



**Customer Profile Report for FILLY INN, BROCKENHURST (Punch Outlet Number: 113692)
LYMINGTON ROAD, BROCKENHURST, SO42 7UF (SO42 7UF)**



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

Age Data Table

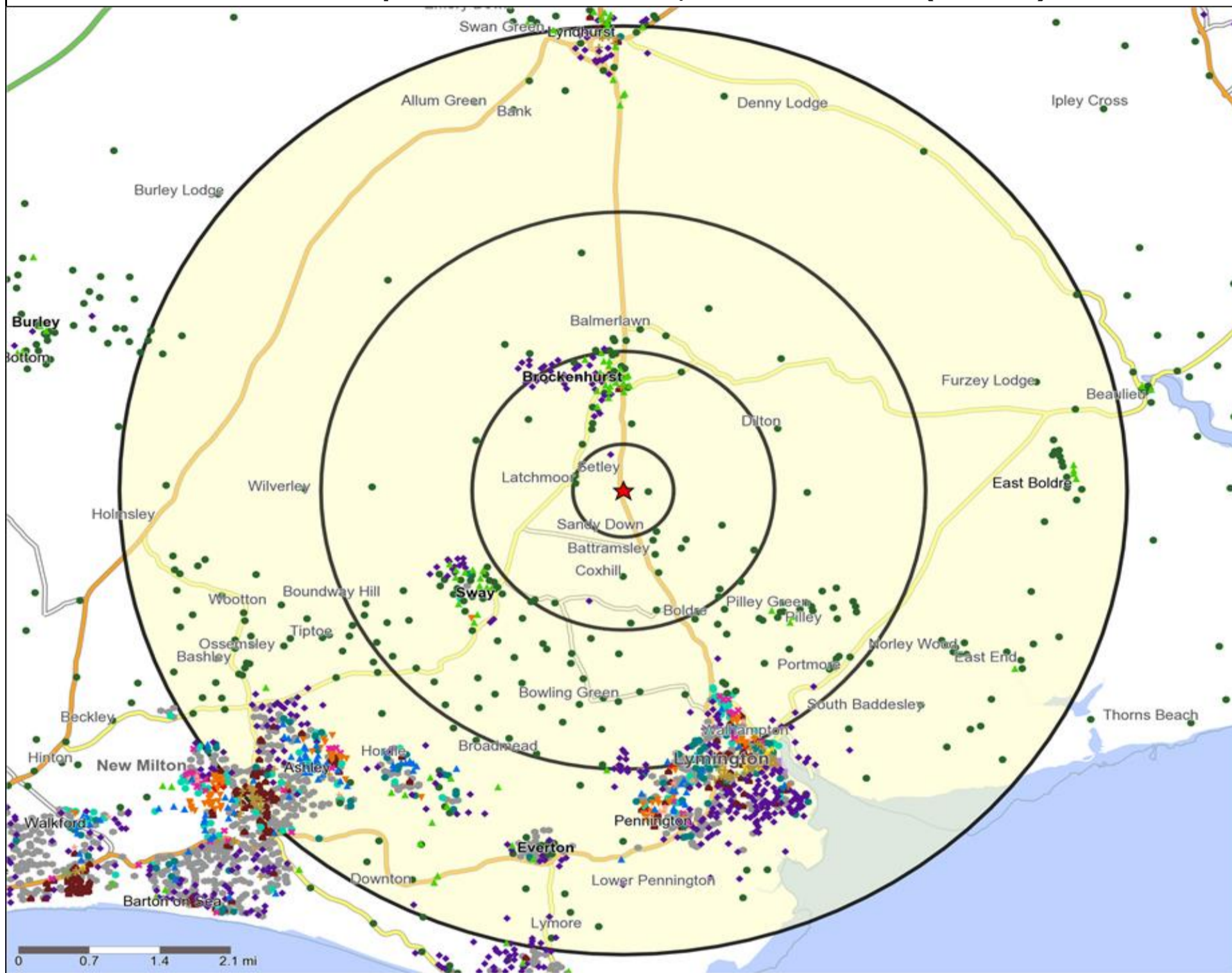
| | Count: | | | | | Index: | | | | |
|---------------------------------|---------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|------------------|
| | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime |
| 0-15 | 33 | 485 | 2,175 | 6,741 | 5,848 | 105 | 83 | 87 | 78 | 81 |
| 16-17 | 6 | 63 | 295 | 937 | 791 | 155 | 87 | 96 | 87 | 89 |
| 18-24 | 9 | 149 | 710 | 2,503 | 2,002 | 60 | 53 | 59 | 60 | 58 |
| 25-34 | 4 | 206 | 1,085 | 3,603 | 2,943 | 18 | 48 | 60 | 57 | 56 |
| 35-44 | 18 | 303 | 1,324 | 4,429 | 3,758 | 85 | 77 | 79 | 76 | 77 |
| 45-54 | 25 | 418 | 1,946 | 6,211 | 5,299 | 106 | 95 | 104 | 95 | 97 |
| 55-64 | 21 | 444 | 1,895 | 6,318 | 5,371 | 111 | 126 | 126 | 121 | 124 |
| 65+ | 51 | 1,046 | 3,828 | 15,350 | 12,343 | 170 | 187 | 160 | 185 | 179 |
| Population estimate 2015 | 167 | 3,114 | 13,258 | 46,092 | 38,355 | 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 | 142 | 2,934 | 12,564 | 43,905 | 36,671 | 99% | 97% | 97% | 97% | 98% |
| Mixed / Multiple Ethnic Groups | 0 | 28 | 142 | 417 | 342 | 0% | 1% | 1% | 1% | 1% |
| Asian / Asian British | 2 | 43 | 146 | 495 | 342 | 1% | 1% | 1% | 1% | 1% |
| Black / African / Caribbean / Black British | 0 | 9 | 31 | 118 | 85 | 0% | 0% | 0% | 0% | 0% |
| Other Ethnic Group | 0 | 11 | 37 | 142 | 96 | 0% | 0% | 0% | 0% | 0% |
| All People (Ethnic Group) | 144 | 3,025 | 12,920 | 45,077 | 37,536 | 100 | 100 | 100 | 100 | 100 |



Mosaic UK Map and Data: FILLY INN, BROCKENHURST (113692)



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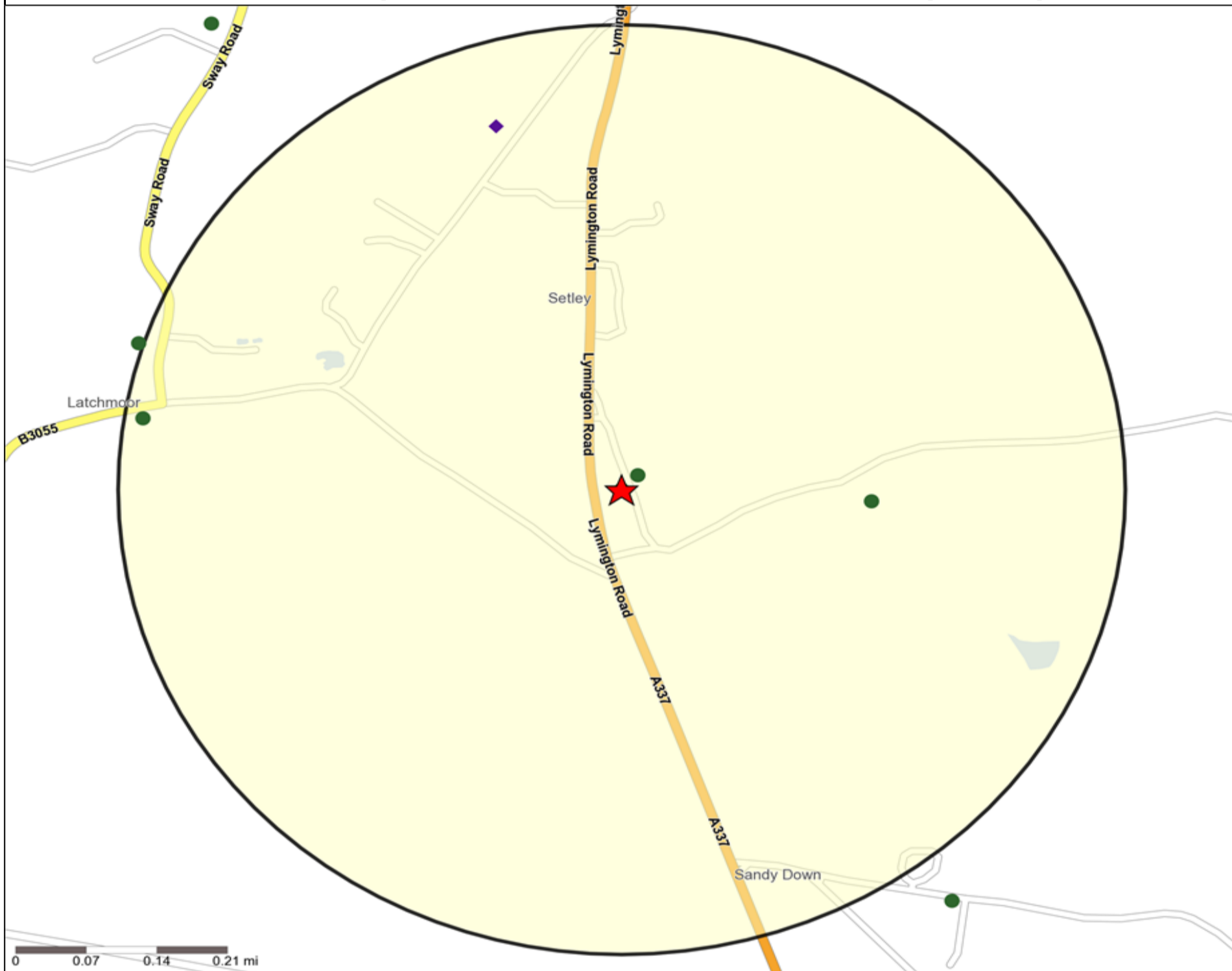
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- B Prestige Positions
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- 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 | 118 | 118 | 0 | 0 | 0 | 7 | 9 |
| B Prestige Positions (18+) | 10 | 723 | 2,333 | 7,257 | 7,032 | 110 | 388 | 297 | 260 | 305 |
| C Country Living (18+) | 111 | 1,102 | 4,026 | 6,980 | 6,613 | 1,279 | 621 | 538 | 262 | 301 |
| D Rural Reality (18+) | 4 | 509 | 1,153 | 1,968 | 1,990 | 46 | 287 | 155 | 74 | 91 |
| E Senior Security (18+) | 0 | 0 | 677 | 8,345 | 5,378 | 0 | 0 | 77 | 268 | 209 |
| F Suburban Stability (18+) | 0 | 0 | 150 | 1,941 | 1,537 | 0 | 0 | 23 | 83 | 80 |
| G Domestic Success (18+) | 0 | 0 | 522 | 2,696 | 2,175 | 0 | 0 | 58 | 84 | 82 |
| H Aspiring Homemakers (18+) | 0 | 0 | 727 | 1,446 | 1,146 | 0 | 0 | 74 | 41 | 40 |
| I Family Basics (18+) | 0 | 0 | 294 | 1,636 | 1,457 | 0 | 0 | 38 | 59 | 64 |
| J Transient Renters (18+) | 0 | 0 | 414 | 933 | 536 | 0 | 0 | 67 | 42 | 29 |
| K Municipal Challenge (18+) | 0 | 0 | 30 | 130 | 130 | 0 | 0 | 5 | 6 | 7 |
| L Vintage Value (18+) | 0 | 139 | 307 | 2,795 | 1,944 | 0 | 86 | 45 | 116 | 98 |
| M Modest Traditions (18+) | 0 | 0 | 41 | 321 | 198 | 0 | 0 | 8 | 18 | 13 |
| N Urban Cohesion (18+) | 0 | 0 | 0 | 295 | 295 | 0 | 0 | 0 | 15 | 18 |
| O Rental Hubs (18+) | 0 | 84 | 94 | 1,480 | 1,090 | 0 | 43 | 11 | 50 | 45 |
| Adults 18+ estimate 2015 | 125 | 2,557 | 10,768 | 38,341 | 31,639 | 100 | 100 | 100 | 100 | 100 |



Mosaic UK Map and Data: FILLY INN, BROCKENHURST (113692)



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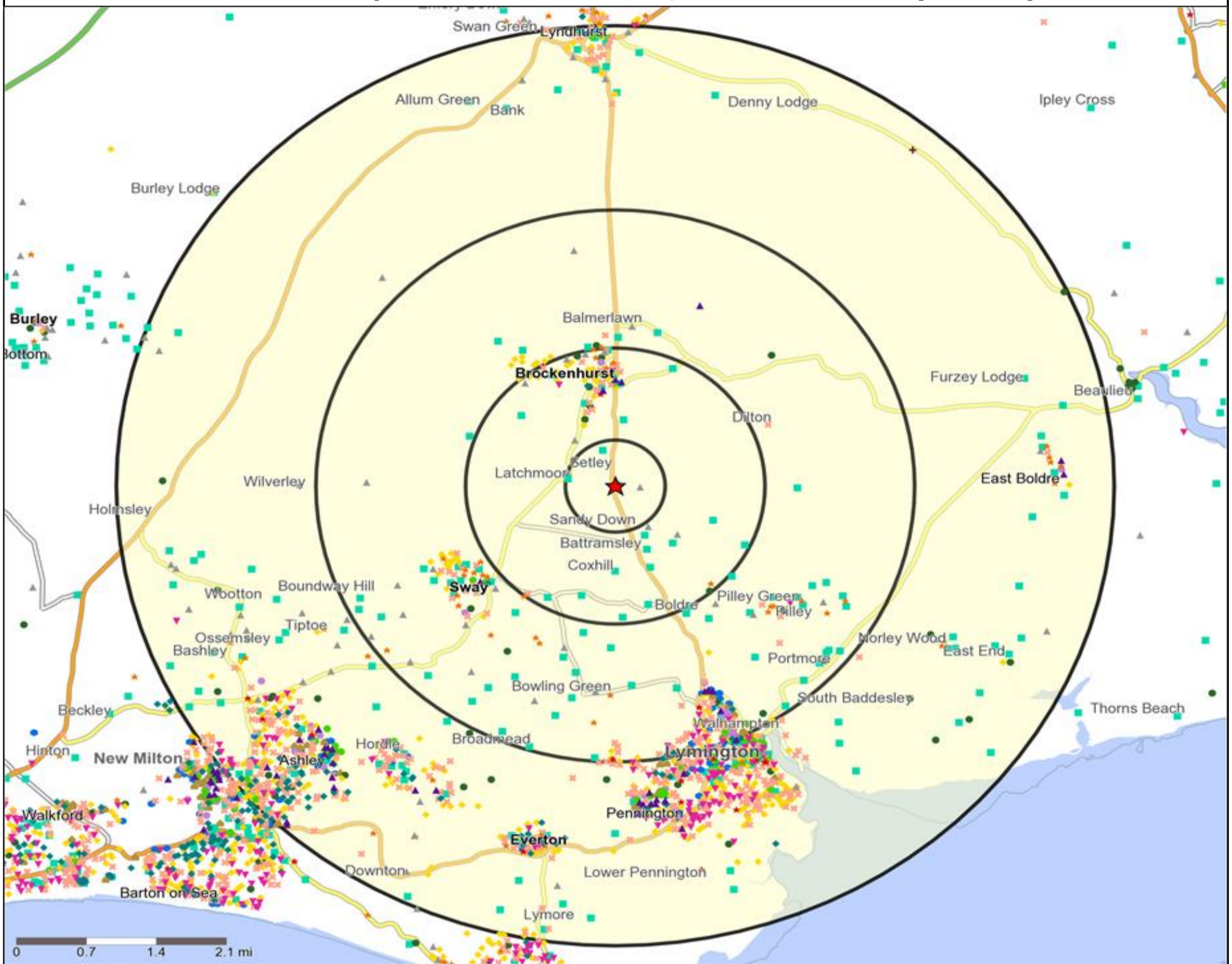
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+) | 10 | 110 |
| C Country Living (18+) | 111 | 1,279 |
| D Rural Reality (18+) | 4 | 46 |
| 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 | 125 | 100 |



Occasions Map and Data: FILLY INN, BROCKENHURST (113692)



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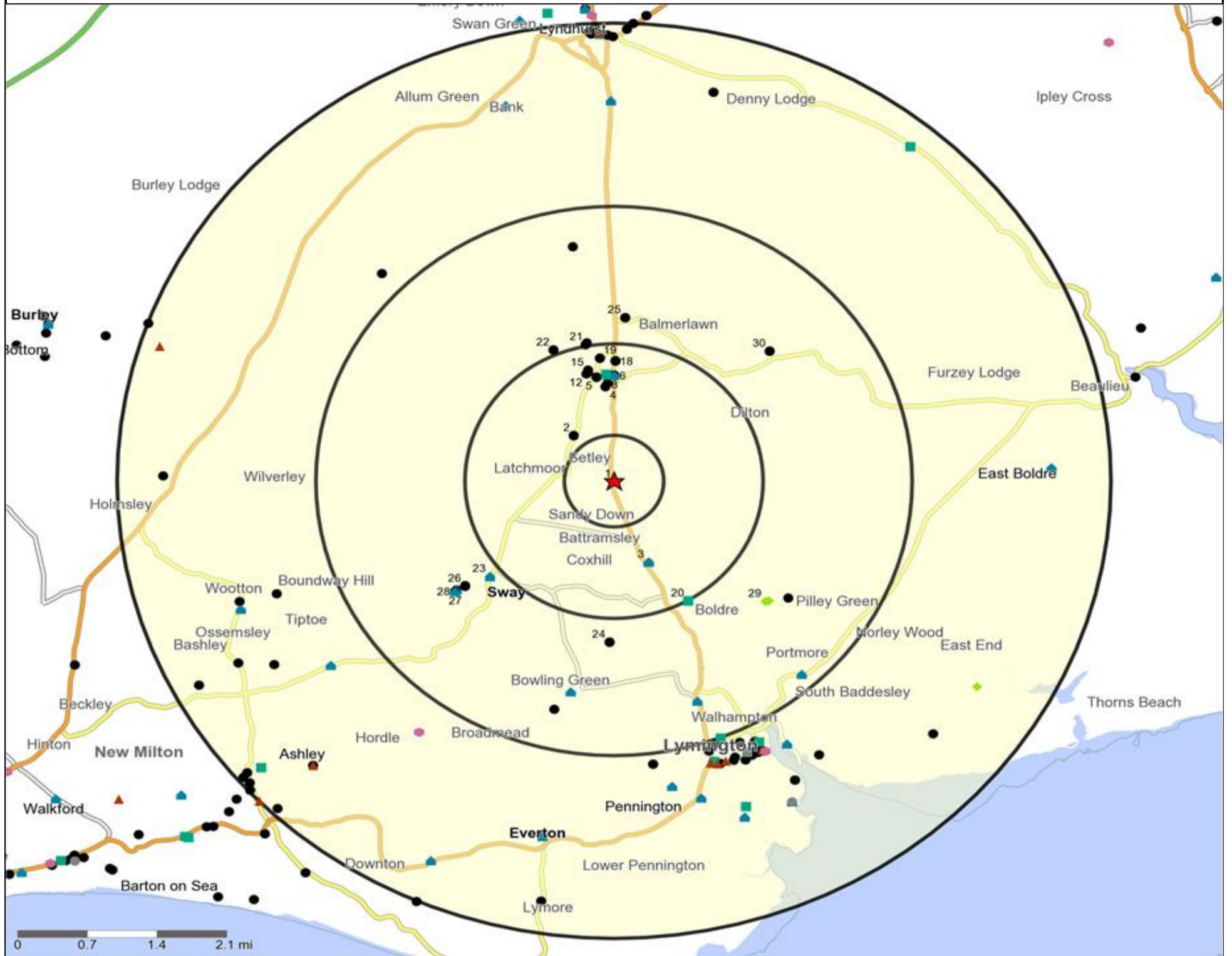
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ★ 12 Midweek Meal Deal
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ★ 13 Date Night
- 07 Sporting Pints
- ★ 09 Leisurely Lunch
- ★ 14 Birthday Treat
- ▲ 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 | 17 | 257 | 965 | 3,011 | 2,500 | 221 | 163 | 131 | 115 | 116 |
| 02 Early Doors | 7 | 142 | 644 | 2,510 | 2,012 | 109 | 107 | 105 | 115 | 112 |
| 03 Everyday is Friday | 5 | 101 | 506 | 1,731 | 1,441 | 91 | 90 | 96 | 93 | 94 |
| 04 Weekend Millionaires | 2 | 50 | 362 | 1,437 | 1,115 | 25 | 31 | 48 | 53 | 50 |
| 05 Out On The Town | 4 | 73 | 492 | 1,875 | 1,505 | 52 | 47 | 67 | 72 | 71 |
| 06 Business and Pleasure | 13 | 146 | 580 | 1,358 | 1,205 | 329 | 181 | 154 | 102 | 109 |
| 07 Sporting Pints | 1 | 30 | 285 | 1,232 | 971 | 12 | 17 | 35 | 43 | 41 |
| 08 Student Social | 8 | 95 | 434 | 1,264 | 1,055 | 224 | 130 | 127 | 104 | 106 |
| 09 Leisurely Lunch | 9 | 208 | 901 | 3,345 | 2,764 | 120 | 135 | 126 | 132 | 132 |
| 10 Wining and Dining | 5 | 195 | 922 | 3,765 | 3,081 | 59 | 111 | 113 | 130 | 129 |
| 11 Household Outing | 6 | 101 | 564 | 1,987 | 1,615 | 89 | 73 | 87 | 87 | 86 |
| 12 Midweek Meal Deal | 3 | 90 | 398 | 1,068 | 948 | 79 | 115 | 110 | 83 | 89 |
| 13 Date Night | 4 | 197 | 842 | 3,321 | 2,728 | 66 | 159 | 146 | 162 | 161 |
| 14 Birthday Treat | 6 | 152 | 668 | 2,375 | 2,037 | 99 | 122 | 115 | 116 | 120 |
| 15 Pre Show Meal | 2 | 48 | 219 | 892 | 691 | 96 | 112 | 110 | 126 | 119 |
| Number of Occasions | 92 | 1,885 | 8,782 | 31,171 | 25,668 | 100 | 100 | 100 | 100 | 100 |



Competition Map and Data: FILLY INN, BROCKENHURST (113692)



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

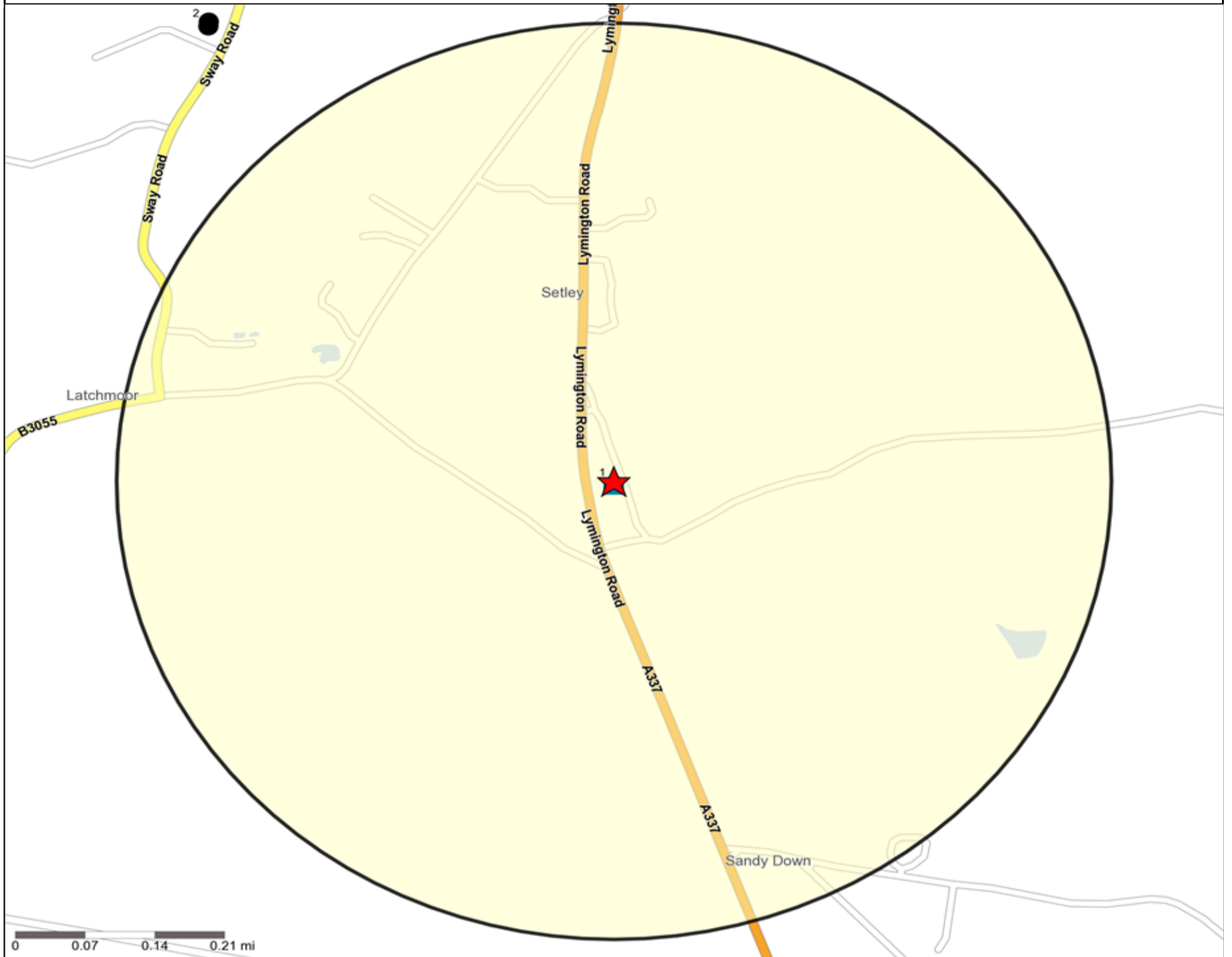


Competition Type Summary Table

| Reporting Category | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles |
|--------------------|---------------|---------------|---------------|---------------|
| Café / Wine Bar | 0 | 0 | 0 | 2 |
| Circuit Bar | 0 | 0 | 0 | 7 |
| Community Local | 0 | 1 | 2 | 8 |
| Dry Led | 1 | 3 | 8 | 23 |
| Branded Food Pub | 0 | 0 | 0 | 2 |
| Rural | 0 | 0 | 1 | 3 |
| Other | 0 | 15 | 25 | 89 |
| Total | 1 | 19 | 36 | 134 |



Competition Map and Data: FILLY INN, BROCKENHURST (113692)



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 | 0 |
| Dry Led | 1 |
| Branded Food Pub | 0 |
| Rural | 0 |
| Other | 0 |
| Total | 1 |



Local Competition: FILLY INN, BROCKENHURST (113692)

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

| Rank | Pub name | Address | Owner | Postcode | Category | Distance (Miles) |
|------|------------------------------|--|-------------------|----------|-----------------|------------------|
| N/A | FILLY INN, BROCKENHURST | LYMINGTON ROAD, BROCKENHURST, SO42 7UF | Punch Taverns | SO42 7UF | Punch Taverns | 0.00 |
| 1 | Filly Inn | Lymington Road, Brockenhurst | Punch Pub Company | SO42 7UF | Dry Led | 0.00 |
| 2 | Brockenhurst Manor Golf Club | Sway Road, Brockenhurst | Independent Free | SO42 7SG | Other | 0.64 |
| 3 | Hobler Inn | Southampton Road, Boldre, Lymington | Enterprise Inns | SO41 8PT | Dry Led | 0.95 |
| 4 | Porterhouse Steakhouse | 2 Station Approach, Brockenhurst | Independent Free | SO42 7TW | Other | 1.03 |
| 5 | Cottage Lodge New Forest B&B | Sway Road, Brockenhurst | Independent Free | SO42 7SH | Other | 1.15 |
| 6 | Snake Catcher | Lyndhurst Road, Brockenhurst | Independent Free | SO42 7RL | Dry Led | 1.15 |
| 7 | Albero | Lyndhurst Road, Brockenhurst | Independent Free | SO42 7RL | Other | 1.15 |
| 8 | Bistro 26 | 26 Lyndhurst Road, Brockenhurst | Independent Free | SO42 7RL | Other | 1.15 |
| 9 | Foresters Arms | 10 Brookley Road, Brockenhurst | Enterprise Inns | SO42 7RR | Community Local | 1.16 |
| 10 | Thatched Cottage Restrnt | 16 Brookley Road, Brockenhurst | Independent Free | SO42 7RR | Other | 1.16 |
| 11 | Brockenhurst Bowling Club | Brookley Road, Brockenhurst | Independent Free | SO42 7RR | Other | 1.16 |
| 12 | Watersplash Hotel | The Rise, Brockenhurst | Independent Free | SO42 7ZP | Other | 1.20 |
| 13 | Dynasty Indian Cuisine | 57-59 Brookley Road, Brockenhurst | Independent Free | SO42 7RB | Other | 1.22 |
| 14 | Simply Poussin | 49-55 Brookley Road, Brockenhurst | Independent Free | SO42 7RB | Other | 1.22 |
| 15 | Brookleys Bistro & Wine Bar | 58 Brookley Road, Brockenhurst | Independent Free | SO42 7RA | Other | 1.24 |
| 16 | Careys Manor Hotel | Lyndhurst Road, Brockenhurst | Greenclose Hotels | SO42 7RH | Other | 1.31 |
| 17 | Huntsman Of Brockenhurst | Lyndhurst Road, Brockenhurst | Marston's | SO42 7RH | Other | 1.31 |
| 18 | Le Blaireau | Lyndhurst Road, Brockenhurst | Independent Free | SO42 7RH | Other | 1.31 |
| 19 | Brockenhurst Social Club | Grigg Lane, Brockenhurst | Independent Free | SO42 7RE | Other | 1.35 |
| 20 | Red Lion | Rope Hill, Boldre, Lymington | Marston's | SO41 8NE | Community Local | 1.51 |
| 21 | Cloud Hotel | Meerut Road, Brockenhurst | Independent Free | SO42 7TD | Other | 1.52 |
| 22 | Forest Park Hotel | Rhinefield Road, Brockenhurst | Independent Free | SO42 7ZG | Other | 1.55 |
| 23 | Hare & Hounds | Durnstown, Sway, Lymington | Enterprise Inns | SO41 6AL | Dry Led | 1.63 |
| 24 | Passford House Hotel | Mount Pleasant Lane, Lymington | Independent Free | SO41 8LS | Other | 1.76 |
| 25 | Balmer Lawn Hotel | Lyndhurst Road, Brockenhurst | Independent Free | SO42 7ZB | Other | 1.79 |
| 26 | Sway Club | Westbeams Road, Sway, Lymington | Independent Free | SO41 6AE | Other | 1.89 |
| 27 | Sway Manor Hotel | Station Road, Sway, Lymington | Independent Free | SO41 6BA | Other | 2.00 |
| 28 | Silver Hind | Station Road, Sway, Lymington | Independent Free | SO41 6BA | Dry Led | 2.00 |
| 29 | Fleur De Lys | Pilley Street, Pilley, Lymington | Enterprise Inns | SO41 5QG | Rural Character | 2.01 |
| 30 | Pig In The Forest Hotel | Beaulieu Road, Brockenhurst | Independent Free | SO42 7QL | Other | 2.11 |



Filly Inn, Brockenhurst, SO42 7UF

Catchment &
Site Review

Generated on 24th September 2019

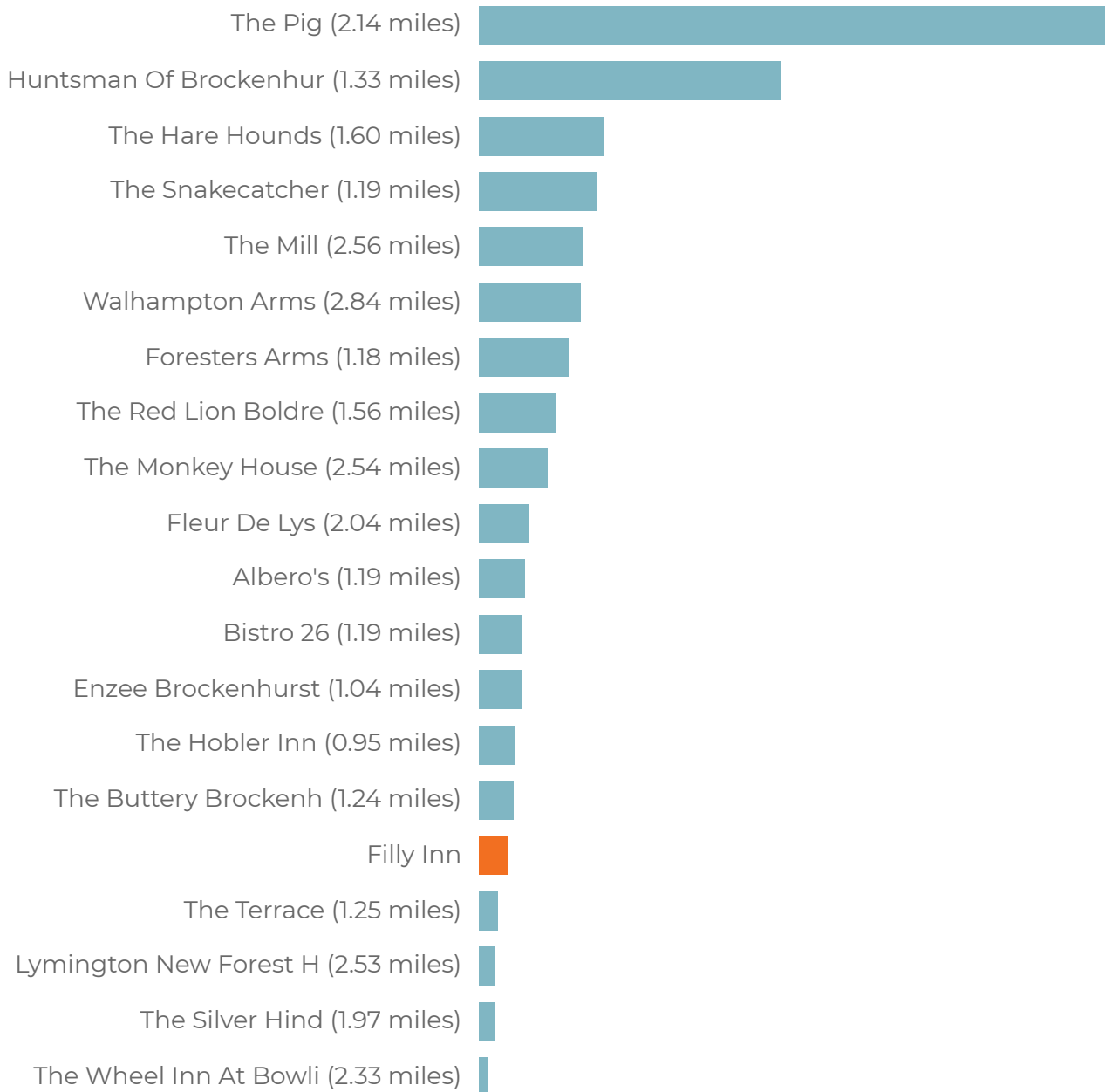
PUNCH



Local Competitors

Local Card Spend in Pubs, Bars & Restaurants (2 Yrs)

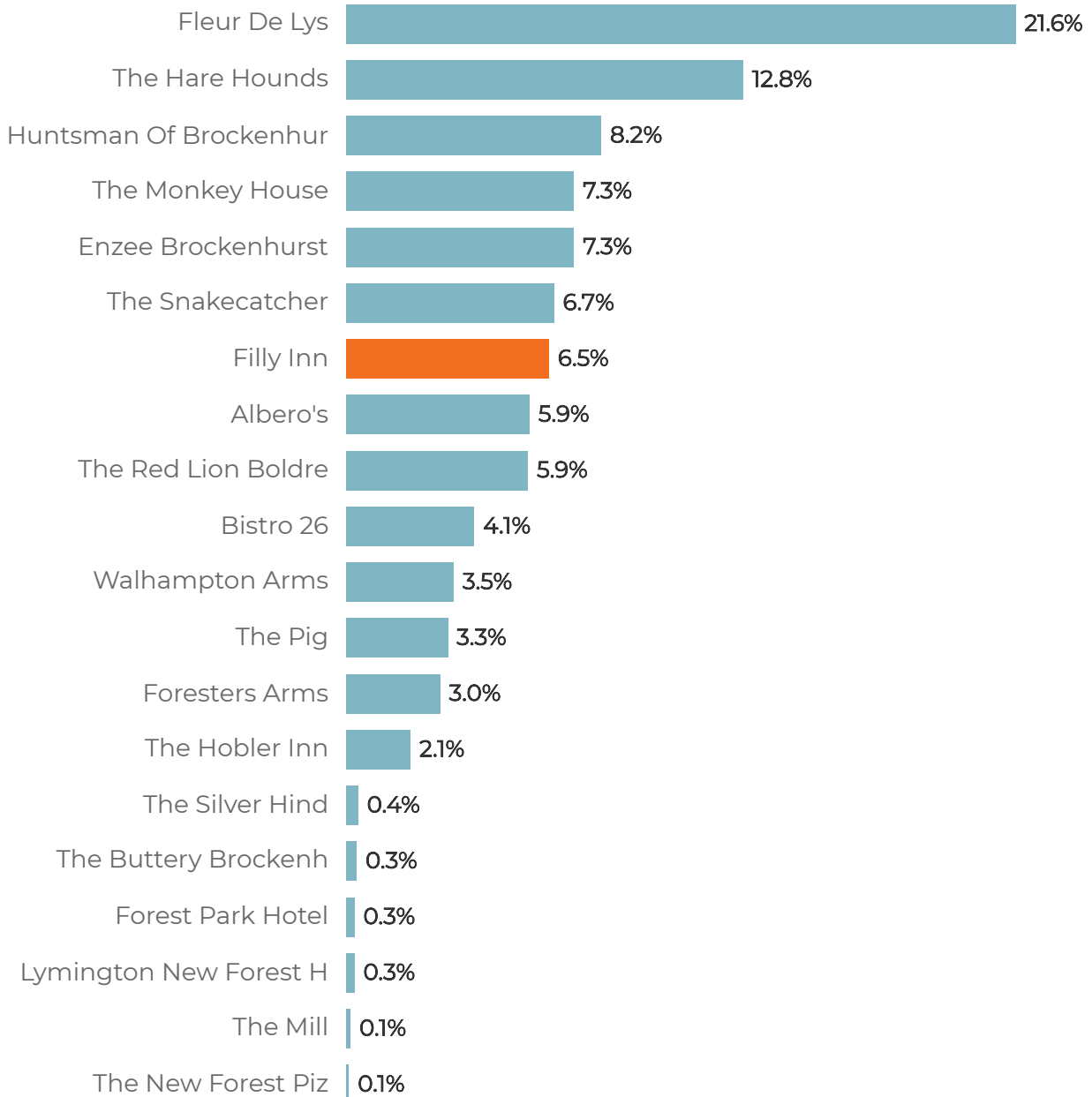
Total Spend Within 1 Mile - Bottom 20% Amongst Punch Sites





Use of Other Sites

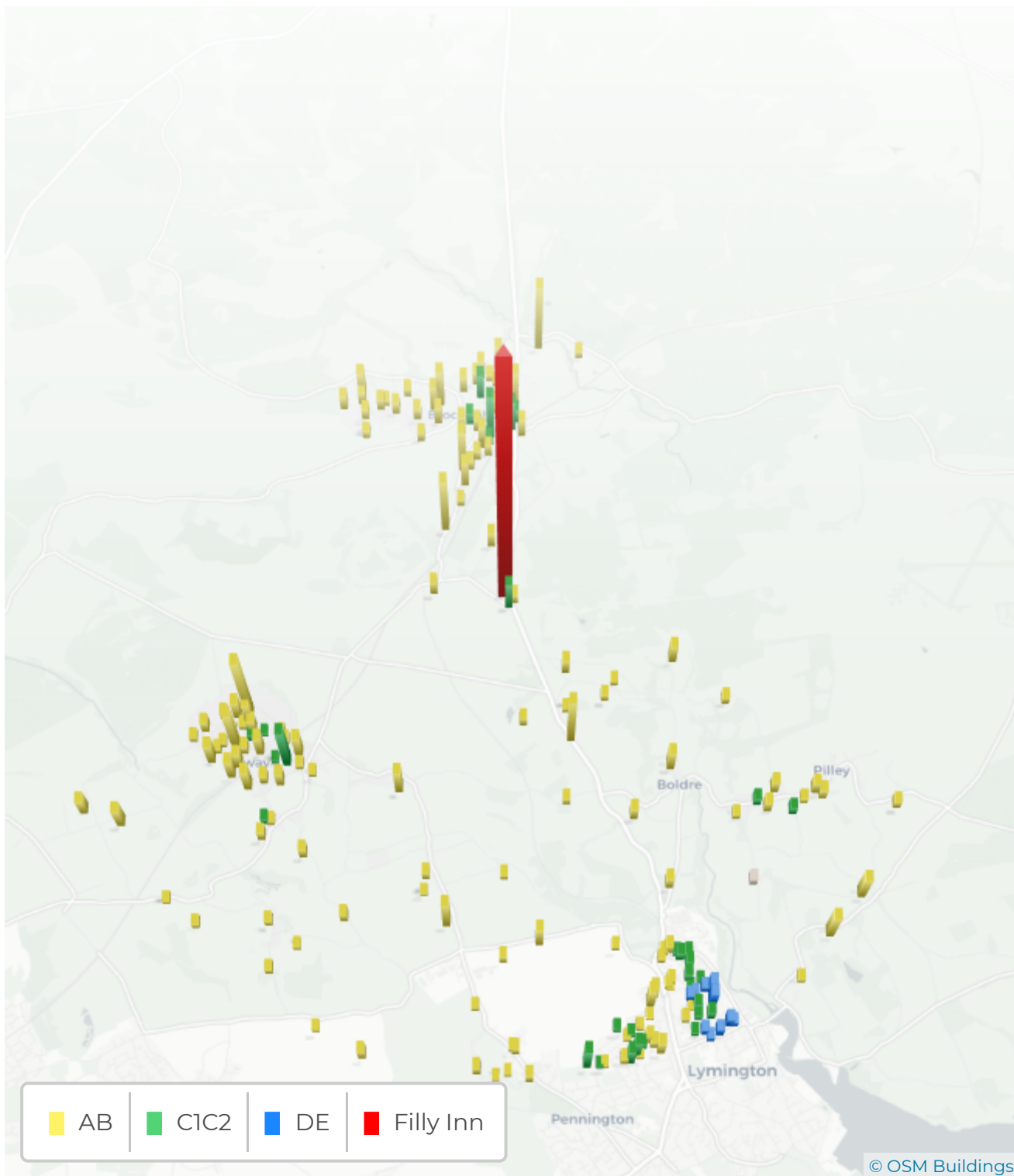
Site Customers - Share of Competitor Spend Locally





Local Guest Spending

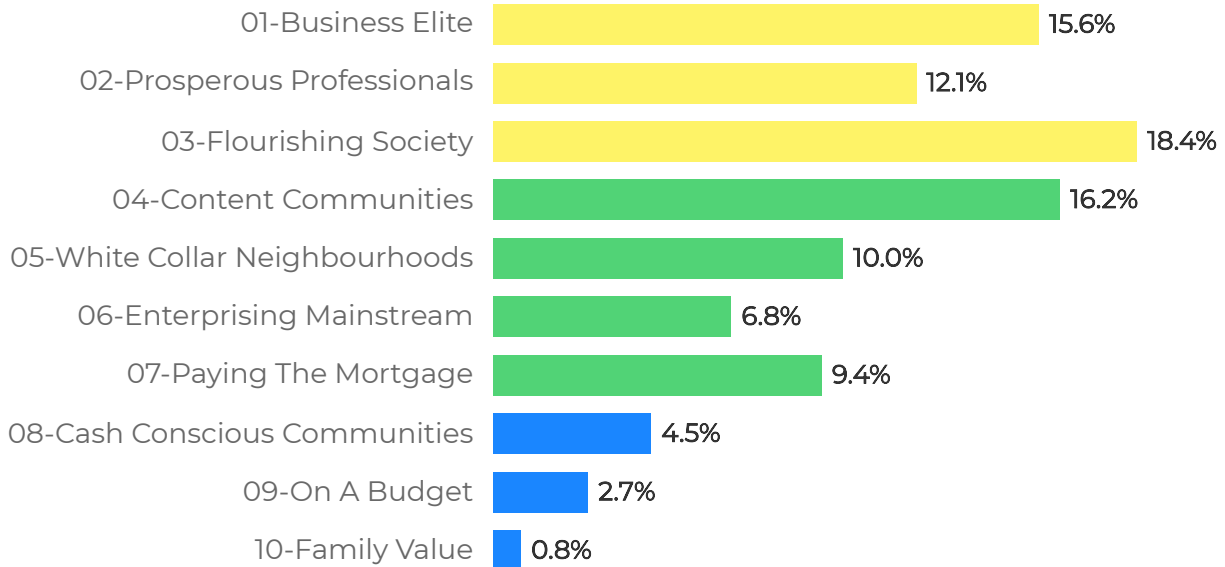
Origin of Guest Spend - Venues Within 3 Miles



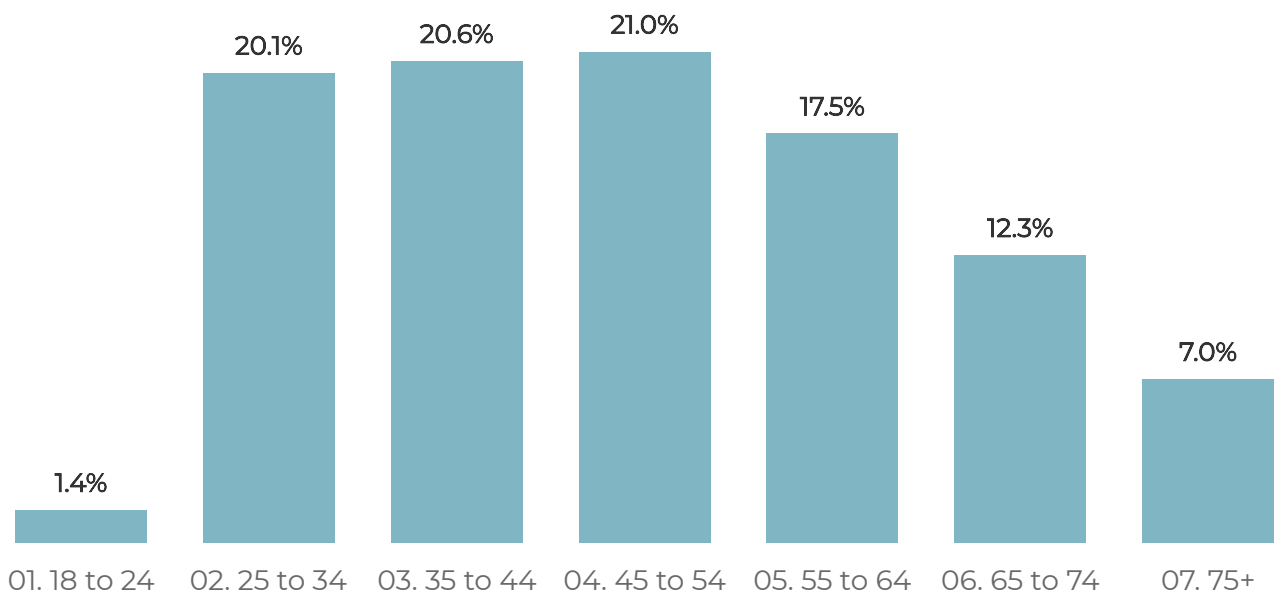


Share of Local Spend by Demographics

— Catchment % of Local Spend - Venues Within 3 Miles —



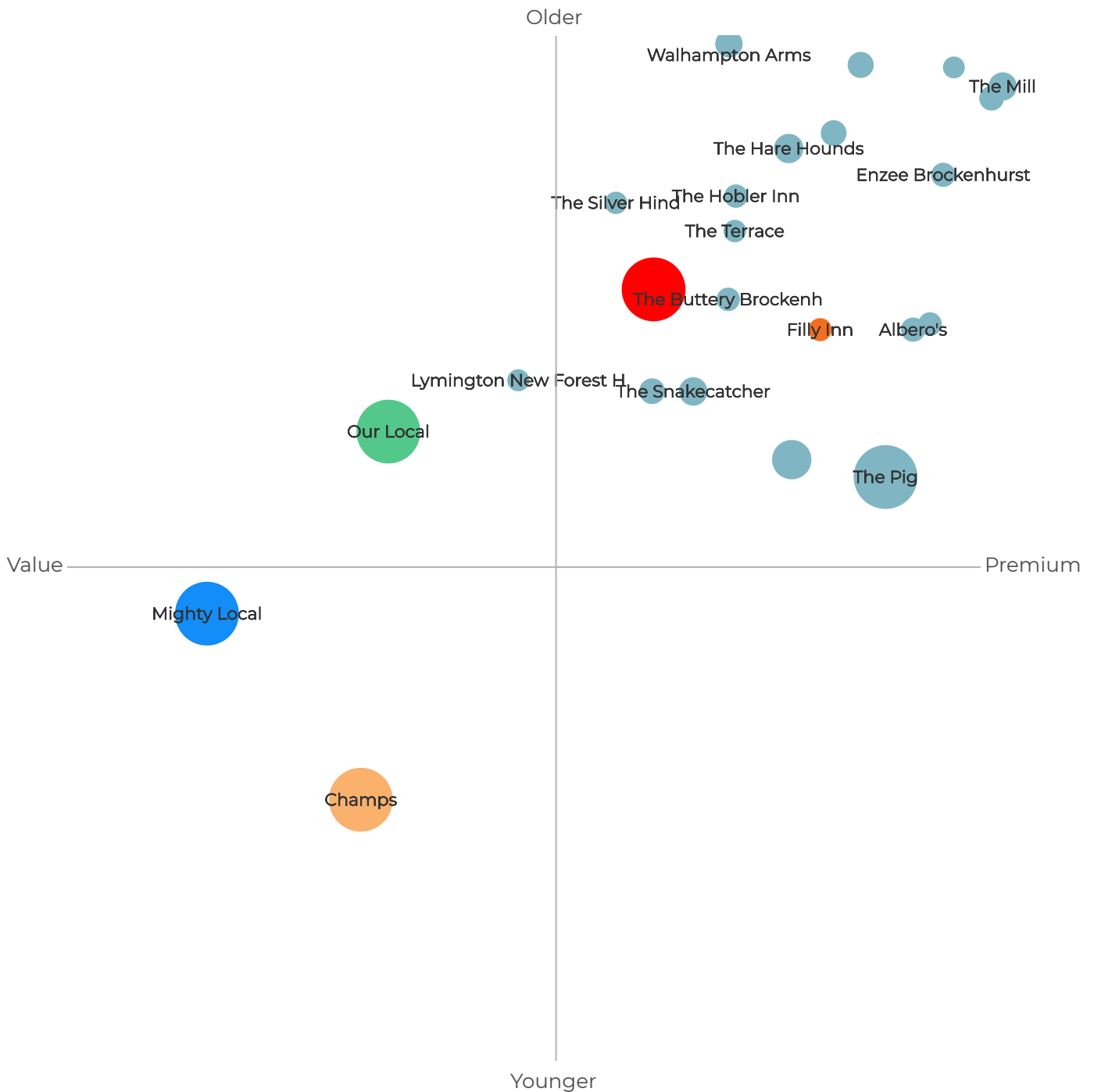
— Catchment % of Local Spend - Venues Within 3 Miles —





Share of Local Spend By Demographics

— Pubs & Bars Spend by Guest Profile Affluence Vs. Age —
Venues Within 3 Miles



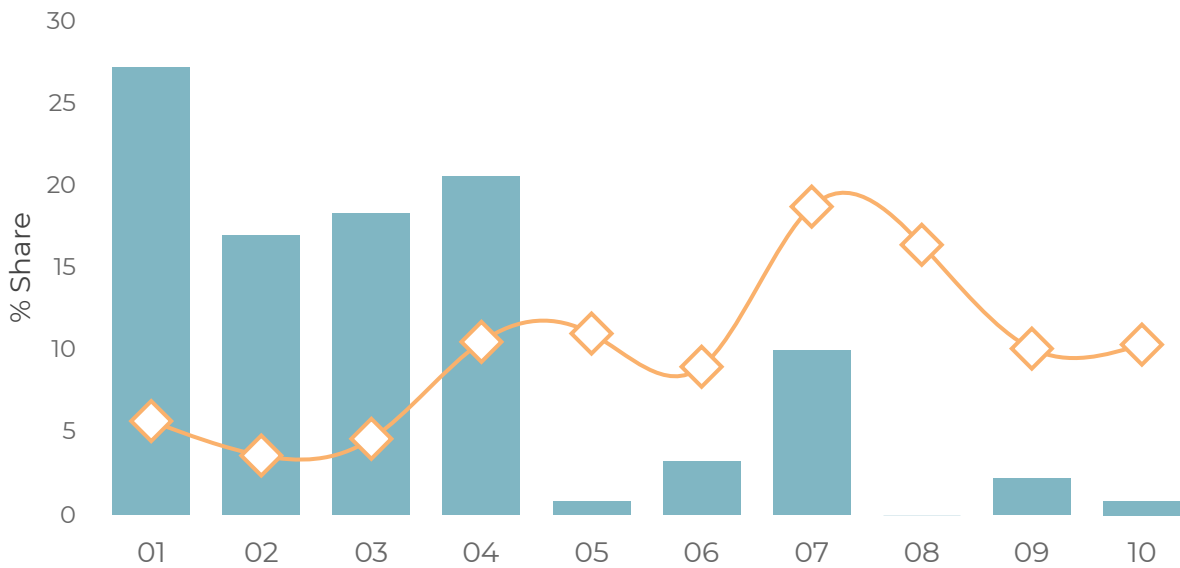


Concept Fit

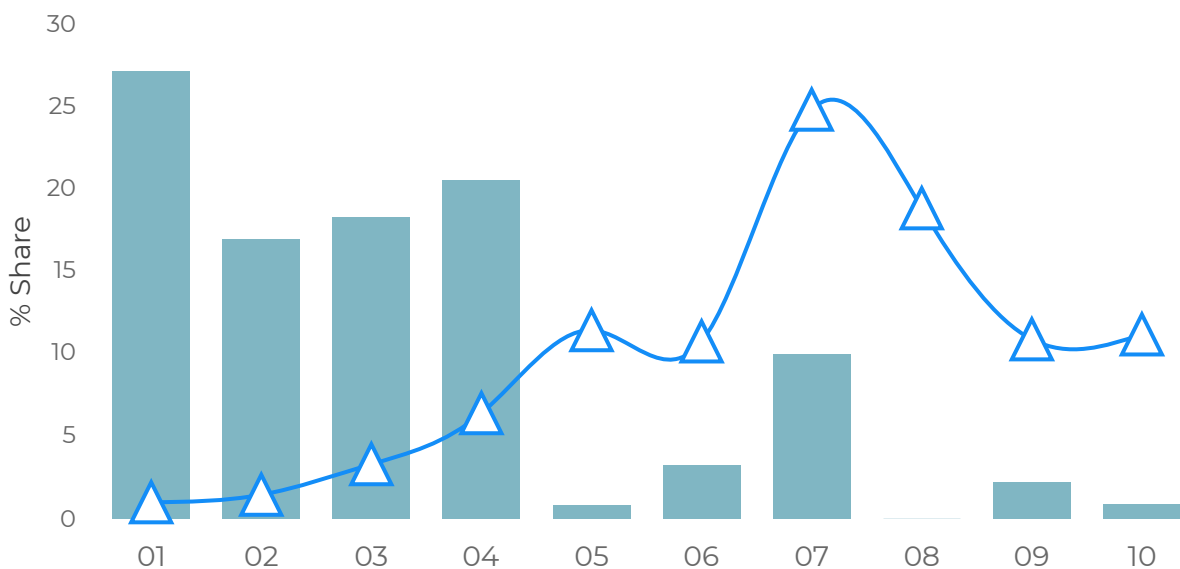
Filly Inn



Champs



Mighty Local



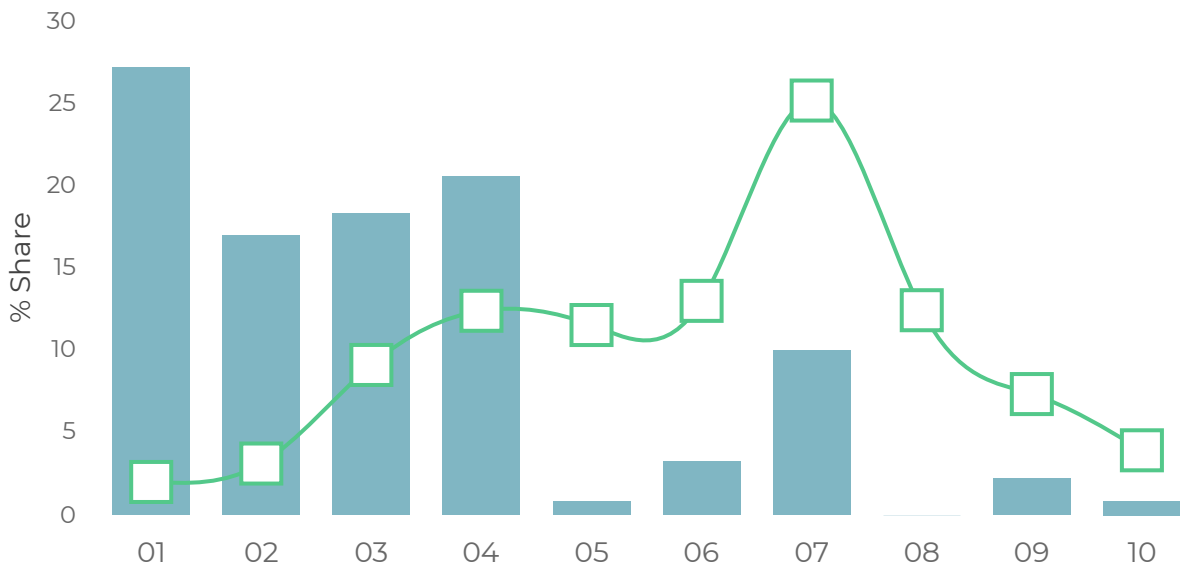


Concept Fit

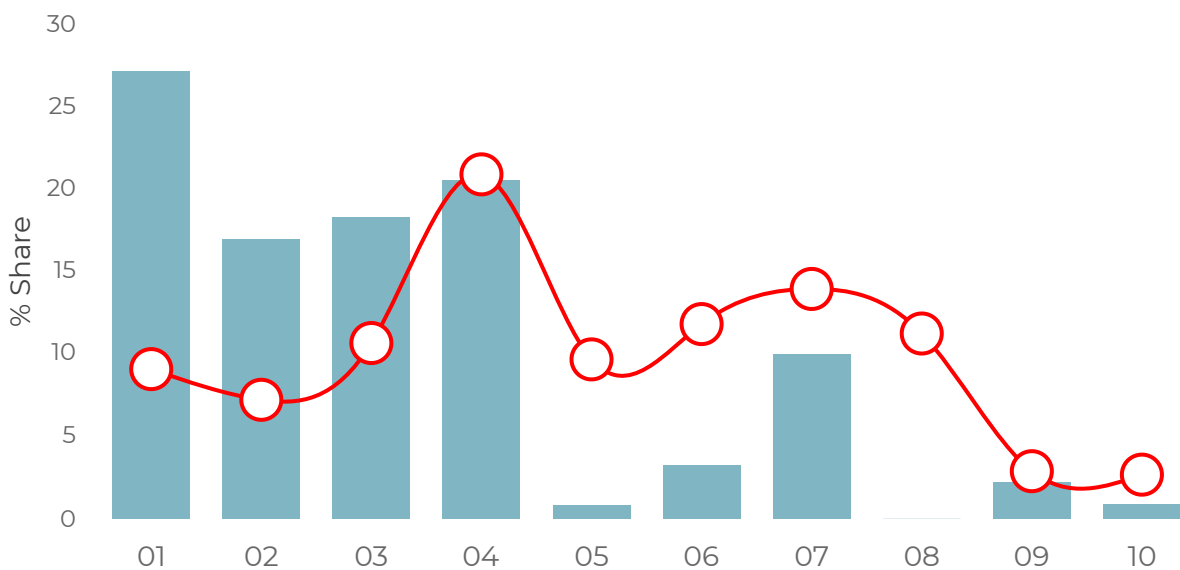
Filly Inn



Our Local



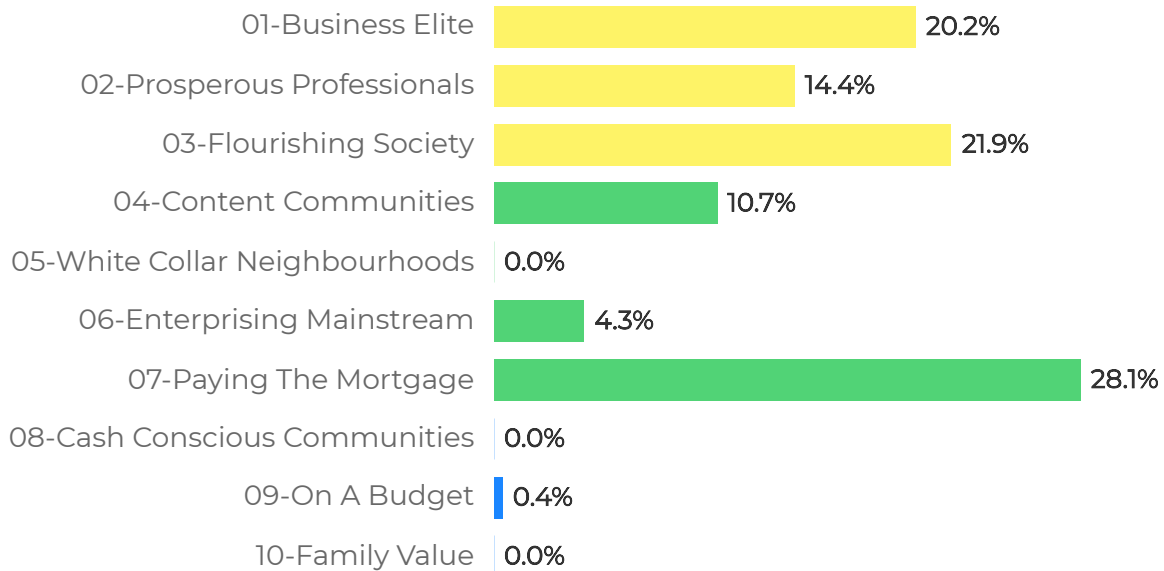
Our Local+



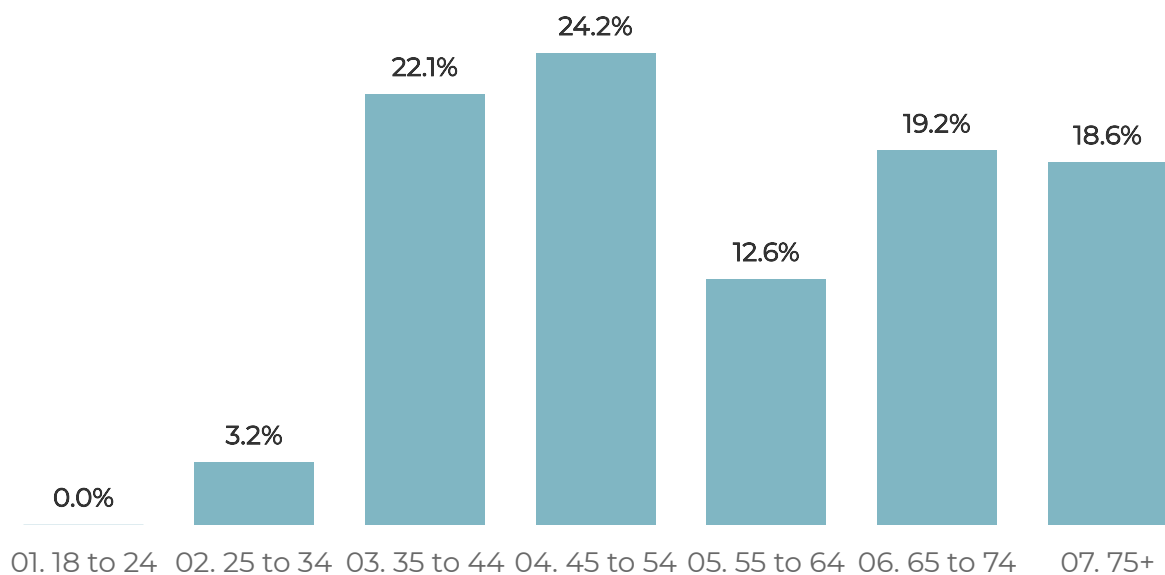


Site Guest Demographics

Share of Guest Spend Within Site



Share of Guest Spend Within Site by Age





Trading Profile Vs. Local Spend

— Guest & Trading Profile Vs. Local Market Within 3 Miles —
Above Line = Relative Strength





Appendix

Cameo Table

| Cameo Group | UK Households | Social Class | Lifestage | Income | Housing Type |
|-------------------------------|---------------|--------------|-------------|--------|------------------|
| 1. Business Elite | 6.2% | AB | Younger | V.High | Flats / Detached |
| 2. Prosperous Professionals | 4.9% | AB | Older | High | Detached |
| 3. Flourishing Society | 9.7% | AB | Older | High | Detached |
| 4. Content Communities | 11.0% | C1 | Older | High | Detached |
| 5 White Collar Neighbourhoods | 10.2% | C1 | Middle Aged | High | Flats |
| 6. Enterprising Mainstream | 8.7% | C2 | Middle Aged | Mid | Semi -detached |
| 7. Paying The Mortgage | 14.6% | C2 | Middle Aged | Mid | Semi -detached |
| 8. Cash Conscious Communities | 13.1% | DE | Middle Aged | Low | Flats / Terraced |
| 9. On A Budget | 11.9% | DE | Younger | Low | Flats / Terraced |
| 10. Family Value | 9.4% | DE | Middle Aged | V.Low | Terraced |

