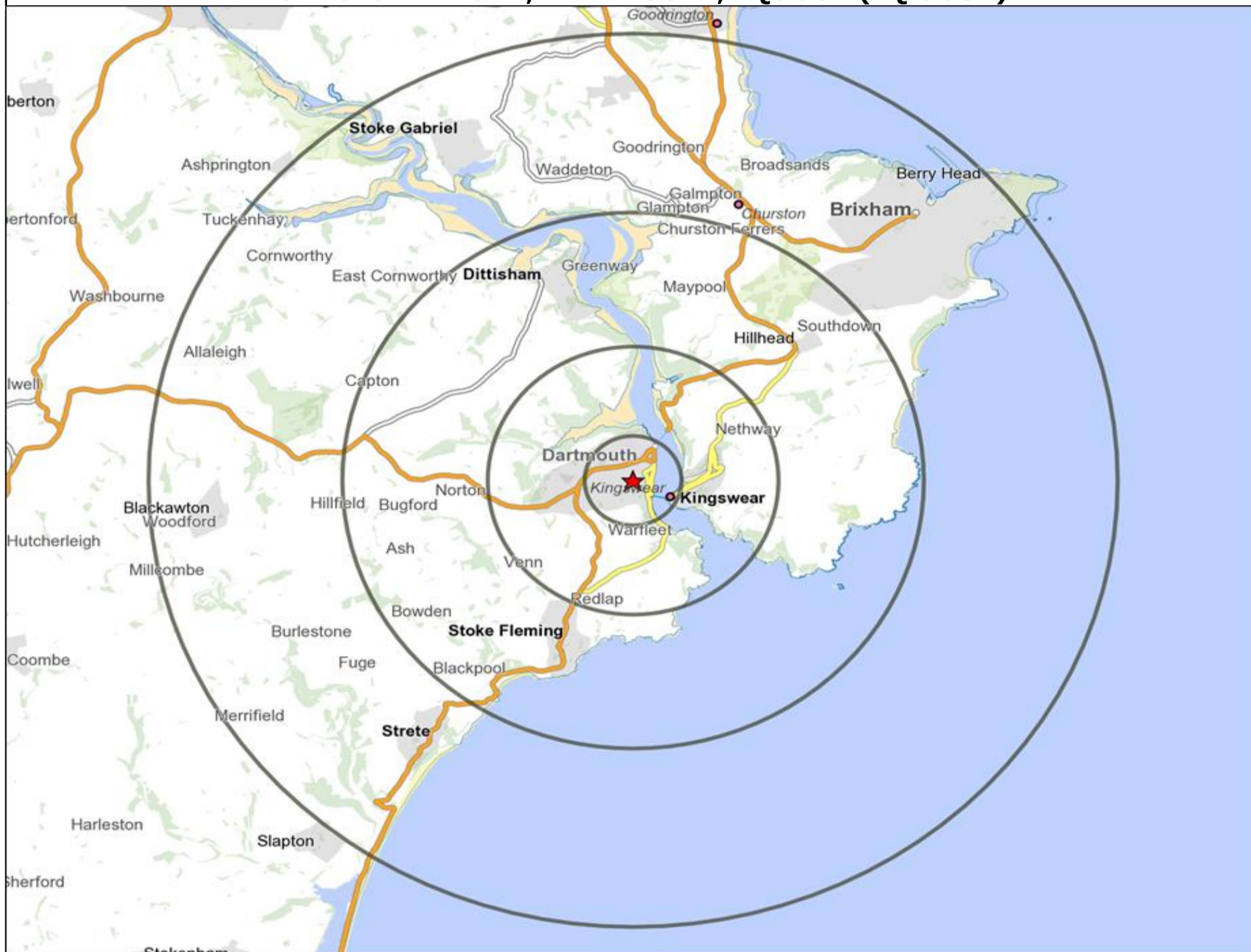




**Customer Profile Report for SEALE ARMS, DARTMOUTH (Punch Outlet Number: 300035)
10 VICTORIA ROAD, DARTMOUTH, TQ6 9SA (TQ 6 9SA)**



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

Age Data Table

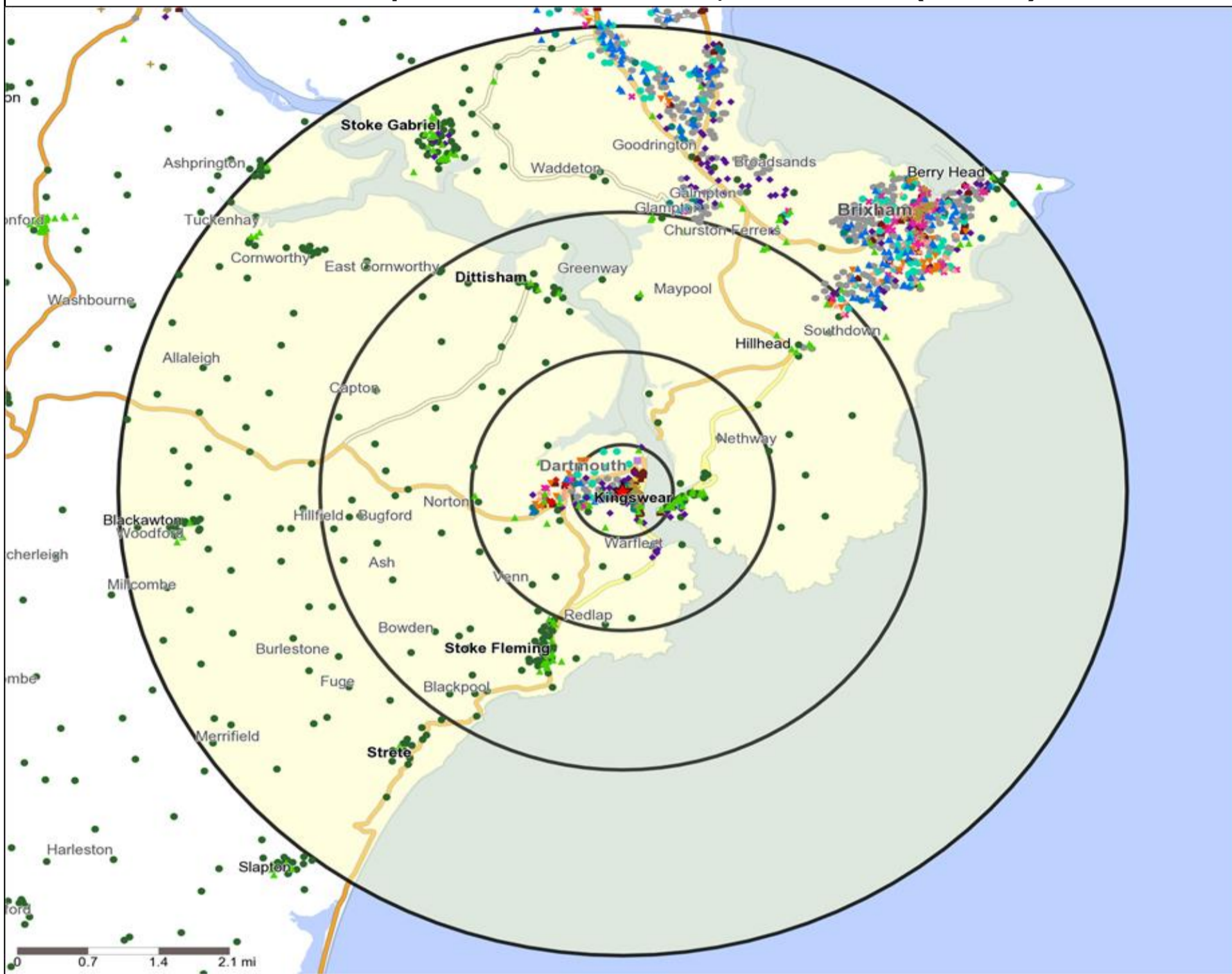
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	235	774	1,136	5,368	4,941	35	60	62	71	71
16-17	37	114	156	749	704	44	72	69	81	82
18-24	302	563	696	2,437	2,348	93	91	79	67	70
25-34	263	602	763	2,725	2,589	54	64	58	50	51
35-44	311	606	819	3,470	3,214	68	70	67	68	69
45-54	451	866	1,273	5,804	5,355	89	89	93	102	102
55-64	614	1,137	1,652	6,304	5,799	152	147	151	139	139
65+	1,370	2,167	3,193	13,147	11,986	212	176	183	182	180
Population estimate 2015	3,583	6,829	9,688	40,004	36,936	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	3,102	6,193	8,894	37,981	35,141	97%	98%	98%	99%	99%
Mixed / Multiple Ethnic Groups	23	35	49	246	240	1%	1%	1%	1%	1%
Asian / Asian British	28	40	50	184	166	1%	1%	1%	0%	0%
Black / African / Caribbean / Black British	14	18	20	38	36	0%	0%	0%	0%	0%
Other Ethnic Group	33	47	48	71	70	1%	1%	1%	0%	0%
All People (Ethnic Group)	3,200	6,333	9,061	38,520	35,653	100	100	100	100	100



Mosaic UK Map and Data: SEALE ARMS, DARTMOUTH (300035)



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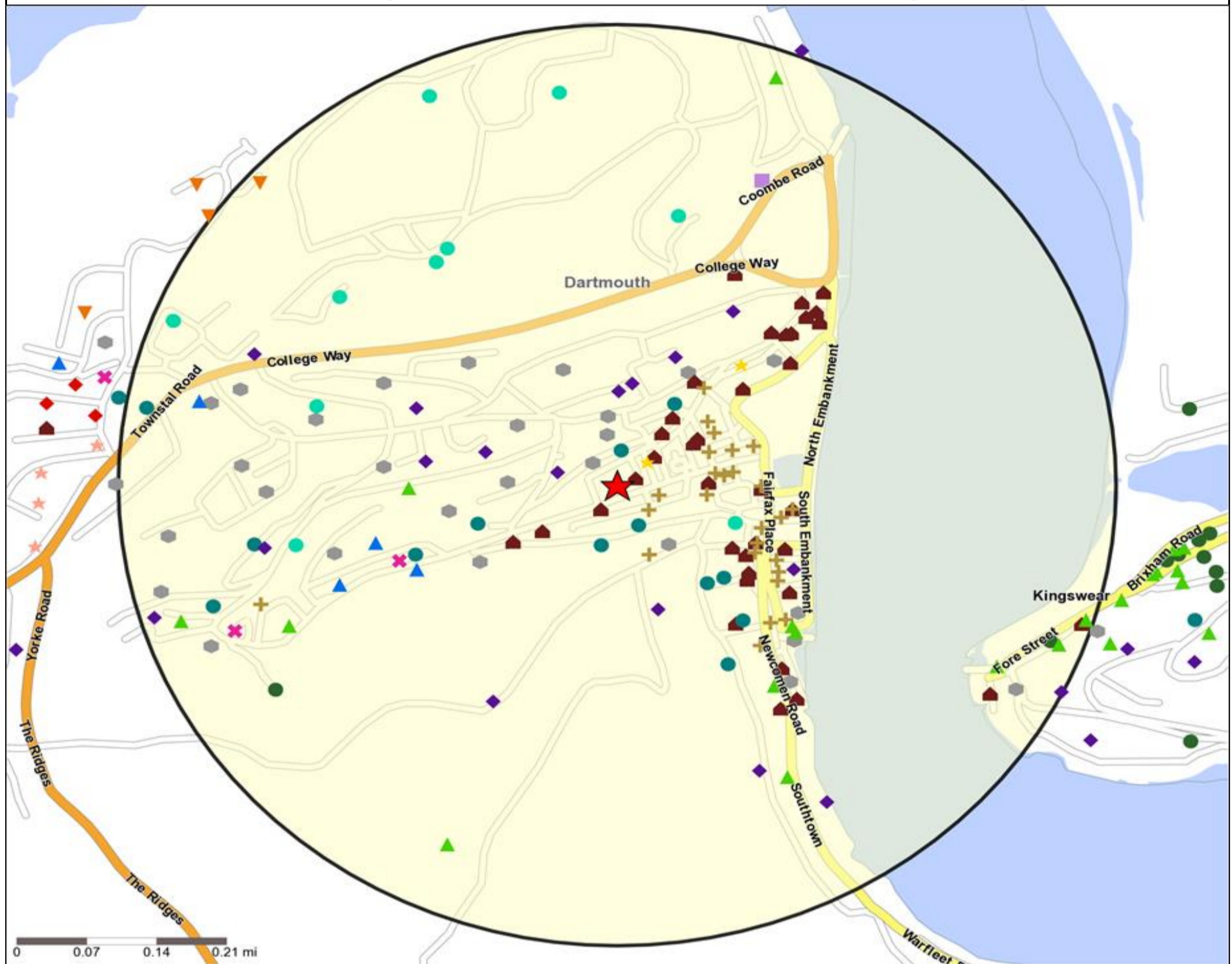
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	17	20	20	20	20	13	8	6	1	2
B Prestige Positions (18+)	338	585	612	2,117	1,976	149	141	103	86	87
C Country Living (18+)	84	663	1,896	4,214	3,471	39	167	335	180	161
D Rural Reality (18+)	258	564	1,108	2,046	1,588	119	143	196	88	74
E Senior Security (18+)	753	832	1,126	9,906	9,236	297	179	170	362	366
F Suburban Stability (18+)	141	179	224	3,372	3,236	74	51	45	164	171
G Domestic Success (18+)	376	486	507	1,280	1,254	144	101	74	45	48
H Aspiring Homemakers (18+)	174	214	260	2,739	2,509	61	41	35	89	89
I Family Basics (18+)	17	428	522	1,145	1,145	8	104	89	47	51
J Transient Renters (18+)	48	106	162	1,750	1,695	27	32	34	90	95
K Municipal Challenge (18+)	0	187	187	210	210	0	56	39	11	12
L Vintage Value (18+)	496	713	754	1,799	1,708	253	199	147	85	87
M Modest Traditions (18+)	0	302	356	2,152	2,110	0	111	92	135	143
N Urban Cohesion (18+)	12	13	13	38	34	7	4	3	2	2
O Rental Hubs (18+)	402	408	408	856	857	167	93	65	33	36
Adults 18+ estimate 2015	3,116	5,700	8,155	33,644	31,049	100	100	100	100	100



Mosaic UK Map and Data: SEALE ARMS, DARTMOUTH (300035)



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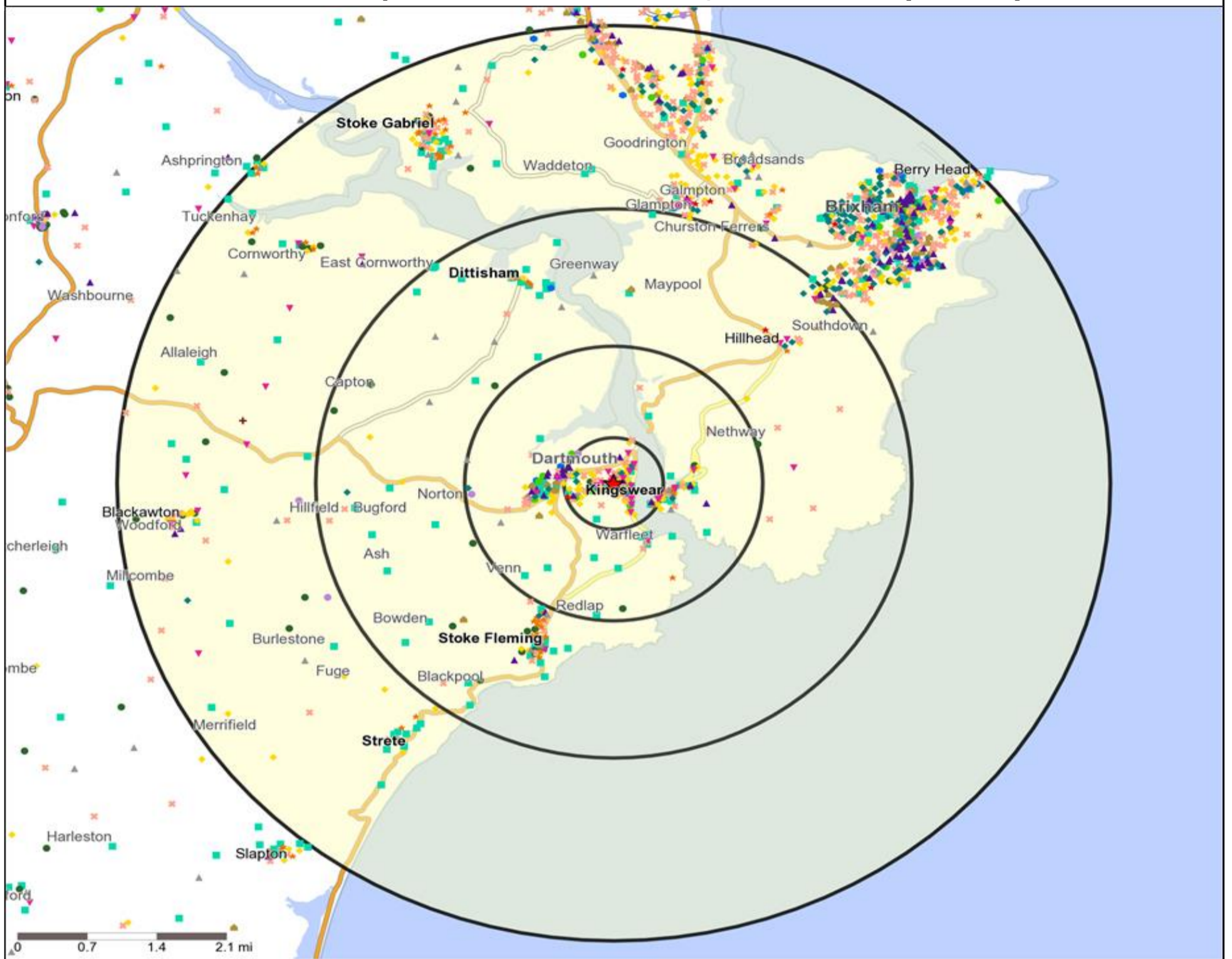
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	17	13
B Prestige Positions (18+)	338	149
C Country Living (18+)	84	39
D Rural Reality (18+)	258	119
E Senior Security (18+)	753	297
F Suburban Stability (18+)	141	74
G Domestic Success (18+)	376	144
H Aspiring Homemakers (18+)	174	61
I Family Basics (18+)	17	8
J Transient Renters (18+)	48	27
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	496	253
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	12	7
O Rental Hubs (18+)	402	167
Adults 18+ estimate 2015	3,116	100



Occasions Map and Data: SEALE ARMS, DARTMOUTH (300035)



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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	244	505	768	2,788	2,589	133	134	145	125	125
02 Early Doors	207	402	566	2,688	2,525	135	128	128	143	145
03 Everyday is Friday	107	279	385	1,625	1,523	82	104	102	102	103
04 Weekend Millionaires	134	342	426	1,806	1,732	71	88	78	78	81
05 Out On The Town	134	287	375	1,658	1,570	74	77	71	75	76
06 Business and Pleasure	55	144	239	714	643	59	75	88	62	60
07 Sporting Pints	84	235	282	1,105	1,062	42	57	49	45	47
08 Student Social	44	112	210	864	785	52	64	86	83	82
09 Leisurely Lunch	246	444	637	2,583	2,369	138	121	123	118	117
10 Wining and Dining	282	456	625	2,913	2,680	139	110	106	117	116
11 Household Outing	104	290	398	1,967	1,855	65	88	86	100	102
12 Midweek Meal Deal	40	156	267	1,042	899	44	84	102	94	88
13 Date Night	287	411	569	2,514	2,305	199	139	137	143	141
14 Birthday Treat	154	311	422	1,773	1,635	107	105	101	101	100
15 Pre Show Meal	64	110	155	691	642	129	108	108	114	114
Number of Occasions	2,186	4,484	6,324	26,731	24,814	100	100	100	100	100



Competition Map and Data: SEALE ARMS, DARTMOUTH (300035)



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

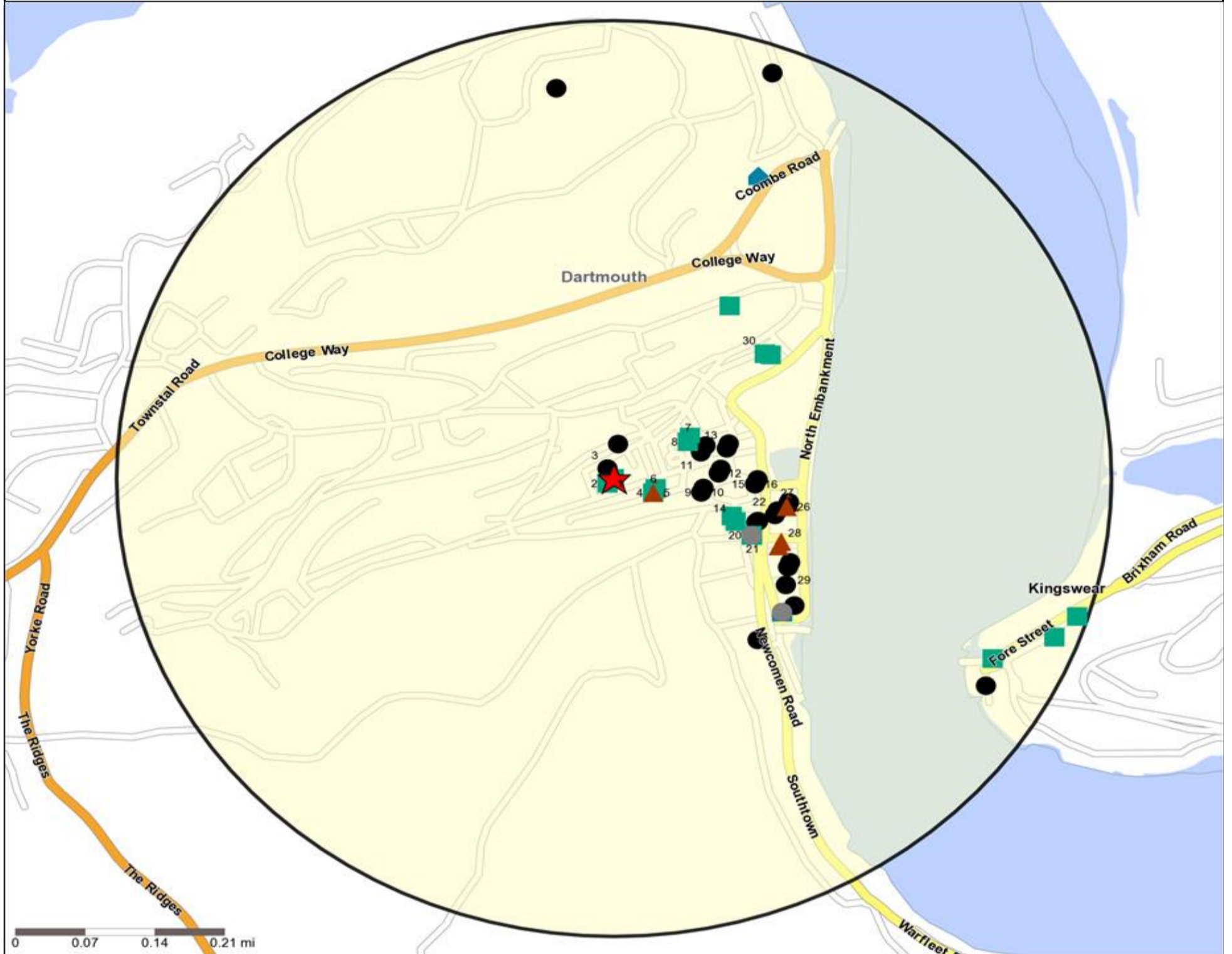
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	2	2	3	4
Circuit Bar	3	3	4	10
Community Local	9	9	10	25
Dry Led	3	3	4	11
Branded Food Pub	0	0	0	2
Rural	0	0	1	3
Other	28	30	39	85
Total	45	47	61	140



Competition Map and Data: SEALE ARMS, DARTMOUTH (300035)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	2
Circuit Bar	3
Community Local	9
Dry Led	3
Branded Food Pub	0
Rural	0
Other	28
Total	45



Local Competition: SEALE ARMS, DARTMOUTH (300035)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SEALE ARMS, DARTMOUTH	10 VICTORIA ROAD, DARTMOUTH, TQ6 9SA	Punch Taverns	TQ 6 9SA	Punch Taverns	0.00
1	Seale Arms	10 Victoria Road, Dartmouth	Punch Pub Company	TQ 6 9SA	Community Local	0.01
2	Dartmouth & District Conserv Club	8 Victoria Road, Dartmouth	Independent Free	TQ 6 9SA	Other	0.01
3	Dartmouth Rugby Club	Roseville Street, Dartmouth	Independent Free	TQ 6 9QH	Other	0.01
4	Bakers	37 Victoria Road, Dartmouth	Independent Free	TQ 6 9RT	Community Local	0.04
5	Windjammer	23 Victoria Road, Dartmouth	Independent Free	TQ 6 9RT	Circuit Bar	0.04
6	Browns Hotel	27-29 Victoria Road, Dartmouth	Independent Free	TQ 6 9RT	Other	0.04
7	Dolphin	5 Market Street, Dartmouth	Enterprise Inns	TQ 6 9QE	Dry Led	0.08
8	Market House Inn	Market Street, Dartmouth	Enterprise Inns	TQ 6 9QE	Community Local	0.08
9	Spice Bazaar Restaurant	Church Close, Dartmouth	Independent Free	TQ 6 9DJ	Other	0.09
10	Anzac	Collaford Lane, Dartmouth	Independent Free	TQ 6 9DJ	Other	0.09
11	Number Eight	8 Foss Street, Dartmouth	Independent Free	TQ 6 9DW	Other	0.09
12	Anzac Street Bistro	2 Anzac Street, Dartmouth	Independent Free	TQ 6 9DL	Other	0.11
13	Sloping Deck Restaurant	10 Duke Street, Dartmouth	Independent Free	TQ 6 9PZ	Other	0.12
14	Seven Stars	8 Smith Street, Dartmouth	Wellington	TQ 6 9QR	Community Local	0.13
15	Taylor's Restaurant	8 The Quay, Dartmouth	Independent Free	TQ 6 9PS	Other	0.14
16	Royal Castle Hotel	11 The Quay, Dartmouth	Independent Free	TQ 6 9PS	Other	0.14
17	Wheelhouse Restaurant	7 Fairfax Place, Dartmouth	Independent Free	TQ 6 9AD	Other	0.15
18	Tsangs Restaurant	23 Fairfax Place, Dartmouth	Independent Free	TQ 6 9AD	Other	0.15
19	Jan & Freddie's Brasserie	10 Fairfax Place, Dartmouth	Independent Free	TQ 6 9AD	Other	0.15
20	Radio Dart Cafe Lounge	5 Higher Street, Dartmouth	Independent Free	TQ 6 9RB	Cafe / Wine Bar	0.15
21	Cherub Inn	13 Higher Street, Dartmouth	Independent Free	TQ 6 9RB	Community Local	0.15
22	Kendricks Restaurant	29 Fairfax Place, Dartmouth	Independent Free	TQ 6 9AB	Other	0.17
23	Seahorse Restaurant	5 South Embankment, Dartmouth	Mitch Tonks	TQ 6 9BH	Other	0.18
24	Station Restaurant	South Embankment, Dartmouth	Independent Free	TQ 6 9BH	Other	0.18
25	New Angel	2 South Embankment, Dartmouth	Independent Free	TQ 6 9BH	Other	0.18
26	Crab And Bucket	6 South Embankment, Dartmouth	Independent Free	TQ 6 9BH	Circuit Bar	0.18
27	Rockfish Seafood & Chips	8 South Embankment, Dartmouth	Mitch Tonks	TQ 6 9BH	Other	0.18
28	Bellini's Bar	Hauley Road, Dartmouth	Independent Free	TQ 6 9AA	Circuit Bar	0.18
29	Dartmouth Boating & Angling Club	Oxford Street, Dartmouth	Independent Free	TQ 6 9DG	Other	0.20
30	George & Dragon Inn	Mayors Avenue, Dartmouth	Heavitree	TQ 6 9NG	Community Local	0.20