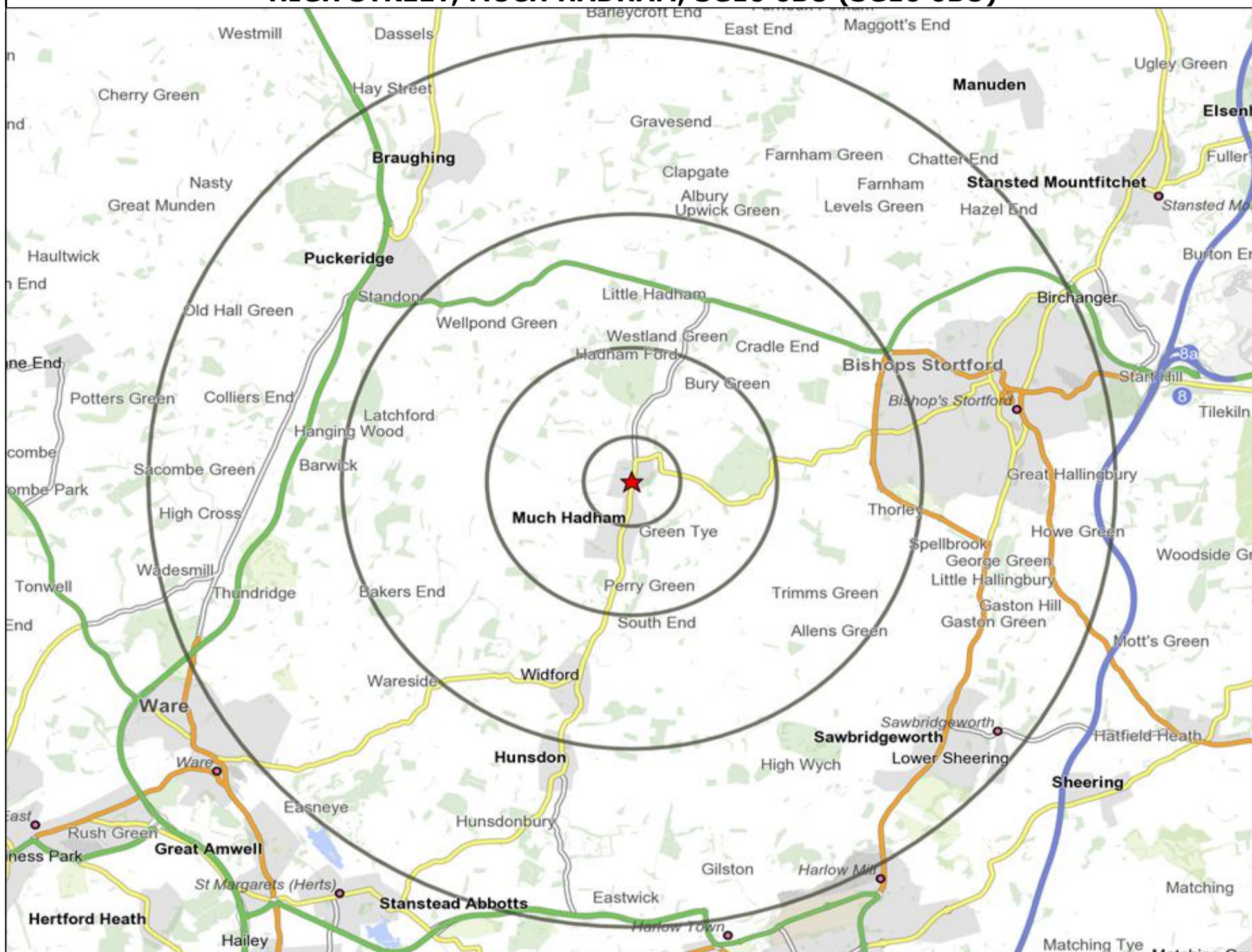




**Customer Profile Report for BULL INN, MUCH HADHAM (Punch Outlet Number: 201190)
HIGH STREET, MUCH HADHAM, SG10 6BU (SG10 6BU)**



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

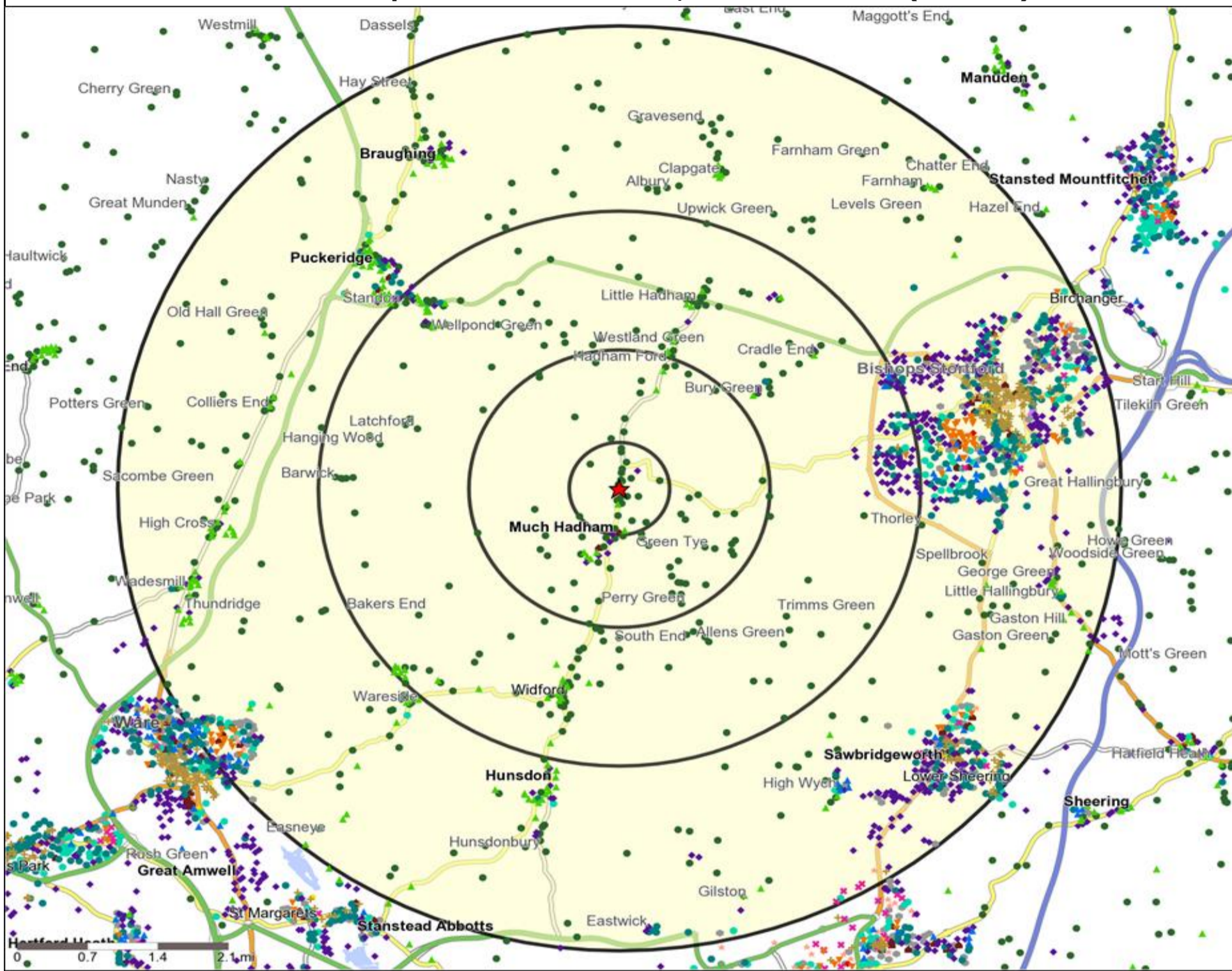
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	118	382	2,796	14,439	14,311	99	104	127	107	107
16-17	5	35	345	1,883	1,868	34	77	127	113	113
18-24	9	82	633	4,947	4,840	16	46	60	76	75
25-34	43	128	798	8,316	8,537	50	48	50	85	88
35-44	73	234	1,841	10,088	10,103	91	94	124	111	112
45-54	118	407	2,394	11,999	11,837	131	146	144	118	117
55-64	77	252	1,390	8,070	7,978	108	113	105	99	99
65+	190	445	1,520	12,070	11,629	167	126	72	93	91
Population estimate 2015	633	1,965	11,717	71,812	71,103	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	602	1,884	11,080	65,655	64,227	98%	98%	95%	95%	95%
Mixed / Multiple Ethnic Groups	9	28	205	1,237	1,212	1%	1%	2%	2%	2%
Asian / Asian British	2	8	251	1,587	1,524	0%	0%	2%	2%	2%
Black / African / Caribbean / Black British	0	3	44	576	529	0%	0%	0%	1%	1%
Other Ethnic Group	3	6	47	259	241	0%	0%	0%	0%	0%
All People (Ethnic Group)	616	1,929	11,627	69,314	67,733	100	100	100	100	100



Mosaic UK Map and Data: BULL INN, MUCH HADHAM (201190)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

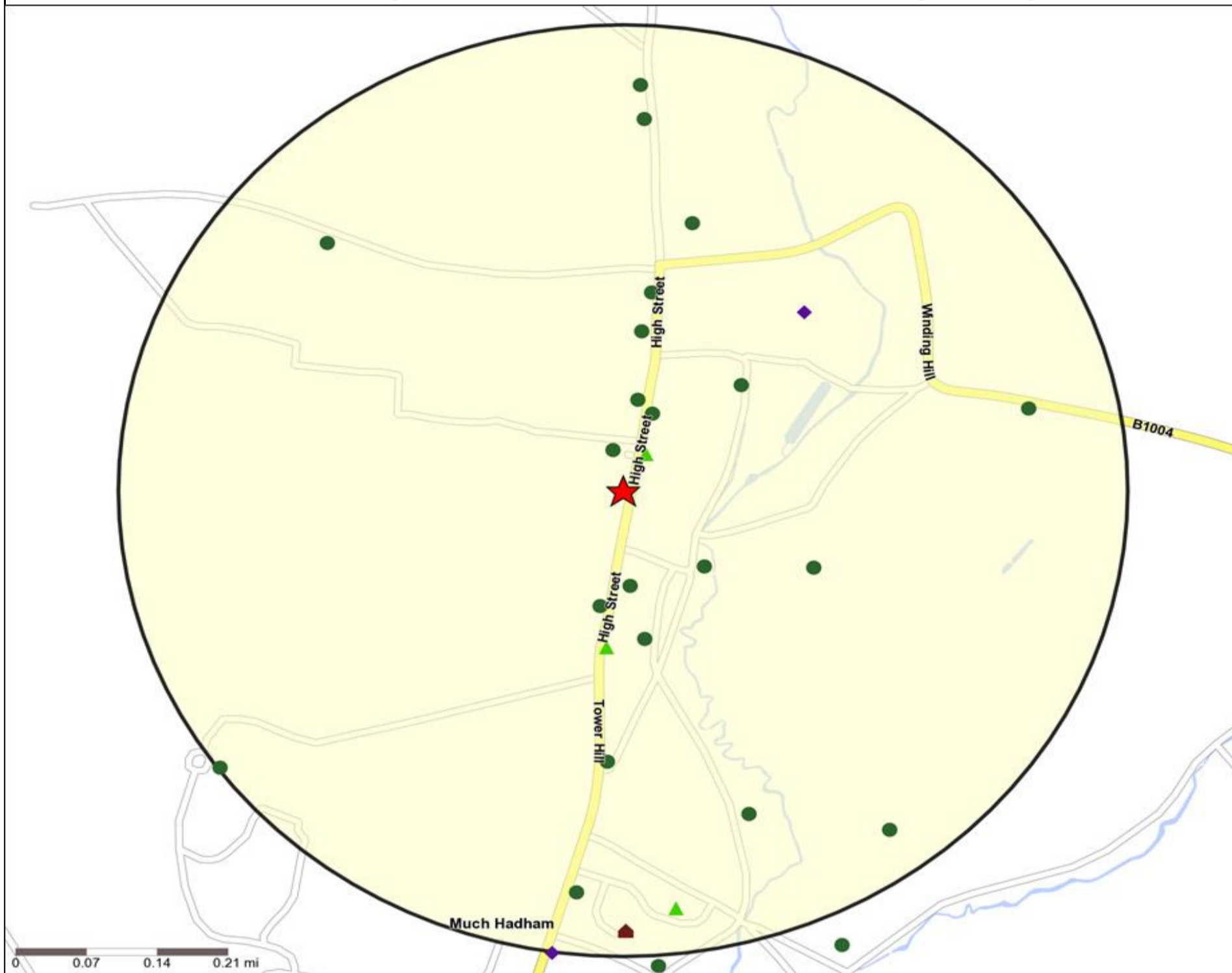
Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living	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	55	55	0	0	0	2	2
B Prestige Positions (18+)	36	176	2,912	12,114	11,990	97	164	475	302	302
C Country Living (18+)	290	916	2,544	5,424	5,714	822	894	436	142	151
D Rural Reality (18+)	105	251	1,217	4,340	4,312	298	246	209	114	114
E Senior Security (18+)	0	0	4	4,294	3,622	0	0	1	96	82
F Suburban Stability (18+)	0	0	43	1,979	1,786	0	0	8	59	54
G Domestic Success (18+)	0	0	1,249	10,772	10,874	0	0	177	233	237
H Aspiring Homemakers (18+)	0	0	269	4,143	4,920	0	0	35	83	99
I Family Basics (18+)	0	0	25	3,287	2,655	0	0	4	83	67
J Transient Renters (18+)	0	0	0	316	464	0	0	0	10	15
K Municipal Challenge (18+)	0	0	0	30	30	0	0	0	1	1
L Vintage Value (18+)	77	132	132	1,468	1,441	241	142	25	42	42
M Modest Traditions (18+)	0	0	0	348	211	0	0	0	13	8
N Urban Cohesion (18+)	0	0	0	407	409	0	0	0	14	14
O Rental Hubs (18+)	0	0	14	6,102	6,036	0	0	2	144	144
Adults 18+ estimate 2015	508	1,475	8,409	55,079	54,519	100	100	100	100	100



Mosaic UK Map and Data: BULL INN, MUCH HADHAM (201190)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

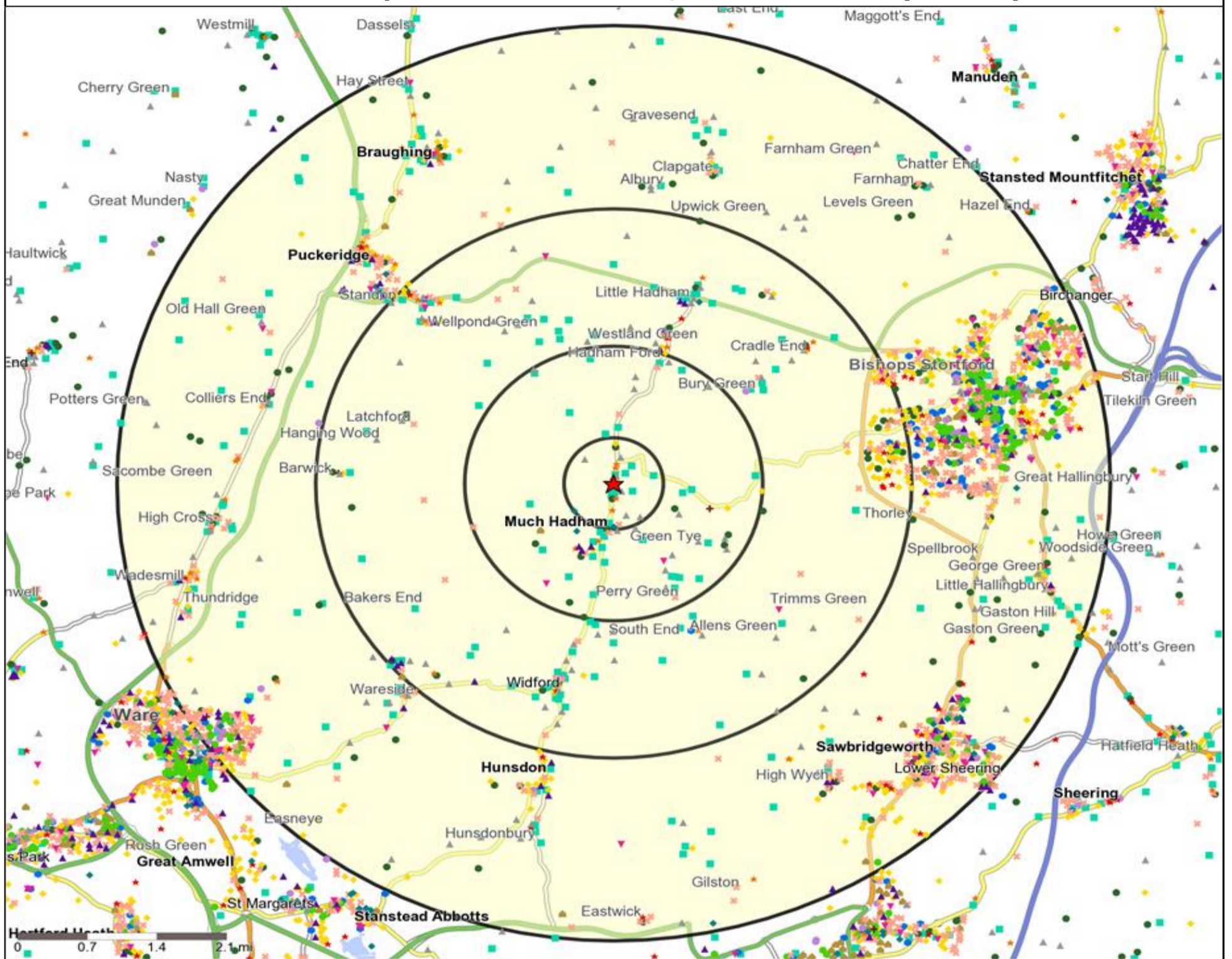
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	36	97
C Country Living (18+)	290	822
D Rural Reality (18+)	105	298
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
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+)	77	241
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	508	100



Occasions Map and Data: BULL INN, MUCH HADHAM (201190)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- ★ 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	59	187	557	2,944	2,899	168	185	99	75	74
02 Early Doors	42	101	448	2,634	2,605	143	119	95	80	79
03 Everyday is Friday	27	73	402	3,035	2,946	108	101	100	108	105
04 Weekend Millionaires	9	38	252	2,404	2,625	25	36	43	59	65
05 Out On The Town	15	45	394	3,916	3,942	43	45	70	100	101
06 Business and Pleasure	36	125	517	2,677	2,678	200	241	179	132	133
07 Sporting Pints	4	19	159	2,910	2,844	10	17	26	67	66
08 Student Social	17	72	525	2,458	2,471	105	153	200	134	136
09 Leisurely Lunch	42	112	581	4,068	4,031	123	114	106	106	105
10 Wining and Dining	36	90	722	5,388	5,365	93	80	115	123	123
11 Household Outing	26	79	400	3,176	3,097	84	89	81	92	90
12 Midweek Meal Deal	26	66	224	1,327	1,274	150	132	80	68	66
13 Date Night	37	89	761	4,954	4,986	134	112	171	160	162
14 Birthday Treat	32	81	638	3,952	3,858	116	102	144	127	125
15 Pre Show Meal	11	32	167	1,264	1,239	116	117	109	118	117
Number of Occasions	419	1,209	6,747	47,107	46,860	100	100	100	100	100



Competition Map and Data: BULL INN, MUCH HADHAM (201190)



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

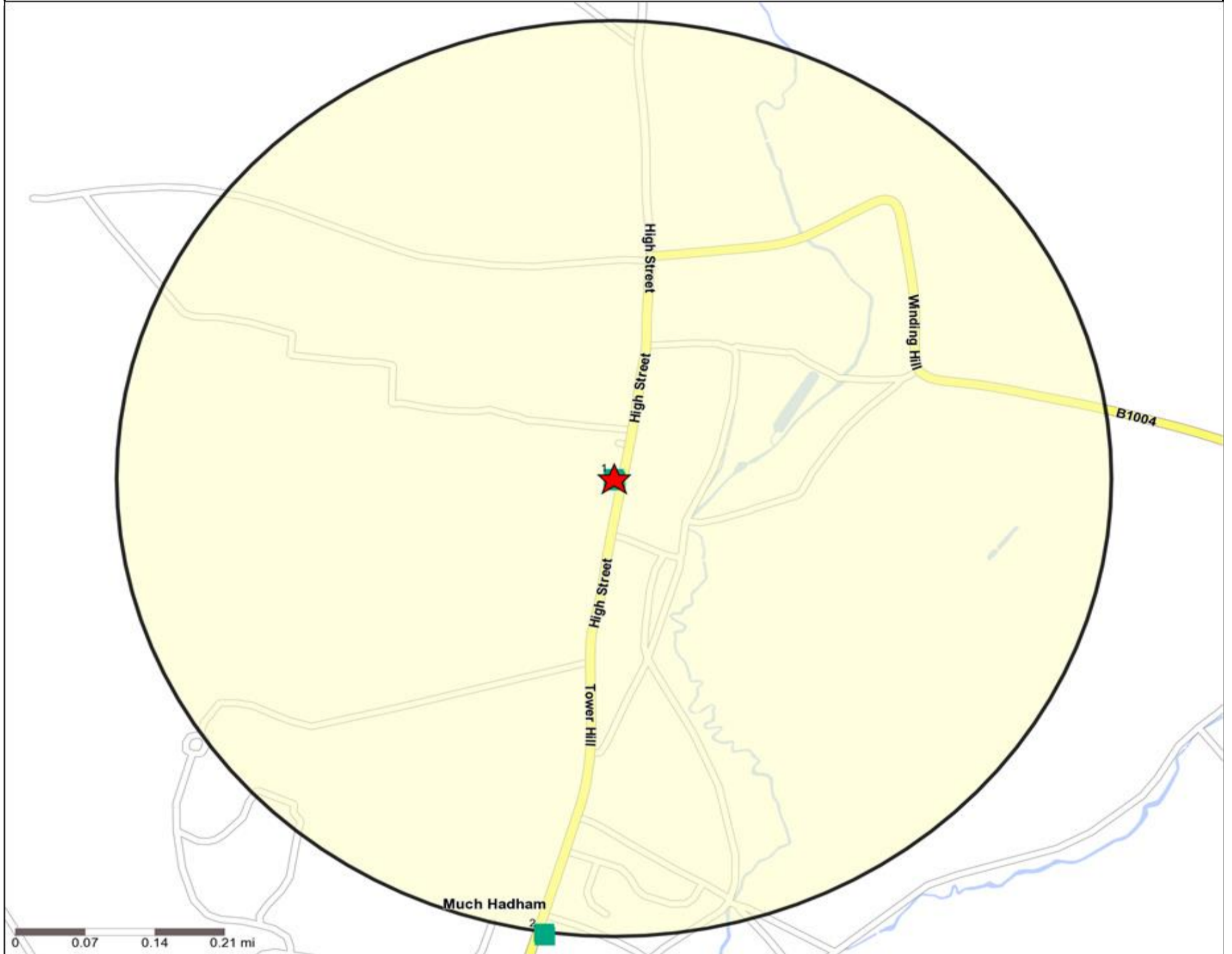
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Community Local

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	0	13
Circuit Bar	0	1	2	8
Community Local	1	2	6	30
Dry Led	0	1	2	12
Branded Food Pub	0	0	0	5
Rural	0	0	1	4
Other	0	2	3	54
Total	1	6	14	126



Competition Map and Data: BULL INN, MUCH HADHAM (201190)



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

Competition Type Summary Table

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



Local Competition: BULL INN, MUCH HADHAM (201190)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BULL INN, MUCH HADHAM	HIGH STREET, MUCH HADHAM, SG10 6BU	Punch Taverns	SG10 6BU	Punch Taverns	0.00
1	Bull Inn	High Street, Much Hadham	Punch Pub Company	SG10 6BU	Community Local	0.00
2	Old Crown	Hadham Cross, Much Hadham	Independent Free	SG10 6DF	Community Local	0.50
3	Ash Vally Golf Club	Much Hadham Lane, Much Hadham	Independent Free	SG10 6HD	Other	0.86
4	Prince Of Wales	Green Tye, Much Hadham	Independent Free	SG10 6JP	Circuit Bar	1.15
5	Hoops	Perry Green, Much Hadham	Independent Free	SG10 6EF	Dry Led	1.30
6	Great Hadham Golf Club	Great Hadham Road, Much Hadham	Independent Free	SG10 6JE	Other	1.43
7	Nags Head	The Ford, Little Hadham, Ware	Greene King	SG11 2AX	Dry Led	1.58
8	Kick And Dicky Country Inn	Wellpond Green, Standon, Ware	Independent Free	SG11 1NL	Rural Character	1.98
9	Green Man	High Street, Widford, Ware	Independent Free	SG12 8SR	Circuit Bar	2.19
10	Queens Head	Allens Green, Sawbridgeworth	Independent Free	CM21 0LS	Community Local	2.28
11	Ware Bowling Club	The Priory, Wareside, Ware	Independent Free	SG12 7RD	Other	2.37
12	Star	62 High Street, Standon, Ware	Greene King	SG11 1LB	Community Local	2.64
13	Bell	4 High Street, Standon, Ware	Hawthorn Leisure	SG11 1LA	Community Local	2.70
14	Heron	Station Road, Standon, Ware	Independent Free	SG11 1QW	Community Local	2.91
15	Harvest Moon	The Carpenters, Bishop's Stortford	Greene King	CM23 4RF	Branded Food	3.02
16	Chequers Inn	Wareside, Ware	Independent Free	SG12 7QY	Dry Led	3.11
17	Marne Inn	Thorley Neighbourhood Centre, Bishop's Stortford	Punch Pub Company	CM23 4EG	Community Local	3.11
18	Jades	4 Thorley Neighbourhood Centre, Bishop's Stortford	Independent Free	CM23 4EG	Other	3.11
19	White Horse	Wareside, Ware	Greene King	SG12 7QX	Community Local	3.13
20	Crown	8 High Street, Hunsdon, Ware	Punch Pub Company	SG12 8NZ	Community Local	3.34
21	Fox & Hounds	2 High Street, Hunsdon, Ware	Independent Free	SG12 8NH	Dry Led	3.38
22	Bishops Stortford Swifts Football Club	Hadham Road, Bishop's Stortford	Independent Free	CM23 2QE	Other	3.42
23	Bishop Stortford Squash Club	Hadham Road, Bishop's Stortford	Independent Free	CM23 2QE	Other	3.42
24	Bishop Stortford Rugby Club	Hadham Road, Bishop's Stortford	Independent Free	CM23 2QE	Other	3.42
25	Manor Of Groves Hotel Golf & Country Club	High Wych, Sawbridgeworth	Independent Free	CM21 0JU	Other	3.44
26	Crown & Falcon	33 High Street, Puckeridge, Ware	Independent Free	SG11 1RN	Community Local	3.56
27	White Hart	High Street, Puckeridge, Ware	McMullen & Sons Ltd	SG11 1RN	Community Local	3.56
28	Orient	Ermine Street, Colliers End, Ware	Independent Free	SG11 1ER	Other	3.61
29	Bricklayers Arms	61 Hadham Road, Bishop's Stortford	Independent Free	CM23 2QY	Community Local	3.64
30	Bishops Stortford Sports Trust	Cricketfield Lane, Bishop's Stortford	Independent Free	CM23 2TD	Other	3.66