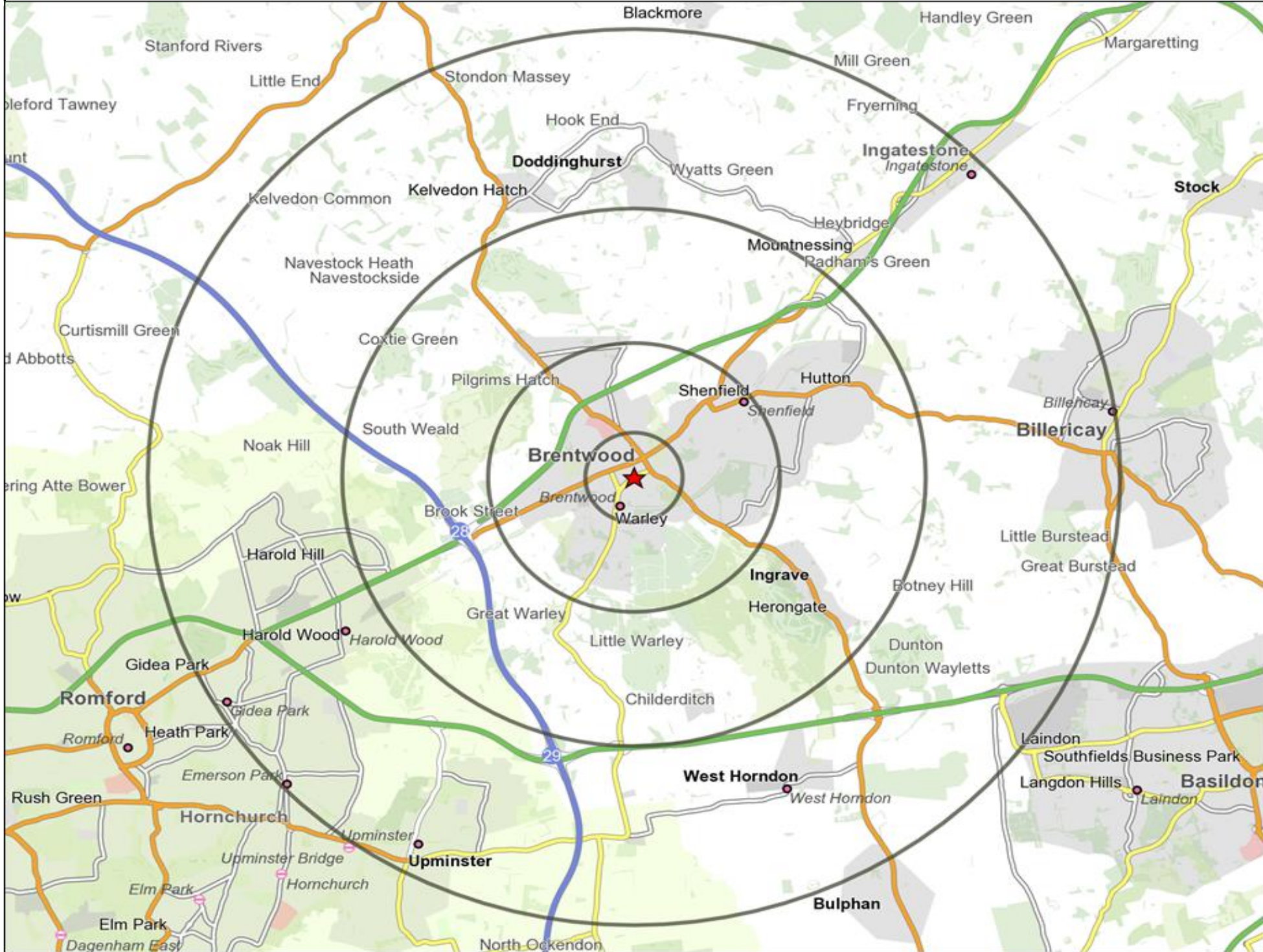




Customer Profile Report for SPREAD EAGLE, BRENTWOOD (Punch Outlet Number: 200912)
88 QUEENS ROAD, BRENTWOOD, CM14 4HD (CM14 4HD)



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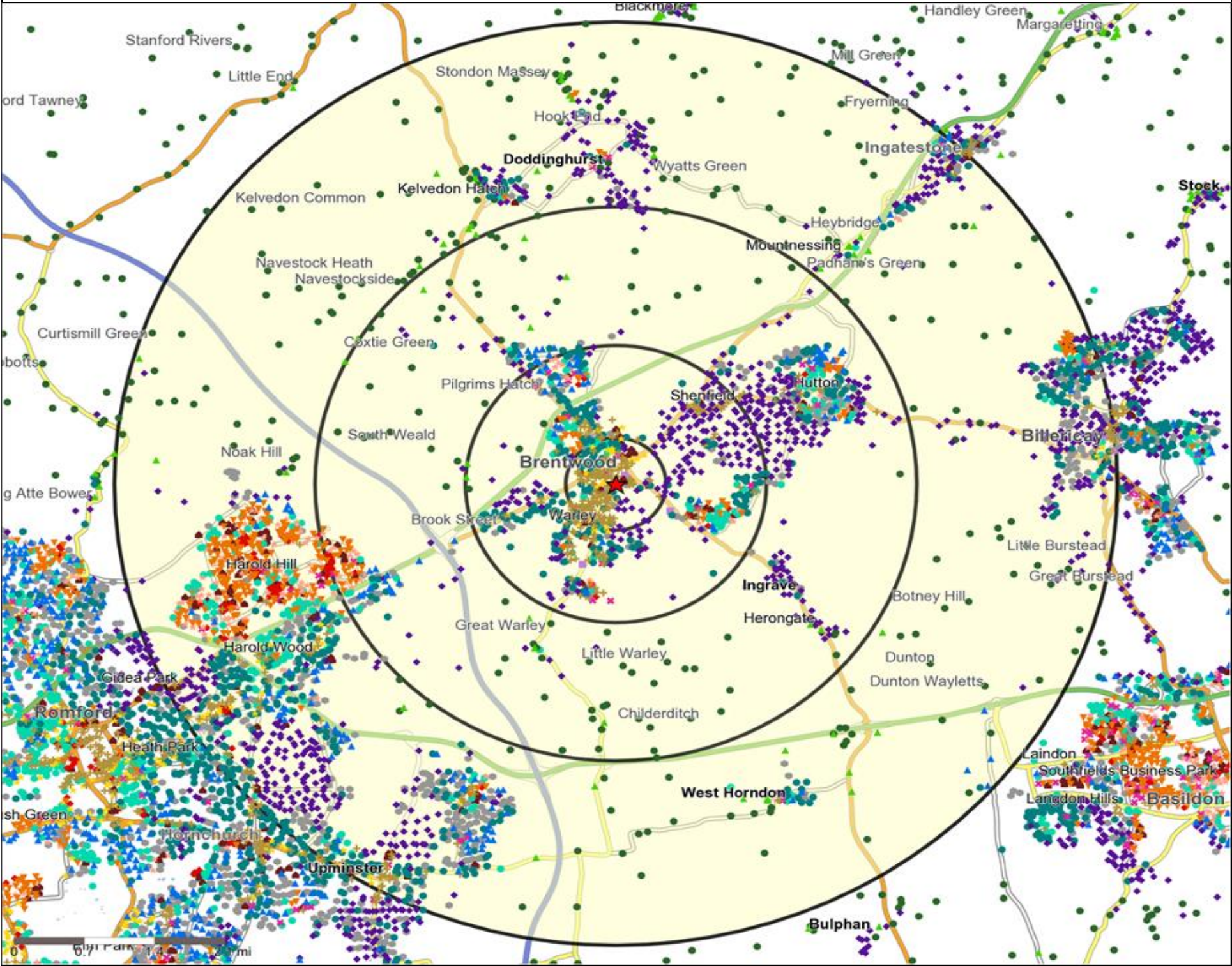
★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

	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	1,099	2,213	2,547	3,169	3,539	96	92	93	93	92
16-17	136	312	350	423	463	96	105	104	100	97
18-24	560	1,102	1,198	1,417	1,524	101	95	91	86	82
25-34	921	1,696	1,819	2,074	2,251	110	97	92	83	80
35-44	674	1,397	1,625	2,063	2,306	87	86	88	89	89
45-54	800	1,700	1,935	2,590	2,992	92	94	94	100	103
55-64	701	1,452	1,719	2,278	2,653	101	100	105	110	115
65+	1,231	2,944	3,347	4,215	4,751	112	128	128	128	129
Population estimate 2015	6,122	12,816	14,540	18,229	20,479	100	100	100	100	100

	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	5,808	11,904	13,616	17,330	19,605	97%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	52	86	102	125	135	1%	1%	1%	1%	1%
Asian / Asian British	65	111	125	142	143	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	19	44	45	48	52	0%	0%	0%	0%	0%
Other Ethnic Group	32	57	58	64	73	1%	0%	0%	0%	0%
All People (Ethnic Group)	5,976	12,202	13,946	17,709	20,008	100	100	100	100	100



Mosaic UK Map and Data: SPREAD EAGLE, BRENTWOOD (200912)



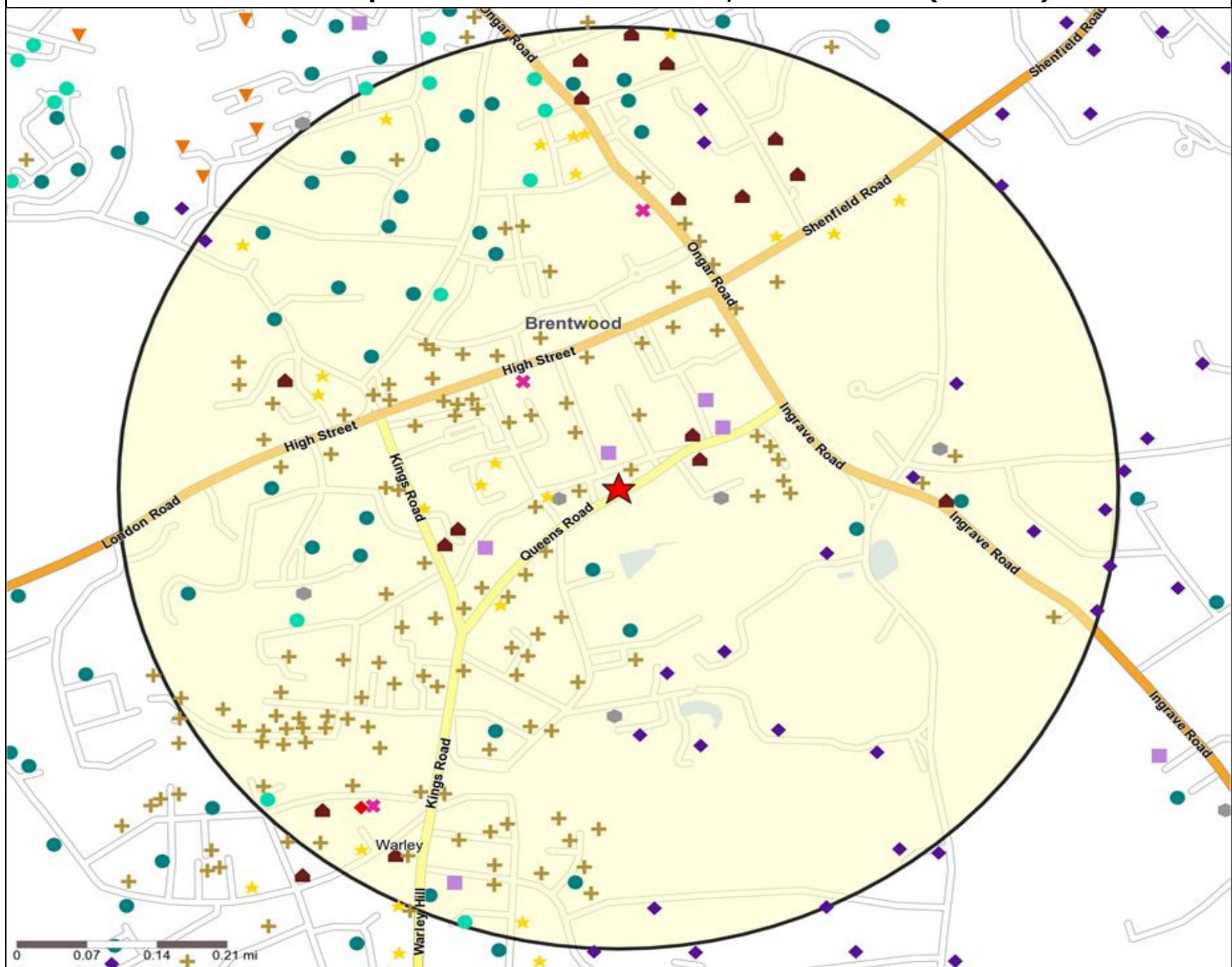
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J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

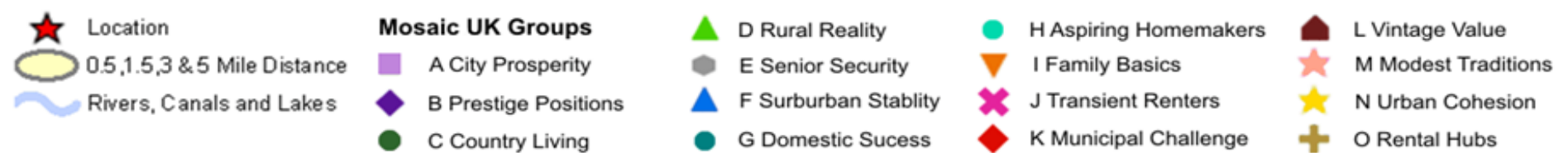
Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	80	750	763	763	763	22	100	90	72	64
C Country Living (18+)	10	91	936	2,753	3,988	3	13	116	271	349
D Rural Reality (18+)	125	508	989	2,124	2,592	37	71	123	210	227
E Senior Security (18+)	332	986	988	1,023	1,164	84	118	104	86	87
F Suburban Stability (18+)	674	1,405	1,406	1,406	1,406	226	223	198	157	140
G Domestic Success (18+)	272	594	598	598	598	66	69	61	49	43
H Aspiring Homemakers (18+)	918	1,948	1,950	1,950	1,950	206	208	184	146	130
I Family Basics (18+)	435	815	816	816	816	123	110	97	77	69
J Transient Renters (18+)	886	1,320	1,320	1,320	1,320	314	222	196	156	139
K Municipal Challenge (18+)	32	32	32	32	32	11	5	5	4	3
L Vintage Value (18+)	576	1,004	1,004	1,004	1,004	187	155	137	109	97
M Modest Traditions (18+)	400	578	578	578	578	172	118	104	83	74
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	148	261	261	261	261	39	33	29	23	21
Adults 18+ estimate 2015	4,888	10,292	11,641	14,628	16,472	100	100	100	100	100



Mosaic UK Map and Data: SPREAD EAGLE, BRENTWOOD (200912)



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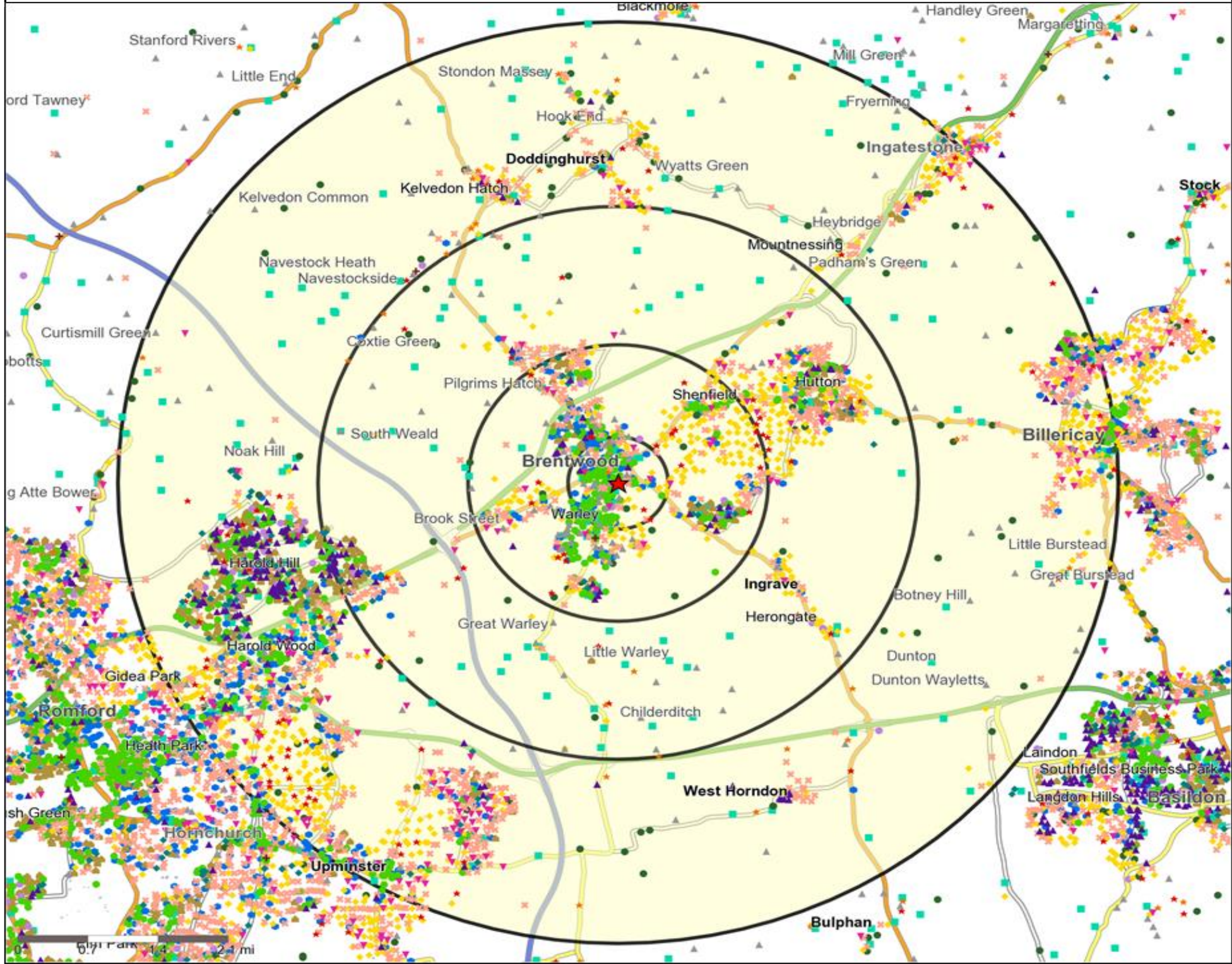


Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	80	22
C Country Living (18+)	10	3
D Rural Reality (18+)	125	37
E Senior Security (18+)	332	84
F Suburban Stability (18+)	674	226
G Domestic Success (18+)	272	66
H Aspiring Homemakers (18+)	918	206
I Family Basics (18+)	435	123
J Transient Renters (18+)	886	314
K Municipal Challenge (18+)	32	11
L Vintage Value (18+)	576	187
M Modest Traditions (18+)	400	172
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	148	39
Adults 18+ estimate 2015	4,888	100

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Occasions Map and Data: SPREAD EAGLE, BRENTWOOD (200912)



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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

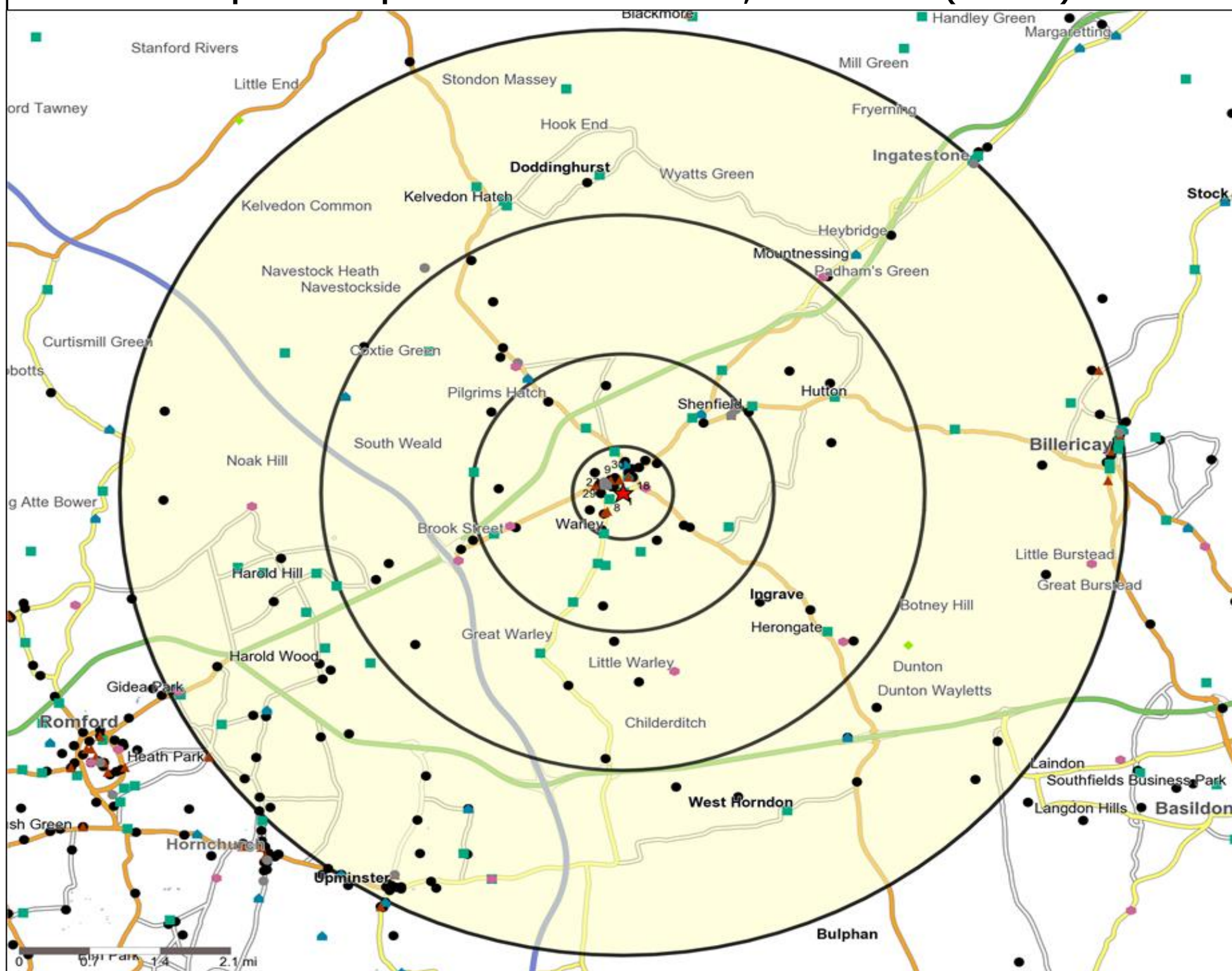
15 Pre Show Meal

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	395	815	920	1,185	1,342	98	100	102	109	112
02 Early Doors	500	965	1,050	1,238	1,366	148	142	139	137	136
03 Everyday is Friday	341	641	689	782	842	119	110	107	101	99
04 Weekend Millionaires	509	915	969	1,115	1,208	123	109	105	100	98
05 Out On The Town	434	801	834	893	929	109	99	93	83	78
06 Business and Pleasure	115	238	274	374	436	56	57	59	67	71
07 Sporting Pints	356	614	633	676	703	81	69	64	57	54
08 Student Social	123	297	386	574	704	66	79	93	114	127
09 Leisurely Lunch	351	779	892	1,129	1,275	90	98	102	107	109
10 Wining and Dining	407	932	1,043	1,268	1,409	91	103	105	106	106
11 Household Outing	415	766	795	861	905	118	107	101	91	86
12 Midweek Meal Deal	234	435	515	624	679	118	108	116	117	115
13 Date Night	243	668	782	1,028	1,174	77	104	111	121	125
14 Birthday Treat	275	637	710	858	948	87	99	100	101	101
15 Pre Show Meal	105	223	252	318	356	96	101	103	109	110
Number of Occasions	4,803	9,726	10,744	12,923	14,276	100	100	100	100	100



Competition Map and Data: SPREAD EAGLE, BRENTWOOD (200912)



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

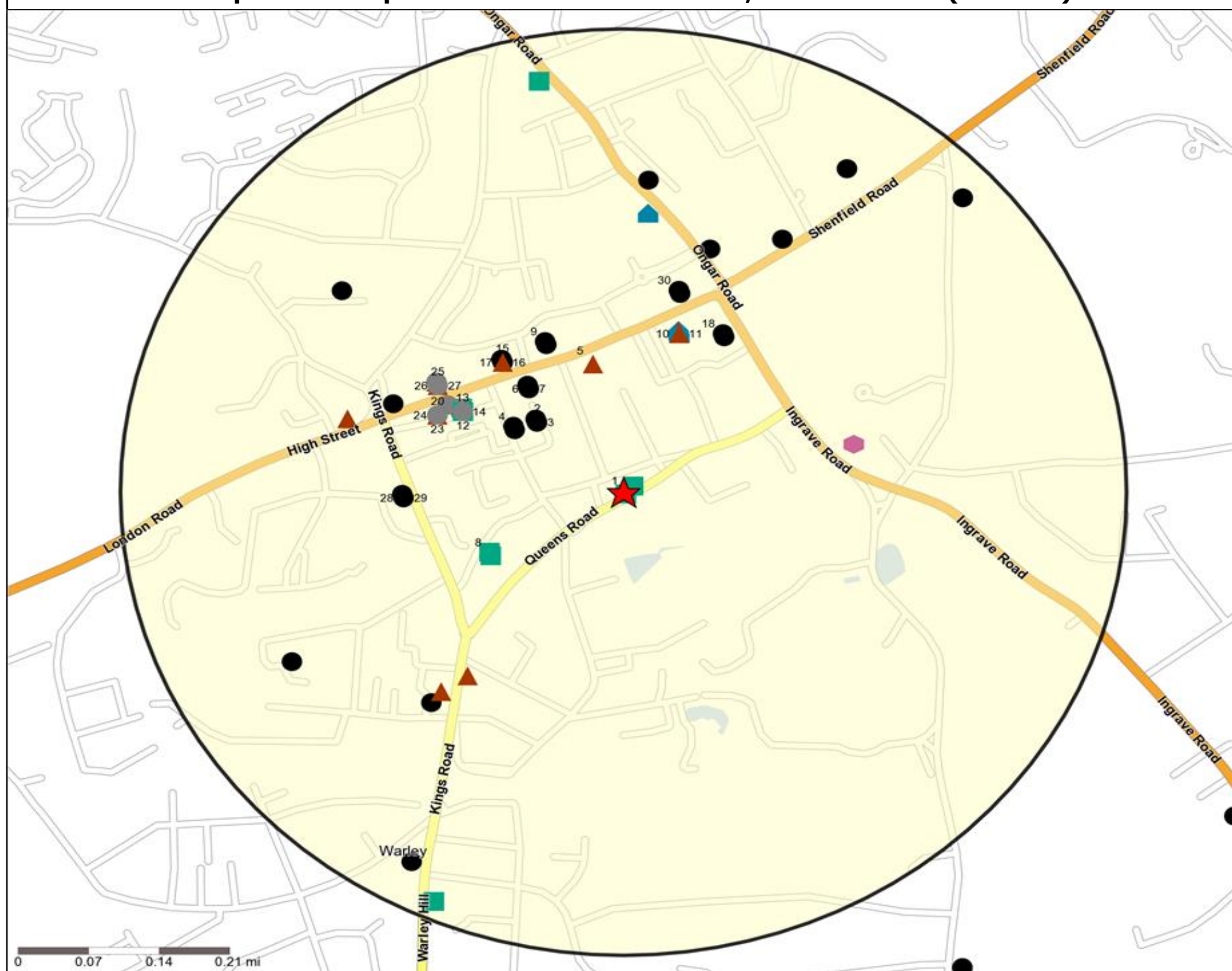


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	1	3
Circuit Bar	2	7	7	7
Community Local	2	10	11	14
Dry Led	0	0	1	6
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	10	26	27	30
Total	14	44	47	60



Competition Map and Data: SPREAD EAGLE, BRENTWOOD (200912)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	2
Community Local	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	10
Total	14



Local Competition: SPREAD EAGLE, BRENTWOOD (200912)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SPREAD EAGLE, BRENTWOOD	88 QUEENS ROAD, BRENTWOOD, CM14 4HD	Punch Taverns	CM14 4HD	Punch Taverns	0.00
1	Spread Eagle	88 Queens Road, Brentwood	Punch Pub Company	CM14 4HD	Community Local	0.00
2	Undaal	19 South Street, Brentwood	Independent Free	CM14 4BJ	Other	0.11
3	Saigarm Restaurant	1 South Street, Brentwood	Independent Free	CM14 4BJ	Other	0.11
4	Tarantino Restaurant	60 Crown Street, Brentwood	Independent Free	CM14 4BA	Other	0.13
5	Sports Lounge	40 High Street, Brentwood	Independent Free	CM14 4AJ	Circuit Bar	0.14
6	Zizzi	72-74 High Street, Brentwood	Azzurri Group Ltd	CM14 4AN	Other	0.15
7	A La Turka	64 High Street, Brentwood	Independent Free	CM14 4AN	Other	0.15
8	Brewery Tap	28 Primrose Hill, Brentwood	Enterprise Inns	CM14 4LT	Community Local	0.15
9	Imperial Peking	67a High Street, Brentwood	Harmony Leisure	CM14 4RW	Other	0.18
10	White Horse	95 High Street, Brentwood	Independent Free	CM14 4AB	Dry Led	0.18
11	Dairyman	16-18 High Street, Brentwood	Wetherspoon	CM14 4AB	Circuit Bar	0.18
12	Viceroy	Hart Street, Brentwood	Independent Free	CM14 4AX	Other	0.18
13	Gardeners Arms	27 Hart Street, Brentwood	Punch Pub Company	CM14 4AX	Community Local	0.18
14	Terris Bar	5 Hart Street, Brentwood	Independent Free	CM14 4AX	Cafe / Wine Bar	0.18
15	Nandos	101 High Street, Brentwood	Nandos Restaurants	CM14 4RR	Other	0.18
16	Tjs Experience	93 High Street, Brentwood	Independent Free	CM14 4RR	Circuit Bar	0.18
17	Sugar Hut Village	95 High Street, Brentwood	Independent Free	CM14 4RR	Other	0.18
18	Cathedral Social Club	28a Ingrave Road, Brentwood	Independent Free	CM15 8AT	Other	0.20
19	Teriss At 108 Restaurant	108 High Street, Brentwood	Independent Free	CM14 4AP	Other	0.20
20	Vine	104 High Street, Brentwood	Independent Free	CM14 4AP	Cafe / Wine Bar	0.20
21	Chimichanga	106a High Street, Brentwood	Prezzo plc	CM14 4AP	Other	0.20
22	Shakura Indian Restaurant	110 High Street, Brentwood	Independent Free	CM14 4AP	Other	0.20
23	Oneills	82-84 High Street, Brentwood	Mitchells & Butlers	CM14 4AP	Circuit Bar	0.20
24	Slug And Lettuce	78-82 High Street, Brentwood	Stonegate Pub Company	CM14 4AP	Cafe / Wine Bar	0.20
25	Merchant	127 High Street, Brentwood	Stonegate Pub Company	CM14 4RX	Circuit Bar	0.22
26	Swan Hotel	123 High Street, Brentwood	Greene King	CM14 4RX	Cafe / Wine Bar	0.22
27	Platinum Restaurant & Bar	117 High Street, Brentwood	Independent Free	CM14 4RX	Cafe / Wine Bar	0.22
28	Premier Inn	169 Kings Road, Brentwood	Whitbread	CM14 4DJ	Other	0.22
29	Raj	21 Kings Road, Brentwood	Independent Free	CM14 4DJ	Other	0.22
30	Caffe Uno	23 High Street, Brentwood	Prezzo plc	CM14 4RG	Other	0.22