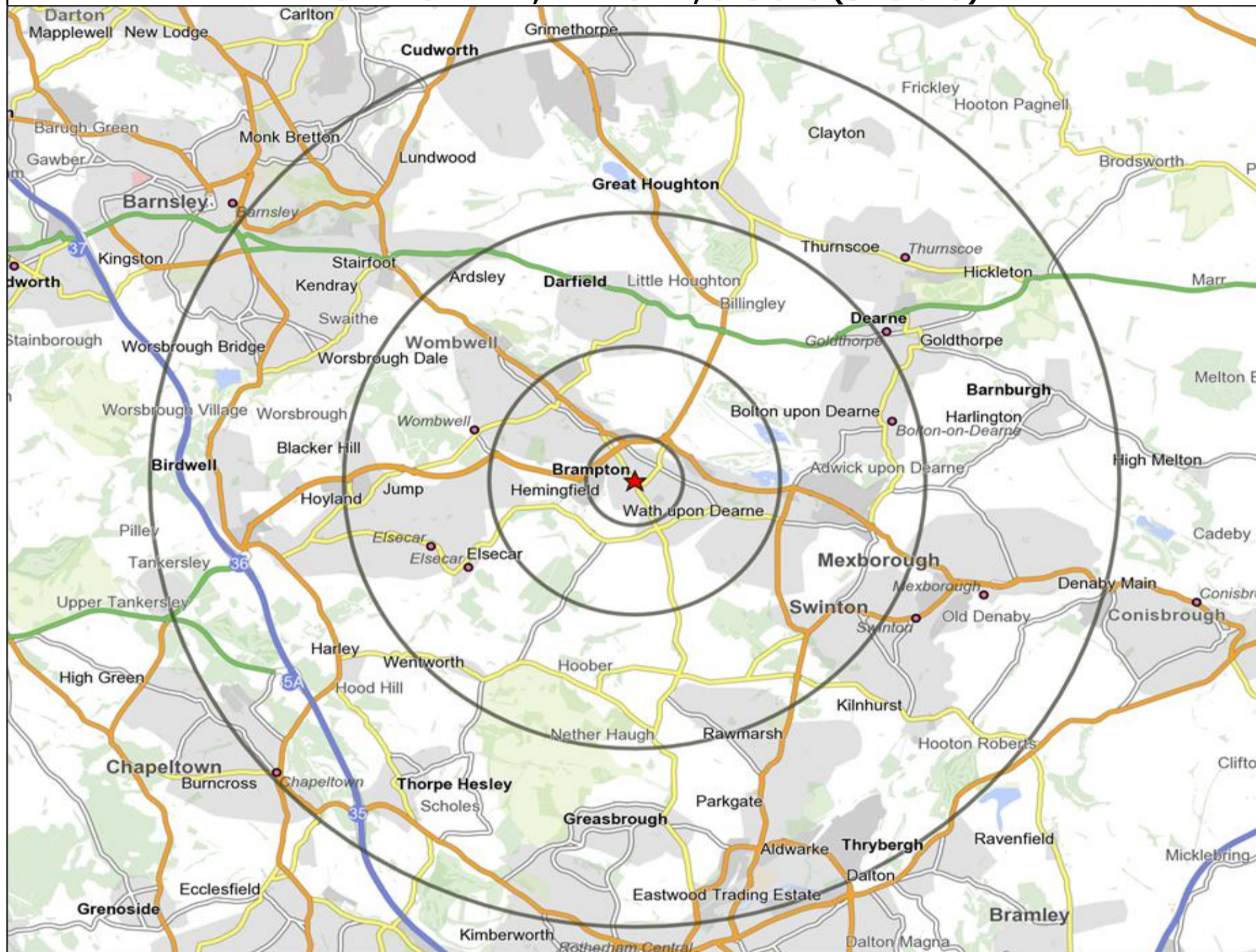




**Customer Profile Report for BULLS HEAD, BRAMPTON BIERLOW (Punch Outlet Number: 20156)
KNOLLBECK LANE, BARNLSLEY, S73 0TU (S 73 0TU)**



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

Age Data Table

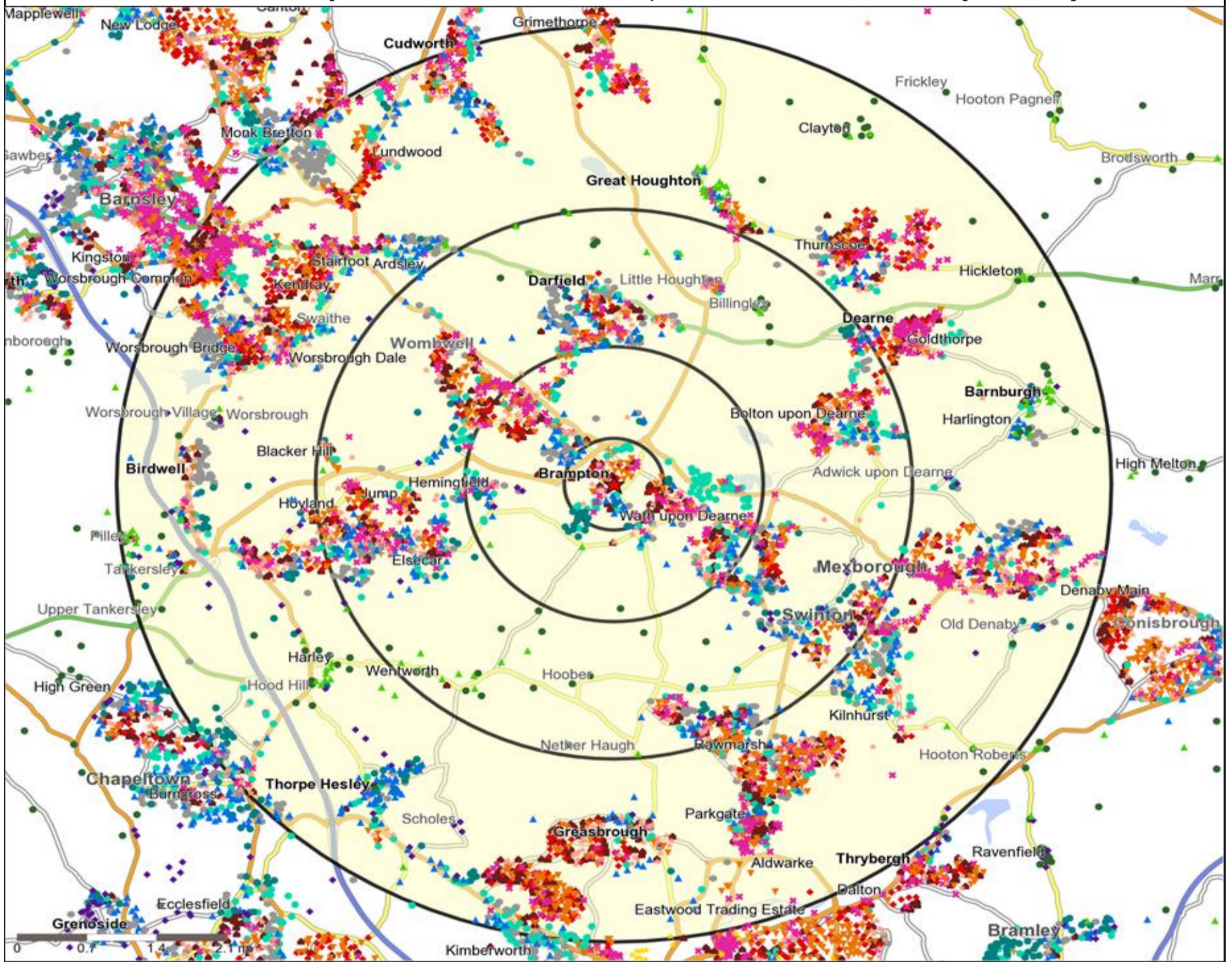
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,228	4,703	15,347	42,719	48,421	114	104	100	100	100
16-17	158	537	1,915	5,446	6,167	119	96	101	103	103
18-24	500	1,984	6,568	19,242	21,868	97	91	89	93	93
25-34	821	3,736	10,669	29,825	34,233	105	114	95	95	97
35-44	710	2,945	9,579	26,953	30,508	98	97	92	93	93
45-54	805	3,464	12,045	34,053	38,600	99	102	104	105	105
55-64	638	2,771	10,017	27,876	31,494	99	102	108	108	108
65+	862	3,891	15,602	42,511	47,661	84	90	106	103	102
Population estimate 2015	5,722	24,031	81,742	228,625	258,952	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	5,284	21,320	76,296	215,165	242,972	98%	98%	98%	98%	97%
Mixed / Multiple Ethnic Groups	37	158	564	1,624	1,953	1%	1%	1%	1%	1%
Asian / Asian British	37	131	447	1,478	2,595	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	15	107	311	1,260	1,608	0%	0%	0%	1%	1%
Other Ethnic Group	12	51	152	512	689	0%	0%	0%	0%	0%
All People (Ethnic Group)	5,385	21,767	77,770	220,039	249,817	100	100	100	100	100



Mosaic UK Map and Data: BULLS HEAD, BRAMPTON BIERLOW (201564)



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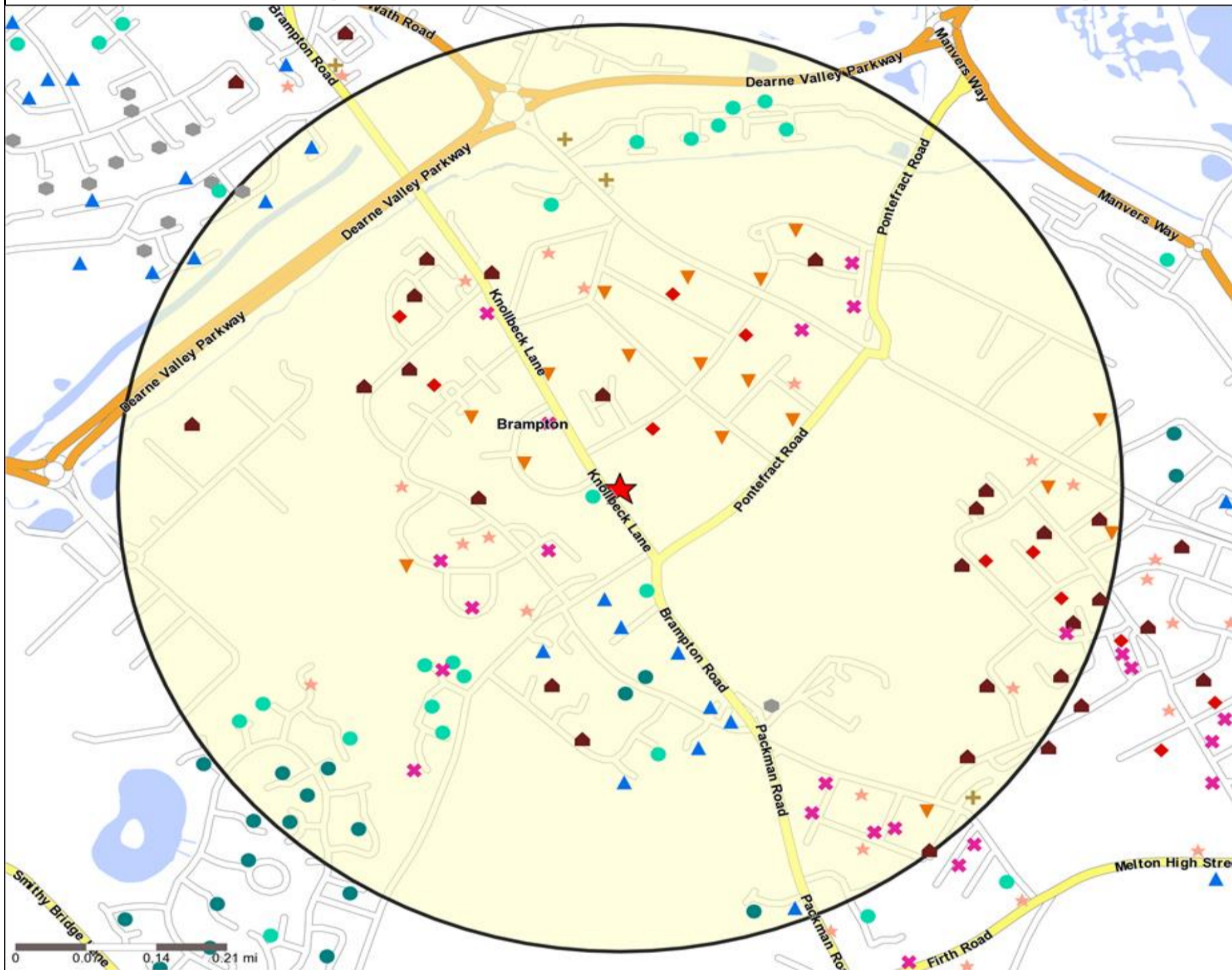
Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living	G Domestic Success	K Municipal Challenge	O Rental Hubs

Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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	80	424	1,560	1,811	0	6	9	12	12
C Country Living (18+)	0	7	390	1,139	1,818	0	1	9	9	13
D Rural Reality (18+)	0	3	494	2,699	3,099	0	0	11	22	22
E Senior Security (18+)	102	1,148	6,185	15,463	16,932	29	75	118	105	102
F Suburban Stability (18+)	321	1,477	6,056	17,047	18,826	121	129	154	155	151
G Domestic Success (18+)	406	1,224	3,263	6,744	8,162	111	77	60	44	48
H Aspiring Homemakers (18+)	584	3,719	8,141	19,672	22,990	148	217	139	120	124
I Family Basics (18+)	806	1,672	8,067	24,205	26,656	258	123	173	186	181
J Transient Renters (18+)	495	3,015	10,362	29,664	34,098	198	278	279	285	289
K Municipal Challenge (18+)	367	1,012	4,368	16,995	18,019	144	92	115	160	150
L Vintage Value (18+)	696	2,231	7,827	22,061	24,719	255	189	193	194	192
M Modest Traditions (18+)	500	2,911	8,507	22,316	25,577	243	326	278	260	263
N Urban Cohesion (18+)	0	5	5	11	472	0	1	0	0	4
O Rental Hubs (18+)	58	288	370	795	1,045	17	20	7	6	7
Adults 18+ estimate 2015	4,335	18,792	64,459	180,371	204,224	100	100	100	100	100



Mosaic UK Map and Data: BULLS HEAD, BRAMPTON BIERLOW (201564)



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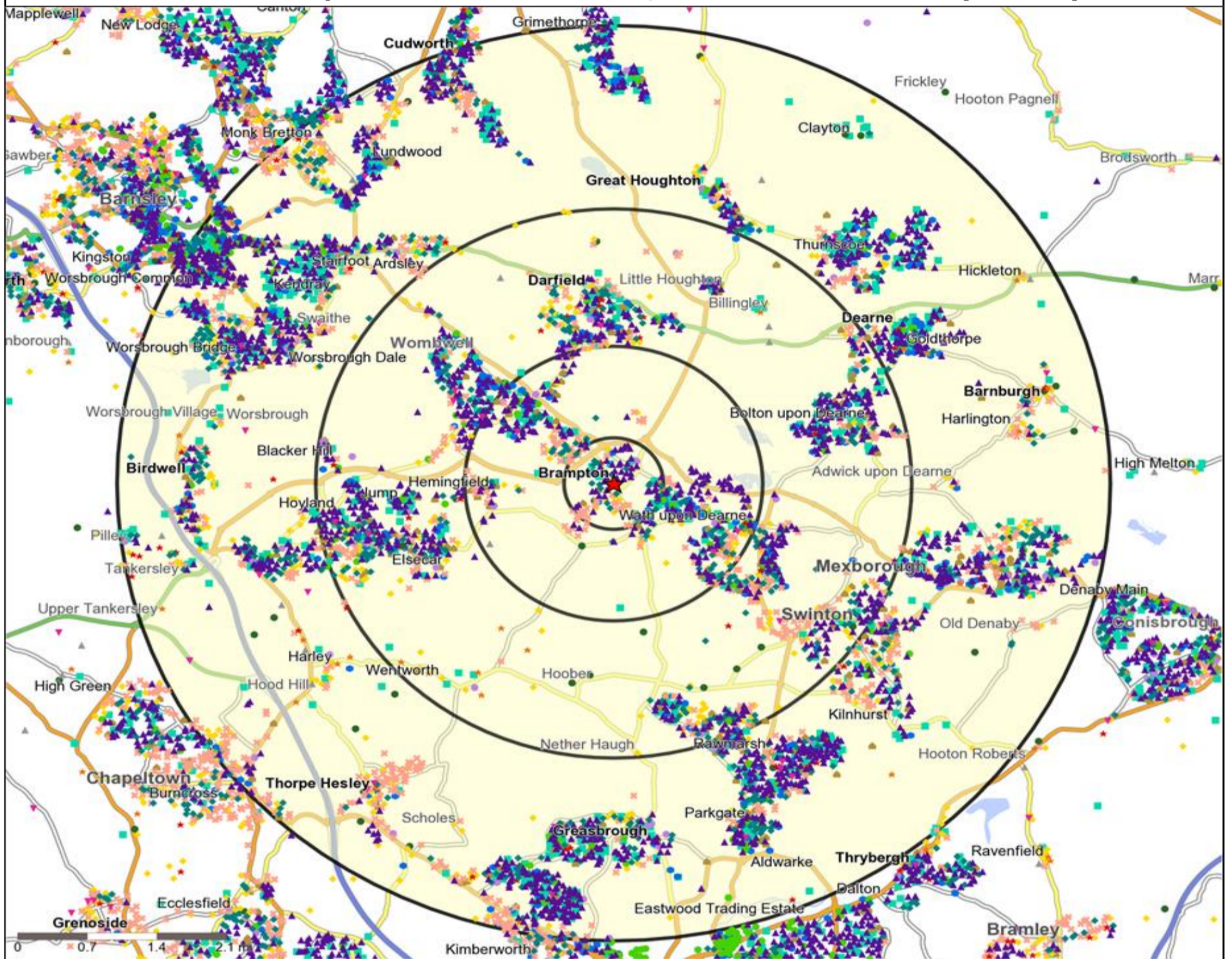
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M 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+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	102	29
F Suburban Stability (18+)	321	121
G Domestic Success (18+)	406	111
H Aspiring Homemakers (18+)	584	148
I Family Basics (18+)	806	258
J Transient Renters (18+)	495	198
K Municipal Challenge (18+)	367	144
L Vintage Value (18+)	696	255
M Modest Traditions (18+)	500	243
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	58	17
Adults 18+ estimate 2015	4,335	100



Occasions Map and Data: BULLS HEAD, BRAMPTON BIERLOW (201564)



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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	409	1,546	6,113	18,364	20,623	102	95	112	120	119
02 Early Doors	481	1,858	6,767	18,619	20,903	143	136	148	145	144
03 Everyday is Friday	315	1,255	4,239	11,798	13,307	110	108	108	108	108
04 Weekend Millionaires	689	2,841	8,612	24,232	27,054	166	169	153	154	152
05 Out On The Town	464	1,903	6,160	17,484	19,759	116	118	113	115	115
06 Business and Pleasure	118	477	1,414	3,855	4,451	57	57	50	49	50
07 Sporting Pints	344	1,374	4,557	13,489	15,468	78	77	76	81	82
08 Student Social	102	392	1,294	3,372	3,894	55	52	51	48	49
09 Leisurely Lunch	335	1,366	4,842	13,442	15,242	85	86	91	90	90
10 Wining and Dining	343	1,538	4,680	12,334	14,041	77	85	77	73	73
11 Household Outing	417	1,656	5,641	15,354	17,236	118	116	117	114	114
12 Midweek Meal Deal	232	869	3,245	9,706	11,031	117	108	120	128	129
13 Date Night	209	1,015	3,092	7,844	8,904	66	79	72	65	65
14 Birthday Treat	279	1,074	3,756	10,251	11,567	88	84	87	85	85
15 Pre Show Meal	72	298	967	2,658	3,060	66	68	65	64	65
Number of Occasions	4,809	19,462	65,379	182,802	206,540	100	100	100	100	100



Competition Map and Data: BULLS HEAD, BRAMPTON BIERLOW (201564)



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

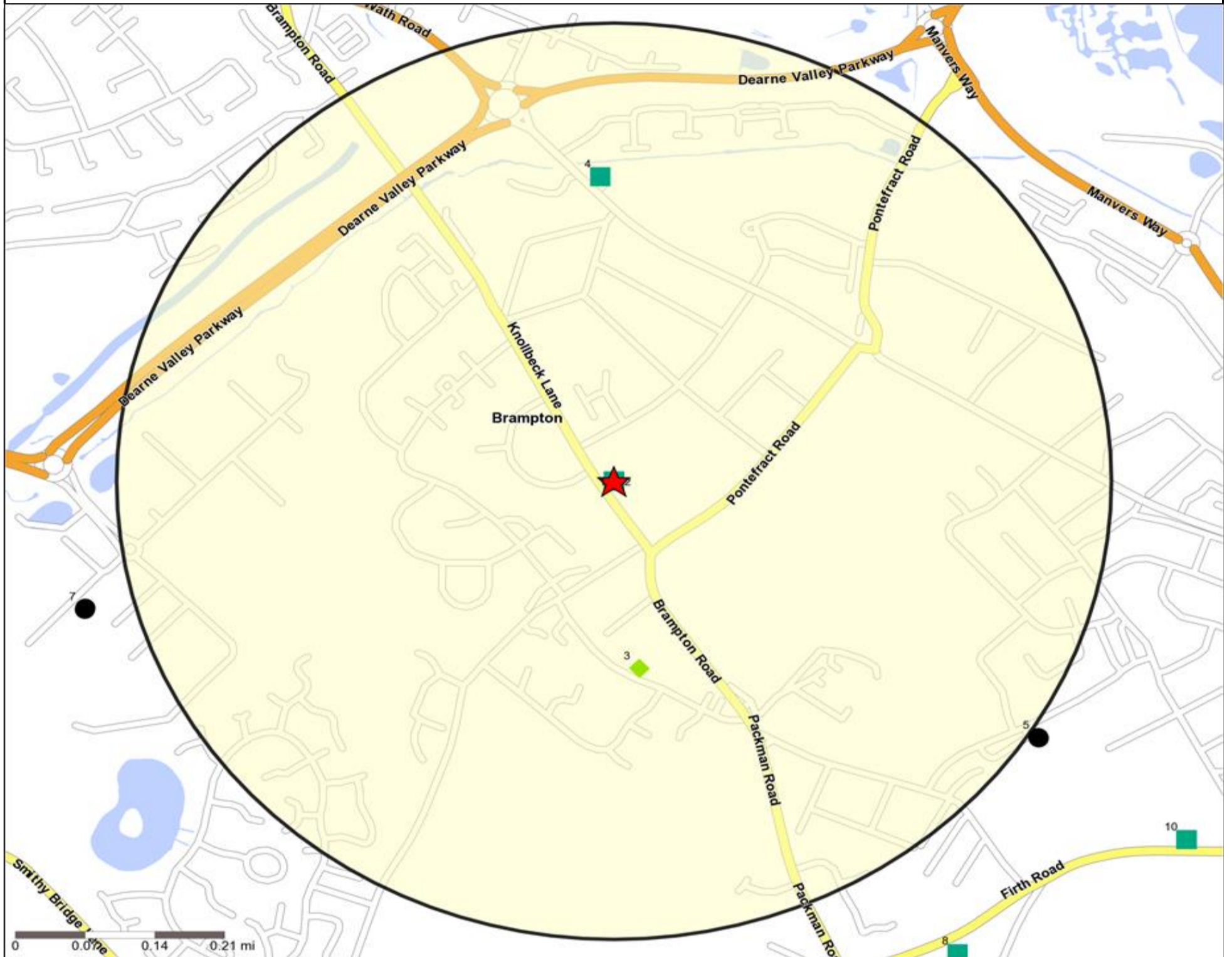
- ★ Location
- Branded Food
- ▲ Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

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	1	1	3
Circuit Bar	0	2	5	14
Community Local	2	21	54	125
Dry Led	0	2	6	22
Branded Food Pub	0	2	5	10
Rural	1	1	1	3
Other	1	20	53	141
Total	4	49	125	318



Competition Map and Data: BULLS HEAD, BRAMPTON BIERLOW (201564)



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	1
Other	1
Total	4



Local Competition: BULLS HEAD, BRAMPTON BIERLOW (201564)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BULLS HEAD, BRAMPTON BIERLOW	KNOLLBECK LANE, BARNSELY, S73 0TU	Punch Taverns	S 73 0TU	Punch Taverns	0.00
1	Corton Wood Miners Welfare Scheme & Instit	Knollbeck Lane, Brampton, Barnsley	Independent Free	S 73 0TU	Other	0.00
2	Bulls Head Inn	Knollbeck Lane, Brampton, Barnsley	Punch Pub Company	S 73 0TU	Community Local	0.00
3	Brampton Hall	2a Manor Road, Brampton Bierlow, Rotherham	Punch Pub Company	S 63 6BL	Rural Character	0.21
4	Junction	74 Wath Road, Brampton, Barnsley	Star Pubs & Bars	S 73 0XB	Community Local	0.33
5	Albert Private Members Club	4 Christchurch Road, Wath-Upon-Deerne, Rotherham	Independent Free	S 63 6NW	Other	0.51
6	Meadows	Valley Park Industrial Estate, Wombwell, Barnsley	Whitbread	S 73 0UN	Branded Food	0.54
7	Pizza Hut	Brampton, Barnsley	Pizza Hut UK Ltd	S 73 0TB	Other	0.55
8	Cottage Of Content	71 Firth Road, Wath-Upon-Deerne, Rotherham	Enterprise Inns	S 63 6AJ	Community Local	0.62
9	Dearnesman	Barnsley Road, Wath-Upon-Deerne, Rotherham	Marston's	S 63 6DQ	Dry Led	0.68
10	Plough Inn	144 Melton High Street, Wath-Upon-Deerne, Rotherham	Enterprise Inns	S 63 6RG	Community Local	0.70
11	Queens Hotel	Winterwell Road, Wath-Upon-Deerne, Rotherham	Admiral Taverns Ltd	S 63 6DP	Community Local	0.75
12	Tavern	Lundhill Lane, Wombwell, Barnsley	Enterprise Inns	S 73 0PG	Community Local	0.77
13	West Melton Working Mens Club	85 Barnsley Road, Wath-Upon-Deerne, Rotherham	Independent Free	S 63 6DN	Other	0.80
14	Old Moor Tavern	Everill Gate Lane, Wombwell, Barnsley	Enterprise Inns	S 73 0YQ	Community Local	0.81
15	Emalina's Bar And Grill	Harris Hawk Way, Wath-upon-Deerne, Rotherham	Independent Free	S 63 7FN	Other	0.82
16	Corner Pocket Snooker Club	Wet Moor Lane, Wath-Upon-Deerne, Rotherham	Independent Free	S 63 6DF	Other	0.94
17	Anglers Rest	66 Park Street, Wombwell, Barnsley	*Other Small Retail Groups	S 73 0HS	Community Local	0.95
18	Last Orders	60 Park Street, Wombwell, Barnsley	Independent Free	S 73 0HS	Community Local	0.95
19	Bluebell Inn	Manvers Way, Rotherham	Marston's	S 63 7EQ	Branded Food	1.07
20	Express By Holiday Inn	Manvers Way, Wath-Upon-Deerne, Rotherham	InterContinental Hotels Group	S 63 7EQ	Other	1.07
21	Hillies Pavilion Club	Wentworth View, Wombwell, Barnsley	Independent Free	S 73 0LA	Other	1.08
22	Wombwell Conservative Club	28 Park Street, Wombwell, Barnsley	Independent Free	S 73 0HF	Other	1.10
23	Kgs Sports Bar & Social Club	Kelvin Grove, Wombwell, Barnsley	Independent Free	S 73 0DL	Other	1.18
24	Lockys Bar	7 Park Street, Wombwell, Barnsley	Independent Free	S 73 0AS	Community Local	1.19
25	Royal Oak	13 Church Street, Wombwell, Barnsley	Punch Pub Company	S 73 0DQ	Community Local	1.20
26	Alma Inn	5 Alma Street, Wombwell, Barnsley	Punch Pub Company	S 73 0DE	Community Local	1.23
27	Churchills Hotel	1 High Street, Wombwell, Barnsley	Independent Free	S 73 0DA	Community Local	1.23
28	Shamms Restaurant	9 High Street, Wombwell, Barnsley	Independent Free	S 73 0DA	Other	1.23
29	Prince Of Wales Hotel	15 High Street, Wombwell, Barnsley	Enterprise Inns	S 73 0DA	Community Local	1.23
30	Elephant & Castle	Tingle Bridge Lane, Hemingfield, Barnsley	Punch Pub Company	S 73 0NT	Community Local	1.25