# Pub Catchment Report - BB 7 9QB

| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|---|---|---|---|
| Number of Pubs | 1 | 1 | 114 |
| Catchment Adults 18+ | 338 | 531 | 77,417 |
| Catchment Adults 18+ Per Pub | 338 | 531 | 679 |
| | | | |
| Populaton Projection 2018 to 2028 (% change) | 1.61% | 0.36% | 1.24% |

| 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 | Great Pub Great Food | 327 | 96.7 | 187 | 1 | Great Pub Great Food | 449 | 84.6 | 163 | 1 | Premium Local | 44,362 | 57.3 | 111 |
| 2 | Premium Local | 327 | 96.7 | 208 | 2 | Premium Local | 449 | 84.6 | 181 | 2 | High Street Pub | 43,839 | 56.6 | 121 |
| 3 | Community Pub | 6 | 1.8 | 3 | 3 | Community Pub | 10 | 1.9 | 3 | 3 | Great Pub Great Food | 36,772 | 47.5 | 75 |
| 4 | Bit of Style | 0 | 0.0 | 0 | 4 | Bit of Style | 0 | 0.0 | 0 | 4 | Community Pub | 33,244 | 42.9 | 332 |
| 5 | Circuit Bar | 0 | 0.0 | 0 | 5 | Circuit Bar | 0 | 0.0 | 0 | 5 | Bit of Style | 14,095 | 18.2 | 45 |
| 6 | Craft Led | 0 | 0.0 | 0 | 6 | Craft Led | 0 | 0.0 | 0 | 6 | Circuit Bar | 4,844 | 6.3 | 23 |
| 7 | High Street Pub | 0 | 0.0 | 0 | 7 | High Street Pub | 0 | 0.0 | 0 | 7 | Craft Led | 3,143 | 4.1 | 39 |

# Pub Catchment Report - BB 7 9QB

| 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 | 51 | 15.1 | 171 | 74 | 13.9 | 158 | 7,193 | 9.3 | 105 |
| C1 | 29 | 8.6 | 70 | 39 | 7.3 | 60 | 8,528 | 11.0 | 90 |
| C2 | 19 | 5.6 | 68 | 29 | 5.5 | 66 | 6,802 | 8.8 | 106 |
| DE | 10 | 3.0 | 29 | 13 | 2.4 | 24 | 6,561 | 8.5 | 82 |

| 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) | 19 | 5.6 | 17 | 24 | 4.5 | 14 | 24,370 | 31.5 | 95 |
| Medium (7-13) | 99 | 29.3 | 88 | 136 | 25.6 | 77 | 29,305 | 37.9 | 114 |
| High (14-19) | 173 | 51.2 | 180 | 234 | 44.1 | 155 | 19,577 | 25.3 | 89 |

**star** PUBS&BARS

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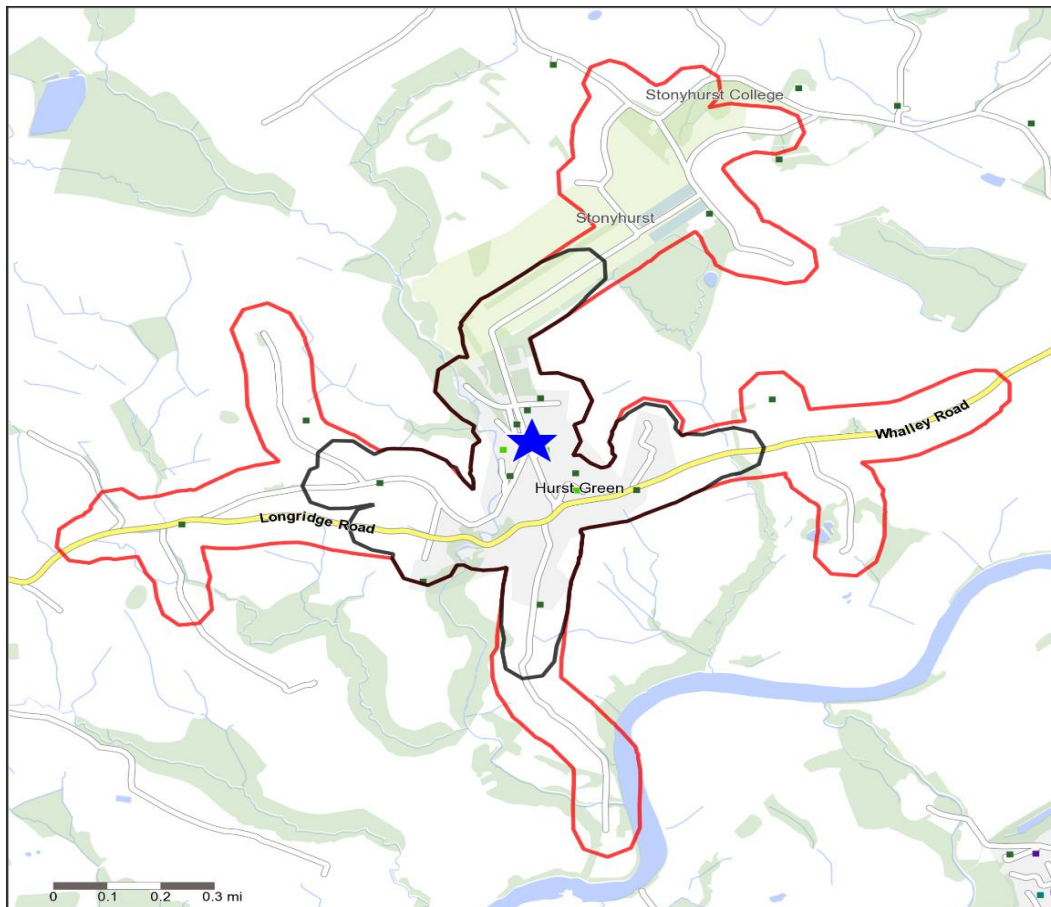


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★ Site    N 10 Minute Catchment    N 20 Minute Catchment

| 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 |
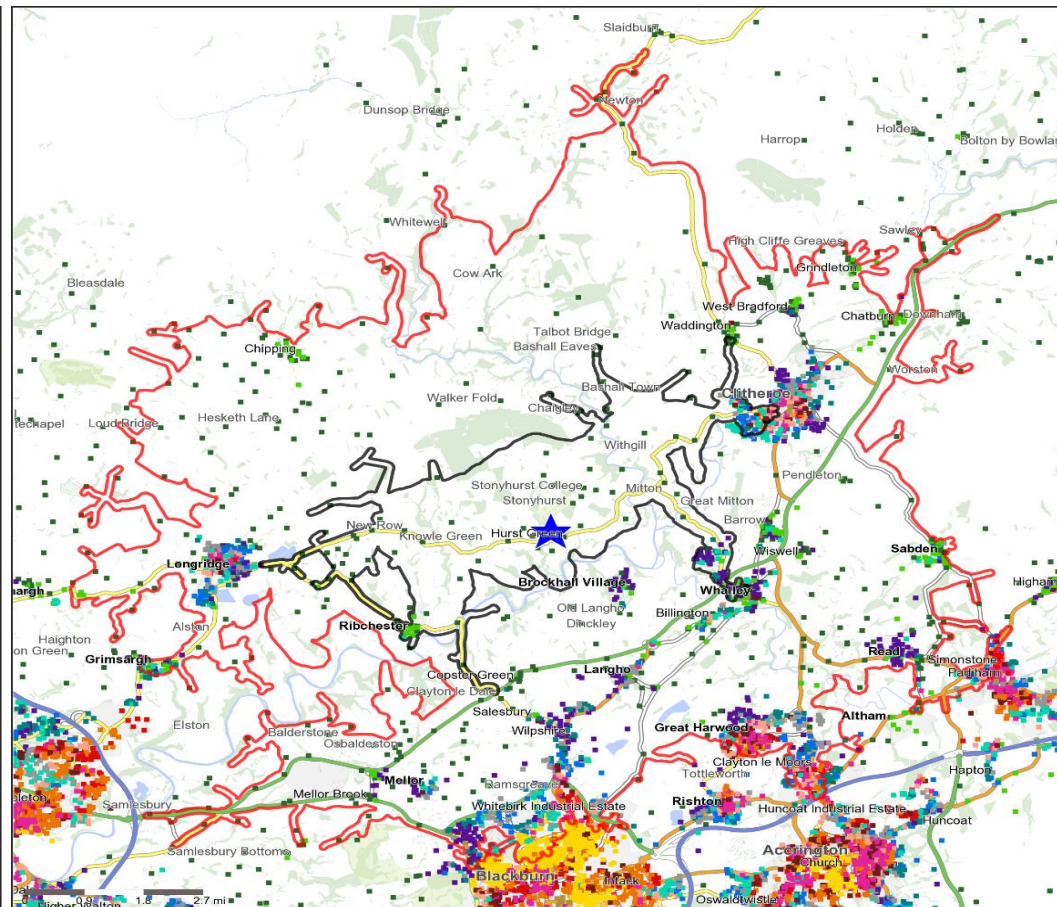
# Adults 18+ by Mosaic Type in Each Catchment

| 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 | 216 |
| B06 | Diamond Days | 0 | 0 | 2 | 614 |
| B07 | Alpha Families | 0 | 0 | 282 | 2,841 |
| B08 | Bank of Mum and Dad | 0 | 0 | 137 | 2,250 |
| B09 | Empty-Nest Adventure | 0 | 0 | 149 | 3,071 |
| C10 | Wealthy Landowners | 107 | 134 | 913 | 5,570 |
| C11 | Rural Vogue | 57 | 134 | 572 | 1,225 |
| C12 | Scattered Homesteads | 6 | 10 | 42 | 266 |
| C13 | Village Retirement | 85 | 96 | 391 | 2,489 |
| D14 | Satellite Settlers | 71 | 75 | 753 | 3,560 |
| D15 | Local Focus | 0 | 0 | 49 | 926 |
| D16 | Outlying Seniors | 0 | 0 | 124 | 1,126 |
| D17 | Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | 0 | 0 | 83 | 693 |
| E19 | Bungalow Heaven | 0 | 0 | 275 | 3,879 |
| E20 | Classic Grandparents | 0 | 0 | 31 | 760 |
| E21 | Solo Retirees | 0 | 0 | 95 | 1,576 |
| F22 | Boomerang Boarders | 0 | 0 | 431 | 3,106 |
| F23 | Family Ties | 0 | 0 | 0 | 993 |
| F24 | Fledgling Free | 0 | 0 | 257 | 1,492 |
| F25 | Dependable Me | 0 | 0 | 27 | 2,290 |
| G26 | Cafés and Catchments | 0 | 0 | 0 | 47 |
| G27 | Thriving Independence | 0 | 0 | 0 | 275 |
| G28 | Modern Parents | 0 | 0 | 426 | 1,965 |
| G29 | Mid-Career Convention | 0 | 0 | 220 | 4,095 |
| H30 | Primary Ambitions | 0 | 0 | 96 | 694 |
| H31 | Affordable Fringe | 0 | 0 | 514 | 2,207 |
| H32 | First-Rung Futures | 0 | 0 | 326 | 2,525 |
| H33 | Contemporary Starts | 0 | 0 | 307 | 1,126 |
| H34 | New Foundations | 0 | 0 | 99 | 348 |
| H35 | Flying Solo | 0 | 0 | 5 | 376 |

| 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 | 0 | 72 |
| I37 | Budget Generations | 0 | 0 | 279 | 336 |
| I38 | Economical Families | 0 | 0 | 16 | 1,865 |
| I39 | Families on a Budget | 0 | 0 | 0 | 451 |
| J40 | Value Rentals | 0 | 0 | 111 | 2,548 |
| J41 | Youthful Endeavours | 0 | 0 | 0 | 245 |
| J42 | Midlife Renters | 0 | 0 | 113 | 3,154 |
| J43 | Renting Rooms | 0 | 0 | 1 | 945 |
| K44 | Inner City Stalwarts | 0 | 0 | 0 | 0 |
| K45 | City Diversity | 0 | 0 | 0 | 0 |
| K46 | High Rise Residents | 0 | 0 | 0 | 0 |
| K47 | Single Essentials | 0 | 0 | 0 | 145 |
| K48 | Mature Workers | 0 | 0 | 0 | 1,185 |
| L49 | Flatlet Seniors | 0 | 0 | 0 | 505 |
| L50 | Pocket Pensions | 0 | 0 | 338 | 1,449 |
| L51 | Retirement Communities | 0 | 0 | 26 | 713 |
| L52 | Estate Veterans | 0 | 0 | 0 | 20 |
| L53 | Seasoned Survivors | 0 | 0 | 8 | 1,158 |
| M54 | Down-to-Earth Owners | 0 | 0 | 0 | 308 |
| M55 | Back with the Folks | 0 | 0 | 199 | 959 |
| M56 | Self Supporters | 0 | 0 | 256 | 4,268 |
| N57 | Community Elders | 0 | 0 | 0 | 1,046 |
| N58 | Culture & Comfort | 0 | 0 | 0 | 152 |
| N59 | Large Family Living | 0 | 0 | 0 | 2,998 |
| N60 | Ageing Access | 0 | 0 | 0 | 0 |
| O61 | Career Builders | 0 | 0 | 2 | 97 |
| O62 | Central Pulse | 0 | 0 | 0 | 0 |
| O63 | Flexible Workforce | 0 | 0 | 0 | 0 |
| O64 | Bus-Route Renters | 0 | 0 | 7 | 79 |
| O65 | Learners & Earners | 0 | 0 | 0 | 0 |
| O66 | Student Scene | 0 | 0 | 0 | 0 |
| U99 | Unclassified | 12 | 82 | 122 | 122 |
| **Total** | | **338** | **531** | **8,084** | **77,421** |

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

### 2. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

### 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

### 2. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

### 3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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 | 75 | 14.1 | 86 | 374 | 70.4 | 135 |
| Male: Alone | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 449 | 84.6 | 159 |
| Male: Group | 0 | 0.0 | 0 | 96 | 18.1 | 69 | 353 | 66.5 | 134 |
| Male: Pair | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 449 | 84.6 | 147 |
| Mixed Sex: Group | 0 | 0.0 | 0 | 171 | 32.2 | 101 | 278 | 52.4 | 119 |
| Mixed Sex: Pair | 75 | 14.1 | 60 | 106 | 20.0 | 61 | 268 | 50.5 | 118 |
| With Children | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 449 | 84.6 | 160 |
| Unknown | 75 | 14.1 | 43 | 0 | 0.0 | 0 | 374 | 70.4 | 147 |
| **For Eating:** | | | | | | | | | |
| Upmarket | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 449 | 84.6 | 179 |
| Midmarket | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 449 | 84.6 | 153 |
| Downmarket | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 449 | 84.6 | 203 |
| **For Drinking (monthly spend):** | | | | | | | | | |
| Nothing | 10 | 1.9 | 6 | 134 | 25.2 | 107 | 305 | 57.4 | 128 |
| Low (less than £10) | 106 | 20.0 | 67 | 209 | 39.4 | 168 | 134 | 25.2 | 56 |
| Medium (Between £10 and £40) | 0 | 0.0 | 0 | 240 | 45.2 | 253 | 209 | 39.4 | 78 |
| High (Greater than £40) | 0 | 0.0 | 0 | 134 | 25.2 | 123 | 315 | 59.3 | 113 |

# Pubs & Leisure: Attitudinal Profiles

| | 20 Minute Drivetime | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | **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 | 19,230 | 24.8 | 82 | 10,984 | 14.2 | 87 | 47,082 | 60.8 | 117 |
| Male: Alone | 21,166 | 27.3 | 92 | 9,575 | 12.4 | 79 | 46,554 | 60.1 | 113 |
| Male: Group | 15,350 | 19.8 | 87 | 22,764 | 29.4 | 112 | 39,181 | 50.6 | 102 |
| Male: Pair | 16,327 | 21.1 | 81 | 16,019 | 20.7 | 136 | 44,949 | 58.1 | 101 |
| Mixed Sex: Group | 13,612 | 17.6 | 77 | 25,338 | 32.7 | 102 | 38,346 | 49.5 | 113 |
| Mixed Sex: Pair | 23,463 | 30.3 | 129 | 18,494 | 23.9 | 73 | 35,338 | 45.6 | 107 |
| With Children | 20,304 | 26.2 | 91 | 14,099 | 18.2 | 108 | 42,892 | 55.4 | 105 |
| Unknown | 24,665 | 31.9 | 97 | 7,880 | 10.2 | 57 | 44,750 | 57.8 | 121 |
| **For Eating:** | | | | | | | | | |
| Upmarket | 19,514 | 25.2 | 82 | 15,448 | 20.0 | 96 | 42,334 | 54.7 | 116 |
| Midmarket | 21,412 | 27.7 | 81 | 1,144 | 1.5 | 16 | 54,740 | 70.7 | 128 |
| Downmarket | 16,273 | 21.0 | 95 | 32,405 | 41.9 | 120 | 28,617 | 37.0 | 89 |
| **For Drinking (monthly spend):** | | | | | | | | | |
| Nothing | 18,242 | 23.6 | 78 | 22,819 | 29.5 | 125 | 36,234 | 46.8 | 104 |
| Low (less than £10) | 24,897 | 32.2 | 108 | 19,976 | 25.8 | 110 | 32,423 | 41.9 | 92 |
| Medium (Between £10 and £40) | 22,358 | 28.9 | 94 | 15,007 | 19.4 | 109 | 39,931 | 51.6 | 103 |
| High (Greater than £40) | 13,517 | 17.5 | 67 | 18,951 | 24.5 | 119 | 44,827 | 57.9 | 111 |

# Competitor Map and Report
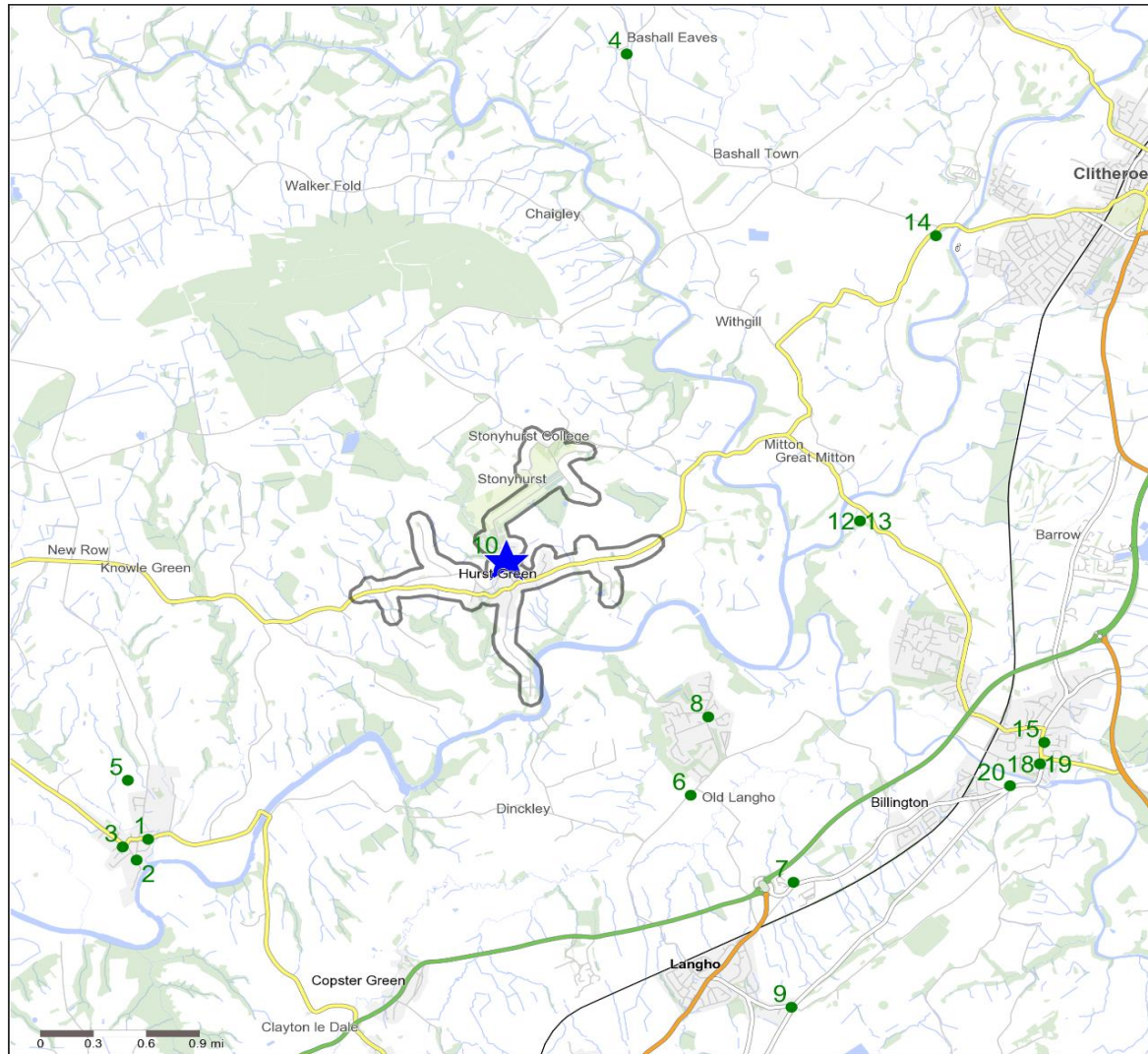
## Competitor Map



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★ Site　🔵 Star Pubs　🟢 Pubs　Ⓝ Catchment

## Top 20 Nearest Competitors

| Order | Outlet Name | Operator | Walktime From Site (Minutes) | Drivetime from Site (Minutes) |
|---|---|---|---|---|
| 1 | Ribchester Arms, PR 3 3ZP | Robinsons | 0.0 | 8.2 |
| 2 | White Bull, PR 3 3XP | Ei Group | 0.0 | 8.7 |
| 3 | Black Bull Hotel, PR 3 3YE | Thwaites | 0.0 | 8.8 |
| 4 | Red Pump Inn, BB 7 3DA | Independent Free | 0.0 | 9.5 |
| 5 | Wine Shed, PR 3 3YN | Independent Free | 0.0 | 10.1 |
| 6 | Black Bull Hotel, BB 6 8AW | Marston's | 0.0 | 14.0 |
| 7 | Petre Arms, BB 6 8AB | Sam Smith | 0.0 | 14.4 |
| 8 | No 1 Avenue, BB 6 8AY | Independent Free | 0.0 | 15.5 |
| 9 | Lord Nelson Hotel, BB 6 8DU | Star Pubs & Bars | 0.0 | 15.8 |
| 10 | Bayley Arms Hotel, BB 7 9QB | Star Pubs & Bars | 0.6 | 0.1 |
| 11 | Aspinall Arms Hotel, BB 7 9PQ | Restaurant Group | 56.4 | 5.1 |
| 12 | Mitton Hall, BB 7 9PQ | Independent Free | 56.4 | 5.1 |
| 13 | Three Fishes, BB 7 9PQ | Northcote Group | 56.4 | 5.1 |
| 14 | Edisford Bridge, BB 7 3LJ | Marston's | 81.4 | 6.5 |
| 15 | Swan Hotel, BB 7 9SN | Ei Group | 96.5 | 10.8 |
| 16 | De Lacy Arms, BB 7 9SP | Trust Inns | 98.9 | 11.1 |
| 17 | Dog Inn, BB 7 9SP | Star Pubs & Bars | 98.9 | 11.1 |
| 18 | Forum, BB 7 9SP | Independent Free | 98.9 | 11.1 |
| 19 | Jacks Of Whalley, BB 7 9SP | Independent Free | 98.9 | 11.1 |
| 20 | Judge Walmsley, BB 7 9NT | Independent Free | 104.2 | 11.8 |