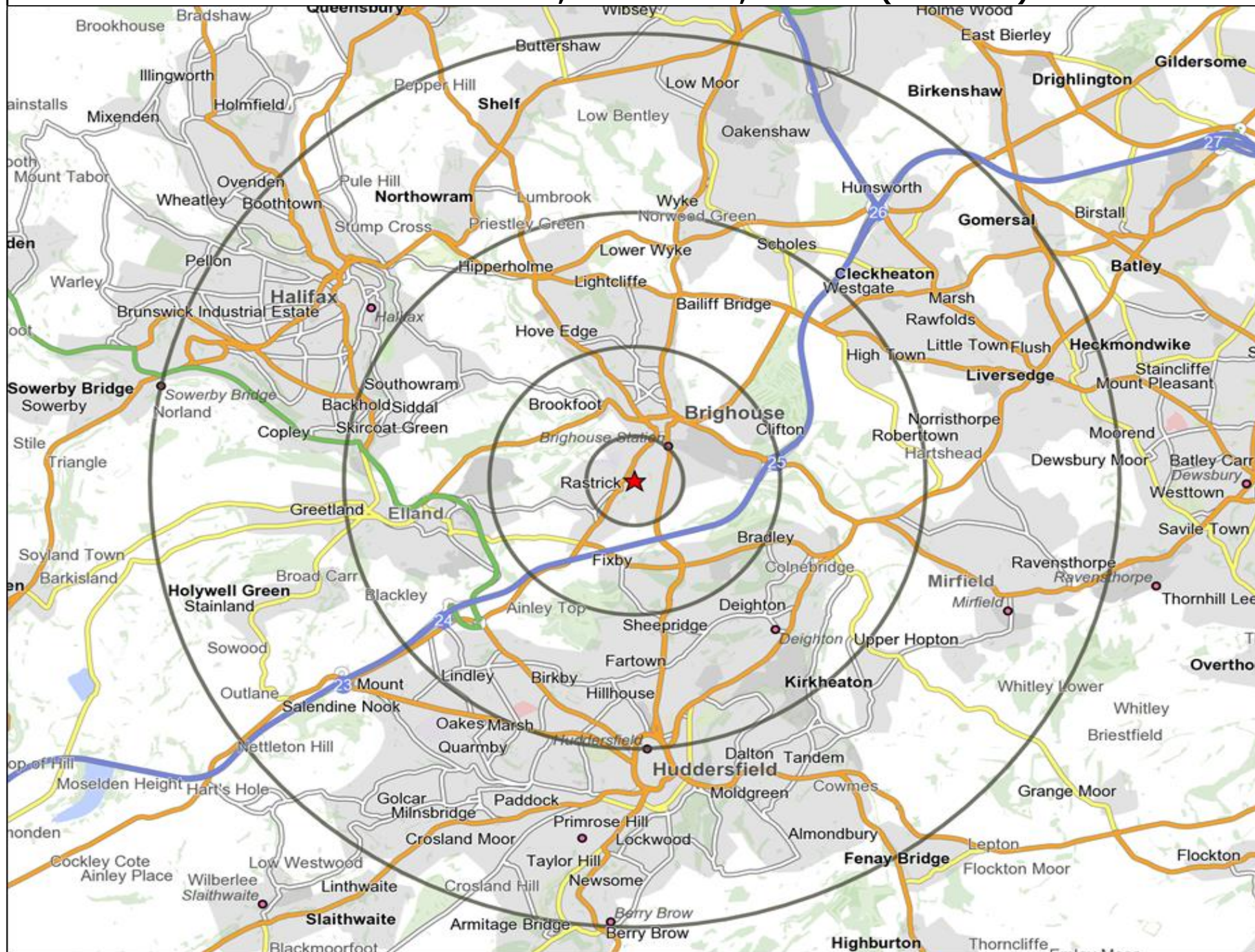




Customer Profile Report for GLOBE INN, BRIGHOUSE (Punch Outlet Number: 201687) 66 RASTRICK COMMON, BRIGHOUSE, HD6 3EL (HD 6 3EL)



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

Age Data Table

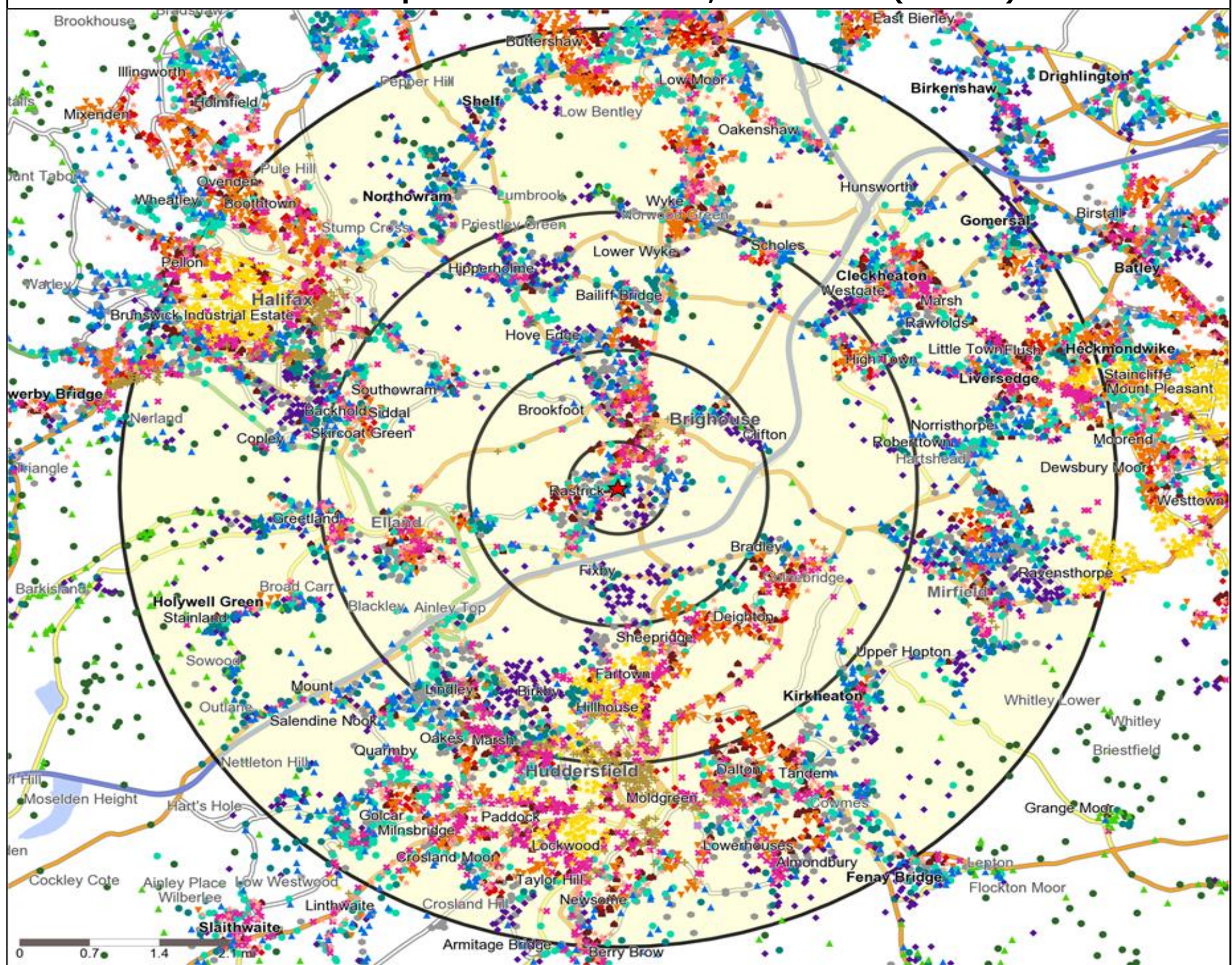
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,318	4,577	22,166	74,198	50,508	90	94	105	105	100
16-17	189	610	2,747	9,392	6,366	104	102	105	107	102
18-24	555	1,896	9,953	35,945	25,651	78	81	97	105	105
25-34	816	2,752	14,904	50,974	35,194	76	78	97	99	96
35-44	1,001	3,250	14,048	47,470	34,068	101	99	98	99	100
45-54	1,064	3,912	15,858	52,631	38,363	96	107	99	98	101
55-64	1,051	3,299	12,457	41,056	30,126	119	113	98	96	99
65+	1,833	5,528	20,673	66,403	48,654	130	119	102	98	100
Population estimate 2015	7,827	25,824	112,806	378,069	268,930	100	100	100	100	100

Ethnicity - Census 2011

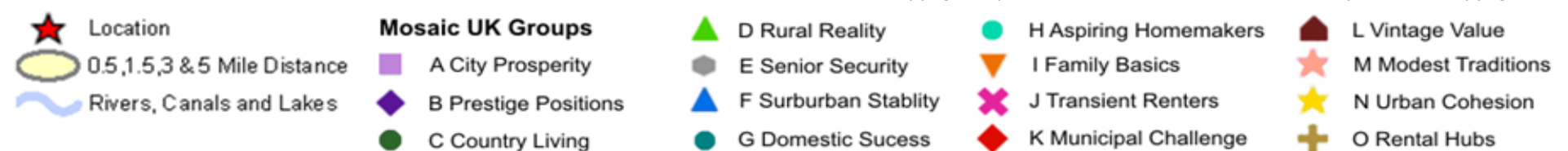
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	7,628	24,188	89,660	299,970	219,362	96%	94%	82%	82%	85%
Mixed / Multiple Ethnic Groups	102	435	3,249	9,434	6,603	1%	2%	3%	3%	3%
Asian / Asian British	143	880	11,515	45,400	24,860	2%	3%	11%	12%	10%
Black / African / Caribbean / Black British	47	232	3,703	8,028	6,122	1%	1%	3%	2%	2%
Other Ethnic Group	14	90	940	2,845	2,146	0%	0%	1%	1%	1%
All People (Ethnic Group)	7,934	25,825	109,067	365,677	259,093	100	100	100	100	100



Mosaic UK Map and Data: GLOBE INN, BRIGHOUSE (201687)



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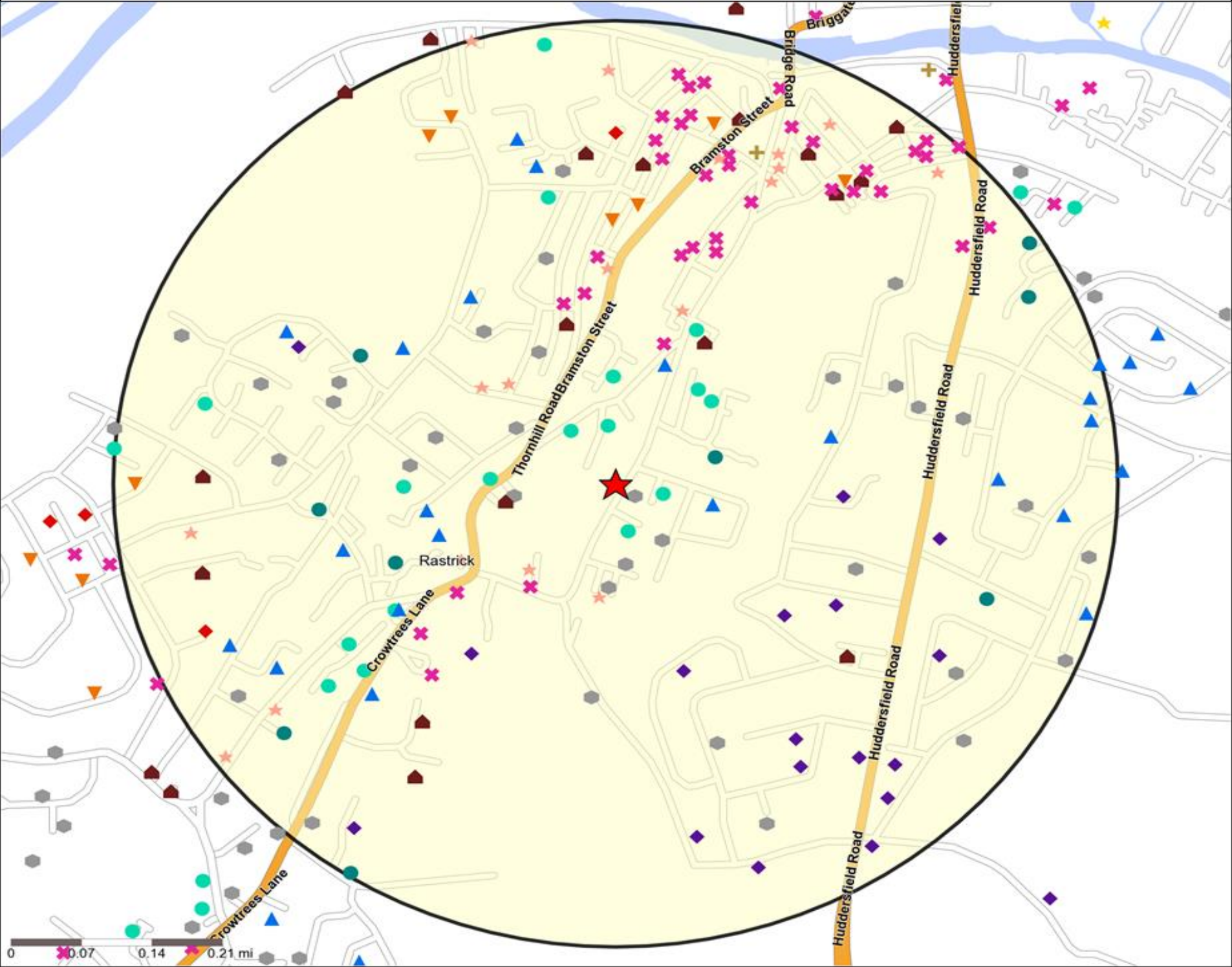
Mosaic UK Data Table (Residential)

	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	44	108	106	0	0	1	1	1
B Prestige Positions (18+)	532	2,479	6,859	15,335	12,942	116	165	107	72	85
C Country Living (18+)	0	25	113	957	699	0	2	2	5	5
D Rural Reality (18+)	0	16	105	1,163	816	0	1	2	6	6
E Senior Security (18+)	1,437	3,561	10,214	31,684	23,637	280	212	143	134	139
F Suburban Stability (18+)	1,147	2,692	7,442	27,558	22,880	297	214	139	155	179
G Domestic Success (18+)	234	1,442	6,442	18,165	15,793	44	83	87	74	90
H Aspiring Homemakers (18+)	712	2,347	9,075	37,911	27,532	124	125	114	143	144
I Family Basics (18+)	202	1,143	8,191	26,980	16,322	44	77	129	128	108
J Transient Renters (18+)	910	2,410	13,028	40,754	28,434	249	202	257	242	235
K Municipal Challenge (18+)	99	471	4,324	11,935	8,733	27	39	84	70	71
L Vintage Value (18+)	567	1,868	6,561	22,752	15,115	143	144	119	124	115
M Modest Traditions (18+)	436	1,624	6,116	22,311	15,147	145	166	147	161	152
N Urban Cohesion (18+)	0	2	4,928	21,580	10,467	0	0	107	141	95
O Rental Hubs (18+)	44	540	4,363	12,428	10,857	9	34	64	55	67
Adults 18+ estimate 2015	6,320	20,620	87,805	291,621	209,480	100	100	100	100	100

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Mosaic UK Map and Data: GLOBE INN, BRIGHOUSE (201687)



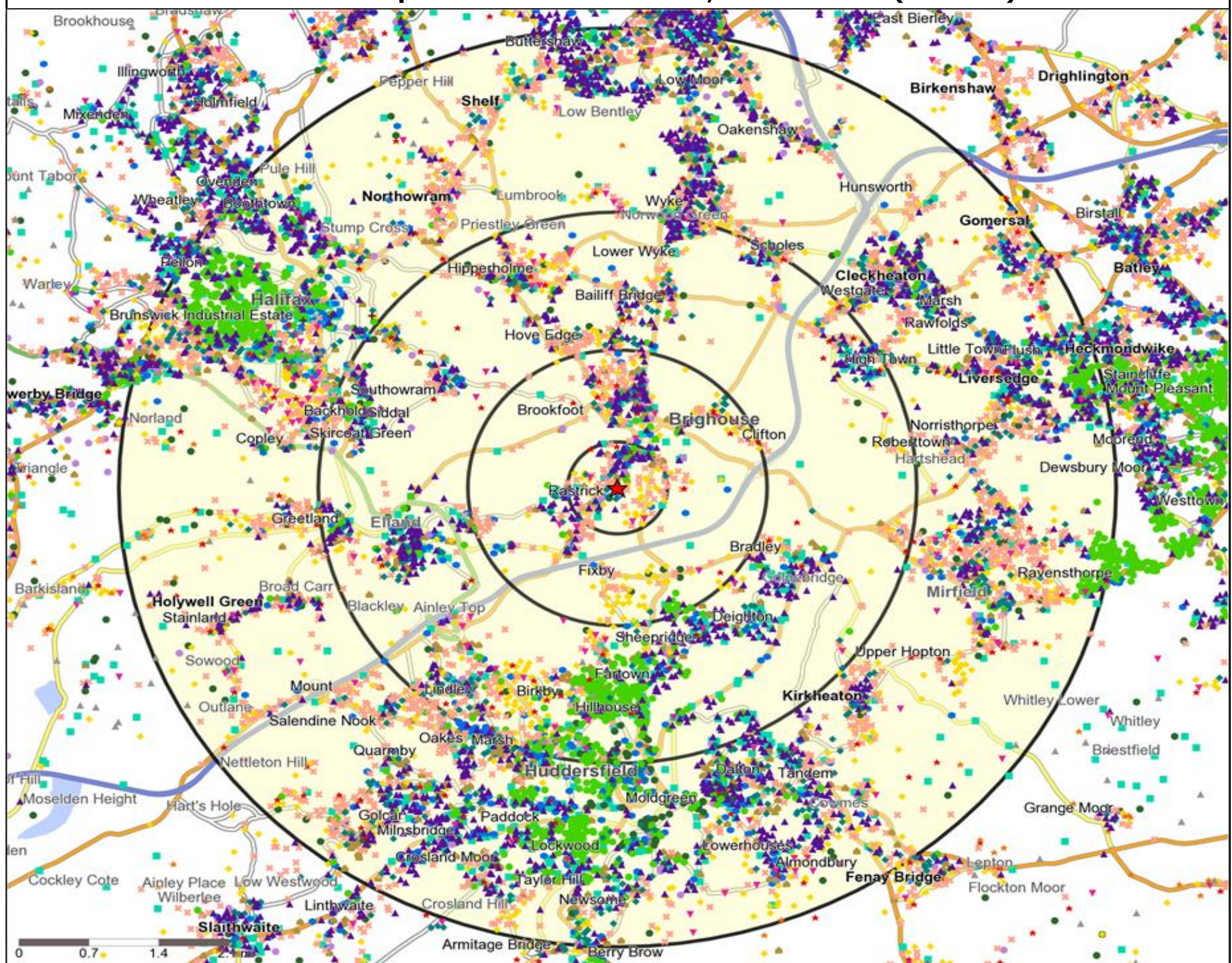
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J 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+)	532	116
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,437	280
F Suburban Stability (18+)	1,147	297
G Domestic Success (18+)	234	44
H Aspiring Homemakers (18+)	712	124
I Family Basics (18+)	202	44
J Transient Renters (18+)	910	249
K Municipal Challenge (18+)	99	27
L Vintage Value (18+)	567	143
M Modest Traditions (18+)	436	145
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	44	9
Adults 18+ estimate 2015	6,320	100



Occasions Map and Data: GLOBE INN, BRIGHOUSE (201687)



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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

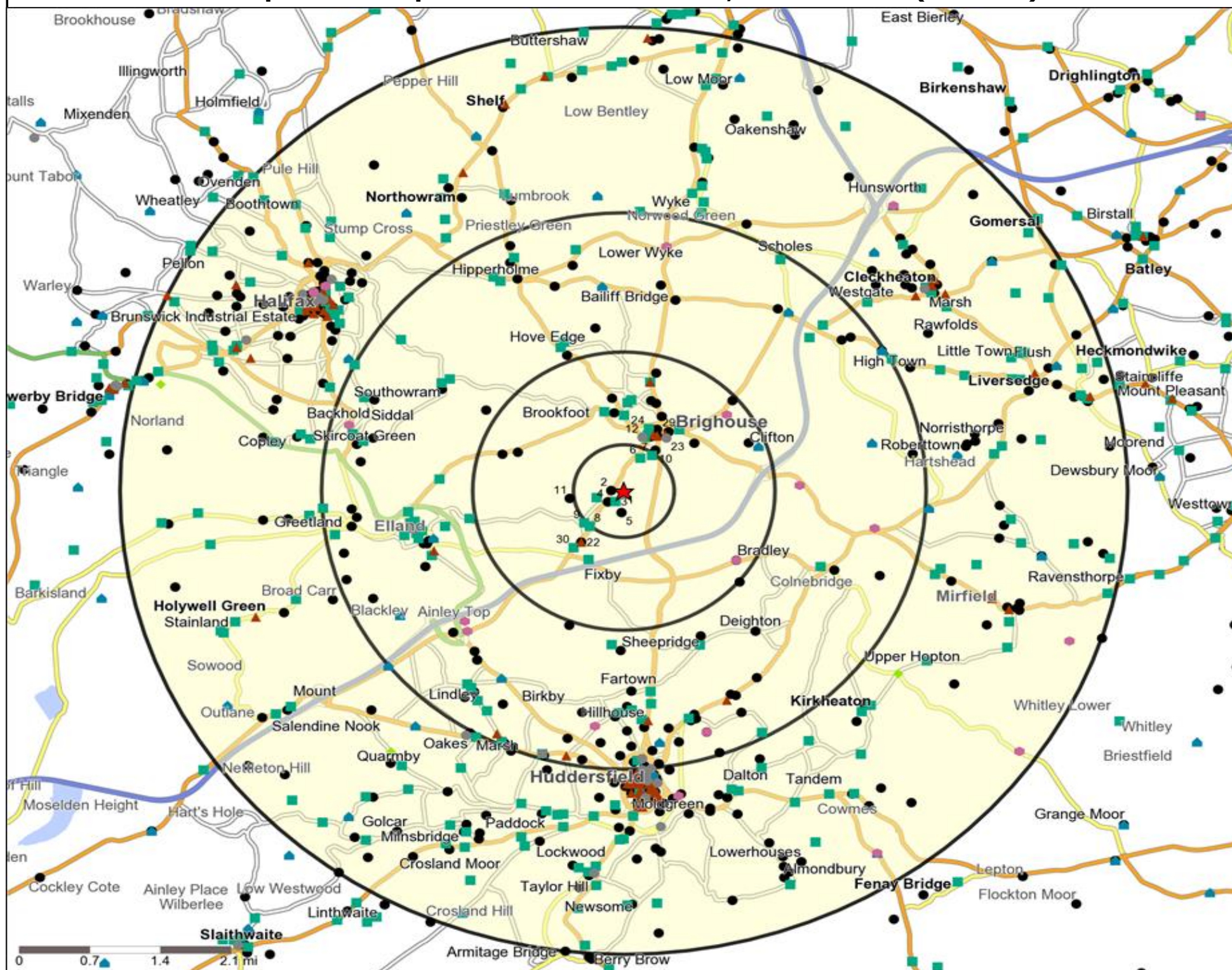
Occasions Data Table

	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	468	1,452	7,120	23,649	16,188	99	95	104	102	100
02 Early Doors	489	1,553	6,265	21,608	15,379	124	121	109	111	113
03 Everyday is Friday	393	1,245	4,952	16,551	11,992	117	114	101	100	104
04 Weekend Millionaires	541	1,734	8,359	27,544	18,950	112	110	118	115	114
05 Out On The Town	479	1,555	7,527	24,439	17,544	103	102	111	106	109
06 Business and Pleasure	133	444	2,600	9,045	6,075	55	56	74	76	73
07 Sporting Pints	353	1,157	7,583	27,445	17,154	69	69	101	108	97
08 Student Social	138	517	2,259	7,729	6,020	63	73	71	72	80
09 Leisurely Lunch	465	1,492	6,514	22,355	15,319	101	100	97	99	97
10 Wining and Dining	566	1,850	6,997	23,396	17,022	108	109	92	91	95
11 Household Outing	458	1,508	6,832	24,113	16,301	111	112	113	118	115
12 Midweek Meal Deal	209	682	3,583	12,851	8,394	90	90	106	112	105
13 Date Night	425	1,447	4,803	14,633	11,518	115	120	89	80	90
14 Birthday Treat	369	1,285	5,008	16,388	11,815	100	106	93	90	93
15 Pre Show Meal	133	409	1,566	5,227	3,825	104	98	84	83	87
Number of Occasions	5,619	18,330	81,968	276,973	193,496	100	100	100	100	100

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Competition Map and Data: GLOBE INN, BRIGHOUSE (201687)



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

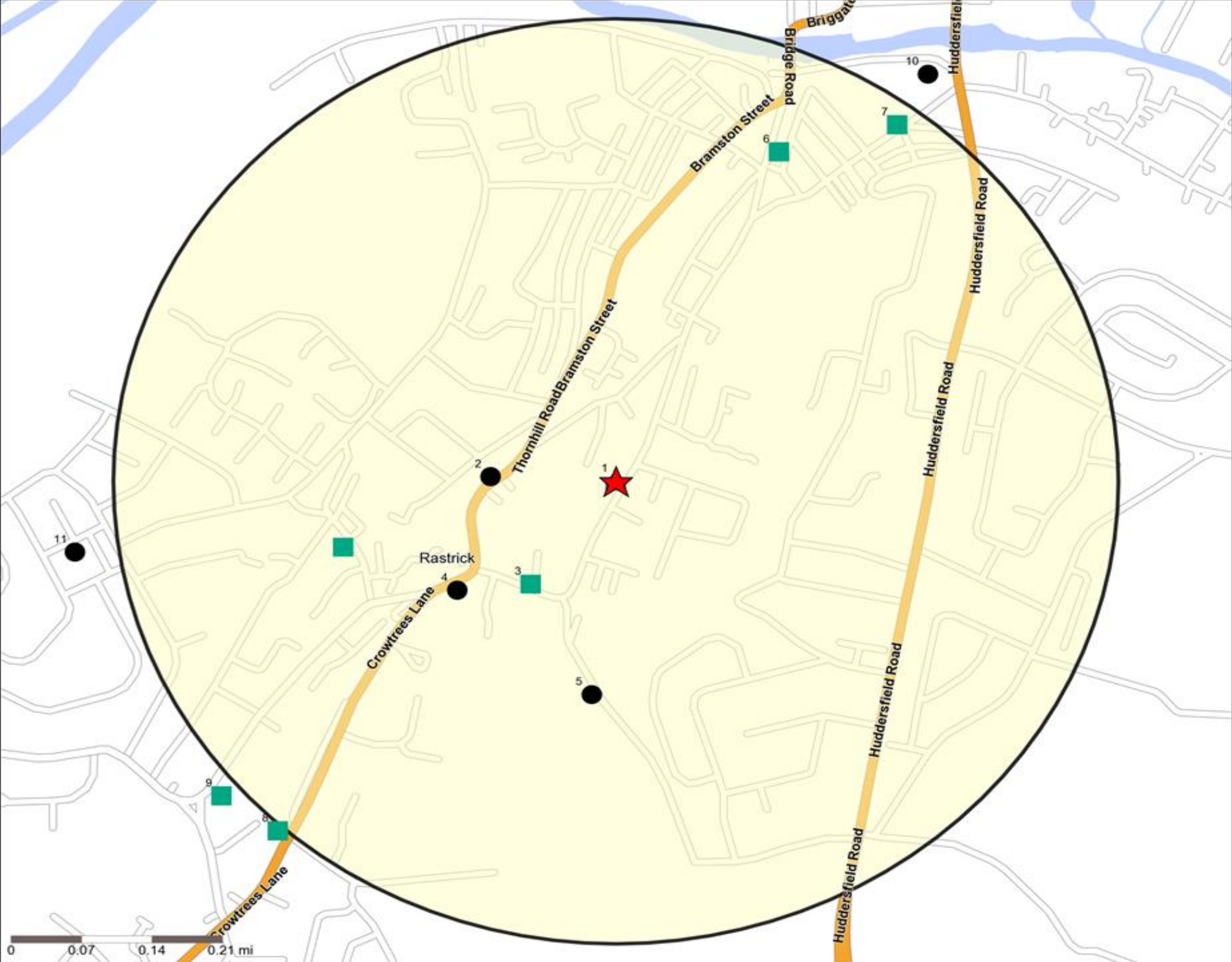


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	5	30
Circuit Bar	0	6	10	77
Community Local	3	15	61	202
Dry Led	1	3	11	32
Branded Food Pub	0	2	11	19
Rural	0	0	0	3
Other	3	27	115	410
Total	7	55	213	773



Competition Map and Data: GLOBE INN, BRIGHOUSE (201687)



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	0
Community Local	3
Dry Led	1
Branded Food Pub	0
Rural	0
Other	3
Total	7



Local Competition: GLOBE INN, BRIGHOUSE (201687)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	GLOBE INN, BRIGHOUSE	66 RASTRICK COMMON, BRIGHOUSE, HD6 3EL	Punch Taverns	HD 6 3EL	Punch Taverns	0.00
1	Globe Inn	66 Rastrick Common, Brighouse	Punch Pub Company	HD 6 3EL	Dry Led	0.00
2	Castlefields Golf Club	Rastrick Common, Brighouse	Independent Free	HD 6 3HL	Other	0.12
3	Junction	1 Ogden Lane, Rastrick, Brighouse	Marston's	HD 6 3HF	Community Local	0.14
4	Rastrick Conservative Club	5 Church Street, Rastrick, Brighouse	Independent Free	HD 6 3NF	Other	0.20
5	Rastrick Private Subs Bowling	Toothill Bank, Rastrick, Brighouse	Independent Free	HD 6 3EZ	Other	0.23
6	Star Inn	29 Bridge End, Rastrick, Brighouse	Unknown	HD 6 3DN	Community Local	0.39
7	Commercial Inn	1 Gooder Lane, Brighouse	Admiral Taverns Ltd	HD 6 1HF	Community Local	0.48
8	Greyhound Inn	132 Crowtrees Lane, Rastrick, Brighouse	Admiral Taverns Ltd	HD 6 3NH	Community Local	0.51
9	Grove Inn	2-4 Tofts Grove Fold, Rastrick, Brighouse	Independent Free	HD 6 3NW	Community Local	0.52
10	Cliff Hall Club	Cliffe Road, Brighouse	Independent Free	HD 6 1HE	Other	0.54
11	Field Lane Community Association	Bedale Avenue, Rastrick, Brighouse	Independent Free	HD 6 3JP	Other	0.54
12	Milrys At The Coach House	11 Owlers Ings Road, Brighouse	Independent Free	HD 6 1EJ	Cafe / Wine Bar	0.61
13	Brighouse Masonic Club	Brighouse	Independent Free	HD 6 1EF	Other	0.62
14	Bridge	62 Briggate, Brighouse	Unknown	HD 6 1EF	Community Local	0.62
15	Meze Restaurant	5 Bethel Street, Brighouse	Independent Free	HD 6 1JR	Other	0.64
16	Black Bull Hotel	46 Thornton Square, Briggate, Brighouse	Enterprise Inns	HD 6 1EA	Community Local	0.65
17	Old Ship Inn	28 Bethel Street, Brighouse	*Other Small Retail Groups	HD 6 1JN	Circuit Bar	0.68
18	Richard Oastler	Bethel Street, Brighouse	Wetherspoon	HD 6 1JN	Circuit Bar	0.68
19	Calder	12 Huddersfield Road, Brighouse	Stonegate Pub Company	HD 6 1JZ	Circuit Bar	0.69
20	Waterfront Lodge & Prego Restaurant	14 Huddersfield Road, Brighouse	Independent Free	HD 6 1JZ	Other	0.69
21	Phoenix	1 Greenhead Lane, Rastrick, Brighouse	Independent Free	HD 6 3PS	Other	0.69
22	Rastrick Ale House	1 Greenhead Lane, Rastrick, Brighouse	Independent Free	HD 6 3PS	Circuit Bar	0.69
23	Jeremys At The Boathouse	Wharfe Street, Brighouse	Independent Free	HD 6 1PP	Cafe / Wine Bar	0.71
24	George Hotel	2 Commercial Street, Brighouse	Enterprise Inns	HD 6 1AQ	Community Local	0.72
25	Barge	37 Mill Lane, Brighouse	Independent Free	HD 6 1PA	Circuit Bar	0.73
26	Brooks Restaurant	6-8 Bradford Road, Brighouse	Independent Free	HD 6 1RW	Other	0.74
27	Brighouse Civic Hall	7 Bradford Road, Brighouse	Independent Free	HD 6 1RW	Other	0.74
28	Golden Sea	Phoenix Street, Brighouse	Independent Free	HD 6 1PD	Other	0.78
29	Belinis	25 Phoenix Street, Brighouse	Independent Free	HD 6 1PD	Other	0.78
30	Sun Inn	94 New Hey Road, Rastrick, Brighouse	Enterprise Inns	HD 6 3PZ	Community Local	0.79