Pub Catchment Report - WN 2 3BG

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	9	19	309
Catchment Adults 18+	2,849	10,568	304,839
Catchment Adults 18+ Per Pub	317	556	987
Populaton Projection 2018 to 2028 (% change)	4.31%	3.88%	3.66%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,541	89.2	172
2	Community Pub	2,386	83.7	180
3	Premium Local	783	27.5	44
4	Bit of Style	759	26.6	206
5	Great Pub Great Food	308	10.8	27
6	Circuit Bar	259	9.1	34
7	Craft Led	78	2.7	27

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	9,902	93.7	181
2	Community Pub	8,597	81.3	175
3	Premium Local	3,435	32.5	52
4	Bit of Style	2,618	24.8	192
5	Great Pub Great Food	1,715	16.2	40
6	Circuit Bar	1,001	9.5	35
7	Craft Led	580	5.5	53

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	263,829	86.5	167
2	Community Pub	216,645	71.1	152
3	Premium Local	127,769	41.9	67
4	Great Pub Great Food	86,469	28.4	219
5	Bit of Style	63,660	20.9	52
6	Circuit Bar	30,754	10.1	38
7	Craft Led	20,351	6.7	65

Pub Catchment Report - WN 2 3BG

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	114	4.0	45	559	5.3	60	20,884	6.9	77
C1	332	11.7	95	1,171	11.1	90	35,765	11.7	96
C2	315	11.1	134	1,131	10.7	130	29,230	9.6	116
DE	415	14.6	142	1,563	14.8	144	38,259	12.6	122

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)	1,693	59.4	179	6,379	60.4	182	155,230	50.9	154
Medium (7-13)	741	26.0	78	3,033	28.7	87	104,301	34.2	103
High (14-19)	54	1.9	7	556	5.3	19	31,297	10.3	36

Catchment Mosaic Groups

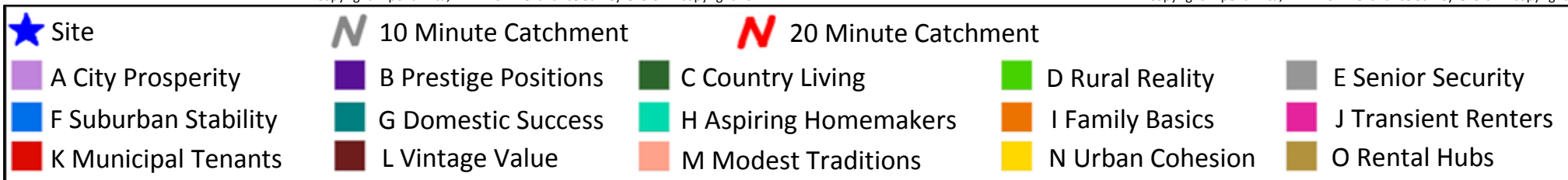|	Mosaic Groups in 10 and 20 Minute WT Catchment Areas	Mosaic Groups in 10 and 20 Minute DT Catchment Area
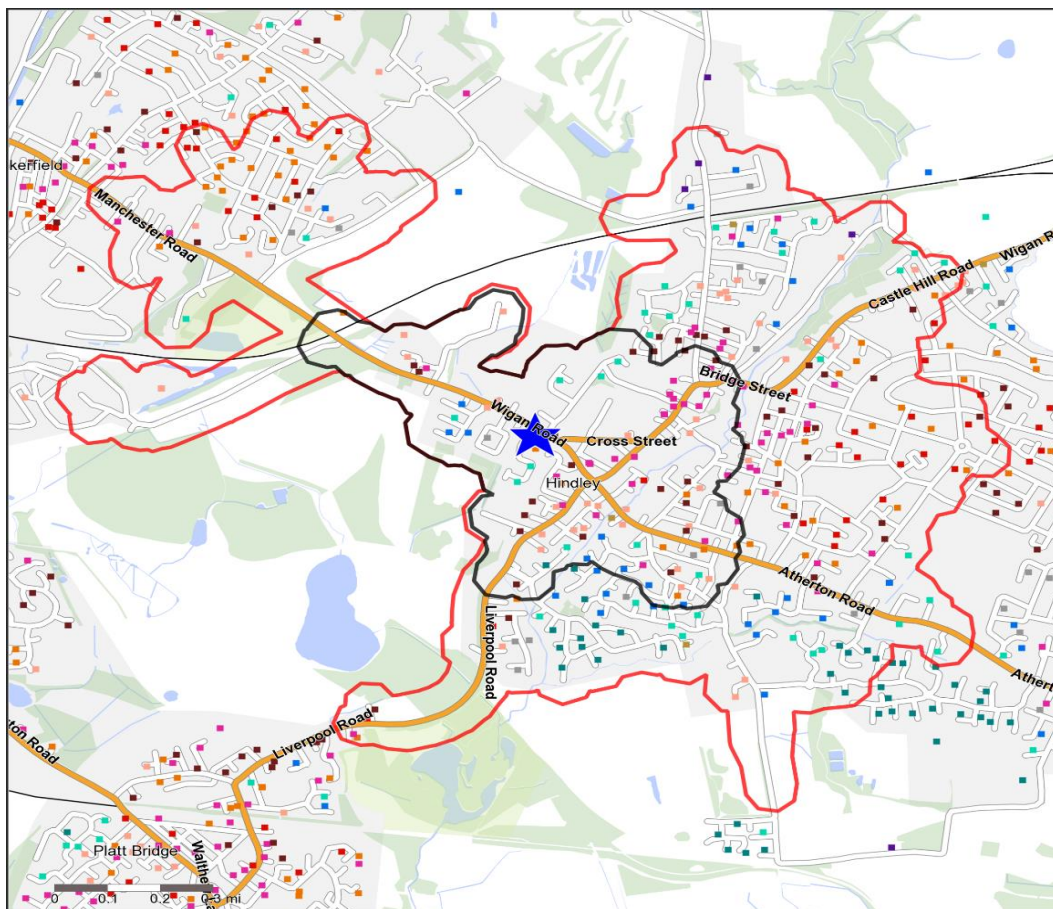
Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

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

Legend:
- ★ 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
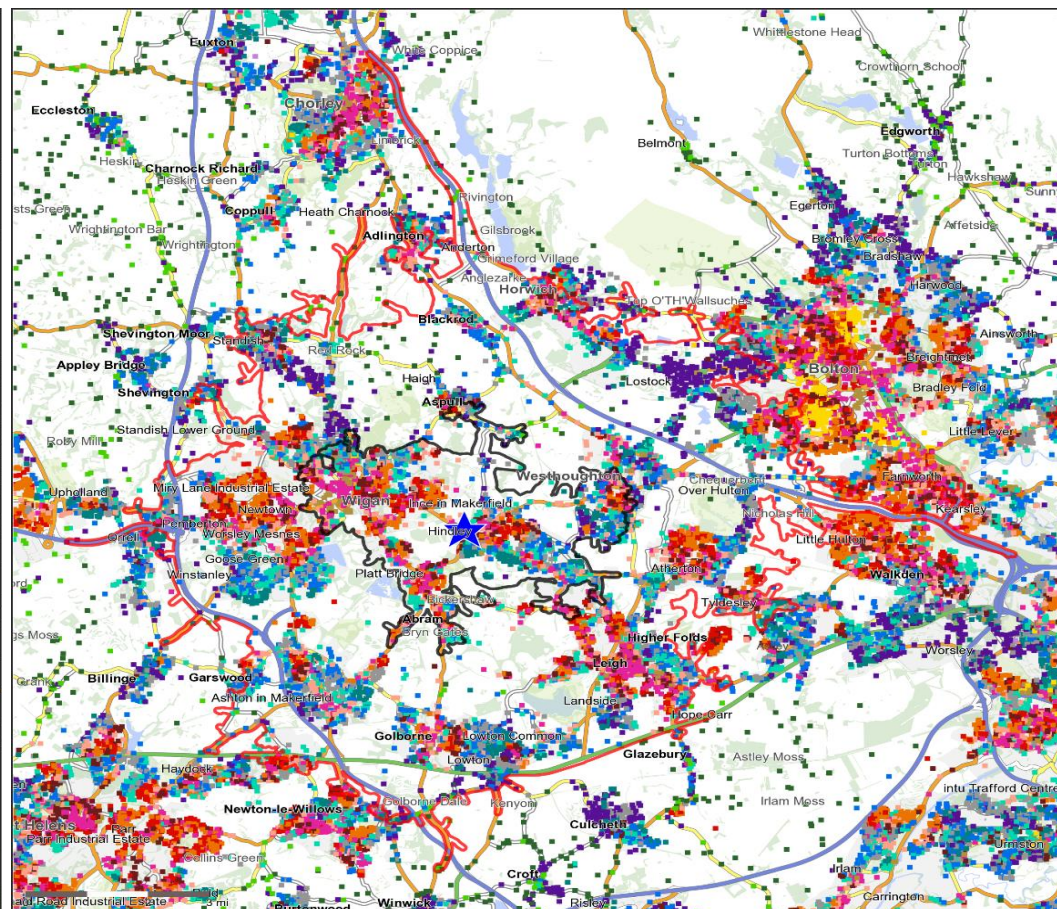
Adults 18+ by Mosaic Type in Each Catchment

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	0
A02	Uptown Elite	0	0	0	33
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	15	1,699
B06	Diamond Days	0	0	26	1,665
B07	Alpha Families	0	0	60	2,214
B08	Bank of Mum and Dad	0	19	190	3,294
B09	Empty-Nest Adventure	0	155	961	7,681
C10	Wealthy Landowners	0	0	0	469
C11	Rural Vogue	0	0	0	55
C12	Scattered Homesteads	0	0	0	4
C13	Village Retirement	0	0	1	155
D14	Satellite Settlers	0	0	11	299
D15	Local Focus	0	0	0	67
D16	Outlying Seniors	0	0	2	120
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	16	90	3,023
E19	Bungalow Heaven	65	120	1,691	11,834
E20	Classic Grandparents	13	155	1,457	9,577
E21	Solo Retirees	128	356	2,072	7,132
F22	Boomerang Boarders	0	84	840	10,532
F23	Family Ties	57	301	928	3,182
F24	Fledgling Free	72	101	3,756	13,823
F25	Dependable Me	61	368	1,747	10,445
G26	Cafés and Catchments	0	0	23	185
G27	Thriving Independence	0	0	411	1,624
G28	Modern Parents	51	680	2,703	12,428
G29	Mid-Career Convention	0	31	709	6,287
H30	Primary Ambitions	21	270	896	3,799
H31	Affordable Fringe	163	359	5,393	16,891
H32	First-Rung Futures	54	452	3,497	14,136
H33	Contemporary Starts	0	0	529	4,661
H34	New Foundations	117	127	256	738
H35	Flying Solo	0	14	104	1,078

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	297	531
I37	Budget Generations	3	49	547	2,441
I38	Economical Families	185	619	3,506	10,298
I39	Families on a Budget	0	716	3,849	16,318
J40	Value Rentals	515	1,044	4,817	18,039
J41	Youthful Endeavours	36	177	636	1,943
J42	Midlife Renters	16	92	1,555	6,708
J43	Renting Rooms	146	170	3,002	9,172
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	857	907
K47	Single Essentials	24	113	1,014	4,487
K48	Mature Workers	4	904	4,578	17,638
L49	Flatlet Seniors	45	149	1,189	3,824
L50	Pocket Pensions	21	201	1,317	5,467
L51	Retirement Communities	0	0	95	703
L52	Estate Veterans	1	231	1,277	4,544
L53	Seasoned Survivors	278	805	3,450	10,646
M54	Down-to-Earth Owners	187	472	2,599	8,123
M55	Back with the Folks	137	296	1,630	6,275
M56	Self Supporters	342	722	4,575	22,253
N57	Community Elders	0	0	0	63
N58	Culture & Comfort	0	0	0	29
N59	Large Family Living	0	0	0	598
N60	Ageing Access	0	0	169	179
O61	Career Builders	0	0	0	307
O62	Central Pulse	0	0	295	295
O63	Flexible Workforce	0	0	48	48
O64	Bus-Route Renters	28	118	904	3,368
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	80	83	354	503
Total		**2,850**	**10,569**	**70,928**	**304,837**

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

1. 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

2. 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

3. L53 Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security

- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

1. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages

- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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

	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	3,765	35.6	118	577	5.5	33	6,144	58.1	112
Male: Alone	2,658	25.2	84	2,584	24.5	157	5,244	49.6	93
Male: Group	2,624	24.8	109	2,369	22.4	86	5,492	52.0	105
Male: Pair	1,945	18.4	71	3,618	34.2	225	4,923	46.6	81
Mixed Sex: Group	2,144	20.3	89	2,116	20.0	63	6,225	58.9	134
Mixed Sex: Pair	2,185	20.7	88	3,327	31.5	97	4,973	47.1	110
With Children	4,217	39.9	138	2,512	23.8	141	3,756	35.5	67
Unknown	3,549	33.6	102	962	9.1	51	5,975	56.5	118
For Eating:									
Upmarket	1,542	14.6	48	3,021	28.6	137	5,922	56.0	119
Midmarket	3,176	30.1	88	906	8.6	95	6,403	60.6	110
Downmarket	4,097	38.8	174	4,836	45.8	131	1,552	14.7	35
For Drinking (monthly spend):									
Nothing	3,642	34.5	114	3,110	29.4	125	3,733	35.3	79
Low (less than £10)	2,400	22.7	76	1,890	17.9	76	6,195	58.6	129
Medium (Between £10 and £40)	2,400	22.7	74	1,311	12.4	70	6,775	64.1	128
High (Greater than £40)	1,855	17.6	68	2,605	24.6	120	6,026	57.0	109

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	89,272	29.3	97	31,922	10.5	64	183,143	60.1	115
Male: Alone	88,075	28.9	97	60,431	19.8	127	155,831	51.1	96
Male: Group	81,188	26.6	116	86,293	28.3	108	136,856	44.9	90
Male: Pair	68,040	22.3	86	84,884	27.8	183	151,413	49.7	87
Mixed Sex: Group	64,014	21.0	92	70,075	23.0	72	170,247	55.8	127
Mixed Sex: Pair	81,577	26.8	114	90,314	29.6	91	132,446	43.4	102
With Children	105,232	34.5	119	69,870	22.9	136	129,234	42.4	80
Unknown	86,976	28.5	87	31,900	10.5	58	185,461	60.8	127
For Eating:									
Upmarket	63,449	20.8	68	68,280	22.4	108	172,608	56.6	120
Midmarket	84,207	27.6	80	19,903	6.5	72	200,227	65.7	119
Downmarket	116,393	38.2	172	133,644	43.8	126	54,300	17.8	43
For Drinking (monthly spend):									
Nothing	97,503	32.0	106	97,262	31.9	135	109,572	35.9	80
Low (less than £10)	84,673	27.8	93	65,672	21.5	92	153,992	50.5	111
Medium (Between £10 and £40)	86,507	28.4	93	39,716	13.0	73	178,113	58.4	116
High (Greater than £40)	51,587	16.9	65	81,949	26.9	131	170,801	56.0	107

Competitor Map and Report
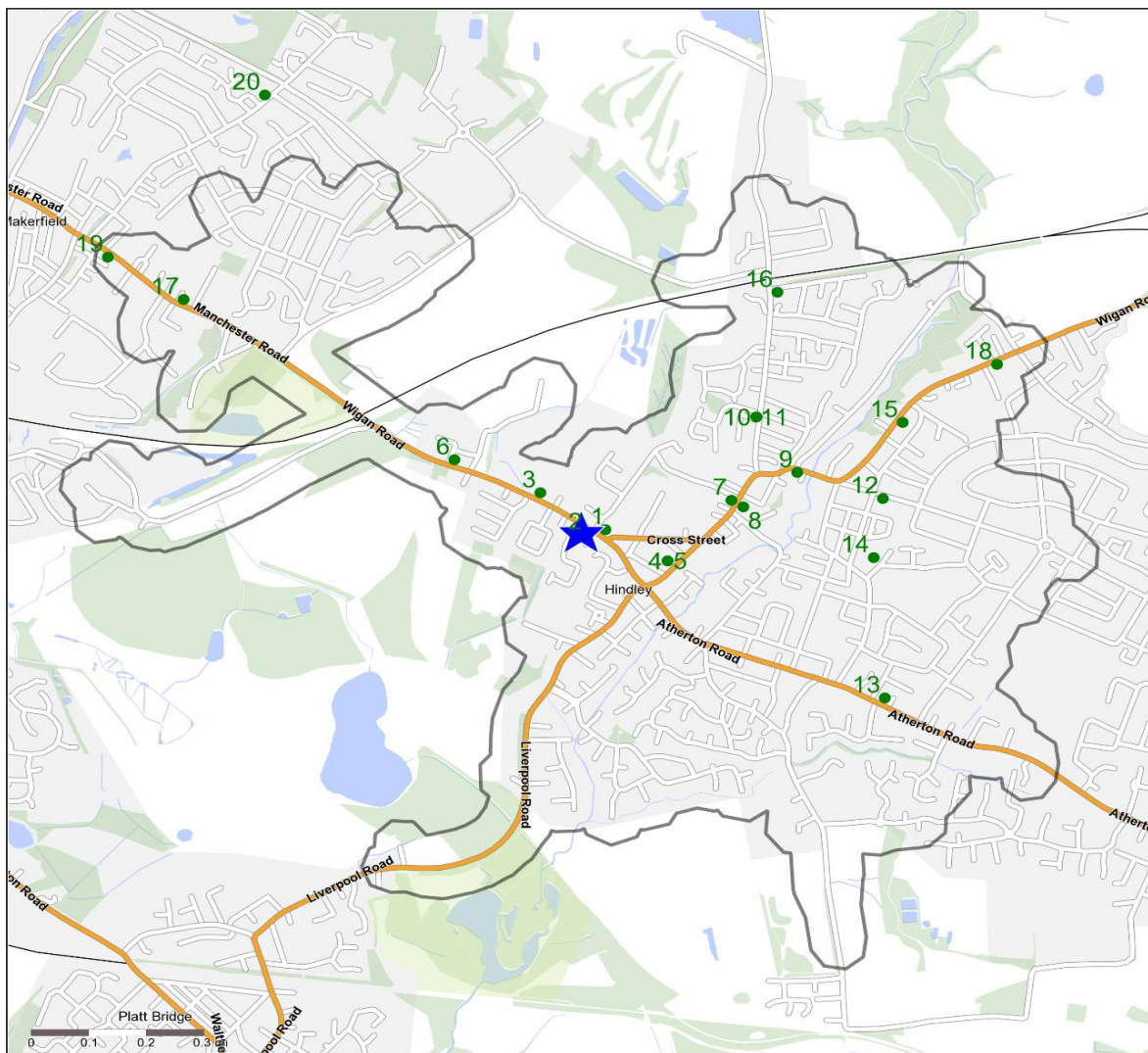
Competitor Map

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

★ Site   ⬤ Star Pubs   ⬤ Pubs   Ⓝ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Wiganers, WN 2 3BE	Unknown	0.9	0.4
2	Bird Ith Hand Hotel, WN 2 3BG	Star Pubs & Bars	1.2	0.4
3	Formbys, WN 2 3DF	Independent Free	2.4	0.6
4	Hindley Arms, WN 2 3AY	*Other Small Retail Groups	3.9	1.1
5	Jonesies Bar, WN 2 3AY	Independent Free	3.9	1.1
6	Las Cava, WN 2 3BU	Independent Free	5.7	1.3
7	Bears Paw Last Orders, WN 2 3AN	Hawthorn Leisure	6.9	1.4
8	Georgia Browns, WN 2 3AE	*Other Small Retail Groups	6.9	1.4
9	Lord Nelson, WN 2 3LQ	Independent Free	10.6	1.9
10	Hare & Hounds, WN 2 2QA	Allgates	11.2	2.1
11	Red Lion, WN 2 2QA	Independent Free	11.2	2.1
12	Ellesmere Inn, WN 2 3NJ	Marston's	13.0	2.9
13	Plough Inn, WN 2 3PR	Independent Free	13.3	2.4
14	Banner, WN 2 3QX	Dorbiere	14.2	3.1
15	Derby Arms, WN 2 4BH	Independent Free	14.5	2.7
16	Eddington Arms, WN 2 2QJ	Holt	16.0	2.7
17	Amberswood Tavern, WN 2 2ED	*Other Small Retail Groups	16.9	2.9
18	Castle On The Hill, WN 2 4BW	Independent Free	18.7	3.3
19	Squirrel, WN 2 2EA	Unknown	21.7	3.7
20	Oak Tree Inn, WN 2 2ET	Marston's	24.7	4.7