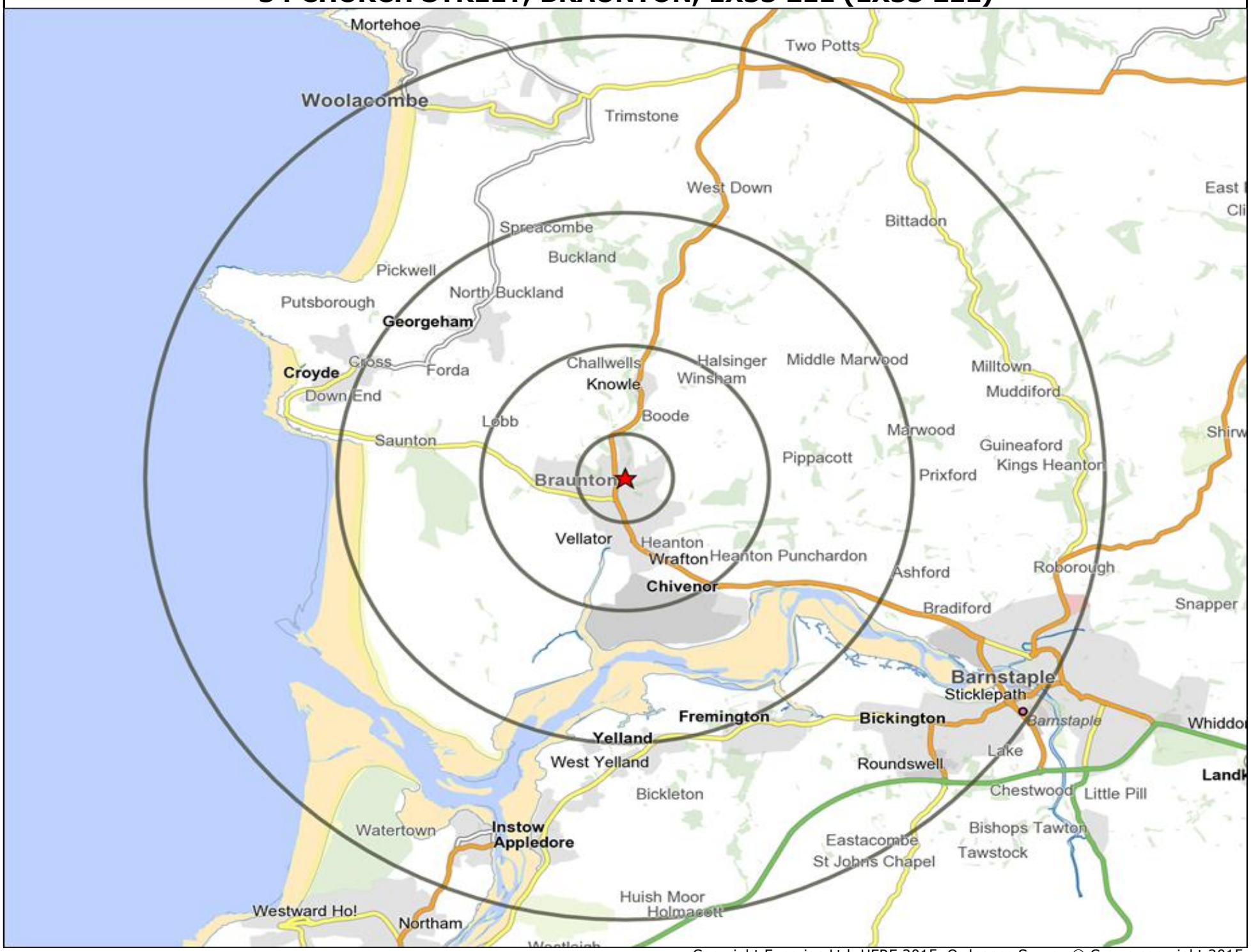
Customer Profile Report for BLACK HORSE, BRAUNTON (Punch Outlet Number: 202437)
34 CHURCH STREET, BRAUNTON, EX33 2EL (EX33 2EL)



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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	541	1,370	2,047	6,226	4,800	80	83	92	87	93
16-17	90	197	247	861	692	107	97	90	97	109
18-24	199	500	880	2,553	2,009	61	63	82	74	81
25-34	386	843	1,428	4,194	3,292	78	70	89	80	88
35-44	445	995	1,291	4,083	3,045	97	89	86	84	87
45-54	462	1,161	1,460	5,132	3,664	90	93	87	94	94
55-64	379	983	1,226	4,481	3,140	93	99	92	103	101
65+	1,114	2,717	3,214	10,811	6,799	171	172	151	157	138
Population estimate 2015	**3,616**	**8,766**	**11,793**	**38,341**	**27,441**	**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	3,568	8,705	11,477	37,104	26,363	98%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	33	81	97	298	253	1%	1%	1%	1%	1%
Asian / Asian British	15	37	97	320	280	0%	0%	1%	1%	1%
Black / African / Caribbean / Black British	7	12	38	83	68	0%	0%	0%	0%	0%
Other Ethnic Group	8	15	43	92	73	0%	0%	0%	0%	0%
All People (Ethnic Group)	**3,631**	**8,850**	**11,752**	**37,897**	**27,037**	**100**	**100**	**100**	**100**	**100**

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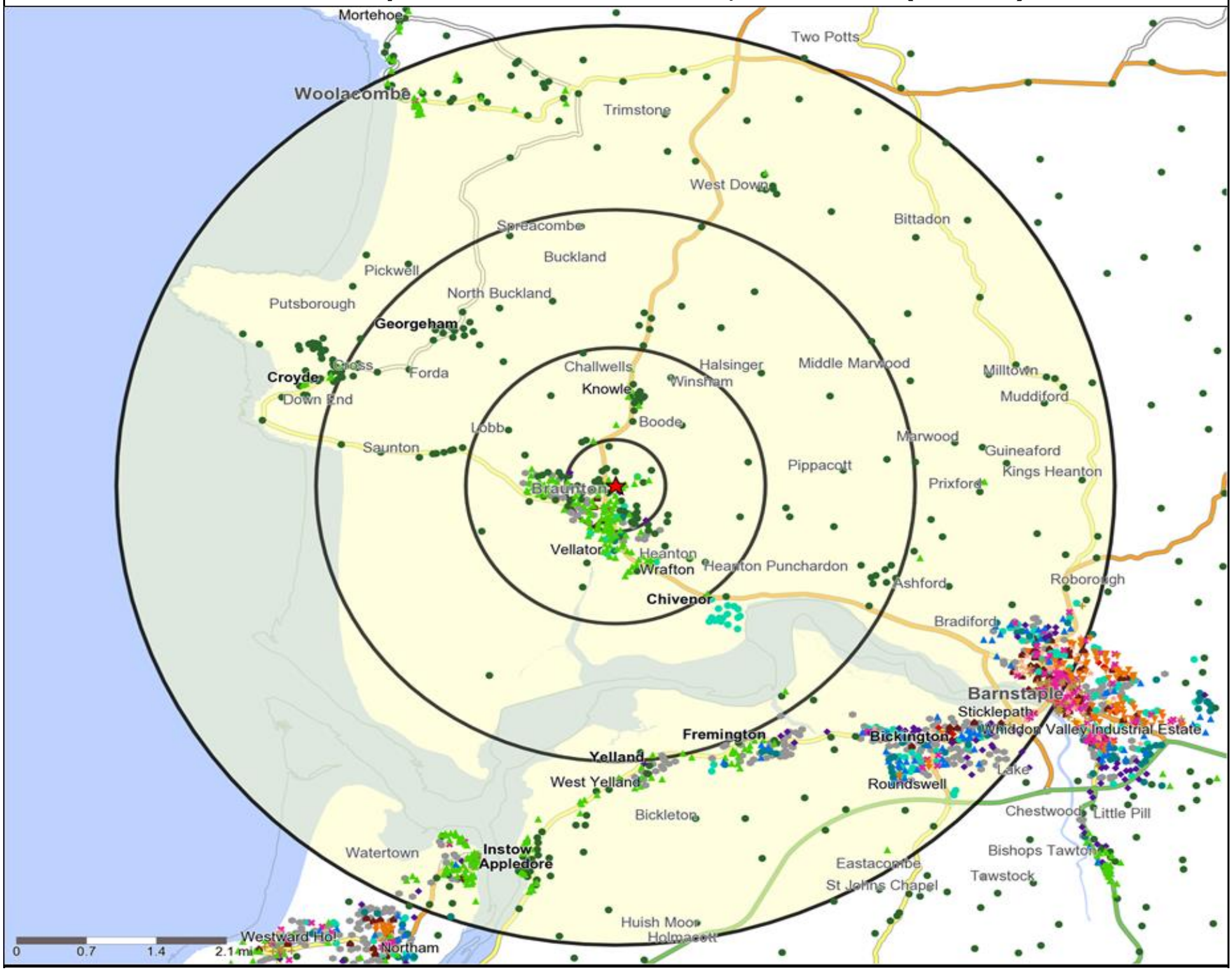
Mosaic UK Map and Data: BLACK HORSE, BRAUNTON (202437)



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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 Surburban Stablity

G Domestic Sucess

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+)	28	53	53	959	315	13	10	8	43	20
C Country Living (18+)	821	1,692	2,811	6,523	5,507	396	343	449	305	370
D Rural Reality (18+)	1,543	3,703	3,778	6,928	6,430	745	752	605	325	433
E Senior Security (18+)	349	1,188	1,260	5,913	2,059	144	206	172	236	118
F Suburban Stability (18+)	0	0	0	1,997	709	0	0	0	106	54
G Domestic Success (18+)	44	119	124	1,013	462	18	20	16	39	26
H Aspiring Homemakers (18+)	72	183	823	2,749	1,598	26	28	100	98	82
I Family Basics (18+)	0	0	0	711	385	0	0	0	32	25
J Transient Renters (18+)	12	12	12	1,485	1,574	7	3	2	84	127
K Municipal Challenge (18+)	0	0	0	138	71	0	0	0	8	6
L Vintage Value (18+)	81	114	114	1,334	1,264	43	26	20	69	94
M Modest Traditions (18+)	0	0	0	576	513	0	0	0	39	50
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	37	37	37	440	550	16	7	5	19	33
Adults 18+ estimate 2015	**2,987**	**7,101**	**9,012**	**30,766**	**21,437**	**100**	**100**	**100**	**100**	**100**

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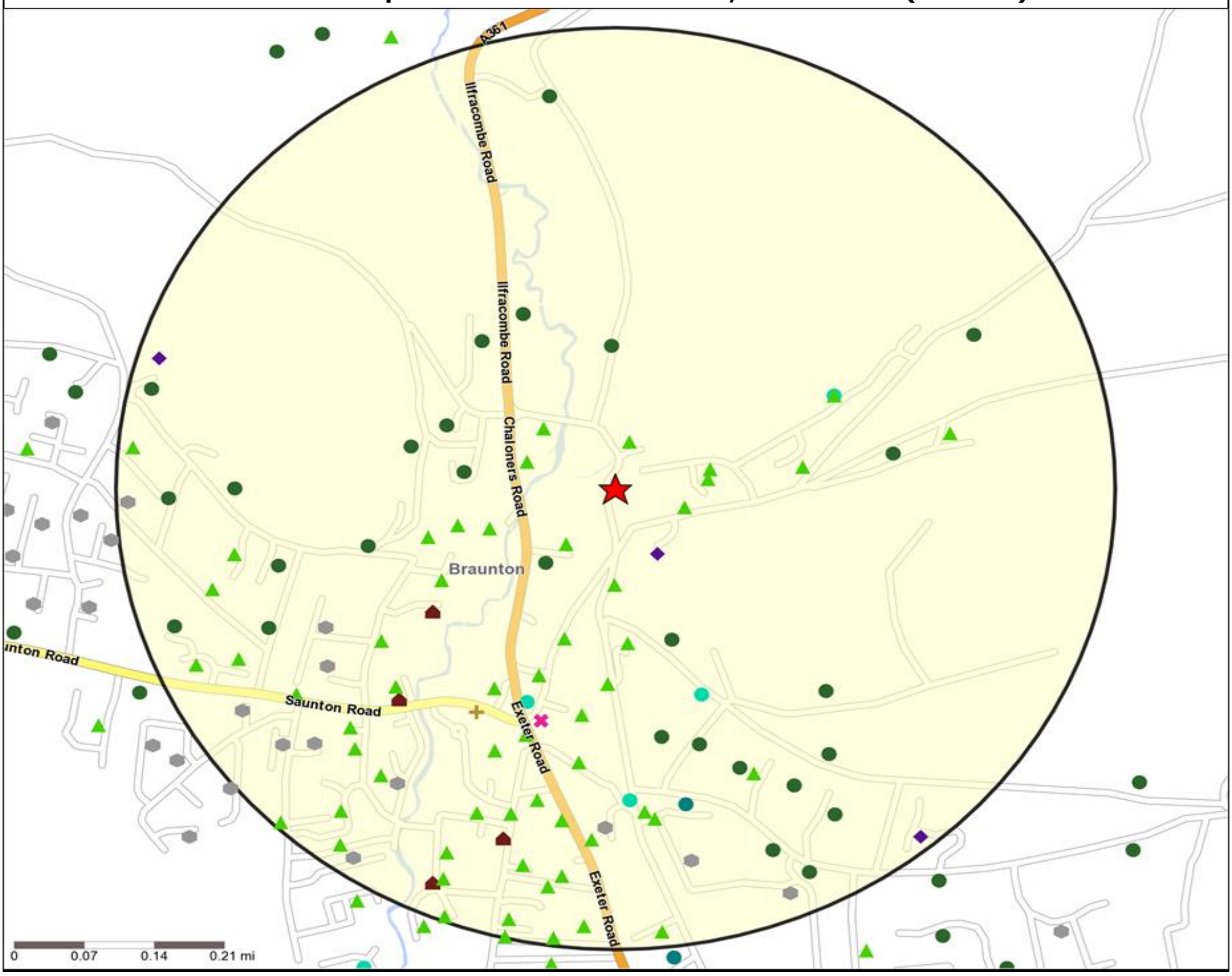
Mosaic UK Map and Data: BLACK HORSE, BRAUNTON (202437)



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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 Surburban Stablity
G Domestic Sucess
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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	28	13
C Country Living (18+)	821	396
D Rural Reality (18+)	1,543	745
E Senior Security (18+)	349	144
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	44	18
H Aspiring Homemakers (18+)	72	26
I Family Basics (18+)	0	0
J Transient Renters (18+)	12	7
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	81	43
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	37	16
Adults 18+ estimate 2015	**2,987**	**100**

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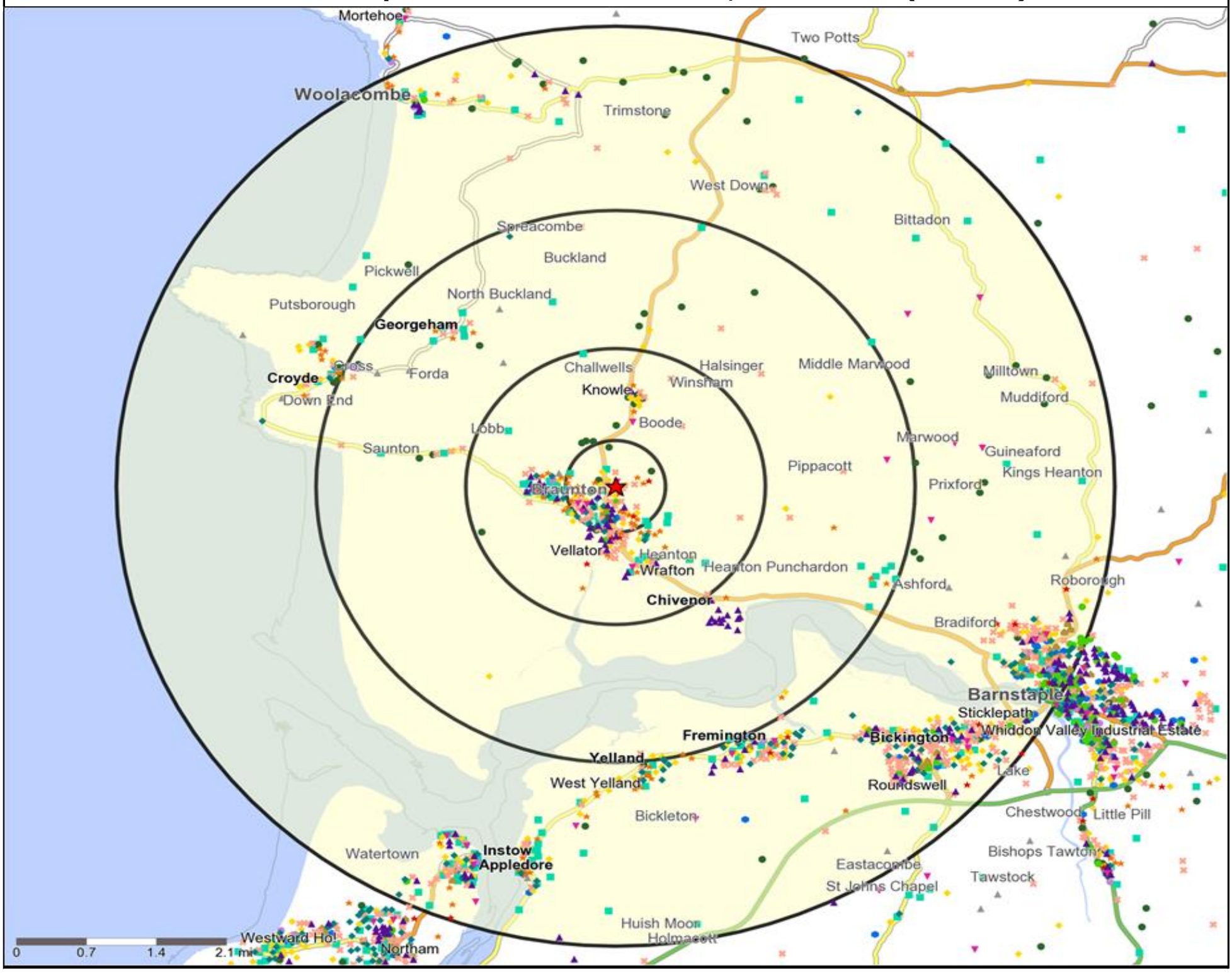
Occasions Map and Data: BLACK HORSE, BRAUNTON (202437)



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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	217	534	656	2,288	1,706	114	116	107	108	113
02 Early Doors	201	486	591	2,336	1,598	126	126	115	132	127
03 Everyday is Friday	142	332	413	1,537	1,097	104	101	95	102	102
04 Weekend Millionaires	135	357	656	2,047	1,661	69	76	104	94	107
05 Out On The Town	106	229	388	1,598	1,170	56	50	64	76	78
06 Business and Pleasure	67	163	249	764	586	69	69	79	70	76
07 Sporting Pints	76	190	269	1,181	924	36	38	40	51	56
08 Student Social	113	268	356	1,046	812	128	126	126	107	116
09 Leisurely Lunch	230	556	696	2,349	1,620	124	124	117	114	110
10 Wining and Dining	255	617	839	2,698	1,748	120	121	124	115	105
11 Household Outing	94	258	343	1,591	1,114	56	64	64	86	84
12 Midweek Meal Deal	166	384	472	1,298	985	176	169	156	124	133
13 Date Night	248	569	726	2,298	1,443	165	158	151	138	122
14 Birthday Treat	198	448	511	1,718	1,167	132	124	106	103	99
15 Pre Show Meal	32	90	137	527	338	62	72	83	92	83
Number of Occasions	**2,280**	**5,481**	**7,302**	**25,276**	**17,969**	**100**	**100**	**100**	**100**	**100**

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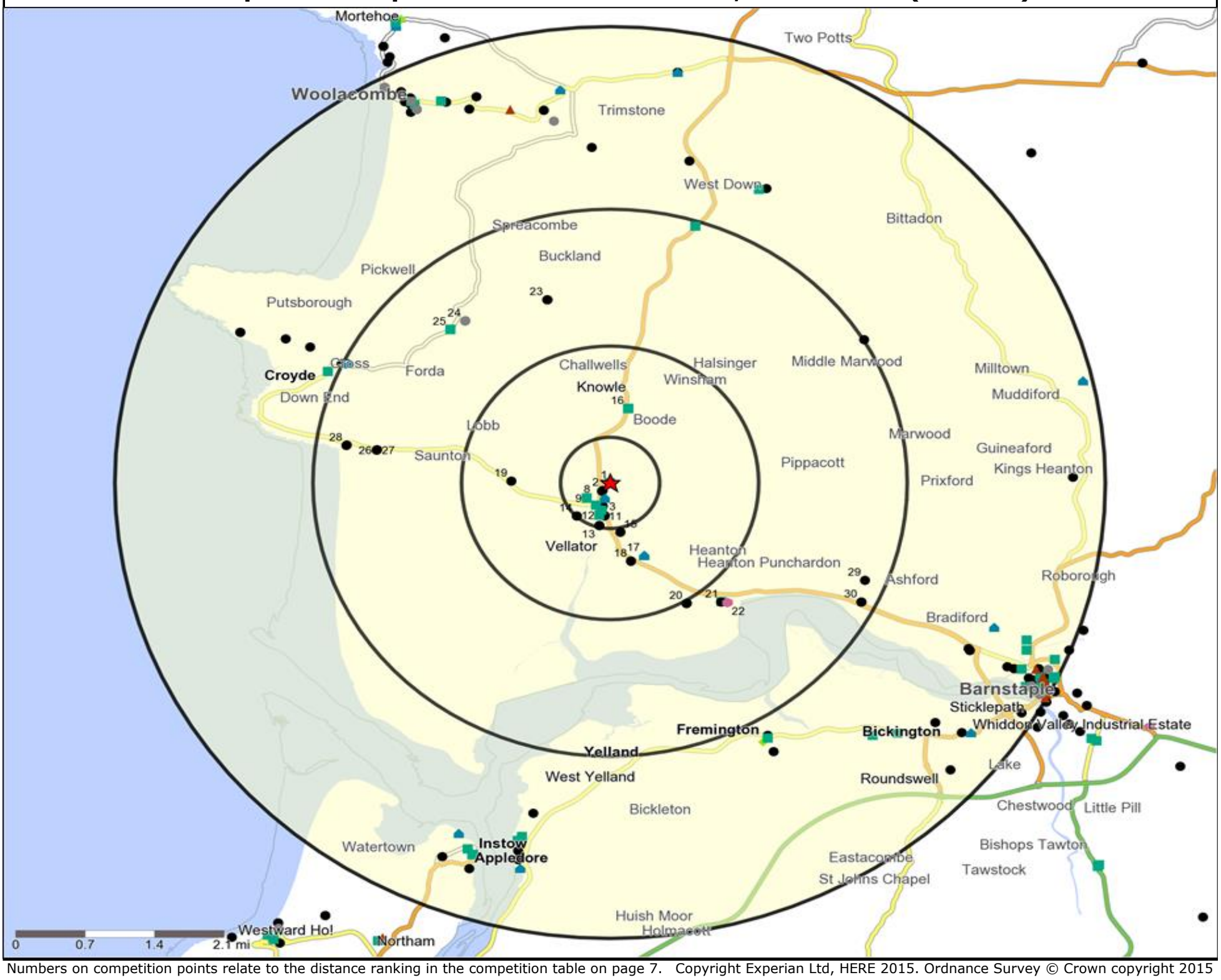
Competition Map and Data: BLACK HORSE, BRAUNTON (202437)



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	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	1	10
Circuit Bar	0	0	0	9
Community Local	5	6	8	32
Dry Led	1	2	3	12
Branded Food Pub	0	0	1	2
Rural	0	0	0	1
Other	8	11	20	93
Total	**14**	**19**	**33**	**159**

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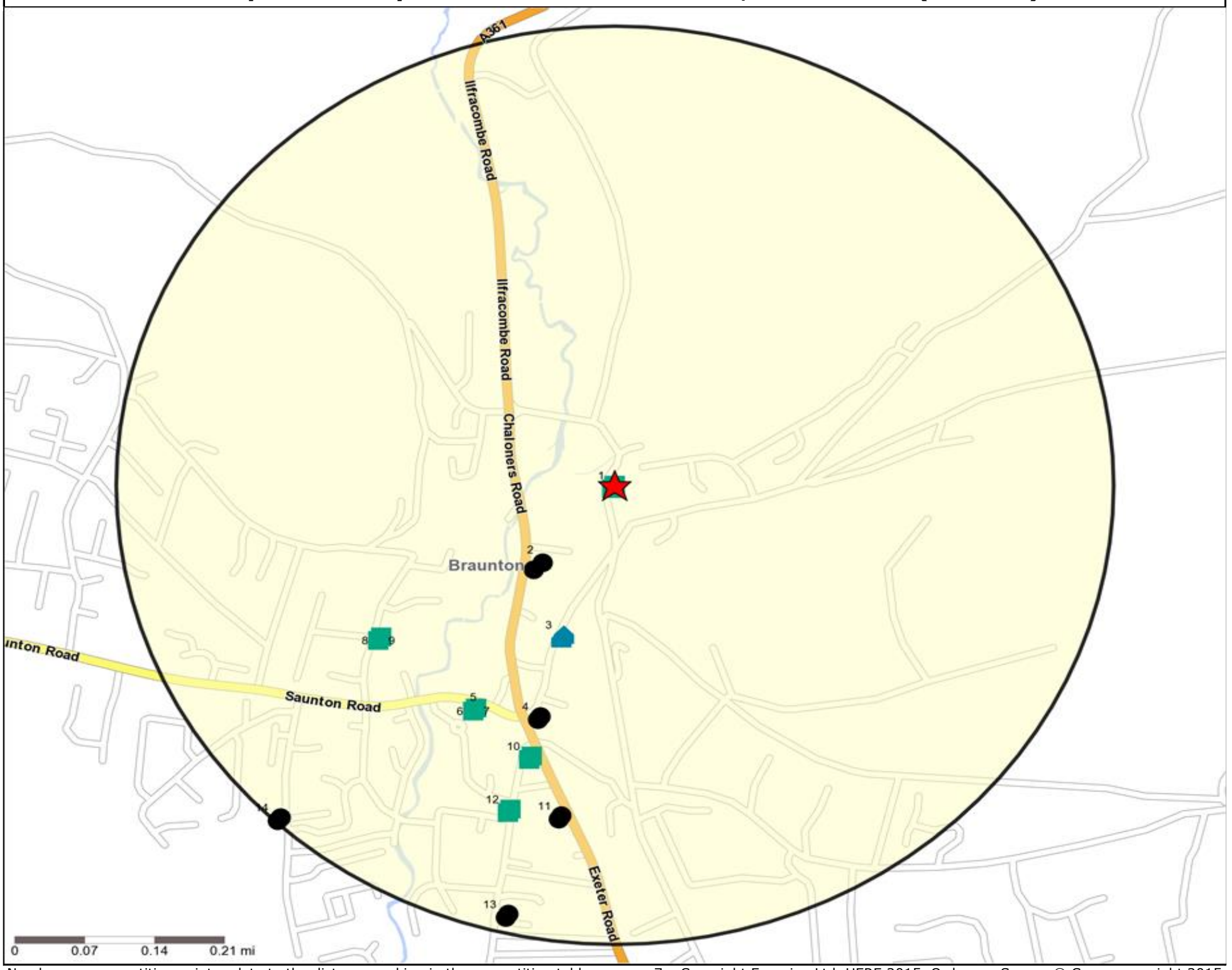
Competition Map and Data: BLACK HORSE, BRAUNTON (202437)



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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	0
Circuit Bar	0
Community Local	5
Dry Led	1
Branded Food Pub	0
Rural	0
Other	8
Total	**14**

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Local Competition: BLACK HORSE, BRAUNTON (202437)

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, BRAUNTON	34 CHURCH STREET, BRAUNTON, EX33 2EL	Punch Taverns	EX33 2EL	Punch Taverns	0.00
1	Black Horse	34 Church Street, Braunton	Punch Pub Company	EX33 2EL	Community Local	0.00
2	Braunton Bowling Club	Chaloners Road, Braunton	Independent Free	EX33 2ES	Other	0.11
3	Agricultural Inn	25 East Street, Braunton	Enterprise Inns	EX33 2EA	Dry Led	0.17
4	Elm Tree	8 The Square, Braunton	Independent Free	EX33 2JD	Other	0.27
5	At One Dining Room	1-3 Caen Street, Braunton	Independent Free	EX33 1AA	Other	0.28
6	Raggamuffins Bistro	Caen Street, Braunton	Independent Free	EX33 1AA	Other	0.28
7	London Inn	17 Caen Street, Braunton	Punch Pub Company	EX33 1AA	Community Local	0.28
8	Royal Bengal Restaurant	1A North Street, Braunton	Independent Free	EX33 1AJ	Other	0.29
9	White Lion	1 North Street, Braunton	Enterprise Inns	EX33 1AJ	Community Local	0.29
10	George Hotel	Exeter Road, Braunton	Enterprise Inns	EX33 2JJ	Community Local	0.31
11	Squires Fish Shop	3 Exeter Road, Braunton	Independent Free	EX33 2JL	Other	0.37
12	Mariners Arms	42 South Street, Braunton	Wellington	EX33 2AA	Community Local	0.37
13	Brookfield Guest House	45 South Street, Braunton	Independent Free	EX33 2AN	Other	0.48
14	Braunton Cricket Club	First Field Lane, Braunton	Independent Free	EX33 1ES	Other	0.50
15	Fortescue House Club	23 Wrafton Road, Braunton	Independent Free	EX33 2BT	Other	0.55
16	Ebrington Arms	Churchford Lane, Knowle, Braunton	Enterprise Inns	EX33 2LW	Community Local	0.84
17	Williams Arms	Wrafton, Braunton	Independent Free	EX33 2DE	Dry Led	0.87
18	Royal British Legion Club	Wrafton, Braunton	Independent Free	EX33 2DN	Other	0.89
19	Braunton Football Club	Saunton Road, Braunton	Independent Free	EX33 1HG	Other	0.99
20	Royal Marines	Chivenor, Barnstaple	Independent Free	EX31 4AZ	Other	1.53
21	Hoof Inn	Chivenor, Barnstaple	Independent Free	EX31 4BA	Other	1.72
22	Braunton Inn	Braunton Road, Heanton, Barnstaple	Mitchells & Butlers	EX31 4AX	Branded Food	1.77
23	Denham Farm	North Buckland, Braunton	Independent Free	EX33 1HY	Other	2.10
24	Rock Inn	Rock Hill, Georgeham, Braunton	Punch Pub Company	EX33 1JW	Cafe / Wine Bar	2.30
25	Kings Arms	Chapel Street, Georgeham, Braunton	Independent Free	EX33 1JJ	Community Local	2.33
26	Saunton Golf Club	Saunton, Braunton	Independent Free	EX33 1LG	Other	2.38
27	Preston House Hotel	Saunton, Braunton	Independent Free	EX33 1LG	Other	2.38
28	Saunton Sands Hotel	Saunton, Braunton	Brend Hotels	EX33 1LQ	Other	2.69
29	Ashford Barnstaple Garden Centre	Strand Lane, Ashford, Barnstaple	Wyevale Garden Centres	EX31 4BW	Other	2.79
30	Tarka Holiday Park	Braunton Road, Ashford, Barnstaple	Independent Free	EX31 4AU	Other	2.85

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