Pub Catchment Report - LS14 3BU

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	4	4	314
Catchment Adults 18+	879	1,273	267,398
Catchment Adults 18+ Per Pub	220	318	852
Populaton Projection 2020 to 2030 (% change)	-0.18%	1.08%	2.82%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	800	91.0	173	
2	Premium Local	800	91.0	194	
3	Community Pub	122	13.9	22	
4	High Street Pub	122	13.9	97	
5	Bit of Style	43	4.9	12	
6	Craft Led	43	4.9	17	
7	Circuit Bar	0	0.0	0	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	1,058	83.1	158	
2	Premium Local	1,058	83.1	177	
3	Community Pub	259	20.3	32	
4	High Street Pub	212	16.7	116	
5	Bit of Style	44	3.5	9	
6	Craft Led	44	3.5	12	
7	Circuit Bar	0	0.0	0	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	200,615	75.0	143	
2	Community Pub	148,041	55.4	118	
3	Premium Local	116,390	43.5	68	
4	Great Pub Great Food	100,074	37.4	261	
5	Bit of Style	81,053	30.3	75	
6	Craft Led	47,031	17.6	61	
7	Circuit Bar	42,141	15.8	139	

Pub Catchment Report - LS14 3BU

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	184	20.9	236	231	18.1	205	28,339	10.6	120
C1	85	9.7	79	124	9.7	79	35,505	13.3	108
C2	31	3.5	43	65	5.1	62	19,544	7.3	88
DE	17	1.9	19	45	3.5	34	30,266	11.3	110

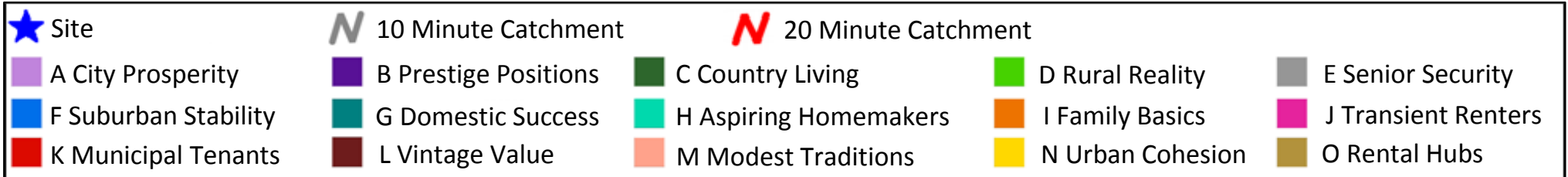| Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	91	10.4	31	191	15.0	45	124,949	46.7	141
Medium (7-13)	146	16.6	50	313	24.6	74	88,114	33.0	99
High (14-19)	609	69.3	243	746	58.6	206	59,721	22.3	78

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area
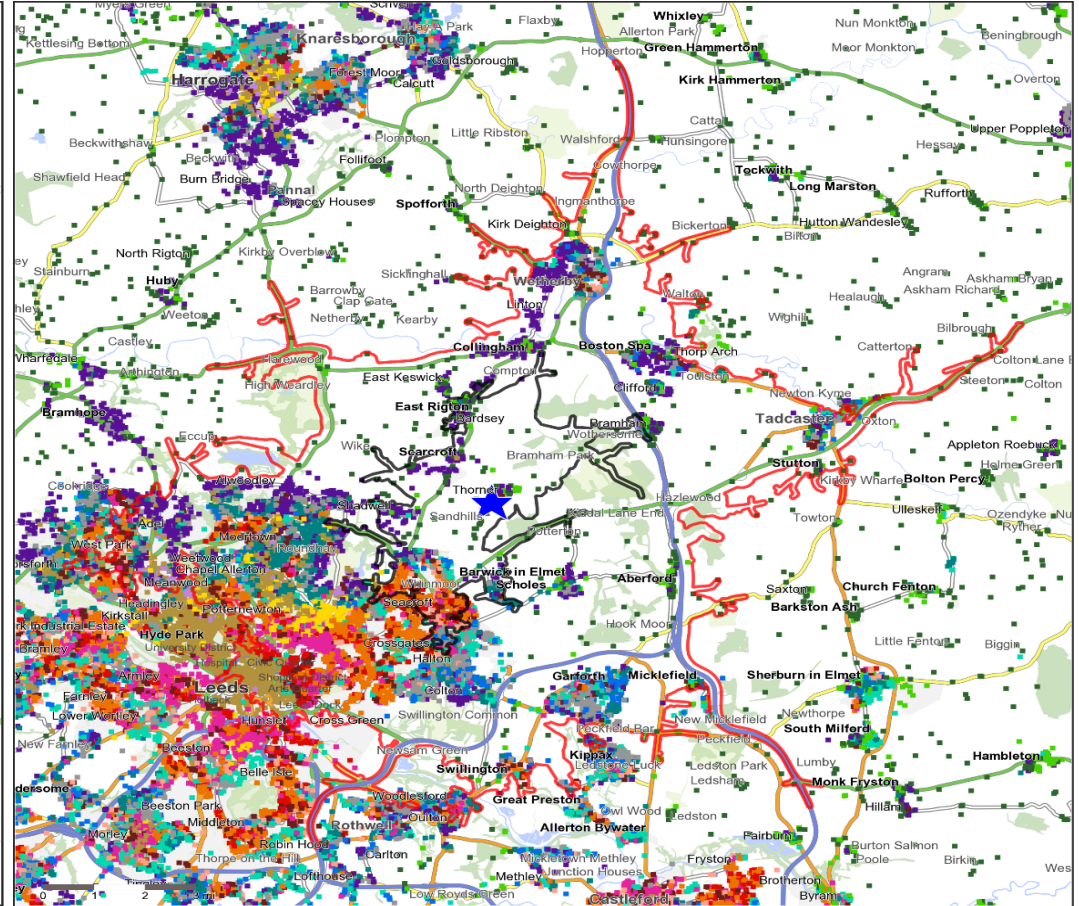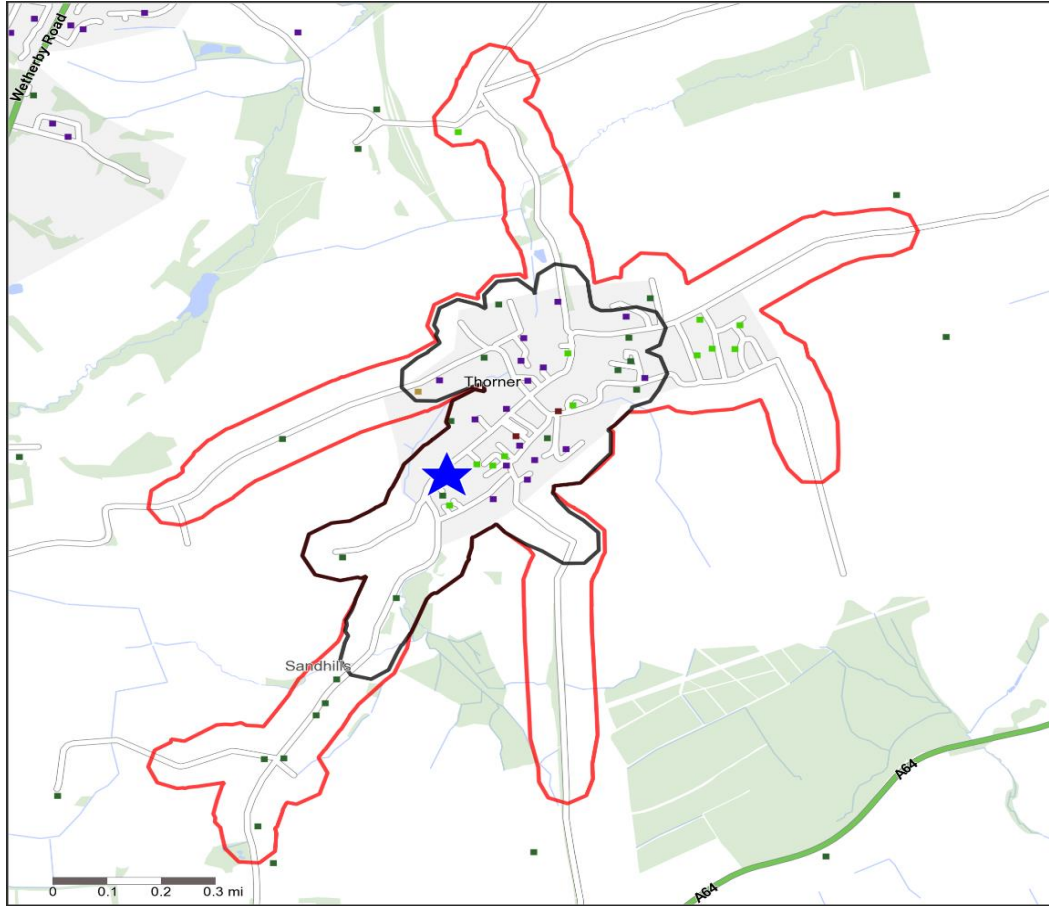
Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019

Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019

★ Site   N 10 Minute Catchment   N 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	0	11
A02 Uptown Elite	0	0	19	1,723
A03 Penthouse Chic	0	0	0	4
A04 Metro High-Flyers	0	0	0	434
B05 Premium Fortunes	59	59	717	4,864
B06 Diamond Days	63	68	790	7,497
B07 Alpha Families	288	294	1,383	6,707
B08 Bank of Mum and Dad	0	0	366	3,698
B09 Empty-Nest Adventure	0	0	710	5,944
C10 Wealthy Landowners	68	144	660	2,568
C11 Rural Vogue	4	14	65	599
C12 Scattered Homesteads	0	0	19	181
C13 Village Retirement	136	150	403	1,992
D14 Satellite Settlers	139	284	673	3,174
D15 Local Focus	0	47	57	619
D16 Outlying Seniors	10	98	208	1,201
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	294	6,519
E19 Bungalow Heaven	0	0	656	7,187
E20 Classic Grandparents	0	0	1,144	6,428
E21 Solo Retirees	0	0	590	4,065
F22 Boomerang Boarders	0	0	418	4,501
F23 Family Ties	0	0	10	2,720
F24 Fledgling Free	0	0	170	1,724
F25 Dependable Me	0	0	326	3,114
G26 Cafés and Catchments	0	0	6	8,734
G27 Thriving Independence	0	0	199	12,567
G28 Modern Parents	0	0	150	1,801
G29 Mid-Career Convention	0	0	809	5,814
H30 Primary Ambitions	0	0	44	3,301
H31 Affordable Fringe	0	0	464	3,620
H32 First-Rung Futures	0	0	436	5,416
H33 Contemporary Starts	0	0	444	1,905
H34 New Foundations	0	0	34	1,452
H35 Flying Solo	0	0	10	967

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	0	126	3,111
I37 Budget Generations	0	0	491	2,108
I38 Economical Families	0	0	2,030	4,317
I39 Families on a Budget	0	0	1,980	17,759
J40 Value Rentals	0	0	484	1,001
J41 Youthful Endeavours	0	0	361	1,623
J42 Midlife Renters	0	0	38	3,556
J43 Renting Rooms	0	0	111	14,187
K44 Inner City Stalwarts	0	0	0	648
K45 City Diversity	0	0	0	1,040
K46 High Rise Residents	0	0	656	5,274
K47 Single Essentials	0	0	644	4,721
K48 Mature Workers	0	0	1,278	4,582
L49 Flatlet Seniors	0	0	447	4,104
L50 Pocket Pensions	69	69	620	4,091
L51 Retirement Communities	0	0	92	3,375
L52 Estate Veterans	0	0	1,910	7,828
L53 Seasoned Survivors	0	0	288	2,762
M54 Down-to-Earth Owners	0	0	611	1,324
M55 Back with the Folks	0	0	479	3,235
M56 Self Supporters	0	0	210	1,892
N57 Community Elders	0	0	0	2,651
N58 Culture & Comfort	0	0	0	1,342
N59 Large Family Living	0	0	0	6,311
N60 Ageing Access	0	0	4	3,352
O61 Career Builders	43	44	144	12,093
O62 Central Pulse	0	0	0	15,572
O63 Flexible Workforce	0	0	0	848
O64 Bus-Route Renters	0	0	153	2,228
O65 Learners & Earners	0	0	0	1,710
O66 Student Scene	0	0	0	5,699
U99 Unclassified	0	0	0	0
Total	**879**	**1,271**	**25,431**	**267,395**

Top 3 Mosaic Types in a 20 Minute Walktime	Top 3 Mosaic Types in a 20 Minute Drivetime

1. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development

- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links

- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs

- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties

- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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

	20 Minute Walktime								
	High			Medium			Low		
Activity Group Structure	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	0	0.0	0	669	52.6	309	604	47.4	94
Male: Alone	168	13.2	44	44	3.5	21	1,061	83.3	155
Male: Group	69	5.4	24	198	15.6	58	1,006	79.0	158
Male: Pair	69	5.4	21	0	0.0	0	1,203	94.5	162
Mixed Sex: Group	0	0.0	0	580	45.6	142	692	54.4	126
Mixed Sex: Pair	284	22.3	92	293	23.0	70	696	54.7	128
With Children	0	0.0	0	115	9.0	51	1,158	91.0	172
Unknown	331	26.0	75	68	5.3	29	874	68.7	147
For Eating:									
Upmarket	44	3.5	11	294	23.1	107	935	73.4	159
Midmarket	44	3.5	10	0	0.0	0	1,229	96.5	176
Downmarket	0	0.0	0	146	11.5	33	1,127	88.5	213
For Drinking (monthly spend):									
Nothing	146	11.5	37	83	6.5	28	1,044	82.0	179
Low (less than £10)	218	17.1	58	444	34.9	147	610	47.9	103
Medium (Between £10 and £40)	127	10.0	32	632	49.6	274	513	40.3	79
High (Greater than £40)	44	3.5	13	271	21.3	103	958	75.3	142

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	73,664	27.5	85	46,053	17.2	101	147,680	55.2	109
Male: Alone	66,677	24.9	84	68,453	25.6	154	132,268	49.5	92
Male: Group	64,664	24.2	106	69,732	26.1	97	133,001	49.7	99
Male: Pair	79,417	29.7	113	40,294	15.1	98	147,687	55.2	94
Mixed Sex: Group	79,984	29.9	122	47,313	17.7	55	140,101	52.4	121
Mixed Sex: Pair	65,864	24.6	102	104,170	39.0	118	97,363	36.4	85
With Children	69,603	26.0	88	40,445	15.1	86	157,350	58.8	112
Unknown	80,945	30.3	87	48,201	18.0	97	138,252	51.7	111
For Eating:									
Upmarket	90,192	33.7	105	60,066	22.5	104	117,140	43.8	95
Midmarket	114,847	42.9	119	25,617	9.6	105	126,934	47.5	87
Downmarket	50,612	18.9	82	97,163	36.3	103	119,623	44.7	108
For Drinking (monthly spend):									
Nothing	56,320	21.1	69	67,870	25.4	108	143,208	53.6	117
Low (less than £10)	69,301	25.9	87	33,865	12.7	53	164,232	61.4	132
Medium (Between £10 and £40)	89,708	33.5	109	39,916	14.9	82	137,773	51.5	101
High (Greater than £40)	77,063	28.8	109	54,406	20.3	98	135,929	50.8	96

star PUBS&BARS

experian

Source: CGA 2020
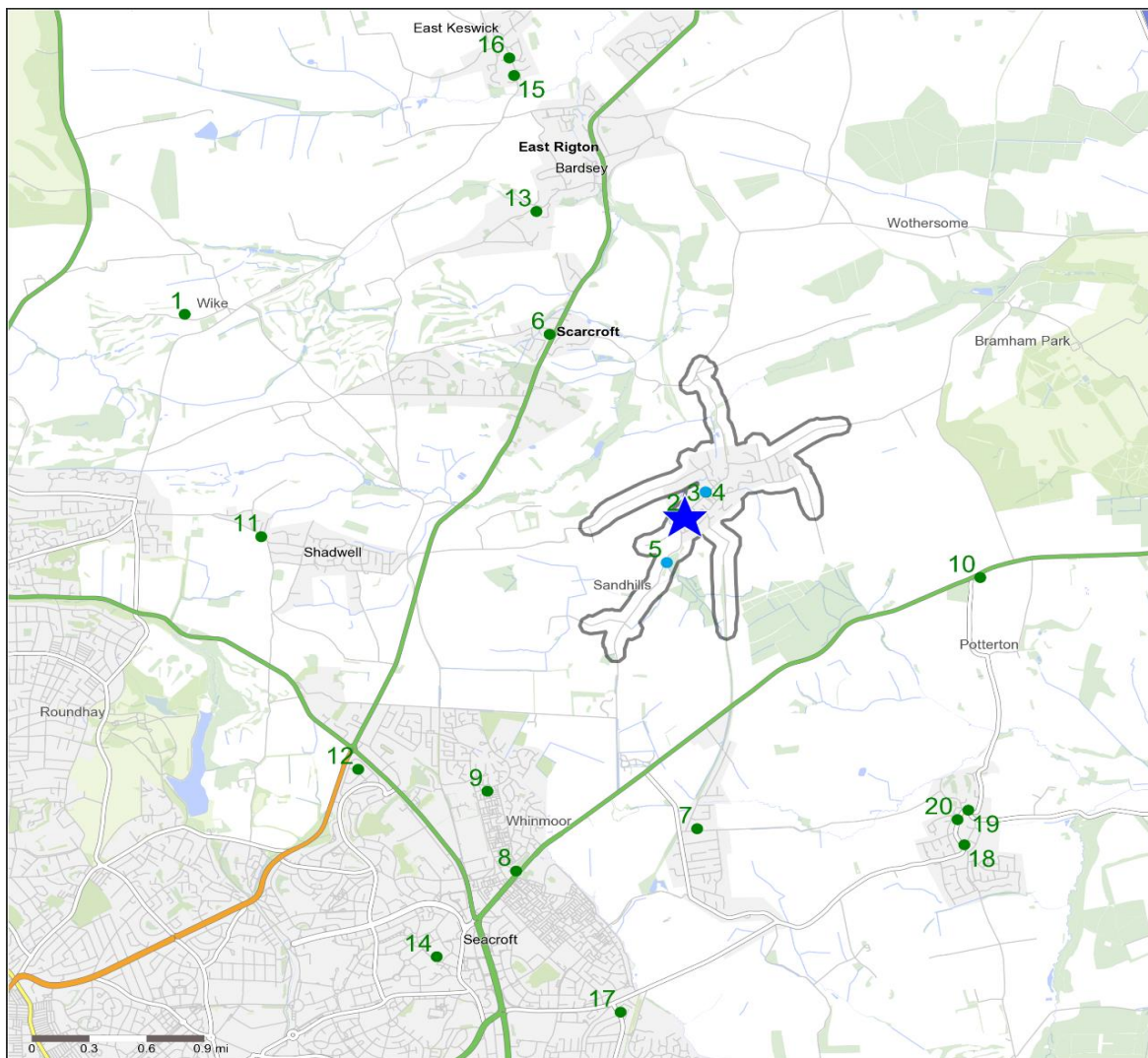
Competitor Map

Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019

★ Site ● Star Pubs ● Pubs Ɲ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Nineteen Bar & Grill, LS17 9JW	Independent Free	0.0	11.3
2	Post Box Deli, LS14 3BU	Independent Free	0.0	0.0
3	Fox, LS14 3DX	Star Pubs & Bars	3.3	1.2
4	Mexborough Arms, LS14 3DX	Ei Group	3.3	1.2
5	Beehive, LS14 3DE	Star Pubs & Bars	6.6	1.6
6	New Inn, LS14 3AT	Mitchells & Butlers	36.5	6.0
7	Buffers, LS15 4AL	Marston's	47.4	7.2
8	Old Red Lion, LS14 2AD	Unknown	48.9	6.9
9	Pendas Arms, LS14 2DF	Greene King	54.6	9.7
10	Fox & Grapes, LS15 4NJ	Stonegate Pub Company	57.3	9.4
11	Red Lion, LS17 8HH	Trust Inns Limited	58.5	9.4
12	Monkswood, LS14 1DW	*Other Small Retail Groups	60.2	9.1
13	Bingley Arms, LS17 9DR	Star Pubs & Bars	62.9	9.1
14	Cricketers Arms, LS14 6JW	Ei Group	66.2	9.4
15	Duke Of Wellington, LS17 9DB	Ei Group	73.5	11.4
16	Old Star Inn, LS17 9EJ	Ei Group	76.0	11.9
17	Cock Beck, LS15 8LA	Ei Group	80.1	10.7
18	New Inn, LS15 4JF	Ei Group	86.5	12.0
19	Black Swan, LS15 4JP	Ei Group	86.7	12.4
20	Gascoigne Arms, LS15 4JQ	Greene King	88.3	12.5