



**Customer Profile Report for BOLTON HOTEL, BRIXHAM (Punch Outlet Number: 300350)
NEW ROAD, BRIXHAM, TQ5 8LT (TQ 5 8LT)**



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

Age Data Table

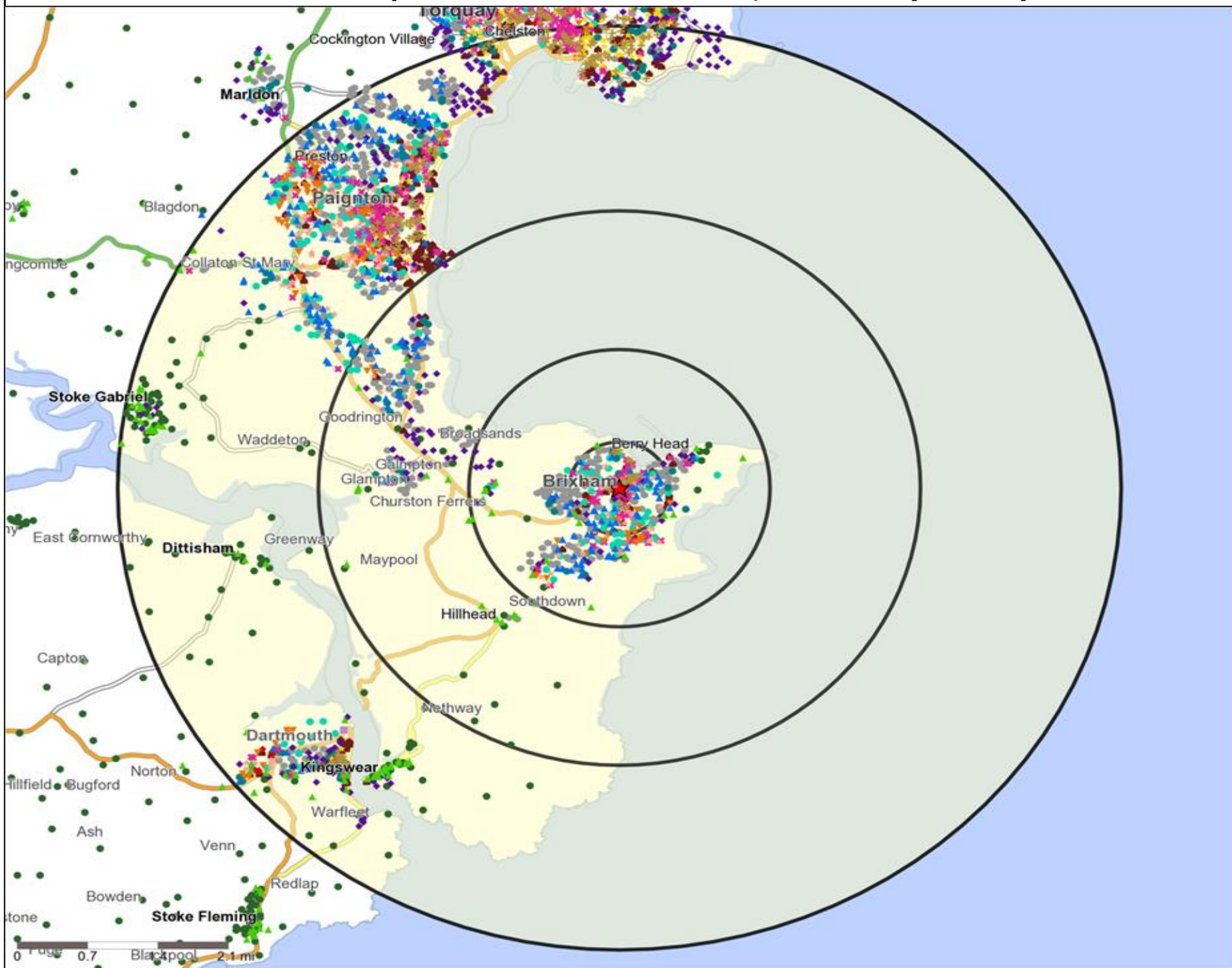
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,284	2,462	3,419	12,373	7,013	76	75	71	77	75
16-17	167	334	476	1,715	999	79	82	80	86	86
18-24	661	1,107	1,498	5,547	3,254	81	70	65	72	72
25-34	729	1,296	1,744	7,614	3,999	59	54	50	65	59
35-44	792	1,507	2,178	8,129	4,530	69	68	67	75	71
45-54	1,399	2,589	3,684	12,279	7,275	109	105	102	101	103
55-64	1,363	2,608	3,931	12,298	7,421	133	132	136	127	131
65+	2,660	5,546	8,660	25,492	15,498	163	176	188	166	172
Population estimate 2015	9,055	17,449	25,590	85,447	49,989	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	8,573	16,770	24,681	81,669	47,741	99%	99%	99%	98%	98%
Mixed / Multiple Ethnic Groups	67	124	175	762	397	1%	1%	1%	1%	1%
Asian / Asian British	47	69	99	595	284	1%	0%	0%	1%	1%
Black / African / Caribbean / Black British	6	11	16	140	71	0%	0%	0%	0%	0%
Other Ethnic Group	4	7	21	194	99	0%	0%	0%	0%	0%
All People (Ethnic Group)	8,697	16,981	24,992	83,360	48,592	100	100	100	100	100



Mosaic UK Map and Data: BOLTON HOTEL, BRIXHAM (300350)



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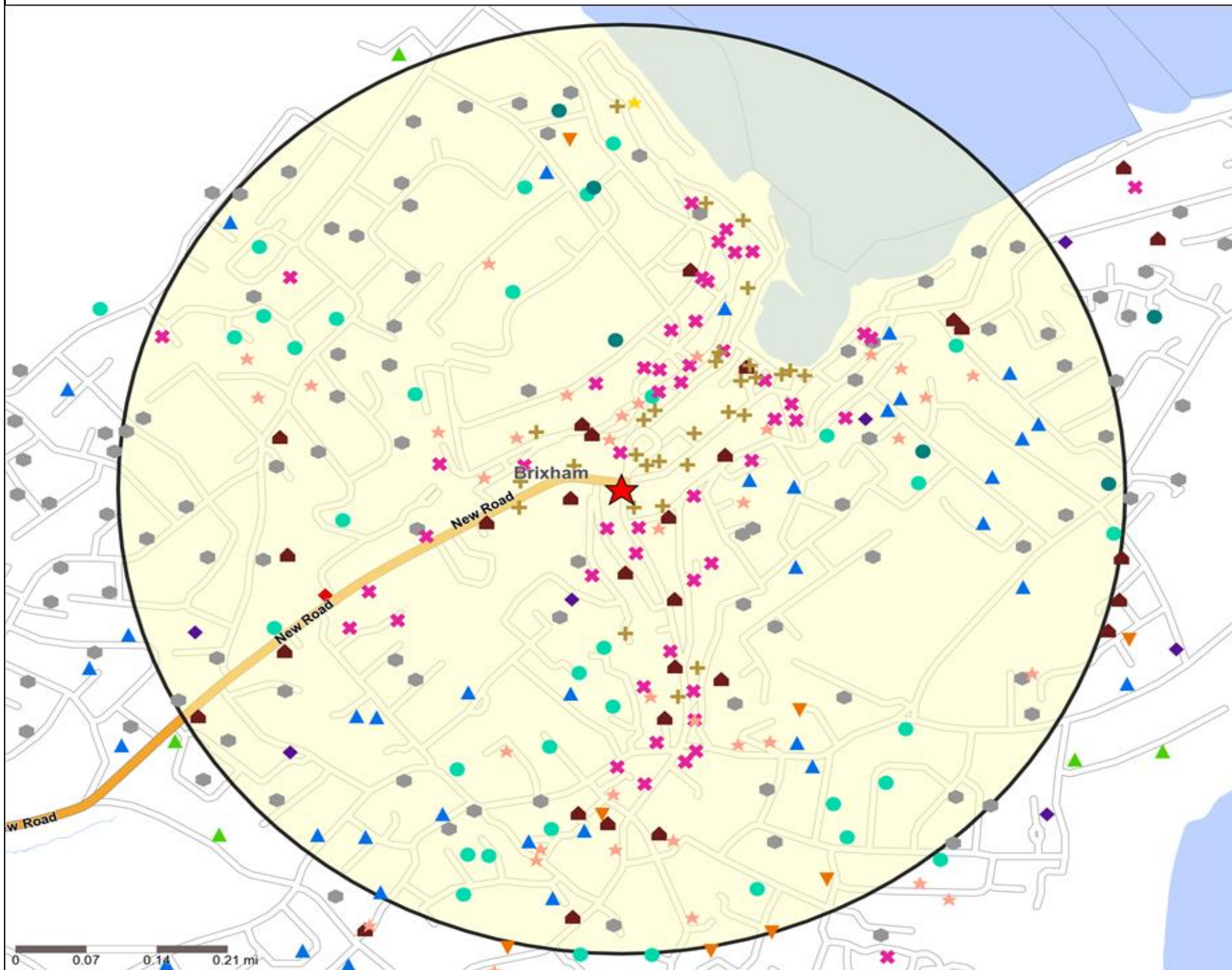
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	23	20	0	0	0	1	1
B Prestige Positions (18+)	103	391	1,449	4,317	2,036	19	37	92	83	67
C Country Living (18+)	0	96	387	2,128	1,666	0	9	26	43	57
D Rural Reality (18+)	49	377	645	1,687	1,545	9	37	43	34	53
E Senior Security (18+)	2,232	5,251	8,640	16,599	11,554	361	441	490	287	340
F Suburban Stability (18+)	775	1,702	2,362	7,259	4,601	167	190	178	167	181
G Domestic Success (18+)	116	207	689	2,539	1,449	18	17	38	43	41
H Aspiring Homemakers (18+)	1,173	1,663	2,017	6,774	3,932	169	125	102	105	104
I Family Basics (18+)	100	570	707	3,291	1,820	18	54	45	64	60
J Transient Renters (18+)	1,189	1,582	1,634	5,824	2,668	271	187	130	142	111
K Municipal Challenge (18+)	18	23	23	485	313	4	3	2	12	13
L Vintage Value (18+)	640	1,002	1,075	8,165	3,885	134	109	79	183	148
M Modest Traditions (18+)	737	1,317	1,593	5,266	4,107	204	189	154	156	207
N Urban Cohesion (18+)	25	25	25	1,152	84	6	3	2	31	4
O Rental Hubs (18+)	448	448	449	5,491	2,044	76	40	27	100	64
Adults 18+ estimate 2015	7,605	14,654	21,695	71,000	41,724	100	100	100	100	100



Mosaic UK Map and Data: BOLTON HOTEL, BRIXHAM (300350)



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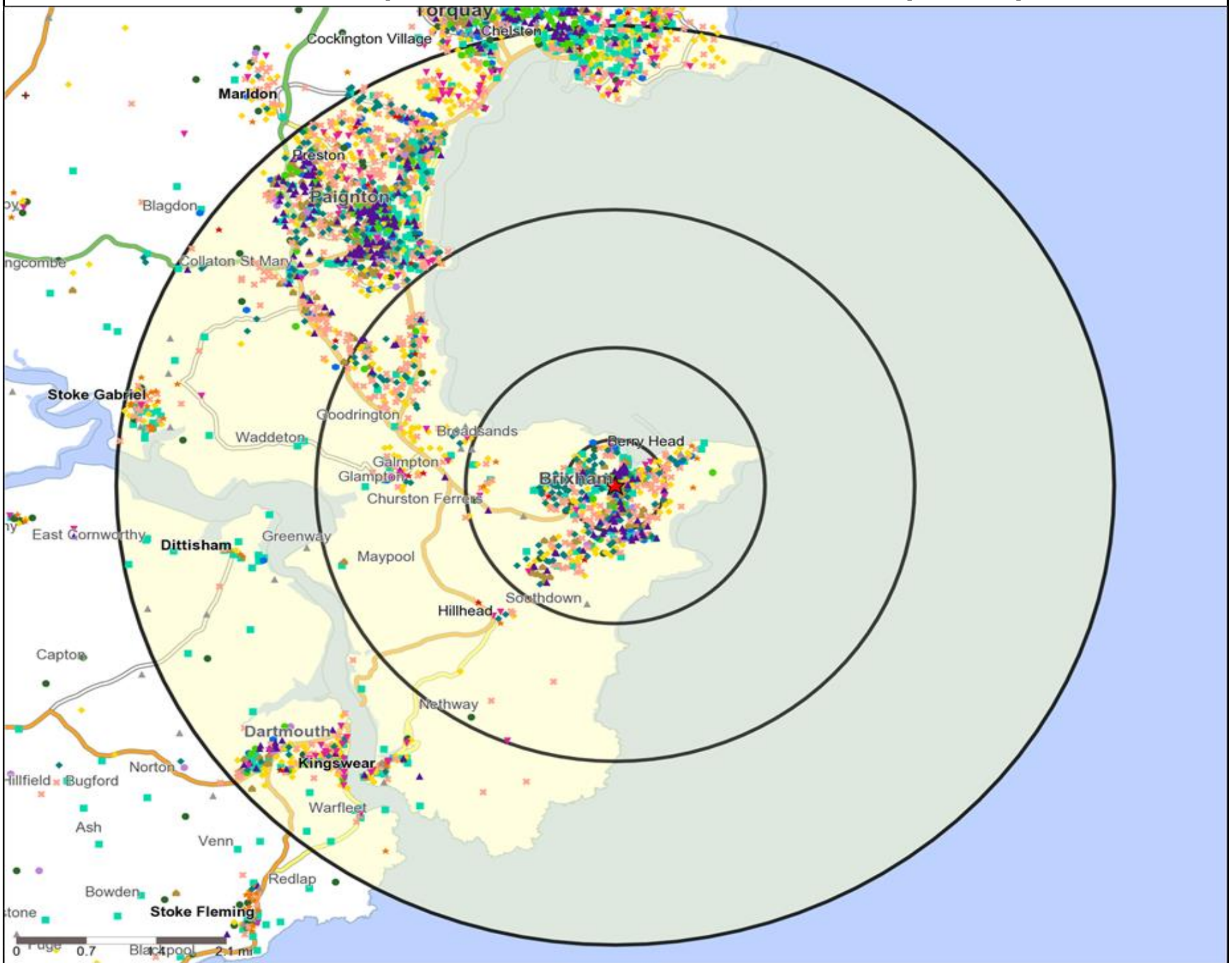
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|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | 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+)	103	19
C Country Living (18+)	0	0
D Rural Reality (18+)	49	9
E Senior Security (18+)	2,232	361
F Suburban Stability (18+)	775	167
G Domestic Success (18+)	116	18
H Aspiring Homemakers (18+)	1,173	169
I Family Basics (18+)	100	18
J Transient Renters (18+)	1,189	271
K Municipal Challenge (18+)	18	4
L Vintage Value (18+)	640	134
M Modest Traditions (18+)	737	204
N Urban Cohesion (18+)	25	6
O Rental Hubs (18+)	448	76
Adults 18+ estimate 2015	7,605	100



Occasions Map and Data: BOLTON HOTEL, BRIXHAM (300350)



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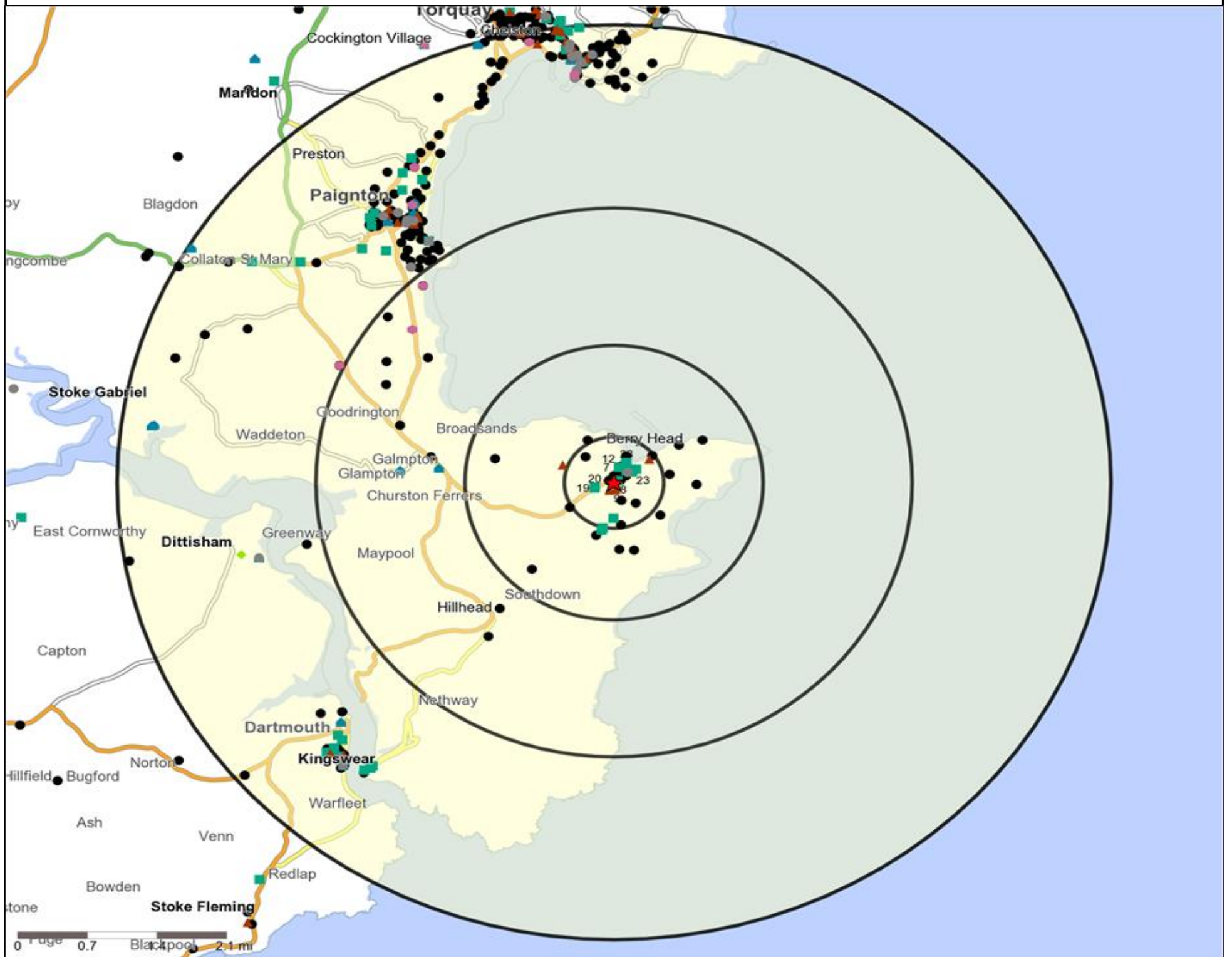
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ◆ 13 Date Night
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 07 Sporting Pints
- ▲ 11 Household Outing
- + 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	665	1,247	1,709	6,272	3,538	124	121	117	122	120
02 Early Doors	695	1,369	1,897	5,642	3,561	155	159	155	131	144
03 Everyday is Friday	435	802	1,087	3,780	2,226	114	109	104	103	106
04 Weekend Millionaires	539	974	1,216	5,033	2,820	98	92	81	95	93
05 Out On The Town	459	828	1,130	4,591	2,457	86	81	78	90	84
06 Business and Pleasure	133	250	354	1,567	815	48	48	47	59	54
07 Sporting Pints	336	590	748	3,562	1,783	57	52	47	63	55
08 Student Social	154	303	475	1,612	921	62	64	70	68	67
09 Leisurely Lunch	559	1,102	1,655	5,503	3,197	107	110	116	110	111
10 Wining and Dining	613	1,246	1,949	6,225	3,619	103	109	120	109	111
11 Household Outing	586	1,069	1,392	4,799	2,839	124	119	109	106	110
12 Midweek Meal Deal	215	417	551	2,257	1,328	81	82	76	89	91
13 Date Night	487	1,013	1,658	5,245	2,991	116	125	144	130	129
14 Birthday Treat	374	749	1,153	3,764	2,204	89	93	100	93	95
15 Pre Show Meal	153	306	459	1,622	875	105	110	116	116	110
Number of Occasions	6,403	12,265	17,433	61,474	35,174	100	100	100	100	100



Competition Map and Data: BOLTON HOTEL, BRIXHAM (300350)



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

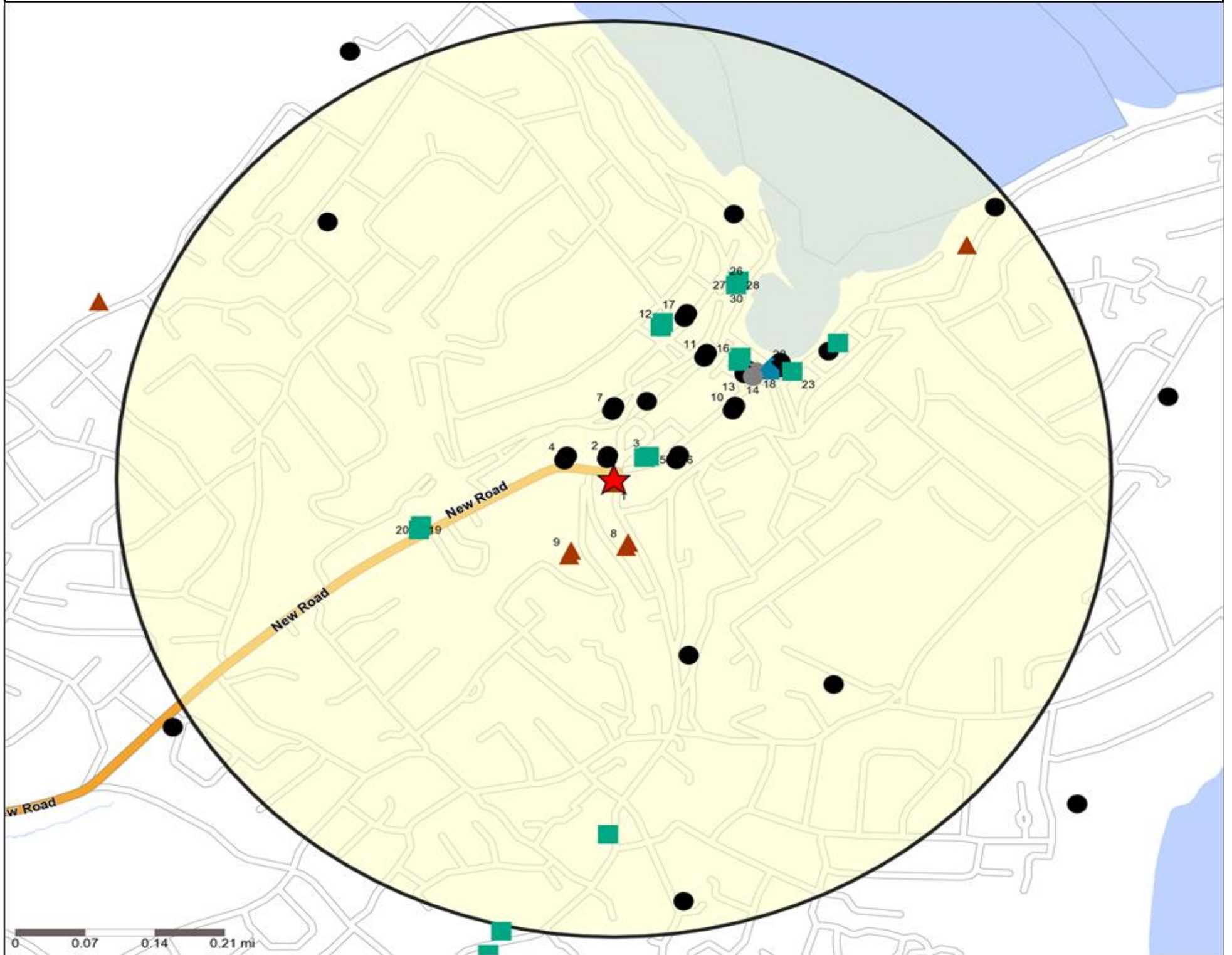
- ★ Location
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

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	1	1	1	18
Circuit Bar	4	5	5	33
Community Local	10	12	12	38
Dry Led	2	3	5	19
Branded Food Pub	0	0	2	8
Rural	0	0	0	1
Other	24	36	45	296
Total	41	57	70	413



Competition Map and Data: BOLTON HOTEL, BRIXHAM (300350)



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	1
Circuit Bar	4
Community Local	10
Dry Led	2
Branded Food Pub	0
Rural	0
Other	24
Total	41



Local Competition: BOLTON HOTEL, BRIXHAM (300350)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BOLTON HOTEL, BRIXHAM	NEW ROAD, BRIXHAM, TQ5 8LT	Punch Taverns	TQ 5 8LT	Punch Taverns	0.00
1	Bolton Hotel	New Road, Brixham	Punch Pub Company	TQ 5 8LT	Circuit Bar	0.00
2	Brixham Theatre	New Road, Brixham	Independent Free	TQ 5 8TA	Other	0.02
3	Long Bar	24 Fore Street, Brixham	Pubfolio Ltd	TQ 5 8DS	Community Local	0.04
4	Brixham Conservative Club	New Road, Brixham	Independent Free	TQ 5 8LZ	Other	0.05
5	Tq5	39 Fore Street, Brixham	Independent Free	TQ 5 8AA	Other	0.07
6	Brixham Rendezvous	35 Fore Street, Brixham	Independent Free	TQ 5 8AA	Other	0.07
7	Smugglers Haunt Hotel & Restaurant	1 Church Street, Brixham	Independent Free	TQ 5 8HG	Other	0.07
8	Vigilance	5 Bolton Street, Brixham	Wetherspoon	TQ 5 9BZ	Circuit Bar	0.07
9	Jackz	Parkham Road, Brixham	Independent Free	TQ 5 9BU	Circuit Bar	0.09
10	Balti Nights	77 Fore Street, Brixham	Independent Free	TQ 5 8AG	Other	0.14
11	Bistro 46	46 Middle Street, Brixham	Independent Free	TQ 5 8EJ	Other	0.16
12	Queens Arms	31 Station Hill, Brixham	Unknown	TQ 5 8BN	Community Local	0.17
13	Bacco	1-4 Beach Approach, Brixham	Independent Free	TQ 5 8JL	Other	0.17
14	Brixham Deli	68a Fore Street, Brixham	Independent Free	TQ 5 8EF	Cafe / Wine Bar	0.18
15	Bistro 67	64b Fore Street, Brixham	Independent Free	TQ 5 8EF	Other	0.18
16	Bullers Arms	4 The Strand, Brixham	Star Pubs & Bars	TQ 5 8EH	Community Local	0.18
17	Brioc Hotel	11 Prospect Road, Brixham	Independent Free	TQ 5 8HS	Other	0.19
18	Blue Anchor	83 Fore Street, Brixham	Punch Pub Company	TQ 5 8AH	Dry Led	0.20
19	Golden Lion	65 New Road, Brixham	Pubfolio Ltd	TQ 5 8NL	Community Local	0.20
20	Melville Hotel	45 New Road, Brixham	Independent Free	TQ 5 8NL	Other	0.20
21	Damar Bistro	New Quay Lane, Brixham	Independent Free	TQ 5 8AJ	Other	0.21
22	Rockfish	Brixham	Independent Free	TQ 5 8AJ	Other	0.21
23	Hole In The Wall	8 King Street, Brixham	Pubfolio Ltd	TQ 5 9TW	Community Local	0.21
24	Fifteen	15 The Quay, Brixham	Independent Free	TQ 5 8AW	Other	0.24
25	Saxtys	1 The Quay, Brixham	Independent Free	TQ 5 8AW	Other	0.24
26	Sprat & Mackerel	25 The Quay, Brixham	Enterprise Inns	TQ 5 8AW	Community Local	0.24
27	Rising Sun	8 The Quay, Brixham	Peninsula Inns	TQ 5 8AW	Community Local	0.24
28	Crown & Anchor	23-24 The Quay, Brixham	Pubfolio Ltd	TQ 5 8AW	Community Local	0.24
29	Lusty Wench	13 The Quay, Brixham	Independent Free	TQ 5 8AW	Other	0.24
30	Poop Deck	14 The Quay, Brixham	Independent Free	TQ 5 8AW	Other	0.24