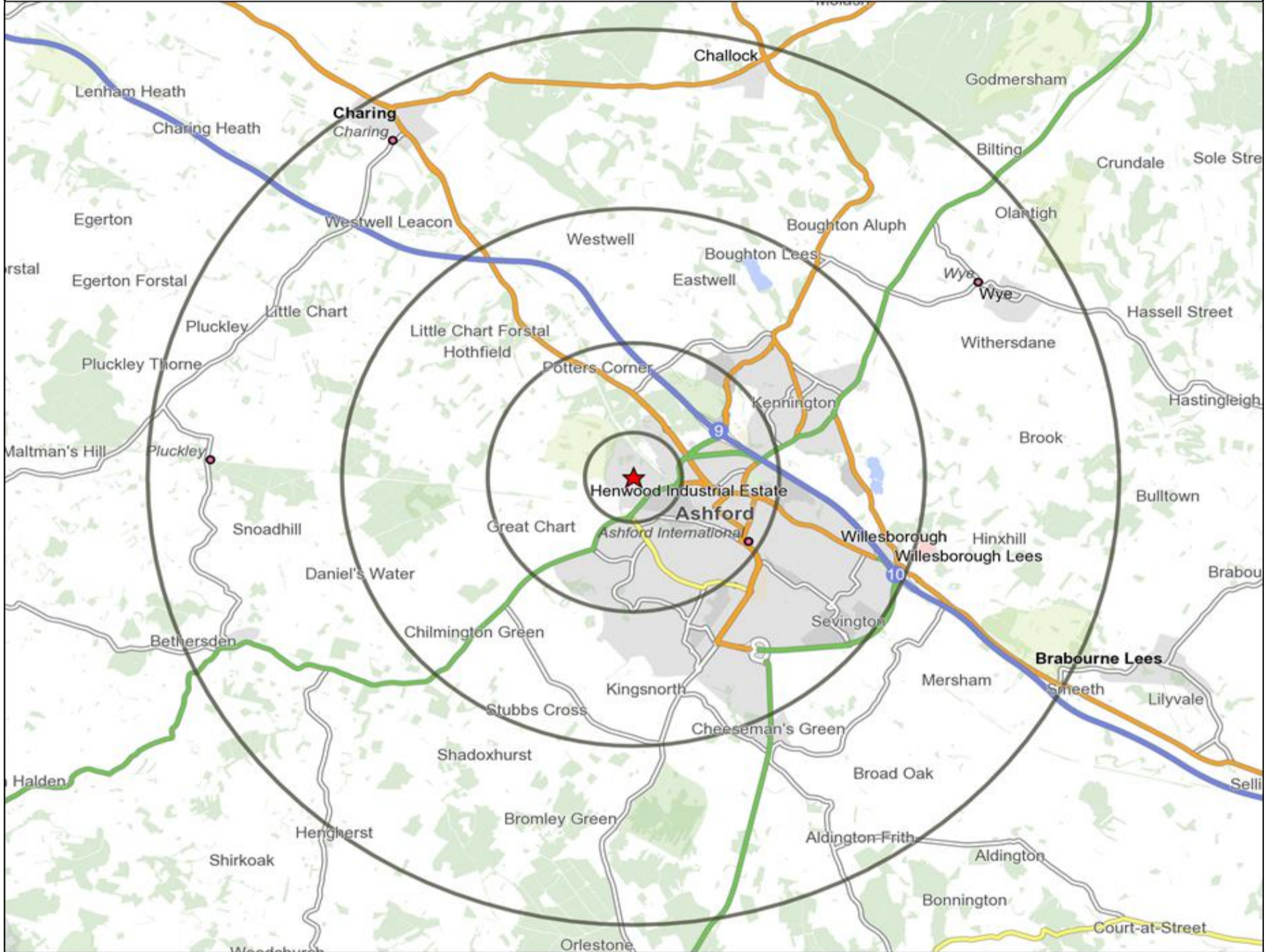




**Customer Profile Report for NEW CHIMNEYS, ASHFORD (Punch Outlet Number: 371506)
LOUDON WAY, ASHFORD, TN23 3JJ (TN23 3JJ)**



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

Age Data Table

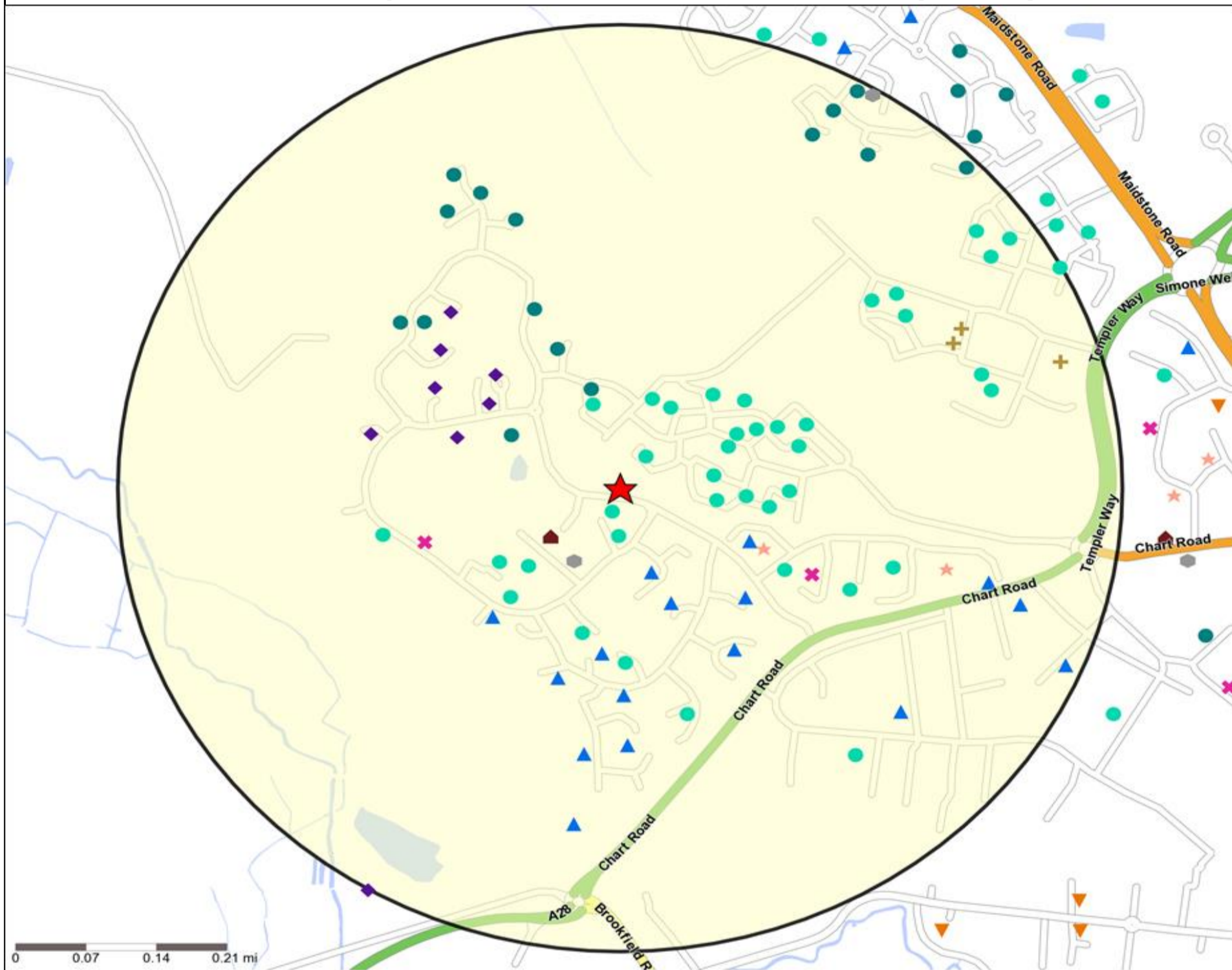
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,199	7,242	17,898	20,306	21,357	141	116	121	116	114
16-17	158	950	2,321	2,563	2,687	150	123	126	119	116
18-24	407	3,199	7,059	7,857	8,163	99	107	99	93	91
25-34	596	5,194	11,331	12,558	12,952	96	115	105	99	95
35-44	760	4,336	10,449	12,101	12,811	133	103	104	103	102
45-54	719	4,759	11,302	13,496	14,713	112	101	101	102	104
55-64	333	2,856	7,146	9,119	10,141	65	76	80	87	90
65+	349	4,623	11,536	14,968	16,664	43	77	81	89	93
Population estimate 2015	4,521	33,159	79,042	92,968	99,488	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	3,201	28,202	68,442	80,892	86,991	89%	90%	91%	92%	92%
Mixed / Multiple Ethnic Groups	50	532	1,275	1,425	1,483	1%	2%	2%	2%	2%
Asian / Asian British	281	1,753	3,585	3,806	3,849	8%	6%	5%	4%	4%
Black / African / Caribbean / Black British	56	502	1,247	1,300	1,318	2%	2%	2%	1%	1%
Other Ethnic Group	22	249	569	681	722	1%	1%	1%	1%	1%
All People (Ethnic Group)	3,610	31,238	75,118	88,104	94,363	100	100	100	100	100



Mosaic UK Map and Data: NEW CHIMNEYS, ASHFORD (371506)



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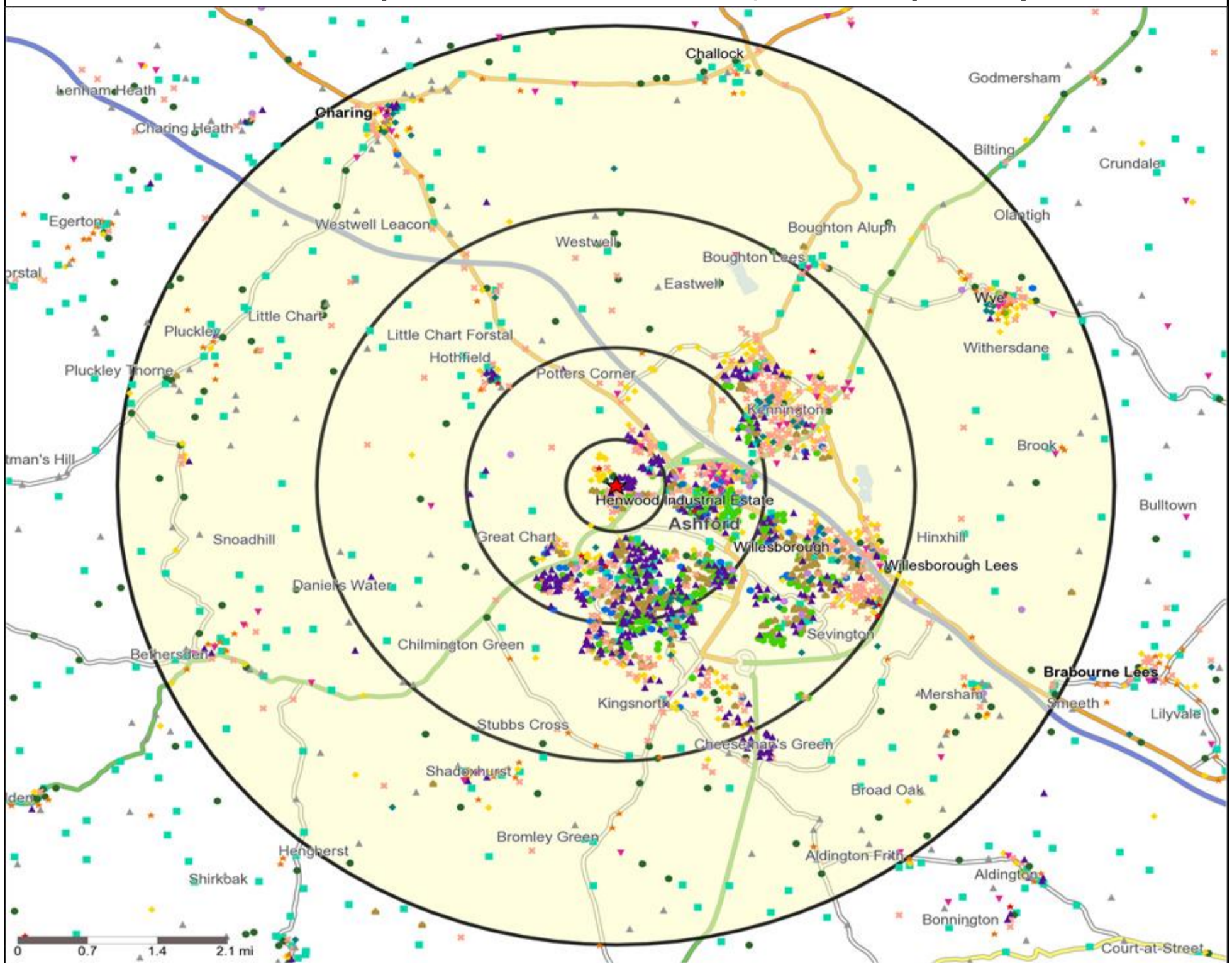
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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+)	155	67
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	30	12
F Suburban Stability (18+)	577	299
G Domestic Success (18+)	563	212
H Aspiring Homemakers (18+)	1,496	520
I Family Basics (18+)	0	0
J Transient Renters (18+)	118	65
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	93	47
M Modest Traditions (18+)	76	51
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	55	23
Adults 18+ estimate 2015	3,163	100



Occasions Map and Data: NEW CHIMNEYS, ASHFORD (371506)



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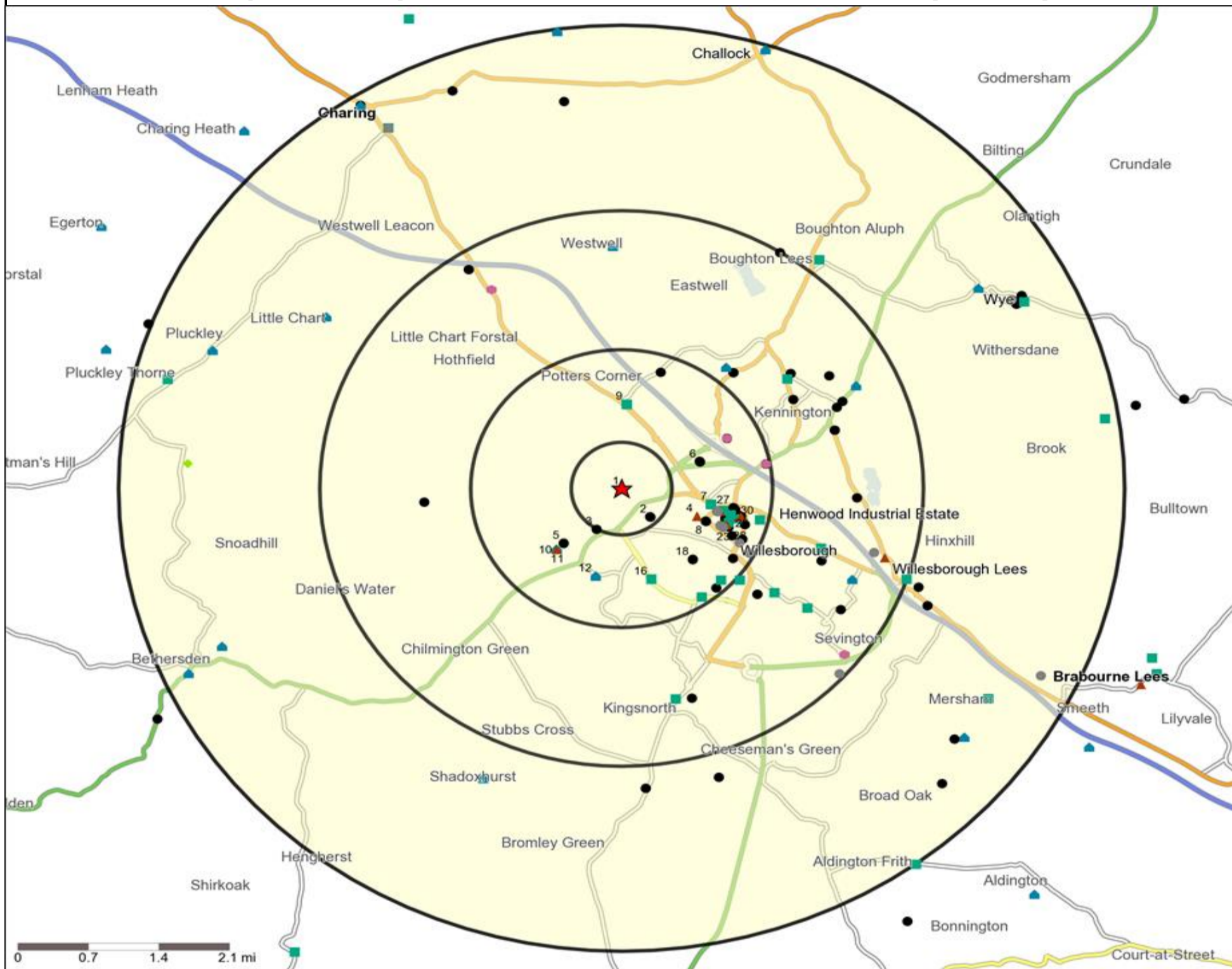
- ★ Location
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- 01 Mine's a Pint
- 05 Out On The Town
- 09 Leisurly Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- ◆ 02 Early Doors
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 03 Everyday is Friday
- 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	101	1,639	3,454	4,366	4,822	38	76	70	77	81
02 Early Doors	152	1,614	3,618	4,328	4,614	67	90	88	92	92
03 Everyday is Friday	192	1,783	4,059	4,542	4,753	100	116	116	113	112
04 Weekend Millionaires	435	3,168	6,418	7,025	7,174	157	143	127	121	117
05 Out On The Town	331	2,715	5,795	6,218	6,359	124	127	119	111	107
06 Business and Pleasure	125	894	2,145	2,739	3,001	91	81	85	95	98
07 Sporting Pints	230	2,532	5,335	5,567	5,637	78	108	99	90	86
08 Student Social	142	747	2,006	2,542	2,800	114	75	88	97	101
09 Leisurly Lunch	208	1,745	4,162	5,038	5,459	79	83	87	92	94
10 Wining and Dining	370	1,995	5,052	5,902	6,291	124	84	93	94	95
11 Household Outing	285	2,412	5,550	5,939	6,090	121	128	129	120	116
12 Midweek Meal Deal	91	1,226	2,612	3,185	3,506	68	115	108	114	119
13 Date Night	289	1,396	3,751	4,519	4,901	137	83	97	102	105
14 Birthday Treat	171	1,287	3,374	3,933	4,193	81	76	87	89	89
15 Pre Show Meal	93	541	1,319	1,513	1,596	128	93	99	99	99
Number of Occasions	3,215	25,694	58,650	67,356	71,196	100	100	100	100	100



Competition Map and Data: NEW CHIMNEYS, ASHFORD (371506)



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

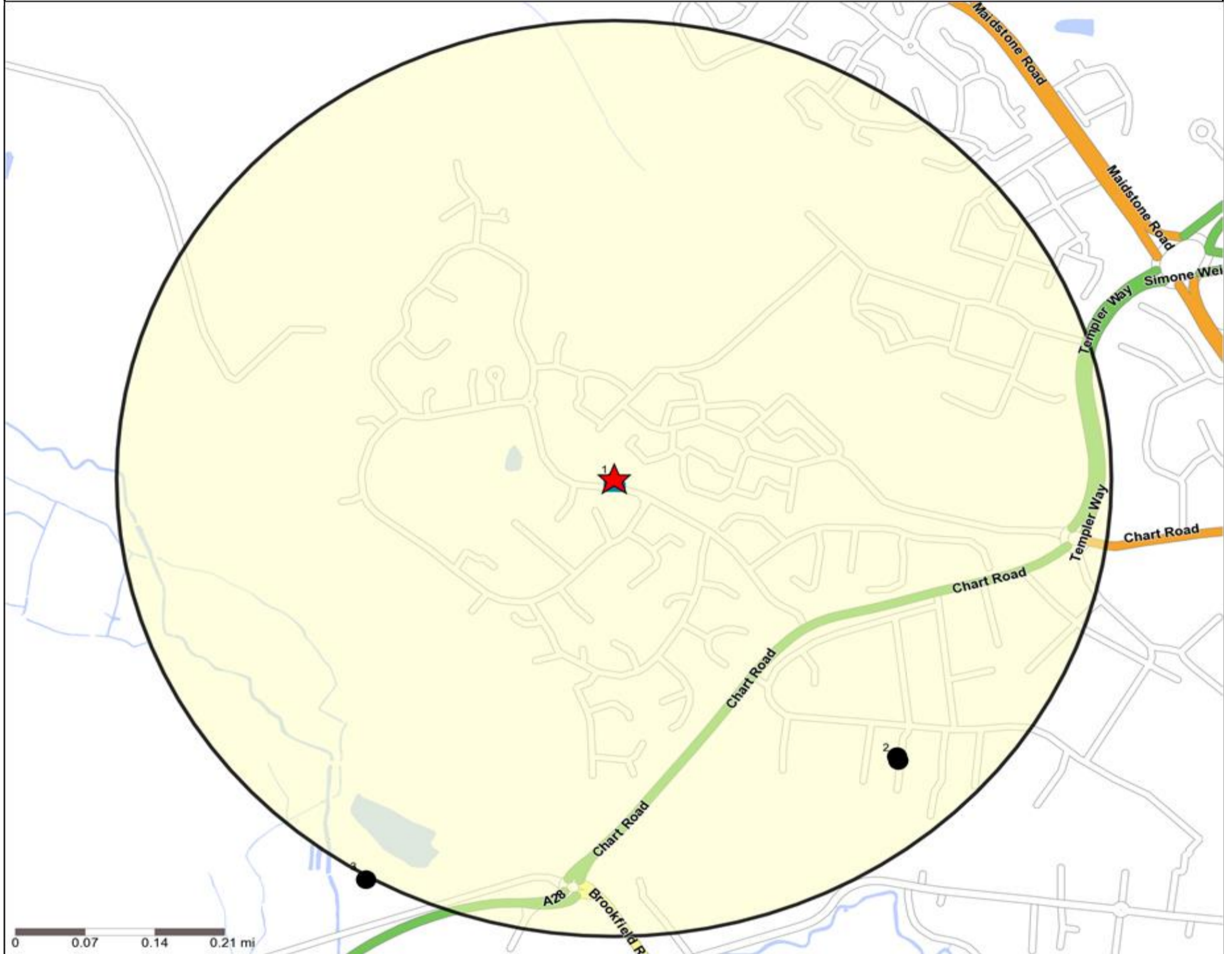
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	5	7	10
Circuit Bar	0	7	8	8
Community Local	0	9	16	21
Dry Led	1	3	7	17
Branded Food Pub	0	2	4	4
Rural	0	0	0	2
Other	1	34	52	67
Total	2	60	94	129



Competition Map and Data: NEW CHIMNEYS, ASHFORD (371506)



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	0
Dry Led	1
Branded Food Pub	0
Rural	0
Other	1
Total	2



Local Competition: NEW CHIMNEYS, ASHFORD (371506)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	NEW CHIMNEYS, ASHFORD	LOUDON WAY, ASHFORD, TN23 3JJ	Punch Taverns	TN23 3JJ	Punch Taverns	0.00
1	New Chimneys	Loudon Way, Ashford	Punch Pub Company	TN23 3JJ	Dry Led	0.00
2	Mavericks	43 Brunswick Road, Ashford	Independent Free	TN23 1EL	Other	0.42
3	Pilgrims Football Club	Chart Road, Ashford	Independent Free	TN23 3AE	Other	0.50
4	Memphis Bar And Diner	1 Apsley Street, Ashford	Independent Free	TN23 1LN	Circuit Bar	0.81
5	Great Chart Cricket Club	Ninn Lane, Great Chart, Ashford	Independent Free	TN23 3AF	Other	0.83
6	Ashford International Hotel	Simone Weil Avenue, Ashford	Q Hotels	TN24 8UX	Other	0.83
7	British Volunteer	56-58 New Street, Ashford	Shepherd Neame	TN24 8TT	Community Local	0.91
8	Club Q	Godinton Road, Ashford	Independent Free	TN23 1LH	Other	0.91
9	Hare & Hounds	Maidstone Road, Ashford	Enterprise Inns	TN25 4NR	Community Local	0.91
10	Swan	The Street, Great Chart, Ashford	Enterprise Inns	TN23 3AN	Circuit Bar	0.92
11	Hoodeners Horse	The Street, Great Chart, Ashford	Punch Pub Company	TN23 3AN	Dry Led	0.92
12	Singleton Barn	Tithe Barn Lane, Singleton Village, Ashford	Shepherd Neame	TN23 4TY	Dry Led	0.98
13	Leaf Lounge	18-20 New Rents, Ashford	Independent Free	TN23 1JJ	Cafe / Wine Bar	0.99
14	Aji	23 New Rents, Ashford	Independent Free	TN23 1JJ	Other	0.99
15	Auction House Bar	7 New Street, Ashford	*Other Small Retail Groups	TN24 8TN	Circuit Bar	1.01
16	Crusader	44 Brookfield Road, Beaver Estate, Ashford	Enterprise Inns	TN23 4EZ	Community Local	1.02
17	Old Prince Of Wales	12 New Street, Ashford	Enterprise Inns	TN24 8UU	Community Local	1.04
18	Ashford Indoor Bowls	Jemmett Road, Ashford	Independent Free	TN23 4QD	Other	1.04
19	Trattoria Romana	32 Bank Street, Ashford	Independent Free	TN23 1BA	Other	1.06
20	Midnight	30 Bank Street, Ashford	Punch Pub Company	TN23 1BA	Cafe / Wine Bar	1.06
21	Bombay Street	4 Bank Street, Ashford	Independent Free	TN23 1BX	Other	1.08
22	Zarin	31 Bank Street, Ashford	Independent Free	TN23 1DQ	Other	1.09
23	Hortons	39-41 Bank Street, Ashford	Independent Free	TN23 1DQ	Cafe / Wine Bar	1.09
24	Phoenix	12 Tufton Street, Ashford	Independent Free	TN23 1QP	Circuit Bar	1.11
25	George Hotel	68 High Street, Ashford	Enterprise Inns	TN24 8TB	Community Local	1.12
26	Swan	19 Tufton Street, Ashford	Enterprise Inns	TN23 1QN	Community Local	1.13
27	Curry Leaf	9 North Street, Ashford	Independent Free	TN24 8LF	Other	1.13
28	Ashford Police Club	Tufton Street, Ashford	Independent Free	TN23 1BT	Other	1.14
29	Little Raj	20 North Street, Ashford	Independent Free	TN24 8JR	Other	1.15
30	Pizza Express	14 North Street, Ashford	Hony Capital	TN24 8JR	Other	1.15