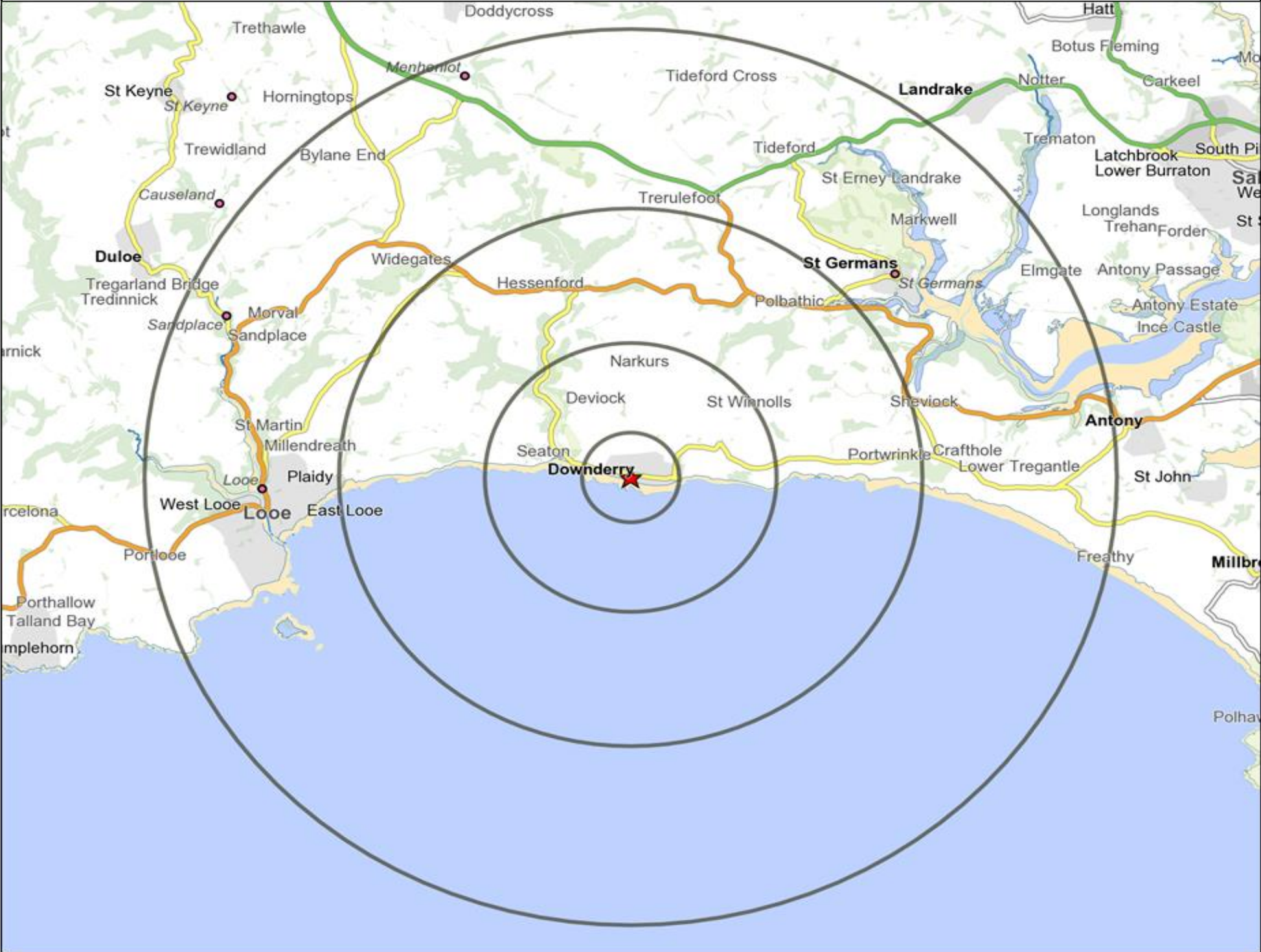




Customer Profile Report for INN ON THE SHORE, DOWNDERRY (Punch Outlet Number: 300004)
DOWNDERRY, TORPOINT, PL11 3JY (PL11 3JY)



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

Age Data Table

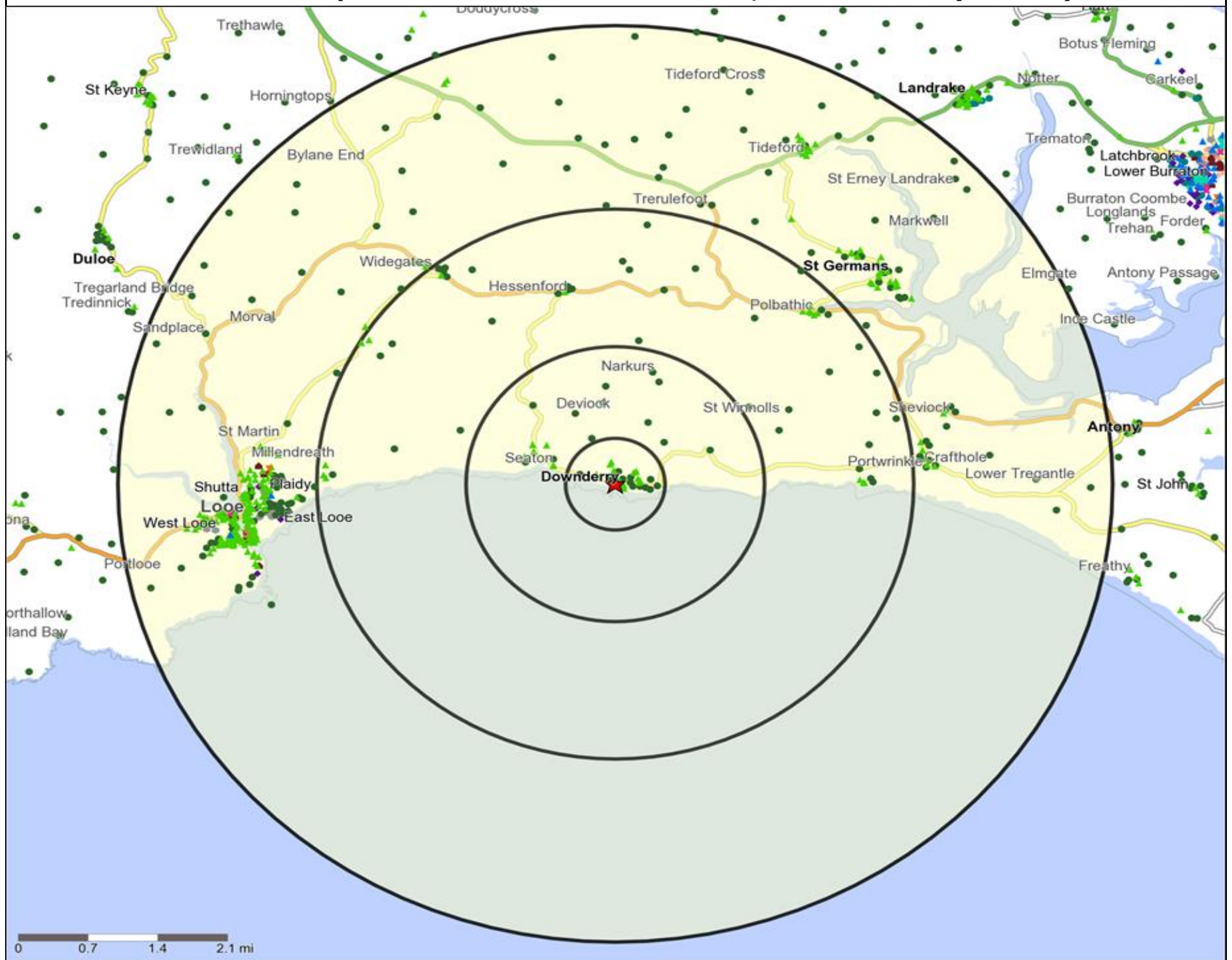
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	84	179	351	1,439	1,767	53	73	77	72	83
16-17	23	33	48	172	220	118	109	85	70	83
18-24	21	38	87	499	594	28	32	39	52	58
25-34	36	58	147	651	829	31	33	44	45	53
35-44	69	117	245	1,092	1,217	65	71	79	81	85
45-54	124	216	422	1,714	1,886	104	117	122	114	117
55-64	157	238	466	1,879	1,926	165	162	169	157	150
65+	325	419	672	3,159	2,913	215	179	153	165	142
Population estimate 2015	839	1,298	2,438	10,605	11,352	100	100	100	100	100

Ethnicity - Census 2011

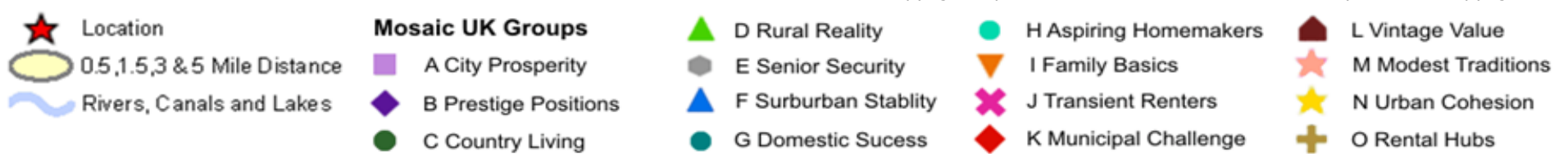
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	734	1,161	2,316	10,042	11,034	99%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	7	14	26	84	105	1%	1%	1%	1%	1%
Asian / Asian British	3	4	5	76	50	0%	0%	0%	1%	0%
Black / African / Caribbean / Black British	0	0	2	14	15	0%	0%	0%	0%	0%
Other Ethnic Group	1	5	8	13	20	0%	0%	0%	0%	0%
All People (Ethnic Group)	745	1,184	2,357	10,229	11,224	100	100	100	100	100



Mosaic UK Map and Data: INN ON THE SHORE, DOWNDERRY (300004)



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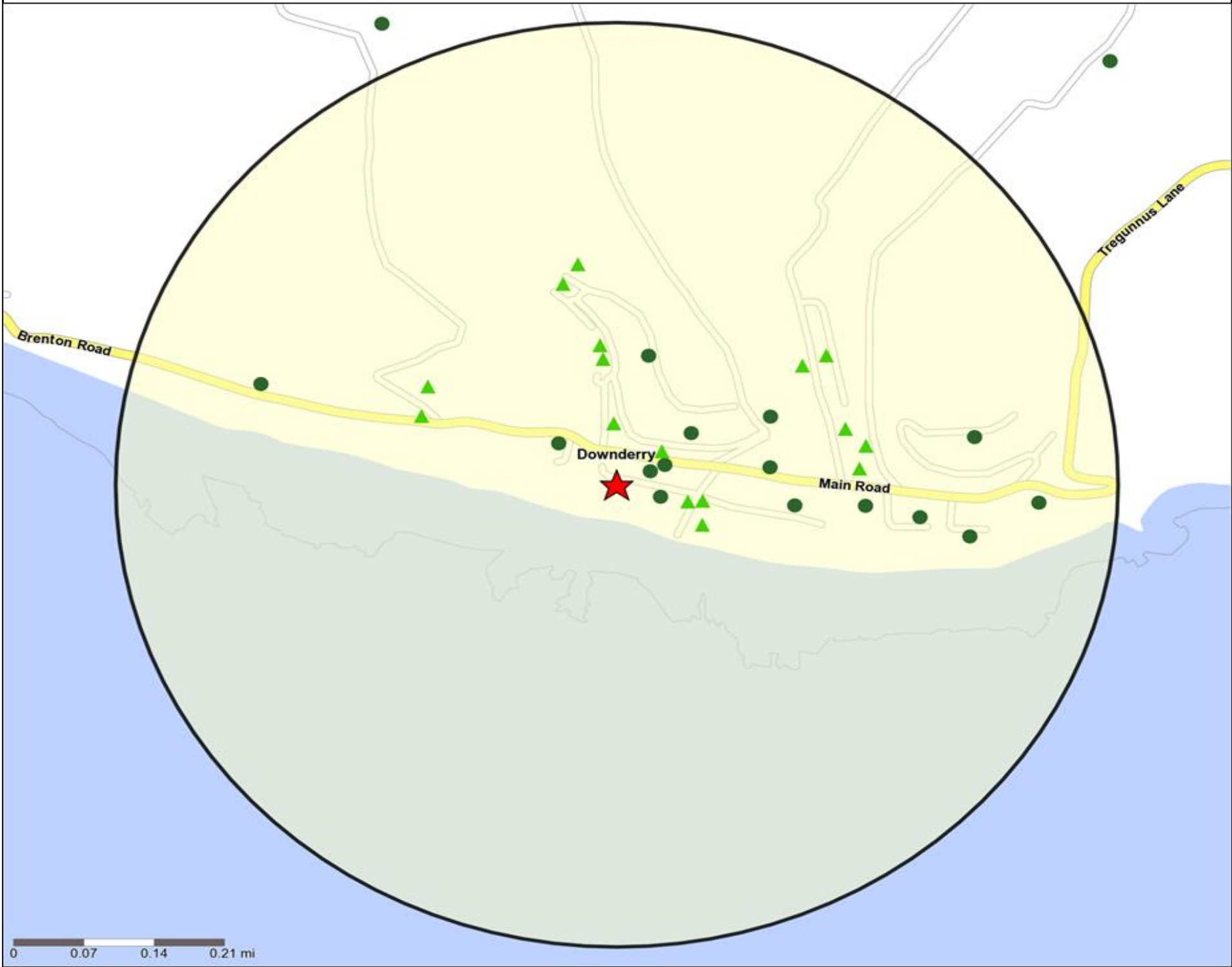
Mosaic UK Data Table (Residential)

	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	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	0	0	50	75	0	0	0	8	11
C Country Living (18+)	435	590	1,219	3,403	3,632	856	781	861	545	559
D Rural Reality (18+)	297	498	820	4,621	3,676	585	660	580	741	567
E Senior Security (18+)	0	0	0	293	303	0	0	0	40	40
F Suburban Stability (18+)	0	0	0	7	446	0	0	0	1	78
G Domestic Success (18+)	0	0	0	3	142	0	0	0	0	18
H Aspiring Homemakers (18+)	0	0	0	1	416	0	0	0	0	49
I Family Basics (18+)	0	0	0	16	56	0	0	0	2	8
J Transient Renters (18+)	0	0	0	69	151	0	0	0	13	28
K Municipal Challenge (18+)	0	0	0	83	118	0	0	0	16	21
L Vintage Value (18+)	0	0	0	340	241	0	0	0	60	41
M Modest Traditions (18+)	0	0	0	2	93	0	0	0	0	21
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	106	0	0	0	0	15	0
Adults 18+ estimate 2015	732	1,088	2,039	8,994	9,349	100	100	100	100	100

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Mosaic UK Map and Data: INN ON THE SHORE, DOWNDERRY (300004)



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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+)	0	0
C Country Living (18+)	435	856
D Rural Reality (18+)	297	585
E Senior Security (18+)	0	0
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	732	100



Occasions Map and Data: INN ON THE SHORE, DOWNDERRY (300004)



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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	52	75	136	735	697	136	130	123	142	120
02 Early Doors	42	62	115	647	666	131	129	125	149	137
03 Everyday is Friday	32	43	75	368	418	117	105	95	99	101
04 Weekend Millionaires	19	35	81	432	509	48	59	71	81	85
05 Out On The Town	10	22	40	213	308	26	39	37	41	53
06 Business and Pleasure	17	27	50	178	211	87	92	89	67	71
07 Sporting Pints	8	10	23	173	213	19	16	19	30	34
08 Student Social	12	30	74	306	377	68	113	145	127	140
09 Leisurely Lunch	52	78	149	681	715	139	139	139	135	126
10 Wining and Dining	47	74	145	621	726	111	116	119	108	113
11 Household Outing	8	12	28	200	306	24	24	29	44	60
12 Midweek Meal Deal	67	81	128	460	477	355	285	235	180	166
13 Date Night	57	84	160	676	719	189	186	185	166	158
14 Birthday Treat	33	46	85	418	474	110	102	98	103	104
15 Pre Show Meal	1	8	27	82	118	10	51	90	58	75
Number of Occasions	457	687	1,316	6,190	6,934	100	100	100	100	100

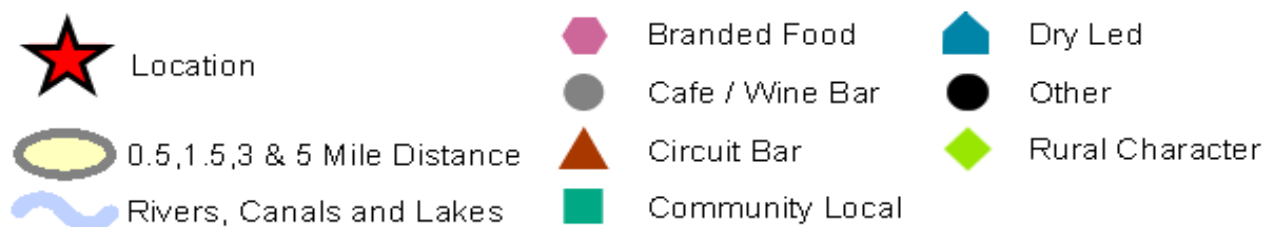
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Competition Map and Data: INN ON THE SHORE, DOWNDERRY (300004)



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

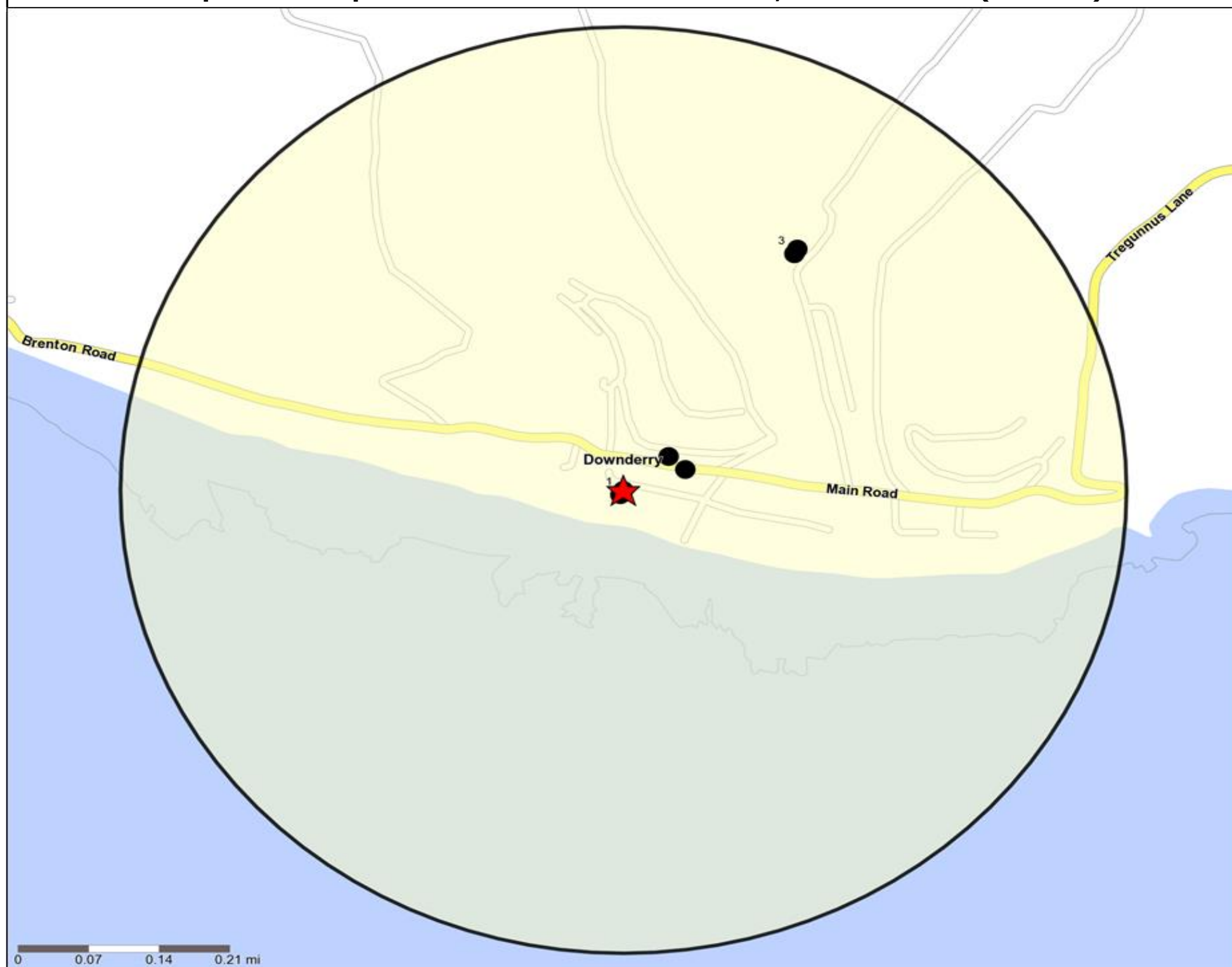


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	2	6
Circuit Bar	0	0	0	2
Community Local	0	0	2	11
Dry Led	0	1	1	6
Branded Food Pub	0	0	0	0
Rural	0	0	0	1
Other	3	3	7	55
Total	3	5	12	81



Competition Map and Data: INN ON THE SHORE, DOWNDERRY (300004)



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	0
Circuit Bar	0
Community Local	0
Dry Led	0
Branded Food Pub	0
Rural	0
Other	3
Total	3



Local Competition: INN ON THE SHORE, DOWNDERRY (300004)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	INN ON THE SHORE, DOWNDERRY	DOWNDERRY, TORPOINT, PL11 3JY	Punch Taverns	PL11 3JY	Punch Taverns	0.00
1	Inn On The Shore	Downderry, Torpoint	Punch Pub Company	PL11 3JY	Other	0.01
2	Rosery Restaurant	Main Road, Downderry, Torpoint	Independent Free	PL11 3LD	Other	0.07
3	Carbeil Caravan Park	Treliddon Lane, Downderry, Torpoint	Independent Free	PL11 3LS	Other	0.31
4	Smugglers Inn	Seaton Beach, Seaton, Torpoint	Enterprise Inns	PL11 3JD	Dry Led	0.65
5	Waves	Seaton, Torpoint	Independent Free	PL11 3JD	Cafe / Wine Bar	0.65
6	Copley Arms	Hessenford, Torpoint	St Austell	PL11 3HJ	Community Local	2.15
7	Granary Restaurant	St Martin, Looe	Independent Free	PL13 1NZ	Other	2.25
8	Whitsand Bay Hotel & Golf Club	Portwrinkle, Torpoint	Independent Free	PL11 3BU	Other	2.70
9	Halfway House	Polbathic, Torpoint	Unknown	PL11 3EY	Community Local	2.72
10	Deckers Restaurant	Polbathic, Torpoint	Independent Free	PL11 3EX	Other	2.82
11	Millendreath Holiday Village	Millendreath, Looe	Independent Free	PL13 1NY	Other	2.88
12	Black Rock Cafe	Millendreath, Looe	Independent Free	PL13 1PE	Cafe / Wine Bar	2.94
13	Downend Country House	Widegates, Looe	Independent Free	PL13 1QN	Other	3.03
14	Tregoad Farm	St Martin, Looe	Independent Free	PL13 1PB	Other	3.05
15	Sconner House Inn	Polbathic, Torpoint	Independent Free	PL11 3ET	Other	3.05
16	Route 38	Trerulefoot, Saltash	Independent Free	PL12 5BL	Other	3.16
17	Fennygook Inn	Crafthole, Torpoint	Independent Free	PL11 3BQ	Rural Character	3.16
18	Looe Bay Holiday Park	St Martin, Looe	Parkdean	PL13 1NX	Other	3.36
19	Looe Cricket Club	St Martin, Looe	Independent Free	PL13 1NX	Other	3.36
20	Liscawne Hotel	Crafthole, Torpoint	Independent Free	PL11 3BD	Community Local	3.41
21	Looe Golf Club	No Mans Land, Looe	Independent Free	PL13 1PQ	Other	3.46
22	Barbican Inn	Barbican Road, Plaidy, Looe	Wellington	PL13 1EY	Community Local	3.46
23	Eliot Arms	1 Fore Street, St Germans, Saltash	St Austell	PL12 5NR	Dry Led	3.50
24	Quay Sailing Club	Quay Road, St Germans, Saltash	Independent Free	PL12 5LY	Other	3.56
25	Admiral Boscarn	Churchend, Looe	Independent Free	PL13 1BU	Circuit Bar	3.65
26	Tom Sawyers Tavern	Marine Drive, West Looe, Looe	Independent Free	PL13 2DQ	Dry Led	3.67
27	Hannafore Point Hotel	Marine Drive, West Looe, Looe	Independent Free	PL13 2DG	Other	3.68
28	Waterfront Brasserie	Marine Drive, Looe	Independent Free	PL13 2DG	Cafe / Wine Bar	3.68
29	Ocean & Earth	Higher Market Street, Looe	Independent Free	PL13 1BS	Other	3.68
30	Ancient Marinier	Higher Market Street, Looe	Independent Free	PL13 1BW	Other	3.70