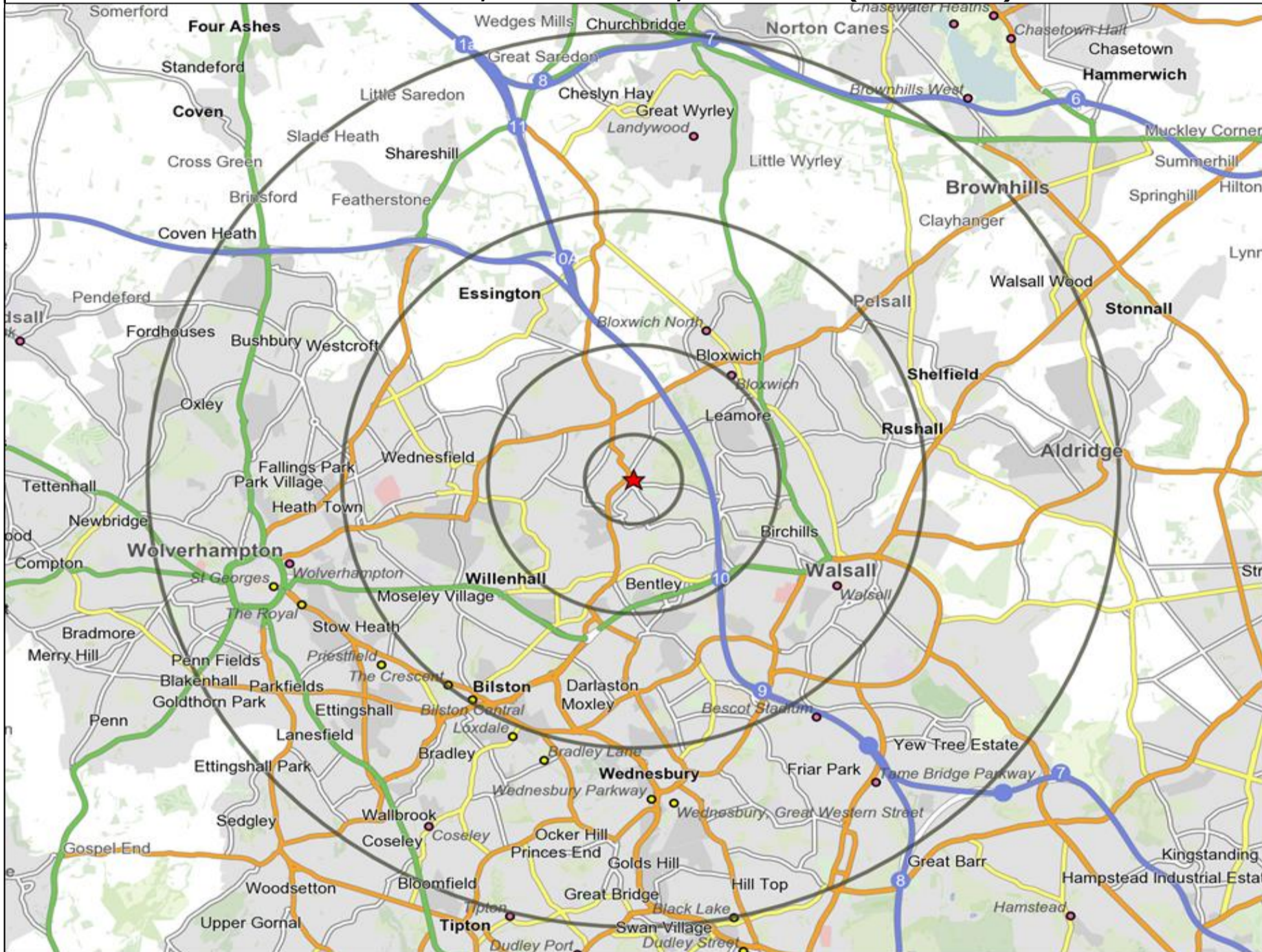




**Customer Profile Report for BRIDGE TAVERN, WILLENHALL (Punch Outlet Number: 300334)  
1 BENTLEY LANE, WILLENHALL, WV12 4AA (WV12 4AA)**



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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	1,581	13,610	51,696	116,762	55,591	94	106	115	112	114
16-17	210	1,659	6,172	14,078	6,758	101	104	111	109	111
18-24	745	6,164	22,048	54,028	23,795	92	99	102	107	101
25-34	1,187	9,280	34,565	80,188	37,187	97	99	106	105	104
35-44	1,019	8,149	28,851	68,531	31,529	90	94	95	97	95
45-54	1,280	9,816	32,253	75,690	36,045	101	101	95	96	97
55-64	1,153	7,876	24,543	56,887	27,207	114	101	91	90	92
65+	1,741	12,085	38,657	90,264	42,791	108	98	90	90	91
Population estimate 2015	8,916	68,639	238,785	556,428	260,903	100	100	100	100	100

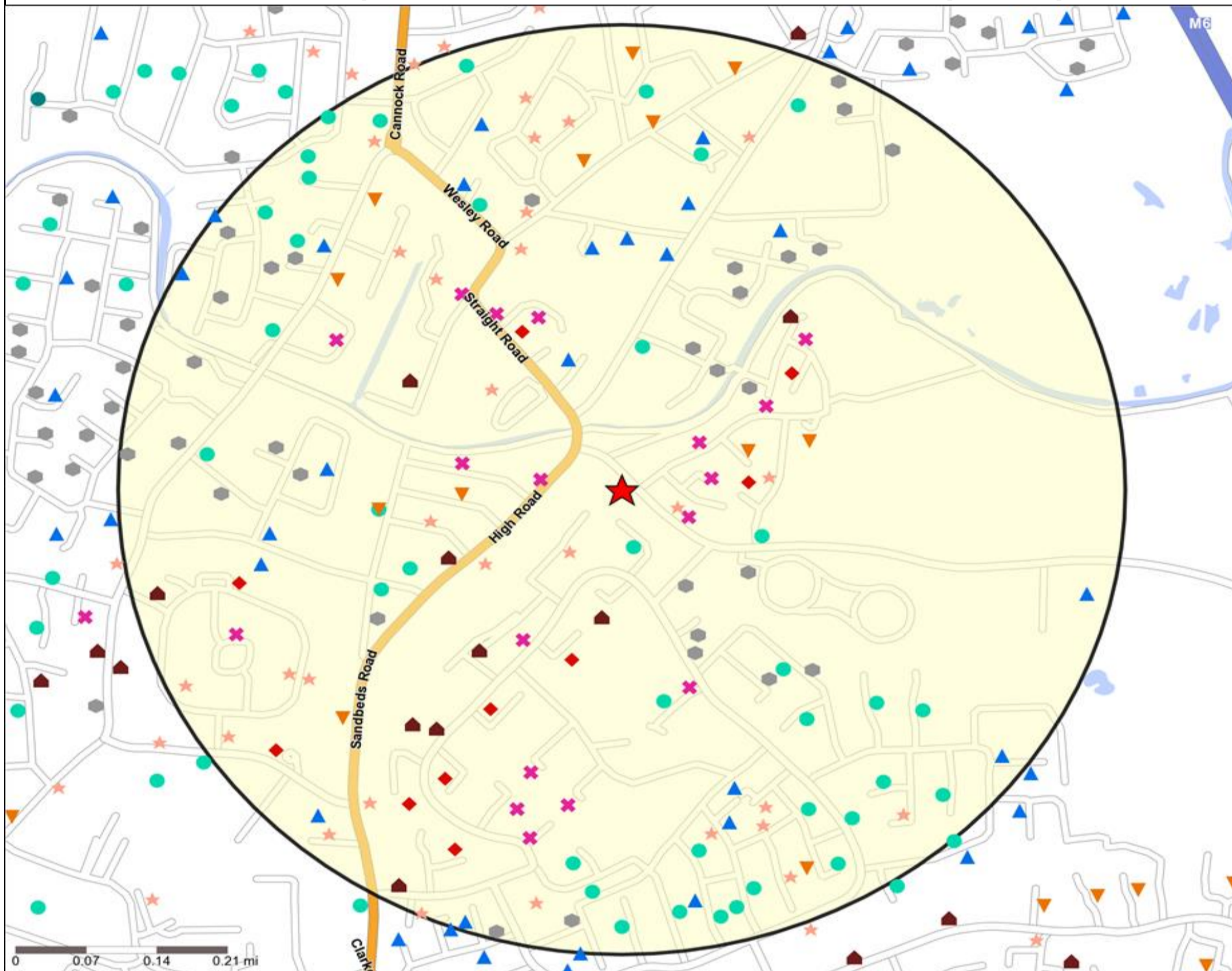
**Ethnicity - Census 2011**

	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	7,820	58,674	178,620	402,942	200,885	88%	87%	77%	75%	79%
Mixed / Multiple Ethnic Groups	241	1,911	8,503	20,213	8,802	3%	3%	4%	4%	3%
Asian / Asian British	540	4,940	35,295	84,706	34,610	6%	7%	15%	16%	14%
Black / African / Caribbean / Black British	145	1,368	8,142	24,976	8,811	2%	2%	3%	5%	3%
Other Ethnic Group	109	622	2,262	7,393	2,500	1%	1%	1%	1%	1%
All People (Ethnic Group)	8,855	67,515	232,822	540,230	255,608	100	100	100	100	100





**Mosaic UK Map and Data: BRIDGE TAVERN, WILLENHALL (300334)**



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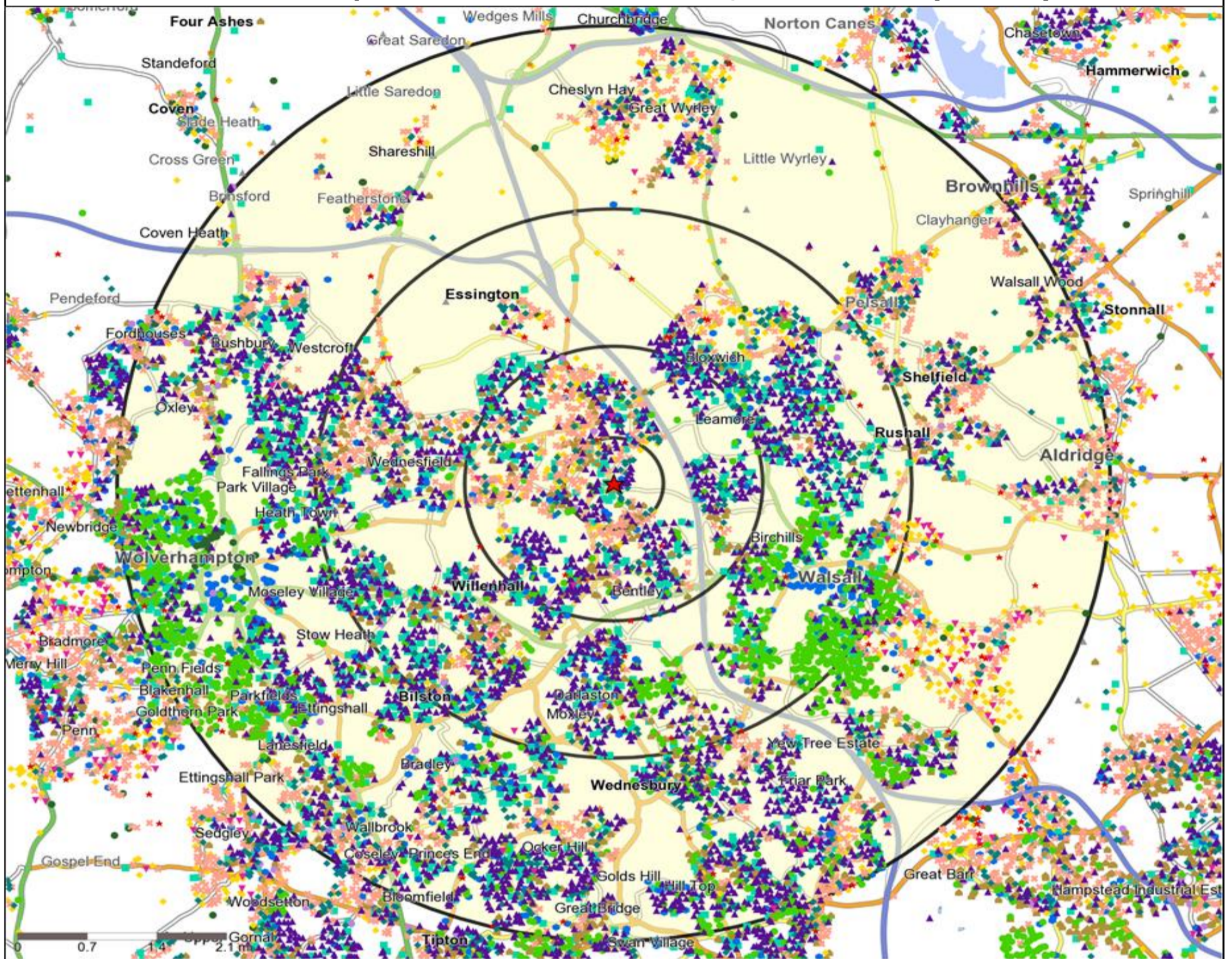
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- J Transient 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+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,254	216
F Suburban Stability (18+)	705	162
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	1,492	230
I Family Basics (18+)	592	115
J Transient Renters (18+)	877	213
K Municipal Challenge (18+)	598	143
L Vintage Value (18+)	400	89
M Modest Traditions (18+)	1,205	356
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>7,123</b>	<b>100</b>



### Occasions Map and Data: BRIDGE TAVERN, WILLENHALL (300334)



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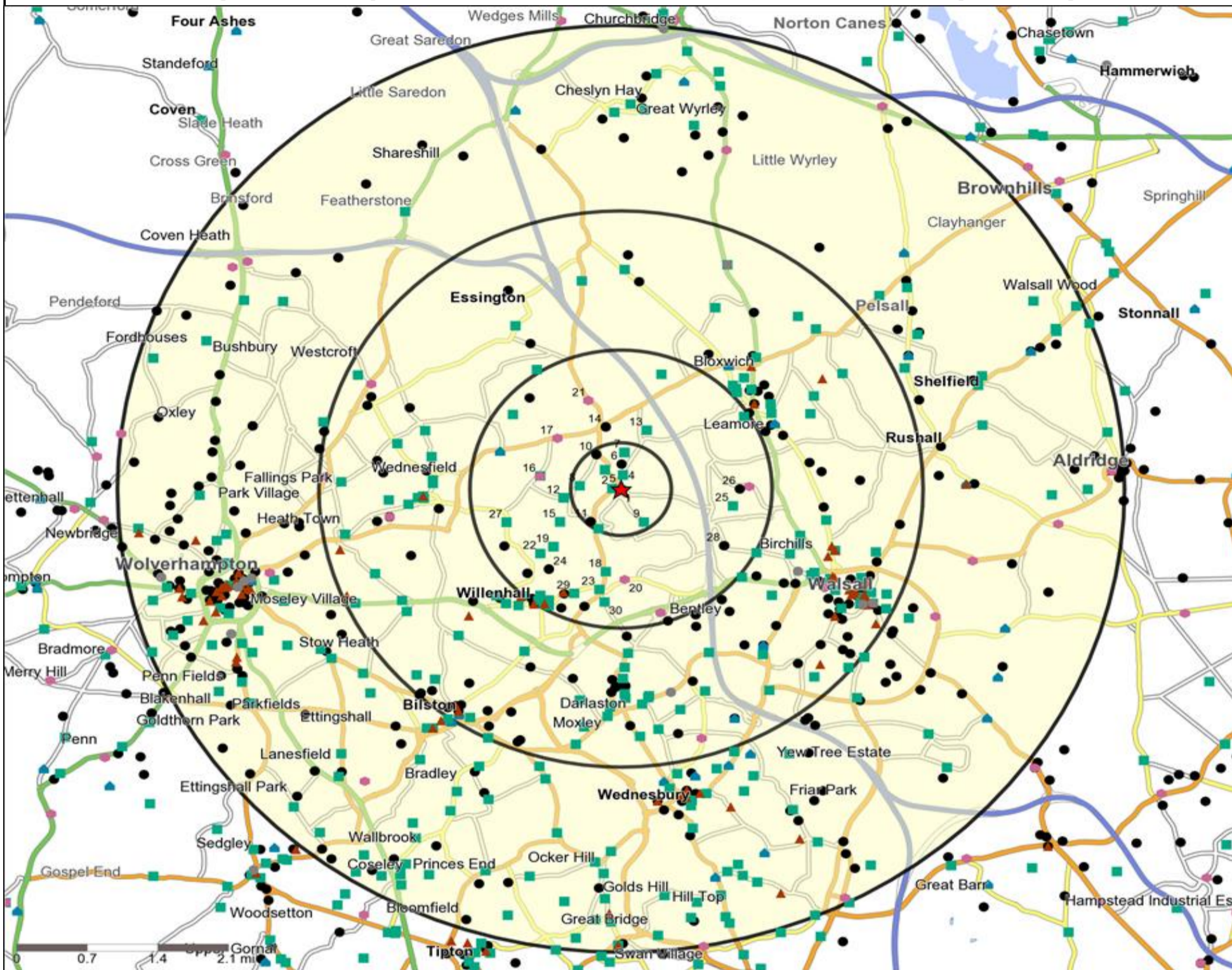
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- 10 Wining 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	590	5,018	18,975	40,627	20,019	104	115	122	115	119
02 Early Doors	645	4,755	15,551	34,230	17,111	136	130	119	116	121
03 Everyday is Friday	448	3,299	10,708	24,531	11,855	111	106	96	98	99
04 Weekend Millionaires	828	6,561	22,659	49,985	24,494	142	146	141	138	141
05 Out On The Town	606	4,884	16,816	39,681	18,402	108	113	109	114	110
06 Business and Pleasure	136	1,174	5,373	12,984	5,711	47	52	67	72	66
07 Sporting Pints	448	4,042	19,558	43,438	20,196	72	84	115	113	110
08 Student Social	135	992	3,064	8,272	3,529	51	49	42	51	45
09 Leisurely Lunch	532	3,942	14,527	32,389	15,530	96	93	96	94	95
10 Wining and Dining	535	3,640	11,701	28,073	13,089	85	75	68	72	70
11 Household Outing	654	4,846	17,681	38,930	18,984	131	126	129	126	128
12 Midweek Meal Deal	374	3,046	10,918	24,388	11,702	134	141	142	140	141
13 Date Night	337	2,116	5,421	14,286	6,550	76	62	44	52	49
14 Birthday Treat	376	2,951	9,994	22,132	10,848	84	86	82	80	82
15 Pre Show Meal	124	926	2,822	6,735	3,136	81	78	67	71	69
<b>Number of Occasions</b>	<b>6,768</b>	<b>52,192</b>	<b>185,768</b>	<b>420,681</b>	<b>201,156</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: BRIDGE TAVERN, WILLENHALL (300334)



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

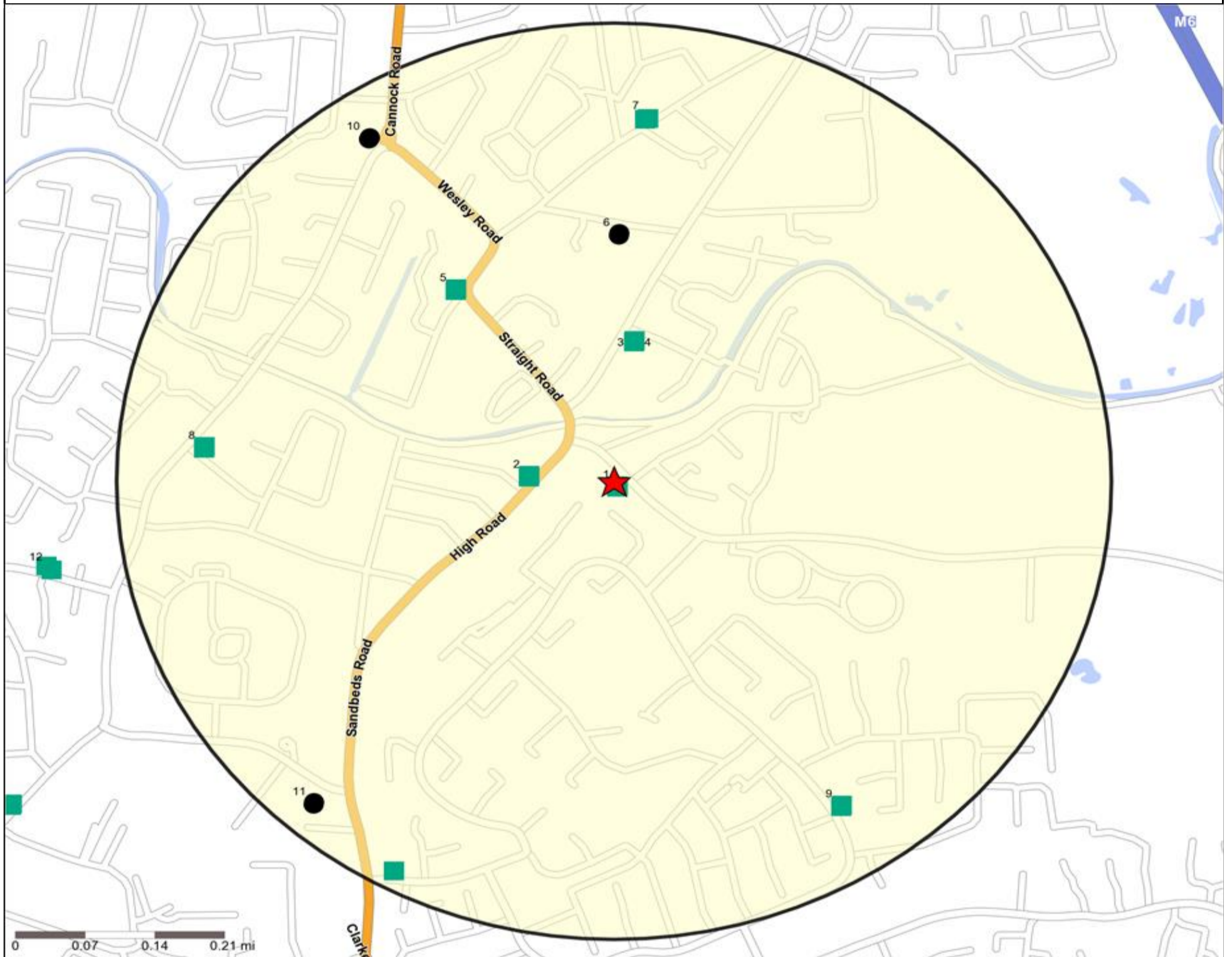
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Community Local
- Rivers, Canals and Lakes

#### 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	6	14
Circuit Bar	0	1	30	72
Community Local	7	25	104	218
Dry Led	0	2	7	25
Branded Food Pub	0	5	11	24
Rural	0	0	0	0
Other	4	19	141	328
<b>Total</b>	<b>11</b>	<b>52</b>	<b>299</b>	<b>681</b>



### Competition Map and Data: BRIDGE TAVERN, WILLENHALL (300334)



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	7
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
<b>Total</b>	<b>11</b>



## Local Competition: BRIDGE TAVERN, WILLENHALL (300334)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BRIDGE TAVERN, WILLENHALL	1 BENTLEY LANE, WILLENHALL, WV12 4AA	Punch Taverns	WV12 4AA	Punch Taverns	0.00
1	<a href="#">Bridge Tavern</a>	1 Bentley Lane, Lane Head, Willenhall	<a href="#">Punch Pub Company</a>	WV12 4AA	Community Local	0.01
2	<a href="#">Whimsey</a>	13 High Road, Lane Head, Willenhall	<a href="#">Enterprise Inns</a>	WV12 4JN	Community Local	0.09
3	<a href="#">Short Heath Liberal Club</a>	34 Bloxwich Road North, Willenhall	<a href="#">Independent Free</a>	WV12 5PG	Other	0.15
4	<a href="#">United Kingdom</a>	14 Bloxwich Road North, Willenhall	<a href="#">Marston's</a>	WV12 5PG	Community Local	0.15
5	<a href="#">Swan Inn</a>	184 Coltham Road, Short Heath, Willenhall	<a href="#">*Other Small Retail Groups</a>	WV12 5QQ	Community Local	0.26
6	<a href="#">Royal British Legion Club</a>	11 Church Road, Short Heath, Willenhall	<a href="#">Independent Free</a>	WV12 5PT	Other	0.27
7	<a href="#">Duke Of Cambridge</a>	82 Coltham Road, Short Heath, Willenhall	<a href="#">Black Country</a>	WV12 5QD	Community Local	0.40
8	<a href="#">Jolly Collier</a>	112 Lucknow Road, Short Heath, Willenhall	<a href="#">Punch Pub Company</a>	WV12 4QG	Community Local	0.41
9	<a href="#">Homestead</a>	Stroud Avenue, Willenhall	<a href="#">Marston's</a>	WV12 4DA	Community Local	0.42
10	<a href="#">Amery Unionist Club</a>	73 Coppice Lane, Short Heath, Willenhall	<a href="#">Independent Free</a>	WV12 5RY	Other	0.45
11	<a href="#">Jubilee House</a>	Spring Lane, Short Heath, Willenhall	<a href="#">Independent Free</a>	WV12 4HB	Other	0.46
12	<a href="#">Pool Hayes</a>	Pool Hayes Lane, Willenhall	<a href="#">Punch Pub Company</a>	WV12 4PX	Community Local	0.57
13	<a href="#">Poets Corner</a>	51 Keats Road, Wood Lane, Willenhall	<a href="#">Independent Free</a>	WV12 5HY	Community Local	0.68
14	<a href="#">New Invention Victory Working Mens Club</a>	Lichfield Road, New Invention, Willenhall	<a href="#">Independent Free</a>	WV12 5BB	Other	0.69
15	<a href="#">Cross Keys</a>	32 Ashmore Lake Road, Short Heath, Willenhall	<a href="#">Punch Pub Company</a>	WV12 4LB	Community Local	0.70
16	<a href="#">Spread Eagle</a>	156 Broad Lane South, Wolverhampton	<a href="#">Marston's</a>	WV11 3SD	Branded Food	0.82
17	<a href="#">Broadway</a>	2 Lichfield Road, Short Heath, Willenhall	<a href="#">Spirit Pub Company</a>	WV12 5UJ	Branded Food	0.84
18	<a href="#">Noahs Ark Inn</a>	15 Clarkes Lane, Willenhall	<a href="#">Marston's</a>	WV13 1JB	Community Local	0.90
19	<a href="#">Forge Tavern</a>	117 St Annes Road, Willenhall	<a href="#">Unknown</a>	WV13 1DT	Community Local	0.92
20	<a href="#">Keymaster</a>	Wolverhampton Road West, Willenhall	<a href="#">Greene King</a>	WV13 2RN	Branded Food	0.98
21	<a href="#">Milestone</a>	130 Essington Road, New Invention, Willenhall	<a href="#">Marston's</a>	WV12 5DT	Branded Food	1.01
22	<a href="#">Cat</a>	113 Bloxwich Road South, Willenhall	<a href="#">Unknown</a>	WV13 1AZ	Community Local	1.06
23	<a href="#">Old Oak</a>	150 Walsall Road, Willenhall	<a href="#">Independent Free</a>	WV13 2EF	Community Local	1.10
24	<a href="#">Willenhall Liberal Club</a>	Villiers Street, Willenhall	<a href="#">Independent Free</a>	WV13 1DF	Other	1.12
25	<a href="#">Magic Lantern</a>	Cavendish Road, Beechdale Estate, Walsall	<a href="#">Unknown</a>	WS 2 7HR	Community Local	1.13
26	<a href="#">Beechdale Social Club</a>	Stephenson Square, Beechdale Est, Walsall	<a href="#">Independent Free</a>	WS 2 7DX	Other	1.18
27	<a href="#">Navigation</a>	Fibbersley, Wolverhampton	<a href="#">Punch Pub Company</a>	WV11 3SU	Community Local	1.19
28	<a href="#">De Vere Village</a>	Tempus Drive, Walsall	<a href="#">KSL Capital Partners</a>	WS 2 8TT	Other	1.19
29	<a href="#">Three Tuns</a>	8 Walsall Road, Willenhall	<a href="#">*Other Small Retail Groups</a>	WV13 2EH	Community Local	1.22
30	<a href="#">Robin Hood</a>	54 The Crescent, Willenhall	<a href="#">Independent Free</a>	WV13 2QR	Community Local	1.23