



**Customer Profile Report for KINGS ARMS HOTEL, STANSTED (Punch Outlet Number: 200903)
STATION ROAD, STANSTED, CM24 8BE (CM24 8BE)**



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

Age Data Table

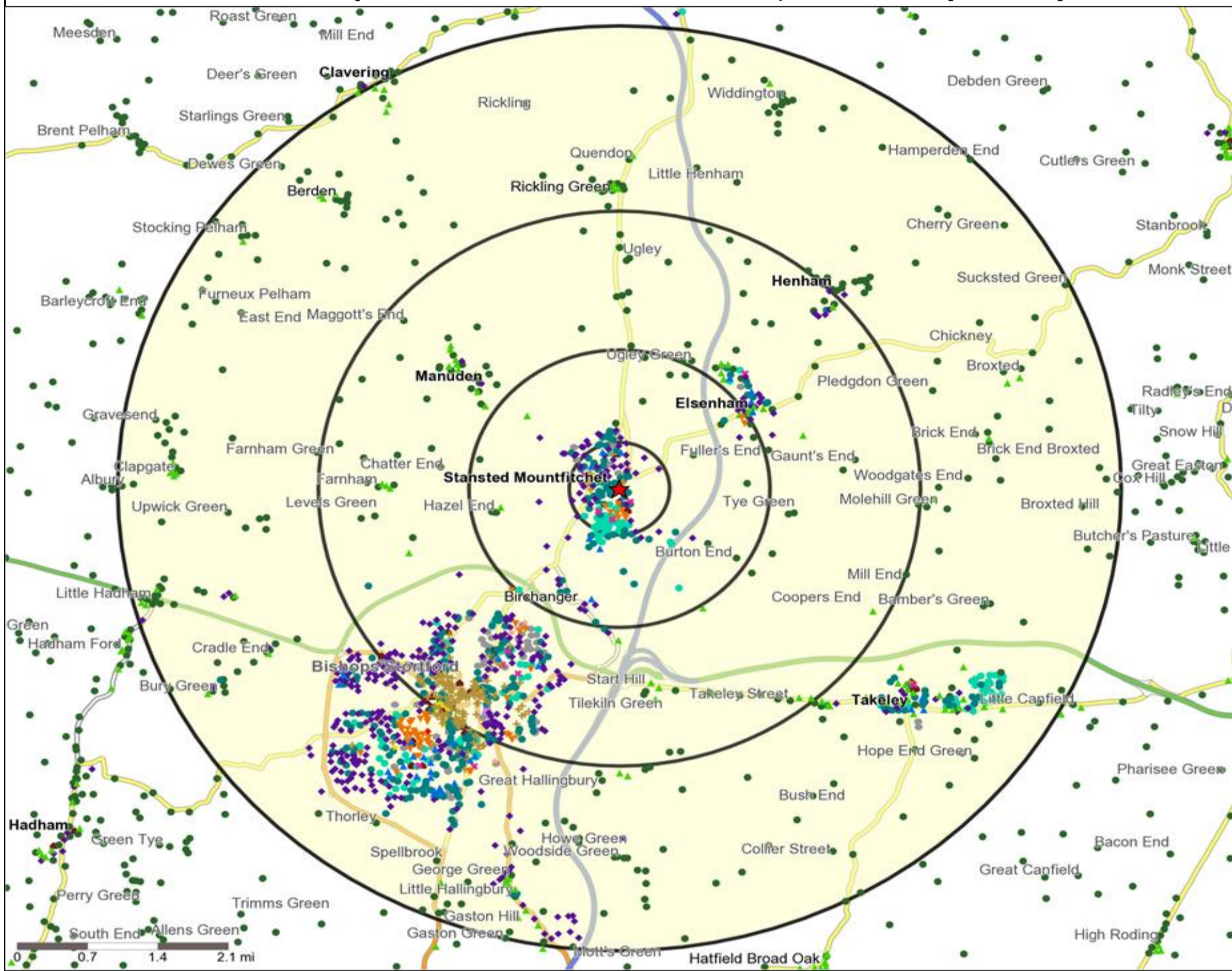
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	29	45	233	784	1,624	43	51	74	88	85
16-17	11	14	41	240	362	131	128	105	217	154
18-24	13	18	71	271	495	40	42	47	63	54
25-34	19	25	90	250	639	38	39	39	38	46
35-44	28	37	152	404	926	61	62	71	67	72
45-54	54	78	315	869	1,635	105	117	132	129	114
55-64	80	100	318	811	1,634	196	188	167	151	143
65+	127	154	459	1,121	2,811	195	182	152	131	154
Population estimate 2015	361	471	1,679	4,750	10,126	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	329	435	1,621	4,560	9,932	98%	99%	98%	98%	98%
Mixed / Multiple Ethnic Groups	4	4	10	34	62	1%	1%	1%	1%	1%
Asian / Asian British	2	2	8	30	67	1%	0%	0%	1%	1%
Black / African / Caribbean / Black British	0	0	1	6	12	0%	0%	0%	0%	0%
Other Ethnic Group	0	0	7	14	23	0%	0%	0%	0%	0%
All People (Ethnic Group)	335	441	1,647	4,644	10,096	100	100	100	100	100



Mosaic UK Map and Data: KINGS ARMS HOTEL, STANSTED (200903)



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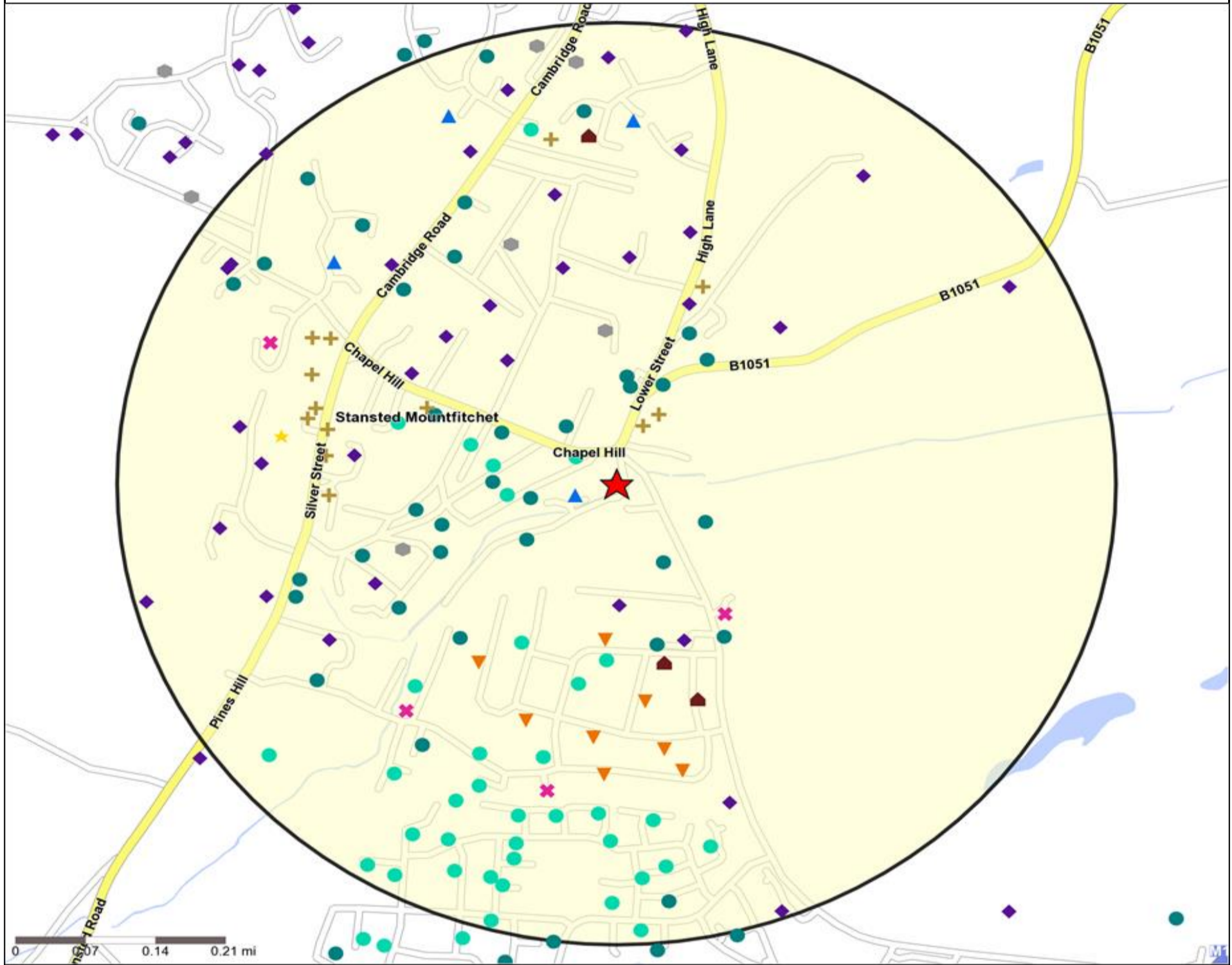
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- ▼ I Family Basics
- ★ M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✕ J Transient 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+)	0	0	0	0	69	0	0	0	0	12
C Country Living (18+)	307	392	1,135	3,166	5,428	1,368	1,363	1,168	1,279	982
D Rural Reality (18+)	16	22	264	398	2,168	71	77	272	161	393
E Senior Security (18+)	0	0	0	0	62	0	0	0	0	10
F Suburban Stability (18+)	0	0	0	0	11	0	0	0	0	2
G Domestic Success (18+)	0	0	0	0	10	0	0	0	0	1
H Aspiring Homemakers (18+)	0	0	0	0	58	0	0	0	0	8
I Family Basics (18+)	0	0	0	0	0	0	0	0	0	0
J Transient Renters (18+)	0	0	0	0	28	0	0	0	0	6
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	0	0	0	0	124	0	0	0	0	25
M Modest Traditions (18+)	0	0	0	0	1	0	0	0	0	0
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	0	0	0	0	0	0	0
Adults 18+ estimate 2015	323	414	1,399	3,564	7,959	100	100	100	100	100



Mosaic UK Map and Data: KINGS ARMS HOTEL, STANSTED (200903)



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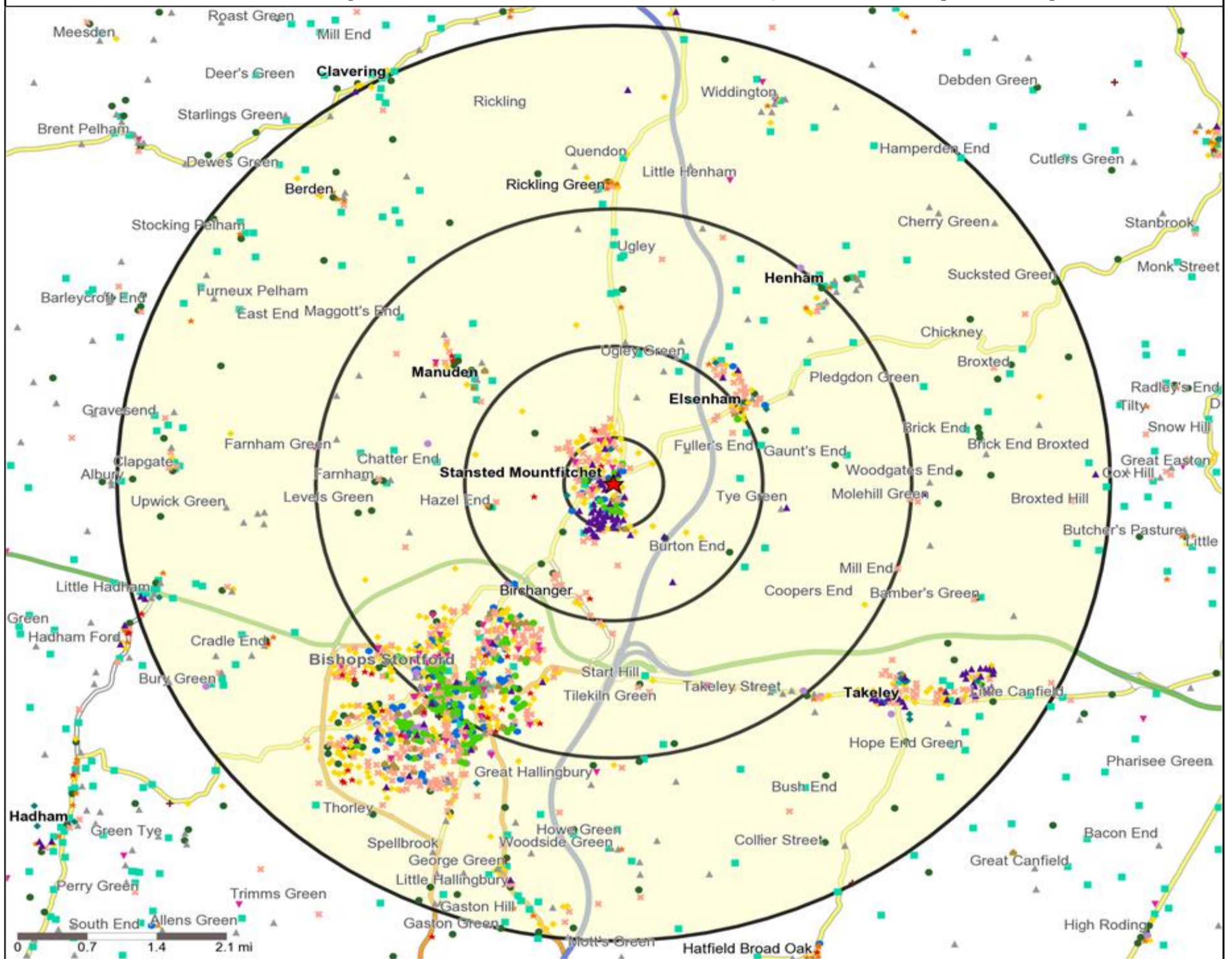
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
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- ★ N Urban Cohesion
- ✕ O Rental Hubs

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+)	307	1,368
D Rural Reality (18+)	16	71
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	323	100



Occasions Map and Data: KINGS ARMS HOTEL, STANSTED (200903)



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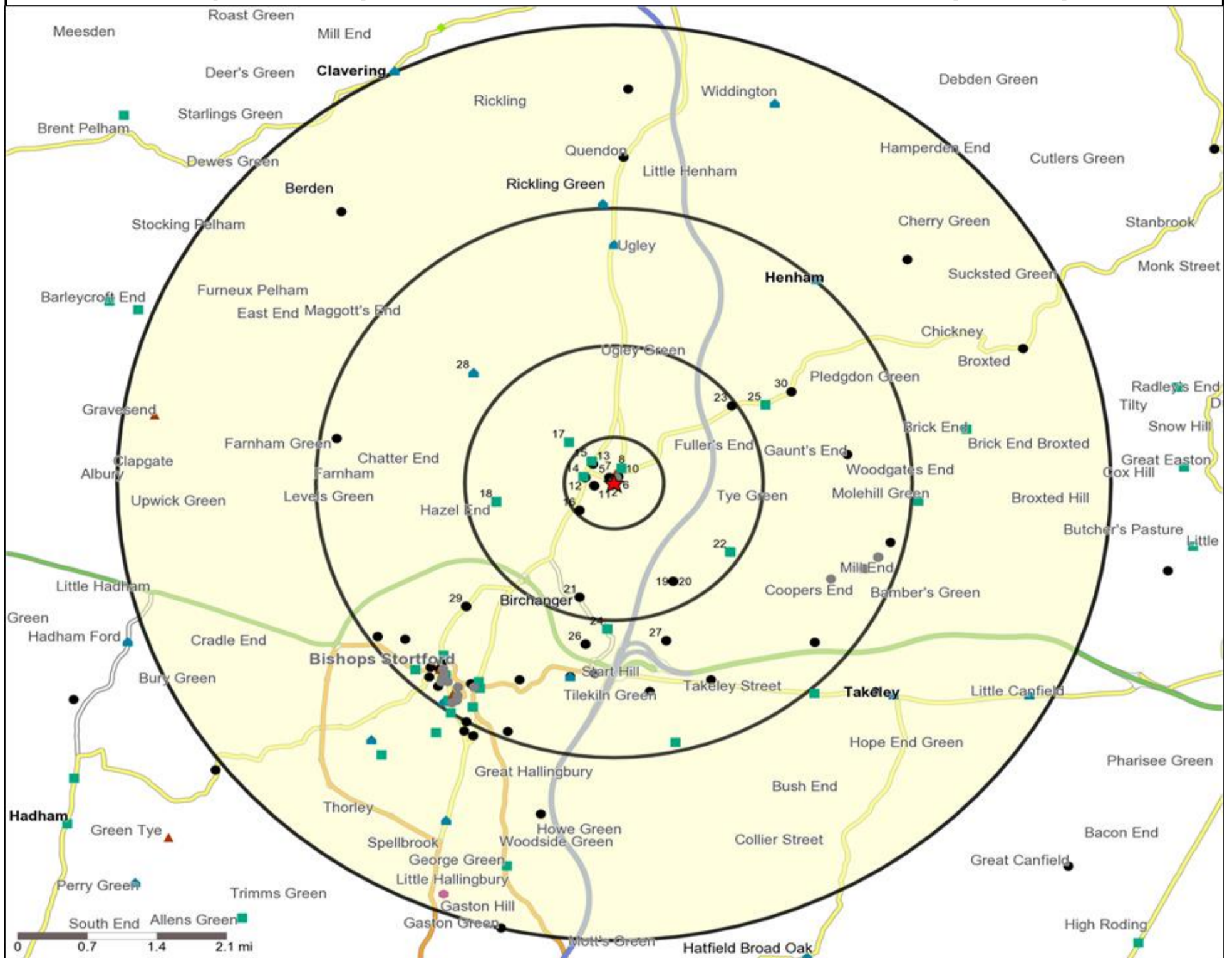
- | | | | | |
|-------------------------------|------------------------|--------------------------|----------------------|----------------------|
| Location | Occasions Types | 04 Weekend Millionaires | 08 Student Social | 12 Midweek Meal Deal |
| 0.5, 1.5, 3 & 5 Mile Distance | 01 Mine's a Pint | 05 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	28	35	136	355	795	144	141	159	166	157
02 Early Doors	21	27	97	232	555	129	130	135	129	131
03 Everyday is Friday	5	7	38	91	275	36	39	62	59	76
04 Weekend Millionaires	12	15	57	134	288	60	59	65	61	55
05 Out On The Town	6	8	28	80	180	31	32	33	38	36
06 Business and Pleasure	8	12	52	166	298	80	94	119	151	115
07 Sporting Pints	5	5	15	32	107	24	18	16	14	19
08 Student Social	23	30	95	246	482	255	260	240	248	206
09 Leisurely Lunch	26	34	116	295	678	137	140	139	141	138
10 Wining and Dining	23	30	100	246	581	107	109	105	104	104
11 Household Outing	7	10	38	94	189	41	46	51	50	43
12 Midweek Meal Deal	13	16	45	98	428	136	130	107	93	172
13 Date Night	31	38	109	260	620	203	194	162	154	156
14 Birthday Treat	15	18	61	147	395	98	92	91	87	99
15 Pre Show Meal	9	12	34	83	156	171	178	147	143	114
Number of Occasions	232	297	1,021	2,559	6,027	100	100	100	100	100



Competition Map and Data: KINGS ARMS HOTEL, STANSTED (200903)



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

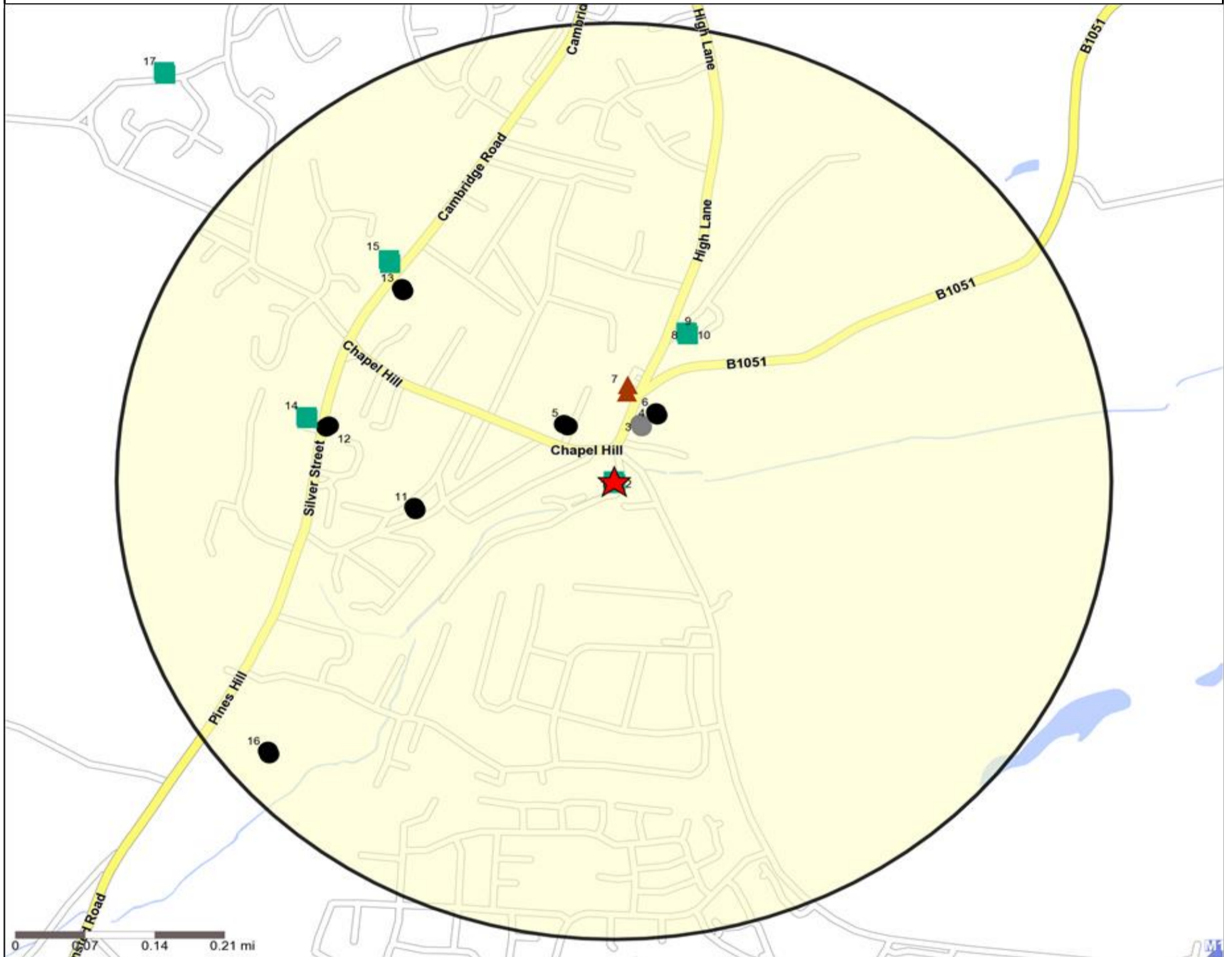
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	2
Circuit Bar	0	0	0	0
Community Local	0	0	1	3
Dry Led	1	1	2	4
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	1	1	2	6
Total	2	2	5	15



Competition Map and Data: KINGS ARMS HOTEL, STANSTED (200903)



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



Local Competition: KINGS ARMS HOTEL, STANSTED (200903)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	KINGS ARMS HOTEL, STANSTED	STATION ROAD, STANSTED, CM24 8BE	Punch Taverns	CM24 8BE	Punch Taverns	0.00
1	Bombay Butler	7 Station Road, London Stansted Airport, Stansted	Independent Free	CM24 8BE	Other	0.00
2	Kings Arms Hotel	Station Road, Stansted	Punch Pub Company	CM24 8BE	Community Local	0.00
3	Lower Street Brasserie	30 Lower Street, Stansted	Independent Free	CM24 8LP	Cafe / Wine Bar	0.07
4	Yeomans	14 Lower Street, Stansted	Independent Free	CM24 8LP	Other	0.07
5	Royal Tandoori	8 Chapel Hill, Stansted	Independent Free	CM24 8AG	Other	0.08
6	Sonargow Tandoori Restaurant	Lower Street, Stansted	Independent Free	CM24 8LY	Other	0.08
7	Queens Head	3 Lower Street, Stansted	Punch Pub Company	CM24 8LN	Circuit Bar	0.10
8	Cork House	40 Lower Street, Stansted	Independent Free	CM24 8LR	Community Local	0.18
9	Stansted Mountfitchet Social Club	12 Lower Street, Stansted	Independent Free	CM24 8LR	Other	0.18
10	Dog & Duck	58 Lower Street, Stansted	Greene King	CM24 8LR	Community Local	0.18
11	Stanstead Bowls Club	Recreation Ground, Stansted	Independent Free	CM24 8BD	Other	0.20
12	Linden House Hotel	1-3 Silver Street, Stansted	Independent Free	CM24 8HA	Other	0.29
13	Stanstead Cricket Club	Cambridge Road, Stansted	Independent Free	CM24 8BZ	Other	0.30
14	Cock	30 Silver Street, Stansted	Greene King	CM24 8HD	Community Local	0.32
15	Feathers	21 Cambridge Road, Stansted	Independent Free	CM24 8BX	Community Local	0.33
16	Old Bell Hotel	Pines Hill, Stansted	Independent Free	CM24 8EY	Other	0.46
17	Rose & Crown	31 Bentfield Green, Stansted	Independent Free	CM24 8HX	Community Local	0.63
18	Three Horseshoes	Hazel End, Farnham, Bishop's Stortford	Punch Pub Company	CM23 1HB	Community Local	1.20
19	Bury Lodge	Bury Lodge Lane, Stansted	Independent Free	CM24 8QE	Other	1.23
20	Leon	London Stansted Airport, Stansted	Leon	CM24 8QE	Other	1.23
21	Birchanger Working Mens Club	229 Birchanger Lane, Birchanger, Bishop's Stortford	Independent Free	CM23 5QJ	Other	1.30
22	Ash	Burton End, Stansted	Greene King	CM24 8UQ	Community Local	1.39
23	Elsenham Bowls Club	19 Leigh Drive, Bishop's Stortford	Independent Free	CM22 6BY	Other	1.45
24	Three Willows	Birchanger Lane, Birchanger, Bishop's Stortford	Greene King	CM23 5QR	Community Local	1.60
25	Crown Inn	The Cross, Elsenham, Bishop's Stortford	Punch Pub Company	CM22 6DG	Community Local	1.75
26	Travelodge	1229 Birchanger Lane, Birchanger, Bishop's Stortford	Dubai International Capital	CM23 5ST	Other	1.79
27	Hilton Hotel	Round Coppice Road, London Stansted Airport, Stansted	Hilton Group	CM24 1SF	Other	1.80
28	Yew Tree Inn	36 The Street, Manuden, Bishop's Stortford	Greene King	CM23 1DJ	Dry Led	1.86
29	Mountbatten	Rye Street, Bishop's Stortford	Independent Free	CM23 2HE	Other	2.01
30	Elsenham Golf Center	Henham Road, Elsenham, Bishop's Stortford	Independent Free	CM22 6DH	Other	2.04