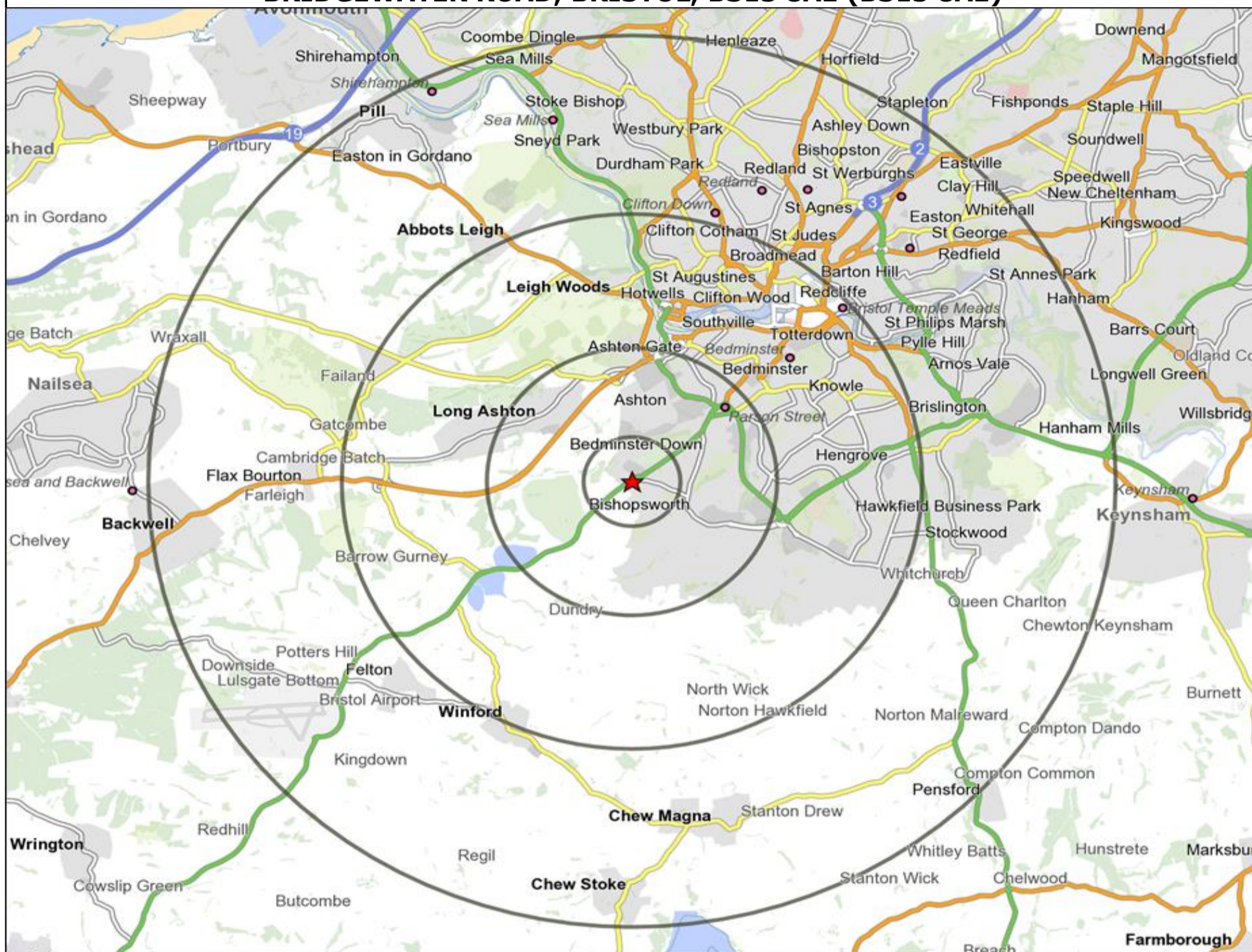




**Customer Profile Report for KINGS HEAD, BRISTOL (Punch Outlet Number: 374307)
BRIDGEWATER ROAD, BRISTOL, BS13 8AE (BS13 8AE)**



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

Age Data Table

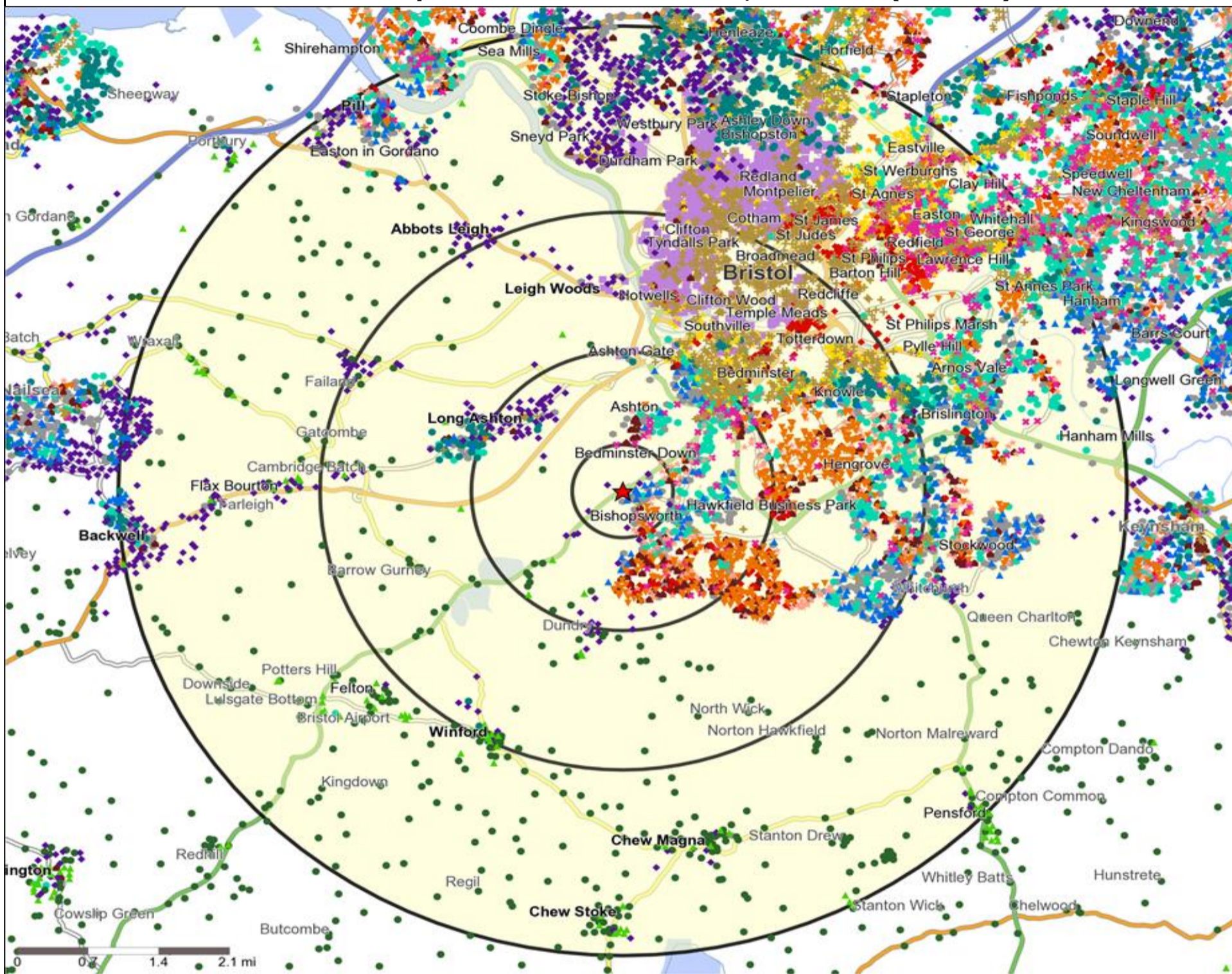
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	565	7,750	25,747	65,360	35,654	99	109	91	96	88
16-17	72	878	2,952	7,010	4,020	102	100	84	83	81
18-24	223	2,929	21,581	50,156	31,982	81	86	158	153	165
25-34	318	5,212	29,459	67,899	40,530	76	101	143	137	138
35-44	368	4,807	19,237	48,002	26,938	95	100	100	104	99
45-54	448	4,995	17,401	43,220	25,463	104	93	81	84	84
55-64	355	3,987	13,777	32,736	19,964	103	93	81	80	82
65+	702	7,156	20,883	48,997	30,138	128	105	77	75	78
Population estimate 2015	3,051	37,714	151,037	363,380	214,689	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	2,846	33,968	129,061	294,385	181,292	95%	95%	91%	85%	90%
Mixed / Multiple Ethnic Groups	68	761	4,072	11,659	5,843	2%	2%	3%	3%	3%
Asian / Asian British	54	467	5,099	16,483	7,642	2%	1%	4%	5%	4%
Black / African / Caribbean / Black British	18	351	2,852	19,574	6,128	1%	1%	2%	6%	3%
Other Ethnic Group	10	126	942	3,267	1,471	0%	0%	1%	1%	1%
All People (Ethnic Group)	2,996	35,673	142,026	345,368	202,376	100	100	100	100	100



Mosaic UK Map and Data: KINGS HEAD, BRISTOL (374307)



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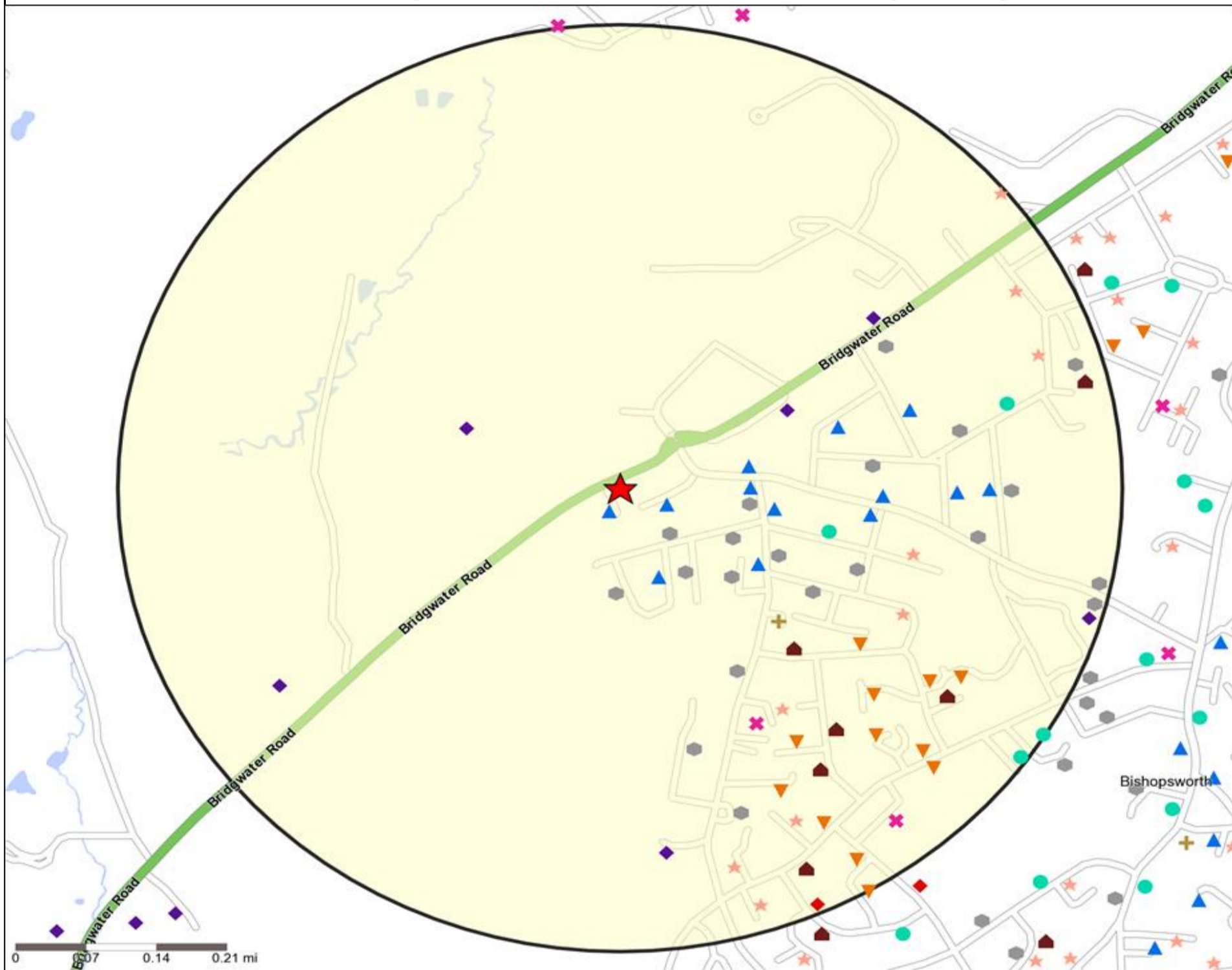
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N 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+)	0	7	11,629	34,754	17,699	0	1	232	292	248
B Prestige Positions (18+)	84	1,427	3,124	15,439	8,539	48	67	36	75	69
C Country Living (18+)	10	193	1,094	5,171	7,385	6	10	13	26	63
D Rural Reality (18+)	1	29	296	1,455	2,483	1	1	4	7	21
E Senior Security (18+)	652	4,624	10,136	21,664	12,898	332	195	105	95	94
F Suburban Stability (18+)	501	1,725	3,825	9,380	5,839	340	97	53	55	57
G Domestic Success (18+)	18	332	4,310	17,930	7,123	9	14	43	76	50
H Aspiring Homemakers (18+)	89	3,952	10,367	26,279	13,758	41	149	96	103	89
I Family Basics (18+)	383	4,703	14,908	20,374	15,500	220	224	175	100	127
J Transient Renters (18+)	83	1,946	3,220	14,293	4,273	60	116	47	88	44
K Municipal Challenge (18+)	56	1,232	6,031	13,863	8,816	39	72	87	84	89
L Vintage Value (18+)	190	3,257	7,853	13,639	9,303	125	178	105	77	87
M Modest Traditions (18+)	326	2,751	6,065	9,543	7,142	284	199	108	71	89
N Urban Cohesion (18+)	0	638	7,901	18,722	9,129	0	42	128	127	103
O Rental Hubs (18+)	20	2,271	27,604	58,895	39,077	11	101	303	272	300
Adults 18+ estimate 2015	2,413	29,087	118,363	281,401	168,964	100	100	100	100	100



Mosaic UK Map and Data: KINGS HEAD, BRISTOL (374307)



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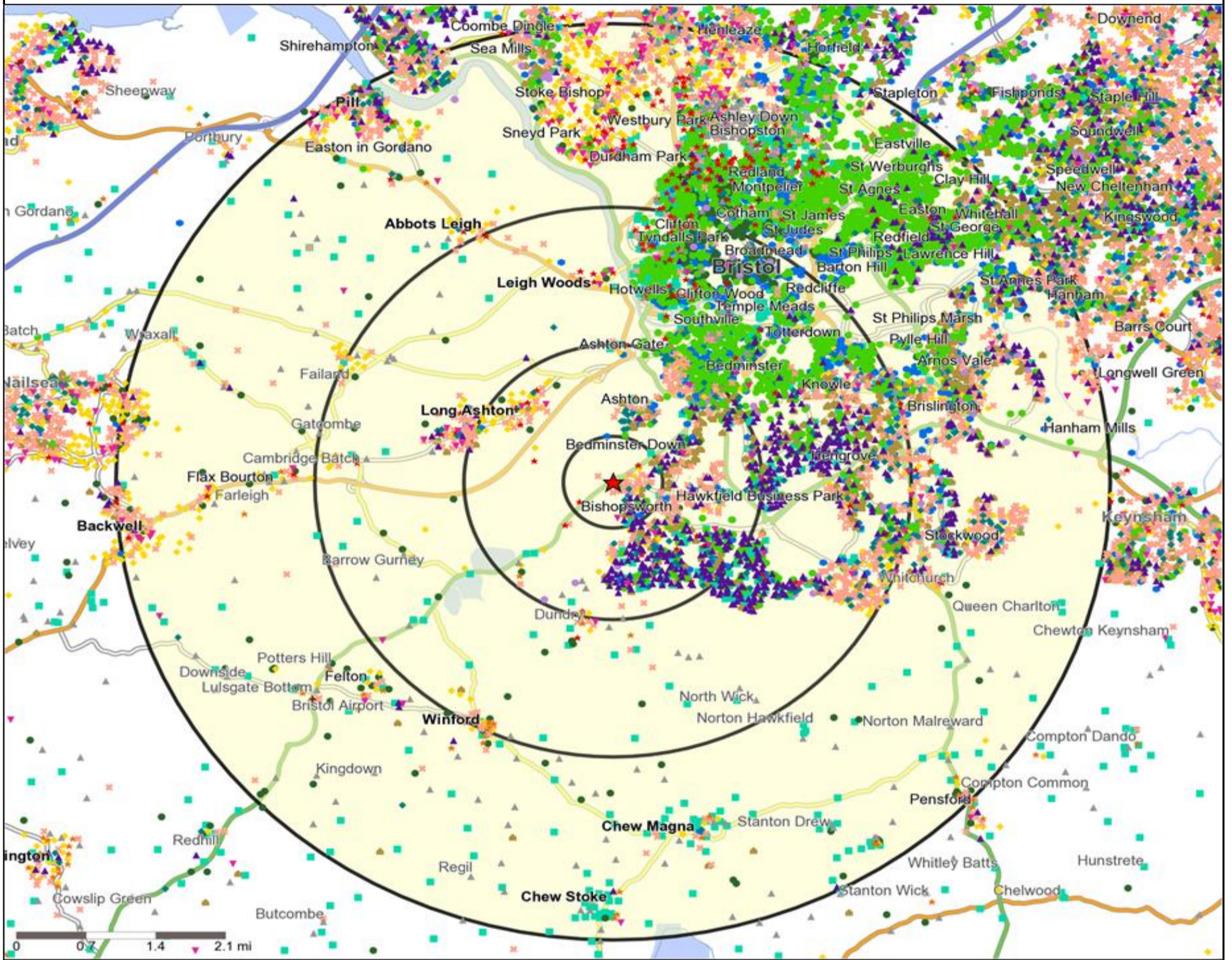
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	84	48
C Country Living (18+)	10	6
D Rural Reality (18+)	1	1
E Senior Security (18+)	652	332
F Suburban Stability (18+)	501	340
G Domestic Success (18+)	18	9
H Aspiring Homemakers (18+)	89	41
I Family Basics (18+)	383	220
J Transient Renters (18+)	83	60
K Municipal Challenge (18+)	56	39
L Vintage Value (18+)	190	125
M Modest Traditions (18+)	326	284
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	20	11
Adults 18+ estimate 2015	2,413	100



Occasions Map and Data: KINGS HEAD, BRISTOL (374307)



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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

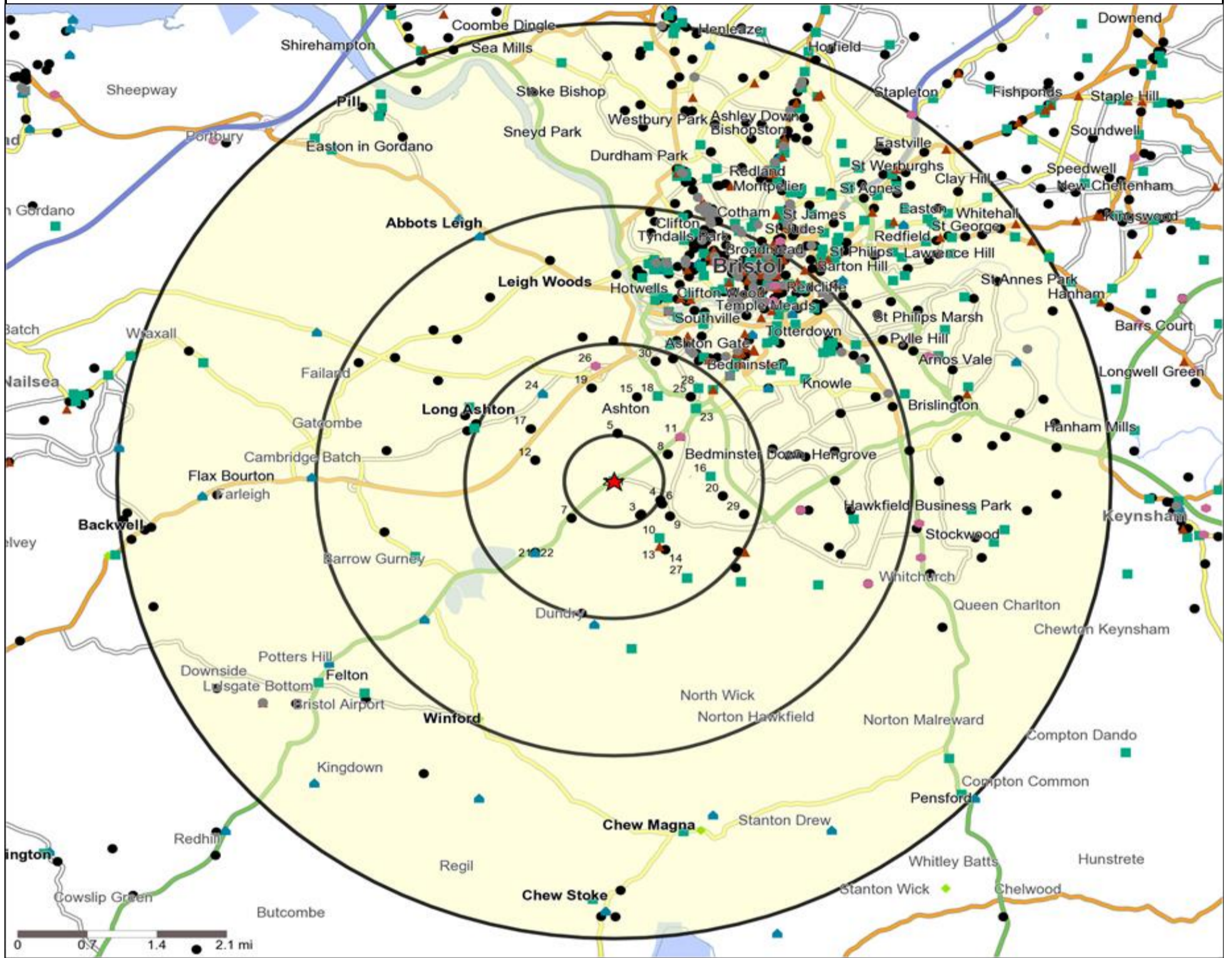
Occasions Data Table

	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	156	2,210	8,204	19,310	11,390	83	92	90	91	89
02 Early Doors	175	2,295	6,038	12,506	7,990	112	114	79	70	75
03 Everyday is Friday	170	1,992	7,990	17,102	10,774	127	116	122	112	118
04 Weekend Millionaires	228	2,981	8,824	17,157	10,937	118	120	94	78	83
05 Out On The Town	189	2,870	13,307	28,866	18,257	102	120	146	136	144
06 Business and Pleasure	57	829	4,800	13,835	7,250	59	67	102	127	111
07 Sporting Pints	168	2,607	12,701	31,702	17,333	82	99	127	136	124
08 Student Social	52	660	5,115	12,681	8,657	60	59	120	128	147
09 Leisurely Lunch	177	2,149	7,387	18,145	10,484	97	91	83	87	84
10 Wining and Dining	209	2,172	7,865	20,665	11,613	101	81	77	87	82
11 Household Outing	214	2,729	8,112	17,353	10,353	130	129	101	93	93
12 Midweek Meal Deal	104	1,400	4,429	8,874	5,990	112	118	98	84	95
13 Date Night	146	1,563	5,948	15,111	8,852	99	82	83	90	88
14 Birthday Treat	140	1,664	6,078	15,371	8,694	95	88	84	92	87
15 Pre Show Meal	53	687	2,639	6,088	3,529	104	105	106	105	102
Number of Occasions	2,238	28,808	109,437	254,766	152,103	100	100	100	100	100

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Competition Map and Data: KINGS HEAD, BRISTOL (374307)



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

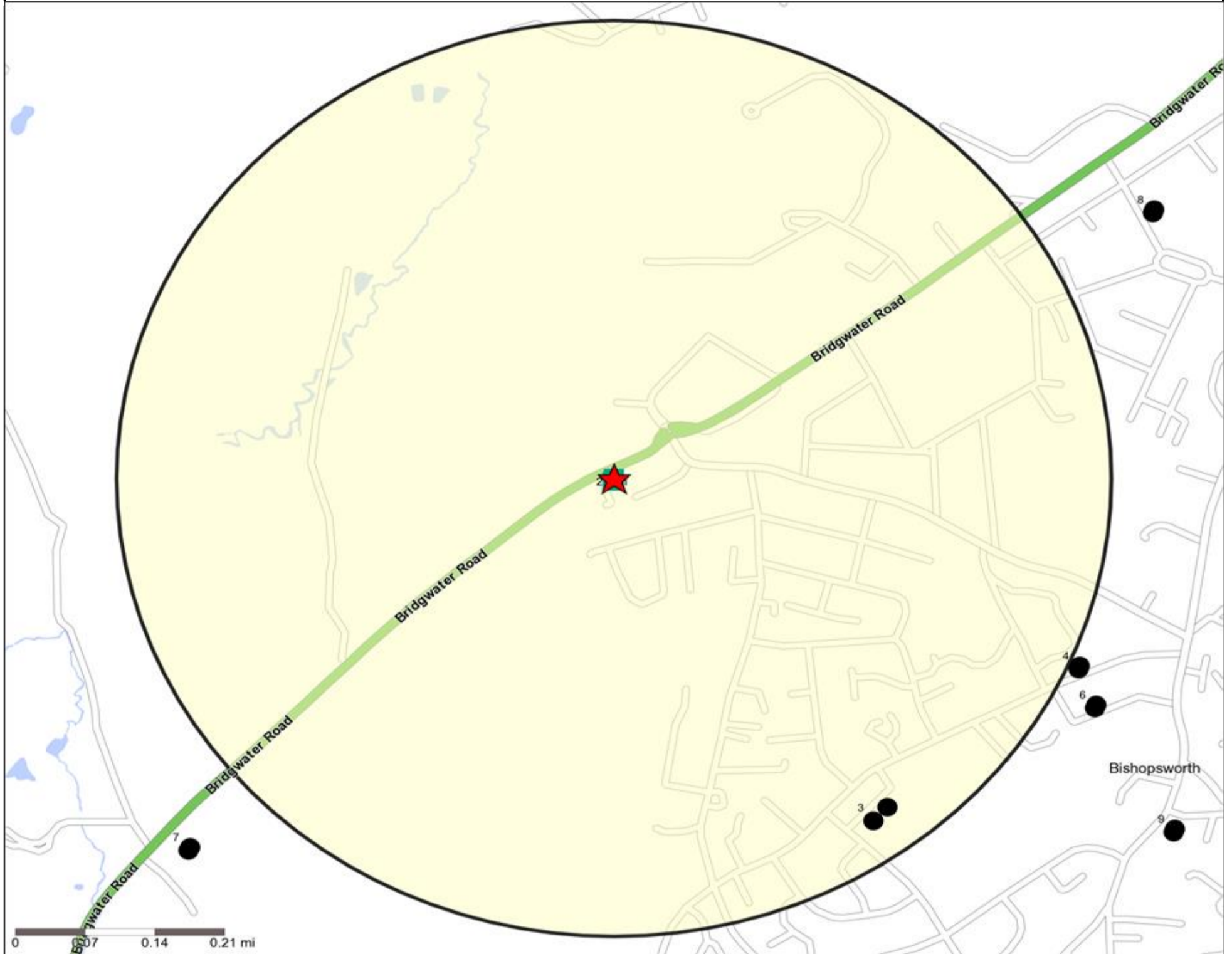


Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	59	95
Circuit Bar	0	3	58	93
Community Local	1	8	83	175
Dry Led	0	2	14	30
Branded Food Pub	0	2	8	15
Rural	0	0	1	2
Other	2	22	298	539
Total	3	37	521	949



Competition Map and Data: KINGS HEAD, BRISTOL (374307)



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	0
Circuit Bar	0
Community Local	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	2
Total	3



Local Competition: KINGS HEAD, BRISTOL (374307)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	KINGS HEAD, BRISTOL	BRIDGEWATER ROAD, BRISTOL, BS13 8AE	Punch Taverns	BS13 8AE	Punch Taverns	0.00
1	Kings Head	91 Bridgwater Road, Bedminster Down, Bristol	Punch Pub Company	BS13 8AE	Community Local	0.00
2	Pegasus Catering	Bridgwater Road, Bristol	Independent Free	BS13 8AE	Other	0.00
3	Highridge United Football Club	Lakemead Grove, Bristol	Independent Free	BS13 8EA	Other	0.46
4	Severn Vale Bowls Club	Vicarage Road, Bishopsworth, Bristol	Independent Free	BS13 8ES	Other	0.51
5	Bristol International Bowls Centre	101 South Liberty Lane, Bristol	Independent Free	BS 3 2TY	Other	0.52
6	Royal British Legion Club	Manor Road, Bishopsworth, Bristol	Independent Free	BS13 8EP	Other	0.54
7	Town & Country Lodge	Bridgwater Road, Bristol	Independent Free	BS13 8AG	Other	0.59
8	Bedminster Down Ex-Servicemens Club	Winford Grove, Bristol	Independent Free	BS13 7DY	Other	0.61
9	Nobanno	Church Road, Bishopsworth, Bristol	Independent Free	BS13 8JS	Other	0.68
10	Elm Tree	Queens Road, Bishopsworth, Bristol	Star Pubs & Bars	BS13 8LB	Community Local	0.77
11	Cross Hands	1 Bridgwater Road, Bedminster Down, Bristol	Greene King	BS13 7AQ	Branded Food	0.82
12	Woodspring Golf & Country Club	Yanley Lane, Long Ashton, Bristol	Independent Free	BS41 9LR	Other	0.82
13	Queens Head	22 Queens Road, Bishopsworth, Bristol	Pubfolio Ltd	BS13 8LG	Circuit Bar	0.85
14	Sartan Club	Gatehouse Avenue, Withywood, Bristol	Independent Free	BS13 9AB	Other	0.91
15	Ashton Social Club	38 Silbury Road, Ashton, Bristol	Independent Free	BS 3 2QE	Other	0.95
16	Maytree	St Peters Rise, Headley Park, Bristol	Enterprise Inns	BS13 7QT	Community Local	0.97
17	Long Ashton Cricket	Yanley Lane, Long Ashton, Bristol	Independent Free	BS41 9LW	Other	1.01
18	Robins	Ashton Drive, Ashton, Bristol	Unknown	BS 3 2PW	Community Local	1.03
19	David Lloyd Leisure	Ashton Road, Long Ashton, Bristol	Versailles Bidco Ltd	BS 3 2HB	Other	1.04
20	Dw Sports Fitness	Hatcliffe Way, Bristol	DW Sports Fitness	BS13 7PJ	Other	1.11
21	Willow Restaurant	Bridgwater Road, Dundry, Bristol	Independent Free	BS41 8JP	Other	1.11
22	Winford Arms	Bridgwater Road, Dundry, Bristol	Enterprise Inns	BS41 8JP	Dry Led	1.11
23	Miners Arms	70 Bedminster Down Road, Bedminster, Bristol	Pubfolio Ltd	BS13 7AD	Community Local	1.14
24	Angel	172 Long Ashton Road, Long Ashton, Bristol	Enterprise Inns	BS41 9LT	Dry Led	1.20
25	Redpoint Climbing Centre	40 Winterstoke Road, Bristol	*Other Small Retail Groups	BS 3 2NW	Other	1.20
26	Ashton	Ashton Lane, Long Ashton, Bristol	Mitchells & Butlers	BS41 9LX	Branded Food	1.27
27	Harriers	648 Bishport Avenue, Hartcliffe, Bristol	Admiral Taverns Ltd	BS13 9EJ	Community Local	1.29
28	Luckwell Hotel	147 Luckwell Road, Bedminster, Bristol	Punch Pub Company	BS 3 3HB	Community Local	1.32
29	Pizza Hut	Wills Way, Bristol	Pizza Hut UK Ltd	BS13 7TJ	Other	1.36
30	Bristol City Football Club	Ashton Road, Bristol	Independent Free	BS 3 2EJ	Other	1.37