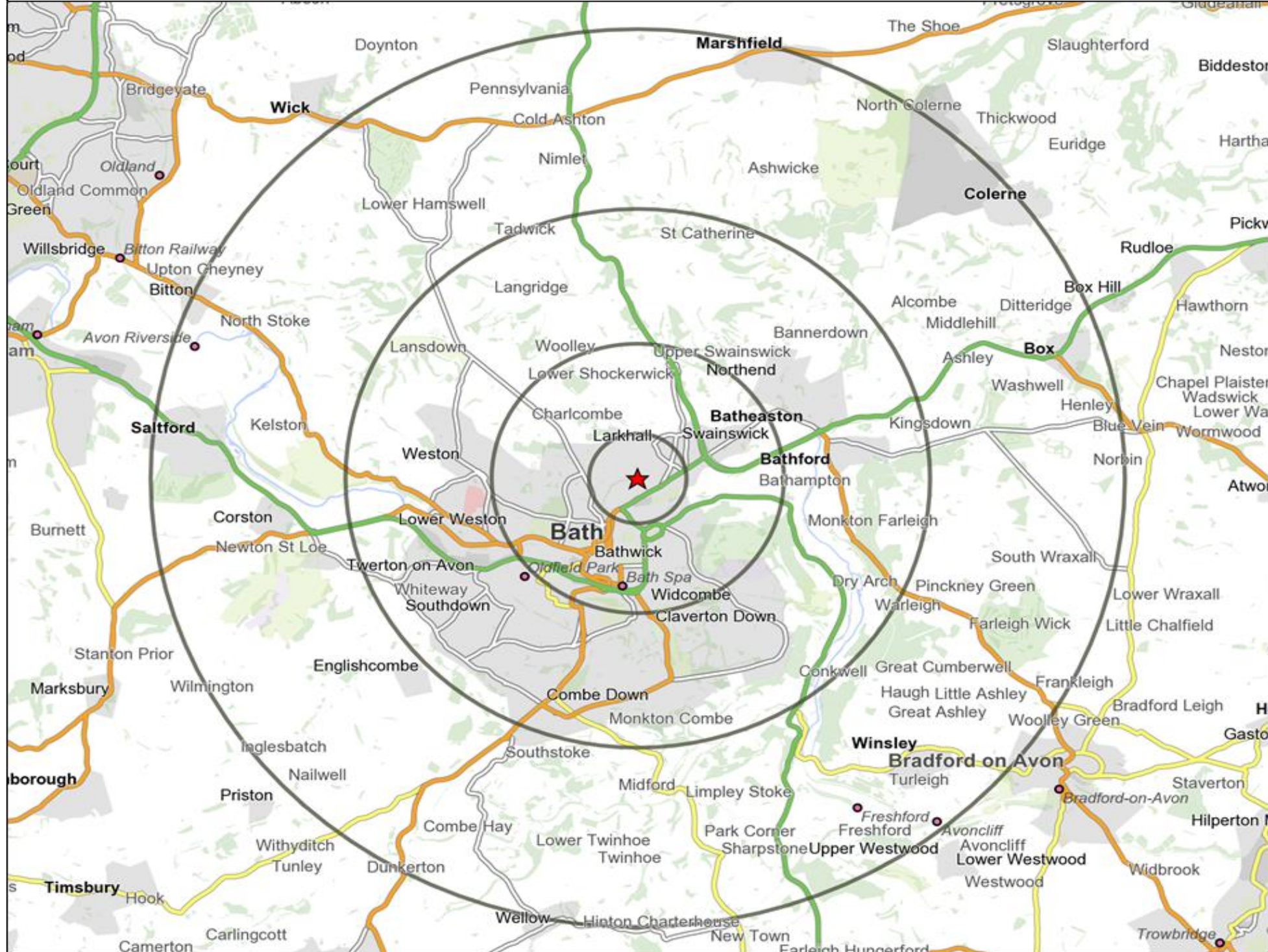




Customer Profile Report for RISING SUN, CAMDEN RD BATH (Punch Outlet Number: 300133)
5 CLAREMONT TERRACE, BATH, BA1 6EH (BA 1 6EH)



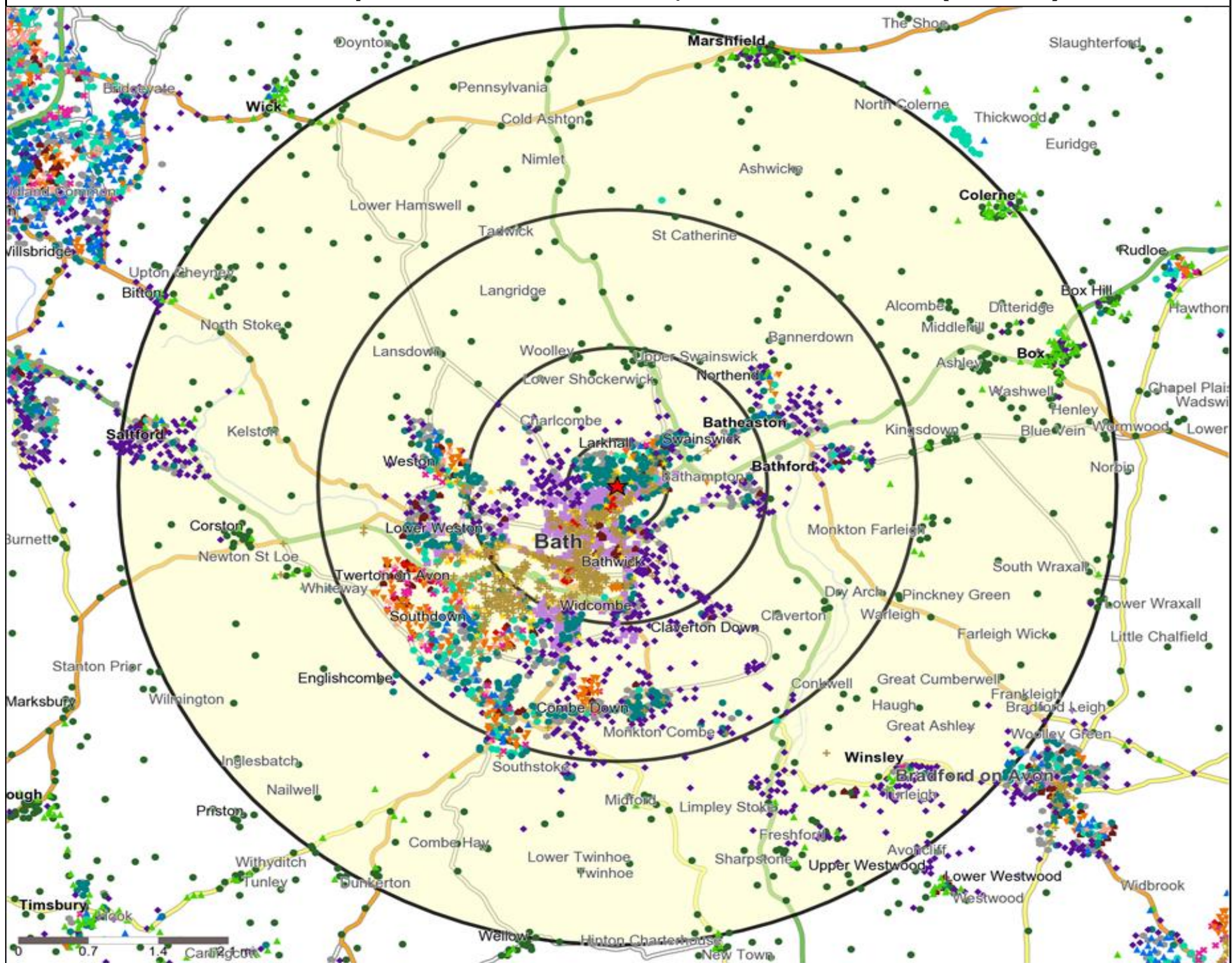
★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

	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	1,952	5,014	14,969	18,089	18,618	94	65	80	81	82
16-17	228	601	2,028	2,395	2,454	89	63	87	87	87
18-24	1,301	8,417	19,625	21,191	21,276	130	226	217	198	193
25-34	1,558	6,397	12,788	13,881	14,254	103	114	93	86	86
35-44	1,578	4,620	10,857	12,879	13,311	112	88	86	86	86
45-54	1,647	5,151	12,402	15,410	15,875	105	88	87	92	92
55-64	1,164	3,820	9,423	12,198	12,634	93	82	83	91	92
65+	1,645	7,180	17,972	22,400	23,198	82	97	100	105	106
Population estimate 2015	11,073	41,200	100,064	118,443	121,620	100	100	100	100	100

	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	10,019	34,723	87,778	104,739	107,462	93%	91%	92%	93%	93%
Mixed / Multiple Ethnic Groups	249	915	2,149	2,353	2,397	2%	2%	2%	2%	2%
Asian / Asian British	311	1,928	3,831	4,004	4,001	3%	5%	4%	4%	3%
Black / African / Caribbean / Black British	165	456	1,096	1,150	1,156	2%	1%	1%	1%	1%
Other Ethnic Group	55	336	626	673	674	1%	1%	1%	1%	1%
All People (Ethnic Group)	10,799	38,358	95,480	112,919	115,690	100	100	100	100	100



Mosaic UK Map and Data: RISING SUN, CAMDEN RD BATH (300133)



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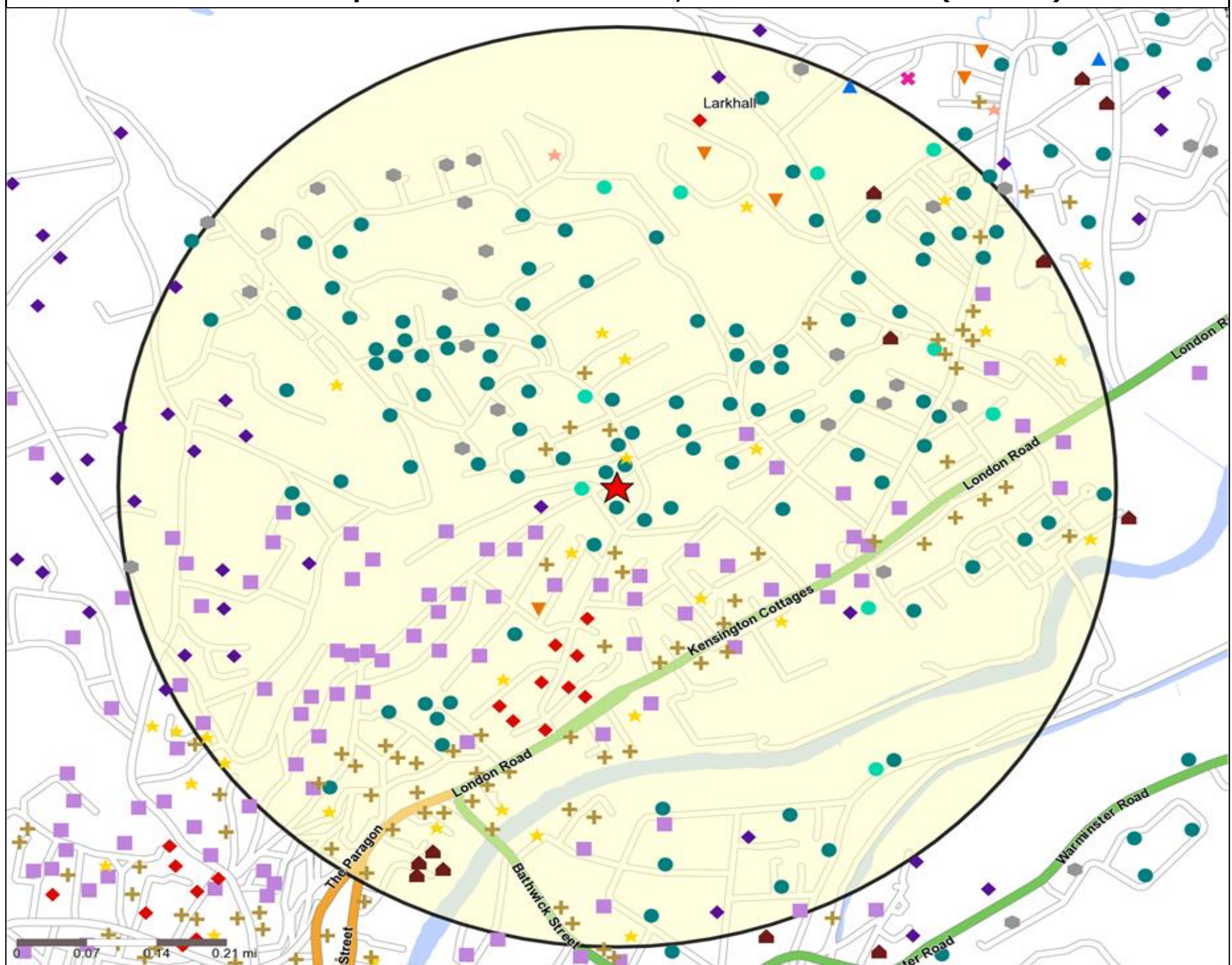
Mosaic UK Data Table (Residential)

	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+)	1,400	7,414	8,900	8,900	8,960	372	526	269	228	223
B Prestige Positions (18+)	360	3,557	8,676	13,021	11,774	56	146	152	194	170
C Country Living (18+)	7	280	873	5,440	5,657	1	12	16	85	86
D Rural Reality (18+)	0	1	124	2,584	3,134	0	0	2	40	48
E Senior Security (18+)	556	1,938	7,222	7,786	8,282	77	72	113	104	107
F Suburban Stability (18+)	93	111	1,353	1,488	1,724	17	5	28	26	30
G Domestic Success (18+)	2,711	4,918	11,559	12,156	13,216	363	176	176	157	166
H Aspiring Homemakers (18+)	254	415	4,044	4,455	4,929	31	14	57	53	57
I Family Basics (18+)	90	251	5,848	6,005	6,148	14	10	103	90	90
J Transient Renters (18+)	21	38	1,557	1,645	1,743	4	2	34	31	32
K Municipal Challenge (18+)	363	1,300	2,116	2,116	2,116	70	66	46	39	38
L Vintage Value (18+)	253	1,138	3,448	3,849	3,972	45	54	70	66	66
M Modest Traditions (18+)	79	91	1,484	1,526	1,542	19	6	40	35	34
N Urban Cohesion (18+)	768	2,008	3,028	3,028	3,081	165	115	74	63	62
O Rental Hubs (18+)	1,930	9,863	18,087	18,194	18,697	282	384	300	256	255
Adults 18+ estimate 2015	8,885	33,323	78,319	92,193	94,975	100	100	100	100	100

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Mosaic UK Map and Data: RISING SUN, CAMDEN RD BATH (300133)



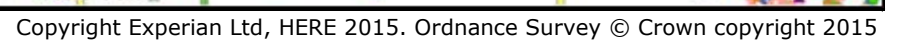
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Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	1,400	372
B Prestige Positions (18+)	360	56
C Country Living (18+)	7	1
D Rural Reality (18+)	0	0
E Senior Security (18+)	556	77
F Suburban Stability (18+)	93	17
G Domestic Success (18+)	2,711	363
H Aspiring Homemakers (18+)	254	31
I Family Basics (18+)	90	14
J Transient Renters (18+)	21	4
K Municipal Challenge (18+)	363	70
L Vintage Value (18+)	253	45
M Modest Traditions (18+)	79	19
N Urban Cohesion (18+)	768	165
O Rental Hubs (18+)	1,930	282
Adults 18+ estimate 2015	8,885	100

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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

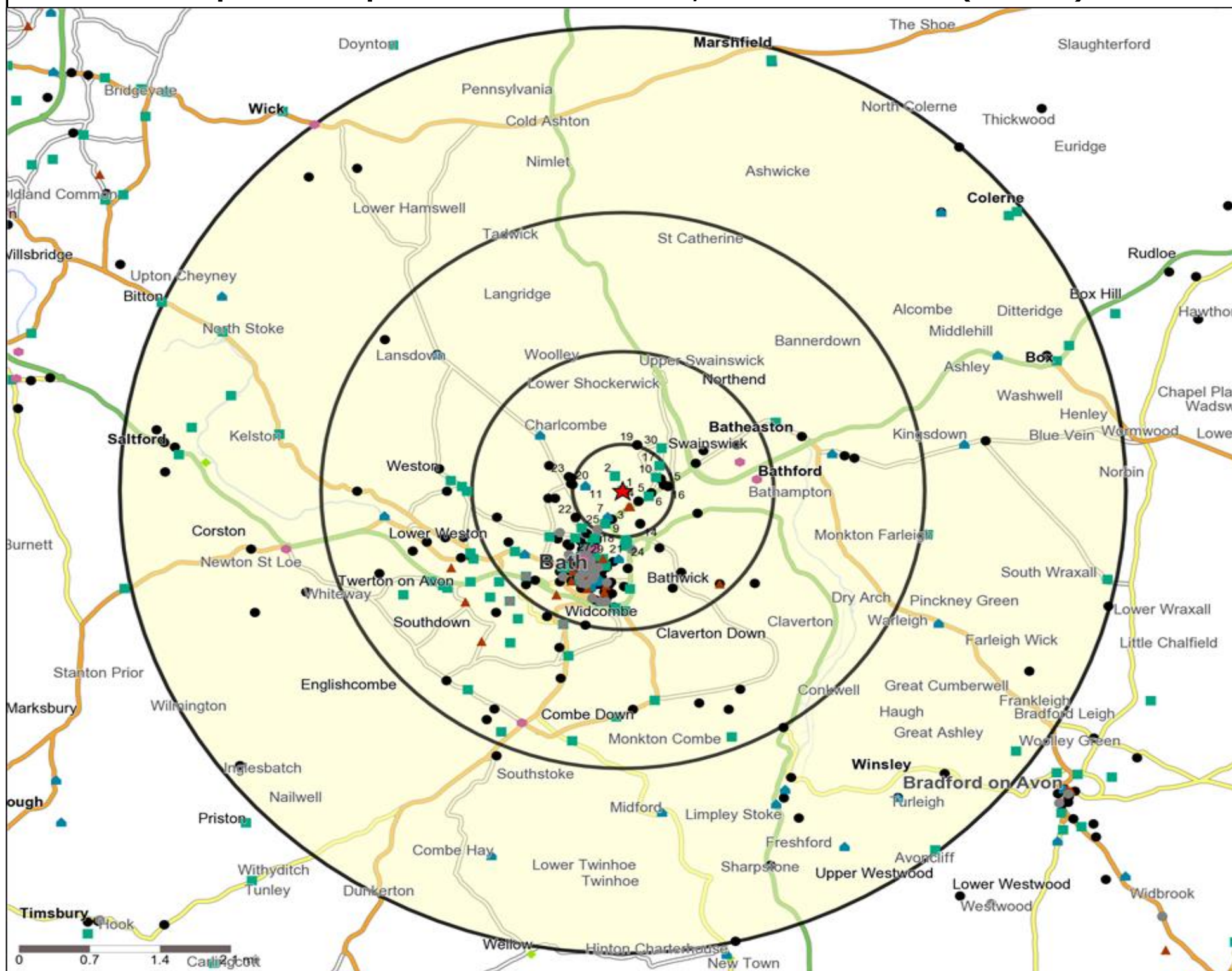
 12 Midweek Meal Deal
 13 Date Night
 14 Birthday Treat
 15 Pre Show Meal

Occasions Data Table

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	604	2,245	4,962	5,948	6,068	101	113	93	96	95
02 Early Doors	228	770	3,154	3,923	4,004	46	46	71	76	75
03 Everyday is Friday	376	1,238	3,795	4,336	4,470	88	87	100	98	99
04 Weekend Millionaires	314	779	3,162	3,516	3,748	51	38	58	55	57
05 Out On The Town	822	2,808	6,439	6,991	7,164	139	142	122	114	114
06 Business and Pleasure	569	1,600	3,416	3,994	4,069	186	157	125	126	125
07 Sporting Pints	748	2,586	5,986	6,230	6,412	115	119	103	92	92
08 Student Social	307	1,892	5,388	6,003	6,011	111	205	218	209	204
09 Leisurely Lunch	598	1,961	5,149	6,225	6,403	103	101	99	103	103
10 Wining and Dining	730	2,341	5,809	7,070	7,315	110	106	98	103	104
11 Household Outing	375	853	3,601	4,100	4,285	72	49	77	76	77
12 Midweek Meal Deal	146	520	1,996	2,442	2,546	50	53	76	80	81
13 Date Night	606	1,880	4,756	5,955	6,103	129	120	114	122	122
14 Birthday Treat	550	1,813	4,588	5,554	5,661	117	116	110	114	113
15 Pre Show Meal	146	519	1,344	1,573	1,635	90	96	93	94	95
Number of Occasions	7,119	23,805	63,545	73,860	75,894	100	100	100	100	100



Competition Map and Data: RISING SUN, CAMDEN RD BATH (300133)



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

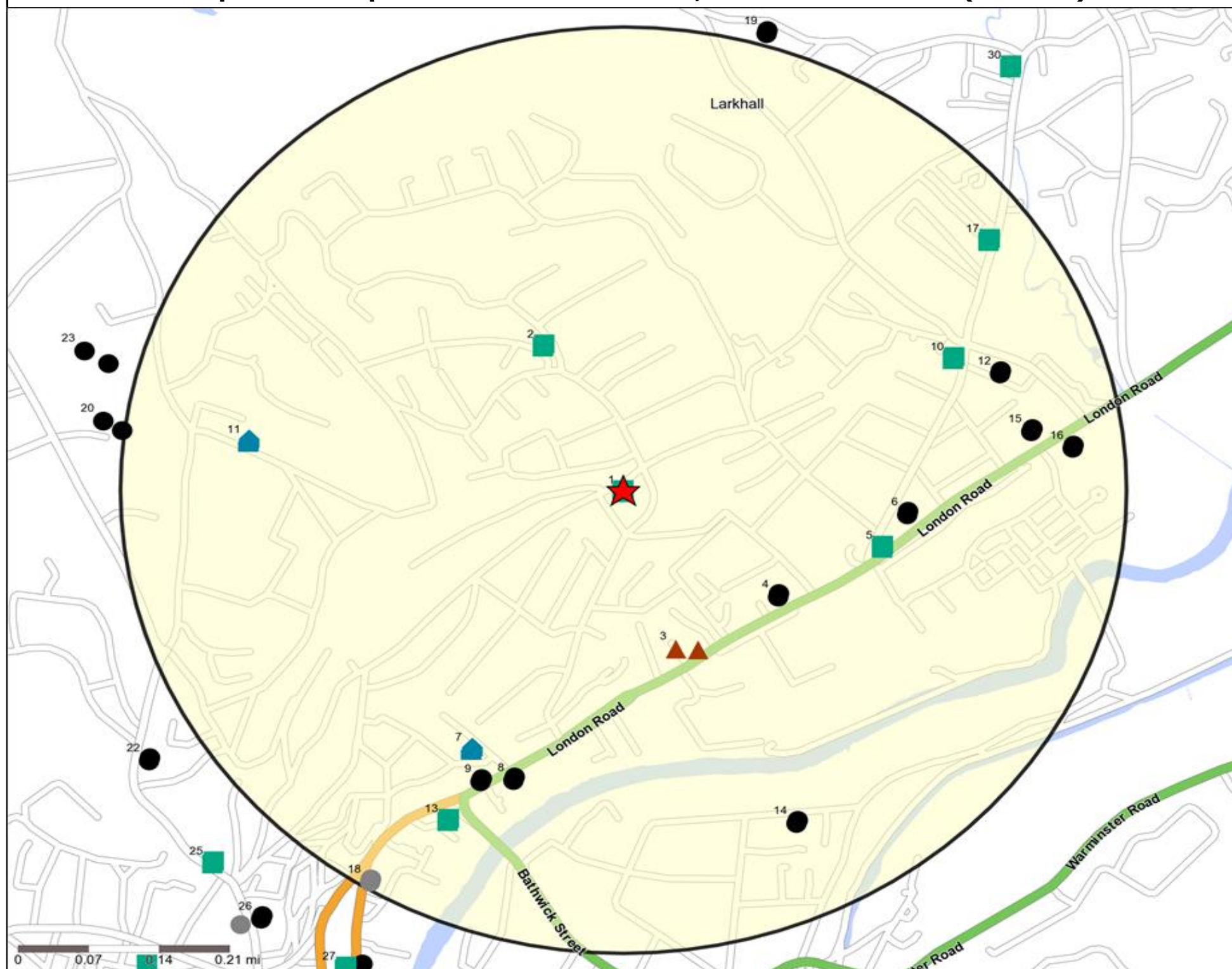


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	35	37	37
Circuit Bar	1	21	24	24
Community Local	6	31	52	67
Dry Led	2	14	18	29
Branded Food Pub	0	4	5	7
Rural	0	0	0	1
Other	8	159	190	218
Total	18	264	326	383



Competition Map and Data: RISING SUN, CAMDEN RD BATH (300133)



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
Café / Wine Bar	1
Circuit Bar	1
Community Local	6
Dry Led	2
Branded Food Pub	0
Rural	0
Other	8
Total	18



Local Competition: RISING SUN, CAMDEN RD BATH (300133)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	RISING SUN, CAMDEN RD BATH	5 CLAREMONT TERRACE, BATH, BA1 6EH	Punch Taverns	BA 1 6EH	Punch Taverns	0.00
1	Rising Sun	5 Claremont Terrace, Bath	Punch Pub Company	BA 1 6EH	Community Local	0.00
2	Fairfield Arms	1 Fairfield Park Road, Bath	Pubfolio Ltd	BA 1 6JN	Community Local	0.17
3	Hive	London Road, Bath	Unknown	BA 1 6PL	Circuit Bar	0.18
4	Kensington House G&G Entertainments	London Road, Bath	Independent Free	BA 1 6PT	Other	0.19
5	Larkhall Inn	St Saviours Road, Larkhall, Bath	Star Pubs & Bars	BA 1 6RJ	Community Local	0.26
6	One Beaufort	1 Beaufort West, Bath	Independent Free	BA 1 6QB	Other	0.28
7	King William	36 Thomas Street, Bath	Independent Free	BA 1 5NN	Dry Led	0.32
8	Salisbury Conservative Club	Walcot Terrace, Bath	Independent Free	BA 1 6AB	Other	0.33
9	Burdalls Yard	7a Anglo Terrace, Bath	Independent Free	BA 1 5NH	Other	0.35
10	Rondo	Lambridge Buildings, Bath	Independent Free	BA 1 6RS	Community Local	0.36
11	Richmond Arms	7 Richmond Place, Bath	Punch Pub Company	BA 1 5PZ	Dry Led	0.38
12	Larkhall Liberal Club	16 Lambridge Place, Bath	Independent Free	BA 1 6RU	Other	0.39
13	Curfew Inn	11 Cleveland Place West, Bath	Wadworth & Co Limited	BA 1 5DG	Community Local	0.40
14	Bathwick Boatman	Rockliffe Avenue, Bath	Independent Free	BA 2 6QP	Other	0.40
15	Walcot Old Boys Rugby Club	Lambridge, Bath	Independent Free	BA 1 6BJ	Other	0.41
16	Avon Rugby Club	London Road, Bath	Independent Free	BA 1 6BD	Other	0.45
17	Rose & Crown	6-8 Brougham Place, Bath	Wadworth & Co Limited	BA 1 6SJ	Community Local	0.45
18	Hudson Bar & Grill	14 London Street, Bath	Enterprise Inns	BA 1 5BU	Cafe / Wine Bar	0.49
19	Larkhall Sports Club	Plain Ham, Charlcombe, Bath	Independent Free	BA 1 8DJ	Other	0.51
20	Lansdown Tennis & Squash Club	Northfields, Bath	Independent Free	BA 1 5TN	Other	0.52
21	Crown Inn	23 Bathwick Street, Bath	Unknown	BA 2 6NY	Community Local	0.54
22	Lansdown Grove Hotel	Lansdown Road, Bath	Independent Free	BA 1 5EH	Other	0.55
23	Old Sulians Rugby Club	Lansdown Road, Bath	Independent Free	BA 1 5SZ	Other	0.56
24	Barley	32 Bathwick Street, Bath	Punch Pub Company	BA 2 6NZ	Community Local	0.57
25	Old Farm House	1 Lansdown Road, Bath	Unknown	BA 1 5EE	Community Local	0.57
26	Curry 2000	31 Belvedere, Bath	Independent Free	BA 1 5HR	Other	0.59
27	Bell Hotel	103 Walcot Street, Bath	Independent Free	BA 1 5BW	Community Local	0.59
28	Sukhothai	90a Walcot Street, Bath	Independent Free	BA 1 5BG	Other	0.60
29	Club XI	90b Walcot Street, Bath	Independent Free	BA 1 5BG	Other	0.60
30	Bladuds Head	1 Catsley Place, Larkhill, Bath	*Other Small Retail Groups	BA 1 6TA	Community Local	0.60