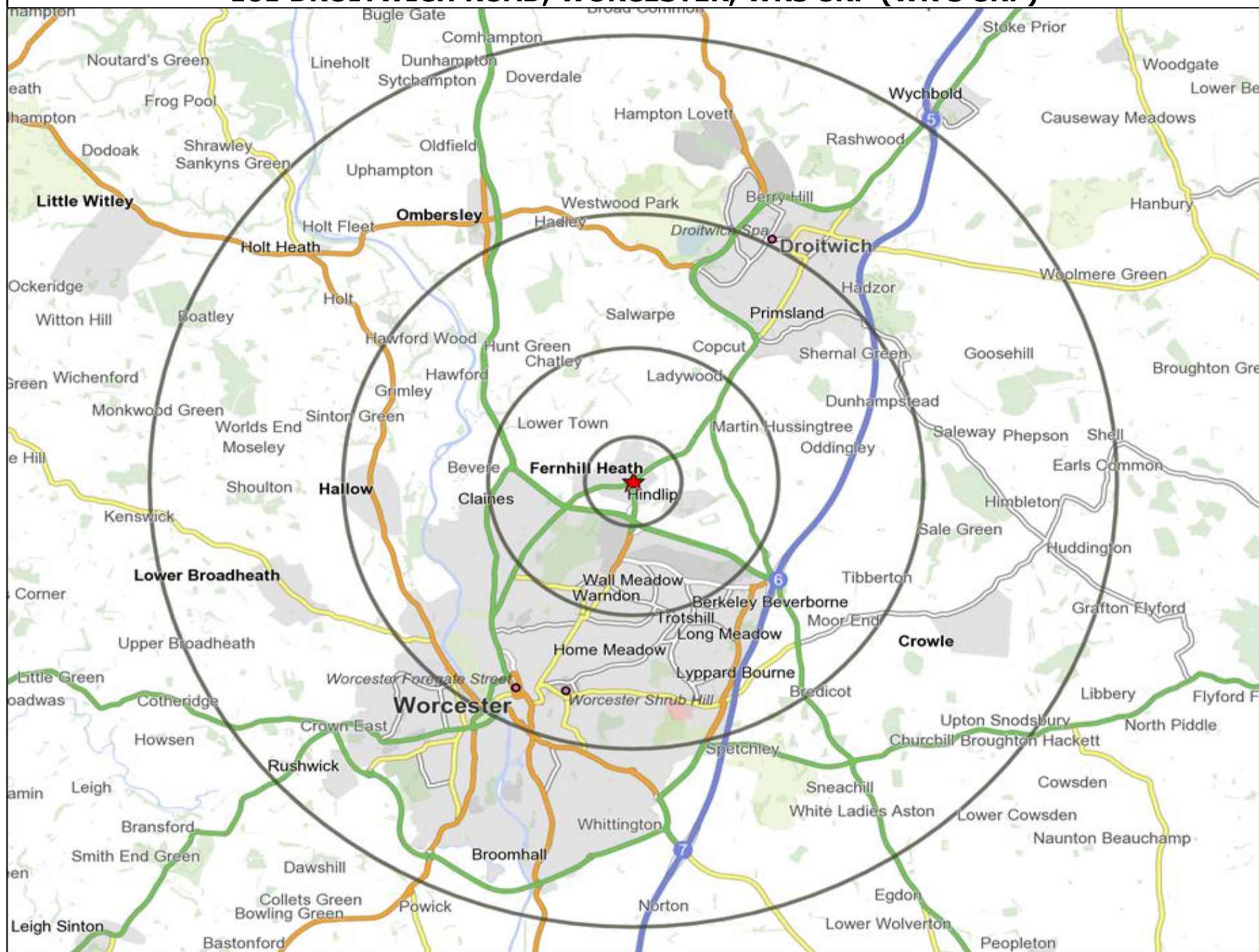




**Customer Profile Report for WHITE HART, FERNHILL HEATH (Punch Outlet Number: 203590)
161 DROITWICH ROAD, WORCESTER, WR3 8RP (WR 3 8RP)**



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

Age Data Table

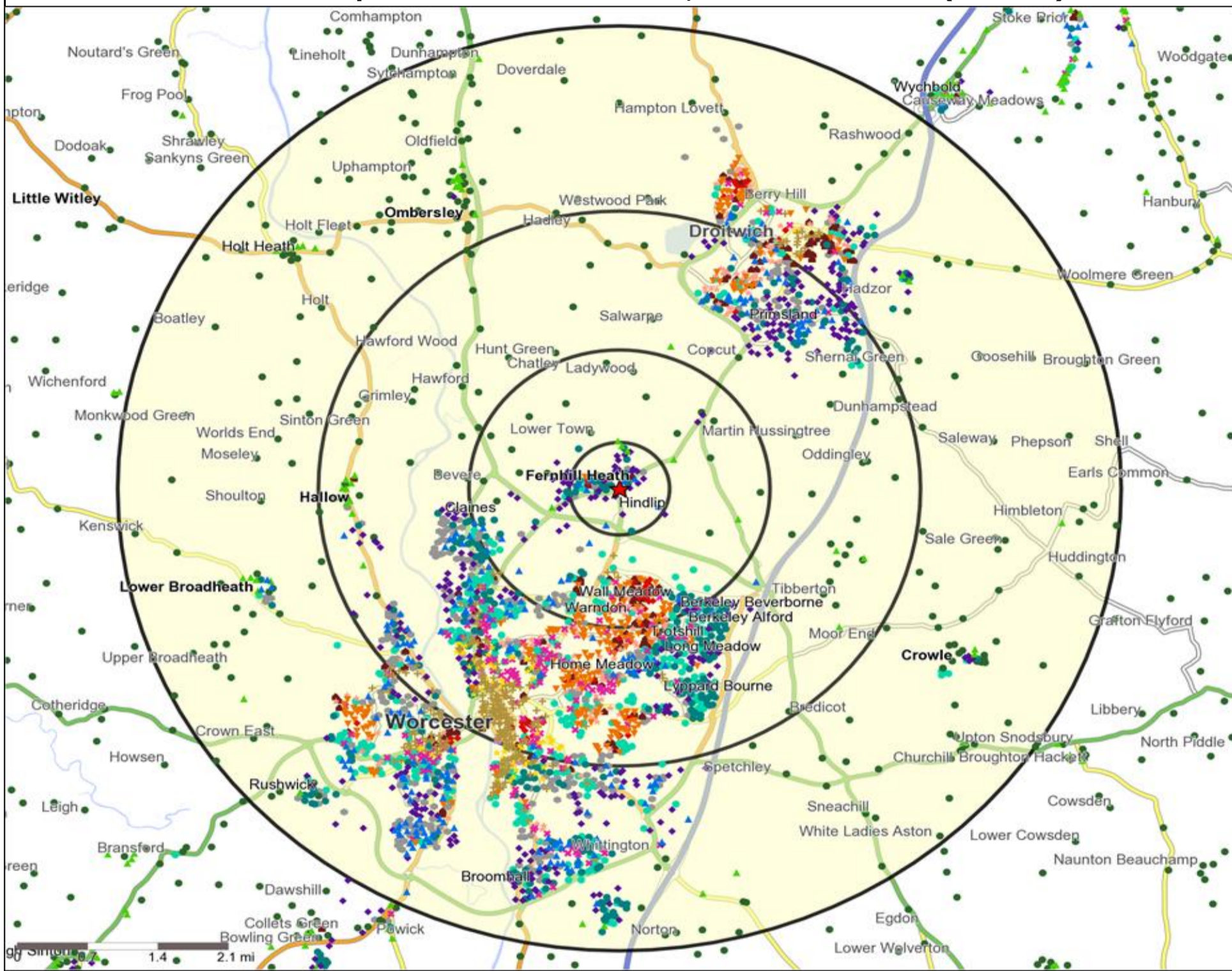
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	478	2,952	16,298	26,677	27,040	99	107	100	98	97
16-17	62	340	1,867	3,078	3,120	104	100	93	91	90
18-24	118	1,246	8,934	15,048	14,861	51	94	114	115	111
25-34	200	1,735	11,592	18,127	18,320	57	86	98	91	90
35-44	330	1,952	11,296	18,417	18,923	101	105	103	100	100
45-54	375	2,237	12,555	20,803	21,618	103	107	102	101	103
55-64	389	1,672	9,470	16,346	17,196	134	101	96	100	102
65+	612	2,565	14,785	26,607	27,488	133	97	95	102	103
Population estimate 2015	2,564	14,699	86,797	145,103	148,566	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	2,510	14,020	78,942	132,664	136,276	97%	96%	94%	95%	95%
Mixed / Multiple Ethnic Groups	24	194	1,134	1,754	1,786	1%	1%	1%	1%	1%
Asian / Asian British	28	258	3,524	4,829	4,805	1%	2%	4%	3%	3%
Black / African / Caribbean / Black British	2	59	404	571	577	0%	0%	0%	0%	0%
Other Ethnic Group	26	84	305	511	543	1%	1%	0%	0%	0%
All People (Ethnic Group)	2,590	14,615	84,309	140,329	143,987	100	100	100	100	100



Mosaic UK Map and Data: WHITE HART, FERNHILL HEATH (203590)



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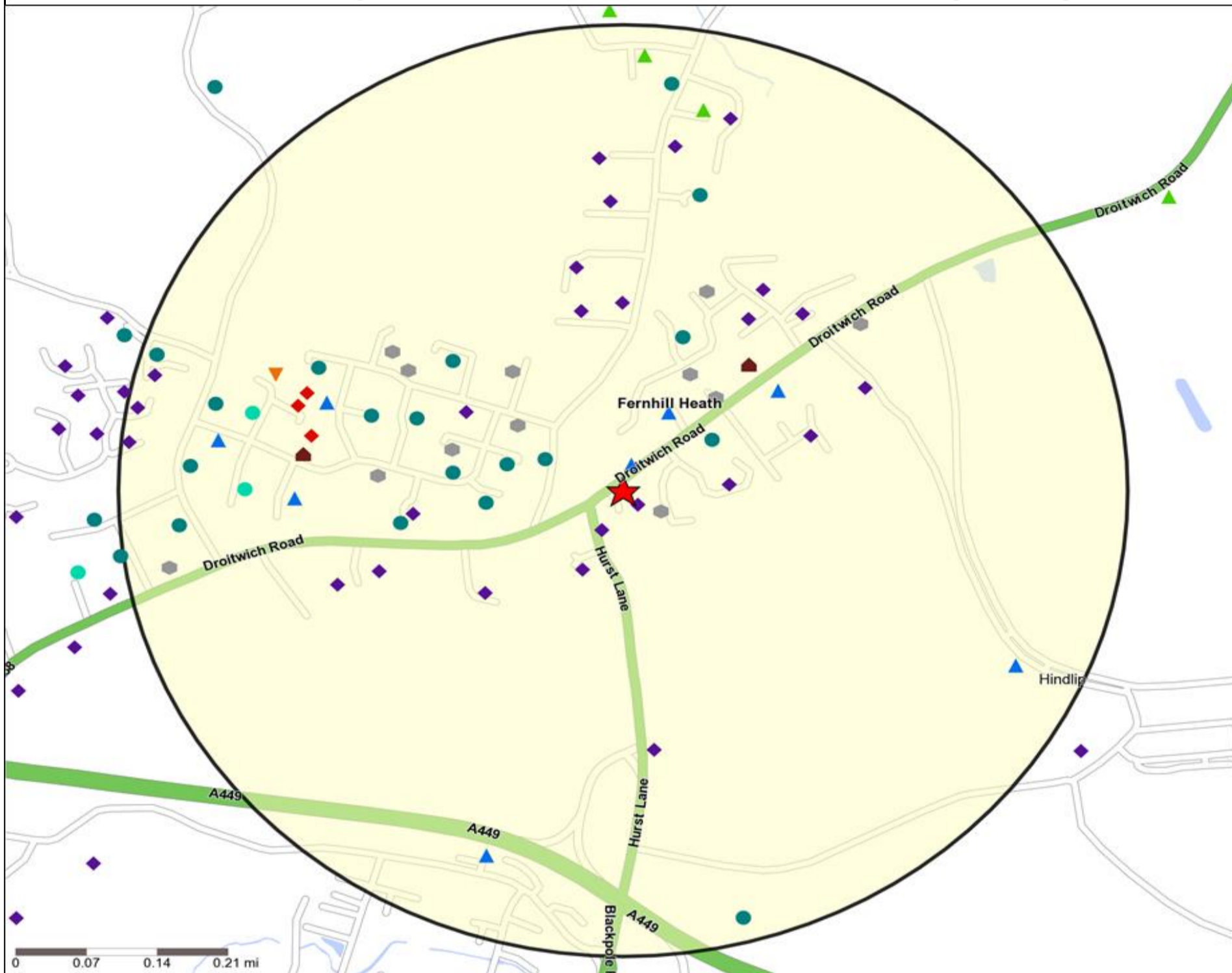
Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living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

Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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	42	64	64	0	0	1	1	1
B Prestige Positions (18+)	701	1,266	6,900	10,944	11,747	475	152	140	132	138
C Country Living (18+)	69	394	1,864	6,589	9,303	49	50	40	84	115
D Rural Reality (18+)	77	115	566	1,700	4,716	55	15	12	22	58
E Senior Security (18+)	304	918	6,432	12,227	11,197	185	99	117	133	118
F Suburban Stability (18+)	172	552	4,414	9,229	8,791	139	79	107	133	124
G Domestic Success (18+)	485	1,704	8,911	13,436	13,397	285	178	157	141	137
H Aspiring Homemakers (18+)	38	1,522	9,438	15,740	15,511	21	147	154	153	146
I Family Basics (18+)	29	1,442	6,955	9,928	8,592	20	175	143	121	102
J Transient Renters (18+)	0	269	5,172	7,544	7,576	0	41	133	115	113
K Municipal Challenge (18+)	54	1,325	1,998	2,587	2,508	45	198	50	39	37
L Vintage Value (18+)	89	1,083	3,917	6,023	5,910	70	151	92	84	81
M Modest Traditions (18+)	0	618	3,926	5,495	5,306	0	114	122	102	96
N Urban Cohesion (18+)	0	0	1,760	2,456	2,456	0	0	50	41	40
O Rental Hubs (18+)	6	198	5,232	9,388	9,323	4	23	101	107	104
Adults 18+ estimate 2015	2,024	11,406	67,527	113,350	116,397	100	100	100	100	100



Mosaic UK Map and Data: WHITE HART, FERNHILL HEATH (203590)



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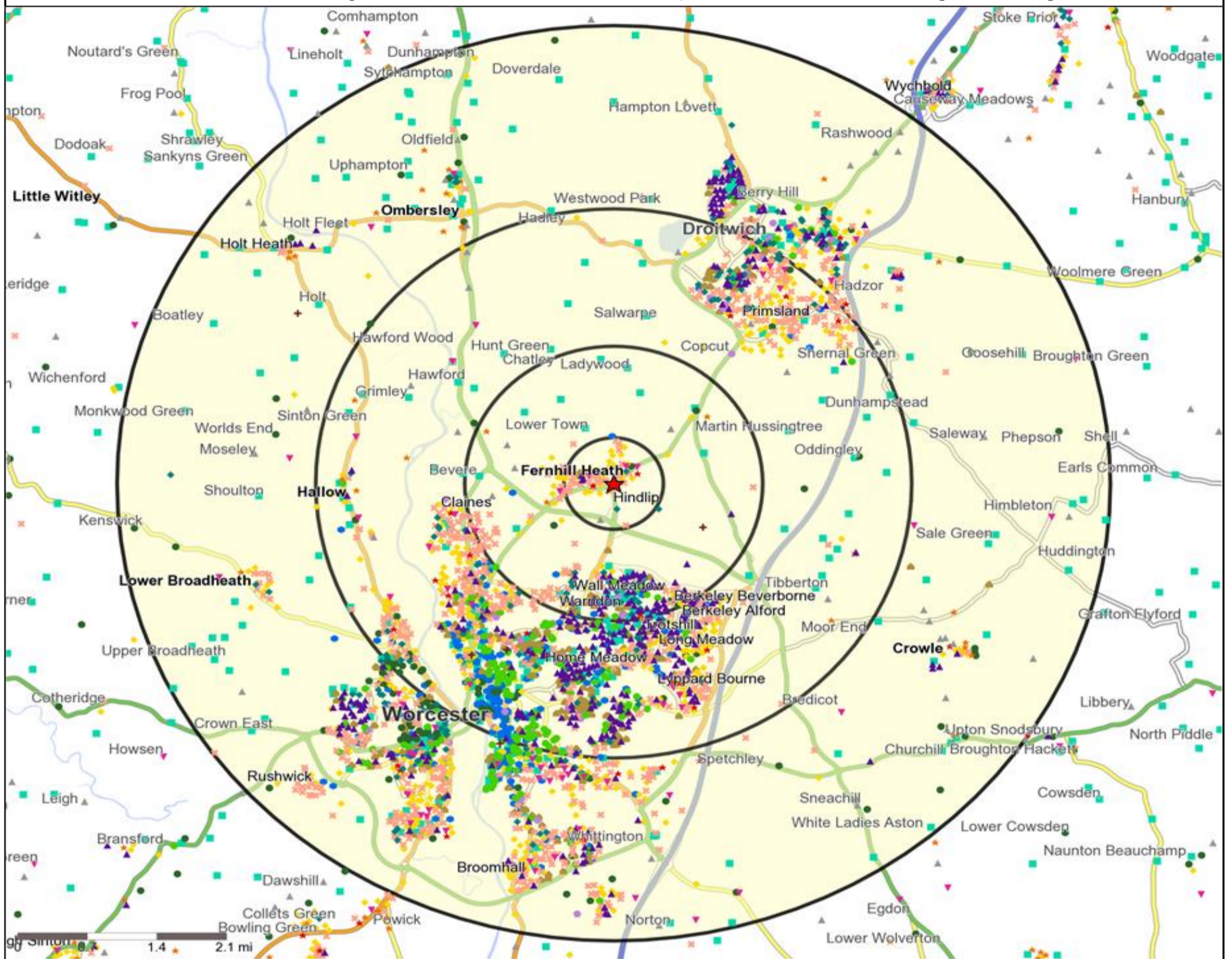
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	701	475
C Country Living (18+)	69	49
D Rural Reality (18+)	77	55
E Senior Security (18+)	304	185
F Suburban Stability (18+)	172	139
G Domestic Success (18+)	485	285
H Aspiring Homemakers (18+)	38	21
I Family Basics (18+)	29	20
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	54	45
L Vintage Value (18+)	89	70
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	6	4
Adults 18+ estimate 2015	2,024	100



Occasions Map and Data: WHITE HART, FERNHILL HEATH (203590)



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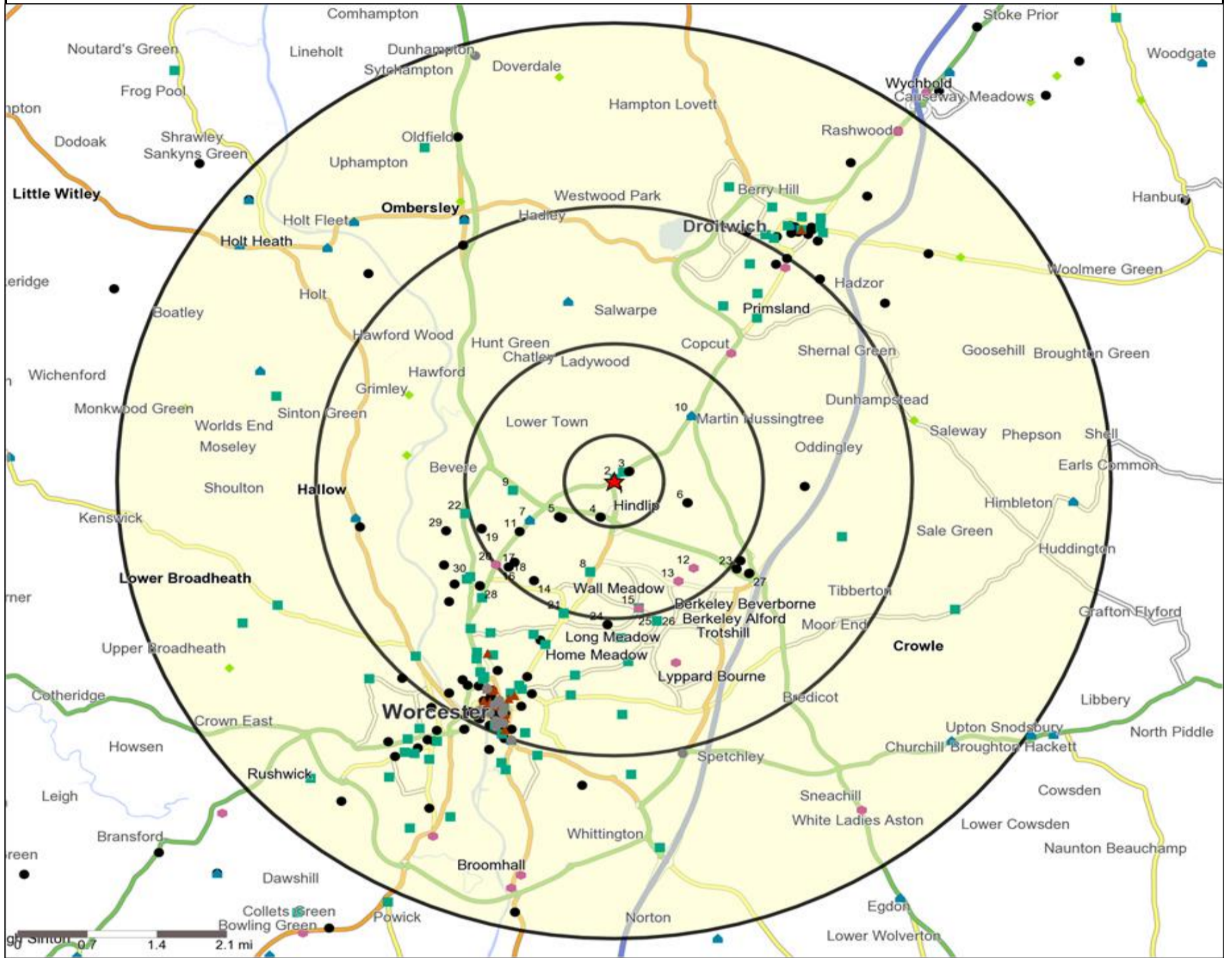
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ★ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 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	107	965	4,576	7,820	8,142	79	104	87	91	93
02 Early Doors	122	884	4,252	7,112	7,254	107	114	96	99	99
03 Everyday is Friday	90	711	4,161	6,632	6,738	93	107	110	108	108
04 Weekend Millionaires	79	1,222	5,680	8,681	8,531	56	128	104	98	95
05 Out On The Town	112	968	6,051	9,381	9,259	83	105	115	110	107
06 Business and Pleasure	48	335	2,257	3,836	4,045	69	71	83	87	90
07 Sporting Pints	54	783	5,167	7,727	7,546	36	77	89	82	79
08 Student Social	83	315	2,248	4,133	4,342	132	73	92	104	107
09 Leisurely Lunch	157	861	4,844	8,136	8,368	118	95	94	97	98
10 Wining and Dining	226	973	5,837	9,734	9,985	150	95	100	102	103
11 Household Outing	107	899	5,222	8,258	8,192	90	110	113	109	107
12 Midweek Meal Deal	36	524	2,609	4,194	4,336	54	115	100	99	100
13 Date Night	197	689	4,578	7,833	8,225	184	95	110	116	119
14 Birthday Treat	164	702	4,041	6,681	6,960	153	96	97	99	101
15 Pre Show Meal	43	236	1,561	2,618	2,664	117	94	109	112	112
Number of Occasions	1,625	11,067	63,084	102,776	104,587	100	100	100	100	100



Competition Map and Data: WHITE HART, FERNHILL HEATH (203590)



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

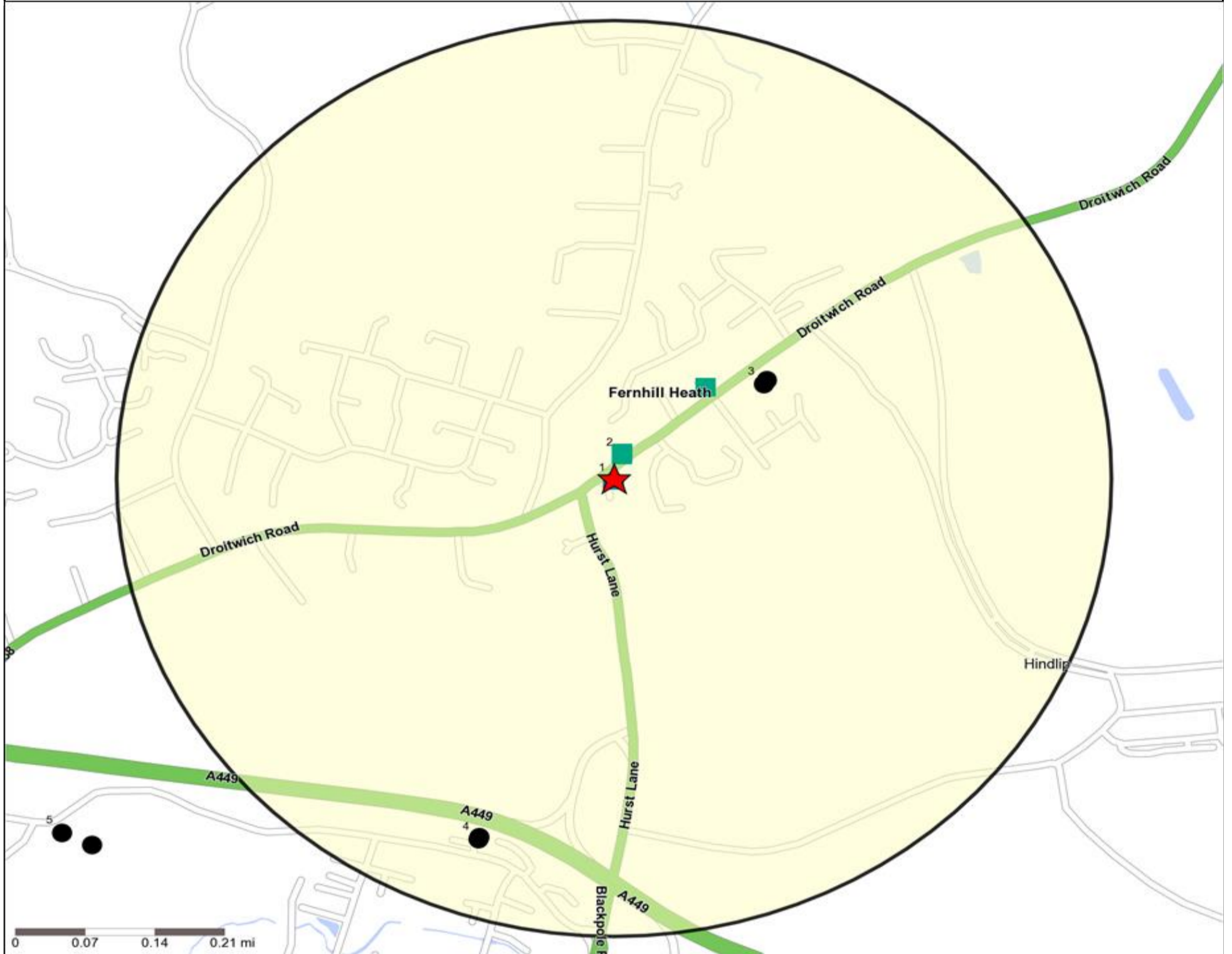
- ★ Location
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

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	14	17
Circuit Bar	0	0	23	24
Community Local	1	3	41	73
Dry Led	1	3	6	17
Branded Food Pub	0	3	8	13
Rural	0	0	2	9
Other	2	10	80	126
Total	4	19	174	279



Competition Map and Data: WHITE HART, FERNHILL HEATH (203590)



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	1
Dry Led	1
Branded Food Pub	0
Rural	0
Other	2
Total	4



Local Competition: WHITE HART, FERNHILL HEATH (203590)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WHITE HART, FERNHILL HEATH	161 DROITWICH ROAD, WORCESTER, WR3 8RP	Punch Taverns	WR 3 8RP	Punch Taverns	0.00
1	White Hart	161 Droitwich Road, Fernhill Heath, Worcester	Punch Pub Company	WR 3 8RP	Dry Led	0.00
2	Bull Inn	152 Droitwich Road, Fernhill Heath, Worcester	Marston's	WR 3 8RS	Community Local	0.03
3	Fernhill Heath War Memorial Hall	73 Droitwich Road, Fernhill Heath, Worcester	Independent Free	WR 3 8RJ	Other	0.18
4	Bridges	Hindlip Lane, Hindlip, Worcester	Independent Free	WR 3 8SB	Other	0.42
5	Ravenmeadow Golf Club	Hindlip Lane, Hindlip, Worcester	Independent Free	WR 3 8SA	Other	0.68
6	West Mercia Police Club	Hindlip Hall, Hindlip, Worcester	Independent Free	WR 3 8SP	Other	0.78
7	Raven	Droitwich Road, Claines, Worcester	Enterprise Inns	WR 3 7SR	Dry Led	0.95
8	Blackpole	Blackpole Road, Worcester	Marston's	WR 3 8SQ	Community Local	1.02
9	Mug House	Cornmeadow Lane, Claines, Worcester	Marston's	WR 3 7RN	Community Local	1.02
10	Swan	Droitwich Road, Martin Hussingtree, Worcester	Marston's	WR 3 8TE	Dry Led	1.06
11	Worcester Garden Centre	Droitwich Road, Worcester	Wyevale Garden Centres	WR 3 7SW	Other	1.10
12	Three Pears	Wainwright Road, Worcester	Whitbread	WR 4 9FA	Branded Food	1.24
13	Barn Owl	Berkeley Way, Warndon, Worcester	Marston's	WR 4 9UP	Branded Food	1.27
14	Perdiswell Leisure Centre	Bilford Road, Worcester	Independent Free	WR 3 8DX	Other	1.35
15	Glovers Needle	Windermere Drive, Worcester	Greene King	WR 4 9JB	Branded Food	1.41
16	Old Elizabethans Cricket Club	Droitwich Road, Perdiswell, Worcester	Independent Free	WR 3 7SN	Other	1.42
17	Nuffield Health Fitness & Wellbeing Centre	Droitwich Road, Claines, Worcester	Cannons Group Ltd	WR 3 7SN	Other	1.42
18	Bowl X-Treme	Droitwich Road, Worcester	Independent Free	WR 3 7SN	Other	1.42
19	Royal British Legion Club	Cornmeadow Lane, Claines, Worcester	Independent Free	WR 3 7PL	Other	1.43
20	Perdiswell	Droitwich Road, Perdiswell, Worcester	Mitchells & Butlers	WR 3 7JU	Branded Food	1.50
21	New Chequers	129 Astwood Road, Worcester	Punch Pub Company	WR 3 8HD	Community Local	1.53
22	New Inn	Ombersley Road, Worcester	Marston's	WR 3 7DH	Community Local	1.54
23	David Lloyd Leisure	Warriors Way, Hindlip, Worcester	Versailles Bidco Ltd	WR 3 8ZE	Other	1.56
24	Majestic Bingo Social Club	Derwent Close, Warndon, Worcester	Independent Free	WR 4 9TY	Other	1.57
25	Archdale Club	Windermere Drive, Worcester	Independent Free	WR 4 9HY	Other	1.59
26	Prince Of Wales	Windermere Drive, Worcester	Marston's	WR 4 9HY	Community Local	1.59
27	Worcester Rugby Union Football Club	Pershore Lane, Warndon, Worcester	Independent Free	WR 4 0AA	Other	1.69
28	St Stephens Working Mens Club	Penbury Street, Worcester	Independent Free	WR 3 7JD	Other	1.77
29	Eastbank Court	Northwick Road, Worcester	Unknown	WR 3 7EW	Other	1.77
30	Vine Inn	131 Ombersley Road, Worcester	Punch Pub Company	WR 3 7BU	Community Local	1.78