



**Customer Profile Report for OLD PLOUGH, BRAUNSTON DAV (Punch Outlet Number: 201115)
82 HIGH STREET, DAVENTRY, NN11 7HS (NN11 7HS)**



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

Age Data Table

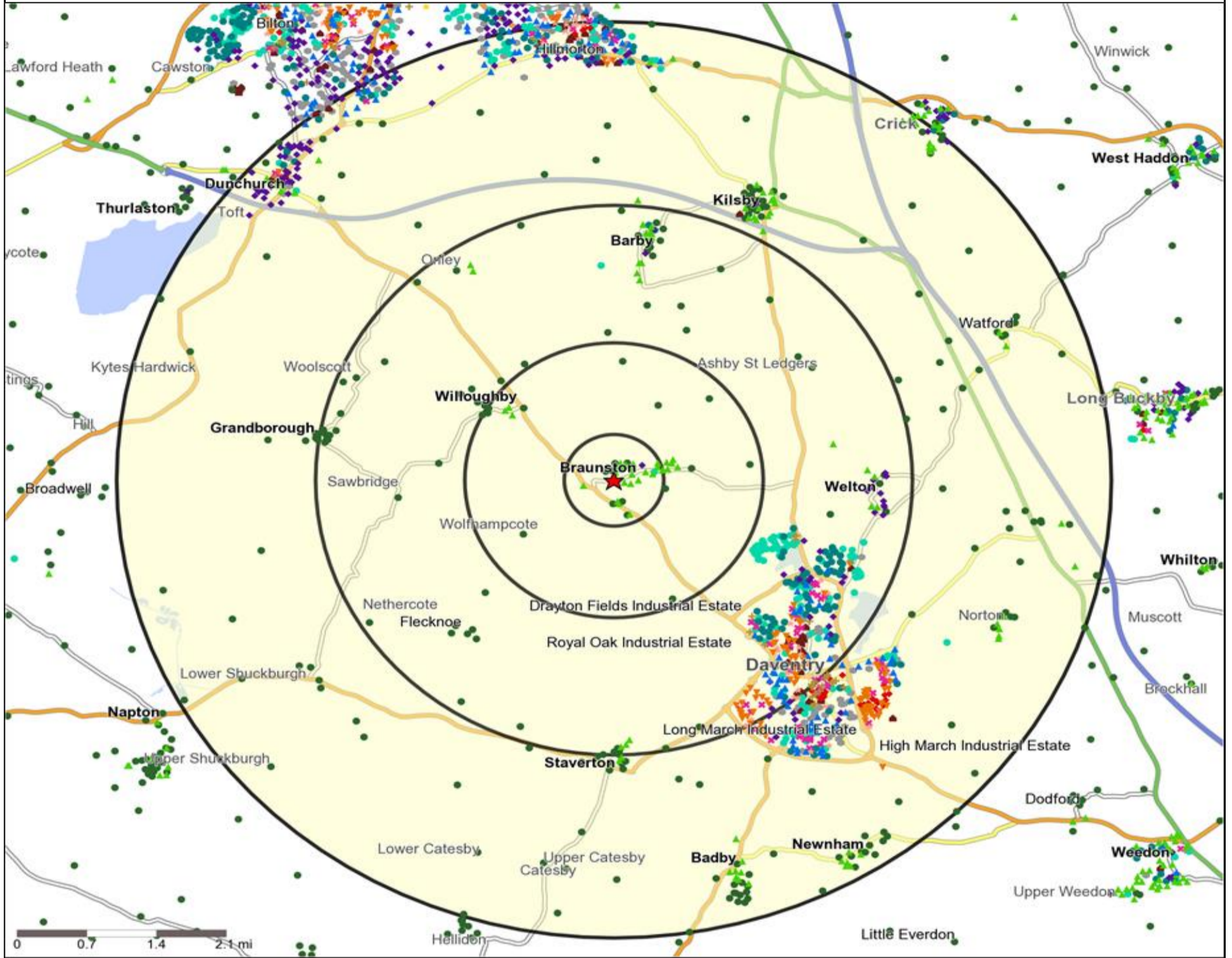
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	208	297	4,631	9,063	13,433	76	77	109	99	101
16-17	32	41	553	1,120	1,751	95	86	105	99	106
18-24	62	77	1,872	3,536	4,742	47	42	91	80	74
25-34	112	146	3,148	5,722	7,648	56	52	102	86	79
35-44	154	230	3,238	6,237	9,032	83	89	113	101	101
45-54	243	345	3,466	7,517	10,864	118	119	108	109	108
55-64	240	344	2,378	5,896	8,401	146	149	93	107	105
65+	406	567	3,371	9,763	14,926	155	154	83	111	117
Population estimate 2015	1,457	2,047	22,657	48,854	70,797	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	1,419	1,988	20,311	44,678	64,469	99%	99%	94%	95%	94%
Mixed / Multiple Ethnic Groups	12	15	375	714	1,062	1%	1%	2%	2%	2%
Asian / Asian British	5	11	500	1,131	1,925	0%	1%	2%	2%	3%
Black / African / Caribbean / Black British	0	3	257	446	667	0%	0%	1%	1%	1%
Other Ethnic Group	0	1	74	115	199	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,436	2,018	21,517	47,084	68,322	100	100	100	100	100



Mosaic UK Map and Data: OLD PLOUGH, BRAUNSTON DAV (201115)



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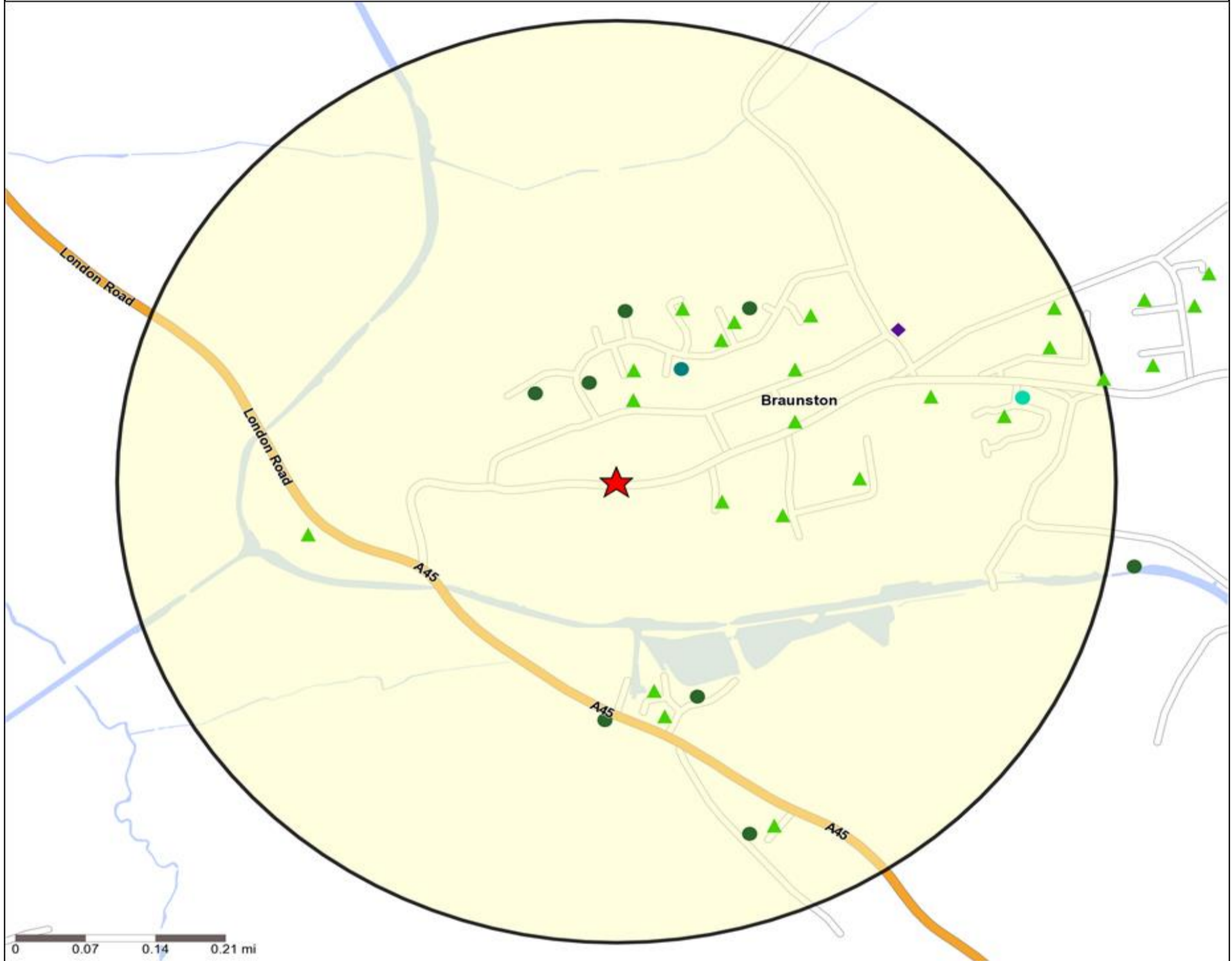
Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living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

Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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+)	86	86	740	2,846	4,756	97	69	63	105	120
C Country Living (18+)	176	353	1,563	3,821	6,372	208	298	139	147	169
D Rural Reality (18+)	925	1,235	2,125	4,032	5,326	1,096	1,043	190	156	142
E Senior Security (18+)	0	0	342	2,821	5,681	0	0	26	93	129
F Suburban Stability (18+)	0	0	1,026	3,685	4,706	0	0	104	162	142
G Domestic Success (18+)	11	11	2,556	4,430	6,853	11	8	188	141	150
H Aspiring Homemakers (18+)	20	23	2,795	4,868	6,176	18	15	190	143	125
I Family Basics (18+)	0	0	2,207	3,757	5,139	0	0	189	140	131
J Transient Renters (18+)	0	0	1,314	2,800	3,254	0	0	141	130	104
K Municipal Challenge (18+)	0	0	0	697	866	0	0	0	32	27
L Vintage Value (18+)	0	0	601	1,476	2,366	0	0	59	63	69
M Modest Traditions (18+)	0	0	527	1,292	1,618	0	0	69	73	63
N Urban Cohesion (18+)	0	0	0	0	16	0	0	0	0	1
O Rental Hubs (18+)	0	0	369	777	1,102	0	0	30	27	26
Adults 18+ estimate 2015	1,218	1,708	16,165	37,302	54,231	100	100	100	100	100



Mosaic UK Map and Data: OLD PLOUGH, BRAUNSTON DAV (201115)



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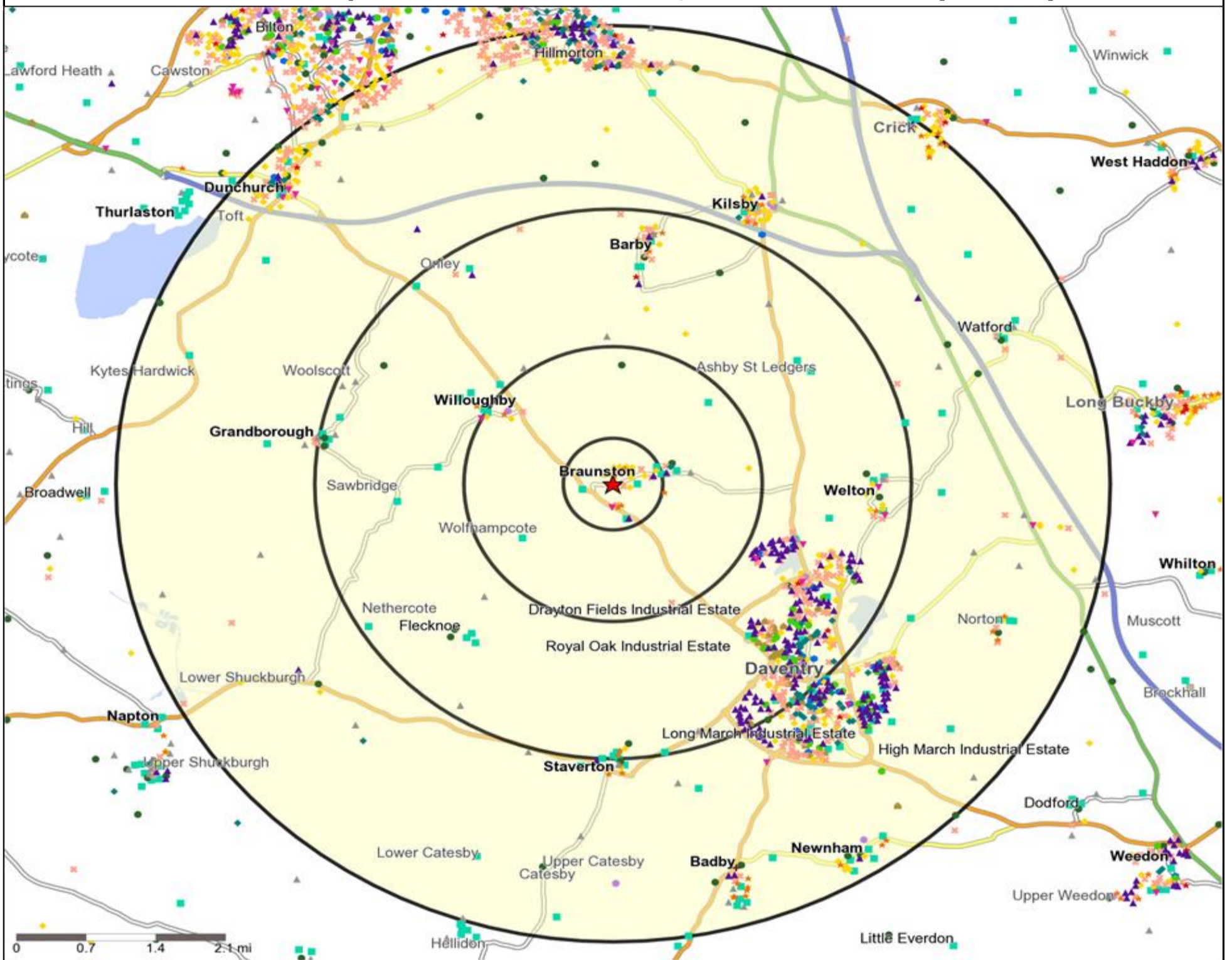
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|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | 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+)	86	97
C Country Living (18+)	176	208
D Rural Reality (18+)	925	1,096
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	11	11
H Aspiring Homemakers (18+)	20	18
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	1,218	100



Occasions Map and Data: OLD PLOUGH, BRAUNSTON DAV (201115)



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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	80	122	940	2,503	3,665	109	118	75	90	91
02 Early Doors	62	93	955	2,516	3,559	101	108	91	108	106
03 Everyday is Friday	58	80	1,056	2,193	3,114	111	109	118	111	109
04 Weekend Millionaires	50	71	1,668	3,135	4,185	66	67	129	110	101
05 Out On The Town	32	43	1,265	2,666	3,641	44	42	102	97	92
06 Business and Pleasure	26	43	570	1,161	1,779	69	81	89	82	87
07 Sporting Pints	24	34	1,024	2,075	2,829	30	30	75	68	65
08 Student Social	28	45	530	1,178	1,795	82	94	91	92	97
09 Leisurely Lunch	90	127	1,108	2,634	3,946	126	127	91	97	101
10 Wining and Dining	109	142	1,425	3,321	4,916	134	124	103	108	111
11 Household Outing	32	45	1,221	2,525	3,614	50	50	111	104	103
12 Midweek Meal Deal	70	100	710	1,584	2,199	193	197	115	116	111
13 Date Night	118	154	1,148	2,648	4,071	204	190	117	121	129
14 Birthday Treat	83	109	1,001	2,282	3,389	144	135	102	104	108
15 Pre Show Meal	15	22	325	749	1,125	75	79	96	100	104
Number of Occasions	877	1,230	14,946	33,170	47,827	100	100	100	100	100



Competition Map and Data: OLD PLOUGH, BRAUNSTON DAV (201115)



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

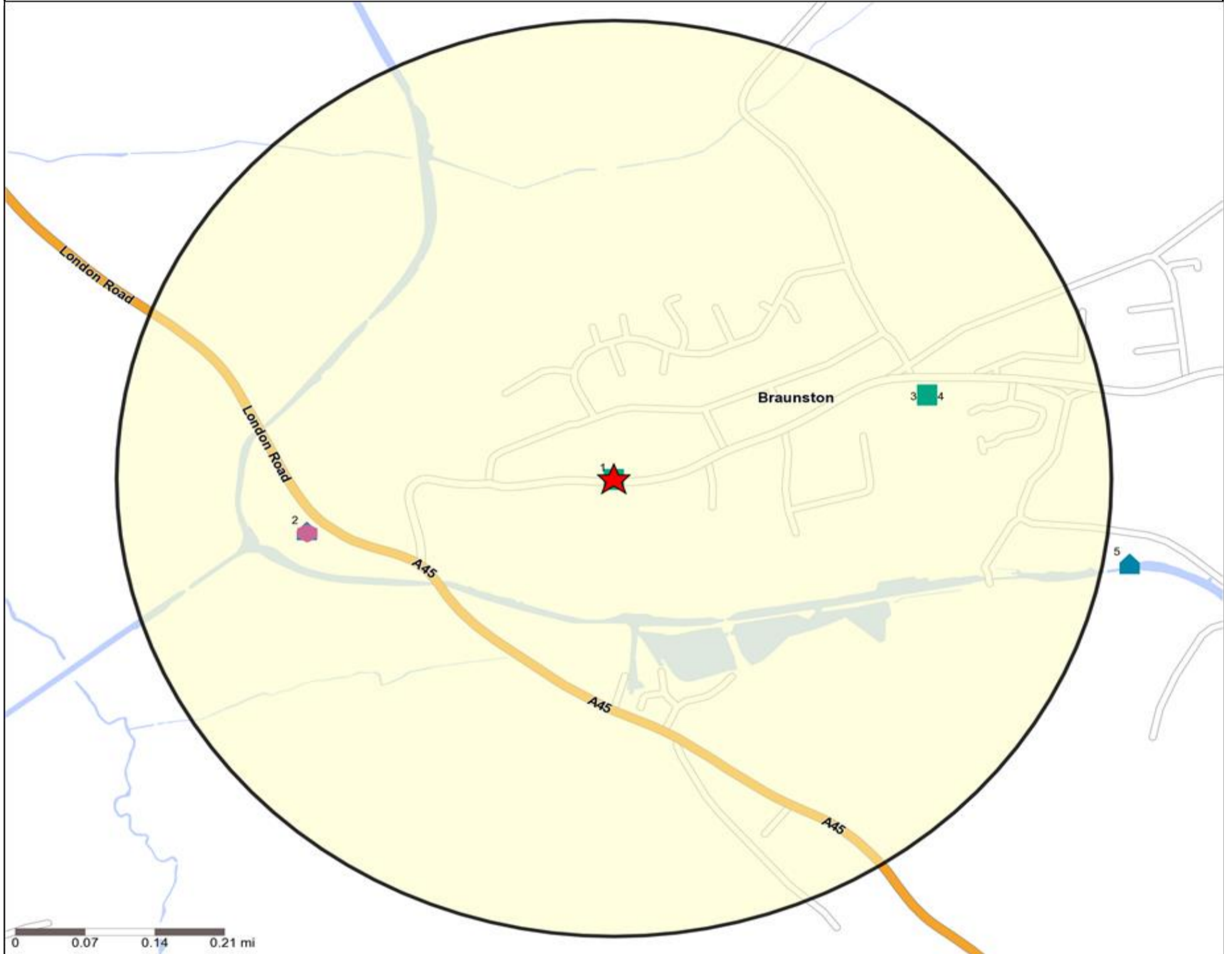
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	4
Circuit Bar	0	0	0	6
Community Local	2	2	6	18
Dry Led	0	1	4	8
Branded Food Pub	1	1	1	3
Rural	0	1	2	2
Other	1	3	10	45
Total	4	8	23	86



Competition Map and Data: OLD PLOUGH, BRAUNSTON DAV (201115)



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

Competition Type Summary Table

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



Local Competition: OLD PLOUGH, BRAUNSTON DAV (201115)

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 PLOUGH, BRAUNSTON DAV	82 HIGH STREET, DAVENTRY, NN11 7HS	Punch Taverns	NN11 7HS	Punch Taverns	0.00
1	Old Plough	82 High Street, Braunston, Daventry	Punch Pub Company	NN11 7HS	Community Local	0.00
2	Boat House	London Road, Braunston, Daventry	Marston's	NN11 7HB	Branded Food	0.31
3	Village Hall	The Green, Braunston, Daventry	Independent Free	NN11 7HW	Other	0.33
4	Wheatsheaf	10 The Green, Braunston, Daventry	Cygnet Inns	NN11 7HW	Community Local	0.33
5	Admiral Nelson	Dark Lane, Braunston, Daventry	Independent Free	NN11 7HJ	Dry Led	0.53
6	Rose Inn	Main Street, Willoughby, Rugby	Enterprise Inns	CV23 8BH	Rural Character	1.33
7	Willoughby Cricket Club	Main Street, Willoughby, Rugby	Independent Free	CV23 8BH	Other	1.33
8	British Timkin Daventry	Braunston Road, Daventry	Independent Free	NN11 8NP	Other	1.42
9	Middlemore Farm	Hidcote Way, Daventry	Marston's	NN11 8AE	Dry Led	1.75
10	Old Olive Bush	Flecknoe, Rugby	Independent Free	CV23 8AT	Dry Led	2.16
11	Mayfield Park Sports Club	Royal Star Drive, Daventry	Independent Free	NN11 9FZ	Other	2.19
12	Daventry Hotel	Sedgemoor Way, Daventry	Hotel Collection	NN11 0SG	Other	2.20
13	Olde Coach House	Main Street, Ashby St Ledgers, Rugby	Wells and Youngs	CV23 8UN	Dry Led	2.34
14	Barby Cricket Club	Longdown Lane, Barby, Rugby	Independent Free	CV23 8TR	Other	2.39
15	Queen Of Hearts	Wimborne Place, Daventry	Marston's	NN11 0XY	Community Local	2.50
16	Daventry Town Football Club	Browns Road, Daventry	Independent Free	NN11 4NS	Other	2.60
17	Daventry Indoor Bowls Club	Browns Road, Daventry	Independent Free	NN11 4NS	Other	2.60
18	White Horse	High Street, Welton, Daventry	Wellington	NN11 2JP	Community Local	2.67
19	Daventry Leisure Centre	Ashby Road, Daventry	Independent Free	NN11 0QE	Other	2.78
20	Arnold Arms	2 Ware Road, Barby, Rugby	Pub People Co Ltd	CV23 8UE	Community Local	2.79
21	Pike & Eel	Staverton Road, Grange Estate, Daventry	Punch Pub Company	NN11 4RB	Community Local	2.88
22	Shoulder Of Mutton	Sawbridge Road, Grandborough, Rugby	Unknown	CV23 8DN	Rural Character	2.93
23	De Vere Staverton Park	Daventry Road, Staverton, Daventry	Starwood Capital Group	NN11 6JT	Other	2.98
24	Dun Cow	42159 Brook Street, Daventry	Punch Pub Company	NN11 4GG	Community Local	3.02
25	Saracens Head	1 Brook Street, Daventry	Wetherspoon	NN11 4GG	Circuit Bar	3.02
26	New India Cottage	97 Warwick Street, Daventry	Independent Free	NN11 4AJ	Other	3.04
27	Abercorn Hotel	101 Warwick Street, Daventry	Independent Free	NN11 4AJ	Other	3.04
28	Coach & Horses	Warwick Street, Daventry	Punch Pub Company	NN11 4AJ	Circuit Bar	3.04
29	Icon Cafe	Eastern Way, Daventry	Independent Free	NN11 0QB	Cafe / Wine Bar	3.05
30	Countryman Staverton	Daventry Road, Staverton, Daventry	Independent Free	NN11 6JH	Dry Led	3.07