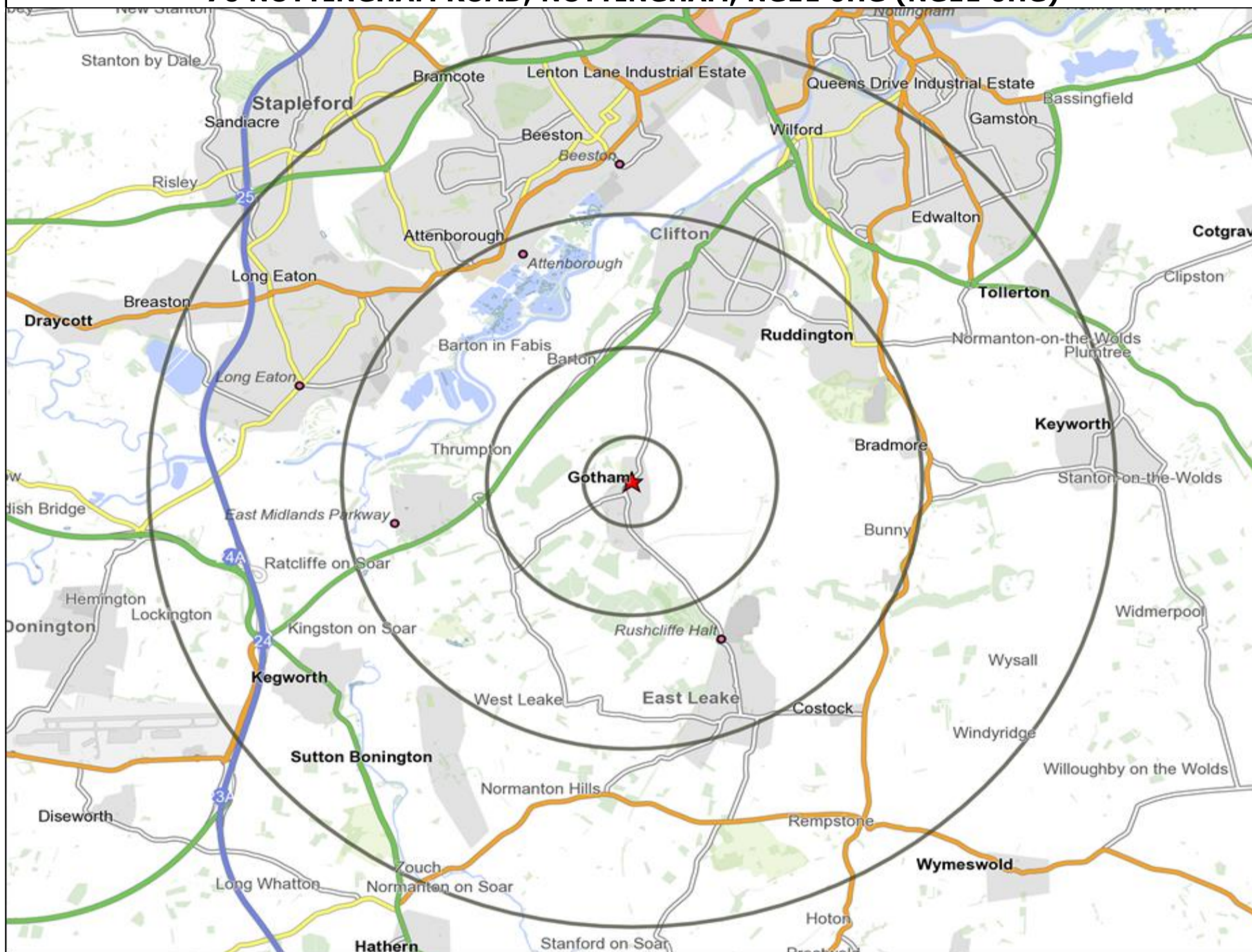




**Customer Profile Report for STAR INN, GOTHAM (Punch Outlet Number: 203361)
70 NOTTINGHAM ROAD, NOTTINGHAM, NG11 0HG (NG11 0HG)**



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

Age Data Table

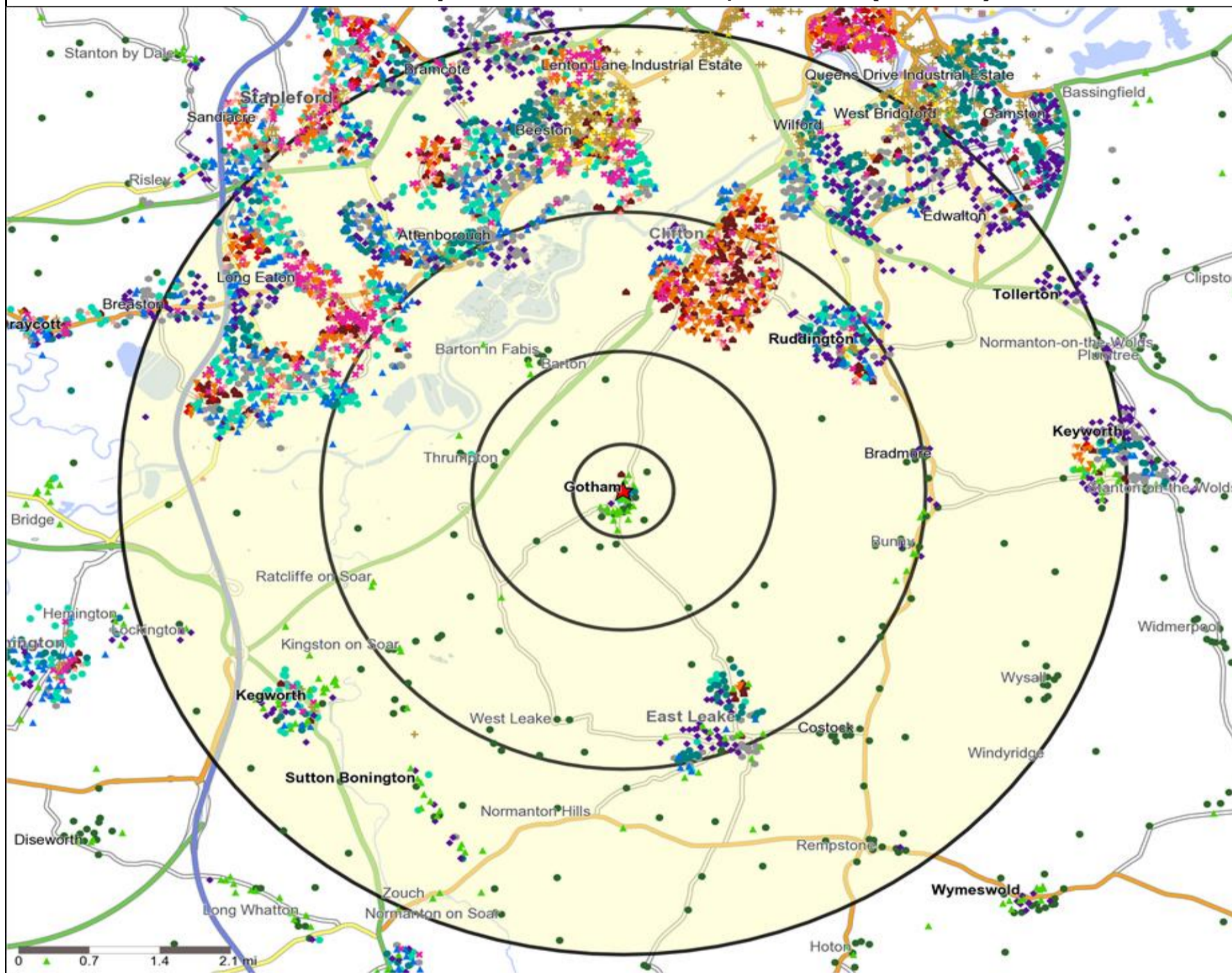
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	184	208	6,948	31,470	13,912	67	68	99	91	89
16-17	35	37	841	3,984	1,719	103	98	96	93	89
18-24	88	99	3,051	22,054	12,322	67	67	90	132	164
25-34	105	119	4,231	23,145	9,570	53	54	82	92	84
35-44	151	167	4,488	21,948	9,376	81	81	94	94	89
45-54	251	285	5,658	26,527	11,584	121	124	106	102	98
55-64	225	246	4,488	20,423	9,450	136	134	106	98	100
65+	422	462	7,840	34,713	15,300	160	158	116	105	102
Population estimate 2015	1,461	1,623	37,545	184,264	83,233	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	1,411	1,570	33,978	161,253	69,700	98%	98%	94%	91%	87%
Mixed / Multiple Ethnic Groups	24	27	858	3,732	2,224	2%	2%	2%	2%	3%
Asian / Asian British	6	6	789	9,372	5,802	0%	0%	2%	5%	7%
Black / African / Caribbean / Black British	4	4	403	2,241	1,706	0%	0%	1%	1%	2%
Other Ethnic Group	0	0	110	1,300	720	0%	0%	0%	1%	1%
All People (Ethnic Group)	1,445	1,607	36,138	177,898	80,152	100	100	100	100	100



Mosaic UK Map and Data: STAR INN, GOTHAM (203361)



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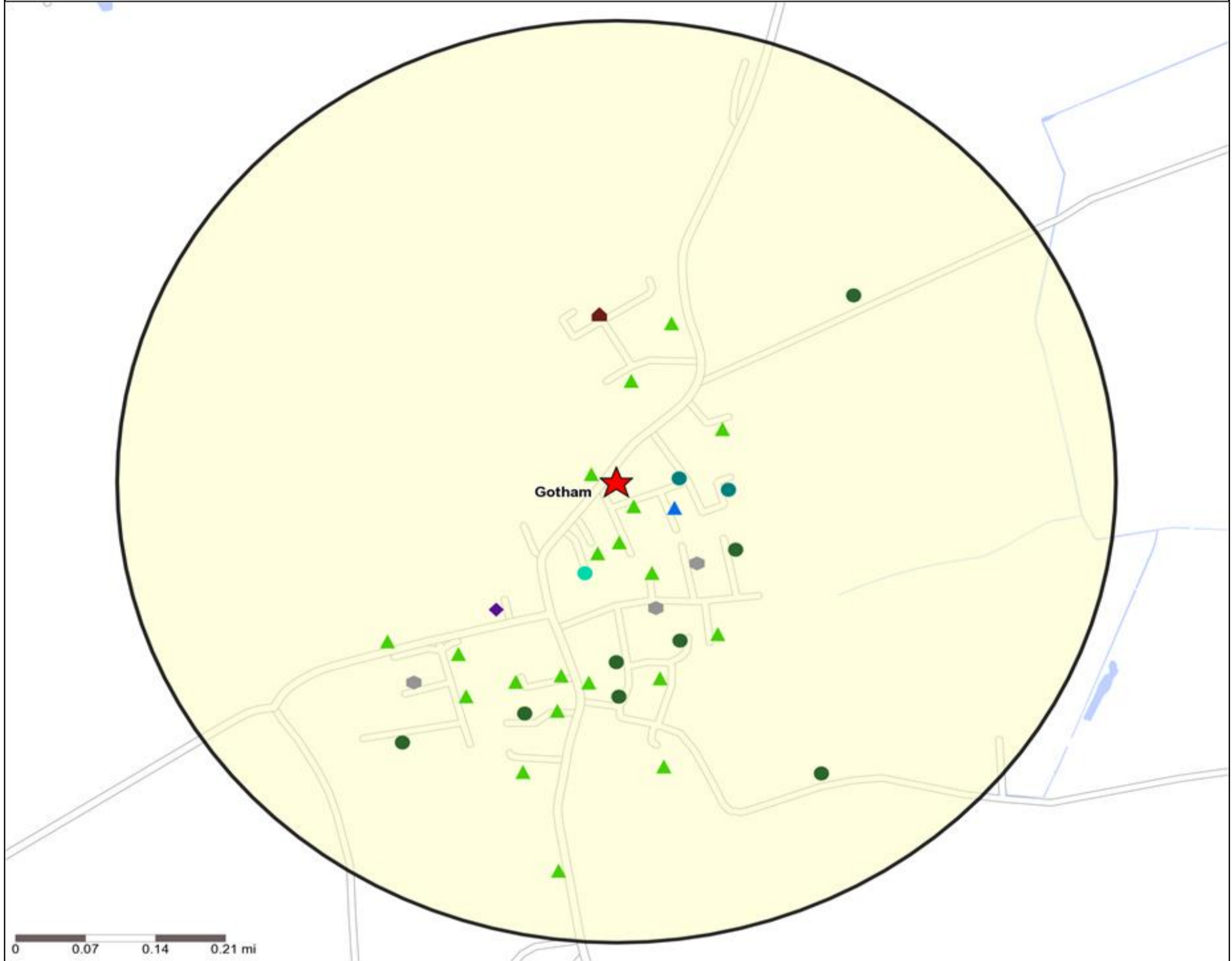
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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 - 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	131	44	0	0	0	2	2
B Prestige Positions (18+)	10	10	2,600	14,423	6,335	11	10	120	139	135
C Country Living (18+)	279	354	1,452	3,386	3,731	323	370	71	34	83
D Rural Reality (18+)	605	663	1,559	4,157	5,091	703	694	76	42	114
E Senior Security (18+)	128	128	2,125	16,391	4,777	127	114	88	142	91
F Suburban Stability (18+)	25	25	1,770	13,043	3,764	33	30	98	150	95
G Domestic Success (18+)	71	71	2,401	13,808	5,884	68	61	96	116	108
H Aspiring Homemakers (18+)	16	19	2,859	19,580	5,363	14	15	106	152	91
I Family Basics (18+)	0	0	4,214	10,912	6,426	0	0	197	106	138
J Transient Renters (18+)	0	0	2,143	10,986	4,427	0	0	125	134	119
K Municipal Challenge (18+)	0	0	593	1,778	1,228	0	0	34	21	32
L Vintage Value (18+)	108	108	5,235	11,781	7,351	138	124	281	132	181
M Modest Traditions (18+)	0	0	2,373	9,034	2,816	0	0	169	134	92
N Urban Cohesion (18+)	0	0	74	2,219	270	0	0	5	30	8
O Rental Hubs (18+)	0	0	222	10,360	7,041	0	0	10	95	142
Adults 18+ estimate 2015	1,242	1,378	29,620	141,989	64,548	100	100	100	100	100



Mosaic UK Map and Data: STAR INN, GOTHAM (203361)



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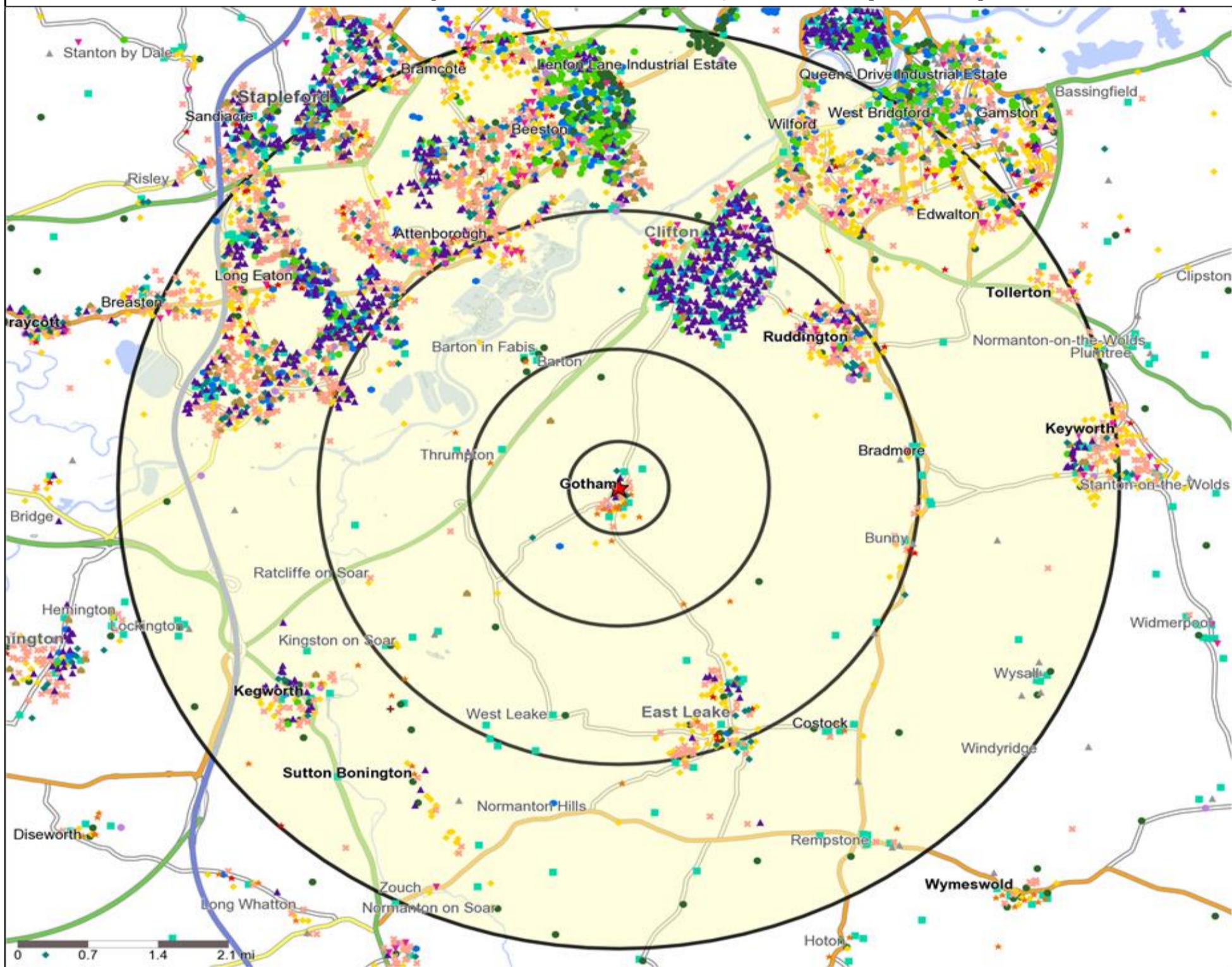
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	10	11
C Country Living (18+)	279	323
D Rural Reality (18+)	605	703
E Senior Security (18+)	128	127
F Suburban Stability (18+)	25	33
G Domestic Success (18+)	71	68
H Aspiring Homemakers (18+)	16	14
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	108	138
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,242	100



Occasions Map and Data: STAR INN, GOTHAM (203361)



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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	107	119	2,660	9,412	4,959	123	124	110	85	97
02 Early Doors	108	117	2,583	9,800	4,578	148	146	128	106	107
03 Everyday is Friday	56	61	1,816	8,636	3,800	90	89	105	109	104
04 Weekend Millionaires	49	53	3,275	11,749	5,535	55	54	132	103	105
05 Out On The Town	51	57	2,491	12,338	5,633	59	60	104	112	111
06 Business and Pleasure	29	34	740	4,180	1,860	65	69	60	74	71
07 Sporting Pints	31	32	1,867	9,220	4,105	32	31	71	76	73
08 Student Social	49	54	764	7,129	4,672	121	122	68	139	197
09 Leisurely Lunch	105	115	2,368	10,319	4,669	123	123	101	96	94
10 Wining and Dining	112	122	2,336	12,327	4,962	116	115	87	101	88
11 Household Outing	43	46	2,307	9,835	4,080	56	55	109	101	91
12 Midweek Meal Deal	85	94	1,369	5,584	2,954	197	199	115	102	117
13 Date Night	112	124	1,728	9,752	4,020	163	165	91	112	100
14 Birthday Treat	88	97	2,018	8,831	4,055	128	129	106	102	101
15 Pre Show Meal	17	19	531	2,949	1,116	72	73	81	98	81
Number of Occasions	1,042	1,144	28,853	132,061	60,998	100	100	100	100	100



Competition Map and Data: STAR INN, GOTHAM (203361)



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

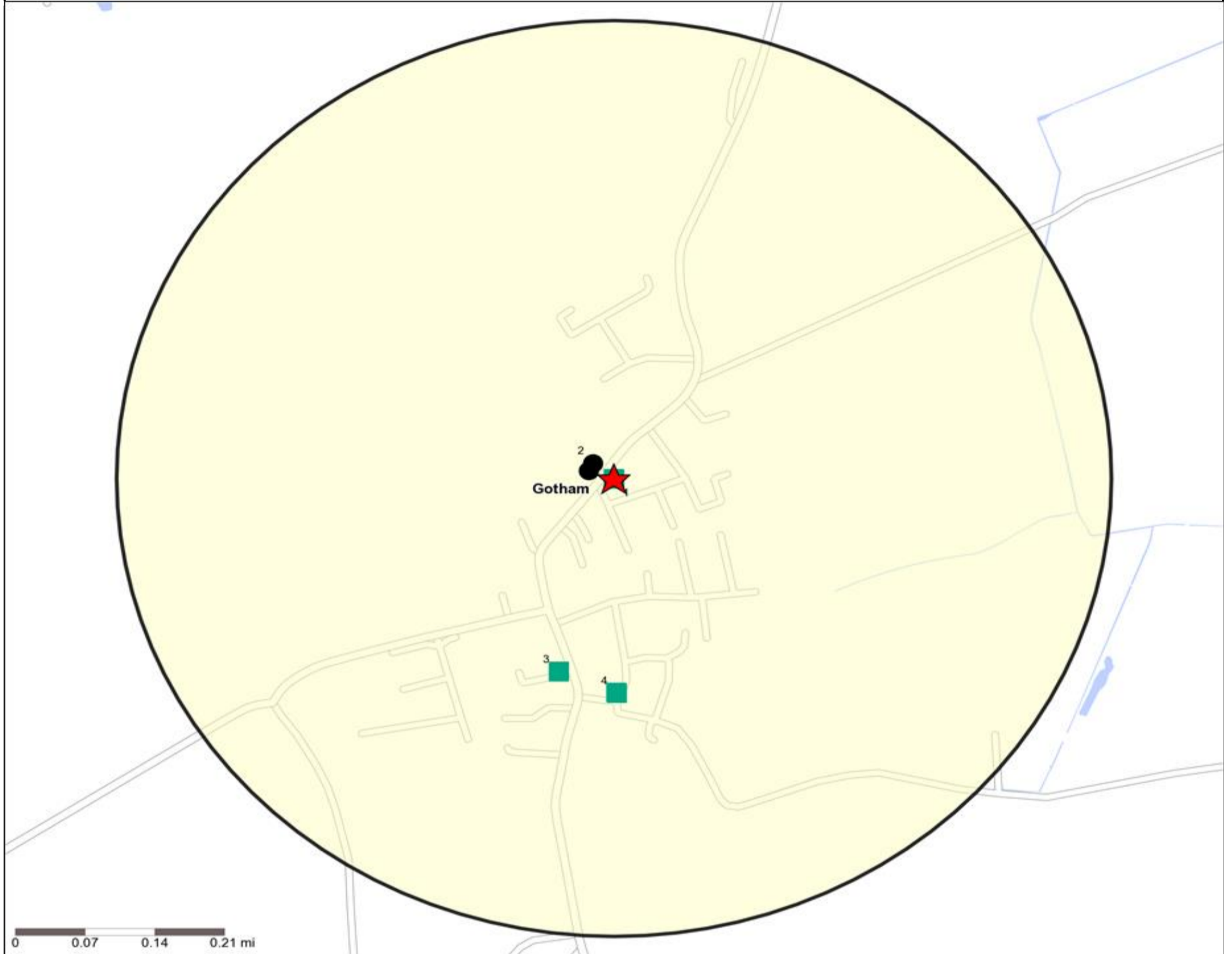
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	1	8
Circuit Bar	0	0	3	15
Community Local	3	3	12	57
Dry Led	0	0	3	12
Branded Food Pub	0	0	4	16
Rural	0	0	0	1
Other	1	1	18	151
Total	4	4	41	260



Competition Map and Data: STAR INN, GOTHAM (203361)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
Total	4



Local Competition: STAR INN, GOTHAM (203361)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	STAR INN, GOTHAM	70 NOTTINGHAM ROAD, NOTTINGHAM, NG11 0HG	Punch Taverns	NG11 0HG	Punch Taverns	0.00
1	Star Inn	70 Nottingham Road, Gotham, Nottingham	Punch Pub Company	NG11 0HG	Community Local	0.00
2	Royal British Legion Club	15 Nottingham Road, Gotham, Nottingham	Independent Free	NG11 0HE	Other	0.03
3	Cuckoo Bush	30 Leake Road, Gotham, Nottingham	Punch Pub Company	NG11 0JL	Community Local	0.22
4	Sun Inn	1 The Square, Gotham, Nottingham	Everards	NG11 0HX	Community Local	0.23
5	Barton Village Hall	Manor Road, Barton-In-Fabis, Nottingham	Independent Free	NG11 0AA	Other	1.62
6	Thrumpton Hall	Church Lane, Thrumpton, Nottingham	Independent Free	NG11 0AX	Other	1.71
7	Rushcliffe Golf Club	Stocking Lane, East Leake, Loughborough	Independent Free	LE12 5RL	Other	2.00
8	Cheddar Road Social Club	Nottingham	Independent Free	NG11 9EX	Other	2.15
9	Peacock Hotel	Southchurch Drive, Nottingham	Greene King	NG11 9FB	Branded Food	2.41
10	Crusader	Hartness Road, Nottingham	Star Pubs & Bars	NG11 8SG	Dry Led	2.51
11	Sun Valley Social Club	Green Lane, Nottingham	Independent Free	NG11 9LQ	Other	2.53
12	Clifton Fc	245 Green Lane, Clifton, Nottingham	Independent Free	NG11 9AZ	Other	2.57
13	East Leake Leisure Centre	Lantern Lane, East Leake, Loughborough	Independent Free	LE12 6QN	Other	2.58
14	Sun Valley Amusements	202 Southchurch Drive, Nottingham	Unknown	NG11 8AA	Other	2.58
15	Nottingham Trent University	Clifton Lane, Nottingham	Independent Free	NG11 8NA	Other	2.62
16	Royal British Legion Club	12 Donington Road, Clifton Estate, Nottingham	Independent Free	NG11 8BJ	Other	2.66
17	Fairham Hotel	Farnborough Road, Nottingham	Star Pubs & Bars	NG11 8LT	Circuit Bar	2.66
18	White Horse Inn	60 Church Street, Ruddington, Nottingham	Punch Pub Company	NG11 6HD	Circuit Bar	2.68
19	Ginos Restorante	58 Church Street, Ruddington, Nottingham	Independent Free	NG11 6HD	Other	2.68
20	Heat Restaurant	3-5 Gotham Road, East Leake, Loughborough	Independent Free	LE12 6JG	Other	2.69
21	Bryer's	13 Gotham Road, East Leake, Loughborough	Independent Free	LE12 6JG	Cafe / Wine Bar	2.69
22	Ruddington Conservative Club	1 Kempson Street, Ruddington, Nottingham	Independent Free	NG11 6DX	Other	2.76
23	Frame Breakers	23 High Street, Ruddington, Nottingham	Independent Free	NG11 6DT	Community Local	2.78
24	De Vere Village	Brailsford Way, Beeston, Nottingham	KSL Capital Partners	NG 9 6DL	Other	2.78
25	Victoria Tavern	40 Wilford Road, Ruddington, Nottingham	Enterprise Inns	NG11 6EQ	Community Local	2.86
26	Ruddington Arms	56 Wilford Road, Ruddington, Nottingham	Star Pubs & Bars	NG11 6EQ	Dry Led	2.86
27	Nags Head	14 Main Street, East Leake, Loughborough	Punch Pub Company	LE12 6PG	Community Local	2.86
28	Bulls Head	78 Main Street, East Leake, Loughborough	Star Pubs & Bars	LE12 6PG	Community Local	2.86
29	Round Robinn	54 Main Street, East Leake, Loughborough	Independent Free	LE12 6PG	Community Local	2.86
30	Cottage Country House Hotel	12 Easthorpe Street, Ruddington, Nottingham	Independent Free	NG11 6LA	Other	2.88