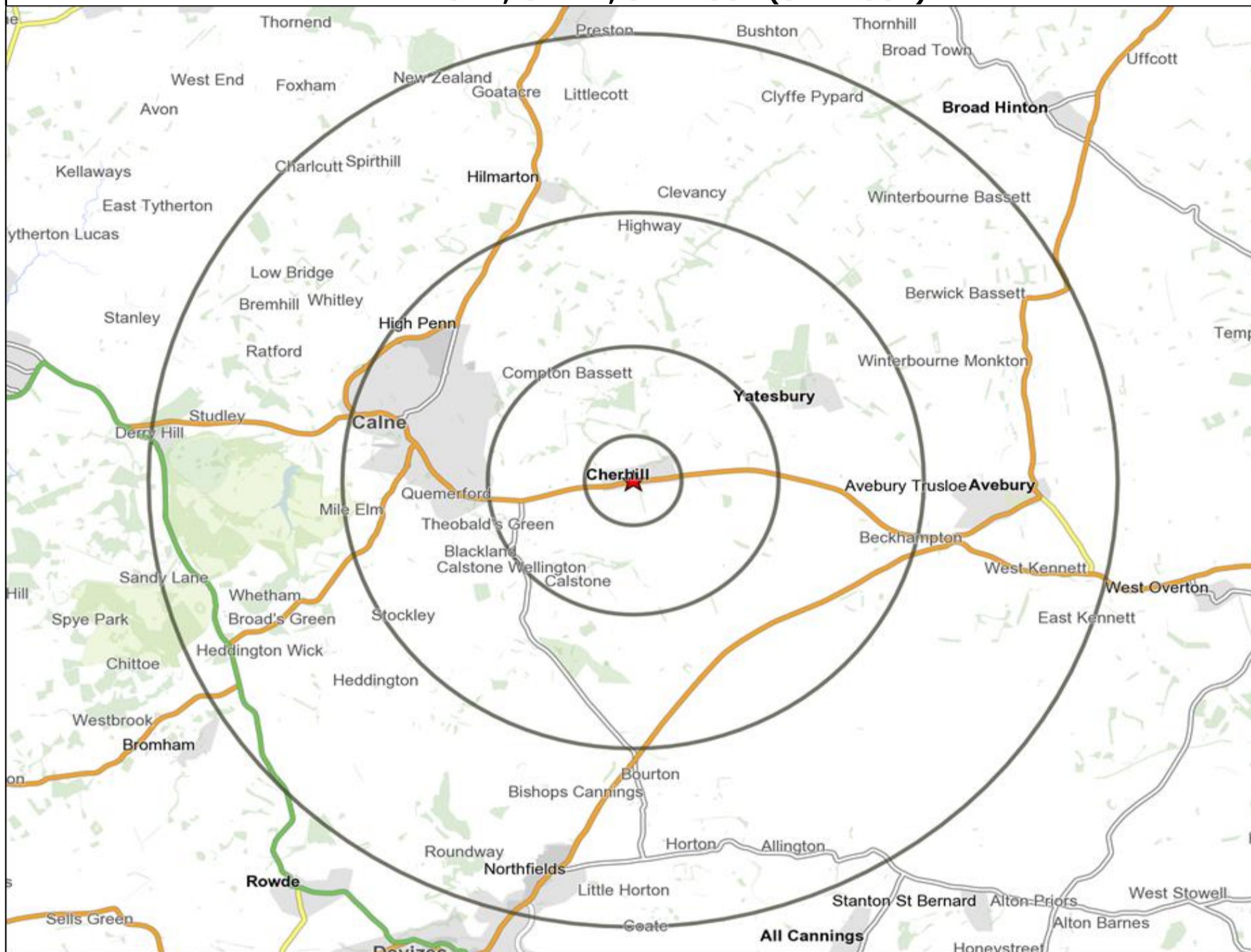




**Customer Profile Report for BLACK HORSE, CHERHILL (Punch Outlet Number: 300125)
MAIN ROAD, CALNE, SN11 8UT (SN11 8UT)**



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

Age Data Table

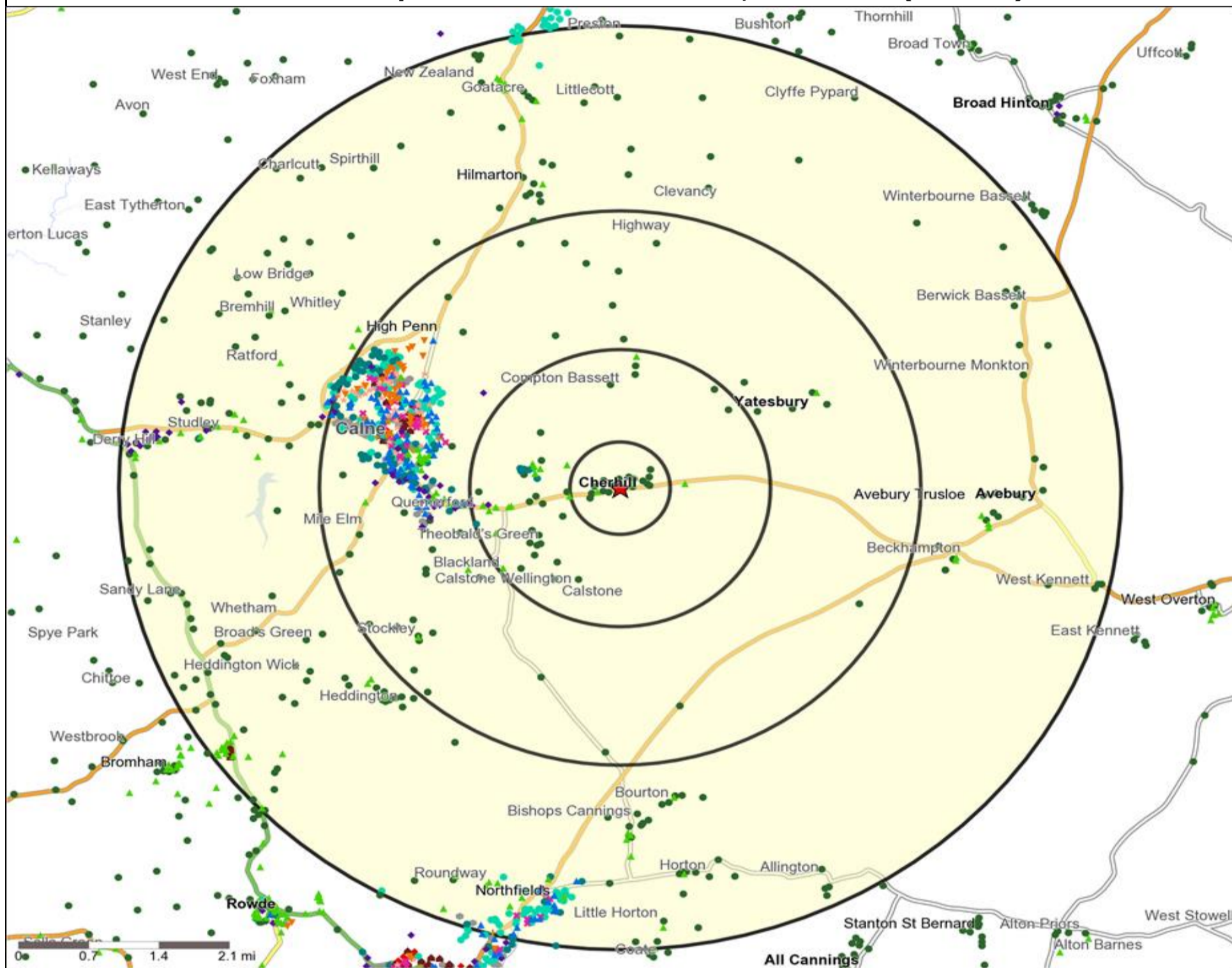
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	78	358	4,106	6,114	8,630	80	115	112	111	109
16-17	4	13	600	832	1,383	33	34	133	122	141
18-24	24	83	1,412	1,969	2,879	51	55	80	74	75
25-34	12	112	2,225	3,344	4,707	17	49	84	84	82
35-44	44	262	2,621	3,961	5,407	67	124	106	107	101
45-54	90	308	2,937	4,604	6,580	122	131	106	111	110
55-64	99	232	2,149	3,382	4,951	168	123	98	102	104
65+	169	296	3,408	5,078	7,627	180	99	97	96	100
Population estimate 2015	520	1,664	19,458	29,284	42,164	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	495	1,630	18,058	27,165	39,248	99%	99%	97%	97%	97%
Mixed / Multiple Ethnic Groups	4	10	185	285	434	1%	1%	1%	1%	1%
Asian / Asian British	3	6	165	264	426	1%	0%	1%	1%	1%
Black / African / Caribbean / Black British	0	0	69	91	119	0%	0%	0%	0%	0%
Other Ethnic Group	0	2	50	76	103	0%	0%	0%	0%	0%
All People (Ethnic Group)	502	1,648	18,527	27,881	40,330	100	100	100	100	100



Mosaic UK Map and Data: BLACK HORSE, CHERHILL (300125)



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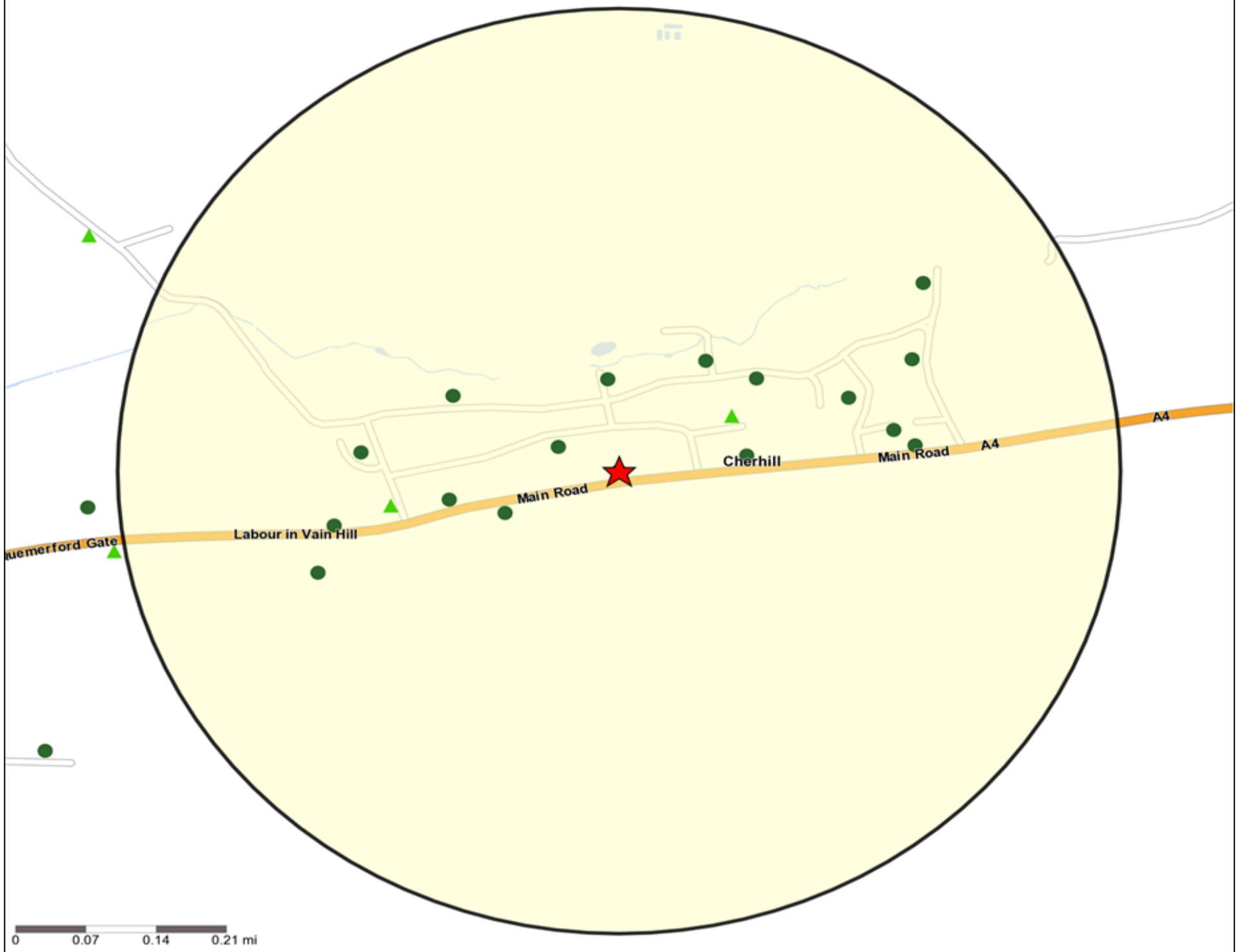
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	42	399	1,012	2,106	0	45	37	63	91
C Country Living (18+)	372	655	1,043	3,683	5,032	1,231	729	103	239	227
D Rural Reality (18+)	63	408	968	2,041	2,692	209	455	96	133	122
E Senior Security (18+)	0	0	855	892	1,723	0	0	72	49	67
F Suburban Stability (18+)	0	0	2,052	2,619	3,375	0	0	230	193	173
G Domestic Success (18+)	0	133	2,308	2,726	3,268	0	122	188	146	122
H Aspiring Homemakers (18+)	0	56	2,887	4,702	6,366	0	48	217	233	220
I Family Basics (18+)	0	0	981	981	1,503	0	0	93	61	65
J Transient Renters (18+)	0	0	990	1,167	1,974	0	0	117	91	107
K Municipal Challenge (18+)	0	0	63	63	179	0	0	7	5	10
L Vintage Value (18+)	0	0	560	669	1,404	0	0	61	48	70
M Modest Traditions (18+)	0	0	1,258	1,258	1,621	0	0	181	119	107
N Urban Cohesion (18+)	0	0	0	0	11	0	0	0	0	1
O Rental Hubs (18+)	0	0	242	372	597	0	0	22	22	24
Adults 18+ estimate 2015	435	1,294	14,606	22,185	31,851	100	100	100	100	100



Mosaic UK Map and Data: BLACK HORSE, CHERHILL (300125)



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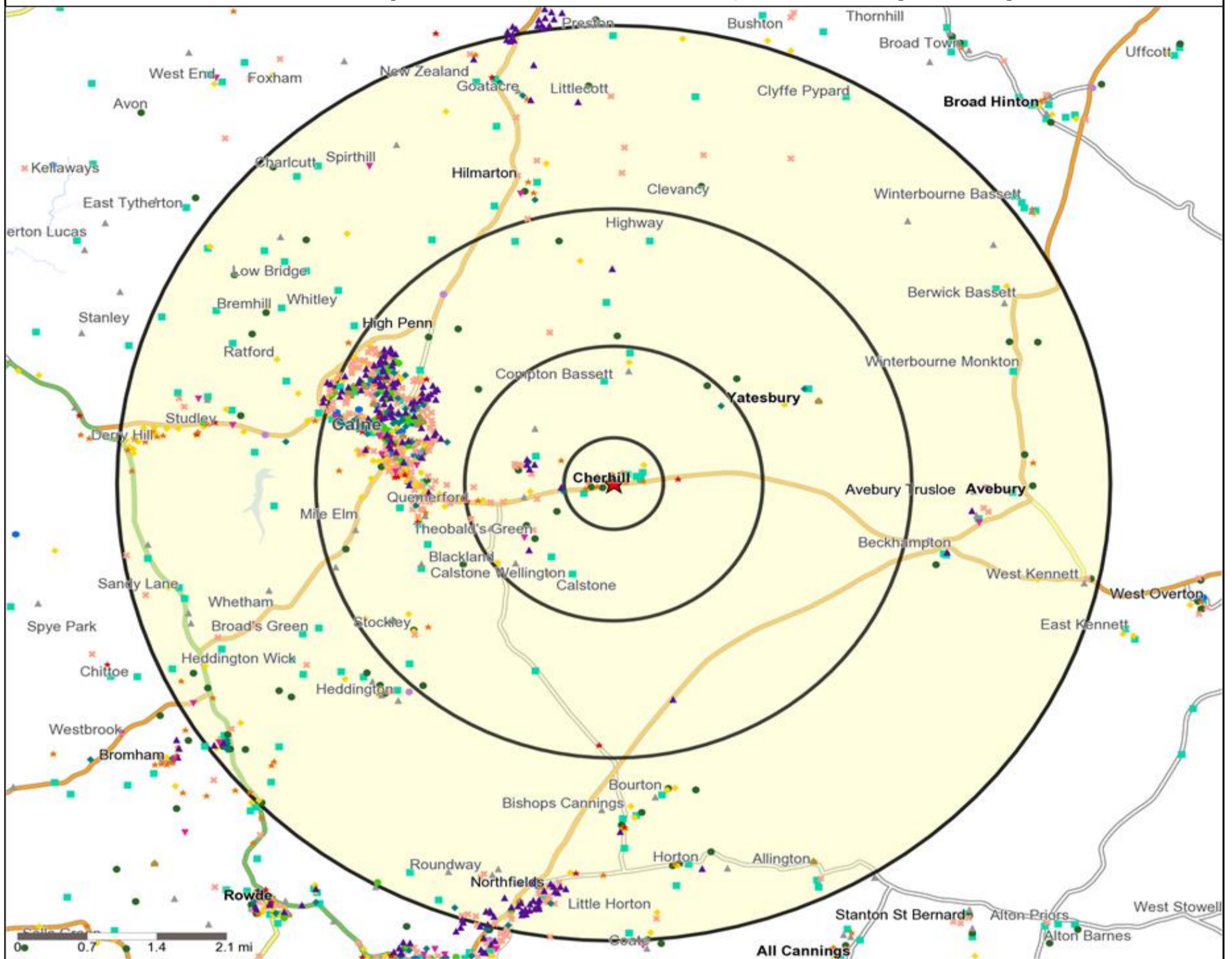
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	372	1,231
D Rural Reality (18+)	63	209
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	435	100



Occasions Map and Data: BLACK HORSE, CHERHILL (300125)



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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- 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	41	89	871	1,352	1,969	149	112	79	83	84
02 Early Doors	25	65	988	1,409	2,071	109	97	106	103	106
03 Everyday is Friday	16	57	941	1,294	1,893	82	100	119	111	113
04 Weekend Millionaires	8	60	1,395	2,058	2,790	28	73	122	122	116
05 Out On The Town	10	31	1,010	1,425	2,038	37	39	92	88	88
06 Business and Pleasure	17	43	425	745	1,040	121	105	75	89	87
07 Sporting Pints	3	29	828	1,100	1,598	10	33	68	62	62
08 Student Social	17	62	442	806	1,151	134	168	86	107	106
09 Leisurely Lunch	34	89	1,024	1,547	2,250	127	115	95	97	99
10 Wining and Dining	27	100	1,401	2,088	2,932	89	113	114	115	113
11 Household Outing	12	43	1,132	1,481	2,145	50	61	116	103	104
12 Midweek Meal Deal	48	82	570	846	1,207	354	209	104	105	105
13 Date Night	39	100	1,003	1,579	2,315	181	160	115	123	126
14 Birthday Treat	25	79	903	1,308	1,882	116	126	104	102	102
15 Pre Show Meal	6	22	311	462	655	81	102	104	105	103
Number of Occasions	328	951	13,244	19,500	27,936	100	100	100	100	100



Competition Map and Data: BLACK HORSE, CHERHILL (300125)



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

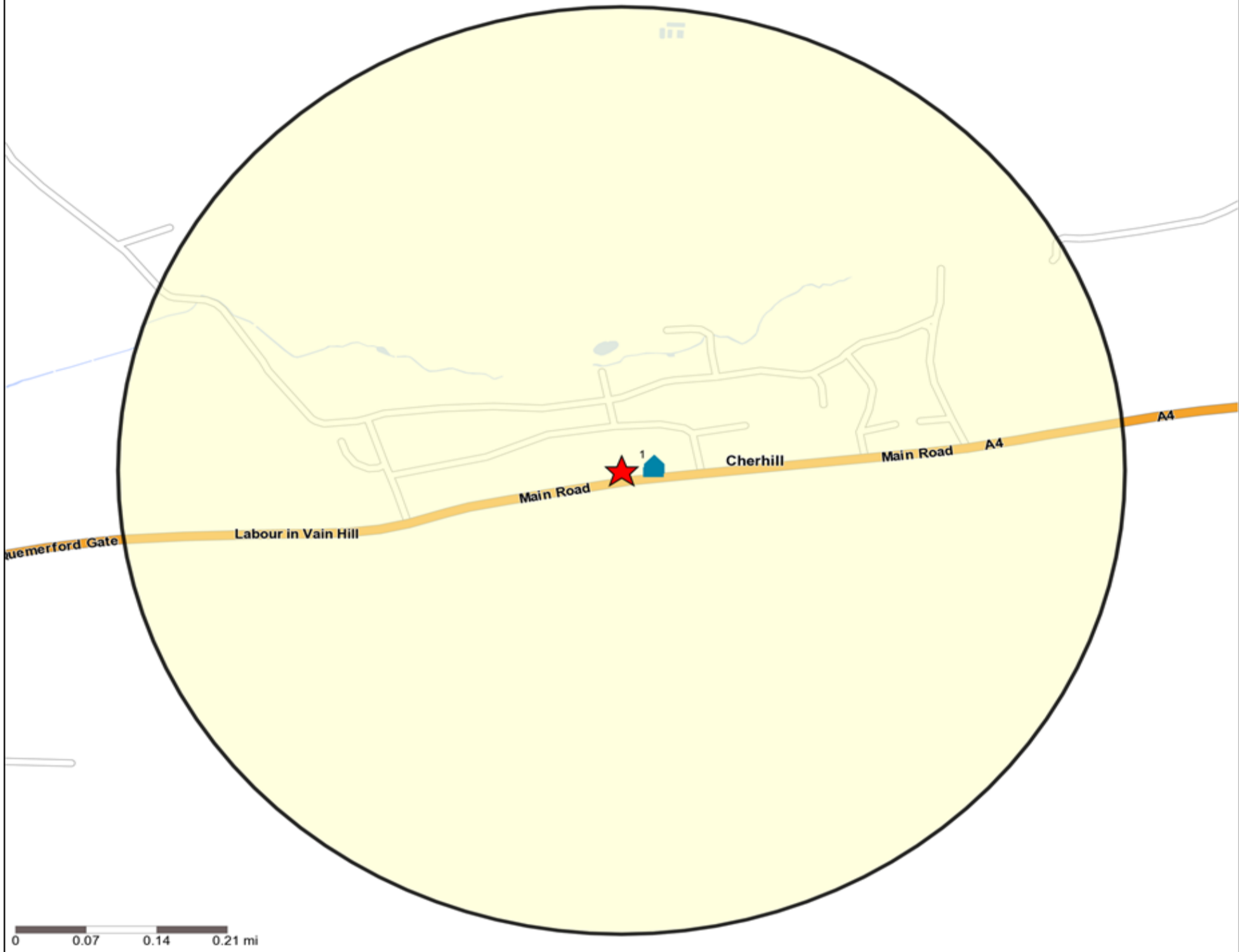


Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	0
Circuit Bar	0	0	1	1
Community Local	0	0	5	9
Dry Led	1	2	3	10
Branded Food Pub	0	0	0	1
Rural	0	0	0	0
Other	0	1	14	20
Total	1	3	23	41



Competition Map and Data: BLACK HORSE, CHERHILL (300125)



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
-  0.5, 1.5, 3 & 5 Mile Distance
-  Café / Wine Bar
-  Other
-  Rivers, Canals and Lakes
-  Circuit Bar
-  Rural Character
-  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	0
Total	1



Local Competition: BLACK HORSE, CHERHILL (300125)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BLACK HORSE, CHERHILL	MAIN ROAD, CALNE, SN11 8UT	Punch Taverns	SN11 8UT	Punch Taverns	0.00
1	Black Horse	Main Road, Cherhill, Calne	Punch Pub Company	SN11 8UT	Dry Led	0.03
2	Wellington Barn	Calstone Wellington, Calstone, Calne	Independent Free	SN11 8PY	Other	1.19
3	White Horse Inn	Compton Street, Compton Bassett, Calne	Independent Free	SN11 8RG	Dry Led	1.33
4	Talbot	9 Quemerford, Calne	Enterprise Inns	SN11 0AR	Dry Led	1.93
5	Calne Recreation Club	Anchor Road, Calne	Independent Free	SN11 8DX	Other	2.12
6	London Road Inn	85 London Road, Calne	Punch Pub Company	SN11 0AD	Community Local	2.15
7	North Wilts Golf Club	Bishop's Cannings, Devizes	Independent Free	SN10 2LP	Other	2.20
8	White Horse Leisure Centre	London Road, Calne	Independent Free	SN11 0AA	Other	2.22
9	White Hart Hotel	2 London Road, Calne	Independent Free	SN11 0AB	Community Local	2.22
10	Bug & Spider	221 Oxford Road, Calne	Enterprise Inns	SN11 8AW	Community Local	2.31
11	China Wok	31 Church Street, Calne	Independent Free	SN11 0HZ	Other	2.32
12	Woodlands Social Club	Station Road, Calne	Independent Free	SN11 0JW	Other	2.40
13	Olive Tree	3 Beach Terrace, Calne	Independent Free	SN11 0RD	Other	2.42
14	Lansdowne Arms Hotel	9 The Strand, Calne	Arkells	SN11 0EH	Other	2.43
15	Masonic Club	High Street, Calne	Independent Free	SN11 0BS	Other	2.44
16	Kings Arms	18 High Street, Calne	Punch Pub Company	SN11 0BS	Community Local	2.44
17	Calne Liberal Club	2 Oxford Road, Calne	Independent Free	SN11 8AB	Other	2.45
18	Spice Of Bengal	13 Wood Street, Calne	Independent Free	SN11 0BZ	Other	2.45
19	Wheatsheaf	3 Curzon Street, Calne	Star Pubs & Bars	SN11 0DB	Circuit Bar	2.54
20	Calne Town Football Club	Bremhill View, Calne	Independent Free	SN11 9EE	Other	2.79
21	North Star Club	21 Bremhill View, Calne	Independent Free	SN11 9EE	Other	2.79
22	Beverbrook Sports Facility	Beverbrook Road, Calne	Independent Free	SN11 9FL	Other	2.83
23	Jenny Wren	36 Lickhill Road, Calne	Wadworth & Co Limited	SN11 9DF	Community Local	2.90
24	Ivy Inn	Stockley Road, Heddington, Calne	Wadworth & Co Limited	SN11 0PL	Community Local	3.17
25	Waggon & Horses	Beckhampton, Marlborough	Wadworth & Co Limited	SN 8 1QJ	Dry Led	3.41
26	Duke Hotel	Church Road, Hilmarton, Calne	Arkells	SN11 8SD	Dry Led	3.50
27	Bowood House	Bowood, Calne	Independent Free	SN11 0LZ	Other	3.63
28	Crown	Chandlers Lane, Bishop's Cannings, Devizes	Wadworth & Co Limited	SN10 2JZ	Dry Led	3.67
29	Dumb Post	8 Dumb Post Hill, Bremhill, Calne	Independent Free	SN11 9JZ	Community Local	3.99
30	Red Lion Inn	High Street, Avebury, Marlborough	Greene King	SN 8 1RF	Branded Food	4.02