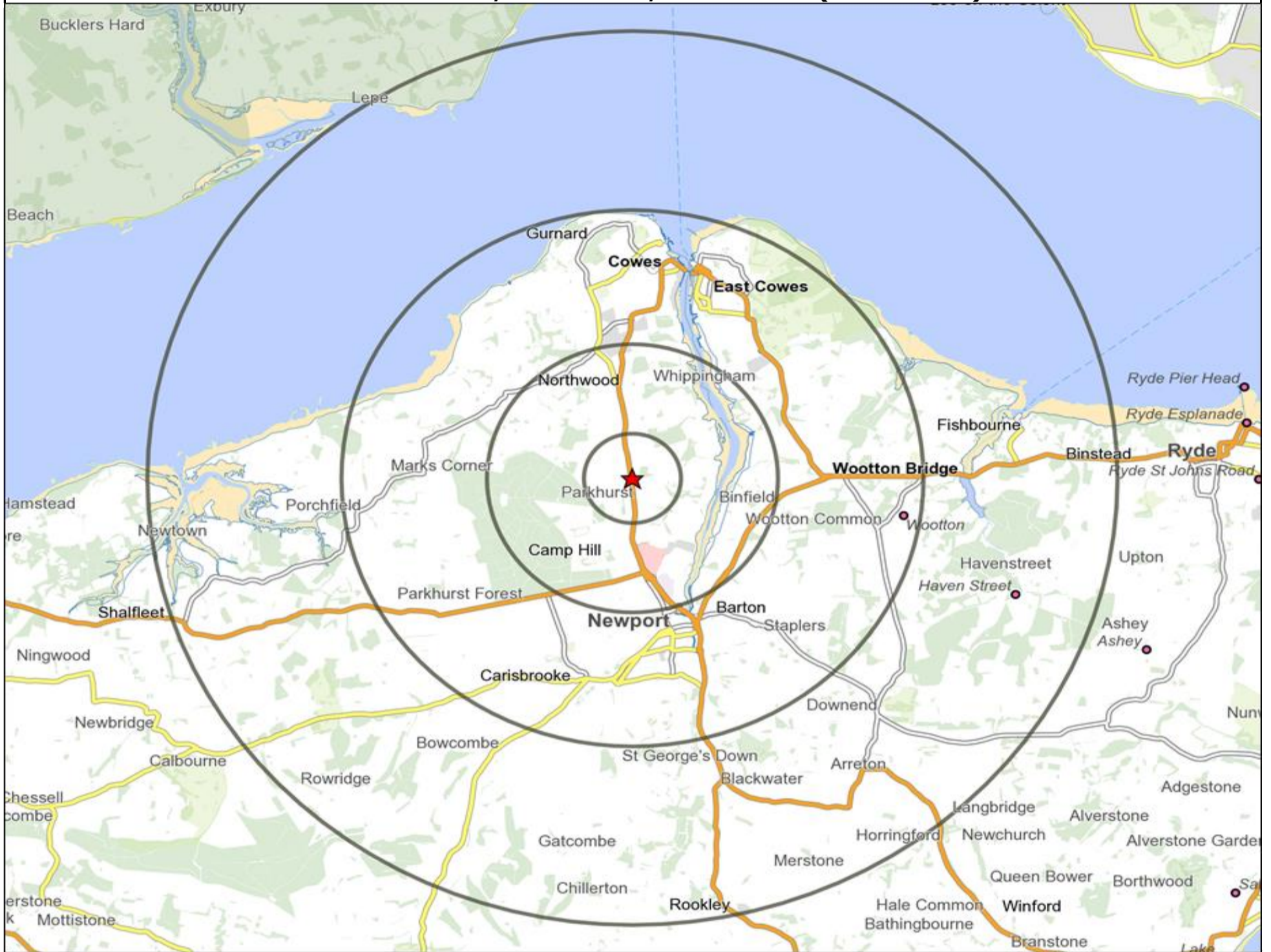




**Customer Profile Report for STAG, NEWPORT IOW (Punch Outlet Number: 300225)  
2 COWES ROAD, NEWPORT, PO30 5TW (PO30 5TW)**



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

**Age Data Table**

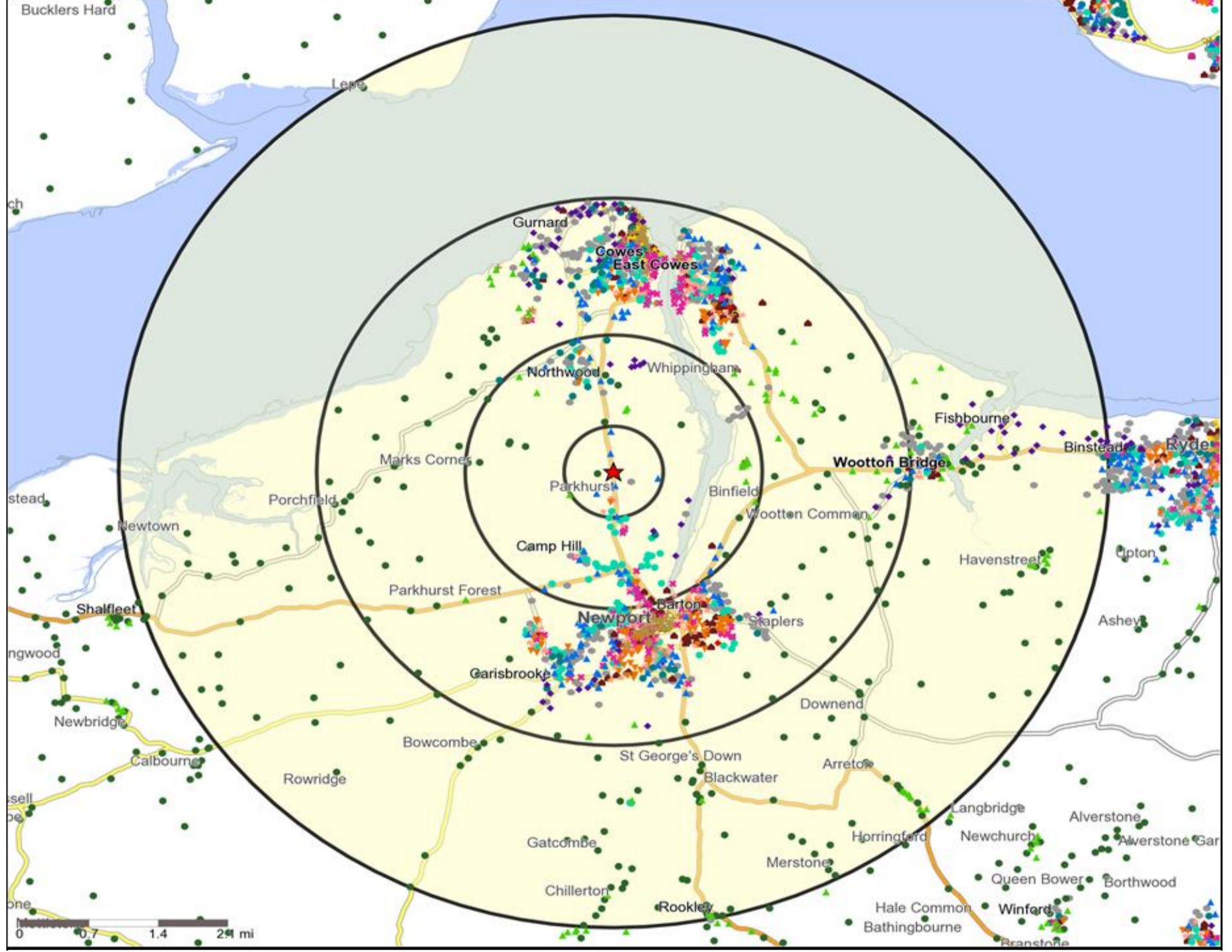
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	136	1,311	9,191	9,943	10,146	98	88	97	94	94
16-17	25	220	1,292	1,405	1,419	146	120	110	108	106
18-24	70	628	4,026	4,333	4,373	105	88	88	85	84
25-34	72	853	6,175	6,553	6,616	72	79	90	85	84
35-44	92	1,012	5,797	6,280	6,438	99	101	91	88	88
45-54	108	1,291	7,189	8,087	8,346	103	115	101	102	102
55-64	80	963	5,789	6,705	6,977	96	108	102	106	107
65+	153	1,623	10,891	12,827	13,131	115	114	120	127	127
<b>Population estimate 2015</b>	<b>736</b>	<b>7,901</b>	<b>50,350</b>	<b>56,133</b>	<b>57,446</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**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	1,145	8,003	47,849	53,448	54,817	90%	94%	97%	97%	97%
Mixed / Multiple Ethnic Groups	26	135	589	635	649	2%	2%	1%	1%	1%
Asian / Asian British	27	173	695	752	753	2%	2%	1%	1%	1%
Black / African / Caribbean / Black British	53	150	192	211	208	4%	2%	0%	0%	0%
Other Ethnic Group	23	63	146	158	159	2%	1%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>1,274</b>	<b>8,524</b>	<b>49,471</b>	<b>55,204</b>	<b>56,586</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



Mosaic UK Map and Data: STAG, NEWPORT IOW (300225)



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★ Location     
 ○ 0.5, 1.5, 3 & 5 Mile Distance     
 ~ Rivers, Canals and Lakes

**Mosaic UK Groups**  
■ A City Prosperity   
 ◆ B Prestige Positions   
 ● C Country Living

▲ D Rural Reality   
 ● E Senior Security   
 ▲ F Suburban Stability   
 ● G Domestic Success

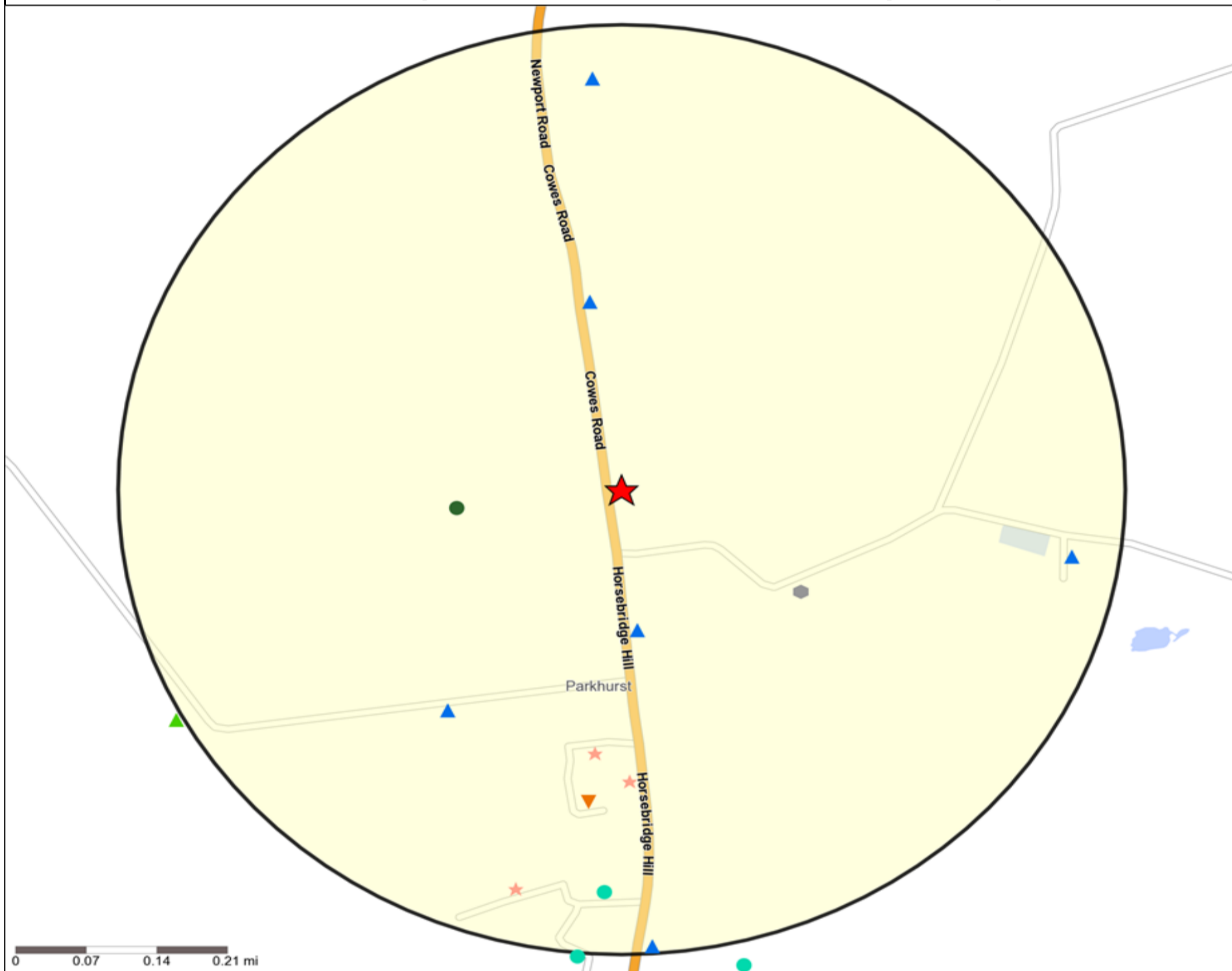
● H Aspiring Homemakers   
 ▼ I Family Basics   
 ● J Transient Renters   
 ◆ K Municipal Challenge

▲ 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+)	1	145	1,144	1,569	1,311	2	38	41	49	40
C Country Living (18+)	9	191	1,198	3,097	4,137	22	52	45	102	133
D Rural Reality (18+)	7	180	1,070	1,745	2,407	18	49	40	58	78
E Senior Security (18+)	11	1,005	6,241	7,127	6,871	23	234	198	201	189
F Suburban Stability (18+)	272	823	3,929	4,071	4,015	773	255	166	153	147
G Domestic Success (18+)	1	599	2,668	2,798	2,774	2	135	82	76	74
H Aspiring Homemakers (18+)	30	965	4,985	5,152	5,143	57	201	141	130	126
I Family Basics (18+)	48	245	2,962	2,962	2,962	115	64	106	94	92
J Transient Renters (18+)	3	462	5,161	5,189	5,188	9	152	231	206	201
K Municipal Challenge (18+)	0	0	232	232	232	0	0	10	9	9
L Vintage Value (18+)	0	194	3,289	3,499	3,559	0	58	135	128	126
M Modest Traditions (18+)	194	441	3,738	3,979	3,979	708	176	203	192	187
N Urban Cohesion (18+)	0	0	376	376	376	0	0	19	16	16
O Rental Hubs (18+)	0	33	1,740	1,782	1,760	0	8	58	53	51
<b>Adults 18+ estimate 2015</b>	<b>576</b>	<b>5,283</b>	<b>38,733</b>	<b>43,578</b>	<b>44,714</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



Mosaic UK Map and Data: STAG, NEWPORT IOW (300225)



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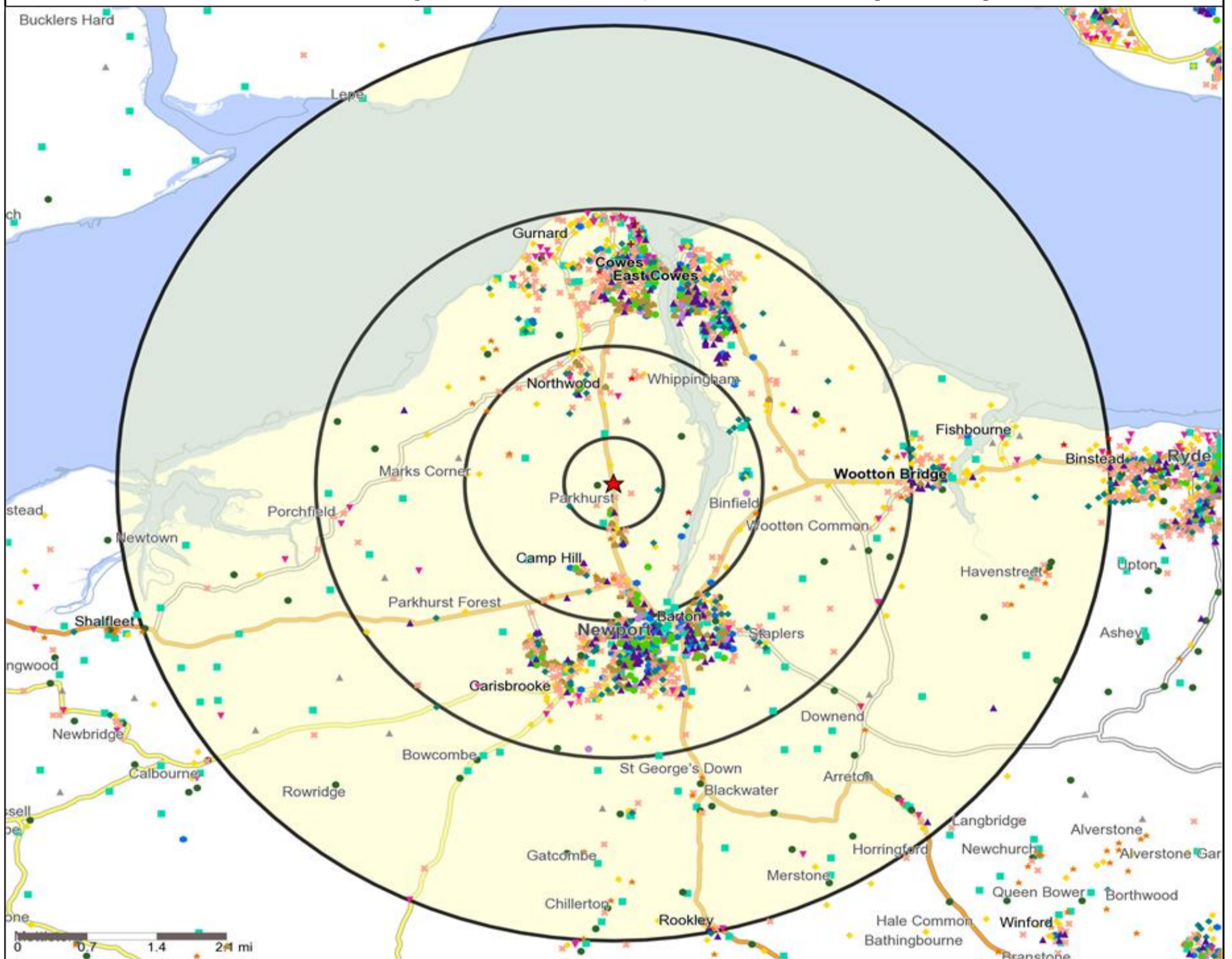
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | 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+)	1	2
C Country Living (18+)	9	22
D Rural Reality (18+)	7	18
E Senior Security (18+)	11	23
F Suburban Stability (18+)	272	773
G Domestic Success (18+)	1	2
H Aspiring Homemakers (18+)	30	57
I Family Basics (18+)	48	115
J Transient Renters (18+)	3	9
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	194	708
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>576</b>	<b>100</b>



### Occasions Map and Data: STAG, NEWPORT IOW (300225)



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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	47	351	3,014	3,397	3,516	101	87	99	102	103
02 Early Doors	47	411	3,129	3,486	3,573	121	122	123	125	125
03 Everyday is Friday	46	335	2,524	2,718	2,751	139	116	116	114	113
04 Weekend Millionaires	48	391	3,278	3,447	3,494	101	94	105	100	100
05 Out On The Town	39	396	3,096	3,265	3,276	85	99	103	99	97
06 Business and Pleasure	13	124	989	1,112	1,142	55	60	64	65	66
07 Sporting Pints	34	295	2,550	2,647	2,662	67	67	77	73	72
08 Student Social	24	183	1,069	1,234	1,307	112	98	76	80	83
09 Leisurely Lunch	41	385	2,952	3,345	3,442	91	98	100	103	104
10 Wining and Dining	55	506	3,301	3,716	3,775	107	113	98	100	100
11 Household Outing	51	436	3,299	3,469	3,474	125	123	124	118	116
12 Midweek Meal Deal	23	233	1,568	1,768	1,858	101	117	105	107	111
13 Date Night	36	360	2,514	2,923	2,988	99	113	105	111	112
14 Birthday Treat	38	306	2,186	2,442	2,474	104	96	92	93	92
15 Pre Show Meal	11	109	785	861	877	88	100	96	95	95
<b>Number of Occasions</b>	<b>553</b>	<b>4,821</b>	<b>36,254</b>	<b>39,830</b>	<b>40,609</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



## Competition Map and Data: STAG, NEWPORT IOW (300225)



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

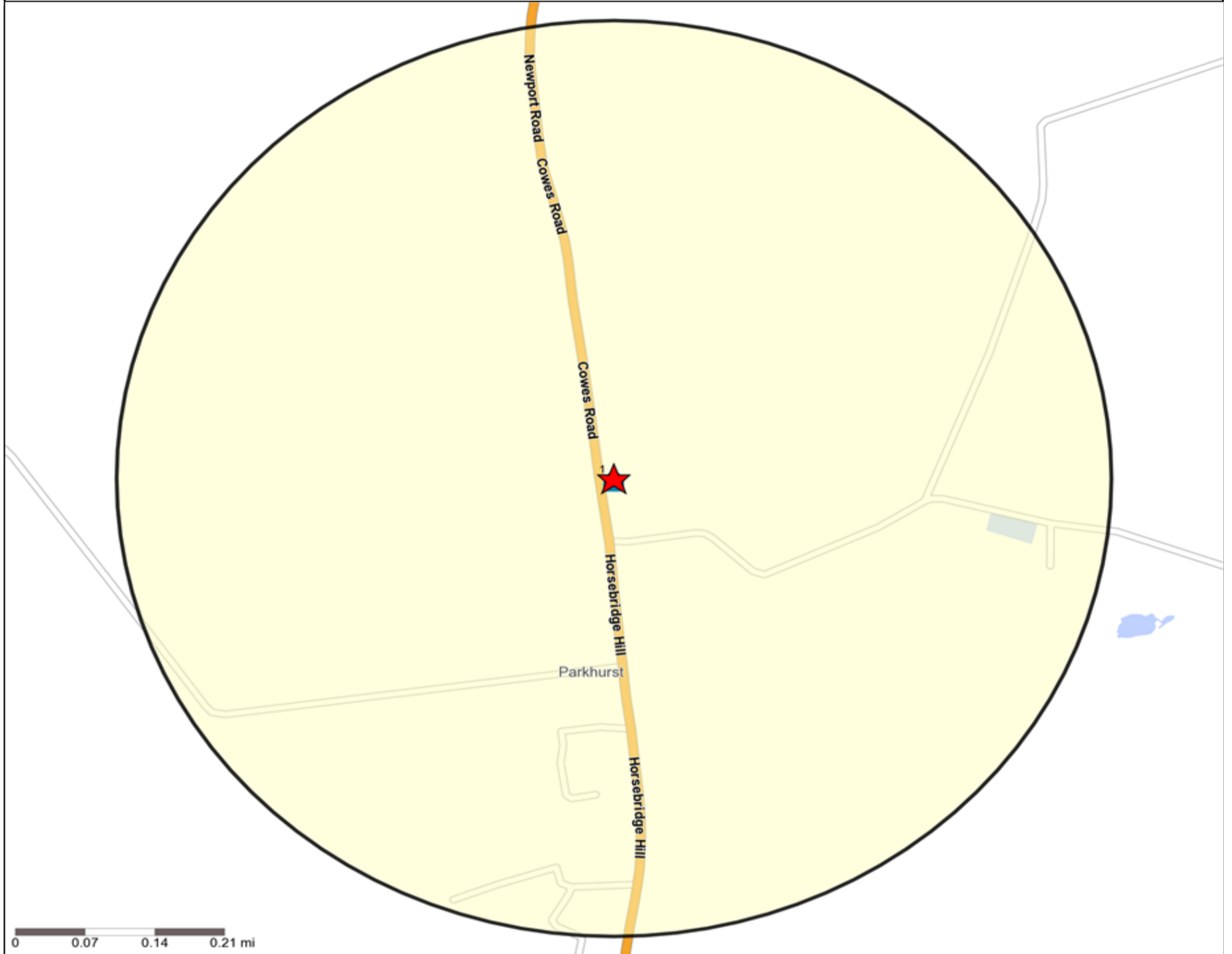


### Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	7	7
Circuit Bar	0	0	15	15
Community Local	0	2	20	21
Dry Led	1	1	7	10
Branded Food Pub	0	2	3	5
Rural	0	0	1	1
Other	0	5	81	91
<b>Total</b>	<b>1</b>	<b>11</b>	<b>134</b>	<b>150</b>



### Competition Map and Data: STAG, NEWPORT IOW (300225)



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
-  Café / Wine Bar
-  Other
-  Rivers, Canals and Lakes
-  Circuit Bar
-  Rural Character
-  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
<b>Total</b>	<b>1</b>



## Local Competition: STAG, NEWPORT IOW (300225)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	STAG, NEWPORT IOW	2 COWES ROAD, NEWPORT, PO30 5TW	Punch Taverns	PO30 5TW	Punch Taverns	0.00
1	<a href="#">Old Stag Inn</a>	2 Cowes Road, Parkhurst, Newport	<a href="#">Punch Pub Company</a>	PO30 5TW	Dry Led	0.00
2	<a href="#">Horseshoe</a>	353 Newport Road, Northwood, Cowes	<a href="#">Independent Free</a>	PO31 8PL	Community Local	1.00
3	<a href="#">Camphill Club</a>	Quarry View, Camp Hill, Newport	<a href="#">Independent Free</a>	PO30 5ZA	Other	1.05
4	<a href="#">Breeze Restaurant &amp; Bar</a>	Mill Lane, Binfield, Newport	<a href="#">Independent Free</a>	PO30 2LA	Cafe / Wine Bar	1.22
5	<a href="#">Folly Inn</a>	Folly Lane, East Cowes	<a href="#">Greene King</a>	PO32 6NB	Branded Food	1.23
6	<a href="#">Mojacs</a>	10 Westway, Cowes	<a href="#">Independent Free</a>	PO31 8QP	Other	1.29
7	<a href="#">Isle Of Wight College</a>	Dodnor Lane, Newport	<a href="#">Independent Free</a>	PO30 5TA	Other	1.30
8	<a href="#">Medina Quay</a>	Fairlee Road, Newport	<a href="#">Whitbread</a>	PO30 2DN	Branded Food	1.35
9	<a href="#">Mountbatten Centre Bar</a>	Fairlee Road, Newport	<a href="#">Independent Free</a>	PO30 2EW	Other	1.39
10	<a href="#">Travellers Joy</a>	85 Pallance Road, Northwood, Cowes	<a href="#">Independent Free</a>	PO31 8LS	Community Local	1.40
11	<a href="#">Medina Theatre</a>	Fairlee Road, Newport	<a href="#">Independent Free</a>	PO30 2EL	Other	1.47
12	<a href="#">Bargemans Rest</a>	Little London, Newport	<a href="#">Independent Free</a>	PO30 5BS	Community Local	1.54
13	<a href="#">Railway Medina Tavern</a>	1 Sea Street, Newport	<a href="#">Punch Pub Company</a>	PO30 5BU	Community Local	1.61
14	<a href="#">Quay Arts Centre</a>	15 Sea Street, Newport	<a href="#">Independent Free</a>	PO30 5BD	Other	1.63
15	<a href="#">Worlds End Cafe Bar</a>	11 Holyrood Street, Newport	<a href="#">Independent Free</a>	PO30 5AU	Cafe / Wine Bar	1.66
16	<a href="#">Smokehouse Burger Co</a>	7-8 Holyrood Street, Newport	<a href="#">Independent Free</a>	PO30 5AU	Other	1.66
17	<a href="#">Rocket Ronnies Pool Hall</a>	4 Chain Lane, Newport	<a href="#">Independent Free</a>	PO30 5QA	Other	1.67
18	<a href="#">Travelodge</a>	64 Lugley Street, Newport	<a href="#">Dubai International Capital</a>	PO30 5HD	Other	1.67
19	<a href="#">Burrs Restaurant</a>	Lugley Street, Newport	<a href="#">Independent Free</a>	PO30 5HD	Other	1.67
20	<a href="#">Newport Quay Hotel</a>	41 Quay Street, Newport	<a href="#">Independent Free</a>	PO30 5BA	Other	1.68
21	<a href="#">Calverts Hotel</a>	27 Quay Street, Newport	<a href="#">Independent Free</a>	PO30 5BA	Other	1.68
22	<a href="#">Mai Tai</a>	20 Holyrood Street, Newport	<a href="#">Independent Free</a>	PO30 5AZ	Other	1.69
23	<a href="#">Newport Ale House</a>	24A Holyrood Street, Newport	<a href="#">Independent Free</a>	PO30 5AZ	Circuit Bar	1.69
24	<a href="#">Princess Royal</a>	25 Cross Lane, Newport	<a href="#">Pubfolio Ltd</a>	PO30 2JL	Community Local	1.69
25	<a href="#">Newport Isle Of Wight Social Club</a>	13 St James Street, Newport	<a href="#">Independent Free</a>	PO30 5HB	Other	1.70
26	<a href="#">Man In The Moon</a>	16-17 St James Street, Newport	<a href="#">Wetherspoon</a>	PO30 5HB	Circuit Bar	1.70
27	<a href="#">Bar Bluu</a>	16 St James Street, Newport	<a href="#">Independent Free</a>	PO30 5HB	Circuit Bar	1.70
28	<a href="#">Hong Kong Express</a>	Holyrood Street, Newport	<a href="#">Independent Free</a>	PO30 5EP	Circuit Bar	1.71
29	<a href="#">Braunstone House &amp; Lugleys</a>	33 Lugley Street, Newport	<a href="#">Independent Free</a>	PO30 5ET	Other	1.71
30	<a href="#">Castle Inn</a>	91 High Street, Newport	<a href="#">Enterprise Inns</a>	PO30 1BQ	Circuit Bar	1.73