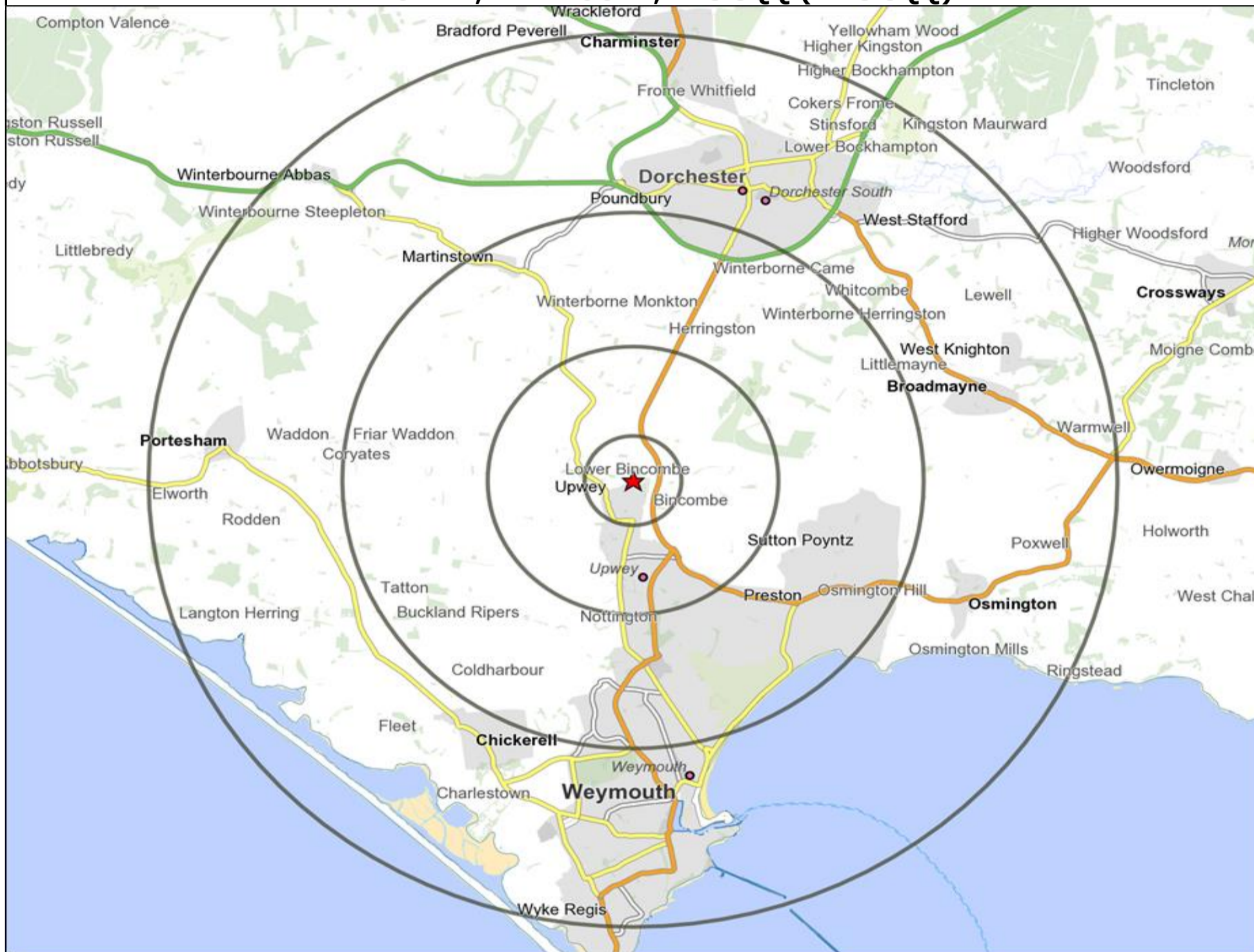




**Customer Profile Report for OLD SHIP INN, UPWEY (Punch Outlet Number: 203066)
7 RIDGWAY, WEYMOUTH, DT3 5QQ (DT 3 5QQ)**



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

Age Data Table

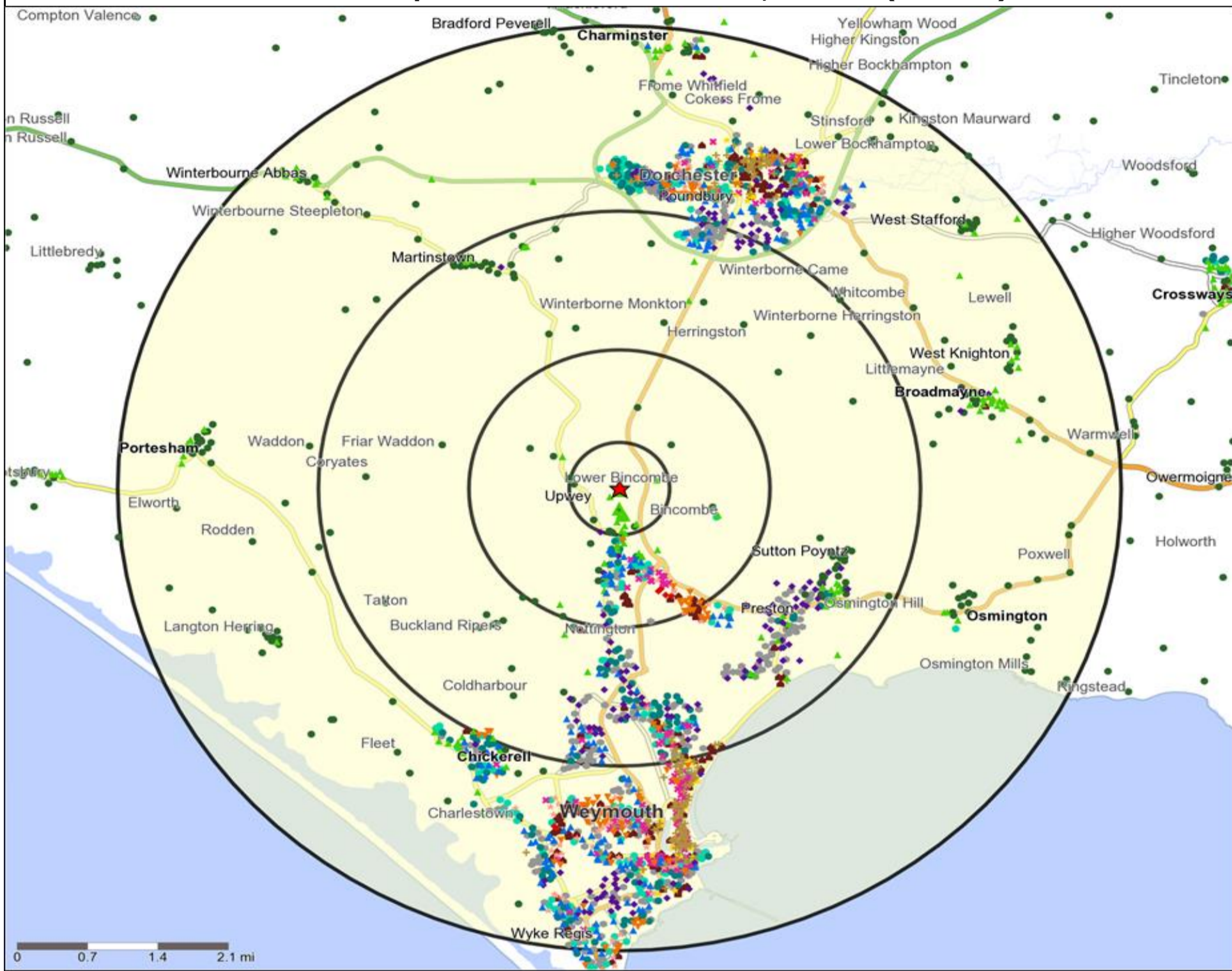
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	102	1,275	3,892	13,354	14,416	70	101	81	86	87
16-17	9	142	543	1,974	2,086	50	91	91	102	102
18-24	28	490	1,481	6,021	6,266	40	80	64	80	79
25-34	74	898	2,272	8,586	9,011	69	98	65	76	75
35-44	85	753	2,523	8,661	9,357	86	88	78	82	84
45-54	131	1,075	3,760	12,240	12,975	118	113	103	104	104
55-64	133	845	3,758	10,918	11,533	151	111	130	116	116
65+	219	1,254	7,416	21,182	22,152	156	103	161	142	140
Population estimate 2015	781	6,732	25,645	82,936	87,796	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	764	6,659	25,304	80,136	84,963	98%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	2	44	160	748	786	0%	1%	1%	1%	1%
Asian / Asian British	11	55	265	983	1,003	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	0	7	28	151	157	0%	0%	0%	0%	0%
Other Ethnic Group	0	2	30	169	185	0%	0%	0%	0%	0%
All People (Ethnic Group)	777	6,767	25,787	82,187	87,094	100	100	100	100	100



Mosaic UK Map and Data: OLD SHIP INN, UPWEY (203066)



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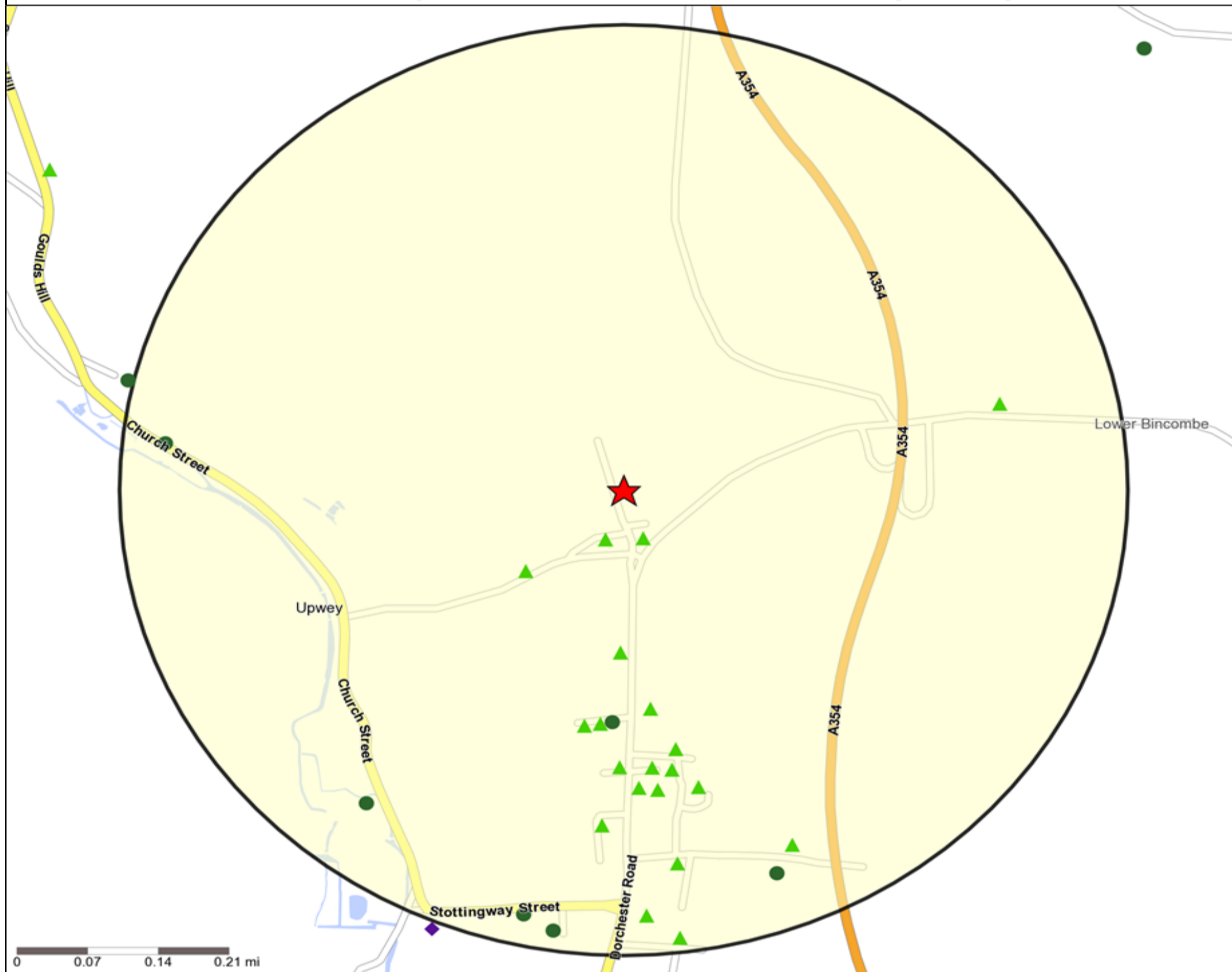
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- F Suburban Stability
- G Domestic Success
- J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

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+)	2	91	2,561	4,435	4,584	4	23	166	90	89
C Country Living (18+)	174	397	1,650	4,531	5,352	374	108	112	97	108
D Rural Reality (18+)	462	930	1,647	3,803	5,325	996	252	112	81	108
E Senior Security (18+)	1	254	4,360	10,109	10,315	2	59	253	185	179
F Suburban Stability (18+)	0	408	1,766	6,105	6,229	0	126	136	148	144
G Domestic Success (18+)	0	407	2,439	6,306	6,690	0	91	137	111	112
H Aspiring Homemakers (18+)	26	553	1,490	6,366	6,553	43	114	77	104	101
I Family Basics (18+)	4	612	1,011	4,212	4,252	8	159	66	87	83
J Transient Renters (18+)	0	714	1,300	5,352	5,352	0	233	106	138	131
K Municipal Challenge (18+)	0	212	212	566	566	0	68	17	14	14
L Vintage Value (18+)	0	563	1,765	6,950	7,060	0	168	132	164	158
M Modest Traditions (18+)	0	176	413	2,703	2,758	0	70	41	84	82
N Urban Cohesion (18+)	0	0	20	968	968	0	0	2	27	26
O Rental Hubs (18+)	0	0	576	4,930	5,017	0	0	35	95	92
Adults 18+ estimate 2015	669	5,317	21,210	67,336	71,021	100	100	100	100	100



Mosaic UK Map and Data: OLD SHIP INN, UPWEY (203066)



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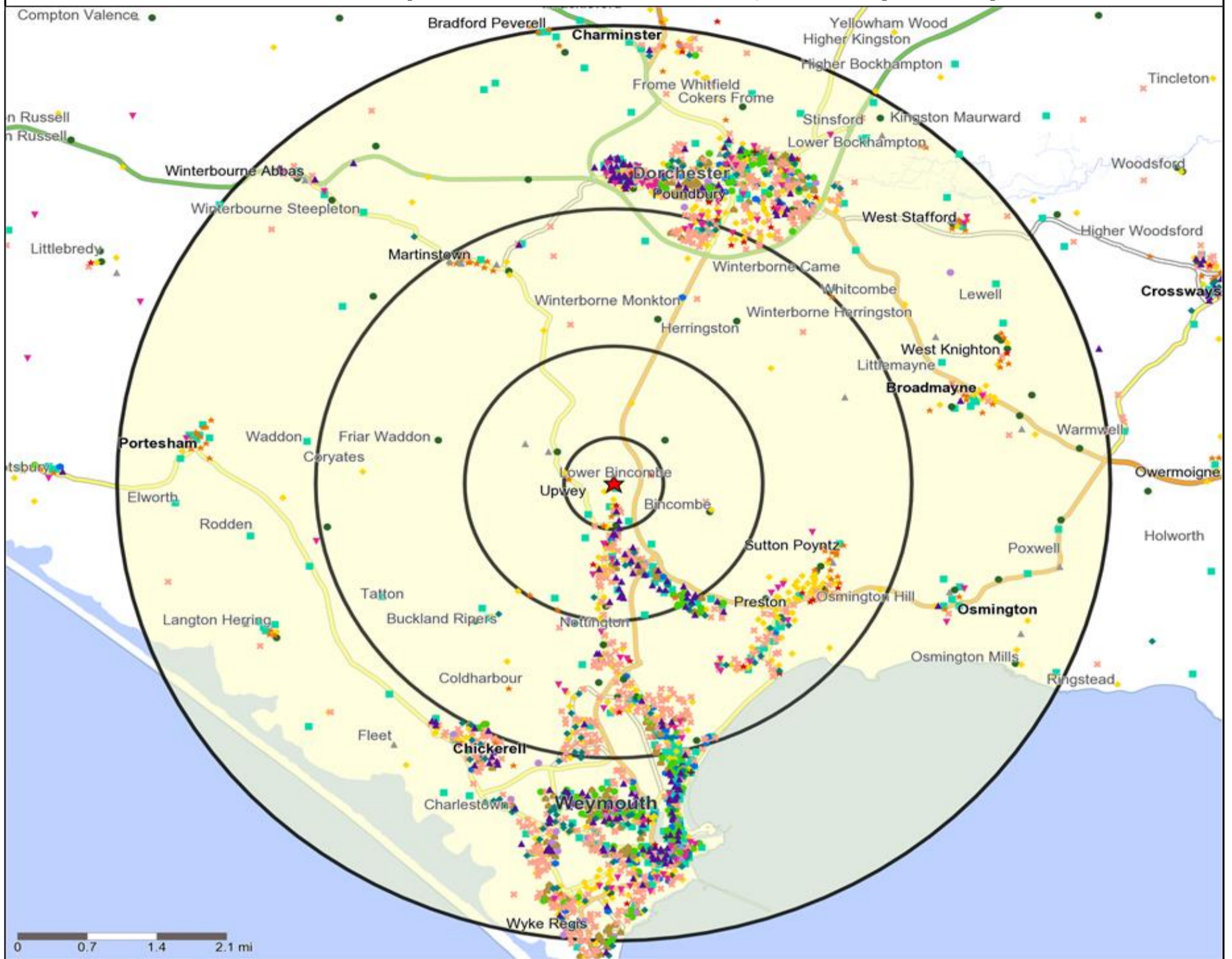
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	2	4
C Country Living (18+)	174	374
D Rural Reality (18+)	462	996
E Senior Security (18+)	1	2
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	26	43
I Family Basics (18+)	4	8
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	669	100



Occasions Map and Data: OLD SHIP INN, UPWEY (203066)



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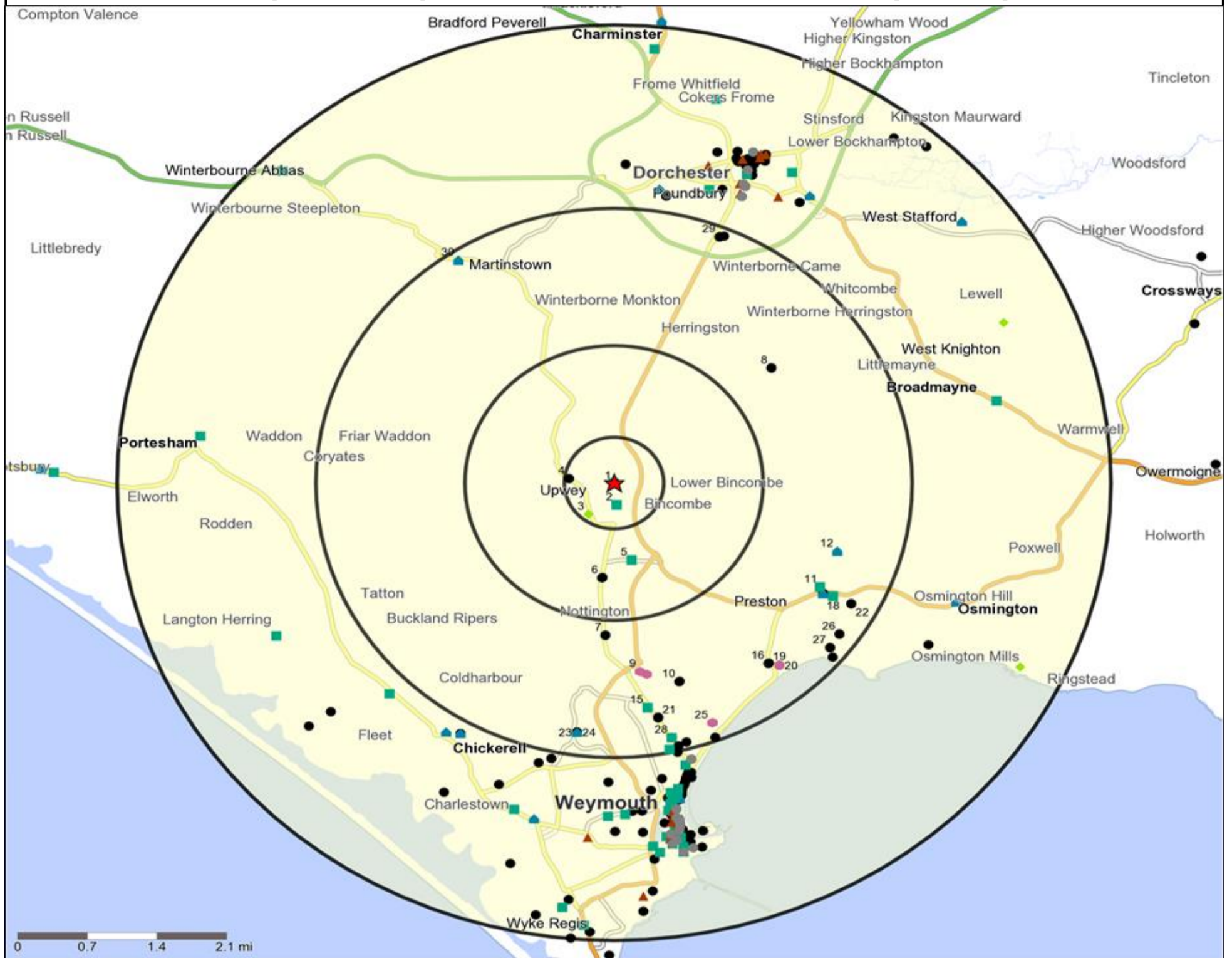
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ★ 10 Wining and Dining
- ★ 12 Midweek Meal Deal
- ★ 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	45	393	1,410	5,069	5,303	109	97	97	104	103
02 Early Doors	32	381	1,418	4,765	4,982	92	112	117	116	116
03 Everyday is Friday	32	372	1,097	3,975	4,183	108	128	106	114	114
04 Weekend Millionaires	22	509	1,162	4,599	4,791	52	122	78	91	90
05 Out On The Town	22	382	1,153	4,374	4,527	54	95	80	90	89
06 Business and Pleasure	16	137	460	1,743	1,840	76	66	62	70	70
07 Sporting Pints	11	330	831	3,732	3,849	24	74	52	70	68
08 Student Social	17	134	589	1,817	1,988	89	71	88	80	83
09 Leisurely Lunch	57	405	1,700	5,128	5,405	141	102	121	108	108
10 Wining and Dining	58	424	2,033	5,892	6,240	126	94	127	109	109
11 Household Outing	15	415	1,236	4,568	4,724	41	116	97	106	105
12 Midweek Meal Deal	53	262	729	2,375	2,578	260	131	102	98	101
13 Date Night	63	304	1,714	4,963	5,293	194	95	151	129	131
14 Birthday Treat	43	309	1,326	3,997	4,253	132	97	117	104	105
15 Pre Show Meal	8	92	413	1,431	1,500	71	84	105	108	108
Number of Occasions	494	4,849	17,271	58,428	61,456	100	100	100	100	100



Competition Map and Data: OLD SHIP INN, UPWEY (203066)



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

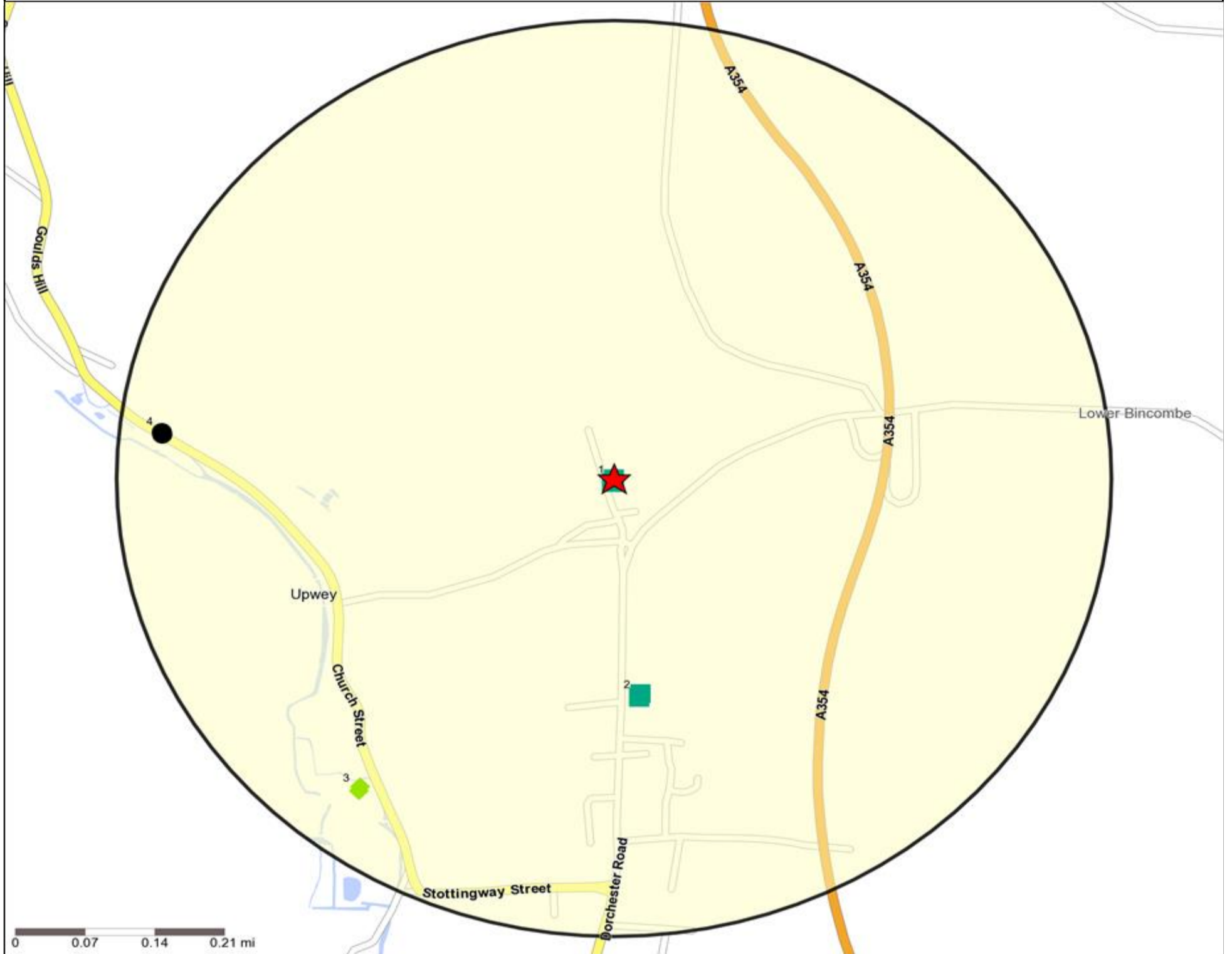
- Location
- Branded Food
- Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- Cafe / Wine Bar
- Other
- Rivers, Canals and Lakes
- Circuit Bar
- Rural Character
- Community Local

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	0	0	1	20
Circuit Bar	0	0	0	21
Community Local	2	3	8	49
Dry Led	0	0	4	13
Branded Food Pub	0	0	3	4
Rural	1	1	1	3
Other	1	2	20	164
Total	4	6	37	274



Competition Map and Data: OLD SHIP INN, UPWEY (203066)



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



Local Competition: OLD SHIP INN, UPWEY (203066)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	OLD SHIP INN, UPWEY	7 RIDGWAY, WEYMOUTH, DT3 5QQ	Punch Taverns	DT 3 5QQ	Punch Taverns	0.00
1	Old Ship Inn	7 The Ridgeway, Upwey, Weymouth	Punch Pub Company	DT 3 5QQ	Community Local	0.00
2	Royal Standard	700 Dorchester Road, Upwey, Weymouth	Unknown	DT 3 5LA	Community Local	0.24
3	River House Inn	54 Church Street, Upwey, Weymouth	Independent Free	DT 3 5QB	Rural Character	0.43
4	Upwey Wishing Well	Church Street, Weymouth	Independent Free	DT 3 5QE	Other	0.46
5	New Inn	498 Littlemoor Road, Weymouth	Punch Pub Company	DT 3 5NY	Community Local	0.86
6	Springfield Club	Dorchester Road, Weymouth	Independent Free	DT 3 5BY	Other	1.04
7	Redlands Community Sports Hub	Dorchester Road, Redlands, Weymouth	Independent Free	DT 3 5AW	Other	1.67
8	Came Down Golf Club	Higher Came, Dorchester	Independent Free	DT 2 8NR	Other	2.02
9	Beefeater	Mercery Road, Weymouth	Whitbread	DT 3 5HJ	Branded Food	2.08
10	Weymouth Rugby Club	Monmouth Avenue, Weymouth	Independent Free	DT 3 5HZ	Other	2.27
11	Bridge Inn	Bridge Inn Lane, Preston, Weymouth	Punch Pub Company	DT 3 6DB	Community Local	2.36
12	Springhead Hotel	Sutton Road, Sutton Poyntz, Weymouth	Punch Pub Company	DT 3 6LW	Dry Led	2.37
13	Spice Ship	240 Preston Road, Preston, Weymouth	Punch Pub Company	DT 3 6BJ	Dry Led	2.43
14	Michelangelo Restaurant	218b Preston Road, Weymouth	Independent Free	DT 3 6BJ	Other	2.43
15	Famous Old Spa	229 Dorchester Road, Weymouth	Marston's	DT 3 5EQ	Community Local	2.48
16	Streamside Hotel & Restaurant	29 Preston Road, Weymouth	Independent Free	DT 3 6PX	Other	2.51
17	Weymouth Bay Holiday Park	Preston Road, Preston, Weymouth	Unknown	DT 3 6BQ	Other	2.53
18	Spangles	Preston Road, Preston, Weymouth	Independent Free	DT 3 6BQ	Community Local	2.53
19	Cafe Oasis	Bowleaze Coveway, Weymouth	Independent Free	DT 3 6PN	Cafe / Wine Bar	2.60
20	Spyglass Inn	3 Bowleaze Coveway, Overcombe, Weymouth	Mitchells & Butlers	DT 3 6PN	Branded Food	2.60
21	Lilac Villa Guest House	124 Dorchester Road, Weymouth	Independent Free	DT 4 7LG	Other	2.60
22	Seaview Caravan Park	Preston, Weymouth	Bourne Leisure	DT 3 6DZ	Other	2.73
23	Southill Snooker Centre	115 Radipole Lane, Weymouth	Independent Free	DT 4 9SS	Other	2.75
24	John Gregory	113 Radipole Lane, Southill, Weymouth	Punch Pub Company	DT 4 9SS	Dry Led	2.75
25	Lodmoor	Preston Beach Road, Lodmoor, Weymouth	Whitbread	DT 4 7SX	Branded Food	2.80
26	Waterside Caravan Park	Bowleaze Coveway, Preston, Weymouth	Independent Free	DT 3 6PP	Other	2.80
27	Beachside Centre	Bowleaze Coveway, Weymouth	Independent Free	DT 3 6PW	Other	2.82
28	Royal Oak Inn	52-54 Dorchester Road, Weymouth	Punch Pub Company	DT 4 7JZ	Community Local	2.84
29	Dorchester Town Football Club	Weymouth Avenue, Dorchester	Independent Free	DT 1 2RY	Other	2.89
30	Brewers Arms	Martinstown, Dorchester	Independent Free	DT 2 9LB	Dry Led	2.89