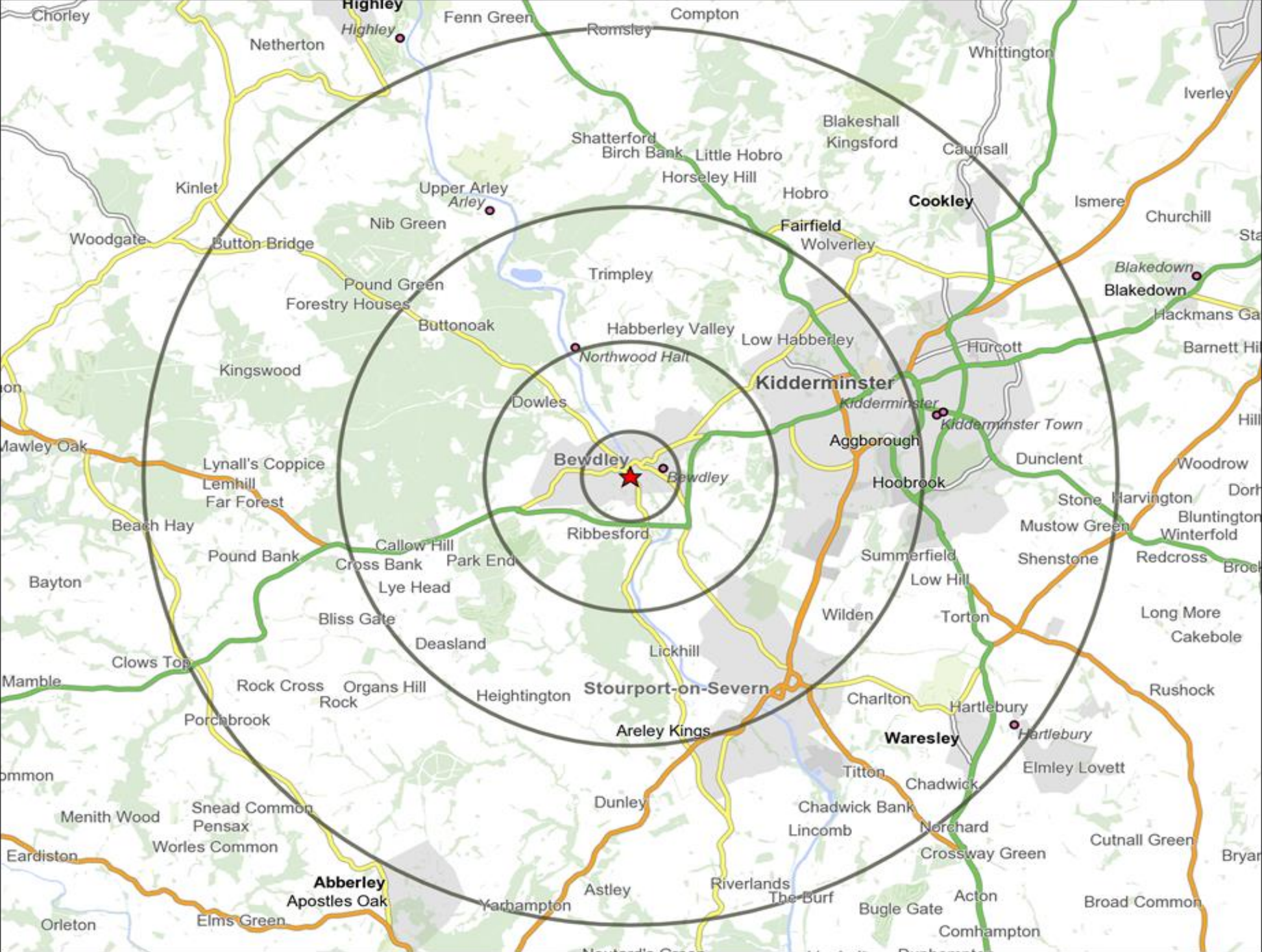




Customer Profile Report for LITTLE PACK HORSE, BEWDLEY (Punch Outlet Number: 300094)
HIGH STREET, BEWDLEY, DY12 2DH (DY12 2DH)



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

Age Data Table

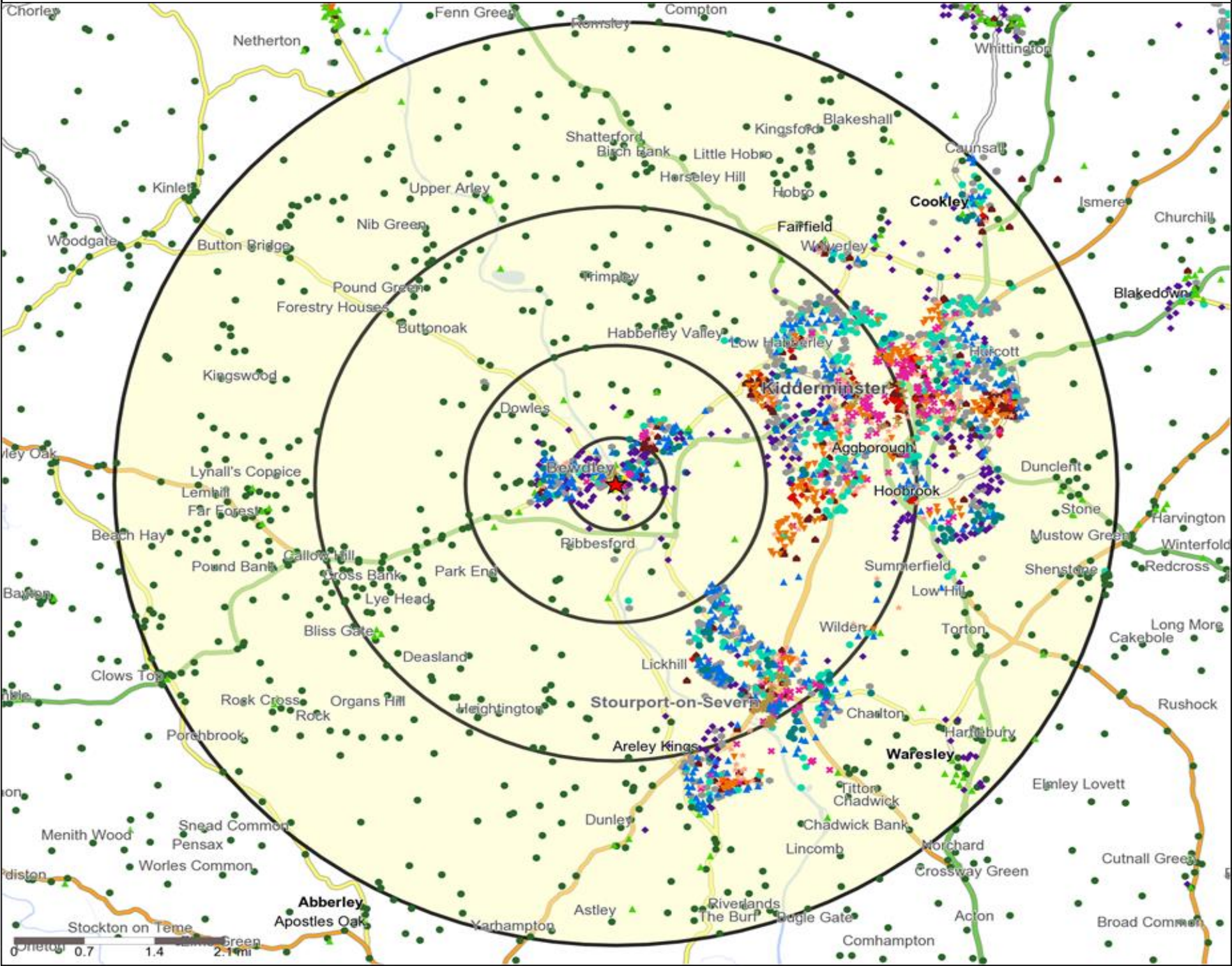
	Count:					Index:				
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0-15	569	1,315	8,645	16,869	16,190	72	72	88	90	90
16-17	71	186	1,167	2,214	2,112	72	83	96	95	94
18-24	217	551	3,535	7,058	6,714	57	63	75	78	77
25-34	371	816	5,633	10,921	10,640	64	62	79	80	81
35-44	441	970	5,864	11,353	10,925	82	79	89	90	89
45-54	696	1,498	7,431	14,592	14,036	116	109	101	103	103
55-64	656	1,431	6,440	12,509	12,093	137	131	109	111	111
65+	1,216	2,898	13,372	24,455	23,596	159	166	143	136	136
Population estimate 2015	4,237	9,665	52,087	99,971	96,306	100	100	100	100	100

Ethnicity - Census 2011

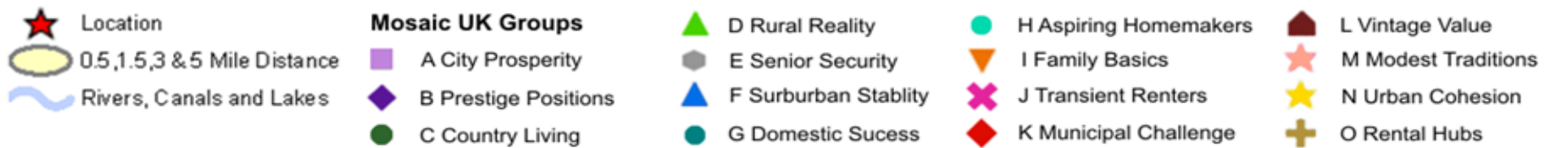
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	4,042	9,593	49,959	95,560	92,088	98%	98%	97%	97%	97%
Mixed / Multiple Ethnic Groups	45	95	475	984	966	1%	1%	1%	1%	1%
Asian / Asian British	24	54	461	1,367	1,205	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	10	13	102	220	203	0%	0%	0%	0%	0%
Other Ethnic Group	10	15	257	498	469	0%	0%	1%	1%	0%
All People (Ethnic Group)	4,131	9,770	51,254	98,629	94,931	100	100	100	100	100



Mosaic UK Map and Data: LITTLE PACK HORSE, BEWDLEY (300094)



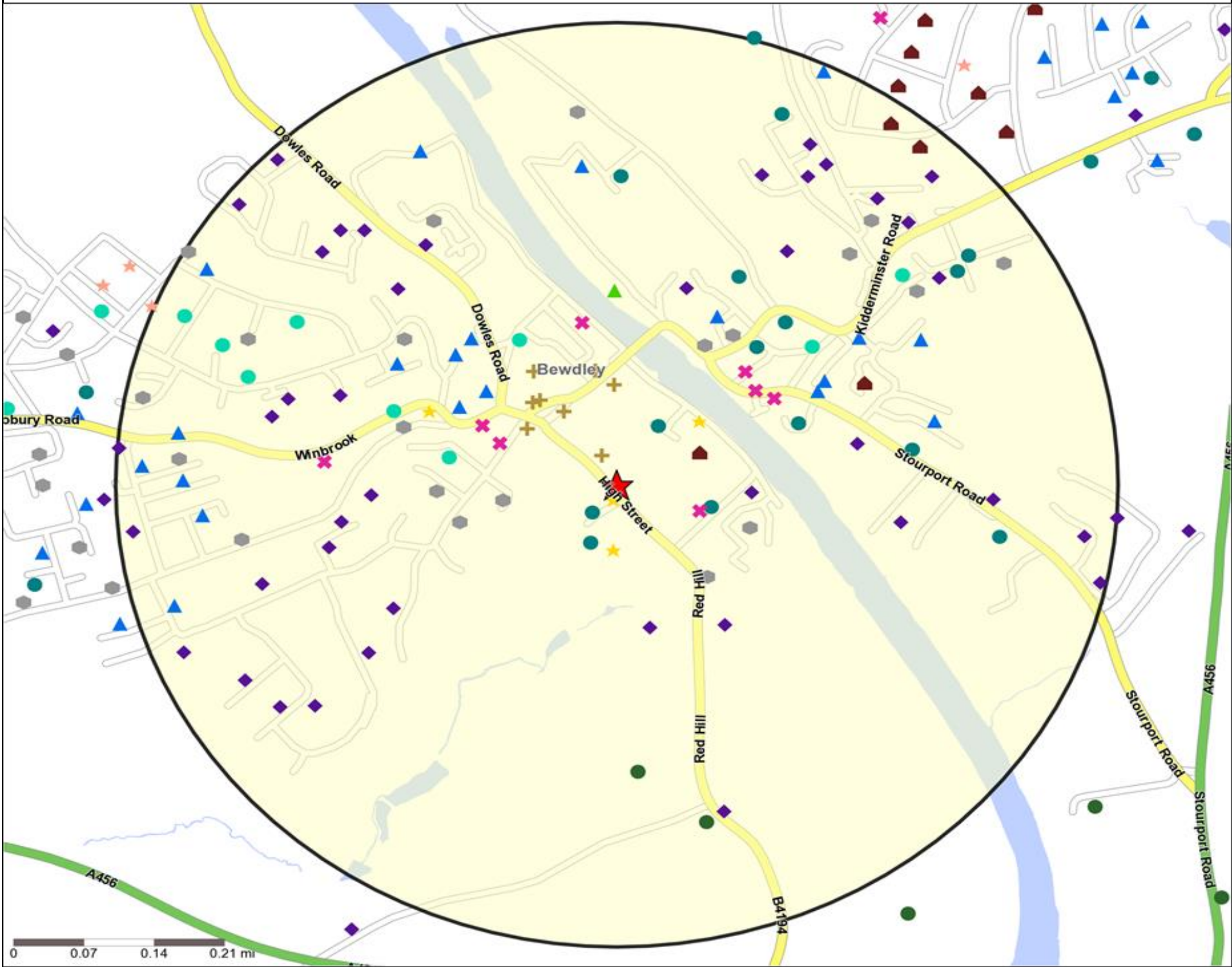
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	943	1,404	3,613	6,015	5,510	360	236	117	102	97
C Country Living (18+)	10	269	1,809	6,459	6,818	4	47	62	115	126
D Rural Reality (18+)	16	217	341	2,001	1,404	6	38	12	36	26
E Senior Security (18+)	526	1,250	7,191	12,351	12,016	180	188	209	188	190
F Suburban Stability (18+)	467	1,970	6,767	11,949	11,506	212	395	262	242	242
G Domestic Success (18+)	346	707	2,287	4,626	3,850	114	103	64	68	59
H Aspiring Homemakers (18+)	404	721	5,760	10,706	10,240	123	97	150	146	145
I Family Basics (18+)	0	11	3,842	7,109	7,084	0	2	126	122	126
J Transient Renters (18+)	215	276	2,536	5,584	5,583	103	59	104	120	124
K Municipal Challenge (18+)	0	0	936	1,637	1,626	0	0	38	34	36
L Vintage Value (18+)	198	576	2,806	5,385	5,315	87	112	106	106	108
M Modest Traditions (18+)	47	337	2,843	4,812	4,788	27	87	142	125	129
N Urban Cohesion (18+)	265	265	265	265	265	141	62	12	6	7
O Rental Hubs (18+)	162	162	1,247	1,849	1,849	58	26	38	30	31
Adults 18+ estimate 2015	3,599	8,165	42,243	80,748	77,854	100	100	100	100	100



Mosaic UK Map and Data: LITTLE PACK HORSE, BEWDLEY (300094)



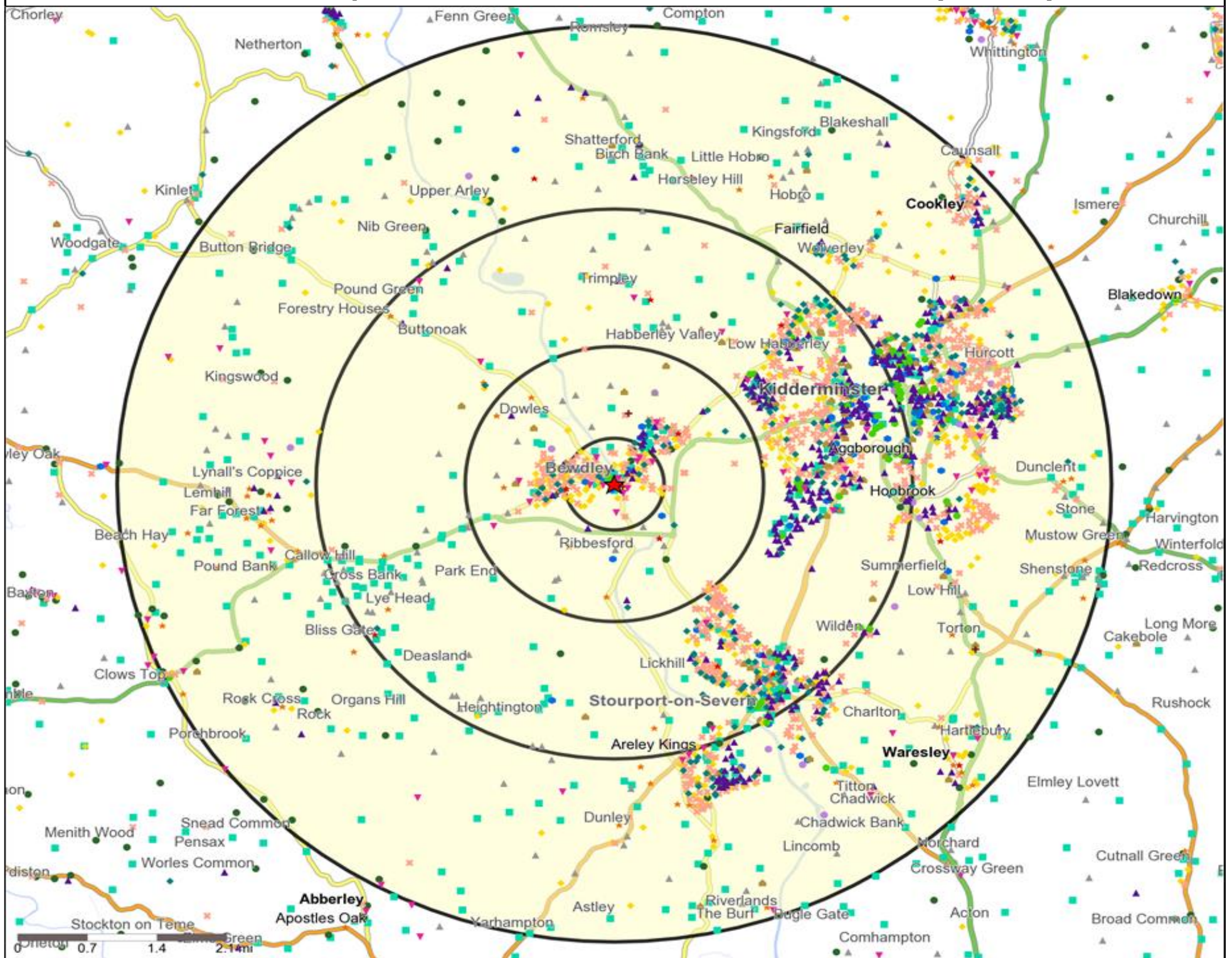
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J 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+)	943	360
C Country Living (18+)	10	4
D Rural Reality (18+)	16	6
E Senior Security (18+)	526	180
F Suburban Stability (18+)	467	212
G Domestic Success (18+)	346	114
H Aspiring Homemakers (18+)	404	123
I Family Basics (18+)	0	0
J Transient Renters (18+)	215	103
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	198	87
M Modest Traditions (18+)	47	27
N Urban Cohesion (18+)	265	141
O Rental Hubs (18+)	162	58
Adults 18+ estimate 2015	3,599	100



Occasions Map and Data: LITTLE PACK HORSE, BEWDLEY (300094)



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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

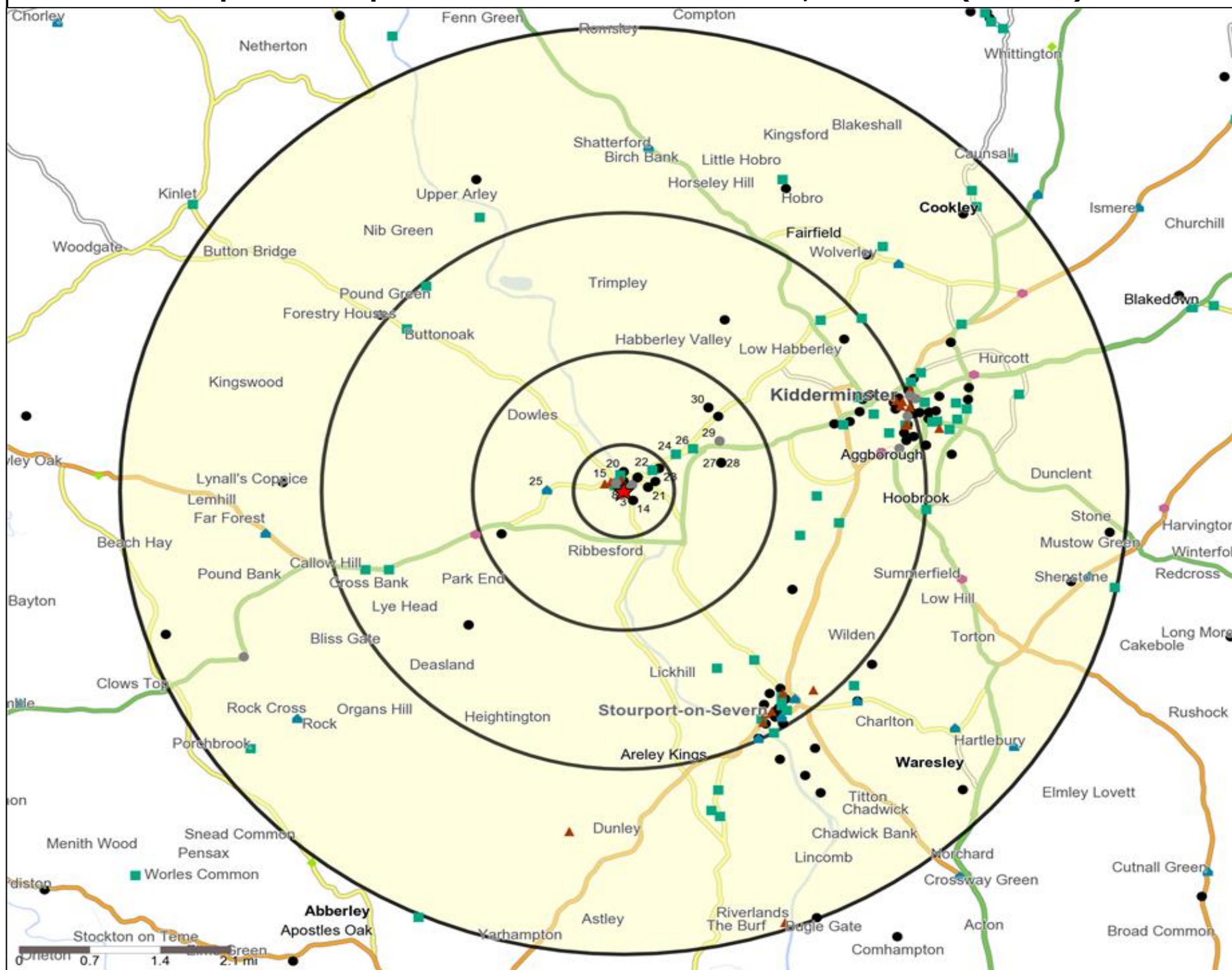
Occasions Data Table

	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	261	602	3,378	6,474	6,303	105	106	109	109	110
02 Early Doors	243	666	3,507	6,522	6,294	117	141	135	131	131
03 Everyday is Friday	185	416	2,377	4,530	4,367	104	103	107	107	106
04 Weekend Millionaires	183	421	3,372	6,457	6,303	72	72	105	105	106
05 Out On The Town	210	469	3,004	5,731	5,570	85	84	97	97	98
06 Business and Pleasure	74	172	951	2,062	2,006	58	59	60	68	68
07 Sporting Pints	114	249	2,174	4,235	4,136	42	40	64	65	66
08 Student Social	104	235	999	2,043	1,972	90	90	69	74	74
09 Leisurely Lunch	295	660	3,128	5,931	5,713	122	120	103	102	102
10 Wining and Dining	381	810	3,656	6,893	6,573	138	129	106	104	103
11 Household Outing	182	459	2,987	5,660	5,472	84	92	109	108	108
12 Midweek Meal Deal	48	160	1,537	3,162	3,066	39	57	100	108	108
13 Date Night	367	717	2,763	5,228	4,977	188	161	113	112	110
14 Birthday Treat	237	547	2,419	4,560	4,332	121	123	99	97	96
15 Pre Show Meal	79	167	858	1,625	1,578	118	109	102	101	101
Number of Occasions	2,963	6,750	37,110	71,113	68,662	100	100	100	100	100

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Competition Map and Data: LITTLE PACK HORSE, BEWDLEY (300094)



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

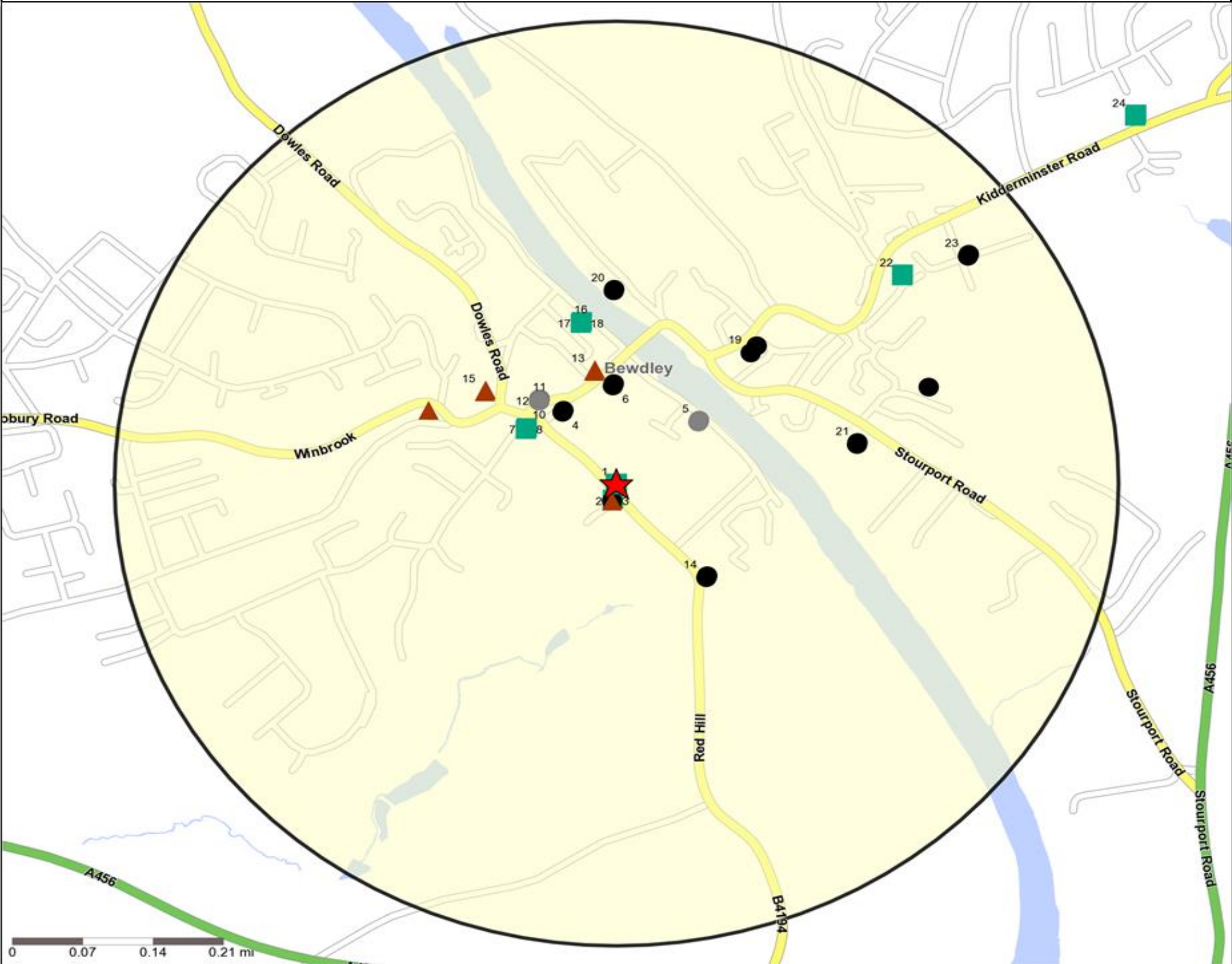


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	2	3	5	8
Circuit Bar	3	3	15	20
Community Local	5	7	27	51
Dry Led	0	1	3	11
Branded Food Pub	0	1	2	5
Rural	0	0	0	0
Other	13	18	61	91
Total	23	33	113	186



Competition Map and Data: LITTLE PACK HORSE, BEWDLEY (300094)



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	2
Circuit Bar	3
Community Local	5
Dry Led	0
Branded Food Pub	0
Rural	0
Other	13
Total	23



Local Competition: LITTLE PACK HORSE, BEWDLEY (300094)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	LITTLE PACK HORSE, BEWDLEY	HIGH STREET, BEWDLEY, DY12 2DH	Punch Taverns	DY12 2DH	Punch Taverns	0.00
1	Little Pack Horse	31 High Street, Bewdley	Punch Pub Company	DY12 2DH	Community Local	0.00
2	Pomodoro	68-69 High Street, Bewdley	Independent Free	DY12 2DJ	Other	0.02
3	Talbot Inn	73 High Street, Bewdley	Independent Free	DY12 2DJ	Circuit Bar	0.02
4	Bewdley Institute	21 Load Street, Bewdley	Independent Free	DY12 2AE	Other	0.09
5	Archer	1 Severn Side South, Bewdley	Independent Free	DY12 2DX	Cafe / Wine Bar	0.11
6	Rajah Restaurant	8 Load Street, Bewdley	Independent Free	DY12 2AF	Other	0.11
7	Rajput	41 Load Street, Bewdley	Independent Free	DY12 2AS	Other	0.11
8	White Swan	37-38 Load Street, Bewdley	Marston's	DY12 2AS	Community Local	0.11
9	Severn Restaurant	61 Load Street, Bewdley	Independent Free	DY12 2AP	Other	0.12
10	Vhujon Indian Restaurant	57 Load Street, Bewdley	Independent Free	DY12 2AP	Other	0.12
11	Mulberry Restaurant	63 Load Street, Bewdley	Independent Free	DY12 2AP	Other	0.12
12	Hrs Cafe Bar & Restaurant	55 Load Street, Bewdley	Independent Free	DY12 2AP	Cafe / Wine Bar	0.12
13	George Hotel	64 Load Street, Bewdley	Wetherspoon	DY12 2AW	Circuit Bar	0.12
14	Bewdley Cricket Club	Lower Park, Bewdley	Independent Free	DY12 2DP	Other	0.14
15	Horn & Trumpet	15-16 Dog Lane, Bewdley	Enterprise Inns	DY12 2EH	Circuit Bar	0.16
16	Bewdley Bowling Club	Severn Side North, North Wribbenhall, Bewdley	Independent Free	DY12 2EE	Other	0.18
17	Mug House	12 Severn Side North, Bewdley	Punch Pub Company	DY12 2EE	Community Local	0.18
18	Cock & Magpie	1 Severn Side North, Bewdley	Marston's	DY12 2EE	Community Local	0.18
19	Black Boy Hotel	14 Kidderminster Road, Wribbenhall, Bewdley	Enterprise Inns	DY12 1AG	Other	0.19
20	Bewdley Rowing Club	River Side North, Bewdley	Independent Free	DY12 1AB	Other	0.21
21	Bewdley Tennis Club	20 Stourport Road, Bewdley	Independent Free	DY12 1BD	Other	0.24
22	Great Western	42 Kidderminster Road, Bewdley	Independent Free	DY12 1BY	Community Local	0.36
23	Wribbenhall Social Club	Spencer Avenue, Bewdley	Independent Free	DY12 1DA	Other	0.43
24	Waggon & Horses	91 Kidderminster Road, Bewdley	*Other Small Retail Groups	DY12 1DG	Community Local	0.65
25	Hop Pole Inn	Cleabury Road, Bewdley	Marston's	DY12 2QH	Dry Led	0.76
26	Rising Sun	139 Kidderminster Road, Bewdley	Punch Pub Company	DY12 1JE	Community Local	0.82
27	Spring Grove House	Spring Grove, Bewdley	Independent Free	DY12 1LF	Other	1.01
28	West Midlands Safari Park	Spring Grove, Bewdley	Independent Free	DY12 1LF	Other	1.01
29	Cuba Coffee Lounge	Kidderminster Road, Bewdley	Independent Free	DY12 1LJ	Cafe / Wine Bar	1.09
30	Bewdley Pines Golf Club	Habberley Road, Bewdley	Independent Free	DY12 1LY	Other	1.23