Pub Catchment Report - BB 1 8QD

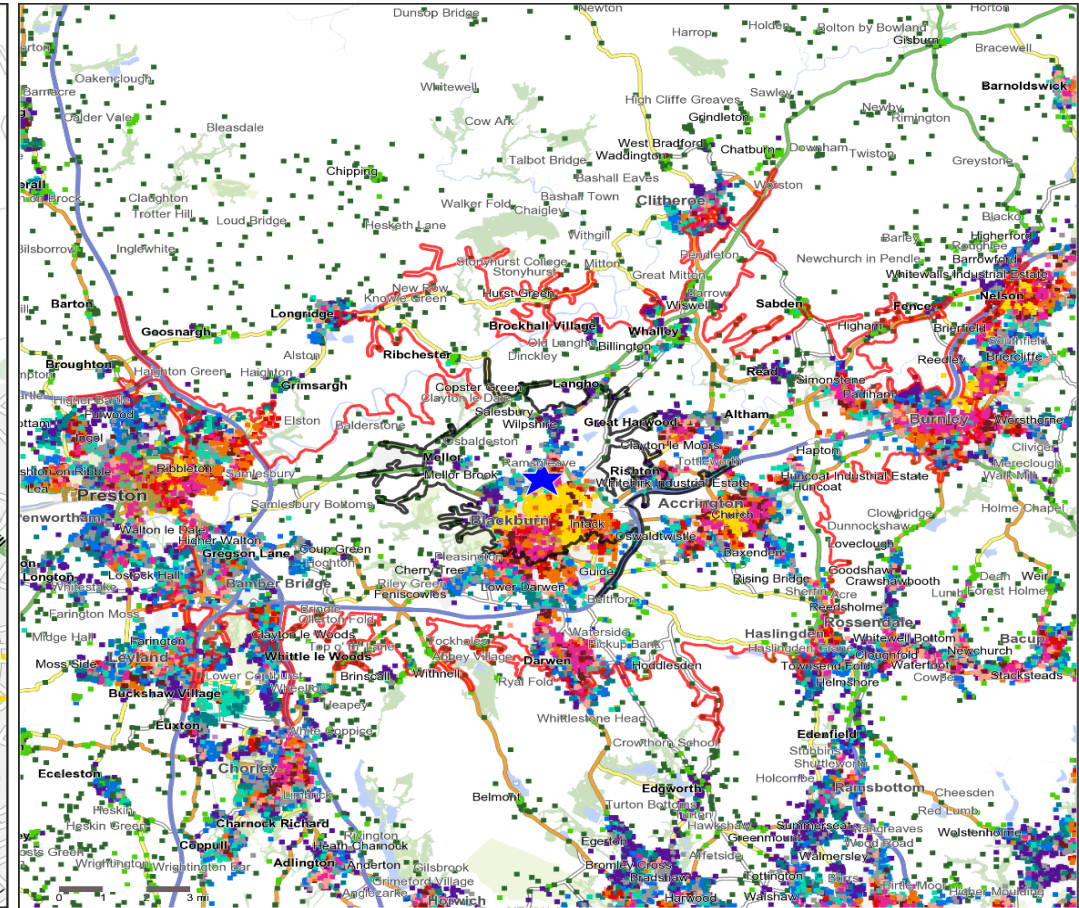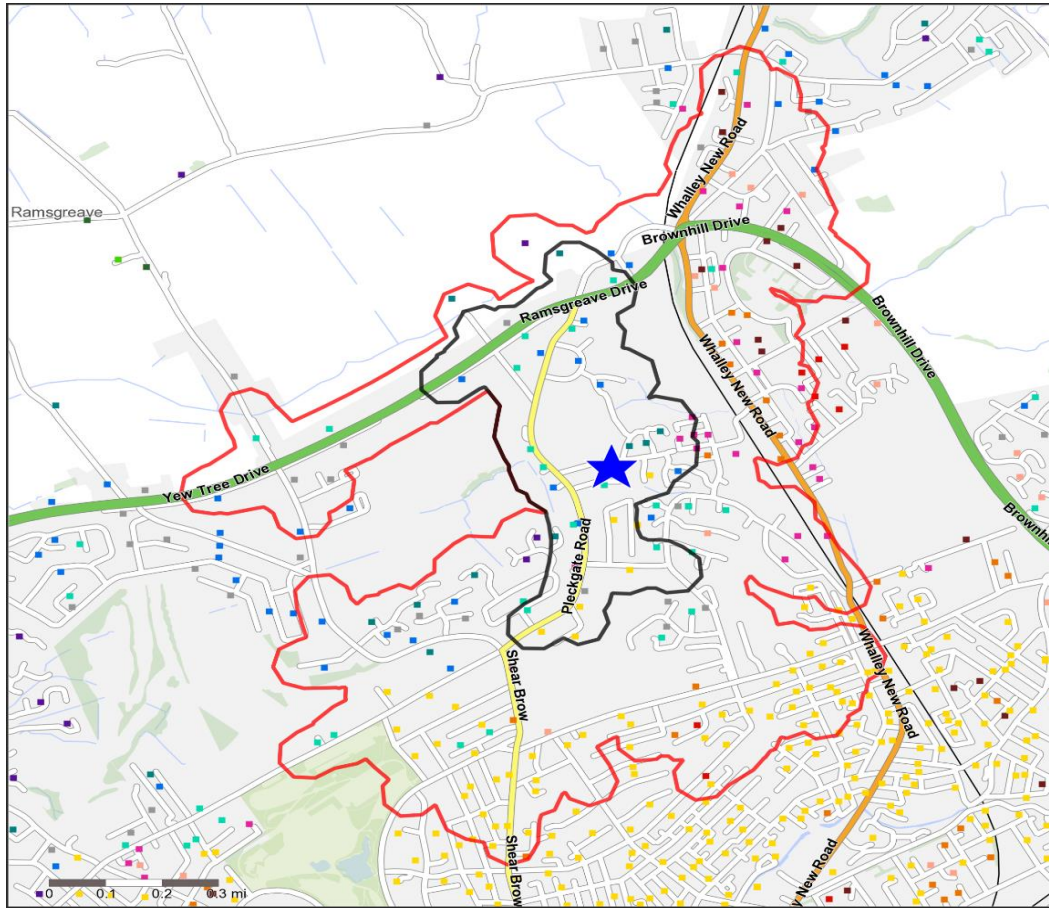| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	5	333
Catchment Adults 18+	1,413	8,889	297,953
Catchment Adults 18+ Per Pub	1,413	1,778	895
Populaton Projection 2018 to 2028 (% change)	-1.93%	-1.13%	0.46%

	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	High Street Pub	1,118	79.1	153		1	High Street Pub	5,389	60.6	117	1	High Street Pub	216,201	72.6	140
2	Premium Local	862	61.0	131		2	Community Pub	4,191	47.1	101	2	Community Pub	187,173	62.8	135
3	Community Pub	796	56.3	89		3	Premium Local	2,552	28.7	46	3	Premium Local	101,568	34.1	54
4	Bit of Style	347	24.6	190		4	Bit of Style	1,359	15.3	118	4	Great Pub Great Food	71,651	24.0	186
5	Great Pub Great Food	307	21.7	54		5	Great Pub Great Food	1,166	13.1	33	5	Bit of Style	51,897	17.4	43
6	Circuit Bar	235	16.6	62		6	Circuit Bar	716	8.1	30	6	Circuit Bar	21,978	7.4	27
7	Craft Led	235	16.6	161		7	Craft Led	663	7.5	72	7	Craft Led	16,987	5.7	55

Pub Catchment Report - BB 1 8QD

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	131	9.3	105	584	6.6	74	18,952	6.4	72
C1	184	13.0	106	1,002	11.3	92	33,817	11.3	93
C2	120	8.5	103	710	8.0	97	28,162	9.5	115
DE	104	7.4	72	1,136	12.8	124	43,582	14.6	142

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)	311	22.0	66	4,507	50.7	153	171,095	57.4	173
Medium (7-13)	854	60.4	182	3,447	38.8	117	87,972	29.5	89
High (14-19)	202	14.3	50	562	6.3	22	29,253	9.8	35

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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Mosaic Groups in 10 and 20 Minute DT Catchment Area

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Legend

Symbol		
★ 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
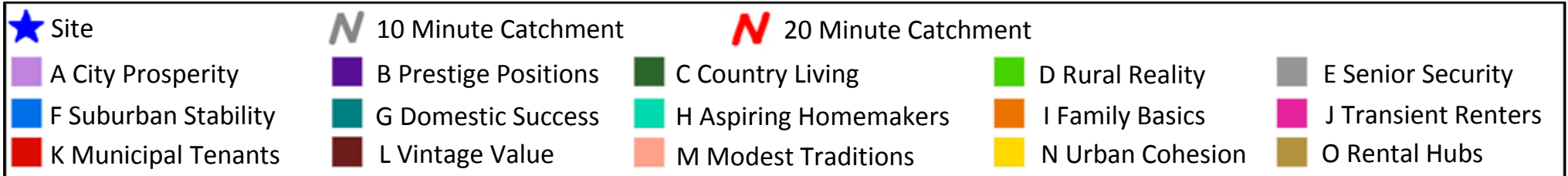
Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+	Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
A01	World-Class Wealth	0	0	0	0	I36	Solid Economy	0	0	97	576
A02	Uptown Elite	0	0	0	0	I37	Budget Generations	0	0	6	1,410
A03	Penthouse Chic	0	0	0	0	I38	Economical Families	13	494	2,905	16,054
A04	Metro High-Flyers	0	0	0	0	I39	Families on a Budget	0	66	4,045	20,042
B05	Premium Fortunes	0	0	96	287	J40	Value Rentals	0	346	1,123	15,907
B06	Diamond Days	0	0	258	932	J41	Youthful Endeavours	0	53	218	1,165
B07	Alpha Families	0	8	1,177	2,820	J42	Midlife Renters	184	360	672	4,657
B08	Bank of Mum and Dad	34	66	1,325	3,179	J43	Renting Rooms	0	82	3,788	22,686
B09	Empty-Nest Adventure	0	9	1,141	5,138	K44	Inner City Stalwarts	0	0	0	0
C10	Wealthy Landowners	0	3	915	4,825	K45	City Diversity	0	0	0	0
C11	Rural Vogue	0	0	80	1,026	K46	High Rise Residents	0	0	99	339
C12	Scattered Homesteads	0	0	0	150	K47	Single Essentials	0	79	811	3,842
C13	Village Retirement	0	0	610	2,443	K48	Mature Workers	0	107	1,886	11,421
D14	Satellite Settlers	0	0	247	4,010	L49	Flatlet Seniors	0	0	1,527	6,953
D15	Local Focus	0	0	15	754	L50	Pocket Pensions	0	0	275	3,615
D16	Outlying Seniors	0	0	7	573	L51	Retirement Communities	0	74	300	607
D17	Far-Flung Outposts	0	0	0	0	L52	Estate Veterans	0	8	82	1,060
E18	Legacy Elders	1	28	407	1,080	L53	Seasoned Survivors	0	307	1,563	9,357
E19	Bungalow Heaven	50	195	2,033	11,216	M54	Down-to-Earth Owners	0	0	429	4,212
E20	Classic Grandparents	40	147	521	4,491	M55	Back with the Folks	0	96	597	4,659
E21	Solo Retirees	17	293	634	4,783	M56	Self Supporters	38	411	1,883	13,615
F22	Boomerang Boarders	45	353	1,261	7,277	N57	Community Elders	206	916	1,504	2,013
F23	Family Ties	169	424	849	3,533	N58	Culture & Comfort	0	121	310	559
F24	Fledgling Free	0	0	971	6,628	N59	Large Family Living	0	2,175	19,854	30,586
F25	Dependable Me	156	384	1,184	7,664	N60	Ageing Access	0	0	0	28
G26	Cafés and Catchments	0	0	109	113	O61	Career Builders	0	0	91	303
G27	Thriving Independence	64	107	266	811	O62	Central Pulse	0	0	0	351
G28	Modern Parents	47	92	474	9,631	O63	Flexible Workforce	0	0	35	35
G29	Mid-Career Convention	0	75	1,350	6,355	O64	Bus-Route Renters	0	0	145	1,153
H30	Primary Ambitions	0	154	657	2,959	O65	Learners & Earners	0	0	0	123
H31	Affordable Fringe	113	271	1,366	11,681	O66	Student Scene	0	0	0	64
H32	First-Rung Futures	232	578	1,188	11,374	U99	Unclassified	0	0	66	953
H33	Contemporary Starts	0	0	9	2,470	**Total**		1,413	8,889	63,535	297,948
H34	New Foundations	0	0	37	506						
H35	Flying Solo	4	7	37	894						

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

1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity

- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity

- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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. 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. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs

- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

3. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way

- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	2,463	27.7	92	361	4.1	25	6,065	68.2	131
Male: Alone	4,220	47.5	159	765	8.6	55	3,904	43.9	82
Male: Group	1,899	21.4	93	2,220	25.0	95	4,770	53.7	108
Male: Pair	3,840	43.2	166	3,465	39.0	256	1,583	17.8	31
Mixed Sex: Group	2,744	30.9	135	1,092	12.3	38	5,052	56.8	129
Mixed Sex: Pair	1,884	21.2	90	1,515	17.0	52	5,490	61.8	145
With Children	4,907	55.2	191	898	10.1	60	3,084	34.7	66
Unknown	5,093	57.3	174	601	6.8	38	3,194	35.9	75
For Eating:									
Upmarket	3,742	42.1	137	2,536	28.5	137	2,610	29.4	62
Midmarket	5,666	63.7	186	126	1.4	16	3,098	34.9	63
Downmarket	2,430	27.3	123	2,981	33.5	96	3,478	39.1	94
For Drinking (monthly spend):									
Nothing	3,106	34.9	116	1,232	13.9	59	4,550	51.2	114
Low (less than £10)	2,603	29.3	98	1,432	16.1	69	4,853	54.6	120
Medium (Between £10 and £40)	2,603	29.3	96	504	5.7	32	5,781	65.0	129
High (Greater than £40)	1,194	13.4	52	1,973	22.2	108	5,722	64.4	123

Pubs & Leisure: Attitudinal Profiles

	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	76,767	25.8	85	44,242	14.8	91	175,992	59.1	113
Male: Alone	111,454	37.4	126	57,293	19.2	123	128,253	43.0	81
Male: Group	59,858	20.1	88	82,952	27.8	106	154,191	51.8	104
Male: Pair	80,500	27.0	104	88,052	29.6	194	128,448	43.1	75
Mixed Sex: Group	72,820	24.4	107	65,544	22.0	69	158,636	53.2	121
Mixed Sex: Pair	62,576	21.0	90	106,458	35.7	110	127,967	42.9	101
With Children	134,508	45.1	156	60,687	20.4	121	101,806	34.2	65
Unknown	130,866	43.9	134	23,223	7.8	43	142,912	48.0	100
For Eating:									
Upmarket	77,734	26.1	85	80,668	27.1	130	138,598	46.5	98
Midmarket	121,830	40.9	119	22,678	7.6	84	152,493	51.2	93
Downmarket	83,330	28.0	126	119,058	40.0	115	94,613	31.8	76
For Drinking (monthly spend):									
Nothing	78,814	26.5	87	80,031	26.9	114	138,156	46.4	103
Low (less than £10)	65,994	22.1	74	58,647	19.7	84	172,359	57.8	128
Medium (Between £10 and £40)	64,161	21.5	70	38,963	13.1	73	193,876	65.1	129
High (Greater than £40)	39,078	13.1	51	66,373	22.3	109	191,549	64.3	123

Competitor Map
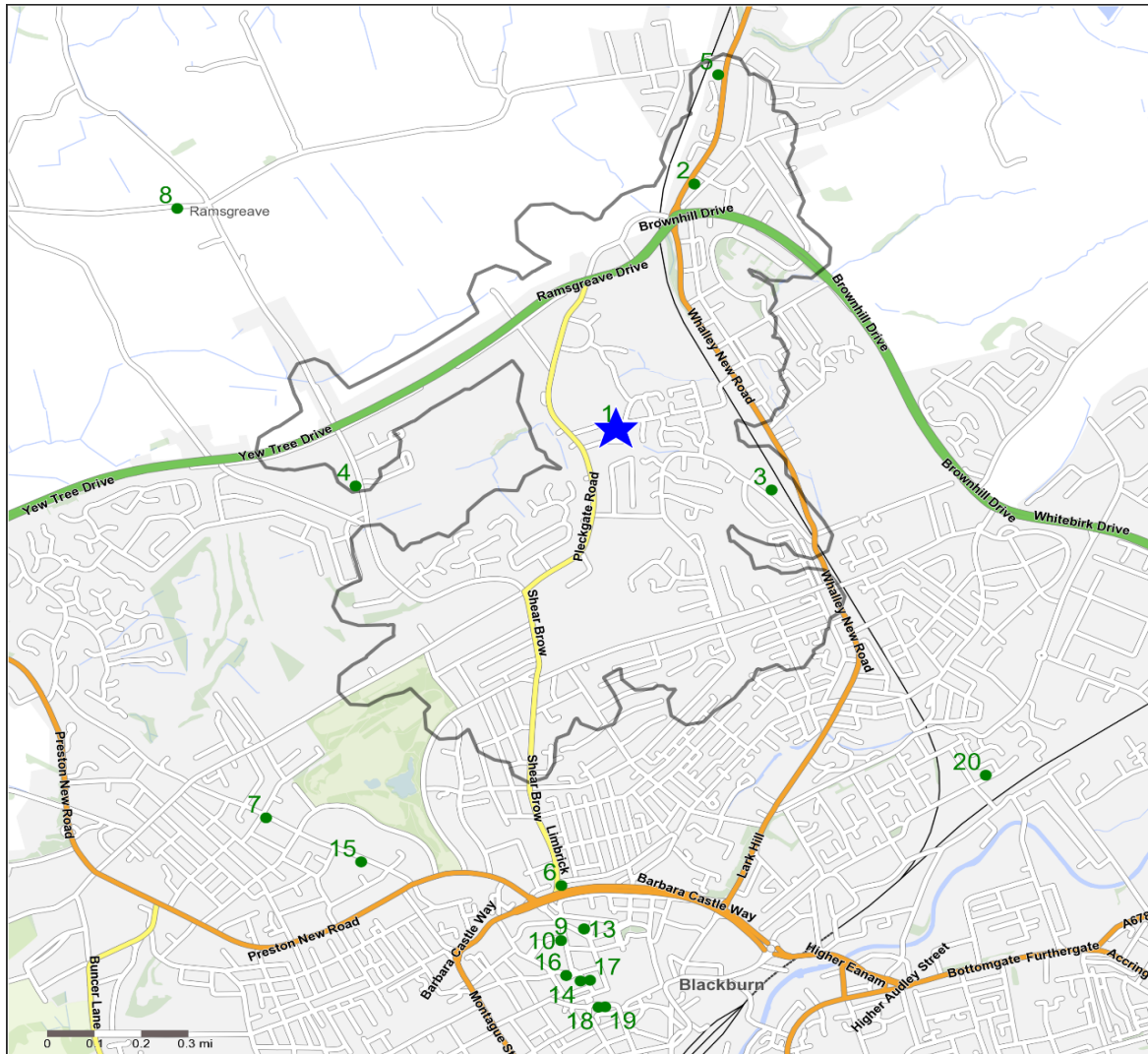
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★ Site   ● Star Pubs   ● Pubs   N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Royal Oak Hotel, BB 1 8QD	Star Pubs & Bars	0.0	0.0
2	Brownhill Arms, BB 1 9BA	Thwaites	14.5	2.6
3	Farthings, BB 1 9SZ	Ei Group	17.2	3.3
4	Hare & Hounds, BB 1 8LA	Unknown	19.6	2.8
5	Rising Sun Hotel, BB 1 9BE	Independent Free	19.6	3.4
6	Sir Charles Napier, BB 1 8AA	Thwaites	26.0	5.0
7	Duck & Puddle, BB 2 6DH	Admiral Taverns Ltd	28.1	5.4
8	Spread Eagle, BB 2 7EG	Unknown	29.6	4.3
9	Blackburn Times, BB 2 1AA	Amber Taverns	29.9	7.0
10	Liz N Lils, BB 2 1AA	Thwaites	29.9	7.0
11	Drummers Arms, BB 1 7DT	Independent Free	30.5	6.2
12	Squire, BB 1 7DT	Independent Free	30.5	6.2
13	Tiki Monkey, BB 1 7DT	Independent Free	30.5	6.2
14	Baroque, BB 2 1JU	Independent Free	32.0	6.6
15	Alexandra Hotel, BB 2 6EX	Star Pubs & Bars	32.3	5.7
16	Lemon Tree, BB 2 1LL	Independent Free	32.3	6.4
17	Shh Bar, BB 2 1JL	Independent Free	32.6	6.5
18	Sun Inn, BB 2 2DQ	Thwaites	33.8	7.4
19	Arena, BB 2 1JG	Admiral Taverns Ltd	34.7	7.5
20	Florence Hotel, BB 1 5HW	Thwaites	35.9	6.3