Pub Catchment Report - S 1 2DD

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	80	116	463
Catchment Adults 18+	19,352	41,033	494,948
Catchment Adults 18+ Per Pub	242	354	1,069
Populaton Projection 2018 to 2028 (% change)	10.66%	9.65%	5.85%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Circuit Bar	13,439	69.4	134	
2	Bit of Style	13,394	69.2	148	
3	High Street Pub	11,711	60.5	96	
4	Craft Led	11,367	58.7	454	
5	Community Pub	6,242	32.3	80	
6	Premium Local	2,520	13.0	49	
7	Great Pub Great Food	0	0.0	0	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	28,050	68.4	132	
2	Circuit Bar	25,091	61.1	131	
3	Bit of Style	24,044	58.6	93	
4	Craft Led	22,488	54.8	424	
5	Community Pub	17,743	43.2	107	
6	Premium Local	5,494	13.4	50	
7	Great Pub Great Food	0	0.0	0	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	409,391	82.7	160	
2	Community Pub	339,626	68.6	147	
3	Premium Local	176,499	35.7	57	
4	Bit of Style	126,567	25.6	198	
5	Great Pub Great Food	118,537	23.9	59	
6	Circuit Bar	90,759	18.3	68	
7	Craft Led	88,326	17.8	173	

Pub Catchment Report - S 1 2DD

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	1,456	7.5	85	2,773	6.8	76	38,190	7.7	87
C1	3,629	18.8	153	7,032	17.1	140	60,160	12.2	99
C2	387	2.0	24	1,196	2.9	35	38,405	7.8	94
DE	741	3.8	37	3,082	7.5	73	56,398	11.4	111

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	5,874	30.4	92	17,987	43.8	132	272,603	55.1	166
Medium (7-13)	2,006	10.4	31	3,805	9.3	28	139,613	28.2	85
High (14-19)	45	0.2	1	122	0.3	1	51,733	10.5	37

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas
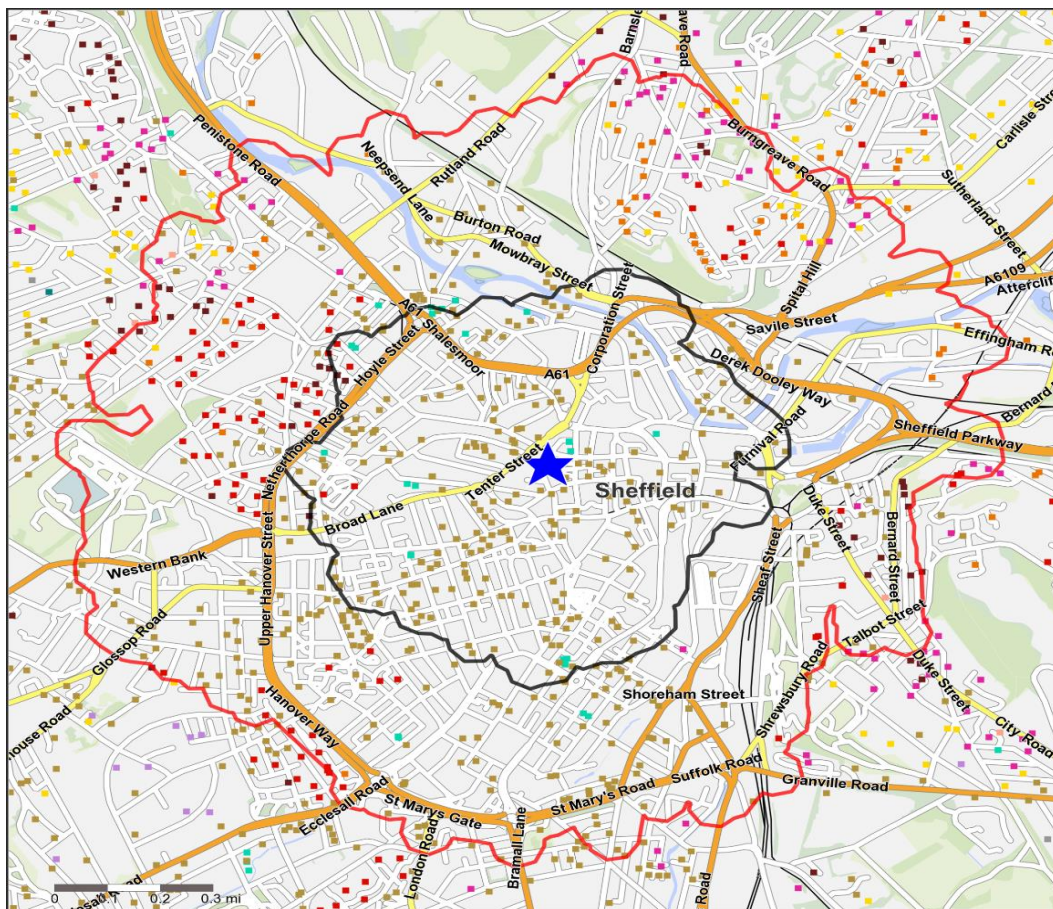
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Mosaic Groups in 10 and 20 Minute DT Catchment Area

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★ Site   Ν 10 Minute Catchment   Ν 20 Minute Catchment

A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs
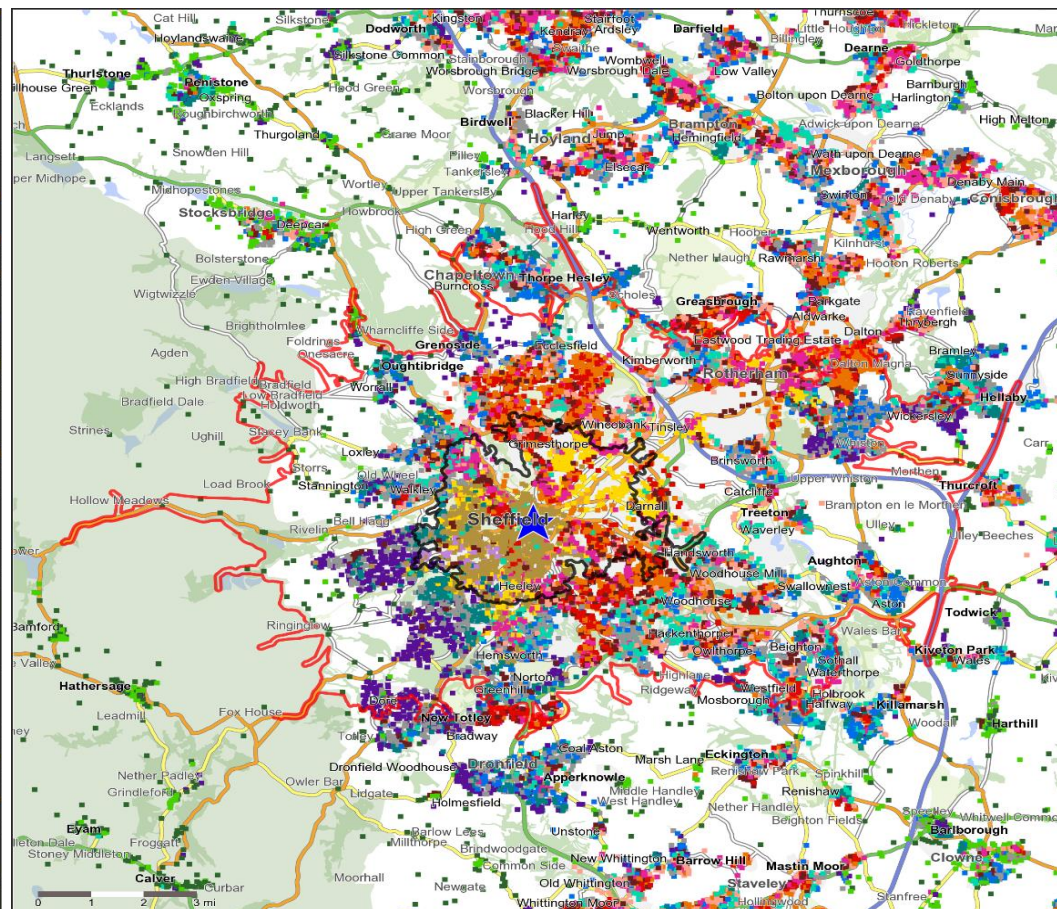
Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
A01	World-Class Wealth	0	0	11	11
A02	Uptown Elite	0	0	2,745	3,087
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	320	3,345
B06	Diamond Days	0	0	86	5,465
B07	Alpha Families	0	0	0	3,617
B08	Bank of Mum and Dad	0	0	7	3,403
B09	Empty-Nest Adventure	0	0	9	5,651
C10	Wealthy Landowners	0	0	0	1,332
C11	Rural Vogue	0	0	0	262
C12	Scattered Homesteads	0	0	0	127
C13	Village Retirement	0	0	0	123
D14	Satellite Settlers	0	0	0	764
D15	Local Focus	0	0	0	160
D16	Outlying Seniors	0	0	0	381
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	841	12,496
E19	Bungalow Heaven	0	0	12	6,138
E20	Classic Grandparents	0	0	1,248	19,874
E21	Solo Retirees	0	0	998	11,618
F22	Boomerang Boarders	0	0	233	8,910
F23	Family Ties	0	0	27	2,230
F24	Fledgling Free	0	0	103	9,417
F25	Dependable Me	0	0	269	7,780
G26	Cafés and Catchments	0	0	1,711	6,013
G27	Thriving Independence	0	0	1,618	7,259
G28	Modern Parents	0	0	0	4,523
G29	Mid-Career Convention	0	0	69	8,820
H30	Primary Ambitions	0	0	1,779	6,374
H31	Affordable Fringe	0	0	569	18,322
H32	First-Rung Futures	0	0	1,314	13,354
H33	Contemporary Starts	0	0	0	2,102
H34	New Foundations	2,054	2,387	2,742	3,097
H35	Flying Solo	0	0	213	903

Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
I36	Solid Economy	0	100	408	1,100
I37	Budget Generations	0	0	344	7,055
I38	Economical Families	0	5	716	9,419
I39	Families on a Budget	0	832	7,212	31,437
J40	Value Rentals	0	0	548	6,825
J41	Youthful Endeavours	0	20	438	3,204
J42	Midlife Renters	0	16	6,051	13,744
J43	Renting Rooms	0	1,044	6,957	16,234
K44	Inner City Stalwarts	0	583	783	786
K45	City Diversity	236	1,131	1,304	1,418
K46	High Rise Residents	0	995	1,536	2,153
K47	Single Essentials	28	830	2,712	9,869
K48	Mature Workers	0	0	4,012	23,486
L49	Flatlet Seniors	68	664	3,280	12,204
L50	Pocket Pensions	0	28	798	7,744
L51	Retirement Communities	84	177	966	3,688
L52	Estate Veterans	6	221	3,279	13,712
L53	Seasoned Survivors	0	168	2,222	9,216
M54	Down-to-Earth Owners	0	4	934	12,421
M55	Back with the Folks	0	0	1,205	10,518
M56	Self Supporters	0	29	784	10,088
N57	Community Elders	0	30	780	1,683
N58	Culture & Comfort	0	0	740	842
N59	Large Family Living	0	566	7,816	14,601
N60	Ageing Access	0	160	8,609	11,551
O61	Career Builders	0	0	4,741	9,216
O62	Central Pulse	5,071	8,012	10,382	10,629
O63	Flexible Workforce	0	144	882	1,093
O64	Bus-Route Renters	17	196	1,102	3,246
O65	Learners & Earners	466	2,959	18,133	18,984
O66	Student Scene	5,803	10,542	24,279	24,279
U99	Unclassified	5,519	9,191	15,098	15,545
Total		**19,352**	**41,034**	**155,975**	**494,948**

20 Minute Walktime and Drivetime Mosaic Type Visualisation

Top 3 Mosaic Types in a 20 Minute Walktime

1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres

- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

2. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life

- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations

- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

Top 3 Mosaic Types in a 20 Minute Drivetime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way

- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres

- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting


- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	27,378	66.7	220	1,143	2.8	17	3,321	8.1	16
Male: Alone	6,541	15.9	54	13,199	32.2	206	12,101	29.5	55
Male: Group	9,659	23.5	103	16,433	40.0	153	5,749	14.0	28
Male: Pair	15,551	37.9	145	3,662	8.9	59	12,629	30.8	54
Mixed Sex: Group	27,924	68.1	298	768	1.9	6	3,150	7.7	17
Mixed Sex: Pair	21,725	52.9	226	5,236	12.8	39	4,880	11.9	28
With Children	3,510	8.6	30	1,105	2.7	16	27,227	66.4	125
Unknown	21,025	51.2	156	5,410	13.2	74	5,407	13.2	28
For Eating:									
Upmarket	22,580	55.0	180	5,015	12.2	59	4,247	10.4	22
Midmarket	27,213	66.3	193	952	2.3	26	3,677	9.0	16
Downmarket	13,706	33.4	150	12,439	30.3	87	5,697	13.9	33
For Drinking (monthly spend):									
Nothing	1,712	4.2	14	5,038	12.3	52	25,091	61.1	136
Low (less than £10)	190	0.5	2	3,280	8.0	34	28,372	69.1	152
Medium (Between £10 and £40)	11,161	27.2	89	1,927	4.7	26	18,754	45.7	91
High (Greater than £40)	12,270	29.9	116	818	2.0	10	18,754	45.7	87

20 Minute Walktime

Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	20 Minute Drivetime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	157,464	31.8	105	56,468	11.4	70	265,471	53.6	103
Male: Alone	171,503	34.7	116	107,467	21.7	139	200,432	40.5	76
Male: Group	136,798	27.6	121	151,121	30.5	117	191,484	38.7	78
Male: Pair	167,072	33.8	129	82,487	16.7	109	229,843	46.4	81
Mixed Sex: Group	160,981	32.5	142	79,381	16.0	50	239,040	48.3	110
Mixed Sex: Pair	155,301	31.4	134	152,181	30.7	95	171,921	34.7	81
With Children	154,445	31.2	108	67,089	13.6	81	257,868	52.1	98
Unknown	142,981	28.9	88	72,419	14.6	82	264,003	53.3	111
For Eating:									
Upmarket	169,091	34.2	112	84,446	17.1	82	225,865	45.6	97
Midmarket	201,074	40.6	118	39,731	8.0	89	238,597	48.2	87
Downmarket	182,314	36.8	166	156,570	31.6	91	140,518	28.4	68
For Drinking (monthly spend):									
Nothing	147,669	29.8	99	115,925	23.4	99	215,809	43.6	97
Low (less than £10)	123,729	25.0	84	83,817	16.9	72	271,857	54.9	121
Medium (Between £10 and £40)	156,437	31.6	103	52,961	10.7	60	270,004	54.6	109
High (Greater than £40)	111,400	22.5	87	105,002	21.2	103	263,001	53.1	102

Competitor Map and Report
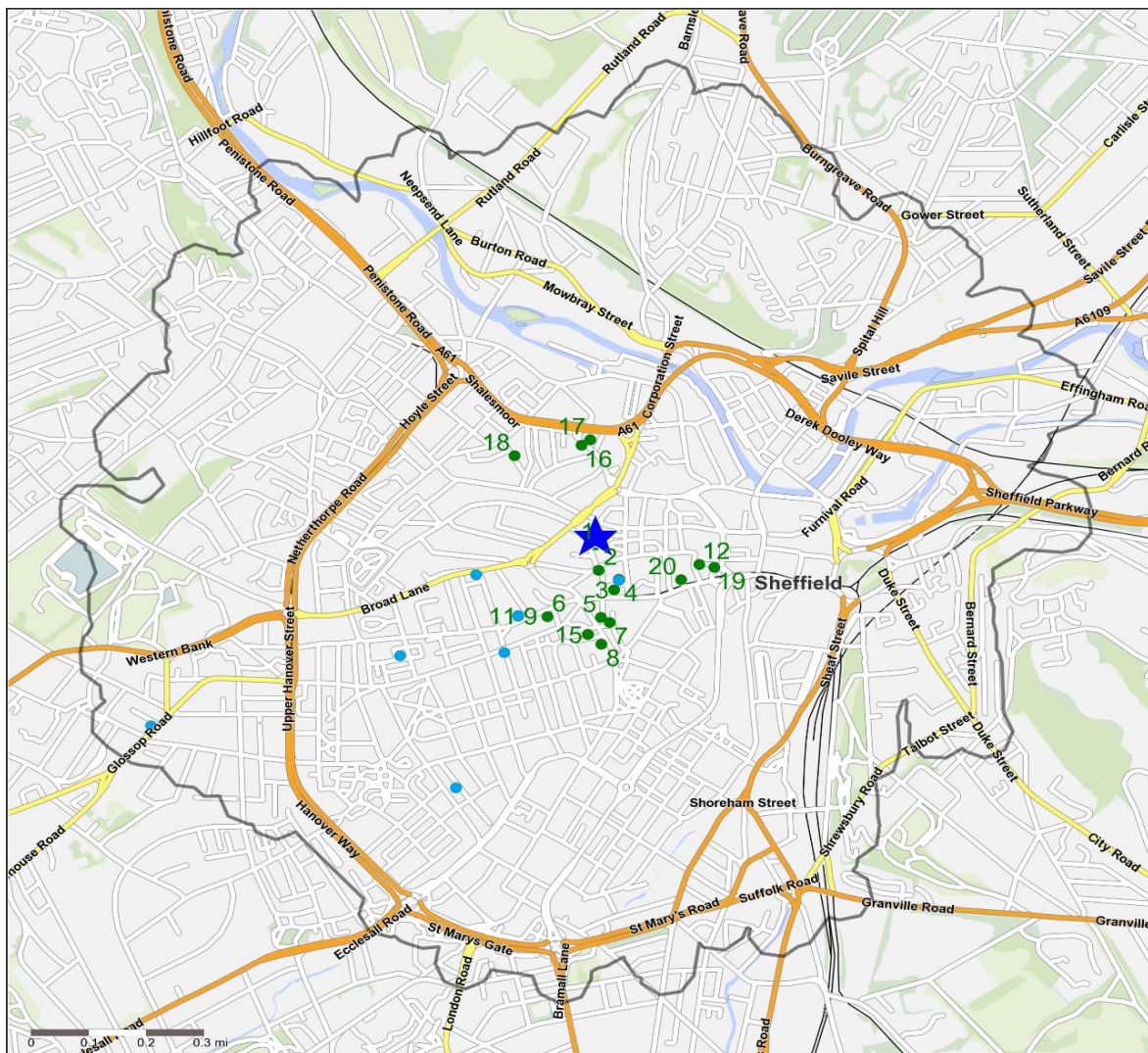
Competitor Map

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★ Site ● Star Pubs ● Pubs Ⴑ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Three Tuns, S 1 2DD	Star Pubs & Bars	0.6	1.1
2	Wig & Pen, S 1 2EG	Independent Free	0.9	2.5
3	Cargo Hold, S 1 2GN	Independent Free	2.4	2.2
4	Church House, S 1 2EW	Star Pubs & Bars	2.4	2.5
5	All Bar One, S 1 2GY	Mitchells & Butlers	3.6	1.6
6	Maggie Mays, S 1 4FG	Independent Free	3.9	1.6
7	Museum, S 1 2FB	Greene King	3.9	1.8
8	Bessemer, S 1 2GZ	Stonegate Pub Company	4.2	2.7
9	Dog & Partridge, S 1 4EL	Star Pubs & Bars	4.5	2.0
10	Grapes, S 1 4EL	Trust Inns	4.5	2.0
11	Trippets, S 1 4EL	Independent Free	4.5	2.0
12	Dove & Rainbow, S 1 2FD	Punch Pub Company	4.8	1.2
13	Bamboo Door, S 1 2JG	Independent Free	4.8	1.9
14	Botanist, S 1 2JG	New World Trading Company	4.8	1.9
15	Kuckoo, S 1 2JG	Independent Free	4.8	1.9
16	Bar Stewards, S 3 8UA	Independent Free	5.1	1.1
17	Shakespeare Inn, S 3 8UB	Unknown	5.1	1.1
18	Night Kitchen, S 3 7AR	Independent Free	5.7	1.5
19	Bankers Draft, S 1 2GH	Wetherspoon	5.7	3.0
20	Cavells, S 1 2GA	Ei Group	6.0	3.5