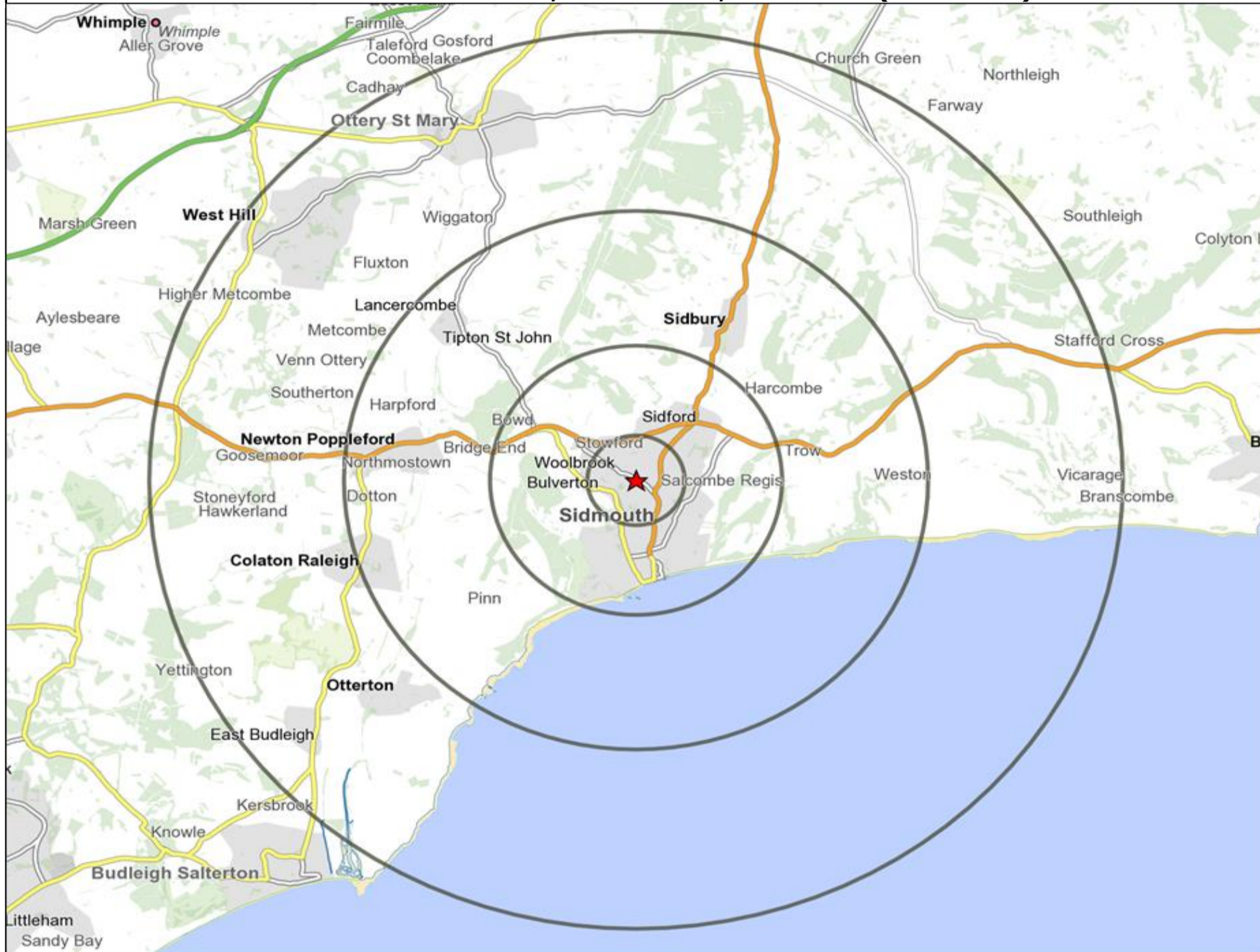




**Customer Profile Report for BALFOUR ARMS, SIDMOUTH (Punch Outlet Number: 670044)  
26 WOOLBROOK ROAD, SIDMOUTH, EX10 9UZ (EX10 9UZ)**



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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	918	1,500	2,057	3,787	3,806	85	60	64	74	74
16-17	116	190	299	575	591	87	61	76	91	92
18-24	324	565	706	1,159	1,181	62	47	46	47	47
25-34	396	791	986	1,641	1,672	50	43	42	44	44
35-44	552	951	1,314	2,366	2,395	76	56	61	69	69
45-54	700	1,556	2,149	3,713	3,775	86	82	89	97	97
55-64	636	1,728	2,245	3,701	3,814	98	114	117	121	122
65+	2,097	6,099	7,276	10,176	10,326	203	253	237	208	208
Population estimate 2015	5,739	13,380	17,032	27,118	27,560	100	100	100	100	100

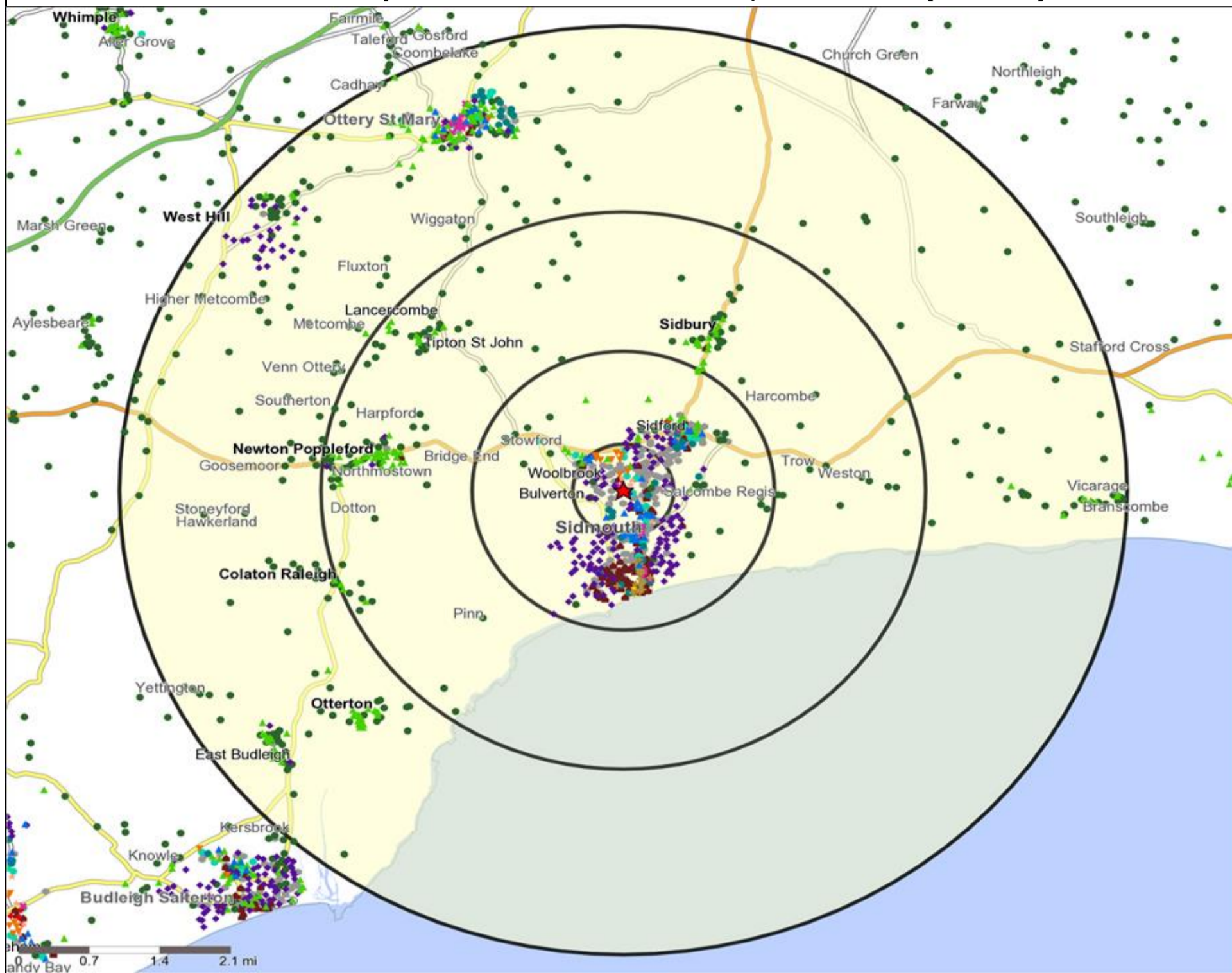
**Ethnicity - Census 2011**

	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	5,352	12,440	16,077	25,996	26,425	98%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	40	110	127	189	192	1%	1%	1%	1%	1%
Asian / Asian British	59	134	147	202	209	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	4	13	17	24	24	0%	0%	0%	0%	0%
Other Ethnic Group	5	17	19	24	26	0%	0%	0%	0%	0%
All People (Ethnic Group)	5,460	12,714	16,387	26,435	26,876	100	100	100	100	100





### Mosaic UK Map and Data: BALFOUR ARMS, SIDMOUTH (670044)



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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

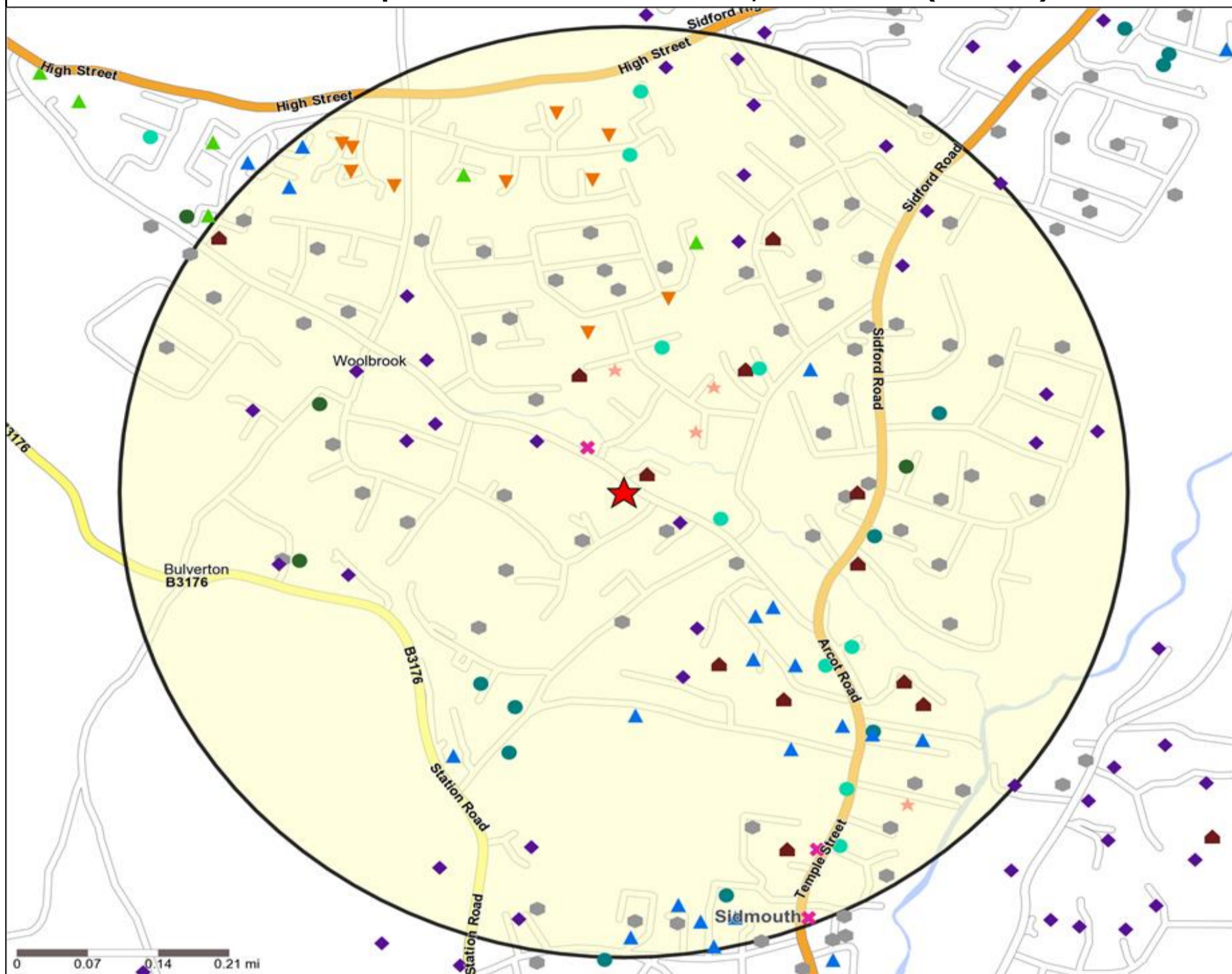
#### Mosaic UK Data Table (Residential)

	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
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	501	2,404	2,414	3,342	3,273	146	283	226	202	194
<b>C Country Living (18+)</b>	99	490	2,181	5,247	5,391	30	61	214	332	336
<b>D Rural Reality (18+)</b>	144	551	1,771	3,886	3,954	44	68	174	247	247
<b>E Senior Security (18+)</b>	1,777	3,372	3,394	3,741	3,987	464	356	285	202	212
<b>F Suburban Stability (18+)</b>	557	727	727	940	940	194	102	81	68	67
<b>G Domestic Success (18+)</b>	159	475	475	1,238	1,222	40	48	39	65	63
<b>H Aspiring Homemakers (18+)</b>	430	705	706	883	881	100	66	53	43	42
<b>I Family Basics (18+)</b>	351	357	357	378	378	103	42	34	23	23
<b>J Transient Renters (18+)</b>	68	149	149	455	455	25	22	18	35	34
<b>K Municipal Challenge (18+)</b>	0	57	57	57	57	0	8	7	4	4
<b>L Vintage Value (18+)</b>	357	1,909	1,951	2,067	2,093	121	260	212	144	144
<b>M Modest Traditions (18+)</b>	262	277	277	305	305	117	50	40	28	28
<b>N Urban Cohesion (18+)</b>	0	6	6	6	6	0	1	1	1	0
<b>O Rental Hubs (18+)</b>	0	182	182	182	182	0	20	16	10	10
<b>Adults 18+ estimate 2015</b>	<b>4,705</b>	<b>11,661</b>	<b>14,647</b>	<b>22,727</b>	<b>23,124</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Mosaic UK Map and Data: BALFOUR ARMS, SIDMOUTH (670044)



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- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | 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       |

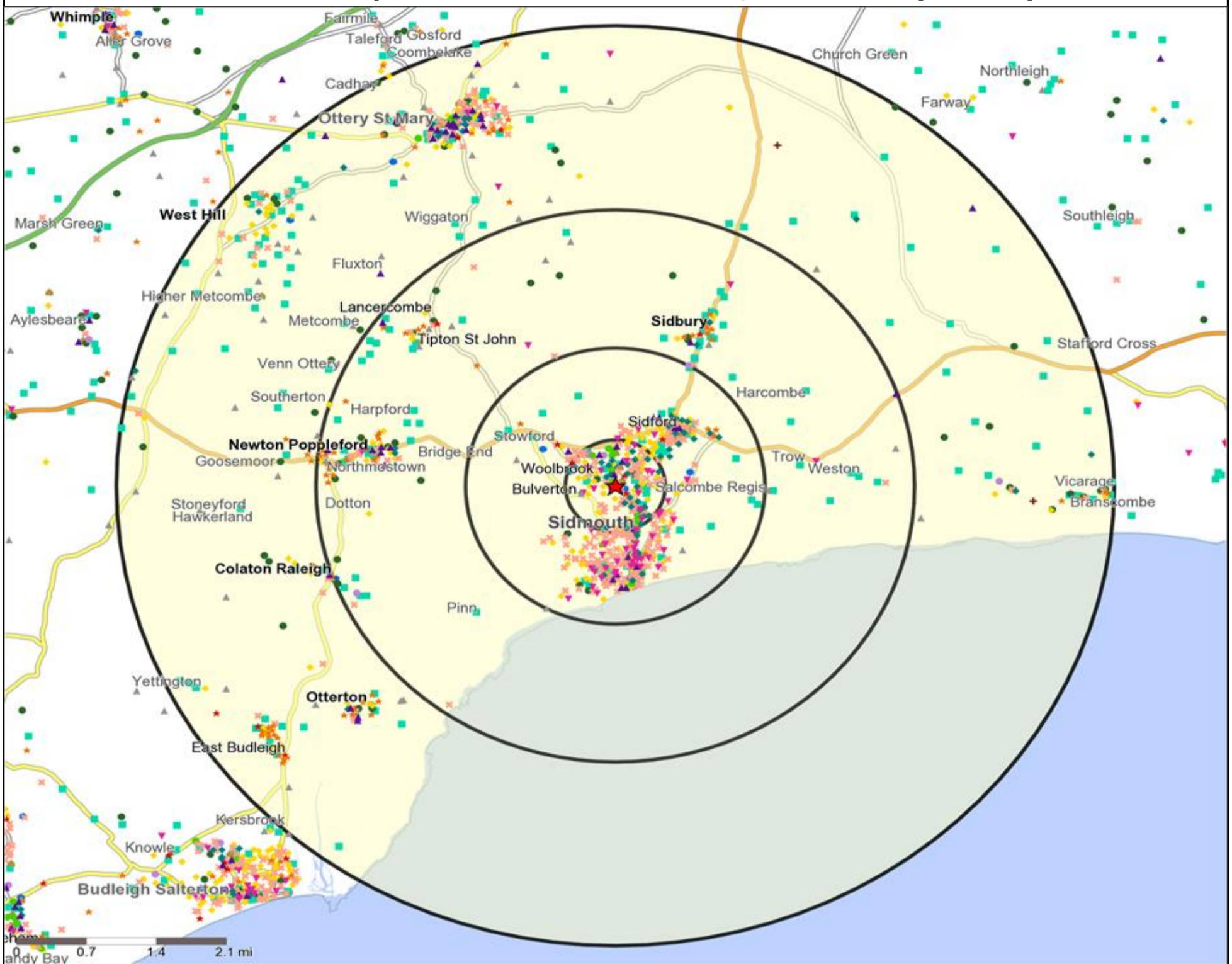
#### Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
<b>A City Prosperity (18+)</b>	0	0
<b>B Prestige Positions (18+)</b>	501	146
<b>C Country Living (18+)</b>	99	30
<b>D Rural Reality (18+)</b>	144	44
<b>E Senior Security (18+)</b>	1,777	464
<b>F Suburban Stability (18+)</b>	557	194
<b>G Domestic Success (18+)</b>	159	40
<b>H Aspiring Homemakers (18+)</b>	430	100
<b>I Family Basics (18+)</b>	351	103
<b>J Transient Renters (18+)</b>	68	25
<b>K Municipal Challenge (18+)</b>	0	0
<b>L Vintage Value (18+)</b>	357	121
<b>M Modest Traditions (18+)</b>	262	117
<b>N Urban Cohesion (18+)</b>	0	0
<b>O Rental Hubs (18+)</b>	0	0
<b>Adults 18+ estimate 2015</b>	<b>4,705</b>	<b>100</b>





### Occasions Map and Data: BALFOUR ARMS, SIDMOUTH (670044)



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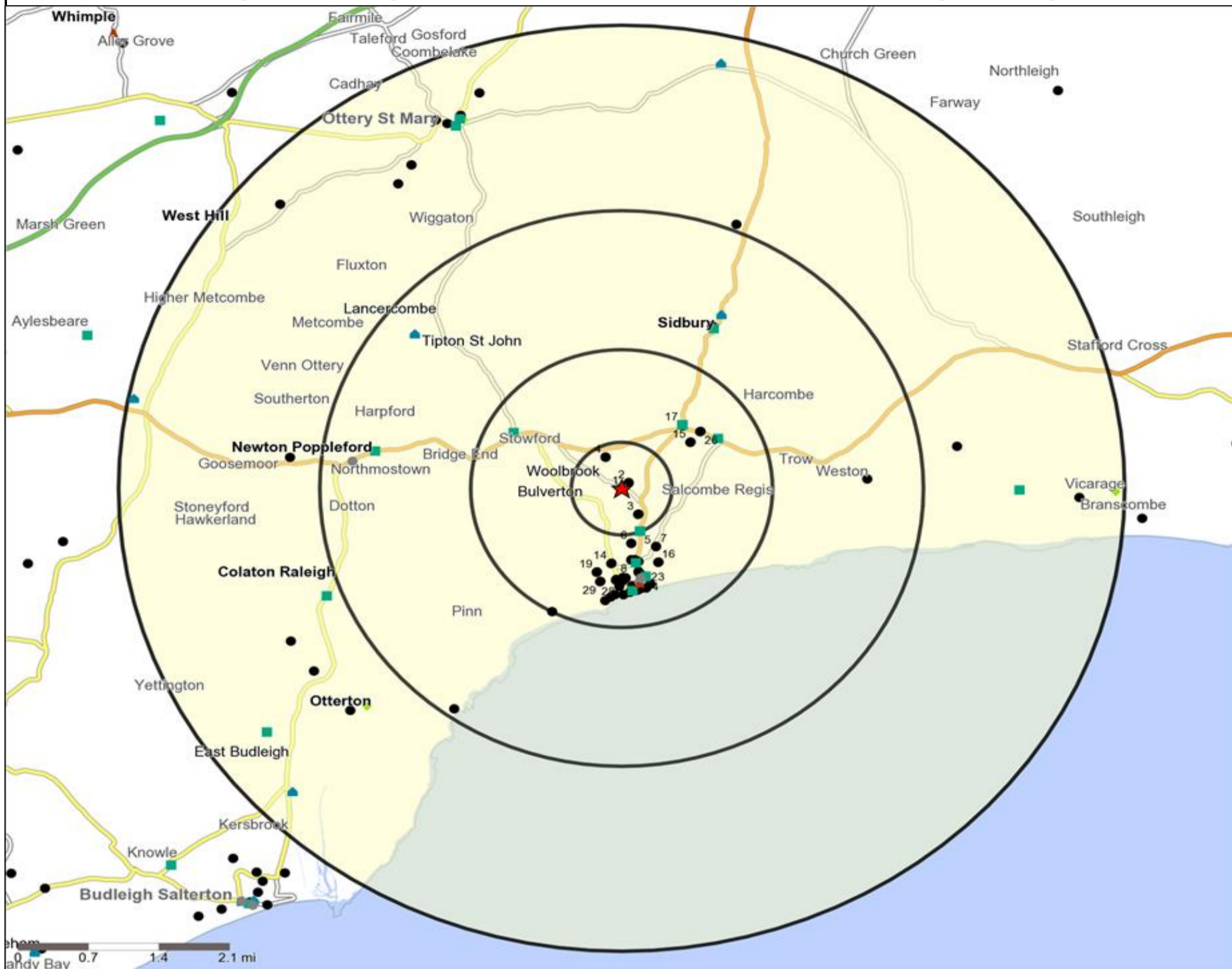
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 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	338	843	1,169	1,946	1,985	102	114	125	133	134
02 Early Doors	385	850	1,041	1,564	1,595	138	137	133	127	128
03 Everyday is Friday	247	435	561	897	905	104	82	84	86	85
04 Weekend Millionaires	237	406	494	785	805	69	53	51	52	53
05 Out On The Town	240	421	495	781	783	73	57	53	54	53
06 Business and Pleasure	84	155	277	622	627	49	41	58	83	82
07 Sporting Pints	202	317	364	536	541	55	39	36	33	33
08 Student Social	120	236	392	749	773	78	69	91	110	112
09 Leisurely Lunch	401	1,040	1,287	1,945	1,972	124	144	141	136	136
10 Wining and Dining	473	1,274	1,481	2,171	2,188	128	155	143	133	133
11 Household Outing	312	584	675	1,004	1,016	107	90	82	78	78
12 Midweek Meal Deal	116	223	444	826	815	71	61	96	114	111
13 Date Night	401	1,078	1,299	1,911	1,923	153	185	177	166	165
14 Birthday Treat	301	656	824	1,301	1,309	115	113	112	113	112
15 Pre Show Meal	118	323	356	489	497	131	161	141	123	124
<b>Number of Occasions</b>	<b>3,975</b>	<b>8,841</b>	<b>11,159</b>	<b>17,527</b>	<b>17,734</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: BALFOUR ARMS, SIDMOUTH (670044)



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

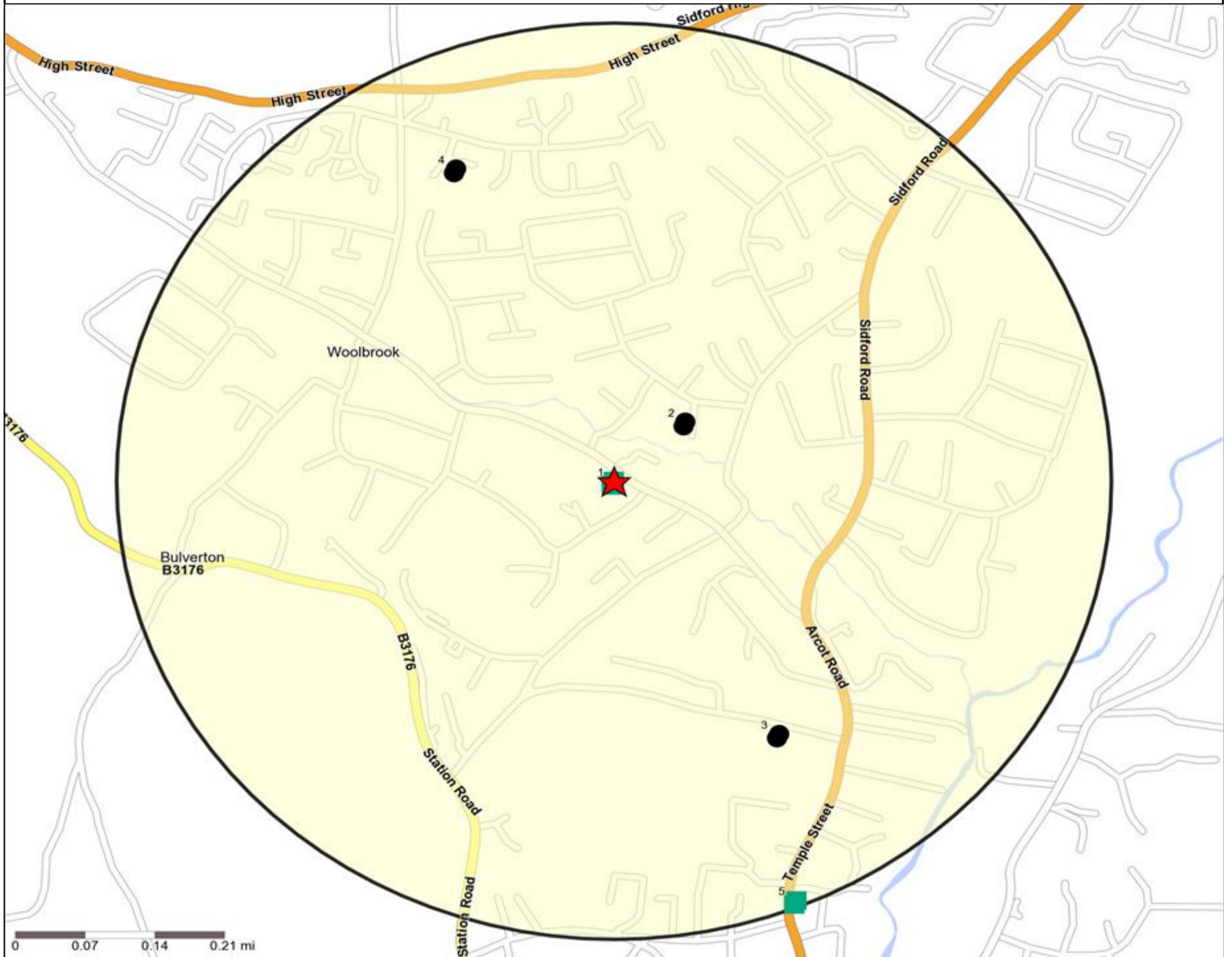
#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	3	3
Circuit Bar	0	1	1	1
Community Local	2	8	10	16
Dry Led	0	0	1	5
Branded Food Pub	0	0	0	0
Rural	0	0	0	2
Other	3	42	48	62
<b>Total</b>	<b>5</b>	<b>53</b>	<b>63</b>	<b>89</b>





## Competition Map and Data: BALFOUR ARMS, SIDMOUTH (670044)



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	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	3
<b>Total</b>	<b>5</b>



## Local Competition: BALFOUR ARMS, SIDMOUTH (670044)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BALFOUR ARMS, SIDMOUTH	26 WOOLBROOK ROAD, SIDMOUTH, EX10 9UZ	Punch Taverns	EX10 9UZ	Punch Taverns	0.00
1	Balfour Arms	26 Woolbrook Road, Sidmouth	Punch Pub Company	EX10 9UZ	Community Local	0.00
2	Sidmouth Town Association	Manstone Avenue, Sidmouth	Independent Free	EX10 9TF	Other	0.09
3	Winslade Central Club	48 Winslade Road, Sidmouth	Independent Free	EX10 9EX	Other	0.32
4	Stowford Community Centre	Chambers Close, Sidmouth	Independent Free	EX10 9YL	Other	0.37
5	Volunteer Inn	52 Temple Street, Sidmouth	Punch Pub Company	EX10 9BQ	Community Local	0.50
6	Sidholme Hotel	Vicarage Road, Sidmouth	Independent Free	EX10 8UJ	Other	0.60
7	Hunters Moon Hotel	Sid Road, Sidmouth	Independent Free	EX10 9AA	Other	0.71
8	Cinnamon Tree	2 Radway, Sidmouth	Independent Free	EX10 8TW	Other	0.78
9	Sidmouth Conservative Club	Radway Place, Sidmouth	Independent Free	EX10 8TL	Other	0.78
10	Vine	1 Vicarage Road, Vicarage, Sidmouth	Independent Free	EX10 8TL	Other	0.78
11	Mount Pleasant Hotel	Salcombe Road, Sidmouth	Independent Free	EX10 8PS	Other	0.81
12	Sidmouth Tandoori	7 Radway Place, Sidmouth	Independent Free	EX10 8PY	Other	0.81
13	Radway Inn	1 Radway Place, Sidmouth	Punch Pub Company	EX10 8PY	Community Local	0.81
14	Woodlands Hotel	Station Road, Sidmouth	Independent Free	EX10 8HG	Other	0.82
15	Sidbury Football Club	Byes Lane, Sidford, Sidmouth	Independent Free	EX10 9QX	Other	0.85
16	Old Farmhouse	Hillside Road, Sidmouth	Independent Free	EX10 8JG	Other	0.88
17	Rising Sun Inn	School Street, Sidford, Sidmouth	Independent Free	EX10 9PF	Community Local	0.91
18	Chattery	67 High Street, Sidmouth	Independent Free	EX10 8LE	Other	0.92
19	Glendevon Hotel	Cotmaton Road, Sidmouth	Independent Free	EX10 8QX	Other	0.94
20	Tudor Rose Restaurant	30 High Street, Sidmouth	Independent Free	EX10 8EJ	Other	0.95
21	Sidmouth Rugby Club	Heydons Lane, Sidmouth	Independent Free	EX10 8NJ	Other	0.96
22	Sidmouth Bowling Club	9 Coburg Terrace, Sidmouth	Independent Free	EX10 8NH	Other	0.97
23	Swan Inn	37 York Street, Sidmouth	Youngs	EX10 8BY	Community Local	0.98
24	Graze	6 High Street, Sidmouth	Independent Free	EX10 8EL	Cafe / Wine Bar	0.98
25	Manor Pavilion	Manor Road, Sidmouth	Independent Free	EX10 8RP	Other	0.99
26	Salty Monk	Church Street, Sidford, Sidmouth	Independent Free	EX10 9QP	Other	0.99
27	Kennaway House	Coburg Road, Sidmouth	Independent Free	EX10 8NG	Other	1.00
28	Kinellan Hotel	5 Fortfield Place, Sidmouth	Independent Free	EX10 8NX	Other	1.02
29	Royal Glen Hotel	Glen Road, Sidmouth	Independent Free	EX10 8RW	Other	1.03
30	Black Horse Inn	30 Fore Street, Sidmouth	Enterprise Inns	EX10 8AQ	Circuit Bar	1.03