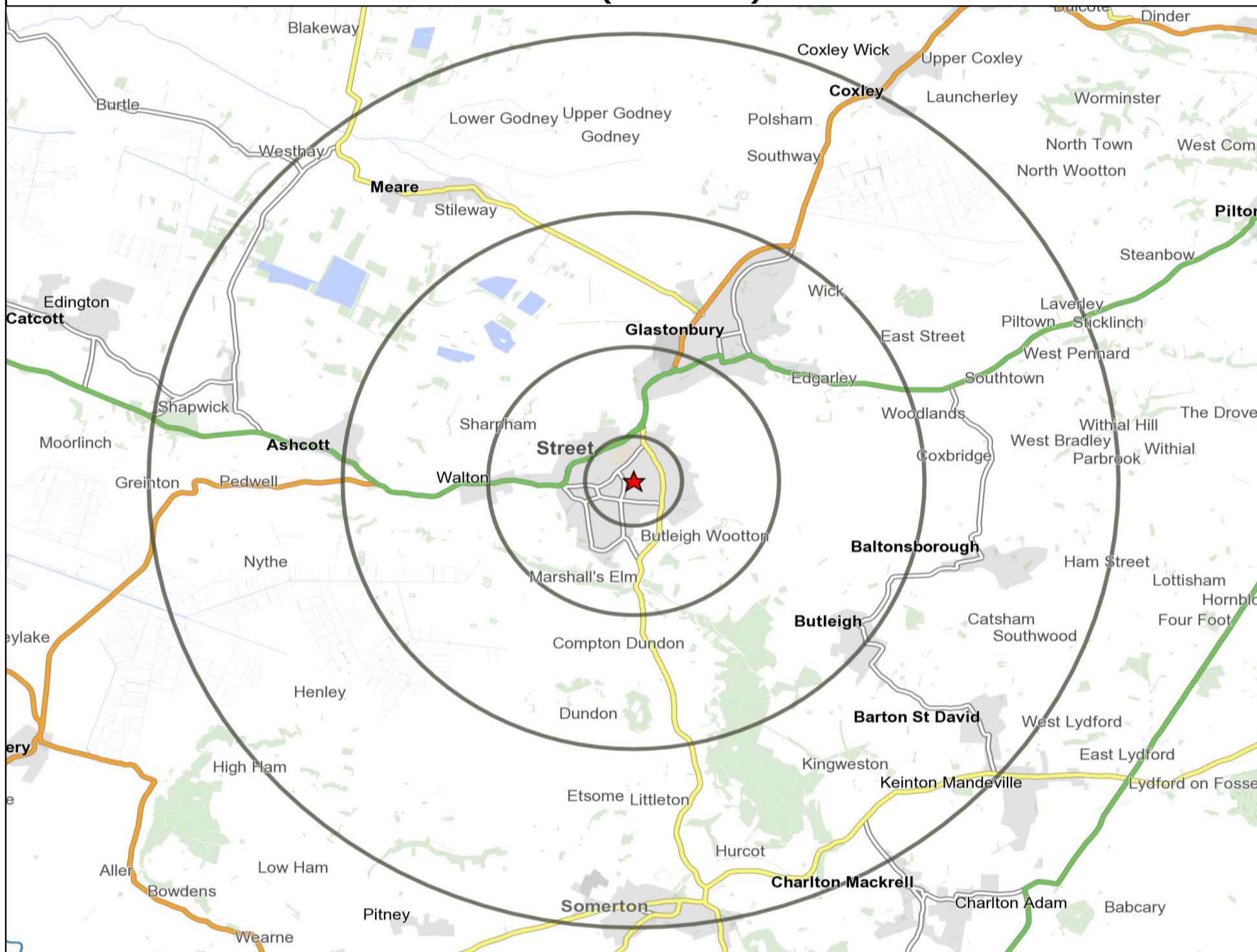




**Customer Profile Report for . (Punch Outlet Number: 326006)
Street (BA16 0HB)**



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

Age Data Table

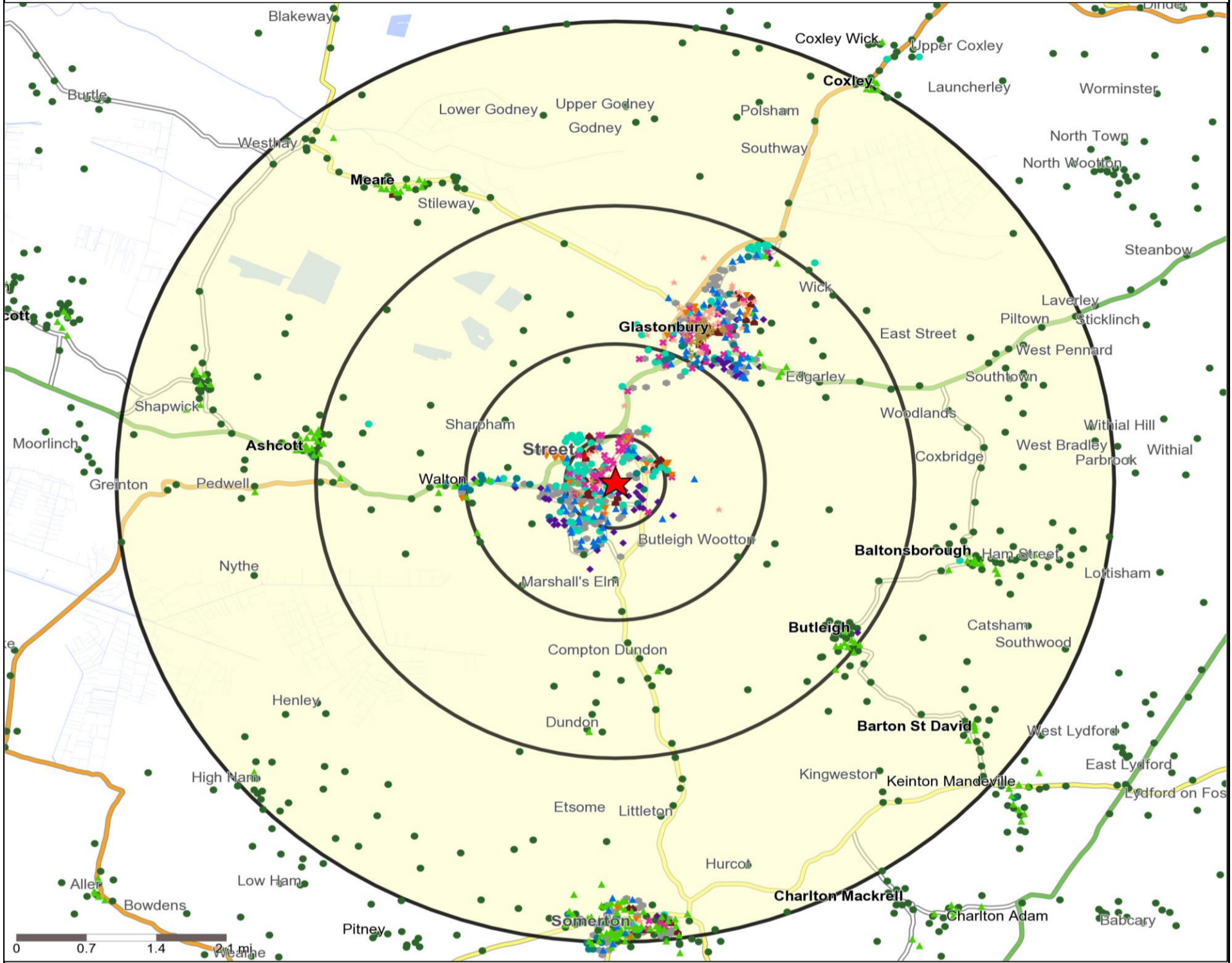
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,652	2,968	4,650	6,427	6,225	113	108	98	95	96
16-17	525	670	902	1,095	1,074	290	197	154	131	134
18-24	640	1,116	1,837	2,337	2,258	91	84	80	72	72
25-34	890	1,754	2,836	3,549	3,441	84	88	82	72	73
35-44	732	1,448	2,521	3,570	3,419	74	78	79	78	78
45-54	863	1,802	3,516	5,287	5,065	78	87	98	103	104
55-64	736	1,596	3,228	5,056	4,770	84	96	113	124	122
65+	1,755	3,303	5,733	8,703	8,207	125	125	126	134	132
Population estimate 2017	7,793	14,657	25,223	36,024	34,459	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	6,715	13,029	22,731	32,953	31,376	95%	97%	97%	98%	98%
Mixed / Multiple Ethnic Groups	114	155	273	336	329	2%	1%	1%	1%	1%
Asian / Asian British	157	199	272	311	313	2%	1%	1%	1%	1%
Black / African / Caribbean / Black British	34	40	53	68	66	0%	0%	0%	0%	0%
Other Ethnic Group	31	40	71	90	91	0%	0%	0%	0%	0%
All People (Ethnic Group)	7,051	13,463	23,400	33,758	32,175	100	100	100	100	100



Mosaic UK Map and Data: . (326006)



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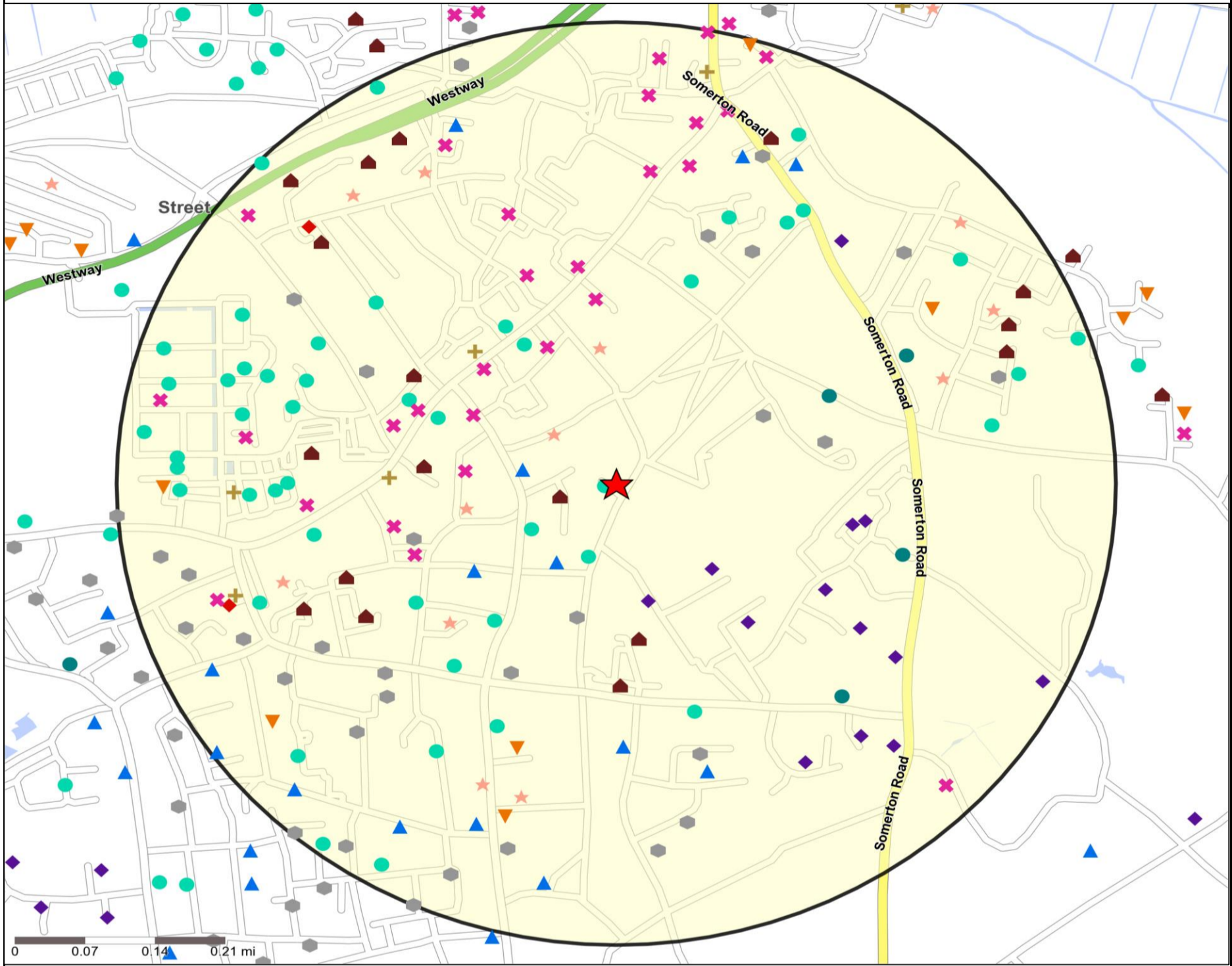
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- C Country Living
- E Senior Security
- I Family Basics
- M Modest Traditions
- B Prestige Positions
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- G Domestic Success
- K Municipal Challenge
- 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+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	361	772	1,215	1,250	1,248	91	98	86	61	64
C Country Living (18+)	8	183	1,297	5,247	5,072	2	24	96	267	271
D Rural Reality (18+)	0	67	613	3,734	3,203	0	9	45	191	172
E Senior Security (18+)	950	2,273	3,277	4,056	3,663	216	258	207	176	167
F Suburban Stability (18+)	426	1,128	2,200	2,357	2,233	129	171	185	137	136
G Domestic Success (18+)	117	486	957	1,073	991	26	53	59	45	44
H Aspiring Homemakers (18+)	1,506	2,869	3,694	3,783	3,801	305	291	209	147	155
I Family Basics (18+)	225	463	770	834	795	58	59	55	41	41
J Transient Renters (18+)	550	728	1,423	1,566	1,565	176	117	127	96	101
K Municipal Challenge (18+)	40	40	119	119	119	13	6	10	7	8
L Vintage Value (18+)	746	1,009	1,526	1,795	1,783	219	148	125	101	105
M Modest Traditions (18+)	347	621	1,508	1,590	1,590	135	121	163	118	124
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	142	179	850	865	865	34	21	57	40	42
Adults 18+ estimate 2017	5,418	10,818	19,449	28,269	26,928	100	100	100	100	100



Mosaic UK Map and Data: . (326006)



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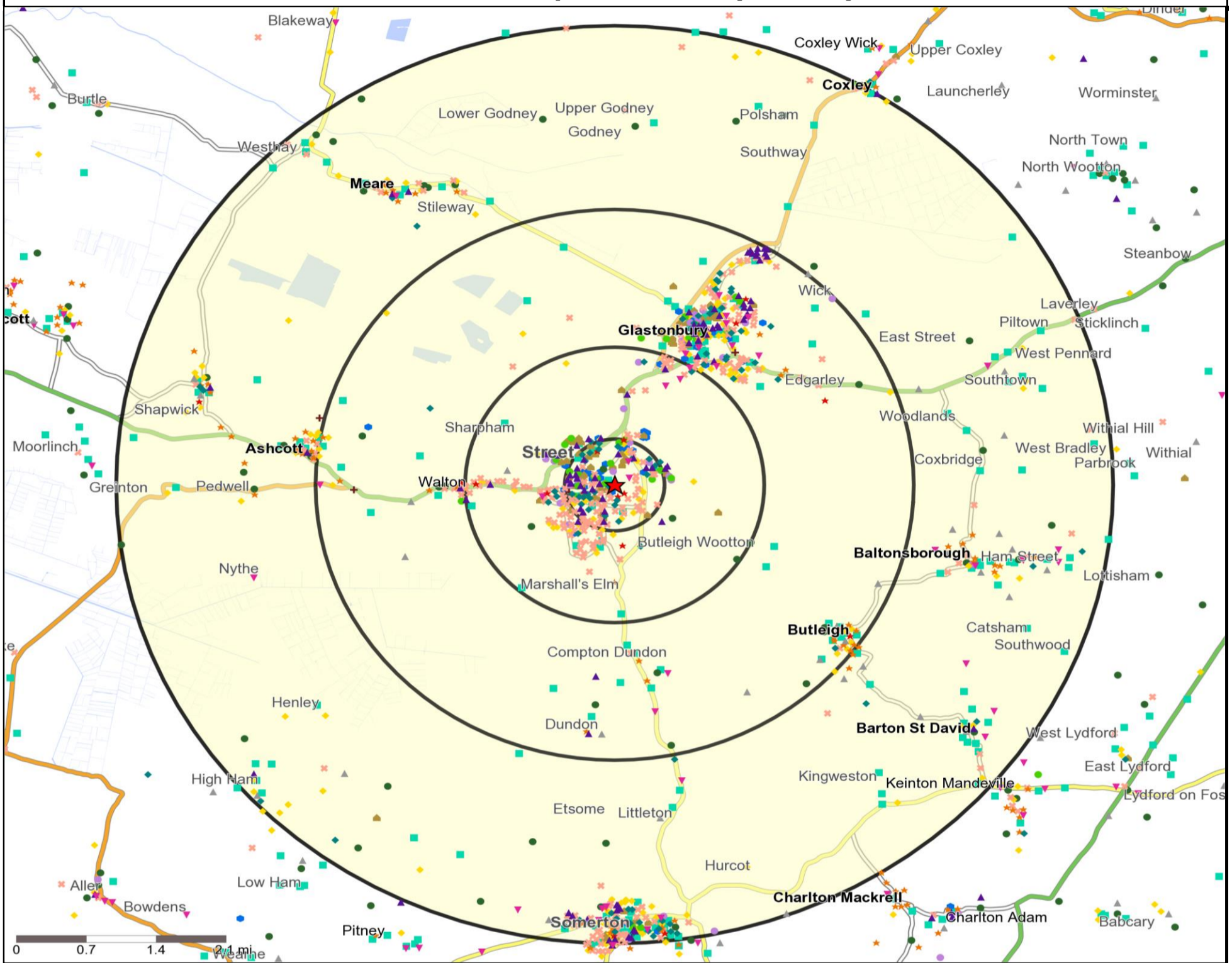
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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	0 - 0.5
	Miles	Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	361	91
C Country Living (18+)	8	2
D Rural Reality (18+)	0	0
E Senior Security (18+)	950	216
F Suburban Stability (18+)	426	129
G Domestic Success (18+)	117	26
H Aspiring Homemakers (18+)	1,506	305
I Family Basics (18+)	225	58
J Transient Renters (18+)	550	176
K Municipal Challenge (18+)	40	13
L Vintage Value (18+)	746	219
M Modest Traditions (18+)	347	135
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	142	34
Adults 18+ estimate 2017	5,418	100



Occasions Map and Data: . (326006)



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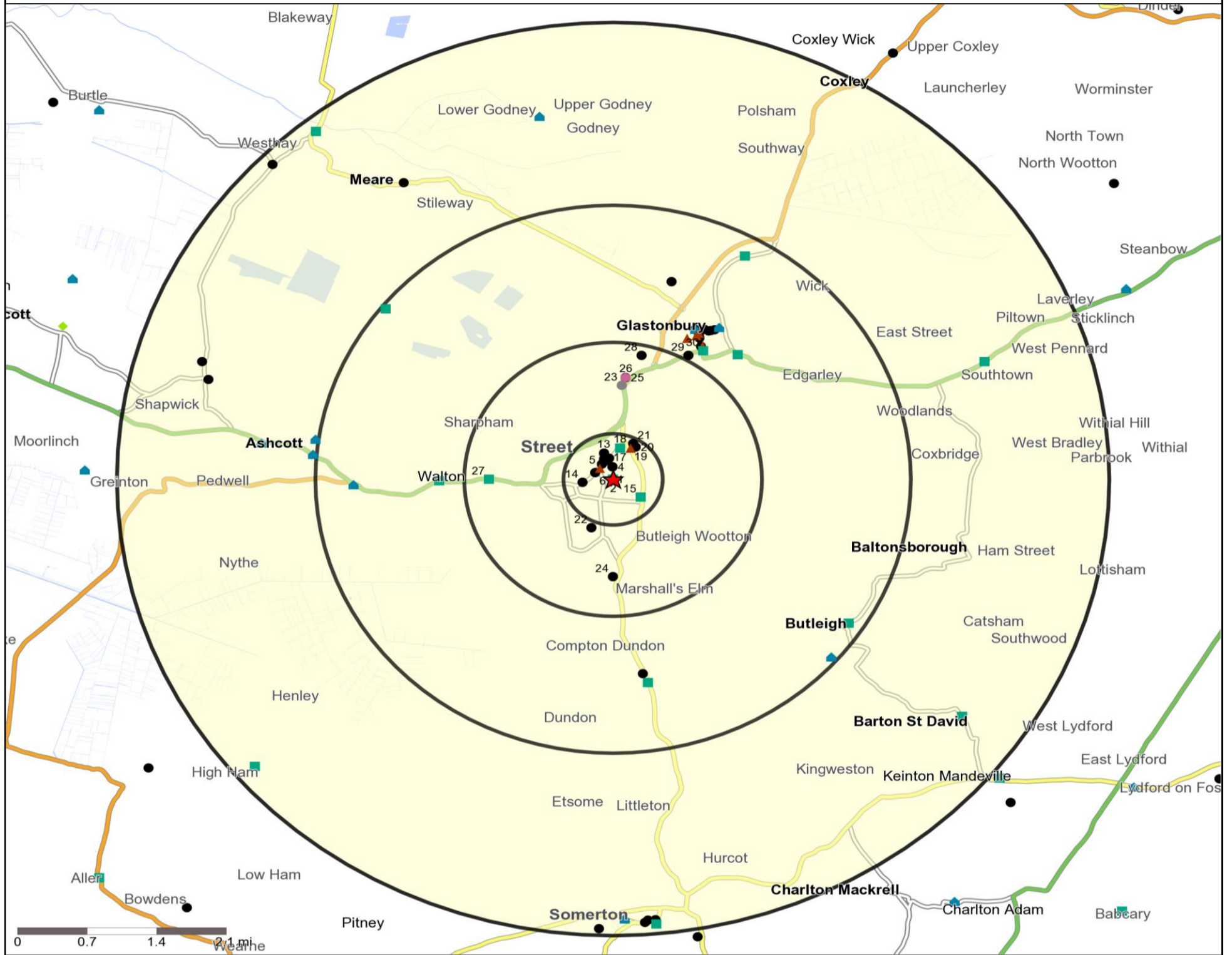
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 12 Midweek Meal Deal
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ★ 10 Wining and Dining
- ★ 13 Date Night
- 07 Sporting Pints
- ▲ 11 Household Outing
- ★ 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	368	669	1,312	2,026	1,911	96	88	97	110	108
02 Early Doors	496	861	1,509	2,086	1,991	154	135	133	135	134
03 Everyday is Friday	306	636	1,156	1,485	1,435	111	117	120	113	114
04 Weekend Millionaires	393	777	1,421	1,721	1,656	99	99	102	91	91
05 Out On The Town	386	772	1,279	1,497	1,447	101	102	95	82	82
06 Business and Pleasure	127	250	471	741	713	64	64	68	78	79
07 Sporting Pints	306	589	968	1,119	1,089	73	70	65	55	56
08 Student Social	122	253	460	759	740	68	71	73	89	90
09 Leisurely Lunch	386	751	1,359	1,975	1,897	103	101	103	110	110
10 Wining and Dining	421	925	1,600	2,180	2,072	99	109	107	107	106
11 Household Outing	406	785	1,295	1,554	1,485	120	117	109	96	96
12 Midweek Meal Deal	150	325	592	970	964	79	86	89	107	110
13 Date Night	329	699	1,318	1,901	1,818	109	116	124	131	131
14 Birthday Treat	291	609	1,044	1,487	1,416	96	101	98	103	102
15 Pre Show Meal	114	228	383	517	492	109	110	104	104	103
Number of Occasions	4,601	9,129	16,167	22,018	21,126	100	100	100	100	100



Competition Map and Data: . (326006)



Numbers on competition points relate to the distance ranking in the competition table on page 7.

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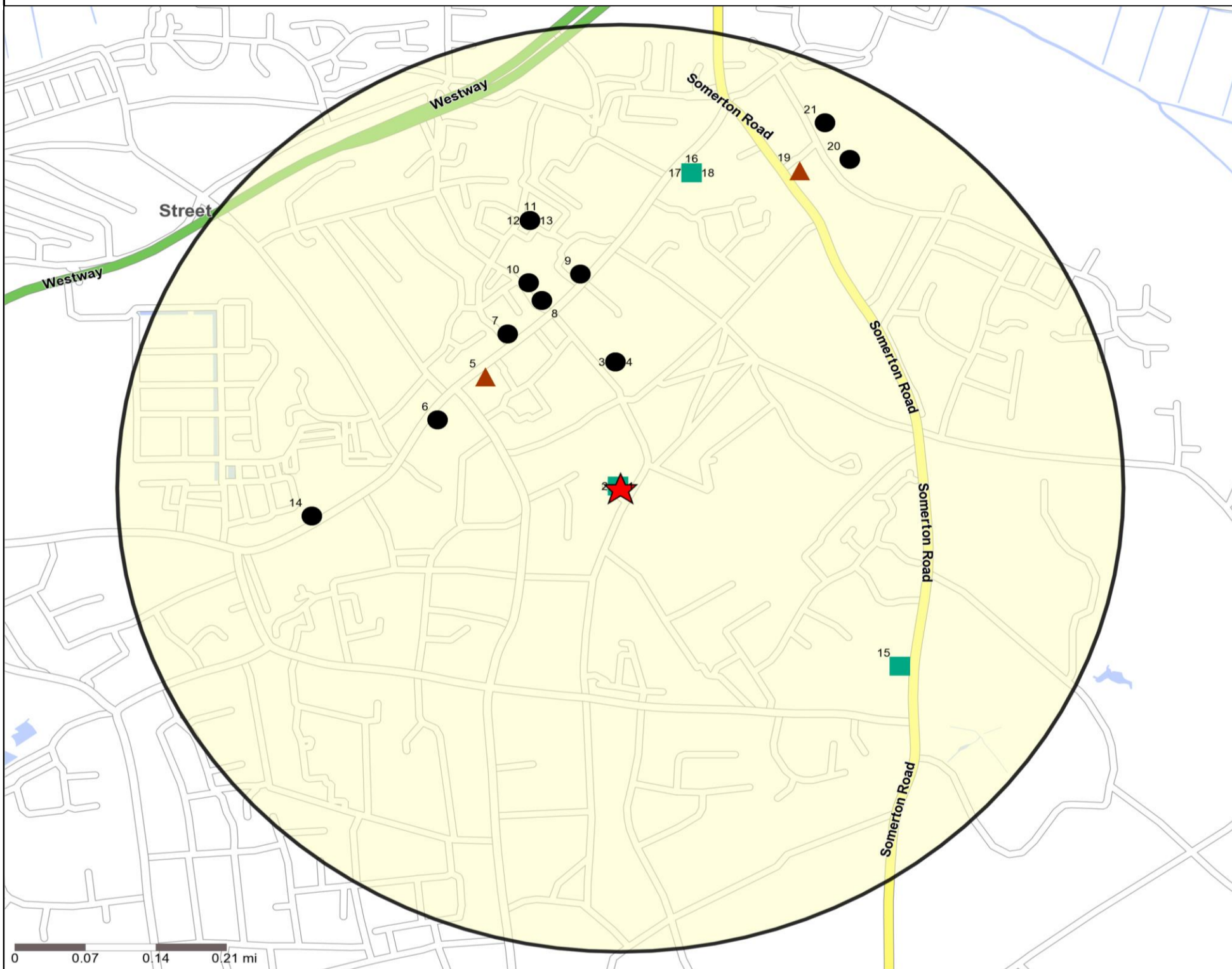
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	1	1
Circuit Bar	2	2	6	6
Community Local	3	4	11	17
Dry Led	0	0	4	9
Branded Food Pub	0	1	1	1
Rural	0	0	0	0
Other	16	20	35	43
Total	21	28	58	77



Competition Map and Data: . (326006)



Numbers on competition points relate to the distance ranking in the competition table on page 7.

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- 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	0
Circuit Bar	2
Community Local	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	16
Total	21



Local Competition: . (326006)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	.	Street	Punch Taverns	BA16 0HB	Punch Taverns	0.00
1	Two Brewers	38 Leigh Road, Street	Independent Free	BA16 0HB	Community Local	0.00
2	Victoria Field Social Club	Leigh Road, Street	Independent Free	BA16 0HB	Other	0.00
3	Unity Club	Leigh Road, Street	Independent Free	BA16 0HA	Other	0.14
4	Envy Nightclub	13 Leigh Road, Street	Drink Group	BA16 0HA	Other	0.14
5	Lantokay	117 High Street, Street	Wetherspoon	BA16 0EY	Circuit Bar	0.18
6	Triangle Snooker Club	147 High Street, Street	Independent Free	BA16 0EX	Other	0.20
7	Pizza Express	94 High Street, Street	Hony Capital	BA16 0EN	Other	0.20
8	Village	12 Farm Road, Street	Independent Free	BA16 0EL	Other	0.22
9	Tamburino Village	62 High Street, Street	Independent Free	BA16 0EQ	Other	0.23
10	Royal British Legion Club	3-5 Farm Road, Street	Independent Free	BA16 0BJ	Other	0.24
11	Frankie & Bennys	37b Farm Road, Street	Restaurant Group	BA16 0BB	Other	0.30
12	Gourmet Burger Kitchen	Farm Road, Street	Famous Brands	BA16 0BB	Other	0.30
13	Prezzo	37c Farm Road, Street	Prezzo plc	BA16 0BB	Other	0.30
14	Saffron Restaurant	168-170 High Street, Street	Independent Free	BA16 0NH	Other	0.31
15	Elms Inn	110 Somerton Road, Street	Unknown	BA16 0SA	Community Local	0.34
16	Wessex Hotel	14 High Street, Street	Independent Free	BA16 0EF	Other	0.35
17	Mullions Hotel	51 High Street, Street	Independent Free	BA16 0EF	Other	0.35
18	Bear Inn	53 High Street, Street	Marston's	BA16 0EF	Community Local	0.35
19	Street Inn	1-3 Somerton Road, Street	Ei Group	BA16 0DR	Circuit Bar	0.39
20	Middlebrooks	Strode Road, Street	Independent Free	BA16 0AS	Other	0.42
21	Strode Theatre	Church Road, Street	Independent Free	BA16 0AB	Other	0.44
22	Street Football & Social Club	Middle Brooks, Street	Independent Free	BA16 0TA	Other	0.57
23	Bocabar	Morland Road, Glastonbury	Independent Free	BA 6 9FT	Cafe / Wine Bar	1.03
24	Yha Street	Ivythorn Hill, Street	Youth Hostel Association	BA16 0TZ	Other	1.06
25	Brewers Fayre	Morland Road, Glastonbury	Whitbread	BA 6 9FW	Branded Food	1.12
26	Premier Inn	Morland Road, Glastonbury	Whitbread	BA 6 9FW	Other	1.12
27	Royal Oak	27 Main Street, Walton, Street	Independent Free	BA16 9QG	Community Local	1.25
28	Tor Rugby And Football Club	Lower Side Lane, Glastonbury	Independent Free	BA 6 9NS	Other	1.39
29	Tor Leisure	7 Street Road, Glastonbury	Independent Free	BA 6 9EQ	Other	1.56
30	Globe Inn	The Armoury, Glastonbury	Unknown	BA 6 9EN	Community Local	1.68