



**Customer Profile Report for GOLDEN FLEECE, WELLS NEXT SEA (Punch Outlet Number: 200220)  
THE QUAY, WELLS-NEXT-THE-SEA, NR23 1AH (NR23 1AH)**



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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	206	212	282	494	908	45	45	50	51	53
16-17	33	34	44	96	139	59	58	63	80	66
18-24	106	108	136	240	391	48	48	50	51	48
25-34	166	171	249	387	683	50	50	60	55	55
35-44	147	154	220	422	741	48	48	57	64	65
45-54	252	265	318	603	1,103	74	74	74	82	86
55-64	419	441	524	868	1,524	153	155	153	148	149
65+	1,087	1,126	1,250	2,069	3,565	250	249	230	222	219
Population estimate 2015	2,416	2,511	3,023	5,179	9,054	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	2,071	2,157	2,668	4,493	7,857	99%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	12	12	15	26	41	1%	1%	1%	1%	1%
Asian / Asian British	10	11	13	20	35	0%	1%	0%	0%	0%
Black / African / Caribbean / Black British	2	2	3	8	14	0%	0%	0%	0%	0%
Other Ethnic Group	1	1	1	3	12	0%	0%	0%	0%	0%
All People (Ethnic Group)	2,096	2,183	2,700	4,550	7,959	100	100	100	100	100



Mosaic UK Map and Data: GOLDEN FLEECE, WELLS NEXT SEA (200220)



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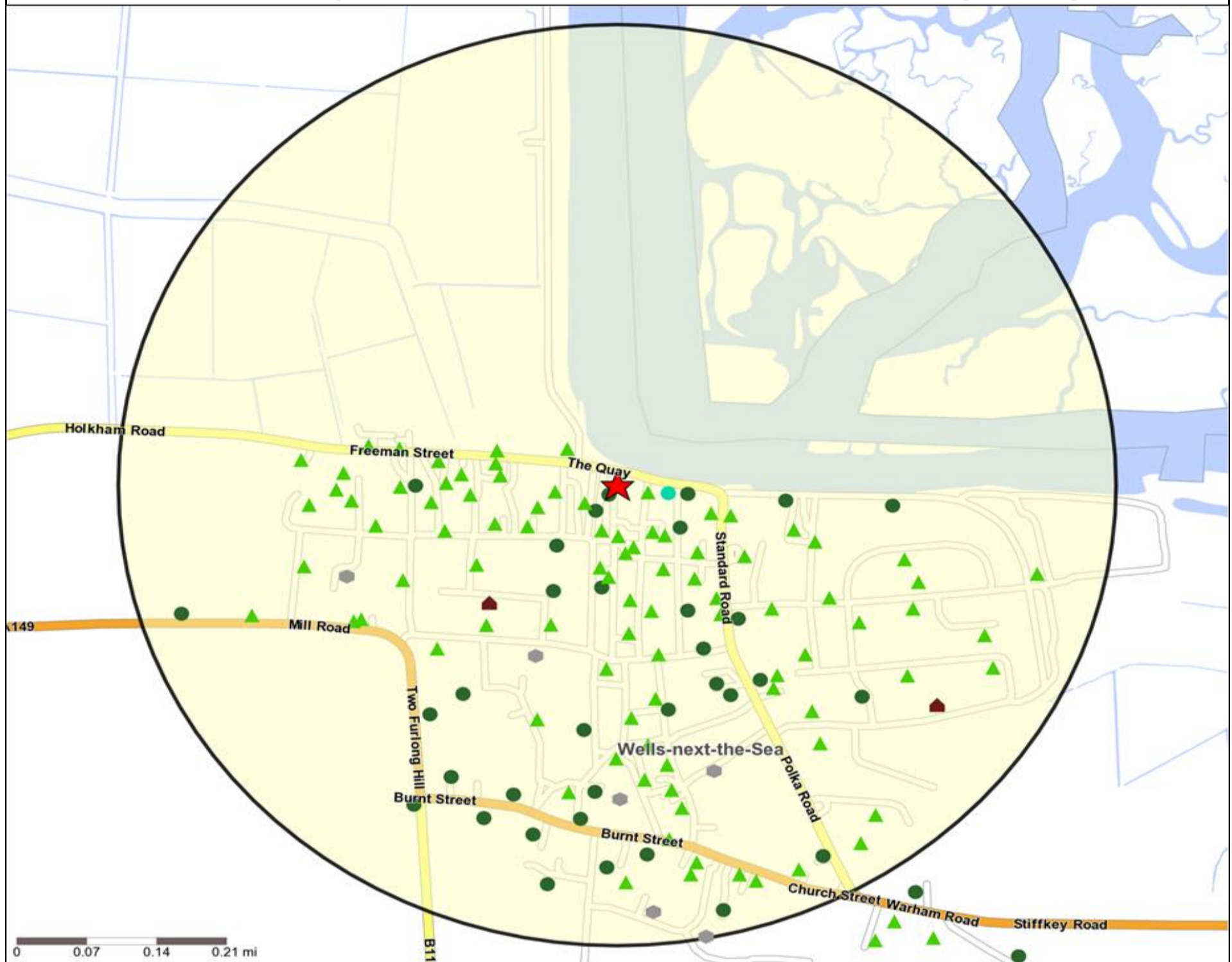
- Location
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- Rivers, Canals and Lakes
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- C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

**Mosaic UK Data Table (Residential)**

	Count:					Index:				
	0 - 0.5 Miles	0 - 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
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	0	0	0	0	16	0	0	0	0	3
<b>C Country Living (18+)</b>	451	502	845	2,001	3,783	299	319	451	628	680
<b>D Rural Reality (18+)</b>	1,522	1,559	1,650	2,386	3,689	1,010	994	882	750	665
<b>E Senior Security (18+)</b>	127	128	128	128	233	72	70	58	34	36
<b>F Suburban Stability (18+)</b>	0	0	0	0	103	0	0	0	0	21
<b>G Domestic Success (18+)</b>	0	0	0	0	19	0	0	0	0	3
<b>H Aspiring Homemakers (18+)</b>	14	14	14	14	71	7	7	6	3	10
<b>I Family Basics (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>J Transient Renters (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>K Municipal Challenge (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>L Vintage Value (18+)</b>	61	61	61	61	95	45	43	36	21	19
<b>M Modest Traditions (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>Adults 18+ estimate 2015</b>	<b>2,175</b>	<b>2,264</b>	<b>2,698</b>	<b>4,590</b>	<b>8,009</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: GOLDEN FLEECE, WELLS NEXT SEA (200220)**



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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+)	451	299
D Rural Reality (18+)	1,522	1,010
E Senior Security (18+)	127	72
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	14	7
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	61	45
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>2,175</b>	<b>100</b>



## Occasions Map and Data: GOLDEN FLEECE, WELLS NEXT SEA (200220)



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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 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	183	190	224	370	658	170	170	162	160	163
02 Early Doors	153	158	180	283	469	170	169	155	146	139
03 Everyday is Friday	90	92	104	161	275	117	115	105	98	95
04 Weekend Millionaires	73	75	96	177	309	66	65	67	74	74
05 Out On The Town	20	22	35	59	117	19	20	26	26	29
06 Business and Pleasure	20	20	30	62	136	36	35	42	52	66
07 Sporting Pints	41	41	51	83	141	35	33	34	33	32
08 Student Social	57	59	103	196	314	114	114	161	183	168
09 Leisurely Lunch	150	156	187	310	528	143	143	139	138	134
10 Wining and Dining	116	122	157	264	463	97	98	102	103	103
11 Household Outing	37	38	45	78	160	39	39	37	38	45
12 Midweek Meal Deal	109	115	129	183	316	206	208	189	160	159
13 Date Night	140	149	184	319	542	166	169	169	176	171
14 Birthday Treat	86	90	108	173	300	102	102	99	95	95
15 Pre Show Meal	8	9	18	43	91	28	30	48	69	83
<b>Number of Occasions</b>	<b>1,283</b>	<b>1,336</b>	<b>1,651</b>	<b>2,761</b>	<b>4,819</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



## Competition Map and Data: GOLDEN FLEECE, WELLS NEXT SEA (200220)



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

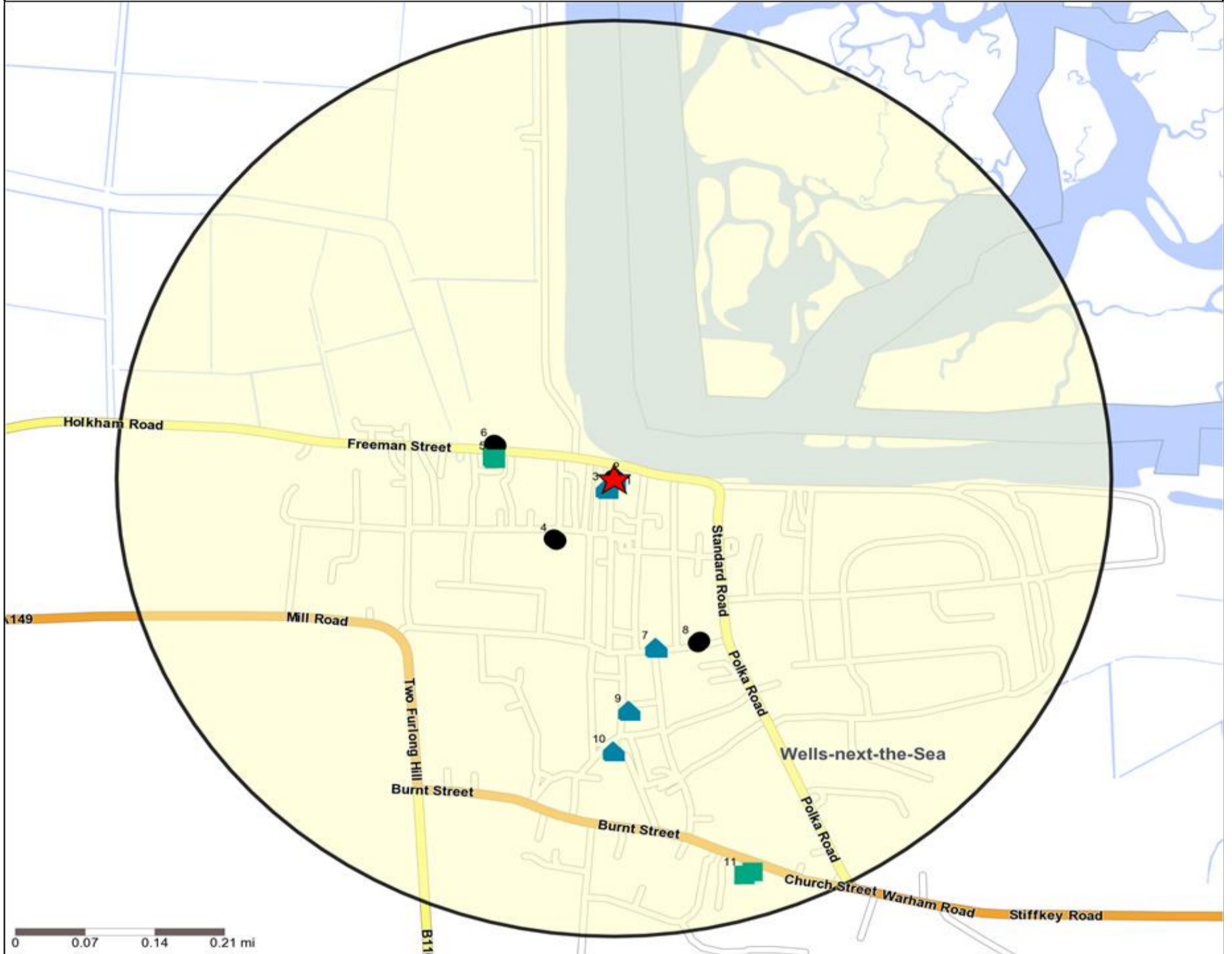
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

### 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	0	1	1	2
Circuit Bar	0	0	0	1
Community Local	2	2	3	4
Dry Led	5	5	6	9
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	4	5	7	9
<b>Total</b>	<b>11</b>	<b>13</b>	<b>17</b>	<b>25</b>



## Competition Map and Data: GOLDEN FLEECE, WELLS NEXT SEA (200220)



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	2
Dry Led	5
Branded Food Pub	0
Rural	0
Other	4
<b>Total</b>	<b>11</b>



## Local Competition: GOLDEN FLEECE, WELLS NEXT SEA (200220)

### 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 FLEECE, WELLS NEXT SEA	THE QUAY, WELLS-NEXT-THE-SEA, NR23 1AH	Punch Taverns	NR23 1AH	Punch Taverns	0.00
1	<a href="#">Golden Fleece</a>	18 The Quay, Wells-next-the-sea	<a href="#">Punch Pub Company</a>	NR23 1AH	Dry Led	0.00
2	<a href="#">View Restaurant</a>	13 The Quay, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1AH	Other	0.00
3	<a href="#">Red Lion</a>	44 Jicklings Yard, Stiffkey, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1AU	Dry Led	0.01
4	<a href="#">Wells War Memorial Institute Club</a>	2 Theatre Road, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1DS	Other	0.09
5	<a href="#">Captains Table</a>	Freeman Street, Wells-next-the-sea	<a href="#">Enterprise Inns</a>	NR23 1BQ	Community Local	0.12
6	<a href="#">Tiggis Restaurant</a>	38-40 Freeman Street, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1BA	Other	0.12
7	<a href="#">Edinburgh</a>	Station Road, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1AE	Dry Led	0.19
8	<a href="#">Lifeboat Inn</a>	Station Road, Wells-Next-Sea, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1EA	Other	0.20
9	<a href="#">Globe Inn</a>	The Buttlands, Wells-next-the-sea	<a href="#">Unknown</a>	NR23 1EU	Dry Led	0.25
10	<a href="#">Crown Hotel</a>	The Buttlands, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1EX	Dry Led	0.30
11	<a href="#">Bowling Green</a>	48 Church Street, Wells-next-the-sea	<a href="#">*Other Small Retail Groups</a>	NR23 1JB	Community Local	0.45
12	<a href="#">Beach Cafe</a>	Beach Road, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1DR	Cafe / Wine Bar	0.81
13	<a href="#">Wells Town Football Club</a>	Beach Road, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1DR	Other	0.81
14	<a href="#">Victoria Inn</a>	Park Road, Holkham, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1RG	Other	1.50
15	<a href="#">Three Horse Shoes</a>	69 The Street, Warham, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1NL	Dry Led	2.38
16	<a href="#">Meadow View Guest House</a>	53 High Street, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1PF	Other	2.94
17	<a href="#">Carpenters Arms</a>	55-57 High Street, Wighton, Wells-next-the-sea	<a href="#">Independent Free</a>	NR23 1PF	Community Local	2.94
18	<a href="#">Lord Nelson</a>	Walsingham Road, Burnham Thorpe, King's Lynn	<a href="#">Greene King</a>	PE31 8HN	Community Local	4.03
19	<a href="#">Walsingham Village Hall</a>	Wells Road, Walsingham	<a href="#">Independent Free</a>	NR22 6DU	Other	4.21
20	<a href="#">Norton Cafe Bar</a>	8 Knight Street, Walsingham	<a href="#">Independent Free</a>	NR22 6DA	Cafe / Wine Bar	4.39
21	<a href="#">Hero</a>	Wells Road, Burnham Overy Staithe, King's Lynn	<a href="#">Independent Free</a>	PE31 8JE	Dry Led	4.45
22	<a href="#">Bull Inn</a>	8 Common Place, Walsingham	<a href="#">Punch Pub Company</a>	NR22 6BP	Circuit Bar	4.45
23	<a href="#">Pilgrim Bureau</a>	Friday Market Place, Friday Market, Walsingham	<a href="#">Independent Free</a>	NR22 6EG	Other	4.51
24	<a href="#">Black Lion</a>	Friday Market Place, Walsingham	<a href="#">Enterprise Inns</a>	NR22 6DB	Dry Led	4.52
25	<a href="#">Chequers</a>	45 Front Street, Binham, Fakenham	<a href="#">Independent Free</a>	NR21 0AL	Dry Led	4.87
26	<a href="#">Nelson</a>	Creake Road, Burnham Market, King's Lynn	<a href="#">Enterprise Inns</a>	PE31 8EN	Dry Led	5.12
27	<a href="#">Satchells</a>	North Street, Burnham Market, King's Lynn	<a href="#">Independent Free</a>	PE31 8HG	Other	5.18
28	<a href="#">Jolly Farmers</a>	1 Burnham Road, North Creake, Fakenham	<a href="#">Independent Free</a>	NR21 9JW	Community Local	5.19
29	<a href="#">Hoste Arms</a>	14 Market Place, Burnham Market, King's Lynn	<a href="#">Independent Free</a>	PE31 8HD	Other	5.33
30	<a href="#">Morston Hall Hotel</a>	6 The Street, Morston, Holt	<a href="#">Independent Free</a>	NR25 7AA	Other	5.62