

Location Report



| Created: Nov 20 2025 4:50PM in 6 seconds |

...: PUB SEGMENTATION ...

Site: Waggon & Horses, LA 1 1RD

A Town Local pub is often on the fringe of a town centre or a smaller high street. The local population can therefore be more important to the success than for other town centre pubs, particularly due to the lower number of workers. Getting the right mix of clientele between local residents and shoppers could be key to a thriving pub. Drink sales are above average and food is typically of secondary importance. The proximity to town centres allows a premium to be charged for many drinks.

Variable	Target Value
Best Fit Segmentation	Town Local
How close it the Best Fit	0.52
Second Best Fit Segmentation	Town Tavern
How close it the Second Best Fit	0.35
Third Best Fit Segmentation	none
How close it the Third Best Fit	0.00



GROUP 1: CONFIDENT CONFORMISTS

Fairly comfortably off, they follow trends and regularly eat and drink out, mainly in pub restaurants with a glass of wine.



GROUP 7: TRENDING TASTEMAKERS

Busy, but always make time for eating and drinking out. They're first to visit the latest trendy place and tell you about it on social media.



GROUP 9: SPARKLING SOCIALISERS

Regularly wine & dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.













GROUP 10: BUSINESS CLASS-SEEKERS

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.











...: MATCH CONSUMER SEGMENTATION ...

Site: **Waggon & Horses, LA 1 1RD : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	350	16.89%	9,583,035	15.35%	110.08%	
C02. Comfortable Sceptics	199	9.60%	8,713,823	13.95%	68.83%	
C03. Mainstream Minded	258	12.45%	6,388,194	10.23%	121.73%	
C04. Cost-Conscious Champions	225	10.86%	7,857,998	12.58%	86.30%	
C05. Carefree Dolce Vitas	117	5.65%	4,527,939	7.25%	77.88%	
C06. Family Pit Stoppers	157	7.58%	4,593,126	7.35%	103.02%	
C07. Trending Tastemakers	302	14.58%	5,955,829	9.54%	152.83%	
C08. Steadfast Sippers	74	3.57%	4,164,917	6.67%	53.55%	
C09. Sparkling Socialisers	74	3.57%	4,164,917	6.67%	53.55%	
C10. Business Class Seekers	185	8.93%	5,441,256	8.71%	102.47%	
Total	2,072	100.00%	62,449,686	100.00%	100.00%	











...: MATCH CONSUMER SEGMENTATION ...

Site: **Waggon & Horses, LA 1 1RD : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	2,277	16.26%	9,583,035	15.35%	105.97%	
C02. Comfortable Sceptics	1,440	10.28%	8,713,823	13.95%	73.70%	
C03. Mainstream Minded	1,685	12.03%	6,388,194	10.23%	117.63%	
C04. Cost-Conscious Champions	1,901	13.58%	7,857,998	12.58%	107.89%	
C05. Carefree Dolce Vitas	826	5.90%	4,527,939	7.25%	81.36%	
C06. Family Pit Stoppers	1,181	8.43%	4,593,126	7.35%	114.67%	
C07. Trending Tastemakers	1,712	12.23%	5,955,829	9.54%	128.19%	
C08. Steadfast Sippers	727	5.19%	4,164,917	6.67%	77.85%	
C09. Sparkling Socialisers	727	5.19%	4,164,917	6.67%	77.85%	
C10. Business Class Seekers	1,128	8.06%	5,441,256	8.71%	92.45%	
Total	14,003	100.00%	62,449,686	100.00%	100.00%	











...: MATCH CONSUMER SEGMENTATION ...

Site: **Waggon & Horses, LA 1 1RD : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	5,752	15.81%	9,583,035	15.35%	103.05%	
C02. Comfortable Sceptics	3,927	10.80%	8,713,823	13.95%	77.38%	
C03. Mainstream Minded	4,340	11.93%	6,388,194	10.23%	116.64%	
C04. Cost-Conscious Champions	4,930	13.55%	7,857,998	12.58%	107.72%	
C05. Carefree Dolce Vitas	2,293	6.30%	4,527,939	7.25%	86.95%	
C06. Family Pit Stoppers	3,087	8.49%	4,593,126	7.35%	115.39%	
C07. Trending Tastemakers	4,129	11.35%	5,955,829	9.54%	119.03%	
C08. Steadfast Sippers	2,067	5.68%	4,164,917	6.67%	85.21%	
C09. Sparkling Socialisers	2,067	5.68%	4,164,917	6.67%	85.21%	
C10. Business Class Seekers	2,906	7.99%	5,441,256	8.71%	91.70%	
Total	36,373	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Waggon & Horses, LA 1 1RD : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	13,528	15.45%	9,583,035	15.35%	100.69%	
C02. Comfortable Sceptics	11,581	13.23%	8,713,823	13.95%	94.79%	
C03. Mainstream Minded	9,569	10.93%	6,388,194	10.23%	106.84%	
C04. Cost-Conscious Champions	12,256	14.00%	7,857,998	12.58%	111.25%	
C05. Carefree Dolce Vitas	5,967	6.82%	4,527,939	7.25%	93.99%	
C06. Family Pit Stoppers	6,677	7.63%	4,593,126	7.35%	103.69%	
C07. Trending Tastemakers	8,540	9.75%	5,955,829	9.54%	102.27%	
C08. Steadfast Sippers	5,860	6.69%	4,164,917	6.67%	100.35%	
C09. Sparkling Socialisers	5,860	6.69%	4,164,917	6.67%	100.35%	
C10. Business Class Seekers	6,716	7.67%	5,441,256	8.71%	88.04%	
Total	87,556	100.00%	62,449,686	100.00%	100.00%	

...: NEAREST COMPETITORS ...
| 20 Nearest Competitors centred on CGAIdent: 66231 Waggon & Horses, LA 1 1RD | 2025-11-20 |

Pin	Dist (KM)	ID	Name	Address	Postcode	Segment	Operator	Brand
1	0.00	811173	Quite Simply French	St Georges Quay, LANCASTER	LA 1 1RD	French Restaurants	Independent Free	Unbranded
2	0.12	66230	George & Dragon	St Georges Quay, LANCASTER	LA 1 1RB	Community/Wet Led/Local	Admiral Taverns Ltd	Unbranded
3	0.18	66268	British Rail Club	Morecambe Road, LANCASTER	LA 1 2RX	Registered Social club	Independent Free	Unbranded
4	0.46	66256	Skerton Liberal Club	Lune Street, Skerton, LANCASTER	LA 1 2AJ	Political (Registered) Club	Independent Free	Unbranded
5	0.48	66320	Lancaster Cricket & Sports Club	Lune Road, LANCASTER	LA 1 5QU	Cricket Club	Independent Free	Unbranded
6	0.49	66197	Three Mariners	Bridge Lane, LANCASTER	LA 1 1EE	Dry Led	Robinsons	Unbranded
7	0.51	66201	Sun Hotel	Church Street, LANCASTER	LA 1 1ET	Dry Led	C2 Investment	Unbranded
8	0.55	66317	Westfield Recreation & Bowl Club	West Road, LANCASTER	LA 1 5PE	Other Sports Club	Independent Free	Unbranded
9	0.58	66206	Bobbin	Cable Street, LANCASTER	LA 1 1HH	Circuit Bar - Traditional Town	Independent Free	Unbranded
10	0.58	66252	Merchants	Castle Hill, LANCASTER	LA 1 1YN	Circuit Bar - Young Persons	Greene King	Unbranded
11	0.59	66203	Pub	China Street, LANCASTER	LA 1 1EX	Community/Wet Led/Local	Independent Free	Unbranded
12	0.59	244091	Bombay Indian Restaurant	China Street, LANCASTER	LA 1 1EX	Indian Restaurant	Independent Free	Unbranded
13	0.59	16270873	Nami Sushi	China Street, LANCASTER	LA 1 1EX	Japanese Restaurants	Independent Free	Unbranded
14	0.59	273347	Marula Monkey	Sun Street, LANCASTER	LA 1 1EW	Cafe Bar/Wine Bar/Brasserie/Bar & Restaurant	Independent Free	Unbranded
15	0.60	258149	Cappuvino	Church Street, LANCASTER	LA 1 1LH	Bistros & Bars Restaurants	Independent Free	Unbranded
16	0.60	234271	Molinaris	Church Street, LANCASTER	LA 1 1LH	Italian Restaurants	Independent Free	Unbranded
17	0.60	260281	Squires Snooker & Sports Bar	Church Street, LANCASTER	LA 1 1LH	Snooker/Pool Clubs	Independent Free	Unbranded
18	0.60	256007	Mint Cafe Bar	Church Street, LANCASTER	LA 1 1LH	Cafe Bar/Wine Bar/Brasserie/Bar & Restaurant	Independent Free	Unbranded
19	0.60	66214	Bella Italia	Church Street, LANCASTER	LA 1 1LH	Italian Restaurants	Big Table Group Ltd	Bella Italia
20	0.60	66213	Study Room	Church Street, LANCASTER	LA 1 1LH	Circuit Bar - Young Persons	Star Pubs & Bars	Unbranded














...: POPULATION BY AGE BAND ...

Site: **Waggon & Horses, LA 1 1RD : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	208	9.08%	7,192,567	11.72%	77.47%	
Aged 10 to 14	102	4.45%	3,548,969	5.79%	76.99%	
Aged 15 to 17	57	2.49%	2,266,886	3.70%	67.36%	
Aged 18 to 24	554	24.19%	5,771,900	9.41%	257.13%	
Aged 25 to 34	484	21.14%	8,185,472	13.34%	158.40%	
Aged 35 to 44	285	12.45%	8,562,889	13.96%	89.16%	
Aged 45 to 54	256	11.18%	8,485,313	13.83%	80.82%	
Aged 55 to 64	194	8.47%	7,225,032	11.78%	71.93%	
Aged 65 to 75	84	3.67%	5,331,903	8.69%	42.20%	
Aged 75 to 84	47	2.05%	3,416,724	5.57%	36.85%	
Aged 85+	19	0.83%	1,360,040	2.22%	37.43%	
Aged under 18	864	37.73%	16,513,436	26.92%	140.16%	
Adults (Aged 18-64)	1,773	77.42%	38,230,606	62.32%	124.24%	
Total	2,290	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Waggon & Horses, LA 1 1RD : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	1,617	11.25%	7,192,567	11.72%	95.96%	
Aged 10 to 14	745	5.18%	3,548,969	5.79%	89.61%	
Aged 15 to 17	417	2.90%	2,266,886	3.70%	78.52%	
Aged 18 to 24	2,612	18.17%	5,771,900	9.41%	193.17%	
Aged 25 to 34	2,331	16.22%	8,185,472	13.34%	121.56%	
Aged 35 to 44	1,827	12.71%	8,562,889	13.96%	91.08%	
Aged 45 to 54	1,781	12.39%	8,485,313	13.83%	89.59%	
Aged 55 to 64	1,373	9.55%	7,225,032	11.78%	81.12%	
Aged 65 to 75	857	5.96%	5,331,903	8.69%	68.61%	
Aged 75 to 84	590	4.11%	3,416,724	5.57%	73.71%	
Aged 85+	222	1.54%	1,360,040	2.22%	69.68%	
Aged under 18	4,974	34.61%	16,513,436	26.92%	128.57%	
Adults (Aged 18-64)	9,924	69.05%	38,230,606	62.32%	110.80%	
Total	14,372	100.00%	61,347,695	100.00%	100.00%	














...: POPULATION BY AGE BAND ...

Site: **Waggon & Horses, LA 1 1RD : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	3,926	10.68%	7,192,567	11.72%	91.12%	■
Aged 10 to 14	1,999	5.44%	3,548,969	5.79%	94.03%	■
Aged 15 to 17	1,182	3.22%	2,266,886	3.70%	87.04%	■
Aged 18 to 24	6,583	17.91%	5,771,900	9.41%	190.39%	■
Aged 25 to 34	5,478	14.91%	8,185,472	13.34%	111.72%	■
Aged 35 to 44	4,708	12.81%	8,562,889	13.96%	91.78%	■
Aged 45 to 54	4,571	12.44%	8,485,313	13.83%	89.93%	■
Aged 55 to 64	3,661	9.96%	7,225,032	11.78%	84.59%	■
Aged 65 to 75	2,385	6.49%	5,331,903	8.69%	74.67%	■
Aged 75 to 84	1,592	4.33%	3,416,724	5.57%	77.78%	■
Aged 85+	665	1.81%	1,360,040	2.22%	81.62%	■
Aged under 18	12,508	34.04%	16,513,436	26.92%	126.44%	■
Adults (Aged 18-64)	25,001	68.03%	38,230,606	62.32%	109.17%	■
Total	36,750	100.00%	61,347,695	100.00%	100.00%	






...: POPULATION BY AGE BAND ...

Site: **Waggon & Horses, LA 1 1RD : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	9,055	10.21%	7,192,567	11.72%	87.04%	
Aged 10 to 14	5,083	5.73%	3,548,969	5.79%	99.03%	
Aged 15 to 17	3,152	3.55%	2,266,886	3.70%	96.14%	
Aged 18 to 24	11,493	12.95%	5,771,900	9.41%	137.67%	
Aged 25 to 34	10,800	12.17%	8,185,472	13.34%	91.22%	
Aged 35 to 44	11,151	12.57%	8,562,889	13.96%	90.04%	
Aged 45 to 54	11,707	13.19%	8,485,313	13.83%	95.39%	
Aged 55 to 64	10,270	11.57%	7,225,032	11.78%	98.28%	
Aged 65 to 75	8,127	9.16%	5,331,903	8.69%	105.39%	
Aged 75 to 84	5,487	6.18%	3,416,724	5.57%	111.03%	
Aged 85+	2,404	2.71%	1,360,040	2.22%	122.21%	
Aged under 18	25,631	28.89%	16,513,436	26.92%	107.32%	
Adults (Aged 18-64)	55,421	62.46%	38,230,606	62.32%	100.23%	
Total	88,729	100.00%	61,347,695	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Waggon & Horses, LA 1 1RD : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	877	42.33%	12,753,342	20.57%	205.75%	
Low	372	17.95%	13,318,108	21.48%	83.57%	
Average	101	4.87%	11,835,833	19.09%	25.53%	
High	396	19.11%	13,679,112	22.07%	86.62%	
Very High	326	15.73%	10,408,216	16.79%	93.71%	
Total	2,072	100.00%	61,994,611	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Waggon & Horses, LA 1 1RD : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	6,205	44.36%	12,753,342	20.57%	215.65%	
Low	4,319	30.88%	13,318,108	21.48%	143.74%	
Average	1,099	7.86%	11,835,833	19.09%	41.16%	
High	1,712	12.24%	13,679,112	22.07%	55.47%	
Very High	652	4.66%	10,408,216	16.79%	27.77%	
Total	13,987	100.00%	61,994,611	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Waggon & Horses, LA 1 1RD : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	13,972	38.84%	12,753,342	20.57%	188.81%	
Low	11,828	32.88%	13,318,108	21.48%	153.06%	
Average	3,774	10.49%	11,835,833	19.09%	54.95%	
High	3,870	10.76%	13,679,112	22.07%	48.76%	
Very High	2,527	7.03%	10,408,216	16.79%	41.84%	
Total	35,971	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Waggon & Horses, LA 1 1RD : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	23,486	27.00%	12,753,342	20.57%	131.26%	
Low	27,536	31.66%	13,318,108	21.48%	147.36%	
Average	20,549	23.62%	11,835,833	19.09%	123.74%	
High	9,147	10.52%	13,679,112	22.07%	47.66%	
Very High	6,262	7.20%	10,408,216	16.79%	42.88%	
Total	86,980	100.00%	61,994,611	100.00%	100.00%	