Harper Dennis Hobbs
Retail Centre Reports

2016

HARPER DENNIS HOBBS
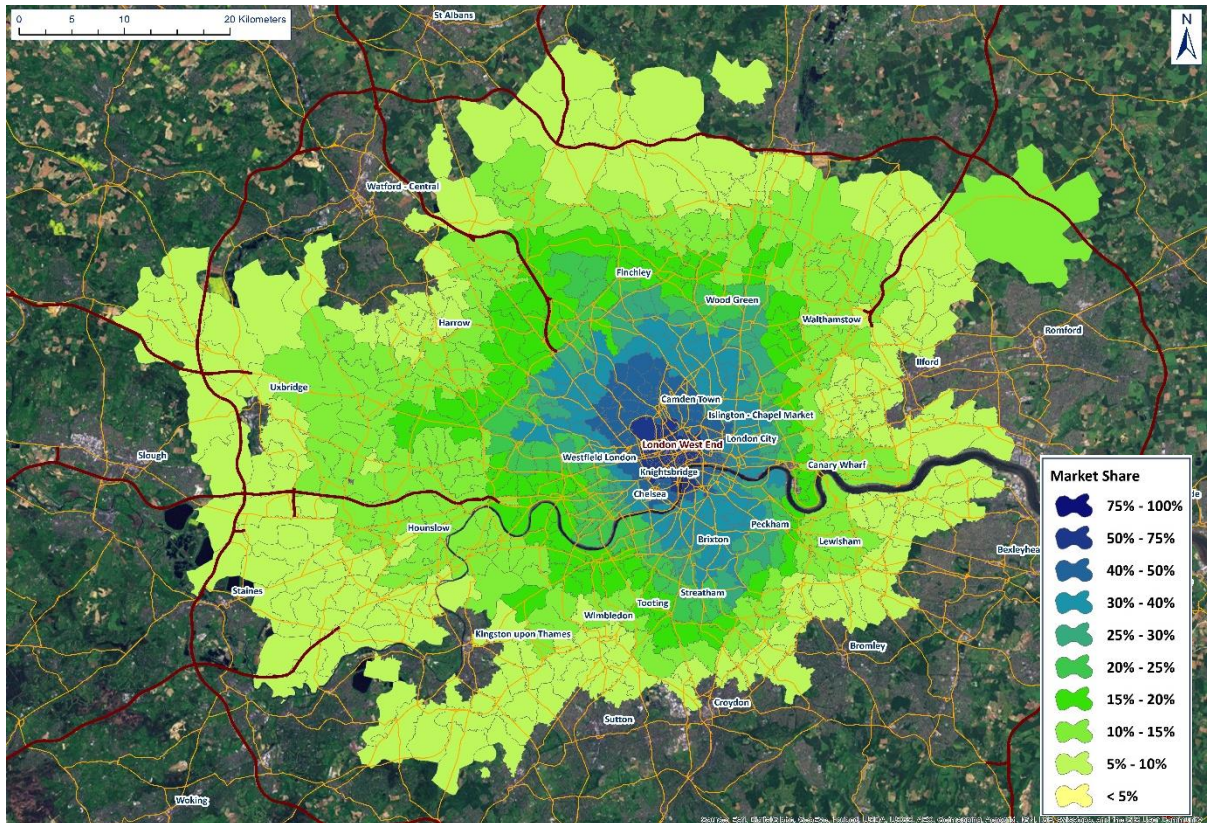
RETAIL EXPERTISE

HDH Retail Centre Rankings

HDH have ranked the top 50 British retail centres by the total retail spend attracted to each centre.

The Retail Spend Potential is calculated based on the supply and demand characteristics of each centre. The supply side incorporates the total floorspace of retail available, the quality of each brand trading and the level of competition from competing centres. The demand side calculates the level of spend available from every resident, worker and tourist in Great Britain, and quantifies their attraction to all proximal retail locations.
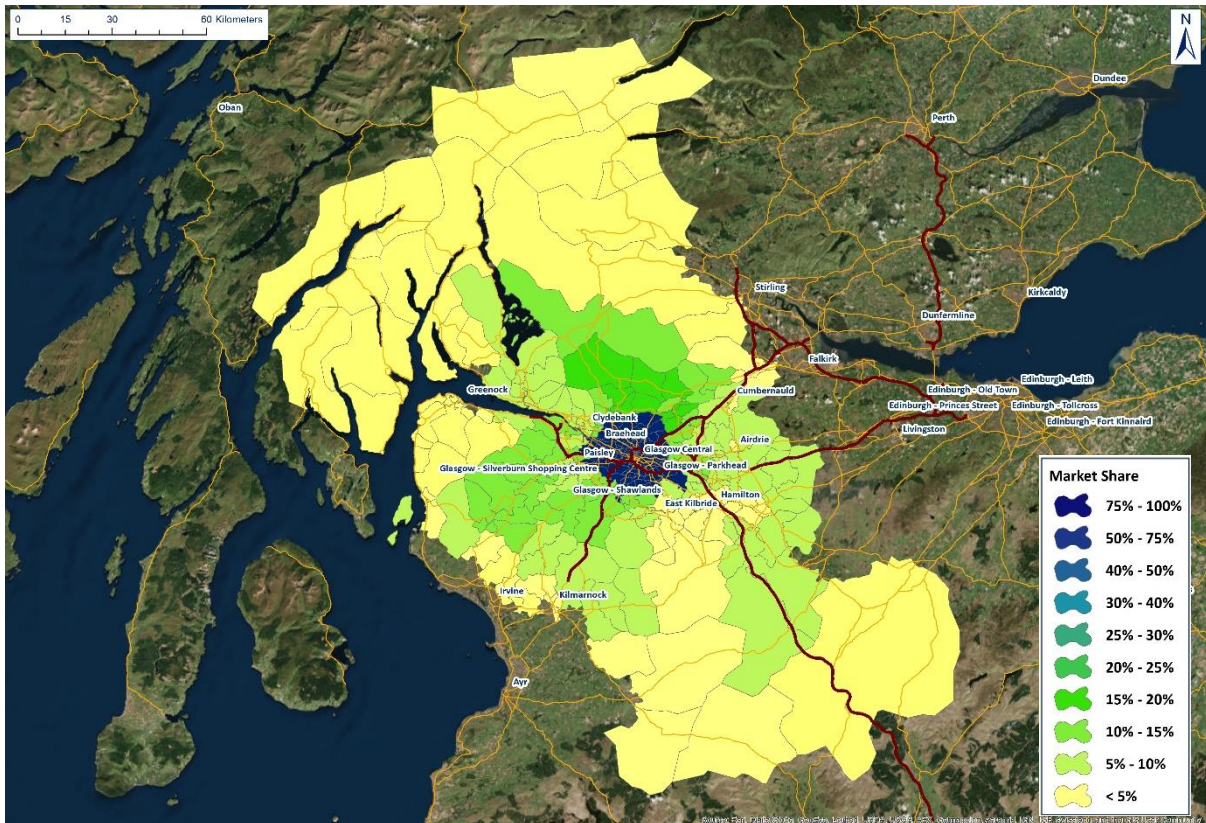
HDH have also ranked the 'vitality' of every retail centre, designed to reflect the quality of the retail offer, rather than just the size of the retail centre. The Vitality Score is a multivariate measure, including: vacancy rates, the proportion of quality retailers trading, and the appropriateness of the retail offer to the local customer profile. The two measures together can be used to highlight centres which attract large volumes of spend and have a vibrant retail offer.

HDH Retail Spend Potential Rank	Retail Centre	HDH Retail Spend Potential	HDH Vitality Score (0-400)	Vitality Score Ranking	Page #
1	London West End	£8,874,976,742	201	12	3
2	Glasgow	£4,260,877,222	133	56	4
3	Birmingham	£3,668,955,990	137	55	5
4	Manchester	£3,472,138,079	165	27	6
5	Leeds	£3,105,329,513	163	29	7
6	Liverpool	£3,066,037,408	159	33	8
7	Nottingham	£2,968,158,229	138	52	9
8	Cardiff	£2,770,465,492	141	47	10
9	Newcastle upon Tyne	£2,766,481,196	108	82	11
10	Leicester	£2,334,503,122	98	95	12
11	Norwich	£2,332,194,954	111	73	13
12	Edinburgh	£2,323,607,832	191	17	14
13	Westfield London	£2,265,528,498	312	1	15
14	Kingston upon Thames	£2,127,365,507	201	13	16
15	Bristol	£2,095,123,247	155	39	17
16	Southampton	£2,049,378,010	111	74	18
17	Bluewater	£1,960,572,594	236	8	19
18	Westfield Stratford	£1,954,050,298	200	14	20
19	Milton Keynes	£1,899,213,056	138	51	21
20	Reading	£1,898,846,846	108	84	22
21	Aberdeen	£1,859,791,291	117	70	23
22	Hull	£1,858,896,751	63	170	24
23	Brighton	£1,836,819,268	176	22	25
24	Trafford Centre	£1,834,021,399	180	19	26
25	Derby	£1,823,247,763	85	113	27
26	Meadowhall	£1,801,190,169	175	23	28
27	Croydon	£1,774,115,183	78	126	29
28	Bromley	£1,673,163,330	133	57	30
29	Chester	£1,644,201,122	171	25	31
30	Lakeside	£1,622,017,826	159	32	32
31	Plymouth	£1,600,100,139	79	122	33
32	Bolton	£1,523,597,487	43	290	34
33	Metrocentre	£1,517,571,706	140	48	35
34	Ipswich	£1,512,017,550	67	149	36
35	Exeter	£1,509,650,136	130	58	37
36	Brent Cross	£1,501,294,061	246	5	38
37	Peterborough	£1,483,055,456	90	104	39
38	Watford	£1,468,923,698	105	88	40
39	Cambridge	£1,465,236,495	240	7	41
40	Sheffield	£1,447,824,794	66	154	42
41	Oxford	£1,444,976,023	173	24	43
42	Merry Hill	£1,434,079,460	110	77	44
43	Stoke-on-Trent	£1,415,671,039	49	246	45
44	Coventry	£1,406,175,227	44	283	46
45	Northampton	£1,401,826,055	63	164	47
46	Middlesbrough	£1,386,029,645	50	237	48
47	Guildford	£1,365,457,817	205	11	49
48	York	£1,356,202,848	159	36	50
49	Lincoln	£1,351,635,493	71	135	51
50	Bath	£1,289,255,124	208	10	52

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RETAIL EXPERTISE

Summary Statistics	London West End	
Retail Spend Potential (million)	£8,874,976,742	
HDH Retail Spend Potential Rank	1	
HDH Vitality Ranking	**12**	
Vitality Score (0-400)	201	
Catchment Statistics	**London West End**	**GB**
Population	7,065,441	
Social Grade AB	33%	25%
Qualified to Degree Level or Higher	39%	29%
Full-time students	8%	6%
Daytime Worker Statistics	**London West End**	**GB**
Daytime Worker Population	2,682,310	
Managerial and Professional Occupations	23%	11%
Social Grade AB	34%	16%

HDH Retail Segmentation	London West End	GB	Index
Wealthy Urbanites	36.3%	4.2%	
Maturing Affluence	5.1%	5.1%	
Prosperous Families	0.4%	11.9%	
Settled in Suburbia	6.8%	14.8%	
Mixed Neighbourhoods	5.3%	8.6%	
Average Families	5.3%	14.6%	
Developing Careers	4.6%	5.5%	
Struggling Workers	17.8%	15.4%	
Poorer Families	3.6%	10.3%	
Borderline Poverty	14.7%	9.6%	

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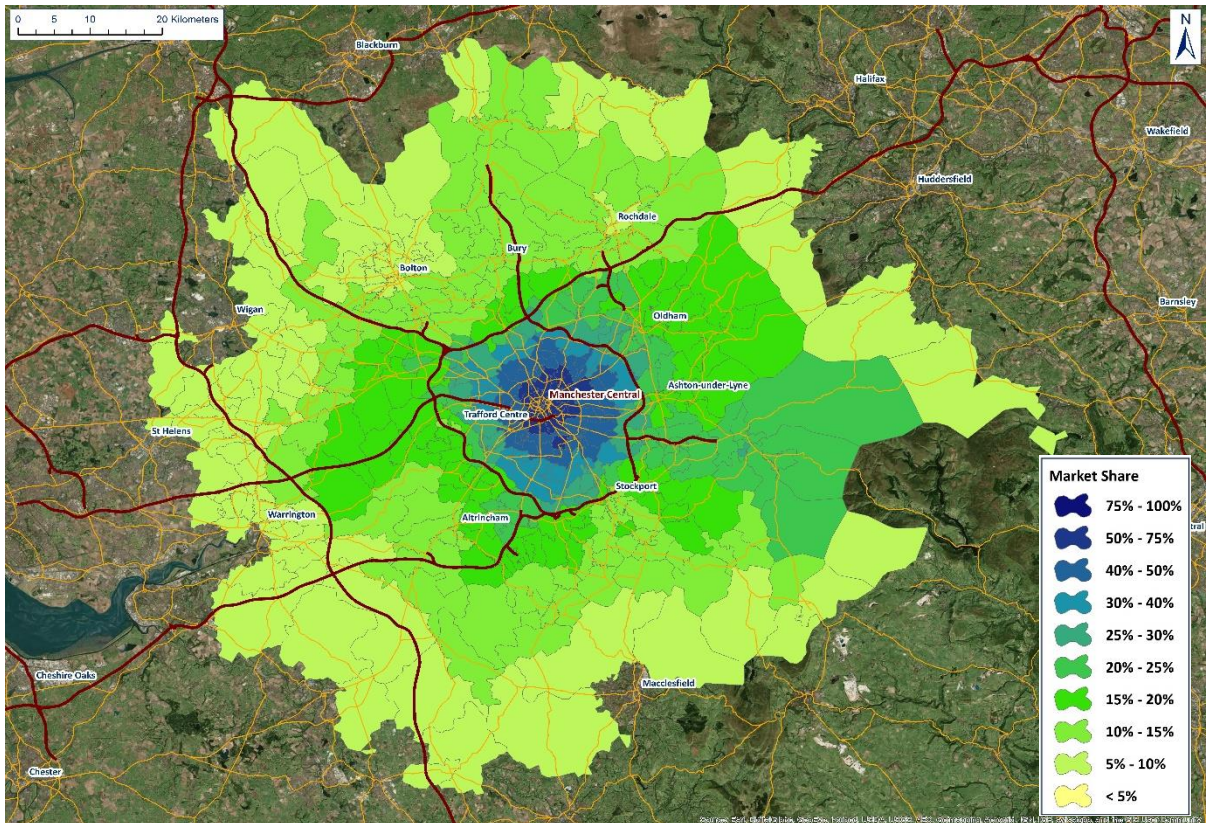
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RETAIL EXPERTISE

Market Share
- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Glasgow	
Retail Spend Potential (million)	£4,260,877,222	
HDH Retail Spend Potential Rank	2	
HDH Vitality Ranking	**56**	
Vitality Score (0-400)	133	
Catchment Statistics	**Glasgow**	**GB**
Population	1,863,612	
Social Grade AB	15%	25%
Qualified to Degree Level or Higher	24%	29%
Full-time students	8%	6%
Daytime Worker Statistics	**Glasgow**	**GB**
Daytime Worker Population	2,744,775	
Managerial and Professional Occupations	9%	11%
Social Grade AB	13%	16%

HDH Retail Segmentation	Glasgow	GB	Index
Wealthy Urbanites	0.9%	4.2%	
Maturing Affluence	2.2%	5.1%	
Prosperous Families	3.9%	11.9%	
Settled in Suburbia	8.8%	14.8%	
Mixed Neighbourhoods	18.9%	8.6%	
Average Families	2.5%	14.6%	
Developing Careers	9.4%	5.5%	
Struggling Workers	1.6%	15.4%	
Poorer Families	26.0%	10.3%	
Borderline Poverty	25.9%	9.6%	

Index axis: 0, 50, 100, 150, 200

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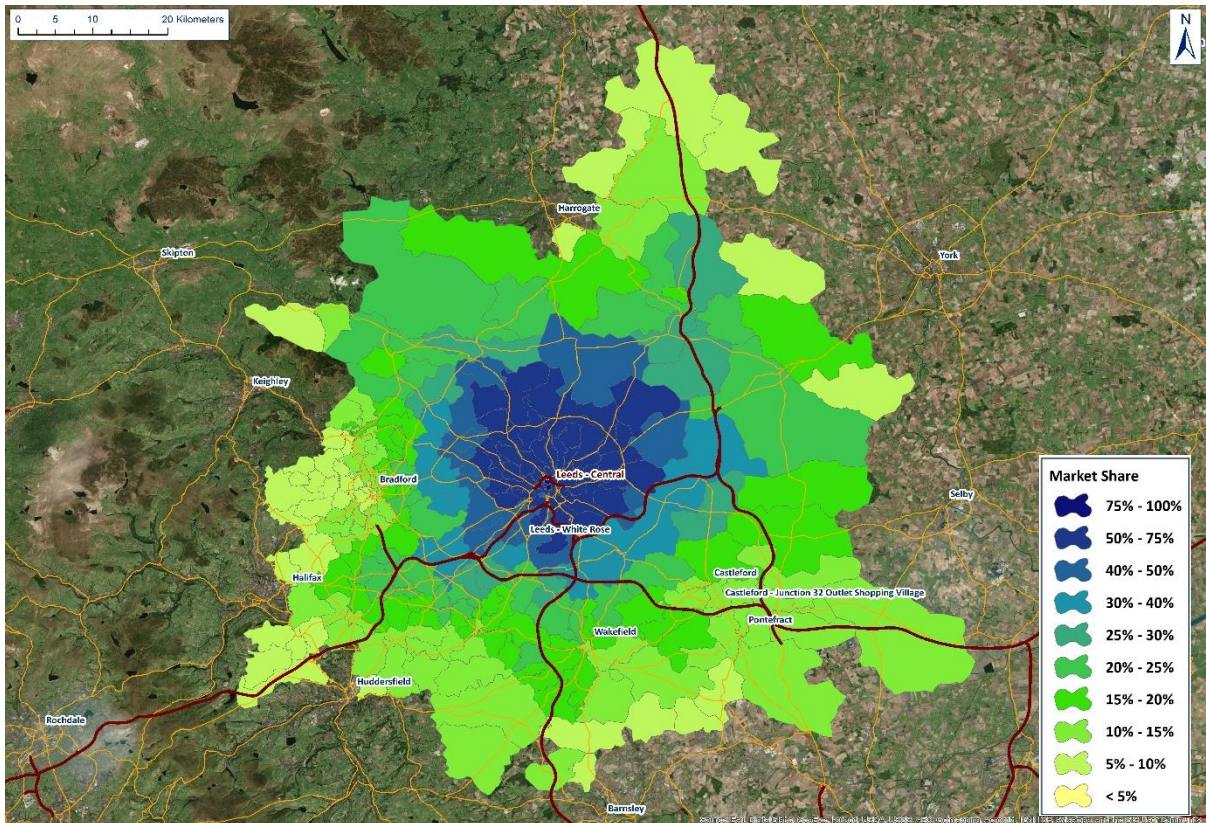
Market Share
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- 40% - 50%
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- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Birmingham	
Retail Spend Potential (million)	£3,668,955,990	
HDH Retail Spend Potential Rank	3	
HDH Vitality Ranking	**55**	
Vitality Score (0-400)	137	
Catchment Statistics	**Birmingham**	**GB**
Population	3,249,147	
Social Grade AB	18%	25%
Qualified to Degree Level or Higher	22%	29%
Full-time students	13%	6%
Daytime Worker Statistics	**Birmingham**	**GB**
Daytime Worker Population	923,351	
Managerial and Professional Occupations	10%	11%
Social Grade AB	13%	16%

HDH Retail Segmentation	Birmingham	GB	Index
Wealthy Urbanites	1.5%	4.2%	
Maturing Affluence	2.8%	5.1%	
Prosperous Families	6.7%	11.9%	
Settled in Suburbia	9.7%	14.8%	
Mixed Neighbourhoods	7.1%	8.6%	
Average Families	11.5%	14.6%	
Developing Careers	7.6%	5.5%	
Struggling Workers	16.3%	15.4%	
Poorer Families	20.2%	10.3%	
Borderline Poverty	16.4%	9.6%	

Index axis: 0 50 100 150 200

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Summary Statistics	Manchester	
Retail Spend Potential (million)	£3,472,138,079	
HDH Retail Spend Potential Rank	4	
HDH Vitality Ranking	**27**	
Vitality Score (0-400)	165	
Catchment Statistics	**Manchester**	**GB**
Population	3,150,506	
Social Grade AB	20%	25%
Qualified to Degree Level or Higher	25%	29%
Full-time students	15%	6%
Daytime Worker Statistics	**Manchester**	**GB**
Daytime Worker Population	790,257	
Managerial and Professional Occupations	11%	11%
Social Grade AB	16%	16%

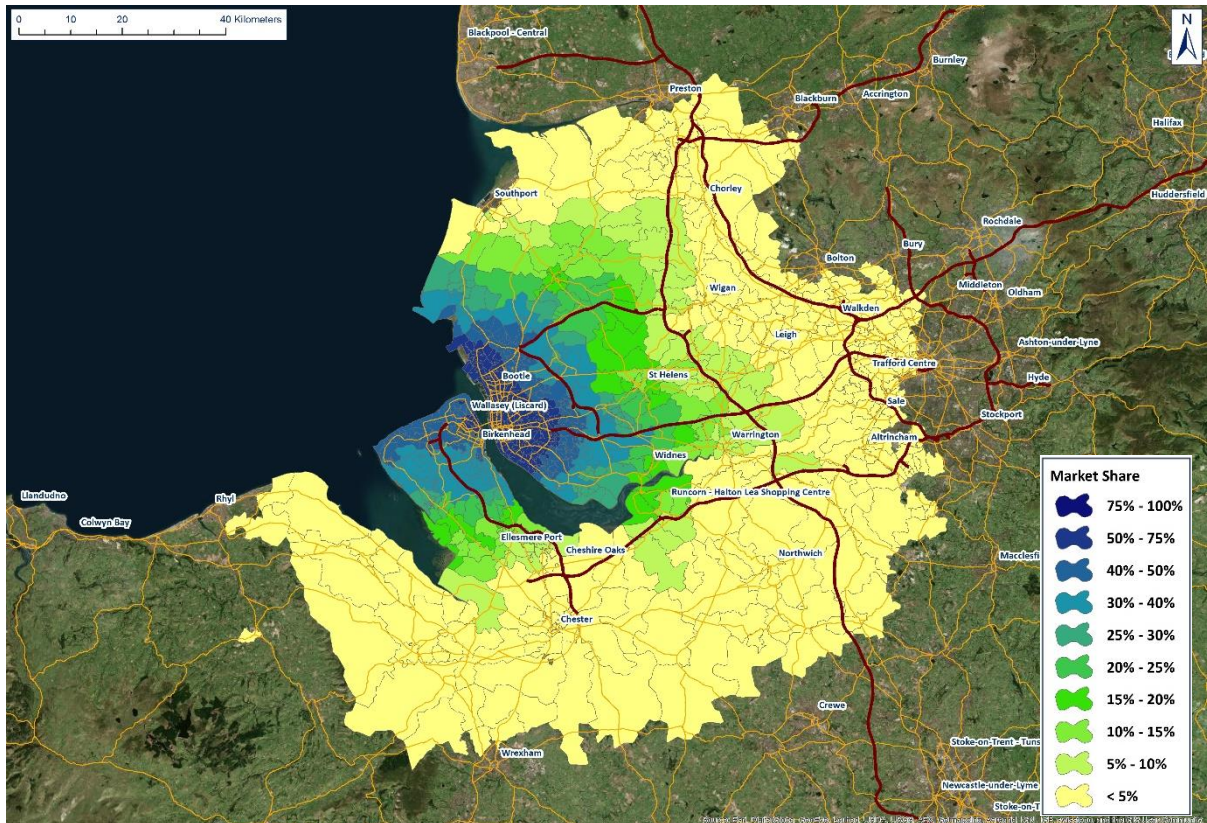| HDH Retail Segmentation	Manchester	GB	Index
Wealthy Urbanites	3.2%	4.2%	
Maturing Affluence	3.3%	5.1%	
Prosperous Families	5.8%	11.9%	
Settled in Suburbia	10.9%	14.8%	
Mixed Neighbourhoods	6.6%	8.6%	
Average Families	13.0%	14.6%	
Developing Careers	6.4%	5.5%	
Struggling Workers	19.5%	15.4%	
Poorer Families	13.8%	10.3%	
Borderline Poverty	17.5%	9.6%	

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HDH Retail Centre Report: Leeds

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Summary Statistics	Leeds	
Retail Spend Potential (million)	£3,105,329,513	
HDH Retail Spend Potential Rank	5	
HDH Vitality Ranking	**29**	
Vitality Score (0-400)	163	
Catchment Statistics	**Leeds**	**GB**
Population	1,857,075	
Social Grade AB	20%	25%
Qualified to Degree Level or Higher	24%	29%
Full-time students	13%	6%
Daytime Worker Statistics	**Leeds**	**GB**
Daytime Worker Population	619,467	
Managerial and Professional Occupations	12%	11%
Social Grade AB	15%	16%

HDH Retail Segmentation	Leeds	GB	Index
Wealthy Urbanites	1.4%	4.2%	
Maturing Affluence	3.6%	5.1%	
Prosperous Families	6.5%	11.9%	
Settled in Suburbia	13.8%	14.8%	
Mixed Neighbourhoods	6.9%	8.6%	
Average Families	12.4%	14.6%	
Developing Careers	7.6%	5.5%	
Struggling Workers	16.8%	15.4%	
Poorer Families	12.0%	10.3%	
Borderline Poverty	19.1%	9.6%	

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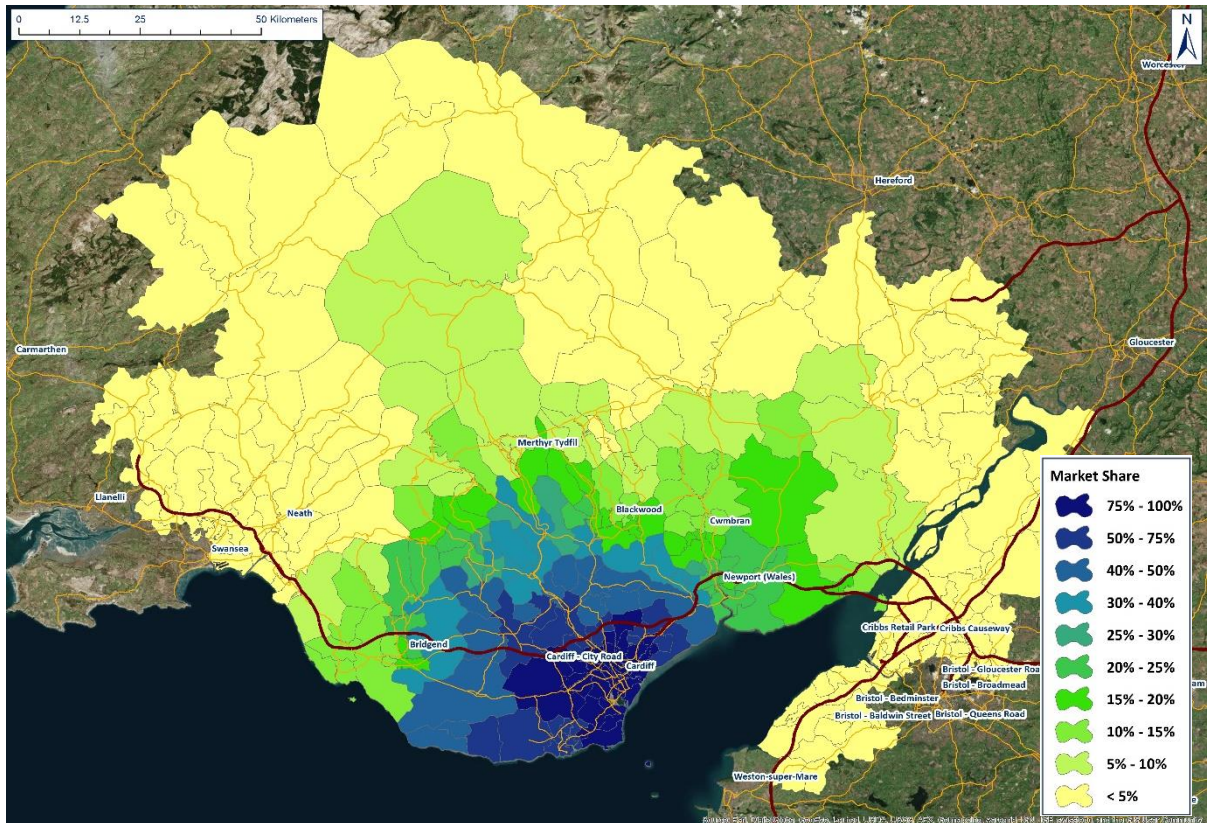
HDH Retail Centre Report: Liverpool

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RETAIL EXPERTISE

Summary Statistics	Liverpool	
Retail Spend Potential (million)	£3,066,037,408	
HDH Retail Spend Potential Rank	6	
HDH Vitality Ranking	**33**	
Vitality Score (0-400)	159	
Catchment Statistics	**Liverpool**	**GB**
Population	1,466,125	
Social Grade AB	16%	25%
Qualified to Degree Level or Higher	22%	29%
Full-time students	14%	6%
Daytime Worker Statistics	**Liverpool**	**GB**
Daytime Worker Population	472,751	
Managerial and Professional Occupations	8%	11%
Social Grade AB	12%	16%

HDH Retail Segmentation	Liverpool	GB	Index
Wealthy Urbanites	1.4%	4.2%	
Maturing Affluence	2.3%	5.1%	
Prosperous Families	5.3%	11.9%	
Settled in Suburbia	9.5%	14.8%	
Mixed Neighbourhoods	8.7%	8.6%	
Average Families	16.5%	14.6%	
Developing Careers	4.3%	5.5%	
Struggling Workers	18.9%	15.4%	
Poorer Families	10.5%	10.3%	
Borderline Poverty	22.5%	9.6%	

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Market Share

- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
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Summary Statistics	Nottingham	
Retail Spend Potential (million)	£2,968,158,229	
HDH Retail Spend Potential Rank	7	
HDH Vitality Ranking	**52**	
Vitality Score (0-400)	138	
Catchment Statistics	**Nottingham**	**GB**
Population	1,483,126	
Social Grade AB	21%	25%
Qualified to Degree Level or Higher	24%	29%
Full-time students	16%	6%
Daytime Worker Statistics	**Nottingham**	**GB**
Daytime Worker Population	519,707	
Managerial and Professional Occupations	10%	11%
Social Grade AB	14%	16%

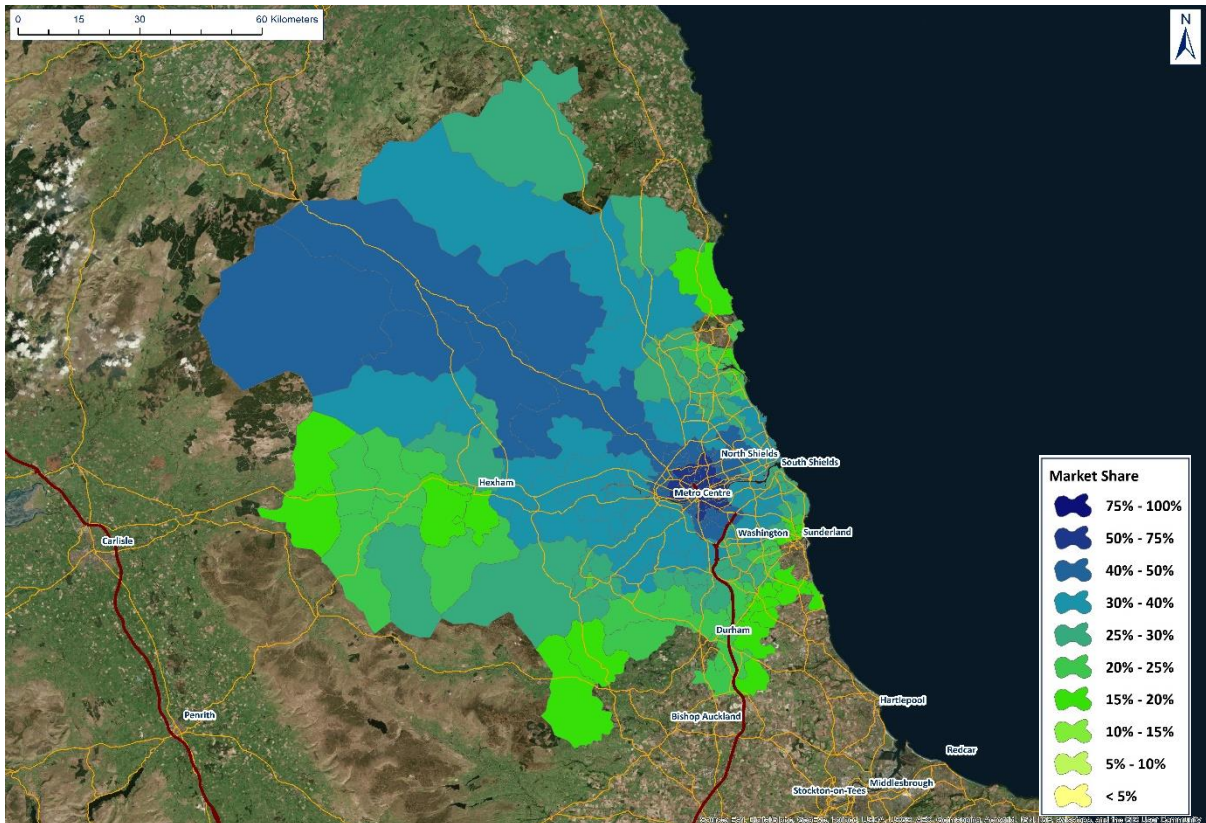| HDH Retail Segmentation	Nottingham	GB	Index
Wealthy Urbanites	0.9%	4.2%	
Maturing Affluence	2.9%	5.1%	
Prosperous Families	12.0%	11.9%	
Settled in Suburbia	16.0%	14.8%	
Mixed Neighbourhoods	7.3%	8.6%	
Average Families	10.5%	14.6%	
Developing Careers	11.5%	5.5%	
Struggling Workers	18.0%	15.4%	
Poorer Families	10.2%	10.3%	
Borderline Poverty	10.5%	9.6%	

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Summary Statistics	Cardiff	
Retail Spend Potential (million)	£2,770,465,492	
HDH Retail Spend Potential Rank	8	
HDH Vitality Ranking	**47**	
Vitality Score (0-400)	141	
Catchment Statistics	**Cardiff**	**GB**
Population	1,161,361	
Social Grade AB	21%	25%
Qualified to Degree Level or Higher	25%	29%
Full-time students	14%	6%
Daytime Worker Statistics	**Cardiff**	**GB**
Daytime Worker Population	401,664	
Managerial and Professional Occupations	11%	11%
Social Grade AB	16%	16%

HDH Retail Segmentation	Cardiff	GB	Index
Wealthy Urbanites	1.1%	4.2%	
Maturing Affluence	4.1%	5.1%	
Prosperous Families	5.8%	11.9%	
Settled in Suburbia	15.4%	14.8%	
Mixed Neighbourhoods	6.2%	8.6%	
Average Families	32.9%	14.6%	
Developing Careers	8.4%	5.5%	
Struggling Workers	11.0%	15.4%	
Poorer Families	7.8%	10.3%	
Borderline Poverty	7.4%	9.6%	

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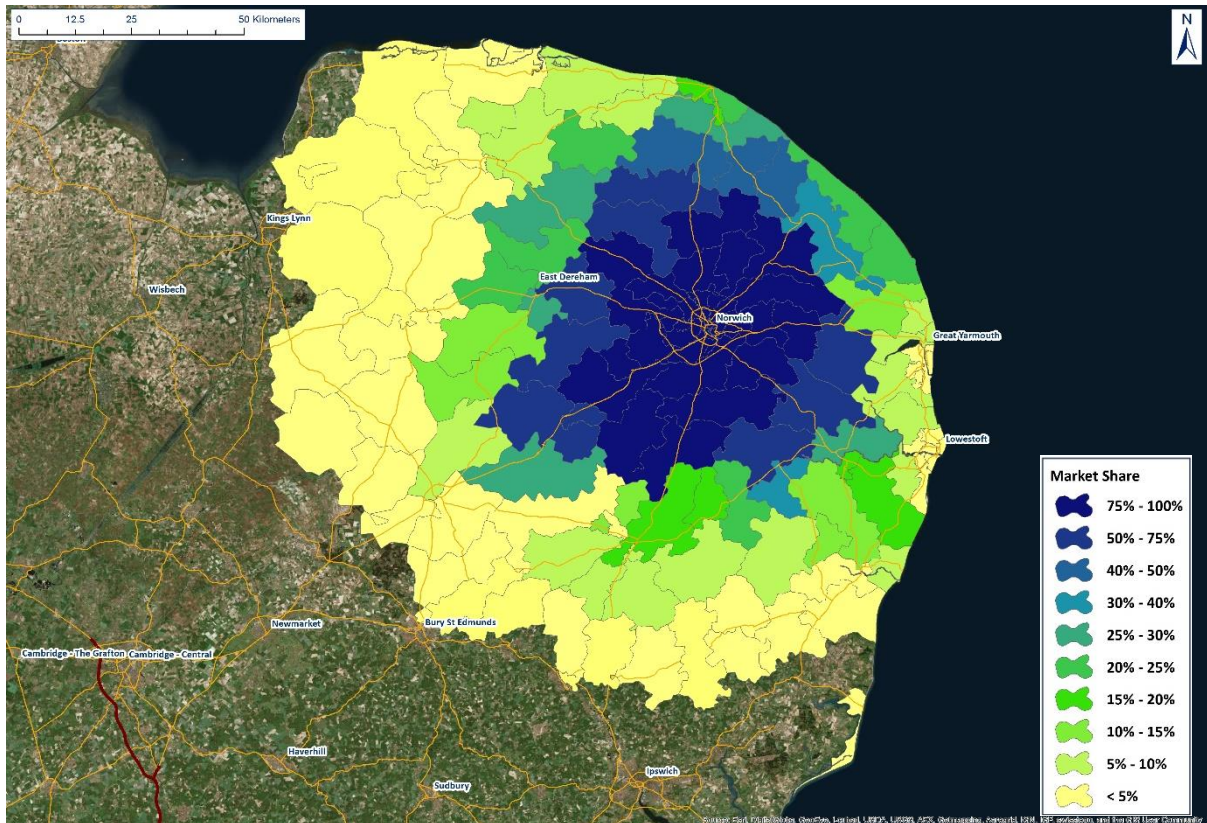
HDH Retail Centre Report: Newcastle upon Tyne

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RETAIL EXPERTISE

Summary Statistics	Newcastle upon Tyne	
Retail Spend Potential (million)	£2,766,481,196	
HDH Retail Spend Potential Rank	9	
HDH Vitality Ranking	**82**	
Vitality Score (0-400)	108	
Catchment Statistics	**Newcastle upon Tyne**	**GB**
Population	1,507,539	
Social Grade AB	18%	25%
Qualified to Degree Level or Higher	23%	29%
Full-time students	13%	6%
Daytime Worker Statistics	**Newcastle upon Tyne**	**GB**
Daytime Worker Population	512,568	
Managerial and Professional Occupations	10%	11%
Social Grade AB	14%	16%

HDH Retail Segmentation	Newcastle upon Tyne	GB	Index
Wealthy Urbanites	0.6%	4.2%	
Maturing Affluence	2.0%	5.1%	
Prosperous Families	6.9%	11.9%	
Settled in Suburbia	13.0%	14.8%	
Mixed Neighbourhoods	9.1%	8.6%	
Average Families	14.5%	14.6%	
Developing Careers	5.9%	5.5%	
Struggling Workers	11.6%	15.4%	
Poorer Families	8.0%	10.3%	
Borderline Poverty	28.3%	9.6%	

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- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Leicester	
Retail Spend Potential (million)	£2,334,503,122	
HDH Retail Spend Potential Rank	10	
HDH Vitality Ranking	**95**	
Vitality Score (0-400)	98	
Catchment Statistics	**Leicester**	**GB**
Population	903,198	
Social Grade AB	19%	25%
Qualified to Degree Level or Higher	24%	29%
Full-time students	13%	6%
Daytime Worker Statistics	**Leicester**	**GB**
Daytime Worker Population	509,626	
Managerial and Professional Occupations	8%	11%
Social Grade AB	11%	16%

HDH Retail Segmentation	Leicester	GB	Index
Wealthy Urbanites	0.4%	4.2%	
Maturing Affluence	2.4%	5.1%	
Prosperous Families	9.1%	11.9%	
Settled in Suburbia	12.4%	14.8%	
Mixed Neighbourhoods	7.9%	8.6%	
Average Families	11.4%	14.6%	
Developing Careers	28.7%	5.5%	
Struggling Workers	12.0%	15.4%	
Poorer Families	6.6%	10.3%	
Borderline Poverty	9.0%	9.6%	

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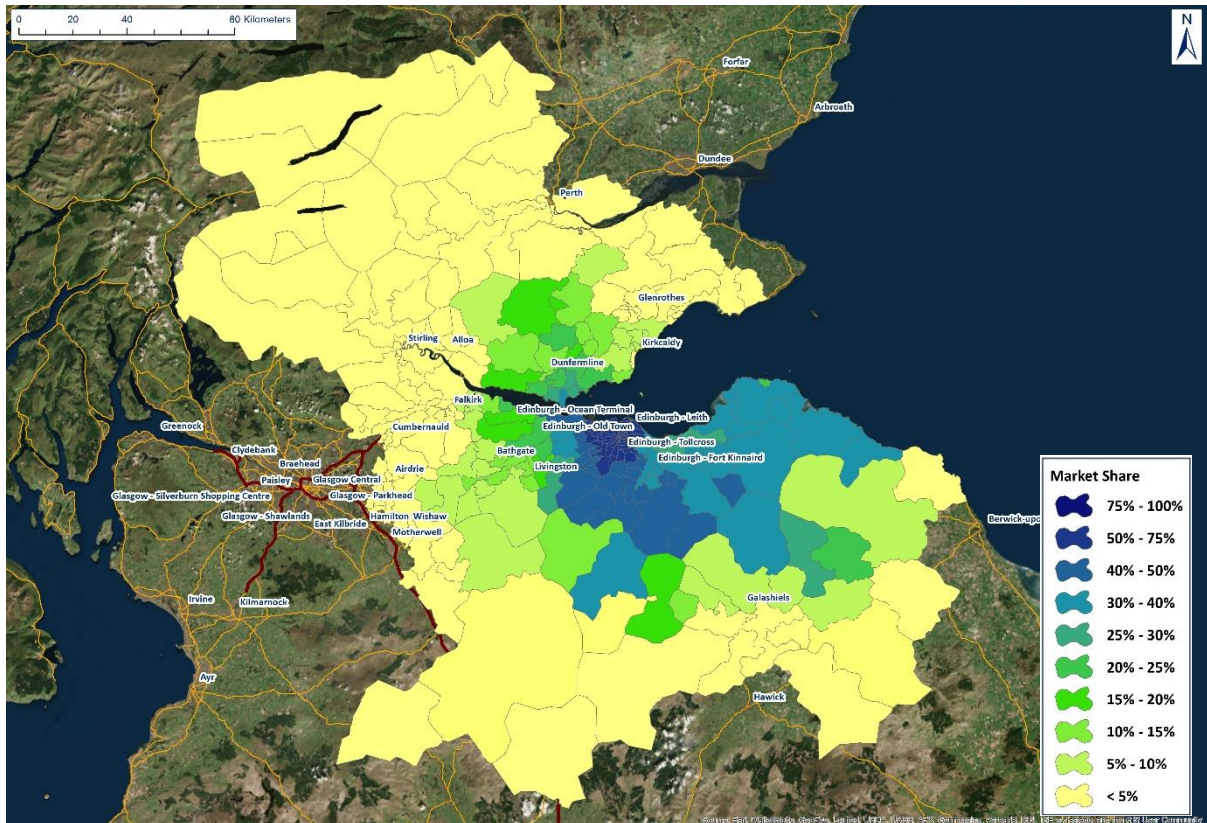
Market Share

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- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Norwich	
Retail Spend Potential (million)	£2,332,194,954	
HDH Retail Spend Potential Rank	11	
HDH Vitality Ranking	**73**	
Vitality Score (0-400)	111	
Catchment Statistics	**Norwich**	**GB**
Population	454,224	
Social Grade AB	22%	25%
Qualified to Degree Level or Higher	25%	29%
Full-time students	10%	6%
Daytime Worker Statistics	**Norwich**	**GB**
Daytime Worker Population	279,875	
Managerial and Professional Occupations	11%	11%
Social Grade AB	14%	16%

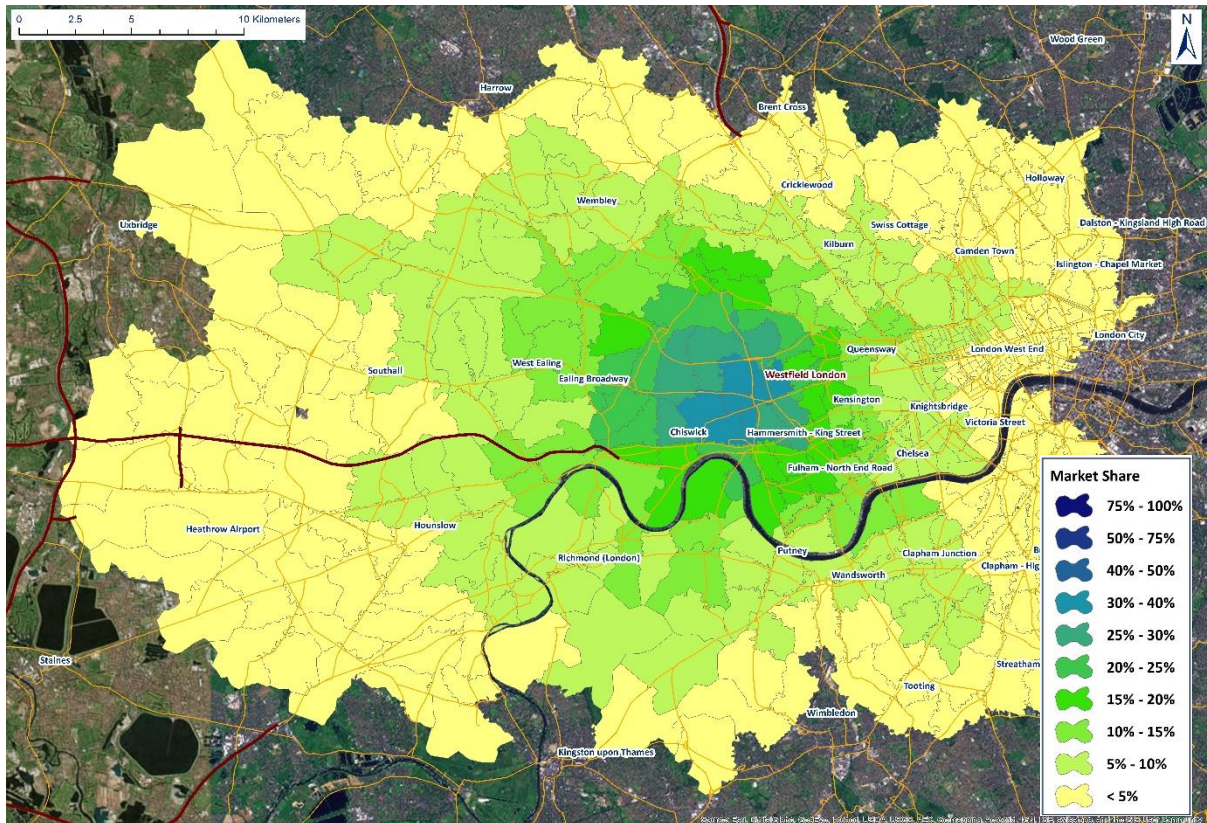| HDH Retail Segmentation	Norwich	GB	Index
Wealthy Urbanites	0.9%	4.2%	
Maturing Affluence	4.3%	5.1%	
Prosperous Families	21.2%	11.9%	
Settled in Suburbia	19.3%	14.8%	
Mixed Neighbourhoods	12.1%	8.6%	
Average Families	10.6%	14.6%	
Developing Careers	6.6%	5.5%	
Struggling Workers	9.1%	15.4%	
Poorer Families	9.3%	10.3%	
Borderline Poverty	6.7%	9.6%	

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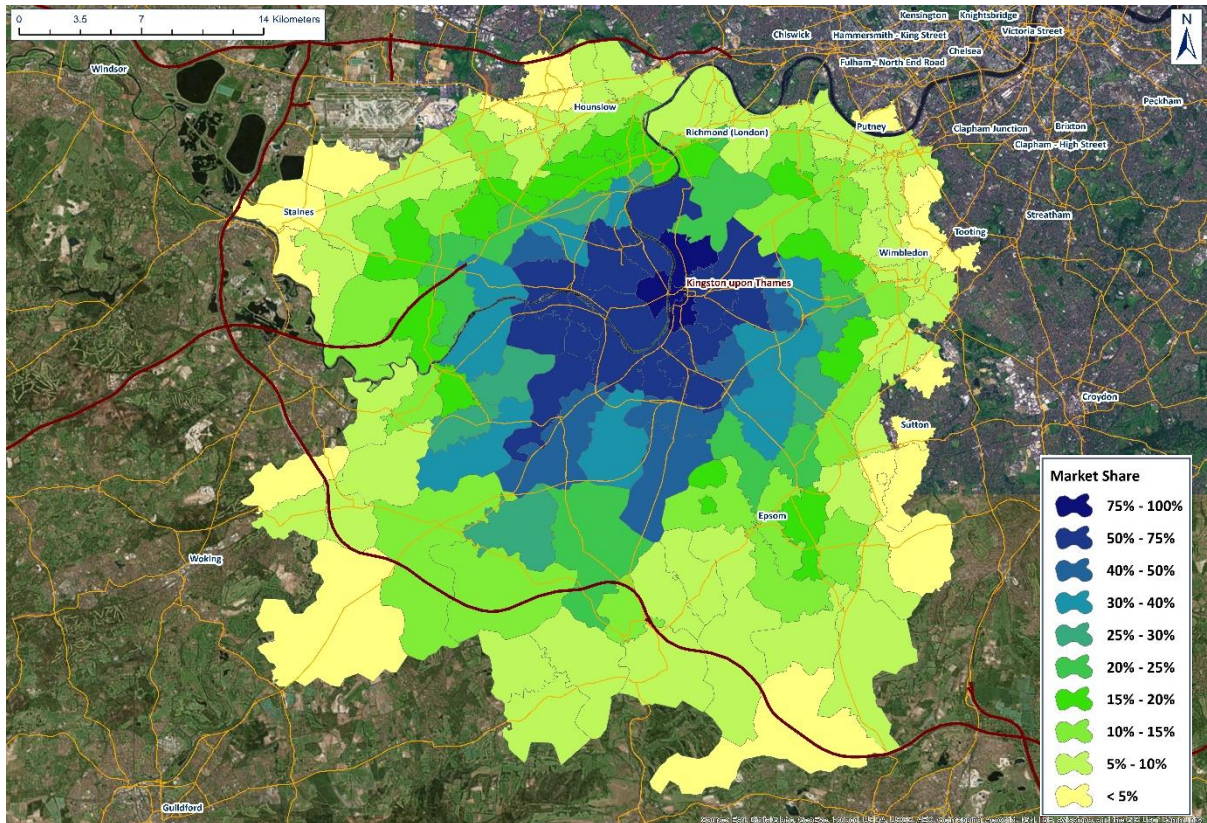
HDH Retail Centre Report: Edinburgh

Summary Statistics	Edinburgh	
Retail Spend Potential (million)	£2,323,607,832	
HDH Retail Spend Potential Rank	12	
HDH Vitality Ranking	**17**	
Vitality Score (0-400)	191	
Catchment Statistics	**Edinburgh**	**GB**
Population	860,366	
Social Grade AB	19%	25%
Qualified to Degree Level or Higher	35%	29%
Full-time students	8%	6%
Daytime Worker Statistics	**Edinburgh**	**GB**
Daytime Worker Population	1,267,169	
Managerial and Professional Occupations	9%	11%
Social Grade AB	13%	16%

HDH Retail Segmentation	Edinburgh	GB	Index
Wealthy Urbanites	3.1%	4.2%	
Maturing Affluence	5.8%	5.1%	
Prosperous Families	4.8%	11.9%	
Settled in Suburbia	9.7%	14.8%	
Mixed Neighbourhoods	19.2%	8.6%	
Average Families	2.7%	14.6%	
Developing Careers	20.8%	5.5%	
Struggling Workers	2.9%	15.4%	
Poorer Families	17.0%	10.3%	
Borderline Poverty	14.0%	9.6%	

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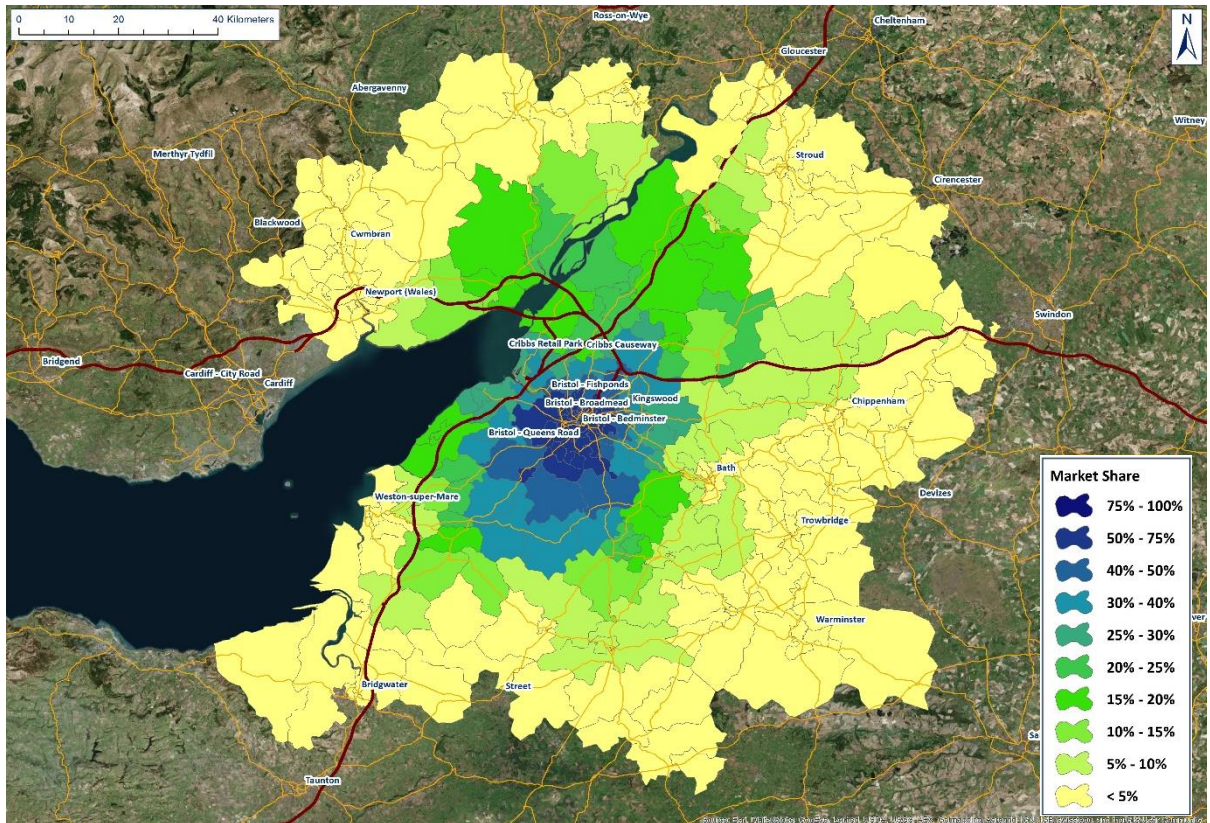
HDH Retail Centre Report: Westfield London

HARPER DENNIS HOBBS
RETAIL EXPERTISE

Market Share
- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Westfield London	
Retail Spend Potential (million)	£2,265,528,498	
HDH Retail Spend Potential Rank	13	
HDH Vitality Ranking	**1**	
Vitality Score (0-400)	312	
Catchment Statistics	**Westfield London**	**GB**
Population	3,102,827	
Social Grade AB	36%	25%
Qualified to Degree Level or Higher	44%	29%
Full-time students	10%	6%
Daytime Worker Statistics	**Westfield London**	**GB**
Daytime Worker Population	1,176,069	
Managerial and Professional Occupations	16%	11%
Social Grade AB	26%	16%

HDH Retail Segmentation	Westfield London	GB	Index
Wealthy Urbanites	47.5%	4.2%	
Maturing Affluence	4.1%	5.1%	
Prosperous Families	0.4%	11.9%	
Settled in Suburbia	5.8%	14.8%	
Mixed Neighbourhoods	4.9%	8.6%	
Average Families	4.4%	14.6%	
Developing Careers	6.9%	5.5%	
Struggling Workers	13.4%	15.4%	
Poorer Families	3.6%	10.3%	
Borderline Poverty	8.9%	9.6%	

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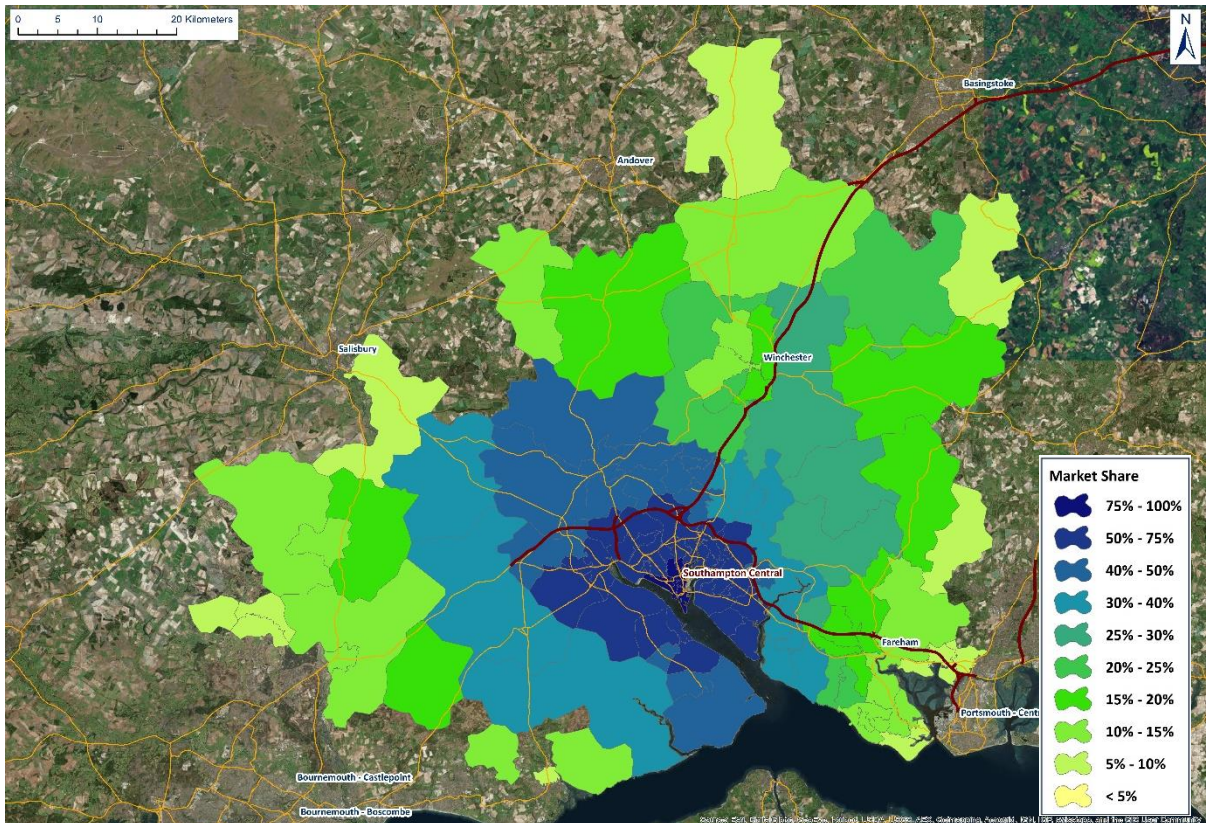
Market Share
- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Kingston upon Thames	
Retail Spend Potential (million)	£2,127,365,507	
HDH Retail Spend Potential Rank	14	
HDH Vitality Ranking	**13**	
Vitality Score (0-400)	201	
Catchment Statistics	**Kingston upon Thames**	**GB**
Population	1,363,530	
Social Grade AB	39%	25%
Qualified to Degree Level or Higher	41%	29%
Full-time students	12%	6%
Daytime Worker Statistics	**Kingston upon Thames**	**GB**
Daytime Worker Population	463,895	
Managerial and Professional Occupations	13%	11%
Social Grade AB	20%	16%

HDH Retail Segmentation	Kingston upon Thames	GB	Index
Wealthy Urbanites	21.8%	4.2%	
Maturing Affluence	11.3%	5.1%	
Prosperous Families	4.5%	11.9%	
Settled in Suburbia	24.2%	14.8%	
Mixed Neighbourhoods	6.2%	8.6%	
Average Families	14.1%	14.6%	
Developing Careers	5.0%	5.5%	
Struggling Workers	8.6%	15.4%	
Poorer Families	3.2%	10.3%	
Borderline Poverty	1.1%	9.6%	

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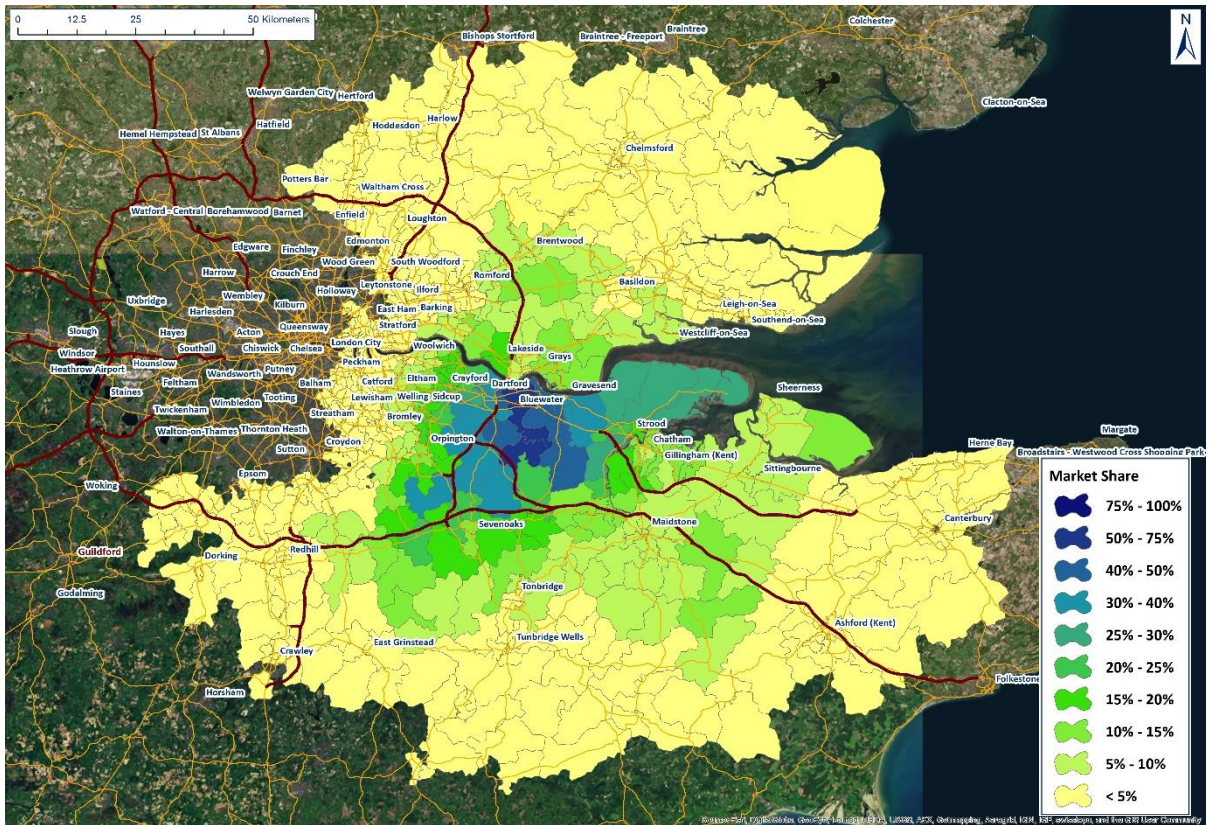
Market Share	
	75% - 100%
	50% - 75%
	40% - 50%
	30% - 40%
	25% - 30%
	20% - 25%
	15% - 20%
	10% - 15%
	5% - 10%
	< 5%

Summary Statistics	Bristol	
Retail Spend Potential (million)	£2,095,123,247	
HDH Retail Spend Potential Rank	15	
HDH Vitality Ranking	**39**	
Vitality Score (0-400)	155	
Catchment Statistics	**Bristol**	**GB**
Population	879,041	
Social Grade AB	22%	25%
Qualified to Degree Level or Higher	31%	29%
Full-time students	12%	6%
Daytime Worker Statistics	**Bristol**	**GB**
Daytime Worker Population	552,735	
Managerial and Professional Occupations	14%	11%
Social Grade AB	18%	16%

HDH Retail Segmentation	Bristol	GB	Index
Wealthy Urbanites	2.0%	4.2%	
Maturing Affluence	3.9%	5.1%	
Prosperous Families	10.1%	11.9%	
Settled in Suburbia	15.2%	14.8%	
Mixed Neighbourhoods	8.4%	8.6%	
Average Families	12.4%	14.6%	
Developing Careers	12.7%	5.5%	
Struggling Workers	14.7%	15.4%	
Poorer Families	14.7%	10.3%	
Borderline Poverty	5.9%	9.6%	

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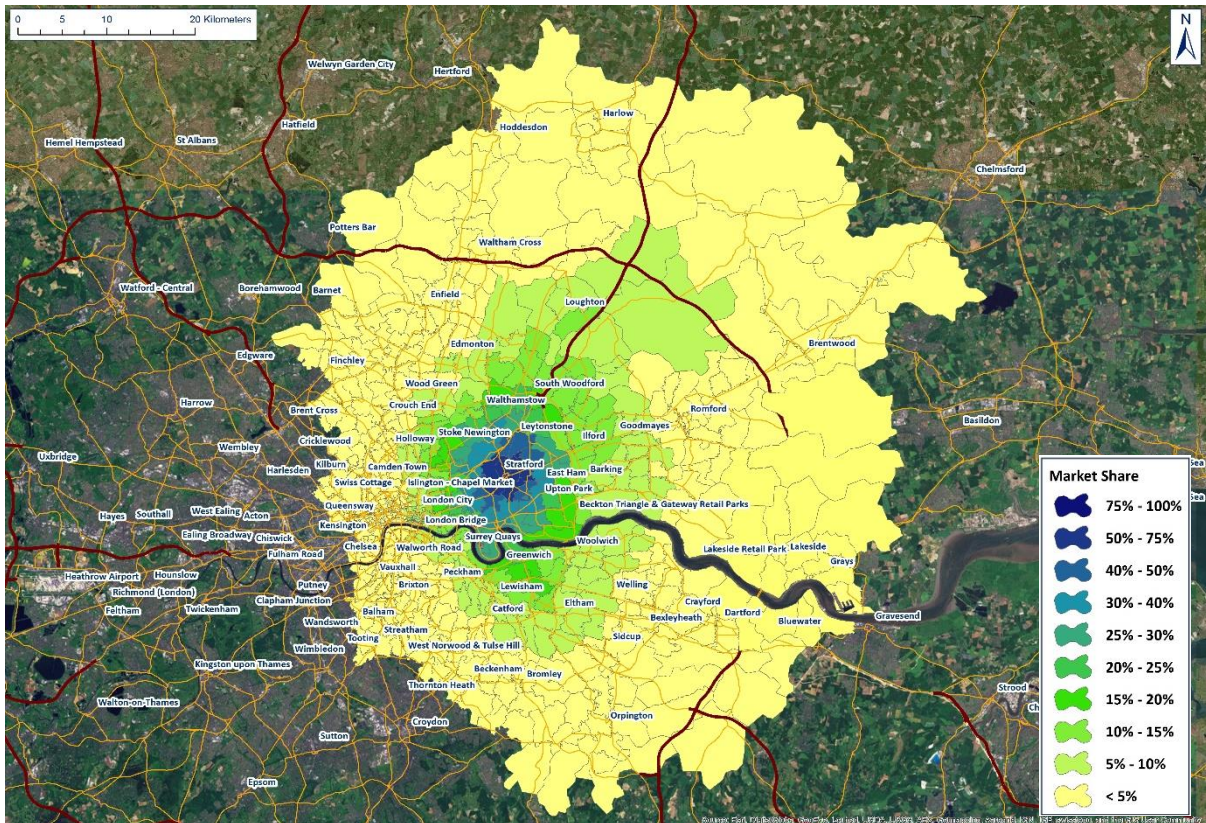
HDH Retail Centre Report: Southampton

HARPER DENNIS HOBBS
RETAIL EXPERTISE

Summary Statistics	Southampton	
Retail Spend Potential (million)	£2,049,378,010	
HDH Retail Spend Potential Rank	16	
HDH Vitality Ranking	**74**	
Vitality Score (0-400)	111	
Catchment Statistics	**Southampton**	**GB**
Population	910,683	
Social Grade AB	24%	25%
Qualified to Degree Level or Higher	29%	29%
Full-time students	15%	6%
Daytime Worker Statistics	**Southampton**	**GB**
Daytime Worker Population	297,409	
Managerial and Professional Occupations	10%	11%
Social Grade AB	14%	16%

HDH Retail Segmentation	Southampton	GB	Index
Wealthy Urbanites	1.7%	4.2%	
Maturing Affluence	4.6%	5.1%	
Prosperous Families	15.9%	11.9%	
Settled in Suburbia	14.2%	14.8%	
Mixed Neighbourhoods	8.5%	8.6%	
Average Families	14.2%	14.6%	
Developing Careers	12.8%	5.5%	
Struggling Workers	10.8%	15.4%	
Poorer Families	12.9%	10.3%	
Borderline Poverty	4.5%	9.6%	

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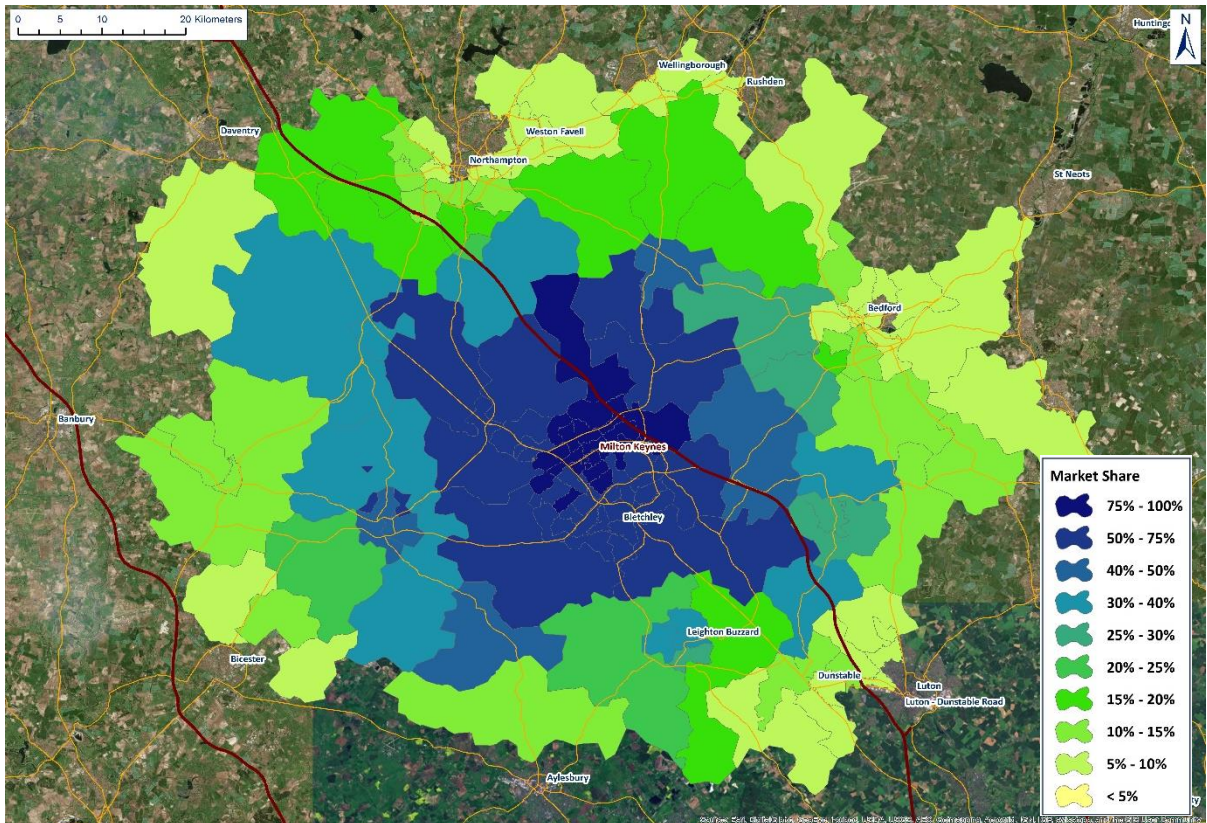
Market Share

- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Bluewater	
Retail Spend Potential (million)	£1,960,572,594	
HDH Retail Spend Potential Rank	17	
HDH Vitality Ranking	**8**	
Vitality Score (0-400)	236	
Catchment Statistics	**Bluewater**	**GB**
Population	3,618,891	
Social Grade AB	21%	25%
Qualified to Degree Level or Higher	25%	29%
Full-time students	8%	6%
Daytime Worker Statistics	**Bluewater**	**GB**
Daytime Worker Population	205,839	
Managerial and Professional Occupations	7%	11%
Social Grade AB	11%	16%

HDH Retail Segmentation	Bluewater	GB	Index
Wealthy Urbanites	1.6%	4.2%	
Maturing Affluence	5.6%	5.1%	
Prosperous Families	10.5%	11.9%	
Settled in Suburbia	18.4%	14.8%	
Mixed Neighbourhoods	5.4%	8.6%	
Average Families	17.9%	14.6%	
Developing Careers	6.9%	5.5%	
Struggling Workers	19.3%	15.4%	
Poorer Families	11.9%	10.3%	
Borderline Poverty	2.5%	9.6%	

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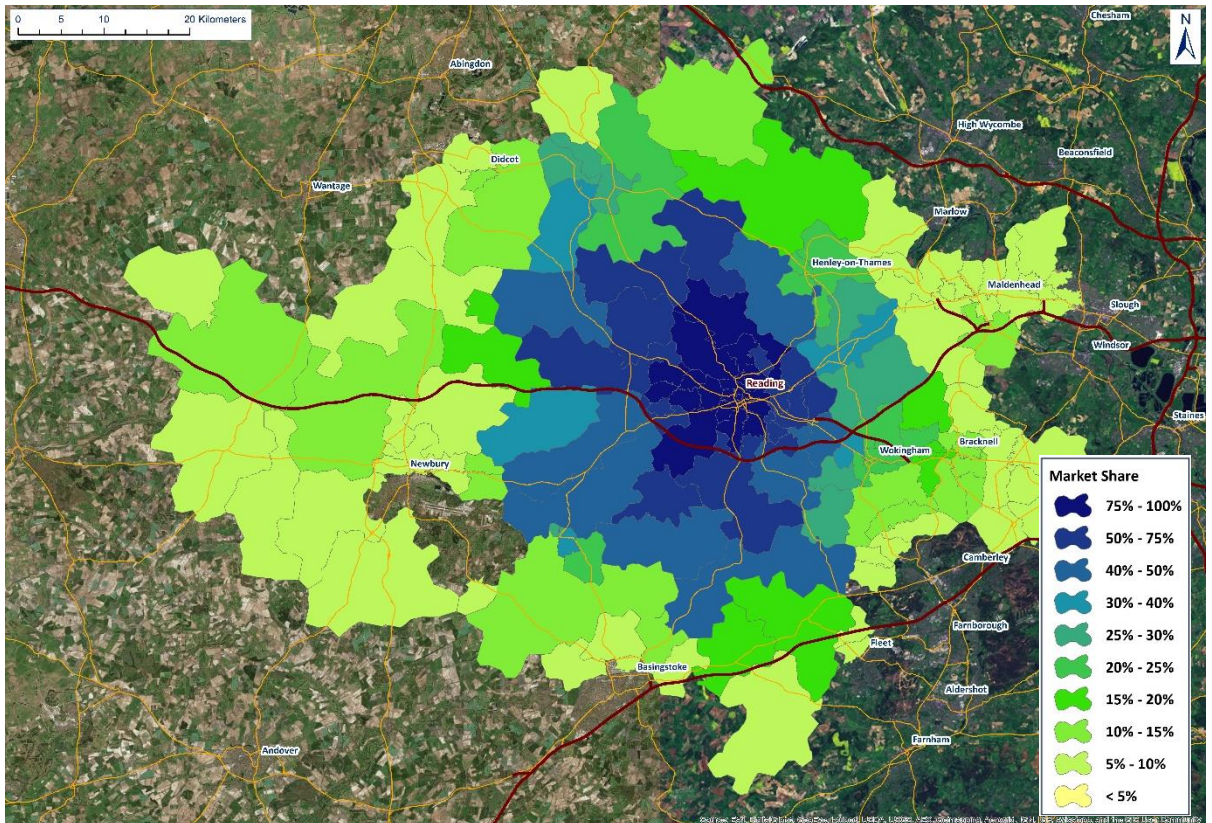
HDH Retail Centre Report: Westfield Stratford

HARPER DENNIS HOBBS
RETAIL EXPERTISE

Summary Statistics	Westfield Stratford	
Retail Spend Potential (million)	£1,954,050,298	
HDH Retail Spend Potential Rank	18	
HDH Vitality Ranking	**14**	
Vitality Score (0-400)	200	
Catchment Statistics	**Westfield Stratford**	**GB**
Population	2,693,358	
Social Grade AB	24%	25%
Qualified to Degree Level or Higher	34%	29%
Full-time students	11%	6%
Daytime Worker Statistics	**Westfield Stratford**	**GB**
Daytime Worker Population	1,206,059	
Managerial and Professional Occupations	17%	11%
Social Grade AB	23%	16%

HDH Retail Segmentation	Stratford	GB	Index
Wealthy Urbanites	12.5%	4.2%	
Maturing Affluence	2.6%	5.1%	
Prosperous Families	0.3%	11.9%	
Settled in Suburbia	7.6%	14.8%	
Mixed Neighbourhoods	4.3%	8.6%	
Average Families	6.6%	14.6%	
Developing Careers	7.4%	5.5%	
Struggling Workers	30.0%	15.4%	
Poorer Families	3.9%	10.3%	
Borderline Poverty	24.8%	9.6%	

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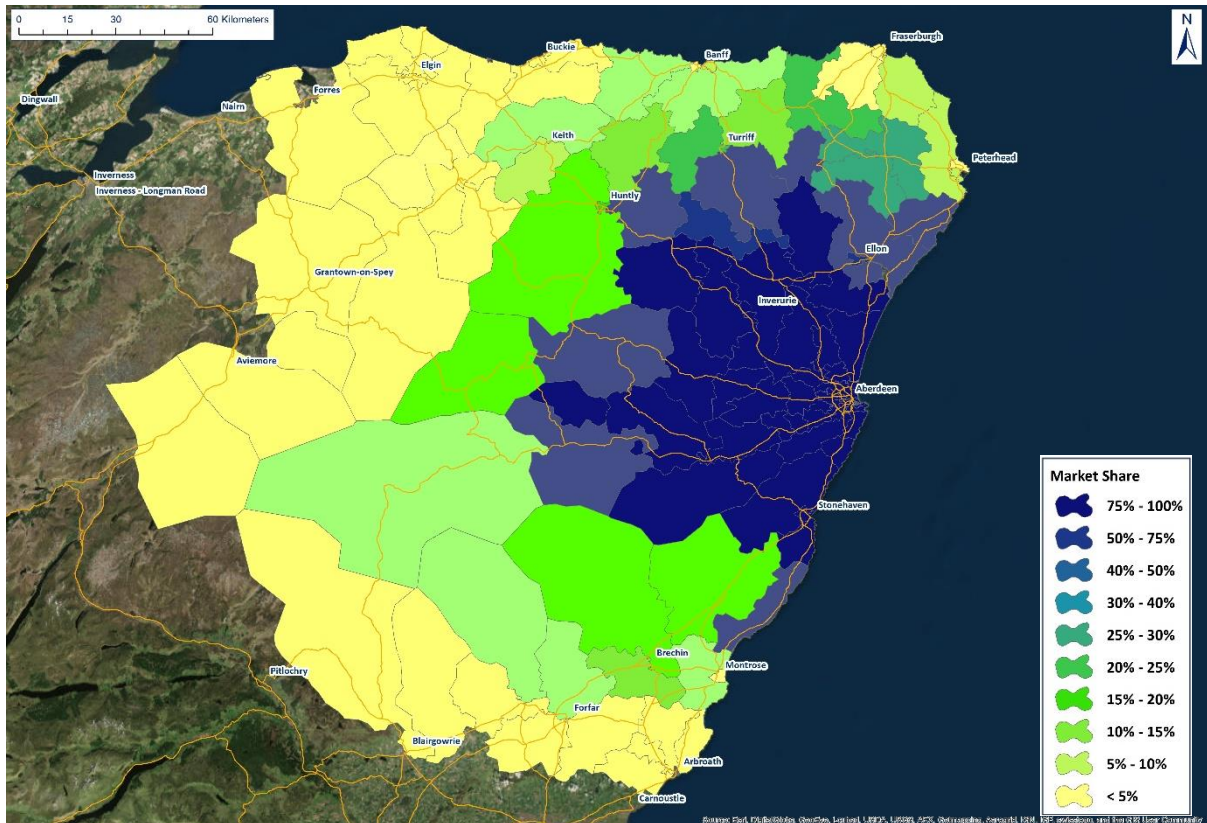
Summary Statistics	Milton Keynes	
Retail Spend Potential (million)	£1,899,213,056	
HDH Retail Spend Potential Rank	19	
HDH Vitality Ranking	**51**	
Vitality Score (0-400)	138	
Catchment Statistics	**Milton Keynes**	**GB**
Population	1,007,352	
Social Grade AB	26%	25%
Qualified to Degree Level or Higher	27%	29%
Full-time students	7%	6%
Daytime Worker Statistics	**Milton Keynes**	**GB**
Daytime Worker Population	255,440	
Managerial and Professional Occupations	13%	11%
Social Grade AB	18%	16%

HDH Retail Segmentation	Milton Keynes	GB	Index
Wealthy Urbanites	2.4%	4.2%	
Maturing Affluence	5.4%	5.1%	
Prosperous Families	17.1%	11.9%	
Settled in Suburbia	22.3%	14.8%	
Mixed Neighbourhoods	7.4%	8.6%	
Average Families	8.7%	14.6%	
Developing Careers	10.1%	5.5%	
Struggling Workers	9.7%	15.4%	
Poorer Families	12.0%	10.3%	
Borderline Poverty	4.8%	9.6%	

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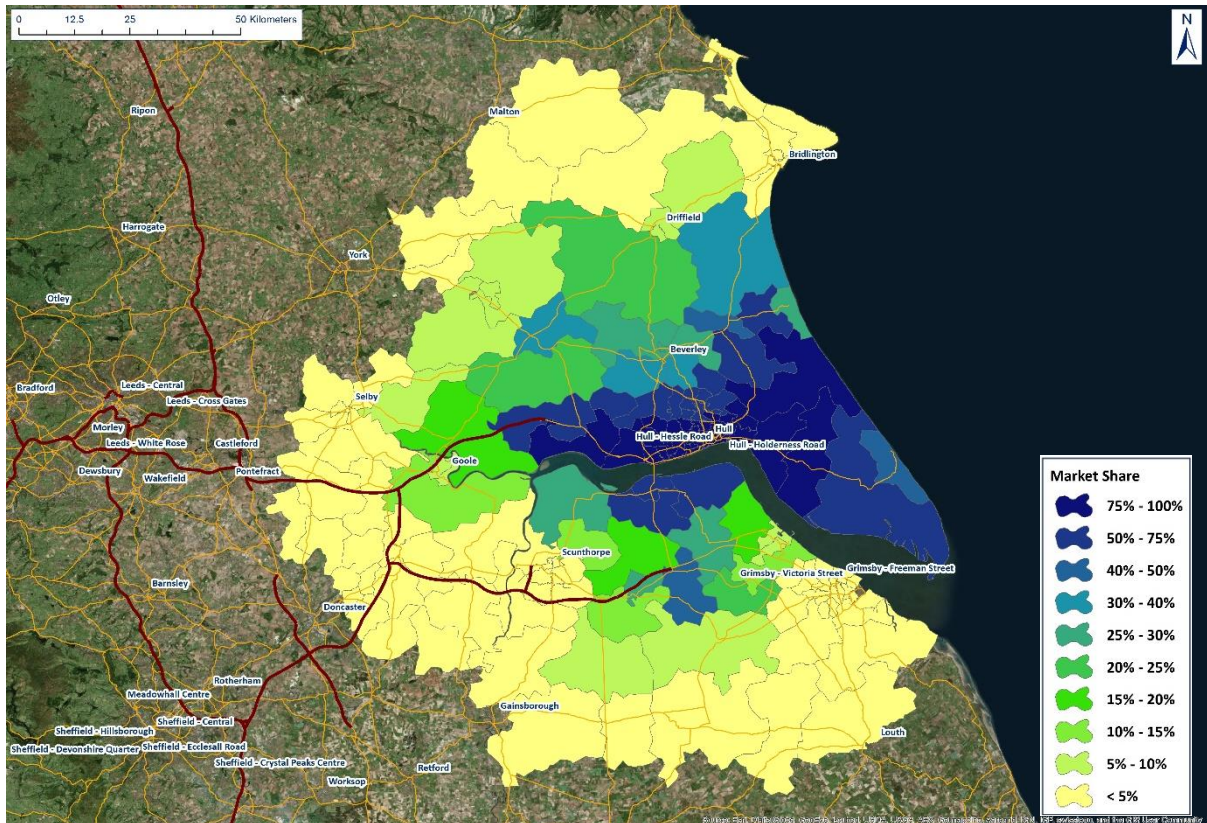
HARPER DENNIS HOBBS
RETAIL EXPERTISE

Market Share
- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Reading	
Retail Spend Potential (million)	£1,898,846,846	
HDH Retail Spend Potential Rank	20	
HDH Vitality Ranking	**84**	
Vitality Score (0-400)	108	
Catchment Statistics	**Reading**	**GB**
Population	908,170	
Social Grade AB	35%	25%
Qualified to Degree Level or Higher	35%	29%
Full-time students	10%	6%
Daytime Worker Statistics	**Reading**	**GB**
Daytime Worker Population	280,371	
Managerial and Professional Occupations	16%	11%
Social Grade AB	22%	16%

HDH Retail Segmentation	Reading	GB	Index
Wealthy Urbanites	4.4%	4.2%	
Maturing Affluence	10.0%	5.1%	
Prosperous Families	20.3%	11.9%	
Settled in Suburbia	16.4%	14.8%	
Mixed Neighbourhoods	6.3%	8.6%	
Average Families	11.9%	14.6%	
Developing Careers	8.9%	5.5%	
Struggling Workers	13.8%	15.4%	
Poorer Families	6.7%	10.3%	
Borderline Poverty	1.4%	9.6%	

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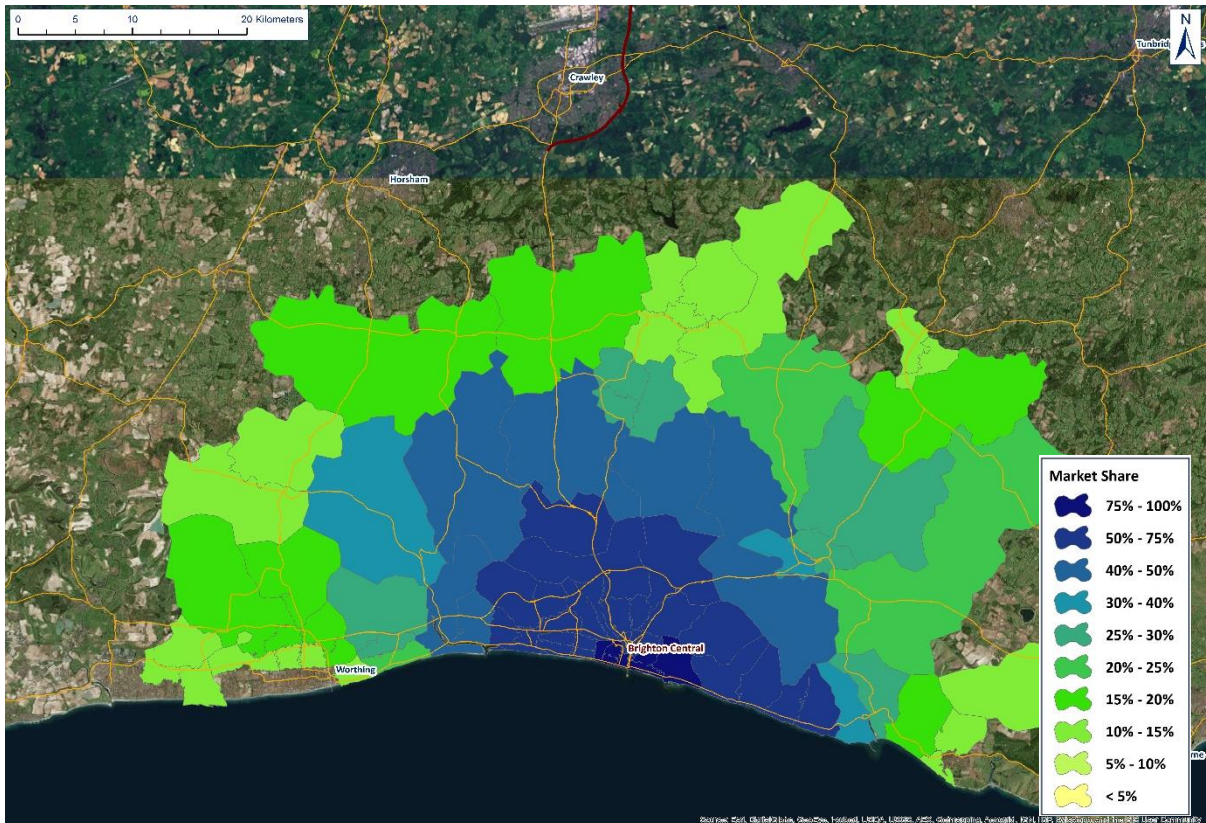
HDH Retail Centre Report: Aberdeen

Market Share
- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Aberdeen	
Retail Spend Potential (million)	£1,859,791,291	
HDH Retail Spend Potential Rank	21	
HDH Vitality Ranking	**70**	
Vitality Score (0-400)	117	
Catchment Statistics	**Aberdeen**	**GB**
Population	319,865	
Social Grade AB	23%	25%
Qualified to Degree Level or Higher	33%	29%
Full-time students	8%	6%
Daytime Worker Statistics	**Aberdeen**	**GB**
Daytime Worker Population	471,105	
Managerial and Professional Occupations	9%	11%
Social Grade AB	13%	16%

HDH Retail Segmentation	Aberdeen	GB	Index
Wealthy Urbanites	0.9%	4.2%	
Maturing Affluence	2.4%	5.1%	
Prosperous Families	6.5%	11.9%	
Settled in Suburbia	1.8%	14.8%	
Mixed Neighbourhoods	61.3%	8.6%	
Average Families	1.0%	14.6%	
Developing Careers	6.2%	5.5%	
Struggling Workers	1.2%	15.4%	
Poorer Families	9.7%	10.3%	
Borderline Poverty	9.0%	9.6%	

(Index chart axis: 0, 50, 100, 150, 200)

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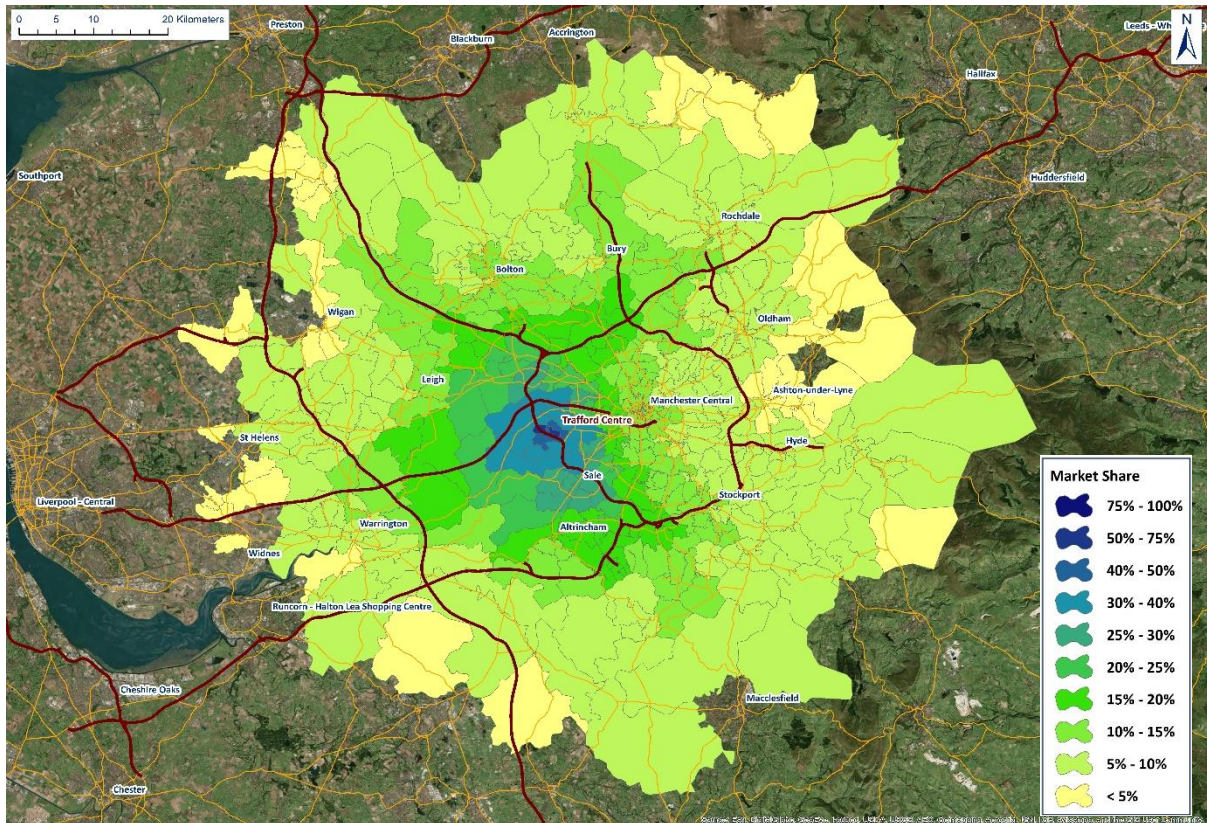
Summary Statistics	Hull	
Retail Spend Potential (million)	£1,858,896,751	
HDH Retail Spend Potential Rank	22	
HDH Vitality Ranking	**170**	
Vitality Score (0-400)	63	
Catchment Statistics	**Hull**	**GB**
Population	426,137	
Social Grade AB	15%	25%
Qualified to Degree Level or Higher	20%	29%
Full-time students	9%	6%
Daytime Worker Statistics	**Hull**	**GB**
Daytime Worker Population	326,017	
Managerial and Professional Occupations	7%	11%
Social Grade AB	10%	16%

HDH Retail Segmentation	Hull	GB	Index
Wealthy Urbanites	0.5%	4.2%	
Maturing Affluence	2.2%	5.1%	
Prosperous Families	10.7%	11.9%	
Settled in Suburbia	11.1%	14.8%	
Mixed Neighbourhoods	7.2%	8.6%	
Average Families	15.4%	14.6%	
Developing Careers	4.4%	5.5%	
Struggling Workers	18.0%	15.4%	
Poorer Families	9.9%	10.3%	
Borderline Poverty	20.7%	9.6%	

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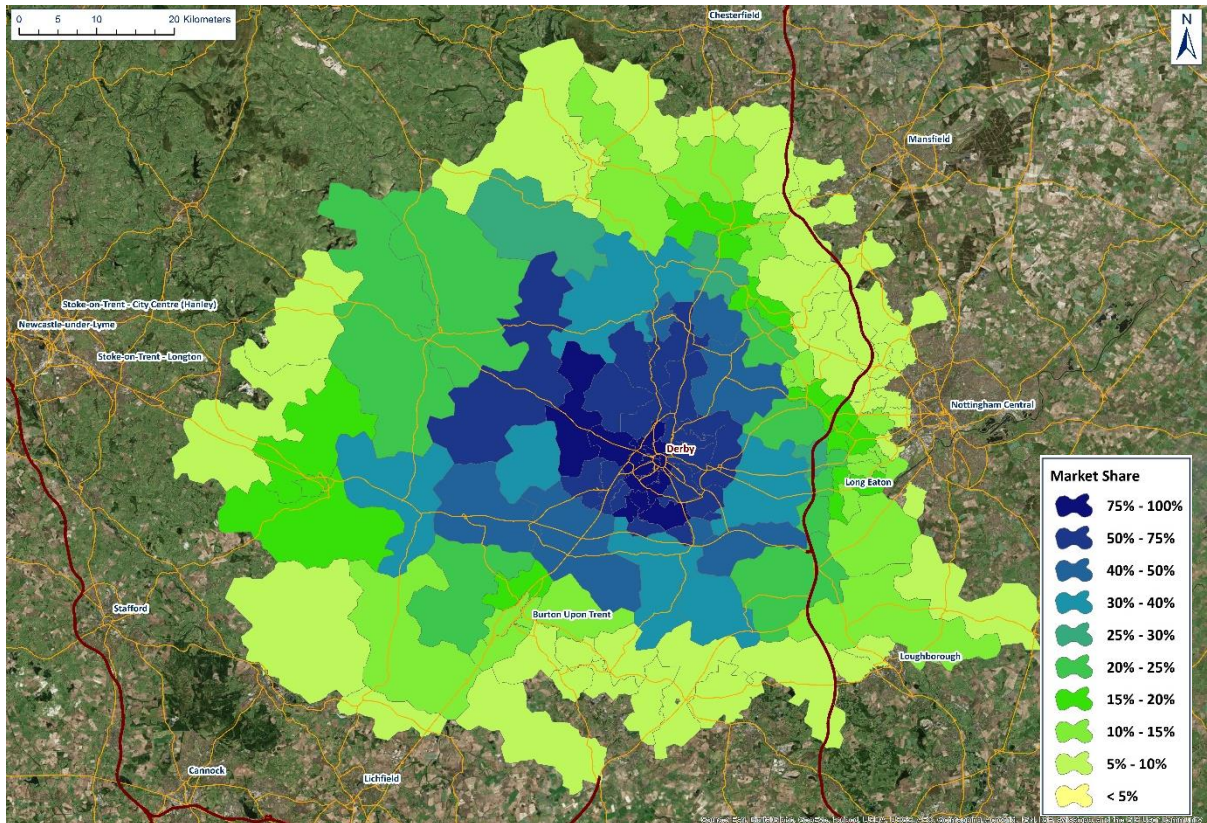
Summary Statistics	Brighton	
Retail Spend Potential (million)	£1,836,819,268	
HDH Retail Spend Potential Rank	23	
HDH Vitality Ranking	**22**	
Vitality Score (0-400)	176	
Catchment Statistics	**Brighton**	**GB**
Population	683,267	
Social Grade AB	28%	25%
Qualified to Degree Level or Higher	32%	29%
Full-time students	15%	6%
Daytime Worker Statistics	**Brighton**	**GB**
Daytime Worker Population	274,438	
Managerial and Professional Occupations	11%	11%
Social Grade AB	17%	16%

HDH Retail Segmentation	Brighton	GB	Index
Wealthy Urbanites	6.2%	4.2%	
Maturing Affluence	5.8%	5.1%	
Prosperous Families	7.2%	11.9%	
Settled in Suburbia	19.2%	14.8%	
Mixed Neighbourhoods	14.3%	8.6%	
Average Families	19.2%	14.6%	
Developing Careers	6.5%	5.5%	
Struggling Workers	11.7%	15.4%	
Poorer Families	5.2%	10.3%	
Borderline Poverty	4.7%	9.6%	

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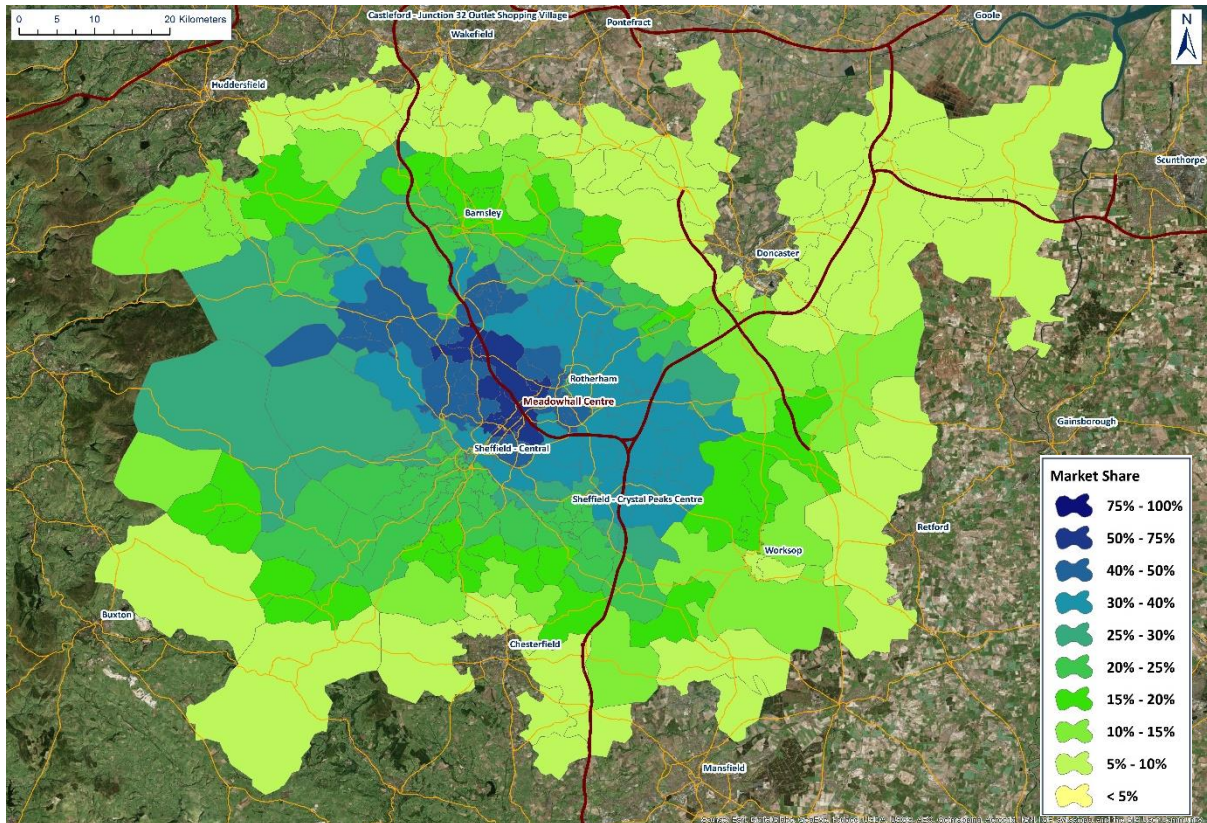
Market Share

▨	75% - 100%
▨	50% - 75%
▨	40% - 50%
▨	30% - 40%
▨	25% - 30%
▨	20% - 25%
▨	15% - 20%
▨	10% - 15%
▨	5% - 10%
▨	< 5%

Summary Statistics	Trafford Centre	
Retail Spend Potential (million)	£1,834,021,399	
HDH Retail Spend Potential Rank	24	
HDH Vitality Ranking	**19**	
Vitality Score (0-400)	180	
Catchment Statistics	**Trafford Centre**	**GB**
Population	3,275,689	
Social Grade AB	21%	25%
Qualified to Degree Level or Higher	25%	29%
Full-time students	9%	6%
Daytime Worker Statistics	**Trafford Centre**	**GB**
Daytime Worker Population	480,333	
Managerial and Professional Occupations	10%	11%
Social Grade AB	14%	16%

HDH Retail Segmentation	Trafford Centre	GB	Index
Wealthy Urbanites	1.9%	4.2%	
Maturing Affluence	3.6%	5.1%	
Prosperous Families	7.8%	11.9%	
Settled in Suburbia	12.6%	14.8%	
Mixed Neighbourhoods	7.8%	8.6%	
Average Families	15.8%	14.6%	
Developing Careers	4.7%	5.5%	
Struggling Workers	18.2%	15.4%	
Poorer Families	12.6%	10.3%	
Borderline Poverty	15.2%	9.6%	

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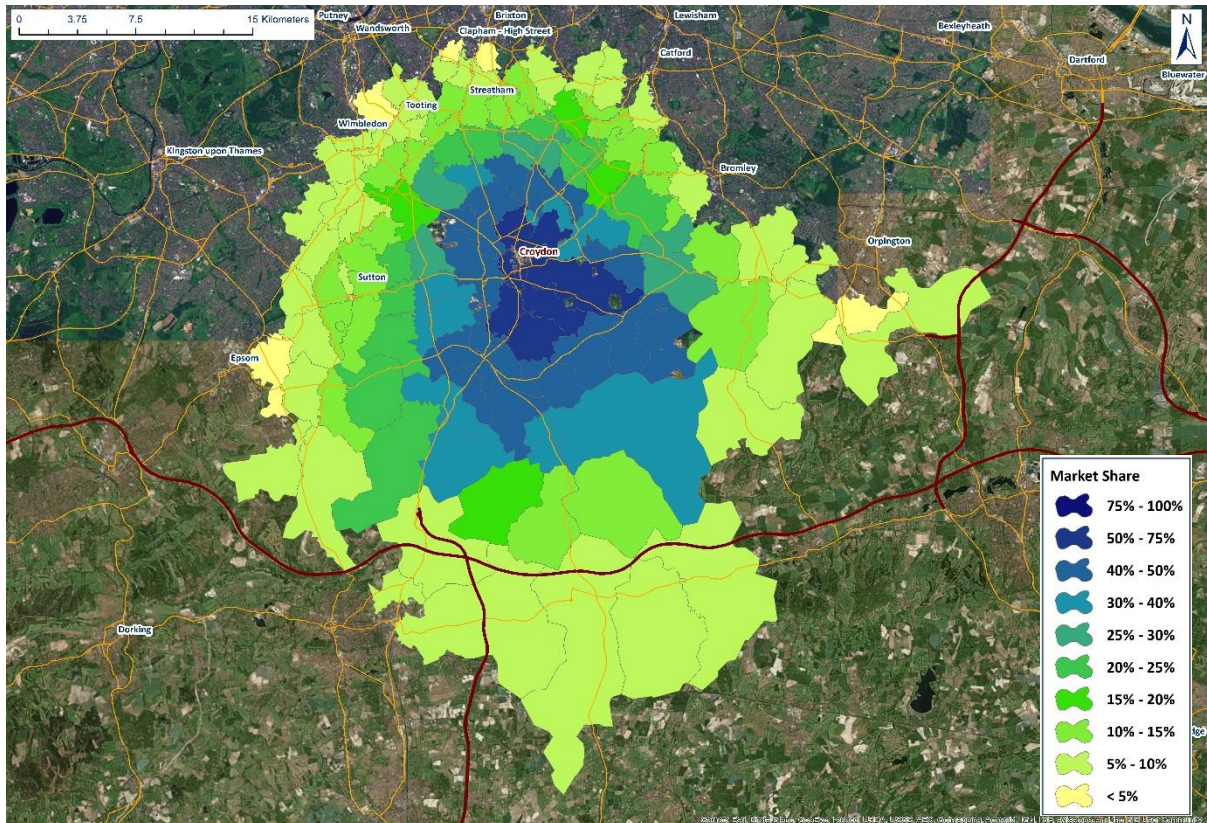
HARPER DENNIS HOBBS
RETAIL EXPERTISE

Summary Statistics	Derby	
Retail Spend Potential (million)	£1,823,247,763	
HDH Retail Spend Potential Rank	25	
HDH Vitality Ranking	**113**	
Vitality Score (0-400)	85	
Catchment Statistics	**Derby**	**GB**
Population	1,140,343	
Social Grade AB	21%	25%
Qualified to Degree Level or Higher	24%	29%
Full-time students	9%	6%
Daytime Worker Statistics	**Derby**	**GB**
Daytime Worker Population	314,203	
Managerial and Professional Occupations	10%	11%
Social Grade AB	14%	16%

HDH Retail Segmentation	Derby	GB	Index
Wealthy Urbanites	0.3%	4.2%	
Maturing Affluence	2.7%	5.1%	
Prosperous Families	14.3%	11.9%	
Settled in Suburbia	15.1%	14.8%	
Mixed Neighbourhoods	7.6%	8.6%	
Average Families	11.4%	14.6%	
Developing Careers	8.4%	5.5%	
Struggling Workers	21.0%	15.4%	
Poorer Families	11.4%	10.3%	
Borderline Poverty	7.8%	9.6%	

(Index bar chart axis: 0, 50, 100, 150, 200)

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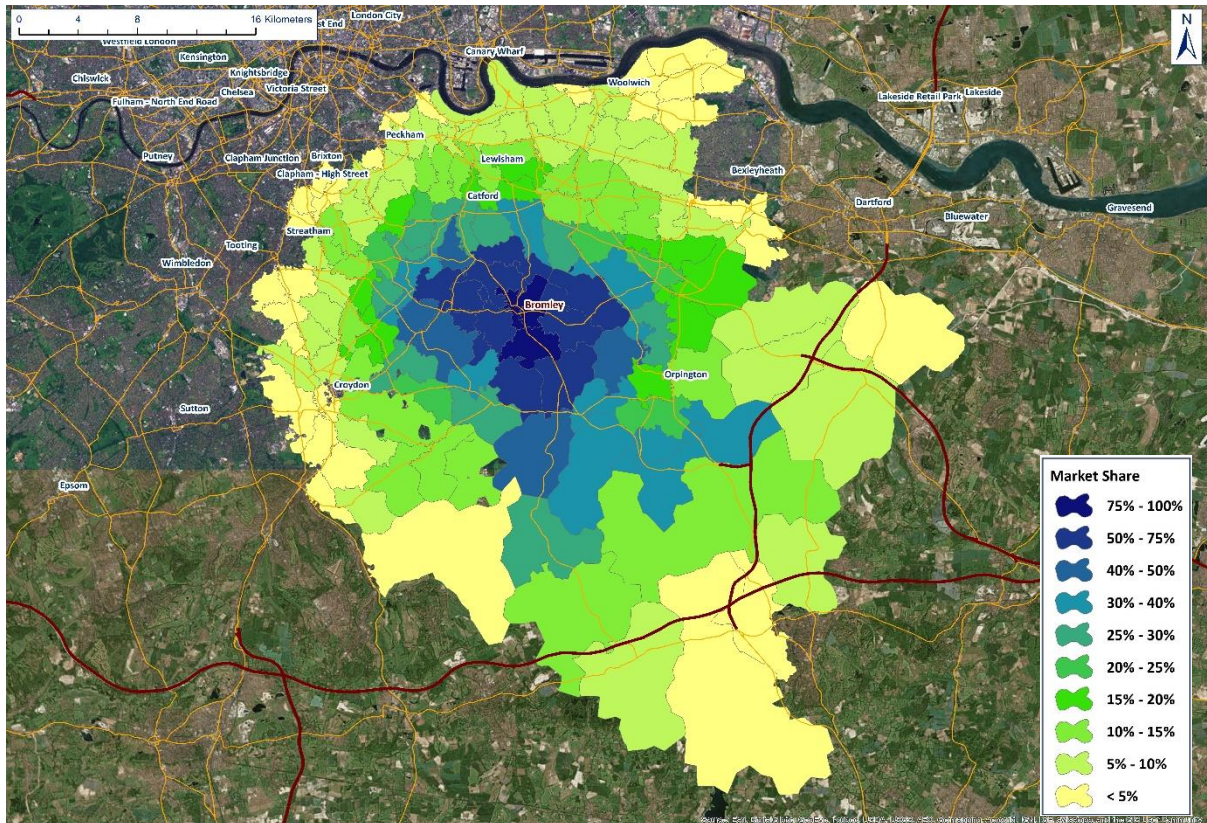
Summary Statistics	Meadowhall	
Retail Spend Potential (million)	£1,801,190,169	
HDH Retail Spend Potential Rank	26	
HDH Vitality Ranking	**23**	
Vitality Score (0-400)	175	
Catchment Statistics	**Meadowhall**	**GB**
Population	1,705,059	
Social Grade AB	17%	25%
Qualified to Degree Level or Higher	21%	29%
Full-time students	14%	6%
Daytime Worker Statistics	**Meadowhall**	**GB**
Daytime Worker Population	506,714	
Managerial and Professional Occupations	9%	11%
Social Grade AB	12%	16%

HDH Retail Segmentation	Meadowhall	GB	Index
Wealthy Urbanites	0.6%	4.2%	
Maturing Affluence	1.6%	5.1%	
Prosperous Families	6.9%	11.9%	
Settled in Suburbia	11.7%	14.8%	
Mixed Neighbourhoods	7.6%	8.6%	
Average Families	15.4%	14.6%	
Developing Careers	4.1%	5.5%	
Struggling Workers	18.6%	15.4%	
Poorer Families	9.8%	10.3%	
Borderline Poverty	23.5%	9.6%	

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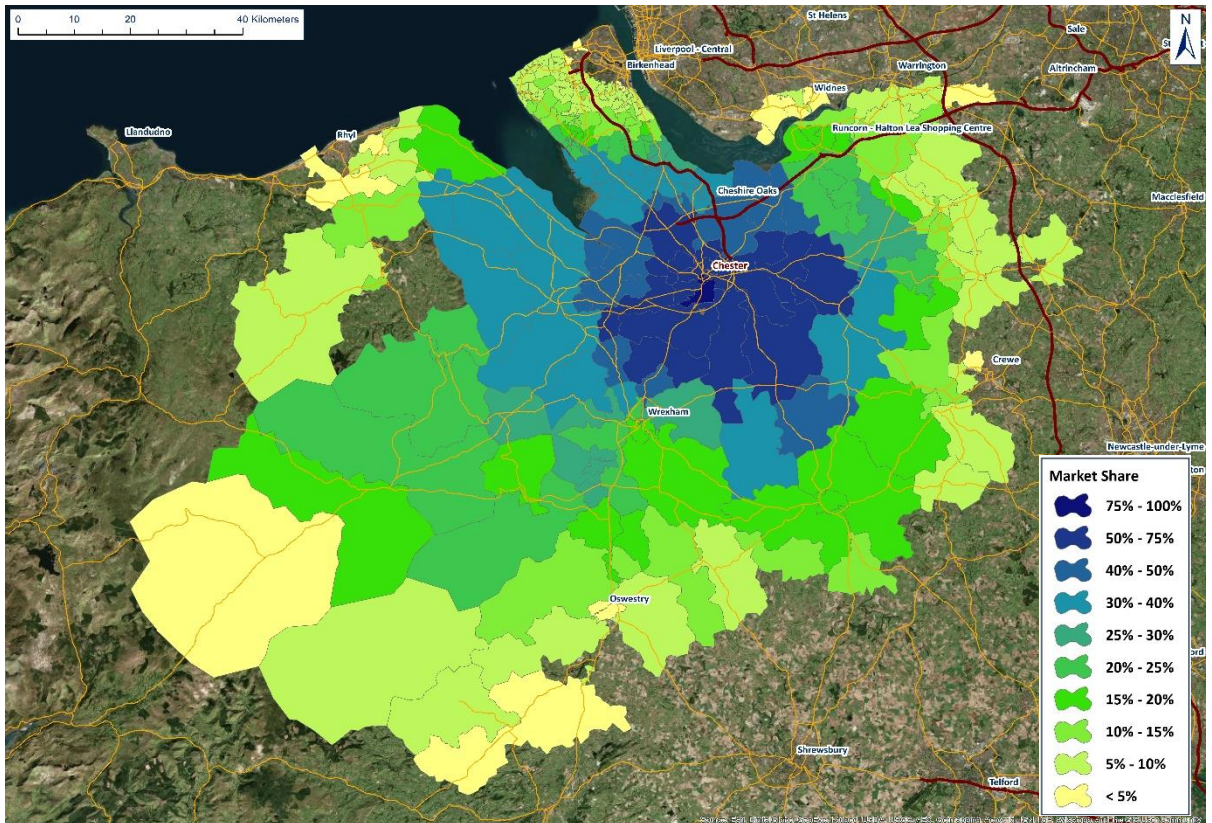
HARPER DENNIS HOBBS
RETAIL EXPERTISE

Summary Statistics	Croydon	
Retail Spend Potential (million)	£1,774,115,183	
HDH Retail Spend Potential Rank	27	
HDH Vitality Ranking	**126**	
Vitality Score (0-400)	78	
Catchment Statistics	**Croydon**	**GB**
Population	1,246,507	
Social Grade AB	26%	25%
Qualified to Degree Level or Higher	35%	29%
Full-time students	11%	6%
Daytime Worker Statistics	**Croydon**	**GB**
Daytime Worker Population	532,242	
Managerial and Professional Occupations	9%	11%
Social Grade AB	13%	16%

HDH Retail Segmentation	Croydon	GB	Index
Wealthy Urbanites	6.6%	4.2%	
Maturing Affluence	7.0%	5.1%	
Prosperous Families	4.4%	11.9%	
Settled in Suburbia	18.2%	14.8%	
Mixed Neighbourhoods	5.9%	8.6%	
Average Families	13.0%	14.6%	
Developing Careers	7.8%	5.5%	
Struggling Workers	30.9%	15.4%	
Poorer Families	3.2%	10.3%	
Borderline Poverty	2.9%	9.6%	

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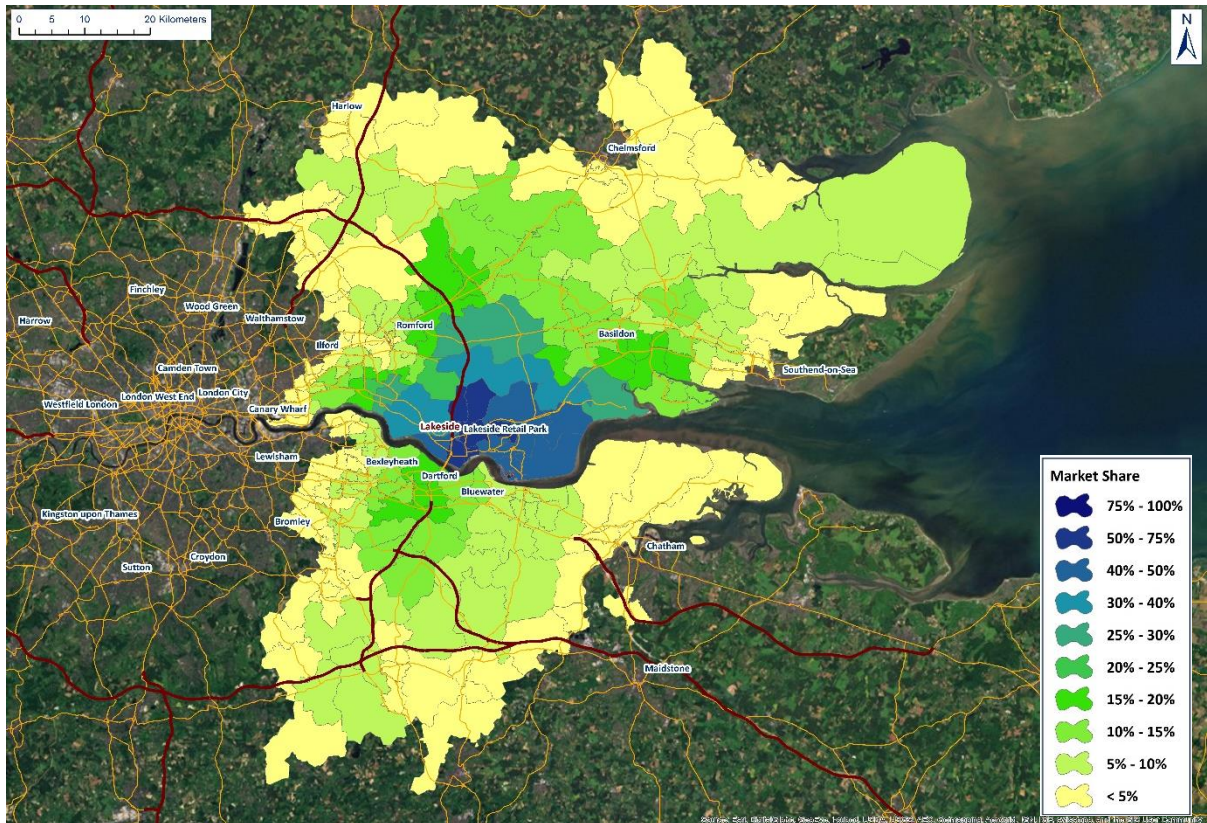
Market Share	
	75% - 100%
	50% - 75%
	40% - 50%
	30% - 40%
	25% - 30%
	20% - 25%
	15% - 20%
	10% - 15%
	5% - 10%
	< 5%

Summary Statistics	Bromley	
Retail Spend Potential (million)	£1,673,163,330	
HDH Retail Spend Potential Rank	28	
HDH Vitality Ranking	**57**	
Vitality Score (0-400)	133	
Catchment Statistics	**Bromley**	**GB**
Population	1,544,492	
Social Grade AB	28%	25%
Qualified to Degree Level or Higher	34%	29%
Full-time students	11%	6%
Daytime Worker Statistics	**Bromley**	**GB**
Daytime Worker Population	450,947	
Managerial and Professional Occupations	9%	11%
Social Grade AB	14%	16%

HDH Retail Segmentation	Bromley	GB	Index
Wealthy Urbanites	5.4%	4.2%	
Maturing Affluence	8.1%	5.1%	
Prosperous Families	4.2%	11.9%	
Settled in Suburbia	23.0%	14.8%	
Mixed Neighbourhoods	5.2%	8.6%	
Average Families	13.0%	14.6%	
Developing Careers	5.3%	5.5%	
Struggling Workers	26.5%	15.4%	
Poorer Families	5.6%	10.3%	
Borderline Poverty	3.7%	9.6%	

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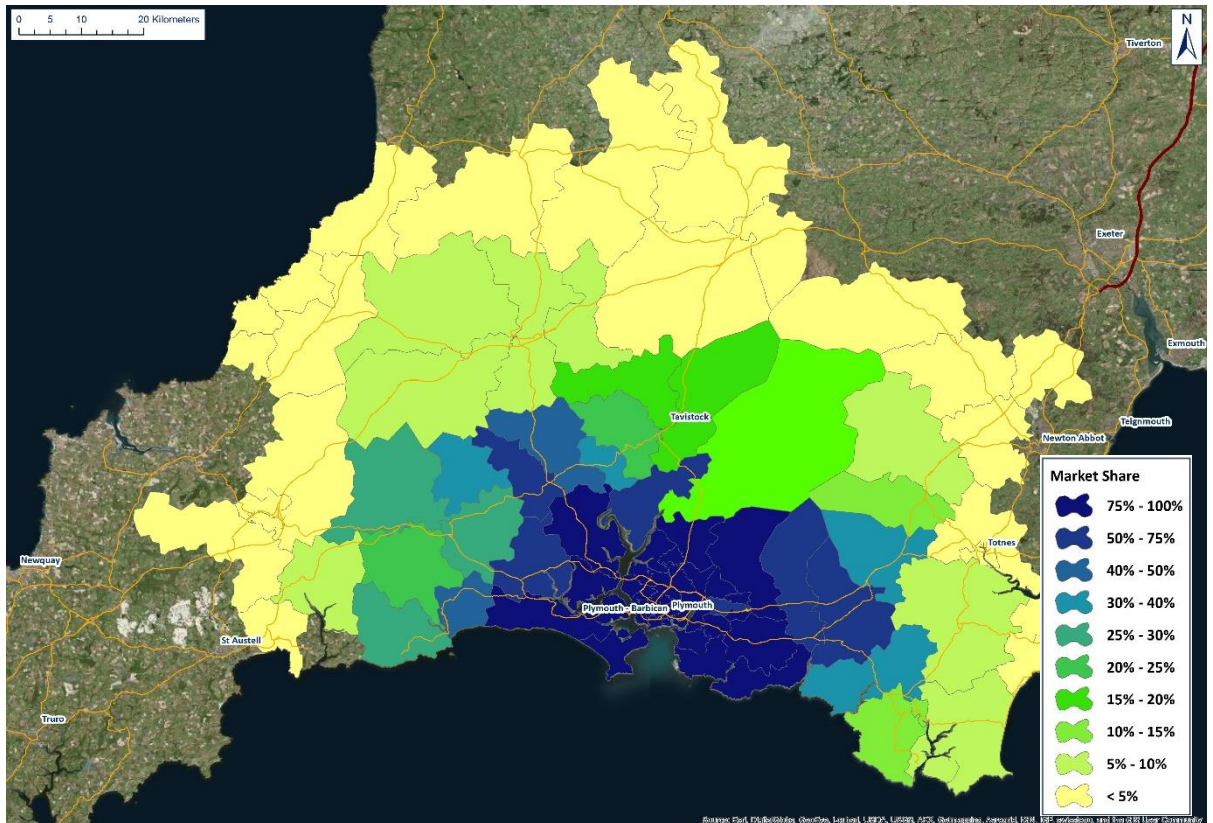
Market Share	
	75% - 100%
	50% - 75%
	40% - 50%
	30% - 40%
	25% - 30%
	20% - 25%
	15% - 20%
	10% - 15%
	5% - 10%
	< 5%

Summary Statistics	Chester	
Retail Spend Potential (million)	£1,644,201,122	
HDH Retail Spend Potential Rank	29	
HDH Vitality Ranking	**25**	
Vitality Score (0-400)	171	
Catchment Statistics	**Chester**	**GB**
Population	1,198,783	
Social Grade AB	23%	25%
Qualified to Degree Level or Higher	26%	29%
Full-time students	9%	6%
Daytime Worker Statistics	**Chester**	**GB**
Daytime Worker Population	150,815	
Managerial and Professional Occupations	11%	11%
Social Grade AB	16%	16%

HDH Retail Segmentation	Chester	GB	Index
Wealthy Urbanites	0.5%	4.2%	
Maturing Affluence	5.2%	5.1%	
Prosperous Families	20.9%	11.9%	
Settled in Suburbia	13.6%	14.8%	
Mixed Neighbourhoods	9.9%	8.6%	
Average Families	19.9%	14.6%	
Developing Careers	3.3%	5.5%	
Struggling Workers	11.7%	15.4%	
Poorer Families	7.8%	10.3%	
Borderline Poverty	7.3%	9.6%	

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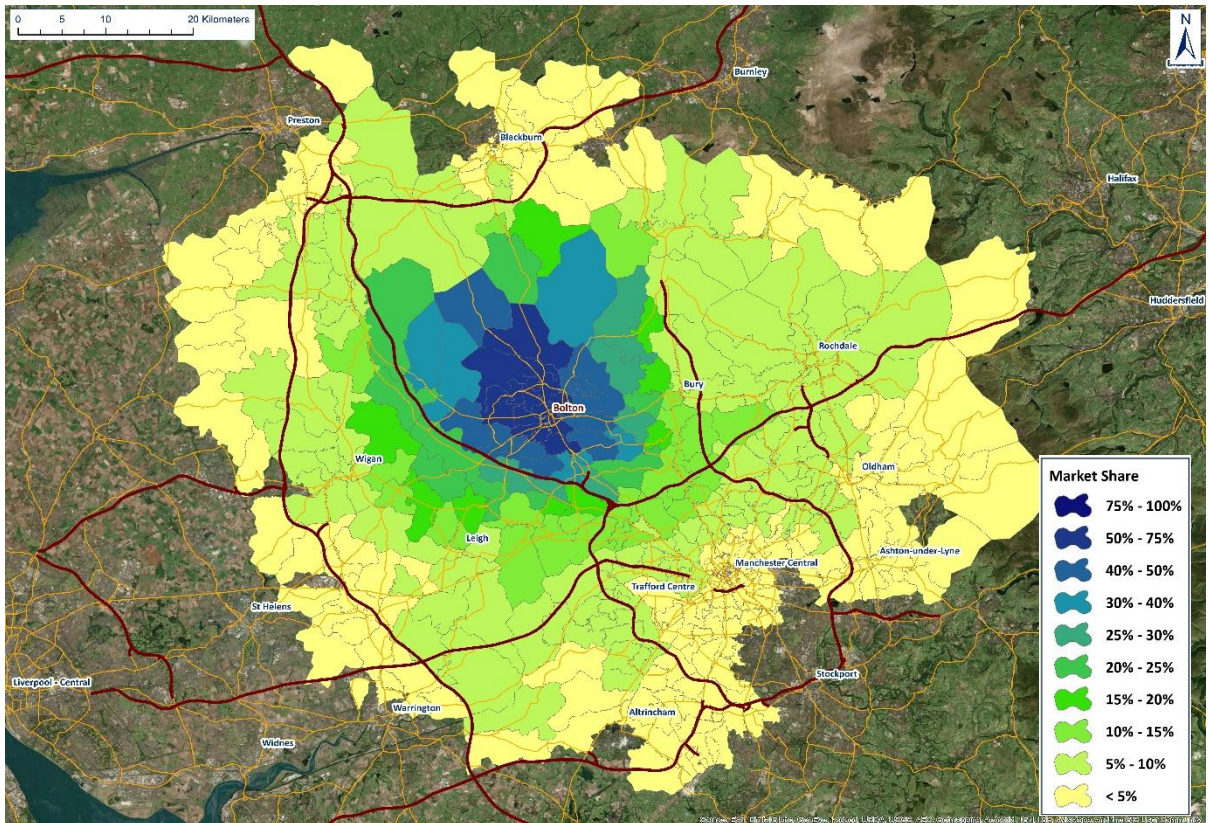
HDH Retail Centre Report: Lakeside

HARPER DENNIS HOBBS
RETAIL EXPERTISE

Market Share
- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Lakeside	
Retail Spend Potential (million)	£1,622,017,826	
HDH Retail Spend Potential Rank	30	
HDH Vitality Ranking	**32**	
Vitality Score (0-400)	159	
Catchment Statistics	**Lakeside**	**GB**
Population	2,290,799	
Social Grade AB	18%	25%
Qualified to Degree Level or Higher	22%	29%
Full-time students	8%	6%
Daytime Worker Statistics	**Lakeside**	**GB**
Daytime Worker Population	209,183	
Managerial and Professional Occupations	6%	11%
Social Grade AB	11%	16%

HDH Retail Segmentation	Lakeside	GB	Index
Wealthy Urbanites	1.2%	4.2%	
Maturing Affluence	3.6%	5.1%	
Prosperous Families	7.4%	11.9%	
Settled in Suburbia	17.8%	14.8%	
Mixed Neighbourhoods	5.7%	8.6%	
Average Families	18.5%	14.6%	
Developing Careers	8.0%	5.5%	
Struggling Workers	23.9%	15.4%	
Poorer Families	9.9%	10.3%	
Borderline Poverty	4.0%	9.6%	

(Index chart axis: 0, 50, 100, 150, 200)

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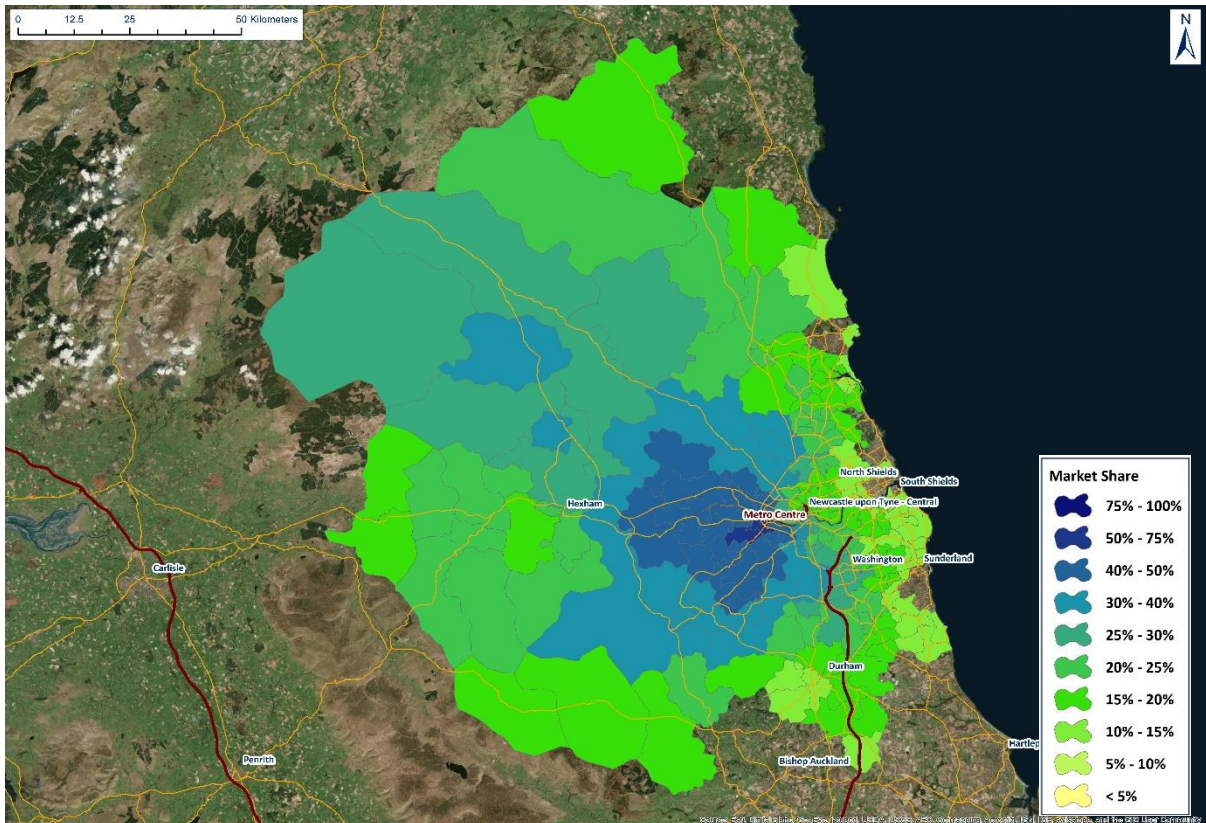
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RETAIL EXPERTISE

Market Share	
	75% - 100%
	50% - 75%
	40% - 50%
	30% - 40%
	25% - 30%
	20% - 25%
	15% - 20%
	10% - 15%
	5% - 10%
	< 5%

Summary Statistics	Plymouth	
Retail Spend Potential (million)	£1,600,100,139	
HDH Retail Spend Potential Rank	31	
HDH Vitality Ranking	**122**	
Vitality Score (0-400)	79	
Catchment Statistics	**Plymouth**	**GB**
Population	326,647	
Social Grade AB	17%	25%
Qualified to Degree Level or Higher	23%	29%
Full-time students	12%	6%
Daytime Worker Statistics	**Plymouth**	**GB**
Daytime Worker Population	255,408	
Managerial and Professional Occupations	9%	11%
Social Grade AB	12%	16%

HDH Retail Segmentation	Plymouth	GB	Index
Wealthy Urbanites	0.4%	4.2%	
Maturing Affluence	1.7%	5.1%	
Prosperous Families	9.8%	11.9%	
Settled in Suburbia	13.8%	14.8%	
Mixed Neighbourhoods	11.6%	8.6%	
Average Families	19.2%	14.6%	
Developing Careers	7.8%	5.5%	
Struggling Workers	14.5%	15.4%	
Poorer Families	12.7%	10.3%	
Borderline Poverty	8.4%	9.6%	

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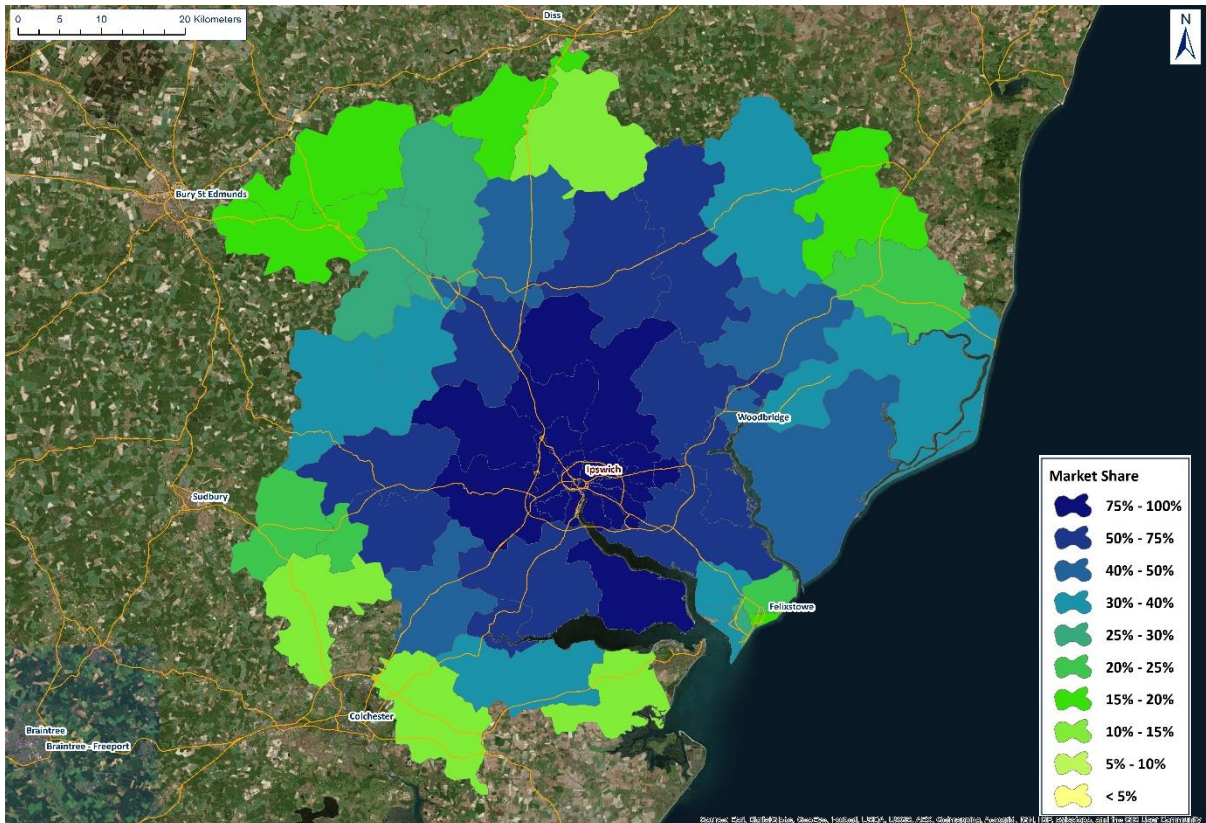
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RETAIL EXPERTISE

Market Share

- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Bolton	
Retail Spend Potential (million)	£1,523,597,487	
HDH Retail Spend Potential Rank	32	
HDH Vitality Ranking	**290**	
Vitality Score (0-400)	43	
Catchment Statistics	**Bolton**	**GB**
Population	2,792,351	
Social Grade AB	18%	25%
Qualified to Degree Level or Higher	24%	29%
Full-time students	8%	6%
Daytime Worker Statistics	**Bolton**	**GB**
Daytime Worker Population	331,380	
Managerial and Professional Occupations	7%	11%
Social Grade AB	10%	16%

HDH Retail Segmentation	Bolton	GB	Index
Wealthy Urbanites	0.8%	4.2%	
Maturing Affluence	3.2%	5.1%	
Prosperous Families	8.7%	11.9%	
Settled in Suburbia	12.1%	14.8%	
Mixed Neighbourhoods	7.6%	8.6%	
Average Families	14.1%	14.6%	
Developing Careers	2.9%	5.5%	
Struggling Workers	22.3%	15.4%	
Poorer Families	12.9%	10.3%	
Borderline Poverty	15.3%	9.6%	

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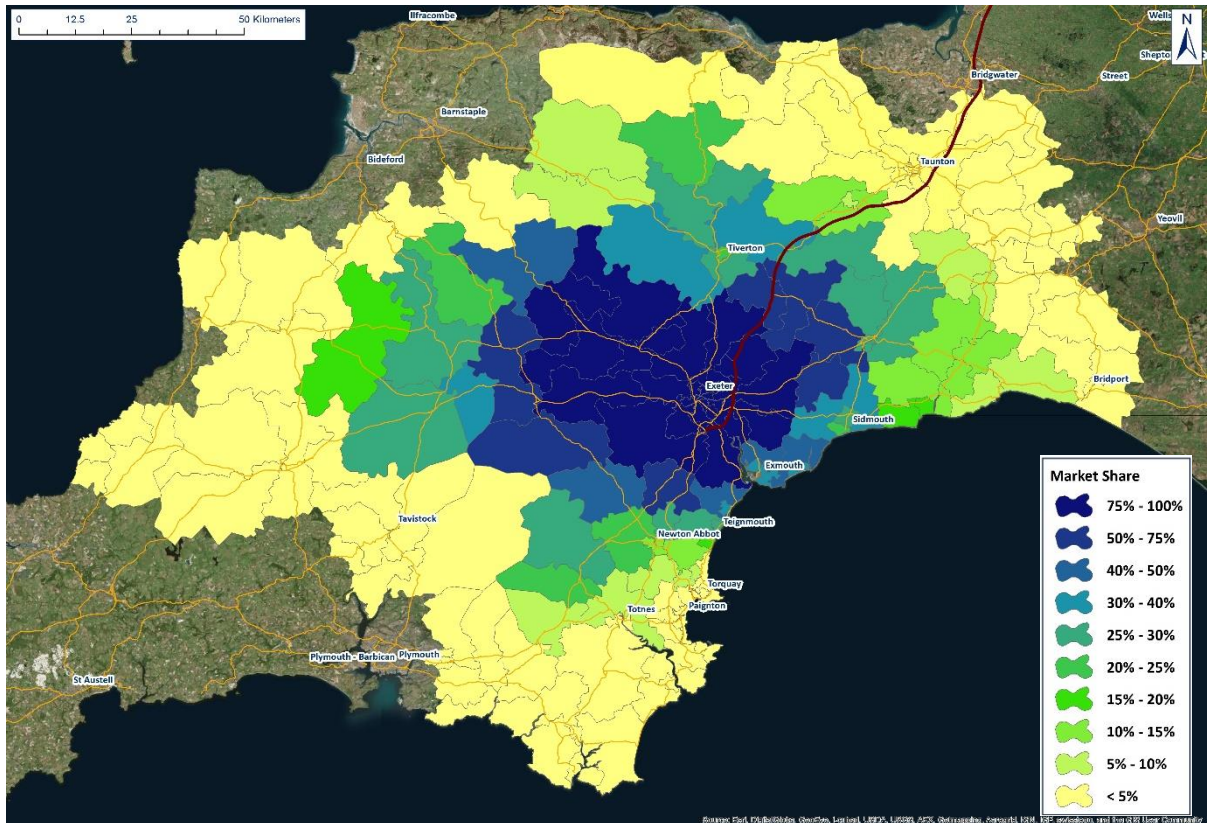
HARPER DENNIS HOBBS
RETAIL EXPERTISE

Summary Statistics	Metrocentre	
Retail Spend Potential (million)	£1,517,571,706	
HDH Retail Spend Potential Rank	33	
HDH Vitality Ranking	**48**	
Vitality Score (0-400)	140	
Catchment Statistics	**Metrocentre**	**GB**
Population	1,493,886	
Social Grade AB	18%	25%
Qualified to Degree Level or Higher	23%	29%
Full-time students	13%	6%
Daytime Worker Statistics	**Metrocentre**	**GB**
Daytime Worker Population	409,824	
Managerial and Professional Occupations	10%	11%
Social Grade AB	14%	16%

HDH Retail Segmentation	Metrocentre	GB	Index
Wealthy Urbanites	0.5%	4.2%	
Maturing Affluence	2.1%	5.1%	
Prosperous Families	8.5%	11.9%	
Settled in Suburbia	13.0%	14.8%	
Mixed Neighbourhoods	9.4%	8.6%	
Average Families	14.2%	14.6%	
Developing Careers	4.3%	5.5%	
Struggling Workers	13.0%	15.4%	
Poorer Families	7.6%	10.3%	
Borderline Poverty	27.3%	9.6%	

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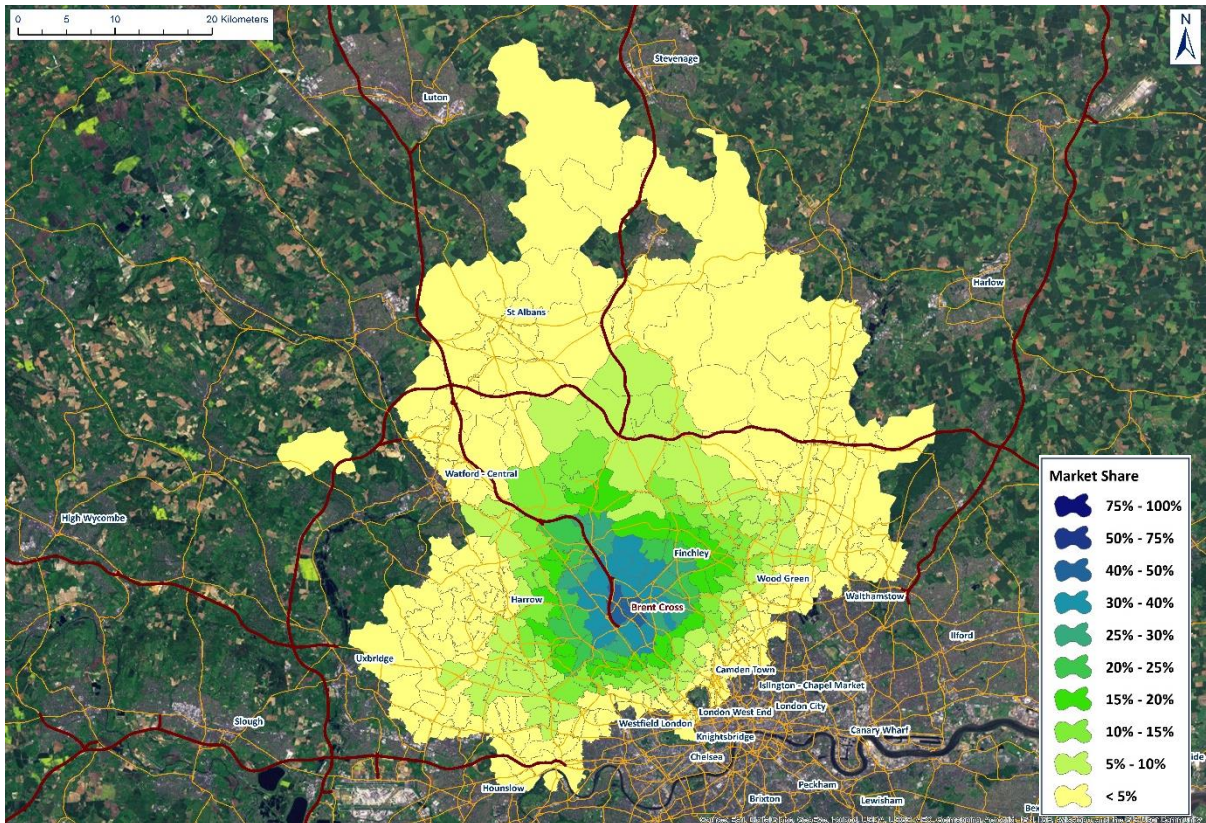
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RETAIL EXPERTISE

Summary Statistics	Ipswich	
Retail Spend Potential (million)	£1,512,017,550	
HDH Retail Spend Potential Rank	34	
HDH Vitality Ranking	**149**	
Vitality Score (0-400)	67	
Catchment Statistics	**Ipswich**	**GB**
Population	402,310	
Social Grade AB	22%	25%
Qualified to Degree Level or Higher	26%	29%
Full-time students	7%	6%
Daytime Worker Statistics	**Ipswich**	**GB**
Daytime Worker Population	190,513	
Managerial and Professional Occupations	9%	11%
Social Grade AB	13%	16%

HDH Retail Segmentation	Ipswich	GB	Index
Wealthy Urbanites	0.7%	4.2%	
Maturing Affluence	4.1%	5.1%	
Prosperous Families	21.8%	11.9%	
Settled in Suburbia	16.6%	14.8%	
Mixed Neighbourhoods	8.3%	8.6%	
Average Families	14.4%	14.6%	
Developing Careers	4.4%	5.5%	
Struggling Workers	13.0%	15.4%	
Poorer Families	10.1%	10.3%	
Borderline Poverty	6.6%	9.6%	

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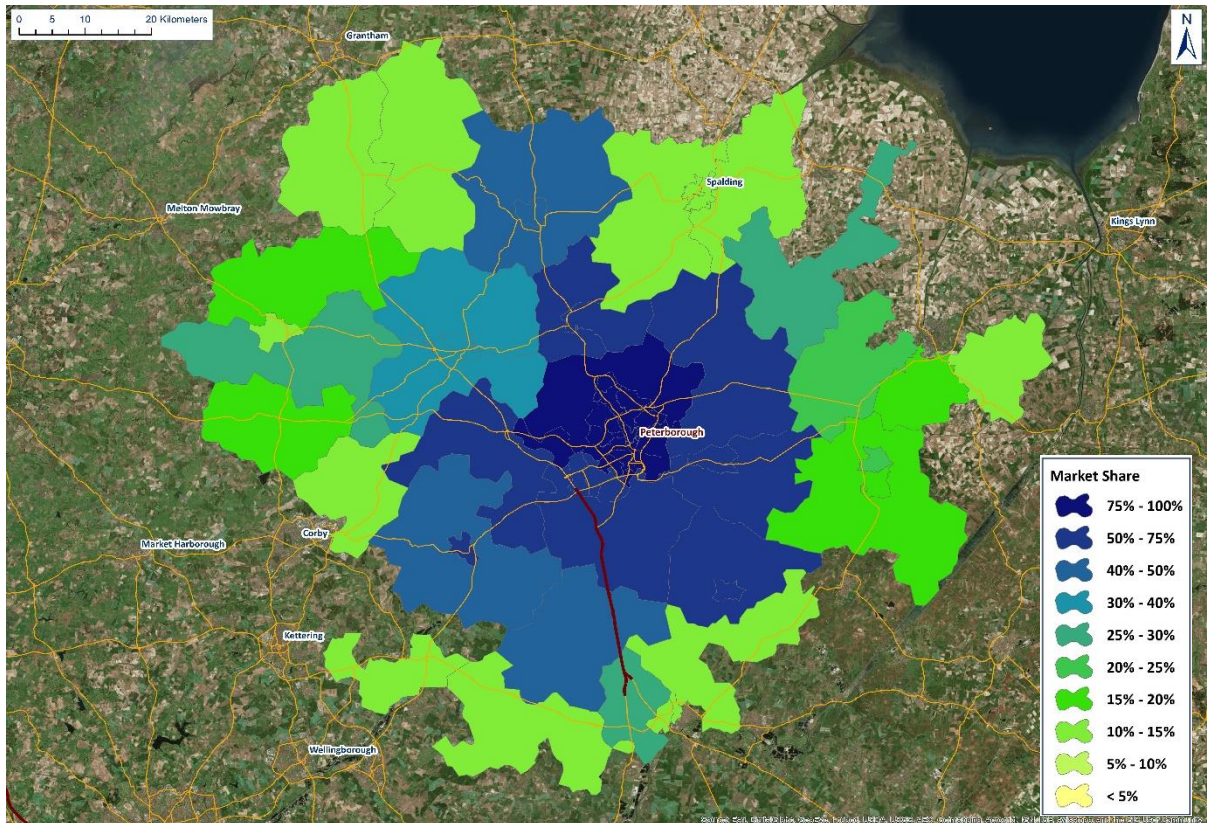
Summary Statistics	Exeter	
Retail Spend Potential (million)	£1,509,650,136	
HDH Retail Spend Potential Rank	35	
HDH Vitality Ranking	**58**	
Vitality Score (0-400)	130	
Catchment Statistics	**Exeter**	**GB**
Population	390,027	
Social Grade AB	23%	25%
Qualified to Degree Level or Higher	29%	29%
Full-time students	13%	6%
Daytime Worker Statistics	**Exeter**	**GB**
Daytime Worker Population	180,962	
Managerial and Professional Occupations	12%	11%
Social Grade AB	16%	16%

HDH Retail Segmentation	Exeter	GB	Index
Wealthy Urbanites	0.8%	4.2%	
Maturing Affluence	5.0%	5.1%	
Prosperous Families	22.8%	11.9%	
Settled in Suburbia	17.5%	14.8%	
Mixed Neighbourhoods	10.0%	8.6%	
Average Families	16.8%	14.6%	
Developing Careers	7.5%	5.5%	
Struggling Workers	7.3%	15.4%	
Poorer Families	7.0%	10.3%	
Borderline Poverty	5.4%	9.6%	

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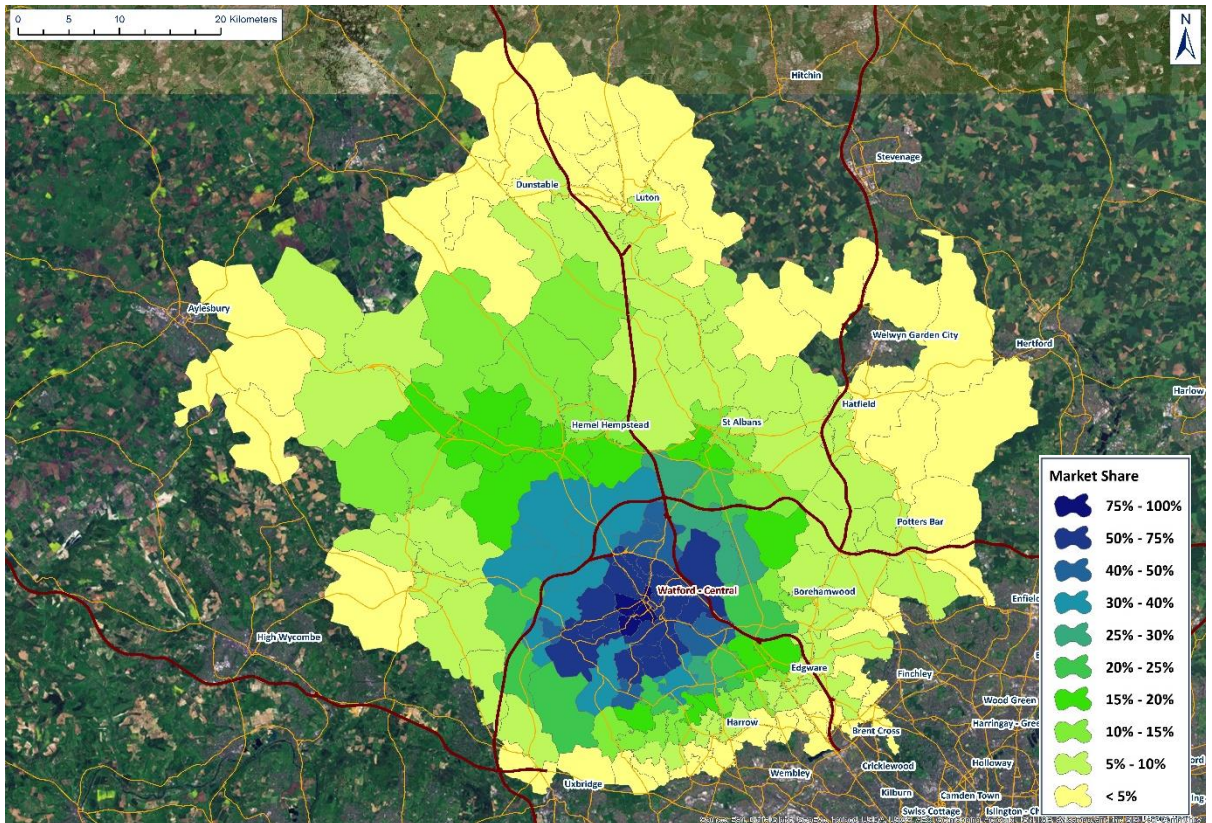
HARPER DENNIS HOBBS
RETAIL EXPERTISE

Summary Statistics	Brent Cross	
Retail Spend Potential (million)	£1,501,294,061	
HDH Retail Spend Potential Rank	36	
HDH Vitality Ranking	**5**	
Vitality Score (0-400)	246	
Catchment Statistics	**Brent Cross**	**GB**
Population	3,004,633	
Social Grade AB	30%	25%
Qualified to Degree Level or Higher	37%	29%
Full-time students	13%	6%
Daytime Worker Statistics	**Brent Cross**	**GB**
Daytime Worker Population	614,278	
Managerial and Professional Occupations	10%	11%
Social Grade AB	17%	16%

HDH Retail Segmentation	Brent Cross	GB	Index
Wealthy Urbanites	26.4%	4.2%	
Maturing Affluence	18.2%	5.1%	
Prosperous Families	1.0%	11.9%	
Settled in Suburbia	11.1%	14.8%	
Mixed Neighbourhoods	4.6%	8.6%	
Average Families	7.2%	14.6%	
Developing Careers	11.3%	5.5%	
Struggling Workers	13.8%	15.4%	
Poorer Families	2.4%	10.3%	
Borderline Poverty	4.2%	9.6%	

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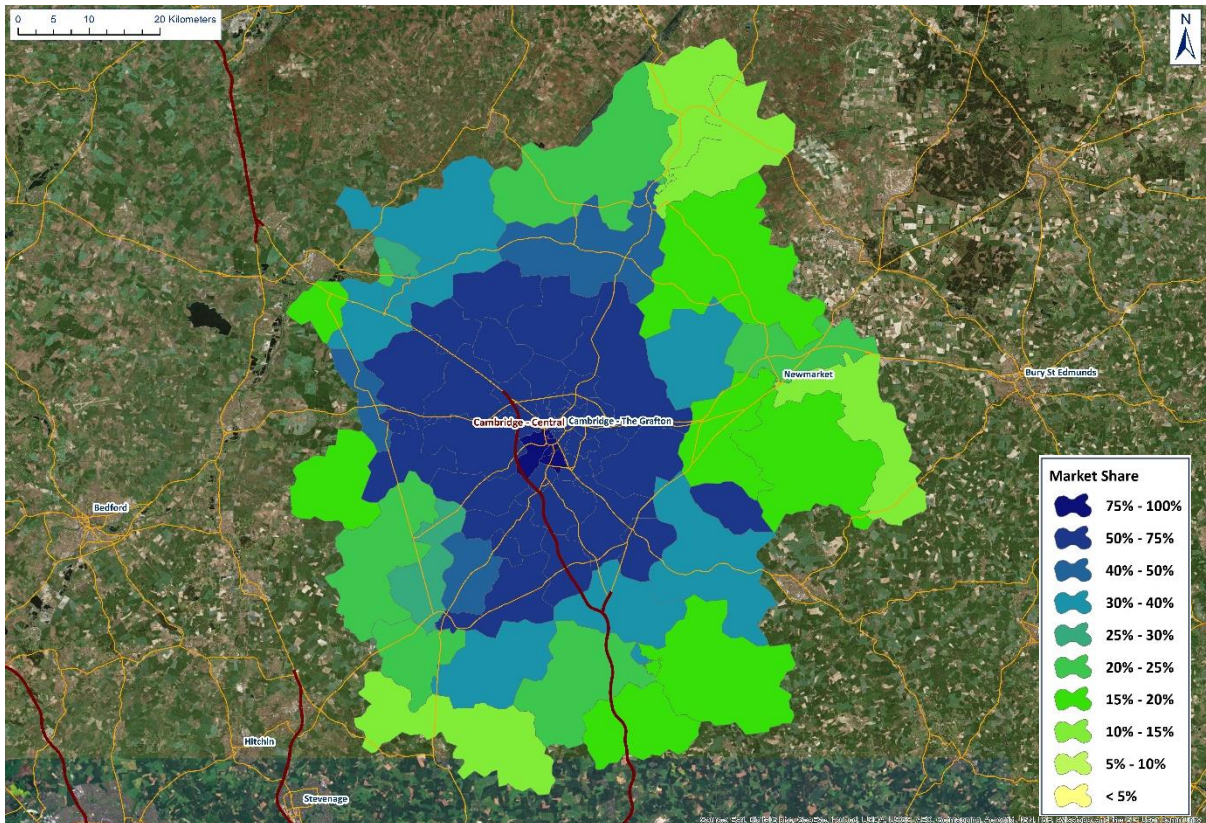
HARPER DENNIS HOBBS
RETAIL EXPERTISE

Summary Statistics	Peterborough	
Retail Spend Potential (million)	£1,483,055,456	
HDH Retail Spend Potential Rank	37	
HDH Vitality Ranking	**104**	
Vitality Score (0-400)	90	
Catchment Statistics	**Peterborough**	**GB**
Population	508,449	
Social Grade AB	20%	25%
Qualified to Degree Level or Higher	23%	29%
Full-time students	6%	6%
Daytime Worker Statistics	**Peterborough**	**GB**
Daytime Worker Population	207,130	
Managerial and Professional Occupations	9%	11%
Social Grade AB	13%	16%

HDH Retail Segmentation	Peterborough	GB	Index
Wealthy Urbanites	0.6%	4.2%	
Maturing Affluence	2.6%	5.1%	
Prosperous Families	21.2%	11.9%	
Settled in Suburbia	18.2%	14.8%	
Mixed Neighbourhoods	9.2%	8.6%	
Average Families	10.7%	14.6%	
Developing Careers	6.0%	5.5%	
Struggling Workers	12.2%	15.4%	
Poorer Families	12.3%	10.3%	
Borderline Poverty	7.0%	9.6%	

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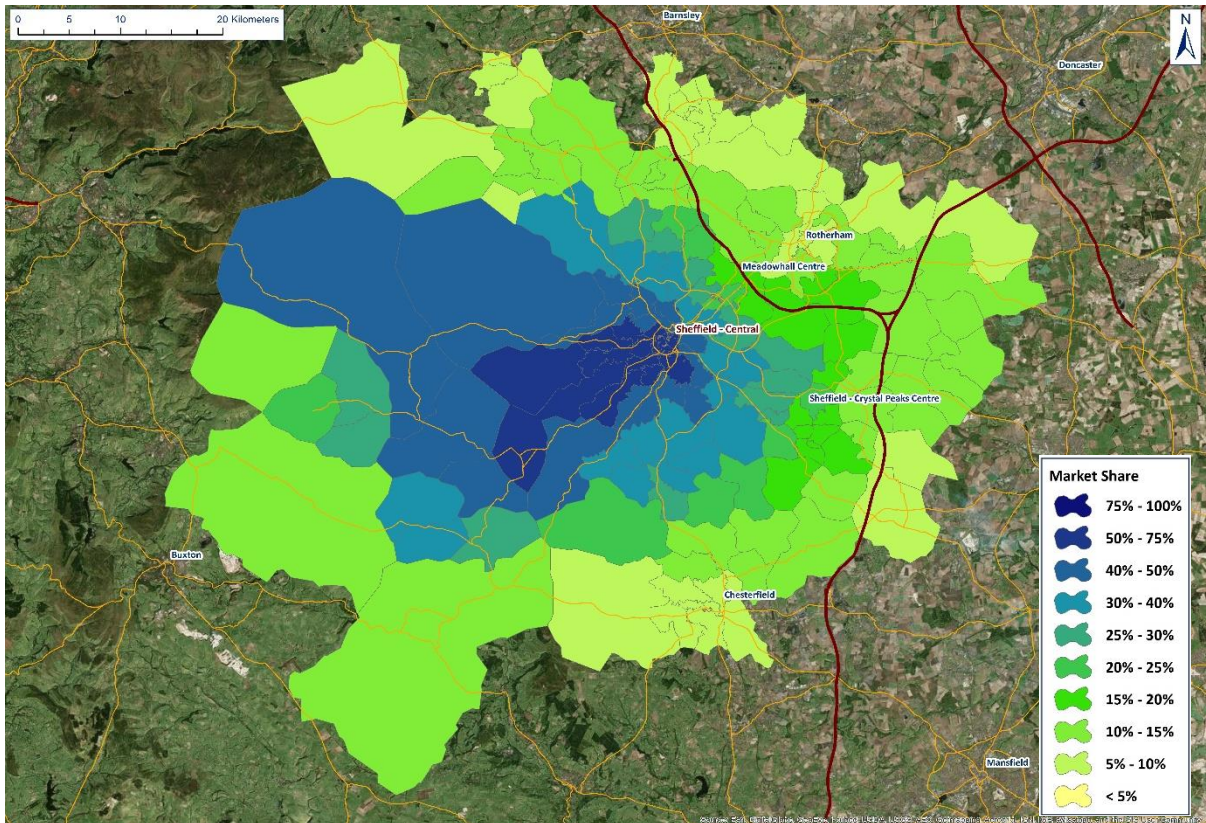
Summary Statistics	Watford	
Retail Spend Potential (million)	£1,468,923,698	
HDH Retail Spend Potential Rank	38	
HDH Vitality Ranking	**88**	
Vitality Score (0-400)	105	
Catchment Statistics	**Watford**	**GB**
Population	1,600,591	
Social Grade AB	31%	25%
Qualified to Degree Level or Higher	34%	29%
Full-time students	9%	6%
Daytime Worker Statistics	**Watford**	**GB**
Daytime Worker Population	268,960	
Managerial and Professional Occupations	13%	11%
Social Grade AB	19%	16%

HDH Retail Segmentation	Watford	GB	Index
Wealthy Urbanites	6.3%	4.2%	
Maturing Affluence	16.3%	5.1%	
Prosperous Families	7.3%	11.9%	
Settled in Suburbia	20.3%	14.8%	
Mixed Neighbourhoods	4.4%	8.6%	
Average Families	15.6%	14.6%	
Developing Careers	9.7%	5.5%	
Struggling Workers	13.9%	15.4%	
Poorer Families	5.0%	10.3%	
Borderline Poverty	1.3%	9.6%	

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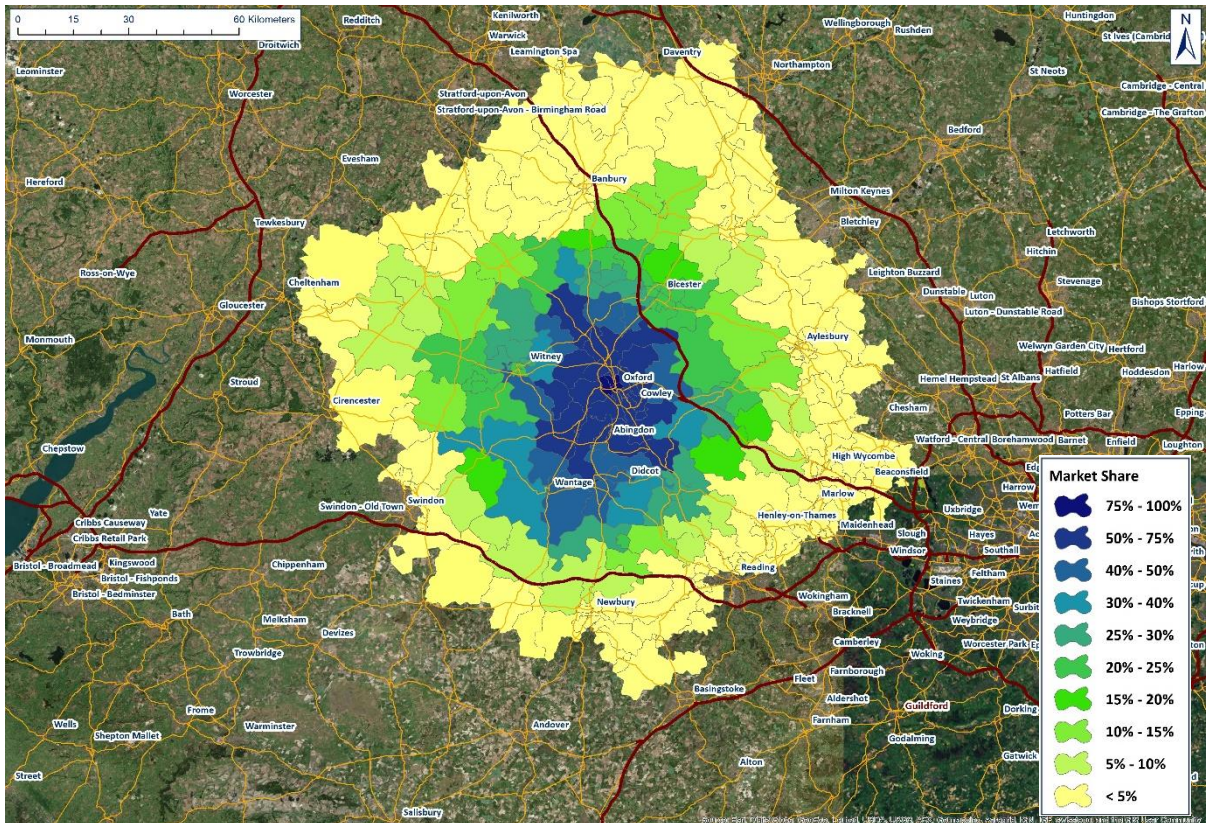
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Summary Statistics	Cambridge	
Retail Spend Potential (million)	£1,465,236,495	
HDH Retail Spend Potential Rank	39	
HDH Vitality Ranking	**7**	
Vitality Score (0-400)	240	
Catchment Statistics	**Cambridge**	**GB**
Population	475,453	
Social Grade AB	38%	25%
Qualified to Degree Level or Higher	38%	29%
Full-time students	16%	6%
Daytime Worker Statistics	**Cambridge**	**GB**
Daytime Worker Population	229,566	
Managerial and Professional Occupations	20%	11%
Social Grade AB	25%	16%

HDH Retail Segmentation	Cambridge	GB	Index
Wealthy Urbanites	7.2%	4.2%	
Maturing Affluence	7.0%	5.1%	
Prosperous Families	21.0%	11.9%	
Settled in Suburbia	29.4%	14.8%	
Mixed Neighbourhoods	4.4%	8.6%	
Average Families	7.6%	14.6%	
Developing Careers	7.5%	5.5%	
Struggling Workers	6.9%	15.4%	
Poorer Families	8.1%	10.3%	
Borderline Poverty	0.9%	9.6%	

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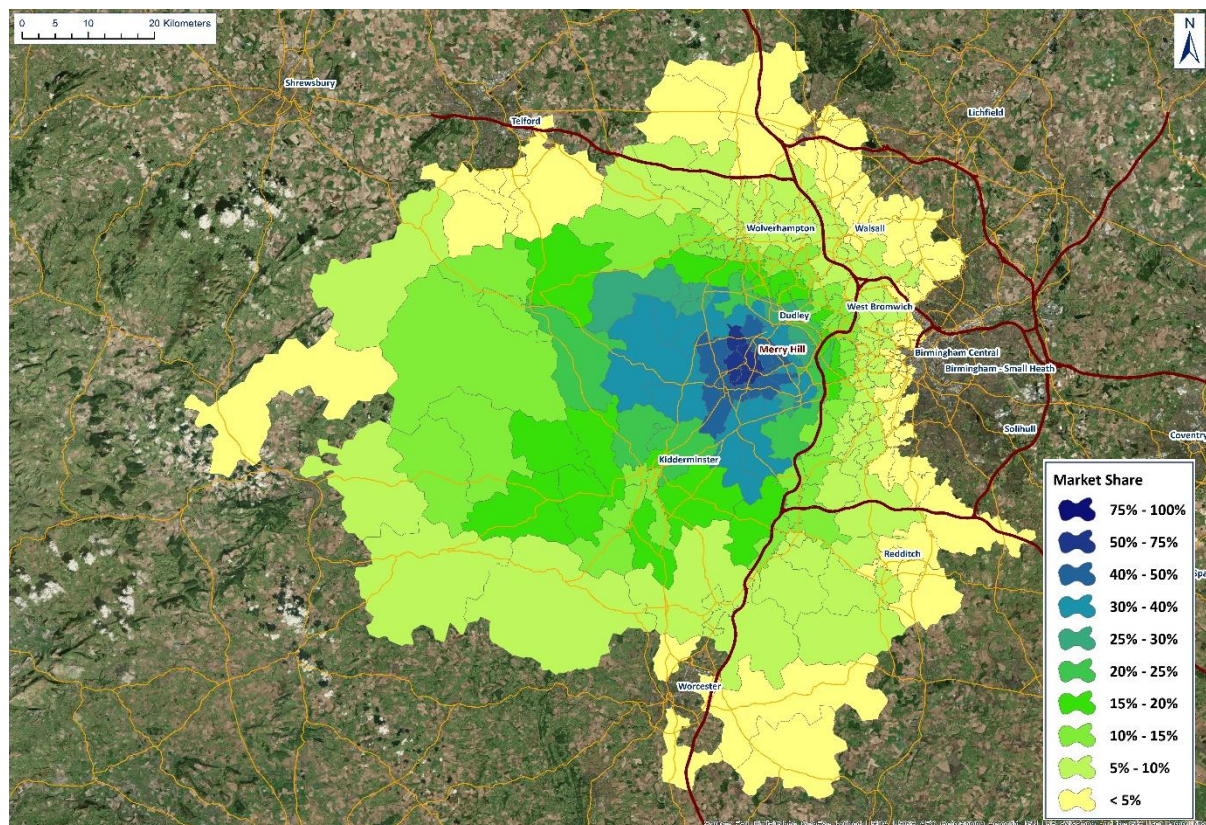
HDH Retail Centre Report: Sheffield

Summary Statistics	Sheffield	
Retail Spend Potential (million)	£1,447,824,794	
HDH Retail Spend Potential Rank	40	
HDH Vitality Ranking	**154**	
Vitality Score (0-400)	66	
Catchment Statistics	**Sheffield**	**GB**
Population	1,009,959	
Social Grade AB	22%	25%
Qualified to Degree Level or Higher	23%	29%
Full-time students	16%	6%
Daytime Worker Statistics	**Sheffield**	**GB**
Daytime Worker Population	506,646	
Managerial and Professional Occupations	9%	11%
Social Grade AB	13%	16%

HDH Retail Segmentation	Sheffield	GB	Index
Wealthy Urbanites	1.2%	4.2%	
Maturing Affluence	2.7%	5.1%	
Prosperous Families	7.1%	11.9%	
Settled in Suburbia	15.7%	14.8%	
Mixed Neighbourhoods	7.1%	8.6%	
Average Families	12.9%	14.6%	
Developing Careers	12.3%	5.5%	
Struggling Workers	13.0%	15.4%	
Poorer Families	9.1%	10.3%	
Borderline Poverty	18.9%	9.6%	

(Index chart scale: 0, 50, 100, 150, 200)

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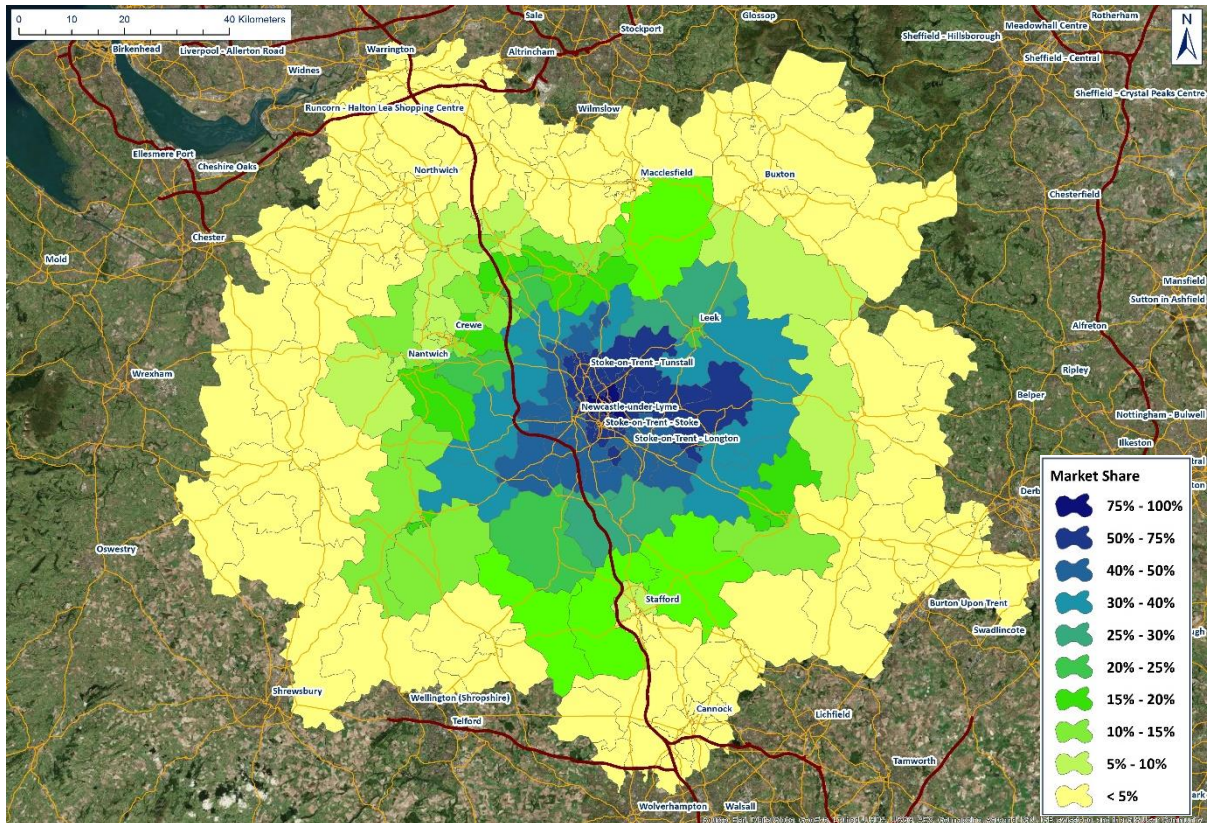
Market Share

75% - 100%	
50% - 75%	
40% - 50%	
30% - 40%	
25% - 30%	
20% - 25%	
15% - 20%	
10% - 15%	
5% - 10%	
< 5%	

Summary Statistics	Oxford	
Retail Spend Potential (million)	£1,444,976,023	
HDH Retail Spend Potential Rank	41	
HDH Vitality Ranking	**24**	
Vitality Score (0-400)	173	
Catchment Statistics	**Oxford**	**GB**
Population	495,019	
Social Grade AB	35%	25%
Qualified to Degree Level or Higher	37%	29%
Full-time students	18%	6%
Daytime Worker Statistics	**Oxford**	**GB**
Daytime Worker Population	259,353	
Managerial and Professional Occupations	16%	11%
Social Grade AB	22%	16%

HDH Retail Segmentation	Oxford	GB	Index
Wealthy Urbanites	8.3%	4.2%	
Maturing Affluence	6.8%	5.1%	
Prosperous Families	17.5%	11.9%	
Settled in Suburbia	23.3%	14.8%	
Mixed Neighbourhoods	5.8%	8.6%	
Average Families	8.9%	14.6%	
Developing Careers	11.5%	5.5%	
Struggling Workers	8.1%	15.4%	
Poorer Families	8.4%	10.3%	
Borderline Poverty	1.5%	9.6%	

Index axis: 0   50   100   150   200

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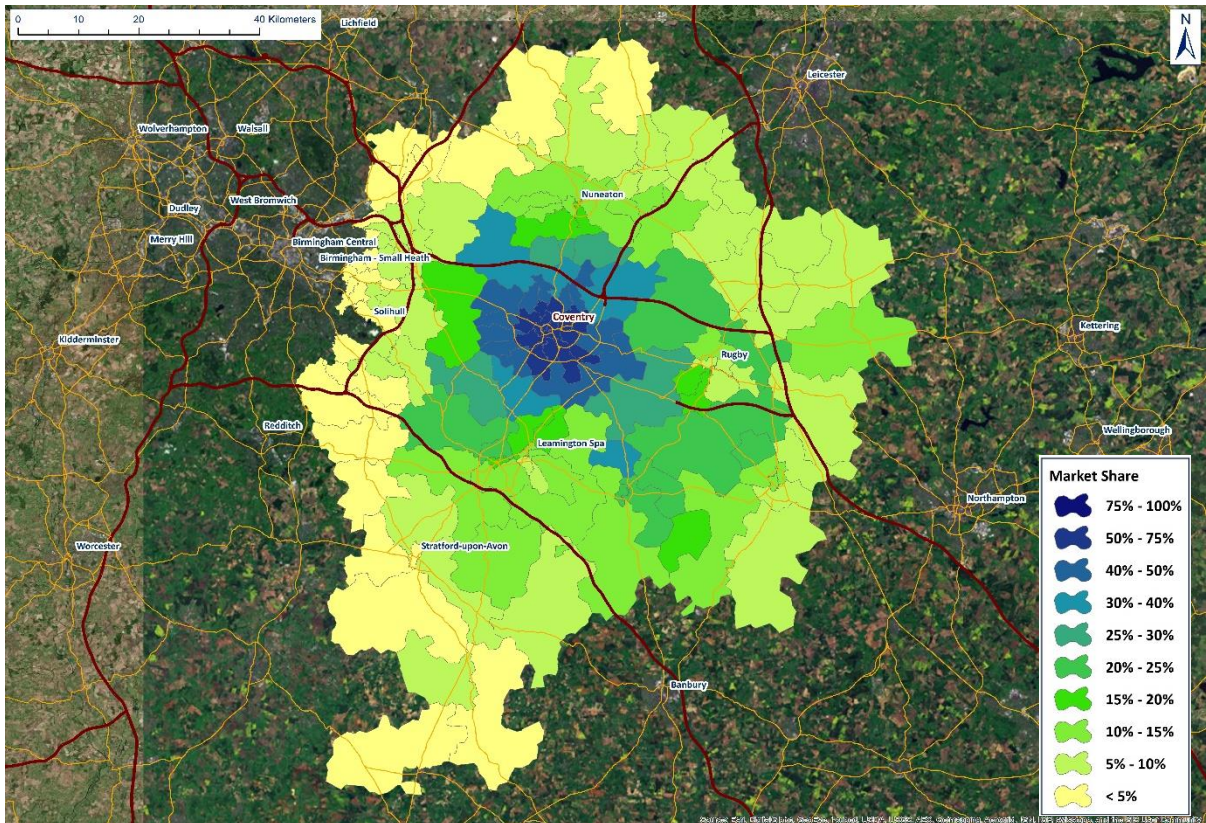
Market Share	
	75% - 100%
	50% - 75%
	40% - 50%
	30% - 40%
	25% - 30%
	20% - 25%
	15% - 20%
	10% - 15%
	5% - 10%
	< 5%

Summary Statistics	Merry Hill	
Retail Spend Potential (million)	£1,434,079,460	
HDH Retail Spend Potential Rank	42	
HDH Vitality Ranking	**77**	
Vitality Score (0-400)	110	
Catchment Statistics	**Merry Hill**	**GB**
Population	2,214,464	
Social Grade AB	17%	25%
Qualified to Degree Level or Higher	22%	29%
Full-time students	7%	6%
Daytime Worker Statistics	**Merry Hill**	**GB**
Daytime Worker Population	359,311	
Managerial and Professional Occupations	7%	11%
Social Grade AB	10%	16%

HDH Retail Segmentation	Merry Hill	GB	Index
Wealthy Urbanites	0.4%	4.2%	
Maturing Affluence	3.0%	5.1%	
Prosperous Families	10.8%	11.9%	
Settled in Suburbia	9.8%	14.8%	
Mixed Neighbourhoods	9.3%	8.6%	
Average Families	14.7%	14.6%	
Developing Careers	6.4%	5.5%	
Struggling Workers	19.6%	15.4%	
Poorer Families	10.7%	10.3%	
Borderline Poverty	15.3%	9.6%	

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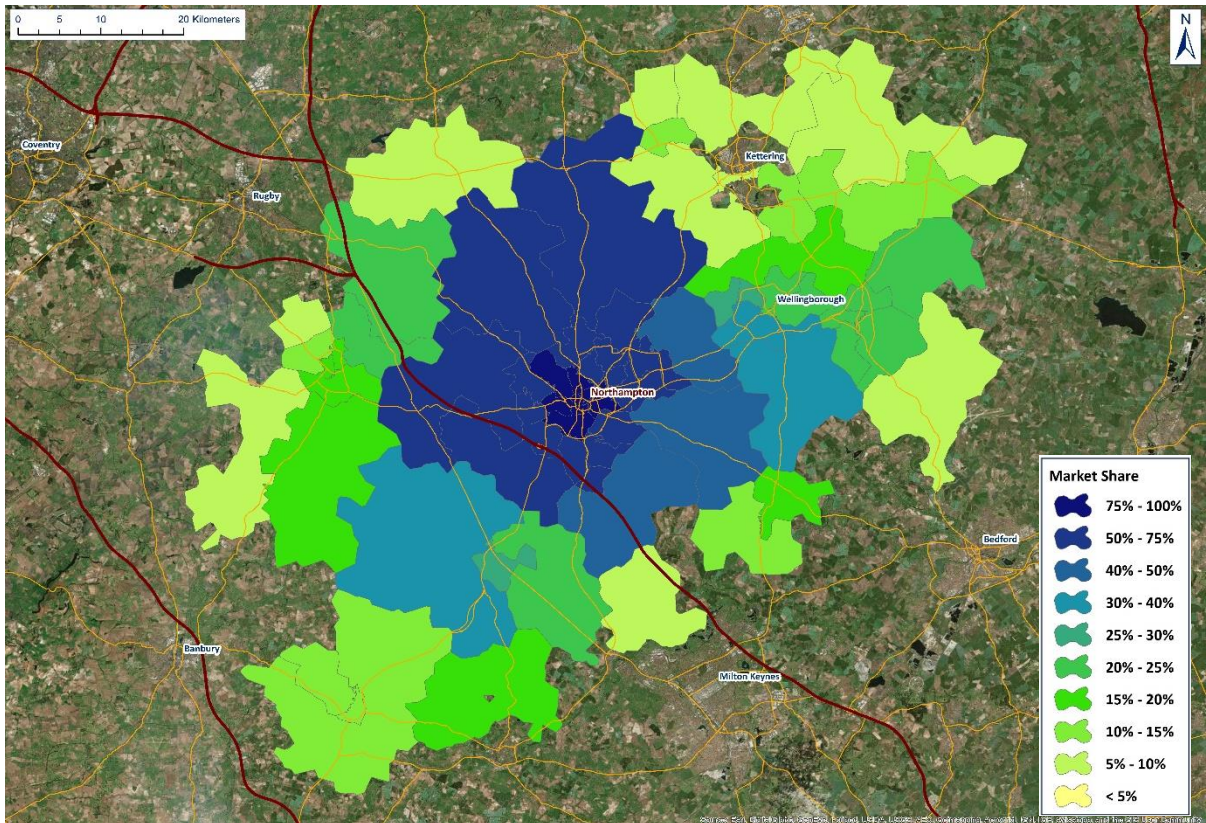
Summary Statistics	Stoke-on-Trent	
Retail Spend Potential (million)	£1,415,671,039	
HDH Retail Spend Potential Rank	43	
HDH Vitality Ranking	**246**	
Vitality Score (0-400)	49	
Catchment Statistics	**Stoke-on-Trent**	**GB**
Population	610,875	
Social Grade AB	15%	25%
Qualified to Degree Level or Higher	22%	29%
Full-time students	10%	6%
Daytime Worker Statistics	**Stoke-on-Trent**	**GB**
Daytime Worker Population	334,837	
Managerial and Professional Occupations	7%	11%
Social Grade AB	10%	16%

HDH Retail Segmentation	Stoke-on-Trent	GB	Index
Wealthy Urbanites	0.1%	4.2%	
Maturing Affluence	1.9%	5.1%	
Prosperous Families	13.0%	11.9%	
Settled in Suburbia	9.7%	14.8%	
Mixed Neighbourhoods	9.5%	8.6%	
Average Families	13.8%	14.6%	
Developing Careers	3.2%	5.5%	
Struggling Workers	26.8%	15.4%	
Poorer Families	10.0%	10.3%	
Borderline Poverty	11.9%	9.6%	

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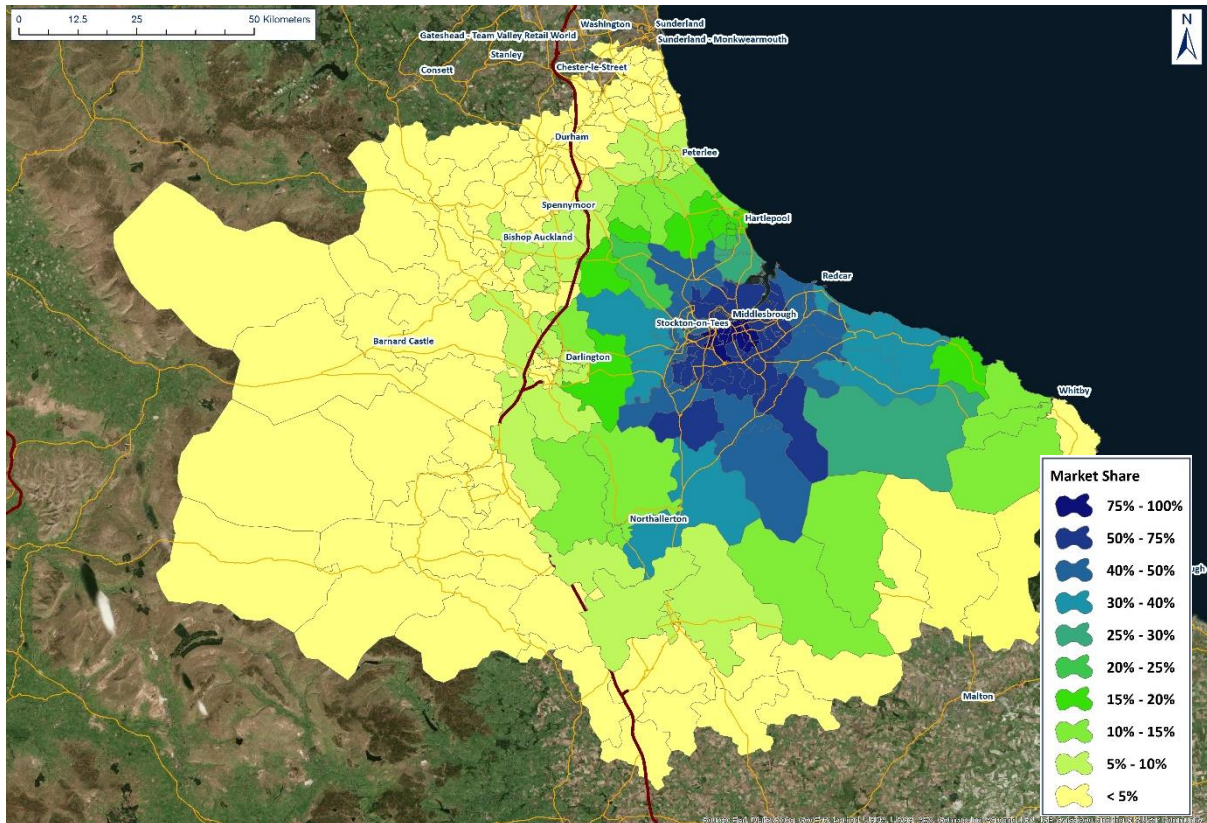
Summary Statistics	Coventry	
Retail Spend Potential (million)	£1,406,175,227	
HDH Retail Spend Potential Rank	44	
HDH Vitality Ranking	**283**	
Vitality Score (0-400)	44	
Catchment Statistics	**Coventry**	**GB**
Population	1,204,024	
Social Grade AB	20%	25%
Qualified to Degree Level or Higher	26%	29%
Full-time students	14%	6%
Daytime Worker Statistics	**Coventry**	**GB**
Daytime Worker Population	372,629	
Managerial and Professional Occupations	10%	11%
Social Grade AB	13%	16%

HDH Retail Segmentation	Coventry	GB	Index
Wealthy Urbanites	1.1%	4.2%	
Maturing Affluence	3.5%	5.1%	
Prosperous Families	11.5%	11.9%	
Settled in Suburbia	11.0%	14.8%	
Mixed Neighbourhoods	8.9%	8.6%	
Average Families	10.6%	14.6%	
Developing Careers	13.1%	5.5%	
Struggling Workers	15.8%	15.4%	
Poorer Families	19.3%	10.3%	
Borderline Poverty	5.1%	9.6%	

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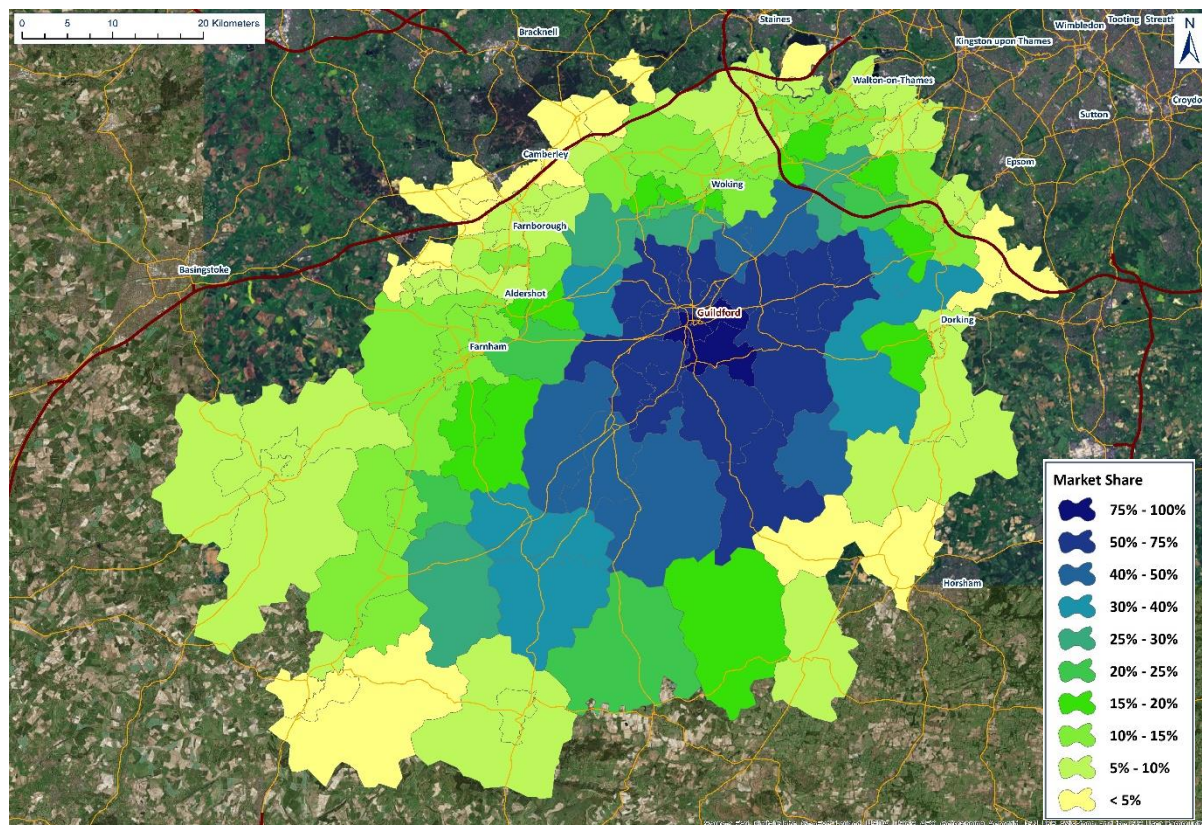
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RETAIL EXPERTISE

Summary Statistics	Northampton	
Retail Spend Potential (million)	£1,401,826,055	
HDH Retail Spend Potential Rank	45	
HDH Vitality Ranking	**164**	
Vitality Score (0-400)	63	
Catchment Statistics	**Northampton**	**GB**
Population	571,579	
Social Grade AB	21%	25%
Qualified to Degree Level or Higher	25%	29%
Full-time students	8%	6%
Daytime Worker Statistics	**Northampton**	**GB**
Daytime Worker Population	261,454	
Managerial and Professional Occupations	10%	11%
Social Grade AB	14%	16%

HDH Retail Segmentation	Northampton	GB	Index
Wealthy Urbanites	1.3%	4.2%	
Maturing Affluence	4.4%	5.1%	
Prosperous Families	14.4%	11.9%	
Settled in Suburbia	21.1%	14.8%	
Mixed Neighbourhoods	9.4%	8.6%	
Average Families	9.4%	14.6%	
Developing Careers	7.8%	5.5%	
Struggling Workers	16.3%	15.4%	
Poorer Families	8.2%	10.3%	
Borderline Poverty	7.6%	9.6%	

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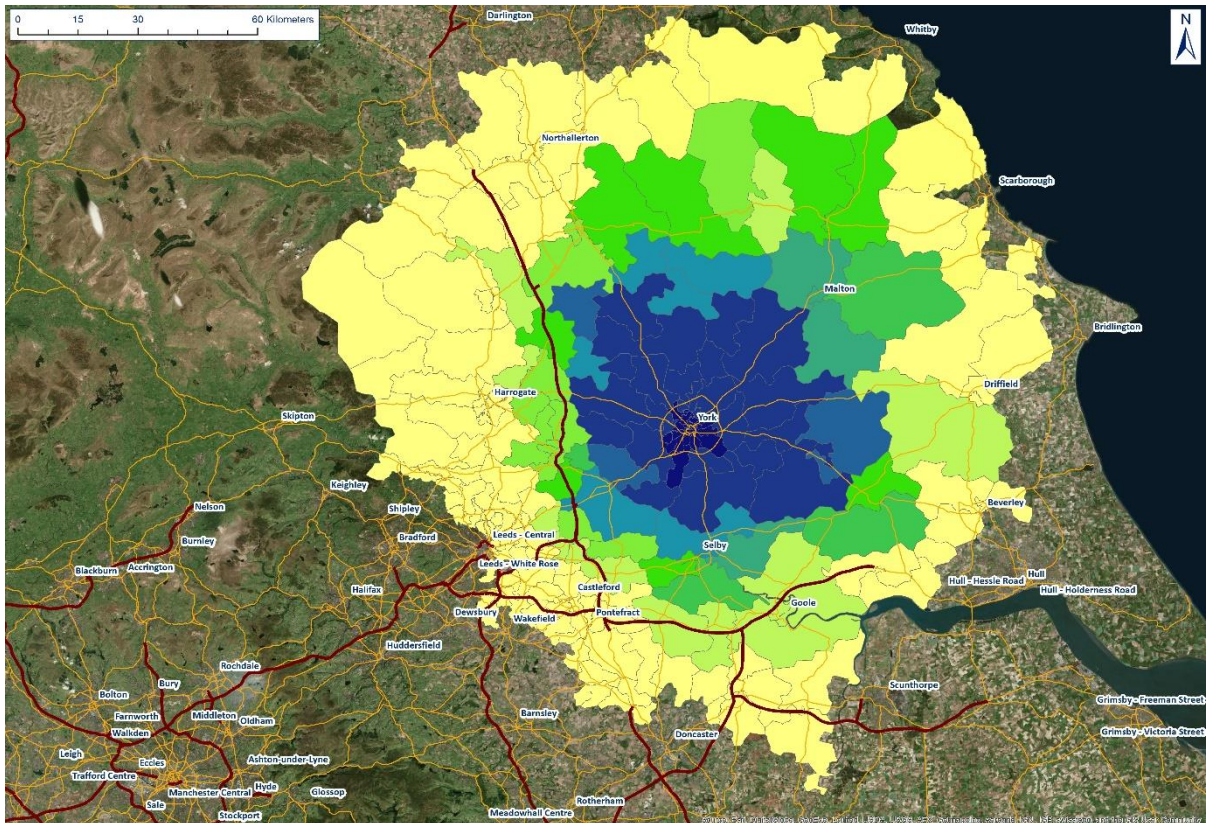
HDH Retail Centre Report: Middlesbrough

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RETAIL EXPERTISE

Market Share
- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Middlesbrough	
Retail Spend Potential (million)	£1,386,029,645	
HDH Retail Spend Potential Rank	46	
HDH Vitality Ranking	**237**	
Vitality Score (0-400)	50	
Catchment Statistics	**Middlesbrough**	**GB**
Population	563,512	
Social Grade AB	15%	25%
Qualified to Degree Level or Higher	21%	29%
Full-time students	9%	6%
Daytime Worker Statistics	**Middlesbrough**	**GB**
Daytime Worker Population	323,272	
Managerial and Professional Occupations	7%	11%
Social Grade AB	10%	16%

HDH Retail Segmentation	Middlesbrough	GB	Index
Wealthy Urbanites	0.6%	4.2%	
Maturing Affluence	1.8%	5.1%	
Prosperous Families	9.0%	11.9%	
Settled in Suburbia	12.8%	14.8%	
Mixed Neighbourhoods	10.4%	8.6%	
Average Families	16.8%	14.6%	
Developing Careers	2.6%	5.5%	
Struggling Workers	13.9%	15.4%	
Poorer Families	9.1%	10.3%	
Borderline Poverty	23.0%	9.6%	

Index scale: 0, 50, 100, 150, 200

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Market Share

- 75% - 100%
- 50% - 75%
- 40% - 50%
- 30% - 40%
- 25% - 30%
- 20% - 25%
- 15% - 20%
- 10% - 15%
- 5% - 10%
- < 5%

Summary Statistics	Guildford	
Retail Spend Potential (million)	£1,365,457,817	
HDH Retail Spend Potential Rank	47	
HDH Vitality Ranking	**11**	
Vitality Score (0-400)	205	
Catchment Statistics	**Guildford**	**GB**
Population	936,381	
Social Grade AB	38%	25%
Qualified to Degree Level or Higher	36%	29%
Full-time students	12%	6%
Daytime Worker Statistics	**Guildford**	**GB**
Daytime Worker Population	168,585	
Managerial and Professional Occupations	16%	11%
Social Grade AB	23%	16%

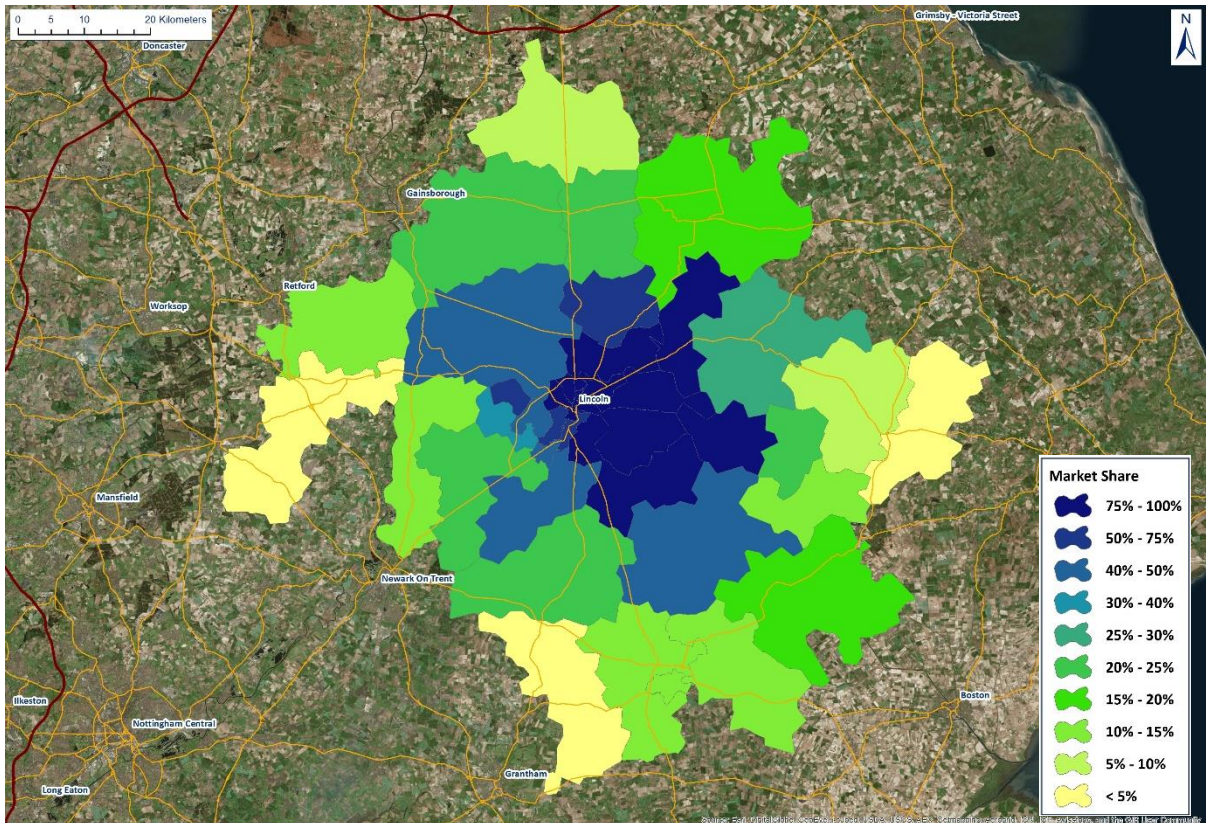| HDH Retail Segmentation	Guildford	GB	Index
Wealthy Urbanites	6.7%	4.2%	
Maturing Affluence	22.2%	5.1%	
Prosperous Families	18.4%	11.9%	
Settled in Suburbia	16.3%	14.8%	
Mixed Neighbourhoods	4.6%	8.6%	
Average Families	12.3%	14.6%	
Developing Careers	5.3%	5.5%	
Struggling Workers	9.3%	15.4%	
Poorer Families	4.2%	10.3%	
Borderline Poverty	0.7%	9.6%	

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Summary Statistics	York	
Retail Spend Potential (million)	£1,356,202,848	
HDH Retail Spend Potential Rank	48	
HDH Vitality Ranking	**36**	
Vitality Score (0-400)	159	
Catchment Statistics	**York**	**GB**
Population	358,424	
Social Grade AB	27%	25%
Qualified to Degree Level or Higher	31%	29%
Full-time students	15%	6%
Daytime Worker Statistics	**York**	**GB**
Daytime Worker Population	195,309	
Managerial and Professional Occupations	11%	11%
Social Grade AB	16%	16%

HDH Retail Segmentation	York	GB	Index
Wealthy Urbanites	1.2%	4.2%	
Maturing Affluence	4.1%	5.1%	
Prosperous Families	20.7%	11.9%	
Settled in Suburbia	18.2%	14.8%	
Mixed Neighbourhoods	11.5%	8.6%	
Average Families	13.7%	14.6%	
Developing Careers	10.2%	5.5%	
Struggling Workers	8.0%	15.4%	
Poorer Families	9.2%	10.3%	
Borderline Poverty	3.2%	9.6%	

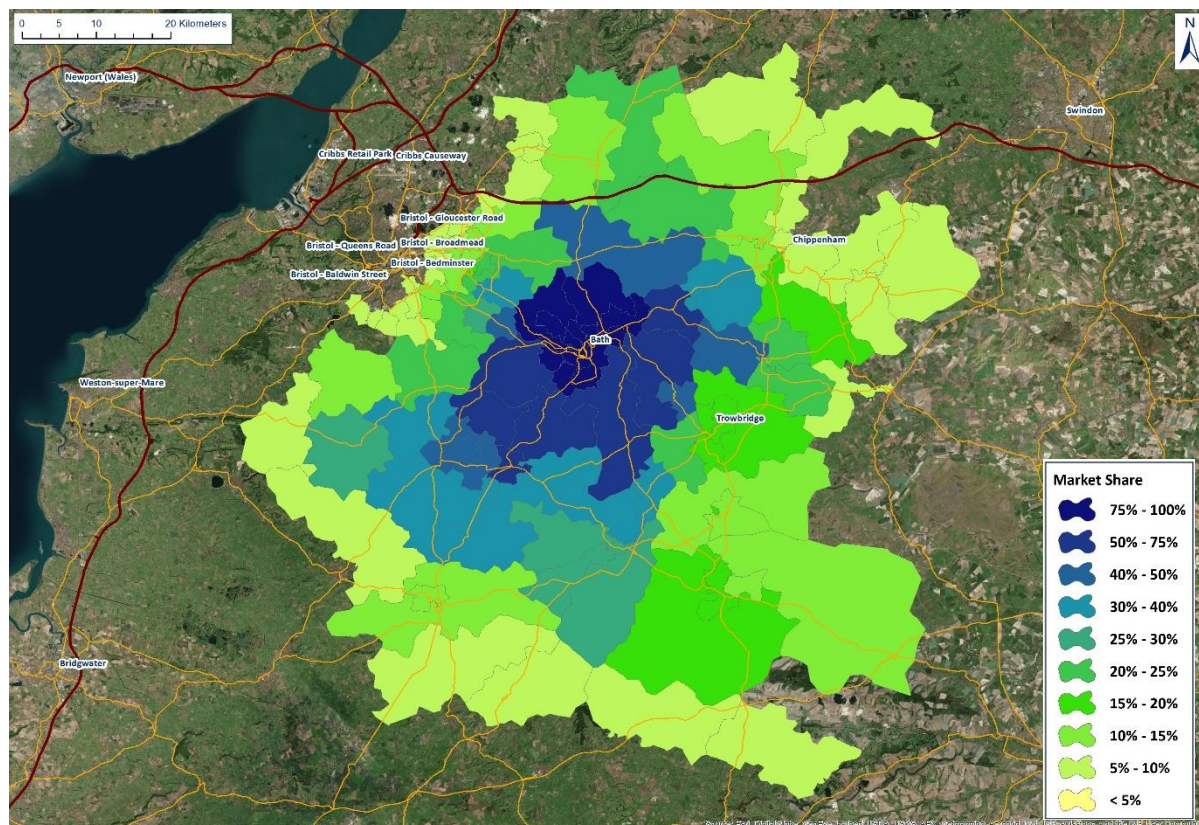**The Retail Consultancy team at Harper Dennis Hobbs specialises in providing tailored solutions to the retail, retail banking and retail property sectors. We provide strategic location planning services for retailers, acquisition appraisals for private equity companies, portfolio optimisation studies for banks and feasibility studies for shopping centre investors. If you would like to find out more about our retail consultancy services, or to discuss the content of this HDH town report, please contact Jonathan De Mello on +44 20 7462 8703 or email: jonathandemello@hdh.co.uk**

Summary Statistics	Lincoln	
Retail Spend Potential (million)	£1,351,635,493	
HDH Retail Spend Potential Rank	49	
HDH Vitality Ranking	**135**	
Vitality Score (0-400)	71	
Catchment Statistics	**Lincoln**	**GB**
Population	258,919	
Social Grade AB	20%	25%
Qualified to Degree Level or Higher	25%	29%
Full-time students	11%	6%
Daytime Worker Statistics	**Lincoln**	**GB**
Daytime Worker Population	178,308	
Managerial and Professional Occupations	9%	11%
Social Grade AB	13%	16%

HDH Retail Segmentation	Lincoln	GB	Index
Wealthy Urbanites	0.5%	4.2%	
Maturing Affluence	2.1%	5.1%	
Prosperous Families	22.8%	11.9%	
Settled in Suburbia	22.1%	14.8%	
Mixed Neighbourhoods	8.0%	8.6%	
Average Families	13.5%	14.6%	
Developing Careers	7.3%	5.5%	
Struggling Workers	10.7%	15.4%	
Poorer Families	4.7%	10.3%	
Borderline Poverty	8.4%	9.6%	

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Summary Statistics	Bath	
Retail Spend Potential (million)	£1,289,255,124	
HDH Retail Spend Potential Rank	50	
HDH Vitality Ranking	**10**	
Vitality Score (0-400)	208	
Catchment Statistics	**Bath**	**GB**
Population	650,074	
Social Grade AB	29%	25%
Qualified to Degree Level or Higher	28%	29%
Full-time students	16%	6%
Daytime Worker Statistics	**Bath**	**GB**
Daytime Worker Population	143,817	
Managerial and Professional Occupations	13%	11%
Social Grade AB	20%	16%

HDH Retail Segmentation	Bath	GB	Index
Wealthy Urbanites	1.6%	4.2%	
Maturing Affluence	6.7%	5.1%	
Prosperous Families	17.9%	11.9%	
Settled in Suburbia	20.1%	14.8%	
Mixed Neighbourhoods	7.9%	8.6%	
Average Families	13.0%	14.6%	
Developing Careers	9.0%	5.5%	
Struggling Workers	8.4%	15.4%	
Poorer Families	14.7%	10.3%	
Borderline Poverty	0.7%	9.6%	

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