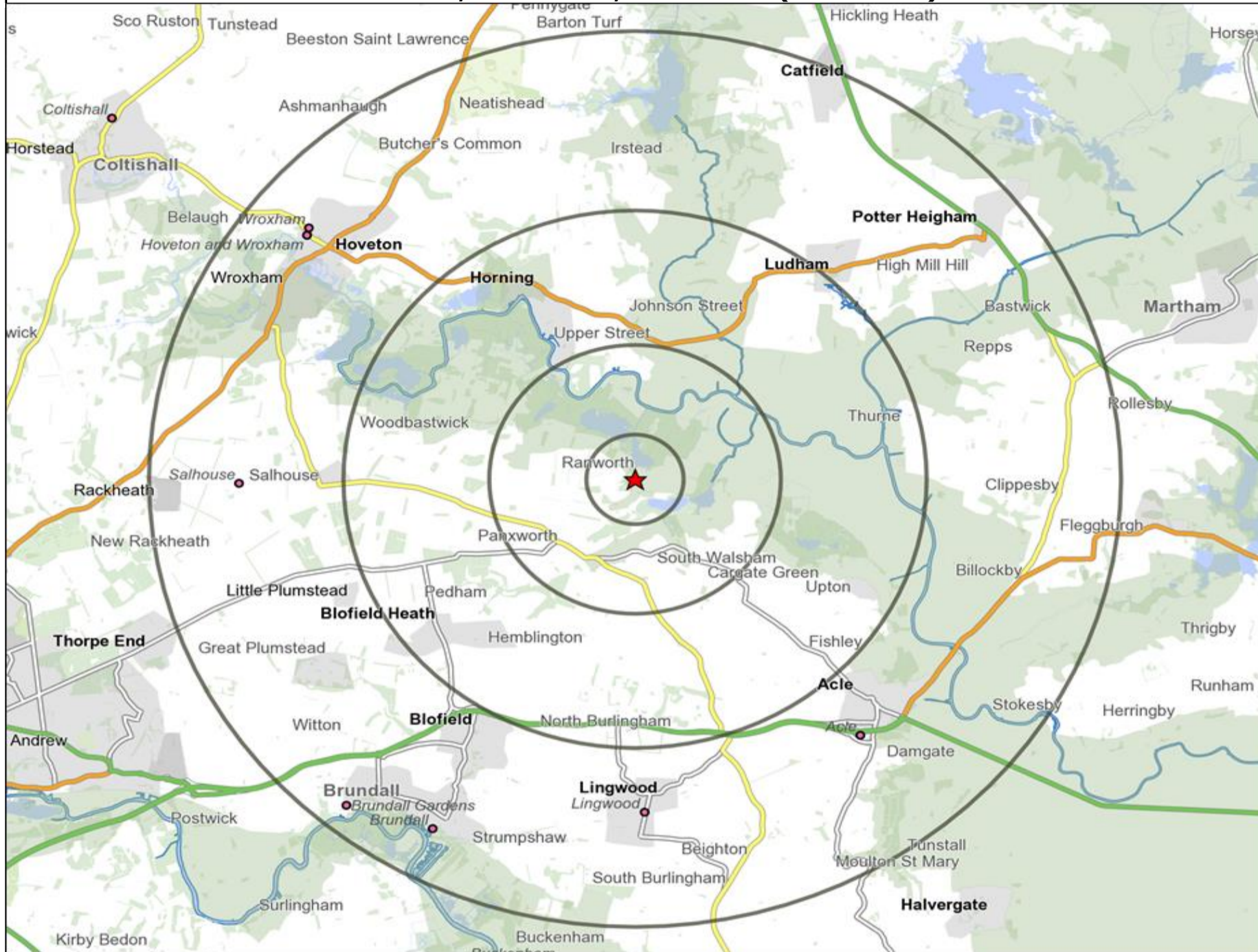




**Customer Profile Report for MALTSTERS, NORWICH (Punch Outlet Number: 374308)
THE HILL, NORWICH, NR13 6AB (NR13 6AB)**



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

Age Data Table

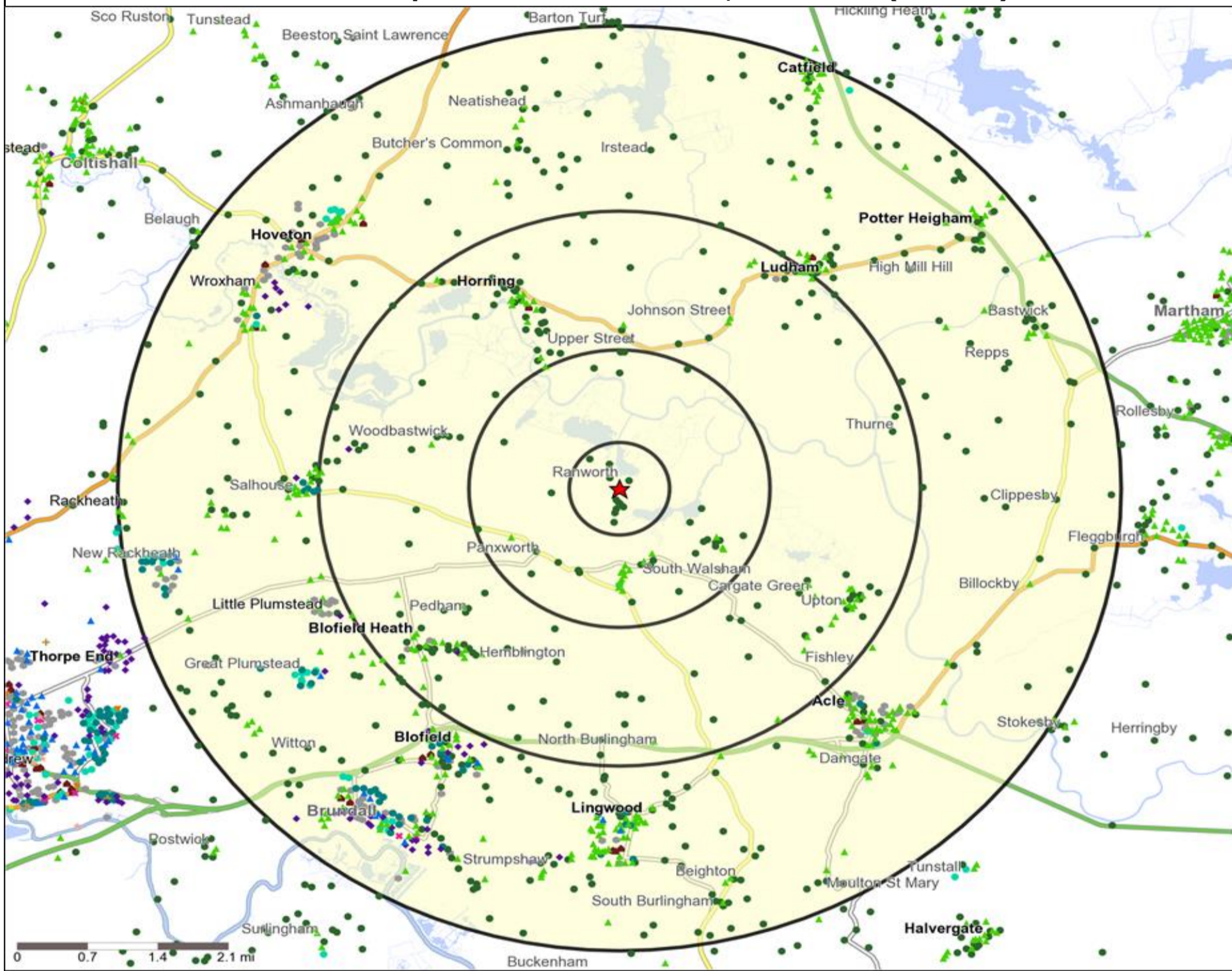
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	24	216	785	4,631	4,784	89	103	72	78	87
16-17	0	22	110	586	621	0	85	82	80	91
18-24	5	29	244	1,638	1,703	39	29	47	58	64
25-34	8	80	323	2,372	2,437	41	52	41	55	61
35-44	17	168	617	3,342	3,490	94	118	84	84	94
45-54	41	232	986	4,767	4,703	202	146	120	107	113
55-64	18	169	1,015	4,596	4,016	111	133	155	129	121
65+	30	204	1,709	9,518	7,519	116	101	164	168	143
Population estimate 2015	143	1,120	5,789	31,450	29,273	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	143	1,061	5,633	30,182	28,026	99%	98%	99%	98%	98%
Mixed / Multiple Ethnic Groups	0	12	37	193	220	0%	1%	1%	1%	1%
Asian / Asian British	1	9	28	189	225	1%	1%	0%	1%	1%
Black / African / Caribbean / Black British	1	5	9	59	68	1%	0%	0%	0%	0%
Other Ethnic Group	0	1	11	40	42	0%	0%	0%	0%	0%
All People (Ethnic Group)	145	1,088	5,718	30,663	28,581	100	100	100	100	100



Mosaic UK Map and Data: MALTSTERS, NORWICH (374308)



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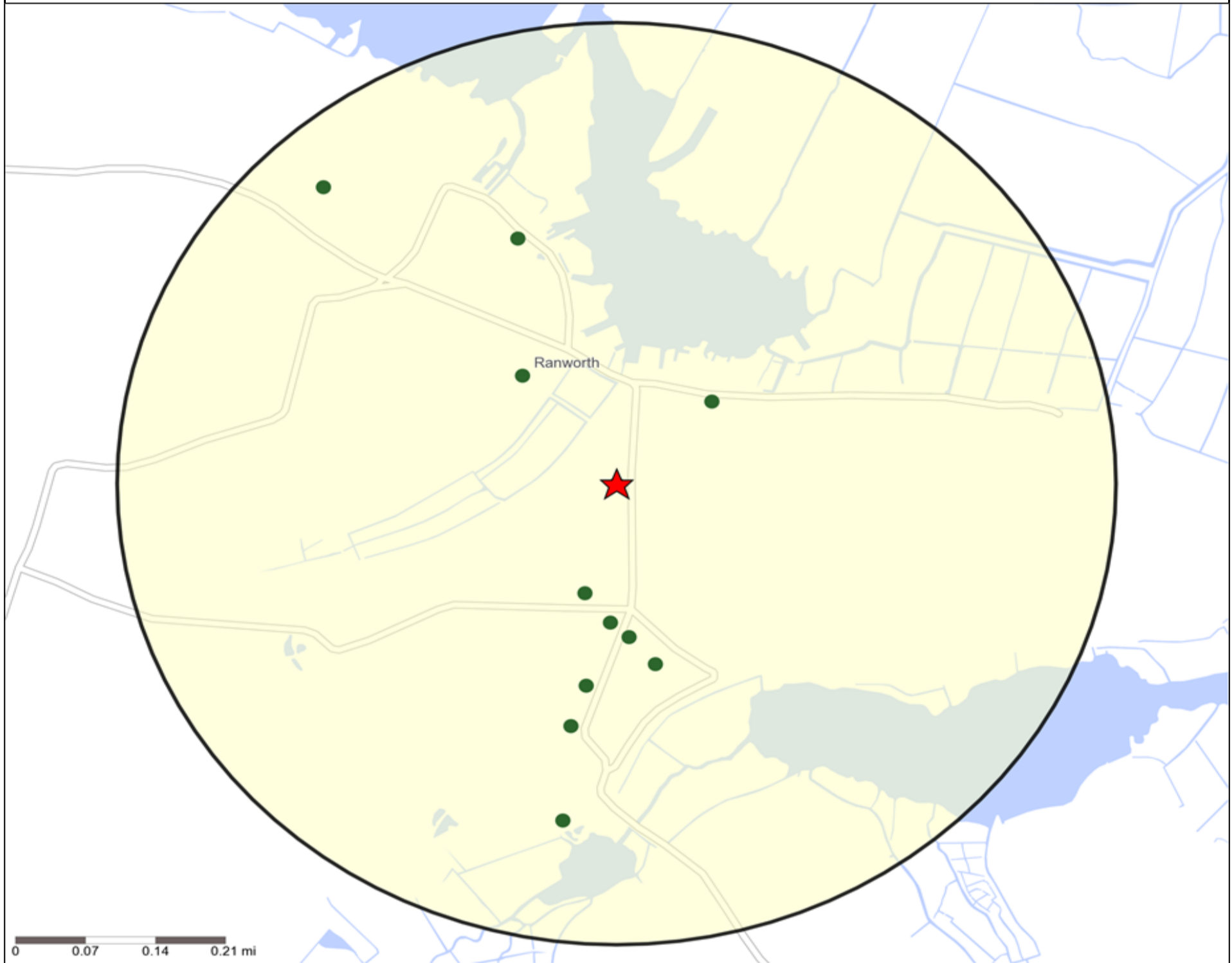
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	0	47	1,166	2,068	0	0	13	61	119
C Country Living (18+)	105	581	2,712	7,303	4,900	1,270	950	799	402	297
D Rural Reality (18+)	14	290	1,853	9,903	8,433	170	475	547	546	512
E Senior Security (18+)	0	0	132	3,038	2,822	0	0	33	143	146
F Suburban Stability (18+)	0	0	0	346	520	0	0	0	22	36
G Domestic Success (18+)	0	0	31	2,614	3,285	0	0	8	119	164
H Aspiring Homemakers (18+)	0	10	14	824	1,025	0	12	3	35	47
I Family Basics (18+)	0	0	0	0	0	0	0	0	0	0
J Transient Renters (18+)	0	0	0	97	100	0	0	0	6	7
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	0	0	97	865	593	0	0	32	53	40
M Modest Traditions (18+)	0	0	0	2	9	0	0	0	0	1
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	0	33	0	0	0	0	2
Adults 18+ estimate 2015	119	881	4,886	26,158	23,788	100	100	100	100	100



Mosaic UK Map and Data: MALTSTERS, NORWICH (374308)



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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+)	105	1,270
D Rural Reality (18+)	14	170
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 2015	119	100



Occasions Map and Data: MALTSTERS, NORWICH (374308)



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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	7	52	348	1,765	1,359	133	111	131	116	97
02 Early Doors	5	40	261	1,639	1,369	113	102	117	128	116
03 Everyday is Friday	2	29	172	1,081	1,015	53	87	90	99	101
04 Weekend Millionaires	4	29	130	1,102	1,058	74	60	47	70	73
05 Out On The Town	1	16	101	787	871	19	34	38	52	62
06 Business and Pleasure	5	29	122	575	533	185	121	89	74	74
07 Sporting Pints	0	8	47	500	508	0	16	16	30	33
08 Student Social	4	45	171	838	804	164	207	139	119	123
09 Leisurely Lunch	8	63	364	1,883	1,648	156	138	140	127	120
10 Wining and Dining	8	60	344	2,138	2,109	137	115	116	126	135
11 Household Outing	2	14	83	851	890	43	34	35	64	72
12 Midweek Meal Deal	3	57	358	1,184	897	115	246	272	157	129
13 Date Night	7	66	399	2,070	1,930	169	179	191	173	175
14 Birthday Treat	4	41	233	1,452	1,467	96	111	111	121	133
15 Pre Show Meal	3	11	48	344	340	210	87	67	83	89
Number of Occasions	63	560	3,181	18,209	16,798	100	100	100	100	100



Competition Map and Data: MALTSTERS, NORWICH (374308)



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

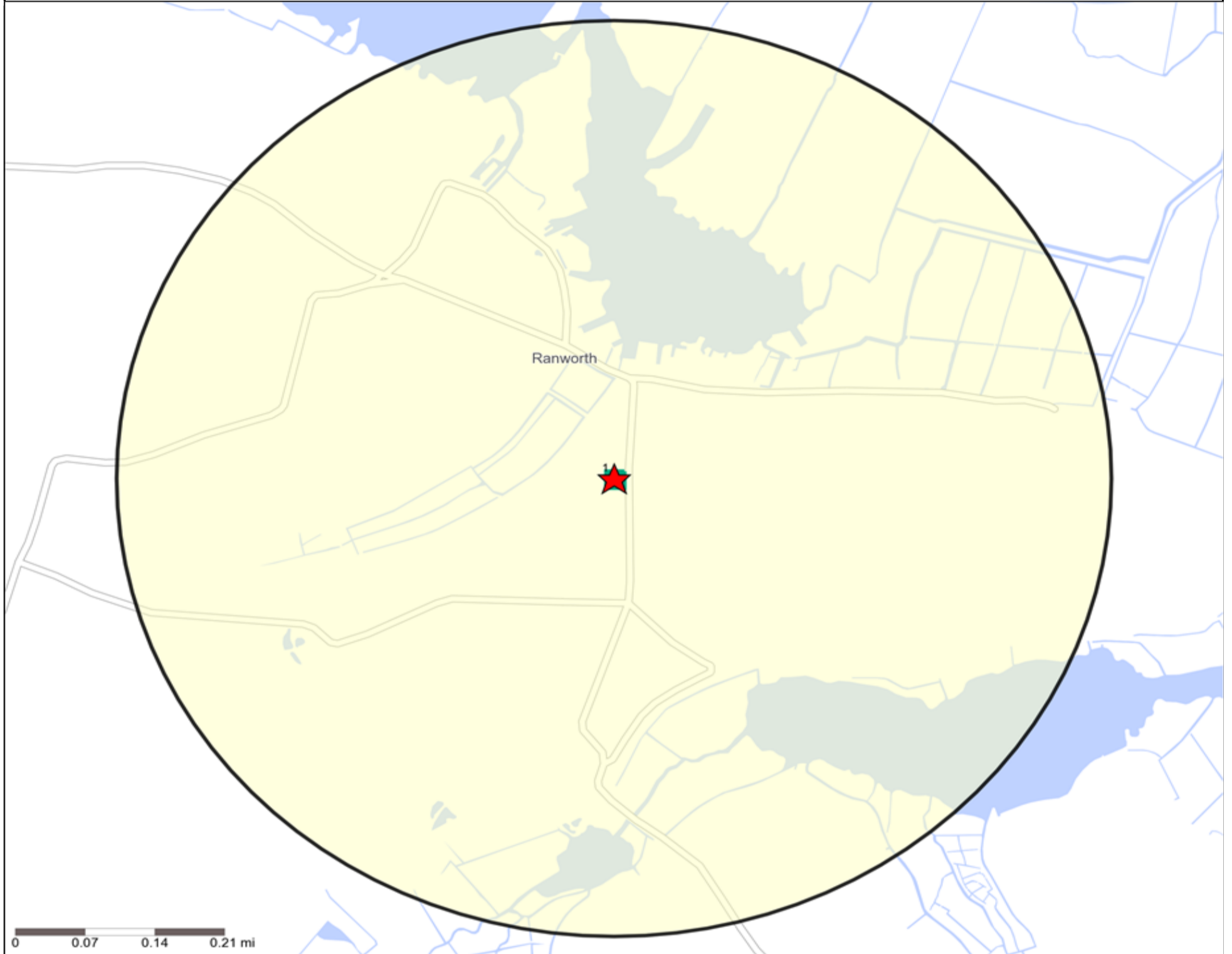


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	2
Circuit Bar	0	1	1	2
Community Local	1	1	6	18
Dry Led	0	0	2	9
Branded Food Pub	0	0	1	1
Rural	0	1	1	2
Other	0	1	7	30
Total	1	4	18	64



Competition Map and Data: MALTSTERS, NORWICH (374308)



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	0
Total	1



Local Competition: MALTSTERS, NORWICH (374308)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	MALTSTERS, NORWICH	THE HILL, NORWICH, NR13 6AB	Punch Taverns	NR13 6AB	Punch Taverns	0.00
1	Maltsters	The Hill, Ranworth, Norwich	Punch Pub Company	NR13 6AB	Community Local	0.00
2	Kings Arms	1 Panxworth Road, South Walsham, Norwich	Independent Free	NR13 6DY	Circuit Bar	0.83
3	Ship Inn	18 The Street, South Walsham, Norwich	Wellington	NR13 6DQ	Rural Character	0.85
4	South Walsham Village Hall	School Road, Norwich	Independent Free	NR13 6DZ	Other	1.03
5	Hunters Spa	Ferry Road, Horning, Norwich	Independent Free	NR12 8PS	Other	1.62
6	Ferry Inn	Ferry Road, Horning, Norwich	Unknown	NR12 8PS	Community Local	1.62
7	New Inn	54 Lower Street, Horning, Norwich	Enterprise Inns	NR12 8PF	Community Local	1.95
8	Dog	Johnsons Street, Ludham, Great Yarmouth	Wellington	NR29 5NY	Dry Led	2.10
9	Fur & Feather	Slad Lane, Woodbastwick, Norwich	Woodforde's Ltd	NR13 6HQ	Community Local	2.11
10	Staithe N Willow Tea Rooms	16 Lower Street, Horning, Norwich	Independent Free	NR12 8AA	Other	2.25
11	Swan Inn	10 Lower Street, Horning, Norwich	Mitchells & Butlers	NR12 8AA	Branded Food	2.25
12	Bure River Cottage Restaurant	27 Lower Street, Norwich	Independent Free	NR12 8AA	Other	2.25
13	Mississippi River Boat	Ropes Hill, Horning, Norwich	Independent Free	NR12 8PA	Community Local	2.51
14	White Horse	17 Chapel Road, Upton, Norwich	*Other Small Retail Groups	NR13 6BT	Community Local	2.55
15	Heathlands Social Club	Woodbastwick Road, Blofield, Norwich	Independent Free	NR13 4QH	Other	2.60
16	Tamarind Fine Indian Dining	Woodbastwick Road, Blofield, Norwich	Independent Free	NR13 4AB	Other	2.64
17	Lion	The Street, Thurne, Great Yarmouth	Enterprise Inns	NR29 3AP	Dry Led	2.91
18	Amber Lodge	South Walsham Road, Acle, Norwich	Independent Free	NR13 3ES	Other	2.91
19	Brick Kilns	Norwich Road, Little Plumstead, Norwich	Wellington	NR13 5JH	Rural Character	3.08
20	Kings Arms	High Street, Ludham, Great Yarmouth	Enterprise Inns	NR29 5QQ	Dry Led	3.09
21	Norwich United Football Club	Plantation Road, Blofield, Norwich	Independent Free	NR13 4PL	Other	3.12
22	Bell Inn	3 Lower Street, Salhouse, Norwich	Enterprise Inns	NR13 6RW	Dry Led	3.22
23	Little Plumstead Village Hall	1 Fairfield Close, Little Plumstead, Norwich	Independent Free	NR13 5JD	Other	3.27
24	Lodge	Vicarage Road, Salhouse, Norwich	Independent Free	NR13 6HD	Other	3.40
25	Oldfield Guest House	Vicarage Road, Salhouse, Norwich	Independent Free	NR13 6HD	Other	3.40
26	Kings Head	39 Yarmouth Road, Blofield, Norwich	Enterprise Inns	NR13 4LE	Community Local	3.40
27	Acle Indoor Bowls Centre	Bridewell Lane, Acle, Norwich	Independent Free	NR13 3RA	Other	3.50
28	Kings Head	The Street, Acle, Norwich	Enterprise Inns	NR13 3DY	Community Local	3.59
29	Blofield United Football Club	Old Yarmouth Road, Norwich	Independent Free	NR13 4LB	Other	3.68
30	Little Chef	Acle, Norwich	Kout Food Group	NR13 3BE	Other	3.69