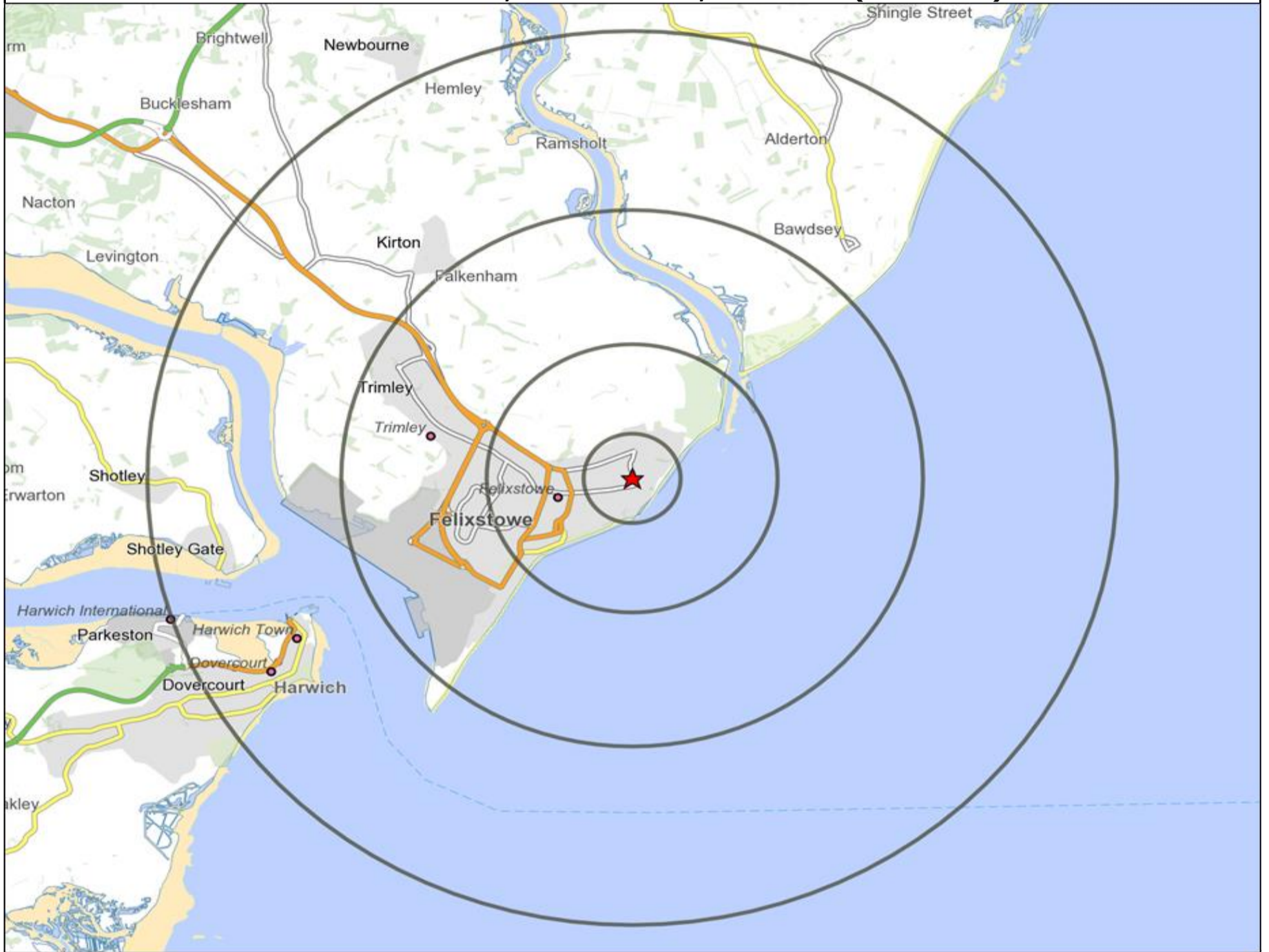




**Customer Profile Report for WHITE HORSE, FELIXSTOWE (Punch Outlet Number: 200465)
33 CHURCH ROAD, FELIXSTOWE, IP11 9NF (IP11 9NF)**



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

Age Data Table

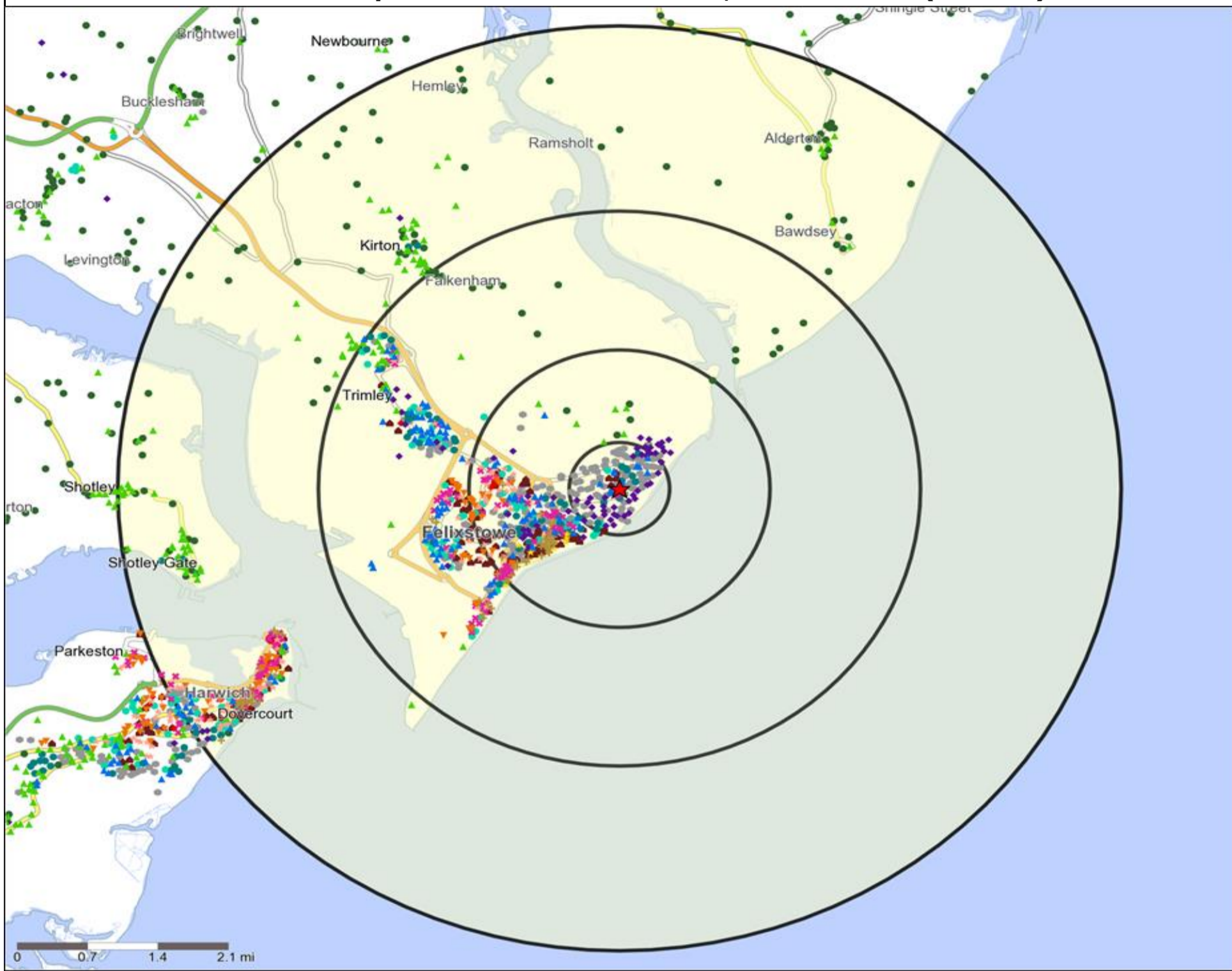
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	560	2,460	4,756	7,053	5,228	63	78	87	91	86
16-17	97	395	744	1,037	811	89	102	110	108	108
18-24	168	1,068	2,190	3,229	2,372	39	71	83	86	81
25-34	199	1,374	2,816	4,185	3,035	31	60	71	74	69
35-44	366	1,558	3,032	4,401	3,348	61	74	82	84	82
45-54	611	2,190	4,027	5,865	4,684	92	92	98	100	102
55-64	720	2,184	3,752	5,364	4,311	135	116	114	115	118
65+	1,985	5,473	7,766	10,265	8,510	234	182	148	138	146
Population estimate 2015	4,706	16,702	29,083	41,399	32,299	100	100	100	100	100

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	4,644	15,949	28,121	39,874	31,300	97%	96%	97%	97%	97%
Mixed / Multiple Ethnic Groups	52	243	392	532	419	1%	1%	1%	1%	1%
Asian / Asian British	63	280	449	569	481	1%	2%	2%	1%	1%
Black / African / Caribbean / Black British	11	59	103	152	119	0%	0%	0%	0%	0%
Other Ethnic Group	6	57	74	92	79	0%	0%	0%	0%	0%
All People (Ethnic Group)	4,776	16,588	29,139	41,219	32,398	100	100	100	100	100



Mosaic UK Map and Data: WHITE HORSE, FELIXSTOWE (200465)



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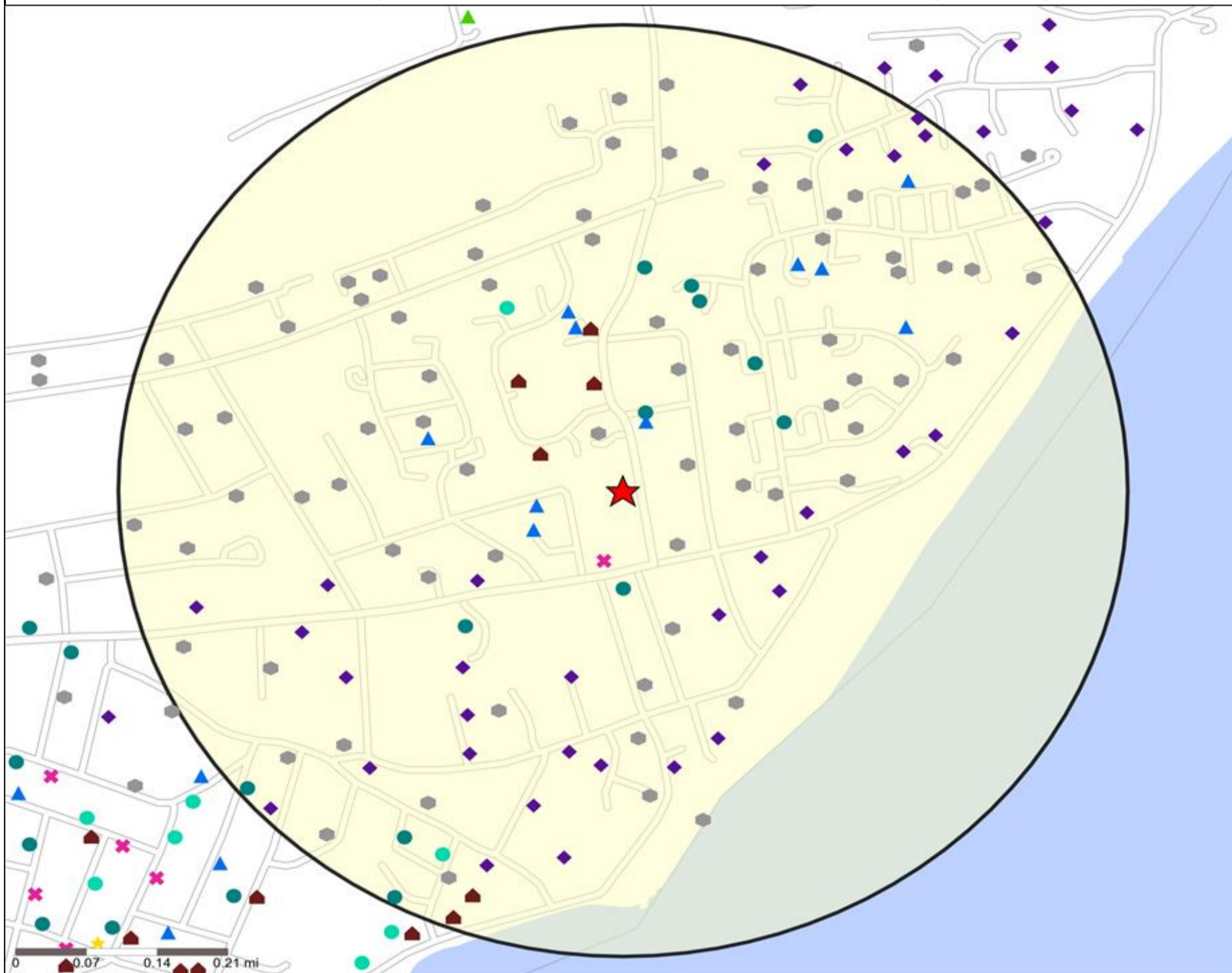
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N Urban Cohesion
- + 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
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	716	1,311	1,552	1,670	1,716	243	130	90	69	90
C Country Living (18+)	0	98	255	1,258	1,371	0	10	16	54	75
D Rural Reality (18+)	0	28	690	2,939	1,707	0	3	42	128	94
E Senior Security (18+)	2,294	4,132	4,934	5,423	4,980	697	367	258	201	233
F Suburban Stability (18+)	353	1,028	2,935	3,303	2,970	143	122	204	163	185
G Domestic Success (18+)	400	876	1,503	1,890	1,725	118	75	76	68	78
H Aspiring Homemakers (18+)	102	903	2,317	2,882	2,382	28	72	108	95	100
I Family Basics (18+)	0	414	1,018	1,774	1,019	0	41	60	74	54
J Transient Renters (18+)	21	1,227	2,310	3,528	2,310	9	154	170	184	153
K Municipal Challenge (18+)	0	147	283	547	283	0	18	20	28	18
L Vintage Value (18+)	159	1,816	2,858	3,602	2,858	62	209	193	172	173
M Modest Traditions (18+)	0	942	1,576	2,617	1,576	0	143	141	166	126
N Urban Cohesion (18+)	0	201	204	204	204	0	28	17	12	15
O Rental Hubs (18+)	0	703	1,122	1,612	1,135	0	66	62	63	56
Adults 18+ estimate 2015	4,045	13,826	23,557	33,249	26,236	100	100	100	100	100



Mosaic UK Map and Data: WHITE HORSE, FELIXSTOWE (200465)



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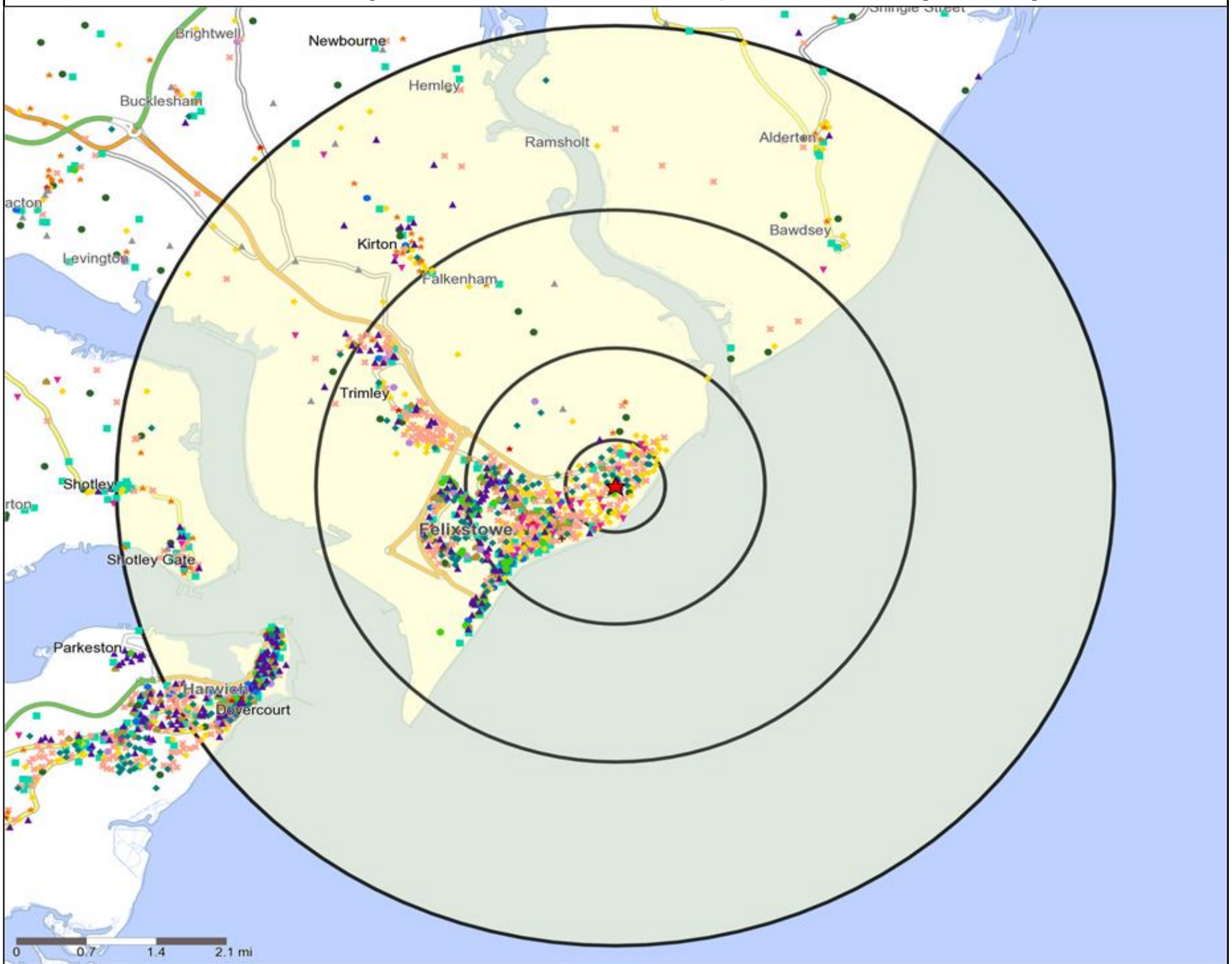
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- ⬢ E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- 🏠 L Vintage Value
- ★ M Modest Traditions
- ★ N Urban Cohesion
- ✚ 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+)	716	243
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	2,294	697
F Suburban Stability (18+)	353	143
G Domestic Success (18+)	400	118
H Aspiring Homemakers (18+)	102	28
I Family Basics (18+)	0	0
J Transient Renters (18+)	21	9
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	159	62
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	4,045	100



Occasions Map and Data: WHITE HORSE, FELIXSTOWE (200465)



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- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 07 Sporting Pints
- ▲ 11 Household Outing
- + 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	285	1,213	2,004	2,881	2,176	109	118	110	113	110
02 Early Doors	359	1,262	2,109	2,857	2,246	164	146	138	133	135
03 Everyday is Friday	143	725	1,437	2,058	1,559	76	99	110	113	110
04 Weekend Millionaires	131	897	1,819	2,728	1,915	49	85	97	103	94
05 Out On The Town	168	865	1,661	2,400	1,747	65	85	92	94	89
06 Business and Pleasure	48	300	563	783	639	36	57	60	60	63
07 Sporting Pints	69	653	1,303	1,915	1,346	24	58	65	68	62
08 Student Social	105	346	615	886	717	86	72	73	75	78
09 Leisurely Lunch	372	1,171	1,891	2,593	2,089	146	117	106	104	108
10 Wining and Dining	465	1,317	2,158	2,863	2,382	160	115	107	101	108
11 Household Outing	174	924	1,756	2,416	1,820	76	102	110	107	104
12 Midweek Meal Deal	44	345	765	1,294	940	34	68	85	102	96
13 Date Night	431	1,147	1,746	2,287	1,996	209	142	122	114	128
14 Birthday Treat	255	838	1,456	1,983	1,621	124	103	102	98	104
15 Pre Show Meal	81	297	491	630	514	114	107	99	91	96
Number of Occasions	3,130	12,300	21,774	30,574	23,707	100	100	100	100	100



Competition Map and Data: WHITE HORSE, FELIXSTOWE (200465)



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

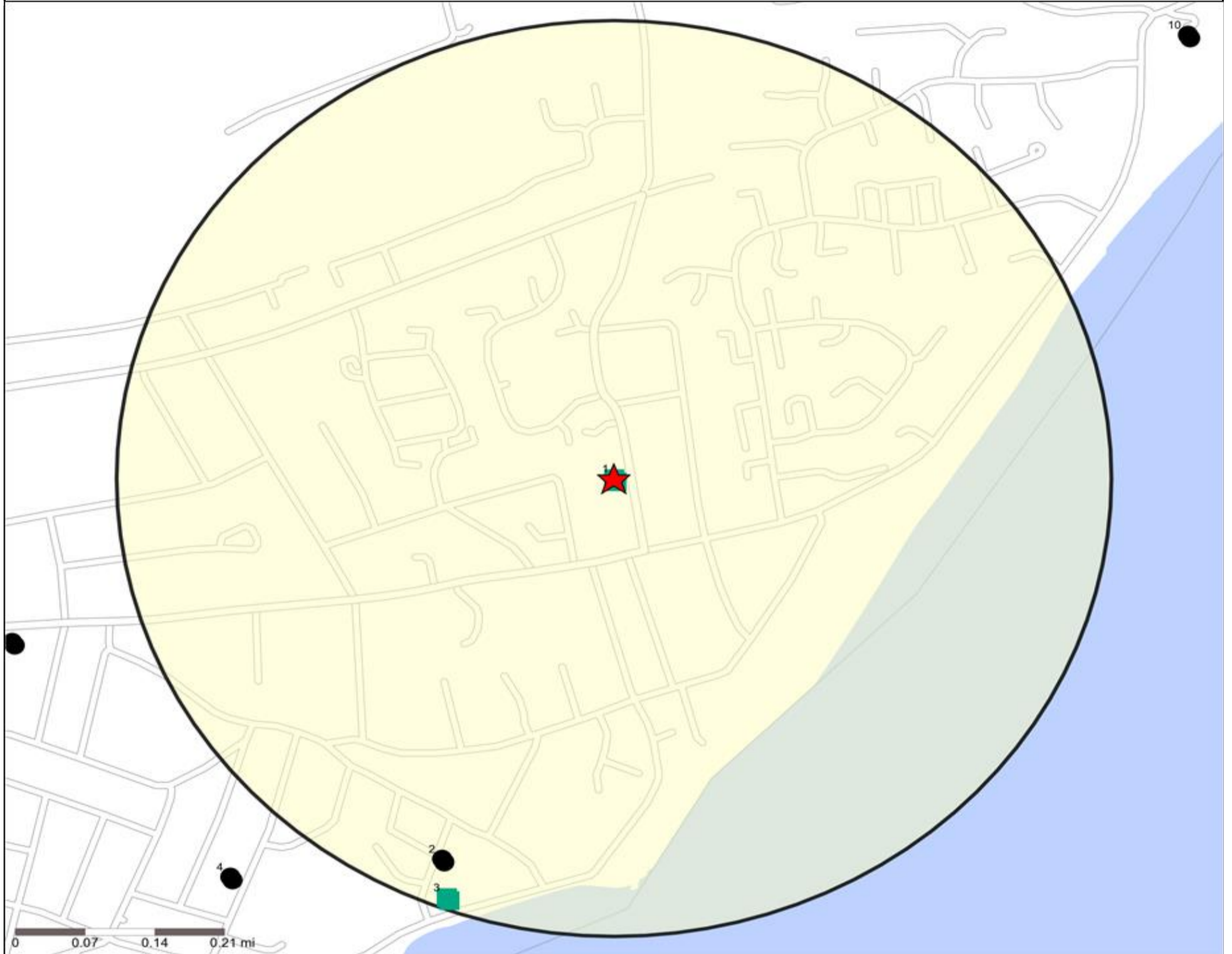


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	3	3	4
Circuit Bar	0	2	3	6
Community Local	2	7	9	19
Dry Led	0	1	2	3
Branded Food Pub	0	0	1	1
Rural	0	0	0	0
Other	1	28	39	64
Total	3	41	57	97



Competition Map and Data: WHITE HORSE, FELIXSTOWE (200465)



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	0
Circuit Bar	0
Community Local	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
Total	3



Local Competition: WHITE HORSE, FELIXSTOWE (200465)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WHITE HORSE, FELIXSTOWE	33 CHURCH ROAD, FELIXSTOWE, IP11 9NF	Punch Taverns	IP11 9NF	Punch Taverns	0.00
1	White Horse	33 Church Road, Felixstowe	Punch Pub Company	IP11 9NF	Community Local	0.00
2	Krun Khunying	14 Beach Road East, Felixstowe	Independent Free	IP11 7LD	Other	0.45
3	Fludyer Arms	Undercliff Road East, Felixstowe	Punch Pub Company	IP11 7LU	Community Local	0.49
4	Lawn Tennis Club	Bath Road, Felixstowe	Independent Free	IP11 7JN	Other	0.58
5	Town Football Club	Dellwood Avenue, Felixstowe	Independent Free	IP11 9HT	Other	0.62
6	Hotel Elizabeth Orwell	Hamilton Road, Felixstowe	Elizabeth Hotels	IP11 7DX	Other	0.63
7	Conservative Club	28 High Road West, Felixstowe	Independent Free	IP11 9JB	Other	0.68
8	Chuffers	14-16 Great Eastern Square, Felixstowe	Independent Free	IP11 7DY	Other	0.69
9	Cafe Bencotto	126 Hamilton Road, Felixstowe	Independent Free	IP11 7AB	Cafe / Wine Bar	0.74
10	Felixstowe Ferry Golf Club	Ferry Road, Felixstowe	Independent Free	IP11 9RY	Other	0.75
11	Prezzo	129-133 Hamilton Road, Felixstowe	Prezzo plc	IP11 7BL	Other	0.78
12	Grosvenor	25-31 Ranelagh Road, Felixstowe	Spirit Pub Company	IP11 7HA	Community Local	0.81
13	Palace Bingo Club	Crescent Road, Felixstowe	Palatial Leisure	IP11 7NL	Other	0.82
14	Spa Pavillion Theatre	Undercliff Road West, Felixstowe	Independent Free	IP11 2DX	Other	0.84
15	China Garden	8 Hamilton Road, Felixstowe	Independent Free	IP11 7AU	Other	0.94
16	Golden Panda	28 Orwell Road, Felixstowe	Independent Free	IP11 7DB	Other	0.95
17	Shoka	30 Orwell Road, Felixstowe	Independent Free	IP11 7DB	Other	0.95
18	Felixstowe Bowls Club	Crescent Road, Felixstowe	Independent Free	IP11 7PB	Other	0.95
19	Saigon	11 Hamilton Road, Felixstowe	Independent Free	IP11 7AX	Other	0.96
20	Blue Nan	7 Hamilton Road, Felixstowe	Independent Free	IP11 7AX	Other	0.96
21	Waverley Hotel	2 Wolsey Gardens, Felixstowe	Independent Free	IP11 7DF	Other	0.97
22	Red Rose	129 Undercliff Road West, Felixstowe	Independent Free	IP11 2AQ	Other	0.98
23	129 Cafe Bar	Undercliff Road West, Felixstowe	Independent Free	IP11 2AQ	Cafe / Wine Bar	0.98
24	Cork Bar & Restaurant	129 Undercliff Road West, Felixstowe	Independent Free	IP11 2AQ	Cafe / Wine Bar	0.98
25	Band Box	5 Bent Hill, Felixstowe	Independent Free	IP11 7DG	Other	0.98
26	Trade Union & Labour LI	182 High Road West, Felixstowe	Independent Free	IP11 9BB	Other	1.04
27	Alex	Wolsey Gardens, Felixstowe	Independent Free	IP11 2AF	Other	1.06
28	Brook Hotel	Orwell Road, Felixstowe	Independent Free	IP11 7PF	Other	1.08
29	Felixstowe Rugby Union Football Club	Mill Lane, Felixstowe	Independent Free	IP11 7RL	Other	1.10
30	Feathers	231 High Street, Felixstowe	Punch Pub Company	IP11 9DT	Community Local	1.18