Pub Catchment Report - ML 9 3EE

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	161
Catchment Adults 18+	1,859	4,053	220,918
Catchment Adults 18+ Per Pub	1,859	4,053	1,372
Populaton Projection 2018 to 2028 (% change)	4.10%	2.38%	1.37%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,428	76.8	148
2	Community Pub	1,334	71.8	154
3	Premium Local	702	37.8	60
4	Great Pub Great Food	386	20.8	161
5	Bit of Style	314	16.9	42
6	Circuit Bar	238	12.8	48
7	Craft Led	205	11.0	107

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,183	78.5	152
2	Community Pub	2,755	68.0	146
3	Premium Local	1,645	40.6	64
4	Great Pub Great Food	1,093	27.0	209
5	Bit of Style	984	24.3	60
6	Circuit Bar	342	8.4	31
7	Craft Led	299	7.4	72

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	183,711	83.2	161
2	Community Pub	156,220	70.7	152
3	Premium Local	100,155	45.3	72
4	Great Pub Great Food	64,465	29.2	226
5	Bit of Style	42,319	19.2	47
6	Circuit Bar	39,512	17.9	67
7	Craft Led	28,297	12.8	124

Pub Catchment Report - ML 9 3EE

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	109	5.9	66	228	5.6	64	13,771	6.2	70
C1	225	12.1	99	496	12.2	100	28,599	12.9	106
C2	215	11.6	140	467	11.5	140	21,192	9.6	116
DE	198	10.7	103	418	10.3	100	28,335	12.8	125

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)	788	42.4	128	1,992	49.1	148	114,936	52.0	157
Medium (7-13)	745	40.1	121	1,445	35.7	108	68,856	31.2	94
High (14-19)	217	11.7	41	478	11.8	41	32,732	14.8	52

Catchment Mosaic Groups

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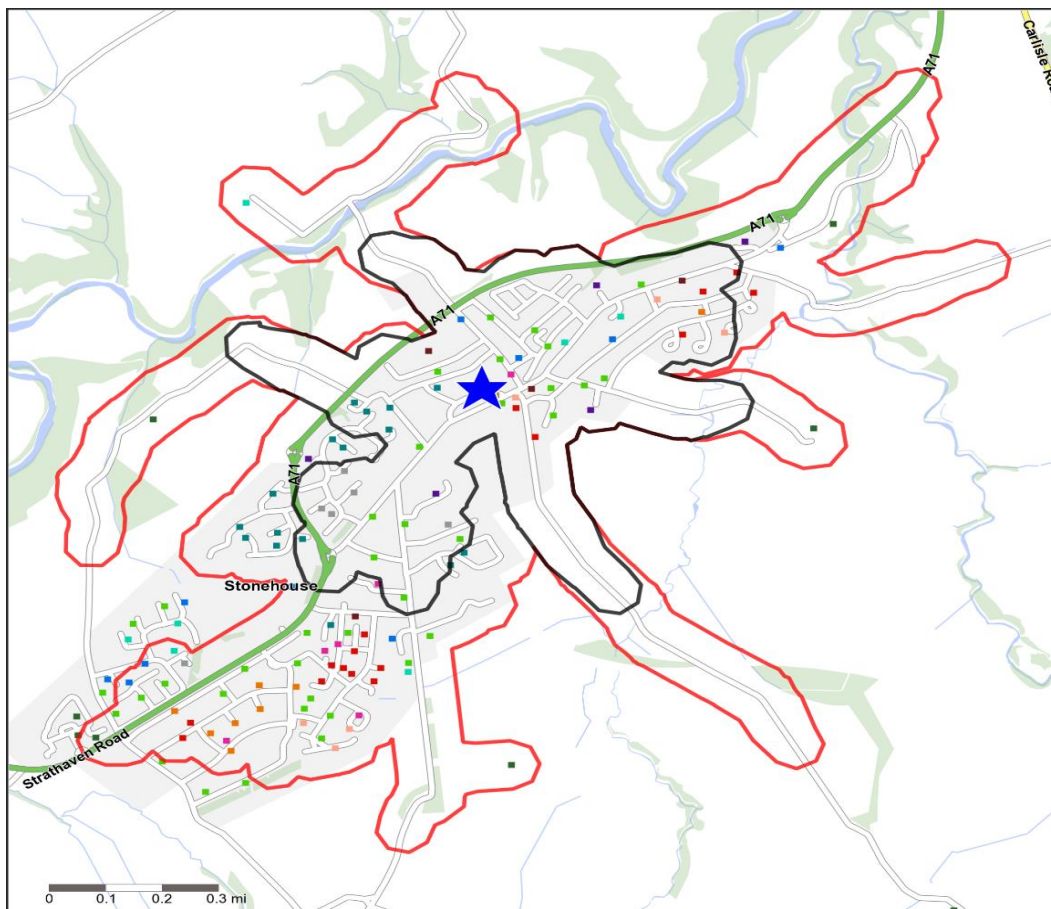
Mosaic Groups in 10 and 20 Minute DT Catchment Area

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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
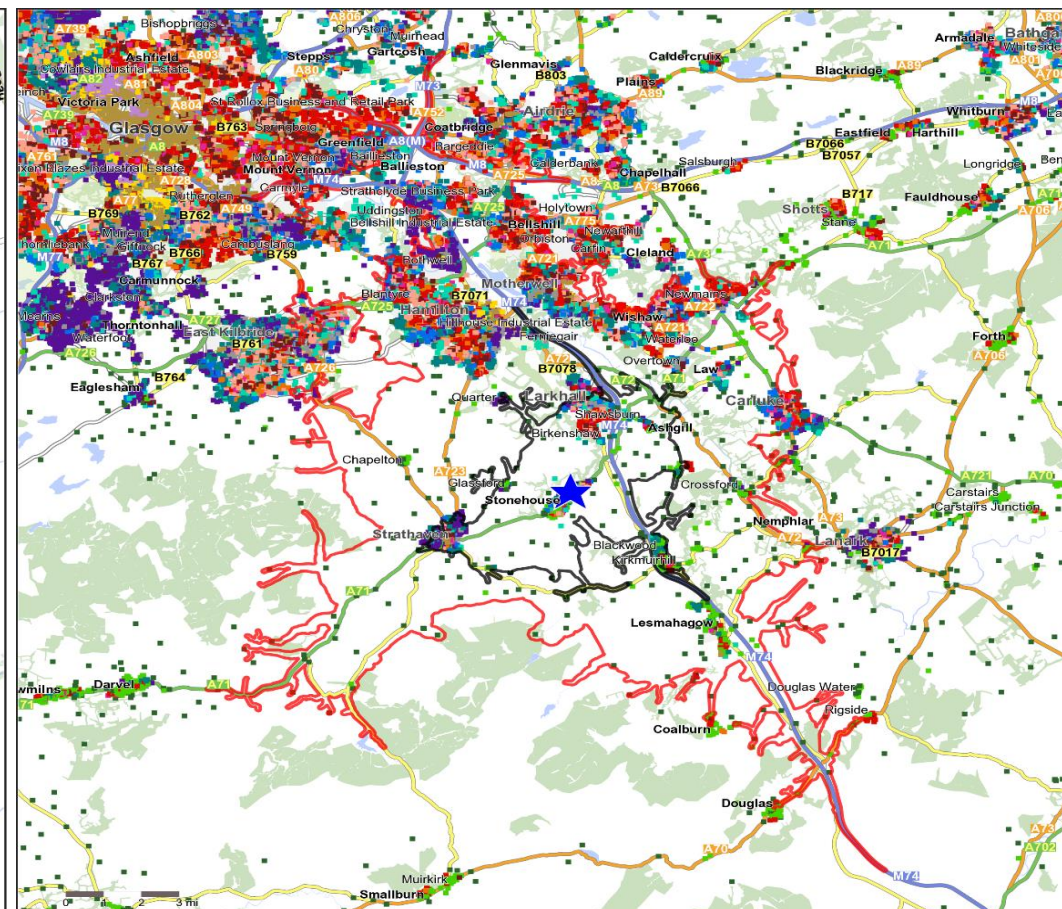
Adults 18+ by Mosaic Type in Each Catchment

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	8
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	35	806
B06	Diamond Days	0	0	228	1,904
B07	Alpha Families	0	0	506	1,561
B08	Bank of Mum and Dad	53	55	580	3,046
B09	Empty-Nest Adventure	25	34	935	4,686
C10	Wealthy Landowners	0	13	188	783
C11	Rural Vogue	0	17	244	831
C12	Scattered Homesteads	0	64	388	1,794
C13	Village Retirement	0	0	199	1,113
D14	Satellite Settlers	89	144	1,075	2,320
D15	Local Focus	134	287	1,451	2,813
D16	Outlying Seniors	398	528	1,197	2,947
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	75	2,117
E19	Bungalow Heaven	130	157	534	1,810
E20	Classic Grandparents	0	0	279	3,971
E21	Solo Retirees	0	3	240	2,305
F22	Boomerang Boarders	0	0	459	6,542
F23	Family Ties	9	123	299	2,981
F24	Fledgling Free	61	120	589	5,233
F25	Dependable Me	108	118	471	6,183
G26	Cafés and Catchments	0	0	0	152
G27	Thriving Independence	0	0	0	1,111
G28	Modern Parents	60	268	1,524	17,199
G29	Mid-Career Convention	98	357	1,214	4,532
H30	Primary Ambitions	0	0	23	2,675
H31	Affordable Fringe	0	20	630	5,307
H32	First-Rung Futures	105	105	566	5,111
H33	Contemporary Starts	0	0	229	4,223
H34	New Foundations	0	10	43	752
H35	Flying Solo	0	3	108	440

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	754
I37	Budget Generations	0	293	387	2,032
I38	Economical Families	0	25	80	1,575
I39	Families on a Budget	13	14	530	6,219
J40	Value Rentals	51	241	1,002	5,312
J41	Youthful Endeavours	0	0	0	438
J42	Midlife Renters	0	0	57	878
J43	Renting Rooms	0	0	0	442
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	4,026
K47	Single Essentials	100	191	832	21,940
K48	Mature Workers	157	408	3,163	23,585
L49	Flatlet Seniors	0	86	573	7,909
L50	Pocket Pensions	67	67	383	4,105
L51	Retirement Communities	0	0	110	1,954
L52	Estate Veterans	57	57	501	8,026
L53	Seasoned Survivors	0	0	2	1,686
M54	Down-to-Earth Owners	94	196	1,190	16,449
M55	Back with the Folks	0	0	207	3,089
M56	Self Supporters	16	16	438	4,361
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	1,118
O61	Career Builders	0	0	9	746
O62	Central Pulse	0	0	0	23
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	33	33	399	6,548
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	37
U99	Unclassified	0	0	0	409
Total		1,858	4,053	24,172	220,917

20 Minute Walktime and Drivetime Mosaic Type Visualisation

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

1. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations

- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

1. 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

2. 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

2. K47 Single Essentials

Singles renting small social flats in town centres

- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

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

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	946	23.3	77	744	18.4	112	2,363	58.3	112
Male: Alone	1,464	36.1	121	1,071	26.4	169	1,518	37.5	70
Male: Group	1,148	28.3	124	1,259	31.1	119	1,646	40.6	82
Male: Pair	577	14.2	55	277	6.8	45	3,199	78.9	138
Mixed Sex: Group	751	18.5	81	2,025	50.0	156	1,277	31.5	72
Mixed Sex: Pair	1,293	31.9	136	1,413	34.9	107	1,347	33.2	78
With Children	1,152	28.4	98	915	22.6	134	1,986	49.0	93
Unknown	1,758	43.4	132	132	3.3	18	2,163	53.4	111
For Eating:									
Upmarket	884	21.8	71	735	18.1	87	2,434	60.1	127
Midmarket	961	23.7	69	17	0.4	5	3,075	75.9	137
Downmarket	1,337	33.0	148	2,236	55.2	158	480	11.8	28
For Drinking (monthly spend):									
Nothing	2,190	54.0	179	1,081	26.7	113	782	19.3	43
Low (less than £10)	1,215	30.0	100	1,625	40.1	171	1,214	30.0	66
Medium (Between £10 and £40)	1,150	28.4	93	452	11.2	63	2,451	60.5	120
High (Greater than £40)	773	19.1	74	1,173	28.9	141	2,107	52.0	99

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	81,972	37.1	123	15,977	7.2	44	122,561	55.5	107
Male: Alone	68,487	31.0	104	61,129	27.7	177	90,894	41.1	77
Male: Group	67,373	30.5	133	70,305	31.8	122	82,831	37.5	76
Male: Pair	74,456	33.7	129	22,415	10.1	67	123,638	56.0	98
Mixed Sex: Group	51,144	23.2	101	74,824	33.9	106	94,541	42.8	97
Mixed Sex: Pair	58,507	26.5	113	82,976	37.6	116	79,026	35.8	84
With Children	77,108	34.9	121	30,119	13.6	81	113,283	51.3	97
Unknown	48,425	21.9	67	32,061	14.5	81	140,023	63.4	132
For Eating:									
Upmarket	43,491	19.7	64	51,970	23.5	113	125,048	56.6	120
Midmarket	63,162	28.6	83	7,859	3.6	39	149,488	67.7	122
Downmarket	86,209	39.0	176	96,361	43.6	125	37,940	17.2	41
For Drinking (monthly spend):									
Nothing	102,621	46.5	154	60,660	27.5	116	57,229	25.9	58
Low (less than £10)	62,150	28.1	94	48,342	21.9	93	110,017	49.8	110
Medium (Between £10 and £40)	60,072	27.2	89	39,827	18.0	101	120,610	54.6	109
High (Greater than £40)	48,323	21.9	85	67,833	30.7	150	104,354	47.2	90

Competitor Map and Report
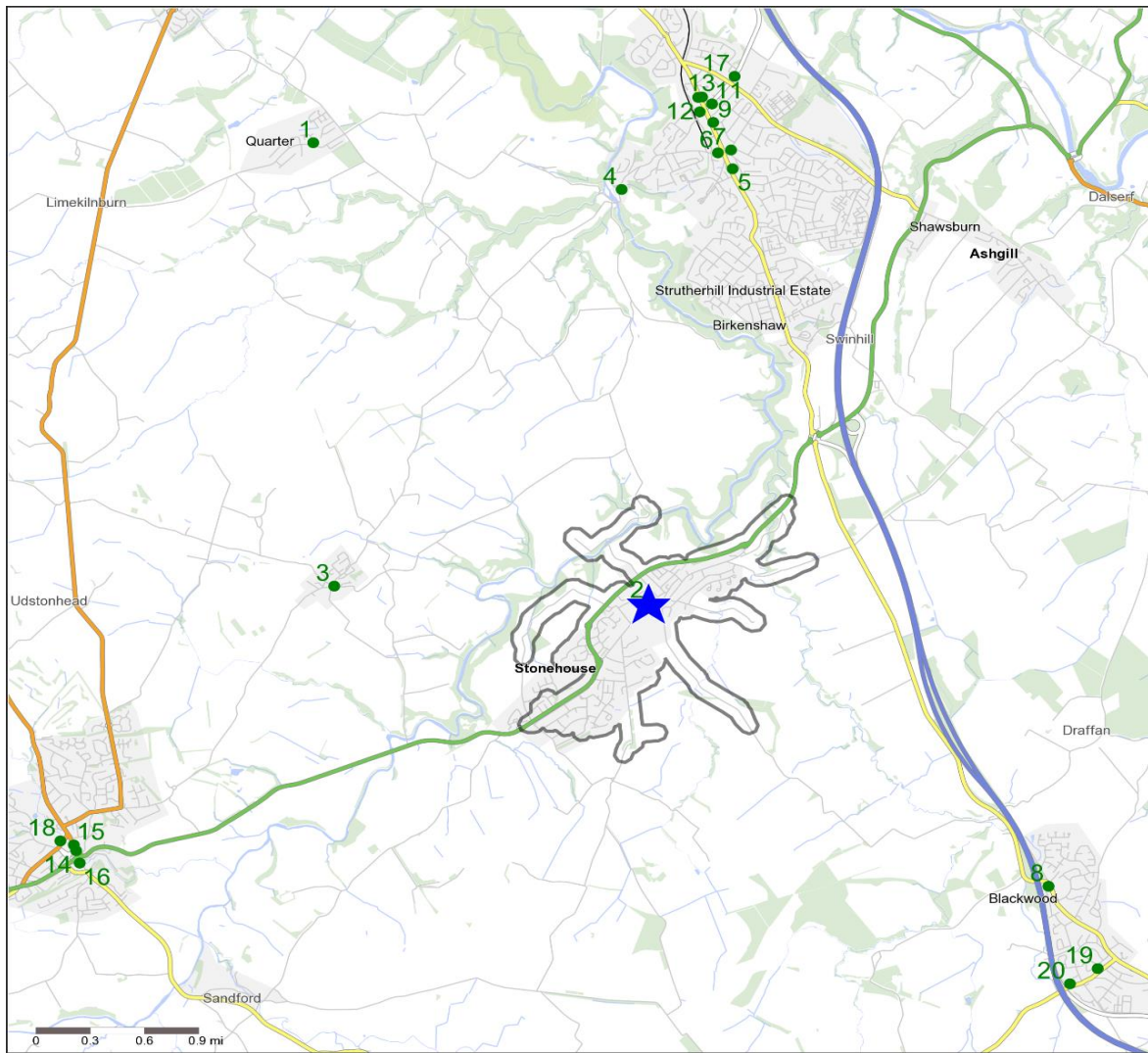
Competitor Map

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★ Site   ● Star Pubs   ● Pubs   N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Bully Inn, ML 3 7XU	Independent Free	0.0	10.2
2	Back Road, ML 9 3EE	Star Pubs & Bars	0.0	0.1
3	Glassford Inn, ML10 6TQ	Independent Free	57.3	7.3
4	Apple Bank, ML 9 1QU	Independent Free	58.8	7.4
5	Music Room, ML 9 1EZ	Rosemount Taverns	62.1	9.1
6	Alans Bar, ML 9 1ER	Independent Free	65.3	9.5
7	Machan Vaults, ML 9 2BG	Independent Free	65.6	9.6
8	Southfield Hotel, ML11 9RZ	Independent Free	67.2	7.6
9	Central Bar, ML 9 1DZ	Independent Free	69.2	10.5
10	Curlys Bar, ML 9 1AE	Independent Free	71.2	10.4
11	Clydesdale Bar, ML 9 2AG	Unknown	71.8	10.8
12	Village Tavern, ML 9 1AQ	Independent Free	72.3	11.0
13	Royal Bar, ML 9 1AG	Independent Free	72.3	10.8
14	Waterside, ML10 6AN	Independent Free	73.0	8.8
15	Strathaven, ML10 6AW	Greene King	73.8	8.7
16	Drumclog Inn, ML10 6DD	Unknown	74.3	8.0
17	Ranch, ML 9 2AL	*Other Small Retail Groups	76.3	11.0
18	Weavers Bar, ML10 6LT	Independent Free	76.6	8.3
19	Kirkmuirhill Inn, ML11 9QE	Independent Free	81.8	10.3
20	West End, ML11 9RW	Independent Free	85.4	10.3