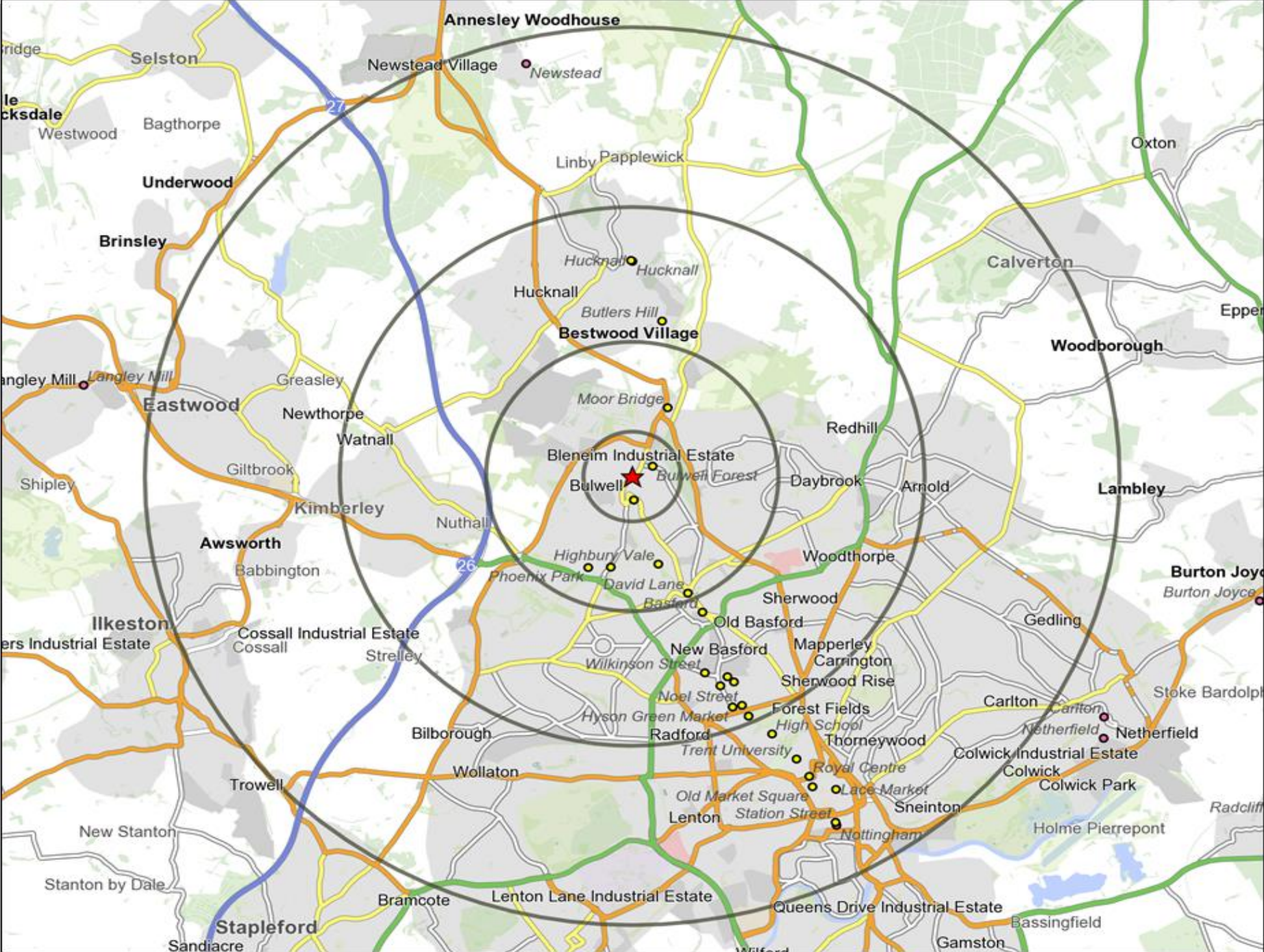




Customer Profile Report for FRAMESMITHS ARMS, BULWELL (Punch Outlet Number: 202735)
287 MAIN STREET, NOTTINGHAM, NG6 8ED (NG 6 8ED)



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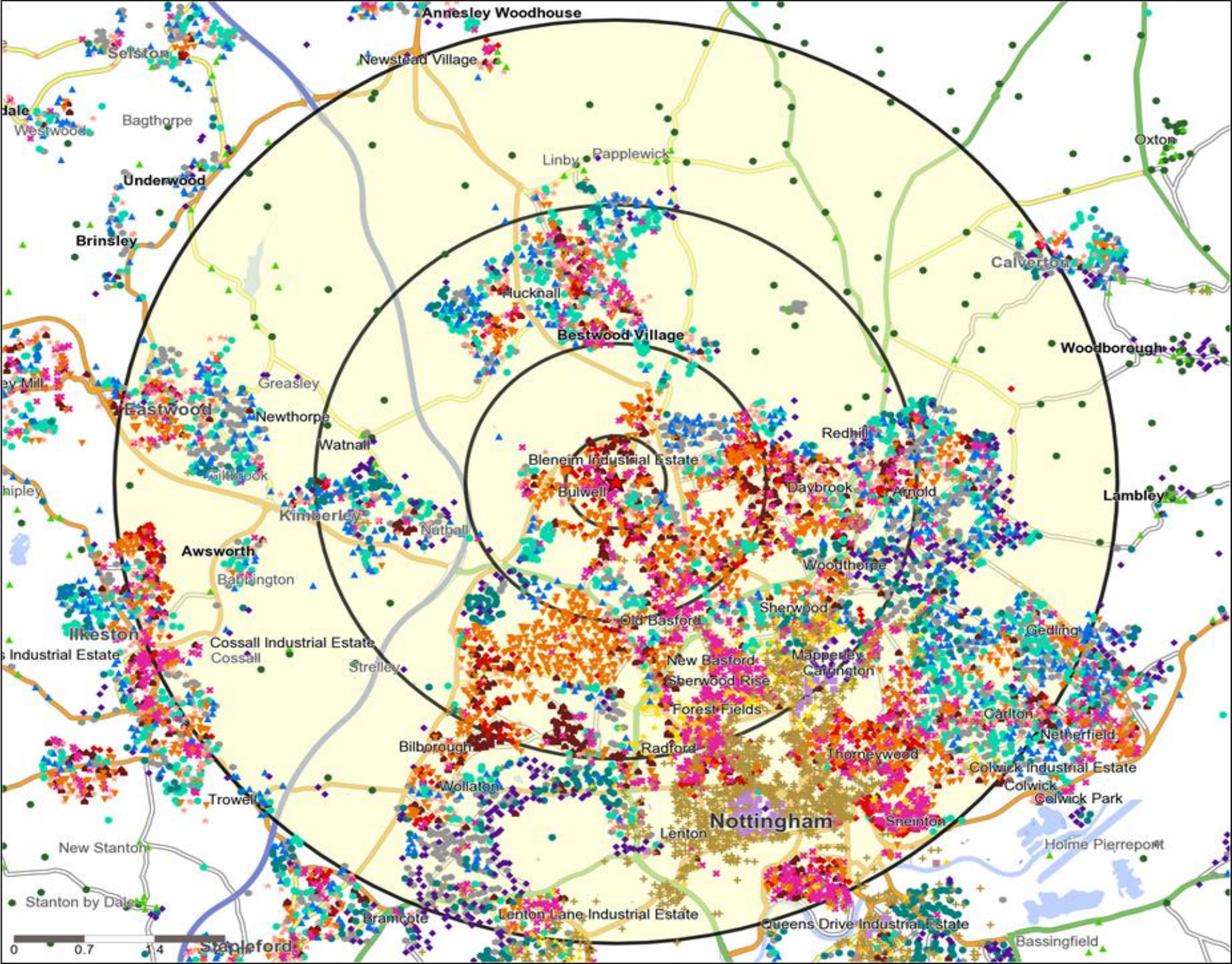
★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

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	2,096	12,620	46,131	83,729	56,862	117	121	114	97	105
16-17	228	1,376	5,343	9,841	6,697	103	106	107	92	100
18-24	800	4,883	20,573	73,938	37,848	93	97	105	178	146
25-34	1,206	7,837	31,122	66,367	40,331	92	103	106	106	103
35-44	1,240	7,284	28,496	54,878	36,178	102	103	104	94	99
45-54	1,307	7,594	30,123	58,913	38,518	97	96	99	91	95
55-64	1,061	6,100	21,859	44,842	28,674	98	97	90	87	88
65+	1,605	7,960	31,866	65,799	42,243	93	79	82	80	82
Population estimate 2015	9,543	55,654	215,513	458,307	287,351	100	100	100	100	100

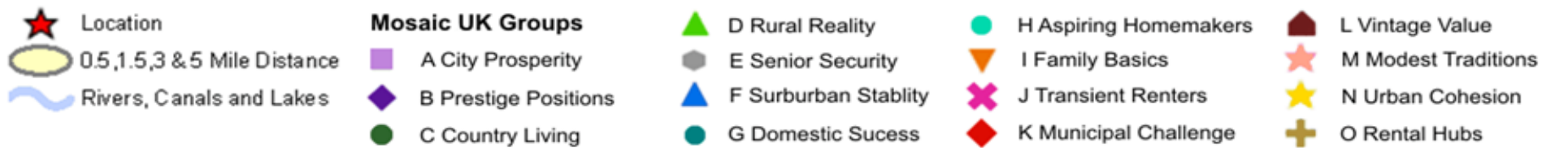
Ethnicity - Census 2011	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	8,049	44,399	167,481	349,992	221,164	87%	82%	80%	79%	79%
Mixed / Multiple Ethnic Groups	561	3,513	11,004	22,394	14,016	6%	6%	5%	5%	5%
Asian / Asian British	154	2,245	17,730	43,945	25,995	2%	4%	8%	10%	9%
Black / African / Caribbean / Black British	429	3,731	11,563	23,437	15,050	5%	7%	6%	5%	5%
Other Ethnic Group	30	280	1,852	5,190	2,774	0%	1%	1%	1%	1%
All People (Ethnic Group)	9,223	54,168	209,630	444,958	278,999	100	100	100	100	100



Mosaic UK Map and Data: FRAMESMITHS ARMS, BULWELL (202735)



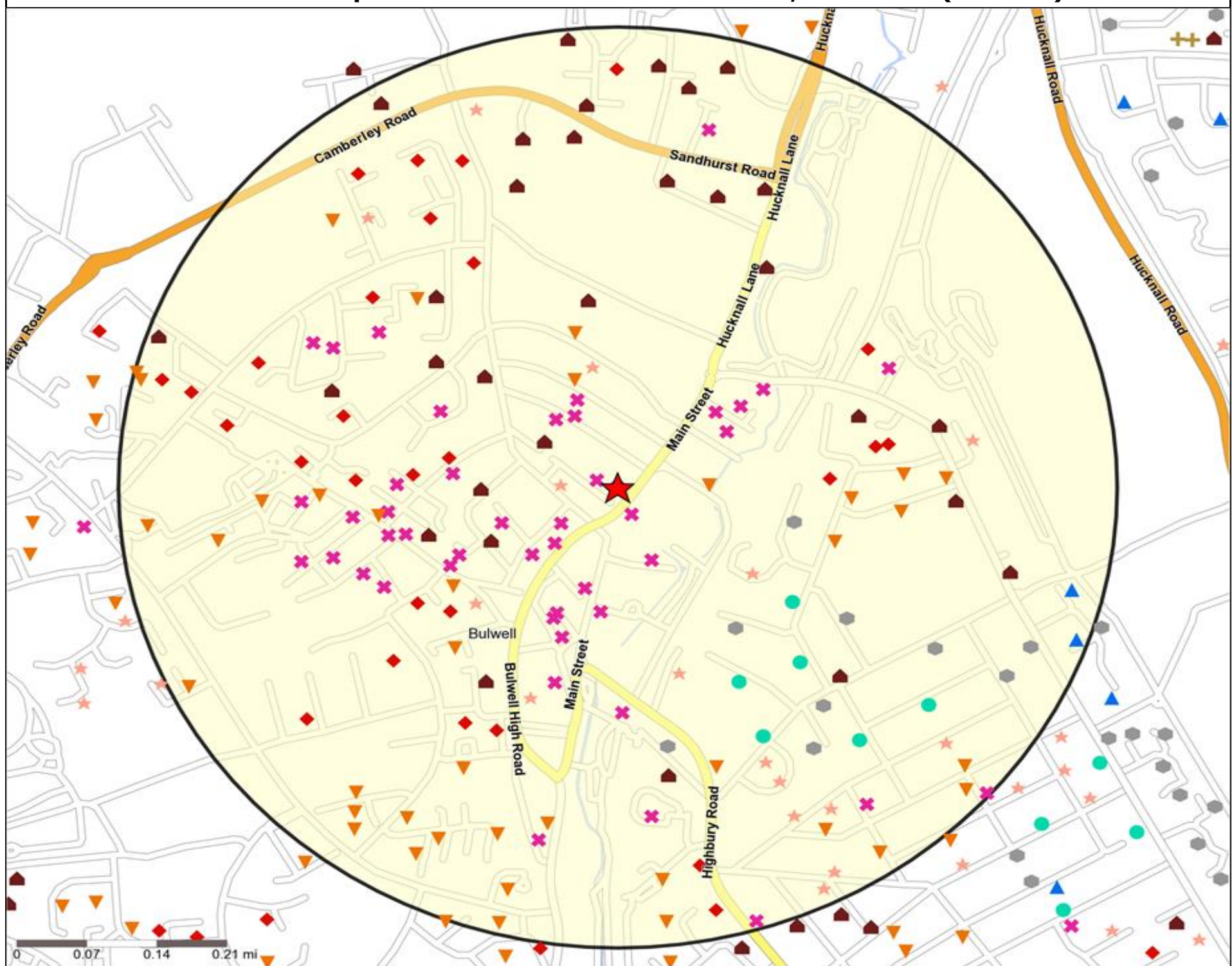
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	315	2,710	778	0	0	5	18	8
B Prestige Positions (18+)	0	209	3,937	11,788	6,079	0	7	33	46	38
C Country Living (18+)	0	0	133	1,094	499	0	0	1	5	3
D Rural Reality (18+)	0	0	86	588	473	0	0	1	2	3
E Senior Security (18+)	379	3,307	11,430	30,974	16,562	65	98	86	109	94
F Suburban Stability (18+)	5	2,473	10,272	22,872	14,476	1	97	103	108	109
G Domestic Success (18+)	0	210	6,940	15,100	10,945	0	6	51	52	60
H Aspiring Homemakers (18+)	345	5,321	18,806	36,056	23,935	53	140	127	114	121
I Family Basics (18+)	1,874	13,064	33,710	52,252	37,976	360	434	287	208	242
J Transient Renters (18+)	1,271	4,705	22,578	47,286	28,089	305	196	240	235	224
K Municipal Challenge (18+)	1,066	3,508	8,553	18,906	11,098	251	143	89	92	87
L Vintage Value (18+)	1,454	4,386	15,790	24,906	18,732	320	167	154	114	137
M Modest Traditions (18+)	826	3,653	13,524	23,890	17,533	241	184	175	144	170
N Urban Cohesion (18+)	0	0	7,773	10,182	8,198	0	0	91	56	72
O Rental Hubs (18+)	0	821	8,814	49,380	21,599	0	26	70	184	129
Adults 18+ estimate 2015	7,220	41,657	162,661	347,984	216,972	100	100	100	100	100



Mosaic UK Map and Data: FRAMESMITHS ARMS, BULWELL (202735)



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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

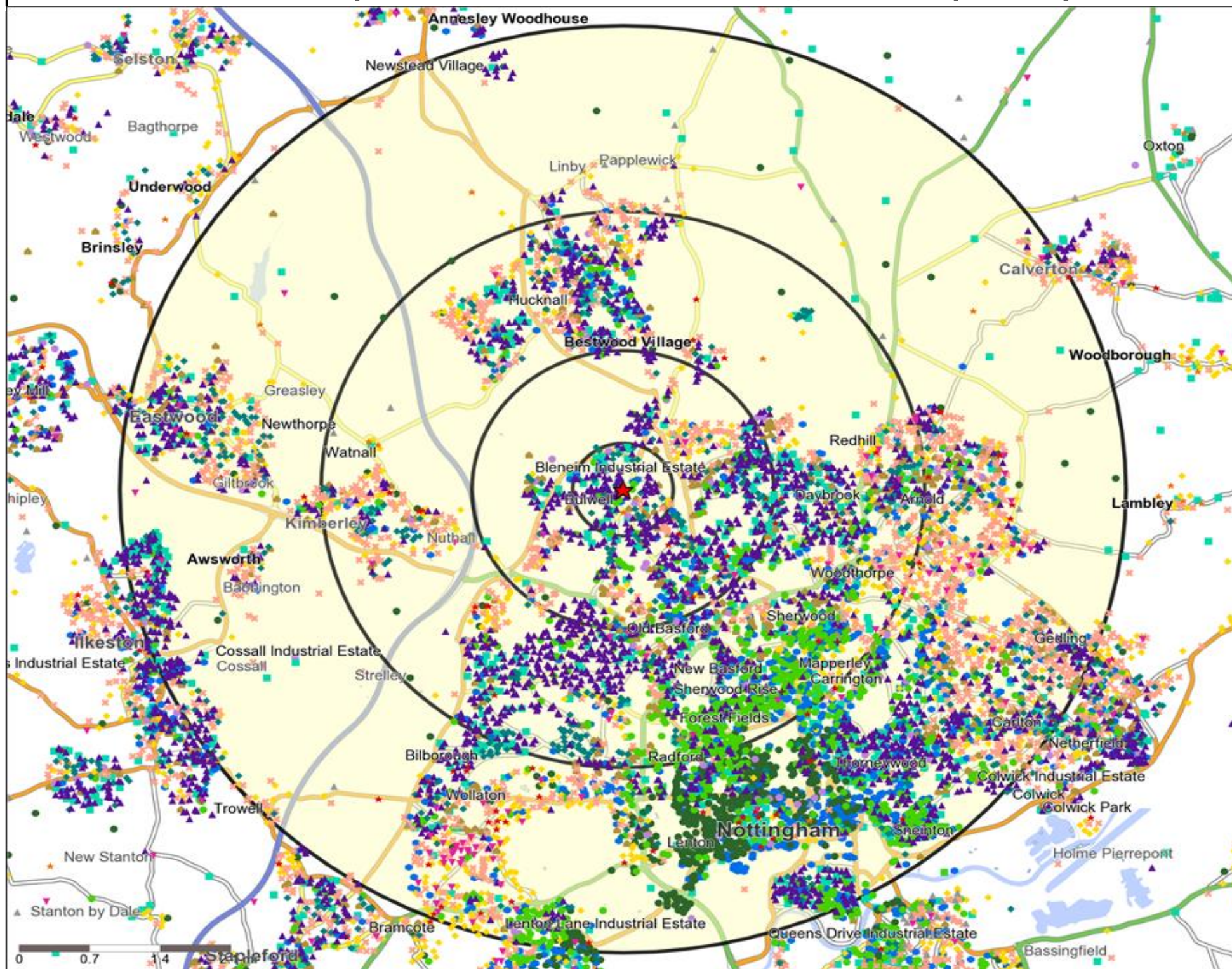
Mosaic UK Data Table (Residential)

	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+)	379	65
F Suburban Stability (18+)	5	1
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	345	53
I Family Basics (18+)	1,874	360
J Transient Renters (18+)	1,271	305
K Municipal Challenge (18+)	1,066	251
L Vintage Value (18+)	1,454	320
M Modest Traditions (18+)	826	241
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	7,220	100

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Occasions Map and Data: FRAMESMITHS ARMS, BULWELL (202735)



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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

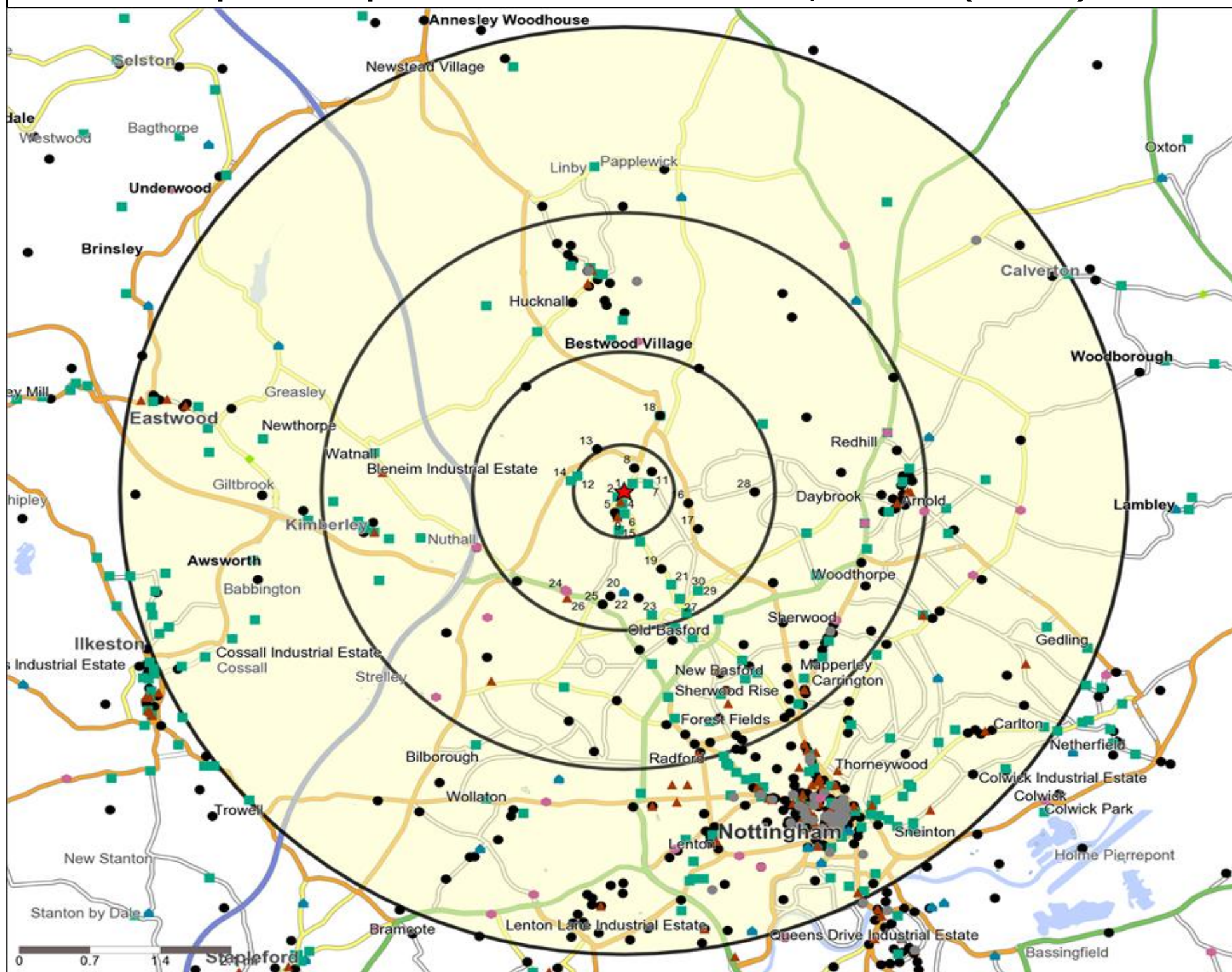
Occasions Data Table

	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	952	4,613	15,905	29,640	19,693	139	120	112	101	106
02 Early Doors	858	3,885	12,787	23,762	16,102	150	121	107	97	103
03 Everyday is Friday	490	2,795	10,186	21,758	13,491	100	102	100	104	102
04 Weekend Millionaires	1,241	6,646	21,271	37,750	25,768	176	168	145	126	135
05 Out On The Town	841	4,744	17,861	38,802	23,573	124	125	127	134	128
06 Business and Pleasure	170	1,167	5,308	10,998	6,956	48	59	73	73	73
07 Sporting Pints	734	4,338	17,460	34,511	22,011	98	103	112	108	108
08 Student Social	69	595	3,405	22,001	10,265	22	33	52	163	119
09 Leisurely Lunch	596	3,209	12,274	23,804	15,585	89	86	89	84	86
10 Wining and Dining	381	2,743	11,426	23,407	14,911	50	65	72	72	72
11 Household Outing	680	4,103	14,373	25,357	17,573	113	122	115	99	108
12 Midweek Meal Deal	506	2,752	9,478	19,001	12,220	150	145	135	132	133
13 Date Night	143	1,419	6,661	15,230	9,216	27	47	60	66	63
14 Birthday Treat	401	2,068	8,440	16,707	10,951	74	69	75	73	75
15 Pre Show Meal	110	717	2,972	6,113	3,847	59	69	77	77	76
Number of Occasions	8,172	45,794	169,807	348,841	222,162	100	100	100	100	100

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Competition Map and Data: FRAMESMITHS ARMS, BULWELL (202735)



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

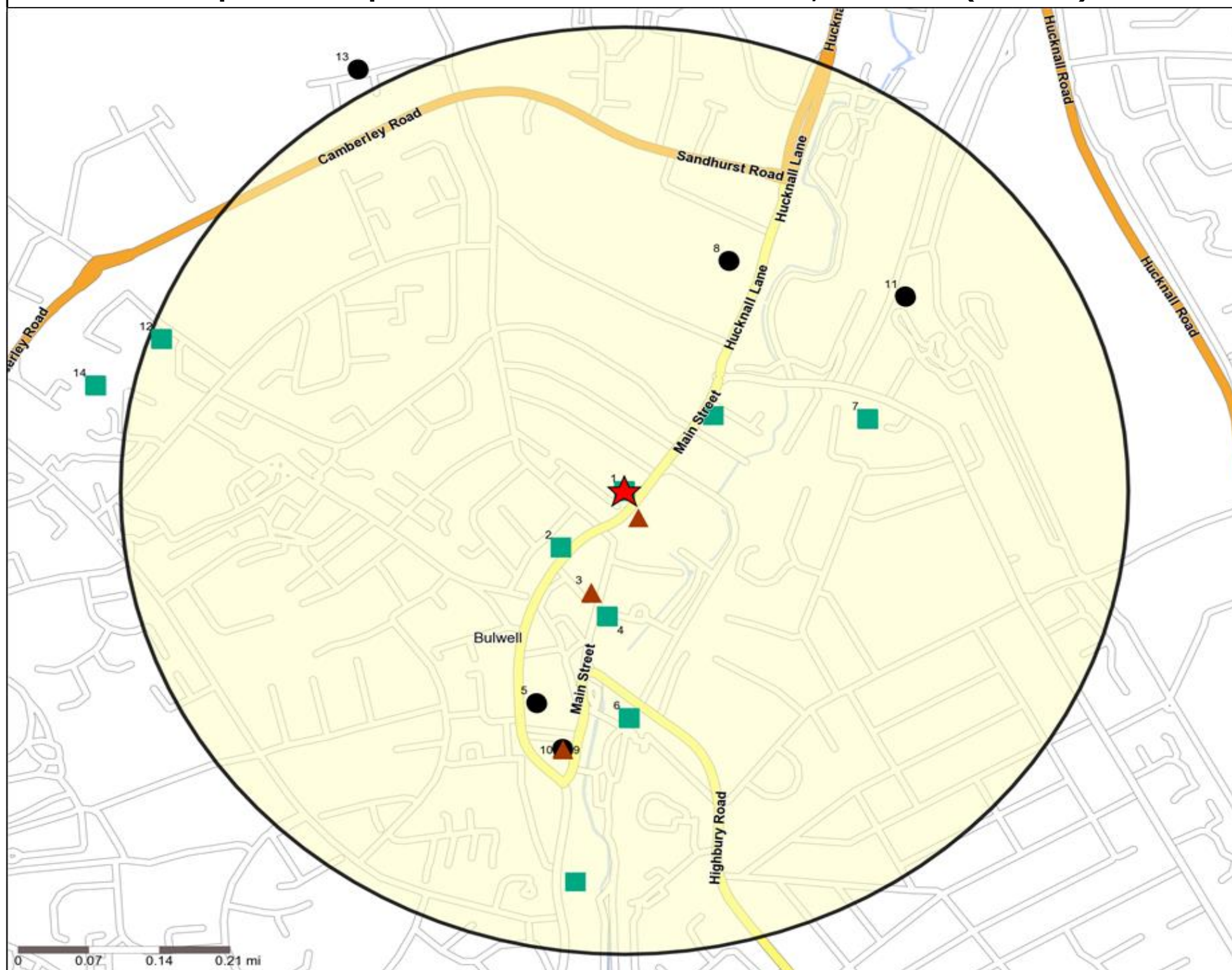


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	4	52
Circuit Bar	2	3	19	96
Community Local	6	12	54	137
Dry Led	0	1	2	14
Branded Food Pub	0	1	11	26
Rural	0	0	0	1
Other	4	16	104	407
Total	12	33	194	733



Competition Map and Data: FRAMESMITHS ARMS, BULWELL (202735)



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
Café / Wine Bar	0
Circuit Bar	2
Community Local	6
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
Total	12



Local Competition: FRAMESMITHS ARMS, BULWELL (202735)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FRAMESMITHS ARMS, BULWELL	287 MAIN STREET, NOTTINGHAM, NG6 8ED	Punch Taverns	NG 6 8ED	Punch Taverns	0.00
1	Framesmiths Arms	287 Main Street, Bulwell, Nottingham	Punch Pub Company	NG 6 8ED	Community Local	0.00
2	Lion Revived	10 Robinsons Hill, Nottingham	Hawthorn Leisure	NG 6 8FL	Community Local	0.09
3	William Peverel	259 Main Street, Bulwell, Nottingham	Wetherspoon	NG 6 8EZ	Circuit Bar	0.12
4	Royal Oak	56 Main Street, Bulwell, Nottingham	Spirit Pub Company	NG 6 8EW	Community Local	0.14
5	Spot On Snooker	230 Bulwell High Road, Nottingham	Independent Free	NG 6 8NU	Other	0.25
6	Horse Shoe Inn	Station Road, Bulwell, Nottingham	Enterprise Inns	NG 6 9AA	Community Local	0.25
7	Newstead Abbey	St Albans Road, Nottingham	Punch Pub Company	NG 6 9JS	Community Local	0.25
8	Ta Nottinghamshire	Hucknall Lane, Nottingham	Independent Free	NG 6 8AQ	Other	0.27
9	Moon & Stars	47 Main Street, Bulwell, Nottingham	Trust Inns	NG 6 8QF	Circuit Bar	0.29
10	Bulwell Church Institute	Main Street, Bulwell, Nottingham	Independent Free	NG 6 8QF	Other	0.29
11	Bestwood Road Sports & Social Club	40 Bestwood Road, Bulwell, Nottingham	Independent Free	NG 6 8UA	Other	0.35
12	Top House	Bardney Drive, Nottingham	Punch Pub Company	NG 6 8JY	Community Local	0.49
13	Nottingham Golf Centre	Bulwell Hall Park, Nottingham	Independent Free	NG 6 8LF	Other	0.52
14	Limekiln	Camberley Road, Nottingham	Marston's	NG 6 8GE	Community Local	0.54
15	Oxford Hotel	191-193 Highbury Road, Nottingham	Enterprise Inns	NG 6 9BU	Community Local	0.57
16	Bulwell Forest Golf Club	Hucknall Road, Bulwell, Nottingham	Independent Free	NG 6 9LQ	Other	0.65
17	Gala Bingo	Gala Way, Nottingham	Gala Group	NG 5 9RU	Other	0.84
18	Woolaton Park Golf Club	Hucknall Lane, Woolaton, Nottingham	Independent Free	NG 6 8AB	Other	0.89
19	Oaklea Lodge Social Club	1 Highbury Road, Bulwell, Nottingham	Independent Free	NG 6 9DD	Other	0.92
20	Headstocks	Bagnall Road, Bulwell, Nottingham	Star Pubs & Bars	NG 6 8SF	Dry Led	1.08
21	Catchems Corner	586 Vernon Road, Nottingham	Enterprise Inns	NG 6 0BG	Community Local	1.11
22	Basford Hall Miners Welfare Club	Nuthall Road, Nottingham	Independent Free	NG 6 8PT	Other	1.14
23	Basford United Football Club	Greenwich Avenue, Nottingham	Independent Free	NG 6 0LD	Other	1.16
24	Millers Barn	Nottingham Road, Nottingham	Whitbread	NG 8 6AS	Branded Food	1.22
25	Doubletree By Hilton	Nuthall Road, Nottingham	Hilton Group	NG 8 6AZ	Other	1.24
26	Nuthall Pub And Kitchen	Nottingham Road, Cinderhill, Nottingham	Punch Pub Company	NG 8 6AX	Circuit Bar	1.28
27	Old Pear Tree	Bulwell Lane, Nottingham	Trust Inns	NG 6 0BT	Community Local	1.29
28	Top Valley Social Club	1 Potters Close, Nottingham	Independent Free	NG 5 9JZ	Other	1.30
29	Park Tavern	98 Arnold Road, Nottingham	Star Pubs & Bars	NG 6 0DZ	Community Local	1.30
30	Umoja Club	62 Arnold Road, Nottingham	Independent Free	NG 6 0DZ	Other	1.30