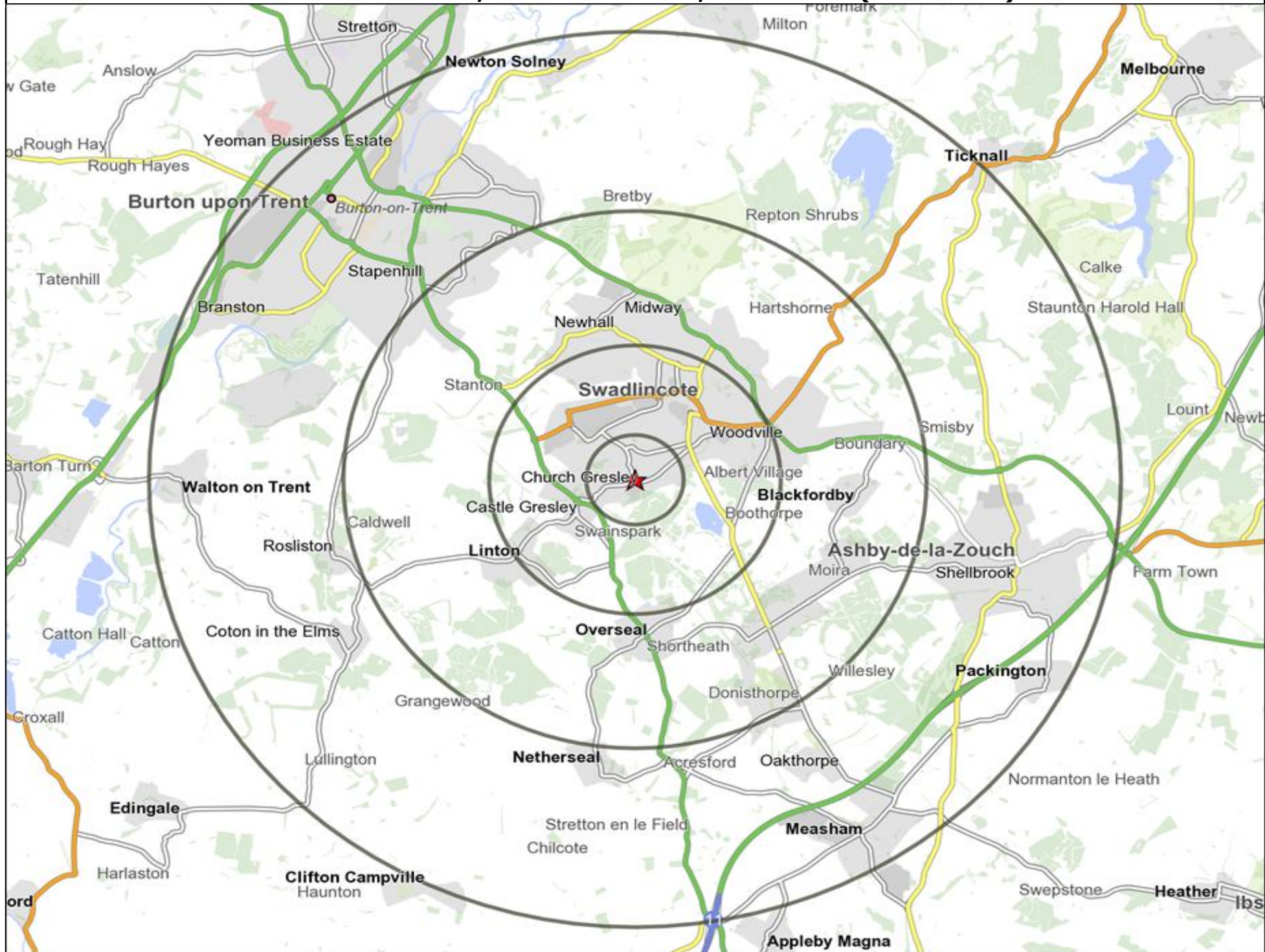




Customer Profile Report for MINERS ARMS, CHURCH GRESLEY (Punch Outlet Number: 202337)
GEORGE STREET, SWADLINCOTE, DE11 9NT (DE11 9NT)



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

Age Data Table

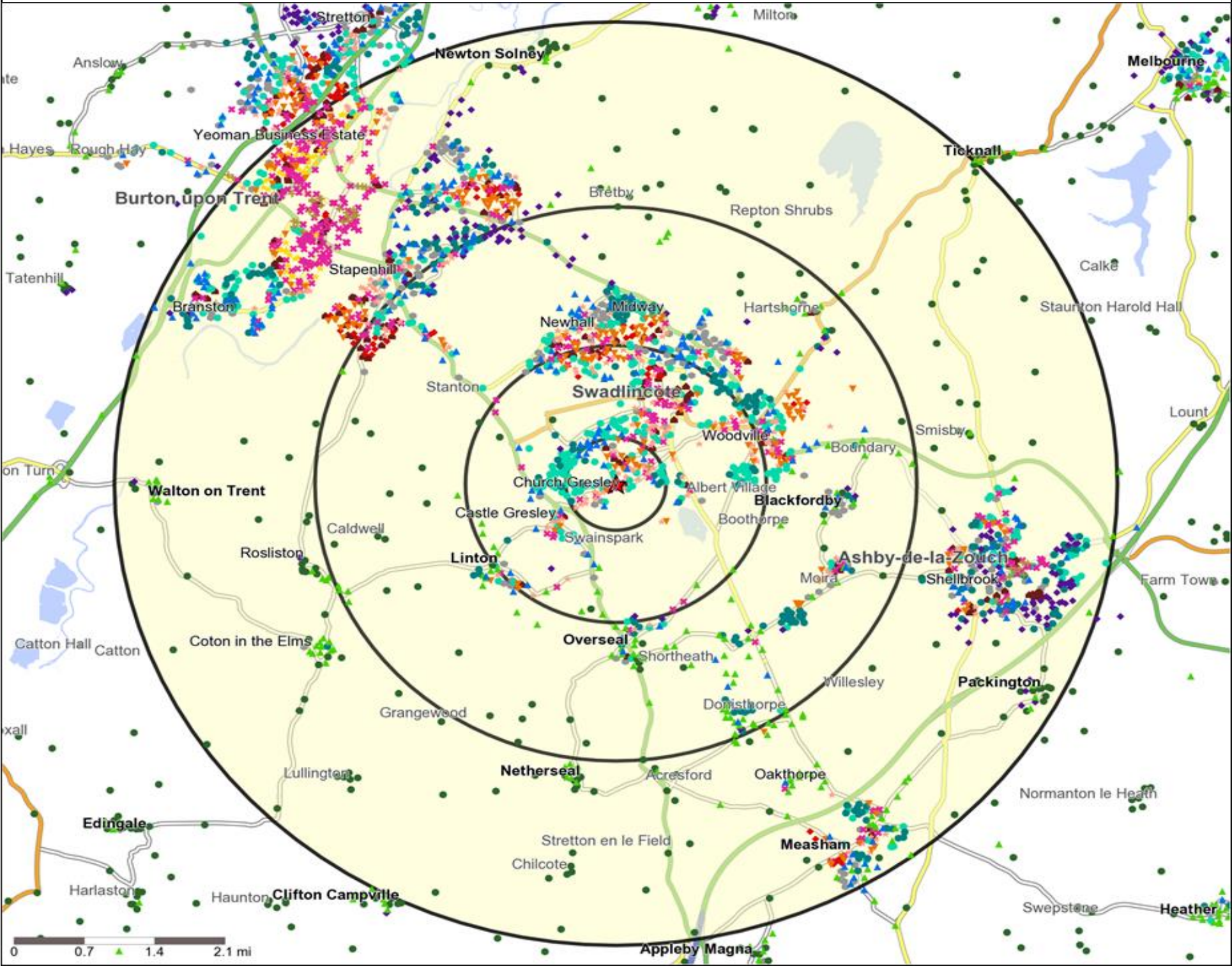
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,273	5,525	11,977	26,433	21,540	108	106	103	105	103
16-17	122	660	1,524	3,248	2,659	84	102	106	105	103
18-24	545	2,378	4,996	11,126	9,070	96	95	89	92	90
25-34	1,023	4,164	7,872	18,173	14,645	119	110	93	99	96
35-44	838	3,848	8,271	16,856	14,038	105	109	105	99	100
45-54	871	4,068	9,495	19,713	16,650	98	103	108	104	106
55-64	676	3,036	7,293	15,307	13,000	95	97	104	101	104
65+	916	4,077	10,639	22,885	19,429	81	82	95	95	97
Population estimate 2015	6,264	27,756	62,067	133,741	111,031	100	100	100	100	100

Ethnicity - Census 2011

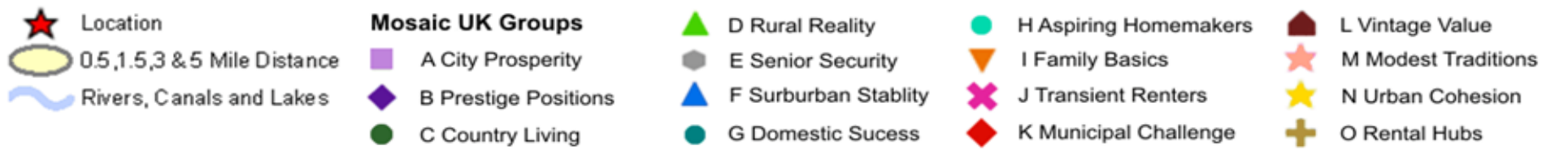
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	5,882	25,102	57,958	117,796	100,845	97%	97%	98%	92%	95%
Mixed / Multiple Ethnic Groups	49	241	518	1,655	1,231	1%	1%	1%	1%	1%
Asian / Asian British	79	305	613	7,286	3,639	1%	1%	1%	6%	3%
Black / African / Caribbean / Black British	22	61	144	848	615	0%	0%	0%	1%	1%
Other Ethnic Group	8	51	118	424	317	0%	0%	0%	0%	0%
All People (Ethnic Group)	6,040	25,760	59,351	128,009	106,647	100	100	100	100	100



Mosaic UK Map and Data: MINERS ARMS, CHURCH GRESLEY (202337)



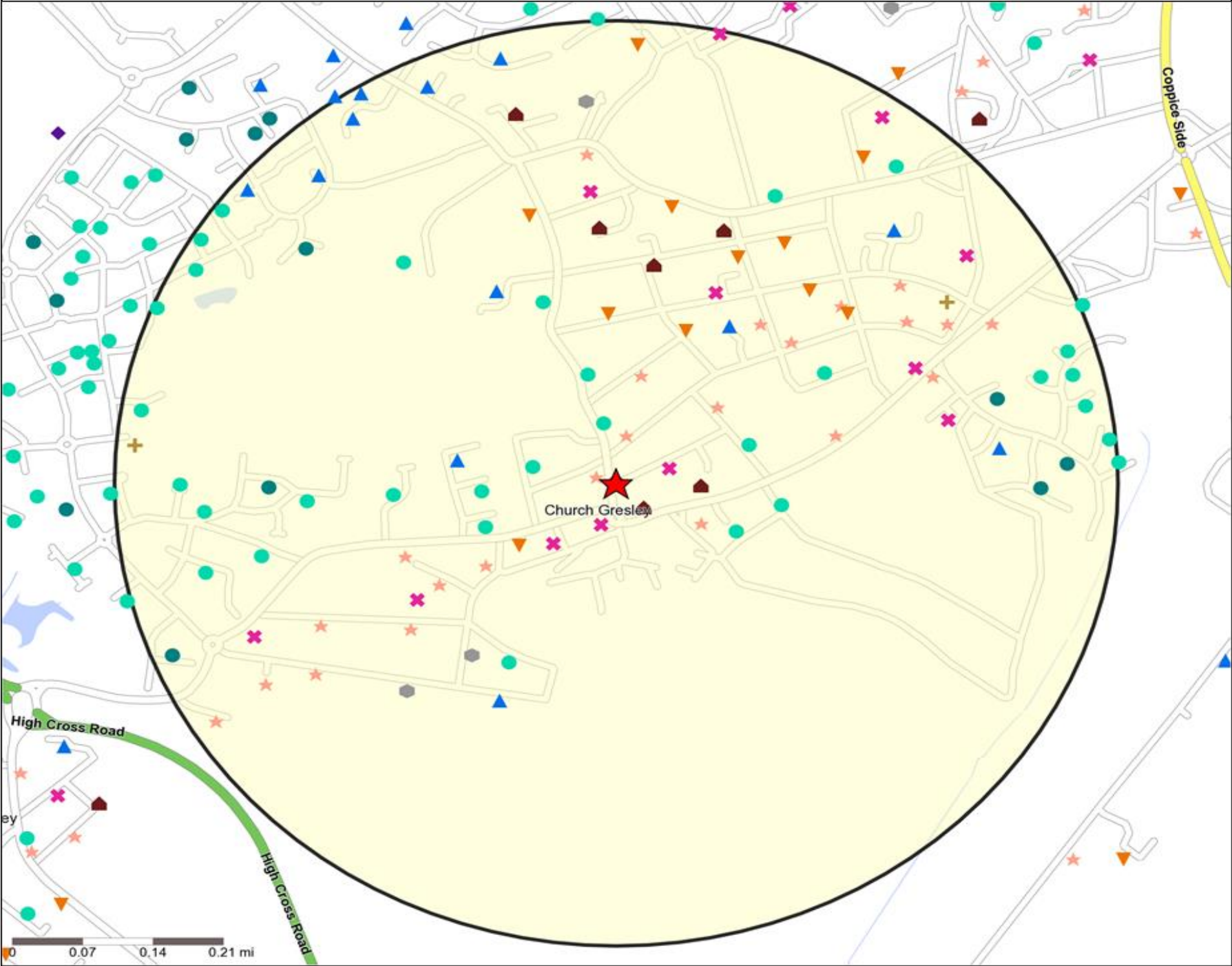
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	14	903	4,310	2,819	0	1	26	57	45
C Country Living (18+)	0	72	757	3,372	3,276	0	5	22	47	54
D Rural Reality (18+)	0	670	3,786	7,383	7,720	0	45	113	103	128
E Senior Security (18+)	74	677	3,234	6,277	5,443	19	39	82	74	77
F Suburban Stability (18+)	591	2,156	5,050	9,951	8,253	199	164	170	157	156
G Domestic Success (18+)	239	1,559	4,932	9,853	8,096	58	86	121	113	111
H Aspiring Homemakers (18+)	1,243	6,792	11,096	16,714	14,360	281	346	251	177	182
I Family Basics (18+)	520	1,848	4,425	9,113	7,860	148	119	126	122	126
J Transient Renters (18+)	543	2,391	4,292	15,162	11,254	193	192	153	253	225
K Municipal Challenge (18+)	0	423	1,597	3,032	2,787	0	33	56	50	55
L Vintage Value (18+)	286	1,325	2,403	5,484	4,411	93	98	79	84	81
M Modest Traditions (18+)	1,274	3,454	5,831	8,475	7,902	551	337	253	172	192
N Urban Cohesion (18+)	0	0	0	3,355	1,403	0	0	0	62	31
O Rental Hubs (18+)	97	168	213	1,435	1,150	26	10	6	18	17
Adults 18+ estimate 2015	4,867	21,549	48,519	103,916	86,734	100	100	100	100	100



Mosaic UK Map and Data: MINERS ARMS, CHURCH GRESLEY (202337)



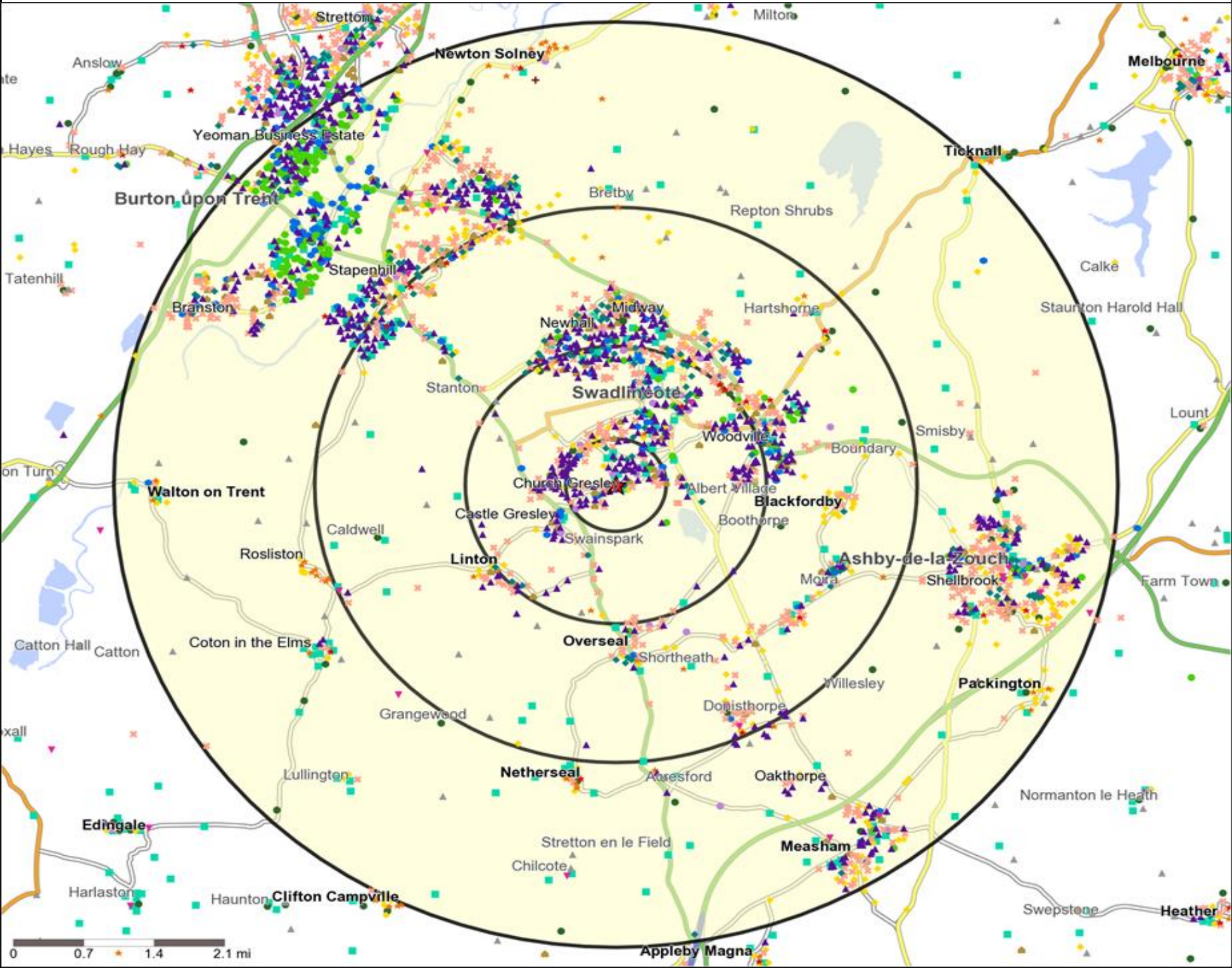
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J 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+)	74	19
F Suburban Stability (18+)	591	199
G Domestic Success (18+)	239	58
H Aspiring Homemakers (18+)	1,243	281
I Family Basics (18+)	520	148
J Transient Renters (18+)	543	193
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	286	93
M Modest Traditions (18+)	1,274	551
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	97	26
Adults 18+ estimate 2015	4,867	100



Occasions Map and Data: MINERS ARMS, CHURCH GRESLEY (202337)



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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 Leisurly Lunch

10 Wining and Dining

11 Household Outing

12 Midweek Meal Deal

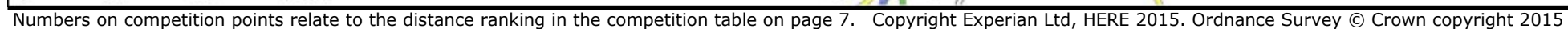
13 Date Night

14 Birthday Treat

15 Pre Show Meal

Occasions Data Table

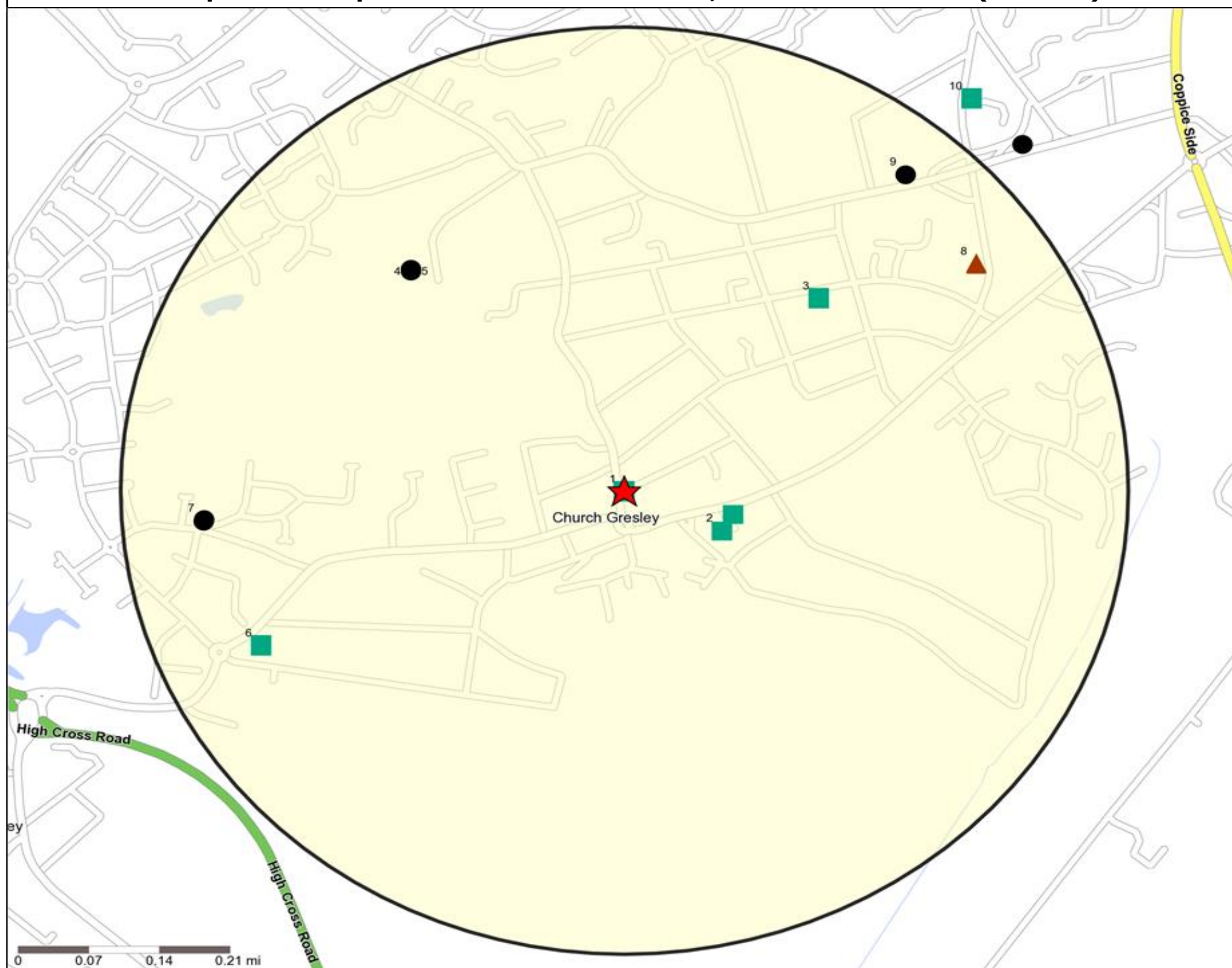
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	326	1,418	3,235	7,353	6,142	81	80	85	90	91
02 Early Doors	404	1,701	3,585	6,889	5,906	120	115	113	100	105
03 Everyday is Friday	358	1,494	3,126	6,284	5,302	125	118	116	107	111
04 Weekend Millionaires	627	2,768	5,240	10,825	9,043	152	152	134	128	131
05 Out On The Town	474	2,036	4,093	9,343	7,583	119	116	109	115	114
06 Business and Pleasure	131	578	1,239	3,039	2,403	64	64	64	72	70
07 Sporting Pints	378	1,583	3,137	8,540	6,400	86	82	76	95	87
08 Student Social	109	525	1,269	2,689	2,224	59	64	72	71	71
09 Leisurly Lunch	308	1,403	3,230	7,311	5,919	79	81	88	92	90
10 Wining and Dining	389	1,869	4,132	8,487	7,002	88	95	98	93	94
11 Household Outing	451	1,947	4,001	8,031	6,566	128	125	120	112	111
12 Midweek Meal Deal	223	1,014	2,262	5,279	4,276	113	116	121	131	129
13 Date Night	257	1,217	2,940	5,848	4,963	82	87	99	91	94
14 Birthday Treat	252	1,159	2,770	5,908	4,869	80	83	93	92	92
15 Pre Show Meal	98	438	928	1,958	1,608	90	91	91	88	88
Number of Occasions	4,785	21,150	45,187	97,784	80,206	100	100	100	100	100



Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	3	14
Circuit Bar	1	1	1	20
Community Local	4	15	33	88
Dry Led	0	2	5	11
Branded Food Pub	0	1	3	8
Rural	0	0	0	1
Other	4	14	26	115
Total	9	35	71	257



Competition Map and Data: MINERS ARMS, CHURCH GRESLEY (202337)



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	1
Community Local	4
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
Total	9



Local Competition: MINERS ARMS, CHURCH GRESLEY (202337)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	MINERS ARMS, CHURCH GRESLEY	GEORGE STREET, SWADLINCOTE, DE11 9NT	Punch Taverns	DE11 9NT	Punch Taverns	0.00
1	Miners Arms	George Street, Church Gresley, Swadlincote	Punch Pub Company	DE11 9NT	Community Local	0.00
2	Rising Sun	77 Church Street, Church Gresley, Swadlincote	Independent Free	DE11 9NR	Community Local	0.11
3	Royal Oak	87 Regent Street, Church Gresley, Swadlincote	Punch Pub Company	DE11 9PJ	Community Local	0.28
4	Church Gresley Miners Welfare Club	Gresley Wood Road, Church Gresley, Swadlincote	Independent Free	DE11 9QW	Other	0.32
5	Church Gresley Indoor Bowls Club	Church Gresley, Swadlincote	Independent Free	DE11 9QW	Other	0.32
6	Drum & Monkey	Castle Road, Castle Gresley, Swadlincote	Marston's	DE11 9LH	Community Local	0.40
7	Spice Touch	Glamorgan Way, Church Gresley, Swadlincote	Independent Free	DE11 9JT	Other	0.42
8	Sir Nigel Gresley	Market Street, Church Gresley, Swadlincote	Wetherspoon	DE11 9PR	Circuit Bar	0.43
9	Church Gresley Memorial Club	York Road, Church Gresley, Swadlincote	Independent Free	DE11 9QG	Other	0.44
10	Travellers Rest	2 New Street, Church Gresley, Swadlincote	Star Pubs & Bars	DE11 9PS	Community Local	0.55
11	Mushroom Hall	24 Main Street, Albert Village, Swadlincote	Independent Free	DE11 8EN	Community Local	0.67
12	Catchems Inn	Hearthcote Road, Church Gresley, Swadlincote	Marston's	DE11 9DU	Community Local	0.67
13	Prezzo	Coppice Side, Swadlincote	Prezzo plc	DE11 9FQ	Other	0.85
14	Mount Pleasant Inn	109 Mount Pleasant Road, Castle Gresley, Swadlincote	Independent Free	DE11 9JJ	Community Local	0.89
15	Tall Chimney	Coppice Side, Swadlincote	Greene King	DE11 9AA	Branded Food	0.91
16	Shalamar Restaurant	Civic Way, Swadlincote	Independent Free	DE11 0AD	Other	0.93
17	Swadlincote Ski Centre	Hill Street, Church Gresley, Swadlincote	Independent Free	DE11 8LP	Other	0.96
18	Empire	17-21 West Street, Swadlincote	Independent Free	DE11 9DG	Cafe / Wine Bar	0.96
19	Delph	Market Street, Swadlincote	Unknown	DE11 9DA	Cafe / Wine Bar	0.98
20	South Derbyshire Snooker Centre	Market Street, Swadlincote	Independent Free	DE11 9DA	Other	0.98
21	Constitutional Club	9 Midland Road, Swadlincote	Independent Free	DE11 0AG	Other	1.02
22	Montanaro's	5 Midland Road, Swadlincote	Independent Free	DE11 0AG	Other	1.02
23	Foresters Arms	67 High Street, Swadlincote	Enterprise Inns	DE11 8JA	Community Local	1.03
24	Belmont Services Club	Belmont Street, Swadlincote	Independent Free	DE11 8JU	Other	1.11
25	Angel	Church Street, Swadlincote	Admiral Taverns Ltd	DE11 8LF	Community Local	1.17
26	Oakland Village	Hall Farm Road, Swadlincote	Unknown	DE11 8LH	Other	1.23
27	Springfield	25 North Street, Swadlincote	Independent Free	DE11 0AX	Dry Led	1.31
28	Railway Inn	Midway Road, Swadlincote	Marston's	DE11 7NR	Other	1.34
29	Swadlincote Catholic Social Club	Darklands Road, Swadlincote	Independent Free	DE11 0PF	Other	1.36
30	Jolly Colliers	2 Rose Valley, Newhall, Swadlincote	Independent Free	DE11 0QN	Community Local	1.41