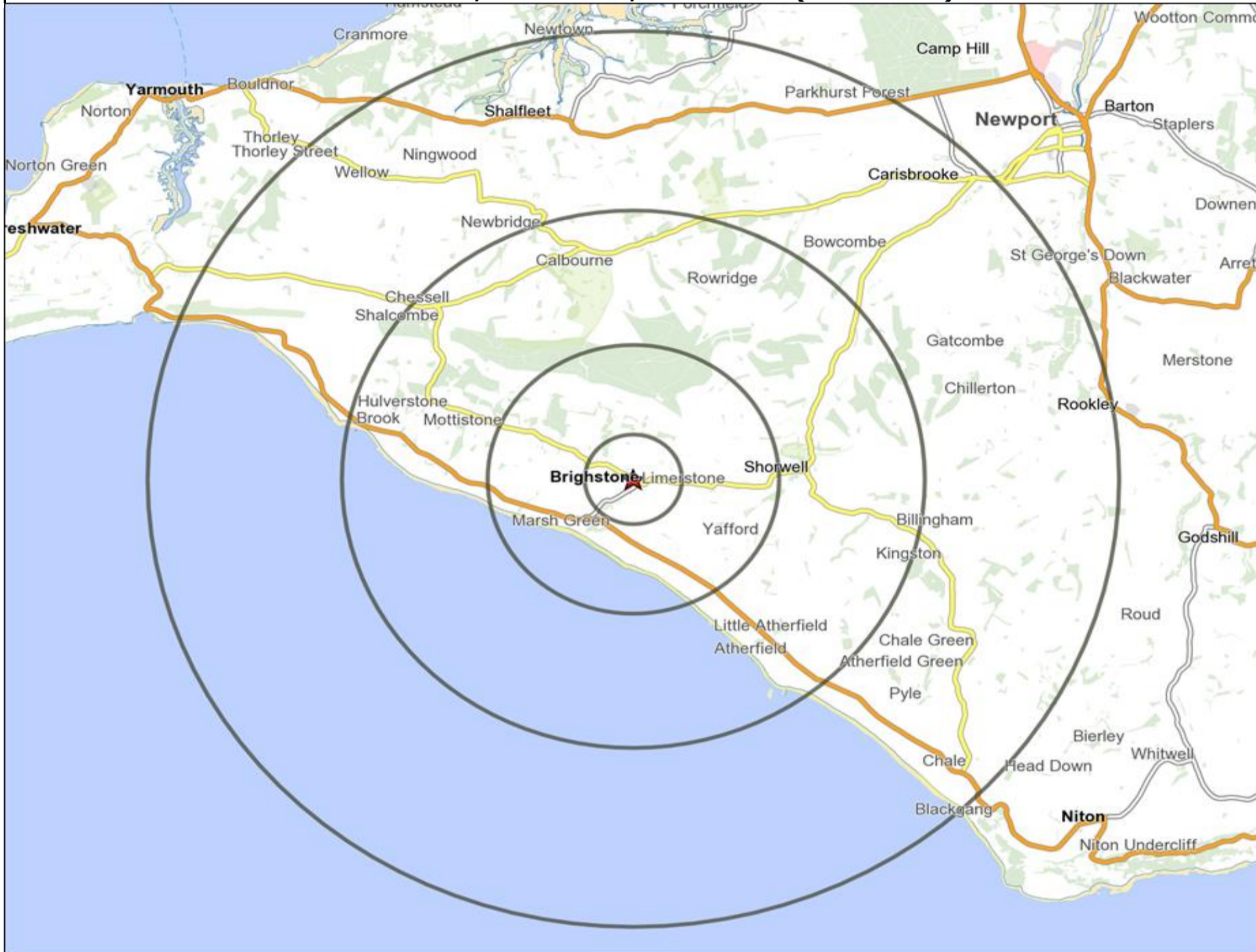




**Customer Profile Report for THREE BISHOPS, BRIGHSTONE (Punch Outlet Number: 300410)  
MAIN ROAD, NEWPORT, PO30 4AH (PO30 4AH)**



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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	98	129	216	1,173	1,991	51	49	47	74	70
16-17	18	28	51	195	313	76	85	89	100	89
18-24	40	43	63	446	773	43	34	28	59	56
25-34	37	42	81	567	924	26	22	24	49	45
35-44	82	117	194	769	1,329	63	65	62	72	69
45-54	143	207	403	1,382	2,282	99	103	115	116	106
55-64	157	249	516	1,493	2,637	136	156	185	157	154
65+	447	598	938	2,387	4,908	243	235	212	158	180
<b>Population estimate 2015</b>	<b>1,022</b>	<b>1,413</b>	<b>2,462</b>	<b>8,412</b>	<b>15,157</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

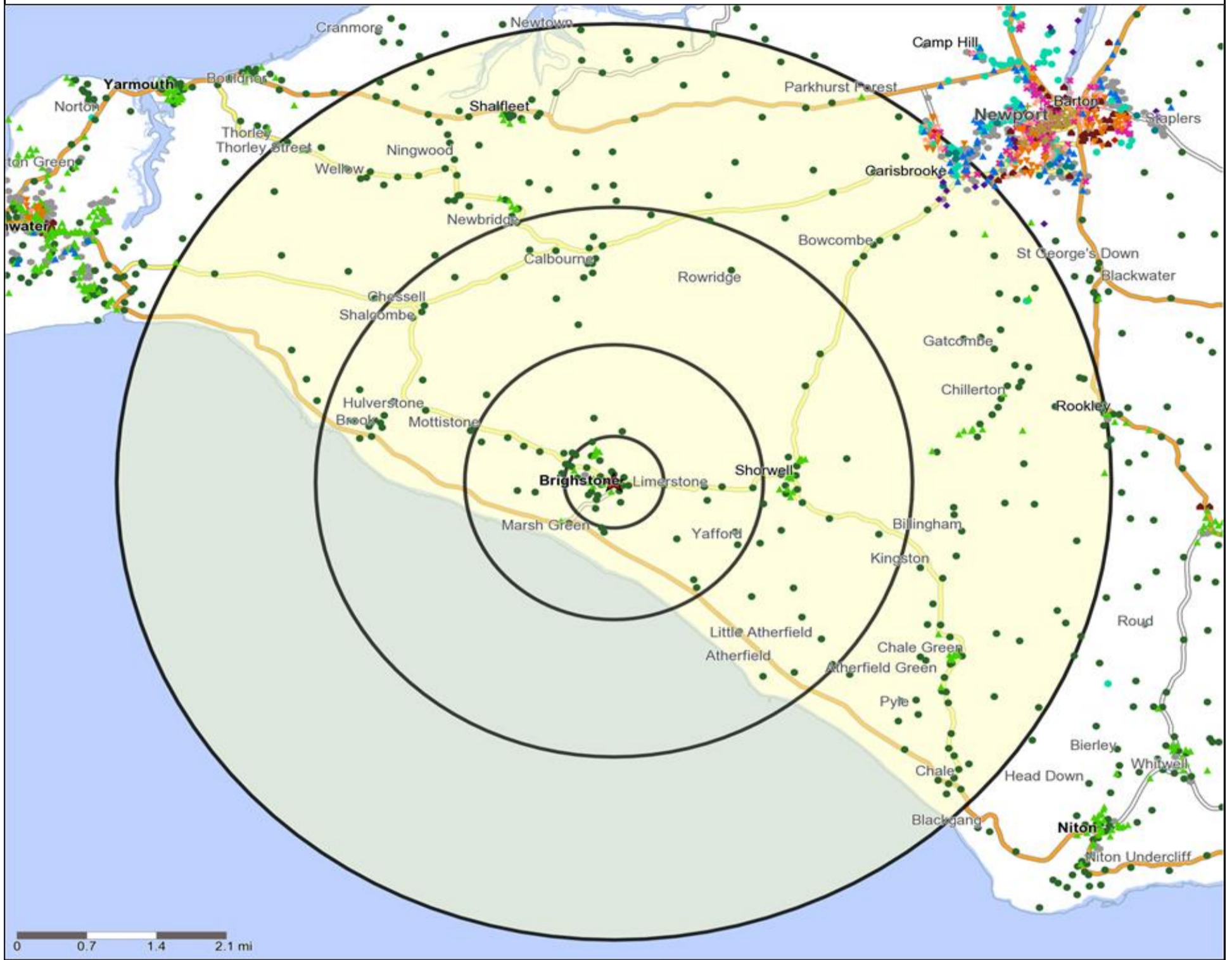
**Ethnicity - Census 2011**

	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	1,021	1,421	2,438	8,358	15,055	100%	100%	99%	99%	98%
Mixed / Multiple Ethnic Groups	0	0	5	39	117	0%	0%	0%	0%	1%
Asian / Asian British	1	2	6	33	70	0%	0%	0%	0%	0%
Black / African / Caribbean / Black British	1	1	1	2	24	0%	0%	0%	0%	0%
Other Ethnic Group	0	0	3	13	24	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>1,023</b>	<b>1,424</b>	<b>2,453</b>	<b>8,445</b>	<b>15,290</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: THREE BISHOPS, BRIGHSTONE (300410)**



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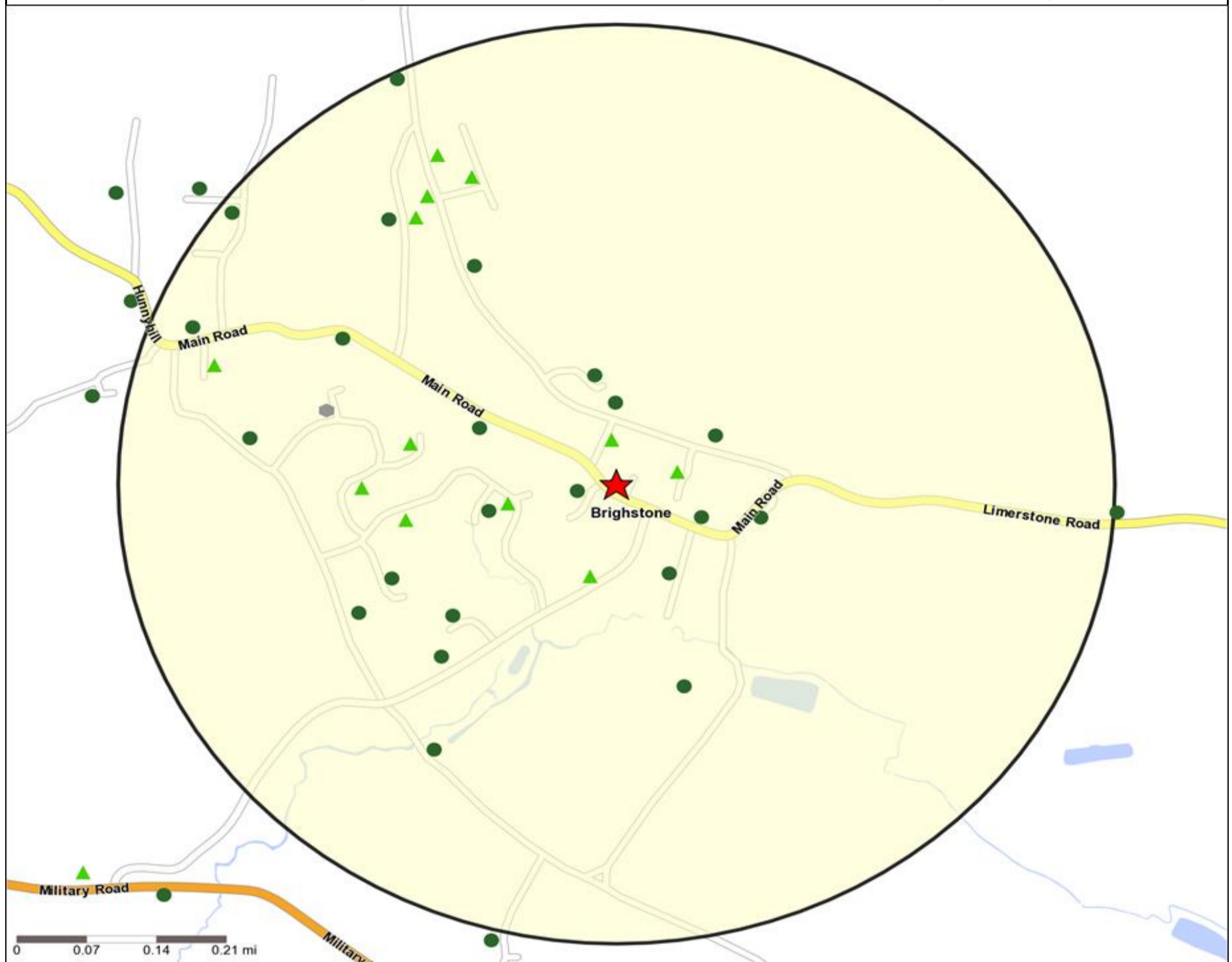
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- C Country Living
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- G Domestic Success
- K Municipal Challenge
- 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
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	0	0	0	202	216	0	0	0	39	23
<b>C Country Living (18+)</b>	536	874	1,672	3,712	5,035	852	1,002	1,097	759	564
<b>D Rural Reality (18+)</b>	316	328	468	1,085	3,633	503	377	308	222	408
<b>E Senior Security (18+)</b>	54	54	54	385	1,722	73	53	30	67	165
<b>F Suburban Stability (18+)</b>	0	0	0	385	477	0	0	0	89	61
<b>G Domestic Success (18+)</b>	0	0	0	251	134	0	0	0	42	12
<b>H Aspiring Homemakers (18+)</b>	0	0	0	385	335	0	0	0	60	29
<b>I Family Basics (18+)</b>	0	0	0	266	472	0	0	0	52	51
<b>J Transient Renters (18+)</b>	0	0	0	197	329	0	0	0	48	44
<b>K Municipal Challenge (18+)</b>	0	0	0	10	18	0	0	0	2	2
<b>L Vintage Value (18+)</b>	0	0	0	0	242	0	0	0	0	30
<b>M Modest Traditions (18+)</b>	0	0	0	145	163	0	0	0	43	27
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	0	0	0	20	71	0	0	0	4	7
<b>Adults 18+ estimate 2015</b>	<b>906</b>	<b>1,256</b>	<b>2,194</b>	<b>7,043</b>	<b>12,847</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



Mosaic UK Map and Data: THREE BISHOPS, BRIGHSTONE (300410)



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- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | 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       |

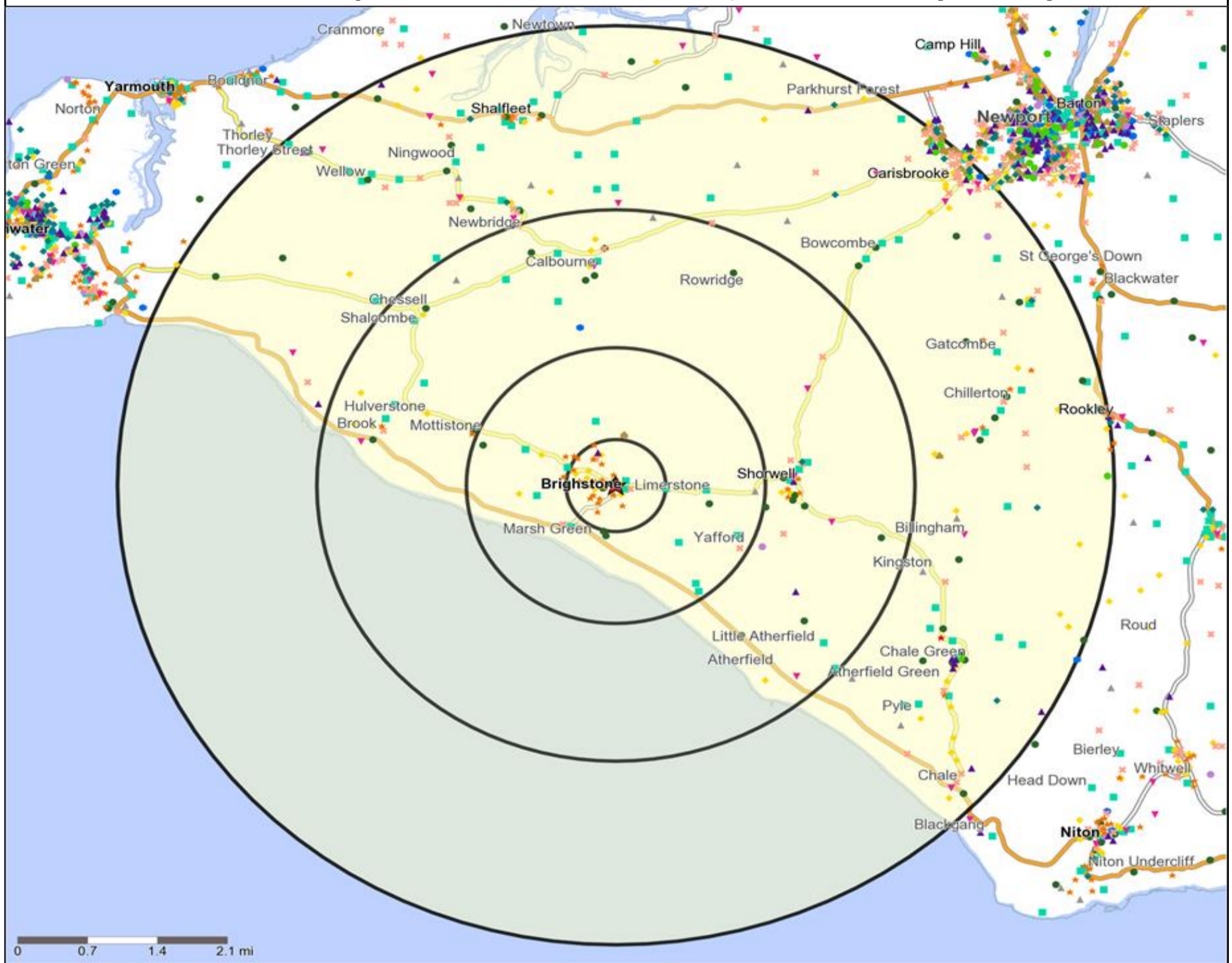
**Mosaic UK Data Table (Residential)**

	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+)	536	852
D Rural Reality (18+)	316	503
E Senior Security (18+)	54	73
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
<b>Adults 18+ estimate 2015</b>	<b>906</b>	<b>100</b>





## Occasions Map and Data: THREE BISHOPS, BRIGHSTONE (300410)



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- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ★ 12 Midweek Meal Deal
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ★ 13 Date Night
- 07 Sporting Pints
- ★ 09 Leisurely Lunch
- ★ 14 Birthday Treat
- ▲ 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	72	109	181	515	1,028	129	142	143	114	129
02 Early Doors	63	85	132	446	947	135	132	124	118	142
03 Everyday is Friday	34	41	59	272	537	85	75	65	84	94
04 Weekend Millionaires	16	22	50	311	545	28	28	38	67	66
05 Out On The Town	14	20	37	292	446	25	26	29	65	56
06 Business and Pleasure	15	29	56	191	294	52	74	86	82	72
07 Sporting Pints	4	6	13	187	311	7	7	9	38	36
08 Student Social	21	43	102	342	477	81	121	174	163	129
09 Leisurely Lunch	86	118	189	575	1,033	158	158	153	130	133
10 Wining and Dining	75	101	166	585	1,005	121	119	118	117	114
11 Household Outing	10	17	31	277	459	20	25	28	70	66
12 Midweek Meal Deal	115	138	190	413	713	416	364	304	185	181
13 Date Night	93	120	193	567	993	212	199	194	159	159
14 Birthday Treat	43	54	84	312	569	98	89	84	88	91
15 Pre Show Meal	7	14	30	117	152	46	67	87	96	71
<b>Number of Occasions</b>	<b>668</b>	<b>917</b>	<b>1,513</b>	<b>5,402</b>	<b>9,509</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: THREE BISHOPS, BRIGHSTONE (300410)



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

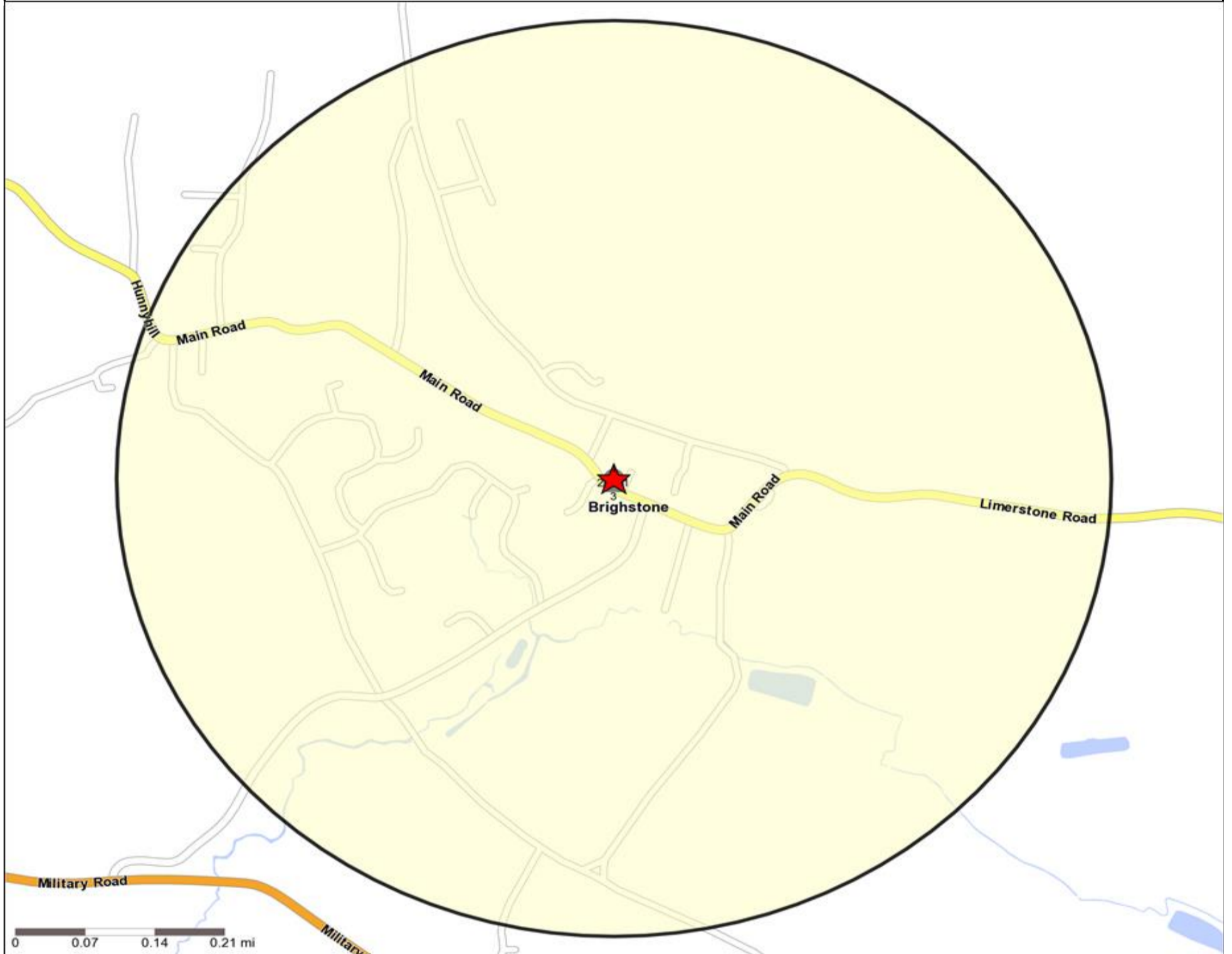
#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	1	2	2
Circuit Bar	0	0	0	1
Community Local	0	0	1	2
Dry Led	1	1	2	4
Branded Food Pub	0	0	0	0
Rural	0	0	1	2
Other	2	2	5	9
<b>Total</b>	<b>4</b>	<b>4</b>	<b>11</b>	<b>20</b>














**Competition Map and Data: THREE BISHOPS, BRIGHSTONE (300410)**



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	1
Circuit Bar	0
Community Local	0
Dry Led	1
Branded Food Pub	0
Rural	0
Other	2
<b>Total</b>	<b>4</b>



## Local Competition: THREE BISHOPS, BRIGHSTONE (300410)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	THREE BISHOPS, BRIGHSTONE	MAIN ROAD, NEWPORT, PO30 4AH	Punch Taverns	PO30 4AH	Punch Taverns	0.00
1	<a href="#">Seven</a>	7 Main Road, Brighstone, Newport	<a href="#">Independent Free</a>	PO30 4AH	Cafe / Wine Bar	0.00
2	<a href="#">Three Bishops</a>	Main Road, Brighstone, Newport	<a href="#">Punch Pub Company</a>	PO30 4AH	Dry Led	0.00
3	<a href="#">Brightstone Social Club</a>	Main Road, Brighstone, Newport	<a href="#">Independent Free</a>	PO30 4AH	Other	0.00
4	<a href="#">Brighstone Reading Room Club</a>	Main Road, Brighstone, Newport	<a href="#">Independent Free</a>	PO30 4AH	Other	0.00
5	<a href="#">Crown Inn</a>	Walkers Lane, Shorwell, Newport	<a href="#">Enterprise Inns</a>	PO30 3JZ	Dry Led	1.68
6	<a href="#">Shorwell Club</a>	Fine Lane, Shorwell, Newport	<a href="#">Independent Free</a>	PO30 3JT	Other	1.73
7	<a href="#">Sun Inn</a>	Hulverstone, Newport	<a href="#">Enterprise Inns</a>	PO30 4EH	Rural Character	2.05
8	<a href="#">Lodge</a>	Shorwell, Newport	<a href="#">Independent Free</a>	PO30 3JJ	Other	2.35
9	<a href="#">Sun Inn</a>	Sun Hill, Calbourne, Newport	<a href="#">Enterprise Inns</a>	PO30 4JA	Community Local	2.57
10	<a href="#">Calbourne Water Mill</a>	Newport Road, Calbourne, Newport	<a href="#">Independent Free</a>	PO30 4JN	Other	2.67
11	<a href="#">Chessell Caf�</a>	Brook Road, Yarmouth	<a href="#">Independent Free</a>	PO41 0UE	Cafe / Wine Bar	2.68
12	<a href="#">Newbridge Community Centre &amp; Social Club</a>	Main Road, Yarmouth	<a href="#">Independent Free</a>	PO41 0TR	Other	3.26
13	<a href="#">Blacksmiths Arms</a>	Calbourne Road, Carrisbrooke, Newport	<a href="#">Independent Free</a>	PO30 5SS	Rural Character	3.93
14	<a href="#">New Inn</a>	Main Road, Shalfleet, Newport	<a href="#">Enterprise Inns</a>	PO30 4NS	Dry Led	4.25
15	<a href="#">Horse &amp; Groom</a>	Main Road, Ningwood, Newport	<a href="#">Enterprise Inns</a>	PO30 4NW	Circuit Bar	4.42
16	<a href="#">Porchfield Cricket Club</a>	Colemans Lane, Porchfield, Newport	<a href="#">Independent Free</a>	PO30 4PE	Other	4.58
17	<a href="#">Wight Mouse Inn</a>	Church Place, Chale, Ventnor	<a href="#">Hall &amp; Woodhouse</a>	PO38 2HA	Other	4.67
18	<a href="#">Waverley Hotel</a>	2 Clatterford Road, Newport	<a href="#">Admiral Taverns Ltd</a>	PO30 1PA	Community Local	4.76
19	<a href="#">Ambassador Snooker Club</a>	125 Gunville Road, Carisbrooke, Newport	<a href="#">Independent Free</a>	PO30 5LE	Other	4.89
20	<a href="#">Eight Bells</a>	31 Carisbrooke High Street, Carisbrooke, Newport	<a href="#">Independent Free</a>	PO30 1NR	Dry Led	4.96
21	<a href="#">Freshwater Bay Golf Club</a>	Afton Down, Freshwater	<a href="#">Independent Free</a>	PO40 9TZ	Other	5.12
22	<a href="#">Chequers Inn</a>	Chequers Inn Road, Rookley, Ventnor	<a href="#">Independent Free</a>	PO38 3NZ	Dry Led	5.18
23	<a href="#">Rookley Country Park</a>	Main Road, Rookley, Ventnor	<a href="#">Independent Free</a>	PO38 3LU	Dry Led	5.24
24	<a href="#">N/Port Victoria Sprts Social Club</a>	Recreation Ground Road, Recreation Ground Ro, Newport	<a href="#">Independent Free</a>	PO30 5AH	Other	5.40
25	<a href="#">Albion Hotel</a>	Freshwater Bay, Freshwater	<a href="#">Independent Free</a>	PO40 9RA	Other	5.42
26	<a href="#">Newclose County Cricket Ground</a>	Blackwater Road, Newport	<a href="#">Independent Free</a>	PO30 3BE	Other	5.43
27	<a href="#">Sandpipers Hotel</a>	Coastguard Lane, Freshwater	<a href="#">Independent Free</a>	PO40 9QX	Other	5.44
28	<a href="#">Freshwater Bay House</a>	Freshwater Bay, Freshwater	<a href="#">Independent Free</a>	PO40 9RB	Other	5.49
29	<a href="#">Havelock House</a>	Gate Lane, Freshwater	<a href="#">Independent Free</a>	PO40 9QD	Other	5.64
30	<a href="#">Cambridge Lodge Guest House</a>	Gate Lane, Freshwater	<a href="#">Independent Free</a>	PO40 9QD	Other	5.64