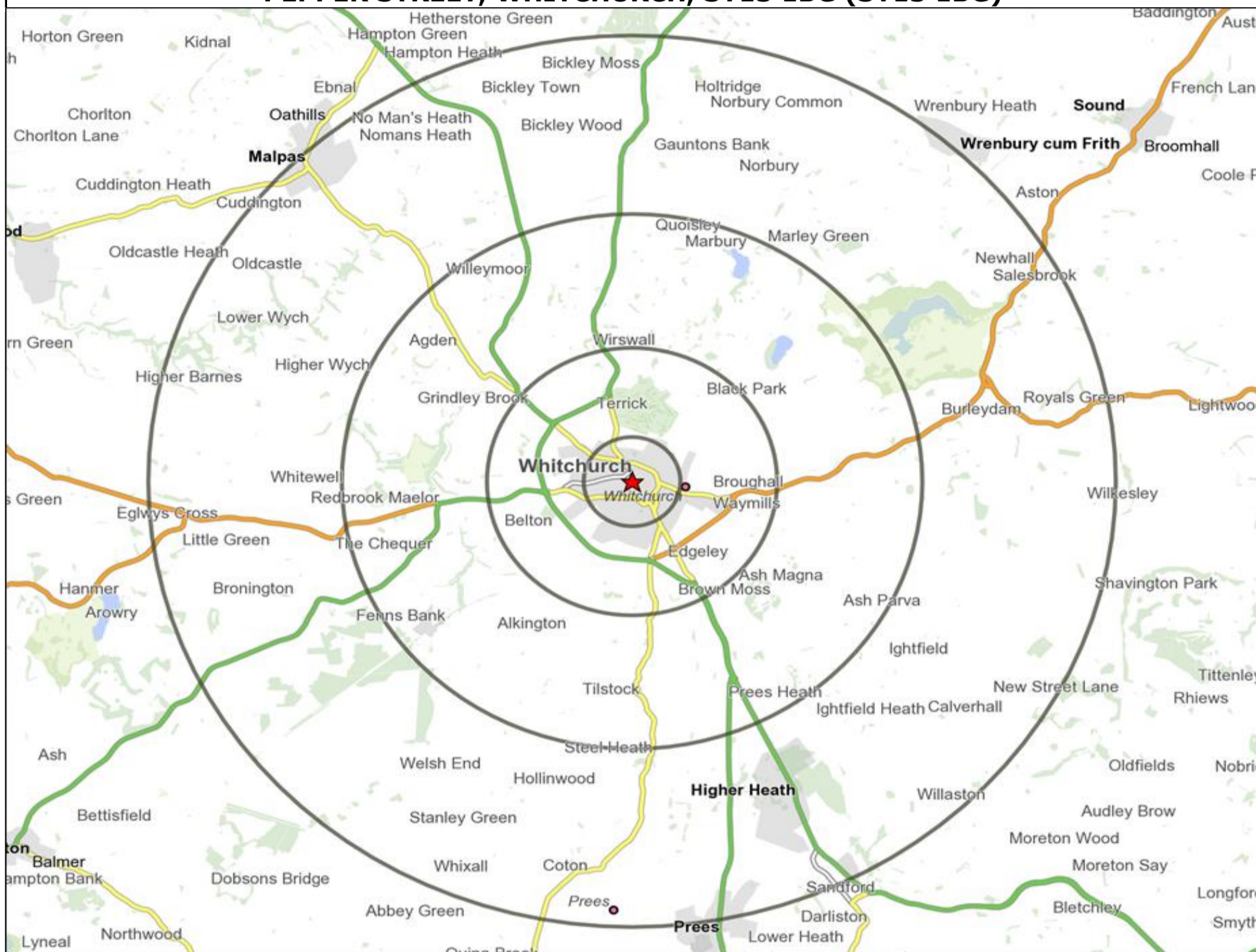




**Customer Profile Report for RED COW, WHITCHURCH (Punch Outlet Number: 201996)  
PEPPER STREET, WHITCHURCH, SY13 1BG (SY13 1BG)**



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★ Location      ○ 0.5, 1.5, 3 & 5 Mile Distance

**Age Data Table**

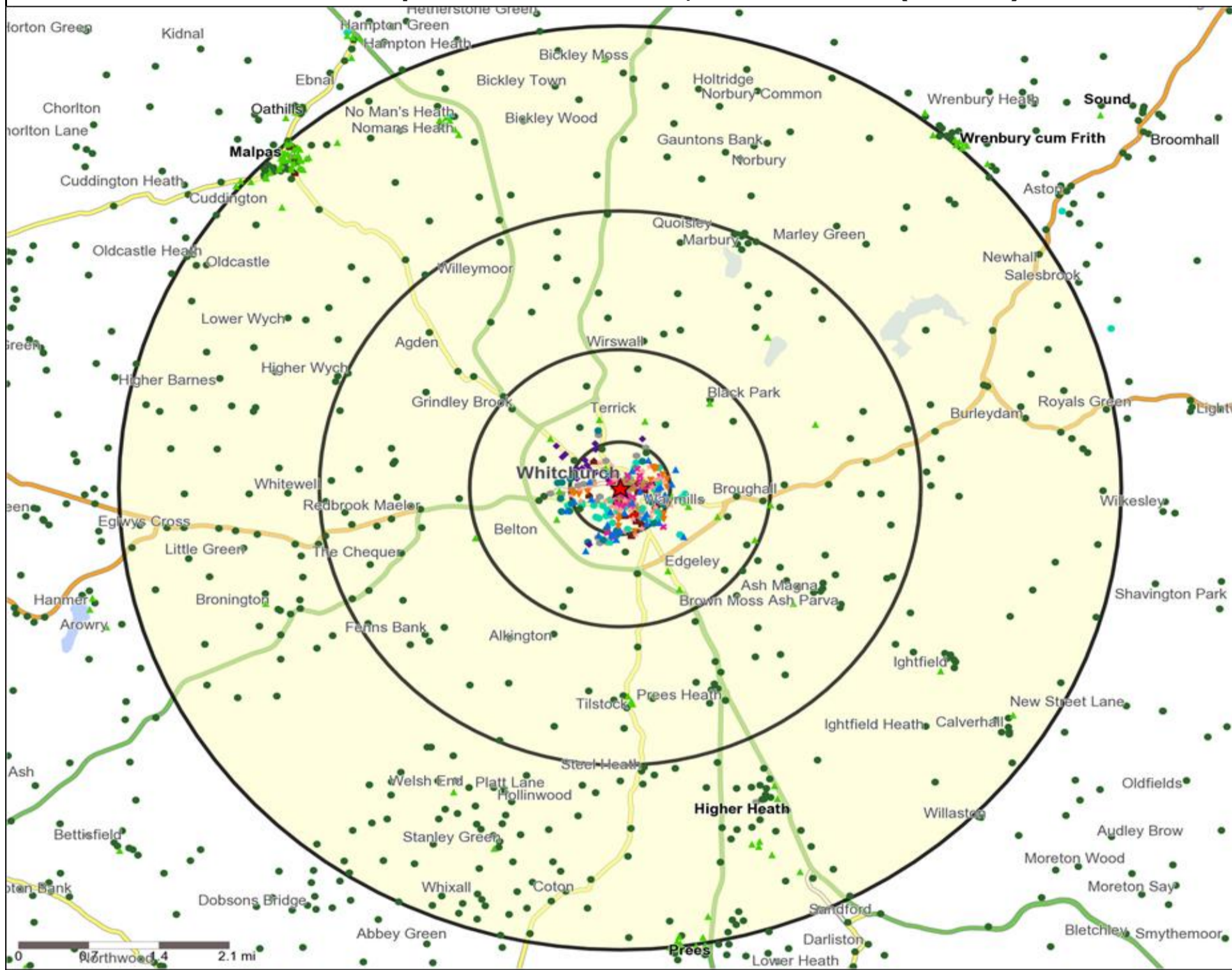
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,371	1,849	2,199	3,343	4,676	98	95	93	90	88
16-17	198	271	316	456	650	114	113	107	99	99
18-24	636	841	934	1,282	1,703	94	90	82	71	66
25-34	1,100	1,374	1,534	2,035	2,586	107	97	89	75	67
35-44	921	1,247	1,545	2,365	3,403	97	95	96	94	95
45-54	945	1,397	1,881	3,190	4,736	89	95	105	113	118
55-64	759	1,097	1,502	2,628	4,048	90	94	105	117	126
65+	1,558	2,245	2,742	4,567	6,572	116	121	120	128	129
<b>Population estimate 2015</b>	<b>7,488</b>	<b>10,321</b>	<b>12,653</b>	<b>19,866</b>	<b>28,374</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Ethnicity - Census 2011**

	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	7,085	9,750	12,032	18,935	26,887	99%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	36	46	56	95	134	1%	0%	0%	0%	0%
Asian / Asian British	50	61	69	100	136	1%	1%	1%	1%	0%
Black / African / Caribbean / Black British	9	10	11	26	34	0%	0%	0%	0%	0%
Other Ethnic Group	12	14	22	48	76	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>7,192</b>	<b>9,881</b>	<b>12,190</b>	<b>19,204</b>	<b>27,267</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Mosaic UK Map and Data: RED COW, WHITCHURCH (201996)



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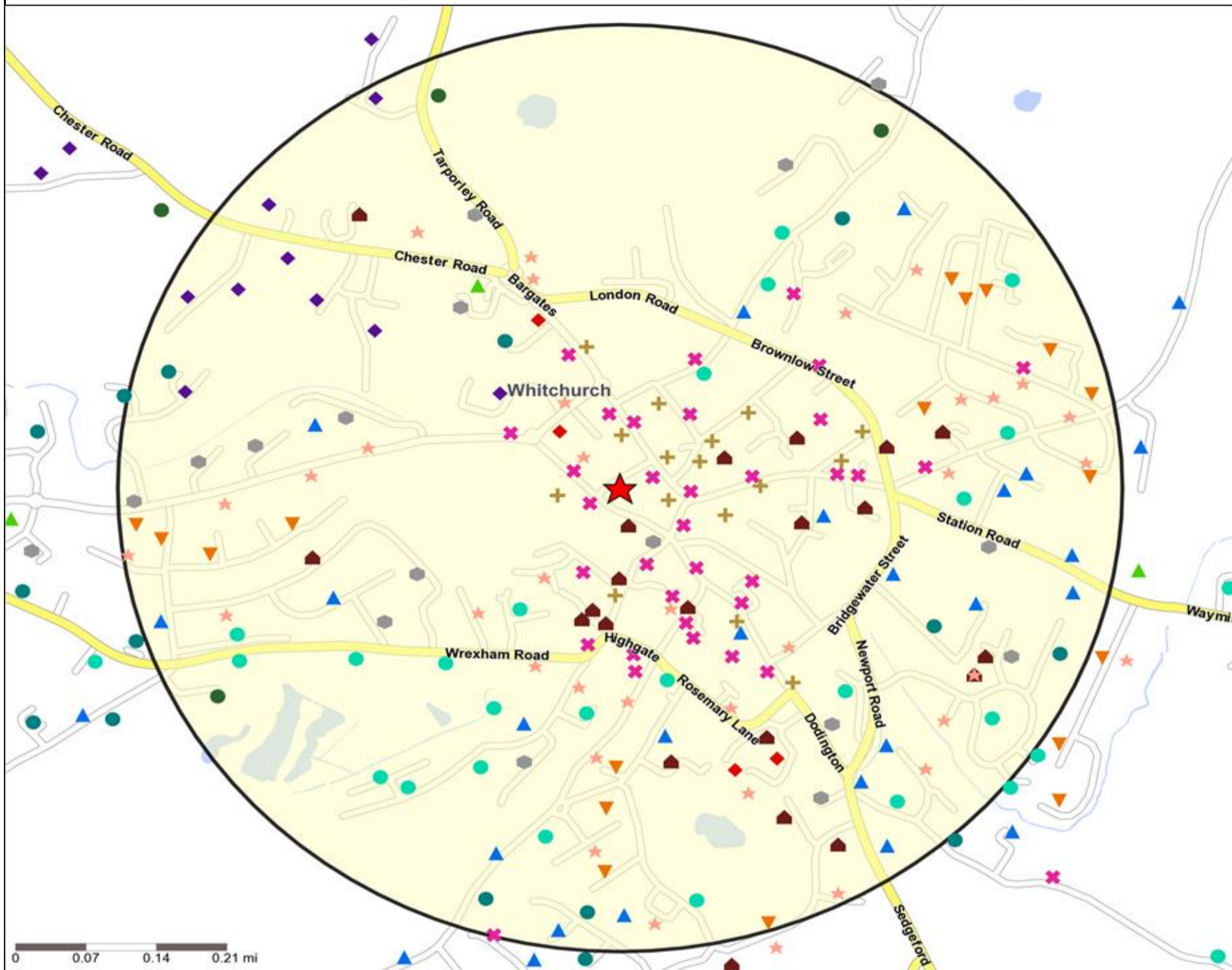
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- ▼ I Family Basics
- ★ M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✕ J Transient Renters
- ★ N Urban Cohesion
- C Country Living
- G Domestic Success
- ◆ K Municipal Challenge
- + O Rental Hubs

#### Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	244	440	444	444	447	57	74	60	38	27
<b>C Country Living (18+)</b>	71	410	2,091	6,221	11,762	17	72	298	558	736
<b>D Rural Reality (18+)</b>	58	290	504	2,113	3,291	14	51	72	190	206
<b>E Senior Security (18+)</b>	376	585	592	679	728	78	88	72	52	39
<b>F Suburban Stability (18+)</b>	455	842	855	855	855	126	169	138	87	61
<b>G Domestic Success (18+)</b>	273	634	642	642	713	55	92	76	48	37
<b>H Aspiring Homemakers (18+)</b>	807	1,006	1,012	1,030	1,168	150	135	110	71	56
<b>I Family Basics (18+)</b>	592	720	723	723	723	139	122	99	62	44
<b>J Transient Renters (18+)</b>	774	813	815	815	815	228	172	140	88	61
<b>K Municipal Challenge (18+)</b>	147	164	164	164	164	42	34	28	17	12
<b>L Vintage Value (18+)</b>	554	573	573	658	658	149	111	90	65	45
<b>M Modest Traditions (18+)</b>	1,177	1,331	1,332	1,332	1,332	420	343	277	175	122
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	366	366	366	366	366	81	58	47	30	21
<b>Adults 18+ estimate 2015</b>	<b>5,894</b>	<b>8,174</b>	<b>10,113</b>	<b>16,042</b>	<b>23,022</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



Mosaic UK Map and Data: RED COW, WHITCHURCH (201996)



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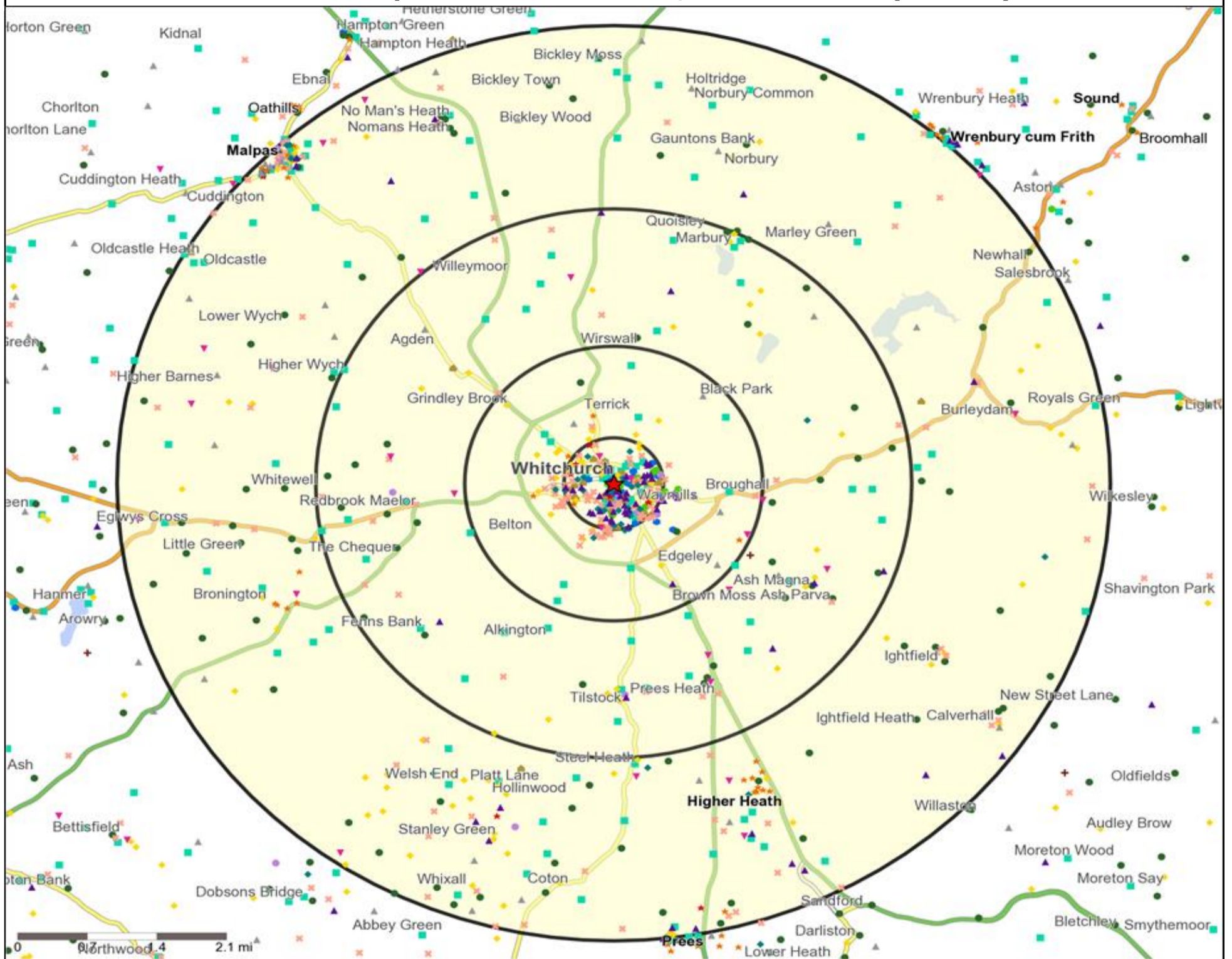
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- ▼ I Family Basics
- ★ M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✖ J Transient Renters
- ★ N Urban Cohesion
- C Country Living
- G Domestic Success
- ◆ K Municipal Challenge
- + O Rental Hubs

**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	244	57
C Country Living (18+)	71	17
D Rural Reality (18+)	58	14
E Senior Security (18+)	376	78
F Suburban Stability (18+)	455	126
G Domestic Success (18+)	273	55
H Aspiring Homemakers (18+)	807	150
I Family Basics (18+)	592	139
J Transient Renters (18+)	774	228
K Municipal Challenge (18+)	147	42
L Vintage Value (18+)	554	149
M Modest Traditions (18+)	1,177	420
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	366	81
<b>Adults 18+ estimate 2015</b>	<b>5,894</b>	<b>100</b>



### Occasions Map and Data: RED COW, WHITCHURCH (201996)



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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining and Dining
- ▲ 11 Household Outing
- ★ 12 Midweek Meal Deal
- ◆ 13 Date Night
- ★ 14 Birthday Treat
- + 15 Pre Show Meal

#### Occasions Data Table

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	506	634	779	1,234	1,799	107	102	107	115	122
02 Early Doors	497	642	742	1,091	1,457	125	123	122	122	118
03 Everyday is Friday	401	520	564	752	958	119	117	109	98	91
04 Weekend Millionaires	590	722	782	996	1,238	121	112	104	90	81
05 Out On The Town	520	643	690	828	1,021	111	104	96	78	70
06 Business and Pleasure	134	187	261	473	814	55	58	70	86	108
07 Sporting Pints	427	509	529	612	700	82	74	66	52	43
08 Student Social	141	221	363	740	1,209	64	76	108	149	177
09 Leisurely Lunch	438	597	734	1,180	1,684	95	98	104	113	117
10 Wining and Dining	459	671	803	1,231	1,702	87	97	100	104	104
11 Household Outing	512	656	694	813	985	123	120	109	86	76
12 Midweek Meal Deal	289	362	412	687	978	124	117	115	130	134
13 Date Night	301	470	596	1,026	1,488	81	96	104	122	128
14 Birthday Treat	319	458	520	794	1,093	86	93	91	94	94
15 Pre Show Meal	119	163	213	348	521	93	96	108	120	130
<b>Number of Occasions</b>	<b>5,653</b>	<b>7,455</b>	<b>8,682</b>	<b>12,805</b>	<b>17,647</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: RED COW, WHITCHURCH (201996)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

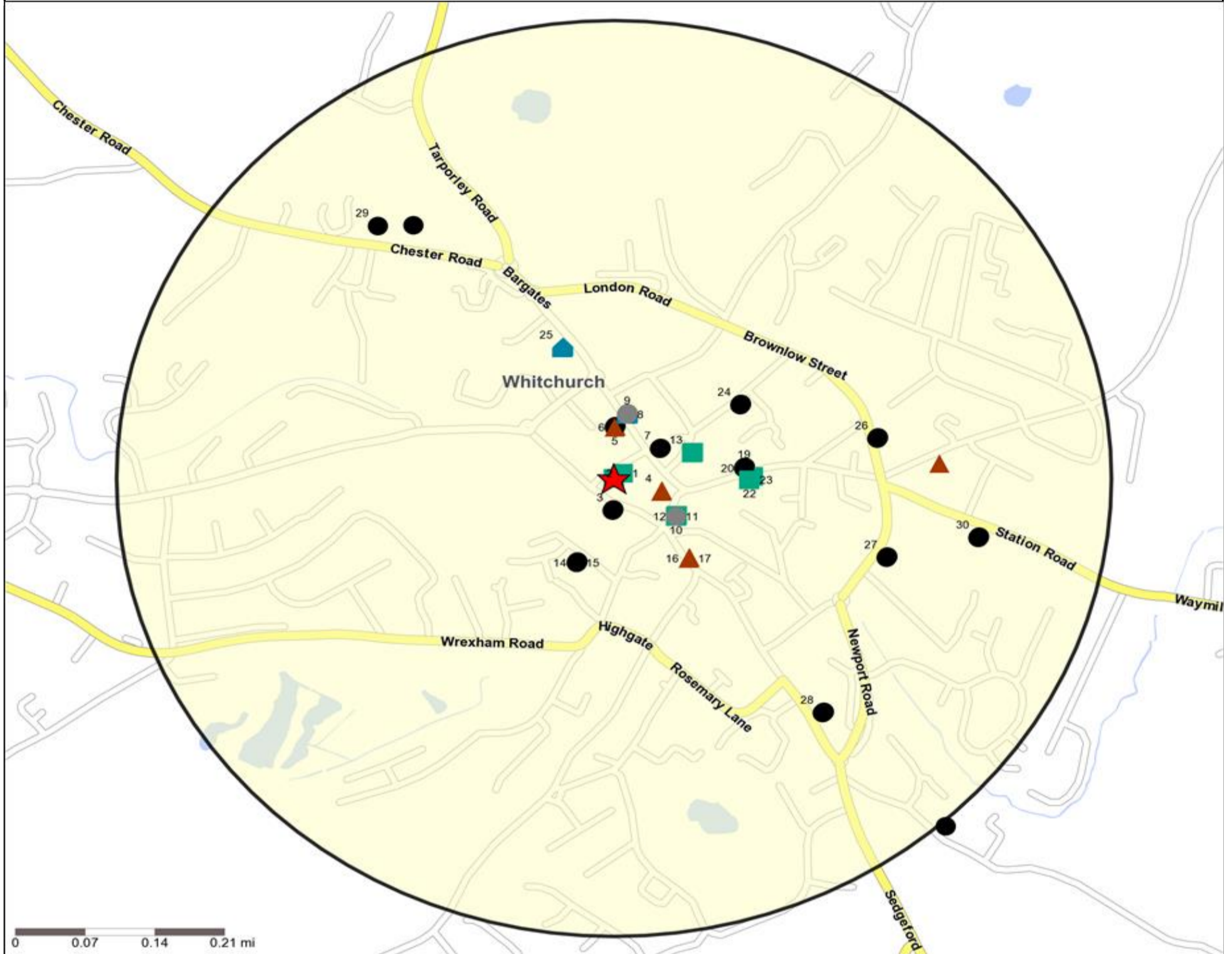
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- Rivers, Canals and Lakes
- Circuit Bar
- Rural Character
- Community Local

#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	2	2	2	5
Circuit Bar	4	4	7	22
Community Local	4	4	10	20
Dry Led	3	3	5	6
Branded Food Pub	0	0	0	0
Rural	0	0	2	2
Other	17	21	28	48
<b>Total</b>	<b>30</b>	<b>34</b>	<b>54</b>	<b>103</b>



## Competition Map and Data: RED COW, WHITCHURCH (201996)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	2
Circuit Bar	4
Community Local	4
Dry Led	3
Branded Food Pub	0
Rural	0
Other	17
<b>Total</b>	<b>30</b>



## Local Competition: RED COW, WHITCHURCH (201996)

### List of Pubs (sorted by distance from Punch outlet) - Top 30 by Distance

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	RED COW, WHITCHURCH	PEPPER STREET, WHITCHURCH, SY13 1BG	Punch Taverns	SY13 1BG	Punch Taverns	0.00
1	Red Cow	Pepper Street, Whitchurch	Punch Pub Company	SY13 1BG	Community Local	0.01
2	Anchor Inn	7 Pepper Street, Whitchurch	Unknown	SY13 1BG	Dry Led	0.01
3	Archibald Worthington Club	Castle Hill, Whitchurch	Independent Free	SY13 1BQ	Other	0.04
4	White Bear	10 High Street, Whitchurch	Enterprise Inns	SY13 1AR	Circuit Bar	0.05
5	Etzio	60 High Street, Whitchurch	Independent Free	SY13 1BB	Other	0.06
6	Red Lyon	46 High Street, Whitchurch	Unknown	SY13 1BB	Circuit Bar	0.06
7	Whitchurch Town Hall	High Street, Whitchurch	Independent Free	SY13 1AX	Other	0.06
8	Frollies Wine Bar And Grill	33 High Street, Whitchurch	Independent Free	SY13 1AZ	Cafe / Wine Bar	0.07
9	Black Bear	49 High Street, Whitchurch	Independent Free	SY13 1AZ	Dry Led	0.07
10	Juans	6 Watergate Street, Whitchurch	Independent Free	SY13 1DW	Other	0.07
11	Percy's Coffee And Curios	Watergate Street, Whitchurch	Independent Free	SY13 1DW	Cafe / Wine Bar	0.07
12	Last Orders	4 Watergate Street, Whitchurch	Cains Beer Company	SY13 1DW	Community Local	0.07
13	Old Town Vaults	St Marys Street, Whitchurch	Joule's Brewery	SY13 1QU	Community Local	0.08
14	Cat At The Park	Park Avenue, Whitchurch	Independent Free	SY13 1SH	Other	0.10
15	Old Mill	Park Avenue, Whitchurch	Independent Free	SY13 1SH	Other	0.10
16	Bulls Head	24 Watergate Street, Whitchurch	Punch Pub Company	SY13 1DP	Circuit Bar	0.12
17	Old Eagles	13 Watergate Street, Whitchurch	Marston's	SY13 1DP	Circuit Bar	0.12
18	Wheatsheaf	19 Green End, Whitchurch	Independent Free	SY13 1AD	Other	0.13
19	Caddyshack	Green End, Whitchurch	Independent Free	SY13 1AD	Other	0.13
20	Hannah Restaurant	5 Green End, Whitchurch	Independent Free	SY13 1AD	Other	0.13
21	Bauhina	42 Green End, Whitchurch	Independent Free	SY13 1AA	Other	0.14
22	Swallow	28 Green End, Whitchurch	Independent Free	SY13 1AA	Other	0.14
23	Fox & Goose	34 Green End, Whitchurch	Global Star	SY13 1AA	Community Local	0.14
24	Whitchurch District Club	St Johns Street, Whitchurch	Independent Free	SY13 1QT	Other	0.15
25	Cock & Greyhound	20 Bargates, Whitchurch	AtWill Pubs	SY13 1LL	Dry Led	0.15
26	Eastern Spices	2 Brownlow Street, Whitchurch	Independent Free	SY13 1QP	Other	0.27
27	Bridgewater Bowling Club	Bridgewater Street, Whitchurch	Independent Free	SY13 1QJ	Other	0.29
28	Dodington Hall Hotel	Dodington, Whitchurch	Independent Free	SY13 1EN	Other	0.33
29	Chester Road Bowling Club	Chester Road, Whitchurch	Independent Free	SY13 1LZ	Other	0.36
30	Spice Heaven	4-6 Station Road, Prees, Whitchurch	Independent Free	SY13 1RE	Other	0.37