



Customer Profile Report for KINGS HEAD, CROMER (Punch Outlet Number: 200239)
HIGH STREET, CROMER, NR27 9HG (NR27 9HG)



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

Age Data Table

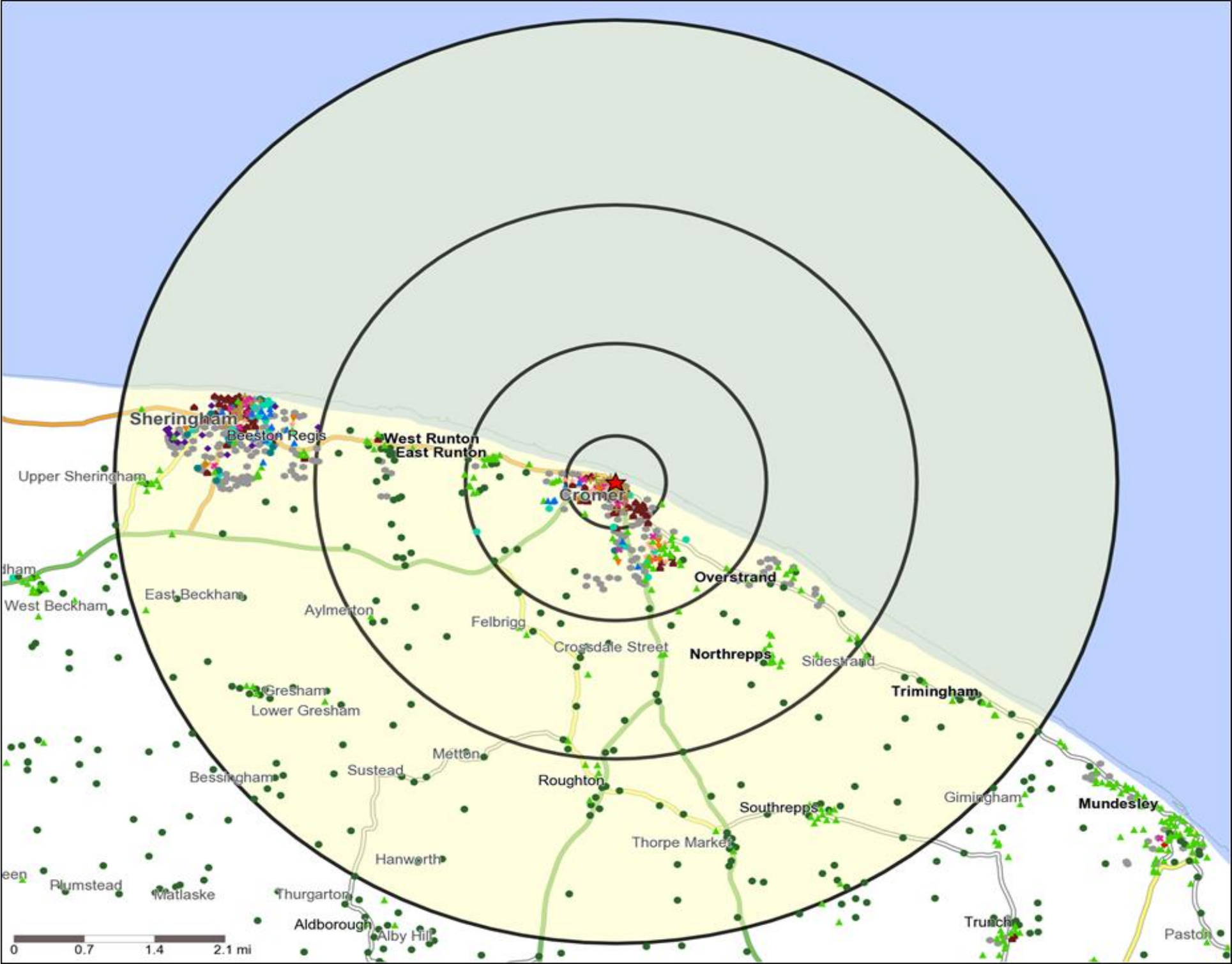
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	335	1,109	1,538	2,972	3,304	47	66	64	66	67
16-17	27	141	249	455	523	31	68	84	82	85
18-24	266	604	845	1,446	1,595	78	74	73	67	67
25-34	522	1,014	1,295	2,074	2,175	101	83	74	63	60
35-44	266	682	989	1,886	2,138	56	60	61	62	64
45-54	425	1,087	1,572	2,935	3,319	79	85	87	86	88
55-64	514	1,246	1,824	3,512	3,953	120	123	126	130	132
65+	1,420	3,093	4,456	8,655	9,458	209	191	194	201	198
Population estimate 2015	3,775	8,976	12,768	23,935	26,465	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	3,510	8,772	12,395	23,427	26,074	97%	98%	98%	98%	99%
Mixed / Multiple Ethnic Groups	48	73	97	164	174	1%	1%	1%	1%	1%
Asian / Asian British	59	80	98	143	145	2%	1%	1%	1%	1%
Black / African / Caribbean / Black British	4	9	20	30	34	0%	0%	0%	0%	0%
Other Ethnic Group	3	4	8	20	22	0%	0%	0%	0%	0%
All People (Ethnic Group)	3,624	8,938	12,618	23,784	26,449	100	100	100	100	100



Mosaic UK Map and Data: KINGS HEAD, CROMER (200239)



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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

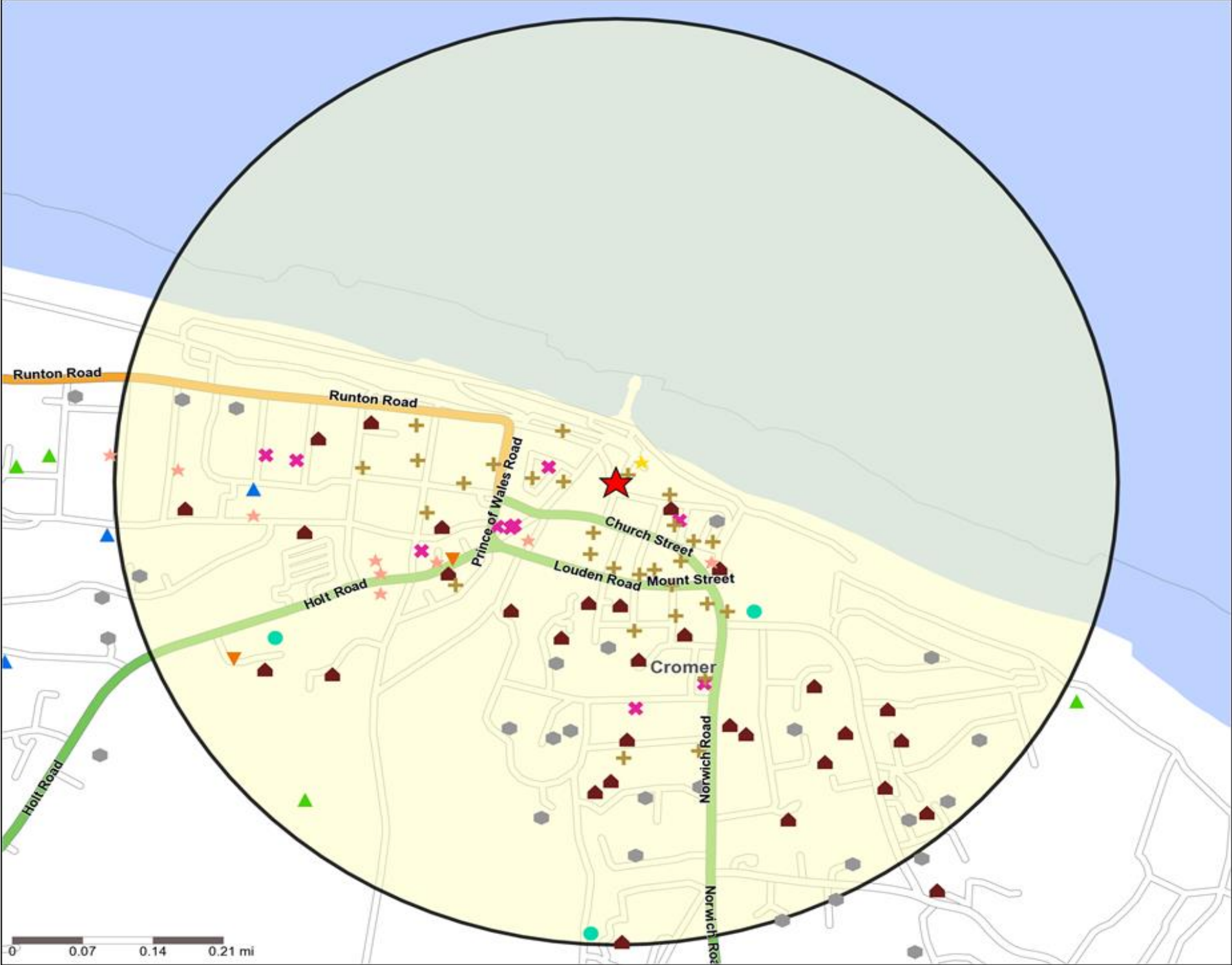
N Urban Cohesion

O Rental Hubs

Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 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+)	0	0	2	486	486	0	0	0	33	30
C Country Living (18+)	12	347	1,548	3,070	4,530	5	65	205	217	290
D Rural Reality (18+)	19	1,208	2,390	3,767	4,415	8	228	317	267	283
E Senior Security (18+)	496	1,827	2,589	5,470	5,481	183	294	293	330	299
F Suburban Stability (18+)	100	274	274	782	783	49	59	41	63	57
G Domestic Success (18+)	0	26	26	384	384	0	4	3	22	20
H Aspiring Homemakers (18+)	27	242	242	822	827	9	35	24	44	40
I Family Basics (18+)	48	348	348	474	474	20	63	44	32	29
J Transient Renters (18+)	391	440	440	697	697	203	100	70	59	54
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	958	1,238	1,312	2,218	2,225	457	257	192	173	157
M Modest Traditions (18+)	215	629	629	782	782	136	173	122	81	73
N Urban Cohesion (18+)	13	13	13	13	13	7	3	2	1	1
O Rental Hubs (18+)	1,050	1,050	1,050	1,406	1,406	409	178	125	90	81
Adults 18+ estimate 2015	3,329	7,642	10,863	20,371	22,503	100	100	100	100	100



Mosaic UK Map and Data: KINGS HEAD, CROMER (200239)



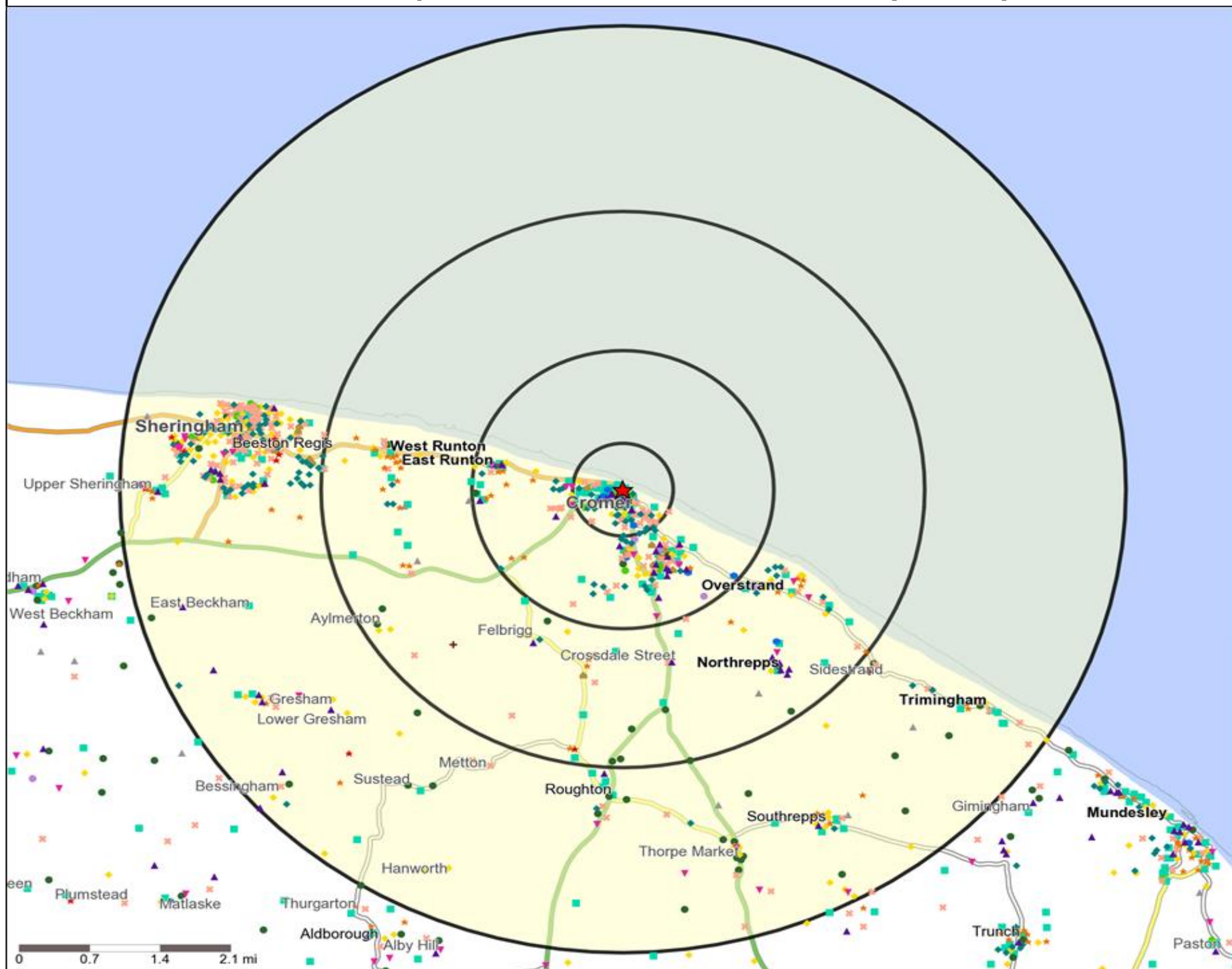
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J 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+)	0	0
C Country Living (18+)	12	5
D Rural Reality (18+)	19	8
E Senior Security (18+)	496	183
F Suburban Stability (18+)	100	49
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	27	9
I Family Basics (18+)	48	20
J Transient Renters (18+)	391	203
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	958	457
M Modest Traditions (18+)	215	136
N Urban Cohesion (18+)	13	7
O Rental Hubs (18+)	1,050	409
Adults 18+ estimate 2015	3,329	100



Occasions Map and Data: KINGS HEAD, CROMER (200239)



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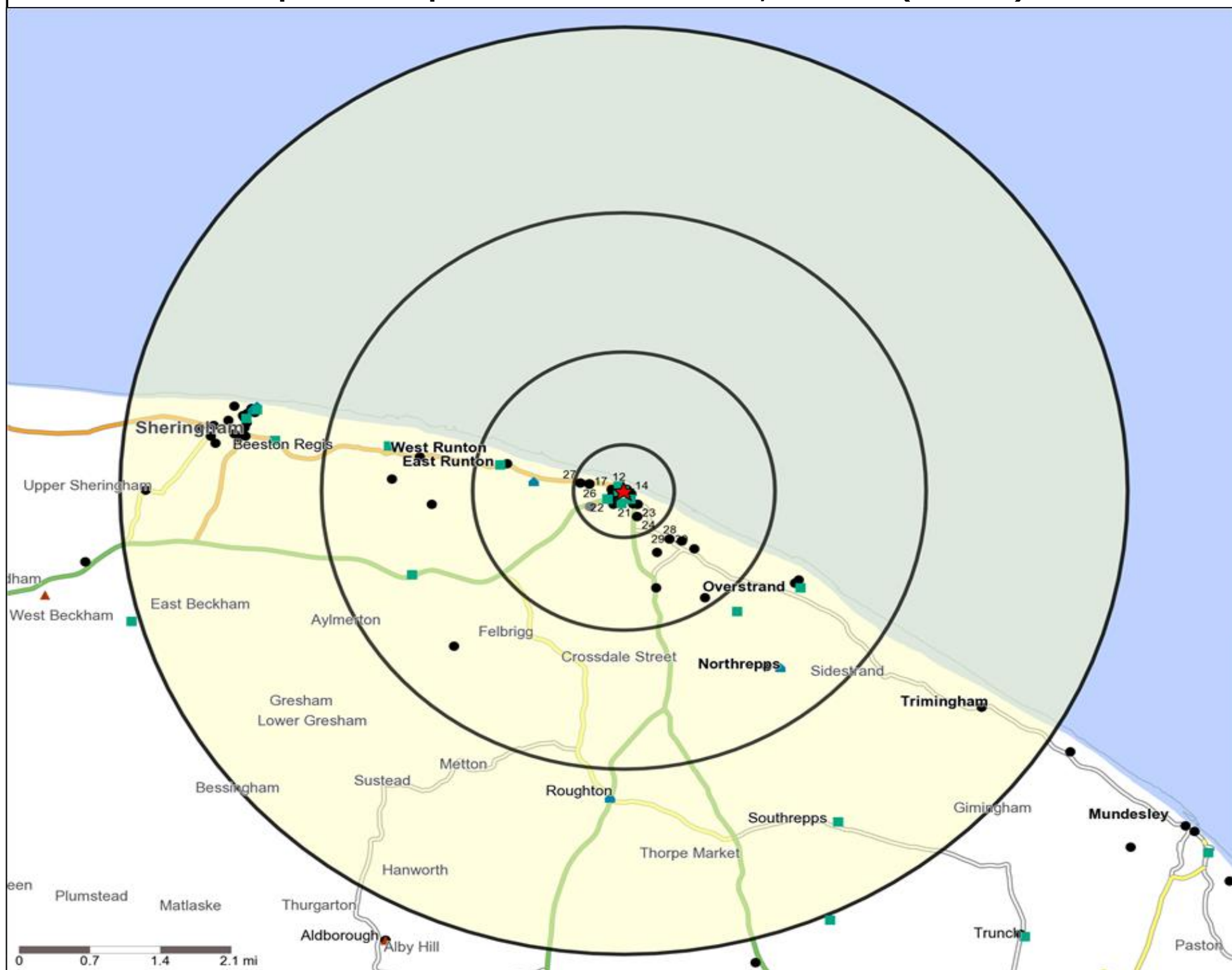
★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

Occasions Data Table

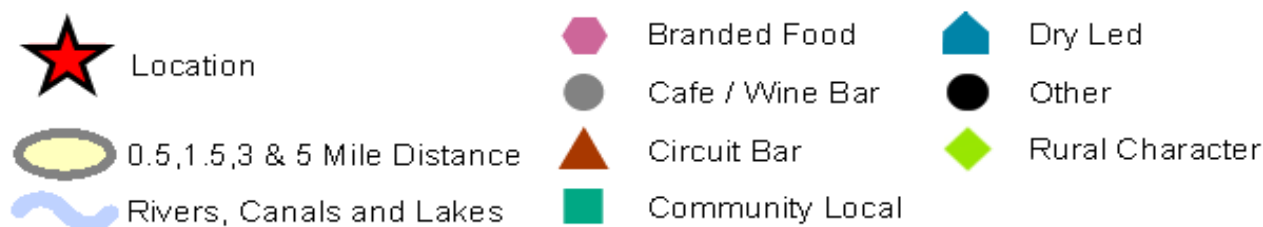
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	387	767	1,015	1,750	1,930	163	145	143	134	135
02 Early Doors	338	739	977	1,768	1,905	170	167	164	162	159
03 Everyday is Friday	149	385	513	871	946	88	102	101	94	92
04 Weekend Millionaires	201	462	556	926	1,026	82	85	76	69	70
05 Out On The Town	191	357	427	753	792	81	68	60	58	56
06 Business and Pleasure	61	129	190	339	391	50	48	52	51	53
07 Sporting Pints	163	326	369	602	635	63	56	47	42	40
08 Student Social	34	125	247	542	686	31	51	75	90	103
09 Leisurely Lunch	269	617	867	1,645	1,828	116	120	125	130	131
10 Wining and Dining	287	636	873	1,769	1,925	109	109	111	123	121
11 Household Outing	178	425	490	878	923	85	92	78	77	73
12 Midweek Meal Deal	69	232	422	674	806	59	89	120	105	114
13 Date Night	280	584	849	1,649	1,823	150	141	152	161	162
14 Birthday Treat	151	372	516	996	1,085	81	90	92	97	96
15 Pre Show Meal	78	145	186	380	409	121	102	97	108	105
Number of Occasions	2,836	6,301	8,497	15,542	17,110	100	100	100	100	100



Competition Map and Data: KINGS HEAD, CROMER (200239)



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

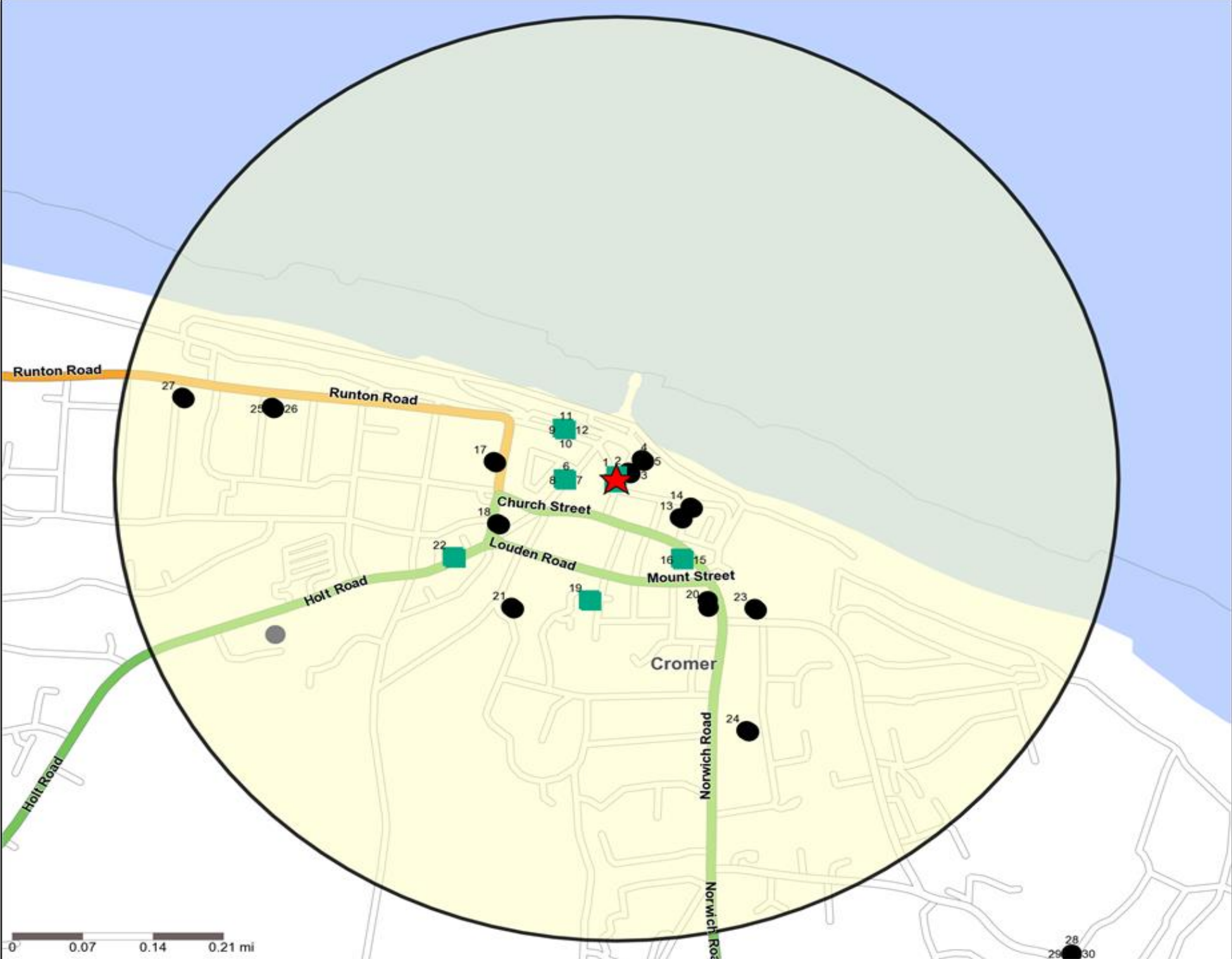


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	0
Circuit Bar	0	0	0	0
Community Local	7	9	13	17
Dry Led	0	1	2	5
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	20	31	41	64
Total	27	41	56	86



Competition Map and Data: KINGS HEAD, CROMER (200239)



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	0
Circuit Bar	0
Community Local	7
Dry Led	0
Branded Food Pub	0
Rural	0
Other	20
Total	27



Local Competition: KINGS HEAD, CROMER (200239)

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, CROMER	HIGH STREET, CROMER, NR27 9HG	Punch Taverns	NR27 9HG	Punch Taverns	0.00
1	Kings Head	4 High Street, Cromer	Punch Pub Company	NR27 9HG	Community Local	0.00
2	Hotel De Paris	Jetty Street, Cromer	Leisureplex Hotels	NR27 9HF	Other	0.01
3	Cromer Pier	Promenade, Cromer	Independent Free	NR27 9HE	Other	0.03
4	Pavillion Theatre	Promenade, Cromer	Independent Free	NR27 9HE	Other	0.03
5	Tides Restaurant	Promenade, Cromer	Independent Free	NR27 9HE	Other	0.03
6	Kew's Pie & Mash Shop	9 Garden Street, Cromer	Independent Free	NR27 9HN	Other	0.05
7	Wellington Hotel	Garden Street, Cromer	Independent Free	NR27 9HN	Community Local	0.05
8	Garden Street Grill	16 Garden Street, Cromer	Independent Free	NR27 9HN	Other	0.05
9	Dolphin	5 New Street, Cromer	Bulldog Pubs	NR27 9HP	Community Local	0.07
10	Giovannis	New Street, Cromer	Independent Free	NR27 9HP	Other	0.07
11	No1 Cromer	1 New Street, Cromer	Independent Free	NR27 9HP	Other	0.07
12	Wellington Freehouse	5 New Street, Cromer	Independent Free	NR27 9HP	Community Local	0.07
13	Williams Restaurant	2 Brook Street, Cromer	Independent Free	NR27 9EY	Other	0.08
14	Red Lion Hotel	Tucker Street, Cromer	Independent Free	NR27 9HD	Other	0.08
15	Albion	32 Church Street, Cromer	Admiral Taverns Ltd	NR27 9ES	Community Local	0.11
16	Cromer Tandoori Restaurant	29 Church Street, Cromer	Independent Free	NR27 9ES	Other	0.11
17	Le Moon	5-7 Prince Of Wales Road, Cromer	Independent Free	NR27 9HR	Other	0.12
18	Dhali Spice	36 Prince Of Wales Road, Cromer	Independent Free	NR27 9HS	Other	0.13
19	Cottage	8 Loudon Road, Cromer	Independent Free	NR27 9EF	Community Local	0.13
20	Flint Cottage Restaurant	1a Church Street, Cromer	Independent Free	NR27 9ER	Other	0.17
21	Cromer Social Club	12 Church Street, Cromer	Independent Free	NR27 9EH	Other	0.17
22	White Horse	24 West Street, Cromer	Enterprise Inns	NR27 9DS	Community Local	0.18
23	North Lodge	Overstrand Road, Cromer	Independent Free	NR27 0AH	Other	0.20
24	Virginia Court Hotel	9 Cliff Avenue, Cromer	Independent Free	NR27 0AN	Other	0.30
25	Cliftonville Hotel	29 Runton Road, Cromer	Independent Free	NR27 9AS	Other	0.35
26	Sandcliff Hotel	37 Runton Road, Cromer	Independent Free	NR27 9AS	Other	0.35
27	Cromer Eba Bowls Club	Runton Road, Cromer	Independent Free	NR27 9AU	Other	0.44
28	Cromer Cricket Club	Overstrand Road, Cromer	Independent Free	NR27 0DJ	Other	0.69
29	Grove	95 Overstrand Road, Cromer	Independent Free	NR27 0DJ	Other	0.69
30	Cromer Country Club	127 Overstrand Road, Cromer	Independent Free	NR27 0DJ	Other	0.69