



**Customer Profile Report for KINGS HEAD, CHEDDAR (Punch Outlet Number: 300175)
1 SILVER STREET, CHEDDAR, BS27 3LE (BS27 3LE)**



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

Age Data Table

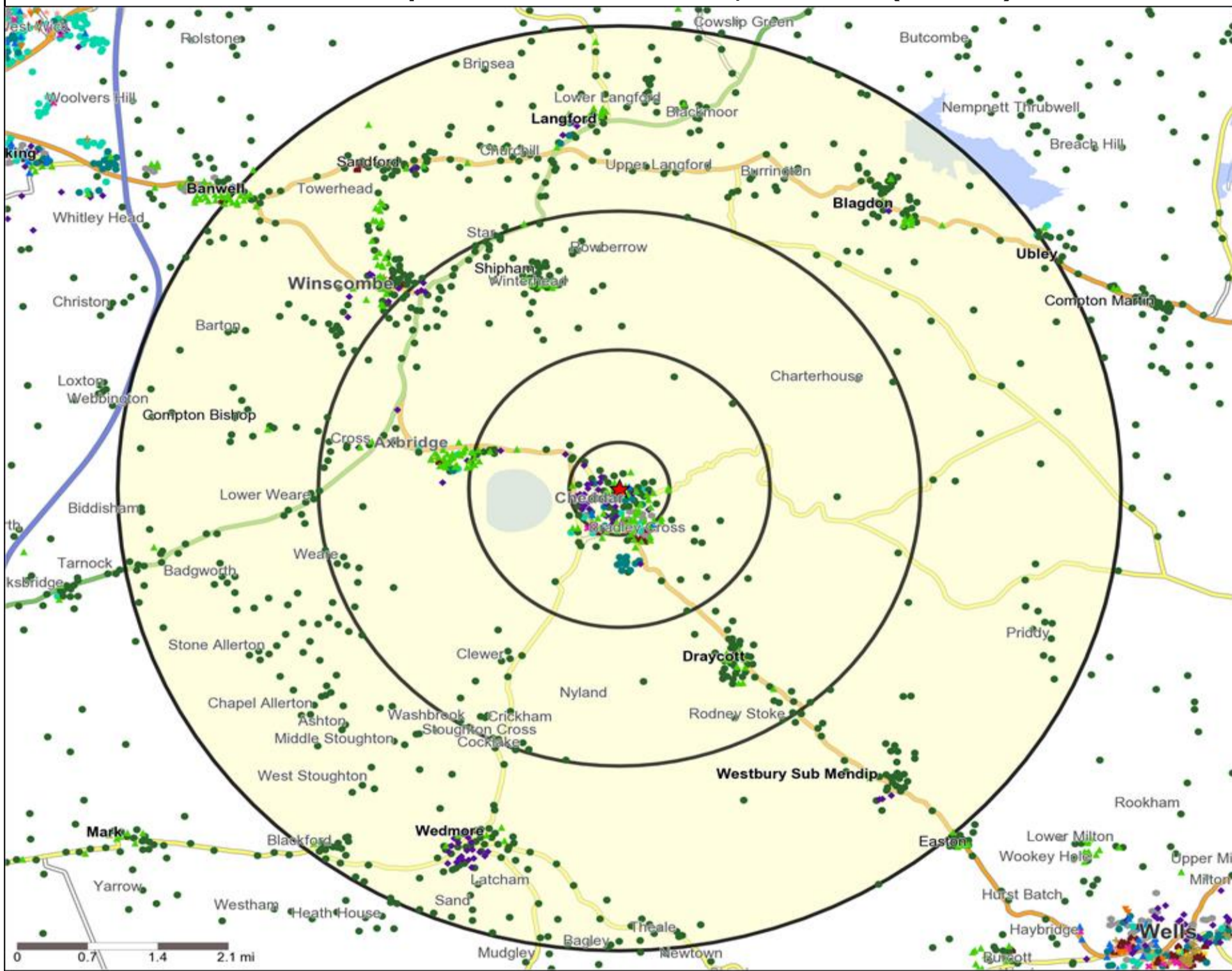
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	697	1,149	2,110	4,446	4,772	89	94	93	90	92
16-17	114	204	375	707	742	118	134	134	116	116
18-24	236	375	672	1,389	1,495	63	63	62	59	60
25-34	329	497	842	1,562	1,619	58	56	51	44	43
35-44	437	711	1,260	2,623	2,767	83	86	82	79	79
45-54	654	1,072	2,045	4,480	4,755	111	116	120	121	121
55-64	571	889	1,764	4,142	4,341	121	120	129	140	139
65+	1,118	1,645	2,997	6,849	7,124	149	140	138	145	143
Population estimate 2015	4,156	6,542	12,065	26,198	27,615	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	3,889	6,135	11,466	25,120	26,507	98%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	29	44	88	202	213	1%	1%	1%	1%	1%
Asian / Asian British	33	52	144	210	220	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	1	3	9	34	33	0%	0%	0%	0%	0%
Other Ethnic Group	1	1	14	57	67	0%	0%	0%	0%	0%
All People (Ethnic Group)	3,953	6,235	11,721	25,623	27,040	100	100	100	100	100



Mosaic UK Map and Data: KINGS HEAD, CHEDDAR (300175)



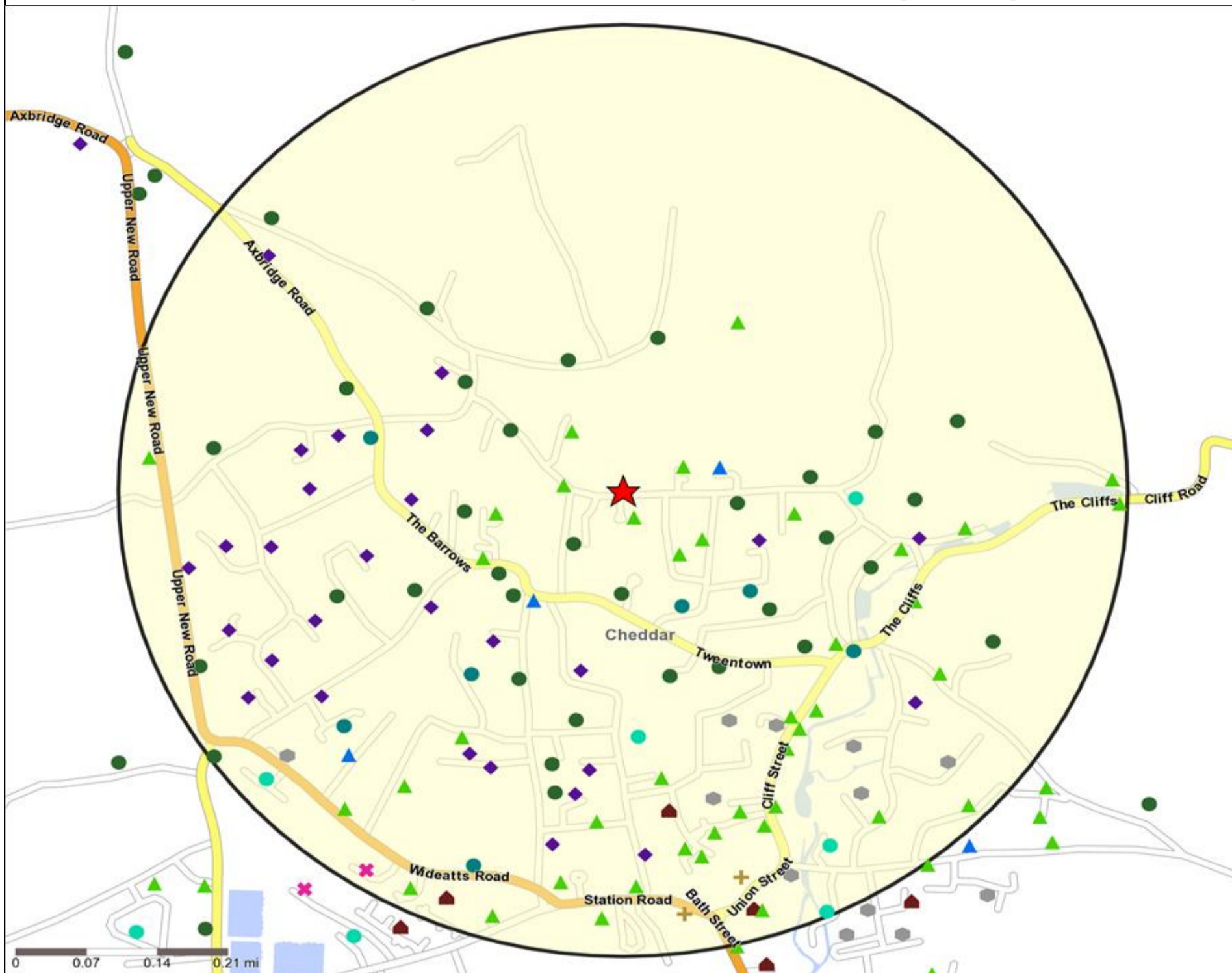
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- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- C Country Living
- B Prestige Positions
- G Domestic Success
- H Aspiring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

	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+)	605	717	857	1,633	1,632	248	190	124	107	102
C Country Living (18+)	816	1,269	3,859	11,543	11,680	351	353	586	795	766
D Rural Reality (18+)	916	1,438	2,706	5,119	5,787	395	401	412	353	380
E Senior Security (18+)	197	350	350	371	591	72	83	45	22	33
F Suburban Stability (18+)	78	81	81	81	81	38	26	14	6	6
G Domestic Success (18+)	227	564	672	841	841	81	130	84	48	46
H Aspiring Homemakers (18+)	251	384	458	463	475	82	82	53	24	24
I Family Basics (18+)	0	0	0	0	0	0	0	0	0	0
J Transient Renters (18+)	38	52	52	52	52	20	17	10	4	4
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	179	276	352	696	715	85	85	59	53	52
M Modest Traditions (18+)	0	0	0	0	0	0	0	0	0	0
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	39	42	92	107	107	15	11	13	7	6
Adults 18+ estimate 2015	3,346	5,173	9,479	20,906	21,961	100	100	100	100	100



Mosaic UK Map and Data: KINGS HEAD, CHEDDAR (300175)



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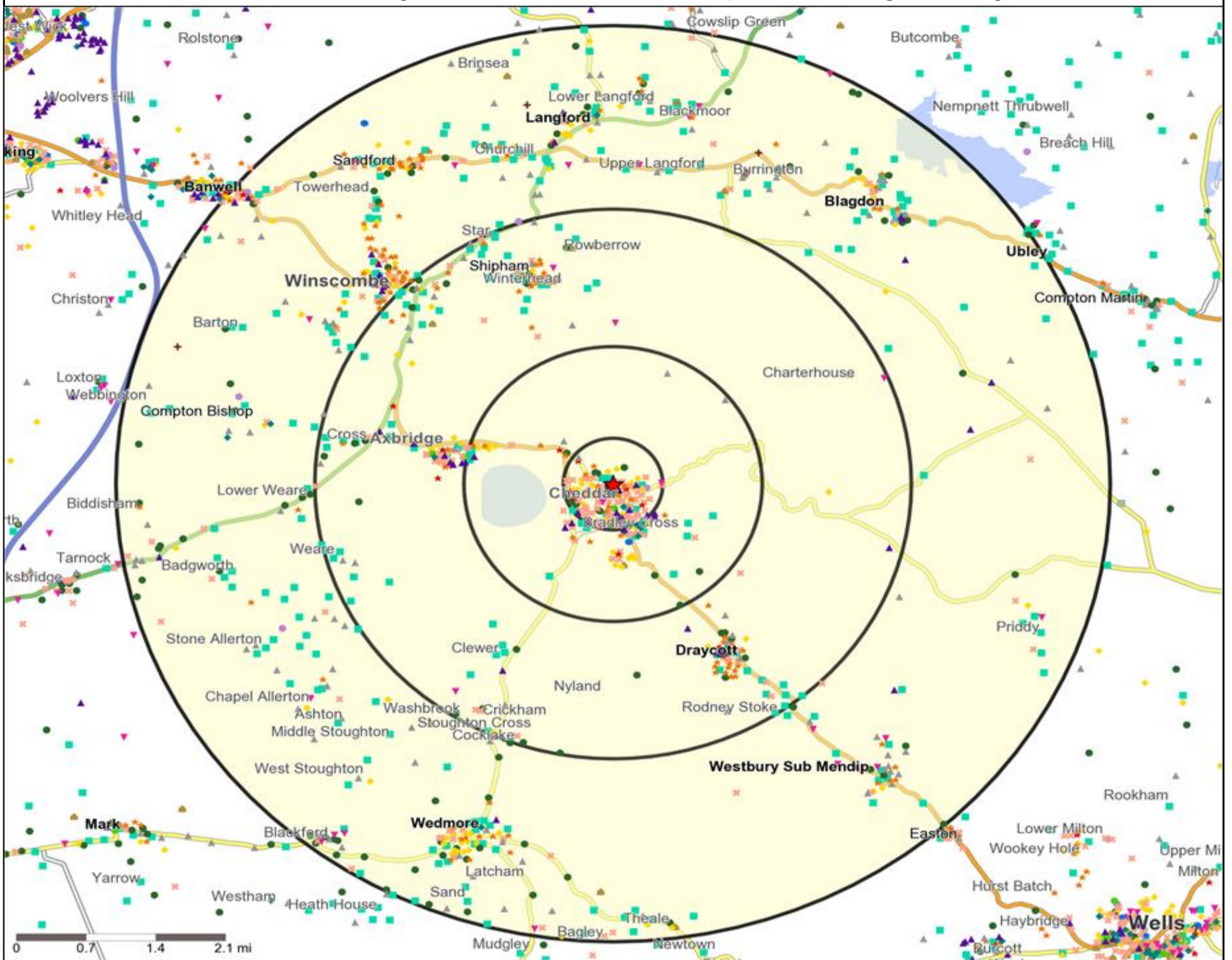
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
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- L Vintage Value
- ★ M Modest Traditions
- ★ N Urban Cohesion
- ✕ O Rental Hubs

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+)	605	248
C Country Living (18+)	816	351
D Rural Reality (18+)	916	395
E Senior Security (18+)	197	72
F Suburban Stability (18+)	78	38
G Domestic Success (18+)	227	81
H Aspiring Homemakers (18+)	251	82
I Family Basics (18+)	0	0
J Transient Renters (18+)	38	20
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	179	85
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	39	15
Adults 18+ estimate 2015	3,346	100



Occasions Map and Data: KINGS HEAD, CHEDDAR (300175)



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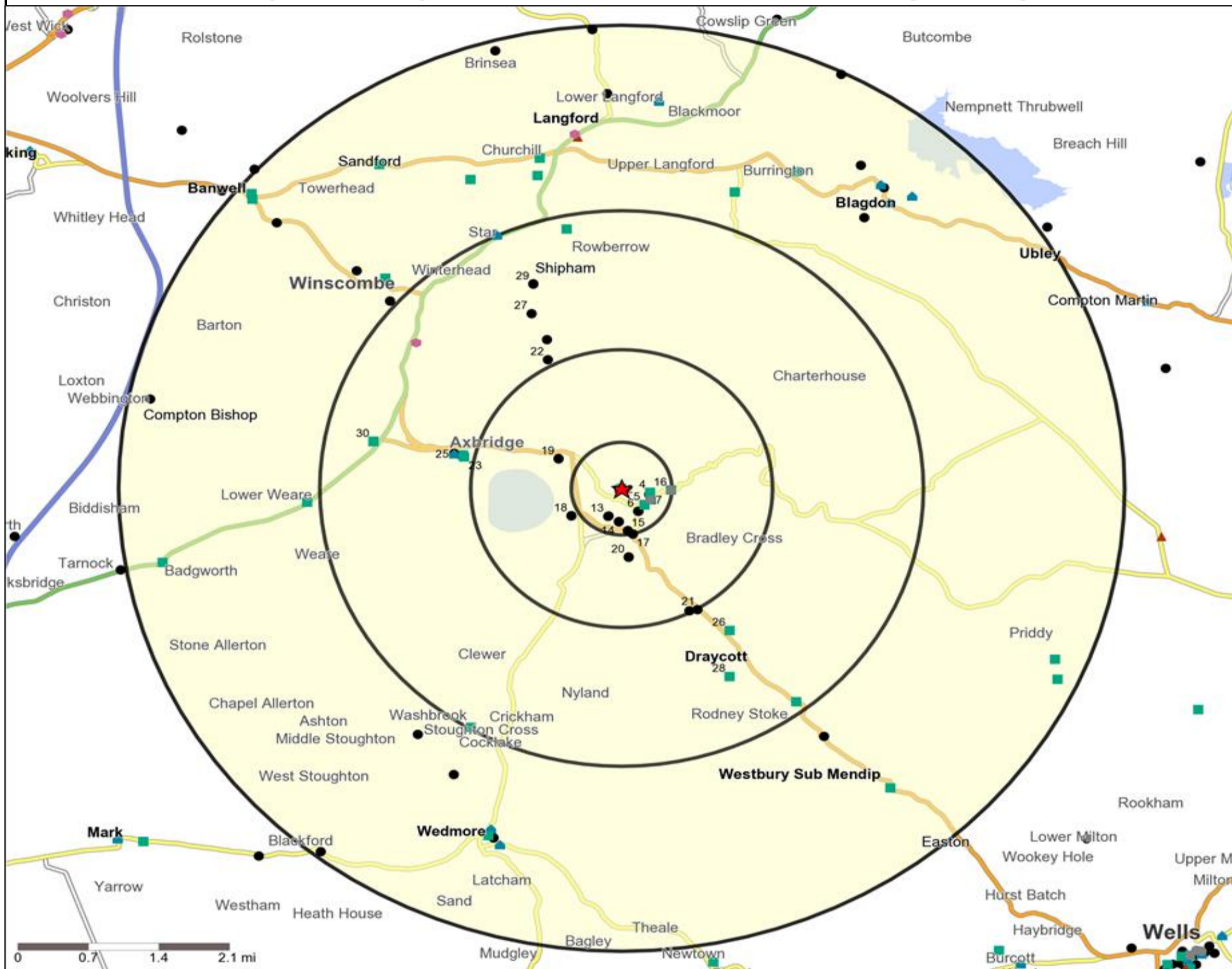
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- 01 Mine's a Pint
- 02 Early Doors
- 03 Everyday is Friday
- 04 Weekend Millionaires
- 05 Out On The Town
- 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- 09 Leisurly Lunch
- 10 Wining and Dining
- 11 Household 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	191	299	694	1,796	1,860	89	89	113	136	134
02 Early Doors	202	315	564	1,187	1,256	113	112	110	107	108
03 Everyday is Friday	161	248	422	845	890	105	104	97	89	90
04 Weekend Millionaires	142	220	357	650	719	64	64	57	48	50
05 Out On The Town	149	224	361	677	712	70	67	59	52	52
06 Business and Pleasure	75	136	349	1,006	1,004	68	79	111	148	141
07 Sporting Pints	93	138	193	317	358	40	38	29	22	24
08 Student Social	144	235	465	1,052	1,123	145	151	164	172	175
09 Leisurly Lunch	251	390	733	1,633	1,710	120	120	123	127	126
10 Wining and Dining	330	496	815	1,606	1,698	139	134	120	109	110
11 Household Outing	123	208	335	696	739	66	71	62	60	61
12 Midweek Meal Deal	134	211	523	1,227	1,248	127	128	173	188	182
13 Date Night	292	455	777	1,577	1,660	174	173	161	152	152
14 Birthday Treat	223	353	595	1,208	1,257	133	134	124	116	115
15 Pre Show Meal	44	71	128	324	342	76	78	77	90	91
Number of Occasions	2,554	3,999	7,311	15,801	16,576	100	100	100	100	100



Competition Map and Data: KINGS HEAD, CHEDDAR (300175)



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

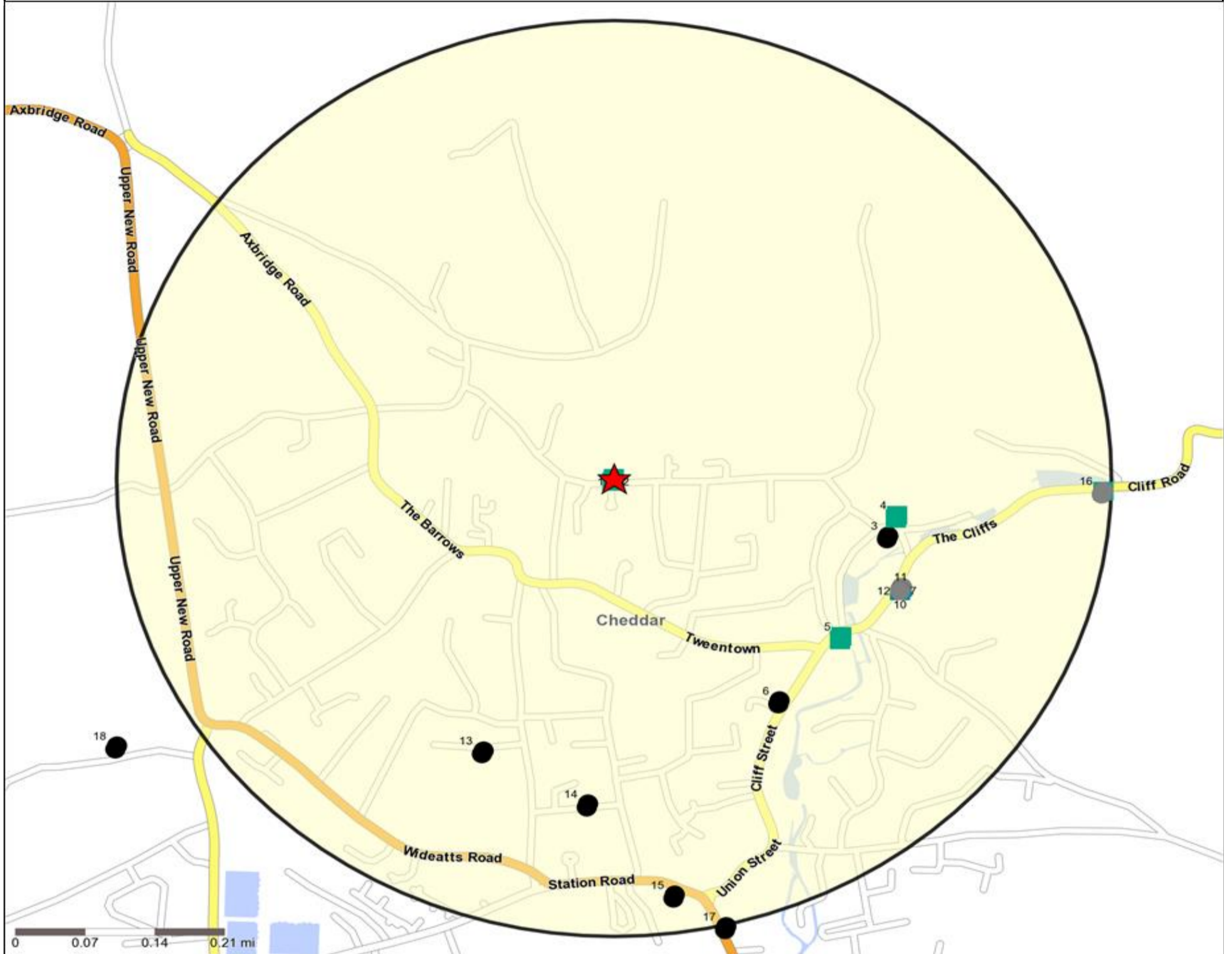
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

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	2	2	2	2
Circuit Bar	0	0	0	1
Community Local	3	3	10	23
Dry Led	2	2	3	11
Branded Food Pub	0	0	1	2
Rural	0	0	1	1
Other	9	13	18	41
Total	16	20	35	81



Competition Map and Data: KINGS HEAD, CHEDDAR (300175)



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
- Cafe / 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	2
Circuit Bar	0
Community Local	3
Dry Led	2
Branded Food Pub	0
Rural	0
Other	9
Total	16



Local Competition: KINGS HEAD, CHEDDAR (300175)

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, CHEDDAR	1 SILVER STREET, CHEDDAR, BS27 3LE	Punch Taverns	BS27 3LE	Punch Taverns	0.00
1	Gardeners Arms	35 Silver Street, Cheddar	Punch Pub Company	BS27 3LE	Dry Led	0.00
2	Kings Head	1 Silver Street, Cheddar	Punch Pub Company	BS27 3LE	Community Local	0.00
3	Franks	The Bays, Cheddar	Independent Free	BS27 3QL	Other	0.28
4	White Hart Inn	The Bays, Cheddar	Pubfolio Ltd	BS27 3QN	Community Local	0.29
5	Riverside Inn	Cliff Street, Cheddar	Enterprise Inns	BS27 3PX	Community Local	0.29
6	Gordons Hotel	Cliff Street, Cheddar	Independent Free	BS27 3PT	Other	0.30
7	Black Dog Saloon	The Cliffs, Cheddar	Independent Free	BS27 3QA	Cafe / Wine Bar	0.31
8	Shahnaz Indian Restaurant	The Cliffs, Cheddar	Independent Free	BS27 3QA	Other	0.31
9	Riverside Chinese Rest	The Cliffs, Cheddar	Independent Free	BS27 3QA	Other	0.31
10	Lao Thai Restaurant	The Cliffs, Cheddar	Independent Free	BS27 3QA	Other	0.31
11	Eidelweiss Restaurant	The Cliffs, Cheddar	Independent Free	BS27 3QA	Other	0.31
12	Galleries Inn	The Cliffs, Cheddar	Enterprise Inns	BS27 3QA	Dry Led	0.31
13	Yha Cheddar	Hillfield, Cheddar	Youth Hostel Association	BS27 3HN	Other	0.33
14	Fraser Hall	Cathay Lane, Cheddar	Independent Free	BS27 3HB	Other	0.36
15	Bath Arms Hotel	Bath Street, Cheddar	Enterprise Inns	BS27 3AA	Other	0.46
16	Cheddar Fish Bar	The Cliffs, Cheddar	Independent Free	BS27 3QE	Cafe / Wine Bar	0.49
17	Market Cross Hotel	Church Street, Cheddar	Independent Free	BS27 3RA	Other	0.51
18	Cheddar Valley Rugby Club	Sharpham Road, Cheddar	Independent Free	BS27 3DR	Other	0.58
19	Cheddar Woods	Axbridge Road, Cheddar	Independent Free	BS27 3DB	Other	0.70
20	Cheddar Football Club	Tweentown, Cheddar	Independent Free	BS27 3RL	Other	0.75
21	Cheddar Garden Centre	Draycott Road, Cheddar	Wyevale Garden Centres	BS27 3RU	Other	1.51
22	Lilypool Cafe & Farm Shop	Shipham Hill, Shipham, Winscombe	Independent Free	BS25 1RQ	Other	1.57
23	Crown Inn	St Marys Street, Axbridge	Independent Free	BS26 2BN	Community Local	1.60
24	Oak House Hotel	The Square, Axbridge	Unknown	BS26 2AP	Other	1.71
25	Lamb Hotel	The Square, Axbridge	Butcombe Brewery	BS26 2AP	Dry Led	1.71
26	Early Doors Cider & Ale Barn	Draycott, Cheddar	Independent Free	BS27 3YB	Community Local	1.87
27	Daneswood House Hotel	Cuck Hill, Shipham, Winscombe	Independent Free	BS25 1RD	Other	2.09
28	Strawberry Special	Station Road, Draycott, Cheddar	Independent Free	BS27 3TQ	Community Local	2.30
29	Penscott Farm House Hotel & Rest	The Square, Shipham, Winscombe	Independent Free	BS25 1TW	Other	2.38
30	White Hart	Old Coach Road, Cross, Axbridge	Pubfolio Ltd	BS26 2EE	Community Local	2.52