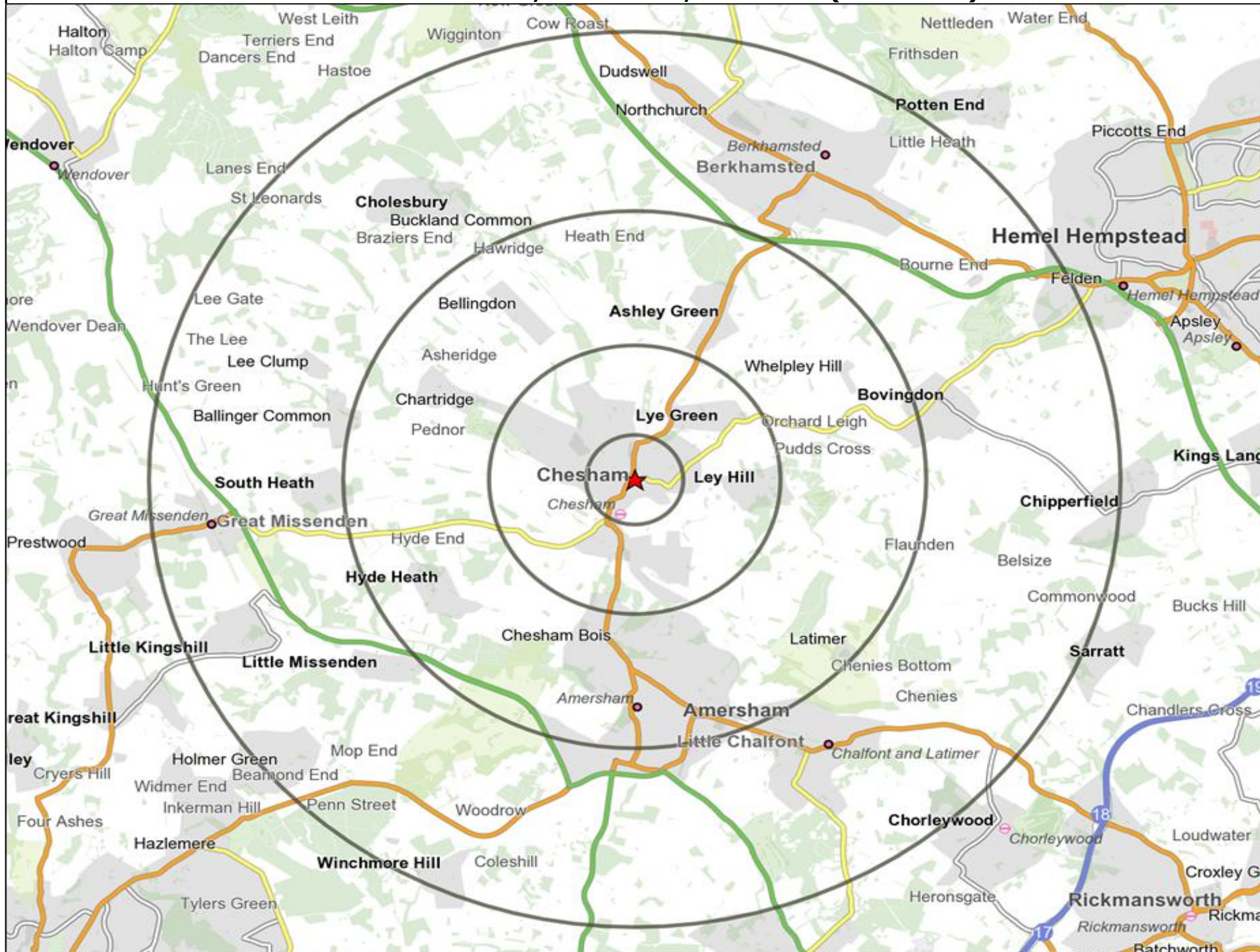




## Customer Profile Report for JOLLY SPORTSMAN, CHESHAM (Punch Outlet Number: 201022) ESKDALE AVENUE, CHESHAM, HP5 3AX (HP 5 3AX)



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

### Age Data Table

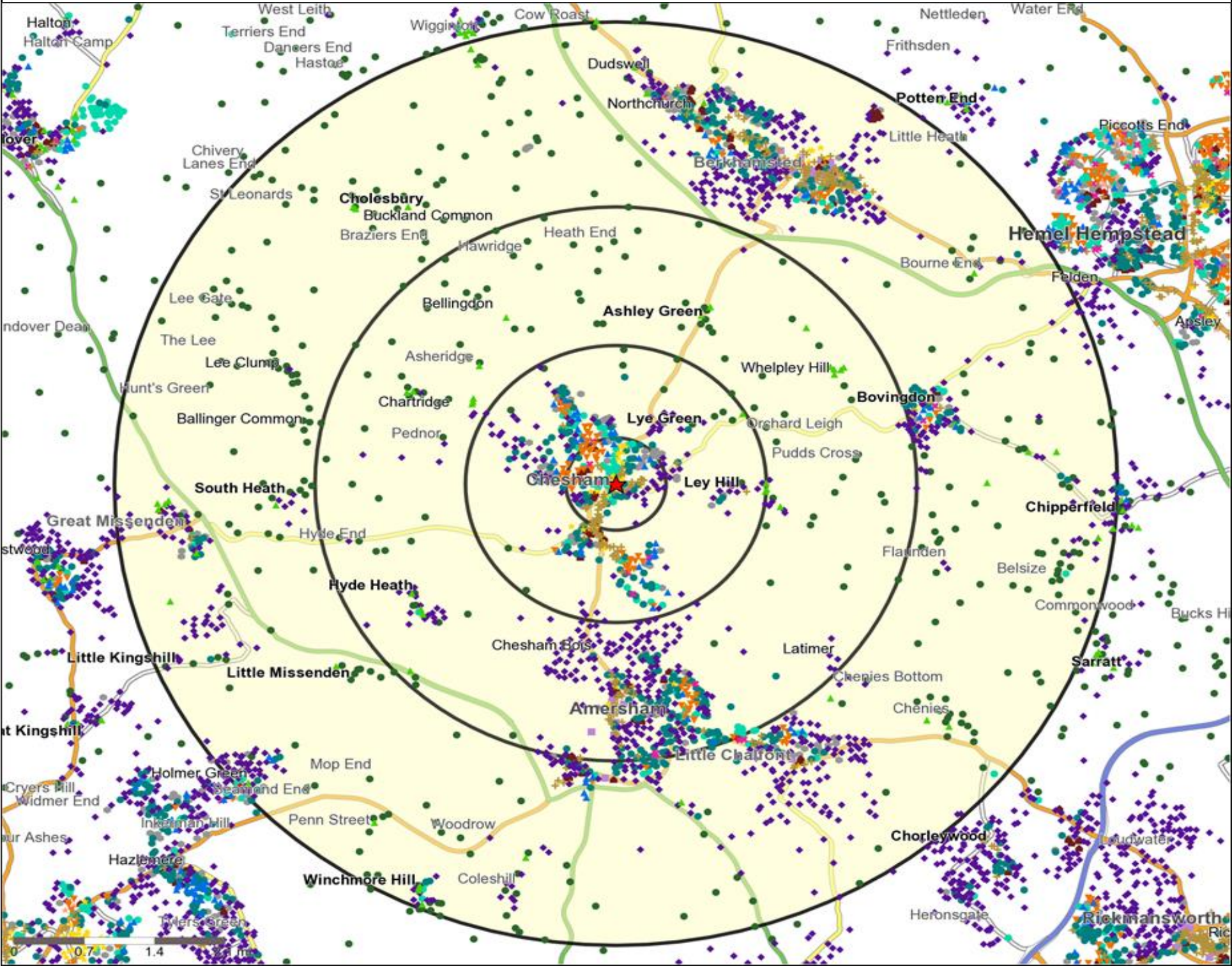
|                          | Count:        |               |               |               |                  | Index:        |               |               |               |                  |
|--------------------------|---------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|------------------|
|                          | 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                     | 1,929         | 4,609         | 8,842         | 18,574        | 21,479           | 114           | 108           | 110           | 108           | 107              |
| 16-17                    | 246           | 554           | 1,071         | 2,132         | 2,544            | 117           | 105           | 108           | 100           | 102              |
| 18-24                    | 790           | 1,686         | 2,832         | 5,260         | 6,417            | 97            | 82            | 73            | 63            | 66               |
| 25-34                    | 1,228         | 2,735         | 4,577         | 8,812         | 11,012           | 100           | 88            | 78            | 70            | 75               |
| 35-44                    | 1,272         | 3,089         | 5,716         | 12,592        | 14,746           | 111           | 107           | 105           | 108           | 108              |
| 45-54                    | 1,246         | 3,324         | 6,481         | 14,334        | 16,658           | 97            | 103           | 107           | 110           | 110              |
| 55-64                    | 946           | 2,508         | 4,883         | 11,390        | 13,037           | 93            | 97            | 101           | 110           | 107              |
| 65+                      | 1,363         | 4,280         | 8,321         | 18,789        | 21,359           | 84            | 104           | 108           | 114           | 111              |
| Population estimate 2015 | 9,020         | 22,785        | 42,723        | 91,883        | 107,252          | 100           | 100           | 100           | 100           | 100              |

### Ethnicity - Census 2011

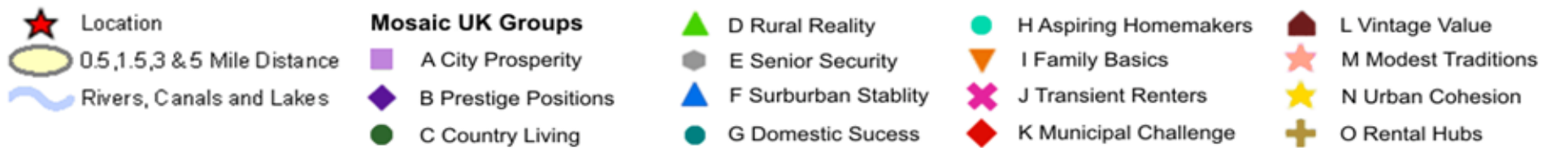
|                                             | Count:        |               |               |               |                  | %:            |               |               |               |                  |
|---------------------------------------------|---------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|------------------|
|                                             | 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                                       | 7,154         | 19,310        | 36,653        | 81,871        | 95,395           | 80%           | 86%           | 88%           | 91%           | 92%              |
| Mixed / Multiple Ethnic Groups              | 238           | 579           | 1,107         | 1,936         | 2,210            | 3%            | 3%            | 3%            | 2%            | 2%               |
| Asian / Asian British                       | 1,372         | 2,225         | 3,194         | 4,611         | 5,154            | 15%           | 10%           | 8%            | 5%            | 5%               |
| Black / African / Caribbean / Black British | 94            | 224           | 469           | 691           | 890              | 1%            | 1%            | 1%            | 1%            | 1%               |
| Other Ethnic Group                          | 56            | 108           | 217           | 387           | 436              | 1%            | 0%            | 1%            | 0%            | 0%               |
| All People (Ethnic Group)                   | 8,914         | 22,446        | 41,640        | 89,496        | 104,085          | 100           | 100           | 100           | 100           | 100              |



Mosaic UK Map and Data: JOLLY SPORTSMAN, CHESHAM (201022)



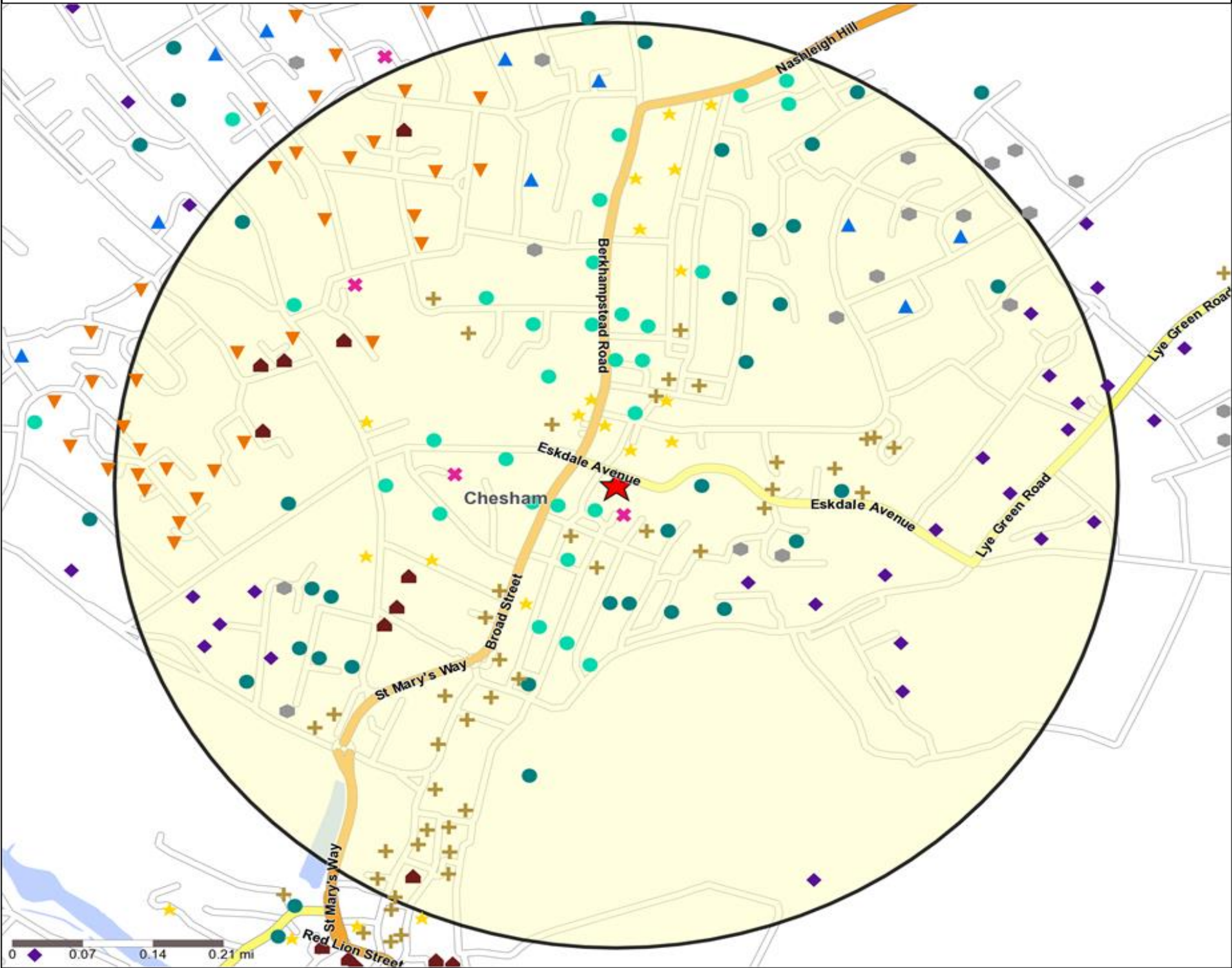
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| Mosaic UK Data Table (Residential) | Count:        |               |               |               |                  | Index:  |         |         |         |                  |
|------------------------------------|---------------|---------------|---------------|---------------|------------------|---------|---------|---------|---------|------------------|
|                                    | 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             | 174           | 775           | 775              | 0       | 0       | 13      | 26      | 22               |
| B Prestige Positions (18+)         | 665           | 3,048         | 9,050         | 23,858        | 26,413           | 133     | 237     | 386     | 465     | 440              |
| C Country Living (18+)             | 0             | 302           | 1,948         | 6,574         | 6,453            | 0       | 25      | 87      | 135     | 113              |
| D Rural Reality (18+)              | 0             | 77            | 697           | 1,636         | 1,810            | 0       | 6       | 31      | 34      | 32               |
| E Senior Security (18+)            | 468           | 1,761         | 2,144         | 4,719         | 5,457            | 84      | 123     | 82      | 82      | 81               |
| F Suburban Stability (18+)         | 416           | 1,378         | 1,478         | 2,615         | 3,121            | 100     | 128     | 75      | 61      | 62               |
| G Domestic Success (18+)           | 1,332         | 3,526         | 6,489         | 12,368        | 15,262           | 231     | 238     | 240     | 209     | 220              |
| H Aspiring Homemakers (18+)        | 1,196         | 2,148         | 2,601         | 3,936         | 5,516            | 192     | 134     | 89      | 61      | 74               |
| I Family Basics (18+)              | 890           | 2,351         | 2,949         | 4,104         | 4,855            | 180     | 185     | 127     | 81      | 82               |
| J Transient Renters (18+)          | 82            | 219           | 322           | 546           | 892              | 21      | 22      | 17      | 13      | 19               |
| K Municipal Challenge (18+)        | 0             | 0             | 38            | 102           | 102              | 0       | 0       | 2       | 2       | 2                |
| L Vintage Value (18+)              | 284           | 583           | 1,084         | 2,233         | 2,750            | 66      | 53      | 54      | 50      | 53               |
| M Modest Traditions (18+)          | 0             | 0             | 0             | 83            | 101              | 0       | 0       | 0       | 2       | 3                |
| N Urban Cohesion (18+)             | 718           | 758           | 883           | 1,116         | 1,239            | 200     | 82      | 52      | 30      | 29               |
| O Rental Hubs (18+)                | 793           | 1,469         | 2,313         | 5,688         | 7,640            | 150     | 108     | 93      | 105     | 120              |
| Adults 18+ estimate 2015           | 6,844         | 17,620        | 32,170        | 70,353        | 82,386           | 100     | 100     | 100     | 100     | 100              |



Mosaic UK Map and Data: JOLLY SPORTSMAN, CHESHAM (201022)



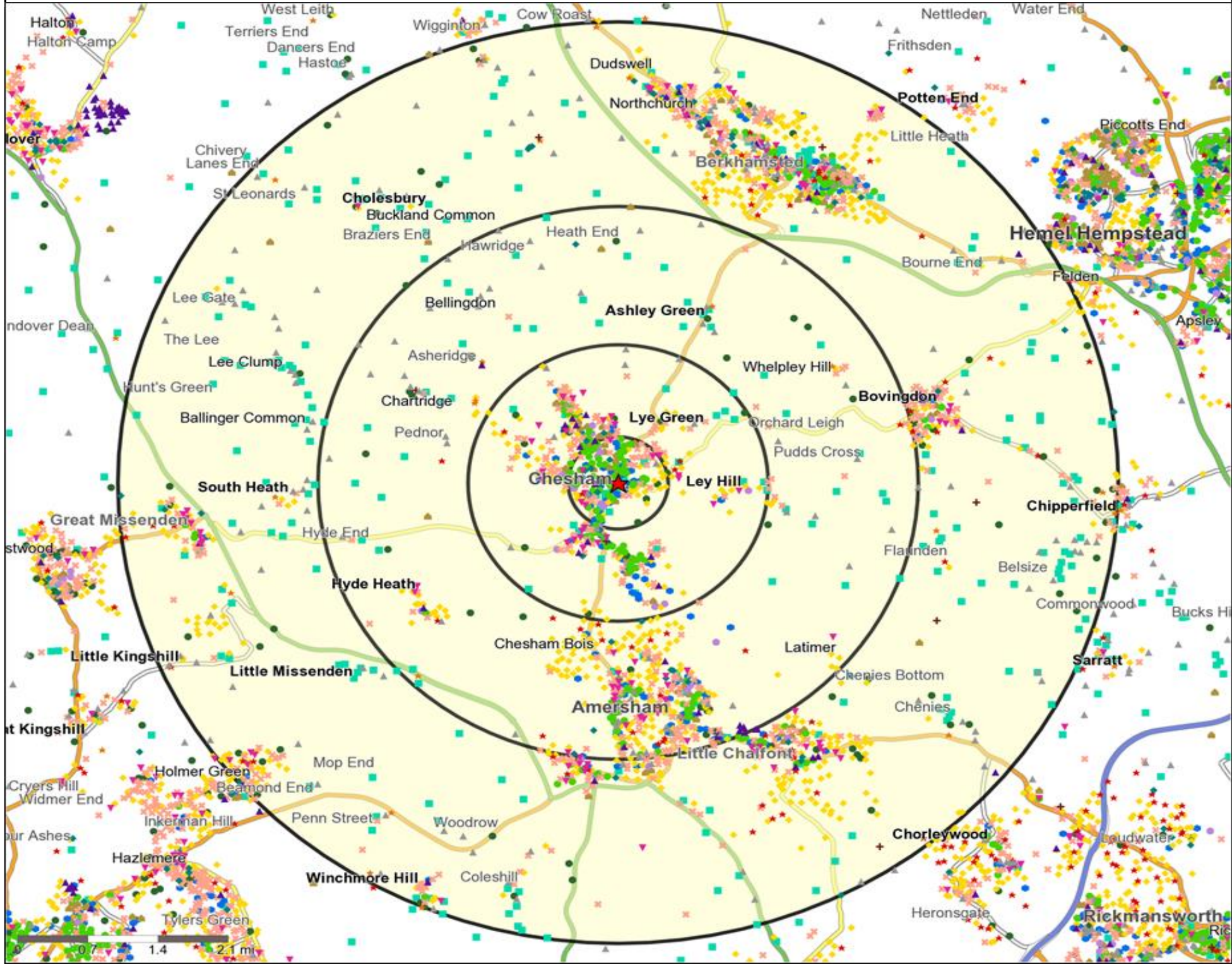
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| Mosaic UK Data Table (Residential) | Count:        | Index:        |
|------------------------------------|---------------|---------------|
|                                    | 0 - 0.5 Miles | 0 - 0.5 Miles |
| A City Prosperity (18+)            | 0             | 0             |
| B Prestige Positions (18+)         | 665           | 133           |
| C Country Living (18+)             | 0             | 0             |
| D Rural Reality (18+)              | 0             | 0             |
| E Senior Security (18+)            | 468           | 84            |
| F Suburban Stability (18+)         | 416           | 100           |
| G Domestic Success (18+)           | 1,332         | 231           |
| H Aspiring Homemakers (18+)        | 1,196         | 192           |
| I Family Basics (18+)              | 890           | 180           |
| J Transient Renters (18+)          | 82            | 21            |
| K Municipal Challenge (18+)        | 0             | 0             |
| L Vintage Value (18+)              | 284           | 66            |
| M Modest Traditions (18+)          | 0             | 0             |
| N Urban Cohesion (18+)             | 718           | 200           |
| O Rental Hubs (18+)                | 793           | 150           |
| Adults 18+ estimate 2015           | 6,844         | 100           |



Occasions Map and Data: JOLLY SPORTSMAN, CHESHAM (201022)



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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

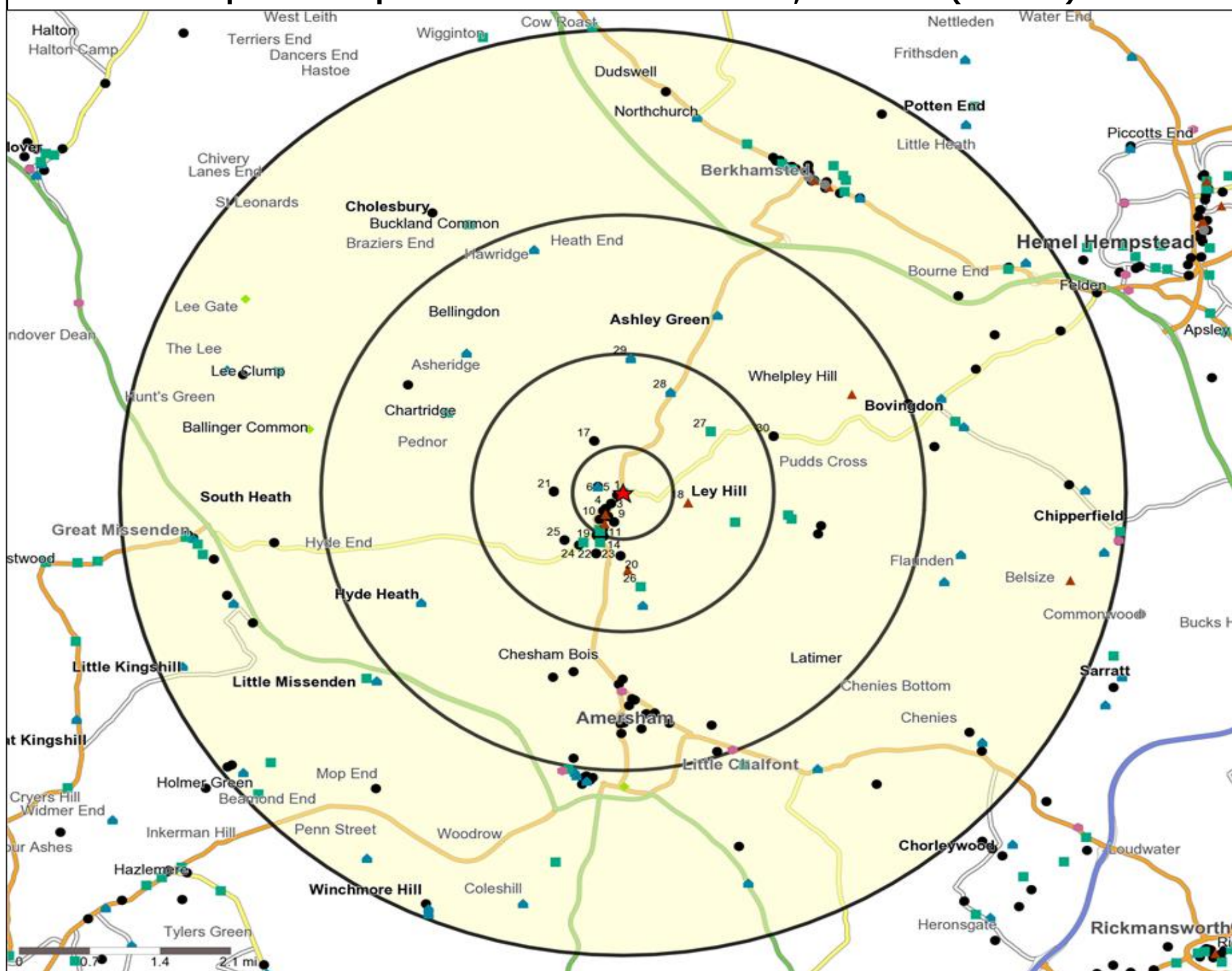
15 Pre Show Meal

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         | 372           | 871           | 1,665         | 3,946         | 4,479            | 70      | 66      | 72      | 80      | 78               |
| 02 Early Doors           | 341           | 881           | 1,634         | 3,585         | 4,087            | 77      | 80      | 84      | 87      | 85               |
| 03 Everyday is Friday    | 406           | 1,050         | 1,602         | 3,114         | 3,789            | 108     | 112     | 96      | 89      | 92               |
| 04 Weekend Millionaires  | 365           | 921           | 1,298         | 2,366         | 2,895            | 67      | 68      | 54      | 47      | 49               |
| 05 Out On The Town       | 573           | 1,366         | 2,276         | 4,469         | 5,611            | 109     | 105     | 99      | 92      | 98               |
| 06 Business and Pleasure | 358           | 785           | 1,648         | 3,789         | 4,343            | 132     | 116     | 138     | 151     | 147              |
| 07 Sporting Pints        | 710           | 1,358         | 1,921         | 3,207         | 4,065            | 123     | 94      | 75      | 60      | 64               |
| 08 Student Social        | 236           | 660           | 1,360         | 2,896         | 3,342            | 96      | 108     | 126     | 127     | 125              |
| 09 Leisurely Lunch       | 508           | 1,349         | 2,525         | 5,526         | 6,374            | 99      | 105     | 111     | 116     | 113              |
| 10 Wining and Dining     | 597           | 1,672         | 3,159         | 7,007         | 8,164            | 102     | 114     | 122     | 129     | 128              |
| 11 Household Outing      | 576           | 1,278         | 1,887         | 3,654         | 4,413            | 124     | 111     | 92      | 85      | 87               |
| 12 Midweek Meal Deal     | 169           | 392           | 604           | 1,179         | 1,365            | 65      | 60      | 53      | 49      | 48               |
| 13 Date Night            | 507           | 1,487         | 3,011         | 6,801         | 7,896            | 122     | 144     | 165     | 176     | 174              |
| 14 Birthday Treat        | 439           | 1,261         | 2,470         | 5,440         | 6,219            | 106     | 122     | 135     | 141     | 137              |
| 15 Pre Show Meal         | 154           | 399           | 740           | 1,604         | 1,877            | 108     | 112     | 117     | 121     | 120              |
| Number of Occasions      | 6,311         | 15,730        | 27,800        | 58,583        | 68,919           | 100     | 100     | 100     | 100     | 100              |



## Competition Map and Data: JOLLY SPORTSMAN, CHESHAM (201022)



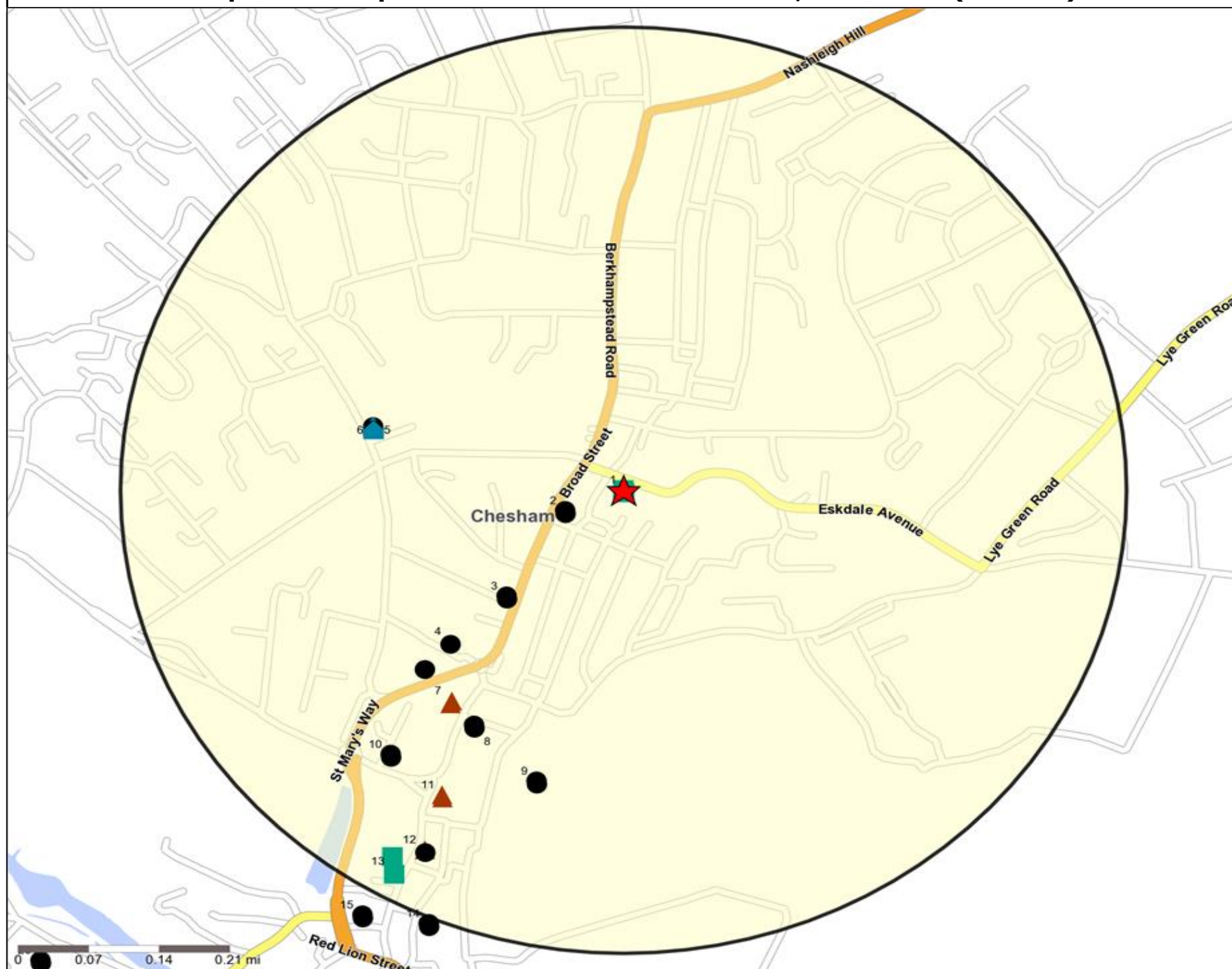
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ◆ Branded Food
- Café / Wine Bar
- ▲ Circuit Bar
- Community Local
- ▲ Dry Led
- Other
- ◆ Rural Character

### 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             | 1             | 3             |
| Circuit Bar        | 2             | 3             | 4             | 7             |
| Community Local    | 2             | 6             | 9             | 28            |
| Dry Led            | 1             | 3             | 7             | 35            |
| Branded Food Pub   | 0             | 0             | 2             | 4             |
| Rural              | 0             | 0             | 0             | 3             |
| Other              | 8             | 17            | 41            | 107           |
| <b>Total</b>       | <b>13</b>     | <b>29</b>     | <b>64</b>     | <b>187</b>    |



## Competition Map and Data: JOLLY SPORTSMAN, CHESHAM (201022)



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        | 2             |
| Community Local    | 2             |
| Dry Led            | 1             |
| Branded Food Pub   | 0             |
| Rural              | 0             |
| Other              | 8             |
| <b>Total</b>       | <b>13</b>     |



## Local Competition: JOLLY SPORTSMAN, CHESHAM (201022)

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

| Rank | Pub name                               | Address                               | Owner                      | Postcode | Category        | Distance (Miles) |
|------|----------------------------------------|---------------------------------------|----------------------------|----------|-----------------|------------------|
| N/A  | JOLLY SPORTSMAN, CHESHAM               | ESKDALE AVENUE, CHESHAM, HP5 3AX      | Punch Taverns              | HP 5 3AX | Punch Taverns   | 0.00             |
| 1    | Jolly Sportsman                        | 2 Eskdale Avenue, Chesham             | Punch Pub Company          | HP 5 3AX | Community Local | 0.00             |
| 2    | Delhi Durban Tandoori                  | 131 Broad Street, Chesham             | Independent Free           | HP 5 3EF | Other           | 0.06             |
| 3    | Cheshan Tandoori                       | 48 Broad Street, Chesham              | Independent Free           | HP 5 3DX | Other           | 0.16             |
| 4    | New Elgiva Theatre                     | St Marys Way, Chesham                 | Independent Free           | HP 5 1HR | Other           | 0.24             |
| 5    | Gamekeepers Lodge                      | Bellingdon Road, Chesham              | Punch Pub Company          | HP 5 2NN | Dry Led         | 0.26             |
| 6    | Kenjos                                 | Bellingdon Road, Chesham              | Independent Free           | HP 5 2NN | Other           | 0.26             |
| 7    | Waggon & Horses                        | 152 High Street, Chesham              | Punch Pub Company          | HP 5 1EF | Circuit Bar     | 0.29             |
| 8    | Rajasthan                              | 115 High Street, Chesham              | Independent Free           | HP 5 1DE | Other           | 0.30             |
| 9    | White Hill Centre                      | White Hill, Chesham                   | Independent Free           | HP 5 1AG | Other           | 0.33             |
| 10   | Elgiva Hall                            | Elgiva Lane, Chesham                  | Independent Free           | HP 5 2JD | Other           | 0.37             |
| 11   | Generals Arms                          | 77 The Broadway, Chesham              | *Other Small Retail Groups | HP 5 1BX | Circuit Bar     | 0.38             |
| 12   | Jasmine Thai Kitchen                   | 51 High Street, Chesham               | Independent Free           | HP 5 1BW | Other           | 0.44             |
| 13   | George & Dragon                        | 14 High Street, Chesham               | Punch Pub Company          | HP 5 1EP | Community Local | 0.47             |
| 14   | Chesham Conservative & Unionist Club   | East Street, Chesham                  | Independent Free           | HP 5 1DG | Other           | 0.51             |
| 15   | Chesham Cottage                        | 20 Church Street, Chesham             | Independent Free           | HP 5 1HS | Other           | 0.53             |
| 16   | Red Lion                               | 28 Red Lion Street, Chesham           | Greene King                | HP 5 1ET | Community Local | 0.58             |
| 17   | Chesham Belmont Club                   | Windsor Road, Chesham                 | Independent Free           | HP 5 2DF | Other           | 0.63             |
| 18   | Hen & Chickens                         | 119 Botley Road, Chesham              | Independent Free           | HP 5 1XG | Circuit Bar     | 0.66             |
| 19   | Queens Head                            | 120 Church Street, Chesham            | Fuller Smith & Turner      | HP 5 1JD | Community Local | 0.67             |
| 20   | Chalfont Park                          | Waterside, Chesham                    | Independent Free           | HP 5 1PS | Other           | 0.68             |
| 21   | Chesham Rugby Club                     | Chartridge Lane, Chesham              | Independent Free           | HP 5 2RG | Other           | 0.68             |
| 22   | Chesham Cricket Club                   | Amy Lane, Chesham                     | Independent Free           | HP 5 1NA | Other           | 0.71             |
| 23   | Chesham United                         | Amy Lane, Chesham                     | Independent Free           | HP 5 1NA | Other           | 0.71             |
| 24   | Chesham Squash Club                    | Pednormead End, Chesham               | Independent Free           | HP 5 2JS | Other           | 0.71             |
| 25   | Chesham 1879 Lawn Tennis & Squash Club | Pednor Road, Chesham                  | Independent Free           | HP 5 2JU | Other           | 0.77             |
| 26   | Pheasant                               | Waterside, Chesham                    | Punch Pub Company          | HP 5 1QE | Community Local | 1.03             |
| 27   | Black Cat                              | Lycrome Road, Lye Green, Chesham      | Independent Free           | HP 5 3LF | Community Local | 1.09             |
| 28   | Golden Eagle                           | Ashley Green Road, Chesham            | Punch Pub Company          | HP 5 3PF | Dry Led         | 1.19             |
| 29   | Black Horse                            | The Vale, Chesham                     | Punch Pub Company          | HP 5 3NS | Dry Led         | 1.45             |
| 30   | Chesham Bowling Club                   | Rushmere Lane, Orchard Leigh, Chesham | Independent Free           | HP 5 3QY | Other           | 1.62             |