Pub Catchment Report - HP 2 4EW

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	7	382
Catchment Adults 18+	4,454	16,710	504,559
Catchment Adults 18+ Per Pub	2,227	2,387	1,321
Populaton Projection 2018 to 2028 (% change)	8.26%	9.32%	10.50%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	4,204	94.4	182	
2	Community Pub	2,627	59.0	127	
3	Premium Local	2,077	46.6	74	
4	Great Pub Great Food	1,992	44.7	346	
5	Bit of Style	1,760	39.5	98	
6	Circuit Bar	325	7.3	27	
7	Craft Led	193	4.3	42	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	15,308	91.6	177	
2	Community Pub	10,147	60.7	130	
3	Premium Local	7,580	45.4	72	
4	Great Pub Great Food	7,138	42.7	330	
5	Bit of Style	5,908	35.4	88	
6	Circuit Bar	2,196	13.1	49	
7	Craft Led	981	5.9	57	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	Premium Local	324,446	64.3	124	
2	High Street Pub	321,030	63.6	137	
3	Great Pub Great Food	291,776	57.8	92	
4	Bit of Style	217,830	43.2	334	
5	Community Pub	178,882	35.5	88	
6	Craft Led	80,877	16.0	60	
7	Circuit Bar	64,900	12.9	125	

Pub Catchment Report - HP 2 4EW

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	310	7.0	79	1,260	7.5	85	61,235	12.1	137
C1	512	11.5	94	2,110	12.6	103	65,555	13.0	106
C2	416	9.3	113	1,485	8.9	108	35,699	7.1	86
DE	465	10.4	101	1,745	10.4	101	39,138	7.8	75

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)	1,312	29.5	89	4,455	26.7	80	84,547	16.8	51
Medium (7-13)	1,618	36.3	110	6,195	37.1	112	141,785	28.1	85
High (14-19)	1,661	37.3	131	6,121	36.6	129	264,604	52.4	184

Catchment Mosaic Groups

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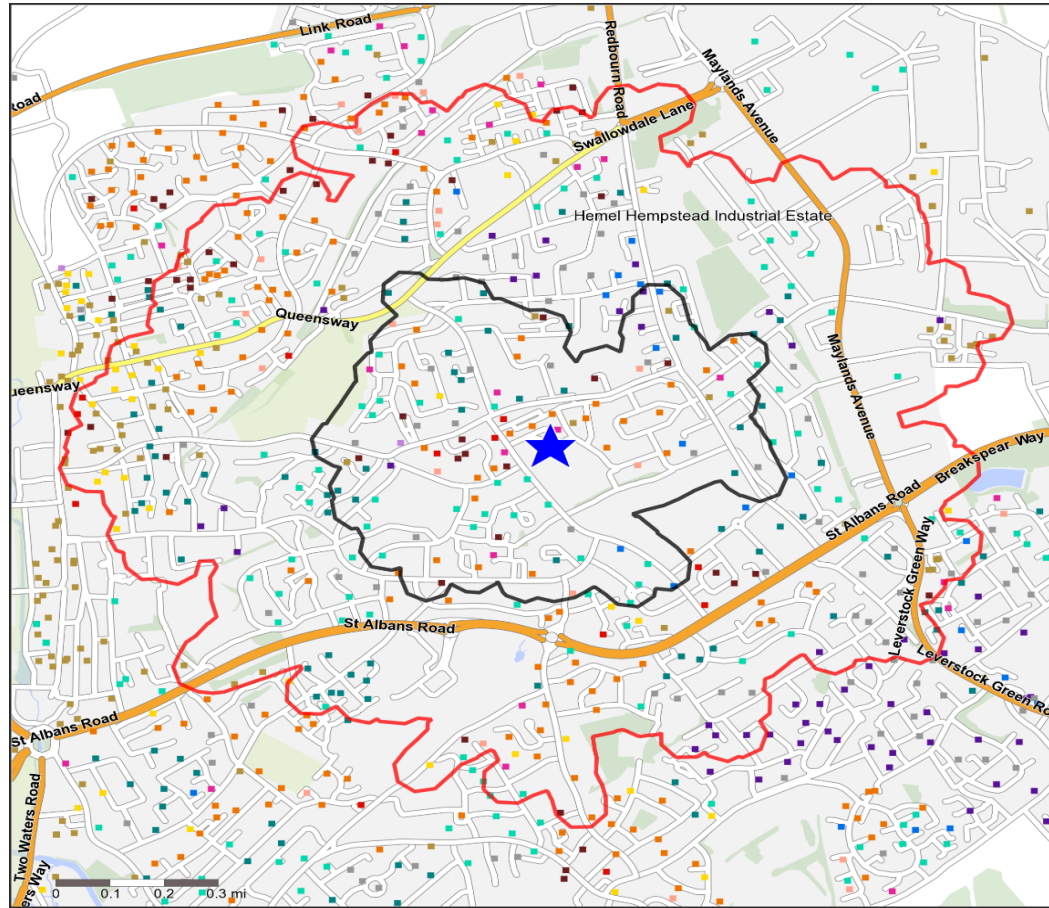
Mosaic Groups in 10 and 20 Minute DT Catchment Area

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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	
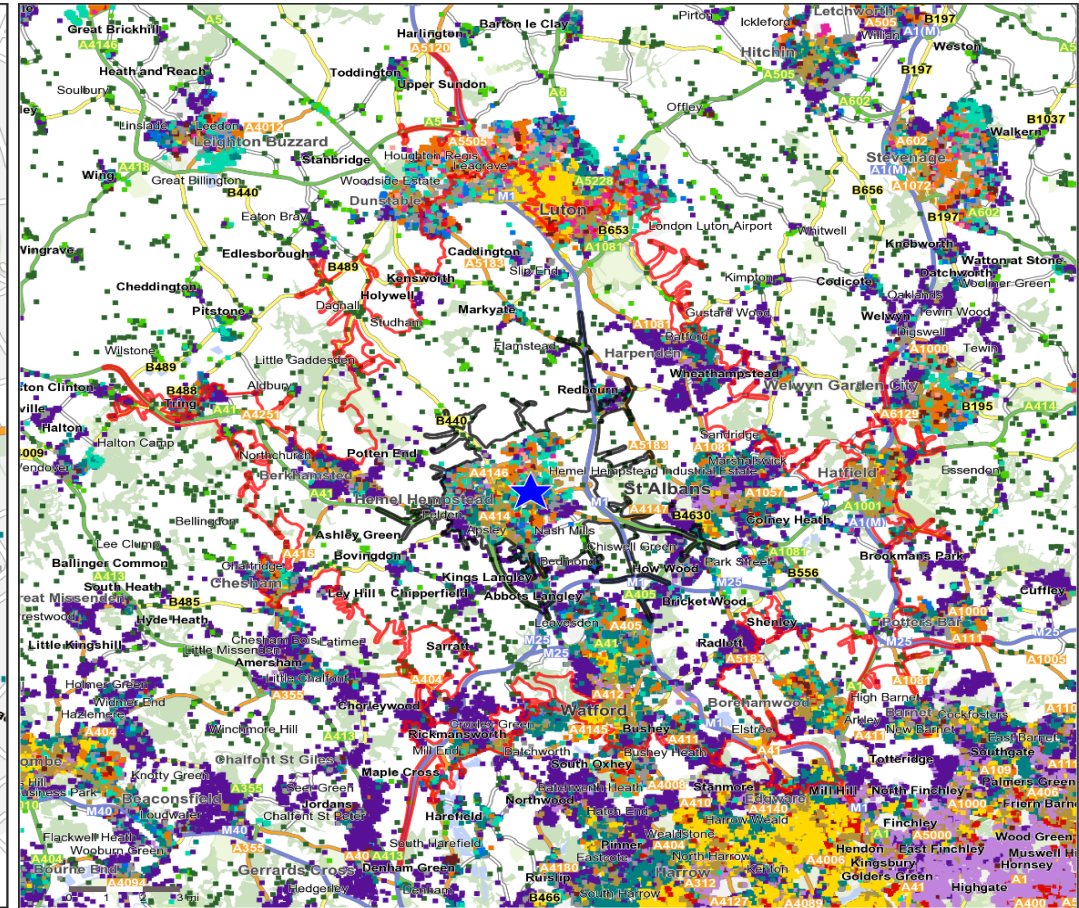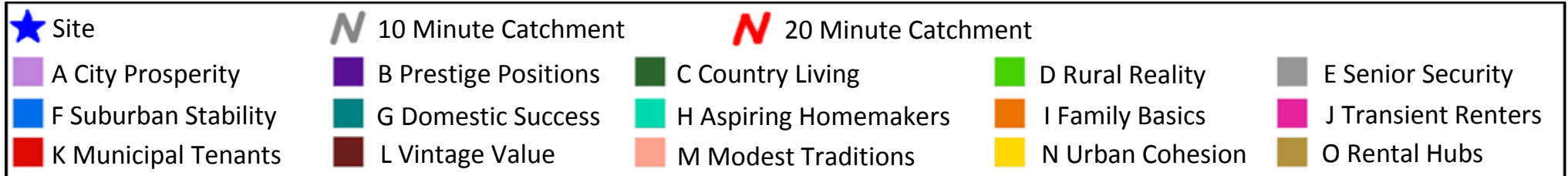
Adults 18+ by Mosaic Type in Each Catchment

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	0	310
A02	Uptown Elite	4	5	112	9,910
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	2,077
B05	Premium Fortunes	0	0	1,015	30,704
B06	Diamond Days	0	196	2,434	23,741
B07	Alpha Families	11	69	1,984	20,418
B08	Bank of Mum and Dad	46	284	2,109	11,278
B09	Empty-Nest Adventure	0	19	653	2,493
C10	Wealthy Landowners	0	0	572	6,520
C11	Rural Vogue	0	0	64	533
C12	Scattered Homesteads	0	0	0	2
C13	Village Retirement	0	0	64	1,531
D14	Satellite Settlers	0	0	100	3,340
D15	Local Focus	0	0	0	387
D16	Outlying Seniors	0	0	0	455
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	257	920	3,474	19,286
E19	Bungalow Heaven	41	41	241	2,428
E20	Classic Grandparents	57	200	778	3,411
E21	Solo Retirees	38	454	2,846	10,750
F22	Boomerang Boarders	0	94	376	2,948
F23	Family Ties	68	195	1,625	6,490
F24	Fledgling Free	0	0	22	58
F25	Dependable Me	19	65	416	1,721
G26	Cafés and Catchments	88	481	4,127	48,520
G27	Thriving Independence	500	1,771	7,600	38,340
G28	Modern Parents	0	0	73	496
G29	Mid-Career Convention	0	0	342	4,254
H30	Primary Ambitions	1,056	3,014	11,042	28,954
H31	Affordable Fringe	6	13	95	568
H32	First-Rung Futures	2	68	207	2,213
H33	Contemporary Starts	0	14	598	4,409
H34	New Foundations	0	77	782	2,922
H35	Flying Solo	87	185	613	3,919

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	1,096	3,625	12,896	37,428
I37	Budget Generations	0	0	0	1,431
I38	Economical Families	0	0	0	760
I39	Families on a Budget	0	0	0	1,279
J40	Value Rentals	0	0	0	72
J41	Youthful Endeavours	31	71	175	517
J42	Midlife Renters	115	302	1,675	5,830
J43	Renting Rooms	21	38	38	5,129
K44	Inner City Stalwarts	0	0	8	1,571
K45	City Diversity	20	20	158	1,821
K46	High Rise Residents	0	0	0	1,203
K47	Single Essentials	81	434	1,197	3,311
K48	Mature Workers	0	0	0	61
L49	Flatlet Seniors	48	212	636	1,751
L50	Pocket Pensions	326	517	1,033	4,047
L51	Retirement Communities	21	127	702	7,129
L52	Estate Veterans	71	353	845	1,960
L53	Seasoned Survivors	0	15	59	476
M54	Down-to-Earth Owners	0	9	12	24
M55	Back with the Folks	139	370	1,284	3,267
M56	Self Supporters	20	149	381	620
N57	Community Elders	13	198	514	12,896
N58	Culture & Comfort	0	27	75	11,906
N59	Large Family Living	0	0	0	8,237
N60	Ageing Access	24	401	998	5,779
O61	Career Builders	23	273	4,533	35,494
O62	Central Pulse	0	4	1,173	5,208
O63	Flexible Workforce	0	17	306	14,251
O64	Bus-Route Renters	124	1,327	3,634	11,669
O65	Learners & Earners	0	0	0	12,938
O66	Student Scene	0	0	0	3,544
U99	Unclassified	0	57	144	7,566
Total		**4,453**	**16,711**	**76,840**	**504,561**

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

1. 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

2. 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

3. 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

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

3. I36 Solid Economy

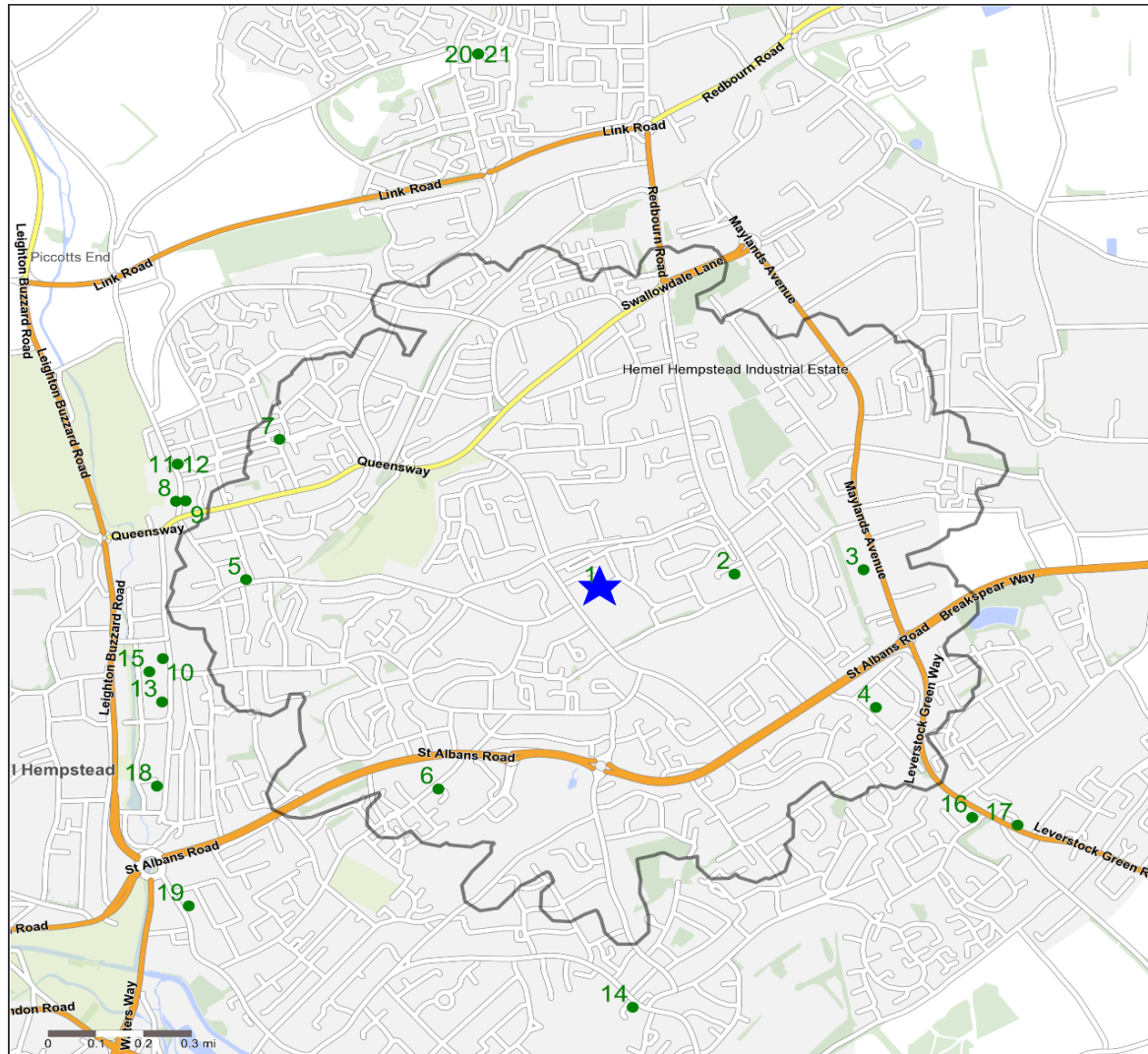Stable families with children, renting higher value homes from social landlords

- 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	6,557	39.2	130	4,019	24.1	147	6,077	36.4	70
Male: Alone	3,687	22.1	74	2,482	14.9	95	10,484	62.7	118
Male: Group	3,616	21.6	95	4,737	28.3	108	8,301	49.7	100
Male: Pair	4,370	26.2	100	1,065	6.4	42	11,218	67.1	117
Mixed Sex: Group	3,361	20.1	88	7,595	45.5	142	5,696	34.1	78
Mixed Sex: Pair	2,788	16.7	71	8,683	52.0	160	5,182	31.0	73
With Children	5,834	34.9	121	4,001	23.9	142	6,817	40.8	77
Unknown	4,492	26.9	82	6,818	40.8	228	5,343	32.0	67
For Eating:									
Upmarket	6,698	40.1	131	6,590	39.4	189	3,365	20.1	43
Midmarket	7,478	44.8	130	3,885	23.2	258	5,290	31.7	57
Downmarket	5,286	31.6	142	5,955	35.6	102	5,412	32.4	78
For Drinking (monthly spend):									
Nothing	8,838	52.9	175	2,603	15.6	66	5,212	31.2	70
Low (less than £10)	5,469	32.7	110	5,369	32.1	137	5,815	34.8	77
Medium (Between £10 and £40)	5,473	32.8	107	1,695	10.1	57	9,485	56.8	113
High (Greater than £40)	5,156	30.9	119	3,514	21.0	102	7,983	47.8	91

Pubs & Leisure: Attitudinal Profiles

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	137,369	27.2	90	106,272	21.1	129	253,351	50.2	96
Male: Alone	97,620	19.3	65	97,903	19.4	124	301,470	59.7	112
Male: Group	107,813	21.4	93	95,174	18.9	72	294,005	58.3	117
Male: Pair	108,066	21.4	82	39,563	7.8	51	349,363	69.2	121
Mixed Sex: Group	107,295	21.3	93	117,716	23.3	73	271,982	53.9	123
Mixed Sex: Pair	76,671	15.2	65	180,349	35.7	110	239,973	47.6	111
With Children	106,661	21.1	73	86,440	17.1	102	303,891	60.2	114
Unknown	133,532	26.5	81	154,542	30.6	171	208,918	41.4	86
For Eating:									
Upmarket	227,139	45.0	147	139,601	27.7	133	130,252	25.8	55
Midmarket	244,506	48.5	141	55,130	10.9	121	197,357	39.1	71
Downmarket	77,843	15.4	69	108,058	21.4	61	311,092	61.7	148
For Drinking (monthly spend):									
Nothing	121,019	24.0	79	102,111	20.2	86	273,863	54.3	121
Low (less than £10)	167,969	33.3	112	77,570	15.4	65	251,454	49.8	110
Medium (Between £10 and £40)	217,362	43.1	141	93,811	18.6	104	185,819	36.8	73
High (Greater than £40)	193,046	38.3	148	131,166	26.0	127	172,781	34.2	65

Competitor Map and Report

Competitor Map

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★ Site ● Star Pubs ● Pubs Ⳁ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Jubilee Adeyfield, HP 2 4EW	Star Pubs & Bars	0.0	0.3
2	Crabtree, HP 2 4HG	Mitchells & Butlers	9.4	2.1
3	Toby Carvery, HP 2 4SQ	Mitchells & Butlers	16.3	3.7
4	Plough & Dragon, HP 3 8PR	Wells and Youngs	16.3	3.7
5	Midland Hotel, HP 2 5BH	Greene King	16.9	2.6
6	Pommel Horse, HP 2 4JW	Greene King	17.5	3.1
7	Old Bell Gate, HP 2 5HY	Ei Group	19.6	3.3
8	White Hart, HP 1 3AE	Save Investments	22.0	3.6
9	Rose & Crown, HP 1 3AA	Ei Group	22.0	3.7
10	Full House, HP 1 1EZ	Wetherspoon	22.6	3.8
11	Old Bell, HP 1 3AF	Greene King	23.5	4.0
12	Olde Kings Arms, HP 1 3AF	Wells and Youngs	23.5	4.0
13	Finlays Pub, HP 1 1BA	Independent Free	23.8	4.4
14	Greenacres Tavern, HP 3 9LZ	Wellington	24.4	3.9
15	Function Rooms, HP 1 1ET	Independent Free	24.7	4.0
16	Green Man, HP 3 8QE	Stonegate Pub Company	24.7	4.4
17	Leather Bottle, HP 3 8QQ	Greene King	25.7	4.5
18	Cappuccio, HP 1 1BJ	Independent Free	28.4	4.9
19	Queens Head, HP 3 9HL	Punch Pub Company	28.7	4.2
20	Greenacres Ii, HP 2 6BJ	Star Pubs & Bars	32.6	5.2