Pub Catchment Report - HP 2 6HH

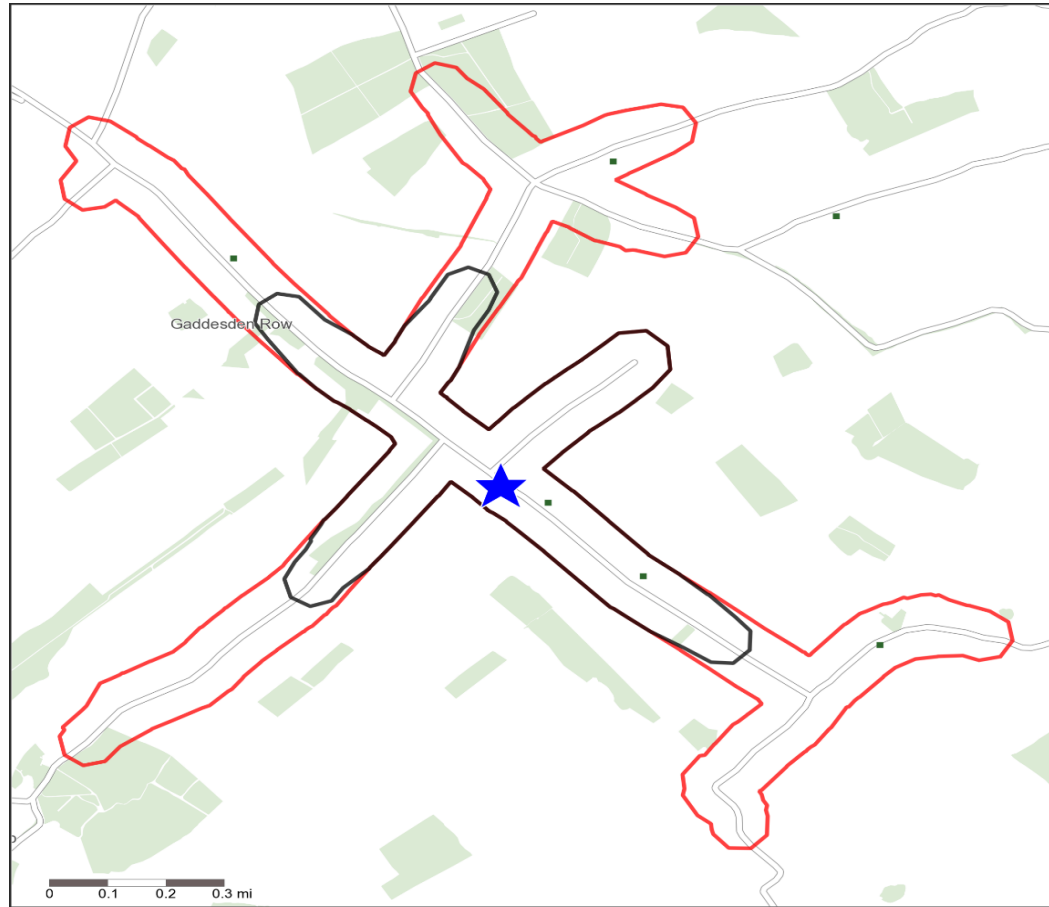| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	249
Catchment Adults 18+	40	97	293,524
Catchment Adults 18+ Per Pub	40	97	1,179
Populaton Projection 2018 to 2028 (% change)	16.67%	15.79%	10.50%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	40	100.0	193	
2	Premium Local	40	100.0	215	
3	Bit of Style	0	0.0	0	
4	Circuit Bar	0	0.0	0	
5	Community Pub	0	0.0	0	
6	Craft Led	0	0.0	0	
7	High Street Pub	0	0.0	0	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	97	100.0	193	
2	Premium Local	97	100.0	215	
3	Bit of Style	0	0.0	0	
4	Circuit Bar	0	0.0	0	
5	Community Pub	0	0.0	0	
6	Craft Led	0	0.0	0	
7	High Street Pub	0	0.0	0	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	192,291	65.5	126	
2	Premium Local	178,266	60.7	130	
3	Great Pub Great Food	165,947	56.5	90	
4	Community Pub	116,827	39.8	308	
5	Bit of Style	112,841	38.4	95	
6	Craft Led	37,140	12.7	47	
7	Circuit Bar	33,867	11.5	112	

Pub Catchment Report - HP 2 6HH

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	5	12.5	141	12	12.4	140	35,979	12.3	139
C1	6	15.0	122	15	15.5	126	37,421	12.7	104
C2	4	10.0	121	9	9.3	112	21,398	7.3	88
DE	1	2.5	24	2	2.1	20	23,627	8.0	78

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	2.5	8	3	3.1	9	58,134	19.8	60
Medium (7-13)	4	10.0	30	9	9.3	28	85,085	29.0	87
High (14-19)	27	67.5	237	64	66.0	232	144,835	49.3	174

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
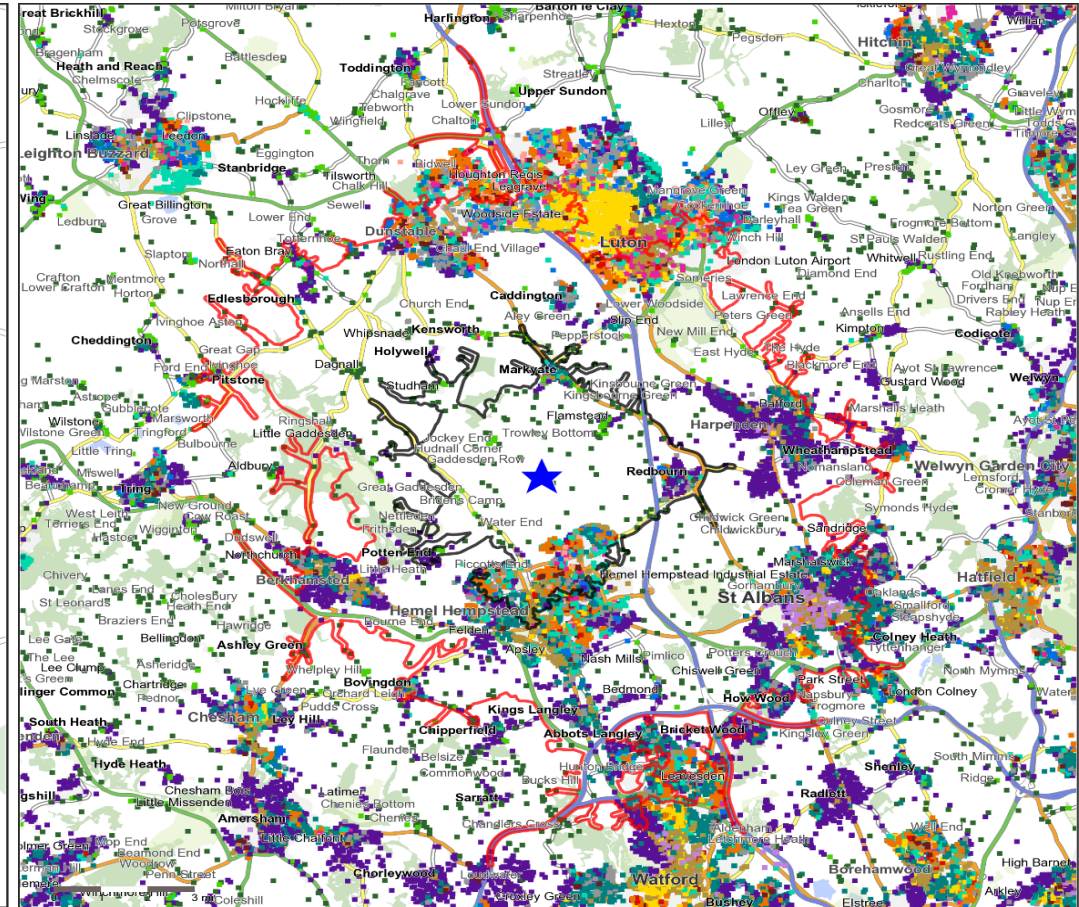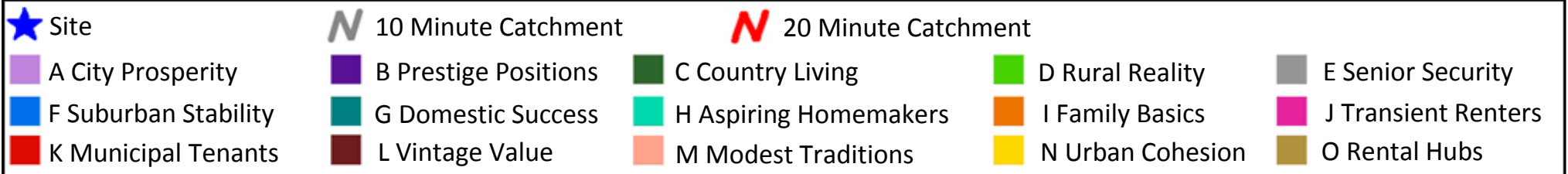
Adults 18+ by Mosaic Type in Each Catchment

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	253
A02	Uptown Elite	0	0	11	6,953
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	1,670
B05	Premium Fortunes	0	0	544	15,311
B06	Diamond Days	0	0	930	12,936
B07	Alpha Families	0	0	1,337	13,931
B08	Bank of Mum and Dad	0	0	700	6,735
B09	Empty-Nest Adventure	0	0	524	2,260
C10	Wealthy Landowners	26	63	1,317	4,208
C11	Rural Vogue	14	32	135	538
C12	Scattered Homesteads	0	0	0	1
C13	Village Retirement	1	2	399	1,389
D14	Satellite Settlers	0	0	1,118	2,941
D15	Local Focus	0	0	167	725
D16	Outlying Seniors	0	0	113	361
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	1,405	10,485
E19	Bungalow Heaven	0	0	36	2,256
E20	Classic Grandparents	0	0	338	3,457
E21	Solo Retirees	0	0	1,694	8,861
F22	Boomerang Boarders	0	0	310	3,227
F23	Family Ties	0	0	952	4,816
F24	Fledgling Free	0	0	0	77
F25	Dependable Me	0	0	337	1,690
G26	Cafés and Catchments	0	0	1,108	21,325
G27	Thriving Independence	0	0	3,574	19,220
G28	Modern Parents	0	0	103	319
G29	Mid-Career Convention	0	0	670	2,951
H30	Primary Ambitions	0	0	4,586	20,752
H31	Affordable Fringe	0	0	82	584
H32	First-Rung Futures	0	0	325	2,131
H33	Contemporary Starts	0	0	523	2,938
H34	New Foundations	0	0	447	1,803
H35	Flying Solo	0	0	404	2,151

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	0	0	7,374	23,459
I37	Budget Generations	0	0	0	1,269
I38	Economical Families	0	0	0	413
I39	Families on a Budget	0	0	0	1,496
J40	Value Rentals	0	0	0	61
J41	Youthful Endeavours	0	0	119	598
J42	Midlife Renters	0	0	1,190	5,650
J43	Renting Rooms	0	0	0	4,520
K44	Inner City Stalwarts	0	0	6	455
K45	City Diversity	0	0	54	503
K46	High Rise Residents	0	0	0	748
K47	Single Essentials	0	0	795	2,544
K48	Mature Workers	0	0	0	50
L49	Flatlet Seniors	0	0	351	1,512
L50	Pocket Pensions	0	0	505	2,410
L51	Retirement Communities	0	0	386	3,329
L52	Estate Veterans	0	0	531	2,259
L53	Seasoned Survivors	0	0	59	366
M54	Down-to-Earth Owners	0	0	12	12
M55	Back with the Folks	0	0	827	3,151
M56	Self Supporters	0	0	328	620
N57	Community Elders	0	0	152	5,607
N58	Culture & Comfort	0	0	0	3,653
N59	Large Family Living	0	0	0	5,434
N60	Ageing Access	0	0	716	2,421
O61	Career Builders	0	0	1,362	17,882
O62	Central Pulse	0	0	981	3,244
O63	Flexible Workforce	0	0	220	3,882
O64	Bus-Route Renters	0	0	2,785	9,271
O65	Learners & Earners	0	0	0	3,922
O66	Student Scene	0	0	0	1,383
U99	Unclassified	0	0	124	2,148
Total		41	97	43,066	293,527

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

1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners

- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

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. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work

- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

2. 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. 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

3. 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

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	0	0.0	0		0	0.0	0		97	100.0	192	
Male: Alone	0	0.0	0		0	0.0	0		97	100.0	188	
Male: Group	0	0.0	0		2	2.1	8		95	97.9	197	
Male: Pair	0	0.0	0		0	0.0	0		97	100.0	174	
Mixed Sex: Group	0	0.0	0		2	2.1	6		95	97.9	223	
Mixed Sex: Pair	0	0.0	0		2	2.1	6		95	97.9	229	
With Children	0	0.0	0		0	0.0	0		97	100.0	189	
Unknown	0	0.0	0		0	0.0	0		97	100.0	209	

For Eating:

Upmarket	0	0.0	0		0	0.0	0		97	100.0	212	
Midmarket	0	0.0	0		0	0.0	0		97	100.0	181	
Downmarket	0	0.0	0		0	0.0	0		97	100.0	240	

For Drinking (monthly spend):

Nothing	0	0.0	0		32	33.0	140		65	67.0	150	
Low (less than £10)	2	2.1	7		32	33.0	140		63	64.9	143	
Medium (Between £10 and £40)	0	0.0	0		65	67.0	376		32	33.0	66	
High (Greater than £40)	0	0.0	0		63	64.9	316		34	35.1	67	

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	84,989	29.0	96	66,981	22.8	139	139,406	47.5	91
Male: Alone	59,839	20.4	68	53,557	18.2	117	177,980	60.6	114
Male: Group	65,130	22.2	97	60,770	20.7	79	165,476	56.4	114
Male: Pair	65,813	22.4	86	27,679	9.4	62	197,884	67.4	118
Mixed Sex: Group	59,865	20.4	89	79,000	26.9	84	152,511	52.0	118
Mixed Sex: Pair	52,921	18.0	77	106,092	36.1	111	132,363	45.1	106
With Children	75,859	25.8	89	49,067	16.7	99	166,451	56.7	107
Unknown	77,742	26.5	81	90,671	30.9	172	122,964	41.9	87
For Eating:									
Upmarket	122,661	41.8	136	85,532	29.1	140	83,183	28.3	60
Midmarket	132,868	45.3	132	36,326	12.4	137	122,183	41.6	75
Downmarket	54,074	18.4	83	69,476	23.7	68	167,827	57.2	137
For Drinking (monthly spend):									
Nothing	80,038	27.3	90	56,757	19.3	82	154,581	52.7	117
Low (less than £10)	100,153	34.1	114	51,314	17.5	74	139,910	47.7	105
Medium (Between £10 and £40)	122,910	41.9	137	52,522	17.9	100	115,944	39.5	79
High (Greater than £40)	104,830	35.7	138	71,094	24.2	118	115,451	39.3	75

Source: CGA 2018
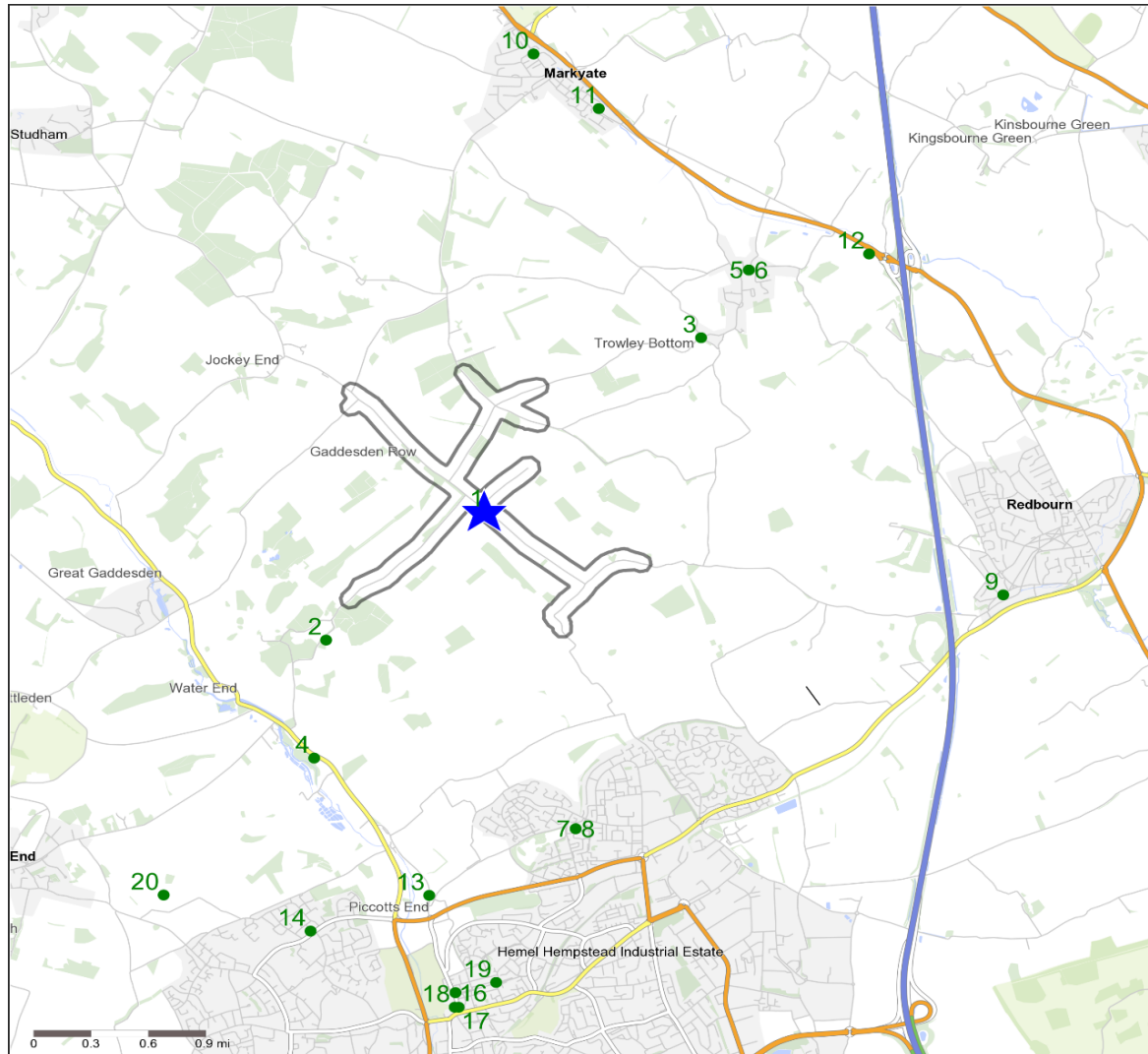
Competitor Map

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★ Site   🔵 Star Pubs   🟢 Pubs   Ⓝ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Old Chequers, HP 2 6HH	Star Pubs & Bars	0.0	0.1
2	Crown & Sceptre, HP 2 6EY	Independent Free	25.4	2.8
3	Rose & Crown, AL 3 8DP	Independent Free	38.6	4.3
4	Red Lion, HP 1 3BD	Oakman Inns & Restaurants	41.6	4.7
5	Spotted Dog, AL 3 8BS	*Other Small Retail Groups	50.1	6.6
6	Three Blackbirds, AL 3 8BS	Ei Group	50.1	6.6
7	Greenacres Ii, HP 2 6BJ	Star Pubs & Bars	54.6	8.2
8	Henry's Social Club, HP 2 6BJ	Independent Free	54.6	8.2
9	Hollybush, AL 3 7DU	Brakspear	63.3	8.0
10	Swan, AL 3 8PB	Independent Free	65.9	8.2
11	Plume Of Feathers, AL 3 8JP	*Other Small Retail Groups	66.1	9.0
12	Flamstead, AL 3 8HT	Mitchells & Butlers	66.8	9.0
13	Marchmont Arms, HP 1 3AT	Mitchells & Butlers	71.7	7.0
14	Gade & Goose, HP 1 3LB	Greene King	72.8	7.9
15	Old Bell, HP 1 3AF	Greene King	75.4	8.3
16	Olde Kings Arms, HP 1 3AF	Wells and Youngs	75.4	8.3
17	Rose & Crown, HP 1 3AA	Ei Group	77.1	8.0
18	White Hart, HP 1 3AE	Save Investments	77.1	7.9
19	Old Bell Gate, HP 2 5HY	Ei Group	80.9	9.1
20	Mad Squirrel Brewery Tap And Bottle Shop, HP 1 2SG	Red Squirrel Brewing Co	100.3	11.4