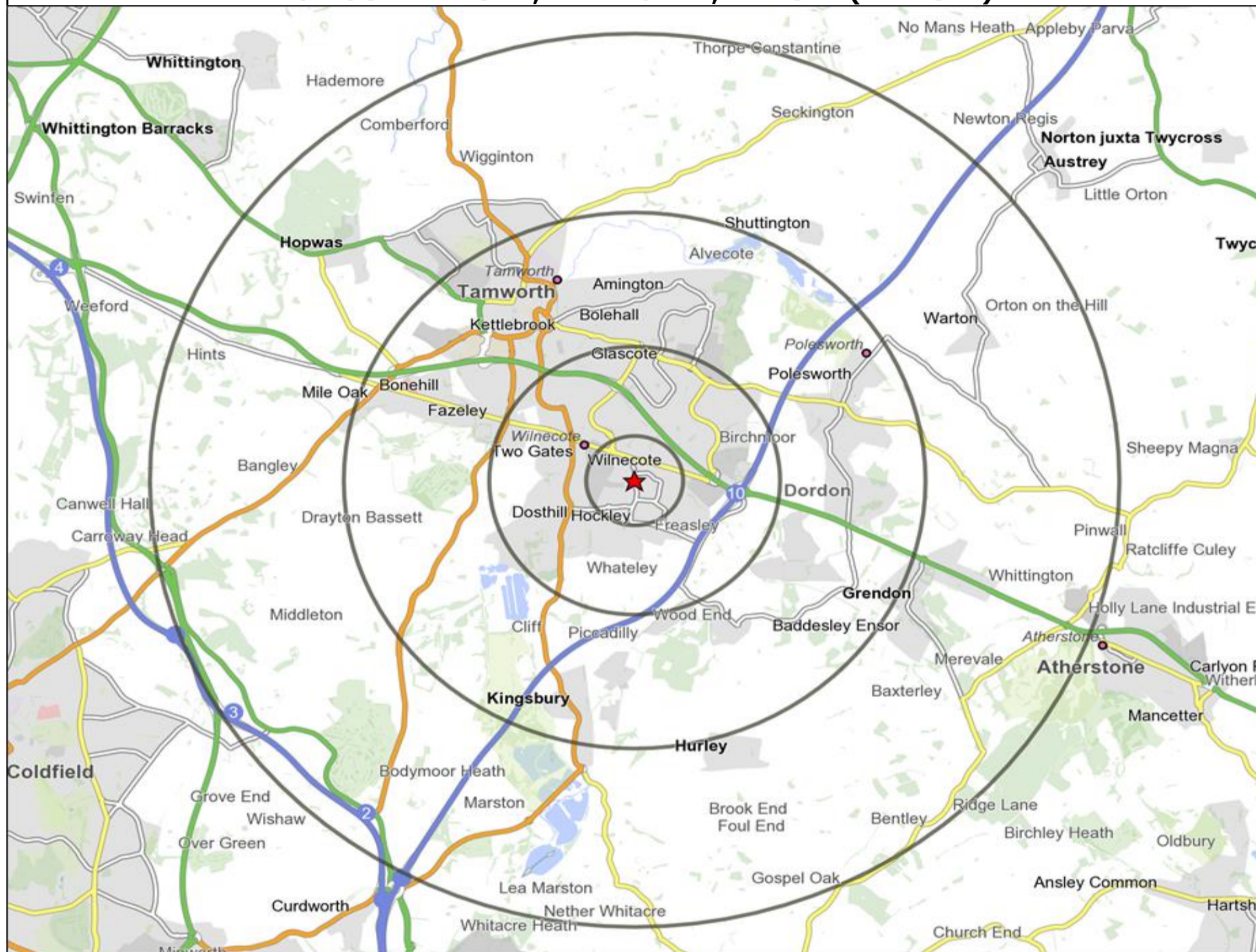




**Customer Profile Report for PRINCE OF WALES, WILNECOTE (Punch Outlet Number: 114055)
70 HOCKLEY ROAD, TAMWORTH, B77 5EE (B 77 5EE)**



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

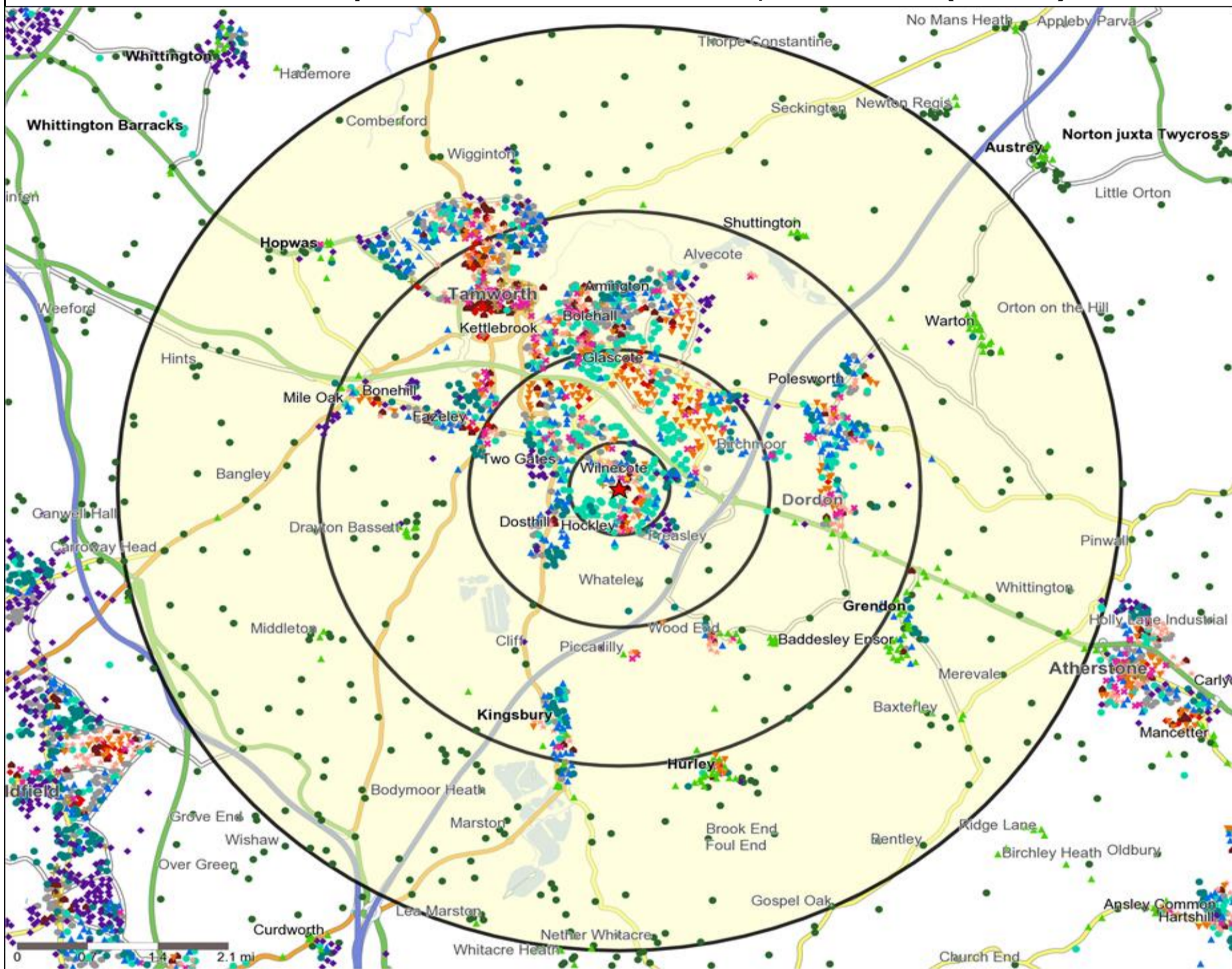
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,689	8,793	17,971	21,127	24,545	113	115	106	102	101
16-17	187	1,056	2,291	2,684	3,131	101	112	109	105	104
18-24	628	3,388	7,256	8,470	10,480	87	92	88	85	89
25-34	1,399	5,904	12,212	13,874	16,032	129	106	98	92	90
35-44	1,072	5,243	11,540	13,832	16,295	106	102	100	99	99
45-54	1,117	5,863	12,975	16,093	19,021	99	102	101	103	103
55-64	827	4,810	10,823	13,590	15,890	92	105	105	109	108
65+	1,022	5,574	15,664	20,339	24,595	71	76	96	103	105
Population estimate 2015	7,941	40,631	90,732	110,009	129,989	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	7,727	39,277	87,592	106,215	124,588	97%	97%	97%	97%	97%
Mixed / Multiple Ethnic Groups	97	450	907	1,044	1,284	1%	1%	1%	1%	1%
Asian / Asian British	69	392	876	1,063	1,505	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	70	262	448	480	647	1%	1%	0%	0%	1%
Other Ethnic Group	7	51	141	161	221	0%	0%	0%	0%	0%
All People (Ethnic Group)	7,970	40,432	89,964	108,963	128,245	100	100	100	100	100



Mosaic UK Map and Data: PRINCE OF WALES, WILNECOTE (114055)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

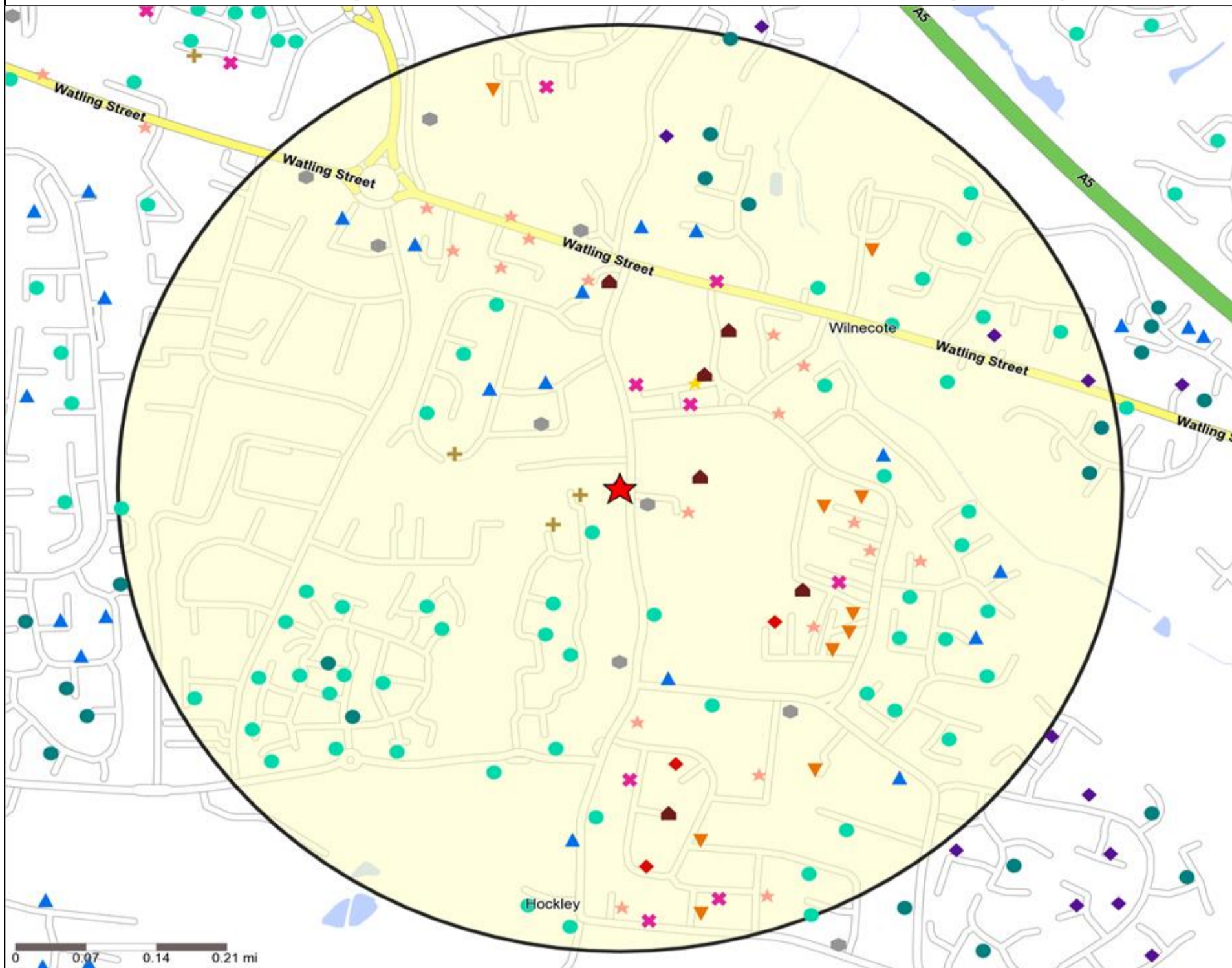
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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+)	186	1,421	2,879	3,549	6,251	42	63	56	57	84
C Country Living (18+)	0	41	669	3,104	4,197	0	2	14	52	59
D Rural Reality (18+)	0	26	998	5,114	5,435	0	1	20	86	77
E Senior Security (18+)	278	1,869	5,585	6,909	8,225	56	75	98	99	100
F Suburban Stability (18+)	515	3,598	8,674	10,693	12,330	139	192	202	203	199
G Domestic Success (18+)	584	3,186	7,309	9,055	10,636	115	123	123	125	125
H Aspiring Homemakers (18+)	2,694	9,179	15,350	16,225	18,171	488	328	240	207	197
I Family Basics (18+)	431	6,402	10,466	10,788	11,823	98	289	206	174	161
J Transient Renters (18+)	335	1,446	4,436	5,005	6,172	96	82	109	101	105
K Municipal Challenge (18+)	121	1,089	2,270	2,388	2,609	34	60	55	47	44
L Vintage Value (18+)	132	758	3,850	4,539	5,185	35	39	87	84	81
M Modest Traditions (18+)	671	1,421	6,678	7,371	8,766	233	97	200	180	182
N Urban Cohesion (18+)	2	2	2	2	2	1	0	0	0	0
O Rental Hubs (18+)	117	287	1,244	1,347	1,779	25	12	23	20	23
Adults 18+ estimate 2015	6,066	30,725	70,410	86,089	101,581	100	100	100	100	100



Mosaic UK Map and Data: PRINCE OF WALES, WILNECOTE (114055)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

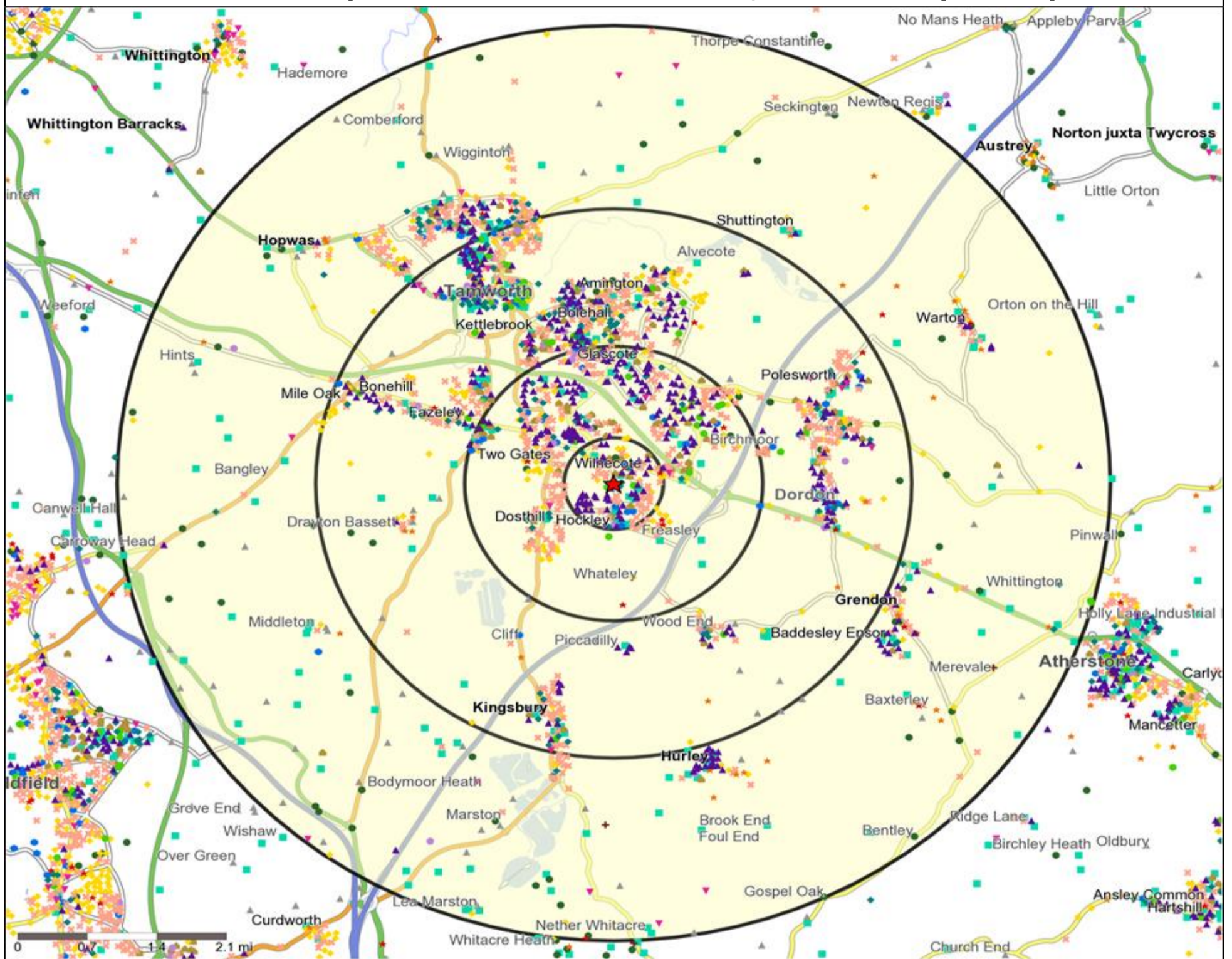
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	186	42
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	278	56
F Suburban Stability (18+)	515	139
G Domestic Success (18+)	584	115
H Aspiring Homemakers (18+)	2,694	488
I Family Basics (18+)	431	98
J Transient Renters (18+)	335	96
K Municipal Challenge (18+)	121	34
L Vintage Value (18+)	132	35
M Modest Traditions (18+)	671	233
N Urban Cohesion (18+)	2	1
O Rental Hubs (18+)	117	25
Adults 18+ estimate 2015	6,066	100



Occasions Map and Data: PRINCE OF WALES, WILNECOTE (114055)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- ★ 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	316	2,006	4,871	6,053	7,115	64	81	88	92	92
02 Early Doors	380	2,067	5,198	6,273	7,298	92	100	113	114	113
03 Everyday is Friday	411	1,925	4,493	5,333	6,204	117	109	114	114	113
04 Weekend Millionaires	761	3,533	7,265	8,255	9,354	150	139	128	122	118
05 Out On The Town	578	2,792	5,910	6,738	7,803	118	114	108	103	102
06 Business and Pleasure	161	819	1,785	2,251	2,654	64	65	63	67	67
07 Sporting Pints	423	2,204	4,598	5,164	5,899	78	81	76	72	70
08 Student Social	172	822	1,883	2,449	2,921	75	72	74	80	82
09 Leisurely Lunch	403	2,089	4,858	5,991	7,133	84	87	91	93	95
10 Wining and Dining	589	2,789	6,080	7,387	8,804	108	102	100	101	103
11 Household Outing	532	2,689	5,853	6,758	7,748	123	124	121	117	115
12 Midweek Meal Deal	265	1,568	3,254	3,870	4,439	109	128	120	119	117
13 Date Night	413	1,895	4,278	5,363	6,587	107	97	99	104	109
14 Birthday Treat	334	1,680	3,985	4,946	5,959	86	86	92	96	98
15 Pre Show Meal	142	677	1,457	1,730	2,034	107	101	98	97	98
Number of Occasions	5,880	29,555	65,768	78,561	91,952	100	100	100	100	100



Competition Map and Data: PRINCE OF WALES, WILNECOTE (114055)



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

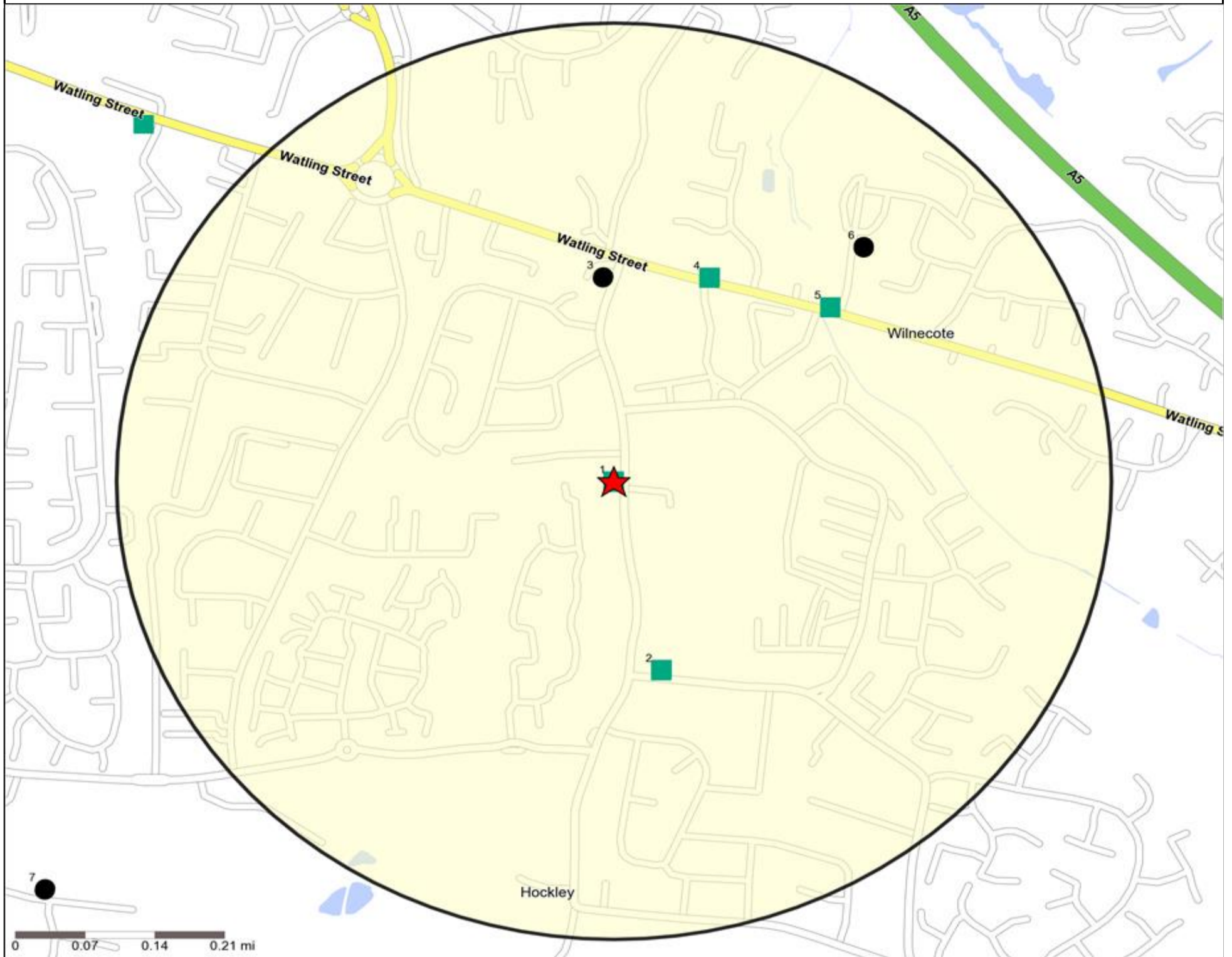


Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	3	5
Circuit Bar	0	0	10	10
Community Local	4	11	34	44
Dry Led	0	0	4	6
Branded Food Pub	0	1	5	9
Rural	0	0	1	3
Other	2	12	75	93
Total	6	24	132	170



Competition Map and Data: PRINCE OF WALES, WILNECOTE (114055)



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
-  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	4
Dry Led	0
Branded Food Pub	0
Rural	0
Other	2
Total	6



Local Competition: PRINCE OF WALES, WILNECOTE (114055)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PRINCE OF WALES, WILNECOTE	70 HOCKLEY ROAD, TAMWORTH, B77 5EE	Punch Taverns	B 77 5EE	Punch Taverns	0.00
1	Prince Of Wales	70 Hockley Road, Wilnecote, Tamworth	Punch Pub Company	B 77 5EE	Community Local	0.00
2	Sandyback	66 Overwoods Road, Wilnecote, Tamworth	Enterprise Inns	B 77 5EL	Community Local	0.21
3	Wilnecote Working Mens Club	Hockley Road, Wilnecote, Tamworth	Independent Free	B 77 5EA	Other	0.22
4	Queens Head	18 Watling Street, Wilnecote, Tamworth	Punch Pub Company	B 77 5BP	Community Local	0.24
5	Red Lion	5 Quarry Hill, Wilnecote, Tamworth	Enterprise Inns	B 77 5BS	Community Local	0.29
6	Wilnecote Sports Association	Brook Avenue, Wilnecote, Tamworth	Independent Free	B 77 5BT	Other	0.36
7	Dosthill Old Boys Social Club	Cadogan Road, Dosthill, Tamworth	Independent Free	B 77 1PQ	Other	0.73
8	Belgrave Sports & Social Club	301 Wilnecote Lane, Belgrave, Tamworth	Independent Free	B 77 2LF	Other	0.77
9	Two Gates Working Mens Club	6 Dosthill Road, Two Gates, Tamworth	Independent Free	B 77 1HU	Other	0.78
10	Dosthill Cosmopolitan Club	69 High Street, Dosthill, Tamworth	Independent Free	B 77 1LG	Other	0.79
11	Centurian Park	Watling Street, Wilnecote, Tamworth	Whitbread	B 77 5PN	Branded Food	0.79
12	Bulls Head	446 Watling Street, Two Gates, Tamworth	Marston's	B 77 1HW	Community Local	0.92
13	Fox Inn	105 High Street, Dosthill, Tamworth	Punch Pub Company	B 77 1LQ	Community Local	0.92
14	Blacksmiths Arms	Ellerbeck, Wilnecote, Tamworth	Admiral Taverns Ltd	B 77 4JA	Community Local	1.11
15	Mercian	20 Exley, Tamworth	Unknown	B 77 2LA	Community Local	1.13
16	St George	81 Caledonian, Tamworth	Admiral Taverns Ltd	B 77 2ED	Community Local	1.18
17	Plough & Harrow	Atherstone Street, Fazeley, Tamworth	Punch Pub Company	B 78 3RF	Community Local	1.39
18	Coton Green Football Club	Mill Lane, Tamworth	Independent Free	B 78 3RX	Other	1.43
19	Three Horseshoes	New Street, Fazeley, Tamworth	Punch Pub Company	B 78 3RD	Community Local	1.43
20	Tamworth Athletic Club	Marlborough Way, Tamworth	Independent Free	B 77 2HA	Other	1.45
21	Draycott Court Hotel	65 Coleshill Street, Fazeley, Tamworth	Independent Free	B 78 3RG	Other	1.46
22	Kudos	9 Coleshill Street, Fazeley, Tamworth	Independent Free	B 78 3RB	Other	1.46
23	Peninsular Cantonese Rest	1 Coleshill Street, Fazeley, Tamworth	Independent Free	B 78 3RB	Other	1.46
24	Fazeley Victory Working Mens Club	4-6 Coleshill Street, Fazeley, Tamworth	Independent Free	B 78 3RA	Other	1.48
25	Glascote Army Cadets	Glascote Road, Glascote, Tamworth	Independent Free	B 77 2BS	Other	1.55
26	Glascote Working Mens Club	378 Glascote Road, Glascote, Tamworth	Independent Free	B 77 2BS	Other	1.55
27	Birchmoor Working Mens Club	31 New Street, Birchmoor, Tamworth	Independent Free	B 78 1AF	Other	1.57
28	Tamworth Cruising Club	1 Kettlebrook Road, Tamworth	Independent Free	B 77 1AG	Other	1.62
29	Three Tuns	Lichfield Street, Fazeley, Tamworth	Unknown	B 78 3QN	Community Local	1.63
30	Gamecock Inn	Cockspur Street, Birchmoor, Tamworth	Enterprise Inns	B 78 1AH	Community Local	1.65