Pub Catchment Report - EX 5 1HN

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	187
Catchment Adults 18+	1,189	1,386	158,913
Catchment Adults 18+ Per Pub	1,189	1,386	850
Populaton Projection 2018 to 2028 (% change)	12.73%	12.76%	7.57%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Premium Local	991	83.3	161
2	Great Pub Great Food	957	80.5	173
3	Community Pub	198	16.7	26
4	High Street Pub	192	16.1	125
5	Bit of Style	61	5.1	13
6	Circuit Bar	34	2.9	11
7	Craft Led	0	0.0	0

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,170	84.4	163
2	Great Pub Great Food	1,117	80.6	173
3	Community Pub	218	15.7	25
4	High Street Pub	192	13.9	107
5	Bit of Style	80	5.8	14
6	Circuit Bar	53	3.8	14
7	Craft Led	0	0.0	0

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	105,096	66.1	128
2	Premium Local	85,038	53.5	115
3	Community Pub	74,622	47.0	75
4	Great Pub Great Food	62,467	39.3	304
5	Bit of Style	51,277	32.3	80
6	Circuit Bar	35,423	22.3	83
7	Craft Led	24,461	15.4	149

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Pub Catchment Report - EX 5 1HN

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	172	14.5	164	201	14.5	164	13,944	8.8	99
C1	137	11.5	94	157	11.3	92	20,094	12.6	103
C2	91	7.7	93	110	7.9	96	12,145	7.6	93
DE	58	4.9	47	67	4.8	47	13,203	8.3	81

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)	127	10.7	32	142	10.2	31	40,760	25.6	77
Medium (7-13)	382	32.1	97	435	31.4	95	56,644	35.6	107
High (14-19)	670	56.3	198	783	56.5	199	45,427	28.6	101

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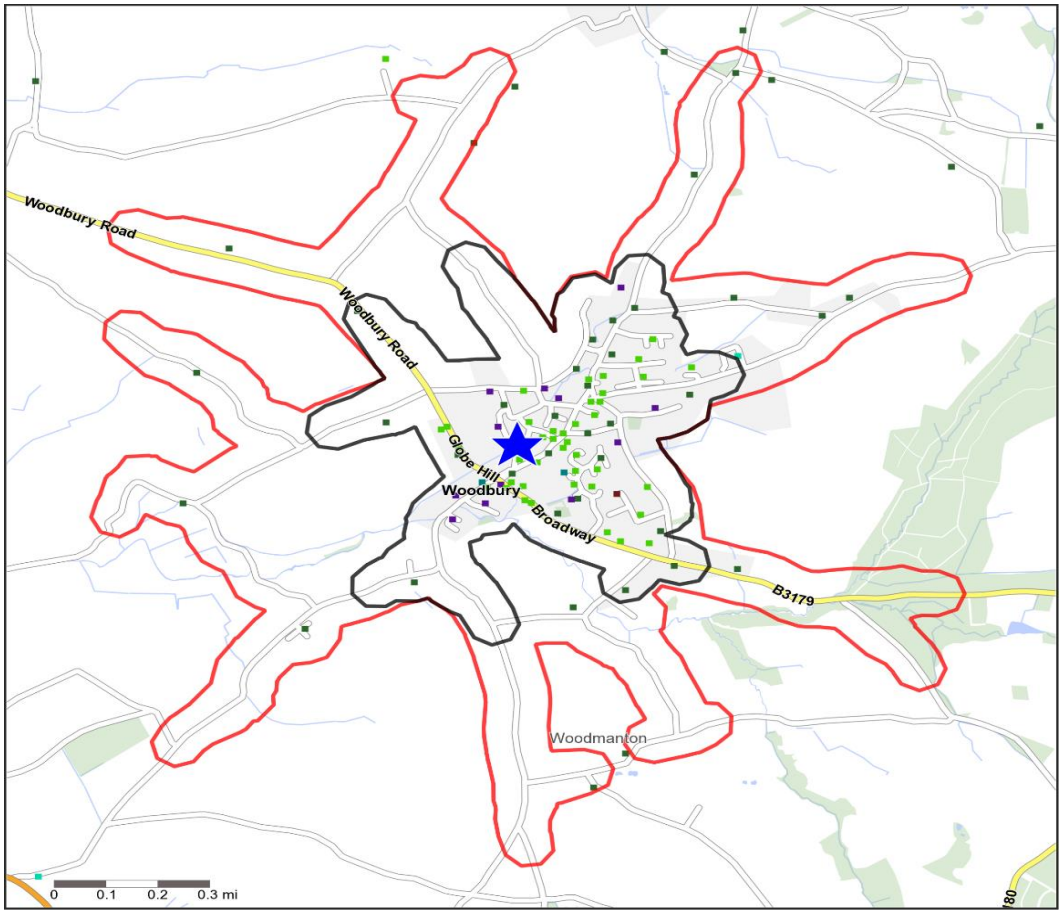
Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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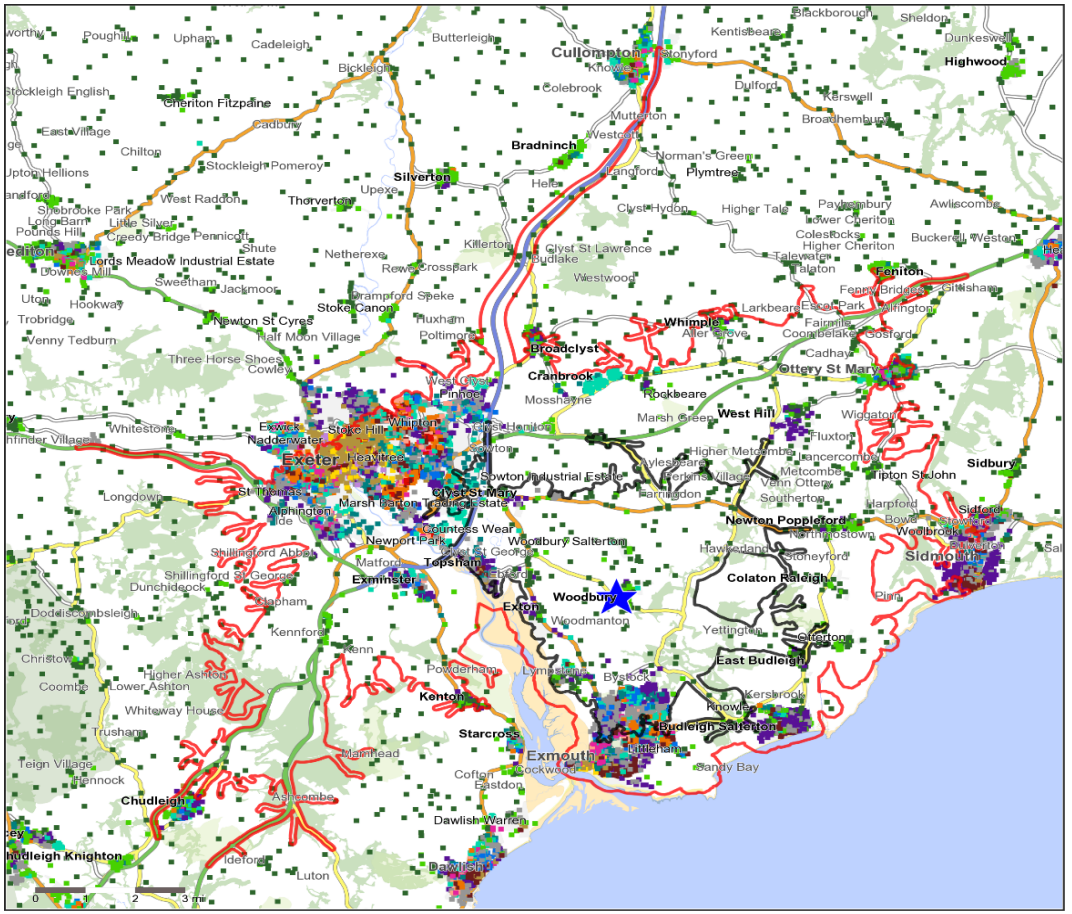
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	9
A02	Uptown Elite	0	0	8	1,399
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	8
B05	Premium Fortunes	0	0	37	177
B06	Diamond Days	28	28	1,164	4,722
B07	Alpha Families	118	127	695	1,635
B08	Bank of Mum and Dad	0	0	586	2,118
B09	Empty-Nest Adventure	0	0	1,130	3,108
C10	Wealthy Landowners	59	120	1,407	3,886
C11	Rural Vogue	17	38	546	1,736
C12	Scattered Homesteads	0	2	92	348
C13	Village Retirement	255	282	1,295	5,135
D14	Satellite Settlers	452	493	1,348	5,172
D15	Local Focus	33	51	204	2,035
D16	Outlying Seniors	78	78	151	965
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	1,680	6,123
E19	Bungalow Heaven	0	0	2,973	7,897
E20	Classic Grandparents	0	0	336	3,119
E21	Solo Retirees	0	0	354	3,848
F22	Boomerang Boarders	0	0	559	2,903
F23	Family Ties	0	0	805	2,413
F24	Fledgling Free	0	0	227	643
F25	Dependable Me	0	0	637	2,268
G26	Cafés and Catchments	0	0	0	1,468
G27	Thriving Independence	0	0	815	6,153
G28	Modern Parents	0	0	429	938
G29	Mid-Career Convention	27	27	653	2,317
H30	Primary Ambitions	0	0	534	7,426
H31	Affordable Fringe	0	0	214	1,435
H32	First-Rung Futures	0	0	562	2,378
H33	Contemporary Starts	34	53	1,689	7,754
H34	New Foundations	0	0	72	1,205
H35	Flying Solo	0	0	181	1,274

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	838	6,354
I37	Budget Generations	0	0	70	1,242
I38	Economical Families	0	0	41	310
I39	Families on a Budget	0	0	0	2,113
J40	Value Rentals	0	0	37	126
J41	Youthful Endeavours	0	0	27	842
J42	Midlife Renters	0	0	262	5,521
J43	Renting Rooms	0	0	0	427
K44	Inner City Stalwarts	0	0	0	223
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	16	1,985
K48	Mature Workers	0	0	0	58
L49	Flatlet Seniors	0	0	34	1,239
L50	Pocket Pensions	87	87	266	1,582
L51	Retirement Communities	0	0	368	4,680
L52	Estate Veterans	0	0	61	2,738
L53	Seasoned Survivors	0	0	4	544
M54	Down-to-Earth Owners	0	0	39	320
M55	Back with the Folks	0	0	278	3,010
M56	Self Supporters	0	0	75	976
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	4,208
O61	Career Builders	0	0	153	3,608
O62	Central Pulse	0	0	0	3,611
O63	Flexible Workforce	0	0	0	151
O64	Bus-Route Renters	0	0	205	4,770
O65	Learners & Earners	0	0	0	7,499
O66	Student Scene	0	0	0	3,954
U99	Unclassified	0	0	887	2,809
	Total	**1,188**	**1,386**	**25,044**	**158,915**

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20 Minute Walktime and Drivetime Mosaic Type Visualisation

Top 3 Mosaic Types in a 20 Minute Walktime

1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links

- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs

- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development

- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

Top 3 Mosaic Types in a 20 Minute Drivetime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners

- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers

- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

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

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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	53	3.8	13	671	48.4	296	662	47.8	92
Male: Alone	165	11.9	40	27	1.9	12	1,194	86.1	162
Male: Group	87	6.3	27	360	26.0	99	939	67.7	136
Male: Pair	87	6.3	24	0	0.0	0	1,299	93.7	163
Mixed Sex: Group	0	0.0	0	984	71.0	222	402	29.0	66
Mixed Sex: Pair	520	37.5	160	361	26.0	80	504	36.4	85
With Children	0	0.0	0	159	11.5	68	1,227	88.5	167
Unknown	571	41.2	125	81	5.8	33	734	53.0	111
For Eating:									
Upmarket	80	5.8	19	127	9.2	44	1,179	85.1	180
Midmarket	0	0.0	0	0	0.0	0	1,386	100.0	181
Downmarket	0	0.0	0	209	15.1	43	1,177	84.9	204
For Drinking (monthly spend):									
Nothing	131	9.5	31	152	11.0	46	1,103	79.6	178
Low (less than £10)	338	24.4	82	660	47.6	203	387	27.9	62
Medium (Between £10 and £40)	55	4.0	13	531	38.3	215	800	57.7	115
High (Greater than £40)	0	0.0	0	175	12.6	62	1,211	87.4	167

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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	61,309	38.6	127	21,917	13.8	84	72,878	45.9	88
Male: Alone	44,871	28.2	95	22,594	14.2	91	88,640	55.8	105
Male: Group	34,347	21.6	95	48,218	30.3	116	73,539	46.3	93
Male: Pair	49,366	31.1	119	11,963	7.5	49	94,775	59.6	104
Mixed Sex: Group	41,914	26.4	115	56,146	35.3	111	58,044	36.5	83
Mixed Sex: Pair	50,022	31.5	134	50,243	31.6	97	55,840	35.1	82
With Children	34,960	22.0	76	26,548	16.7	99	94,596	59.5	112
Unknown	35,134	22.1	67	42,344	26.6	149	78,626	49.5	103
For Eating:									
Upmarket	61,168	38.5	126	27,118	17.1	82	67,818	42.7	90
Midmarket	56,973	35.9	104	11,989	7.5	84	87,142	54.8	99
Downmarket	41,368	26.0	117	56,147	35.3	101	58,589	36.9	89
For Drinking (monthly spend):									
Nothing	40,470	25.5	84	38,069	24.0	101	77,565	48.8	109
Low (less than £10)	47,307	29.8	100	45,490	28.6	122	63,308	39.8	88
Medium (Between £10 and £40)	53,118	33.4	109	21,039	13.2	74	81,947	51.6	103
High (Greater than £40)	45,117	28.4	110	25,014	15.7	77	85,973	54.1	103

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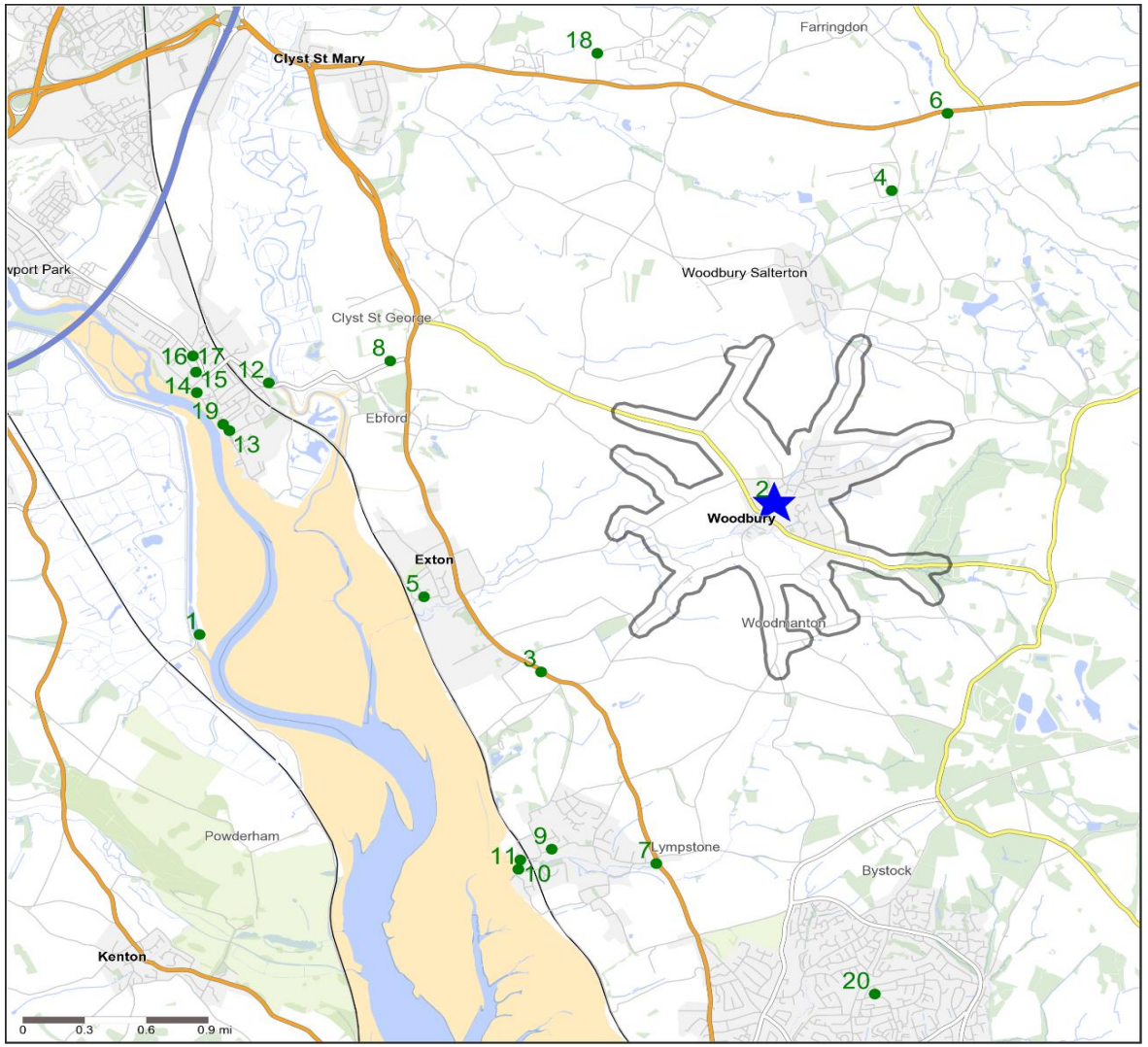
Competitor Map and Report

Source: CGA 2018

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	Turf Hotel, EX 6 8EE	Independent Free	0.0	19.1
2	White Hart, EX 5 1HN	Star Pubs & Bars	0.0	0.4
3	Toby Carvery, EX 8 5AJ	Mitchells & Butlers	32.0	4.1
4	Remedies, EX 5 1EW	Independent Free	38.0	6.1
5	Puffing Billy, EX 3 0TR	St Austell	41.6	6.3
6	White Horse Inn, EX 5 1EP	Heavitree	45.9	6.3
7	Saddlers Arms, EX 8 5LS	Star Pubs & Bars	46.2	5.7
8	St George & Dragon, EX 3 0QJ	Mitchells & Butlers	47.7	5.0
9	Redwing Bar & Dining, EX 8 5JT	Independent Free	49.8	7.0
10	Swan Inn, EX 8 5ET	Heavitree	52.8	7.3
11	Globe Inn, EX 8 5EY	Heavitree	53.1	7.4
12	Bridge Inn, EX 3 0QQ	Independent Free	61.6	6.5
13	Route 2, EX 3 0JQ	Independent Free	71.3	8.4
14	Lord Nelson Inn, EX 3 0DU	Ei Group	71.4	7.9
15	Passage House Inn, EX 3 0JN	Heavitree	72.3	8.3
16	Denleys Wine Bar, EX 3 0DY	Independent Free	72.9	8.2
17	Exeter Inn, EX 3 0DY	Independent Free	72.9	8.2
18	Cat & Fiddle, EX 5 1DP	Independent Free	75.1	9.0
19	Lighter Inn, EX 3 0HZ	Hall & Woodhouse	77.9	8.4
20	Farmhouse Inn, EX 8 4JJ	Greene King	117.7	9.4