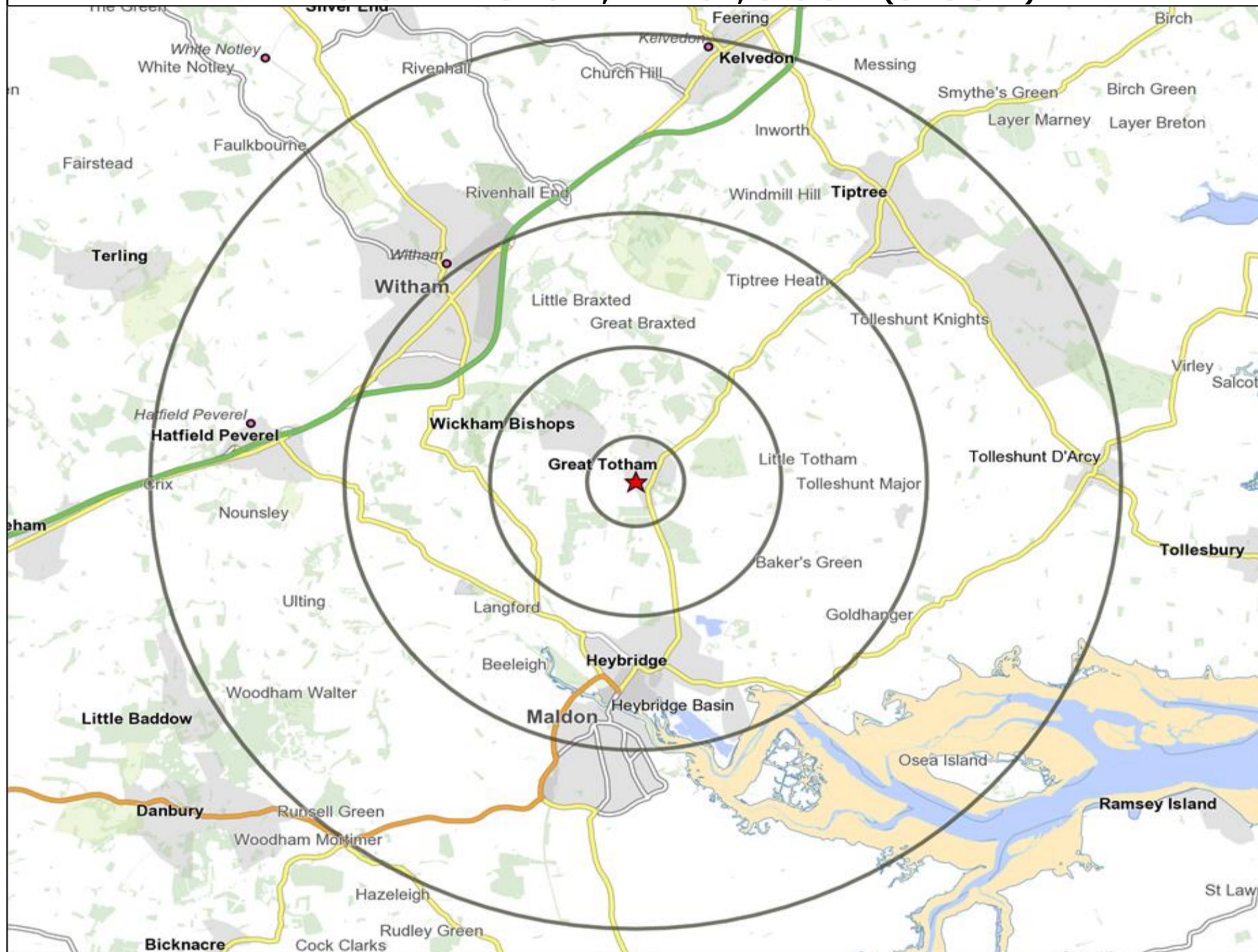




**Customer Profile Report for PRINCE OF WALES, GREAT TOTHAM (Punch Outlet Number: 20025  
2 PRINCE OF WALES ROAD, MALDON, CM9 8PX (CM 9 8PX)**



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

**Age Data Table**

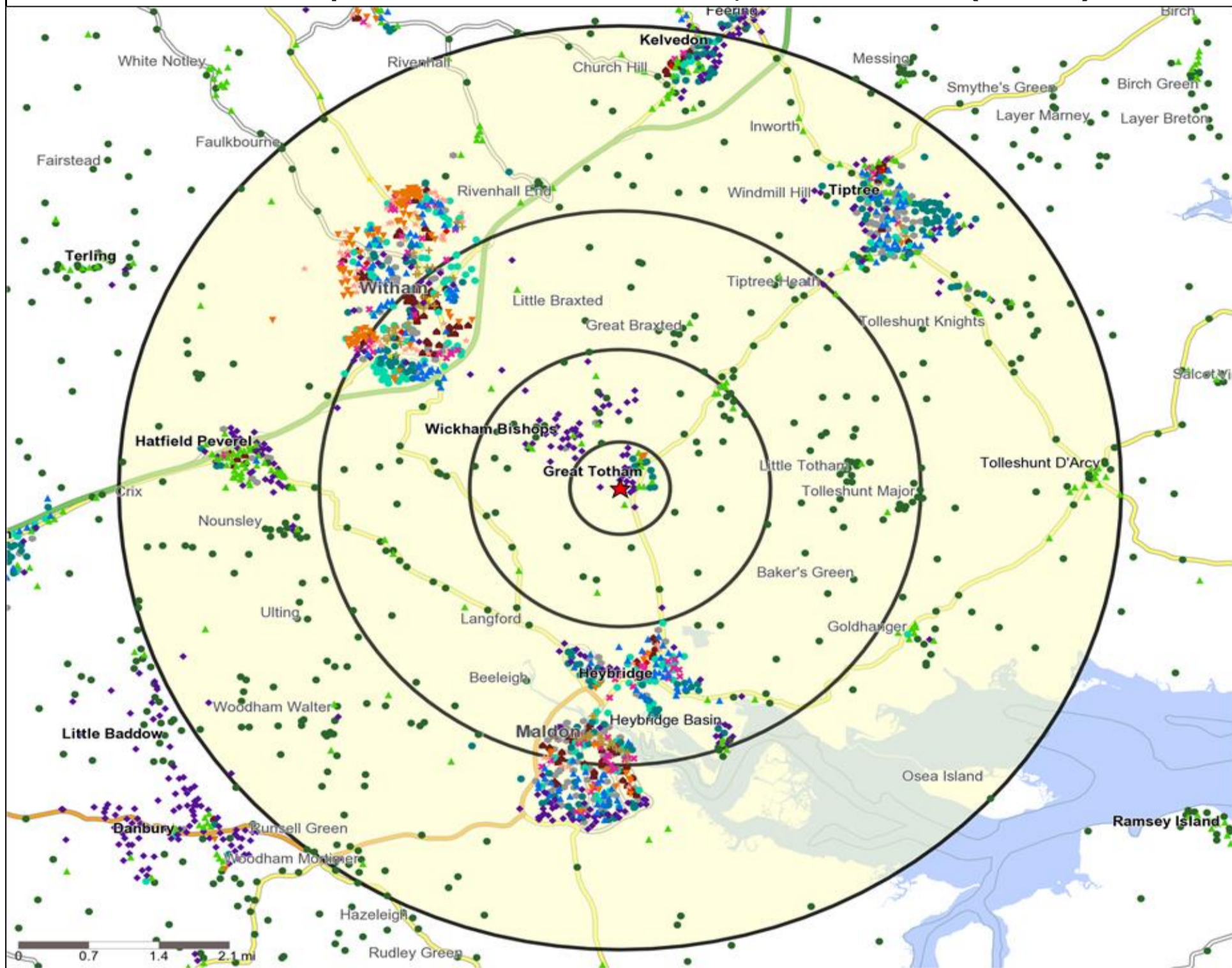
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	365	746	5,099	13,707	14,245	107	87	90	94	95
16-17	27	82	571	1,852	1,908	64	77	82	103	103
18-24	127	214	2,183	5,534	5,687	77	51	80	79	79
25-34	161	335	3,781	8,604	8,776	65	53	92	81	80
35-44	227	470	3,636	9,405	9,736	98	81	95	96	96
45-54	247	681	4,148	11,364	11,800	95	105	97	104	104
55-64	264	699	3,758	9,739	10,066	128	135	110	111	111
65+	406	1,366	6,925	17,136	17,770	124	165	128	123	123
<b>Population estimate 2015</b>	<b>1,824</b>	<b>4,593</b>	<b>30,101</b>	<b>77,341</b>	<b>79,988</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	1,787	4,429	28,241	73,728	76,221	98%	98%	96%	97%	97%
Mixed / Multiple Ethnic Groups	11	35	354	854	883	1%	1%	1%	1%	1%
Asian / Asian British	9	24	390	908	950	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	4	12	192	393	399	0%	0%	1%	1%	1%
Other Ethnic Group	5	15	138	270	275	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>1,816</b>	<b>4,515</b>	<b>29,315</b>	<b>76,153</b>	<b>78,728</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Mosaic UK Map and Data: PRINCE OF WALES, GREAT TOTHAM (200251)



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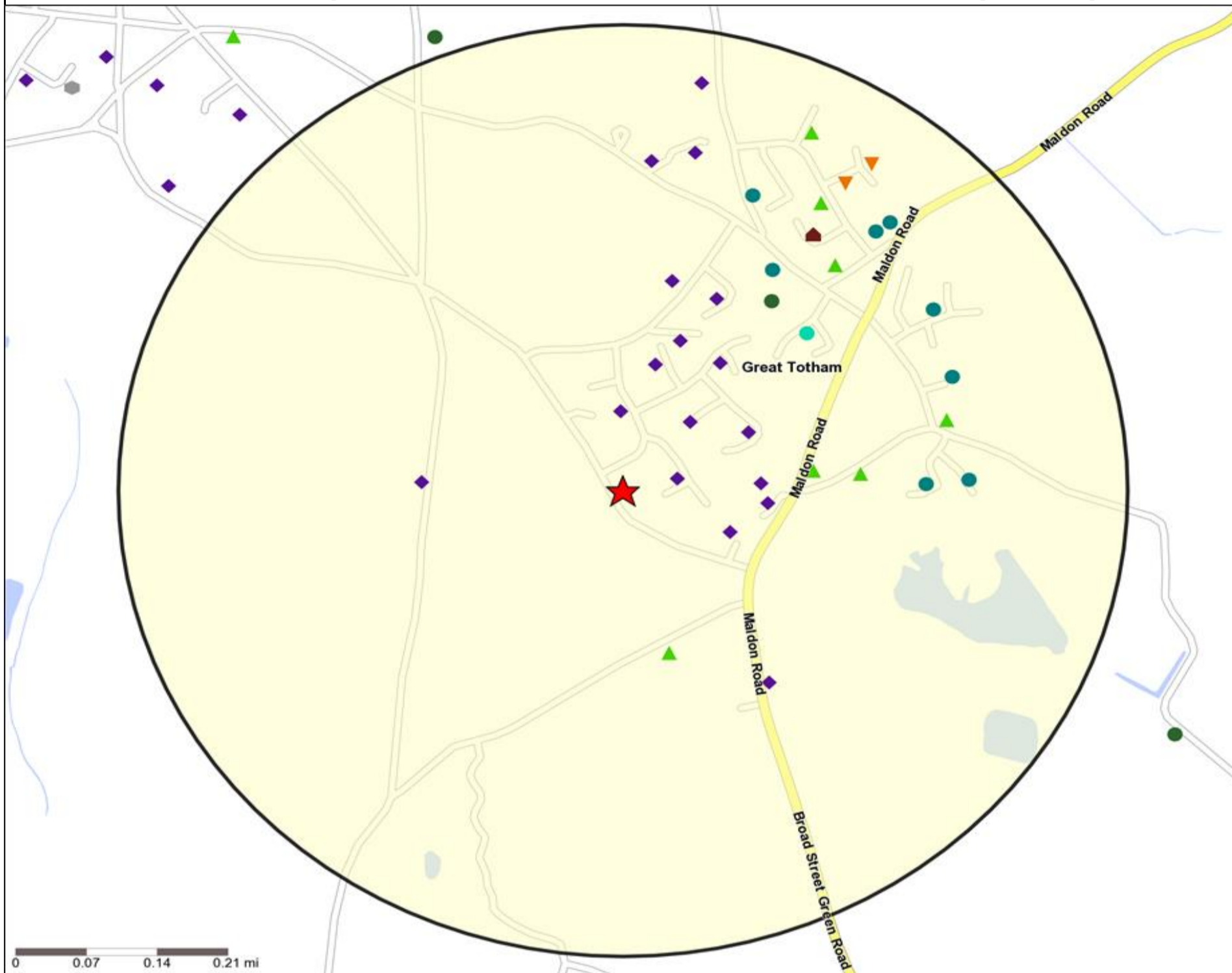


#### Mosaic UK Data Table (Residential)

	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>	716	1,808	3,025	7,216	8,353	686	659	170	160	180
<b>C Country Living (18+)</b>	26	838	2,629	6,029	6,335	26	320	155	141	143
<b>D Rural Reality (18+)</b>	253	606	999	4,854	5,173	255	232	59	113	117
<b>E Senior Security (18+)</b>	0	46	1,509	5,424	5,441	0	15	76	108	105
<b>F Suburban Stability (18+)</b>	0	0	2,665	6,706	6,721	0	0	179	178	173
<b>G Domestic Success (18+)</b>	237	267	2,929	7,295	7,535	197	84	143	141	141
<b>H Aspiring Homemakers (18+)</b>	94	94	3,425	6,421	6,431	72	27	154	114	111
<b>I Family Basics (18+)</b>	71	71	913	4,531	4,531	69	26	52	102	98
<b>J Transient Renters (18+)</b>	0	0	1,611	2,908	2,908	0	0	114	82	79
<b>K Municipal Challenge (18+)</b>	0	0	92	307	307	0	0	6	8	8
<b>L Vintage Value (18+)</b>	36	36	2,540	4,693	4,753	40	15	165	121	118
<b>M Modest Traditions (18+)</b>	0	0	748	3,409	3,355	0	0	64	116	111
<b>N Urban Cohesion (18+)</b>	0	0	41	43	43	0	0	3	1	1
<b>O Rental Hubs (18+)</b>	0	0	1,284	1,894	1,896	0	0	68	40	39
<b>Adults 18+ estimate 2015</b>	<b>1,433</b>	<b>3,766</b>	<b>24,410</b>	<b>61,730</b>	<b>63,782</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



Mosaic UK Map and Data: PRINCE OF WALES, GREAT TOTHAM (200251)



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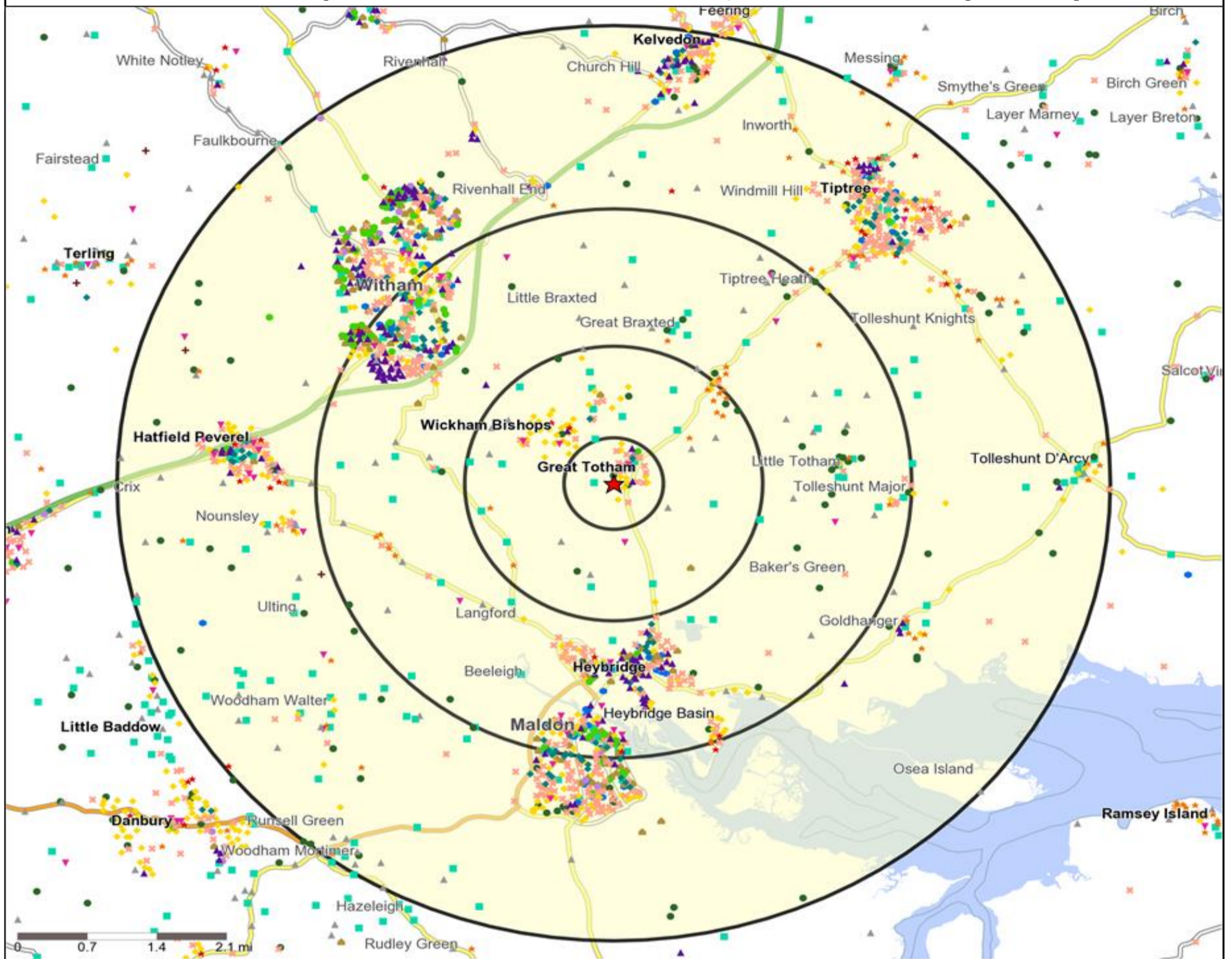
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**  
 A City Prosperity  
 B Prestige Positions  
 C Country Living
- D Rural Reality  
 E Senior Security  
 F Suburban Stability  
 G Domestic Success
- H Aspiring Homemakers  
 I Family Basics  
 J Transient 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	686
C Country Living (18+)	26	26
D Rural Reality (18+)	253	255
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	237	197
H Aspiring Homemakers (18+)	94	72
I Family Basics (18+)	71	69
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	36	40
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>1,433</b>	<b>100</b>



### Occasions Map and Data: PRINCE OF WALES, GREAT TOTHAM (200251)



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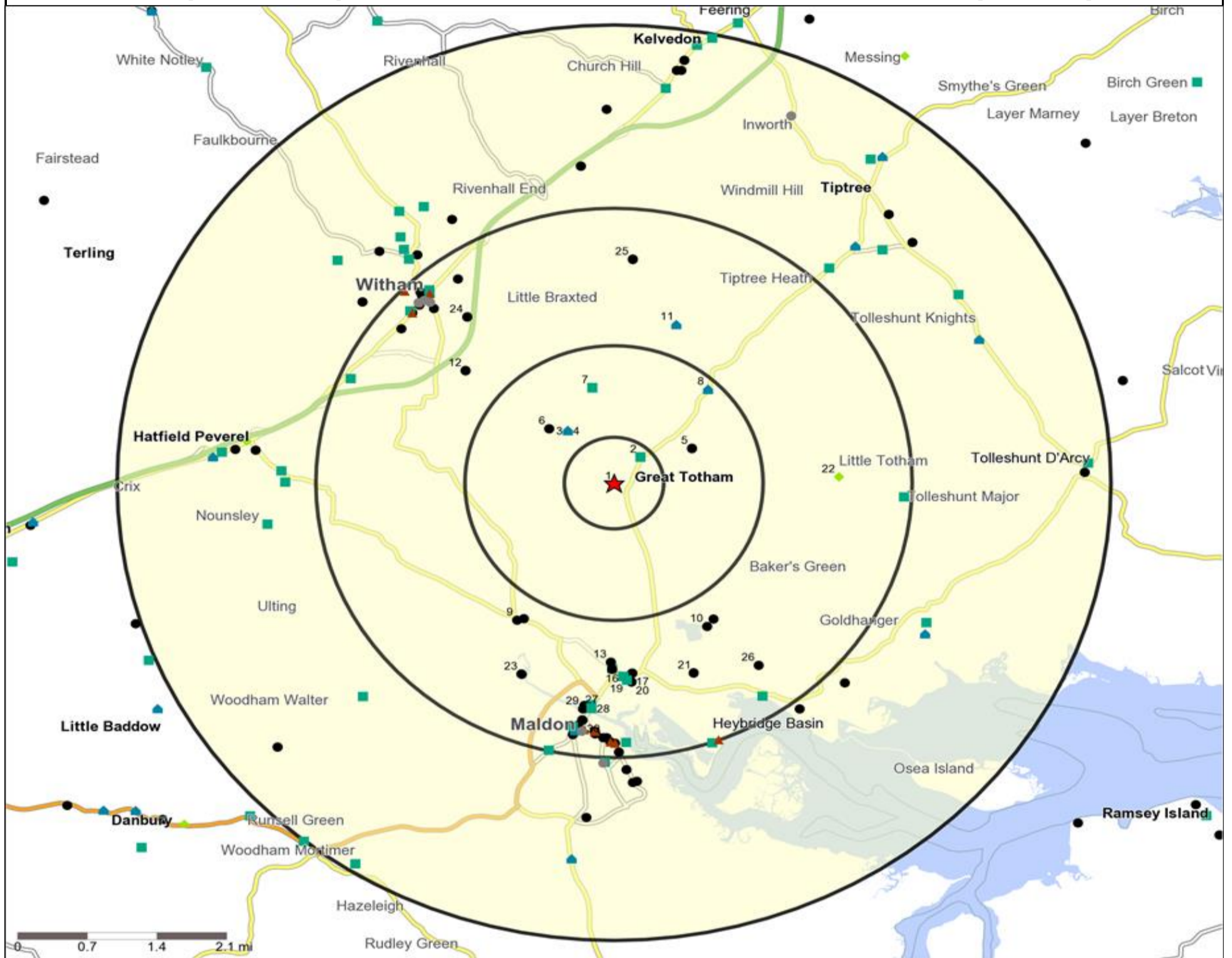
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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	83	233	1,476	3,784	3,893	81	92	84	85	84
02 Early Doors	90	215	1,525	4,002	4,129	105	101	103	107	107
03 Everyday is Friday	76	160	1,386	3,694	3,797	104	88	110	116	115
04 Weekend Millionaires	66	104	1,799	4,225	4,313	62	40	99	92	91
05 Out On The Town	67	151	1,671	4,085	4,171	66	60	95	92	91
06 Business and Pleasure	41	118	787	1,860	1,947	78	91	87	81	82
07 Sporting Pints	40	65	1,255	3,220	3,263	36	23	65	66	65
08 Student Social	62	177	828	2,202	2,318	130	150	101	106	109
09 Leisurely Lunch	113	315	1,756	4,437	4,594	113	127	102	102	102
10 Wining and Dining	169	415	2,290	5,649	5,868	148	147	117	114	115
11 Household Outing	60	121	1,539	4,174	4,271	67	54	99	106	106
12 Midweek Meal Deal	55	172	790	2,174	2,207	108	137	91	99	97
13 Date Night	152	428	1,976	4,665	4,874	188	214	142	133	135
14 Birthday Treat	128	299	1,460	3,919	4,084	158	149	105	112	113
15 Pre Show Meal	25	66	540	1,270	1,310	90	96	113	105	105
<b>Number of Occasions</b>	<b>1,227</b>	<b>3,039</b>	<b>21,078</b>	<b>53,360</b>	<b>55,039</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: PRINCE OF WALES, GREAT TOTHAM (200251)



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

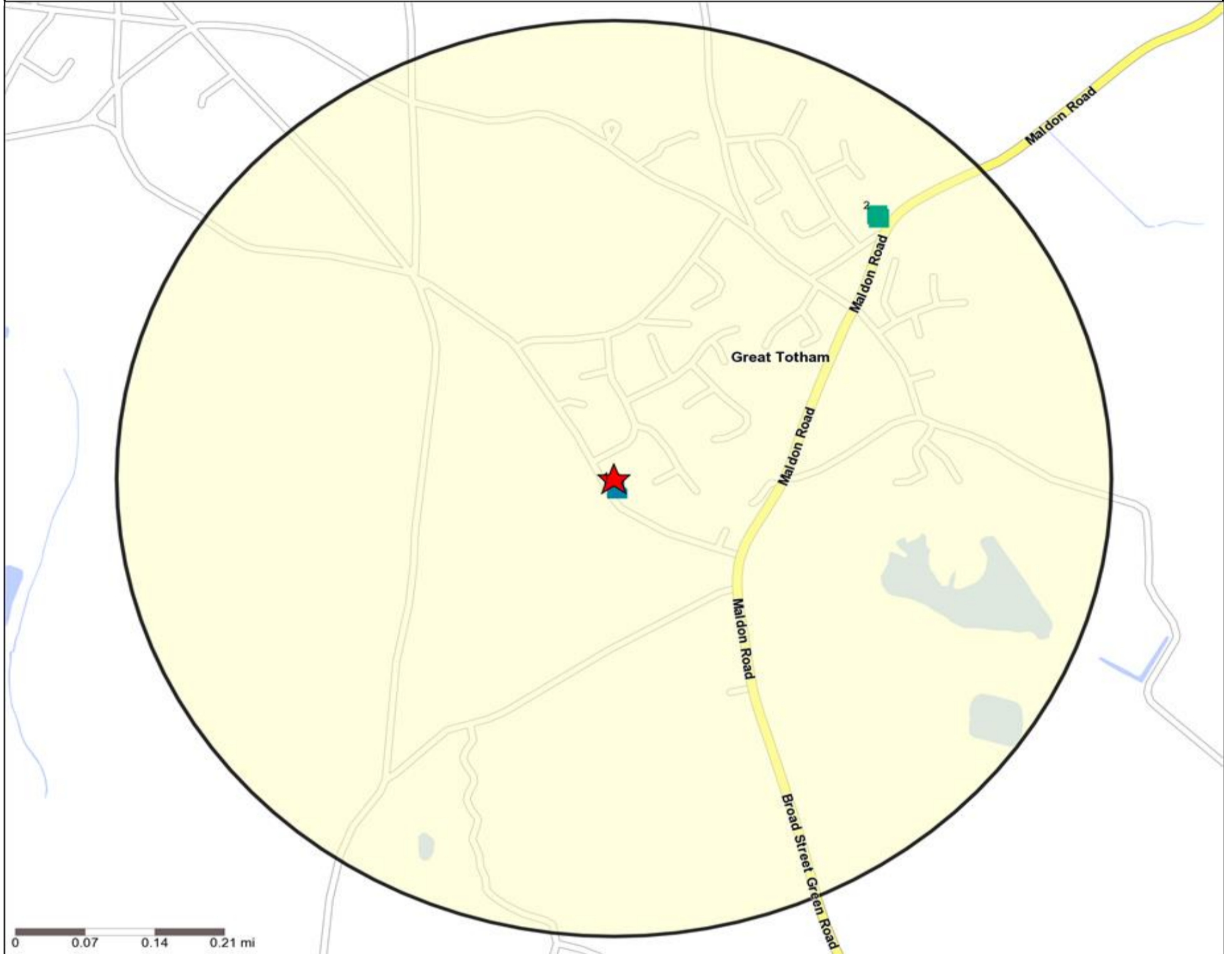
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### 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	0	4	7
Circuit Bar	0	0	9	10
Community Local	1	2	13	36
Dry Led	1	4	6	11
Branded Food Pub	0	0	0	2
Rural	0	0	1	1
Other	0	2	47	75
<b>Total</b>	<b>2</b>	<b>8</b>	<b>80</b>	<b>142</b>



### Competition Map and Data: PRINCE OF WALES, GREAT TOTHAM (200251)



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	1
Dry Led	1
Branded Food Pub	0
Rural	0
Other	0
<b>Total</b>	<b>2</b>



## Local Competition: PRINCE OF WALES, GREAT TOTHAM (200251)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PRINCE OF WALES, GREAT TOTHAM	2 PRINCE OF WALES ROAD, MALDON, CM9 8PX	Punch Taverns	CM 9 8PX	Punch Taverns	0.00
1	<a href="#">Prince Of Wales</a>	2 Prince Of Wales Road, Great Totham, Maldon	<a href="#">Punch Pub Company</a>	CM 9 8PX	Dry Led	0.01
2	<a href="#">Bull Inn</a>	2 Maldon Road, Great Totham, Maldon	<a href="#">Unknown</a>	CM 9 8NH	Community Local	0.39
3	<a href="#">Chequers</a>	32 The Street, Wickham Bishops, Witham	<a href="#">Independent Free</a>	CM 8 3NN	Dry Led	0.74
4	<a href="#">Mitre</a>	2 The Street, Wickham Bishops, Witham	<a href="#">Hawthorn Leisure</a>	CM 8 3NN	Dry Led	0.74
5	<a href="#">Forrester Park Golf Club</a>	Beckingham Road, Great Totham, Maldon	<a href="#">Independent Free</a>	CM 9 8EA	Other	0.87
6	<a href="#">Beacon Hill Social Club</a>	Church Road, Wickham Bishops, Witham	<a href="#">Independent Free</a>	CM 8 3JZ	Other	0.88
7	<a href="#">Green Man</a>	Kelvedon Road, Little Braxted, Witham	<a href="#">Greene King</a>	CM 8 3LB	Community Local	1.06
8	<a href="#">Compasses</a>	12 Colchester Road, Great Totham, Maldon	<a href="#">Independent Free</a>	CM 9 8BZ	Dry Led	1.39
9	<a href="#">Mill House Hotel</a>	Maldon Road, Langford, Maldon	<a href="#">Independent Free</a>	CM 9 4SS	Other	1.79
10	<a href="#">Heybridge Swifts Football And Social Club</a>	2 Scraley Road, Heybridge, Maldon	<a href="#">Independent Free</a>	CM 9 8JA	Other	1.83
11	<a href="#">Ducane Arms</a>	Tiptree Road, Great Braxted, Witham	<a href="#">Independent Free</a>	CM 8 3EJ	Dry Led	1.84
12	<a href="#">Benton Hall Golf Club</a>	Wickham Hill, Witham	<a href="#">Independent Free</a>	CM 8 3LH	Other	1.93
13	<a href="#">Boulton &amp; Paul Sports &amp; Social Club</a>	Holloway Road, Heybridge, Maldon	<a href="#">Independent Free</a>	CM 9 4LY	Other	1.96
14	<a href="#">Imli</a>	2 The Square, Heybridge, Maldon	<a href="#">Independent Free</a>	CM 9 4LT	Other	2.03
15	<a href="#">Le Bouchon Brasserie &amp; Hotel</a>	The Square, Heybridge, Maldon	<a href="#">Independent Free</a>	CM 9 4LT	Other	2.03
16	<a href="#">Indian Summer</a>	3 The Square, Heybridge, Maldon	<a href="#">Independent Free</a>	CM 9 4LT	Other	2.03
17	<a href="#">Heybridge Tandoori</a>	Colchester Road, Heybridge, Maldon	<a href="#">Independent Free</a>	CM 9 4GD	Other	2.09
18	<a href="#">Heybridge Inn</a>	28 The Street, Heybridge, Maldon	<a href="#">Admiral Taverns Ltd</a>	CM 9 4NB	Community Local	2.12
19	<a href="#">Malsters Arms</a>	2 Hall Road, Heybridge, Maldon	<a href="#">Gray &amp; Sons</a>	CM 9 4NJ	Community Local	2.16
20	<a href="#">Ics Sports &amp; Social Club</a>	Hall Road, Heybridge, Maldon	<a href="#">Independent Free</a>	CM 9 4LA	Other	2.18
21	<a href="#">Drapers Farm Sports Club</a>	Drapers Chase, Heybridge, Maldon	<a href="#">Independent Free</a>	CM 9 4QT	Other	2.23
22	<a href="#">Swan</a>	School Road, Little Totham, Maldon	<a href="#">Unknown</a>	CM 9 8LB	Rural Character	2.26
23	<a href="#">Maldon Golf Club</a>	Beeleigh, Maldon	<a href="#">Independent Free</a>	CM 9 6LL	Other	2.29
24	<a href="#">Capitol Square Snooker Club</a>	4 Perry Way, Witham	<a href="#">Independent Free</a>	CM 8 3SX	Other	2.34
25	<a href="#">Braxted Park Estate</a>	Braxted Park Road, Great Braxted, Witham	<a href="#">Independent Free</a>	CM 8 3EN	Other	2.45
26	<a href="#">Rubino Kitchen</a>	Chigborough Road, Heybridge, Maldon	<a href="#">Independent Free</a>	CM 9 4RE	Other	2.47
27	<a href="#">River Sports</a>	Fullbridge, Maldon	<a href="#">Independent Free</a>	CM 9 4LE	Other	2.48
28	<a href="#">Welcome Sailor</a>	1 Fullbridge, Maldon	<a href="#">Independent Free</a>	CM 9 4LE	Community Local	2.48
29	<a href="#">Vijay Lounge</a>	4 Mill Lane, Maldon	<a href="#">Independent Free</a>	CM 9 4LD	Other	2.49
30	<a href="#">Masonic Club</a>	3 Cromwell Hill, Maldon	<a href="#">Independent Free</a>	CM 9 4QD	Other	2.61