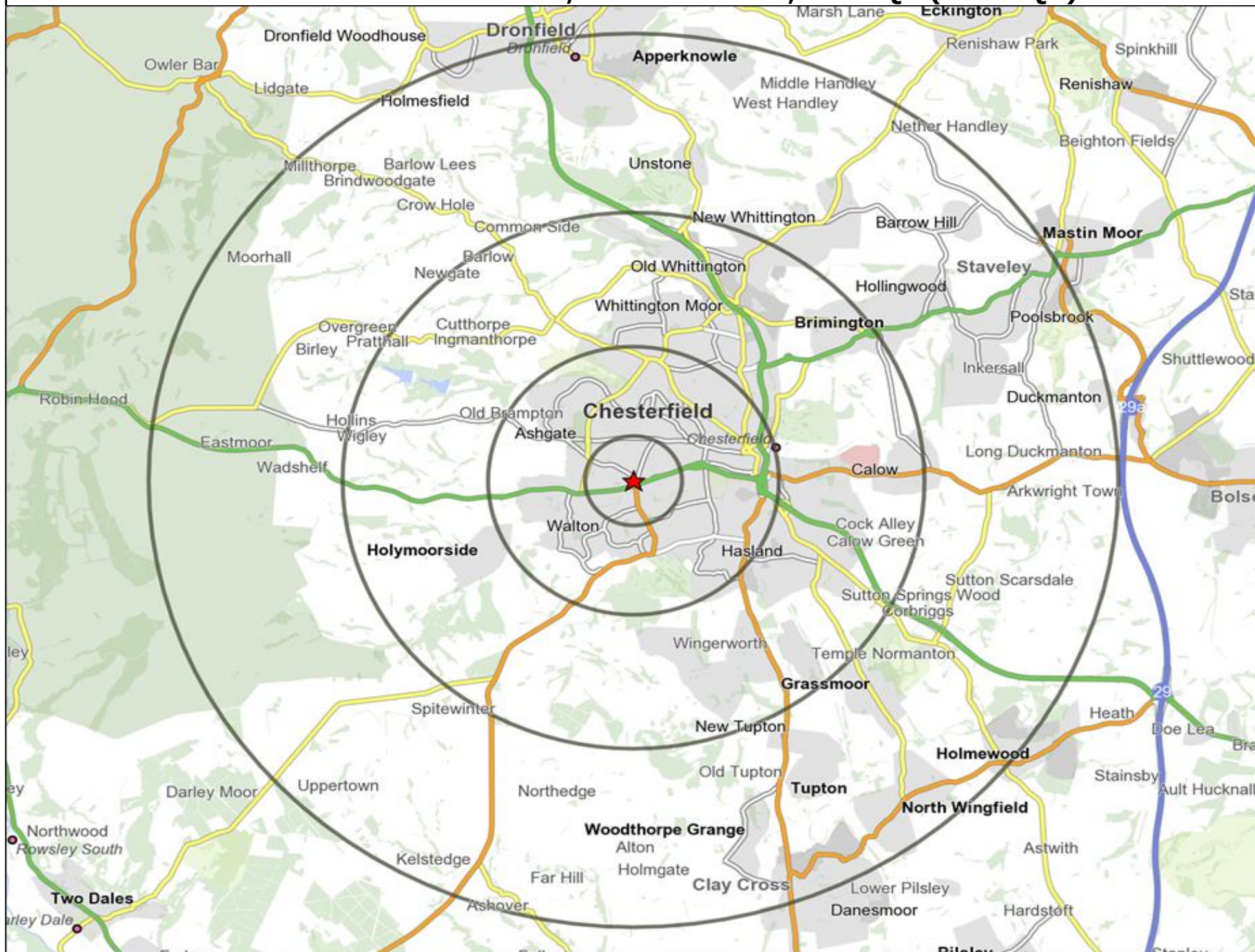




Customer Profile Report for VICTORIA, BRAMPTON (Punch Outlet Number: 202155)
21 VICTORIA STREET WEST, CHESTERFIELD, S40 3QY (S 40 3QY)



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

Age Data Table

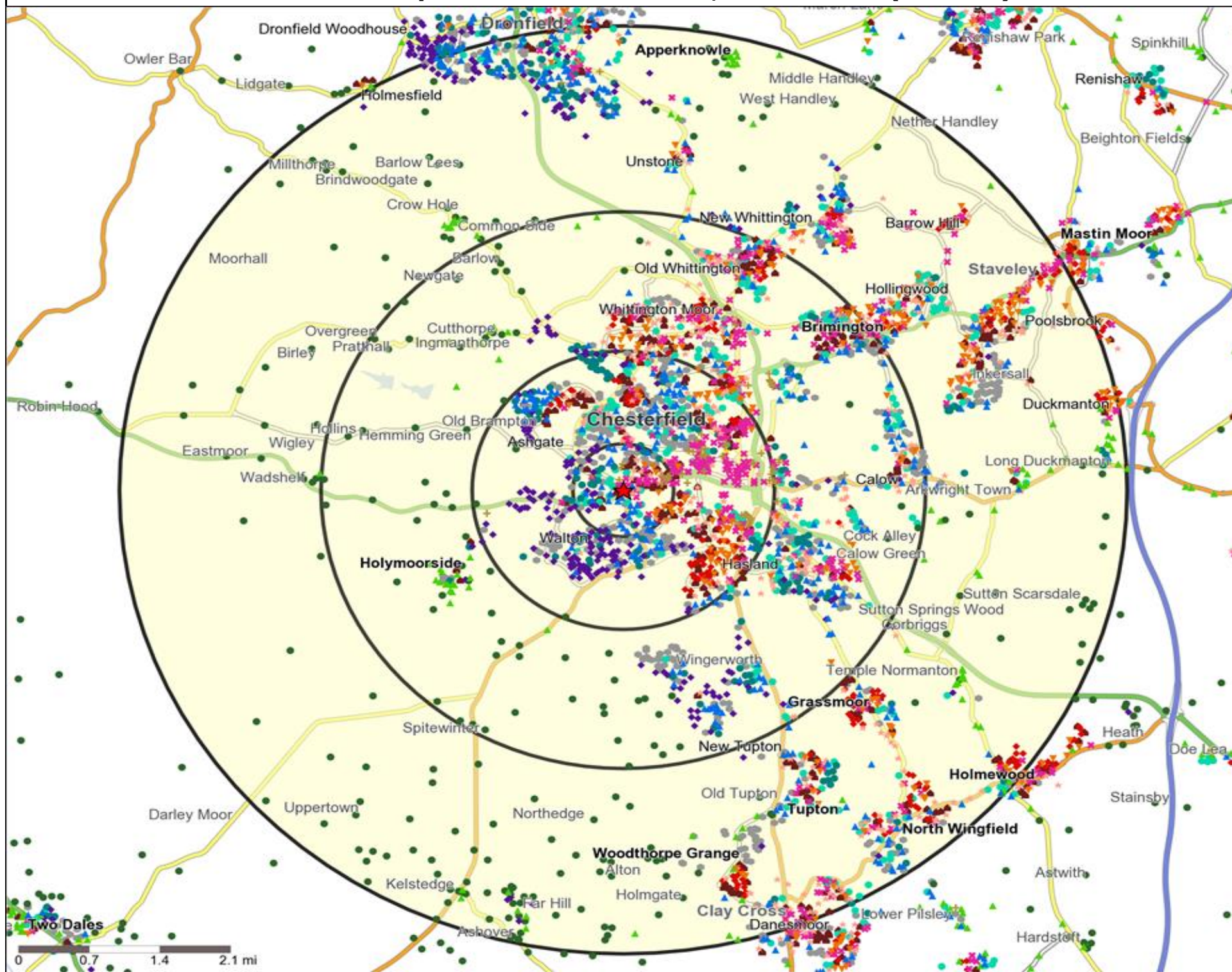
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,212	7,278	14,248	24,194	22,583	83	85	84	87	87
16-17	175	1,028	2,016	3,378	3,217	96	97	96	98	100
18-24	596	3,761	7,053	11,595	10,949	84	91	86	86	87
25-34	874	5,286	10,258	16,667	15,792	82	85	83	82	83
35-44	925	5,344	10,733	17,757	16,627	93	92	94	94	94
45-54	1,272	7,206	14,078	22,706	21,371	115	111	110	108	108
55-64	1,053	6,100	11,688	19,346	17,990	119	118	114	115	114
65+	1,717	9,742	20,240	32,888	30,469	122	118	124	123	122
Population estimate 2015	7,824	45,745	90,314	148,531	138,998	100	100	100	100	100

Ethnicity - Census 2011

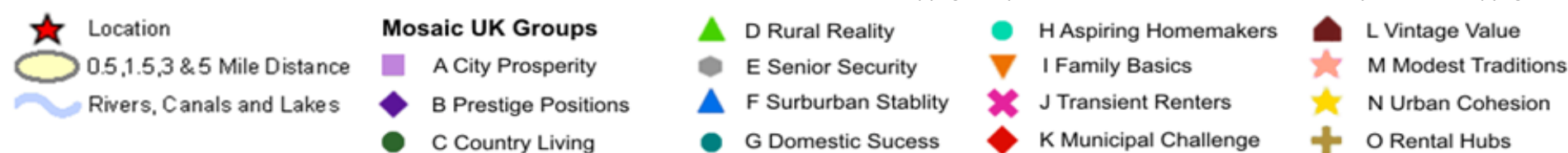
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	7,475	43,092	85,763	141,843	132,476	96%	96%	96%	97%	97%
Mixed / Multiple Ethnic Groups	98	524	977	1,415	1,404	1%	1%	1%	1%	1%
Asian / Asian British	131	840	1,552	1,964	1,966	2%	2%	2%	1%	1%
Black / African / Caribbean / Black British	50	411	666	892	948	1%	1%	1%	1%	1%
Other Ethnic Group	8	71	156	250	259	0%	0%	0%	0%	0%
All People (Ethnic Group)	7,762	44,938	89,114	146,364	137,053	100	100	100	100	100



Mosaic UK Map and Data: VICTORIA, BRAMPTON (202155)



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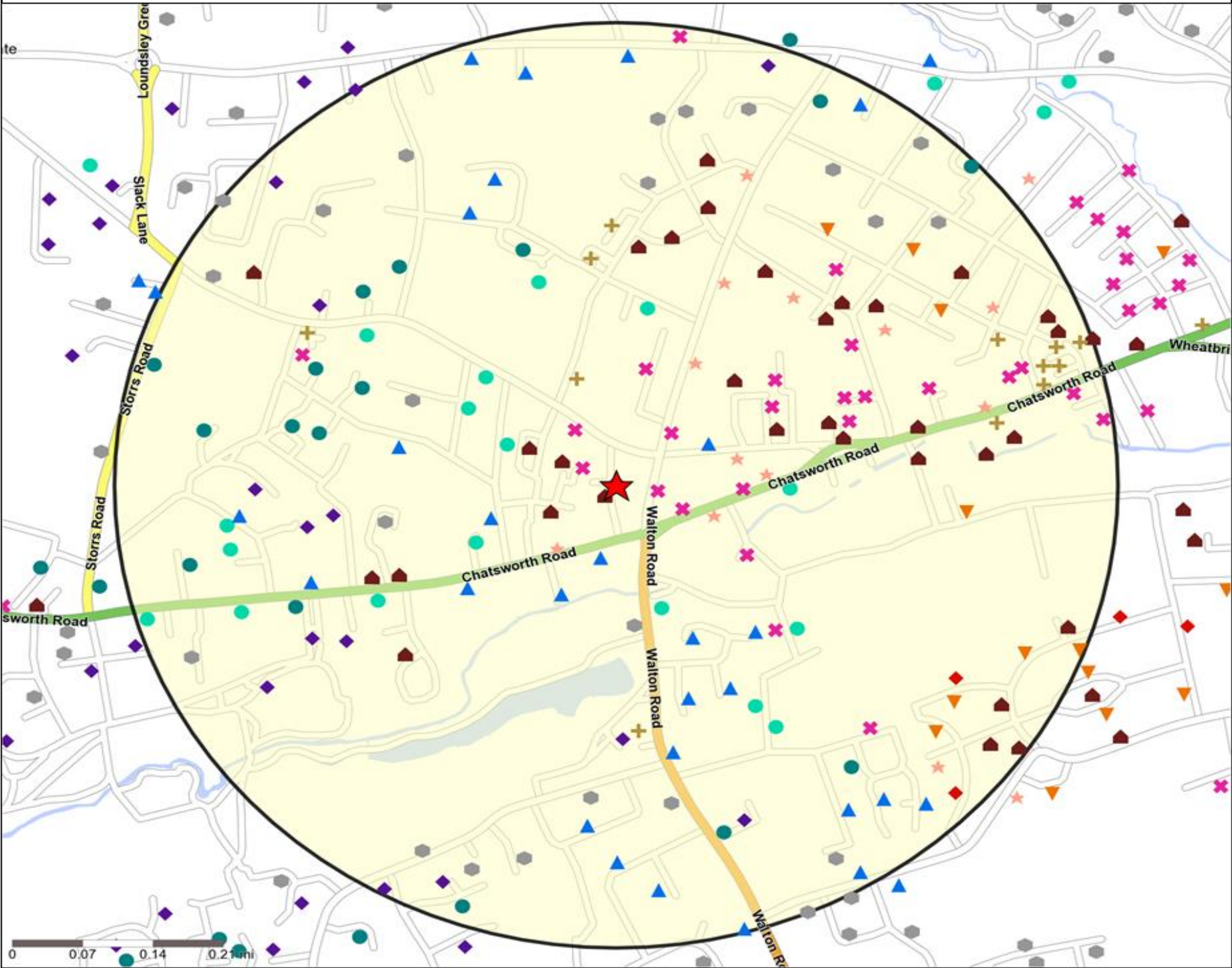
Mosaic UK Data Table (Residential)

	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+)	523	4,312	6,273	8,094	6,848	111	158	116	92	83
C Country Living (18+)	0	86	1,192	3,750	4,111	0	3	23	45	52
D Rural Reality (18+)	0	2	759	3,234	4,011	0	0	15	39	51
E Senior Security (18+)	798	5,381	10,852	16,090	14,475	152	177	181	164	157
F Suburban Stability (18+)	1,237	4,018	8,425	14,525	11,595	315	176	187	197	168
G Domestic Success (18+)	449	2,591	4,634	7,582	5,853	83	82	75	75	62
H Aspiring Homemakers (18+)	752	3,026	6,893	11,367	10,507	128	89	102	103	102
I Family Basics (18+)	304	2,420	4,965	9,275	9,054	65	90	93	106	111
J Transient Renters (18+)	651	4,823	8,595	12,106	12,130	175	224	201	174	186
K Municipal Challenge (18+)	113	2,602	4,403	8,303	8,622	30	119	101	117	130
L Vintage Value (18+)	808	4,355	7,494	11,388	11,535	199	185	161	150	162
M Modest Traditions (18+)	498	2,472	7,610	13,096	12,502	163	139	217	228	233
N Urban Cohesion (18+)	0	20	20	20	20	0	1	1	0	0
O Rental Hubs (18+)	305	1,247	1,797	1,990	1,797	61	43	32	21	21
Adults 18+ estimate 2015	6,438	37,355	73,912	120,820	113,060	100	100	100	100	100

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Mosaic UK Map and Data: VICTORIA, BRAMPTON (202155)



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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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	523	111
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	798	152
F Suburban Stability (18+)	1,237	315
G Domestic Success (18+)	449	83
H Aspiring Homemakers (18+)	752	128
I Family Basics (18+)	304	65
J Transient Renters (18+)	651	175
K Municipal Challenge (18+)	113	30
L Vintage Value (18+)	808	199
M Modest Traditions (18+)	498	163
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	305	61
Adults 18+ estimate 2015	6,438	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

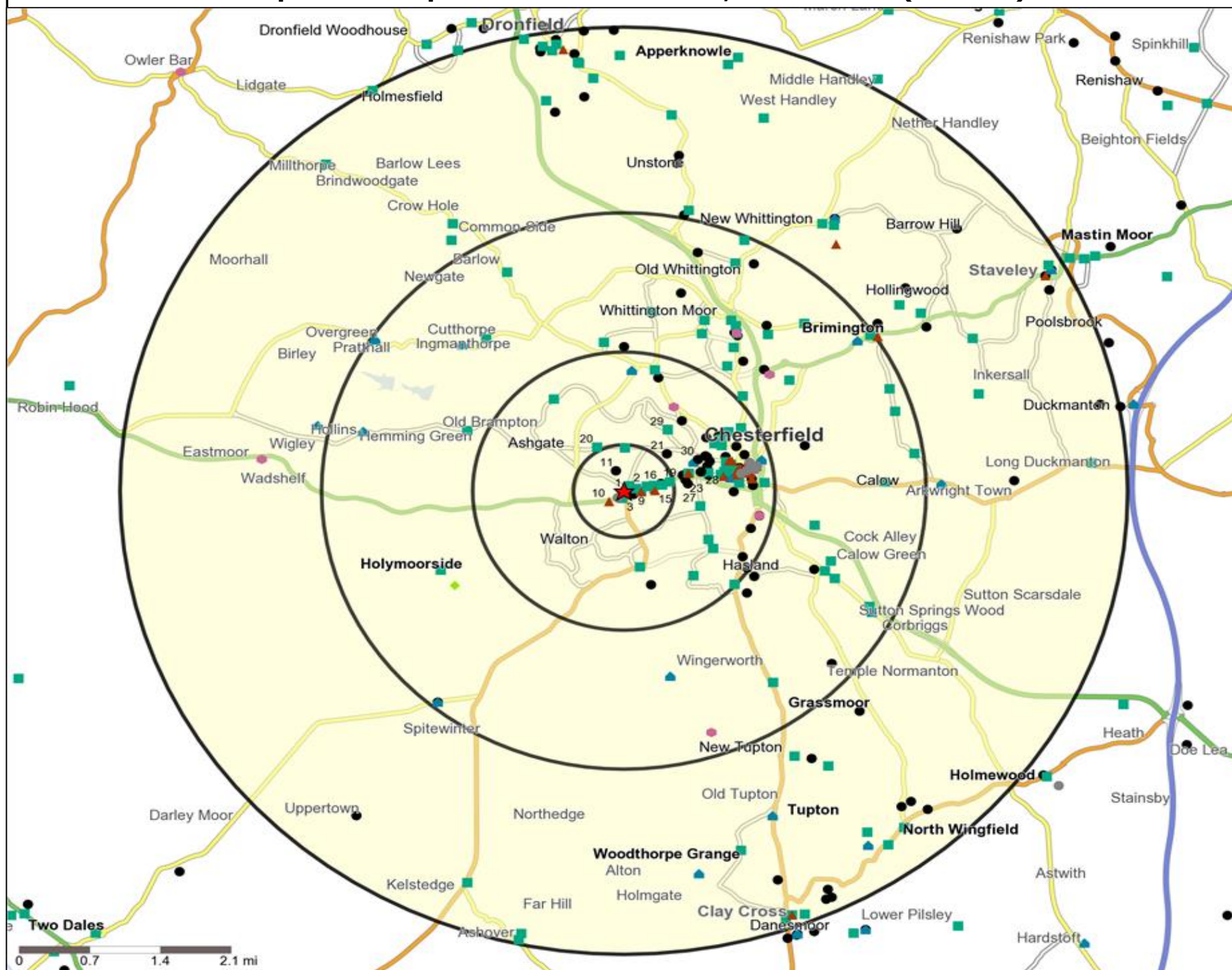
 08 Student Social
 09 Leisurely Lunch
 10 Wining and Dining
 11 Household Outing

 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	456	2,807	5,585	9,563	9,262	99	103	104	109	112
02 Early Doors	534	2,896	5,831	9,731	9,236	138	126	130	133	133
03 Everyday is Friday	361	2,103	4,218	6,864	6,499	110	108	110	110	110
04 Weekend Millionaires	498	3,313	6,586	11,006	10,749	105	118	120	122	126
05 Out On The Town	453	2,961	5,641	8,976	8,618	99	109	106	103	105
06 Business and Pleasure	136	806	1,541	2,605	2,485	58	57	56	58	59
07 Sporting Pints	328	2,282	4,233	6,706	6,524	65	76	72	70	72
08 Student Social	159	914	1,666	2,700	2,471	74	72	67	67	64
09 Leisurely Lunch	463	2,666	5,181	8,439	7,939	103	100	99	99	98
10 Wining and Dining	552	2,986	5,731	9,179	8,310	108	98	97	95	91
11 Household Outing	452	2,477	5,107	8,468	8,015	112	103	109	110	110
12 Midweek Meal Deal	195	1,373	2,799	4,703	4,638	86	102	106	109	113
13 Date Night	411	2,322	4,350	6,730	6,065	113	108	103	98	93
14 Birthday Treat	392	2,166	4,181	6,778	6,255	108	101	99	99	96
15 Pre Show Meal	116	621	1,240	1,999	1,822	93	84	86	84	81
Number of Occasions	5,506	32,693	63,890	104,447	98,888	100	100	100	100	100



Competition Map and Data: VICTORIA, BRAMPTON (202155)



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

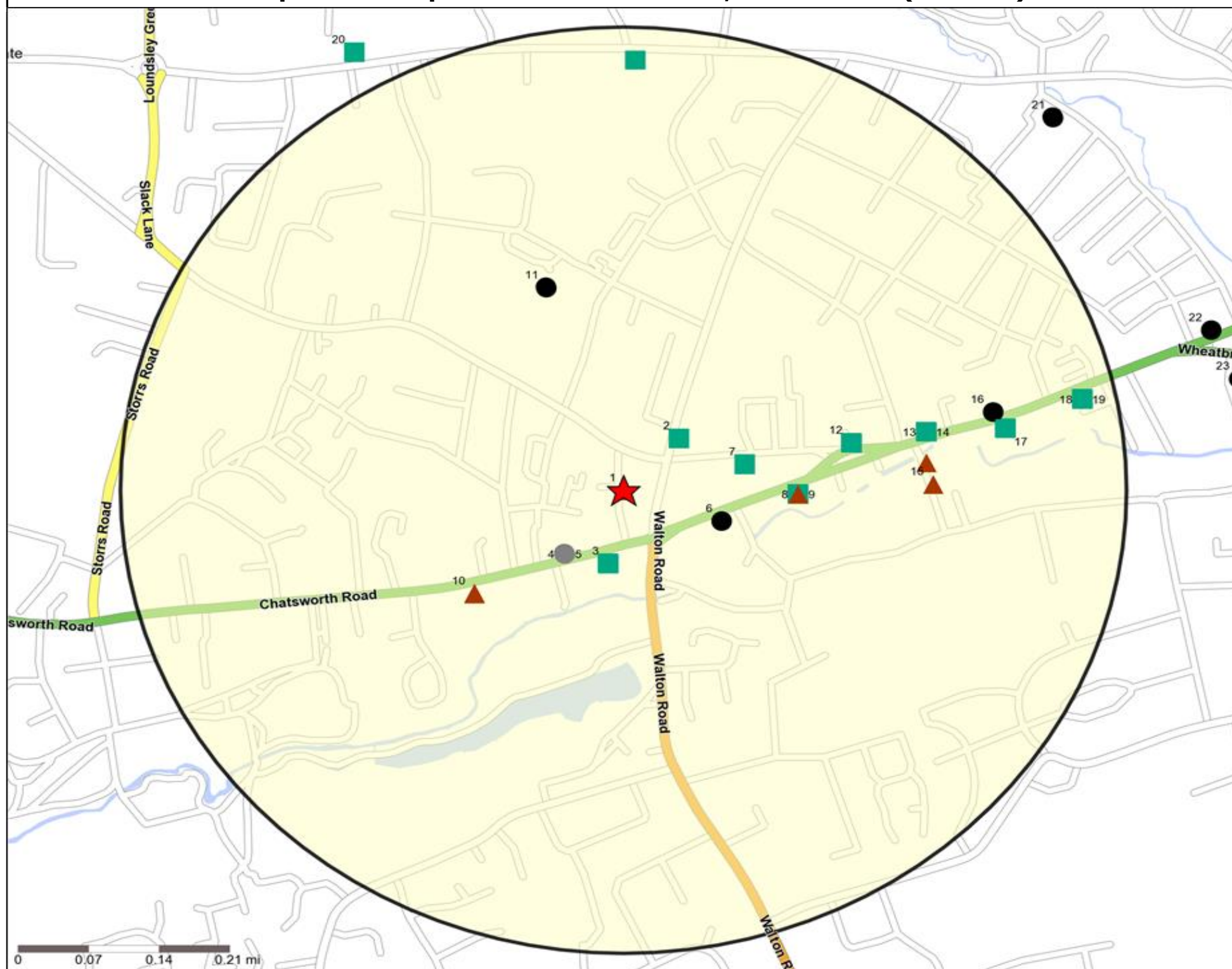


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	6	6	6
Circuit Bar	4	23	23	28
Community Local	10	36	67	110
Dry Led	0	3	10	19
Branded Food Pub	0	2	5	6
Rural	0	0	1	1
Other	4	53	74	113
Total	19	123	186	283



Competition Map and Data: VICTORIA, BRAMPTON (202155)



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
Café / Wine Bar	1
Circuit Bar	4
Community Local	10
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
Total	19



Local Competition: VICTORIA, BRAMPTON (202155)

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, BRAMPTON	21 VICTORIA STREET WEST, CHESTERFIELD, S40 3QY	Punch Taverns	S 40 3QY	Punch Taverns	0.00
1	Victoria	21 Victoria Street West, Chesterfield	Punch Pub Company	S 40 3QY	Circuit Bar	0.00
2	Britannia Inn	56 Old Hall Road, Brompton, Chesterfield	Enterprise Inns	S 40 1HD	Community Local	0.08
3	Peacock Inn	412 Chatsworth Road, Chesterfield	Enterprise Inns	S 40 3BQ	Community Local	0.08
4	Non Solo Vino	417 Chatsworth Road, Chesterfield	Independent Free	S 40 3AD	Other	0.09
5	Mes Amis	479 Chatsworth Road, Chesterfield	Independent Free	S 40 3AD	Cafe / Wine Bar	0.09
6	Blu Bistro & Coffee House	370 Chatsworth Road, Chesterfield	Independent Free	S 40 2DQ	Other	0.10
7	Rose & Crown	104 Old Road, Brampton, Chesterfield	Everards	S 40 2QT	Community Local	0.12
8	Brampton Ale House	318 Chatsworth Road, Chesterfield	Thwaites	S 40 2BY	Community Local	0.17
9	Brampton Mile	292-294 Chatsworth Road, Brampton, Chesterfield	Independent Free	S 40 2BY	Circuit Bar	0.17
10	Star Inn	422 Chatsworth Road, Brampton, Chesterfield	Star Pubs & Bars	S 40 3BD	Circuit Bar	0.19
11	Brampton Manor	Manor Road, Chesterfield	Independent Free	S 40 3QR	Other	0.23
12	Maison Mes Amis	19 Old Road, Chesterfield	Star Pubs & Bars	S 40 2RE	Community Local	0.23
13	Red Lion Hotel	261 Chatsworth Road, Chesterfield	Independent Free	S 40 2BL	Community Local	0.31
14	Barrel Inn	249 Chatsworth Road, Brampton, Chesterfield	Enterprise Inns	S 40 2BL	Community Local	0.31
15	Anchor	4 Factory Street, Chesterfield	Independent Free	S 40 2FW	Circuit Bar	0.31
16	Gulab Tandoori	207 Chatsworth Road, Chesterfield	Independent Free	S 40 2BA	Other	0.38
17	Tramway Tavern	192 Chatsworth Road, Chesterfield	Everards	S 40 2AT	Community Local	0.39
18	Grouse Inn	136 Chatsworth Road, Chesterfield	Enterprise Inns	S 40 2AR	Community Local	0.47
19	Alma Inn	126 Chatsworth Road, Clowne, Chesterfield	Independent Free	S 40 2AR	Community Local	0.47
20	Woodside	343 Ashgate Road, Chesterfield	Enterprise Inns	S 40 4DB	Community Local	0.54
21	Chesterfield Miners Welfare Club	Chester Street, Chesterfield	Independent Free	S 40 1DL	Other	0.59
22	Zahid Restaurant	57 Chatsworth Road, Chesterfield	Independent Free	S 40 2AL	Other	0.61
23	Dynasty	38 Wheatbridge Road, Chesterfield	Independent Free	S 40 2AB	Other	0.62
24	Royal Oak Inn	43 Chatsworth Road, Chesterfield	Enterprise Inns	S 40 2AH	Circuit Bar	0.67
25	Nonnas	131 Chatsworth Road, Chesterfield	Independent Free	S 40 2AH	Other	0.67
26	Masons Arms	3 Chatsworth Road, Chesterfield	Unknown	S 40 2AH	Community Local	0.67
27	Boythorpe Inn	77 Boythorpe Road, Chesterfield	Greene King	S 40 2NE	Community Local	0.78
28	Mutiara Restaurant	67 West Bars, Chesterfield	Independent Free	S 40 1BA	Other	0.79
29	Badger	81 Brockwell Lane, Chesterfield	Enterprise Inns	S 40 4ED	Community Local	0.79
30	Mecca Bingo	Foljambe Road, Chesterfield	Rank	S 40 1NJ	Other	0.81