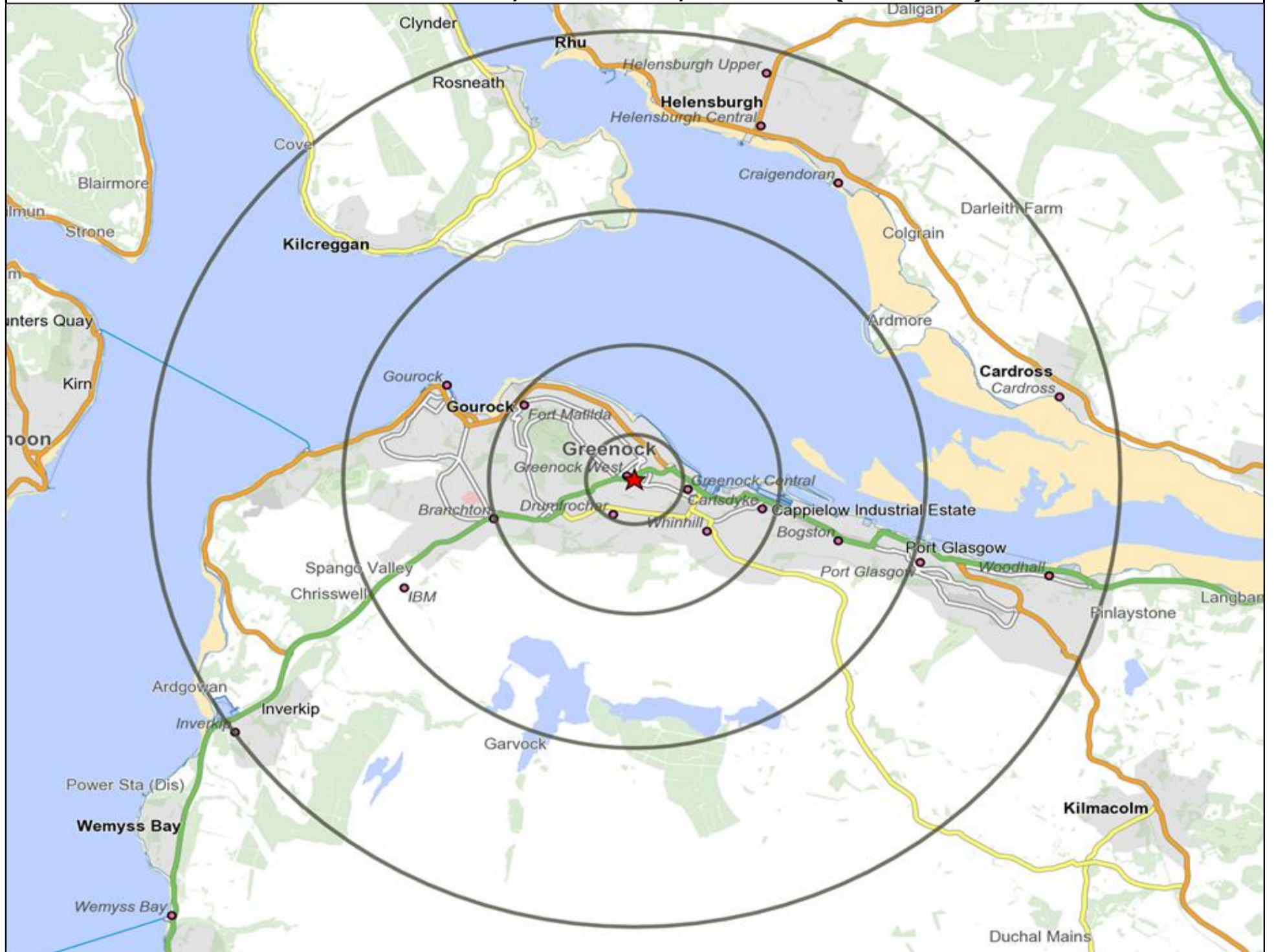




**Customer Profile Report for ARGYLL & SUTHERLAND, GREENOCK (Punch Outlet Number: 202281)
1 BRUCE STREET, GREENOCK, PA15 4LL (PA15 4LL)**



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

Age Data Table

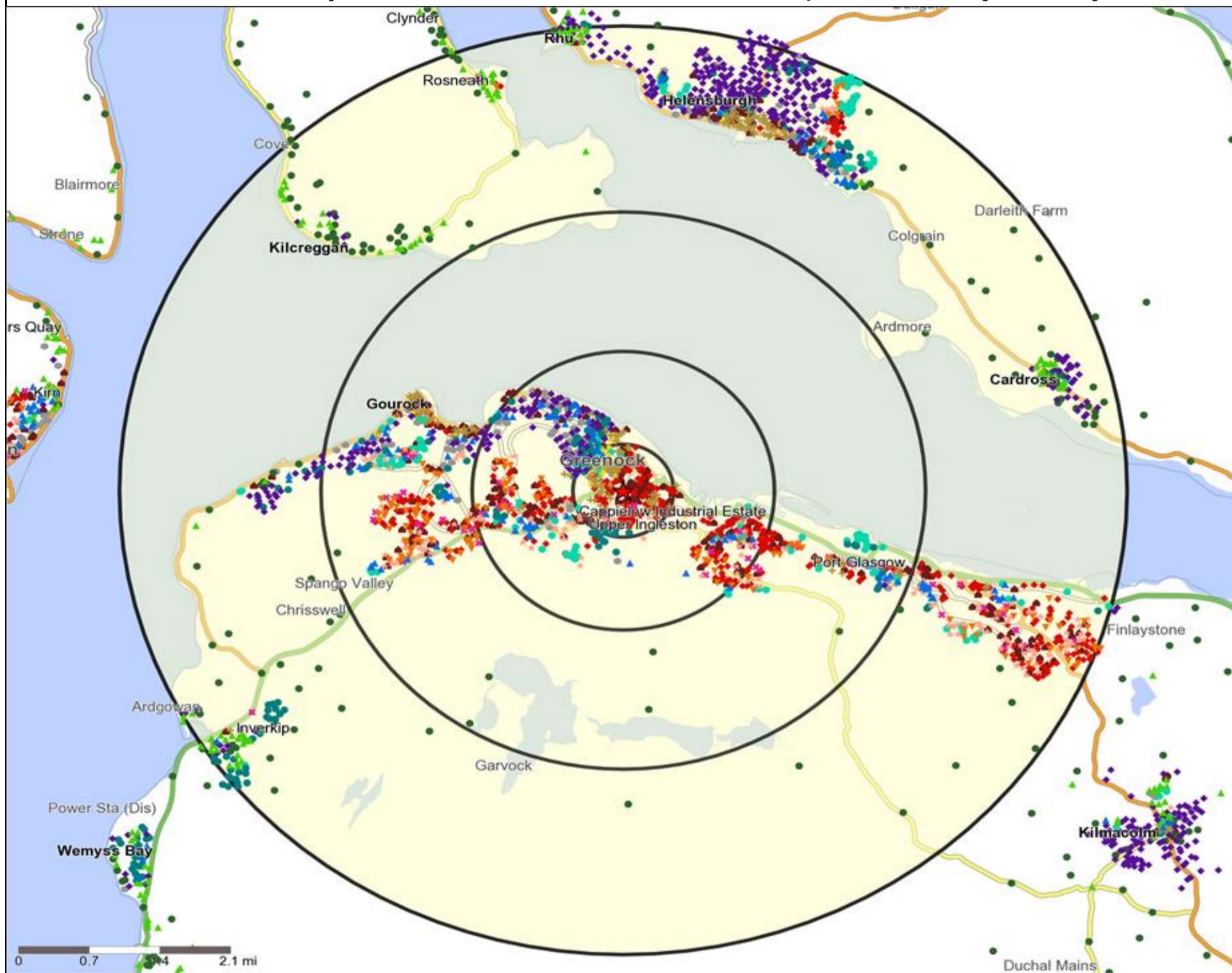
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,537	4,574	8,619	14,966	12,196	70	77	84	87	87
16-17	182	626	1,156	2,066	1,690	67	85	91	97	97
18-24	1,066	2,885	4,933	7,932	6,537	101	101	100	96	96
25-34	1,700	3,904	6,714	10,554	8,851	106	90	90	84	86
35-44	1,261	3,398	6,091	10,278	8,459	85	85	88	89	89
45-54	1,829	5,047	8,736	14,584	12,115	110	113	113	112	114
55-64	1,454	4,092	7,061	12,355	10,141	110	114	115	119	120
65+	2,677	7,109	11,198	18,700	14,894	127	125	114	114	110
Population estimate 2015	11,706	31,635	54,508	91,435	74,883	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	11,806	32,015	54,562	91,681	75,033	98%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	25	64	121	221	156	0%	0%	0%	0%	0%
Asian / Asian British	133	314	477	825	651	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	27	53	87	170	120	0%	0%	0%	0%	0%
Other Ethnic Group	8	17	28	73	52	0%	0%	0%	0%	0%
All People (Ethnic Group)	11,999	32,463	55,275	92,970	76,012	100	100	100	100	100



Mosaic UK Map and Data: ARGYLL & SUTHERLAND, GREENOCK (202289)



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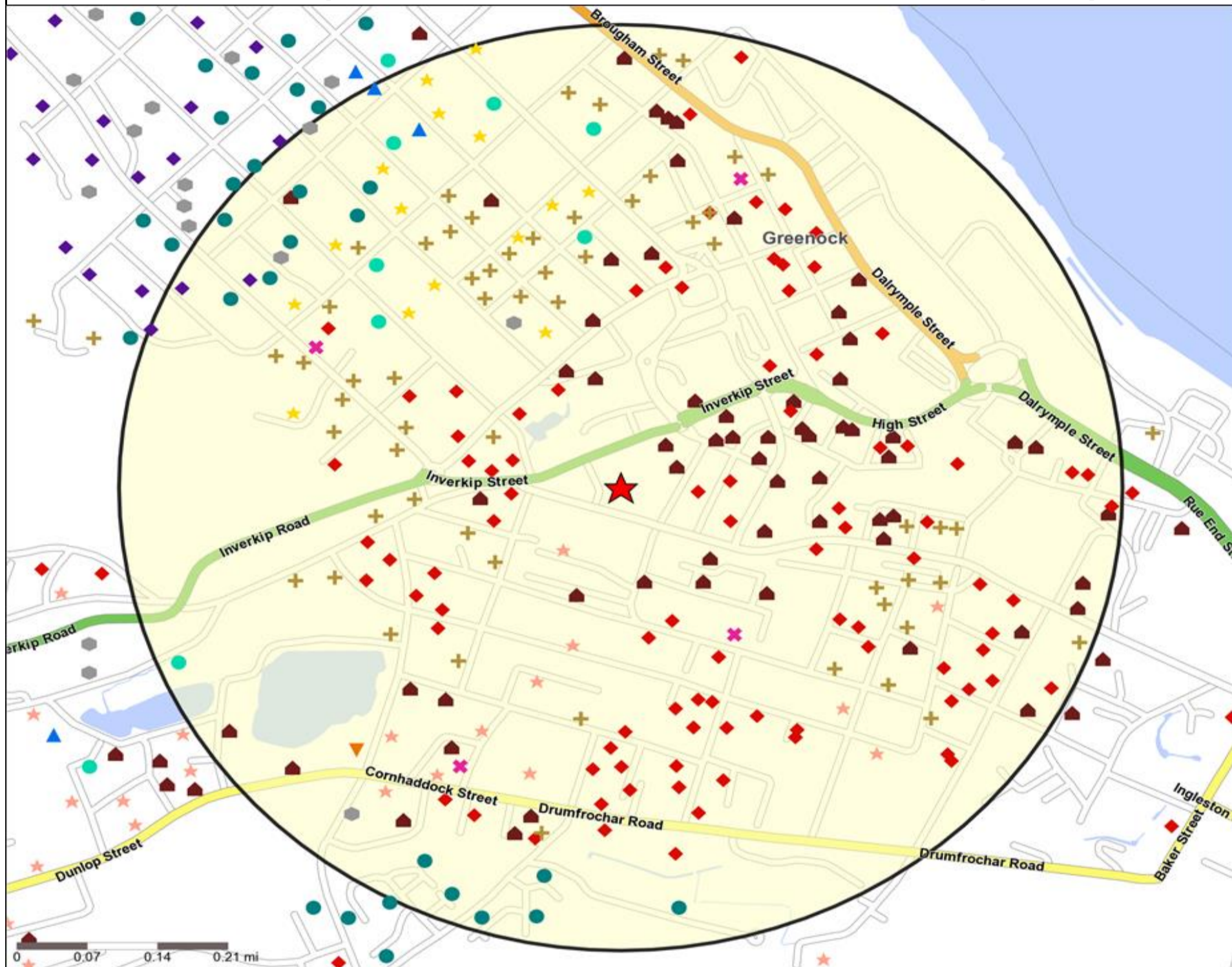
- Location
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- Rivers, Canals and Lakes
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- C 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	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	58	1,717	2,709	8,519	3,890	8	90	84	158	88
C Country Living (18+)	0	17	25	1,753	893	0	1	1	34	21
D Rural Reality (18+)	0	1	1	2,419	1,262	0	0	0	47	30
E Senior Security (18+)	129	1,223	1,869	2,801	1,920	16	58	52	47	39
F Suburban Stability (18+)	50	1,132	2,257	3,167	2,693	8	71	83	70	73
G Domestic Success (18+)	527	1,942	2,869	5,383	5,470	63	89	77	87	107
H Aspiring Homemakers (18+)	185	1,385	3,445	5,371	4,110	20	58	85	80	75
I Family Basics (18+)	4	1,020	3,208	4,498	4,231	1	54	100	84	97
J Transient Renters (18+)	132	528	1,144	1,500	1,479	23	35	45	35	42
K Municipal Challenge (18+)	3,568	6,763	10,036	14,149	13,287	609	442	385	325	373
L Vintage Value (18+)	1,928	4,682	7,170	10,174	9,054	307	285	257	218	237
M Modest Traditions (18+)	396	1,851	3,825	6,745	6,291	84	149	182	192	218
N Urban Cohesion (18+)	486	590	773	870	773	93	43	33	22	24
O Rental Hubs (18+)	2,501	3,216	5,000	6,643	5,232	326	160	146	117	112
Adults 18+ estimate 2015	9,964	26,067	44,331	73,992	60,585	100	100	100	100	100



Mosaic UK Map and Data: ARGYLL & SUTHERLAND, GREENOCK (202289)



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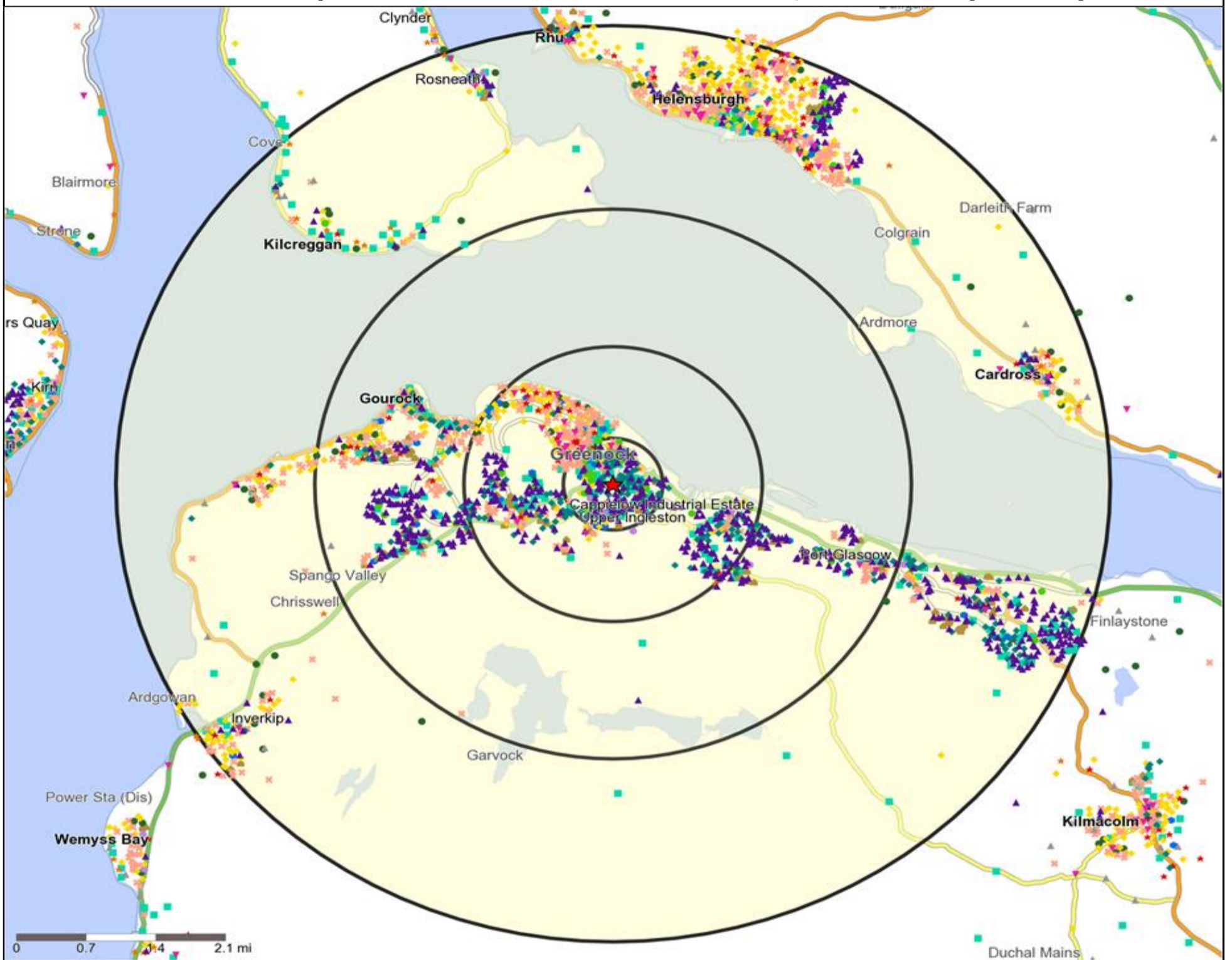
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	58	8
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	129	16
F Suburban Stability (18+)	50	8
G Domestic Success (18+)	527	63
H Aspiring Homemakers (18+)	185	20
I Family Basics (18+)	4	1
J Transient Renters (18+)	132	23
K Municipal Challenge (18+)	3,568	609
L Vintage Value (18+)	1,928	307
M Modest Traditions (18+)	396	84
N Urban Cohesion (18+)	486	93
O Rental Hubs (18+)	2,501	326
Adults 18+ estimate 2015	9,964	100



Occasions Map and Data: ARGYLL & SUTHERLAND, GREENOCK (202289)



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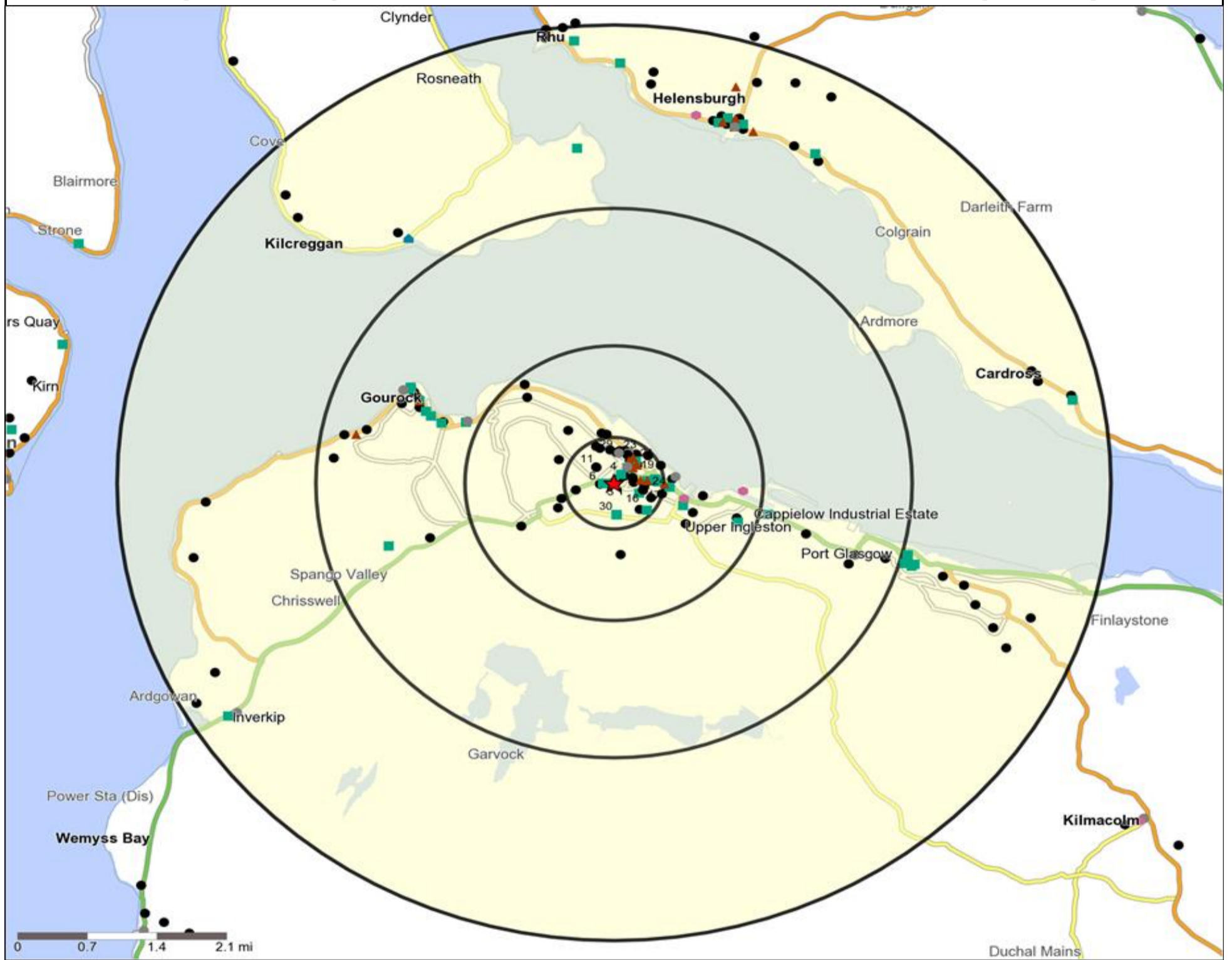
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 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	1,296	2,688	4,332	6,735	5,860	188	142	130	121	128
02 Early Doors	1,174	2,612	4,265	6,671	5,786	204	164	153	143	150
03 Everyday is Friday	513	1,398	2,491	4,105	3,455	104	103	105	103	105
04 Weekend Millionaires	1,141	2,901	5,252	7,975	6,953	161	148	153	139	147
05 Out On The Town	692	1,963	3,512	5,494	4,675	101	104	106	99	103
06 Business and Pleasure	175	477	845	1,498	1,189	50	49	49	52	51
07 Sporting Pints	596	1,493	2,663	4,024	3,460	79	72	73	66	69
08 Student Social	106	465	813	1,787	1,267	33	53	53	69	60
09 Leisurely Lunch	564	1,804	3,123	5,499	4,387	84	98	96	101	98
10 Wining and Dining	388	1,561	2,870	5,446	3,996	51	74	78	88	78
11 Household Outing	465	1,550	3,018	4,893	4,254	77	93	103	100	105
12 Midweek Meal Deal	323	1,005	1,875	3,014	2,653	95	107	114	109	117
13 Date Night	313	1,141	1,995	4,238	2,874	58	76	76	97	80
14 Birthday Treat	306	1,199	2,078	3,951	3,102	57	80	79	90	86
15 Pre Show Meal	160	407	734	1,287	951	86	79	81	85	76
Number of Occasions	8,212	22,664	39,866	66,617	54,862	100	100	100	100	100



Competition Map and Data: ARGYLL & SUTHERLAND, GREENOCK (202289)



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

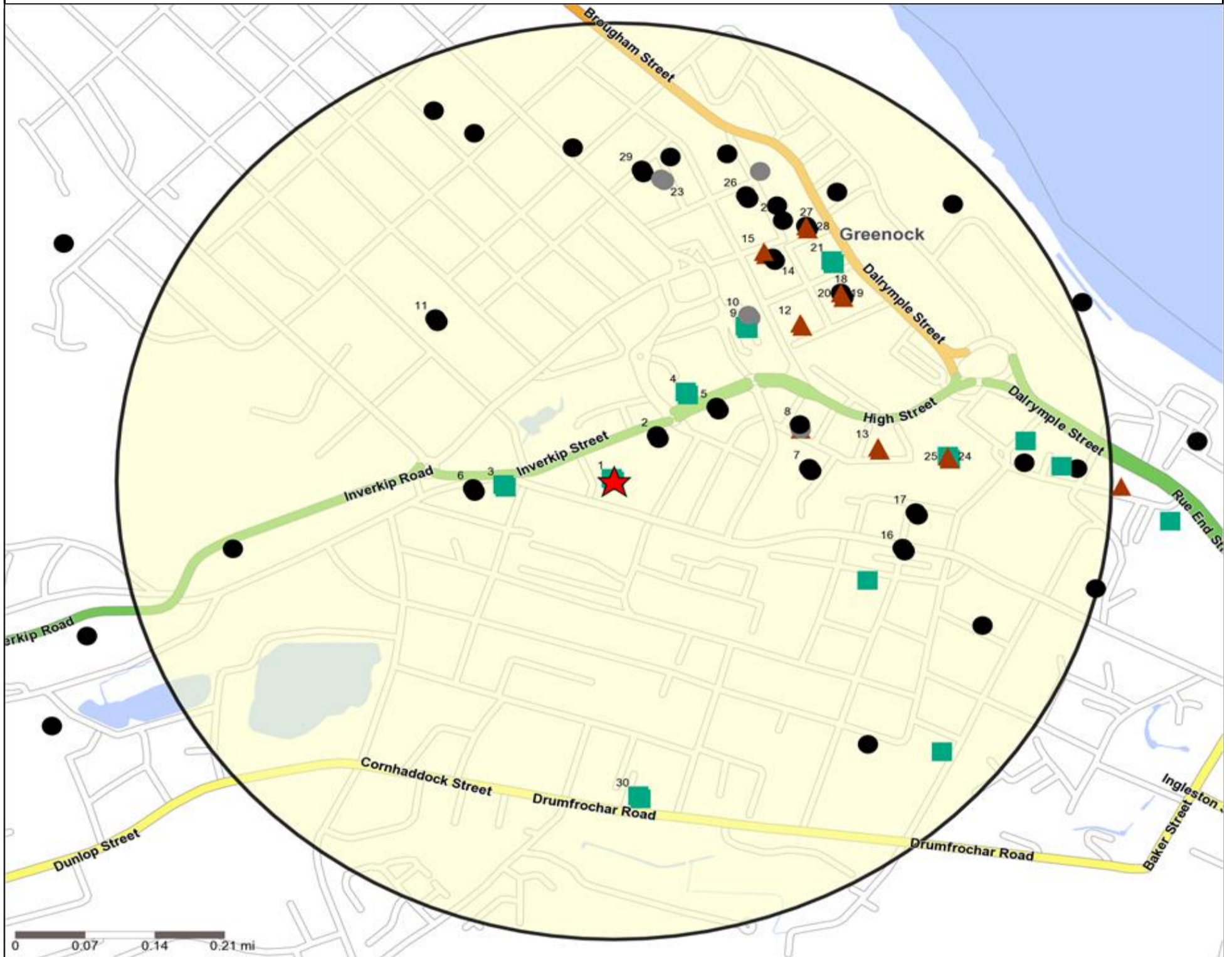
- ★ Location
- Branded Food
- ▲ Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	3	4	6	9
Circuit Bar	6	7	9	14
Community Local	10	13	22	37
Dry Led	0	0	0	2
Branded Food Pub	0	1	2	4
Rural	0	0	0	0
Other	31	48	65	96
Total	50	73	104	162



Competition Map and Data: ARGYLL & SUTHERLAND, GREENOCK (202289)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	3
Circuit Bar	6
Community Local	10
Dry Led	0
Branded Food Pub	0
Rural	0
Other	31
Total	50



Local Competition: ARGYLL & SUTHERLAND, GREENOCK (202289)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ARGYLL & SUTHERLAND, GREENOCK	1 BRUCE STREET, GREENOCK, PA15 4LL	Punch Taverns	PA15 4LL	Punch Taverns	0.00
1	Argyll & Sutherland Bar	1 Bruce Street, Greenock	Punch Pub Company	PA15 4LL	Community Local	0.00
2	Chaplins	30 Inverkip Street, Greenock	Independent Free	PA15 1TF	Other	0.07
3	Willow Bar	203 Roxburgh Street, Greenock	Independent Free	PA15 4DA	Community Local	0.11
4	Green Oak Bar	8 Inverkip Street, Greenock	Rosemount Taverns	PA15 1SZ	Community Local	0.12
5	Brodies	9 Inverkip Street, Greenock	Independent Free	PA15 1SX	Other	0.13
6	Albany	10 Orangefield Place, Greenock	Independent Free	PA15 1YX	Other	0.14
7	Cruden Hall	2 Ann Street, Greenock	Independent Free	PA15 4RQ	Other	0.20
8	Greenock Dockworkers Club	5-7 Tobago Street, Greenock	Independent Free	PA15 1PB	Other	0.20
9	Horseshoe Bar	30 Kilblain Street, Greenock	Trust Inns	PA15 1SR	Community Local	0.22
10	Simons Bombay Garden	1 West Stewart Street, Greenock	Independent Free	PA15 1SN	Cafe / Wine Bar	0.23
11	James Watt College	Finnart Street, Greenock	Independent Free	PA16 8HF	Other	0.25
12	Westburn Bar	30 Westburn Street, Greenock	Independent Free	PA15 1RY	Circuit Bar	0.25
13	Oscars	29 King Street, Greenock	Independent Free	PA15 1NL	Circuit Bar	0.27
14	Morgans	47-49 West Blackhall Street, Greenock	Independent Free	PA15 1UT	Other	0.29
15	Hole In The Wall	1 Argyle Street, Greenock	Punch Pub Company	PA15 1XA	Circuit Bar	0.29
16	Greenock Morton Supporters Club	42a Regent Street, Greenock	Independent Free	PA15 4PL	Other	0.30
17	Inverclyde Naval Club	3 Mearns Street, Greenock	Independent Free	PA15 4PP	Other	0.31
18	Jade Palace Cantones	18 Westburn Street, Greenock	Independent Free	PA15 1JR	Other	0.31
19	Tokyo Joe	20 Westburn Street, Greenock	Independent Free	PA15 1JR	Circuit Bar	0.31
20	Regent Club	12 Westburn Street, Greenock	Independent Free	PA15 1JR	Other	0.31
21	Slanj	23 Nicolson Street, Greenock	Hawthorn Leisure	PA15 1JU	Community Local	0.33
22	Larlecchino	68 West Blackhall Street, Greenock	Independent Free	PA15 1XG	Other	0.33
23	Wee Treat	1a Jamaica Lane, Greenock	Independent Free	PA15 1XY	Cafe / Wine Bar	0.33
24	Tribeca	2 Clyde Square, Greenock	Independent Free	PA15 1NB	Circuit Bar	0.34
25	Steamie	Clyde Square, Greenock	Independent Free	PA15 1NB	Community Local	0.34
26	Indian Masala	75 West Blackhall Street, Greenock	Independent Free	PA15 1XP	Other	0.34
27	Celtic Football Club Supporters Club	14 Laird Street, Greenock	Independent Free	PA15 1LB	Other	0.34
28	Black Cat Bar	7 Laird Street, Greenock	Rosemount Taverns	PA15 1LB	Circuit Bar	0.34
29	175 Masonic Club	10a Kelly Street, Greenock	Independent Free	PA16 8NF	Other	0.34
30	Broomhill Bar	114 Drumfrochar Road, Greenock	Independent Free	PA15 4HD	Community Local	0.34