



Customer Profile Report for SEYMOUR ARMS, PLYMOUTH (Punch Outlet Number: 201153)
10 SEYMOUR STREET, PLYMOUTH, PL4 8DT (PL 4 8DT)



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

Age Data Table

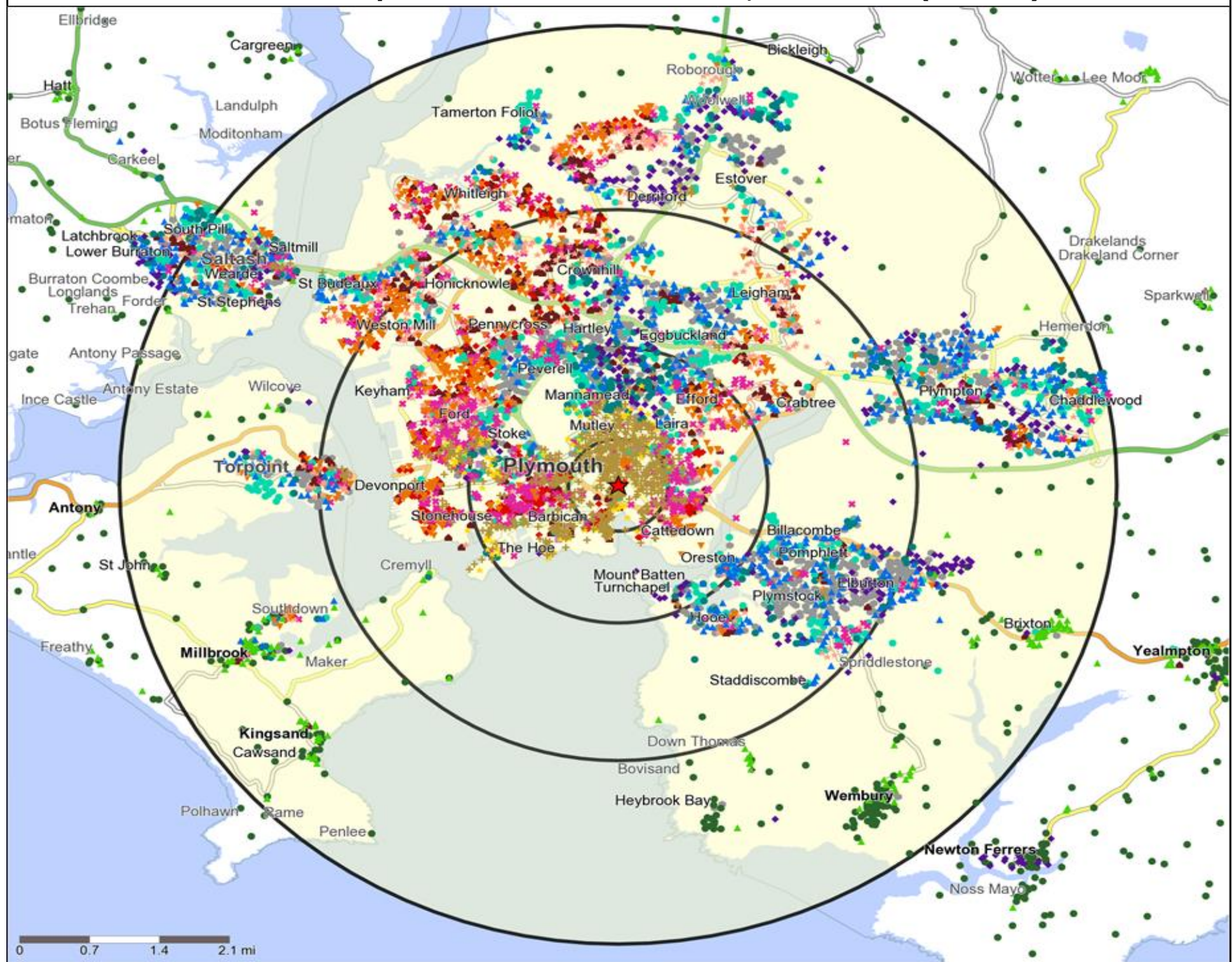
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0-15	1,156	10,727	32,689	51,354	39,606	33	72	92	94	91
16-17	123	1,322	4,047	6,514	4,972	28	71	92	96	92
18-24	9,583	20,400	29,680	37,957	33,105	564	283	173	144	157
25-34	3,006	12,814	27,062	38,427	31,433	117	118	104	96	99
35-44	1,293	8,359	21,232	32,685	25,884	54	83	88	88	88
45-54	1,252	8,874	24,276	39,033	30,451	47	79	90	94	92
55-64	946	6,846	19,455	32,582	25,355	45	76	90	99	96
65+	1,429	10,354	31,657	53,468	42,204	42	72	92	102	101
Population estimate 2015	18,788	79,696	190,098	292,020	233,010	100	100	100	100	100

Ethnicity - Census 2011

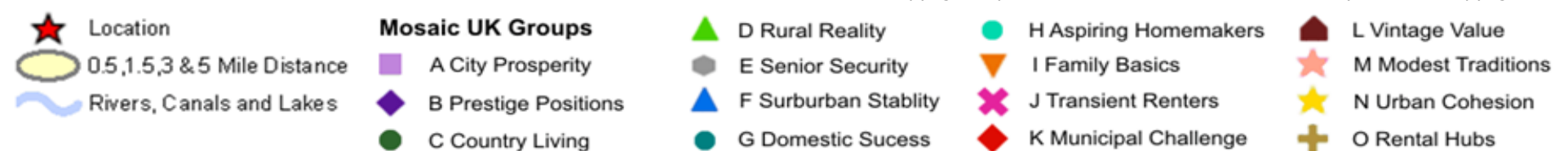
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White	16,396	72,840	177,698	275,443	218,255	90%	93%	95%	96%	96%
Mixed / Multiple Ethnic Groups	513	1,644	2,718	3,515	3,058	3%	2%	1%	1%	1%
Asian / Asian British	816	2,287	3,292	4,083	3,736	4%	3%	2%	1%	2%
Black / African / Caribbean / Black British	264	960	1,494	1,727	1,598	1%	1%	1%	1%	1%
Other Ethnic Group	227	695	1,000	1,218	1,108	1%	1%	1%	0%	0%
All People (Ethnic Group)	18,216	78,426	186,202	285,986	227,755	100	100	100	100	100



Mosaic UK Map and Data: SEYMOUR ARMS, PLYMOUTH (201153)



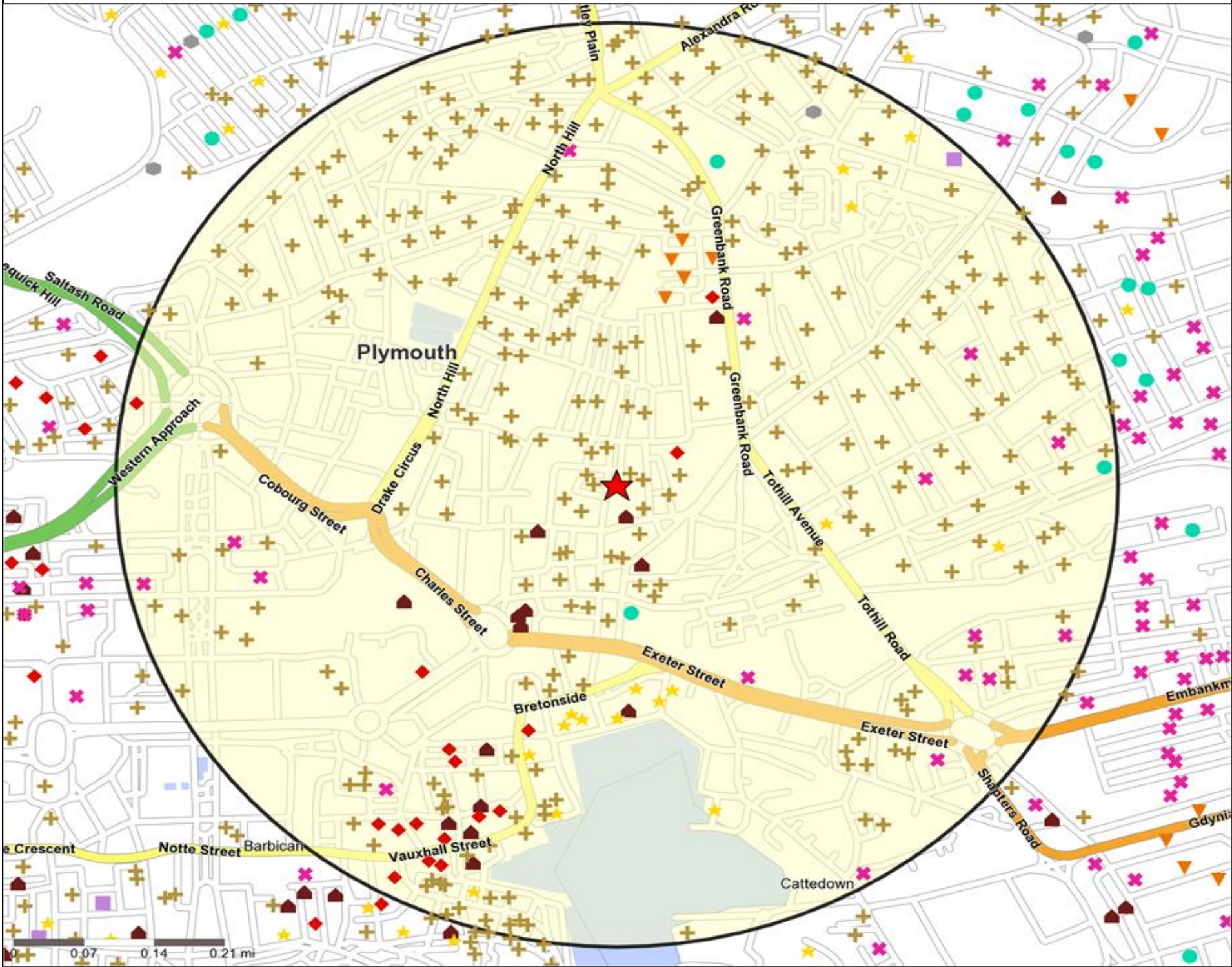
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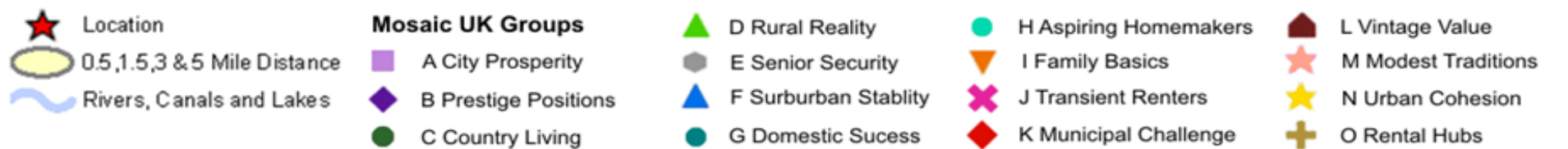
Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	44	237	252	252	252	7	9	4	3	3
B Prestige Positions (18+)	0	1,036	3,249	8,596	7,043	0	22	30	51	52
C Country Living (18+)	0	0	157	3,348	277	0	0	2	21	2
D Rural Reality (18+)	0	0	98	2,356	433	0	0	1	15	3
E Senior Security (18+)	9	3,540	17,130	28,455	23,919	1	68	141	152	160
F Suburban Stability (18+)	0	1,427	9,690	21,395	14,668	0	36	106	152	130
G Domestic Success (18+)	0	2,448	5,552	9,966	7,096	0	45	44	52	46
H Aspiring Homemakers (18+)	179	5,993	15,526	27,814	20,195	13	103	114	133	121
I Family Basics (18+)	92	3,502	16,136	23,629	17,547	8	76	149	142	132
J Transient Renters (18+)	433	9,432	20,097	25,158	22,300	49	254	233	190	210
K Municipal Challenge (18+)	521	3,277	7,642	10,166	8,467	58	87	87	75	78
L Vintage Value (18+)	508	3,333	10,759	16,402	13,664	53	82	114	113	118
M Modest Traditions (18+)	0	1,534	11,689	19,400	16,005	0	50	164	178	183
N Urban Cohesion (18+)	669	3,529	3,830	3,848	3,848	84	105	49	32	40
O Rental Hubs (18+)	12,774	24,940	27,918	28,980	28,423	1,089	504	242	164	200
Adults 18+ estimate 2015	15,229	64,228	149,725	229,765	184,137	100	100	100	100	100



Mosaic UK Map and Data: SEYMOUR ARMS, PLYMOUTH (201153)



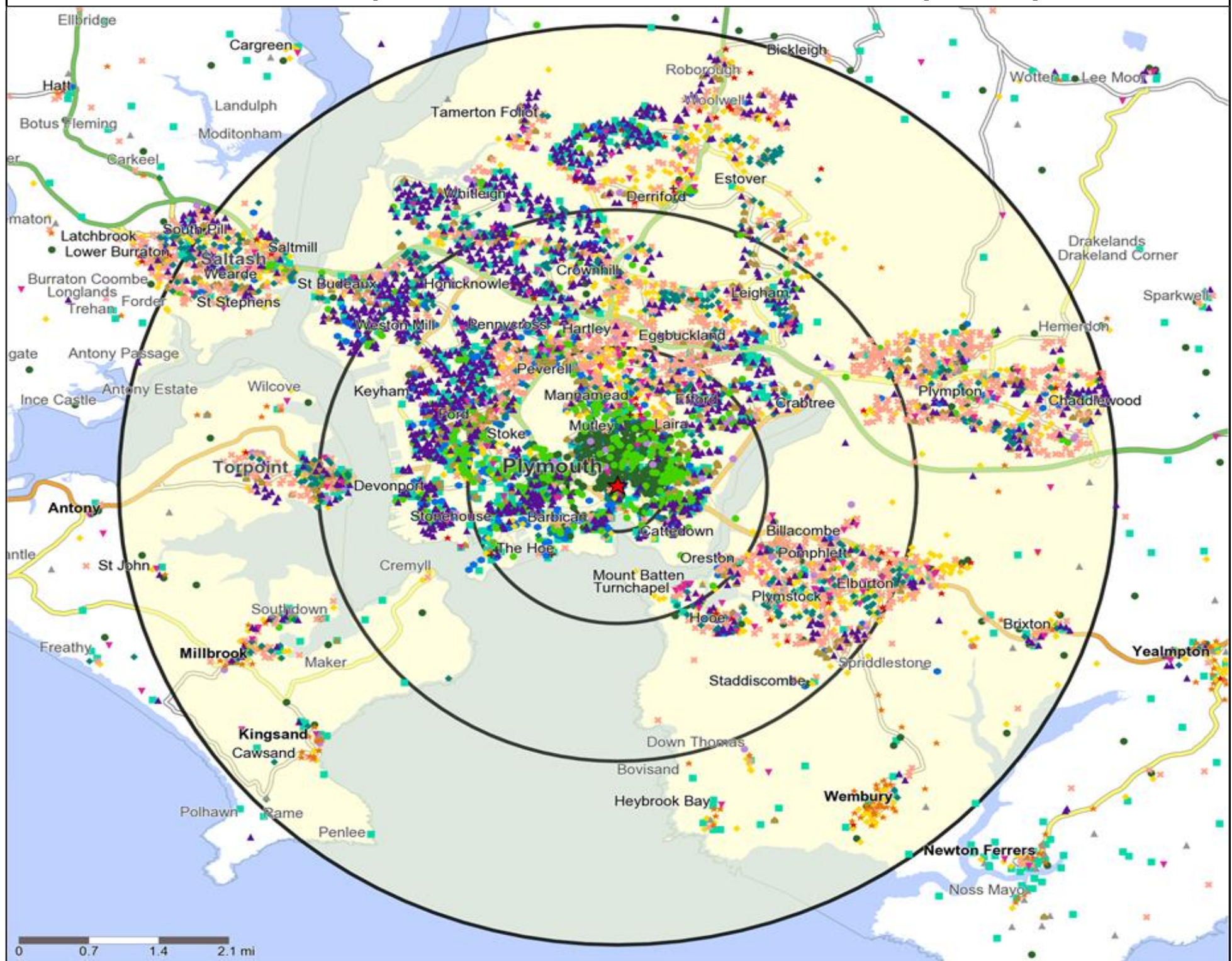
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	44	7
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	9	1
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	179	13
I Family Basics (18+)	92	8
J Transient Renters (18+)	433	49
K Municipal Challenge (18+)	521	58
L Vintage Value (18+)	508	53
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	669	84
O Rental Hubs (18+)	12,774	1,089
Adults 18+ estimate 2015	15,229	100



Occasions Map and Data: SEYMOUR ARMS, PLYMOUTH (201153)



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★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

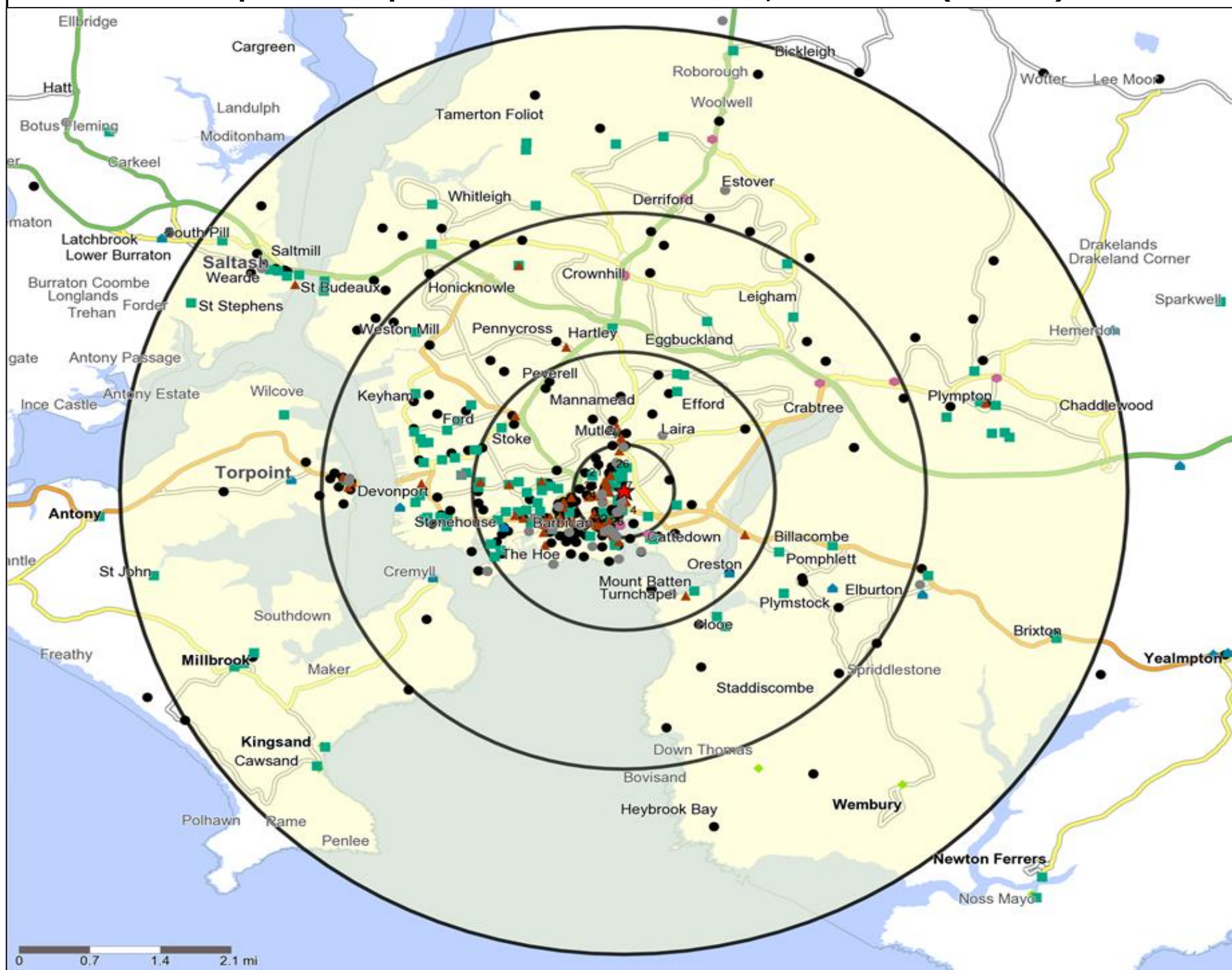
Occasions Data Table

	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	808	5,126	12,683	18,630	15,106	87	106	106	102	103
02 Early Doors	423	3,301	10,463	17,064	13,373	54	81	104	111	109
03 Everyday is Friday	789	3,978	9,721	14,693	11,793	119	115	113	112	113
04 Weekend Millionaires	319	4,860	15,206	23,179	18,258	33	97	123	123	121
05 Out On The Town	1,455	6,915	14,982	21,248	17,436	158	144	126	117	120
06 Business and Pleasure	450	2,297	4,510	6,376	5,215	94	92	73	68	70
07 Sporting Pints	1,354	6,529	13,322	17,911	14,977	133	123	101	89	94
08 Student Social	3,287	6,142	7,827	9,866	8,728	763	273	141	116	129
09 Leisurely Lunch	439	3,511	9,976	16,121	12,630	48	74	85	90	89
10 Wining and Dining	283	3,103	9,780	17,140	13,052	27	58	73	84	81
11 Household Outing	152	3,392	11,199	17,604	13,776	19	80	106	109	107
12 Midweek Meal Deal	594	2,675	6,747	10,170	7,826	129	112	114	112	109
13 Date Night	312	2,652	7,013	12,313	9,477	43	69	74	86	83
14 Birthday Treat	271	2,351	7,128	12,004	9,280	37	62	75	83	81
15 Pre Show Meal	165	1,145	2,807	4,371	3,510	66	87	86	88	89
Number of Occasions	11,101	57,977	143,364	218,690	174,437	100	100	100	100	100

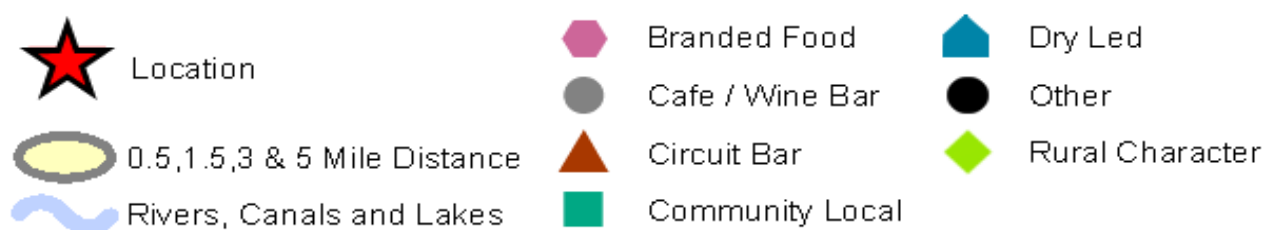
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Competition Map and Data: SEYMOUR ARMS, PLYMOUTH (201153)



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

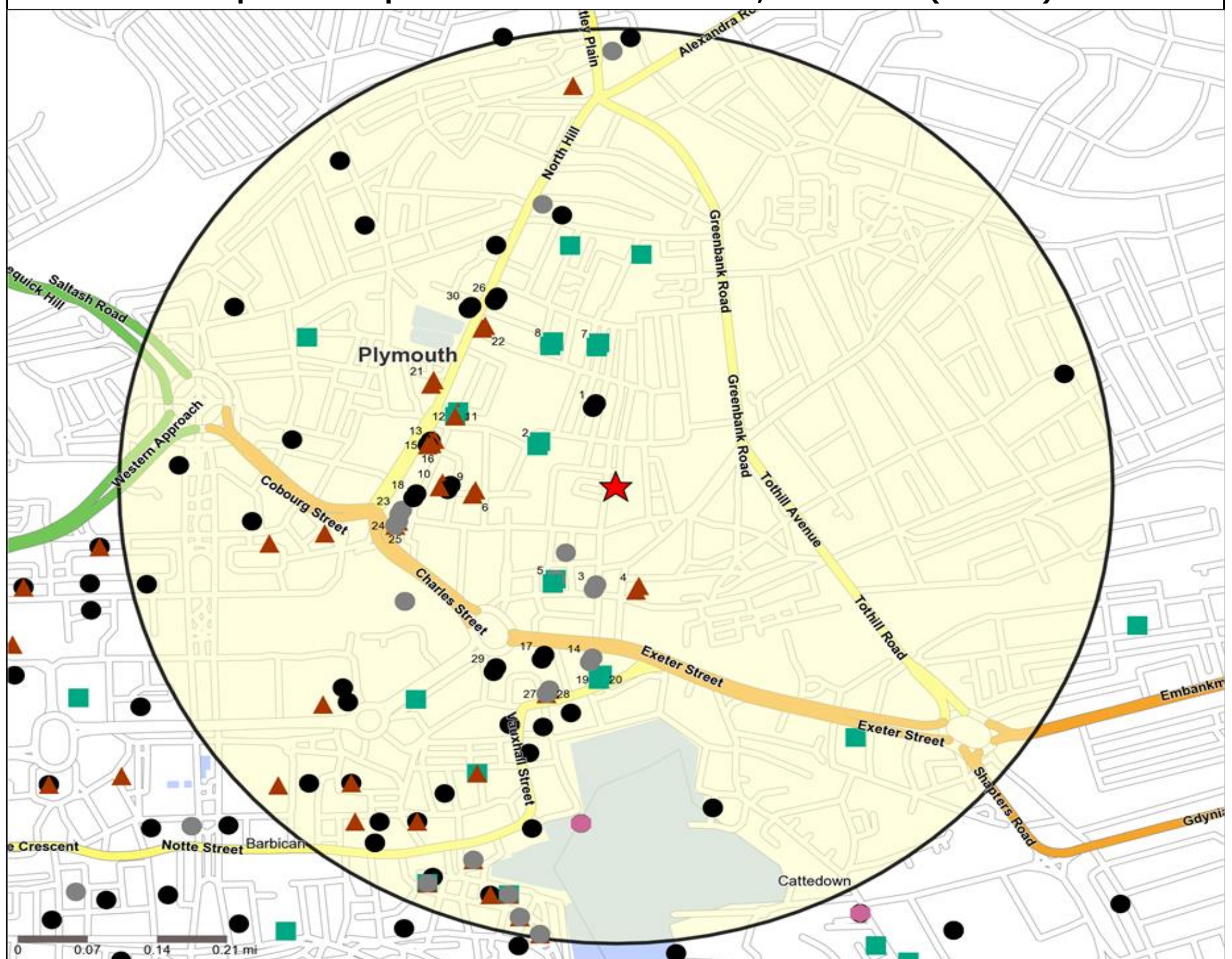


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	14	27	32	35
Circuit Bar	27	54	59	60
Community Local	15	46	81	116
Dry Led	0	2	5	7
Branded Food Pub	1	2	5	9
Rural	0	0	0	3
Other	64	184	243	289
Total	121	315	425	519



Competition Map and Data: SEYMOUR ARMS, PLYMOUTH (201153)



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
Café / Wine Bar	14
Circuit Bar	27
Community Local	15
Dry Led	0
Branded Food Pub	1
Rural	0
Other	64
Total	121



Local Competition: SEYMOUR ARMS, PLYMOUTH (201153)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SEYMOUR ARMS, PLYMOUTH	10 SEYMOUR STREET, PLYMOUTH, PL4 8DT	Punch Taverns	PL 4 8DT	Punch Taverns	0.00
1	Fawn Hotel	39 Prospect Street, Plymouth	Independent Free	PL 4 8NY	Other	0.09
2	Nowhere Inn	21 Gilwell Street, Plymouth	Pubfolio Ltd	PL 4 8BU	Community Local	0.09
3	Bistro One	68 Ebrington Street, Charles Cross, Plymouth	Independent Free	PL 4 9AQ	Cafe / Wine Bar	0.11
4	Woodside	12 Gasking Street, Plymouth	Punch Pub Company	PL 4 8DQ	Circuit Bar	0.12
5	Bread And Roses	62 Ebrington Street, Plymouth	Unknown	PL 4 9AF	Community Local	0.12
6	Fresher & Professor	34 Gibbon Street, Plymouth	Enterprise Inns	PL 4 8BZ	Circuit Bar	0.14
7	Wellington Hotel	21 Wellington Street, Plymouth	*Other Small Retail Groups	PL 4 8NB	Community Local	0.15
8	Friendship Inn	1 Amity Place, Plymouth	Unknown	PL 4 8LX	Community Local	0.17
9	Plymouth Social Club	Chapel Street, Plymouth	Independent Free	PL 4 8BW	Other	0.17
10	Pop Up	45 Tavistock Place, Plymouth	Independent Free	PL 4 8AX	Circuit Bar	0.18
11	Cuba	1 Sherwell Arcade, Plymouth	Independent Free	PL 4 8LH	Circuit Bar	0.18
12	Air	3-4 Sherwell Arcade, Plymouth	Unknown	PL 4 8LH	Community Local	0.18
13	Skiving Scholar	1 Tavistock Place, Plymouth	Independent Free	PL 4 8AU	Circuit Bar	0.19
14	Cafe Kiss	7 North Street, Plymouth	Independent Free	PL 4 0BW	Cafe / Wine Bar	0.19
15	Bac Bar	40 Drake Circus, Plymouth	Independent Free	PL 4 8AB	Circuit Bar	0.19
16	Pit	34-36 Drake Circus, Plymouth	Independent Free	PL 4 8AB	Other	0.19
17	Jurys Inn	50 Exeter Street, Plymouth	Jurys Inn Group	PL 4 0AZ	Other	0.20
18	Plymouth City Museum & Art Gallery	Drake Circus, Plymouth	Independent Free	PL 4 8AJ	Other	0.20
19	Compass Inn	59-61 Bretonside, Plymouth	Enterprise Inns	PL 4 0BD	Community Local	0.21
20	Old Friary	51-53 Bretonside, Plymouth	*Other Small Retail Groups	PL 4 0BD	Community Local	0.21
21	Bang Bang	2 North Hill, Plymouth	Independent Free	PL 4 8ER	Circuit Bar	0.22
22	Mouse Trap	40-42 North Hill, Plymouth	Independent Free	PL 4 8ET	Circuit Bar	0.22
23	Blush Lounge	102 Tavistock Place, Plymouth	Independent Free	PL 4 8AY	Cafe / Wine Bar	0.22
24	Number 8	8 Drake Circus, Plymouth	Independent Free	PL 4 8AQ	Cafe / Wine Bar	0.23
25	Roundabout	2-4 Drake Circus, Plymouth	Stonegate Pub Company	PL 4 8AQ	Circuit Bar	0.23
26	Carpe Diem	50 North Hill, Plymouth	Independent Free	PL 4 8EU	Other	0.24
27	Kings Head	21 Bretonside, Plymouth	Enterprise Inns	PL 4 0BB	Circuit Bar	0.24
28	Dairy	25 Bretonside, Plymouth	Independent Free	PL 4 0BB	Cafe / Wine Bar	0.24
29	Gala Bingo	6 Charles Cross, Plymouth	Gala Group	PL 4 0BA	Other	0.24
30	Raob Club	41 North Hill, Plymouth	Independent Free	PL 4 8EZ	Other	0.24