Pub Catchment Report - LS29 8HA

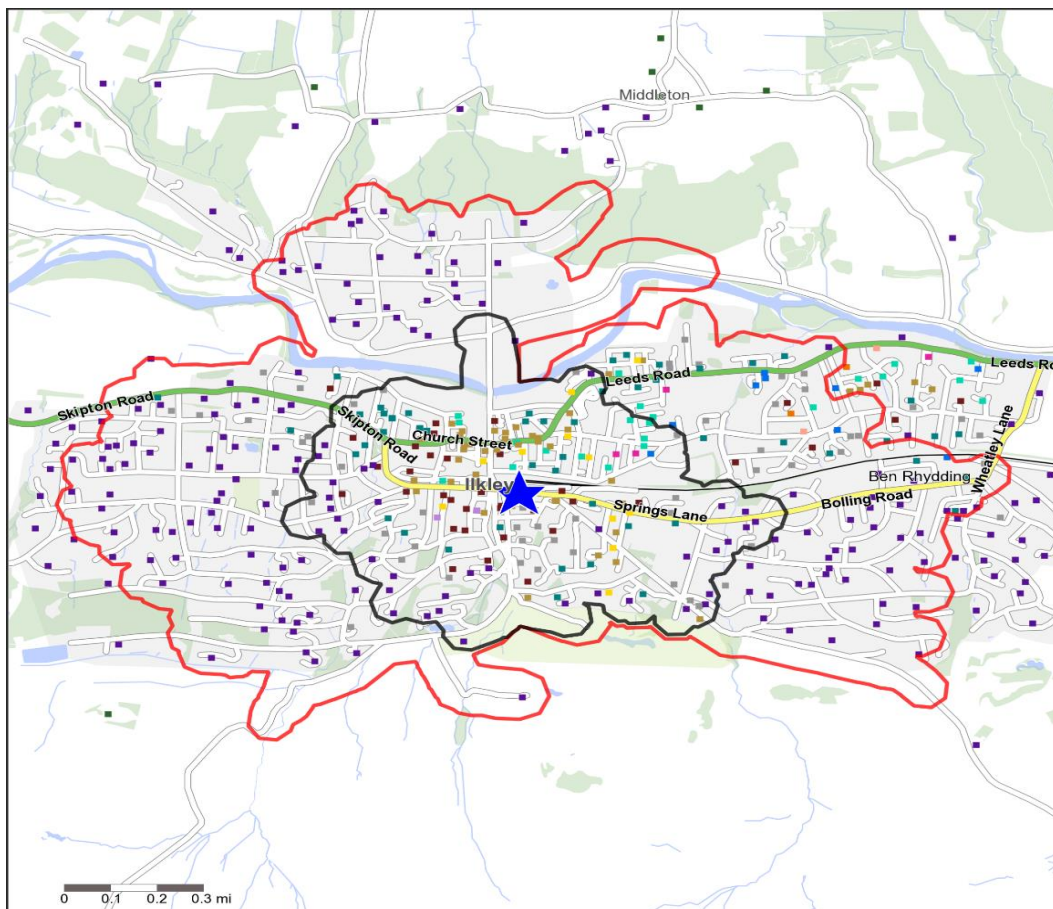| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	13	14	138
Catchment Adults 18+	4,741	9,921	110,577
Catchment Adults 18+ Per Pub	365	709	801
Populaton Projection 2018 to 2028 (% change)	-0.24%	0.59%	3.40%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,514	74.1	143
2	Great Pub Great Food	3,271	69.0	148
3	Premium Local	3,216	67.8	108
4	Community Pub	2,595	54.7	423
5	Bit of Style	1,720	36.3	90
6	Craft Led	628	13.2	49
7	Circuit Bar	142	3.0	29

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Premium Local	7,687	77.5	150
2	Great Pub Great Food	7,581	76.4	164
3	High Street Pub	5,656	57.0	90
4	Community Pub	4,107	41.4	320
5	Bit of Style	2,601	26.2	65
6	Craft Led	893	9.0	34
7	Circuit Bar	364	3.7	36

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	Premium Local	73,570	66.5	128
2	High Street Pub	68,601	62.0	133
3	Great Pub Great Food	63,534	57.5	91
4	Community Pub	48,700	44.0	341
5	Bit of Style	25,755	23.3	58
6	Circuit Bar	8,729	7.9	29
7	Craft Led	7,579	6.9	67

Pub Catchment Report - LS29 8HA

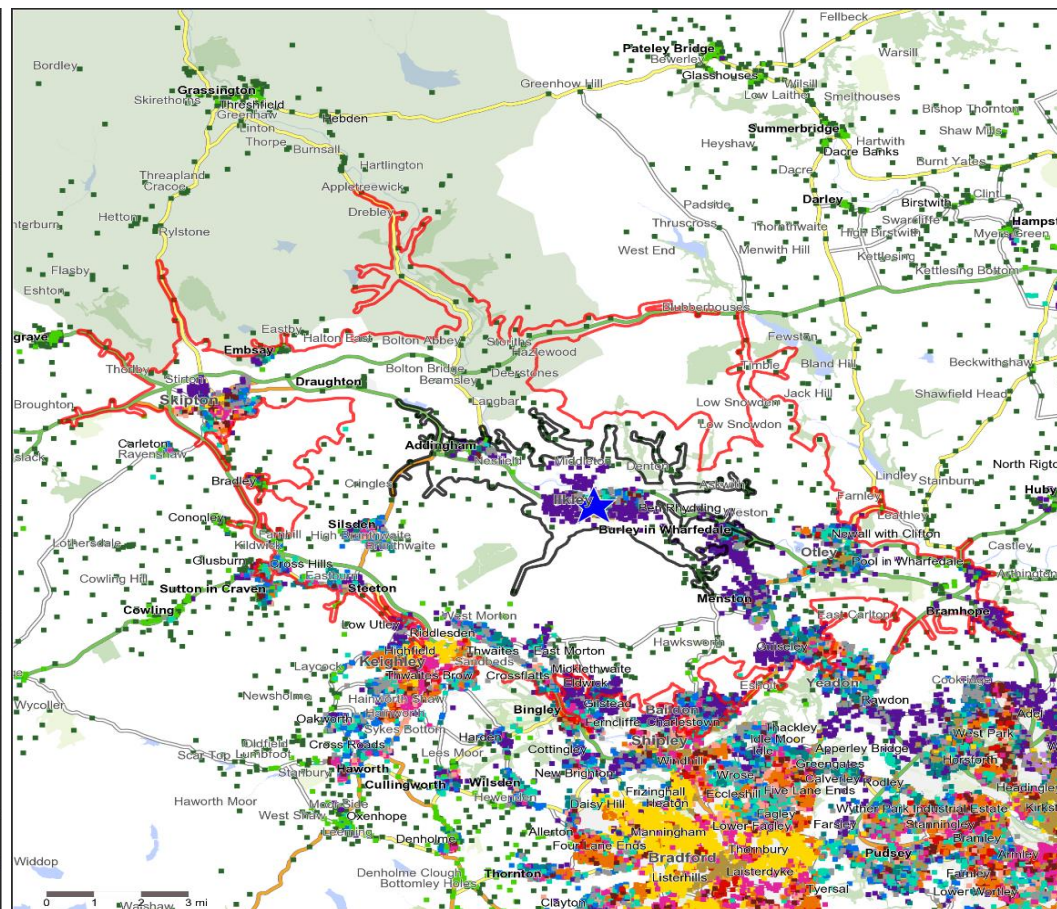| Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	850	17.9	203	1,705	17.2	194	13,199	11.9	135
C1	495	10.4	85	997	10.0	82	13,015	11.8	96
C2	201	4.2	51	415	4.2	51	8,159	7.4	89
DE	201	4.2	41	369	3.7	36	7,532	6.8	66

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)	554	11.7	35	946	9.5	29	27,003	24.4	74
Medium (7-13)	1,783	37.6	113	3,080	31.0	94	43,819	39.6	119
High (14-19)	2,297	48.4	170	5,840	58.9	207	38,469	34.8	122

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   Ν 10 Minute Catchment   Ν 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+	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	28	70	715
A02	Uptown Elite	72	72	72	171	I37	Budget Generations	0	0	0	558
A03	Penthouse Chic	0	0	0	0	I38	Economical Families	0	0	0	904
A04	Metro High-Flyers	0	0	0	0	I39	Families on a Budget	0	0	0	76
B05	Premium Fortunes	277	1,414	2,159	3,245	J40	Value Rentals	0	0	0	515
B06	Diamond Days	578	1,919	2,484	6,132	J41	Youthful Endeavours	0	0	0	80
B07	Alpha Families	100	357	1,332	5,081	J42	Midlife Renters	139	188	233	4,573
B08	Bank of Mum and Dad	52	123	315	3,050	J43	Renting Rooms	0	0	0	1,694
B09	Empty-Nest Adventure	1	53	411	5,688	K44	Inner City Stalwarts	0	0	0	0
C10	Wealthy Landowners	0	2	681	2,898	K45	City Diversity	0	0	0	0
C11	Rural Vogue	0	0	67	333	K46	High Rise Residents	0	0	0	0
C12	Scattered Homesteads	0	0	36	320	K47	Single Essentials	0	0	27	270
C13	Village Retirement	0	4	379	1,628	K48	Mature Workers	0	0	0	96
D14	Satellite Settlers	0	3	823	2,660	L49	Flatlet Seniors	0	0	0	476
D15	Local Focus	0	0	0	301	L50	Pocket Pensions	0	82	393	2,674
D16	Outlying Seniors	0	0	43	478	L51	Retirement Communities	861	1,002	1,062	2,671
D17	Far-Flung Outposts	0	0	0	0	L52	Estate Veterans	0	0	21	685
E18	Legacy Elders	653	1,293	1,763	6,116	L53	Seasoned Survivors	0	0	0	393
E19	Bungalow Heaven	35	120	417	3,516	M54	Down-to-Earth Owners	0	0	0	362
E20	Classic Grandparents	9	106	153	3,132	M55	Back with the Folks	0	36	115	1,813
E21	Solo Retirees	3	32	50	2,323	M56	Self Supporters	0	0	0	1,543
F22	Boomerang Boarders	10	110	132	3,803	N57	Community Elders	0	0	0	38
F23	Family Ties	0	0	0	832	N58	Culture & Comfort	0	0	0	73
F24	Fledgling Free	0	0	0	1,540	N59	Large Family Living	0	0	0	3,369
F25	Dependable Me	0	68	107	3,766	N60	Ageing Access	281	314	314	741
G26	Cafés and Catchments	374	530	597	1,051	O61	Career Builders	514	603	779	2,448
G27	Thriving Independence	463	769	902	5,633	O62	Central Pulse	0	0	0	59
G28	Modern Parents	0	0	160	1,426	O63	Flexible Workforce	0	0	0	0
G29	Mid-Career Convention	3	82	511	6,321	O64	Bus-Route Renters	21	65	93	1,797
H30	Primary Ambitions	174	247	337	1,609	O65	Learners & Earners	0	0	0	0
H31	Affordable Fringe	0	0	131	2,381	O66	Student Scene	0	0	0	0
H32	First-Rung Futures	9	101	194	3,527	U99	Unclassified	0	0	0	0
H33	Contemporary Starts	0	0	181	1,464		**Total**	**4,741**	**9,921**	**17,866**	**110,580**
H34	New Foundations	7	9	18	257						
H35	Flying Solo	105	189	304	1,275						

Top 3 Mosaic Types in a 20 Minute Walktime

1. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

2. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves

- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

3. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes

- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

3. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes

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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

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	1,164	11.7	39	991	10.0	61	7,766	78.3	150
Male: Alone	1,866	18.8	63	1,525	15.4	98	6,530	65.8	123
Male: Group	1,430	14.4	63	718	7.2	28	7,773	78.3	158
Male: Pair	1,870	18.8	72	210	2.1	14	7,842	79.0	138
Mixed Sex: Group	699	7.0	31	891	9.0	28	8,331	84.0	191
Mixed Sex: Pair	713	7.2	31	1,968	19.8	61	7,241	73.0	171
With Children	898	9.1	31	2,029	20.5	122	6,995	70.5	133
Unknown	220	2.2	7	4,441	44.8	250	5,260	53.0	111
For Eating:									
Upmarket	2,300	23.2	76	1,422	14.3	69	6,200	62.5	132
Midmarket	2,217	22.3	65	289	2.9	32	7,416	74.8	135
Downmarket	633	6.4	29	1,097	11.1	32	8,192	82.6	199
For Drinking (monthly spend):									
Nothing	964	9.7	32	1,073	10.8	46	7,885	79.5	177
Low (less than £10)	3,597	36.3	121	472	4.8	20	5,852	59.0	130
Medium (Between £10 and £40)	5,007	50.5	165	1,031	10.4	58	3,883	39.1	78
High (Greater than £40)	2,088	21.0	81	4,251	42.8	209	3,582	36.1	69

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	23,282	21.1	70	15,836	14.3	88	71,459	64.6	124
Male: Alone	31,987	28.9	97	16,859	15.2	98	61,731	55.8	105
Male: Group	22,977	20.8	91	25,276	22.9	87	62,324	56.4	114
Male: Pair	26,315	23.8	91	14,444	13.1	86	69,818	63.1	110
Mixed Sex: Group	17,232	15.6	68	28,091	25.4	80	65,255	59.0	134
Mixed Sex: Pair	32,403	29.3	125	25,822	23.4	72	52,353	47.3	111
With Children	26,918	24.3	84	17,065	15.4	92	66,594	60.2	114
Unknown	23,826	21.5	66	24,830	22.5	125	61,921	56.0	117
For Eating:									
Upmarket	32,641	29.5	96	21,356	19.3	93	56,580	51.2	108
Midmarket	29,195	26.4	77	2,316	2.1	23	79,066	71.5	129
Downmarket	22,590	20.4	92	32,997	29.8	86	54,991	49.7	120
For Drinking (monthly spend):									
Nothing	21,400	19.4	64	28,362	25.6	109	60,815	55.0	123
Low (less than £10)	40,692	36.8	123	20,945	18.9	81	48,940	44.3	98
Medium (Between £10 and £40)	42,048	38.0	124	16,978	15.4	86	51,551	46.6	93
High (Greater than £40)	23,247	21.0	81	31,346	28.3	138	55,984	50.6	97

Competitor Map and Report
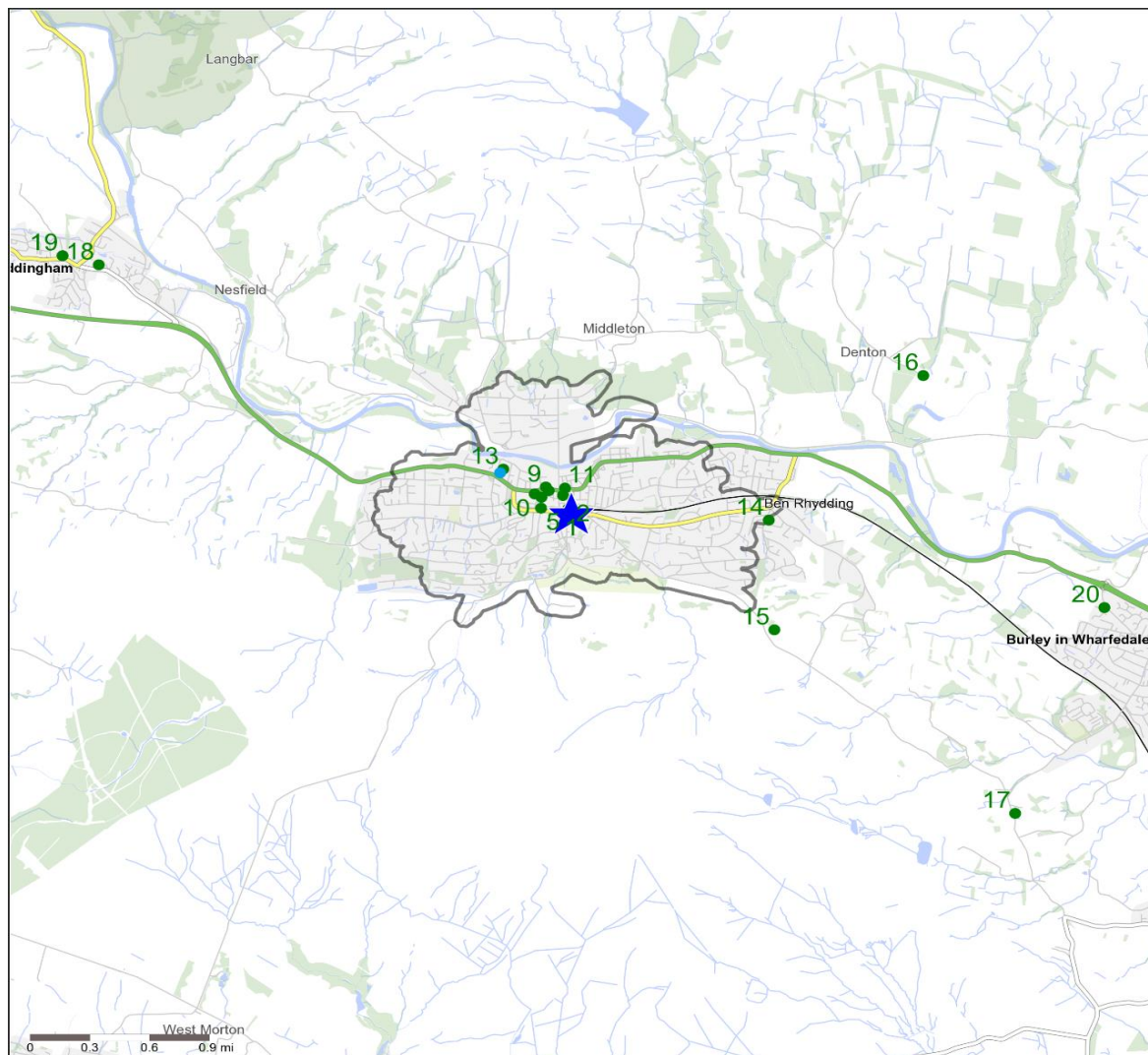
Competitor Map

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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	Midland Hotel, LS29 8HA	Ei Group	0.0	0.1
2	Station Hotel, LS29 8HA	Star Pubs & Bars	0.0	0.1
3	Banyan Bar And Kitchen, LS29 8HF	Arc Inspirations	0.9	0.1
4	Ticket Office Bar, LS29 8HF	Independent Free	0.9	0.1
5	Bettys Cafe Tea Room, LS29 9EE	Bettys & Taylors Group Ltd	3.9	0.8
6	Black Hat, LS29 9DR	Ei Group	5.1	1.1
7	Barca, LS29 8DE	Independent Free	5.1	1.1
8	Yard, LS29 8DE	Independent Free	5.1	1.1
9	Flying Duck, LS29 9DS	Unknown	5.1	1.1
10	Bar Tat, LS29 9DZ	Heron & Brearley	5.1	1.2
11	Dalesway Hotel, LS29 8DH	Ei Group	5.1	1.2
12	Lister Arms Hotel, LS29 9LB	Wetherspoon	5.1	1.2
13	Ilkley Moor Vaults, LS29 9HD	Star Pubs & Bars	11.2	2.4
14	Wheatley, LS29 8PP	Individual Inns	20.8	4.3
15	Cow & Calf, LS29 8BT	Mitchells & Butlers	23.5	3.8
16	Denton Hall, LS29 0HH	Independent Free	51.6	7.6
17	Hermit Inn, LS29 7AS	Ei Group	57.3	7.6
18	Fleece, LS29 0LY	Star Pubs & Bars	60.2	7.9
19	Crown Inn, LS29 0NS	*Other Small Retail Groups	64.1	8.2
20	Generous Pioneer, LS29 7HR	Greene King	67.9	9.0