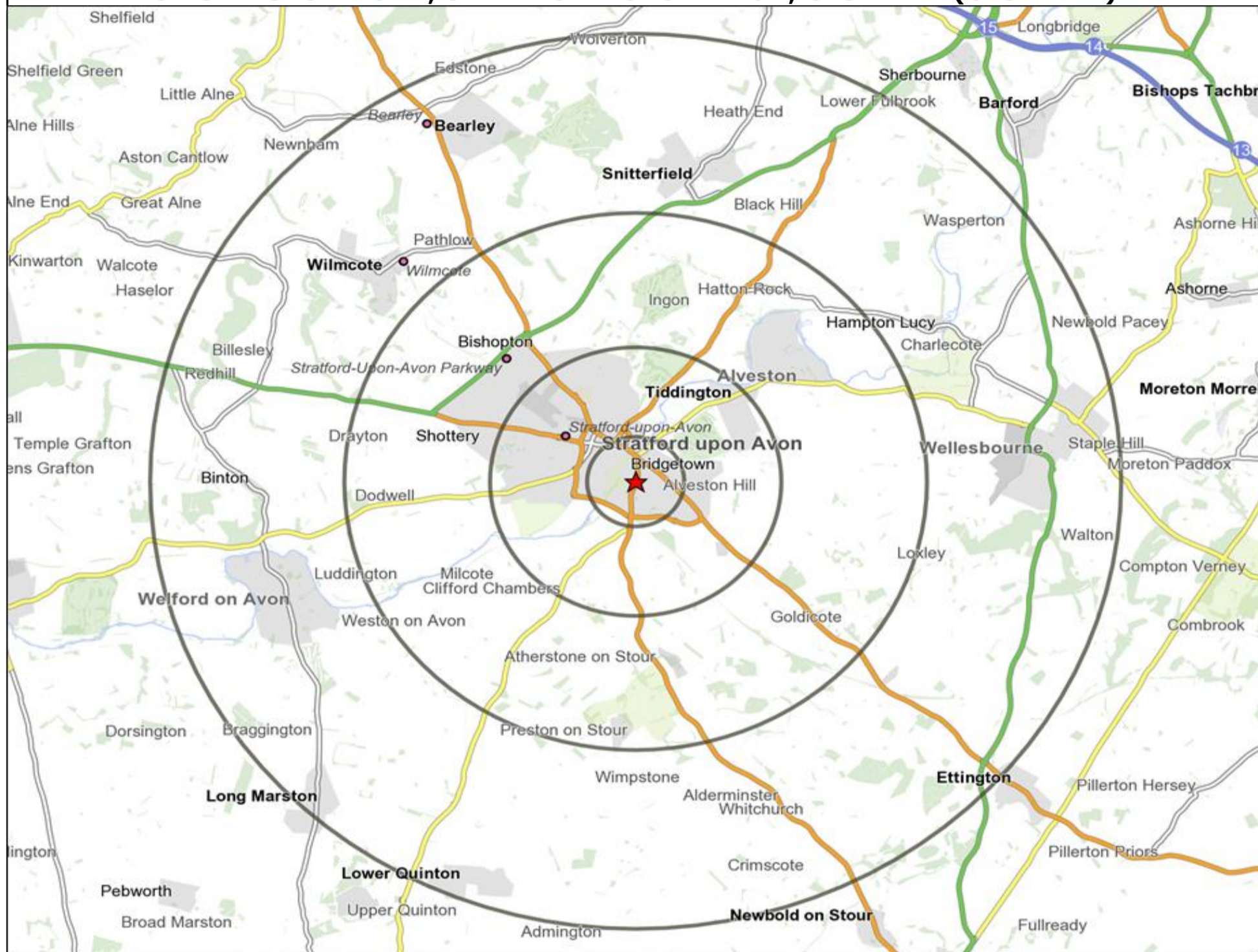




Customer Profile Report for OLD TRAMWAY, STRATFORD UPON AV (Punch Outlet Number: 203091 SHIPSTON ROAD, STRATFORD-UPON-AVON, CV37 7LW (CV37 7LW))



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

Age Data Table

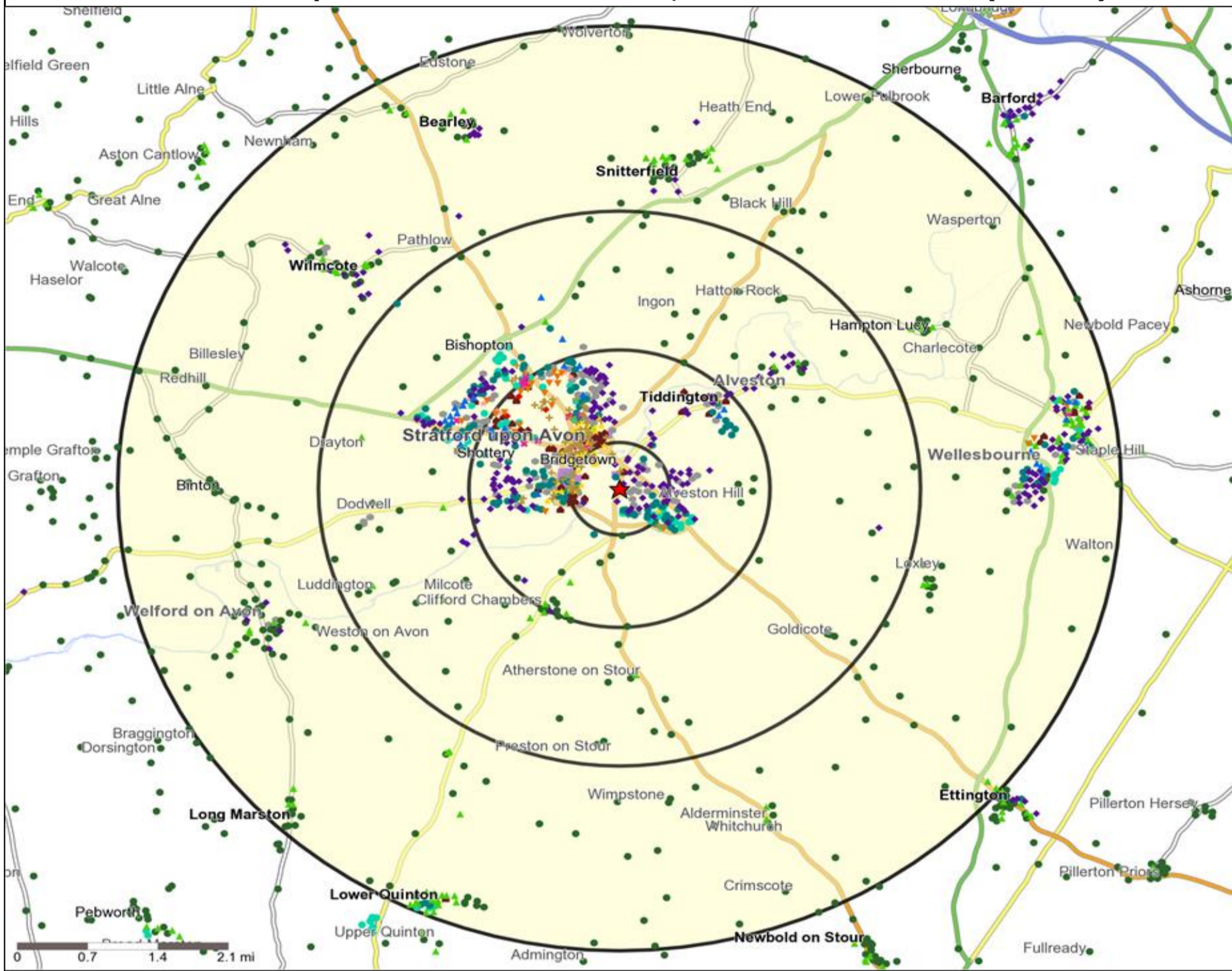
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	750	3,508	4,846	7,383	11,024	87	81	83	86	89
16-17	95	508	674	1,000	1,363	89	95	94	94	89
18-24	255	1,715	2,295	3,010	4,008	61	82	82	73	67
25-34	524	3,022	4,013	5,165	7,179	83	96	95	82	80
35-44	505	2,504	3,465	5,091	7,744	87	86	88	88	93
45-54	615	3,050	4,304	6,675	9,712	94	94	98	103	104
55-64	496	2,527	3,525	5,671	8,420	95	97	101	109	113
65+	1,355	6,139	7,865	11,805	16,282	164	148	141	143	138
Population estimate 2015	4,595	22,973	30,987	45,800	65,732	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	4,068	21,023	28,373	42,737	61,354	95%	95%	95%	96%	96%
Mixed / Multiple Ethnic Groups	57	345	436	581	808	1%	2%	1%	1%	1%
Asian / Asian British	98	631	739	841	1,267	2%	3%	2%	2%	2%
Black / African / Caribbean / Black British	16	81	100	135	190	0%	0%	0%	0%	0%
Other Ethnic Group	21	100	135	167	248	0%	0%	0%	0%	0%
All People (Ethnic Group)	4,260	22,180	29,783	44,461	63,867	100	100	100	100	100



Mosaic UK Map and Data: OLD TRAMWAY, STRATFORD UPON AV (203068)



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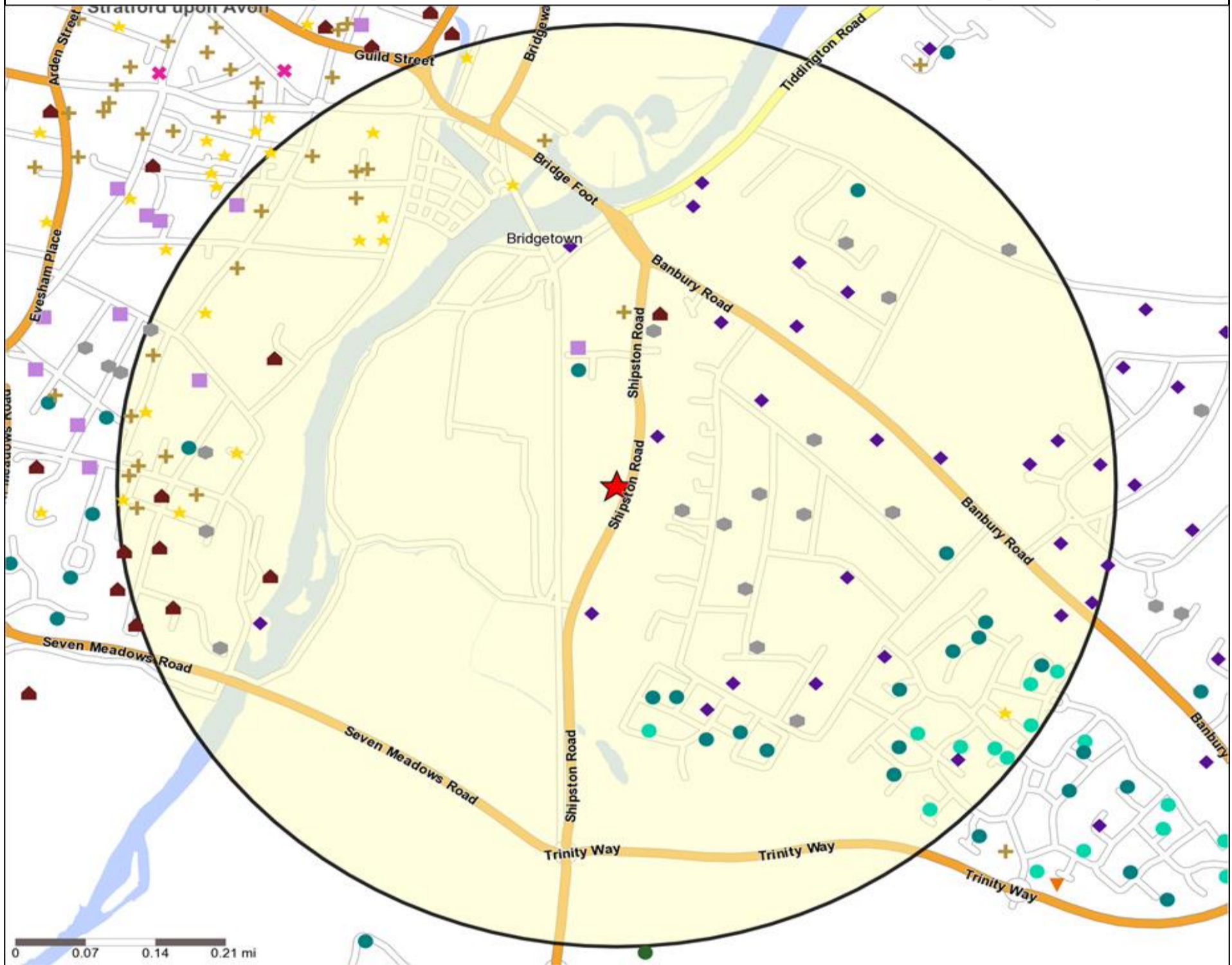
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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
A City Prosperity (18+)	92	377	377	377	377	58	48	35	24	17
B Prestige Positions (18+)	827	3,253	4,368	6,357	7,976	303	239	238	235	206
C Country Living (18+)	62	254	1,387	5,685	10,657	24	20	79	221	289
D Rural Reality (18+)	8	80	247	3,108	5,696	3	6	14	121	155
E Senior Security (18+)	714	3,204	3,936	4,522	5,693	234	211	192	150	132
F Suburban Stability (18+)	0	419	1,083	1,467	1,968	0	37	70	65	61
G Domestic Success (18+)	644	3,411	3,989	4,808	7,126	204	217	189	154	160
H Aspiring Homemakers (18+)	435	1,376	2,423	2,917	4,157	127	81	106	86	86
I Family Basics (18+)	9	799	1,037	1,234	1,338	3	59	57	46	35
J Transient Renters (18+)	0	217	384	425	449	0	20	26	20	15
K Municipal Challenge (18+)	0	166	166	166	166	0	15	11	8	5
L Vintage Value (18+)	422	1,727	1,867	2,141	2,441	179	147	118	92	73
M Modest Traditions (18+)	0	143	248	254	788	0	16	21	14	31
N Urban Cohesion (18+)	252	1,227	1,227	1,227	1,325	128	126	93	63	48
O Rental Hubs (18+)	285	2,018	2,415	2,415	2,878	99	140	125	84	70
Adults 18+ estimate 2015	3,750	18,671	25,154	37,103	53,035	100	100	100	100	100



Mosaic UK Map and Data: OLD TRAMWAY, STRATFORD UPON AV (203068)



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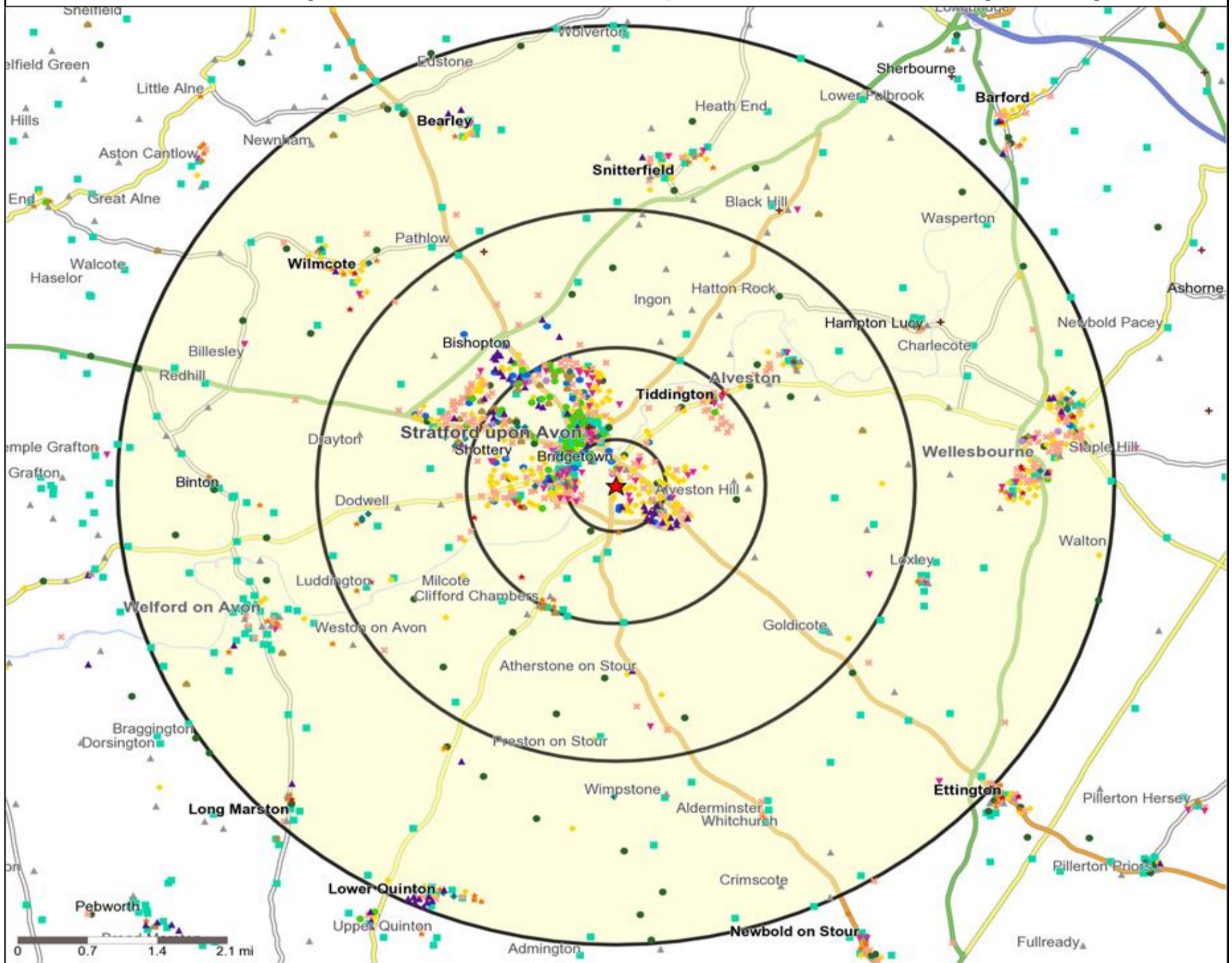
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- F Suburban Stability
- I Family Basics
- J Transient Renters
- M Modest Traditions
- C Country Living
- G Domestic Success
- K Municipal Challenge
- N Urban Cohesion
- O Rental Hubs

Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	92	58
B Prestige Positions (18+)	827	303
C Country Living (18+)	62	24
D Rural Reality (18+)	8	3
E Senior Security (18+)	714	234
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	644	204
H Aspiring Homemakers (18+)	435	127
I Family Basics (18+)	9	3
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	422	179
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	252	128
O Rental Hubs (18+)	285	99
Adults 18+ estimate 2015	3,750	100



Occasions Map and Data: OLD TRAMWAY, STRATFORD UPON AV (203068)



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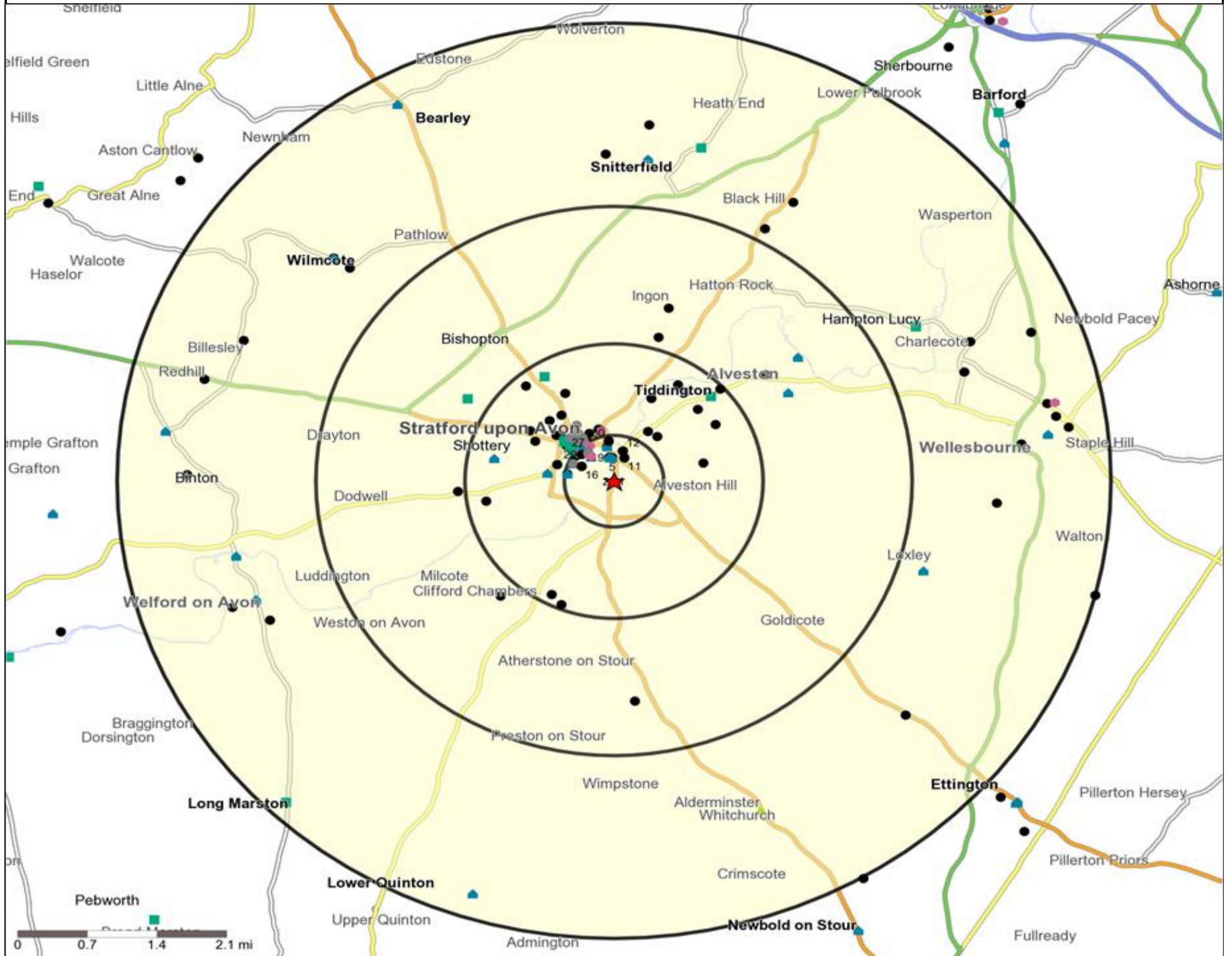
- ★ Location
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- 01 Mine's a Pint
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ◆ 13 Date Night
- ~ Rivers, Canals and Lakes
- ◆ 02 Early Doors
- ▲ 06 Business and Pleasure
- ✕ 10 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	183	1,109	1,525	2,646	3,938	72	81	83	99	104
02 Early Doors	146	912	1,303	2,028	2,952	68	80	84	91	93
03 Everyday is Friday	143	955	1,324	1,916	2,743	78	98	100	100	101
04 Weekend Millionaires	158	928	1,339	1,809	2,612	60	66	70	66	67
05 Out On The Town	238	1,351	1,791	2,236	3,037	94	99	98	84	80
06 Business and Pleasure	131	666	947	1,539	2,307	100	95	100	112	118
07 Sporting Pints	146	1,070	1,371	1,656	2,179	52	71	68	57	52
08 Student Social	126	615	872	1,430	2,118	107	97	102	115	120
09 Leisurely Lunch	336	1,617	2,099	3,087	4,357	135	121	117	118	118
10 Wining and Dining	435	1,996	2,616	3,612	5,045	154	131	128	122	120
11 Household Outing	167	1,053	1,469	2,051	2,928	75	88	91	87	88
12 Midweek Meal Deal	36	330	507	1,037	1,676	29	49	56	79	89
13 Date Night	432	1,880	2,427	3,373	4,646	215	175	167	160	155
14 Birthday Treat	264	1,318	1,743	2,549	3,553	131	122	120	121	119
15 Pre Show Meal	107	549	712	967	1,339	155	148	142	134	130
Number of Occasions	3,048	16,349	22,045	31,936	45,430	100	100	100	100	100



Competition Map and Data: OLD TRAMWAY, STRATFORD UPON AV (203068)



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

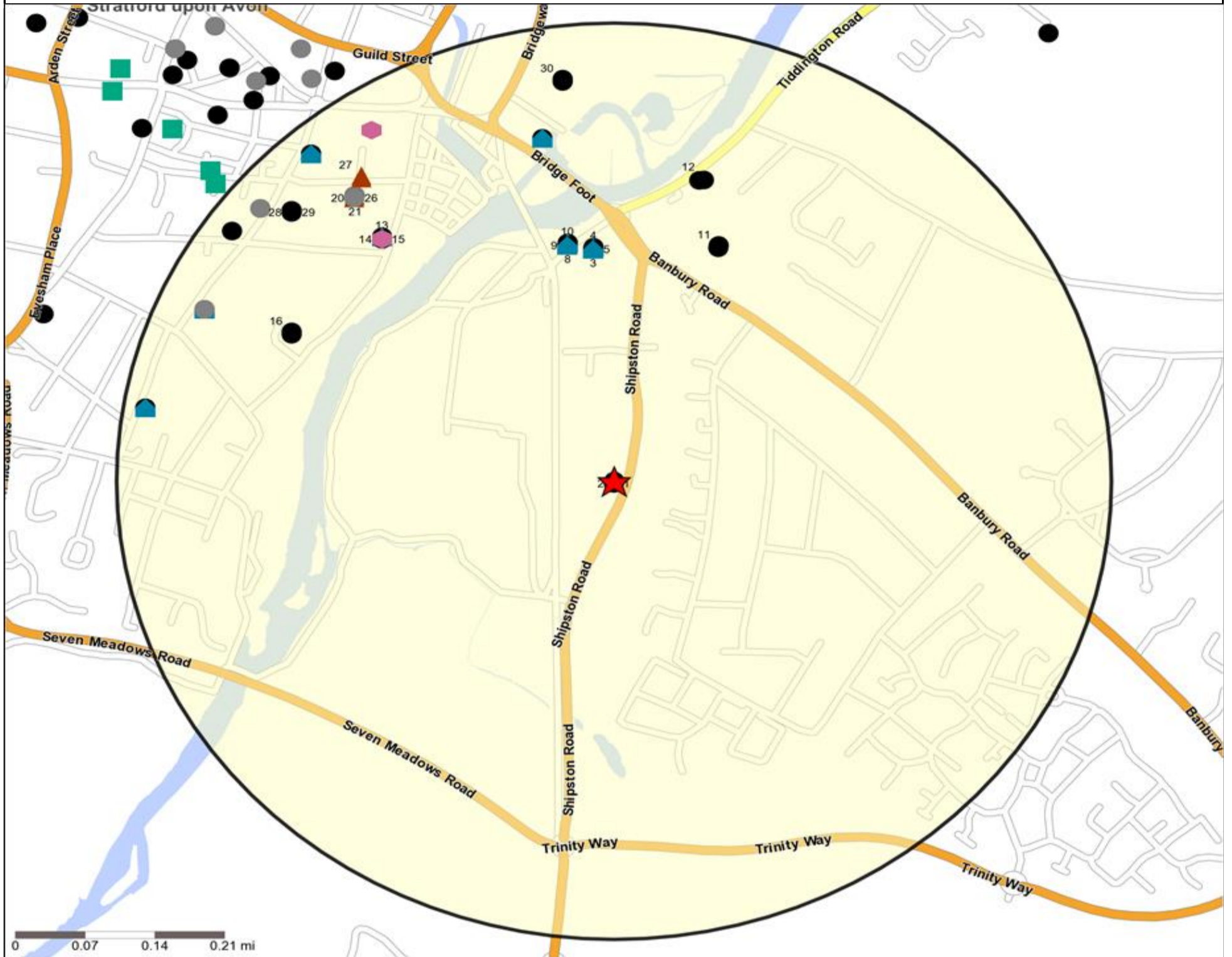
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

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	5	13	13	13
Circuit Bar	2	2	2	2
Community Local	0	7	8	10
Dry Led	4	5	7	16
Branded Food Pub	4	6	6	8
Rural	1	1	1	2
Other	30	84	90	109
Total	46	118	127	160



Competition Map and Data: OLD TRAMWAY, STRATFORD UPON AV (203068)



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
- ▲ Circuit Bar
- Branded Food
- Other
- ◆ Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Community Local
- ~ Rivers, Canals and Lakes

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	5
Circuit Bar	2
Community Local	0
Dry Led	4
Branded Food Pub	4
Rural	1
Other	30
Total	46



Local Competition: OLD TRAMWAY, STRATFORD UPON AV (203068)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	OLD TRAMWAY, STRATFORD UPON AV	91 SHIPSTON ROAD, STRATFORD-UPON-AVON, CV37 7LW	Punch Taverns	CV37 7LW	Punch Taverns	0.00
1	Craig Cleeve	67-69 Shipston Road, Stratford-upon-avon	Independent Free	CV37 7LW	Other	0.00
2	Old Tramway Inn	91 Shipston Road, Stratford-upon-avon	Punch Pub Company	CV37 7LW	Rural Character	0.00
3	Swans Nest Hotel	Bridgetown, Stratford-upon-avon	Macdonald Hotels	CV37 7LT	Other	0.25
4	Le Bistrot Pierre	Bridgefoot, Stratford-upon-avon	Le Bistrot Pierre	CV37 7LT	Other	0.25
5	Bear Freehouse & Kitchen	Bridgetown, Stratford-upon-avon	Independent Free	CV37 7LT	Dry Led	0.25
6	View	Swans Nest Lane, Stratford-upon-avon	Independent Free	CV37 7LS	Other	0.26
7	Stratford Cricket Club	Swans Nest Lane, Stratford-upon-avon	Independent Free	CV37 7LS	Other	0.26
8	Stratford Boat Club	Swans Nest Lane, Stratford-upon-avon	Independent Free	CV37 7LS	Other	0.26
9	Riverbank	Swans Nest Lane, Stratford-upon-avon	Independent Free	CV37 7LS	Dry Led	0.26
10	Thai Boathouse	Swans Nest Lane, Stratford-upon-avon	Thai Group	CV37 7LS	Other	0.26
11	Alveston Manor Hotel	Banbury Road, Stratford-upon-avon	Macdonald Hotels	CV37 7HP	Other	0.28
12	Stratford Bowls Club	Tiddington Road, Stratford-upon-avon	Independent Free	CV37 7AE	Other	0.34
13	Carluccios	13 Waterside, Stratford-upon-avon	Carluccio's Restaurants Ltd	CV37 6BA	Other	0.35
14	Arden Hotel	44 Waterside, Stratford-upon-avon	Eden Hotel Collection	CV37 6BA	Other	0.35
15	Dirty Duck	53-54 Waterside, Stratford-upon-avon	Greene King	CV37 6BA	Branded Food	0.35
16	Royal Shakespeare Theatre Co	Waterside, Stratford-upon-avon	Independent Free	CV37 6BB	Other	0.36
17	Zizzi	21-23 Sheep Street, Stratford-upon-avon	Azzurri Group Ltd	CV37 6EF	Other	0.40
18	Cafe Rouge	18 Sheep Street, Stratford-upon-avon	Casual Dining Group	CV37 6EF	Other	0.40
19	Wildwood Kitchen	10-11 Sheep Street, Stratford-upon-avon	Tasty	CV37 6EF	Other	0.40
20	Vintner Wine Bar	4-5 Sheep Street, Stratford-upon-avon	Independent Free	CV37 6EF	Cafe / Wine Bar	0.40
21	Rose & Crown	15 Sheep Street, Stratford-upon-avon	Spirit Pub Company	CV37 6EF	Circuit Bar	0.40
22	Opposition Restaurant	13 Sheep Street, Stratford-upon-avon	Independent Free	CV37 6EF	Other	0.40
23	Lams Of Sheep Street	12 Sheep Street, Stratford-upon-avon	Independent Free	CV37 6EF	Other	0.40
24	Barnabys	25 Sheep Street, Waterside, Stratford-upon-avon	Independent Free	CV37 6EF	Other	0.40
25	Thespians Indian Restaurant	26 Sheep Street, Stratford-upon-avon	Independent Free	CV37 6EF	Other	0.40
26	Loxleys Restaurant & Wine Bar	3 Sheep Street, Stratford-upon-avon	Independent Free	CV37 6EF	Cafe / Wine Bar	0.40
27	Golden Bee	41-42 Sheep Street, Stratford-upon-avon	Wetherspoon	CV37 6EE	Circuit Bar	0.42
28	Marco Pierre White Steakhouse Bar & Grill	17-19 Chapel Street, Stratford-upon-avon	Marco Pierre White Group	CV37 6ER	Other	0.44
29	Mercure Hotel	Chapel Street, Stratford-upon-avon	Accor Hotels	CV37 6ER	Other	0.44
30	Holiday Inn	Bridgefoot, Stratford-upon-avon	InterContinental Hotels Group	CV37 6YR	Other	0.44