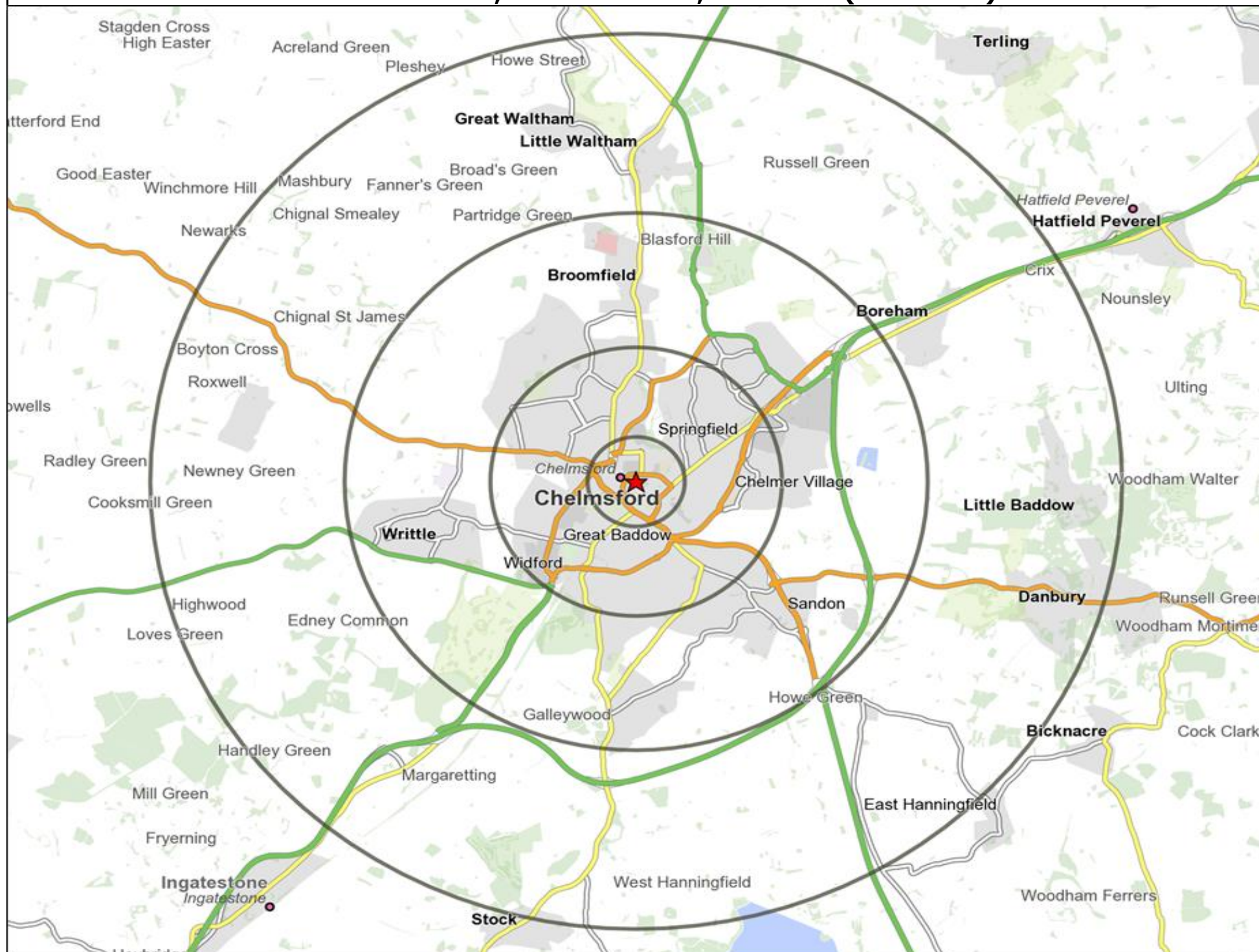




Customer Profile Report for WHEATSHEAF,CHELMSFORD (Punch Outlet Number: 373209)
28 NEW STREET, CHELMSFORD, CM1 1NT (CM 1 1NT)



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

Age Data Table

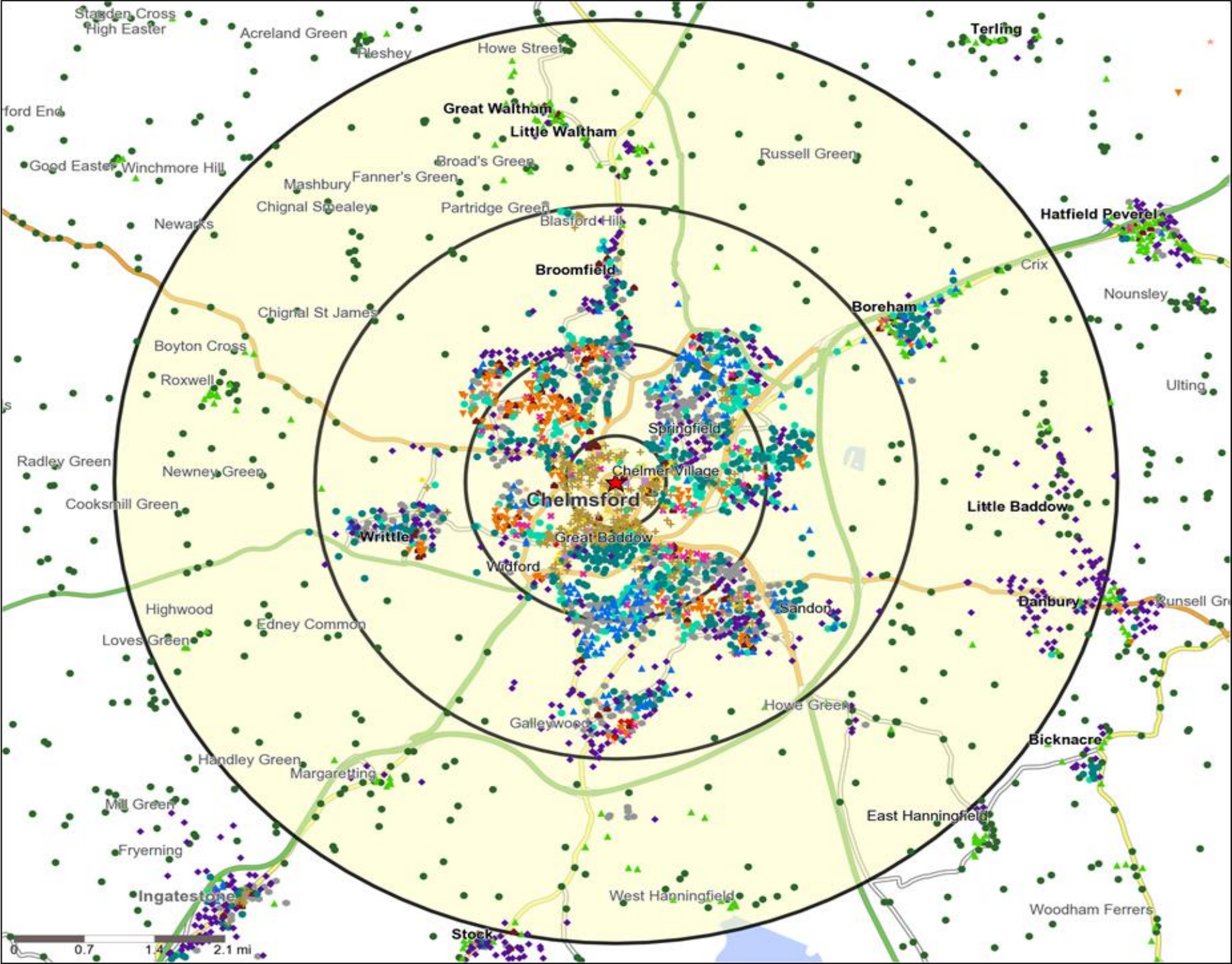
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	646	13,237	22,679	25,153	29,239	54	98	100	98	98
16-17	46	1,521	2,752	3,024	3,564	31	91	98	96	97
18-24	1,193	6,352	10,127	10,893	12,205	205	98	93	88	85
25-34	2,145	12,005	17,606	18,635	20,546	244	122	107	100	95
35-44	879	9,912	16,342	18,194	21,034	108	109	107	105	105
45-54	550	9,526	16,825	19,444	23,170	60	94	98	101	103
55-64	335	6,730	12,258	14,631	17,461	46	83	90	95	97
65+	628	12,541	22,270	26,148	31,440	54	97	102	107	110
Population estimate 2015	6,422	71,824	120,859	136,122	158,659	100	100	100	100	100

Ethnicity - Census 2011

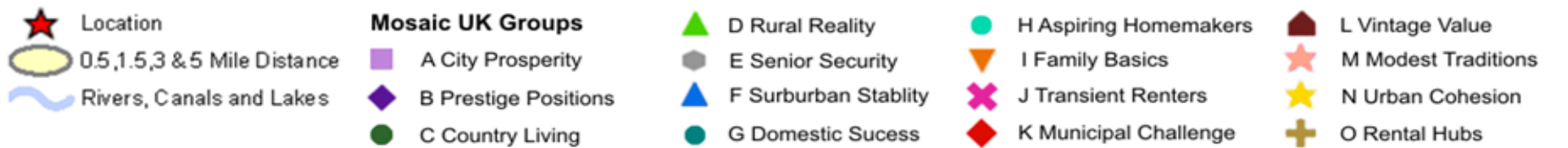
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	4,668	62,571	107,469	121,700	143,173	85%	91%	92%	93%	93%
Mixed / Multiple Ethnic Groups	154	1,318	2,091	2,252	2,503	3%	2%	2%	2%	2%
Asian / Asian British	425	3,013	4,318	4,505	4,826	8%	4%	4%	3%	3%
Black / African / Caribbean / Black British	204	1,256	1,786	1,875	1,989	4%	2%	2%	1%	1%
Other Ethnic Group	65	394	666	766	855	1%	1%	1%	1%	1%
All People (Ethnic Group)	5,516	68,552	116,330	131,098	153,346	100	100	100	100	100



Mosaic UK Map and Data: WHEATSHEAF,CHELMSFORD (373209)



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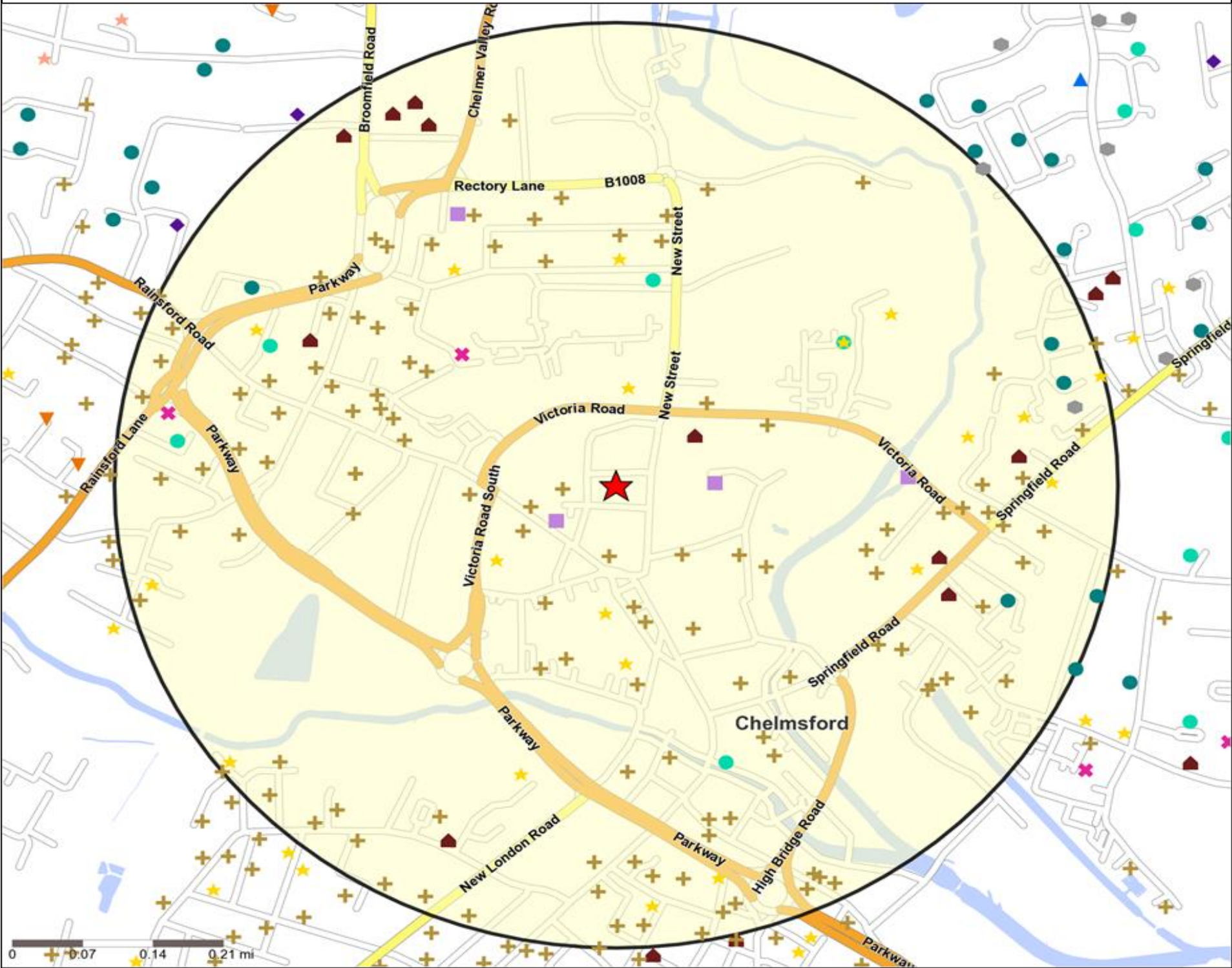


Mosaic UK Data Table (Residential)

	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+)	18	124	125	125	146	8	5	3	3	3
B Prestige Positions (18+)	16	2,782	8,668	11,798	16,943	4	68	127	152	187
C Country Living (18+)	0	19	626	4,449	7,737	0	0	10	60	90
D Rural Reality (18+)	0	1	79	2,685	6,336	0	0	1	36	74
E Senior Security (18+)	5	8,355	14,164	14,789	15,839	1	184	186	171	157
F Suburban Stability (18+)	0	3,418	8,318	8,590	9,040	0	100	145	132	119
G Domestic Success (18+)	311	11,372	19,916	21,097	22,772	73	242	253	236	218
H Aspiring Homemakers (18+)	142	6,152	10,809	11,213	12,097	31	121	127	116	107
I Family Basics (18+)	4	5,448	7,654	7,732	7,904	1	135	113	101	88
J Transient Renters (18+)	44	2,033	2,638	2,707	2,926	15	63	49	44	41
K Municipal Challenge (18+)	0	177	434	434	434	0	5	8	7	6
L Vintage Value (18+)	452	2,421	4,189	4,411	4,970	142	69	71	66	64
M Modest Traditions (18+)	0	414	1,405	1,412	1,693	0	16	32	28	29
N Urban Cohesion (18+)	375	1,533	1,663	1,663	1,673	141	53	34	30	26
O Rental Hubs (18+)	3,705	11,535	13,058	13,132	13,636	948	268	181	160	143
Adults 18+ estimate 2015	5,072	55,784	93,746	106,237	124,146	100	100	100	100	100



Mosaic UK Map and Data: WHEATSHEAF,CHELMSFORD (373209)



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

Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	18	8
B Prestige Positions (18+)	16	4
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	5	1
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	311	73
H Aspiring Homemakers (18+)	142	31
I Family Basics (18+)	4	1
J Transient Renters (18+)	44	15
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	452	142
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	375	141
O Rental Hubs (18+)	3,705	948
Adults 18+ estimate 2015	5,072	100

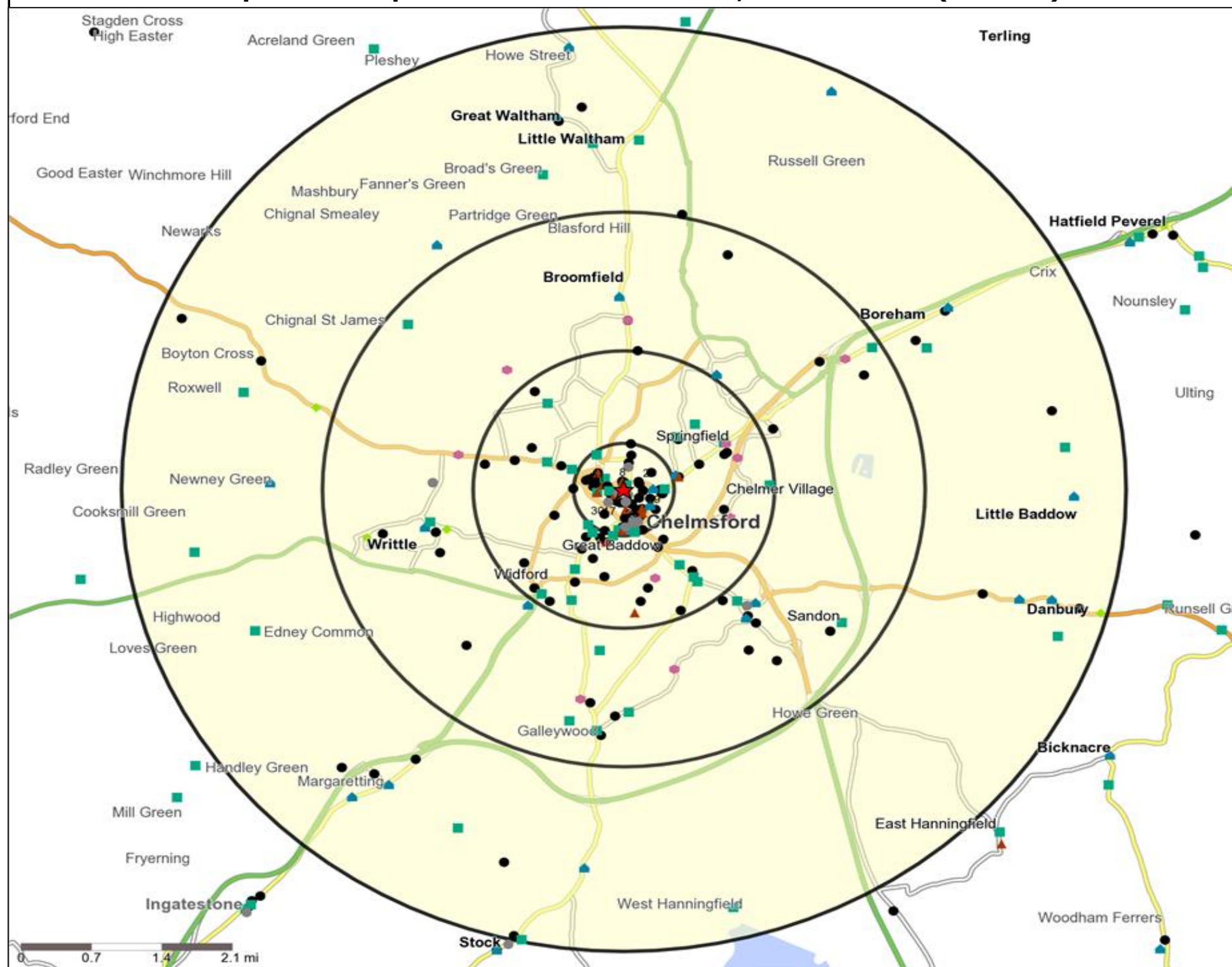


- ### Occasions Data Table

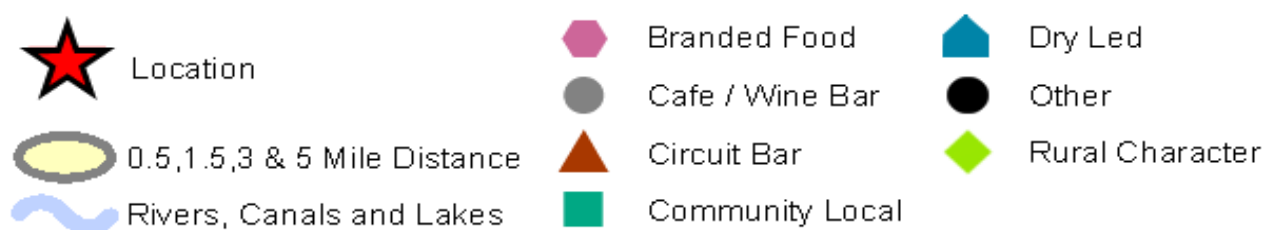
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Competition Map and Data: WHEATSHEAF, CHELMSFORD (373209)



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

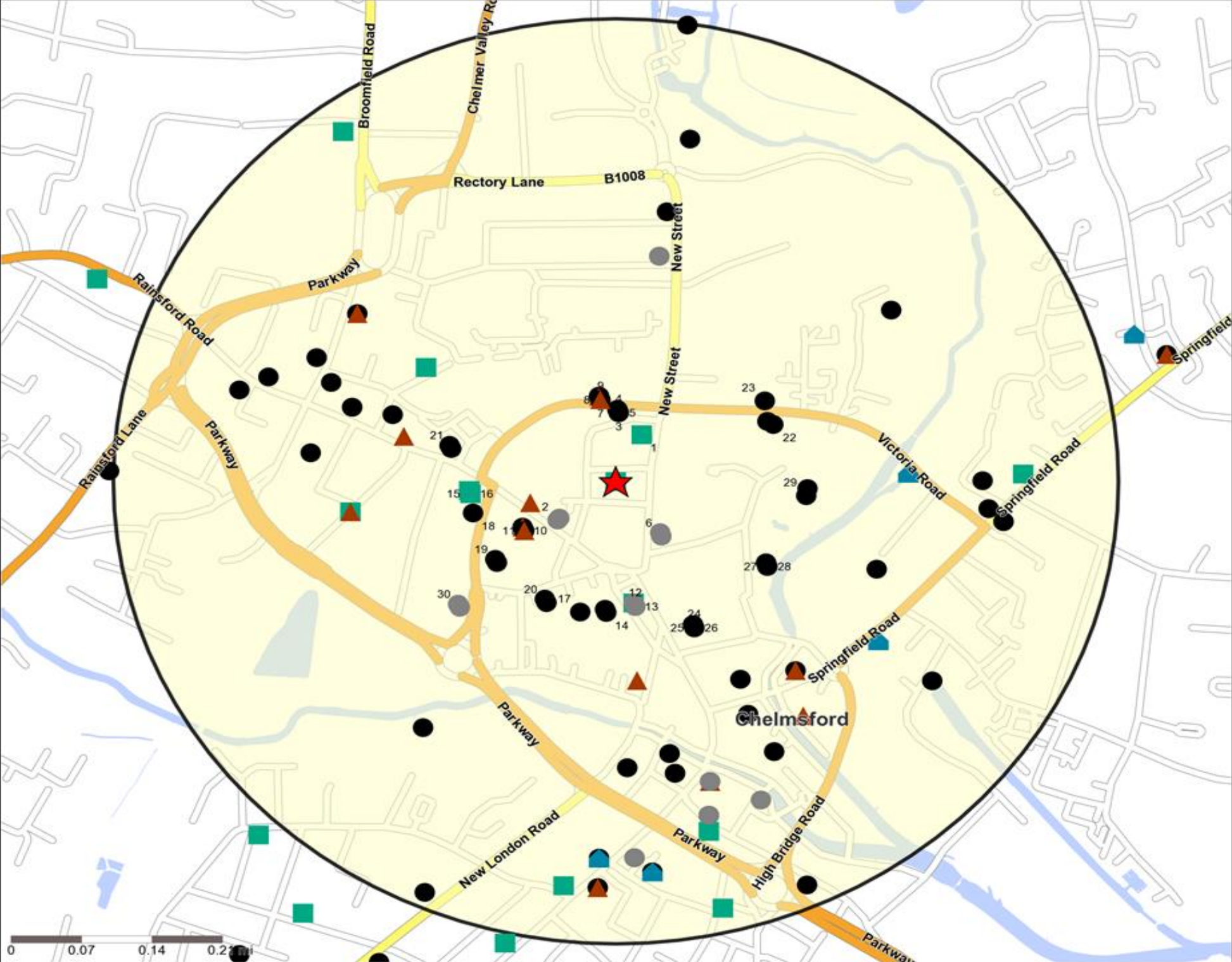


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	14	14	16	16
Circuit Bar	10	13	13	13
Community Local	11	30	39	51
Dry Led	4	5	10	22
Branded Food Pub	0	5	12	12
Rural	0	0	2	4
Other	73	104	128	147
Total	112	171	220	265



Competition Map and Data: WHEATSHEAF,CHELMSFORD (373209)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	14
Circuit Bar	10
Community Local	11
Dry Led	4
Branded Food Pub	0
Rural	0
Other	73
Total	112



Local Competition: WHEATSHEAF,CHELMSFORD (373209)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WHEATSHEAF,CHELMSFORD	28 NEW STREET, CHELMSFORD, CM1 1NT	Punch Taverns	CM 1 1NT	Punch Taverns	0.00
1	Wheatsheaf	28 New Street, Chelmsford	Punch Pub Company	CM 1 1NT	Community Local	0.06
2	Wine Cellar	4 Duke Street, Chelmsford	Independent Free	CM 1 1HL	Cafe / Wine Bar	0.07
3	Lanthai Authentic Thai Restaurant	11-12 Victoria Road, Chelmsford	Independent Free	CM 1 1NY	Other	0.07
4	Back Inn Time	13 Victoria Road, Chelmsford	Independent Free	CM 1 1NY	Other	0.07
5	Premier Inn	Victoria Road, Chelmsford	Whitbread	CM 1 1NY	Other	0.07
6	59 New Street	59 New Street, Chelmsford	Independent Free	CM 1 1NE	Cafe / Wine Bar	0.07
7	Ymca	12-14 Victoria Road, Chelmsford	Independent Free	CM 1 1NZ	Other	0.09
8	Bonds	16 Victoria Road, Chelmsford	Independent Free	CM 1 1NZ	Circuit Bar	0.09
9	Bar Tucan	101 Victoria Road, Chelmsford	Independent Free	CM 1 1NZ	Other	0.09
10	Golden Fleece	84 Duke Street, Chelmsford	Stonegate Pub Company	CM 1 1JP	Circuit Bar	0.11
11	Zen Noodle Bar	86-87 Duke Street, Chelmsford	Independent Free	CM 1 1JP	Other	0.11
12	Liaisons Bar & Grill	5 Tindal Street, Chelmsford	Independent Free	CM 1 1ER	Cafe / Wine Bar	0.14
13	Loop	1 Tindal Street, Chelmsford	Independent Free	CM 1 1ER	Cafe / Wine Bar	0.14
14	On The Square	1 Exchange Way, Chelmsford	Independent Free	CM 1 1XB	Other	0.14
15	Triangle Club - Essex County Counsel Sports	6 Duke Street, Chelmsford	Independent Free	CM 1 1LW	Other	0.15
16	Railway Tavern	63 Duke Street, Chelmsford	Gray & Sons	CM 1 1LW	Community Local	0.15
17	Turtle Bay	22-24 Exchange Way, Chelmsford	Turtle Bay Restaurants	CM 1 1XD	Other	0.15
18	Grand Central Chelmsford	Victoria Road South, Chelmsford	Independent Free	CM 1 1LN	Other	0.15
19	Lek Thai Food	Market Road, Chelmsford	Independent Free	CM 1 1LU	Other	0.15
20	Evoke	1-3 Market Road, Chelmsford	Deltic Group Ltd	CM 1 1XA	Other	0.15
21	Diva Karaoke	Duke Street, Chelmsford	*Other Small Retail Groups	CM 1 1HT	Other	0.17
22	Chelmsford Po Sports & Social Club	30 Victoria Road, Chelmsford	Independent Free	CM 1 1PA	Other	0.17
23	Essex Police Sports Association	Chelmsford	Independent Free	CM 2 6DA	Other	0.17
24	Jamies Italian Trattoria	2 High Street, Chelmsford	Jamie Oliver	CM 1 1BE	Other	0.18
25	Saracens Head Hotel	4 High Street, Chelmsford	Independent Free	CM 1 1BE	Other	0.18
26	Yo Sushi	9-10 High Street, Chelmsford	Yo! Sushi	CM 1 1BE	Other	0.18
27	Loch Fyne	109-111 Bond Street, Chelmsford	Greene King	CM 1 1GD	Other	0.18
28	Prezzo	113-115 Bond Street, Chelmsford	Prezzo plc	CM 1 1GD	Other	0.18
29	Riverside Ice	Victoria Road, Chelmsford	Independent Free	CM 1 1FG	Other	0.19
30	Hot House Bar & Bistro	57 Victoria Road South, Chelmsford	Independent Free	CM 1 1NG	Cafe / Wine Bar	0.21