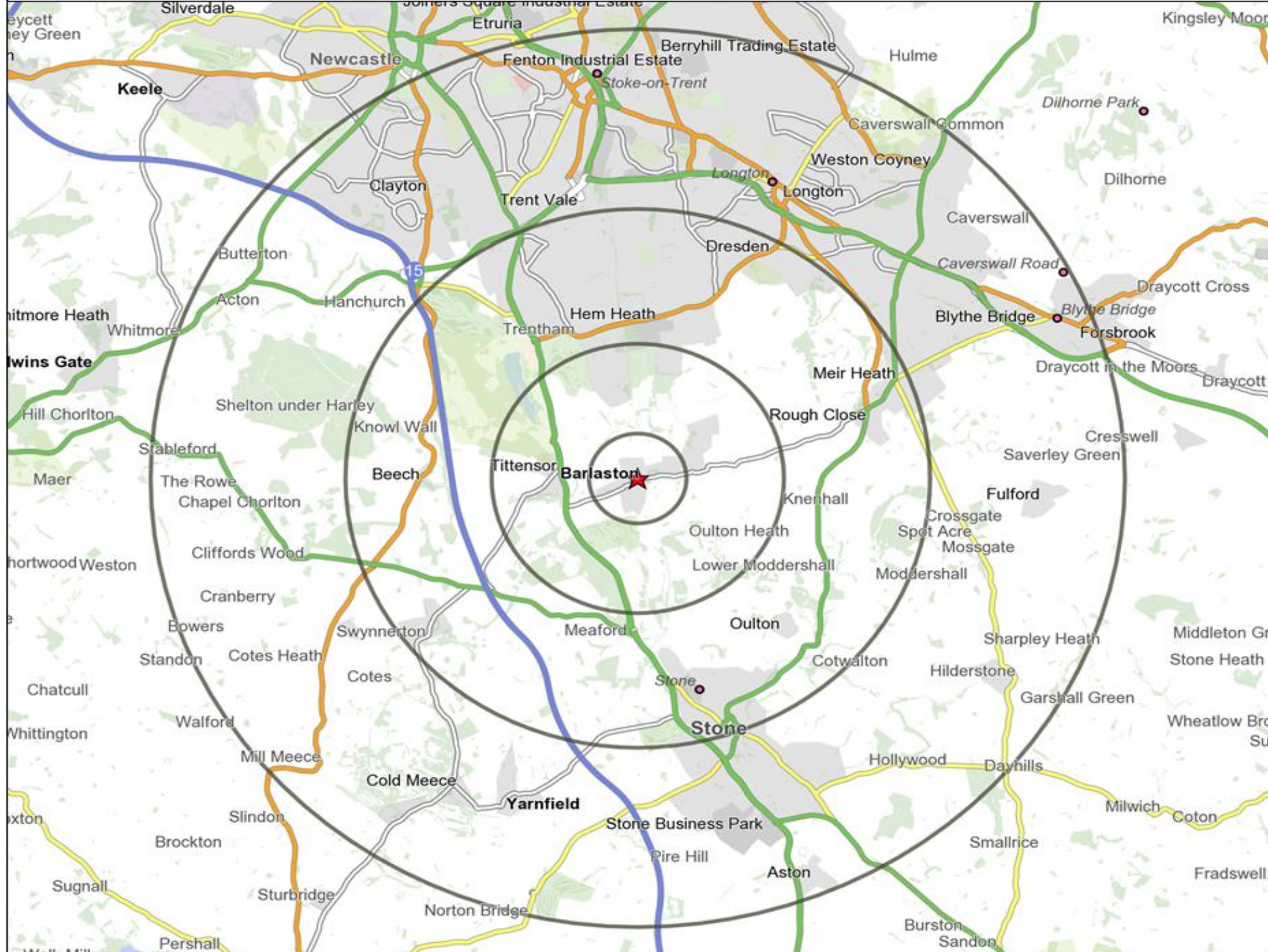




Customer Profile Report for PLUME OF FEATHERS , BARLASTON (Punch Outlet Number: 90053)
STATION ROAD, STOKE-ON-TRENT, ST12 9DH (ST12 9DH)



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

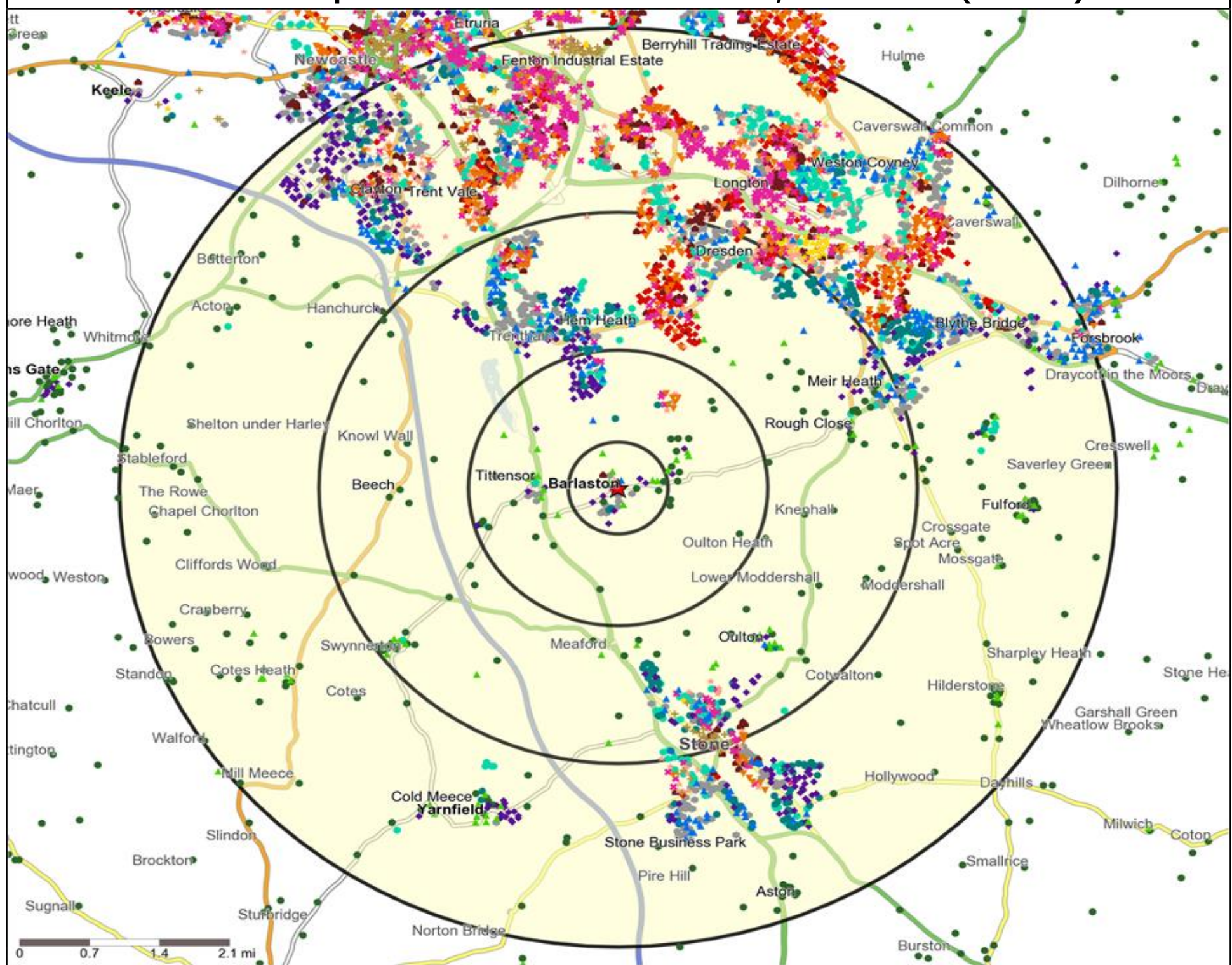
★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

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	149	777	7,519	32,398	28,621	59	77	96	98	94
16-17	21	74	848	3,909	3,550	67	59	88	96	94
18-24	60	294	2,804	17,277	16,532	49	60	74	108	112
25-34	98	548	4,581	22,051	20,018	53	74	80	92	90
35-44	107	564	4,977	20,905	19,337	63	82	94	94	94
45-54	178	840	6,263	25,092	23,120	93	110	106	100	100
55-64	181	843	5,455	21,065	19,341	119	138	116	106	105
65+	554	1,452	9,265	33,389	31,872	228	150	123	105	109
Population estimate 2015	1,348	5,392	41,712	176,086	162,391	100	100	100	100	100

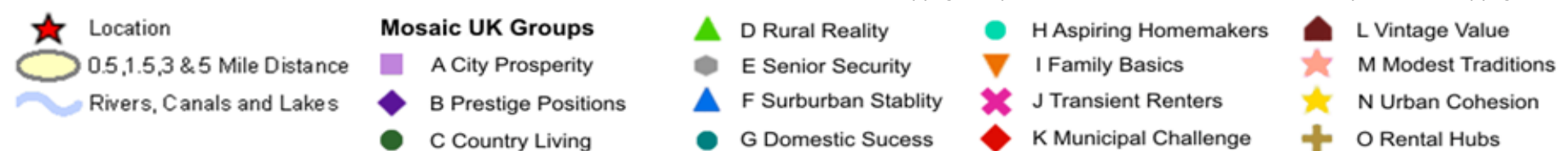
Ethnicity - Census 2011	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	1,347	5,261	39,874	159,300	145,379	99%	97%	95%	92%	91%
Mixed / Multiple Ethnic Groups	11	52	466	2,331	2,219	1%	1%	1%	1%	1%
Asian / Asian British	6	57	1,039	9,495	9,748	0%	1%	2%	5%	6%
Black / African / Caribbean / Black British	1	35	319	1,848	1,760	0%	1%	1%	1%	1%
Other Ethnic Group	1	8	126	778	785	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,366	5,413	41,824	173,752	159,891	100	100	100	100	100



Mosaic UK Map and Data: PLUME OF FEATHERS , BARLASTON (900537)



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



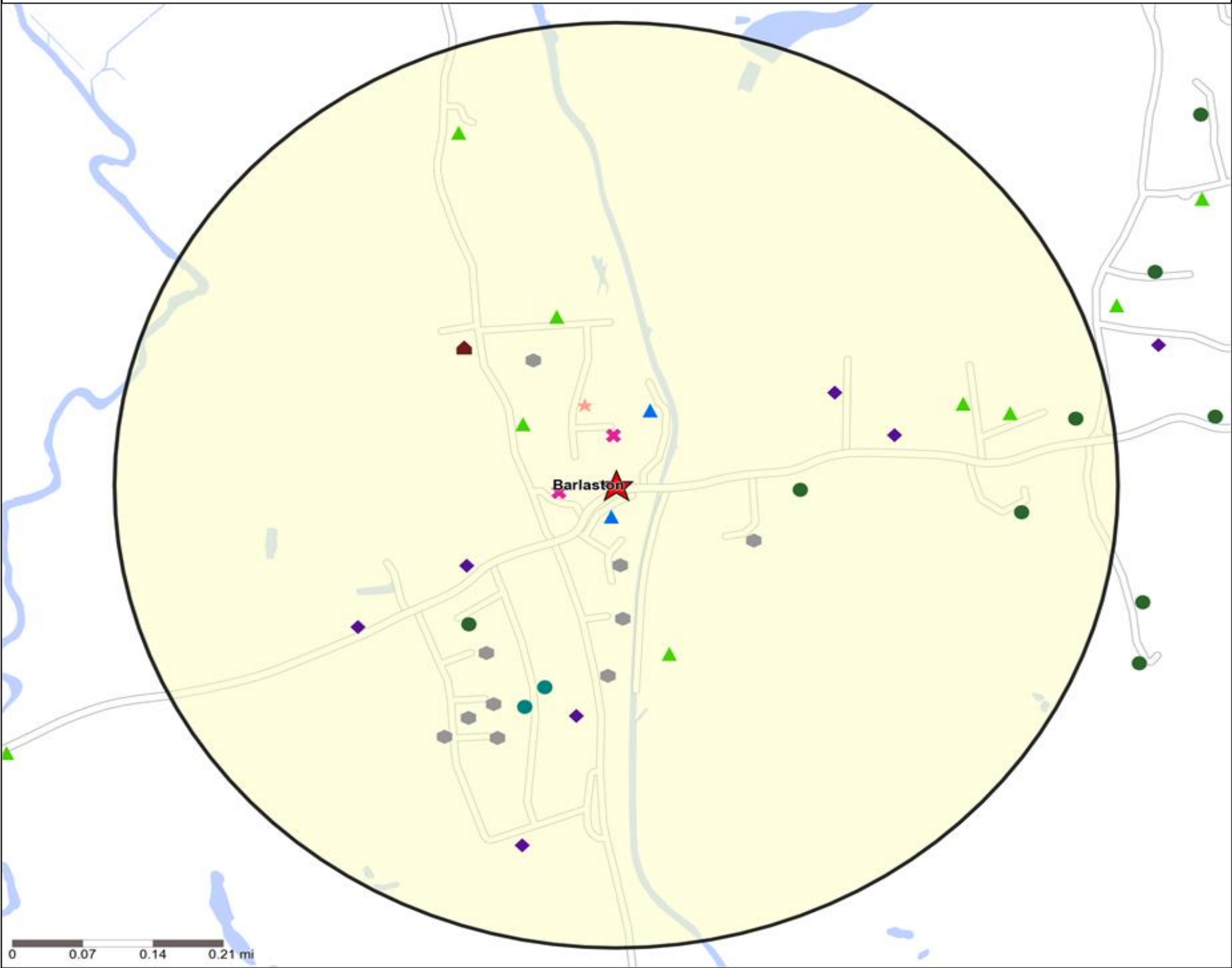
Mosaic UK Data Table (Residential)

	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+)	240	938	3,245	9,235	9,894	280	284	135	92	105
C Country Living (18+)	81	525	1,817	4,870	6,685	99	167	79	51	75
D Rural Reality (18+)	271	748	1,264	2,393	2,933	333	238	55	25	33
E Senior Security (18+)	256	646	5,306	16,799	16,549	268	175	197	150	158
F Suburban Stability (18+)	36	307	3,331	11,869	11,556	50	111	165	141	147
G Domestic Success (18+)	132	446	3,797	9,307	9,733	134	117	137	80	90
H Aspiring Homemakers (18+)	0	179	3,404	15,839	10,786	0	43	113	126	92
I Family Basics (18+)	0	214	2,268	11,923	10,047	0	65	95	120	108
J Transient Renters (18+)	34	305	2,048	17,488	16,218	50	117	107	219	218
K Municipal Challenge (18+)	0	0	3,258	10,648	7,886	0	0	168	131	104
L Vintage Value (18+)	41	55	1,461	10,624	9,413	55	19	70	122	116
M Modest Traditions (18+)	85	170	1,512	10,426	8,770	152	79	96	159	143
N Urban Cohesion (18+)	0	0	13	1,879	2,016	0	0	1	26	30
O Rental Hubs (18+)	0	0	319	4,852	6,257	0	0	13	46	63
Adults 18+ estimate 2015	1,176	4,533	33,043	138,152	128,743	100	100	100	100	100

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



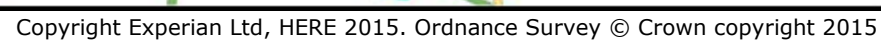
Mosaic UK Map and Data: PLUME OF FEATHERS , BARLASTON (900537)



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+)	240	280
C Country Living (18+)	81	99
D Rural Reality (18+)	271	333
E Senior Security (18+)	256	268
F Suburban Stability (18+)	36	50
G Domestic Success (18+)	132	134
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	34	50
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	41	55
M Modest Traditions (18+)	85	152
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,176	100



-  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

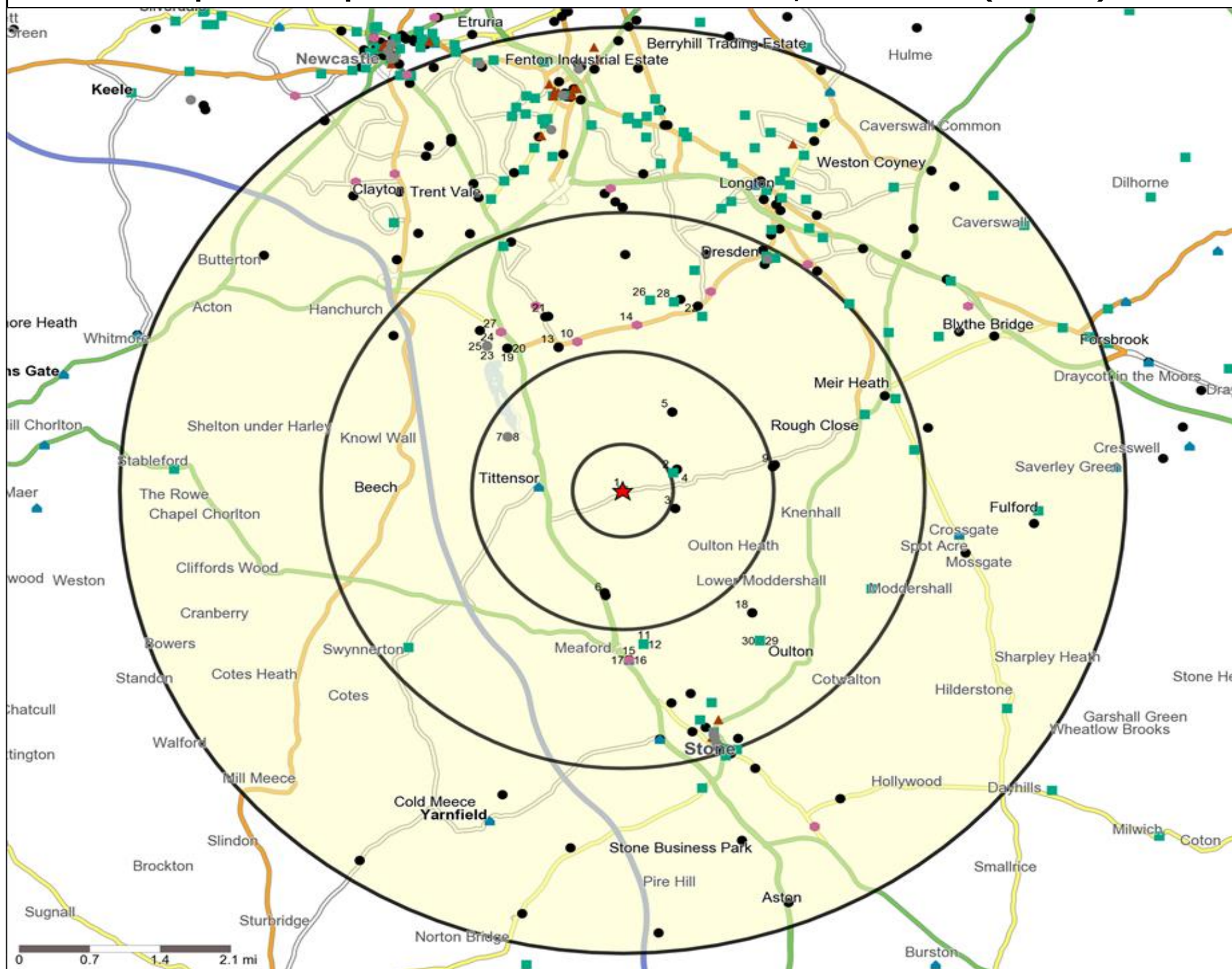
 08 Student Social
 09 Leisurely Lunch
 10 Wining and Dining
 11 Household Outing

 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	68	282	2,691	12,182	10,903	103	96	109	108	107
02 Early Doors	84	314	2,588	11,038	9,886	152	127	125	117	116
03 Everyday is Friday	44	219	1,790	8,527	7,662	94	104	101	106	106
04 Weekend Millionaires	41	221	2,877	14,375	12,022	61	73	113	124	115
05 Out On The Town	39	230	2,400	12,561	11,088	60	79	98	113	110
06 Business and Pleasure	18	113	833	3,710	3,549	53	75	66	64	68
07 Sporting Pints	23	140	1,663	10,256	9,049	32	43	61	83	81
08 Student Social	26	136	815	4,950	5,110	85	99	71	95	108
09 Leisurely Lunch	86	337	2,473	10,266	9,473	134	117	102	94	96
10 Wining and Dining	98	420	2,965	10,927	10,278	134	128	108	88	91
11 Household Outing	52	232	2,260	10,415	9,103	90	90	104	105	102
12 Midweek Meal Deal	29	127	1,257	6,916	5,914	89	87	103	125	118
13 Date Night	96	391	2,334	7,680	7,497	186	169	120	87	94
14 Birthday Treat	66	285	2,034	8,035	7,504	127	123	104	91	94
15 Pre Show Meal	16	76	631	2,515	2,365	90	95	94	83	86
Number of Occasions	786	3,523	29,611	134,353	121,403	100	100	100	100	100



Competition Map and Data: PLUME OF FEATHERS , BARLASTON (900537)



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

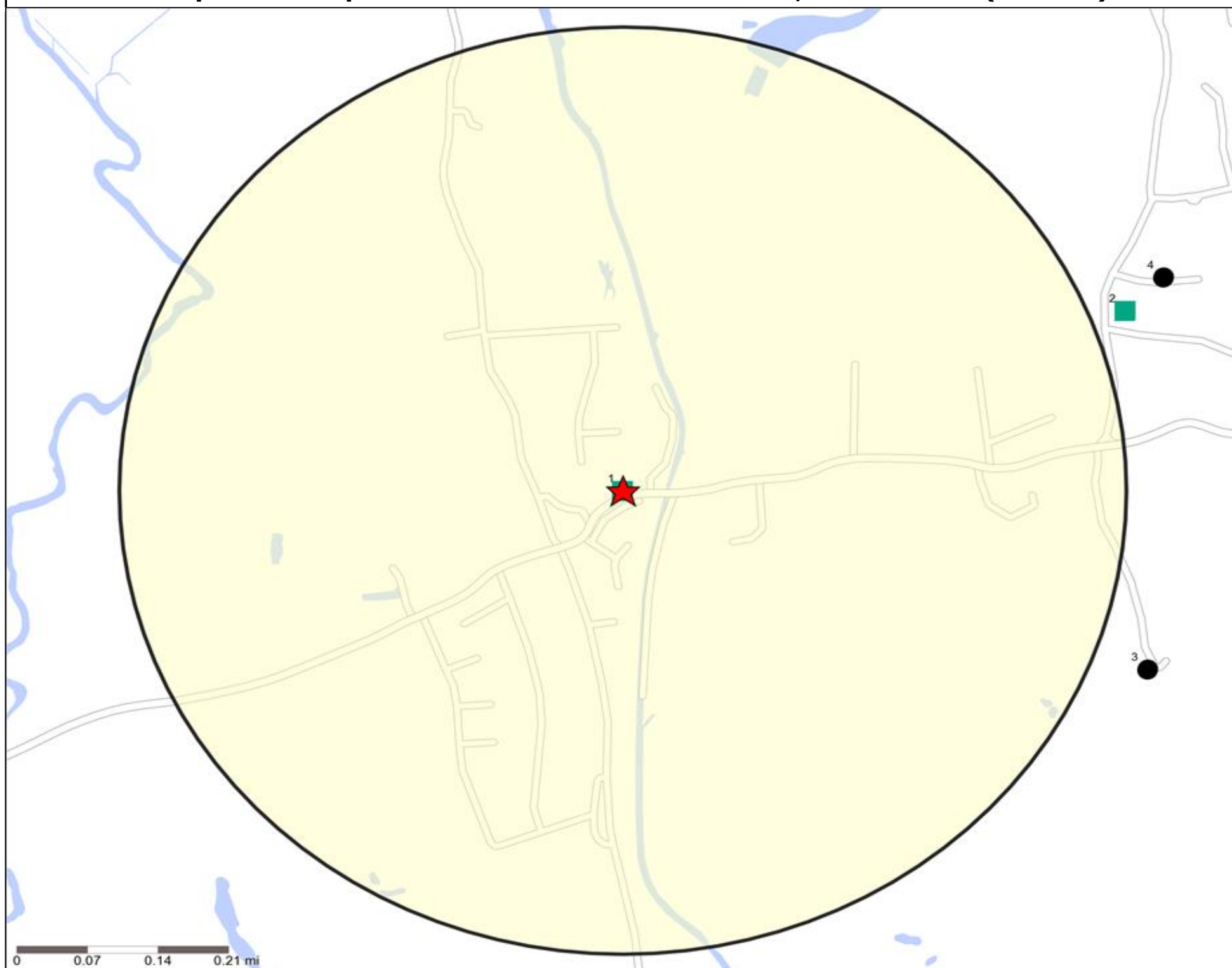


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	7	11
Circuit Bar	0	0	3	13
Community Local	1	2	20	82
Dry Led	0	0	3	8
Branded Food Pub	0	0	6	13
Rural	0	0	0	0
Other	0	5	39	124
Total	1	8	78	251



Competition Map and Data: PLUME OF FEATHERS , BARLASTON (900537)



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: PLUME OF FEATHERS , BARLASTON (900537)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PLUME OF FEATHERS , BARLASTON	STATION ROAD, STOKE-ON-TRENT, ST12 9DH	Punch Taverns	ST12 9DH	Punch Taverns	0.00
1	Plume Of Feathers	Station Road, Barlaston, Stoke-on-trent	Punch Pub Company	ST12 9DH	Community Local	0.00
2	Duke Of York	10 Longton Road, Barlaston, Stoke-on-trent	Enterprise Inns	ST12 9AA	Community Local	0.53
3	Upper House	The Green, Barlaston, Stoke-on-trent	Independent Free	ST12 9AE	Other	0.56
4	Barlaston C C	Malthouse Lane, Barlaston, Stoke-on-trent	Independent Free	ST12 9AQ	Other	0.58
5	Wedgewood Sports & Social Club	Wedgwood Lane, Barlaston, Stoke-on-trent	Independent Free	ST12 9BB	Other	0.98
6	Bengal Lodge	Meaford, Stone	Independent Free	ST15 0QT	Other	1.14
7	Trentham Monkey Forest	Stone Road, Trentham, Stoke-on-trent	Independent Free	ST 4 8AY	Other	1.28
8	David's Brasserie	Stone Road, Trentham, Stoke-on-trent	Independent Free	ST 4 8AY	Cafe / Wine Bar	1.28
9	Stoke On Trent Rugby Club	Hartwell Lane, Stone	Independent Free	ST15 8TL	Other	1.51
10	Toby Carvery	206 Longton Road, Stoke-on-trent	Mitchells & Butlers	ST 4 8BU	Branded Food	1.67
11	Barlaston Golf Club	Meaford Road, Meaford, Stone	Independent Free	ST15 8UX	Other	1.67
12	Lakeside Tavern	Meaford Road, Meaford, Stone	Independent Free	ST15 8UX	Community Local	1.67
13	Trentham Golf Club	14 Barlaston Old Road, Trentham, Stoke-on-trent	Independent Free	ST 4 8HB	Other	1.67
14	Hem Heath	Trentham Road, Hem Heath, Stoke-on-trent	Greene King	ST 4 8HP	Branded Food	1.79
15	Meaford Meb Sports & Social Club	Meaford, Stone	Independent Free	ST15 0PX	Other	1.83
16	Darlaston Inn	Meaford, Stone	Spirit Pub Company	ST15 0PX	Branded Food	1.83
17	George & Dragon	Meaford, Stone	Marston's	ST15 0PX	Dry Led	1.83
18	Oulton Cricket Club	Old Road, Oulton Heath, Stone	Independent Free	ST15 8US	Other	1.84
19	Six Arches Restaurant	Stone Road, Stoke-on-trent	Independent Free	ST 4 8JG	Other	1.92
20	Premier Inn	Stone Road, Stoke-on-trent	Whitbread	ST 4 8JG	Other	1.92
21	Trentham Rugby Club	New Inn Lane, Trentham, Stoke-on-trent	Independent Free	ST 4 8BE	Other	2.02
22	Cuckoo	Barlaston Road, Blurton, Stoke-on-trent	Dorbiere	ST 3 3LD	Community Local	2.04
23	Frankie & Bennys	Stone Road, Trentham, Stoke-on-trent	Restaurant Group	ST 4 8AX	Other	2.06
24	Joes Kitchen & Coffee House	Stone Road, Trentham, Stoke-on-trent	Restaurant Group	ST 4 8AX	Cafe / Wine Bar	2.06
25	Joes Kitchen	Stone Road, Trentham, Stoke-on-trent	Independent Free	ST 4 8AX	Cafe / Wine Bar	2.06
26	Lambourne	66 Magdalen Road, Blurton, Stoke-on-trent	Enterprise Inns	ST 3 3HU	Community Local	2.07
27	Poachers Cottage	Stone Road, Trentham, Stoke-on-trent	Mitchells & Butlers	ST 4 8AA	Branded Food	2.09
28	Joker	Finstock Avenue, Blurton, Stoke-on-trent	Punch Pub Company	ST 3 3JU	Community Local	2.10
29	Brushmakers Arms	8 Kibblestone Road, Oulton, Stone	Independent Free	ST15 8UW	Community Local	2.12
30	Wheatsheaf	6 Kibblestone Road, Oulton, Stone	Punch Pub Company	ST15 8UW	Dry Led	2.12