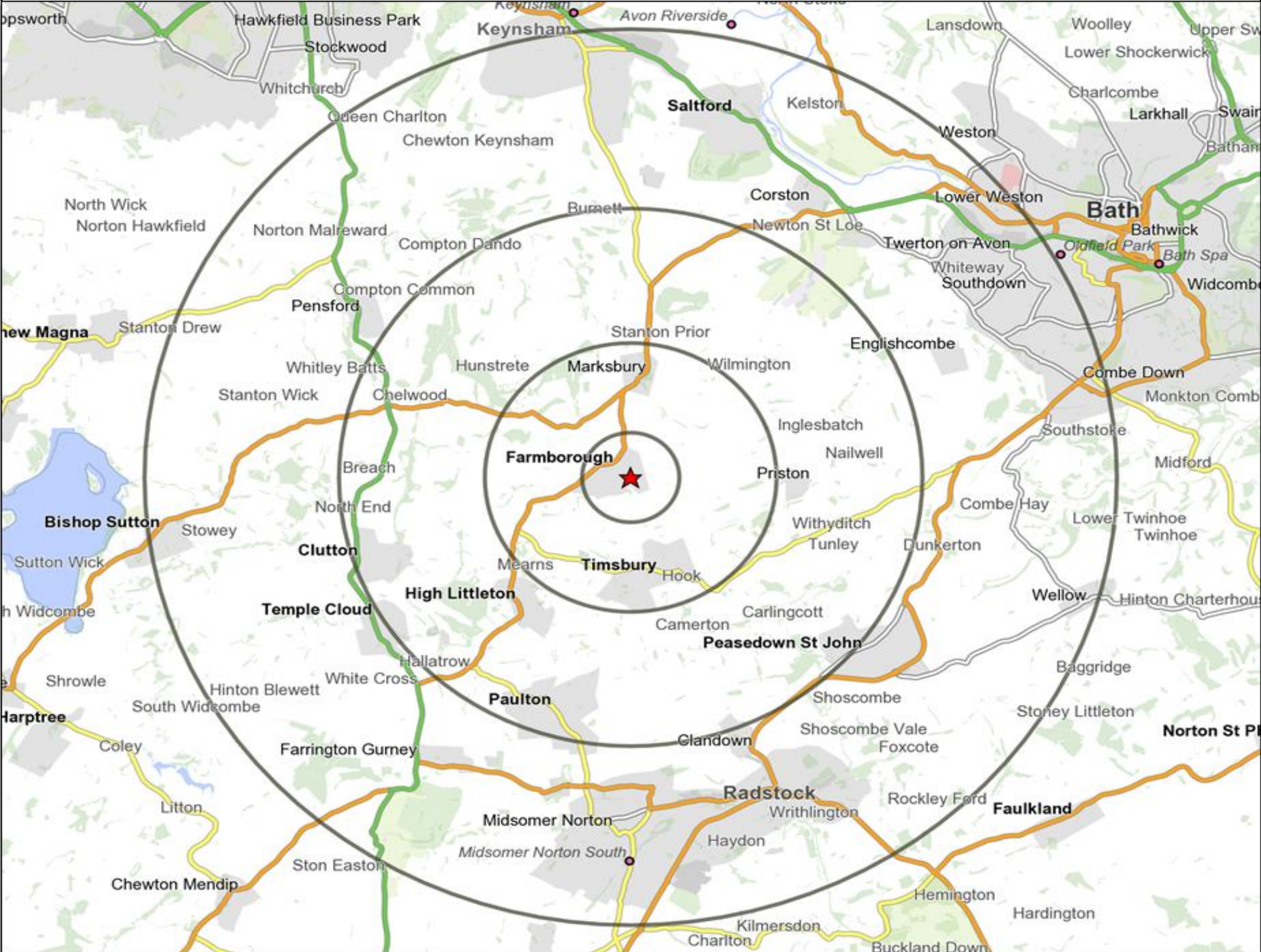




Customer Profile Report for BUTCHERS ARMS, FARMBOROUGH (Punch Outlet Number: 200861)
TIMSBURY ROAD, BATH, BA2 0AE (BA 2 0AE)



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

Age Data Table

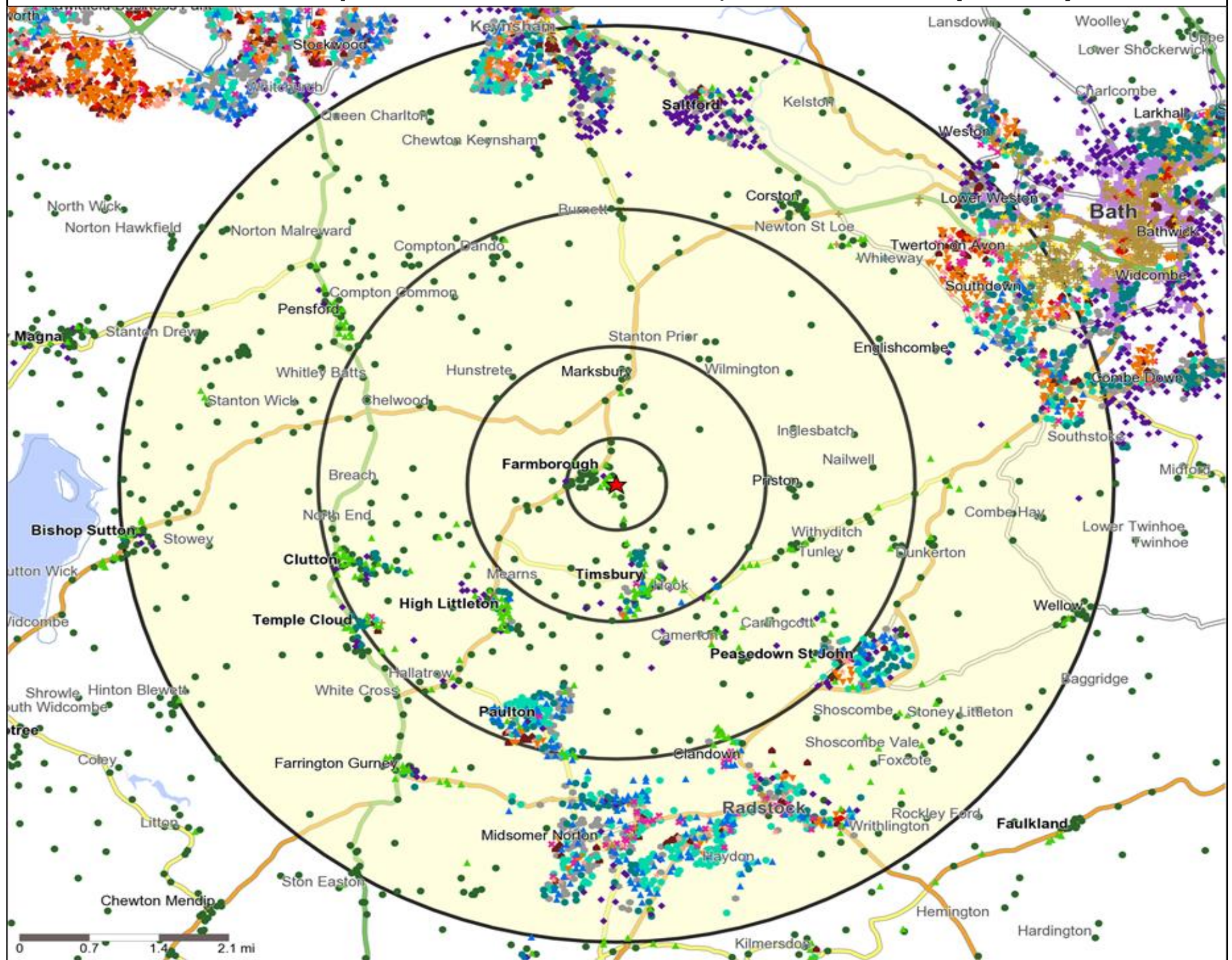
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,098	2,925	3,394	4,450	4,996	86	92	88	92	83
16-17	140	410	471	550	684	88	104	99	92	92
18-24	504	1,373	1,577	2,141	2,308	81	89	85	92	79
25-34	877	2,172	2,538	3,378	3,666	94	94	91	96	83
35-44	753	1,747	2,076	2,610	3,257	87	81	80	80	80
45-54	986	2,387	2,983	3,724	5,097	102	99	103	102	112
55-64	749	1,862	2,421	3,098	4,200	97	97	105	106	115
65+	1,726	4,090	4,980	5,821	7,953	140	134	135	125	137
Population estimate 2015	6,833	16,966	20,440	25,772	32,161	100	100	100	100	100

Ethnicity - Census 2011

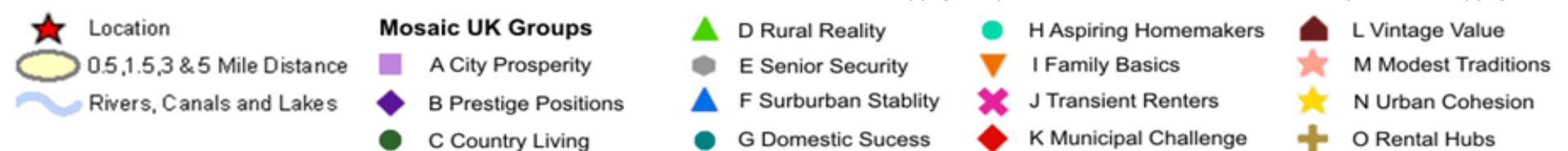
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	6,512	16,382	19,757	25,042	30,910	98%	97%	98%	98%	98%
Mixed / Multiple Ethnic Groups	59	156	170	210	238	1%	1%	1%	1%	1%
Asian / Asian British	64	212	234	262	306	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	10	40	43	70	69	0%	0%	0%	0%	0%
Other Ethnic Group	6	42	53	62	79	0%	0%	0%	0%	0%
All People (Ethnic Group)	6,651	16,832	20,257	25,646	31,602	100	100	100	100	100



Mosaic UK Map and Data: BUTCHERS ARMS, FARMBOROUGH (200861)



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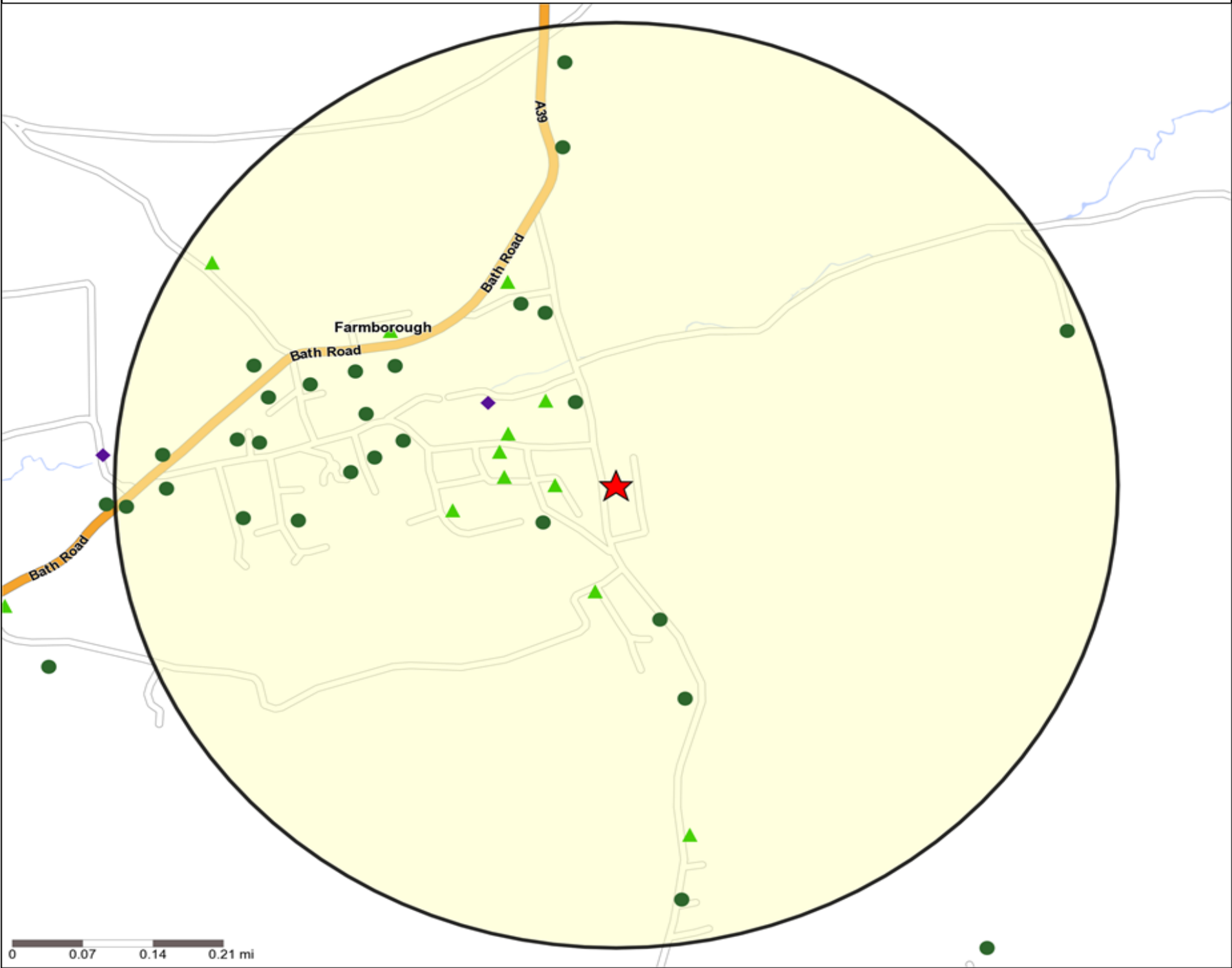


Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	529	1,500	1,514	1,514	1,585	130	151	126	103	82
C Country Living (18+)	10	169	1,080	3,471	5,422	3	18	94	248	295
D Rural Reality (18+)	0	64	655	1,071	2,864	0	7	57	77	156
E Senior Security (18+)	1,149	2,427	2,682	2,687	3,145	253	220	199	164	146
F Suburban Stability (18+)	840	1,340	1,629	1,631	1,926	246	161	161	132	119
G Domestic Success (18+)	1,026	1,393	1,480	1,505	2,062	218	122	106	89	93
H Aspiring Homemakers (18+)	810	1,987	2,403	3,191	2,972	159	161	160	174	124
I Family Basics (18+)	24	1,603	1,677	1,677	1,714	6	163	141	115	90
J Transient Renters (18+)	463	970	1,024	1,024	1,354	143	124	107	88	89
K Municipal Challenge (18+)	0	0	75	75	87	0	0	8	6	6
L Vintage Value (18+)	453	1,195	1,343	1,343	1,683	129	140	129	106	101
M Modest Traditions (18+)	41	568	594	594	756	15	88	76	62	60
N Urban Cohesion (18+)	16	16	16	16	51	5	2	2	2	4
O Rental Hubs (18+)	233	360	360	360	802	54	34	28	23	39
Adults 18+ estimate 2015	5,594	13,592	16,532	20,159	26,423	100	100	100	100	100

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Mosaic UK Map and Data: BUTCHERS ARMS, FARMBOROUGH (200861)



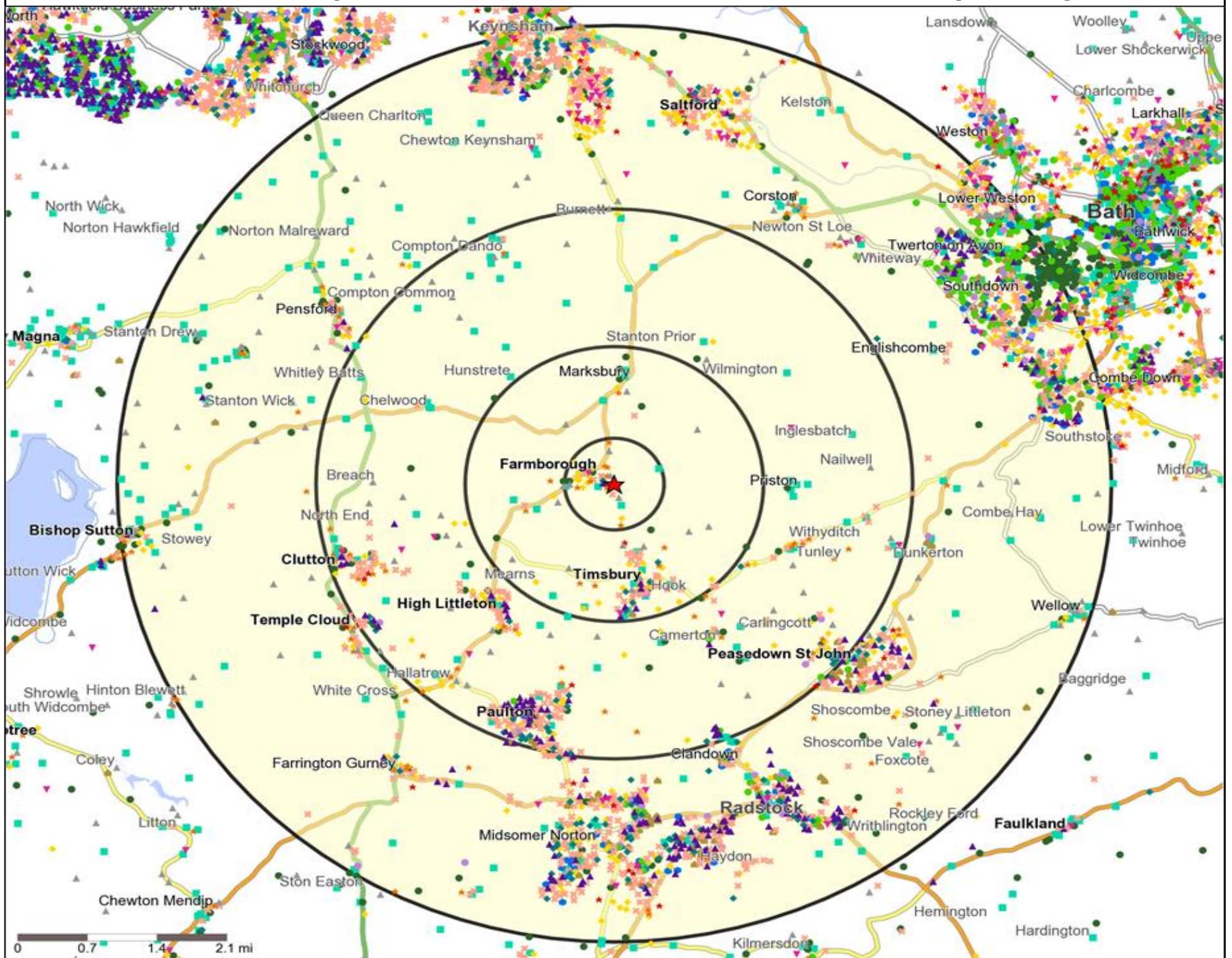
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	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+)	529	130
C Country Living (18+)	10	3
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,149	253
F Suburban Stability (18+)	840	246
G Domestic Success (18+)	1,026	218
H Aspiring Homemakers (18+)	810	159
I Family Basics (18+)	24	6
J Transient Renters (18+)	463	143
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	453	129
M Modest Traditions (18+)	41	15
N Urban Cohesion (18+)	16	5
O Rental Hubs (18+)	233	54
Adults 18+ estimate 2015	5,594	100



Occasions Map and Data: BUTCHERS ARMS, FARMBOROUGH (200861)



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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

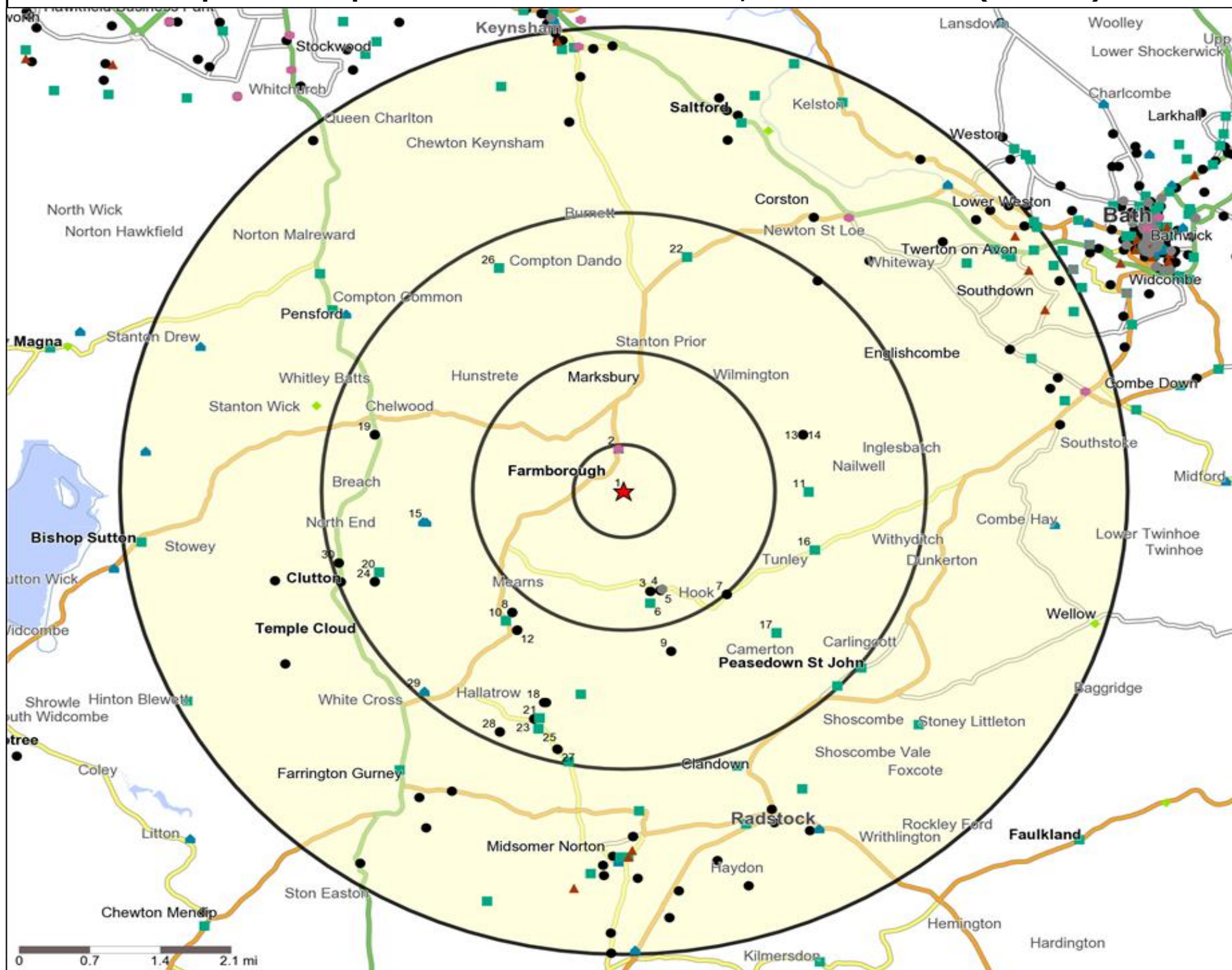
Occasions Data Table

	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	363	924	1,155	1,427	1,983	89	87	92	95	106
02 Early Doors	468	1,200	1,426	1,610	2,068	136	135	136	128	132
03 Everyday is Friday	284	838	967	1,086	1,374	97	111	108	101	103
04 Weekend Millionaires	350	1,005	1,165	1,564	1,625	83	92	91	101	84
05 Out On The Town	360	952	1,083	1,298	1,487	88	91	87	87	80
06 Business and Pleasure	120	311	404	575	742	57	57	63	74	77
07 Sporting Pints	258	792	875	997	1,145	57	68	64	60	56
08 Student Social	184	395	512	725	979	97	81	88	104	113
09 Leisurely Lunch	430	1,084	1,299	1,574	2,024	108	105	107	107	111
10 Wining and Dining	579	1,321	1,548	1,897	2,284	127	113	112	114	110
11 Household Outing	387	1,084	1,211	1,335	1,616	108	117	110	101	98
12 Midweek Meal Deal	117	443	571	715	972	58	85	93	96	105
13 Date Night	485	1,057	1,262	1,549	1,993	150	127	128	131	135
14 Birthday Treat	378	917	1,074	1,203	1,565	117	110	109	101	106
15 Pre Show Meal	133	320	368	439	523	120	112	109	108	103
Number of Occasions	4,896	12,643	14,920	17,994	22,380	100	100	100	100	100

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Competition Map and Data: BUTCHERS ARMS, FARMBOROUGH (200861)



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

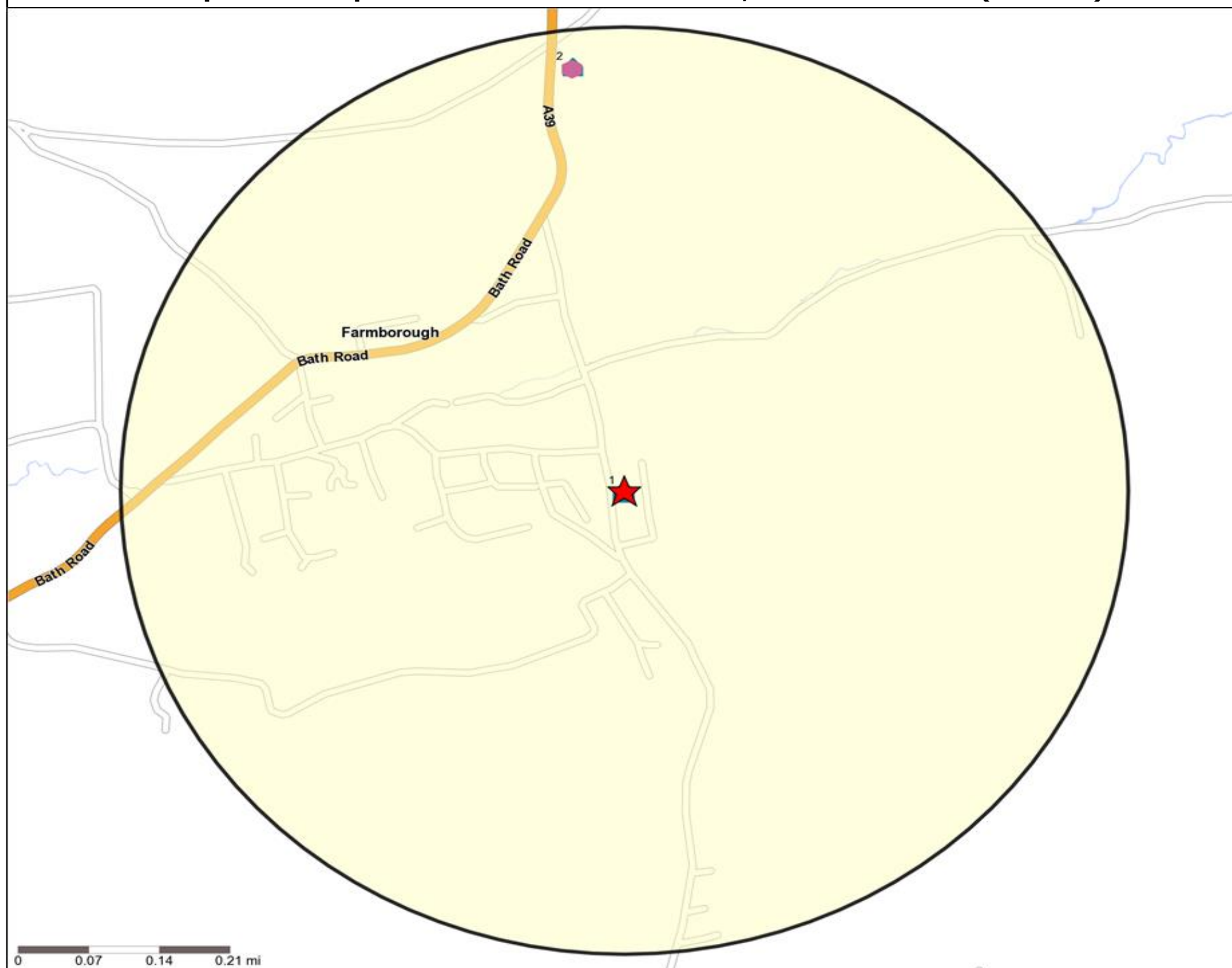


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	2	5	5	5
Circuit Bar	3	5	5	5
Community Local	3	10	17	24
Dry Led	0	1	2	2
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	5	21	24	25
Total	13	42	53	61



Competition Map and Data: BUTCHERS ARMS, FARMBOROUGH (200861)



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
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Branded Food
- Café / Wine Bar
- Circuit Bar
- Community Local
- Dry Led
- Other
- Rural Character

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	2
Circuit Bar	3
Community Local	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	5
Total	13



Local Competition: BUTCHERS ARMS, FARMBOROUGH (200861)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BUTCHERS ARMS, FARMBOROUGH	TIMSBURY ROAD, BATH, BA2 0AE	Punch Taverns	BA 2 0AE	Punch Taverns	0.00
1	Butchers Arms	Timsbury Road, Farmborough, Bath	Punch Pub Company	BA 2 0AE	Dry Led	0.00
2	New Inn	Bath Road, Farmborough, Bath	Greene King	BA 2 0EG	Branded Food	0.46
3	Royal British Legion Club	Newmans Lane, Timsbury, Bath	Independent Free	BA 2 0JA	Other	1.12
4	Seven Stars	North Road, Timsbury, Bath	Punch Pub Company	BA 2 0JJ	Cafe / Wine Bar	1.13
5	Timsbury Cricket Club	North Road, Timsbury, Bath	Independent Free	BA 2 0JH	Other	1.13
6	Guss & Crook	South Road, Timsbury, Bath	Admiral Taverns Ltd	BA 2 0LD	Community Local	1.24
7	Camerton Hall	Meadgate, Camerton, Bath	Independent Free	BA 2 0NW	Other	1.51
8	Royal British Legion Club	93 Eastover Road, High Littleton, Bristol	Independent Free	BS39 6JB	Other	1.72
9	Old Malt House Hotel	Radford, Timsbury, Bath	Independent Free	BA 2 0QF	Other	1.79
10	Star Inn	High Street, High Littleton, Bristol	Admiral Taverns Ltd	BS39 6HX	Community Local	1.83
11	Ring O Bells	Priston, Bath	Independent Free	BA 2 9EE	Community Local	1.83
12	High Littleton Recreation Club	12 Butlass Close, High Littleton, Bristol	Independent Free	BS39 6HD	Other	1.84
13	Watermill	Priston Mill, Priston, Bath	Independent Free	BA 2 9EQ	Other	1.88
14	Priston Mill	Priston, Bath	Independent Free	BA 2 9EQ	Other	1.88
15	Hunters Rest	Clutton Hill, Clutton, Bristol	Independent Free	BS39 5QL	Dry Led	1.99
16	King William Iv	Tunley, Bath	Pubfolio Ltd	BA 2 0EB	Community Local	2.00
17	Prince Of Wales	Wick Lane, Camerton, Bath	Star Pubs & Bars	BA 2 0PF	Community Local	2.16
18	Purnell Cricket Club	Bristol Road, Paulton, Bristol	Independent Free	BS39 7NX	Other	2.41
19	Chelwood House	Chelwood, Bristol	Independent Free	BS39 4NH	Other	2.54
20	Railway Inn	Station Road, Clutton, Bristol	Admiral Taverns Ltd	BS39 5PD	Community Local	2.58
21	Red Lion	High Street, Paulton, Bristol	Punch Pub Company	BS39 7NW	Community Local	2.59
22	Wheatsheaf Inn	Wells Road, Corston, Bath	Punch Pub Company	BA 2 9HB	Community Local	2.60
23	Purnells Bowling Club	Church Street, Paulton, Bristol	Independent Free	BS39 7LG	Other	2.62
24	Clutton Village Hall Social Club	Venus Lane, Clutton, Bristol	Independent Free	BS39 5SP	Other	2.66
25	Lamb Inn	Park Road, Paulton, Bristol	Punch Pub Company	BS39 7QQ	Community Local	2.70
26	Compton Inn	Court Hill, Compton Dando, Bristol	Punch Pub Company	BS39 4JZ	Community Local	2.70
27	Paulton Rovers Football Club	Winterfield Road, Paulton, Bristol	Independent Free	BS39 7RF	Other	2.86
28	Celebrations Bars	7 Westview, Paulton, Bristol	Independent Free	BS39 7XJ	Other	2.88
29	Old Station Inn	Wells Road, Hallatrow, Bristol	Brain	BS39 6EN	Dry Led	2.93
30	Mezze	Upper Bristol Road, Clutton, Bristol	Mezze Restaurants	BS39 5TA	Other	2.94