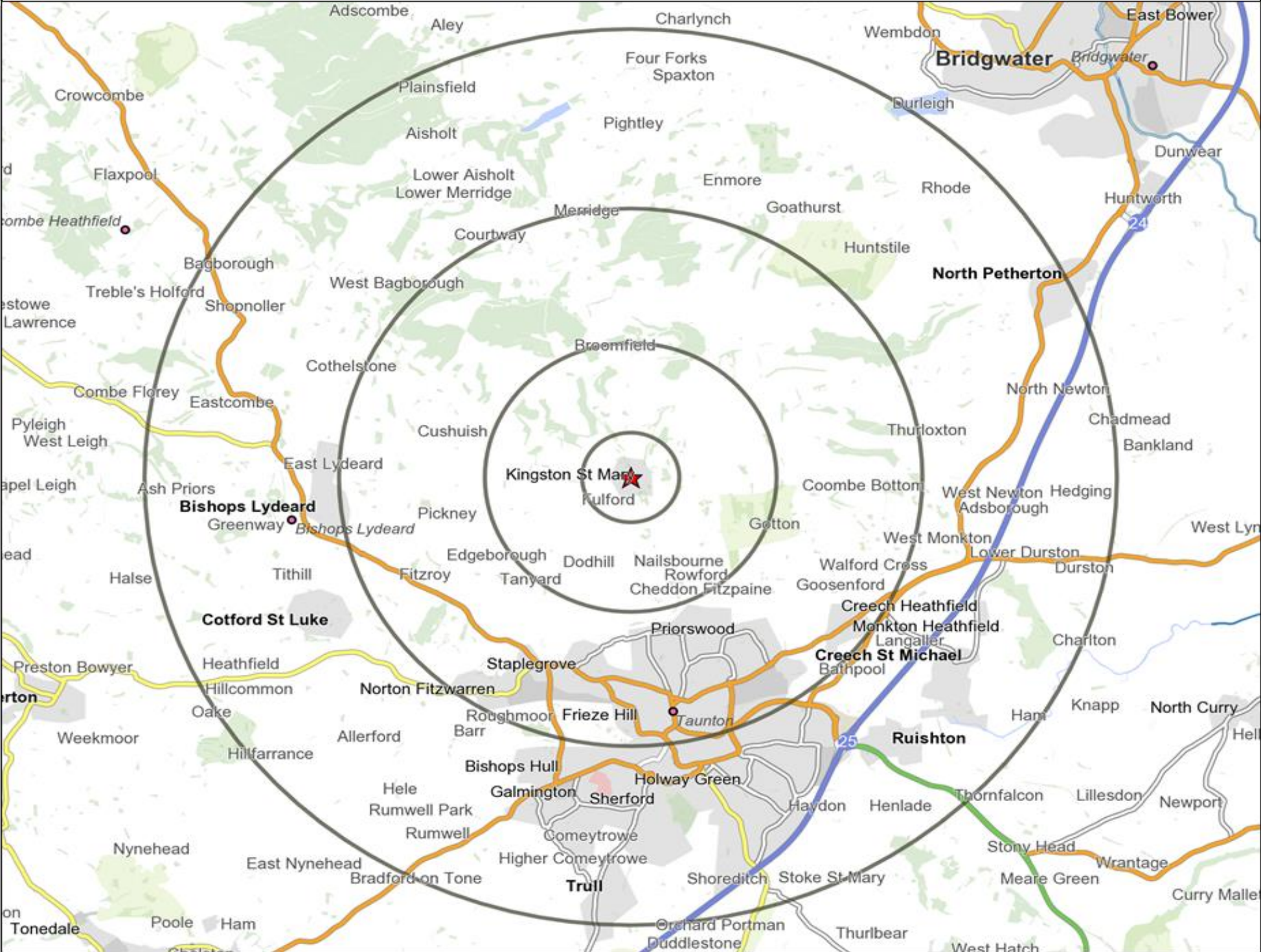




Customer Profile Report for SWAN AT KINGSTON, TAUNTON (Punch Outlet Number: 203464)
KINGSTON ST. MARY, TAUNTON, TA2 8HW (TA 2 8HW)



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

Age Data Table

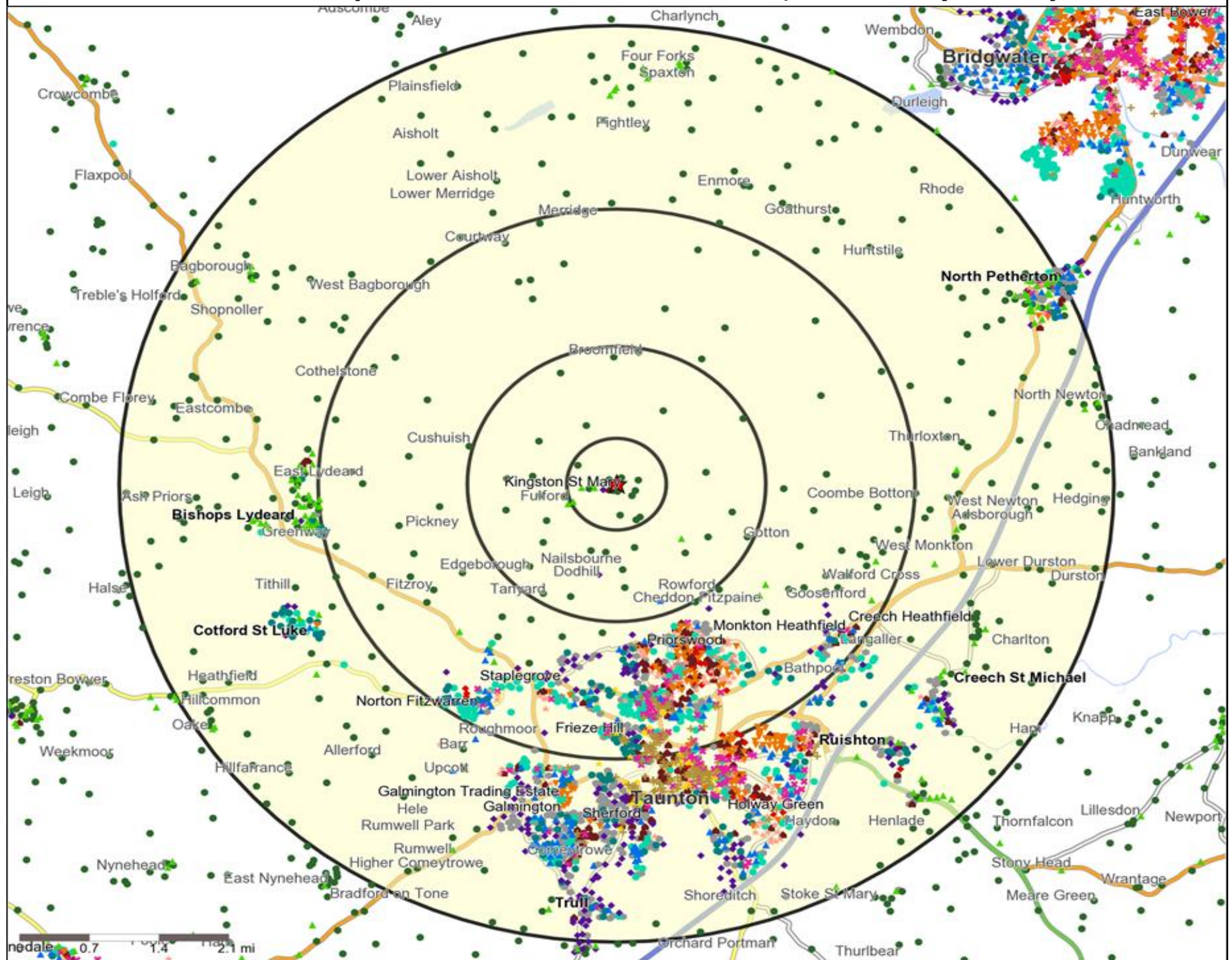
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	70	176	5,704	15,443	14,465	68	82	97	95	95
16-17	14	23	822	2,193	2,048	110	87	113	109	108
18-24	15	41	2,926	7,082	6,746	30	40	103	90	92
25-34	22	48	4,866	11,310	10,818	29	31	114	95	97
35-44	50	114	3,609	9,926	9,373	72	79	91	90	91
45-54	102	221	4,190	11,960	11,196	131	136	95	97	97
55-64	93	207	3,325	10,135	9,387	150	160	94	103	102
65+	181	312	5,801	18,901	17,410	184	152	103	121	119
Population estimate 2015	547	1,142	31,243	86,950	81,443	100	100	100	100	100

Ethnicity - Census 2011

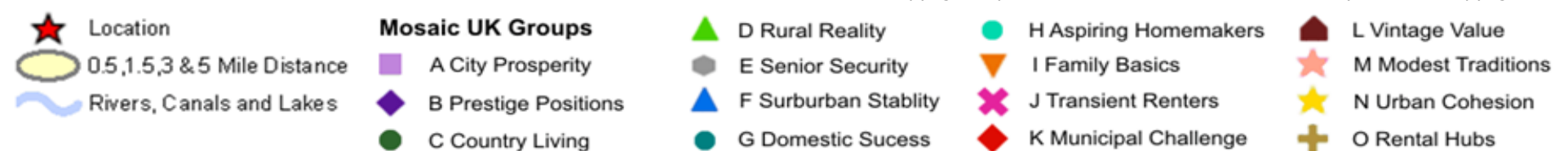
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	570	1,151	28,542	80,689	75,378	99%	99%	97%	97%	97%
Mixed / Multiple Ethnic Groups	3	7	336	818	776	1%	1%	1%	1%	1%
Asian / Asian British	0	4	418	1,360	1,272	0%	0%	1%	2%	2%
Black / African / Caribbean / Black British	0	1	108	229	226	0%	0%	0%	0%	0%
Other Ethnic Group	2	4	85	247	230	0%	0%	0%	0%	0%
All People (Ethnic Group)	575	1,167	29,489	83,343	77,882	100	100	100	100	100



Mosaic UK Map and Data: SWAN AT KINGSTON, TAUNTON (203464)



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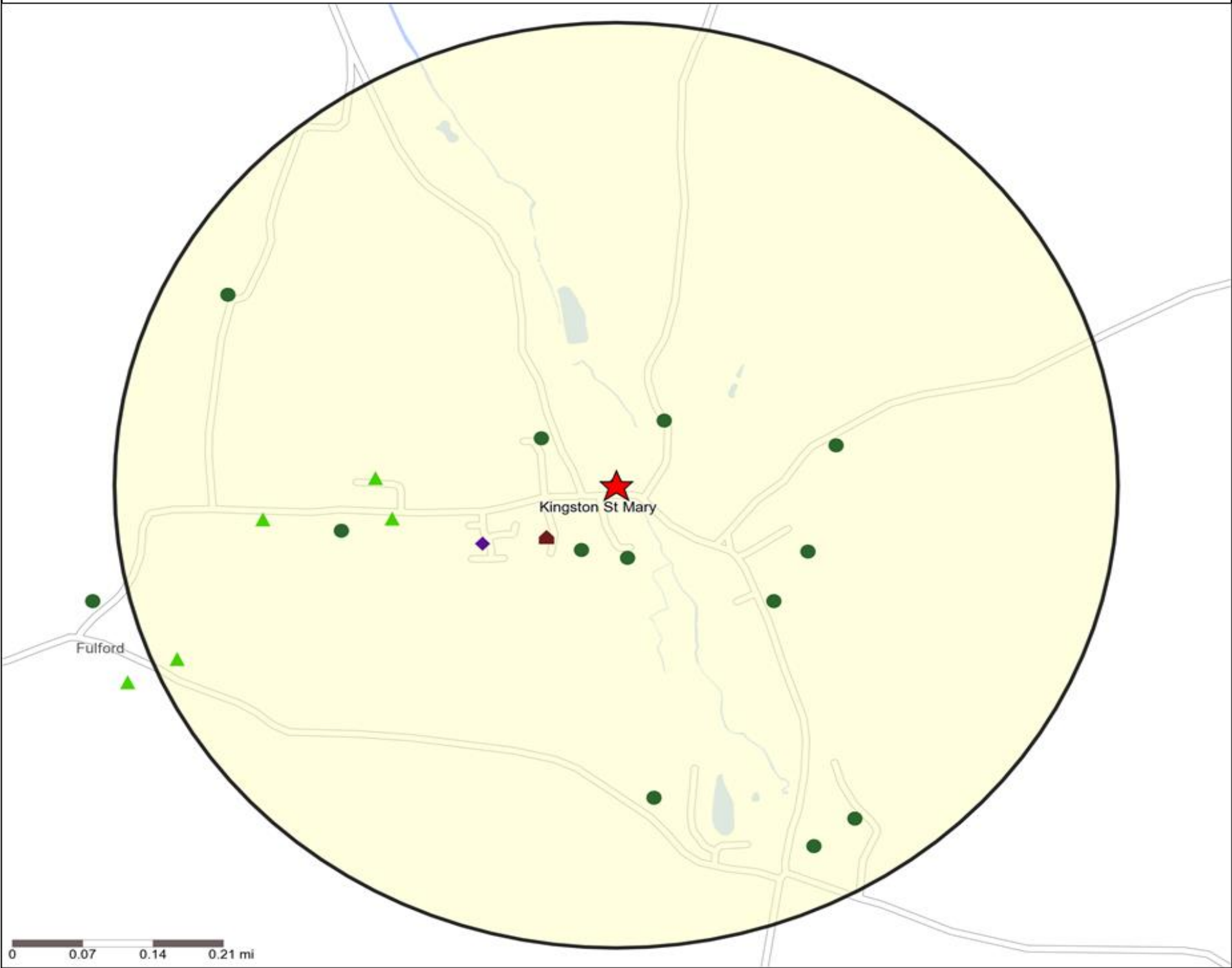
Mosaic UK Data Table (Residential)

	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	0	13	13	0	0	0	0	0
B Prestige Positions (18+)	43	52	1,133	4,344	3,248	127	76	65	87	70
C Country Living (18+)	341	737	1,612	6,273	6,339	1,060	1,125	96	132	143
D Rural Reality (18+)	50	112	328	3,127	3,145	156	171	20	66	71
E Senior Security (18+)	0	0	2,024	8,470	7,469	0	0	103	152	143
F Suburban Stability (18+)	0	7	1,129	4,371	3,880	0	12	77	105	99
G Domestic Success (18+)	0	0	2,041	5,768	5,223	0	0	101	100	97
H Aspiring Homemakers (18+)	0	6	4,915	9,639	8,951	0	7	224	155	154
I Family Basics (18+)	0	0	1,661	4,254	4,241	0	0	96	86	92
J Transient Renters (18+)	0	0	2,100	5,313	5,069	0	0	151	135	137
K Municipal Challenge (18+)	0	0	629	1,144	1,084	0	0	44	28	29
L Vintage Value (18+)	29	29	2,773	6,271	6,009	99	49	183	146	149
M Modest Traditions (18+)	0	0	1,805	3,862	3,862	0	0	158	119	127
N Urban Cohesion (18+)	0	0	269	1,172	1,172	0	0	21	33	35
O Rental Hubs (18+)	0	0	1,652	4,349	4,303	0	0	89	83	87
Adults 18+ estimate 2015	463	943	24,071	68,370	64,008	100	100	100	100	100

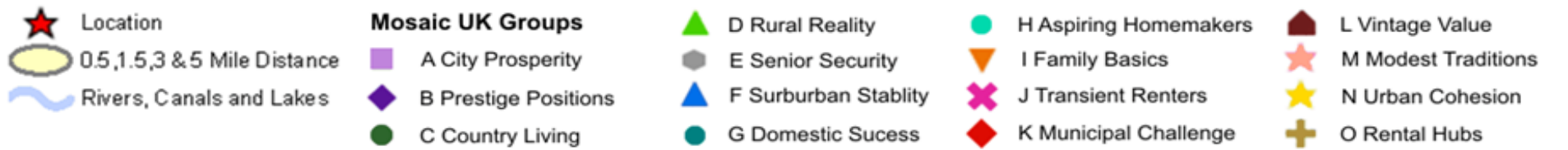
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Mosaic UK Map and Data: SWAN AT KINGSTON, TAUNTON (203464)



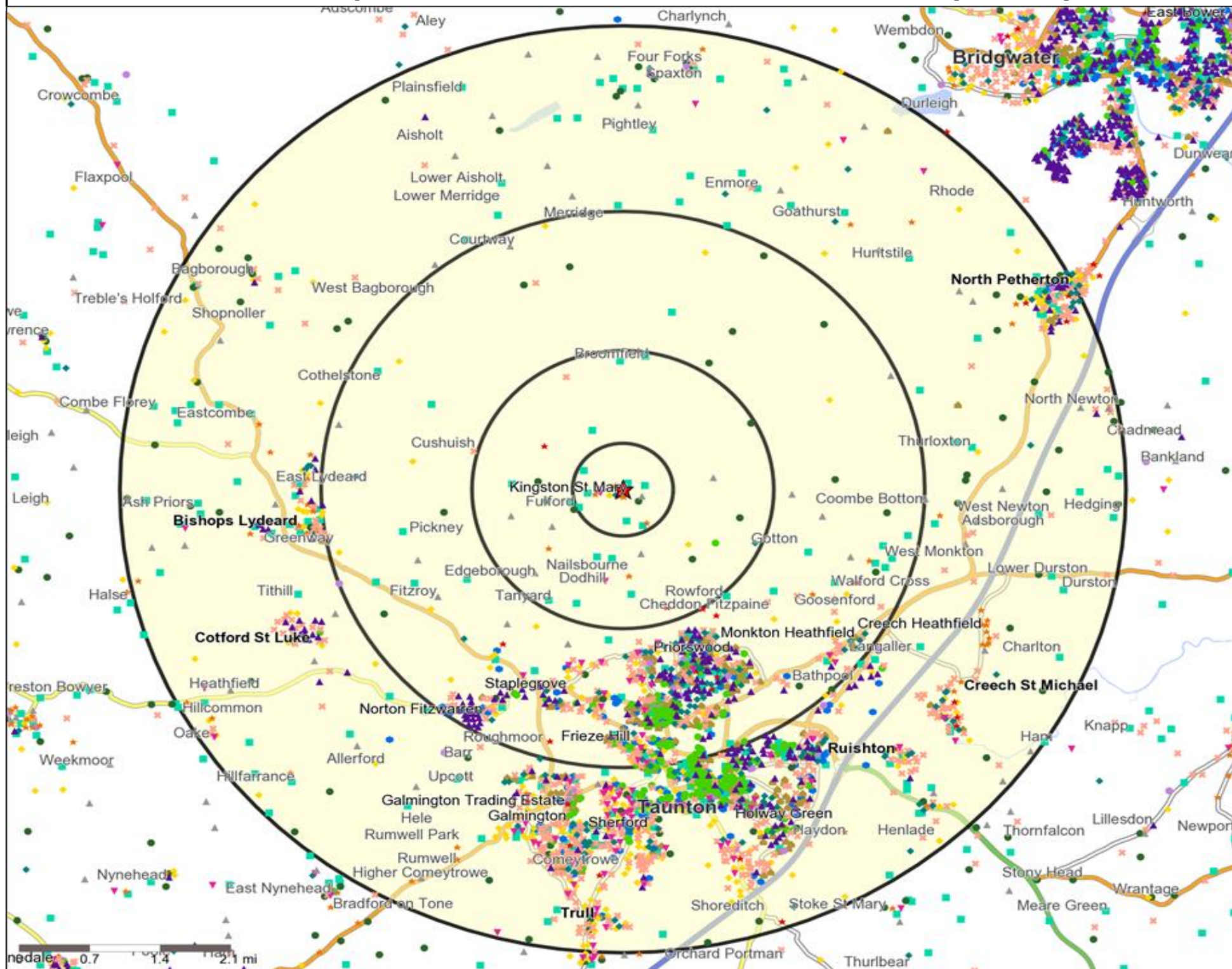
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	43	127
C Country Living (18+)	341	1,060
D Rural Reality (18+)	50	156
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	29	99
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	463	100



Occasions Map and Data: SWAN AT KINGSTON, TAUNTON (203464)



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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

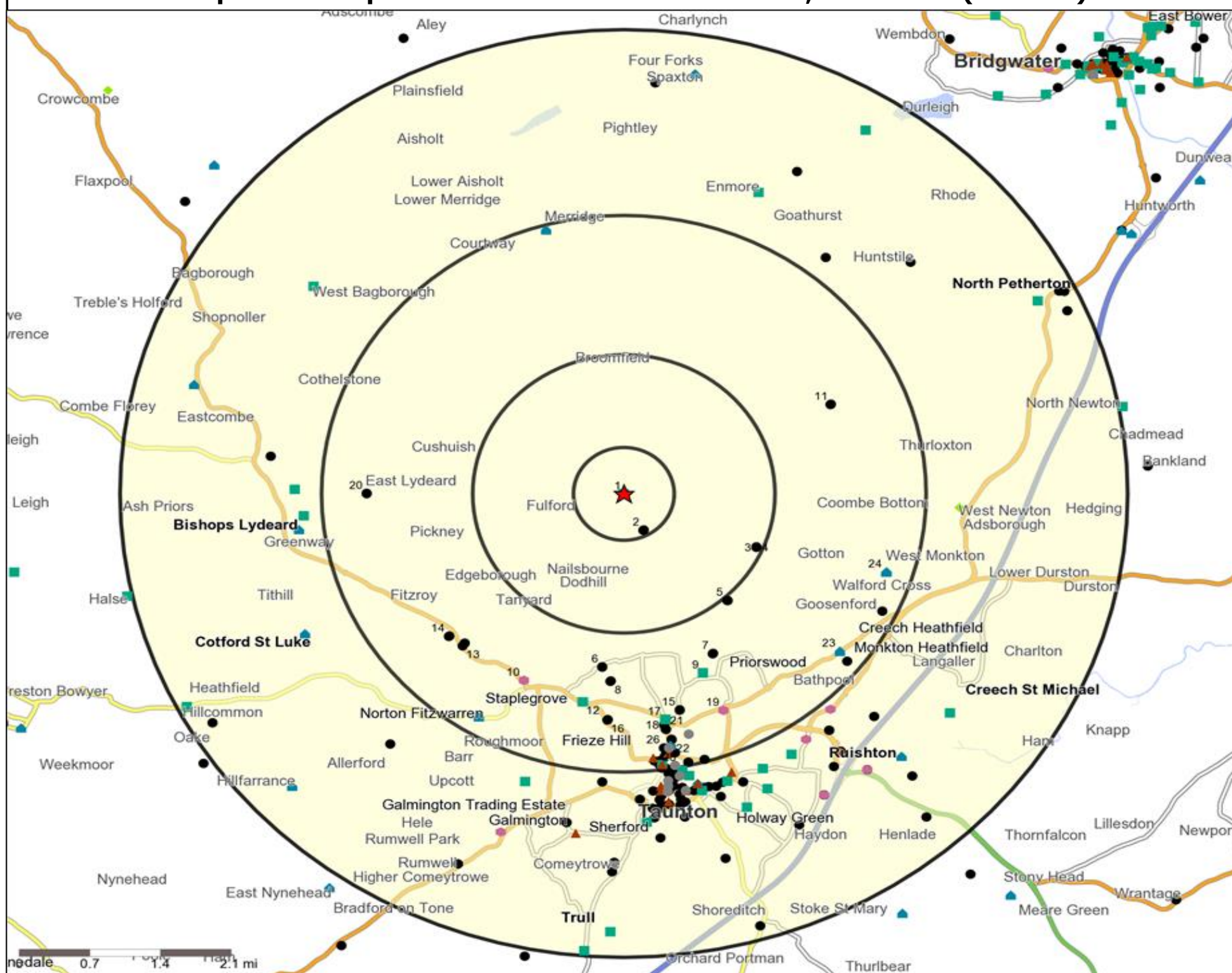
Occasions Data Table

	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	66	119	1,717	4,856	4,616	189	187	90	95	96
02 Early Doors	49	76	1,843	4,746	4,454	168	143	115	111	111
03 Everyday is Friday	19	36	1,496	3,832	3,624	76	79	110	105	106
04 Weekend Millionaires	13	24	2,378	5,522	5,314	36	37	121	105	108
05 Out On The Town	14	28	2,101	5,225	4,943	41	44	111	103	104
06 Business and Pleasure	29	63	798	2,134	2,027	163	193	82	82	82
07 Sporting Pints	7	13	1,809	4,308	4,148	18	19	87	77	79
08 Student Social	29	59	699	2,121	1,949	180	200	79	90	88
09 Leisurely Lunch	46	83	1,783	5,214	4,839	136	134	96	105	104
10 Wining and Dining	28	52	1,884	5,747	5,247	72	74	89	101	99
11 Household Outing	14	27	2,000	4,923	4,644	46	48	120	110	110
12 Midweek Meal Deal	36	57	916	2,385	2,295	209	182	97	95	97
13 Date Night	29	54	1,496	4,637	4,236	106	108	100	116	112
14 Birthday Treat	31	53	1,320	3,882	3,581	113	106	88	97	95
15 Pre Show Meal	6	15	519	1,456	1,363	64	87	101	105	105
Number of Occasions	416	759	22,759	60,988	57,280	100	100	100	100	100

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Competition Map and Data: SWAN AT KINGSTON, TAUNTON (203464)



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

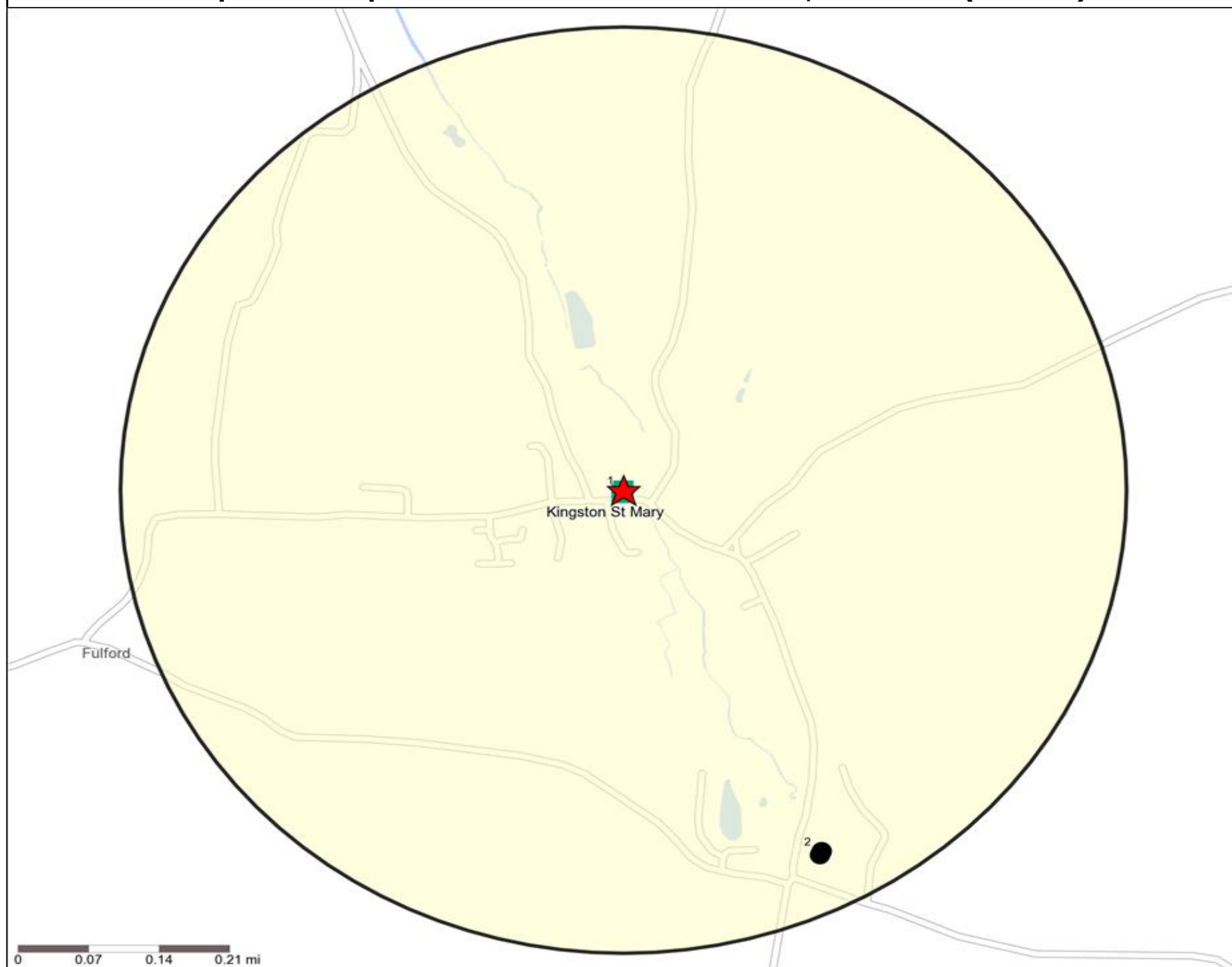


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	3	10
Circuit Bar	0	0	3	12
Community Local	1	1	5	23
Dry Led	0	0	5	12
Branded Food Pub	0	0	2	7
Rural	0	0	0	1
Other	1	3	33	107
Total	2	4	51	172



Competition Map and Data: SWAN AT KINGSTON, TAUNTON (203464)



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	0
Circuit Bar	0
Community Local	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
Total	2



Local Competition: SWAN AT KINGSTON, TAUNTON (203464)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SWAN AT KINGSTON, TAUNTON	KINGSTON ST. MARY, TAUNTON, TA2 8HW	Punch Taverns	TA 2 8HW	Punch Taverns	0.00
1	Swan Inn	Kingston St Mary, Taunton	Punch Pub Company	TA 2 8HW	Community Local	0.00
2	Kingston Club	Mill Cross, Kingston St Mary, Taunton	Independent Free	TA 2 8HH	Other	0.44
3	Somerset Fire & Rescue Social Club	Hestercombe, Cheddon Fitzpaine, Taunton	Independent Free	TA 2 8LQ	Other	1.44
4	Hestercombe Gardens	Hestercombe, Cheddon Fitzpaine, Taunton	Independent Free	TA 2 8LG	Other	1.44
5	Cheddon Fitzpaine Memorial Hall	Rowford, Cheddon Fitzpaine, Taunton	Independent Free	TA 2 8JY	Other	1.54
6	Staplegrove Sports	Staplegrove, Taunton	Independent Free	TA 2 6EF	Other	1.88
7	Lyngford House Conference Centre	Selworthy Road, Priorswood, Taunton	Independent Free	TA 2 7LJ	Other	1.94
8	Taunton Vale Sports Club	Gipsy Lane, Staplegrove, Taunton	Independent Free	TA 2 6LL	Other	2.02
9	Waggon	Dorchester Road, Lyng, Taunton	Enterprise Inns	TA 2 7JN	Community Local	2.09
10	Cross Keys	Cross Keys, Norton Fitzwarren, Taunton	Spirit Pub Company	TA 2 6NR	Branded Food	2.25
11	Clavelshay Barn Restaurant	North Petherton, Bridgwater	Independent Free	TA 6 6PJ	Other	2.27
12	Staplegrove	206 Staplegrove Road, Taunton	Independent Free	TA 2 6AL	Community Local	2.28
13	Taunton Garden Centre	Pen Elm Hill, Pen Elm, Taunton	Wyevale Garden Centres	TA 2 6PE	Other	2.29
14	Norton Manor Camp	Norton Manor Camp, Norton Fitzwarren, Taunton	Independent Free	TA 2 6PF	Other	2.32
15	Wings Club	68 Cheddon Road, Taunton	Independent Free	TA 2 7DW	Other	2.40
16	Taunton School Masters Common Room	Staplegrove Road, Taunton	Independent Free	TA 2 6AE	Other	2.44
17	Cherry Grove Inn	40 Kingston Road, Taunton	Independent Free	TA 2 7SE	Community Local	2.47
18	St Andrews Mens Club	6 Kingston Road, Taunton	Independent Free	TA 2 7SB	Other	2.52
19	Obridge	Massingham Park, Taunton	Whitbread	TA 2 7RX	Branded Food	2.54
20	Podshavers Barn Restaurant	East Lydeard, Bishops Lydeard, Taunton	Independent Free	TA 4 3DW	Other	2.55
21	Formerly Rileys	1 Kingston Road, Taunton	Unknown	TA 2 7SA	Other	2.57
22	British Rail West Reg Staff As	Station Approach, Taunton	Independent Free	TA 1 1QW	Other	2.69
23	Merry Monk Inn	Monkton Heathfield, Taunton	Enterprise Inns	TA 2 8NE	Dry Led	2.74
24	Monkton Inn	West Monkton, Taunton	Enterprise Inns	TA 2 8NP	Dry Led	2.74
25	Ale House	78 Station Road, Taunton	Admiral Taverns Ltd	TA 1 1PD	Dry Led	2.75
26	Albemarle Centre	Albemarle Road, Taunton	Independent Free	TA 1 1BA	Other	2.77
27	Dynasty Indian Cuisine	93-95 Station Road, Taunton	Independent Free	TA 1 1PB	Other	2.78
28	Plough Inn	75 Station Road, Taunton	Independent Free	TA 1 1PB	Cafe / Wine Bar	2.78
29	China China	105-107 Station Road, Taunton	Independent Free	TA 1 1PB	Other	2.78
30	Lotus Flower	89 Station Road, Taunton	Independent Free	TA 1 1PB	Other	2.78