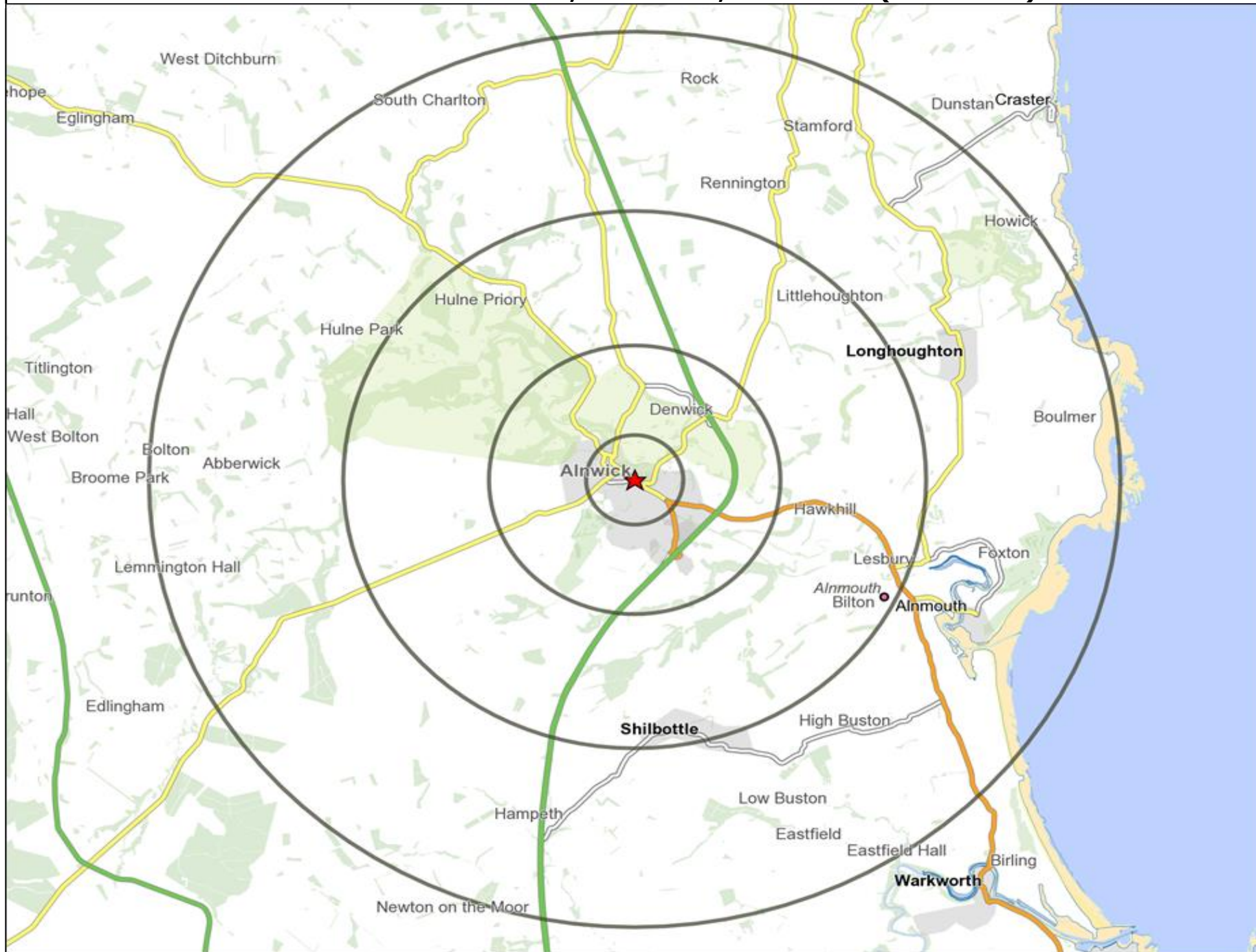




Customer Profile Report for FLEECE, ALNWICK (Punch Outlet Number: 201654)
49 BONDGATE WITHOUT, ALNWICK, NE66 1PR (NE66 1PR)



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

Age Data Table

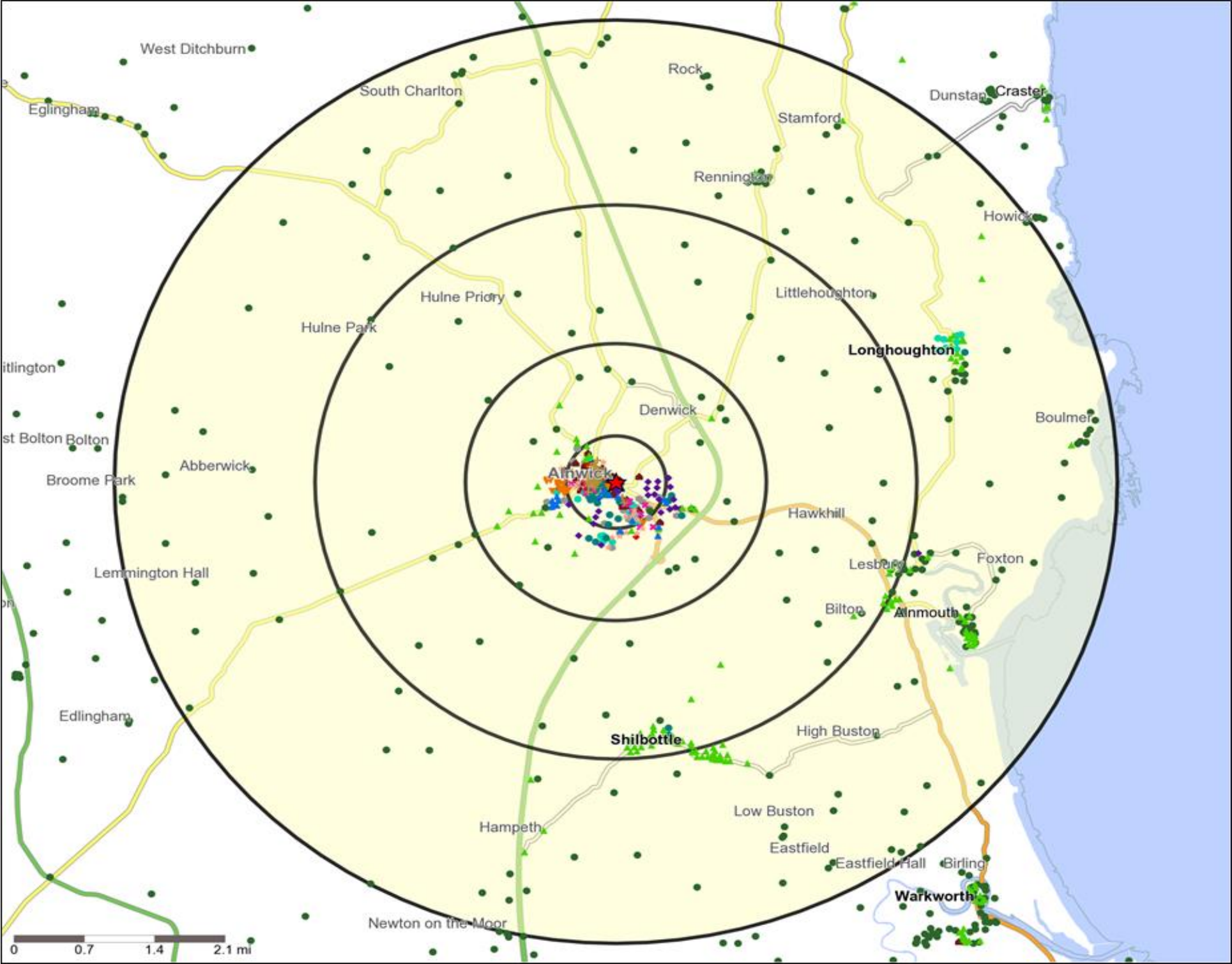
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	577	1,350	1,711	2,488	2,863	67	83	87	88	80
16-17	87	203	248	310	376	82	101	102	89	84
18-24	324	634	743	984	1,131	78	81	78	72	65
25-34	573	980	1,169	1,608	1,719	92	83	81	78	66
35-44	442	819	1,070	1,588	1,909	76	75	80	83	78
45-54	703	1,317	1,616	2,312	3,185	109	108	108	109	117
55-64	651	1,189	1,417	2,055	3,009	126	122	119	121	139
65+	1,209	2,124	2,531	3,677	4,990	147	137	134	136	144
Population estimate 2015	4,566	8,616	10,505	15,022	19,182	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	4,158	8,108	9,912	14,160	17,993	98%	98%	99%	99%	99%
Mixed / Multiple Ethnic Groups	15	35	42	63	80	0%	0%	0%	0%	0%
Asian / Asian British	46	71	75	93	104	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	2	5	5	8	10	0%	0%	0%	0%	0%
Other Ethnic Group	8	16	16	20	21	0%	0%	0%	0%	0%
All People (Ethnic Group)	4,229	8,235	10,050	14,344	18,208	100	100	100	100	100



Mosaic UK Map and Data: FLEECE, ALNWICK (201654)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

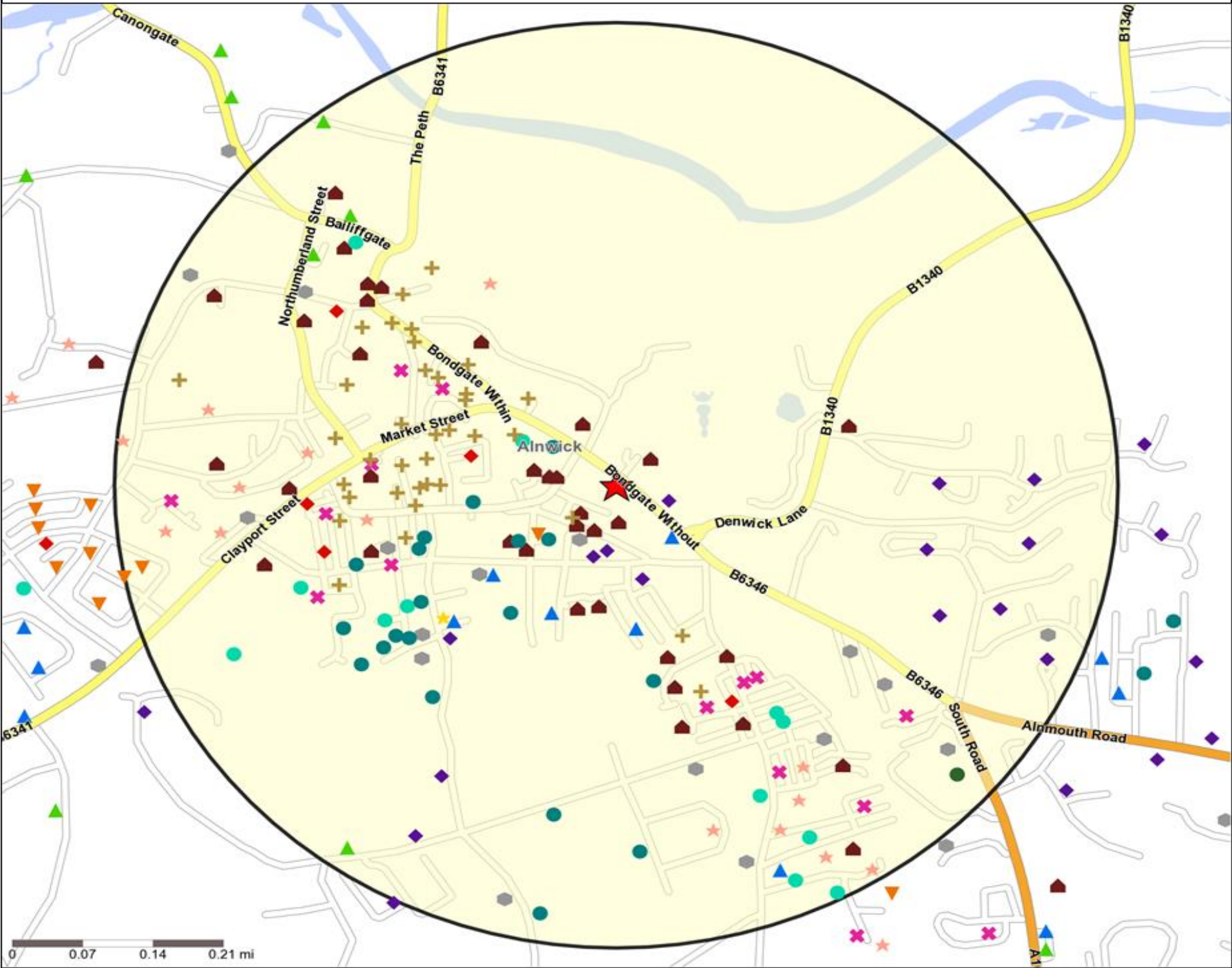
N Urban Cohesion

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+)	446	879	884	895	896	157	171	142	102	78
C Country Living (18+)	37	263	617	2,304	4,872	14	54	104	276	447
D Rural Reality (18+)	73	247	1,142	2,497	3,624	27	51	193	300	333
E Senior Security (18+)	290	537	540	541	541	92	94	78	55	42
F Suburban Stability (18+)	117	455	455	455	455	49	106	87	62	47
G Domestic Success (18+)	352	688	853	920	920	108	116	119	91	70
H Aspiring Homemakers (18+)	293	538	538	903	903	83	84	69	83	63
I Family Basics (18+)	120	621	621	621	621	43	122	101	72	55
J Transient Renters (18+)	282	306	306	306	306	126	75	62	44	34
K Municipal Challenge (18+)	233	352	352	352	352	102	85	70	50	38
L Vintage Value (18+)	616	648	690	694	694	251	146	129	92	70
M Modest Traditions (18+)	431	908	908	908	908	233	271	224	159	122
N Urban Cohesion (18+)	2	2	2	2	2	1	1	0	0	0
O Rental Hubs (18+)	600	610	610	610	610	200	112	93	66	50
Adults 18+ estimate 2015	3,892	7,054	8,518	12,008	15,704	100	100	100	100	100



Mosaic UK Map and Data: FLEECE, ALNWICK (201654)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- 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

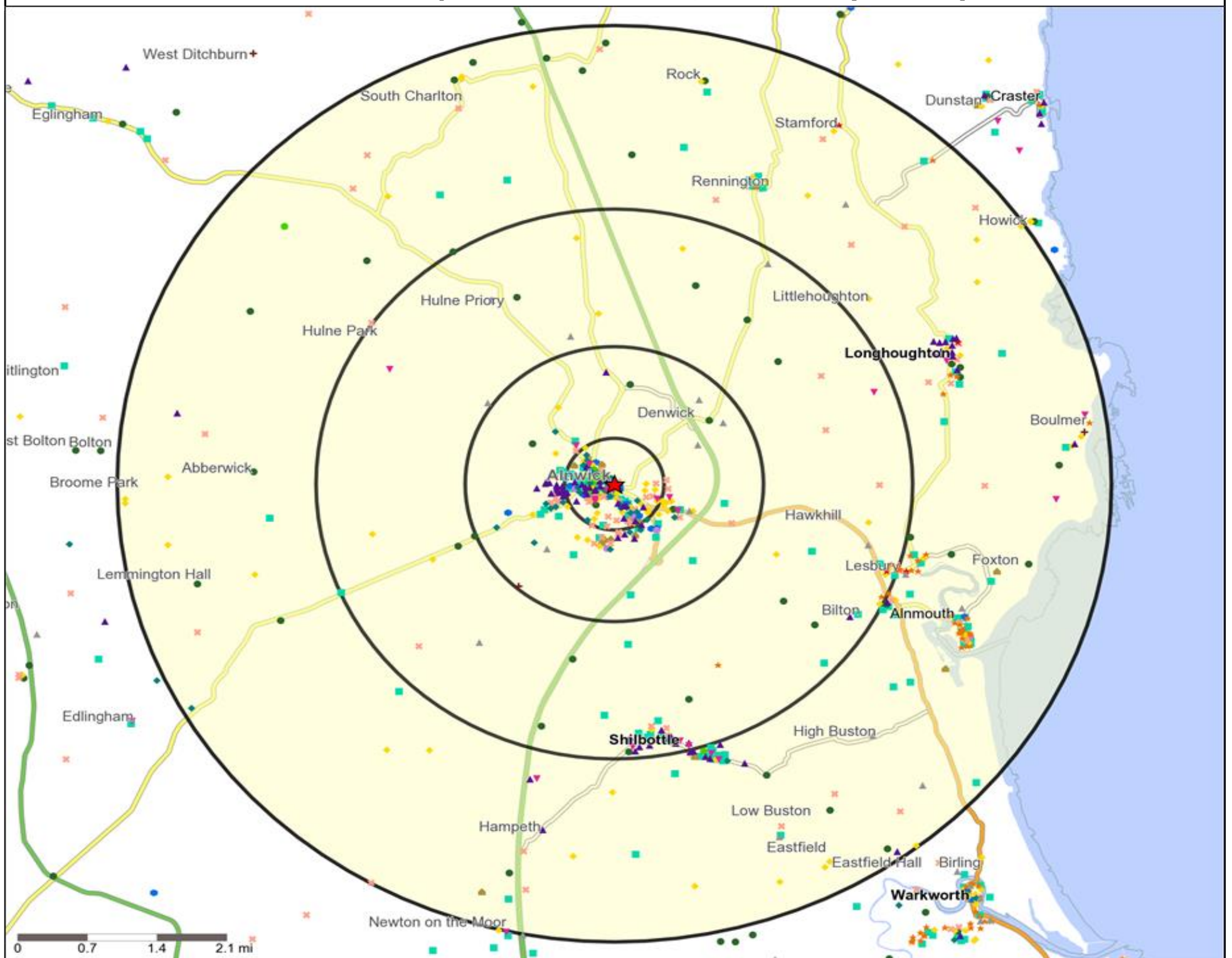
N Urban Cohesion

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+)	446	157
C Country Living (18+)	37	14
D Rural Reality (18+)	73	27
E Senior Security (18+)	290	92
F Suburban Stability (18+)	117	49
G Domestic Success (18+)	352	108
H Aspiring Homemakers (18+)	293	83
I Family Basics (18+)	120	43
J Transient Renters (18+)	282	126
K Municipal Challenge (18+)	233	102
L Vintage Value (18+)	616	251
M Modest Traditions (18+)	431	233
N Urban Cohesion (18+)	2	1
O Rental Hubs (18+)	600	200
Adults 18+ estimate 2015	3,892	100



Occasions Map and Data: FLEECE, ALNWICK (201654)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

★ 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	358	593	692	945	1,229	127	115	114	116	121
02 Early Doors	388	628	716	919	1,120	165	145	141	135	132
03 Everyday is Friday	211	381	449	579	700	105	103	104	100	97
04 Weekend Millionaires	306	571	654	902	1,025	106	107	105	108	98
05 Out On The Town	278	504	533	627	683	100	98	89	78	68
06 Business and Pleasure	69	144	187	287	373	48	54	60	69	72
07 Sporting Pints	208	379	426	502	532	68	67	64	56	48
08 Student Social	80	175	247	385	534	61	73	88	102	114
09 Leisurely Lunch	288	525	629	869	1,137	105	104	106	110	115
10 Wining and Dining	296	565	666	929	1,153	95	98	99	103	103
11 Household Outing	222	465	523	621	682	90	102	98	87	77
12 Midweek Meal Deal	112	246	303	465	721	81	96	101	116	144
13 Date Night	267	486	595	870	1,180	121	119	125	136	148
14 Birthday Treat	217	403	490	635	792	98	99	103	99	99
15 Pre Show Meal	54	116	132	179	226	71	83	80	81	82
Number of Occasions	3,354	6,181	7,242	9,714	12,087	100	100	100	100	100

Copyright © 2016 Experian Limited. Mapping: Copyright © 2015 Navteq.



Competition Map and Data: FLEECE, ALNWICK (201654)



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

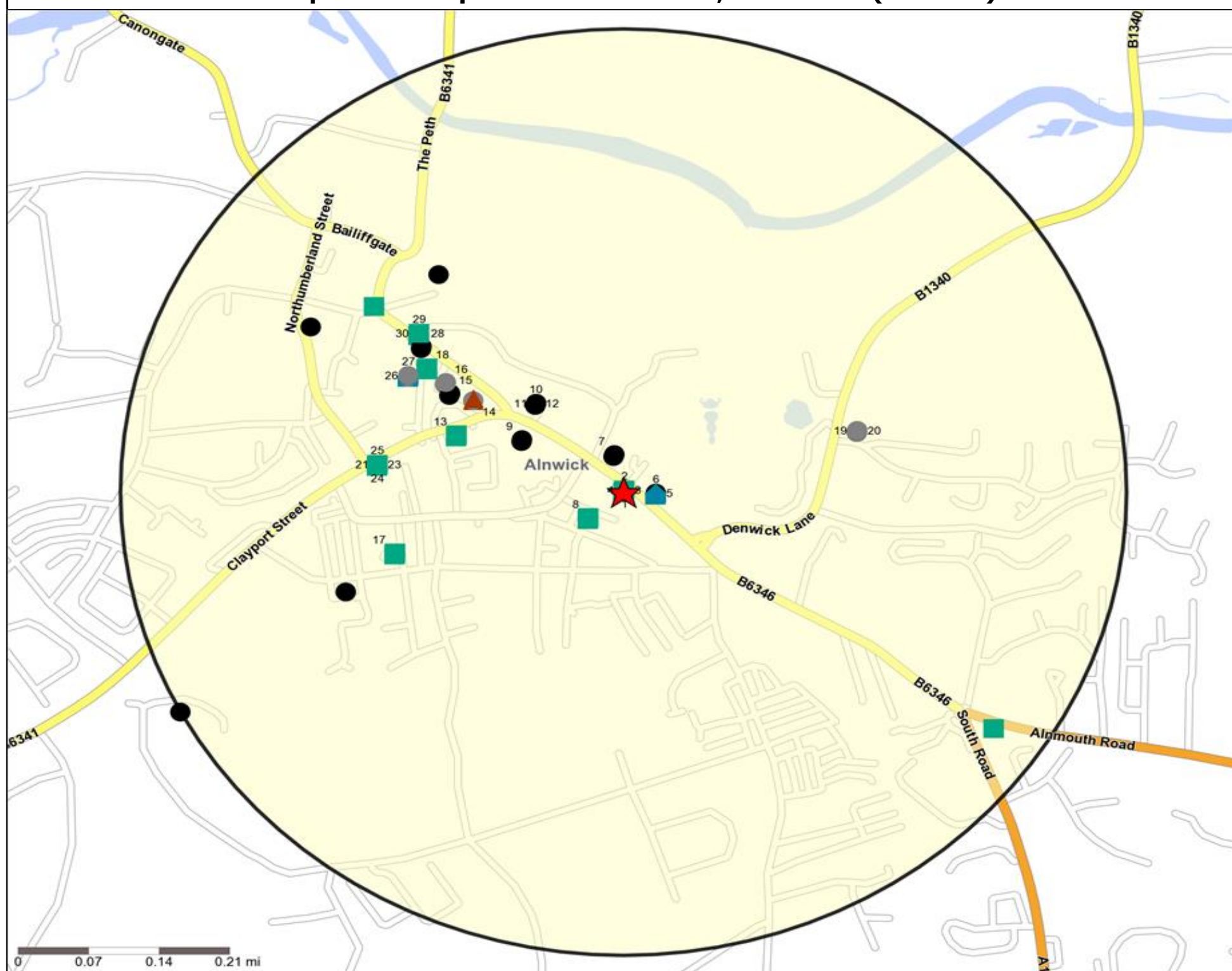


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	3	3	3	3
Circuit Bar	1	1	1	1
Community Local	12	13	15	19
Dry Led	2	2	2	4
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	19	23	24	31
Total	37	42	45	58



Competition Map and Data: FLEECE, ALNWICK (201654)



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
Café / Wine Bar	3
Circuit Bar	1
Community Local	12
Dry Led	2
Branded Food Pub	0
Rural	0
Other	19
Total	37



Local Competition: FLEECE, ALNWICK (201654)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FLEECE, ALNWICK	49 BONDGATE WITHOUT, ALNWICK, NE66 1PR	Punch Taverns	NE66 1PR	Punch Taverns	0.00
1	Hardys Bistro	16 Bondgate Without, Alnwick	Independent Free	NE66 1PR	Other	0.00
2	I Won't Tell	33 Bondgate Without, Alnwick	Independent Free	NE66 1PR	Other	0.00
3	Fleece Inn	49 Bondgate Without, Alnwick	Punch Pub Company	NE66 1PR	Community Local	0.00
4	Alnwick Squash Club	31-33 Bondgate Without, Alnwick	Independent Free	NE66 1PR	Other	0.00
5	Plough	24 Bondgate Without, Powburn, Alnwick	Punch Pub Company	NE66 1PN	Dry Led	0.03
6	Blackmores Of Alnwick	20 Bondgate Without, Alnwick	Independent Free	NE66 1PN	Other	0.03
7	Alnwick Playhouse	Bondgate Without, Alnwick	Independent Free	NE66 1PQ	Other	0.04
8	Tanners Arms	4 Hotspur Place, Alnwick	Independent Free	NE66 1QF	Community Local	0.04
9	Di Sopra Restaurant	9-13 Bondgate Within, Alnwick	Independent Free	NE66 1SX	Other	0.12
10	Art House	14 Bondgate Within, Alnwick	Independent Free	NE66 1TD	Other	0.13
11	Tower Restaurant	10 Bondgate Within, Alnwick	Independent Free	NE66 1TD	Other	0.13
12	White Swan Hotel	18 Bondgate Within, Alnwick	Independent Free	NE66 1TD	Other	0.13
13	Queens Head Hotel	25 Market Street, Alnwick	Enterprise Inns	NE66 1SS	Community Local	0.18
14	George Inn	63 Bondgate Within, Alnwick	Punch Pub Company	NE66 1HZ	Circuit Bar	0.18
15	Mivesi	2 Market Place, Alnwick	Independent Free	NE66 1HS	Other	0.20
16	Lilburns	7 Paikes Street, Alnwick	Independent Free	NE66 1HX	Cafe / Wine Bar	0.21
17	John Bull Inn	12 Howick Street, Alnwick	Independent Free	NE66 1UY	Community Local	0.24
18	Three Wise Monkeys	24 Fenkle Street, Alnwick	Independent Free	NE66 1HR	Community Local	0.24
19	Treehouse Restaurant	Denwick Lane, Alnwick	Independent Free	NE66 1YU	Other	0.24
20	Pavilion Cafe	Denwick Lane, Alnwick	Independent Free	NE66 1YU	Cafe / Wine Bar	0.24
21	Alnwick Gate	11 Clayport Street, Alnwick	Trust Inns	NE66 1LA	Community Local	0.25
22	Alnwick Working Mens Club	23 Clayport Street, Alnwick	Independent Free	NE66 1LA	Other	0.25
23	Alnwick Arms	3 Clayport Street, Alnwick	Trust Inns	NE66 1LA	Community Local	0.25
24	Varanda	17-19 Clayport Street, Alnwick	Independent Free	NE66 1LA	Other	0.25
25	Ta Clayport	Clayport Street, Alnwick	Independent Free	NE66 1LA	Other	0.25
26	Penny Black	25 Fenkle Street, Alnwick	Independent Free	NE66 1HW	Cafe / Wine Bar	0.25
27	Market Tavern	7 Fenkle Street, Alnwick	Punch Pub Company	NE66 1HW	Dry Led	0.25
28	Dalchini Restaurant	15 Narrowgate, Alnwick	Independent Free	NE66 1JH	Other	0.25
29	Dirty Bottles	32 Narrowgate, Alnwick	Independent Free	NE66 1JG	Community Local	0.27
30	Black Swan	26 Narrowgate, Alnwick	Ladhar Leisure	NE66 1JG	Community Local	0.27