Pub Catchment Report - HU 6 7UA

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	9	300
Catchment Adults 18+	3,643	17,052	291,405
Catchment Adults 18+ Per Pub	1,214	1,895	971
Populaton Projection 2018 to 2028 (% change)	1.30%	1.89%	2.05%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Community Pub	3,449	94.7	183
2	High Street Pub	3,422	93.9	202
3	Premium Local	568	15.6	25
4	Circuit Bar	308	8.5	65
5	Great Pub Great Food	301	8.3	20
6	Craft Led	274	7.5	28
7	Bit of Style	246	6.8	66

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	15,749	92.4	178
2	Community Pub	14,044	82.4	177
3	Bit of Style	4,908	28.8	46
4	Circuit Bar	4,551	26.7	206
5	Craft Led	4,444	26.1	65
6	Premium Local	4,439	26.0	97
7	Great Pub Great Food	1,991	11.7	113

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	247,343	84.9	164
2	Community Pub	216,318	74.2	159
3	Premium Local	100,817	34.6	55
4	Great Pub Great Food	67,174	23.1	178
5	Bit of Style	51,798	17.8	44
6	Circuit Bar	33,748	11.6	43
7	Craft Led	24,756	8.5	82

Pub Catchment Report - HU 6 7UA

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	121	3.3	38	658	3.9	44	17,708	6.1	69
C1	357	9.8	80	2,083	12.2	100	34,098	11.7	95
C2	323	8.9	107	1,417	8.3	101	28,216	9.7	117
DE	689	18.9	184	2,574	15.1	147	41,346	14.2	138

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)	3,095	85.0	256	12,026	70.5	213	181,052	62.1	187
Medium (7-13)	594	16.3	49	3,489	20.5	62	85,172	29.2	88
High (14-19)	67	1.8	6	393	2.3	8	25,930	8.9	31

Catchment Mosaic Groups

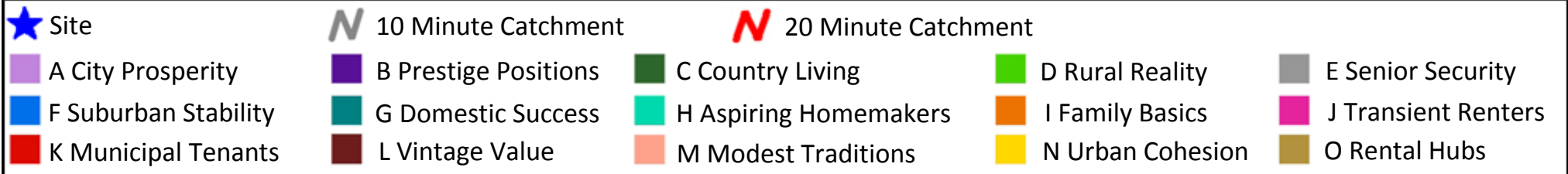## Mosaic Groups in 10 and 20 Minute WT Catchment Areas
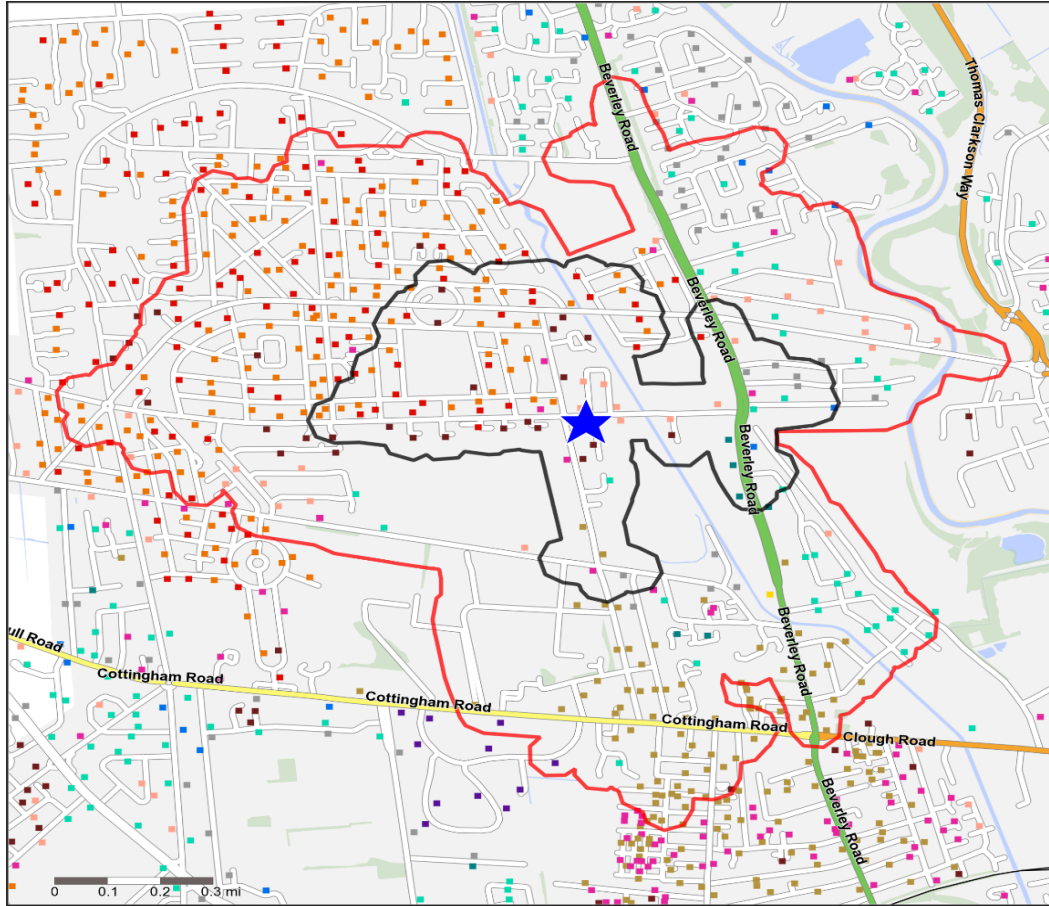
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Mosaic Groups in 10 and 20 Minute DT Catchment Area

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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

3
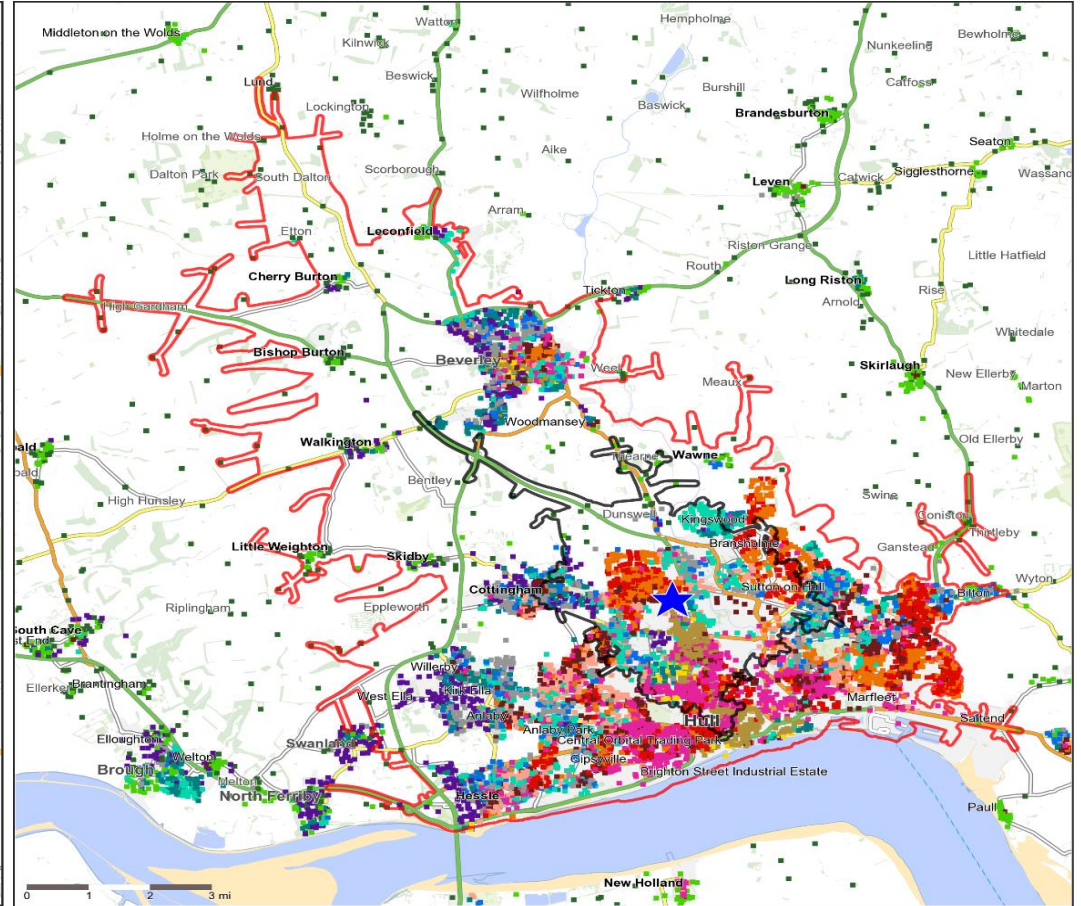
Adults 18+ by Mosaic Type in Each Catchment

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+	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	0	I36	Solid Economy	0	0	0	622
A02	Uptown Elite	0	0	26	26	I37	Budget Generations	0	1	114	1,221
A03	Penthouse Chic	0	0	0	0	I38	Economical Families	11	63	1,283	8,056
A04	Metro High-Flyers	0	0	0	0	I39	Families on a Budget	840	3,618	9,912	22,823
B05	Premium Fortunes	0	0	0	354	J40	Value Rentals	47	48	596	5,493
B06	Diamond Days	0	41	201	2,561	J41	Youthful Endeavours	34	44	180	999
B07	Alpha Families	0	0	264	2,143	J42	Midlife Renters	104	290	2,414	8,830
B08	Bank of Mum and Dad	0	40	525	2,321	J43	Renting Rooms	26	169	11,015	27,360
B09	Empty-Nest Adventure	0	20	371	4,447	K44	Inner City Stalwarts	0	0	0	0
C10	Wealthy Landowners	0	0	29	451	K45	City Diversity	0	0	0	0
C11	Rural Vogue	0	0	9	571	K46	High Rise Residents	0	0	367	2,093
C12	Scattered Homesteads	0	0	42	432	K47	Single Essentials	133	174	842	3,631
C13	Village Retirement	0	0	353	2,291	K48	Mature Workers	737	2,111	10,156	28,674
D14	Satellite Settlers	0	0	231	2,235	L49	Flatlet Seniors	216	354	1,757	6,272
D15	Local Focus	0	0	10	250	L50	Pocket Pensions	187	370	862	5,193
D16	Outlying Seniors	0	0	0	745	L51	Retirement Communities	0	0	254	2,092
D17	Far-Flung Outposts	0	0	0	0	L52	Estate Veterans	39	65	623	4,185
E18	Legacy Elders	0	10	436	2,862	L53	Seasoned Survivors	251	351	1,450	7,717
E19	Bungalow Heaven	0	346	2,238	8,577	M54	Down-to-Earth Owners	126	371	1,082	6,163
E20	Classic Grandparents	205	547	2,787	8,448	M55	Back with the Folks	78	374	2,342	8,032
E21	Solo Retirees	19	105	1,352	4,490	M56	Self Supporters	108	874	2,351	9,961
F22	Boomerang Boarders	36	51	1,216	4,124	N57	Community Elders	0	0	0	0
F23	Family Ties	28	58	307	2,376	N58	Culture & Comfort	0	0	0	0
F24	Fledgling Free	0	197	1,255	6,715	N59	Large Family Living	0	0	0	0
F25	Dependable Me	0	49	1,298	5,265	N60	Ageing Access	11	61	1,407	2,429
G26	Cafés and Catchments	0	0	76	76	O61	Career Builders	0	93	222	1,491
G27	Thriving Independence	22	143	1,632	3,296	O62	Central Pulse	0	0	905	2,082
G28	Modern Parents	0	0	875	5,349	O63	Flexible Workforce	0	0	0	0
G29	Mid-Career Convention	36	45	559	6,303	O64	Bus-Route Renters	0	65	648	2,306
H30	Primary Ambitions	0	310	1,203	2,952	O65	Learners & Earners	73	1,381	5,512	5,543
H31	Affordable Fringe	208	1,040	6,376	16,174	O66	Student Scene	22	2,173	3,855	4,028
H32	First-Rung Futures	40	498	2,845	7,144	U99	Unclassified	0	285	576	3,116
H33	Contemporary Starts	0	0	3,909	6,341	**Total**		**3,643**	**17,052**	**91,873**	**291,405**
H34	New Foundations	0	91	342	837						
H35	Flying Solo	6	126	381	837						

Top 3 Mosaic Types in a 20 Minute Walktime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way

- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres

- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting

- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

Top 3 Mosaic Types in a 20 Minute Drivetime

1. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting

- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

2. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties

- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

3. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way


- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	5,179	30.4	100	1,303	7.6	47	10,285	60.3	116
Male: Alone	4,634	27.2	91	6,295	36.9	237	5,838	34.2	64
Male: Group	4,450	26.1	114	6,804	39.9	152	5,513	32.3	65
Male: Pair	4,283	25.1	96	2,200	12.9	85	10,284	60.3	105
Mixed Sex: Group	5,650	33.1	145	1,976	11.6	36	9,140	53.6	122
Mixed Sex: Pair	6,065	35.6	152	5,672	33.3	102	5,030	29.5	69
With Children	3,763	22.1	76	4,627	27.1	161	8,377	49.1	93
Unknown	3,971	23.3	71	1,331	7.8	44	11,464	67.2	140
For Eating:									
Upmarket	5,817	34.1	111	1,023	6.0	29	9,927	58.2	123
Midmarket	5,351	31.4	91	3,788	22.2	246	7,628	44.7	81
Downmarket	8,791	51.6	232	6,391	37.5	107	1,585	9.3	22
For Drinking (monthly spend):									
Nothing	5,200	30.5	101	6,767	39.7	168	4,799	28.1	63
Low (less than £10)	2,587	15.2	51	2,763	16.2	69	11,417	67.0	148
Medium (Between £10 and £40)	3,968	23.3	76	789	4.6	26	12,009	70.4	140
High (Greater than £40)	2,388	14.0	54	4,077	23.9	116	10,302	60.4	116

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	76,850	26.4	87	51,496	17.7	108	159,943	54.9	105
Male: Alone	104,125	35.7	120	54,532	18.7	120	129,632	44.5	83
Male: Group	85,048	29.2	128	97,953	33.6	128	105,288	36.1	73
Male: Pair	75,389	25.9	99	70,831	24.3	159	142,070	48.8	85
Mixed Sex: Group	90,287	31.0	136	61,118	21.0	66	136,885	47.0	107
Mixed Sex: Pair	79,372	27.2	116	106,724	36.6	113	102,193	35.1	82
With Children	106,190	36.4	126	54,353	18.7	111	127,747	43.8	83
Unknown	89,607	30.7	94	36,966	12.7	71	161,717	55.5	116
For Eating:									
Upmarket	68,636	23.6	77	66,642	22.9	110	153,011	52.5	111
Midmarket	94,445	32.4	94	25,307	8.7	96	168,538	57.8	105
Downmarket	110,077	37.8	170	108,121	37.1	106	70,091	24.1	58
For Drinking (monthly spend):									
Nothing	96,651	33.2	110	78,533	26.9	114	113,106	38.8	87
Low (less than £10)	69,563	23.9	80	55,878	19.2	82	162,849	55.9	123
Medium (Between £10 and £40)	74,819	25.7	84	32,141	11.0	62	181,330	62.2	124
High (Greater than £40)	44,563	15.3	59	81,052	27.8	136	162,675	55.8	107

Competitor Map and Report
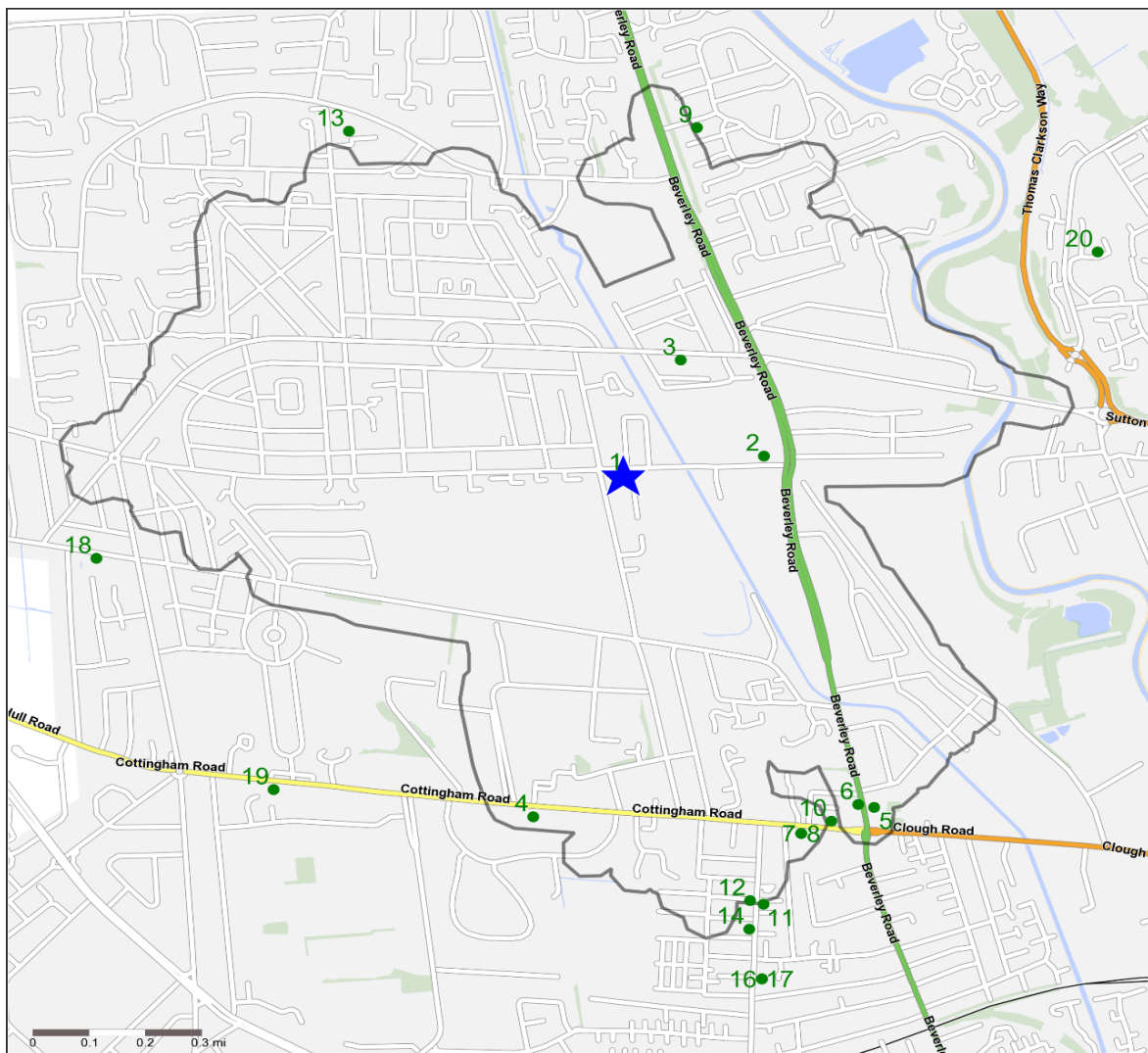
Competitor Map

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★ Site   ● Star Pubs   ● Pubs   Ν Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Lord Nelson Hotel, HU 6 7UA	Star Pubs & Bars	0.0	1.0
2	Cross Keys Hotel, HU 6 7UP	Ei Group	5.1	1.5
3	Pilot, HU 6 9NA	New River Retail	9.1	2.5
4	Old Grey Mare, HU 5 2EG	Greene King	19.0	4.8
5	Dancing Goat, HU 6 7LG	Independent Free	19.3	3.7
6	Haworth Arms, HU 6 7LD	Stonegate Pub Company	19.3	3.7
7	Antico Forno, HU 5 2PP	Independent Free	19.3	4.5
8	Gardeners Arms, HU 5 2PP	Mitchells & Butlers	19.3	4.5
9	Rising Sun, HU 6 7AG	Marston's	20.2	3.6
10	Bar Fusion, HU 6 7RA	Independent Free	20.2	4.4
11	Boathouse, HU 5 2ND	Independent Free	20.5	4.8
12	Ruby Lounge Bar & Grill, HU 5 2EN	Independent Free	20.5	5.2
13	Pint & Pot, HU 6 9RR	Marston's	21.7	4.8
14	Rotana, HU 5 2EP	Independent Free	22.0	5.0
15	Level Cafe Bar & Grill, HU 5 2NN	Independent Free	23.2	5.3
16	Piper Club, HU 5 2NN	*Other Small Retail Groups	23.2	5.3
17	Xanders, HU 5 2NN	Independent Free	23.2	5.3
18	Spotted Dog, HU 6 8SW	Independent Free	23.8	5.6
19	Goodfellowship Inn, HU 5 4AT	Marston's	27.5	6.2
20	Grandale, HU 7 4BL	Star Pubs & Bars	30.2	6.0