Pub Catchment Report - DN 6 9JX

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	2	207
Catchment Adults 18+	178	1,804	224,296
Catchment Adults 18+ Per Pub	178	902	1,084
Populaton Projection 2018 to 2028 (% change)	-1.47%	3.58%	2.91%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	178	100.0	193	
2	Premium Local	178	100.0	215	
3	Community Pub	56	31.5	50	
4	Bit of Style	0	0.0	0	
5	Circuit Bar	0	0.0	0	
6	Craft Led	0	0.0	0	
7	High Street Pub	0	0.0	0	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Community Pub	1,307	72.5	140	
2	High Street Pub	1,225	67.9	146	
3	Premium Local	585	32.4	51	
4	Great Pub Great Food	558	30.9	239	
5	Bit of Style	267	14.8	37	
6	Circuit Bar	0	0.0	0	
7	Craft Led	0	0.0	0	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	183,954	82.0	158	
2	Community Pub	167,524	74.7	160	
3	Premium Local	80,569	35.9	57	
4	Great Pub Great Food	51,248	22.8	177	
5	Bit of Style	37,792	16.8	42	
6	Circuit Bar	17,535	7.8	29	
7	Craft Led	9,218	4.1	40	

Pub Catchment Report - DN 6 9JX

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	15	8.4	95	76	4.2	48	11,625	5.2	59
C1	17	9.6	78	159	8.8	72	22,910	10.2	83
C2	15	8.4	102	175	9.7	118	22,311	9.9	121
DE	14	7.9	76	334	18.5	180	33,202	14.8	144

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)	24	13.5	41	1,338	74.2	224	144,794	64.6	195
Medium (7-13)	86	48.3	146	252	14.0	42	65,680	29.3	88
High (14-19)	56	31.5	111	273	15.1	53	17,505	7.8	27

Catchment Mosaic Groups

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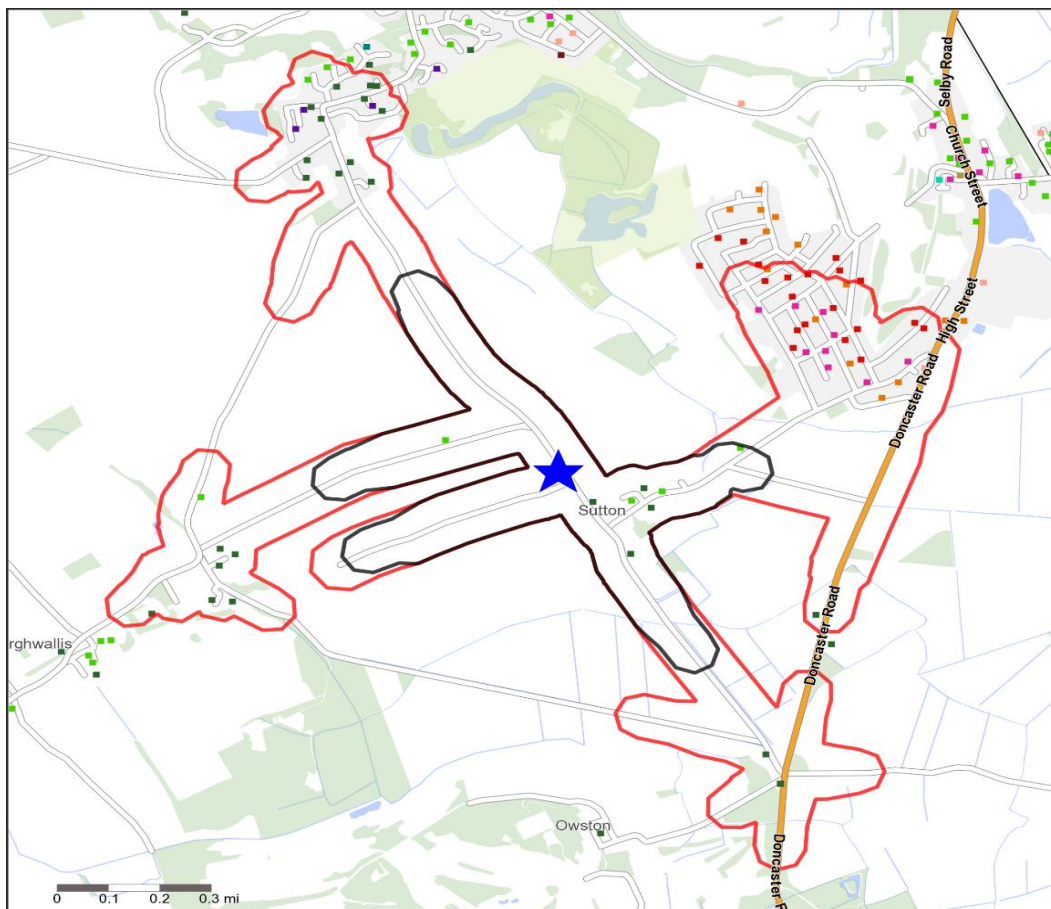
Mosaic Groups in 10 and 20 Minute DT Catchment Area

Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ 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

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	63
B06	Diamond Days	0	0	0	446
B07	Alpha Families	0	21	36	1,148
B08	Bank of Mum and Dad	0	9	57	708
B09	Empty-Nest Adventure	0	0	101	2,488
C10	Wealthy Landowners	8	11	379	1,403
C11	Rural Vogue	38	44	345	1,615
C12	Scattered Homesteads	56	61	263	1,087
C13	Village Retirement	8	271	778	3,700
D14	Satellite Settlers	67	141	810	3,423
D15	Local Focus	0	22	1,370	3,295
D16	Outlying Seniors	0	2	1,501	3,676
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	0	700
E19	Bungalow Heaven	0	0	1,316	10,757
E20	Classic Grandparents	0	0	216	4,443
E21	Solo Retirees	0	0	165	4,205
F22	Boomerang Boarders	0	0	138	3,523
F23	Family Ties	0	0	111	1,304
F24	Fledgling Free	0	0	943	8,111
F25	Dependable Me	0	0	254	4,207
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	12	542
G28	Modern Parents	0	0	416	4,810
G29	Mid-Career Convention	0	0	251	3,552
H30	Primary Ambitions	0	0	0	2,148
H31	Affordable Fringe	0	0	488	11,049
H32	First-Rung Futures	0	0	191	5,949
H33	Contemporary Starts	0	0	105	4,725
H34	New Foundations	0	0	176	963
H35	Flying Solo	0	0	96	850

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	86
I37	Budget Generations	0	38	2,610	8,655
I38	Economical Families	0	106	2,320	10,275
I39	Families on a Budget	0	134	2,886	12,387
J40	Value Rentals	0	267	2,881	13,477
J41	Youthful Endeavours	0	0	306	1,461
J42	Midlife Renters	0	0	81	3,409
J43	Renting Rooms	0	0	435	14,476
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	1,031
K47	Single Essentials	0	0	38	1,642
K48	Mature Workers	0	650	3,337	13,093
L49	Flatlet Seniors	0	0	166	2,325
L50	Pocket Pensions	0	2	1,693	9,300
L51	Retirement Communities	0	0	0	174
L52	Estate Veterans	0	0	186	2,282
L53	Seasoned Survivors	0	0	736	6,160
M54	Down-to-Earth Owners	0	27	2,569	12,130
M55	Back with the Folks	0	0	230	5,582
M56	Self Supporters	0	0	373	6,977
N57	Community Elders	0	0	0	27
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	508
O61	Career Builders	0	0	0	733
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	45
O64	Bus-Route Renters	0	0	90	1,901
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	1,273
Total		**177**	**1,806**	**31,455**	**224,299**

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties

- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties

- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

3. 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

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	382	21.2	70	222	12.3	75	1,201	66.6	128
Male: Alone	68	3.8	13	401	22.2	142	1,336	74.1	139
Male: Group	689	38.2	167	329	18.2	70	787	43.6	88
Male: Pair	2	0.1	0	106	5.9	39	1,696	94.0	164
Mixed Sex: Group	153	8.5	37	463	25.7	80	1,188	65.9	150
Mixed Sex: Pair	188	10.4	44	600	33.3	102	1,016	56.3	132
With Children	171	9.5	33	423	23.4	139	1,211	67.1	127
Unknown	574	31.8	97	0	0.0	0	1,230	68.2	142
For Eating:									
Upmarket	47	2.6	9	394	21.8	105	1,364	75.6	160
Midmarket	419	23.2	68	134	7.4	82	1,251	69.3	125
Downmarket	820	45.5	205	433	24.0	69	551	30.5	73
For Drinking (monthly spend):									
Nothing	914	50.7	168	180	10.0	42	711	39.4	88
Low (less than £10)	378	21.0	70	342	19.0	81	1,084	60.1	132
Medium (Between £10 and £40)	47	2.6	9	496	27.5	154	1,261	69.9	139
High (Greater than £40)	47	2.6	10	794	44.0	214	964	53.4	102

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	56,048	25.0	83	42,865	19.1	117	124,109	55.3	106
Male: Alone	82,263	36.7	123	38,173	17.0	109	102,587	45.7	86
Male: Group	59,272	26.4	116	70,467	31.4	120	93,283	41.6	84
Male: Pair	44,073	19.6	75	53,238	23.7	156	125,712	56.0	98
Mixed Sex: Group	57,451	25.6	112	64,580	28.8	90	100,991	45.0	103
Mixed Sex: Pair	52,356	23.3	100	85,115	37.9	117	85,551	38.1	89
With Children	87,352	38.9	135	44,989	20.1	119	90,681	40.4	76
Unknown	80,054	35.7	109	19,958	8.9	50	123,010	54.8	114
For Eating:									
Upmarket	45,281	20.2	66	52,314	23.3	112	125,427	55.9	118
Midmarket	69,442	31.0	90	14,783	6.6	73	138,797	61.9	112
Downmarket	86,418	38.5	173	84,349	37.6	108	52,255	23.3	56
For Drinking (monthly spend):									
Nothing	83,229	37.1	123	59,024	26.3	111	80,770	36.0	80
Low (less than £10)	54,026	24.1	81	62,884	28.0	119	106,112	47.3	104
Medium (Between £10 and £40)	49,302	22.0	72	41,564	18.5	104	132,156	58.9	117
High (Greater than £40)	31,533	14.1	54	62,590	27.9	136	128,899	57.5	110

Competitor Map and Report
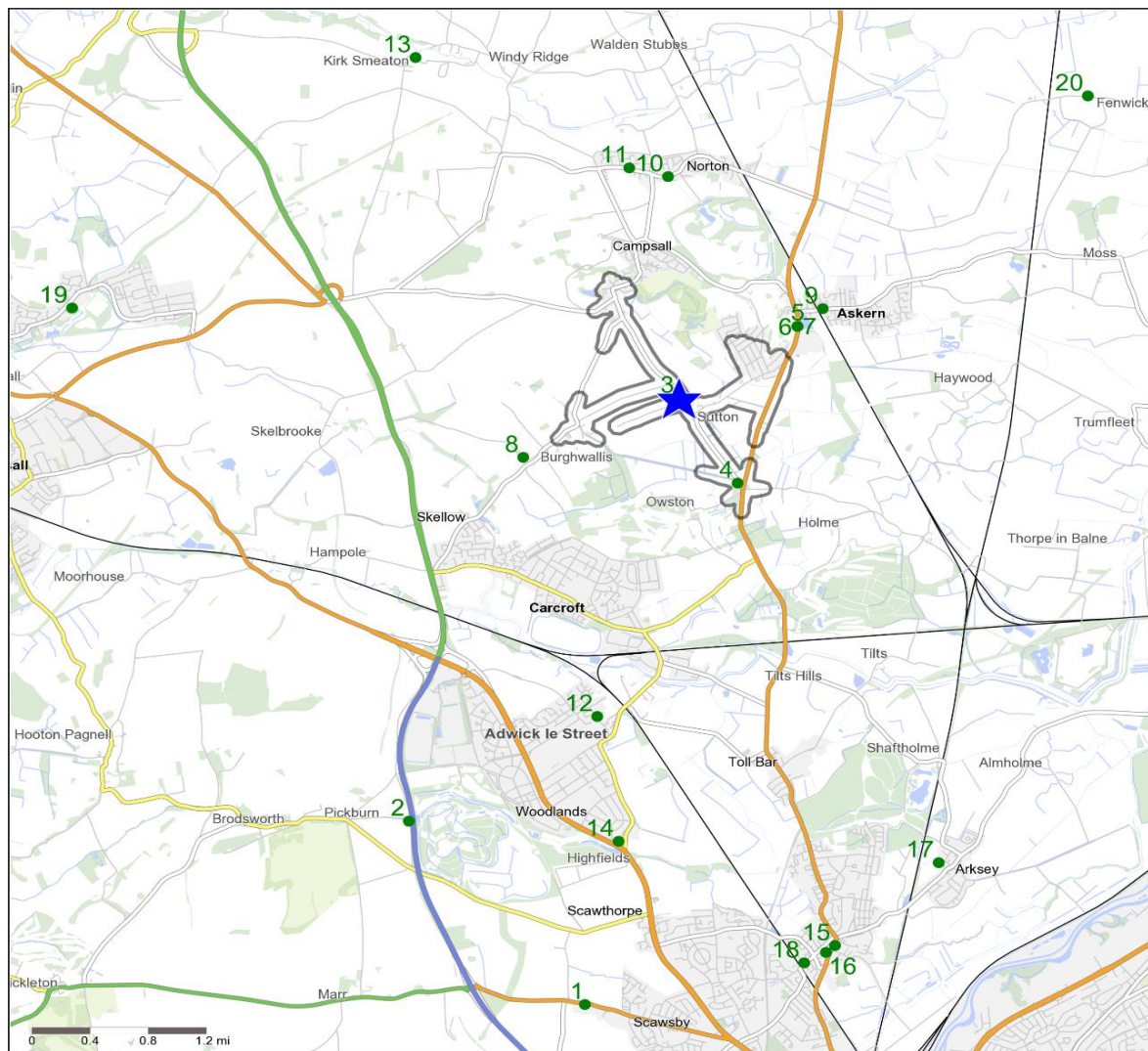
Competitor Map

Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site   ● Star Pubs   ● Pubs   N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Scawsby Mill, DN 5 7UB	Greene King	0.0	10.9
2	Pickburn Arms, DN 5 7UZ	Star Pubs & Bars	0.0	11.2
3	Anne Arms, DN 6 9JX	Star Pubs & Bars	0.0	0.0
4	Owston Park Lodge, DN 6 9JG	Greene King	15.4	1.7
5	Crown, DN 6 0AB	Independent Free	23.5	3.8
6	Red Lion, DN 6 0AB	Ei Group	23.5	3.8
7	White Hart Hotel, DN 6 0AB	Independent Free	23.5	3.8
8	Burghwallis, DN 6 9JT	Pub People Co Ltd	26.9	3.9
9	Railway Hotel, DN 6 0JS	Star Pubs & Bars	29.9	4.6
10	Schoolboy, DN 6 9EL	*Other Small Retail Groups	41.0	5.5
11	Royal Hotel, DN 6 9EG	Star Pubs & Bars	42.3	5.6
12	Foresters Arms, DN 6 7AA	Ei Group	67.5	7.5
13	Shoulder Of Mutton Inn, WF 8 3JY	Independent Free	84.1	9.4
14	Highwayman, DN 6 7HU	Mitchells & Butlers	86.1	9.0
15	Rhinos, DN 5 0AP	Independent Free	89.0	9.7
16	Bay Horse Inn, DN 5 0DE	Ei Group	90.6	9.9
17	Plough Inn, DN 5 0SF	*Other Small Retail Groups	93.5	8.2
18	Railway Hotel, DN 5 0BE	*Other Small Retail Groups	94.2	10.4
19	Gantry, WF 9 1JJ	Unknown	107.5	12.2
20	Baxter Arms, DN 6 0HA	Independent Free	117.9	11.6