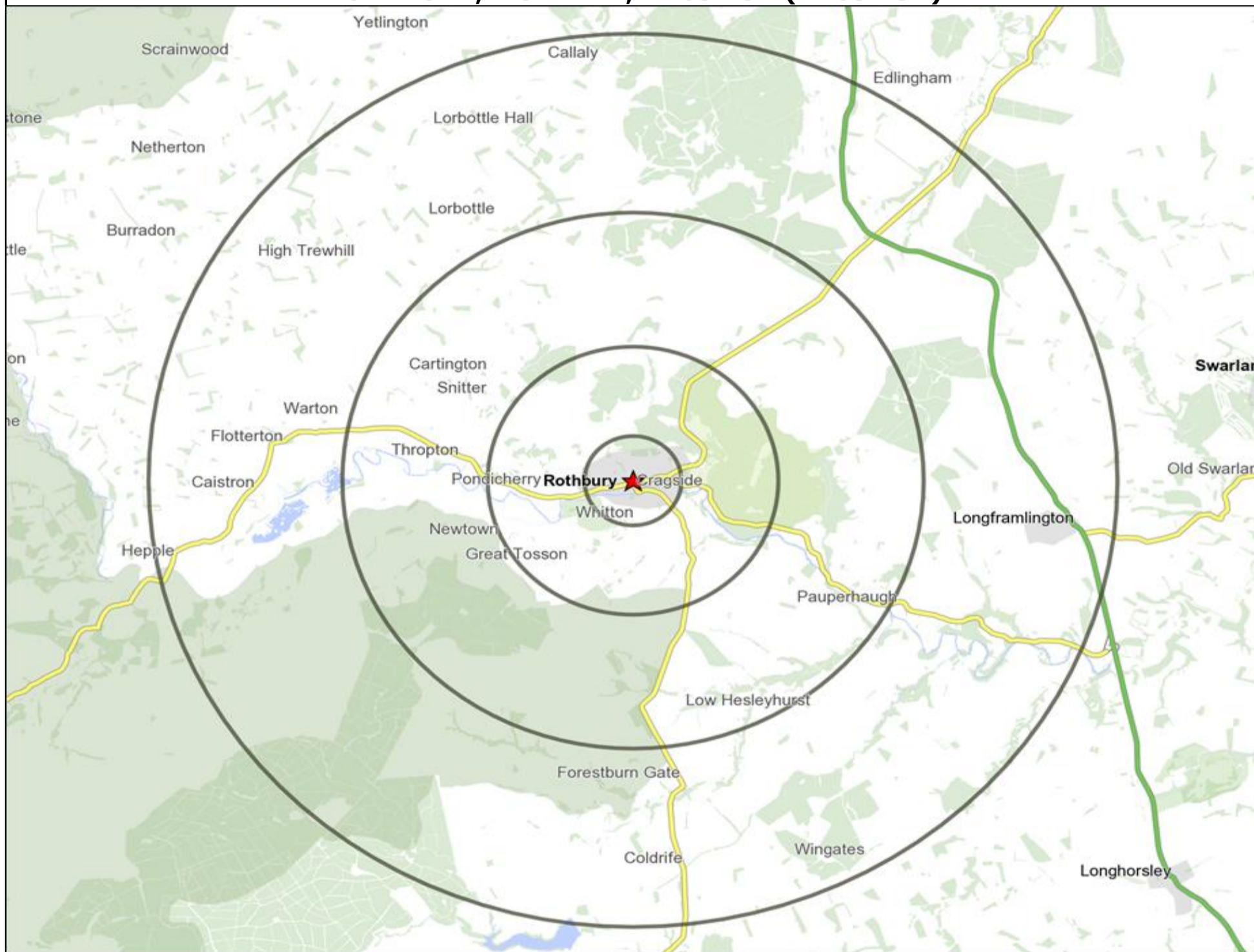




**Customer Profile Report for QUEENS HEAD HOTEL, ROTHBURY (Punch Outlet Number: 201988)
ROTHBURY, MORPETH, NE65 7SR (NE65 7SR)**



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

Age Data Table

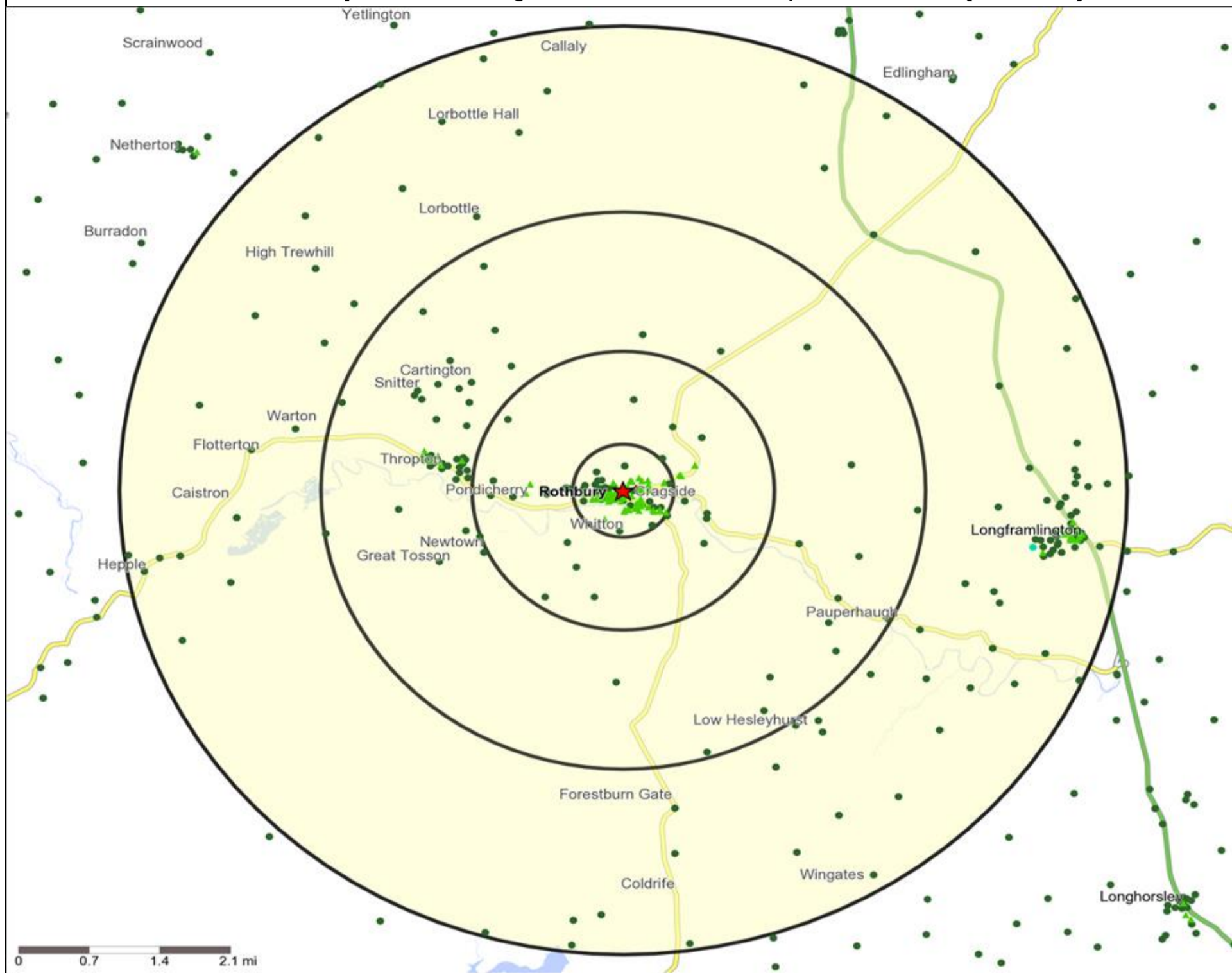
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	267	297	364	539	791	67	66	62	61	67
16-17	26	28	33	50	80	53	50	45	46	54
18-24	55	62	76	119	168	29	29	27	28	29
25-34	134	149	180	230	296	46	45	42	36	34
35-44	263	290	366	516	672	98	95	92	86	84
45-54	272	310	436	771	1,105	90	91	98	115	123
55-64	377	425	591	917	1,218	157	157	167	172	170
65+	732	840	1,078	1,581	2,006	191	194	192	186	176
Population estimate 2015	2,126	2,401	3,124	4,723	6,336	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	2,029	2,273	2,971	4,465	6,038	99%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	8	9	10	13	20	0%	0%	0%	0%	0%
Asian / Asian British	12	13	18	25	27	1%	1%	1%	1%	0%
Black / African / Caribbean / Black British	3	3	3	3	3	0%	0%	0%	0%	0%
Other Ethnic Group	2	2	2	5	9	0%	0%	0%	0%	0%
All People (Ethnic Group)	2,054	2,300	3,004	4,511	6,097	100	100	100	100	100



Mosaic UK Map and Data: QUEENS HEAD HOTEL, ROTHBURY (201988)



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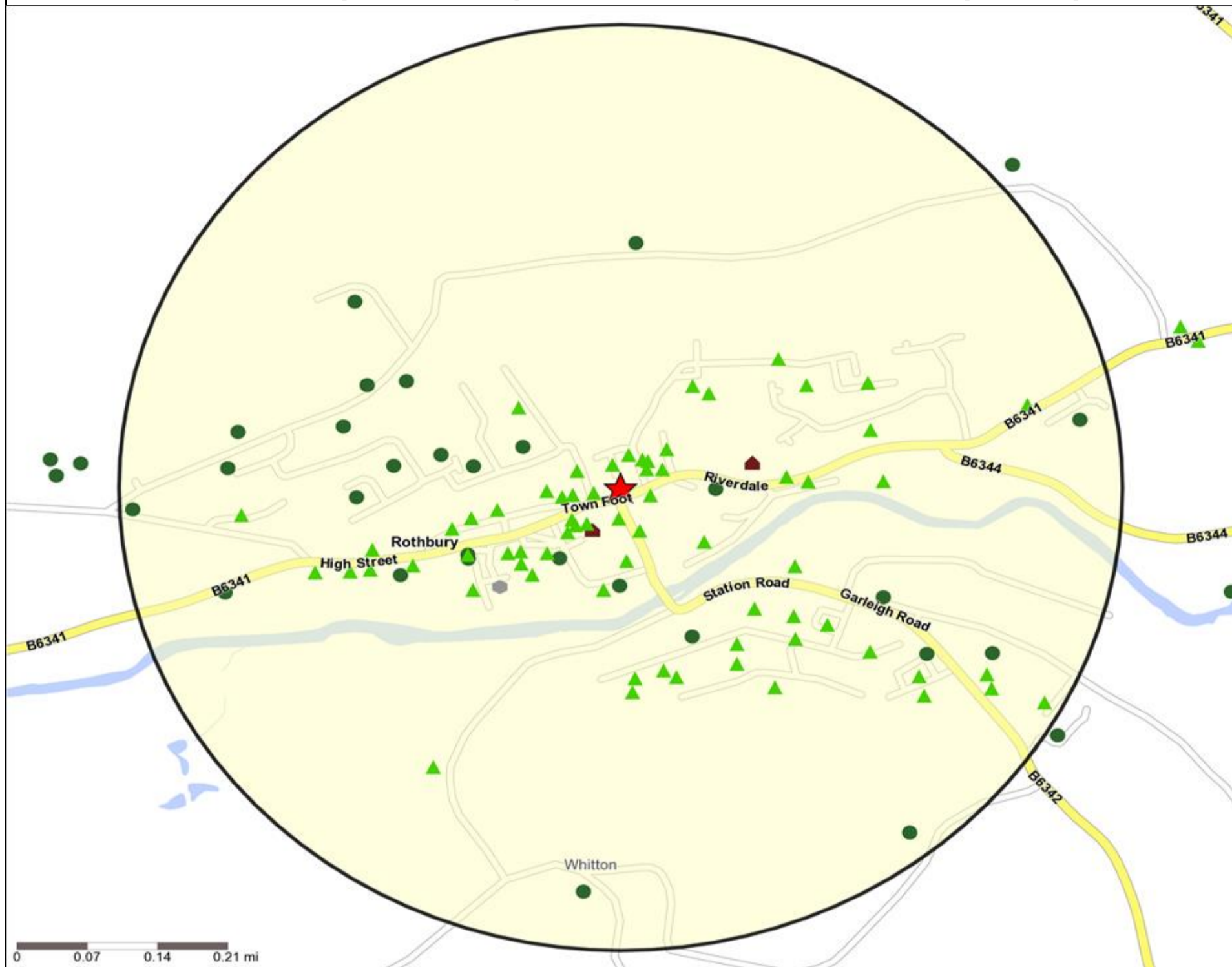
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs

Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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	0	0	0	0	0	0	0	0
C Country Living (18+)	599	743	1,209	2,280	3,321	471	515	638	794	875
D Rural Reality (18+)	1,161	1,244	1,429	1,720	2,009	914	865	756	600	530
E Senior Security (18+)	14	25	25	25	26	9	15	11	7	6
F Suburban Stability (18+)	0	0	0	0	0	0	0	0	0	0
G Domestic Success (18+)	0	0	0	0	0	0	0	0	0	0
H Aspiring Homemakers (18+)	0	0	0	46	46	0	0	0	12	9
I Family Basics (18+)	0	0	0	0	0	0	0	0	0	0
J Transient Renters (18+)	0	0	0	0	0	0	0	0	0	0
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	59	64	64	64	65	51	49	37	25	19
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	0	0	0	0	0	0	0
Adults 18+ estimate 2015	1,833	2,076	2,727	4,135	5,467	100	100	100	100	100



Mosaic UK Map and Data: QUEENS HEAD HOTEL, ROTHBURY (201988)



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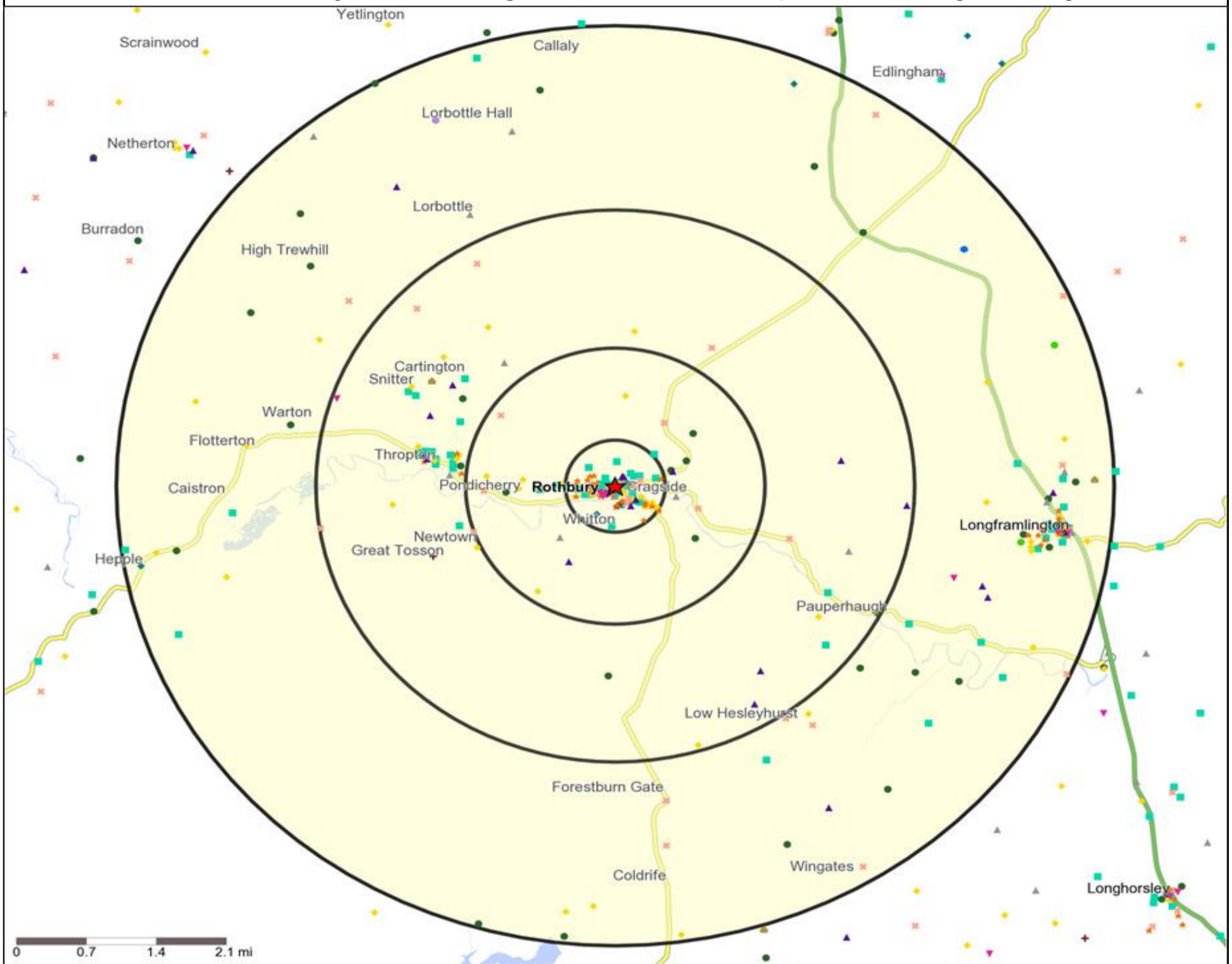
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5,1.5,3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- ▼ I Family Basics
- ★ M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✖ J Transient 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+)	599	471
D Rural Reality (18+)	1,161	914
E Senior Security (18+)	14	9
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+)	59	51
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,833	100



Occasions Map and Data: QUEENS HEAD HOTEL, ROTHBURY (201988)



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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	159	180	233	349	467	158	159	161	156	156
02 Early Doors	118	132	166	237	312	140	139	137	127	125
03 Everyday is Friday	80	86	100	137	172	111	106	97	86	81
04 Weekend Millionaires	72	79	105	153	203	69	68	71	67	66
05 Out On The Town	19	22	28	52	80	19	20	20	23	27
06 Business and Pleasure	38	44	57	90	135	74	76	77	79	88
07 Sporting Pints	26	28	32	45	58	24	23	20	18	18
08 Student Social	34	42	63	136	211	73	80	94	131	152
09 Leisurely Lunch	134	151	195	309	411	137	137	138	142	141
10 Wining and Dining	121	135	178	277	370	108	108	111	112	112
11 Household Outing	34	38	47	73	105	38	38	37	37	40
12 Midweek Meal Deal	114	129	154	236	291	229	231	216	214	197
13 Date Night	149	168	222	349	454	188	189	195	199	193
14 Birthday Treat	90	100	121	177	226	114	112	106	101	96
15 Pre Show Meal	15	17	26	47	77	55	56	66	78	95
Number of Occasions	1,203	1,351	1,727	2,667	3,572	100	100	100	100	100



Competition Map and Data: QUEENS HEAD HOTEL, ROTHBURY (201988)



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

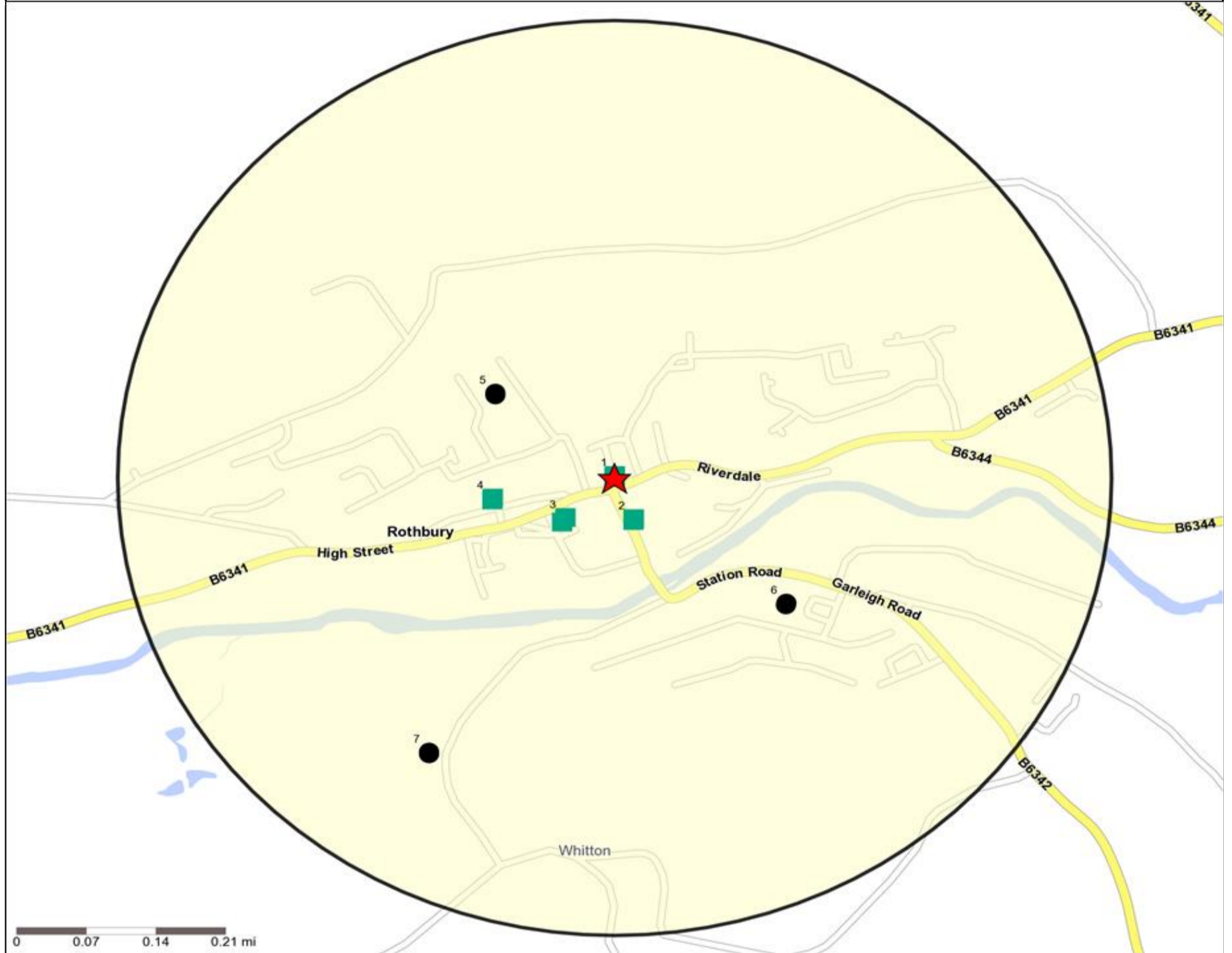
- ★ Location
- ⬠ Branded Food
- 🏠 Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- 🌊 Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	0
Circuit Bar	0	0	0	0
Community Local	4	4	4	6
Dry Led	0	0	1	1
Branded Food Pub	0	0	0	0
Rural	0	0	1	3
Other	3	3	3	3
Total	7	7	9	13



Competition Map and Data: QUEENS HEAD HOTEL, ROTHBURY (201988)



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	4
Dry Led	0
Branded Food Pub	0
Rural	0
Other	3
Total	7



Local Competition: QUEENS HEAD HOTEL, ROTHBURY (201988)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	QUEENS HEAD HOTEL, ROTHBURY	ROTHBURY, MORPETH, NE65 7SR	Punch Taverns	NE65 7SR	Punch Taverns	0.00
1	Queens Head Hotel	Town Foot Rothbury, Rothbury, Morpeth	Punch Pub Company	NE65 7SR	Community Local	0.00
2	Railway Hotel	Bridge Street, Rothbury, Morpeth	Enterprise Inns	NE65 7SE	Community Local	0.05
3	Newcastle Hotel	Main Street, Rothbury, Morpeth	Punch Pub Company	NE65 7UT	Community Local	0.07
4	Turks Head Hotel	High Street, Rothbury, Morpeth	Punch Pub Company	NE65 7TE	Community Local	0.12
5	Haven	Bancroft, Rothbury, Morpeth	Independent Free	NE65 7YA	Other	0.15
6	Coquet Vale Hotel	Rothbury, Morpeth	Independent Free	NE65 7QH	Other	0.22
7	Rothbury Golf Club	The Race Course, Rothbury, Morpeth	Independent Free	NE65 7RX	Other	0.35
8	Cross Keys	Thropton, Morpeth	Punch Pub Company	NE65 7HX	Rural Character	1.65
9	Three Wheat Heads	Main Street, Thropton, Morpeth	Punch Pub Company	NE65 7LR	Dry Led	1.91
10	Gate	Forestburn Gate, Netherwitton, Morpeth	Independent Free	NE61 4PT	Rural Character	3.46
11	Embleton Hall	Longframlington, Morpeth	Independent Free	NE65 8DT	Community Local	4.44
12	Granby Inn	Longframlington, Morpeth	Independent Free	NE65 8DP	Rural Character	4.55
13	Village Inn	Longframlington, Morpeth	Independent Free	NE65 8AD	Community Local	4.59
14	Dene House	Longframlington, Morpeth	Independent Free	NE65 8EE	Other	5.02
15	Anglers Arms Hotel	Weldon Bridge, Longframlington, Morpeth	Enterprise Inns	NE65 8AX	Other	5.29
16	Holystone Lodge	Sharperton, Morpeth	Independent Free	NE65 7AQ	Other	5.37
17	Forget Me Not	Longhorsley, Morpeth	Independent Free	NE65 8QY	Other	6.09
18	Swarland Working Mens Club	Swarland, Morpeth	Independent Free	NE65 9JF	Other	6.47
19	Swarland Golf Club	Coast View, Swarland, Morpeth	Independent Free	NE65 9JG	Other	6.53
20	Percy Woods Golf & Country Retreat	Swarland, Morpeth	Independent Free	NE65 9JW	Other	6.61
21	Bridge Of Aln Hotel	Wooler Road, Whittingham, Alnwick	Independent Free	NE66 4RW	Community Local	6.69
22	Linden Hall Hotel	Longhorsley, Morpeth	Macdonald Hotels	NE65 8XF	Other	6.71
23	Shoulder Of Mutton	East Road, Longhorsley, Morpeth	Star Pubs & Bars	NE65 8SY	Community Local	7.17
24	Cook & Barker Inn	Newton On The Moor, Newton-On-The-Moor, Morpeth	Independent Free	NE65 9JY	Rural Character	7.30
25	Burgham Park Golf & Country Club	Longhorsley, Morpeth	Independent Free	NE65 8QP	Other	7.75
26	Northumberland Arms	West Thirston, Morpeth	Enterprise Inns	NE65 9EE	Dry Led	7.88
27	Queens Head	15 Front Street, Glanton, Alnwick	Independent Free	NE66 4AP	Community Local	7.92
28	Star	Main Street, Harbottle, Morpeth	Star Pubs & Bars	NE65 7DG	Rural Character	7.92
29	Clennell Hall Hotel	Alwinton, Clennell, Morpeth	Independent Free	NE65 7BG	Other	8.68
30	Rose & Thistle	Alwinton, Morpeth	Independent Free	NE65 7BQ	Community Local	8.98