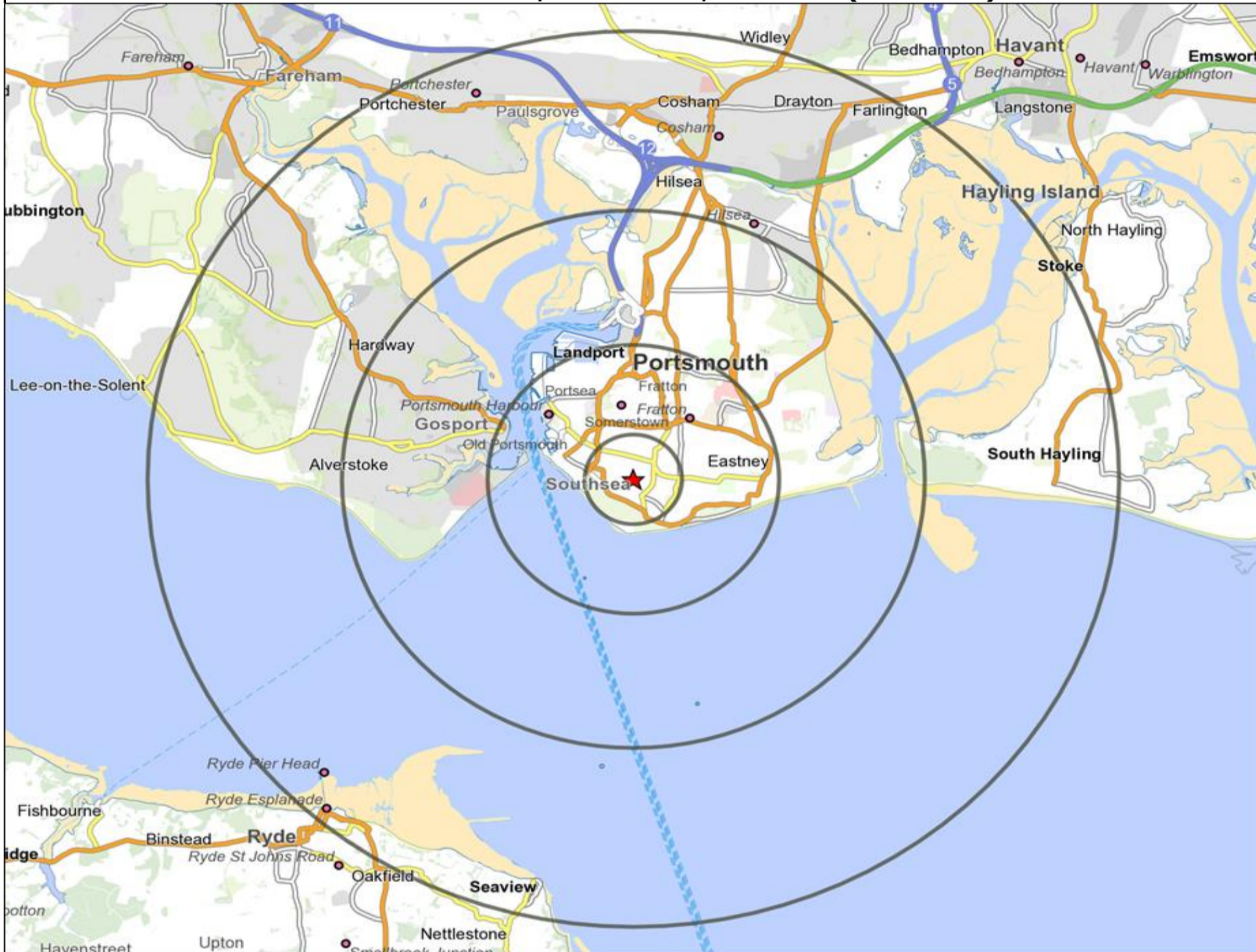




**Customer Profile Report for MARMION TAVERN, SOUTHSEA (Punch Outlet Number: 202977)
20 MARMION ROAD, SOUTHSEA, PO5 2BA (PO 5 2BA)**



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

Age Data Table

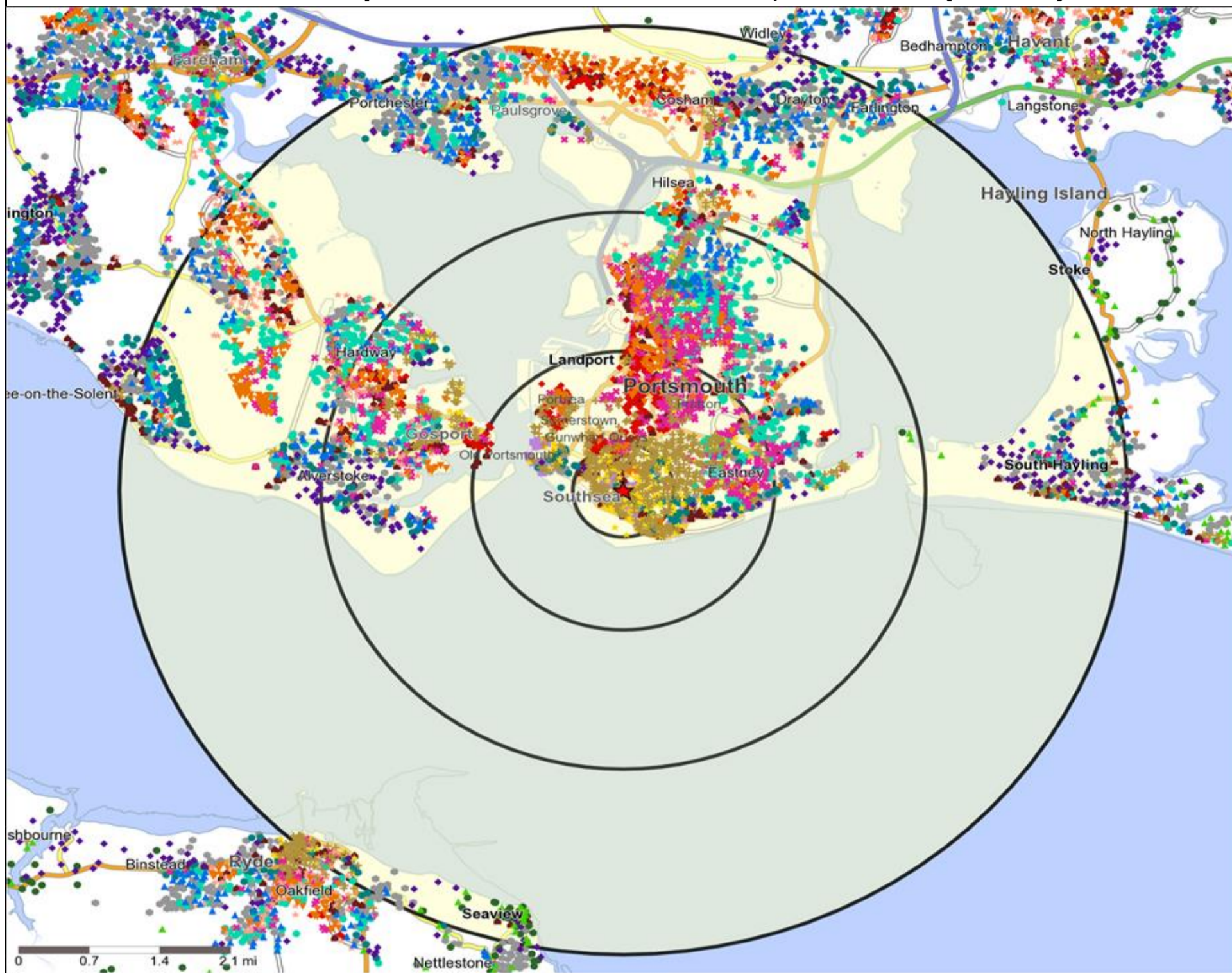
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	2,411	14,173	34,742	57,456	38,096	59	80	94	97	97
16-17	258	1,519	3,984	6,804	4,330	51	69	87	93	89
18-24	5,560	22,094	31,609	40,787	32,343	280	259	178	143	171
25-34	4,268	16,433	31,545	45,122	32,247	142	127	117	105	113
35-44	2,339	10,499	23,640	37,610	25,188	84	88	95	94	95
45-54	2,316	10,237	25,119	42,148	26,898	74	77	90	94	91
55-64	1,823	7,371	17,939	32,265	19,301	74	69	81	91	82
65+	2,951	11,992	28,070	52,655	30,025	75	71	79	93	80
Population estimate 2015	21,926	94,318	196,648	314,847	208,428	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	17,925	76,883	170,664	280,016	179,651	83%	83%	88%	91%	88%
Mixed / Multiple Ethnic Groups	733	3,317	5,145	6,798	5,404	3%	4%	3%	2%	3%
Asian / Asian British	2,140	8,075	11,416	13,781	12,440	10%	9%	6%	4%	6%
Black / African / Caribbean / Black British	533	2,409	3,579	4,390	3,765	2%	3%	2%	1%	2%
Other Ethnic Group	382	1,713	2,171	2,496	2,242	2%	2%	1%	1%	1%
All People (Ethnic Group)	21,713	92,397	192,975	307,481	203,502	100	100	100	100	100



Mosaic UK Map and Data: MARMION TAVERN, SOUTHSEA (202977)



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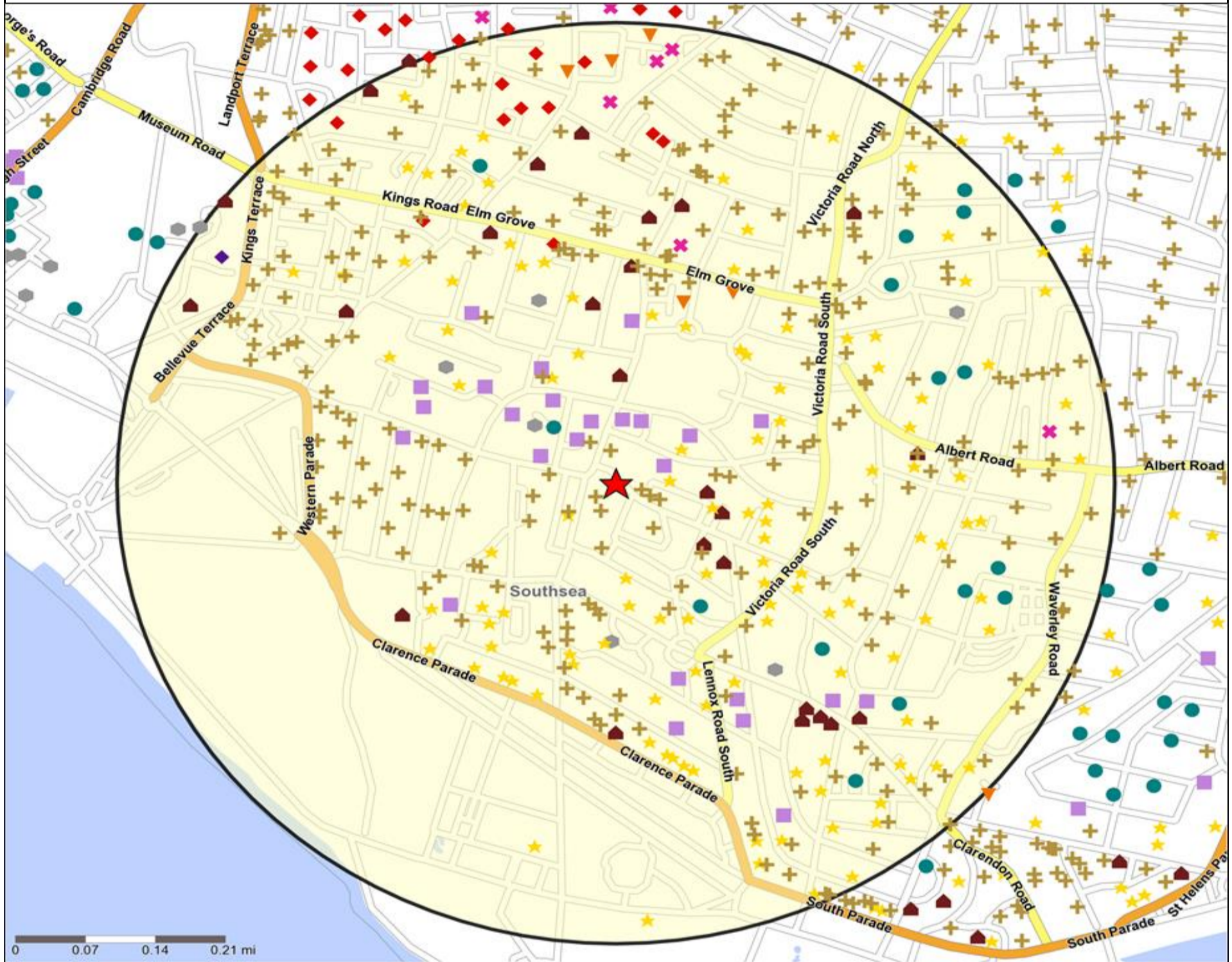


Mosaic UK Data Table (Residential)

	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+)	516	1,278	1,285	1,285	1,285	65	40	20	12	19
B Prestige Positions (18+)	6	281	1,719	7,589	2,379	0	5	15	42	20
C Country Living (18+)	0	0	3	513	4	0	0	0	3	0
D Rural Reality (18+)	0	0	25	312	3	0	0	0	2	0
E Senior Security (18+)	175	1,307	11,855	30,010	15,122	11	21	95	150	115
F Suburban Stability (18+)	0	2	4,843	15,490	7,973	0	0	52	103	81
G Domestic Success (18+)	623	3,090	5,236	11,587	6,217	39	49	41	56	46
H Aspiring Homemakers (18+)	0	3,737	23,280	36,140	23,022	0	55	166	161	156
I Family Basics (18+)	211	2,160	7,695	19,166	11,425	16	40	69	108	98
J Transient Renters (18+)	252	11,671	27,637	31,814	25,142	23	269	312	224	269
K Municipal Challenge (18+)	632	8,717	11,208	14,328	12,344	57	197	124	99	130
L Vintage Value (18+)	1,315	4,632	9,554	16,660	9,456	111	98	99	107	93
M Modest Traditions (18+)	0	438	4,623	12,289	4,917	0	12	63	105	64
N Urban Cohesion (18+)	4,453	7,696	8,509	8,761	7,903	452	195	106	68	93
O Rental Hubs (18+)	10,625	30,229	36,218	40,246	34,698	733	521	306	212	278
Adults 18+ estimate 2015	18,808	75,238	153,690	246,190	161,890	100	100	100	100	100



Mosaic UK Map and Data: MARMION TAVERN, SOUTHSEA (202977)



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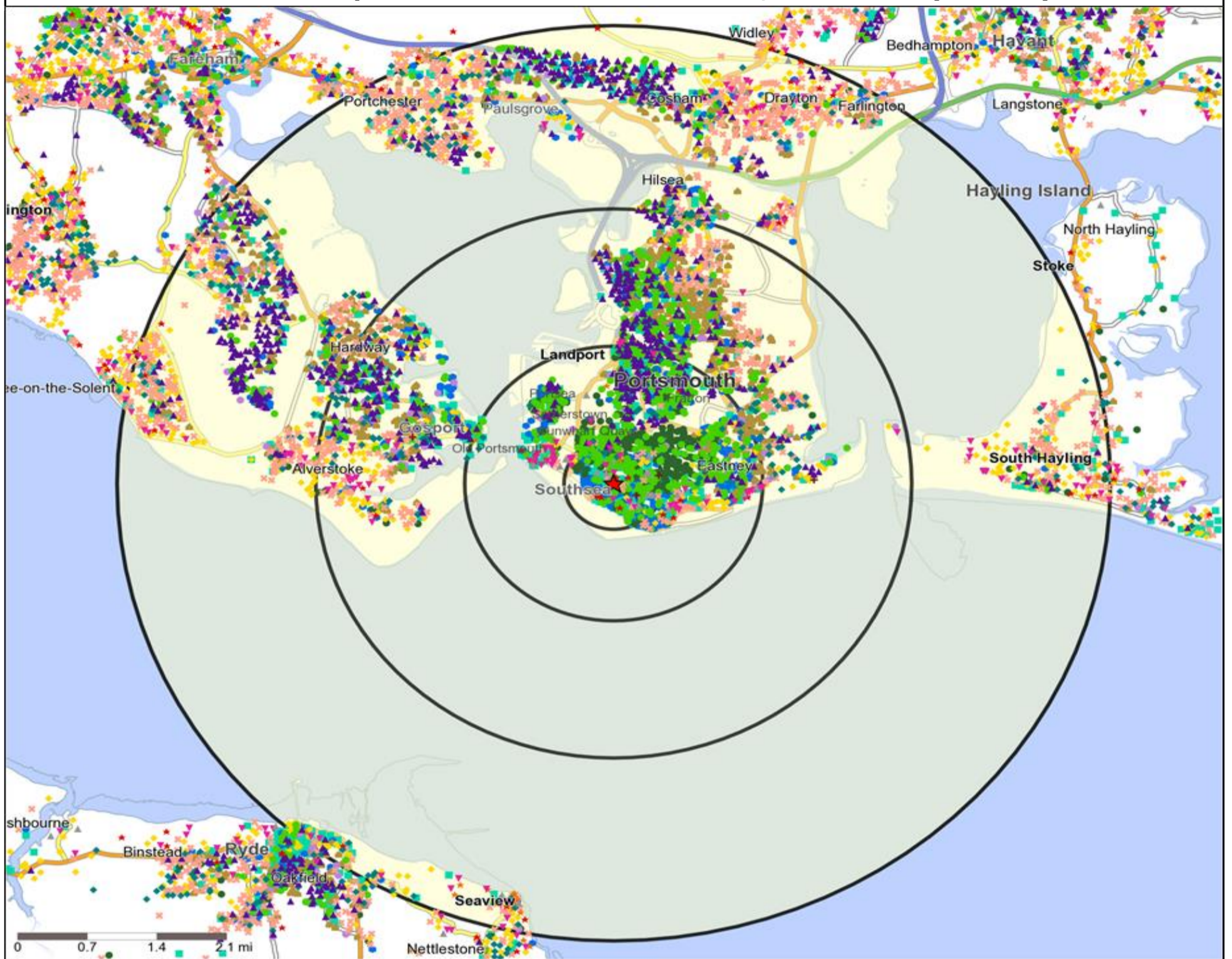
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- B Prestige Positions
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs
- C Country Living

Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	516	65
B Prestige Positions (18+)	6	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	175	11
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	623	39
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	211	16
J Transient Renters (18+)	252	23
K Municipal Challenge (18+)	632	57
L Vintage Value (18+)	1,315	111
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	4,453	452
O Rental Hubs (18+)	10,625	733
Adults 18+ estimate 2015	18,808	100



Occasions Map and Data: MARMION TAVERN, SOUTHSEA (202977)



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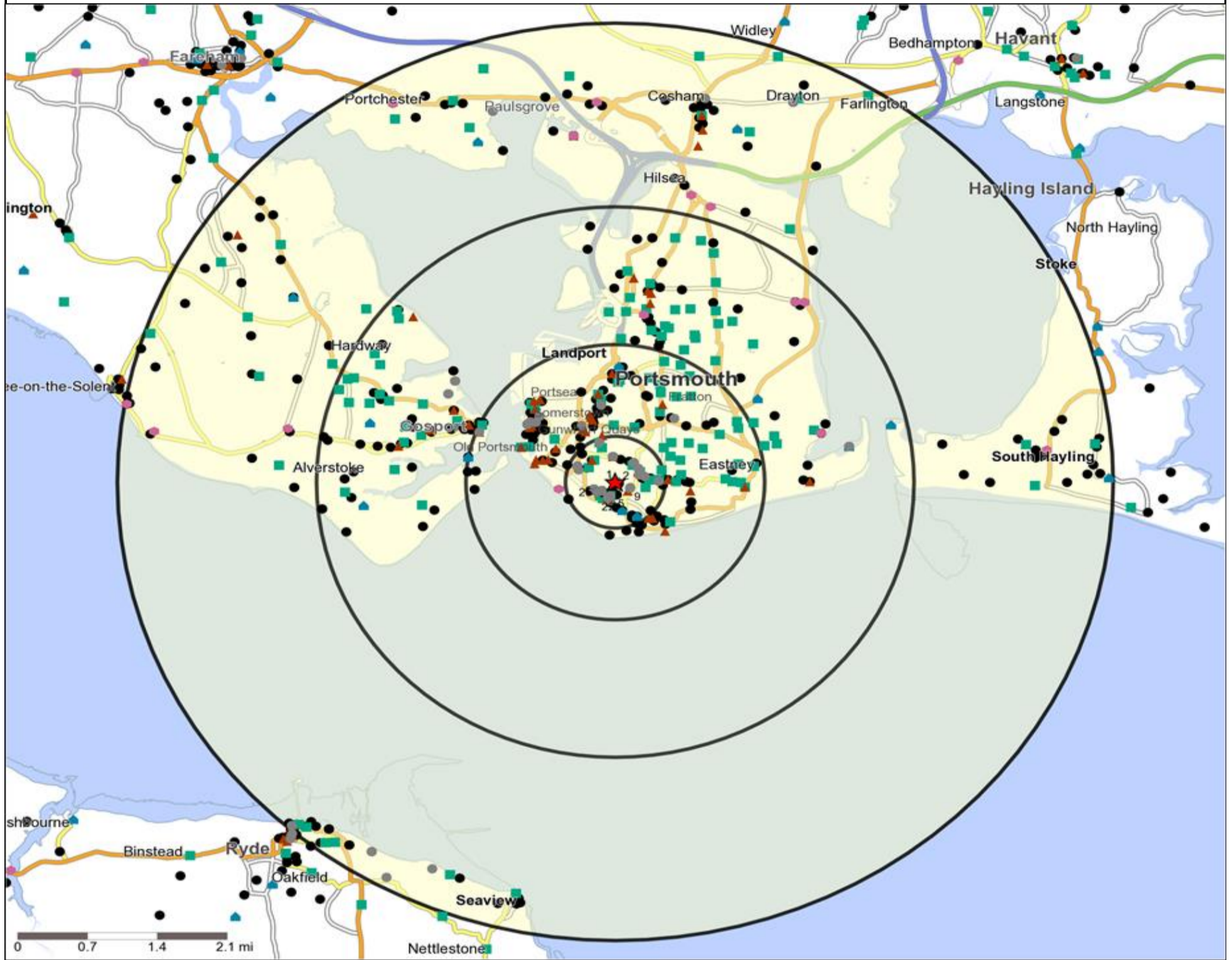
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 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	1,550	6,482	12,333	18,919	12,794	117	113	100	97	98
02 Early Doors	407	3,147	9,097	16,043	9,668	37	65	88	99	88
03 Everyday is Friday	1,056	4,576	10,022	15,662	10,495	112	111	114	113	113
04 Weekend Millionaires	425	4,549	13,041	21,640	14,062	31	77	103	108	105
05 Out On The Town	2,346	9,021	17,130	24,514	17,938	179	158	141	127	138
06 Business and Pleasure	911	3,107	5,635	8,027	5,892	135	105	90	81	88
07 Sporting Pints	2,219	9,301	16,891	23,048	17,495	154	148	126	108	122
08 Student Social	1,878	7,448	9,595	11,912	9,958	307	279	169	132	164
09 Leisurely Lunch	945	4,228	9,693	16,606	10,497	73	75	81	88	82
10 Wining and Dining	998	3,437	8,674	16,772	9,807	68	54	64	78	68
11 Household Outing	496	3,462	11,410	18,963	12,269	43	69	106	111	107
12 Midweek Meal Deal	549	3,169	6,501	9,952	7,017	84	112	107	104	109
13 Date Night	837	2,649	7,091	13,189	7,605	81	59	73	86	74
14 Birthday Treat	628	2,635	6,466	11,615	7,227	61	58	67	76	70
15 Pre Show Meal	512	1,499	3,110	5,088	3,294	143	96	94	97	93
Number of Occasions	15,757	68,710	146,689	231,950	156,018	100	100	100	100	100



Competition Map and Data: MARMION TAVERN, SOUTHSEA (202977)



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

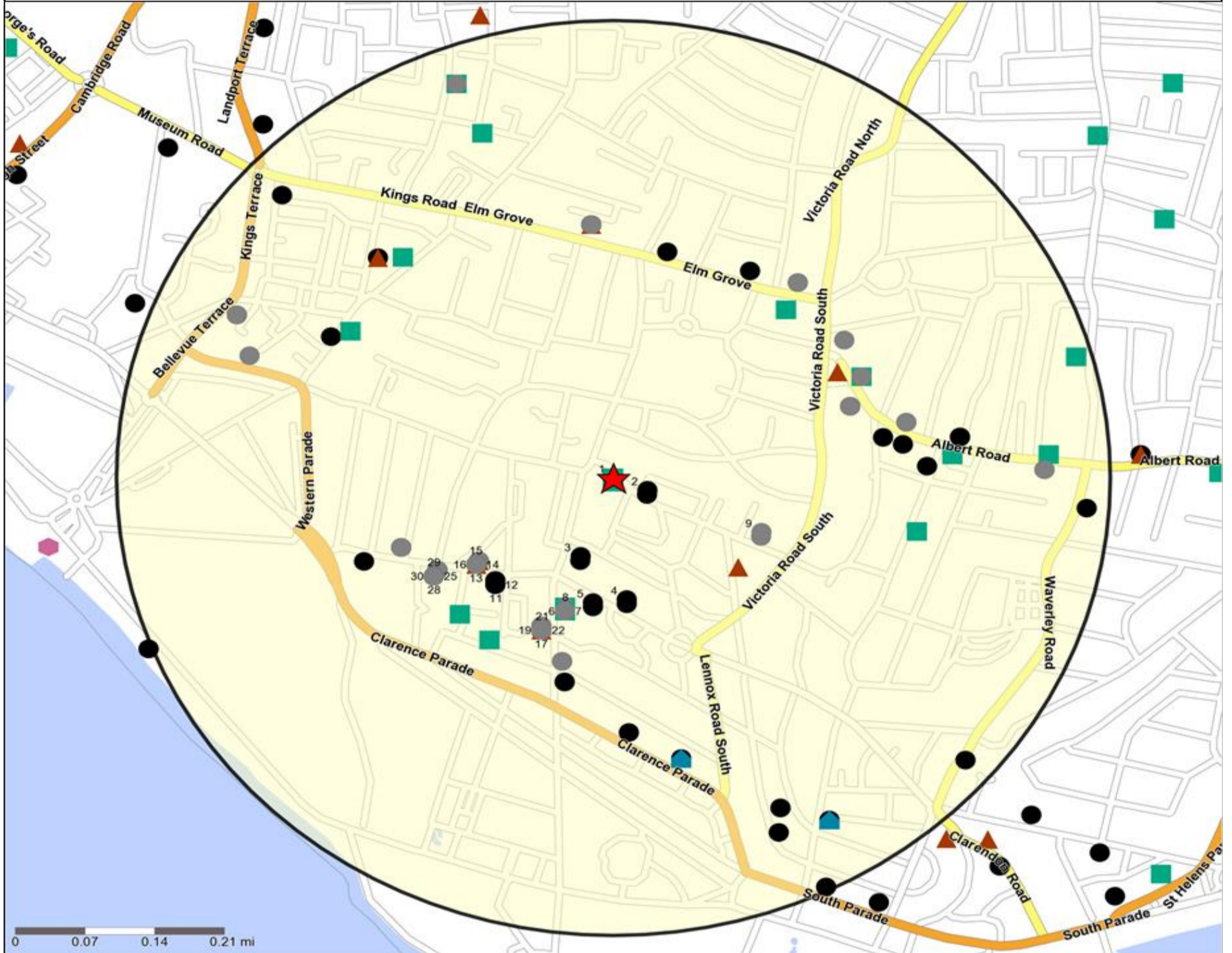
- ★ Location
- Cafe / Wine Bar
- ▲ Circuit Bar
- ◆ Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Community Local
- Branded Food
- Other
- ~ Rivers, Canals and Lakes

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	22	34	38	46
Circuit Bar	6	33	43	47
Community Local	15	54	97	123
Dry Led	2	4	9	13
Branded Food Pub	0	3	13	26
Rural	0	0	0	0
Other	69	172	258	371
Total	114	300	458	626



Competition Map and Data: MARMION TAVERN, SOUTHSEA (202977)



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	22
Circuit Bar	6
Community Local	15
Dry Led	2
Branded Food Pub	0
Rural	0
Other	69
Total	114



Local Competition: MARMION TAVERN, SOUTHSEA (202977)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	MARMION TAVERN, SOUTHSEA	20 MARMION ROAD, SOUTHSEA, PO5 2BA	Punch Taverns	PO 5 2BA	Punch Taverns	0.00
1	Marmion Tavern	20 Marmion Road, Southsea	Punch Pub Company	PO 5 2BA	Community Local	0.00
2	Churchills At 25	25 Marmion Road, Southsea	Independent Free	PO 5 2AT	Other	0.04
3	Knight & Lee Department Store	53-57 Palmerston Road, Southsea	Independent Free	PO 5 3QE	Other	0.10
4	Agora	9 Clarendon Road, Southsea	Independent Free	PO 5 2ED	Other	0.14
5	Oddballs	12 Clarendon Road, Southsea	Independent Free	PO 5 2EE	Other	0.14
6	Restaurant 69	69 Palmerston Road, Southsea	Independent Free	PO 5 3PP	Cafe / Wine Bar	0.15
7	Hong Kong Charlies	75 Palmerston Road, Southsea	Independent Free	PO 5 3PP	Cafe / Wine Bar	0.15
8	Owens	81 Palmerston Road, Southsea	Mitchells & Butlers	PO 5 3PP	Community Local	0.15
9	Capers	59 Marmion Road, Southsea	Independent Free	PO 5 2AX	Cafe / Wine Bar	0.16
10	Jewel In The Crown Restaurant	60 Osborne Road, Southsea	Independent Free	PO 5 3LU	Other	0.17
11	Barnabys	56 Osborne Road, Southsea	Independent Free	PO 5 3LU	Other	0.17
12	Circolo Pizzeria	78-80 Osborne Road, Southsea	Independent Free	PO 5 3LU	Other	0.17
13	Noble House	43 Osborne Road, Southsea	Independent Free	PO 5 3LS	Other	0.17
14	Shenanigans Irish Cafe	57 Osborne Road, Southsea	Independent Free	PO 5 3LS	Cafe / Wine Bar	0.17
15	Rancho	61 Osborne Road, Southsea	Independent Free	PO 5 3LS	Other	0.17
16	Kingsleys	68 Osborne Road, Southsea	Enterprise Inns	PO 5 3LS	Circuit Bar	0.17
17	Lord Palmerston	84-90 Palmerston Road, Southsea	Wetherspoon	PO 5 3PT	Circuit Bar	0.18
18	China Garden	112-114 Palmerston Road, Southsea	Independent Free	PO 5 3PT	Other	0.18
19	Slug And Lettuce	80-82 Palmerston Road, Southsea	Stonegate Pub Company	PO 5 3PT	Cafe / Wine Bar	0.18
20	Sopranos	108 Palmerston Road, Southsea	Independent Free	PO 5 3PT	Other	0.18
21	Drift	78 Palmerston Road, Southsea	*Other Small Retail Groups	PO 5 3PT	Circuit Bar	0.18
22	Mojito Cocktail And Lounge Bar	106 Palmerston Road, Southsea	Independent Free	PO 5 3PT	Cafe / Wine Bar	0.18
23	Meat & Barrel	112 Palmerston Road, Southsea	Independent Free	PO 5 3PT	Other	0.18
24	Yonkers	48 Osborne Road, Southsea	Independent Free	PO 5 3LT	Other	0.21
25	Wave Maiden	36 Osborne Road, Southsea	Independent Free	PO 5 3LT	Cafe / Wine Bar	0.21
26	Grosvenor Casino	20-22 Osborne Road, Southsea	Rank	PO 5 3LT	Other	0.21
27	6Oz Burgers	46 Osborne Road, Southsea	Independent Free	PO 5 3LT	Other	0.21
28	Istanbul Restaurant	40 Osborne Road, Southsea	Independent Free	PO 5 3LT	Other	0.21
29	La King Chinese Restaurant	42 Osborne Road, Southsea	Independent Free	PO 5 3LT	Other	0.21
30	Spice Merchant	44 Osborne Road, Southsea	Independent Free	PO 5 3LT	Other	0.21