



Customer Profile Report for GARDENERS REST, BRINDLEY FORD (Punch Outlet Number: 201217 FISHER STREET, STOKE-ON-TRENT, ST8 7QJ (ST 8 7QJ)



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

Age Data Table

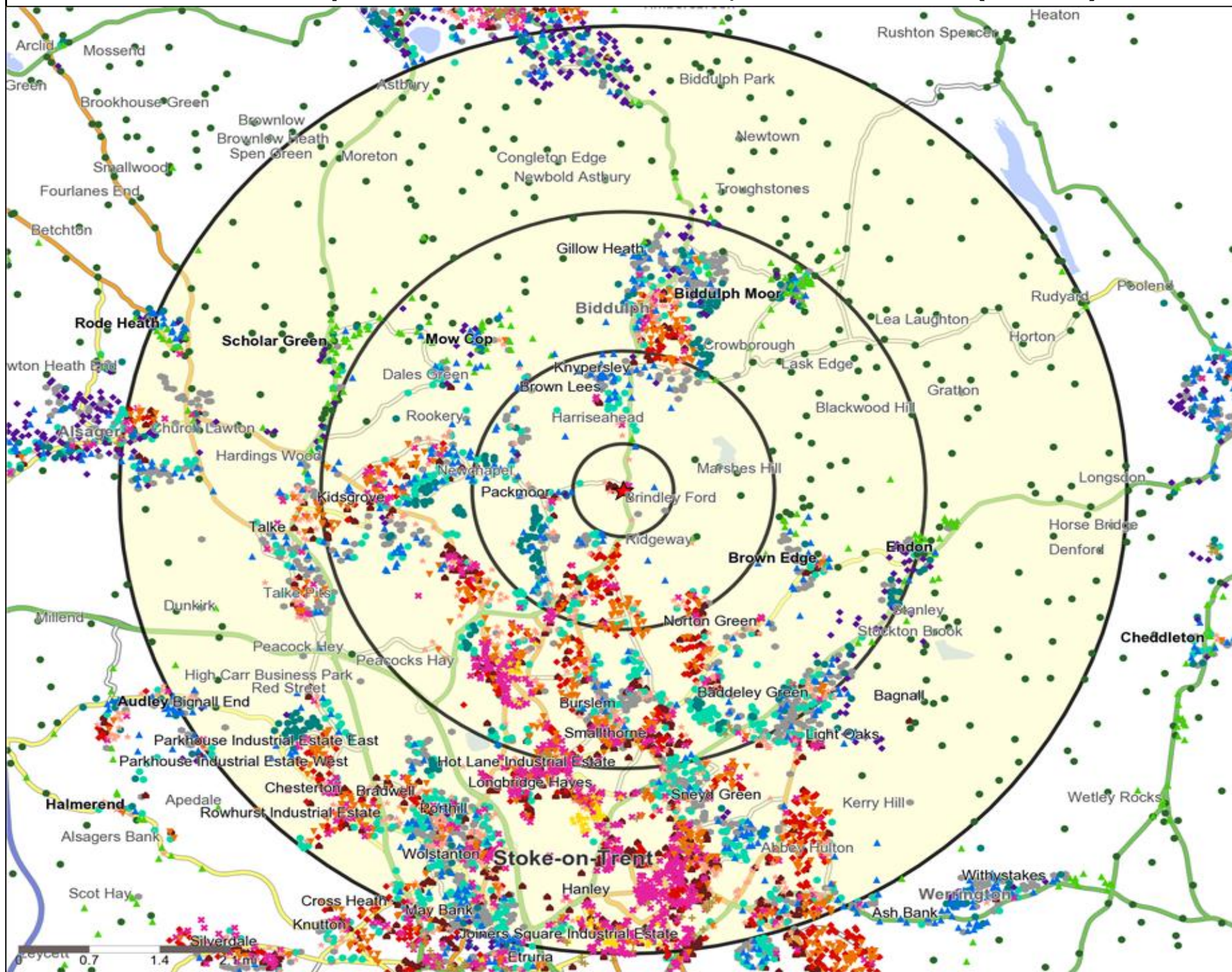
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	119	4,224	20,484	42,730	30,198	83	105	104	101	101
16-17	6	538	2,465	5,159	3,655	34	108	101	99	98
18-24	45	1,547	8,367	18,907	12,493	65	80	88	93	86
25-34	69	2,399	13,087	29,357	19,658	66	82	91	95	90
35-44	89	2,670	12,901	27,562	19,640	92	98	97	96	97
45-54	110	3,153	14,709	31,784	22,605	102	104	99	99	100
55-64	100	2,651	12,367	26,306	19,225	116	109	104	103	106
65+	225	4,283	20,608	43,507	32,396	164	111	109	107	113
Population estimate 2015	763	21,465	104,988	225,312	159,870	100	100	100	100	100

Ethnicity - Census 2011

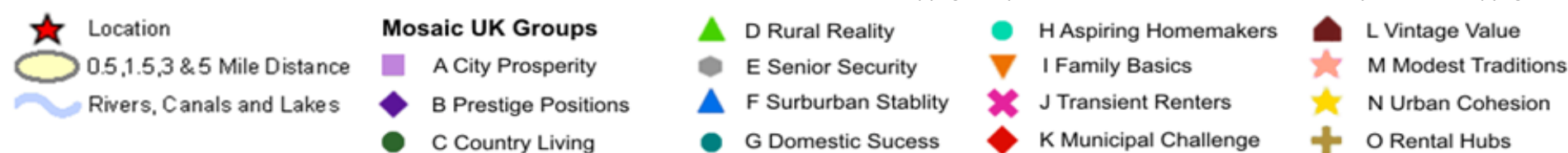
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	715	20,631	97,658	203,175	147,547	99%	97%	94%	92%	94%
Mixed / Multiple Ethnic Groups	5	212	1,346	3,341	2,053	1%	1%	1%	2%	1%
Asian / Asian British	3	191	3,256	10,346	5,443	0%	1%	3%	5%	3%
Black / African / Caribbean / Black British	1	135	729	2,191	1,168	0%	1%	1%	1%	1%
Other Ethnic Group	1	24	402	1,282	700	0%	0%	0%	1%	0%
All People (Ethnic Group)	725	21,193	103,391	220,335	156,911	100	100	100	100	100



Mosaic UK Map and Data: GARDENERS REST, BRINDLEY FORD (201213)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015



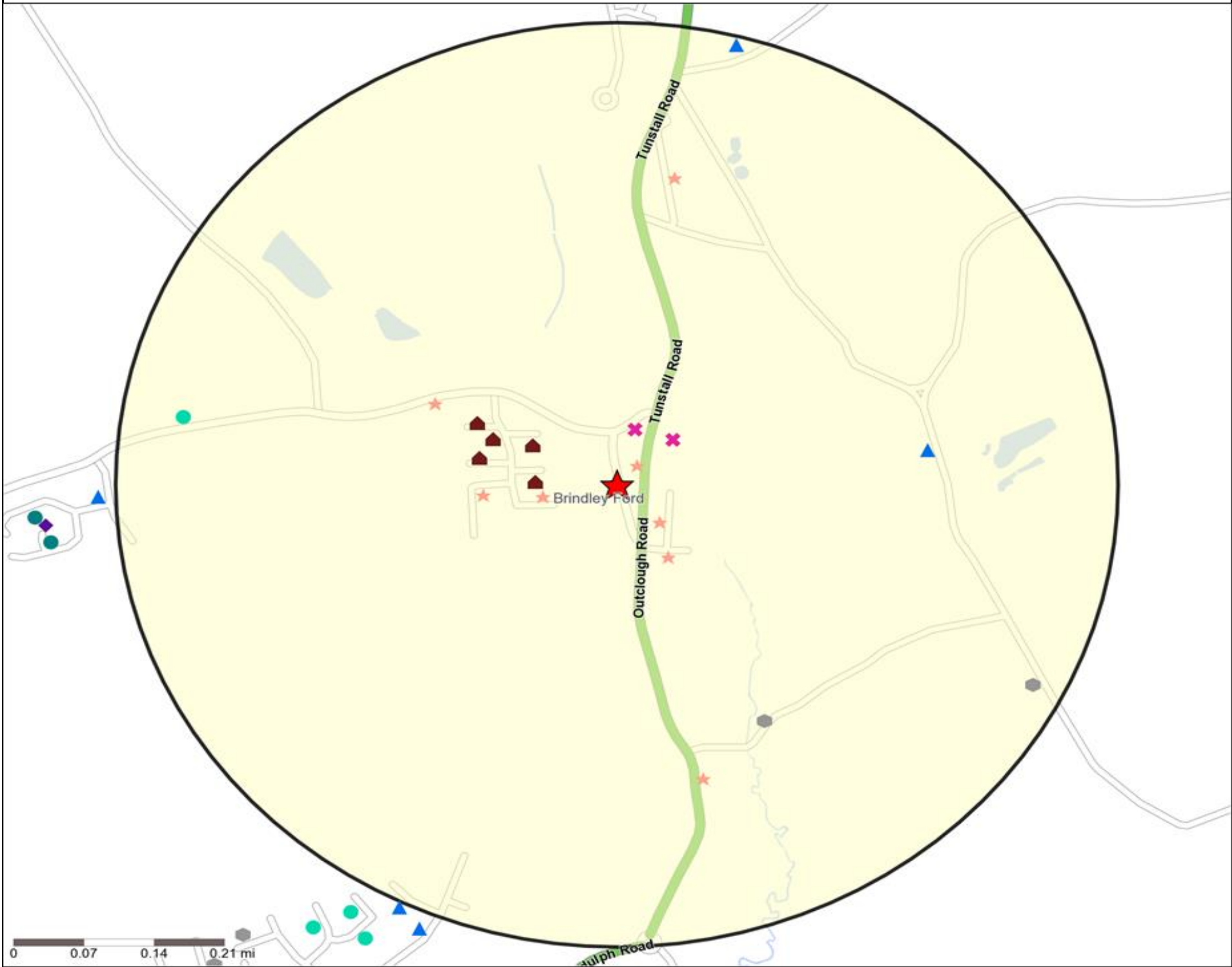
Mosaic UK Data Table (Residential)

	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+)	6	43	1,391	5,224	3,877	13	4	23	41	42
C Country Living (18+)	0	35	1,018	4,124	3,751	0	3	18	34	43
D Rural Reality (18+)	2	20	2,115	4,027	3,731	5	2	37	33	43
E Senior Security (18+)	42	2,191	10,372	21,807	17,108	81	162	156	152	167
F Suburban Stability (18+)	109	2,816	8,666	15,709	11,578	281	277	173	145	150
G Domestic Success (18+)	0	1,633	5,660	9,729	7,315	0	117	82	65	69
H Aspiring Homemakers (18+)	85	2,828	12,406	24,685	18,836	147	186	166	153	164
I Family Basics (18+)	0	2,035	9,971	19,771	14,324	0	169	168	155	158
J Transient Renters (18+)	37	717	8,842	21,881	13,007	101	75	187	214	179
K Municipal Challenge (18+)	0	1,944	7,364	15,179	9,244	0	199	153	146	125
L Vintage Value (18+)	90	919	5,613	13,975	8,528	225	88	109	126	108
M Modest Traditions (18+)	265	1,481	7,681	16,486	12,777	876	187	197	196	213
N Urban Cohesion (18+)	0	0	549	2,626	1,242	0	0	13	28	19
O Rental Hubs (18+)	0	0	350	1,547	643	0	0	6	11	7
Adults 18+ estimate 2015	636	16,662	81,998	176,770	125,961	100	100	100	100	100

Copyright © 2016 Experian Limited. Mapping: Copyright © 2015 Navteq.



Mosaic UK Map and Data: GARDENERS REST, BRINDLEY FORD (201213)



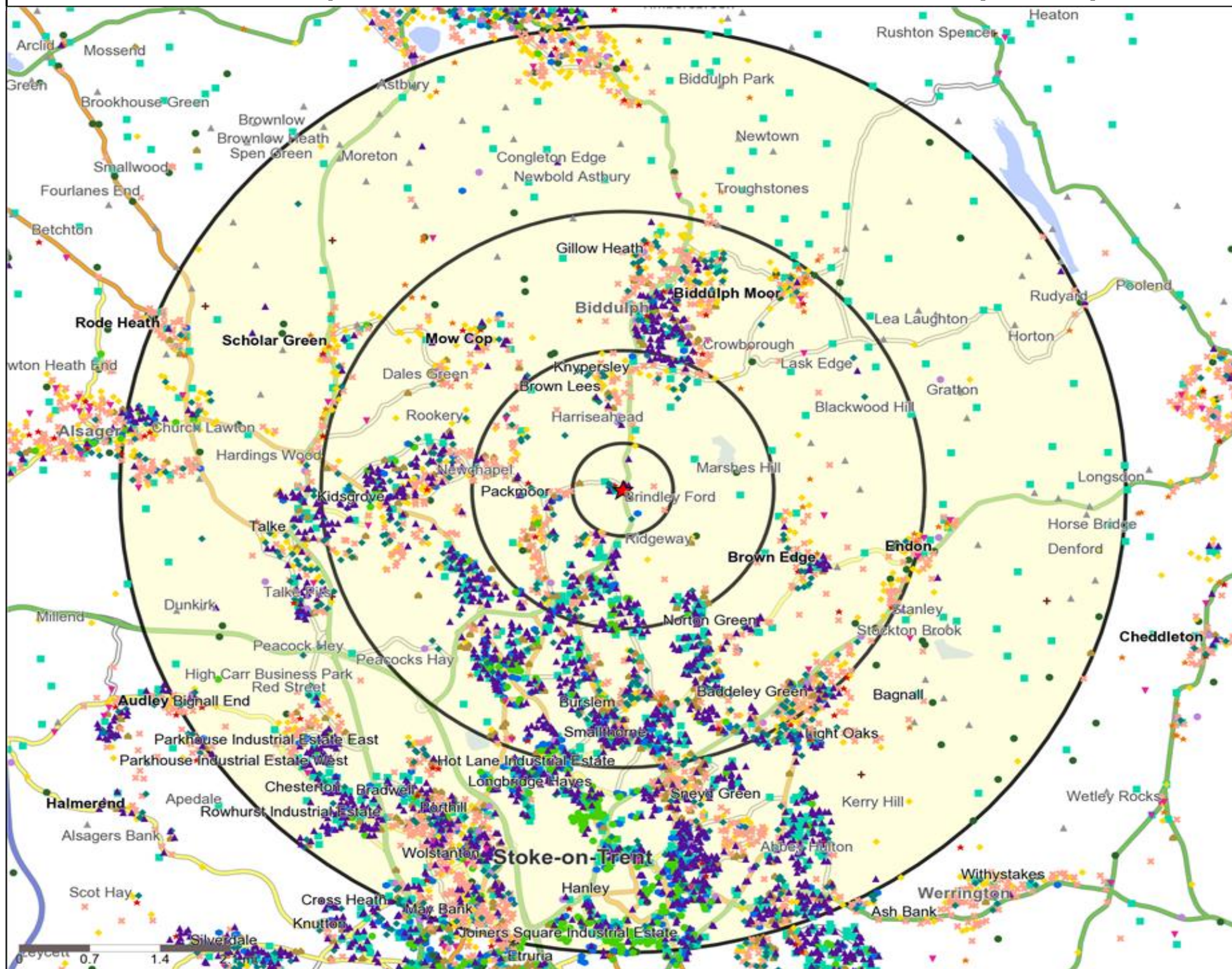
Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

 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+)	6	13
C Country Living (18+)	0	0
D Rural Reality (18+)	2	5
E Senior Security (18+)	42	81
F Suburban Stability (18+)	109	281
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	85	147
I Family Basics (18+)	0	0
J Transient Renters (18+)	37	101
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	90	225
M Modest Traditions (18+)	265	876
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	636	100



Occasions Map and Data: GARDENERS REST, BRINDLEY FORD (201213)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

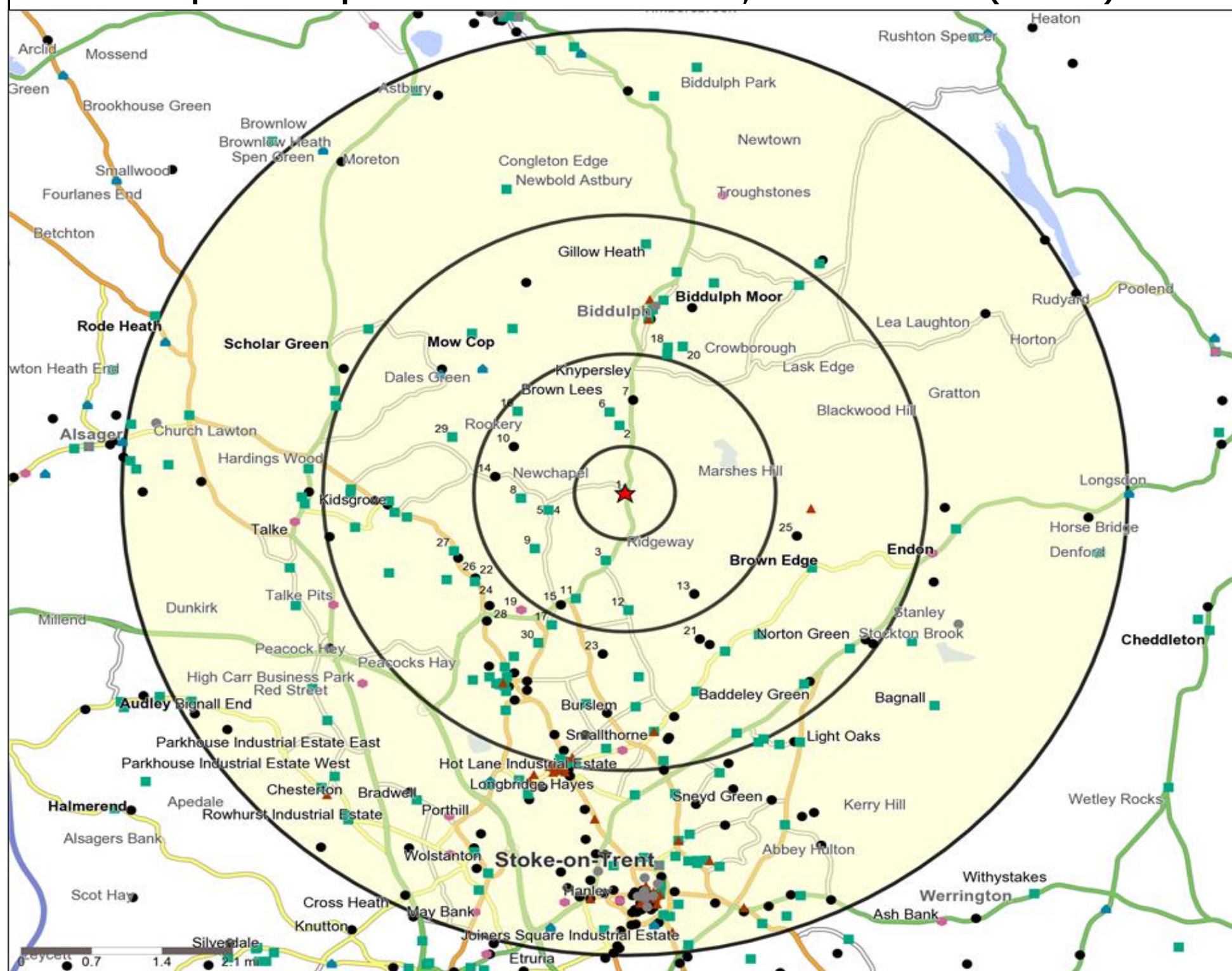
Occasions Data Table

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
01 Mine's a Pint	57	1,502	7,565	16,731	11,432	126	112	112	115	113
02 Early Doors	73	1,452	7,138	14,887	10,734	192	129	126	122	126
03 Everyday is Friday	36	982	5,043	10,845	7,616	111	102	105	105	105
04 Weekend Millionaires	57	1,826	9,631	20,250	13,940	122	132	139	135	133
05 Out On The Town	40	1,402	7,491	16,336	11,022	89	105	112	113	109
06 Business and Pleasure	8	375	1,972	4,623	3,148	34	55	57	62	61
07 Sporting Pints	27	1,054	5,903	13,819	8,806	54	72	80	87	79
08 Student Social	13	352	1,644	3,949	2,636	62	57	53	59	56
09 Leisurely Lunch	45	1,205	6,037	13,057	9,301	102	92	92	92	94
10 Wining and Dining	40	1,345	6,392	13,393	9,850	79	90	86	83	87
11 Household Outing	48	1,452	6,848	14,178	10,180	120	123	116	111	114
12 Midweek Meal Deal	25	852	4,324	9,424	6,382	112	129	130	132	127
13 Date Night	26	939	4,273	8,805	6,762	73	89	81	77	85
14 Birthday Treat	38	990	4,735	9,881	7,176	106	94	89	87	90
15 Pre Show Meal	9	305	1,484	3,172	2,309	73	84	81	81	84
Number of Occasions	542	16,033	80,480	173,350	121,294	100	100	100	100	100

Copyright © 2016 Experian Limited. Mapping: Copyright © 2015 Navteq.



Competition Map and Data: GARDENERS REST, BRINDLEY FORD (201213)

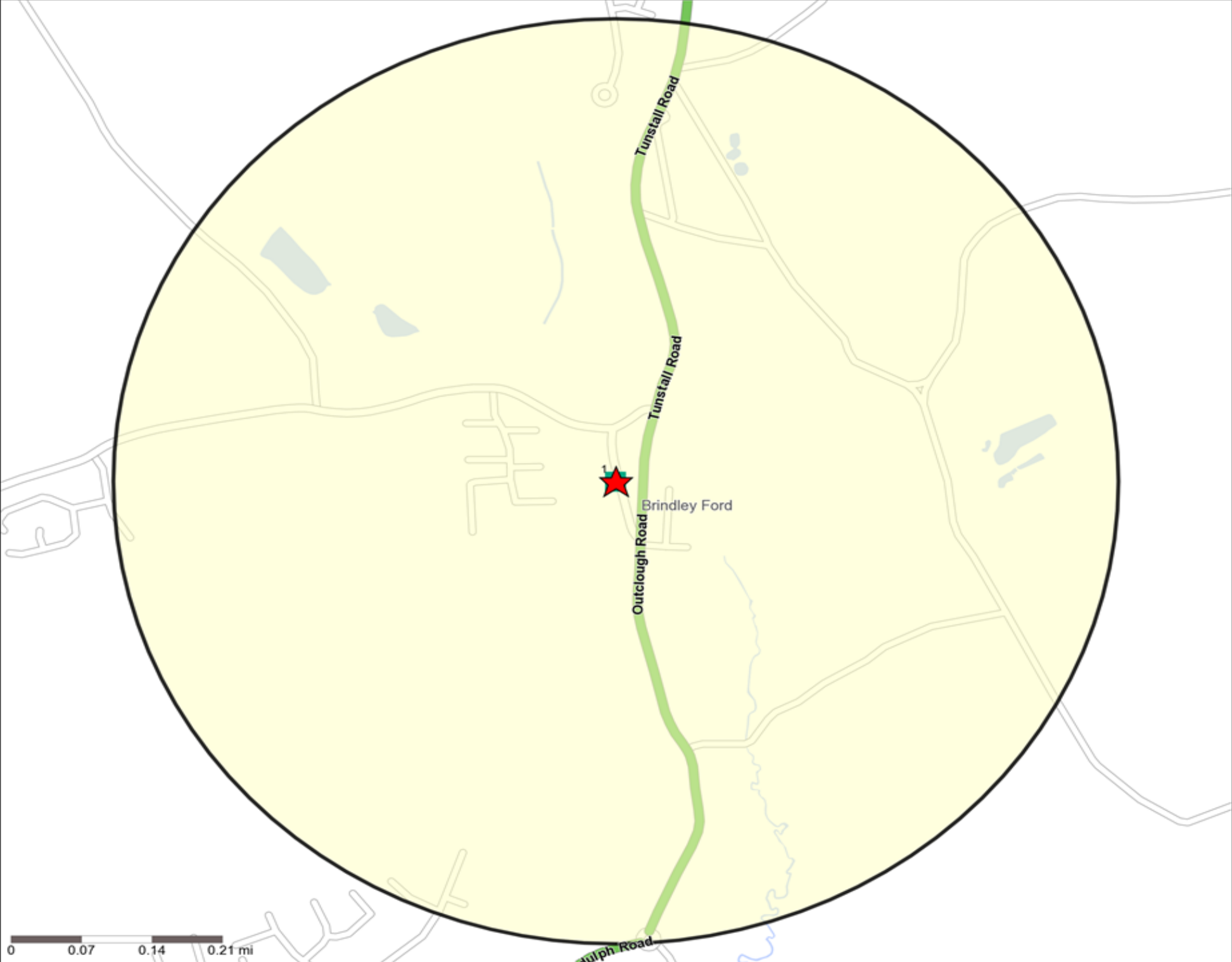


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	1	8
Circuit Bar	0	0	6	44
Community Local	1	10	60	126
Dry Led	0	0	3	12
Branded Food Pub	0	0	3	13
Rural	0	0	0	0
Other	0	6	50	168
Total	1	16	123	371



Competition Map and Data: GARDENERS REST, BRINDLEY FORD (201213)



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

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	0
Total	1



Local Competition: GARDENERS REST, BRINDLEY FORD (201213)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	GARDENERS REST, BRINDLEY FORD	7 FISHER STREET, STOKE-ON-TRENT, ST8 7QJ	Punch Taverns	ST 8 7QJ	Punch Taverns	0.00
1	Gardeners Rest	7 Fisher Street, Brindley Ford, Stoke-on-trent	Punch Pub Company	ST 8 7QJ	Community Local	0.00
2	Nelson Inn	118 Brown Lees Road, Brown Lees, Stoke-on-trent	Punch Pub Company	ST 8 6PW	Community Local	0.73
3	Jester	Biddulph Road, Fegg Hayes, Stoke-on-trent	Admiral Taverns Ltd	ST 6 6TR	Community Local	0.75
4	Dog & Partridge	508 Turnhurst Road, Packmoor, Stoke-on-trent	Punch Pub Company	ST 7 4QF	Community Local	0.78
5	Packmore Sports & Social Club	Turnhurst Road, Packmoor, Stoke-on-trent	Independent Free	ST 7 4QF	Other	0.78
6	Gardeners Arms	Brown Lees Road, Brown Lees, Stoke-on-trent	Robinsons	ST 8 6PH	Community Local	0.89
7	Knypersley Victory Sports Club	Tunstall Road, Knypersley, Stoke-on-trent	Independent Free	ST 8 7AQ	Other	1.01
8	Grapes Inn	2 Station Road, Newchapel, Stoke-on-trent	Marston's	ST 7 4QT	Community Local	1.03
9	Brindleys Lock	Silverstone Crescent, Stoke-on-trent	Robinsons	ST 6 6XP	Community Local	1.08
10	Thursfield Community Centre	8 Chapel Lane, Harriseahead, Stoke-on-trent	Independent Free	ST 7 4JL	Other	1.21
11	Hazelhurst Arms	6 Biddulph Road, Chell, Stoke-on-trent	Punch Pub Company	ST 6 6SH	Community Local	1.24
12	Knave Of Clubs	468 Chell Heath Road, Tunstall, Stoke-on-trent	Independent Free	ST 6 6QD	Community Local	1.27
13	Ball Green Working Mens Club	48 Wilding Road, Ball Green, Stoke-on-trent	Independent Free	ST 6 8BA	Other	1.29
14	Club At Newchapel	4 Pennyfields Road, Newchapel, Stoke-on-trent	Independent Free	ST 7 4PN	Other	1.30
15	Pittshill & Distvictory Working Mens Club	232 St Michaels Road, Great Chell, Stoke-on-trent	Independent Free	ST 6 6JS	Other	1.37
16	Royal Oak	42 High Street, Harriseahead, Stoke-on-trent	Independent Free	ST 7 4JT	Community Local	1.38
17	Vine Inn	13 Naylor Street, Pittshill Tunstall, Stoke-on-trent	*Other Small Retail Groups	ST 6 6LS	Community Local	1.60
18	Top Of The Trent	Woodland Street, Biddulph, Stoke-on-trent	Enterprise Inns	ST 8 6LW	Community Local	1.63
19	Chatterley Whitfield	Carsington Drive, Stoke-on-trent	Greene King	ST 6 5GA	Branded Food	1.63
20	Barley Mow	Church Road, Biddulph, Stoke-on-trent	Dorbiere	ST 8 6NE	Community Local	1.68
21	Norton/Ball Green Community Centre	St Nicholas Avenue, Norton, Stoke-on-trent	Independent Free	ST 6 8JW	Other	1.75
22	Goldenhill Community Centre	2 Drummond Street, Goldenhill, Stoke-on-trent	Independent Free	ST 6 5RF	Other	1.75
23	Burslem Golf Club	High Lane, Burslem, Stoke-on-trent	Independent Free	ST 6 7JT	Other	1.76
24	Globe	731 High Street, Goldenhill, Stoke-on-trent	Enterprise Inns	ST 6 5RD	Community Local	1.77
25	Brown Edge Village Hall	St Annes Vale, Brown Edge, Stoke-on-trent	Independent Free	ST 6 8TA	Other	1.77
26	Goldenhill Working Mens Club	Kidsgrove Road, Goldenhill, Stoke-on-trent	Independent Free	ST 6 5SH	Other	1.80
27	Travellers Rest	109 Kidsgrove Road, Goldenhill, Stoke-on-trent	Unknown	ST 6 5SJ	Community Local	1.81
28	Sandyford Cricket Club	Shelford Road, Stoke-on-trent	Independent Free	ST 6 5LA	Other	1.82
29	Robin Hood	21 High Street, Rookery, Stoke-on-trent	Punch Pub Company	ST 7 4RN	Community Local	1.82
30	Furlong Tavern	Furlong Road, Tunstall, Stoke-on-trent	Punch Pub Company	ST 6 5UP	Community Local	1.84