Pub Catchment Report - TF11 9AA

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	10	10	240
Catchment Adults 18+	3,130	5,826	197,504
Catchment Adults 18+ Per Pub	313	583	823
Populaton Projection 2018 to 2028 (% change)	3.31%	3.70%	3.85%

	10 Minute Walktime						20 Minute Walktime						20 Minute Drivetime			
Rank	Type	Target Customers	% of Population	Index		Rank	Type	Target Customers	% of Population	Index		Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,984	63.4	122		1	High Street Pub	3,846	66.0	127		1	High Street Pub	133,159	67.4	130
2	Premium Local	1,926	61.5	132		2	Premium Local	3,688	63.3	136		2	Community Pub	108,225	54.8	118
3	Community Pub	1,488	47.5	75		3	Community Pub	2,888	49.6	79		3	Premium Local	107,964	54.7	87
4	Great Pub Great Food	1,270	40.6	314		4	Great Pub Great Food	2,492	42.8	331		4	Great Pub Great Food	76,404	38.7	299
5	Bit of Style	873	27.9	69		5	Bit of Style	1,402	24.1	60		5	Bit of Style	43,916	22.2	55
6	Circuit Bar	695	22.2	83		6	Circuit Bar	1,076	18.5	69		6	Circuit Bar	26,037	13.2	49
7	Craft Led	185	5.9	57		7	Craft Led	219	3.8	36		7	Craft Led	9,982	5.1	49

Pub Catchment Report - TF11 9AA

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	359	11.5	130	579	9.9	112	15,794	8.0	90
C1	378	12.1	98	682	11.7	95	22,324	11.3	92
C2	211	6.7	82	437	7.5	91	17,143	8.7	105
DE	216	6.9	67	442	7.6	74	20,393	10.3	100

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)	802	25.6	77	1,721	29.5	89	82,490	41.8	126
Medium (7-13)	1,374	43.9	132	2,510	43.1	130	67,968	34.4	104
High (14-19)	728	23.3	82	1,165	20.0	70	38,295	19.4	68

Catchment Mosaic Groups

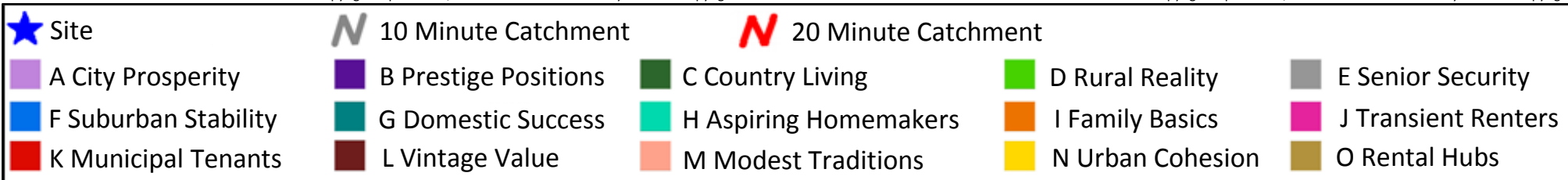## Mosaic Groups in 10 and 20 Minute WT Catchment Areas
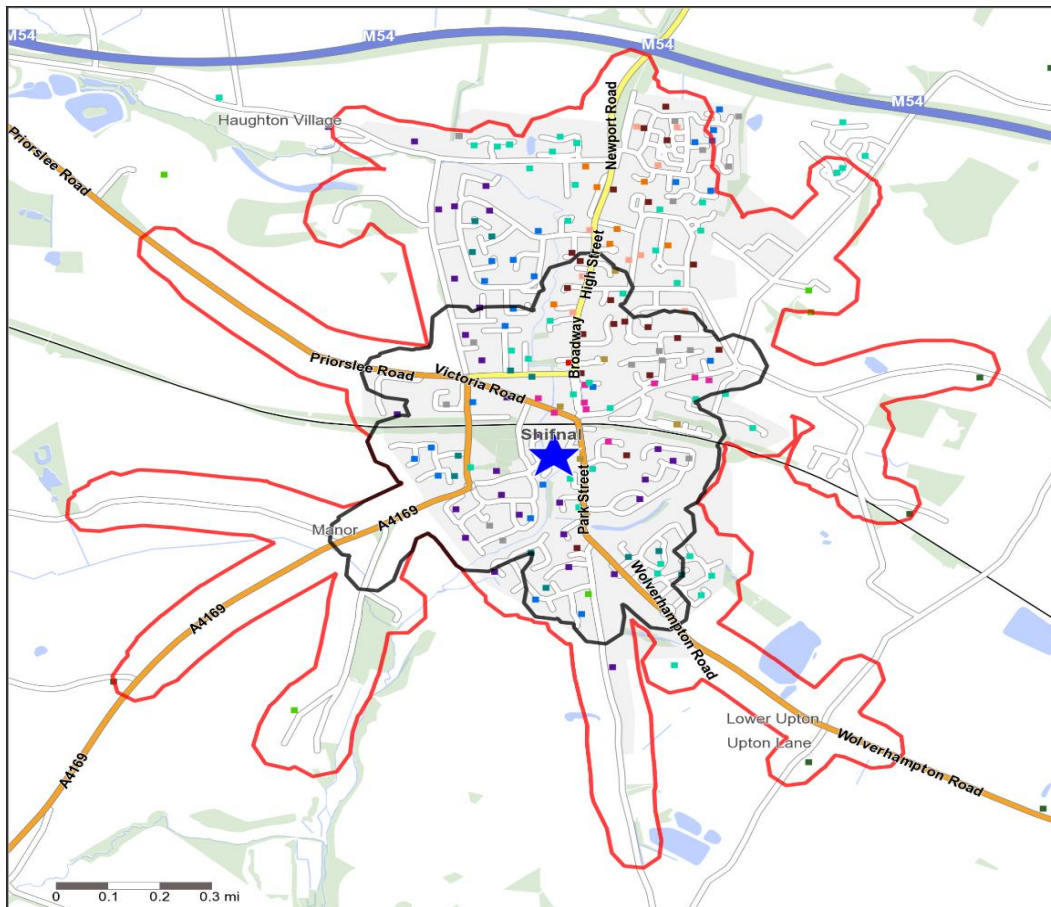
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Mosaic Groups in 10 and 20 Minute DT Catchment Area

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★ Site   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
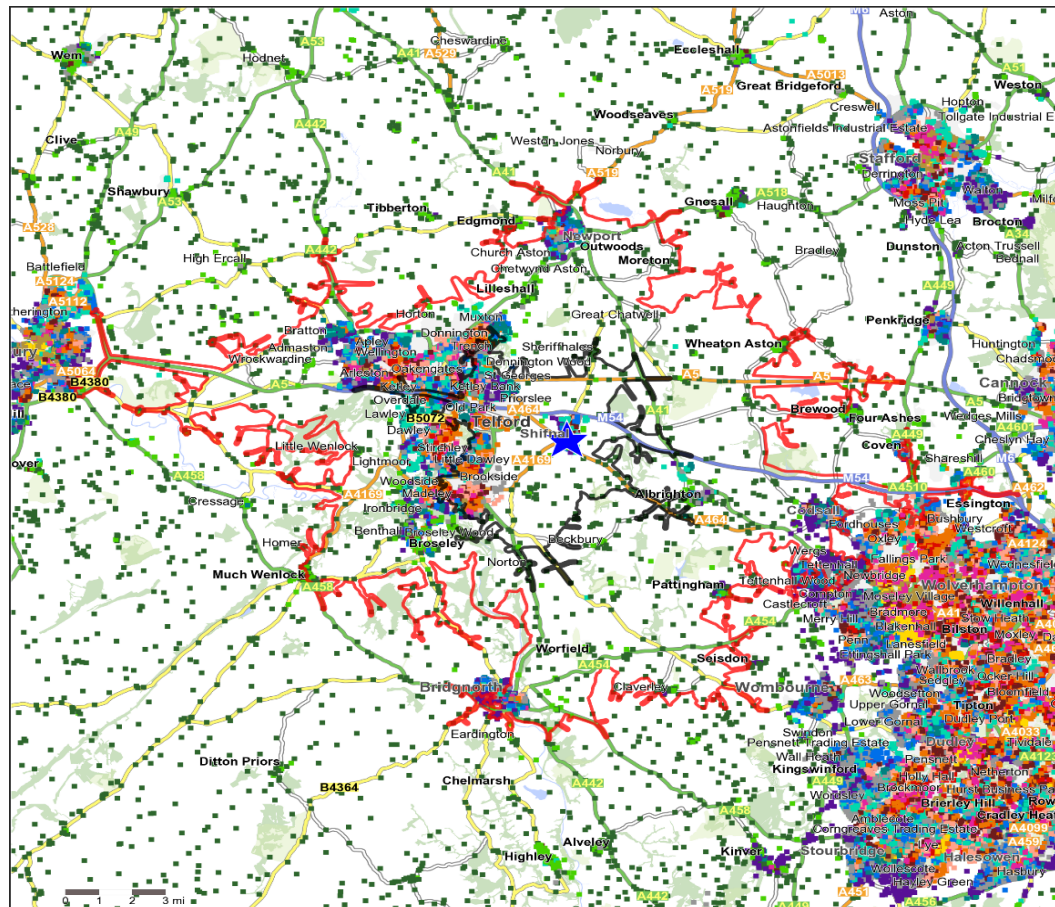
Adults 18+ by Mosaic Type in Each Catchment

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	0
A02	Uptown Elite	0	0	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	398
B06	Diamond Days	39	54	142	2,283
B07	Alpha Families	82	145	375	3,055
B08	Bank of Mum and Dad	148	164	849	3,717
B09	Empty-Nest Adventure	309	504	2,044	7,881
C10	Wealthy Landowners	0	55	744	5,916
C11	Rural Vogue	0	39	541	3,199
C12	Scattered Homesteads	0	5	123	1,268
C13	Village Retirement	0	8	147	5,616
D14	Satellite Settlers	14	64	437	4,764
D15	Local Focus	0	0	119	2,264
D16	Outlying Seniors	0	0	53	1,740
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	26	63	210	1,642
E19	Bungalow Heaven	14	67	864	6,814
E20	Classic Grandparents	36	36	558	3,522
E21	Solo Retirees	180	237	770	3,553
F22	Boomerang Boarders	252	517	830	5,031
F23	Family Ties	0	0	218	1,232
F24	Fledgling Free	60	102	1,013	5,711
F25	Dependable Me	154	354	1,180	7,933
G26	Cafés and Catchments	0	0	0	2
G27	Thriving Independence	29	42	124	1,685
G28	Modern Parents	0	0	2,081	8,176
G29	Mid-Career Convention	218	380	1,220	7,527
H30	Primary Ambitions	0	0	242	1,558
H31	Affordable Fringe	28	285	1,402	6,476
H32	First-Rung Futures	25	44	860	5,848
H33	Contemporary Starts	426	592	2,771	11,265
H34	New Foundations	51	206	616	1,675
H35	Flying Solo	58	73	227	1,304

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	20	130	431	1,592
I37	Budget Generations	5	111	1,004	3,886
I38	Economical Families	0	0	3,814	7,969
I39	Families on a Budget	0	0	4,598	10,853
J40	Value Rentals	0	0	1,171	4,201
J41	Youthful Endeavours	0	0	769	1,921
J42	Midlife Renters	262	268	1,085	5,365
J43	Renting Rooms	0	0	758	2,354
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	104
K47	Single Essentials	37	37	764	2,154
K48	Mature Workers	0	0	1,633	4,997
L49	Flatlet Seniors	4	4	411	1,328
L50	Pocket Pensions	278	492	1,751	5,275
L51	Retirement Communities	27	38	38	972
L52	Estate Veterans	6	162	503	3,715
L53	Seasoned Survivors	52	52	499	1,267
M54	Down-to-Earth Owners	0	0	1,215	3,430
M55	Back with the Folks	68	225	865	4,314
M56	Self Supporters	59	83	1,242	4,578
N57	Community Elders	0	0	0	1
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	308
N60	Ageing Access	0	0	0	207
O61	Career Builders	65	65	65	498
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	97	124	290	1,693
O65	Learners & Earners	0	0	0	177
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	115	1,287
Total		**3,129**	**5,827**	**43,781**	**197,501**

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

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers

- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home

- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers

- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. 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

3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers


- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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	20 Minute Walktime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	2,132	36.6	121	800	13.7	84	2,894	49.7	95
Male: Alone	2,418	41.5	139	524	9.0	58	2,884	49.5	93
Male: Group	2,155	37.0	162	1,000	17.2	66	2,672	45.9	92
Male: Pair	2,152	36.9	142	975	16.7	110	2,699	46.3	81
Mixed Sex: Group	1,195	20.5	90	2,059	35.3	111	2,572	44.1	101
Mixed Sex: Pair	2,174	37.3	159	1,174	20.2	62	2,478	42.5	100
With Children	1,134	19.5	67	1,239	21.3	126	3,453	59.3	112
Unknown	1,195	20.5	62	1,384	23.8	132	3,247	55.7	116
For Eating:									
Upmarket	2,536	43.5	142	828	14.2	68	2,463	42.3	89
Midmarket	1,511	25.9	76	203	3.5	39	4,112	70.6	128
Downmarket	1,754	30.1	135	2,354	40.4	116	1,718	29.5	71
For Drinking (monthly spend):									
Nothing	1,510	25.9	86	2,043	35.1	148	2,273	39.0	87
Low (less than £10)	2,289	39.3	132	1,147	19.7	84	2,389	41.0	90
Medium (Between £10 and £40)	2,276	39.1	128	504	8.7	49	3,046	52.3	104
High (Greater than £40)	1,586	27.2	105	1,043	17.9	87	3,198	54.9	105

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	58,839	29.8	98	24,889	12.6	77	112,489	57.0	109
Male: Alone	51,721	26.2	88	35,199	17.8	114	109,297	55.3	104
Male: Group	43,425	22.0	96	48,130	24.4	93	104,661	53.0	107
Male: Pair	38,352	19.4	74	35,177	17.8	117	122,688	62.1	108
Mixed Sex: Group	38,931	19.7	86	66,724	33.8	106	90,562	45.9	104
Mixed Sex: Pair	55,881	28.3	121	65,223	33.0	102	75,113	38.0	89
With Children	57,267	29.0	100	44,563	22.6	134	94,387	47.8	90
Unknown	55,065	27.9	85	30,140	15.3	85	111,011	56.2	117
For Eating:									
Upmarket	49,196	24.9	81	40,148	20.3	98	106,873	54.1	115
Midmarket	44,772	22.7	66	15,671	7.9	88	135,774	68.7	124
Downmarket	57,930	29.3	132	84,260	42.7	122	54,027	27.4	66
For Drinking (monthly spend):									
Nothing	55,360	28.0	93	64,211	32.5	138	76,646	38.8	87
Low (less than £10)	62,698	31.7	106	52,650	26.7	114	80,868	40.9	90
Medium (Between £10 and £40)	56,389	28.6	93	35,261	17.9	100	104,567	52.9	105
High (Greater than £40)	36,784	18.6	72	48,086	24.3	119	111,346	56.4	108
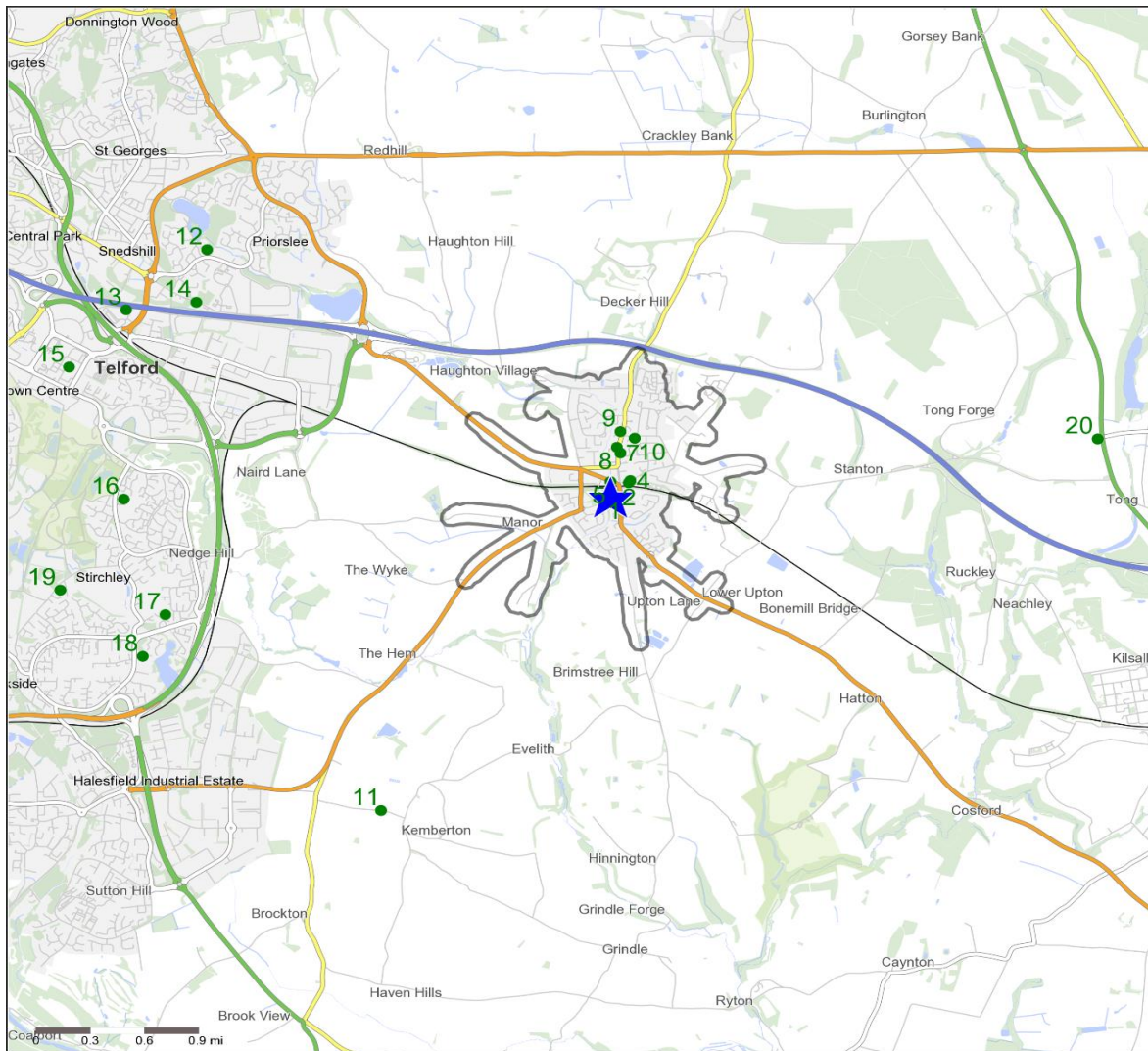
20 Minute Drivetime

Competitor Map and Report

Competitor Map

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★ Site ●(blue) Star Pubs ●(green) Pubs ∿ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	No 12 Shifnal, TF11 9AA	Star Pubs & Bars	0.9	2.8
2	Odfellows Wine Bar, TF11 9AU	Independent Free	3.9	2.7
3	Anvill Inn, TF11 8DW	Independent Free	3.9	3.2
4	Winking Frog, TF11 8DW	Ei Group	3.9	3.2
5	Jaspers, TF11 8AF	Independent Free	4.2	2.2
6	Plough Inn, TF11 8AZ	Independent Free	6.6	2.7
7	Seven Bar & Restaurant, TF11 8AZ	Independent Free	6.6	2.7
8	Wheatsheaf Inn, TF11 8BB	Marston's	7.9	2.9
9	White Hart Inn, TF11 8BH	Independent Free	9.4	3.2
10	Beehive, TF11 8EQ	Punch Pub Company	10.3	3.5
11	Masons Arms, TF11 9LQ	Punch Pub Company	57.3	5.0
12	Priorslee, TF 2 9SW	Greene King	72.0	7.9
13	Euston Way, TF 3 4LY	Whitbread	80.4	8.5
14	Lion, TF 2 9NN	Punch Pub Company	80.6	9.3
15	Seven Gorge Taverners, TF 3 4NL	Marston's	82.4	9.4
16	Randlay Farmhouse, TF 3 2LH	Marston's	82.8	8.7
17	Nedge Tavern, TF 3 1FE	Independent Free	86.3	8.8
18	Mallard, TF 3 1LE	Global Star	92.1	8.1
19	Rose & Crown, TF 3 1DY	Trust Inns	102.8	10.1
20	Bell Inn, TF11 8PS	Marston's	119.2	9.6