



**Customer Profile Report for PAINTERS ARMS, COWES IOW (Punch Outlet Number: 300221)
51 CROSS STREET, COWES, PO31 7TA (PO31 7TA)**



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

Age Data Table

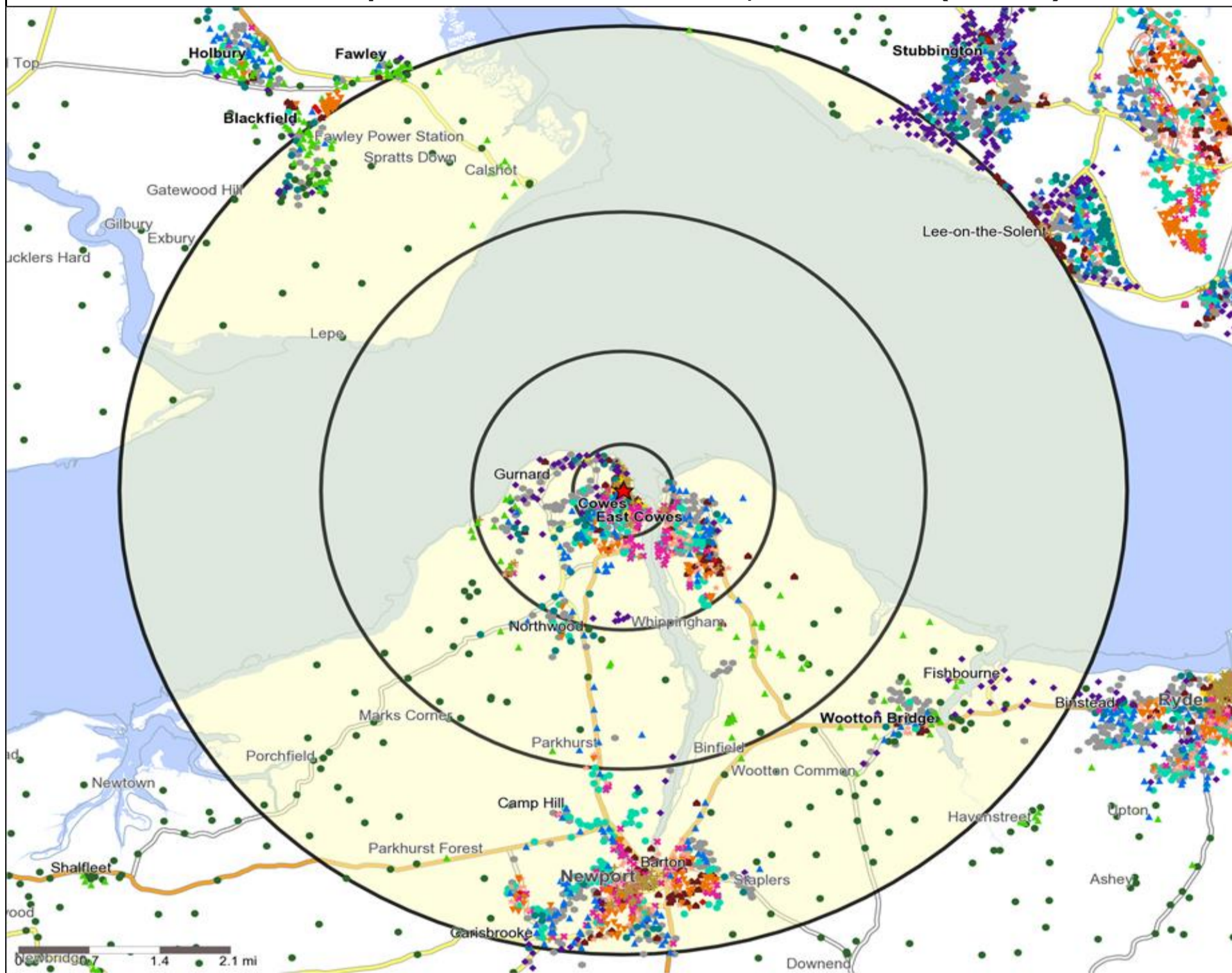
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,133	3,861	4,281	10,380	8,732	91	98	95	95	97
16-17	123	516	594	1,466	1,226	80	106	107	108	109
18-24	475	1,464	1,629	4,498	3,794	79	77	75	85	87
25-34	970	2,573	2,760	6,774	5,913	107	90	84	85	90
35-44	861	2,475	2,780	6,524	5,496	103	93	91	88	90
45-54	988	2,909	3,374	8,352	6,845	105	98	99	101	100
55-64	738	2,438	2,900	7,017	5,599	99	103	107	106	103
65+	1,331	4,650	5,680	13,419	10,596	112	124	131	128	122
Population estimate 2015	6,619	20,886	23,998	58,430	48,201	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	5,977	19,448	22,598	55,515	45,557	96%	97%	97%	97%	97%
Mixed / Multiple Ethnic Groups	101	263	289	652	582	2%	1%	1%	1%	1%
Asian / Asian British	110	257	277	779	704	2%	1%	1%	1%	1%
Black / African / Caribbean / Black British	3	12	15	234	203	0%	0%	0%	0%	0%
Other Ethnic Group	18	49	51	181	147	0%	0%	0%	0%	0%
All People (Ethnic Group)	6,209	20,029	23,230	57,361	47,193	100	100	100	100	100



Mosaic UK Map and Data: PAINTERS ARMS, COWES IOW (300221)



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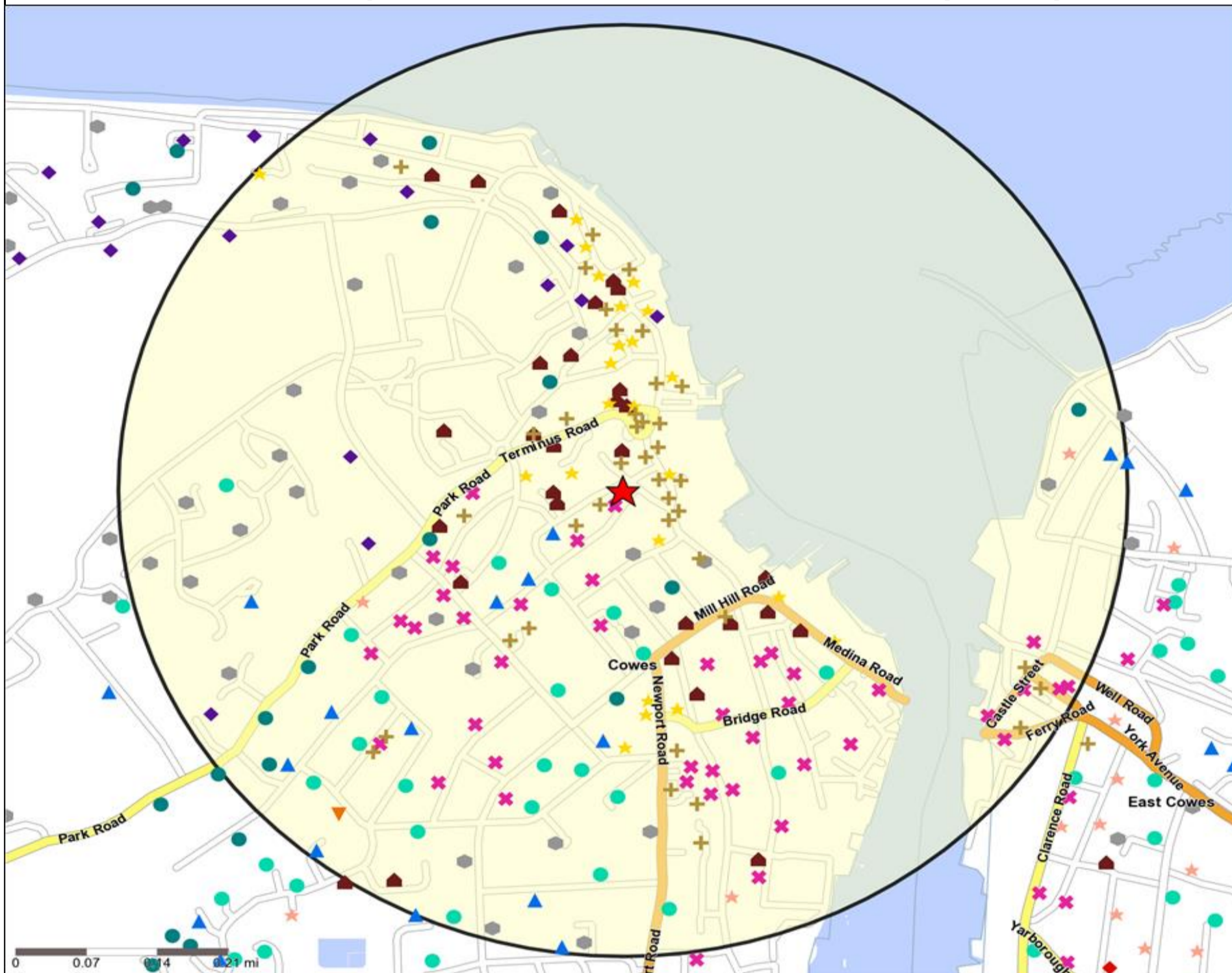


Mosaic UK Data Table (Residential)

	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+)	111	516	596	2,374	1,006	28	43	43	72	37
C Country Living (18+)	0	25	351	2,576	1,563	0	2	26	82	61
D Rural Reality (18+)	0	299	791	2,480	1,193	0	26	60	79	46
E Senior Security (18+)	763	2,777	3,373	7,520	5,919	175	207	217	204	196
F Suburban Stability (18+)	358	1,578	1,948	4,125	3,226	109	157	167	149	142
G Domestic Success (18+)	347	1,397	1,768	3,120	2,453	77	101	110	82	79
H Aspiring Homemakers (18+)	809	2,546	2,635	5,131	4,705	166	170	152	124	139
I Family Basics (18+)	22	801	933	3,007	2,614	6	67	68	92	98
J Transient Renters (18+)	1,346	2,669	2,689	5,188	4,949	435	281	244	198	231
K Municipal Challenge (18+)	0	40	40	232	224	0	4	4	9	10
L Vintage Value (18+)	556	1,294	1,314	3,490	3,347	165	125	109	122	143
M Modest Traditions (18+)	117	1,388	1,494	3,979	3,782	46	177	165	184	215
N Urban Cohesion (18+)	374	376	376	376	376	133	44	38	16	19
O Rental Hubs (18+)	560	761	771	1,782	1,722	136	60	52	51	60
Adults 18+ estimate 2015	5,363	16,467	19,079	45,380	37,079	100	100	100	100	100



Mosaic UK Map and Data: PAINTERS ARMS, COWES IOW (300221)



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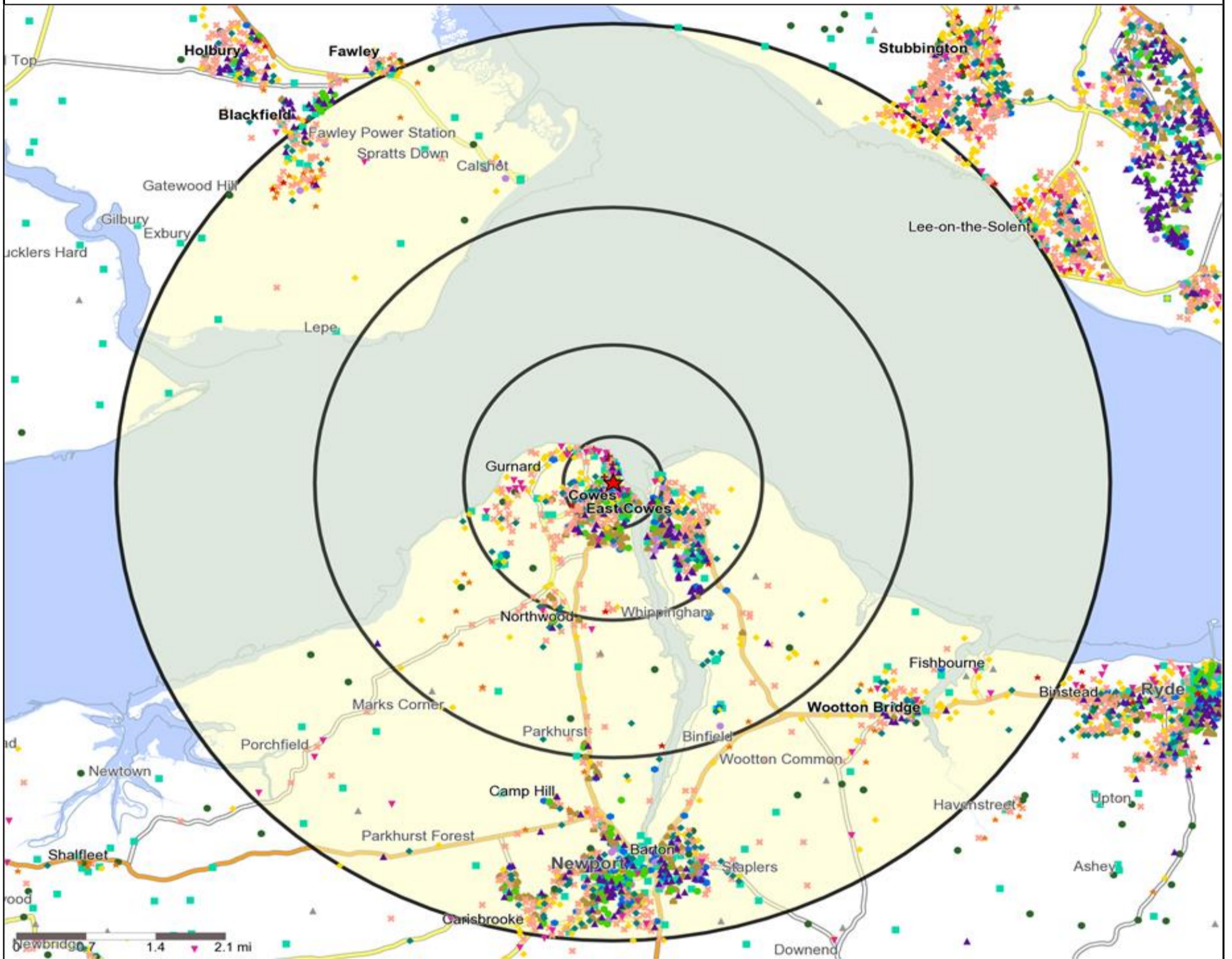
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- C Country Living
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- K Municipal Challenge
- G Domestic Success
- 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+)	111	28
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	763	175
F Suburban Stability (18+)	358	109
G Domestic Success (18+)	347	77
H Aspiring Homemakers (18+)	809	166
I Family Basics (18+)	22	6
J Transient Renters (18+)	1,346	435
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	556	165
M Modest Traditions (18+)	117	46
N Urban Cohesion (18+)	374	133
O Rental Hubs (18+)	560	136
Adults 18+ estimate 2015	5,363	100



Occasions Map and Data: PAINTERS ARMS, COWES IOW (300221)



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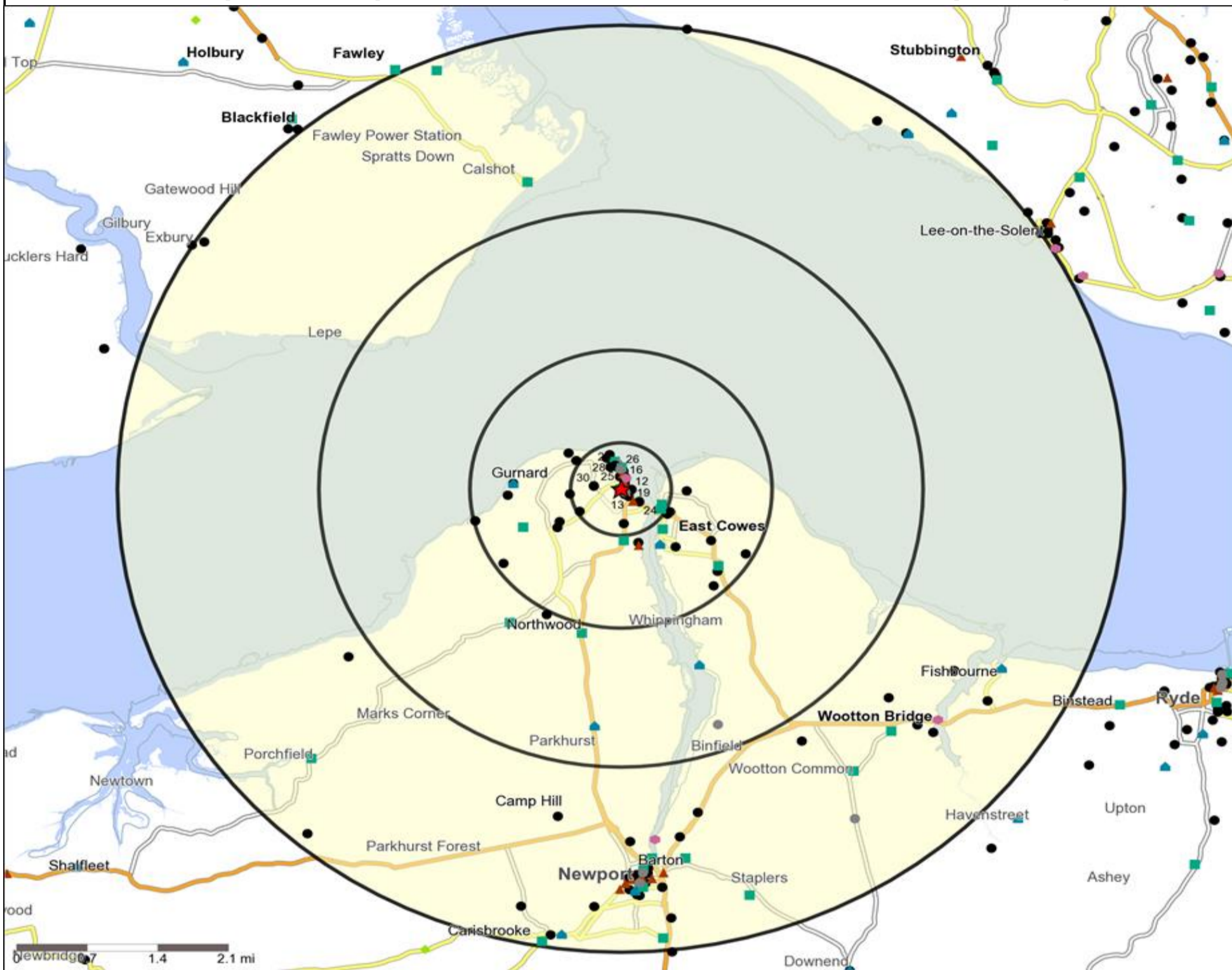
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ★ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 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	438	1,264	1,465	3,487	2,947	111	100	102	101	102
02 Early Doors	347	1,306	1,520	3,577	3,026	105	124	126	124	125
03 Everyday is Friday	329	1,056	1,188	2,835	2,408	117	117	116	115	117
04 Weekend Millionaires	384	1,340	1,450	3,535	3,111	95	103	98	99	104
05 Out On The Town	425	1,252	1,369	3,349	2,910	109	100	96	98	101
06 Business and Pleasure	157	427	475	1,140	942	78	66	64	64	64
07 Sporting Pints	369	1,026	1,091	2,702	2,414	86	74	69	71	76
08 Student Social	128	412	503	1,276	976	70	71	75	80	73
09 Leisurely Lunch	376	1,246	1,459	3,484	2,845	98	102	104	103	101
10 Wining and Dining	414	1,418	1,678	3,927	3,126	95	102	105	102	97
11 Household Outing	430	1,392	1,522	3,557	3,112	125	126	121	117	122
12 Midweek Meal Deal	137	514	620	1,825	1,506	71	83	87	107	105
13 Date Night	376	1,122	1,349	3,131	2,413	122	113	119	115	106
14 Birthday Treat	258	918	1,083	2,598	2,081	83	93	96	95	91
15 Pre Show Meal	123	349	396	883	746	116	102	102	94	95
Number of Occasions	4,691	15,042	17,168	41,306	34,563	100	100	100	100	100



Competition Map and Data: PAINTERS ARMS, COWES IOW (300221)



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

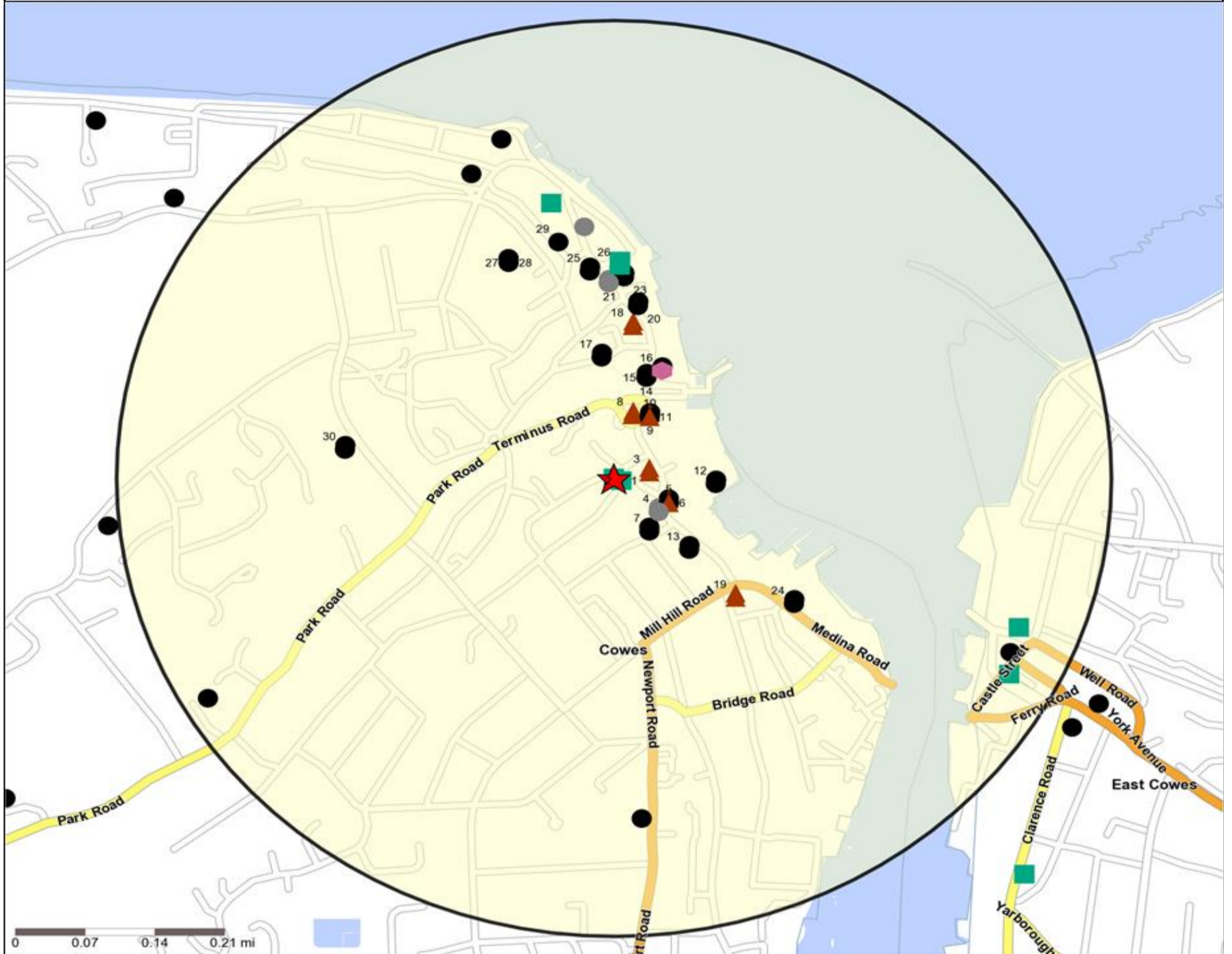
- ★ Location
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

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	3	4	7
Circuit Bar	6	7	7	15
Community Local	5	9	11	22
Dry Led	0	2	3	9
Branded Food Pub	1	1	2	4
Rural	0	0	0	0
Other	27	47	48	92
Total	42	69	75	149



Competition Map and Data: PAINTERS ARMS, COWES IOW (300221)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	3
Circuit Bar	6
Community Local	5
Dry Led	0
Branded Food Pub	1
Rural	0
Other	27
Total	42



Local Competition: PAINTERS ARMS, COWES IOW (300221)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PAINTERS ARMS, COWES IOW	51 CROSS STREET, COWES, PO31 7TA	Punch Taverns	PO31 7TA	Punch Taverns	0.00
1	Painters Arms	51 Cross Street, Cowes	Punch Pub Company	PO31 7TA	Community Local	0.01
2	Moocow	55 Cross Street, Cowes	Independent Free	PO31 7TA	Other	0.01
3	Anchor Inn	1-3 High Street, Cowes	Enterprise Inns	PO31 7SA	Circuit Bar	0.04
4	Coast Bar And Dining Room	14-15 Shooters Hill, Cowes	Independent Free	PO31 7BG	Cafe / Wine Bar	0.06
5	Toninos Restaurant	8-9 Shooters Hill, Cowes	Independent Free	PO31 7BE	Other	0.06
6	Cowes Ale House	5A Shooters Hill, Cowes	Independent Free	PO31 7BE	Circuit Bar	0.06
7	Cowes Conservative Club	3 Beckford Road, Cowes	Independent Free	PO31 7SE	Other	0.07
8	Pier View Hotel	25 High Street, Cowes	Enterprise Inns	PO31 7RY	Circuit Bar	0.07
9	Murrays Restaurant	106 High Street, Cowes	Independent Free	PO31 7AT	Other	0.08
10	Saffron	107 High Street, Cowes	Independent Free	PO31 7AT	Other	0.08
11	Vectis Tavern	103 High Street, Cowes	Victoria Inns	PO31 7AT	Circuit Bar	0.08
12	Cowes Yacht Haven	Marina Walk, Cowes	Independent Free	PO31 7BD	Other	0.10
13	Cowes Corinthian Yacht Club	39 Birmingham Road, Cowes	Independent Free	PO31 7BH	Other	0.11
14	Cowes Tandoori Indian Restaurant	40 High Street, Cowes	Independent Free	PO31 7RS	Other	0.12
15	Red Duster	37 High Street, Cowes	Independent Free	PO31 7RS	Other	0.12
16	Fountain	High Street, Cowes	Greene King	PO31 7AW	Branded Food	0.13
17	Rawlings Hotel	30 Sun Hill, Cowes	Independent Free	PO31 7HY	Other	0.13
18	Berties	46-47 High Street, Cowes	Independent Free	PO31 7RR	Circuit Bar	0.17
19	Duke Of York	Mill Hill Road, Cowes	Enterprise Inns	PO31 7BT	Circuit Bar	0.18
20	Royal British Legion Club	85 High Street, Cowes	Independent Free	PO31 7AJ	Other	0.19
21	Mess Canteen & Bar	63 High Street, Cowes	Independent Free	PO31 7RL	Cafe / Wine Bar	0.21
22	Brawns	62 High Street, Cowes	Independent Free	PO31 7RL	Other	0.21
23	Island Sailing Club	70 High Street, Cowes	Independent Free	PO31 7RE	Other	0.22
24	Amabi	Medina Road, Cowes	Independent Free	PO31 7HT	Other	0.23
25	Number 3	3 Bath Road, Cowes	Independent Free	PO31 7RH	Other	0.23
26	Union Inn	Watch House Lane, Cowes	Fuller Smith & Turner	PO31 7QH	Community Local	0.23
27	Busigny House	16 Castle Road, Cowes	Independent Free	PO31 7QZ	Other	0.26
28	Medina Masonic Club	26 Castle Road, Cowes	Independent Free	PO31 7QZ	Other	0.26
29	Trinity Theatre	The Grove, Cowes	Independent Free	PO31 7QR	Other	0.26
30	Northwood House	Ward Avenue, Cowes	Independent Free	PO31 8AZ	Other	0.27