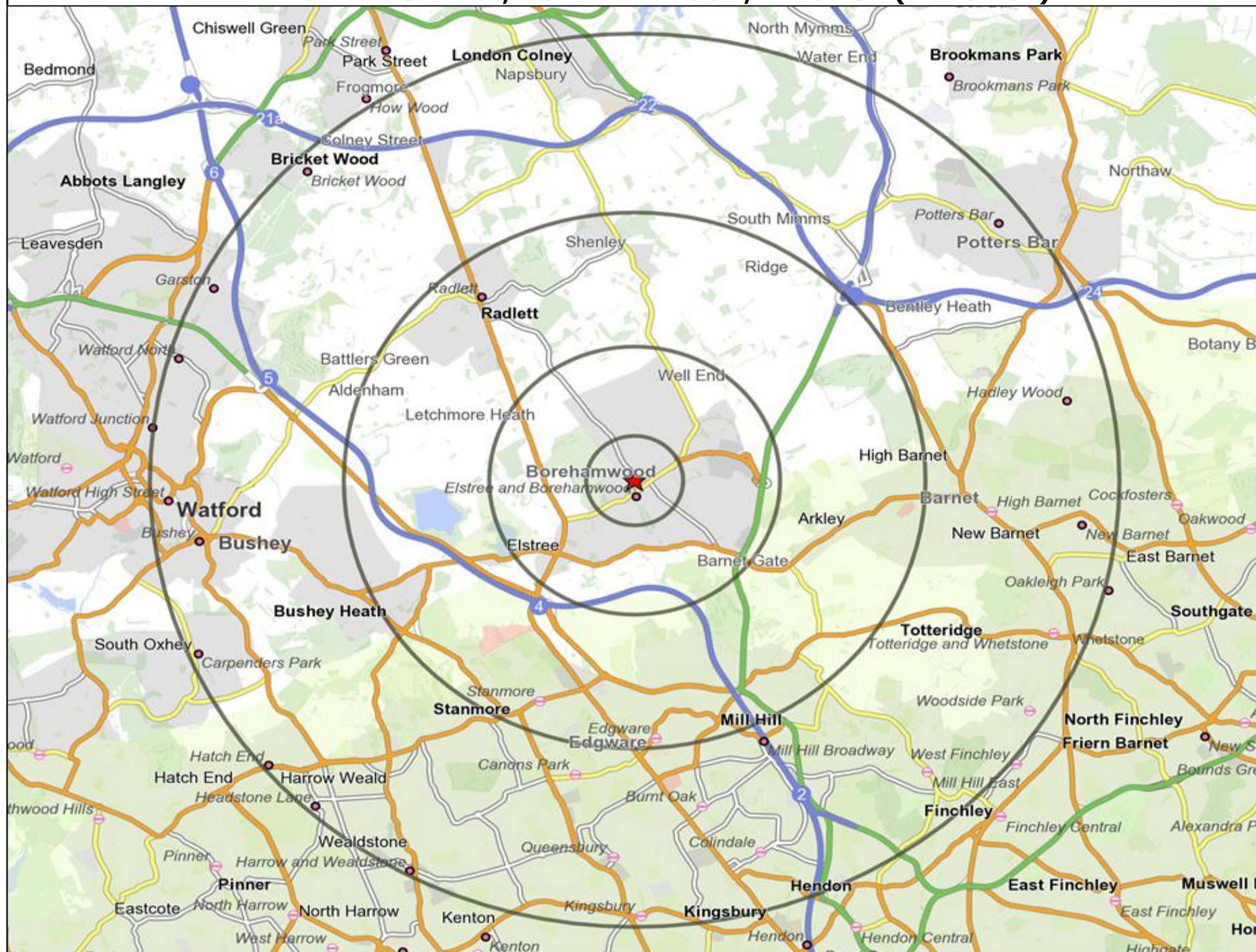




**Customer Profile Report for WELLINGTON, BOREHAMWOOD (Punch Outlet Number: 203569)
4 THEOBALD STREET, BOREHAMWOOD, WD6 4SE (WD 6 4SE)**



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

Age Data Table

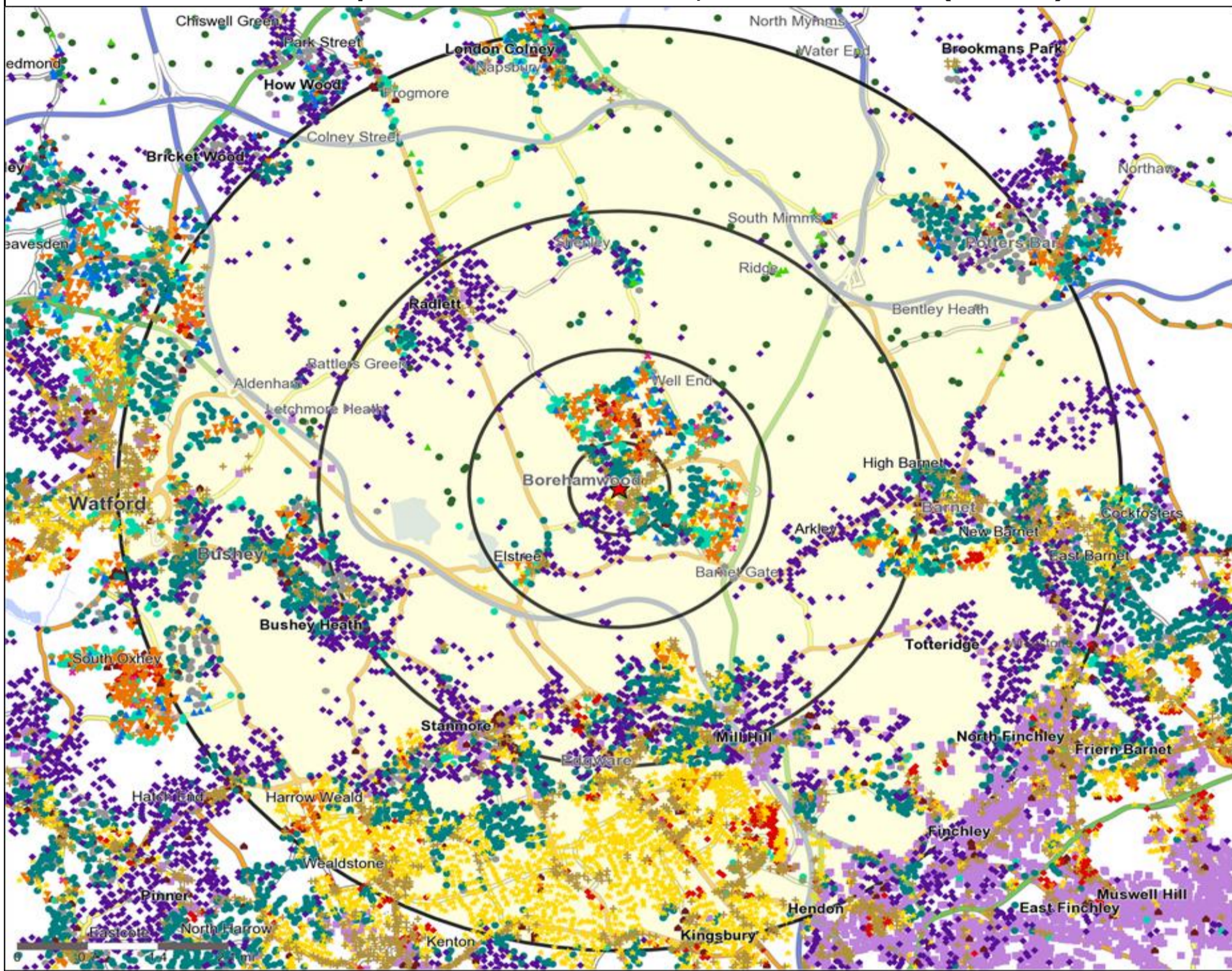
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	2,095	8,575	22,700	94,853	55,078	121	118	116	112	112
16-17	148	889	2,495	11,023	6,133	69	99	103	105	101
18-24	618	2,949	7,178	35,023	22,848	74	84	76	85	96
25-34	1,882	6,283	14,165	68,838	39,203	149	119	99	111	109
35-44	1,325	5,375	14,088	63,930	36,144	113	109	106	111	108
45-54	1,128	5,409	14,922	62,992	36,054	86	99	101	98	97
55-64	814	3,837	11,412	47,534	26,705	78	88	96	93	90
65+	1,246	5,400	17,667	68,952	40,490	75	77	94	84	86
Population estimate 2015	9,256	38,717	104,627	453,145	262,655	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	7,087	30,556	75,645	263,621	177,288	78%	81%	74%	61%	71%
Mixed / Multiple Ethnic Groups	252	1,065	3,189	16,450	9,049	3%	3%	3%	4%	4%
Asian / Asian British	905	2,878	14,227	107,401	38,680	10%	8%	14%	25%	15%
Black / African / Caribbean / Black British	643	2,529	6,410	33,051	17,890	7%	7%	6%	8%	7%
Other Ethnic Group	173	512	2,407	13,278	6,951	2%	1%	2%	3%	3%
All People (Ethnic Group)	9,060	37,540	101,878	433,801	249,858	100	100	100	100	100



Mosaic UK Map and Data: WELLINGTON, BOREHAMWOOD (203569)



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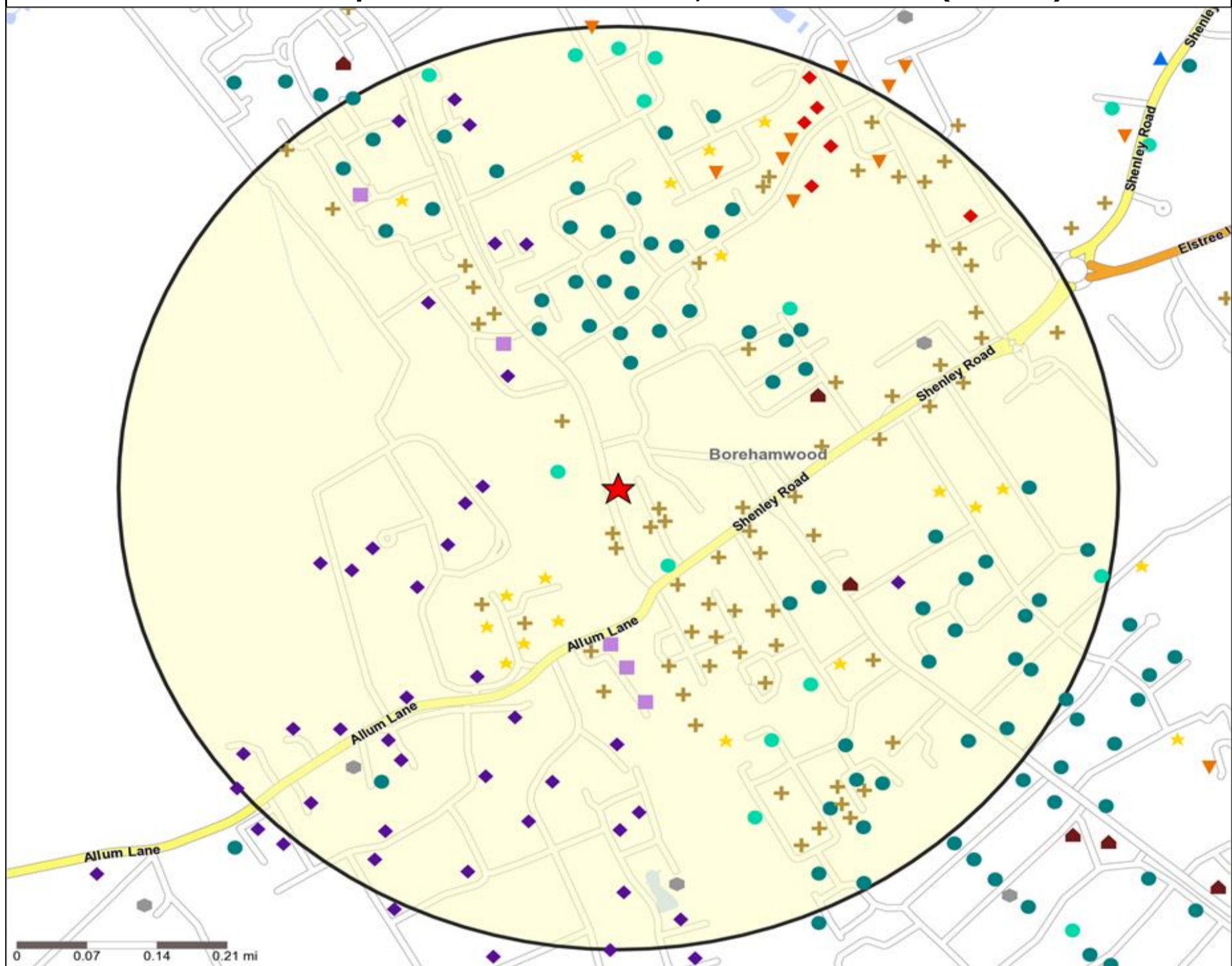
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient Renters
- ◆ 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+)	100	112	1,701	16,570	14,331	34	9	51	113	170
B Prestige Positions (18+)	1,199	2,591	20,946	48,572	34,047	235	122	363	193	235
C Country Living (18+)	0	13	333	771	792	0	1	6	3	6
D Rural Reality (18+)	0	1	175	365	369	0	0	3	2	3
E Senior Security (18+)	101	1,074	2,636	12,583	7,109	18	45	41	45	44
F Suburban Stability (18+)	0	849	966	3,026	2,341	0	48	20	14	19
G Domestic Success (18+)	1,661	5,514	16,644	65,401	39,313	282	225	250	225	235
H Aspiring Homemakers (18+)	303	4,319	5,407	11,201	10,876	47	163	75	36	60
I Family Basics (18+)	214	5,766	6,657	14,610	13,197	42	274	117	59	92
J Transient Renters (18+)	11	396	396	637	864	3	24	9	3	8
K Municipal Challenge (18+)	247	775	1,421	12,227	5,722	60	45	31	60	49
L Vintage Value (18+)	153	984	2,827	8,608	6,532	35	54	57	40	52
M Modest Traditions (18+)	0	269	338	562	524	0	19	9	3	6
N Urban Cohesion (18+)	782	2,490	9,224	101,285	28,762	213	163	223	560	277
O Rental Hubs (18+)	2,242	4,005	9,465	49,338	33,952	415	178	155	185	222
Adults 18+ estimate 2015	7,013	29,158	79,136	345,756	198,731	100	100	100	100	100



Mosaic UK Map and Data: WELLINGTON, BOREHAMWOOD (203569)



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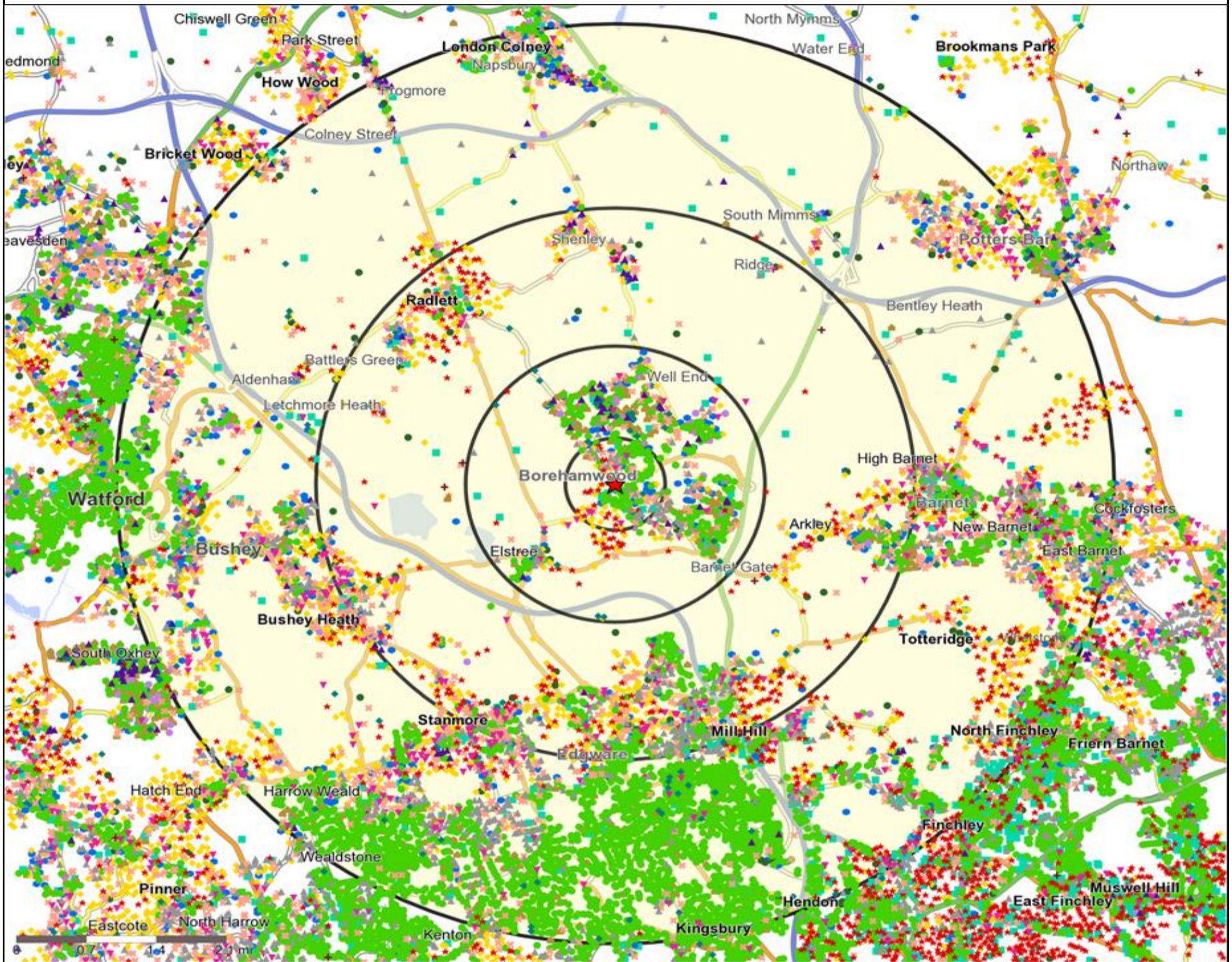
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- H Aspiring Homemakers
- I Family Basics
- L Vintage Value
- B Prestige Positions
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- C Country 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+)	100	34
B Prestige Positions (18+)	1,199	235
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	101	18
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	1,661	282
H Aspiring Homemakers (18+)	303	47
I Family Basics (18+)	214	42
J Transient Renters (18+)	11	3
K Municipal Challenge (18+)	247	60
L Vintage Value (18+)	153	35
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	782	213
O Rental Hubs (18+)	2,242	415
Adults 18+ estimate 2015	7,013	100



Occasions Map and Data: WELLINGTON, BOREHAMWOOD (203569)



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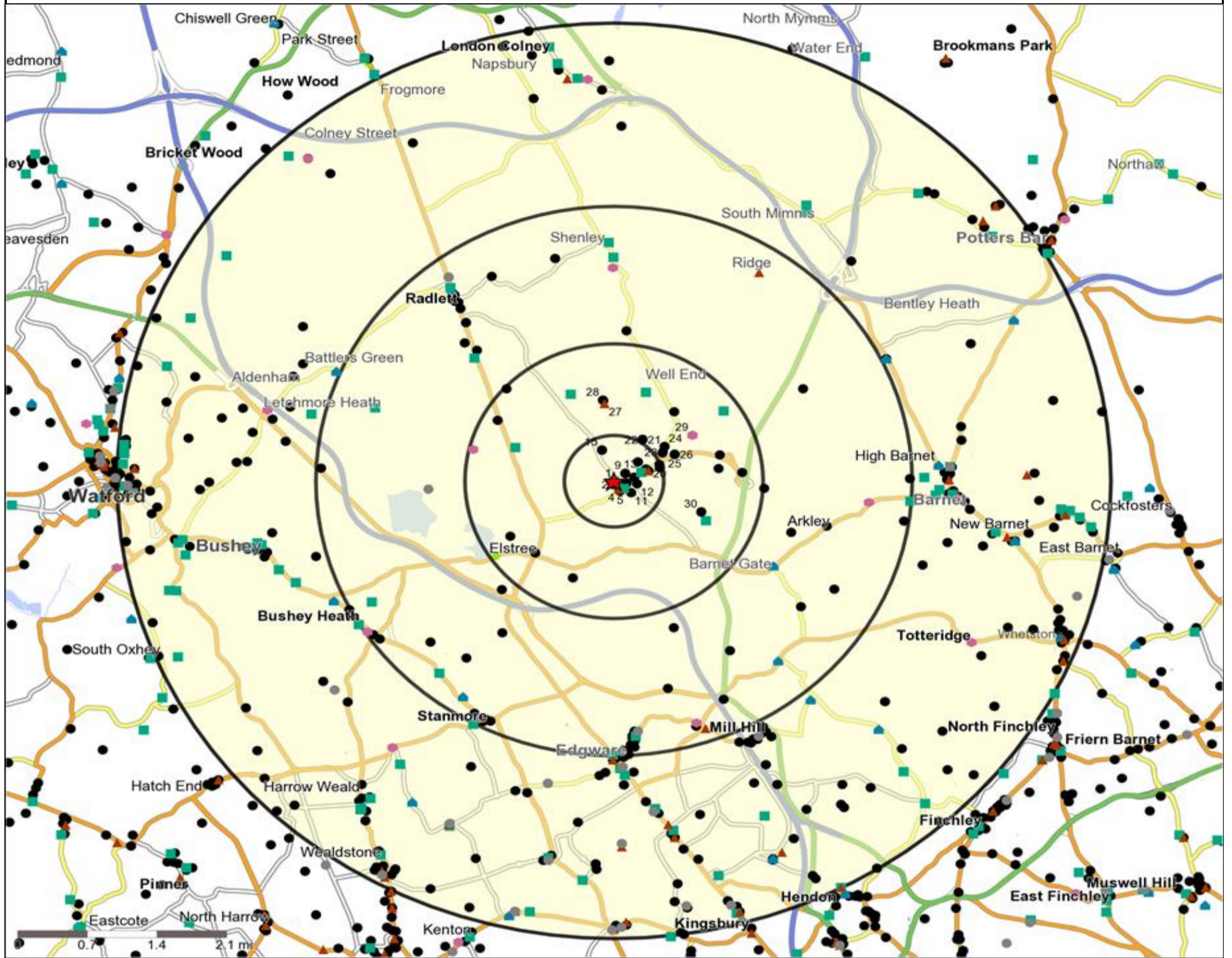
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 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	418	1,557	4,066	21,032	11,425	82	69	73	89	83
02 Early Doors	225	1,439	3,817	14,888	8,239	53	76	81	75	71
03 Everyday is Friday	292	1,824	3,003	9,559	7,385	80	112	75	57	75
04 Weekend Millionaires	189	1,659	2,491	8,360	5,986	36	71	43	34	42
05 Out On The Town	605	2,493	5,636	22,120	13,943	120	111	101	94	102
06 Business and Pleasure	592	1,869	5,080	25,983	13,619	227	161	177	215	192
07 Sporting Pints	796	3,254	6,503	40,173	20,015	143	131	106	155	132
08 Student Social	168	768	2,477	8,493	6,361	71	73	95	78	99
09 Leisurely Lunch	448	1,934	5,764	24,371	13,845	90	87	106	106	103
10 Wining and Dining	700	2,519	7,747	32,967	18,679	124	100	125	126	122
11 Household Outing	404	2,583	4,661	22,291	11,438	90	130	95	107	94
12 Midweek Meal Deal	85	722	1,210	5,441	3,256	34	64	44	47	48
13 Date Night	526	1,945	6,578	19,878	13,297	131	109	149	107	122
14 Birthday Treat	429	1,828	5,934	19,833	13,138	107	102	135	107	121
15 Pre Show Meal	201	726	1,965	6,910	4,396	146	118	129	108	118
Number of Occasions	6,078	27,120	66,932	282,299	165,022	100	100	100	100	100



Competition Map and Data: WELLINGTON, BOREHAMWOOD (203569)



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

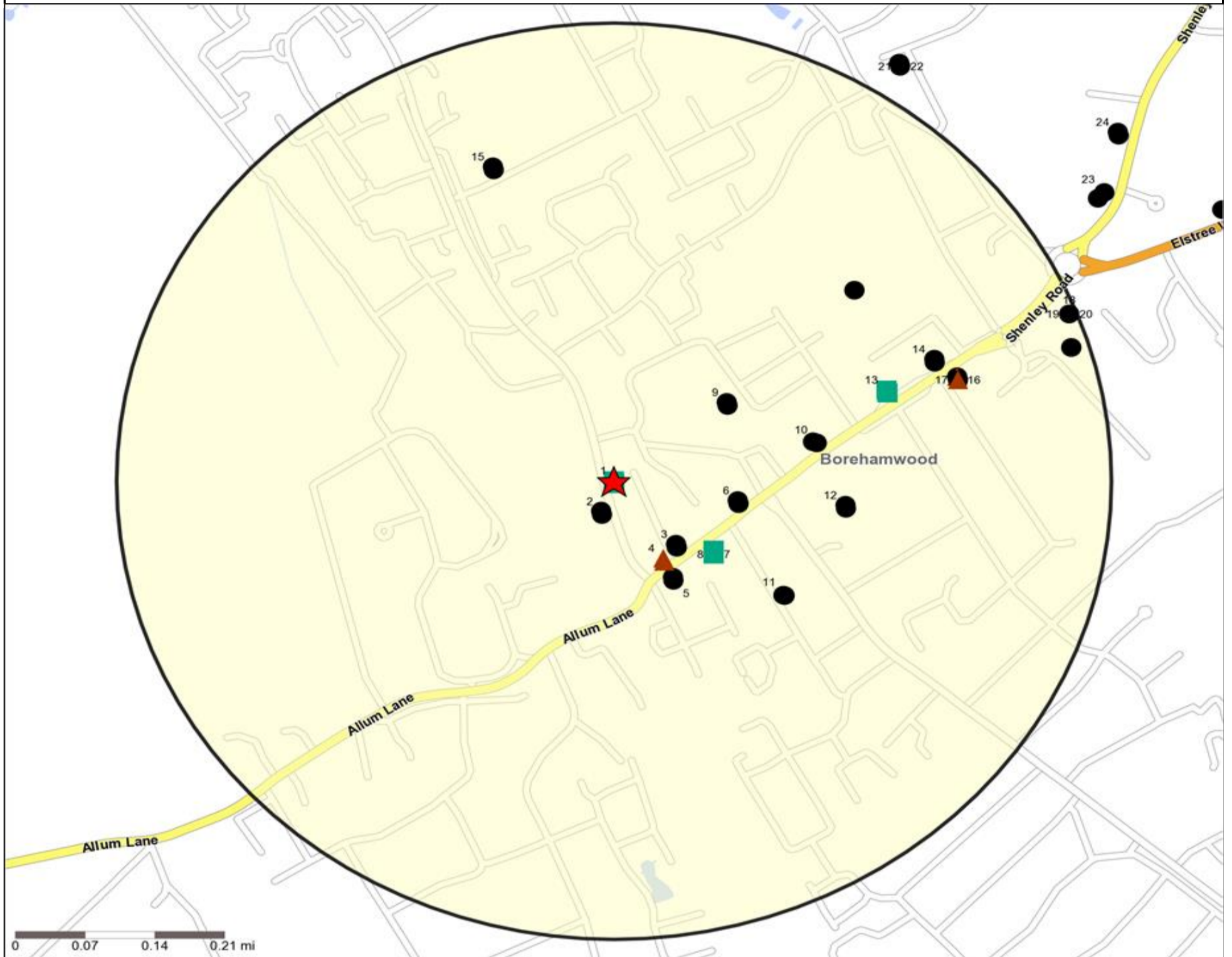
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	4	23
Circuit Bar	2	3	5	28
Community Local	3	8	18	71
Dry Led	0	0	4	17
Branded Food Pub	0	3	7	13
Rural	0	1	1	1
Other	15	34	95	369
Total	20	49	134	522



Competition Map and Data: WELLINGTON, BOREHAMWOOD (203569)



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	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	15
Total	20



Local Competition: WELLINGTON, BOREHAMWOOD (203569)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WELLINGTON, BOREHAMWOOD	4 THEOBALD STREET, BOREHAMWOOD, WD6 4SE	Punch Taverns	WD 6 4SE	Punch Taverns	0.00
1	Wellington	4 Theobald Street, Boreham Wood, Borehamwood	Punch Pub Company	WD 6 4SE	Community Local	0.00
2	Borehamwood Social Club	35 Theobald Street, Borehamwood	Independent Free	WD 6 4RN	Other	0.04
3	Zinco	17-21 Shenley Road, Borehamwood	Independent Free	WD 6 1AD	Other	0.10
4	Crown	1 Shenley Road, Borehamwood	Independent Free	WD 6 1AA	Circuit Bar	0.10
5	Divan	2 Shenley Road, Borehamwood	Independent Free	WD 6 1DL	Other	0.12
6	Kosk	49 Shenley Road, Borehamwood	Independent Free	WD 6 1AE	Other	0.13
7	Alfred Arms	20-22 Shenley Road, Borehamwood, Borehamwood	*Other Small Retail Groups	WD 6 1DR	Community Local	0.13
8	Noodlewood Noodlebar	42 Shenley Road, Borehamwood	Independent Free	WD 6 1DR	Other	0.13
9	Frankie & Bennys	Unit1A1 Theobald Street, Borehamwood	Restaurant Group	WD 6 4PR	Other	0.14
10	Nandos	75-77 Shenley Road, Borehamwood	Nandos Restaurants	WD 6 1AG	Other	0.21
11	Maple Leaf Snooker Club	1a Drayton Road, Borehamway, Borehamwood	Independent Free	WD 6 2DA	Other	0.21
12	Gala Bingo	64 Shenley Road, Borehamwood	Gala Group	WD 6 1EH	Other	0.24
13	Wishing Well	133-135 Shenley Road, Borehamwood	Enterprise Inns	WD 6 1AH	Community Local	0.29
14	Thai Lanna	191-195 Shenley Road, Borehamwood	Independent Free	WD 6 1AW	Other	0.35
15	Old Haberdashers Association Club	Croxdale Road, Borehamwood	Independent Free	WD 6 4PY	Other	0.36
16	Hart & Spool	148-150 Shenley Road, Borehamwood	Wetherspoon	WD 6 1EQ	Circuit Bar	0.36
17	Dragon Garden	146 Shenley Road, Borehamwood	Independent Free	WD 6 1EQ	Other	0.36
18	Elstree Studios	Shenley Road, Borehamwood	Independent Free	WD 6 1JG	Other	0.49
19	Star Bar	Shenley Road, Borehamwood	Independent Free	WD 6 1JG	Other	0.49
20	Goldcrest Films Canteen	Shenley Road, Borehamwood	Independent Free	WD 6 1JG	Other	0.49
21	Borehamwood Bowls	Broughinge Road, Borehamwood	Independent Free	WD 6 5AL	Other	0.54
22	Borehamwood Football Club	Broughinge Road, Borehamwood	Independent Free	WD 6 5AL	Other	0.54
23	Royal British Legion Club	289 Shenley Road, Borehamwood	Independent Free	WD 6 1TG	Other	0.59
24	Borehamwood Snooker Club	299 Shenley Road, Borehamwood	Independent Free	WD 6 1TH	Other	0.63
25	Ibis Hotel	Elstree Way, Borehamwood	Accor Hotels	WD 6 1JY	Other	0.68
26	Venue	Elstree Way, Borehamwood	Independent Free	WD 6 1JY	Other	0.68
27	Green Dragon	Leeming Road, Borehamwood	Independent Free	WD 6 4EB	Circuit Bar	0.85
28	Borehamwood Tandoori	166 Aycliffe Road, Borehamwood	Independent Free	WD 6 4EG	Other	0.89
29	Toby Carvery	Studio Way, Elstree, Borehamwood	Mitchells & Butlers	WD 6 5JY	Branded Food	0.93
30	Arundel Social Club	Arundel Drive, Manor Way, Borehamwood	Independent Free	WD 6 2ND	Other	0.94