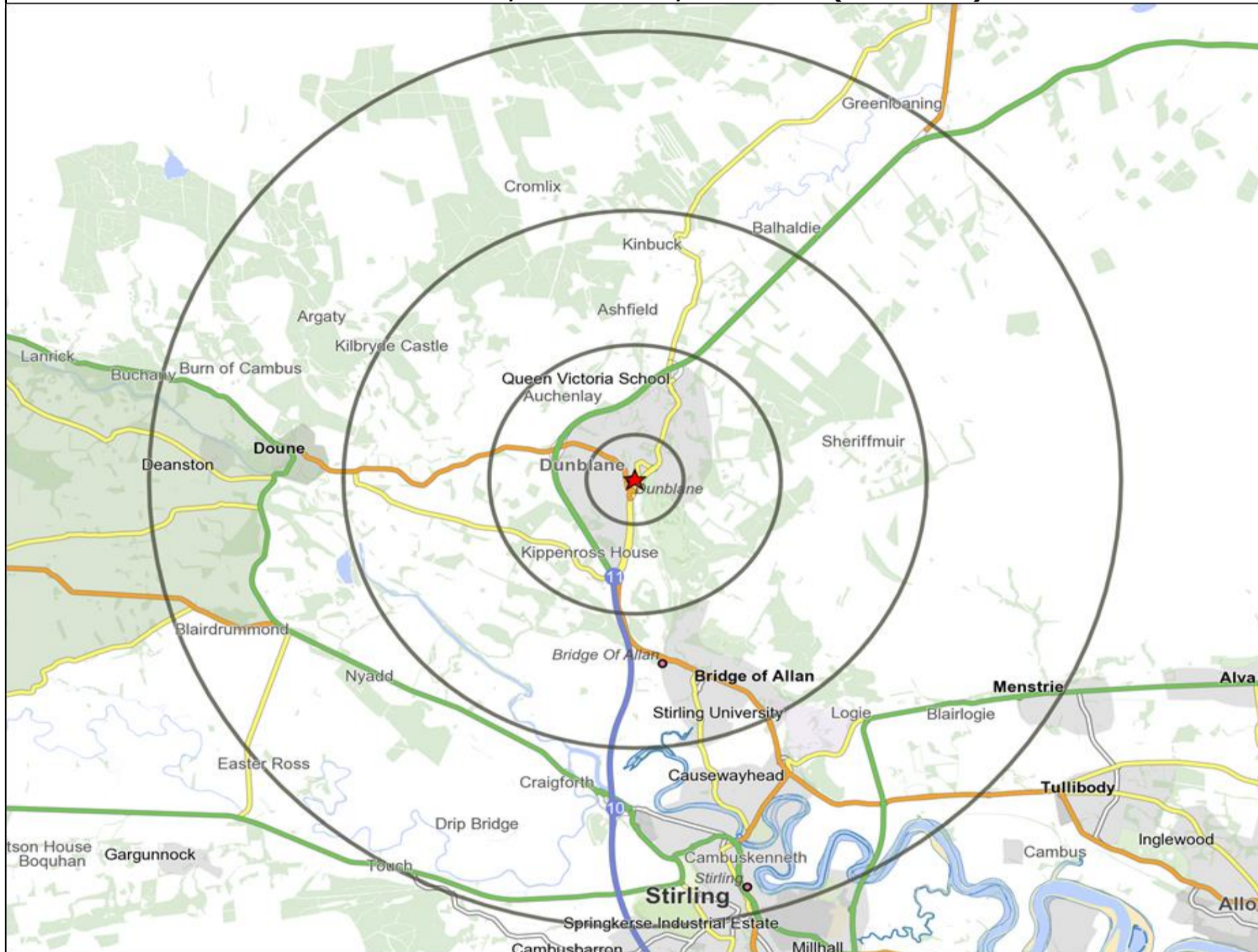




**Customer Profile Report for DUNBLANE HOTEL, DUNBLANE (Punch Outlet Number: 202242)  
STIRLING ROAD, DUNBLANE, FK15 9EP (FK15 9EP)**



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

**Age Data Table**

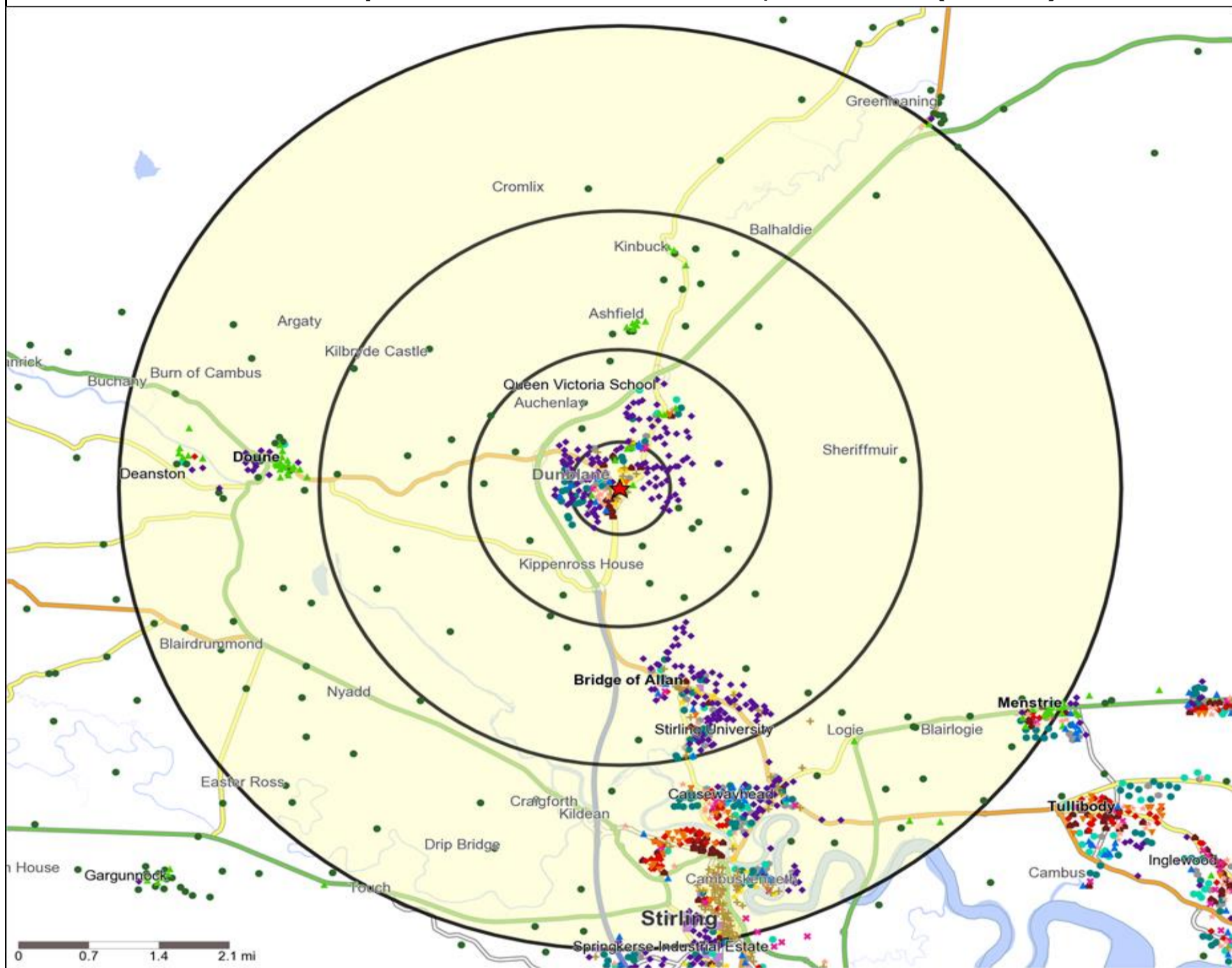
|                                 | Count:        |               |               |               |                  | Index:        |               |               |               |                  |
|---------------------------------|---------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|------------------|
|                                 | 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                            | 664           | 2,084         | 2,970         | 6,116         | 10,958           | 86            | 120           | 103           | 85            | 87               |
| 16-17                           | 102           | 359           | 462           | 934           | 1,711            | 107           | 167           | 130           | 104           | 110              |
| 18-24                           | 207           | 448           | 1,055         | 6,732         | 9,069            | 56            | 53            | 76            | 193           | 149              |
| 25-34                           | 364           | 628           | 1,307         | 4,602         | 8,487            | 65            | 50            | 62            | 87            | 93               |
| 35-44                           | 471           | 1,171         | 1,791         | 4,344         | 7,747            | 90            | 100           | 92            | 89            | 91               |
| 45-54                           | 634           | 1,494         | 2,369         | 5,142         | 9,386            | 109           | 114           | 109           | 94            | 99               |
| 55-64                           | 594           | 1,225         | 2,094         | 4,299         | 7,632            | 128           | 117           | 121           | 99            | 101              |
| 65+                             | 1,080         | 1,854         | 3,269         | 6,336         | 12,086           | 146           | 111           | 119           | 91            | 100              |
| <b>Population estimate 2015</b> | <b>4,116</b>  | <b>9,263</b>  | <b>15,317</b> | <b>38,505</b> | <b>67,076</b>    | <b>100</b>    | <b>100</b>    | <b>100</b>    | <b>100</b>    | <b>100</b>       |

**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                                       | 3,991         | 8,983         | 14,348        | 34,718        | 61,747           | 98%           | 98%           | 96%           | 95%           | 96%              |
| Mixed / Multiple Ethnic Groups              | 13            | 35            | 70            | 183           | 266              | 0%            | 0%            | 0%            | 0%            | 0%               |
| Asian / Asian British                       | 38            | 77            | 408           | 1,442         | 1,909            | 1%            | 1%            | 3%            | 4%            | 3%               |
| Black / African / Caribbean / Black British | 3             | 6             | 29            | 142           | 205              | 0%            | 0%            | 0%            | 0%            | 0%               |
| Other Ethnic Group                          | 18            | 38            | 74            | 190           | 240              | 0%            | 0%            | 0%            | 1%            | 0%               |
| <b>All People (Ethnic Group)</b>            | <b>4,063</b>  | <b>9,139</b>  | <b>14,929</b> | <b>36,675</b> | <b>64,367</b>    | <b>100</b>    | <b>100</b>    | <b>100</b>    | <b>100</b>    | <b>100</b>       |



### Mosaic UK Map and Data: DUNBLANE HOTEL, DUNBLANE (202242)



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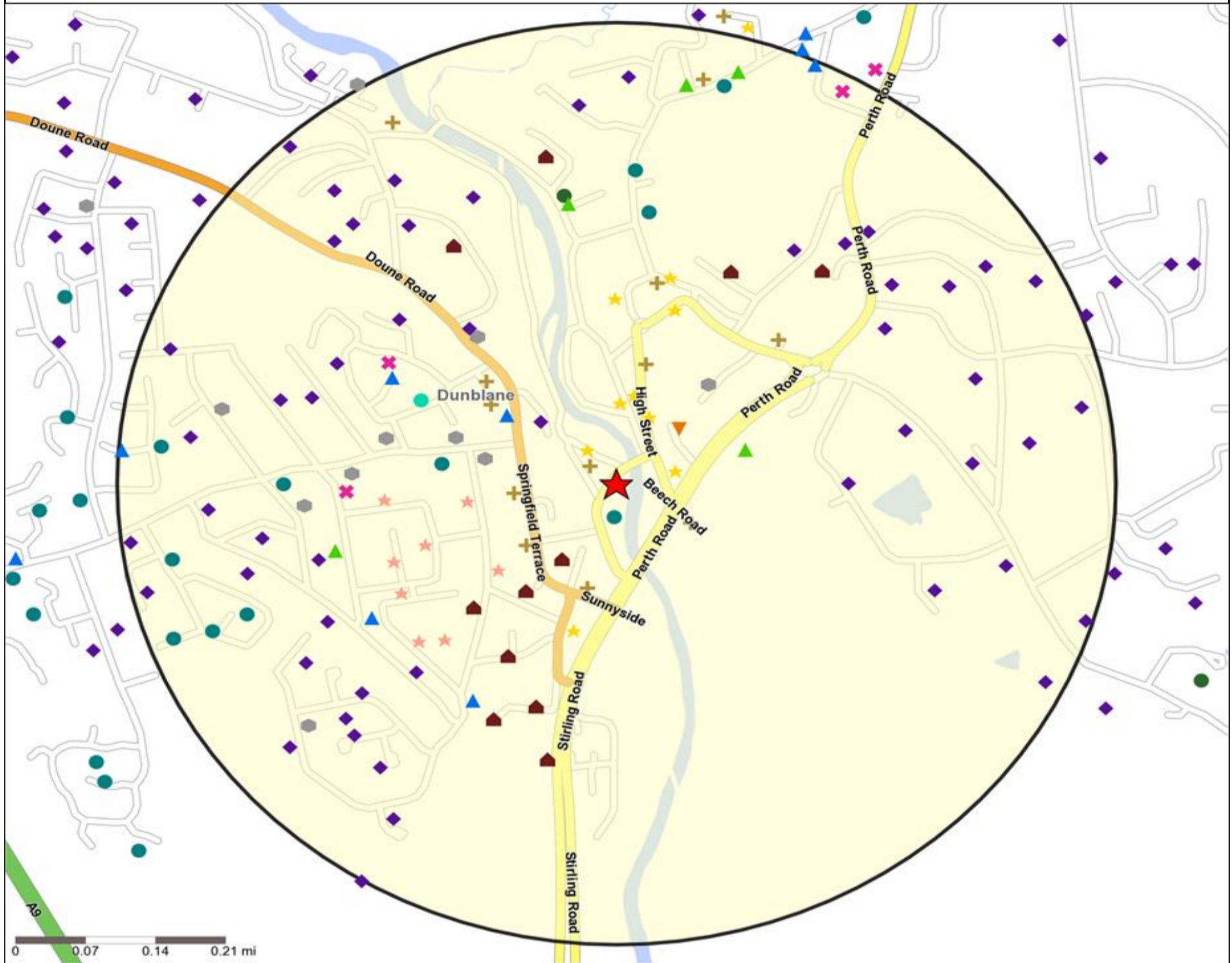
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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             | 19            | 79            | 160              | 0          | 0          | 4          | 6          | 7                |
| <b>B Prestige Positions (18+)</b>  | 1,310         | 3,493         | 5,489         | 7,134         | 9,401            | 537        | 703        | 636        | 339        | 249              |
| <b>C Country Living (18+)</b>      | 23            | 214           | 537           | 1,595         | 2,750            | 10         | 45         | 65         | 80         | 76               |
| <b>D Rural Reality (18+)</b>       | 93            | 281           | 424           | 1,654         | 1,930            | 40         | 59         | 52         | 83         | 54               |
| <b>E Senior Security (18+)</b>     | 137           | 249           | 492           | 1,078         | 2,570            | 50         | 45         | 51         | 46         | 61               |
| <b>F Suburban Stability (18+)</b>  | 145           | 183           | 294           | 968           | 2,132            | 71         | 44         | 41         | 55         | 67               |
| <b>G Domestic Success (18+)</b>    | 307           | 767           | 1,207         | 2,797         | 5,900            | 109        | 134        | 121        | 115        | 135              |
| <b>H Aspiring Homemakers (18+)</b> | 46            | 172           | 390           | 878           | 2,671            | 15         | 28         | 36         | 33         | 57               |
| <b>I Family Basics (18+)</b>       | 6             | 31            | 91            | 894           | 2,307            | 2          | 6          | 11         | 43         | 62               |
| <b>J Transient Renters (18+)</b>   | 44            | 130           | 199           | 693           | 1,248            | 23         | 33         | 29         | 42         | 42               |
| <b>K Municipal Challenge (18+)</b> | 0             | 0             | 99            | 1,861         | 3,100            | 0          | 0          | 14         | 110        | 102              |
| <b>L Vintage Value (18+)</b>       | 412           | 422           | 596           | 1,585         | 4,821            | 195        | 98         | 80         | 87         | 148              |
| <b>M Modest Traditions (18+)</b>   | 309           | 350           | 477           | 1,130         | 4,866            | 194        | 108        | 85         | 82         | 197              |
| <b>N Urban Cohesion (18+)</b>      | 230           | 234           | 473           | 858           | 1,443            | 131        | 66         | 76         | 57         | 53               |
| <b>O Rental Hubs (18+)</b>         | 288           | 295           | 1,051         | 5,677         | 6,531            | 112        | 56         | 115        | 255        | 164              |
| <b>Adults 18+ estimate 2015</b>    | <b>3,350</b>  | <b>6,821</b>  | <b>11,838</b> | <b>28,881</b> | <b>51,830</b>    | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b>       |



Mosaic UK Map and Data: DUNBLANE HOTEL, DUNBLANE (202242)



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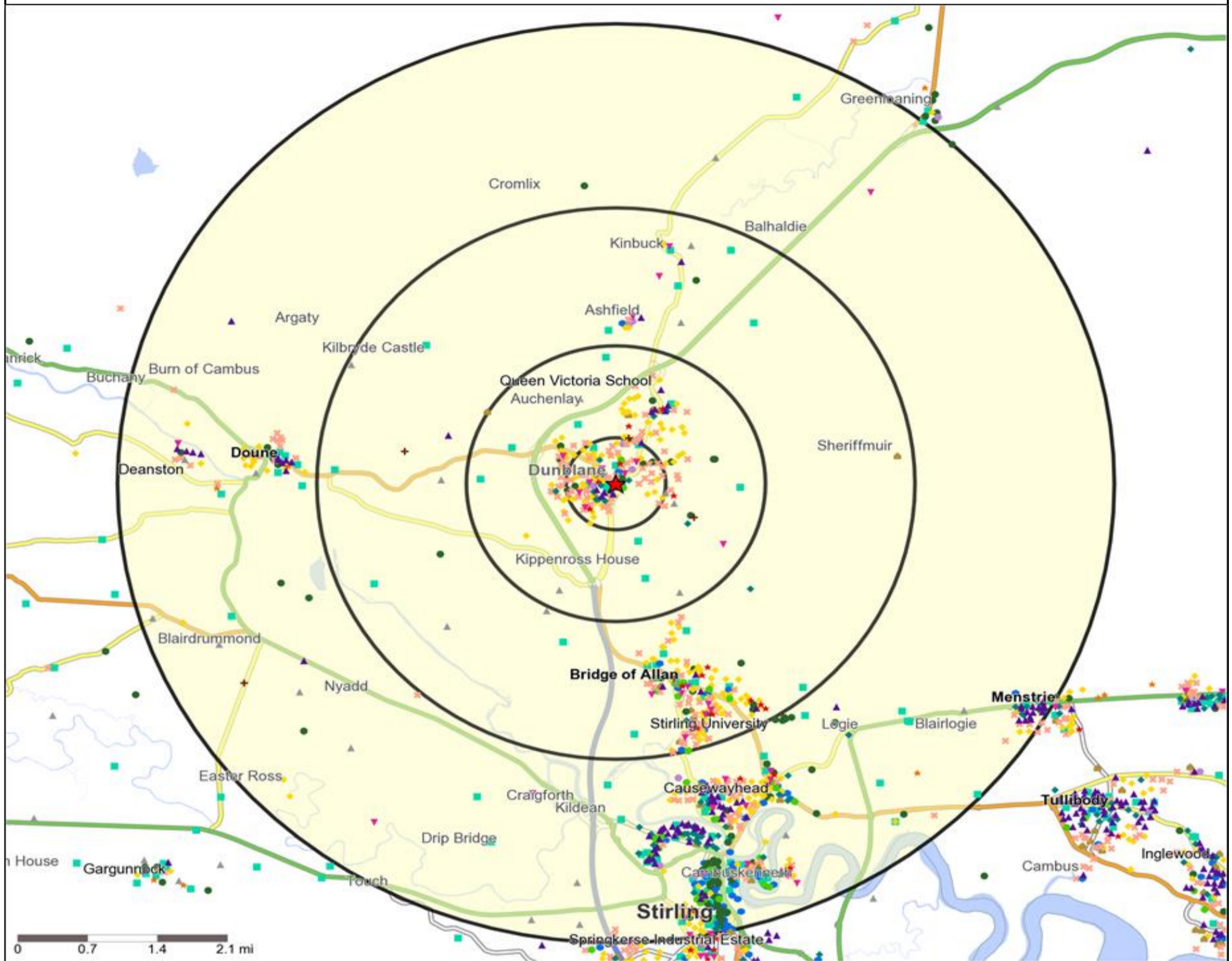
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- C Country Living
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- K Municipal Challenge
- G Domestic Success
- 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+)      | 1,310         | 537           |
| C Country Living (18+)          | 23            | 10            |
| D Rural Reality (18+)           | 93            | 40            |
| E Senior Security (18+)         | 137           | 50            |
| F Suburban Stability (18+)      | 145           | 71            |
| G Domestic Success (18+)        | 307           | 109           |
| H Aspiring Homemakers (18+)     | 46            | 15            |
| I Family Basics (18+)           | 6             | 2             |
| J Transient Renters (18+)       | 44            | 23            |
| K Municipal Challenge (18+)     | 0             | 0             |
| L Vintage Value (18+)           | 412           | 195           |
| M Modest Traditions (18+)       | 309           | 194           |
| N Urban Cohesion (18+)          | 230           | 131           |
| O Rental Hubs (18+)             | 288           | 112           |
| <b>Adults 18+ estimate 2015</b> | <b>3,350</b>  | <b>100</b>    |



## Occasions Map and Data: DUNBLANE HOTEL, DUNBLANE (202242)



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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           | 194           | 328           | 588           | 1,698         | 3,291            | 82         | 68         | 74         | 87         | 89               |
| 02 Early Doors             | 231           | 427           | 668           | 1,554         | 3,208            | 117        | 106        | 101        | 95         | 104              |
| 03 Everyday is Friday      | 160           | 313           | 503           | 1,430         | 2,809            | 95         | 91         | 89         | 102        | 107              |
| 04 Weekend Millionaires    | 135           | 233           | 374           | 1,504         | 3,526            | 56         | 47         | 46         | 75         | 93               |
| 05 Out On The Town         | 188           | 374           | 637           | 2,129         | 3,902            | 81         | 78         | 81         | 110        | 107              |
| 06 Business and Pleasure   | 82            | 182           | 321           | 850           | 1,429            | 68         | 74         | 79         | 85         | 76               |
| 07 Sporting Pints          | 110           | 183           | 341           | 1,478         | 2,747            | 43         | 35         | 39         | 69         | 68               |
| 08 Student Social          | 140           | 373           | 669           | 1,763         | 2,458            | 128        | 167        | 183        | 194        | 144              |
| 09 Leisurely Lunch         | 302           | 560           | 915           | 1,925         | 3,698            | 132        | 120        | 119        | 101        | 103              |
| 10 Wining and Dining       | 374           | 796           | 1,268         | 2,398         | 4,302            | 143        | 149        | 145        | 110        | 105              |
| 11 Household Outing        | 161           | 315           | 506           | 1,261         | 2,939            | 78         | 75         | 73         | 73         | 91               |
| 12 Midweek Meal Deal       | 55            | 96            | 169           | 820           | 1,718            | 47         | 40         | 43         | 85         | 94               |
| 13 Date Night              | 338           | 794           | 1,270         | 2,263         | 3,786            | 183        | 210        | 204        | 147        | 131              |
| 14 Birthday Treat          | 259           | 611           | 945           | 1,749         | 3,179            | 140        | 162        | 152        | 114        | 110              |
| 15 Pre Show Meal           | 79            | 155           | 268           | 566           | 1,049            | 124        | 119        | 125        | 107        | 105              |
| <b>Number of Occasions</b> | <b>2,808</b>  | <b>5,740</b>  | <b>9,442</b>  | <b>23,388</b> | <b>44,041</b>    | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b>       |



### Competition Map and Data: DUNBLANE HOTEL, DUNBLANE (202242)



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

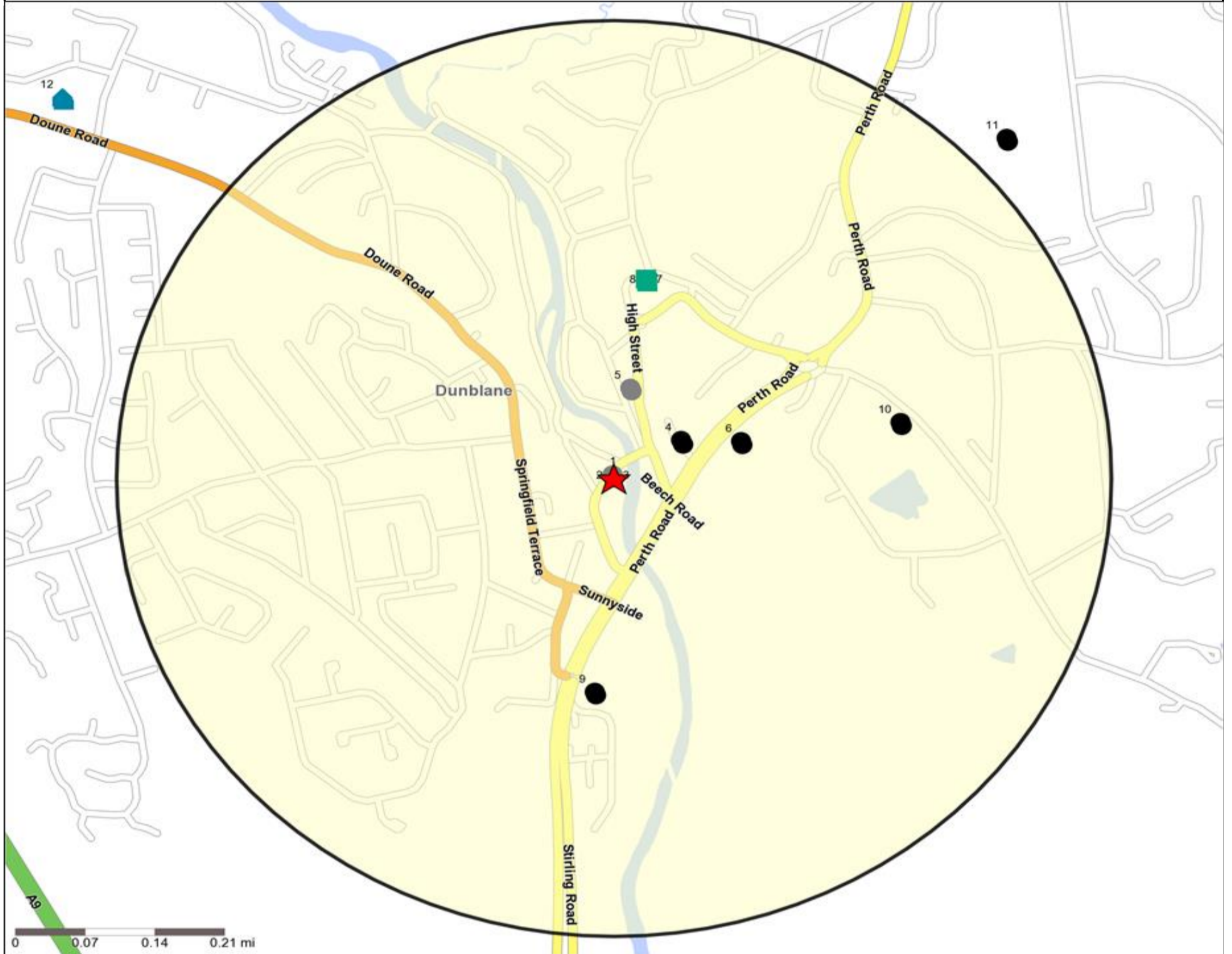
- ★ Location
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

#### 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    | 3             | 3             | 3             | 11            |
| Circuit Bar        | 0             | 0             | 0             | 14            |
| Community Local    | 1             | 1             | 4             | 19            |
| Dry Led            | 0             | 1             | 3             | 6             |
| Branded Food Pub   | 0             | 0             | 1             | 2             |
| Rural              | 0             | 0             | 0             | 0             |
| Other              | 6             | 7             | 21            | 72            |
| <b>Total</b>       | <b>10</b>     | <b>12</b>     | <b>32</b>     | <b>124</b>    |



## Competition Map and Data: DUNBLANE HOTEL, DUNBLANE (202242)



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    | 3             |
| Circuit Bar        | 0             |
| Community Local    | 1             |
| Dry Led            | 0             |
| Branded Food Pub   | 0             |
| Rural              | 0             |
| Other              | 6             |
| <b>Total</b>       | <b>10</b>     |



## Local Competition: DUNBLANE HOTEL, DUNBLANE (202242)

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

| Rank | Pub name                     | Address   | Owner             | Postcode | Category        | Distance (Miles) |
|------|------------------------------|---|-------------------|----------|-----------------|------------------|
| N/A  | DUNBLANE HOTEL, DUNBLANE     | STIRLING ROAD, DUNBLANE, FK15 9EP               | Punch Taverns     | FK15 9EP | Punch Taverns   | 0.00             |
| 1    | Dunblane Hotel               | 10 Stirling Road, Dunblane                      | Punch Pub Company | FK15 9EP | Other           | 0.00             |
| 2    | Village Bar & Bistro         | 5 Stirling Road, Dunblane                       | Greene King       | FK15 9EP | Cafe / Wine Bar | 0.00             |
| 3    | Riverside                    | 10 Stirling Road, Dunblane                      | Independent Free  | FK15 9EP | Cafe / Wine Bar | 0.00             |
| 4    | India Gate Restaurant        | Perth Road, Dunblane                            | Independent Free  | FK15 0EY | Other           | 0.08             |
| 5    | Cafe Continental             | 21 High Street, Dunblane                        | Independent Free  | FK15 0EE | Cafe / Wine Bar | 0.10             |
| 6    | Dunblane New Golf Club       | Perth Road, Dunblane                            | Independent Free  | FK15 0LJ | Other           | 0.13             |
| 7    | Tappit Hen                   | Kirk Street, Dunblane                           | Greene King       | FK15 0AL | Community Local | 0.22             |
| 8    | Old Churches House           | 1-7 Kirk Street, Dunblane                       | Independent Free  | FK15 0AL | Other           | 0.22             |
| 9    | Dunblane Bowling Club        | Stirling Road, Dunblane                         | Independent Free  | FK15 9EY | Other           | 0.23             |
| 10   | Tomdoran Res Retirement Home | Glen Road, Dunblane                             | Independent Free  | FK15 0DJ | Other           | 0.29             |
| 11   | Doubletree By Hilton         | Perth Road, Dunblane                            | Hilton Group      | FK15 0HG | Other           | 0.54             |
| 12   | Westlands Hotel              | Doune Road, Dunblane                            | Independent Free  | FK15 9HT | Dry Led         | 0.69             |
| 13   | Bridge Of Allan Golf Club    | Pendreich Road, Bridge Of Allan, Stirling       | Independent Free  | FK 9 4LY | Other           | 1.75             |
| 14   | Bridge Inn                   | 2 Inverallan Road, Bridge Of Allan, Stirling    | Independent Free  | FK 9 4JA | Community Local | 2.16             |
| 15   | Ugcp Sports & Social Club    | 1 Inverallan Road, Bridge Of Allan, Stirling    | Independent Free  | FK 9 4JA | Other           | 2.16             |
| 16   | Crooked Arm                  | 2 Henderson Street, Bridge Of Allan, Stirling   | Independent Free  | FK 9 4HT | Community Local | 2.18             |
| 17   | Royal Ashoka Restaurant      | 23 Henderson Street, Bridge Of Allan, Stirling  | Independent Free  | FK 9 4HN | Other           | 2.19             |
| 18   | Adamo Hotel                  | 24 Henderson Street, Bridge Of Allan, Stirling  | Independent Free  | FK 9 4HP | Other           | 2.20             |
| 19   | Rising Sun                   | 6 New Street, Bridge Of Allan, Stirling         | Independent Free  | FK 9 4NZ | Community Local | 2.20             |
| 20   | Westerton Arms               | 34 Henderson Street, Bridge Of Allan, Stirling  | Independent Free  | FK 9 4HR | Dry Led         | 2.22             |
| 21   | Clive Ramsay                 | 26 Henderson Street, Bridge Of Allan, Stirling  | Independent Free  | FK 9 4HR | Other           | 2.22             |
| 22   | Airthrey Spa Bowling Club    | Mine Road, Bridge Of Allan, Stirling            | Independent Free  | FK 9 4DT | Other           | 2.25             |
| 23   | Vecchia Bologna              | Mine Road, Bridge Of Allan, Stirling            | Independent Free  | FK 9 4DT | Other           | 2.25             |
| 24   | Br Of Allan Sports Club      | Mine Road, Bridge Of Allan, Stirling            | Independent Free  | FK 9 4DT | Other           | 2.25             |
| 25   | Royal Hotel                  | 55 Henderson Street, Bridge Of Allan, Stirling  | Independent Free  | FK 9 4HL | Other           | 2.25             |
| 26   | Similan Thai Restaurant      | 52 Henderson Street, Bridge of Allan, Stirling  | Independent Free  | FK 9 4HS | Other           | 2.27             |
| 27   | Paparazzi                    | 84 Henderson Street, Bridge Of Allan, Stirling  | Independent Free  | FK 9 4HA | Other           | 2.35             |
| 28   | Royal Ivy Hotel              | 103 Henderson Street, Bridge Of Allan, Stirling | Independent Free  | FK 9 4HH | Other           | 2.42             |
| 29   | Bridge Of Allan Bowling Club | 57 Fountain Road, Bridge Of Allan, Stirling     | Independent Free  | FK 9 4AU | Other           | 2.48             |
| 30   | Sheriffmuir Inn              | Sheriffmuir, Dunblane                           | Independent Free  | FK15 0LN | Dry Led         | 2.84             |