



**Customer Profile Report for KINGS HEAD, HADLEIGH (Punch Outlet Number: 200421)
90 HIGH STREET, IPSWICH, IP7 5EF (IP 7 5EF)**



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

Age Data Table

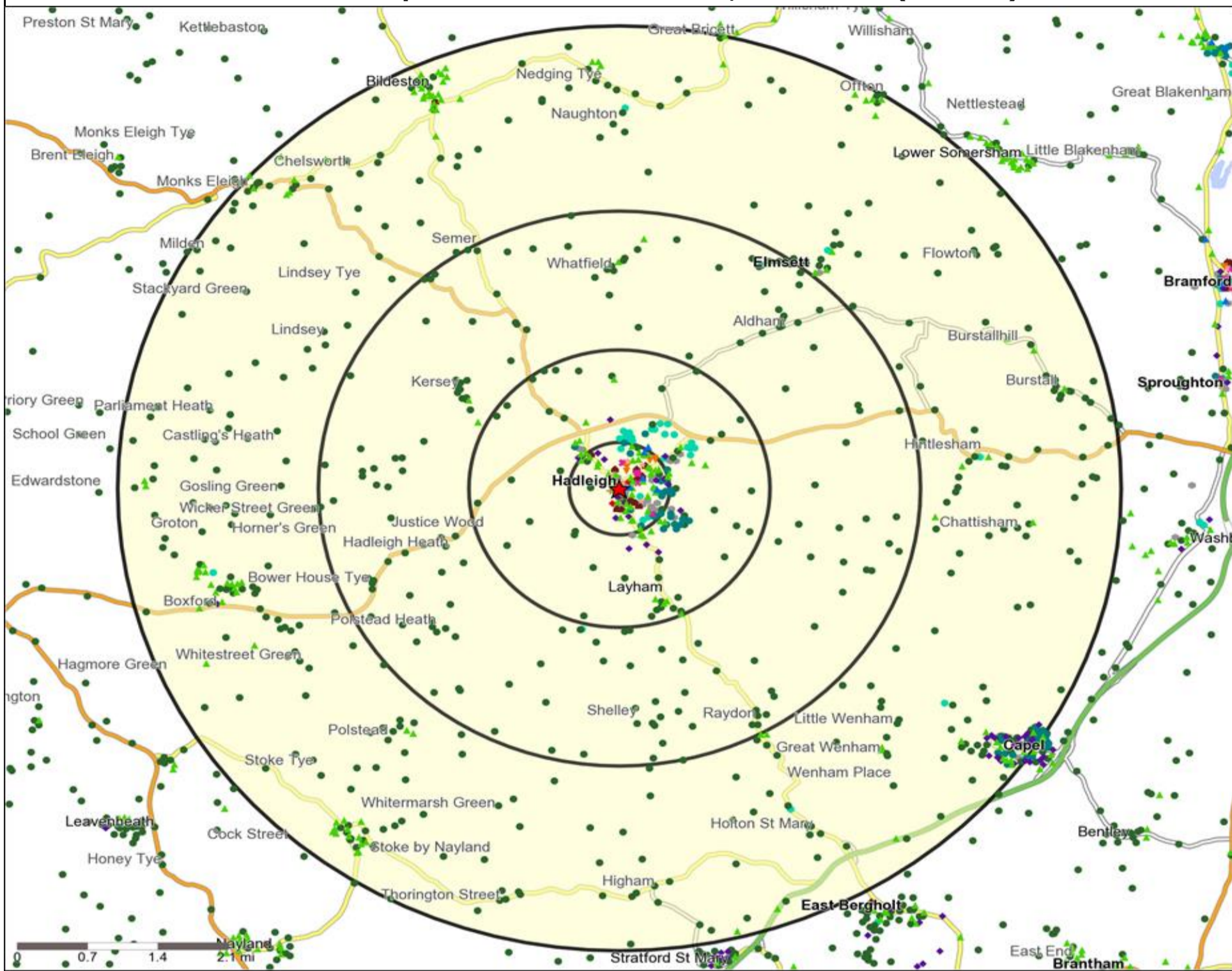
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,013	1,765	2,117	3,763	3,959	96	103	99	94	94
16-17	157	245	278	479	481	121	116	105	96	92
18-24	386	576	668	1,129	1,206	76	70	65	58	59
25-34	533	927	1,017	1,537	1,660	70	75	65	53	54
35-44	567	1,014	1,304	2,435	2,532	80	88	90	90	89
45-54	746	1,172	1,676	3,423	3,568	94	91	104	113	112
55-64	615	1,018	1,405	3,078	3,217	97	99	109	127	127
65+	1,586	2,384	2,945	5,529	5,772	157	145	143	144	143
Population estimate 2015	5,603	9,101	11,410	21,373	22,395	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	5,365	8,495	10,744	20,290	21,161	97%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	66	90	105	167	194	1%	1%	1%	1%	1%
Asian / Asian British	47	72	79	118	130	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	20	34	38	49	93	0%	0%	0%	0%	0%
Other Ethnic Group	12	21	26	37	40	0%	0%	0%	0%	0%
All People (Ethnic Group)	5,510	8,712	10,992	20,661	21,618	100	100	100	100	100



Mosaic UK Map and Data: KINGS HEAD, HADLEIGH (200421)



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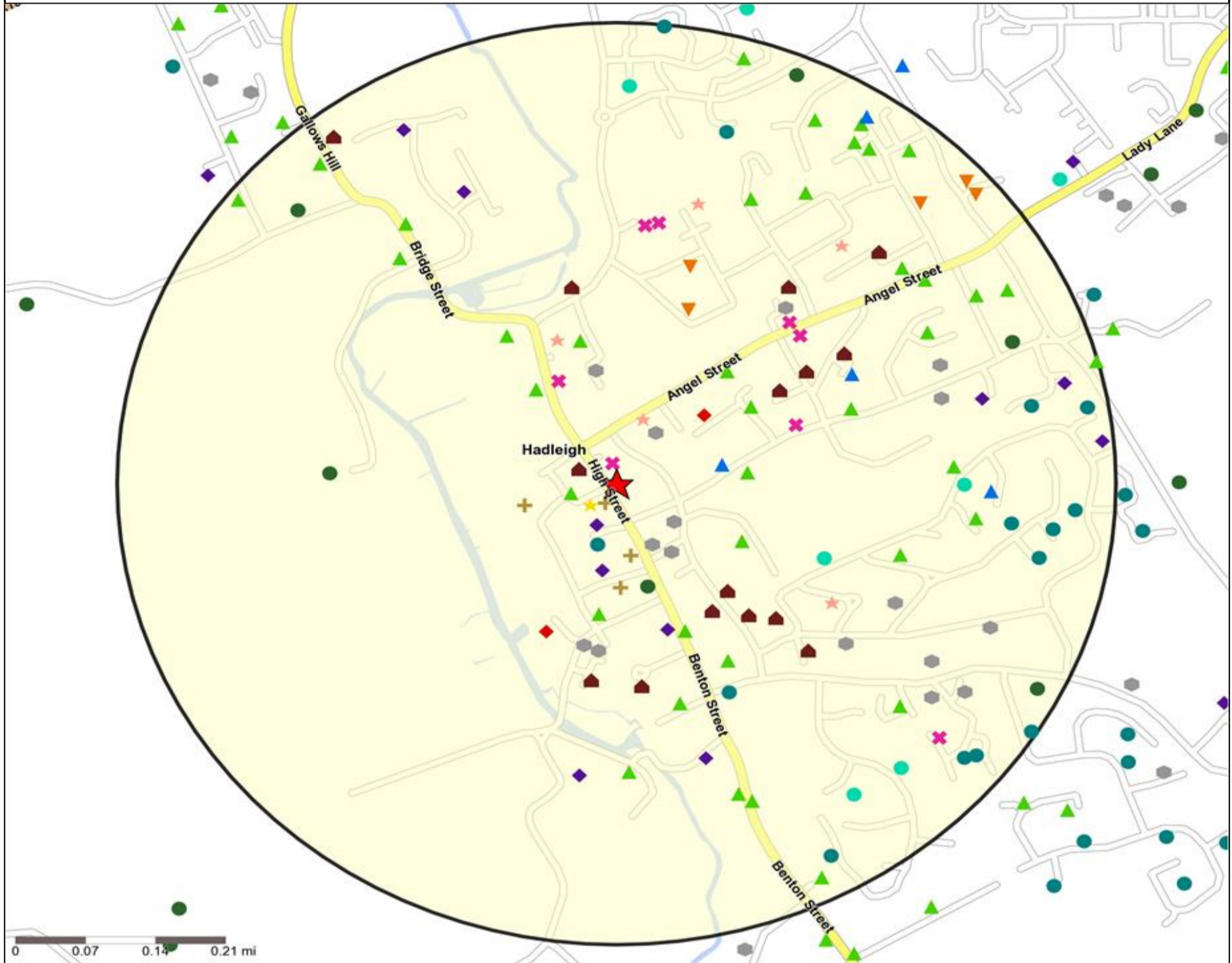
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- I Family Basics
- M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✕ J Transient 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
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	177	318	324	754	487	55	62	49	60	37
C Country Living (18+)	69	599	2,235	6,811	7,677	22	122	357	572	616
D Rural Reality (18+)	1,398	1,915	2,164	4,785	4,985	455	390	346	403	401
E Senior Security (18+)	418	629	634	692	762	116	109	86	50	52
F Suburban Stability (18+)	141	159	159	159	163	52	37	29	15	15
G Domestic Success (18+)	622	1,170	1,193	1,546	1,234	167	196	157	107	82
H Aspiring Homemakers (18+)	399	1,061	1,065	1,129	1,345	99	164	130	72	82
I Family Basics (18+)	334	334	334	334	334	104	65	51	27	26
J Transient Renters (18+)	160	187	187	187	188	63	46	36	19	18
K Municipal Challenge (18+)	62	62	62	62	62	24	15	12	6	6
L Vintage Value (18+)	419	423	423	439	464	150	95	75	41	41
M Modest Traditions (18+)	165	165	165	165	165	78	49	39	20	19
N Urban Cohesion (18+)	17	17	17	17	17	7	5	4	2	2
O Rental Hubs (18+)	52	52	52	52	57	15	10	7	4	4
Adults 18+ estimate 2015	4,433	7,091	9,014	17,132	17,940	100	100	100	100	100



Mosaic UK Map and Data: KINGS HEAD, HADLEIGH (200421)



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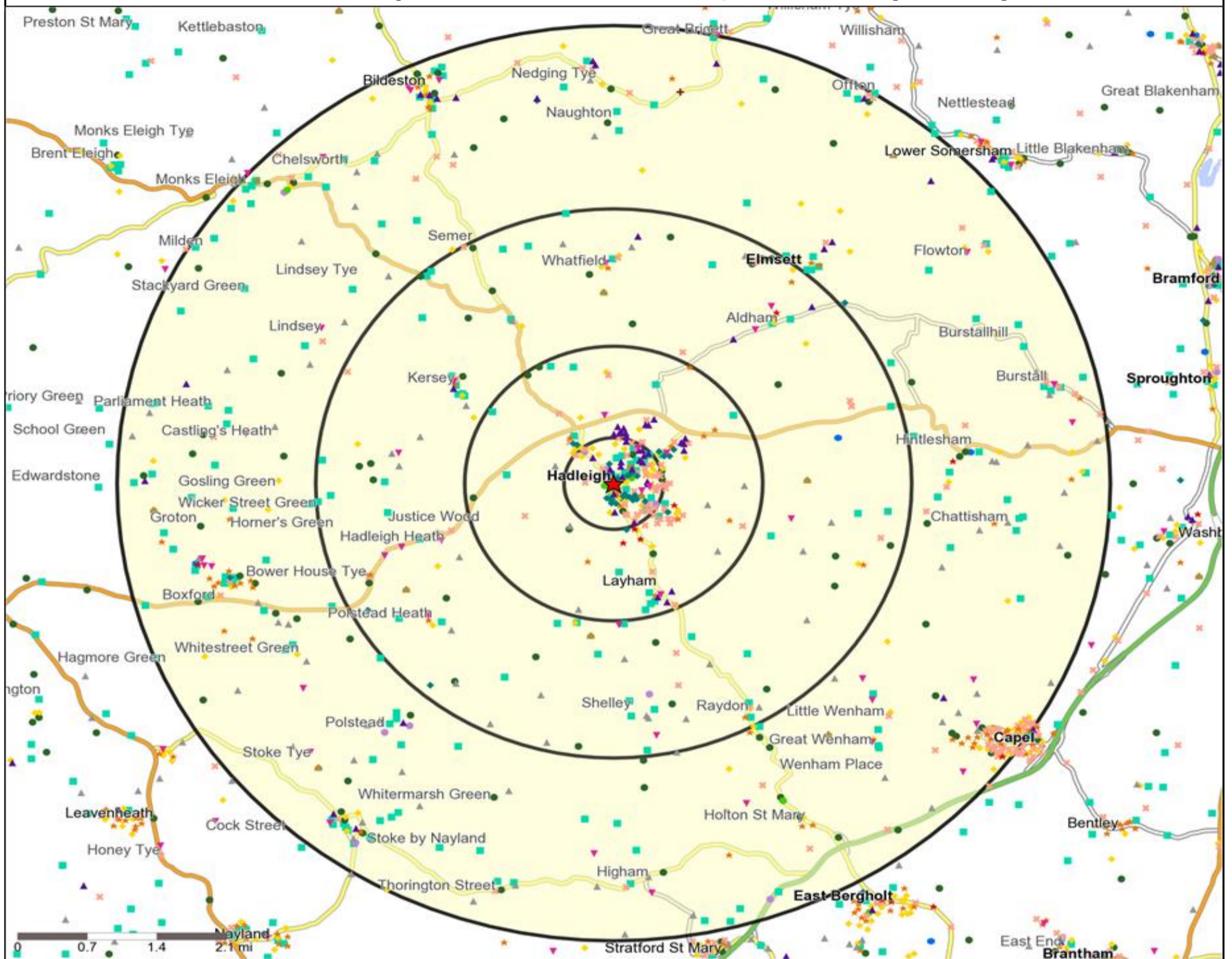
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|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | 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+)	177	55
C Country Living (18+)	69	22
D Rural Reality (18+)	1,398	455
E Senior Security (18+)	418	116
F Suburban Stability (18+)	141	52
G Domestic Success (18+)	622	167
H Aspiring Homemakers (18+)	399	99
I Family Basics (18+)	334	104
J Transient Renters (18+)	160	63
K Municipal Challenge (18+)	62	24
L Vintage Value (18+)	419	150
M Modest Traditions (18+)	165	78
N Urban Cohesion (18+)	17	7
O Rental Hubs (18+)	52	15
Adults 18+ estimate 2015	4,433	100



Occasions Map and Data: KINGS HEAD, HADLEIGH (200421)



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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	382	537	713	1,467	1,552	117	104	113	129	131
02 Early Doors	396	531	628	1,079	1,131	145	122	119	113	114
03 Everyday is Friday	242	371	430	755	773	104	100	96	93	92
04 Weekend Millionaires	313	580	634	915	1,007	93	109	98	78	83
05 Out On The Town	260	432	476	690	714	81	84	76	61	61
06 Business and Pleasure	89	178	282	637	685	53	67	88	109	113
07 Sporting Pints	216	322	343	480	496	61	57	50	39	38
08 Student Social	145	236	350	796	846	96	98	120	151	154
09 Leisurely Lunch	346	536	681	1,320	1,377	109	106	111	119	120
10 Wining and Dining	392	703	823	1,432	1,455	109	122	118	114	111
11 Household Outing	290	420	466	712	711	102	92	84	71	68
12 Midweek Meal Deal	178	275	372	842	877	111	107	120	150	150
13 Date Night	289	521	649	1,250	1,297	113	128	131	140	140
14 Birthday Treat	279	434	516	949	940	109	106	104	106	101
15 Pre Show Meal	66	115	140	246	258	75	82	82	80	81
Number of Occasions	3,883	6,191	7,503	13,570	14,119	100	100	100	100	100



Competition Map and Data: KINGS HEAD, HADLEIGH (200421)



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

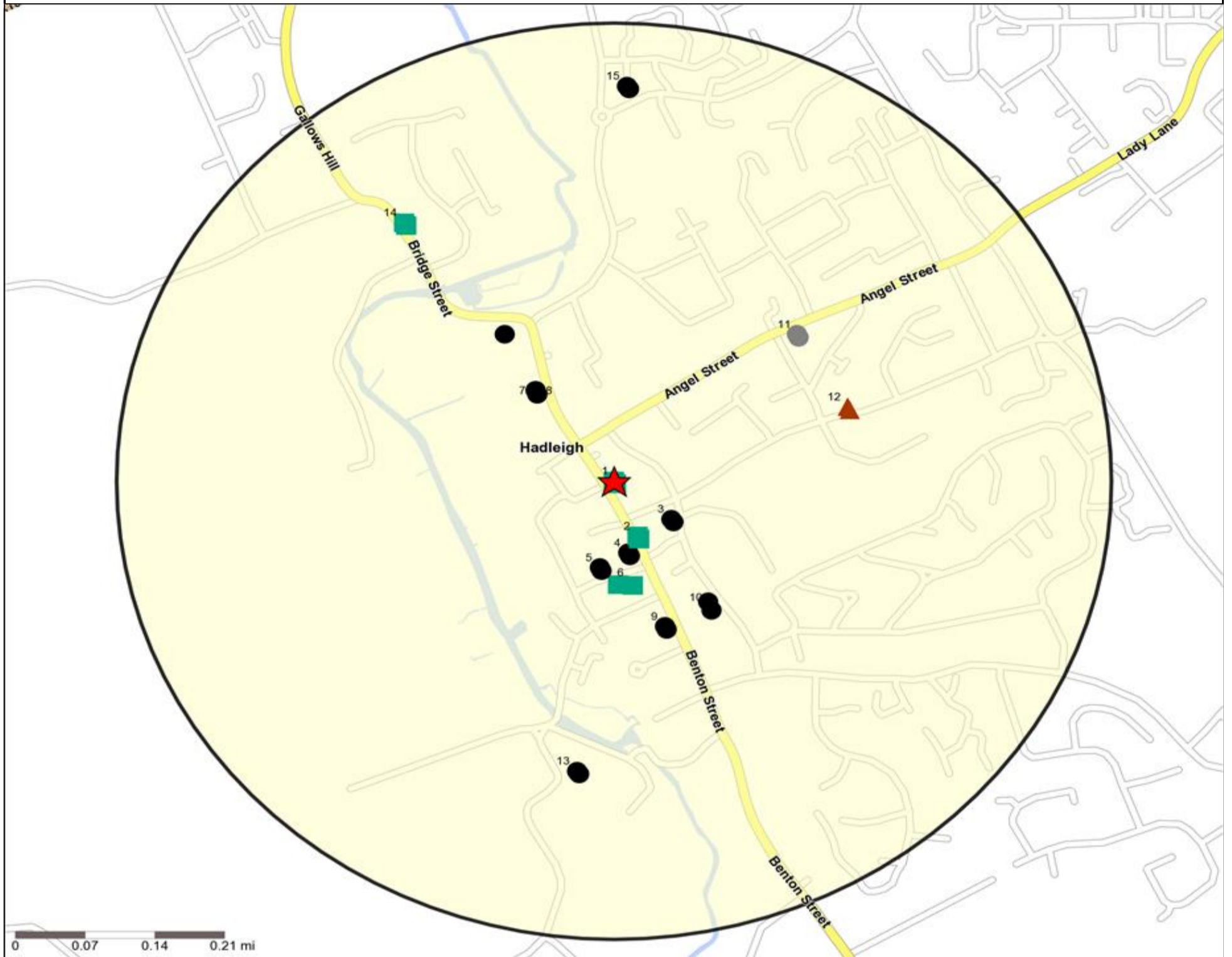
- ★ Location
- ⬠ Branded Food
- ⬠ Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

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	1	1	1	1
Circuit Bar	1	1	1	1
Community Local	4	4	6	16
Dry Led	0	1	2	6
Branded Food Pub	0	0	0	0
Rural	0	0	0	2
Other	9	10	10	18
Total	15	17	20	44



Competition Map and Data: KINGS HEAD, HADLEIGH (200421)



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	1
Circuit Bar	1
Community Local	4
Dry Led	0
Branded Food Pub	0
Rural	0
Other	9
Total	15



Local Competition: KINGS HEAD, HADLEIGH (200421)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	KINGS HEAD, HADLEIGH	90 HIGH STREET, IPSWICH, IP7 5EF	Punch Taverns	IP 7 5EF	Punch Taverns	0.00
1	Kings Head	90 High Street, Hadleigh, Ipswich	Punch Pub Company	IP 7 5EF	Community Local	0.00
2	George Inn	52 High Street, Hadleigh, Ipswich	Greene King	IP 7 5AL	Community Local	0.07
3	Royal British Legion Club	2 George Street, Hadleigh, Ipswich	Independent Free	IP 7 5BB	Other	0.07
4	Royal Bengal Tandoori Restaurant	51 High Street, Hadleigh, Ipswich	Independent Free	IP 7 5AB	Other	0.08
5	Guild Hall Complex	Market Place, Hadleigh, Ipswich	Independent Free	IP 7 5DN	Other	0.10
6	Ram Inn	5 Market Place, Hadleigh, Ipswich	Greene King	IP 7 5DL	Community Local	0.12
7	Spinning Wheel Restaurant	119 High Street, Hadleigh, Ipswich	Independent Free	IP 7 5EJ	Other	0.13
8	India Vilage	101a High Street, Hadleigh, Ipswich	Independent Free	IP 7 5EJ	Other	0.13
9	Weavers Restaurant	23-25 High Street, Hadleigh, Ipswich	Independent Free	IP 7 5AG	Other	0.17
10	Hadleigh Bowling Club	Magdalen Road, Hadleigh, Ipswich	Independent Free	IP 7 5AD	Other	0.17
11	Eight Bells	90-92 Angel Street, Hadleigh, Ipswich	Independent Free	IP 7 5DD	Cafe / Wine Bar	0.24
12	Cock Inn	89 George Street, Hadleigh, Ipswich	Enterprise Inns	IP 7 5BP	Circuit Bar	0.25
13	Hadleigh Rugby Club	Layham Road, Hadleigh, Ipswich	Independent Free	IP 7 5NE	Other	0.32
14	White Hart	46 Bridge Street, Hadleigh, Ipswich	Punch Pub Company	IP 7 6DB	Community Local	0.35
15	Hadleigh United Football Club	Betts Close, Hadleigh, Ipswich	Independent Free	IP 7 6DW	Other	0.43
16	Donkey	Stone Street, Hadleigh, Ipswich	Independent Free	IP 7 6DN	Dry Led	0.94
17	Kersey Mill & Maltings	Kersey, Ipswich	Independent Free	IP 7 6DP	Other	1.46
18	Queens Head Inn	The Street, Lower Layham, Ipswich	Independent Free	IP 7 5LZ	Community Local	1.54
19	Bell Inn	The Street, Kersey, Ipswich	Enterprise Inns	IP 7 6DY	Dry Led	1.91
20	Brewers Arms Inn	Bower House Tye, Polstead, Colchester	Independent Free	CO 6 5BZ	Community Local	2.69
21	Brett Vale Golf Club	Noaks Road, Raydon, Ipswich	Independent Free	IP 7 5LR	Other	3.05
22	Rose & Crown	The Street, Elmsett, Ipswich	*Other Small Retail Groups	IP 7 6PA	Rural Character	3.19
23	Cock Inn	The Green, Polstead, Colchester	Independent Free	CO 6 5AL	Community Local	3.38
24	Red Rose Inn	The Tye, Lindsey, Ipswich	Independent Free	IP 7 6PP	Community Local	3.38
25	Hintlesham Hall Hotel	Hintlesham, Ipswich	Independent Free	IP 8 3NS	Other	3.60
26	Hintlesham Golf Club	Hintlesham, Ipswich	Independent Free	IP 8 3JG	Other	3.62
27	Queens Head	The Row, Great Wenham, Colchester	Independent Free	CO 7 6PU	Community Local	3.74
28	George	George Street, Hintlesham, Ipswich	Punch Pub Company	IP 8 3NH	Dry Led	3.89
29	Wheelhouse	Whatfield Road, Naughton, Ipswich	*Other Small Retail Groups	IP 7 7BS	Community Local	4.06
30	Boathouse Restaurant	Wenham Place, Great Wenham, Colchester	Independent Free	CO 7 6PH	Other	4.10