

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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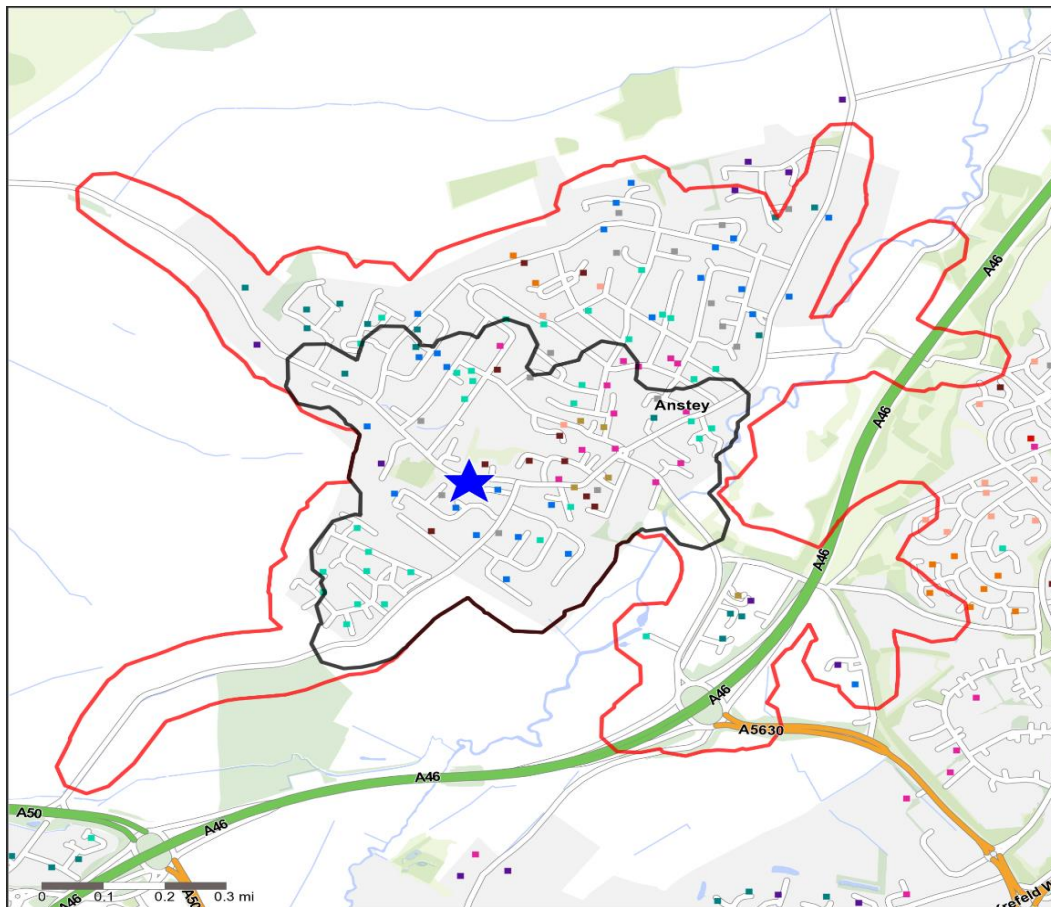
Number of Pubs	3	3	383
Catchment Adults 18+	2,952	6,056	494,839
Catchment Adults 18+ Per Pub	984	2,019	1,292
Populaton Projection 2018 to 2028 (% change)	9.63%	10.19%	8.00%

		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	2,329	78.9	152	1	High Street Pub	5,098	84.2	163	1	High Street Pub	334,458	67.6	130
2	Community Pub	2,031	68.8	148	2	Community Pub	3,716	61.4	132	2	Community Pub	255,472	51.6	111
3	Premium Local	1,469	49.8	79	3	Premium Local	3,632	60.0	95	3	Premium Local	197,460	39.9	63
4	Circuit Bar	990	33.5	259	4	Great Pub Great Food	2,025	33.4	259	4	Great Pub Great Food	124,809	25.2	195
5	Bit of Style	988	33.5	83	5	Bit of Style	1,965	32.4	80	5	Bit of Style	120,392	24.3	60
6	Great Pub Great Food	575	19.5	73	6	Circuit Bar	1,402	23.2	86	6	Circuit Bar	88,643	17.9	67
7	Craft Led	564	19.1	185	7	Craft Led	845	14.0	135	7	Craft Led	64,866	13.1	127

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Social Grade	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	220	7.5	84	422	7.0	79	33,705	6.8	77
C1	380	12.9	105	712	11.8	96	59,066	11.9	97
C2	268	9.1	110	573	9.5	115	40,488	8.2	99
DE	252	8.5	83	514	8.5	82	58,468	11.8	115

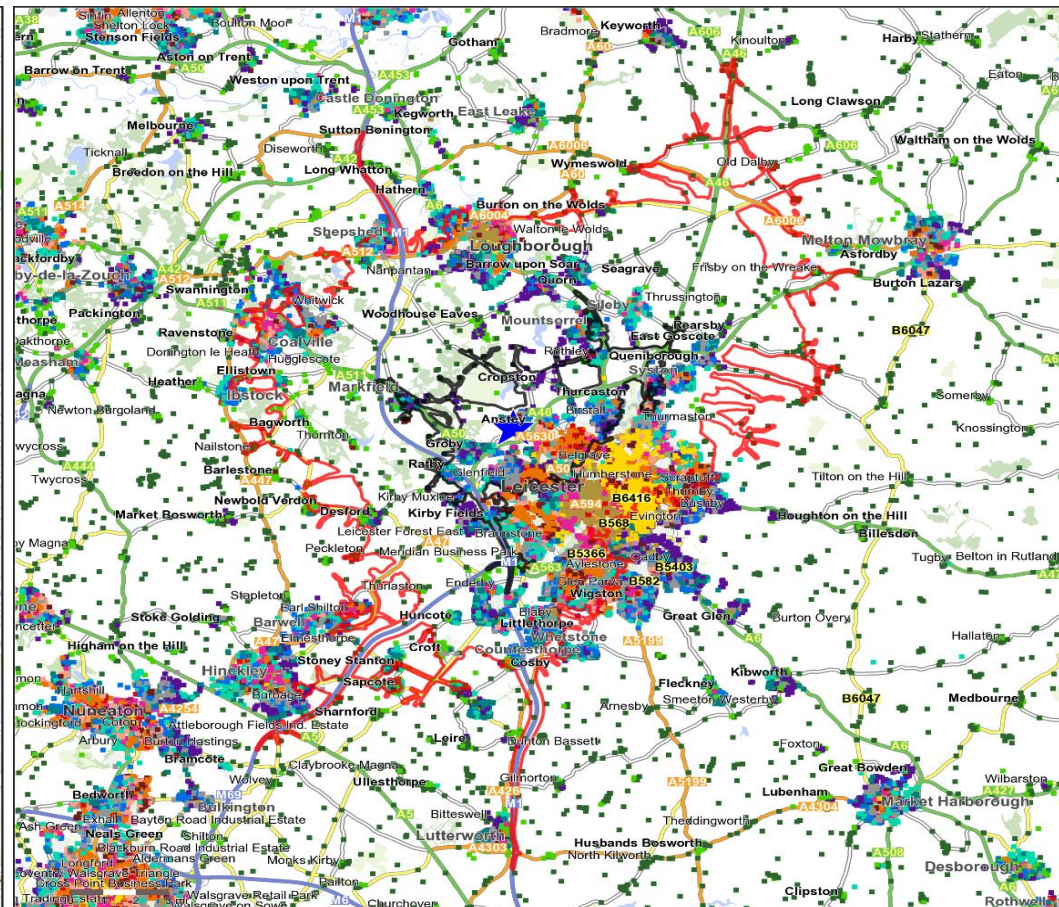
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	889	30.1	91	1,699	28.1	85	216,330	43.7	132
Medium (7-13)	1,446	49.0	148	2,992	49.4	149	170,827	34.5	104
High (14-19)	329	11.1	39	846	14.0	49	66,203	13.4	47

## 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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## Adults 18+ by Mosaic Type in Each Catchment

				10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile				Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
A01	World-Class Wealth	0	0	0	0	0	0
A02	Uptown Elite	0	0	0	75	0	75
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	210	787	210	787
B06	Diamond Days	0	0	588	2,786	588	2,786
B07	Alpha Families	19	28	1,045	4,712	1,045	4,712
B08	Bank of Mum and Dad	13	47	2,505	6,907	2,505	6,907
B09	Empty-Nest Adventure	53	127	2,965	10,324	2,965	10,324
C10	Wealthy Landowners	0	0	276	2,541	276	2,541
C11	Rural Vogue	0	0	43	1,190	43	1,190
C12	Scattered Homesteads	0	0	5	427	5	427
C13	Village Retirement	0	0	353	4,166	353	4,166
D14	Satellite Settlers	0	0	810	6,430	810	6,430
D15	Local Focus	0	0	143	3,068	143	3,068
D16	Outlying Seniors	0	0	70	2,441	70	2,441
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	491	2,998	491	2,998
E19	Bungalow Heaven	38	110	3,859	13,751	3,859	13,751
E20	Classic Grandparents	64	432	3,540	12,780	3,540	12,780
E21	Solo Retirees	80	89	3,170	13,544	3,170	13,544
F22	Boomerang Boarders	208	581	3,257	9,943	3,257	9,943
F23	Family Ties	0	18	2,405	4,909	2,405	4,909
F24	Fledgling Free	193	337	1,055	11,004	1,055	11,004
F25	Dependable Me	213	461	3,306	12,210	3,306	12,210
G26	Cafés and Catchments	0	0	124	1,037	124	1,037
G27	Thriving Independence	22	46	553	5,462	553	5,462
G28	Modern Parents	20	160	2,671	12,553	2,671	12,553
G29	Mid-Career Convention	23	358	3,569	13,301	3,569	13,301
H30	Primary Ambitions	25	96	1,310	6,806	1,310	6,806
H31	Affordable Fringe	0	246	4,481	20,426	4,481	20,426
H32	First-Rung Futures	373	632	3,547	16,265	3,547	16,265
H33	Contemporary Starts	249	352	3,832	15,737	3,832	15,737
H34	New Foundations	60	81	377	2,874	377	2,874
H35	Flying Solo	192	213	550	3,328	550	3,328

				10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile				Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy	0	43	188	3,426	0	43
I37	Budget Generations	0	53	1,089	5,878	0	53
I38	Economical Families	0	0	1,676	7,432	0	0
I39	Families on a Budget	0	64	9,507	32,172	0	64
J40	Value Rentals	25	28	536	3,281	25	28
J41	Youthful Endeavours	0	0	779	2,916	0	0
J42	Midlife Renters	433	479	2,665	16,084	433	479
J43	Renting Rooms	0	0	601	20,658	0	0
K44	Inner City Stalwarts	0	0	0	227	0	0
K45	City Diversity	0	0	0	441	0	0
K46	High Rise Residents	0	0	0	1,030	0	0
K47	Single Essentials	0	0	1,774	5,600	0	0
K48	Mature Workers	0	0	1,782	5,688	0	0
L49	Flatlet Seniors	0	0	271	4,083	0	0
L50	Pocket Pensions	350	370	1,617	8,191	350	370
L51	Retirement Communities	109	109	439	1,364	109	109
L52	Estate Veterans	0	72	868	5,317	0	72
L53	Seasoned Survivors	0	0	855	3,128	0	0
M54	Down-to-Earth Owners	0	63	243	2,490	0	63
M55	Back with the Folks	77	190	1,960	10,626	77	190
M56	Self Supporters	0	48	1,972	11,001	0	48
N57	Community Elders	0	0	571	12,718	0	0
N58	Culture & Comfort	0	0	129	4,532	0	0
N59	Large Family Living	0	0	75	39,779	0	0
N60	Ageing Access	0	0	0	1,361	0	0
O61	Career Builders	0	0	322	935	0	0
O62	Central Pulse	0	0	0	9,025	0	0
O63	Flexible Workforce	0	0	206	2,389	0	0
O64	Bus-Route Renters	116	124	483	3,185	116	124
O65	Learners & Earners	0	0	0	15,853	0	0
O66	Student Scene	0	0	0	11,472	0	0
U99	Unclassified	0	0	0	17,778	0	0
Total				2,955	6,057	81,718	494,842



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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. 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

## 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

### 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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



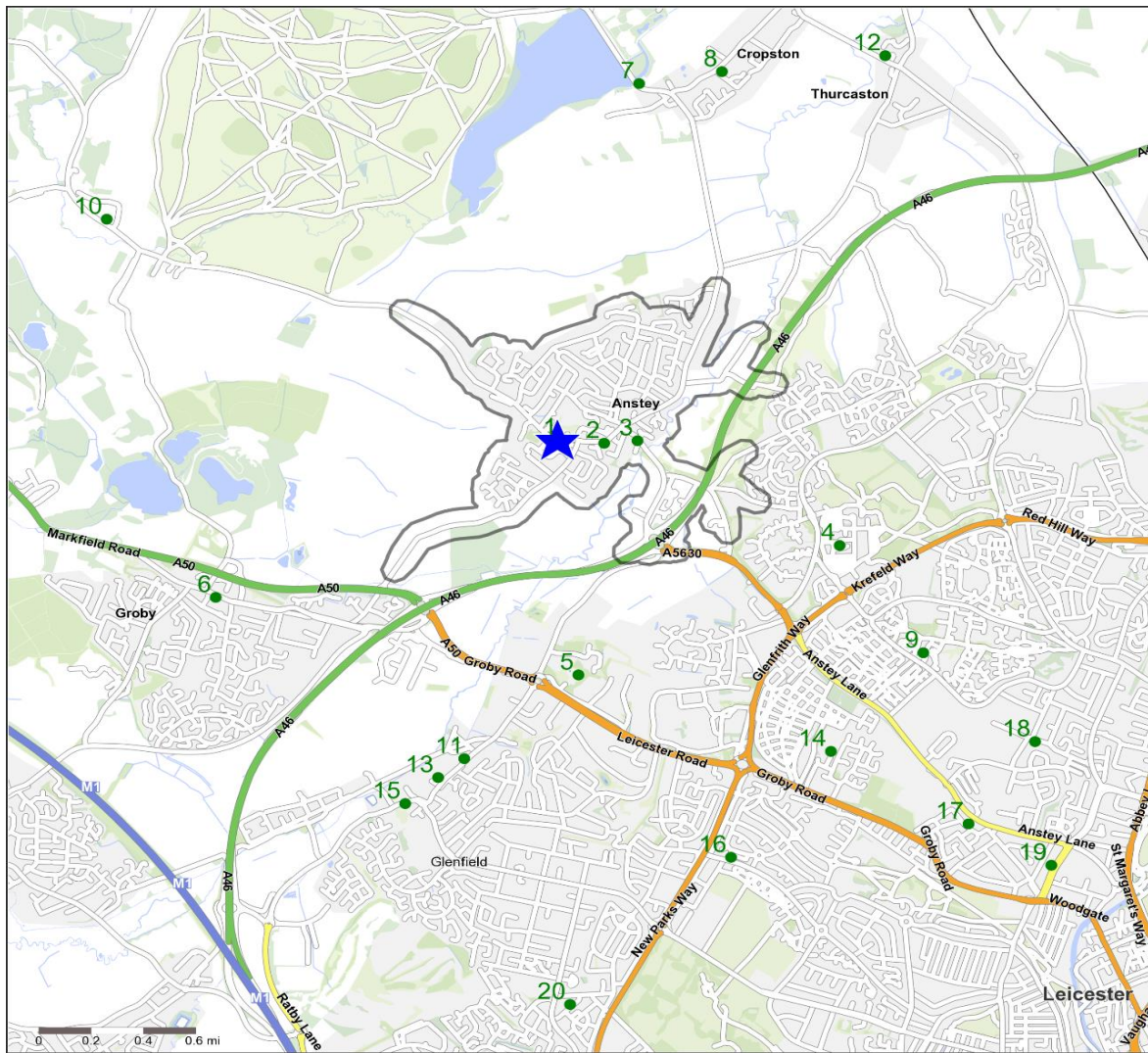
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 0115 968 5099

Activity Group Structure	20 Minute Walktime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers
Female: Alone, Pair or Group	2,156	35.6	118	370	6.1	37	3,530	58.3	112	
Male: Alone	2,694	44.5	149	655	10.8	69	2,706	44.7	84	
Male: Group	2,332	38.5	168	1,343	22.2	85	2,380	39.3	79	
Male: Pair	2,189	36.1	139	1,310	21.6	142	2,556	42.2	74	
Mixed Sex: Group	1,048	17.3	76	2,165	35.7	112	2,843	46.9	107	
Mixed Sex: Pair	2,687	44.4	189	964	15.9	49	2,404	39.7	93	
With Children	2,274	37.5	130	893	14.7	88	2,889	47.7	90	
Unknown	1,096	18.1	55	1,345	22.2	124	3,615	59.7	125	
For Eating:										
Upmarket	2,278	37.6	123	864	14.3	69	2,913	48.1	102	
Midmarket	1,616	26.7	78	320	5.3	59	4,119	68.0	123	
Downmarket	2,602	43.0	193	2,028	33.5	96	1,426	23.5	57	
For Drinking (monthly spend):										
Nothing	1,769	29.2	97	1,822	30.1	127	2,465	40.7	91	
Low (less than £10)	2,308	38.1	128	1,617	26.7	114	2,131	35.2	78	
Medium (Between £10 and £40)	2,308	38.1	125	552	9.1	51	3,195	52.8	105	
High (Greater than £40)	1,272	21.0	81	1,174	19.4	94	3,610	59.6	114	

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	147,581	29.8	99	65,534	13.2	81	263,946	53.3	102
Male: Alone	182,095	36.8	124	85,881	17.4	111	209,085	42.3	79
Male: Group	102,320	20.7	90	152,227	30.8	117	222,514	45.0	91
Male: Pair	159,466	32.2	124	99,830	20.2	132	217,765	44.0	77
Mixed Sex: Group	150,942	30.5	133	116,755	23.6	74	209,364	42.3	96
Mixed Sex: Pair	159,371	32.2	137	133,491	27.0	83	184,199	37.2	87
With Children	183,053	37.0	128	87,161	17.6	105	206,847	41.8	79
Unknown	192,205	38.8	118	63,303	12.8	71	221,553	44.8	93
For Eating:									
Upmarket	187,427	37.9	124	98,017	19.8	95	191,617	38.7	82
Midmarket	202,106	40.8	119	41,917	8.5	94	233,039	47.1	85
Downmarket	140,700	28.4	128	187,461	37.9	109	148,899	30.1	72
For Drinking (monthly spend):									
Nothing	123,152	24.9	82	135,873	27.5	116	218,036	44.1	98
Low (less than £10)	137,021	27.7	93	98,563	19.9	85	241,477	48.8	108
Medium (Between £10 and £40)	158,093	31.9	104	40,536	8.2	46	278,432	56.3	112
High (Greater than £40)	99,650	20.1	78	88,045	17.8	87	289,366	58.5	112

## 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	Crown Inn, LE 7 7FB	Star Pubs & Bars	0.0	0.1
2	Old Hare & Hounds, LE 7 7AA	Marston's	4.2	0.7
3	Coach & Horses, LE 7 7AT	Marston's	7.5	1.8
4	Keepers Lodge, LE 4 1DF	Marston's	30.5	5.6
5	Gynsills Farm, LE 3 8HB	Greene King	36.5	4.5
6	Stamford Arms, LE 6 0DJ	Everards	37.7	5.6
7	Badgers Sett, LE 7 7GQ	Mitchells & Butlers	39.2	5.2
8	Bradgate Arms, LE 7 7HG	Marston's	41.0	5.9
9	Meadows Pub, LE 4 0QU	Independent Free	42.6	6.7
10	Bradgate, LE 6 0AE	Everards	43.2	7.0
11	Railway Inn, LE 3 8BR	Ei Group	43.8	5.5
12	Wheatsheaf Inn, LE 7 7JN	Everards	45.3	6.8
13	Nags Head, LE 3 8BQ	Everards	45.9	6.0
14	Heathley Park, LE 3 9QE	Greene King	49.5	7.0
15	Forge, LE 3 8DG	Everards	50.1	6.6
16	Good Neighbours, LE 3 9PW	Star Pubs & Bars	51.0	7.4
17	Adventurers, LE 3 9TA	Unknown	53.7	9.2
18	John O'gaunt, LE 4 0JY	*Other Small Retail Groups	55.2	9.5
19	Blackbird, LE 4 0FW	Mitchells & Butlers	58.8	9.9
20	Shoemakers, LE 3 6NE	Star Pubs & Bars	75.9	10.9