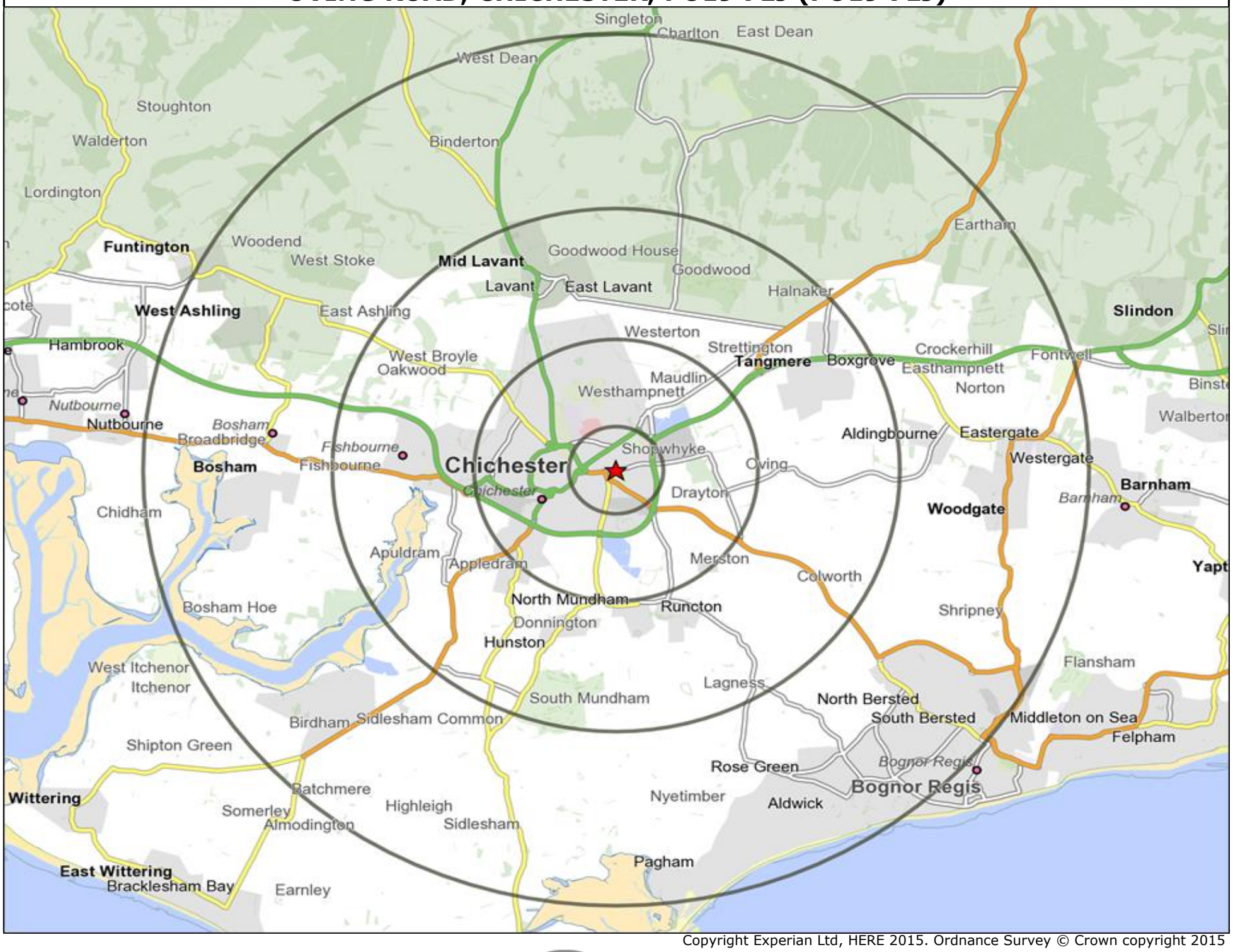
Customer Profile Report for FOUR CHESTNUTS, CHICHESTER (Punch Outlet Number: 300288)

OVING ROAD, CHICHESTER, PO19 7EJ (PO19 7EJ)



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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	1,520	4,407	6,631	15,201	19,169	83	80	83	86	84
16-17	222	708	1,072	2,160	2,684	97	104	109	98	95
18-24	1,404	4,367	5,335	8,666	11,162	158	164	139	101	101
25-34	1,755	3,996	5,209	10,263	13,705	131	99	90	80	82
35-44	1,117	2,950	4,375	9,728	12,740	90	79	81	81	82
45-54	1,194	3,381	5,278	12,677	16,802	86	81	88	95	97
55-64	930	2,945	4,685	11,103	14,511	84	89	98	104	105
65+	1,674	6,654	9,809	24,611	31,291	95	126	128	145	142
Population estimate 2015	**9,816**	**29,408**	**42,394**	**94,409**	**122,064**	**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	9,041	26,179	38,502	87,306	113,387	93%	94%	95%	96%	96%
Mixed / Multiple Ethnic Groups	174	422	497	927	1,234	2%	2%	1%	1%	1%
Asian / Asian British	398	929	1,061	1,700	2,188	4%	3%	3%	2%	2%
Black / African / Caribbean / Black British	62	209	248	404	539	1%	1%	1%	0%	0%
Other Ethnic Group	62	168	233	368	463	1%	1%	1%	0%	0%
All People (Ethnic Group)	**9,737**	**27,907**	**40,541**	**90,705**	**117,811**	**100**	**100**	**100**	**100**	**100**

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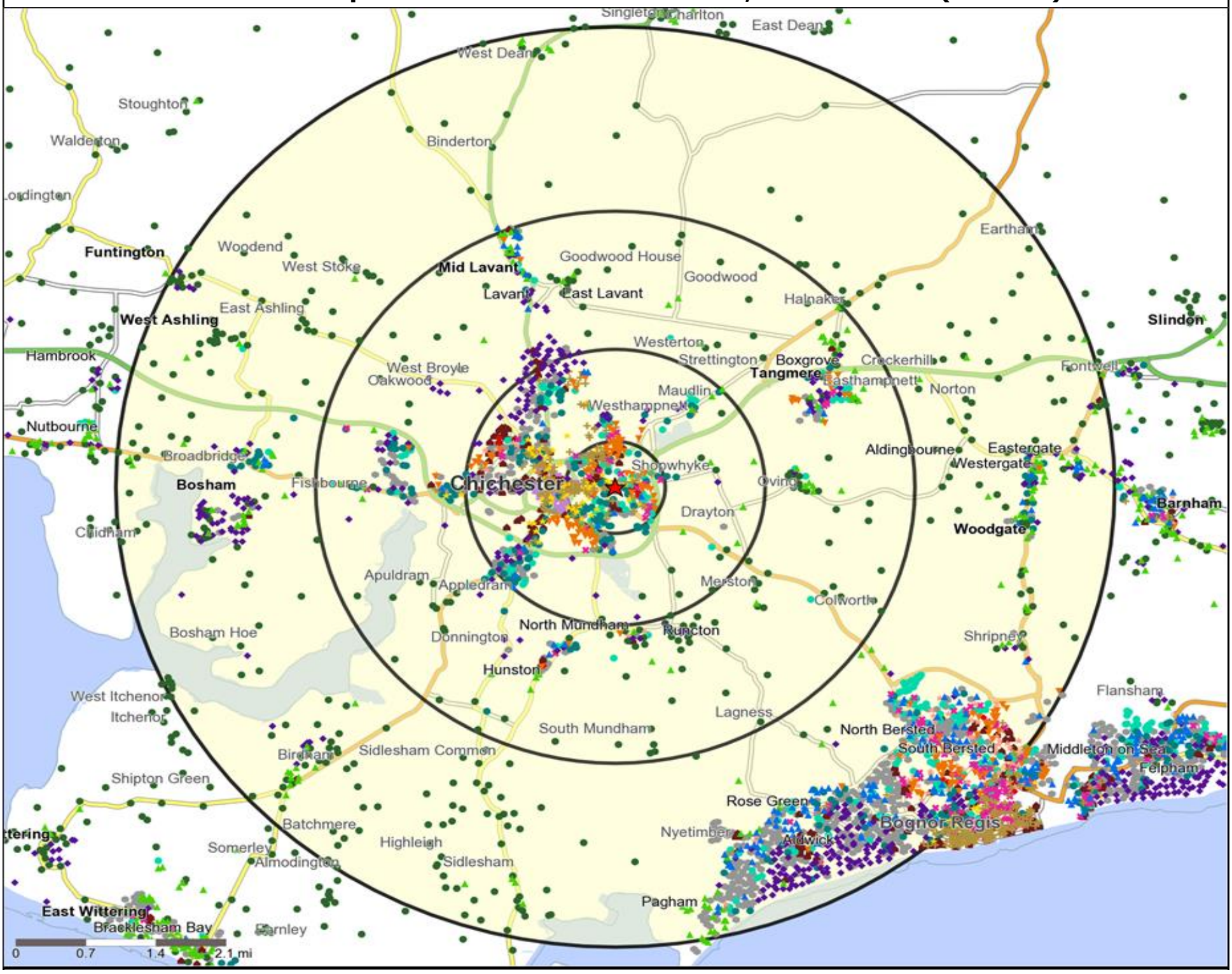
Mosaic UK Map and Data: FOUR CHESTNUTS, CHICHESTER (300288)



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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 Surburban Stablity
G Domestic Sucess
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 - 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+)	143	448	448	448	472	42	45	31	14	11
B Prestige Positions (18+)	1	1,718	3,545	7,519	9,293	0	100	143	135	129
C Country Living (18+)	8	200	1,838	6,897	10,005	1	12	78	130	145
D Rural Reality (18+)	11	159	1,397	4,187	6,641	2	10	59	79	97
E Senior Security (18+)	595	3,320	4,576	14,226	15,876	91	173	166	229	197
F Suburban Stability (18+)	52	285	786	4,791	5,771	11	20	38	103	95
G Domestic Success (18+)	976	2,858	4,046	6,764	8,077	144	144	142	106	97
H Aspiring Homemakers (18+)	1,161	2,468	3,501	7,473	8,410	158	115	113	108	93
I Family Basics (18+)	1,152	2,781	3,462	5,679	6,167	198	164	141	103	86
J Transient Renters (18+)	486	950	1,164	3,377	6,021	105	70	59	77	105
K Municipal Challenge (18+)	108	213	223	330	553	23	15	11	7	9
L Vintage Value (18+)	760	2,394	2,749	5,176	7,420	150	161	129	108	119
M Modest Traditions (18+)	15	236	399	2,194	2,481	4	21	25	61	53
N Urban Cohesion (18+)	1,173	2,292	2,338	2,544	2,795	278	186	132	64	54
O Rental Hubs (18+)	1,409	3,233	3,428	4,613	9,139	227	178	131	79	120
Adults 18+ estimate 2015	**8,050**	**23,555**	**33,900**	**76,218**	**99,121**	**100**	**100**	**100**	**100**	**100**

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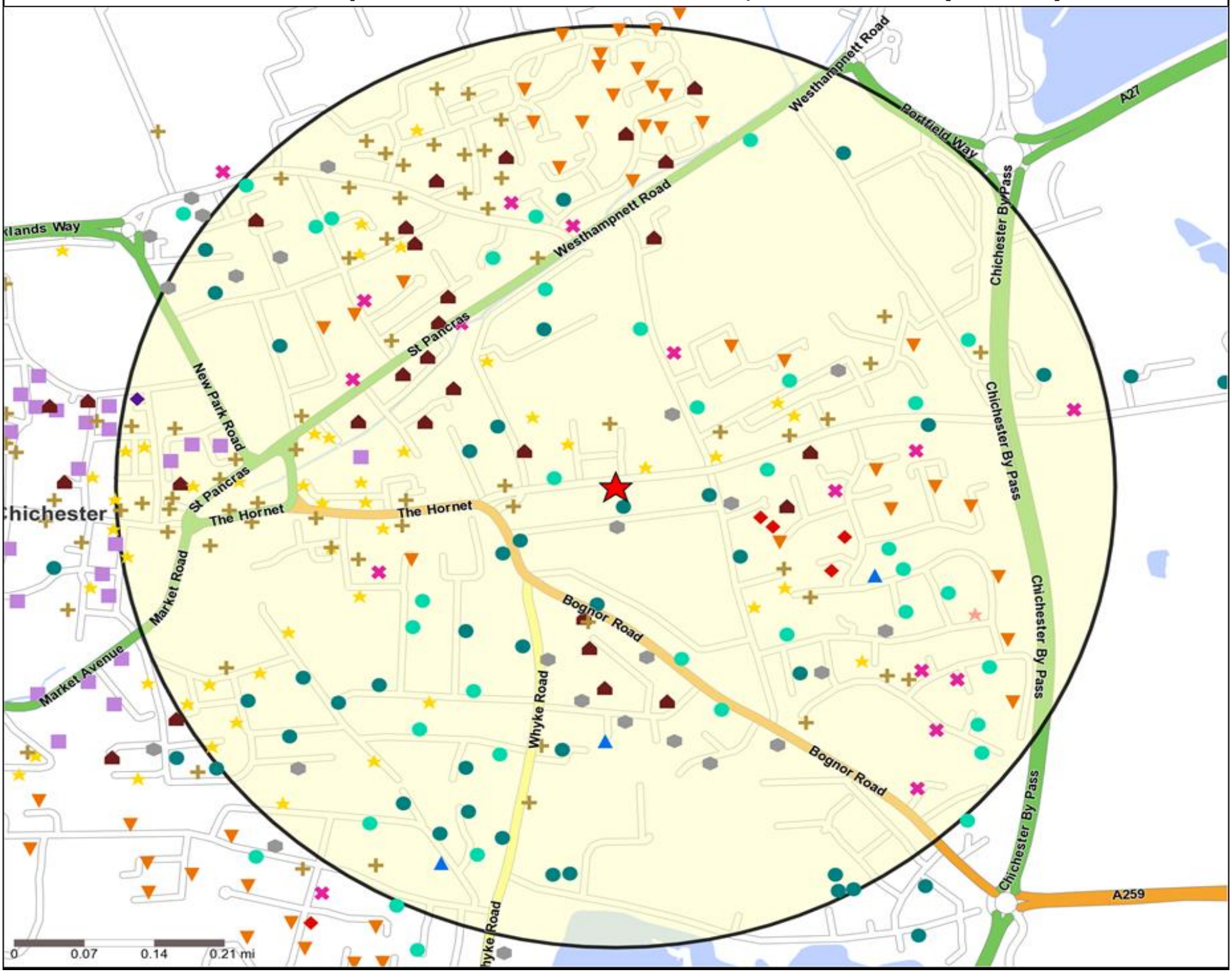
Mosaic UK Map and Data: FOUR CHESTNUTS, CHICHESTER (300288)



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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 Surburban Stablity
G Domestic Sucess
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+)	143	42
B Prestige Positions (18+)	1	0
C Country Living (18+)	8	1
D Rural Reality (18+)	11	2
E Senior Security (18+)	595	91
F Suburban Stability (18+)	52	11
G Domestic Success (18+)	976	144
H Aspiring Homemakers (18+)	1,161	158
I Family Basics (18+)	1,152	198
J Transient Renters (18+)	486	105
K Municipal Challenge (18+)	108	23
L Vintage Value (18+)	760	150
M Modest Traditions (18+)	15	4
N Urban Cohesion (18+)	1,173	278
O Rental Hubs (18+)	1,409	227
Adults 18+ estimate 2015	**8,050**	**100**

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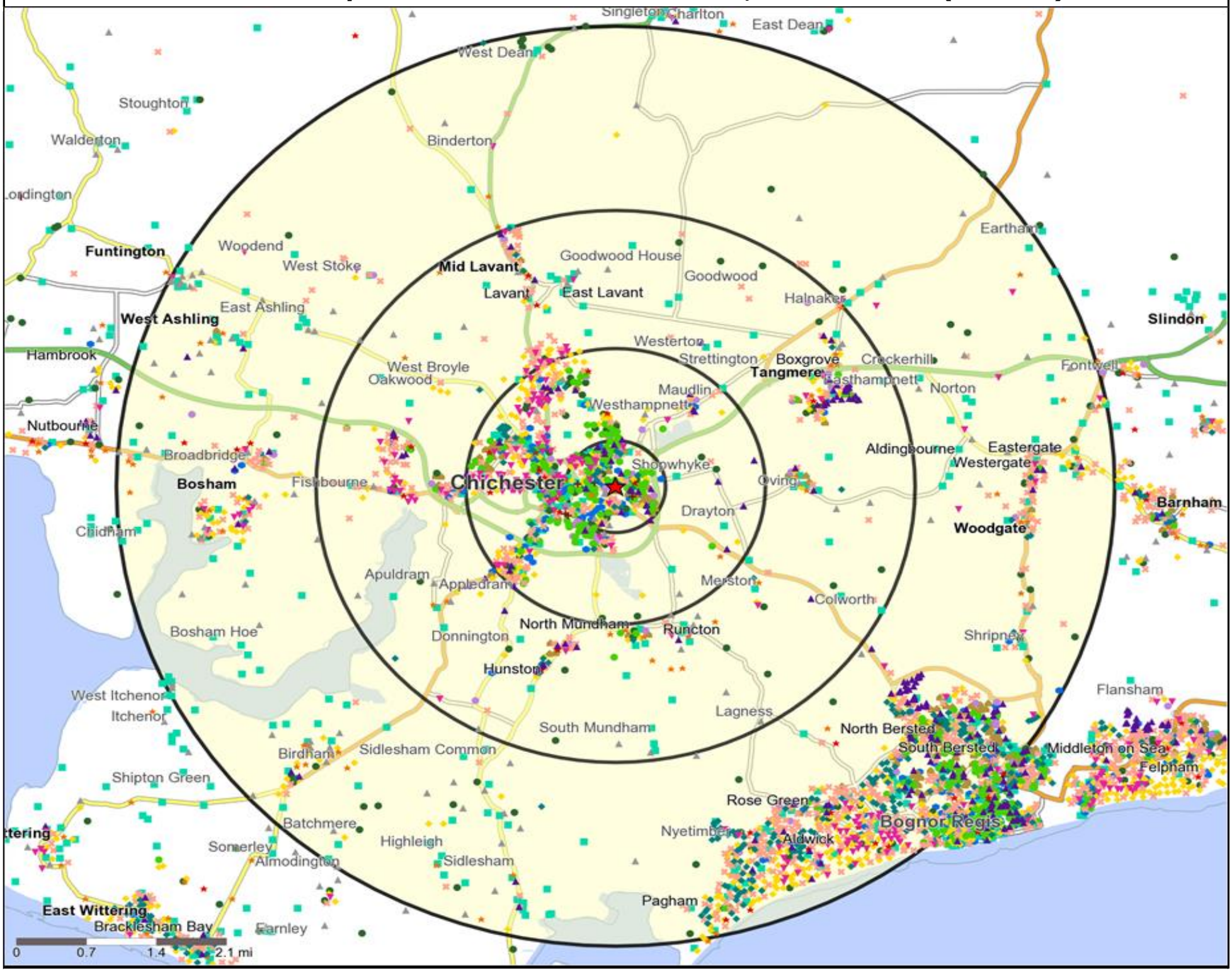
Occasions Map and Data: FOUR CHESTNUTS, CHICHESTER (300288)



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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	617	1,586	2,252	5,611	7,743	93	90	89	99	106
02 Early Doors	437	1,292	1,942	5,275	6,703	79	88	91	111	109
03 Everyday is Friday	606	1,446	2,034	4,362	5,513	128	115	112	108	105
04 Weekend Millionaires	545	1,302	1,958	4,599	6,011	80	72	75	79	80
05 Out On The Town	828	1,971	2,629	5,300	6,899	126	113	104	94	95
06 Business and Pleasure	348	865	1,261	2,585	3,396	103	96	97	89	91
07 Sporting Pints	863	1,886	2,351	4,481	5,974	119	98	85	72	75
08 Student Social	293	879	1,298	2,655	3,341	96	108	110	101	98
09 Leisurely Lunch	595	1,885	2,785	6,238	7,945	92	110	112	113	111
10 Wining and Dining	579	1,939	3,010	6,933	8,820	79	99	107	110	109
11 Household Outing	653	1,583	2,230	5,084	6,243	112	102	100	102	97
12 Midweek Meal Deal	276	643	995	2,389	3,325	84	74	79	85	92
13 Date Night	567	1,724	2,628	5,889	7,671	109	125	132	132	133
14 Birthday Treat	461	1,412	2,138	4,538	5,631	89	102	107	102	98
15 Pre Show Meal	237	617	837	1,771	2,243	132	129	122	115	113
Number of Occasions	**7,905**	**21,030**	**30,348**	**67,710**	**87,458**	**100**	**100**	**100**	**100**	**100**

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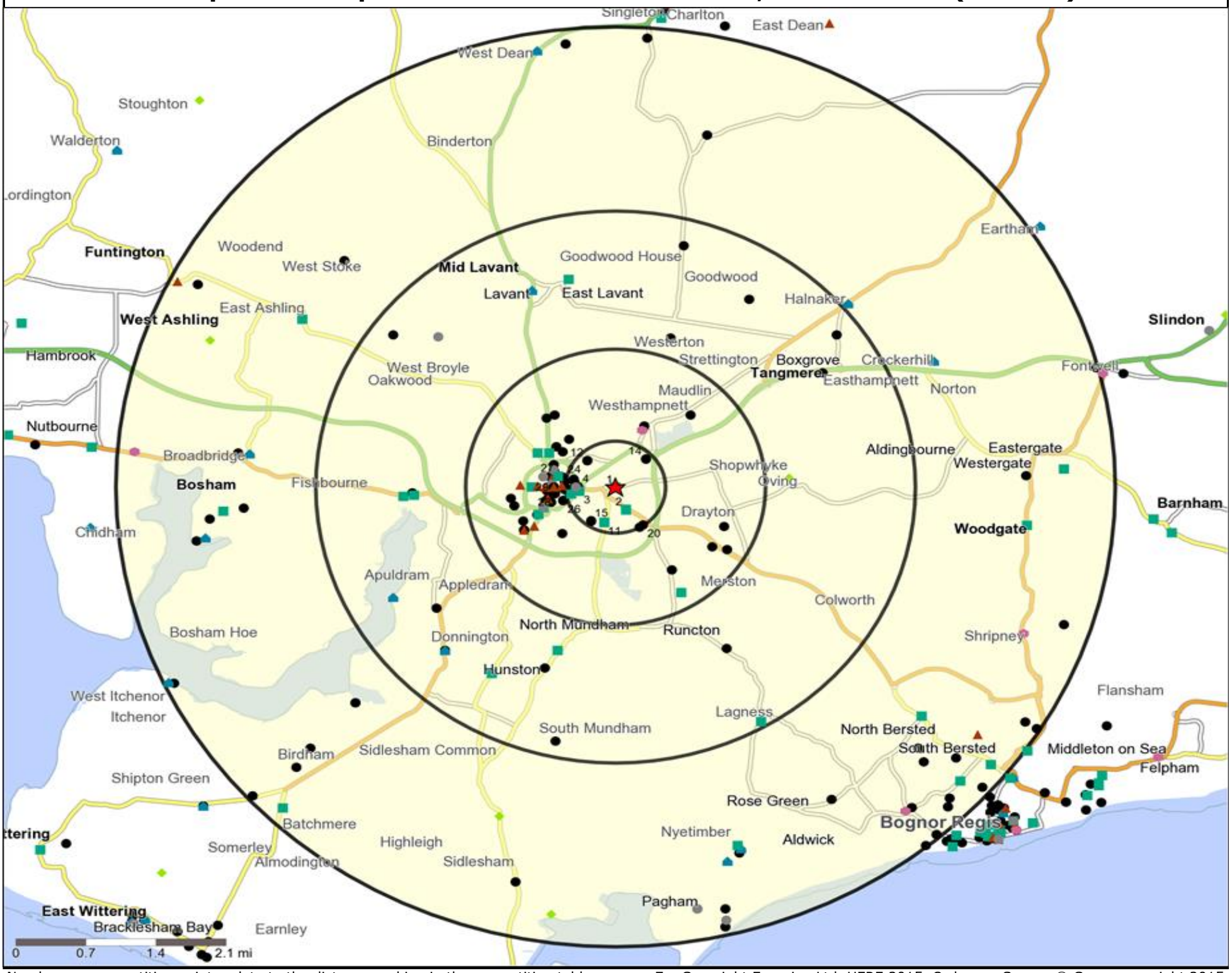
Competition Map and Data: FOUR CHESTNUTS, CHICHESTER (300288)



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
Community Local
Dry Led
Other
Rural Character

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	5	6	8
Circuit Bar	0	9	9	10
Community Local	5	12	18	24
Dry Led	1	3	7	15
Branded Food Pub	0	1	1	5
Rural	0	0	1	4
Other	13	58	70	112
Total	**20**	**88**	**112**	**178**

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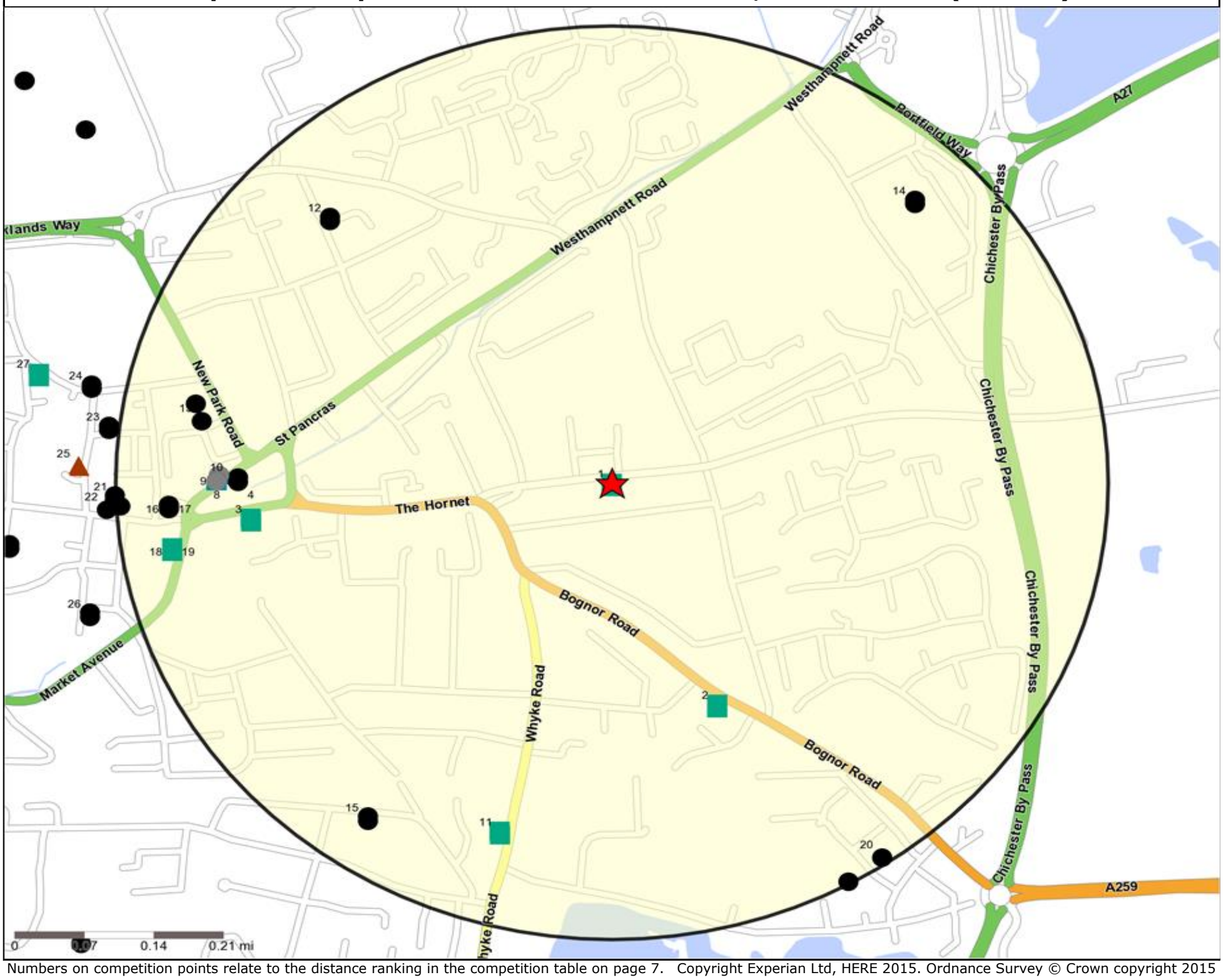
Competition Map and Data: FOUR CHESTNUTS, CHICHESTER (300288)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	1
Circuit Bar	0
Community Local	5
Dry Led	1
Branded Food Pub	0
Rural	0
Other	13
Total	**20**

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Local Competition: FOUR CHESTNUTS, CHICHESTER (300288)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FOUR CHESTNUTS, CHICHESTER	OVING ROAD, CHICHESTER, PO19 7EJ	Punch Taverns	PO19 7EJ	Punch Taverns	0.00
1	Four Chestnuts	234 Oving Road, The Hornet, Chichester	Punch Pub Company	PO19 7EJ	Community Local	0.00
2	Wickham Arms	102 Bognor Road, Chichester	Fuller Smith & Turner	PO19 7TW	Community Local	0.27
3	Eastgate Inn	4 The Hornet, Chichester	Fuller Smith & Turner	PO19 7JG	Community Local	0.37
4	Thai House	149 St Pancras, Chichester	Independent Free	PO19 7SH	Other	0.38
5	Brasserie Blanc	St Pancras, Chichester	Blanc Brasseries	PO19 7SJ	Other	0.40
6	Lemongrass Thai Cuisine	5-6 St Pancras, Chichester	Independent Free	PO19 7SJ	Other	0.40
7	Masalla Gate	8 St Pancras, Chichester	Independent Free	PO19 7SJ	Other	0.40
8	India Gate Restaurant	14 St Pancras, Chichester	Independent Free	PO19 7SJ	Other	0.40
9	Woodies Wine Bar	10-13 St Pancras, Chichester	Independent Free	PO19 7SJ	Cafe / Wine Bar	0.40
10	Nags Head	3 St Pancras, Chichester	Enterprise Inns	PO19 7SJ	Dry Led	0.40
11	Crown	140 Whyke Road, Whyke, Chichester	Hawthorn Leisure	PO19 8HT	Community Local	0.40
12	Royal Bengal	11 Adelaide Road, Chichester	Independent Free	PO19 7NB	Other	0.40
13	New Park Sports & Social	New Park Road, Chichester	Independent Free	PO19 7XY	Other	0.42
14	Pizza Hut	Portfield Way, Chichester	Pizza Hut UK Ltd	PO19 7YH	Other	0.43
15	Chichester Football Club	Oaklands Park, Chichester	Independent Free	PO19 8AR	Other	0.44
16	Carluccios	2 Eastgate Square, Chichester	Carluccio's Restaurants Ltd	PO19 1ED	Other	0.45
17	Charlie Harpers	5 Eastgate Square, Chichester	Independent Free	PO19 1ED	Other	0.45
18	Dragon Restaurant	6& Market Road, Chichester	Independent Free	PO19 1JW	Other	0.45
19	Bull	4-5 Market Road, Chichester	Independent Free	PO19 1JW	Community Local	0.45
20	Venue	Spur Road, Chichester	Independent Free	PO19 8PR	Other	0.49
21	Chives	East Street, Chichester	Independent Free	PO19 1HQ	Other	0.50
22	Ask Italian	38 East Street, Chichester	Azzurri Group Ltd	PO19 1HX	Other	0.51
23	Suffolk House Hotel	3 East Row, Chichester	Independent Free	PO19 1PD	Other	0.51
24	Chichester Priory Park Cricket & Hockey Club	Priory Road, Chichester	Independent Free	PO19 1LA	Other	0.53
25	La Havana	3 Little London, Chichester	Independent Free	PO19 1PH	Circuit Bar	0.54
26	Friary Close	Friary Lane, Chichester	Independent Free	PO19 1UF	Other	0.55
27	Park Tavern	11 Priory Road, Chichester	Fuller Smith & Turner	PO19 1NS	Community Local	0.59
28	Field & Fork	9 North Pallant, Chichester	Independent Free	PO19 1TJ	Other	0.61
29	Hole In The Wall	1 St Martins Street, Chichester	Greene King	PO19 1NP	Circuit Bar	0.62
30	St Martins Tea Rooms	3 St Martins Street, Chichester	Independent Free	PO19 1NP	Other	0.62

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