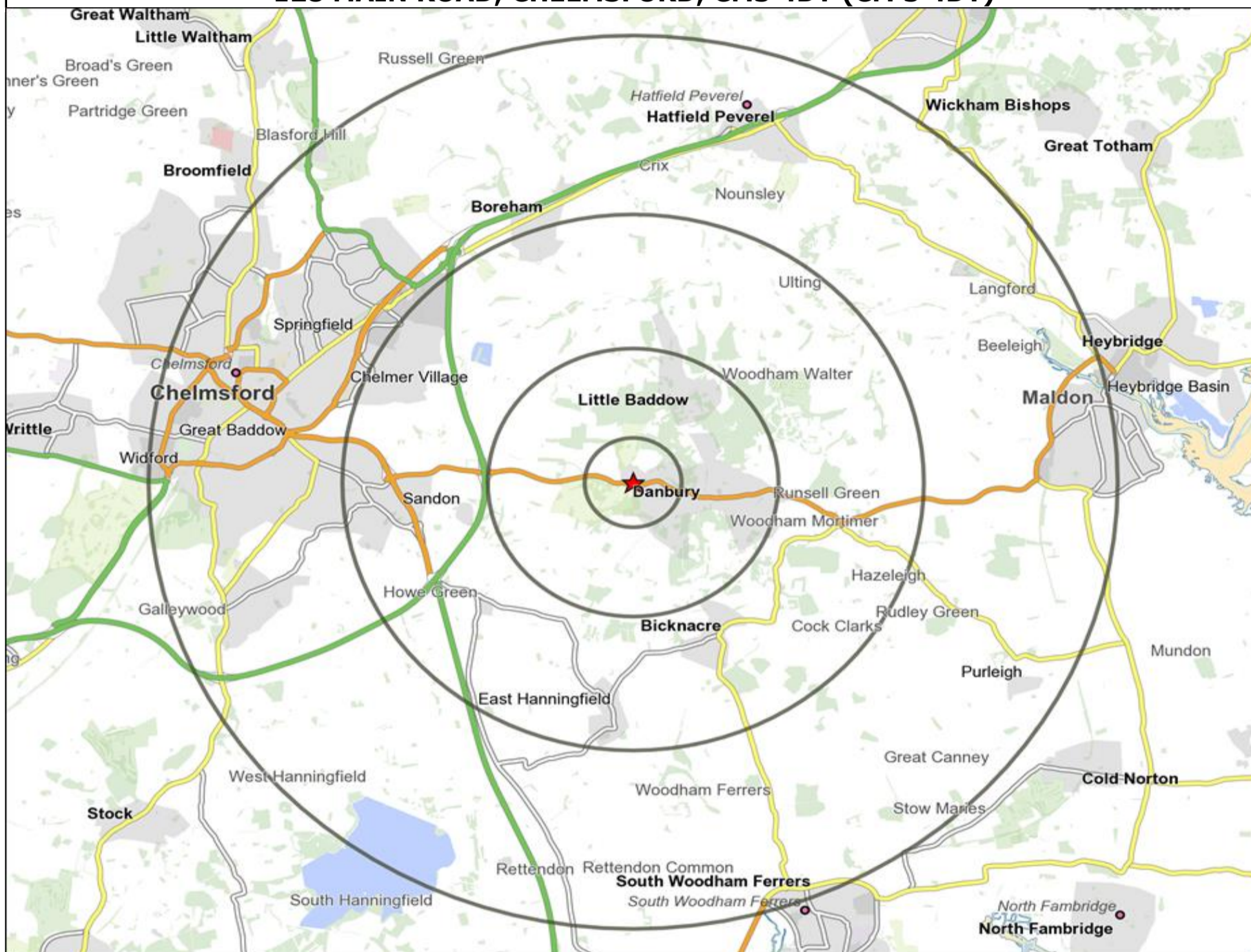




**Customer Profile Report for BELL, DANBURY (Punch Outlet Number: 200892)
128 MAIN ROAD, CHELMSFORD, CM3 4DT (CM 3 4DT)**



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

Age Data Table

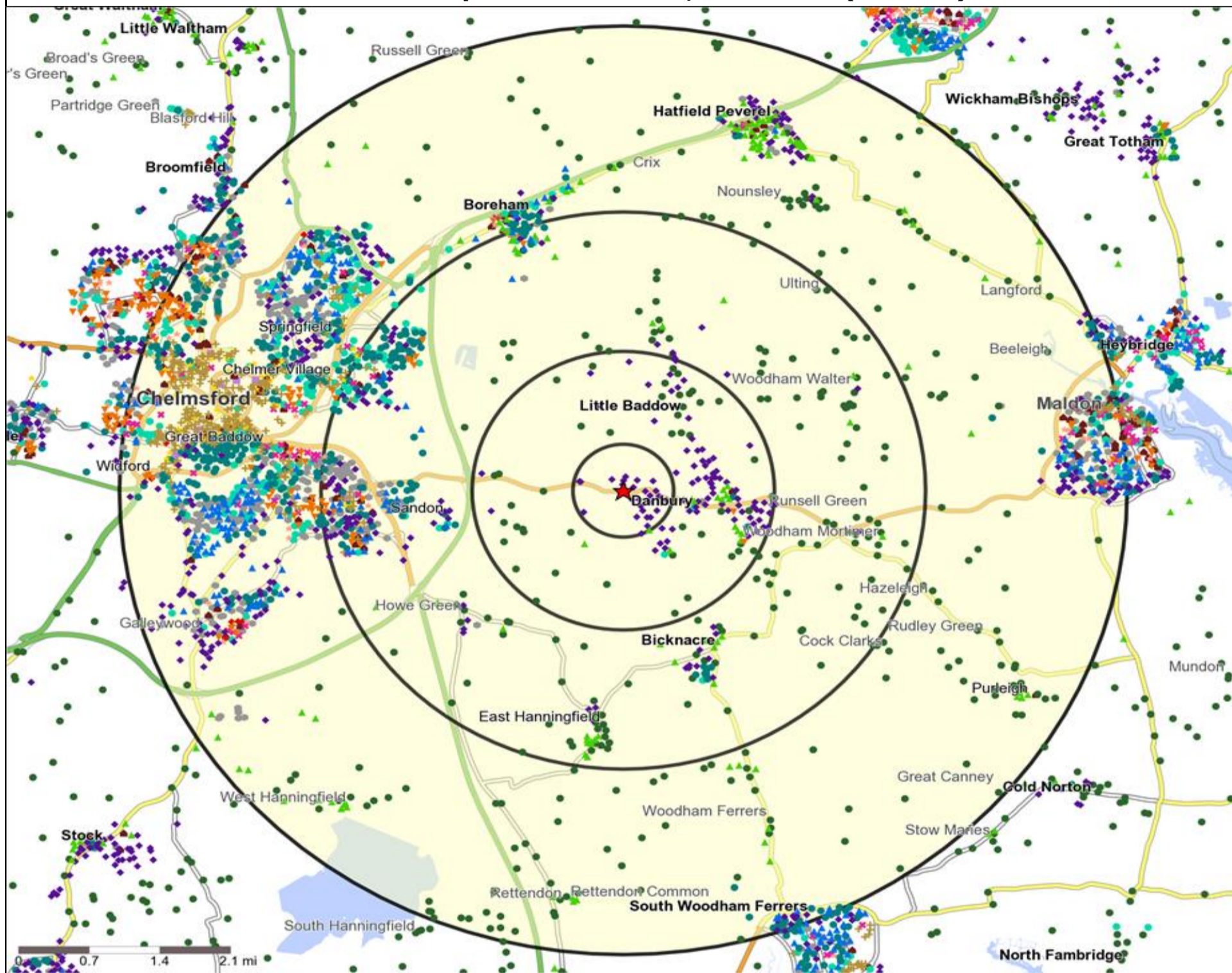
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	590	2,221	2,570	3,225	3,750	75	92	94	92	90
16-17	109	313	348	434	508	112	105	103	100	98
18-24	322	1,103	1,189	1,437	1,660	85	95	90	85	82
25-34	479	1,698	1,822	2,118	2,409	84	96	91	83	79
35-44	470	1,405	1,638	2,118	2,487	89	86	89	89	88
45-54	605	1,708	1,964	2,677	3,262	102	94	95	101	103
55-64	468	1,463	1,718	2,353	2,891	99	100	104	111	115
65+	1,132	2,963	3,319	4,335	5,335	151	128	127	129	133
Population estimate 2015	4,175	12,874	14,568	18,697	22,302	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	3,870	11,973	13,719	17,786	21,365	97%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	28	86	101	127	150	1%	1%	1%	1%	1%
Asian / Asian British	51	112	129	145	153	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	22	44	45	48	53	1%	0%	0%	0%	0%
Other Ethnic Group	36	57	57	65	81	1%	0%	0%	0%	0%
All People (Ethnic Group)	4,007	12,272	14,051	18,171	21,802	100	100	100	100	100



Mosaic UK Map and Data: BELL, DANBURY (200892)



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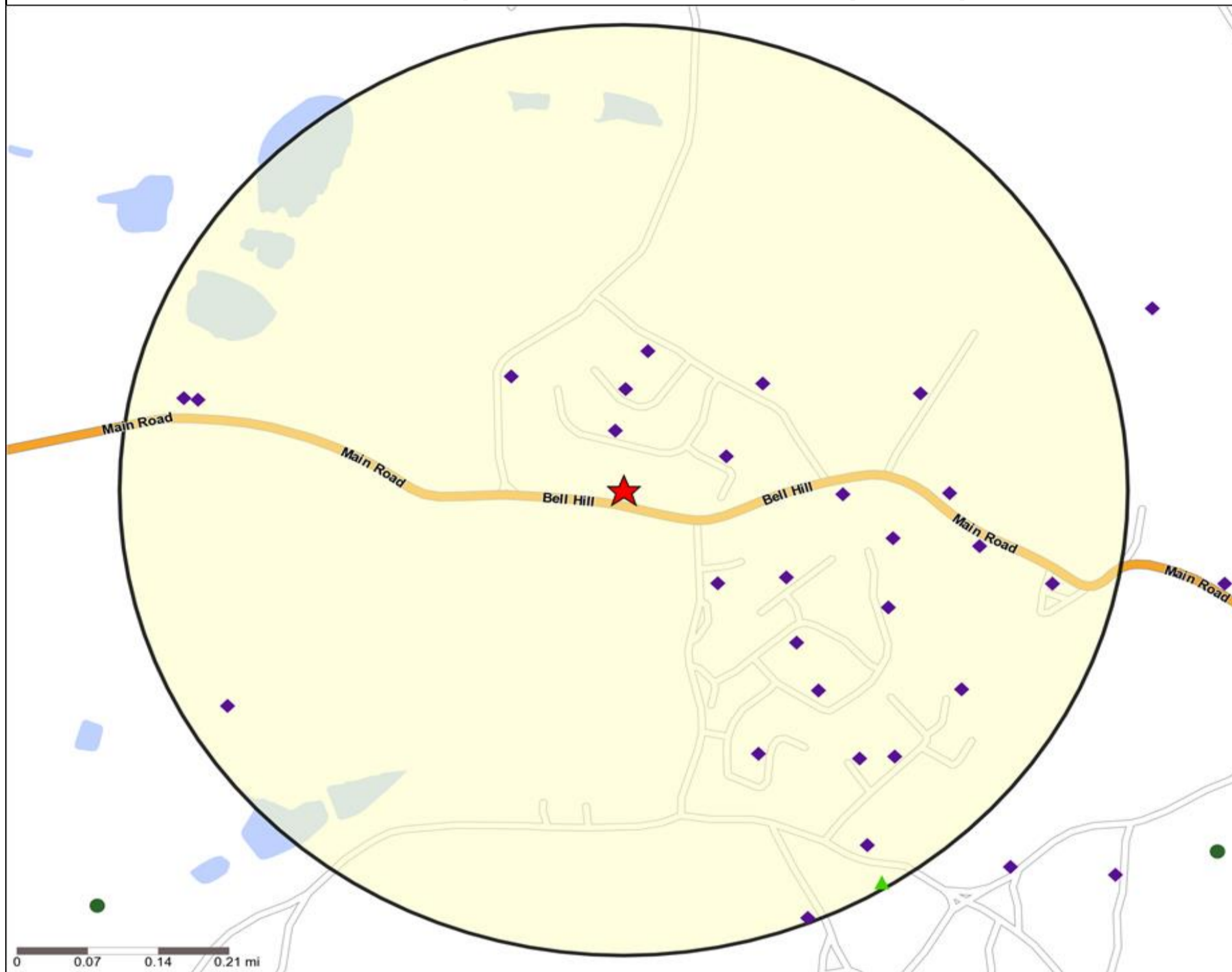


Mosaic UK Data Table (Residential)

	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	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	455	761	763	763	764	180	101	90	70	58
C Country Living (18+)	16	124	966	3,032	4,465	7	17	119	291	357
D Rural Reality (18+)	8	532	968	2,241	3,358	3	74	120	215	269
E Senior Security (18+)	401	985	988	1,023	1,384	142	117	104	84	94
F Suburban Stability (18+)	522	1,402	1,406	1,406	1,406	246	222	198	153	128
G Domestic Success (18+)	72	590	598	598	609	25	68	61	47	40
H Aspiring Homemakers (18+)	511	1,937	1,950	1,950	1,971	162	206	184	143	120
I Family Basics (18+)	33	815	816	816	816	13	109	97	75	63
J Transient Renters (18+)	619	1,320	1,320	1,320	1,335	309	221	196	152	128
K Municipal Challenge (18+)	32	32	32	32	32	16	5	5	4	3
L Vintage Value (18+)	456	1,004	1,004	1,004	1,020	208	154	137	106	90
M Modest Traditions (18+)	122	578	578	578	578	74	118	104	81	67
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	229	261	261	261	293	86	33	29	23	21
Adults 18+ estimate 2015	3,476	10,341	11,650	15,024	18,031	100	100	100	100	100



Mosaic UK Map and Data: BELL, DANBURY (200892)



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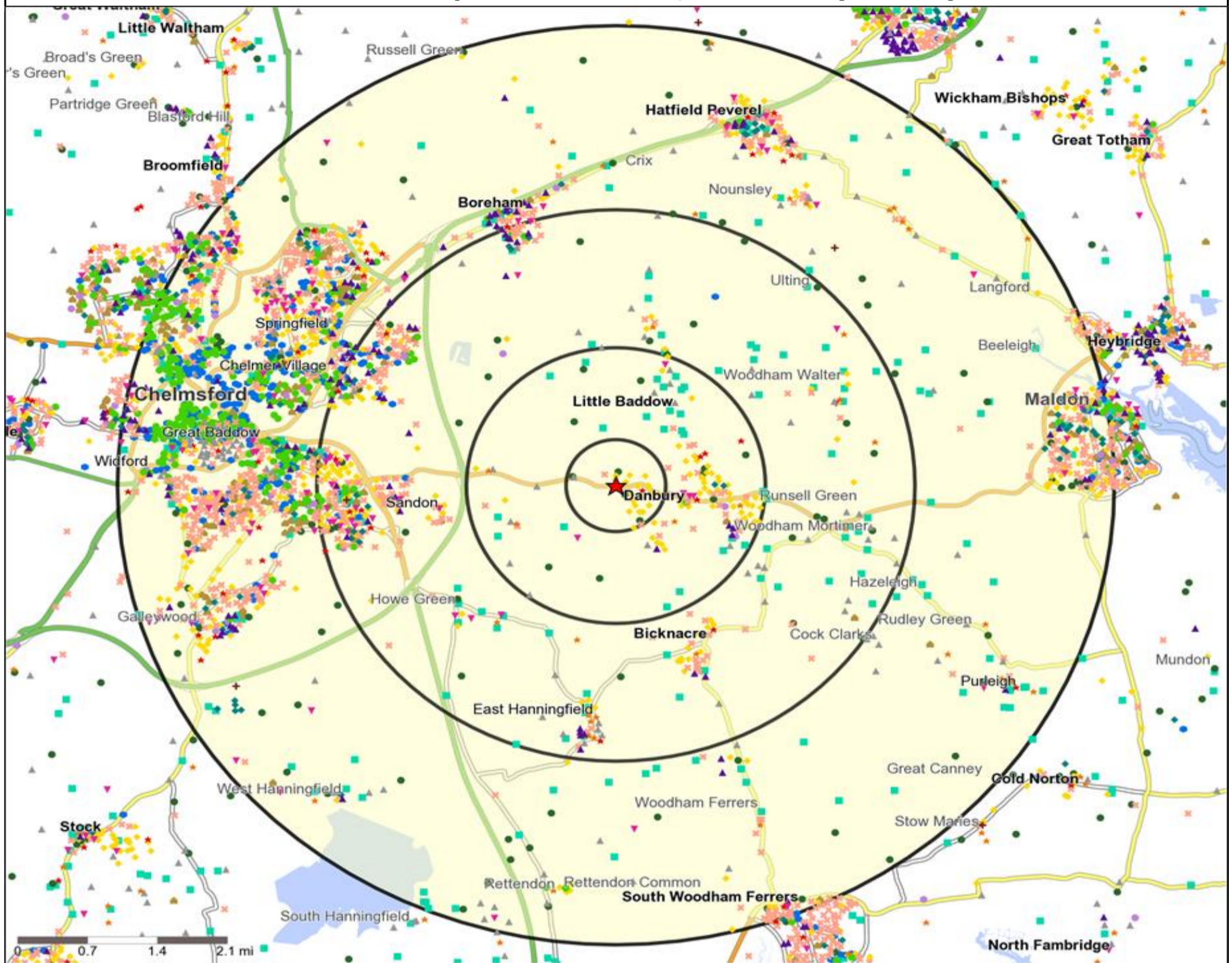
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	455	180
C Country Living (18+)	16	7
D Rural Reality (18+)	8	3
E Senior Security (18+)	401	142
F Suburban Stability (18+)	522	246
G Domestic Success (18+)	72	25
H Aspiring Homemakers (18+)	511	162
I Family Basics (18+)	33	13
J Transient Renters (18+)	619	309
K Municipal Challenge (18+)	32	16
L Vintage Value (18+)	456	208
M Modest Traditions (18+)	122	74
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	229	86
Adults 18+ estimate 2015	3,476	100



Occasions Map and Data: BELL, DANBURY (200892)



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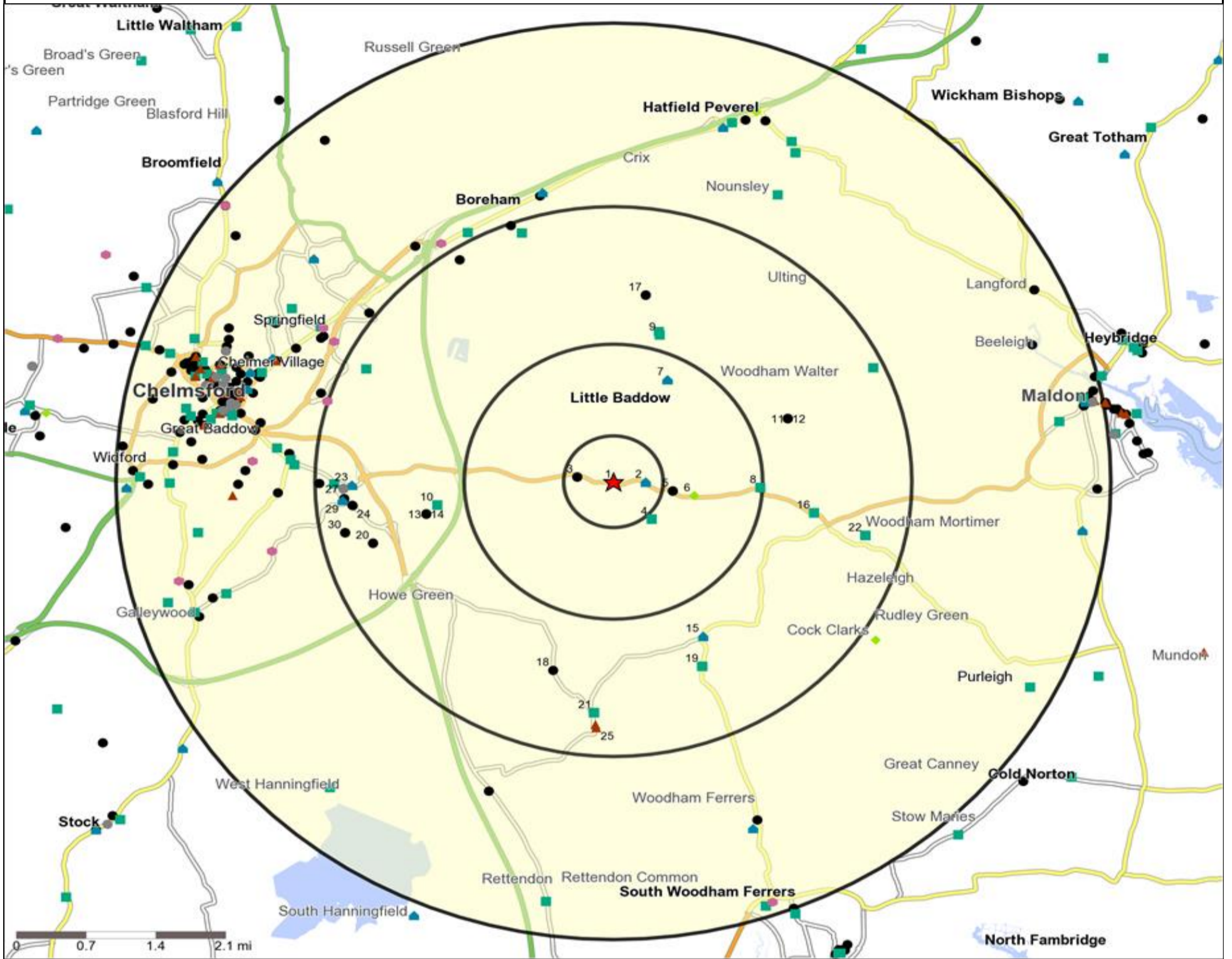
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 10 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	309	821	925	1,224	1,496	121	100	103	111	115
02 Early Doors	323	969	1,048	1,266	1,481	151	141	139	137	136
03 Everyday is Friday	183	644	690	797	911	101	110	107	101	98
04 Weekend Millionaires	237	914	963	1,135	1,285	90	109	104	100	96
05 Out On The Town	237	802	835	900	969	94	99	93	82	75
06 Business and Pleasure	75	239	280	390	477	57	57	61	69	72
07 Sporting Pints	177	614	635	680	750	63	69	64	56	53
08 Student Social	95	301	394	594	779	80	79	94	116	130
09 Leisurely Lunch	263	784	894	1,161	1,398	106	98	102	108	111
10 Wining and Dining	305	935	1,044	1,296	1,523	108	103	104	106	106
11 Household Outing	198	767	794	873	959	88	107	100	90	84
12 Midweek Meal Deal	112	439	521	639	749	89	109	117	117	117
13 Date Night	242	673	778	1,060	1,298	121	105	110	122	127
14 Birthday Treat	216	641	717	876	1,028	108	100	101	101	101
15 Pre Show Meal	73	224	251	324	384	106	101	103	108	109
Number of Occasions	3,045	9,767	10,769	13,215	15,487	100	100	100	100	100



Competition Map and Data: BELL, DANBURY (200892)



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

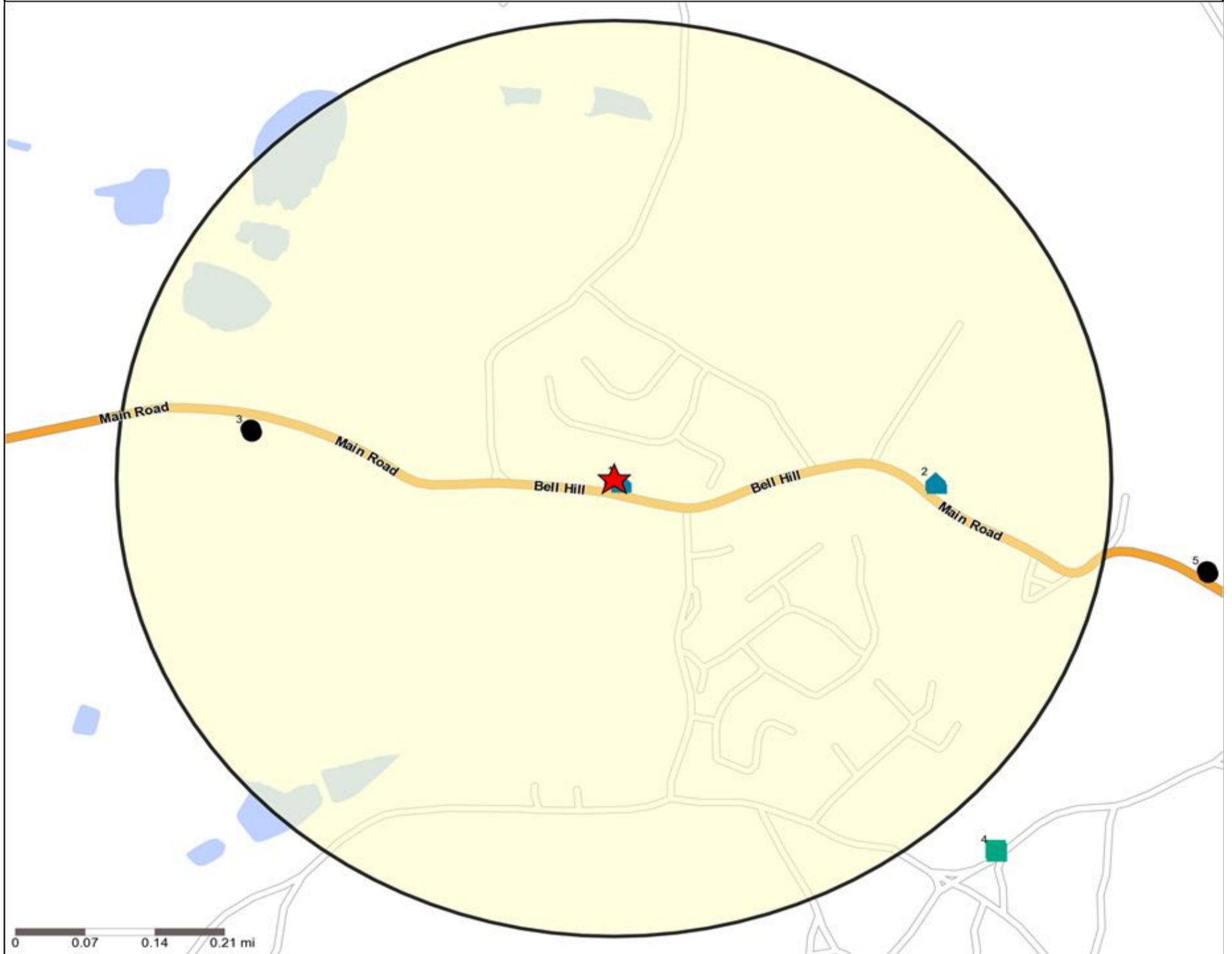
- ★ Location
- ◆ Branded Food
- ▲ Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table










Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	1	1	3
Circuit Bar	6	7	7	7
Community Local	7	10	11	14
Dry Led	0	0	1	8
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	21	25	27	31
Total	35	43	47	63



Competition Map and Data: BELL, DANBURY (200892)



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	1
Circuit Bar	6
Community Local	7
Dry Led	0
Branded Food Pub	0
Rural	0
Other	21
Total	35



Local Competition: BELL, DANBURY (200892)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BELL, DANBURY	128 MAIN ROAD, CHELMSFORD, CM3 4DT	Punch Taverns	CM 3 4DT	Punch Taverns	0.00
1	Bell	128 Main Road, Danbury, Chelmsford	Punch Pub Company	CM 3 4DT	Dry Led	0.01
2	Griffin	64 Main Road, Danbury, Chelmsford	Greene King	CM 3 4DH	Dry Led	0.32
3	Danbury Park Conference Centre	Main Road, Danbury, Chelmsford	Independent Free	CM 3 4AT	Other	0.37
4	Cricketers Arms	Penny Royal Road, Danbury, Chelmsford	Shepherd Neame	CM 3 4ED	Community Local	0.56
5	Danbury Sports & Social Centre	20 Main Road, Danbury, Chelmsford	Independent Free	CM 3 4NQ	Other	0.61
6	Bakers Arms	7 Maldon Road, Danbury, Chelmsford	Gray & Sons	CM 3 4QH	Rural Character	0.83
7	Generals Arms	The Ridge, Little Baddow, Chelmsford	Shepherd Neame	CM 3 4SX	Dry Led	1.24
8	Anchor	Runsell Green, Danbury, Chelmsford	Greene King	CM 3 4QZ	Community Local	1.48
9	Rodney	North Hill, Little Baddow, Chelmsford	Independent Free	CM 3 4TQ	Community Local	1.67
10	Crown	Sandon Green, Sandon, Chelmsford	Wells and Youngs	CM 2 7SH	Community Local	1.79
11	Warren Golf Club	Little Baddow Road, Woodham Walter, Maldon	Independent Free	CM 9 6RW	Other	1.88
12	Bunsay Downs Golf Club	Little Baddow Road, Woodham Walter, Maldon	Independent Free	CM 9 6RW	Other	1.88
13	Sandon Sports Club	Rectory Chase, Sandon, Chelmsford	Independent Free	CM 2 7SQ	Other	1.91
14	Baddow Spartac Fc	Woodhill Road, Chelmsford	Independent Free	CM 2 7SQ	Other	1.91
15	White Swan	Main Road, Bicknacre, Chelmsford	Independent Free	CM 3 4EX	Dry Led	1.92
16	Royal Oak	Chelmsford Road, Woodham Mortimer, Maldon	Punch Pub Company	CM 9 6TJ	Community Local	2.05
17	Papermill Lock Cruises	North Hill, Little Baddow, Chelmsford	Independent Free	CM 3 4BS	Other	2.06
18	East Hanningfield And Great Burstead Cricket	East Hanningfield Road, Chelmsford	Independent Free	CM 3 8AL	Other	2.15
19	Brewers Arms	Main Road, Bicknacre, Chelmsford	Independent Free	CM 3 4HD	Community Local	2.21
20	Pontlands Park Hotel	West Hanningfield Road, Great Baddow, Chelmsford	Heritage Leisure Group	CM 2 8HR	Other	2.51
21	Three Horseshoes	The Tye, East Hanningfield, Chelmsford	Unknown	CM 3 8AF	Community Local	2.53
22	Hurdle Makers Arms	Post Office Road, Woodham Mortimer, Maldon	Gray & Sons	CM 9 6ST	Community Local	2.60
23	Kings Head	49 Maldon Road, Great Baddow, Chelmsford	Enterprise Inns	CM 2 7DN	Dry Led	2.63
24	La Vista	23 Church Street, Great Baddow, Chelmsford	Independent Free	CM 2 7HX	Other	2.64
25	Windmill Inn	The Tye, East Hanningfield, Chelmsford	Wellington	CM 3 8AA	Circuit Bar	2.69
26	Russels Restaurant	Bell Street, Chelmsford	Independent Free	CM 2 7JS	Other	2.71
27	Glasshouse Cafe Bar	Vineyards, Great Baddow, Chelmsford	Independent Free	CM 2 7QS	Cafe / Wine Bar	2.71
28	Rock Lobster	13 The Vineyards, Great Baddow, Chelmsford	Independent Free	CM 2 7QS	Other	2.71
29	White Horse	78 High Street, Great Baddow, Chelmsford	Mitchells & Butlers	CM 2 7HH	Dry Led	2.73
30	Grahams On The Green	12-14 Park View Crescent, Great Baddow, Chelmsford	Independent Free	CM 2 8HX	Other	2.75