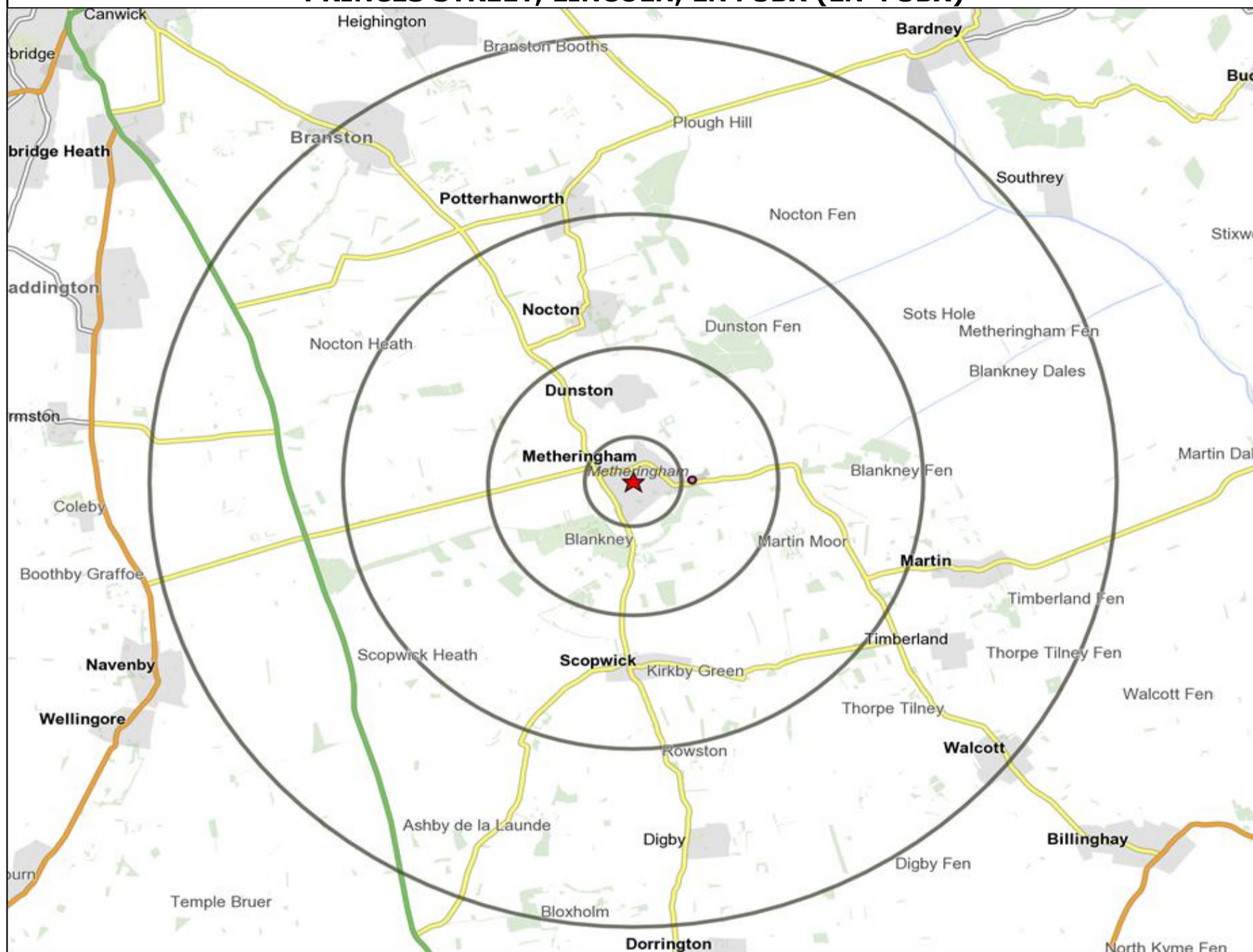




**Customer Profile Report for STAR & GARTER, METHERINGHAM (Punch Outlet Number: 202093)
PRINCES STREET, LINCOLN, LN4 3BX (LN 4 3BX)**



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

Age Data Table

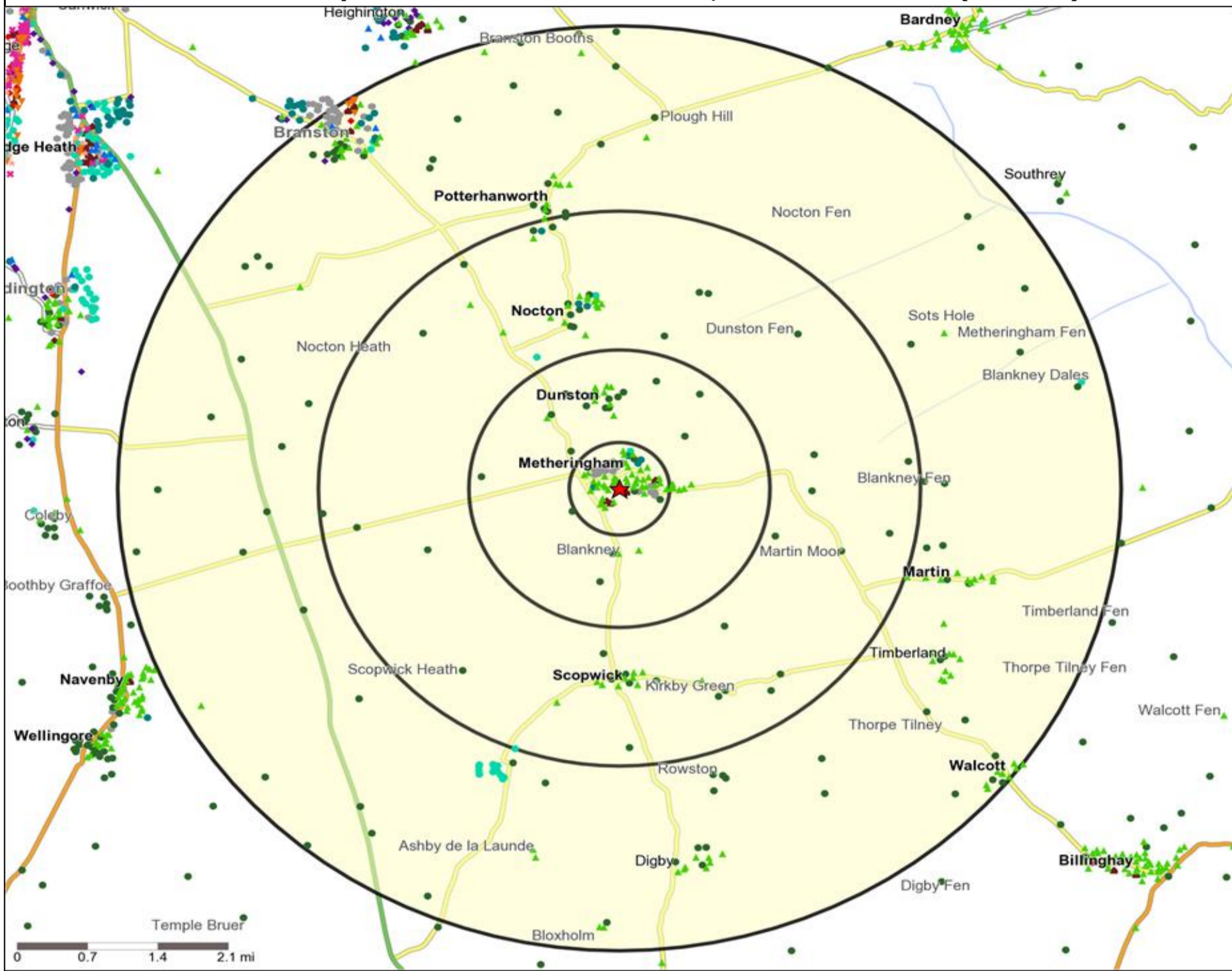
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	539	698	1,034	2,434	6,757	87	86	90	97	93
16-17	95	104	150	307	902	123	103	105	99	101
18-24	203	257	342	741	2,345	68	66	62	62	67
25-34	296	383	574	1,406	3,934	65	65	69	77	75
35-44	377	487	754	1,562	4,338	90	89	97	93	89
45-54	464	653	971	2,104	5,968	99	106	112	112	109
55-64	390	576	818	1,737	4,709	104	118	118	115	108
65+	952	1,174	1,481	3,011	9,587	159	150	134	126	138
Population estimate 2015	3,316	4,332	6,124	13,302	38,540	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	3,259	4,273	6,000	12,953	37,579	99%	99%	99%	99%	98%
Mixed / Multiple Ethnic Groups	15	17	30	80	276	0%	0%	0%	1%	1%
Asian / Asian British	16	16	24	43	183	0%	0%	0%	0%	0%
Black / African / Caribbean / Black British	3	4	5	18	66	0%	0%	0%	0%	0%
Other Ethnic Group	3	6	9	19	55	0%	0%	0%	0%	0%
All People (Ethnic Group)	3,296	4,316	6,068	13,113	38,159	100	100	100	100	100



Mosaic UK Map and Data: STAR & GARTER, METHERINGHAM (202093)



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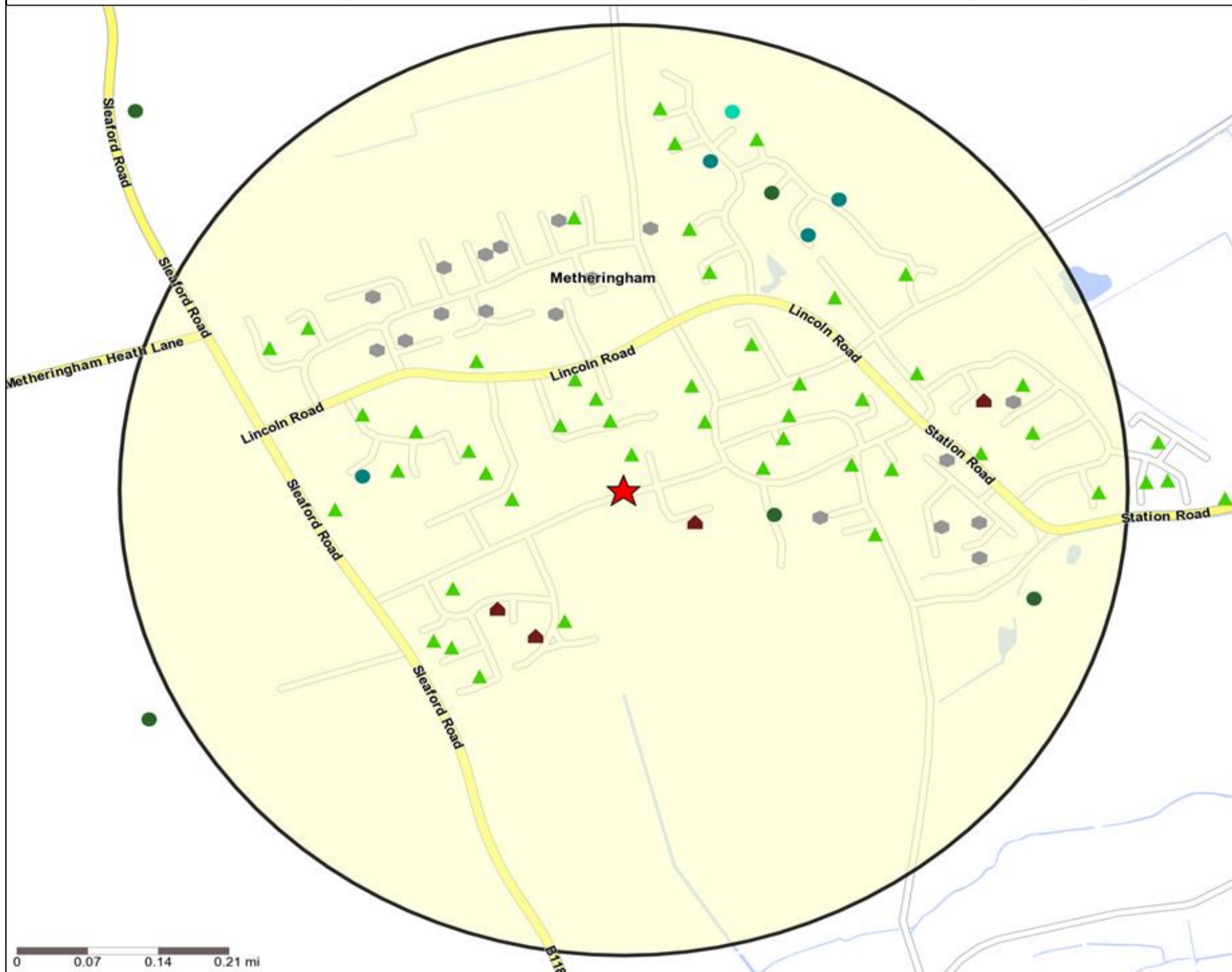
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- I Family Basics
- M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✕ J Transient 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+)	0	0	0	31	723	0	0	0	4	33
C Country Living (18+)	109	491	980	2,102	3,921	58	203	292	291	186
D Rural Reality (18+)	1,633	2,045	2,772	5,409	12,380	878	846	829	750	588
E Senior Security (18+)	532	535	535	918	4,176	244	189	136	108	169
F Suburban Stability (18+)	0	0	0	130	968	0	0	0	20	52
G Domestic Success (18+)	250	256	332	775	3,297	111	87	82	89	129
H Aspiring Homemakers (18+)	28	28	74	487	2,705	11	9	17	51	98
I Family Basics (18+)	0	0	0	154	203	0	0	0	20	9
J Transient Renters (18+)	0	0	0	6	222	0	0	0	1	13
K Municipal Challenge (18+)	0	0	0	77	292	0	0	0	13	16
L Vintage Value (18+)	132	132	132	321	1,405	78	60	43	49	73
M Modest Traditions (18+)	0	0	0	0	77	0	0	0	0	5
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	0	0	0	0	0	0	0
Adults 18+ estimate 2015	2,684	3,487	4,825	10,410	30,369	100	100	100	100	100



Mosaic UK Map and Data: STAR & GARTER, METHERINGHAM (202093)



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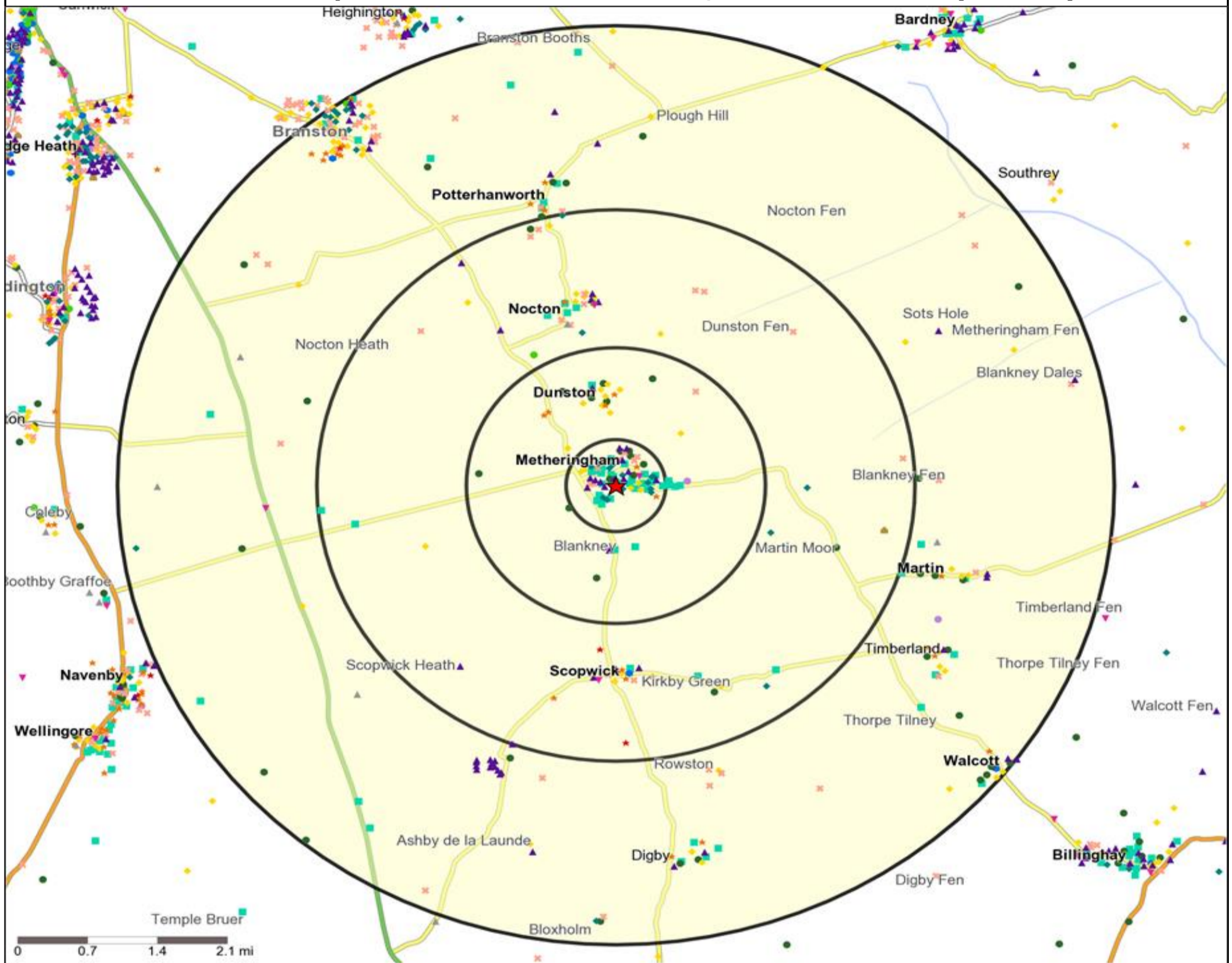
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	0	0
C Country Living (18+)	109	58
D Rural Reality (18+)	1,633	878
E Senior Security (18+)	532	244
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	250	111
H Aspiring Homemakers (18+)	28	11
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	132	78
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	2,684	100



Occasions Map and Data: STAR & GARTER, METHERINGHAM (202093)



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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	237	284	353	713	2,138	143	135	124	109	105
02 Early Doors	218	258	324	680	2,281	158	147	136	124	134
03 Everyday is Friday	132	163	223	480	1,462	112	109	110	103	101
04 Weekend Millionaires	169	199	262	718	2,207	99	92	89	107	105
05 Out On The Town	61	81	112	371	1,310	37	39	40	57	65
06 Business and Pleasure	42	58	94	230	653	50	54	64	69	63
07 Sporting Pints	78	90	114	314	971	43	39	37	44	44
08 Student Social	101	140	205	434	1,129	132	144	155	143	120
09 Leisurely Lunch	200	259	349	747	2,278	124	126	126	117	115
10 Wining and Dining	190	252	353	840	2,709	104	108	112	116	120
11 Household Outing	100	111	133	327	1,258	69	60	53	57	70
12 Midweek Meal Deal	55	103	163	401	1,117	67	99	116	124	111
13 Date Night	208	281	388	829	2,496	160	170	173	161	156
14 Birthday Treat	154	191	260	565	1,820	118	116	116	110	114
15 Pre Show Meal	29	40	65	163	497	65	70	84	92	90
Number of Occasions	1,974	2,510	3,398	7,812	24,326	100	100	100	100	100



Competition Map and Data: STAR & GARTER, METHERINGHAM (202093)



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

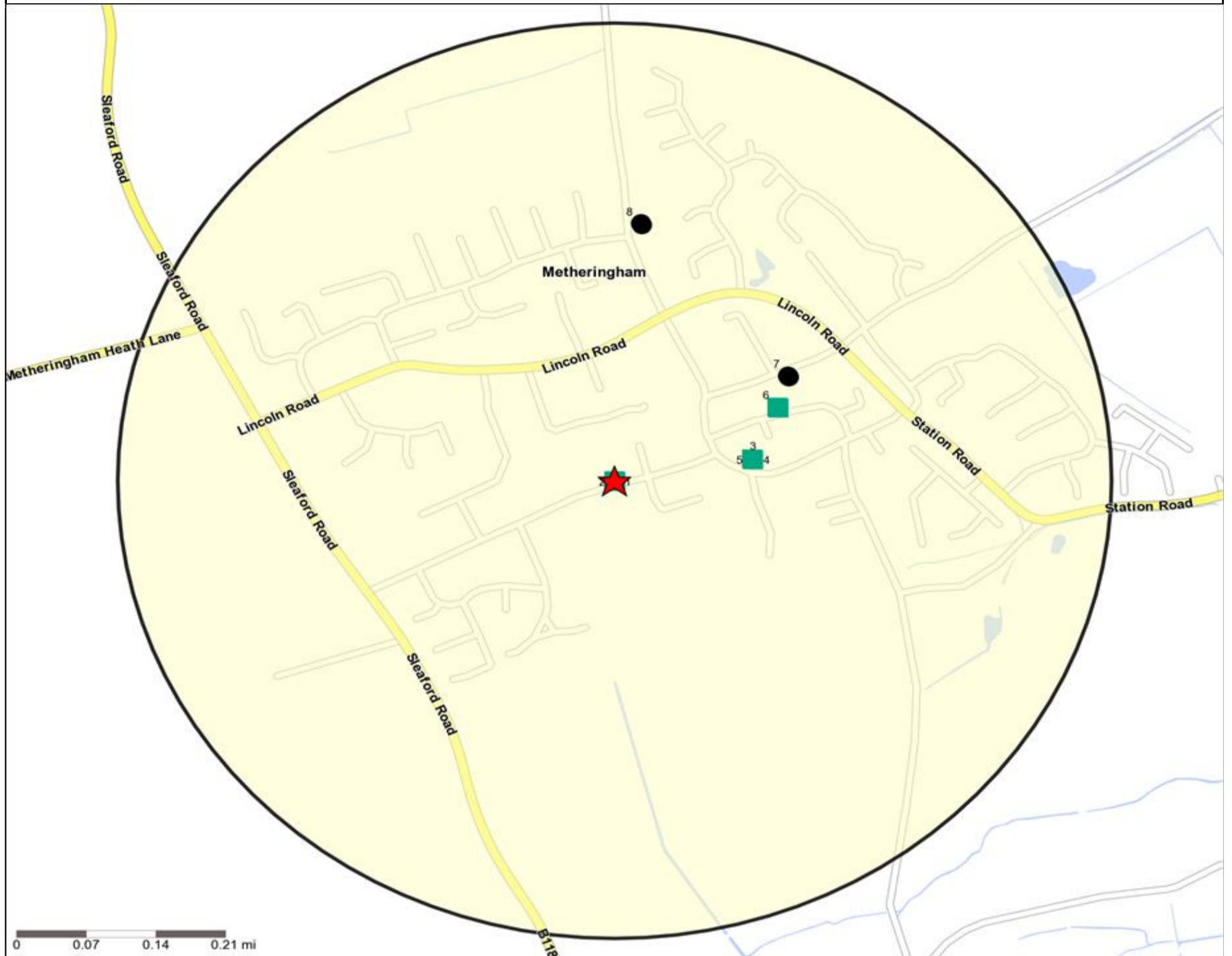
-  Location
-  Branded Food
-  Dry Led
-  Café / Wine Bar
-  Other
-  Circuit Bar
-  Rural Character
-  Rivers, Canals and Lakes
-  Community Local

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	0
Circuit Bar	0	0	0	0
Community Local	3	3	4	9
Dry Led	0	1	1	2
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	5	7	9	13
Total	8	11	14	24



Competition Map and Data: STAR & GARTER, METHERINGHAM (202093)



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	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	5
Total	8



Local Competition: STAR & GARTER, METHERINGHAM (202093)

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 & GARTER, METHERINGHAM	PRINCES STREET, LINCOLN, LN4 3BX	Punch Taverns	LN 4 3BX	Punch Taverns	0.00
1	Star & Garter	Princes Street, Metherringham, Lincoln	Punch Pub Company	LN 4 3BX	Community Local	0.00
2	Metherringham Bowls Club	Princes Street, Metherringham, Lincoln	Independent Free	LN 4 3BX	Other	0.00
3	Mowgli	13 High Street, Metherringham, Lincoln	Independent Free	LN 4 3DZ	Other	0.14
4	White Hart	High Street, Metherringham, Lincoln	Admiral Taverns Ltd	LN 4 3DZ	Community Local	0.14
5	Scarf & Goggles	53 High Street, Metherringham, Lincoln	Independent Free	LN 4 3DZ	Other	0.14
6	Londesborough Arms	Middle Street, Metherringham, Lincoln	George Bateman & Son	LN 4 3EU	Community Local	0.18
7	Metherringham Squash Club	Fen Road, Metherringham, Lincoln	Independent Free	LN 4 3AA	Other	0.21
8	Dunston Village Hall	Dunston Road, Metherringham, Lincoln	Independent Free	LN 4 3ED	Other	0.28
9	Blankney Golf Club	Lincoln Road, Blankney, Lincoln	Independent Free	LN 4 3AZ	Other	0.70
10	Blankney Cricket Club	Lincoln Road, Blankney, Lincoln	Independent Free	LN 4 3AZ	Other	0.70
11	Red Lion	Middle Street, Dunston, Lincoln	Independent Free	LN 4 2EW	Dry Led	1.04
12	Nocton Village Hall	Nocton, Lincoln	Independent Free	LN 4 2BA	Other	1.97
13	Royal Oak	2 Brookside, Scopwick, Lincoln	Enterprise Inns	LN 4 3PA	Community Local	2.11
14	Martin Court Boutique Hotel	Martin Moor, Metherringham, Lincoln	Independent Free	LN 4 3BQ	Other	2.32
15	Raf Digby	Digby, Lincoln	Independent Free	LN 4 3LH	Other	3.20
16	Manor House	Timberland Road, Martin, Lincoln	Independent Free	LN 4 3QS	Other	3.41
17	Penny Farthing	4 Station Road, Timberland, Lincoln	Independent Free	LN 4 3SA	Community Local	3.57
18	Royal Oak	High Street, Martin, Lincoln	Independent Free	LN 4 3QT	Community Local	3.61
19	Pottergate Golf Club	Moor Lane, Branston, Lincoln	Independent Free	LN 4 1JA	Other	4.11
20	Red Lion	Church Street, Digby, Lincoln	Punch Pub Company	LN 4 3LZ	Community Local	4.15
21	White Horse	Dunston Fen, Metherringham, Lincoln	Independent Free	LN 4 3AP	Dry Led	4.43
22	Branston Home Guards Club	12 High Street, Branston, Lincoln	Independent Free	LN 4 1NB	Other	4.66
23	Waggon & Horses	1 High Street, Branston, Lincoln	Enterprise Inns	LN 4 1NB	Community Local	4.66
24	Plough Inn	53 High Street, Walcott, Lincoln	Independent Free	LN 4 3SW	Community Local	4.98
25	Branston Hall Hotel	Lincoln Road, Branston, Lincoln	Independent Free	LN 4 1PD	Other	5.09
26	Lion & Royal	57 High Street, Navenby, Lincoln	Wellington	LN 5 0DZ	Community Local	5.38
27	Kings Head	31 High Street, Navenby, Lincoln	Punch Pub Company	LN 5 0EE	Dry Led	5.39
28	Riverside Inn	Ferry Road, Southrey, Lincoln	Independent Free	LN 3 5TA	Community Local	5.48
29	Butcher & Beast	High Street, Heighington, Lincoln	George Bateman & Son	LN 4 1JS	Community Local	5.50
30	Musicians Arms	Sleaford Road, Dorrington, Lincoln	*Other Small Retail Groups	LN 4 3PU	Community Local	5.55