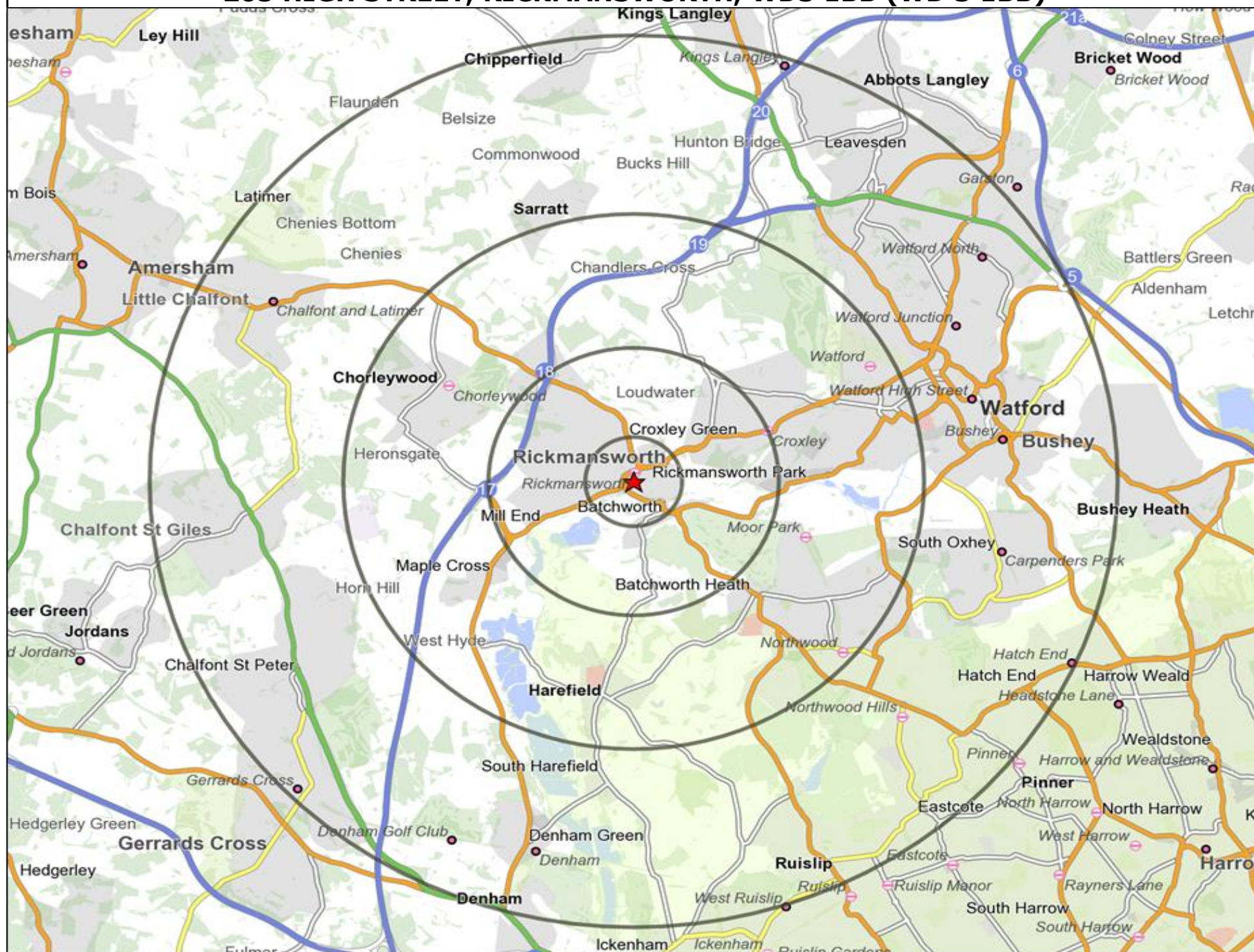




Customer Profile Report for DRUIDS, RICKMANSWORTH (Punch Outlet Number: 114206)
205 HIGH STREET, RICKMANSWORTH, WD3 1BB (WD 3 1BB)



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

Age Data Table

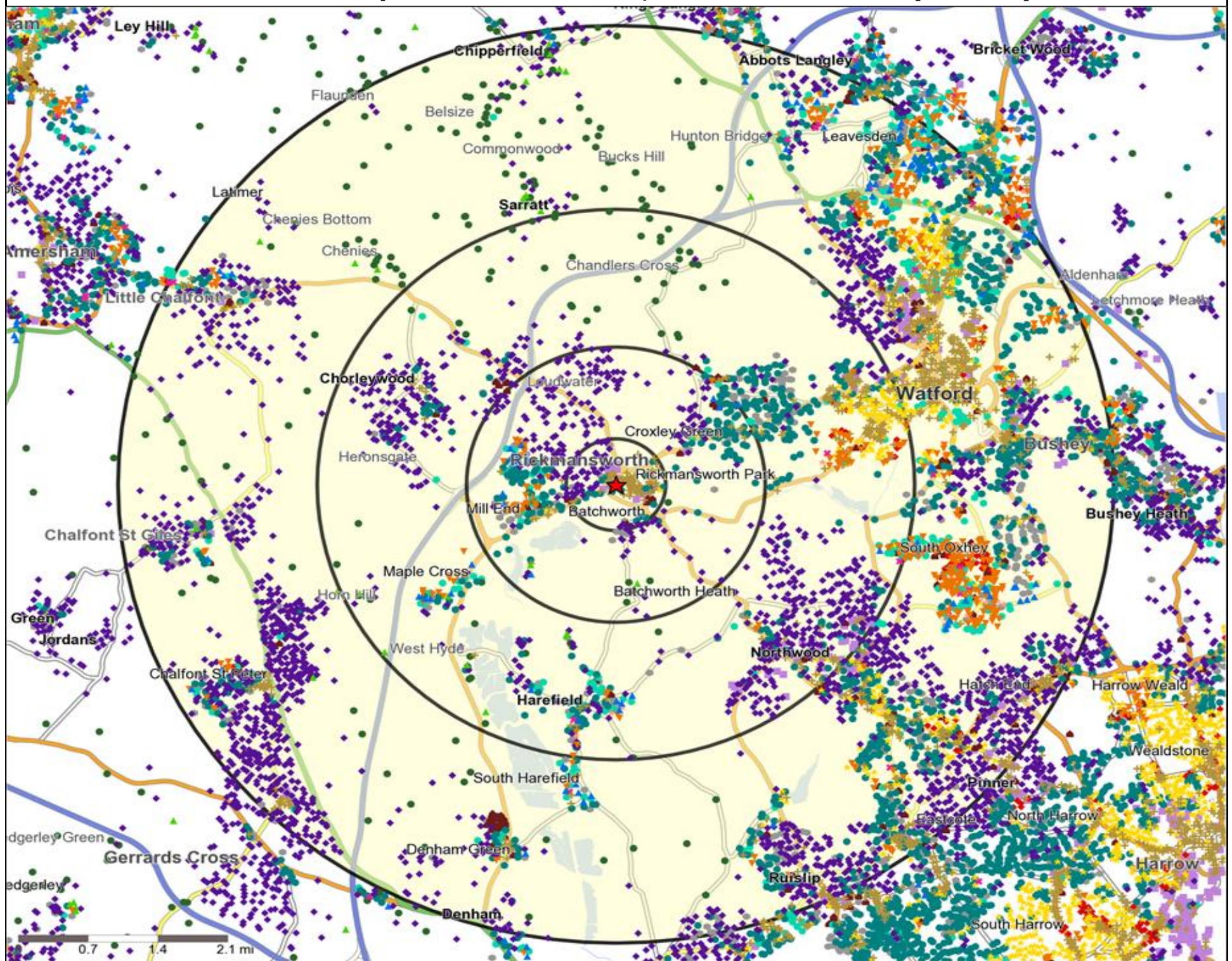
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	763	4,478	15,898	55,699	48,032	81	105	108	107	109
16-17	69	508	1,670	6,140	5,116	59	96	92	95	94
18-24	252	1,428	4,992	18,395	16,208	56	69	70	73	76
25-34	875	2,729	10,312	36,920	32,954	128	88	96	97	102
35-44	753	3,150	11,105	39,253	33,986	119	109	112	111	114
45-54	731	3,597	11,766	41,157	34,731	103	112	106	104	104
55-64	498	2,586	8,614	31,077	25,290	88	101	97	99	95
65+	1,062	4,269	13,953	49,176	39,155	118	104	99	98	92
Population estimate 2015	5,003	22,745	78,310	277,817	235,472	100	100	100	100	100

Ethnicity - Census 2011

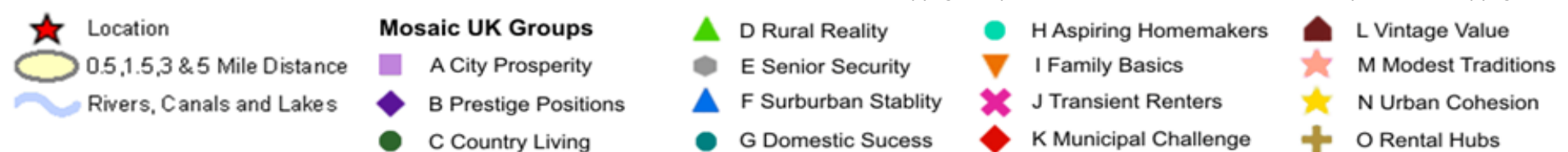
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	4,032	19,017	57,862	206,519	177,134	88%	87%	77%	78%	79%
Mixed / Multiple Ethnic Groups	104	535	1,996	7,674	6,531	2%	2%	3%	3%	3%
Asian / Asian British	374	1,981	12,450	39,329	30,955	8%	9%	17%	15%	14%
Black / African / Caribbean / Black British	52	250	1,930	8,191	7,556	1%	1%	3%	3%	3%
Other Ethnic Group	38	135	649	2,581	1,984	1%	1%	1%	1%	1%
All People (Ethnic Group)	4,600	21,918	74,887	264,294	224,160	100	100	100	100	100



Mosaic UK Map and Data: DRUIDS, RICKMANSWORTH (114206)



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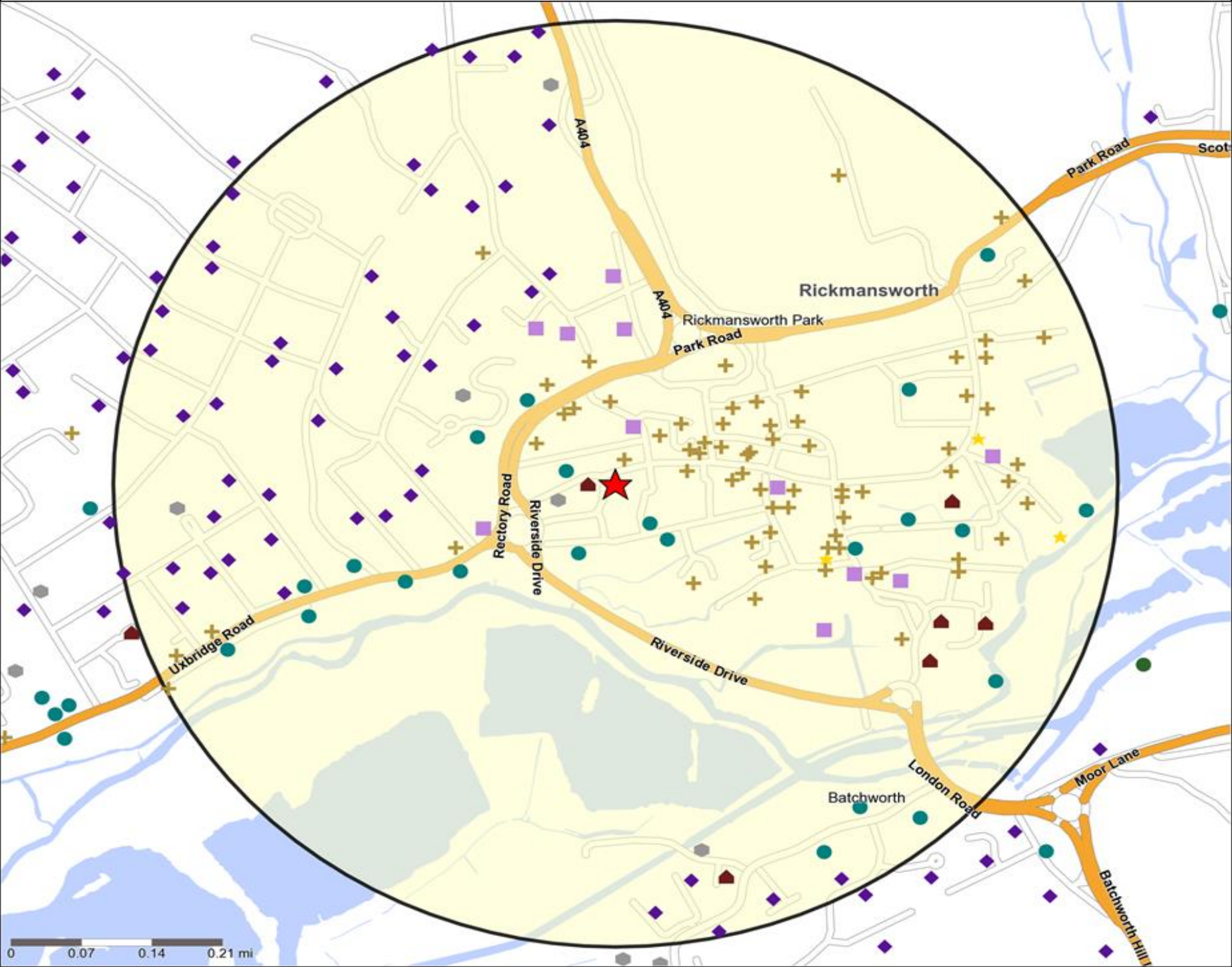
Mosaic UK Data Table (Residential)

	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
A City Prosperity (18+)	171	197	1,647	4,382	3,183	97	26	65	48	41
B Prestige Positions (18+)	1,101	6,133	19,011	60,675	44,587	363	476	433	388	337
C Country Living (18+)	8	54	606	2,231	2,079	3	4	14	15	17
D Rural Reality (18+)	3	17	141	537	456	1	1	3	4	4
E Senior Security (18+)	87	1,055	3,599	13,238	10,412	26	73	73	76	71
F Suburban Stability (18+)	0	465	794	4,207	4,850	0	43	22	32	44
G Domestic Success (18+)	747	4,982	13,288	43,601	34,875	214	336	262	241	229
H Aspiring Homemakers (18+)	0	675	2,898	14,263	15,616	0	42	53	73	95
I Family Basics (18+)	0	854	3,072	14,808	13,566	0	67	71	96	104
J Transient Renters (18+)	0	0	84	698	1,004	0	0	2	6	10
K Municipal Challenge (18+)	0	0	506	2,527	2,187	0	0	14	20	21
L Vintage Value (18+)	275	751	1,650	6,786	5,921	105	68	43	50	52
M Modest Traditions (18+)	0	0	176	516	539	0	0	6	5	6
N Urban Cohesion (18+)	74	141	5,338	16,596	14,619	34	15	169	148	154
O Rental Hubs (18+)	1,690	2,337	7,486	29,738	27,478	528	172	161	180	197
Adults 18+ estimate 2015	4,156	17,661	60,296	214,803	181,372	100	100	100	100	100

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Mosaic UK Map and Data: DRUIDS, RICKMANSWORTH (114206)



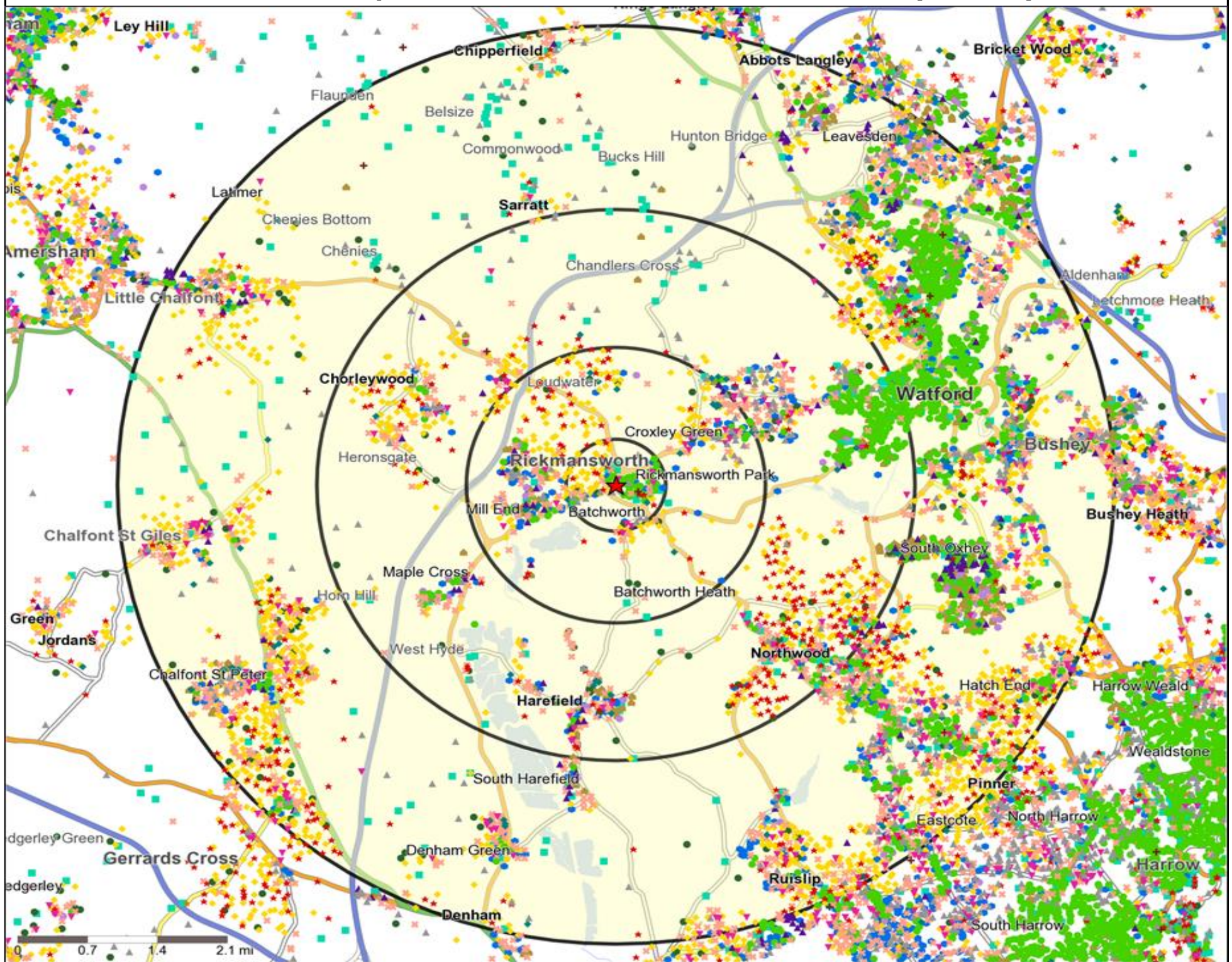
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- Location
- 0.5,1.5,3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- 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+)	171	97
B Prestige Positions (18+)	1,101	363
C Country Living (18+)	8	3
D Rural Reality (18+)	3	1
E Senior Security (18+)	87	26
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	747	214
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	275	105
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	74	34
O Rental Hubs (18+)	1,690	528
Adults 18+ estimate 2015	4,156	100



Occasions Map and Data: DRUIDS, RICKMANSWORTH (114206)



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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 Leisurely 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

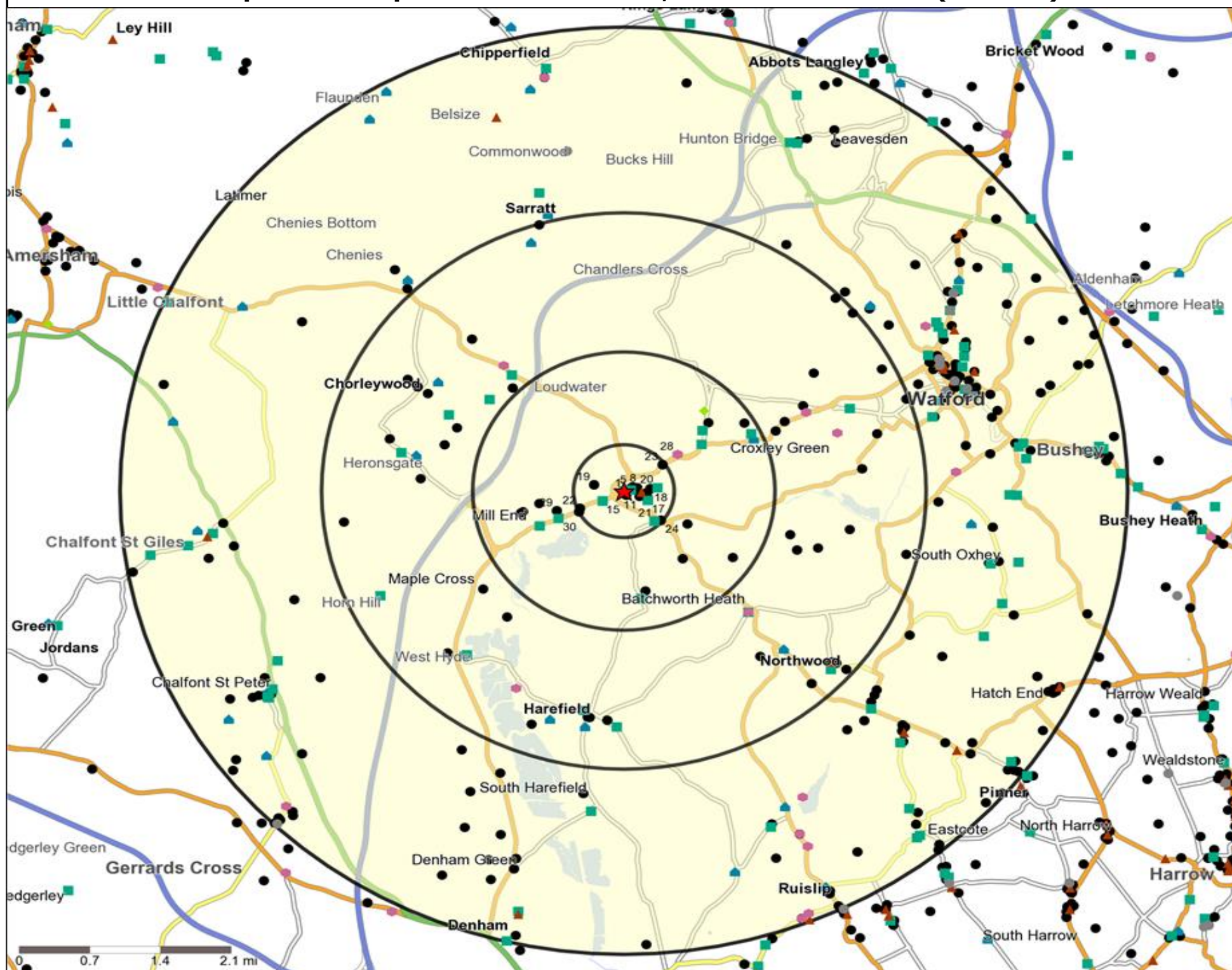
Occasions Data Table

	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	200	716	2,838	10,493	8,966	79	61	70	70	70
02 Early Doors	121	814	2,839	9,559	8,116	57	83	84	76	76
03 Everyday is Friday	159	699	2,267	9,041	8,279	88	84	78	85	91
04 Weekend Millionaires	54	533	1,796	7,143	6,901	21	44	43	46	52
05 Out On The Town	291	1,248	3,991	15,557	13,616	116	107	99	105	107
06 Business and Pleasure	242	954	3,454	12,568	10,601	187	159	166	164	162
07 Sporting Pints	269	867	4,314	16,634	15,214	97	68	97	102	109
08 Student Social	109	624	1,932	7,070	5,820	93	115	103	102	98
09 Leisurely Lunch	279	1,219	4,265	15,492	12,712	113	107	108	106	102
10 Wining and Dining	360	1,705	5,742	20,890	17,197	128	131	128	126	121
11 Household Outing	147	793	2,962	11,656	10,681	66	77	83	89	95
12 Midweek Meal Deal	19	170	729	3,095	2,863	15	29	36	42	45
13 Date Night	366	1,774	5,300	18,698	15,079	184	193	166	159	150
14 Birthday Treat	286	1,444	4,576	15,479	12,462	144	157	143	132	124
15 Pre Show Meal	117	422	1,427	5,148	4,372	171	133	130	127	126
Number of Occasions	3,019	13,982	48,432	178,523	152,879	100	100	100	100	100

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Competition Map and Data: DRUIDS, RICKMANSWORTH (114206)



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

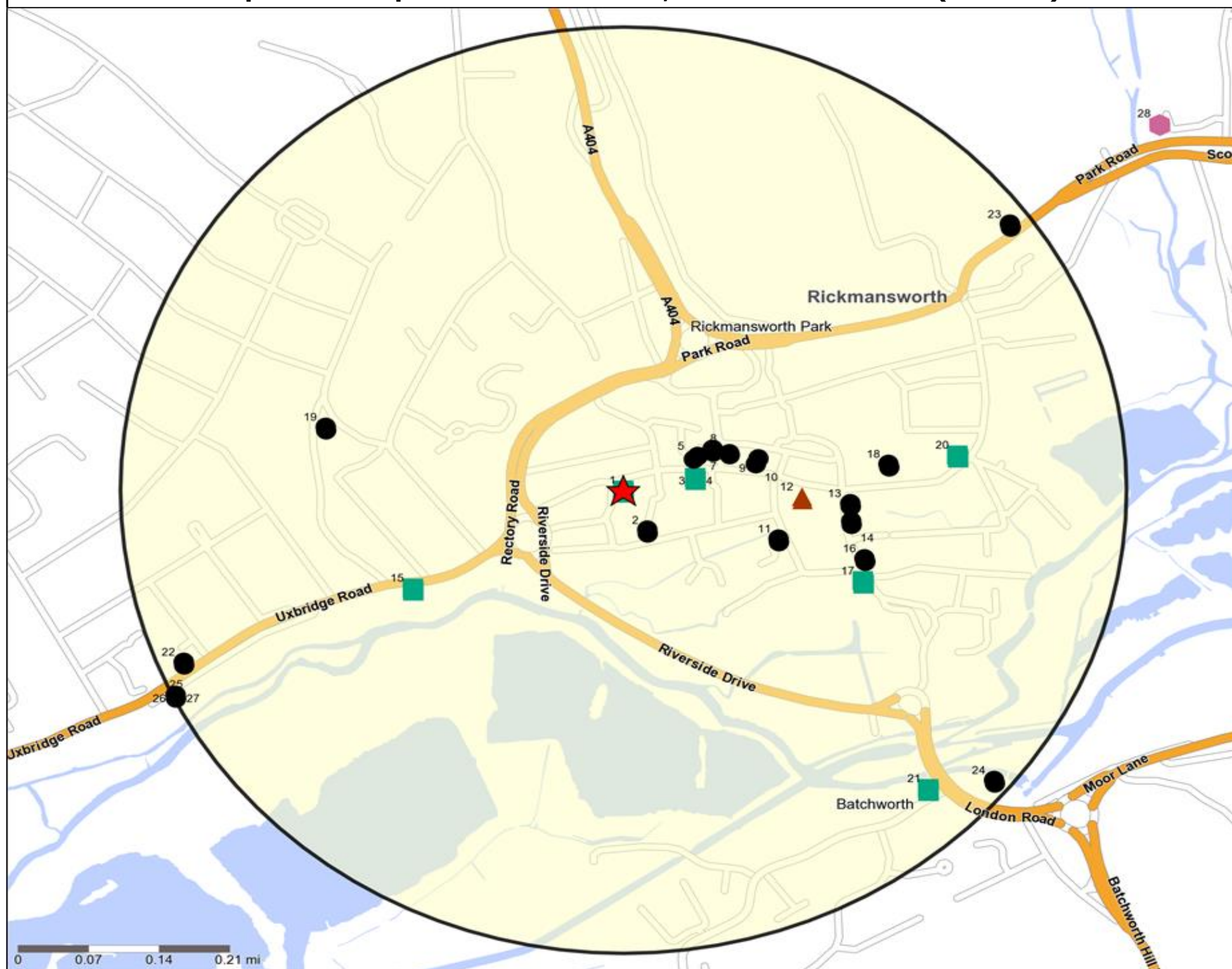


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	1	11
Circuit Bar	1	1	2	21
Community Local	6	11	22	70
Dry Led	0	0	6	23
Branded Food Pub	0	3	8	18
Rural	0	1	1	1
Other	20	30	78	300
Total	27	46	118	444



Competition Map and Data: DRUIDS, RICKMANSWORTH (114206)



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 | | Rural Character |
| | 0.5, 1.5, 3 & 5 Mile Distance | | Circuit Bar | | Community Local |
| | Rivers, Canals and Lakes | | | | |

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	1
Community Local	6
Dry Led	0
Branded Food Pub	0
Rural	0
Other	20
Total	27



Local Competition: DRUIDS, RICKMANSWORTH (114206)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	DRUIDS, RICKMANSWORTH	205 HIGH STREET, RICKMANSWORTH, WD3 1BB	Punch Taverns	WD 3 1BB	Punch Taverns	0.00
1	Druids	205 High Street, Rickmansworth	Punch Pub Company	WD 3 1BB	Community Local	0.00
2	Royal British Legion Club	24 Ebury Road, Rickmansworth	Independent Free	WD 3 1BN	Other	0.05
3	Rasal Brasserie Tandoori	173a High Street, Rickmansworth	Independent Free	WD 3 1AY	Other	0.07
4	Fox & Hounds	183 High Street, Rickmansworth	Enterprise Inns	WD 3 1AY	Community Local	0.07
5	Maharaja Tandoori Restaurant	140 High Street, Rickmansworth	Independent Free	WD 3 1AB	Other	0.08
6	Tangs Chinese Restaurant	27 Station Road, Rickmansworth	Independent Free	WD 3 1QP	Other	0.10
7	Pasta Bowl	37 Station Road, Rickmansworth	Independent Free	WD 3 1QP	Other	0.10
8	Buon Cibo	37-39 Station Road, Rickmansworth	Independent Free	WD 3 1QP	Other	0.10
9	Tamarind Thai Cafe	4 Station Road, Rickmansworth	Independent Free	WD 3 1QZ	Other	0.11
10	Prezzo	92 High Street, Rickmansworth	Prezzo plc	WD 3 1AQ	Other	0.13
11	Rickmansworth Conservative Club	Bury Lane, Bury La, Rickmansworth	Independent Free	WD 3 1DT	Other	0.16
12	Pennsylvanian	115-117 High Street, Rickmansworth	Wetherspoon	WD 3 1AN	Circuit Bar	0.18
13	Lemongrass	4 Church Street, Rickmansworth	Independent Free	WD 3 1BU	Other	0.23
14	Maurizios	15 Church Street, Rickmansworth	Independent Free	WD 3 1BX	Other	0.23
15	Halfway House	91 Uxbridge Road, Rickmansworth	Enterprise Inns	WD 3 7DQ	Community Local	0.24
16	Zaza	21 Church Street, Rickmansworth	Zaza	WD 3 1DE	Other	0.25
17	Feathers	34 Church Street, Rickmansworth	Greene King	WD 3 1DJ	Community Local	0.26
18	Watersmeet Theatre	17-21 High Street, Rickmansworth	Independent Free	WD 3 1EH	Other	0.27
19	Rickmansworth Lawn Tennis Club	Meadow Way, Rickmansworth	Independent Free	WD 3 7NG	Other	0.30
20	Coach & Horses	22 High Street, Rickmansworth	Greene King	WD 3 1ER	Community Local	0.33
21	White Bear	Church Street, Batchworth, Rickmansworth	Greene King	WD 3 1JQ	Community Local	0.44
22	Bell Book & Candle Bistro	15 Moneyhill Parade, Rickmansworth	Independent Free	WD 3 7BE	Other	0.48
23	Rickmansworth Sports Club	Park Road, Rickmansworth	Independent Free	WD 3 1HU	Other	0.48
24	Ricwat Social Club	3 London Road, Rickmansworth	Independent Free	WD 3 1LB	Other	0.49
25	Robertos	153-155 Uxbridge Road, Rickmansworth	Independent Free	WD 3 7DW	Other	0.50
26	Curry Garden Tandoori Restaurant	141 Uxbridge Road, Rickmansworth	Independent Free	WD 3 7DW	Other	0.50
27	Kalitheia Restaurant	167 Uxbridge Road, Rickmansworth	Independent Free	WD 3 7DW	Other	0.50
28	Scotsbridge Mill	Scotsmill Lane, Croxley Green, Rickmansworth	Mitchells & Butlers	WD 3 4AA	Branded Food	0.66
29	Meadca Social Club	Church Lane, Mill End, Rickmansworth	Independent Free	WD 3 8HD	Other	0.70
30	Tree	166 Uxbridge Road, Mill End, Rickmansworth	Punch Pub Company	WD 3 8BQ	Community Local	0.71