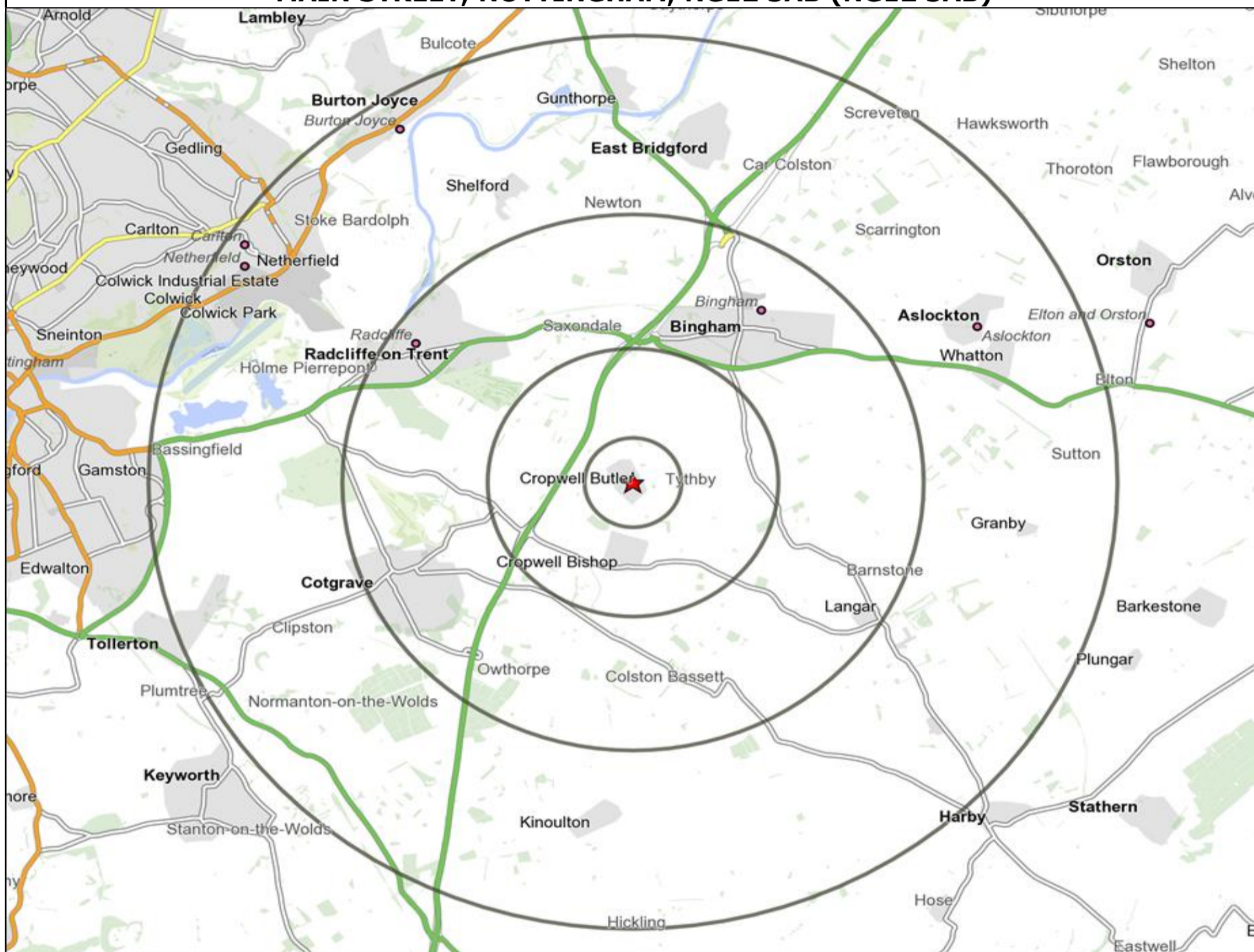




**Customer Profile Report for PLOUGH INN, CROPWELL BUTLER (Punch Outlet Number: 200568)
MAIN STREET, NOTTINGHAM, NG12 3AB (NG12 3AB)**



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

Age Data Table

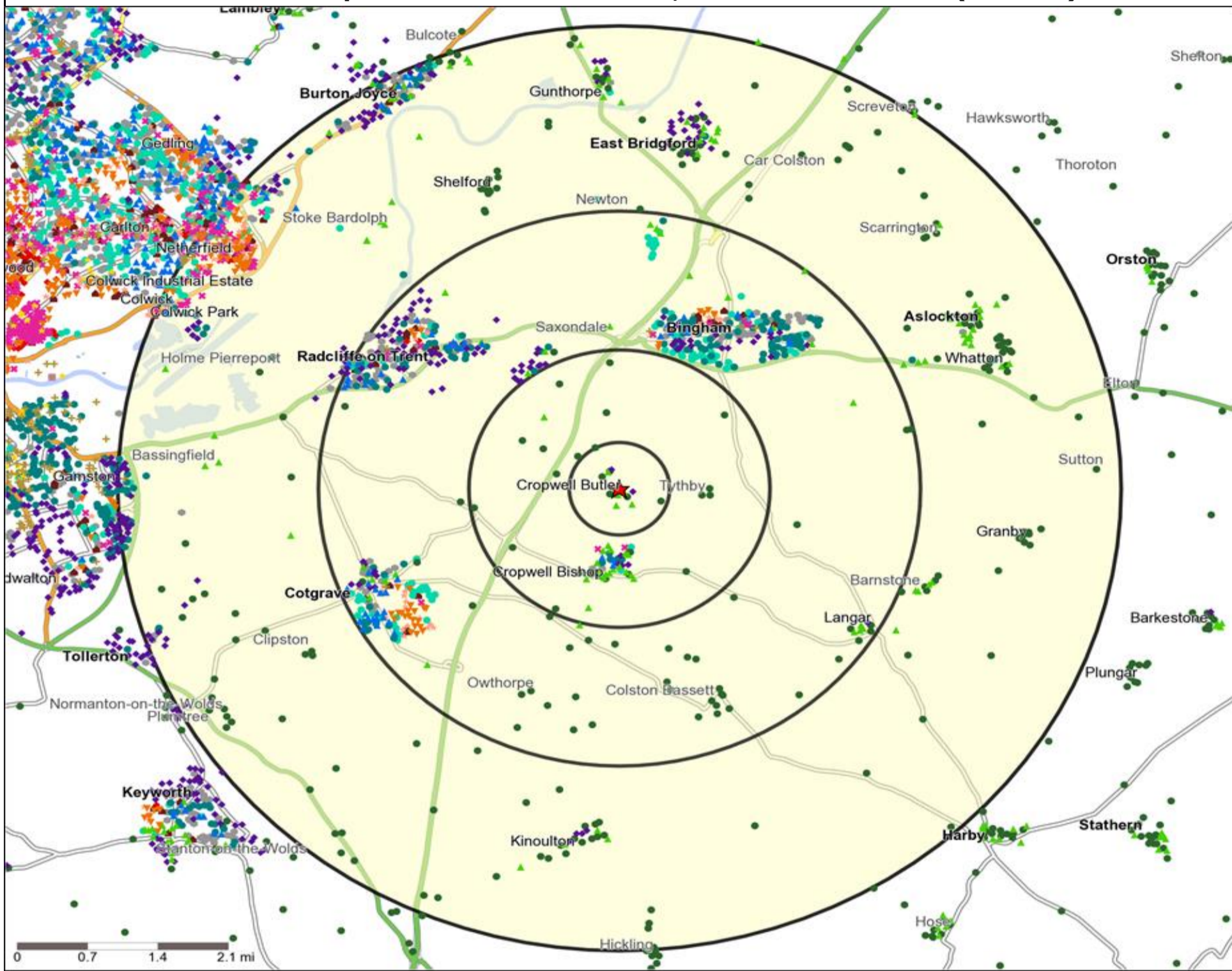
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	61	375	5,654	10,103	12,539	68	83	102	98	99
16-17	6	38	674	1,203	1,436	54	68	98	94	92
18-24	27	147	1,997	3,673	4,603	62	68	74	74	75
25-34	23	168	2,975	5,889	6,579	35	51	73	78	71
35-44	55	329	3,865	7,230	8,961	91	108	103	103	105
45-54	85	407	4,440	8,613	10,628	125	119	106	110	111
55-64	87	399	3,717	6,915	8,587	161	147	111	111	113
65+	134	542	6,354	11,462	14,083	156	125	119	116	116
Population estimate 2015	478	2,405	29,676	55,088	67,416	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	455	2,264	27,103	50,724	61,757	98%	98%	97%	96%	95%
Mixed / Multiple Ethnic Groups	3	18	369	868	1,081	1%	1%	1%	2%	2%
Asian / Asian British	4	18	336	851	1,702	1%	1%	1%	2%	3%
Black / African / Caribbean / Black British	1	7	101	315	327	0%	0%	0%	1%	1%
Other Ethnic Group	0	0	47	124	175	0%	0%	0%	0%	0%
All People (Ethnic Group)	463	2,307	27,956	52,882	65,042	100	100	100	100	100



Mosaic UK Map and Data: PLOUGH INN, CROPWELL BUTLER (200568)



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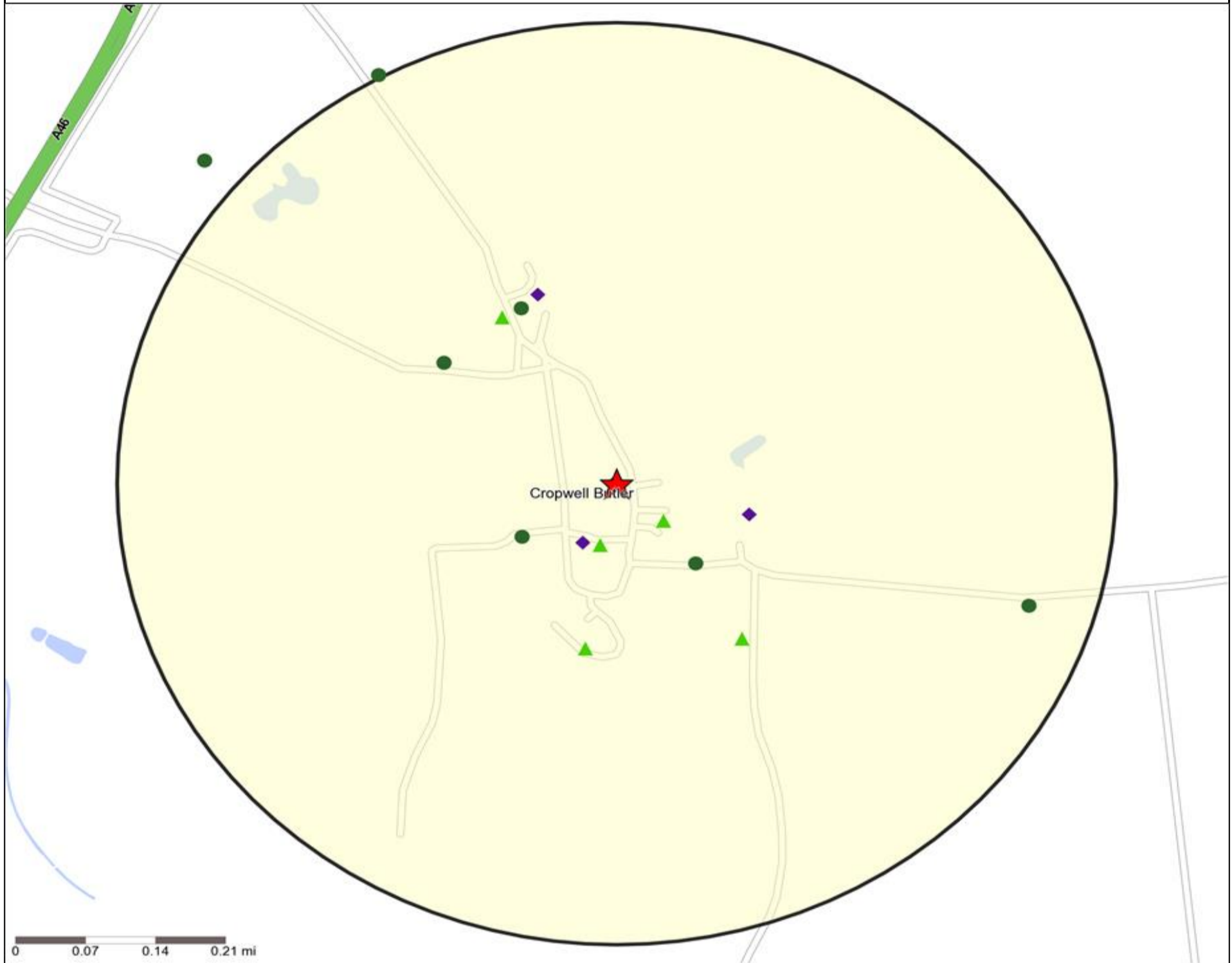
Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living	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	18	0	0	0	0	1
B Prestige Positions (18+)	71	142	3,004	6,036	7,720	238	100	177	193	202
C Country Living (18+)	197	393	1,070	4,825	8,758	693	290	66	162	240
D Rural Reality (18+)	126	793	1,490	3,582	4,910	445	587	92	120	135
E Senior Security (18+)	0	72	2,850	4,293	4,450	0	45	150	123	104
F Suburban Stability (18+)	0	233	1,826	2,488	2,256	0	196	128	95	70
G Domestic Success (18+)	0	220	4,528	6,027	11,326	0	134	231	167	256
H Aspiring Homemakers (18+)	0	43	3,938	5,416	4,674	0	24	186	139	98
I Family Basics (18+)	0	0	1,825	3,359	1,964	0	0	108	108	52
J Transient Renters (18+)	15	54	403	2,572	584	64	48	30	104	19
K Municipal Challenge (18+)	0	0	130	229	130	0	0	9	9	4
L Vintage Value (18+)	0	0	1,101	1,600	1,641	0	0	75	59	50
M Modest Traditions (18+)	0	0	932	1,831	932	0	0	84	90	37
N Urban Cohesion (18+)	0	0	0	0	406	0	0	0	0	15
O Rental Hubs (18+)	0	0	210	660	2,759	0	0	12	20	68
Adults 18+ estimate 2015	409	1,950	23,307	42,918	52,528	100	100	100	100	100



Mosaic UK Map and Data: PLOUGH INN, CROPWELL BUTLER (200568)



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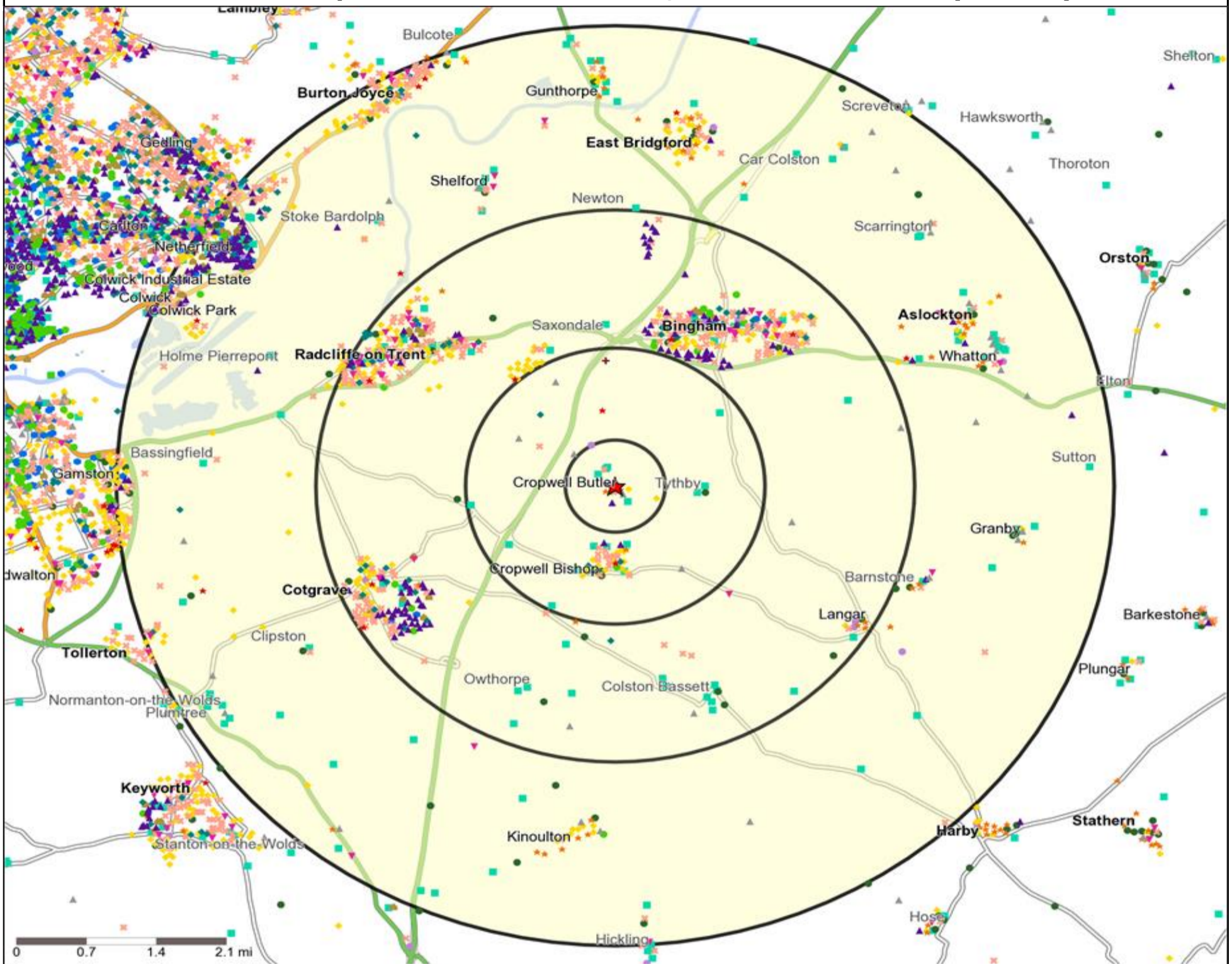
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	71	238
C Country Living (18+)	197	693
D Rural Reality (18+)	126	445
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+)	15	64
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	409	100



Occasions Map and Data: PLOUGH INN, CROPWELL BUTLER (200568)



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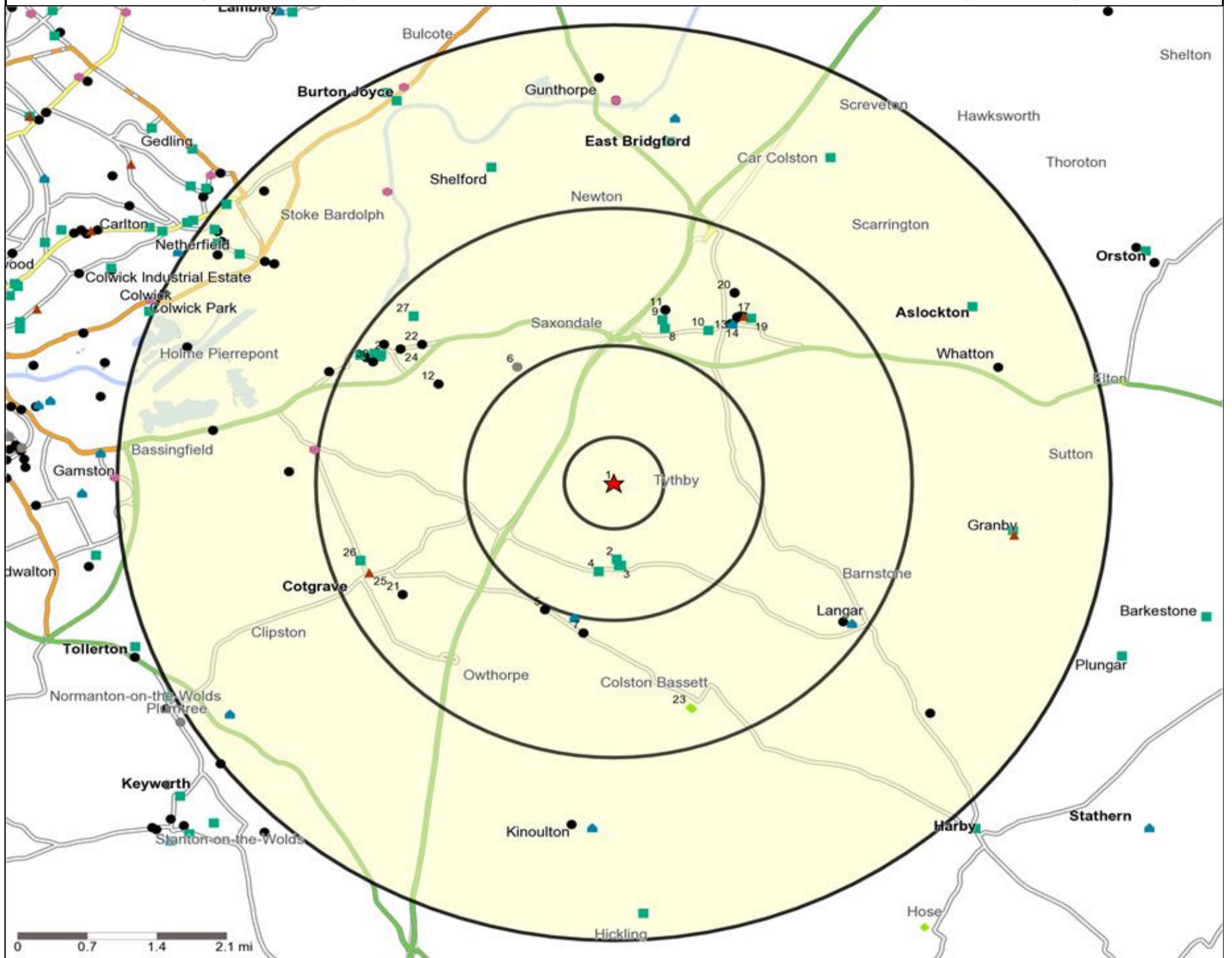
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ★ 10 Wining and Dining
- ★ 12 Midweek Meal Deal
- 07 Sporting Pints
- ▲ 11 Household Outing
- ★ 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	40	143	1,355	2,793	3,244	159	115	79	88	87
02 Early Doors	22	117	1,608	2,947	3,011	105	112	112	111	97
03 Everyday is Friday	16	86	1,274	2,352	2,585	89	97	104	104	97
04 Weekend Millionaires	11	82	1,777	3,178	2,681	43	64	100	97	70
05 Out On The Town	9	74	1,532	2,868	3,248	36	60	90	91	88
06 Business and Pleasure	24	61	637	1,267	2,111	186	96	72	78	111
07 Sporting Pints	6	40	1,079	2,041	2,175	22	29	57	59	53
08 Student Social	12	63	725	1,447	2,156	103	109	91	98	125
09 Leisurely Lunch	37	150	1,809	3,316	4,051	151	124	108	107	112
10 Wining and Dining	29	177	2,461	4,184	5,219	104	128	129	119	127
11 Household Outing	17	87	1,575	2,743	2,806	77	80	104	98	86
12 Midweek Meal Deal	21	79	708	1,638	1,821	169	129	83	105	99
13 Date Night	29	161	1,893	3,434	4,666	147	165	140	138	160
14 Birthday Treat	22	139	1,578	2,787	3,538	111	142	117	112	121
15 Pre Show Meal	5	26	519	885	1,067	74	77	112	103	106
Number of Occasions	300	1,485	20,530	37,880	44,379	100	100	100	100	100



Competition Map and Data: PLOUGH INN, CROPWELL BUTLER (200568)



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

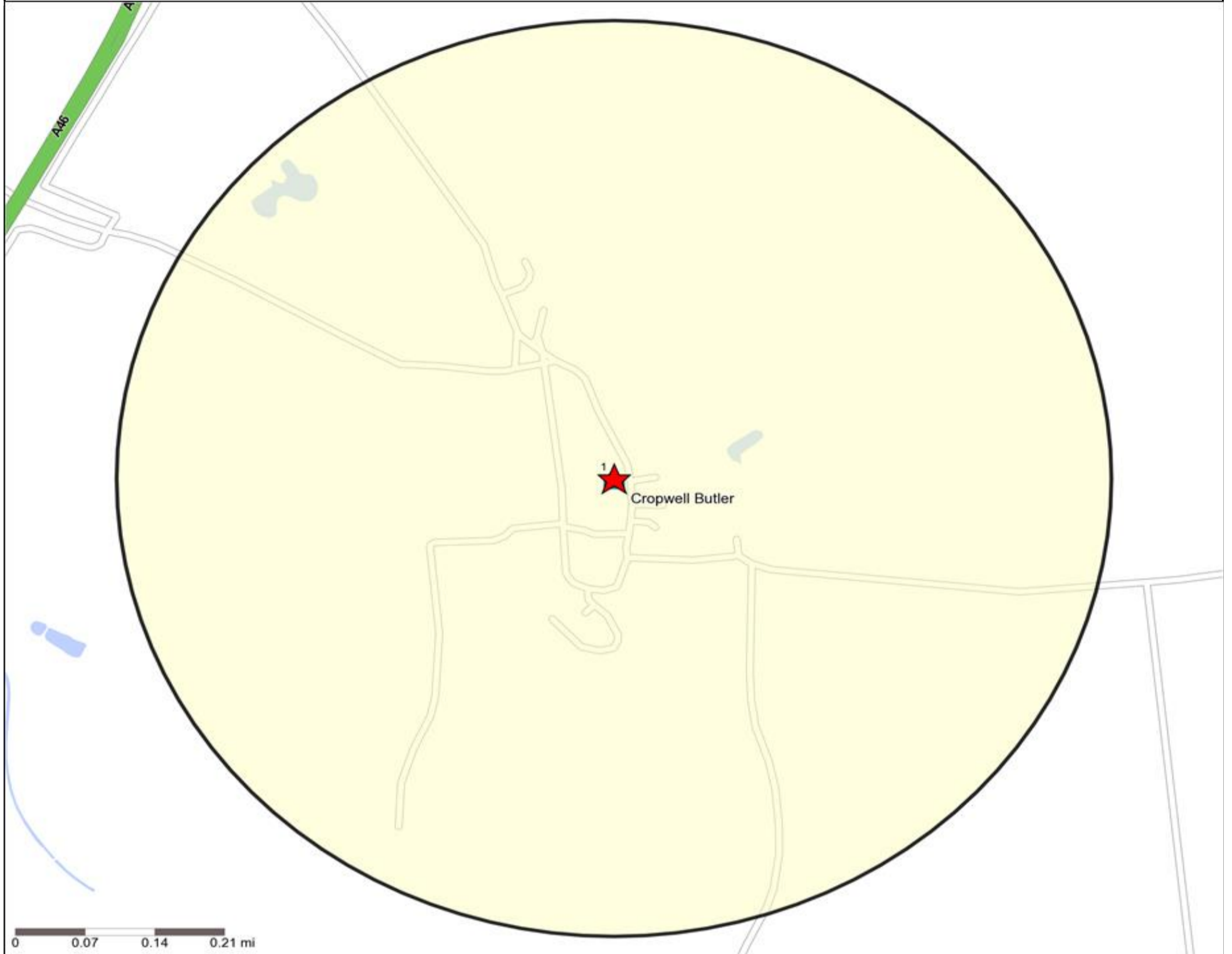
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	1	2
Circuit Bar	0	0	2	2
Community Local	0	3	14	26
Dry Led	1	1	3	5
Branded Food Pub	0	0	1	4
Rural	0	0	1	1
Other	0	0	17	37
Total	1	4	39	77



Competition Map and Data: PLOUGH INN, CROPWELL BUTLER (200568)



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	1
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: PLOUGH INN, CROPWELL BUTLER (200568)

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 INN, CROPWELL BUTLER	MAIN STREET, NOTTINGHAM, NG12 3AB	Punch Taverns	NG12 3AB	Punch Taverns	0.00
1	Plough Inn	Main Street, Cropwell Butler, Nottingham	Punch Pub Company	NG12 3AB	Dry Led	0.00
2	Chequers Inn	Main Street, Cropwell Bishop, Nottingham	Star Pubs & Bars	NG12 3DB	Community Local	0.83
3	King William Iv	5 Bryher Bank, Cropwell Bishop, Nottingham	Independent Free	NG12 3BX	Community Local	0.90
4	Wheatsheaf	11 Nottingham Road, Cropwell Bishop, Nottingham	Marston's	NG12 3BP	Community Local	0.98
5	Lime Kiln Inn	Colston Road, Cropwell Bishop, Nottingham	Independent Free	NG12 3BN	Other	1.55
6	Sanctuary Bar Restaurant	Westminster Drive, Radcliffe-On-Trent, Nottingham	Independent Free	NG12 2NL	Cafe / Wine Bar	1.60
7	Cropwell Bishop Cricket Club	Colston Road, Cropwell Bishop, Nottingham	Independent Free	NG12 3BJ	Other	1.67
8	Moot House	Bowland Road, Bingham, Nottingham	Greene King	NG13 8RW	Community Local	1.76
9	Bottle & Glass	12a Ringwood Road, Bingham, Nottingham	Independent Free	NG13 8SZ	Community Local	1.85
10	White Lion	Nottingham Road, Bingham, Nottingham	Star Pubs & Bars	NG13 8AT	Community Local	1.92
11	Pavillion At Bingham	Brendon Grove, Bingham, Nottingham	Independent Free	NG13 8TN	Other	1.96
12	Radcliffe-On-Trent Golf Club	Dewberry Lane, Radcliffe-On-Trent, Nottingham	Independent Free	NG12 2JH	Other	2.07
13	Horse & Plough	25 Long Acre, Bingham, Nottingham	Castle Rock	NG13 8AF	Dry Led	2.10
14	La Coquette	37 Long Acre, Bingham, Nottingham	Independent Free	NG13 8AF	Other	2.10
15	Yeung Sing	11 Market Place, Bingham, Nottingham	Independent Free	NG13 8AR	Other	2.19
16	Piano Italiano	7a Market Place, Nottingham	Independent Free	NG13 8AR	Other	2.19
17	Butter Cross	Market Place, Bingham, Nottingham	Wetherspoon	NG13 8AP	Circuit Bar	2.24
18	Go-Sing	16 Market Place, Bingham, Nottingham	Independent Free	NG13 8AP	Other	2.24
19	Chesterfield Arms	Church Street, Bingham, Nottingham	Punch Pub Company	NG13 8AL	Community Local	2.27
20	Bingham Football Club	Moorbridge Road, Bingham, Nottingham	Independent Free	NG13 8GG	Other	2.40
21	Cotgrave Miners Social Welfare	Woodview, Cotgrave, Nottingham	Independent Free	NG12 3PJ	Other	2.45
22	Radcliffe On Trent Sports Club	Bingham Road, Radcliffe-On-Trent, Nottingham	Independent Free	NG12 2GP	Other	2.45
23	Martins Arms Inn	2 School Lane, Colston Bassett, Nottingham	Independent Free	NG12 3FD	Rural Character	2.57
24	Ashmores	1 Bingham Road, Radcliffe-On-Trent, Nottingham	Independent Free	NG12 2FY	Other	2.60
25	Manvers Arms	The Cross, Cotgrave, Nottingham	Trust Inns	NG12 3HS	Circuit Bar	2.65
26	Rose & Crown	Main Road, Cotgrave, Nottingham	Enterprise Inns	NG12 3HQ	Community Local	2.69
27	Trent Hotel	64 Shelford Road, Radcliffe-On-Trent, Nottingham	Star Pubs & Bars	NG12 1AW	Community Local	2.72
28	Black Lion	Main Road, Radcliffe-On-Trent, Nottingham	Star Pubs & Bars	NG12 2FD	Community Local	2.73
29	Royal Oak	5 Main Road, Radcliffe-On-Trent, Nottingham	Moleface Pub Co	NG12 2FD	Community Local	2.73
30	Grange	Vicarage Lane, Radcliffe-On-Trent, Nottingham	Independent Free	NG12 2FB	Other	2.76