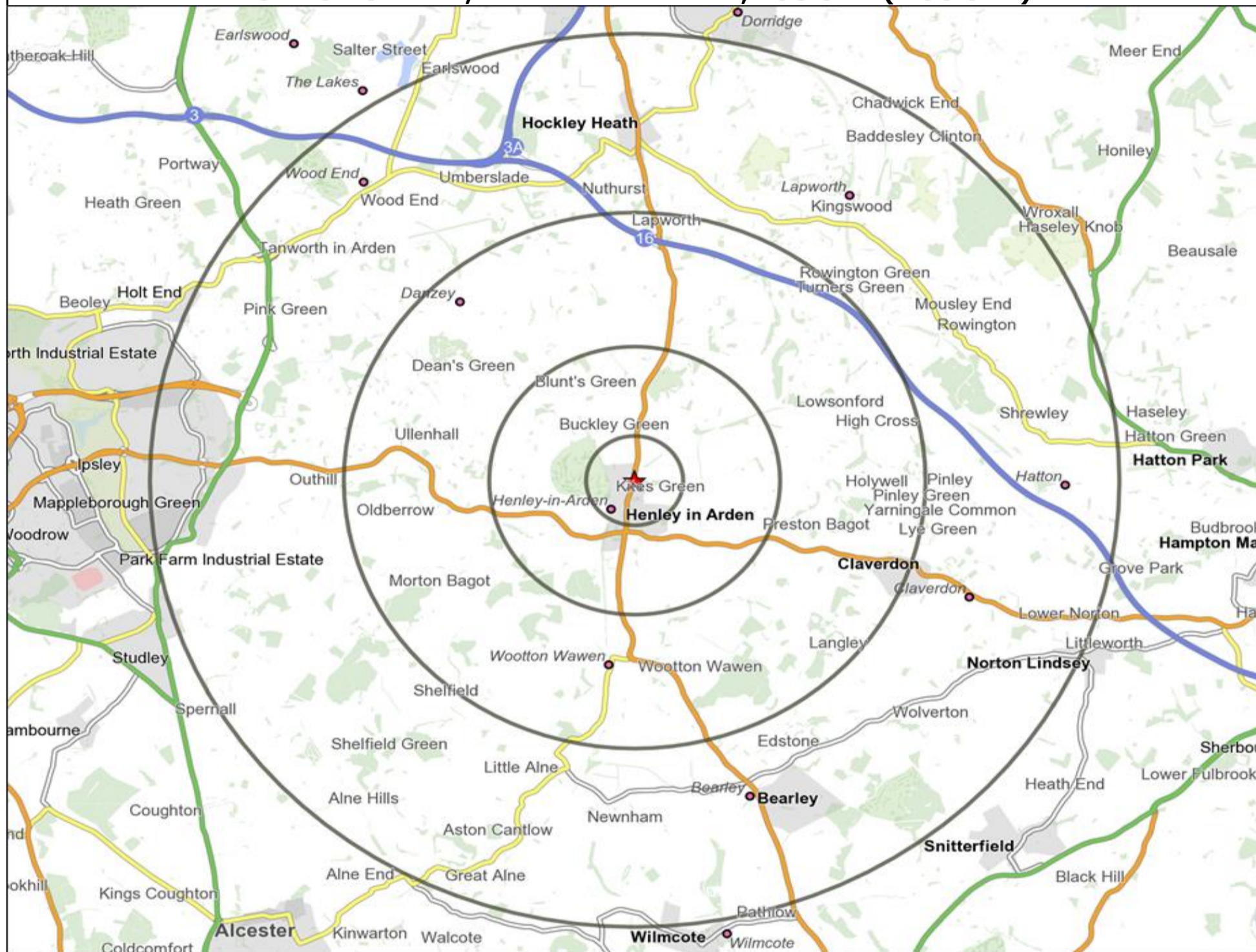




**Customer Profile Report for BLACK SWAN, HENLEY IN ARDEN (Punch Outlet Number: 202445
23 HIGH STREET, HENLEY-IN-ARDEN, B95 5AA (B 95 5AA)**



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

Age Data Table

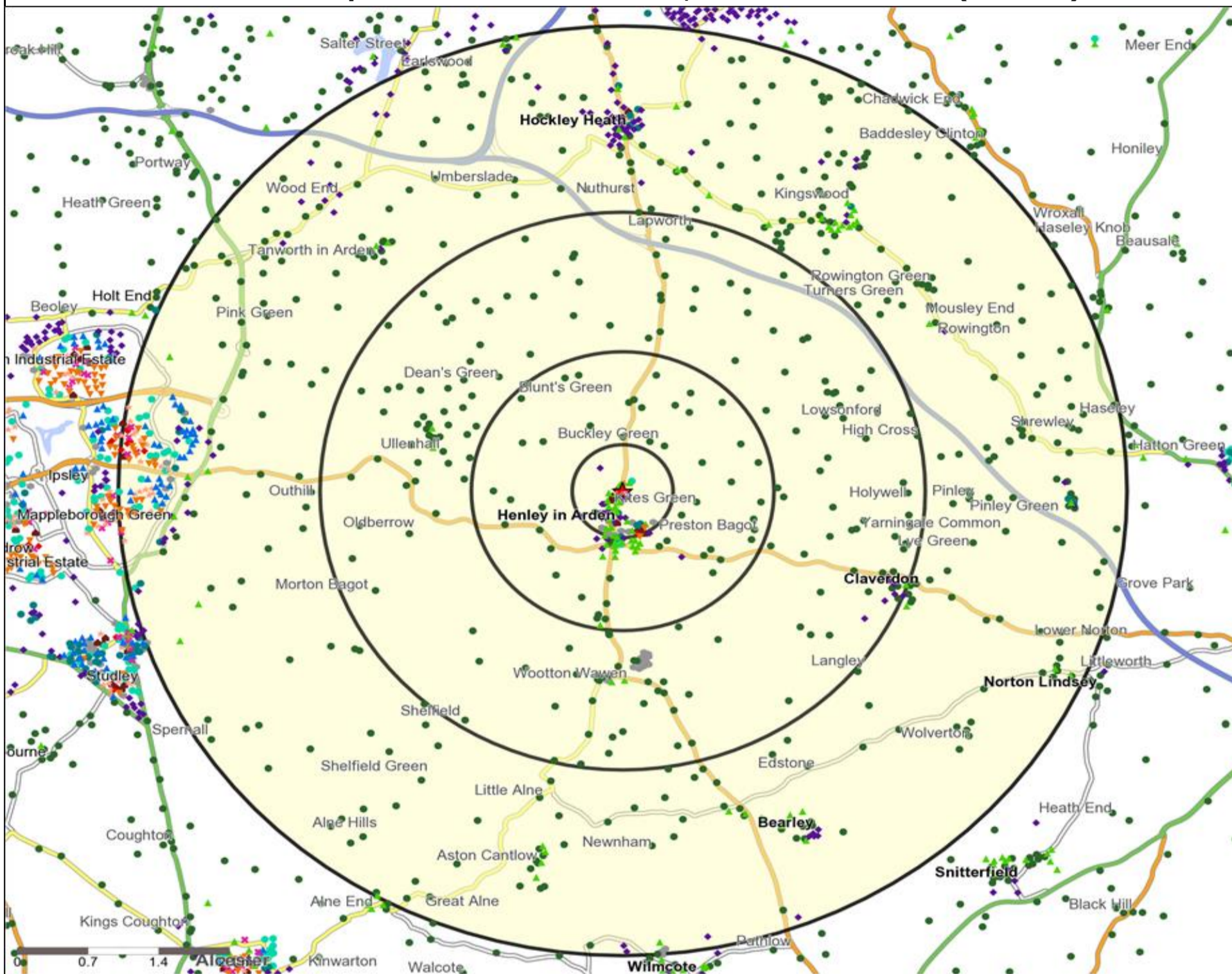
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	273	514	984	4,564	16,459	66	73	76	90	99
16-17	40	62	112	544	2,105	79	71	70	87	102
18-24	71	138	235	1,393	5,801	36	41	38	57	72
25-34	166	260	357	2,321	9,798	55	51	38	63	81
35-44	245	422	783	3,312	10,778	88	89	90	97	96
45-54	304	586	1,112	4,397	13,271	98	110	114	115	105
55-64	255	478	1,017	4,313	12,219	103	113	131	141	122
65+	836	1,283	2,290	6,168	18,372	212	190	185	127	115
Population estimate 2015	2,190	3,743	6,890	27,012	88,803	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	2,093	3,533	6,532	25,818	81,903	98%	98%	98%	97%	94%
Mixed / Multiple Ethnic Groups	18	23	56	340	1,358	1%	1%	1%	1%	2%
Asian / Asian British	14	21	49	408	3,057	1%	1%	1%	2%	4%
Black / African / Caribbean / Black British	2	3	7	84	542	0%	0%	0%	0%	1%
Other Ethnic Group	8	12	26	69	323	0%	0%	0%	0%	0%
All People (Ethnic Group)	2,135	3,592	6,670	26,719	87,183	100	100	100	100	100



Mosaic UK Map and Data: BLACK SWAN, HENLEY IN ARDEN (202445)



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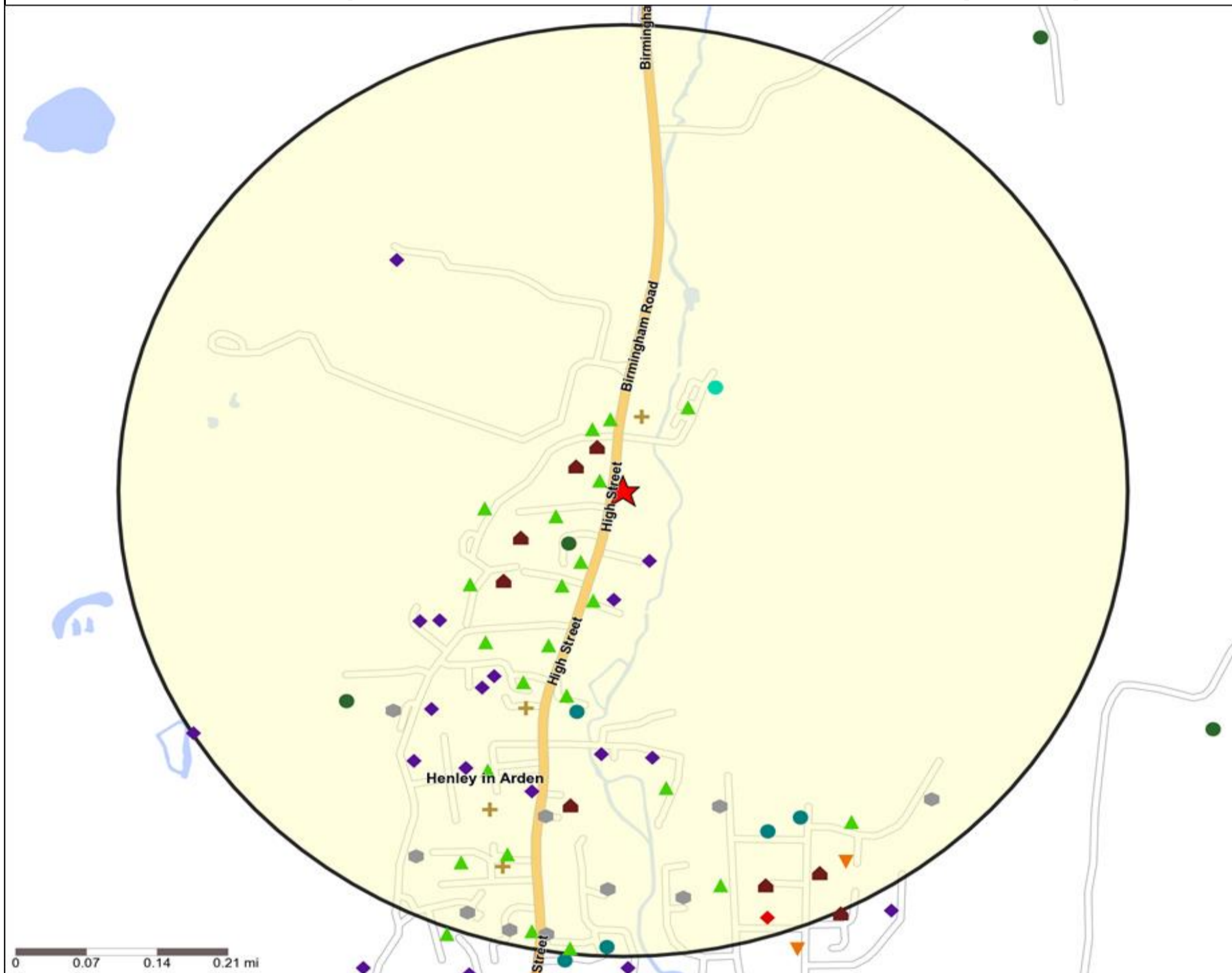
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	352	487	684	3,091	14,744	258	211	162	194	289
C Country Living (18+)	88	620	2,508	7,540	10,111	68	282	623	496	208
D Rural Reality (18+)	539	897	1,056	2,437	3,561	415	408	263	161	73
E Senior Security (18+)	359	463	836	1,179	5,352	235	180	177	66	94
F Suburban Stability (18+)	0	0	0	2,222	5,474	0	0	0	166	128
G Domestic Success (18+)	65	82	82	661	4,887	41	31	17	36	83
H Aspiring Homemakers (18+)	51	96	103	1,146	6,257	30	33	20	57	98
I Family Basics (18+)	44	63	63	1,451	8,592	33	28	15	92	170
J Transient Renters (18+)	0	0	0	210	2,199	0	0	0	17	54
K Municipal Challenge (18+)	27	39	39	387	1,003	25	21	11	30	24
L Vintage Value (18+)	289	353	353	463	2,540	245	177	97	34	58
M Modest Traditions (18+)	0	0	0	1,044	3,350	0	0	0	100	101
N Urban Cohesion (18+)	0	0	0	0	169	0	0	0	0	5
O Rental Hubs (18+)	61	70	70	76	1,869	42	29	16	5	35
Adults 18+ estimate 2015	1,875	3,170	5,794	21,907	70,108	100	100	100	100	100



Mosaic UK Map and Data: BLACK SWAN, HENLEY IN ARDEN (202445)



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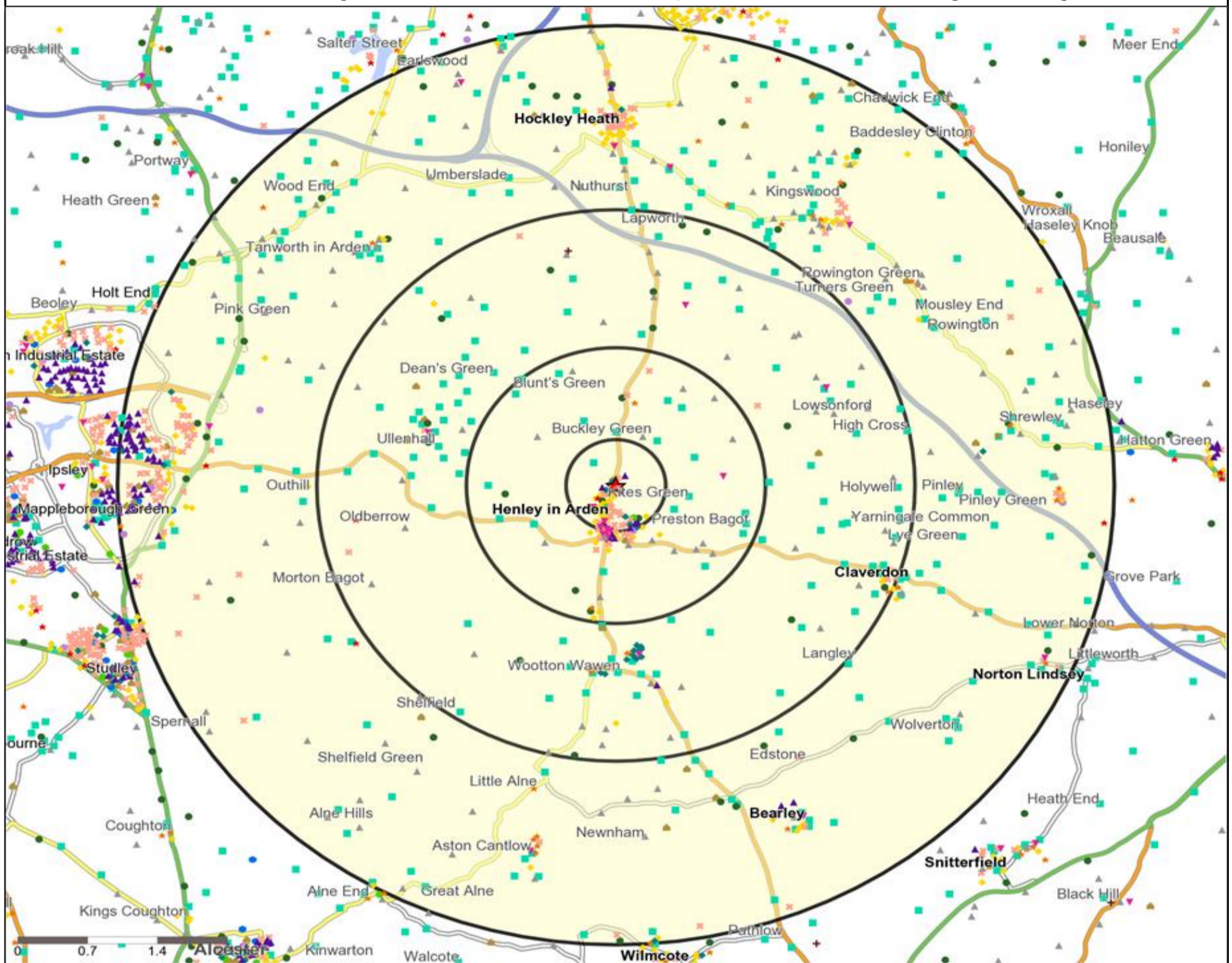
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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+)	352	258
C Country Living (18+)	88	68
D Rural Reality (18+)	539	415
E Senior Security (18+)	359	235
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	65	41
H Aspiring Homemakers (18+)	51	30
I Family Basics (18+)	44	33
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	27	25
L Vintage Value (18+)	289	245
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	61	42
Adults 18+ estimate 2015	1,875	100



Occasions Map and Data: BLACK SWAN, HENLEY IN ARDEN (202445)



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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	131	262	649	2,203	5,378	99	119	164	141	103
02 Early Doors	146	222	421	1,442	4,657	132	121	127	110	106
03 Everyday is Friday	91	152	252	1,147	3,858	97	97	89	102	103
04 Weekend Millionaires	81	130	175	1,108	4,738	60	57	43	69	88
05 Out On The Town	86	138	198	1,136	4,872	66	63	50	73	94
06 Business and Pleasure	42	120	332	1,187	2,644	62	107	164	148	98
07 Sporting Pints	58	88	104	667	3,339	40	37	24	39	58
08 Student Social	57	110	236	871	2,556	93	108	129	120	105
09 Leisurely Lunch	178	283	510	1,704	5,372	138	132	132	112	105
10 Wining and Dining	193	293	444	1,714	6,301	132	120	101	99	108
11 Household Outing	84	149	283	1,330	4,604	72	77	82	97	100
12 Midweek Meal Deal	67	118	226	903	2,632	103	109	116	117	102
13 Date Night	182	273	418	1,459	5,329	175	158	134	118	129
14 Birthday Treat	142	221	349	1,345	4,641	137	128	112	109	113
15 Pre Show Meal	39	66	125	504	1,662	109	111	117	119	117
Number of Occasions	1,577	2,625	4,722	18,720	62,583	100	100	100	100	100



Competition Map and Data: BLACK SWAN, HENLEY IN ARDEN (202445)



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

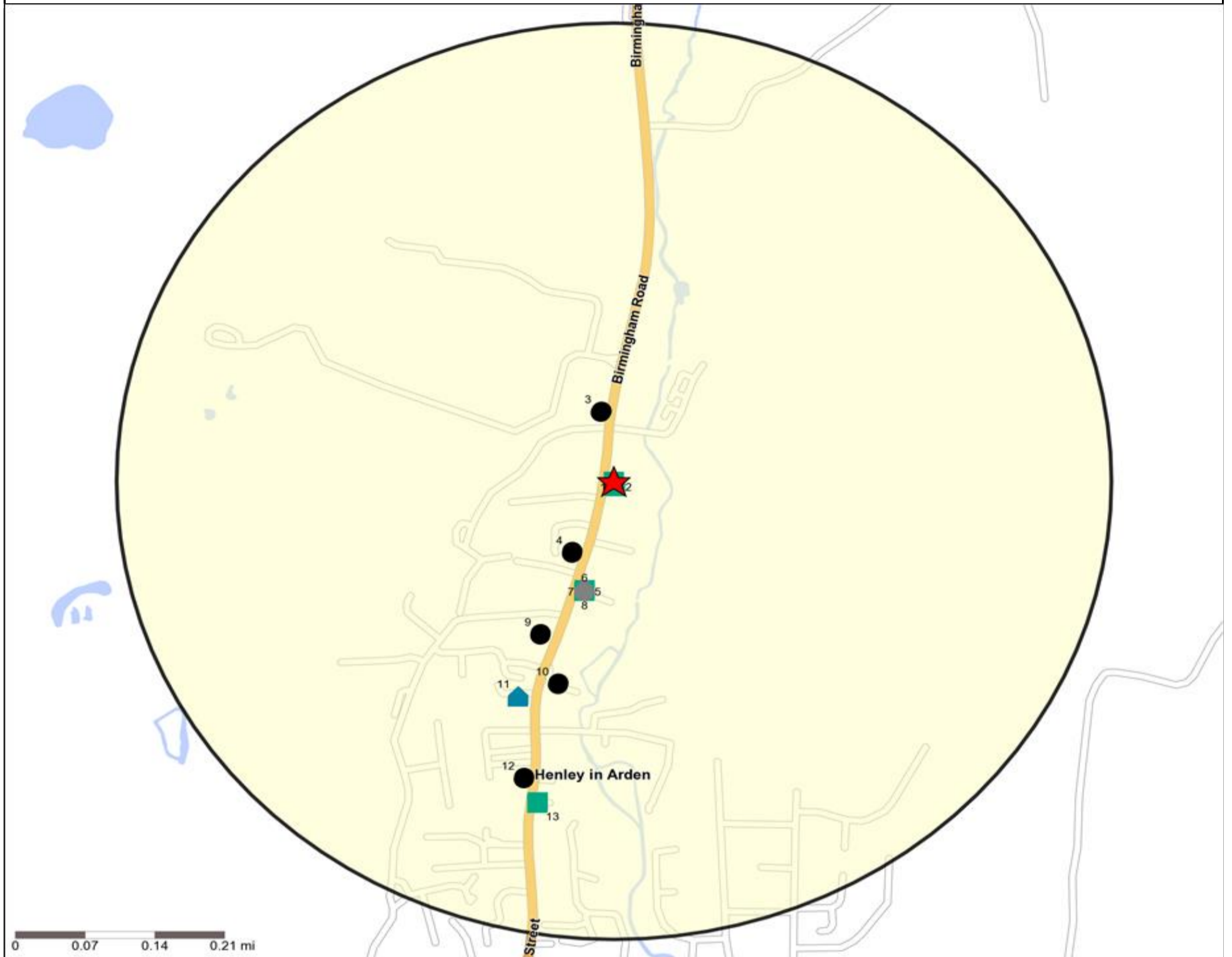
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	1	1	1	1
Circuit Bar	0	0	0	0
Community Local	4	4	5	14
Dry Led	1	2	5	13
Branded Food Pub	0	0	0	5
Rural	0	0	1	3
Other	7	10	15	35
Total	13	17	27	71



Competition Map and Data: BLACK SWAN, HENLEY IN ARDEN (202445)



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	1
Circuit Bar	0
Community Local	4
Dry Led	1
Branded Food Pub	0
Rural	0
Other	7
Total	13



Local Competition: BLACK SWAN, HENLEY IN ARDEN (202445)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BLACK SWAN, HENLEY IN ARDEN	23 HIGH STREET, HENLEY-IN-ARDEN, B95 5AA	Punch Taverns	B 95 5AA	Punch Taverns	0.00
1	Shapla	35a High Street, Henley-in-arden	Independent Free	B 95 5AA	Other	0.01
2	Black Swan	23 High Street, Henley-in-arden	Punch Pub Company	B 95 5AA	Community Local	0.01
3	Henley Golf & Country Club	Birmingham Road, Henley-in-arden	Independent Free	B 95 5QA	Other	0.08
4	La Dolce Pizza	30 High Street, Henley-in-arden	Independent Free	B 95 5AN	Other	0.09
5	Matricardi Bar And Restaurant	97 High Street, Henley-in-arden	Independent Free	B 95 5AT	Cafe / Wine Bar	0.12
6	Blue Bell	93 High Street, Henley-in-arden	Independent Free	B 95 5AT	Community Local	0.12
7	Three Tuns	103 High Street, Henley-in-arden	Independent Free	B 95 5AT	Community Local	0.12
8	Sans Chinese Restaurant	71a High Street, Henley-in-arden	Independent Free	B 95 5AT	Other	0.12
9	Edmunds	64 High Street, Henley-in-arden	Independent Free	B 95 5BX	Other	0.18
10	Arden Tandoori Restaurant	137 High Street, Henley-in-arden	Independent Free	B 95 5AU	Other	0.23
11	White Swan	100 High Street, Henley-in-arden	Independent Free	B 95 5BY	Dry Led	0.25
12	Regards	148 High Street, Henley-in-arden	Independent Free	B 95 5BS	Other	0.34
13	Nags Head	161 High Street, Henley-in-arden	Star Pubs & Bars	B 95 5BA	Community Local	0.36
14	Henley Hotel	Tanworth Lane, Henley-in-arden	Independent Free	B 95 5RA	Other	0.95
15	Finest Catch	Birmingham Road, Henley-in-arden	Punch Pub Company	B 95 5QR	Other	0.99
16	Ashleigh House Hotel	Whitley Hill, Henley-in-arden	Independent Free	B 95 5DL	Other	1.06
17	Crabmill Inn	Preston Bagot, Henley-in-arden	Lovely Pubs	B 95 5EE	Dry Led	1.38
18	Ferryman Italian Restaurant	Liveridge Hill, Henley-in-arden	Independent Free	B 95 5QX	Other	1.84
19	Shampan Restaurant	Liveridge Hill, Henley-in-arden	Independent Free	B 95 5QX	Other	1.84
20	Bulls Head	Stratford Road, Wootton Wawen, Henley-in-arden	Marston's	B 95 6BD	Rural Character	1.89
21	Wootton Hall Country Club	Wootton Hall, Wootton Wawen, Henley-in-arden	Independent Free	B 95 6EE	Other	1.92
22	Winged Spur Inn	Main Road, Ullenhall, Henley-in-arden	Enterprise Inns	B 95 5PA	Dry Led	1.97
23	Wootton Wawen Social Club	Alcester Road, Wootton Wawen, Henley-in-arden	Independent Free	B 95 6AY	Other	2.01
24	Claverdon Rugby Club	Ossetts Hole Lane, Yarningale Common, Warwick	Independent Free	CV35 8HN	Other	2.17
25	Navigation	Stratford Road, Wootton Wawen, Henley-in-arden	Enterprise Inns	B 95 6BZ	Dry Led	2.21
26	Fleur De Lys	Lapworth Street, Lowsonford, Henley-in-arden	Greene King	B 95 5HJ	Dry Led	2.34
27	Crown Inn	Henley Road, Claverdon, Warwick	Independent Free	CV35 8LJ	Community Local	2.72
28	Oak At Hockley Heath	8640 Stratford Road, Hockley Heath, Solihull	Independent Free	B 94 5NW	Dry Led	3.00
29	Ardencote Manor Hotel	Star Lane, Claverdon, Warwick	Independent Free	CV35 8LT	Other	3.02
30	Dorothea Mitchell Hall	Church Road, Claverdon, Warwick	Independent Free	CV35 8PD	Other	3.10