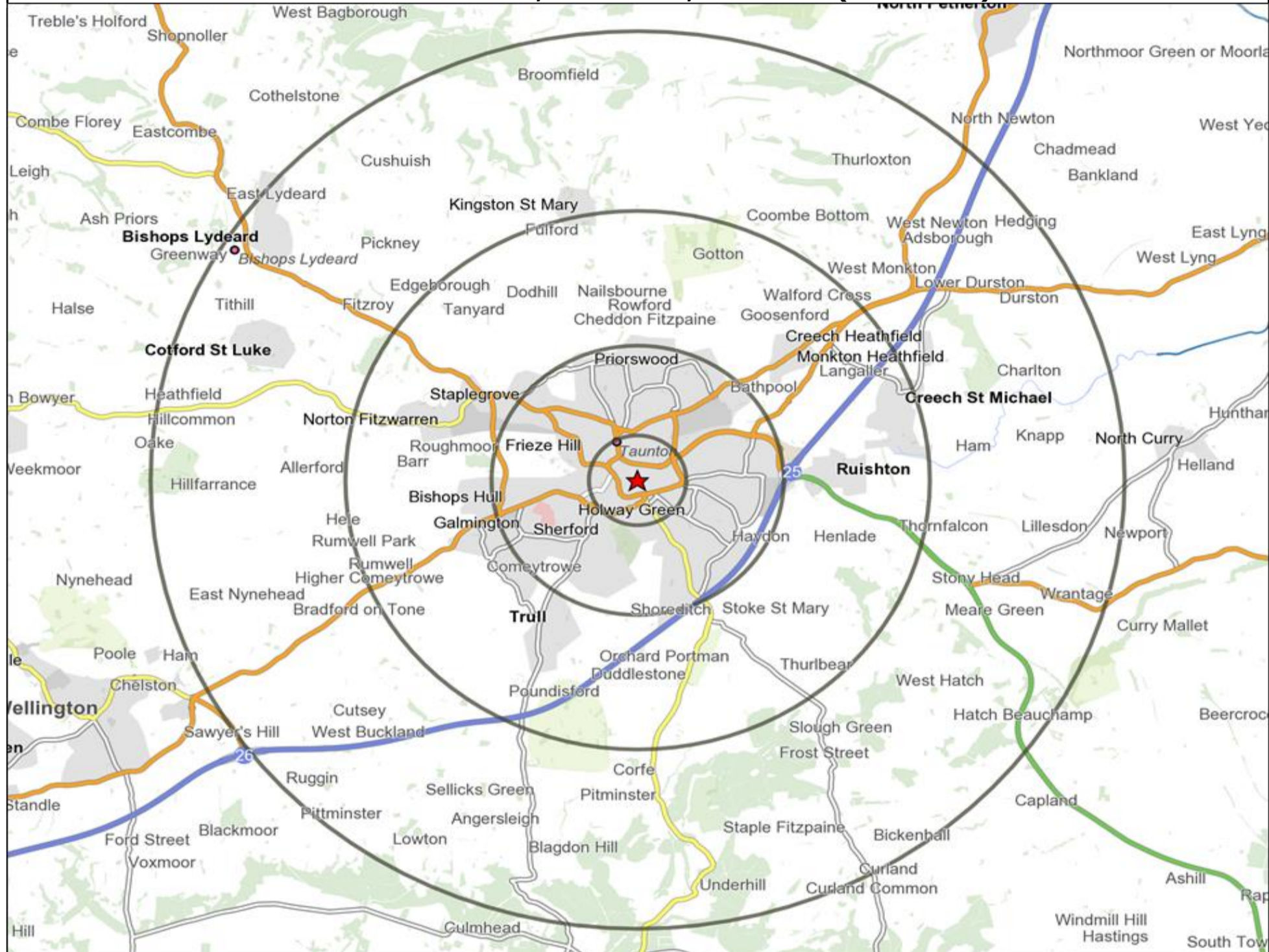




**Customer Profile Report for PRINCESS ROYAL INN, TAUNTON (Punch Outlet Number: 203141)
25 CANON STREET, TAUNTON, TA1 1SW (TA 1 1SW)**



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

Age Data Table

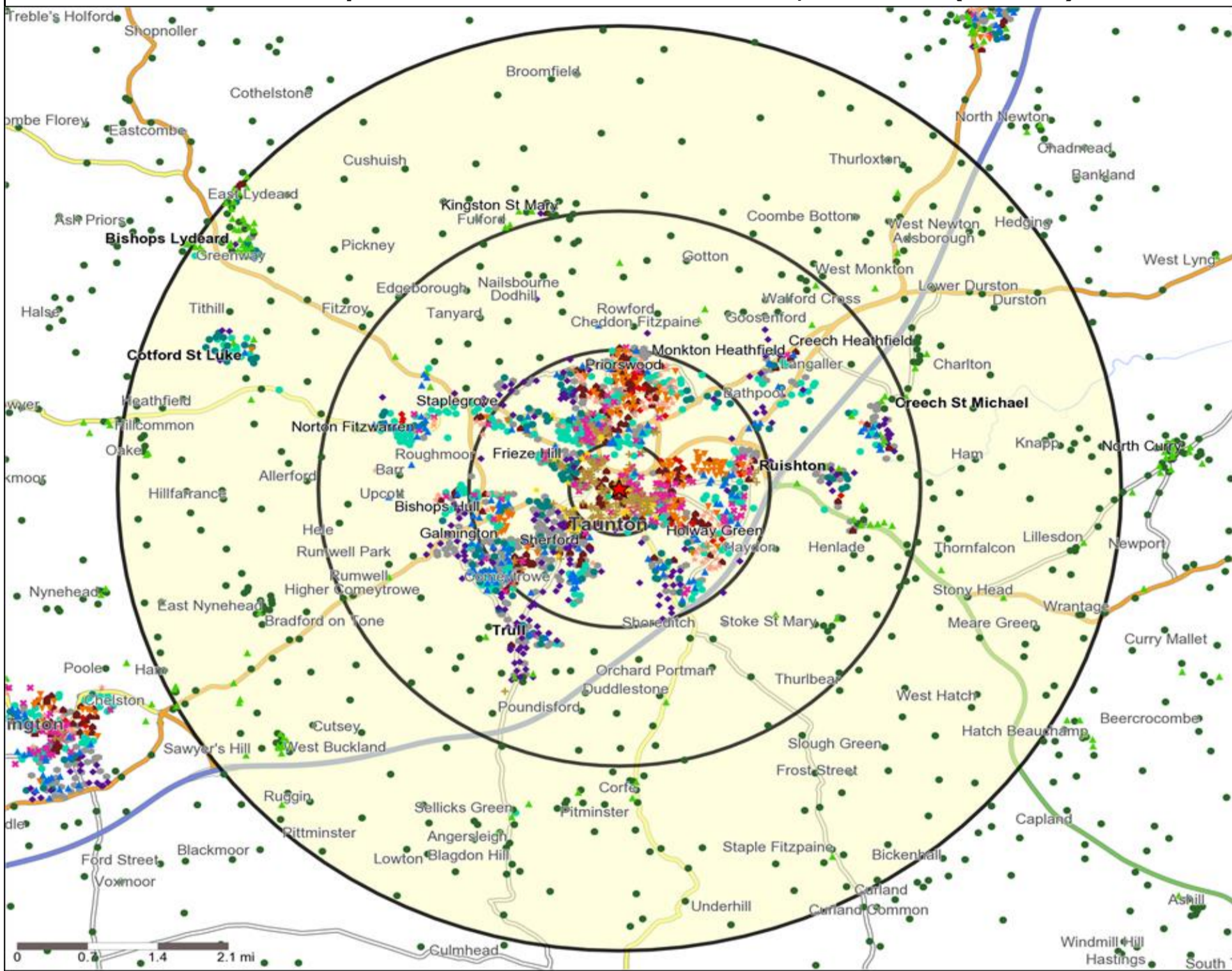
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,337	9,892	13,113	15,107	17,815	77	96	94	94	94
16-17	211	1,522	1,931	2,155	2,520	99	120	112	109	108
18-24	1,247	4,975	6,424	7,005	8,007	150	100	95	91	88
25-34	2,137	8,307	10,208	11,149	12,902	170	111	100	96	94
35-44	1,094	6,334	8,423	9,738	11,340	94	91	89	90	89
45-54	960	7,100	9,929	11,865	14,044	73	91	94	98	99
55-64	741	5,744	8,296	9,988	11,816	71	93	99	103	104
65+	1,488	10,902	16,023	18,382	22,063	90	111	120	120	122
Population estimate 2015	9,215	54,776	74,347	85,389	100,507	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	7,962	51,364	68,578	79,147	92,564	94%	96%	96%	97%	97%
Mixed / Multiple Ethnic Groups	119	579	744	820	917	1%	1%	1%	1%	1%
Asian / Asian British	288	1,139	1,326	1,370	1,537	3%	2%	2%	2%	2%
Black / African / Caribbean / Black British	37	182	211	233	260	0%	0%	0%	0%	0%
Other Ethnic Group	31	184	225	255	304	0%	0%	0%	0%	0%
All People (Ethnic Group)	8,437	53,448	71,084	81,825	95,582	100	100	100	100	100



Mosaic UK Map and Data: PRINCESS ROYAL INN, TAUNTON (203141)



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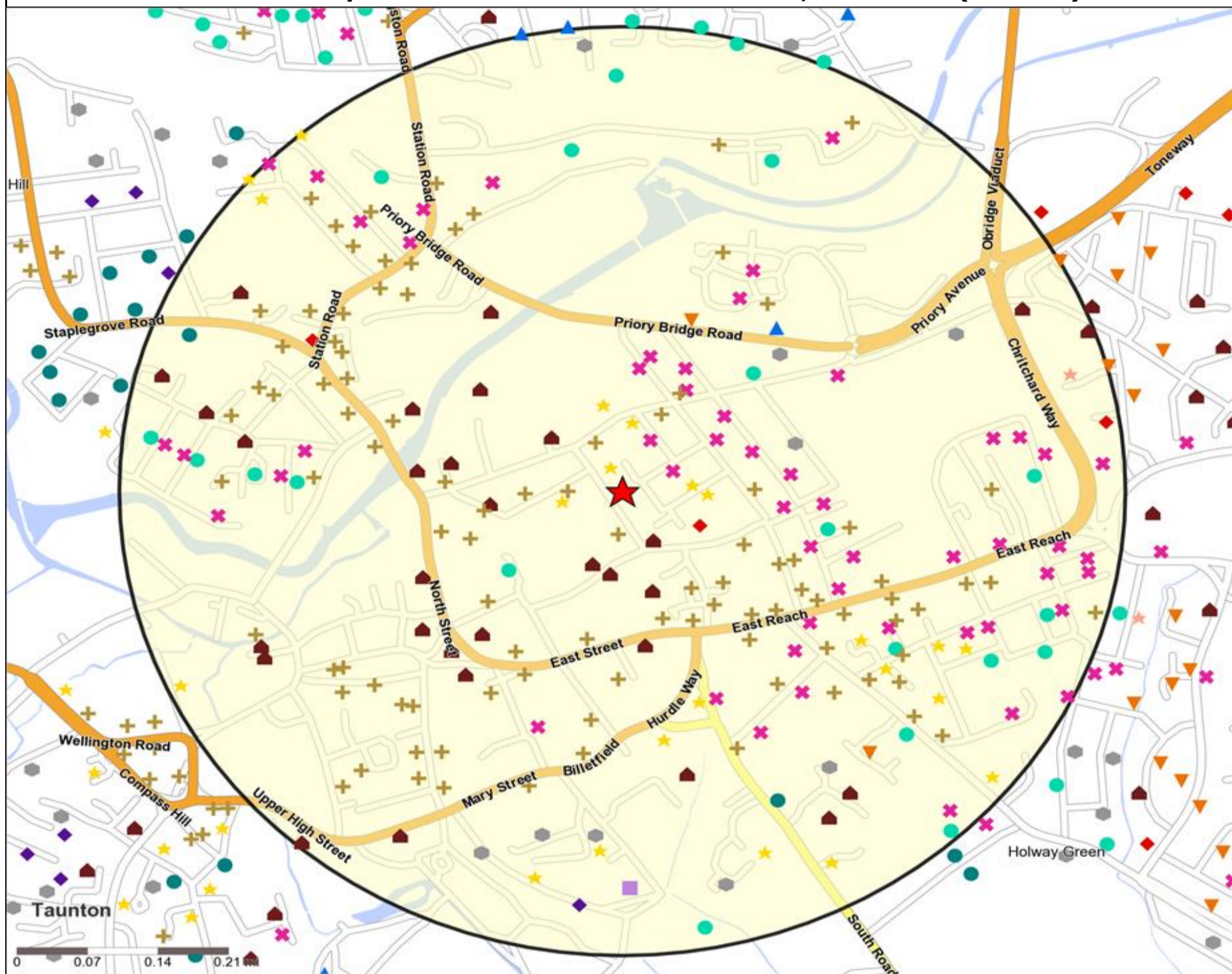
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	13	13	13	13	13	4	1	1	0	0
B Prestige Positions (18+)	19	2,057	4,276	4,450	5,081	3	66	100	91	88
C Country Living (18+)	0	12	2,044	6,577	8,295	0	0	50	141	151
D Rural Reality (18+)	0	6	681	2,850	4,065	0	0	17	61	74
E Senior Security (18+)	254	5,765	8,135	8,207	9,865	41	165	171	150	153
F Suburban Stability (18+)	88	2,601	4,152	4,252	5,083	19	99	116	104	105
G Domestic Success (18+)	194	3,026	4,502	5,540	5,880	30	84	92	98	88
H Aspiring Homemakers (18+)	649	5,880	8,994	9,549	12,027	94	150	169	156	167
I Family Basics (18+)	96	4,053	4,123	4,180	4,756	18	131	98	86	83
J Transient Renters (18+)	1,962	4,904	5,230	5,230	5,800	449	197	155	135	127
K Municipal Challenge (18+)	144	888	1,144	1,144	1,249	32	35	33	29	27
L Vintage Value (18+)	902	5,096	5,924	6,005	7,219	189	188	161	142	145
M Modest Traditions (18+)	34	3,237	3,609	3,609	4,159	9	158	130	113	111
N Urban Cohesion (18+)	764	1,172	1,172	1,172	1,172	193	52	38	33	28
O Rental Hubs (18+)	2,448	4,310	4,389	4,401	4,499	420	130	98	85	74
Adults 18+ estimate 2015	7,567	43,020	58,388	67,179	79,163	100	100	100	100	100



Mosaic UK Map and Data: PRINCESS ROYAL INN, TAUNTON (203141)



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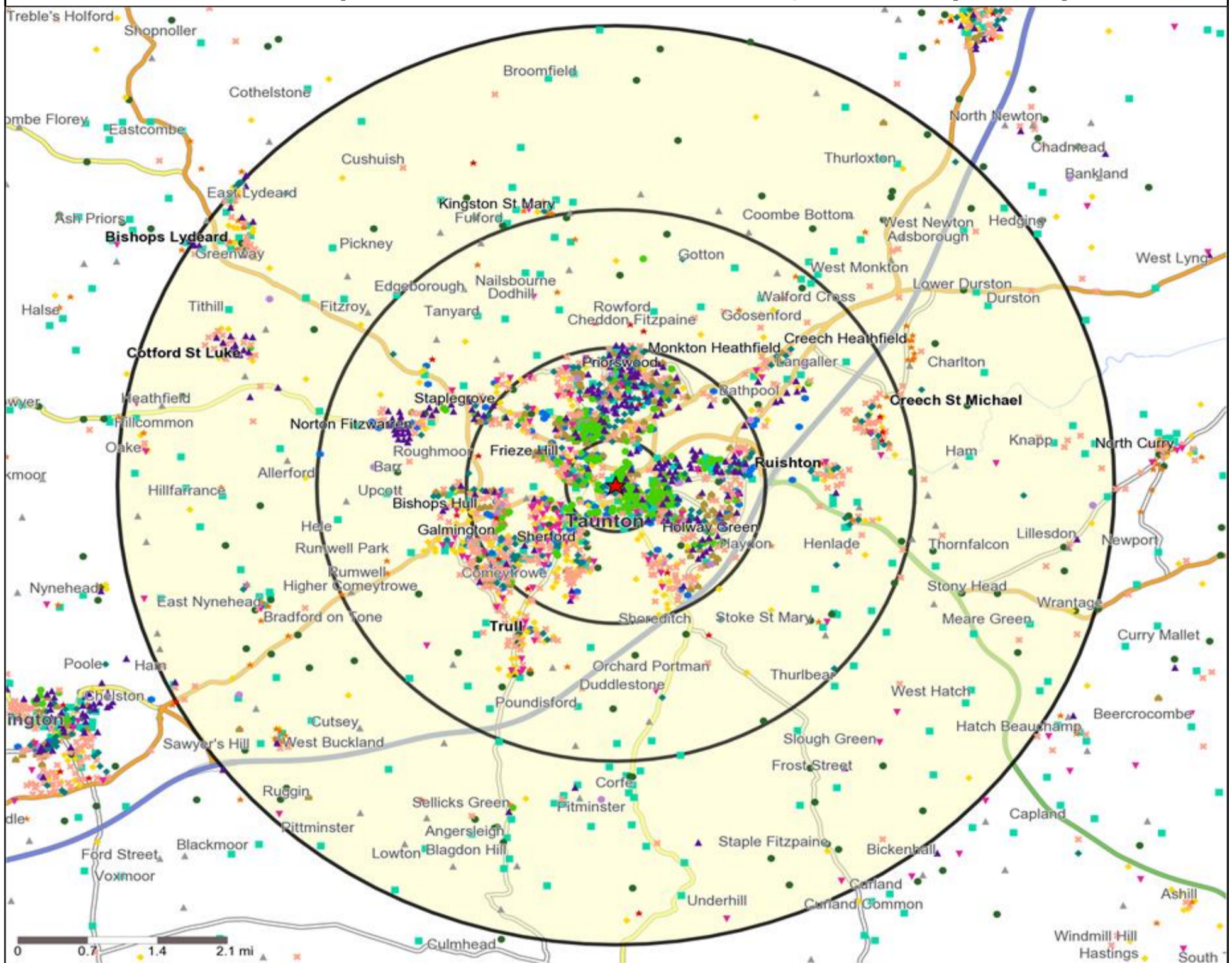
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	13	4
B Prestige Positions (18+)	19	3
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	254	41
F Suburban Stability (18+)	88	19
G Domestic Success (18+)	194	30
H Aspiring Homemakers (18+)	649	94
I Family Basics (18+)	96	18
J Transient Renters (18+)	1,962	449
K Municipal Challenge (18+)	144	32
L Vintage Value (18+)	902	189
M Modest Traditions (18+)	34	9
N Urban Cohesion (18+)	764	193
O Rental Hubs (18+)	2,448	420
Adults 18+ estimate 2015	7,567	100



Occasions Map and Data: PRINCESS ROYAL INN, TAUNTON (203141)



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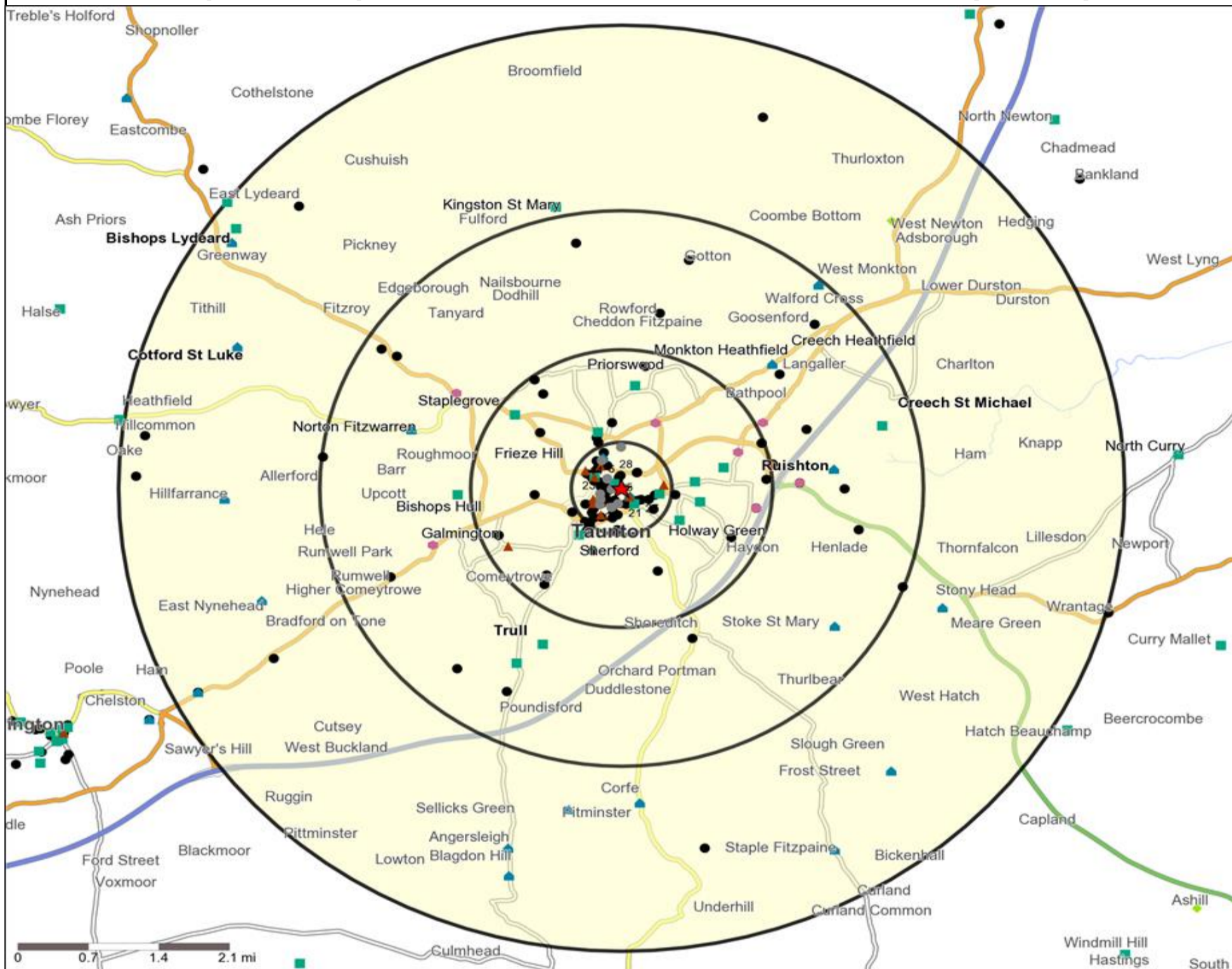
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 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	664	3,114	4,045	4,776	5,620	118	92	91	95	95
02 Early Doors	358	3,076	4,117	4,594	5,549	76	109	111	109	112
03 Everyday is Friday	434	2,679	3,378	3,759	4,398	108	111	106	105	104
04 Weekend Millionaires	562	3,769	4,942	5,368	6,550	97	109	108	104	108
05 Out On The Town	815	3,853	4,818	5,155	5,939	146	115	109	104	101
06 Business and Pleasure	295	1,288	1,748	2,163	2,475	102	75	77	84	82
07 Sporting Pints	861	3,482	4,043	4,232	4,827	140	94	83	77	75
08 Student Social	152	1,125	1,661	2,114	2,495	58	72	81	91	91
09 Leisurely Lunch	463	3,261	4,458	5,125	6,011	85	99	103	105	105
10 Wining and Dining	440	3,335	4,920	5,634	6,702	71	89	100	101	102
11 Household Outing	490	3,606	4,463	4,815	5,588	99	122	114	109	108
12 Midweek Meal Deal	238	1,587	1,986	2,390	2,793	86	95	90	96	96
13 Date Night	448	2,663	3,921	4,551	5,389	101	101	112	115	116
14 Birthday Treat	280	2,397	3,311	3,797	4,433	63	91	95	96	96
15 Pre Show Meal	213	970	1,278	1,441	1,680	140	106	106	106	105
Number of Occasions	6,713	40,205	53,089	59,914	70,449	100	100	100	100	100



Competition Map and Data: PRINCESS ROYAL INN, TAUNTON (203141)



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

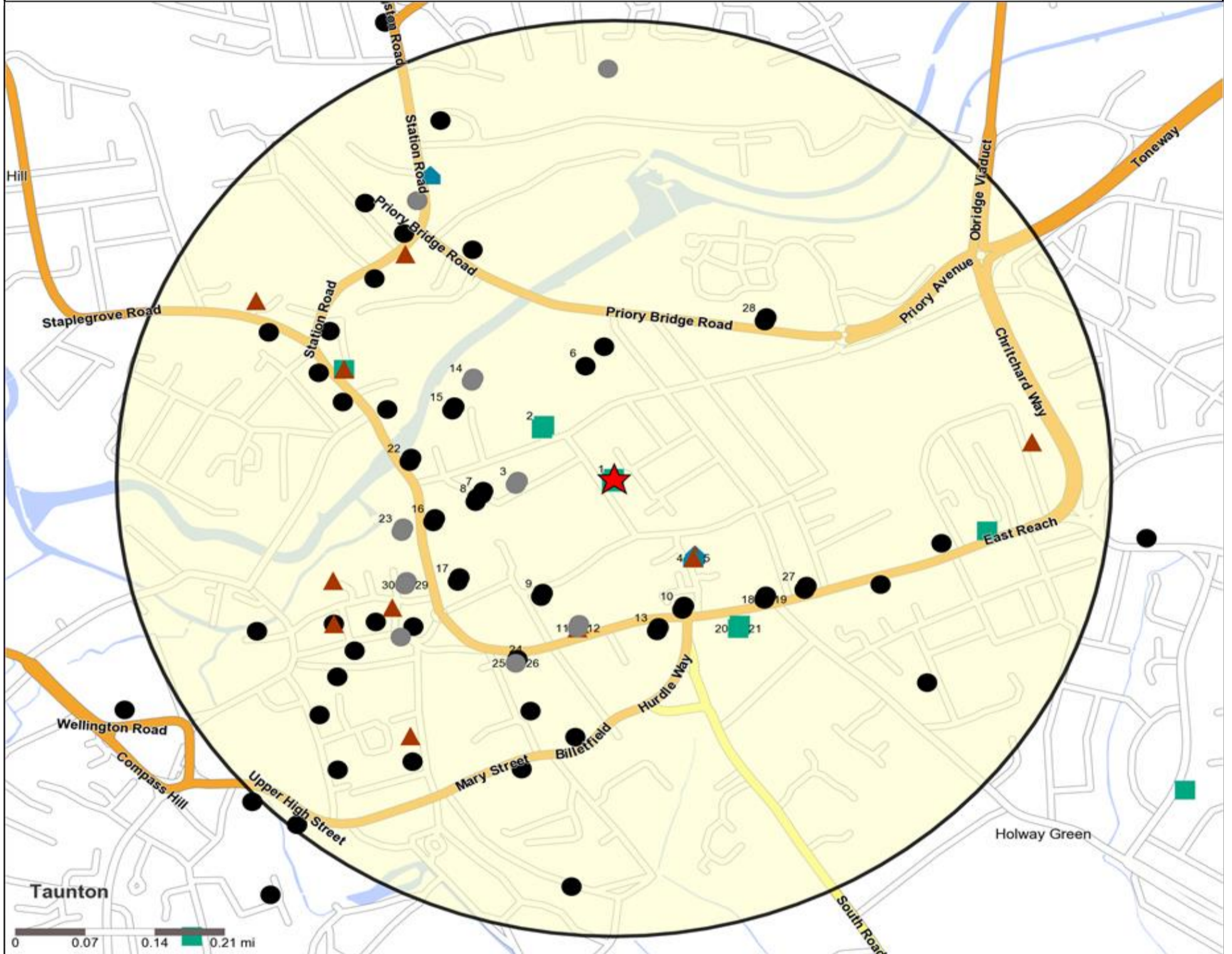
- ★ Location
- ⬠ Branded Food
- ⬠ Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	10	10	10	10
Circuit Bar	10	11	12	12
Community Local	5	13	16	18
Dry Led	2	2	7	19
Branded Food Pub	0	3	7	7
Rural	0	0	0	2
Other	54	78	99	106
Total	81	117	151	174



Competition Map and Data: PRINCESS ROYAL INN, TAUNTON (203141)



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	10
Circuit Bar	10
Community Local	5
Dry Led	2
Branded Food Pub	0
Rural	0
Other	54
Total	81



Local Competition: PRINCESS ROYAL INN, TAUNTON (203141)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PRINCESS ROYAL INN, TAUNTON	25 CANON STREET, TAUNTON, TA1 1SW	Punch Taverns	TA 1 1SW	Punch Taverns	0.00
1	Princess Royal Inn	25 Canon Street, Taunton	Punch Pub Company	TA 1 1SW	Community Local	0.00
2	Ring Of Bells	16-17 St James Street, Taunton	Enterprise Inns	TA 1 1JS	Community Local	0.09
3	Sanctuary Wine Bar	Middle Street, Taunton	Independent Free	TA 1 1SJ	Cafe / Wine Bar	0.10
4	Malt & Hops	36 Tancred Street, Taunton	Enterprise Inns	TA 1 1SP	Dry Led	0.12
5	Molly Malones	36 Tancred Street, Taunton	Unknown	TA 1 1SP	Circuit Bar	0.12
6	Somerset County Cricket Club	St James Street, Taunton	Independent Free	TA 1 1JT	Other	0.13
7	Augustus	47 St James Street, Taunton	Independent Free	TA 1 1JR	Other	0.13
8	Old Mexican	18a Middle Street, Taunton	Independent Free	TA 1 1SF	Other	0.14
9	Zizzi	Magdalene Street, Taunton	Azzurri Group Ltd	TA 1 1SB	Other	0.15
10	Ciao Roma	4 Eastgate, Taunton	Independent Free	TA 1 3NB	Other	0.16
11	Perkin Warbeck	22-23 East Street, Taunton	Wetherspoon	TA 1 3LP	Circuit Bar	0.17
12	All Stars Sports Bar	22a East Street, Taunton	Independent Free	TA 1 3LP	Cafe / Wine Bar	0.17
13	Aloha	44-45 East Street, Taunton	*Other Small Retail Groups	TA 1 3NA	Other	0.17
14	Olivo & Farina	St James Street, Taunton	*Other Small Retail Groups	TA 1 1AE	Cafe / Wine Bar	0.18
15	Brewhouse Theatre & Arts Centre	Coal Orchard, Taunton	Independent Free	TA 1 1JL	Other	0.18
16	Ask Italian	38 North Street, Taunton	Azzurri Group Ltd	TA 1 1LW	Other	0.19
17	County Stores	52 North Street, Taunton	Independent Free	TA 1 1ND	Other	0.19
18	2 Ts Restaurant	11 East Reach, Taunton	Independent Free	TA 1 3EW	Other	0.20
19	Aphrodites Restaurant	15 East Reach, Taunton	Independent Free	TA 1 3EW	Other	0.20
20	Natraj Tandoori Restaurant	148 East Reach, Taunton	Independent Free	TA 1 3HT	Other	0.21
21	Racehorse Inn	157 East Reach, Taunton	St Austell	TA 1 3HT	Community Local	0.21
22	Olive Tree	10 The Bridge, Taunton	Independent Free	TA 1 1UG	Other	0.21
23	Cafe Mambo	Mill Lane, Taunton	Lifestyle Hospitality Group	TA 1 1LN	Cafe / Wine Bar	0.22
24	Hugos Restaurant	4-6 Cheapside, Taunton	Independent Free	TA 1 3LG	Other	0.22
25	Nandos	1 North Street, Taunton	Nandos Restaurants	TA 1 3LG	Other	0.22
26	Bills	3-6 Cheapside, Taunton	Bills	TA 1 3LG	Cafe / Wine Bar	0.22
27	Udins Balti Hut	23 East Reach, Taunton	Independent Free	TA 1 3EP	Other	0.23
28	Raob Club	Priory Bridge Road, Taunton	Independent Free	TA 1 1QB	Other	0.23
29	Brazz	Castle Green, Taunton	*Other Small Retail Groups	TA 1 1NF	Cafe / Wine Bar	0.24
30	Castle Hotel	Castle Green, Taunton	Bespoke Hotel Company Ltd	TA 1 1NF	Other	0.24