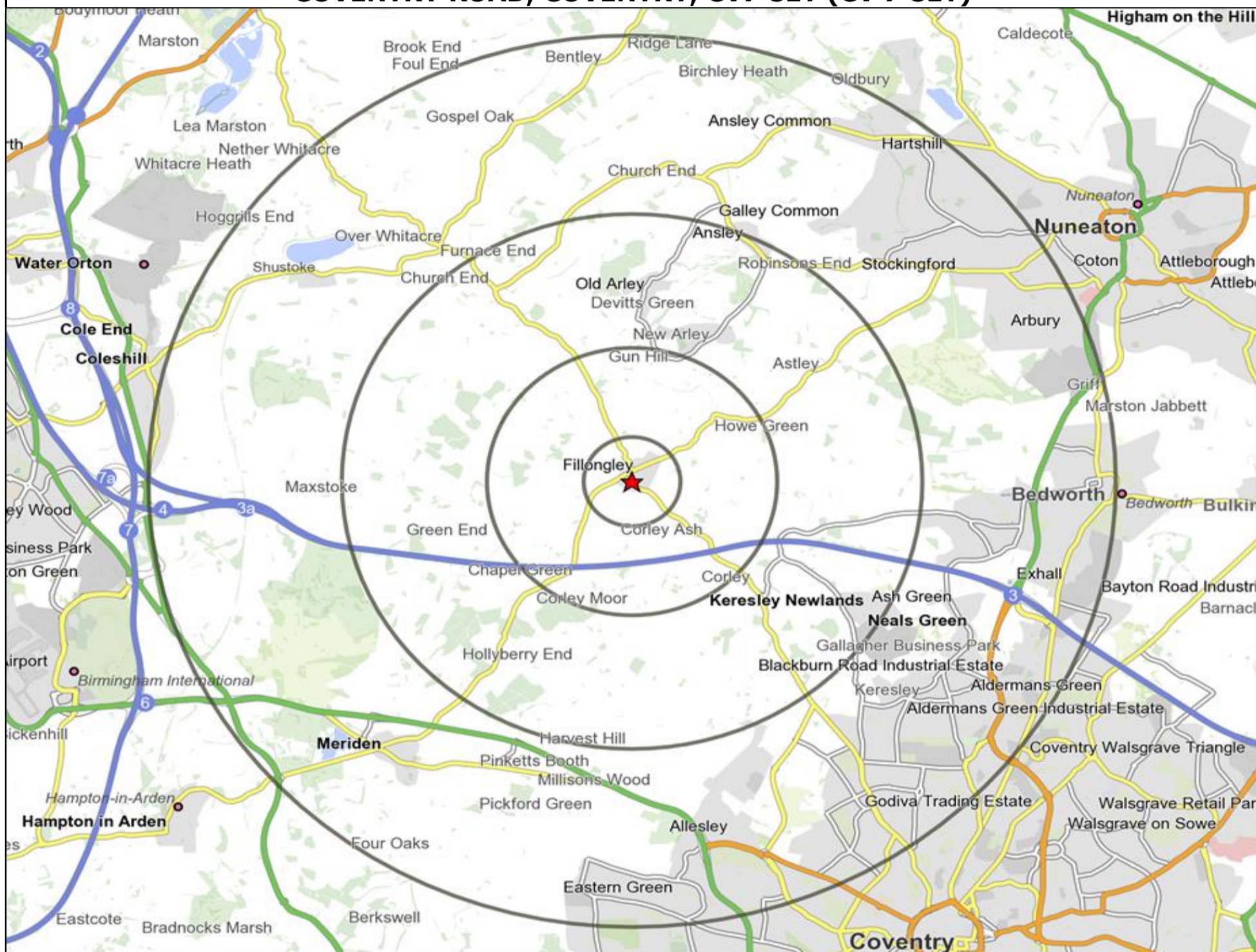




**Customer Profile Report for MANOR HOUSE, NR COVENTRY (Punch Outlet Number: 202970)
COVENTRY ROAD, COVENTRY, CV7 8ET (CV 7 8ET)**



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

Age Data Table

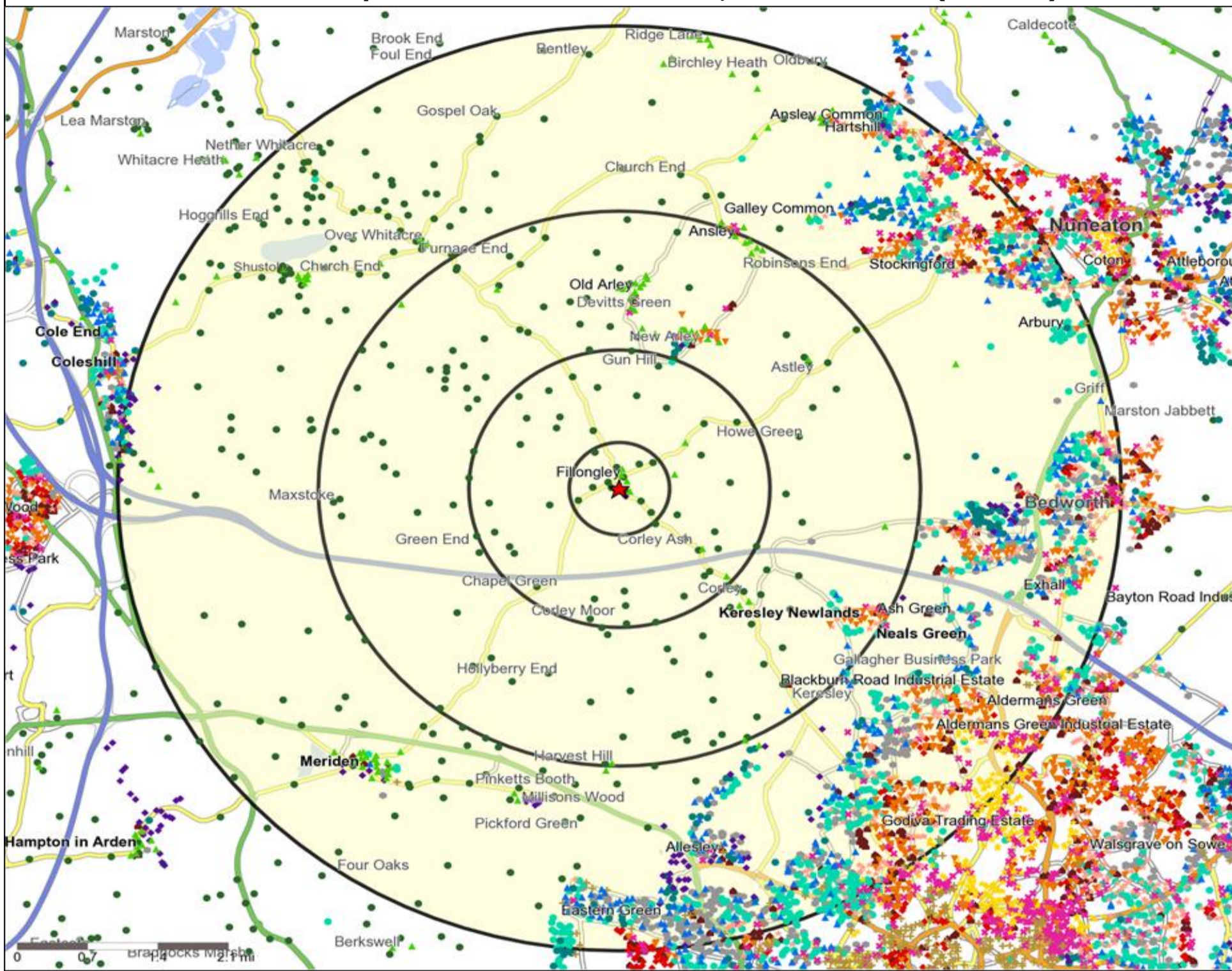
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	83	258	1,791	32,586	33,386	73	76	93	107	102
16-17	15	30	229	4,087	4,166	107	71	96	109	103
18-24	30	74	648	12,760	13,991	55	45	70	87	89
25-34	64	130	1,141	22,367	23,666	78	53	82	101	100
35-44	61	211	1,289	20,555	21,922	80	92	99	100	99
45-54	126	345	1,680	22,783	24,818	147	135	116	99	101
55-64	69	268	1,348	17,827	19,678	101	131	117	98	100
65+	156	490	2,092	28,585	32,143	143	151	114	98	103
Population estimate 2015	604	1,806	10,218	161,550	173,770	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	577	1,756	9,191	134,113	150,037	96%	96%	95%	86%	90%
Mixed / Multiple Ethnic Groups	4	19	131	2,634	2,566	1%	1%	1%	2%	2%
Asian / Asian British	16	40	253	14,562	11,409	3%	2%	3%	9%	7%
Black / African / Caribbean / Black British	1	3	45	2,844	2,395	0%	0%	0%	2%	1%
Other Ethnic Group	0	2	33	1,387	1,091	0%	0%	0%	1%	1%
All People (Ethnic Group)	598	1,820	9,653	155,540	167,498	100	100	100	100	100



Mosaic UK Map and Data: MANOR HOUSE, NR COVENTRY (202970)



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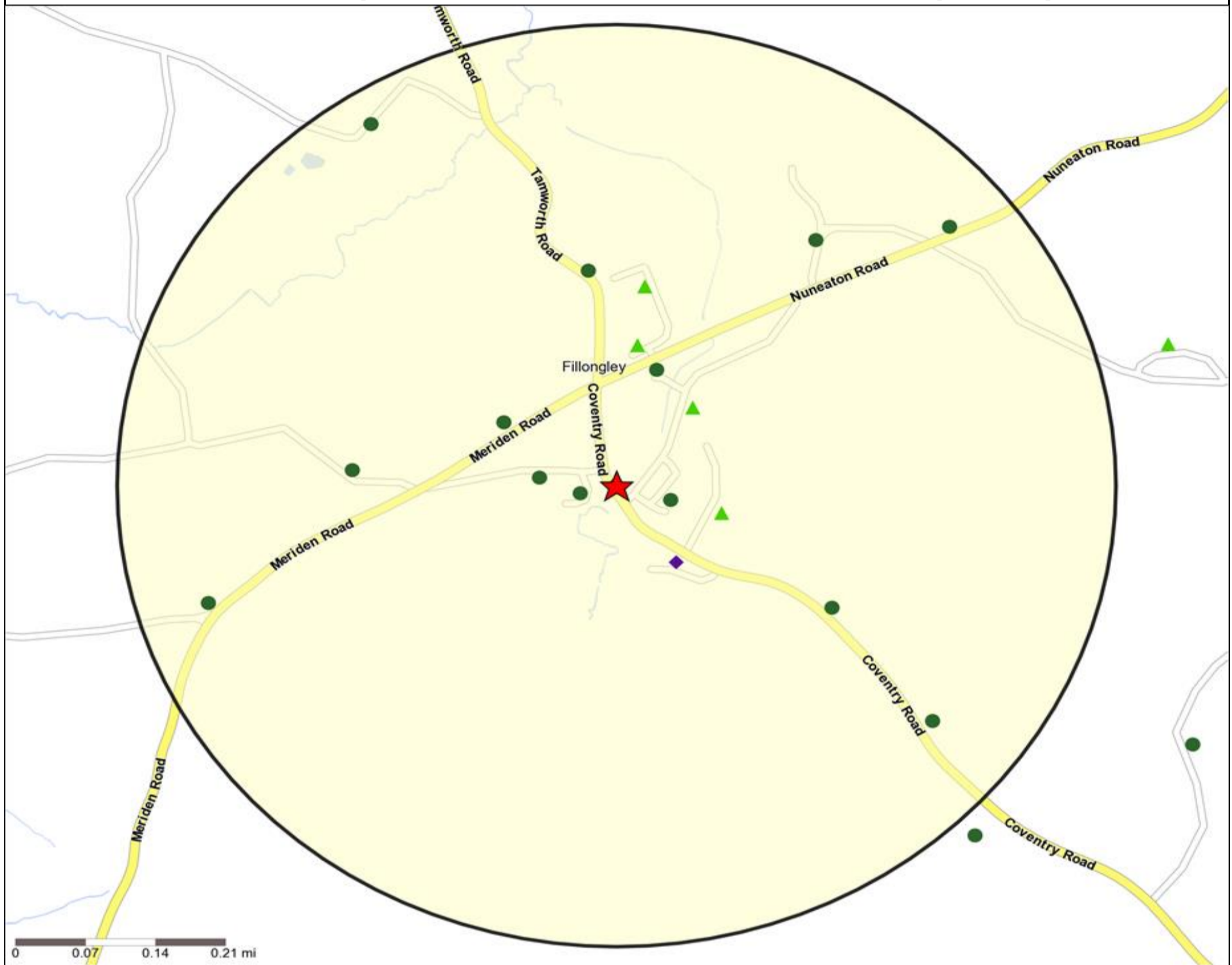
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- I Family Basics
- M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✕ J Transient 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+)	9	14	94	2,685	4,321	24	13	16	30	44
C Country Living (18+)	320	1,103	2,828	4,956	6,138	911	1,048	498	57	65
D Rural Reality (18+)	177	393	1,895	4,004	4,750	505	374	335	46	50
E Senior Security (18+)	0	0	12	15,597	17,409	0	0	2	154	157
F Suburban Stability (18+)	0	0	268	12,120	13,070	0	0	54	159	157
G Domestic Success (18+)	0	0	178	5,394	6,226	0	0	26	51	54
H Aspiring Homemakers (18+)	0	5	717	24,846	28,664	0	4	96	219	231
I Family Basics (18+)	0	0	1,128	16,940	15,577	0	0	191	188	159
J Transient Renters (18+)	0	0	327	7,936	9,207	0	0	69	110	117
K Municipal Challenge (18+)	0	0	0	2,794	3,960	0	0	0	38	50
L Vintage Value (18+)	0	0	247	6,462	7,339	0	0	48	82	86
M Modest Traditions (18+)	0	0	475	15,203	14,175	0	0	122	256	219
N Urban Cohesion (18+)	0	0	0	3,959	1,626	0	0	0	61	23
O Rental Hubs (18+)	0	0	1	1,872	3,604	0	0	0	19	34
Adults 18+ estimate 2015	506	1,515	8,170	124,768	136,066	100	100	100	100	100



Mosaic UK Map and Data: MANOR HOUSE, NR COVENTRY (202970)



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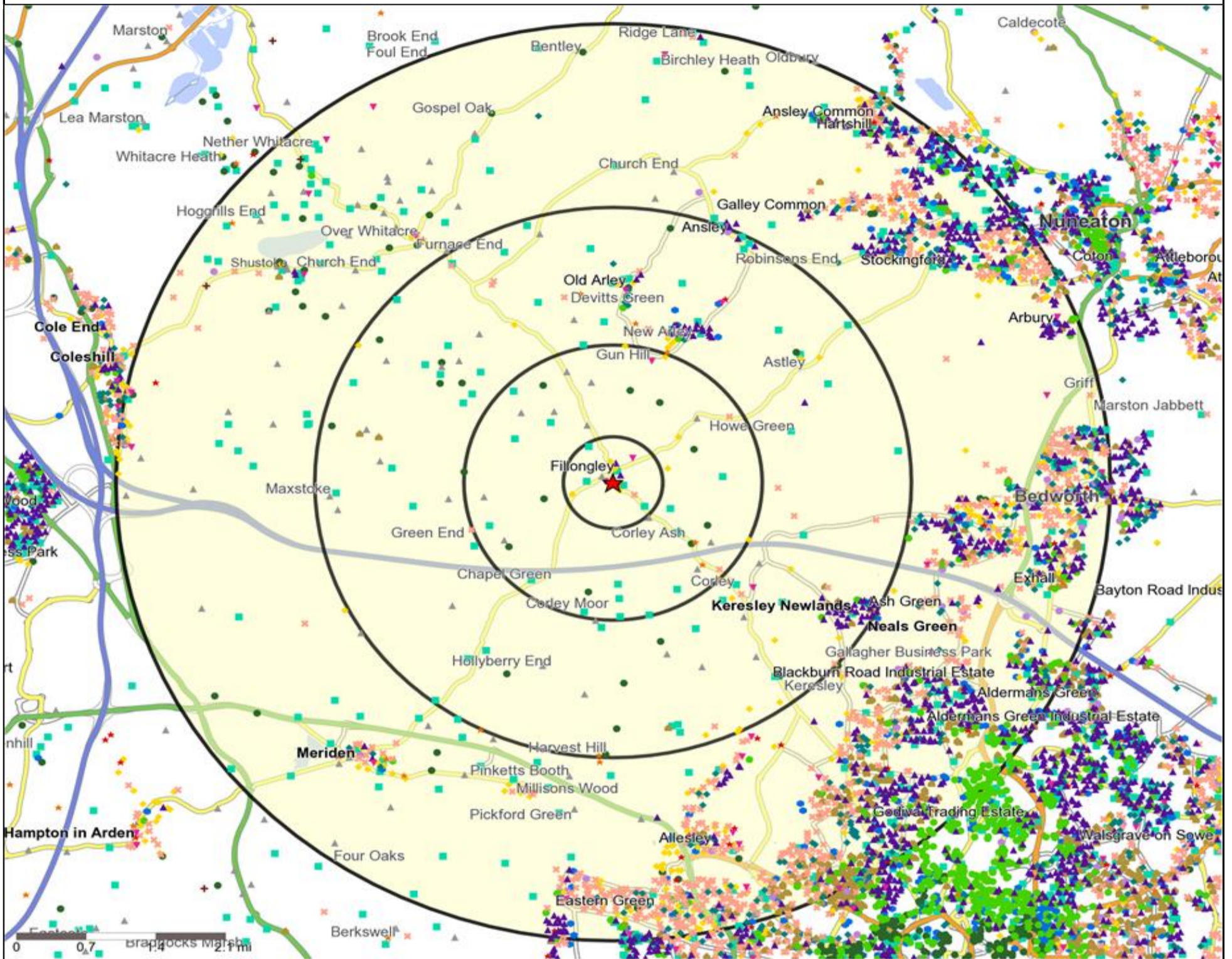
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	9	24
C Country Living (18+)	320	911
D Rural Reality (18+)	177	505
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+)	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	506	100



Occasions Map and Data: MANOR HOUSE, NR COVENTRY (202970)



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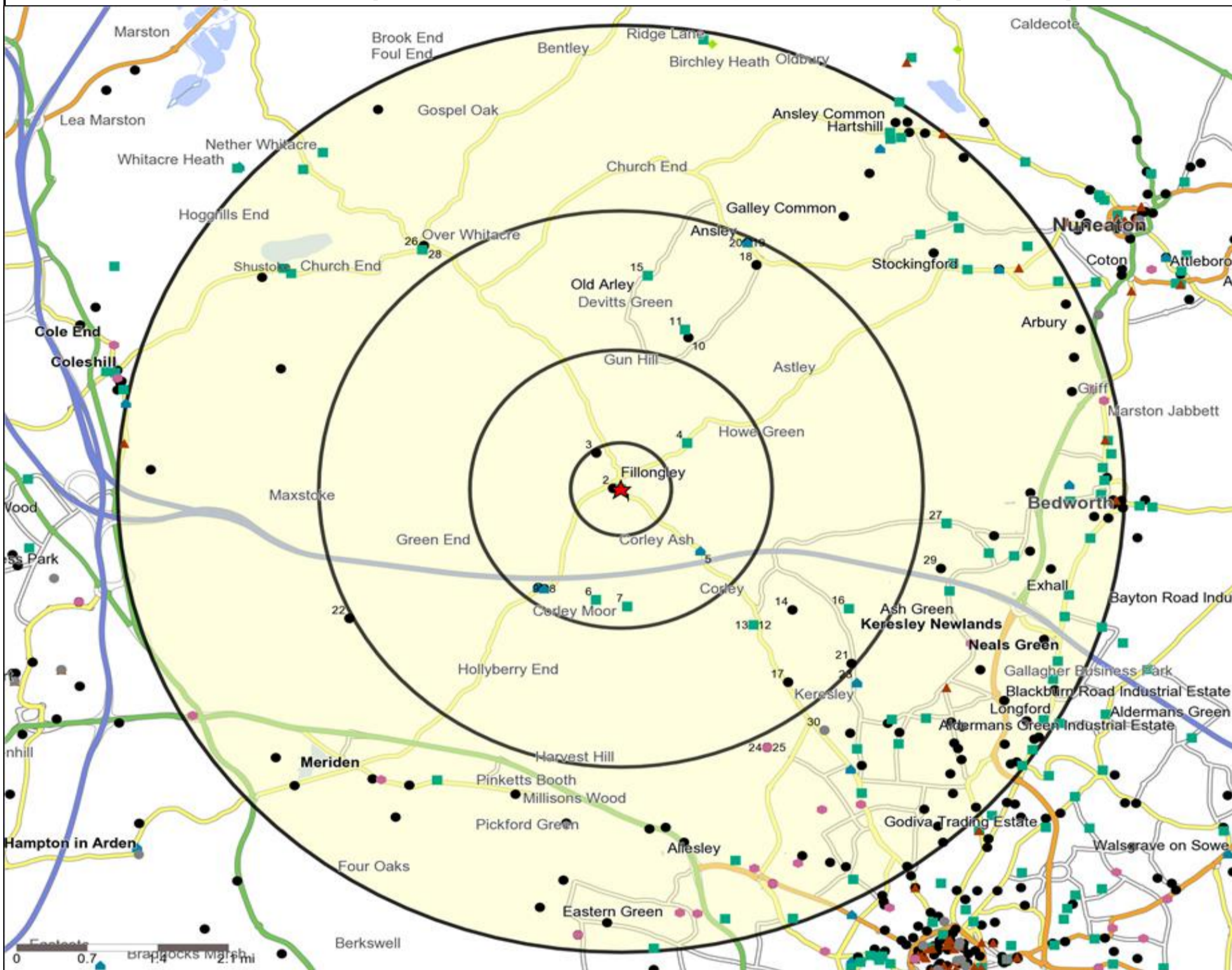
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ★ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 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	39	151	718	9,039	9,643	128	158	120	90	91
02 Early Doors	25	82	574	9,411	10,315	98	103	115	112	116
03 Everyday is Friday	23	63	473	7,818	8,409	105	93	111	109	111
04 Weekend Millionaires	23	48	690	12,809	13,331	73	49	112	124	122
05 Out On The Town	10	43	492	10,784	11,545	33	45	83	108	109
06 Business and Pleasure	29	108	367	3,794	3,923	185	221	120	74	72
07 Sporting Pints	9	21	380	9,687	9,284	27	20	58	88	80
08 Student Social	27	88	319	3,367	4,032	191	199	115	73	82
09 Leisurely Lunch	37	112	588	8,972	9,523	124	121	101	92	92
10 Wining and Dining	35	97	561	10,494	11,286	103	92	85	94	96
11 Household Outing	13	48	506	11,256	11,572	48	57	97	128	124
12 Midweek Meal Deal	23	76	396	6,020	6,193	152	161	135	122	118
13 Date Night	35	99	465	6,717	7,799	146	132	99	85	93
14 Birthday Treat	27	74	446	6,775	7,361	112	99	95	86	88
15 Pre Show Meal	10	29	147	2,693	2,930	121	112	91	99	102
Number of Occasions	365	1,139	7,122	119,636	127,146	100	100	100	100	100



Competition Map and Data: MANOR HOUSE, NR COVENTRY (202970)



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

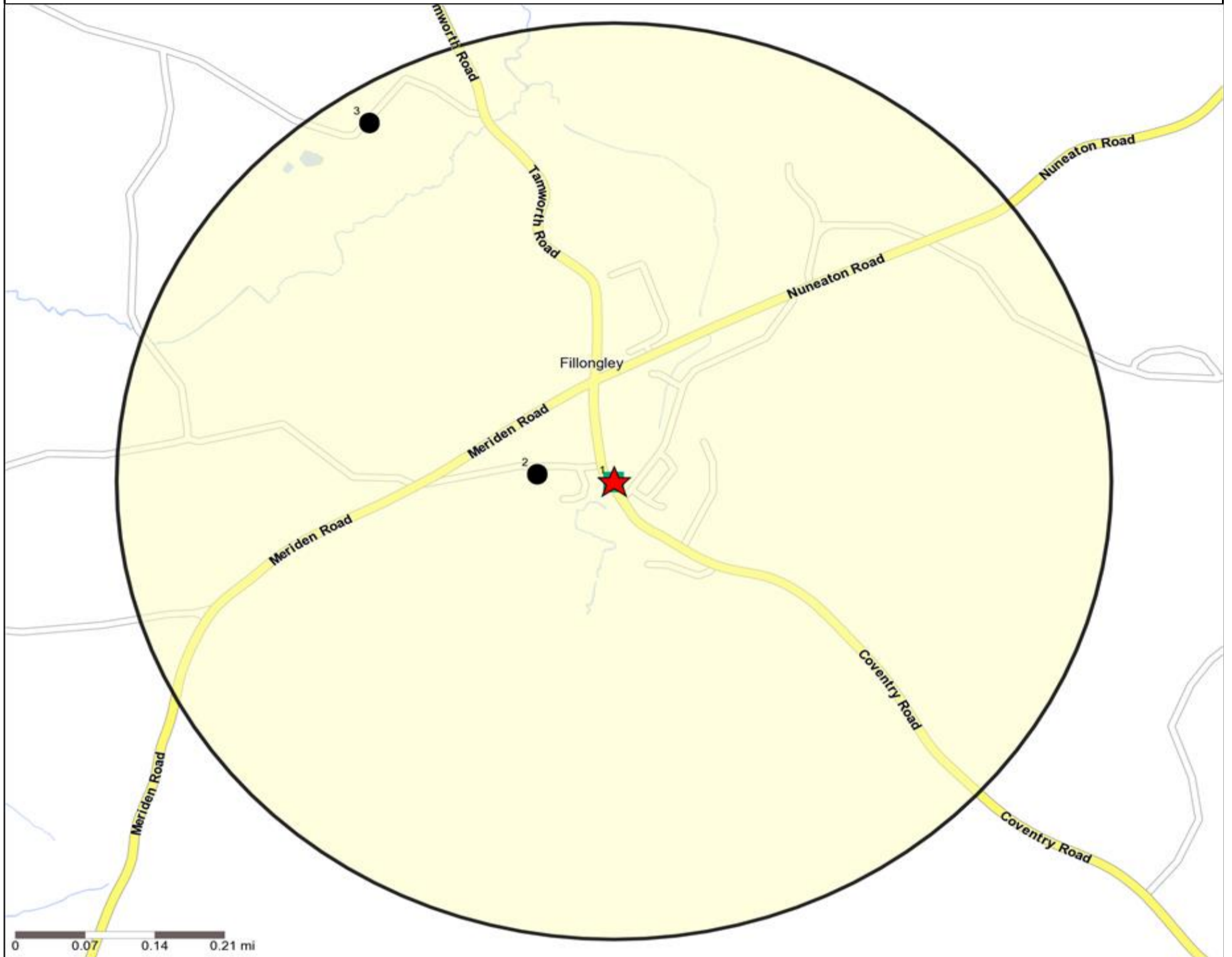
- ★ Location
- Cafe / Wine Bar
- Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- Other
- ~ Rivers, Canals and Lakes
- Community Local
- ◆ Rural Character

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	1
Circuit Bar	0	0	0	6
Community Local	1	4	8	55
Dry Led	0	2	3	8
Branded Food Pub	0	0	0	14
Rural	0	0	0	1
Other	2	3	10	107
Total	3	9	21	192



Competition Map and Data: MANOR HOUSE, NR COVENTRY (202970)



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	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	2
Total	3



Local Competition: MANOR HOUSE, NR COVENTRY (202970)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	MANOR HOUSE, NR COVENTRY	COVENTRY ROAD, COVENTRY, CV7 8ET	Punch Taverns	CV 7 8ET	Punch Taverns	0.00
1	Manor House	Coventry Road, Fillongley, Coventry	Punch Pub Company	CV 7 8ET	Community Local	0.00
2	Fillongley & Ditric Working Mens Club	Ousterne Lane, Fillongley, Coventry	Independent Free	CV 7 8EU	Other	0.08
3	Fillongley Cricket Club	Black Hall Lane, Fillongley, Coventry	Independent Free	CV 7 8EG	Other	0.46
4	Weavers Arms	Nuneaton Road, Fillongley, Coventry	Enterprise Inns	CV 7 8DL	Community Local	0.82
5	Saracens Head Inn	Tamworth Road, Corley, Coventry	Enterprise Inns	CV 7 8BP	Dry Led	1.03
6	Red Lion	Wall Hill Road, Corley, Coventry	Enterprise Inns	CV 7 8AP	Community Local	1.22
7	Bull & Butcher	Common Lane, Corley, Coventry	Punch Pub Company	CV 7 8AQ	Community Local	1.27
8	Cottage Inn	Meriden Road, Fillongley, Coventry	Enterprise Inns	CV 7 8DX	Dry Led	1.32
9	Quicken Tree	Meriden Road, Fillongley, Coventry	Independent Free	CV 7 8DX	Other	1.32
10	Arley Miners Welfare Club	Ransome Road, Gun Hill, Coventry	Independent Free	CV 7 8GZ	Other	1.76
11	Fir Tree Inn	Fir Tree Lane, Gun Hill, Coventry	Marston's	CV 7 8GW	Community Local	1.83
12	Horse & Jockey	Tamworth Road, Corley, Coventry	Trust Inns	CV 7 8AA	Community Local	1.97
13	Corley Cricket Club	Tamworth Road, Corley, Coventry	Independent Free	CV 7 8AA	Other	1.97
14	Keresley Rugby Club	Burrow Hill Lane, Corley, Coventry	Independent Free	CV 7 8BE	Other	2.15
15	Wagon Load Of Lime Inn	Ansley Lane, Arley, Coventry	Enterprise Inns	CV 7 8FU	Community Local	2.32
16	Golden Eagle Inn	Howat Road, Keresley End, Coventry	Independent Free	CV 7 8JP	Community Local	2.61
17	Royal Court Hotel	Tamworth Road, Keresley End, Coventry	Britannia Hotels	CV 7 8JG	Other	2.66
18	Oakridge Golf & Country Club	Arley Lane, Ansley, Nuneaton	Independent Free	CV10 9PH	Other	2.77
19	Lord Nelson	Birmingham Road, Ansley, Nuneaton	Independent Free	CV10 9PQ	Dry Led	2.94
20	Ansley Social Club & Institute	142 Birmingham Road, Ansley, Nuneaton	Independent Free	CV10 9PQ	Other	2.94
21	Coventry Colliery Sports & Social Club	Bennetts Road, Keresley End, Coventry	Independent Free	CV 7 8HY	Other	2.96
22	Marriott Hotel	Maxstoke Lane, Meriden, Coventry	Marriott International	CV 7 7HR	Other	3.04
23	Hare & Hounds	Watery Lane, Keresley End, Coventry	Punch Pub Company	CV 7 8JA	Dry Led	3.14
24	Hawkes Mill Sports Club	Hawkes Mill Lane, Allesley, Coventry	Independent Free	CV 5 9FQ	Other	3.14
25	White Lion	Hawkes Mill Lane, Allesley, Coventry	Mitchells & Butlers	CV 5 9FQ	Branded Food	3.14
26	Bull At Furnace End	Coleshill Road, Furnace End, Birmingham	Independent Free	B 46 2LG	Community Local	3.25
27	Plough Inn	Smorrall Lane, Bedworth	Punch Pub Company	CV12 0LG	Community Local	3.25
28	Shustoke Sailing Club	Nuneaton Road, Furnace End, Birmingham	Independent Free	B 46 2NT	Other	3.27
29	Richmond Care Home	Hospital Lane, Bedworth	Independent Free	CV12 0PB	Other	3.29
30	Hogans Bar & Bistro	Sandpits Lane, Keresley End, Coventry	Independent Free	CV 7 8NJ	Cafe / Wine Bar	3.30