# Pub Catchment Report - BB 2 7PR

| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|---|---|---|---|
| Number of Pubs | 1 | 3 | 436 |
| Catchment Adults 18+ | 742 | 1,715 | 403,312 |
| Catchment Adults 18+ Per Pub | 742 | 572 | 925 |
| Populaton Projection 2018 to 2028 (% change) | -0.11% | 2.14% | 1.53% |

| 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 | Premium Local | 710 | 95.7 | 185 | 1 | Premium Local | 1,481 | 86.4 | 167 | 1 | High Street Pub | 289,357 | 71.7 | 139 |
| 2 | Great Pub Great Food | 675 | 91.0 | 195 | 2 | Great Pub Great Food | 1,325 | 77.3 | 166 | 2 | Community Pub | 229,229 | 56.8 | 122 |
| 3 | Community Pub | 67 | 9.0 | 14 | 3 | High Street Pub | 450 | 26.2 | 42 | 3 | Premium Local | 172,347 | 42.7 | 68 |
| 4 | High Street Pub | 55 | 7.4 | 57 | 4 | Community Pub | 376 | 21.9 | 170 | 4 | Great Pub Great Food | 117,259 | 29.1 | 225 |
| 5 | Bit of Style | 40 | 5.4 | 13 | 5 | Bit of Style | 221 | 12.9 | 32 | 5 | Bit of Style | 86,591 | 21.5 | 53 |
| 6 | Circuit Bar | 40 | 5.4 | 20 | 6 | Circuit Bar | 144 | 8.4 | 31 | 6 | Circuit Bar | 46,693 | 11.6 | 43 |
| 7 | Craft Led | 40 | 5.4 | 52 | 7 | Craft Led | 144 | 8.4 | 82 | 7 | Craft Led | 33,310 | 8.3 | 80 |

# Pub Catchment Report - BB 2 7PR

| 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 | 102 | 13.7 | 155 | 224 | 13.1 | 148 | 30,677 | 7.6 | 86 |
| C1 | 79 | 10.6 | 87 | 178 | 10.4 | 85 | 48,728 | 12.1 | 99 |
| C2 | 45 | 6.1 | 73 | 100 | 5.8 | 71 | 35,768 | 8.9 | 107 |
| DE | 27 | 3.6 | 35 | 81 | 4.7 | 46 | 49,502 | 12.3 | 119 |

| 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) | 37 | 5.0 | 15 | 212 | 12.4 | 37 | 194,476 | 48.2 | 145 |
| Medium (7-13) | 263 | 35.4 | 107 | 616 | 35.9 | 108 | 134,841 | 33.4 | 101 |
| High (14-19) | 407 | 54.9 | 193 | 780 | 45.5 | 160 | 51,416 | 12.7 | 45 |

# Catchment Mosaic Groups

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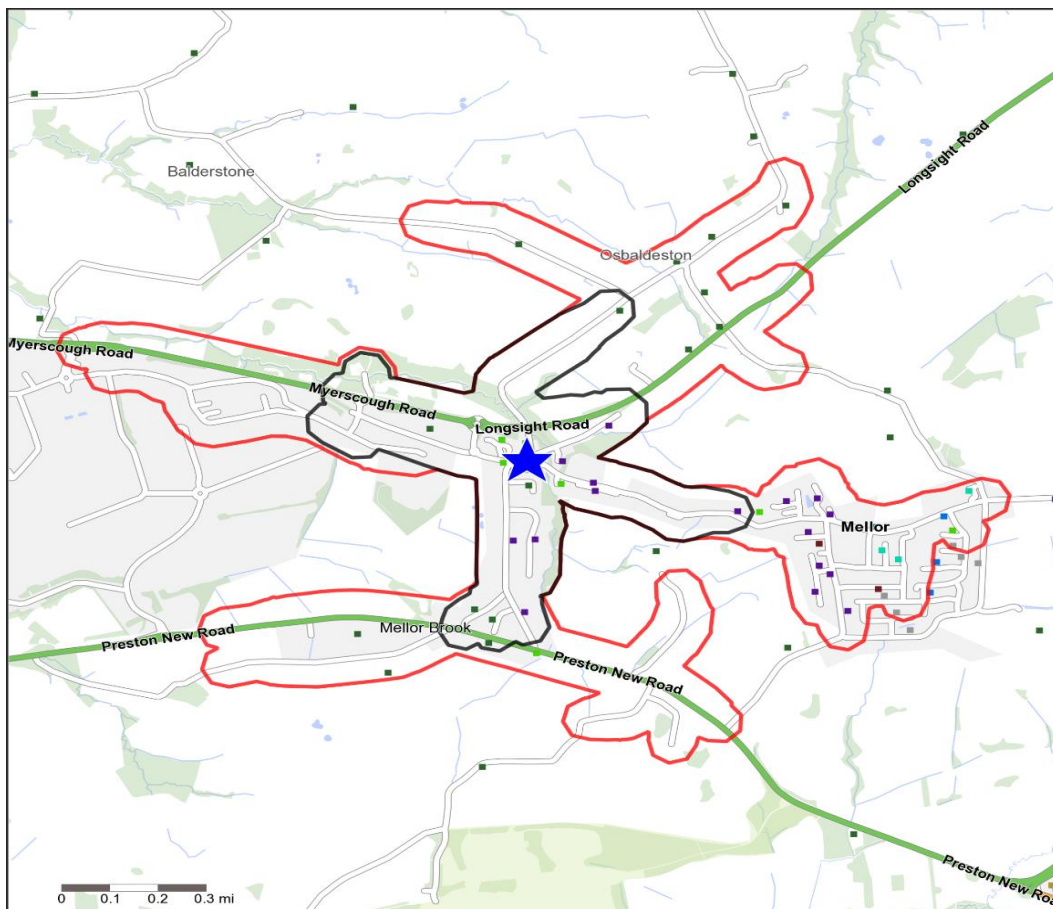


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area
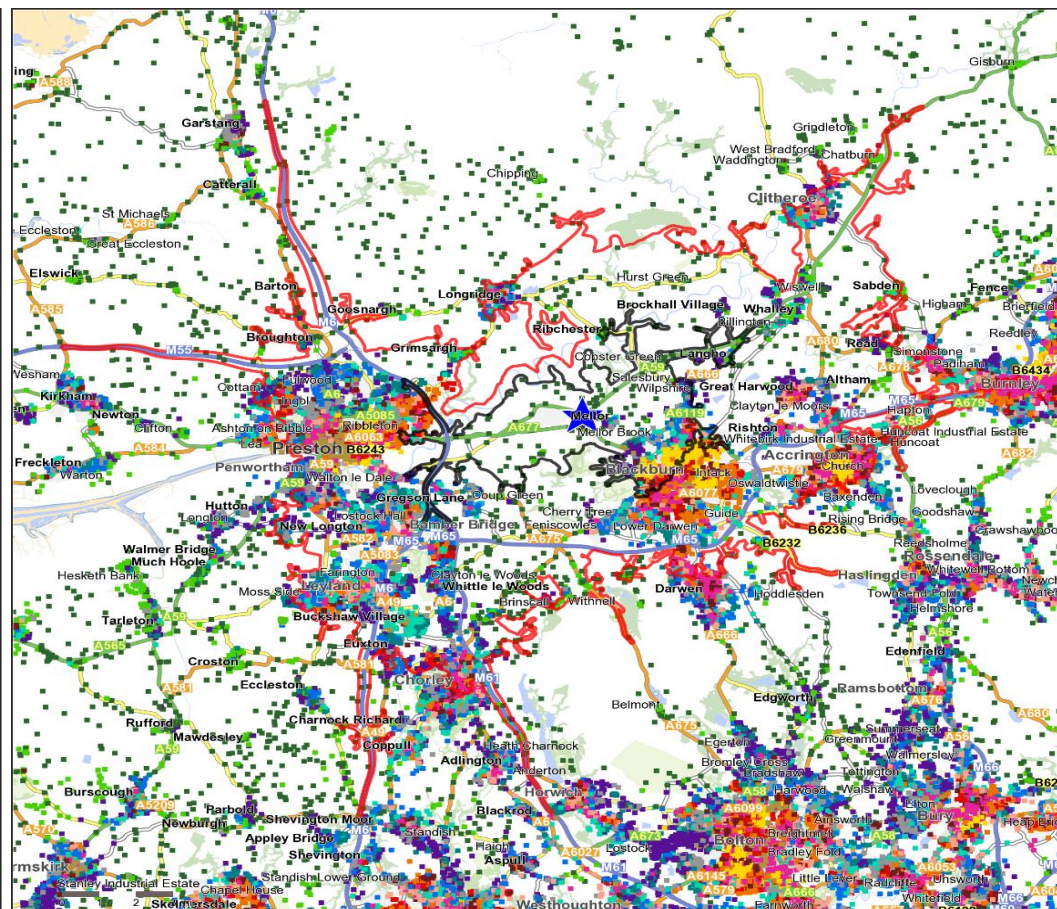


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### Legend

★ Site          Ⲛ 10 Minute Catchment          Ⲛ 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 |

| 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+ | | 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 | | I36 Solid Economy | 0 | 0 | 0 | 1,565 |
| A02 Uptown Elite | 0 | 0 | 0 | 29 | | I37 Budget Generations | 0 | 0 | 3 | 1,761 |
| A03 Penthouse Chic | 0 | 0 | 0 | 0 | | I38 Economical Families | 0 | 0 | 1,582 | 13,646 |
| A04 Metro High-Flyers | 0 | 0 | 0 | 16 | | I39 Families on a Budget | 0 | 0 | 1,065 | 20,280 |
| B05 Premium Fortunes | 0 | 0 | 96 | 503 | | J40 Value Rentals | 0 | 0 | 427 | 12,830 |
| B06 Diamond Days | 11 | 25 | 202 | 1,887 | | J41 Youthful Endeavours | 0 | 0 | 116 | 1,882 |
| B07 Alpha Families | 179 | 312 | 1,231 | 4,751 | | J42 Midlife Renters | 0 | 0 | 656 | 12,548 |
| B08 Bank of Mum and Dad | 31 | 31 | 1,196 | 5,333 | | J43 Renting Rooms | 0 | 0 | 1,287 | 21,481 |
| B09 Empty-Nest Adventure | 157 | 234 | 875 | 11,520 | | K44 Inner City Stalwarts | 0 | 0 | 0 | 0 |
| C10 Wealthy Landowners | 53 | 185 | 1,453 | 5,752 | | K45 City Diversity | 0 | 0 | 0 | 95 |
| C11 Rural Vogue | 2 | 11 | 385 | 1,381 | | K46 High Rise Residents | 0 | 0 | 0 | 473 |
| C12 Scattered Homesteads | 0 | 0 | 23 | 198 | | K47 Single Essentials | 0 | 0 | 495 | 4,929 |
| C13 Village Retirement | 134 | 215 | 808 | 4,288 | | K48 Mature Workers | 0 | 0 | 960 | 11,557 |
| D14 Satellite Settlers | 107 | 132 | 685 | 4,900 | | L49 Flatlet Seniors | 0 | 0 | 400 | 7,832 |
| D15 Local Focus | 0 | 0 | 121 | 1,363 | | L50 Pocket Pensions | 0 | 68 | 190 | 4,915 |
| D16 Outlying Seniors | 0 | 0 | 107 | 1,009 | | L51 Retirement Communities | 20 | 46 | 300 | 1,896 |
| D17 Far-Flung Outposts | 0 | 0 | 0 | 0 | | L52 Estate Veterans | 0 | 0 | 42 | 2,096 |
| E18 Legacy Elders | 0 | 20 | 357 | 3,996 | | L53 Seasoned Survivors | 0 | 0 | 920 | 8,382 |
| E19 Bungalow Heaven | 0 | 92 | 1,438 | 13,976 | | M54 Down-to-Earth Owners | 0 | 0 | 169 | 4,131 |
| E20 Classic Grandparents | 0 | 0 | 457 | 7,974 | | M55 Back with the Folks | 0 | 0 | 494 | 6,822 |
| E21 Solo Retirees | 0 | 0 | 646 | 8,001 | | M56 Self Supporters | 0 | 0 | 1,504 | 16,990 |
| F22 Boomerang Boarders | 0 | 24 | 1,075 | 12,719 | | N57 Community Elders | 0 | 0 | 1,448 | 2,391 |
| F23 Family Ties | 0 | 0 | 723 | 5,161 | | N58 Culture & Comfort | 0 | 0 | 295 | 684 |
| F24 Fledgling Free | 0 | 0 | 230 | 9,759 | | N59 Large Family Living | 0 | 0 | 8,916 | 30,131 |
| F25 Dependable Me | 7 | 39 | 1,141 | 13,661 | | N60 Ageing Access | 0 | 0 | 0 | 383 |
| G26 Cafés and Catchments | 0 | 0 | 109 | 534 | | O61 Career Builders | 0 | 0 | 91 | 1,138 |
| G27 Thriving Independence | 0 | 0 | 266 | 2,708 | | O62 Central Pulse | 0 | 0 | 0 | 1,274 |
| G28 Modern Parents | 0 | 0 | 499 | 14,966 | | O63 Flexible Workforce | 0 | 0 | 0 | 87 |
| G29 Mid-Career Convention | 0 | 77 | 769 | 12,476 | | O64 Bus-Route Renters | 0 | 0 | 0 | 2,445 |
| H30 Primary Ambitions | 0 | 0 | 616 | 4,458 | | O65 Learners & Earners | 0 | 0 | 0 | 6,878 |
| H31 Affordable Fringe | 0 | 59 | 1,064 | 13,945 | | O66 Student Scene | 0 | 0 | 0 | 2,572 |
| H32 First-Rung Futures | 28 | 117 | 884 | 15,021 | | U99 Unclassified | 0 | 0 | 15 | 5,327 |
| H33 Contemporary Starts | 0 | 0 | 22 | 9,044 | | **Total** | 741 | 1,714 | 38,951 | 403,310 |
| H34 New Foundations | 0 | 0 | 60 | 1,150 | | | | | | |
| H35 Flying Solo | 12 | 27 | 38 | 1,410 | | | | | | |

# 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. 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. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity

- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

## 2. 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

## 2. 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

## 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. 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

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 | 55 | 3.2 | 11 | 504 | 29.4 | 180 | 1,156 | 67.4 | 129 |
| Male: Alone | 236 | 13.8 | 46 | 77 | 4.5 | 29 | 1,402 | 81.7 | 153 |
| Male: Group | 190 | 11.1 | 48 | 415 | 24.2 | 92 | 1,110 | 64.7 | 130 |
| Male: Pair | 197 | 11.5 | 44 | 156 | 9.1 | 60 | 1,362 | 79.4 | 138 |
| Mixed Sex: Group | 90 | 5.2 | 23 | 567 | 33.1 | 104 | 1,057 | 61.6 | 140 |
| Mixed Sex: Pair | 323 | 18.8 | 80 | 580 | 33.8 | 104 | 812 | 47.3 | 111 |
| With Children | 203 | 11.8 | 41 | 102 | 5.9 | 35 | 1,409 | 82.2 | 155 |
| Unknown | 268 | 15.6 | 48 | 73 | 4.3 | 24 | 1,374 | 80.1 | 167 |
| **For Eating:** | | | | | | | | | |
| Upmarket | 218 | 12.7 | 42 | 312 | 18.2 | 87 | 1,184 | 69.0 | 146 |
| Midmarket | 55 | 3.2 | 9 | 27 | 1.6 | 17 | 1,633 | 95.2 | 172 |
| Downmarket | 122 | 7.1 | 32 | 461 | 26.9 | 77 | 1,132 | 66.0 | 159 |
| **For Drinking (monthly spend):** | | | | | | | | | |
| Nothing | 114 | 6.6 | 22 | 521 | 30.4 | 129 | 1,080 | 63.0 | 141 |
| Low (less than £10) | 665 | 38.8 | 130 | 274 | 16.0 | 68 | 776 | 45.2 | 100 |
| Medium (Between £10 and £40) | 450 | 26.2 | 86 | 713 | 41.6 | 233 | 552 | 32.2 | 64 |
| High (Greater than £40) | 288 | 16.8 | 65 | 346 | 20.2 | 98 | 1,080 | 63.0 | 120 |

# 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 | 117,841 | 29.2 | 97 | 50,920 | 12.6 | 77 | 229,224 | 56.8 | 109 |
| Male: Alone | 147,819 | 36.7 | 123 | 72,401 | 18.0 | 115 | 177,765 | 44.1 | 83 |
| Male: Group | 88,764 | 22.0 | 96 | 116,533 | 28.9 | 110 | 192,688 | 47.8 | 96 |
| Male: Pair | 114,561 | 28.4 | 109 | 100,740 | 25.0 | 164 | 182,684 | 45.3 | 79 |
| Mixed Sex: Group | 98,338 | 24.4 | 107 | 101,672 | 25.2 | 79 | 197,976 | 49.1 | 112 |
| Mixed Sex: Pair | 111,773 | 27.7 | 118 | 127,383 | 31.6 | 97 | 158,829 | 39.4 | 92 |
| With Children | 158,840 | 39.4 | 136 | 76,524 | 19.0 | 113 | 162,621 | 40.3 | 76 |
| Unknown | 148,100 | 36.7 | 112 | 47,755 | 11.8 | 66 | 202,130 | 50.1 | 105 |
| **For Eating:** | | | | | | | | | |
| Upmarket | 119,271 | 29.6 | 97 | 94,876 | 23.5 | 113 | 183,839 | 45.6 | 96 |
| Midmarket | 150,771 | 37.4 | 109 | 25,183 | 6.2 | 69 | 222,031 | 55.1 | 100 |
| Downmarket | 117,489 | 29.1 | 131 | 162,857 | 40.4 | 116 | 117,639 | 29.2 | 70 |
| **For Drinking (monthly spend):** | | | | | | | | | |
| Nothing | 99,346 | 24.6 | 81 | 120,523 | 29.9 | 126 | 178,116 | 44.2 | 99 |
| Low (less than £10) | 106,845 | 26.5 | 89 | 87,262 | 21.6 | 92 | 203,878 | 50.6 | 111 |
| Medium (Between £10 and £40) | 111,030 | 27.5 | 90 | 46,668 | 11.6 | 65 | 240,287 | 59.6 | 119 |
| High (Greater than £40) | 73,551 | 18.2 | 70 | 81,201 | 20.1 | 98 | 243,233 | 60.3 | 115 |

# Competitor Map and Report
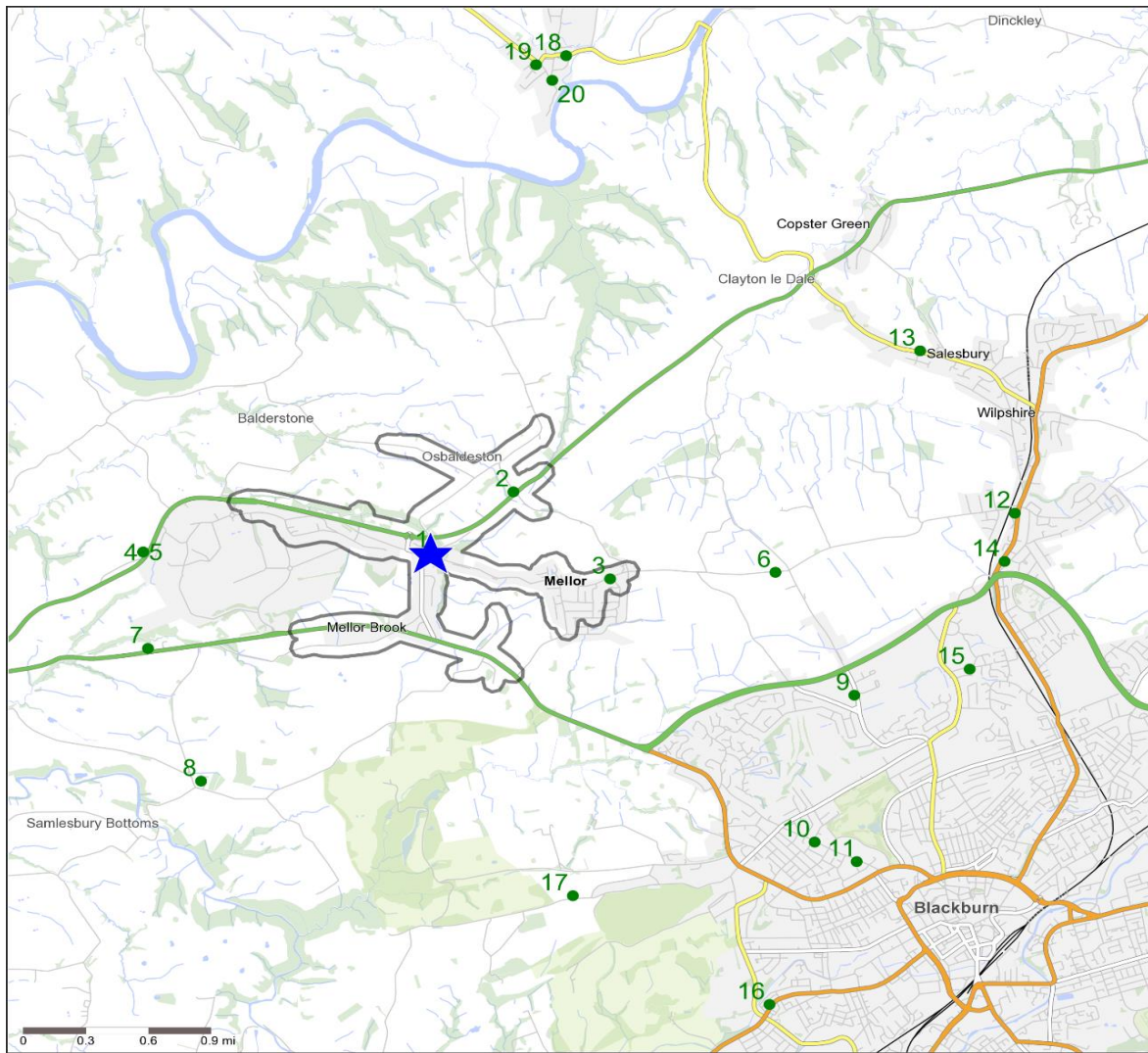
## Competitor Map



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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 | Fielden Arms, BB 2 7PR | Star Pubs & Bars | 0.6 | 0.1 |
| 2 | Bay Horse Hotel, BB 2 7HX | Thwaites | 15.7 | 2.1 |
| 3 | Traders Arms, BB 2 7EW | Thwaites | 18.7 | 3.7 |
| 4 | Bluebird, BB 2 7LE | JW Lees | 31.7 | 3.3 |
| 5 | Myerscough Hotel, BB 2 7LE | Robinsons | 31.7 | 3.3 |
| 6 | Spread Eagle, BB 2 7EG | Unknown | 33.5 | 6.3 |
| 7 | Samlesbury Hall, PR 5 0UP | Independent Free | 34.7 | 4.3 |
| 8 | Nabs Head Hotel, PR 5 0UR | Thwaites | 47.1 | 5.9 |
| 9 | Hare & Hounds, BB 1 8LA | Unknown | 49.5 | 6.0 |
| 10 | Duck & Puddle, BB 2 6DH | Admiral Taverns Ltd | 53.4 | 7.7 |
| 11 | Alexandra Hotel, BB 2 6EX | Star Pubs & Bars | 58.2 | 8.1 |
| 12 | Rising Sun Hotel, BB 1 9BE | Independent Free | 59.8 | 8.2 |
| 13 | Bonny Inn, BB 1 9HQ | Thwaites | 65.1 | 7.7 |
| 14 | Brownhill Arms, BB 1 9BA | Thwaites | 65.3 | 7.4 |
| 15 | Royal Oak Hotel, BB 1 8QD | Star Pubs & Bars | 68.5 | 7.8 |
| 16 | Witton Inn, BB 2 1XQ | Ei Group | 70.9 | 9.6 |
| 17 | Clog & Billycock, BB 2 6QB | Thwaites | 73.9 | 9.4 |
| 18 | Ribchester Arms, PR 3 3ZP | Robinsons | 98.4 | 9.1 |
| 19 | Black Bull Hotel, PR 3 3YE | Thwaites | 101.7 | 9.8 |
| 20 | White Bull, PR 3 3XP | Ei Group | 104.7 | 9.7 |