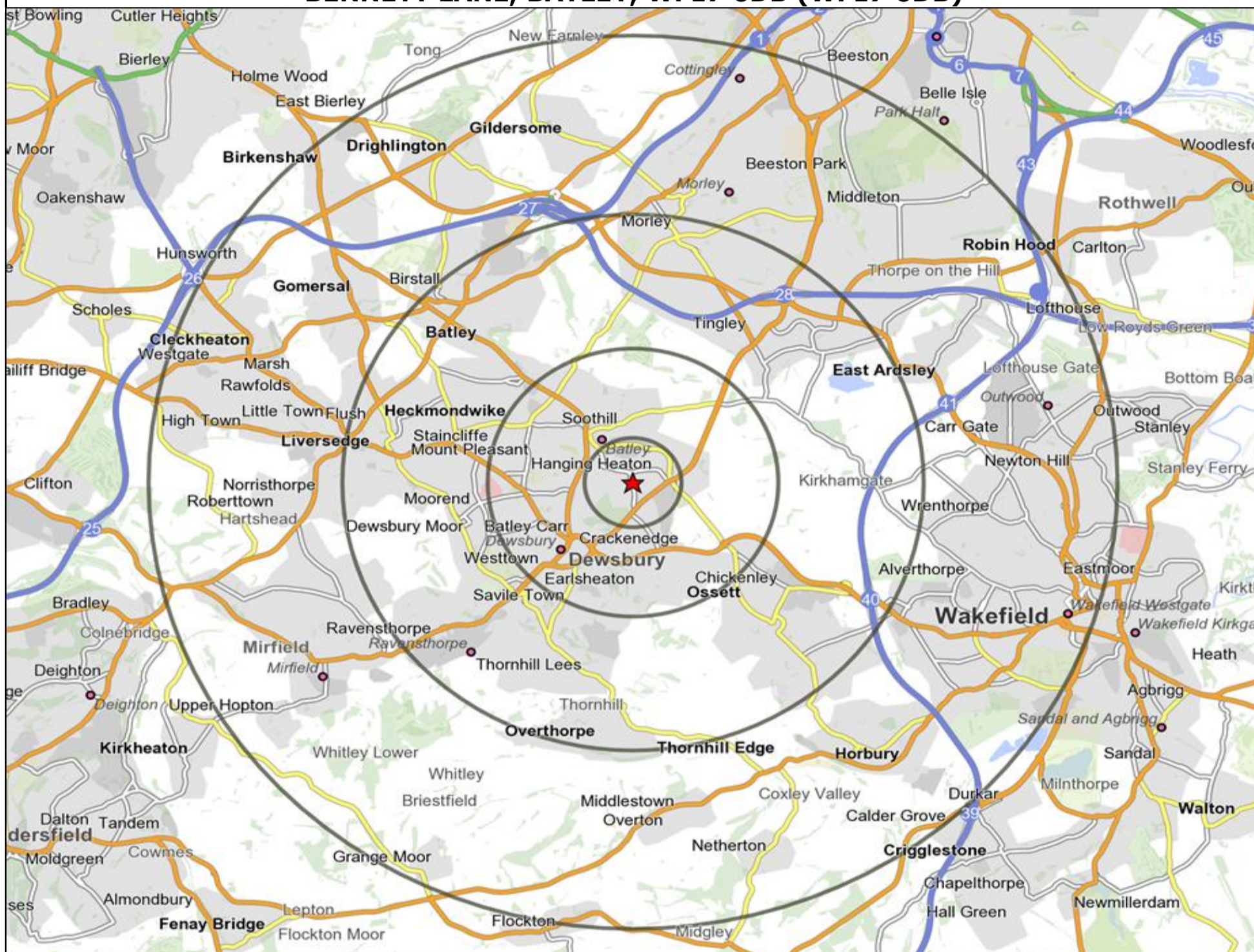




**Customer Profile Report for FOX & HOUNDS, BATLEY (Punch Outlet Number: 670019)
BENNETT LANE, BATLEY, WF17 6DB (WF17 6DB)**



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

Age Data Table

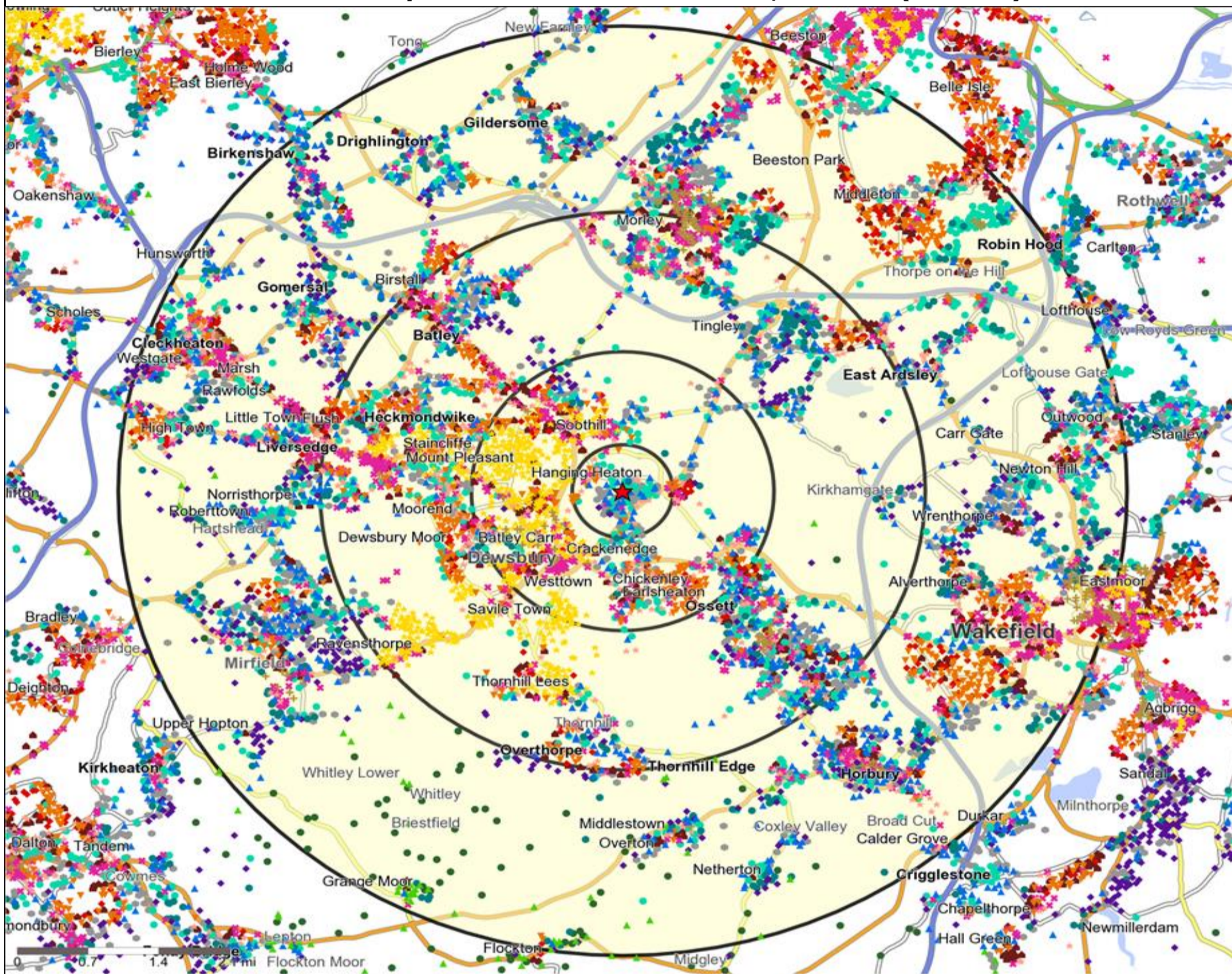
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	987	12,461	37,209	75,471	70,454	91	127	122	111	114
16-17	134	1,440	4,393	8,976	8,268	100	118	116	107	108
18-24	474	5,123	14,364	29,221	27,469	91	108	97	89	92
25-34	678	8,135	23,781	50,585	47,607	86	113	107	102	106
35-44	750	6,666	21,123	47,430	43,235	103	100	102	103	103
45-54	953	6,448	21,442	50,645	45,772	117	87	93	99	98
55-64	698	4,850	16,578	39,700	35,198	107	82	90	97	94
65+	1,081	7,320	23,910	59,424	52,005	104	78	82	91	88
Population estimate 2015	5,755	52,443	162,800	361,452	330,008	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	5,008	30,291	114,262	295,022	262,623	88%	57%	71%	84%	81%
Mixed / Multiple Ethnic Groups	73	779	2,351	5,039	4,865	1%	1%	1%	1%	2%
Asian / Asian British	560	21,304	42,126	48,174	49,965	10%	40%	26%	14%	15%
Black / African / Caribbean / Black British	16	225	714	3,227	3,528	0%	0%	0%	1%	1%
Other Ethnic Group	7	168	598	1,411	1,489	0%	0%	0%	0%	0%
All People (Ethnic Group)	5,664	52,767	160,051	352,873	322,470	100	100	100	100	100



Mosaic UK Map and Data: FOX & HOUNDS, BATLEY (670019)



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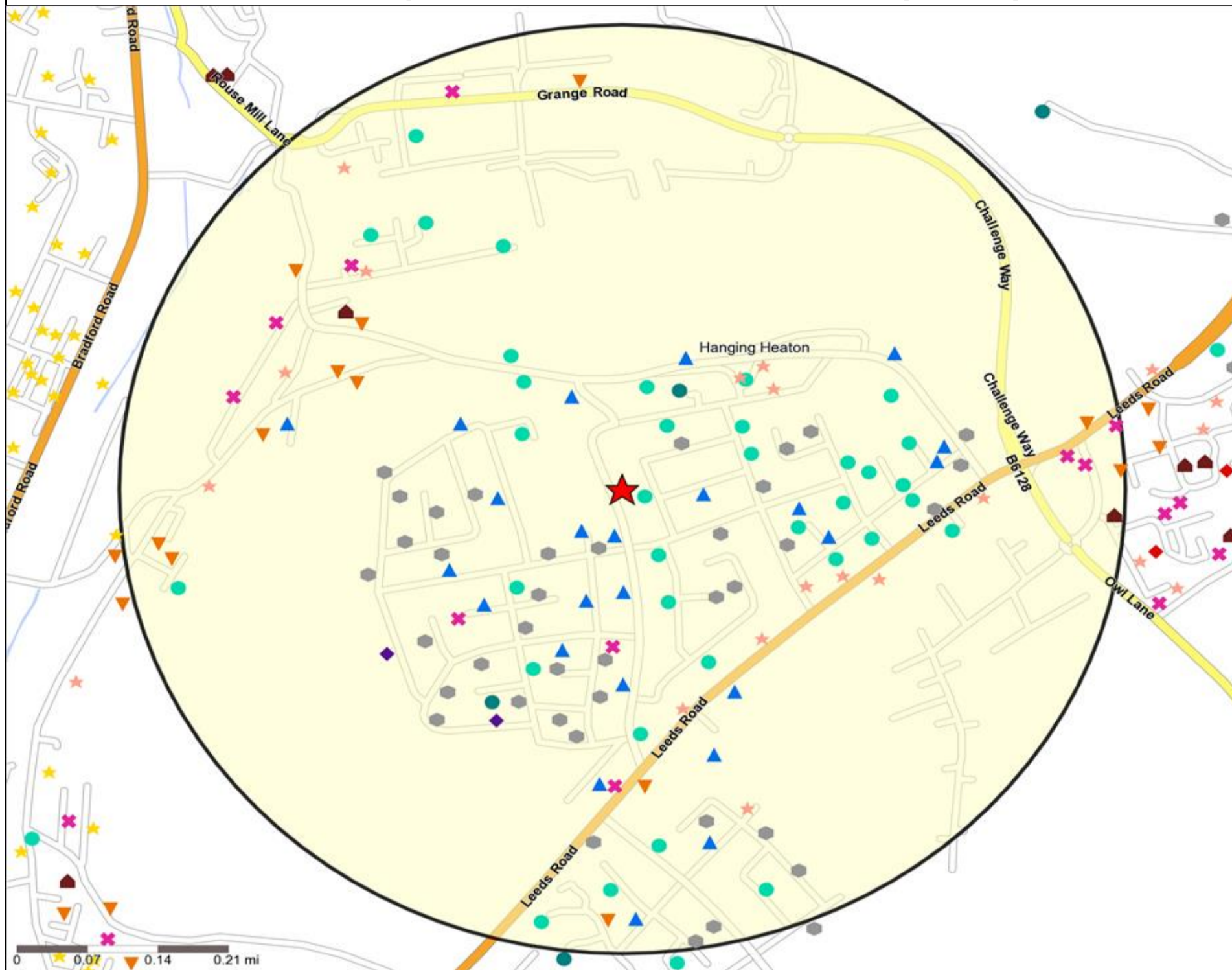
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	2	11	11	0	0	0	0	0
B Prestige Positions (18+)	74	325	2,815	10,687	8,030	22	12	32	53	44
C Country Living (18+)	0	0	12	678	139	0	0	0	4	1
D Rural Reality (18+)	0	0	32	1,236	316	0	0	0	6	2
E Senior Security (18+)	1,132	3,392	11,776	31,810	27,702	301	108	120	142	136
F Suburban Stability (18+)	835	2,436	10,063	28,961	24,034	295	104	136	172	157
G Domestic Success (18+)	47	384	4,704	16,788	14,103	12	12	46	72	67
H Aspiring Homemakers (18+)	1,025	3,559	16,727	42,922	37,535	243	102	152	171	165
I Family Basics (18+)	525	4,302	12,508	28,834	27,270	157	155	143	145	151
J Transient Renters (18+)	256	3,241	11,530	26,516	27,219	96	146	165	167	188
K Municipal Challenge (18+)	13	2,226	5,305	12,281	11,517	5	98	75	76	78
L Vintage Value (18+)	36	2,624	8,991	23,501	21,638	12	108	118	135	137
M Modest Traditions (18+)	540	2,123	9,561	19,763	17,785	245	116	166	151	149
N Urban Cohesion (18+)	147	12,847	24,898	25,671	27,028	61	638	393	178	206
O Rental Hubs (18+)	0	1,046	2,227	6,064	6,059	0	35	24	29	31
Adults 18+ estimate 2015	4,630	38,505	121,151	275,723	250,386	100	100	100	100	100



Mosaic UK Map and Data: FOX & HOUNDS, BATLEY (670019)



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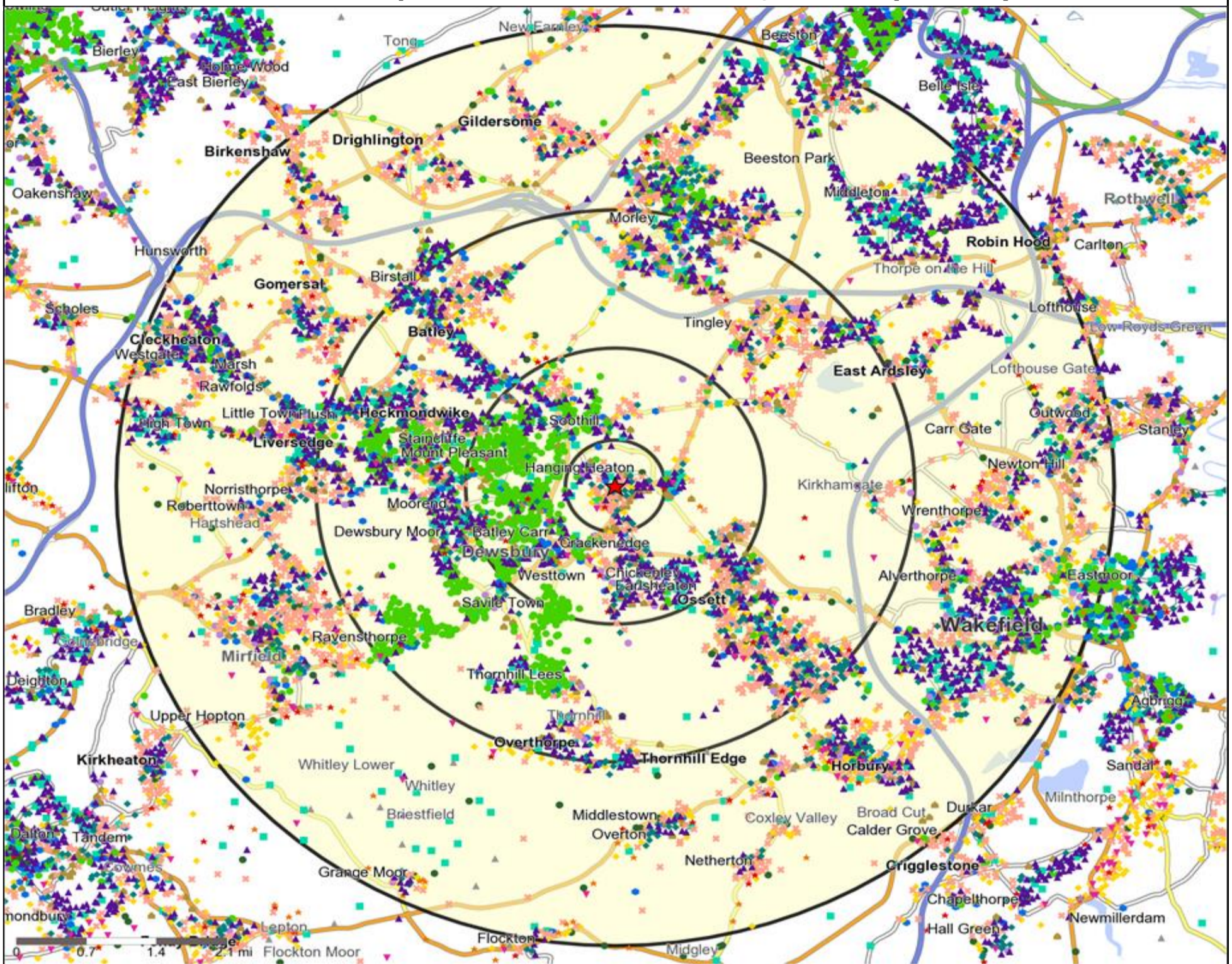
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- C Country Living
- E Senior Security
- F Suburban Stability
- G Domestic Success
- D Rural Reality
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban 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+)	74	22
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,132	301
F Suburban Stability (18+)	835	295
G Domestic Success (18+)	47	12
H Aspiring Homemakers (18+)	1,025	243
I Family Basics (18+)	525	157
J Transient Renters (18+)	256	96
K Municipal Challenge (18+)	13	5
L Vintage Value (18+)	36	12
M Modest Traditions (18+)	540	245
N Urban Cohesion (18+)	147	61
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	4,630	100



Occasions Map and Data: FOX & HOUNDS, BATLEY (670019)



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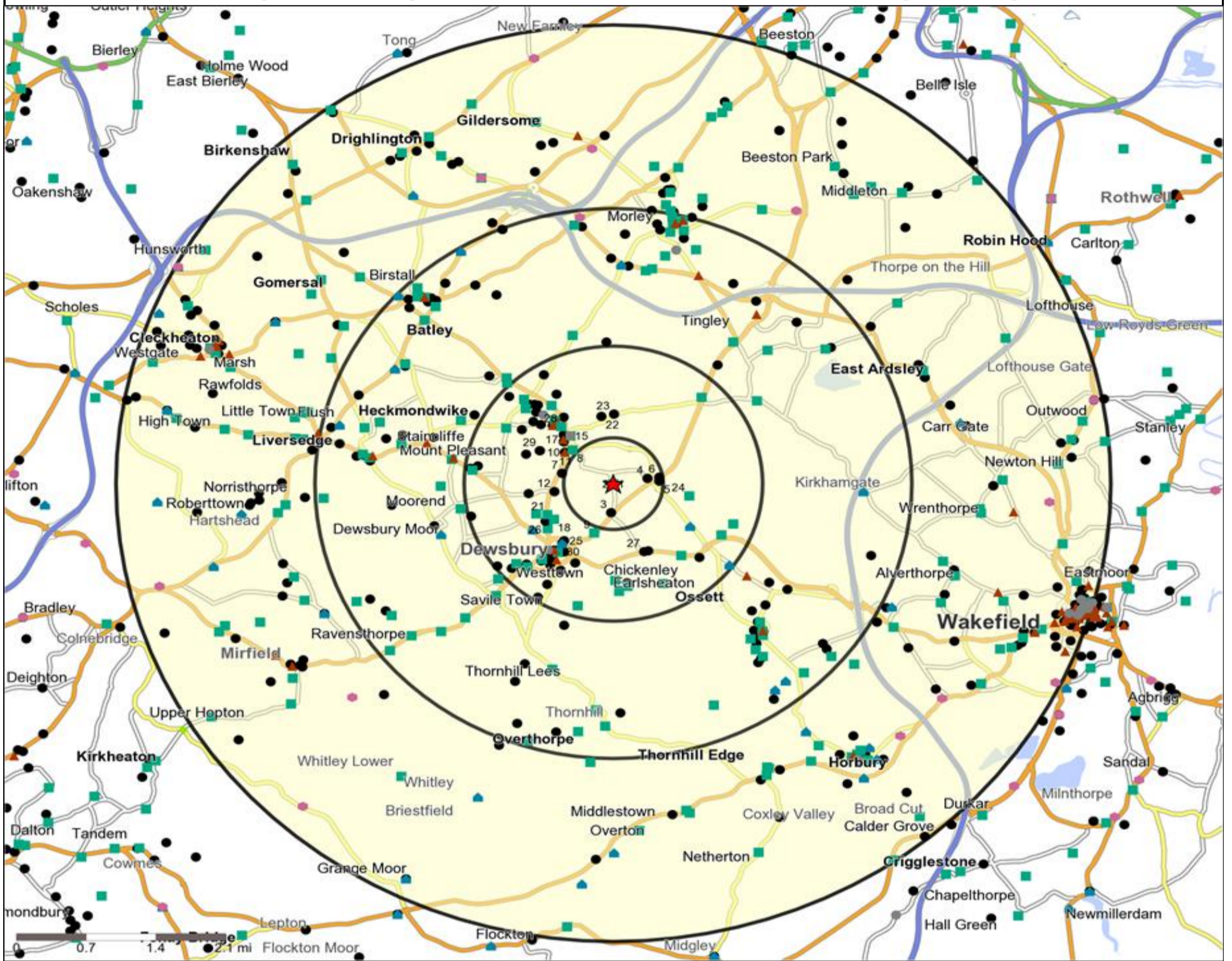
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 10 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	245	3,177	9,490	21,205	19,643	72	99	96	97	98
02 Early Doors	314	2,377	8,342	21,004	18,628	110	88	101	115	111
03 Everyday is Friday	282	1,662	6,066	15,216	13,769	116	72	86	97	96
04 Weekend Millionaires	419	3,206	10,866	27,137	25,042	119	97	107	120	121
05 Out On The Town	361	2,599	8,919	22,009	20,547	107	81	91	101	103
06 Business and Pleasure	104	1,776	4,574	8,363	7,979	60	108	91	75	77
07 Sporting Pints	319	6,146	15,164	25,701	25,404	85	174	141	107	115
08 Student Social	108	640	2,394	5,846	5,106	68	43	52	58	55
09 Leisurely Lunch	306	3,709	10,415	21,406	19,697	92	118	108	100	101
10 Wining and Dining	413	3,141	9,880	22,659	20,182	109	88	90	93	91
11 Household Outing	387	4,302	12,216	24,411	22,628	129	152	141	127	128
12 Midweek Meal Deal	216	2,115	6,032	12,301	11,633	128	133	124	114	117
13 Date Night	257	1,032	4,747	13,814	11,832	96	41	61	80	75
14 Birthday Treat	236	2,027	6,741	15,369	13,780	88	80	87	89	87
15 Pre Show Meal	105	538	1,893	4,794	4,280	114	62	71	81	79
Number of Occasions	4,072	38,447	117,739	261,235	240,150	100	100	100	100	100



Competition Map and Data: FOX & HOUNDS, BATLEY (670019)



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

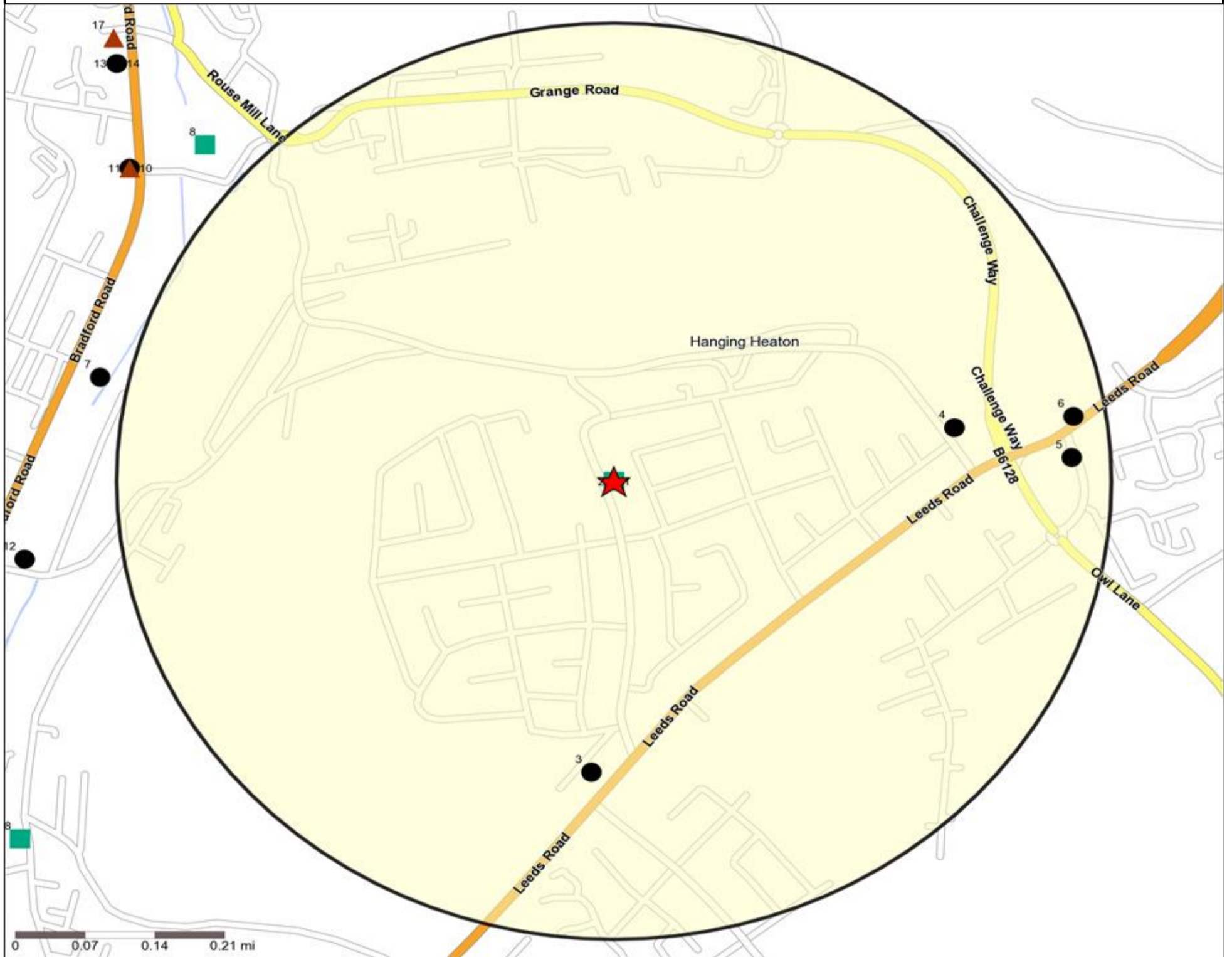
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	3	4	14
Circuit Bar	0	6	14	60
Community Local	1	26	80	175
Dry Led	0	4	11	33
Branded Food Pub	0	0	2	15
Rural	0	0	0	0
Other	5	56	133	308
Total	6	95	244	605



Competition Map and Data: FOX & HOUNDS, BATLEY (670019)



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	0
Branded Food Pub	0
Rural	0
Other	5
Total	6



Local Competition: FOX & HOUNDS, BATLEY (670019)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FOX & HOUNDS, BATLEY	BENNETT LANE, BATLEY, WF17 6DB	Punch Taverns	WF17 6DB	Punch Taverns	0.00
1	Fox & Hounds	Bennett Lane, Batley	Punch Pub Company	WF17 6DB	Community Local	0.00
2	Hanging Heaton Cricket Club	Bennett Lane, Batley	Independent Free	WF17 6DB	Other	0.00
3	Hanging Heaton Golf Club	White Cross Road, Dewsbury	Independent Free	WF12 7DT	Other	0.32
4	Hanging Heaton Working Mens Club	203 High Street, Hanging Heaton, Dewsbury	Independent Free	WF12 7HF	Other	0.35
5	Dewsbury Rugby League Football Club	Leeds Road, Woodkirk, Dewsbury	Independent Free	WF12 7RQ	Other	0.46
6	Shawcross Old Boys Social Club	975 Leeds Road, Dewsbury	Independent Free	WF12 7HP	Other	0.47
7	Frontier Club	260 Bradford Road, Batley	Independent Free	WF17 6JD	Other	0.53
8	Brooklands Bar	Alexandra Road, Batley	*Other Small Retail Groups	WF17 6JA	Community Local	0.55
9	Crown Inn	109 Leeds Road, Dewsbury	Punch Pub Company	WF12 7BX	Community Local	0.57
10	Legends	315 Bradford Road, Batley	Admiral Taverns Ltd	WF17 6HY	Circuit Bar	0.59
11	Maharaj	297 Bradford Road, Batley	Independent Free	WF17 6HY	Other	0.59
12	Luigi's Ristorante	Bradford Road, Batley	Independent Free	WF17 6JF	Other	0.60
13	Zucchini	260 Bradford Road, Batley	Independent Free	WF17 5PQ	Other	0.68
14	Lalas Balti Restaurant	351a Bradford Road, Batley	Independent Free	WF17 5PQ	Other	0.68
15	Club Auctions	8-10 Station Road, Batley	Independent Free	WF17 5SU	Cafe / Wine Bar	0.68
16	Cellar Bar	51 Station Road, Batley	Independent Free	WF17 5SU	Community Local	0.68
17	Mr Smiths Party Bar	4 Albion Street, Batley	Independent Free	WF17 5PS	Circuit Bar	0.70
18	Crackenedge Hotel	112 Crackenedge Lane, Dewsbury	Independent Free	WF13 1RW	Community Local	0.71
19	Al-Murtaza	365-367 Bradford Road, Batley	Independent Free	WF17 5PH	Other	0.73
20	Audio Nightclub	379 Bradford Road, Batley	Independent Free	WF17 5PH	Other	0.73
21	Poacher	122 Bradford Road, Dewsbury	*Other Small Retail Groups	WF13 2EW	Community Local	0.74
22	Soothill Cricket Club	Grace Leather Lane, Batley	Independent Free	WF17 6ND	Other	0.74
23	Soothill Working Mens Club	151 Soothill Lane, Batley	Independent Free	WF17 6HW	Other	0.76
24	Huntsman	Chidswell Lane, Dewsbury	Independent Free	WF12 7SW	Community Local	0.77
25	Mamma Mia 3 Restaurant	14 Sharp Street, Dewsbury	Independent Free	WF13 1QZ	Other	0.80
26	Dewsbury Socialist Society Club	67 Bradford Road, Dewsbury	Independent Free	WF13 2EG	Other	0.80
27	Heath Cottage	Wakefield Road, Dewsbury	Independent Free	WF12 8ET	Other	0.80
28	Bank	1 Hick Lane, Batley	*Other Small Retail Groups	WF17 5TD	Community Local	0.82
29	Batley Bull Dogs Rugby Club	Purlwell Hall Road, Batley	Independent Free	WF17 7NZ	Other	0.82
30	Station Hotel	Crackenedge Lane, Dewsbury	Independent Free	WF13 1QY	Dry Led	0.83