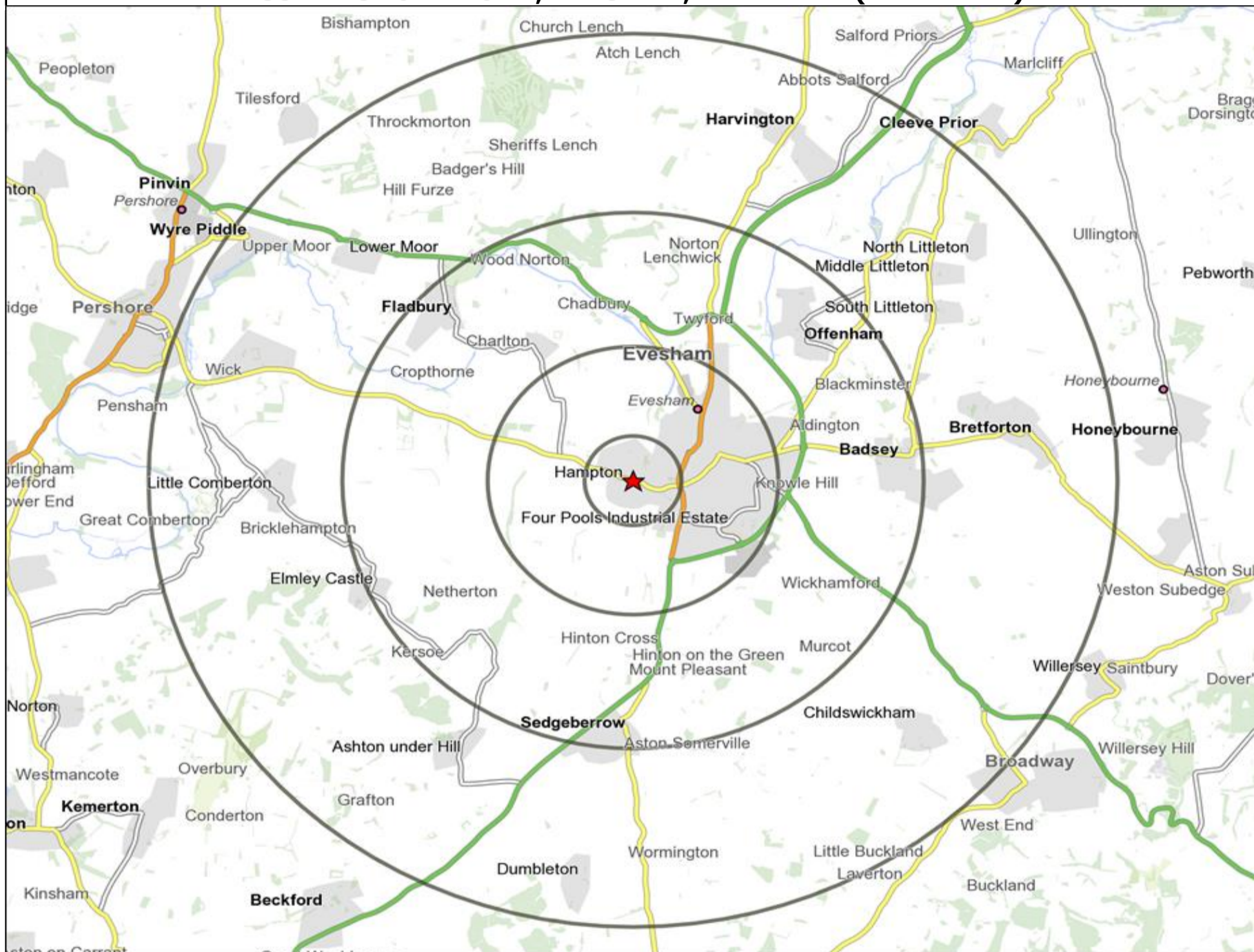




**Customer Profile Report for CIDER MILL, HAMPTON (Punch Outlet Number: 202566)
135 PERSHORE ROAD, EVESHAM, WR11 2NA (WR11 2NA)**



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

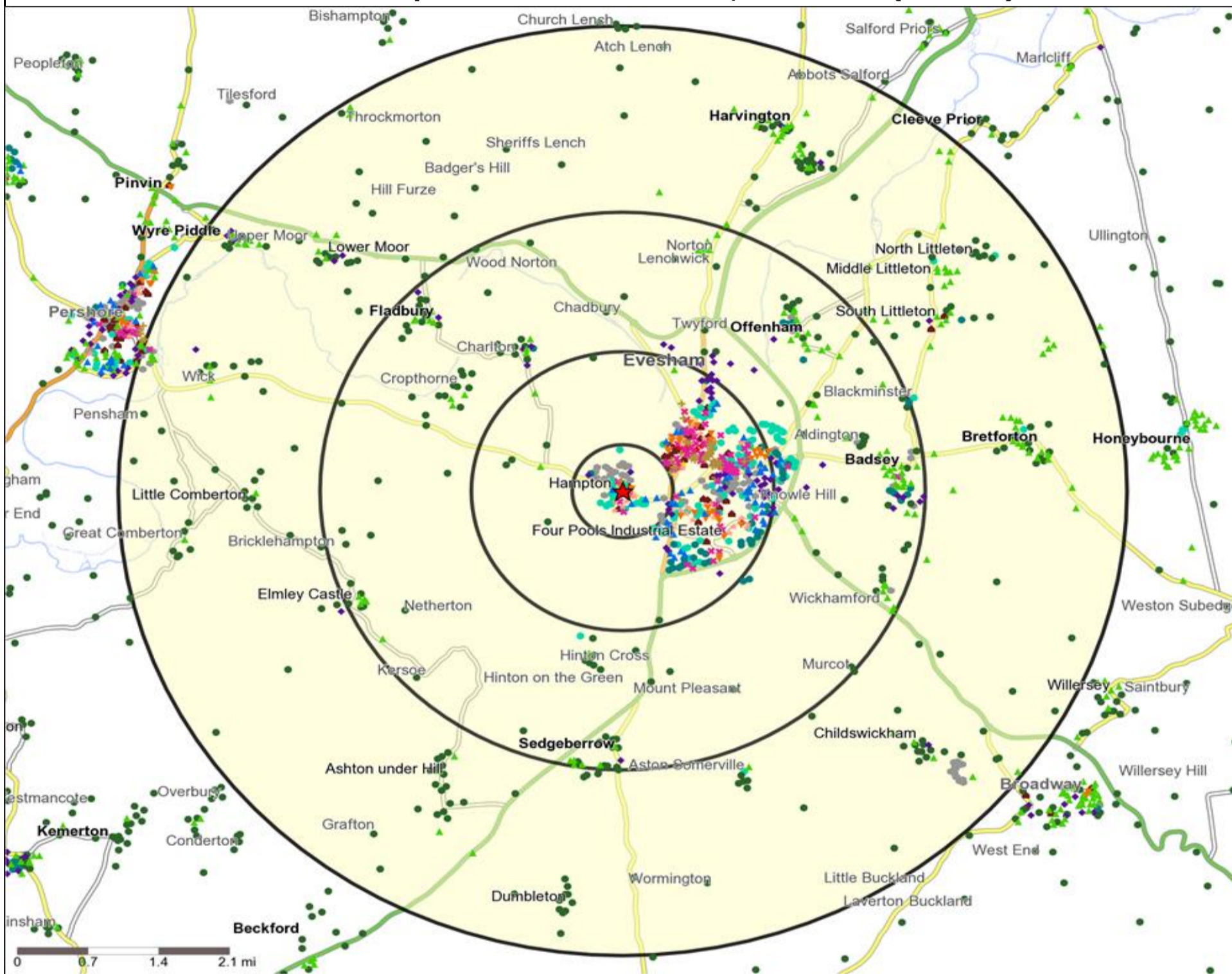
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	445	4,083	5,825	7,667	9,147	77	95	91	87	84
16-17	66	528	820	1,063	1,289	92	99	104	97	96
18-24	219	2,197	2,903	3,688	4,316	78	106	94	87	83
25-34	302	3,475	4,271	5,248	5,972	72	111	92	82	76
35-44	308	2,652	3,838	5,213	6,179	79	91	89	87	84
45-54	387	3,265	5,109	7,294	8,692	88	100	106	109	106
55-64	379	2,449	4,066	5,981	7,505	109	94	106	112	115
65+	978	4,351	7,191	10,871	14,643	176	105	117	128	141
Population estimate 2015	3,084	23,000	34,023	47,025	57,743	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	2,767	21,412	31,165	43,440	53,965	98%	97%	97%	97%	98%
Mixed / Multiple Ethnic Groups	14	211	277	396	409	0%	1%	1%	1%	1%
Asian / Asian British	23	330	409	503	540	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	0	29	42	93	68	0%	0%	0%	0%	0%
Other Ethnic Group	19	151	228	312	351	1%	1%	1%	1%	1%
All People (Ethnic Group)	2,823	22,133	32,121	44,744	55,333	100	100	100	100	100



Mosaic UK Map and Data: CIDER MILL, HAMPTON (202566)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

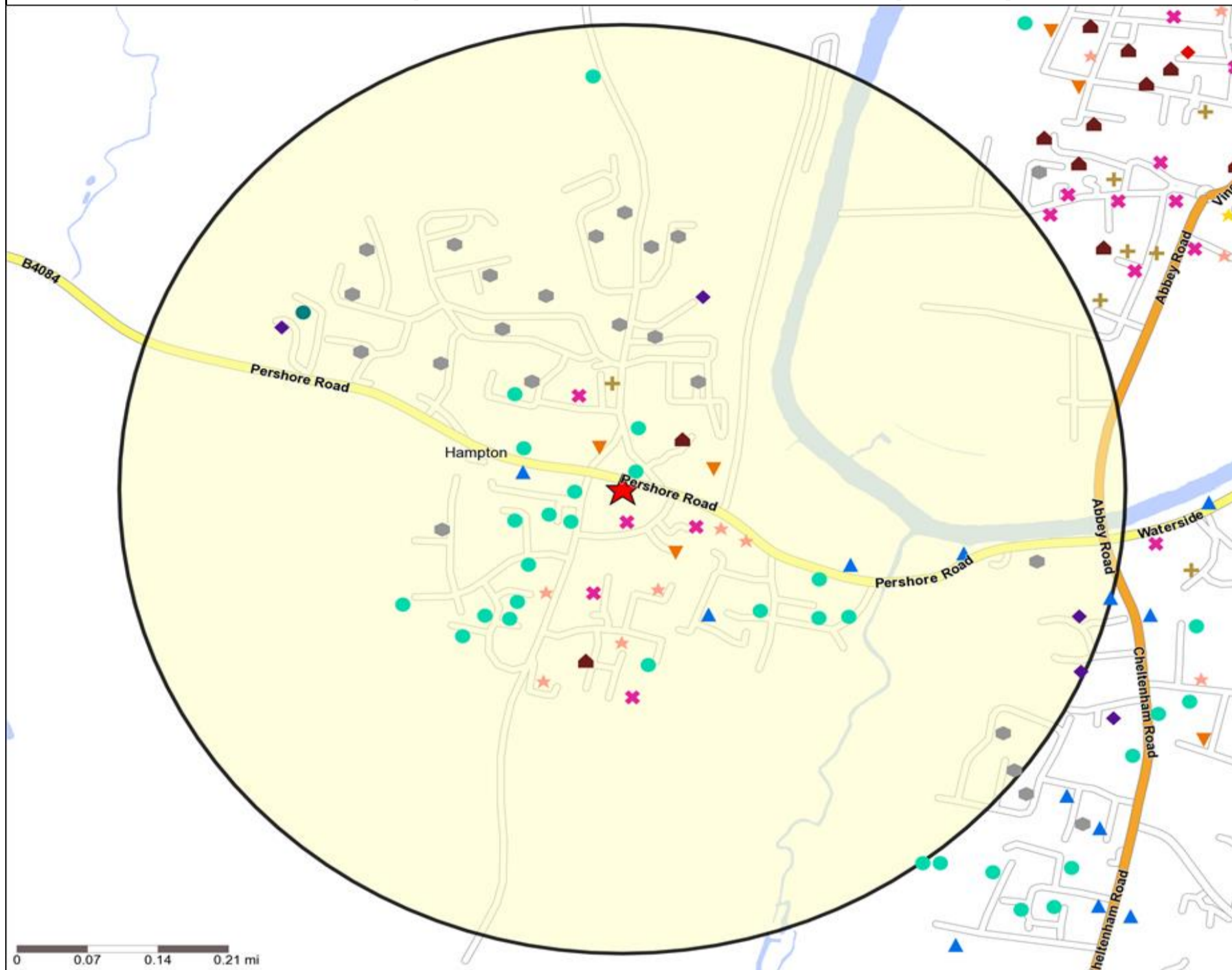
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- B Prestige Positions
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- 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	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	148	1,216	2,078	2,373	3,297	79	91	104	86	96
C Country Living (18+)	0	80	3,078	8,309	9,816	0	6	162	317	299
D Rural Reality (18+)	0	43	2,993	7,065	9,614	0	3	158	271	294
E Senior Security (18+)	892	1,975	2,325	2,696	3,634	426	132	105	88	95
F Suburban Stability (18+)	226	1,752	1,928	1,936	2,661	144	156	115	84	92
G Domestic Success (18+)	7	1,516	2,331	2,413	2,652	3	98	101	76	67
H Aspiring Homemakers (18+)	729	3,377	4,150	4,264	4,973	311	202	167	124	116
I Family Basics (18+)	59	1,474	1,508	1,508	1,731	32	111	76	55	51
J Transient Renters (18+)	177	2,763	2,792	2,817	3,192	119	261	177	130	117
K Municipal Challenge (18+)	0	176	176	176	176	0	16	11	8	6
L Vintage Value (18+)	69	1,425	1,425	1,547	2,398	43	123	83	65	81
M Modest Traditions (18+)	235	1,541	1,541	1,541	2,010	192	177	119	86	89
N Urban Cohesion (18+)	0	23	23	23	23	0	2	2	1	1
O Rental Hubs (18+)	30	984	984	1,014	1,083	15	70	47	35	30
Adults 18+ estimate 2015	2,572	18,345	27,332	37,682	47,260	100	100	100	100	100



Mosaic UK Map and Data: CIDER MILL, HAMPTON (202566)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

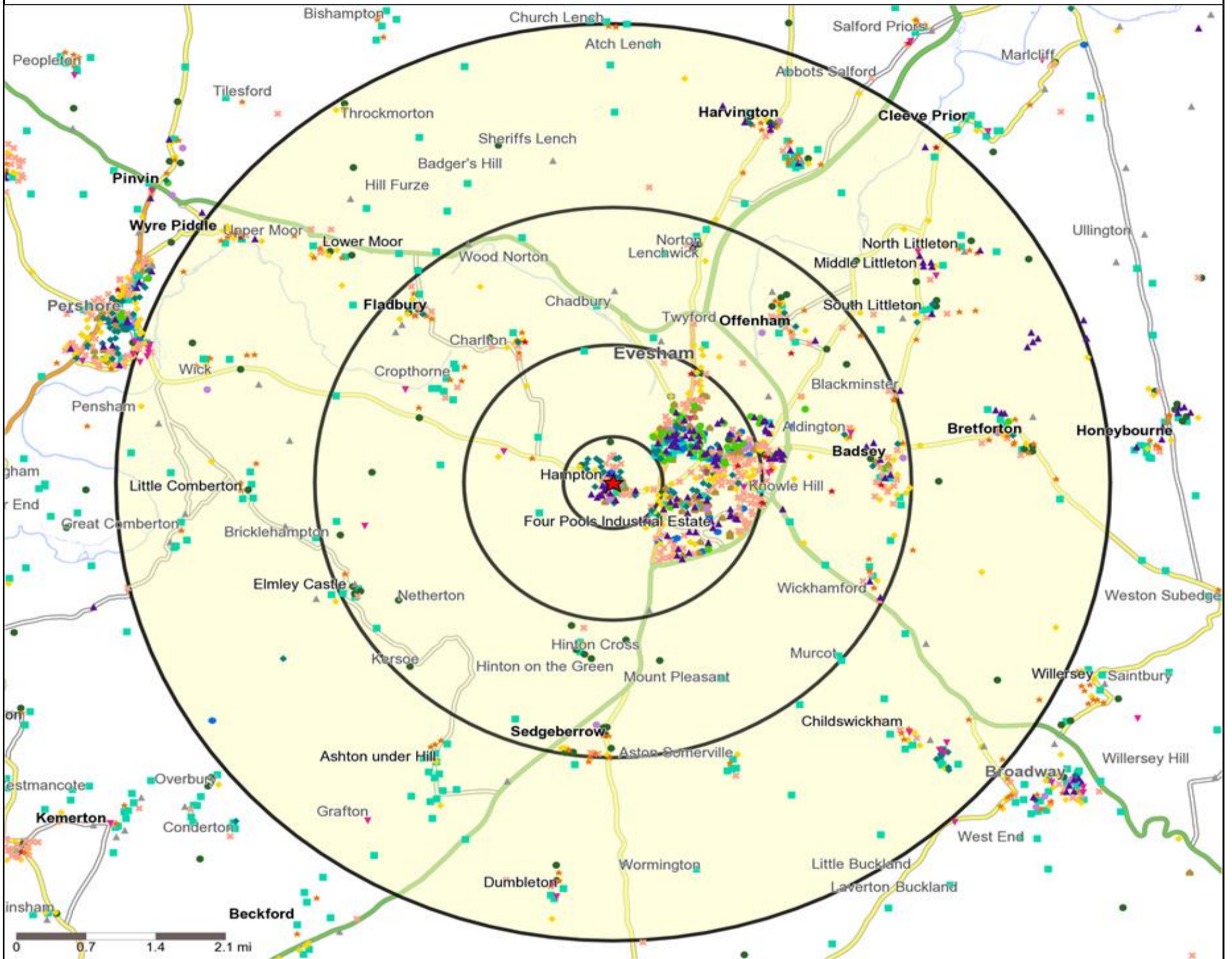
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- C Country Living
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- K Municipal Challenge
- G Domestic Success
- 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+)	148	79
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	892	426
F Suburban Stability (18+)	226	144
G Domestic Success (18+)	7	3
H Aspiring Homemakers (18+)	729	311
I Family Basics (18+)	59	32
J Transient Renters (18+)	177	119
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	69	43
M Modest Traditions (18+)	235	192
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	30	15
Adults 18+ estimate 2015	2,572	100



Occasions Map and Data: CIDER MILL, HAMPTON (202566)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

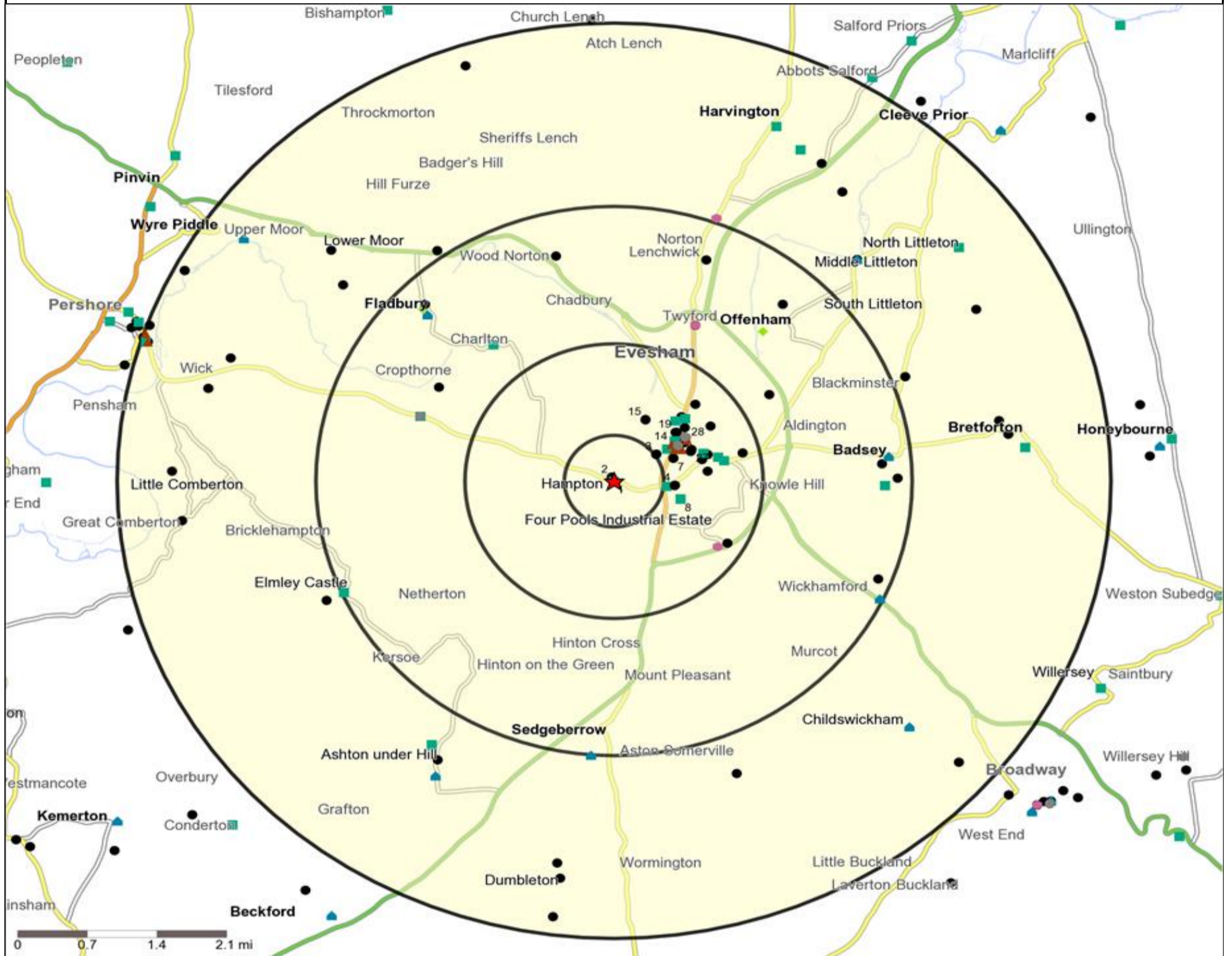
- ★ Location
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- 01 Mine's a Pint
- 05 Out On The Town
- 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- ◆ 02 Early Doors
- ▲ 06 Business and Pleasure
- ✂ 10 Wining 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	174	1,219	1,891	2,864	3,676	92	82	90	104	108
02 Early Doors	232	1,345	1,890	2,536	3,336	146	108	108	110	117
03 Everyday is Friday	140	1,305	1,715	2,161	2,651	103	123	115	109	109
04 Weekend Millionaires	210	1,777	2,263	2,622	3,096	107	116	105	92	88
05 Out On The Town	170	1,656	2,047	2,344	2,723	90	112	98	85	81
06 Business and Pleasure	56	566	894	1,319	1,536	58	74	83	93	88
07 Sporting Pints	132	1,462	1,711	1,892	2,187	64	90	75	63	59
08 Student Social	54	528	970	1,467	1,741	61	77	100	115	110
09 Leisurely Lunch	200	1,297	1,979	2,820	3,576	108	90	97	105	108
10 Wining and Dining	239	1,588	2,384	3,149	3,934	114	96	103	103	104
11 Household Outing	199	1,568	1,926	2,218	2,678	119	120	105	91	90
12 Midweek Meal Deal	82	751	1,211	1,909	2,339	87	102	117	140	139
13 Date Night	189	1,210	1,938	2,747	3,468	127	104	118	126	130
14 Birthday Treat	130	1,036	1,604	2,194	2,778	87	89	97	101	104
15 Pre Show Meal	60	436	596	770	954	117	108	105	103	103
Number of Occasions	2,267	17,744	25,019	33,012	40,673	100	100	100	100	100



Competition Map and Data: CIDER MILL, HAMPTON (202566)



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

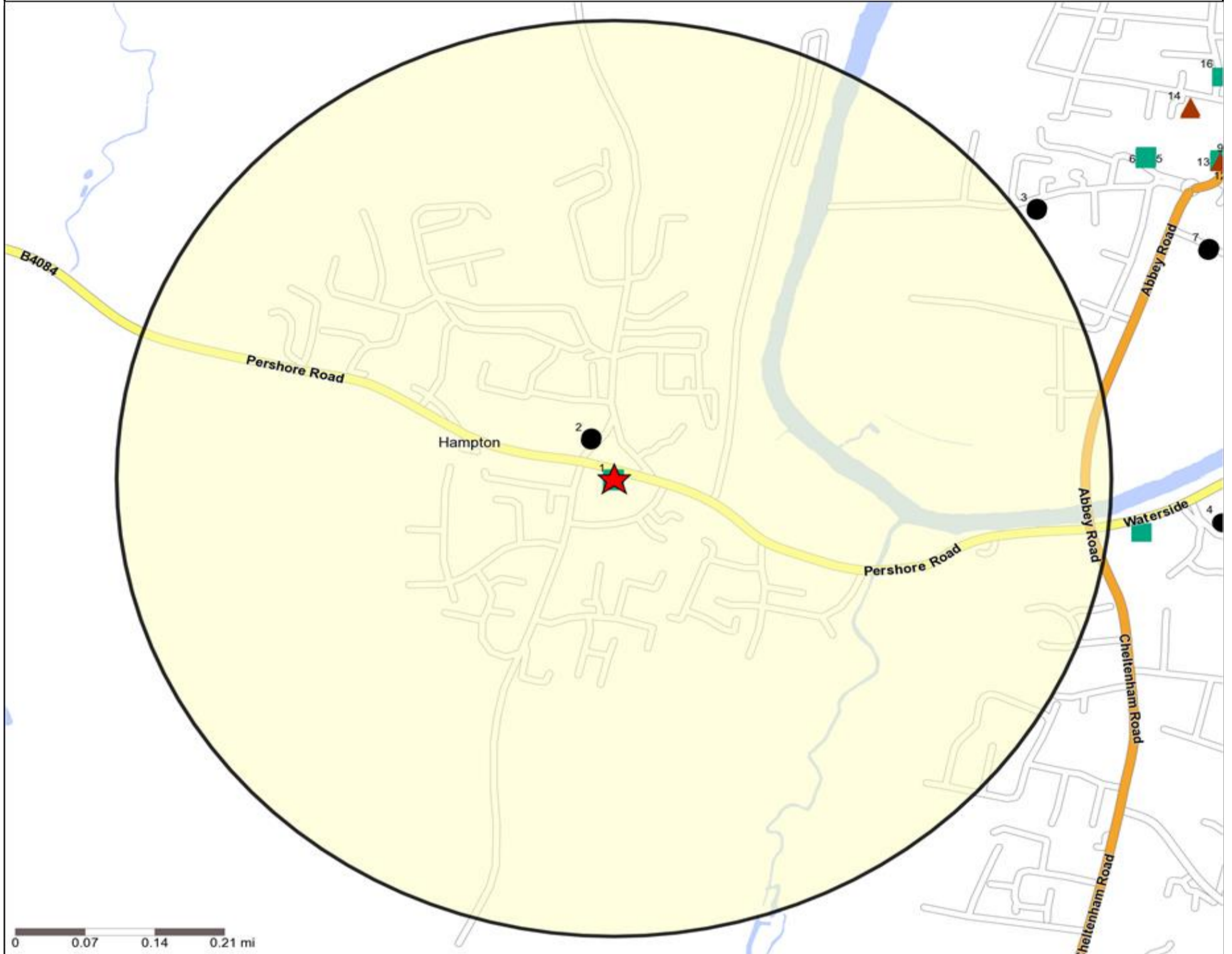
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	3	3
Circuit Bar	0	5	5	8
Community Local	1	11	15	20
Dry Led	0	0	3	8
Branded Food Pub	0	1	2	3
Rural	0	0	2	3
Other	1	31	40	69
Total	2	50	70	114



Competition Map and Data: CIDER MILL, HAMPTON (202566)



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	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
Total	2



Local Competition: CIDER MILL, HAMPTON (202566)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CIDER MILL, HAMPTON	135 PERSHORE ROAD, EVESHAM, WR11 2NA	Punch Taverns	WR11 2NA	Punch Taverns	0.00
1	Cider Mill	135 Pershore Road, Hampton, Evesham	Punch Pub Company	WR11 2NA	Community Local	0.00
2	Great Hampton Working Mens Club	Workman Road, Hampton, Evesham	Independent Free	WR11 2PN	Other	0.05
3	Raphaels Restaurant	Boat Lane, Evesham	Independent Free	WR11 4BP	Other	0.52
4	Evesham Health Services Staff Club	Waterside, Evesham	Independent Free	WR11 1JT	Other	0.61
5	Trumpet Inn	13 Merstow Green, Evesham	Hook Norton	WR11 4BD	Community Local	0.64
6	Pagoda Oriental Restaurant	Trumpet Yard, Merstow Green, Evesham	Independent Free	WR11 4BD	Other	0.64
7	Evesham Rowing Club	Abbey Gardens, Evesham	Independent Free	WR11 4SP	Other	0.65
8	Fairfield	62 Battleton Road, Evesham	Unknown	WR11 1HU	Community Local	0.70
9	Red Horse	17 Vine Street, Evesham	Punch Pub Company	WR11 4RE	Community Local	0.70
10	Royal Oak Inn	5 Vine Street, Evesham	Enterprise Inns	WR11 4RE	Circuit Bar	0.70
11	Vine Restaurant	16 Vine Street, Evesham	Independent Free	WR11 4RE	Other	0.70
12	China Inn	2 Vine Street, Evesham	Independent Free	WR11 4RE	Other	0.70
13	Red Lion	6 Market Place, Evesham	Independent Free	WR11 4RE	Community Local	0.70
14	Ruby Jacks	72 Bewdley Street, Evesham	Independent Free	WR11 4AD	Circuit Bar	0.71
15	Evesham Sports Club	Avon Street, Evesham	Independent Free	WR11 4LE	Other	0.74
16	Gardeners Arms	Littleworth Street, Evesham	Independent Free	WR11 4AJ	Community Local	0.75
17	Chancers Bar	9-10 Vine Street, Evesham	Independent Free	WR11 4RF	Cafe / Wine Bar	0.75
18	Karma	15 Market Place, Evesham	Punch Pub Company	WR11 4RW	Circuit Bar	0.77
19	Ambassador Snooker Club	2 Avon Street, Evesham	Independent Free	WR11 4JA	Other	0.81
20	Butlers Cafe Restaurant	38 High Street, Evesham	Independent Free	WR11 4HJ	Other	0.82
21	Saffron Lounge	44 High Street, Evesham	Independent Free	WR11 4HJ	Other	0.82
22	Evesham Diner	51 High Street, Evesham	Independent Free	WR11 4DA	Other	0.82
23	River Avon Restaurant	5-7 High Street, Evesham	Independent Free	WR11 4DA	Other	0.82
24	Marilyns	5 Bridge Street, Evesham	Independent Free	WR11 4RY	Other	0.84
25	Lantern Eating House	62 Bridge Street, Evesham	Independent Free	WR11 4RY	Other	0.84
26	Jennys Bistro Restaurant	Bridge Street, Evesham	Independent Free	WR11 4RY	Other	0.84
27	La Riche Chef Restaurant	61 Bridge Street, Evesham	Independent Free	WR11 4SG	Other	0.85
28	Bar 24	17 Oat Street, Evesham	Independent Free	WR11 4PJ	Circuit Bar	0.86
29	Old Swanne Inn	66 High Street, Evesham	Wetherspoon	WR11 4HG	Circuit Bar	0.86
30	Amber	54 High Street, Evesham	Independent Free	WR11 4HG	Cafe / Wine Bar	0.86