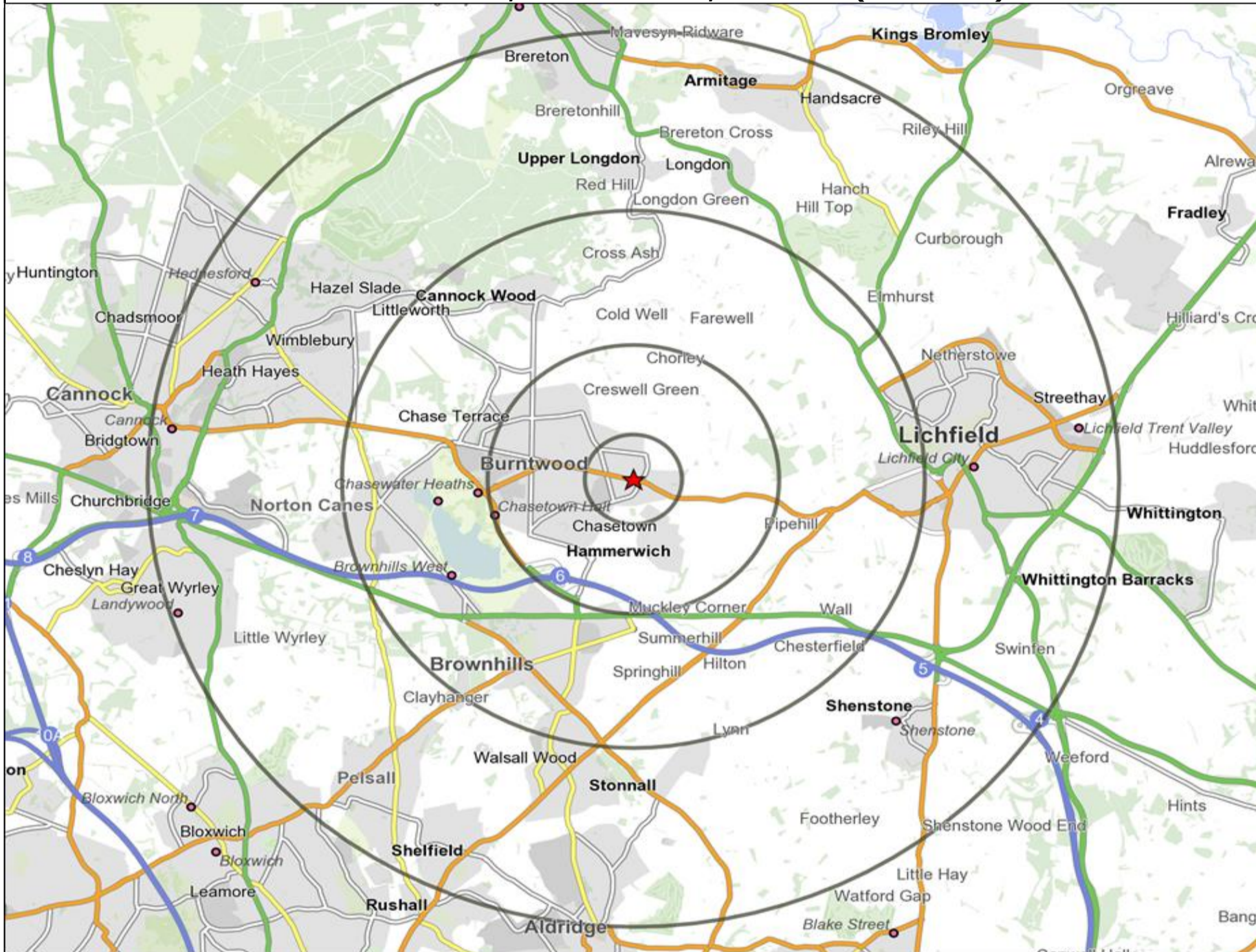




**Customer Profile Report for WHITE SWAN, BURNTWOOD NR. (Punch Outlet Number: 201289)  
2 CANNOCK ROAD, BURNTWOOD, WS7 0BJ (WS 7 0BJ)**



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

**Age Data Table**

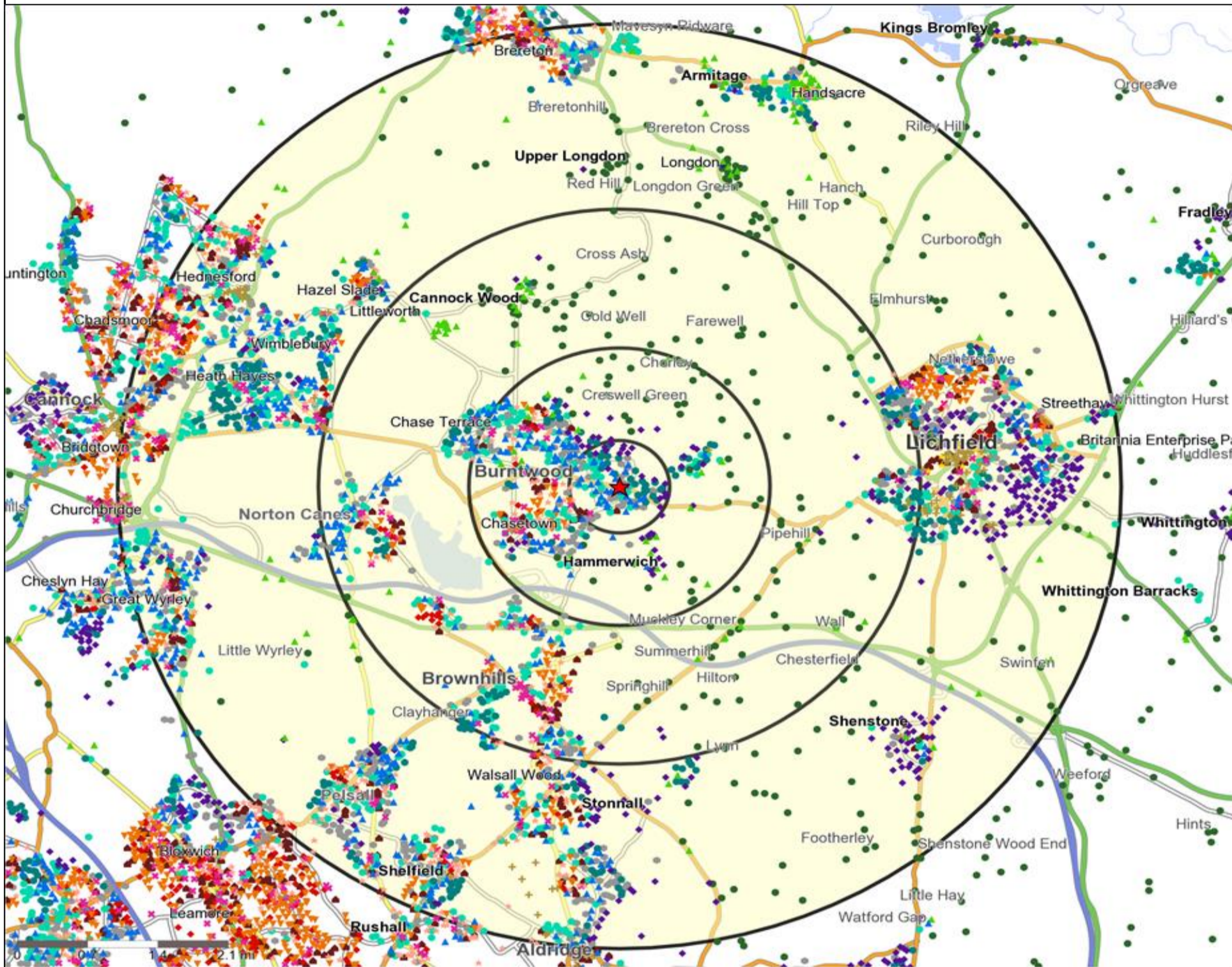
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	950	4,660	10,690	33,622	31,150	77	90	96	93	94
16-17	135	634	1,363	4,490	4,111	88	99	99	100	100
18-24	409	1,980	4,251	14,604	13,506	69	79	79	84	84
25-34	584	2,918	6,573	22,755	20,777	65	77	81	86	86
35-44	723	3,299	7,559	23,904	21,942	86	94	100	98	98
45-54	982	4,008	8,885	29,159	26,706	105	102	105	107	106
55-64	909	3,468	7,186	23,047	21,072	122	111	107	106	105
65+	1,903	6,688	12,972	41,416	37,716	160	134	121	119	118
Population estimate 2015	6,595	27,655	59,479	192,997	176,980	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	6,437	27,019	57,084	183,218	167,954	99%	98%	97%	97%	97%
Mixed / Multiple Ethnic Groups	38	212	594	2,077	1,851	1%	1%	1%	1%	1%
Asian / Asian British	31	163	632	2,686	2,249	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	16	72	256	999	873	0%	0%	0%	1%	1%
Other Ethnic Group	1	11	61	312	241	0%	0%	0%	0%	0%
All People (Ethnic Group)	6,523	27,477	58,627	189,292	173,168	100	100	100	100	100



Mosaic UK Map and Data: WHITE SWAN, BURNTWOOD NR. (201289)



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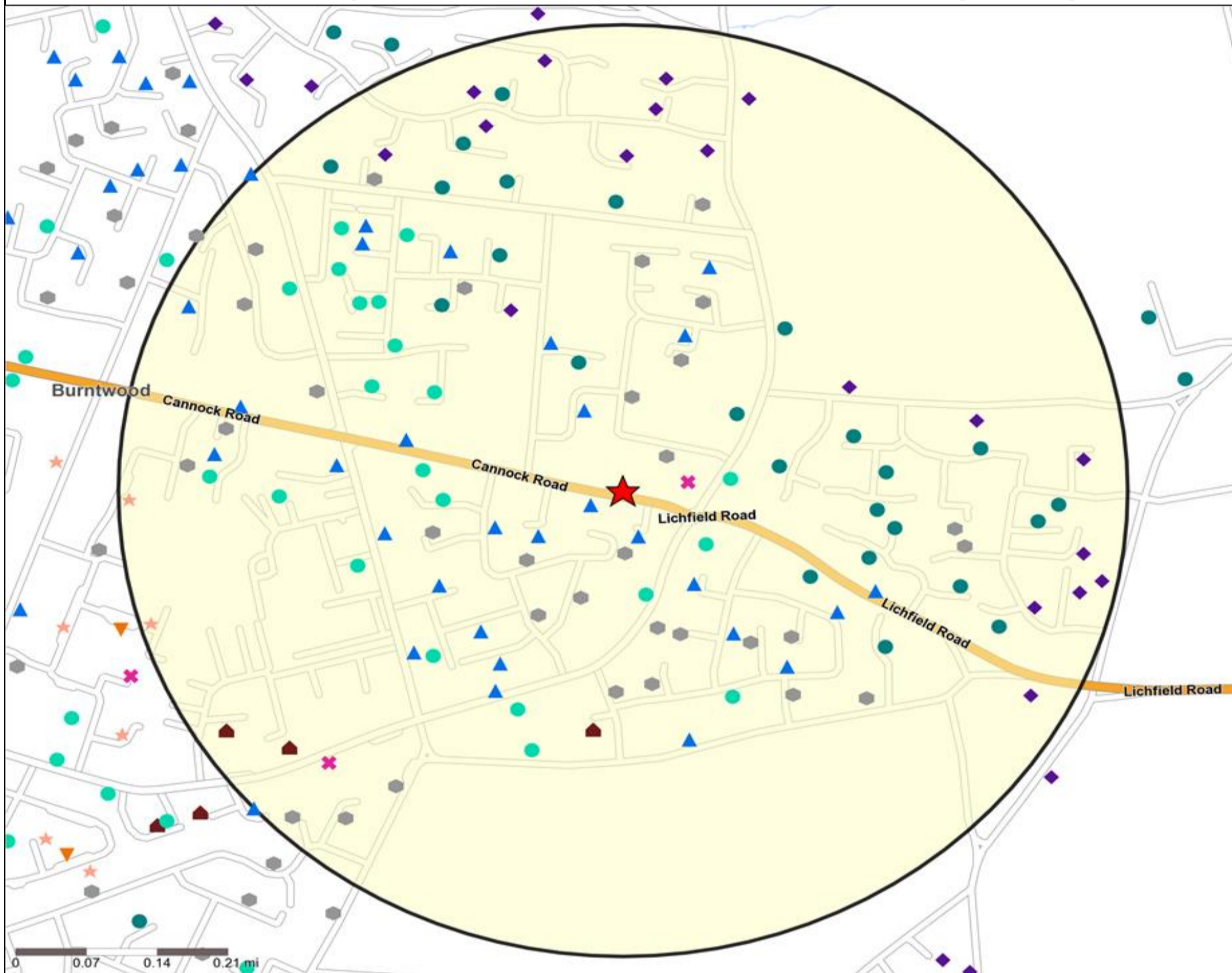
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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
<b>A City Prosperity (18+)</b>	0	0	0	81	81	0	0	0	1	1
<b>B Prestige Positions (18+)</b>	611	1,450	2,274	11,187	11,843	152	89	66	100	115
<b>C Country Living (18+)</b>	28	451	1,647	3,474	4,125	7	29	50	32	42
<b>D Rural Reality (18+)</b>	8	713	1,714	4,065	3,880	2	46	52	38	40
<b>E Senior Security (18+)</b>	1,197	3,648	6,417	19,853	17,144	267	201	166	158	150
<b>F Suburban Stability (18+)</b>	1,260	4,277	7,977	22,212	19,971	374	313	275	236	232
<b>G Domestic Success (18+)</b>	1,086	2,106	5,213	16,506	15,560	234	112	131	127	131
<b>H Aspiring Homemakers (18+)</b>	1,002	4,188	8,732	26,878	23,756	200	206	202	192	185
<b>I Family Basics (18+)</b>	22	1,081	3,318	11,128	10,240	6	67	97	100	101
<b>J Transient Renters (18+)</b>	61	1,087	2,140	6,788	6,667	19	84	78	76	82
<b>K Municipal Challenge (18+)</b>	0	327	1,292	2,832	2,691	0	25	46	31	33
<b>L Vintage Value (18+)</b>	101	986	2,552	11,112	9,875	29	70	85	115	111
<b>M Modest Traditions (18+)</b>	134	1,973	3,901	14,519	11,726	51	186	173	198	175
<b>N Urban Cohesion (18+)</b>	0	0	13	226	226	0	0	1	3	3
<b>O Rental Hubs (18+)</b>	0	74	234	3,237	3,019	0	4	6	27	28
<b>Adults 18+ estimate 2015</b>	<b>5,510</b>	<b>22,361</b>	<b>47,424</b>	<b>154,098</b>	<b>140,804</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: WHITE SWAN, BURNTWOOD NR. (201289)**



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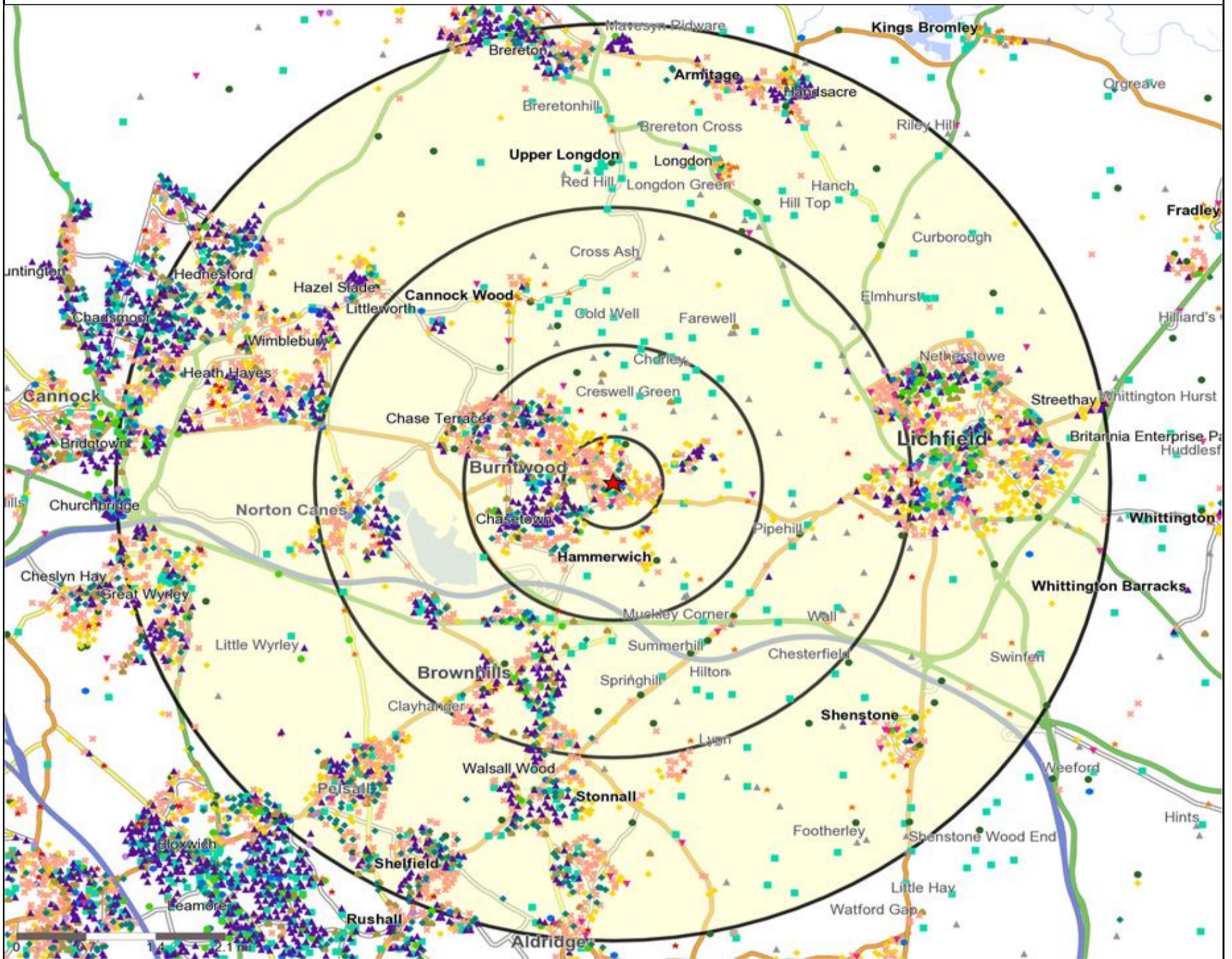
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient 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+)	611	152
C Country Living (18+)	28	7
D Rural Reality (18+)	8	2
E Senior Security (18+)	1,197	267
F Suburban Stability (18+)	1,260	374
G Domestic Success (18+)	1,086	234
H Aspiring Homemakers (18+)	1,002	200
I Family Basics (18+)	22	6
J Transient Renters (18+)	61	19
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	101	29
M Modest Traditions (18+)	134	51
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>5,510</b>	<b>100</b>



## Occasions Map and Data: WHITE SWAN, BURNTWOOD NR. (201289)



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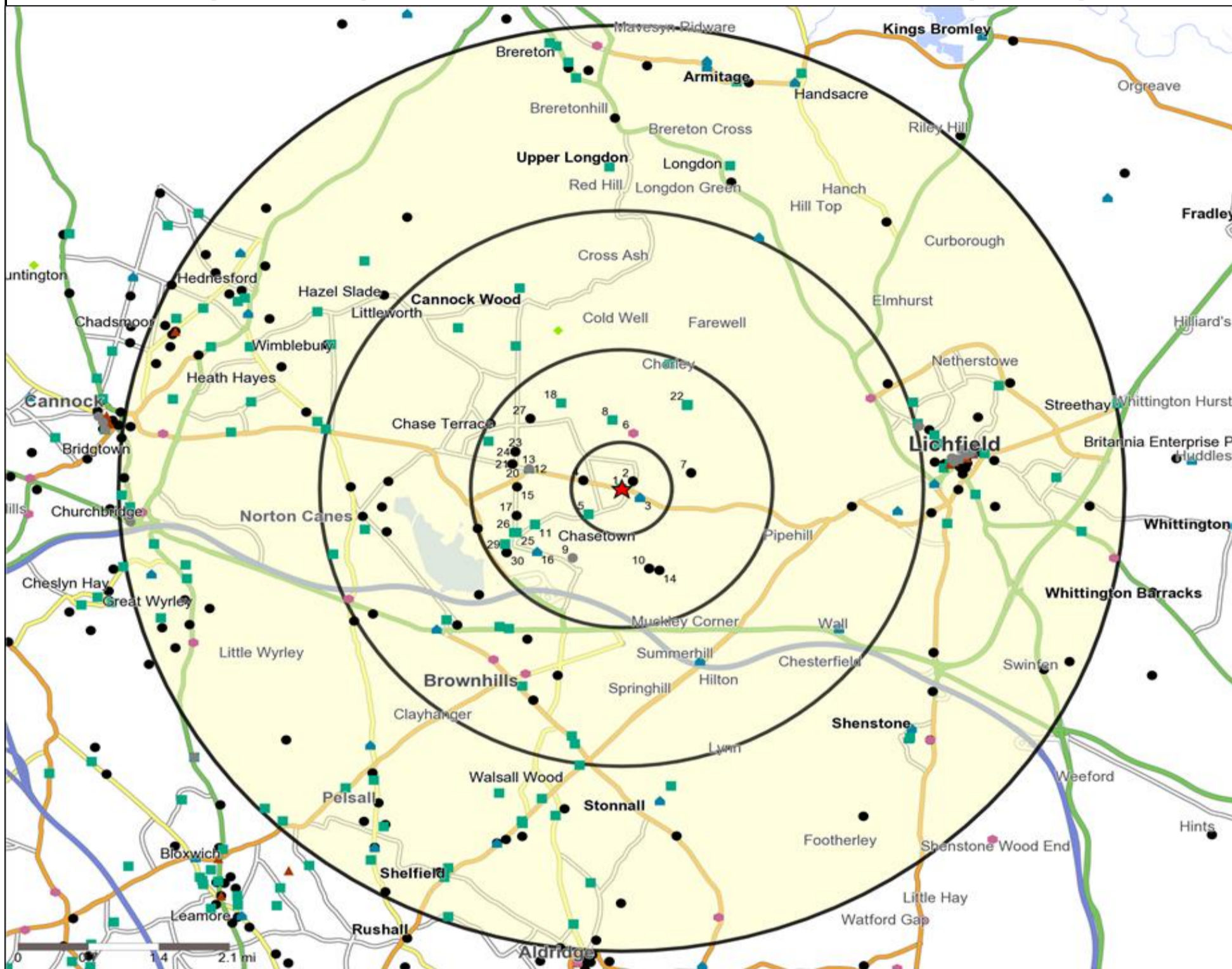
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ★ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- ▲ 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	313	1,425	3,147	10,125	9,258	86	90	92	89	89
02 Early Doors	411	1,764	3,706	12,231	10,798	136	132	129	128	124
03 Everyday is Friday	264	1,280	2,676	8,987	8,091	102	113	109	111	109
04 Weekend Millionaires	277	1,677	3,905	12,981	11,722	74	102	111	111	110
05 Out On The Town	289	1,464	3,231	11,063	10,088	80	93	95	98	98
06 Business and Pleasure	96	473	1,134	3,693	3,478	52	58	65	63	65
07 Sporting Pints	171	1,010	2,277	7,886	7,203	43	58	61	63	63
08 Student Social	145	624	1,321	4,319	4,032	86	85	83	82	84
09 Leisurely Lunch	386	1,524	3,267	10,945	9,964	109	98	98	99	99
10 Wining and Dining	578	2,057	4,185	13,726	12,593	144	117	110	109	110
11 Household Outing	306	1,577	3,449	11,408	10,194	96	113	115	114	112
12 Midweek Meal Deal	139	792	1,785	5,704	5,222	78	101	105	101	102
13 Date Night	483	1,581	3,175	10,599	9,828	170	126	118	118	121
14 Birthday Treat	345	1,290	2,783	9,285	8,535	121	103	103	104	105
15 Pre Show Meal	120	457	925	3,067	2,800	122	106	100	99	100
<b>Number of Occasions</b>	<b>4,323</b>	<b>18,995</b>	<b>40,966</b>	<b>136,019</b>	<b>123,806</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: WHITE SWAN, BURNTWOOD NR. (201289)



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

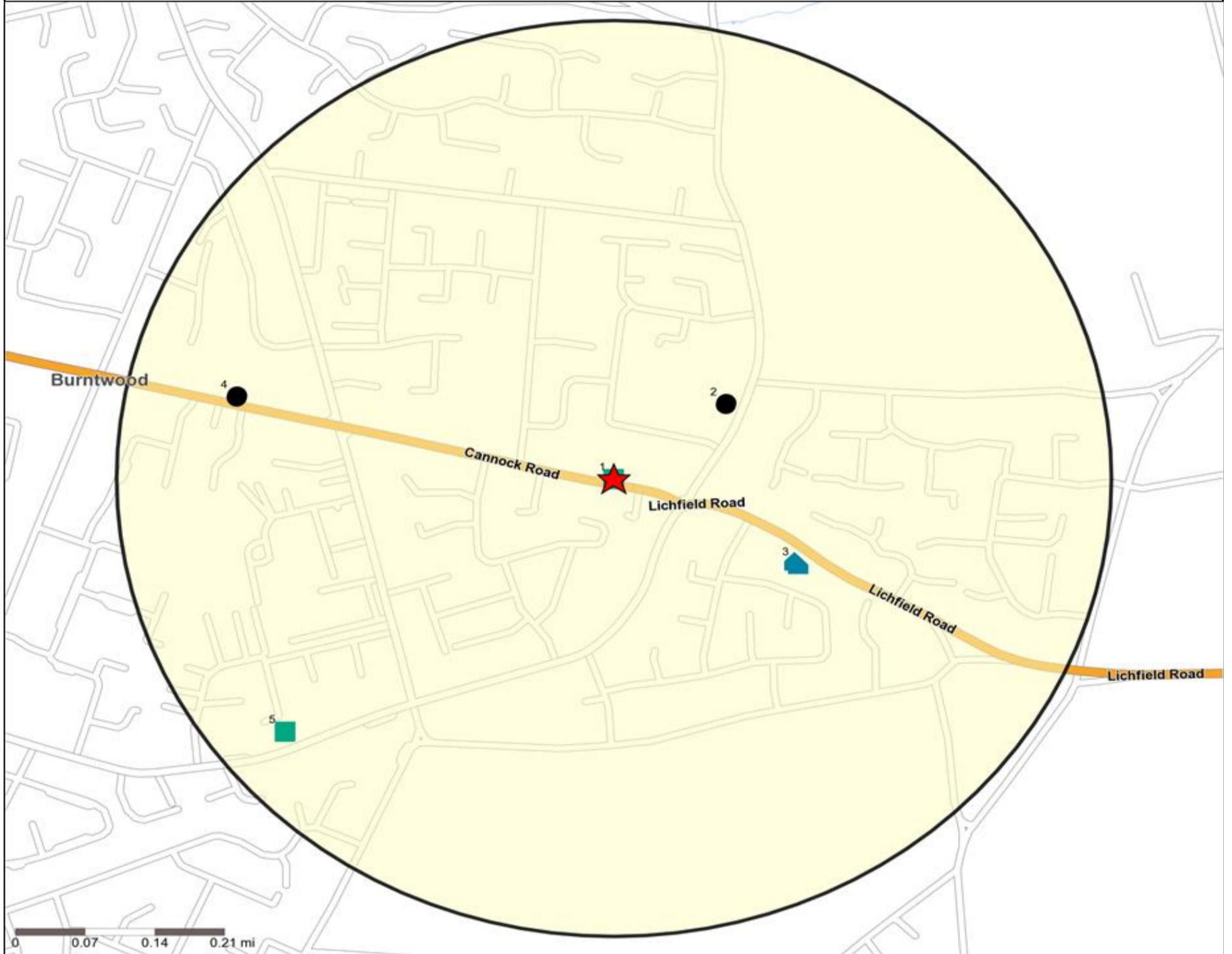
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### 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	2	2	11
Circuit Bar	0	0	0	9
Community Local	2	11	22	77
Dry Led	1	3	5	23
Branded Food Pub	0	1	7	14
Rural	0	0	1	1
Other	2	19	33	145
<b>Total</b>	<b>5</b>	<b>36</b>	<b>70</b>	<b>280</b>



**Competition Map and Data: WHITE SWAN, BURNTWOOD NR. (201289)**



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	2
Dry Led	1
Branded Food Pub	0
Rural	0
Other	2
<b>Total</b>	<b>5</b>



## Local Competition: WHITE SWAN, BURNTWOOD NR. (201289)

### 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 SWAN, BURNTWOOD NR.	2 CANNOCK ROAD, BURNTWOOD, WS7 0BJ	Punch Taverns	WS 7 0BJ	Punch Taverns	0.00
1	<a href="#">White Swan</a>	2 Cannock Road, Burntwood	<a href="#">Punch Pub Company</a>	WS 7 0BJ	Community Local	0.00
2	<a href="#">Burntwood Memorial Club</a>	Rugeley Road, Burntwood	<a href="#">Independent Free</a>	WS 7 9BE	Other	0.14
3	<a href="#">Star Hotel</a>	Lichfield Road, Burntwood	<a href="#">Mitchells &amp; Butlers</a>	WS 7 0HJ	Dry Led	0.21
4	<a href="#">Grangemoor Working Mens Club</a>	112 Cannock Road, Burntwood	<a href="#">Independent Free</a>	WS 7 0BG	Other	0.39
5	<a href="#">Trident</a>	166 Chase Road, Burntwood	<a href="#">Admiral Taverns Ltd</a>	WS 7 0DX	Community Local	0.43
6	<a href="#">Nags Head</a>	Rugeley Road, Burntwood	<a href="#">Spirit Pub Company</a>	WS 7 9HA	Branded Food	0.61
7	<a href="#">St Matthews Hospital Staff &amp; Social Club</a>	St Matthews Road, Burntwood	<a href="#">Independent Free</a>	WS 7 9EP	Other	0.71
8	<a href="#">Drill</a>	33 Springle Styche Lane, Burntwood	<a href="#">Punch Pub Company</a>	WS 7 9HD	Community Local	0.75
9	<a href="#">Triangle</a>	13 Hospital Road, Chasetown, Burntwood	<a href="#">Independent Free</a>	WS 7 4SF	Cafe / Wine Bar	0.89
10	<a href="#">Ashmole Club</a>	Meerash Lane, Hammerwich, Burntwood	<a href="#">Independent Free</a>	WS 7 0LF	Other	0.91
11	<a href="#">Cottage Of Content</a>	Queen Street, Chasetown, Burntwood	<a href="#">Independent Free</a>	WS 7 4QE	Community Local	0.94
12	<a href="#">Number 7 Wine Bar</a>	7 Bridge Cross Road, Chase Terrace, Burntwood	<a href="#">Independent Free</a>	WS 7 2BU	Cafe / Wine Bar	0.95
13	<a href="#">Wych Elm</a>	Bridge Cross Road, Chase Terrace, Burntwood	<a href="#">Marston's</a>	WS 7 2BU	Dry Led	0.95
14	<a href="#">Hammerwich Cricket Club</a>	Hall Lane, Hammerwich, Burntwood	<a href="#">Independent Free</a>	WS 7 0JP	Other	0.96
15	<a href="#">Burntwood Recreation Centre</a>	High Street, Chasetown, Burntwood	<a href="#">Independent Free</a>	WS 7 3XH	Other	1.04
16	<a href="#">Miners Rest</a>	29 Highfields Road, Chasetown, Burntwood	<a href="#">Punch Pub Company</a>	WS 7 4QS	Dry Led	1.08
17	<a href="#">Chasetown Recreation Club</a>	164 High Street, Chasetown, Burntwood	<a href="#">Independent Free</a>	WS 7 3XG	Other	1.08
18	<a href="#">Foresters Tavern</a>	68 Ogle Hay Road, Chase Terrace, Burntwood	<a href="#">Marston's</a>	WS 7 2PH	Community Local	1.10
19	<a href="#">Johnny Wongs</a>	25 Cannock Road, Chase Terrace, Burntwood	<a href="#">Independent Free</a>	WS 7 1JR	Other	1.12
20	<a href="#">India Spice</a>	Cannock Road, Chase Terrace, Burntwood	<a href="#">Independent Free</a>	WS 7 1JR	Other	1.12
21	<a href="#">Ruby Chinese Restaurant</a>	Cannock Road, Chase Terrace, Burntwood	<a href="#">Independent Free</a>	WS 7 1JR	Other	1.12
22	<a href="#">Nelson</a>	Creswell Green, Burntwood	<a href="#">Independent Free</a>	WS 7 9HL	Community Local	1.12
23	<a href="#">Spinney Squash Club</a>	110 Rugeley Road, Chase Terrace, Burntwood	<a href="#">Independent Free</a>	WS 7 1AG	Other	1.13
24	<a href="#">Firs Club &amp; Institute</a>	5 Rugeley Road, Chase Terrace, Burntwood	<a href="#">Independent Free</a>	WS 7 1AG	Other	1.13
25	<a href="#">Crown Inn</a>	20 High Street, Chasetown, Burntwood	<a href="#">Marston's</a>	WS 7 3XF	Community Local	1.15
26	<a href="#">Junction</a>	3 High Street, Chasetown, Burntwood	<a href="#">Marston's</a>	WS 7 3XE	Community Local	1.17
27	<a href="#">Boney Hay Working Mens Club</a>	22 North Street, Chase Town, Burntwood	<a href="#">Independent Free</a>	WS 7 2PB	Other	1.18
28	<a href="#">Chasetown Fc &amp; Social</a>	Church Street, Chasetown, Burntwood	<a href="#">Independent Free</a>	WS 7 3QL	Other	1.30
29	<a href="#">Uxbridge Arms</a>	2 Church Street, Chasetown, Burntwood	<a href="#">Independent Free</a>	WS 7 3QL	Community Local	1.30
30	<a href="#">Chasewater Sports Centre</a>	Pool Road, Burntwood	<a href="#">Independent Free</a>	WS 7 3QW	Other	1.34