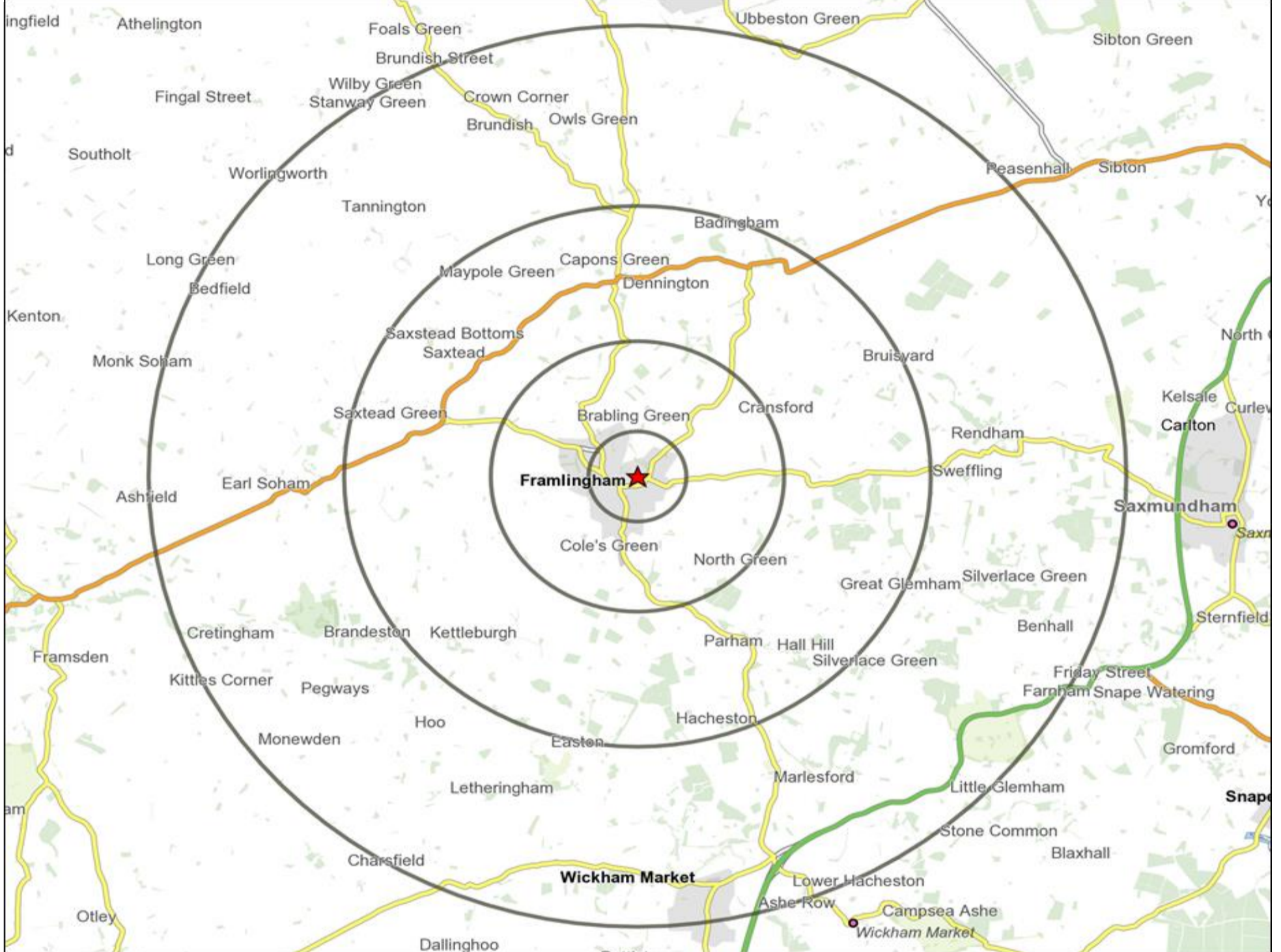




**Customer Profile Report for CASTLE, FRAMLINGHAM NR WOODB (Punch Outlet Number: 20019)  
CASTLE STREET, WOODBRIDGE, IP13 9BP (IP13 9BP)**



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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	471	653	960	2,175	2,893	93	99	92	91	88
16-17	115	128	185	346	438	184	157	143	117	108
18-24	191	227	296	599	854	78	72	59	52	54
25-34	173	209	272	591	1,024	47	44	36	34	43
35-44	280	343	576	1,314	1,779	82	77	81	82	80
45-54	322	483	970	2,323	2,994	84	97	123	129	121
55-64	275	401	807	2,081	2,738	90	101	128	145	139
65+	862	1,060	1,507	3,263	4,745	178	168	150	143	151
<b>Population estimate 2015</b>	<b>2,689</b>	<b>3,504</b>	<b>5,573</b>	<b>12,692</b>	<b>17,465</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

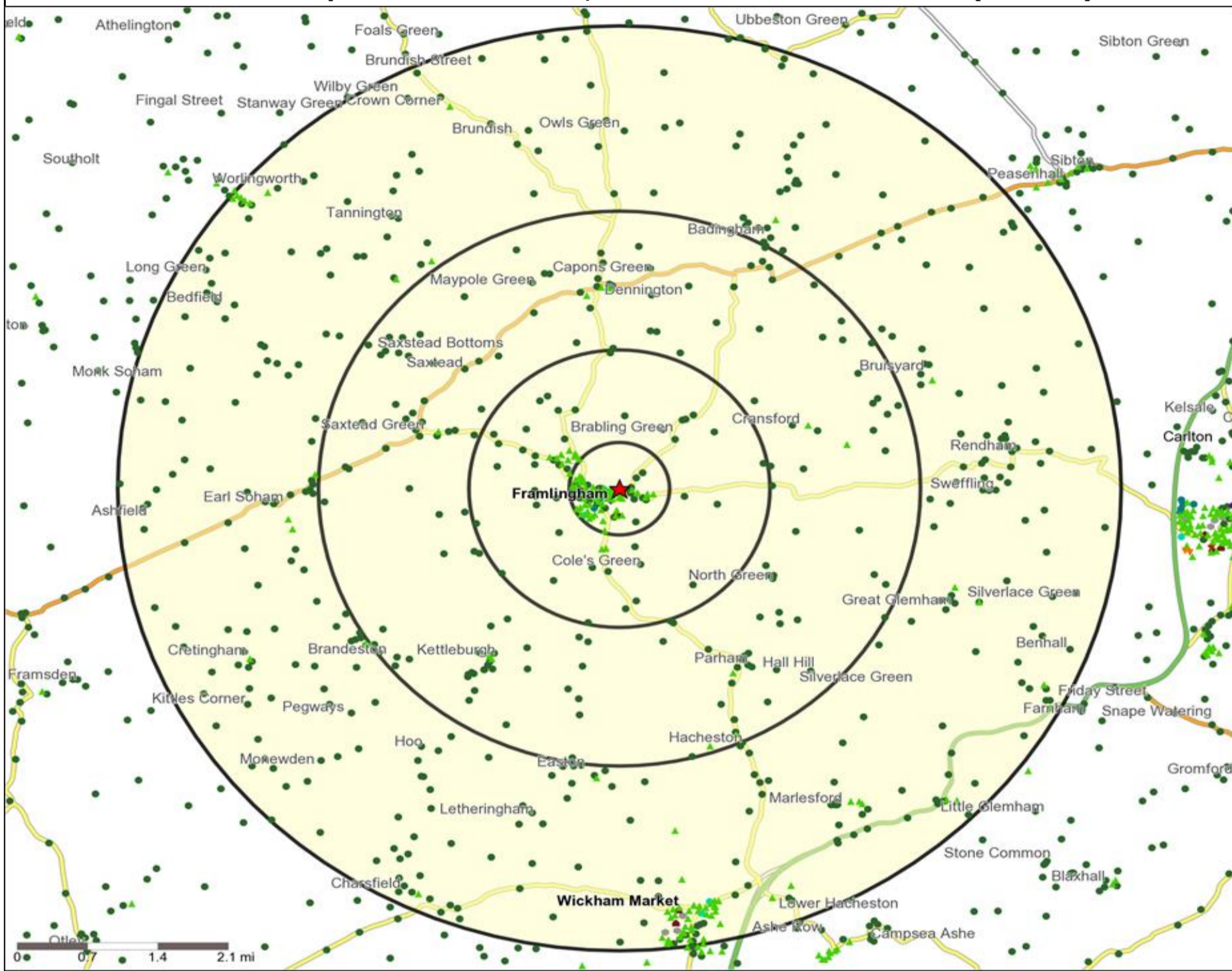
**Ethnicity - Census 2011**

	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	2,345	3,153	5,130	11,959	16,373	94%	95%	96%	98%	98%
Mixed / Multiple Ethnic Groups	34	39	51	90	128	1%	1%	1%	1%	1%
Asian / Asian British	112	119	128	155	191	4%	4%	2%	1%	1%
Black / African / Caribbean / Black British	3	3	7	17	19	0%	0%	0%	0%	0%
Other Ethnic Group	5	6	9	19	27	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>2,499</b>	<b>3,320</b>	<b>5,325</b>	<b>12,240</b>	<b>16,738</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: CASTLE, FRAMLINGHAM NR WOODB (200195)**



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

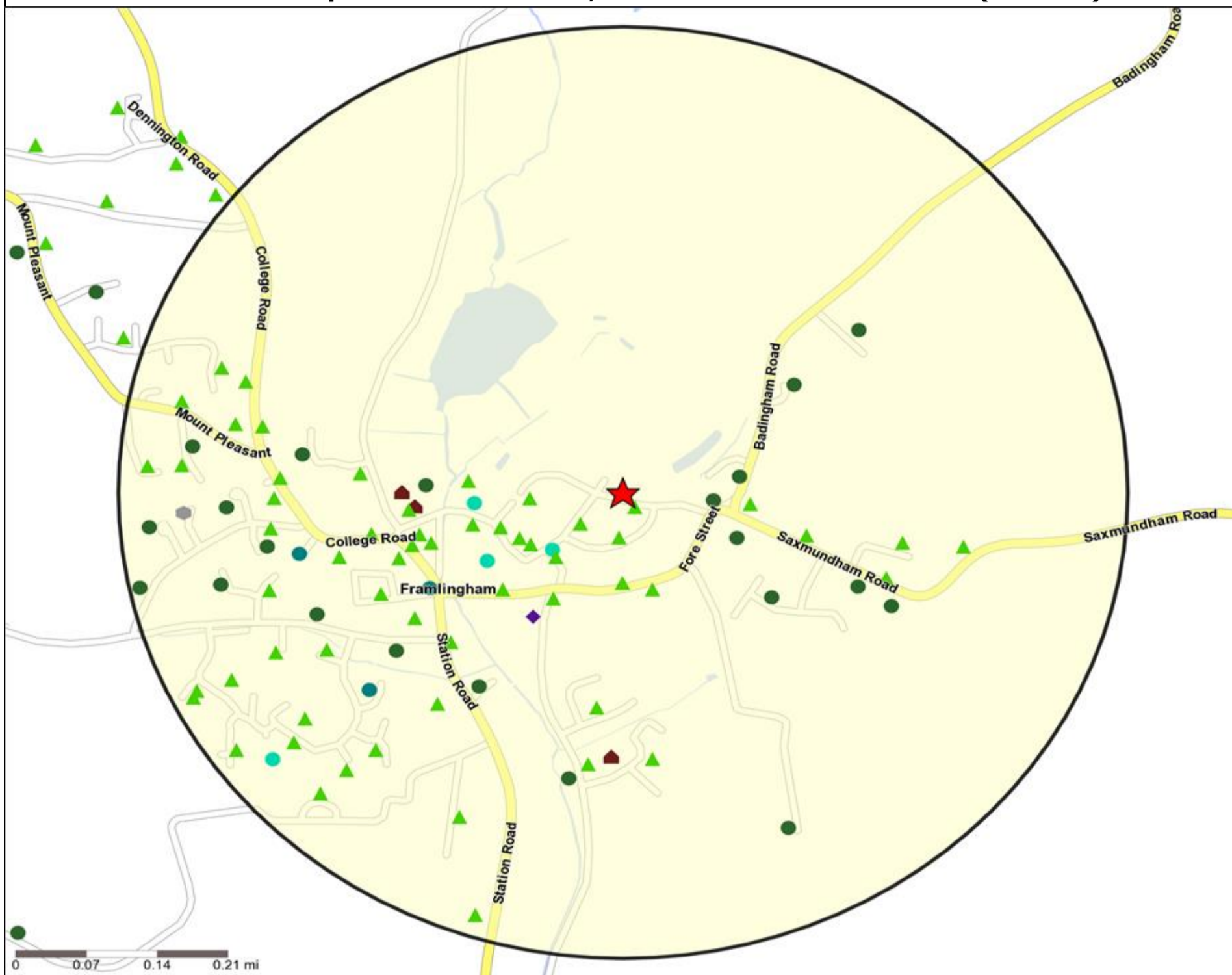
**Mosaic UK Data Table (Residential)**

	Count:					Index:				
	0 - 0.5 Miles	0 - 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
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	9	9	9	9	17	6	5	3	1	2
<b>C Country Living (18+)</b>	415	703	2,101	5,887	6,884	296	384	696	841	706
<b>D Rural Reality (18+)</b>	1,422	1,729	2,036	3,818	6,091	1,016	945	676	546	626
<b>E Senior Security (18+)</b>	5	26	26	115	201	3	12	7	14	18
<b>F Suburban Stability (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>G Domestic Success (18+)</b>	39	39	39	39	205	23	18	11	5	17
<b>H Aspiring Homemakers (18+)</b>	77	77	77	89	152	42	32	19	10	12
<b>I Family Basics (18+)</b>	0	0	0	0	114	0	0	0	0	11
<b>J Transient Renters (18+)</b>	0	0	0	0	24	0	0	0	0	3
<b>K Municipal Challenge (18+)</b>	0	0	0	0	58	0	0	0	0	7
<b>L Vintage Value (18+)</b>	52	56	56	127	240	41	34	20	20	27
<b>M Modest Traditions (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	0	0	0	0	61	0	0	0	0	6
<b>Adults 18+ estimate 2015</b>	<b>2,019</b>	<b>2,639</b>	<b>4,344</b>	<b>10,084</b>	<b>14,047</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: CASTLE, FRAMLINGHAM NR WOODB (200195)**



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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

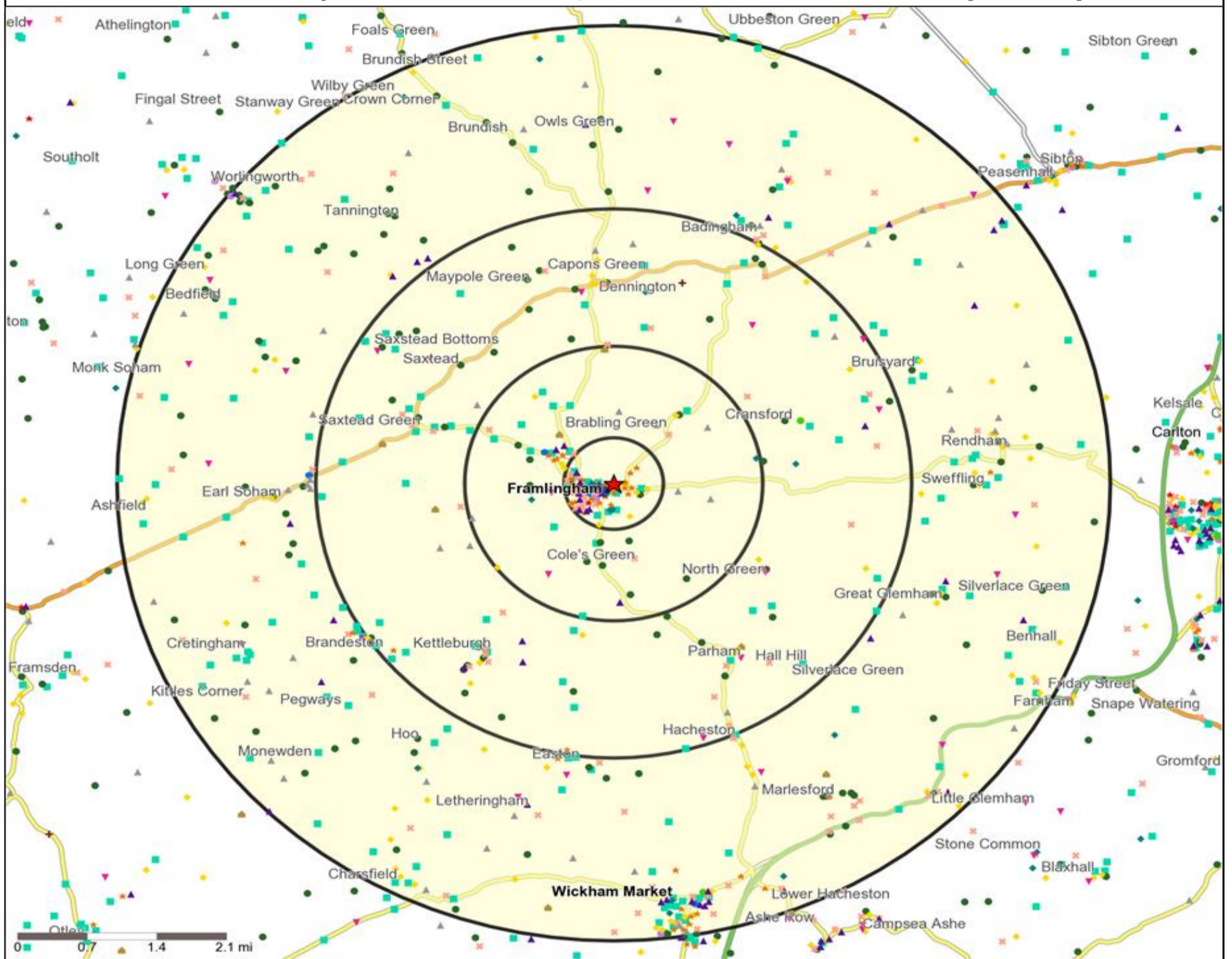
**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	9	6
C Country Living (18+)	415	296
D Rural Reality (18+)	1,422	1,016
E Senior Security (18+)	5	3
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	39	23
H Aspiring Homemakers (18+)	77	42
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	52	41
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>2,019</b>	<b>100</b>





### Occasions Map and Data: CASTLE, FRAMLINGHAM NR WOODB (200195)



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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	154	208	338	838	1,180	122	127	134	145	145
02 Early Doors	131	169	249	588	831	124	124	118	122	122
03 Everyday is Friday	95	120	162	332	511	105	103	90	81	88
04 Weekend Millionaires	87	108	162	384	633	67	64	63	65	75
05 Out On The Town	57	68	108	230	324	45	42	43	40	40
06 Business and Pleasure	35	57	114	306	385	54	68	89	104	92
07 Sporting Pints	48	58	72	153	285	35	32	26	24	32
08 Student Social	70	100	224	575	743	119	132	192	215	196
09 Leisurely Lunch	162	210	328	763	1,054	131	132	134	136	133
10 Wining and Dining	167	213	323	715	983	119	118	116	112	109
11 Household Outing	56	71	104	238	392	50	49	47	47	55
12 Midweek Meal Deal	142	176	232	432	588	227	218	187	152	146
13 Date Night	165	211	318	731	1,010	166	164	161	161	157
14 Birthday Treat	129	161	217	457	649	130	125	110	101	101
15 Pre Show Meal	14	21	50	139	178	41	47	73	89	81
<b>Number of Occasions</b>	<b>1,512</b>	<b>1,951</b>	<b>3,001</b>	<b>6,881</b>	<b>9,746</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: CASTLE, FRAMLINGHAM NR WOODB (200195)



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

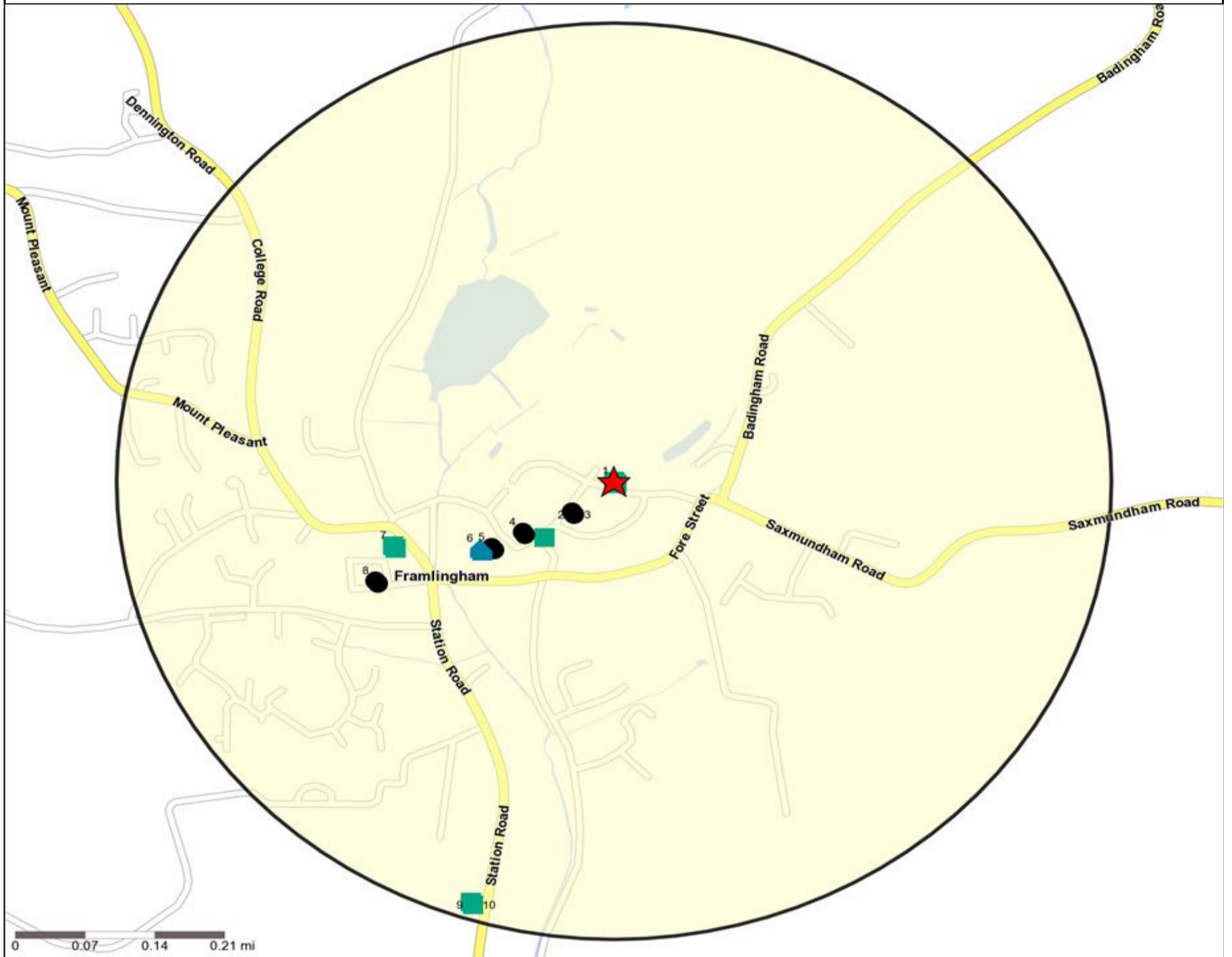
-  Location
-  Branded Food
-  Dry Led
-  Café / Wine Bar
-  Other
-  0.5, 1.5, 3 & 5 Mile Distance
-  Circuit Bar
-  Rural Character
-  Rivers, Canals and Lakes
-  Community Local

#### 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	1
Circuit Bar	0	0	0	0
Community Local	4	4	6	16
Dry Led	1	1	3	4
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	5	5	6	11
<b>Total</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>32</b>



### Competition Map and Data: CASTLE, FRAMLINGHAM NR WOODB (200195)



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	1
Branded Food Pub	0
Rural	0
Other	5
<b>Total</b>	<b>10</b>



## Local Competition: CASTLE, FRAMLINGHAM NR WOODB (200195)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CASTLE, FRAMLINGHAM NR WOODB	CASTLE STREET, WOODBIDGE, IP13 9BP	Punch Taverns	IP13 9BP	Punch Taverns	0.00
1	Castle Inn	Castle Street, Framlingham, Woodbridge	Punch Pub Company	IP13 9BP	Community Local	0.00
2	Golden Phoenix	6 Church Street, Framlingham, Woodbridge	Independent Free	IP13 9BH	Other	0.05
3	Framlingham District Conservative Club	10 Church Street, Framlingham, Woodbridge	Independent Free	IP13 9BH	Other	0.05
4	Lemontree Bistro	3 Church Street, Framlingham, Woodbridge	Independent Free	IP13 9BE	Other	0.11
5	Prince Of India	18 Market Hill, Framlingham, Woodbridge	Independent Free	IP13 9BB	Other	0.14
6	Crown Hotel	28 Market Hill, Framlingham, Woodbridge	Greene King	IP13 9AN	Dry Led	0.15
7	White Horse	27 Well Close Square, Framlingham, Woodbridge	Wellington	IP13 9DT	Community Local	0.23
8	Royal British Legion Club	6 Albert Road, Framlingham, Woodbridge	Independent Free	IP13 9EQ	Other	0.26
9	Railway Inn	9 Station Road, Framlingham, Woodbridge	Independent Free	IP13 9EE	Community Local	0.48
10	Station Hotel	Station Road, Framlingham, Woodbridge	*Other Small Retail Groups	IP13 9EE	Community Local	0.48
11	Old Mill House	The Green, Saxtead, Woodbridge	Hawthorn Leisure	IP13 9QE	Community Local	1.91
12	Queens Head	The Square, Dennington, Woodbridge	Independent Free	IP13 8AB	Community Local	2.18
13	Chequers Inn	The Street, Kettleburgh, Woodbridge	*Other Small Retail Groups	IP13 7JT	Dry Led	2.54
14	Easton Grange	Kettleburgh Road, Easton, Woodbridge	Independent Free	IP13 0EL	Other	2.79
15	White Horse	Woodbridge Road, Badingham, Woodbridge	Independent Free	IP13 8JR	Dry Led	2.80
16	Queens Head Hotel	The Street, Brandeston, Woodbridge	Unknown	IP13 7AD	Community Local	3.04
17	White Horse Inn	The Street, Easton, Woodbridge	Punch Pub Company	IP13 0ED	Community Local	3.12
18	Crown Inn	The Street, Great Glemham, Saxmundham	*Other Small Retail Groups	IP17 2DA	Community Local	3.51
19	Victoria Inn	Earl Soham, Woodbridge	*Other Small Retail Groups	IP13 7RL	Community Local	3.53
20	Cretingham Golf Club	Cretingham, Woodbridge	Independent Free	IP13 7BA	Other	3.75
21	White Horse Inn	Bruisyard Road, Rendham, Saxmundham	Independent Free	IP17 2AF	Dry Led	3.99
22	New Bell Inn	The Street, Cretingham, Woodbridge	Independent Free	IP13 7BJ	Community Local	4.17
23	Crown	Church Road, Bedfield, Woodbridge	Independent Free	IP13 7JJ	Community Local	4.32
24	Farm Cafe	Main Road, Marlesford, Woodbridge	Independent Free	IP13 0AG	Cafe / Wine Bar	4.44
25	Crown	Tannington Long Road, Brundish, Woodbridge	Independent Free	IP13 8BE	Community Local	4.59
26	Lion Inn	Main Road, Little Glemham, Woodbridge	Independent Free	IP13 0BA	Community Local	4.66
27	Glemham Hall	Little Glemham, Woodbridge	Independent Free	IP13 0BA	Other	4.66
28	Leiston St Margarets Football Club	Church Road, Little Glemham, Woodbridge	Independent Free	IP13 0BG	Other	4.69
29	New Peach Bower	56 High Street, Wickham Market, Woodbridge	Independent Free	IP13 0QU	Other	4.80
30	Three Horse Shoes	The Street, Charsfield, Woodbridge	*Other Small Retail Groups	IP13 7PY	Community Local	4.83