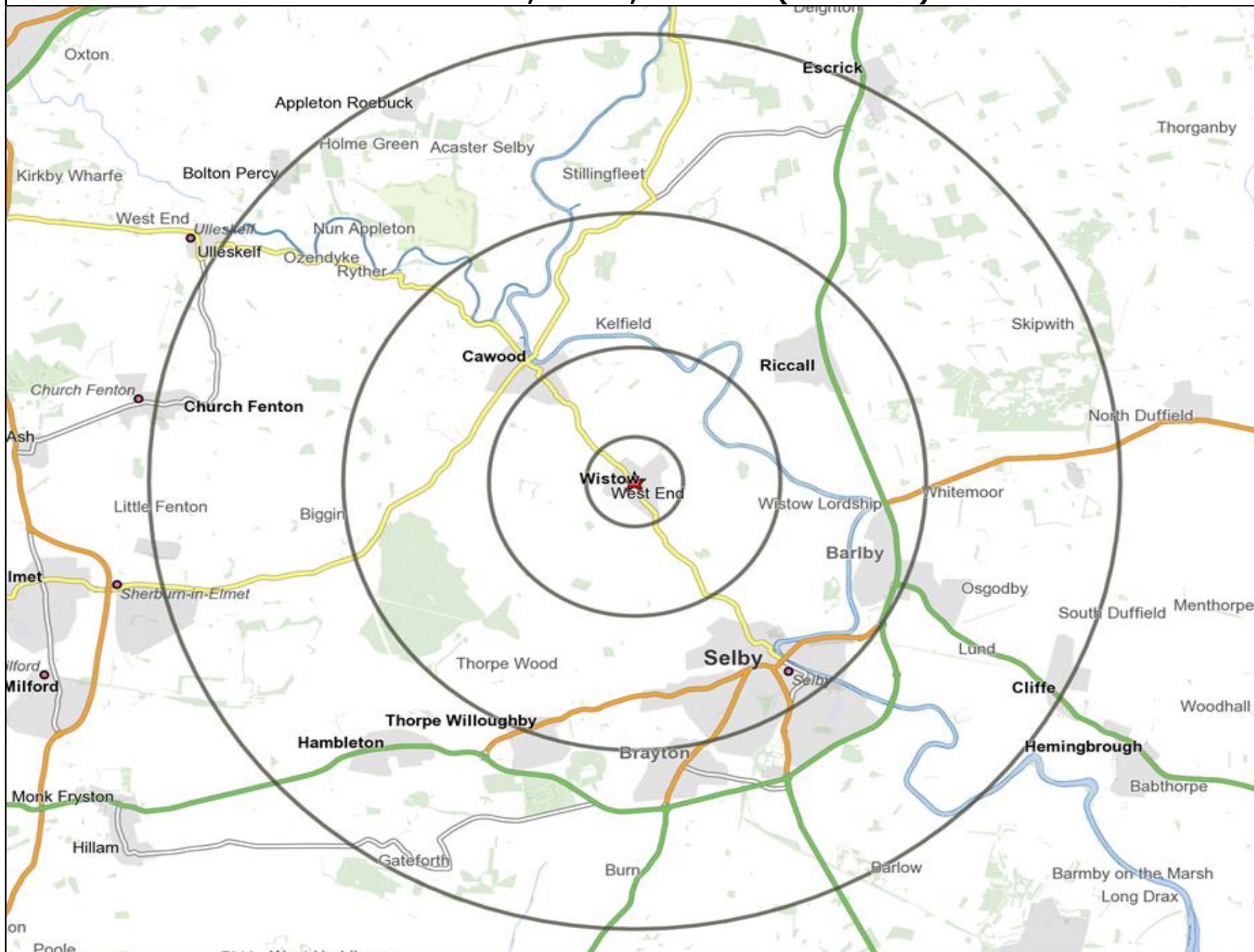




**Customer Profile Report for BLACK SWAN, WISTOW (Punch Outlet Number: 201295)
CHURCH HILL, SELBY, YO8 3UU (YO 8 3UU)**



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

Age Data Table

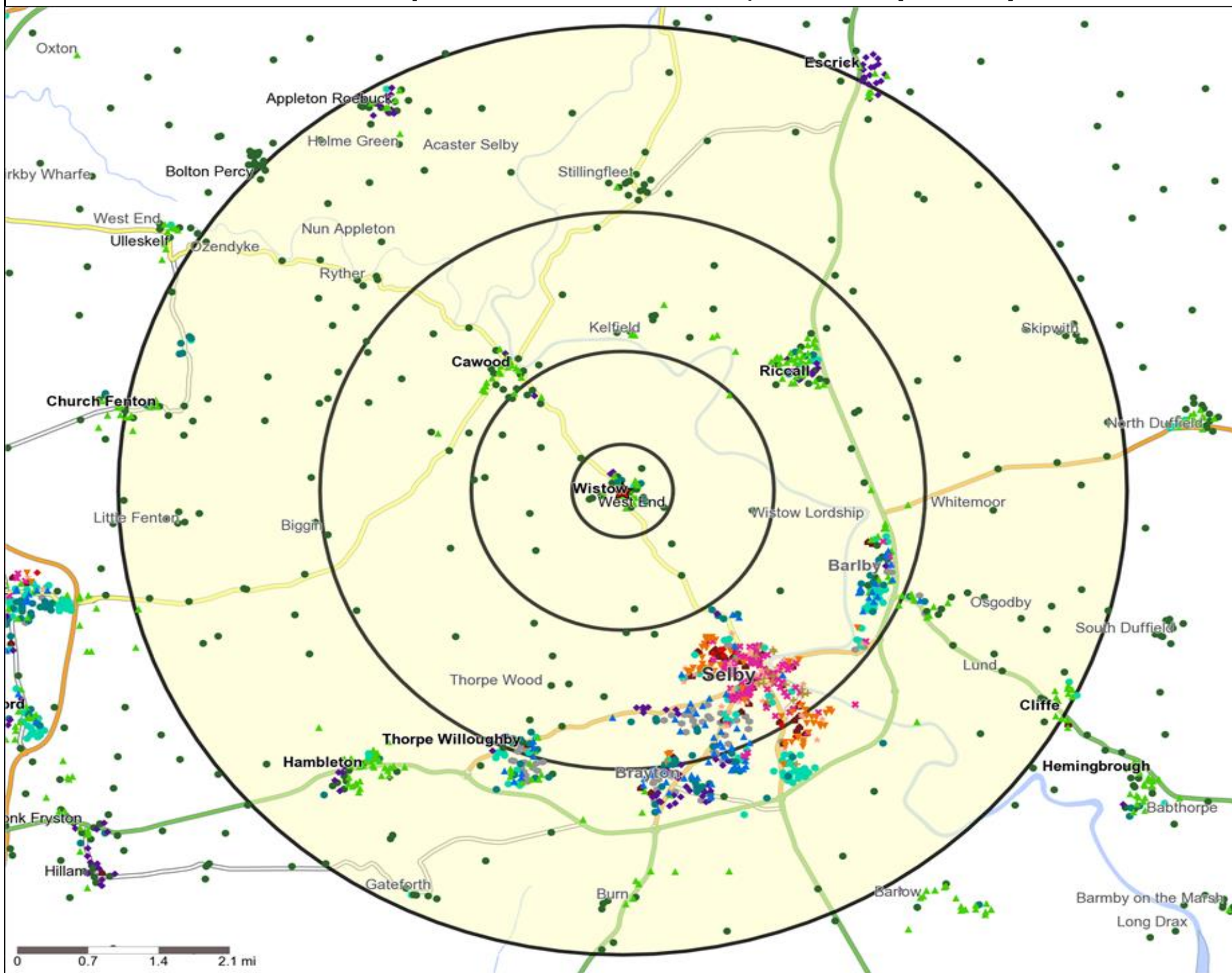
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	222	276	4,403	7,696	9,085	106	98	94	97	98
16-17	32	37	573	978	1,199	124	106	99	99	105
18-24	62	78	1,913	3,089	3,658	61	57	85	81	82
25-34	123	148	3,521	5,510	6,517	81	72	103	95	97
35-44	150	204	2,870	4,970	5,847	106	107	91	93	94
45-54	192	260	3,635	6,397	7,357	121	122	103	107	105
55-64	176	262	3,008	5,313	5,995	140	154	107	111	108
65+	158	238	5,010	8,358	9,561	79	88	112	110	108
Population estimate 2015	1,115	1,503	24,933	42,311	49,219	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	1,067	1,450	23,532	39,715	46,096	99%	99%	98%	98%	98%
Mixed / Multiple Ethnic Groups	7	8	183	300	346	1%	1%	1%	1%	1%
Asian / Asian British	4	5	194	265	321	0%	0%	1%	1%	1%
Black / African / Caribbean / Black British	0	0	30	45	67	0%	0%	0%	0%	0%
Other Ethnic Group	1	1	54	95	113	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,079	1,464	23,993	40,420	46,943	100	100	100	100	100



Mosaic UK Map and Data: BLACK SWAN, WISTOW (201295)



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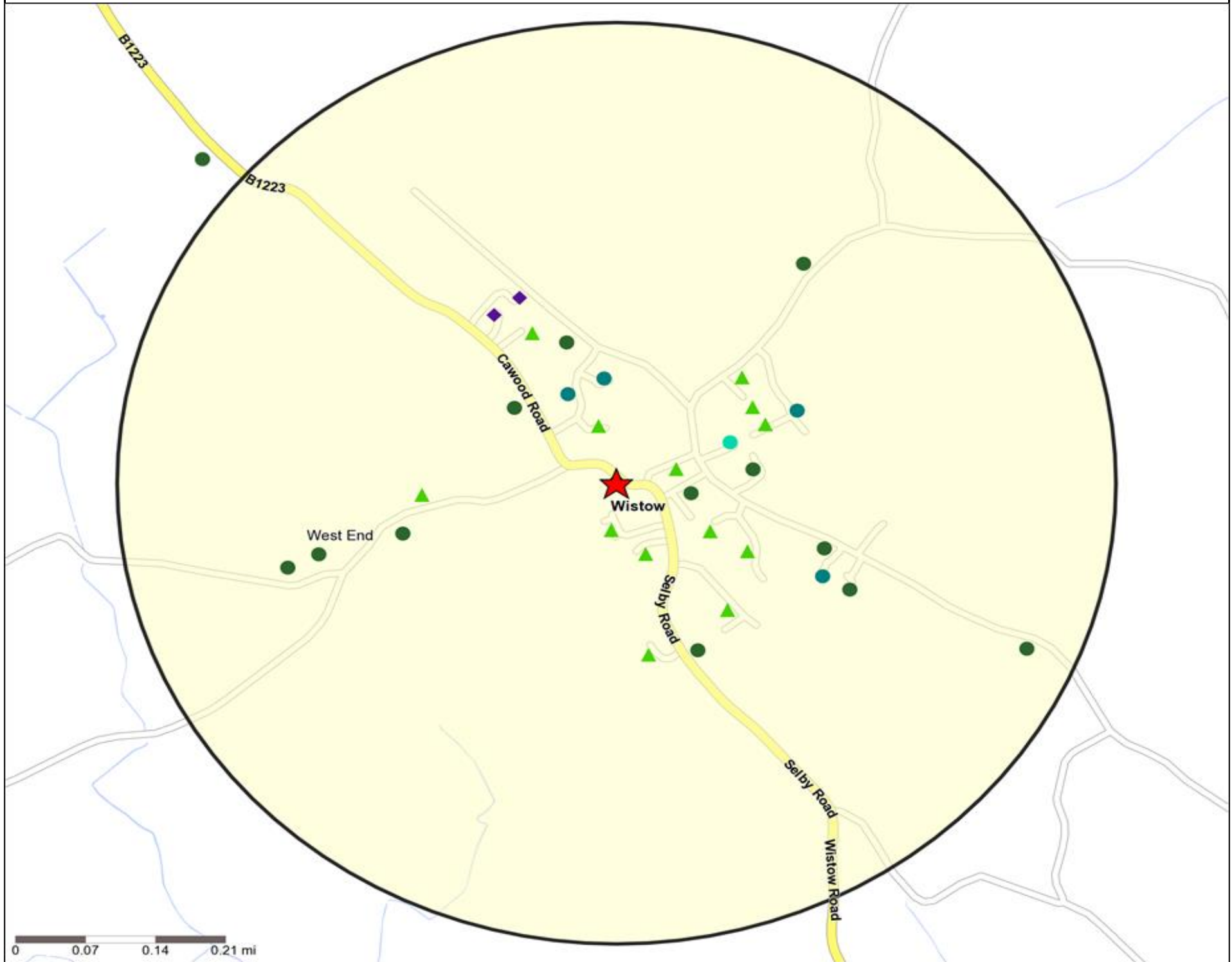
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- ▲ H Aspiring Homemakers
- ▲ I Family Basics
- ▲ J Transient Renters
- ▲ K Municipal Challenge
- ▲ L Vintage Value
- ▲ M Modest Traditions
- ▲ 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+)	13	14	704	1,964	2,251	21	16	48	80	79
C Country Living (18+)	428	699	2,359	5,444	4,863	716	846	170	233	180
D Rural Reality (18+)	268	311	2,684	5,442	6,144	449	377	194	234	228
E Senior Security (18+)	0	0	1,347	2,192	2,507	0	0	83	80	79
F Suburban Stability (18+)	0	0	1,757	2,947	3,220	0	0	144	144	136
G Domestic Success (18+)	55	57	1,477	2,598	4,117	76	57	88	92	126
H Aspiring Homemakers (18+)	10	10	1,927	3,564	5,286	13	9	106	117	149
I Family Basics (18+)	0	0	1,615	2,652	2,894	0	0	112	109	103
J Transient Renters (18+)	0	0	2,733	2,832	3,161	0	0	237	146	141
K Municipal Challenge (18+)	0	0	508	568	592	0	0	43	29	26
L Vintage Value (18+)	0	0	1,274	1,517	1,823	0	0	101	72	74
M Modest Traditions (18+)	0	0	975	1,206	1,385	0	0	103	76	75
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	87	99	597	662	662	131	108	39	26	22
Adults 18+ estimate 2015	861	1,190	19,957	33,588	38,905	100	100	100	100	100



Mosaic UK Map and Data: BLACK SWAN, WISTOW (201295)



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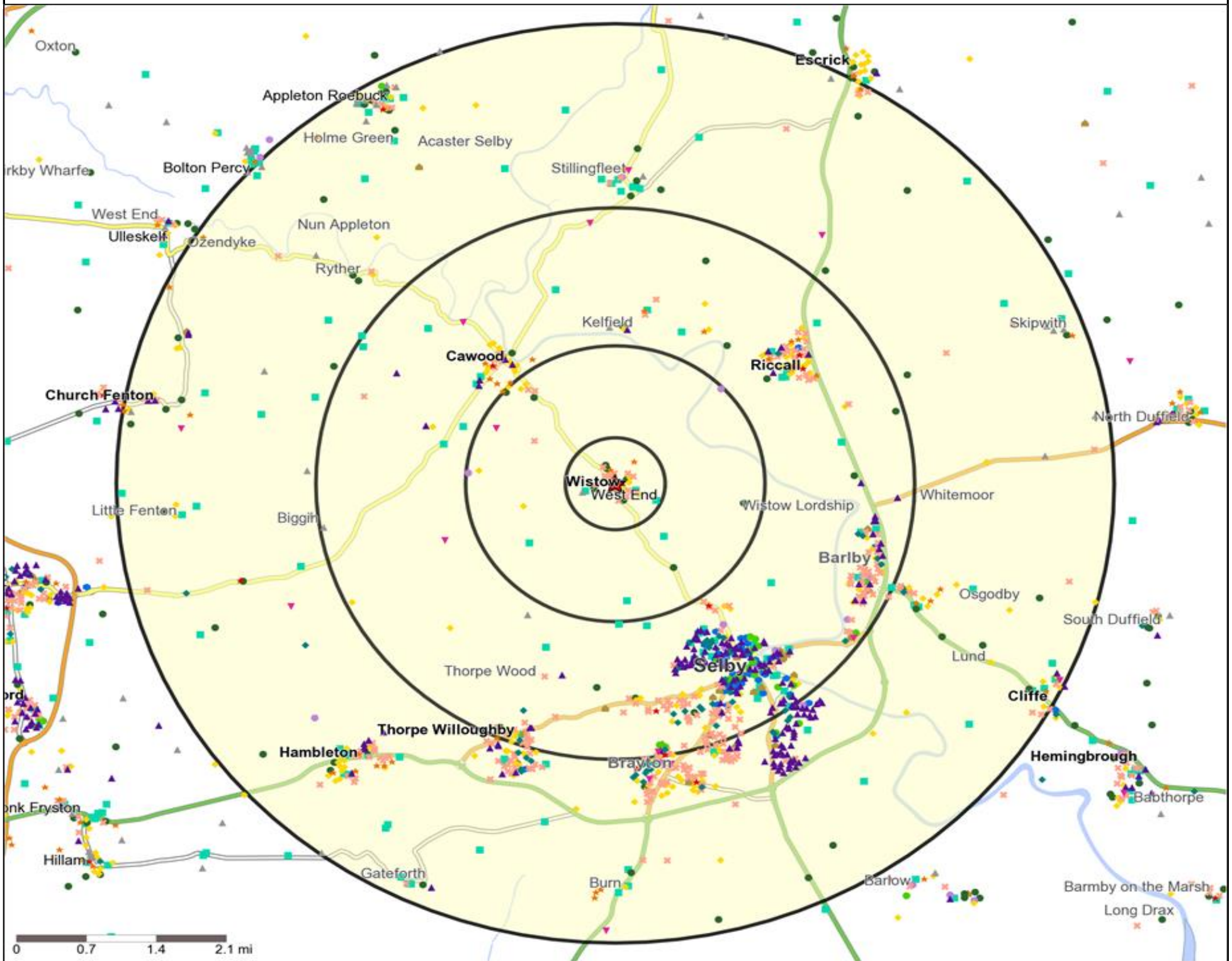
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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+)	13	21
C Country Living (18+)	428	716
D Rural Reality (18+)	268	449
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	55	76
H Aspiring Homemakers (18+)	10	13
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+)	87	131
Adults 18+ estimate 2015	861	100



Occasions Map and Data: BLACK SWAN, WISTOW (201295)



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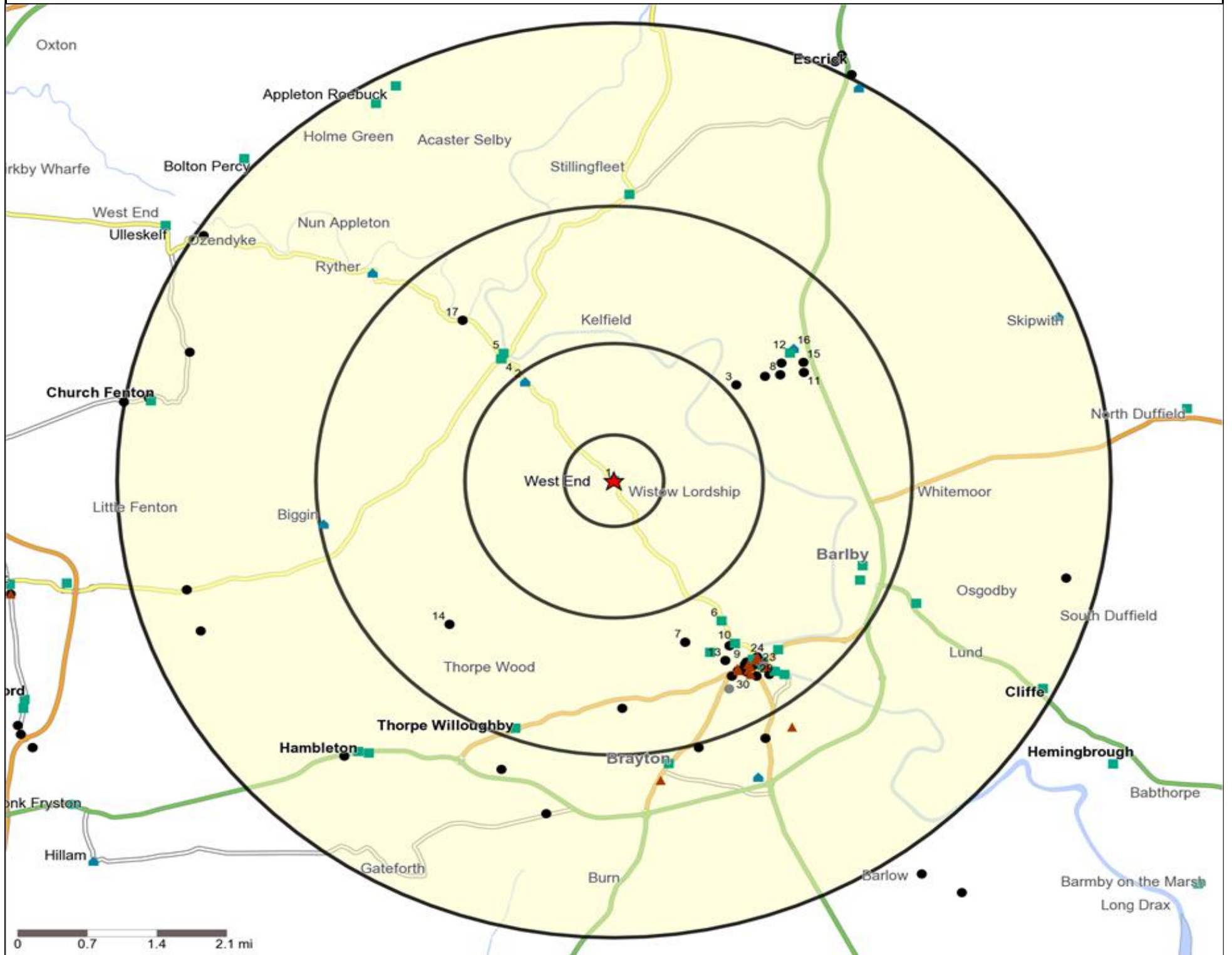
- ★ Location
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- 01 Mine's a Pint
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- ◆ 02 Early Doors
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 03 Everyday is Friday
- 07 Sporting Pints
- ▲ 11 Household Outing
- + 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	48	71	1,505	2,423	2,675	79	86	100	97	92
02 Early Doors	43	62	1,449	2,334	2,738	85	89	116	112	112
03 Everyday is Friday	49	65	1,163	1,867	2,204	114	110	109	105	106
04 Weekend Millionaires	47	58	1,794	2,843	3,399	76	68	116	111	113
05 Out On The Town	44	55	1,567	2,407	2,816	73	67	105	98	97
06 Business and Pleasure	33	44	516	958	1,054	107	104	67	75	71
07 Sporting Pints	26	30	1,218	1,760	2,046	39	33	74	65	64
08 Student Social	59	71	561	1,127	1,311	211	185	81	98	97
09 Leisurely Lunch	64	92	1,406	2,404	2,797	109	114	96	99	98
10 Wining and Dining	81	111	1,661	2,963	3,588	121	121	100	107	111
11 Household Outing	21	30	1,229	1,961	2,368	40	41	93	90	93
12 Midweek Meal Deal	57	85	1,031	1,580	1,778	191	208	139	129	124
13 Date Night	79	117	1,268	2,399	2,869	166	180	108	123	125
14 Birthday Treat	56	79	1,174	2,058	2,448	118	121	100	105	107
15 Pre Show Meal	15	20	348	612	715	92	89	86	91	91
Number of Occasions	722	990	17,890	29,696	34,806	100	100	100	100	100



Competition Map and Data: BLACK SWAN, WISTOW (201295)



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

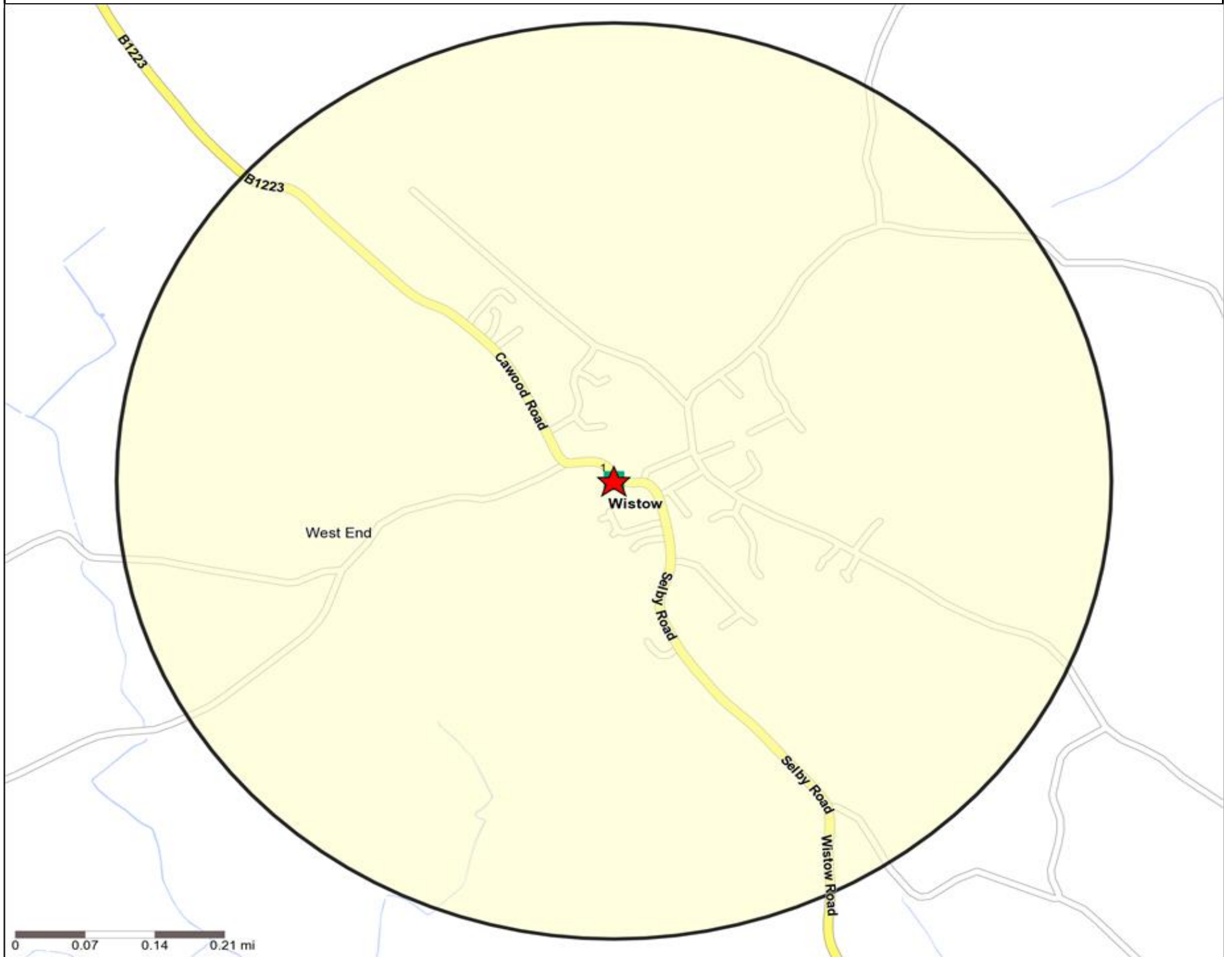


Competition Type Summary Table








Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	2	2
Circuit Bar	0	0	10	12
Community Local	1	1	16	25
Dry Led	0	1	3	8
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	0	0	23	38
Total	1	2	54	85



Competition Map and Data: BLACK SWAN, WISTOW (201295)



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	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: BLACK SWAN, WISTOW (201295)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BLACK SWAN, WISTOW	CHURCH HILL, SELBY, YO8 3UU	Punch Taverns	YO 8 3UU	Punch Taverns	0.00
1	Black Swan Inn	Church Hill, Wistow, Selby	Punch Pub Company	YO 8 3UU	Community Local	0.00
2	Castle Inn	7 Wistowgate, Cawood, Selby	Punch Pub Company	YO 8 3SH	Dry Led	1.40
3	Spice	Landing Lane, Riccall, York	Independent Free	YO19 6TJ	Other	1.62
4	Jolly Sailor	5 Market Place, Cawood, Selby	Unknown	YO 8 3SR	Community Local	1.75
5	Ferry Inn	2 King Street, Cawood, Selby	Wellington	YO 8 3TL	Community Local	1.78
6	Unicorn Inn	15 Bondgate, Selby	Enterprise Inns	YO 8 3LX	Community Local	1.87
7	Selby Town Football/Ath Club	Flaxley Road, Selby	Independent Free	YO 8 4DB	Other	1.91
8	Regen Centre	Landing Lane, Riccall, York	Independent Free	YO19 6PW	Other	2.03
9	Selby Squash Club	Flaxley Road, Selby	Independent Free	YO 8 4BG	Other	2.15
10	Board Inn	131 Millgate, Selby	Independent Free	YO 8 3LL	Community Local	2.16
11	Per Bacco	20 Main Street, Riccall, York	Independent Free	YO19 6PX	Other	2.25
12	Hare & Hounds	8 Silver Street, Riccall, York	Independent Free	YO19 6PA	Community Local	2.26
13	Summit Indoor Adventure	Scott Road, Selby	Independent Free	YO 8 4BL	Other	2.26
14	Scalm Park Leisure	Scalm Park, Wistow Common, Selby	Independent Free	YO 8 3RD	Other	2.28
15	Riccall Village Institute	12 Station Road, Riccall, York	Independent Free	YO19 6QJ	Other	2.30
16	Greyhound	82 Main Street, Riccall, York	Punch Pub Company	YO19 6TE	Dry Led	2.32
17	Cawood Holiday Park	Ryther Road, Cawood, Selby	Independent Free	YO 8 3TT	Other	2.32
18	Osteria 23	1 Back Micklegate, Selby	Independent Free	YO 8 3GH	Other	2.39
19	New Inn	4 Gowthorpe, Selby	Punch Pub Company	YO 8 4ET	Circuit Bar	2.40
20	Delilahs	67 Micklegate, Selby	Independent Free	YO 8 4EA	Other	2.40
21	Bay Horse	57-59 Micklegate, Selby	Enterprise Inns	YO 8 4EA	Community Local	2.40
22	Bar Vida	3 Abbey Walk, Selby	Independent Free	YO 8 4DZ	Other	2.41
23	Market Tavern	81 Micklegate, Selby	Independent Free	YO 8 4ED	Circuit Bar	2.41
24	Selby & District Trade Hall Working Mens Club	73 Micklegate, Selby	Independent Free	YO 8 4ED	Other	2.41
25	Black-A-Moor Head	6-8 Finkle Street, Selby	*Other Small Retail Groups	YO 8 4DT	Circuit Bar	2.42
26	Cafe Manjarna	1 Gowthorpe, Selby	Independent Free	YO 8 4HE	Circuit Bar	2.42
27	Olives & Grill	71 Gowthorpe, Selby	Independent Free	YO 8 4HE	Other	2.42
28	Giant Bellflower	47a Gowthorpe, Selby	Wetherspoon	YO 8 4HE	Circuit Bar	2.42
29	Griffin Hotel	42 Micklegate, Selby	Stonegate Pub Company	YO 8 4EQ	Circuit Bar	2.42
30	Globe Cinema	York Street, Selby	Independent Free	YO 8 4AJ	Other	2.44