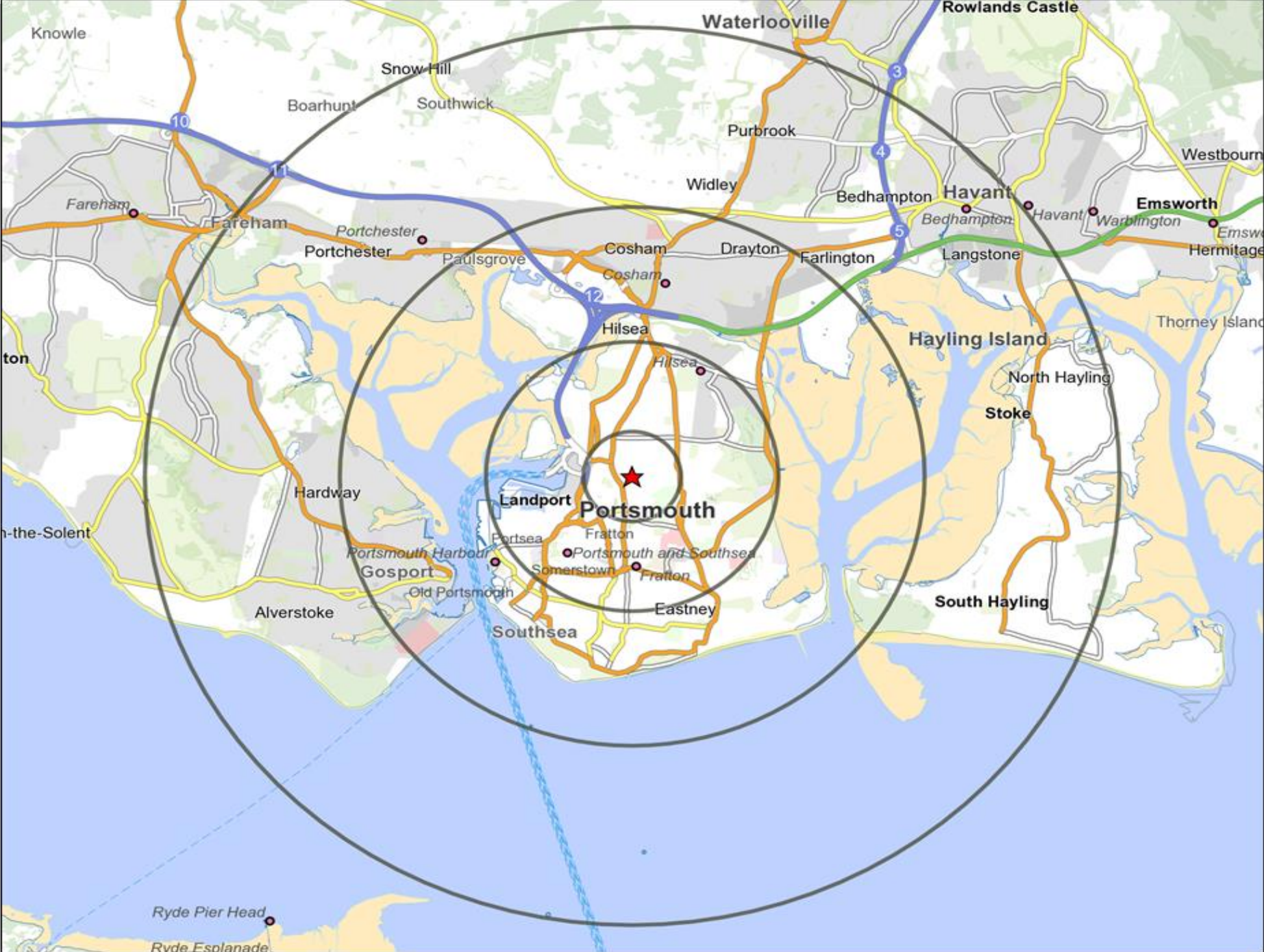




Customer Profile Report for WINCHESTER, PORTSMOUTH (Punch Outlet Number: 300232)
99 WINCHESTER ROAD, PORTSMOUTH, PO2 7PS (PO 2 7PS)



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

Age Data Table

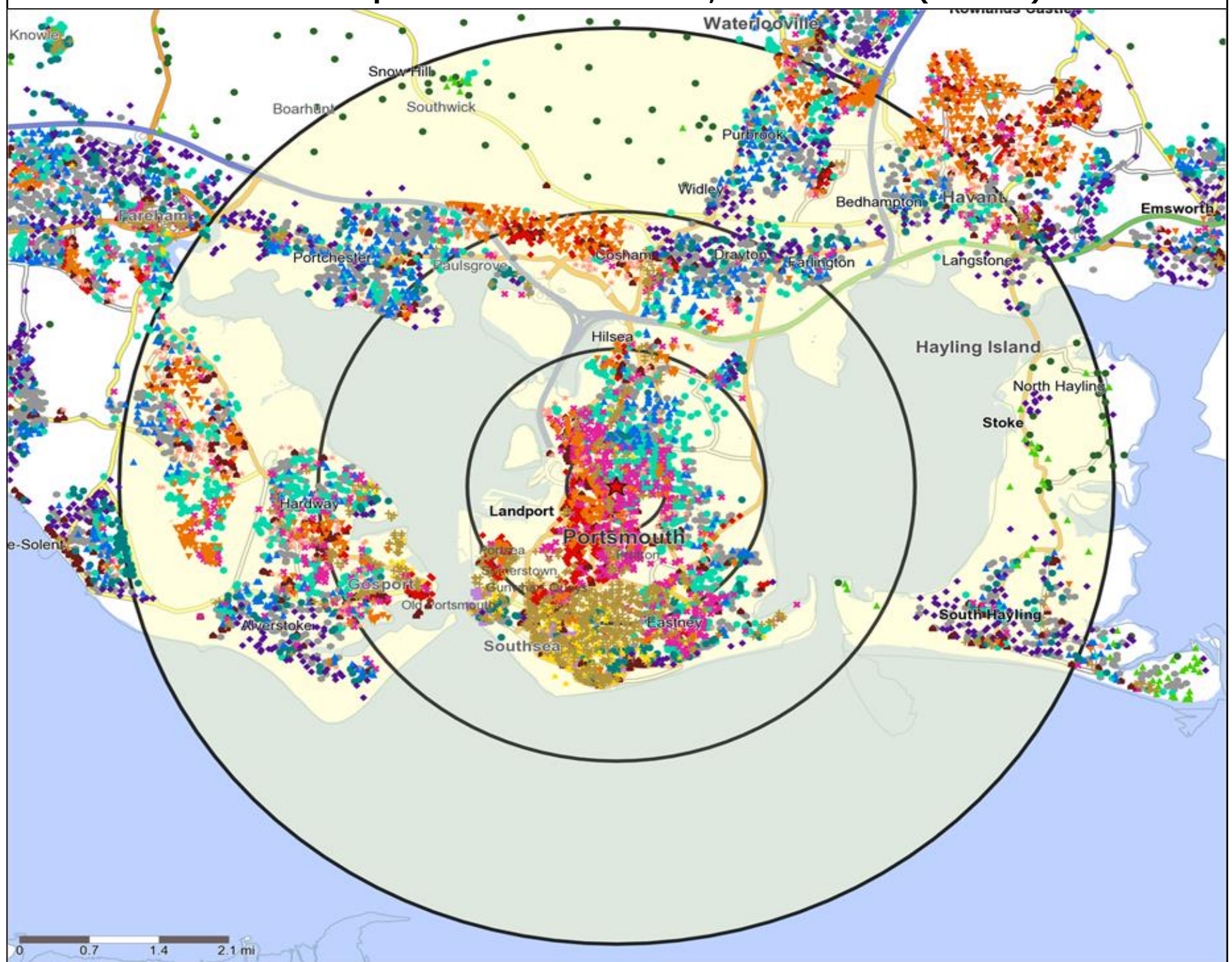
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	6,081	22,818	39,896	63,700	58,357	126	104	97	97	96
16-17	625	2,596	4,498	7,759	7,023	105	95	88	95	93
18-24	2,662	19,827	33,682	43,856	41,809	114	187	170	139	142
25-34	4,609	18,856	34,285	48,919	45,422	131	118	115	102	102
35-44	3,463	14,173	26,482	41,515	38,266	106	95	95	94	93
45-54	3,367	14,495	28,412	47,769	44,325	92	87	92	96	96
55-64	2,186	9,833	20,352	36,706	33,576	75	74	82	93	92
65+	2,717	14,634	31,227	59,547	55,503	59	69	79	95	95
Population estimate 2015	25,710	117,232	218,834	349,771	324,281	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	22,048	99,275	189,777	313,608	288,703	88%	87%	89%	92%	91%
Mixed / Multiple Ethnic Groups	733	3,148	5,564	7,166	6,901	3%	3%	3%	2%	2%
Asian / Asian British	1,687	8,042	12,524	14,307	14,186	7%	7%	6%	4%	4%
Black / African / Caribbean / Black British	507	2,553	3,796	4,526	4,138	2%	2%	2%	1%	1%
Other Ethnic Group	221	1,313	2,281	2,553	2,532	1%	1%	1%	1%	1%
All People (Ethnic Group)	25,196	114,331	213,942	342,160	316,460	100	100	100	100	100



Mosaic UK Map and Data: WINCHESTER, PORTSMOUTH (300232)



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★ Location	Mosaic UK Groups	▲ D Rural Reality	● H Aspiring Homemakers	■ L Vintage Value
○ 0.5, 1.5, 3.0 & 5.0 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

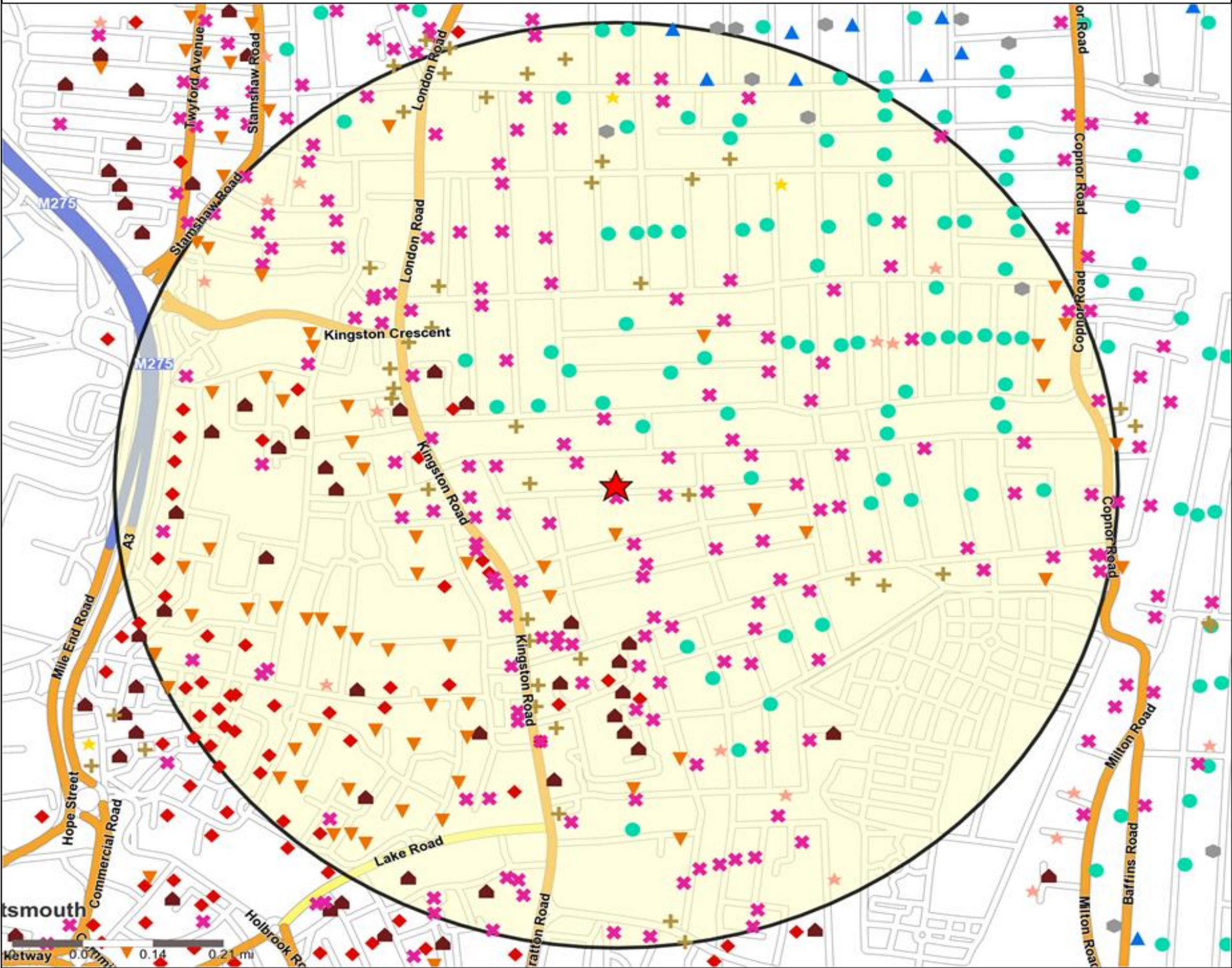
Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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	1,285	1,285	1,295	0	0	18	11	12
B Prestige Positions (18+)	0	4	2,003	11,012	13,186	0	0	16	55	71
C Country Living (18+)	0	0	3	537	382	0	0	0	3	2
D Rural Reality (18+)	0	0	26	654	345	0	0	0	3	2
E Senior Security (18+)	146	6,413	14,998	35,582	33,469	9	89	108	160	162
F Suburban Stability (18+)	134	3,432	7,806	19,792	19,965	12	63	75	118	128
G Domestic Success (18+)	21	803	5,960	12,898	13,028	1	11	42	56	61
H Aspiring Homemakers (18+)	4,738	16,664	24,744	39,586	33,874	274	206	160	159	146
I Family Basics (18+)	2,922	5,877	11,798	23,107	21,679	213	92	96	117	118
J Transient Renters (18+)	7,074	18,418	26,466	32,849	28,523	645	359	269	208	194
K Municipal Challenge (18+)	1,402	9,086	13,352	14,865	15,380	126	174	133	92	103
L Vintage Value (18+)	1,065	5,176	10,477	17,630	15,655	89	93	98	102	98
M Modest Traditions (18+)	420	2,730	5,619	15,291	11,220	47	65	69	117	93
N Urban Cohesion (18+)	63	1,575	8,522	8,524	8,104	6	34	96	59	61
O Rental Hubs (18+)	1,015	18,651	37,265	40,155	38,500	69	272	284	190	196
Adults 18+ estimate 2015	19,000	88,829	170,324	273,767	254,605	100	100	100	100	100

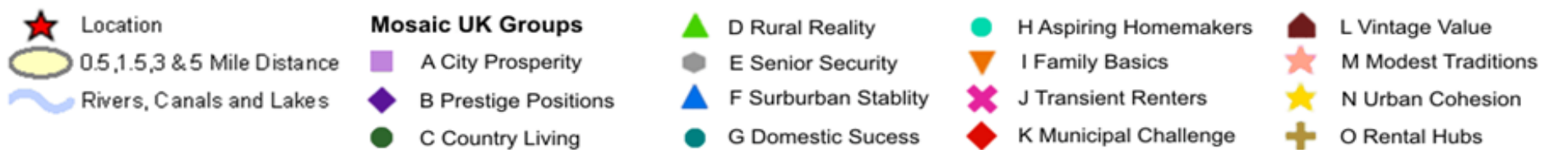
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Mosaic UK Map and Data: WINCHESTER, PORTSMOUTH (300232)



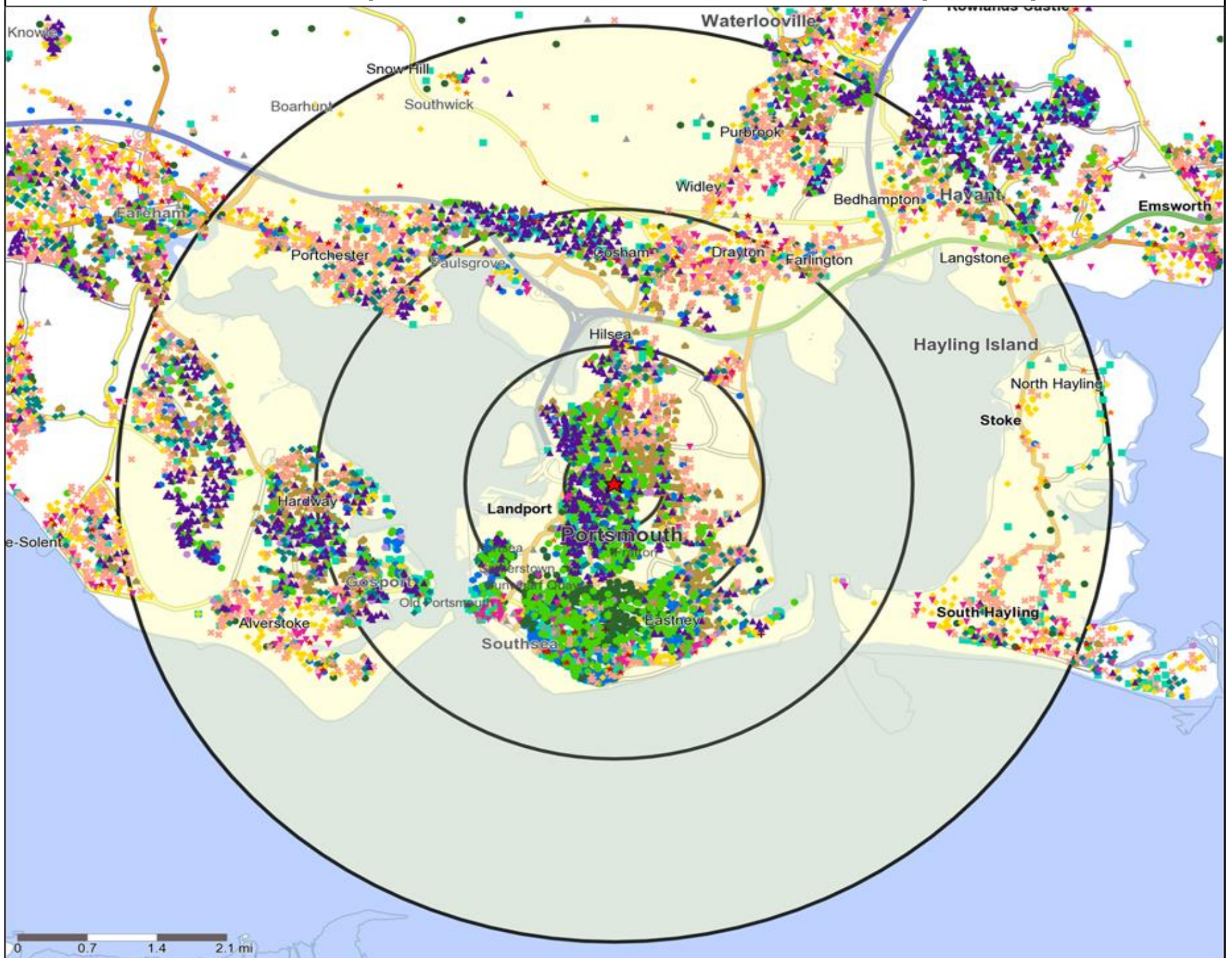
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	146	9
F Suburban Stability (18+)	134	12
G Domestic Success (18+)	21	1
H Aspiring Homemakers (18+)	4,738	274
I Family Basics (18+)	2,922	213
J Transient Renters (18+)	7,074	645
K Municipal Challenge (18+)	1,402	126
L Vintage Value (18+)	1,065	89
M Modest Traditions (18+)	420	47
N Urban Cohesion (18+)	63	6
O Rental Hubs (18+)	1,015	69
Adults 18+ estimate 2015	19,000	100



Occasions Map and Data: WINCHESTER, PORTSMOUTH (300232)



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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

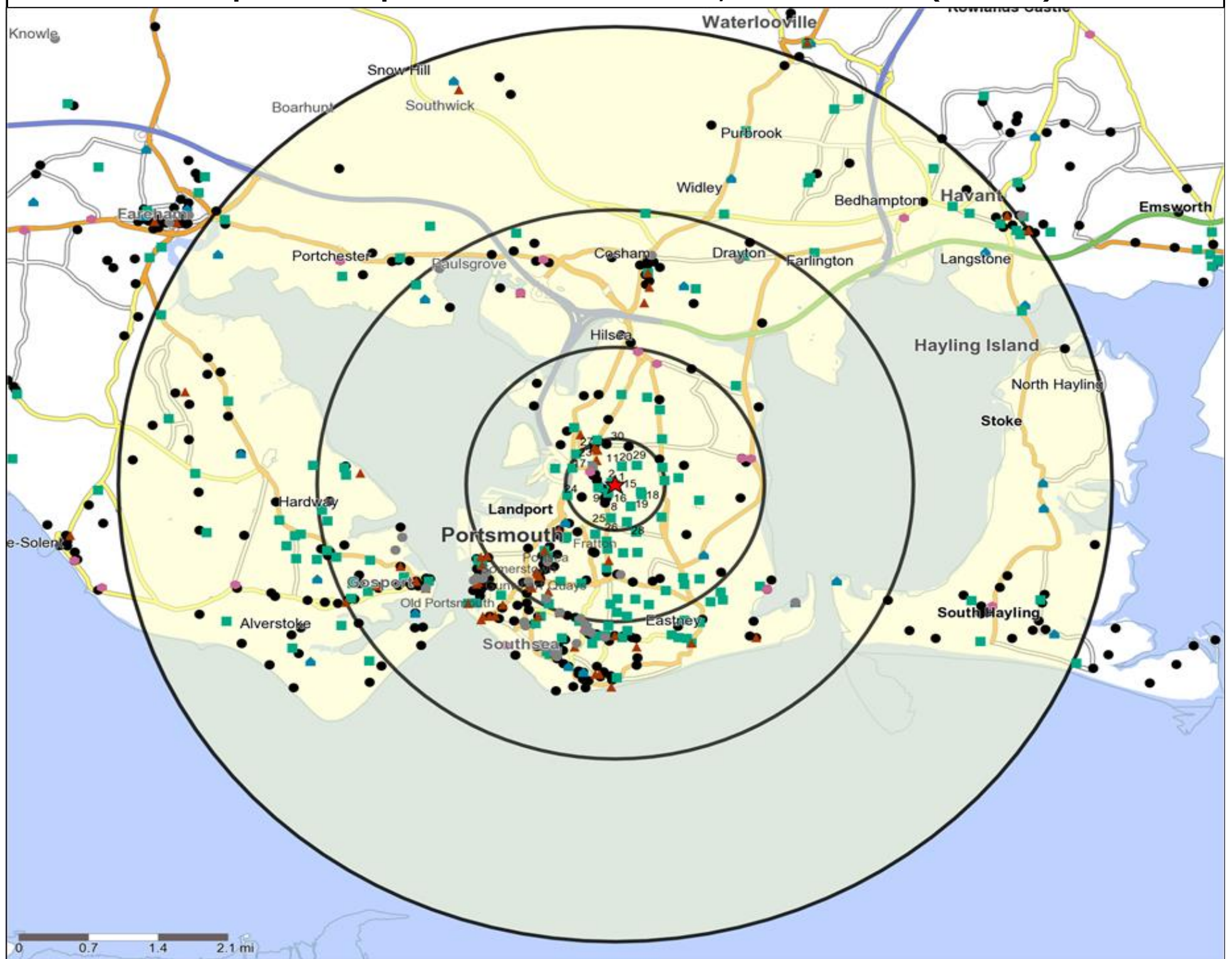
Occasions Data Table

	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	1,814	7,192	13,727	20,557	18,716	101	95	100	95	93
02 Early Doors	1,470	5,760	10,282	18,126	16,209	98	91	90	100	97
03 Everyday is Friday	1,478	6,108	11,093	17,519	15,974	116	114	113	114	112
04 Weekend Millionaires	2,733	8,983	14,958	23,992	21,493	148	116	106	108	104
05 Out On The Town	2,503	10,376	18,798	26,717	25,053	141	139	138	125	126
06 Business and Pleasure	735	3,154	6,156	8,743	8,166	80	82	88	79	80
07 Sporting Pints	2,756	10,895	18,355	24,900	23,218	141	132	122	105	106
08 Student Social	428	6,463	10,070	12,903	12,744	52	185	159	129	137
09 Leisurely Lunch	1,348	5,619	10,944	18,696	17,556	77	77	82	89	90
10 Wining and Dining	835	4,663	10,088	19,244	18,195	42	56	66	80	82
11 Household Outing	2,234	7,465	12,917	21,283	19,224	142	113	107	112	109
12 Midweek Meal Deal	1,159	4,614	7,351	11,023	10,110	131	124	109	103	102
13 Date Night	652	3,346	8,020	15,083	14,327	46	56	74	89	91
14 Birthday Treat	919	3,711	7,434	13,425	12,906	65	63	69	79	82
15 Pre Show Meal	328	1,623	3,468	5,630	5,200	68	80	93	96	96
Number of Occasions	21,392	89,972	163,661	257,841	239,091	100	100	100	100	100

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Competition Map and Data: WINCHESTER, PORTSMOUTH (300232)



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

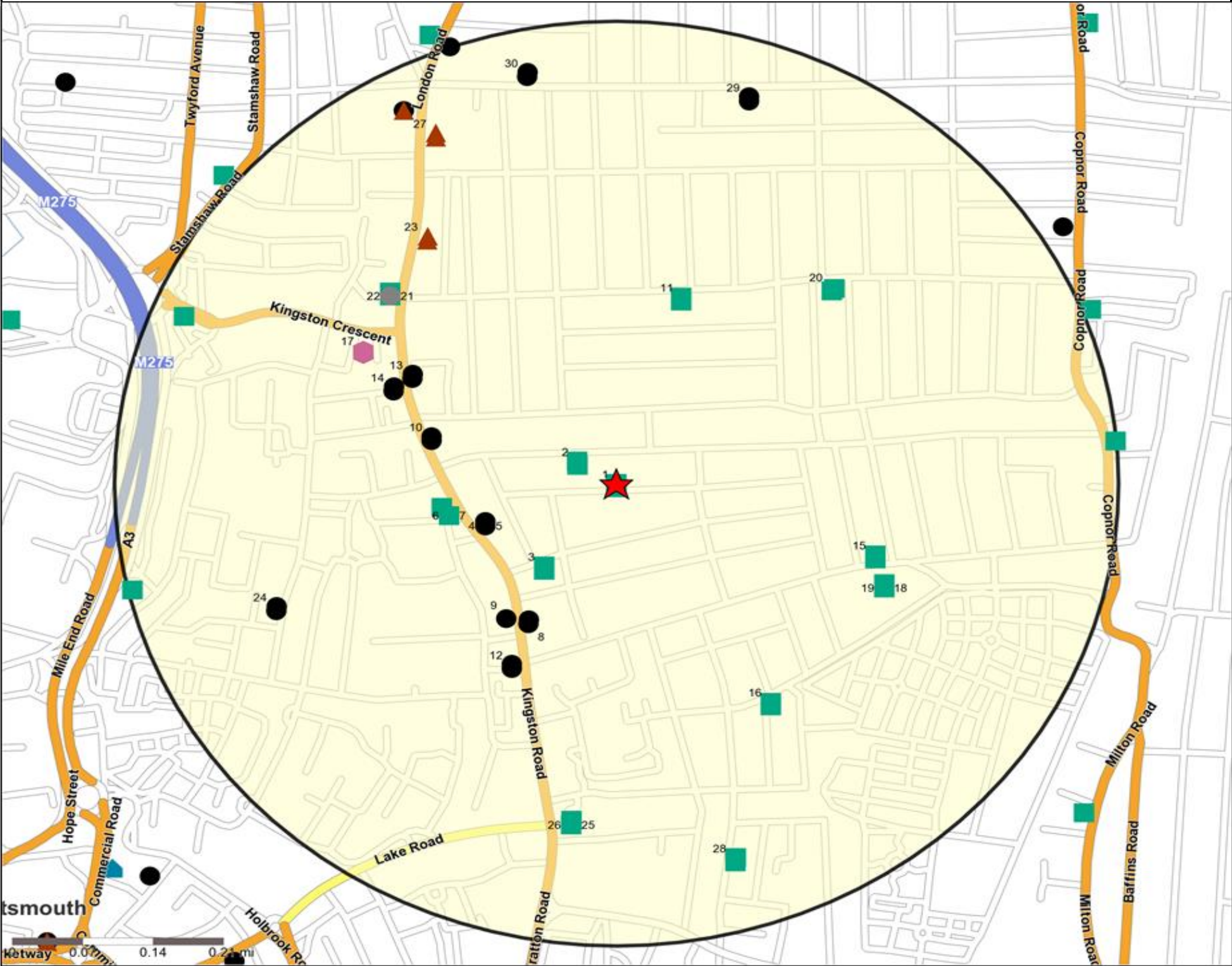


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	6	42	42
Circuit Bar	3	14	45	48
Community Local	14	47	95	128
Dry Led	0	2	9	18
Branded Food Pub	1	10	18	26
Rural	0	0	0	0
Other	17	72	287	367
Total	36	151	496	629



Competition Map and Data: WINCHESTER, PORTSMOUTH (300232)



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
- Circuit Bar
- Other
- Community Local
- Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	1
Circuit Bar	3
Community Local	14
Dry Led	0
Branded Food Pub	1
Rural	0
Other	17
Total	36



Local Competition: WINCHESTER, PORTSMOUTH (300232)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WINCHESTER, PORTSMOUTH	99 WINCHESTER ROAD, PORTSMOUTH, PO2 7PS	Punch Taverns	PO 2 7PS	Punch Taverns	0.00
1	Winchester Arms	99 Winchester Road, Portsmouth	Punch Pub Company	PO 2 7PS	Community Local	0.00
2	British Queen	18 Queens Road, Portsmouth	Independent Free	PO 2 7NA	Community Local	0.04
3	Druids Arms	11 Binsteed Road, Portsmouth	Fuller Smith & Turner	PO 2 7PH	Community Local	0.12
4	Crown Bingo Club	138-142 Kingston Road, Portsmouth	Crown Bingo	PO 2 7PD	Other	0.14
5	Crescent Snooker Club	136-138 Kingston Road, Portsmouth	Independent Free	PO 2 7PD	Other	0.14
6	Gandhis Indian Restaurant	139-141 Kingston Road, Portsmouth	Independent Free	PO 2 7EB	Other	0.17
7	George & Dragon	137 Kingston Road, Portsmouth	Punch Pub Company	PO 2 7EB	Community Local	0.17
8	New Taj Mahal	54 Kingston Road, Portsmouth	Independent Free	PO 2 7PA	Other	0.18
9	Portsea Co-Op Employees Club	83-87 Kingston Road, Portsmouth	Independent Free	PO 2 7DX	Other	0.18
10	Everest Spice Restaurant	180 Kingston Road, Portsmouth	Independent Free	PO 2 7LP	Other	0.19
11	Pelham Arms	78 Chichester Road, Portsmouth	Punch Pub Company	PO 2 0AH	Community Local	0.21
12	Yan Woo	33 Kingston Road, Portsmouth	Independent Free	PO 2 7DP	Other	0.23
13	Majestic Snooker Club	223 Kingston Road, Portsmouth	Independent Free	PO 2 7LR	Other	0.23
14	S2 Snooker Club	221-225 Kingston Road, Portsmouth	Independent Free	PO 2 7EG	Other	0.24
15	Stag	183 New Road, Portsmouth	Fuller Smith & Turner	PO 2 7QU	Community Local	0.27
16	Graham Arms	51 George Street, Fratton, Portsmouth	Wadworth & Co Limited	PO 1 5QY	Community Local	0.29
17	Sovereigns	Kingston Crescent, Portsmouth	Spirit Pub Company	PO 2 8AL	Branded Food	0.29
18	Mermaid	222 New Road, Portsmouth	Punch Pub Company	PO 2 7RW	Community Local	0.29
19	Ken-Tone Club	202-204 New Road, Portsmouth	Independent Free	PO 2 7RW	Other	0.29
20	Lord Chichester	182 Chichester Road, Copnor, Portsmouth	Enterprise Inns	PO 2 0AX	Community Local	0.30
21	Grapes	19 London Road, Portsmouth	Independent Free	PO 2 0BQ	Cafe / Wine Bar	0.30
22	Tap	17 London Road, North End, Portsmouth	Punch Pub Company	PO 2 0BQ	Community Local	0.30
23	Sir John Baker	80 London Road, Portsmouth	Wetherspoon	PO 2 0LN	Circuit Bar	0.32
24	Buckland Community Association	Malins Road, Portsmouth	Independent Free	PO 2 7BA	Other	0.37
25	Florist	324 Fratton Road, Portsmouth	Independent Free	PO 1 5JX	Community Local	0.37
26	Portsmouth Radical Club	314 Fratton Road, Portsmouth	Independent Free	PO 1 5JX	Other	0.37
27	Clarence Garden	118 London Road, Portsmouth	Greene King	PO 2 0LZ	Circuit Bar	0.42
28	Shearers Arms	72 Shearer Road, Fratton, Portsmouth	Punch Pub Company	PO 1 5LP	Community Local	0.43
29	Ascension Club	Stubbington Avenue, Portsmouth	Independent Free	PO 2 0JG	Other	0.43
30	North End Bowling Club	33 Stubbington Avenue, North End, Portsmouth	Independent Free	PO 2 0HP	Other	0.45