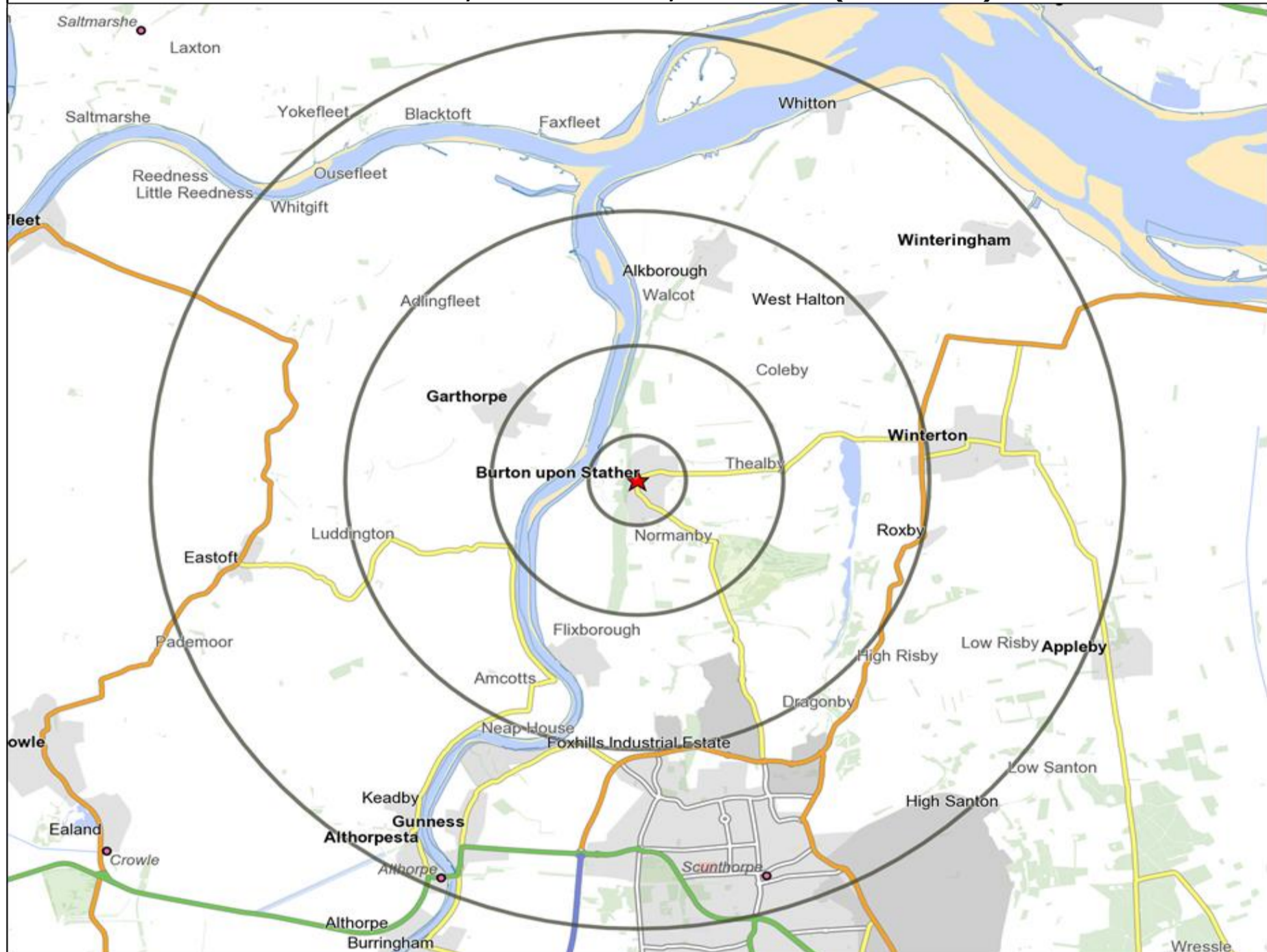




**Customer Profile Report for SHEFFIELD ARMS, SCUNTHORPE (Punch Outlet Number: 202056)
HIGH STREET, SCUNTHORPE, DN15 9BP (DN15 9BP)**



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

Age Data Table

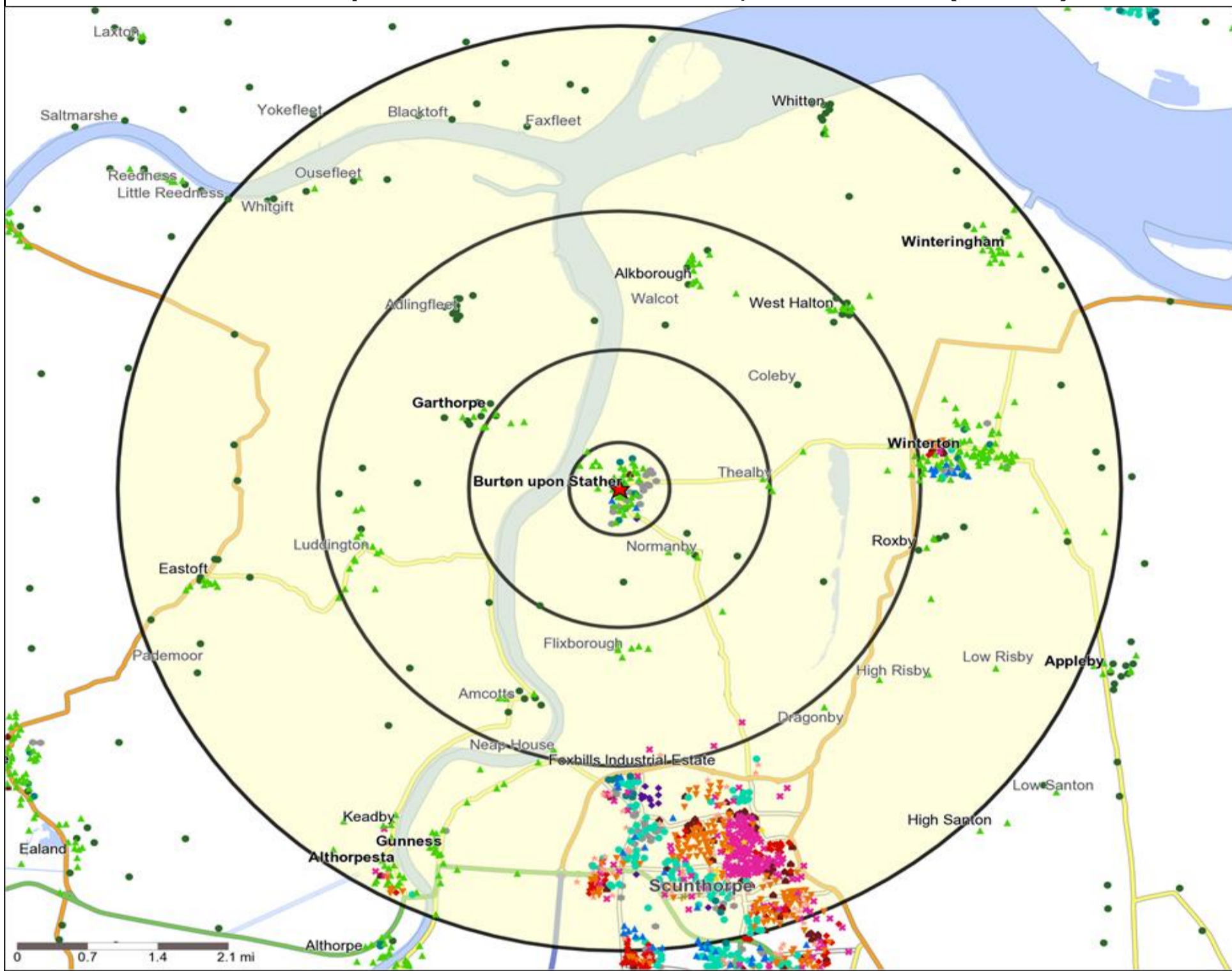
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	357	418	833	9,181	8,659	78	79	84	106	107
16-17	50	57	110	1,074	1,020	88	87	90	100	102
18-24	107	130	277	3,905	3,711	49	51	58	93	95
25-34	164	192	382	7,032	6,643	49	50	53	111	112
35-44	256	300	617	5,368	5,029	83	84	92	92	92
45-54	429	508	997	6,608	6,071	124	127	133	101	99
55-64	361	419	770	5,139	4,697	131	132	129	98	96
65+	708	788	1,301	7,904	7,420	162	156	137	95	95
Population estimate 2015	2,432	2,812	5,287	46,211	43,250	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	2,348	2,735	5,110	40,952	38,016	98%	98%	98%	91%	90%
Mixed / Multiple Ethnic Groups	26	29	39	456	448	1%	1%	1%	1%	1%
Asian / Asian British	23	25	55	3,192	3,164	1%	1%	1%	7%	7%
Black / African / Caribbean / Black British	0	0	0	310	307	0%	0%	0%	1%	1%
Other Ethnic Group	2	2	5	269	259	0%	0%	0%	1%	1%
All People (Ethnic Group)	2,399	2,791	5,209	45,179	42,194	100	100	100	100	100



Mosaic UK Map and Data: SHEFFIELD ARMS, SCUNTHORPE (202056)



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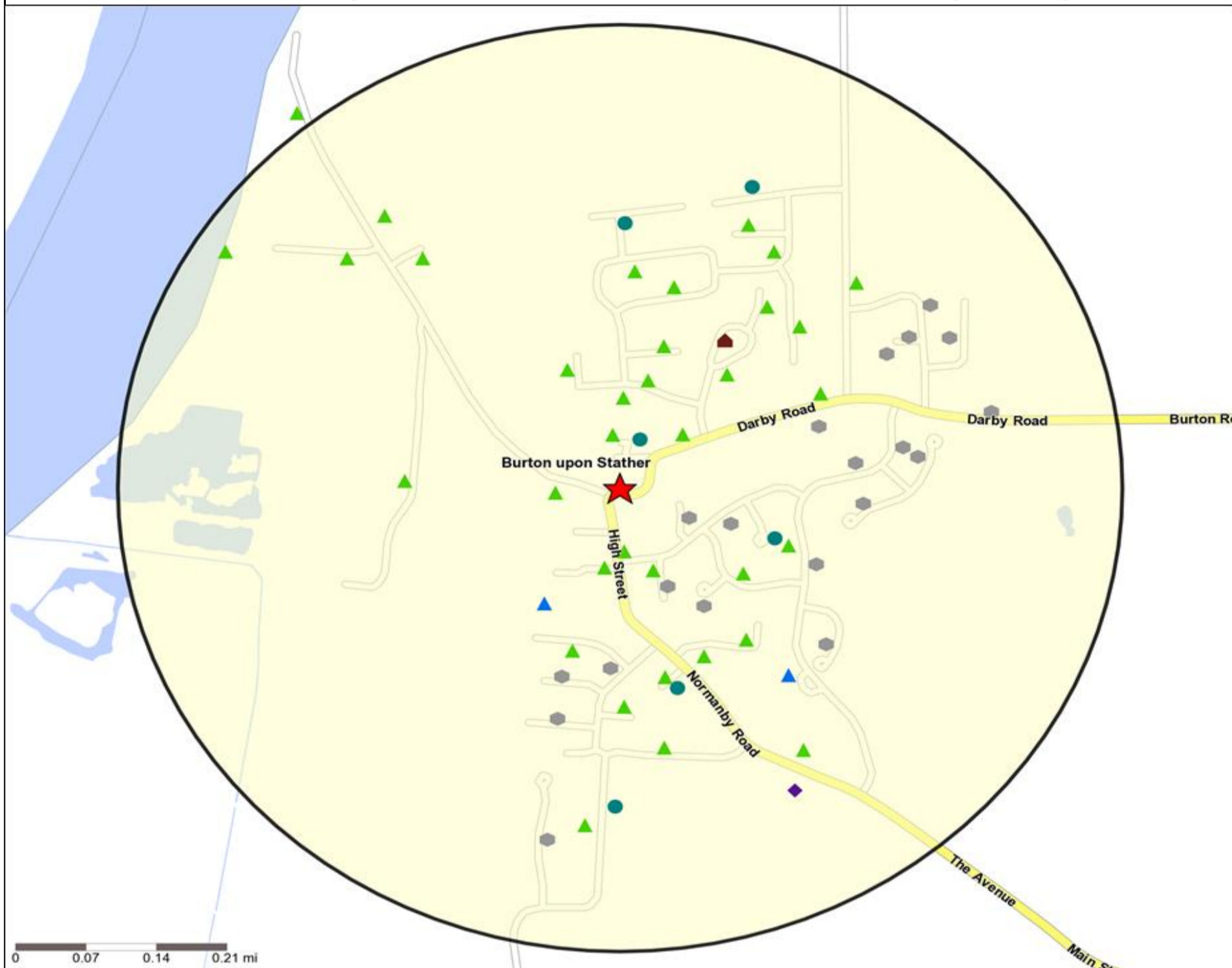
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- B Prestige Positions
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	14	14	14	483	483	9	8	4	18	20
C Country Living (18+)	0	101	705	1,580	737	0	62	234	63	32
D Rural Reality (18+)	1,133	1,344	2,662	7,674	6,753	808	829	885	309	291
E Senior Security (18+)	576	576	579	1,994	1,985	350	303	164	68	73
F Suburban Stability (18+)	55	55	56	1,049	947	44	39	21	48	46
G Domestic Success (18+)	230	232	232	676	689	135	118	64	22	24
H Aspiring Homemakers (18+)	0	0	27	4,489	4,442	0	0	7	137	146
I Family Basics (18+)	0	0	4	5,820	5,627	0	0	1	225	233
J Transient Renters (18+)	0	0	18	6,212	6,092	0	0	7	300	315
K Municipal Challenge (18+)	0	0	0	1,799	1,729	0	0	0	85	88
L Vintage Value (18+)	16	16	25	1,857	1,825	13	11	9	82	87
M Modest Traditions (18+)	0	0	20	1,932	1,870	0	0	10	113	117
N Urban Cohesion (18+)	0	0	0	228	228	0	0	0	12	13
O Rental Hubs (18+)	0	0	0	81	81	0	0	0	3	3
Adults 18+ estimate 2015	2,024	2,338	4,342	35,874	33,488	100	100	100	100	100



Mosaic UK Map and Data: SHEFFIELD ARMS, SCUNTHORPE (202056)



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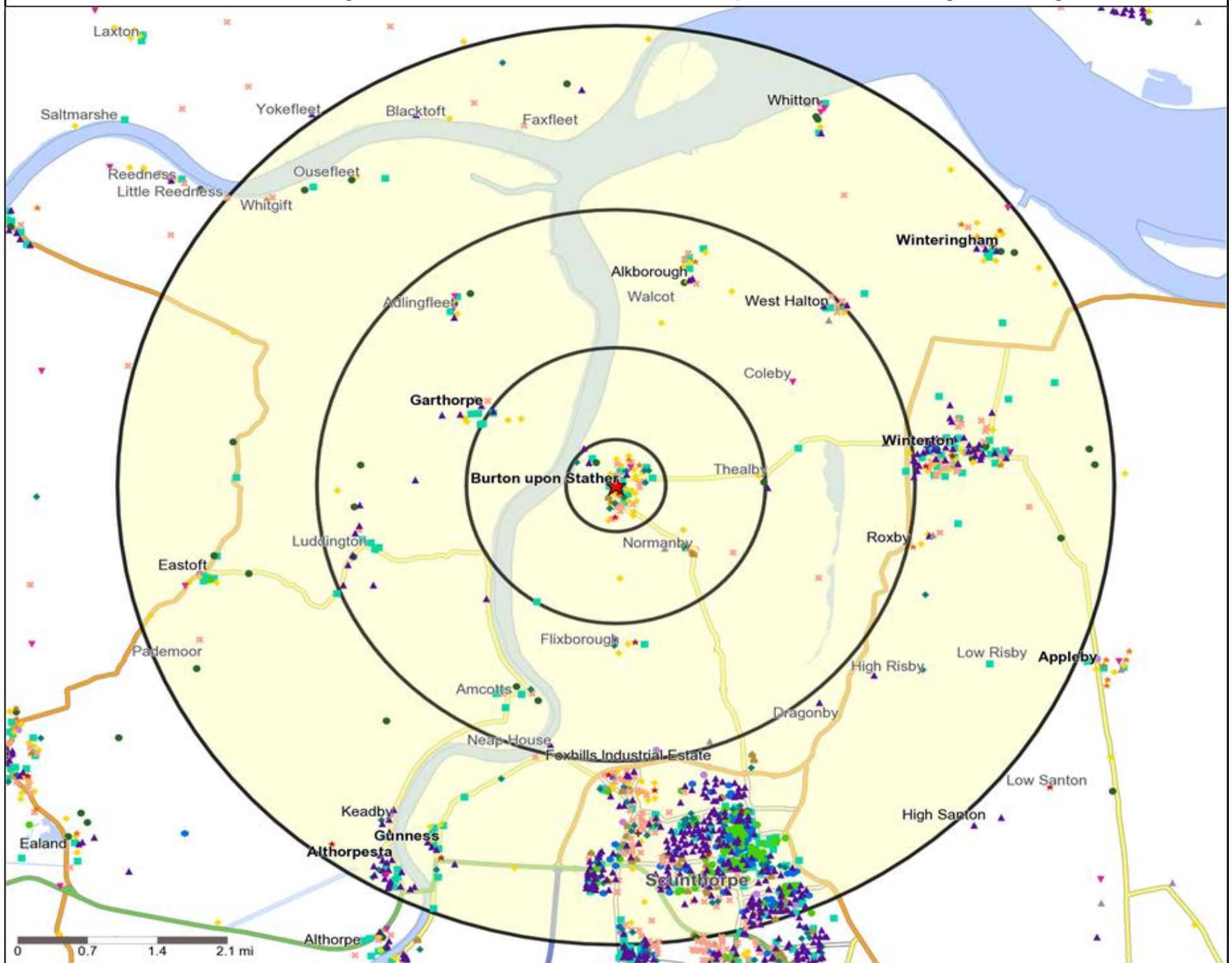
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	14	9
C Country Living (18+)	0	0
D Rural Reality (18+)	1,133	808
E Senior Security (18+)	576	350
F Suburban Stability (18+)	55	44
G Domestic Success (18+)	230	135
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+)	16	13
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	2,024	100



Occasions Map and Data: SHEFFIELD ARMS, SCUNTHORPE (202056)



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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	144	163	306	3,262	3,056	124	124	127	118	117
02 Early Doors	122	138	258	2,459	2,266	126	125	128	106	104
03 Everyday is Friday	94	106	186	2,157	2,036	114	113	108	109	109
04 Weekend Millionaires	76	96	230	4,441	4,219	64	71	93	156	157
05 Out On The Town	58	64	101	3,286	3,197	50	49	42	120	123
06 Business and Pleasure	30	37	75	955	908	51	55	61	67	68
07 Sporting Pints	31	38	83	3,199	3,108	24	26	31	106	109
08 Student Social	59	73	167	757	652	110	119	150	59	54
09 Leisurely Lunch	130	148	286	2,348	2,172	115	115	122	87	85
10 Wining and Dining	164	183	313	2,233	2,086	128	125	117	73	72
11 Household Outing	77	82	123	2,282	2,190	76	71	58	94	95
12 Midweek Meal Deal	67	77	136	2,040	1,973	117	118	114	149	153
13 Date Night	174	196	335	1,483	1,340	191	189	177	68	65
14 Birthday Treat	136	150	236	1,606	1,484	149	145	124	74	72
15 Pre Show Meal	22	24	43	568	525	70	67	66	76	74
Number of Occasions	1,384	1,575	2,878	33,076	31,212	100	100	100	100	100



Competition Map and Data: SHEFFIELD ARMS, SCUNTHORPE (202056)



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

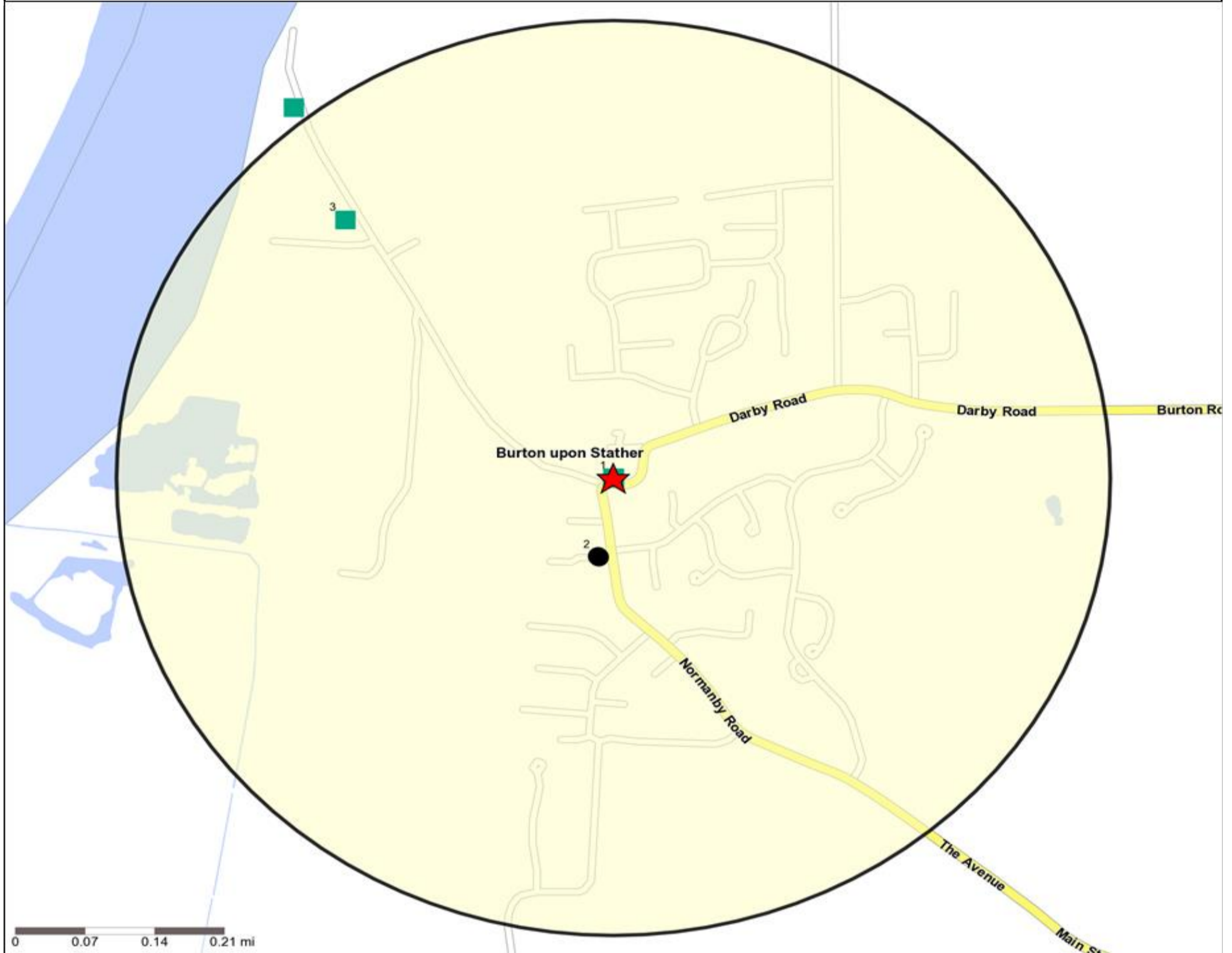


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	1	4
Circuit Bar	0	0	0	14
Community Local	2	2	2	17
Dry Led	0	0	0	5
Branded Food Pub	0	0	0	2
Rural	0	0	2	3
Other	1	3	6	56
Total	3	5	11	101



Competition Map and Data: SHEFFIELD ARMS, SCUNTHORPE (202056)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
Total	3



Local Competition: SHEFFIELD ARMS, SCUNTHORPE (202056)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SHEFFIELD ARMS, SCUNTHORPE	HIGH STREET, SCUNTHORPE, DN15 9BP	Punch Taverns	DN15 9BP	Punch Taverns	0.00
1	Sheffield Arms Hotel	High Street, Burton-Upon-Stather, Scunthorpe	Punch Pub Company	DN15 9BP	Community Local	0.00
2	Burton Westlands Club	High Street, Burton-Upon-Stather, Scunthorpe	Independent Free	DN15 9DG	Other	0.09
3	Ferry House	121 Stather Road, Burton-Upon-Stather, Scunthorpe	Independent Free	DN15 9DJ	Community Local	0.39
4	Normanby Prk Cr/Hoc Club	Normanby Park, Normanby, Scunthorpe	Independent Free	DN15 9HU	Other	1.39
5	Normanby Hall	Normanby, Scunthorpe	Independent Free	DN15 9HU	Other	1.39
6	Flixborough Inn	1 High Street, Flixborough, Scunthorpe	Enterprise Inns	DN15 8RL	Rural Character	1.73
7	Walcot Hall	Alkborough, Scunthorpe	Independent Free	DN15 9JT	Other	1.83
8	Ingleby Arms	Amcotte, Amcotts, Scunthorpe	Independent Free	DN17 4AJ	Rural Character	2.37
9	Scunthorpe Raceway Ltd.	157 Moorwell Road, Scunthorpe	Independent Free	DN15 9YG	Other	2.43
10	Alkborough Coronation Club	Back Street, Alkborough, Scunthorpe	Independent Free	DN15 9JN	Other	2.48
11	Hideaway Cafe	Park Farm Road, Scunthorpe	Independent Free	DN15 8QP	Cafe / Wine Bar	2.94
12	Butchers Arms	White House Lane, West Halton, Scunthorpe	Unknown	DN15 9AZ	Community Local	3.04
13	Warren Lodge	Luneberg Way, Scunthorpe	Spirit Pub Company	DN15 8LP	Branded Food	3.11
14	Butchers Arms	5 High Street, Winterton, Scunthorpe	Enterprise Inns	DN15 9PU	Dry Led	3.48
15	Foxhills Club	Foxhills Road, Scunthorpe	Independent Free	DN15 8LH	Other	3.51
16	George	26 Market Street, Winterton, Scunthorpe	Independent Free	DN15 9PT	Community Local	3.57
17	Winterton Rangers Football Club	54 West Street, Winterton, Scunthorpe	Independent Free	DN15 9QF	Other	3.57
18	Winterton Jub Working Mens Club	13 Queen Street, Winterton, Scunthorpe	Independent Free	DN15 9TR	Other	3.61
19	Cocked Hat	Ferry Road, Scunthorpe	Punch Pub Company	DN15 8LQ	Dry Led	3.65
20	Fedoras	5 Ferry Road, Scunthorpe	Independent Free	DN15 8QG	Other	3.70
21	Clansman	2 Old Crosby, Old Crosby, Scunthorpe	Star Pubs & Bars	DN15 8PY	Community Local	3.77
22	New Ashdown Club	72 Theodore Road, Scunthorpe	Independent Free	DN15 8HB	Other	3.78
23	Polish Social Centre	265 Frodingham Road, Scunthorpe	Independent Free	DN15 7NS	Other	3.81
24	Mfa Bowl	22-23 Warren Road, Scunthorpe	1st Bowl	DN15 6XH	Other	3.86
25	Riveter	50 Henderson Avenue, Scunthorpe	Old Mill Brewery	DN15 7RX	Community Local	3.92
26	Frodingham Road Club	176 Frodingham Road, Scunthorpe	Independent Free	DN15 7NN	Other	3.92
27	Square	81-83 Sheffield Street, Scunthorpe	Independent Free	DN15 6DW	Other	3.97
28	Pig & Whistle	Winterton Road, Scunthorpe	Sam Smith	DN15 0DH	Community Local	4.03
29	Rahmans Restaurant	143 Frodingham Road, Scunthorpe	Independent Free	DN15 7JR	Other	4.06
30	Pizza Hut	Doncaster Road, Scunthorpe	Pizza Hut UK Ltd	DN15 8GR	Other	4.10