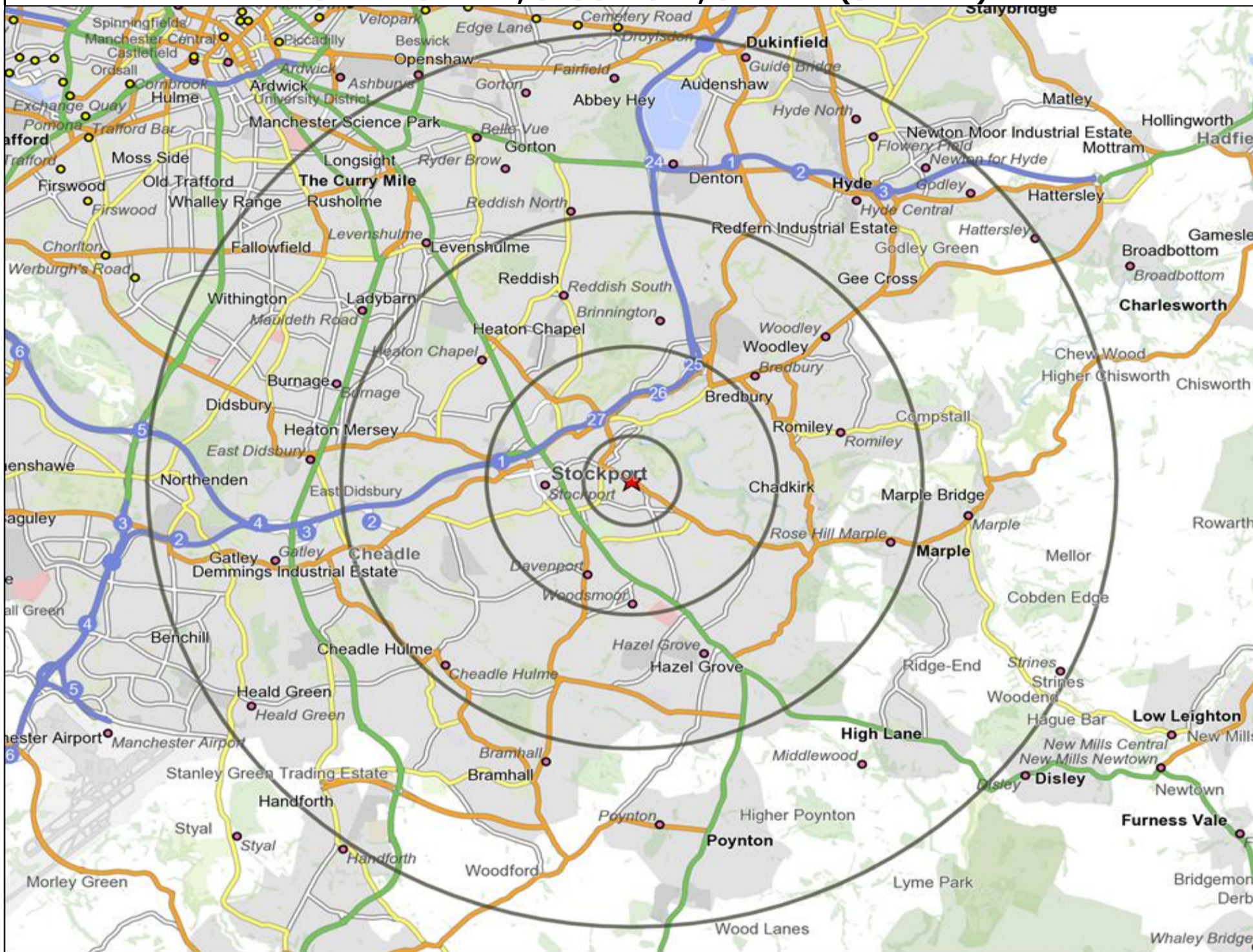




**Customer Profile Report for VICTORIA, STOCKPORT (Punch Outlet Number: 203535)
125 HALL STREET, STOCKPORT, SK1 4HE (SK 1 4HE)**



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

Age Data Table

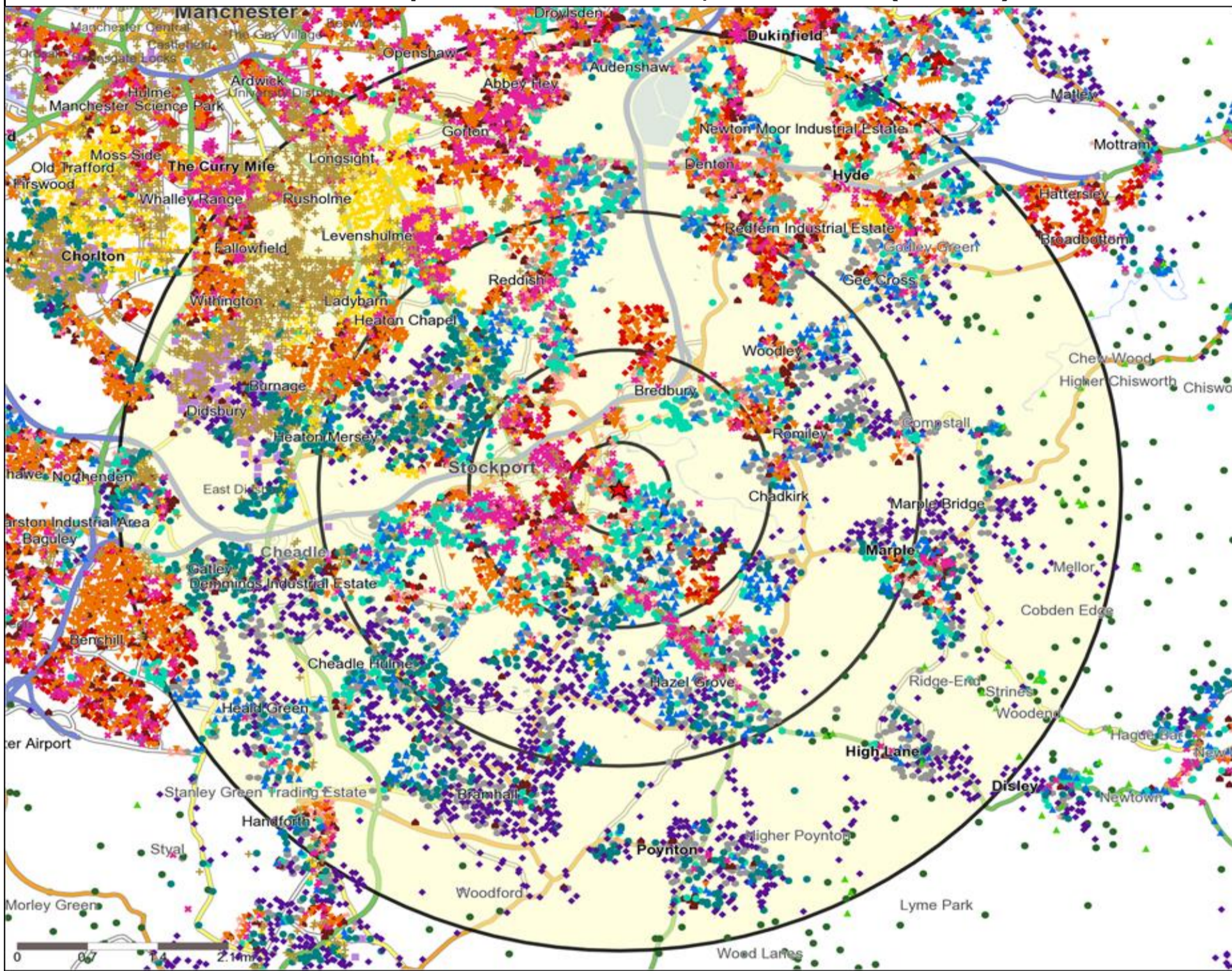
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	2,048	13,098	44,270	113,169	75,736	107	104	104	102	106
16-17	219	1,457	5,426	13,509	9,156	92	93	103	98	103
18-24	800	5,422	16,941	66,266	28,735	87	89	83	124	83
25-34	1,649	10,355	29,865	87,105	54,889	118	113	96	108	105
35-44	1,425	9,059	29,535	73,698	49,982	110	106	103	98	103
45-54	1,493	9,877	33,576	79,804	55,162	103	103	105	95	102
55-64	1,058	7,261	26,001	60,672	42,207	92	95	102	91	98
65+	1,519	10,765	40,815	96,364	65,754	83	89	100	91	96
Population estimate 2015	10,211	67,294	226,429	590,587	381,621	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	9,598	61,706	204,664	479,313	330,025	96%	94%	92%	83%	88%
Mixed / Multiple Ethnic Groups	150	1,215	4,454	15,738	9,137	2%	2%	2%	3%	2%
Asian / Asian British	144	1,976	10,032	59,179	25,047	1%	3%	5%	10%	7%
Black / African / Caribbean / Black British	40	520	2,154	17,333	6,748	0%	1%	1%	3%	2%
Other Ethnic Group	27	229	1,367	8,379	3,512	0%	0%	1%	1%	1%
All People (Ethnic Group)	9,959	65,646	222,671	579,942	374,469	100	100	100	100	100



Mosaic UK Map and Data: VICTORIA, STOCKPORT (203535)



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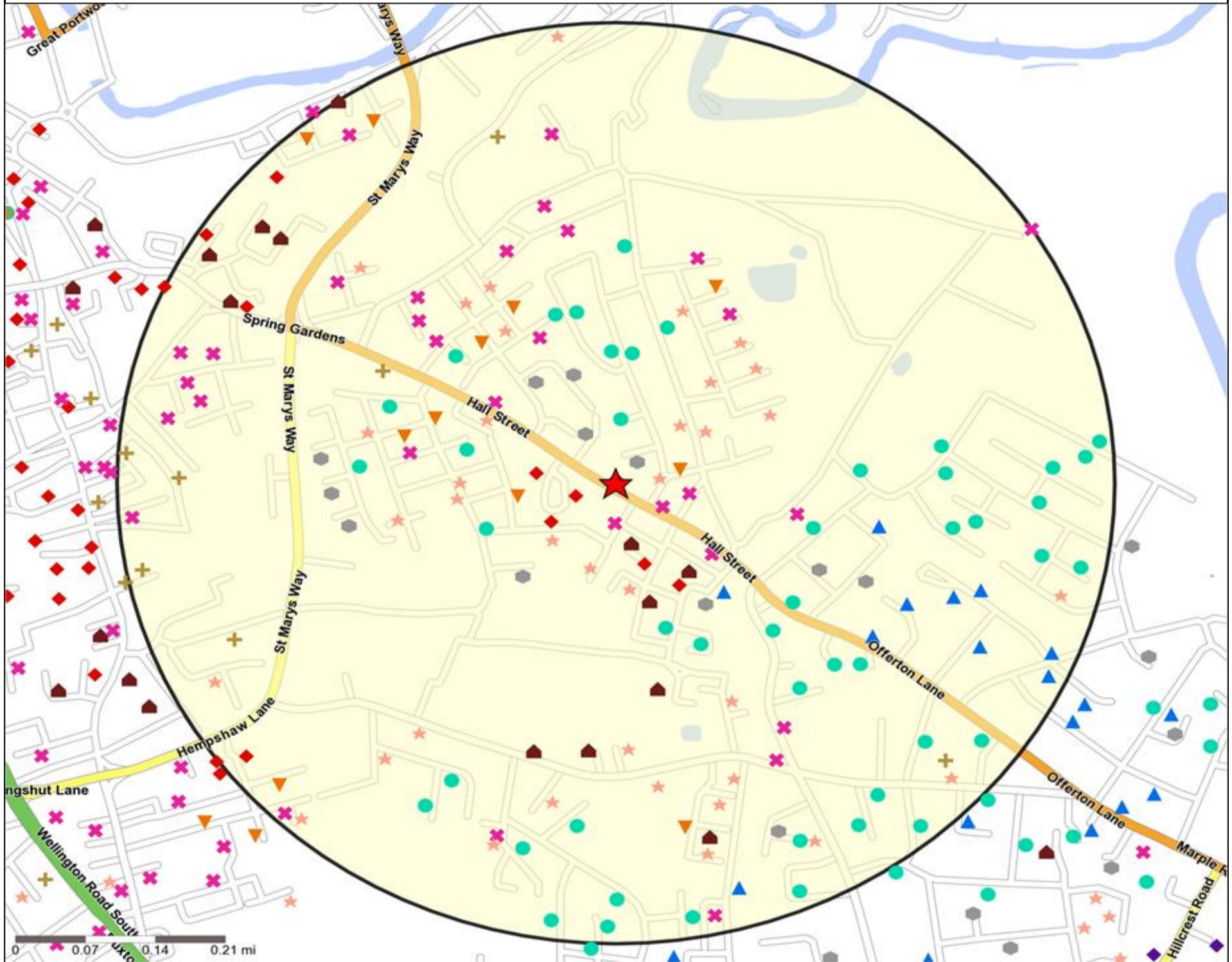
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▲ I Family Basics
- ✕ J Transient 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	84	738	6,286	2,226	0	4	10	33	18
B Prestige Positions (18+)	0	722	16,888	43,728	23,645	0	19	131	131	110
C Country Living (18+)	0	0	35	1,407	180	0	0	0	4	1
D Rural Reality (18+)	0	0	8	615	29	0	0	0	2	0
E Senior Security (18+)	442	4,853	23,005	48,166	35,267	68	114	160	130	146
F Suburban Stability (18+)	495	3,891	17,150	28,898	22,640	102	121	159	104	125
G Domestic Success (18+)	0	2,345	19,045	40,728	30,055	0	53	128	106	121
H Aspiring Homemakers (18+)	2,510	10,682	25,265	42,401	33,869	347	223	157	102	126
I Family Basics (18+)	479	4,086	15,420	42,195	37,007	84	108	121	128	173
J Transient Renters (18+)	1,227	9,787	16,922	48,079	31,298	268	323	166	183	183
K Municipal Challenge (18+)	408	4,567	8,222	15,581	14,957	87	148	79	58	86
L Vintage Value (18+)	443	4,407	11,869	31,020	23,829	89	133	107	108	128
M Modest Traditions (18+)	1,665	5,208	11,625	24,353	17,754	441	208	139	112	126
N Urban Cohesion (18+)	0	567	3,769	27,234	7,619	0	21	41	114	49
O Rental Hubs (18+)	275	1,362	6,564	55,677	15,841	45	34	48	158	69
Adults 18+ estimate 2015	7,944	52,561	176,525	456,368	296,216	100	100	100	100	100



Mosaic UK Map and Data: VICTORIA, STOCKPORT (203535)



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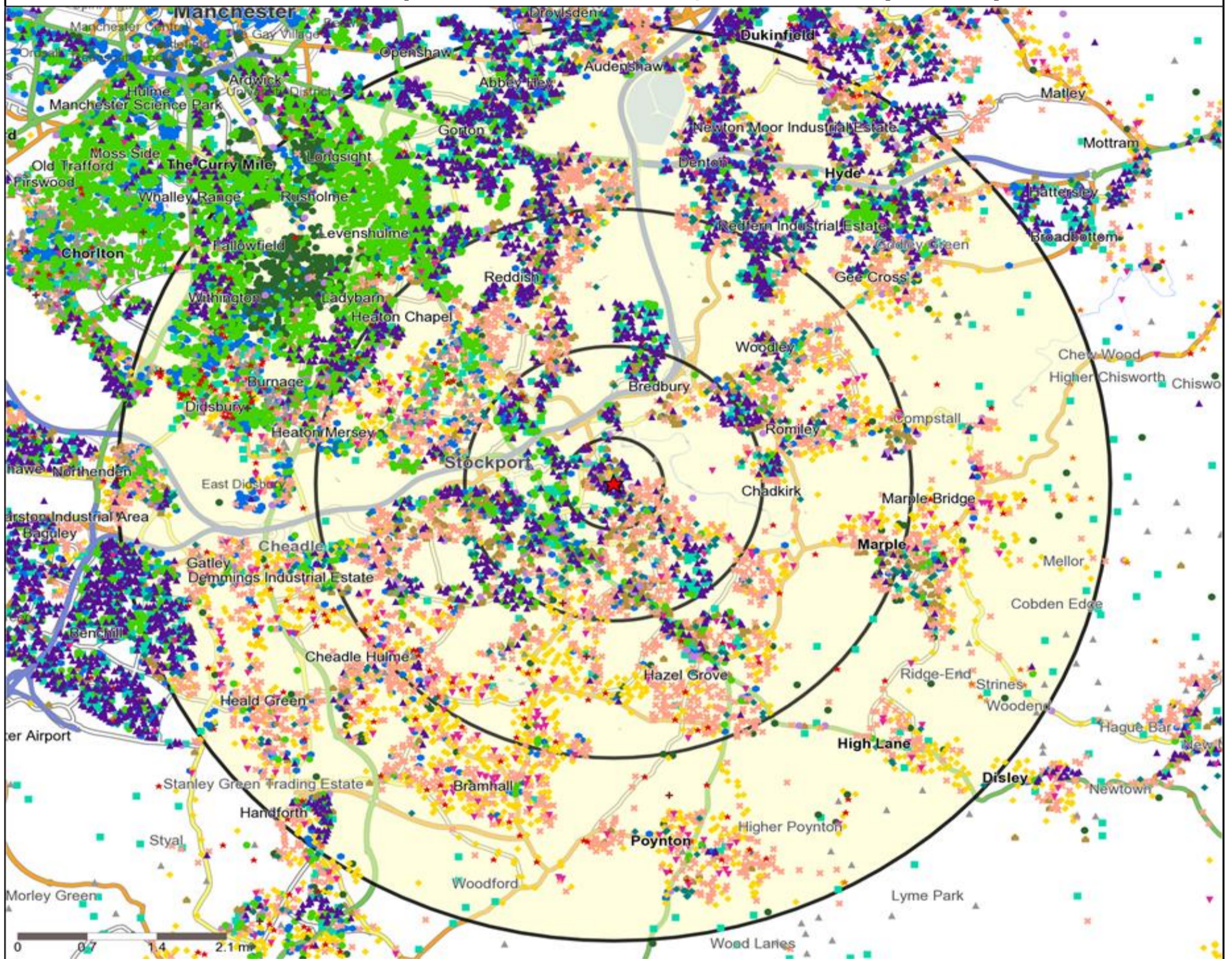
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	442	68
F Suburban Stability (18+)	495	102
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	2,510	347
I Family Basics (18+)	479	84
J Transient Renters (18+)	1,227	268
K Municipal Challenge (18+)	408	87
L Vintage Value (18+)	443	89
M Modest Traditions (18+)	1,665	441
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	275	45
Adults 18+ estimate 2015	7,944	100



Occasions Map and Data: VICTORIA, STOCKPORT (203535)



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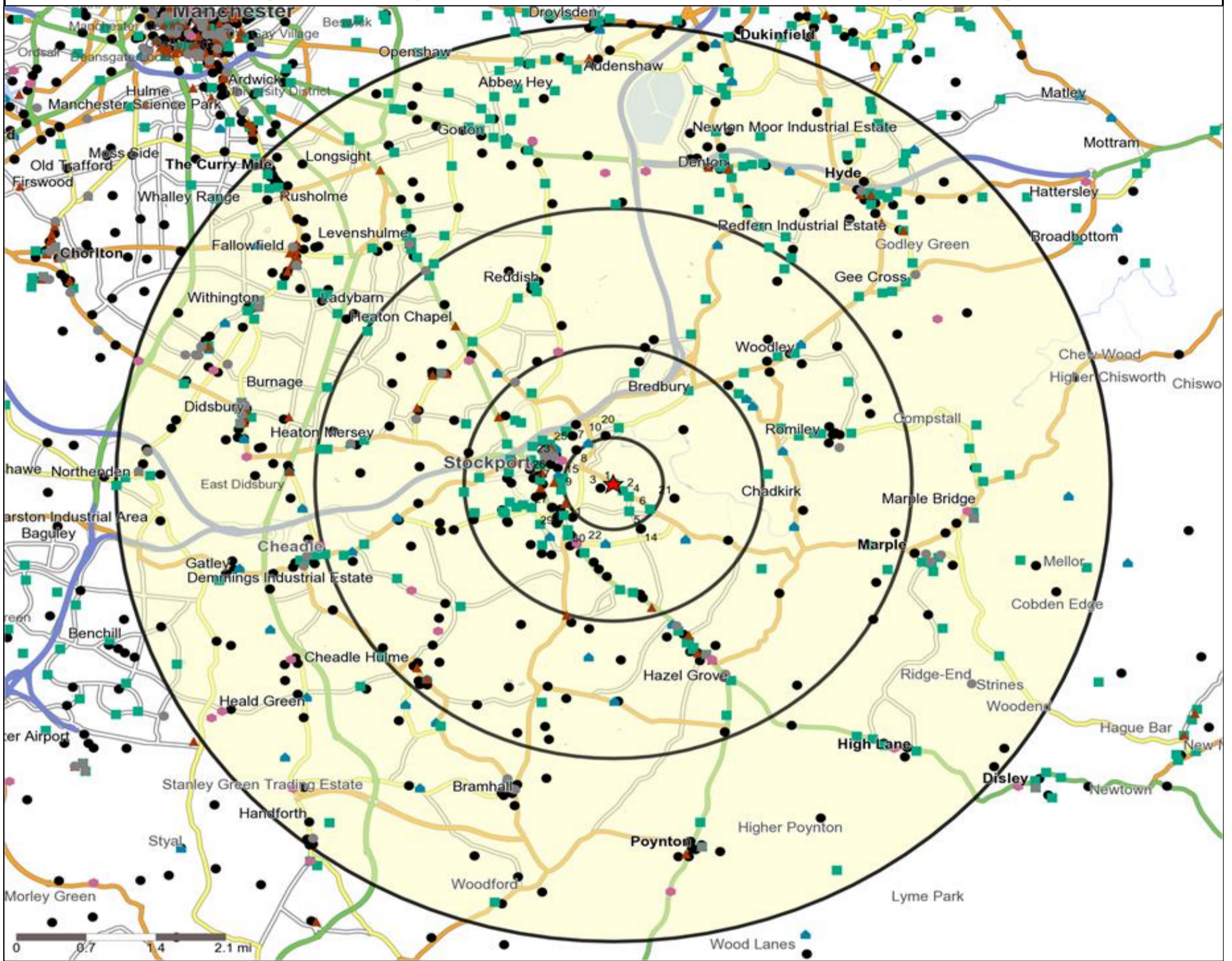
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
■ 01 Mine's a Pint
◆ 02 Early Doors
● 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
● 05 Out On The Town
▲ 06 Business and Pleasure
● 07 Sporting Pints
- 08 Student Social
▼ 09 Leisurely Lunch
✕ 10 Wining 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	547	4,098	11,793	30,934	21,612	86	98	87	87	93
02 Early Doors	587	4,011	11,716	26,043	19,646	110	115	104	88	101
03 Everyday is Friday	587	3,594	10,398	25,774	17,611	129	121	108	102	106
04 Weekend Millionaires	868	5,592	15,033	35,998	27,821	132	130	108	99	116
05 Out On The Town	790	5,001	15,279	41,540	27,242	125	121	114	118	118
06 Business and Pleasure	203	1,498	5,682	17,017	10,109	62	70	82	94	85
07 Sporting Pints	671	4,427	12,624	43,138	24,624	96	97	85	111	97
08 Student Social	171	1,057	4,513	20,648	6,837	58	55	72	126	64
09 Leisurely Lunch	527	3,541	12,647	32,823	21,264	85	87	96	95	94
10 Wining and Dining	587	3,794	15,627	37,493	24,810	83	82	104	96	96
11 Household Outing	758	4,542	13,488	32,610	23,010	135	124	114	105	113
12 Midweek Meal Deal	419	2,363	6,472	18,334	12,006	133	115	97	105	105
13 Date Night	353	2,560	11,596	25,921	17,543	70	78	109	93	96
14 Birthday Treat	365	2,545	10,291	25,033	16,560	73	78	97	90	91
15 Pre Show Meal	193	1,148	3,985	9,426	6,399	112	102	109	98	102
Number of Occasions	7,626	49,771	161,144	422,732	277,094	100	100	100	100	100



Competition Map and Data: VICTORIA, STOCKPORT (203535)



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

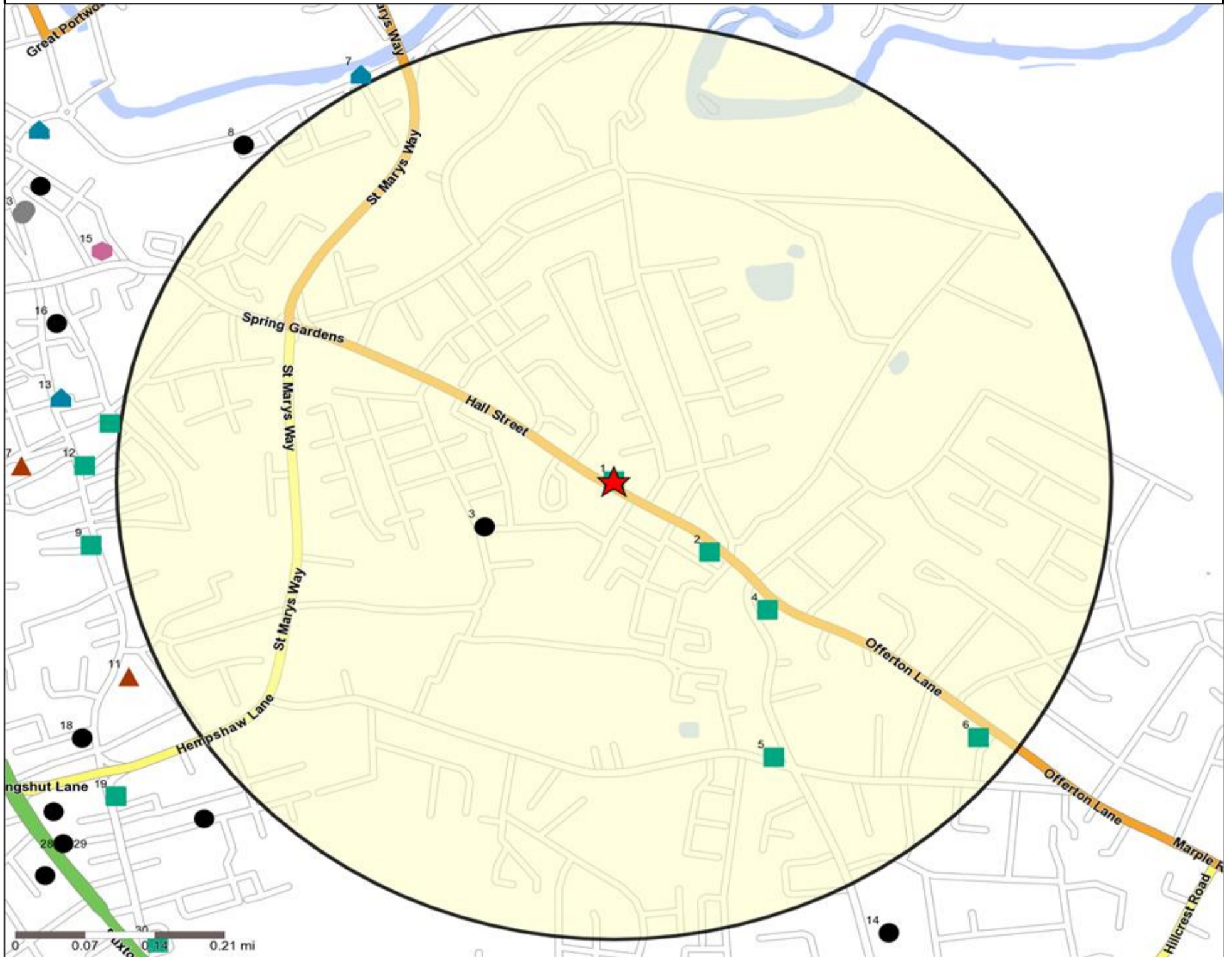
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	6	14	57
Circuit Bar	0	11	21	52
Community Local	5	45	93	233
Dry Led	0	6	17	39
Branded Food Pub	0	3	12	29
Rural	0	0	0	0
Other	1	55	163	446
Total	6	126	320	856



Competition Map and Data: VICTORIA, STOCKPORT (203535)



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	5
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
Total	6



Local Competition: VICTORIA, STOCKPORT (203535)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	VICTORIA, STOCKPORT	125 HALL STREET, STOCKPORT, SK1 4HE	Punch Taverns	SK 1 4HE	Punch Taverns	0.00
1	Victoria	125 Hall Street, Stockport	Punch Pub Company	SK 1 4HE	Community Local	0.00
2	Emigration	1664 Hall Street, Stockport	Robinsons	SK 1 4JG	Community Local	0.12
3	Victoria Bowling Club	Webb Lane, Offerton, Stockport	Independent Free	SK 1 4EL	Other	0.14
4	Gardeners Arms	2 Little Street, Offerton, Stockport	Spirit Pub Company	SK 2 5AB	Community Local	0.21
5	Finger Post	134 Hempshaw Lane, Stockport	Robinsons	SK 1 4QA	Community Local	0.34
6	Strawberry Gardens	84 Offerton Lane, Offerton, Stockport	Star Pubs & Bars	SK 2 5BS	Community Local	0.46
7	Midway Tavern	263 Newbridge Lane, Stockport	Enterprise Inns	SK 1 2NX	Dry Led	0.51
8	Gala Bingo	30 Newbridge Lane, Stockport	Gala Group	SK 1 2NA	Other	0.52
9	Crown Inn	14 Higher Hillgate, Stockport	Unknown	SK 1 3ER	Community Local	0.53
10	Newbridge Lane Conservative Club	44 Tamworth Street, Stockport	Independent Free	SK 1 2PB	Other	0.53
11	Star & Garter	61 Higher Hillgate, Stockport	Robinsons	SK 1 3HD	Circuit Bar	0.53
12	Sun & Castle	54 Middle Hillgate, Stockport	Holt	SK 1 3DL	Community Local	0.53
13	Red Bull	14 Middle Hillgate, Stockport	Robinsons	SK 1 3AY	Dry Led	0.56
14	Britannia Hotel	67 Dialstone Lane, Offerton, Stockport	Britannia Hotels	SK 2 6AG	Other	0.57
15	Old Rectory	48 Churchgate, Stockport	Spirit Pub Company	SK 1 1YG	Branded Food	0.57
16	Chapters Club	91 Lower Hillgate, Stockport	Independent Free	SK 1 3AW	Other	0.59
17	Crucible Sports Bar	2a Edward Street, Stockport	Independent Free	SK 1 3DQ	Circuit Bar	0.60
18	Harappa	106 Higher Hillgate, Stockport	Independent Free	SK 1 3QH	Other	0.60
19	Fairway	137 Higher Hillgate, Stockport	Independent Free	SK 1 3HR	Community Local	0.61
20	Park Inn	264 Newbridge Lane, Stockport	Enterprise Inns	SK 1 2PG	Community Local	0.61
21	Offerton Cricket Club	19 Woodlands Drive, Offerton, Stockport	Independent Free	SK 2 5AP	Other	0.63
22	Puss In Boots	147 Nangreave Road, Offerton, Stockport	Robinsons	SK 2 6DQ	Dry Led	0.66
23	Pepper Mill	47 Lower Hillgate, Stockport	Independent Free	SK 1 1JQ	Cafe / Wine Bar	0.66
24	Nandos	60 Great Portwood Street, Stockport	Nandos Restaurants	SK 1 2HH	Other	0.66
25	Frankie & Bennys	Great Portwood Street, Stockport	Restaurant Group	SK 1 2HH	Other	0.66
26	Grosvenor Casino	59 Wellington Street, Stockport	Rank	SK 1 3AD	Other	0.66
27	Stockport Masonic Guild Club	169-171 Wellington Road South, Stockport	Independent Free	SK 1 3UA	Other	0.67
28	Jasmine House	269a Wellington Road South, Stockport	Independent Free	SK 2 6NG	Other	0.68
29	Gourmet Grill	Cheshire, Stockport	Independent Free	SK 2 6NG	Other	0.68
30	Wheatsheaf Hotel	205-209 Higher Hillgate, Hillgate, Stockport	Punch Pub Company	SK 1 3RB	Community Local	0.68