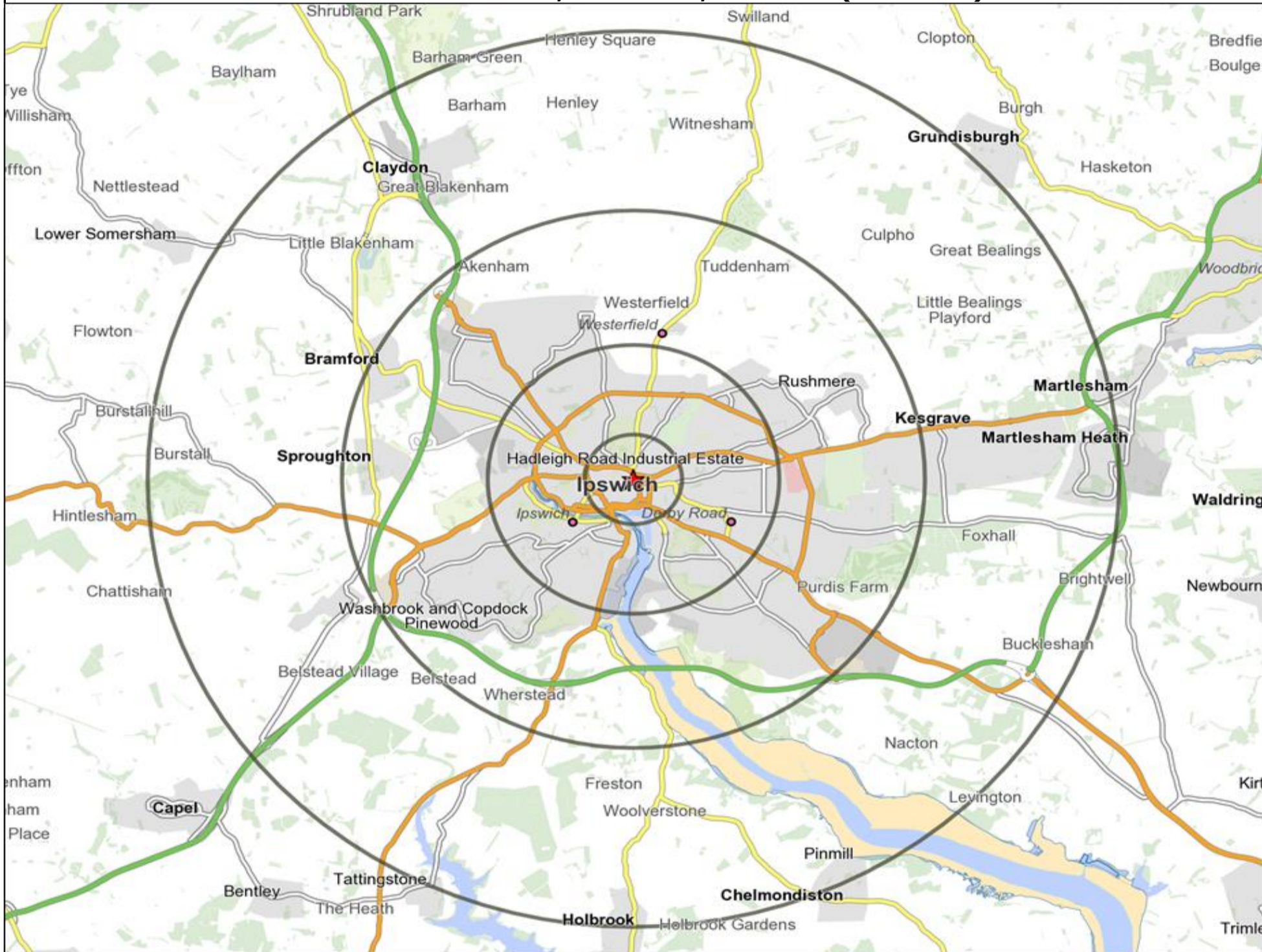




**Customer Profile Report for SALUTATION INN, IPSWICH (Punch Outlet Number: 200448)
65-67 CARR STREET, IPSWICH, IP4 1HB (IP 4 1HB)**



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

Age Data Table

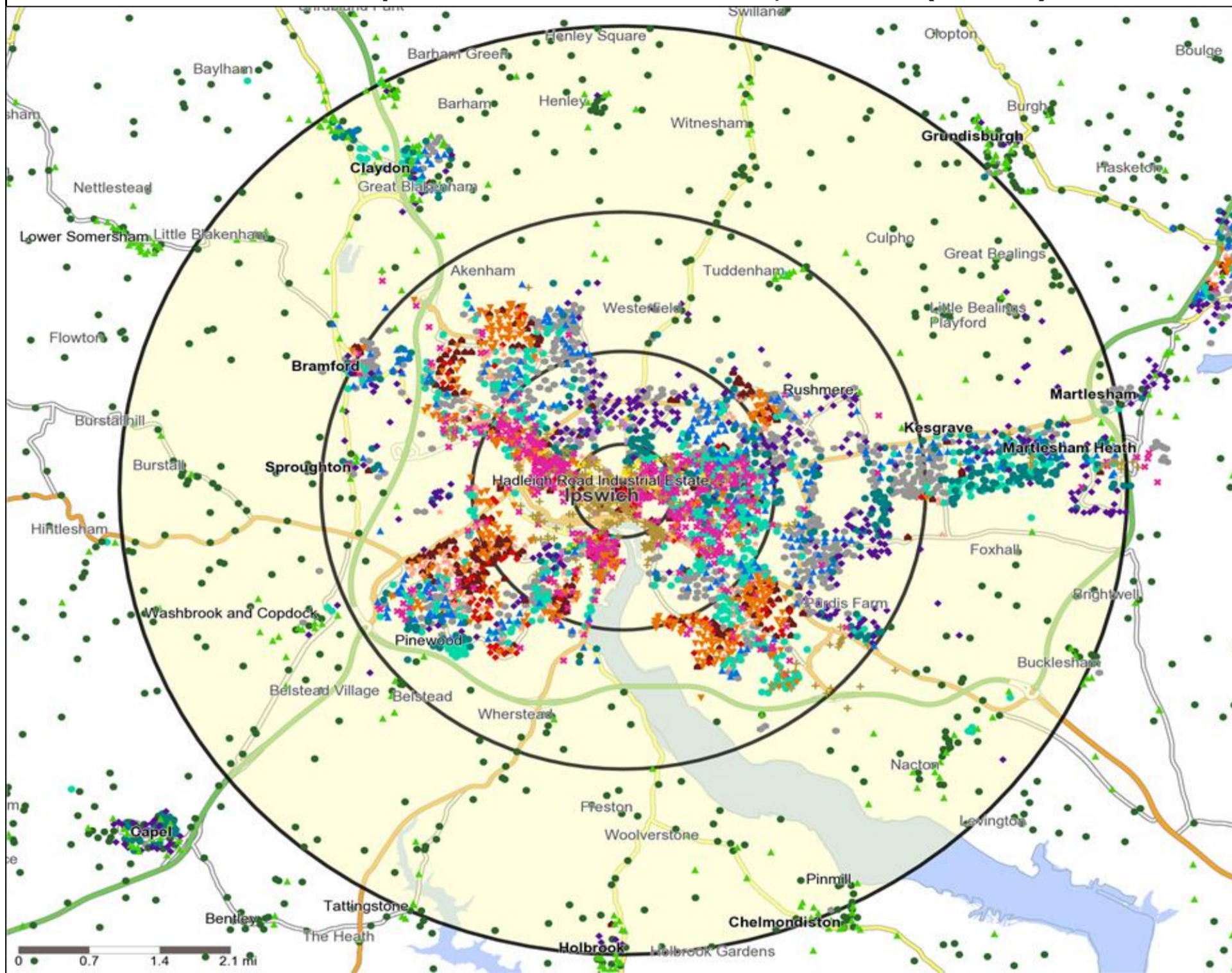
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,444	14,673	30,155	36,178	31,897	80	104	104	105	103
16-17	143	1,521	3,562	4,337	3,751	64	87	99	102	98
18-24	1,377	7,851	13,919	15,658	14,462	158	115	99	94	97
25-34	2,490	13,682	23,383	26,359	24,088	189	133	110	105	107
35-44	1,407	10,283	19,905	23,694	21,039	115	108	101	102	101
45-54	1,085	9,665	20,677	24,973	22,169	79	91	94	96	95
55-64	780	7,467	16,976	20,491	18,204	72	88	97	99	98
65+	919	9,961	26,462	32,112	28,725	53	74	95	97	97
Population estimate 2015	9,645	75,103	155,039	183,802	164,335	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	7,274	63,445	136,267	163,540	145,174	81%	87%	90%	91%	90%
Mixed / Multiple Ethnic Groups	381	2,611	5,134	5,556	5,276	4%	4%	3%	3%	3%
Asian / Asian British	934	3,948	6,125	6,775	6,311	10%	5%	4%	4%	4%
Black / African / Caribbean / Black British	287	1,756	3,230	3,386	3,274	3%	2%	2%	2%	2%
Other Ethnic Group	148	872	1,357	1,418	1,380	2%	1%	1%	1%	1%
All People (Ethnic Group)	9,024	72,632	152,113	180,675	161,415	100	100	100	100	100



Mosaic UK Map and Data: SALUTATION INN, IPSWICH (200448)



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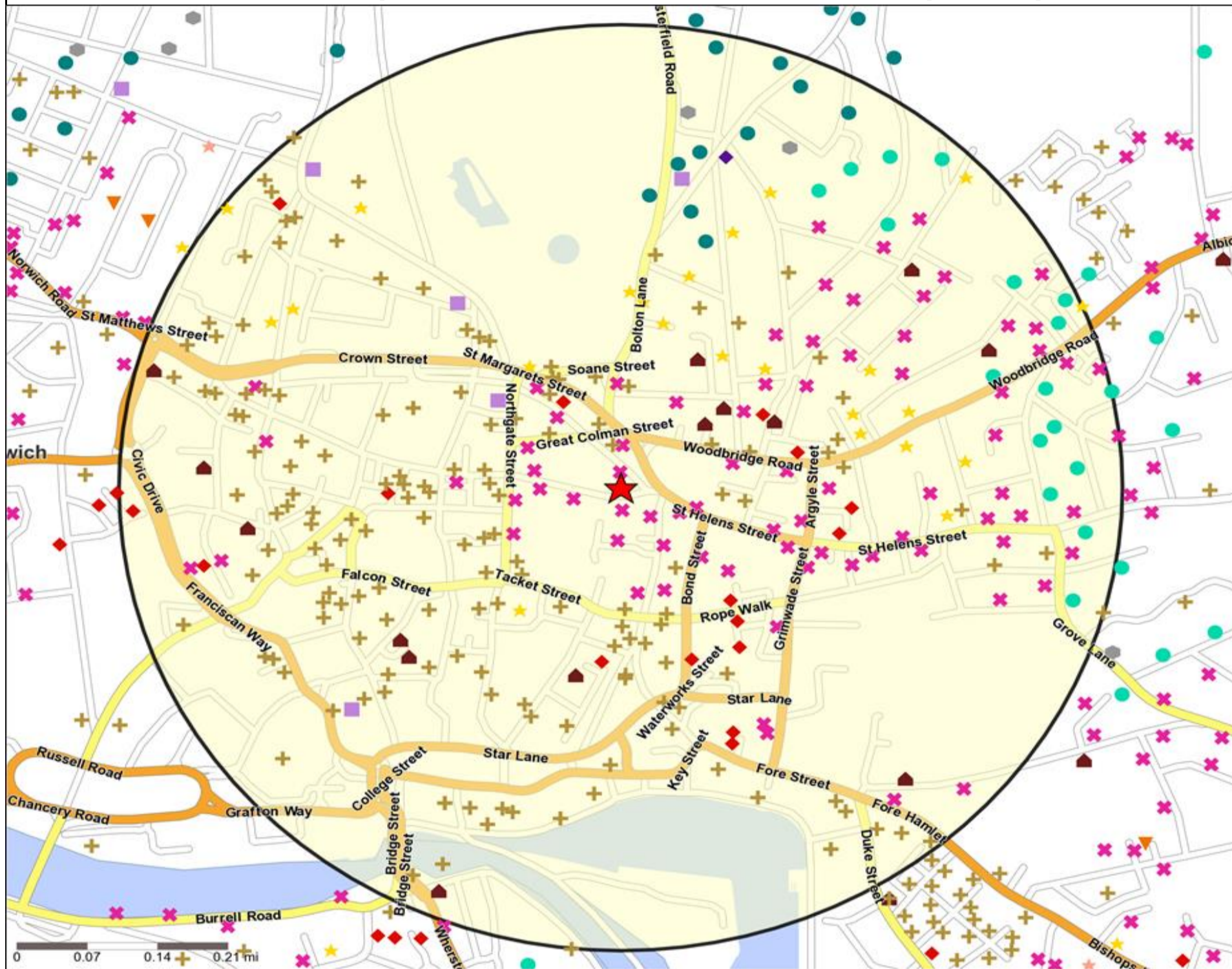
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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+)	65	231	231	231	231	19	9	5	4	4
B Prestige Positions (18+)	4	2,263	6,020	7,979	6,618	1	53	69	77	71
C Country Living (18+)	0	0	799	4,536	2,653	0	0	10	46	30
D Rural Reality (18+)	0	0	373	3,477	1,198	0	0	4	35	14
E Senior Security (18+)	52	5,673	17,772	20,077	18,901	8	120	182	174	182
F Suburban Stability (18+)	0	3,018	8,934	10,613	9,501	0	85	121	122	122
G Domestic Success (18+)	293	2,619	6,258	11,157	7,217	44	54	62	93	67
H Aspiring Homemakers (18+)	508	8,606	16,915	19,762	17,596	70	163	154	153	151
I Family Basics (18+)	55	3,471	12,704	12,803	12,803	10	83	146	125	139
J Transient Renters (18+)	1,990	15,187	18,600	18,685	18,622	432	453	268	228	253
K Municipal Challenge (18+)	561	2,714	6,182	6,227	6,227	120	80	87	74	83
L Vintage Value (18+)	514	3,342	8,969	9,585	9,365	102	91	118	107	116
M Modest Traditions (18+)	9	1,424	5,778	5,888	5,888	2	52	101	87	97
N Urban Cohesion (18+)	696	1,042	1,047	1,047	1,047	167	34	17	14	16
O Rental Hubs (18+)	3,239	8,471	9,802	10,202	9,857	526	189	106	93	100
Adults 18+ estimate 2015	7,986	58,061	120,384	142,269	127,724	100	100	100	100	100



Mosaic UK Map and Data: SALUTATION INN, IPSWICH (200448)



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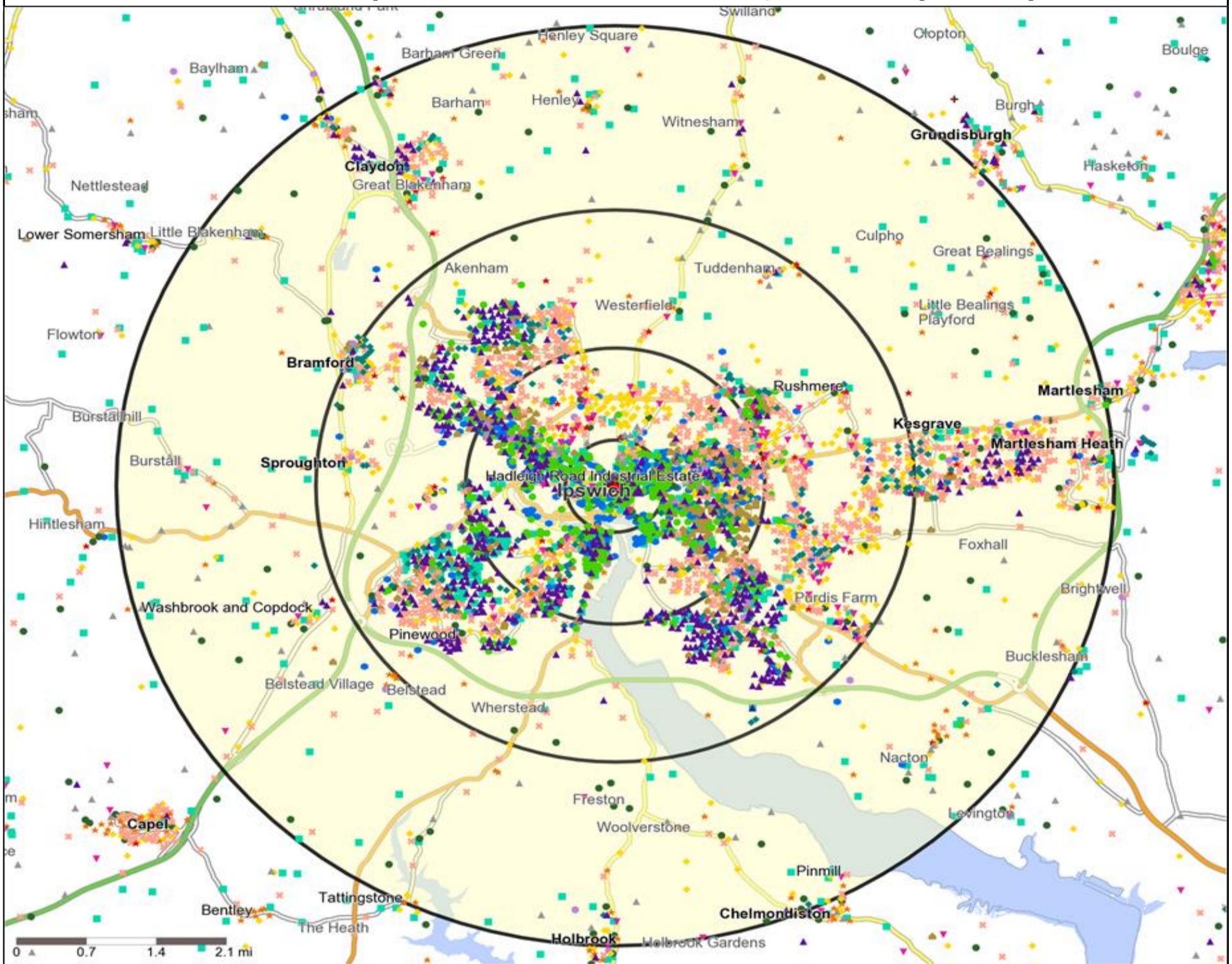


Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	65	19
B Prestige Positions (18+)	4	1
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	52	8
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	293	44
H Aspiring Homemakers (18+)	508	70
I Family Basics (18+)	55	10
J Transient Renters (18+)	1,990	432
K Municipal Challenge (18+)	561	120
L Vintage Value (18+)	514	102
M Modest Traditions (18+)	9	2
N Urban Cohesion (18+)	696	167
O Rental Hubs (18+)	3,239	526
Adults 18+ estimate 2015	7,986	100



Occasions Map and Data: SALUTATION INN, IPSWICH (200448)



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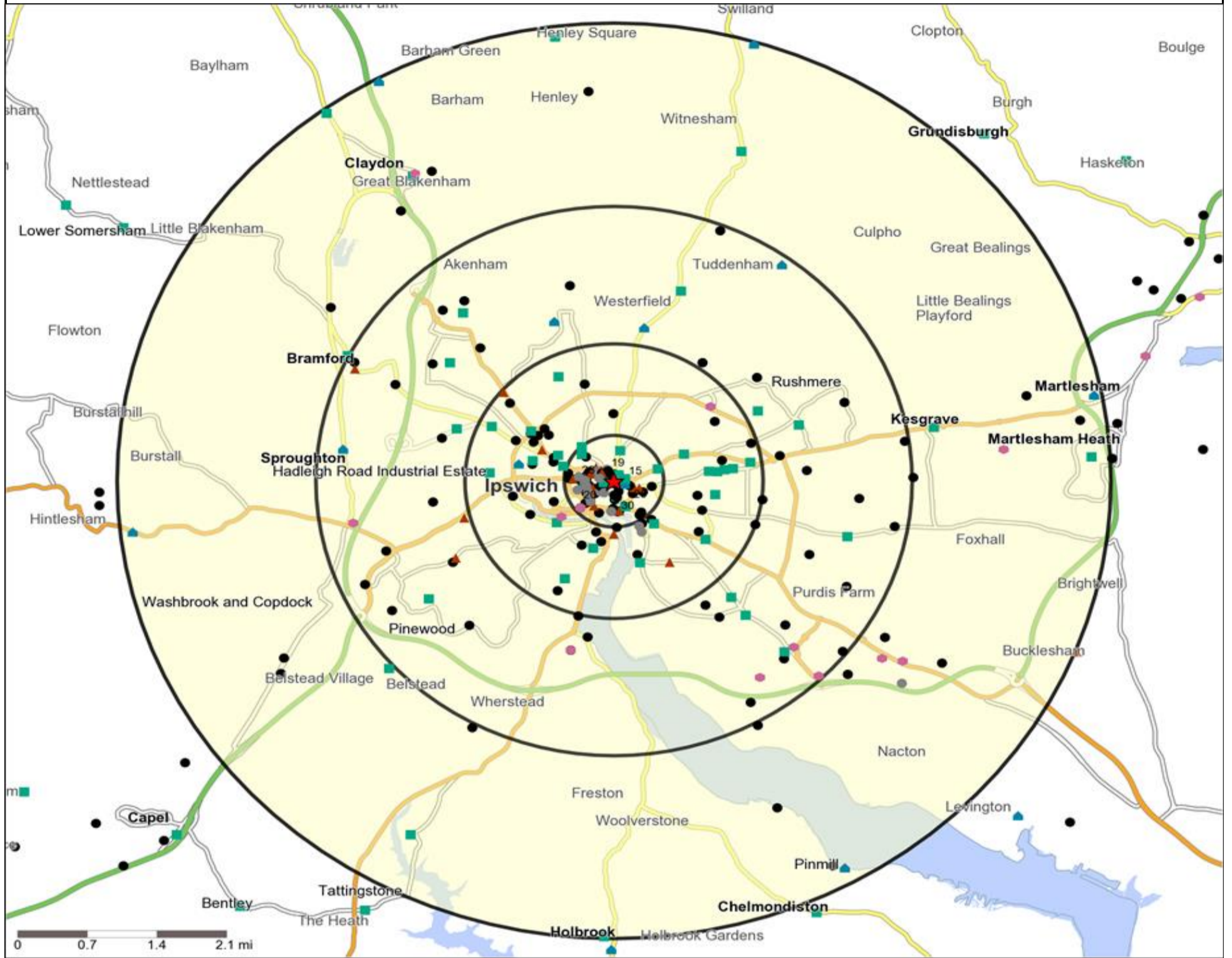
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
■ 01 Mine's a Pint
◆ 02 Early Doors
● 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
● 05 Out On The Town
▲ 06 Business and Pleasure
● 07 Sporting Pints
● 08 Student Social
- ★ 09 Leisurely Lunch
★ 10 Wining 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	662	4,392	9,197	10,438	9,708	108	92	94	92	95
02 Early Doors	266	3,238	8,153	9,407	8,664	52	81	100	99	101
03 Everyday is Friday	491	3,855	7,796	8,928	8,138	112	113	112	111	111
04 Weekend Millionaires	589	5,769	12,226	13,624	12,588	93	118	122	117	119
05 Out On The Town	1,216	7,252	12,560	13,853	12,936	199	154	130	124	127
06 Business and Pleasure	407	2,293	3,918	4,679	4,167	129	94	79	81	79
07 Sporting Pints	1,187	6,596	11,089	11,847	11,318	176	127	104	96	101
08 Student Social	197	1,484	3,009	3,963	3,303	69	67	67	76	70
09 Leisurely Lunch	413	3,793	8,527	10,191	9,090	69	82	90	93	91
10 Wining and Dining	436	4,052	9,285	11,607	9,966	64	77	86	93	88
11 Household Outing	375	4,328	9,496	10,773	9,878	70	104	111	109	110
12 Midweek Meal Deal	311	2,691	5,491	6,187	5,755	103	115	114	111	114
13 Date Night	397	3,217	6,899	8,889	7,512	82	86	90	100	93
14 Birthday Treat	223	2,661	6,257	7,742	6,724	46	71	82	87	83
15 Pre Show Meal	168	1,222	2,410	2,817	2,531	101	95	91	92	91
Number of Occasions	7,338	56,843	116,313	134,945	122,278	100	100	100	100	100



Competition Map and Data: SALUTATION INN, IPSWICH (200448)



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

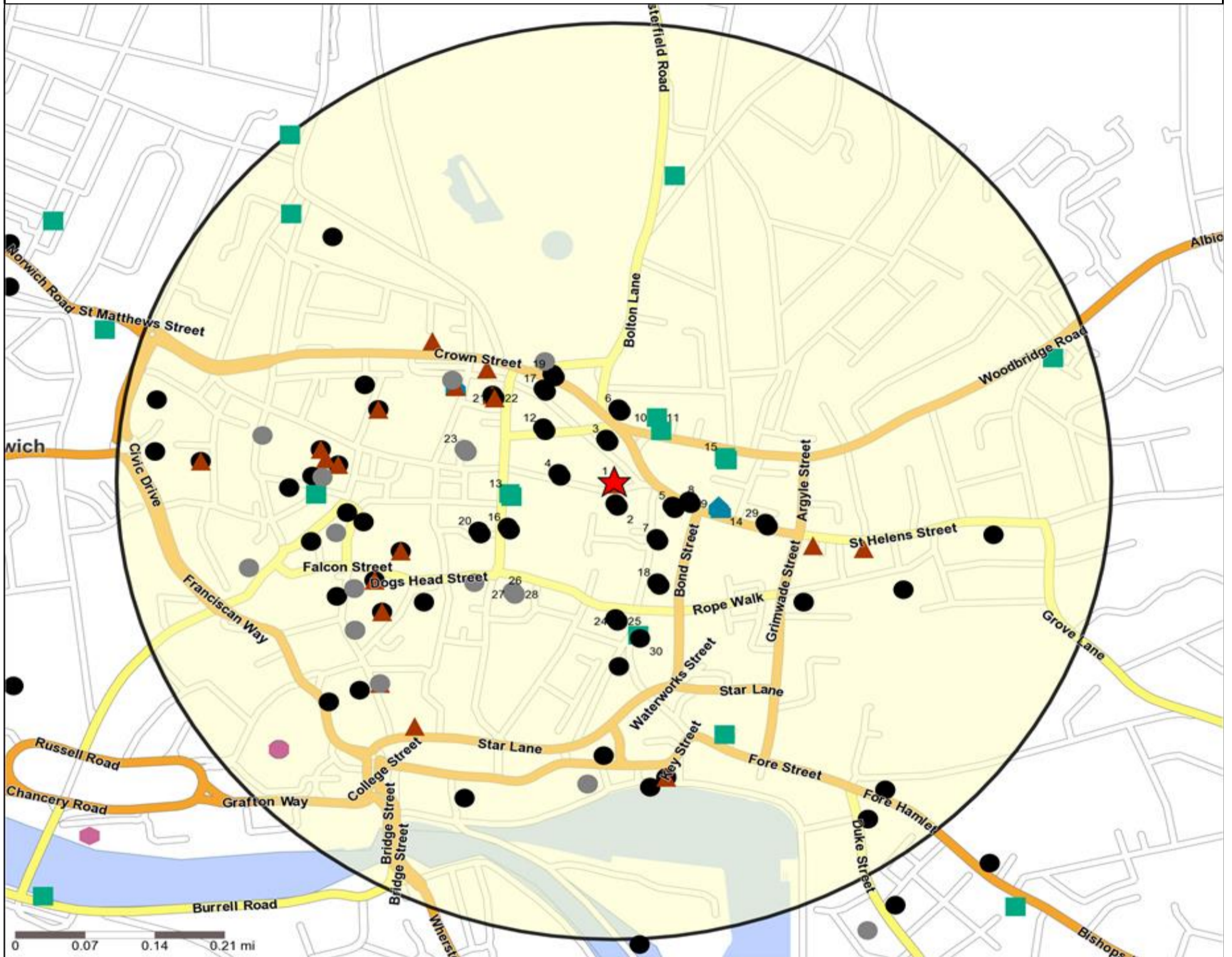


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	16	17	17	18
Circuit Bar	18	21	23	23
Community Local	10	27	35	44
Dry Led	2	3	6	11
Branded Food Pub	1	3	11	14
Rural	0	0	0	0
Other	73	108	148	169
Total	120	179	240	279



Competition Map and Data: SALUTATION INN, IPSWICH (200448)



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	16
Circuit Bar	18
Community Local	10
Dry Led	2
Branded Food Pub	1
Rural	0
Other	73
Total	120



Local Competition: SALUTATION INN, IPSWICH (200448)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SALUTATION INN, IPSWICH	65-67 CARR STREET, IPSWICH, IP4 1HB	Punch Taverns	IP 4 1HB	Punch Taverns	0.00
1	Salutation	67 Carr Street, Ipswich	Punch Pub Company	IP 4 1HB	Circuit Bar	0.00
2	Shi Huan Gourmet House	70 Carr Street, Ipswich	Independent Free	IP 4 1EW	Other	0.03
3	Rios Brazil	28 Great Colman Street, Ipswich	Independent Free	IP 4 2AP	Other	0.04
4	Cashino	37 Carr Street, Ipswich	*Other Small Retail Groups	IP 4 1HA	Other	0.05
5	My Keralam	24 St Helens Street, Ipswich	Independent Free	IP 4 1HJ	Other	0.07
6	Manor Club & Ballroom	4 St Margarets Green, Ipswich	Independent Free	IP 4 2BP	Other	0.08
7	Mohid	25-27 Upper Orwell Street, Ipswich	Independent Free	IP 4 1HN	Other	0.08
8	Mister Wing	7 St Helens Street, Ipswich	Independent Free	IP 4 1HE	Other	0.08
9	Regent Theatre	3 St Helens Street, Ipswich	Unknown	IP 4 1HE	Other	0.08
10	Ipswich Caribbean Association	15 Woodbridge Road, Ipswich	Independent Free	IP 4 2EA	Other	0.08
11	Mulberry Tree	5 Woodbridge Road, Ipswich	Independent Free	IP 4 2EA	Community Local	0.08
12	La Galleria	9 Great Colman Street, Ipswich	Independent Free	IP 4 2AA	Other	0.09
13	Cock & Pye	13 Upper Brook Street, Ipswich	Greene King	IP 4 1EG	Community Local	0.10
14	County	29 St Helens Street, Ipswich	Star Pubs & Bars	IP 4 1HH	Dry Led	0.11
15	Creams Brasserie	58-60 Woodbridge Road, Ipswich	Independent Free	IP 4 2EG	Community Local	0.12
16	Q Ball Snooker Club	21 Upper Brook Street, Ipswich	Independent Free	IP 4 1ED	Other	0.12
17	Ipswich Polish Club	57 St Margarets Street, Ipswich	Independent Free	IP 4 2AX	Other	0.12
18	Baipo Thai	63 Upper Orwell Street, Ipswich	Independent Free	IP 4 1HP	Other	0.12
19	Ipswich Masonic Club	8-10 Soane Street, Ipswich	Independent Free	IP 4 2BG	Other	0.13
20	Ipswich Central Conservative Club	St Stephens Church Lane, Ipswich	Independent Free	IP 1 1DR	Other	0.15
21	Ipswich & Suffolk Club	Northgate Street, Ipswich	Independent Free	IP 1 3BX	Other	0.15
22	Groove	3-5 Northgate Street, Ipswich	Agilo	IP 1 3BX	Circuit Bar	0.15
23	Churchs	Tower Churchyard, Ipswich	Independent Free	IP 1 3BW	Cafe / Wine Bar	0.15
24	Dhaka Restaurant	6 Orwell Place, Ipswich	Independent Free	IP 4 1BB	Other	0.15
25	Townhouse	4 Orwell Place, Ipswich	Independent Free	IP 4 1BB	Other	0.15
26	No 16	16 Tacket Street, Ipswich	Independent Free	IP 4 1AY	Other	0.16
27	Shamrock	2-4 Tacket Street, Ipswich	Independent Free	IP 4 1AY	Cafe / Wine Bar	0.16
28	Zing Wine Bar	10 Tacket Street, Ipswich	Independent Free	IP 4 1AY	Cafe / Wine Bar	0.16
29	Ipswich Railway Club	43-45 St Helens Street, Ipswich	Independent Free	IP 4 2JL	Other	0.16
30	East Ocean Chinese Restaurant	25 Fore Street, Ipswich	Independent Free	IP 4 1JW	Other	0.17