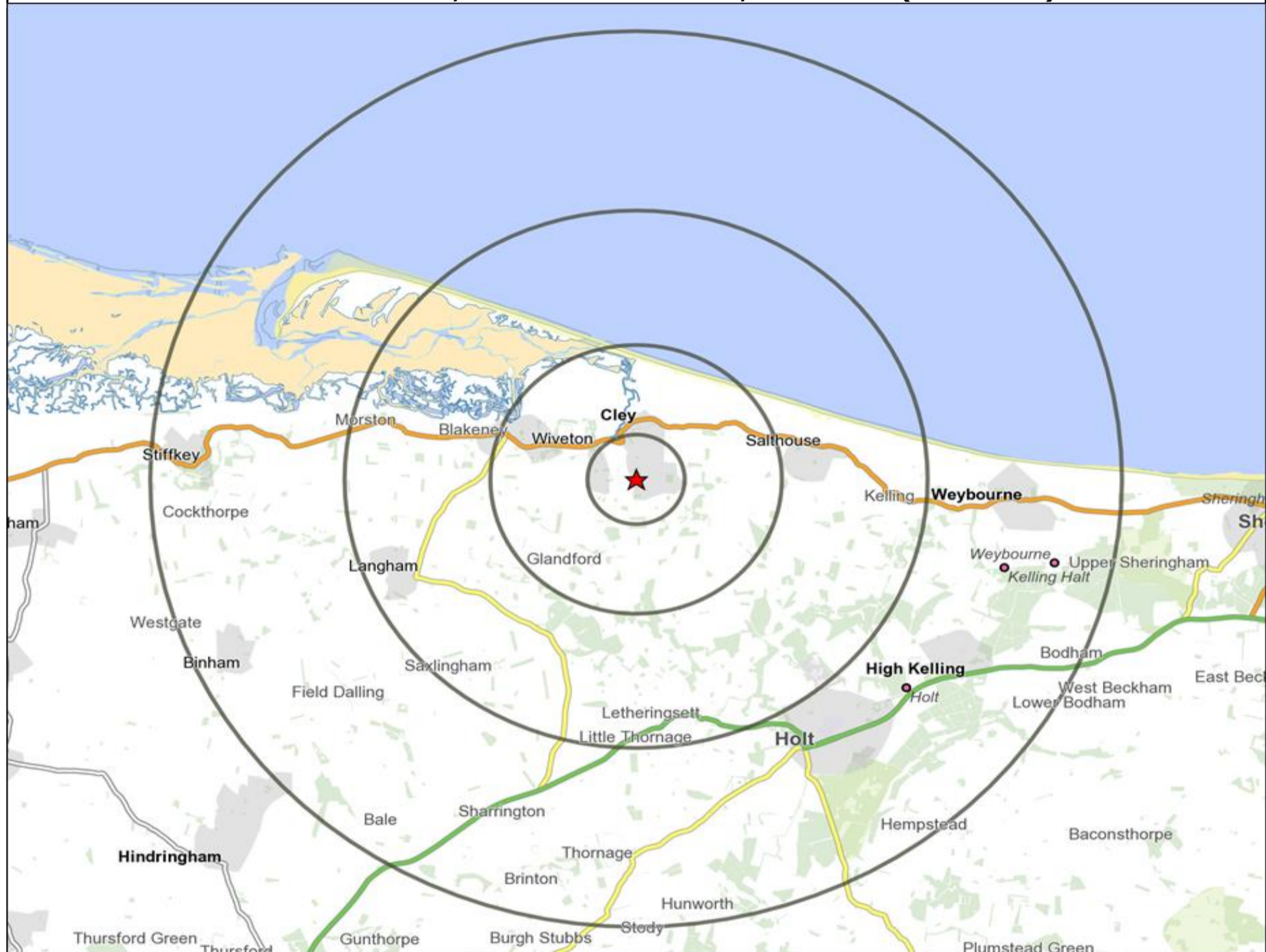




**Customer Profile Report for THREE SWALLOWS, CLEY NEXT THE (Punch Outlet Number: 20028)
NEWGATE GREEN, CLEY NEXT THE SEA, NR25 7TT (NR25 7TT)**



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

Age Data Table

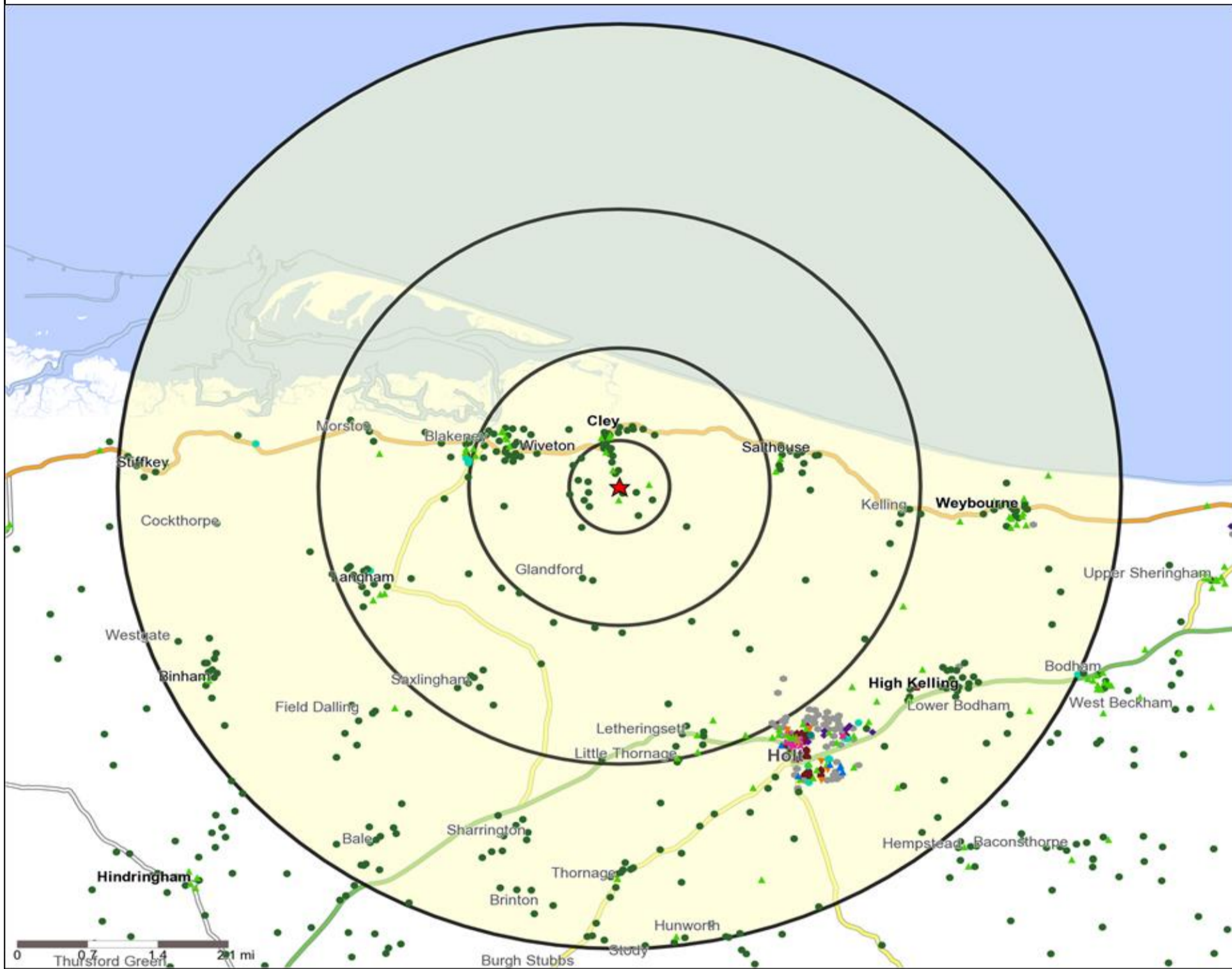
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	56	134	315	1,133	1,323	69	51	58	63	63
16-17	9	19	49	210	235	89	59	73	94	91
18-24	0	9	57	369	430	0	7	22	42	43
25-34	12	56	140	509	590	20	29	35	39	39
35-44	42	102	213	642	791	76	58	58	53	56
45-54	62	157	368	1,057	1,317	101	79	90	78	84
55-64	98	298	530	1,462	1,765	200	189	162	135	140
65+	155	620	1,222	4,211	4,665	198	247	234	244	233
Population estimate 2015	434	1,395	2,894	9,593	11,116	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	366	1,082	2,340	8,541	10,022	99%	100%	99%	99%	99%
Mixed / Multiple Ethnic Groups	1	3	10	45	49	0%	0%	0%	1%	0%
Asian / Asian British	1	2	9	57	62	0%	0%	0%	1%	1%
Black / African / Caribbean / Black British	0	0	2	12	14	0%	0%	0%	0%	0%
Other Ethnic Group	0	0	0	6	6	0%	0%	0%	0%	0%
All People (Ethnic Group)	368	1,087	2,361	8,661	10,153	100	100	100	100	100



Mosaic UK Map and Data: THREE SWALLOWS, CLEY NEXT THE (200283)



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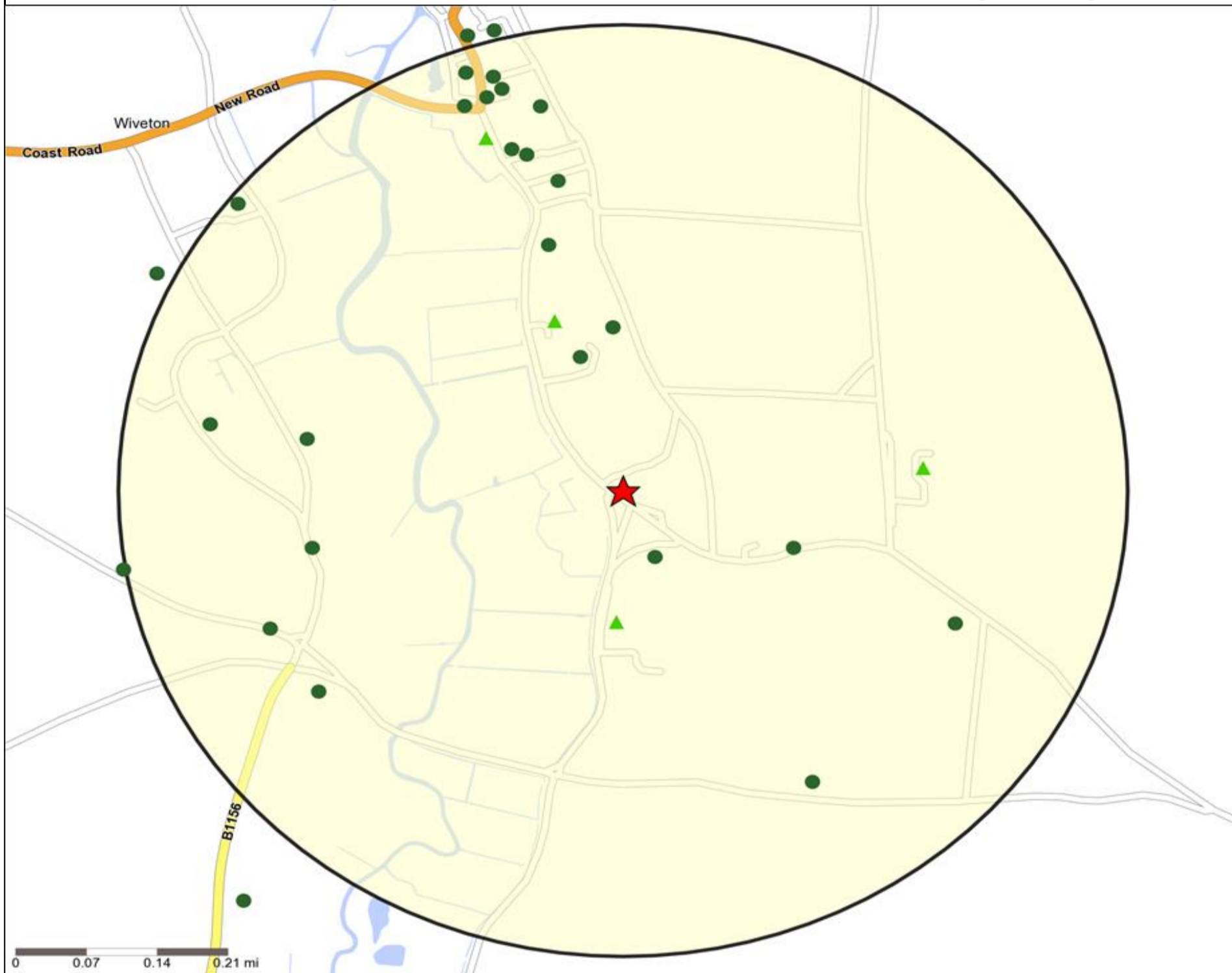
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- H Aspiring Homemakers
- I Family Basics
- L Vintage Value
- A City Prosperity
- B Prestige Positions
- C Country Living
- F Suburban Stability
- G Domestic Success
- J Transient Renters
- K Municipal Challenge
- 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	0	1	80	80	0	0	1	14	12
C Country Living (18+)	290	914	1,711	3,587	4,479	1,128	1,062	975	635	684
D Rural Reality (18+)	80	305	682	1,496	1,908	312	355	390	266	292
E Senior Security (18+)	0	0	22	1,423	1,420	0	0	11	215	185
F Suburban Stability (18+)	0	0	0	104	104	0	0	0	21	18
G Domestic Success (18+)	0	0	0	22	22	0	0	0	3	3
H Aspiring Homemakers (18+)	0	11	64	351	356	0	10	28	47	41
I Family Basics (18+)	0	0	5	147	147	0	0	3	25	22
J Transient Renters (18+)	0	0	0	131	131	0	0	0	28	24
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	0	9	41	731	730	0	12	26	143	123
M Modest Traditions (18+)	0	0	0	0	0	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	57	57	0	0	0	9	8
Adults 18+ estimate 2015	370	1,239	2,526	8,129	9,434	100	100	100	100	100



Mosaic UK Map and Data: THREE SWALLOWS, CLEY NEXT THE (200283)



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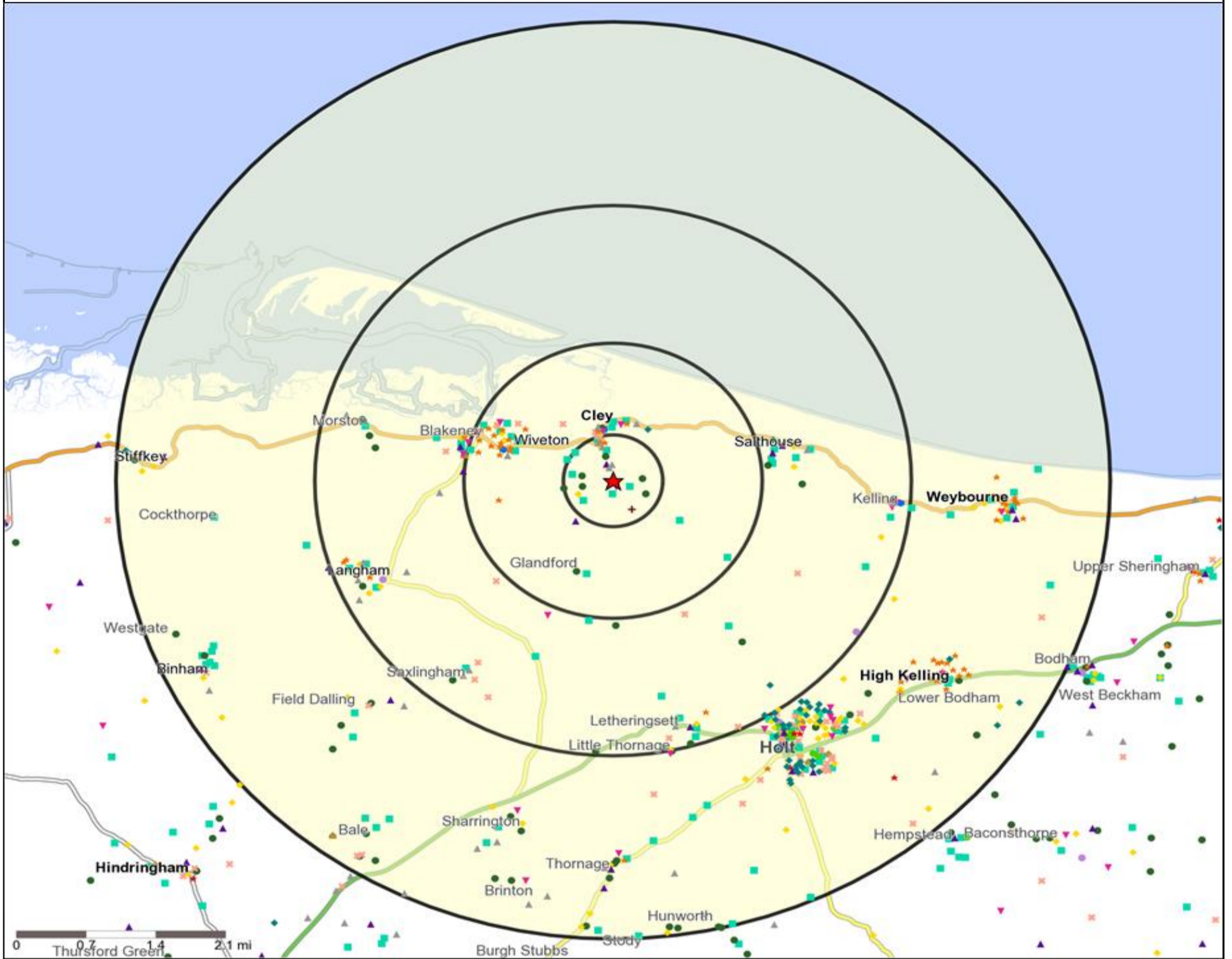
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	290	1,128
D Rural Reality (18+)	80	312
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	370	100



Occasions Map and Data: THREE SWALLOWS, CLEY NEXT THE (200283)



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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	30	101	211	716	826	163	184	177	156	156
02 Early Doors	18	56	130	641	717	117	122	130	167	162
03 Everyday is Friday	9	26	65	259	302	68	66	76	79	80
04 Weekend Millionaires	10	19	60	245	304	53	34	49	52	56
05 Out On The Town	6	14	32	179	197	33	26	27	39	38
06 Business and Pleasure	13	38	71	170	208	138	135	116	72	77
07 Sporting Pints	6	9	26	154	175	30	15	20	31	30
08 Student Social	24	44	106	268	334	281	173	192	126	136
09 Leisurely Lunch	28	83	168	635	728	156	156	145	142	141
10 Wining and Dining	19	56	126	545	621	93	92	95	107	106
11 Household Outing	5	18	48	258	287	31	37	46	64	62
12 Midweek Meal Deal	20	82	134	366	402	220	303	228	161	154
13 Date Night	20	67	147	585	679	138	156	157	162	164
14 Birthday Treat	10	34	77	352	395	69	79	82	97	95
15 Pre Show Meal	2	7	23	112	131	40	47	71	90	92
Number of Occasions	220	654	1,424	5,485	6,306	100	100	100	100	100



Competition Map and Data: THREE SWALLOWS, CLEY NEXT THE (200283)



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

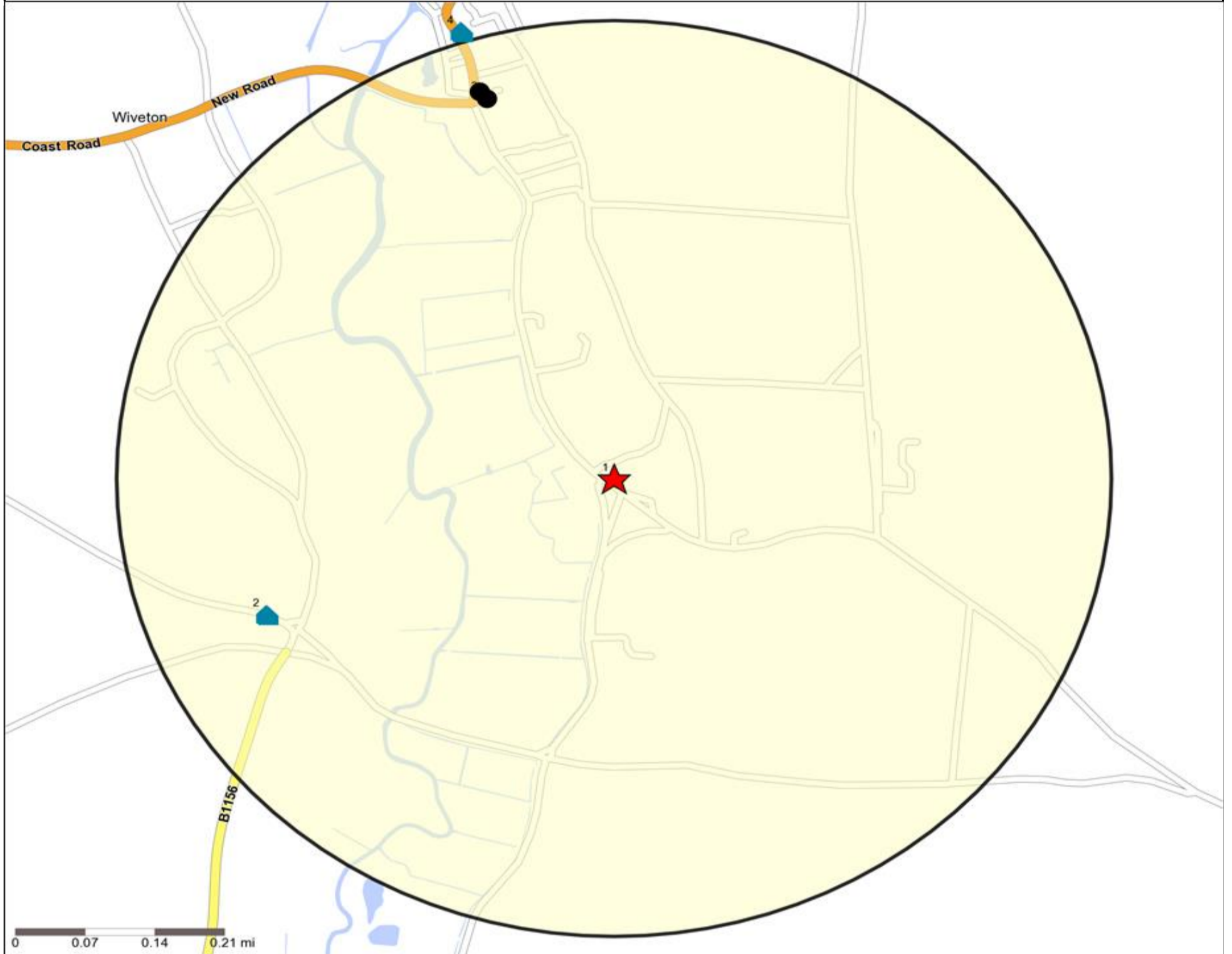
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Branded Food
- Café / Wine Bar
- Circuit Bar
- Dry Led
- Other
- Rural Character
- Community Local

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	2	2	4
Circuit Bar	0	0	0	0
Community Local	0	1	2	3
Dry Led	1	4	6	9
Branded Food Pub	0	0	0	0
Rural	1	1	2	2
Other	1	6	8	22
Total	3	14	20	40



Competition Map and Data: THREE SWALLOWS, CLEY NEXT THE (200283)



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	1
Other	1
Total	3



Local Competition: THREE SWALLOWS, CLEY NEXT THE (200283)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	THREE SWALLOWS, CLEY NEXT THE	NEWGATE GREEN, CLEY NEXT THE SEA, NR25 7TT	Punch Taverns	NR25 7TT	Punch Taverns	0.00
1	Three Swallows	Newgate Green, Cley, Holt	Punch Pub Company	NR25 7TT	Rural Character	0.00
2	Wiveton Bell	Blakeney Road, Wiveton, Holt	Independent Free	NR25 7TL	Dry Led	0.38
3	Cley Social Club	High Street, Cley, Holt	Independent Free	NR25 7RF	Other	0.43
4	George	High Street, Cley, Holt	Independent Free	NR25 7RN	Dry Led	0.51
5	Cooks Of Cley	High Street, Cley, Holt	Independent Free	NR25 7RX	Other	0.56
6	Harnser Restaurant	Coast Road, Cley, Holt	Independent Free	NR25 7RY	Dry Led	0.64
7	Wivetonhall Cafe	Marsh Lane, Wiveton, Holt	Independent Free	NR25 7TE	Cafe / Wine Bar	0.79
8	Art Cafe	Glandford, Holt	Independent Free	NR25 7JP	Cafe / Wine Bar	1.06
9	Royal British Legion Club	30 High Street, Blakeney, Holt	Independent Free	NR25 7NU	Other	1.14
10	White Horse Hotel	4 High Street, Blakeney, Holt	Adnams	NR25 7AL	Other	1.31
11	Moorings	High Street, Blakeney, Holt	Independent Free	NR25 7NA	Other	1.31
12	Manor Hotel	The Quay, Blakeney, Holt	Independent Free	NR25 7ND	Community Local	1.36
13	Blakeney Hotel	The Quay, Blakeney, Holt	Independent Free	NR25 7NE	Other	1.39
14	Kings Arms	Westgate Street, Blakeney, Holt	Independent Free	NR25 7NQ	Dry Led	1.44
15	Dun Cow	Purdy Street, Salthouse, Holt	Punch Pub Company	NR25 7XA	Dry Led	1.66
16	Anchor	22 The Street, Morston, Holt	*Other Small Retail Groups	NR25 7AA	Dry Led	2.56
17	Morston Hall Hotel	6 The Street, Morston, Holt	Independent Free	NR25 7AA	Other	2.56
18	Blue Bell	17 Holt Road, Langham, Holt	Punch Pub Company	NR25 7BX	Rural Character	2.66
19	Langham Hotel And Spa	North Street, Langham, Holt	Bespoke Hotel Company Ltd	NR25 7DG	Other	2.67
20	Kings Head	Holt Road, Letheringsett, Holt	Anglian Country Inns Ltd	NR25 7AR	Community Local	2.80
21	Pheasant Hotel	Weybourne Road, Kelling, Holt	Independent Free	NR25 7EG	Other	3.02
22	Balthazar Wine Bar	23 Bull Street, Holt	Independent Free	NR25 6HS	Cafe / Wine Bar	3.24
23	Byfords	1-3 Shirehall Plain, Holt	Independent Free	NR25 6BG	Other	3.27
24	Rendezvous	18-20 Bull Street, Holt	Independent Free	NR25 6HP	Other	3.29
25	Taste Of India	31 Bull Street, Holt	Independent Free	NR25 6HP	Other	3.29
26	Holt Sports & Social Club	1 Kelling Road, Holt	Independent Free	NR25 6RT	Other	3.29
27	Kings Head	19 High Street, Cley, Holt	Independent Free	NR25 6BN	Dry Led	3.30
28	Butlers	9 High Street, Holt	Independent Free	NR25 6BN	Cafe / Wine Bar	3.30
29	Feathers Hotel	4 Market Place, Holt	Independent Free	NR25 6BW	Other	3.34
30	Bakers & Larners Of Holt	8 Market Place, Holt	Independent Free	NR25 6BW	Other	3.34