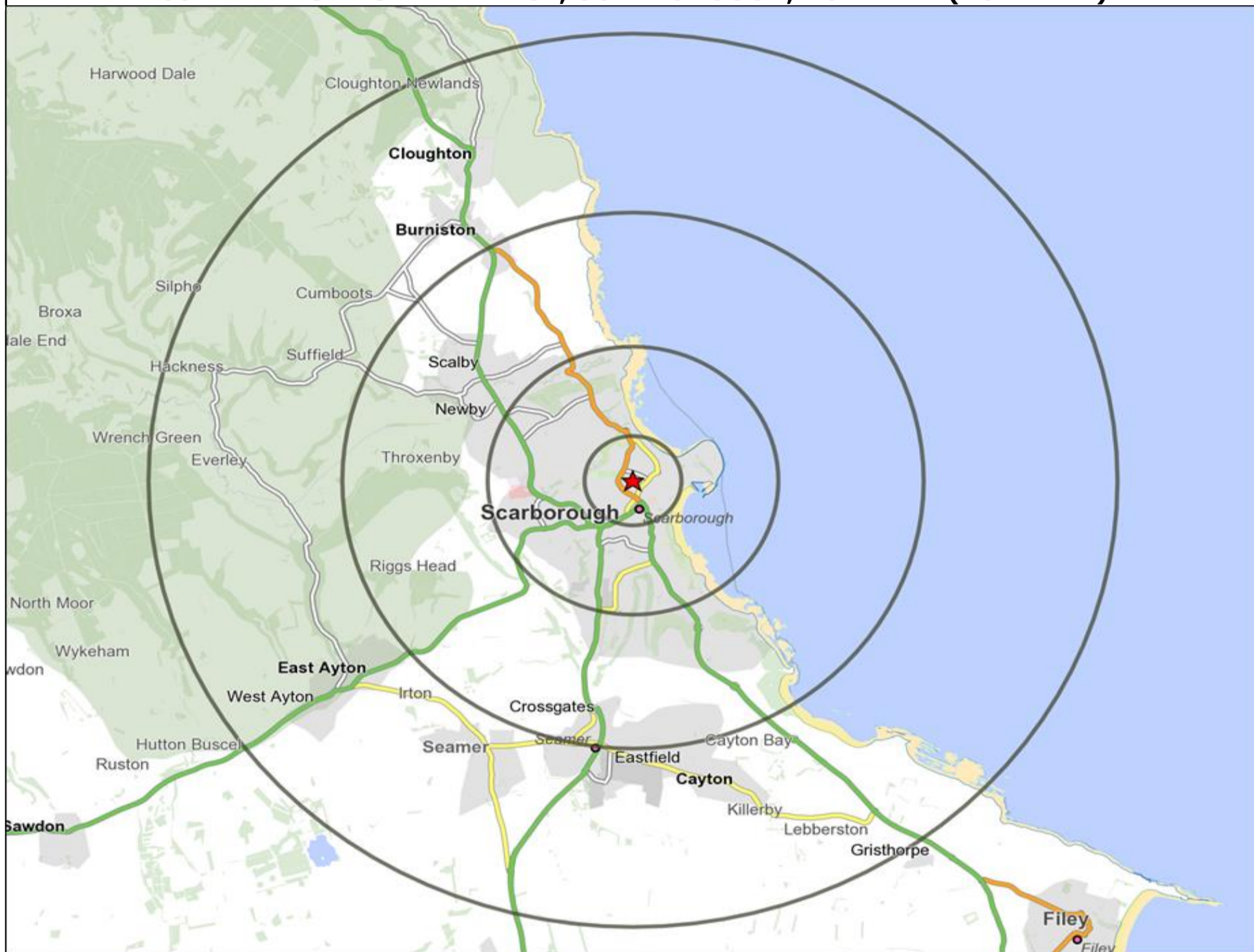




**Customer Profile Report for TRAFALGAR HOTEL, SCARBOROUGH (Punch Outlet Number: 20013
60 TRAFALGAR STREET WEST, SCARBOROUGH, YO12 7AX (YO12 7AX))**



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

Age Data Table

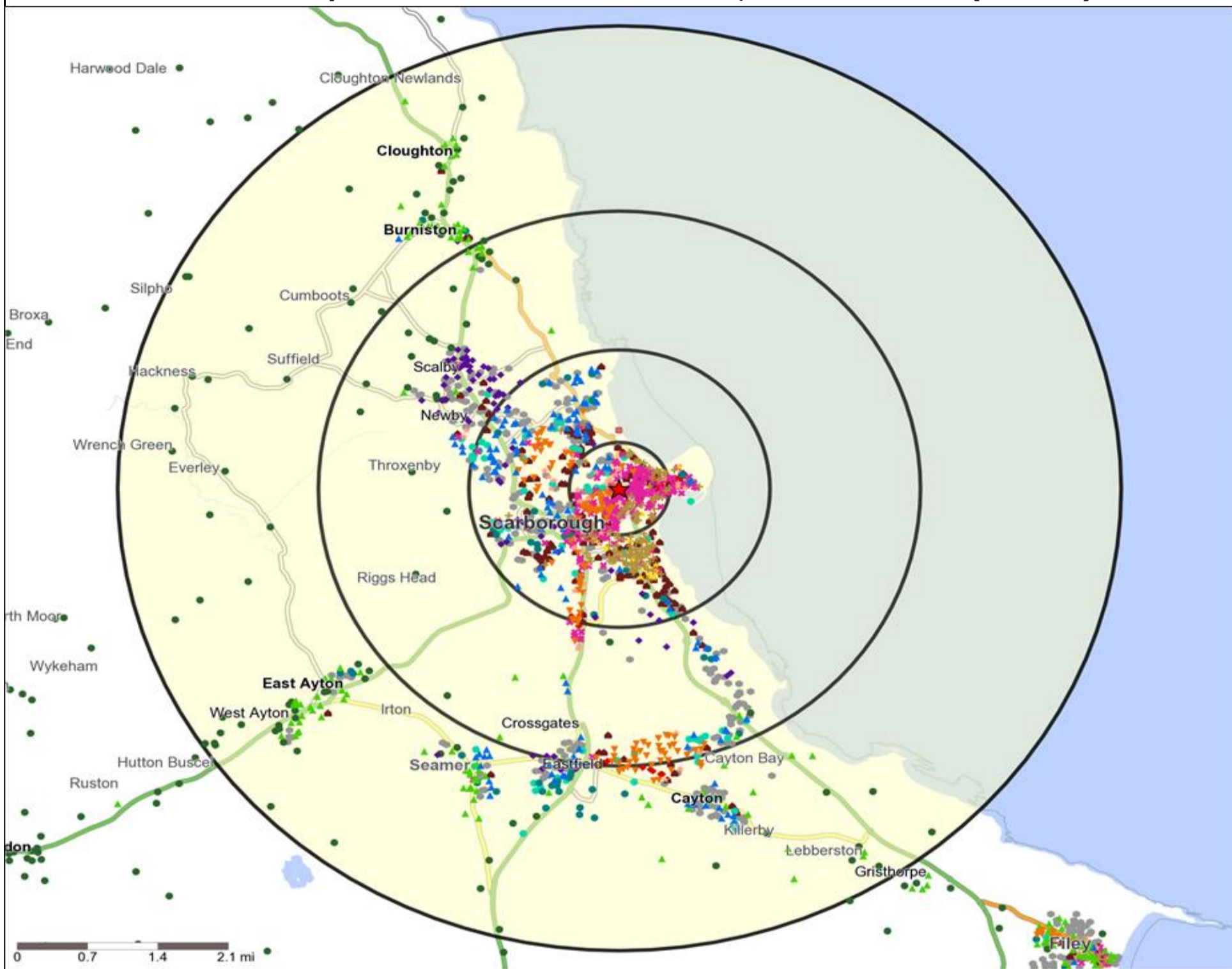
	Count:					Index:				
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0-15	2,892	7,376	9,509	11,554	12,029	107	91	92	91	91
16-17	401	1,076	1,321	1,584	1,660	119	107	103	101	102
18-24	1,868	4,513	5,340	6,085	6,250	143	115	107	100	98
25-34	2,349	5,489	6,617	7,694	7,957	119	93	88	83	83
35-44	1,759	4,605	5,700	7,017	7,269	96	84	81	82	82
45-54	1,927	5,905	7,482	9,235	9,635	94	96	96	97	97
55-64	1,395	5,001	6,507	8,220	8,564	85	102	104	108	108
65+	1,864	9,320	12,694	16,035	16,779	72	120	128	132	133
Population estimate 2015	14,455	43,285	55,170	67,424	70,143	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	14,293	42,982	55,059	67,430	70,252	95%	96%	96%	97%	97%
Mixed / Multiple Ethnic Groups	218	502	588	646	662	1%	1%	1%	1%	1%
Asian / Asian British	371	1,037	1,121	1,161	1,166	2%	2%	2%	2%	2%
Black / African / Caribbean / Black British	57	190	210	218	219	0%	0%	0%	0%	0%
Other Ethnic Group	65	167	184	204	205	0%	0%	0%	0%	0%
All People (Ethnic Group)	15,004	44,878	57,162	69,659	72,504	100	100	100	100	100



Mosaic UK Map and Data: TRAFALGAR HOTEL, SCARBOROUGH (200139)



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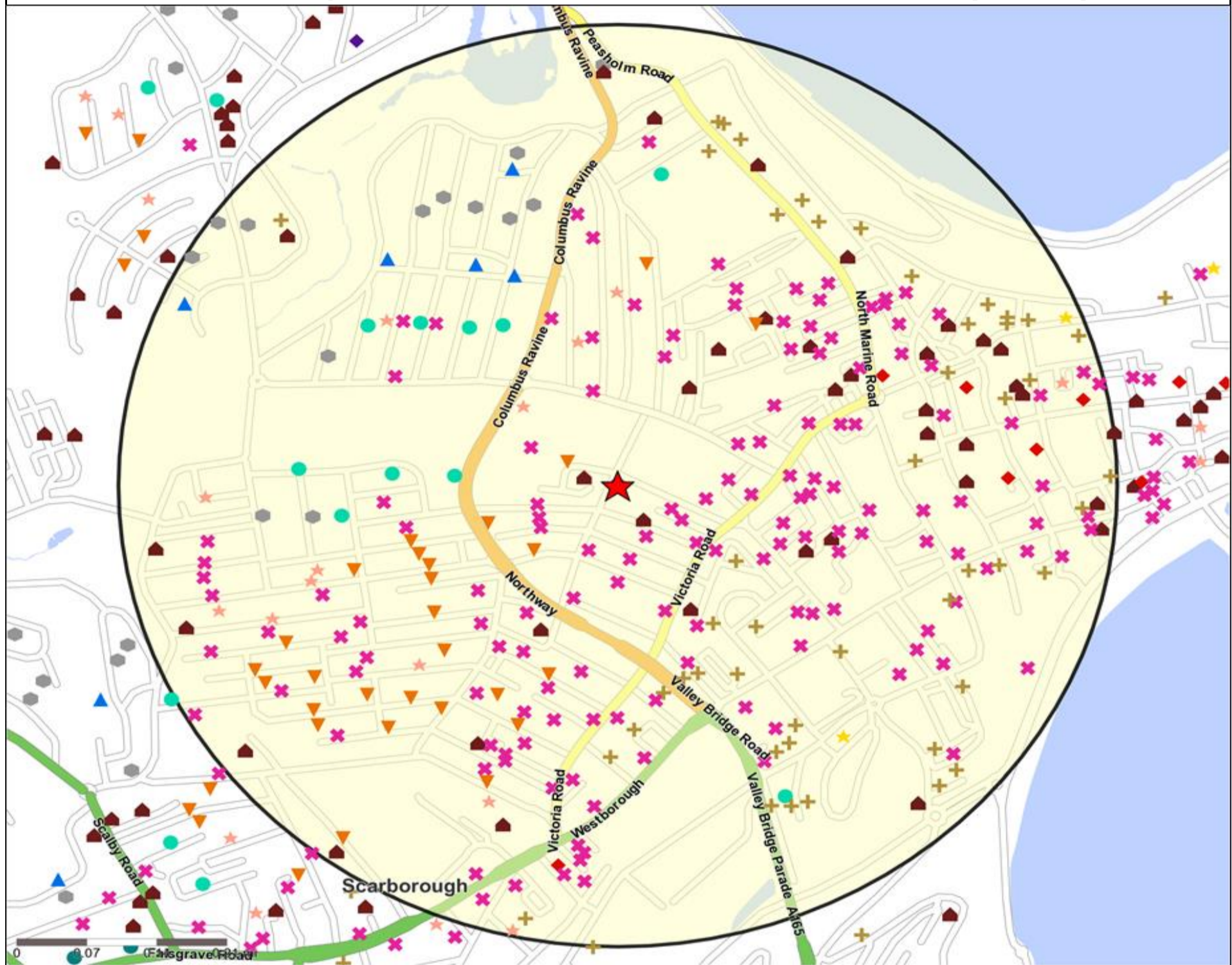
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	13	13	13	13	0	1	1	1	1
B Prestige Positions (18+)	0	574	1,476	1,559	1,559	0	23	46	40	38
C Country Living (18+)	0	5	275	1,653	1,926	0	0	9	44	49
D Rural Reality (18+)	0	17	442	3,131	3,939	0	1	14	83	101
E Senior Security (18+)	608	4,520	7,518	9,631	10,168	67	160	209	219	222
F Suburban Stability (18+)	149	3,200	3,999	5,366	5,366	22	151	148	162	156
G Domestic Success (18+)	0	513	729	1,500	1,528	0	18	20	33	32
H Aspiring Homemakers (18+)	581	1,819	2,470	2,868	2,869	57	58	61	58	56
I Family Basics (18+)	1,281	3,923	6,126	6,574	6,944	159	157	192	168	171
J Transient Renters (18+)	5,371	7,519	7,826	7,837	7,837	834	376	307	251	241
K Municipal Challenge (18+)	224	355	448	611	611	34	17	17	19	18
L Vintage Value (18+)	898	4,870	5,284	5,772	5,830	128	223	190	169	165
M Modest Traditions (18+)	619	1,459	1,678	1,714	1,807	117	88	80	67	68
N Urban Cohesion (18+)	32	725	725	725	725	5	40	31	26	25
O Rental Hubs (18+)	1,400	5,172	5,172	5,172	5,172	163	194	152	124	119
Adults 18+ estimate 2015	11,163	34,684	44,181	54,126	56,294	100	100	100	100	100



Mosaic UK Map and Data: TRAFALGAR HOTEL, SCARBOROUGH (200139)



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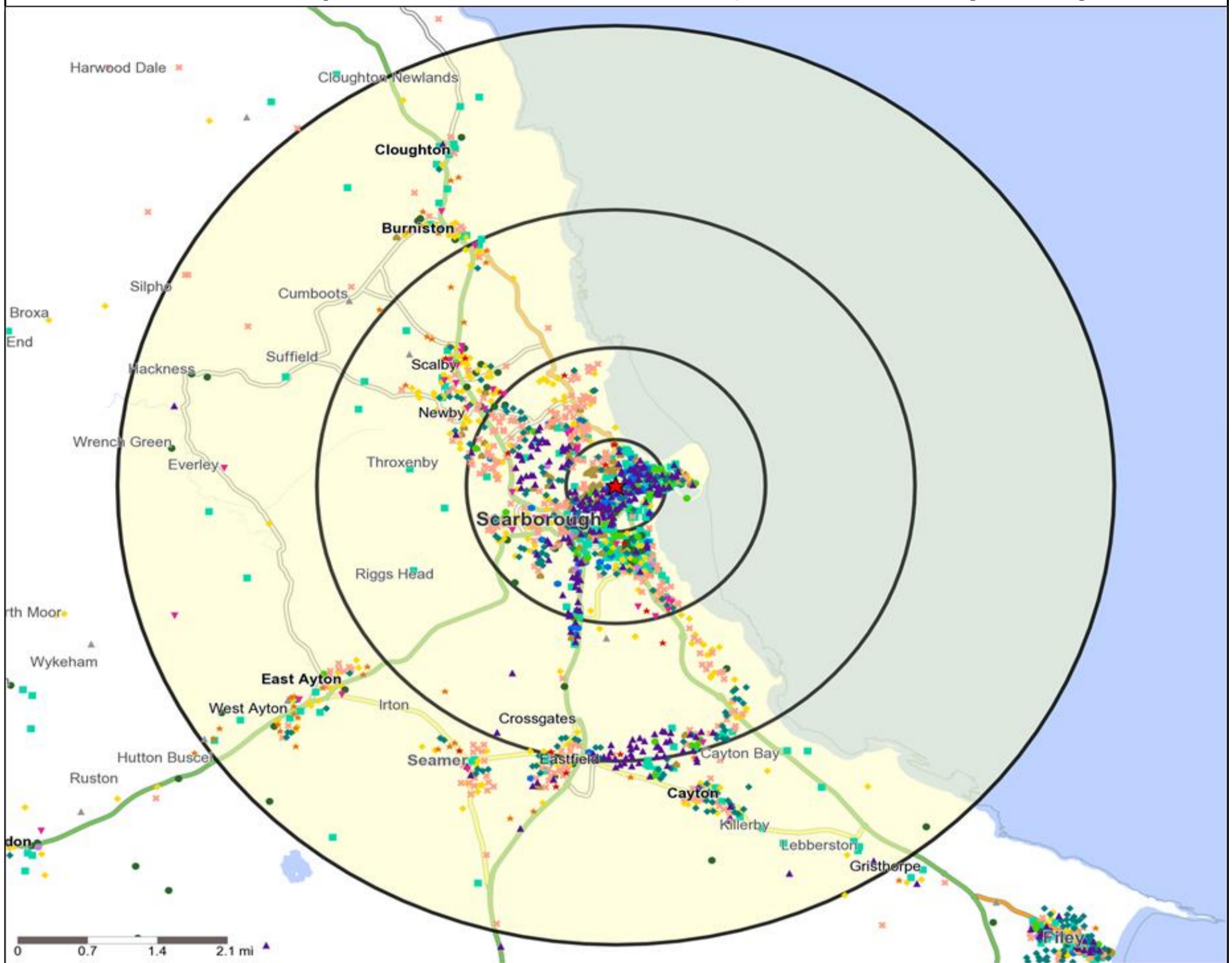
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	608	67
F Suburban Stability (18+)	149	22
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	581	57
I Family Basics (18+)	1,281	159
J Transient Renters (18+)	5,371	834
K Municipal Challenge (18+)	224	34
L Vintage Value (18+)	898	128
M Modest Traditions (18+)	619	117
N Urban Cohesion (18+)	32	5
O Rental Hubs (18+)	1,400	163
Adults 18+ estimate 2015	11,163	100



Occasions Map and Data: TRAFALGAR HOTEL, SCARBOROUGH (200139)



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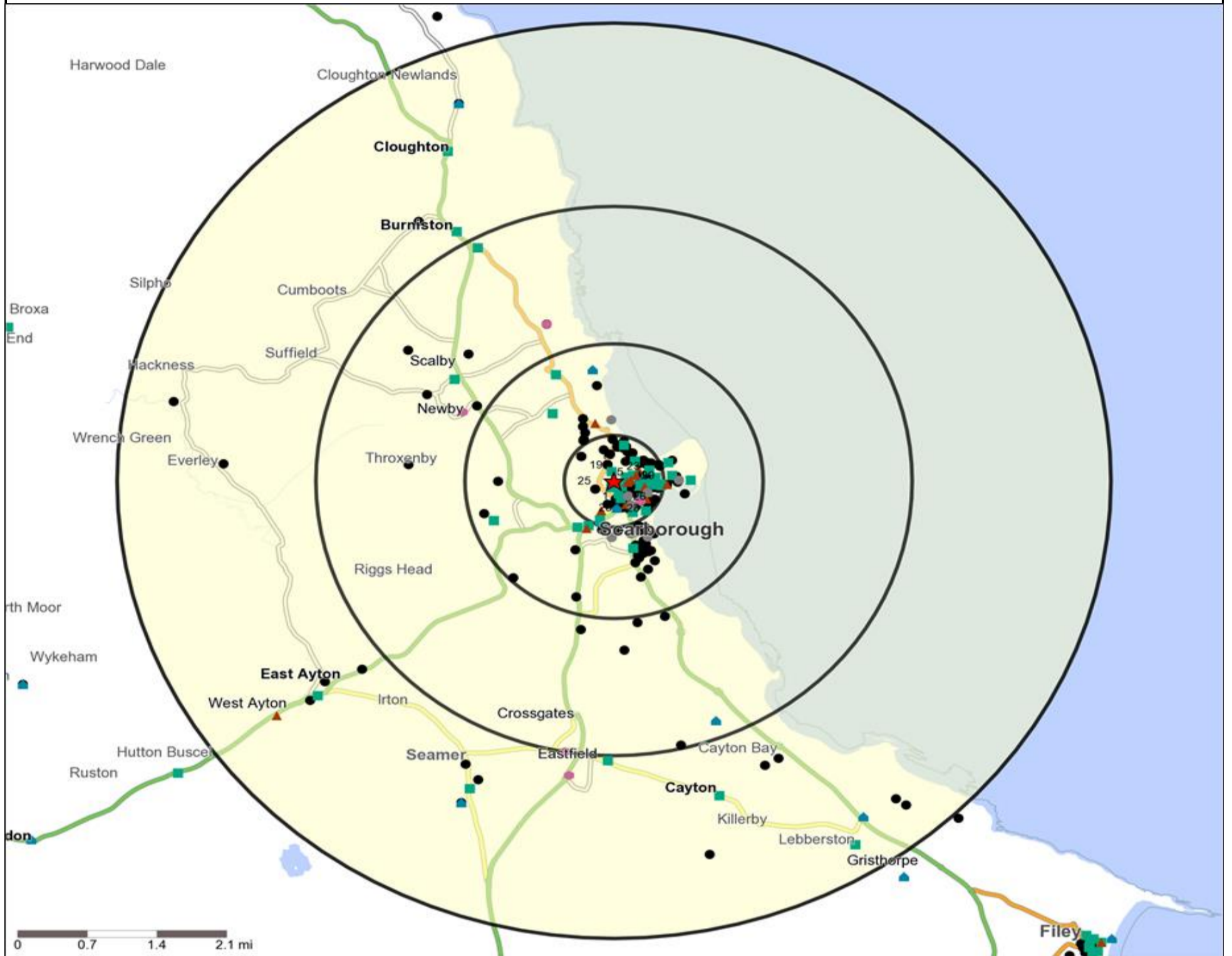
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
■ 01 Mine's a Pint
◆ 02 Early Doors
● 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
● 05 Out On The Town
▲ 06 Business and Pleasure
● 07 Sporting Pints
- 08 Student Social
▼ 09 Leisurely Lunch
✕ 10 Wining 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	1,296	3,882	4,747	5,572	5,772	141	140	134	131	131
02 Early Doors	894	3,197	4,121	4,996	5,200	116	138	139	141	141
03 Everyday is Friday	650	1,913	2,386	2,873	2,984	99	97	95	95	95
04 Weekend Millionaires	1,468	3,430	4,246	4,787	4,936	155	120	117	110	109
05 Out On The Town	1,255	2,970	3,630	4,093	4,169	137	108	103	97	96
06 Business and Pleasure	322	835	1,017	1,248	1,282	68	59	56	57	57
07 Sporting Pints	1,137	2,488	3,016	3,313	3,401	113	82	78	71	71
08 Student Social	208	828	1,059	1,369	1,448	49	64	65	70	71
09 Leisurely Lunch	754	2,632	3,476	4,269	4,451	84	97	101	103	104
10 Wining and Dining	571	2,553	3,462	4,380	4,549	56	83	88	93	93
11 Household Outing	801	2,409	3,067	3,579	3,696	99	99	99	96	96
12 Midweek Meal Deal	675	1,497	1,909	2,376	2,451	148	109	109	114	113
13 Date Night	325	1,923	2,705	3,560	3,718	45	88	97	107	108
14 Birthday Treat	466	1,817	2,402	3,078	3,204	64	83	86	92	93
15 Pre Show Meal	188	776	986	1,146	1,187	75	103	103	100	100
Number of Occasions	11,010	33,150	42,229	50,639	52,448	100	100	100	100	100



Competition Map and Data: TRAFALGAR HOTEL, SCARBOROUGH (200139)



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

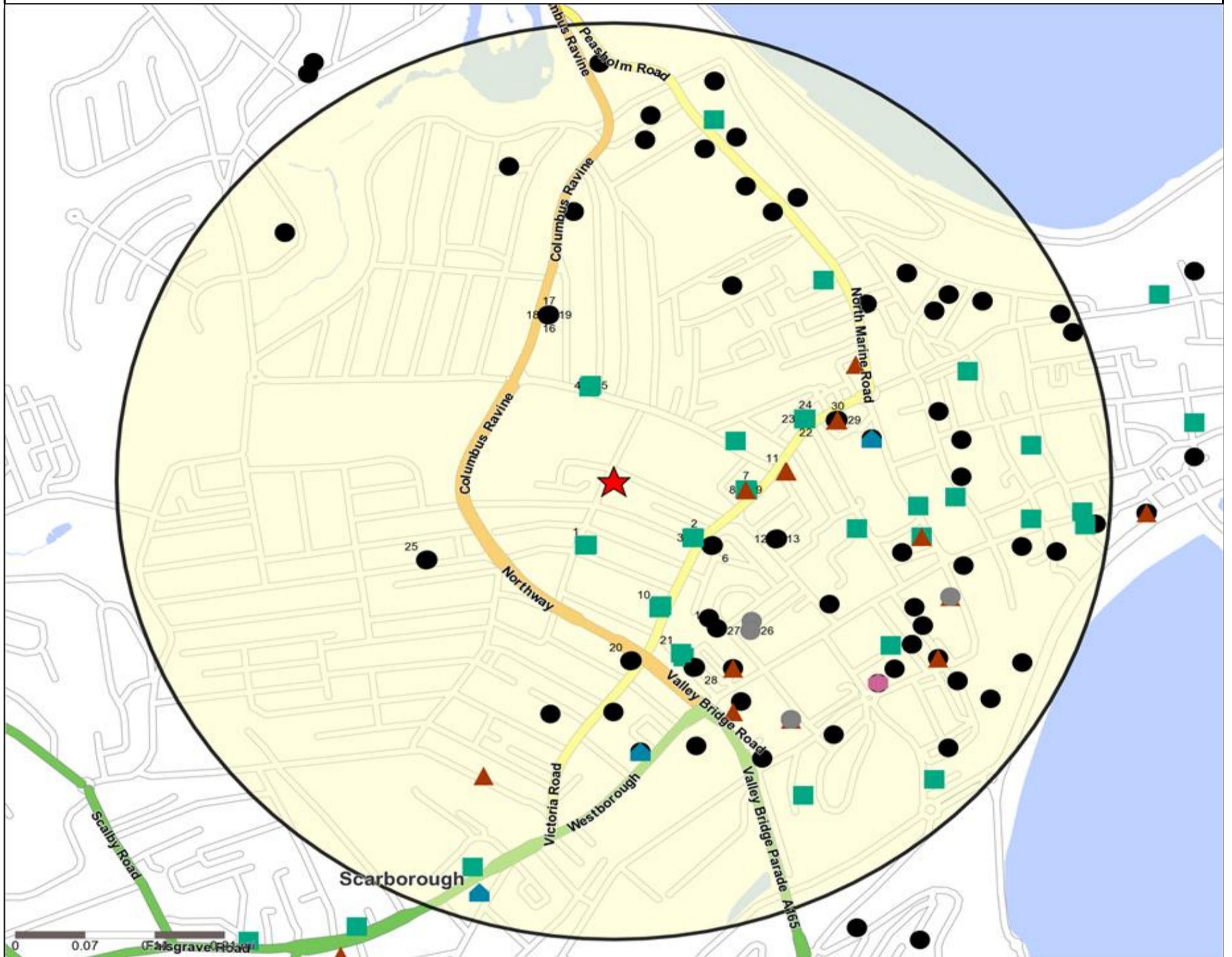


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	6	11	11	11
Circuit Bar	11	14	14	15
Community Local	24	32	35	42
Dry Led	3	4	5	11
Branded Food Pub	1	1	4	5
Rural	0	0	0	0
Other	135	199	212	228
Total	180	261	281	312



Competition Map and Data: TRAFALGAR HOTEL, SCARBOROUGH (200139)



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
- 0.5, 1.5, 3 & 5 Mile Distance
- Café / Wine Bar
- Other
- Rivers, Canals and Lakes
- Circuit Bar
- Rural Character
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	6
Circuit Bar	11
Community Local	24
Dry Led	3
Branded Food Pub	1
Rural	0
Other	135
Total	180



Local Competition: TRAFALGAR HOTEL, SCARBOROUGH (200139)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	TRAFALGAR HOTEL, SCARBOROUGH	60 TRAFALGAR STREET WEST, SCARBOROUGH, YO12 7AX	Punch Taverns	YO12 7AX	Punch Taverns	0.00
1	Trafalgar Hotel	60 Trafalgar Street West, Scarborough	Punch Pub Company	YO12 7AU	Community Local	0.07
2	Giannis Ristorante Italiano	13 Victoria Road, Scarborough	Independent Free	YO11 1SB	Other	0.10
3	Nelson Inn	29 Victoria Road, Scarborough	Enterprise Inns	YO11 1SB	Community Local	0.10
4	Scarborough Corporation Social Club	Dean Road, Scarborough	Independent Free	YO12 7QS	Other	0.11
5	Tennyson Arms	69-71 Dean Road, Scarborough	Independent Free	YO12 7QS	Community Local	0.11
6	Cactus	4 Victoria Road, Scarborough	Independent Free	YO11 1SD	Other	0.12
7	Castle Sports & Social Club	4 Castle Road, Scarborough	Independent Free	YO11 1XA	Other	0.13
8	Prince Of Wales	2 Castle Road, Scarborough	Punch Pub Company	YO11 1XA	Community Local	0.13
9	West Riding	26 Castle Road, Scarborough	Enterprise Inns	YO11 1XA	Circuit Bar	0.13
10	Spa	45 Victoria Road, Scarborough	Punch Pub Company	YO11 1SH	Community Local	0.15
11	Castle Tavern	49 Castle Road, Scarborough	Admiral Taverns Ltd	YO11 1BG	Circuit Bar	0.17
12	Slorios	37 Aberdeen Walk, Scarborough	Independent Free	YO11 1BD	Other	0.18
13	Mansion	9 Aberdeen Walk, Scarborough	*Other Small Retail Groups	YO11 1BD	Other	0.18
14	Empire Hotel	39 Albemarle Crescent, Scarborough	Independent Free	YO11 1XX	Other	0.19
15	Monico	74 Columbus Ravine, Scarborough	Independent Free	YO12 7QU	Other	0.19
16	Ash-Lea Hotel	119 Columbus Ravine, Scarborough	Independent Free	YO12 7QU	Other	0.19
17	Jadellas	72 Columbus Ravine, Scarborough	Independent Free	YO12 7QU	Other	0.19
18	Arabelles	89 Columbus Ravine, Scarborough	Independent Free	YO12 7QU	Other	0.19
19	Derwentdale Guest House	84 Columbus Ravine, Scarborough	Independent Free	YO12 7QU	Other	0.19
20	Police Social & Recreation Club	Northway, Scarborough	Independent Free	YO12 7AD	Other	0.20
21	Alma Inn	1 Alma Parade, Scarborough	Independent Free	YO11 1SJ	Community Local	0.20
22	Lilmont	44 Castle Road, Scarborough	Independent Free	YO11 1XE	Other	0.20
23	Wellington Tavern	70 Castle Road, Scarborough	Punch Pub Company	YO11 1XE	Community Local	0.20
24	Indian Rose Brasserie	34-36 Castle Road, Scarborough	Independent Free	YO11 1XE	Other	0.20
25	Nishat Spice Indian Restaurant	47 Prospect Road, Scarborough	Independent Free	YO12 7JX	Other	0.21
26	Snowys	52 Albemarle Crescent, Scarborough	Independent Free	YO11 1XS	Cafe / Wine Bar	0.21
27	Mecca Bingo	Albemarle Crescent, Scarborough	Rank	YO11 1XS	Other	0.21
28	Waverley Hotel	10 Alma Square, Scarborough	Independent Free	YO11 1JR	Other	0.22
29	It Is It Is	77-79 Castle Road, Scarborough	Independent Free	YO11 1BH	Circuit Bar	0.23
30	Tikka Tikka	61-65 Castle Road, Scarborough	Independent Free	YO11 1BH	Other	0.23