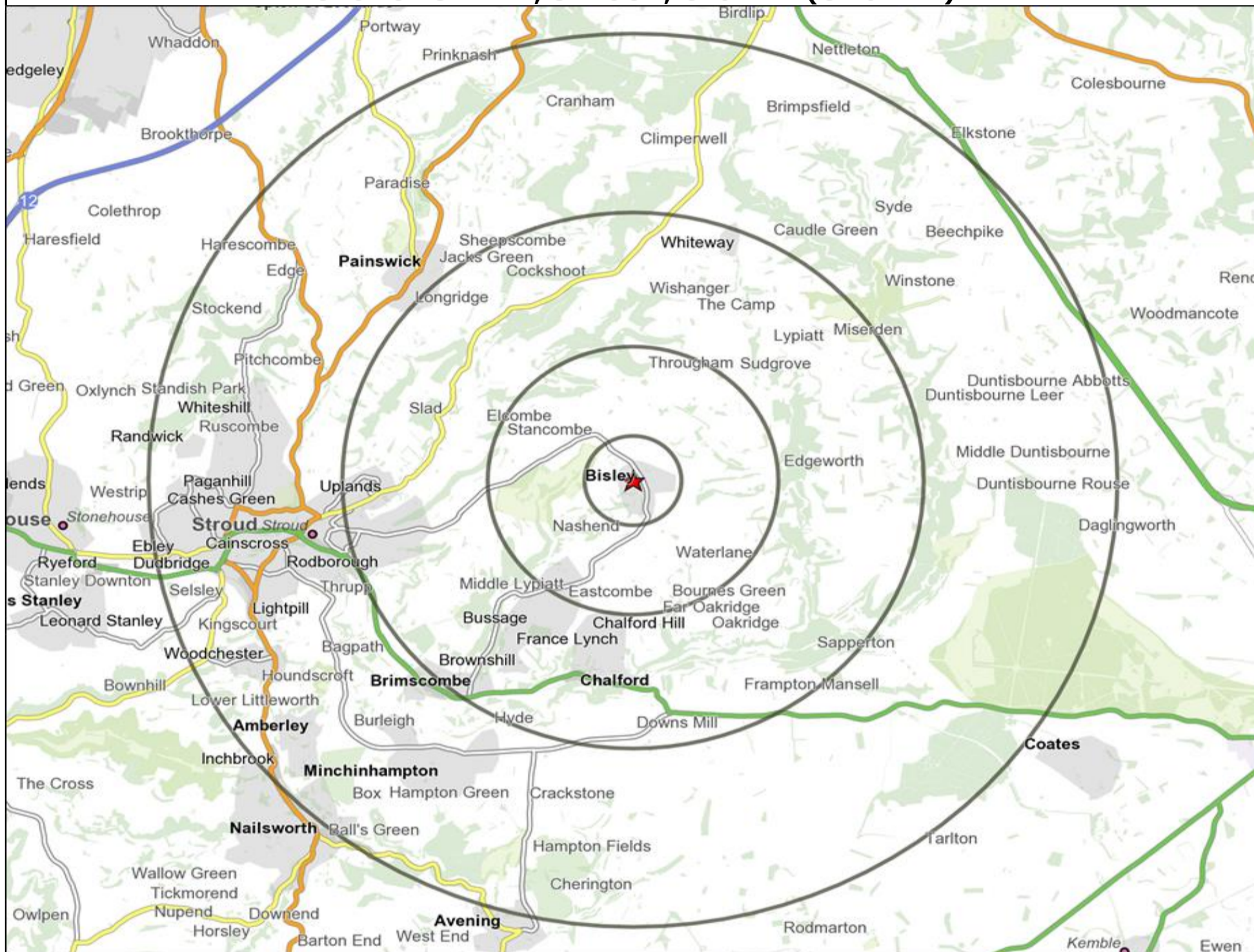




**Customer Profile Report for BEAR INN, BISLEY STROUD (Punch Outlet Number: 201816)
GEORGE STREET, STROUD, GL6 7BD (GL 6 7BD)**



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

Age Data Table

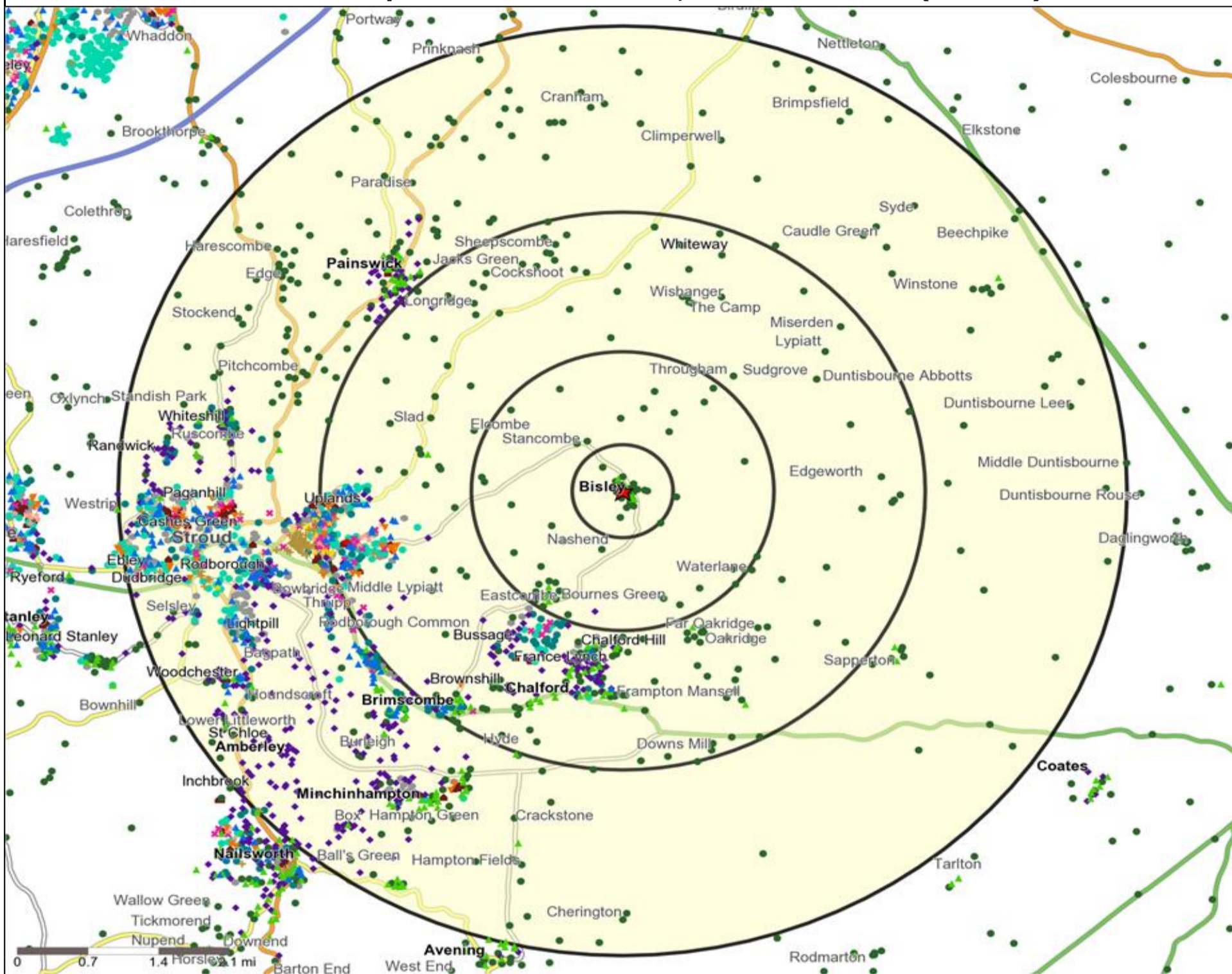
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	83	236	3,438	9,209	7,854	70	78	102	94	95
16-17	12	41	439	1,121	963	82	109	106	93	95
18-24	16	48	1,036	3,144	2,769	28	33	64	67	70
25-34	33	74	1,520	4,548	3,957	38	33	62	64	66
35-44	91	197	2,353	6,552	5,574	114	96	104	99	100
45-54	107	263	3,206	8,557	7,249	120	114	126	116	117
55-64	112	275	2,405	7,076	5,756	158	150	119	120	116
65+	174	486	3,503	11,761	9,717	154	167	109	126	123
Population estimate 2015	628	1,620	17,900	51,968	43,839	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	594	1,598	17,438	49,534	41,757	98%	99%	98%	98%	98%
Mixed / Multiple Ethnic Groups	5	8	189	582	504	1%	0%	1%	1%	1%
Asian / Asian British	6	11	102	304	264	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	1	2	43	115	102	0%	0%	0%	0%	0%
Other Ethnic Group	0	0	26	90	85	0%	0%	0%	0%	0%
All People (Ethnic Group)	606	1,619	17,798	50,625	42,712	100	100	100	100	100



Mosaic UK Map and Data: BEAR INN, BISLEY STROUD (201816)



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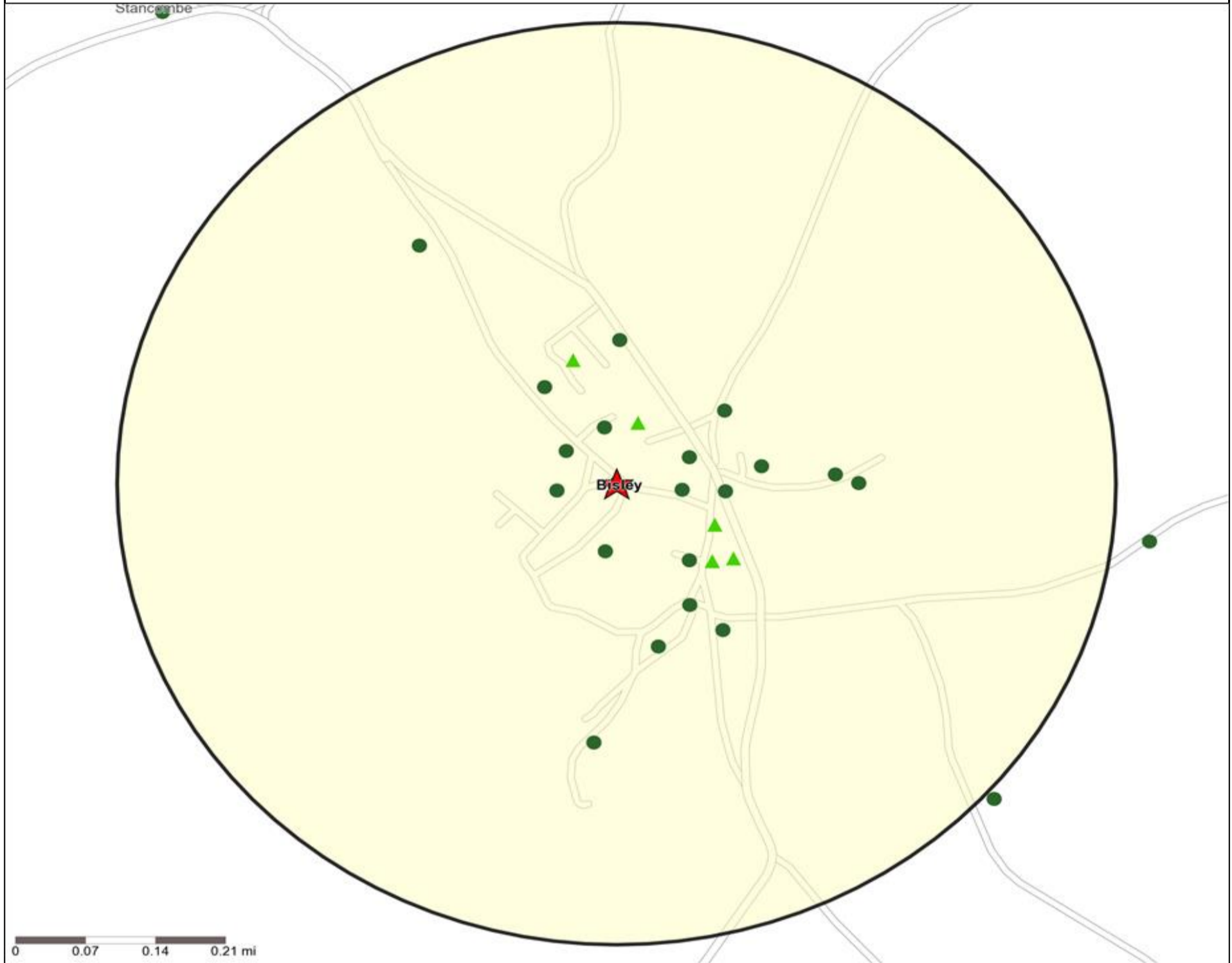
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	57	1,557	6,642	4,433	0	58	153	220	174
C Country Living (18+)	431	978	3,614	7,519	6,800	1,166	1,049	372	261	281
D Rural Reality (18+)	101	306	1,067	2,955	2,711	274	329	110	103	112
E Senior Security (18+)	0	1	815	3,578	3,085	0	1	72	106	109
F Suburban Stability (18+)	0	0	891	3,718	3,167	0	0	104	147	149
G Domestic Success (18+)	0	0	1,648	3,750	3,193	0	0	140	107	109
H Aspiring Homemakers (18+)	0	0	1,961	5,242	4,250	0	0	154	139	134
I Family Basics (18+)	0	0	575	1,564	1,371	0	0	57	52	54
J Transient Renters (18+)	0	0	923	1,863	1,777	0	0	114	78	88
K Municipal Challenge (18+)	0	0	124	306	306	0	0	15	13	15
L Vintage Value (18+)	0	0	305	1,660	1,469	0	0	35	64	67
M Modest Traditions (18+)	0	0	238	589	451	0	0	36	30	27
N Urban Cohesion (18+)	0	0	49	359	359	0	0	7	17	20
O Rental Hubs (18+)	0	0	232	1,762	1,529	0	0	22	55	57
Adults 18+ estimate 2015	532	1,342	13,999	41,507	34,901	100	100	100	100	100



Mosaic UK Map and Data: BEAR INN, BISLEY STROUD (201816)



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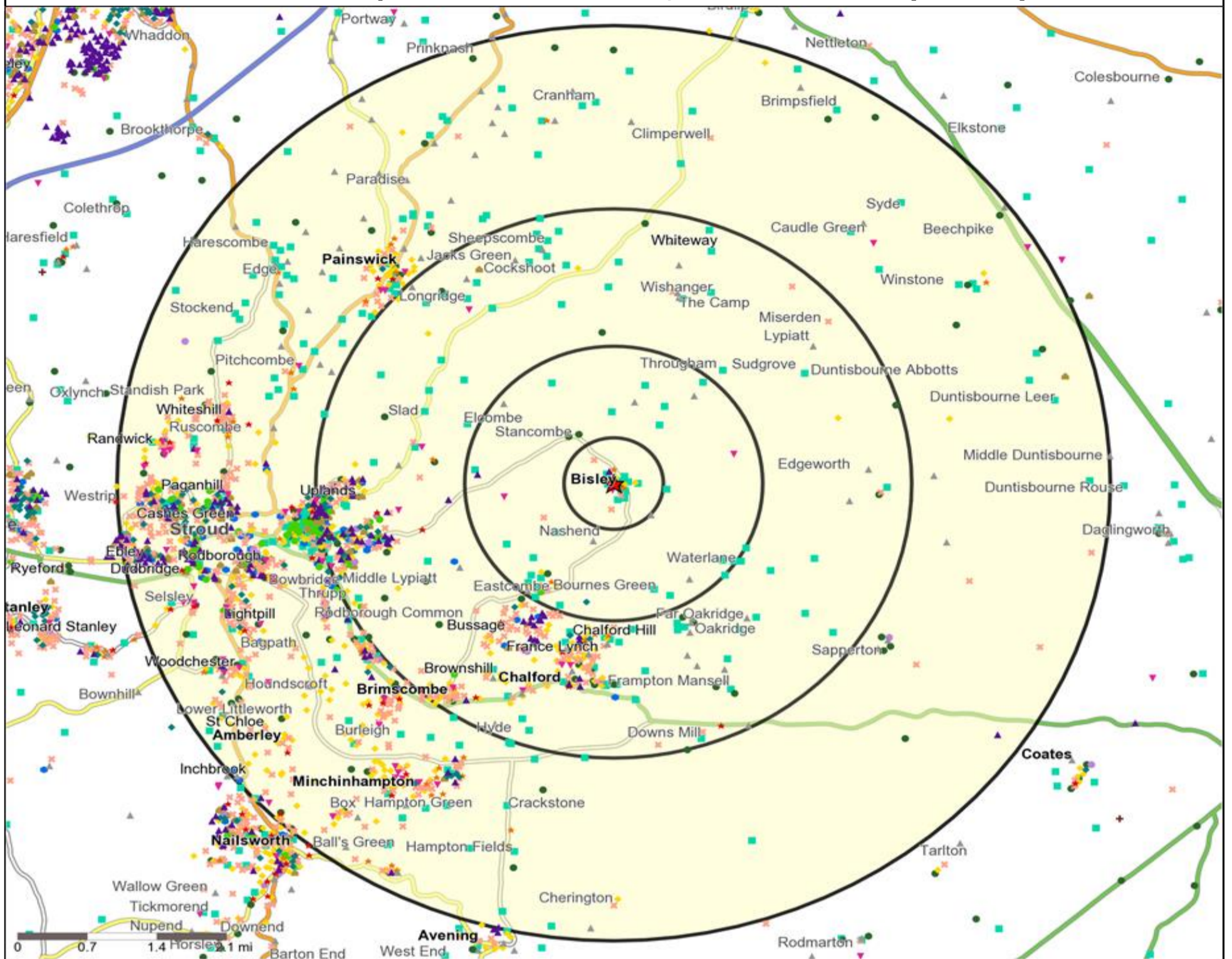
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	431	1,166
D Rural Reality (18+)	101	274
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	532	100



Occasions Map and Data: BEAR INN, BISLEY STROUD (201816)



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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	63	155	1,031	2,993	2,560	197	180	103	103	103
02 Early Doors	31	86	852	2,608	2,206	116	119	102	107	106
03 Everyday is Friday	18	53	755	2,162	1,839	79	86	106	104	104
04 Weekend Millionaires	10	32	867	2,429	2,099	30	36	84	81	82
05 Out On The Town	11	33	859	2,492	2,132	35	39	86	86	87
06 Business and Pleasure	35	75	634	1,620	1,405	214	170	123	109	111
07 Sporting Pints	4	18	571	1,752	1,533	11	19	52	55	57
08 Student Social	28	67	589	1,585	1,346	189	167	127	117	117
09 Leisurely Lunch	43	112	1,068	3,095	2,604	138	133	109	109	108
10 Wining and Dining	30	89	1,206	3,731	3,085	85	93	109	116	112
11 Household Outing	15	40	887	2,450	2,106	53	53	101	96	97
12 Midweek Meal Deal	31	82	507	1,377	1,199	196	192	102	96	98
13 Date Night	27	95	1,053	3,195	2,685	107	140	134	140	138
14 Birthday Treat	25	74	849	2,525	2,114	99	109	108	110	109
15 Pre Show Meal	11	20	242	746	640	127	86	89	95	96
Number of Occasions	382	1,031	11,970	34,760	29,553	100	100	100	100	100



Competition Map and Data: BEAR INN, BISLEY STROUD (201816)



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

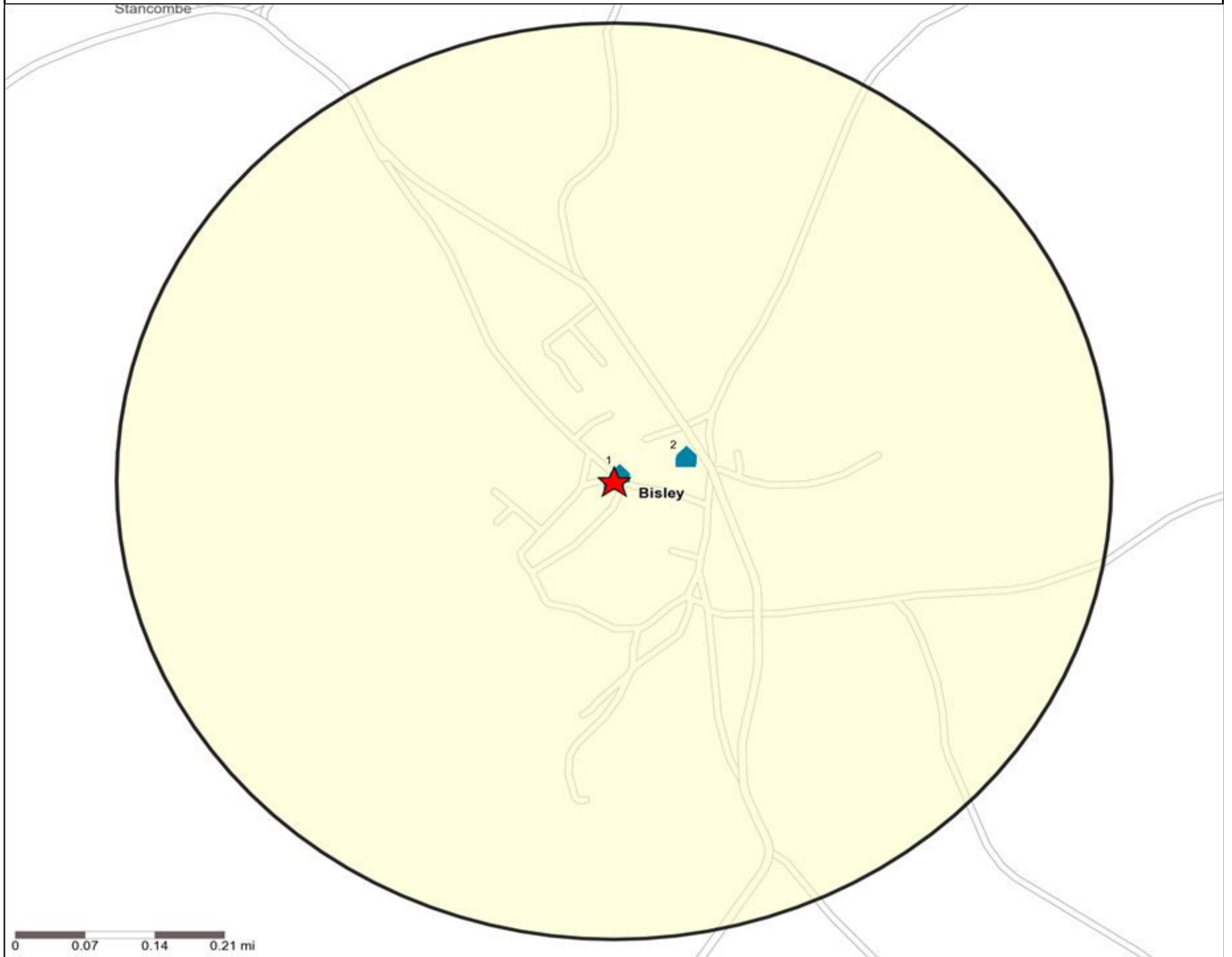
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	0	6
Circuit Bar	0	1	1	6
Community Local	0	0	8	27
Dry Led	2	2	5	17
Branded Food Pub	0	0	0	1
Rural	0	0	3	5
Other	0	0	5	49
Total	2	3	22	111



Competition Map and Data: BEAR INN, BISLEY STROUD (201816)



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	0
Circuit Bar	0
Community Local	0
Dry Led	2
Branded Food Pub	0
Rural	0
Other	0
Total	2



Local Competition: BEAR INN, BISLEY STROUD (201816)

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 INN, BISLEY STROUD	GEORGE STREET, STROUD, GL6 7BD	Punch Taverns	GL 6 7BD	Punch Taverns	0.00
1	Bear Inn	George Street, Bisley, Stroud	Punch Pub Company	GL 6 7BD	Dry Led	0.01
2	Stirrup Cup	Cheltenham Road, Bisley, Stroud	Enterprise Inns	GL 6 7BL	Dry Led	0.08
3	Lamb Inn	Eastcombe, Stroud	Punch Pub Company	GL 6 7DN	Circuit Bar	1.21
4	Chalford Sports & Social Club	Middle Hill, Chalford Hill, Stroud	Independent Free	GL 6 8BD	Other	1.55
5	Kings Head	Oakridge Lynch, France Lynch, Stroud	Independent Free	GL 6 8LT	Rural Character	1.58
6	Butchers Arms	The Oakridge, Oakridge Lynch, Stroud	Wadworth & Co Limited	GL 6 7NZ	Community Local	1.67
7	Old Neighbourhood Inn	Chalford Hill, Stroud	Oak Taverns	GL 6 8EN	Community Local	1.87
8	Ram Inn	Bussage, Stroud	Enterprise Inns	GL 6 8BB	Dry Led	1.93
9	Chalford Ex-Servicemens & Social Club	Haywards Lane, Chalford Hill, Stroud	Independent Free	GL 6 8LH	Other	1.95
10	Woolpack Inn	Slad Road, Slad, Stroud	Independent Free	GL 6 7QA	Community Local	2.06
11	New Red Lion	High Street, Chalford, Stroud	Independent Free	GL 6 8DJ	Community Local	2.19
12	Crown Inn	Bath Road, Frampton Mansell, Stroud	*Other Small Retail Groups	GL 6 8JG	Dry Led	2.32
13	Painswick Squash Club	Greenhouse Lane, Painswick, Stroud	Independent Free	GL 6 6SE	Other	2.73
14	Daneway Inn	Sapperton, Cirencester	Wadworth & Co Limited	GL 7 6LN	Rural Character	2.75
15	Crosshands	1 Summer Street, Stroud	Independent Free	GL 5 1NX	Community Local	2.76
16	Crown & Sceptre Inn	98 Horns Road, Stroud	*Other Small Retail Groups	GL 5 1EG	Community Local	2.77
17	Carpenters Arms	Miserden, Stroud	Admiral Taverns Ltd	GL 6 7JA	Dry Led	2.79
18	Butchers Arms	Sheepscombe, Stroud	Heartstone Inns	GL 6 7RH	Rural Character	2.83
19	Fountain Inn	89 Slad Road, Stroud	Punch Pub Company	GL 5 1QZ	Community Local	2.88
20	Pavillion	London Road, Brimscombe, Stroud	Independent Free	GL 5 2TL	Other	2.88
21	Cotswold Gliding Club	Cowcombe Lane, Chalford, Stroud	Independent Free	GL 6 8HR	Other	2.89
22	British Oak Inn	London Road, Stroud	Independent Free	GL 5 2AY	Community Local	2.98
23	Bisley House Inn	Middle Street, Stroud	Independent Free	GL 5 1DZ	Cafe / Wine Bar	3.03
24	Painswick Hotel & Restaurant	Kemps Lane, Painswick, Stroud	Independent Free	GL 6 6YB	Other	3.08
25	Ragged Cot	Cirencester Road, Chalford, Stroud	Marston's	GL 6 8PE	Other	3.12
26	Duke Of York	22 Nelson Street, Stroud	Admiral Taverns Ltd	GL 5 2HN	Community Local	3.14
27	Cardynham House	Tibbiwell Street, Painswick, Stroud	Independent Free	GL 6 6XX	Other	3.14
28	Royal Oak Inn	St Marys Street, Painswick, Stroud	Enterprise Inns	GL 6 6QG	Dry Led	3.15
29	Number 23 Bistro	23 Nelson Street, Stroud	Independent Free	GL 5 2HH	Other	3.17
30	Junction 13	27a Nelson Street, Stroud	Independent Free	GL 5 2HH	Circuit Bar	3.17