Pub Catchment Report - EX14 1HR

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	11	12	81
Catchment Adults 18+	3,775	7,654	62,591
Catchment Adults 18+ Per Pub	343	638	773
Populaton Projection 2018 to 2028 (% change)	6.13%	7.19%	8.02%

10 Minute Walktime				
Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,207	85.0	164
2	Community Pub	2,963	78.5	168
3	Premium Local	864	22.9	36
4	Circuit Bar	647	17.1	133
5	Great Pub Great Food	499	13.2	33
6	Bit of Style	445	11.8	44
7	Craft Led	273	7.2	70

20 Minute Walktime				
Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	5,892	77.0	149
2	Community Pub	5,145	67.2	144
3	Premium Local	2,591	33.9	54
4	Great Pub Great Food	1,715	22.4	173
5	Bit of Style	1,358	17.7	44
6	Circuit Bar	1,125	14.7	55
7	Craft Led	749	9.8	95

20 Minute Drivetime				
Rank	Type	Target Customers	% of Population	Index
1	Premium Local	40,002	63.9	123
2	Great Pub Great Food	33,775	54.0	116
3	Community Pub	26,022	41.6	66
4	High Street Pub	18,803	30.0	232
5	Bit of Style	8,794	14.0	35
6	Circuit Bar	6,195	9.9	37
7	Craft Led	1,532	2.4	24

Pub Catchment Report - EX14 1HR

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	187	5.0	56	409	5.3	60	4,883	7.8	88
C1	400	10.6	86	825	10.8	88	6,185	9.9	81
C2	385	10.2	124	793	10.4	126	5,486	8.8	106
DE	414	11.0	107	812	10.6	103	4,090	6.5	63

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)	1,534	40.6	123	2,685	35.1	106	11,015	17.6	53
Medium (7-13)	1,386	36.7	111	3,140	41.0	124	20,803	33.2	100
High (14-19)	517	13.7	48	1,389	18.1	64	24,379	38.9	137

Catchment Mosaic Groups

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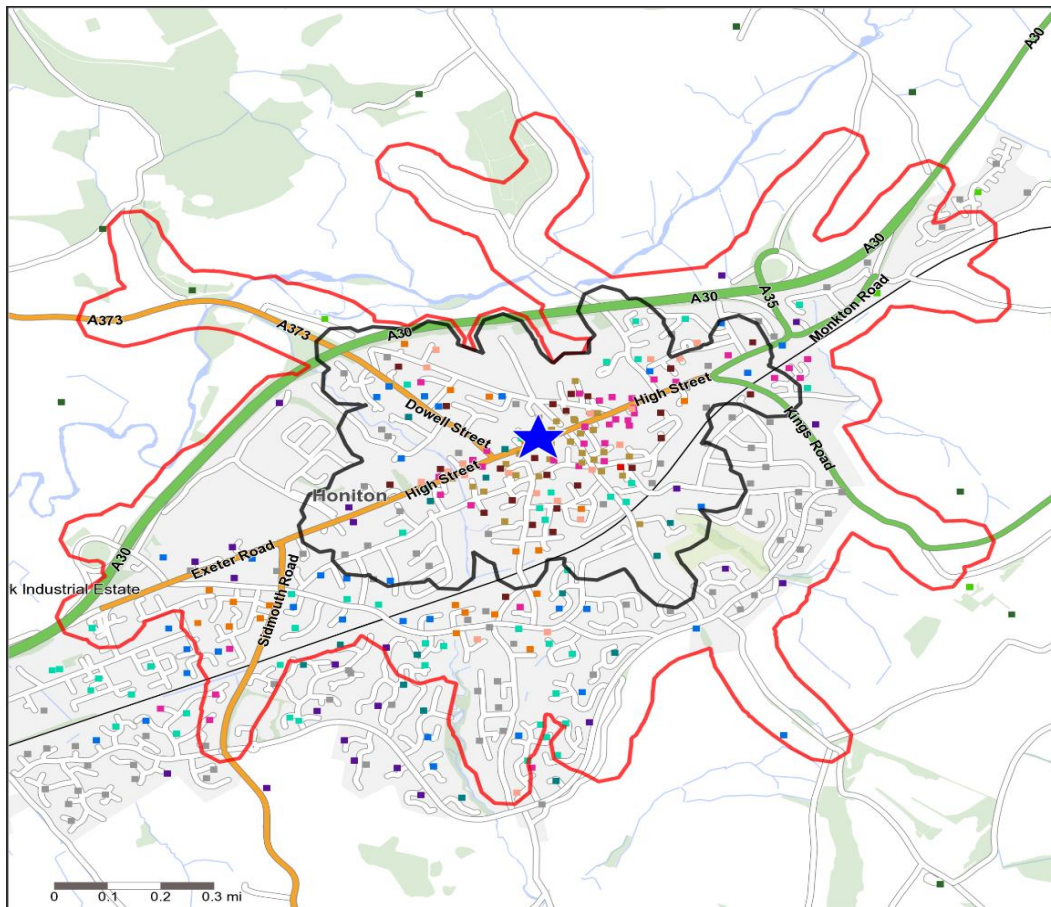
Mosaic Groups in 10 and 20 Minute DT Catchment Area

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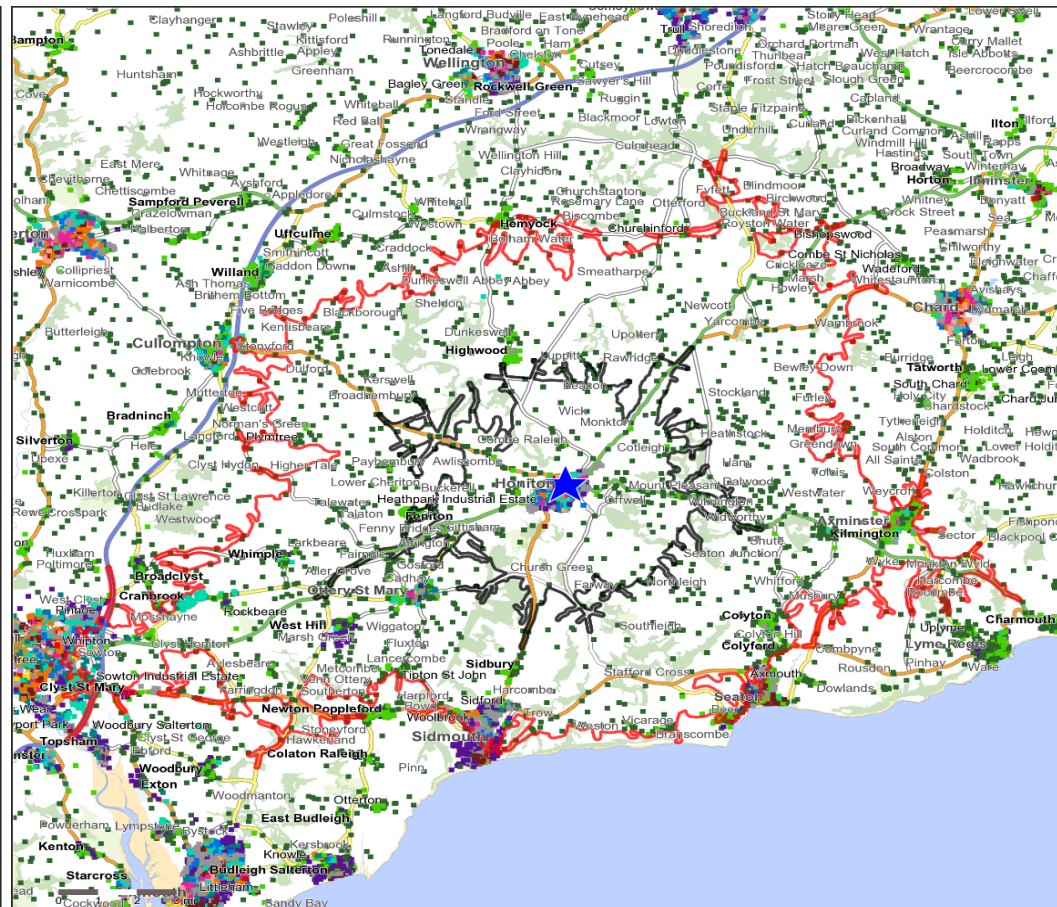
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★ Site   N 10 Minute Catchment   N 20 Minute Catchment

- 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	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	38
B06	Diamond Days	35	38	46	1,452
B07	Alpha Families	0	12	36	505
B08	Bank of Mum and Dad	0	25	50	282
B09	Empty-Nest Adventure	34	158	382	1,112
C10	Wealthy Landowners	2	14	564	5,003
C11	Rural Vogue	2	11	706	3,597
C12	Scattered Homesteads	0	0	1,430	6,043
C13	Village Retirement	1	9	550	5,936
D14	Satellite Settlers	2	12	329	4,291
D15	Local Focus	0	0	336	4,993
D16	Outlying Seniors	0	0	163	3,388
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	51	165	220	1,051
E19	Bungalow Heaven	401	1,225	1,856	5,997
E20	Classic Grandparents	86	120	120	237
E21	Solo Retirees	172	367	381	1,005
F22	Boomerang Boarders	94	177	180	377
F23	Family Ties	0	29	31	295
F24	Fledgling Free	58	211	290	448
F25	Dependable Me	115	298	452	903
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	59	91	91	333
G28	Modern Parents	0	0	0	334
G29	Mid-Career Convention	56	284	488	2,132
H30	Primary Ambitions	62	208	285	433
H31	Affordable Fringe	32	278	284	312
H32	First-Rung Futures	212	510	669	934
H33	Contemporary Starts	0	0	45	3,264
H34	New Foundations	5	5	10	700
H35	Flying Solo	9	175	204	457

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	75	200	200	733
I37	Budget Generations	108	140	140	140
I38	Economical Families	6	15	15	15
I39	Families on a Budget	19	282	282	307
J40	Value Rentals	32	64	66	109
J41	Youthful Endeavours	0	10	10	96
J42	Midlife Renters	381	605	686	1,127
J43	Renting Rooms	122	122	122	122
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	43	43	43	43
K48	Mature Workers	0	0	0	90
L49	Flatlet Seniors	77	77	77	77
L50	Pocket Pensions	227	244	244	920
L51	Retirement Communities	276	325	396	890
L52	Estate Veterans	125	138	138	209
L53	Seasoned Survivors	57	57	57	57
M54	Down-to-Earth Owners	34	34	34	131
M55	Back with the Folks	128	237	247	497
M56	Self Supporters	189	234	239	285
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	54
O61	Career Builders	10	21	21	98
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	378	382	382	700
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	40	42
Total		**3,775**	**7,652**	**13,637**	**62,594**

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes

- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

2. 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

3. 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

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

	20 Minute Walktime								
	High			Medium			Low		
Activity Group Structure	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	1,790	23.4	77	786	10.3	63	5,078	66.3	127
Male: Alone	2,948	38.5	129	785	10.3	66	3,921	51.2	96
Male: Group	2,230	29.1	127	2,541	33.2	127	2,883	37.7	76
Male: Pair	2,535	33.1	127	1,608	21.0	138	3,511	45.9	80
Mixed Sex: Group	1,654	21.6	95	2,638	34.5	108	3,362	43.9	100
Mixed Sex: Pair	2,289	29.9	128	2,702	35.3	109	2,663	34.8	81
With Children	2,822	36.9	127	1,103	14.4	86	3,729	48.7	92
Unknown	1,381	18.0	55	1,666	21.8	121	4,607	60.2	126
For Eating:									
Upmarket	1,955	25.5	83	1,168	15.3	73	4,531	59.2	125
Midmarket	2,068	27.0	79	667	8.7	97	4,919	64.3	116
Downmarket	2,128	27.8	125	3,440	44.9	129	2,086	27.3	66
For Drinking (monthly spend):									
Nothing	1,506	19.7	65	3,118	40.7	172	3,030	39.6	88
Low (less than £10)	1,702	22.2	74	2,994	39.1	167	2,958	38.6	85
Medium (Between £10 and £40)	1,693	22.1	72	699	9.1	51	5,262	68.7	137
High (Greater than £40)	994	13.0	50	1,348	17.6	86	5,313	69.4	133

Pubs & Leisure: Attitudinal Profiles

	20 Minute Drivetime								
	High			Medium			Low		
Activity Group Structure	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	8,230	13.1	43	11,193	17.9	109	43,126	68.9	132
Male: Alone	9,933	15.9	53	3,355	5.4	34	49,262	78.7	148
Male: Group	4,995	8.0	35	21,088	33.7	129	36,467	58.3	117
Male: Pair	5,501	8.8	34	4,021	6.4	42	53,028	84.7	148
Mixed Sex: Group	3,886	6.2	27	33,040	52.8	165	25,624	40.9	93
Mixed Sex: Pair	10,724	17.1	73	25,486	40.7	125	26,339	42.1	98
With Children	5,671	9.1	31	13,275	21.2	126	43,604	69.7	132
Unknown	13,972	22.3	68	9,358	15.0	83	39,220	62.7	131
For Eating:									
Upmarket	9,041	14.4	47	4,116	6.6	32	49,392	78.9	167
Midmarket	4,292	6.9	20	1,593	2.5	28	56,664	90.5	164
Downmarket	4,578	7.3	33	24,846	39.7	114	33,125	52.9	127
For Drinking (monthly spend):									
Nothing	18,062	28.9	95	16,286	26.0	110	28,201	45.1	101
Low (less than £10)	19,635	31.4	105	26,322	42.1	179	16,592	26.5	58
Medium (Between £10 and £40)	7,694	12.3	40	18,878	30.2	169	35,977	57.5	114
High (Greater than £40)	3,621	5.8	22	10,653	17.0	83	48,275	77.1	147

Competitor Map and Report
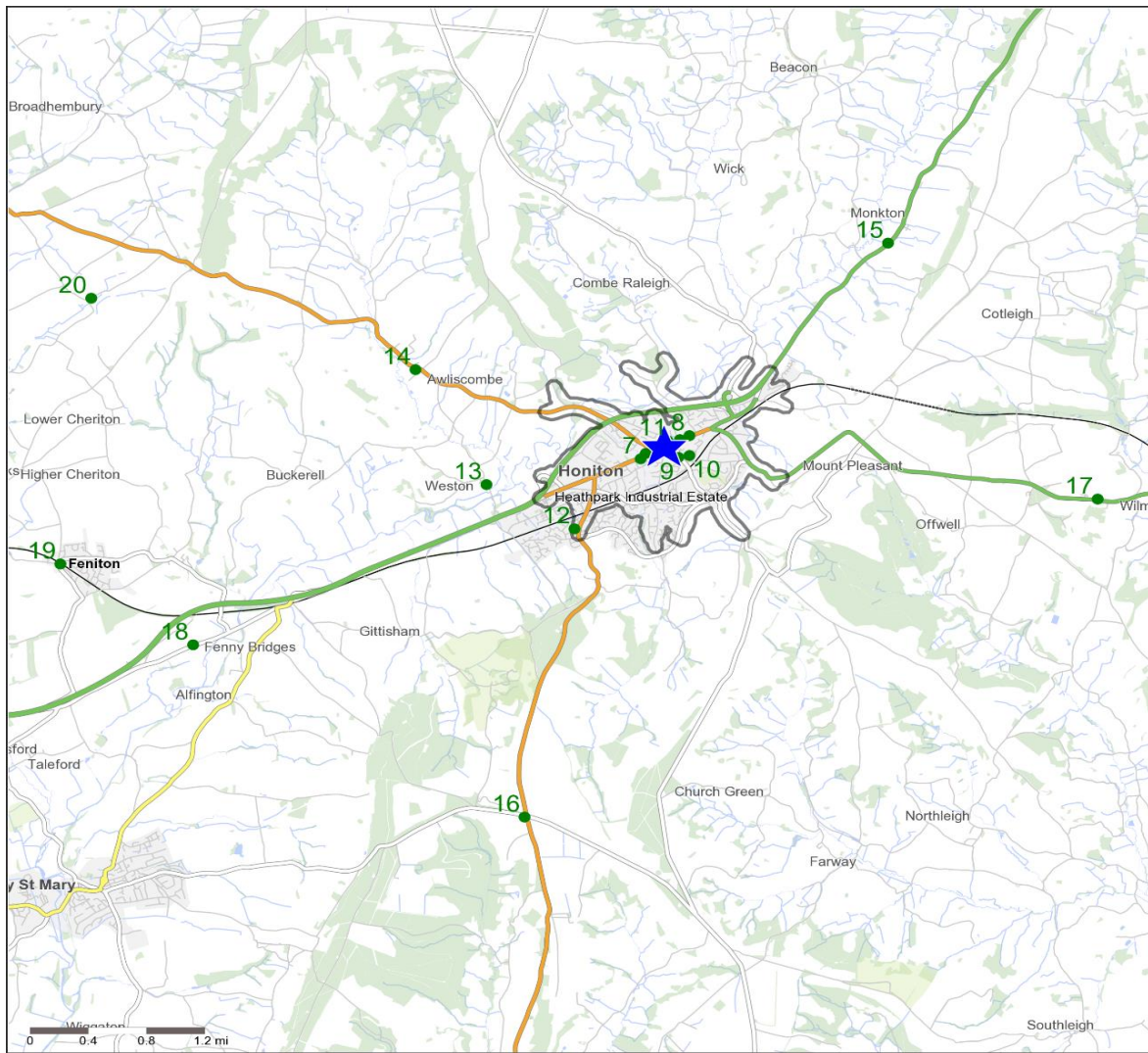
Competitor Map

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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	Three Tuns, EX14 1HR	Star Pubs & Bars	0.0	0.2
2	Vine Inn, EX14 1NN	Independent Free	0.0	0.2
3	Cafe Bar 102, EX14 1JW	Independent Free	0.3	0.1
4	Montgomerys Hotel, EX14 1LS	Star Pubs & Bars	0.9	0.2
5	Honiton Wine Bar, EX14 1PG	Independent Free	2.7	0.5
6	Volunteer, EX14 1LQ	Peninsula Inns	3.0	0.7
7	Holt, EX14 1LA	Independent Free	4.2	0.7
8	Boston Tea Party, EX14 1PW	Boston Tea Party Group Ltd	4.2	0.7
9	Star Inn, EX14 1BS	Wetherspoon	4.5	0.7
10	Railway Inn, EX14 1HE	Independent Free	5.7	1.0
11	Orange Tree, EX14 1HT	Independent Free	7.9	1.5
12	Heathfield Inn, EX14 2UG	Greene King	24.4	4.1
13	Otter Inn, EX14 3NZ	Heavitree	35.6	4.0
14	Honiton Inn, EX14 3PJ	Independent Free	38.0	4.0
15	Monkton Court Hotel, EX14 9QH	Independent Free	44.7	4.8
16	Hare & Hounds Inn, EX10 0QQ	Heartstone Inns	66.0	6.5
17	White Hart, EX14 9JQ	Ei Group	68.4	6.3
18	Greyhound Inn, EX14 3BJ	Unknown	72.9	7.1
19	Nog Inn, EX14 3BT	Independent Free	99.5	10.6
20	Lap Food And Bars, EX14 3JF	Independent Free	100.1	8.7