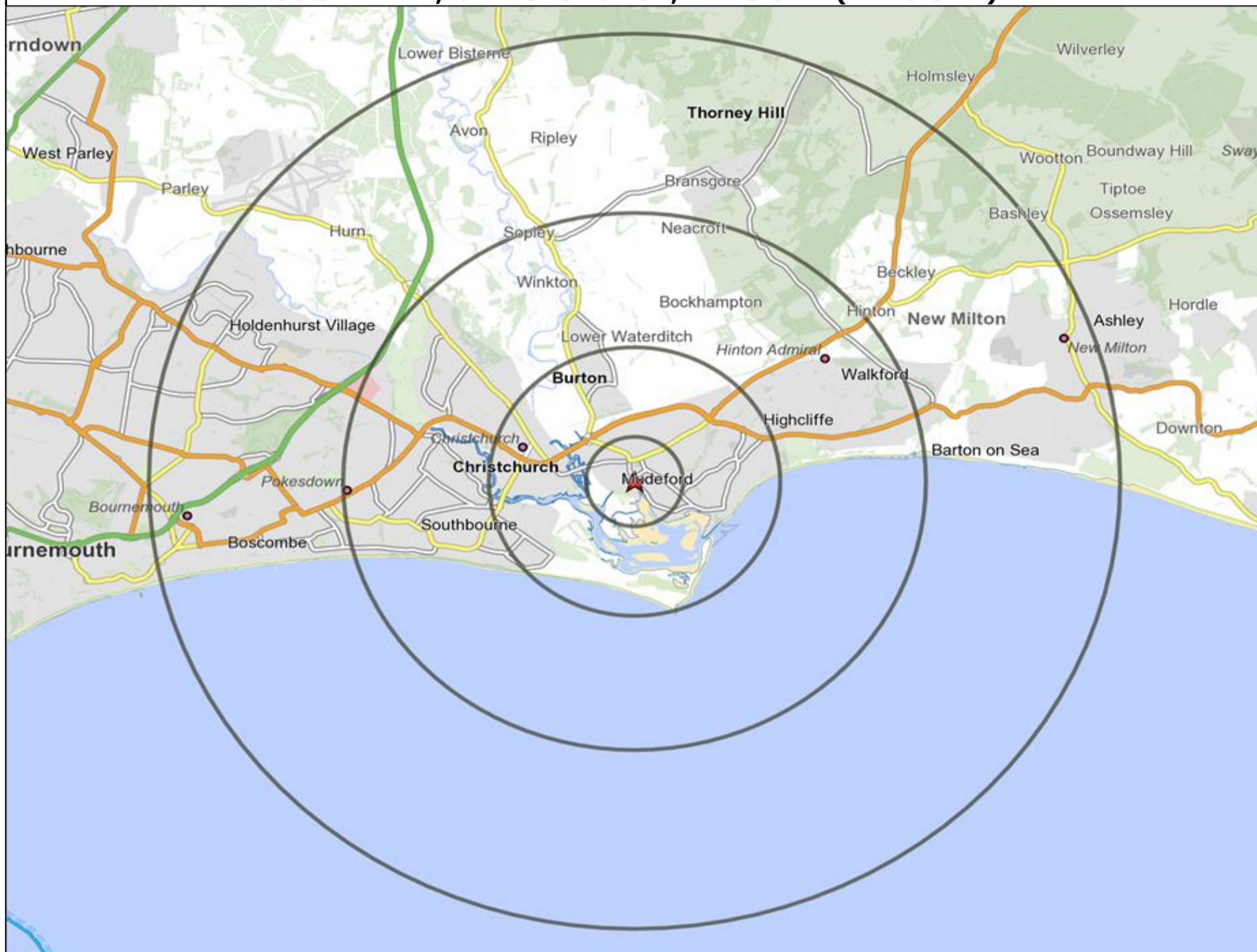




Customer Profile Report for SHIP IN DISTRESS, CHRISTCHURCH (Punch Outlet Number: 2033166 STANPIT, CHRISTCHURCH, BH23 3NA (BH23 3NA))



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

Age Data Table

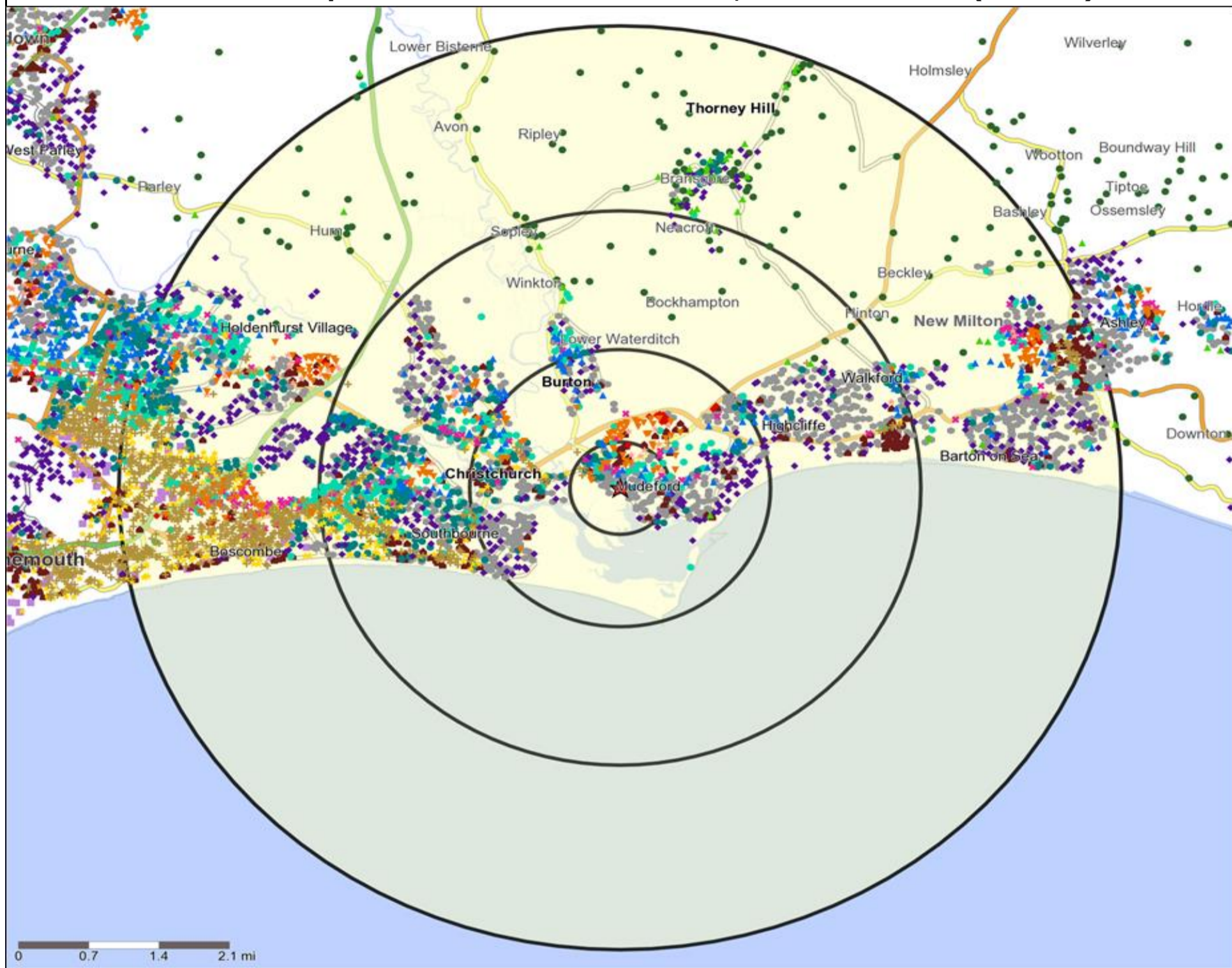
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,038	4,306	13,341	28,939	19,851	86	82	87	85	86
16-17	139	614	1,742	3,509	2,580	93	95	92	83	90
18-24	418	1,786	5,134	17,980	8,049	72	71	70	109	72
25-34	664	2,594	8,243	23,623	12,856	76	68	74	95	76
35-44	680	2,810	9,436	21,780	14,011	84	80	91	94	89
45-54	910	3,927	11,215	23,772	16,926	100	100	97	92	97
55-64	751	3,439	9,604	19,745	14,781	104	109	104	96	106
65+	1,809	8,347	22,669	42,555	34,501	157	167	155	130	155
Population estimate 2015	6,409	27,823	81,384	181,903	123,555	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	6,200	26,439	76,107	162,560	114,632	97%	98%	96%	93%	95%
Mixed / Multiple Ethnic Groups	75	295	1,091	3,360	1,804	1%	1%	1%	2%	2%
Asian / Asian British	62	257	1,297	5,530	2,489	1%	1%	2%	3%	2%
Black / African / Caribbean / Black British	5	36	301	1,351	591	0%	0%	0%	1%	0%
Other Ethnic Group	17	67	319	1,405	623	0%	0%	0%	1%	1%
All People (Ethnic Group)	6,359	27,094	79,115	174,206	120,139	100	100	100	100	100



Mosaic UK Map and Data: SHIP IN DISTRESS, CHRISTCHURCH (203310)



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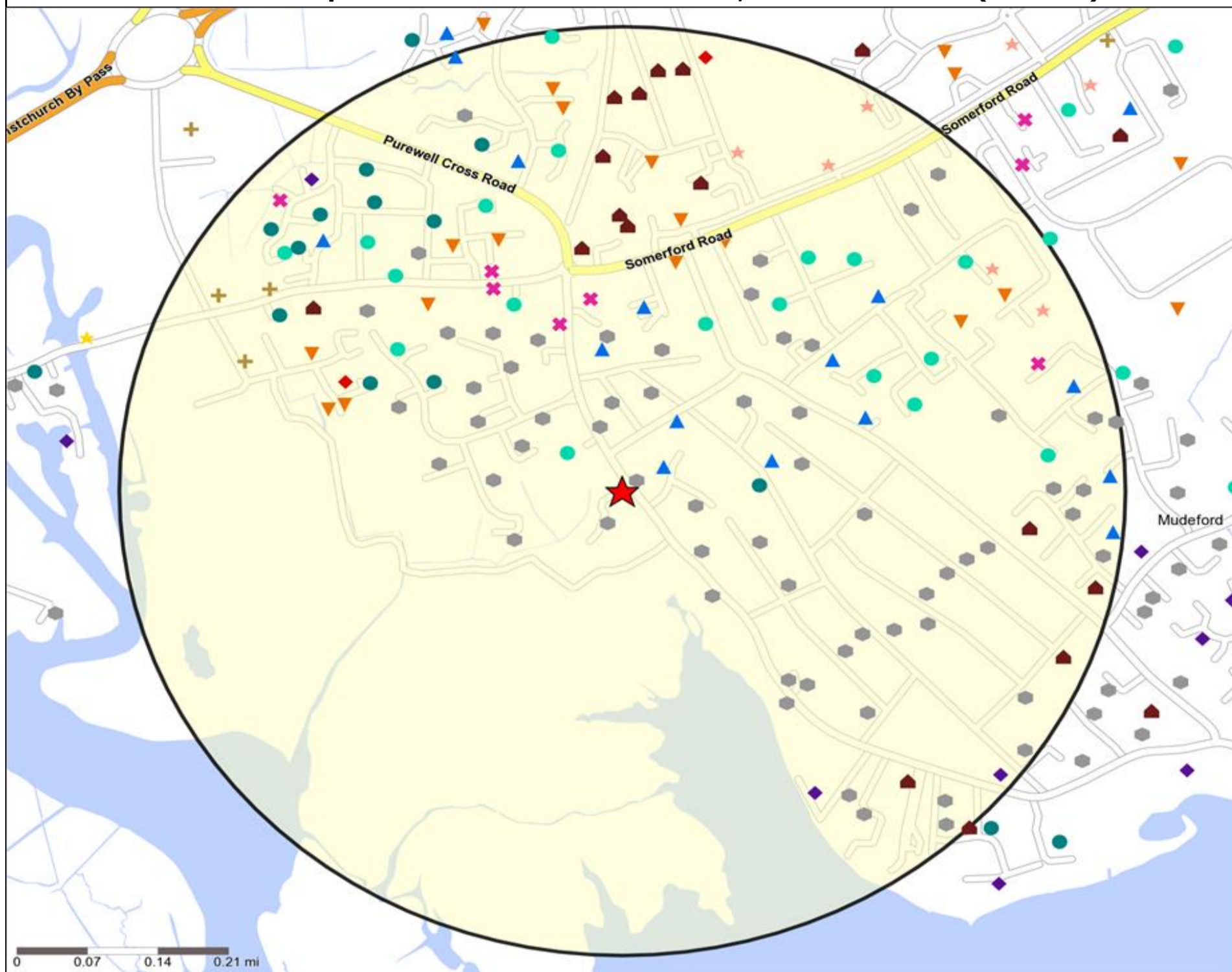


Mosaic UK Data Table (Residential)

	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	54	855	183	0	0	2	14	4
B Prestige Positions (18+)	66	3,092	6,812	12,873	11,654	17	185	142	121	159
C Country Living (18+)	0	0	444	2,374	2,420	0	0	10	23	35
D Rural Reality (18+)	0	10	199	933	881	0	1	4	9	13
E Senior Security (18+)	1,969	7,833	19,121	29,968	28,045	463	421	356	252	342
F Suburban Stability (18+)	410	1,533	3,480	5,931	4,553	128	110	86	66	74
G Domestic Success (18+)	424	1,824	8,984	13,847	10,858	96	95	162	113	128
H Aspiring Homemakers (18+)	663	2,057	7,072	14,203	9,114	139	99	118	107	99
I Family Basics (18+)	632	2,014	3,030	6,803	5,353	167	122	64	65	74
J Transient Renters (18+)	207	630	1,401	4,258	2,994	69	48	37	50	51
K Municipal Challenge (18+)	84	381	381	1,230	780	27	28	10	14	13
L Vintage Value (18+)	514	2,068	5,872	11,290	8,696	156	144	141	123	137
M Modest Traditions (18+)	165	534	1,082	1,839	1,587	66	49	34	26	33
N Urban Cohesion (18+)	33	267	3,486	10,198	4,229	12	22	101	133	80
O Rental Hubs (18+)	62	635	4,631	29,525	9,465	15	36	91	262	122
Adults 18+ estimate 2015	5,229	22,878	66,049	146,127	100,812	100	100	100	100	100



Mosaic UK Map and Data: SHIP IN DISTRESS, CHRISTCHURCH (203310)



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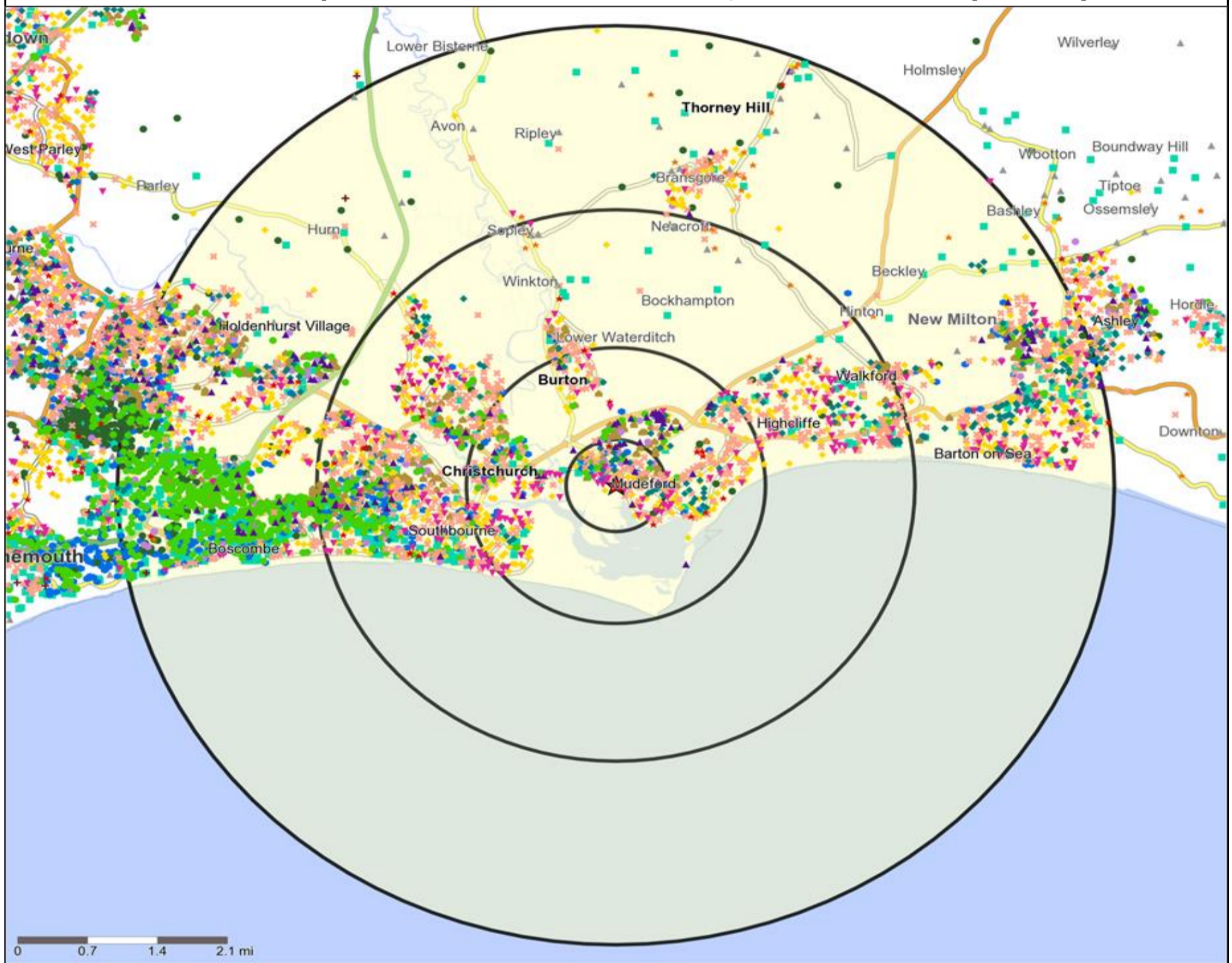
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- C Country Living
- E Senior Security
- F Suburban Stability
- G Domestic Success
- D Rural Reality
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	66	17
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,969	463
F Suburban Stability (18+)	410	128
G Domestic Success (18+)	424	96
H Aspiring Homemakers (18+)	663	139
I Family Basics (18+)	632	167
J Transient Renters (18+)	207	69
K Municipal Challenge (18+)	84	27
L Vintage Value (18+)	514	156
M Modest Traditions (18+)	165	66
N Urban Cohesion (18+)	33	12
O Rental Hubs (18+)	62	15
Adults 18+ estimate 2015	5,229	100



Occasions Map and Data: SHIP IN DISTRESS, CHRISTCHURCH (203310)



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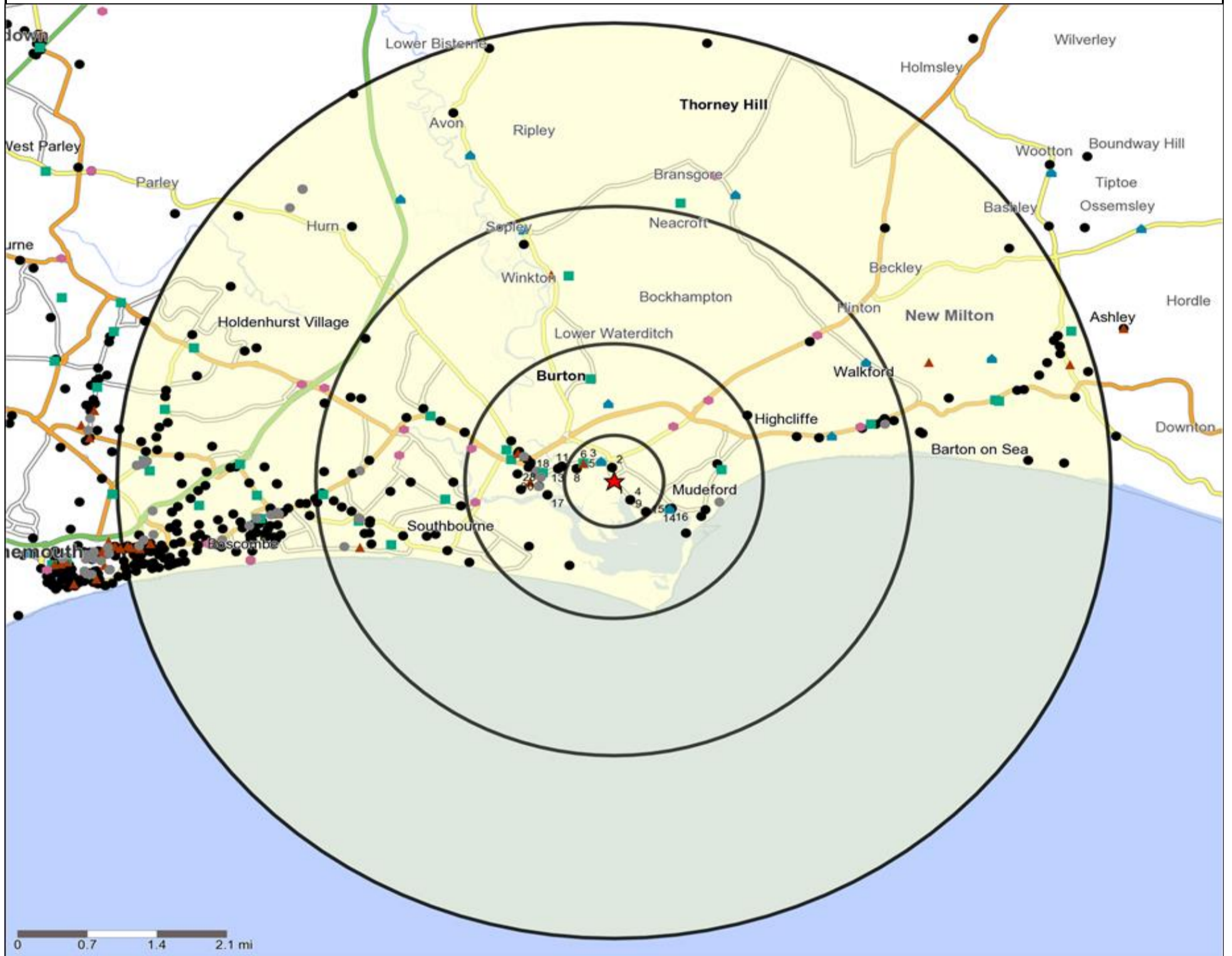
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurly Lunch
- ▲ 10 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	384	1,457	4,510	11,112	7,222	97	90	96	103	100
02 Early Doors	490	1,656	4,140	8,017	6,382	148	122	106	89	106
03 Everyday is Friday	315	1,172	3,154	7,660	4,938	112	101	94	99	96
04 Weekend Millionaires	348	1,212	3,137	7,082	4,813	86	72	65	64	65
05 Out On The Town	324	1,343	4,323	11,546	6,527	83	83	93	108	91
06 Business and Pleasure	130	540	2,042	6,002	3,284	64	65	85	109	89
07 Sporting Pints	290	1,076	3,421	11,727	5,772	67	61	67	99	73
08 Student Social	119	627	1,990	5,566	3,104	65	83	92	111	93
09 Leisurly Lunch	456	2,006	5,567	11,276	8,432	119	127	122	107	120
10 Wining and Dining	470	2,281	6,543	13,352	9,847	108	127	126	112	123
11 Household Outing	394	1,494	4,137	8,759	6,137	114	105	101	92	97
12 Midweek Meal Deal	134	486	1,227	3,510	2,205	69	61	53	66	62
13 Date Night	398	1,992	5,875	11,453	8,729	128	156	159	135	154
14 Birthday Treat	332	1,465	4,083	7,805	6,046	107	115	111	92	107
15 Pre Show Meal	123	586	1,814	4,001	2,642	115	133	143	137	135
Number of Occasions	4,707	19,393	55,963	128,868	86,080	100	100	100	100	100



Competition Map and Data: SHIP IN DISTRESS, CHRISTCHURCH (203310)



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

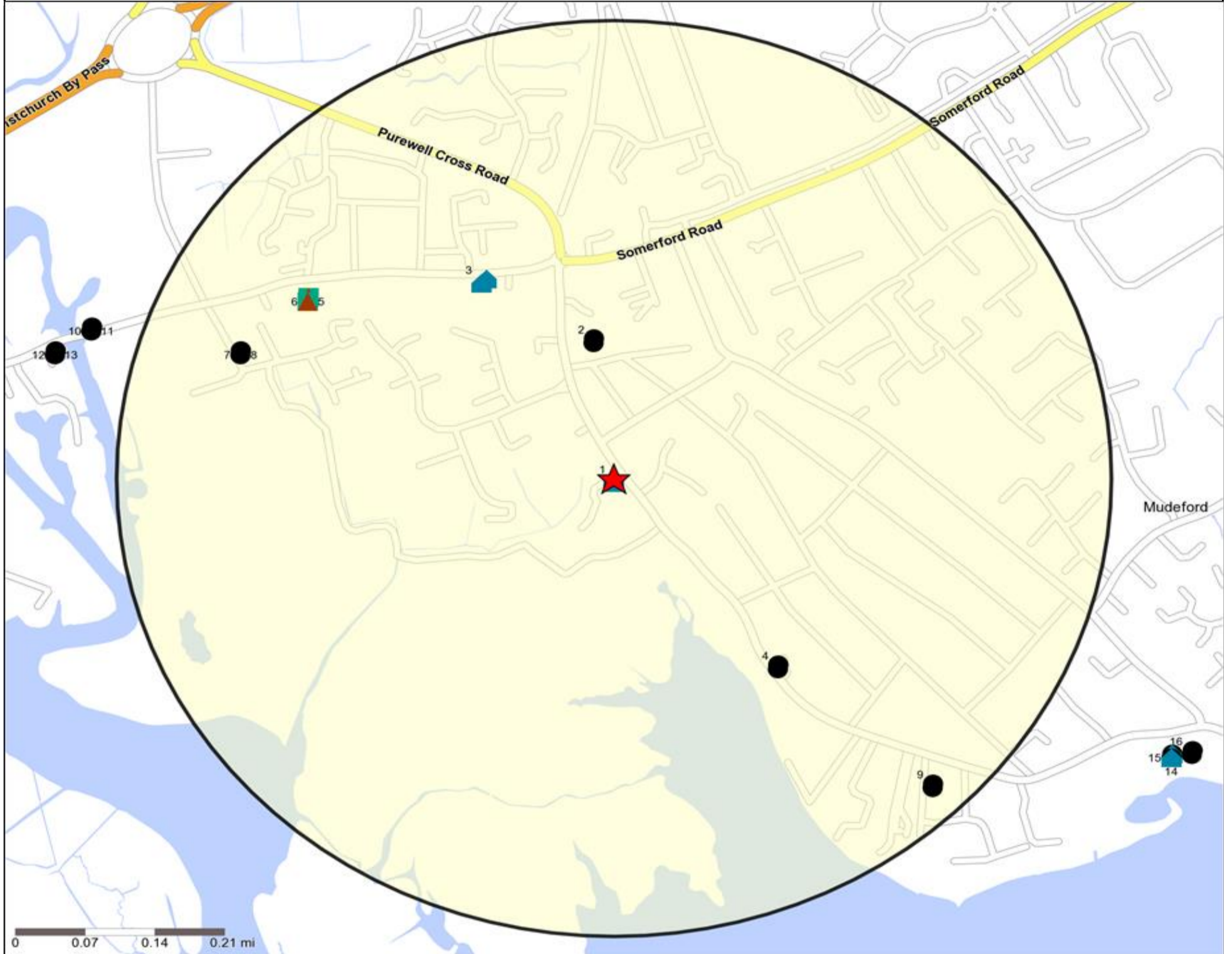


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	8	14	32
Circuit Bar	1	5	6	19
Community Local	1	5	12	22
Dry Led	2	4	7	11
Branded Food Pub	0	5	10	18
Rural	0	0	0	0
Other	5	40	84	279
Total	9	67	133	381



Competition Map and Data: SHIP IN DISTRESS, CHRISTCHURCH (203310)



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
Café / Wine Bar	0
Circuit Bar	1
Community Local	1
Dry Led	2
Branded Food Pub	0
Rural	0
Other	5
Total	9



Local Competition: SHIP IN DISTRESS, CHRISTCHURCH (203310)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SHIP IN DISTRESS, CHRISTCHURCH	66 STANPIT, CHRISTCHURCH, BH23 3NA	Punch Taverns	BH23 3NA	Punch Taverns	0.00
1	Ship In Distress	66 Stanpit, Christchurch	Punch Pub Company	BH23 3NA	Dry Led	0.00
2	Kashmir Indian Tandoori Restaurant	11 Stanpit, Christchurch	Independent Free	BH23 3LR	Other	0.15
3	Rising Sun	123 Purewell, Christchurch	Enterprise Inns	BH23 1EJ	Dry Led	0.25
4	Mundeford Working Mens Club	161 Stanpit, Christchurch	Independent Free	BH23 3LY	Other	0.27
5	Ye Olde Starre Inn	7-13 Purewell, Christchurch	Enterprise Inns	BH23 1EH	Circuit Bar	0.36
6	Salisbury Arms	53 Purewell, Christchurch	Unknown	BH23 1EH	Community Local	0.36
7	East Dorset Indoor Bowls	Stony Lane South, Christchurch	Independent Free	BH23 1HW	Other	0.40
8	Two Riversmeat Leisure Centre	Stony Lane South, Christchurch	Independent Free	BH23 1HW	Other	0.40
9	Pines Hotel	39 Mundeford, Christchurch	Independent Free	BH23 3NQ	Other	0.47
10	La Guala	24 Bridge Street, Christchurch	Independent Free	BH23 1EB	Other	0.55
11	Nadss	22 Bridge Street, Christchurch	Independent Free	BH23 1EB	Other	0.55
12	Prezzo	3-5 Bridge Street, Christchurch	Prezzo plc	BH23 1DY	Other	0.58
13	La Mamma	51-53 Bridge Street, Christchurch	Independent Free	BH23 1DY	Other	0.58
14	Jetty	95 Mundeford, Christchurch	Independent Free	BH23 3NJ	Other	0.64
15	Nelson Tavern	75 Mundeford, Christchurch	Admiral Taverns Ltd	BH23 3NJ	Dry Led	0.64
16	Christchurch Harbour Hotel & Spa	95 Mundeford, Christchurch	Independent Free	BH23 3NT	Other	0.65
17	Christchurch Sailing Club	The Quay, Christchurch	Independent Free	BH23 1BY	Other	0.69
18	Ye Olde George Inn	2a Castle Street, Christchurch	Enterprise Inns	BH23 1DT	Community Local	0.72
19	Topogigio	8 Castle Street, Christchurch	Independent Free	BH23 1DT	Other	0.72
20	Kings Hotel	18 Castle Street, Christchurch	*Other Small Retail Groups	BH23 1DT	Other	0.72
21	Koh Thai Tapas	8-10 Castle Street, Christchurch	Koh Thai	BH23 1DT	Other	0.72
22	Loch And Quay Bistro	24 Church Street, Christchurch	Independent Free	BH23 1BW	Other	0.74
23	Soho	7 Church Street, Christchurch	Independent Free	BH23 1BW	Cafe / Wine Bar	0.74
24	Splinters	11-12 Church Street, Christchurch	Independent Free	BH23 1BW	Other	0.74
25	Pinocchio	5 Church Street, Christchurch	Independent Free	BH23 1BW	Other	0.74
26	Red Fort	9 Church Street, Christchurch	Independent Free	BH23 1BW	Other	0.74
27	James & White	17 Church Street, Christchurch	Independent Free	BH23 1BW	Other	0.74
28	Cheese & Alfies	10 Church Street, Christchurch	Independent Free	BH23 1BW	Cafe / Wine Bar	0.74
29	Beach House Restaurant	Quay Road, Christchurch	Independent Free	BH23 1BU	Other	0.76
30	Boat House	The Quay, Christchurch	Independent Free	BH23 1BU	Cafe / Wine Bar	0.76