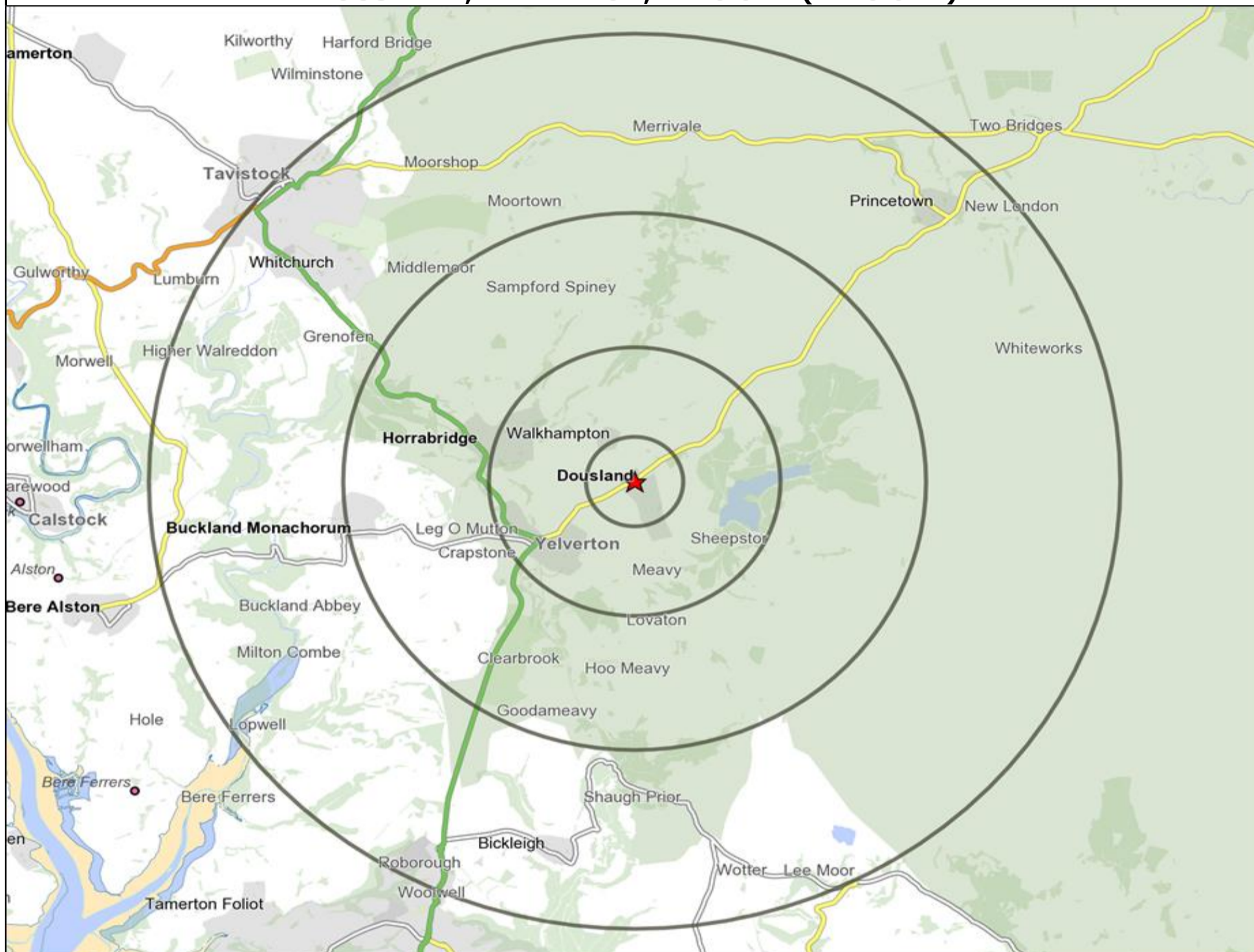




**Customer Profile Report for BURRATOR INN, YELVERTON (Punch Outlet Number: 905979)
DOUSLAND, YELVERTON, PL20 6NP (PL20 6NP)**



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

Age Data Table

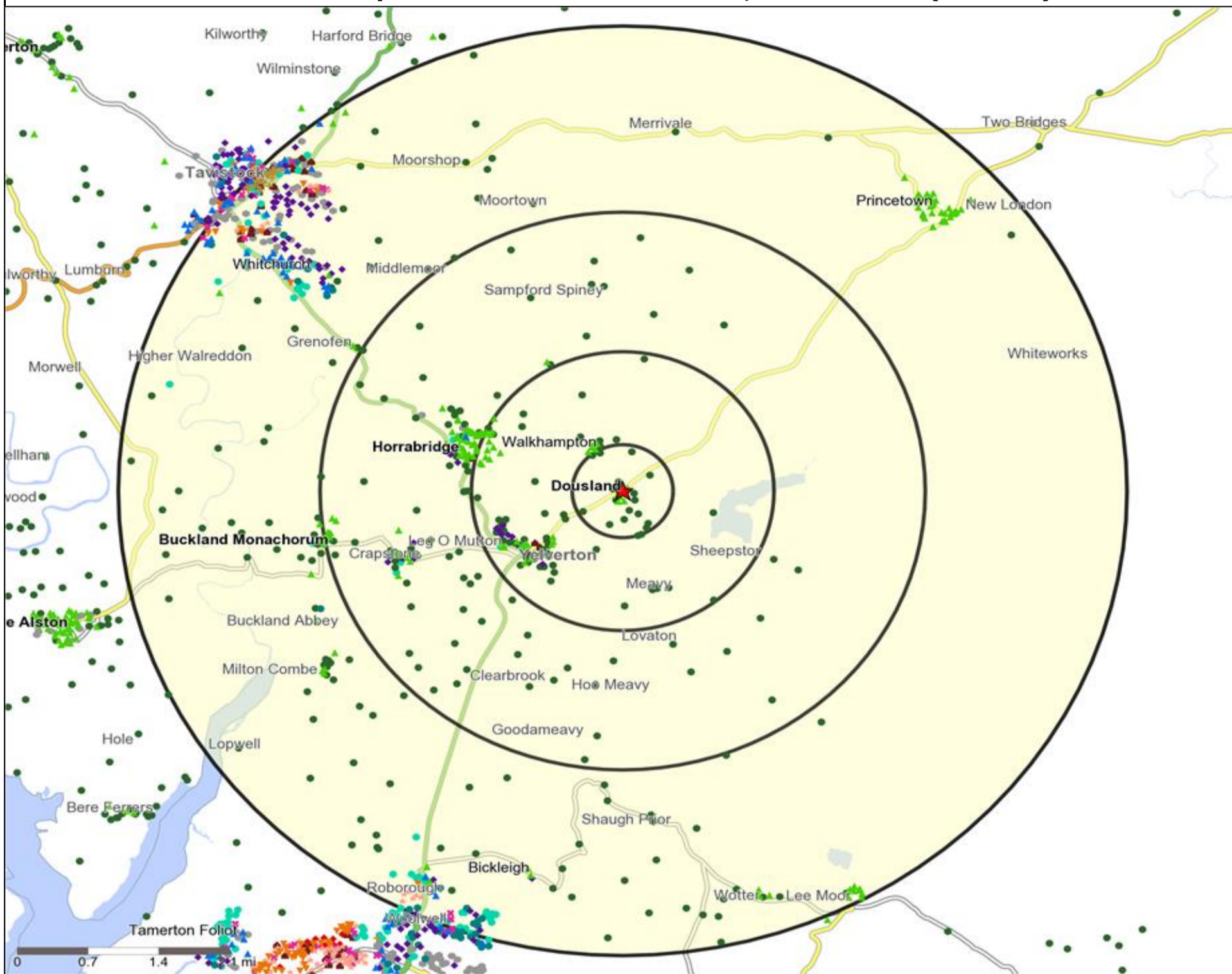
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	75	448	1,070	3,842	9,332	56	73	83	88	91
16-17	7	40	135	592	1,246	42	53	85	110	98
18-24	28	192	352	1,605	4,490	44	65	57	76	90
25-34	35	219	468	2,467	6,062	36	49	50	78	81
35-44	54	254	616	2,379	5,767	60	61	71	81	83
45-54	95	497	1,067	3,374	7,794	94	107	110	102	100
55-64	115	486	1,049	3,059	7,242	143	131	135	116	117
65+	302	1,143	2,103	5,901	12,992	236	194	170	141	131
Population estimate 2015	711	3,279	6,860	23,219	54,925	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	720	3,234	6,744	22,471	51,865	99%	99%	99%	98%	97%
Mixed / Multiple Ethnic Groups	2	15	35	197	447	0%	0%	1%	1%	1%
Asian / Asian British	3	11	27	164	638	0%	0%	0%	1%	1%
Black / African / Caribbean / Black British	1	3	4	55	138	0%	0%	0%	0%	0%
Other Ethnic Group	0	3	8	50	152	0%	0%	0%	0%	0%
All People (Ethnic Group)	726	3,266	6,818	22,937	53,240	100	100	100	100	100



Mosaic UK Map and Data: BURRATOR INN, YELVERTON (905979)



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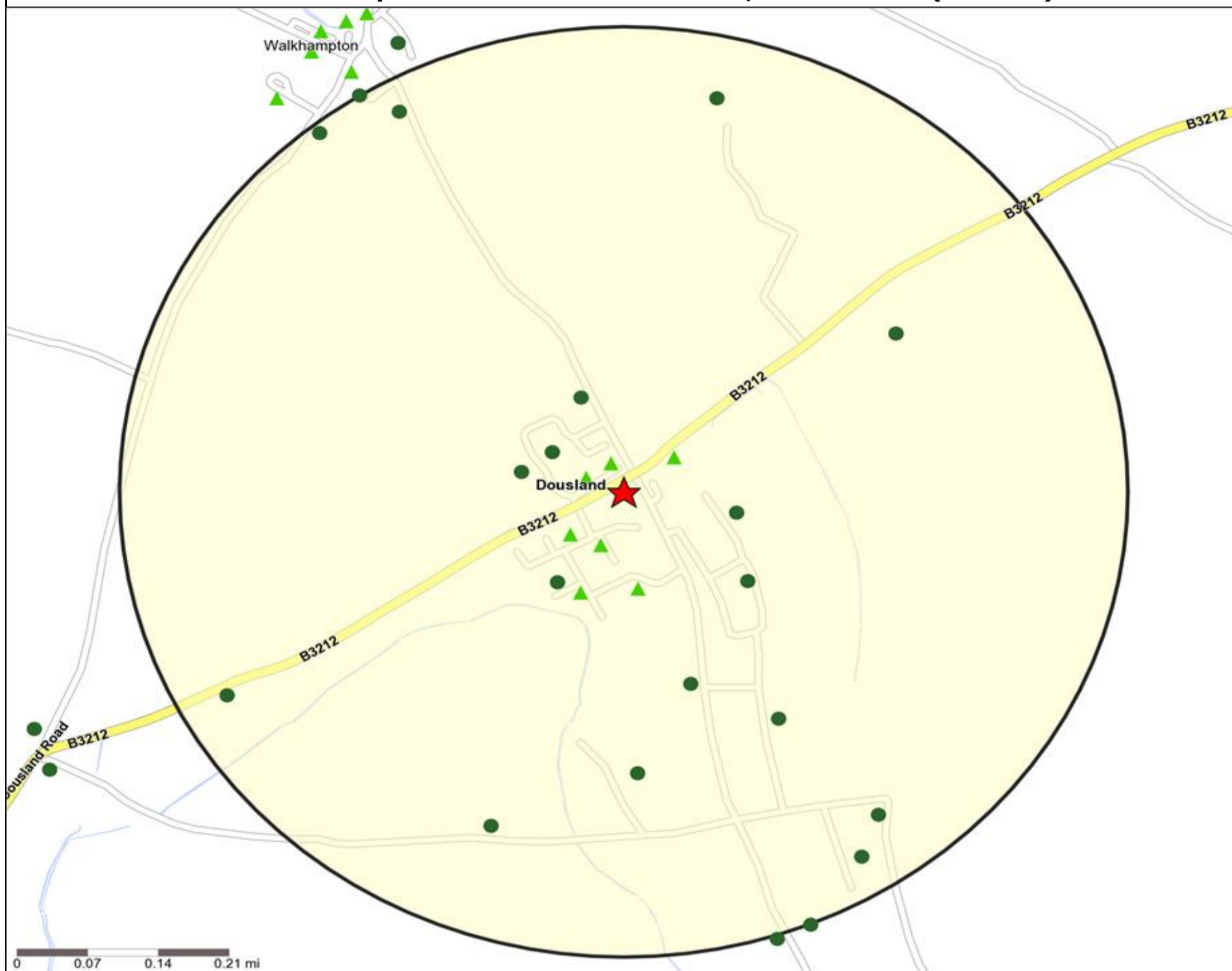
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- 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	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	127	247	1,704	4,552	0	62	60	129	145
C Country Living (18+)	446	1,522	3,015	4,511	4,755	1,021	785	768	359	159
D Rural Reality (18+)	183	966	1,994	3,453	4,729	420	499	509	275	158
E Senior Security (18+)	0	1	36	1,543	5,507	0	0	8	105	157
F Suburban Stability (18+)	0	0	24	1,157	4,419	0	0	7	105	168
G Domestic Success (18+)	0	0	23	786	1,804	0	0	5	52	50
H Aspiring Homemakers (18+)	0	17	128	1,670	5,072	0	7	25	101	129
I Family Basics (18+)	0	0	0	373	2,644	0	0	0	29	85
J Transient Renters (18+)	0	0	0	660	1,877	0	0	0	63	76
K Municipal Challenge (18+)	0	0	0	0	358	0	0	0	0	14
L Vintage Value (18+)	0	159	187	867	2,394	0	90	53	76	88
M Modest Traditions (18+)	0	0	0	966	4,170	0	0	0	112	204
N Urban Cohesion (18+)	0	0	0	6	26	0	0	0	1	1
O Rental Hubs (18+)	0	0	0	396	748	0	0	0	28	23
Adults 18+ estimate 2015	629	2,792	5,654	18,092	43,055	100	100	100	100	100



Mosaic UK Map and Data: BURRATOR INN, YELVERTON (905979)



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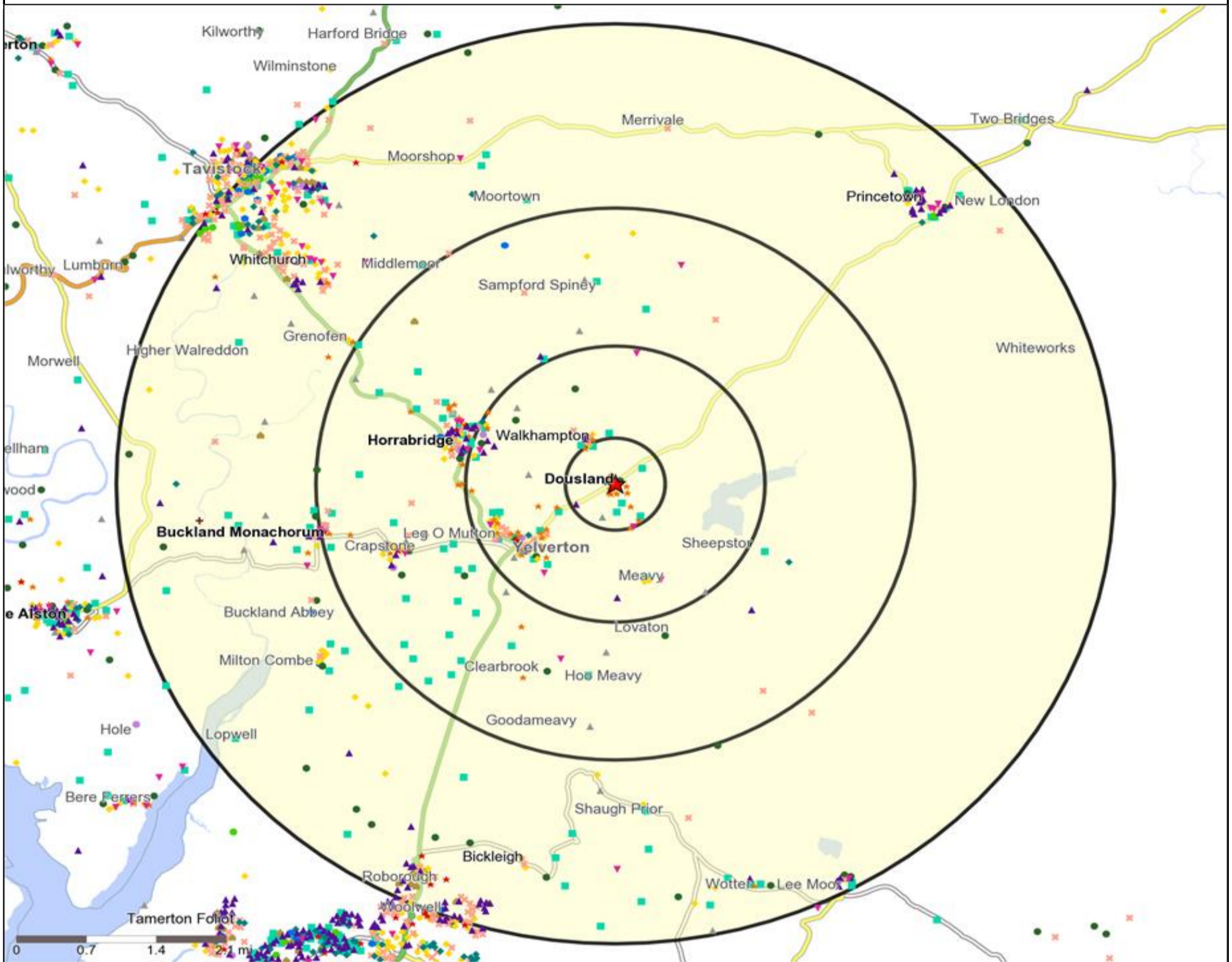
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	446	1,021
D Rural Reality (18+)	183	420
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	629	100



Occasions Map and Data: BURRATOR INN, YELVERTON (905979)



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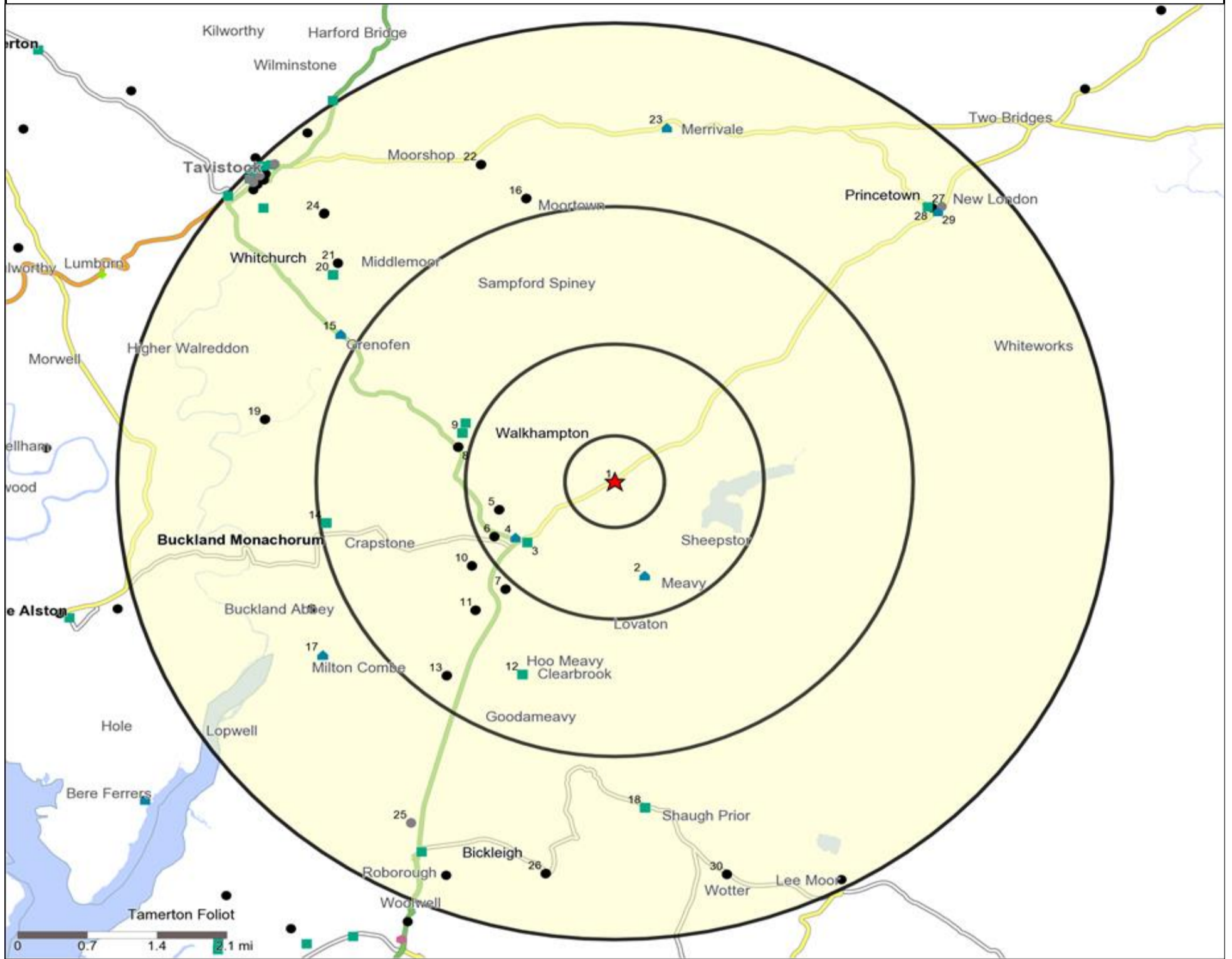
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 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	55	234	484	1,321	3,119	146	140	140	109	100
02 Early Doors	39	185	350	1,183	3,308	124	133	121	117	126
03 Everyday is Friday	26	116	241	928	2,409	97	98	98	107	108
04 Weekend Millionaires	9	87	202	1,102	3,561	23	51	57	88	111
05 Out On The Town	13	60	147	856	2,700	35	36	43	71	87
06 Business and Pleasure	27	123	263	579	1,097	140	144	149	93	69
07 Sporting Pints	4	36	81	621	1,952	10	20	21	47	57
08 Student Social	17	104	237	633	1,273	98	135	148	113	88
09 Leisurely Lunch	53	218	438	1,378	3,327	145	134	130	117	109
10 Wining and Dining	42	185	396	1,565	3,805	101	100	103	116	110
11 Household Outing	11	75	177	958	2,787	33	51	58	90	102
12 Midweek Meal Deal	66	191	339	676	1,492	356	232	199	113	97
13 Date Night	50	202	409	1,365	3,124	169	154	151	143	127
14 Birthday Treat	30	148	304	1,008	2,620	101	113	112	106	107
15 Pre Show Meal	7	26	58	307	754	69	58	62	94	89
Number of Occasions	449	1,990	4,126	14,480	37,328	100	100	100	100	100



Competition Map and Data: BURRATOR INN, YELVERTON (905979)



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

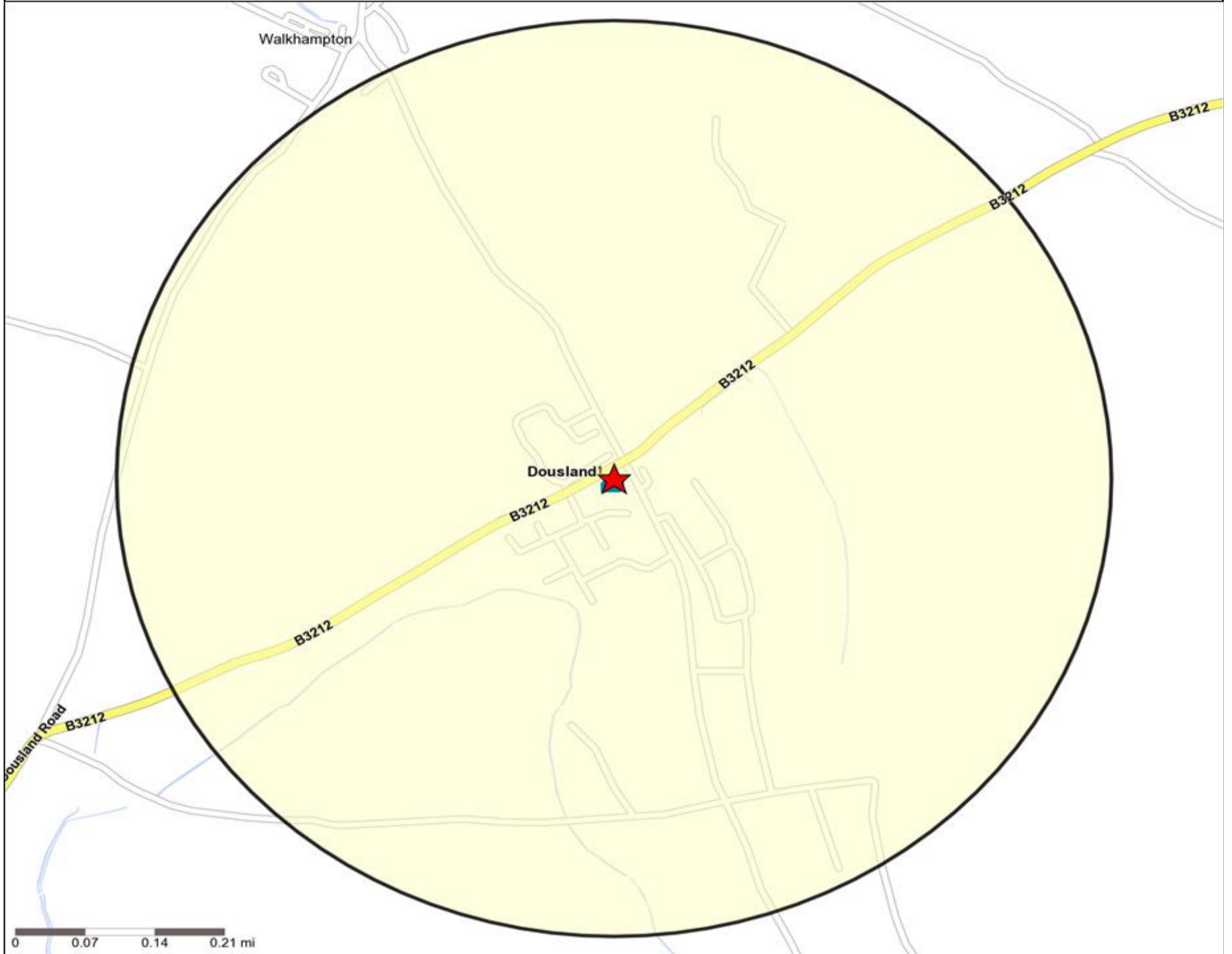


Competition Type Summary Table










Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	6
Circuit Bar	0	0	0	1
Community Local	0	1	4	14
Dry Led	1	3	3	8
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	0	2	7	35
Total	1	6	14	64



Competition Map and Data: BURRATOR INN, YELVERTON (905979)



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



Local Competition: BURRATOR INN, YELVERTON (905979)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BURRATOR INN, YELVERTON	DOUSLAND, YELVERTON, PL20 6NP	Punch Taverns	PL20 6NP	Punch Taverns	0.00
1	Burrator Inn	Dousland, Yelverton	Punch Pub Company	PL20 6NP	Dry Led	0.01
2	Royal Oak Inn	Meavy, Yelverton	Independent Free	PL20 6PJ	Dry Led	1.07
3	Rock Inn	Westella Road, Yelverton	Independent Free	PL20 6DS	Community Local	1.10
4	Devon Tors Hotel	Yelverton	Independent Free	PL20 6DW	Dry Led	1.17
5	Harrabeer Guest House Hotel	Harrowbeer Lane, Yelverton	Independent Free	PL20 6EA	Other	1.20
6	New Jasmine	1-2 Buckland Terrace, Yelverton	Independent Free	PL20 6AD	Other	1.35
7	Yelverton Boheminas Cricket Club	Langton Road, Yelverton	Independent Free	PL20 6HY	Other	1.61
8	Overcombe Hotel	Plymouth Road, Horrabridge, Yelverton	Independent Free	PL20 7RJ	Other	1.62
9	London Inn	23 Station Road, Horrabridge, Yelverton	Punch Pub Company	PL20 7ST	Community Local	1.62
10	Knightstone Restaurant	Crapstone Road, Yelverton	Independent Free	PL20 6BT	Other	1.71
11	Yelverton Golf Course	Golf Links Road, Yelverton	Independent Free	PL20 6BN	Other	1.98
12	Skylark	Clearbrook, Yelverton	Enterprise Inns	PL20 6JD	Community Local	2.30
13	Moorland Links Hotel	Roborough Down, Yelverton	Independent Free	PL20 6DA	Other	2.71
14	Drake Manor Inn	The Village, Buckland Monachorum, Yelverton	Punch Pub Company	PL20 7NA	Community Local	2.94
15	Halfway House	Estella Road, Grenofen, Tavistock	Independent Free	PL19 9ER	Dry Led	3.19
16	Langstone Manor	Moortown, Tavistock	Independent Free	PL19 9JZ	Other	3.21
17	Whod Have Thought It Inn	Milton Combe, Yelverton	Independent Free	PL20 6HP	Dry Led	3.50
18	White Thorn	Shaugh Prior, Plymouth	Independent Free	PL 7 5HA	Community Local	3.57
19	Tavistock Cricket Club	The Ring, Whitchurch, Tavistock	Independent Free	PL19 9LD	Other	3.58
20	Whitchurch Inn	Church Hill, Whitchurch, Tavistock	Independent Free	PL19 9ED	Community Local	3.62
21	Whitchurch Wayfarers Cricket Club	Whitchurch Down, Whitchurch, Tavistock	Independent Free	PL19 9EL	Other	3.66
22	Higher Longford Farm Caravan Site	Moorstep, Tavistock	Independent Free	PL19 9JU	Other	3.71
23	Dartmoor Inn	Merrivale, Princetown, Yelverton	Independent Free	PL20 6ST	Dry Led	3.90
24	Tavistock Golf Club	Down Road, Tavistock	Independent Free	PL19 9AQ	Other	4.13
25	Dartmoor Diner	Tamerton Road, Woolwell, Plymouth	Independent Free	PL 6 7BQ	Cafe / Wine Bar	4.25
26	Bickleigh Barracks	Bickleigh, Plymouth	Independent Free	PL 6 7AJ	Other	4.34
27	Prince Of Wales	Tavistock Road, Princetown, Yelverton	Independent Free	PL20 6QF	Community Local	4.34
28	Lords Of Princetown	Tavistock Road, Princetown, Yelverton	Independent Free	PL20 6QE	Other	4.37
29	Plume Of Feathers	Plymouth Hill, Princetown, Yelverton	Independent Free	PL20 6QT	Dry Led	4.38
30	Moorland Hotel	Wotter, Plymouth	Independent Free	PL 7 5HP	Other	4.43