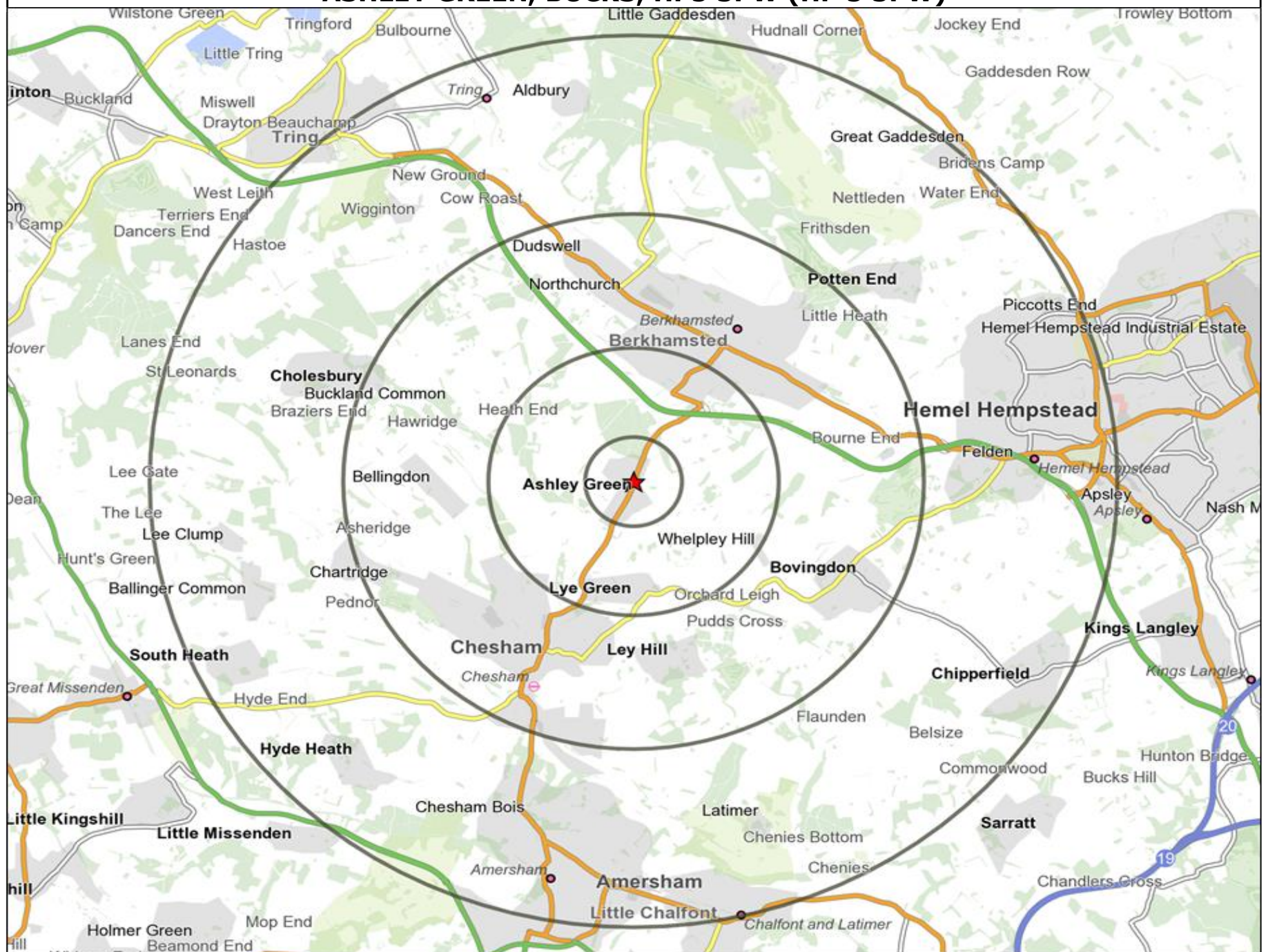




Customer Profile Report for GOLDEN EAGLE, CHESHAM (Punch Outlet Number: 202776)
ASHLEY GREEN, BUCKS, HP5 3PW (HP 5 3PW)



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

Age Data Table

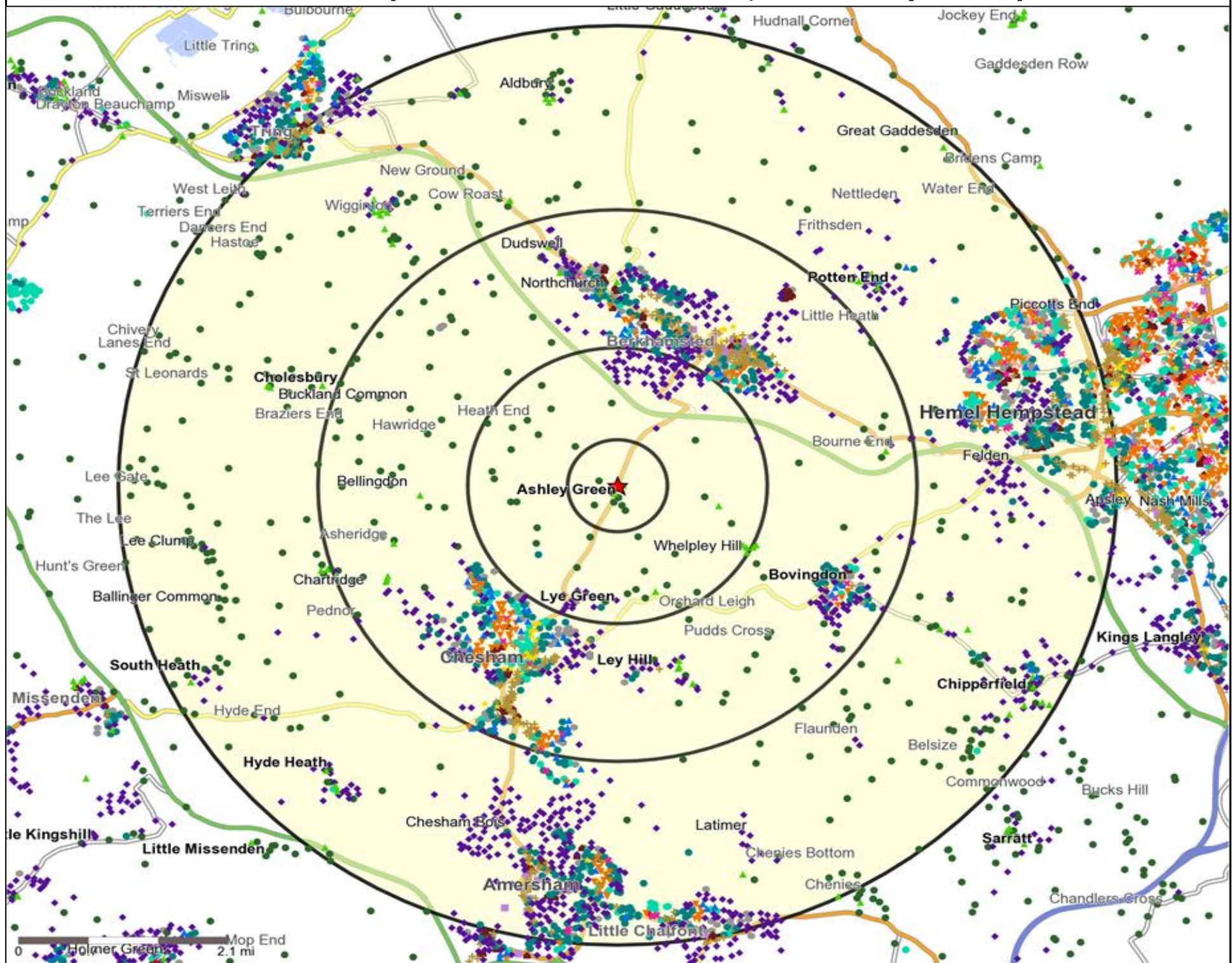
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	66	834	10,090	22,791	40,075	91	107	106	107	108
16-17	10	105	1,165	2,762	4,873	112	109	99	105	106
18-24	26	212	3,076	7,075	13,241	74	56	67	69	74
25-34	19	218	5,688	12,375	23,966	36	38	82	80	89
35-44	42	494	7,438	15,777	27,499	86	94	116	109	110
45-54	104	810	7,574	17,730	29,732	190	137	105	110	106
55-64	62	636	6,087	13,544	22,498	142	135	106	105	101
65+	57	855	9,591	21,647	35,780	82	114	105	106	101
Population estimate 2015	386	4,164	50,709	113,701	197,664	100	100	100	100	100

Ethnicity - Census 2011

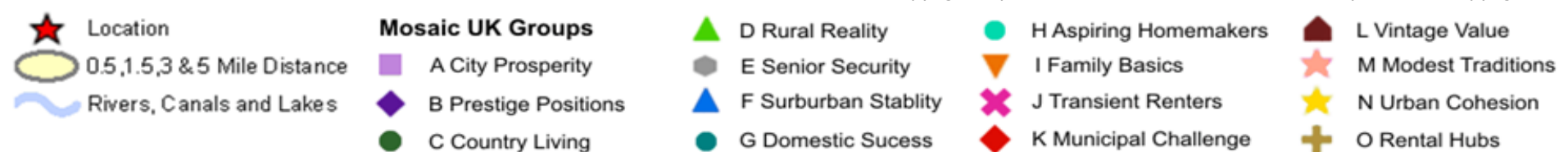
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	391	3,921	45,106	100,991	172,012	98%	96%	91%	92%	90%
Mixed / Multiple Ethnic Groups	5	49	1,052	2,350	4,272	1%	1%	2%	2%	2%
Asian / Asian British	4	102	2,821	5,340	10,323	1%	2%	6%	5%	5%
Black / African / Caribbean / Black British	1	8	483	1,082	3,229	0%	0%	1%	1%	2%
Other Ethnic Group	0	14	231	460	910	0%	0%	0%	0%	0%
All People (Ethnic Group)	401	4,094	49,693	110,223	190,746	100	100	100	100	100



Mosaic UK Map and Data: GOLDEN EAGLE, CHESHAM (202776)



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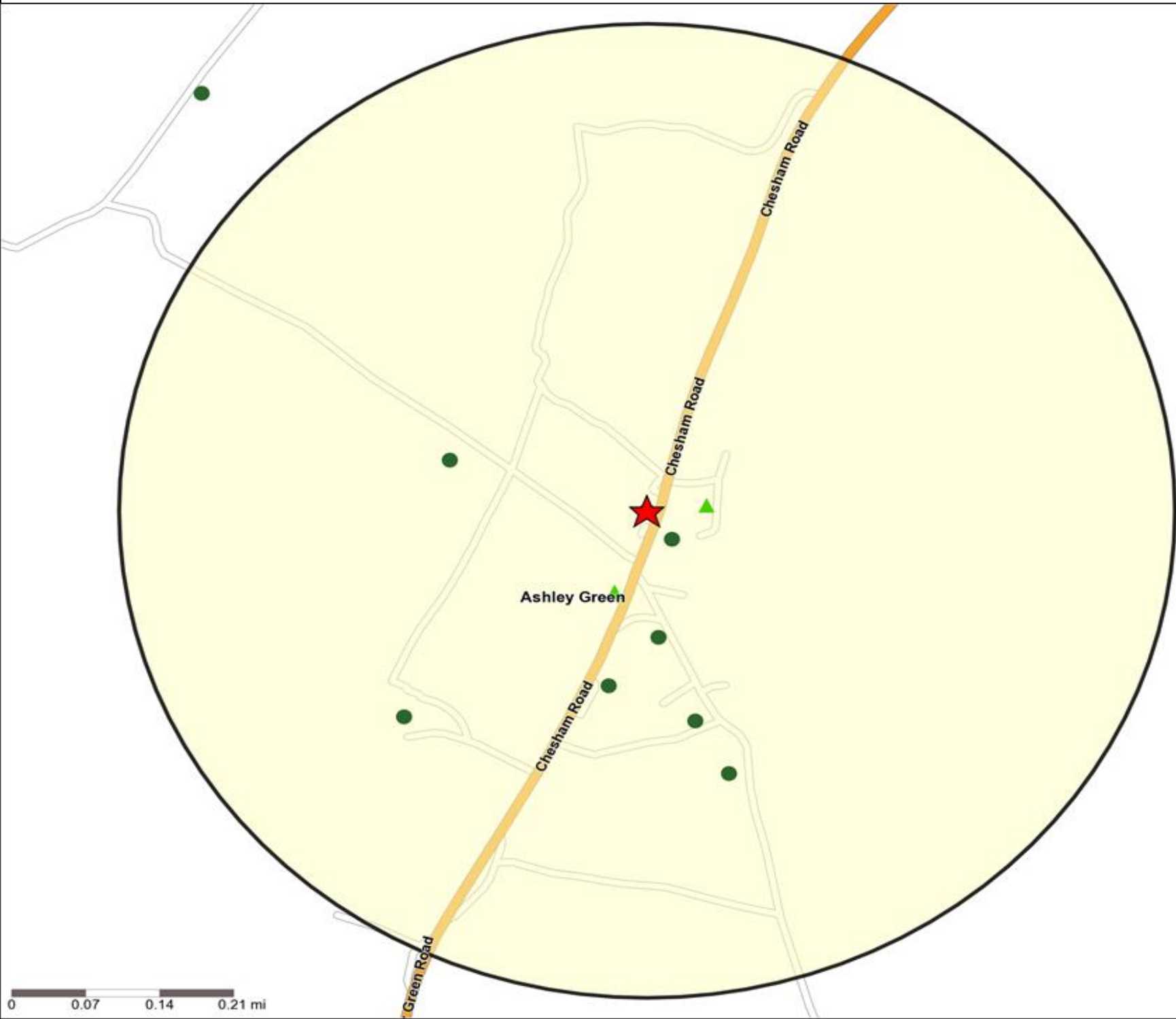
Mosaic UK Data Table (Residential)

	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	6	513	687	794	0	4	31	19	12
B Prestige Positions (18+)	0	1,962	10,037	23,488	32,839	0	835	356	370	298
C Country Living (18+)	249	691	2,123	6,467	6,406	1,153	309	79	107	61
D Rural Reality (18+)	62	234	677	1,864	3,064	288	105	25	31	29
E Senior Security (18+)	0	73	3,244	6,658	12,361	0	28	103	94	100
F Suburban Stability (18+)	0	11	1,893	3,598	7,146	0	6	80	68	77
G Domestic Success (18+)	0	187	7,389	16,086	26,719	0	69	227	219	210
H Aspiring Homemakers (18+)	0	20	2,643	7,421	18,103	0	7	75	94	131
I Family Basics (18+)	0	0	3,147	6,047	15,096	0	0	113	96	138
J Transient Renters (18+)	0	0	269	1,269	2,776	0	0	12	25	32
K Municipal Challenge (18+)	0	0	0	156	697	0	0	0	3	8
L Vintage Value (18+)	0	0	1,410	2,868	5,739	0	0	58	52	60
M Modest Traditions (18+)	0	12	78	988	2,871	0	8	4	24	40
N Urban Cohesion (18+)	0	0	981	1,221	2,362	0	0	48	27	30
O Rental Hubs (18+)	0	27	4,275	8,380	14,454	0	11	143	125	124
Adults 18+ estimate 2015	311	3,223	38,679	87,198	151,427	100	100	100	100	100

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Mosaic UK Map and Data: GOLDEN EAGLE, CHESHAM (202776)



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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

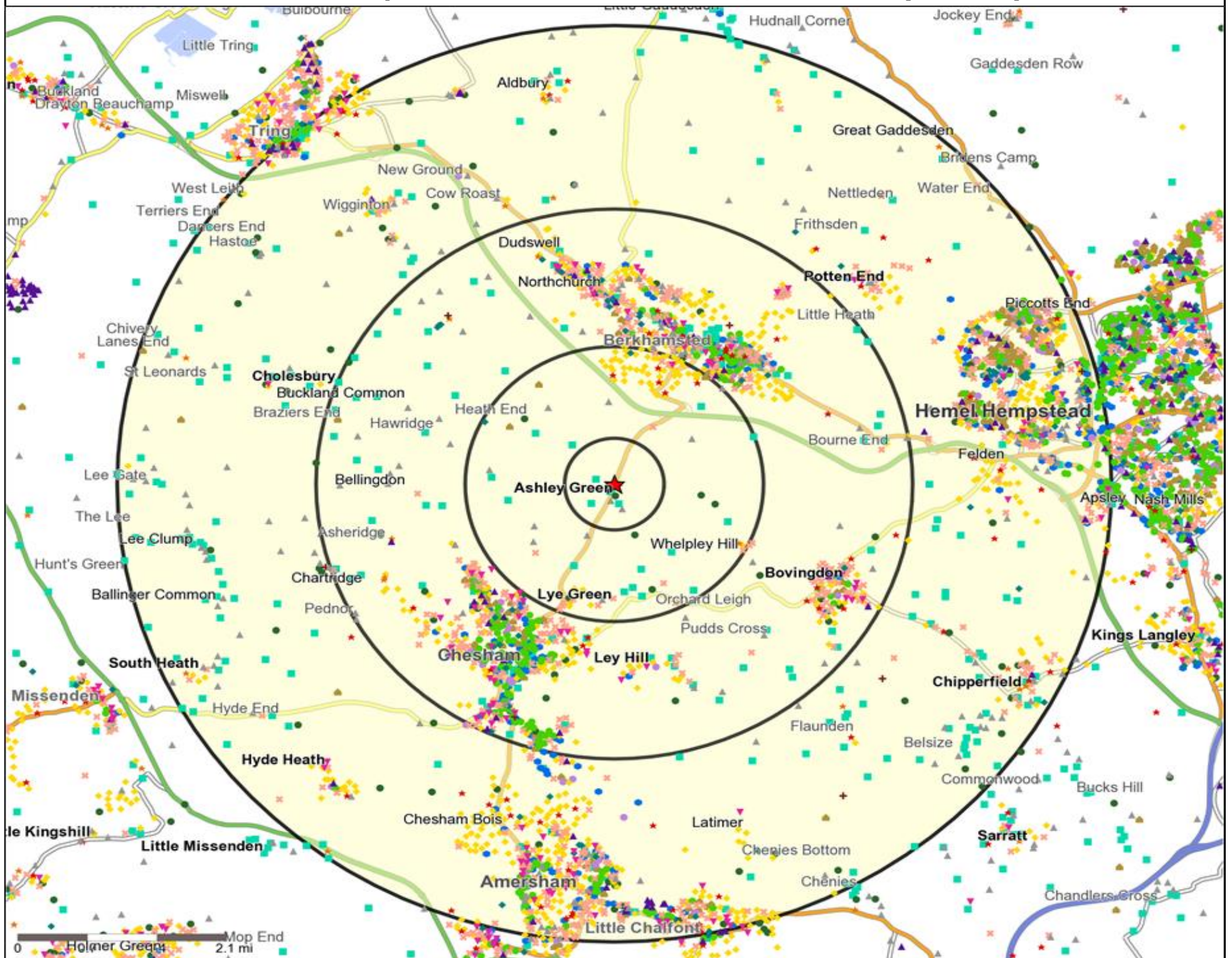
N Urban Cohesion

O Rental Hubs

Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	249	1,153
D Rural Reality (18+)	62	288
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+)	0	0
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	311	100



Occasions Map and Data: GOLDEN EAGLE, CHESHAM (202776)



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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

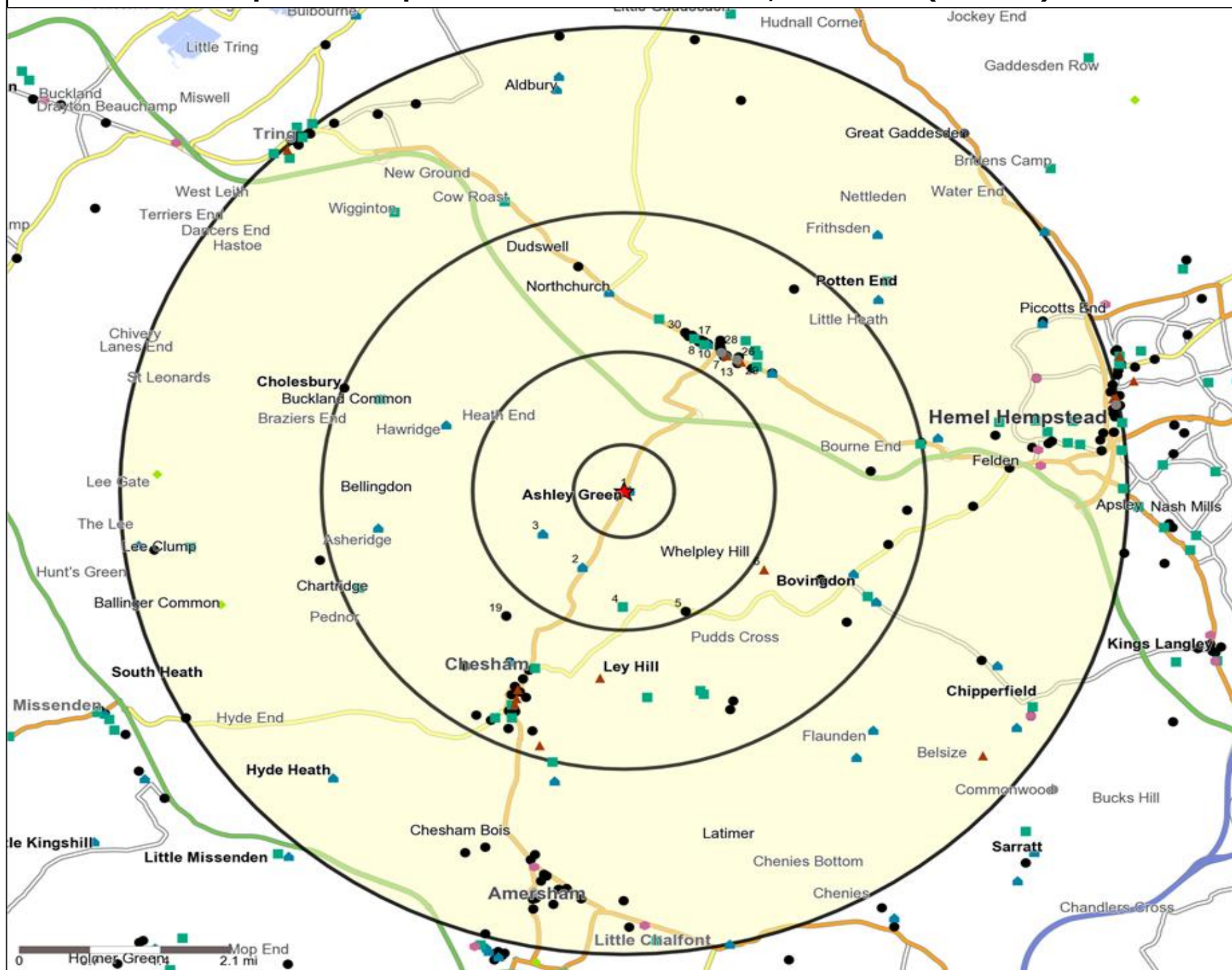
Occasions Data Table

	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	42	178	2,115	4,762	7,917	193	88	77	77	71
02 Early Doors	19	204	1,884	4,448	7,891	104	121	82	85	85
03 Everyday is Friday	15	88	1,890	4,280	8,520	96	61	96	96	107
04 Weekend Millionaires	7	43	1,516	3,581	7,982	31	21	54	56	70
05 Out On The Town	13	137	2,636	6,195	11,421	60	69	97	100	104
06 Business and Pleasure	35	161	2,036	4,714	7,446	314	156	145	148	131
07 Sporting Pints	4	35	2,175	4,747	10,005	17	16	72	70	82
08 Student Social	27	162	1,395	3,341	5,358	268	174	110	116	104
09 Leisurely Lunch	22	244	2,982	6,601	11,073	104	124	112	109	102
10 Wining and Dining	12	295	3,835	8,398	14,221	50	132	126	122	115
11 Household Outing	17	84	2,258	5,133	10,303	89	48	94	94	106
12 Midweek Meal Deal	11	39	678	1,633	3,288	102	39	50	53	60
13 Date Night	12	362	3,579	8,006	13,072	70	229	166	164	150
14 Birthday Treat	16	296	2,903	6,368	10,723	93	187	134	130	123
15 Pre Show Meal	8	74	886	2,020	3,529	136	136	119	120	117
Number of Occasions	260	2,402	32,768	74,227	132,749	100	100	100	100	100

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Competition Map and Data: GOLDEN EAGLE, CHESHAM (202776)



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

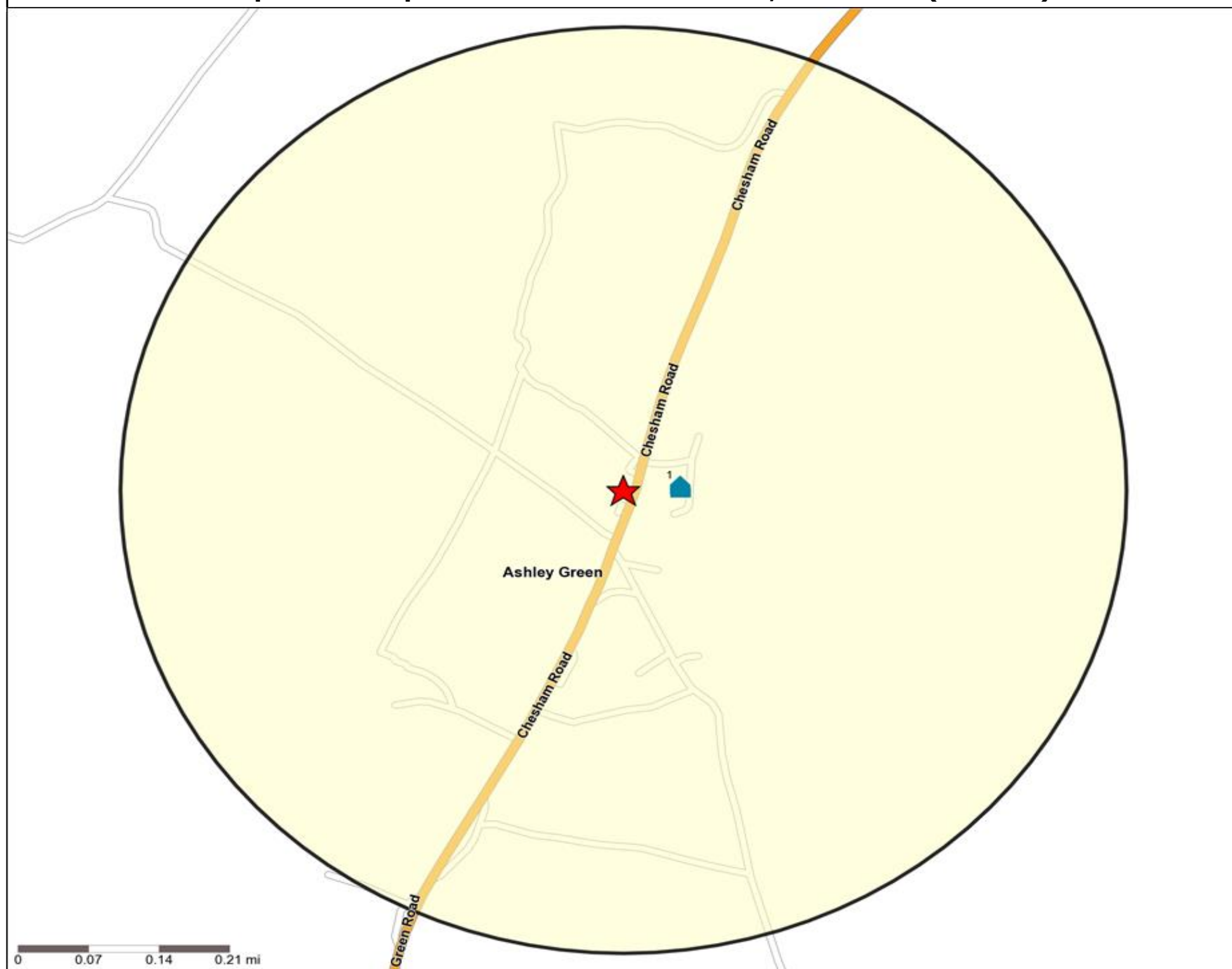


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	2	6
Circuit Bar	0	0	6	10
Community Local	0	1	17	33
Dry Led	1	3	12	24
Branded Food Pub	0	0	0	6
Rural	0	0	1	2
Other	0	1	57	131
Total	1	5	95	212



Competition Map and Data: GOLDEN EAGLE, CHESHAM (202776)



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	0
Dry Led	1
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: GOLDEN EAGLE, CHESHAM (202776)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	GOLDEN EAGLE, CHESHAM	ASHLEY GREEN, BUCKS, HP5 3PW	Punch Taverns	HP 5 3PW	Punch Taverns	0.00
1	Bellcote	Chesham Road, Ashley Green, Chesham	Marston's	HP 5 3PR	Dry Led	0.06
2	Golden Eagle	Ashley Green Road, Chesham	Punch Pub Company	HP 5 3PF	Dry Led	0.92
3	Black Horse	The Vale, Chesham	Punch Pub Company	HP 5 3NS	Dry Led	0.93
4	Black Cat	Lycrome Road, Lye Green, Chesham	Independent Free	HP 5 3LF	Community Local	1.25
5	Chesham Bowling Club	Rushmere Lane, Orchard Leigh, Chesham	Independent Free	HP 5 3QY	Other	1.44
6	White Hart	Whelpley Hill, Chesham	Independent Free	HP 5 3RL	Circuit Bar	1.63
7	Peaches	3 Prince Edward Street, Berkhamsted	Independent Free	HP 4 3EZ	Other	1.76
8	North Church Social Centre	Bell Lane, Northchurch, Berkhamsted	Independent Free	HP 4 1AA	Other	1.77
9	Ask Italian	247-249 High Street, Berkhamsted	Azzurri Group Ltd	HP 4 1AB	Other	1.77
10	George Inn	261 High Street, Berkhamsted	Enterprise Inns	HP 4 1AB	Community Local	1.77
11	Jade Lotus	157-159 High Street, Berkhamsted	Independent Free	HP 4 3HB	Other	1.78
12	Bills	163-165 High Street, Berkhamsted	Bills	HP 4 3HB	Cafe / Wine Bar	1.78
13	Rex Cinema	High Street, Berkhamsted	Independent Free	HP 4 2FG	Other	1.78
14	Berkhamsted Civic Centre	161 High Street, Berkhamsted	Independent Free	HP 4 3HD	Other	1.78
15	Crown	145 High Street, Berkhamsted	Wetherspoon	HP 4 3HH	Circuit Bar	1.78
16	Thai Cottage	149 High Street, Berkhamsted	Independent Free	HP 4 3HH	Other	1.78
17	Lamb	277 High Street, Berkhamsted	Punch Pub Company	HP 4 1AJ	Community Local	1.78
18	Kings Arms	147 High Street, Berkhamsted	Oakman Inns & Restaurants	HP 4 3HL	Dry Led	1.78
19	Chesham Belmont Club	Windsor Road, Chesham	Independent Free	HP 5 2DF	Other	1.78
20	New Akash	307-309 High Street, Berkhamsted	Independent Free	HP 4 1AL	Other	1.79
21	Pink Orchid Thai Restaurant	333-337 High Street, Berkhamsted	Independent Free	HP 4 1AL	Other	1.79
22	Highwayman	262 High Street, Berkhamsted	Independent Free	HP 4 1AQ	Dry Led	1.79
23	Olive Tree	270 High Street, Berkhamsted	Independent Free	HP 4 1AQ	Other	1.79
24	Pennyfarthing Hotel	296-298 High Street, Berkhamsted	Oakman Inns & Restaurants	HP 4 1AH	Other	1.79
25	Porters Restaurant	300 High Street, Berkhamsted	Independent Free	HP 4 1ZZ	Other	1.80
26	Gatsby	97 High Street, Berkhamsted	Independent Free	HP 4 2DG	Cafe / Wine Bar	1.80
27	Pizza Express	350 High Street, Berkhamsted	Hony Capital	HP 4 1HT	Other	1.81
28	Carluccios	196 High Street, Berkhamsted	Carluccio's Restaurants Ltd	HP 4 3BA	Other	1.81
29	Goat	83 High Street, Berkhamsted	Punch Pub Company	HP 4 2DF	Circuit Bar	1.81
30	Blue Orchid	378 High Street, Berkhamsted	Independent Free	HP 4 1HU	Other	1.81