Pub Catchment Report - HP 1 1QR

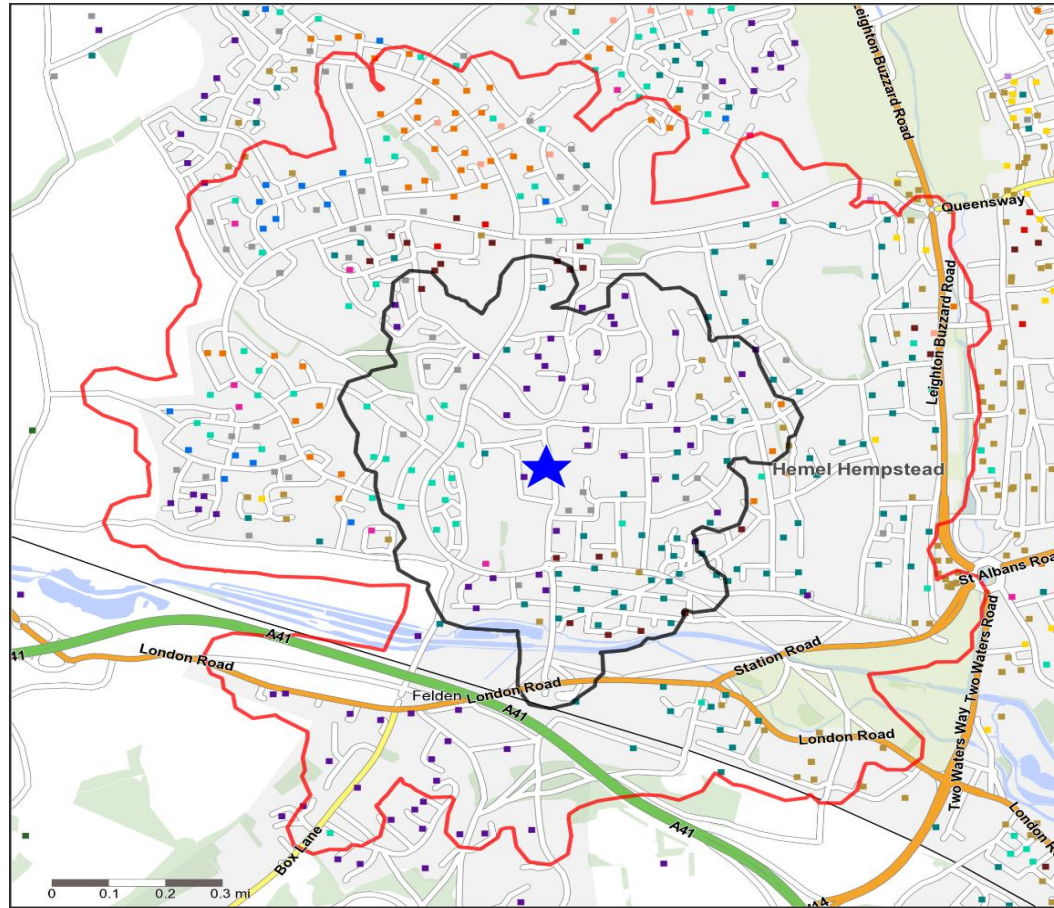| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	8	286
Catchment Adults 18+	4,401	13,819	337,361
Catchment Adults 18+ Per Pub	1,467	1,727	1,180
Populaton Projection 2018 to 2028 (% change)	8.11%	9.10%	10.08%

	10 Minute Walktime			
Rank	Type	Target Customers	% of Population	Index
1	Premium Local	3,904	88.7	171
2	Great Pub Great Food	3,869	87.9	189
3	High Street Pub	3,179	72.2	115
4	Bit of Style	2,312	52.5	406
5	Community Pub	1,124	25.5	63
6	Craft Led	293	6.7	25
7	Circuit Bar	64	1.5	14

	20 Minute Walktime			
Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	11,599	83.9	162
2	Premium Local	9,545	69.1	148
3	Great Pub Great Food	9,180	66.4	105
4	Bit of Style	6,993	50.6	391
5	Community Pub	5,456	39.5	98
6	Craft Led	1,629	11.8	44
7	Circuit Bar	872	6.3	61

	20 Minute Drivetime			
Rank	Type	Target Customers	% of Population	Index
1	Premium Local	237,696	70.5	136
2	Great Pub Great Food	227,742	67.5	145
3	High Street Pub	216,116	64.1	102
4	Bit of Style	151,636	44.9	348
5	Community Pub	117,701	34.9	86
6	Craft Led	45,013	13.3	50
7	Circuit Bar	28,755	8.5	83

Pub Catchment Report - HP 1 1QR

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	588	13.4	151	1,637	11.8	134	45,074	13.4	151
C1	529	12.0	98	1,870	13.5	110	44,475	13.2	108
C2	309	7.0	85	1,104	8.0	97	24,216	7.2	87
DE	188	4.3	42	861	6.2	61	23,112	6.9	67

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)	324	7.4	22	2,030	14.7	44	40,410	12.0	36
Medium (7-13)	910	20.7	62	4,255	30.8	93	89,196	26.4	80
High (14-19)	3,017	68.6	241	7,542	54.6	192	200,290	59.4	209

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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★ 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
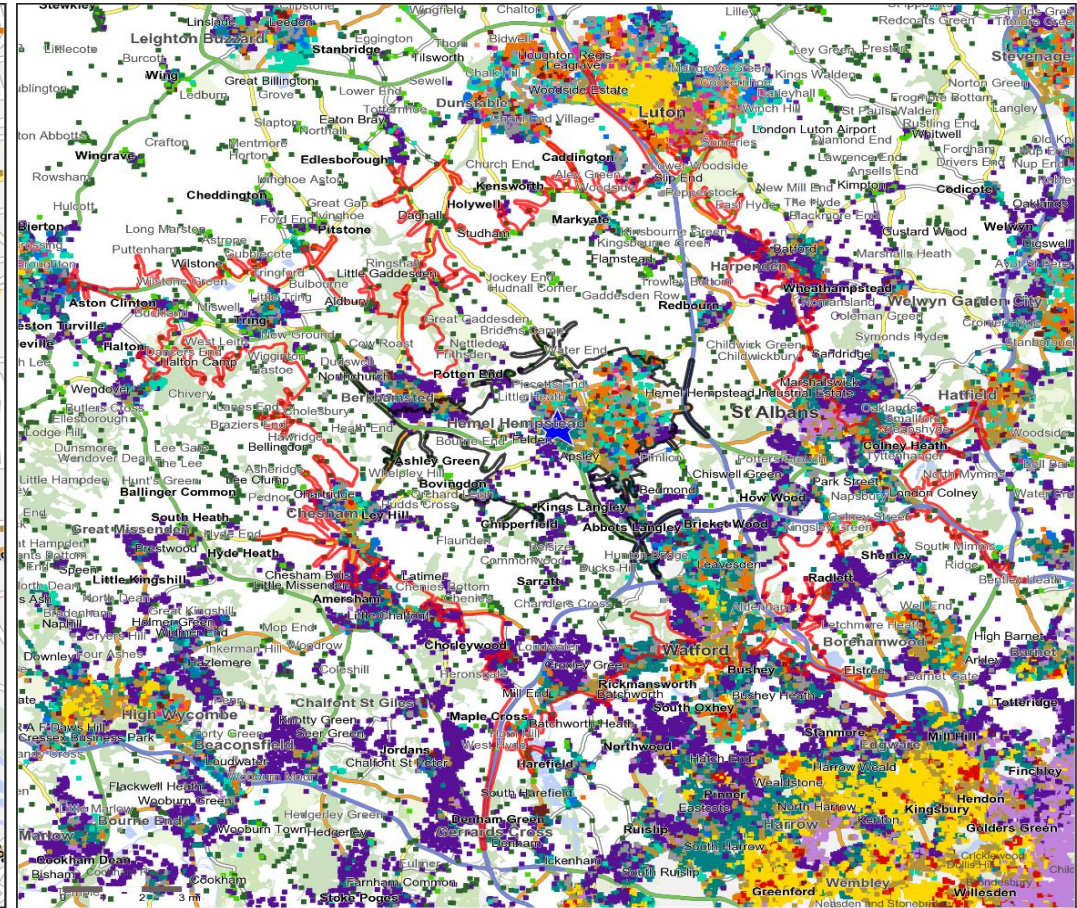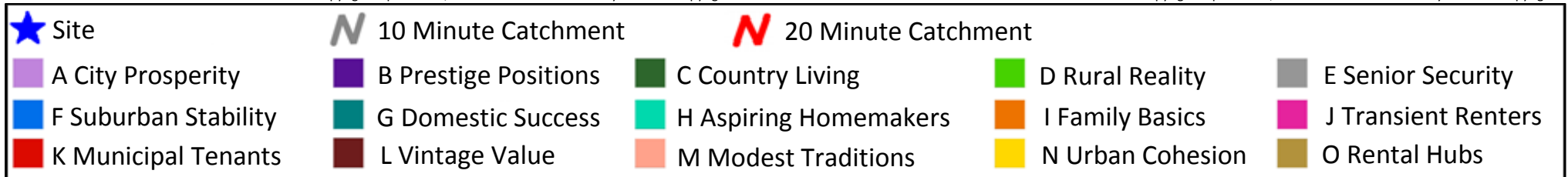
Adults 18+ by Mosaic Type in Each Catchment

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	7	230
A02	Uptown Elite	0	7	588	8,185
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	2,074
B05	Premium Fortunes	11	221	1,788	19,074
B06	Diamond Days	462	685	3,380	18,729
B07	Alpha Families	505	758	2,591	17,955
B08	Bank of Mum and Dad	238	321	2,120	8,983
B09	Empty-Nest Adventure	7	9	712	1,644
C10	Wealthy Landowners	0	30	776	7,140
C11	Rural Vogue	0	0	59	403
C12	Scattered Homesteads	0	0	0	2
C13	Village Retirement	0	0	70	1,729
D14	Satellite Settlers	0	0	443	3,639
D15	Local Focus	0	0	0	625
D16	Outlying Seniors	0	0	0	394
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	335	507	3,140	15,043
E19	Bungalow Heaven	0	0	176	1,402
E20	Classic Grandparents	17	157	746	1,214
E21	Solo Retirees	30	676	2,996	5,498
F22	Boomerang Boarders	0	158	422	1,615
F23	Family Ties	36	315	1,338	4,856
F24	Fledgling Free	0	0	31	83
F25	Dependable Me	0	0	337	1,282
G26	Cafés and Catchments	620	1,699	4,360	33,220
G27	Thriving Independence	727	1,717	7,987	32,326
G28	Modern Parents	0	26	78	636
G29	Mid-Career Convention	0	0	585	4,511
H30	Primary Ambitions	673	1,954	11,202	21,348
H31	Affordable Fringe	0	0	95	128
H32	First-Rung Futures	0	3	261	886
H33	Contemporary Starts	0	46	754	4,003
H34	New Foundations	0	9	786	1,654
H35	Flying Solo	0	38	575	2,541

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	42	1,429	13,086	29,628
I37	Budget Generations	0	0	0	20
I38	Economical Families	0	0	0	13
I39	Families on a Budget	0	0	0	9
J40	Value Rentals	0	0	0	0
J41	Youthful Endeavours	0	0	175	203
J42	Midlife Renters	75	243	1,588	2,592
J43	Renting Rooms	0	0	38	376
K44	Inner City Stalwarts	0	0	8	1,036
K45	City Diversity	0	0	158	622
K46	High Rise Residents	0	0	0	294
K47	Single Essentials	1	94	1,197	1,563
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	0	96	636	835
L50	Pocket Pensions	90	307	1,116	3,053
L51	Retirement Communities	179	284	699	5,429
L52	Estate Veterans	0	5	845	1,299
L53	Seasoned Survivors	0	0	59	76
M54	Down-to-Earth Owners	0	0	12	12
M55	Back with the Folks	0	124	1,364	1,585
M56	Self Supporters	0	0	381	499
N57	Community Elders	0	0	514	4,600
N58	Culture & Comfort	0	0	75	6,828
N59	Large Family Living	0	0	0	202
N60	Ageing Access	0	131	1,073	4,877
O61	Career Builders	292	1,087	5,781	29,046
O62	Central Pulse	0	408	1,173	3,135
O63	Flexible Workforce	0	0	306	7,062
O64	Bus-Route Renters	63	275	3,136	6,928
O65	Learners & Earners	0	0	0	688
O66	Student Scene	0	0	0	92
U99	Unclassified	0	0	272	1,706
Total		**4,403**	**13,819**	**82,095**	**337,360**

Top 3 Mosaic Types in a 20 Minute Walktime	Top 3 Mosaic Types in a 20 Minute Drivetime

1. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods

- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

1. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs

- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

2. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing

- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

2. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing

- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

3. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs

- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

3. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords

- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

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

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	4,111	29.7	98	3,274	23.7	145	6,435	46.6	89
Male: Alone	1,933	14.0	47	2,931	21.2	136	8,956	64.8	122
Male: Group	3,639	26.3	115	2,651	19.2	73	7,530	54.5	110
Male: Pair	2,447	17.7	68	688	5.0	33	10,685	77.3	135
Mixed Sex: Group	1,796	13.0	57	3,878	28.1	88	8,146	58.9	134
Mixed Sex: Pair	2,027	14.7	63	6,499	47.0	145	5,293	38.3	90
With Children	3,081	22.3	77	2,160	15.6	93	8,578	62.1	117
Unknown	2,309	16.7	51	5,552	40.2	224	5,958	43.1	90
For Eating:									
Upmarket	6,556	47.4	155	4,283	31.0	149	2,981	21.6	46
Midmarket	6,809	49.3	143	1,473	10.7	118	5,537	40.1	72
Downmarket	2,983	21.6	97	2,841	20.6	59	7,995	57.9	139
For Drinking (monthly spend):									
Nothing	4,683	33.9	112	2,323	16.8	71	6,813	49.3	110
Low (less than £10)	5,586	40.4	135	1,947	14.1	60	6,286	45.5	100
Medium (Between £10 and £40)	6,215	45.0	147	2,150	15.6	87	5,454	39.5	79
High (Greater than £40)	6,239	45.1	174	2,928	21.2	103	4,652	33.7	64

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	80,961	24.0	79	83,491	24.7	151	171,203	50.7	97
Male: Alone	45,275	13.4	45	76,661	22.7	146	213,718	63.3	119
Male: Group	71,993	21.3	93	49,522	14.7	56	214,139	63.5	128
Male: Pair	55,363	16.4	63	16,958	5.0	33	263,334	78.1	136
Mixed Sex: Group	49,102	14.6	64	89,745	26.6	83	196,807	58.3	133
Mixed Sex: Pair	40,622	12.0	51	128,915	38.2	118	166,118	49.2	115
With Children	60,772	18.0	62	65,065	19.3	115	209,817	62.2	117
Unknown	79,461	23.6	72	108,011	32.0	179	148,181	43.9	92
For Eating:									
Upmarket	143,742	42.6	139	100,767	29.9	143	91,145	27.0	57
Midmarket	141,583	42.0	122	42,639	12.6	140	151,432	44.9	81
Downmarket	39,865	11.8	53	74,085	22.0	63	221,704	65.7	158
For Drinking (monthly spend):									
Nothing	82,500	24.5	81	62,754	18.6	79	190,400	56.4	126
Low (less than £10)	117,883	34.9	117	47,690	14.1	60	170,081	50.4	111
Medium (Between £10 and £40)	141,123	41.8	137	71,530	21.2	119	123,002	36.5	73
High (Greater than £40)	129,498	38.4	148	94,581	28.0	137	111,575	33.1	63

Competitor Map and Report
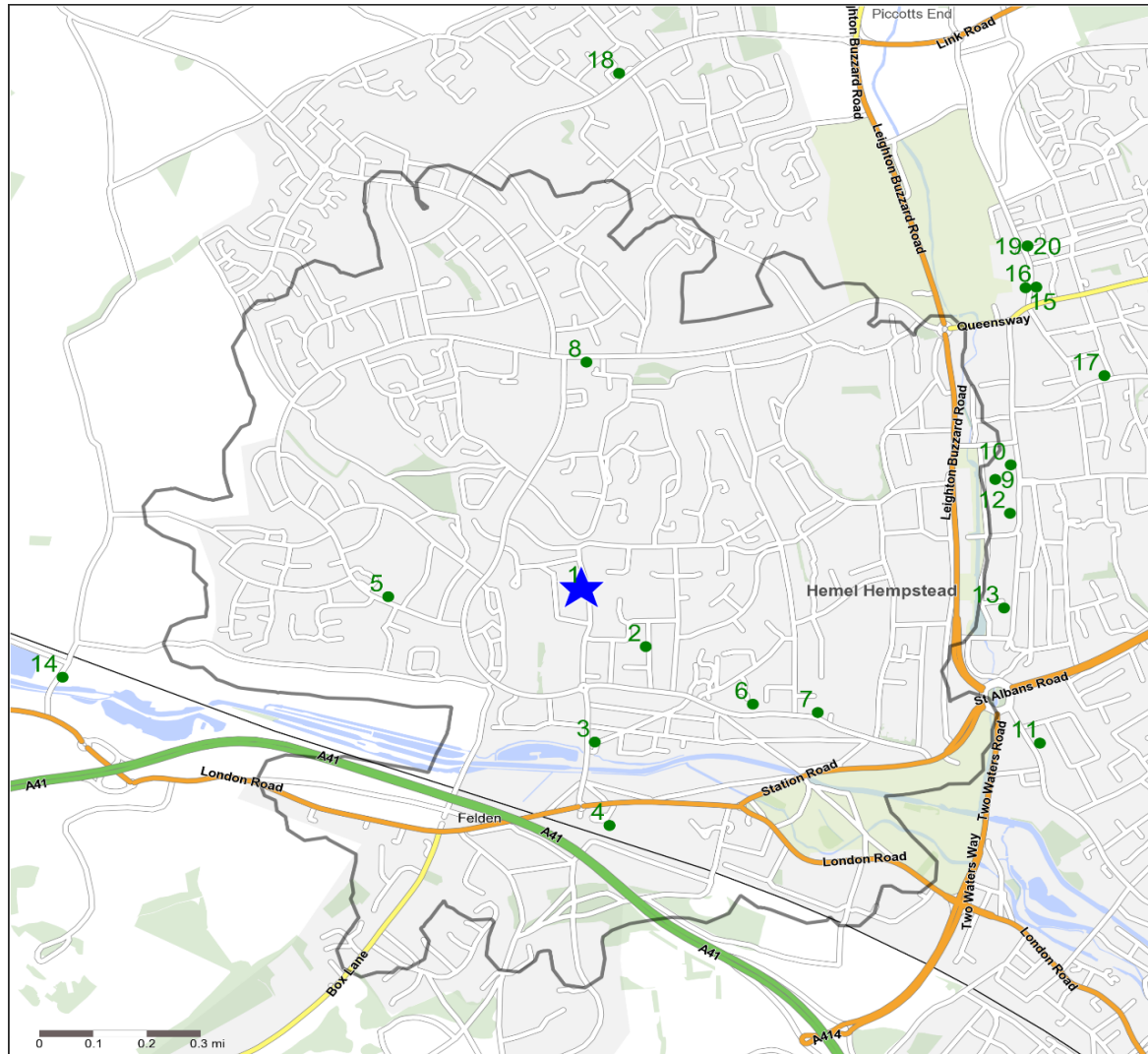
Competitor Map

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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	Grapes, HP 1 1QR	Star Pubs & Bars	0.9	0.1
2	Post Office Arms, HP 1 1QN	Fuller Smith & Turner	5.7	1.5
3	Fishery Inn, HP 1 1NA	Mitchells & Butlers	7.2	1.3
4	Mallard, HP 3 9BQ	Mitchells & Butlers	10.9	2.0
5	Tudor Rose, HP 1 2HU	Ei Group	11.2	2.4
6	Three Blackbirds, HP 1 1NR	Greene King	11.5	2.1
7	Steam Coach, HP 1 1NP	Greene King	12.4	2.1
8	Top Of The World, HP 1 3QF	Mitchells & Butlers	12.4	2.2
9	Function Rooms, HP 1 1ET	Independent Free	21.7	5.0
10	Full House, HP 1 1EZ	Wetherspoon	22.0	5.2
11	Queens Head, HP 3 9HL	Punch Pub Company	23.5	3.8
12	Finlays Pub, HP 1 1BA	Independent Free	24.4	5.5
13	Cappuccio, HP 1 1BJ	Independent Free	25.1	5.9
14	Three Horseshoes, HP 1 2RZ	Wells and Youngs	26.0	4.6
15	White Hart, HP 1 3AE	Save Investments	26.0	4.8
16	Rose & Crown, HP 1 3AA	Ei Group	26.0	4.9
17	Midland Hotel, HP 2 5BH	Greene King	26.0	5.6
18	Gade & Goose, HP 1 3LB	Greene King	27.2	4.5
19	Old Bell, HP 1 3AF	Greene King	27.5	5.2
20	Olde Kings Arms, HP 1 3AF	Wells and Youngs	27.5	5.2