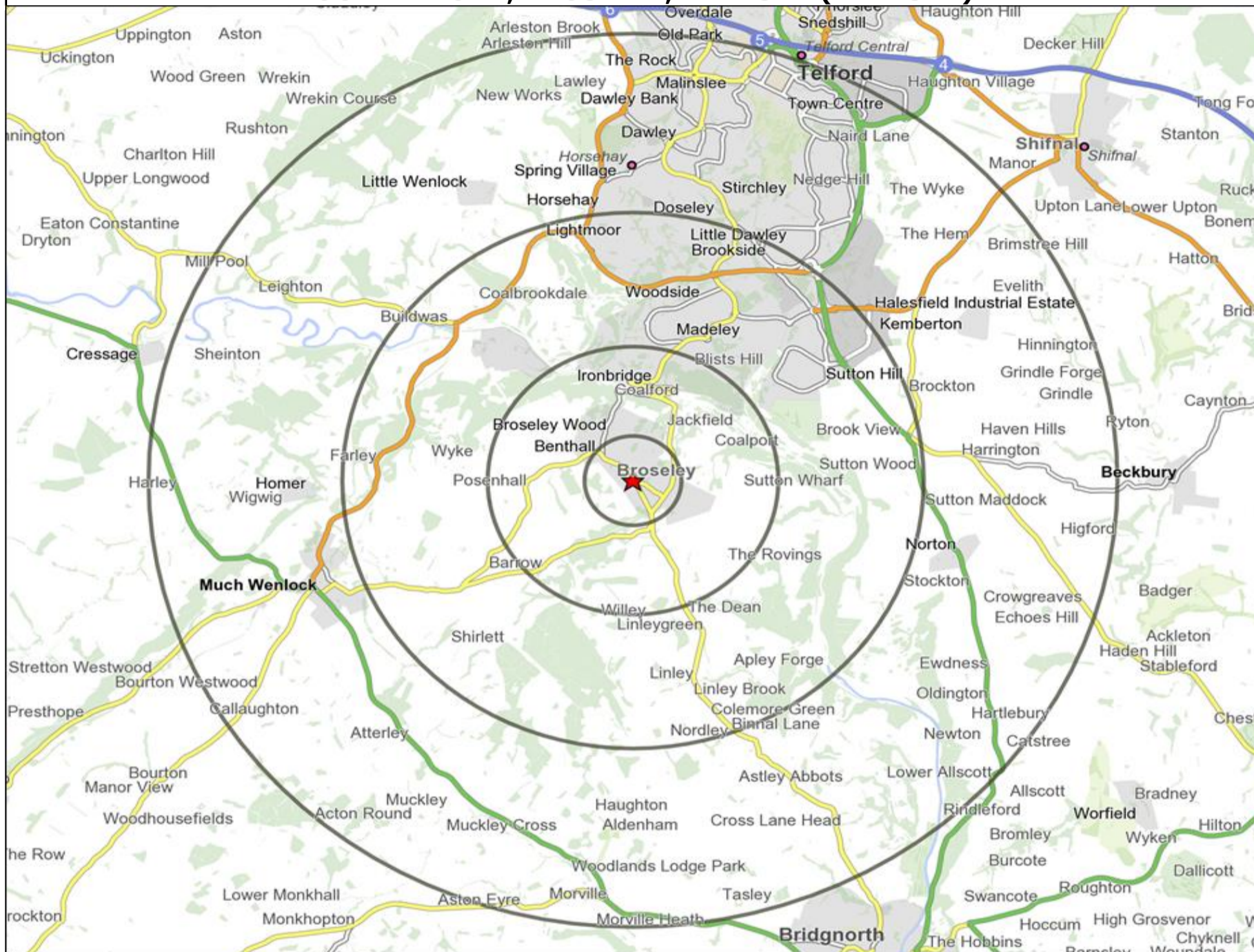




**Customer Profile Report for DUKE OF YORK, BROSELEY (Punch Outlet Number: 202664)
HOCKLEY ROAD, BROSELEY, TF12 5HT (TF12 5HT)**



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

Age Data Table

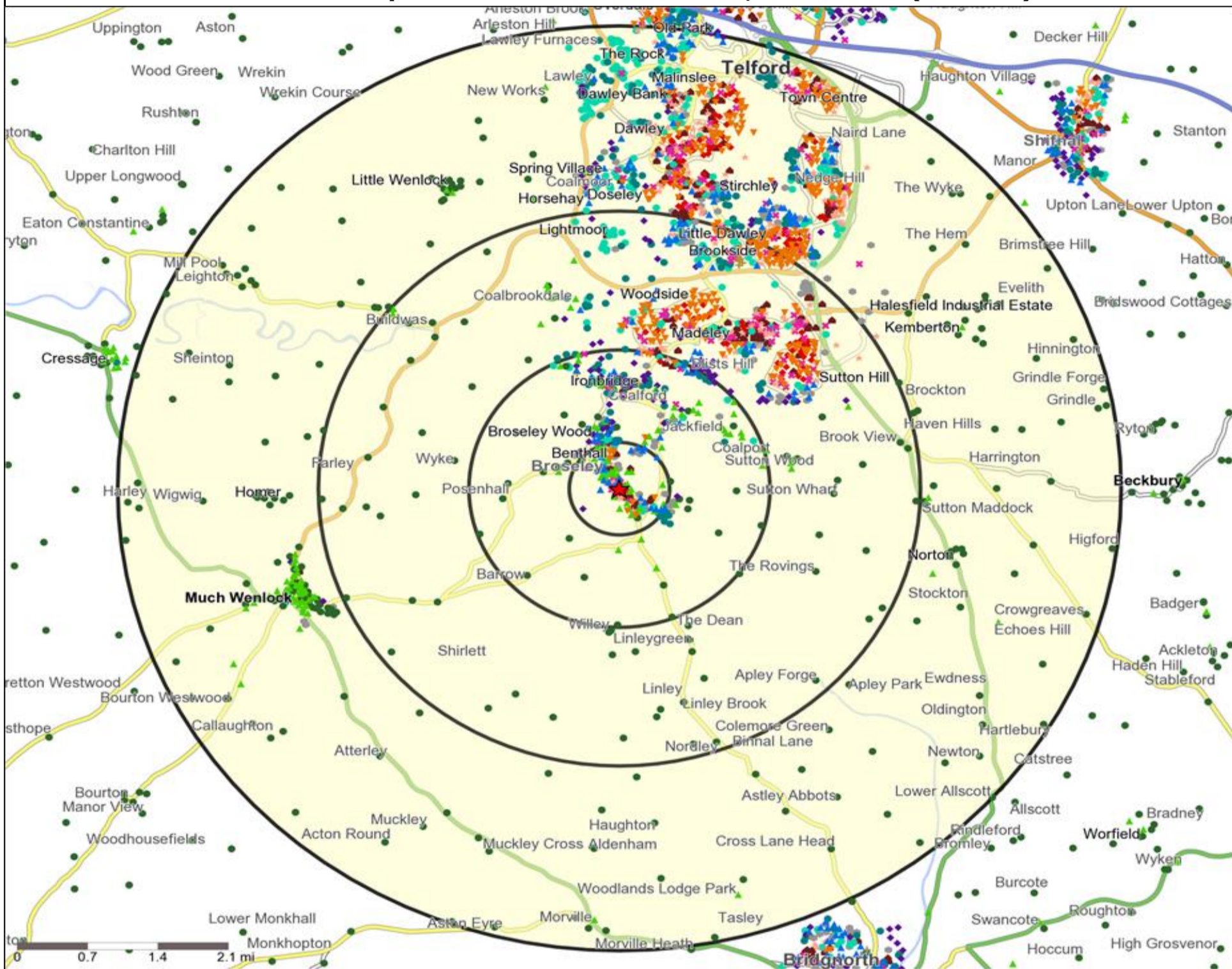
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	519	1,201	7,027	15,774	11,958	88	80	111	112	102
16-17	78	163	882	1,943	1,539	107	88	112	112	106
18-24	217	460	2,774	6,202	4,744	76	64	91	92	84
25-34	338	799	4,154	9,854	7,589	79	73	90	96	89
35-44	359	1,025	4,114	9,381	7,599	90	101	96	99	96
45-54	513	1,461	5,010	11,042	9,256	115	129	104	104	104
55-64	463	1,362	4,296	9,053	8,111	131	151	112	107	115
65+	649	1,529	5,577	11,601	11,746	115	106	92	86	104
Population estimate 2015	3,136	8,000	33,834	74,850	62,542	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	3,047	7,814	31,415	67,956	58,483	99%	98%	96%	95%	97%
Mixed / Multiple Ethnic Groups	17	56	506	1,237	807	1%	1%	2%	2%	1%
Asian / Asian British	11	48	472	1,546	788	0%	1%	1%	2%	1%
Black / African / Caribbean / Black British	0	7	165	731	356	0%	0%	1%	1%	1%
Other Ethnic Group	1	10	50	197	82	0%	0%	0%	0%	0%
All People (Ethnic Group)	3,076	7,935	32,608	71,667	60,516	100	100	100	100	100



Mosaic UK Map and Data: DUKE OF YORK, BROSELEY (202664)



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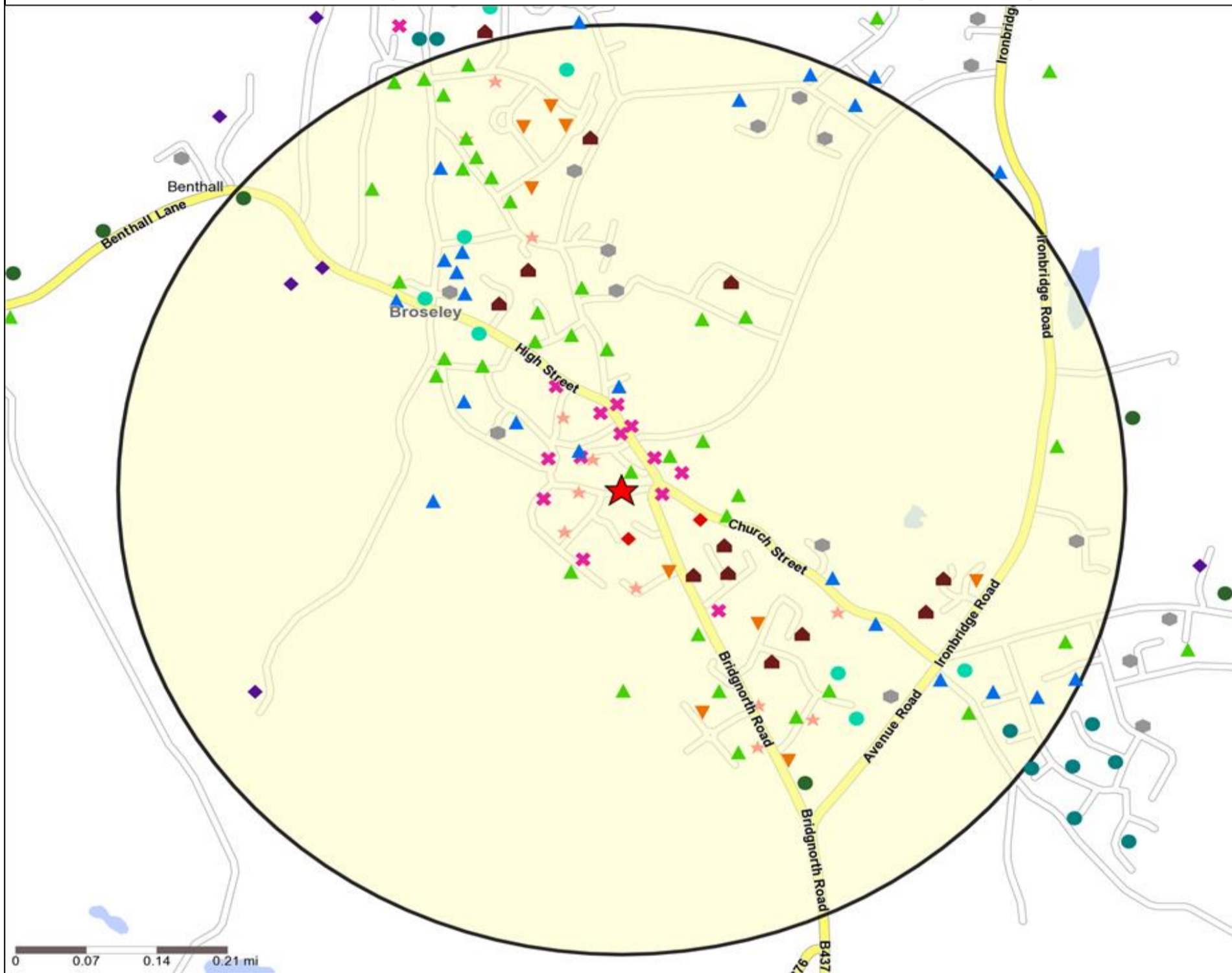
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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 - 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+)	20	573	1,282	1,908	3,604	11	119	68	46	101
C Country Living (18+)	34	389	1,145	4,187	4,639	19	84	64	106	137
D Rural Reality (18+)	598	1,249	1,651	2,988	3,424	340	272	92	76	101
E Senior Security (18+)	242	645	1,684	2,630	3,217	117	120	80	57	81
F Suburban Stability (18+)	371	842	1,999	4,133	4,311	239	208	127	119	144
G Domestic Success (18+)	96	997	1,957	4,337	3,708	45	179	90	90	90
H Aspiring Homemakers (18+)	148	348	2,430	7,171	5,254	64	58	103	138	118
I Family Basics (18+)	242	326	6,026	13,204	8,121	132	68	323	321	230
J Transient Renters (18+)	197	315	2,137	3,942	3,492	134	82	143	120	124
K Municipal Challenge (18+)	56	91	1,821	4,051	2,398	38	23	120	121	83
L Vintage Value (18+)	330	456	1,723	4,124	3,124	206	109	106	115	101
M Modest Traditions (18+)	207	325	1,605	3,935	2,700	171	103	131	145	116
N Urban Cohesion (18+)	0	0	0	0	145	0	0	0	0	6
O Rental Hubs (18+)	0	75	394	448	767	0	15	20	10	20
Adults 18+ estimate 2015	2,541	6,631	25,854	57,058	48,904	100	100	100	100	100



Mosaic UK Map and Data: DUKE OF YORK, BROSELEY (202664)



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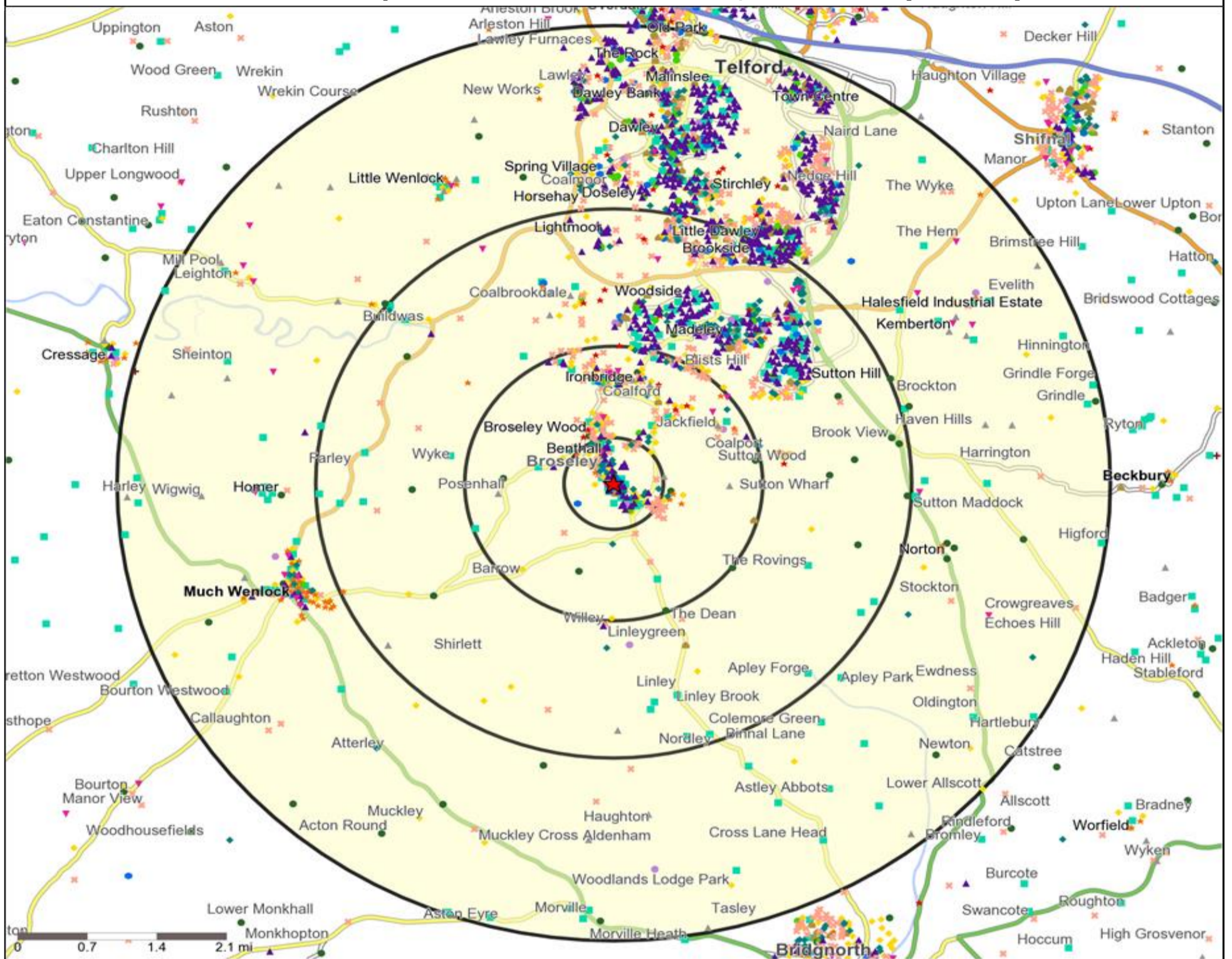
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	20	11
C Country Living (18+)	34	19
D Rural Reality (18+)	598	340
E Senior Security (18+)	242	117
F Suburban Stability (18+)	371	239
G Domestic Success (18+)	96	45
H Aspiring Homemakers (18+)	148	64
I Family Basics (18+)	242	132
J Transient Renters (18+)	197	134
K Municipal Challenge (18+)	56	38
L Vintage Value (18+)	330	206
M Modest Traditions (18+)	207	171
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	2,541	100



Occasions Map and Data: DUKE OF YORK, BROSELEY (202664)



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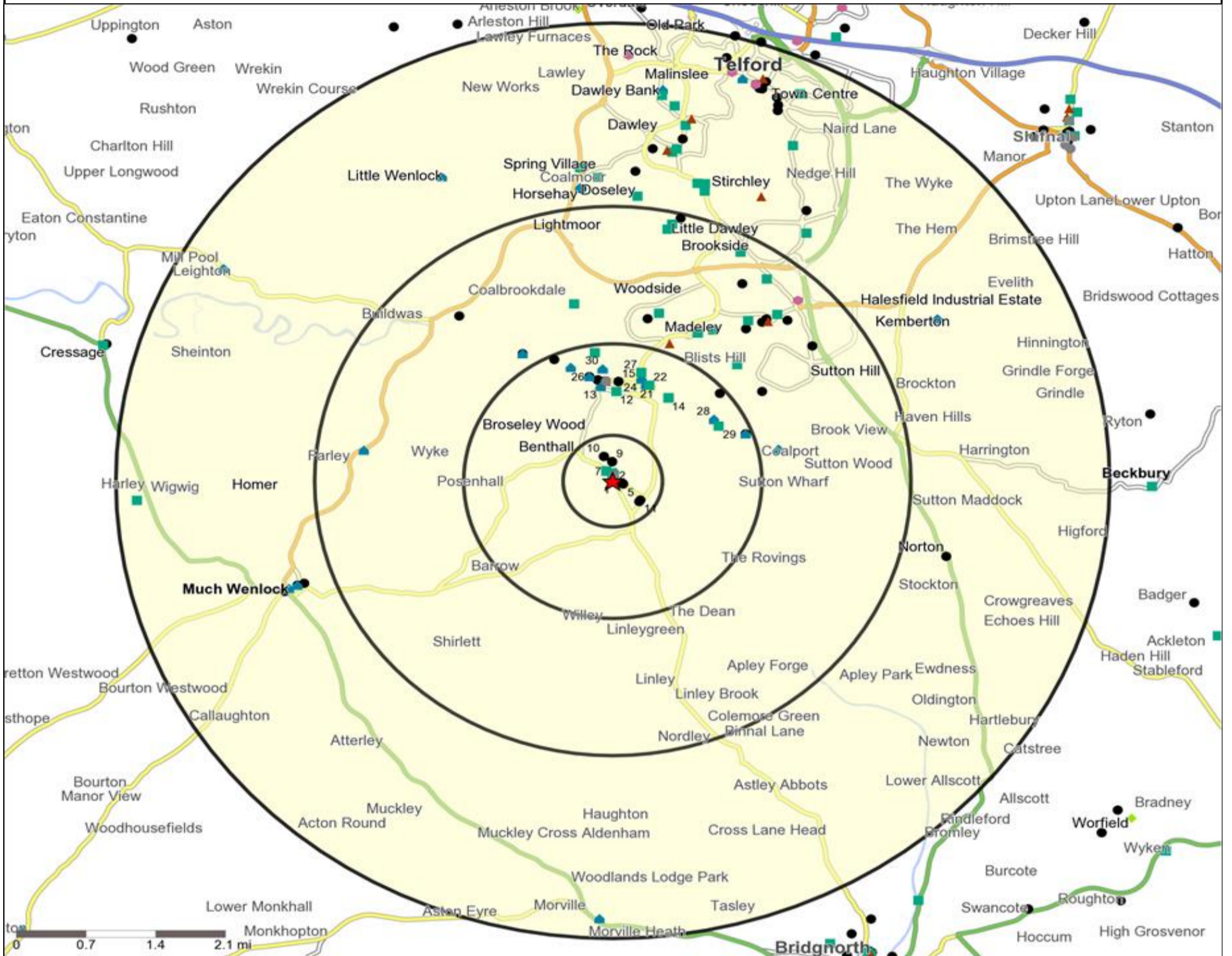
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- ▲ 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	234	462	2,556	5,301	4,419	126	105	121	112	115
02 Early Doors	278	529	2,174	4,598	3,861	179	144	123	116	120
03 Everyday is Friday	161	357	1,528	3,430	2,744	122	114	101	102	100
04 Weekend Millionaires	230	459	3,221	7,342	5,186	120	101	148	151	132
05 Out On The Town	160	362	2,334	5,307	3,909	87	83	111	113	103
06 Business and Pleasure	50	139	677	1,659	1,357	53	62	62	69	69
07 Sporting Pints	120	225	1,929	4,434	3,085	59	47	83	86	74
08 Student Social	59	164	519	1,302	1,243	69	80	53	59	70
09 Leisurely Lunch	189	460	1,890	4,136	3,638	105	107	92	90	98
10 Wining and Dining	166	554	1,913	4,245	3,907	81	114	81	81	92
11 Household Outing	173	364	2,042	4,681	3,511	106	94	110	113	104
12 Midweek Meal Deal	92	194	1,356	3,121	2,301	100	89	130	134	122
13 Date Night	124	449	1,246	2,828	2,865	85	130	75	76	95
14 Birthday Treat	150	441	1,466	3,080	2,798	103	128	88	83	93
15 Pre Show Meal	30	91	431	977	881	60	76	75	76	85
Number of Occasions	2,216	5,250	25,282	56,441	45,705	100	100	100	100	100



Competition Map and Data: DUKE OF YORK, BROSELEY (202664)



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

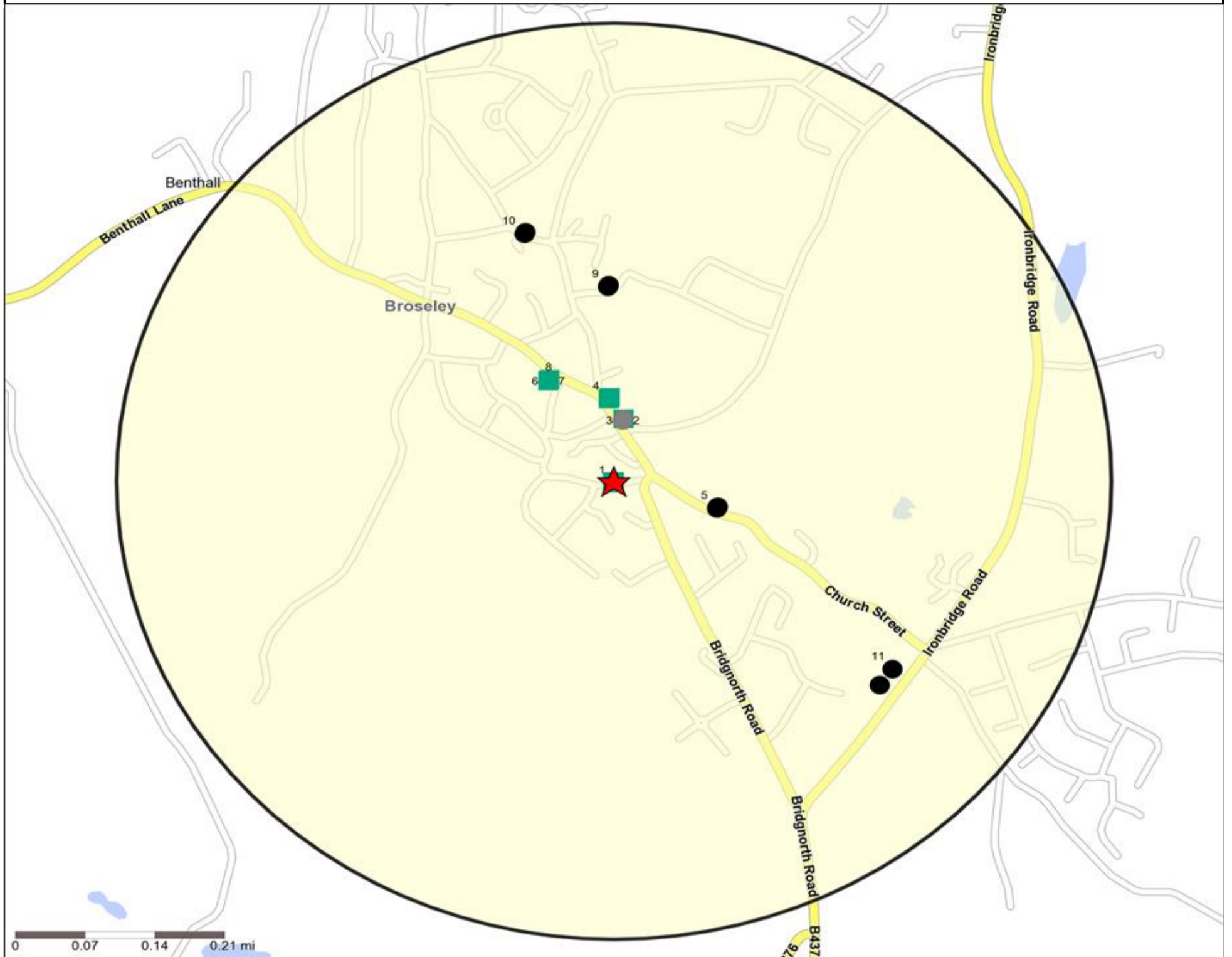
- ★ Location
- Branded Food
- ▲ Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- ◆ Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Community Local
- ~ Rivers, Canals and Lakes

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	1	2	2	2
Circuit Bar	0	1	3	6
Community Local	4	10	20	36
Dry Led	0	9	12	20
Branded Food Pub	0	0	1	6
Rural	0	0	0	1
Other	6	15	29	59
Total	11	37	67	130



Competition Map and Data: DUKE OF YORK, BROSELEY (202664)



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
- Café / Wine Bar
- Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- Other
- ~ Rivers, Canals and Lakes
- Community Local
- ◆ Rural Character

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	1
Circuit Bar	0
Community Local	4
Dry Led	0
Branded Food Pub	0
Rural	0
Other	6
Total	11



Local Competition: DUKE OF YORK, BROSELEY (202664)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	DUKE OF YORK, BROSELEY	HOCKLEY ROAD, BROSELEY, TF12 5HT	Punch Taverns	TF12 5HT	Punch Taverns	0.00
1	Duke Of York	Hockley Road, Broseley	Punch Pub Company	TF12 5HT	Community Local	0.00
2	Butchers Bar	70 High Street, Broseley	Independent Free	TF12 5EX	Cafe / Wine Bar	0.07
3	Clays Of Broseley	67 High Street, Broseley	Independent Free	TF12 5EX	Other	0.07
4	Albion	High Street, Broseley	Punch Pub Company	TF12 5EY	Community Local	0.09
5	Broseley Cricket Club	Church Street, Broseley	Independent Free	TF12 5BX	Other	0.11
6	Ironmaster	34 High Street, Broseley	Independent Free	TF12 5EZ	Community Local	0.13
7	Lion Hotel	42 High Street, Broseley	Independent Free	TF12 5EZ	Community Local	0.13
8	Broseley Social Club	High Street, Broseley	Independent Free	TF12 5EZ	Other	0.13
9	Birchmeadow Centre	Birch Meadow Road, Broseley	Independent Free	TF12 5LP	Other	0.21
10	Lord Hill Guest House	Duke Street, Broseley	Independent Free	TF12 5LU	Other	0.28
11	King & Thai	Avenue Road, Broseley	Independent Free	TF12 5DL	Other	0.35
12	Station Hotel	Ladywood, Ironbridge, Telford	Unknown	TF 8 7JU	Community Local	0.98
13	Woodbridge Inn	Bower Yard, Ironbridge, Telford	Restaurant Group	TF 8 7JP	Dry Led	1.04
14	Black Swan	Lloyds Head, Jackfield, Telford	Independent Free	TF 8 7LZ	Community Local	1.07
15	Pondicherry	57 Waterloo Street, Ironbridge, Telford	Independent Free	TF 8 7AA	Other	1.09
16	Restaurant Severn	33 High Street, Ironbridge, Telford	Independent Free	TF 8 7AG	Other	1.09
17	Aftab Tandoori Restaurant	25 High Street, Ironbridge, Telford	Independent Free	TF 8 7AD	Other	1.09
18	Old Wine Vaults	29 High Street, Ironbridge, Telford	Independent Free	TF 8 7AD	Cafe / Wine Bar	1.09
19	Cleos Of Ironbridge	High Street, Telford	Independent Free	TF 8 7AD	Circuit Bar	1.09
20	Font	24 High Street, Ironbridge, Telford	Independent Free	TF 8 7AD	Other	1.09
21	Bird In Hand	Waterloo Street, Ironbridge, Telford	Independent Free	TF 8 7HG	Dry Led	1.10
22	Old Robin Hood Inn	33 Waterloo Street, Ironbridge, Telford	Independent Free	TF 8 7HQ	Community Local	1.11
23	Tontine Hotel	6A Tontine Hill, Ironbridge, Telford	Enterprise Inns	TF 8 7AL	Other	1.11
24	Golden Ball	1 Newbridge Road, Ironbridge, Telford	Enterprise Inns	TF 8 7BA	Dry Led	1.15
25	Ironbridge Gorge Musuem	2 Wharfage, Ironbridge, Telford	Independent Free	TF 8 7AW	Other	1.17
26	White Hart	10 Wharfage, Ironbridge, Telford	Independent Free	TF 8 7AW	Dry Led	1.17
27	Horse & Jockey	15 Jockey Bank, Ironbridge, Telford	Independent Free	TF 8 7PD	Community Local	1.22
28	Half Moon	174 Salthouse Road, Jackfield, Telford	Independent Free	TF 8 7LP	Dry Led	1.22
29	Boat Inn	Ferry Road, Jackfield, Telford	Marston's	TF 8 7LS	Community Local	1.22
30	Crown	10 Hodge Bower, Ironbridge, Telford	Admiral Taverns Ltd	TF 8 7QG	Dry Led	1.23