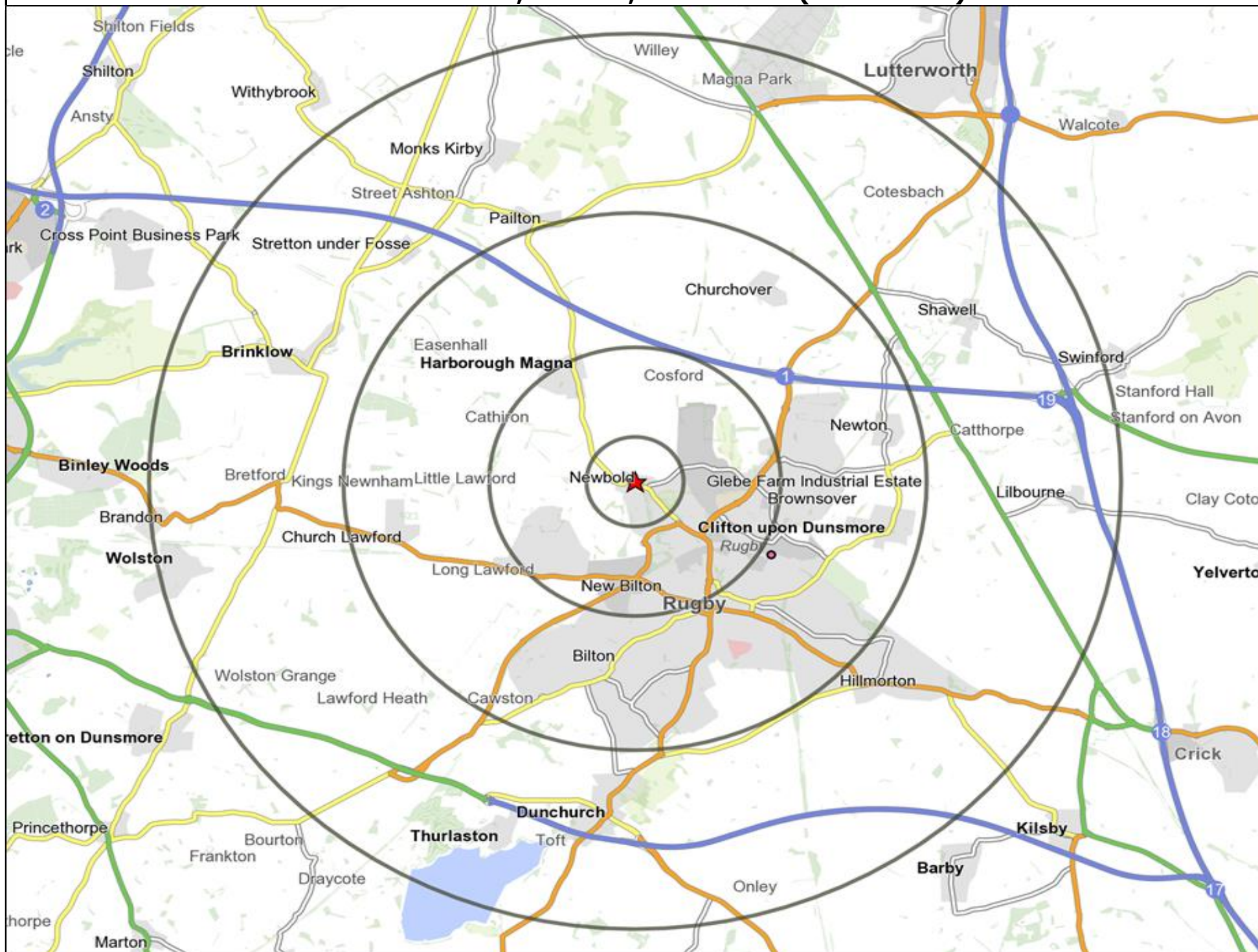




Customer Profile Report for NEWBOLD CROWN, RUGBY (Punch Outlet Number: 670042)
2 MAIN STREET, RUGBY, CV21 1HW (CV21 1HW)



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

Age Data Table

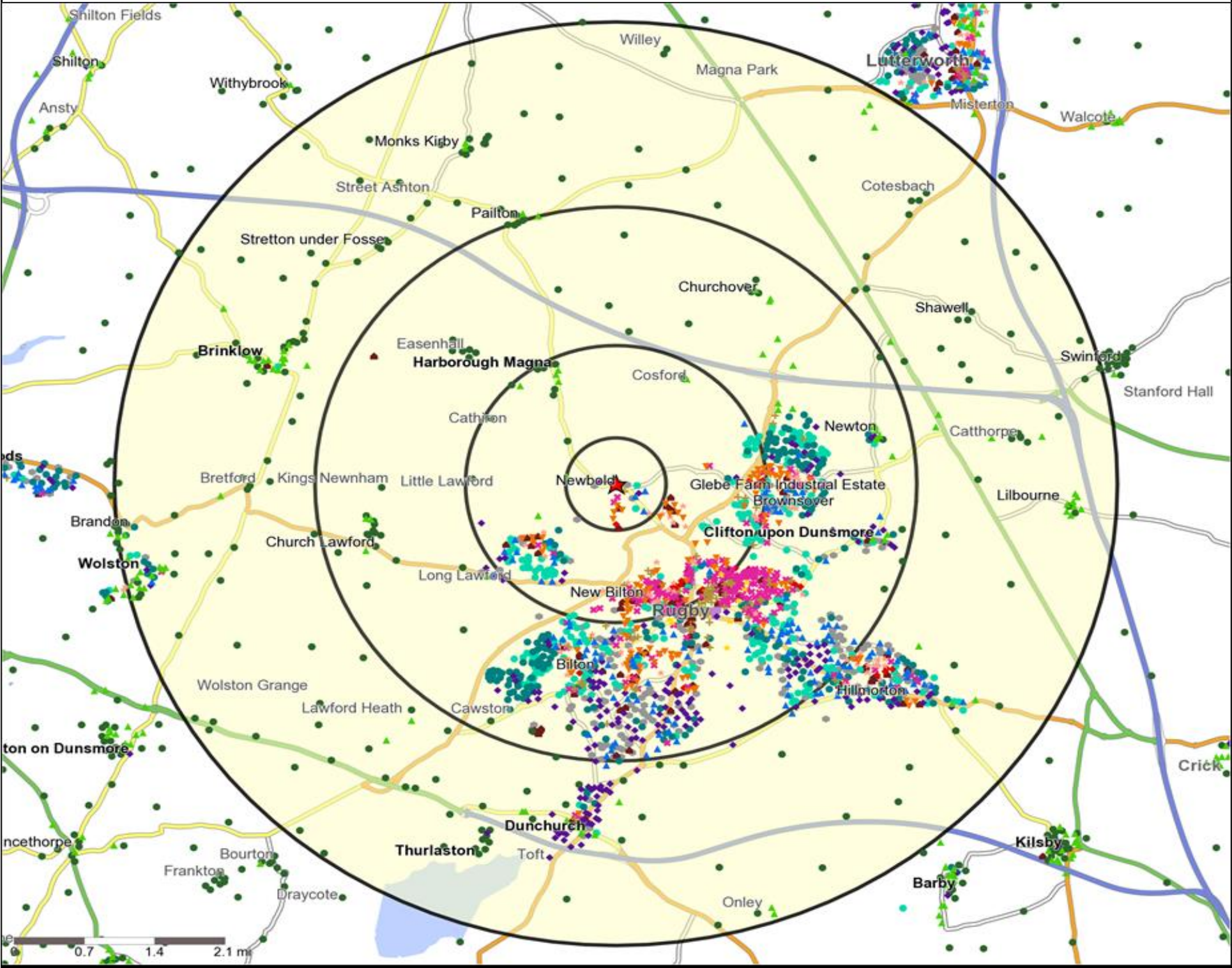
	Count:					Index:				
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0-15	340	4,149	15,446	18,407	20,922	115	117	111	105	105
16-17	39	420	2,084	2,489	2,833	106	95	120	115	114
18-24	126	1,479	5,281	6,382	7,185	88	86	78	76	75
25-34	191	3,396	10,637	12,502	13,357	88	131	104	98	92
35-44	175	2,561	10,166	12,688	14,137	87	106	108	107	105
45-54	224	2,575	10,631	13,675	15,838	100	96	101	104	105
55-64	194	1,828	7,678	10,055	11,963	109	85	91	95	99
65+	291	2,557	12,536	16,972	20,299	102	75	93	101	106
Population estimate 2015	1,580	18,965	74,459	93,170	106,534	100	100	100	100	100

Ethnicity - Census 2011

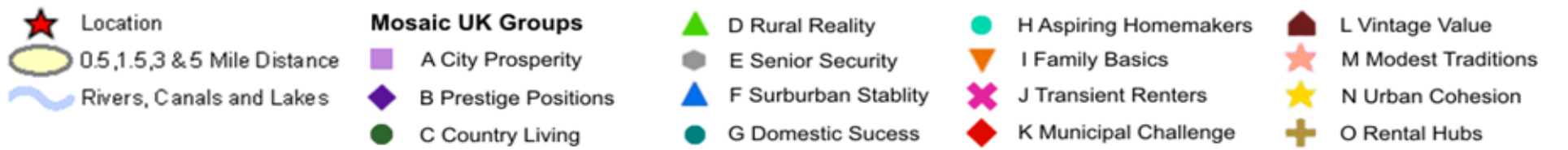
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	1,448	14,853	62,841	79,856	93,157	93%	86%	89%	90%	91%
Mixed / Multiple Ethnic Groups	36	526	1,644	1,950	1,984	2%	3%	2%	2%	2%
Asian / Asian British	40	1,107	4,217	4,689	4,987	3%	6%	6%	5%	5%
Black / African / Caribbean / Black British	33	604	1,761	2,010	1,937	2%	4%	2%	2%	2%
Other Ethnic Group	6	99	305	388	410	0%	1%	0%	0%	0%
All People (Ethnic Group)	1,563	17,189	70,768	88,893	102,475	100	100	100	100	100



Mosaic UK Map and Data: NEWBOLD CROWN, RUGBY (670042)



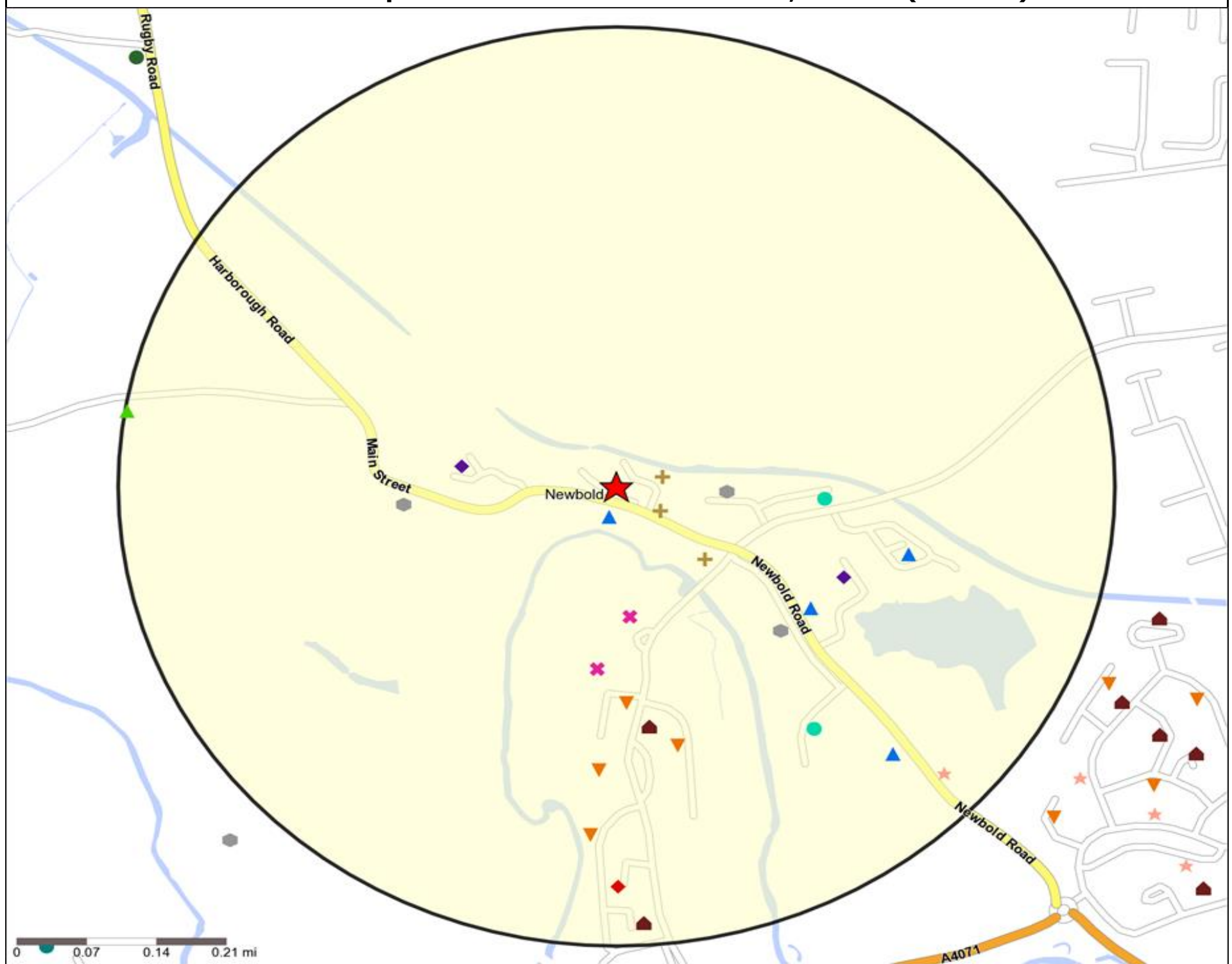
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	2	81	81	81	0	0	3	3	2
B Prestige Positions (18+)	81	202	3,337	5,020	6,220	93	19	81	97	103
C Country Living (18+)	0	191	885	3,793	5,791	0	19	22	77	101
D Rural Reality (18+)	4	142	701	3,092	4,313	5	14	18	63	75
E Senior Security (18+)	116	386	6,250	7,671	8,883	119	33	136	133	132
F Suburban Stability (18+)	235	785	5,251	6,529	7,594	321	90	152	151	151
G Domestic Success (18+)	0	454	7,015	8,468	10,990	0	38	147	142	158
H Aspiring Homemakers (18+)	171	2,870	9,825	10,806	11,608	157	220	190	168	155
I Family Basics (18+)	239	2,698	5,537	5,821	6,152	276	261	135	114	103
J Transient Renters (18+)	28	2,965	8,654	8,925	9,248	40	359	264	219	194
K Municipal Challenge (18+)	68	597	1,019	1,132	1,196	96	71	31	27	25
L Vintage Value (18+)	130	1,394	3,298	3,928	4,502	172	155	92	88	87
M Modest Traditions (18+)	37	822	2,008	2,566	2,890	65	121	75	76	74
N Urban Cohesion (18+)	0	126	501	501	501	0	17	17	14	12
O Rental Hubs (18+)	91	689	2,329	2,393	2,537	98	62	53	44	40
Adults 18+ estimate 2015	1,200	14,323	56,691	70,726	82,506	100	100	100	100	100



Mosaic UK Map and Data: NEWBOLD CROWN, RUGBY (670042)



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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

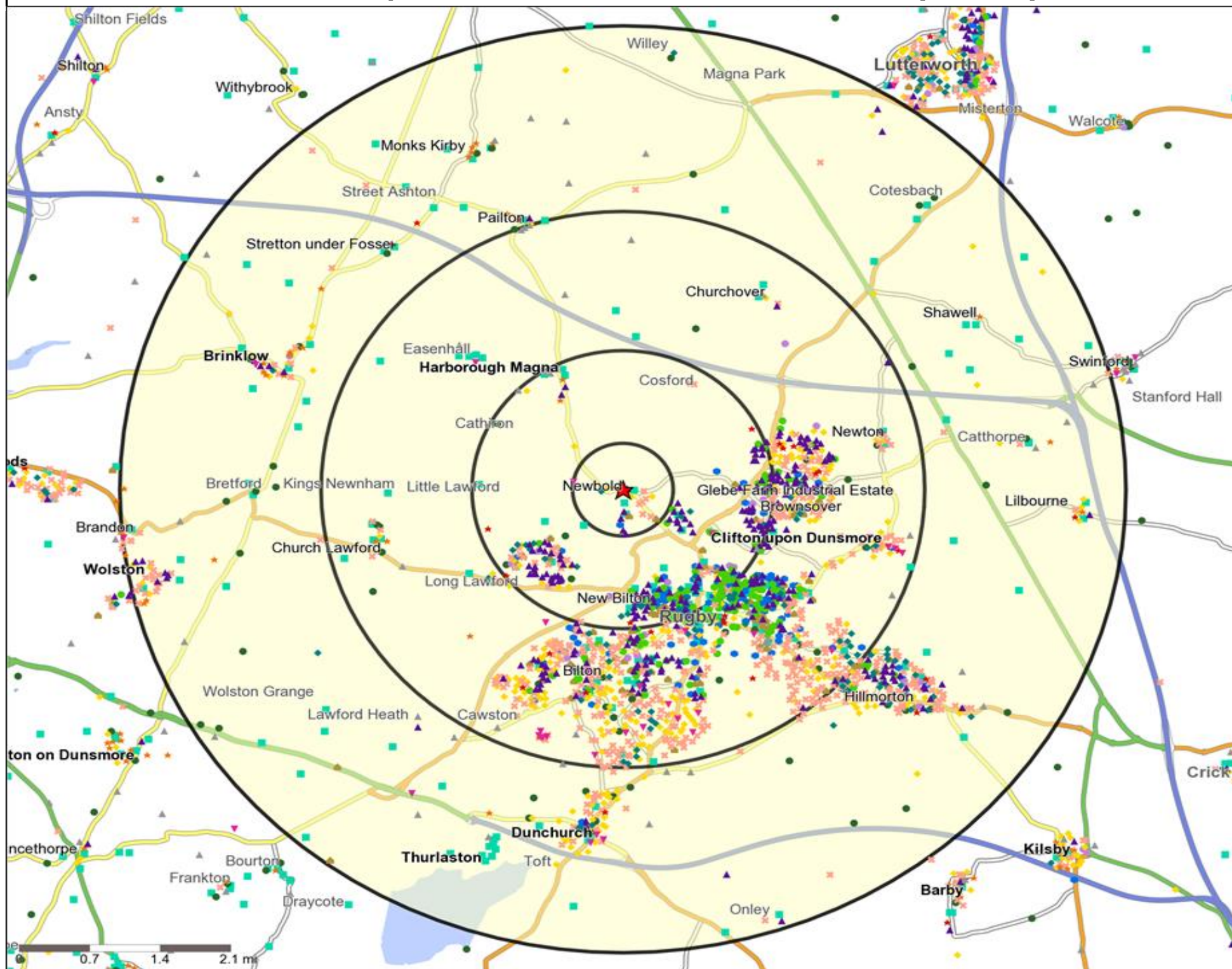
Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	81	93
C Country Living (18+)	0	0
D Rural Reality (18+)	4	5
E Senior Security (18+)	116	119
F Suburban Stability (18+)	235	321
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	171	157
I Family Basics (18+)	239	276
J Transient Renters (18+)	28	40
K Municipal Challenge (18+)	68	96
L Vintage Value (18+)	130	172
M Modest Traditions (18+)	37	65
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	91	98
Adults 18+ estimate 2015	1,200	100

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Occasions Map and Data: NEWBOLD CROWN, RUGBY (670042)



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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

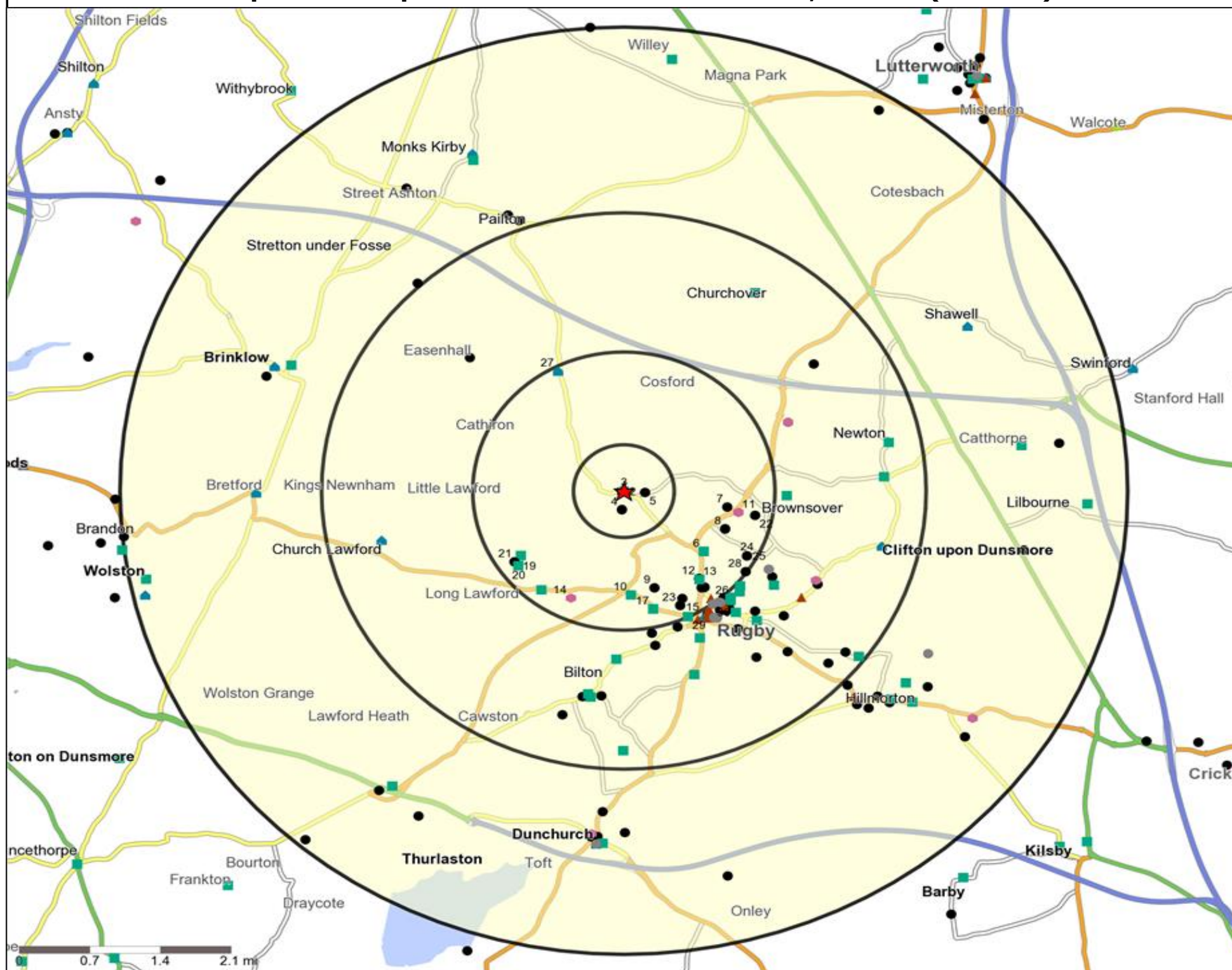
Occasions Data Table

	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	89	1,153	3,651	4,670	5,493	91	90	80	85	86
02 Early Doors	81	1,088	3,683	4,730	5,547	99	102	97	102	104
03 Everyday is Friday	82	1,057	3,603	4,323	4,979	117	116	111	110	110
04 Weekend Millionaires	136	2,102	5,763	6,549	7,142	135	160	123	115	109
05 Out On The Town	112	1,650	5,216	5,940	6,564	115	130	116	108	104
06 Business and Pleasure	31	519	1,945	2,399	2,811	62	79	84	85	86
07 Sporting Pints	90	1,567	4,571	5,057	5,481	84	112	92	84	79
08 Student Social	26	306	1,598	2,147	2,647	57	52	76	84	90
09 Leisurely Lunch	80	960	3,940	4,996	5,865	84	77	89	93	95
10 Wining and Dining	96	1,077	5,201	6,505	7,609	88	76	103	106	108
11 Household Outing	106	1,285	4,471	5,189	5,871	123	115	112	107	105
12 Midweek Meal Deal	67	737	2,269	2,799	3,210	138	117	101	103	102
13 Date Night	80	704	3,814	4,899	5,844	104	70	107	113	117
14 Birthday Treat	74	718	3,257	4,176	4,990	96	72	91	96	100
15 Pre Show Meal	22	301	1,311	1,607	1,862	83	87	107	107	108
Number of Occasions	1,172	15,224	54,293	65,986	75,915	100	100	100	100	100

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Competition Map and Data: NEWBOLD CROWN, RUGBY (670042)



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

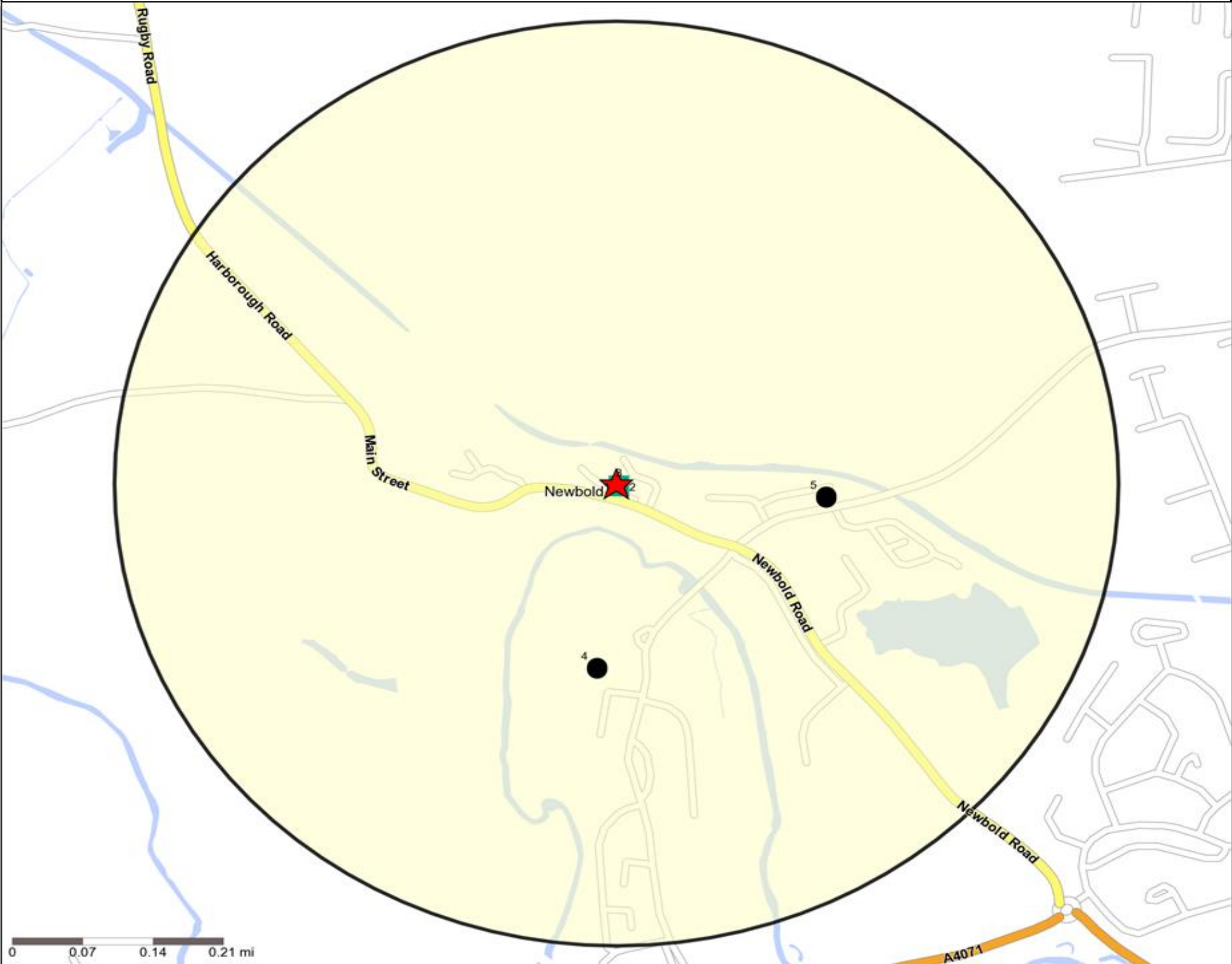


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	5	6
Circuit Bar	0	1	11	12
Community Local	2	8	24	36
Dry Led	1	2	5	11
Branded Food Pub	0	2	4	6
Rural	0	1	1	1
Other	2	15	68	94
Total	5	29	118	166



Competition Map and Data: NEWBOLD CROWN, RUGBY (670042)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	2
Dry Led	1
Branded Food Pub	0
Rural	0
Other	2
Total	5



Local Competition: NEWBOLD CROWN, RUGBY (670042)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	NEWBOLD CROWN, RUGBY	2 MAIN STREET, RUGBY, CV21 1HW	Punch Taverns	CV21 1HW	Punch Taverns	0.00
1	Barley Barn	62 Main Street, Newbold, Rugby	Punch Pub Company	CV21 1HW	Community Local	0.00
2	Barley Mow	64 Main Street, Newbold, Rugby	Punch Pub Company	CV21 1HW	Community Local	0.00
3	Newbold Crown	2 Main Street, Newbold, Rugby	Punch Pub Company	CV21 1HW	Dry Led	0.00
4	Newbold On Avon Rugby Club	Parkfield Road, Newbold On Avon, Rugby	Independent Free	CV21 1EZ	Other	0.20
5	Brownsover Hall Hotel	Brownsover Road, Brownsover, Rugby	Sonoma Hotels	CV21 1HL	Other	0.21
6	Avon Mill Tavern	104 Newbold Road, Rugby	Punch Pub Company	CV21 1DH	Community Local	1.03
7	Eds Easy Diner	Leicester Road, Rugby	Ed's Easy Diner	CV21 1SR	Other	1.04
8	Frankie & Bennys	Leicester Road, Rugby	Restaurant Group	CV21 1RW	Other	1.09
9	New Bilton & District Conservative	59 Avenue Road, Rugby	Independent Free	CV21 2JN	Other	1.09
10	Royal Oak	233 Lawford Road, New Bilton, Rugby	Punch Pub Company	CV21 2JG	Community Local	1.12
11	Bell & Barge	Brownsover Road, Rugby	Mitchells & Butlers	CV21 1RG	Branded Food	1.16
12	Rugby Empire Working Mens Club & Institute	1 Avon Street, Clifton Upon Dunsmore, Rugby	Independent Free	CV21 2LS	Other	1.20
13	Peacock Inn	69 Newbold Road, Rugby	Unknown	CV21 2ND	Community Local	1.21
14	Steam Turbine	Barnaby Road, Rugby	Greene King	CV21 1GB	Branded Food	1.27
15	Indian Association	1 Edward Street, Rugby	Independent Free	CV21 2EZ	Other	1.30
16	Rugby Amalgamated Engineers	8 Newbold Road, Rugby	Independent Free	CV21 2LJ	Other	1.30
17	Holly Bush	Lawford Road, New Bilton, Rugby	Enterprise Inns	CV21 2HR	Community Local	1.30
18	Benn Hall	Newbold Road, Rugby	Independent Free	CV21 2LN	Other	1.31
19	Lawford Arms	13 Main Street, Long Lawford, Rugby	Independent Free	CV23 9AY	Community Local	1.32
20	Caldecott Arms	15 Main Street, Long Lawford, Rugby	Pub People Co Ltd	CV23 9AY	Rural Character	1.32
21	Long Lawford B L	13 West Street, Long Lawford, Rugby	Independent Free	CV23 9BJ	Other	1.33
22	Brownsover Social Club	Boughton Road, Rugby	Independent Free	CV21 1BU	Other	1.33
23	Rugby Workers Union	8 Oliver Street, Rugby	Independent Free	CV21 2ET	Other	1.35
24	Warwickshire College	Technology Drive, Rugby	Independent Free	CV21 1AR	Other	1.41
25	Platform One	Technology Road, Rugby	Independent Free	CV21 1AR	Other	1.41
26	Courthouse	23 North Street, Rugby	Star Pubs & Bars	CV21 2AG	Circuit Bar	1.45
27	Old Lion	Pailton Road, Harborough Magna, Rugby	Hawthorn Leisure	CV23 0HQ	Dry Led	1.45
28	Railway Terrace Snooker Club	17-21 Railway Terrace, Rugby	Independent Free	CV21 3HT	Other	1.49
29	Half Moon	28-30 Lawford Road, Rugby	Admiral Taverns Ltd	CV21 2DY	Community Local	1.50
30	Bar Verve	35 North Street, Rugby	Independent Free	CV21 2AL	Cafe / Wine Bar	1.50