

Sleaford

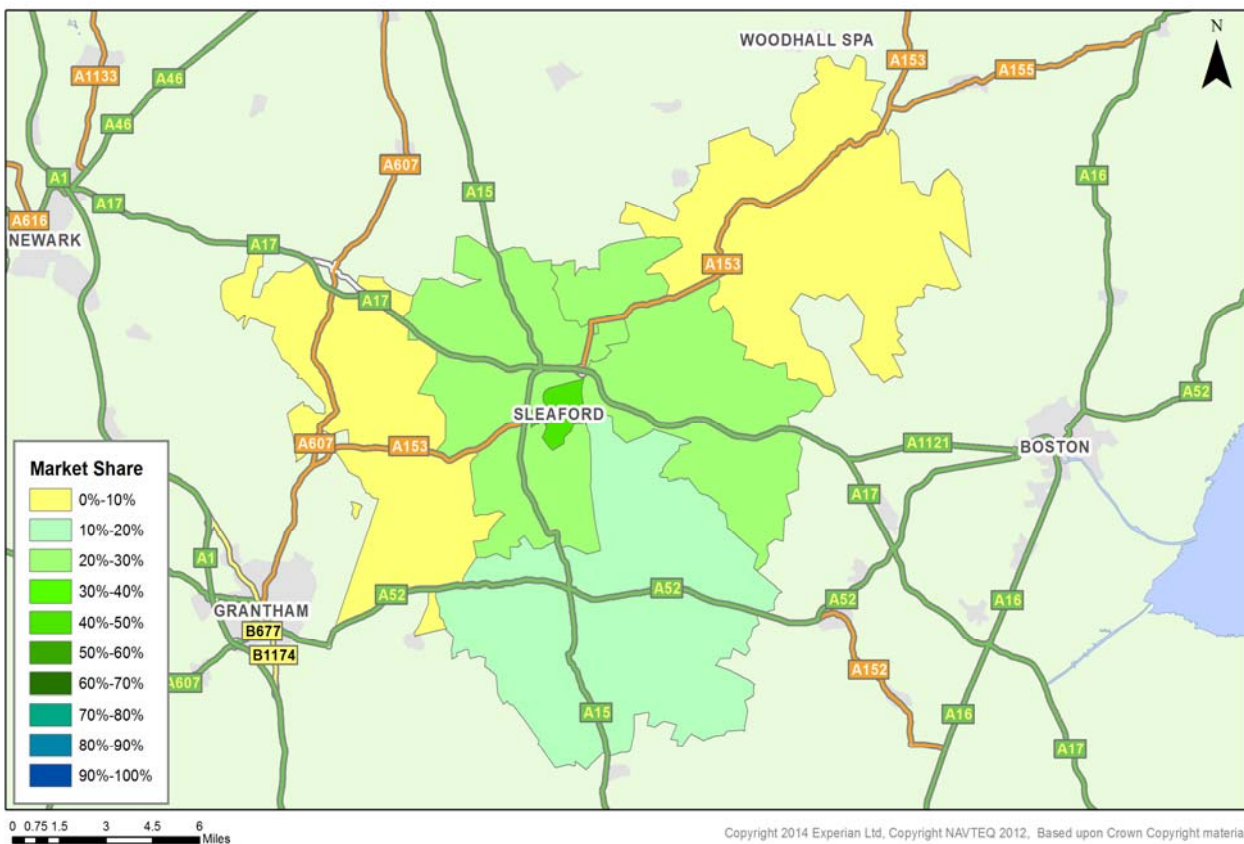
Catchment Key Stats

Centre Type:	TOWN CENTRE
Population:	57,601
Shopper Population:	13,235
Households:	24,300
Adults 18+	45,812

Who lives in my catchment?

Family Lifestage (Households)	50	100	150
Young singles / homesharers	59		
Young family no children <18		92	
Young family with children <18			106
Young household with children <18	62		
Mature singles / homesharers	73		
Mature family no children <18			101
Mature family with children <18			104
Mature HH with children < 18	70		
Older Single		87	
Older family no children <18			117
Older family / HH with children < 18			103
Elderly single			105
Elderly family no children <18			140

What is my catchment area extent?



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Who are my key consumer Groups?

Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 67 Types and 15 Groups. Due to data release timings this profile utilises the old Mosaic Segmentation System. To get an indication of what your catchment looks like using new Mosaic, please go towards the end of the report.

Group	Shopper Population	%	Catchment Population	%	Pen	Index	0	50	100	150	200
A	Alpha Territory	0	2	0.0	8.69	38					
B	Professional Rewards	1,309	5,224	10.0	25.07	109					
C	Rural Solitude	880	7,594	6.7	11.59	50					
D	Small Town Diversity	3,046	15,164	23.2	20.09	87					
E	Active Retirement	793	3,844	6.0	20.62	89					
F	Suburban Mindsets	1,476	4,450	11.3	33.18	144					
G	Careers and Kids	1,673	6,866	12.8	24.36	106					
H	New Homemakers	574	2,067	4.4	27.78	121					
I	Ex-Council Community	808	3,372	6.2	23.96	104					
J	Claimant Cultures	302	840	2.3	35.94	156					
K	Upper Floor Living	0	0	0.0	0.00	0					
L	Elderly Needs	561	2,093	4.3	26.80	116					
M	Industrial Heritage	982	3,423	7.5	28.70	125					
N	Terraced Melting Pot	593	1,676	4.5	35.36	153					
O	Liberal Opinions	107	227	0.8	46.92	204					
Overall Totals		13,104	56,842	100.00	23.05	100					

Top 3 Groups Based on Shopper Population (Target) %

D Small Town Diversity



- Strong roots
- Lower incomes
- Mostly mature
- Home improvement
- Small towns
- Traditional
- Grandchildren

F Suburban Mindsets



- Manual and white collar
- Married
- Middle age
- Children
- Leafy suburbs
- Family life
- Mainstream brands

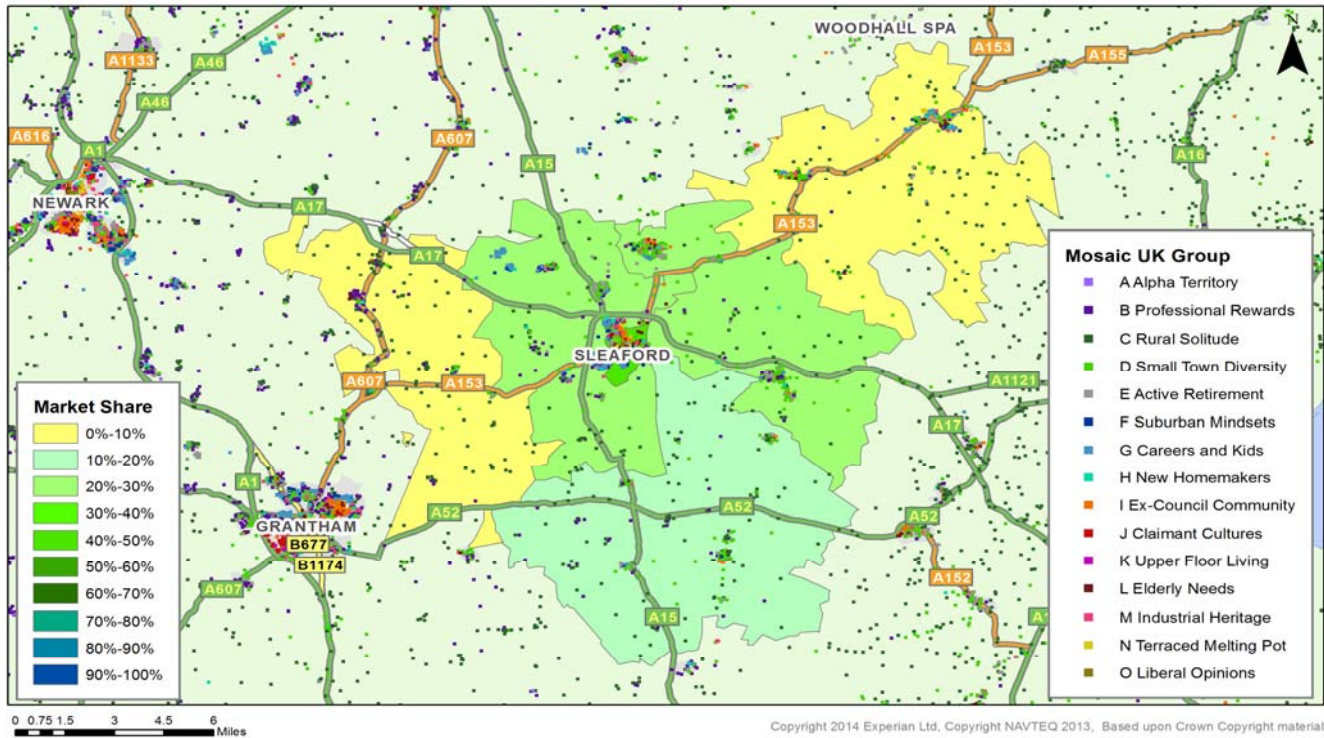
G Careers and Kids



- Families
- Young children
- Good incomes
- Comfortable homes
- ethical products
- Consumer credit
- Reliant on cars

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Mosaic UK Groups Map



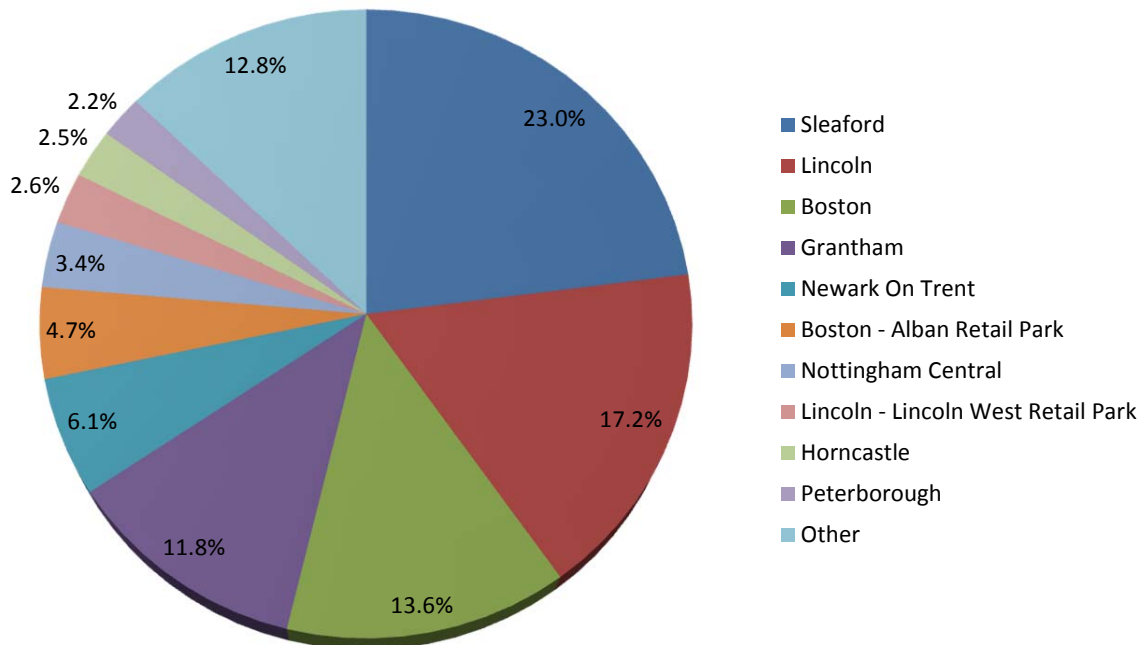
Retail Centre Ranking - How does my centre compare with other centres?

RANK	Centre Name	Comparison Spend (£ Millions)
705	Birmingham - Harborne	51.5
706	Abingdon	51.3
707	Porthmadog	51.2
708	Brighton - Carden Avenue Retail Park	51.1
709	New Malden	51.1
710	Selby	50.9
711	Worcester - Blackpole Retail Park	50.8
712	Poole - Poole Retail Park	50.8
713	Totnes	50.3
714	Aberdare	50.3
715	Sleaford	50.2
716	Hull - Hessle Road	50.2
717	Haslemere	50.2
718	Portsmouth - Ocean Park Retail Park	50.2
719	Winsford	50.2
720	Hexham	50.2
721	Bury St Edmunds - St Edmundsbury Retail	50.1
722	Coventry - Gallagher Retail Park	49.7
723	Bideford	49.7
724	Newbury - Newbury Retail Park	49.7
725	Glasgow - The Junction Great Western	49.6

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Who are my key competitors? Where are my shoppers going?

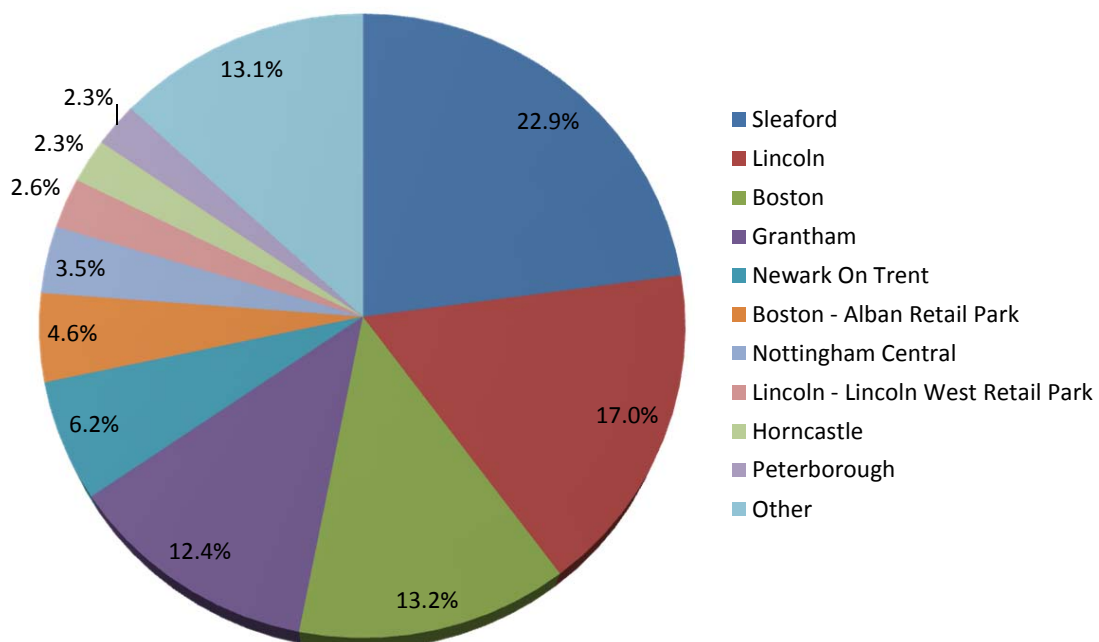
Retail Centre	Leakage from Catchment	
	Shopper Population	%
Sleaford	13,235	23.0
Lincoln	9,908	17.2
Boston	7,840	13.6
Grantham	6,809	11.8
Newark On Trent	3,503	6.1
Boston - Alban Retail Park	2,695	4.7
Nottingham Central	1,957	3.4
Lincoln - Lincoln West Retail Park	1,521	2.6
Horncastle	1,461	2.5
Peterborough	1,282	2.2
Other	7,390	12.8
Total	57,601	100.0



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Who are my key competitors? Where is my shopper expenditure going?

Retail Centre	Leakage from Catchment	
	Shopper Expenditure (£)	%
Sleaford	62,453,386	22.9
Lincoln	46,400,397	17.0
Boston	36,052,302	13.2
Grantham	33,761,444	12.4
Newark On Trent	16,977,620	6.2
Boston - Alban Retail Park	12,484,809	4.6
Nottingham Central	9,487,633	3.5
Lincoln - Lincoln West Retail Park	7,147,624	2.6
Horncastle	6,305,428	2.3
Peterborough	6,279,749	2.3
Other	35,724,298	13.1
Total	273,074,689	100.0



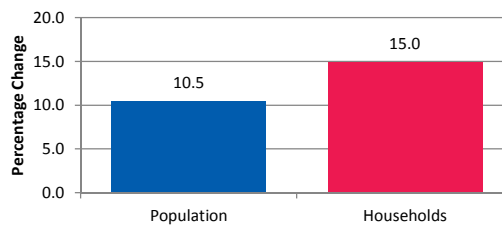
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What is the available spend?

Category	Catchment Spend £000'S	%	GB Spend £'000s	%	Index		
					50	100	150
Alcohol & Tobacco	5,405	6.5	28,391,075	6.7		96	
Audio-visual, photo and info processing equip	2,950	3.5	15,254,040	3.6		98	
Clothing materials and garments	9,077	10.9	49,593,049	11.7		93	
Cultural services	3,854	4.6	18,075,747	4.3			108
Food	19,154	22.9	89,390,008	21.1			108
Games, toys & hobbies; sport & camping; musical instruments	5,114	6.1	26,306,316	6.2		98	
Gardens, plants and flowers	759	0.9	3,463,000	0.8			111
Eating Out	17,127	20.5	93,090,904	22.0		93	
Household Goods	6,109	7.3	30,652,047	7.3			101
Household textiles	971	1.2	5,765,788	1.4		85	
Jewellery, clocks and watches	1,323	1.6	6,765,973	1.6		99	
Major household appliances (electric or not)	797	1.0	5,533,715	1.3		73	
Medical, Personal Care	2,032	2.4	8,409,974	2.0			122
Pets and related products	941	1.1	3,333,000	0.8			143
Printed Media	2,269	2.7	11,047,404	2.6			104
Shoes and other footwear	1,431	1.7	7,918,643	1.9		91	
Small electrical household appliances	4,185	5.0	19,681,292	4.7			108

Total Comparison	37,957	45.5	193,724,242	45.8
Total Convenience	24,559	29.4	117,781,082	27.9
Total Leisure	20,981	25.1	111,166,651	26.3
Total Expenditure	83,497	100.0	422,671,976	100.0

How will my catchment change?



	2013	2023	% Change 2013-2023
Population	57,601	63,638	10.5
Households	24,300	27,933	15.0

If you would like further information about forward looking variables regarding your centre then please speak to your account manager.

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Glossary of Key Terms

Report Section	Definition
Catchment key stats	
Centre Type	Type of retail centre e.g. Town Centre, Parade, City Centre
Population	Count of Population in catchment
Shopper Population	Weighted population by shopper flow
Households	Count of households in catchment
Adults 18+	Count of Adults 18+ in catchment
Catchment area extent	
This Where Britain Shops catchment map shows your market share percentage. For example, an area showing a 50-60% figure in catchment means that 50%+ of shoppers in this area shop in that centre. It also illustrates the percentage of shoppers that shop elsewhere. For example, an area showing a band retaining 20-30% of shoppers means that 70-80% of shoppers from this area go elsewhere. <i>Data Source: Where Britain Shops 2012</i>	
Market Share	This is the shopper market share by postal sector for the selected centre.
Key consumer Groups	
This shows the centres shopper population in relation to the catchments actual population. It helps you recognise the individual groups that make up the local shopper population using the Mosaic geo-demographic classification systems. <i>Data Source: Mosaic UK 2014 & Where Britain Shops 2012</i>	
Mosaic UK	This is one of Experian Consumer Insight and Targetings core products and classifies all UK consumers into 15 Groups and 66 Types based on their socio-economic and cultural behaviour. It was significantly updated in 2014.
Retail Centre Ranking	
This shows the Where Britain Shops catchments ranked on comparison spend (as seen in the available spend section). From the list of ranked centres, the 10 above and below the target centre are displayed. <i>Data Source: Retail Planner 2012</i>	
Rank	Ranked position of the centre. These are ranked on Comparison Spend (as seen in the available spend section)
Centre Name	Name of Where Britain Shops centre - the list includes the 10 centres above and below the report centre.
Comparison Spend (£millions)	Sum of spend categories (seen in available spend section) minus cultural services, eating out, food and alcohol.
Where shoppers are going (Shopper Leakage)	
This details the retail centres catchment shopper leakage to specific neighbouring retail centres. <i>Data Source: Where Britain Shops 2012</i>	
Shopper Population	Estimated number of shoppers based on modelled shopper flow.
Where shopper expenditure is going (Expenditure Leakage)	
This details the retail centres catchment expenditure leakage to neighbouring catchments and its expenditure retention. <i>Data Source: Retail Planner</i>	
Shopper Expenditure	Weighted Retail Planner 2012 expenditure by shopper flow.
Available Spend	
This shows the spend in various categories from Retail Planner 2012. It shows the estimated expenditure in the various categories for the catchment being reported on. These figures are then aggregated to three different types of expenditure; comparison; convenience and leisure. The spend figures are then compared to a national base to provide an index figure. This allows you to see whether your centre is over or under represented in any particular category. <i>Data Source: Retail Planner 2012</i>	
Total Comparison	Total of all categories MINUS Alcohol & Tobacco, Food, Cultural Services, Eating Out.
Total Convenience	Total of Alcohol & Tobacco and Food.
Total Leisure	Total of Cultural Services and Eating Out.
Total Expenditure	Total of Comparison, Convenience and Leisure.
Catchment Change	
This shows the predicted change in Population and Households over a ten year period.	
Miscellaneous Terminology	
Where Britain Shops	This is based on a survey which details consumers preferred shopping destinations in town and in retail parks. It provides a comprehensive set of catchments and shopper flows for all significant retail destinations in the UK. Where Britain Shops utilises a gravity model called the 'Shopper Flow' model that calculates the probability of someone living in a specific postal sector shopping in a particular retail area. The model is re-evaluated each year in the light of retail supply and demand changes. <i>Data Source: Where Britain Shops 2012</i>

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Who are my key consumer Groups?

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Group	Catchment Population	%	GB Population	%	Pen	Index	0	50	100	150	200
A	City Prosperity	0	2,501,698	4.0	0.00	0					
B	Prestige Positions	864	4,718,649	7.6	0.02	20					
C	Country Living	7,852	3,911,981	6.3	0.20	214					
D	Rural Reality	23,615	3,862,520	6.2	0.61	653					
E	Senior Security	3,470	4,687,812	7.6	0.07	79					
F	Suburban Stability	2,143	3,807,004	6.1	0.06	60					
G	Domestic Success	4,122	5,567,180	9.0	0.07	79					
H	Aspiring Homemakers	9,232	6,009,728	9.7	0.15	164					
I	Family Basics	1,292	5,306,404	8.6	0.02	26					
J	Transient Renters	1,488	3,499,456	5.6	0.04	45					
K	Municipal Challenge	529	3,778,365	6.1	0.01	15					
L	Vintage Value	1,801	3,201,624	5.2	0.06	60					
M	Modest Traditions	1,281	3,033,779	4.9	0.04	45					
N	Urban Cohesion	2	3,752,695	6.1	0.00	0					
O	Rental Hubs	327	4,344,630	7.0	0.01	8					
Overall Totals		58,018	100.00	61,983,525	100.00	0.09	100				

Top 3 Groups Based on Shopper Population (Target) %

D Rural Reality	H Aspiring Homemakers	C Country Living
<ul style="list-style-type: none"> Rural locations Village and outlying houses Agricultural employment Most are homeowners Affordable value homes Slow Internet speeds 	<ul style="list-style-type: none"> Younger households Full-time employment Private suburbs Affordable housing costs Starter salaries Buy and sell on eBay 	<ul style="list-style-type: none"> Rural locations Well-off homeowners Attractive detached homes Higher self-employment High car ownership High use of Internet