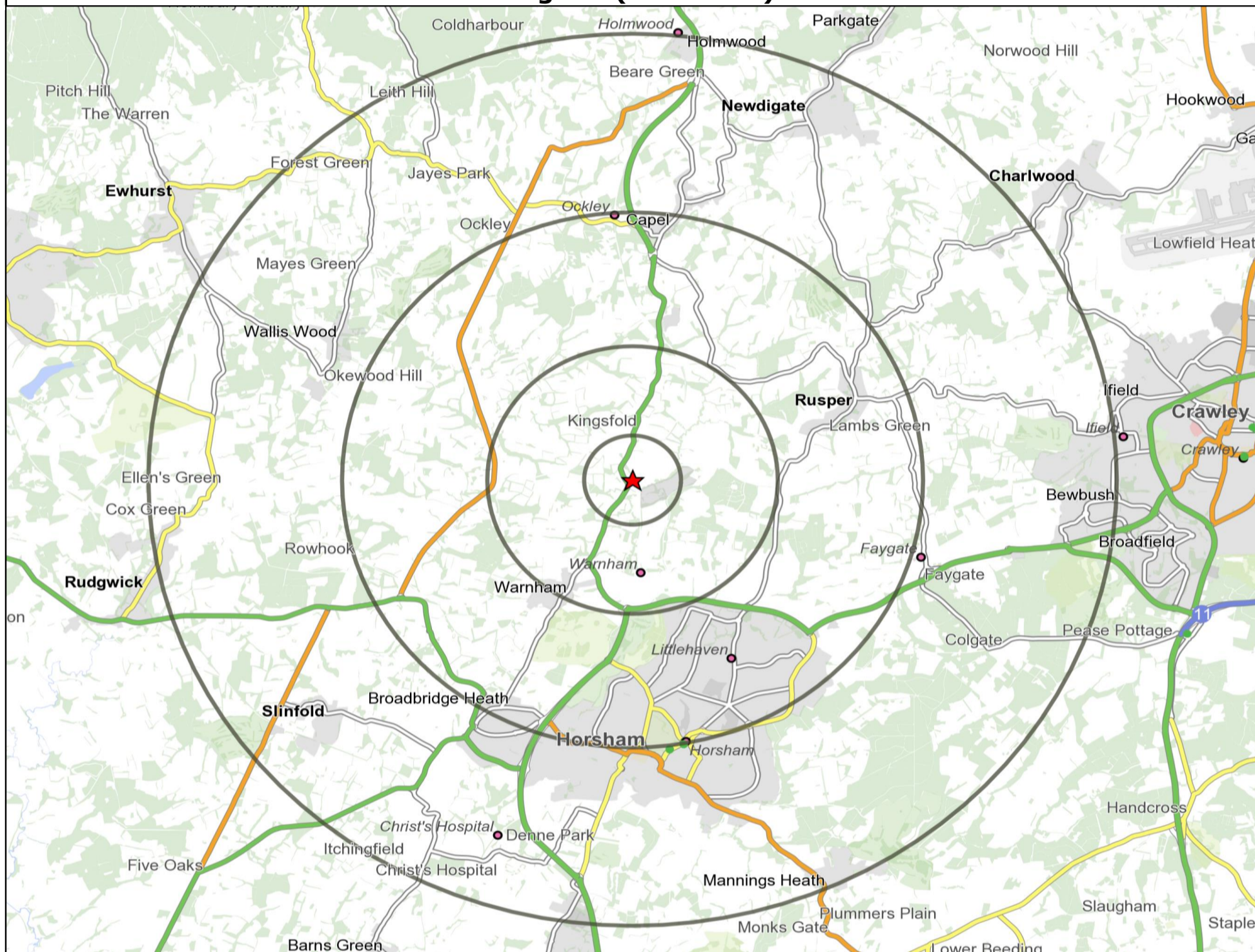




**Customer Profile Report for . (Punch Outlet Number: 326004)
Kingfold (RH12 3SA)**



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

Age Data Table

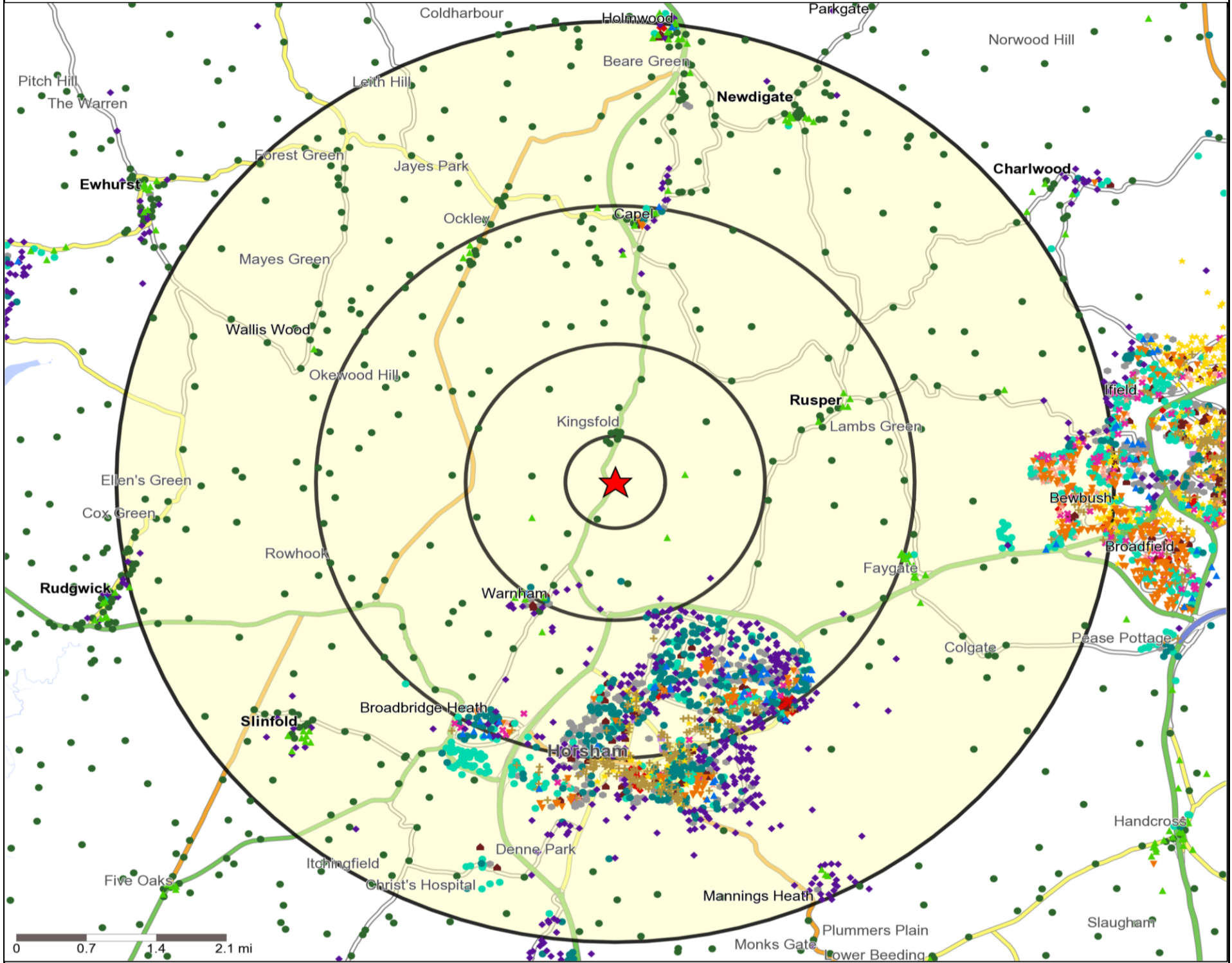
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	38	293	7,474	17,247	32,146	115	104	104	106	111
16-17	3	24	950	2,343	3,996	73	69	107	117	112
18-24	9	71	2,422	5,773	10,823	56	52	70	74	78
25-34	19	129	4,403	10,318	19,717	79	63	84	87	94
35-44	32	206	4,850	11,300	21,205	143	108	100	103	108
45-54	31	254	5,942	13,329	23,158	124	119	109	109	106
55-64	18	204	4,735	10,551	18,015	90	120	109	108	103
65+	26	319	7,594	15,532	25,142	82	118	110	100	91
Population estimate 2017	176	1,500	38,370	86,393	154,202	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	167	1,392	35,853	74,802	129,487	91%	96%	95%	93%	89%
Mixed / Multiple Ethnic Groups	3	14	610	1,500	3,207	2%	1%	2%	2%	2%
Asian / Asian British	9	28	915	3,011	9,280	5%	2%	2%	4%	6%
Black / African / Caribbean / Black British	3	12	175	1,041	2,930	2%	1%	0%	1%	2%
Other Ethnic Group	1	5	108	419	999	1%	0%	0%	1%	1%
All People (Ethnic Group)	183	1,451	37,661	80,773	145,903	100	100	100	100	100



Mosaic UK Map and Data: . (326004)



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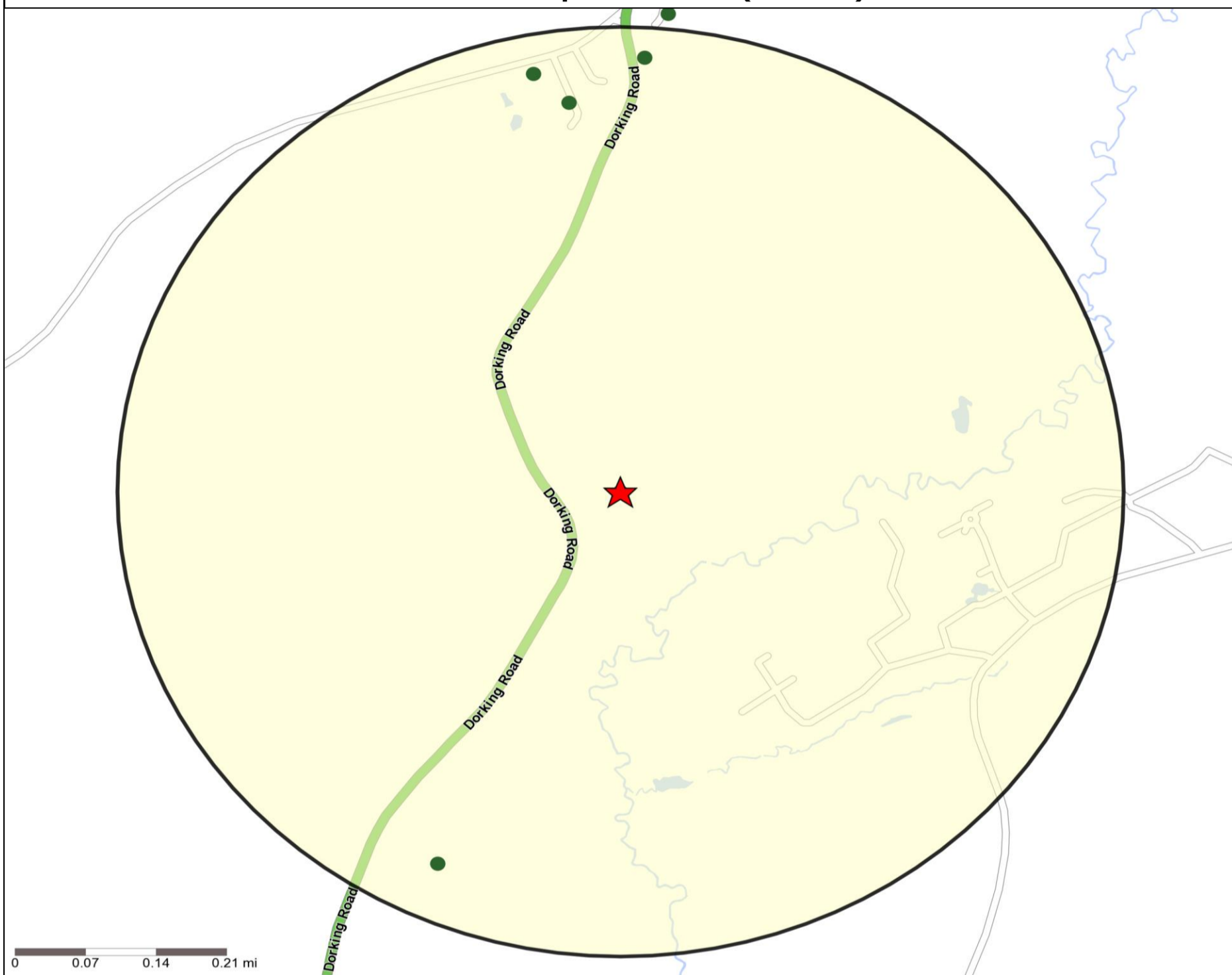
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient 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	82	125	183	0	0	6	4	4
B Prestige Positions (18+)	0	276	5,795	10,717	14,581	0	320	266	221	170
C Country Living (18+)	112	446	2,239	7,095	9,904	1,203	543	108	153	121
D Rural Reality (18+)	22	176	902	2,278	3,620	237	215	44	49	44
E Senior Security (18+)	0	82	3,448	5,827	9,380	0	85	142	107	98
F Suburban Stability (18+)	0	9	1,229	1,731	3,034	0	12	67	43	42
G Domestic Success (18+)	0	153	7,560	10,955	16,289	0	154	301	195	164
H Aspiring Homemakers (18+)	0	0	2,459	8,980	17,912	0	0	90	148	167
I Family Basics (18+)	0	0	1,209	4,921	11,800	0	0	56	102	139
J Transient Renters (18+)	0	0	256	1,445	3,619	0	0	15	38	53
K Municipal Challenge (18+)	0	0	244	756	1,622	0	0	14	19	23
L Vintage Value (18+)	0	41	1,127	2,170	4,161	0	55	60	52	56
M Modest Traditions (18+)	0	0	100	1,093	2,886	0	0	7	34	51
N Urban Cohesion (18+)	0	0	317	1,970	7,946	0	0	20	56	129
O Rental Hubs (18+)	0	0	2,944	6,611	10,977	0	0	128	129	121
Adults 18+ estimate 2017	134	1,183	29,911	66,674	117,914	100	100	100	100	100



Mosaic UK Map and Data: . (326004)



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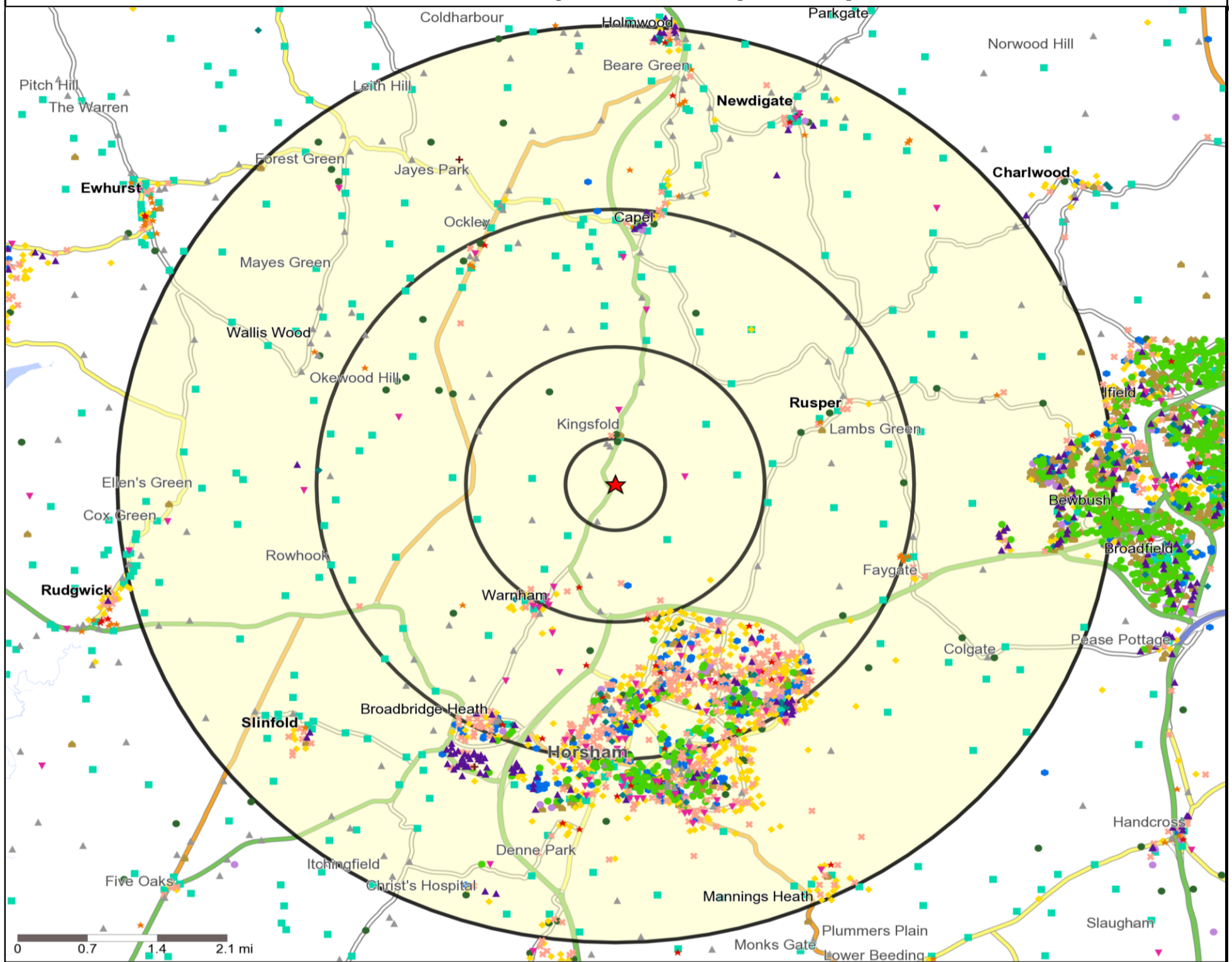
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N Urban Cohesion
- ✚ O Rental Hubs

Mosaic UK Data Table (Residential)

	Count: 0 - 0.5 Miles	Index: 0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	112	1,203
D Rural Reality (18+)	22	237
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 2017	134	100



Occasions Map and Data: . (326004)



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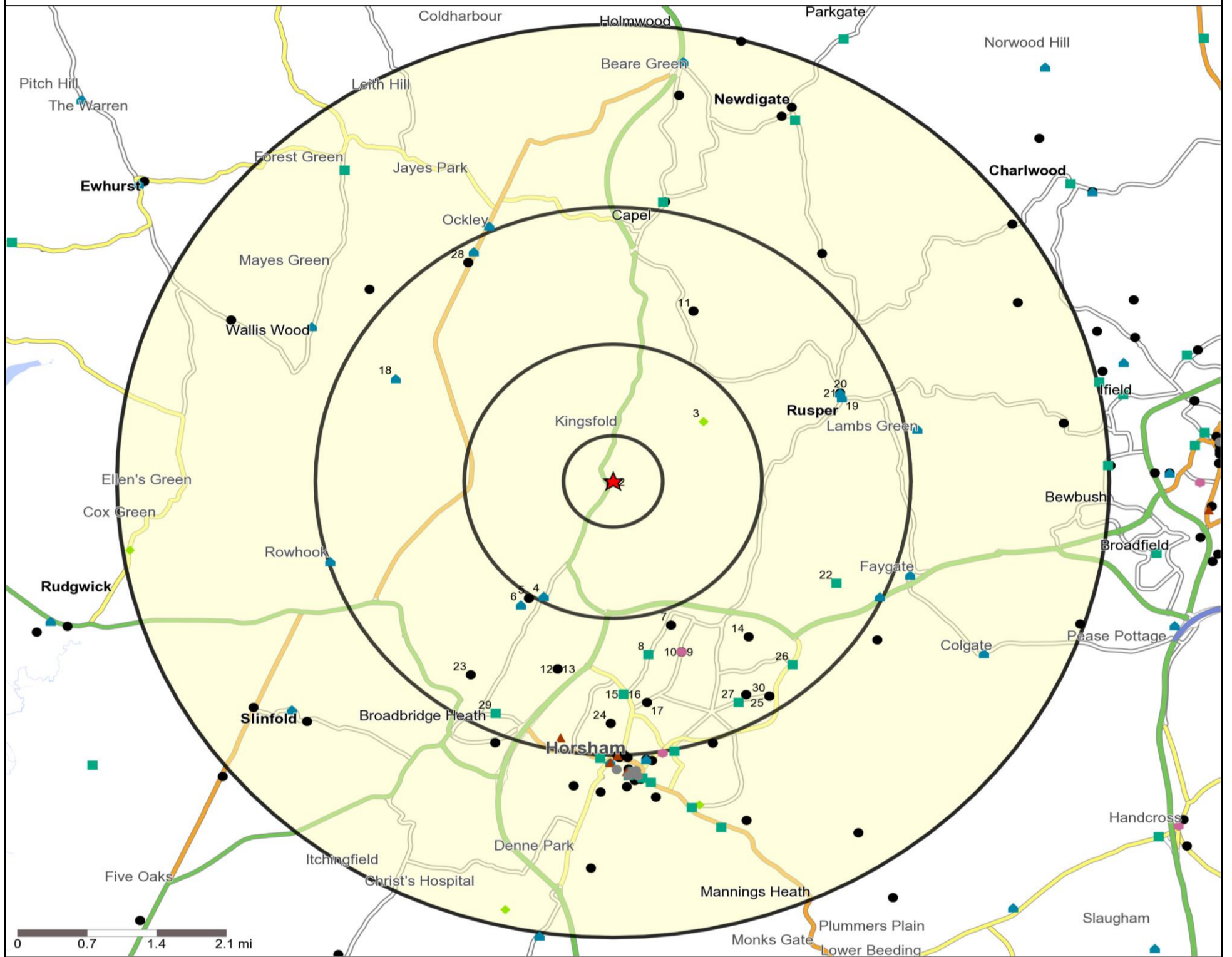
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- 10 Wining 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	18	103	1,580	3,883	7,053	182	140	80	84	82
02 Early Doors	8	57	1,356	3,201	6,070	97	92	83	83	85
03 Everyday is Friday	7	52	1,407	3,460	6,588	99	99	100	105	108
04 Weekend Millionaires	5	30	1,298	3,944	7,593	49	40	64	83	86
05 Out On The Town	6	47	2,038	4,706	8,788	61	64	105	103	104
06 Business and Pleasure	16	71	1,329	3,178	5,654	316	188	132	135	129
07 Sporting Pints	3	19	1,403	4,079	9,543	28	24	65	81	102
08 Student Social	10	51	992	1,989	3,370	218	149	109	93	85
09 Leisurely Lunch	11	94	2,126	4,613	8,132	114	131	111	103	98
10 Wining and Dining	5	91	2,755	5,683	9,654	46	112	127	111	102
11 Household Outing	10	59	1,510	4,267	9,051	115	91	88	105	121
12 Midweek Meal Deal	4	26	496	1,431	3,035	82	72	51	63	72
13 Date Night	4	76	2,563	5,219	8,165	51	131	166	144	122
14 Birthday Treat	6	75	1,935	3,906	6,754	77	130	125	108	100
15 Pre Show Meal	5	28	648	1,497	2,639	187	141	122	120	114
Number of Occasions	118	879	23,436	55,056	102,089	100	100	100	100	100



Competition Map and Data: . (326004)



Numbers on competition points relate to the distance ranking in the competition table on page 7.

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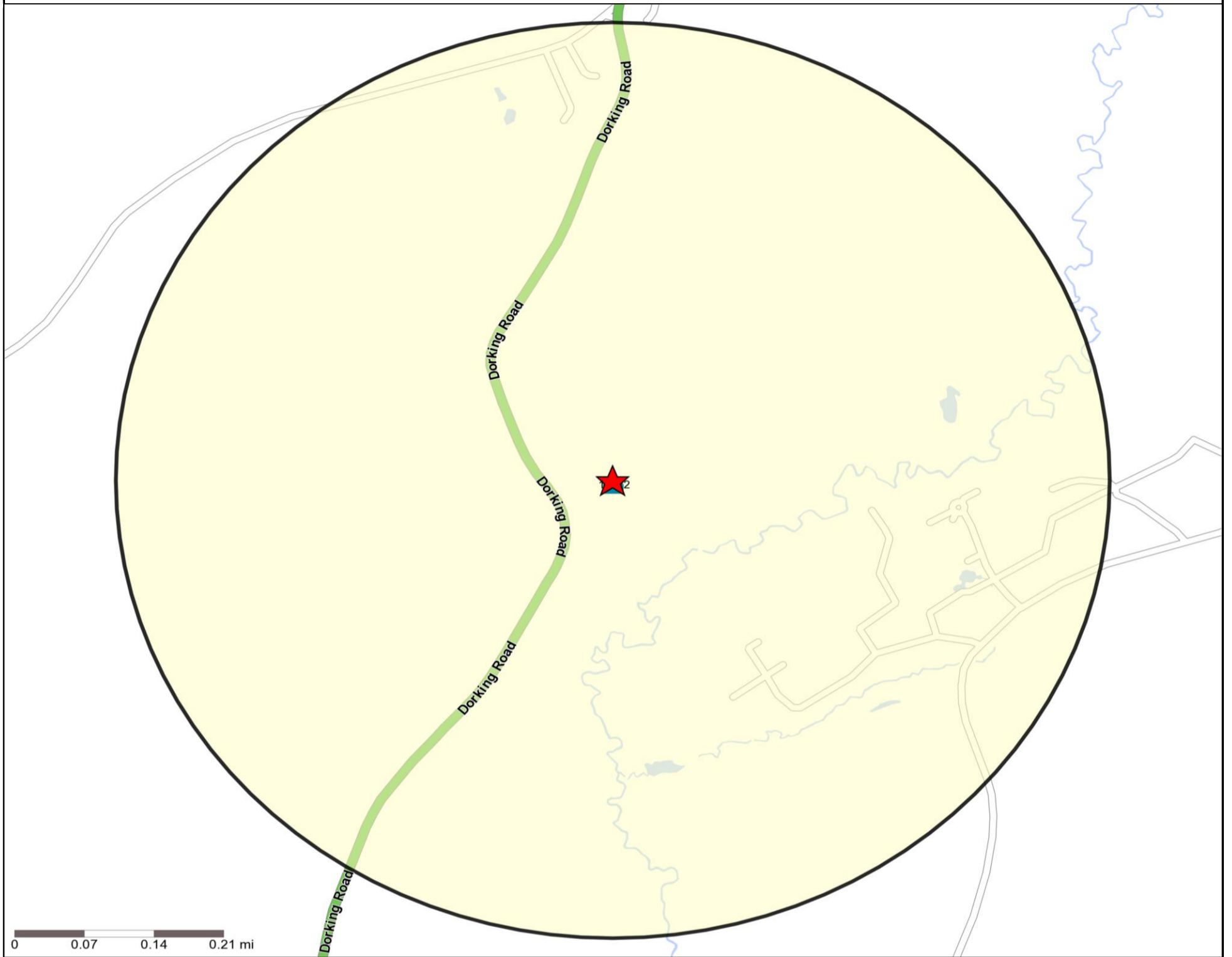
- Location
- Branded Food
- Dry Led
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Café / Wine Bar
- Rural Character
- Rivers, Canals and Lakes
- Circuit Bar
- Community Local

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	0	0	0	6
Circuit Bar	0	0	1	4
Community Local	0	0	6	19
Dry Led	2	3	10	19
Branded Food Pub	0	0	1	2
Rural	0	1	1	4
Other	0	0	15	64
Total	2	4	34	118












Competition Map and Data: . (326004)



Numbers on competition points relate to the distance ranking in the competition table on page 7.

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-  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	0
Dry Led	2
Branded Food Pub	0
Rural	0
Other	0
Total	2



Local Competition: . (326004)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	.	Kingfold	Punch Taverns	RH12 3SA	Punch Taverns	0.00
1	Dog & Duck	Dorking Road, Kingsfold, Horsham	Hall & Woodhouse	RH12 3SA	Dry Led	0.00
2	Owl At Kingsfold	Dorking Road, Kingsfold, Horsham	Heartstone Inns	RH12 3SA	Dry Led	0.00
3	Royal Oak	Friday Street, Rusper, Horsham	Independent Free	RH12 4QA	Rural Character	1.12
4	Sussex Oak	2 Church Street, Warnham, Horsham	Shepherd Neame	RH12 3QW	Dry Led	1.44
5	Warnham Comrades Club	Hollands Way, Warnham, Horsham	Independent Free	RH12 3RH	Other	1.54
6	Greets Inn	47 Friday Street, Warnham, Horsham	Ei Group	RH12 3QY	Dry Led	1.64
7	Horsham Bowling Club	Pondtail Road, Horsham	Independent Free	RH12 5EZ	Other	1.68
8	Rising Sun	41 Pondtail Road, Horsham	Hall & Woodhouse	RH12 5HP	Community Local	1.93
9	Sussex Barn	North Heath Lane, Horsham	Greene King	RH12 5PJ	Branded Food	1.99
10	Holbrook Social Club	Cook Road, Horsham	Independent Free	RH12 5PJ	Other	1.99
11	Taylor's Retreat	Rusper Road, Capel, Dorking	Independent Free	RH 5 5HF	Other	2.03
12	Rookwood Golf Club	Robin Hood Lane, Warnham, Horsham	Independent Free	RH12 3RR	Other	2.13
13	Ruckwood Golf Course	Robin Hood Lane, Warnham, Horsham	Independent Free	RH12 3RR	Other	2.13
14	Roffey Football Club	Bartholomew Way, Horsham	Independent Free	RH12 5JL	Other	2.18
15	Smith & Western	35 North Parade, Horsham	Smith & Western	RH12 2QR	Other	2.34
16	Dog & Bacon	North Parade, Horsham	Hall & Woodhouse	RH12 2QR	Community Local	2.34
17	Wimblehurst Hotel	6 Wimblehurst Road, Horsham	Independent Free	RH12 2ED	Other	2.44
18	Punchbowl Inn	Okewood Hill, Dorking	Time Well Spent	RH 5 5PU	Dry Led	2.46
19	Star Inn	Horsham Road, Rusper, Horsham	Ei Group	RH12 4RA	Dry Led	2.48
20	Ghyll Manor Hotel & Restaurant	High Street, Rusper, Horsham	Independent Free	RH12 4PX	Other	2.48
21	Plough Inn & Attic Room	High Street, Rusper, Horsham	Ei Group	RH12 4PX	Dry Led	2.48
22	Frog & Nightgown	Wimland Road, Faygate, Horsham	Independent Free	RH12 4SS	Community Local	2.51
23	Broadbridge Heath Cricket Club	Byfleets Lane, Broadbridge Heath, Horsham	Independent Free	RH12 3PB	Other	2.56
24	Horsham Trinity Cricket & Social Club	2 Victory Road, Horsham	Independent Free	RH12 2JF	Other	2.65
25	Roffey Social & Sports Club	Spooners Road, Horsham	Independent Free	RH12 4DY	Other	2.70
26	Norfolk Arms	Crawley Road, Roffey, Horsham	Hall & Woodhouse	RH12 4NB	Community Local	2.70
27	Star	108 Crawley Road, Horsham	Ei Group	RH12 4DT	Community Local	2.73
28	Bryces	Stane Street, Ockley, Dorking	Independent Free	RH 5 5TH	Other	2.80
29	Shelley Arms	16-18 Old Guildford Road, Broadbridge Heath, Horsham	Ei Group	RH12 3JU	Community Local	2.80
30	Roffey Cricket Club	Crawley Road, Horsham	Independent Free	RH12 4HE	Other	2.83