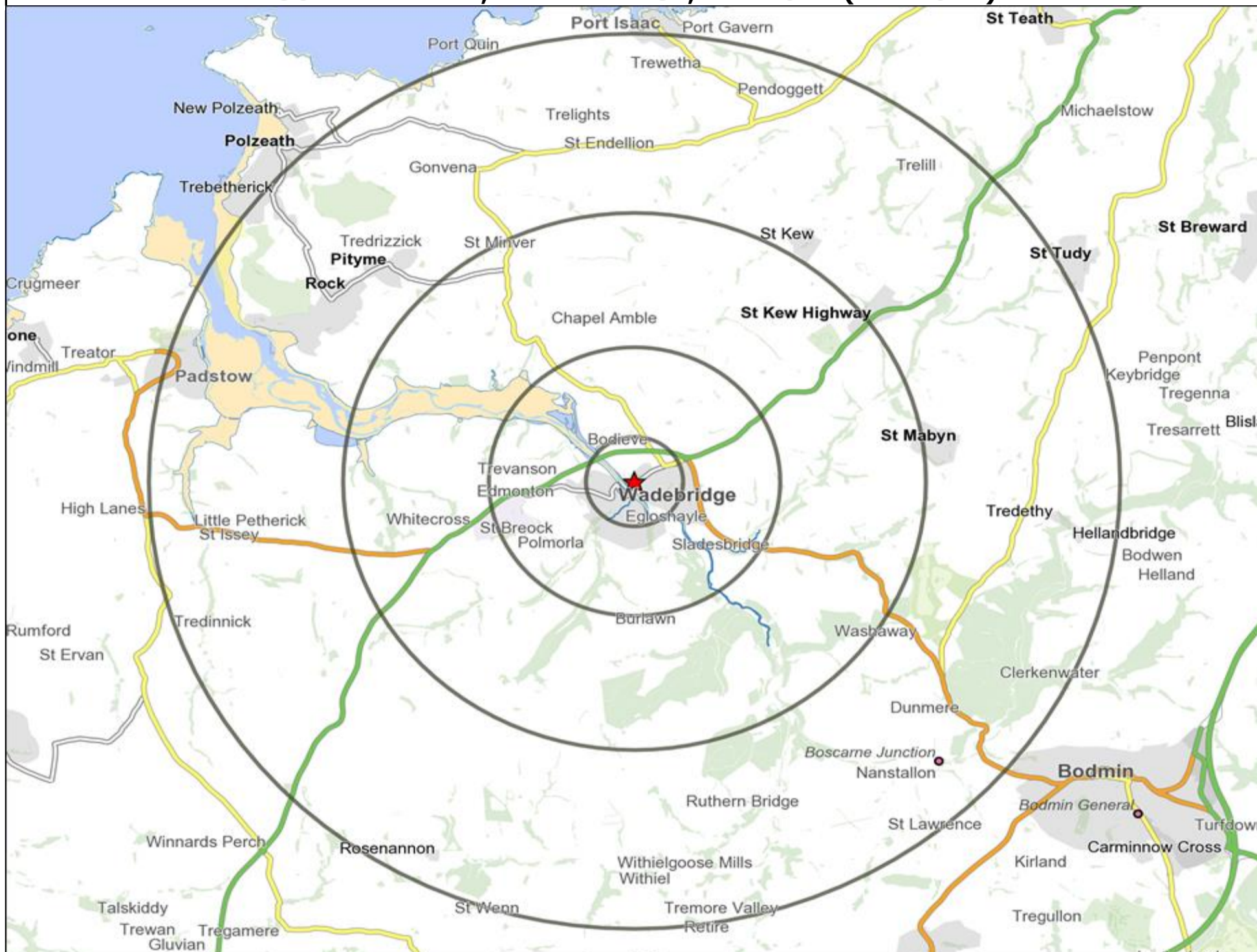




**Customer Profile Report for SHIP INN, WADEBRIDGE (Punch Outlet Number: 203313)
GONVENA HILL, WADEBRIDGE, PL27 6DF (PL27 6DF)**



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

Age Data Table

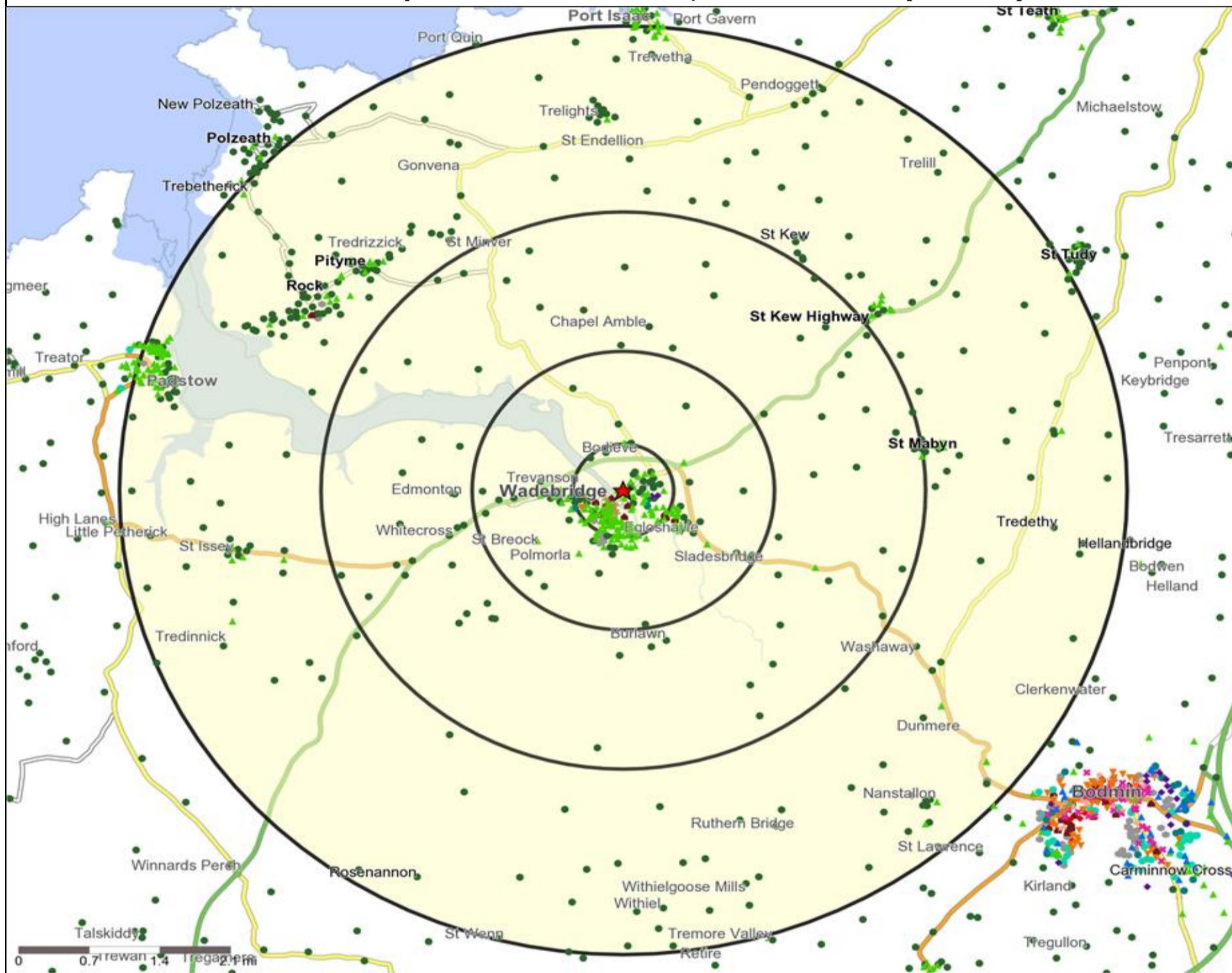
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	634	1,151	1,333	2,492	4,733	80	85	83	79	88
16-17	113	224	250	371	684	116	133	126	95	103
18-24	318	487	542	918	1,907	84	74	70	61	74
25-34	466	695	782	1,472	2,908	81	70	67	64	74
35-44	441	741	894	1,662	3,056	83	81	82	78	84
45-54	533	924	1,111	2,205	3,901	90	90	92	93	96
55-64	469	870	1,107	2,339	3,680	99	106	115	124	114
65+	1,223	2,138	2,525	5,276	7,754	162	164	164	175	150
Population estimate 2015	4,197	7,230	8,544	16,735	28,623	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	4,069	7,024	8,226	15,420	26,839	99%	99%	99%	99%	98%
Mixed / Multiple Ethnic Groups	13	33	39	77	191	0%	0%	0%	0%	1%
Asian / Asian British	18	31	45	98	199	0%	0%	1%	1%	1%
Black / African / Caribbean / Black British	8	11	12	18	39	0%	0%	0%	0%	0%
Other Ethnic Group	3	7	14	40	65	0%	0%	0%	0%	0%
All People (Ethnic Group)	4,111	7,106	8,336	15,653	27,333	100	100	100	100	100



Mosaic UK Map and Data: SHIP INN, WADEBRIDGE (203313)



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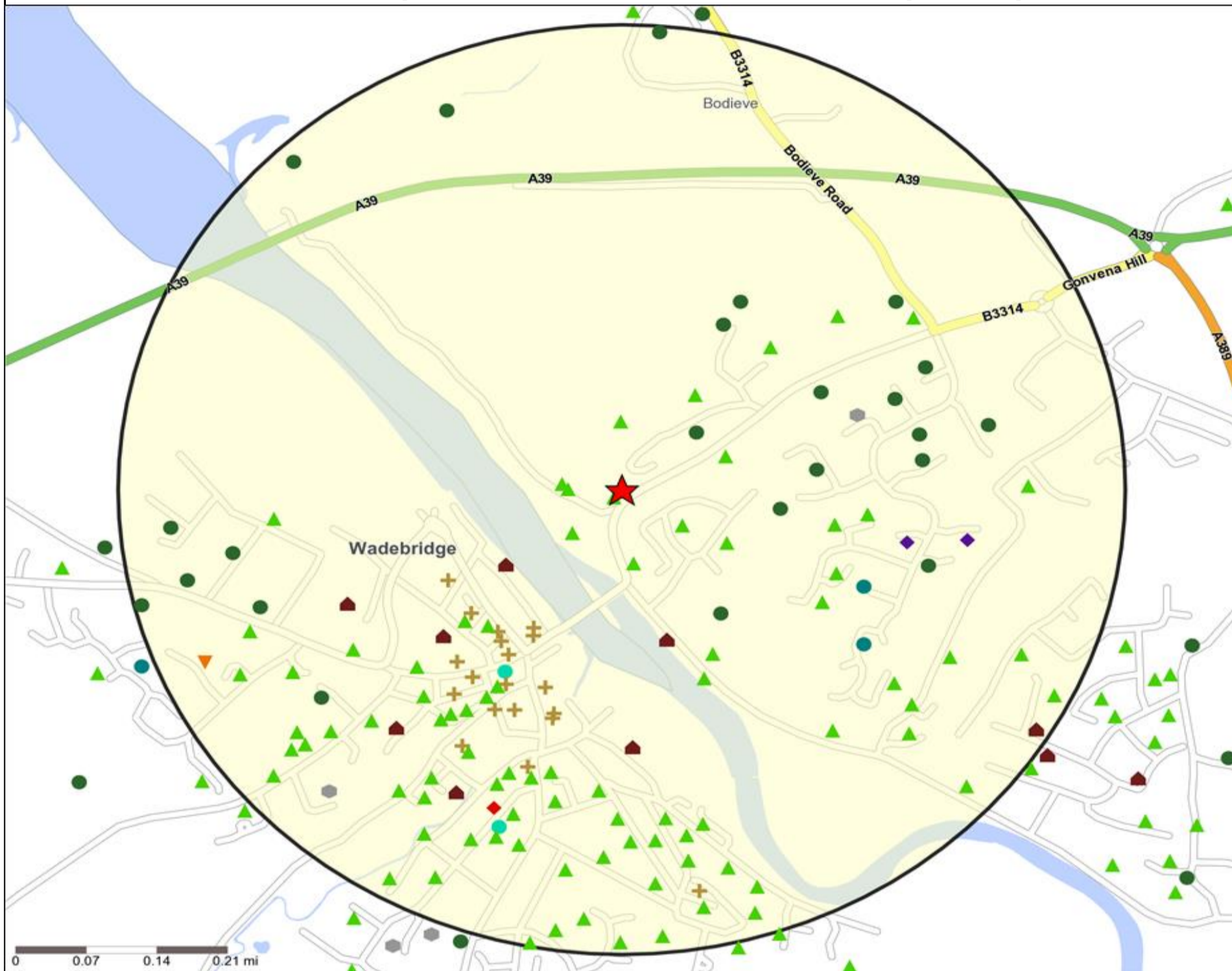
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- C Country Living
- B Prestige Positions
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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	0	0	0	0	0	0	0
B Prestige Positions (18+)	34	34	34	34	67	14	8	7	3	4
C Country Living (18+)	532	1,125	2,141	6,345	8,511	224	278	445	660	529
D Rural Reality (18+)	2,093	3,500	3,591	6,052	6,076	882	868	748	631	378
E Senior Security (18+)	62	210	210	353	889	22	44	37	31	47
F Suburban Stability (18+)	0	0	0	0	445	0	0	0	0	31
G Domestic Success (18+)	146	219	219	219	348	51	45	38	19	18
H Aspiring Homemakers (18+)	11	11	11	11	858	4	2	2	1	41
I Family Basics (18+)	20	64	64	64	1,915	8	15	13	6	115
J Transient Renters (18+)	0	0	0	0	1,357	0	0	0	0	101
K Municipal Challenge (18+)	11	11	11	11	361	5	3	3	1	27
L Vintage Value (18+)	313	441	441	543	1,547	145	120	101	62	106
M Modest Traditions (18+)	0	0	0	0	318	0	0	0	0	29
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	204	204	204	204	476	77	45	38	19	27
Adults 18+ estimate 2015	3,426	5,819	6,926	13,836	23,168	100	100	100	100	100



Mosaic UK Map and Data: SHIP INN, WADEBRIDGE (203313)



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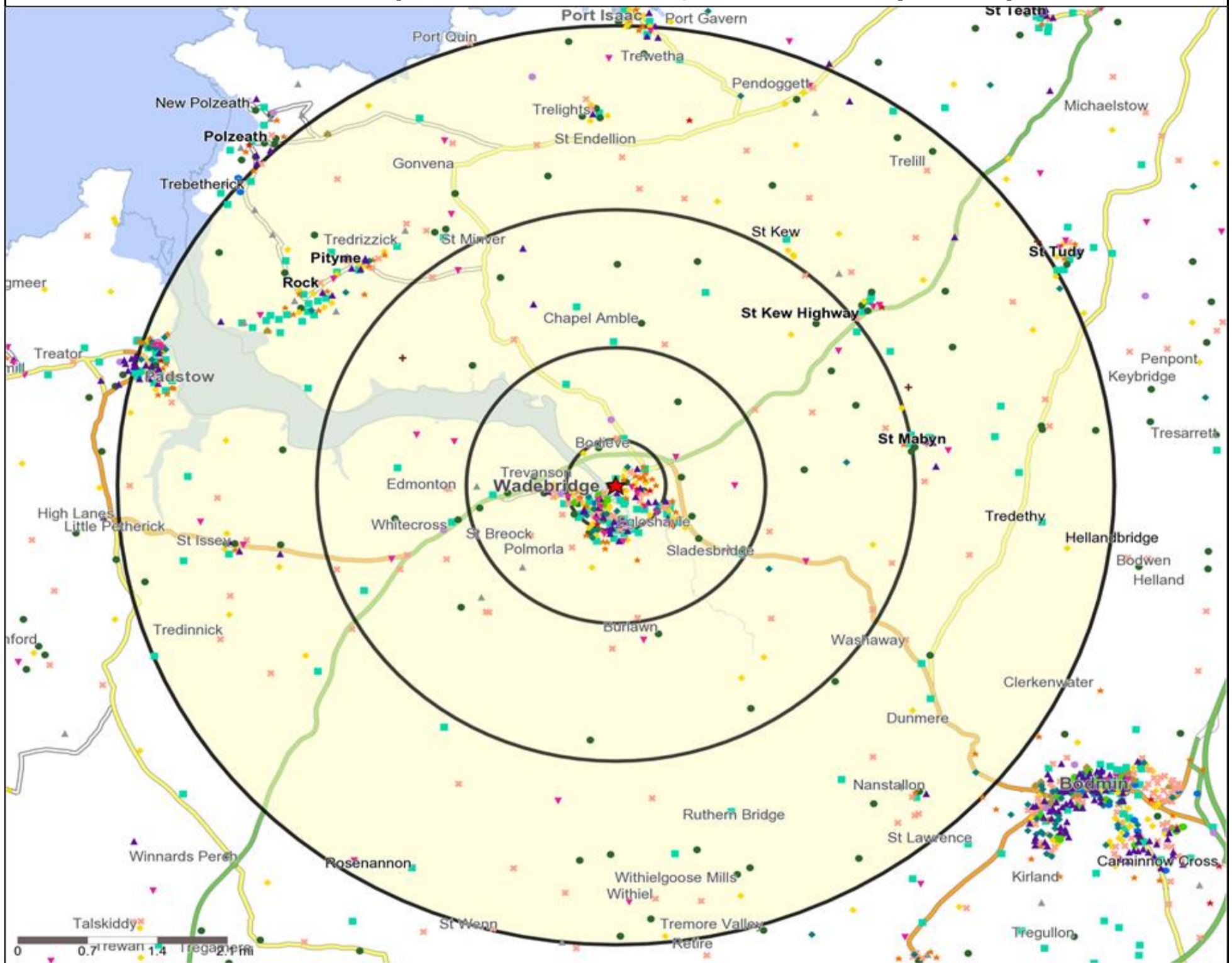
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
 A City Prosperity
 B Prestige Positions
 C Country Living
- D Rural Reality
 E Senior Security
 F Suburban Stability
 G Domestic Success
- H Aspiring Homemakers
 I Family Basics
 J Transient Renters
 K Municipal 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+)	34	14
C Country Living (18+)	532	224
D Rural Reality (18+)	2,093	882
E Senior Security (18+)	62	22
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	146	51
H Aspiring Homemakers (18+)	11	4
I Family Basics (18+)	20	8
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	11	5
L Vintage Value (18+)	313	145
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	204	77
Adults 18+ estimate 2015	3,426	100



Occasions Map and Data: SHIP INN, WADEBRIDGE (203313)



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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	282	470	529	1,021	1,943	126	124	122	133	128
02 Early Doors	263	429	486	879	1,662	141	135	134	136	131
03 Everyday is Friday	175	292	312	489	1,007	110	108	101	89	93
04 Weekend Millionaires	197	333	375	659	1,763	86	85	84	83	113
05 Out On The Town	94	159	185	289	1,123	42	42	43	38	74
06 Business and Pleasure	66	113	139	276	533	58	58	63	70	68
07 Sporting Pints	127	198	208	305	979	52	48	44	36	59
08 Student Social	137	246	322	627	867	132	140	160	176	123
09 Leisurely Lunch	266	462	539	1,001	1,719	122	125	128	134	116
10 Wining and Dining	270	465	545	966	1,631	109	111	113	113	97
11 Household Outing	117	200	216	342	1,091	60	60	57	51	82
12 Midweek Meal Deal	171	290	313	535	1,016	155	155	146	141	135
13 Date Night	262	451	527	975	1,398	149	152	155	161	117
14 Birthday Treat	212	355	392	640	1,069	121	119	115	106	89
15 Pre Show Meal	30	57	86	181	362	50	56	73	87	88
Number of Occasions	2,669	4,520	5,174	9,185	18,163	100	100	100	100	100



Competition Map and Data: SHIP INN, WADEBRIDGE (203313)



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

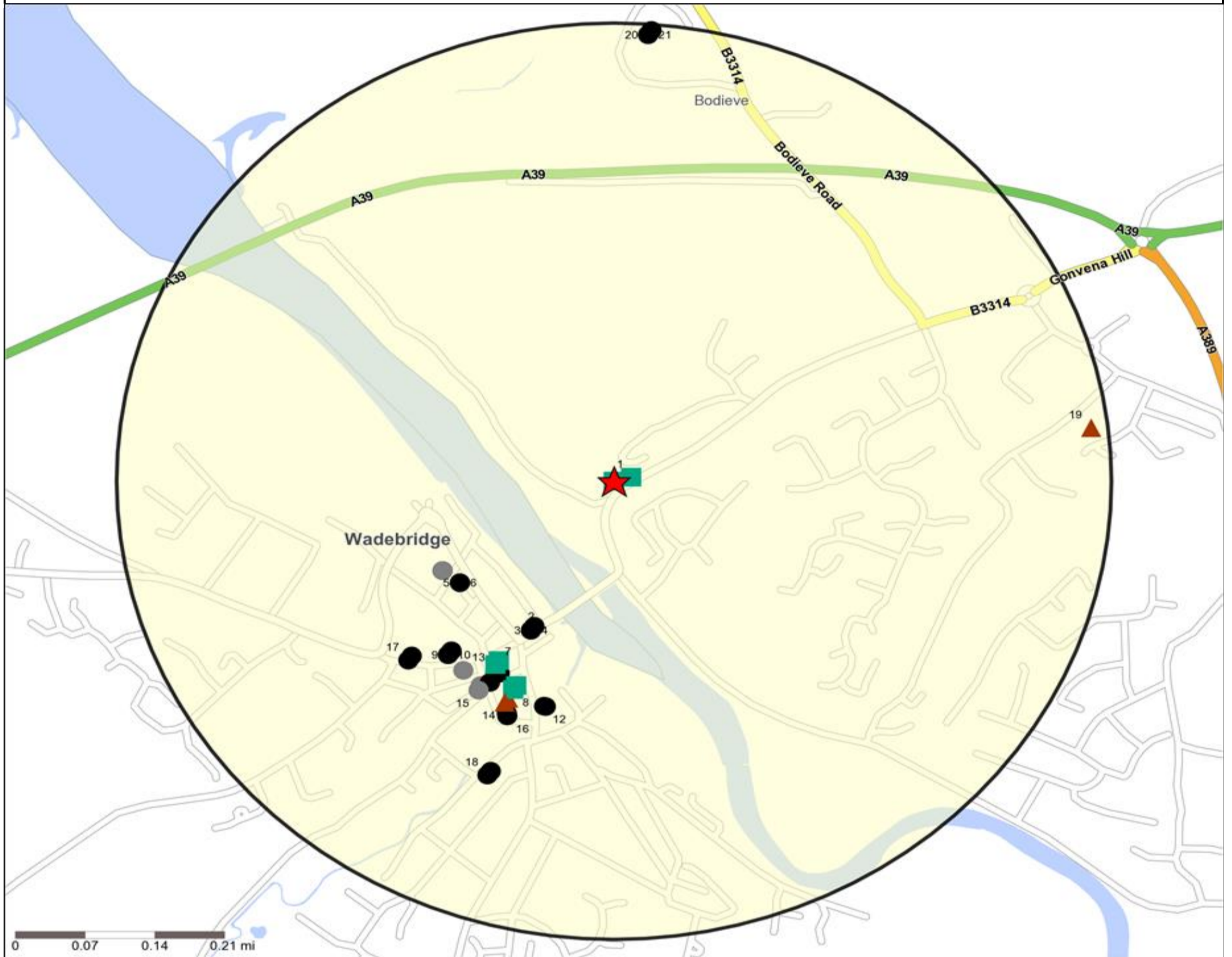
- ★ Location
- Café / Wine Bar
- Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- Other
- ~ Rivers, Canals and Lakes
- Community Local
- ◆ Rural Character

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	2	2	3	6
Circuit Bar	2	2	2	3
Community Local	3	3	4	10
Dry Led	0	2	3	8
Branded Food Pub	0	1	1	1
Rural	0	0	1	3
Other	14	16	21	65
Total	21	26	35	96



Competition Map and Data: SHIP INN, WADEBRIDGE (203313)



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	2
Circuit Bar	2
Community Local	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	14
Total	21



Local Competition: SHIP INN, WADEBRIDGE (203313)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SHIP INN, WADEBRIDGE	GONVENA HILL, WADEBRIDGE, PL27 6DF	Punch Taverns	PL27 6DF	Punch Taverns	0.00
1	Ship Inn	Gonvena Hill, Wadebridge	Punch Pub Company	PL27 6DF	Community Local	0.02
2	Barnys Fish And Chip Shop	10 Molesworth Street, Wadebridge	Independent Free	PL27 7DA	Other	0.18
3	Bridge Bistro	4 Molesworth Street, Wadebridge	Independent Free	PL27 7DA	Other	0.18
4	Bash Baagan	1a Molesworth Street, Wadebridge	Independent Free	PL27 7DA	Other	0.18
5	Glass House	6 Eddystone Road, Wadebridge	Independent Free	PL27 7AL	Other	0.19
6	Raj Bar And Restaurant	1 Eddystone Road, Wadebridge	Independent Free	PL27 7AL	Other	0.19
7	Swan Wadebridge	9 Molesworth Street, Wadebridge	St Austell	PL27 7DD	Community Local	0.23
8	Bridge On Wool	The Platt, Wadebridge	Enterprise Inns	PL27 7AQ	Community Local	0.25
9	Molesworth Arms	38 Molesworth Street, Wadebridge	St Austell	PL27 7DP	Other	0.25
10	Granary	34 Molesworth Street, Wadebridge	Independent Free	PL27 7DP	Other	0.25
11	Little Plates	Polmorla Road, Wadebridge	Independent Free	PL27 7ND	Other	0.25
12	Dancing Tai Pan Restaurant	The Platt, Wadebridge	Independent Free	PL27 7AD	Other	0.26
13	Picture And Coffee House	33 Molesworth Street, Wadebridge	Independent Free	PL27 7DH	Cafe / Wine Bar	0.26
14	Buskers	1-3 Polmorla Mews, Wadebridge	Independent Free	PL27 7LZ	Circuit Bar	0.27
15	Relish Food & Drink	6-9 Foundry Court, Wadebridge	Independent Free	PL27 7QN	Cafe / Wine Bar	0.27
16	Kerrys	14 Polmorla Walk, Wadebridge	Independent Free	PL27 7NS	Other	0.28
17	Wadebridge & District Conservative Club	54 Molesworth Street, Wadebridge	Independent Free	PL27 7DR	Other	0.28
18	Wadebridge Social Club	Fair Park Road, Wadebridge	St Austell	PL27 7NT	Other	0.35
19	Studio Bar	Bess Park Road, Tenant Industrial Estate, Wadebridge	Independent Free	PL27 6HB	Circuit Bar	0.48
20	Little Bodieve Holiday Park	Bodieve, Wadebridge	Independent Free	PL27 6EG	Other	0.49
21	Bridgers Social Club	Bodieve Park Bodieve, Bodieve, Wadebridge	Independent Free	PL27 6EG	Other	0.49
22	Earl Of St Vincent Inn	Egloshayle Village, Egloshayle, Wadebridge	St Austell	PL27 6HT	Dry Led	0.74
23	Falcon	West Hill, Wadebridge	Marston's	PL27 7HW	Branded Food	1.01
24	Cornwall Young Farmers Club	Wadebridge	Independent Free	PL27 7JE	Other	1.39
25	Royal Cornwall Showground	Royal Cornwall Showground, Whitecross, Wadebridge	Independent Free	PL27 7JE	Other	1.39
26	Slades House Inn	Sladesbridge, Wadebridge	Independent Free	PL27 6JB	Dry Led	1.45
27	Wadebridge Camel Rugby Club	Egloshayle Road, Egloshayle, Wadebridge	Independent Free	PL27 6EL	Other	1.62
28	Wadebridge Cricket Club	Egloshayle Road, Egloshayle, Wadebridge	Independent Free	PL27 6EL	Other	1.62
29	Quarryman Inn	Edmonton, Wadebridge	Independent Free	PL27 7JA	Dry Led	1.67
30	Maltsters	Chapel Amble, Wadebridge	Punch Pub Company	PL27 6EU	Rural Character	1.78