Pub Catchment Report - SK 4 3AG

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	7	25	825
Catchment Adults 18+	3,606	16,825	741,017
Catchment Adults 18+ Per Pub	515	673	898
Populaton Projection 2018 to 2028 (% change)	5.66%	5.05%	6.55%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	2,983	82.7	160	
2	Premium Local	2,441	67.7	145	
3	Great Pub Great Food	2,438	67.6	107	
4	Bit of Style	2,350	65.2	504	
5	Community Pub	1,334	37.0	92	
6	Craft Led	893	24.8	92	
7	Circuit Bar	429	11.9	115	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	13,443	79.9	154	
2	Great Pub Great Food	12,109	72.0	154	
3	Premium Local	11,635	69.2	110	
4	Bit of Style	11,077	65.8	509	
5	Community Pub	6,827	40.6	101	
6	Craft Led	3,902	23.2	86	
7	Circuit Bar	1,235	7.3	71	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	572,924	77.3	149	
2	Community Pub	410,749	55.4	119	
3	Premium Local	302,141	40.8	65	
4	Bit of Style	243,932	32.9	255	
5	Great Pub Great Food	242,753	32.8	81	
6	Craft Led	145,950	19.7	73	
7	Circuit Bar	136,671	18.4	179	

Pub Catchment Report - SK 4 3AG

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	619	17.2	194	2,977	17.7	200	75,739	10.2	116
C1	514	14.3	116	2,216	13.2	107	103,959	14.0	114
C2	193	5.4	65	821	4.9	59	49,725	6.7	81
DE	198	5.5	53	966	5.7	56	80,441	10.9	105

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)	360	10.0	30	2,432	14.5	44	296,410	40.0	121
Medium (7-13)	1,908	52.9	160	7,202	42.8	129	228,313	30.8	93
High (14-19)	1,156	32.1	113	5,962	35.4	125	150,321	20.3	71

Catchment Mosaic Groups

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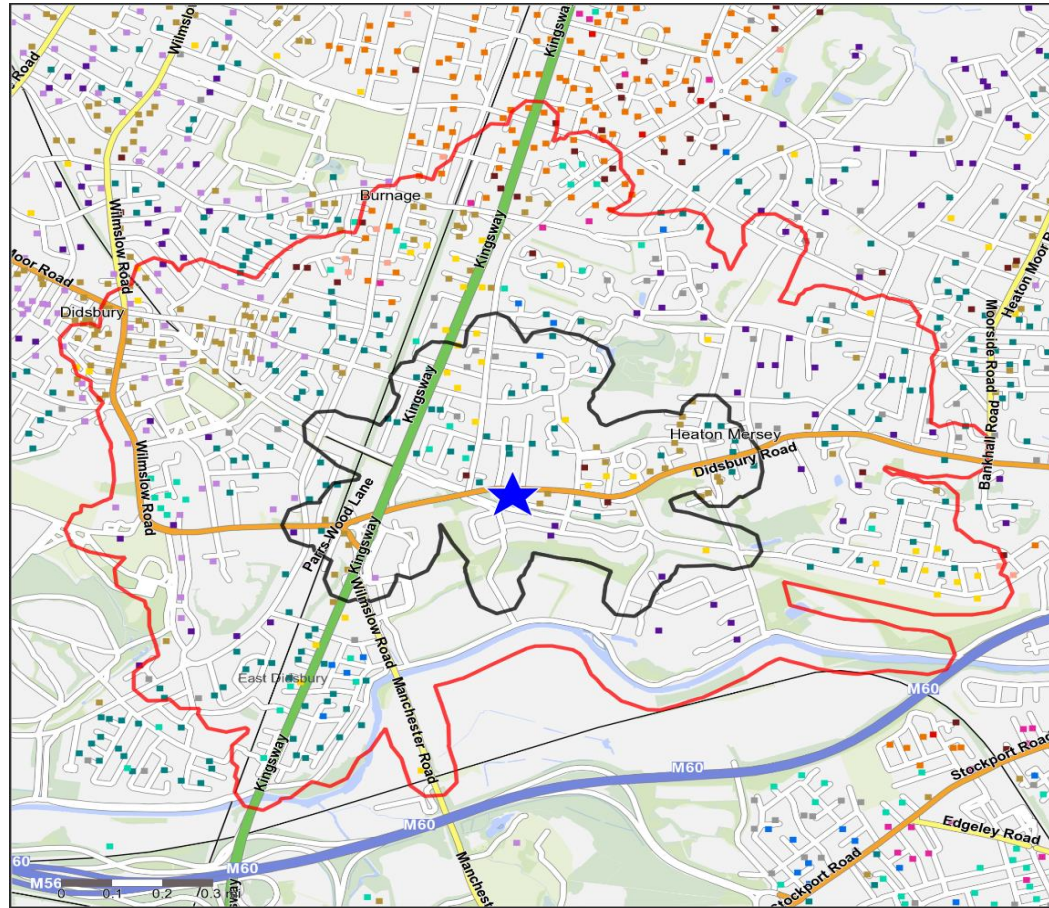
Mosaic Groups in 10 and 20 Minute DT Catchment Area

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★ Site	10 Minute Catchment	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
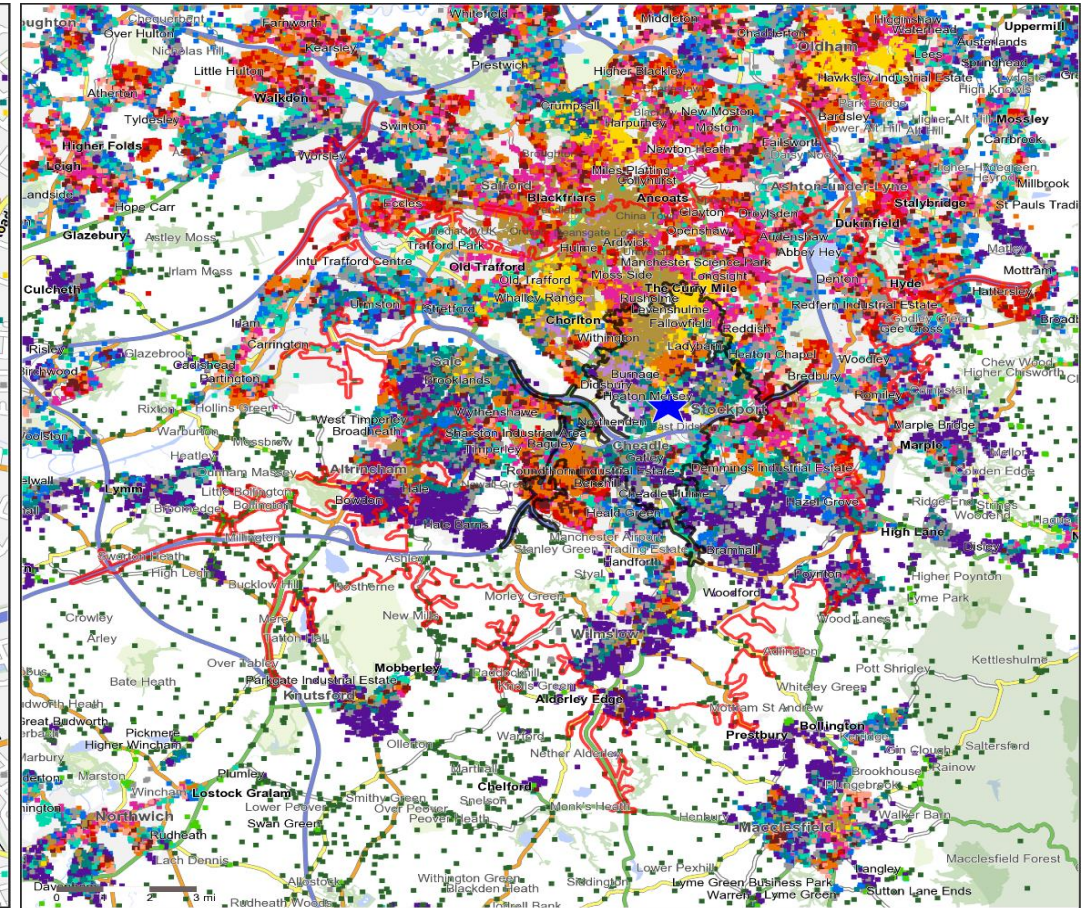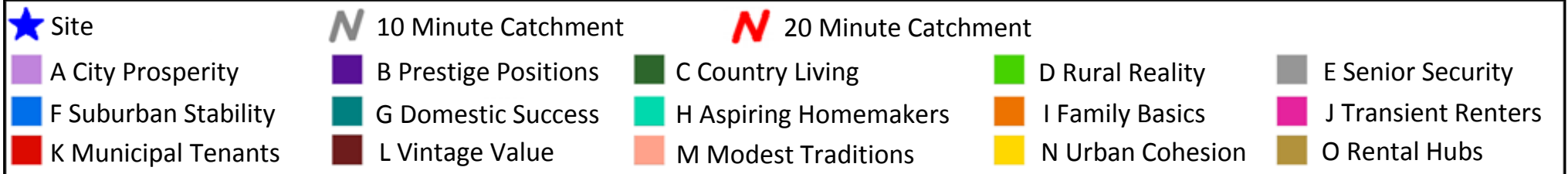
Adults 18+ by Mosaic Type in Each Catchment

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	5	65	87
A02	Uptown Elite	68	833	4,552	7,553
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	122	2,068	3,780
B05	Premium Fortunes	2	168	1,427	16,760
B06	Diamond Days	169	455	1,829	14,813
B07	Alpha Families	0	11	1,143	9,839
B08	Bank of Mum and Dad	139	586	2,877	10,666
B09	Empty-Nest Adventure	1	69	518	8,935
C10	Wealthy Landowners	0	0	0	2,368
C11	Rural Vogue	0	0	0	103
C12	Scattered Homesteads	0	0	0	11
C13	Village Retirement	0	0	0	273
D14	Satellite Settlers	0	0	0	340
D15	Local Focus	0	0	0	29
D16	Outlying Seniors	0	0	0	0
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	56	579	4,021	24,392
E19	Bungalow Heaven	0	0	192	4,995
E20	Classic Grandparents	35	109	1,299	15,736
E21	Solo Retirees	134	203	1,611	14,688
F22	Boomerang Boarders	87	187	752	13,829
F23	Family Ties	0	108	1,694	9,411
F24	Fledgling Free	0	0	36	920
F25	Dependable Me	43	119	754	8,159
G26	Cafés and Catchments	236	2,669	8,090	24,456
G27	Thriving Independence	1,107	2,953	9,692	36,230
G28	Modern Parents	0	0	190	952
G29	Mid-Career Convention	0	0	349	7,248
H30	Primary Ambitions	44	426	2,302	17,460
H31	Affordable Fringe	0	0	698	12,901
H32	First-Rung Futures	23	61	1,027	16,198
H33	Contemporary Starts	0	0	40	2,108
H34	New Foundations	3	179	465	3,146
H35	Flying Solo	83	245	659	2,645

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	663	5,154	18,089
I37	Budget Generations	0	29	637	3,502
I38	Economical Families	0	73	904	12,758
I39	Families on a Budget	0	103	7,643	35,351
J40	Value Rentals	0	0	258	3,408
J41	Youthful Endeavours	0	13	563	6,014
J42	Midlife Renters	0	78	2,393	21,094
J43	Renting Rooms	0	0	5,183	42,928
K44	Inner City Stalwarts	0	0	7	3,035
K45	City Diversity	0	0	0	1,794
K46	High Rise Residents	0	0	521	6,859
K47	Single Essentials	0	12	465	8,445
K48	Mature Workers	0	0	1,385	12,254
L49	Flatlet Seniors	0	0	1,393	11,147
L50	Pocket Pensions	33	44	698	6,029
L51	Retirement Communities	99	197	2,543	8,966
L52	Estate Veterans	0	160	2,204	12,511
L53	Seasoned Survivors	0	67	1,139	10,263
M54	Down-to-Earth Owners	0	0	45	1,725
M55	Back with the Folks	0	111	683	9,943
M56	Self Supporters	0	9	519	16,799
N57	Community Elders	158	690	4,872	12,442
N58	Culture & Comfort	0	0	1,720	6,164
N59	Large Family Living	0	0	5,155	17,494
N60	Ageing Access	237	717	3,437	10,696
O61	Career Builders	529	3,047	10,841	28,837
O62	Central Pulse	258	518	7,381	44,510
O63	Flexible Workforce	0	19	2,088	9,072
O64	Bus-Route Renters	62	188	1,305	8,290
O65	Learners & Earners	0	0	10,793	20,989
O66	Student Scene	0	0	9,014	15,253
U99	Unclassified	0	0	3,982	23,325
Total		**3,606**	**16,825**	**143,275**	**741,017**

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

1. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties

- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

1. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life

- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

2. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing

- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs

- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing


- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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		
20 Minute Walktime	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	4,040	24.0	79	3,872	23.0	141	8,913	53.0	102
Male: Alone	1,925	11.4	38	6,947	41.3	265	7,953	47.3	89
Male: Group	5,496	32.7	143	1,942	11.5	44	9,387	55.8	112
Male: Pair	3,173	18.9	72	1,523	9.1	59	12,129	72.1	126
Mixed Sex: Group	3,211	19.1	83	2,470	14.7	46	11,144	66.2	151
Mixed Sex: Pair	1,914	11.4	49	7,910	47.0	145	7,000	41.6	97
With Children	2,293	13.6	47	1,248	7.4	44	13,285	79.0	149
Unknown	3,172	18.9	57	4,832	28.7	160	8,821	52.4	109
For Eating:									
Upmarket	8,973	53.3	174	5,505	32.7	157	2,348	14.0	30
Midmarket	9,458	56.2	164	1,979	11.8	130	5,388	32.0	58
Downmarket	1,350	8.0	36	3,770	22.4	64	11,705	69.6	167
For Drinking (monthly spend):									
Nothing	3,711	22.1	73	4,033	24.0	101	9,081	54.0	120
Low (less than £10)	6,989	41.5	139	1,121	6.7	28	8,715	51.8	114
Medium (Between £10 and £40)	7,798	46.3	152	3,342	19.9	111	5,685	33.8	67
High (Greater than £40)	9,446	56.1	217	4,526	26.9	131	2,853	17.0	32

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	238,324	32.2	106	120,245	16.2	99	359,123	48.5	93
Male: Alone	223,079	30.1	101	150,136	20.3	130	344,477	46.5	87
Male: Group	196,953	26.6	116	191,791	25.9	99	328,949	44.4	89
Male: Pair	242,776	32.8	126	141,160	19.0	125	333,756	45.0	79
Mixed Sex: Group	262,012	35.4	155	104,586	14.1	44	351,094	47.4	108
Mixed Sex: Pair	194,664	26.3	112	250,175	33.8	104	272,854	36.8	86
With Children	218,905	29.5	102	106,916	14.4	86	391,871	52.9	100
Unknown	240,898	32.5	99	144,218	19.5	109	332,576	44.9	94
For Eating:									
Upmarket	279,255	37.7	123	185,933	25.1	121	252,504	34.1	72
Midmarket	363,336	49.0	143	73,432	9.9	110	280,924	37.9	69
Downmarket	163,130	22.0	99	245,731	33.2	95	308,832	41.7	100
For Drinking (monthly spend):									
Nothing	172,932	23.3	77	156,719	21.1	90	388,041	52.4	117
Low (less than £10)	180,825	24.4	82	97,492	13.2	56	439,375	59.3	131
Medium (Between £10 and £40)	266,582	36.0	118	84,074	11.3	64	367,036	49.5	99
High (Greater than £40)	231,538	31.2	121	141,744	19.1	93	344,410	46.5	89

Competitor Map and Report
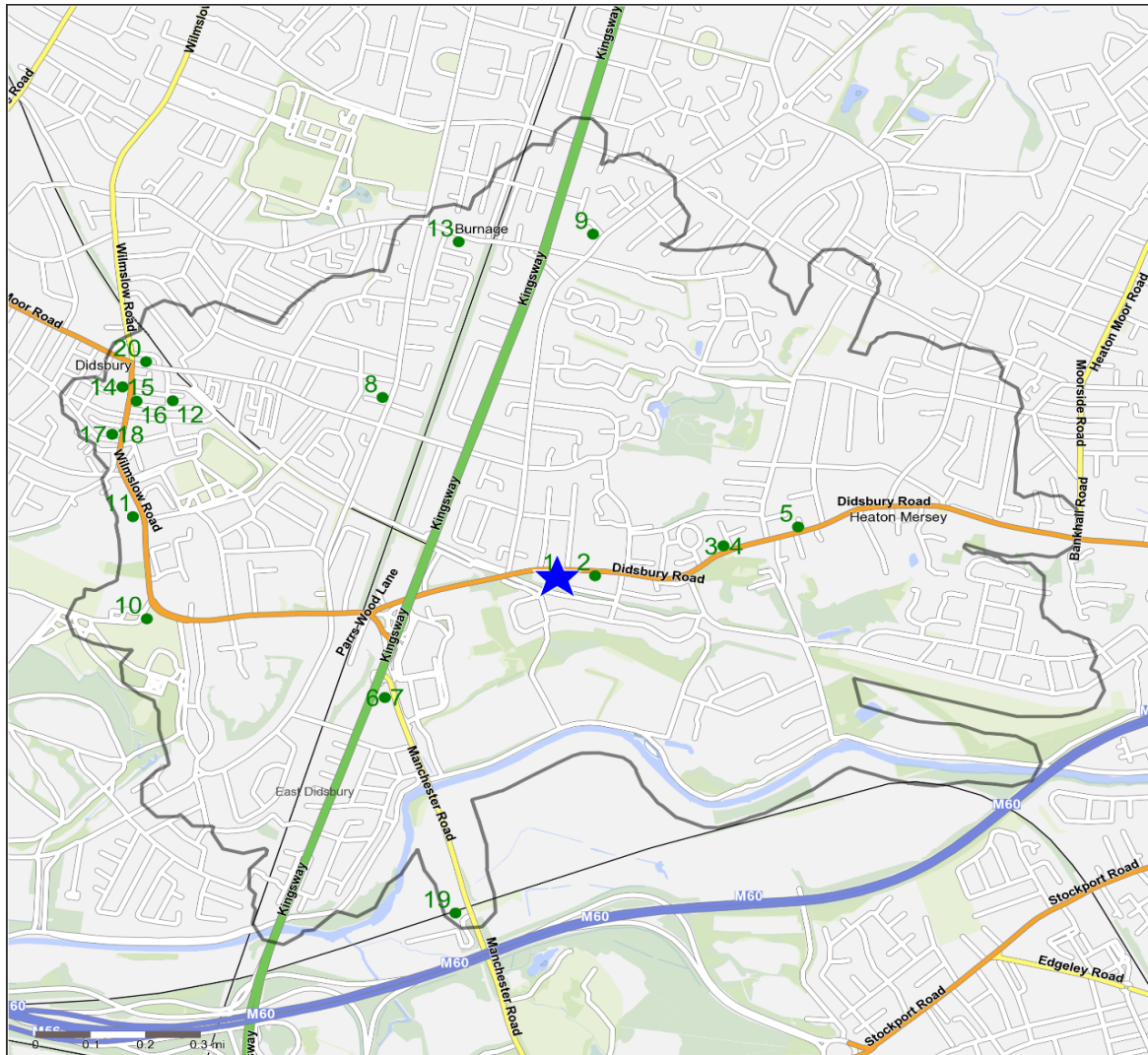
Competitor Map

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★ Site   ● Star Pubs   ● Pubs   Ⅳ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Dog & Partridge, SK 4 3AG	Star Pubs & Bars	0.0	0.0
2	Griffin Hotel, SK 4 3AJ	Holt	0.6	0.5
3	Boundary, SK 4 3BS	Independent Free	6.0	1.3
4	Frog & Railway, SK 4 3BS	JW Lees	6.0	1.3
5	Crown Inn, SK 4 3BY	Robinsons	9.4	2.0
6	Barlow Croft, M 20 5PG	Greene King	10.9	1.9
7	Gateway, M 20 5PG	Wetherspoon	10.9	1.9
8	Parrs Wood Hotel, M 20 6JD	JW Lees	13.6	3.2
9	Albion Inn, M 19 1NA	Hydes Anvil	16.6	3.5
10	Didsbury, M 20 2SG	Greene King	17.2	3.8
11	Ye Olde Cock, M 20 2RN	Greene King	18.1	4.4
12	Fletcher Moss, M 20 6RQ	Hydes Anvil	18.4	4.8
13	Reasons To Be Cheerful, M 20 6EL	Independent Free	18.7	3.4
14	Deli, M 20 2DW	Independent Free	19.0	4.9
15	Shmoo Agaloo, M 20 2DW	Independent Free	19.0	4.9
16	Royal Oak, M 20 6WF	Marston's	19.0	5.3
17	Expo Lounge, M 20 2DR	Loungers	19.6	5.5
18	Famous Crown, M 20 2DR	Punch Pub Company	19.6	5.5
19	Cheshire Line, SK 8 2NZ	Marston's	20.2	4.0
20	Botanist, M 20 6RD	New World Trading Company	20.5	4.5