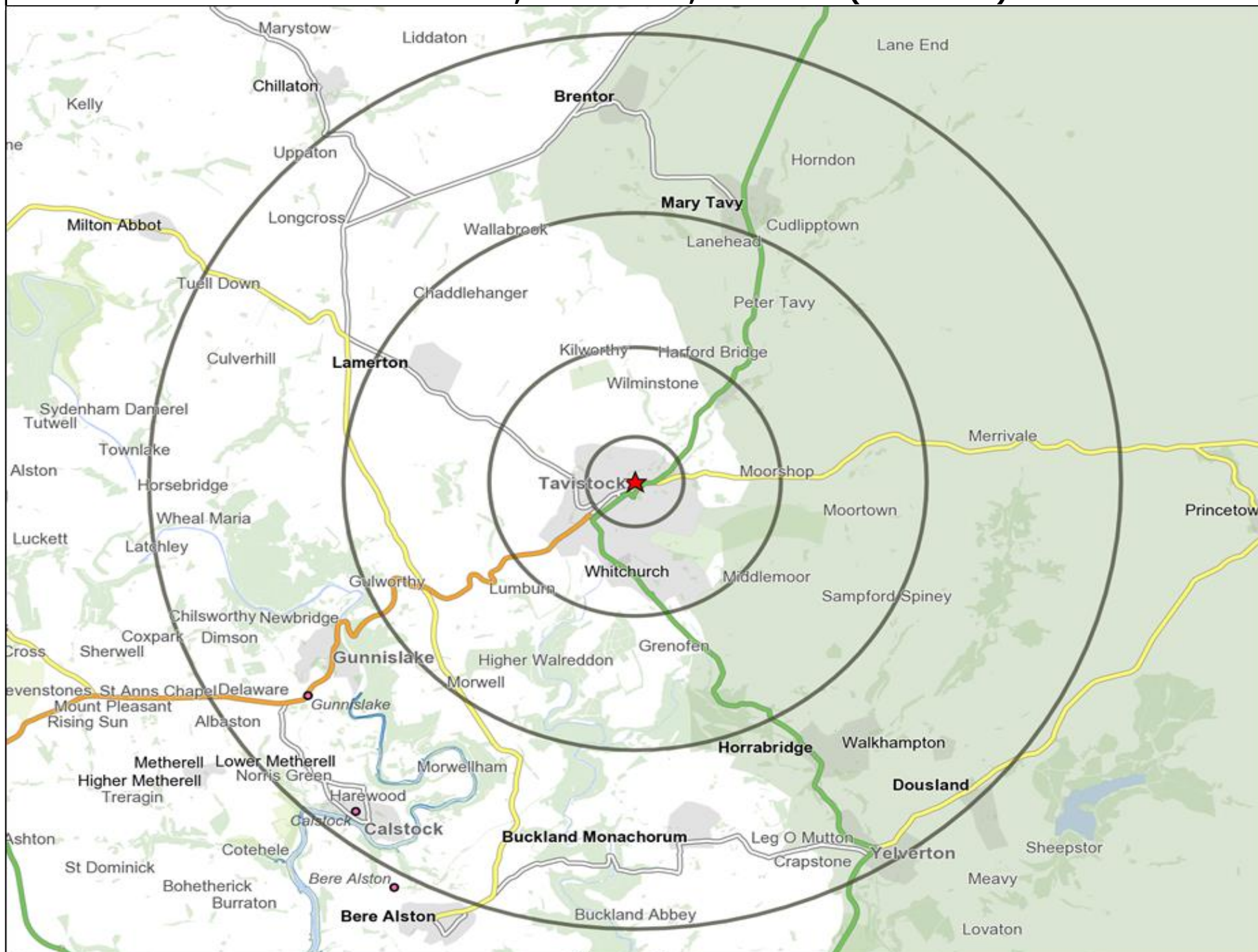




**Customer Profile Report for TAVISTOCK INN, TAVISTOCK (Punch Outlet Number: 300019)
19 BROOK STREET, TAVISTOCK, PL19 0HD (PL19 0HD)**



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

Age Data Table

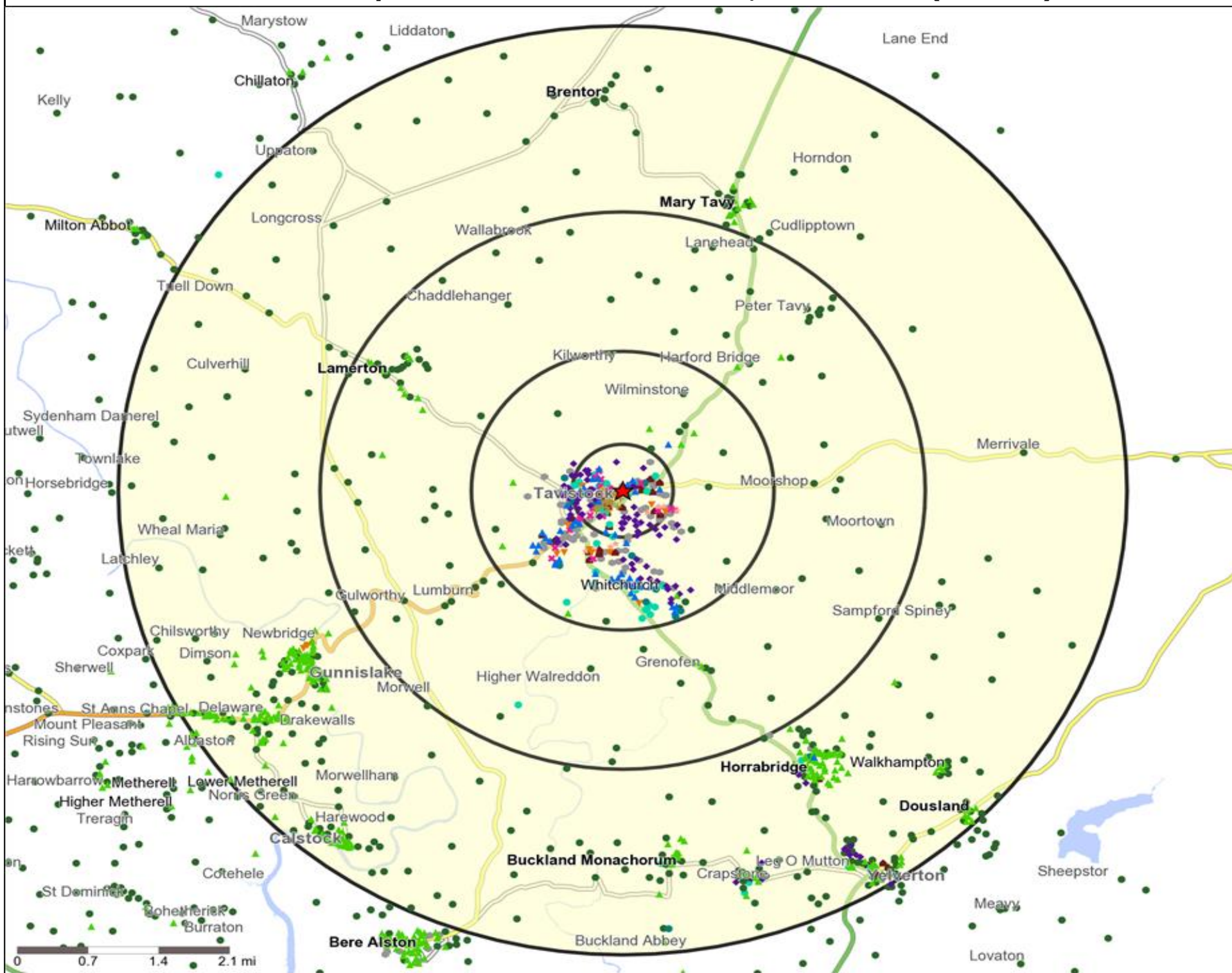
| | Count: | | | | | Index: | | | | |
|---------------------------------|---------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|------------------|
| | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime |
| 0-15 | 768 | 2,087 | 2,363 | 4,390 | 4,505 | 83 | 88 | 88 | 87 | 85 |
| 16-17 | 163 | 413 | 433 | 704 | 719 | 143 | 141 | 130 | 113 | 109 |
| 18-24 | 344 | 846 | 915 | 1,523 | 1,650 | 77 | 74 | 70 | 63 | 64 |
| 25-34 | 560 | 1,325 | 1,401 | 2,193 | 2,505 | 83 | 77 | 71 | 60 | 65 |
| 35-44 | 451 | 1,180 | 1,400 | 2,625 | 2,823 | 72 | 74 | 77 | 77 | 79 |
| 45-54 | 636 | 1,656 | 1,955 | 4,036 | 4,236 | 91 | 93 | 96 | 106 | 105 |
| 55-64 | 609 | 1,489 | 1,818 | 3,879 | 4,042 | 109 | 105 | 112 | 128 | 126 |
| 65+ | 1,392 | 3,570 | 4,062 | 7,433 | 7,867 | 157 | 158 | 157 | 154 | 154 |
| Population estimate 2015 | 4,923 | 12,566 | 14,347 | 26,783 | 28,347 | 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 | 4,663 | 12,118 | 13,859 | 26,072 | 27,416 | 98% | 98% | 98% | 99% | 98% |
| Mixed / Multiple Ethnic Groups | 53 | 107 | 113 | 210 | 226 | 1% | 1% | 1% | 1% | 1% |
| Asian / Asian British | 52 | 96 | 97 | 137 | 155 | 1% | 1% | 1% | 1% | 1% |
| Black / African / Caribbean / Black British | 2 | 5 | 7 | 15 | 38 | 0% | 0% | 0% | 0% | 0% |
| Other Ethnic Group | 7 | 12 | 13 | 24 | 38 | 0% | 0% | 0% | 0% | 0% |
| All People (Ethnic Group) | 4,777 | 12,338 | 14,089 | 26,458 | 27,873 | 100 | 100 | 100 | 100 | 100 |



Mosaic UK Map and Data: TAVISTOCK INN, TAVISTOCK (300019)



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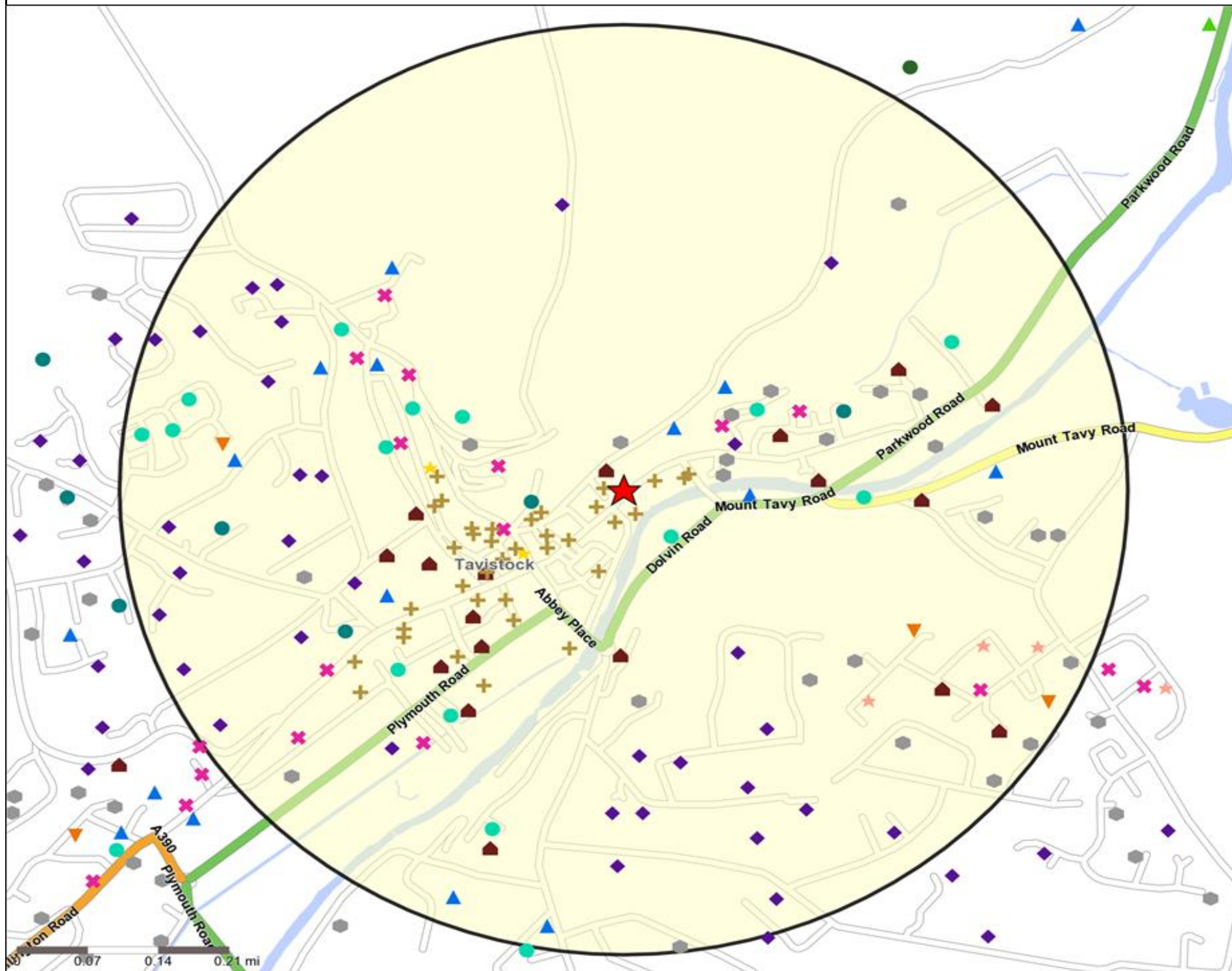
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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+) | 702 | 1,818 | 1,821 | 2,063 | 2,037 | 244 | 249 | 217 | 131 | 124 |
| C Country Living (18+) | 57 | 230 | 1,476 | 6,022 | 6,237 | 21 | 33 | 185 | 401 | 397 |
| D Rural Reality (18+) | 12 | 89 | 319 | 5,203 | 5,836 | 4 | 13 | 40 | 347 | 373 |
| E Senior Security (18+) | 699 | 1,886 | 1,889 | 1,922 | 2,104 | 218 | 232 | 202 | 109 | 114 |
| F Suburban Stability (18+) | 277 | 1,462 | 1,462 | 1,486 | 1,486 | 115 | 239 | 208 | 112 | 108 |
| G Domestic Success (18+) | 171 | 506 | 506 | 534 | 525 | 51 | 60 | 52 | 29 | 28 |
| H Aspiring Homemakers (18+) | 457 | 968 | 970 | 1,114 | 1,087 | 127 | 106 | 93 | 57 | 53 |
| I Family Basics (18+) | 98 | 398 | 398 | 441 | 441 | 34 | 55 | 48 | 28 | 27 |
| J Transient Renters (18+) | 390 | 886 | 886 | 886 | 886 | 171 | 153 | 134 | 71 | 68 |
| K Municipal Challenge (18+) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| L Vintage Value (18+) | 442 | 794 | 794 | 987 | 987 | 178 | 126 | 110 | 72 | 69 |
| M Modest Traditions (18+) | 129 | 456 | 456 | 456 | 456 | 69 | 96 | 83 | 44 | 42 |
| N Urban Cohesion (18+) | 10 | 10 | 10 | 10 | 10 | 5 | 2 | 2 | 1 | 1 |
| O Rental Hubs (18+) | 506 | 506 | 506 | 506 | 506 | 166 | 66 | 57 | 30 | 29 |
| Adults 18+ estimate 2015 | 3,950 | 10,009 | 11,493 | 21,630 | 22,598 | 100 | 100 | 100 | 100 | 100 |



Mosaic UK Map and Data: TAVISTOCK INN, TAVISTOCK (300019)



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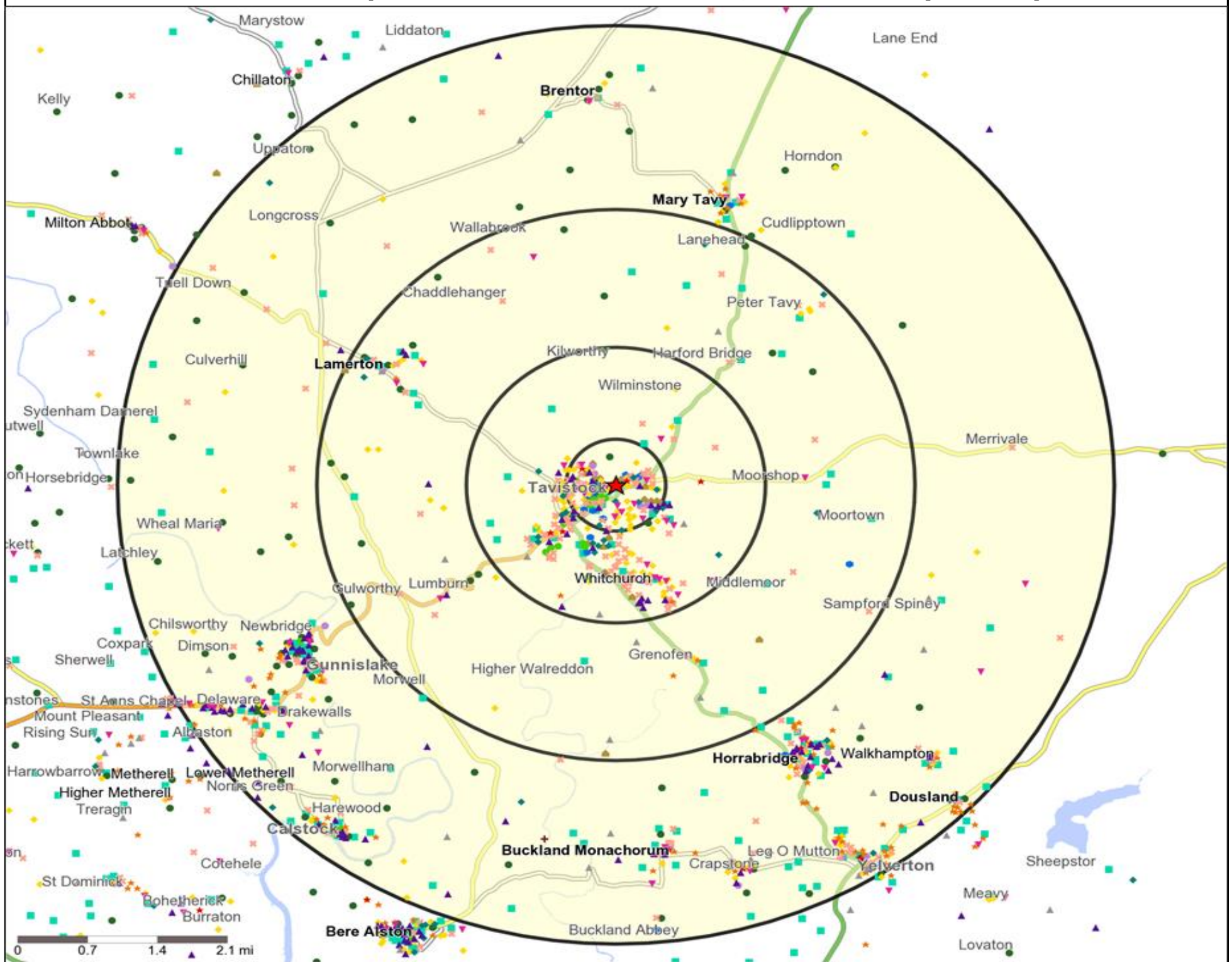
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- F Suburban Stability
- I Family Basics
- J Transient Renters
- M Modest Traditions
- C Country Living
- G Domestic Success
- K Municipal Challenge
- 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+) | 702 | 244 |
| C Country Living (18+) | 57 | 21 |
| D Rural Reality (18+) | 12 | 4 |
| E Senior Security (18+) | 699 | 218 |
| F Suburban Stability (18+) | 277 | 115 |
| G Domestic Success (18+) | 171 | 51 |
| H Aspiring Homemakers (18+) | 457 | 127 |
| I Family Basics (18+) | 98 | 34 |
| J Transient Renters (18+) | 390 | 171 |
| K Municipal Challenge (18+) | 0 | 0 |
| L Vintage Value (18+) | 442 | 178 |
| M Modest Traditions (18+) | 129 | 69 |
| N Urban Cohesion (18+) | 10 | 5 |
| O Rental Hubs (18+) | 506 | 166 |
| Adults 18+ estimate 2015 | 3,950 | 100 |



Occasions Map and Data: TAVISTOCK INN, TAVISTOCK (300019)



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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- 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 | 261 | 635 | 752 | 1,533 | 1,626 | 99 | 91 | 97 | 111 | 114 |
| 02 Early Doors | 259 | 689 | 765 | 1,372 | 1,445 | 117 | 118 | 118 | 119 | 121 |
| 03 Everyday is Friday | 202 | 545 | 586 | 1,001 | 1,042 | 107 | 110 | 106 | 102 | 102 |
| 04 Weekend Millionaires | 224 | 616 | 669 | 1,130 | 1,189 | 82 | 86 | 84 | 80 | 81 |
| 05 Out On The Town | 238 | 614 | 644 | 910 | 913 | 91 | 89 | 84 | 67 | 64 |
| 06 Business and Pleasure | 83 | 214 | 274 | 605 | 617 | 61 | 60 | 69 | 86 | 84 |
| 07 Sporting Pints | 190 | 453 | 466 | 654 | 679 | 66 | 60 | 55 | 43 | 43 |
| 08 Student Social | 101 | 275 | 359 | 845 | 881 | 82 | 85 | 100 | 132 | 133 |
| 09 Leisurely Lunch | 303 | 790 | 899 | 1,678 | 1,753 | 118 | 117 | 119 | 125 | 126 |
| 10 Wining and Dining | 358 | 977 | 1,069 | 1,799 | 1,843 | 122 | 127 | 125 | 118 | 116 |
| 11 Household Outing | 231 | 636 | 666 | 919 | 961 | 99 | 104 | 98 | 76 | 77 |
| 12 Midweek Meal Deal | 69 | 220 | 263 | 818 | 829 | 53 | 64 | 69 | 120 | 117 |
| 13 Date Night | 347 | 830 | 926 | 1,693 | 1,763 | 167 | 152 | 152 | 156 | 157 |
| 14 Birthday Treat | 213 | 609 | 664 | 1,175 | 1,215 | 102 | 111 | 109 | 108 | 108 |
| 15 Pre Show Meal | 81 | 198 | 225 | 323 | 321 | 113 | 105 | 108 | 87 | 83 |
| Number of Occasions | 3,160 | 8,301 | 9,227 | 16,455 | 17,077 | 100 | 100 | 100 | 100 | 100 |



Competition Map and Data: TAVISTOCK INN, TAVISTOCK (300019)



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

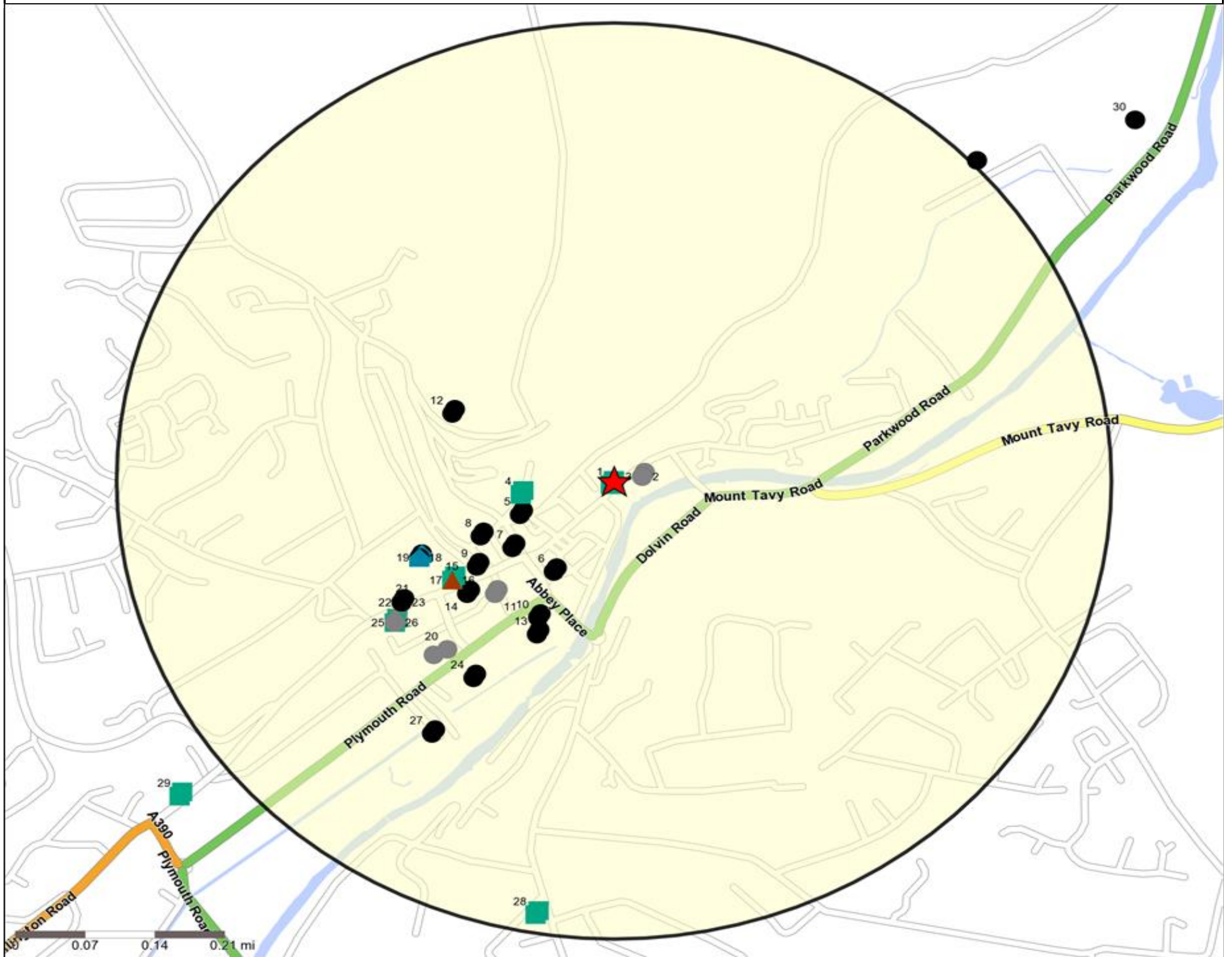


Competition Type Summary Table

| Reporting Category | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles |
|--------------------|---------------|---------------|---------------|---------------|
| Café / Wine Bar | 4 | 4 | 4 | 5 |
| Circuit Bar | 1 | 1 | 1 | 1 |
| Community Local | 5 | 8 | 11 | 23 |
| Dry Led | 1 | 1 | 3 | 7 |
| Branded Food Pub | 0 | 0 | 0 | 0 |
| Rural | 0 | 0 | 1 | 2 |
| Other | 17 | 21 | 28 | 37 |
| Total | 28 | 35 | 48 | 75 |



Competition Map and Data: TAVISTOCK INN, TAVISTOCK (300019)



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 | 4 |
| Circuit Bar | 1 |
| Community Local | 5 |
| Dry Led | 1 |
| Branded Food Pub | 0 |
| Rural | 0 |
| Other | 17 |
| Total | 28 |



Local Competition: TAVISTOCK INN, TAVISTOCK (300019)

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

| Rank | Pub name | Address | Owner | Postcode | Category | Distance (Miles) |
|------|-------------------------------------|--------------------------------------|-------------------|----------|-----------------|------------------|
| N/A | TAVISTOCK INN, TAVISTOCK | 19 BROOK STREET, TAVISTOCK, PL19 0HD | Punch Taverns | PL19 0HD | Punch Taverns | 0.00 |
| 1 | Tavistock Inn | 19 Brook Street, Tavistock | Punch Pub Company | PL19 0HD | Community Local | 0.01 |
| 2 | New Pantry | 42 Brook Street, Tavistock | Independent Free | PL19 0HE | Cafe / Wine Bar | 0.03 |
| 3 | East Gate Cafe & Brasserie | 46-47 Brook Street, Tavistock | Independent Free | PL19 0HE | Other | 0.03 |
| 4 | Ordulph Arms | Kilworthy Hill, Tavistock | Independent Free | PL19 0EP | Community Local | 0.10 |
| 5 | Birds Nest | 4 Barley Market Street, Tavistock | Independent Free | PL19 0JF | Other | 0.10 |
| 6 | Tavistock Town Hall | Bedford Square, Tavistock | Independent Free | PL19 0AE | Other | 0.12 |
| 7 | Tavistock Conservative Club | Drake Road, Tavistock | Independent Free | PL19 0AU | Other | 0.13 |
| 8 | Terrace Restaurant | Pym Street, Tavistock | Independent Free | PL19 0AW | Other | 0.15 |
| 9 | Taylor's | 22 Market Street, Tavistock | Independent Free | PL19 0DD | Other | 0.17 |
| 10 | Bedford Hotel | 1 Plymouth Road, Tavistock | Independent Free | PL19 8BB | Other | 0.17 |
| 11 | Cafe Liason | 3 Church Lane, Tavistock | Independent Free | PL19 8AA | Cafe / Wine Bar | 0.17 |
| 12 | Tavistock Rugby Union Football Club | Trelawny Road, Tavistock | Independent Free | PL19 0EN | Other | 0.18 |
| 13 | West Devon Club | Bedford Square, Tavistock | Independent Free | PL19 0AD | Other | 0.18 |
| 14 | Ganges Restaurant | 9 West Street, Tavistock | Independent Free | PL19 8AD | Other | 0.19 |
| 15 | Browns | 80 West Street, Tavistock | Independent Free | PL19 8AQ | Other | 0.20 |
| 16 | Queens Head | 79-80 West Street, Tavistock | Wetherspoon | PL19 8AQ | Circuit Bar | 0.20 |
| 17 | Duke Of York | West Street, Tavistock | Independent Free | PL19 8AQ | Community Local | 0.20 |
| 18 | Union Inn | 12 King Street, Tavistock | Punch Pub Company | PL19 0DS | Dry Led | 0.21 |
| 19 | Royal British Legion Club | 2 King Street, Tavistock | Independent Free | PL19 0DS | Other | 0.21 |
| 20 | Hqs | 12a Plymouth Road, Tavistock | Independent Free | PL19 8AY | Cafe / Wine Bar | 0.25 |
| 21 | Thariks Balti | 67 West Street, Tavistock | Independent Free | PL19 8AJ | Other | 0.25 |
| 22 | Steps Restaurant | 75 West Street, Tavistock | Independent Free | PL19 8AJ | Other | 0.25 |
| 23 | Tavi Friar | 73 West Street, Tavistock | Independent Free | PL19 8AJ | Other | 0.25 |
| 24 | Gortons | 19 Plymouth Road, Tavistock | Independent Free | PL19 8AU | Other | 0.26 |
| 25 | Cornish Arms | 15-16 West Street, Tavistock | St Austell | PL19 8AN | Community Local | 0.27 |
| 26 | Jack Chams | 17 West Street, Tavistock | Independent Free | PL19 8AN | Cafe / Wine Bar | 0.27 |
| 27 | Wharf Arts Centre | The Wharf, Tavistock | Independent Free | PL19 8AT | Other | 0.33 |
| 28 | Market Inn | 2 Whitchurch Road, Tavistock | Independent Free | PL19 9BB | Community Local | 0.48 |
| 29 | Duke Of York | 15 Ford Street, Tavistock | Punch Pub Company | PL19 8DZ | Community Local | 0.56 |
| 30 | Kelly College Sixth Form Centre | Parkwood Road, Tavistock | Independent Free | PL19 0HY | Other | 0.66 |