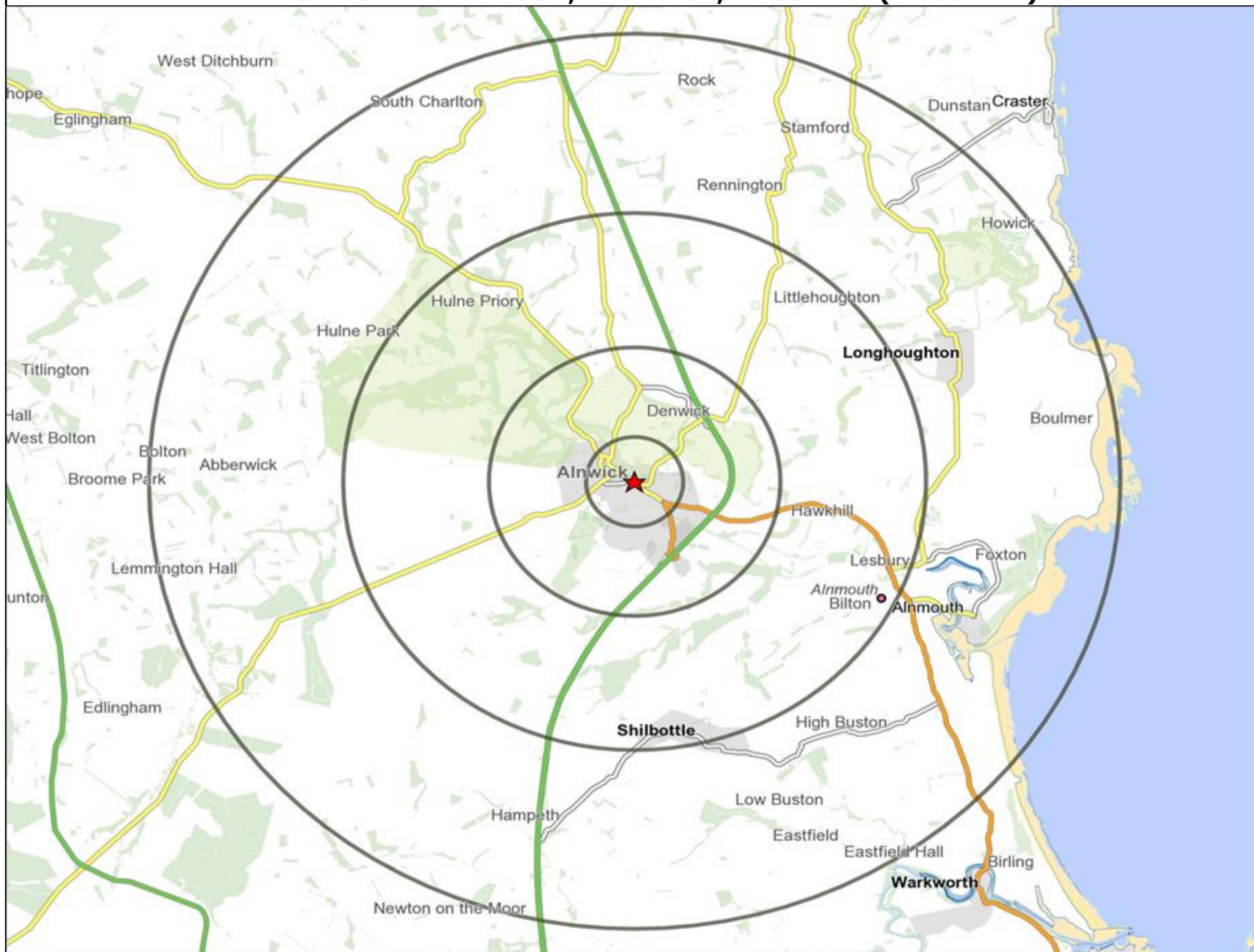




**Customer Profile Report for PLOUGH, ALNWICK (Punch Outlet Number: 201959)
24 BONDGATE WITHOUT, ALNWICK, NE66 1PN (NE66 1PN)**



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

Age Data Table

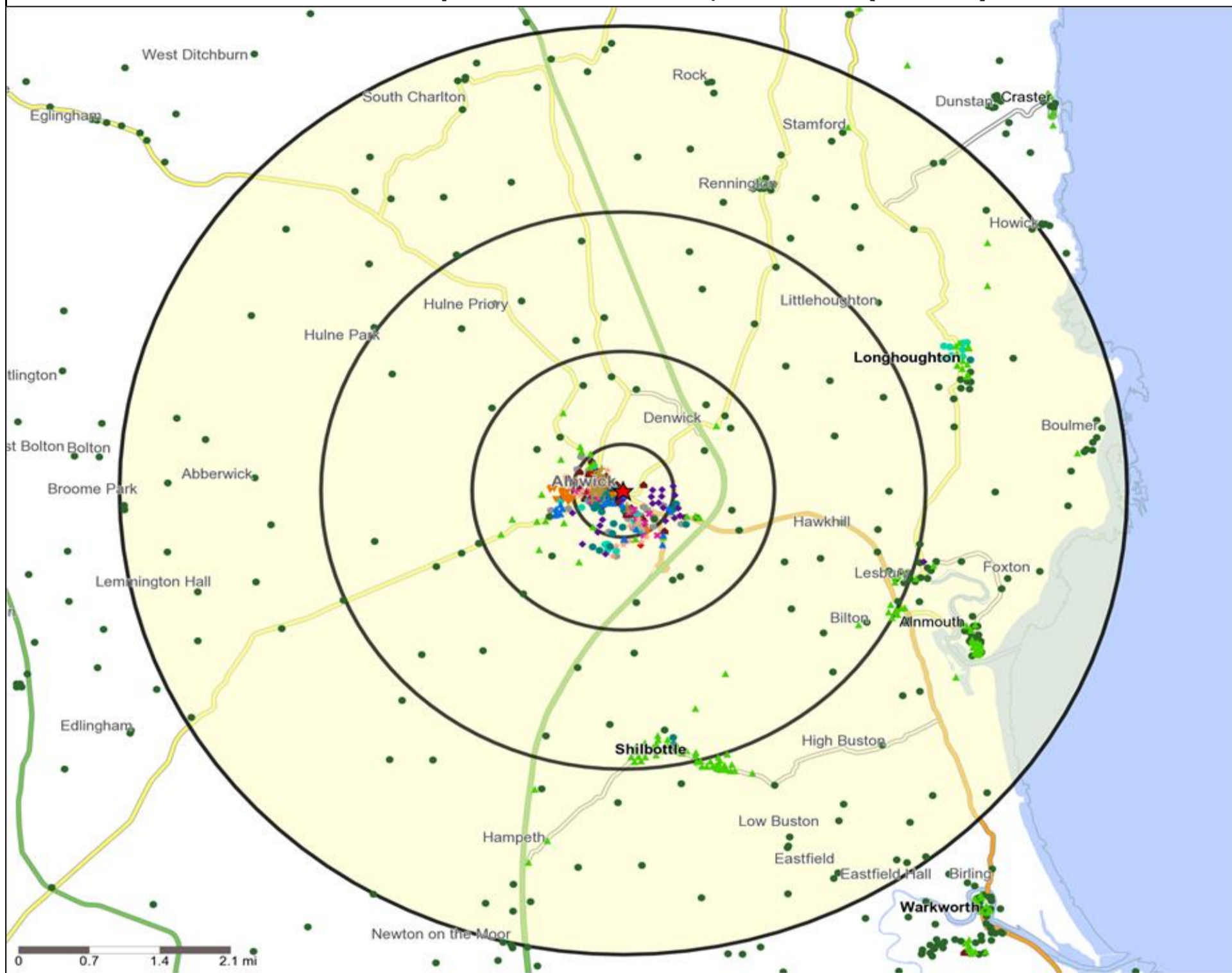
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	592	1,350	1,719	2,488	2,864	68	83	87	88	80
16-17	96	203	249	310	376	88	101	101	89	84
18-24	328	634	746	983	1,131	78	81	78	72	65
25-34	574	980	1,174	1,607	1,719	90	83	81	78	66
35-44	451	819	1,076	1,587	1,909	76	75	80	83	78
45-54	721	1,317	1,629	2,309	3,187	109	108	109	108	117
55-64	659	1,189	1,427	2,052	3,011	125	122	119	121	139
65+	1,251	2,124	2,551	3,675	4,994	149	137	134	136	144
Population estimate 2015	4,672	8,616	10,571	15,011	19,191	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	4,271	8,108	9,970	14,150	18,000	98%	98%	99%	99%	99%
Mixed / Multiple Ethnic Groups	14	35	43	63	80	0%	0%	0%	0%	0%
Asian / Asian British	45	71	75	93	104	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	2	5	5	8	10	0%	0%	0%	0%	0%
Other Ethnic Group	8	16	16	20	21	0%	0%	0%	0%	0%
All People (Ethnic Group)	4,340	8,235	10,109	14,334	18,215	100	100	100	100	100



Mosaic UK Map and Data: PLOUGH, ALNWICK (201959)



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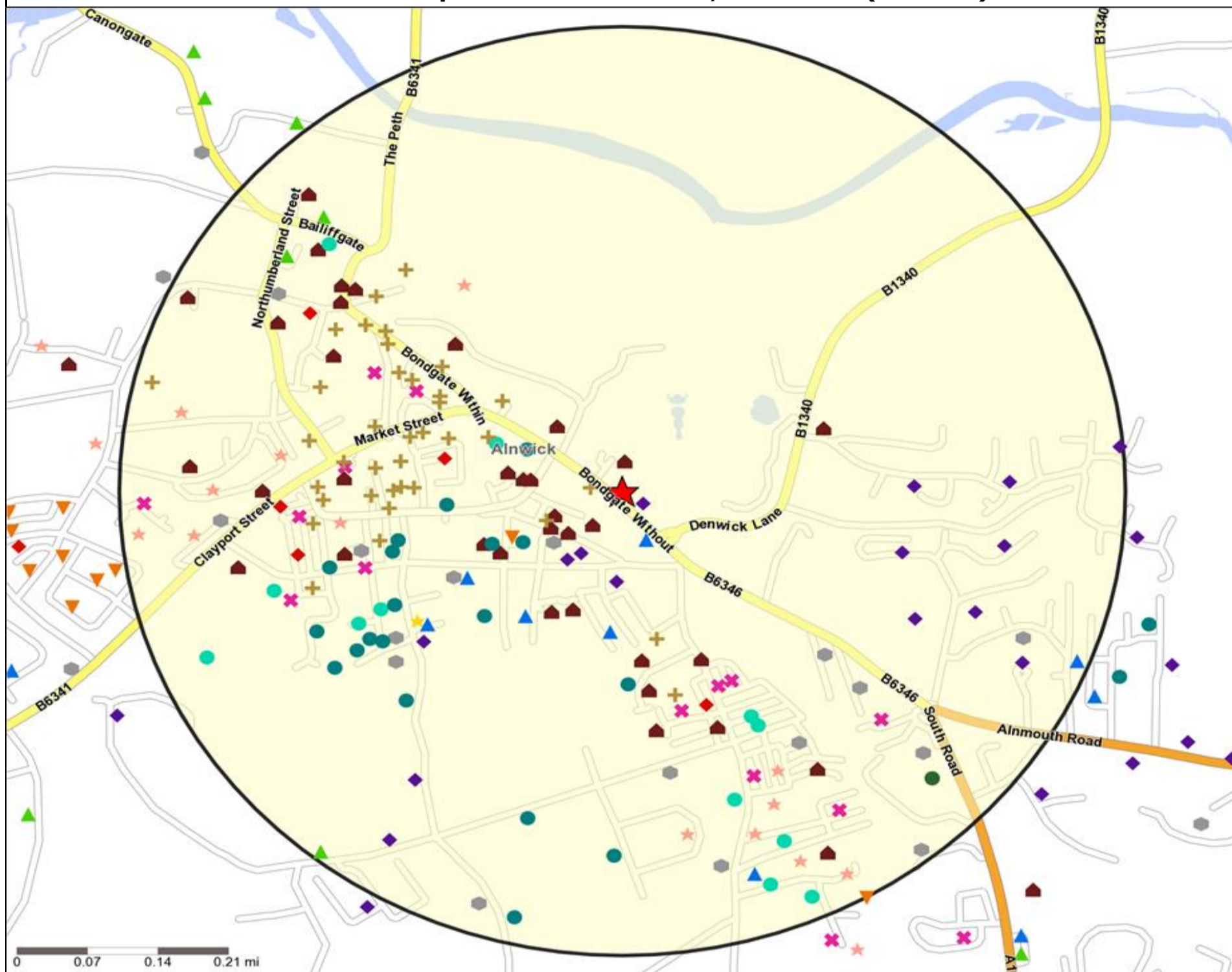
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	580	879	884	895	896	200	171	142	102	78
C Country Living (18+)	41	263	635	2,296	4,878	15	54	107	276	447
D Rural Reality (18+)	57	247	1,177	2,494	3,625	21	51	198	300	333
E Senior Security (18+)	303	537	540	541	541	94	94	77	55	42
F Suburban Stability (18+)	135	455	455	455	455	56	106	87	62	47
G Domestic Success (18+)	352	688	853	920	920	105	116	118	91	70
H Aspiring Homemakers (18+)	297	538	538	903	903	82	84	69	83	63
I Family Basics (18+)	63	621	621	621	621	22	122	100	72	55
J Transient Renters (18+)	281	306	306	306	306	122	75	62	44	34
K Municipal Challenge (18+)	226	352	352	352	352	97	85	70	50	38
L Vintage Value (18+)	608	648	690	694	694	243	146	128	92	70
M Modest Traditions (18+)	430	908	908	908	908	228	271	223	159	122
N Urban Cohesion (18+)	2	2	2	2	2	1	1	0	0	0
O Rental Hubs (18+)	600	610	610	610	610	196	112	92	66	50
Adults 18+ estimate 2015	3,975	7,054	8,571	11,997	15,711	100	100	100	100	100



Mosaic UK Map and Data: PLOUGH, ALNWICK (201959)



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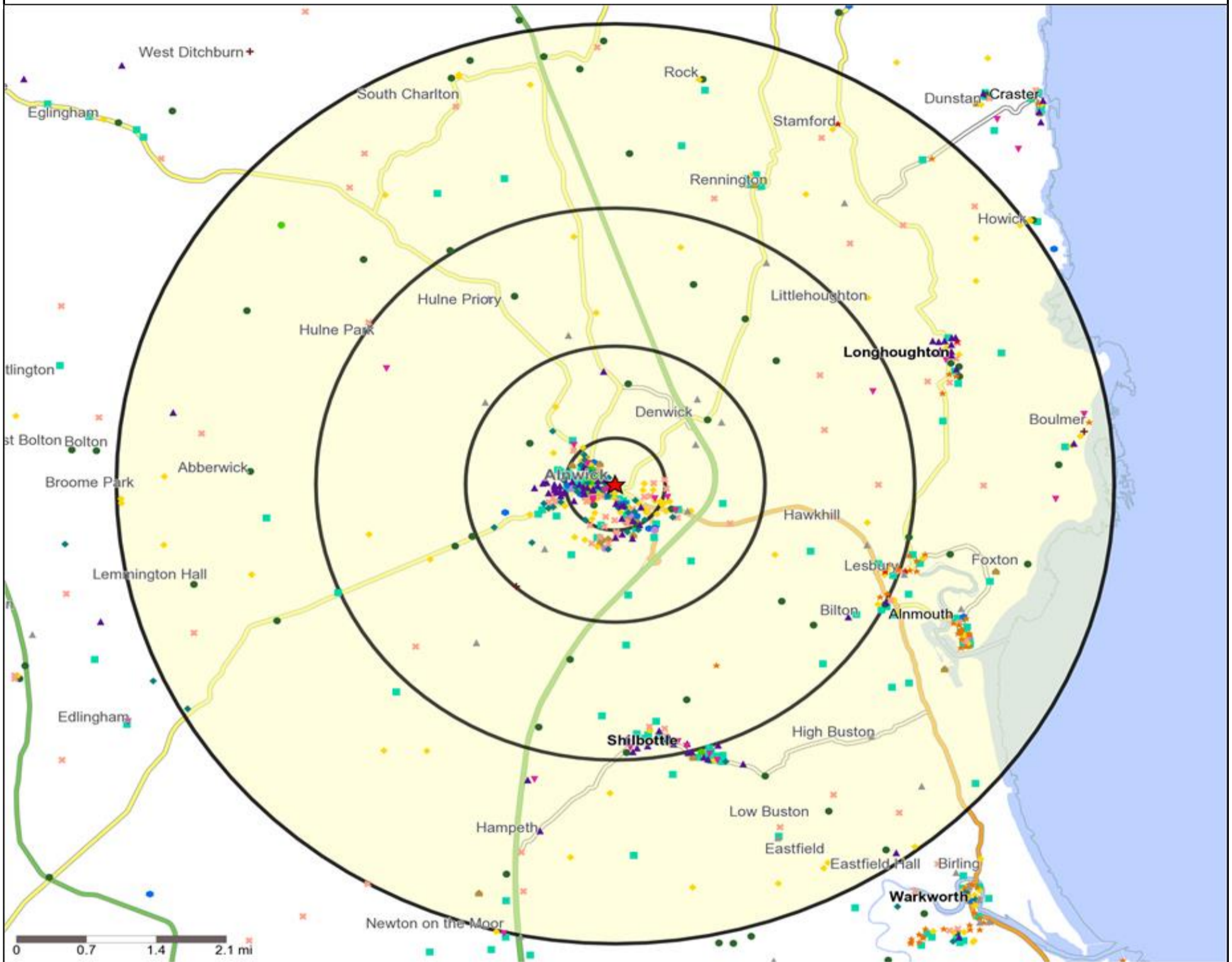
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- F Suburban Stability
- I Family Basics
- J Transient Renters
- M Modest Traditions
- 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+)	0	0
B Prestige Positions (18+)	580	200
C Country Living (18+)	41	15
D Rural Reality (18+)	57	21
E Senior Security (18+)	303	94
F Suburban Stability (18+)	135	56
G Domestic Success (18+)	352	105
H Aspiring Homemakers (18+)	297	82
I Family Basics (18+)	63	22
J Transient Renters (18+)	281	122
K Municipal Challenge (18+)	226	97
L Vintage Value (18+)	608	243
M Modest Traditions (18+)	430	228
N Urban Cohesion (18+)	2	1
O Rental Hubs (18+)	600	196
Adults 18+ estimate 2015	3,975	100



Occasions Map and Data: PLOUGH, ALNWICK (201959)



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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- 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	357	593	697	944	1,230	125	115	114	116	121
◆ 02 Early Doors	387	628	720	919	1,120	162	145	141	135	132
● 03 Everyday is Friday	214	381	452	579	700	105	103	104	100	97
▲ 04 Weekend Millionaires	296	571	656	902	1,025	101	107	104	108	98
● 05 Out On The Town	278	504	534	627	683	98	98	88	78	68
06 Business and Pleasure	71	144	189	286	373	49	54	60	69	72
● 07 Sporting Pints	203	379	427	502	532	65	67	64	56	48
● 08 Student Social	87	175	250	384	534	66	73	88	102	114
▼ 09 Leisurely Lunch	297	525	633	869	1,138	107	104	107	110	115
▲ 10 Wining and Dining	316	565	670	928	1,153	100	98	99	103	103
▲ 11 Household Outing	222	465	524	620	682	89	102	98	87	77
★ 12 Midweek Meal Deal	109	246	306	464	722	77	96	102	116	144
◆ 13 Date Night	287	486	600	869	1,181	128	119	125	136	148
★ 14 Birthday Treat	228	403	493	635	792	101	99	103	99	99
+ 15 Pre Show Meal	59	116	133	178	226	76	83	81	81	82
Number of Occasions	3,411	6,181	7,284	9,706	12,091	100	100	100	100	100



Competition Map and Data: PLOUGH, ALNWICK (201959)



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

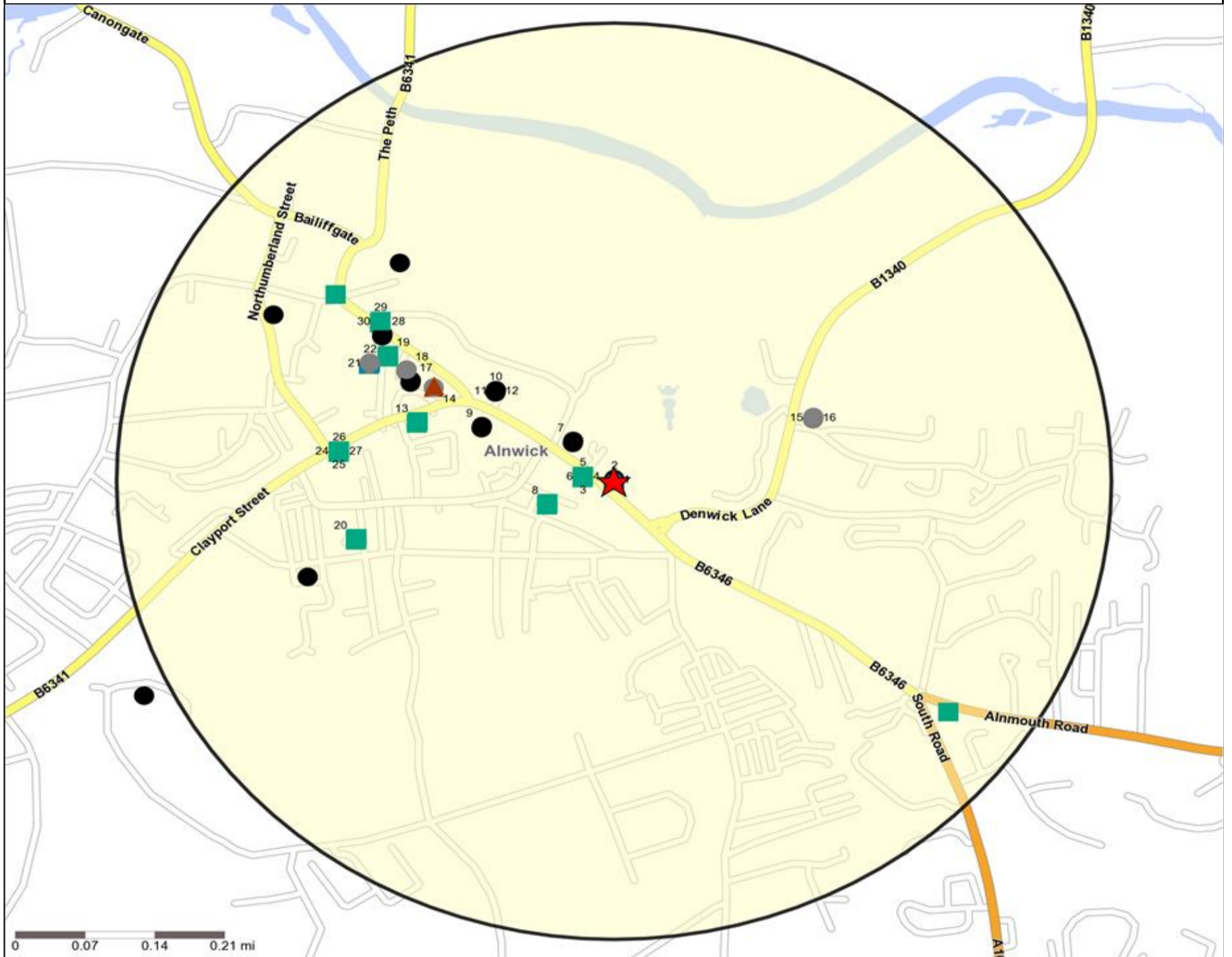
- ★ Location
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

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	3	3	3	3
Circuit Bar	1	1	1	1
Community Local	12	13	15	19
Dry Led	2	2	2	4
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	18	23	24	31
Total	36	42	45	58



Competition Map and Data: PLOUGH, ALNWICK (201959)



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	3
Circuit Bar	1
Community Local	12
Dry Led	2
Branded Food Pub	0
Rural	0
Other	18
Total	36



Local Competition: PLOUGH, ALNWICK (201959)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PLOUGH, ALNWICK	24 BONDGATE WITHOUT, ALNWICK, NE66 1PN	Punch Taverns	NE66 1PN	Punch Taverns	0.00
1	Plough	24 Bondgate Without, Powburn, Alnwick	Punch Pub Company	NE66 1PN	Dry Led	0.00
2	Blackmores Of Alnwick	20 Bondgate Without, Alnwick	Independent Free	NE66 1PN	Other	0.00
3	I Won't Tell	33 Bondgate Without, Alnwick	Independent Free	NE66 1PR	Other	0.03
4	Fleece Inn	49 Bondgate Without, Alnwick	Punch Pub Company	NE66 1PR	Community Local	0.03
5	Alnwick Squash Club	31-33 Bondgate Without, Alnwick	Independent Free	NE66 1PR	Other	0.03
6	Hardys Bistro	16 Bondgate Without, Alnwick	Independent Free	NE66 1PR	Other	0.03
7	Alnwick Playhouse	Bondgate Without, Alnwick	Independent Free	NE66 1PQ	Other	0.06
8	Tanners Arms	4 Hotspur Place, Alnwick	Independent Free	NE66 1QF	Community Local	0.07
9	Di Sopra Restaurant	9-13 Bondgate Within, Alnwick	Independent Free	NE66 1SX	Other	0.15
10	Art House	14 Bondgate Within, Alnwick	Independent Free	NE66 1TD	Other	0.15
11	Tower Restaurant	10 Bondgate Within, Alnwick	Independent Free	NE66 1TD	Other	0.15
12	White Swan Hotel	18 Bondgate Within, Alnwick	Independent Free	NE66 1TD	Other	0.15
13	Queens Head Hotel	25 Market Street, Alnwick	Enterprise Inns	NE66 1SS	Community Local	0.21
14	George Inn	63 Bondgate Within, Alnwick	Punch Pub Company	NE66 1HZ	Circuit Bar	0.21
15	Treehouse Restaurant	Denwick Lane, Alnwick	Independent Free	NE66 1YU	Other	0.21
16	Pavilion Cafe	Denwick Lane, Alnwick	Independent Free	NE66 1YU	Cafe / Wine Bar	0.21
17	Mivesi	2 Market Place, Alnwick	Independent Free	NE66 1HS	Other	0.23
18	Lilburns	7 Paikes Street, Alnwick	Independent Free	NE66 1HX	Cafe / Wine Bar	0.24
19	Three Wise Monkeys	24 Fenkle Street, Alnwick	Independent Free	NE66 1HR	Community Local	0.27
20	John Bull Inn	12 Howick Street, Alnwick	Independent Free	NE66 1UY	Community Local	0.27
21	Penny Black	25 Fenkle Street, Alnwick	Independent Free	NE66 1HW	Cafe / Wine Bar	0.28
22	Market Tavern	7 Fenkle Street, Alnwick	Punch Pub Company	NE66 1HW	Dry Led	0.28
23	Alnwick Working Mens Club	23 Clayport Street, Alnwick	Independent Free	NE66 1LA	Other	0.28
24	Alnwick Arms	3 Clayport Street, Alnwick	Trust Inns	NE66 1LA	Community Local	0.28
25	Varanda	17-19 Clayport Street, Alnwick	Independent Free	NE66 1LA	Other	0.28
26	Ta Clayport	Clayport Street, Alnwick	Independent Free	NE66 1LA	Other	0.28
27	Alnwick Gate	11 Clayport Street, Alnwick	Trust Inns	NE66 1LA	Community Local	0.28
28	Dalchini Restaurant	15 Narrowgate, Alnwick	Independent Free	NE66 1JH	Other	0.28
29	Dirty Bottles	32 Narrowgate, Alnwick	Independent Free	NE66 1JG	Community Local	0.29
30	Black Swan	26 Narrowgate, Alnwick	Ladhar Leisure	NE66 1JG	Community Local	0.29