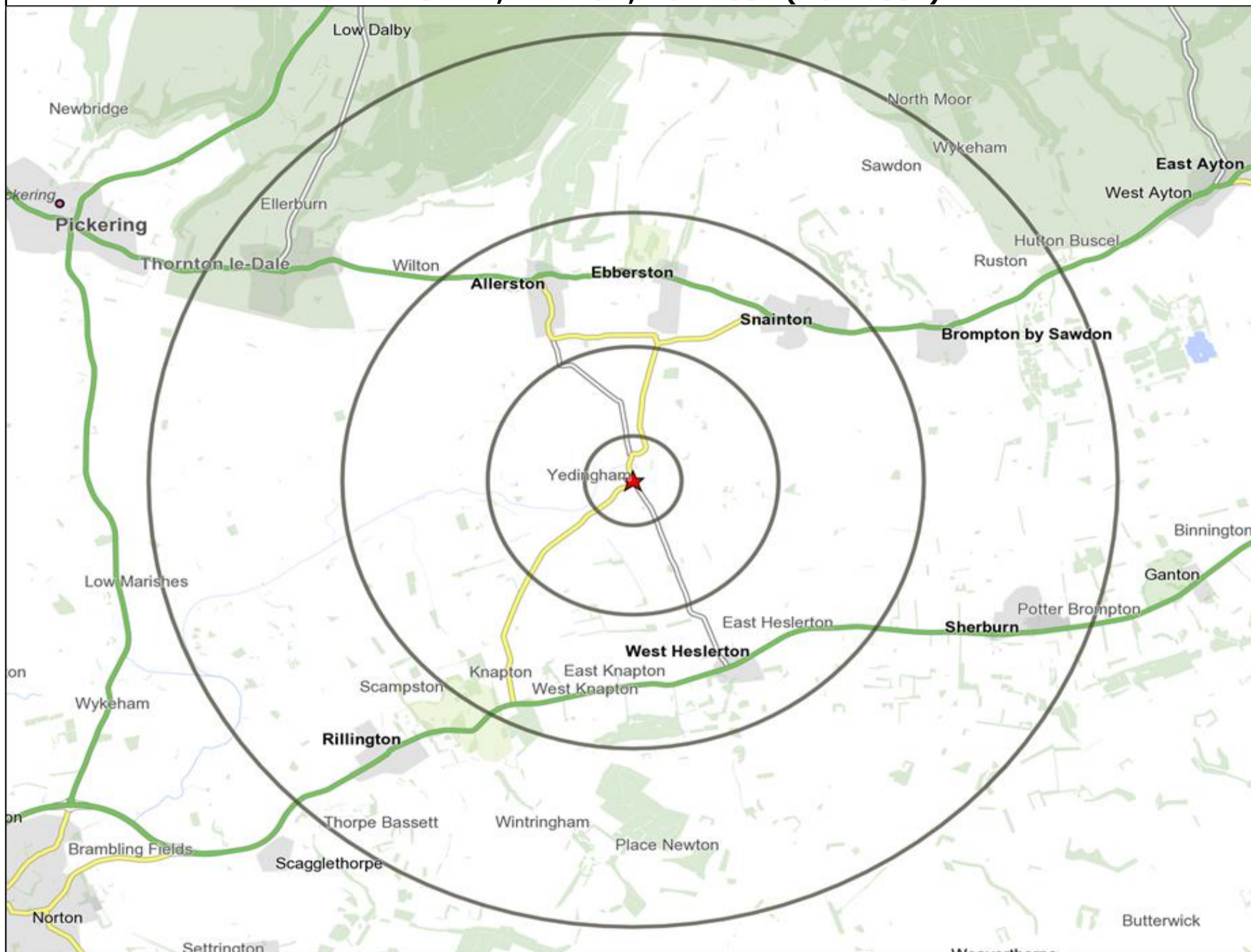




**Customer Profile Report for PROVIDENCE INN, MALTON (Punch Outlet Number: 200125)
YEDINGHAM, MALTON, YO17 8SL (YO17 8SL)**



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

Age Data Table

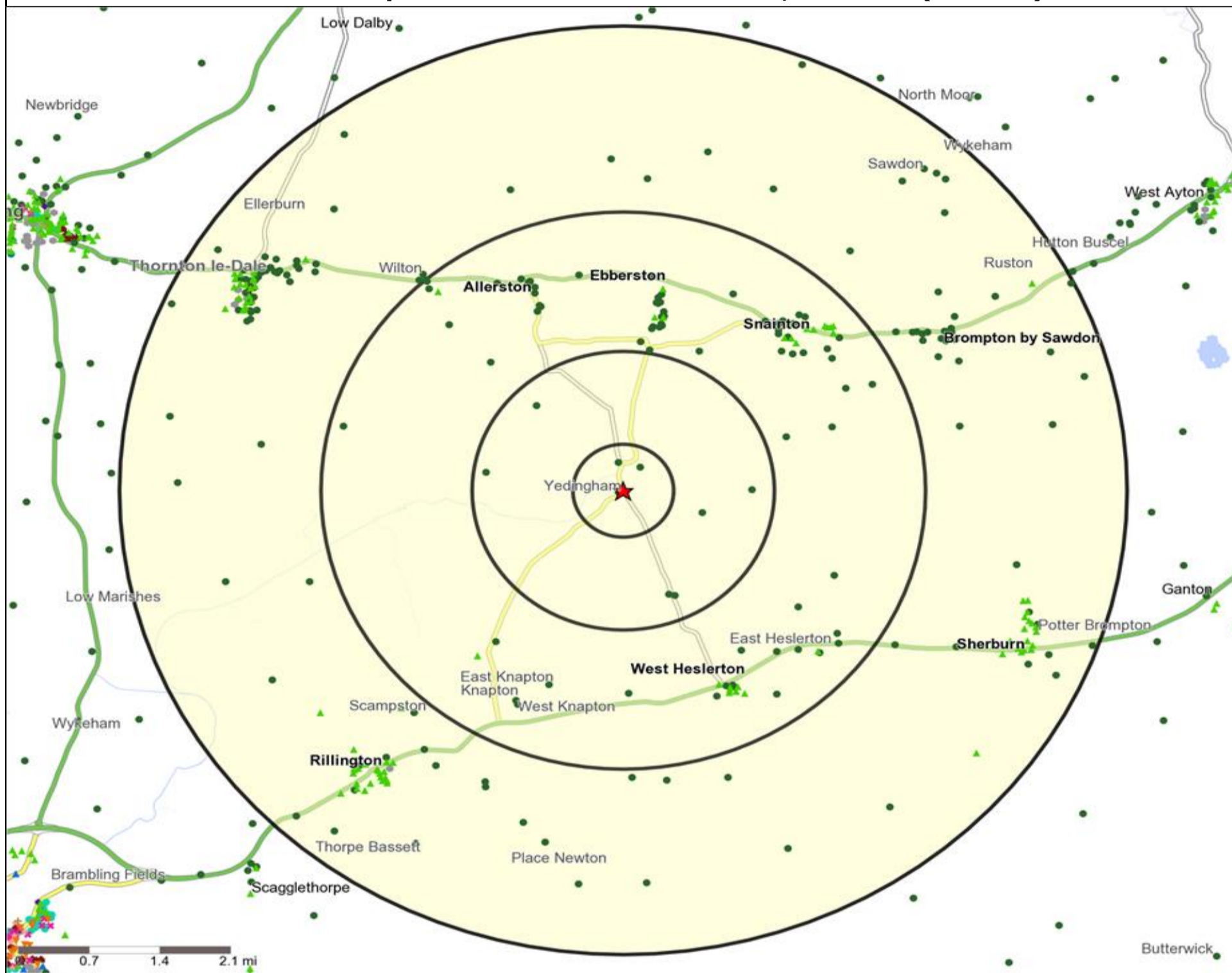
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	22	32	318	1,032	1,988	114	110	75	77	85
16-17	3	4	48	149	260	125	111	91	90	90
18-24	1	3	109	381	817	11	21	53	59	72
25-34	8	11	155	486	1,230	57	52	50	50	72
35-44	9	14	227	688	1,288	69	71	79	76	82
45-54	23	33	427	1,232	1,957	157	150	132	121	111
55-64	17	27	450	1,257	1,951	146	154	175	155	139
65+	20	31	540	1,932	2,960	108	111	132	150	132
Population estimate 2015	103	155	2,274	7,157	12,451	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	101	153	2,271	7,156	12,126	99%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	0	0	11	33	71	0%	0%	0%	0%	1%
Asian / Asian British	0	0	15	23	61	0%	0%	1%	0%	0%
Black / African / Caribbean / Black British	1	1	2	6	19	1%	1%	0%	0%	0%
Other Ethnic Group	0	0	1	6	25	0%	0%	0%	0%	0%
All People (Ethnic Group)	102	154	2,300	7,224	12,302	100	100	100	100	100



Mosaic UK Map and Data: PROVIDENCE INN, MALTON (200125)



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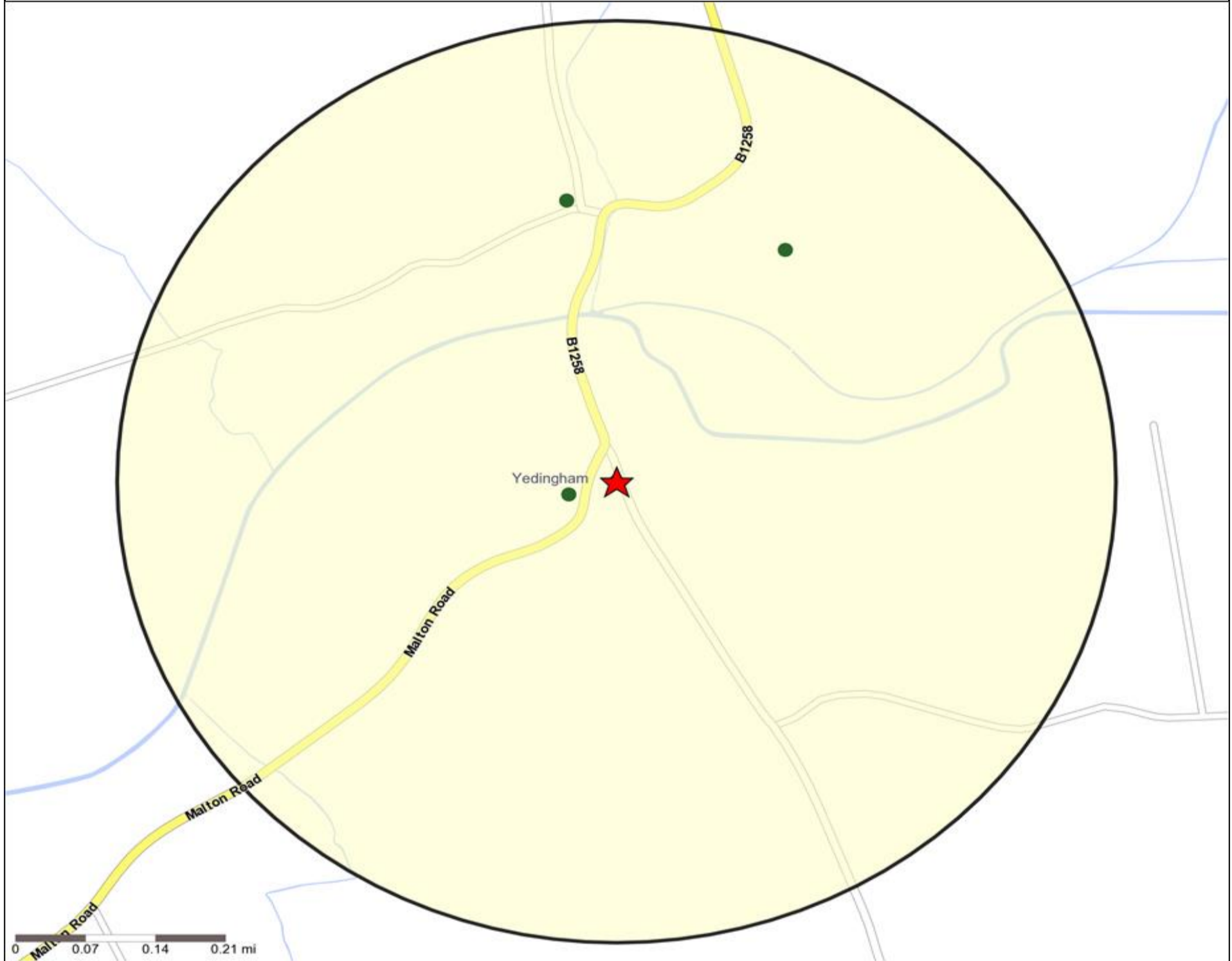
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- C Country Living
- Mosaic UK Groups
- B Prestige Positions
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K 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+)	0	0	0	0	30	0	0	0	0	4
C Country Living (18+)	78	115	1,328	3,362	4,384	1,440	1,368	1,003	810	619
D Rural Reality (18+)	0	6	579	2,369	3,554	0	72	438	572	503
E Senior Security (18+)	0	0	0	194	266	0	0	0	40	32
F Suburban Stability (18+)	0	0	0	0	32	0	0	0	0	5
G Domestic Success (18+)	0	0	0	0	0	0	0	0	0	0
H Aspiring Homemakers (18+)	0	0	0	0	746	0	0	0	0	80
I Family Basics (18+)	0	0	0	0	250	0	0	0	0	34
J Transient Renters (18+)	0	0	0	0	525	0	0	0	0	89
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	0	0	0	52	158	0	0	0	14	25
M Modest Traditions (18+)	0	0	0	0	231	0	0	0	0	48
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	0	24	0	0	0	0	3
Adults 18+ estimate 2015	78	121	1,907	5,977	10,200	100	100	100	100	100



Mosaic UK Map and Data: PROVIDENCE INN, MALTON (200125)



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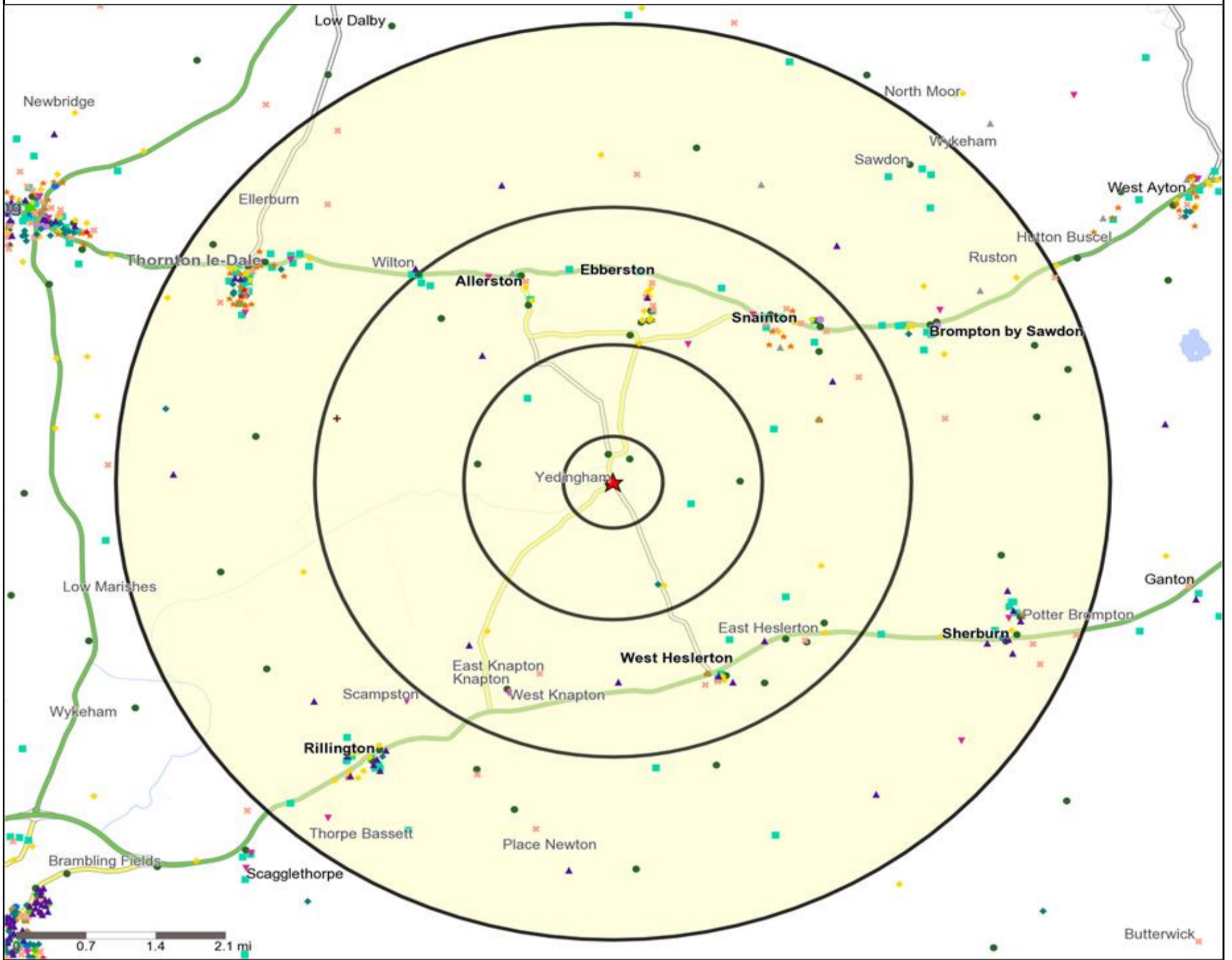
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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+)	0	0
C Country Living (18+)	78	1,440
D Rural Reality (18+)	0	0
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
Adults 18+ estimate 2015	78	100



Occasions Map and Data: PROVIDENCE INN, MALTON (200125)



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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	5	9	152	517	825	111	128	133	143	121
02 Early Doors	5	8	121	403	711	132	136	126	133	125
03 Everyday is Friday	2	3	56	205	463	62	60	69	79	95
04 Weekend Millionaires	3	5	90	289	675	64	69	76	78	96
05 Out On The Town	2	3	40	114	400	45	43	35	32	59
06 Business and Pleasure	4	6	52	153	273	173	167	89	83	78
07 Sporting Pints	0	1	25	87	325	0	13	20	22	44
08 Student Social	7	10	140	346	537	334	307	264	206	170
09 Leisurely Lunch	6	9	148	474	794	136	131	133	134	120
10 Wining and Dining	6	9	140	438	778	120	115	110	109	103
11 Household Outing	2	2	35	126	382	50	32	35	40	64
12 Midweek Meal Deal	1	2	76	273	525	45	58	134	153	156
13 Date Night	6	9	167	512	793	169	163	186	180	148
14 Birthday Treat	3	5	85	279	474	84	90	94	98	88
15 Pre Show Meal	2	3	40	105	187	163	158	129	107	101
Number of Occasions	54	84	1,367	4,321	8,142	100	100	100	100	100



Competition Map and Data: PROVIDENCE INN, MALTON (200125)



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

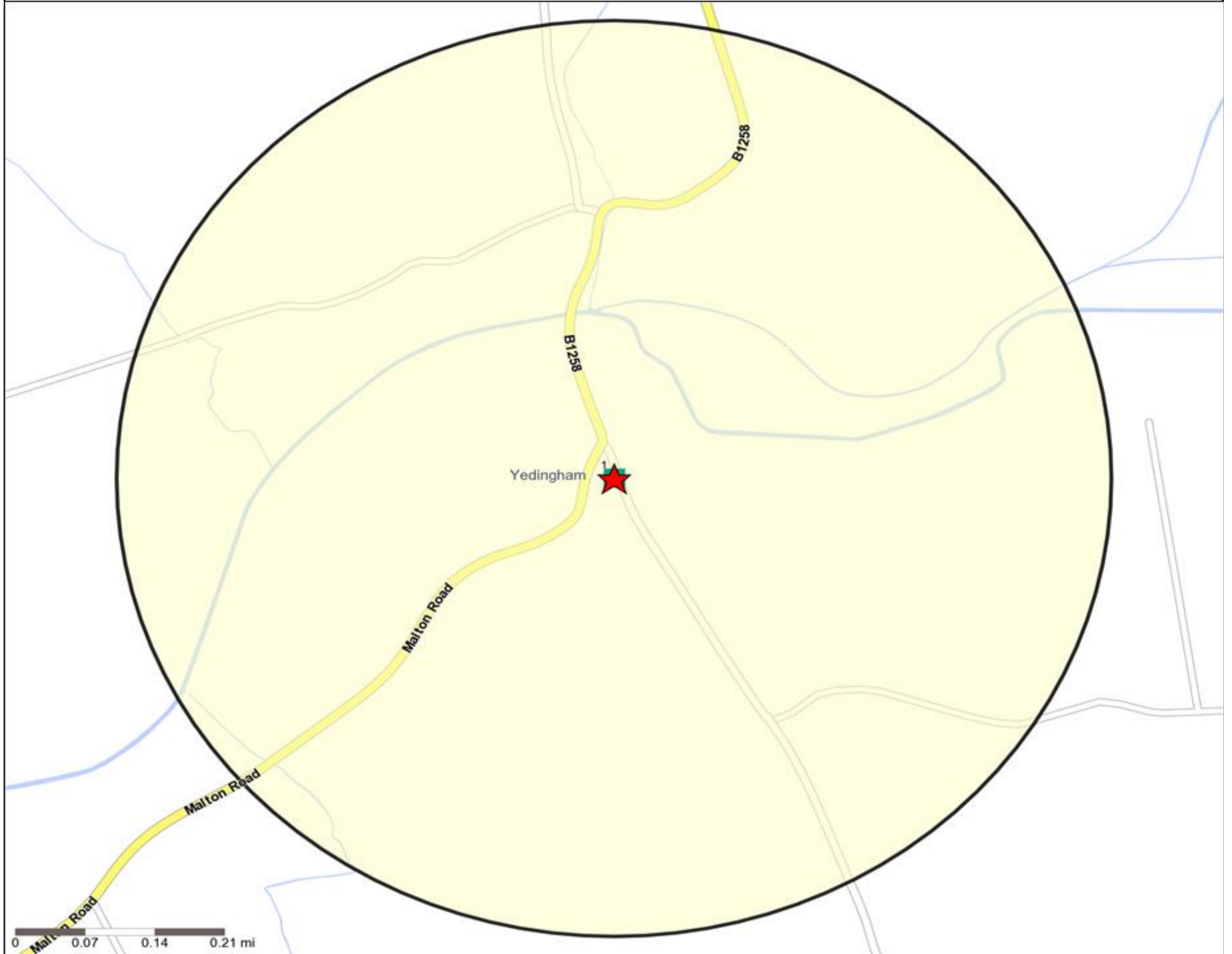


Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	2
Circuit Bar	0	0	0	0
Community Local	1	1	5	8
Dry Led	0	0	1	5
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	0	1	1	6
Total	1	2	7	21



Competition Map and Data: PROVIDENCE INN, MALTON (200125)



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: PROVIDENCE INN, MALTON (200125)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PROVIDENCE INN, MALTON	YEDINGHAM, MALTON, YO17 8SL	Punch Taverns	YO17 8SL	Punch Taverns	0.00
1	Providence Inn	Yedingham, Malton	Punch Pub Company	YO17 8SL	Community Local	0.00
2	Vale Of Pickering Caravan Park	Allerston, Pickering	Independent Free	YO18 7PQ	Other	1.26
3	Coachman Inn	Pickering Road West, Snainton, Scarborough	*Other Small Retail Groups	YO13 9PL	Community Local	2.31
4	Grapes	Scarborough Road, Ebberston, Scarborough	Admiral Taverns Ltd	YO13 9PA	Dry Led	2.31
5	Dawnay Arms Hotel	Main Street, West Heslerton, Malton	Independent Free	YO17 8RQ	Community Local	2.34
6	Cayley Arms	Allerston, Allerston, Pickering	Unknown	YO18 7PJ	Community Local	2.49
7	Peacock Hotel	66 High Street, Snainton, Scarborough	Independent Free	YO13 9AJ	Community Local	2.57
8	Garden Restaurant	Scampston, Malton	Independent Free	YO17 8NG	Other	3.17
9	Snooty Fox	East Heslerton, Malton	Independent Free	YO17 8EN	Community Local	3.17
10	Wydale Hall	Wydale, Brompton-By-Sawdon, Scarborough	Independent Free	YO13 9DG	Other	3.42
11	Coach & Horses	1 Scarborough Road, Rillington, Malton	Enterprise Inns	YO17 8LH	Dry Led	3.87
12	Fleece Inn	1 Westgate, Rillington, Malton	Independent Free	YO17 8LN	Community Local	4.12
13	Hall Hotel	Chestnut Avenue, Thornton Dale, Pickering	Independent Free	YO18 7RR	Cafe / Wine Bar	4.20
14	Sherburn Community And Sports Club	Vicarage Lane, Sherburn, Malton	Independent Free	YO17 8PL	Other	4.27
15	Lavenders Tea Rooms	The Forge, Pickering	Independent Free	YO18 7RN	Cafe / Wine Bar	4.29
16	Buck Hotel	Chestnut Avenue, Thornton Dale, Pickering	Punch Pub Company	YO18 7RW	Dry Led	4.29
17	East Riding Hotel	St Hildas Street, Sherburn, Malton	Punch Pub Company	YO17 8PG	Community Local	4.32
18	New Inn	The Square, Thornton Dale, Pickering	Star Pubs & Bars	YO18 7LF	Dry Led	4.33
19	Brandysnap Bistro	3 Whitbygate, Thornton Dale, Pickering	Independent Free	YO18 7RY	Other	4.36
20	Brompton Forge	Main Street, Sawdon, Scarborough	Independent Free	YO13 9DY	Other	4.62
21	Anvil Inn	Main Street, Sawdon, Scarborough	Independent Free	YO13 9DY	Dry Led	4.62
22	Downe Arms	Main Road, Wykeham, Scarborough	Independent Free	YO13 9QB	Community Local	5.27
23	Spencers Bar & Grill	Upper Carr Lane, Pickering	Independent Free	YO18 7JP	Cafe / Wine Bar	5.46
24	Upper Carr Caravan Park	Malton Road, Pickering	Independent Free	YO18 7JP	Other	5.46
25	Ham & Cheese Inn	Main Street, Scagglethorpe, Malton	Independent Free	YO17 8DY	Dry Led	5.53
26	Ganton Golf Club	Station Road, Ganton, Scarborough	Independent Free	YO12 4PA	Other	5.59
27	Beansheaf Hotel	Malton Road, Kirby Misperton, Malton	Independent Free	YO17 6UE	Other	5.64
28	Black Bull	Malton Road, Pickering	Punch Pub Company	YO18 8EA	Dry Led	5.76
29	Pickering Showground	Malton Road, Pickering	Independent Free	YO18 8EA	Other	5.76
30	Greyhound Ganton	Main Road, Ganton, Scarborough	*Other Small Retail Groups	YO12 4NX	Dry Led	5.90