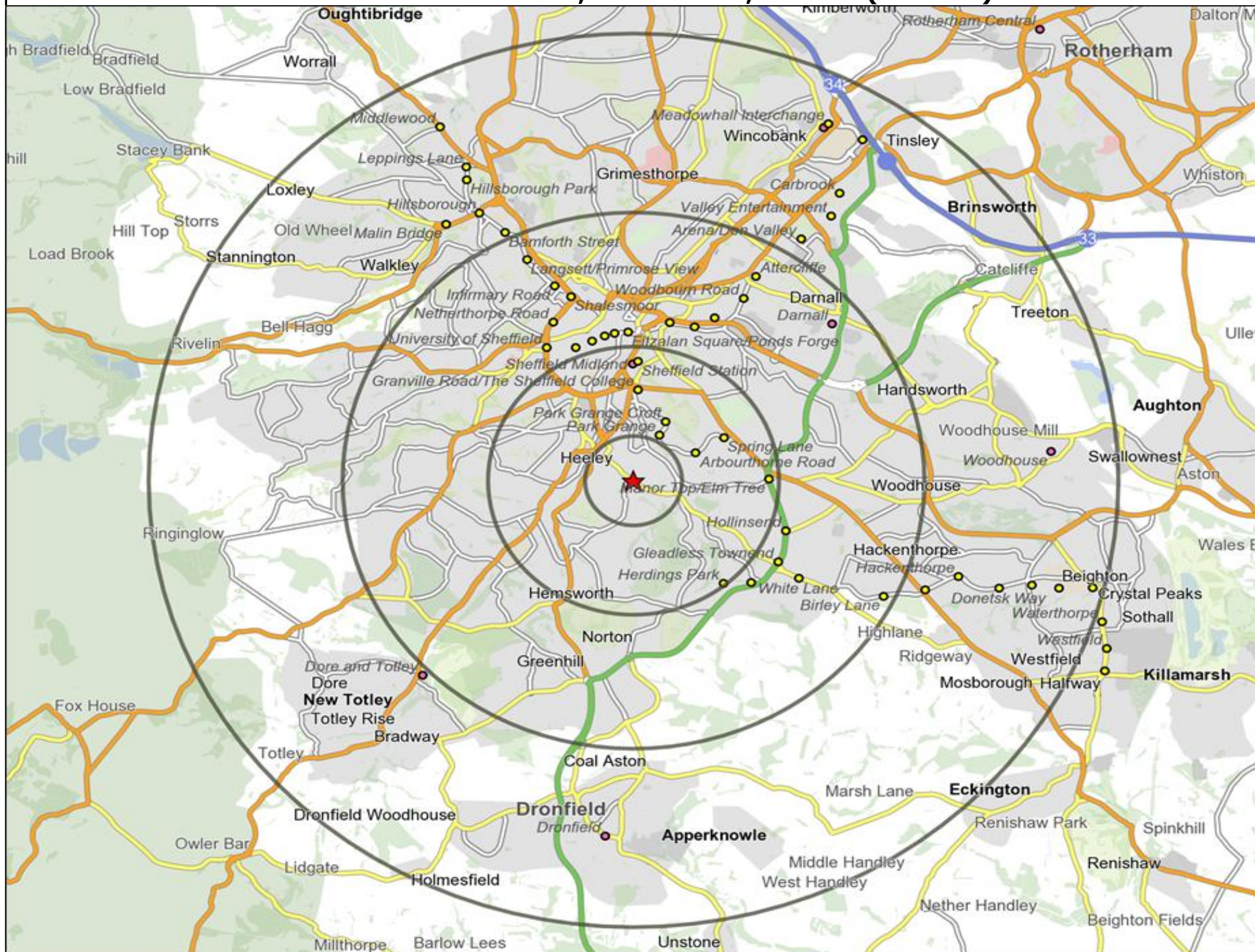




Customer Profile Report for VICTORIA, SHEFFIELD (Punch Outlet Number: 202149)
203 GLEADLESS ROAD, SHEFFIELD, S2 3AL (S 2 3AL)



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

Age Data Table

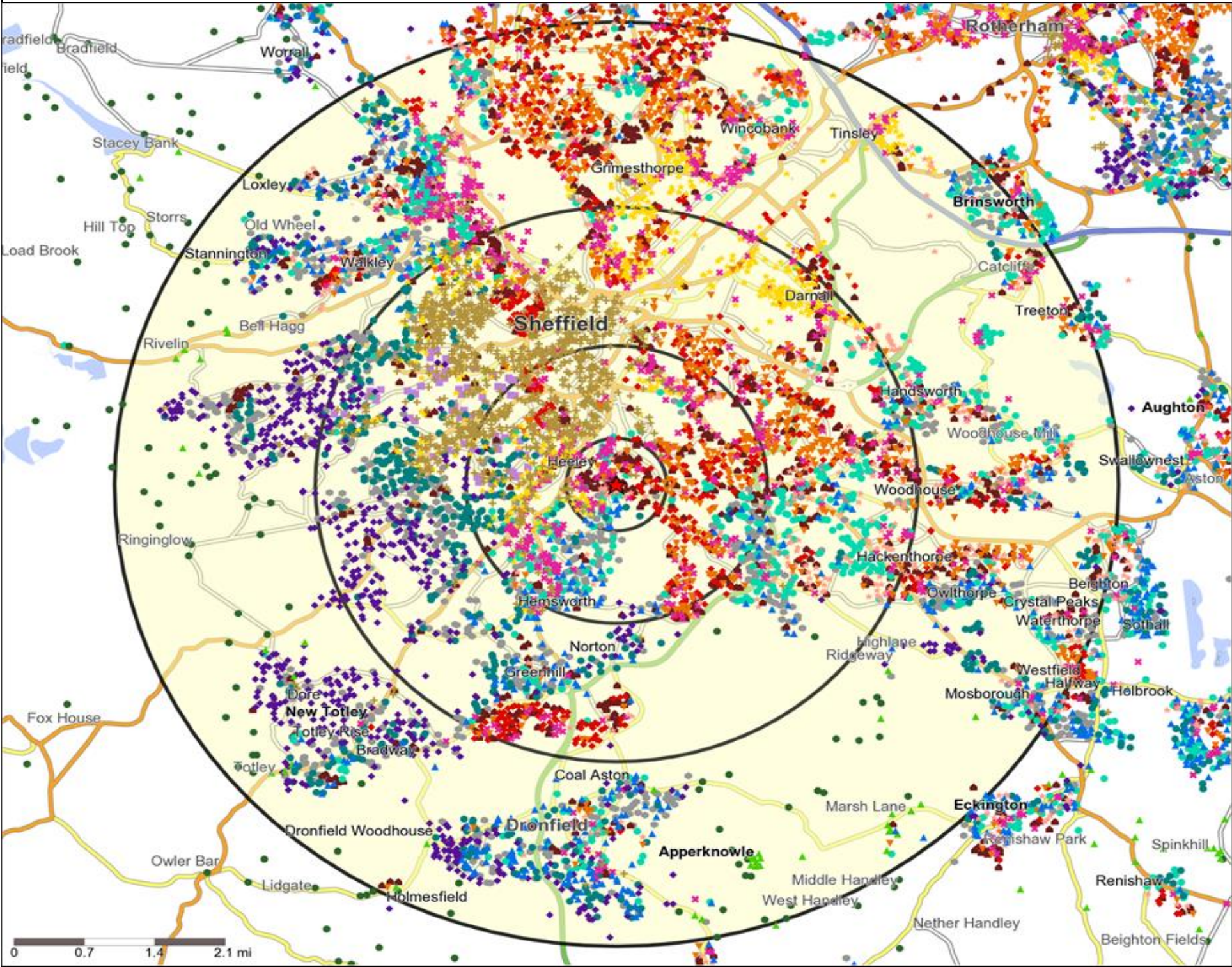
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	2,064	16,204	48,947	94,264	52,568	95	89	88	96	88
16-17	206	1,778	5,631	11,047	6,074	77	79	82	91	82
18-24	978	19,441	62,818	79,138	64,502	93	222	235	167	223
25-34	2,180	17,499	46,661	74,651	49,993	138	132	116	104	115
35-44	1,663	11,530	33,074	61,570	36,116	113	94	88	93	89
45-54	1,626	10,778	33,102	66,431	36,851	99	79	79	90	81
55-64	1,107	7,517	24,347	49,669	27,202	84	69	73	84	75
65+	1,760	12,063	40,415	86,124	45,636	84	69	76	91	79
Population estimate 2015	11,584	96,810	294,995	522,894	318,942	100	100	100	100	100

Ethnicity - Census 2011

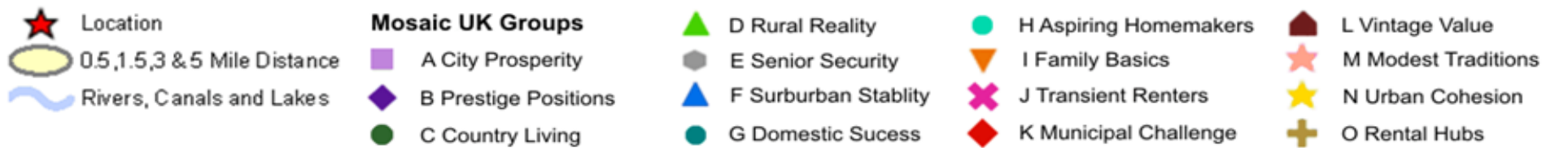
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	9,419	71,987	223,118	416,853	245,625	82%	77%	79%	83%	80%
Mixed / Multiple Ethnic Groups	467	2,983	7,997	12,679	8,312	4%	3%	3%	3%	3%
Asian / Asian British	853	11,347	29,529	43,823	29,712	7%	12%	10%	9%	10%
Black / African / Caribbean / Black British	613	5,313	13,485	19,403	13,497	5%	6%	5%	4%	4%
Other Ethnic Group	188	2,267	8,315	12,478	8,262	2%	2%	3%	2%	3%
All People (Ethnic Group)	11,540	93,897	282,444	505,236	305,408	100	100	100	100	100



Mosaic UK Map and Data: VICTORIA, SHEFFIELD (202149)



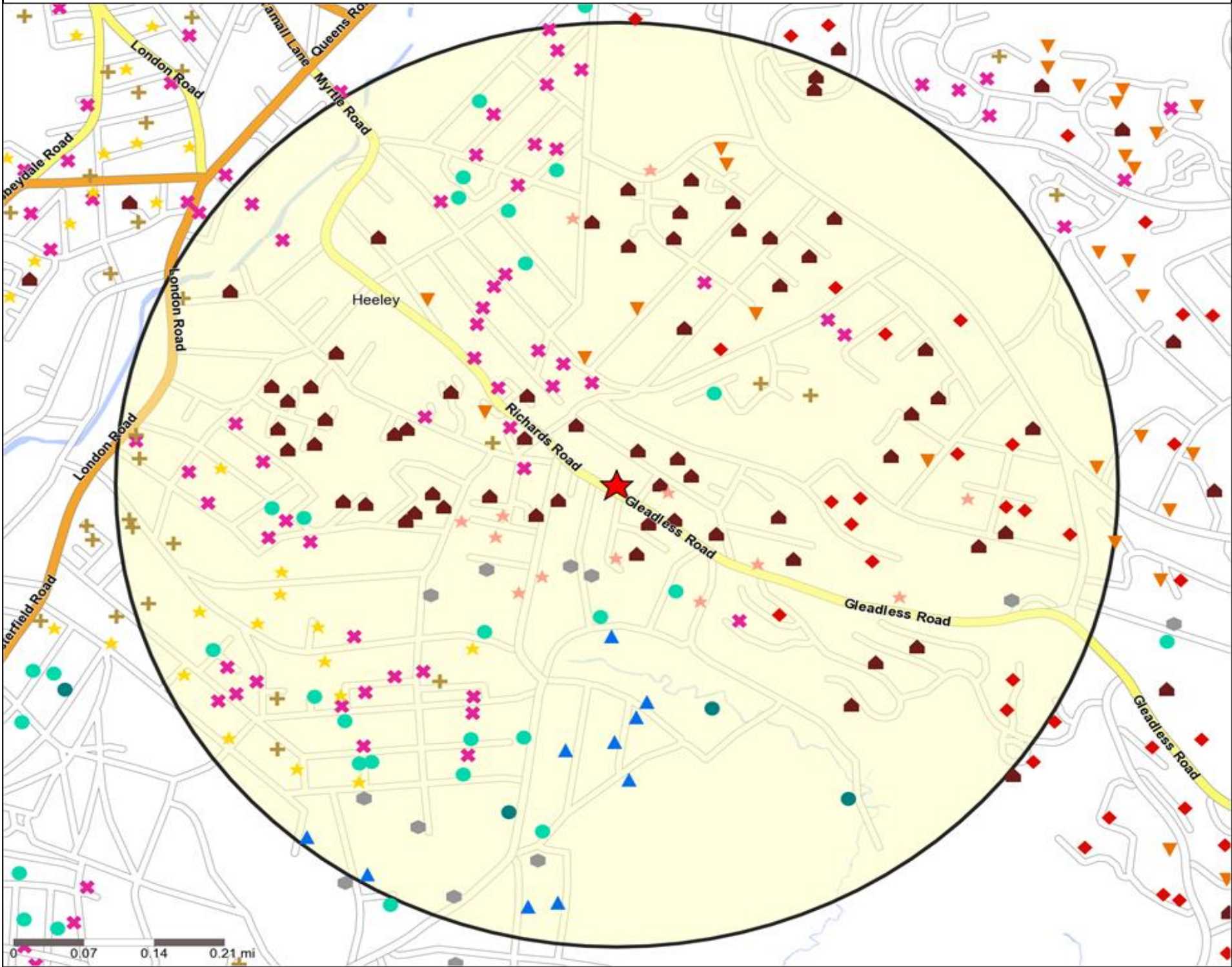
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	1,087	2,872	2,873	2,873	0	35	30	17	28
B Prestige Positions (18+)	0	401	7,557	23,178	10,540	0	7	46	79	59
C Country Living (18+)	0	0	118	1,367	201	0	0	1	5	1
D Rural Reality (18+)	0	0	0	1,401	136	0	0	0	5	1
E Senior Security (18+)	400	5,828	18,033	40,849	20,697	53	98	98	125	104
F Suburban Stability (18+)	470	1,976	5,442	18,763	6,989	83	44	40	76	47
G Domestic Success (18+)	45	2,214	13,948	25,010	14,493	6	36	74	74	70
H Aspiring Homemakers (18+)	949	5,244	16,050	36,288	18,993	112	79	78	99	85
I Family Basics (18+)	253	5,578	14,764	34,386	15,115	38	105	91	118	85
J Transient Renters (18+)	2,340	10,539	18,188	31,636	20,719	435	249	140	136	146
K Municipal Challenge (18+)	942	8,726	19,710	34,069	21,176	172	202	149	144	147
L Vintage Value (18+)	2,223	6,753	21,147	41,530	23,433	379	146	149	164	152
M Modest Traditions (18+)	454	1,117	7,960	21,621	9,914	103	32	74	113	85
N Urban Cohesion (18+)	667	5,243	18,079	25,468	17,554	137	137	153	121	137
O Rental Hubs (18+)	566	18,686	61,384	63,814	62,309	79	330	354	206	330
Adults 18+ estimate 2015	9,309	73,392	225,252	402,253	245,142	100	100	100	100	100



Mosaic UK Map and Data: VICTORIA, SHEFFIELD (202149)



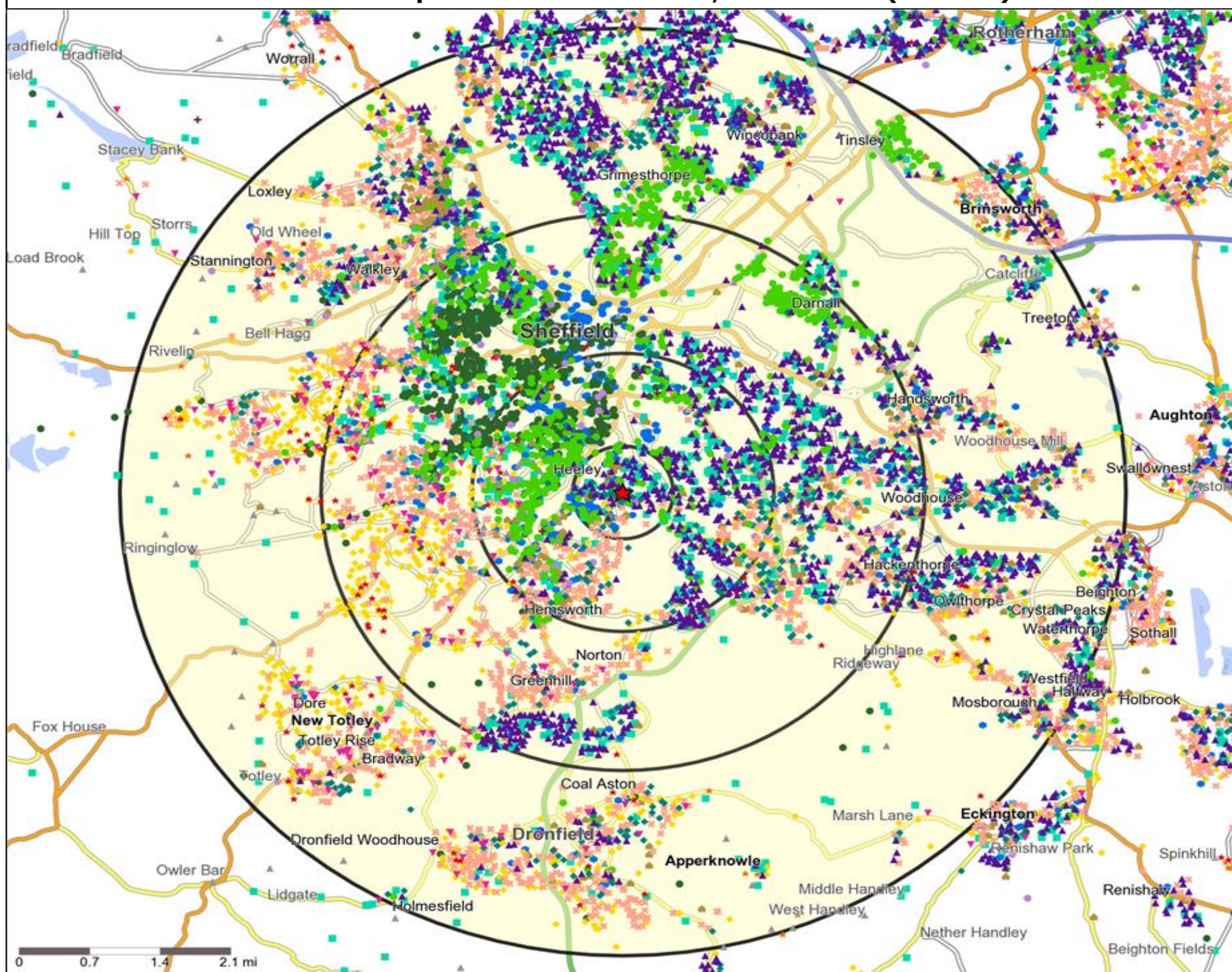
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	400	53
F Suburban Stability (18+)	470	83
G Domestic Success (18+)	45	6
H Aspiring Homemakers (18+)	949	112
I Family Basics (18+)	253	38
J Transient Renters (18+)	2,340	435
K Municipal Challenge (18+)	942	172
L Vintage Value (18+)	2,223	379
M Modest Traditions (18+)	454	103
N Urban Cohesion (18+)	667	137
O Rental Hubs (18+)	566	79
Adults 18+ estimate 2015	9,309	100



Occasions Map and Data: VICTORIA, SHEFFIELD (202149)



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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

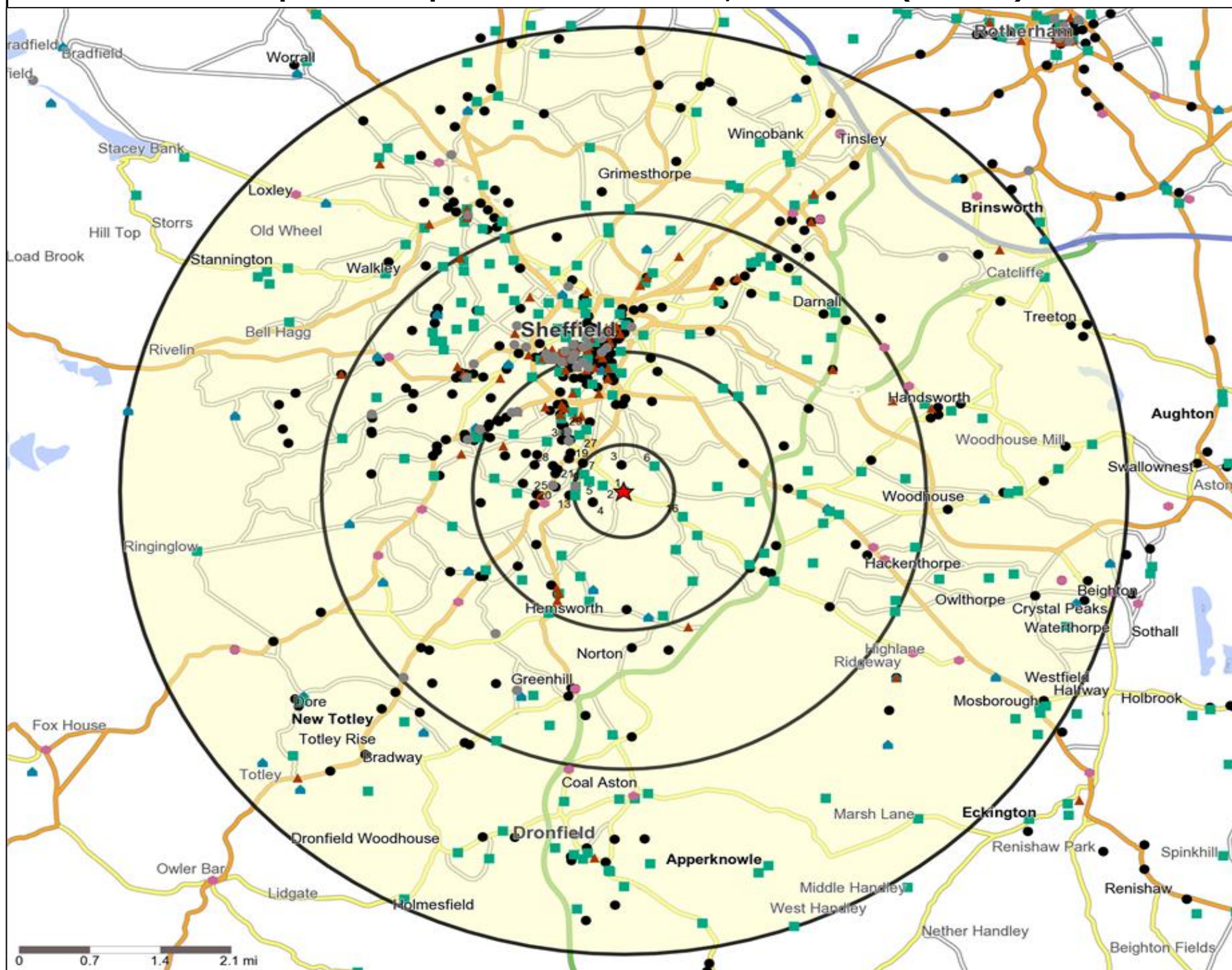
Occasions Data Table

	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	992	6,292	17,765	33,391	19,268	125	105	98	102	98
02 Early Doors	839	4,347	13,091	28,343	14,857	127	87	86	104	90
03 Everyday is Friday	687	4,666	13,269	23,405	14,525	122	109	102	100	103
04 Weekend Millionaires	1,142	6,275	16,798	34,841	18,773	140	102	90	104	92
05 Out On The Town	1,041	8,153	23,406	38,060	25,188	133	138	130	118	129
06 Business and Pleasure	297	2,865	8,327	13,235	8,756	73	94	89	79	87
07 Sporting Pints	938	8,448	23,108	37,303	24,126	108	129	116	104	112
08 Student Social	169	6,513	24,462	28,621	25,002	46	235	290	189	273
09 Leisurely Lunch	655	4,598	14,904	29,401	16,342	85	79	84	92	85
10 Wining and Dining	465	4,002	13,821	28,333	15,454	53	60	68	78	71
11 Household Outing	780	4,604	13,426	27,774	14,737	112	88	84	97	85
12 Midweek Meal Deal	371	3,468	10,550	18,473	11,204	95	118	117	115	115
13 Date Night	373	2,623	9,724	19,537	11,186	60	56	68	76	72
14 Birthday Treat	494	3,092	10,778	21,666	12,004	79	66	75	84	77
15 Pre Show Meal	195	1,361	4,015	7,353	4,464	91	84	81	83	83
Number of Occasions	9,438	71,307	217,444	389,736	235,886	100	100	100	100	100

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Competition Map and Data: VICTORIA, SHEFFIELD (202149)

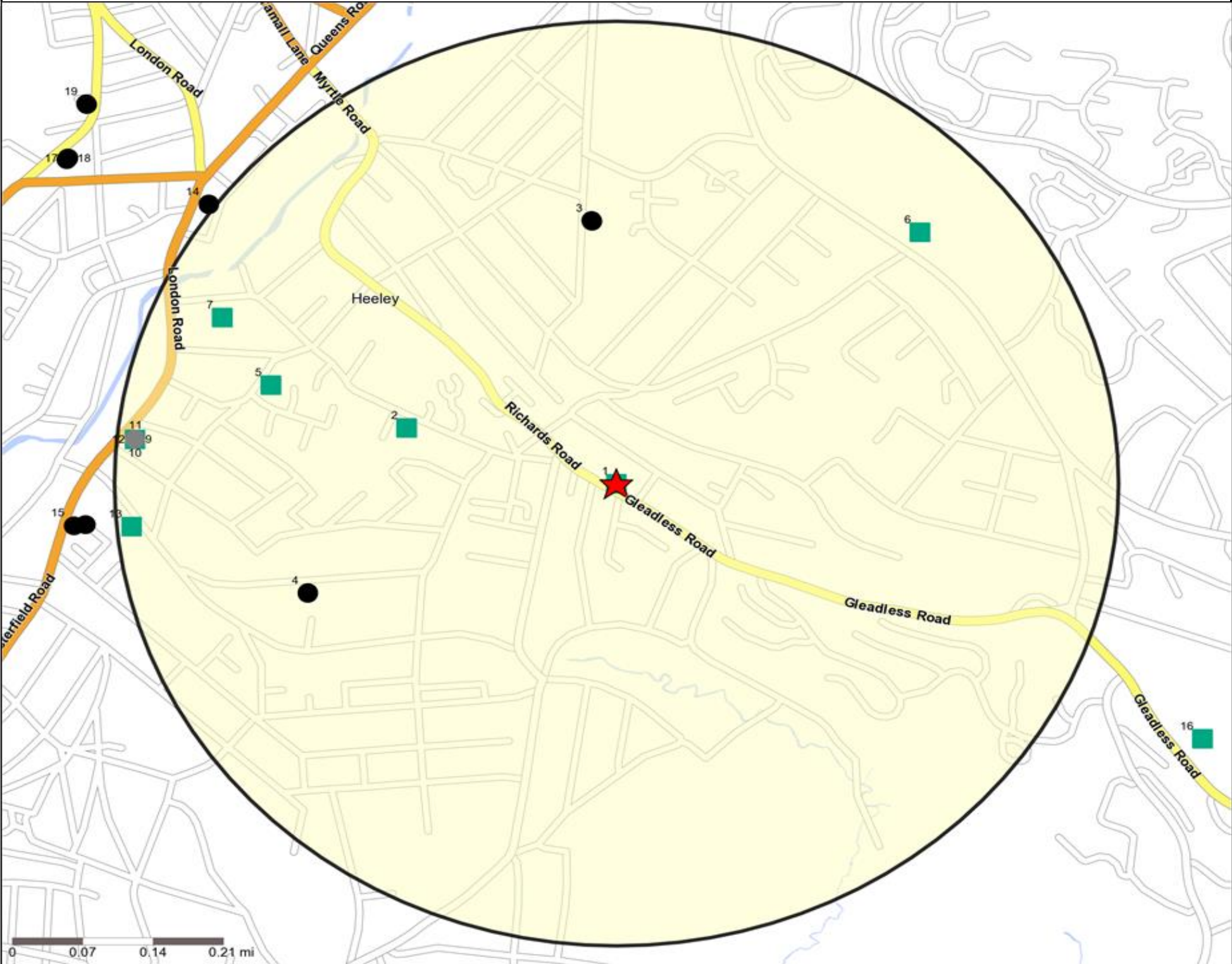


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	7	42	46
Circuit Bar	0	26	83	97
Community Local	8	38	114	193
Dry Led	0	4	14	33
Branded Food Pub	0	2	12	28
Rural	0	0	0	0
Other	4	108	286	433
Total	13	185	551	830



Competition Map and Data: VICTORIA, SHEFFIELD (202149)



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	1
Circuit Bar	0
Community Local	8
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
Total	13



Local Competition: VICTORIA, SHEFFIELD (202149)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	VICTORIA, SHEFFIELD	203 GLEADLESS ROAD, SHEFFIELD, S2 3AL	Punch Taverns	S 2 3AL	Punch Taverns	0.00
1	Victoria Hotel	203 Gleadless Road, Sheffield	Punch Pub Company	S 2 3AL	Community Local	0.00
2	Waggon & Horses	236 Gleadless Road, Heeley, Sheffield	Admiral Taverns Ltd	S 2 3AF	Community Local	0.22
3	Sheffield Works Dept S & Sc	Heeley Bank Road, Sheffield	Independent Free	S 2 3GL	Other	0.28
4	Meersbrook Bowling Club	180 Shirebrook Road, Sheffield	Independent Free	S 8 9RG	Other	0.33
5	Shakespeare Hotel	106 Well Road, Sheffield	Punch Pub Company	S 8 9TZ	Community Local	0.36
6	Earl Marshall	291 East Bank Road, Sheffield	Enterprise Inns	S 2 3PZ	Community Local	0.41
7	Sheaf View Hotel	25 Gleadless Road, Sheffield	Independent Free	S 2 3AB	Community Local	0.43
8	New India Garden	659-661 London Road, Sheffield	Independent Free	S 2 4HT	Other	0.48
9	Surf And Turf	631-633 London Road, Sheffield	Independent Free	S 2 4HT	Cafe / Wine Bar	0.48
10	Portofino	617 London Road, Sheffield	Independent Free	S 2 4HT	Other	0.48
11	White Lion	615 London Road, Sheffield	Punch Pub Company	S 2 4HT	Community Local	0.48
12	Red Lion	653 London Road, Sheffield	Star Pubs & Bars	S 2 4HT	Community Local	0.48
13	Crown Inn	2 Albert Road, Heeley, Sheffield	Enterprise Inns	S 8 9QW	Community Local	0.49
14	Langton Snooker Club	443 London Road, Sheffield	Independent Free	S 2 4HJ	Other	0.51
15	Everest Indian Restaurant	59-61 Chesterfield Road, Sheffield	Independent Free	S 8 0RL	Other	0.54
16	Blackstock	619 Gleadless Road, Sheffield	Admiral Taverns Ltd	S 2 2BT	Community Local	0.65
17	Bless'ed Jamaican Nyam	127-129 Abbeydale Road, Sheffield	Independent Free	S 7 1FE	Other	0.65
18	Caspian Restaurant	139 Abbeydale Road, Sheffield	Independent Free	S 7 1FE	Other	0.65
19	Ristorante Marco	74 Abbeydale Road, Sheffield	Independent Free	S 7 1FD	Other	0.67
20	Virgin Active	300 Broadfield Road, Sheffield	Virgin Active	S 8 0XQ	Other	0.68
21	Lunar Rossi	234 Abbeydale Road, Sheffield	Independent Free	S 7 1FL	Other	0.70
22	Martin's Restaurant	304 Abbeydale Road, Sheffield	Independent Free	S 7 1FL	Other	0.70
23	Seasons	238 Abbeydale Road, Sheffield	Independent Free	S 7 1FL	Other	0.70
24	Darya Restaurant	353 Abbeydale Road, Sheffield	Independent Free	S 7 1FS	Other	0.70
25	Picture House Social	383 Abbeydale Road, Sheffield	Independent Free	S 7 1FS	Cafe / Wine Bar	0.70
26	Bella Napoli Restaurant	367 Abbeydale Road, Sheffield	Independent Free	S 7 1FS	Other	0.70
27	Golden Lion	69 Alderson Road, Sheffield	Punch Pub Company	S 2 4UB	Community Local	0.75
28	Globeline Hotel	226-230 Chippinghouse Road, Sheffield	Independent Free	S 7 1DR	Other	0.75
29	Sheaf House Hotel	329 Bramall Lane, Sheffield	Enterprise Inns	S 2 4RH	Community Local	0.76
30	Bar Ambasada Pl	308-310 London Road, Sheffield	Independent Free	S 2 4NA	Cafe / Wine Bar	0.77