



Customer Profile Report for MASONS ARMS, KEMBERTON (Punch Outlet Number: 202980) HALL LANE, SHIFNAL, TF11 9LQ (TF11 9LQ)



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

Age Data Table

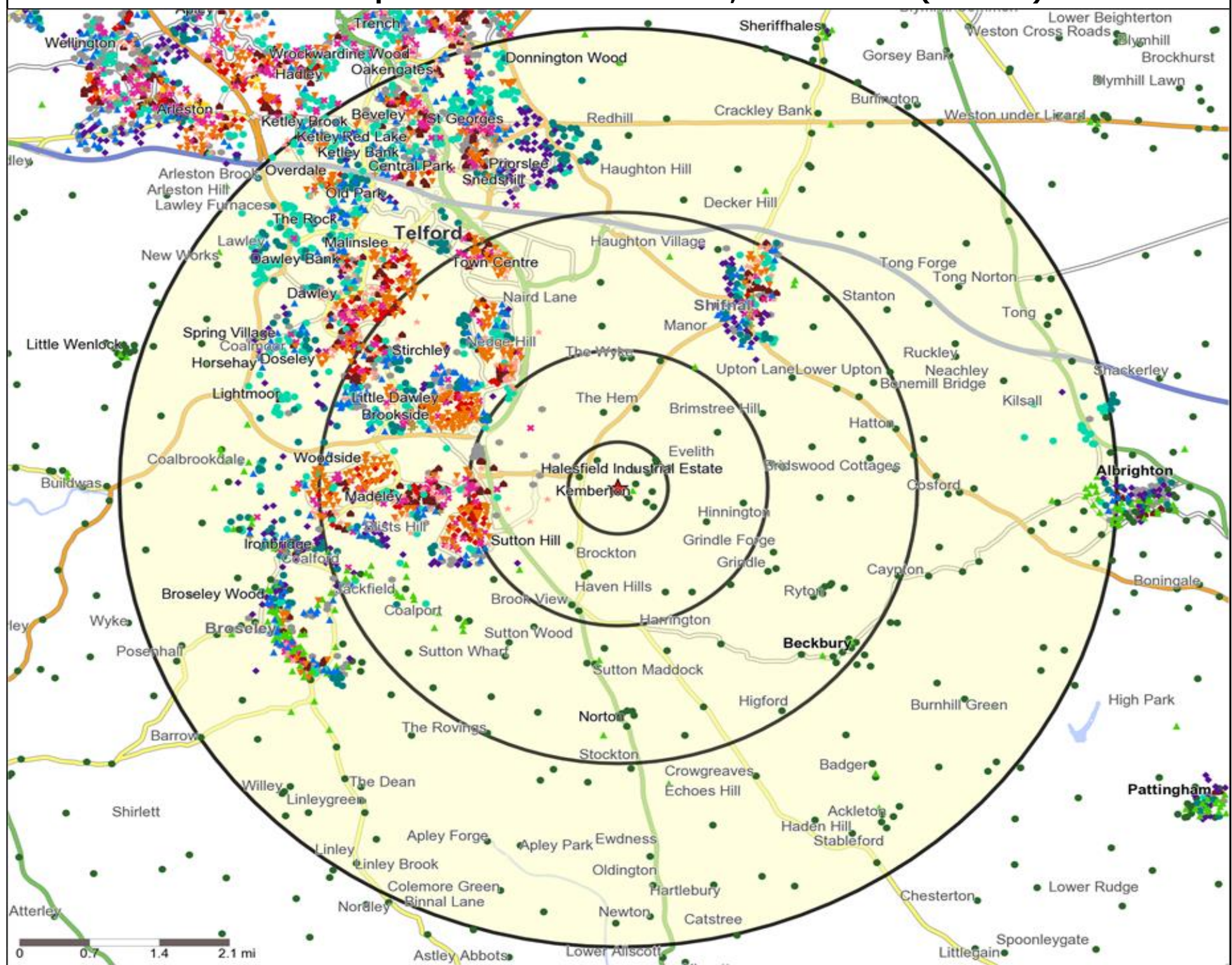
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0-15	28	628	9,803	21,644	27,900	65	102	109	109	108
16-17	3	67	1,299	2,773	3,561	57	88	117	113	111
18-24	6	233	4,212	9,340	11,806	29	79	98	98	94
25-34	7	398	6,072	14,116	18,335	22	89	93	98	97
35-44	22	335	5,685	13,291	17,441	76	81	94	99	99
45-54	49	419	6,974	15,665	20,292	152	90	103	105	104
55-64	39	418	5,718	12,077	15,790	151	113	106	101	101
65+	74	777	7,937	16,553	23,076	180	132	92	87	93
Population estimate 2015	228	3,275	47,700	105,459	138,201	100	100	100	100	100

Ethnicity - Census 2011

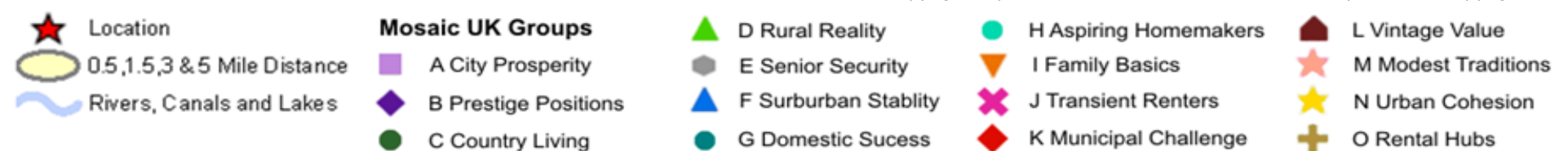
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	220	2,961	44,306	95,207	124,855	97%	95%	95%	94%	94%
Mixed / Multiple Ethnic Groups	2	51	818	1,675	2,191	1%	2%	2%	2%	2%
Asian / Asian British	1	77	1,029	2,684	3,643	0%	2%	2%	3%	3%
Black / African / Caribbean / Black British	0	25	537	891	1,207	0%	1%	1%	1%	1%
Other Ethnic Group	4	9	72	364	492	2%	0%	0%	0%	0%
All People (Ethnic Group)	227	3,123	46,762	100,821	132,388	100	100	100	100	100



Mosaic UK Map and Data: MASONS ARMS, KEMBERTON (202980)



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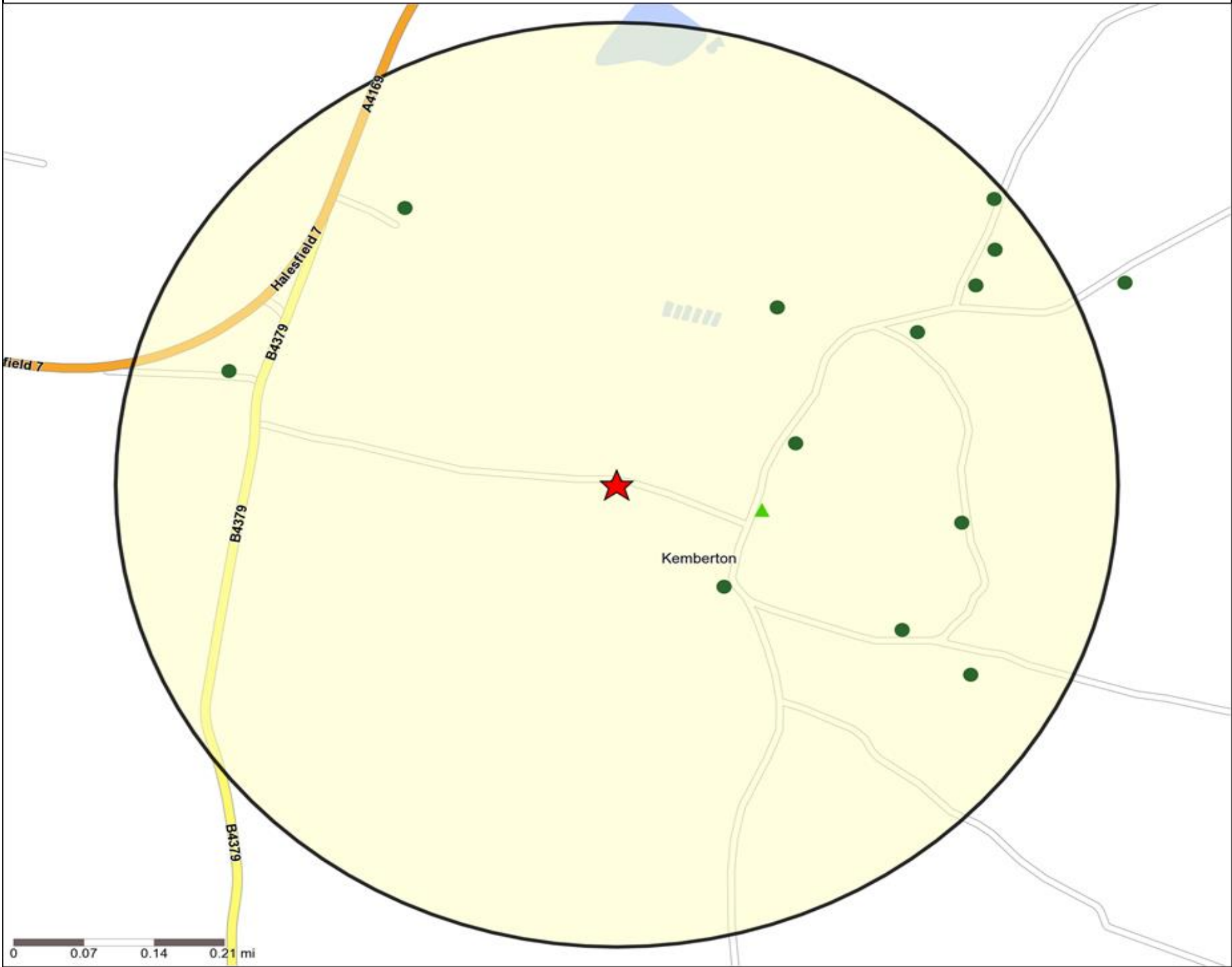
Mosaic UK Data Table (Residential)

	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	29	1,780	4,809	5,805	0	15	67	82	75
C Country Living (18+)	182	417	1,265	3,112	5,684	1,351	233	50	56	77
D Rural Reality (18+)	12	39	523	2,663	3,957	89	22	21	48	54
E Senior Security (18+)	0	299	2,107	4,965	7,179	0	143	71	76	83
F Suburban Stability (18+)	0	24	2,791	6,259	7,924	0	15	125	128	123
G Domestic Success (18+)	0	20	2,973	7,715	9,543	0	9	97	114	107
H Aspiring Homemakers (18+)	0	124	2,997	12,697	17,077	0	53	90	174	177
I Family Basics (18+)	0	537	10,130	15,493	19,336	0	288	384	268	253
J Transient Renters (18+)	0	287	2,877	5,644	7,859	0	193	136	122	129
K Municipal Challenge (18+)	0	353	2,644	4,459	5,339	0	233	123	95	86
L Vintage Value (18+)	0	215	2,764	5,591	7,088	0	132	120	111	106
M Modest Traditions (18+)	0	235	3,210	6,001	7,875	0	192	185	157	157
N Urban Cohesion (18+)	0	0	0	0	145	0	0	0	0	3
O Rental Hubs (18+)	0	0	469	761	1,010	0	0	17	12	12
Adults 18+ estimate 2015	194	2,579	36,530	80,169	105,821	100	100	100	100	100

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Mosaic UK Map and Data: MASONS ARMS, KEMBERTON (202980)



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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

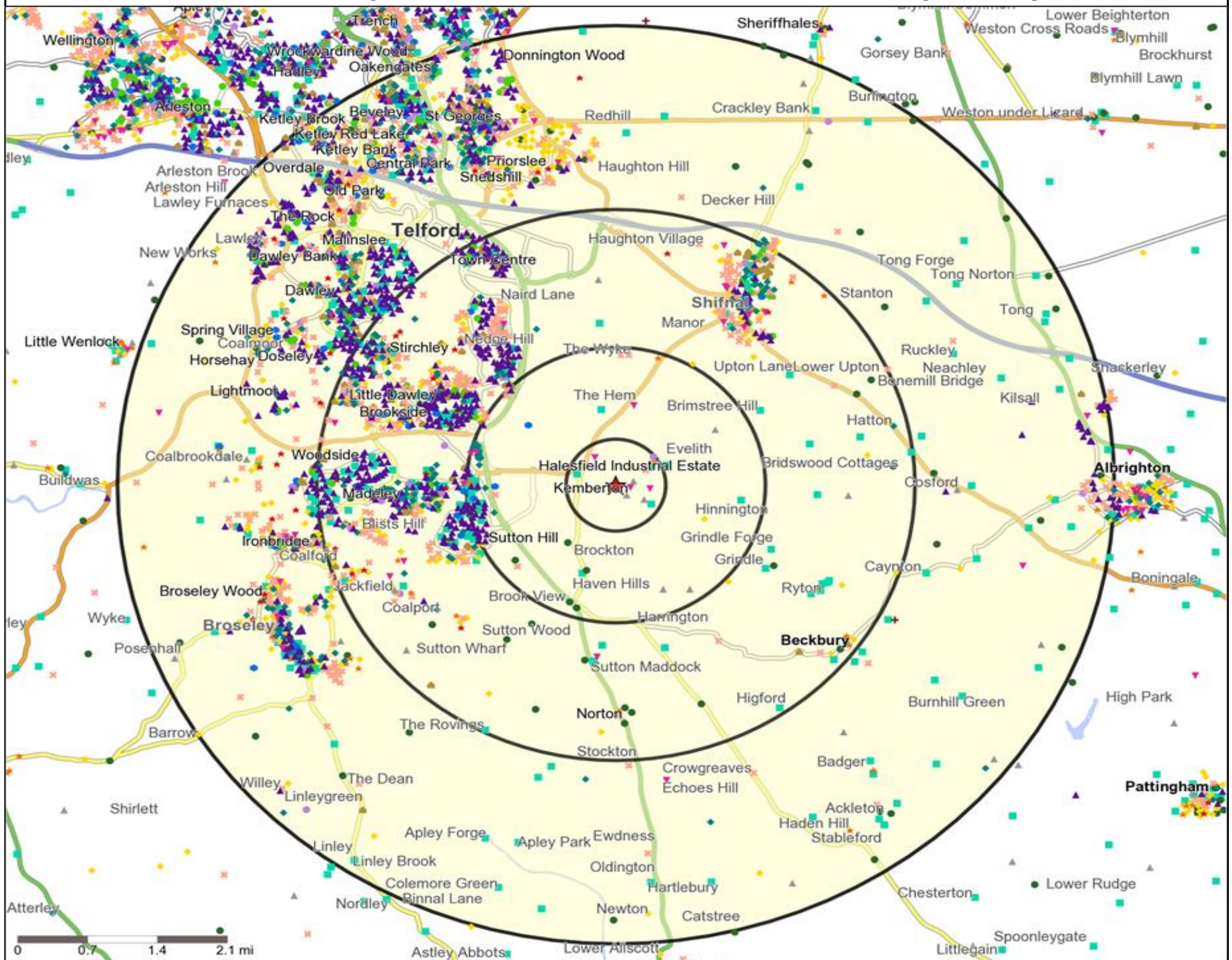
N Urban Cohesion

O Rental Hubs

Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	182	1,351
D Rural Reality (18+)	12	89
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	194	100



Occasions Map and Data: MASONS ARMS, KEMBERTON (202980)



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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

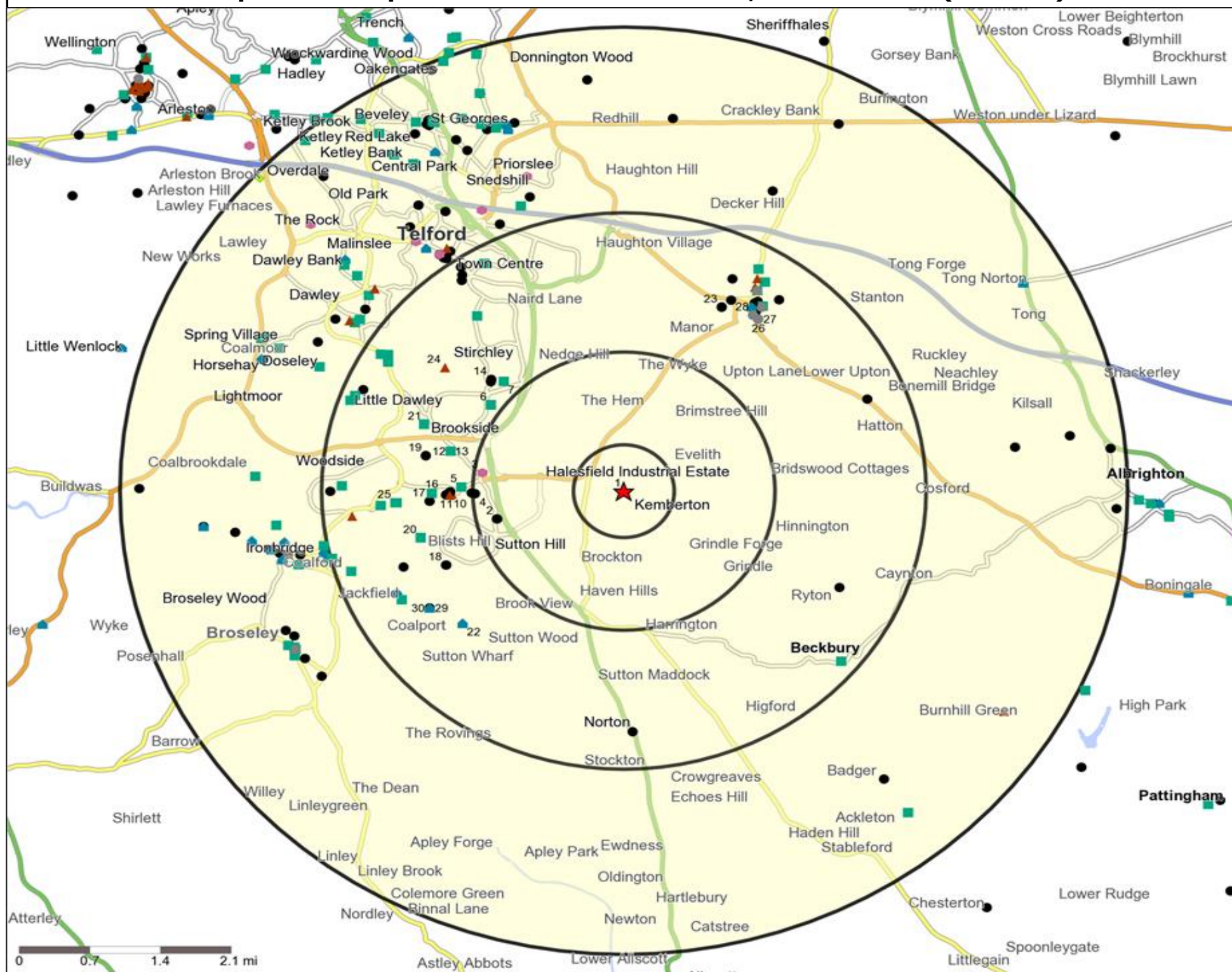
Occasions Data Table

	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	27	318	3,645	6,753	8,852	250	153	117	103	103
02 Early Doors	10	254	3,166	6,486	8,528	111	146	122	118	119
03 Everyday is Friday	5	136	2,277	4,900	6,452	65	92	103	105	105
04 Weekend Millionaires	4	319	4,701	9,815	12,602	36	150	147	145	143
05 Out On The Town	3	221	3,552	7,268	9,358	28	108	115	112	110
06 Business and Pleasure	14	74	1,007	2,296	3,079	253	70	63	68	70
07 Sporting Pints	0	184	3,012	5,899	7,555	0	81	88	82	80
08 Student Social	7	43	767	1,930	2,620	140	45	53	64	66
09 Leisurely Lunch	16	202	2,729	5,759	7,658	152	100	90	90	92
10 Wining and Dining	8	142	2,666	6,397	8,434	67	62	77	88	89
11 Household Outing	7	195	3,207	6,589	8,698	74	107	117	114	115
12 Midweek Meal Deal	9	145	2,066	3,854	5,074	169	142	135	119	120
13 Date Night	7	85	1,665	4,396	5,854	82	52	68	85	87
14 Birthday Treat	7	115	2,042	4,506	5,848	82	71	83	87	87
15 Pre Show Meal	5	41	650	1,432	1,943	171	73	77	81	84
Number of Occasions	129	2,474	37,152	78,280	102,555	100	100	100	100	100

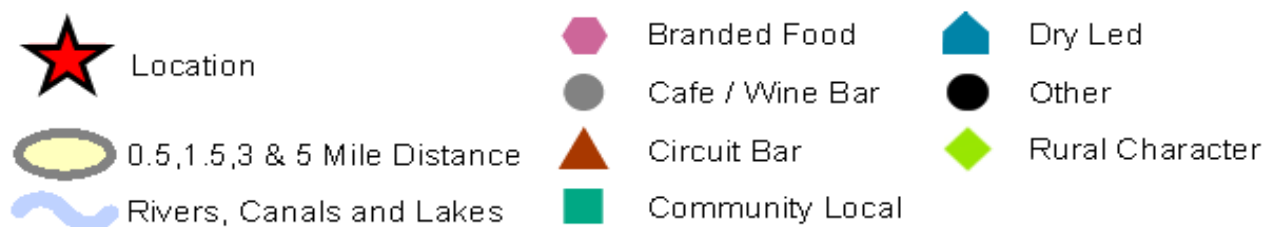
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Competition Map and Data: MASONS ARMS, KEMBERTON (202980)



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

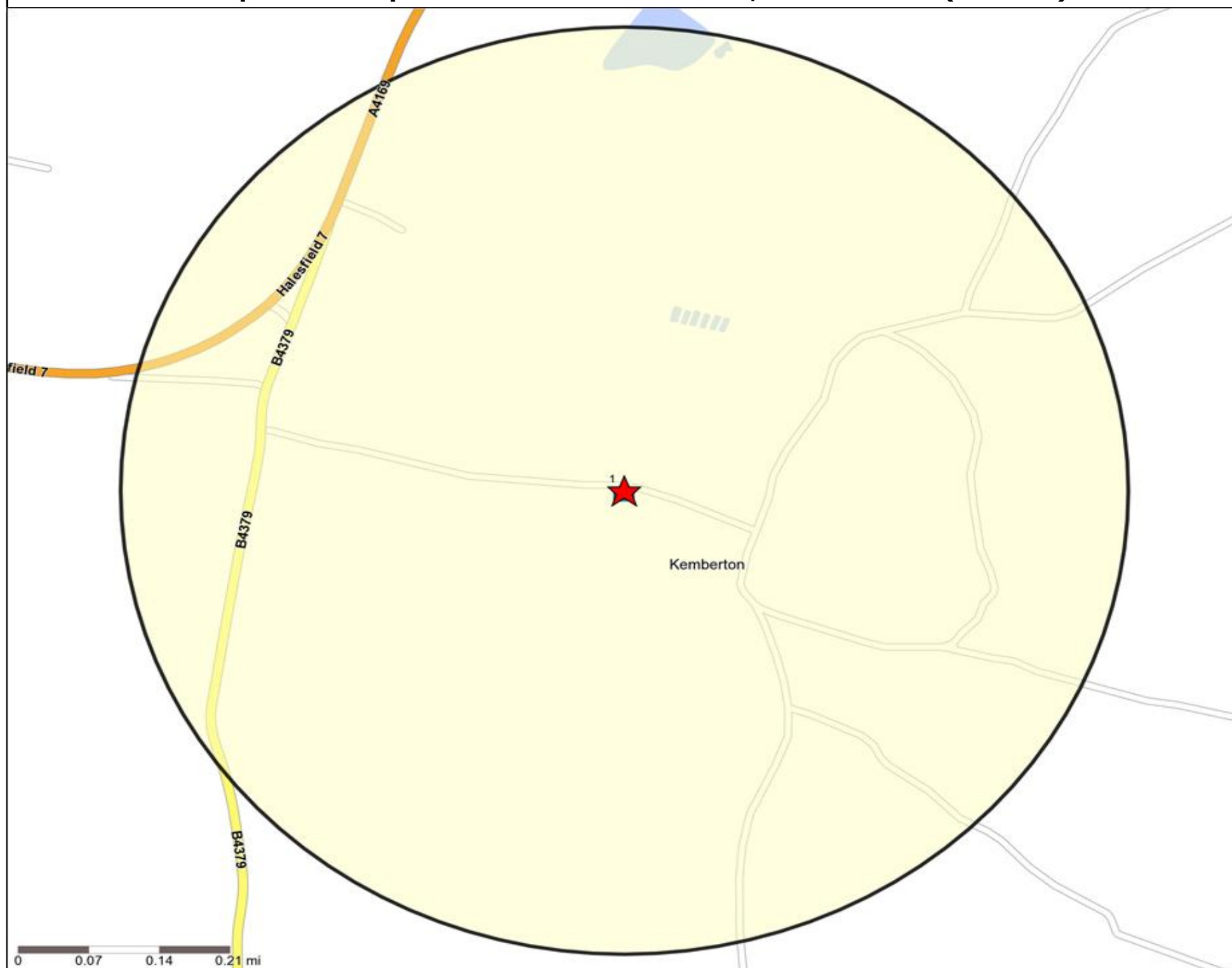


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	4	6
Circuit Bar	0	0	5	9
Community Local	0	0	23	60
Dry Led	1	1	6	19
Branded Food Pub	0	1	1	9
Rural	0	0	0	2
Other	0	2	33	95
Total	1	4	72	200



Competition Map and Data: MASONS ARMS, KEMBERTON (202980)



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
- 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	0
Total	1



Local Competition: MASONS ARMS, KEMBERTON (202980)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	MASONS ARMS, KEMBERTON	HALL LANE, SHIFNAL, TF11 9LQ	Punch Taverns	TF11 9LQ	Punch Taverns	0.00
1	Masons Arms	Hall Lane, Kemberton, Shifnal	Punch Pub Company	TF11 9LQ	Dry Led	0.00
2	Madebrook	Bridgnorth Road, Madeley, Telford	Independent Free	TF 7 4JF	Other	1.29
3	Cuckoo Oak	Bridgnorth Road, Madeley, Telford	Greene King	TF 7 4JD	Branded Food	1.42
4	Venue	Queen Street, Madeley, Telford	Independent Free	TF 7 4BL	Other	1.48
5	Miners Arms	74 Prince Street, Madeley, Telford	Marston's	TF 7 4DY	Community Local	1.61
6	Mallard	Homer Lake, Brookside, Telford	Global Star	TF 3 1LE	Community Local	1.61
7	Nedge Tavern	Stirchley Avenue, Stirchley, Telford	Independent Free	TF 3 1FE	Community Local	1.68
8	Kashmir Cafe	59 High Street, Madeley, Telford	Independent Free	TF 7 5AT	Other	1.72
9	Greenways Guest House	57 High Street, Madeley, Telford	Independent Free	TF 7 5AT	Other	1.72
10	Foresters Arms	41 High Street, Madeley, Telford	Unknown	TF 7 5AS	Circuit Bar	1.73
11	Maharaja Tandoori Restaurant	33 High Street, Madeley, Telford	Independent Free	TF 7 5AR	Other	1.76
12	Kyushinkai Martial Arts And Fitness Centre	UnitM Bridgnorth Road, Telford	Independent Free	TF 7 4JB	Other	1.77
13	Three Furnaces	30 Bridgnorth Road, Madeley, Telford	Enterprise Inns	TF 7 4JB	Community Local	1.77
14	Cafe Spice International	Grange Avenue, Stirchley, Telford	Independent Free	TF 3 1ET	Other	1.79
15	Telford Ski Slope Lodge	Court Street, Madeley, Telford	Independent Free	TF 7 5EB	Other	1.91
16	Barley Mow	16 Court Street, Madeley, Telford	Marston's	TF 7 5EB	Community Local	1.91
17	Anstice Memorial Working Mens Club	10 Anstice Square, Madeley, Telford	Independent Free	TF 7 5BD	Other	1.93
18	Telford Golf & Country Club	Great Hay Drive, Sutton Hill, Telford	Q Hotels	TF 7 4DT	Other	1.94
19	Mercure Hotel	Castlefields Way, Madeley, Telford	Accor Hotels	TF 7 5DW	Other	2.00
20	All Nations Inn	20 Coalport Road, Madeley, Telford	Independent Free	TF 7 5DP	Community Local	2.08
21	Britannia Inn	Aqueduct Road, Madeley, Telford	Marston's	TF 3 1BX	Community Local	2.11
22	Brewery Inn	High Street, Coalport, Telford	Independent Free	TF 8 7HZ	Dry Led	2.14
23	Shifnal Cricket Club	Priorslee Road, Shifnal	Independent Free	TF11 8HD	Other	2.21
24	Rose & Crown	Stirchley Village, Telford	Trust Inns	TF 3 1DY	Circuit Bar	2.22
25	Red Lion	39 Park Street, Madeley, Telford	Marston's	TF 7 5LD	Community Local	2.27
26	Park House Hotel	Park Street, Shifnal	Independent Free	TF11 9BA	Other	2.28
27	Butlers Bar & Restaurant	Park Street, Shifnal	Independent Free	TF11 9BA	Cafe / Wine Bar	2.28
28	Henris	12 Church Street, Shifnal	Punch Pub Company	TF11 9AA	Cafe / Wine Bar	2.29
29	Shakespeare Inn	High Street, Coalport, Telford	Independent Free	TF 8 7HT	Dry Led	2.31
30	Yha Coalport	High Street, Coalport, Telford	Youth Hostel Association	TF 8 7HT	Other	2.31