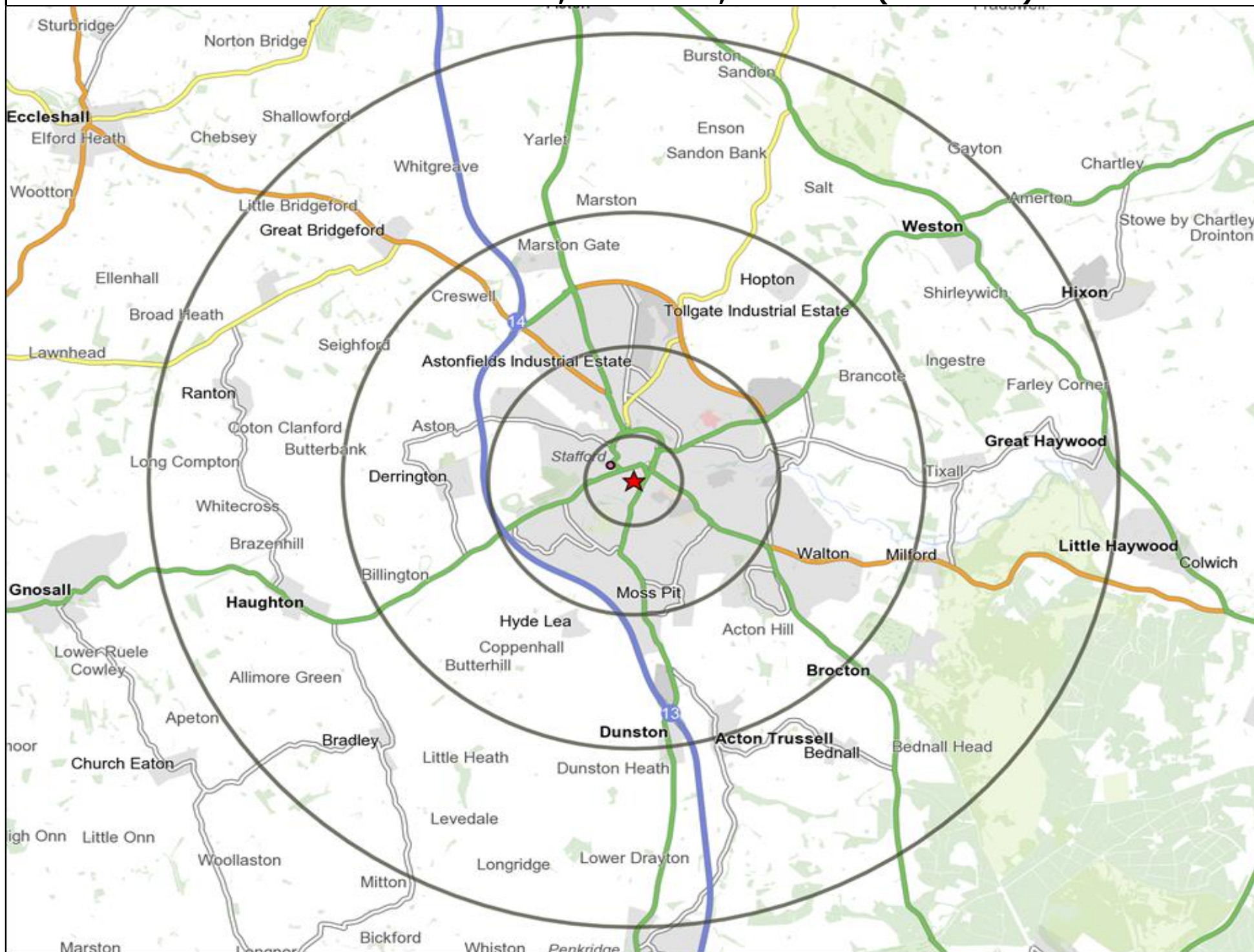




Customer Profile Report for BEAR & PHEASANT, STAFFORD (Punch Outlet Number: 201220) 15-16 FRIARS TERRACE, STAFFORD, ST17 4AU (ST17 4AU)



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

Age Data Table

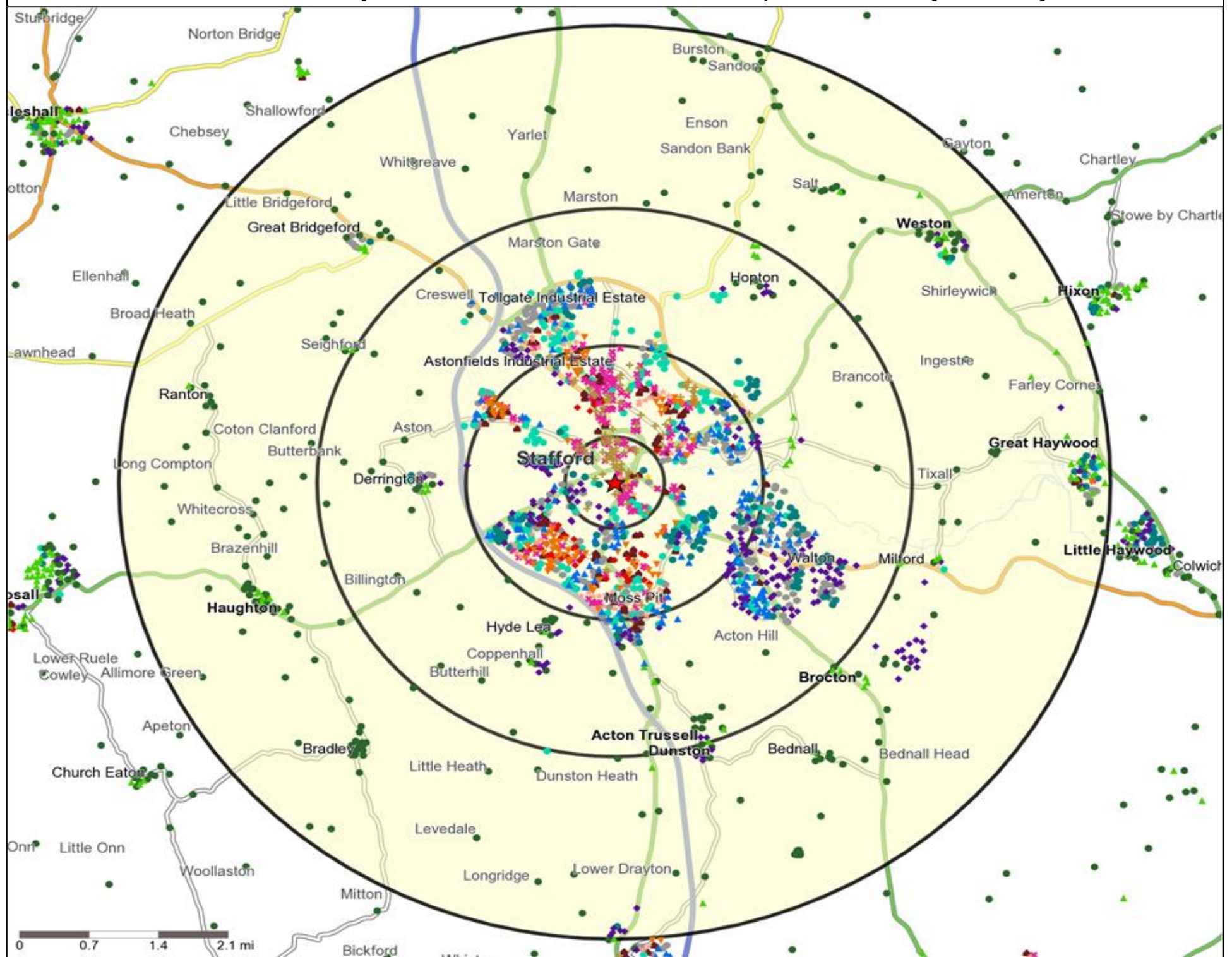
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	566	8,483	12,426	13,946	15,862	72	94	91	90	89
16-17	67	1,101	1,744	1,917	2,171	69	99	103	99	99
18-24	553	5,505	7,636	8,180	8,941	146	127	116	109	105
25-34	954	7,900	10,042	10,683	11,975	167	121	101	94	93
35-44	512	5,764	8,555	9,772	11,064	97	95	93	93	92
45-54	516	6,579	10,108	11,871	13,609	87	97	98	101	102
55-64	361	4,657	7,753	9,498	11,101	76	86	94	101	104
65+	648	7,909	14,368	17,109	19,761	86	92	110	114	116
Population estimate 2015	4,177	47,898	72,632	82,976	94,484	100	100	100	100	100

Ethnicity - Census 2011

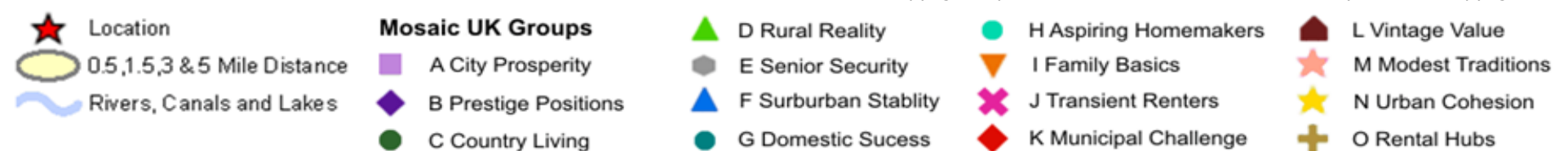
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	3,687	43,434	66,365	76,066	87,161	89%	91%	93%	93%	94%
Mixed / Multiple Ethnic Groups	93	917	1,192	1,275	1,366	2%	2%	2%	2%	1%
Asian / Asian British	218	2,052	2,766	2,856	2,939	5%	4%	4%	3%	3%
Black / African / Caribbean / Black British	85	749	914	943	966	2%	2%	1%	1%	1%
Other Ethnic Group	54	384	495	515	536	1%	1%	1%	1%	1%
All People (Ethnic Group)	4,137	47,536	71,732	81,655	92,968	100	100	100	100	100



Mosaic UK Map and Data: BEAR & PHEASANT, STAFFORD (201220)



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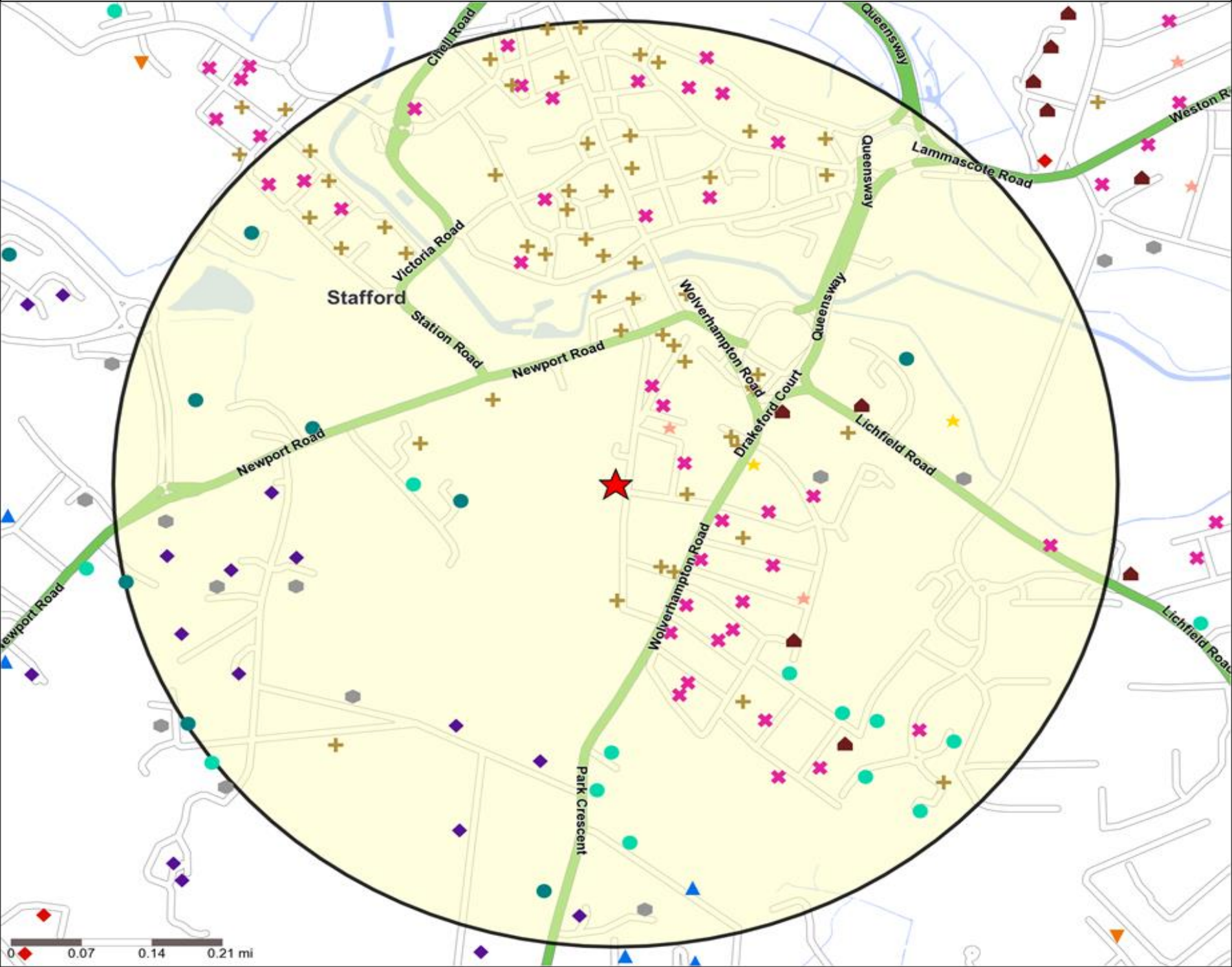
Mosaic UK Data Table (Residential)

	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+)	226	2,181	5,598	6,730	7,665	89	81	136	142	141
C Country Living (18+)	0	33	1,467	5,944	7,082	0	1	37	131	137
D Rural Reality (18+)	0	2	277	1,935	2,353	0	0	7	43	46
E Senior Security (18+)	182	3,048	7,356	7,812	9,015	64	101	160	147	149
F Suburban Stability (18+)	140	3,599	7,070	7,120	8,385	66	159	204	179	184
G Domestic Success (18+)	177	2,848	5,409	5,858	6,976	60	91	114	107	111
H Aspiring Homemakers (18+)	464	5,832	7,969	8,152	9,499	146	172	155	137	140
I Family Basics (18+)	0	3,615	3,807	3,911	3,977	0	135	93	83	74
J Transient Renters (18+)	1,104	6,324	6,539	6,593	6,833	547	295	200	175	159
K Municipal Challenge (18+)	0	1,459	1,459	1,459	1,585	0	67	44	38	36
L Vintage Value (18+)	180	3,176	3,807	3,879	4,414	82	136	107	94	94
M Modest Traditions (18+)	32	2,123	2,775	2,775	3,362	19	120	103	89	95
N Urban Cohesion (18+)	77	77	77	77	77	42	4	3	2	2
O Rental Hubs (18+)	914	2,849	3,001	3,001	3,271	339	99	69	60	57
Adults 18+ estimate 2015	3,496	37,166	56,611	65,246	74,494	100	100	100	100	100

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Mosaic UK Map and Data: BEAR & PHEASANT, STAFFORD (201220)



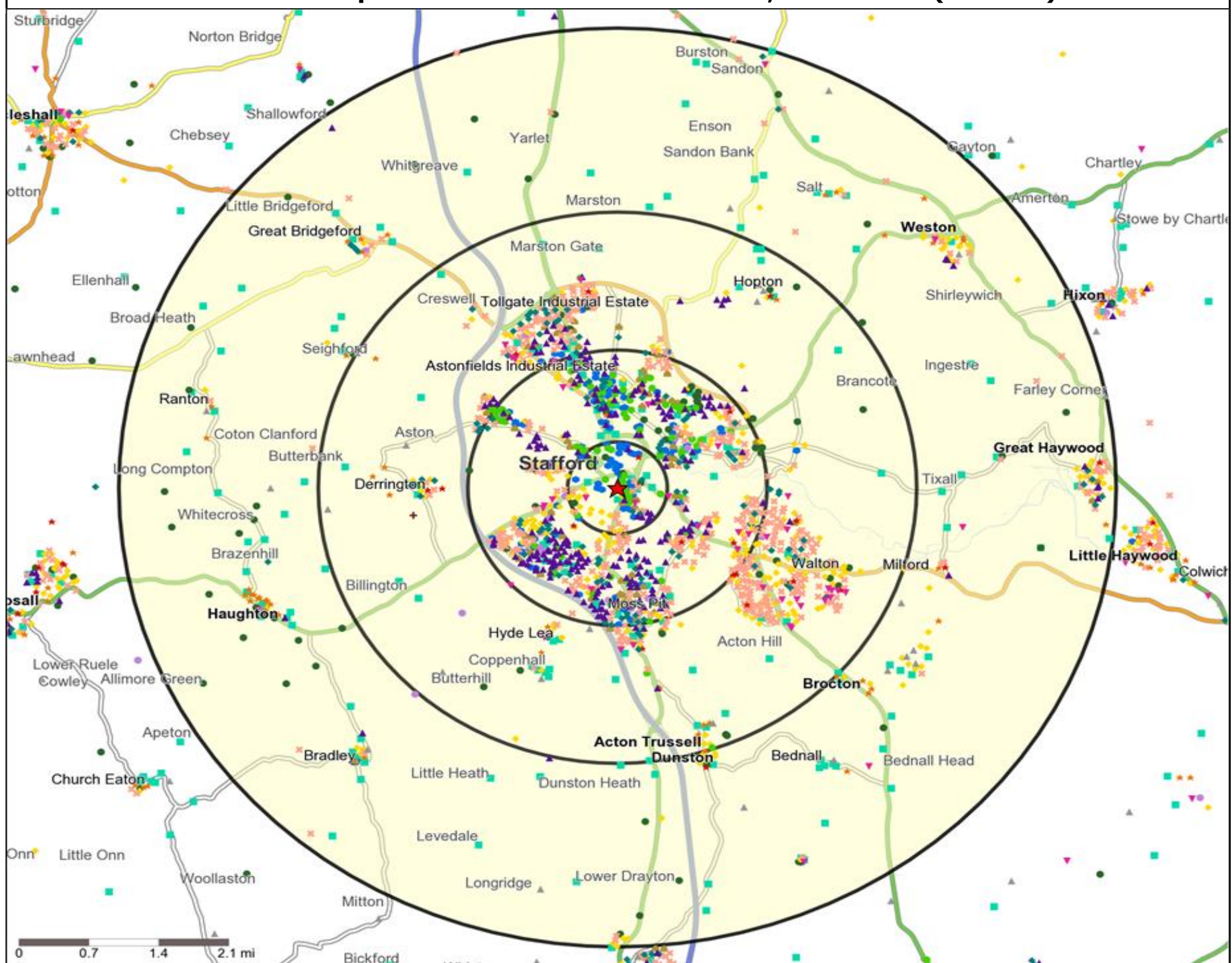
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J 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+)	226	89
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	182	64
F Suburban Stability (18+)	140	66
G Domestic Success (18+)	177	60
H Aspiring Homemakers (18+)	464	146
I Family Basics (18+)	0	0
J Transient Renters (18+)	1,104	547
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	180	82
M Modest Traditions (18+)	32	19
N Urban Cohesion (18+)	77	42
O Rental Hubs (18+)	914	339
Adults 18+ estimate 2015	3,496	100



Occasions Map and Data: BEAR & PHEASANT, STAFFORD (201220)



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★ 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

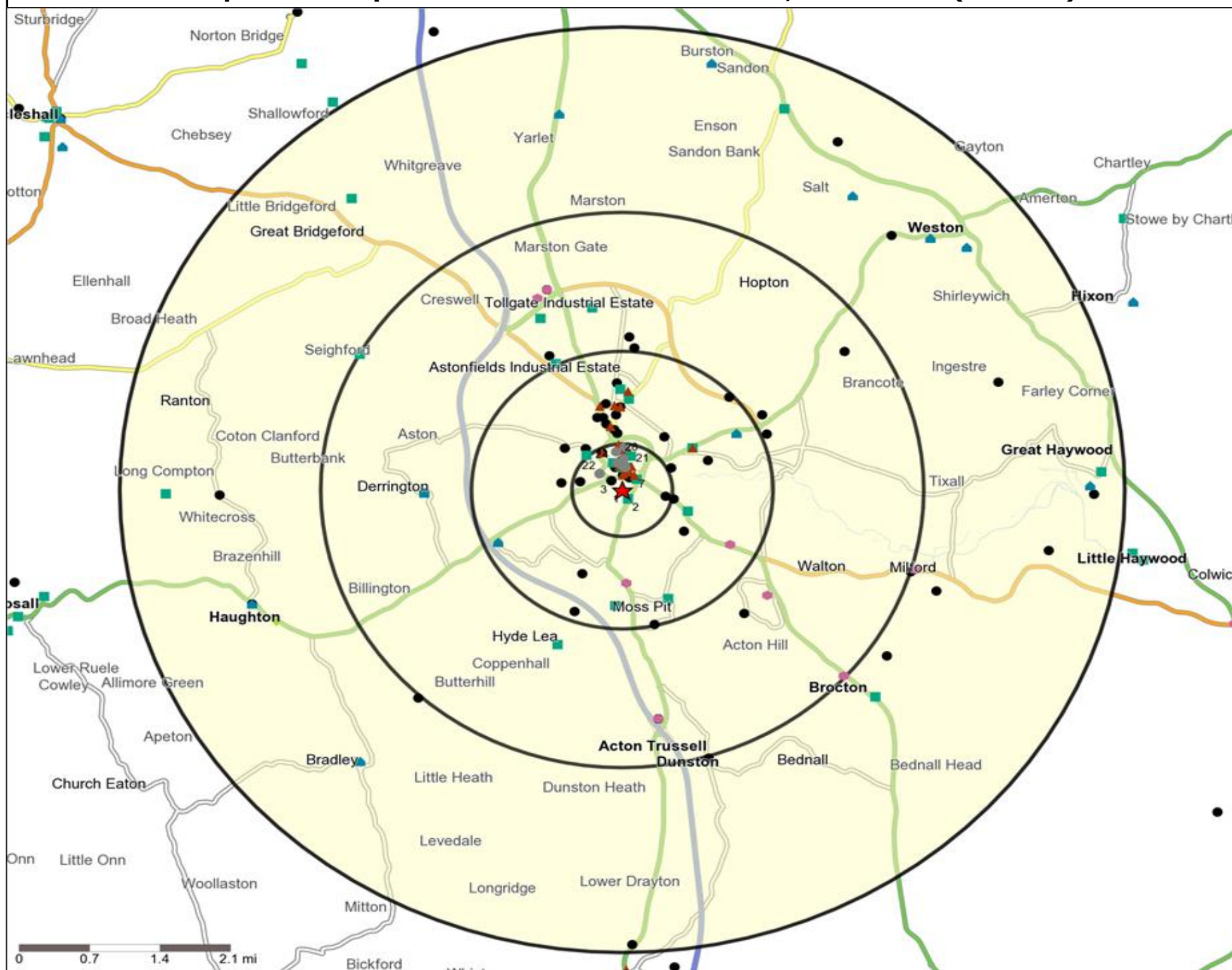
Occasions Data Table

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	203	2,688	3,841	4,591	5,215	80	91	89	95	95
02 Early Doors	147	2,639	4,012	4,542	5,189	69	106	111	112	112
03 Everyday is Friday	223	2,423	3,421	3,768	4,278	123	115	112	109	109
04 Weekend Millionaires	283	3,952	4,907	5,151	5,734	108	130	111	103	101
05 Out On The Town	405	3,641	4,743	5,042	5,622	160	124	111	105	103
06 Business and Pleasure	120	1,065	1,527	1,883	2,141	92	70	69	76	76
07 Sporting Pints	338	3,094	3,718	3,829	4,200	121	95	79	72	70
08 Student Social	105	1,066	1,703	2,124	2,428	89	78	86	94	95
09 Leisurely Lunch	214	2,540	4,047	4,741	5,427	86	88	97	100	101
10 Wining and Dining	248	2,890	4,975	5,684	6,603	88	88	104	106	108
11 Household Outing	196	2,942	4,126	4,391	4,990	88	113	109	103	103
12 Midweek Meal Deal	95	1,572	2,118	2,613	2,918	76	108	100	109	107
13 Date Night	236	2,085	3,724	4,456	5,181	118	90	110	117	120
14 Birthday Treat	143	1,988	3,261	3,771	4,379	71	85	96	99	101
15 Pre Show Meal	82	762	1,196	1,358	1,548	119	95	103	103	104
Number of Occasions	3,038	35,347	51,319	57,944	65,853	100	100	100	100	100

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Competition Map and Data: BEAR & PHEASANT, STAFFORD (201220)



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

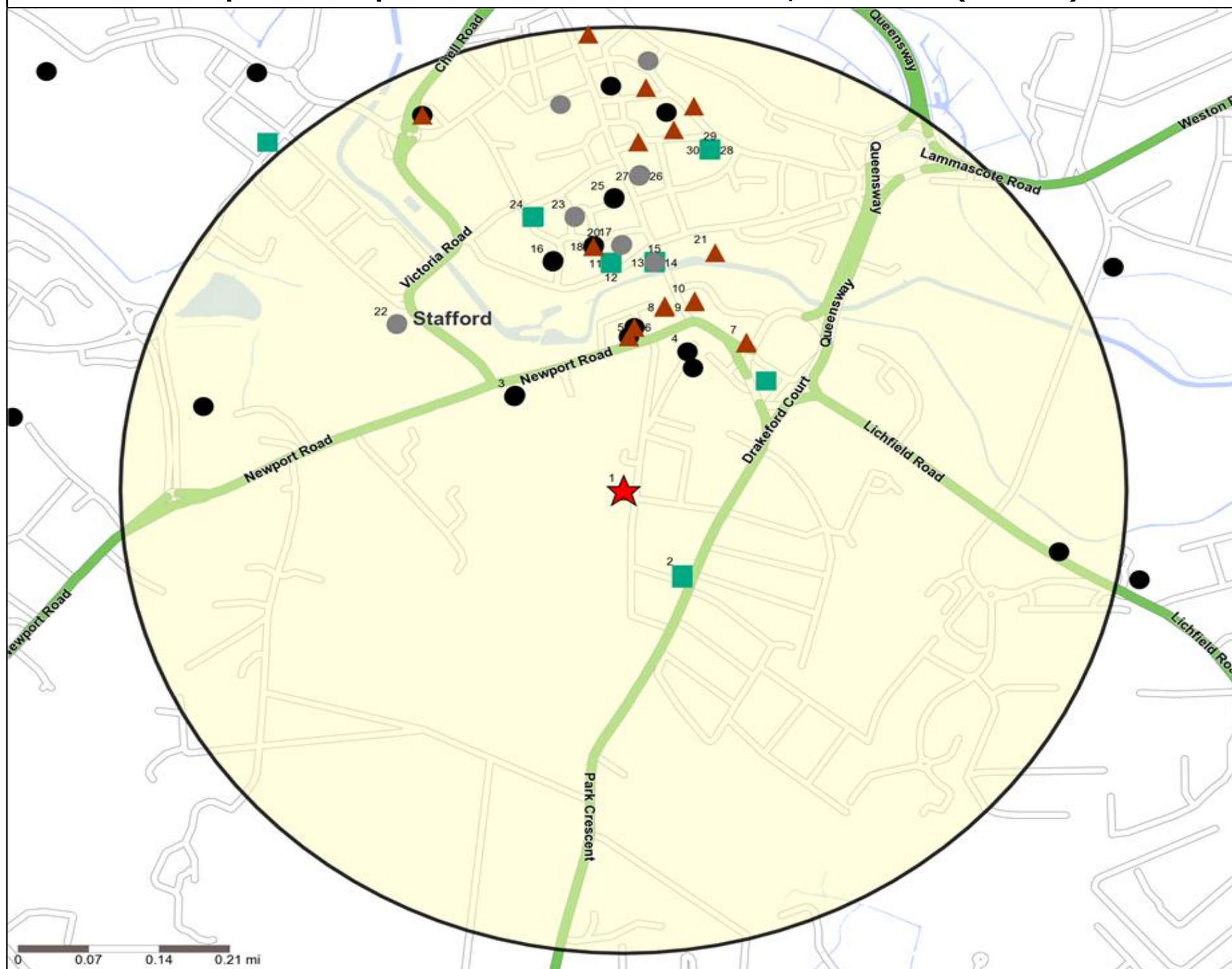


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	7	7	7	7
Circuit Bar	13	20	20	20
Community Local	5	12	18	22
Dry Led	0	2	4	12
Branded Food Pub	0	3	7	9
Rural	0	0	0	1
Other	19	42	54	66
Total	44	86	110	137



Competition Map and Data: BEAR & PHEASANT, STAFFORD (201220)



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 |
| 0.5, 1.5, 3 & 5 Mile Distance | Café / Wine Bar | Other |
| Rivers, Canals and Lakes | Circuit Bar | Rural Character |
| | Community Local | |

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	7
Circuit Bar	13
Community Local	5
Dry Led	0
Branded Food Pub	0
Rural	0
Other	19
Total	44



Local Competition: BEAR & PHEASANT, STAFFORD (201220)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BEAR & PHEASANT, STAFFORD	15-16 FRIARS TERRACE, STAFFORD, ST17 4AU	Punch Taverns	ST17 4AU	Punch Taverns	0.00
1	Bear & Pheasant	15-16 Friars Terrace, Stafford	Punch Pub Company	ST17 4AU	Circuit Bar	0.00
2	Star & Garter	87 Wolverhampton Road, Stafford	Dorbiere	ST17 4AW	Community Local	0.11
3	Stafford Railway Club	Newport Road, Stafford	Independent Free	ST16 2EX	Other	0.15
4	Inn Dragon Restaurant	14 Bailey Street, Stafford	Independent Free	ST17 4BG	Other	0.16
5	Culture Noir	139 Newport Road, Stafford	Independent Free	ST16 2EZ	Other	0.18
6	Crafty Sow	Newport Road, Stafford	Stonegate Pub Company	ST16 2EZ	Circuit Bar	0.18
7	Sun Inn	7 Lichfield Road, Stafford	Titanic	ST17 4JX	Circuit Bar	0.20
8	Grapes Inn	5 Bridge Street, Stafford	Enterprise Inns	ST16 2HL	Circuit Bar	0.20
9	Picture House	Bridge Street, Stafford	Wetherspoon	ST16 2HL	Circuit Bar	0.20
10	Casa	1 Bridge Street, Stafford	Independent Free	ST16 2HJ	Circuit Bar	0.22
11	Coach & Horses	4 Mill Bank, Stafford	Enterprise Inns	ST16 2QT	Community Local	0.25
12	Royal Bangkok Thai	35 Mill Bank, Stafford	Independent Free	ST16 2QT	Other	0.25
13	Tavern	33 Greengate Street, Stafford	Enterprise Inns	ST16 2HY	Community Local	0.25
14	Dougals Bar	35 Greengate Street, Stafford	Independent Free	ST16 2HY	Cafe / Wine Bar	0.25
15	Curry Kuteer	31 Greengate Street, Stafford	Independent Free	ST16 2HY	Other	0.25
16	Mela Lounge	1-2 Water Street, Stafford	Independent Free	ST16 2AG	Other	0.26
17	Post House Stafford	35 Greengate Street, Stafford	Independent Free	ST16 2HZ	Cafe / Wine Bar	0.26
18	Watermill	16-18 Mill Street, Stafford	Independent Free	ST16 2AJ	Circuit Bar	0.26
19	Maxims Chinese Restaurant	47-48 Mill Street, Stafford	Independent Free	ST16 2AJ	Other	0.26
20	Pastiche Bistro	1 Mill Street, Stafford	Independent Free	ST16 2AJ	Other	0.26
21	Revolution	Stafford	Inventive Leisure	ST16 3AQ	Circuit Bar	0.27
22	Pumpkin	Station Road, Stafford	SSP	ST16 2AA	Cafe / Wine Bar	0.29
23	Soup Kitchen	2 Church Lane, Stafford	Independent Free	ST16 2AW	Cafe / Wine Bar	0.30
24	Bird In Hand	1 Victoria Square, Stafford	Enterprise Inns	ST16 2AQ	Community Local	0.31
25	Swan Hotel	46 Greengate Street, Stafford	The Lewis Partnership	ST16 2JA	Other	0.31
26	Bear	7 Greengate Street, Stafford	Marston's	ST16 2HP	Cafe / Wine Bar	0.34
27	Oddfellows Hall	17 Greengate Street, Stafford	Independent Free	ST16 2HP	Other	0.34
28	Shrewbury Arms	75 Eastgate Street, Stafford	Enterprise Inns	ST16 2NG	Community Local	0.38
29	Staffs County Officers Club	77 Eastgate Street, Stafford	Independent Free	ST16 2NG	Other	0.38
30	Royal British Legion Club	76 Eastgate Street, Stafford	Independent Free	ST16 2NG	Other	0.38