



Customer Profile Report for GLOBE INN, HERSTON (Punch Outlet Number: 202765)
3 BELL STREET, SWANAGE, BH19 2RY (BH19 2RY)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

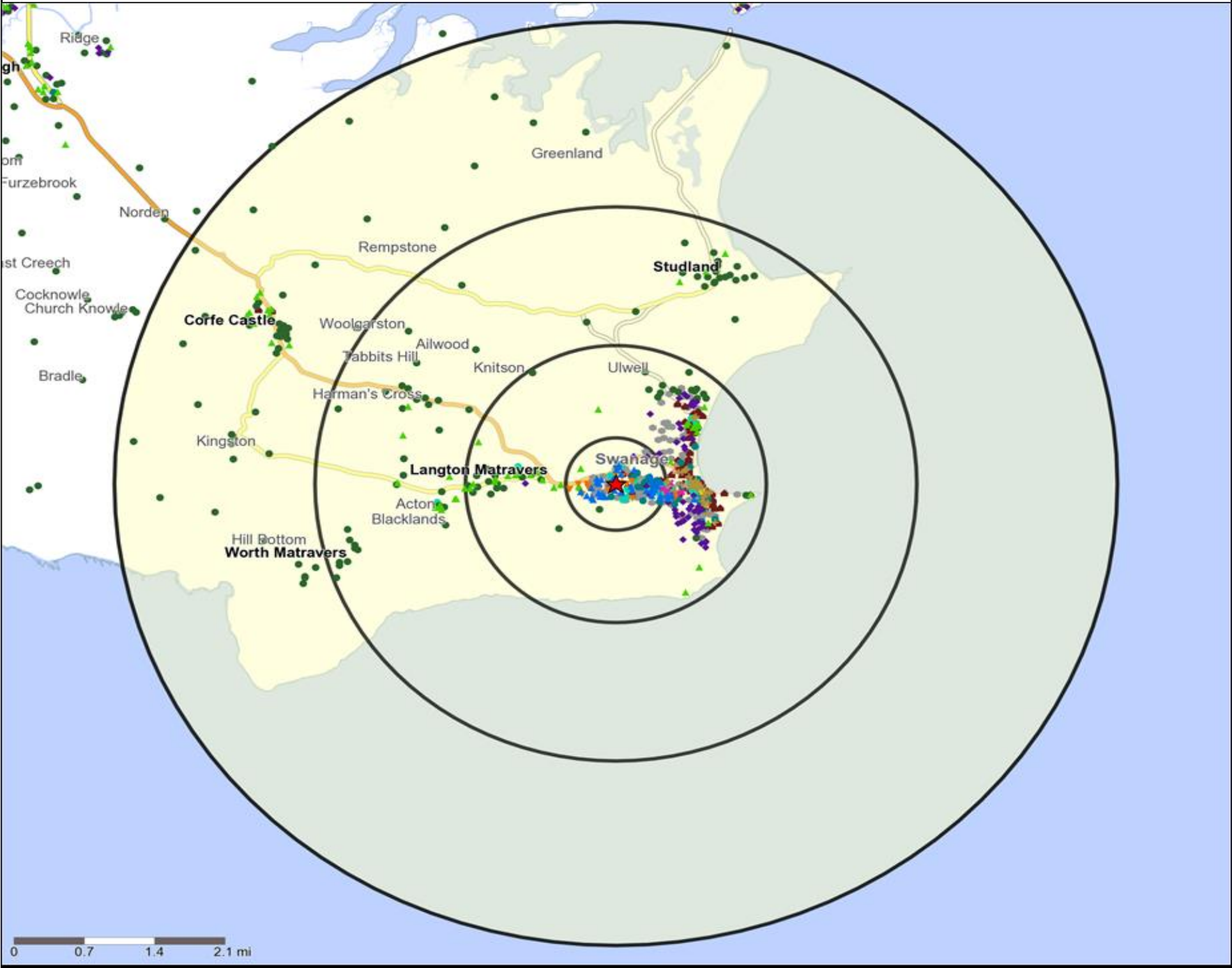
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	777	1,389	1,547	1,725	1,742	97	67	66	66	66
16-17	113	181	193	209	212	114	70	66	65	65
18-24	332	736	803	871	880	86	73	71	70	70
25-34	362	854	917	969	972	62	56	54	51	51
35-44	460	971	1,079	1,209	1,224	85	69	68	69	69
45-54	632	1,521	1,737	1,938	1,967	104	97	98	99	99
55-64	551	1,641	1,911	2,131	2,158	114	131	135	136	137
65+	1,056	3,815	4,311	4,788	4,820	137	191	192	192	192
Population estimate 2015	4,283	11,108	12,498	13,840	13,975	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	4,135	10,070	11,292	12,581	12,710	98%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	30	89	94	99	100	1%	1%	1%	1%	1%
Asian / Asian British	44	92	96	96	96	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	4	12	17	17	17	0%	0%	0%	0%	0%
Other Ethnic Group	3	26	27	32	32	0%	0%	0%	0%	0%
All People (Ethnic Group)	4,216	10,289	11,526	12,825	12,955	100	100	100	100	100



Mosaic UK Map and Data: GLOBE INN, HERSTON (202765)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

Location

0.5,1.5,3 & 5 Mile Distance

Rivers, Canals and Lakes

Mosaic UK Groups

A City Prosperity

B Prestige Positions

C Country Living

D Rural Reality

E Senior Security

F Suburban Stability

G Domestic Success

H Aspiring Homemakers

I Family Basics

J Transient Renters

K Municipal Challenge

L Vintage Value

M Modest Traditions

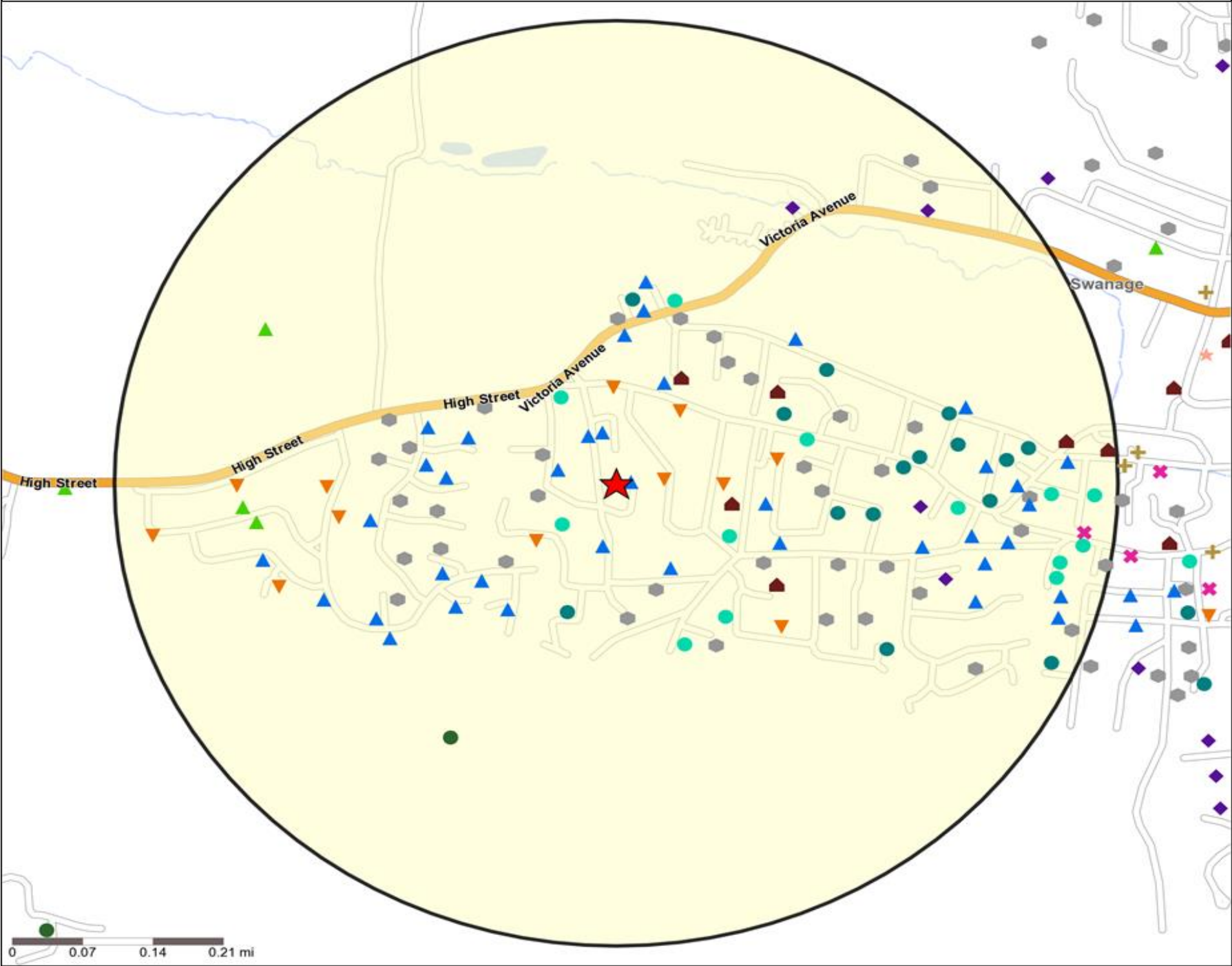
N Urban Cohesion

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
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	52	723	727	727	727	21	104	93	84	83
C Country Living (18+)	8	770	1,810	2,574	2,687	3	117	243	312	323
D Rural Reality (18+)	118	593	762	1,102	1,102	50	90	102	134	133
E Senior Security (18+)	872	2,058	2,058	2,058	2,058	316	266	236	213	211
F Suburban Stability (18+)	1,020	1,117	1,117	1,117	1,117	492	192	170	154	153
G Domestic Success (18+)	282	488	488	488	488	99	61	54	49	48
H Aspiring Homemakers (18+)	230	435	439	439	439	74	50	45	41	40
I Family Basics (18+)	553	555	555	555	555	226	81	72	65	64
J Transient Renters (18+)	57	212	212	212	212	29	39	34	31	31
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	176	1,510	1,510	1,555	1,555	82	252	224	208	206
M Modest Traditions (18+)	1	20	20	20	20	1	4	4	4	4
N Urban Cohesion (18+)	0	87	87	87	87	0	17	15	14	14
O Rental Hubs (18+)	25	943	943	943	943	10	129	114	103	102
Adults 18+ estimate 2015	3,394	9,511	10,728	11,877	11,990	100	100	100	100	100



Mosaic UK Map and Data: GLOBE INN, HERSTON (202765)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

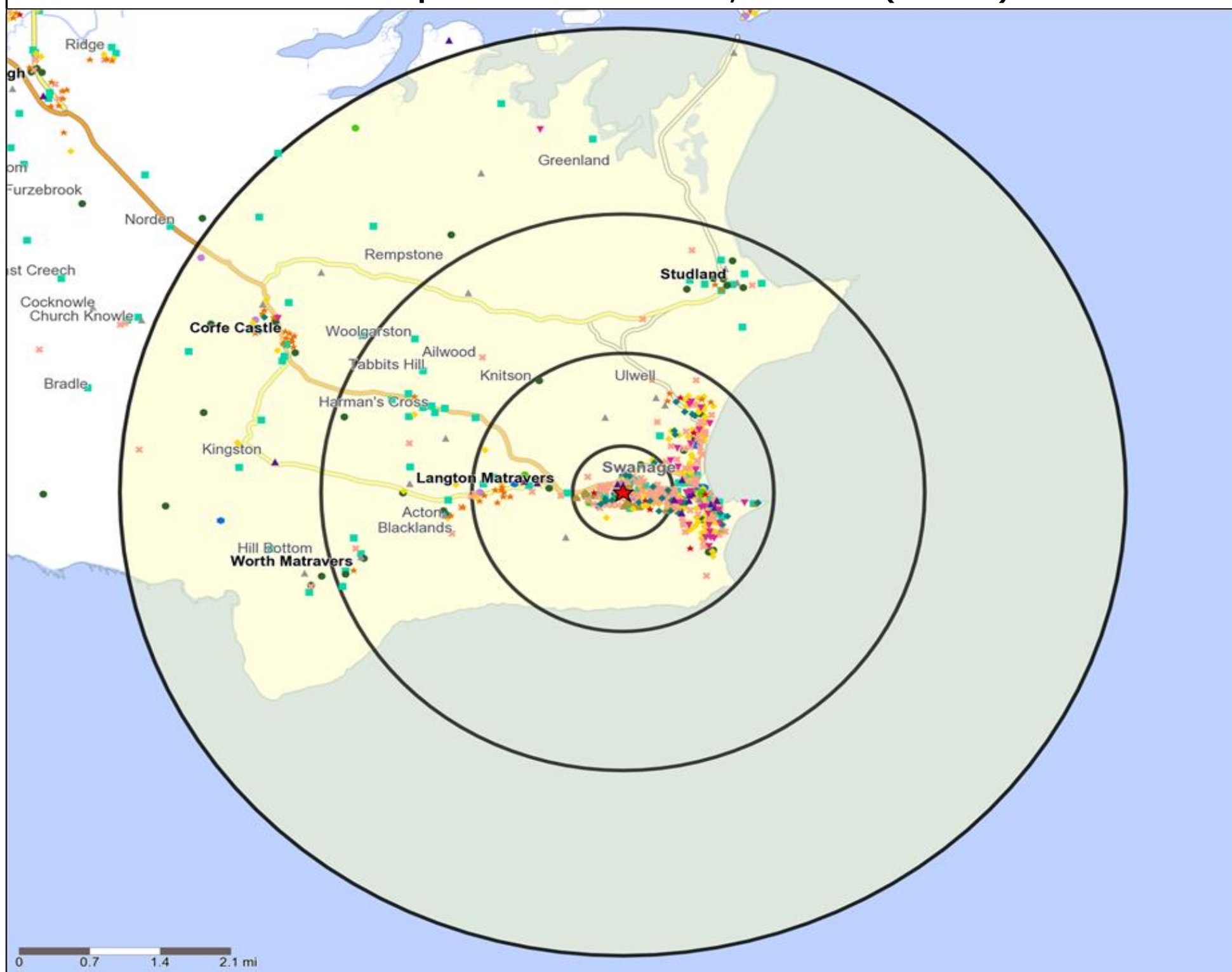
- Location
- 0.5,1.5,3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- 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+)	52	21
C Country Living (18+)	8	3
D Rural Reality (18+)	118	50
E Senior Security (18+)	872	316
F Suburban Stability (18+)	1,020	492
G Domestic Success (18+)	282	99
H Aspiring Homemakers (18+)	230	74
I Family Basics (18+)	553	226
J Transient Renters (18+)	57	29
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	176	82
M Modest Traditions (18+)	1	1
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	25	10
Adults 18+ estimate 2015	3,394	100



Occasions Map and Data: GLOBE INN, HERSTON (202765)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

★ 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	234	740	898	1,011	1,022	91	118	129	131	132
02 Early Doors	270	692	762	848	855	125	132	130	131	131
03 Everyday is Friday	223	429	467	511	514	121	96	94	93	93
04 Weekend Millionaires	212	372	391	417	419	80	58	54	53	52
05 Out On The Town	204	424	453	477	481	80	68	65	62	62
06 Business and Pleasure	78	173	245	285	291	59	54	69	72	73
07 Sporting Pints	181	313	323	335	335	64	46	42	40	39
08 Student Social	100	239	300	358	364	84	82	93	100	101
09 Leisurely Lunch	270	783	876	970	978	108	128	129	129	129
10 Wining and Dining	347	937	992	1,065	1,072	121	135	128	125	125
11 Household Outing	296	496	530	556	560	131	90	86	82	82
12 Midweek Meal Deal	105	273	342	440	442	83	88	99	116	115
13 Date Night	240	864	922	1,011	1,018	118	175	168	167	167
14 Birthday Treat	238	538	583	643	647	117	109	106	106	106
15 Pre Show Meal	79	227	251	272	276	113	134	133	130	131
Number of Occasions	3,077	7,500	8,335	9,199	9,274	100	100	100	100	100

Copyright © 2016 Experian Limited. Mapping: Copyright © 2015 Navteq.



Competition Map and Data: GLOBE INN, HERSTON (202765)



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

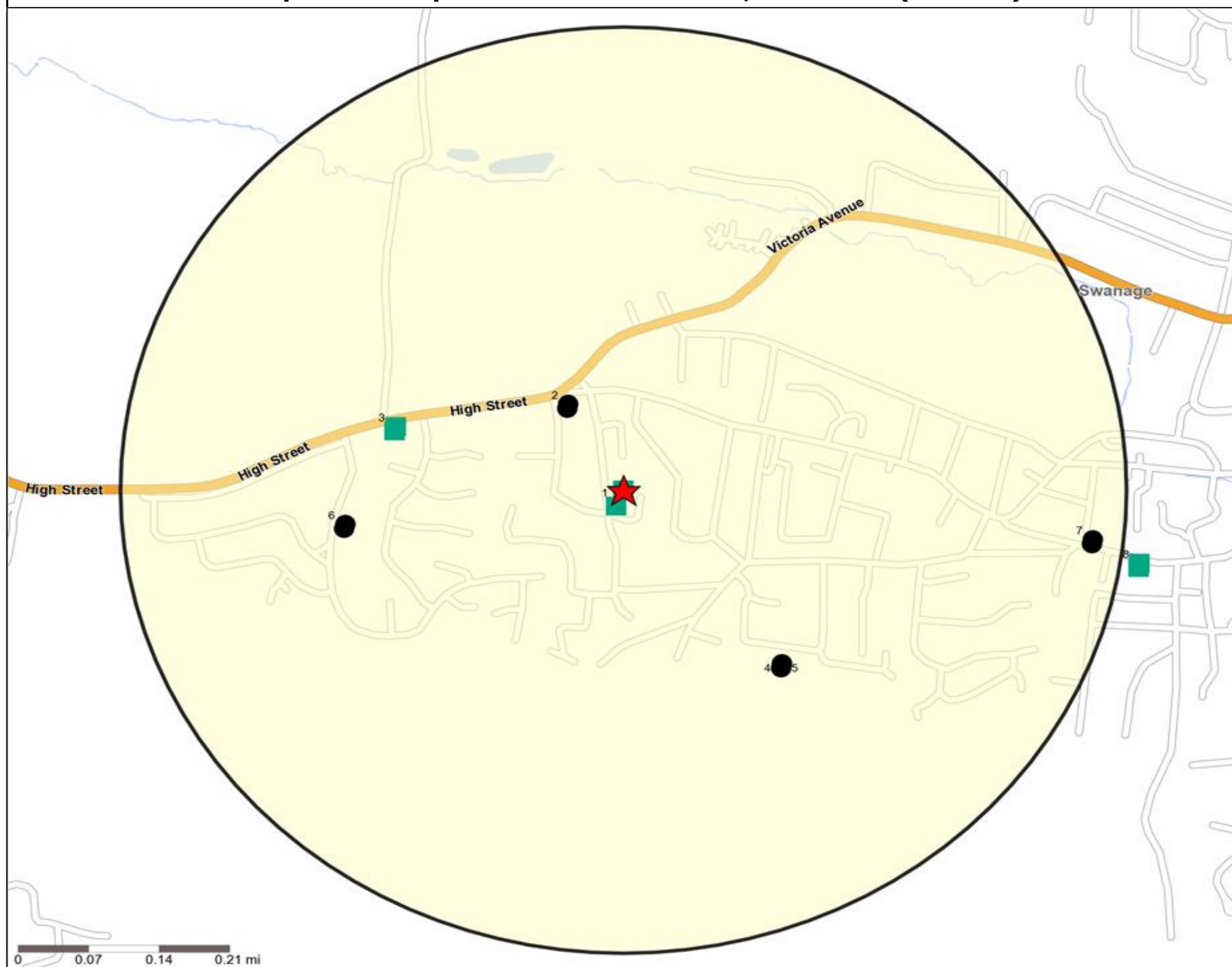


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	4	5	5
Circuit Bar	0	4	4	4
Community Local	2	7	8	8
Dry Led	0	0	1	5
Branded Food Pub	0	0	0	0
Rural	0	0	0	1
Other	5	39	44	50
Total	7	54	62	73



Competition Map and Data: GLOBE INN, HERSTON (202765)



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
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Branded Food
- Café / Wine Bar
- Circuit Bar
- Community Local
- Dry Led
- Other
- Rural Character

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	5
Total	7



Local Competition: GLOBE INN, HERSTON (202765)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	GLOBE INN, HERSTON	3 BELL STREET, SWANAGE, BH19 2RY	Punch Taverns	BH19 2RY	Punch Taverns	0.00
1	Globe	3 Bell Street, Swanage	Punch Pub Company	BH19 2RY	Community Local	0.02
2	Hot Spice	343-345 High Street, Swanage	Independent Free	BH19 2NW	Other	0.10
3	Royal Oak	417 High Street, Swanage	Unknown	BH19 2NR	Community Local	0.24
4	Swanage Bay View Bar And Restaurant	Panorama Road, Swanage	Independent Free	BH19 2QS	Other	0.25
5	Swanage Caravan Park Social Club	Panorama Road, Swanage	Independent Free	BH19 2QS	Other	0.25
6	Swanage Town Football Club	27 Days Road, Swanage	Independent Free	BH19 2JW	Other	0.28
7	Royal British Legion Club	150 High Street, Swanage	Independent Free	BH19 2PA	Other	0.47
8	Black Swan	159-161 High Street, Swanage	Punch Pub Company	BH19 2NE	Community Local	0.52
9	St Michaels Guest House	31 Kings Road West, Swanage	Independent Free	BH19 1HF	Other	0.67
10	Purbeck House Hotel	91 High Street, Swanage	Independent Free	BH19 2LZ	Other	0.70
11	Swanage Conservative Club	27 Kings Road West, Swanage	Independent Free	BH19 1HE	Other	0.72
12	Floribunda	67 High Street, Swanage	Independent Free	BH19 2LY	Other	0.75
13	Red Lion	63 High Street, Swanage	Enterprise Inns	BH19 2LY	Circuit Bar	0.75
14	Country Foods Kitchen	37 Station Road, Swanage	Independent Free	BH19 1AD	Other	0.75
15	Windjammers	42 High Street, Swanage	Independent Free	BH19 2NX	Cafe / Wine Bar	0.77
16	Tawneys Wine Bar	52 High Street, Swanage	Independent Free	BH19 2NX	Cafe / Wine Bar	0.77
17	Chilled Red	31A Commercial Road, Swanage	Independent Free	BH19 1DF	Other	0.79
18	Yha Swanage	20 Cluny Crescent, Swanage	Youth Hostel Association	BH19 2BS	Other	0.80
19	Harry Ramsdens	2-6 Station Road, Swanage	Boparan Ventures Limited	BH19 1AE	Other	0.80
20	Seabreeze	7 Shore Road, Swanage	Independent Free	BH19 1LA	Other	0.82
21	Mowlem Theatre Bar	22 Shore Road, Swanage	Independent Free	BH19 1LA	Other	0.82
22	Anchor Inn	30 High Street, Swanage	Punch Pub Company	BH19 2NU	Community Local	0.82
23	Earthlights Cafe	36 High Street, Swanage	Independent Free	BH19 2NU	Cafe / Wine Bar	0.82
24	Herston Yards Farm	Washpond Lane, Swanage	Independent Free	BH19 3DJ	Other	0.83
25	Glenlee Guest House	6 Cauldon Avenue, Swanage	Independent Free	BH19 1PQ	Other	0.83
26	Quayside	The Mowlem, Swanage	Independent Free	BH19 1DD	Other	0.84
27	Corner Restaurant	1 Institute Road, Swanage	Independent Free	BH19 1BT	Other	0.85
28	White Swan	The Square, Swanage	Enterprise Inns	BH19 2LJ	Circuit Bar	0.86
29	Parade	1 The Parade, Swanage	Independent Free	BH19 1DA	Other	0.86
30	Ship Inn	23a High Street, Langton Matravers, Swanage	Independent Free	BH19 2LR	Community Local	0.88