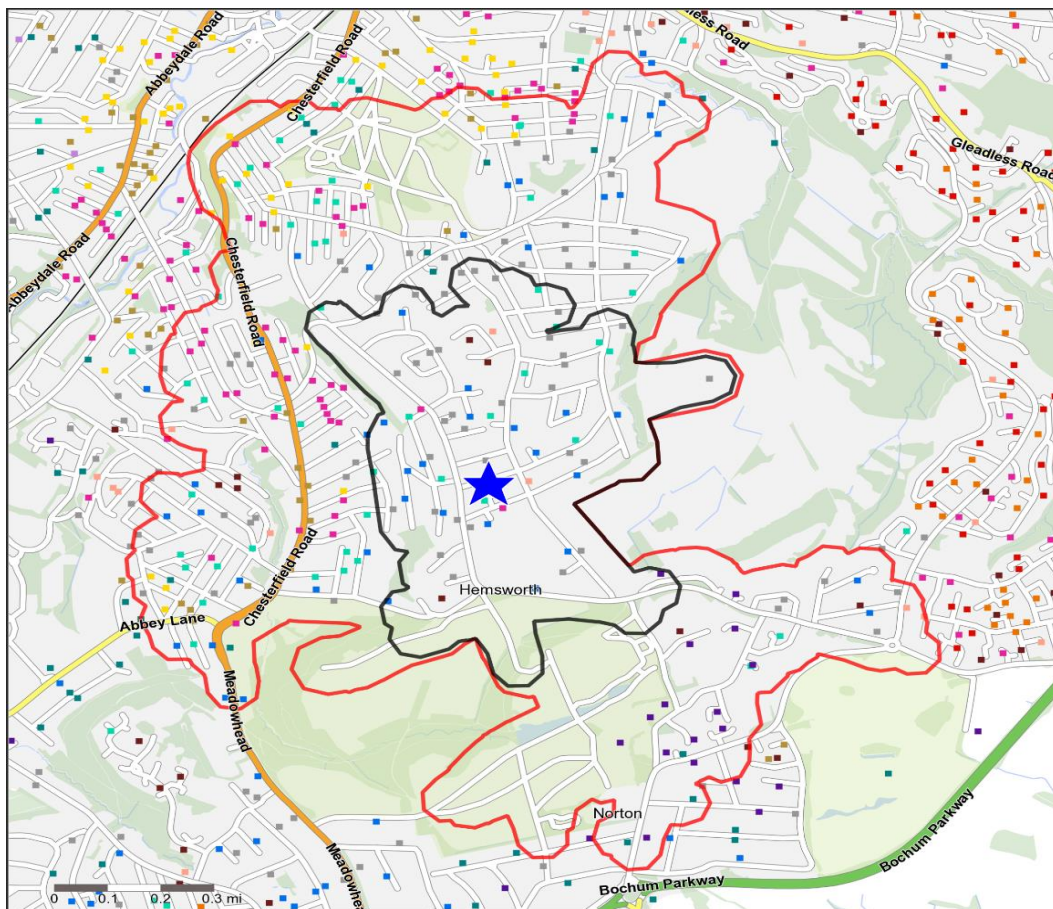| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	4	11	437
Catchment Adults 18+	3,569	14,198	381,653
Catchment Adults 18+ Per Pub	892	1,291	873
Populaton Projection 2018 to 2028 (% change)	3.71%	4.23%	5.77%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	3,507	98.3	190	
2	Community Pub	3,146	88.1	189	
3	Premium Local	1,178	33.0	52	
4	Great Pub Great Food	536	15.0	116	
5	Bit of Style	304	8.5	21	
6	Circuit Bar	273	7.6	29	
7	Craft Led	273	7.6	74	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	13,615	95.9	185	
2	Community Pub	11,133	78.4	168	
3	Premium Local	5,694	40.1	64	
4	Great Pub Great Food	3,352	23.6	183	
5	Bit of Style	2,889	20.3	50	
6	Circuit Bar	1,115	7.9	29	
7	Craft Led	1,021	7.2	70	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	307,705	80.6	156	
2	Community Pub	243,946	63.9	137	
3	Premium Local	151,152	39.6	63	
4	Bit of Style	117,184	30.7	237	
5	Great Pub Great Food	103,027	27.0	67	
6	Circuit Bar	86,063	22.6	84	
7	Craft Led	84,733	22.2	216	

Pub Catchment Report - S 8 8PE

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	326	9.1	103	1,682	11.8	134	33,583	8.8	100
C1	436	12.2	100	2,062	14.5	118	48,688	12.8	104
C2	318	8.9	108	1,216	8.6	104	26,833	7.0	85
DE	184	5.2	50	922	6.5	63	37,671	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)	880	24.7	74	5,032	35.4	107	181,596	47.6	143
Medium (7-13)	2,202	61.7	186	7,804	55.0	166	107,923	28.3	85
High (14-19)	320	9.0	32	1,234	8.7	31	50,971	13.4	47

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
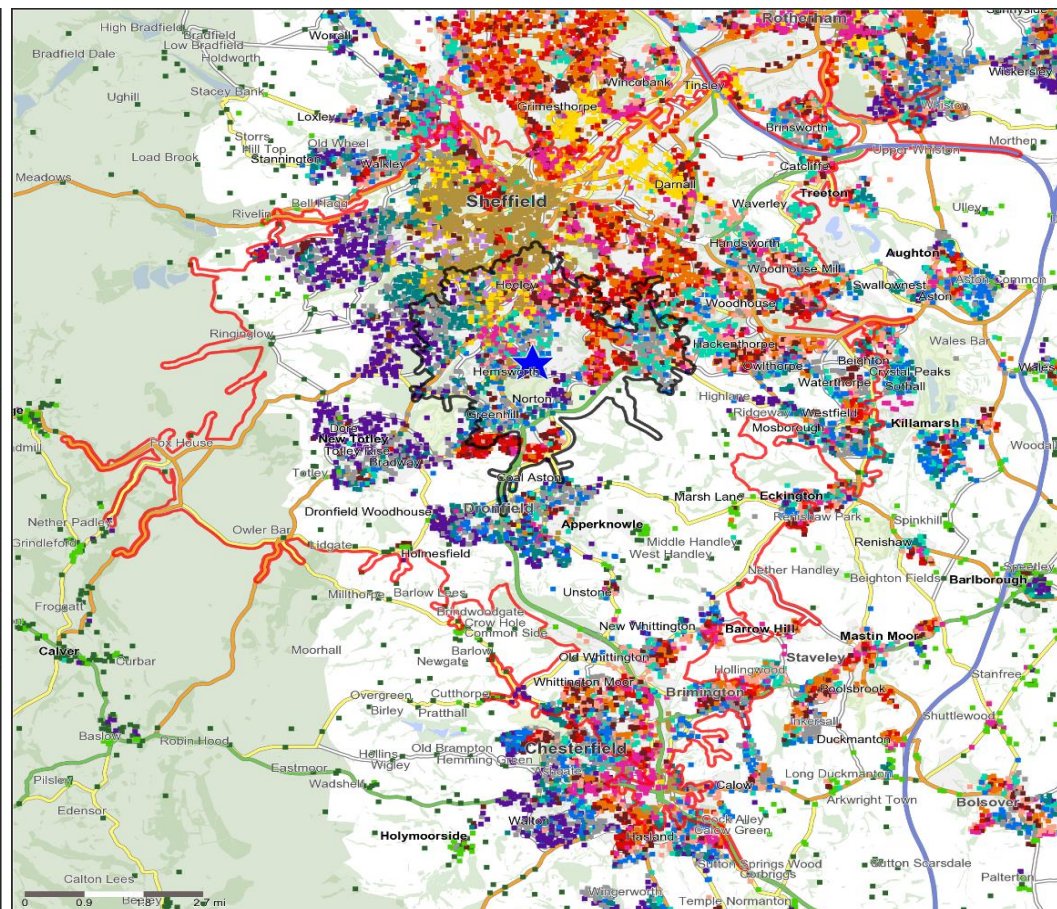
Adults 18+ by Mosaic Type in Each Catchment

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	11
A02	Uptown Elite	0	0	1,197	3,087
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	232	3,448
B06	Diamond Days	0	21	603	5,811
B07	Alpha Families	0	165	712	4,088
B08	Bank of Mum and Dad	25	43	533	3,573
B09	Empty-Nest Adventure	0	110	688	6,878
C10	Wealthy Landowners	0	0	27	1,211
C11	Rural Vogue	0	0	3	139
C12	Scattered Homesteads	0	0	2	23
C13	Village Retirement	0	0	14	258
D14	Satellite Settlers	0	0	0	807
D15	Local Focus	0	0	0	55
D16	Outlying Seniors	0	0	0	681
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	40	130	4,071	13,644
E19	Bungalow Heaven	37	86	658	7,278
E20	Classic Grandparents	1,197	2,029	4,836	10,418
E21	Solo Retirees	579	1,759	4,243	7,568
F22	Boomerang Boarders	283	593	2,305	7,018
F23	Family Ties	17	196	439	1,207
F24	Fledgling Free	30	32	526	6,012
F25	Dependable Me	353	1,166	1,727	6,451
G26	Cafés and Catchments	0	21	2,184	5,995
G27	Thriving Independence	0	434	2,411	6,982
G28	Modern Parents	0	0	30	2,353
G29	Mid-Career Convention	0	65	1,615	8,635
H30	Primary Ambitions	31	1,212	2,254	3,916
H31	Affordable Fringe	126	266	1,362	10,393
H32	First-Rung Futures	273	704	2,847	10,245
H33	Contemporary Starts	0	76	76	1,766
H34	New Foundations	0	12	64	2,919
H35	Flying Solo	0	57	70	890

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	53	928
I37	Budget Generations	0	0	586	4,587
I38	Economical Families	0	0	587	4,265
I39	Families on a Budget	0	0	2,325	12,951
J40	Value Rentals	0	48	966	6,573
J41	Youthful Endeavours	0	0	681	2,622
J42	Midlife Renters	224	2,587	5,674	11,668
J43	Renting Rooms	0	69	1,880	8,539
K44	Inner City Stalwarts	0	0	6	783
K45	City Diversity	0	0	0	1,304
K46	High Rise Residents	0	0	424	1,960
K47	Single Essentials	0	0	3,735	9,786
K48	Mature Workers	0	0	3,663	12,615
L49	Flatlet Seniors	0	13	1,800	7,170
L50	Pocket Pensions	211	231	1,669	7,094
L51	Retirement Communities	71	239	1,083	3,013
L52	Estate Veterans	0	148	2,104	11,607
L53	Seasoned Survivors	0	53	2,058	6,837
M54	Down-to-Earth Owners	0	189	1,234	8,641
M55	Back with the Folks	0	13	978	6,161
M56	Self Supporters	65	174	837	7,416
N57	Community Elders	0	0	646	814
N58	Culture & Comfort	0	0	548	639
N59	Large Family Living	0	0	959	6,678
N60	Ageing Access	7	729	3,801	11,268
O61	Career Builders	0	261	2,796	8,743
O62	Central Pulse	0	0	849	10,796
O63	Flexible Workforce	0	0	781	1,012
O64	Bus-Route Renters	0	267	804	2,766
O65	Learners & Earners	0	0	5,128	18,982
O66	Student Scene	0	0	1,479	24,279
U99	Unclassified	0	0	1,245	15,391
Total		**3,569**	**14,198**	**87,108**	**381,648**

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

1. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term

- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres

- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

2. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening

- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

2. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations

- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

3. E21 Solo Retirees

Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory

- Elderly singles
- Small private pension
- Long length of residence
- Own a suburban semi or terrace
- Keep bills down by turning things off
- Don't like new technology

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

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	5,776	40.7	134	761	5.4	33	7,661	54.0	104
Male: Alone	6,559	46.2	155	807	5.7	36	6,831	48.1	90
Male: Group	6,069	42.7	187	3,880	27.3	104	4,249	29.9	60
Male: Pair	5,282	37.2	143	3,937	27.7	182	4,978	35.1	61
Mixed Sex: Group	4,169	29.4	128	2,304	16.2	51	7,725	54.4	124
Mixed Sex: Pair	6,058	42.7	182	3,856	27.2	84	4,283	30.2	71
With Children	5,573	39.3	136	384	2.7	16	8,240	58.0	110
Unknown	658	4.6	14	4,396	31.0	173	9,144	64.4	134

For Eating:

	High			Medium			Low		
Upmarket	3,798	26.8	87	3,315	23.3	112	7,084	49.9	106
Midmarket	6,039	42.5	124	57	0.4	4	8,102	57.1	103
Downmarket	5,963	42.0	189	4,041	28.5	82	4,194	29.5	71

For Drinking (monthly spend):

	High			Medium			Low		
Nothing	5,269	37.1	123	2,120	14.9	63	6,808	48.0	107
Low (less than £10)	5,297	37.3	125	4,327	30.5	130	4,574	32.2	71
Medium (Between £10 and £40)	5,297	37.3	122	914	6.4	36	7,987	56.3	112
High (Greater than £40)	3,177	22.4	86	1,274	9.0	44	9,747	68.7	131

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	136,671	35.8	118	38,142	10.0	61	191,449	50.2	96
Male: Alone	124,125	32.5	109	85,350	22.4	143	156,787	41.1	77
Male: Group	102,911	27.0	118	120,712	31.6	121	142,639	37.4	75
Male: Pair	132,450	34.7	133	55,055	14.4	95	178,756	46.8	82
Mixed Sex: Group	132,220	34.6	152	60,296	15.8	49	173,746	45.5	104
Mixed Sex: Pair	123,645	32.4	138	109,137	28.6	88	133,480	35.0	82
With Children	97,800	25.6	89	45,147	11.8	70	223,315	58.5	111
Unknown	102,604	26.9	82	62,431	16.4	91	201,227	52.7	110
For Eating:									
Upmarket	139,305	36.5	119	65,408	17.1	82	161,549	42.3	90
Midmarket	163,314	42.8	125	20,478	5.4	59	182,470	47.8	86
Downmarket	127,713	33.5	151	123,683	32.4	93	114,866	30.1	72
For Drinking (monthly spend):									
Nothing	97,133	25.5	84	91,986	24.1	102	177,142	46.4	104
Low (less than £10)	92,396	24.2	81	68,675	18.0	77	205,191	53.8	119
Medium (Between £10 and £40)	125,340	32.8	107	39,774	10.4	58	201,147	52.7	105
High (Greater than £40)	97,548	25.6	99	72,377	19.0	92	196,337	51.4	98

Competitor Map and Report
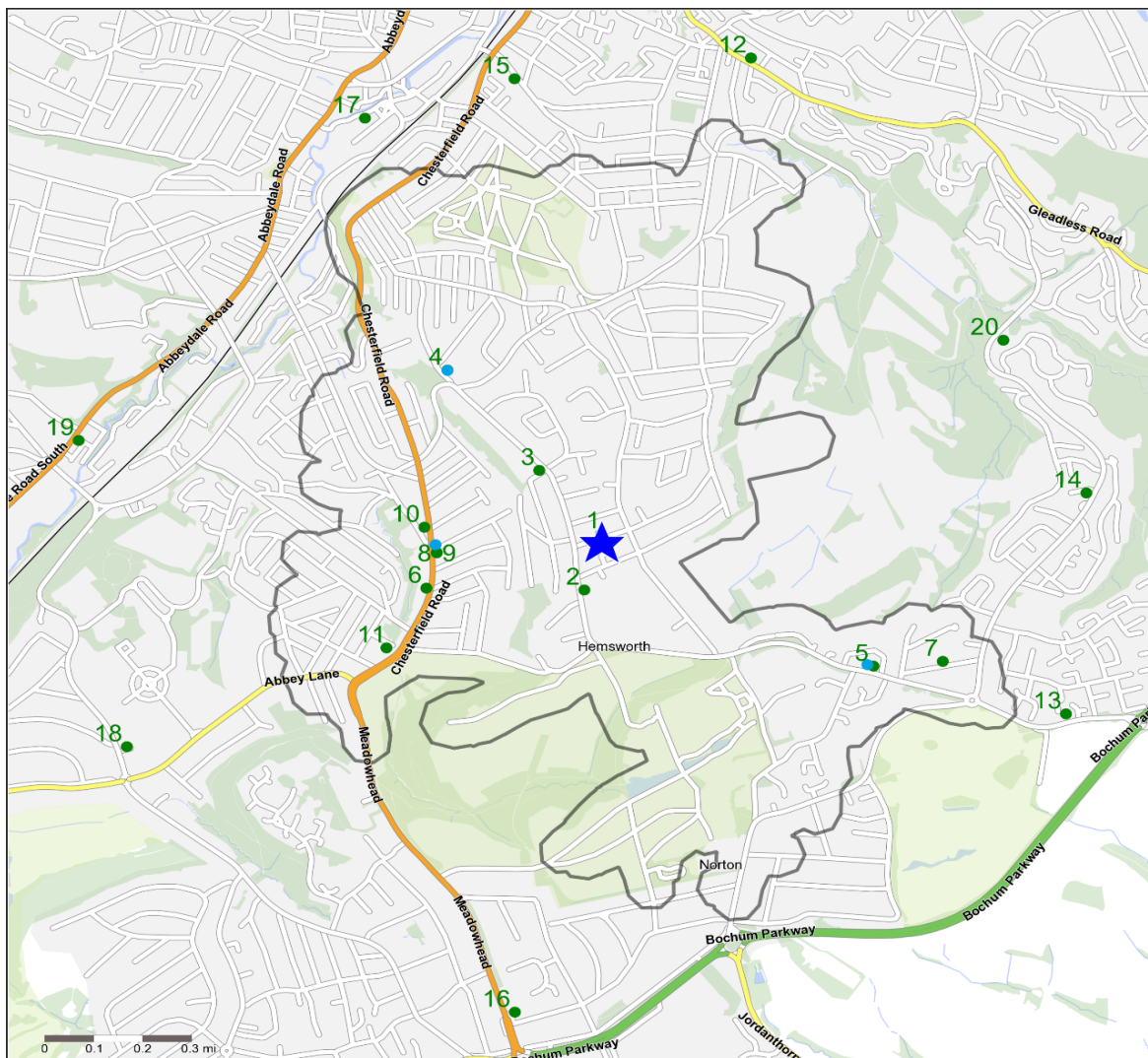
Competitor Map

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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	Sportsman Inn, S 8 8PE	Star Pubs & Bars	0.0	0.1
2	Mount Pleasant, S 8 8SG	Punch Pub Company	3.9	0.8
3	Prince Of Wales, S 8 8SE	Ei Group	4.5	1.0
4	Cross Scythes, S 8 9EQ	Star Pubs & Bars	10.9	4.1
5	New Inn, S 8 8LN	Star Pubs & Bars	15.4	3.2
6	Big Tree, S 8 0SF	Greene King	16.9	3.8
7	Nailmakers Arms, S 8 8LB	Trust Inns	17.5	4.4
8	Chantrey Arms, S 8 0SL	Star Pubs & Bars	18.4	3.5
9	Woodseats, S 8 0SL	Independent Free	18.4	3.5
10	Woodseats Palace, S 8 0SD	Wetherspoon	18.4	3.7
11	Abbey, S 8 0SH	*Other Small Retail Groups	18.4	4.9
12	Victoria Hotel, S 2 3AL	Punch Pub Company	26.0	5.7
13	Bagshawe Arms, S 14 1BP	Ei Group	27.8	4.4
14	John O Gaunt, S 14 1FX	Independent Free	28.4	5.9
15	Crown Inn, S 8 9QW	Ei Group	28.4	6.7
16	Norton, S 8 7UP	Mitchells & Butlers	29.3	8.2
17	Hardy Pick, S 8 0XN	Greene King	29.6	7.3
18	Barretts Bistro, S 8 0EX	Independent Free	30.2	7.9
19	Millhouses Hotel, S 7 2QD	Ei Group	35.0	7.1
20	Horse & Groom, S 14 1JE	Independent Free	37.4	7.1