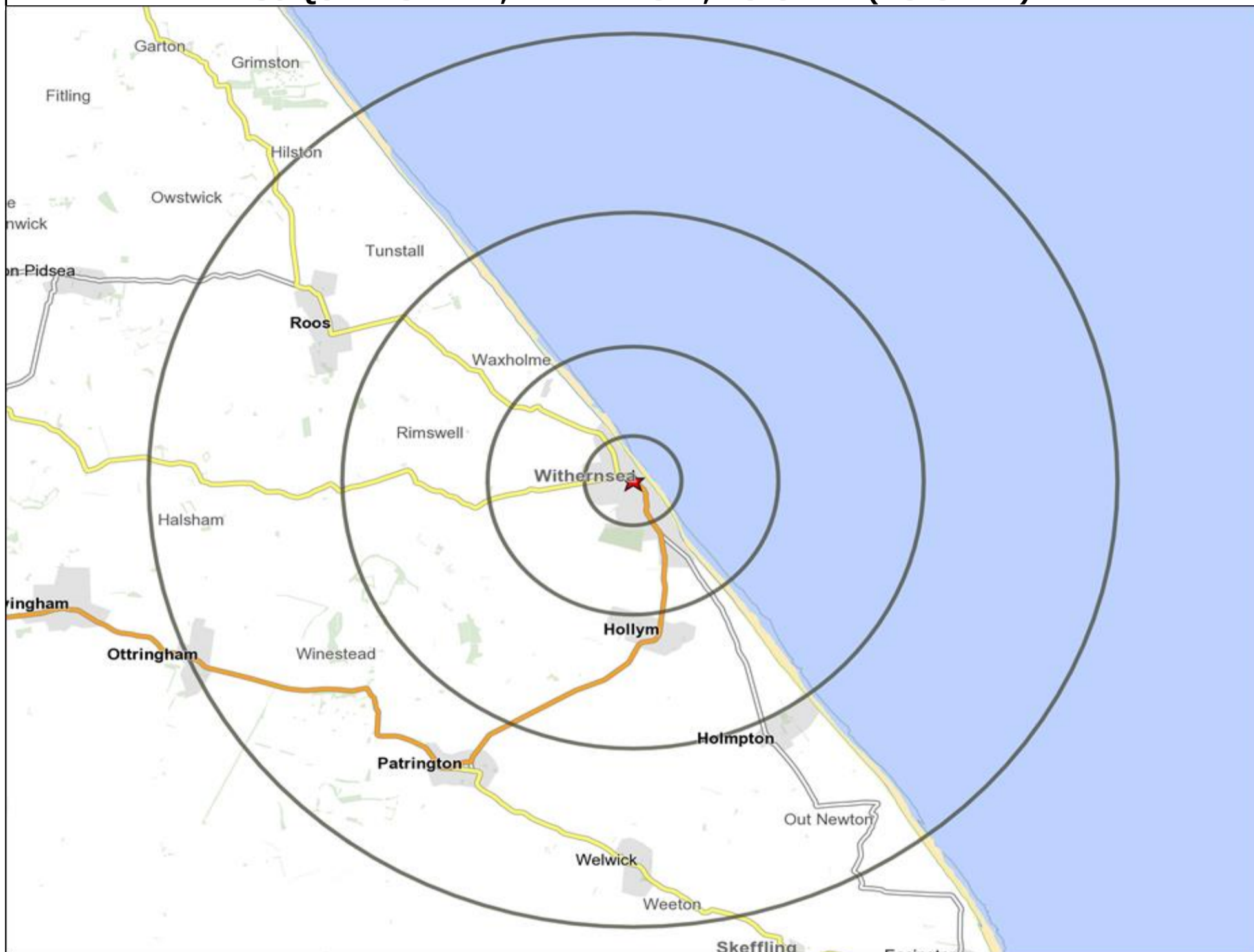




**Customer Profile Report for COMMERCIAL, WITHERNSEA (Punch Outlet Number: 201300)
130 QUEEN STREET, WITHERNSEA, HU19 2HB (HU19 2HB)**



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

Age Data Table

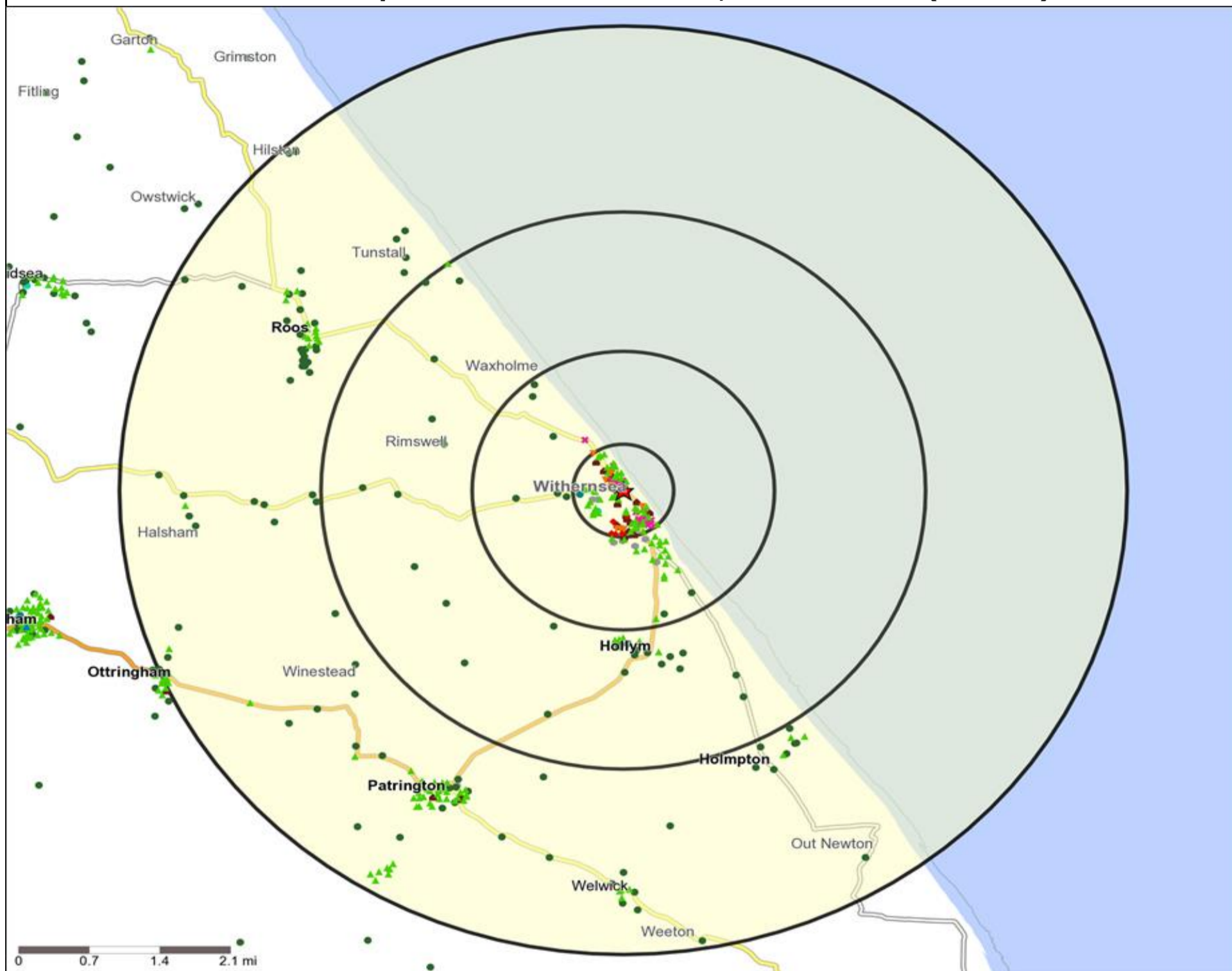
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	987	1,176	1,230	1,849	1,927	100	93	91	87	85
16-17	112	140	146	247	263	91	90	87	94	94
18-24	473	551	573	807	853	99	91	88	79	78
25-34	513	613	644	1,002	1,059	71	67	65	65	64
35-44	461	569	612	1,044	1,114	69	67	67	73	73
45-54	708	906	998	1,688	1,797	94	95	98	105	105
55-64	670	917	1,032	1,690	1,828	112	121	126	132	134
65+	1,360	1,852	1,980	3,005	3,183	143	153	152	147	147
Population estimate 2015	5,284	6,724	7,215	11,332	12,024	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	5,020	6,438	6,944	10,970	11,663	99%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	22	27	29	50	52	0%	0%	0%	0%	0%
Asian / Asian British	30	32	32	48	51	1%	0%	0%	0%	0%
Black / African / Caribbean / Black British	5	9	10	11	13	0%	0%	0%	0%	0%
Other Ethnic Group	6	8	9	14	14	0%	0%	0%	0%	0%
All People (Ethnic Group)	5,083	6,514	7,024	11,093	11,793	100	100	100	100	100



Mosaic UK Map and Data: COMMERCIAL, WITHERNSEA (201300)



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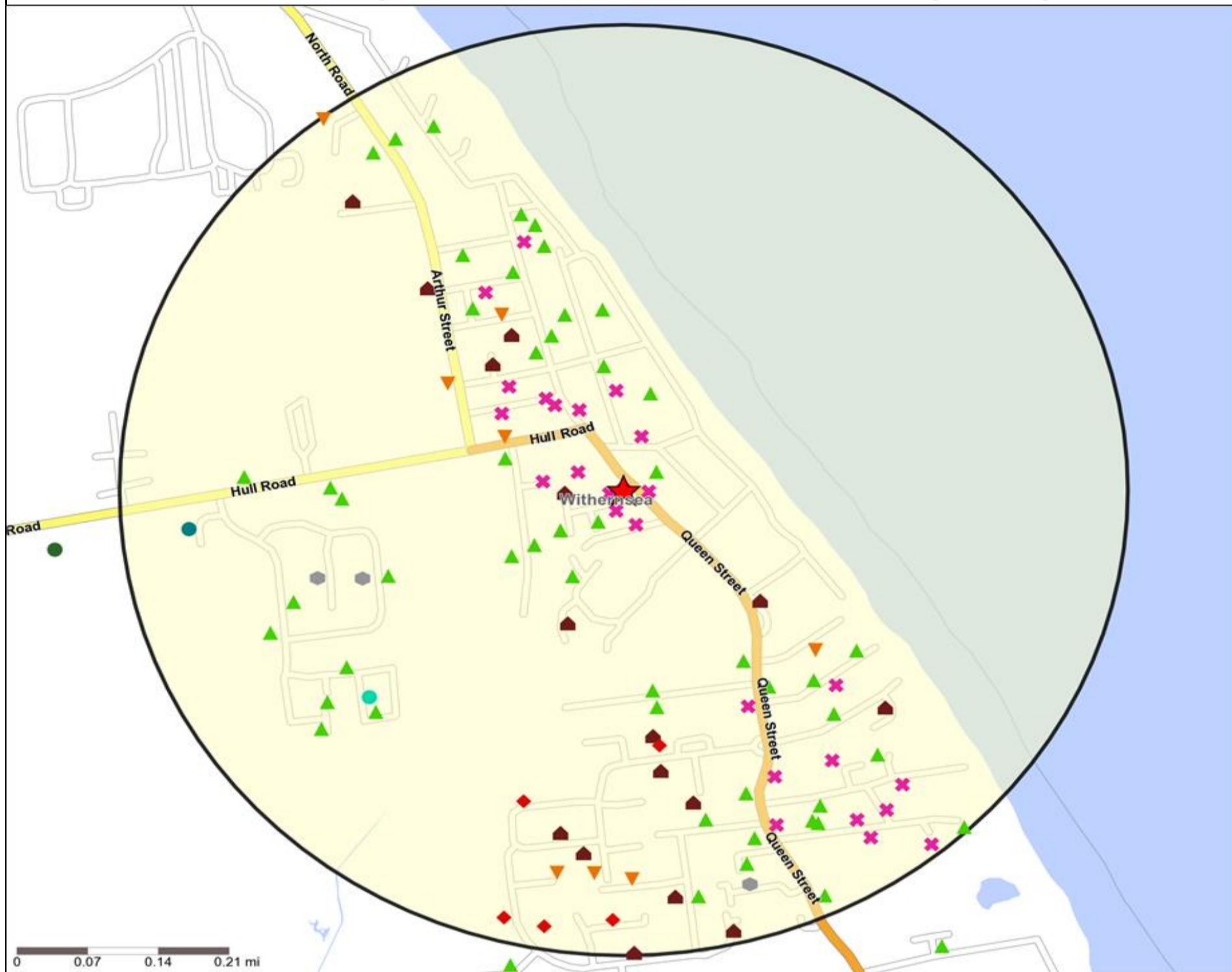
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	0	0	0	0	0	0	0	0	0
C Country Living (18+)	6	220	521	1,848	1,979	2	59	128	288	290
D Rural Reality (18+)	1,990	2,728	2,859	4,715	5,160	686	728	707	737	757
E Senior Security (18+)	173	323	323	336	336	51	73	68	45	42
F Suburban Stability (18+)	0	0	0	0	0	0	0	0	0	0
G Domestic Success (18+)	22	22	22	22	22	6	5	4	3	3
H Aspiring Homemakers (18+)	18	18	18	18	25	5	4	3	2	3
I Family Basics (18+)	334	366	366	366	366	111	94	87	55	52
J Transient Renters (18+)	807	887	887	887	887	334	284	263	166	156
K Municipal Challenge (18+)	259	259	259	259	259	105	82	75	48	45
L Vintage Value (18+)	578	584	584	785	800	219	172	159	135	129
M Modest Traditions (18+)	0	0	0	0	0	0	0	0	0	0
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	0	0	0	0	0	0	0
Adults 18+ estimate 2015	4,187	5,407	5,839	9,236	9,834	100	100	100	100	100



Mosaic UK Map and Data: COMMERCIAL, WITHERNSEA (201300)



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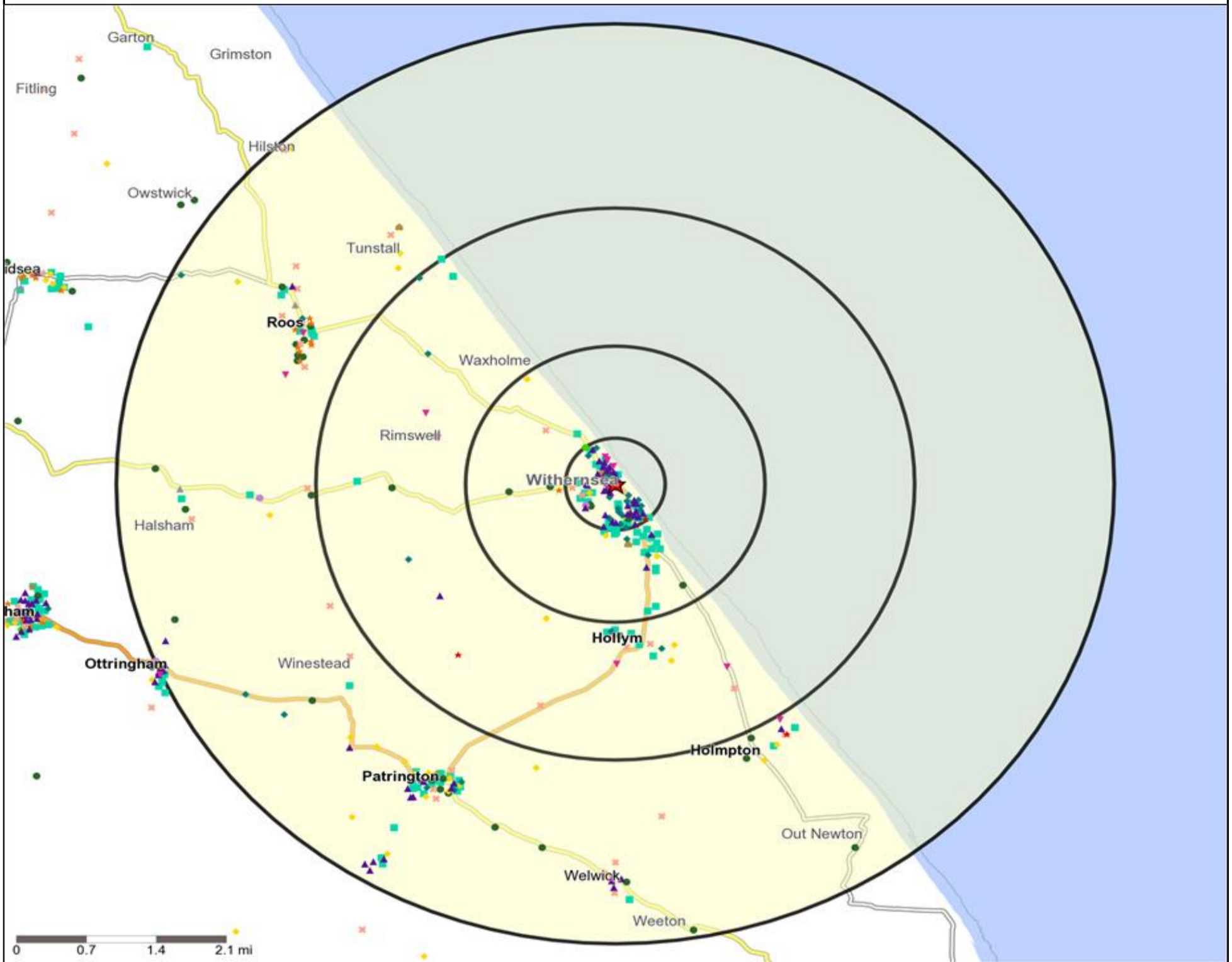
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	6	2
D Rural Reality (18+)	1,990	686
E Senior Security (18+)	173	51
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	22	6
H Aspiring Homemakers (18+)	18	5
I Family Basics (18+)	334	111
J Transient Renters (18+)	807	334
K Municipal Challenge (18+)	259	105
L Vintage Value (18+)	578	219
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	4,187	100



Occasions Map and Data: COMMERCIAL, WITHERNSEA (201300)



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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- 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	561	719	755	1,046	1,104	173	178	177	166	166
02 Early Doors	522	631	661	925	962	192	186	185	175	172
03 Everyday is Friday	261	321	331	474	502	112	111	109	105	105
04 Weekend Millionaires	446	531	553	727	756	133	127	126	112	110
05 Out On The Town	236	268	274	340	351	73	67	65	54	53
06 Business and Pleasure	62	81	90	166	181	37	39	41	51	53
07 Sporting Pints	242	275	280	351	364	68	62	60	51	50
08 Student Social	101	139	158	327	360	67	74	80	112	116
09 Leisurely Lunch	350	449	480	750	795	110	114	115	122	122
10 Wining and Dining	206	290	321	573	613	57	65	68	82	83
11 Household Outing	257	300	305	370	382	90	84	81	67	65
12 Midweek Meal Deal	169	202	208	320	343	105	101	99	103	104
13 Date Night	181	275	308	569	618	71	86	92	115	118
14 Birthday Treat	256	311	325	500	524	100	98	97	101	100
15 Pre Show Meal	32	43	49	102	109	36	39	42	60	60
Number of Occasions	3,882	4,835	5,098	7,540	7,964	100	100	100	100	100



Competition Map and Data: COMMERCIAL, WITHERNSEA (201300)



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

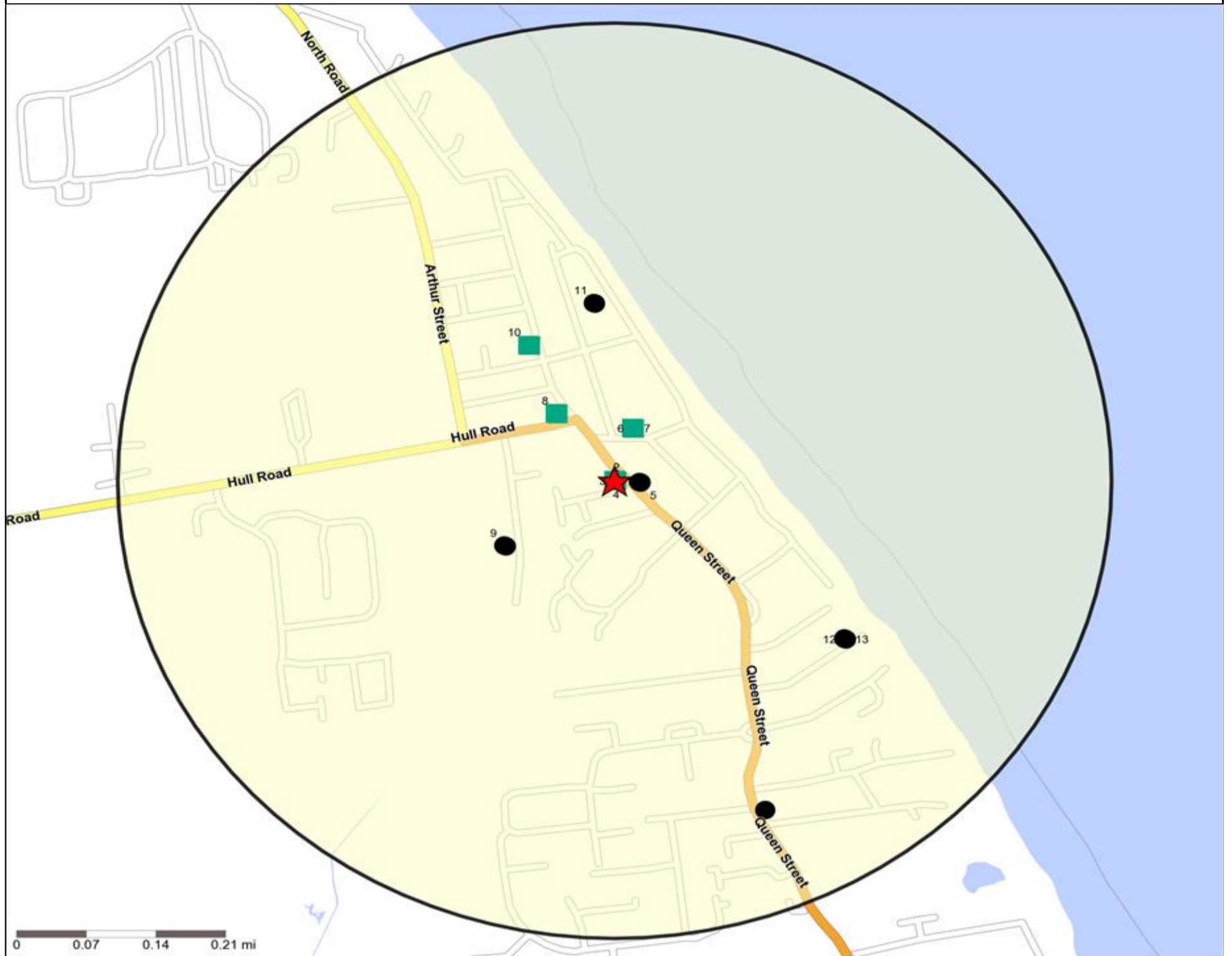


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	0
Circuit Bar	0	0	0	0
Community Local	6	6	7	14
Dry Led	0	0	0	0
Branded Food Pub	0	0	0	0
Rural	0	0	0	1
Other	7	11	12	16
Total	13	17	19	31



Competition Map and Data: COMMERCIAL, WITHERNSEA (201300)



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	6
Dry Led	0
Branded Food Pub	0
Rural	0
Other	7
Total	13



Local Competition: COMMERCIAL, WITHERNSEA (201300)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	COMMERCIAL, WITHERNSEA	130 QUEEN STREET, WITHERNSEA, HU19 2HB	Punch Taverns	HU19 2HB	Punch Taverns	0.00
1	Bengal Lancer	76 Queen Street, Withernsea	Independent Free	HU19 2HB	Other	0.00
2	Butterfly Inn	78 Queen Street, Withernsea	Unknown	HU19 2HB	Community Local	0.00
3	Commercial Hotel	130 Queen Street, Withernsea	Punch Pub Company	HU19 2HB	Community Local	0.00
4	Alexander Hotel	Ribbleton Avenue, Withernsea	Independent Free	HU19 2HB	Other	0.00
5	Charlies	193 Queen Street, Withernsea	Independent Free	HU19 2JR	Other	0.03
6	Pier Hotel	9 Seaside Road, Withernsea	Unknown	HU19 2DL	Community Local	0.06
7	Old Boat Shed	2 Seaside Road, Withernsea	Independent Free	HU19 2DL	Community Local	0.06
8	Spread Eagle	72 Queen Street, Withernsea	Marston's	HU19 2HA	Community Local	0.09
9	Withernsea Lawn Tennis Club	Lascelles Avenue, Withernsea	Independent Free	HU19 2EB	Other	0.13
10	Alma Inn	34 Queen Street, Withernsea	*Other Small Retail Groups	HU19 2AQ	Community Local	0.17
11	Marine Hotel	The Promenade, Withernsea	Independent Free	HU19 2DP	Other	0.19
12	Teddies	South Promenade, Withernsea	Independent Free	HU19 2HN	Other	0.29
13	Withernsea Boating Social Club	170 South Promenade, Withernsea	Independent Free	HU19 2HN	Other	0.29
14	Withernsea Golf Club	Chestnut Avenue, Withernsea	Independent Free	HU19 2PG	Other	0.66
15	Withernsea Holiday Park	Waxholme Road, Withernsea	Independent Free	HU19 2BS	Other	0.76
16	Northfield Country Club	Waxholme Road, Withernsea	Independent Free	HU19 2BU	Other	0.91
17	Highfield Caravans	Withernsea Road, Hollym, Withernsea	Independent Free	HU19 2QH	Other	1.42
18	Plough	Northside Road, Hollym, Withernsea	Independent Free	HU19 2RS	Community Local	1.64
19	Sand Le Mere Caravan & Leisure Park	Seaside Lane, Tunstall, Hull	Independent Free	HU12 0JQ	Other	2.80
20	George & Dragon	Main Road, Holmpton, Withernsea	Independent Free	HU19 2QR	Rural Character	3.26
21	Golden Sands Holiday Park	School Lane, Holmpton, Withernsea	Independent Free	HU19 2QS	Other	3.27
22	Roos Arms	Main Street, Roos, Hull	Independent Free	HU12 0HB	Community Local	3.59
23	Black Horse	Main Street, Roos, Hull	Independent Free	HU12 0HB	Community Local	3.59
24	Station Hotel	Station Road, Patrington, Hull	Independent Free	HU12 0NE	Other	3.68
25	La Piccolino	2 Pump Row, Patrington, Hull	Independent Free	HU12 0RD	Other	3.68
26	Holderness Inn	9 High Street, Patrington, Hull	Enterprise Inns	HU12 0RE	Community Local	3.69
27	Hildyard Arms	1 Market Place, Patrington, Hull	Punch Pub Company	HU12 0RA	Community Local	3.72
28	Dunedin Country House	40 Westgate, Hull	Independent Free	HU12 0NB	Other	3.75
29	Coach & Horses	Main Street, Welwick, Hull	Independent Free	HU12 0RY	Community Local	4.30
30	Patrington Haven Tavern	Patrington Haven, Patrington, Hull	Independent Free	HU12 0PT	Community Local	4.69