Pub Catchment Report - UB 7 7ND

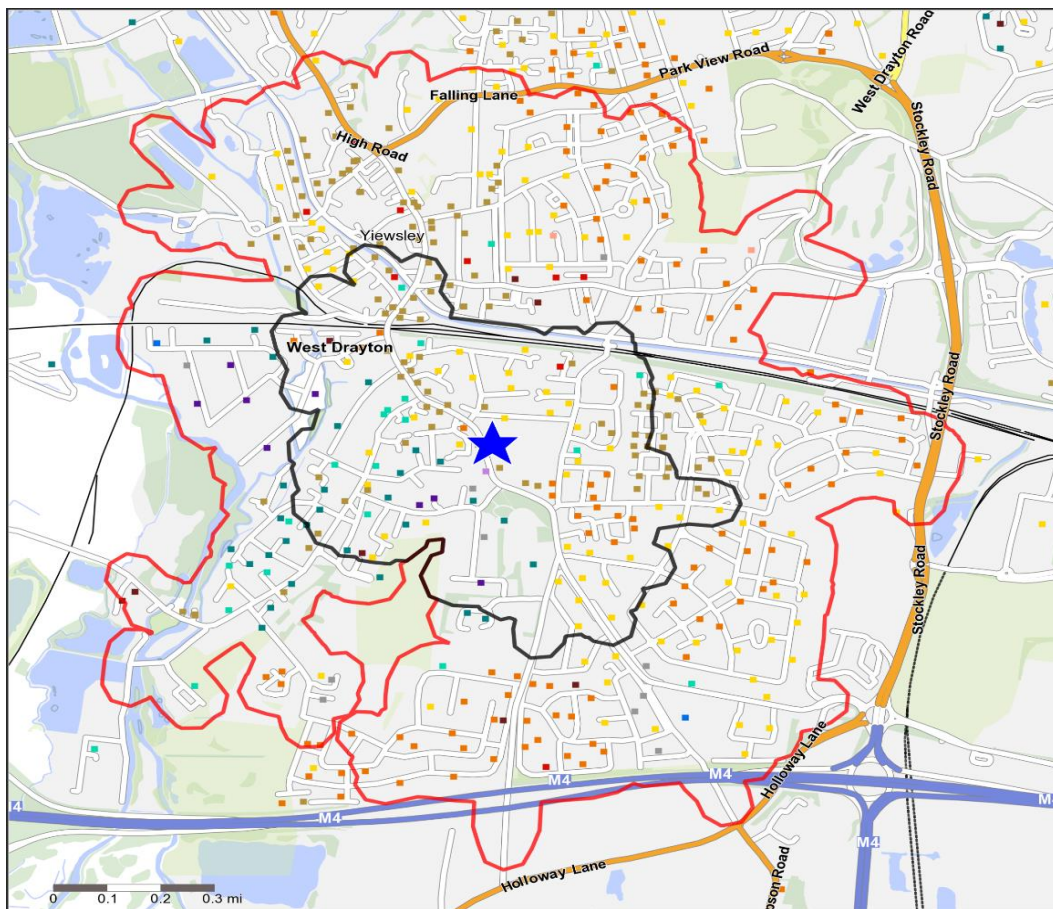| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	4	6	298
Catchment Adults 18+	6,449	19,621	510,159
Catchment Adults 18+ Per Pub	1,612	3,270	1,712
Populaton Projection 2018 to 2028 (% change)	16.06%	15.00%	10.26%

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	3,078	47.7	92	1	High Street Pub	9,671	49.3	95	1	Premium Local	200,340	39.3	76
2	Bit of Style	2,921	45.3	97	2	Community Pub	7,400	37.7	81	2	High Street Pub	199,141	39.0	84
3	High Street Pub	2,654	41.2	65	3	Premium Local	7,010	35.7	57	3	Bit of Style	171,152	33.5	53
4	Circuit Bar	2,076	32.2	249	4	Bit of Style	6,528	33.3	257	4	Great Pub Great Food	146,462	28.7	222
5	Craft Led	1,961	30.4	75	5	Craft Led	4,358	22.2	55	5	Community Pub	119,141	23.4	58
6	Community Pub	1,702	26.4	98	6	Circuit Bar	4,320	22.0	82	6	Craft Led	80,792	15.8	59
7	Great Pub Great Food	1,301	20.2	196	7	Great Pub Great Food	3,283	16.7	162	7	Circuit Bar	76,152	14.9	145

Pub Catchment Report - UB 7 7ND

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	590	9.1	103	1,458	7.4	84	41,561	8.1	92
C1	1,017	15.8	129	2,826	14.4	117	64,345	12.6	103
C2	638	9.9	120	1,929	9.8	119	42,362	8.3	101
DE	675	10.5	102	2,227	11.4	110	50,589	9.9	96

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)	1,086	16.8	51	4,111	21.0	63	87,567	17.2	52
Medium (7-13)	2,661	41.3	124	8,218	41.9	126	188,667	37.0	112
High (14-19)	2,711	42.0	148	7,835	39.9	140	248,708	48.8	172

Catchment Mosaic Groups

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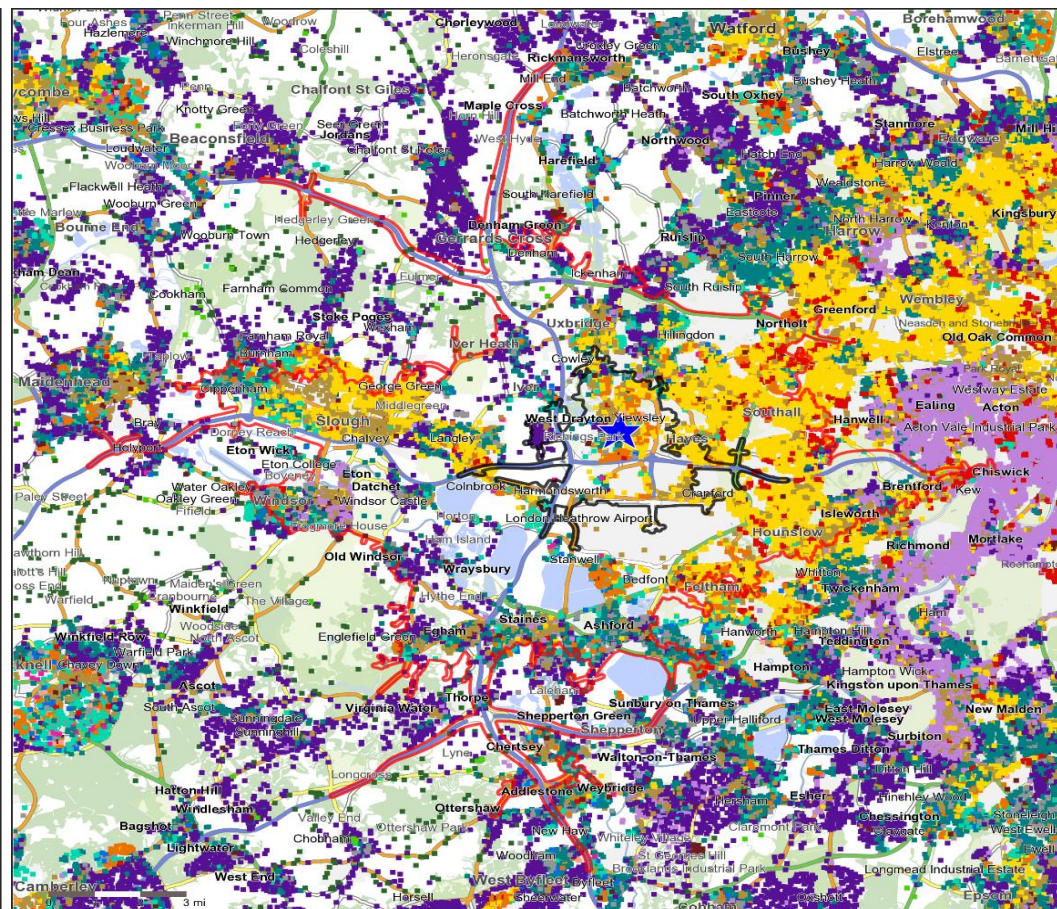
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★ Site   N 10 Minute Catchment   N 20 Minute Catchment

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	357
A02	Uptown Elite	15	15	36	8,407
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	1,735
B05	Premium Fortunes	16	16	501	7,484
B06	Diamond Days	55	69	649	8,751
B07	Alpha Families	0	0	166	3,564
B08	Bank of Mum and Dad	86	373	751	9,381
B09	Empty-Nest Adventure	0	0	2	81
C10	Wealthy Landowners	0	0	0	449
C11	Rural Vogue	0	0	0	1
C12	Scattered Homesteads	0	0	0	0
C13	Village Retirement	0	0	0	11
D14	Satellite Settlers	0	0	0	48
D15	Local Focus	0	0	0	0
D16	Outlying Seniors	0	0	0	0
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	118	221	378	11,313
E19	Bungalow Heaven	0	0	0	512
E20	Classic Grandparents	5	15	47	650
E21	Solo Retirees	0	245	366	3,581
F22	Boomerang Boarders	0	0	28	616
F23	Family Ties	0	93	166	2,415
F24	Fledgling Free	0	2	2	2
F25	Dependable Me	0	0	3	583
G26	Cafés and Catchments	89	305	1,193	31,212
G27	Thriving Independence	530	1,097	2,163	28,291
G28	Modern Parents	0	0	0	20
G29	Mid-Career Convention	0	0	0	446
H30	Primary Ambitions	245	672	1,287	15,506
H31	Affordable Fringe	0	0	0	0
H32	First-Rung Futures	0	17	40	413
H33	Contemporary Starts	0	0	77	2,086
H34	New Foundations	80	143	196	3,388
H35	Flying Solo	8	27	516	2,421
I36	Solid Economy	706	4,802	8,382	31,497
I37	Budget Generations	0	0	0	12
I38	Economical Families	0	0	0	0
I39	Families on a Budget	0	99	99	137
J40	Value Rentals	0	0	0	0
J41	Youthful Endeavours	0	0	0	156
J42	Midlife Renters	0	0	60	1,217
J43	Renting Rooms	0	0	0	9
K44	Inner City Stalwarts	79	163	192	6,244
K45	City Diversity	134	217	402	13,955
K46	High Rise Residents	0	0	0	782
K47	Single Essentials	0	62	134	1,089
K48	Mature Workers	0	0	0	76
L49	Flatlet Seniors	0	121	150	1,585
L50	Pocket Pensions	23	65	240	2,926
L51	Retirement Communities	0	55	258	4,340
L52	Estate Veterans	0	51	57	829
L53	Seasoned Survivors	104	104	104	146
M54	Down-to-Earth Owners	0	0	0	0
M55	Back with the Folks	0	1	43	283
M56	Self Supporters	0	47	94	173
N57	Community Elders	1,296	3,792	9,604	71,126
N58	Culture & Comfort	527	1,906	8,073	123,225
N59	Large Family Living	0	0	0	5,607
N60	Ageing Access	199	243	774	6,978
O61	Career Builders	146	514	1,100	18,787
O62	Central Pulse	95	250	250	2,148
O63	Flexible Workforce	1,712	3,489	6,499	52,142
O64	Bus-Route Renters	180	332	1,567	8,516
O65	Learners & Earners	0	0	615	3,349
O66	Student Scene	0	0	90	444
U99	Unclassified	0	0	95	8,657
Total		**6,448**	**19,623**	**47,449**	**510,159**

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

1. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords

- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

1. N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs

- Families with children
- Good income
- Areas with high South Asian population
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

2. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods

- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

2. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods

- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

3. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs

- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

3. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs

- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
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- Decent incomes from service sector jobs
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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	5,890	30.0	99	5,316	27.1	166	8,416	42.9	82
Male: Alone	4,562	23.3	78	1,787	9.1	58	13,273	67.6	127
Male: Group	1,587	8.1	35	4,961	25.3	97	13,073	66.6	134
Male: Pair	4,940	25.2	97	4,347	22.2	145	10,334	52.7	92
Mixed Sex: Group	8,939	45.6	199	7,544	38.4	120	3,138	16.0	36
Mixed Sex: Pair	1,064	5.4	23	6,981	35.6	109	11,577	59.0	138
With Children	3,184	16.2	56	8,506	43.4	258	7,931	40.4	76
Unknown	14,510	74.0	225	2,108	10.7	60	3,004	15.3	32
For Eating:									
Upmarket	8,204	41.8	137	10,074	51.3	247	1,343	6.8	14
Midmarket	12,411	63.3	184	4,944	25.2	279	2,267	11.6	21
Downmarket	1,115	5.7	26	10,083	51.4	147	8,424	42.9	103
For Drinking (monthly spend):									
Nothing	10,215	52.1	172	863	4.4	19	8,543	43.5	97
Low (less than £10)	5,577	28.4	95	5,136	26.2	111	8,908	45.4	100
Medium (Between £10 and £40)	5,843	29.8	97	4,500	22.9	129	9,279	47.3	94
High (Greater than £40)	5,954	30.3	117	5,471	27.9	136	8,197	41.8	80

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	133,079	26.1	86	55,653	10.9	67	312,771	61.3	118
Male: Alone	98,914	19.4	65	58,403	11.4	73	344,185	67.5	127
Male: Group	73,292	14.4	63	103,761	20.3	78	324,450	63.6	128
Male: Pair	109,472	21.5	82	81,154	15.9	104	310,877	60.9	106
Mixed Sex: Group	169,397	33.2	145	187,020	36.7	115	145,086	28.4	65
Mixed Sex: Pair	29,546	5.8	25	115,169	22.6	69	356,788	69.9	164
With Children	172,665	33.8	117	95,232	18.7	111	233,605	45.8	86
Unknown	306,165	60.0	183	100,888	19.8	110	94,449	18.5	39
For Eating:									
Upmarket	287,308	56.3	184	155,010	30.4	146	59,185	11.6	25
Midmarket	375,042	73.5	214	44,353	8.7	96	82,108	16.1	29
Downmarket	32,452	6.4	29	138,227	27.1	78	330,824	64.8	156
For Drinking (monthly spend):									
Nothing	145,873	28.6	95	57,146	11.2	47	298,483	58.5	131
Low (less than £10)	155,894	30.6	102	45,726	9.0	38	299,882	58.8	130
Medium (Between £10 and £40)	170,599	33.4	109	90,855	17.8	100	240,049	47.1	94
High (Greater than £40)	154,210	30.2	117	131,386	25.8	125	215,907	42.3	81

Competitor Map and Report
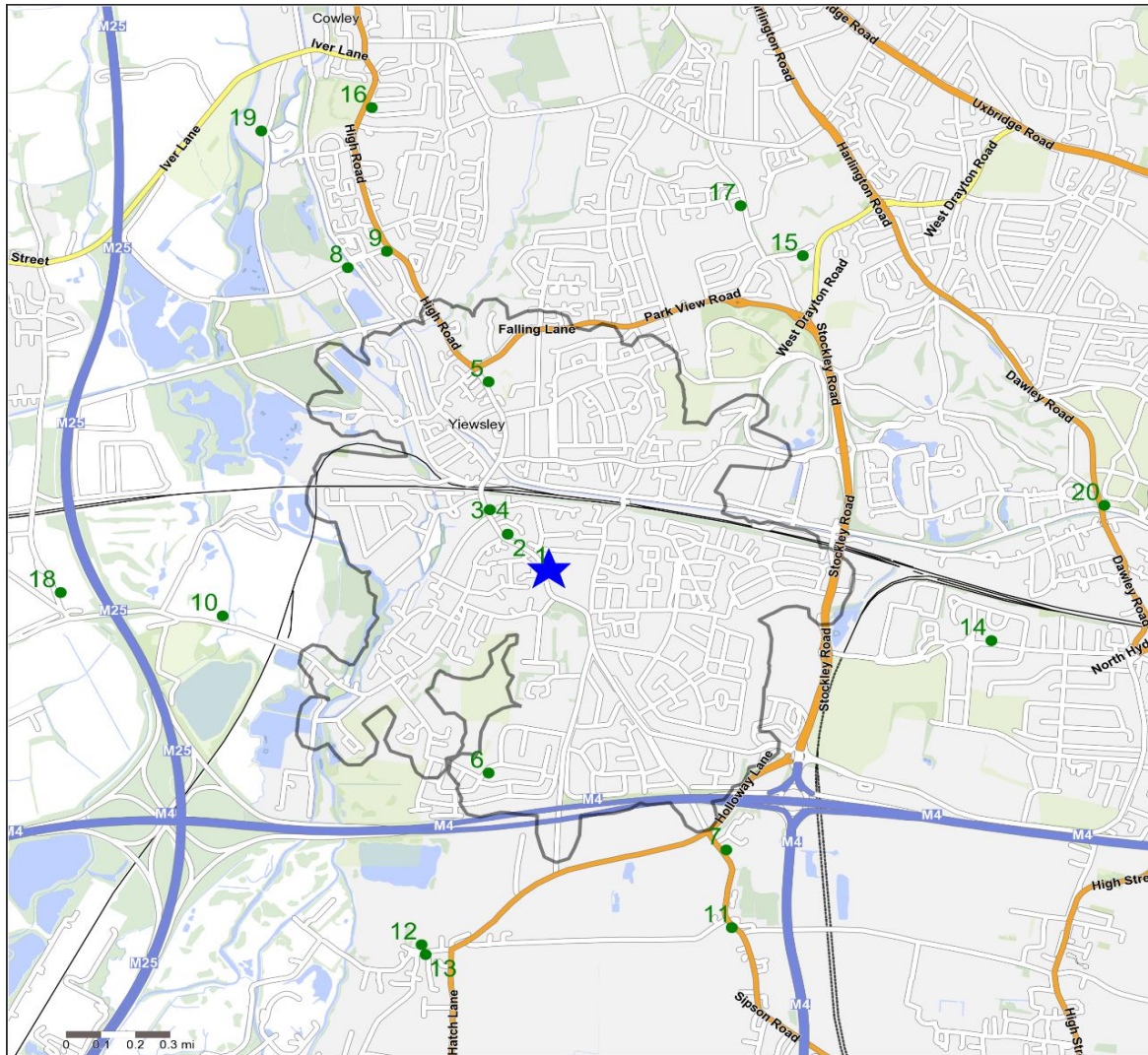
Competitor Map

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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	Six Bells, UB 7 7ND	Star Pubs & Bars	0.0	0.2
2	Arvinos, UB 7 7LR	Independent Free	3.0	0.8
3	Blues Bar, UB 7 7BT	Wellington	4.5	1.2
4	Railway Arms, UB 7 7BT	Unknown	4.5	1.2
5	George & Dragon, UB 7 7BE	Greene King	14.2	3.0
6	Rowan Arms, UB 7 7UF	Wellington	18.1	4.4
7	Plough, UB 7 0HW	Ei Group	22.3	5.0
8	Waters Edge, UB 8 2JS	Independent Free	25.4	6.4
9	Paddington Packet Boat, UB 8 2HT	Fuller Smith & Turner	25.7	5.1
10	North Star, SL 0 9AH	Star Pubs & Bars	25.7	5.7
11	King William Iv, UB 7 0HT	Greene King	26.6	5.8
12	Five Bells, UB 7 0AQ	Wellington	29.6	5.5
13	Crown, UB 7 0AJ	Ei Group	29.6	5.5
14	Music Box, UB 3 1QT	Ei Group	31.1	11.1
15	Hut, UB 8 3LH	Independent Free	32.6	8.7
16	Grand Union, UB 8 2EW	Star Pubs & Bars	34.1	6.9
17	Crown, UB 8 3QH	Fuller Smith & Turner	34.1	9.6
18	Tower Arms, SL 0 9AE	Independent Free	35.3	7.1
19	Q Vardis, UB 8 2JH	Independent Free	38.6	10.5
20	Woolpack, UB 3 1EJ	Ei Group	39.2	12.1