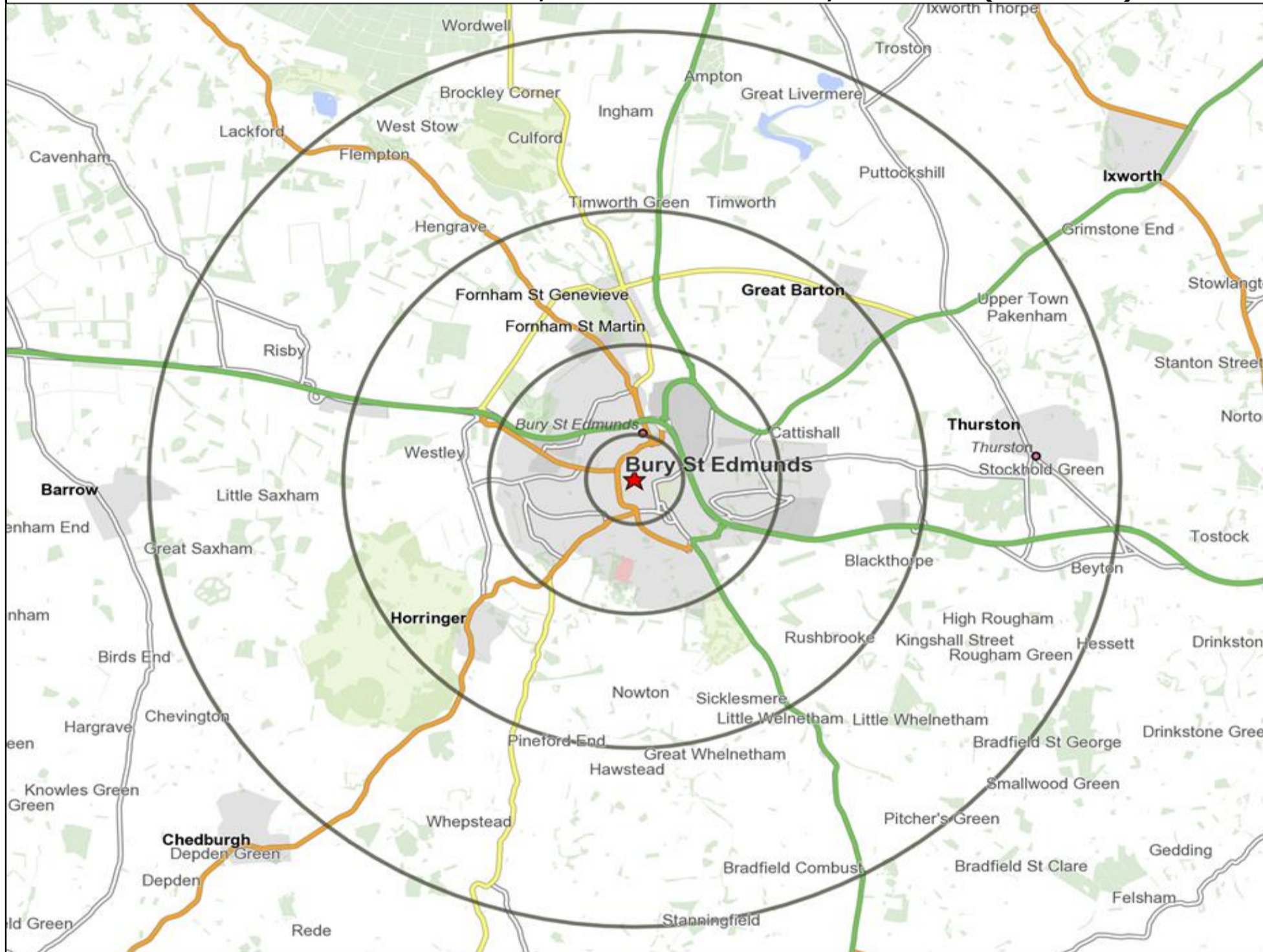




**Customer Profile Report for KAROOZE CAFE BAR, BURY ST EDMU (Punch Outlet Number: 20046)
ST. ANDREWS STREET SOUTH, BURY ST. EDMUNDS, IP33 1SD (IP33 1SD)**



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

Age Data Table

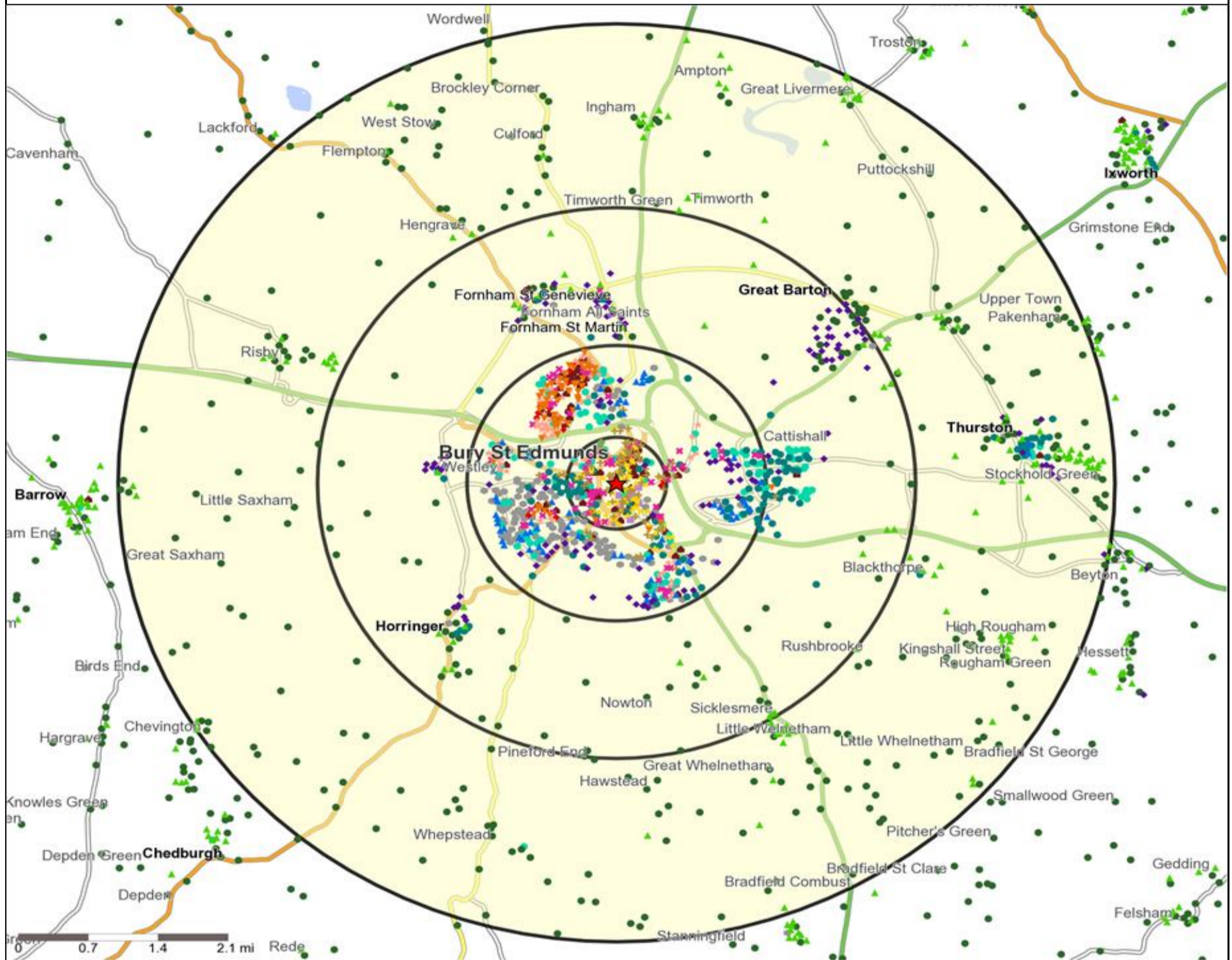
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,043	6,332	8,089	10,033	11,134	61	87	92	92	92
16-17	143	892	1,098	1,328	1,487	68	100	101	98	100
18-24	755	2,860	3,311	3,864	4,166	92	82	78	73	72
25-34	1,854	5,688	6,770	7,651	8,081	149	108	105	96	92
35-44	1,028	4,387	5,527	6,809	7,571	89	90	93	92	93
45-54	1,200	5,248	6,380	8,174	9,101	93	96	96	99	100
55-64	822	4,157	5,078	6,789	7,542	80	95	95	103	104
65+	2,250	9,015	10,769	13,654	15,109	137	130	127	130	131
Population estimate 2015	9,095	38,579	47,022	58,302	64,191	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	8,410	36,332	44,020	54,941	60,493	95%	96%	96%	96%	96%
Mixed / Multiple Ethnic Groups	149	540	670	757	825	2%	1%	1%	1%	1%
Asian / Asian British	152	808	938	1,009	1,036	2%	2%	2%	2%	2%
Black / African / Caribbean / Black British	57	184	225	258	270	1%	0%	0%	0%	0%
Other Ethnic Group	44	145	170	191	196	0%	0%	0%	0%	0%
All People (Ethnic Group)	8,812	38,009	46,023	57,156	62,820	100	100	100	100	100



Mosaic UK Map and Data: KAROOZE CAFE BAR, BURY ST EDMU (200460)



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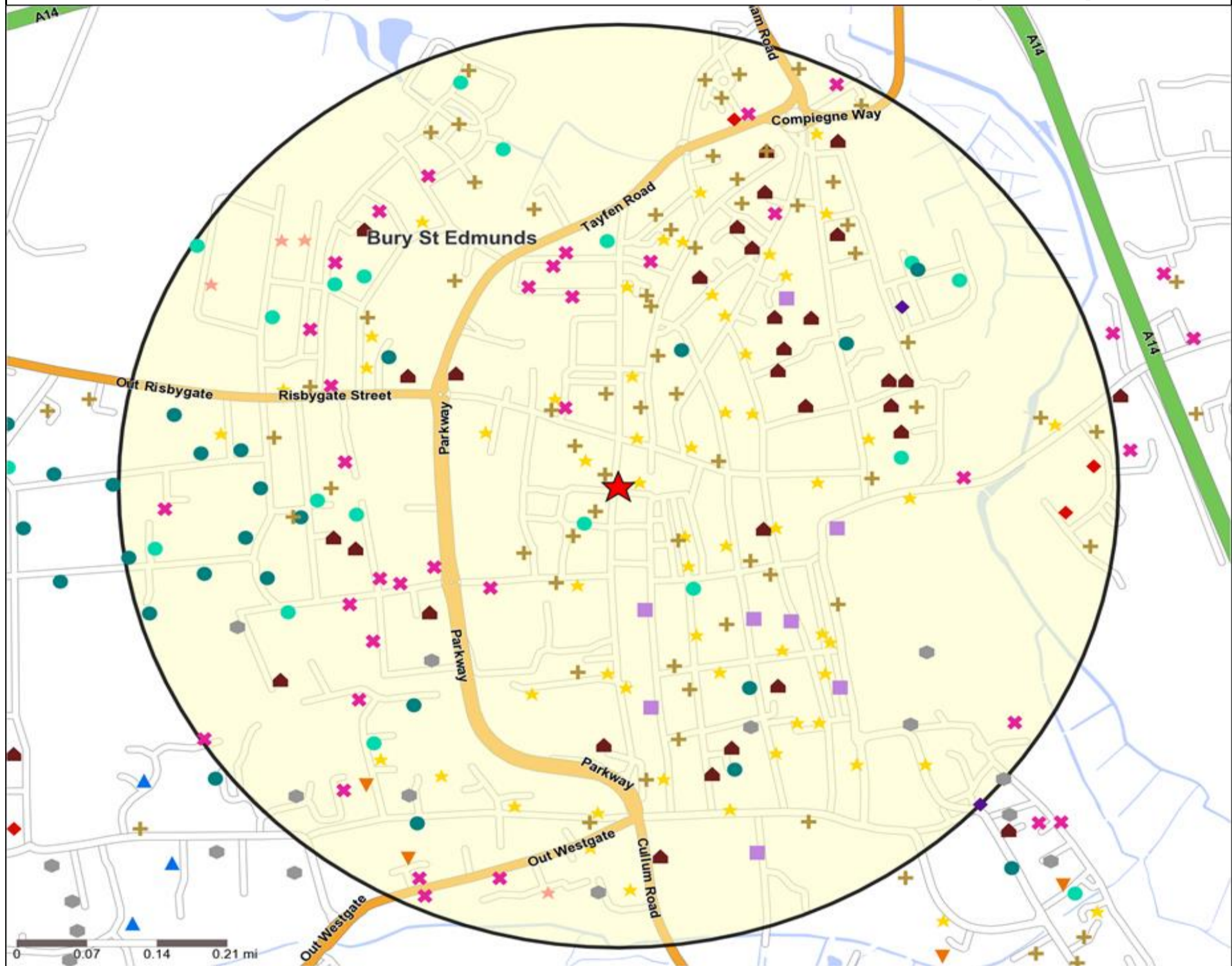
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs
- C Country Living
- B Prestige Positions

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+)	159	159	159	159	159	48	12	10	8	7
B Prestige Positions (18+)	22	1,556	3,027	3,316	3,402	4	68	110	97	91
C Country Living (18+)	0	11	1,212	5,530	7,404	0	1	46	170	207
D Rural Reality (18+)	0	16	620	3,858	6,156	0	1	24	119	173
E Senior Security (18+)	174	4,485	4,764	4,926	4,938	27	176	155	129	118
F Suburban Stability (18+)	25	2,571	2,606	2,697	2,697	5	135	113	94	86
G Domestic Success (18+)	752	3,378	4,744	5,565	5,738	114	129	150	141	133
H Aspiring Homemakers (18+)	611	3,725	4,964	5,083	5,165	86	131	145	119	110
I Family Basics (18+)	43	1,990	2,000	2,000	2,000	8	88	73	59	54
J Transient Renters (18+)	1,327	3,188	3,246	3,252	3,252	294	177	149	120	110
K Municipal Challenge (18+)	45	475	475	475	475	10	26	21	17	16
L Vintage Value (18+)	956	2,603	2,788	2,848	2,909	194	132	117	97	90
M Modest Traditions (18+)	217	2,469	2,469	2,469	2,469	58	166	138	111	101
N Urban Cohesion (18+)	1,750	1,958	1,958	1,958	1,958	427	120	99	80	73
O Rental Hubs (18+)	1,750	2,672	2,704	2,704	2,704	290	111	93	75	68
Adults 18+ estimate 2015	7,831	31,256	37,736	46,840	51,426	100	100	100	100	100



Mosaic UK Map and Data: KAROOZE CAFE BAR, BURY ST EDMU (200460)



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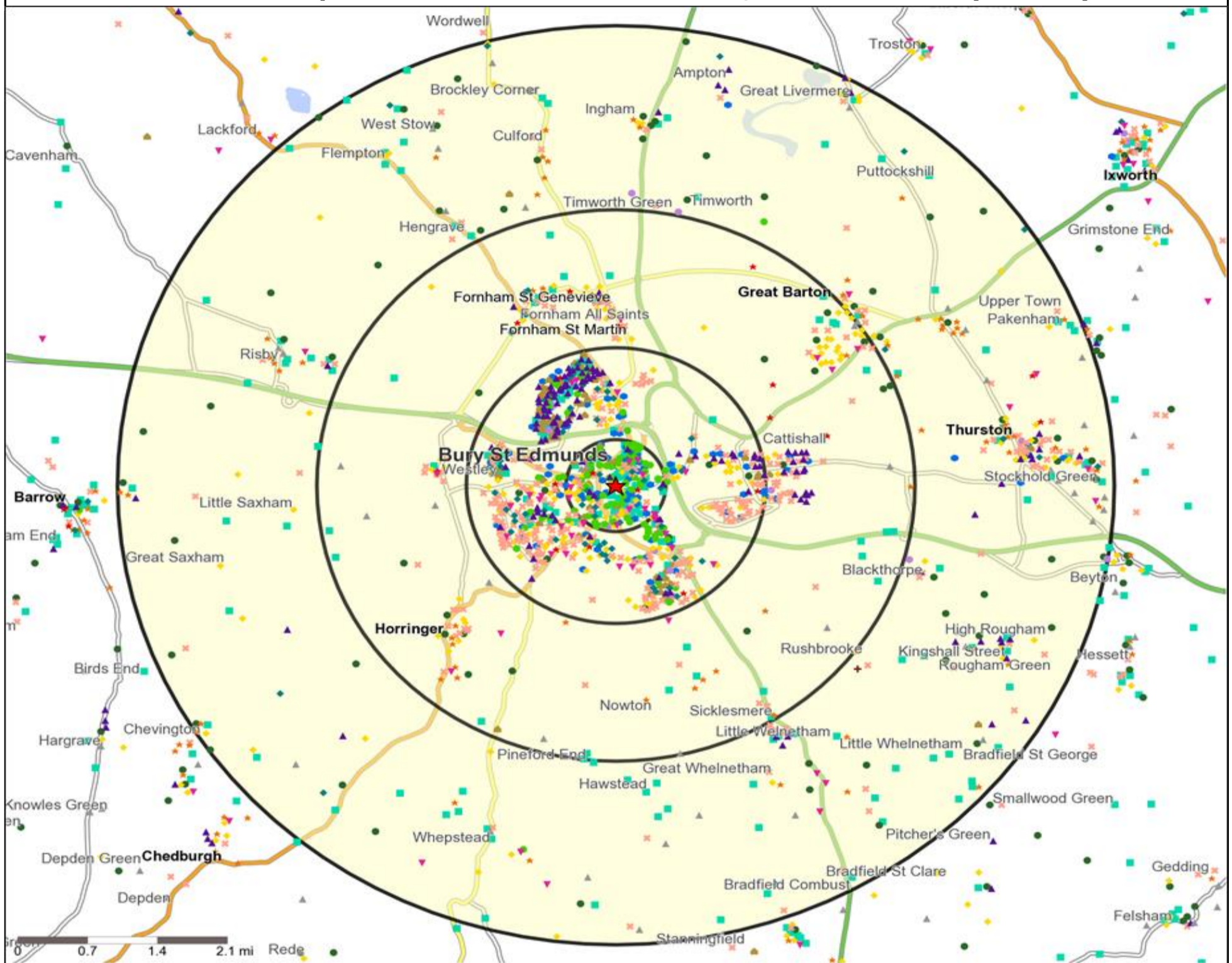
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	159	48
B Prestige Positions (18+)	22	4
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	174	27
F Suburban Stability (18+)	25	5
G Domestic Success (18+)	752	114
H Aspiring Homemakers (18+)	611	86
I Family Basics (18+)	43	8
J Transient Renters (18+)	1,327	294
K Municipal Challenge (18+)	45	10
L Vintage Value (18+)	956	194
M Modest Traditions (18+)	217	58
N Urban Cohesion (18+)	1,750	427
O Rental Hubs (18+)	1,750	290
Adults 18+ estimate 2015	7,831	100



Occasions Map and Data: KAROOZE CAFE BAR, BURY ST EDMU (200460)



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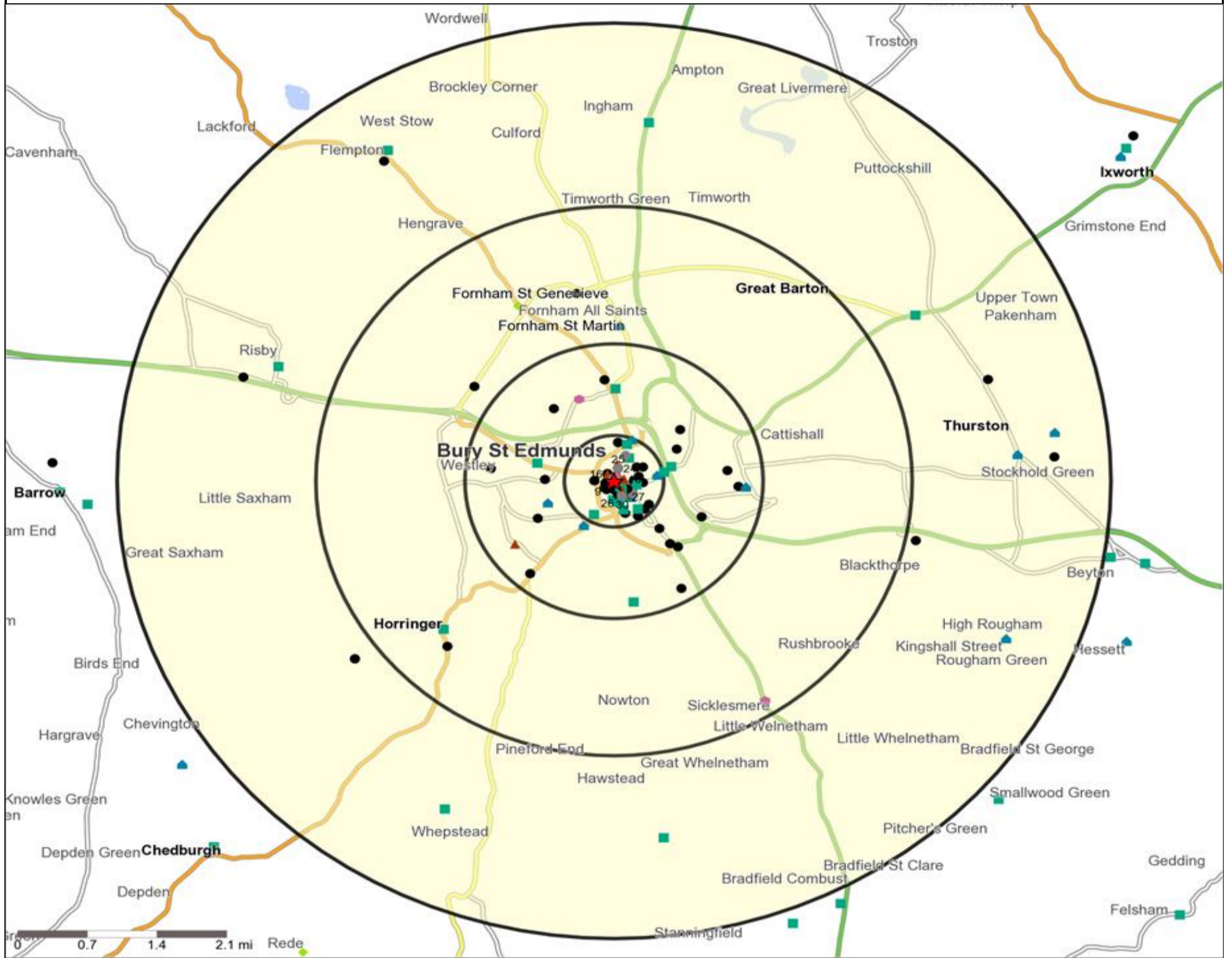
- ★ Location
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- 01 Mine's a Pint
- 05 Out On The Town
- 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- ◆ 02 Early Doors
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 03 Everyday is Friday
- 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	692	2,257	2,575	3,237	3,605	130	97	93	97	99
02 Early Doors	356	2,018	2,341	2,802	3,062	80	104	101	100	101
03 Everyday is Friday	449	1,884	2,200	2,590	2,795	118	114	111	109	108
04 Weekend Millionaires	427	2,361	2,820	3,183	3,339	78	99	99	93	89
05 Out On The Town	679	2,665	3,073	3,366	3,507	129	116	111	102	97
06 Business and Pleasure	271	878	1,103	1,425	1,600	99	74	77	83	86
07 Sporting Pints	698	2,225	2,458	2,641	2,730	120	88	81	72	69
08 Student Social	147	825	1,086	1,530	1,804	60	77	84	99	107
09 Leisurely Lunch	493	2,220	2,731	3,395	3,759	95	98	101	104	106
10 Wining and Dining	470	2,535	3,234	3,969	4,325	80	99	105	107	107
11 Household Outing	458	2,322	2,674	2,967	3,101	98	114	110	101	97
12 Midweek Meal Deal	158	972	1,204	1,704	2,017	60	85	88	103	112
13 Date Night	498	2,061	2,677	3,368	3,743	119	113	123	128	131
14 Birthday Treat	365	1,755	2,192	2,699	2,962	87	96	100	103	104
15 Pre Show Meal	197	700	820	952	1,023	137	112	109	105	104
Number of Occasions	6,358	27,678	33,188	39,828	43,372	100	100	100	100	100



Competition Map and Data: KAROOZE CAFE BAR, BURY ST EDMU (200460)



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

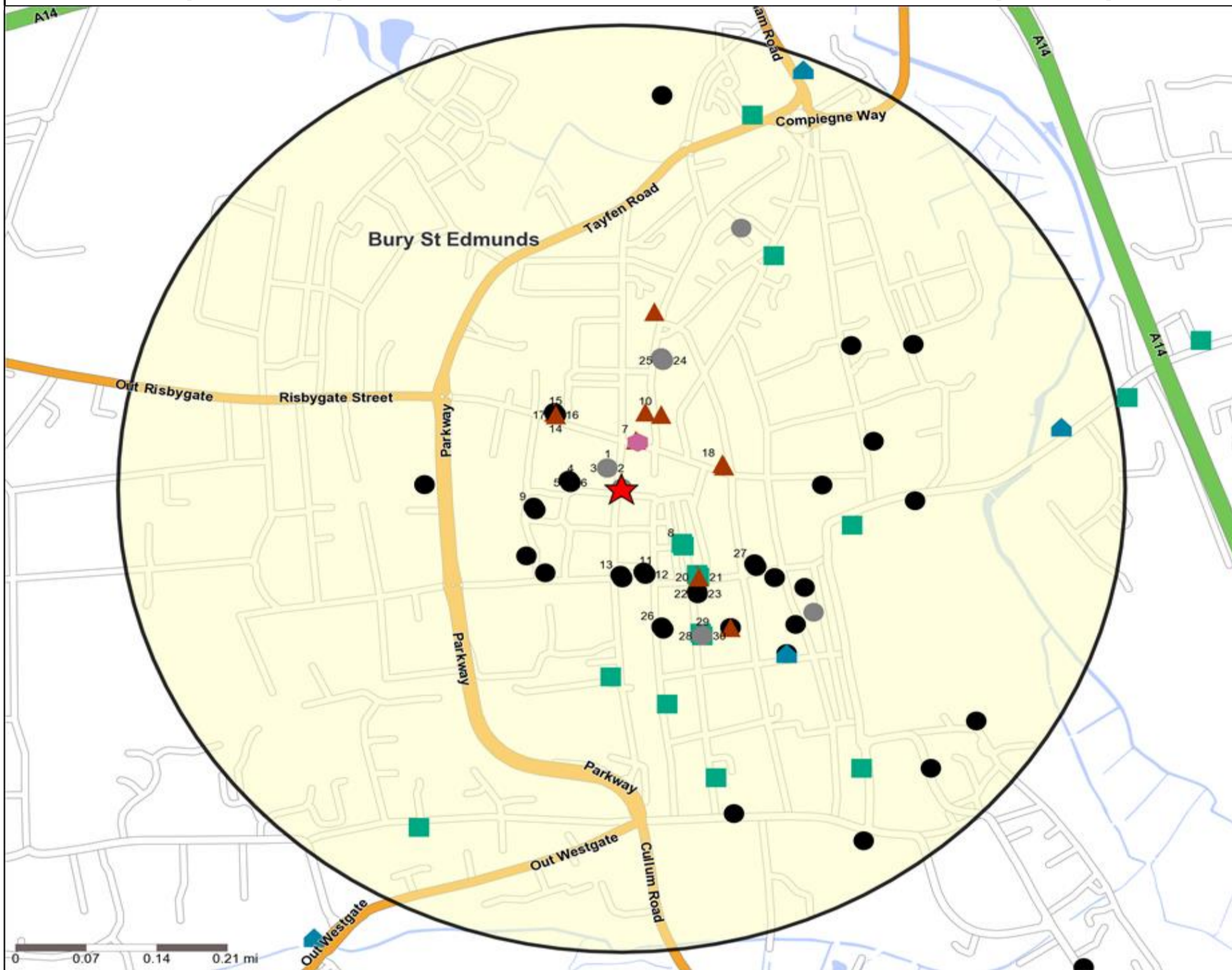


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	5	5	5	5
Circuit Bar	6	7	7	7
Community Local	10	12	13	18
Dry Led	2	4	5	8
Branded Food Pub	3	7	8	8
Rural	0	0	2	2
Other	53	73	78	85
Total	79	108	118	133



Competition Map and Data: KAROOZE CAFE BAR, BURY ST EDMU (200460)



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
- Café / 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	5
Circuit Bar	6
Community Local	10
Dry Led	2
Branded Food Pub	3
Rural	0
Other	53
Total	79



Local Competition: KAROOZE CAFE BAR, BURY ST EDMU (200460)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	KAROOZE CAFE BAR, BURY ST EDMU	ST. ANDREWS STREET SOUTH, BURY ST. EDMUNDS, IP33 1SD	Punch Taverns	IP33 1SD	Punch Taverns	0.00
1	Deja Vu	St Andrews Street South, Bury St Edmunds	Independent Free	IP33 1SD	Other	0.03
2	Karooze Cafe Bar	St Andrews Street South, Bury St Edmunds	Punch Pub Company	IP33 1SD	Cafe / Wine Bar	0.03
3	Avenue 105	St Andrews Street South, Bury St Edmunds	Independent Free	IP33 1SD	Other	0.03
4	Wagamama	Arc, Bury St Edmunds	Wagamama	IP33 3FA	Other	0.05
5	Byron	10 Auction Street, Bury St Edmunds	Hutton Collins	IP33 3FA	Other	0.05
6	Carluccios	24-26 Auction Street, Bury St Edmunds	Carluccio's Restaurants Ltd	IP33 3FA	Other	0.05
7	Grapes	1 Brentgovel Street, Bury St Edmunds	Greene King	IP33 1EA	Branded Food	0.05
8	Nut Shell	17 The Traverse, Bury St Edmunds	Greene King	IP33 1BJ	Community Local	0.09
9	Apex	1-2 Charter Square, Bury St Edmunds	Independent Free	IP33 3FD	Other	0.09
10	Bensons	88-89 St Johns Street, Bury St Edmunds	Independent Free	IP33 1SQ	Circuit Bar	0.09
11	Pizza Hut	2 Cornhill, Bury St Edmunds	Pizza Hut UK Ltd	IP33 1BE	Other	0.10
12	Full House Oriental Buffet	3-4 Cornhill, Bury St Edmunds	Independent Free	IP33 1BE	Other	0.10
13	Like Minded People	1-2 Woolhall Street, Bury St Edmunds	Independent Free	IP33 1LA	Other	0.10
14	Orissa	108 Risbygate Street, Bury St Edmunds	Independent Free	IP33 3AA	Other	0.10
15	Rose Of Bengal	109 Risbygate Street, Bury St Edmunds	Independent Free	IP33 3AA	Other	0.10
16	Gym	3 Risbygate Street, Bury St Edmunds	Greene King	IP33 3AA	Circuit Bar	0.10
17	Queen Of India	107 Risbygate Street, Bury St Edmunds	Independent Free	IP33 3AA	Other	0.10
18	Kings Arms	23 Brentgovel Street, Bury St Edmunds	Greene King	IP33 1EB	Circuit Bar	0.10
19	Nandos	Prospect Row, Bury St Edmunds	Nandos Restaurants	IP33 3DG	Other	0.12
20	Ivory	2 Abbeygate Street, Bury St Edmunds	Independent Free	IP33 1UL	Community Local	0.12
21	Corn Exchange	Abbeygate Street, Bury St Edmunds	Wetherspoon	IP33 1UL	Circuit Bar	0.12
22	Cafe Rouge	59 Abbeygate Street, Bury St Edmunds	Casual Dining Group	IP33 1LB	Other	0.14
23	Cote	52 Abbeygate Street, Bury St Edmunds	Cote Restaurants	IP33 1LB	Other	0.14
24	Bar Milan	22 St Johns Street, Bury St Edmunds	Independent Free	IP33 1SJ	Cafe / Wine Bar	0.14
25	Baitong Thai Cuisine	63-64 St Johns Street, Bury St Edmunds	Independent Free	IP33 1SJ	Other	0.14
26	Bury St Edmunds Conservative Club	12 Guildhall Street, Bury St Edmunds	Independent Free	IP33 1PR	Other	0.16
27	Giggling Squid	21 Abbeygate Street, Bury St Edmunds	Giggling Squid	IP33 1UN	Other	0.16
28	Masons Arms	14 Whiting Street, Bury St Edmunds	Greene King	IP33 1NX	Community Local	0.18
29	Baileys Bistro	5 Whiting Street, Bury St Edmunds	Independent Free	IP33 1NX	Other	0.18
30	Petrus Wine Bar	74-75 Whiting Street, Bury St Edmunds	Independent Free	IP33 1NX	Cafe / Wine Bar	0.18