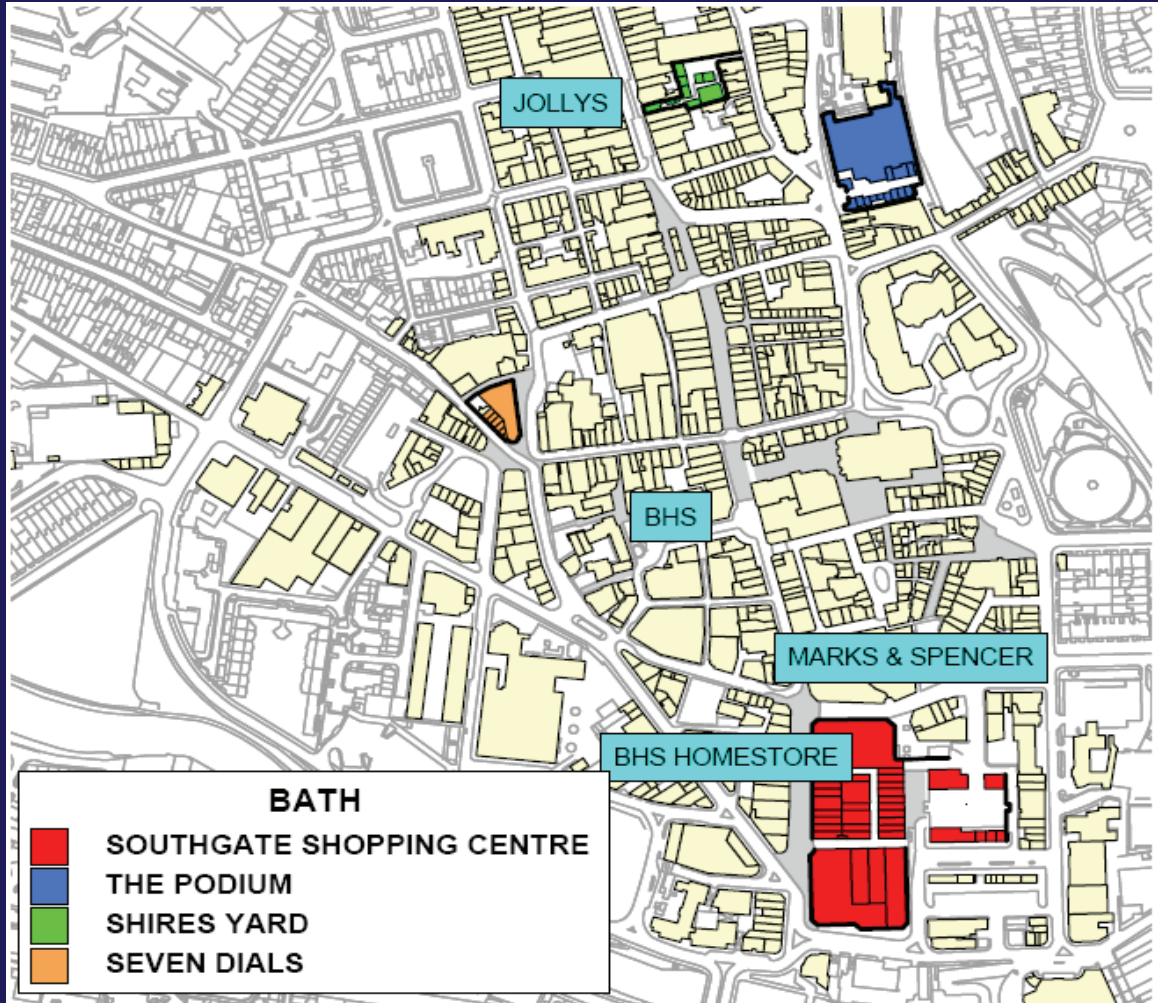


Experian Top Towns: Bath - Key Facts



Key Experian Retail Indicators - 2008

Total Outlets	724			
Total Floorspace (sq ft)	1,204,200			
	Centre	%	UK %	Index
Vacant Outlets	73	10.1	10.8	94
Vacant Floorspace (sq ft)	100,100	8.3	9.2	91
Multiple Outlets	272	37.6	33.7	111
Comparison Outlets	381	52.6	46.0	114

Catchment Area Information



Population Figures

Total population	309,297
Shopper population	140,175
Retention	45%

(Data source: Where Britain Shops)

Retail Expenditure (£m/Year)

Total comparison	887
Total convenience	499
Total retail	1,386

(Data source: Where Britain Shops)

Mosaic Profile

	Centre %	Index
A Symbols of Success	15.3	146
B Happy Families	13.6	114
C Suburban Comfort	19.7	125
D Ties of Community	11.2	68
E Urban Intelligence	7.8	113
F Welfare Borderline	2.0	37
G Municipal Dependency	1.9	29
H Blue Collar Enterprise	10.4	89
I Twilight Subsistence	2.5	91
J Grey Perspectives	7.8	115
K Rural Isolation	7.8	147

(Data source: Experian Mosaic UK)

For more information:

Please e-mail jonathan.demello@uk.experian.com
 Alternatively, please call +44 (0) 20 7746 8255 or visit
www.business-strategies.co.uk/propertyconsultancy

Copyright © Experian Ltd. © Crown Copyright. All rights reserved. Licence No PU100017316

