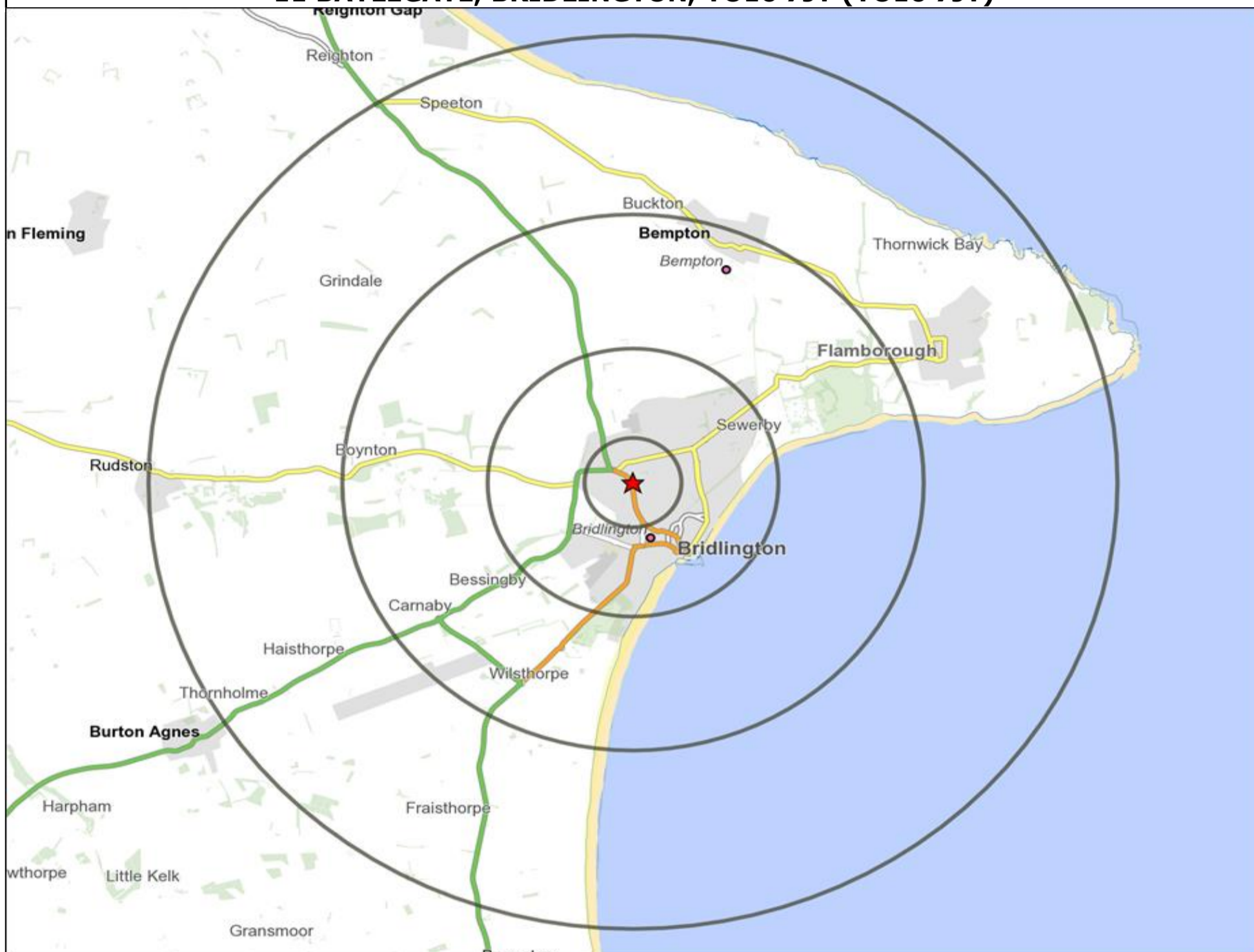




**Customer Profile Report for BULL & SUN, BRIDLINGTON (Punch Outlet Number: 201562)  
11 BAYLEGATE, BRIDLINGTON, YO16 7JT (YO16 7JT)**



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

**Age Data Table**

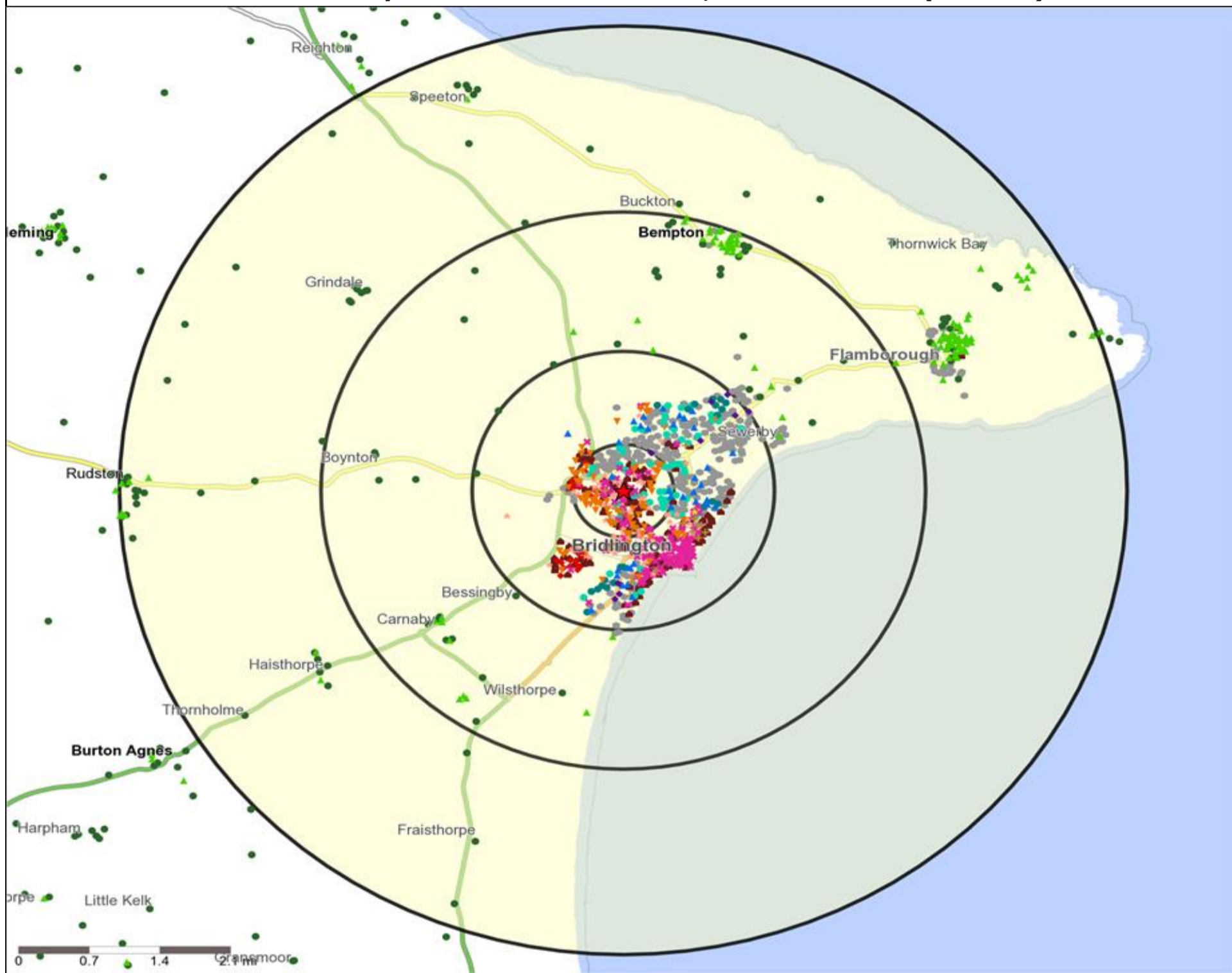
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,956	5,643	5,858	6,138	6,715	102	84	82	79	78
16-17	254	754	776	810	895	107	90	87	84	84
18-24	830	2,531	2,621	2,785	3,071	90	78	76	74	74
25-34	1,127	3,238	3,326	3,418	3,732	81	66	64	60	59
35-44	1,030	3,381	3,561	3,791	4,143	80	74	73	72	71
45-54	1,208	4,613	4,961	5,417	6,162	84	90	91	92	94
55-64	1,227	4,784	5,220	5,840	6,623	107	118	121	125	127
65+	2,555	11,029	11,972	13,164	14,763	139	170	174	177	178
Population estimate 2015	10,187	35,973	38,295	41,363	46,104	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	9,567	33,911	36,207	39,123	43,759	98%	98%	98%	98%	99%
Mixed / Multiple Ethnic Groups	76	242	248	259	288	1%	1%	1%	1%	1%
Asian / Asian British	63	209	212	226	242	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	10	54	55	56	58	0%	0%	0%	0%	0%
Other Ethnic Group	30	58	58	58	68	0%	0%	0%	0%	0%
All People (Ethnic Group)	9,746	34,474	36,780	39,722	44,415	100	100	100	100	100



### Mosaic UK Map and Data: BULL & SUN, BRIDLINGTON (201562)



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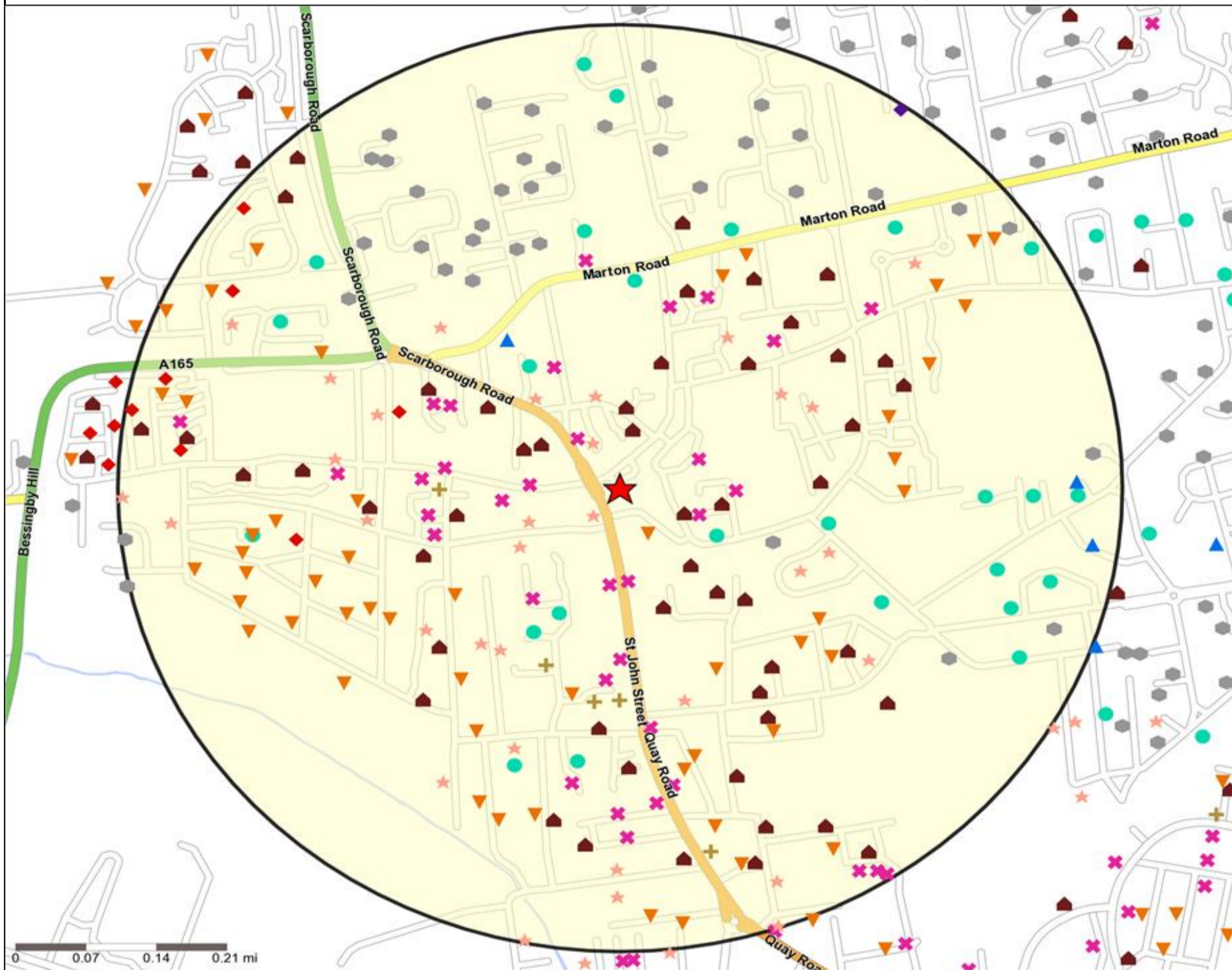
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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
<b>A City Prosperity (18+)</b>	0	4	4	4	4	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	0	220	223	223	225	0	10	10	9	8
<b>C Country Living (18+)</b>	4	85	473	1,300	2,191	1	4	22	54	82
<b>D Rural Reality (18+)</b>	0	23	932	2,406	4,541	0	1	43	101	170
<b>E Senior Security (18+)</b>	1,015	7,936	8,616	9,046	9,895	156	330	335	323	316
<b>F Suburban Stability (18+)</b>	93	1,534	1,553	1,553	1,555	19	85	80	74	66
<b>G Domestic Success (18+)</b>	0	1,039	1,054	1,054	1,054	0	42	40	36	33
<b>H Aspiring Homemakers (18+)</b>	792	2,511	2,514	2,514	2,544	109	93	87	80	73
<b>I Family Basics (18+)</b>	1,750	3,032	3,037	3,037	3,037	304	142	133	122	109
<b>J Transient Renters (18+)</b>	974	4,155	4,157	4,157	4,198	212	244	228	209	189
<b>K Municipal Challenge (18+)</b>	241	928	928	928	928	51	53	50	46	41
<b>L Vintage Value (18+)</b>	1,882	5,304	5,333	5,359	5,486	375	285	268	247	226
<b>M Modest Traditions (18+)</b>	1,091	2,112	2,141	2,141	2,141	288	150	142	131	117
<b>N Urban Cohesion (18+)</b>	0	18	18	18	18	0	1	1	1	1
<b>O Rental Hubs (18+)</b>	134	659	659	659	659	22	29	27	25	22
<b>Adults 18+ estimate 2015</b>	<b>7,976</b>	<b>29,560</b>	<b>31,642</b>	<b>34,399</b>	<b>38,476</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: BULL & SUN, BRIDLINGTON (201562)**



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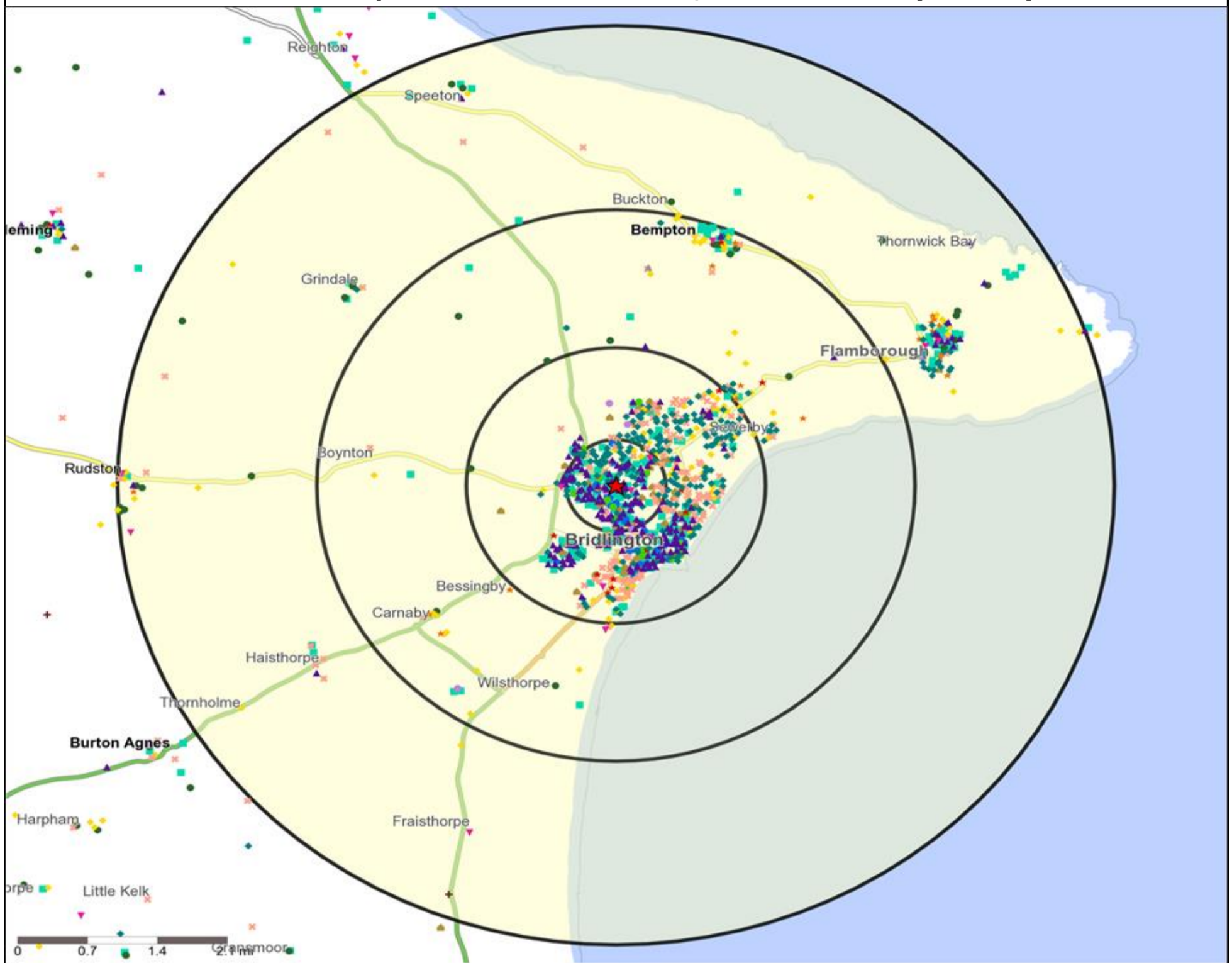
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic 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+)	4	1
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,015	156
F Suburban Stability (18+)	93	19
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	792	109
I Family Basics (18+)	1,750	304
J Transient Renters (18+)	974	212
K Municipal Challenge (18+)	241	51
L Vintage Value (18+)	1,882	375
M Modest Traditions (18+)	1,091	288
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	134	22
<b>Adults 18+ estimate 2015</b>	<b>7,976</b>	<b>100</b>



### Occasions Map and Data: BULL & SUN, BRIDLINGTON (201562)



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- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✂ 10 Wining and Dining
- ★ 14 Birthday Treat
- 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	1,086	3,392	3,582	3,838	4,213	154	148	148	149	150
02 Early Doors	1,083	3,408	3,576	3,811	4,144	183	177	177	177	176
03 Everyday is Friday	526	1,598	1,665	1,766	1,928	104	97	97	96	96
04 Weekend Millionaires	1,018	2,889	2,952	3,078	3,264	140	122	119	116	113
05 Out On The Town	701	2,121	2,162	2,205	2,300	100	93	90	86	82
06 Business and Pleasure	161	533	549	586	636	45	45	44	45	44
07 Sporting Pints	614	1,681	1,704	1,748	1,836	80	67	65	62	60
08 Student Social	98	427	487	598	769	30	40	44	50	59
09 Leisurely Lunch	672	2,356	2,516	2,735	3,049	98	105	107	109	111
10 Wining and Dining	463	2,120	2,282	2,480	2,781	59	83	85	87	89
11 Household Outing	744	2,120	2,166	2,219	2,327	120	105	102	98	94
12 Midweek Meal Deal	414	1,150	1,207	1,310	1,439	119	101	101	103	104
13 Date Night	272	1,563	1,758	1,987	2,340	49	87	93	98	106
14 Birthday Treat	444	1,556	1,653	1,766	1,964	80	86	87	87	89
15 Pre Show Meal	124	515	544	567	620	65	83	83	81	81
<b>Number of Occasions</b>	<b>8,420</b>	<b>27,429</b>	<b>28,803</b>	<b>30,694</b>	<b>33,610</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



## Competition Map and Data: BULL & SUN, BRIDLINGTON (201562)



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

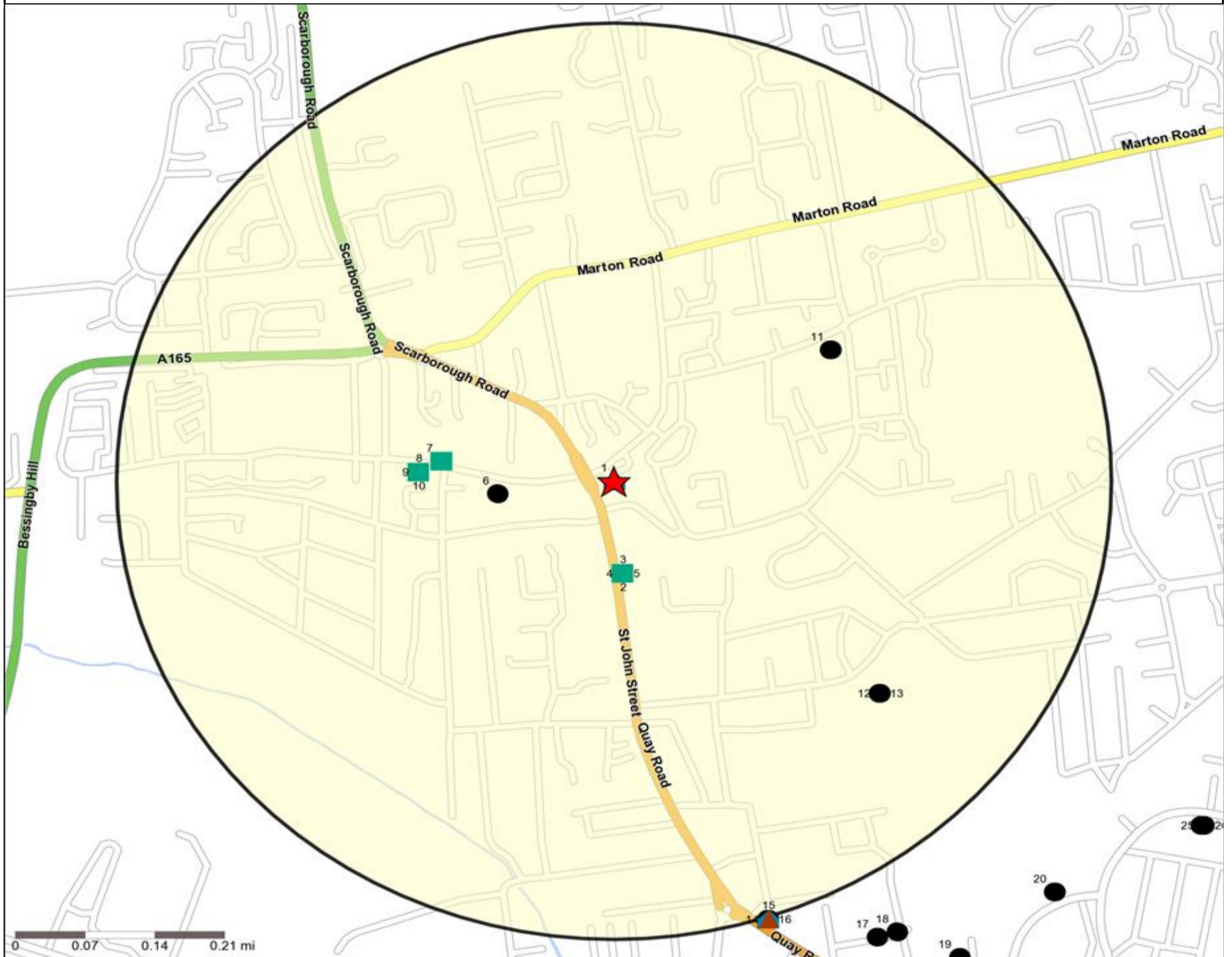


### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	4	4	4
Circuit Bar	0	8	8	8
Community Local	4	20	22	28
Dry Led	1	7	7	8
Branded Food Pub	0	1	1	1
Rural	0	0	0	0
Other	8	121	131	137
<b>Total</b>	<b>13</b>	<b>161</b>	<b>173</b>	<b>186</b>



### Competition Map and Data: BULL & SUN, BRIDLINGTON (201562)



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
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	4
Dry Led	1
Branded Food Pub	0
Rural	0
Other	8
<b>Total</b>	<b>13</b>



## Local Competition: BULL & SUN, BRIDLINGTON (201562)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BULL & SUN, BRIDLINGTON	11 BAYLEGATE, BRIDLINGTON, YO16 7JT	Punch Taverns	YO16 7JT	Punch Taverns	0.00
1	<a href="#">Bull &amp; Sun Hotel</a>	11 Baylegate, Bridlington	<a href="#">Punch Pub Company</a>	YO16 7JT	Dry Led	0.00
2	<a href="#">Saffron</a>	106-108 St Johns Street, Bridlington	<a href="#">Independent Free</a>	YO16 7JS	Other	0.10
3	<a href="#">China City Restaurant</a>	128-130 St Johns Street, Bridlington	<a href="#">Independent Free</a>	YO16 7JS	Other	0.10
4	<a href="#">Indian Palace</a>	124 St Johns Street, Bridlington	<a href="#">Independent Free</a>	YO16 7JS	Other	0.10
5	<a href="#">Old Ship Inn</a>	90 St Johns Street, Bridlington	<a href="#">Enterprise Inns</a>	YO16 7JS	Community Local	0.10
6	<a href="#">Ellie Mays Bistro</a>	55-57 High Street, Bridlington	<a href="#">Independent Free</a>	YO16 4PR	Other	0.12
7	<a href="#">Globe Inn</a>	82 High Street, Bridlington	<a href="#">Independent Free</a>	YO16 4QA	Community Local	0.17
8	<a href="#">Queens Hotel</a>	75-77 High Street, Bridlington	<a href="#">Enterprise Inns</a>	YO16 4PN	Community Local	0.20
9	<a href="#">Black Lion</a>	93-95 High Street, Filey, Bridlington	<a href="#">Independent Free</a>	YO16 4PN	Community Local	0.20
10	<a href="#">Raffles Restaurant</a>	73 High Street, Bridlington	<a href="#">Independent Free</a>	YO16 4PN	Other	0.20
11	<a href="#">Sewerby Grange Hotel</a>	441 Sewerby Road, Bridlington	<a href="#">Independent Free</a>	YO16 7BE	Other	0.26
12	<a href="#">Bridlington Rugby Club</a>	Queensgate, Bridlington	<a href="#">Independent Free</a>	YO16 7LN	Other	0.35
13	<a href="#">Bridlington Town Football Club</a>	Queensgate, Bridlington	<a href="#">Independent Free</a>	YO16 7LN	Other	0.35
14	<a href="#">New Crown Hotel</a>	158 Quay Road, Bridlington	<a href="#">Enterprise Inns</a>	YO16 4JB	Dry Led	0.50
15	<a href="#">Bellezza</a>	104-106 Quay Road, Bridlington	<a href="#">Independent Free</a>	YO16 4JB	Other	0.50
16	<a href="#">Telegraph Inn</a>	110 Quay Road, Bridlington	<a href="#">Independent Free</a>	YO16 4JB	Circuit Bar	0.50
17	<a href="#">Bridlington Trinity Football Club Social Club</a>	Blenheim Road, Bridlington	<a href="#">Independent Free</a>	YO16 4LD	Other	0.56
18	<a href="#">Bridlington Sports &amp; Community Club</a>	Moorfield Road, Dukes Par, Bridlington	<a href="#">Independent Free</a>	YO16 4LE	Other	0.57
19	<a href="#">British Gas Sports &amp; Social Club</a>	1a Olivers Lane, Bridlington	<a href="#">Independent Free</a>	YO15 2AS	Other	0.63
20	<a href="#">Victoria Hotel</a>	39-41 Victoria Road, Bridlington	<a href="#">Independent Free</a>	YO15 2AT	Other	0.63
21	<a href="#">Dulverton Court</a>	17 Victoria Road, Bridlington	<a href="#">Independent Free</a>	YO15 2BW	Other	0.66
22	<a href="#">Station Buffet</a>	Station Approach, Bridlington	<a href="#">Independent Free</a>	YO15 3EP	Cafe / Wine Bar	0.66
23	<a href="#">Supattra</a>	29 Quay Road, Bridlington	<a href="#">Independent Free</a>	YO15 2AR	Other	0.66
24	<a href="#">Hawthorne Holiday Park</a>	Bempton Lane, Bridlington	<a href="#">Independent Free</a>	YO16 6HE	Other	0.68
25	<a href="#">Springfield Guest House</a>	12 Trinity Road, Bridlington	<a href="#">Independent Free</a>	YO15 2EY	Other	0.70
26	<a href="#">Northcote Hotel</a>	8-10 Trinity Road, Bridlington	<a href="#">Independent Free</a>	YO15 2EY	Other	0.70
27	<a href="#">Glenthams Guest House</a>	17 Wellington Road, Bridlington	<a href="#">Independent Free</a>	YO15 2BA	Other	0.72
28	<a href="#">Quay Snooker &amp; Leisure Club</a>	1 Quay Road, Bridlington	<a href="#">Independent Free</a>	YO15 2AB	Other	0.73
29	<a href="#">Seabirds</a>	6 Fortyfoot, Bridlington	<a href="#">Marston's</a>	YO16 7RX	Dry Led	0.73
30	<a href="#">Wavercrest Guest House</a>	20 Vernon Road, Bridlington	<a href="#">Independent Free</a>	YO15 2HE	Other	0.75