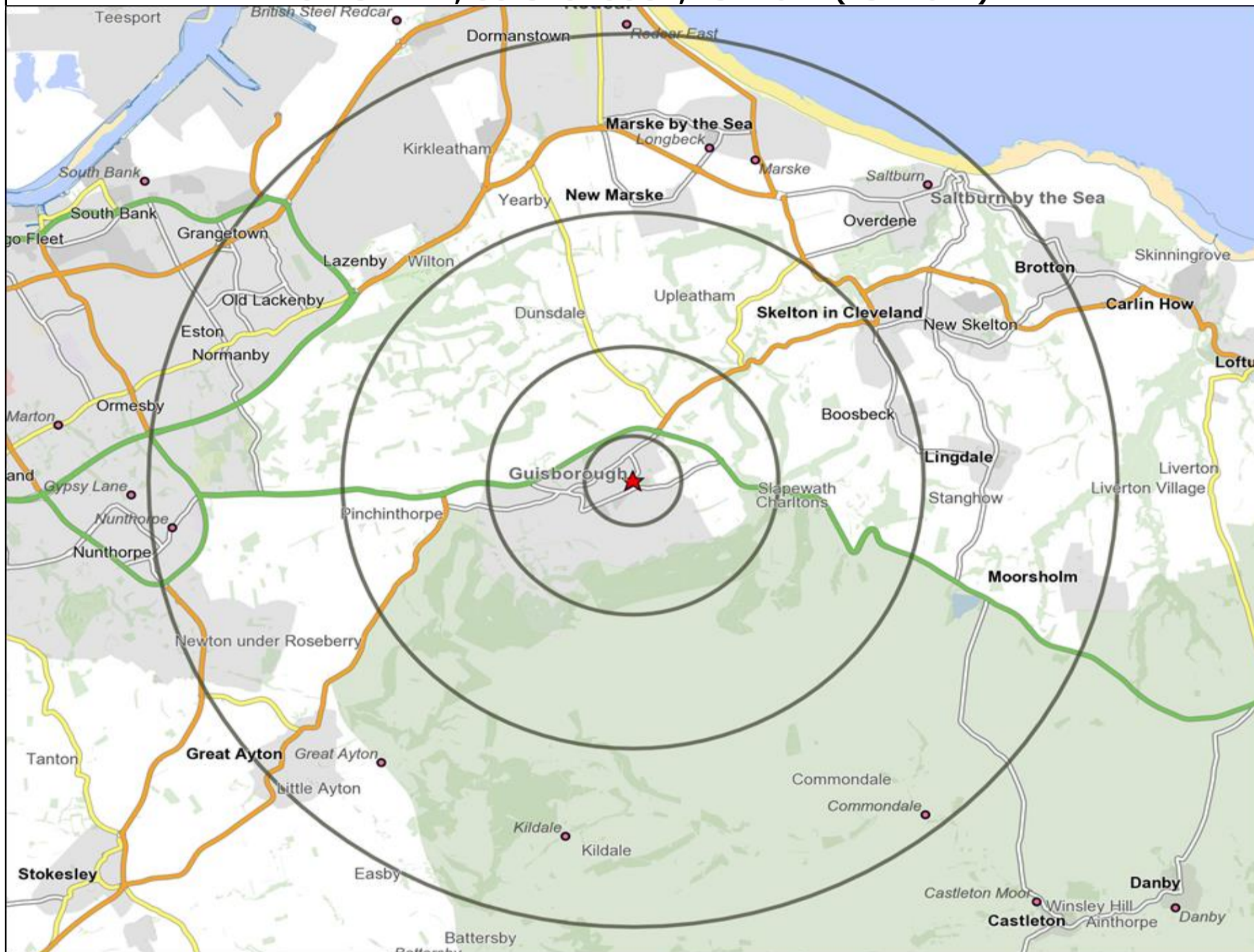




**Customer Profile Report for FOX INN, GUISBOROUGH (Punch Outlet Number: 374278)
BOW STREET, GUISBOROUGH, TS14 6BP (TS14 6BP)**



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

Age Data Table

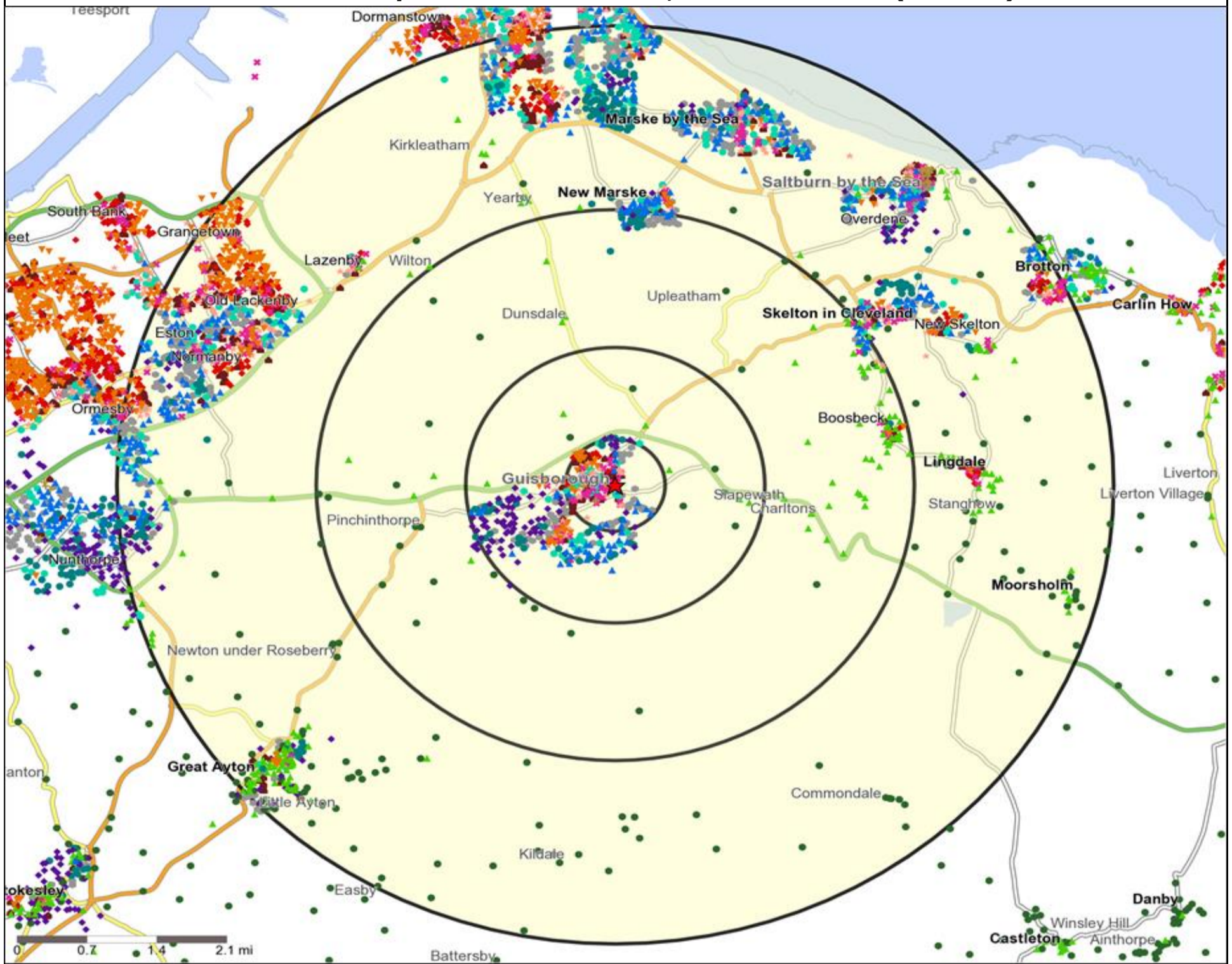
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	902	2,711	3,522	18,243	22,237	74	86	87	93	91
16-17	126	370	475	2,351	2,956	84	95	94	97	97
18-24	491	1,088	1,403	8,098	9,693	84	72	72	85	82
25-34	712	1,732	2,244	11,459	13,965	80	76	76	80	78
35-44	674	1,746	2,314	11,205	14,160	82	82	84	84	85
45-54	867	2,392	3,198	15,424	19,450	94	101	104	104	105
55-64	858	2,476	3,264	13,668	17,291	117	131	133	115	117
65+	1,842	4,206	5,256	24,308	30,893	158	140	135	129	131
Population estimate 2015	6,472	16,721	21,676	104,756	130,645	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	6,326	16,550	21,465	102,761	127,528	99%	99%	99%	99%	98%
Mixed / Multiple Ethnic Groups	32	80	119	612	833	0%	0%	1%	1%	1%
Asian / Asian British	40	106	150	518	1,022	1%	1%	1%	0%	1%
Black / African / Caribbean / Black British	3	19	19	83	165	0%	0%	0%	0%	0%
Other Ethnic Group	17	21	32	161	224	0%	0%	0%	0%	0%
All People (Ethnic Group)	6,418	16,776	21,785	104,135	129,772	100	100	100	100	100



Mosaic UK Map and Data: FOX INN, GUISBOROUGH (374278)



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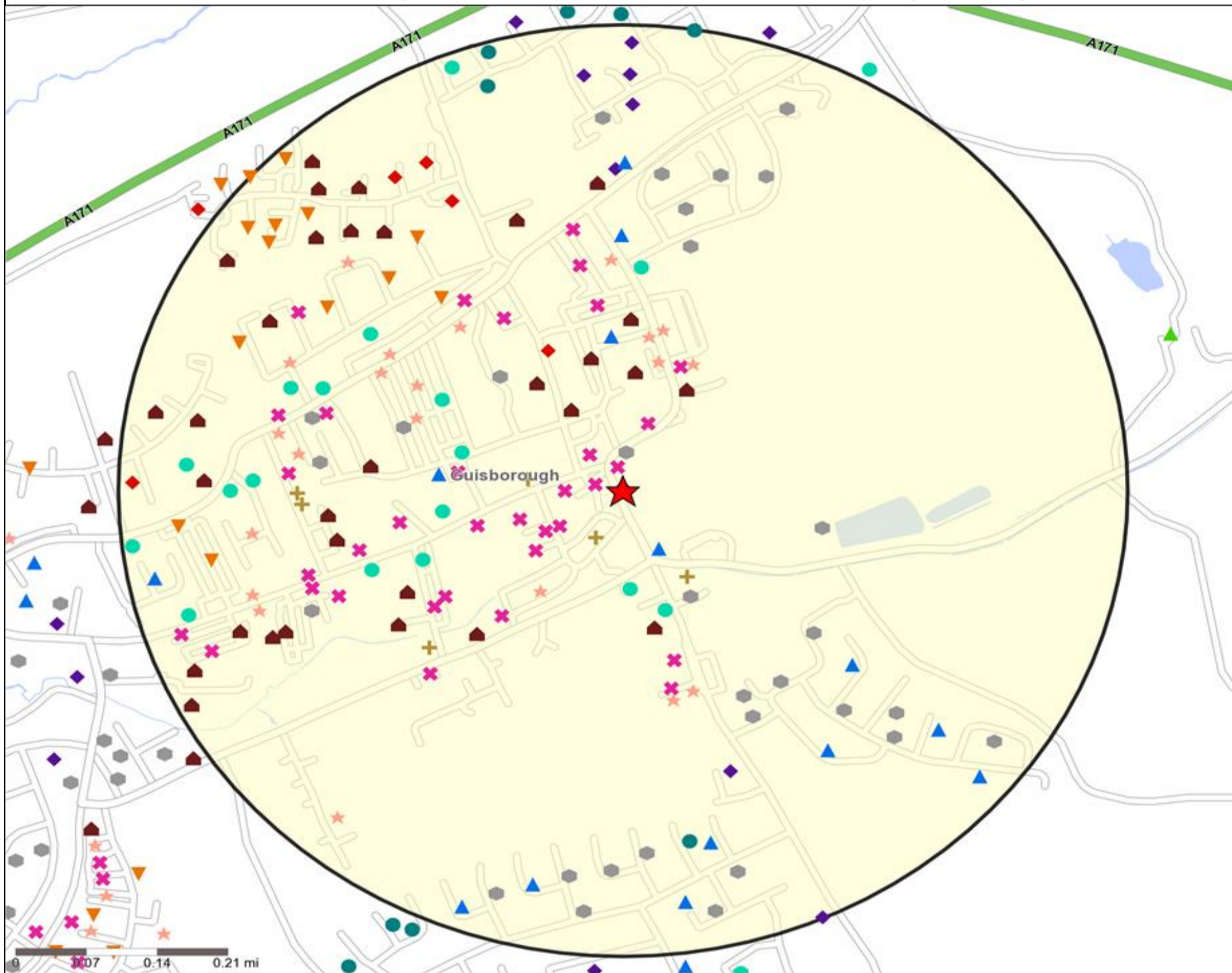
Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living	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+)	272	2,420	2,707	5,158	7,745	69	244	211	84	101
C Country Living (18+)	3	47	386	1,694	1,546	1	5	32	29	21
D Rural Reality (18+)	6	69	1,363	4,254	5,562	2	7	112	73	76
E Senior Security (18+)	953	2,041	2,606	13,639	17,634	217	185	182	200	206
F Suburban Stability (18+)	518	2,115	2,466	12,891	16,169	157	255	229	251	251
G Domestic Success (18+)	132	1,204	1,752	6,594	9,684	29	105	118	93	109
H Aspiring Homemakers (18+)	409	1,124	1,227	8,016	11,390	83	91	76	105	119
I Family Basics (18+)	422	1,200	1,264	7,464	6,901	108	122	99	123	91
J Transient Renters (18+)	723	983	1,210	6,155	6,709	232	125	119	127	110
K Municipal Challenge (18+)	170	268	367	5,645	6,603	54	34	35	114	107
L Vintage Value (18+)	1,021	1,159	1,243	7,338	8,391	301	135	112	139	127
M Modest Traditions (18+)	601	799	875	4,316	5,868	234	124	104	108	117
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	166	166	166	864	1,114	40	16	12	13	14
Adults 18+ estimate 2015	5,396	13,595	17,632	84,028	105,316	100	100	100	100	100



Mosaic UK Map and Data: FOX INN, GUISBOROUGH (374278)



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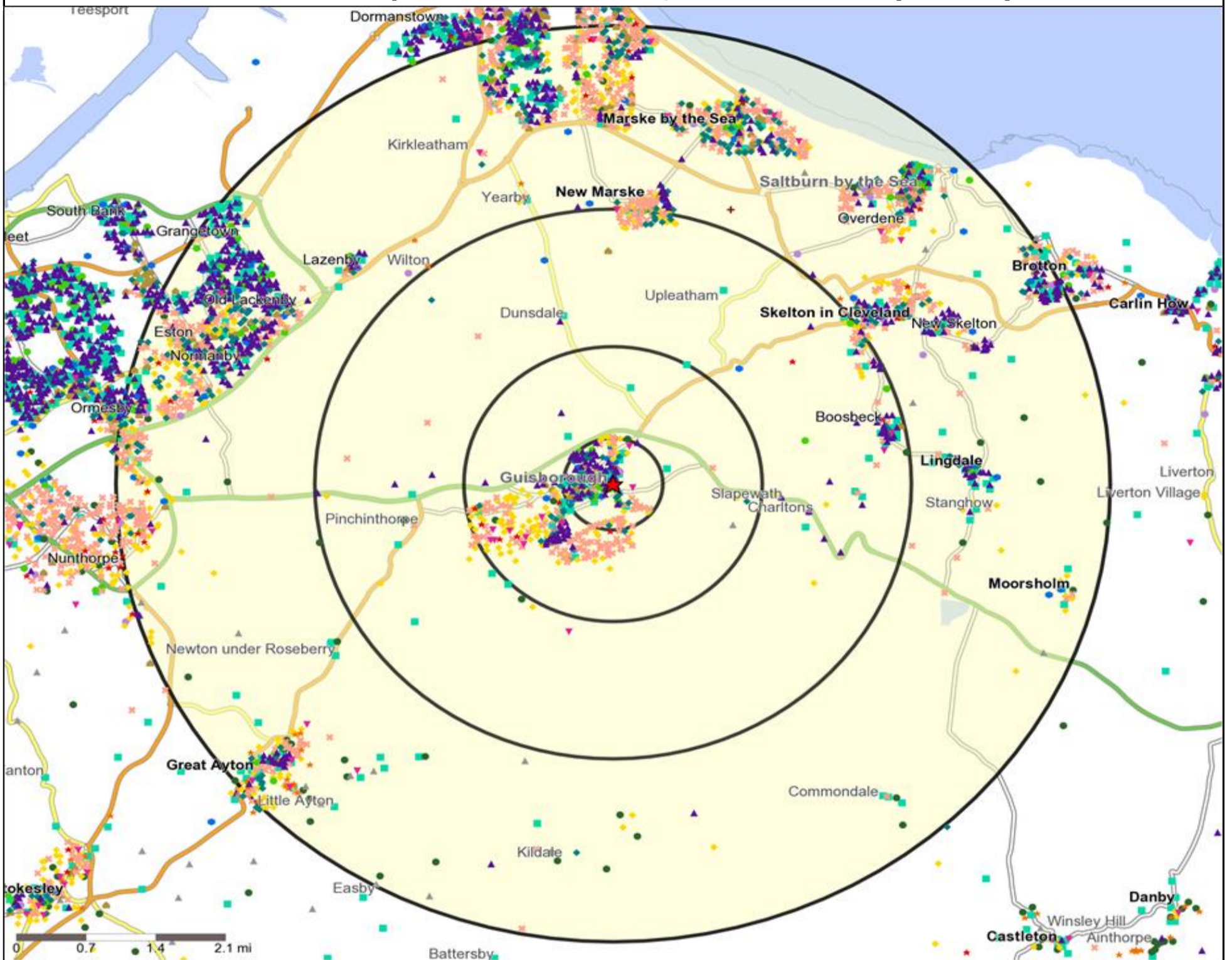
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient 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+)	272	69
C Country Living (18+)	3	1
D Rural Reality (18+)	6	2
E Senior Security (18+)	953	217
F Suburban Stability (18+)	518	157
G Domestic Success (18+)	132	29
H Aspiring Homemakers (18+)	409	83
I Family Basics (18+)	422	108
J Transient Renters (18+)	723	232
K Municipal Challenge (18+)	170	54
L Vintage Value (18+)	1,021	301
M Modest Traditions (18+)	601	234
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	166	40
Adults 18+ estimate 2015	5,396	100



Occasions Map and Data: FOX INN, GUISBOROUGH (374278)



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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	524	987	1,277	7,184	8,363	128	98	101	115	108
02 Early Doors	648	1,185	1,456	7,459	9,099	189	141	138	142	140
03 Everyday is Friday	310	720	930	4,534	5,735	106	101	103	101	103
04 Weekend Millionaires	511	1,042	1,312	7,736	9,087	121	101	101	120	114
05 Out On The Town	393	929	1,118	5,961	7,255	97	93	89	96	94
06 Business and Pleasure	85	243	321	1,641	2,032	41	47	50	51	51
07 Sporting Pints	286	622	768	4,428	5,127	64	57	56	65	60
08 Student Social	96	359	467	1,913	2,571	51	77	80	66	71
09 Leisurely Lunch	393	1,043	1,317	6,107	7,647	99	107	107	100	101
10 Wining and Dining	368	1,277	1,606	6,870	9,039	81	115	115	99	105
11 Household Outing	407	916	1,146	5,982	7,451	113	104	104	109	109
12 Midweek Meal Deal	192	438	533	3,313	3,856	95	88	86	107	101
13 Date Night	278	1,060	1,337	5,397	7,121	87	134	135	109	117
14 Birthday Treat	308	912	1,161	4,977	6,480	96	116	117	101	106
15 Pre Show Meal	80	248	299	1,385	1,836	72	91	88	82	87
Number of Occasions	4,879	11,981	15,048	74,887	92,699	100	100	100	100	100



Competition Map and Data: FOX INN, GUISBOROUGH (374278)



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

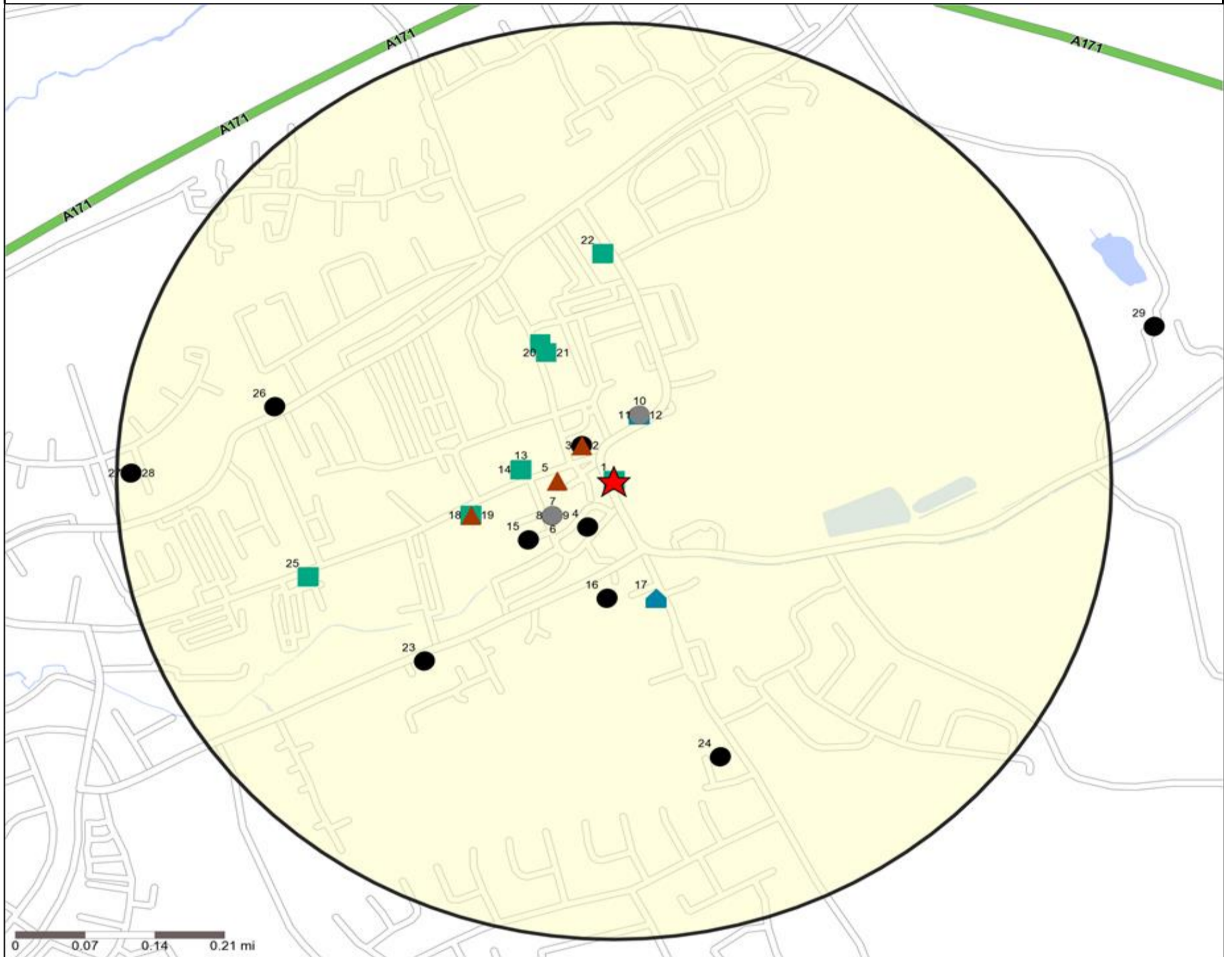


Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	2	2	2	4
Circuit Bar	3	3	3	8
Community Local	7	9	13	43
Dry Led	2	2	3	7
Branded Food Pub	0	0	1	4
Rural	0	0	0	1
Other	14	16	17	63
Total	28	32	39	130



Competition Map and Data: FOX INN, GUISBOROUGH (374278)



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	2
Circuit Bar	3
Community Local	7
Dry Led	2
Branded Food Pub	0
Rural	0
Other	14
Total	28



Local Competition: FOX INN, GUISBOROUGH (374278)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FOX INN, GUISBOROUGH	BOW STREET, GUISBOROUGH, TS14 6BP	Punch Taverns	TS14 6BP	Punch Taverns	0.00
1	Fox Inn	Bow Street, Guisborough	Punch Pub Company	TS14 6BP	Community Local	0.00
2	Priory	19 Market Place, Guisborough	Enterprise Inns	TS14 6HF	Circuit Bar	0.05
3	Shurovi Indian	6-8 Market Place, Guisborough	Independent Free	TS14 6HF	Other	0.05
4	Baan Thai Restaurant	2 Fountain Street, Guisborough	Independent Free	TS14 6PP	Other	0.06
5	Tap & Spile	11-15 Westgate, Guisborough	Enterprise Inns	TS14 6BG	Circuit Bar	0.06
6	Caffe Rosso	12 Chaloner Street, Guisborough	Independent Free	TS14 6QD	Other	0.07
7	Cats Whiskers	17 Chaloner Street, Guisborough	Independent Free	TS14 6QD	Other	0.07
8	Guisborough Masonic Club	27 Chaloner Street, Guisborough	Independent Free	TS14 6QD	Other	0.07
9	Priory Coffee House & Bistro	6 Chaloner Street, Guisborough	Independent Free	TS14 6QD	Cafe / Wine Bar	0.07
10	Peter And Collins Restaurant	39 Church Street, Guisborough	Independent Free	TS14 6HG	Other	0.08
11	Highland Laddie Inn	43 Church Street, Guisborough	Enterprise Inns	TS14 6HG	Dry Led	0.08
12	Cookfellas Eatery & Wine Bar	63 Church Street, Guisborough	Independent Free	TS14 6HG	Cafe / Wine Bar	0.08
13	Three Fiddles	34 Westgate, Guisborough	Punch Pub Company	TS14 6BA	Community Local	0.09
14	Black Swan	2 Westgate, Guisborough	Independent Free	TS14 6BA	Community Local	0.09
15	Guisborough Conservative Club	22 Chapel Street, Guisborough	Independent Free	TS14 6QE	Other	0.11
16	Territorial Club	Rectory Lane, Guisborough	Independent Free	TS14 7DQ	Other	0.13
17	Anchor Inn	16 Belmangate, Guisborough	Sam Smith	TS14 7AB	Dry Led	0.13
18	Courtyard	63 Westgate, Guisborough	Independent Free	TS14 6AF	Community Local	0.15
19	Kings Head Hotel	55-57 Westgate, Guisborough	Enterprise Inns	TS14 6AF	Circuit Bar	0.15
20	Guisborough Quoits Society	35 Northgate, Guisborough	Independent Free	TS14 6JP	Other	0.16
21	Globe Inn	81 Northgate, Guisborough	Marston's	TS14 6JP	Community Local	0.16
22	Abbey Inn	Redcar Road, Guisborough	Sam Smith	TS14 6HR	Community Local	0.25
23	Guisborough Cricket Club	Rectory Lane, Guisborough	Independent Free	TS14 7DJ	Other	0.27
24	Guisborough Rugby Club	Belmangate, Guisborough	Independent Free	TS14 7BB	Other	0.32
25	Ship Inn	145 Westgate, Guisborough	Independent Free	TS14 6AN	Community Local	0.32
26	Territorial Army Centre	Park Lane, Guisborough	Independent Free	TS14 6EU	Other	0.35
27	Guisborough Town Football Club	Howlbeck Road, Guisborough	Independent Free	TS14 6LE	Other	0.49
28	King George V Bowling Club	Howlbeck Road, Guisborough	Independent Free	TS14 6LE	Other	0.49
29	Gisborough Hall	Whitby Road, Guisborough	Macdonald Hotels	TS14 6PT	Other	0.57
30	Indian Cottage Restaurant	1 Enfield Chase, Guisborough	Independent Free	TS14 7LJ	Other	0.66