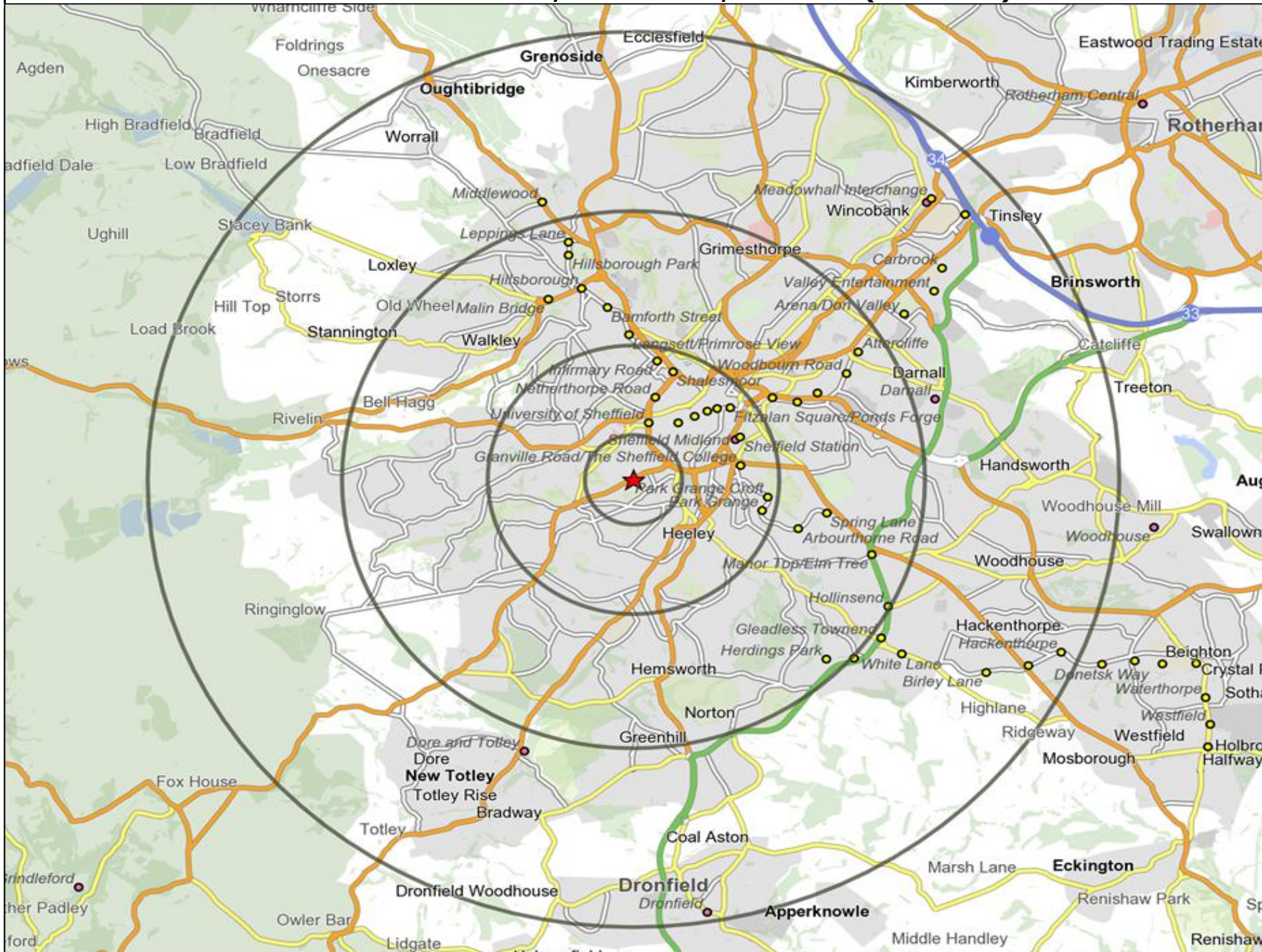




Customer Profile Report for CHAMPS SPORTS BAR & GRILL (Punch Outlet Number: 371820)
255 ECCLESALL ROAD, SHEFFIELD, S11 8NX (S 11 8NX)



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

Age Data Table

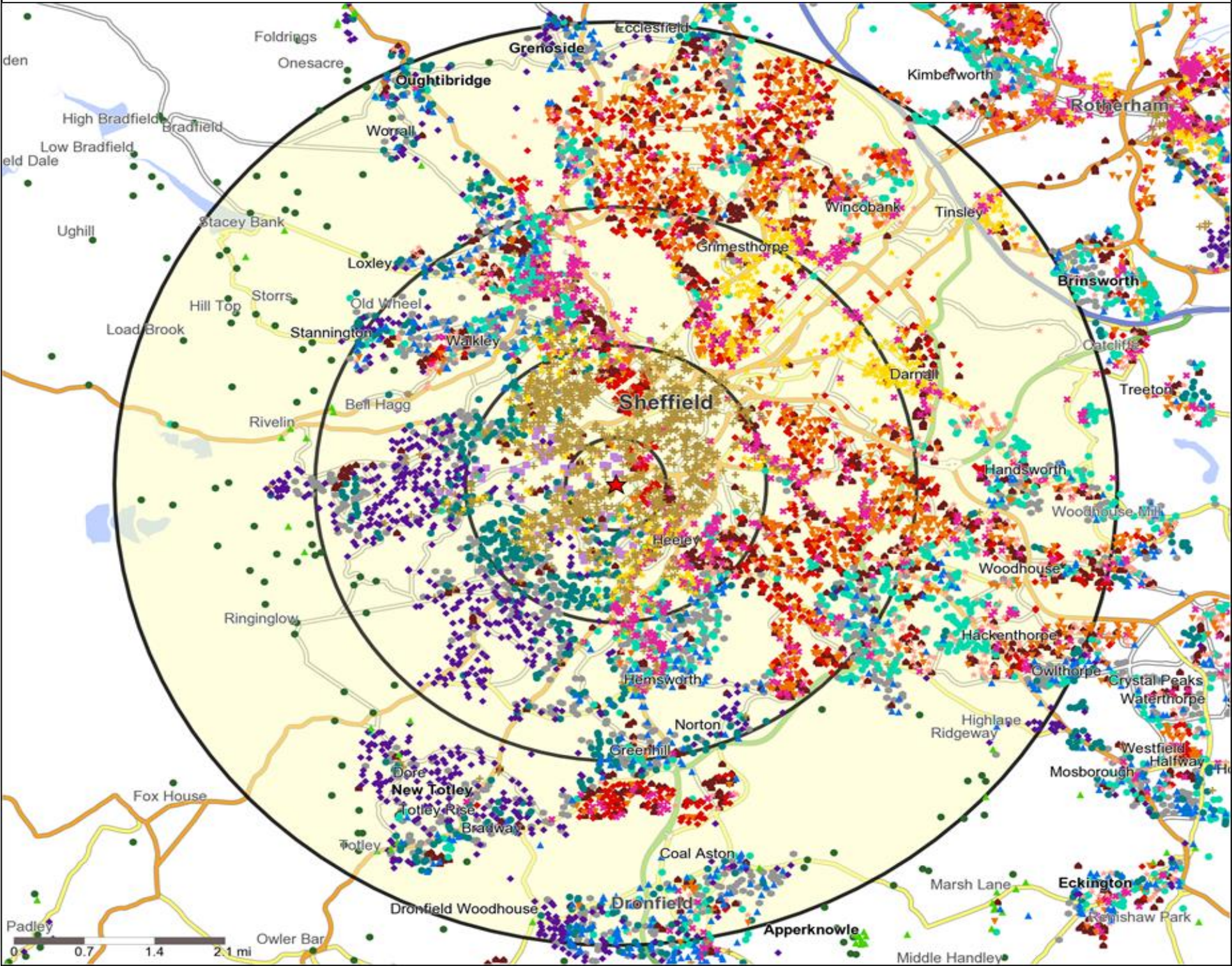
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,957	15,475	48,221	91,863	57,387	60	62	87	97	91
16-17	184	1,560	5,441	10,708	6,438	46	50	79	91	83
18-24	7,146	49,457	62,385	77,834	65,462	457	411	232	170	215
25-34	3,099	25,158	47,439	72,651	52,916	131	138	117	105	115
35-44	1,515	12,547	33,123	59,497	37,996	69	74	88	93	89
45-54	1,221	10,733	33,842	63,586	39,000	50	57	80	89	82
55-64	890	7,422	24,970	47,243	28,716	46	49	74	83	76
65+	1,253	10,713	41,052	82,316	47,841	40	45	77	90	79
Population estimate 2015	17,265	133,065	296,473	505,698	335,756	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	11,489	91,577	225,212	399,992	253,643	70%	74%	79%	82%	79%
Mixed / Multiple Ethnic Groups	507	3,711	8,100	12,520	9,051	3%	3%	3%	3%	3%
Asian / Asian British	2,039	18,324	29,100	43,594	34,766	12%	15%	10%	9%	11%
Black / African / Caribbean / Black British	1,612	6,154	13,290	19,401	14,802	10%	5%	5%	4%	5%
Other Ethnic Group	825	4,387	8,561	12,444	9,539	5%	4%	3%	3%	3%
All People (Ethnic Group)	16,472	124,153	284,263	487,951	321,801	100	100	100	100	100



Mosaic UK Map and Data: CHAMPS SPORTS BAR & GRILL (371820)



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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

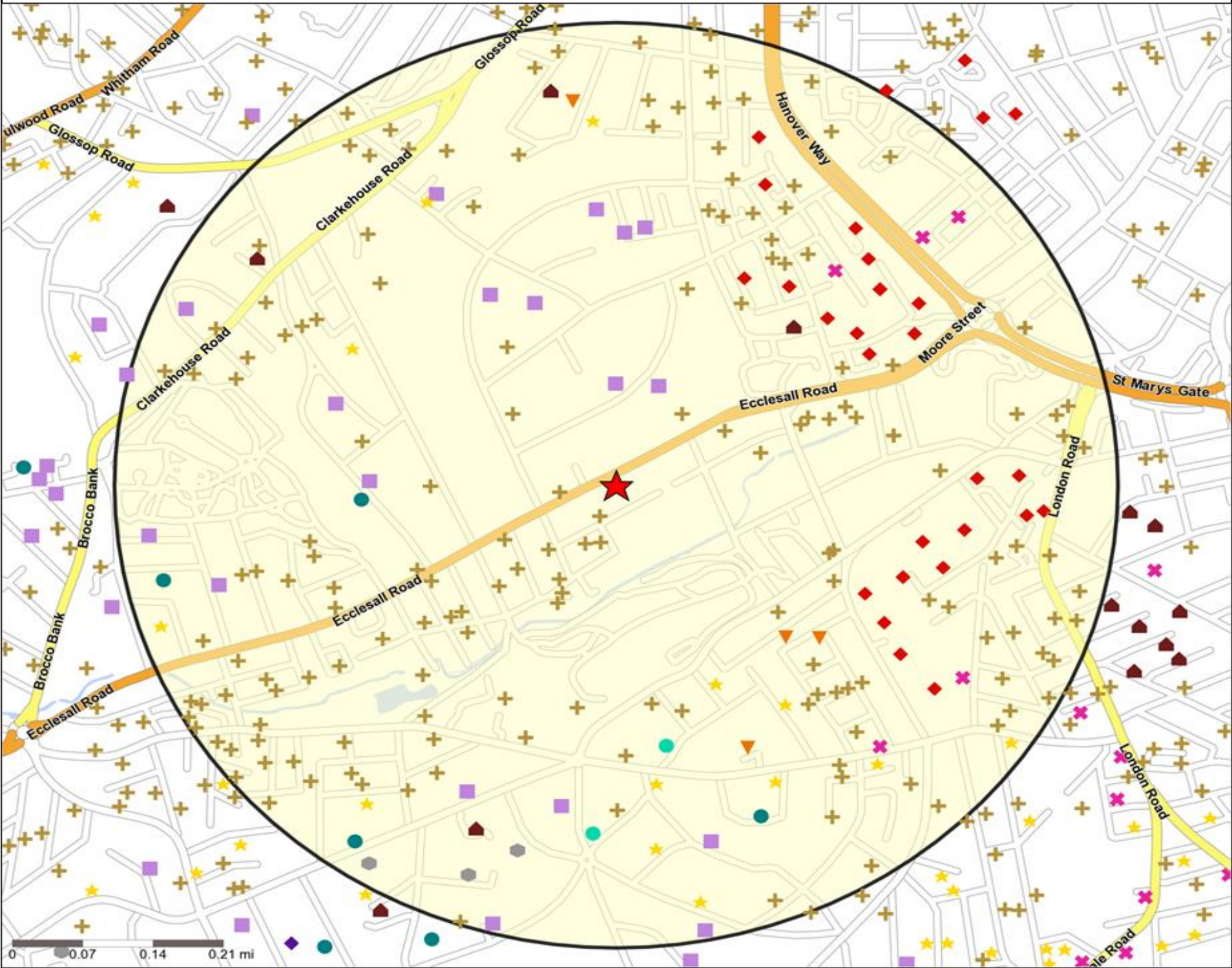
N Urban Cohesion

O Rental Hubs

Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 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+)	1,044	2,795	2,873	2,873	2,873	171	65	30	18	26
B Prestige Positions (18+)	0	867	12,390	22,675	14,816	0	12	75	80	79
C Country Living (18+)	0	0	115	1,376	562	0	0	1	5	3
D Rural Reality (18+)	0	0	75	604	299	0	0	0	2	2
E Senior Security (18+)	67	2,809	22,033	38,921	24,282	6	34	119	123	116
F Suburban Stability (18+)	0	172	6,471	16,061	7,211	0	3	47	68	46
G Domestic Success (18+)	386	7,716	15,225	22,527	14,877	32	91	80	69	69
H Aspiring Homemakers (18+)	22	2,507	13,458	32,424	17,102	2	27	65	92	73
I Family Basics (18+)	203	680	13,356	35,023	16,766	20	9	81	125	90
J Transient Renters (18+)	375	6,205	20,608	30,642	22,857	45	106	157	137	154
K Municipal Challenge (18+)	1,782	4,717	16,686	35,290	19,263	210	79	125	155	128
L Vintage Value (18+)	240	4,851	19,422	40,849	23,101	26	76	136	167	143
M Modest Traditions (18+)	0	324	4,464	19,168	7,635	0	7	41	104	63
N Urban Cohesion (18+)	736	9,669	18,056	25,468	22,009	98	182	152	125	164
O Rental Hubs (18+)	9,552	58,034	62,449	63,903	63,053	860	743	356	214	319
Adults 18+ estimate 2015	14,407	#####	227,681	387,804	256,706	100	100	100	100	100



Mosaic UK Map and Data: CHAMPS SPORTS BAR & GRILL (371820)



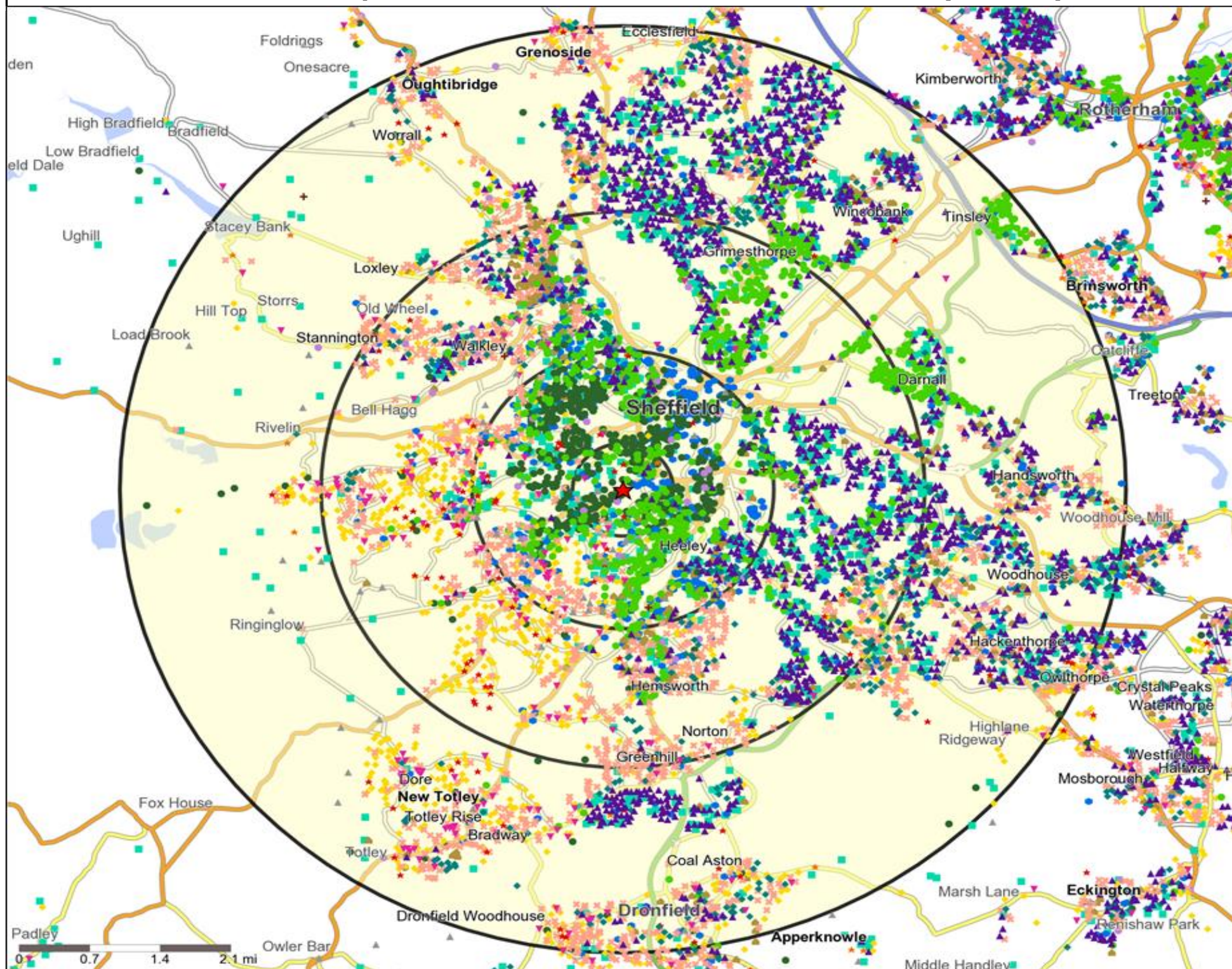
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J 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+)	1,044	171
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	67	6
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	386	32
H Aspiring Homemakers (18+)	22	2
I Family Basics (18+)	203	20
J Transient Renters (18+)	375	45
K Municipal Challenge (18+)	1,782	210
L Vintage Value (18+)	240	26
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	736	98
O Rental Hubs (18+)	9,552	860
Adults 18+ estimate 2015	14,407	100



Occasions Map and Data: CHAMPS SPORTS BAR & GRILL (371820)



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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

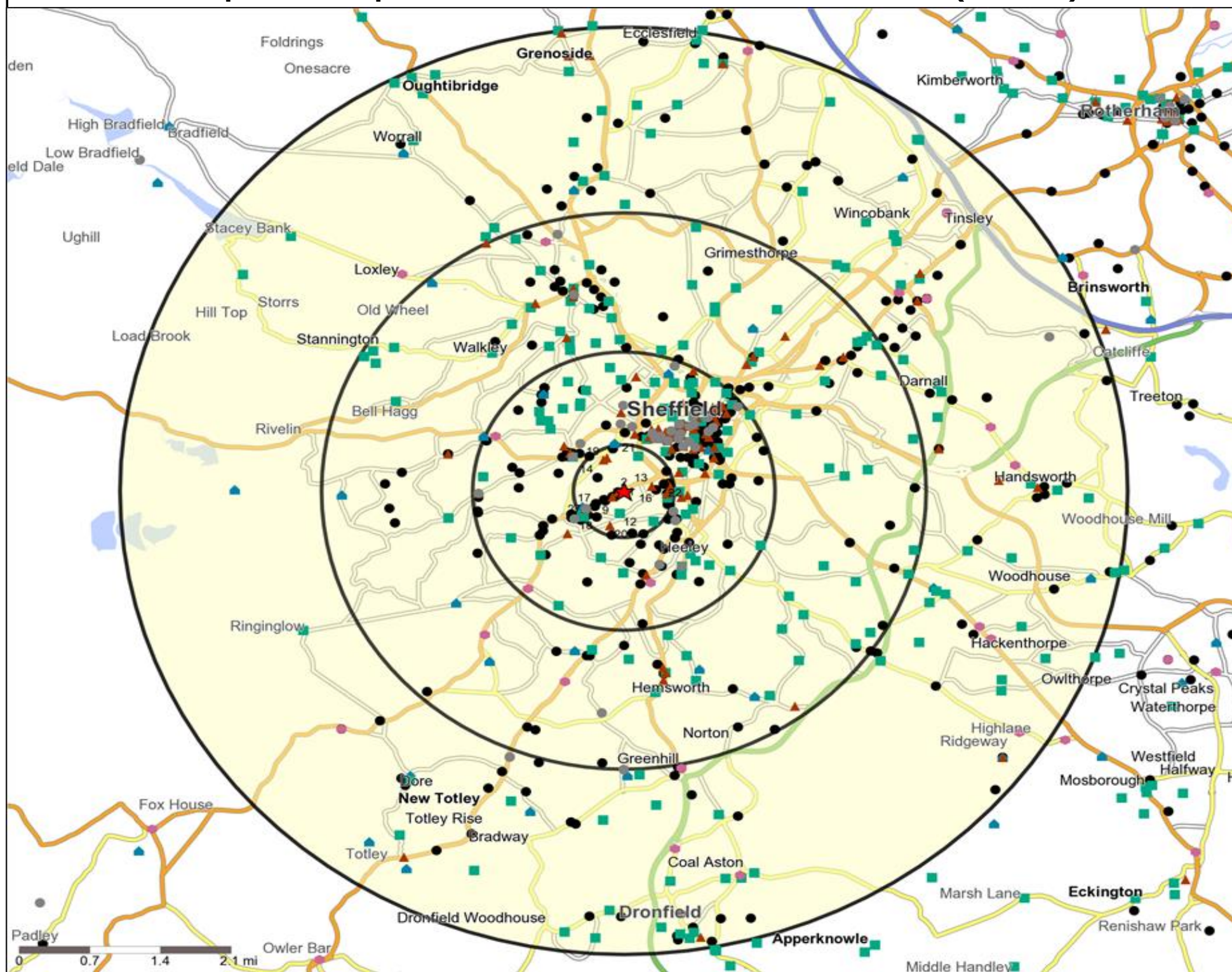
Occasions Data Table

	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	796	5,450	16,948	32,826	19,782	67	71	94	104	95
02 Early Doors	265	2,713	12,802	27,296	15,118	27	42	84	103	87
03 Everyday is Friday	840	6,022	13,115	22,474	14,647	99	110	101	99	99
04 Weekend Millionaires	383	3,165	15,456	34,063	18,623	31	40	83	104	87
05 Out On The Town	1,790	12,153	23,323	37,197	25,753	152	159	130	118	125
06 Business and Pleasure	597	4,400	8,551	12,911	9,675	98	112	92	80	91
07 Sporting Pints	1,729	10,957	22,647	36,826	26,381	133	130	114	106	116
08 Student Social	4,995	21,562	24,860	28,150	25,484	911	604	296	192	265
09 Leisurely Lunch	485	4,543	14,976	28,509	17,785	42	61	85	92	88
10 Wining and Dining	441	4,427	14,552	26,956	16,909	34	52	72	77	74
11 Household Outing	203	3,211	12,981	26,744	15,807	20	47	82	96	87
12 Midweek Meal Deal	760	4,185	9,615	18,058	11,342	130	110	108	115	111
13 Date Night	307	3,986	11,125	18,384	12,375	33	66	78	74	76
14 Birthday Treat	390	3,498	11,162	20,847	12,911	42	58	78	84	79
15 Pre Show Meal	154	1,699	4,196	7,051	4,756	48	81	86	82	85
Number of Occasions	14,135	91,971	216,309	378,292	247,348	100	100	100	100	100

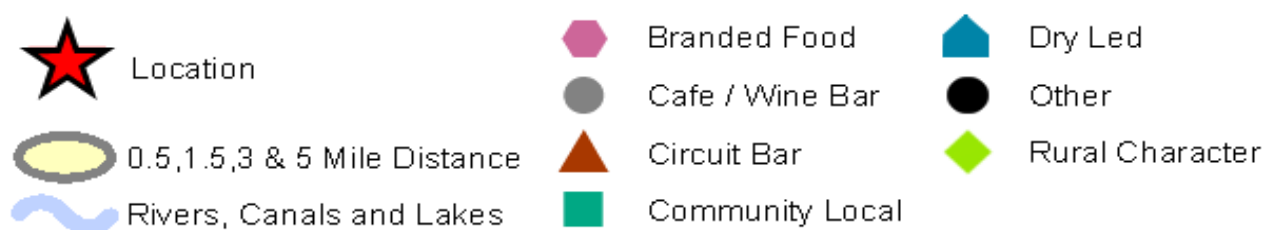
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Competition Map and Data: CHAMPS SPORTS BAR & GRILL (371820)



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

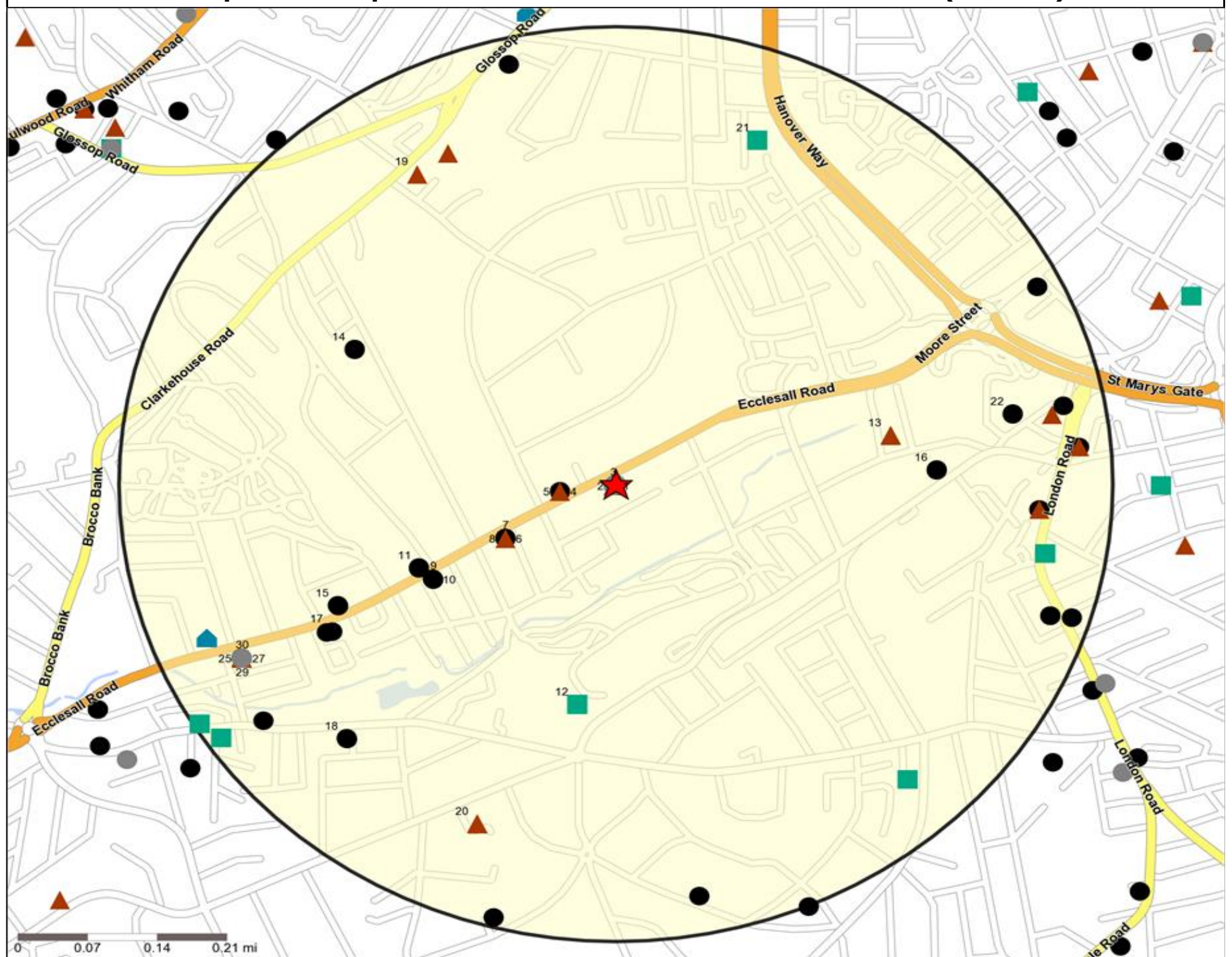


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	3	39	42	46
Circuit Bar	12	73	85	100
Community Local	7	59	117	184
Dry Led	1	6	14	28
Branded Food Pub	0	5	10	25
Rural	0	0	0	0
Other	32	218	297	426
Total	55	400	565	809



Competition Map and Data: CHAMPS SPORTS BAR & GRILL (371820)



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	3
Circuit Bar	12
Community Local	7
Dry Led	1
Branded Food Pub	0
Rural	0
Other	32
Total	55



Local Competition: CHAMPS SPORTS BAR & GRILL (371820)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CHAMPS SPORTS BAR & GRILL	255 ECCLESALL ROAD, SHEFFIELD, S11 8NX	Punch Taverns	S 11 8NX	Punch Taverns	0.00
1	Graze Inn	315-319 Ecclesall Road, Sheffield	Independent Free	S 11 8NX	Cafe / Wine Bar	0.00
2	Champs Sports Bar & Grill	255 Ecclesall Road, Sheffield	Punch Pub Company	S 11 8NX	Circuit Bar	0.00
3	Ashoka Indian Restaurant	307 Ecclesall Road, Sheffield	Independent Free	S 11 8NX	Other	0.00
4	Nursery Tavern	276 Ecclesall Road, Sheffield	Mitchells & Butlers	S 11 8PE	Circuit Bar	0.06
5	Uncle Sams Chuck Wagon	298 Ecclesall Road, Sheffield	Independent Free	S 11 8PE	Other	0.06
6	Craft & Dough	359-361 Ecclesall Road, Heeley, Sheffield	*Other Small Retail Groups	S 11 8PF	Circuit Bar	0.13
7	Relish	371-373 Ecclesall Road, Sheffield	Independent Free	S 11 8PF	Other	0.13
8	Italian Kitchen	349 Ecclesall Road, Sheffield	Independent Free	S 11 8PF	Other	0.13
9	Prithi Raj	407 Ecclesall Road, Sheffield	Independent Free	S 11 8PG	Other	0.21
10	Reds True Barbecue	383-385 Ecclesall Road, Sheffield	Reds True Barbecue	S 11 8PG	Other	0.21
11	Yankees	418 Ecclesall Road, Sheffield	Independent Free	S 11 8PJ	Other	0.22
12	Ye Olde Nags Head	356 Cemetery Road, Sheffield	Independent Free	S 11 8FT	Community Local	0.24
13	Sheaf Island	209 Ecclesall Road, Sheffield	Wetherspoon	S 11 8HW	Circuit Bar	0.28
14	Curators House	Clarkehouse Road, Sheffield	Independent Free	S 10 2LR	Other	0.30
15	Maronelos	438 Ecclesall Road, Sheffield	Independent Free	S 11 8PX	Other	0.31
16	Nuffield Health Fitness & Wellbeing Centre	65 Napier Street, Sheffield	Cannons Group Ltd	S 11 8HA	Other	0.32
17	Pizza Express	483 Ecclesall Road, Sheffield	Hony Capital	S 11 8PP	Other	0.33
18	La Tarasa	352 Sharrow Vale Road, Sheffield	Independent Free	S 11 8ZB	Other	0.39
19	Francis Newton	7 Clarkehouse Road, Sheffield	Wetherspoon	S 10 2LA	Circuit Bar	0.39
20	Stag Hotel	15 Psalter Lane, Sheffield	Enterprise Inns	S 11 8YL	Circuit Bar	0.40
21	Hanover Hotel	132-4 Upper Hanover Street, Sheffield	Independent Free	S 3 7RS	Community Local	0.40
22	Baan Thai	1 Ecclesall Road, Sheffield	Independent Free	S 11 8HY	Other	0.41
23	Nandos	501 Ecclesall Road, Sheffield	Nandos Restaurants	S 11 8PR	Other	0.42
24	Pot Kettle Black	301 Ecclesall Road, Sheffield	Independent Free	S 11 8PR	Circuit Bar	0.42
25	Studio 557	555-557 Ecclesall Road, Sheffield	Independent Free	S 11 8PR	Cafe / Wine Bar	0.42
26	Nonnas Restaurant & Wine Bar	537-541 Ecclesall Road, Sheffield	Independent Free	S 11 8PR	Other	0.42
27	D Michael's	543 Ecclesall Road, Sheffield	Independent Free	S 11 8PR	Cafe / Wine Bar	0.42
28	Carluccios	509 Ecclesall Road, Sheffield	Carluccio's Restaurants Ltd	S 11 8PR	Other	0.42
29	Porter Brook	565 Ecclesall Road, Sheffield	Greene King	S 11 8PR	Circuit Bar	0.42
30	Mud Crab	521-523 Ecclesall Road, Sheffield	Mud Crab Industries	S 11 8PR	Circuit Bar	0.42