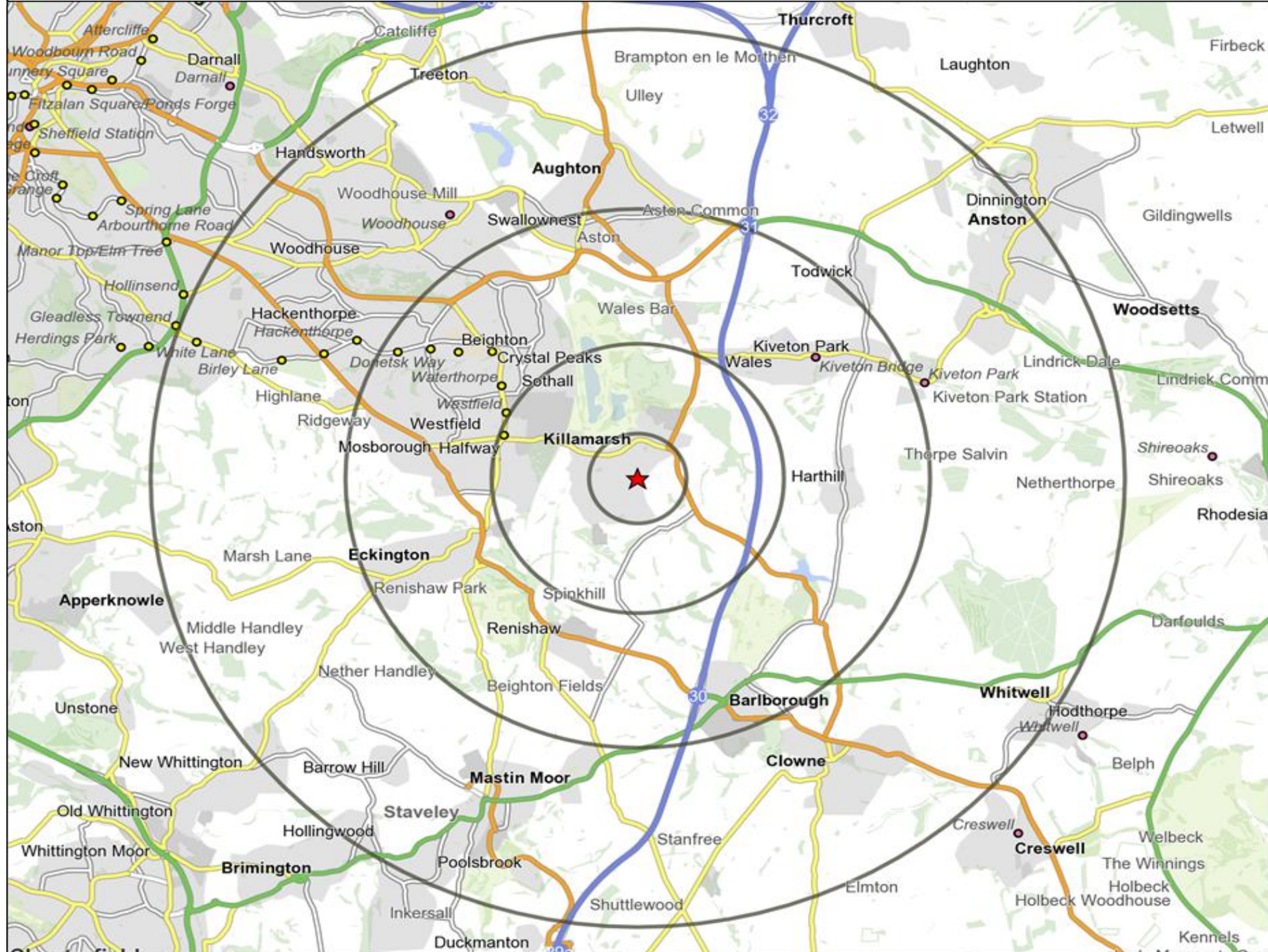




Customer Profile Report for CROWN, KILLAMARSH SHEFFIEL (Punch Outlet Number: 201178)
1 ASHLEY LANE, SHEFFIELD, S21 1AB (S 21 1AB)



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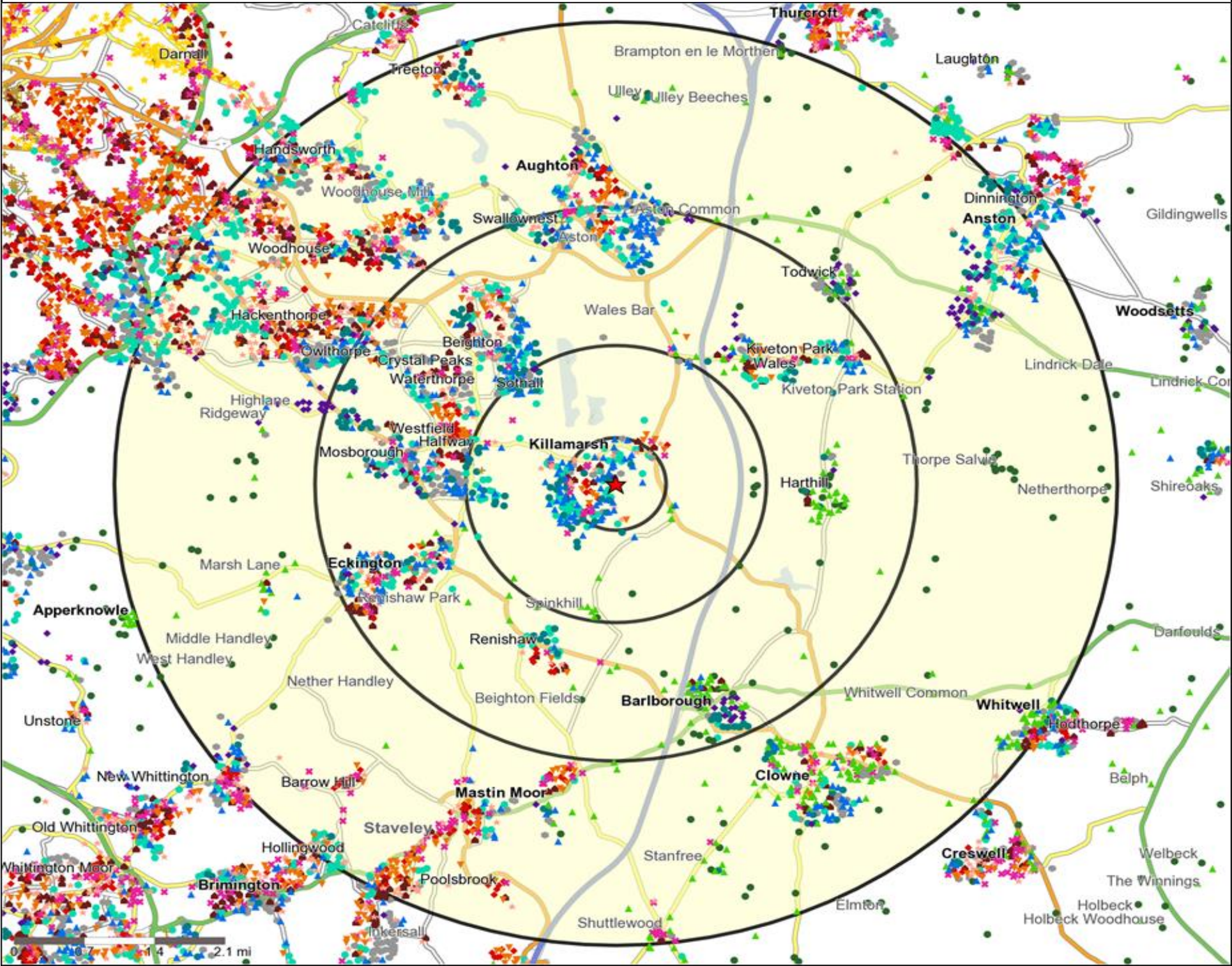
★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

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	977	2,632	13,270	31,203	21,881	90	99	97	96	95
16-17	173	406	1,787	4,294	3,041	128	123	106	107	107
18-24	520	1,250	5,611	12,948	9,513	99	97	85	83	86
25-34	651	1,749	8,919	19,886	14,516	82	90	90	84	87
35-44	608	1,890	9,481	22,271	15,545	83	105	103	101	100
45-54	1,030	2,527	11,725	26,869	19,232	125	125	114	110	111
55-64	777	1,789	9,115	21,367	15,470	119	111	111	109	112
65+	1,060	1,958	12,909	34,164	23,255	102	77	98	110	105
Population estimate 2015	5,796	14,201	72,817	173,002	122,453	100	100	100	100	100

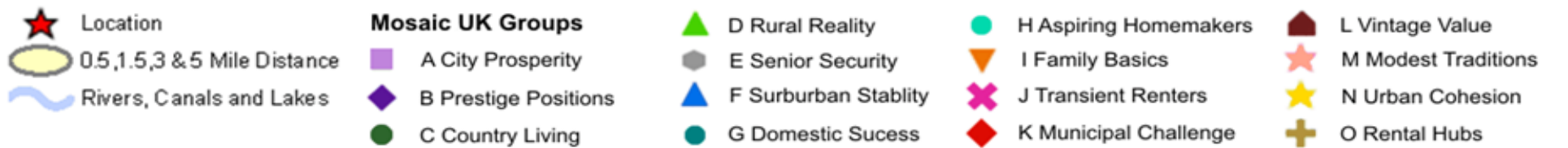
Ethnicity - Census 2011	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	5,485	13,511	69,638	164,482	117,036	98%	97%	97%	97%	97%
Mixed / Multiple Ethnic Groups	54	104	760	1,851	1,170	1%	1%	1%	1%	1%
Asian / Asian British	47	193	870	1,990	1,274	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	15	44	451	1,404	806	0%	0%	1%	1%	1%
Other Ethnic Group	12	34	247	558	363	0%	0%	0%	0%	0%
All People (Ethnic Group)	5,613	13,886	71,966	170,285	120,649	100	100	100	100	100



Mosaic UK Map and Data: CROWN, KILLAMARSH SHEFFIEL (201178)



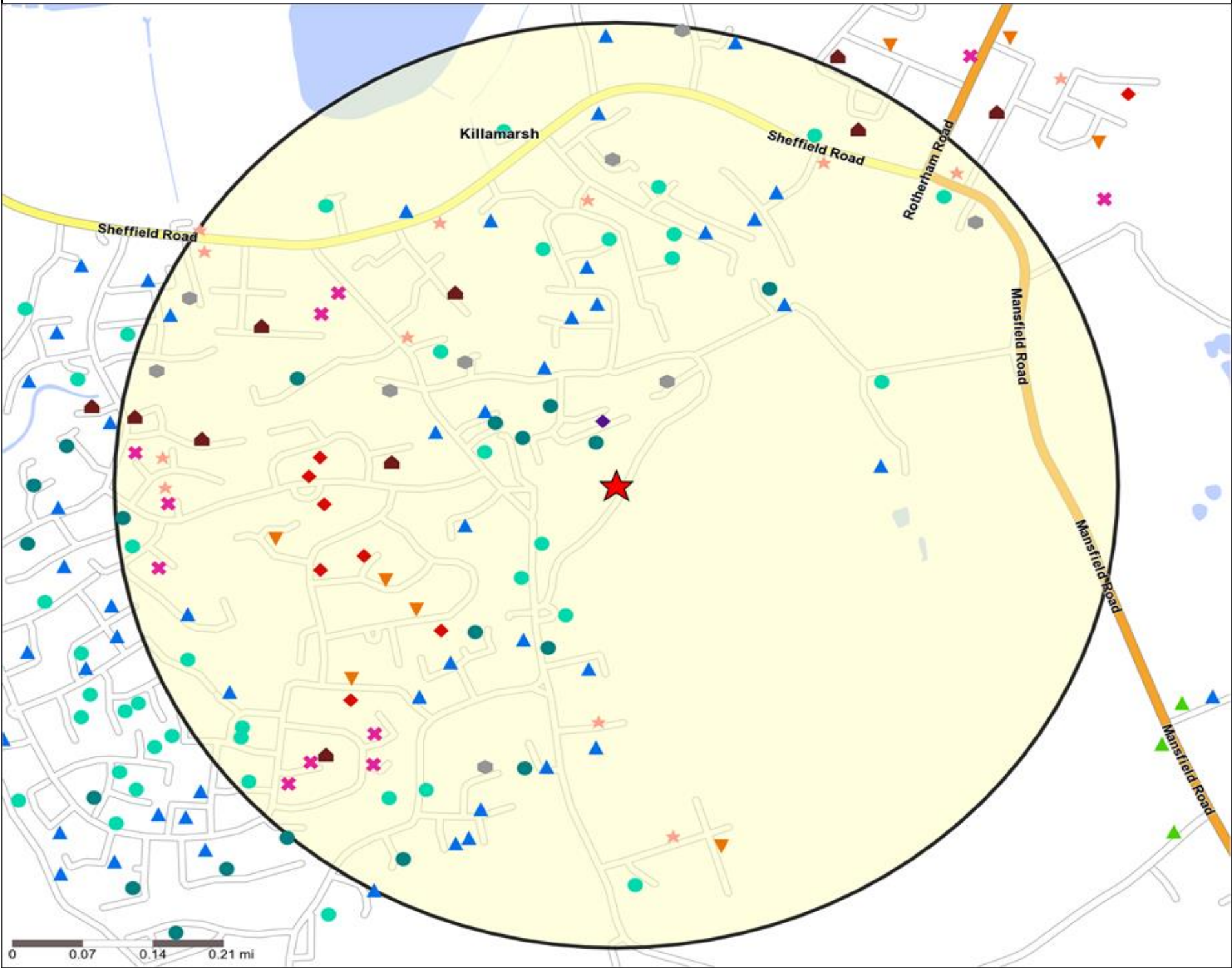
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	31	56	1,524	3,672	3,265	9	7	36	37	46
C Country Living (18+)	0	172	585	1,795	1,436	0	22	15	19	21
D Rural Reality (18+)	17	342	2,639	7,368	7,938	5	44	66	77	117
E Senior Security (18+)	249	479	5,251	14,034	8,878	66	53	112	126	112
F Suburban Stability (18+)	1,287	2,731	9,940	17,905	13,814	453	401	282	213	232
G Domestic Success (18+)	288	1,909	6,929	10,949	9,214	74	203	143	95	112
H Aspiring Homemakers (18+)	926	2,649	10,421	24,723	14,657	219	261	198	198	165
I Family Basics (18+)	349	549	3,991	10,375	7,587	104	68	96	105	108
J Transient Renters (18+)	280	529	2,661	8,395	6,622	104	82	80	106	118
K Municipal Challenge (18+)	464	506	2,777	7,897	6,013	170	77	82	98	105
L Vintage Value (18+)	315	566	4,946	13,650	8,363	108	81	136	158	136
M Modest Traditions (18+)	441	580	5,903	16,301	9,493	200	109	215	249	205
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	90	185	380	247	0	10	4	4	3
Adults 18+ estimate 2015	4,647	11,158	57,752	137,444	97,527	100	100	100	100	100



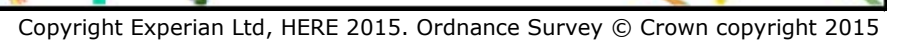
Mosaic UK Map and Data: CROWN, KILLAMARSH SHEFFIEL (201178)



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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+)	31	9
C Country Living (18+)	0	0
D Rural Reality (18+)	17	5
E Senior Security (18+)	249	66
F Suburban Stability (18+)	1,287	453
G Domestic Success (18+)	288	74
H Aspiring Homemakers (18+)	926	219
I Family Basics (18+)	349	104
J Transient Renters (18+)	280	104
K Municipal Challenge (18+)	464	170
L Vintage Value (18+)	315	108
M Modest Traditions (18+)	441	200
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	4,647	100



-  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	329	589	3,897	10,818	7,389	98	73	90	102	101
02 Early Doors	366	694	4,529	12,048	8,147	130	103	125	136	133
03 Everyday is Friday	269	649	3,563	8,520	5,863	112	113	116	113	112
04 Weekend Millionaires	448	972	5,399	13,958	9,523	130	118	121	128	126
05 Out On The Town	348	833	4,317	10,560	7,213	104	105	101	101	99
06 Business and Pleasure	89	268	1,287	2,917	2,098	52	65	58	54	56
07 Sporting Pints	242	552	3,029	7,652	5,296	66	63	64	66	66
08 Student Social	115	372	1,596	3,485	2,561	74	100	80	71	76
09 Leisurely Lunch	302	695	4,003	9,861	6,838	92	89	95	96	96
10 Wining and Dining	373	1,039	4,968	11,120	7,848	100	117	104	95	97
11 Household Outing	335	818	4,412	10,680	7,274	114	116	116	115	113
12 Midweek Meal Deal	193	452	2,317	6,136	4,090	116	114	109	118	113
13 Date Night	269	787	3,720	7,906	5,810	102	125	110	95	101
14 Birthday Treat	255	663	3,498	8,141	5,792	97	105	103	98	101
15 Pre Show Meal	77	208	1,036	2,416	1,598	85	96	89	84	81
Number of Occasions	4,010	9,591	51,571	126,218	87,340	100	100	100	100	100



Competition Map and Data: CROWN, KILLAMARSH SHEFFIEL (201178)



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

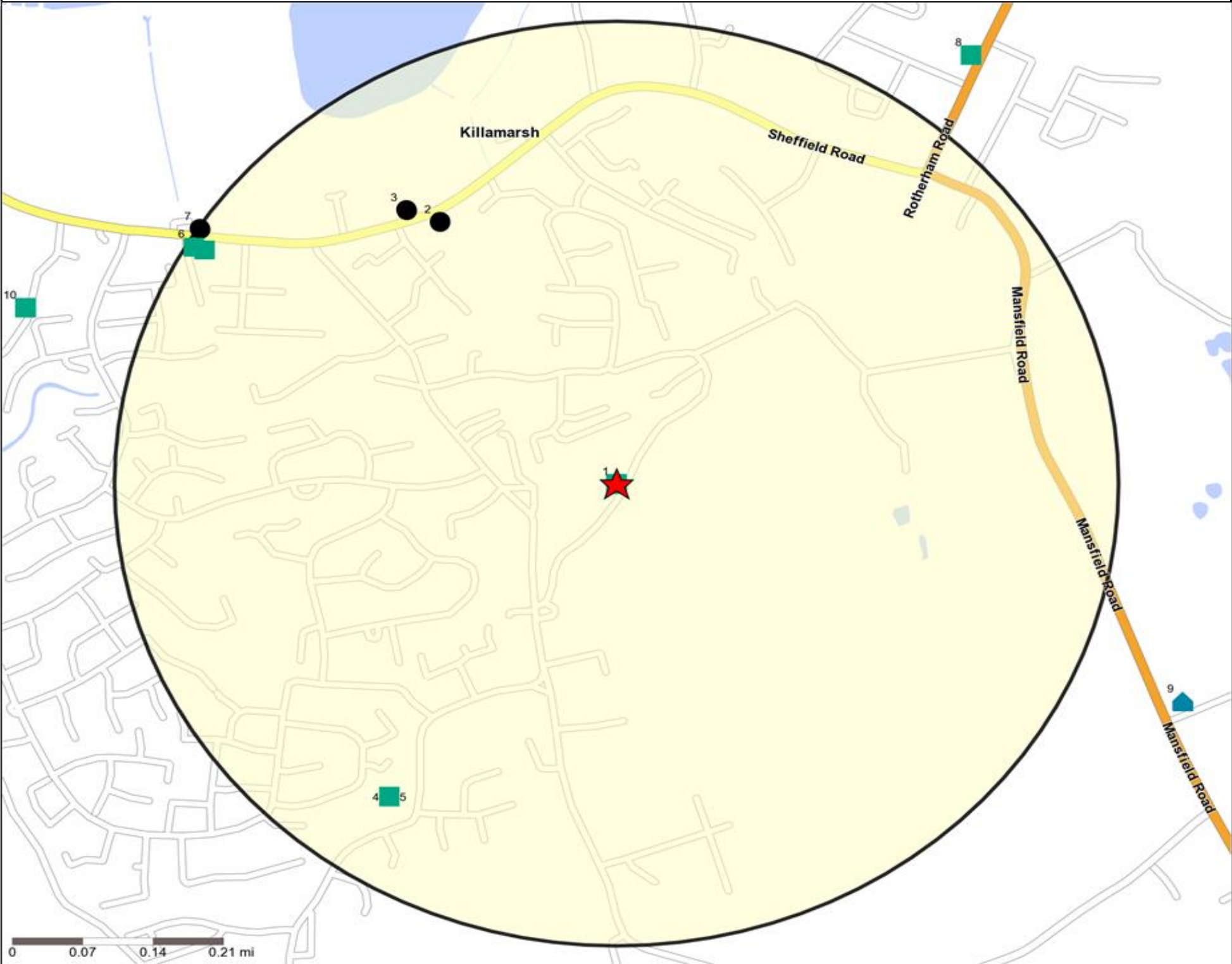


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	1
Circuit Bar	0	0	2	5
Community Local	4	7	34	79
Dry Led	0	1	7	15
Branded Food Pub	0	0	7	14
Rural	0	0	0	0
Other	3	3	36	82
Total	7	11	86	196



Competition Map and Data: CROWN, KILLAMARSH SHEFFIEL (201178)



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	4
Dry Led	0
Branded Food Pub	0
Rural	0
Other	3
Total	7



Local Competition: CROWN, KILLAMARSH SHEFFIEL (201178)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CROWN, KILLAMARSH SHEFFIEL	1 ASHLEY LANE, SHEFFIELD, S21 1AB	Punch Taverns	S 21 1AB	Punch Taverns	0.00
1	Crown Inn	1 Ashley Lane, Killamarsh, Sheffield	Punch Pub Company	S 21 1AB	Community Local	0.00
2	Killamarsh Leisure Centre	Sheffield Road, Killamarsh, Sheffield	Independent Free	S 21 1DY	Other	0.33
3	Nethergreen Working Mens Club & Instlt	90 Sheffield Road, Killamarsh, Sheffield	Independent Free	S 21 1EB	Other	0.36
4	West End Hotel	Westthorpe Road, Killamarsh, Sheffield	Enterprise Inns	S 21 1EU	Community Local	0.41
5	Nags Head	2 Westthorpe Road, Killamarsh, Sheffield	Independent Free	S 21 1EU	Community Local	0.41
6	Midland Hotel	269 Sheffield Road, Killamarsh, Sheffield	Enterprise Inns	S 21 1DX	Community Local	0.49
7	Killamarsh Junior Athletic Club	284 Sheffield Road, Killamarsh, Sheffield	Independent Free	S 21 1ED	Other	0.50
8	Angel Inn	127 Rotherham Road, Killamarsh, Sheffield	Enterprise Inns	S 21 2DR	Community Local	0.58
9	Travellers Rest	Mansfield Road, Killamarsh, Sheffield	Thwaites	S 21 2BW	Dry Led	0.61
10	Steelmelters Arms	Netherthorpe Lane, Killamarsh, Sheffield	Punch Pub Company	S 21 1DA	Community Local	0.62
11	Angel Hotel	26 College Road, Spinkhill, Sheffield	Punch Pub Company	S 21 3YB	Community Local	1.36
12	Pebbley Inn	Pebbley Lane, Barlborough, Chesterfield	Independent Free	S 43 4TH	Community Local	1.52
13	Waleswood Sports Cricket Club	Mansfield Road, Sheffield	Independent Free	S 26 5RL	Other	1.59
14	Ka China	114 School Road, Wales, Sheffield	Independent Free	S 26 5QJ	Other	1.60
15	Renishaw Park Golf Club	Mill Lane, Renishaw, Sheffield	Independent Free	S 21 3UZ	Other	1.61
16	Duke Of Leeds	16 Church Street, Wales, Sheffield	Independent Free	S 26 5LQ	Community Local	1.62
17	Mossbrook Inn	Sheffield Road, Eckington, Sheffield	Mitchells & Butlers	S 21 4FP	Branded Food	1.66
18	Wales Jubilee Social Club	2 School Road, Wales, Sheffield	Independent Free	S 26 5QG	Other	1.73
19	Double Top	2 Halfway Centre, Halfway, Sheffield	Independent Free	S 20 4TA	Community Local	1.75
20	Belfry	Eckington Road, Beighton, Sheffield	Spirit Pub Company	S 20 1EQ	Branded Food	1.77
21	Kiveton Park & Wales Village Hall	Walesmoor Avenue, Kiveton Park, Sheffield	Independent Free	S 26 5RG	Other	1.79
22	Sitwell Arms Hotel	39 Station Road, Renishaw, Sheffield	Independent Free	S 21 3WF	Other	1.82
23	Hustlers	Peveril Road, Eckington, Sheffield	Independent Free	S 21 4EW	Circuit Bar	1.86
24	Mosborough Hall Hotel	High Street, Mosborough, Sheffield	Independent Free	S 20 5EA	Other	1.88
25	Renishaw Miners Welfare Club	138 Main Road, Renishaw, Sheffield	Independent Free	S 21 3UW	Other	1.91
26	Grenadier	Main Road, Renishaw, Sheffield	Independent Free	S 21 3UW	Other	1.91
27	Club Baize	14 West Street, Beighton, Sheffield	Independent Free	S 20 1EP	Other	1.92
28	Blacksmiths Arms	Barbers Row, Renishaw, Sheffield	Admiral Taverns Ltd	S 21 3UA	Community Local	1.94
29	Bella Donna	1 Barbers Row, Renishaw, Sheffield	Independent Free	S 21 3UA	Other	1.94
30	Prince Of Wales	Barbers Row, Renishaw, Sheffield	Independent Free	S 21 3UA	Community Local	1.94