Pub Catchment Report - LE 8 4DN

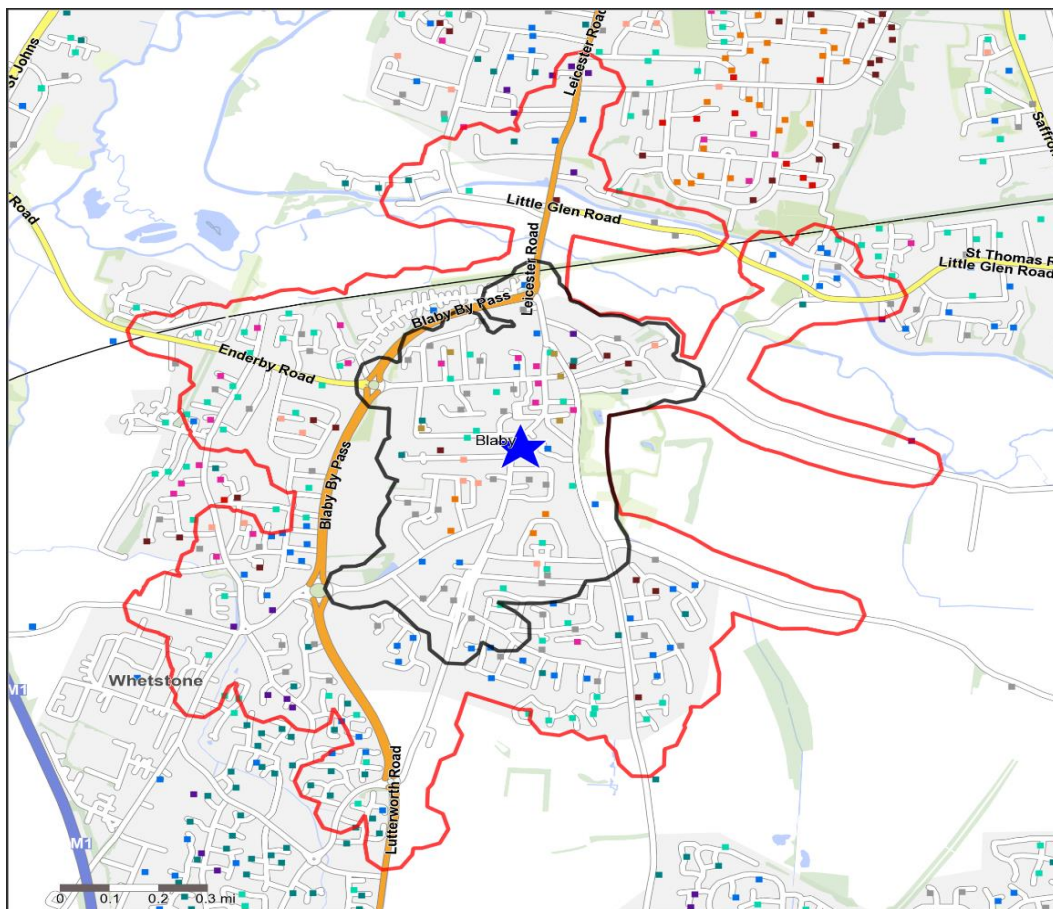| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	5	9	281
Catchment Adults 18+	3,155	9,130	335,830
Catchment Adults 18+ Per Pub	631	1,014	1,195
Populaton Projection 2018 to 2028 (% change)	4.30%	5.11%	7.38%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	2,880	91.3	176	
2	Community Pub	2,574	81.6	175	
3	Premium Local	1,165	36.9	59	
4	Great Pub Great Food	523	16.6	128	
5	Circuit Bar	491	15.6	39	
6	Bit of Style	468	14.8	55	
7	Craft Led	375	11.9	115	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	7,975	87.3	169	
2	Community Pub	6,132	67.2	144	
3	Premium Local	4,726	51.8	82	
4	Great Pub Great Food	2,729	29.9	231	
5	Bit of Style	2,473	27.1	67	
6	Circuit Bar	1,518	16.6	62	
7	Craft Led	1,107	12.1	118	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	243,662	72.6	140	
2	Community Pub	176,329	52.5	113	
3	Premium Local	157,486	46.9	74	
4	Great Pub Great Food	102,435	30.5	236	
5	Bit of Style	97,410	29.0	72	
6	Circuit Bar	65,997	19.7	73	
7	Craft Led	51,628	15.4	149	

Pub Catchment Report - LE 8 4DN

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	228	7.2	82	667	7.3	83	26,969	8.0	91
C1	354	11.2	92	1,135	12.4	101	42,893	12.8	104
C2	299	9.5	115	914	10.0	121	25,939	7.7	94
DE	271	8.6	83	715	7.8	76	33,530	10.0	97

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)	923	29.3	88	2,283	25.0	75	122,467	36.5	110
Medium (7-13)	1,604	50.8	153	4,818	52.8	159	122,979	36.6	110
High (14-19)	408	12.9	45	1,425	15.6	55	60,218	17.9	63

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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★ 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

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	692
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	130
B05	Premium Fortunes	0	0	1	1,297
B06	Diamond Days	0	0	6	1,932
B07	Alpha Families	0	0	280	3,549
B08	Bank of Mum and Dad	21	57	921	6,980
B09	Empty-Nest Adventure	35	225	1,457	7,522
C10	Wealthy Landowners	0	0	324	3,873
C11	Rural Vogue	0	0	56	1,234
C12	Scattered Homesteads	0	0	25	532
C13	Village Retirement	0	0	412	3,198
D14	Satellite Settlers	0	0	798	6,437
D15	Local Focus	0	0	295	3,864
D16	Outlying Seniors	0	0	237	2,933
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	56	57	234	3,329
E19	Bungalow Heaven	189	348	2,031	9,554
E20	Classic Grandparents	499	1,114	3,698	12,378
E21	Solo Retirees	315	673	3,127	11,482
F22	Boomerang Boarders	55	221	1,947	8,367
F23	Family Ties	51	147	788	4,234
F24	Fledgling Free	137	727	2,657	5,169
F25	Dependable Me	158	642	2,621	10,356
G26	Cafés and Catchments	0	0	0	2,784
G27	Thriving Independence	62	65	491	3,869
G28	Modern Parents	0	472	2,823	11,042
G29	Mid-Career Convention	2	319	3,649	13,292
H30	Primary Ambitions	0	95	980	3,469
H31	Affordable Fringe	145	479	3,800	11,519
H32	First-Rung Futures	364	848	4,059	10,394
H33	Contemporary Starts	18	269	2,128	10,251
H34	New Foundations	12	52	338	2,033
H35	Flying Solo	0	204	943	2,278

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	86	86	729	1,904
I37	Budget Generations	157	157	1,119	3,674
I38	Economical Families	0	0	2,034	4,585
I39	Families on a Budget	0	0	3,115	19,466
J40	Value Rentals	0	137	755	1,612
J41	Youthful Endeavours	0	0	366	1,735
J42	Midlife Renters	157	335	3,941	10,716
J43	Renting Rooms	0	0	321	14,991
K44	Inner City Stalwarts	0	0	0	124
K45	City Diversity	0	0	0	43
K46	High Rise Residents	0	0	0	295
K47	Single Essentials	0	44	242	3,392
K48	Mature Workers	0	0	1,252	3,519
L49	Flatlet Seniors	0	0	305	1,395
L50	Pocket Pensions	179	531	1,810	5,196
L51	Retirement Communities	0	174	450	1,810
L52	Estate Veterans	0	0	1,129	2,818
L53	Seasoned Survivors	0	1	651	1,932
M54	Down-to-Earth Owners	39	39	429	996
M55	Back with the Folks	187	261	1,881	6,287
M56	Self Supporters	123	238	1,756	4,822
N57	Community Elders	0	0	23	6,857
N58	Culture & Comfort	0	0	19	972
N59	Large Family Living	0	0	0	2,191
N60	Ageing Access	0	0	0	2,954
O61	Career Builders	11	11	11	2,216
O62	Central Pulse	0	0	0	7,524
O63	Flexible Workforce	0	0	0	1,958
O64	Bus-Route Renters	98	101	297	2,567
O65	Learners & Earners	0	0	0	15,652
O66	Student Scene	0	0	0	8,214
U99	Unclassified	0	0	785	13,437
Total		**3,156**	**9,129**	**64,546**	**335,827**

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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. 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. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home

- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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. 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

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	2,191	24.0	79	733	8.0	49	6,206	68.0	131
Male: Alone	3,087	33.8	114	1,049	11.5	74	4,994	54.7	103
Male: Group	2,613	28.6	125	2,515	27.5	105	4,002	43.8	88
Male: Pair	2,293	25.1	96	2,455	26.9	176	4,382	48.0	84
Mixed Sex: Group	1,372	15.0	66	2,313	25.3	79	5,444	59.6	136
Mixed Sex: Pair	3,663	40.1	171	1,489	16.3	50	3,977	43.6	102
With Children	3,138	34.4	119	1,049	11.5	68	4,944	54.2	102
Unknown	2,058	22.5	69	1,113	12.2	68	5,959	65.3	136
For Eating:									
Upmarket	2,321	25.4	83	1,191	13.0	63	5,617	61.5	130
Midmarket	1,566	17.2	50	290	3.2	35	7,274	79.7	144
Downmarket	3,984	43.6	196	2,735	30.0	86	2,412	26.4	64
For Drinking (monthly spend):									
Nothing	2,700	29.6	98	2,876	31.5	133	3,554	38.9	87
Low (less than £10)	3,547	38.8	130	2,278	25.0	106	3,305	36.2	80
Medium (Between £10 and £40)	3,547	38.8	127	878	9.6	54	4,704	51.5	102
High (Greater than £40)	1,646	18.0	70	1,731	19.0	92	5,753	63.0	121

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	112,867	33.6	111	48,286	14.4	88	161,240	48.0	92
Male: Alone	108,051	32.2	108	64,090	19.1	122	150,251	44.7	84
Male: Group	75,621	22.5	98	114,242	34.0	130	132,529	39.5	80
Male: Pair	89,691	26.7	102	67,582	20.1	132	165,120	49.2	86
Mixed Sex: Group	110,003	32.8	143	86,932	25.9	81	125,456	37.4	85
Mixed Sex: Pair	128,885	38.4	164	94,400	28.1	86	99,107	29.5	69
With Children	94,162	28.0	97	59,101	17.6	105	169,129	50.4	95
Unknown	112,104	33.4	102	42,827	12.8	71	167,461	49.9	104
For Eating:									
Upmarket	117,515	35.0	114	67,099	20.0	96	137,779	41.0	87
Midmarket	122,658	36.5	106	26,205	7.8	86	173,529	51.7	93
Downmarket	100,988	30.1	135	132,443	39.4	113	88,961	26.5	64
For Drinking (monthly spend):									
Nothing	88,569	26.4	87	104,474	31.1	132	129,349	38.5	86
Low (less than £10)	107,715	32.1	107	75,968	22.6	96	138,710	41.3	91
Medium (Between £10 and £40)	128,588	38.3	125	29,063	8.7	49	164,742	49.1	98
High (Greater than £40)	85,781	25.5	99	59,600	17.7	86	177,011	52.7	101

Competitor Map and Report
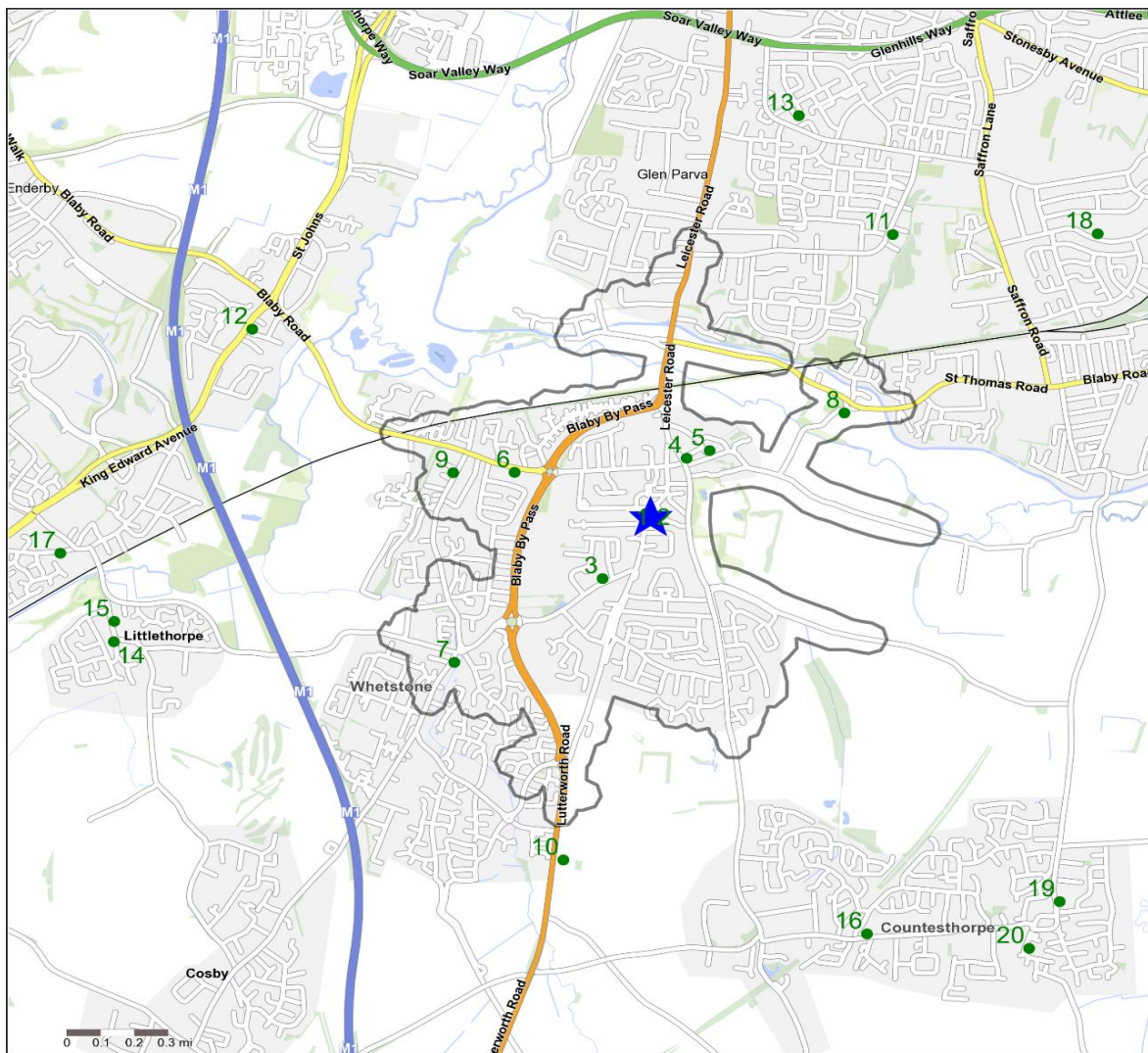
Competitor Map

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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	Bulls Head Hotel, LE 8 4DN	Star Pubs & Bars	0.0	0.1
2	Fox & Tiger, LE 8 4DN	Star Pubs & Bars	0.0	0.1
3	Tom Thumb, LE 8 4DG	Everards	5.1	1.3
4	Black Horse, LE 8 4FJ	Trust Inns	5.1	1.5
5	Bakers Arms, LE 8 4FQ	Everards	7.2	1.3
6	Old Vicarage, LE 8 6JH	Marston's	13.0	2.3
7	Lime Tree, LE 8 6LF	Ei Group	16.6	3.0
8	Glen Parva Manor, LE 2 9TL	Marston's	16.6	4.2
9	Bulls Head, LE 8 6JX	Everards	17.5	3.2
10	Dog & Gun, LE 8 6NA	Everards	22.0	3.6
11	Glen, LE 2 9PT	Everards	31.1	5.3
12	Miller & Carter, LE19 2BJ	Mitchells & Butlers	33.5	5.5
13	Scarlet Pimpernel, LE 2 9AW	Trust Inns	34.4	6.4
14	Old Inn, LE19 2HX	Star Pubs & Bars	36.8	6.7
15	Plough, LE19 2HS	Everards	38.0	6.6
16	Railway, LE 8 5TD	Punch Pub Company	38.9	5.8
17	Narborough Arms, LE19 2GR	Greene King	43.8	7.5
18	Fairfield, LE18 4YE	Everards	43.8	9.2
19	Axe & Square, LE 8 5RQ	Star Pubs & Bars	44.7	6.1
20	Bulls Head, LE 8 5QX	*Other Small Retail Groups	50.1	6.8