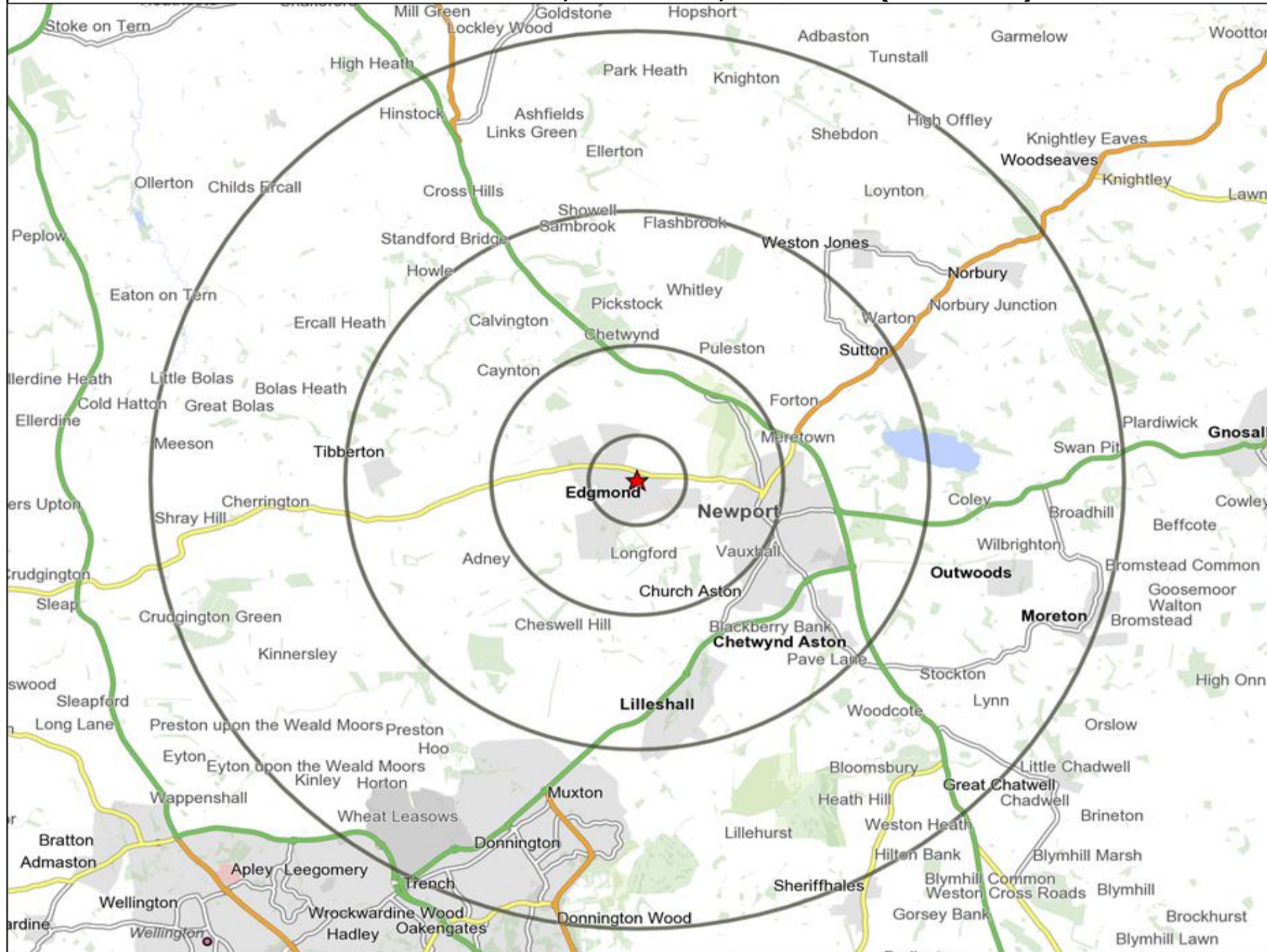




**Customer Profile Report for LAMB AT EDGEMOND, EDGMOND (Punch Outlet Number: 202929)
29 SHREWSBURY ROAD, NEWPORT, TF10 8HU (TF10 8HU)**



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

Age Data Table

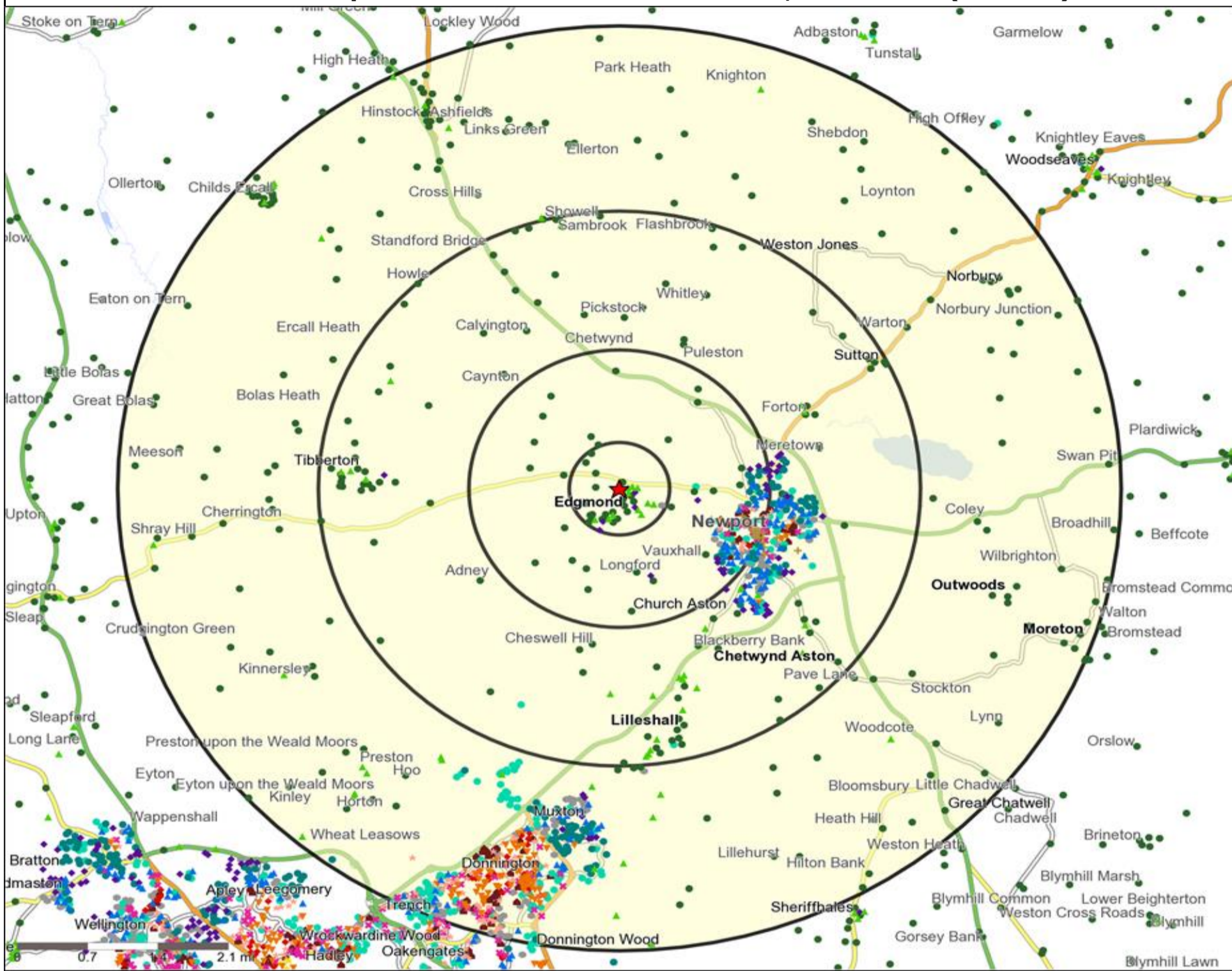
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	139	1,015	2,614	7,702	9,277	68	72	78	99	98
16-17	24	165	387	987	1,209	95	95	94	102	103
18-24	110	1,530	2,688	4,440	5,134	111	226	167	118	112
25-34	55	630	1,440	4,293	4,994	37	62	59	76	72
35-44	99	680	1,806	5,056	6,174	71	72	80	96	96
45-54	166	964	2,564	6,084	7,758	107	91	102	103	108
55-64	159	882	2,330	5,003	6,196	129	104	116	107	109
65+	341	1,602	3,974	7,970	9,717	173	119	124	107	107
Population estimate 2015	1,093	7,468	17,803	41,535	50,459	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	1,087	6,985	16,823	38,642	46,768	99%	97%	97%	96%	96%
Mixed / Multiple Ethnic Groups	3	40	124	478	544	0%	1%	1%	1%	1%
Asian / Asian British	8	137	248	832	854	1%	2%	1%	2%	2%
Black / African / Caribbean / Black British	1	18	47	292	315	0%	0%	0%	1%	1%
Other Ethnic Group	1	17	33	118	126	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,100	7,197	17,275	40,362	48,607	100	100	100	100	100



Mosaic UK Map and Data: LAMB AT EDGEMOND, EDGMOND (202929)



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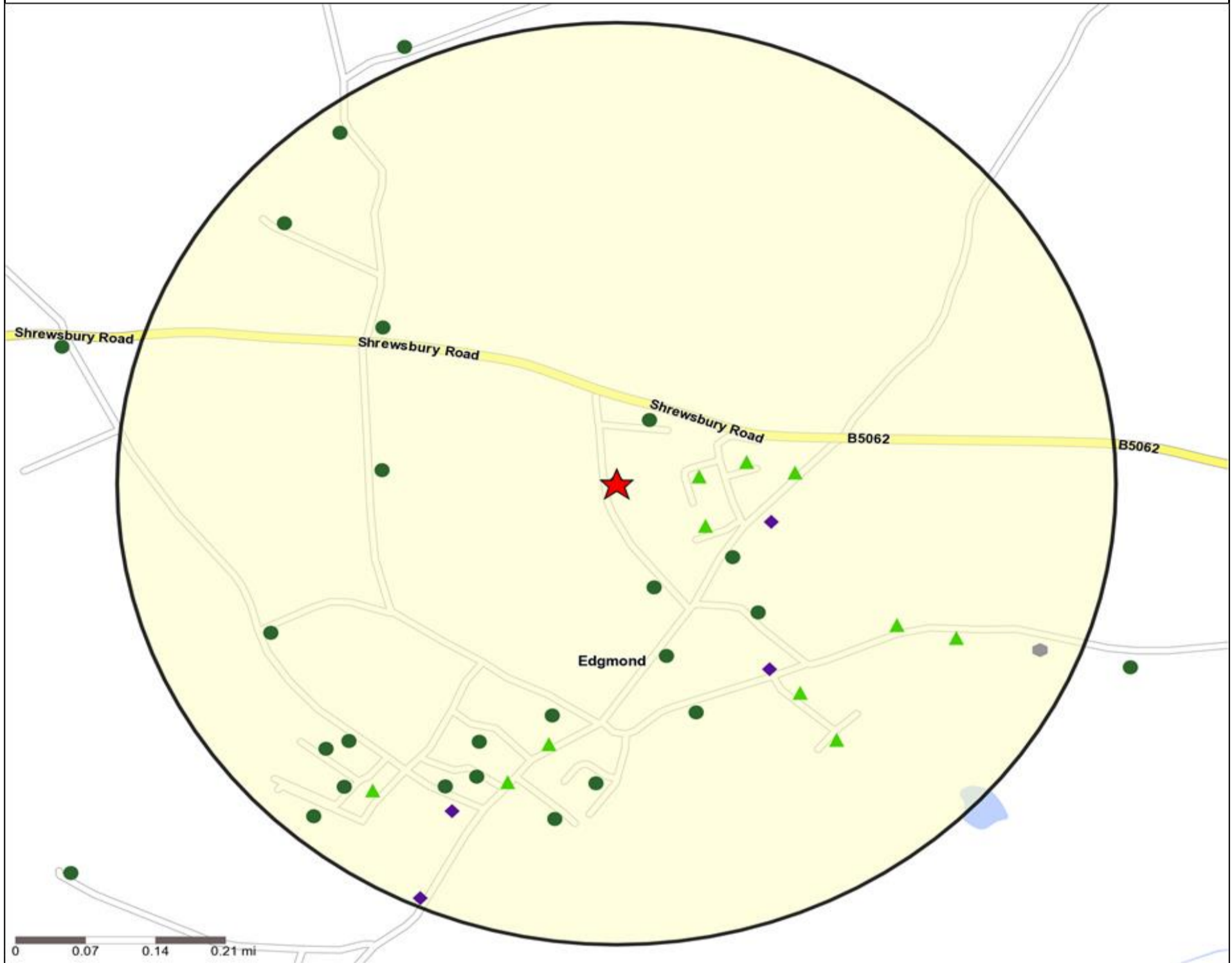


Mosaic UK Data Table (Residential)

	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	71	101	101	101	0	30	17	7	6
B Prestige Positions (18+)	44	520	1,124	1,317	1,645	66	127	110	56	58
C Country Living (18+)	504	912	2,482	5,648	9,432	796	234	254	254	349
D Rural Reality (18+)	332	346	847	1,563	3,631	525	89	87	70	135
E Senior Security (18+)	32	438	1,326	2,889	2,553	43	96	116	111	81
F Suburban Stability (18+)	0	817	2,461	3,514	3,401	0	239	287	180	143
G Domestic Success (18+)	0	598	1,800	3,500	3,956	0	127	152	130	121
H Aspiring Homemakers (18+)	0	532	1,557	4,716	5,098	0	104	122	162	144
I Family Basics (18+)	0	54	218	3,341	3,443	0	13	21	145	122
J Transient Renters (18+)	0	237	402	1,198	1,233	0	73	50	65	55
K Municipal Challenge (18+)	0	123	123	721	823	0	37	15	38	36
L Vintage Value (18+)	0	541	906	1,586	1,774	0	153	102	79	72
M Modest Traditions (18+)	0	206	230	1,441	1,381	0	77	34	95	75
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	208	476	476	476	0	48	44	19	16
Adults 18+ estimate 2015	912	5,603	14,053	32,011	38,947	100	100	100	100	100



Mosaic UK Map and Data: LAMB AT EDGEMOND, EDGMOND (202929)



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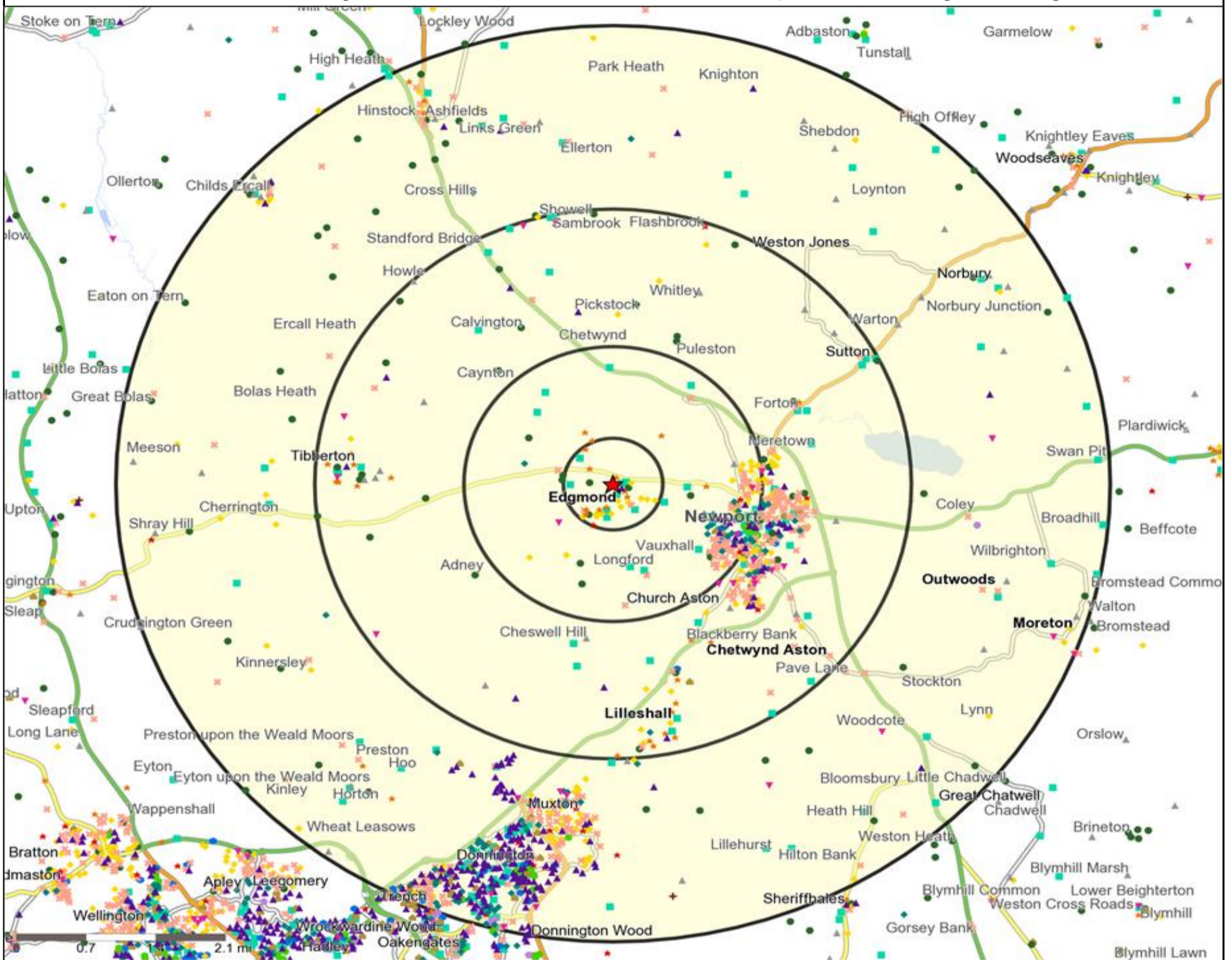
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	44	66
C Country Living (18+)	504	796
D Rural Reality (18+)	332	525
E Senior Security (18+)	32	43
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	912	100



Occasions Map and Data: LAMB AT EDGEMOND, EDGEMOND (202929)



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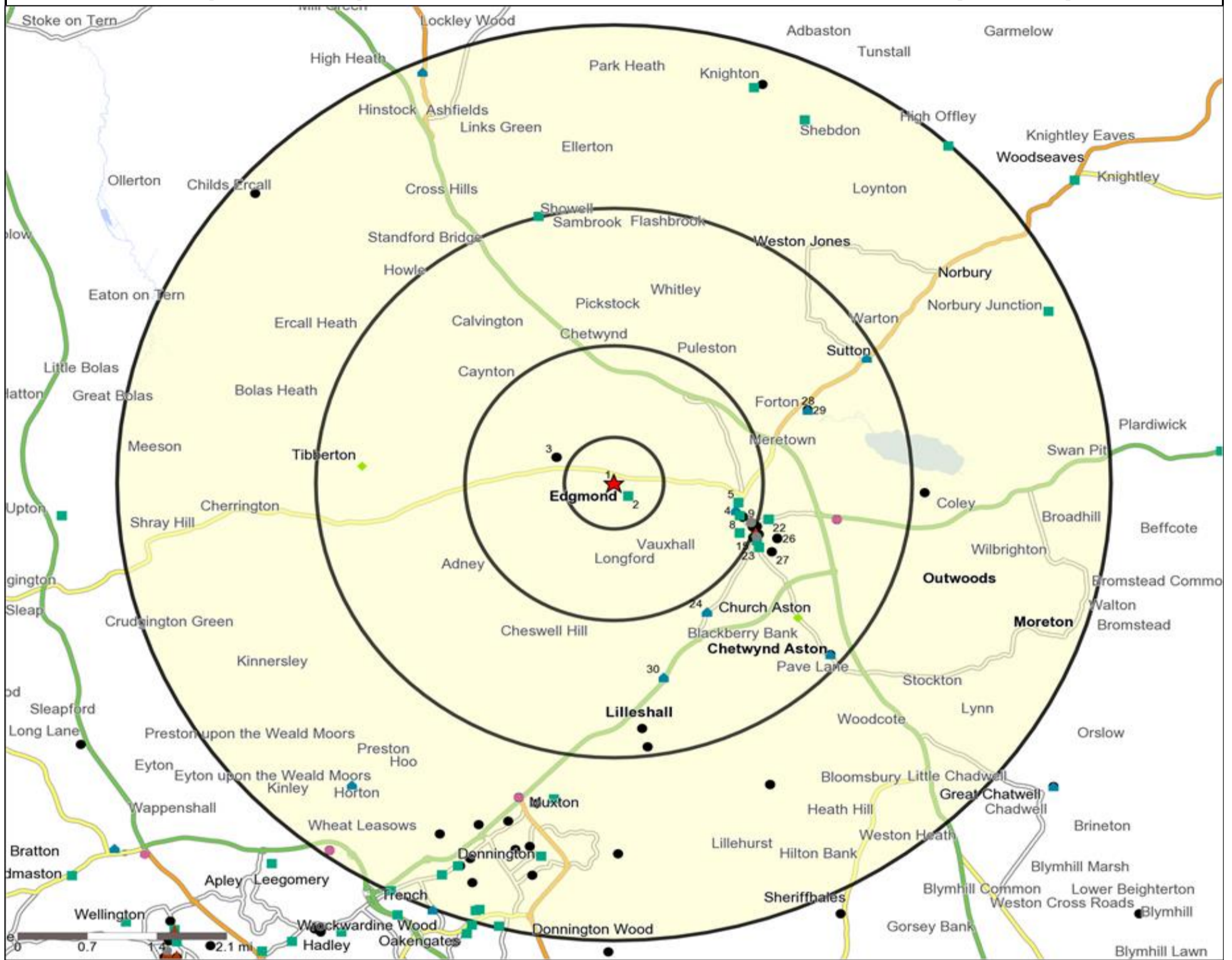
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 10 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	71	361	864	2,210	2,743	116	99	95	95	99
02 Early Doors	56	398	905	2,310	2,726	109	130	119	118	117
03 Everyday is Friday	43	253	642	1,659	1,931	98	97	99	99	97
04 Weekend Millionaires	24	277	696	2,856	3,212	38	74	74	119	112
05 Out On The Town	31	314	770	2,211	2,452	51	86	85	95	89
06 Business and Pleasure	16	118	348	961	1,229	51	63	75	80	86
07 Sporting Pints	12	191	455	1,534	1,690	18	48	46	60	56
08 Student Social	42	228	593	1,184	1,576	148	134	141	109	122
09 Leisurely Lunch	75	399	980	2,271	2,788	125	112	111	100	103
10 Wining and Dining	82	477	1,221	2,737	3,258	120	118	121	106	106
11 Household Outing	23	289	735	2,147	2,341	43	90	92	105	96
12 Midweek Meal Deal	83	221	515	1,318	1,649	274	122	115	114	120
13 Date Night	97	411	1,039	2,121	2,663	201	143	145	115	122
14 Birthday Treat	70	341	843	1,766	2,160	145	118	118	96	99
15 Pre Show Meal	8	93	246	613	734	48	94	100	97	98
Number of Occasions	733	4,371	10,852	27,898	33,152	100	100	100	100	100



Competition Map and Data: LAMB AT EDGEMOND, EDGMOND (202929)



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

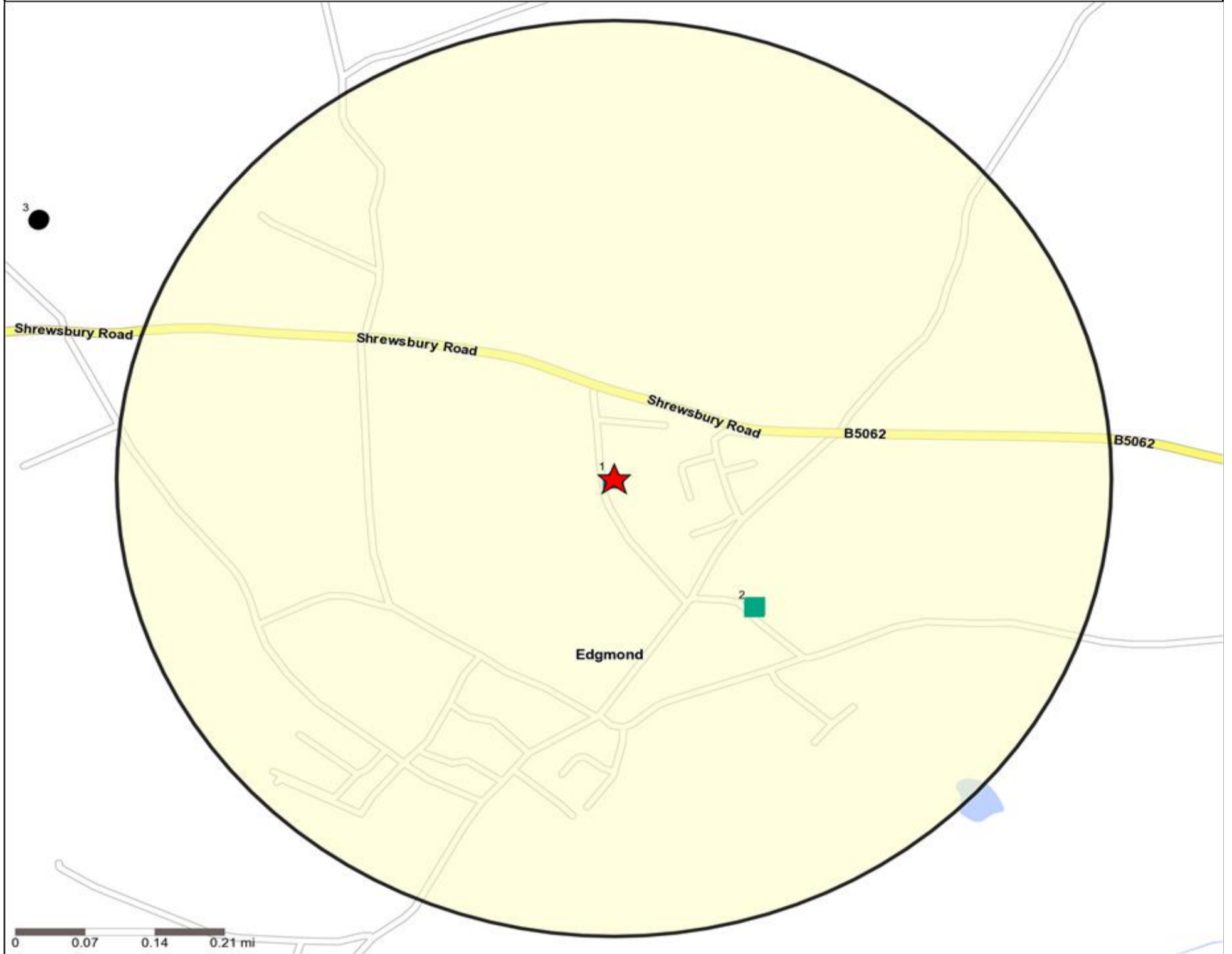
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	1	2	2
Circuit Bar	0	0	1	1
Community Local	1	4	8	19
Dry Led	1	2	7	9
Branded Food Pub	0	0	1	3
Rural	0	0	2	2
Other	0	5	18	40
Total	2	12	39	76



Competition Map and Data: LAMB AT EDGEMOND, EDGMOND (202929)



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	1
Dry Led	1
Branded Food Pub	0
Rural	0
Other	0
Total	2



Local Competition: LAMB AT EDGEMOND, EDGEMOND (202929)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	LAMB AT EDGEMOND, EDGEMOND	29 SHREWSBURY ROAD, NEWPORT, TF10 8HU	Punch Taverns	TF10 8HU	Punch Taverns	0.00
1	Lamb Inn	29 Shrewsbury Road, Edgmond, Newport	Punch Pub Company	TF10 8HU	Dry Led	0.00
2	Lion	1 Newport Road, Edgmond, Newport	Enterprise Inns	TF10 8HH	Community Local	0.20
3	Harper Adams College Club	Edgmond, Newport	Independent Free	TF10 8NB	Other	0.64
4	Bridge Inn	Chetwyn End, Newport	Independent Free	TF10 7JB	Dry Led	1.26
5	Kings Head Inn	Chetwynd End, Newport	Admiral Taverns Ltd	TF10 7JJ	Community Local	1.27
6	Swan	4 Lower Bar, Newport	Marston's	TF10 7BQ	Community Local	1.31
7	Beronas Restaurant	128 High Street, Newport	Independent Free	TF10 7BH	Other	1.35
8	Honeysuckle Inn	26 Beaumaris Road, Newport	Marston's	TF10 7BN	Community Local	1.38
9	Ozzys	18-20 St Mary's Street, Newport	Independent Free	TF10 7AB	Cafe / Wine Bar	1.44
10	Shimla Tandoori Restaurant	22 St Mary's Street, Newport	Independent Free	TF10 7AB	Other	1.44
11	Royal Victoria Hotel	St Mary's Street, Newport	Independent Free	TF10 7AB	Other	1.44
12	Central Square Night Club	The Square, Newport	Independent Free	TF10 7AG	Other	1.48
13	Red Pepper	6 Stafford Street, Newport	Independent Free	TF10 7LT	Other	1.51
14	Barley	62 High Street, Newport	Star Pubs & Bars	TF10 7AQ	Circuit Bar	1.52
15	Newport Literary & Social Institute	17 High Street, Newport	Independent Free	TF10 7AR	Other	1.52
16	Mandarin Palace	20 High Street, Newport	Independent Free	TF10 7AN	Other	1.55
17	Lutine Bell	14 High Street, Newport	Independent Free	TF10 7AN	Cafe / Wine Bar	1.55
18	Audco Sports & Social Club	High Street, Newport	Independent Free	TF10 7AJ	Other	1.56
19	Royal Navy Association	High Street, Newport	Independent Free	TF10 7AJ	Other	1.56
20	Pheasant Inn	68 Upper Bar, Newport	Enterprise Inns	TF10 7AW	Community Local	1.57
21	Shakespeare Inn	66 Upper Bar, Newport	Punch Pub Company	TF10 7AW	Community Local	1.57
22	New Inn	2 Stafford Road, Newport	Enterprise Inns	TF10 7LX	Community Local	1.61
23	Railway Tavern	62 Upper Bar, Newport	Punch Pub Company	TF10 7EJ	Community Local	1.62
24	Aston	Wellington Road, Church Aston, Newport	Enterprise Inns	TF10 9EJ	Dry Led	1.69
25	Newport Cricket Club	Audley Avenue, Newport	Independent Free	TF10 7DP	Other	1.75
26	Royal British Legion Club	Audley Avenue, Newport	Independent Free	TF10 7DP	Other	1.75
27	Newport Bowling Club	Granville Avenue, Newport	Independent Free	TF10 7DX	Other	1.76
28	Forton Cricket Club	Eccleeston Road, Forton, Newport	Independent Free	TF10 8BY	Other	2.10
29	Swan	Shay Lane, Forton, Newport	British Country Inns	TF10 8BY	Dry Led	2.10
30	Redhouse Inn	Lilleshall, Newport	Greene King	TF10 9EW	Dry Led	2.18