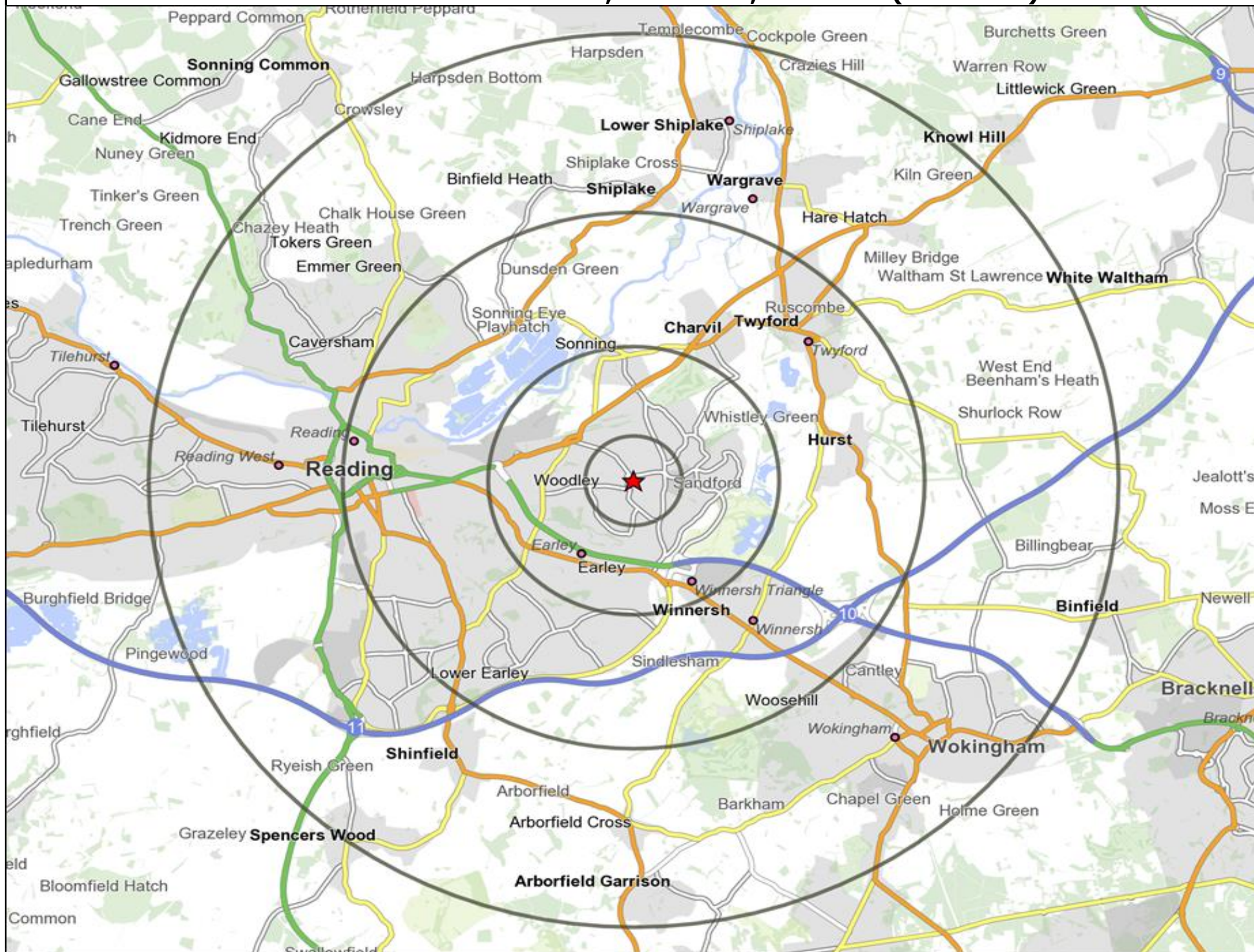




Customer Profile Report for CHEQUERS, READING (Punch Outlet Number: 670138)
198 CROCKHAMWELL ROAD, READING, RG5 3JH (RG 5 3JH)



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

Age Data Table

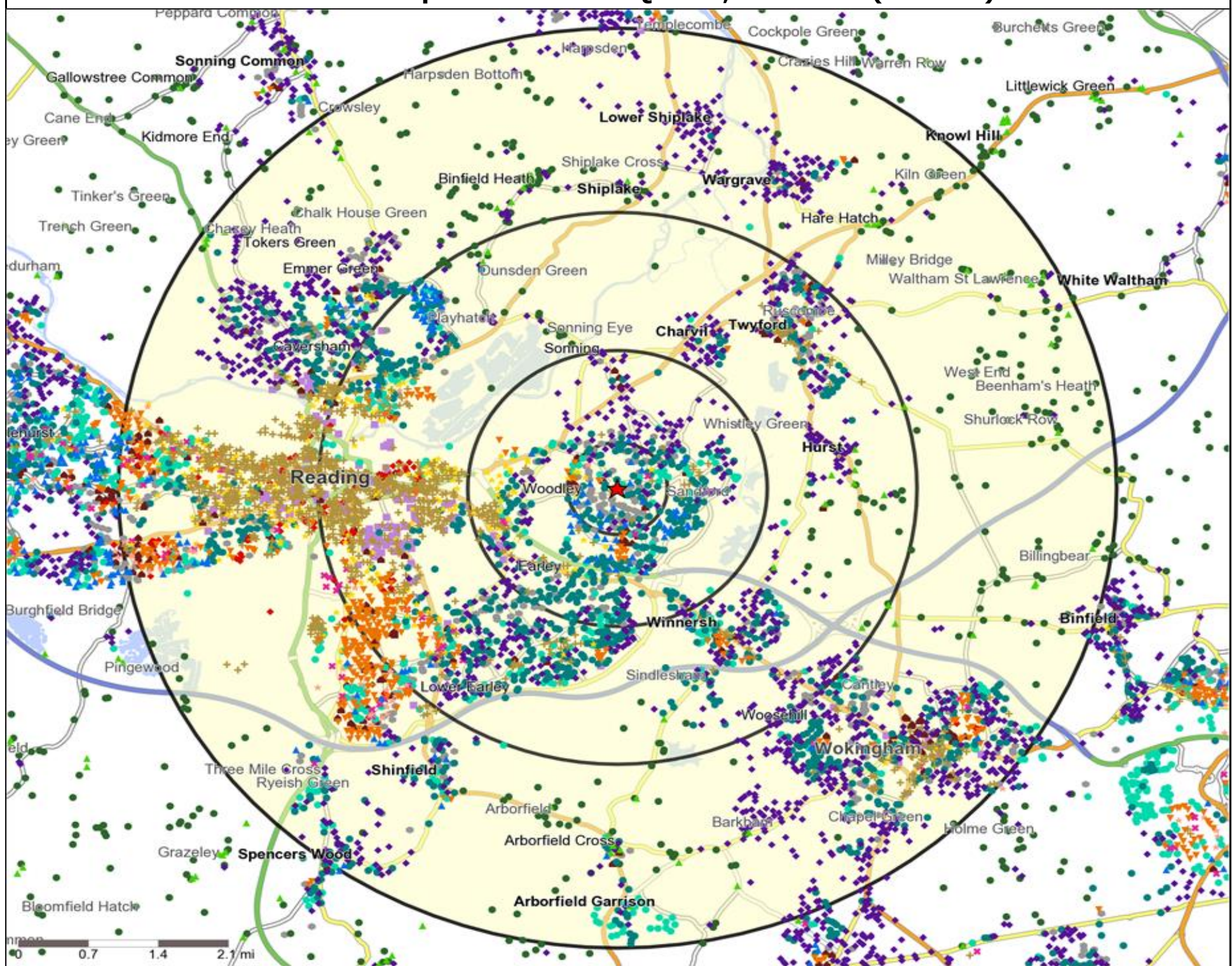
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,578	9,065	29,690	58,342	52,637	96	108	104	109	107
16-17	179	1,198	3,511	6,540	5,822	88	115	100	99	96
18-24	530	4,074	19,913	28,480	27,469	67	101	145	110	116
25-34	791	5,197	23,223	43,869	42,449	66	85	112	112	119
35-44	1,086	5,914	21,460	42,104	38,629	98	104	112	116	116
45-54	1,220	6,473	19,921	38,796	35,071	98	102	93	96	95
55-64	907	4,620	13,653	26,967	24,097	92	91	80	83	81
65+	2,455	8,109	20,129	40,502	35,527	156	101	74	79	75
Population estimate 2015	8,746	44,650	151,500	285,600	261,701	100	100	100	100	100

Ethnicity - Census 2011

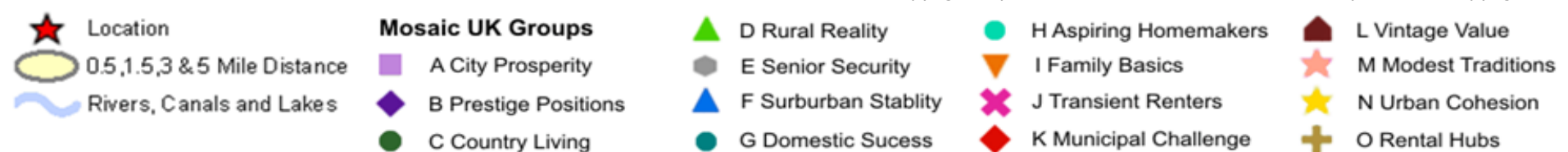
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	7,429	36,508	114,167	219,269	199,077	88%	82%	78%	80%	80%
Mixed / Multiple Ethnic Groups	139	999	4,291	8,420	7,481	2%	2%	3%	3%	3%
Asian / Asian British	721	5,507	20,067	30,968	29,147	9%	12%	14%	11%	12%
Black / African / Caribbean / Black British	112	1,003	5,604	11,599	10,276	1%	2%	4%	4%	4%
Other Ethnic Group	79	508	1,922	2,844	2,708	1%	1%	1%	1%	1%
All People (Ethnic Group)	8,480	44,525	146,051	273,100	248,689	100	100	100	100	100



Mosaic UK Map and Data: CHEQUERS, READING (670138)



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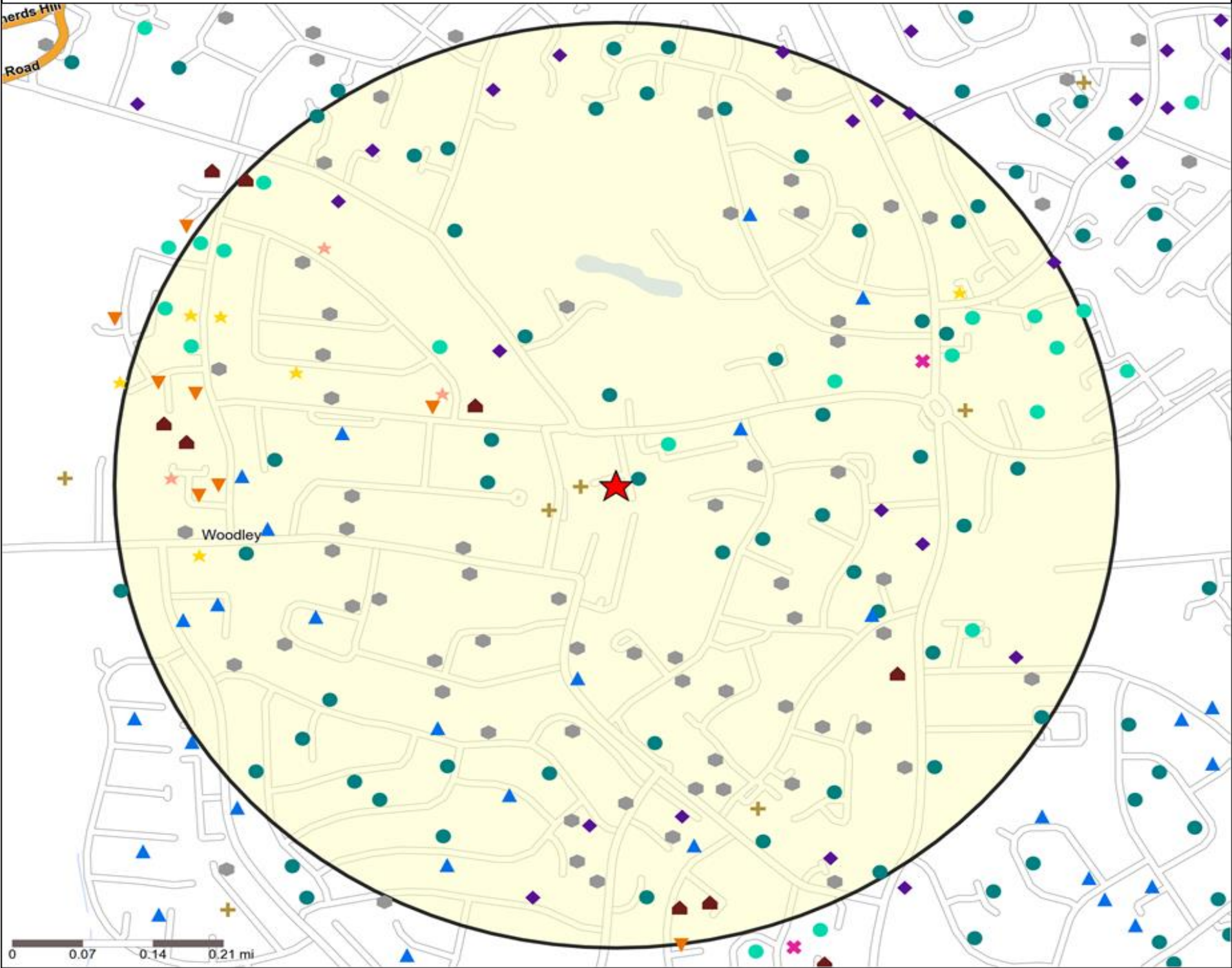
Mosaic UK Data Table (Residential)

	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+)	0	95	3,581	4,955	4,946	0	7	75	55	59
B Prestige Positions (18+)	495	5,263	16,673	37,634	31,059	97	211	204	241	217
C Country Living (18+)	0	0	617	3,495	3,166	0	0	8	23	23
D Rural Reality (18+)	0	0	124	800	851	0	0	2	5	6
E Senior Security (18+)	2,455	4,342	8,138	14,403	12,319	432	156	89	83	77
F Suburban Stability (18+)	649	2,387	3,663	5,584	4,738	152	114	53	43	39
G Domestic Success (18+)	1,967	12,205	27,557	43,319	40,890	335	425	292	241	247
H Aspiring Homemakers (18+)	366	2,764	7,268	14,945	15,718	58	89	71	77	88
I Family Basics (18+)	223	826	6,765	14,882	13,317	44	34	83	96	94
J Transient Renters (18+)	6	126	573	1,959	1,568	1	6	9	16	14
K Municipal Challenge (18+)	0	0	1,699	3,750	3,314	0	0	26	30	29
L Vintage Value (18+)	343	772	2,328	6,237	5,068	78	36	33	46	41
M Modest Traditions (18+)	89	119	327	1,819	1,351	27	7	6	18	14
N Urban Cohesion (18+)	219	1,804	5,739	10,096	9,447	60	101	98	90	92
O Rental Hubs (18+)	177	3,453	27,357	50,277	48,928	33	131	316	305	323
Adults 18+ estimate 2015	6,989	34,156	112,409	214,155	196,680	100	100	100	100	100

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Mosaic UK Map and Data: CHEQUERS, READING (670138)



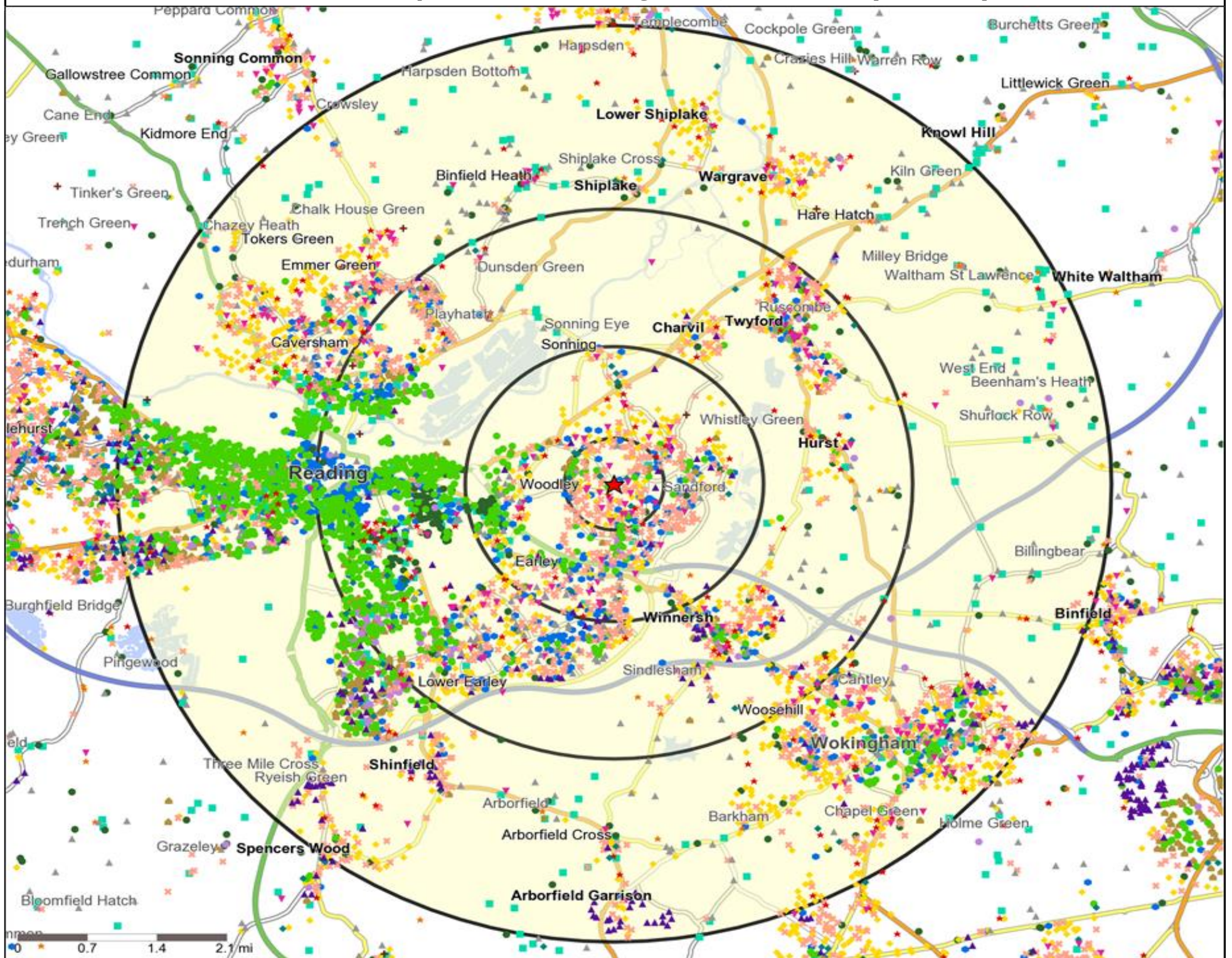
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	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+)	495	97
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	2,455	432
F Suburban Stability (18+)	649	152
G Domestic Success (18+)	1,967	335
H Aspiring Homemakers (18+)	366	58
I Family Basics (18+)	223	44
J Transient Renters (18+)	6	1
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	343	78
M Modest Traditions (18+)	89	27
N Urban Cohesion (18+)	219	60
O Rental Hubs (18+)	177	33
Adults 18+ estimate 2015	6,989	100



Occasions Map and Data: CHEQUERS, READING (670138)



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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

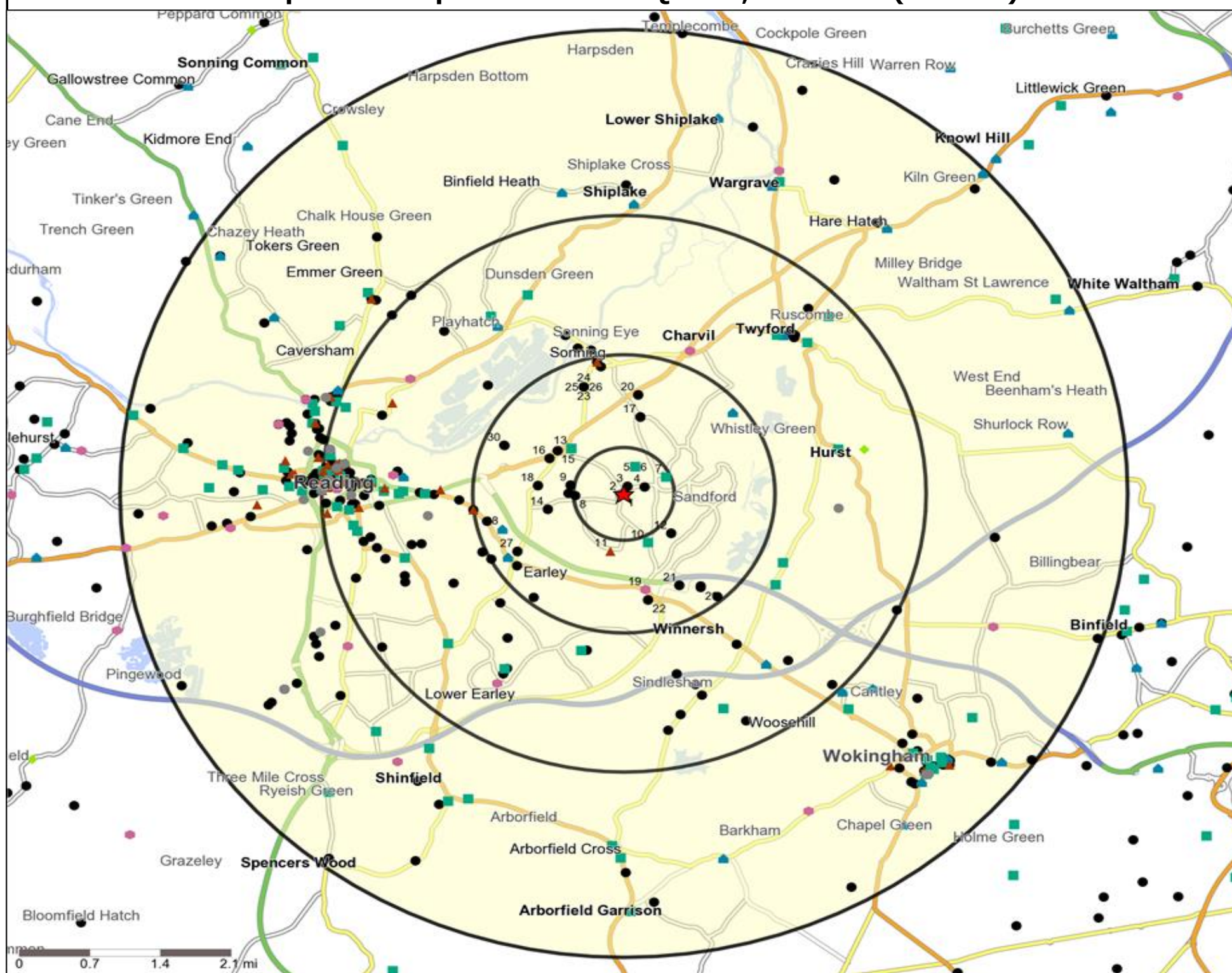
Occasions Data Table

	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	328	1,577	5,477	11,184	10,153	70	64	65	70	69
02 Early Doors	373	1,418	3,736	7,935	6,911	94	69	53	59	56
03 Everyday is Friday	324	1,576	6,342	11,884	11,218	96	90	106	104	107
04 Weekend Millionaires	327	1,439	4,528	9,604	9,373	67	57	53	59	62
05 Out On The Town	480	2,951	10,909	19,315	18,236	103	121	131	122	125
06 Business and Pleasure	259	1,899	6,869	12,689	11,776	107	151	160	156	157
07 Sporting Pints	334	2,169	10,862	20,658	19,463	65	81	119	118	121
08 Student Social	217	1,974	6,610	9,757	9,143	99	173	170	132	134
09 Leisurely Lunch	573	2,549	7,759	15,149	13,622	125	106	95	98	95
10 Wining and Dining	718	3,434	10,680	20,760	18,977	137	126	115	118	117
11 Household Outing	437	1,945	6,123	12,405	11,360	106	90	83	89	88
12 Midweek Meal Deal	118	619	2,400	4,426	4,084	51	51	58	56	56
13 Date Night	569	2,891	8,417	16,381	14,766	154	150	128	131	128
14 Birthday Treat	439	2,237	6,893	13,255	11,831	118	116	105	106	102
15 Pre Show Meal	135	663	2,378	4,816	4,421	106	100	105	112	111
Number of Occasions	5,631	29,341	99,983	190,218	175,334	100	100	100	100	100

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Competition Map and Data: CHEQUERS, READING (670138)



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

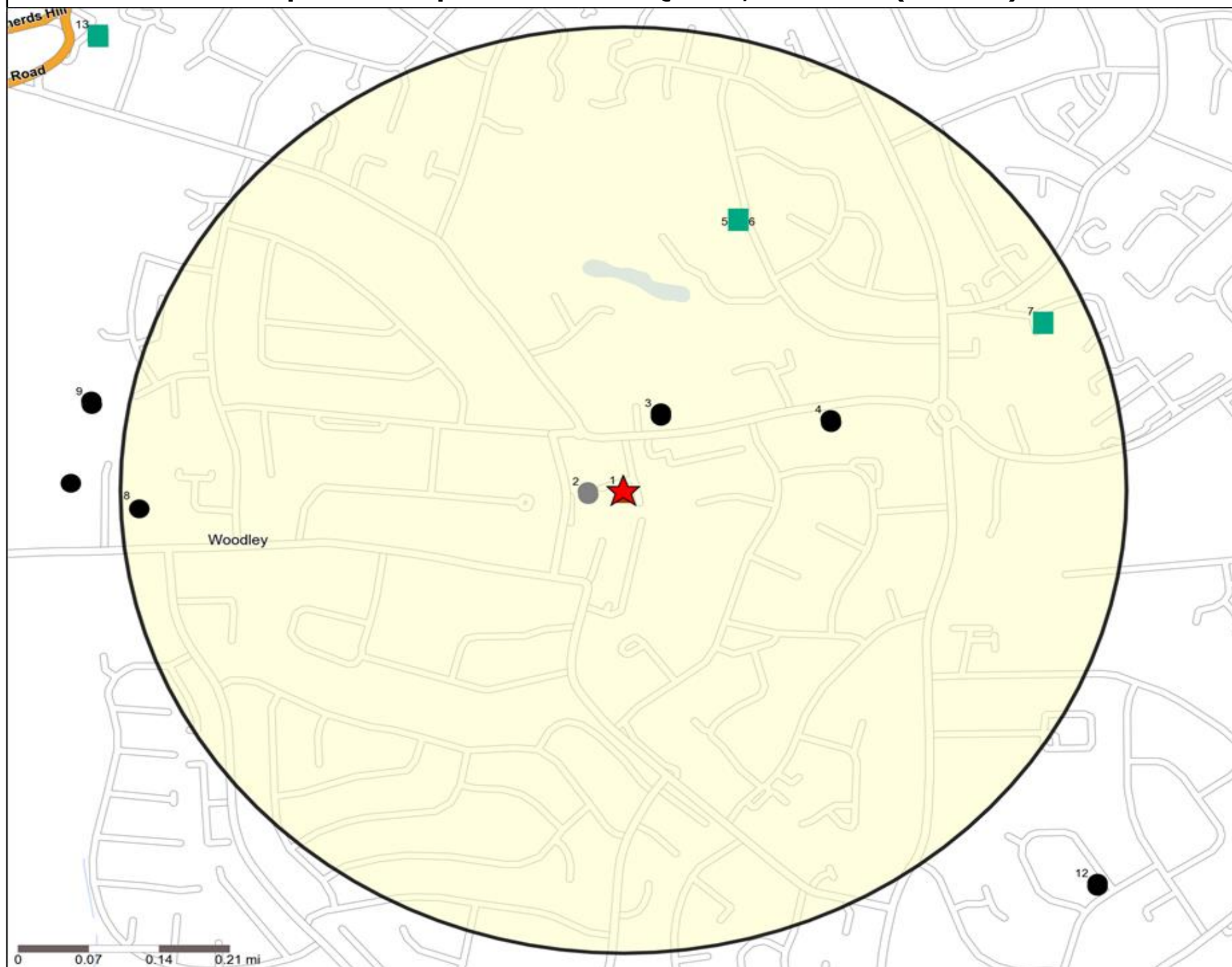


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	1	15	21
Circuit Bar	1	3	32	41
Community Local	2	4	29	60
Dry Led	0	3	9	27
Branded Food Pub	0	1	7	24
Rural	0	0	1	2
Other	4	27	145	274
Total	8	39	238	449



Competition Map and Data: CHEQUERS, READING (670138)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	1
Circuit Bar	1
Community Local	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
Total	8



Local Competition: CHEQUERS, READING (670138)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CHEQUERS, READING	198 CROCKHAMWELL ROAD, READING, RG5 3JH	Punch Taverns	RG 5 3JH	Punch Taverns	0.00
1	Chequers	198 Crockhamwell Road, Woodley, Reading	Punch Pub Company	RG 5 3JH	Circuit Bar	0.00
2	Bosco Lounge	55a-55b Crockham Well Road, Woodley, Reading	Loungers	RG 5 3JP	Cafe / Wine Bar	0.04
3	Oakwood Centre	Headley Road, Woodley, Reading	Independent Free	RG 5 4JZ	Other	0.09
4	Red Rose Indian Cuisine	58 Headley Road, Woodley, Reading	Independent Free	RG 5 4JE	Other	0.22
5	Woodley Bowling Club	Haddon Drive, Woodley, Reading	Independent Free	RG 5 4LY	Other	0.31
6	Inn On The Park	Haddon Drive, Woodley, Reading	*Other Small Retail Groups	RG 5 4LY	Community Local	0.31
7	Bull & Chequers	Church Road, Woodley, Reading	Spirit Pub Company	RG 5 4QP	Community Local	0.45
8	Goals	Woodlands Avenue, Woodley, Reading	Goals Soccer Centres	RG 5 3EU	Other	0.48
9	Bulmershe Gymnastics Club	Chequers Way, Reading	Independent Free	RG 5 3EL	Other	0.54
10	Good Companions	149 Loddon Bridge Road, Woodley, Reading	Spirit Pub Company	RG 5 4AG	Community Local	0.58
11	Thatchers Tavern	Fairwater Drive, Woodley, Reading	Star Pubs & Bars	RG 5 3EZ	Circuit Bar	0.63
12	Moonlight	6 Hudson Road, Woodley, Reading	Independent Free	RG 5 4EW	Other	0.64
13	Shepherds House	London Road, Woodley, Reading	Enterprise Inns	RG 6 1BD	Community Local	0.72
14	Reading University Wines & Spirits	Woodlands Avenue, Earley, Reading	Independent Free	RG 6 1HY	Other	0.77
15	Frankie & Bennys	4 Shepherds Hill, Earley, Reading	Restaurant Group	RG 6 1BB	Other	0.81
16	Bay Indian Restaurant	392 London Road, Reading	Independent Free	RG 6 1BA	Other	0.83
17	Sonning Golf Club	Duffield Road, Sonning, Reading	Independent Free	RG 4 6GJ	Other	0.84
18	Earley Home Guard Social Club	22 Pitts Lane, Earley, Reading	Independent Free	RG 6 1BT	Other	0.86
19	George	479 Loddon Bridge Road, Earley, Reading	Spirit Pub Company	RG 6 7EN	Branded Food	1.06
20	Redingensians Sports Club	Bath Road, Sonning, Reading	Independent Free	RG 4 6TQ	Other	1.07
21	Travelodge	100 Wharfedale Road, Winnersh, Wokingham	Dubai International Capital	RG41 5RD	Other	1.13
22	Winnersh Garden Centre	656 Reading Road, Winnersh, Wokingham	Wyevale Garden Centres	RG41 5HG	Other	1.17
23	Reading Cricket & Hockey Club	Sonning Lane, Sonning, Reading	Independent Free	RG 4 6ST	Other	1.22
24	Berkshire County Sports Club	Sonning Lane, Sonning, Reading	Independent Free	RG 4 6ST	Other	1.22
25	Reading Rugby Club	Sonning Lane, Sonning, Reading	Independent Free	RG 4 6ST	Other	1.22
26	Holme Park Sports & Social Club	Sonning Lane, Sonning, Reading	Independent Free	RG 4 6ST	Other	1.22
27	Elmhurst Hotel	51 Church Road, Earley, Reading	Independent Free	RG 6 1EY	Other	1.23
28	Roebuck	37 Auckland Road, Reading	Greene King	RG 6 1NY	Dry Led	1.26
29	Bistro 415	1000 Eskdale Road, Winnersh, Wokingham	Independent Free	RG41 5TS	Other	1.27
30	David Lloyd Leisure	1 Thames Valley Park Drive, Reading	Versailles Bidco Ltd	RG 6 1PT	Other	1.30