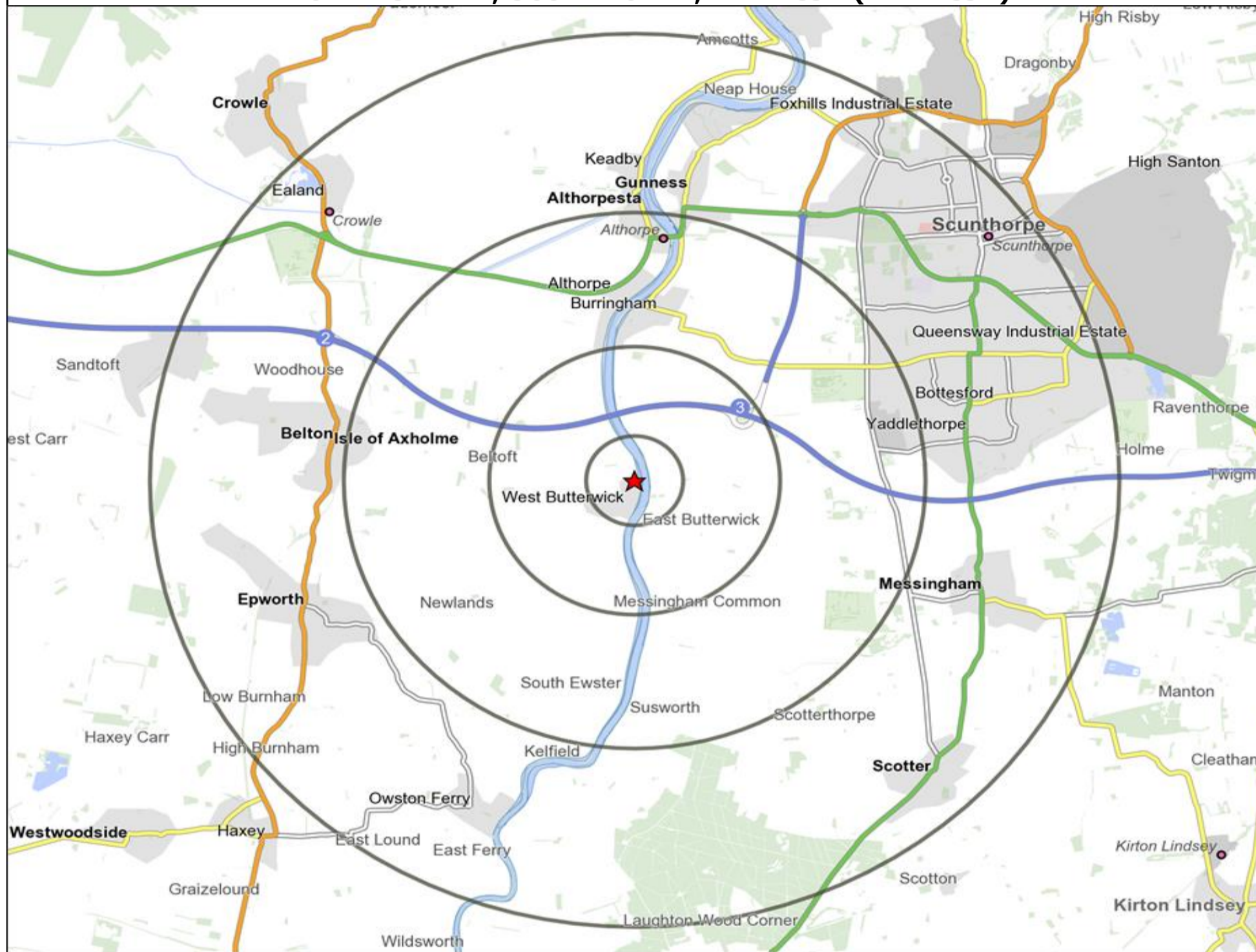




**Customer Profile Report for THREE HORSE SHOES, WEST BUTTER (Punch Outlet Number: 202111)  
1 NORTH STREET, SCUNTHORPE, DN17 3JR (DN17 3JR)**



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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	138	161	1,560	18,968	4,894	92	91	97	104	100
16-17	15	18	175	2,323	591	81	82	88	103	97
18-24	44	53	613	7,864	1,845	61	62	79	90	78
25-34	62	74	917	12,899	3,210	57	57	79	97	90
35-44	81	94	899	10,884	3,086	80	78	83	88	93
45-54	157	191	1,300	13,810	4,129	138	142	107	100	111
55-64	128	152	1,157	11,426	3,274	141	142	120	104	111
65+	175	204	1,914	18,896	5,144	121	120	125	108	109
<b>Population estimate 2015</b>	<b>800</b>	<b>947</b>	<b>8,535</b>	<b>97,070</b>	<b>26,173</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

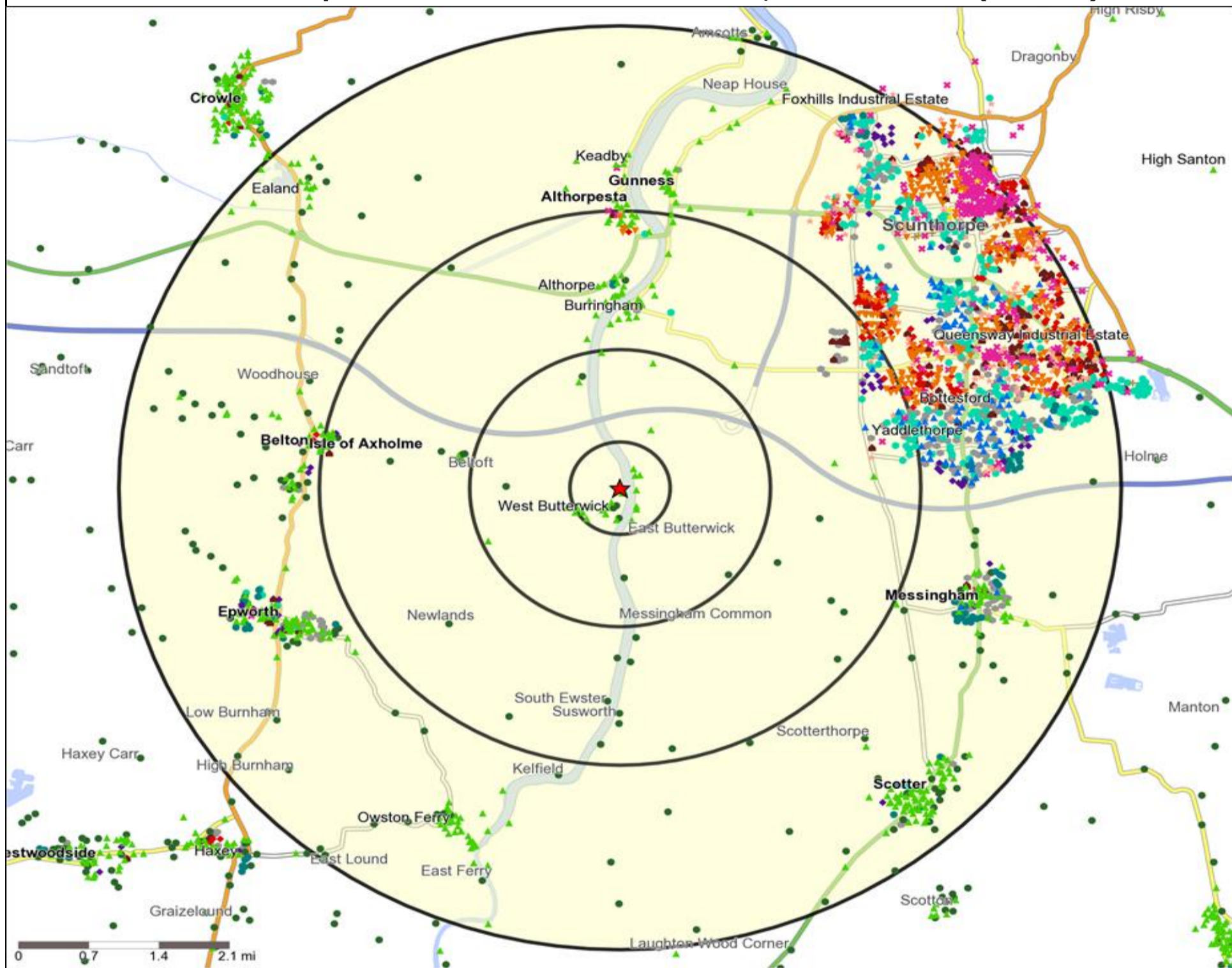
**Ethnicity - Census 2011**

	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	797	947	8,227	90,706	24,241	100%	99%	98%	94%	94%
Mixed / Multiple Ethnic Groups	1	1	45	800	185	0%	0%	1%	1%	1%
Asian / Asian British	2	4	99	3,764	1,055	0%	0%	1%	4%	4%
Black / African / Caribbean / Black British	1	1	22	380	90	0%	0%	0%	0%	0%
Other Ethnic Group	0	0	17	368	92	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>801</b>	<b>953</b>	<b>8,410</b>	<b>96,018</b>	<b>25,663</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Mosaic UK Map and Data: THREE HORSE SHOES, WEST BUTTER (202117)



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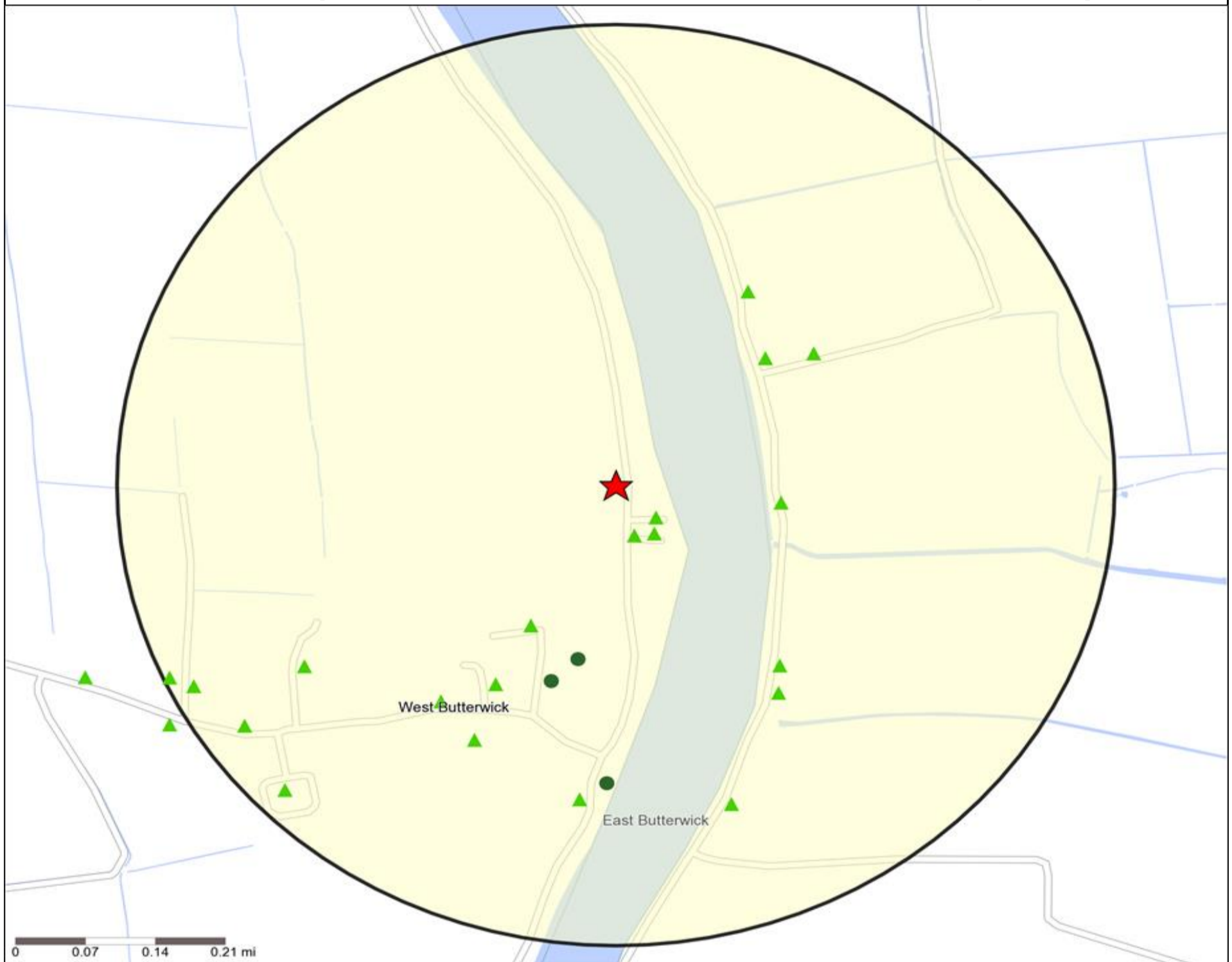
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- H Aspiring Homemakers
- I Family Basics
- L Vintage Value
- B Prestige Positions
- F Suburban Stability
- J Transient Renters
- M Modest Traditions
- C Country Living
- G Domestic Success
- K Municipal Challenge
- 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>	0	0	162	1,230	593	0	0	33	22	39
<b>C Country Living (18+)</b>	46	72	391	2,651	1,458	103	135	83	50	101
<b>D Rural Reality (18+)</b>	600	695	2,220	9,671	7,904	1,340	1,306	471	184	551
<b>E Senior Security (18+)</b>	0	1	673	7,104	1,458	0	2	122	115	87
<b>F Suburban Stability (18+)</b>	0	0	234	4,459	491	0	0	56	96	39
<b>G Domestic Success (18+)</b>	0	0	62	2,540	735	0	0	11	40	42
<b>H Aspiring Homemakers (18+)</b>	0	0	1,377	11,839	2,924	0	0	222	172	155
<b>I Family Basics (18+)</b>	0	0	702	12,304	1,623	0	0	143	225	109
<b>J Transient Renters (18+)</b>	0	0	66	7,865	1,146	0	0	17	180	96
<b>K Municipal Challenge (18+)</b>	0	0	414	6,097	757	0	0	104	137	62
<b>L Vintage Value (18+)</b>	0	0	296	4,677	528	0	0	69	98	41
<b>M Modest Traditions (18+)</b>	0	0	206	4,889	923	0	0	64	136	94
<b>N Urban Cohesion (18+)</b>	0	0	0	206	45	0	0	0	5	4
<b>O Rental Hubs (18+)</b>	0	0	0	201	101	0	0	0	3	6
<b>Adults 18+ estimate 2015</b>	<b>646</b>	<b>768</b>	<b>6,803</b>	<b>75,733</b>	<b>20,686</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: THREE HORSE SHOES, WEST BUTTER (202117)**



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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       |

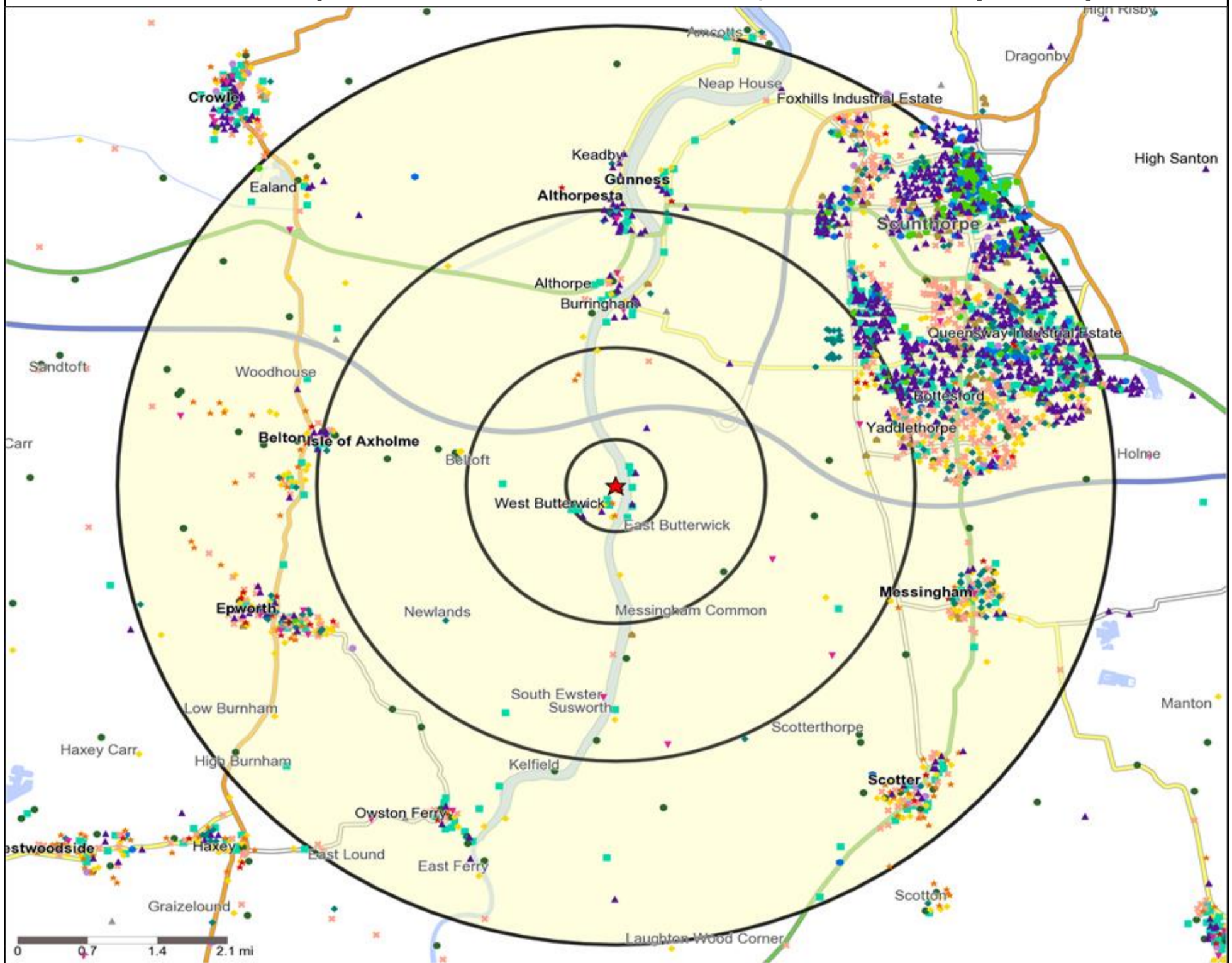
**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	46	103
D Rural Reality (18+)	600	1,340
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>646</b>	<b>100</b>





## Occasions Map and Data: THREE HORSE SHOES, WEST BUTTER (202117)



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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

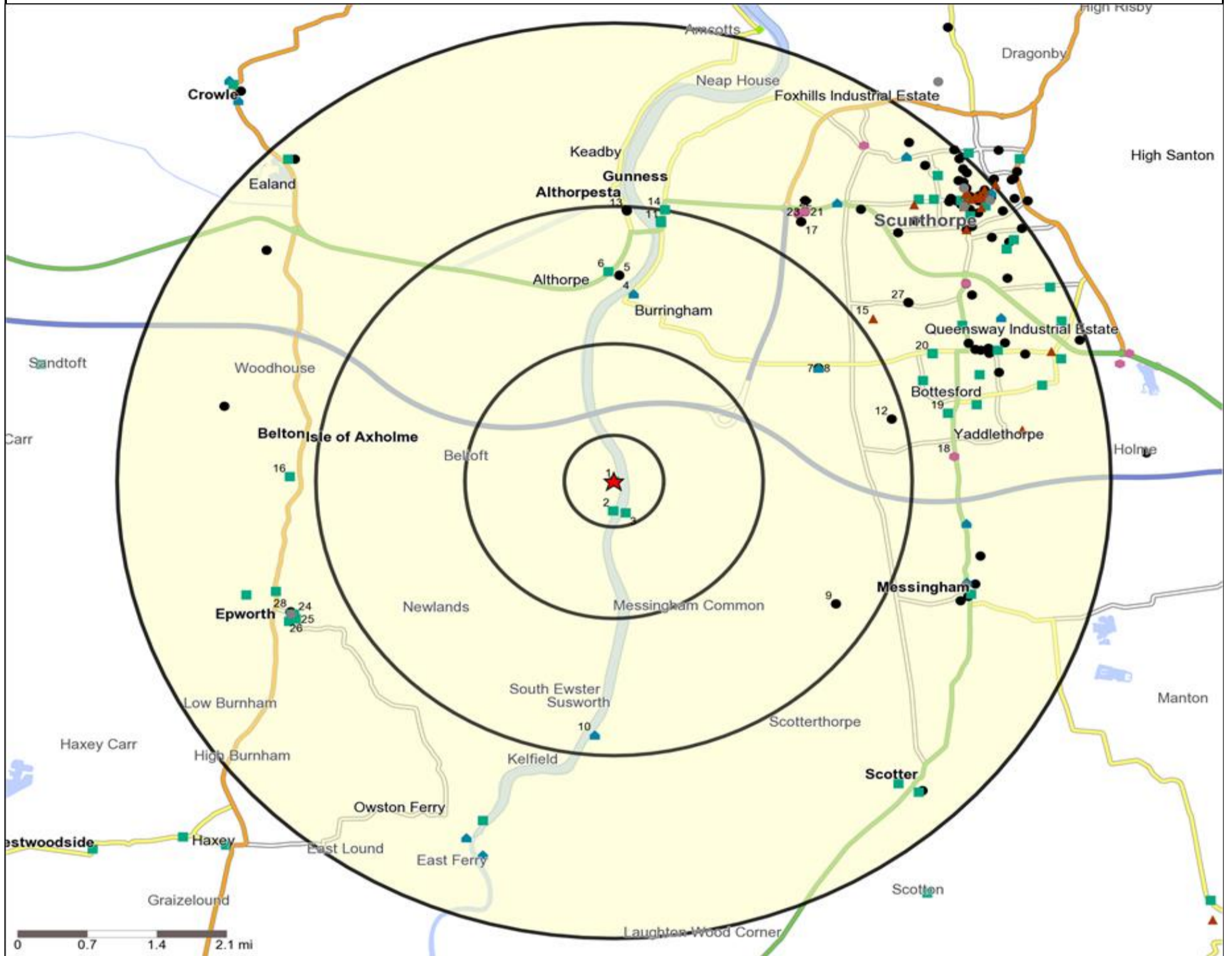
### Occasions Data Table

	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	54	63	630	6,821	1,554	147	146	133	116	108
02 Early Doors	40	47	576	5,813	1,388	130	130	146	118	115
03 Everyday is Friday	33	38	356	4,491	1,168	126	123	106	107	114
04 Weekend Millionaires	40	46	642	8,942	1,808	106	103	132	148	122
05 Out On The Town	6	7	348	6,432	1,207	16	16	74	110	85
06 Business and Pleasure	9	11	137	1,852	493	48	50	57	62	67
07 Sporting Pints	19	21	346	5,637	1,128	47	44	67	88	72
08 Student Social	28	34	172	1,520	627	164	170	79	56	94
09 Leisurely Lunch	44	52	483	5,196	1,411	123	124	105	91	101
10 Wining and Dining	36	43	449	5,231	1,521	88	90	86	80	95
11 Household Outing	12	13	410	5,415	1,220	37	34	99	105	97
12 Midweek Meal Deal	33	40	302	4,210	978	182	188	130	145	138
13 Date Night	51	61	366	3,533	1,265	176	180	99	76	112
14 Birthday Treat	31	36	327	3,811	1,110	107	106	88	82	98
15 Pre Show Meal	3	4	93	1,259	311	30	34	73	79	80
<b>Number of Occasions</b>	<b>439</b>	<b>516</b>	<b>5,637</b>	<b>70,163</b>	<b>17,189</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





## Competition Map and Data: THREE HORSE SHOES, WEST BUTTER (202117)



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

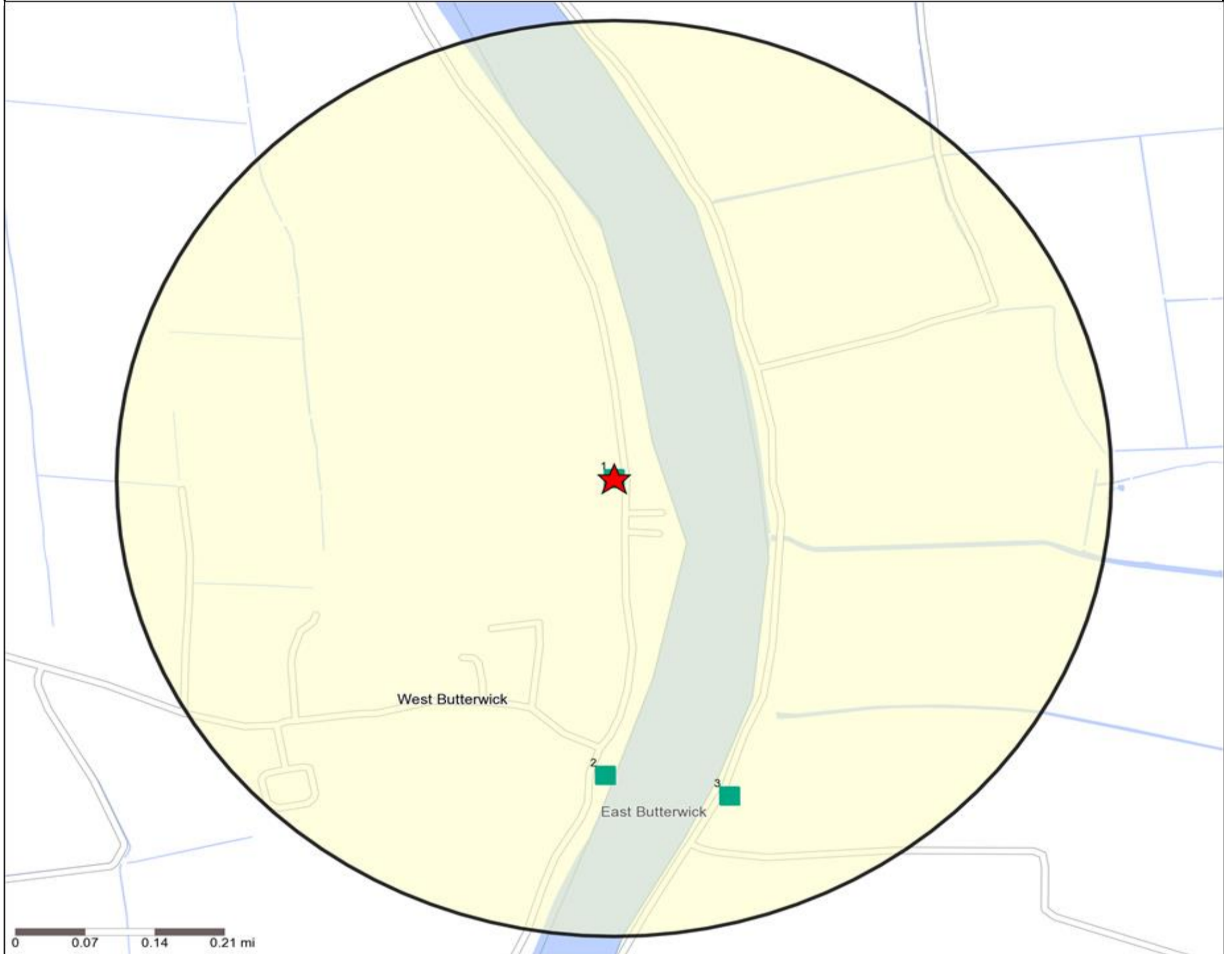


### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	6
Circuit Bar	0	0	0	16
Community Local	3	3	5	34
Dry Led	0	0	3	10
Branded Food Pub	0	0	0	5
Rural	0	0	0	1
Other	0	0	5	75
<b>Total</b>	<b>3</b>	<b>3</b>	<b>13</b>	<b>147</b>



**Competition Map and Data: THREE HORSE SHOES, WEST BUTTER (202117)**



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



## Local Competition: THREE HORSE SHOES, WEST BUTTER (202117)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	THREE HORSE SHOES, WEST BUTTER	1 NORTH STREET, SCUNTHORPE, DN17 3JR	Punch Taverns	DN17 3JR	Punch Taverns	0.00
1	<a href="#">Three Horseshoes Inn</a>	1 North Street, West Butterwick, Scunthorpe	<a href="#">Punch Pub Company</a>	DN17 3JR	Community Local	0.00
2	<a href="#">Ferryboat Inn</a>	9 South Street, West Butterwick, Scunthorpe	<a href="#">Enterprise Inns</a>	DN17 3JT	Community Local	0.32
3	<a href="#">Dog &amp; Gun</a>	High Street, East Butterwick, Scunthorpe	<a href="#">Independent Free</a>	DN17 3AJ	Community Local	0.37
4	<a href="#">Take A Gander</a>	1 High Street, Burringham, Scunthorpe	<a href="#">Star Pubs &amp; Bars</a>	DN17 3NA	Dry Led	2.06
5	<a href="#">Lansdowne House</a>	1 Main Street, Althorpe, Scunthorpe	<a href="#">Independent Free</a>	DN17 3HJ	Other	2.25
6	<a href="#">Dolphin Inn</a>	27 A18 Trunk Road, Althorpe, Scunthorpe	<a href="#">Punch Pub Company</a>	DN17 3HN	Community Local	2.29
7	<a href="#">Scunthorpe Golf Club</a>	Burringham Road, Scunthorpe	<a href="#">Independent Free</a>	DN17 2AB	Other	2.40
8	<a href="#">Mallard</a>	Burringham Road, Scunthorpe	<a href="#">Enterprise Inns</a>	DN17 2AB	Dry Led	2.40
9	<a href="#">Grange Park Golf Club</a>	Butterwick Road, Messingham, Scunthorpe	<a href="#">Independent Free</a>	DN17 3PP	Other	2.61
10	<a href="#">Jenny Wren</a>	East Ferry Road, Susworth, Scunthorpe	<a href="#">Independent Free</a>	DN17 3AS	Dry Led	2.78
11	<a href="#">Ironstone Wharf</a>	Station Road, Gunness, Scunthorpe	<a href="#">Independent Free</a>	DN15 8SX	Community Local	2.86
12	<a href="#">Bottesford Town Football Club</a>	41 Ontario Road, Bottesford, Scunthorpe	<a href="#">Independent Free</a>	DN17 2TQ	Other	2.87
13	<a href="#">Keadby &amp; Althorpe Working Mens Club</a>	112 Station Road, Keadby, Scunthorpe	<a href="#">Independent Free</a>	DN17 3BN	Other	2.95
14	<a href="#">Jolly Sailor</a>	Station Road, Gunness, Scunthorpe	<a href="#">Punch Pub Company</a>	DN15 8SU	Community Local	3.01
15	<a href="#">Desert Rat</a>	The Precinct, Westcliffe Est, Scunthorpe	<a href="#">Enterprise Inns</a>	DN17 1PS	Circuit Bar	3.15
16	<a href="#">Crown Inn</a>	Churchtown, Belton, Doncaster	<a href="#">Independent Free</a>	DN 9 1PA	Community Local	3.26
17	<a href="#">Scunthorpe Football Club</a>	Doncaster Road, Gunness, Scunthorpe	<a href="#">Independent Free</a>	DN15 8TD	Other	3.40
18	<a href="#">Dolphin Inn</a>	Messingham Road, Bottesford, Scunthorpe	<a href="#">Mitchells &amp; Butlers</a>	DN17 2QZ	Branded Food	3.43
19	<a href="#">Black Beauty</a>	Keddington Road, Scunthorpe	<a href="#">Independent Free</a>	DN17 2QU	Community Local	3.44
20	<a href="#">Beacon Hotel</a>	Burringham Road, Scunthorpe	<a href="#">Enterprise Inns</a>	DN17 2DE	Community Local	3.49
21	<a href="#">Old Farmhouse</a>	Doncaster Road, Gunness, Scunthorpe	<a href="#">Greene King</a>	DN15 8TE	Branded Food	3.51
22	<a href="#">Frankie &amp; Bennys</a>	Doncaster Road, Gunness, Scunthorpe	<a href="#">Restaurant Group</a>	DN15 8TE	Other	3.51
23	<a href="#">Trent Valley Garden Centre Restaurant</a>	Doncaster Road, Gunness, Scunthorpe	<a href="#">Independent Free</a>	DN15 8TE	Other	3.51
24	<a href="#">Barcode One Limited</a>	22 Market Place, Doncaster	<a href="#">Independent Free</a>	DN 9 1EG	Community Local	3.54
25	<a href="#">Mowbray Arms Hotel</a>	Albion Hill, Epworth, Doncaster	<a href="#">Enterprise Inns</a>	DN 9 1HD	Community Local	3.54
26	<a href="#">Kingham's Bistro</a>	6 The Old Rectory, Epworth, Doncaster	<a href="#">Independent Free</a>	DN 9 1HD	Other	3.54
27	<a href="#">Figure Factory</a>	West Common Lane, Scunthorpe	<a href="#">Independent Free</a>	DN17 1DS	Other	3.55
28	<a href="#">Khyber</a>	1 Church Street, Epworth, Doncaster	<a href="#">Independent Free</a>	DN 9 1ER	Other	3.55
29	<a href="#">Epworth Tap Wine Bar</a>	11 Market Place, Epworth, Doncaster	<a href="#">Independent Free</a>	DN 9 1EU	Cafe / Wine Bar	3.56
30	<a href="#">Red Lion Hotel</a>	2 Market Place, Epworth, Doncaster	<a href="#">Star Pubs &amp; Bars</a>	DN 9 1EU	Community Local	3.56