Pub Catchment Report - LE18 2GD

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	5	9	252
Catchment Adults 18+	4,091	14,980	311,469
Catchment Adults 18+ Per Pub	818	1,664	1,236
Populaton Projection 2018 to 2028 (% change)	5.93%	5.62%	7.43%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,752	91.7	177
2	Community Pub	3,427	83.8	180
3	Premium Local	1,284	31.4	50
4	Great Pub Great Food	611	14.9	116
5	Circuit Bar	567	13.9	34
6	Craft Led	427	10.4	39
7	Bit of Style	404	9.9	96

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	13,357	89.2	172
2	Community Pub	11,569	77.2	166
3	Premium Local	5,882	39.3	62
4	Great Pub Great Food	3,448	23.0	178
5	Circuit Bar	1,798	12.0	30
6	Bit of Style	1,627	10.9	40
7	Craft Led	1,322	8.8	86

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	207,534	66.6	129
2	Community Pub	149,876	48.1	103
3	Premium Local	120,755	38.8	62
4	Bit of Style	78,323	25.1	194
5	Great Pub Great Food	77,059	24.7	61
6	Circuit Bar	58,119	18.7	70
7	Craft Led	49,105	15.8	153

Pub Catchment Report - LE18 2GD

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	230	5.6	64	908	6.1	69	22,798	7.3	83
C1	422	10.3	84	1,738	11.6	95	38,378	12.3	100
C2	373	9.1	110	1,438	9.6	116	22,494	7.2	87
DE	358	8.8	85	1,313	8.8	85	35,307	11.3	110

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)	1,372	33.5	101	4,520	30.2	91	131,130	42.1	127
Medium (7-13)	1,941	47.4	143	7,378	49.3	149	104,719	33.6	101
High (14-19)	402	9.8	35	2,040	13.6	48	46,312	14.9	52

Mosaic Groups in 10 and 20 Minute WT Catchment Areas
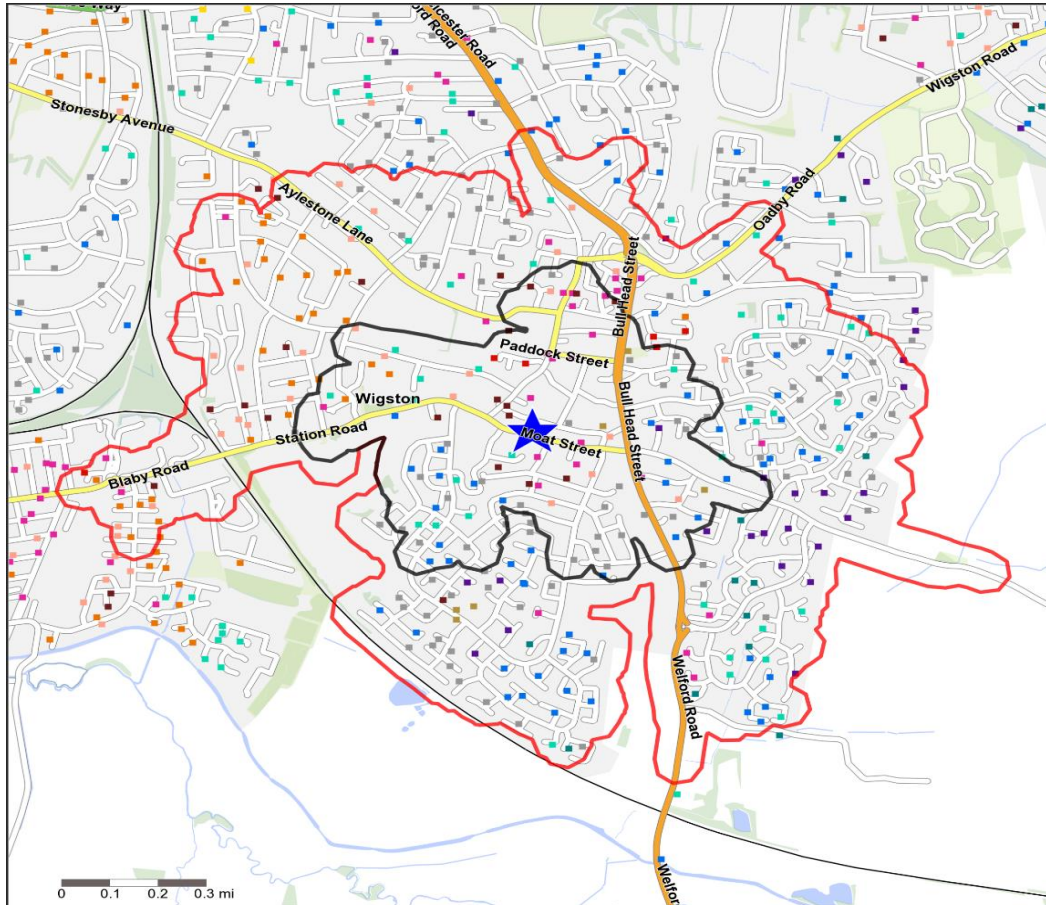
Mosaic Groups in 10 and 20 Minute DT Catchment Area

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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
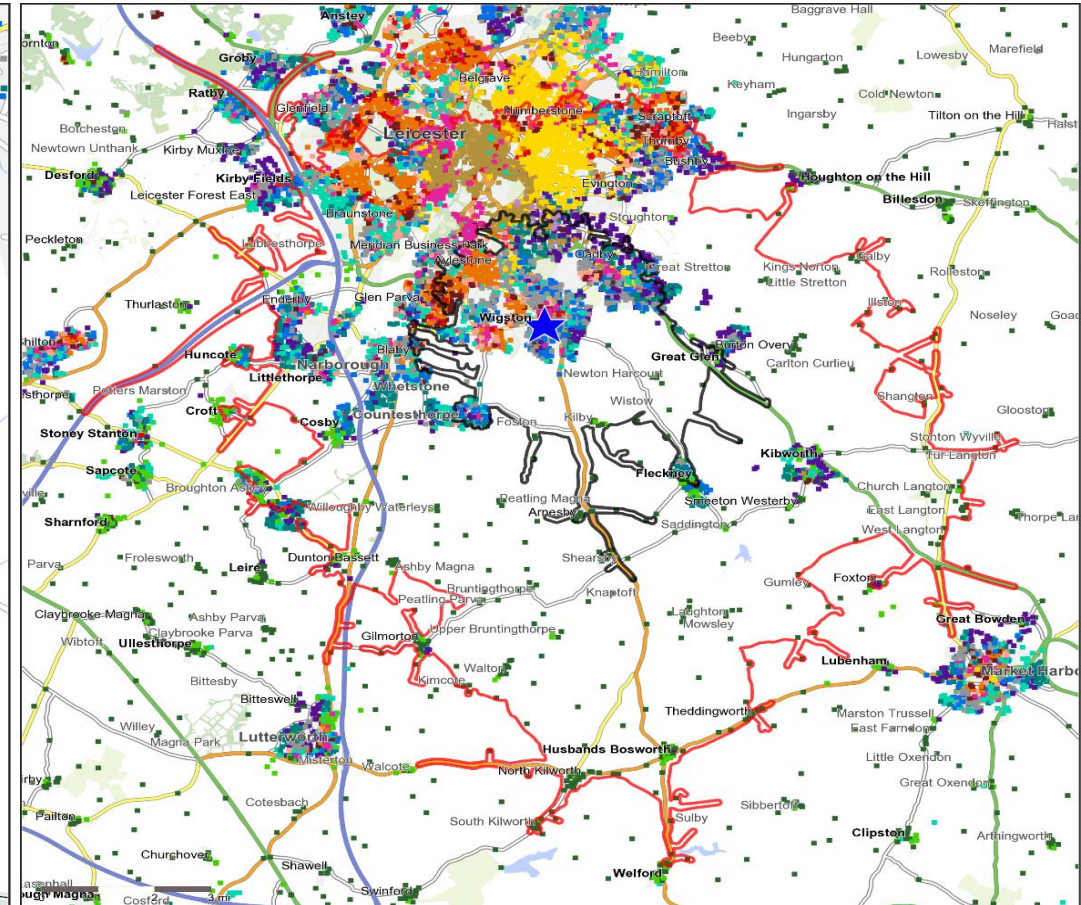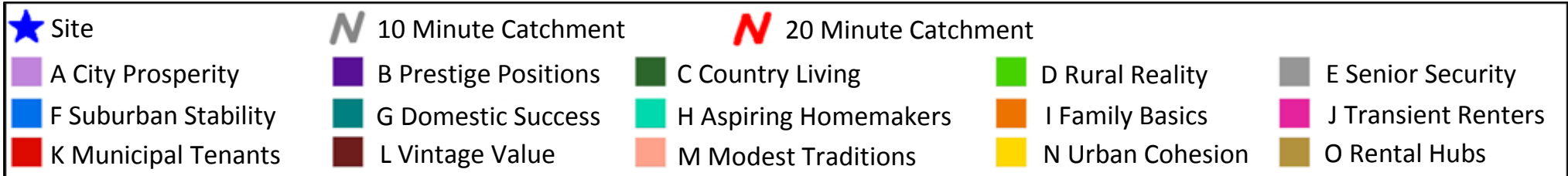
Adults 18+ by Mosaic Type in Each Catchment

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	0
A02	Uptown Elite	0	0	208	692
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	10	130
B05	Premium Fortunes	0	0	646	1,686
B06	Diamond Days	0	0	750	1,774
B07	Alpha Families	0	0	254	2,225
B08	Bank of Mum and Dad	5	291	1,989	5,896
B09	Empty-Nest Adventure	30	454	1,040	4,368
C10	Wealthy Landowners	0	0	336	3,681
C11	Rural Vogue	0	0	159	1,056
C12	Scattered Homesteads	0	0	29	406
C13	Village Retirement	0	13	217	1,944
D14	Satellite Settlers	0	0	304	3,671
D15	Local Focus	0	0	187	1,681
D16	Outlying Seniors	0	0	197	1,470
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	52	162	2,005	3,295
E19	Bungalow Heaven	217	540	2,405	4,934
E20	Classic Grandparents	620	2,412	6,278	11,113
E21	Solo Retirees	251	901	4,221	10,157
F22	Boomerang Boarders	171	935	3,635	7,603
F23	Family Ties	44	152	1,820	3,932
F24	Fledgling Free	174	481	1,180	3,868
F25	Dependable Me	276	1,171	3,179	7,397
G26	Cafés and Catchments	0	0	1,757	2,520
G27	Thriving Independence	0	22	2,092	3,621
G28	Modern Parents	0	48	829	6,013
G29	Mid-Career Convention	21	363	2,641	8,470
H30	Primary Ambitions	0	0	717	2,567
H31	Affordable Fringe	158	679	2,869	9,724
H32	First-Rung Futures	297	840	2,099	7,145
H33	Contemporary Starts	0	104	490	5,775
H34	New Foundations	2	8	179	1,701
H35	Flying Solo	43	152	544	1,712

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	139	289	758	1,776
I37	Budget Generations	0	721	1,294	3,644
I38	Economical Families	21	373	1,336	4,584
I39	Families on a Budget	0	7	4,398	16,598
J40	Value Rentals	41	89	303	1,052
J41	Youthful Endeavours	39	163	477	1,123
J42	Midlife Renters	318	859	3,709	8,915
J43	Renting Rooms	50	86	613	13,048
K44	Inner City Stalwarts	0	0	0	285
K45	City Diversity	0	0	0	441
K46	High Rise Residents	0	0	0	1,030
K47	Single Essentials	87	329	620	3,324
K48	Mature Workers	0	0	741	2,853
L49	Flatlet Seniors	41	61	495	2,285
L50	Pocket Pensions	117	350	1,106	3,917
L51	Retirement Communities	186	202	770	1,617
L52	Estate Veterans	53	97	518	2,808
L53	Seasoned Survivors	12	87	473	1,533
M54	Down-to-Earth Owners	54	159	377	967
M55	Back with the Folks	355	734	1,912	5,469
M56	Self Supporters	119	443	1,466	3,193
N57	Community Elders	0	0	1,467	9,450
N58	Culture & Comfort	0	0	128	2,243
N59	Large Family Living	0	0	0	31,426
N60	Ageing Access	0	0	758	2,935
O61	Career Builders	0	0	931	1,847
O62	Central Pulse	0	0	180	9,209
O63	Flexible Workforce	0	0	0	1,661
O64	Bus-Route Renters	99	201	857	2,262
O65	Learners & Earners	0	0	1,619	15,939
O66	Student Scene	0	0	730	8,268
U99	Unclassified	0	0	2,487	13,536
Total		**4,092**	**14,978**	**75,789**	**311,465**

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

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

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. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations

- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

2. 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

3. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home

- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

3. 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

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	4,124	27.5	91	1,774	11.8	72	9,082	60.6	116
Male: Alone	6,310	42.1	141	859	5.7	37	7,812	52.1	98
Male: Group	5,129	34.2	150	5,371	35.9	137	4,481	29.9	60
Male: Pair	4,600	30.7	118	3,909	26.1	171	6,471	43.2	75
Mixed Sex: Group	3,862	25.8	113	3,399	22.7	71	7,719	51.5	117
Mixed Sex: Pair	7,395	49.4	211	3,645	24.3	75	3,940	26.3	62
With Children	5,228	34.9	121	1,296	8.7	51	8,456	56.4	107
Unknown	3,534	23.6	72	1,711	11.4	64	9,735	65.0	136
For Eating:									
Upmarket	4,332	28.9	94	2,267	15.1	73	8,381	55.9	118
Midmarket	4,770	31.8	93	612	4.1	45	9,598	64.1	116
Downmarket	8,017	53.5	241	4,281	28.6	82	2,682	17.9	43
For Drinking (monthly spend):									
Nothing	7,074	47.2	156	3,578	23.9	101	4,329	28.9	64
Low (less than £10)	6,802	45.4	152	4,073	27.2	116	4,106	27.4	60
Medium (Between £10 and £40)	6,789	45.3	148	1,226	8.2	46	6,965	46.5	92
High (Greater than £40)	3,335	22.3	86	2,278	15.2	74	9,368	62.5	120

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	99,269	31.9	105	37,746	12.1	74	160,918	51.7	99
Male: Alone	124,628	40.0	134	50,916	16.3	105	122,390	39.3	74
Male: Group	68,174	21.9	96	97,295	31.2	119	132,465	42.5	86
Male: Pair	115,035	36.9	142	58,338	18.7	123	124,561	40.0	70
Mixed Sex: Group	106,930	34.3	150	59,276	19.0	60	131,727	42.3	96
Mixed Sex: Pair	110,130	35.4	151	75,410	24.2	74	112,394	36.1	84
With Children	108,913	35.0	121	41,982	13.5	80	147,039	47.2	89
Unknown	126,430	40.6	124	35,401	11.4	63	136,102	43.7	91
For Eating:									
Upmarket	133,233	42.8	140	57,809	18.6	89	106,890	34.3	73
Midmarket	149,551	48.0	140	22,032	7.1	78	126,351	40.6	73
Downmarket	90,190	29.0	130	103,031	33.1	95	104,712	33.6	81
For Drinking (monthly spend):									
Nothing	79,681	25.6	85	78,390	25.2	107	139,862	44.9	100
Low (less than £10)	88,522	28.4	95	58,521	18.8	80	150,890	48.4	107
Medium (Between £10 and £40)	113,136	36.3	119	24,761	7.9	45	160,036	51.4	102
High (Greater than £40)	75,456	24.2	94	53,227	17.1	83	169,250	54.3	104

Source: CGA 2018
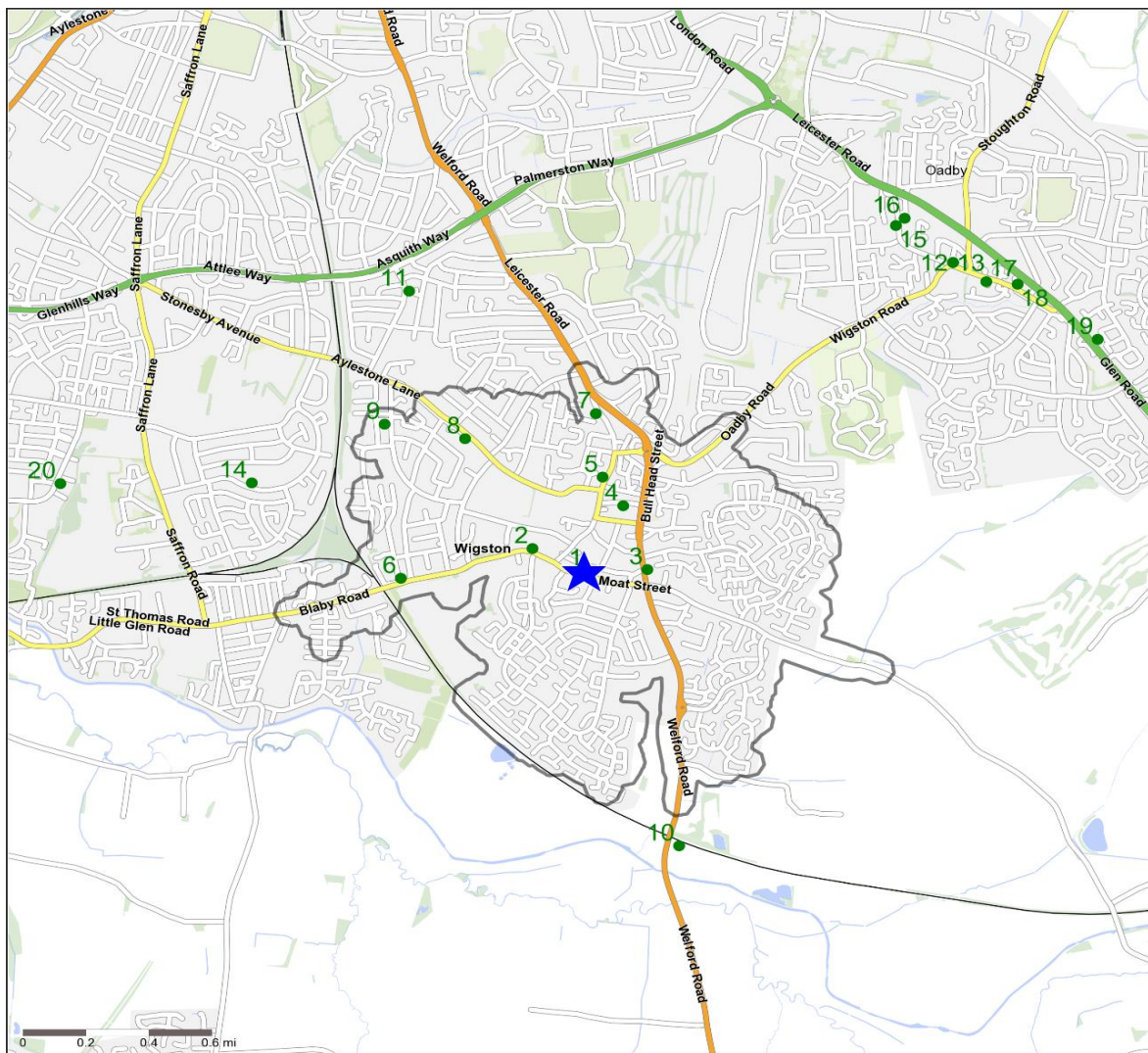
Competitor Map

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★ Site ● Star Pubs ● Pubs Ν Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Old Crown Inn, LE18 2GD	Star Pubs & Bars	0.0	0.1
2	Plough Inn, LE18 2BA	Marston's	2.7	0.7
3	Horse & Trumpet, LE18 1PB	Everards	5.7	1.0
4	Two Steeples, LE18 1AD	Greene King	8.5	1.7
5	William Wygston, LE18 1DR	Wetherspoon	8.8	1.7
6	1852 Brewery Co, LE18 2DH	Trust Inns	12.7	3.2
7	Star & Garter, LE18 1DS	Everards	13.3	2.6
8	Nautical William, LE18 1BA	Trust Inns	16.6	3.7
9	Chartwell Arms, LE18 2FB	New River Retail	19.9	4.1
10	Navigation Inn, LE18 3TE	Star Pubs & Bars	22.6	3.6
11	Aberdale Inn, LE 2 6HT	Everards	31.1	5.9
12	Black Dog, LE 2 5DL	Everards	37.1	7.3
13	Fox Inn, LE 2 5DL	Everards	37.1	7.3
14	Fairfield, LE18 4YE	Everards	39.2	7.8
15	Lord Keeper Of The Great Seal, LE 2 5BF	Wetherspoon	39.8	7.3
16	Brooklyn Cafe Bar, LE 2 5BB	Independent Free	40.1	7.3
17	Pauls Kitchen, LE 2 5DH	Independent Free	40.1	7.4
18	Wheel Inn, LE 2 5DP	Star Pubs & Bars	41.3	7.7
19	Oadby Owl, LE 2 4PE	Greene King	48.3	8.5
20	Glen, LE 2 9PT	Everards	49.8	9.7