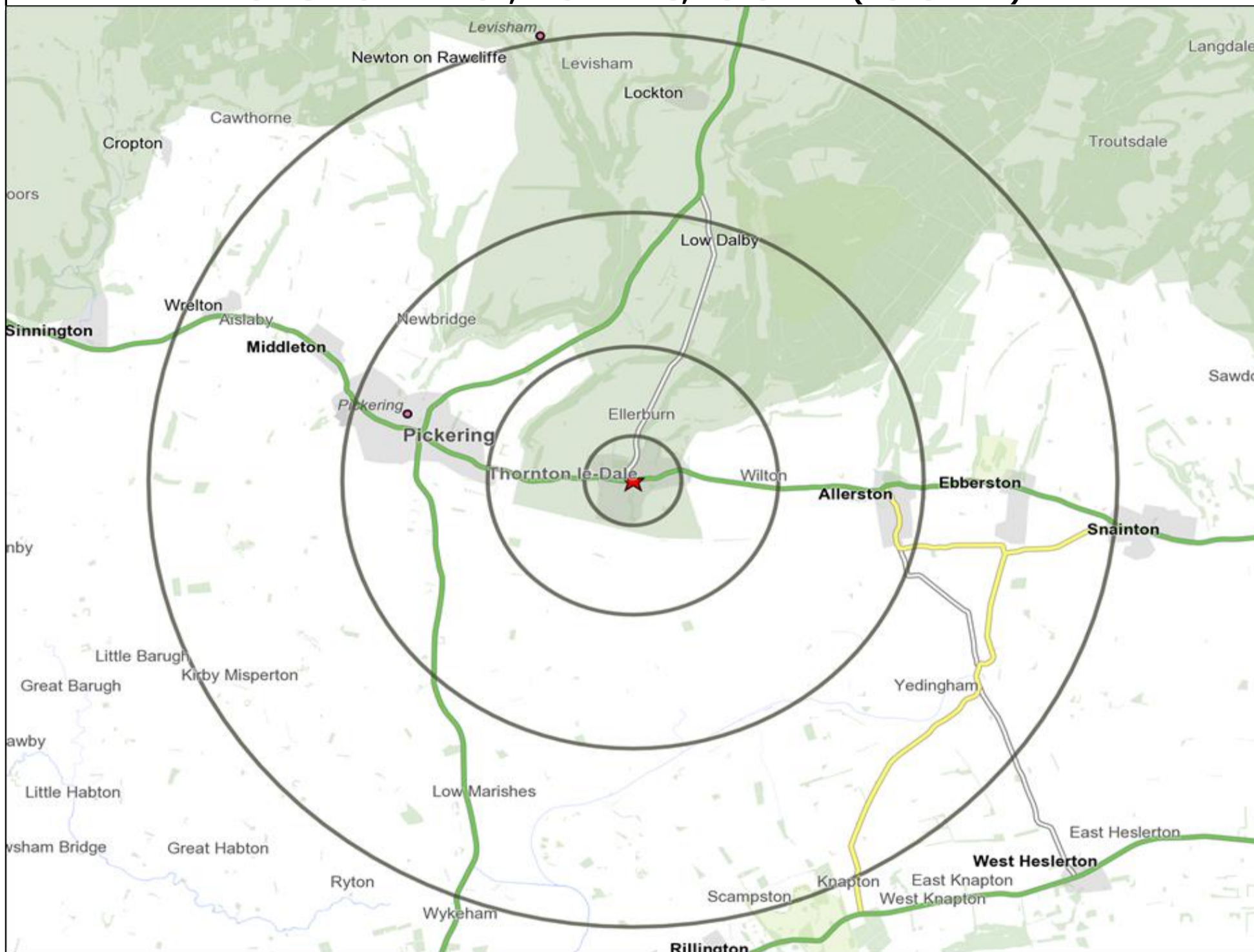




**Customer Profile Report for BUCK INN, PICKERING (Punch Outlet Number: 200098)
CHESTNUT AVENUE, PICKERING, YO18 7RW (YO18 7RW)**



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

Age Data Table

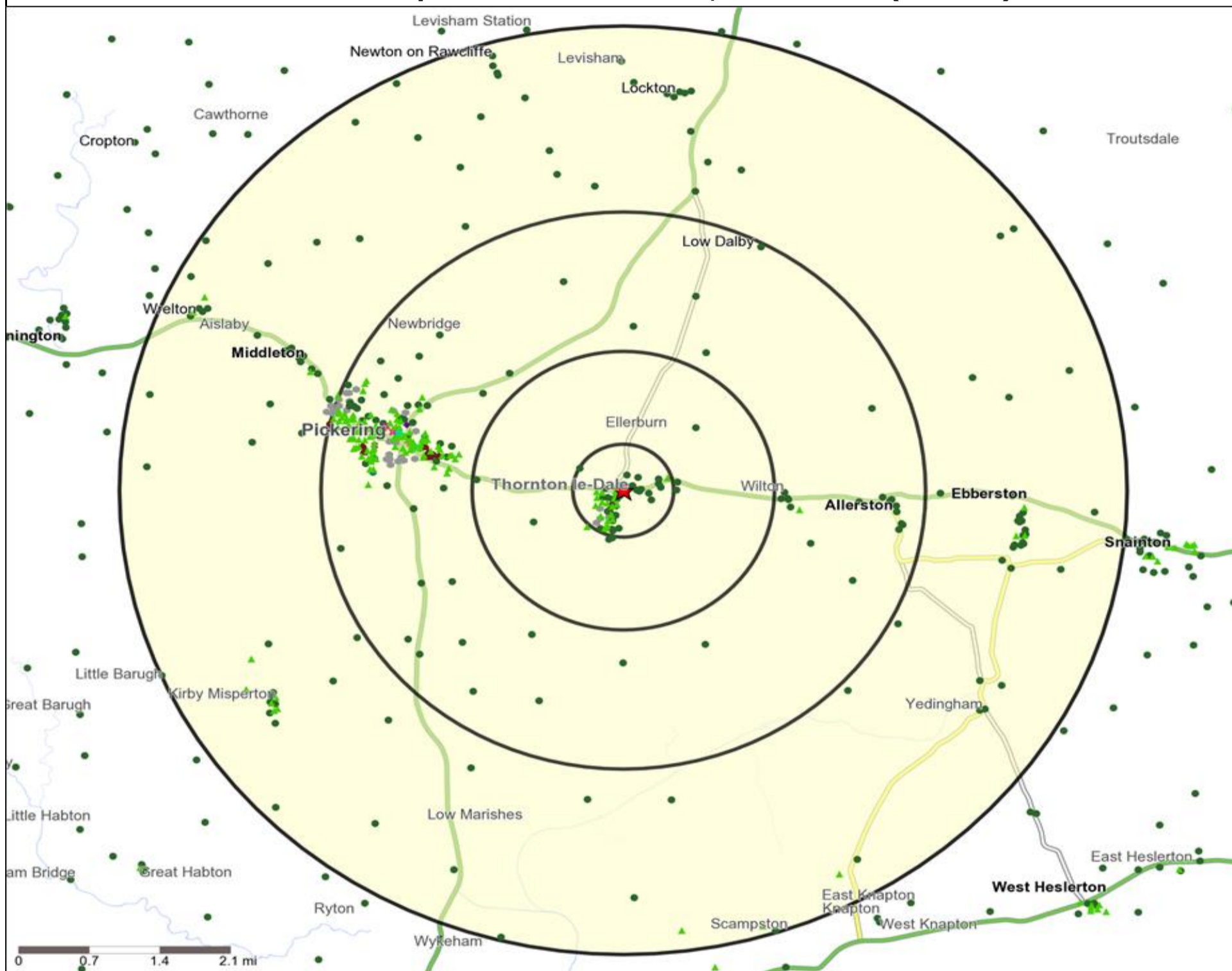
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	169	186	1,350	1,767	1,900	58	57	79	79	77
16-17	26	31	220	279	292	72	77	104	101	95
18-24	61	66	566	689	758	43	42	69	64	64
25-34	85	95	678	875	970	40	40	55	54	54
35-44	135	145	853	1,123	1,232	68	66	74	75	74
45-54	229	258	1,205	1,714	1,928	103	105	94	102	103
55-64	288	316	1,321	1,818	2,073	163	162	129	135	139
65+	568	628	2,881	3,607	4,017	202	202	176	169	169
Population estimate 2015	1,561	1,725	9,074	11,872	13,170	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	1,519	1,684	8,598	11,357	12,673	99%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	9	10	55	72	82	1%	1%	1%	1%	1%
Asian / Asian British	4	4	31	46	54	0%	0%	0%	0%	0%
Black / African / Caribbean / Black British	0	0	4	5	6	0%	0%	0%	0%	0%
Other Ethnic Group	0	0	8	8	10	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,532	1,698	8,696	11,488	12,825	100	100	100	100	100



Mosaic UK Map and Data: BUCK INN, PICKERING (200098)



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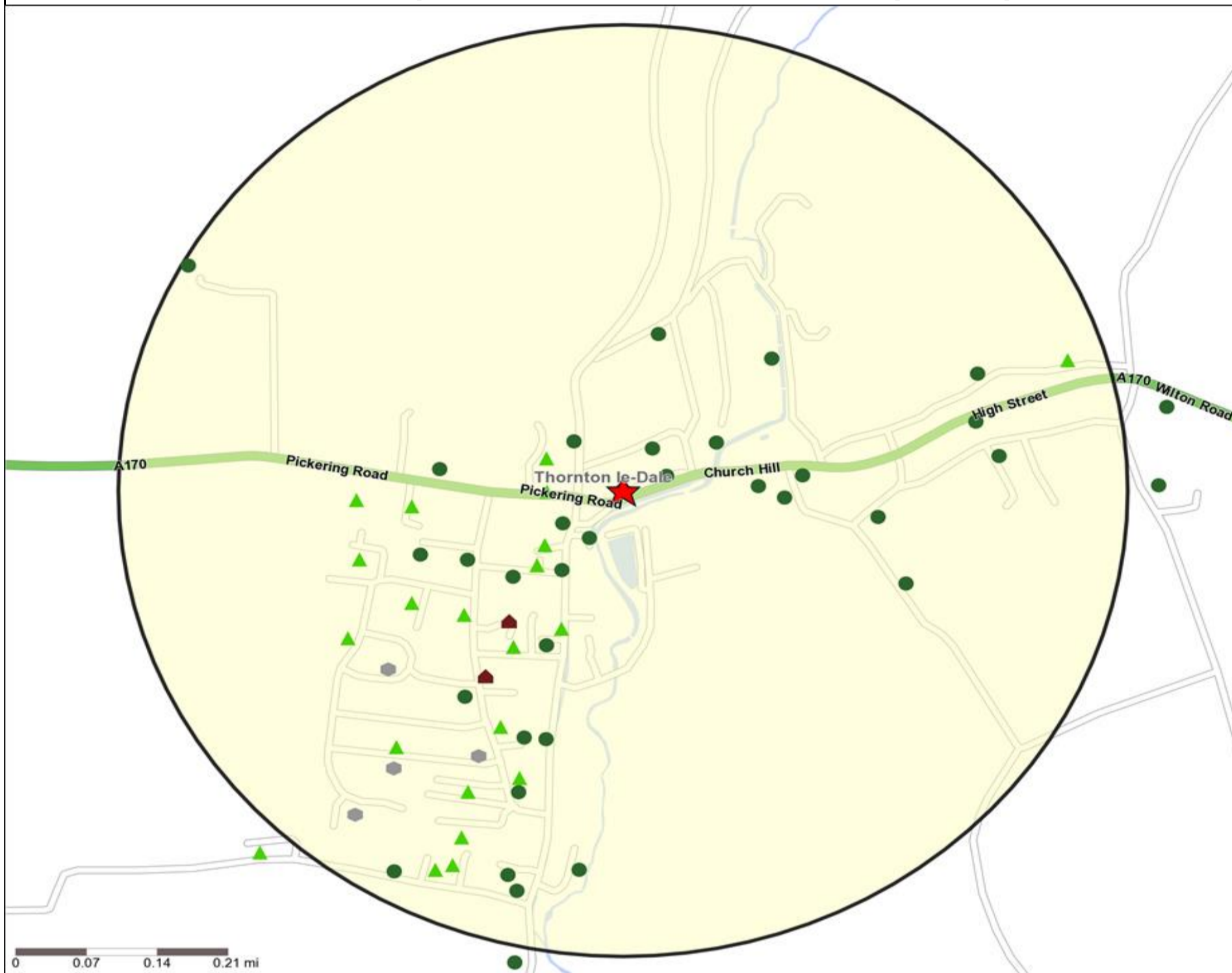
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	0	7	7	7	0	0	1	1	1
C Country Living (18+)	698	815	2,038	3,824	4,372	736	779	391	562	575
D Rural Reality (18+)	461	481	3,806	4,199	4,802	487	461	732	619	633
E Senior Security (18+)	155	159	979	1,090	1,090	140	130	161	137	122
F Suburban Stability (18+)	0	0	0	0	0	0	0	0	0	0
G Domestic Success (18+)	0	0	136	143	143	0	0	22	17	16
H Aspiring Homemakers (18+)	0	0	28	28	28	0	0	4	3	3
I Family Basics (18+)	0	0	0	0	0	0	0	0	0	0
J Transient Renters (18+)	0	0	48	48	48	0	0	11	8	8
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	52	52	397	398	398	60	55	84	65	58
M Modest Traditions (18+)	0	0	0	0	0	0	0	0	0	0
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	59	59	59	0	0	10	8	7
Adults 18+ estimate 2015	1,366	1,507	7,498	9,796	10,947	100	100	100	100	100



Mosaic UK Map and Data: BUCK INN, PICKERING (200098)



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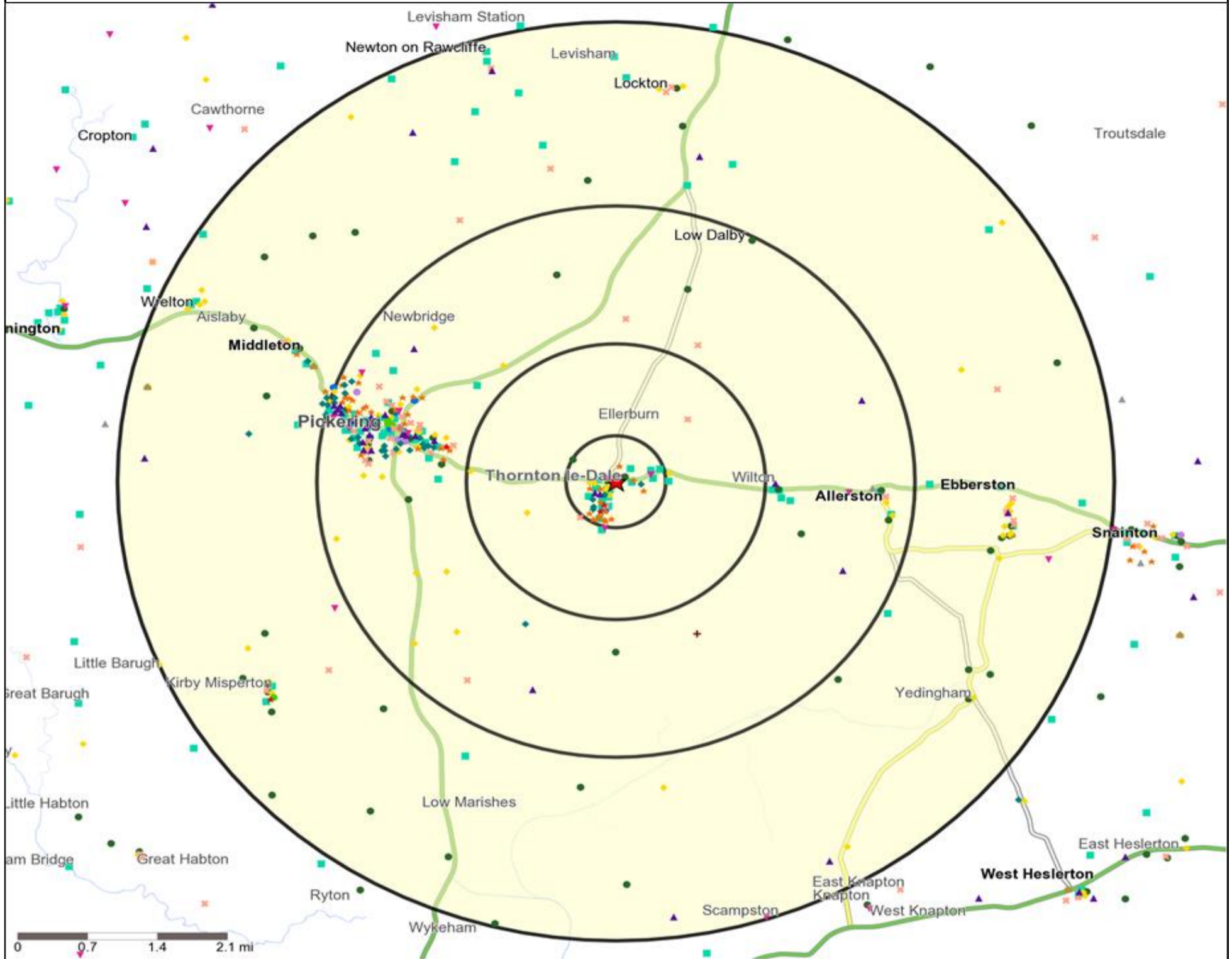
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- K Municipal Challenge
- 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+)	698	736
D Rural Reality (18+)	461	487
E Senior Security (18+)	155	140
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+)	52	60
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,366	100



Occasions Map and Data: BUCK INN, PICKERING (200098)



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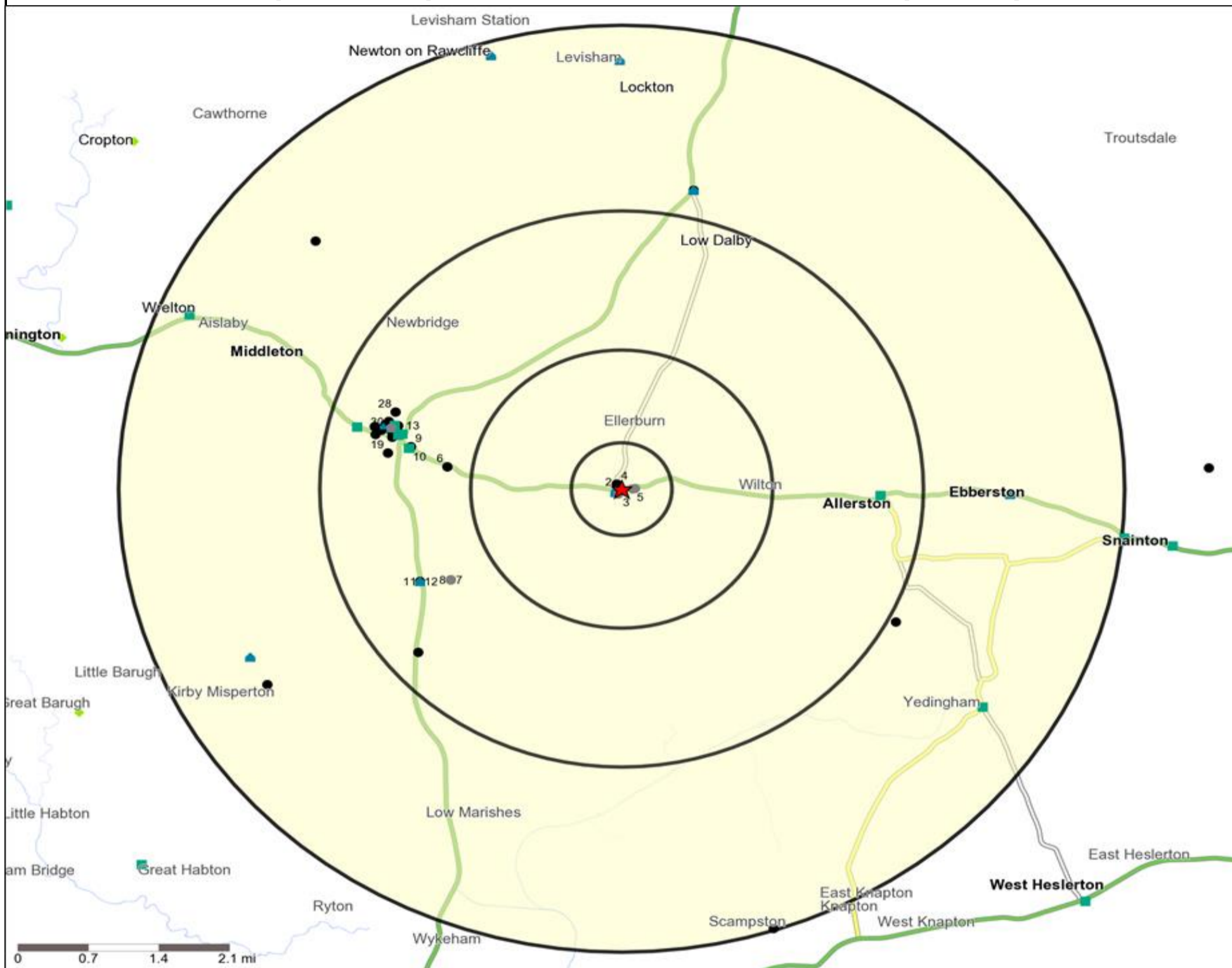
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ◆ 13 Date Night
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✕ 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	137	151	705	875	997	161	162	142	140	142
02 Early Doors	114	123	665	808	886	160	158	160	154	150
03 Everyday is Friday	48	52	347	405	449	79	78	98	90	89
04 Weekend Millionaires	40	44	388	491	536	46	46	76	76	74
05 Out On The Town	26	28	185	231	259	31	30	37	37	37
06 Business and Pleasure	32	37	154	222	256	73	77	60	69	71
07 Sporting Pints	11	12	191	214	232	12	12	35	31	30
08 Student Social	45	52	299	426	491	114	120	130	147	151
09 Leisurely Lunch	116	126	613	785	885	140	139	126	128	129
10 Wining and Dining	106	116	567	736	832	112	112	103	106	107
11 Household Outing	28	32	251	295	321	37	39	57	54	52
12 Midweek Meal Deal	101	110	411	493	560	240	239	167	159	161
13 Date Night	122	132	621	821	933	182	180	159	167	169
14 Birthday Treat	70	76	449	540	597	105	104	115	109	108
15 Pre Show Meal	20	22	100	147	170	87	87	74	87	89
Number of Occasions	1,016	1,113	5,946	7,489	8,404	100	100	100	100	100



Competition Map and Data: BUCK INN, PICKERING (200098)



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

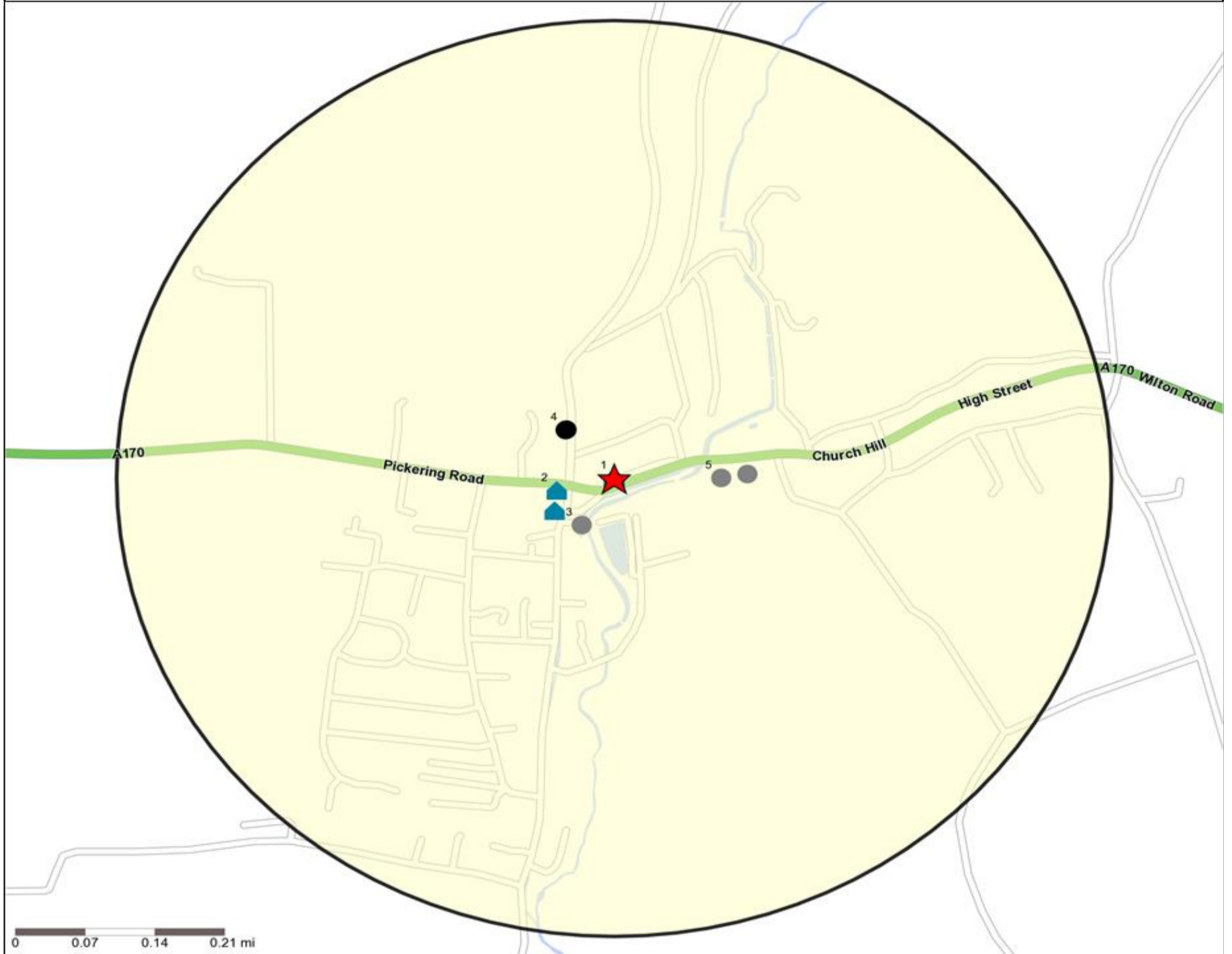
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	2	2	4	4
Circuit Bar	0	0	0	0
Community Local	0	0	6	8
Dry Led	2	2	6	11
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	1	1	21	26
Total	5	5	37	49



Competition Map and Data: BUCK INN, PICKERING (200098)



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	0
Community Local	0
Dry Led	2
Branded Food Pub	0
Rural	0
Other	1
Total	5



Local Competition: BUCK INN, PICKERING (200098)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BUCK INN, PICKERING	CHESTNUT AVENUE, PICKERING, YO18 7RW	Punch Taverns	YO18 7RW	Punch Taverns	0.00
1	Buck Hotel	Chestnut Avenue, Thornton Dale, Pickering	Punch Pub Company	YO18 7RW	Dry Led	0.00
2	New Inn	The Square, Thornton Dale, Pickering	Star Pubs & Bars	YO18 7LF	Dry Led	0.06
3	Lavenders Tea Rooms	The Forge, Pickering	Independent Free	YO18 7RN	Cafe / Wine Bar	0.06
4	Brandysnap Bistro	3 Whitbygate, Thornton Dale, Pickering	Independent Free	YO18 7RY	Other	0.07
5	Hall Hotel	Chestnut Avenue, Thornton Dale, Pickering	Independent Free	YO18 7RR	Cafe / Wine Bar	0.11
6	Ryedale Sports Club	Thornton Road, Pickering	Independent Free	YO18 7HZ	Other	1.75
7	Spencers Bar & Grill	Upper Carr Lane, Pickering	Independent Free	YO18 7JP	Cafe / Wine Bar	1.96
8	Upper Carr Caravan Park	Malton Road, Pickering	Independent Free	YO18 7JP	Other	1.96
9	La Quila	7 Eastgate, Pickering	Independent Free	YO18 7DU	Other	2.14
10	Royal Oak	129 Eastgate, Pickering	Enterprise Inns	YO18 7DW	Community Local	2.16
11	Pickering Showground	Malton Road, Pickering	Independent Free	YO18 8EA	Other	2.24
12	Black Bull	Malton Road, Pickering	Punch Pub Company	YO18 8EA	Dry Led	2.24
13	Horse Shoe	4 Hall Garth, Pickering	Independent Free	YO18 7AW	Community Local	2.26
14	Lettered Board	7 Smiddy Hill, Pickering	Punch Pub Company	YO18 7AN	Community Local	2.30
15	Bon Appetit	2 Birdgate, Pickering	Independent Free	YO18 7AL	Other	2.31
16	Willowgate Bistro	1 Willowgate, Pickering	Independent Free	YO18 7BE	Other	2.32
17	Spice 4U	41 Hungate, Pickering	Independent Free	YO18 7DG	Other	2.33
18	Forest & Vale Hotel	Malton Road, Pickering	Independent Free	YO18 7DL	Other	2.35
19	Pickering Recreation Gr Club	Mill Lane, Pickering	Independent Free	YO18 7DB	Other	2.36
20	Burgate House	17 Burgate, Pickering	Independent Free	YO18 7AU	Other	2.36
21	Black Swan	18 Burgate, Pickering	Unknown	YO18 7AU	Community Local	2.36
22	Royal British Legion Club	31 Champleys Mews, Pickering	Independent Free	YO18 7AE	Other	2.37
23	Pickering & District Conservative Club	40 Market Place, Pickering	Independent Free	YO18 7AE	Other	2.37
24	Cilantro	21 Market Place, Pickering	Independent Free	YO18 7AE	Other	2.37
25	Bay Horse	8 Market Place, Pickering	Punch Pub Company	YO18 7AA	Dry Led	2.38
26	White Swan Hotel	3A Market Place, Pickering	Independent Free	YO18 7AA	Dry Led	2.38
27	Bar 4 & Lounge	4 Market Place, Pickering	Independent Free	YO18 7AA	Cafe / Wine Bar	2.38
28	Castlegate Taberna	1 Castlegate, Pickering	Independent Free	YO18 7AX	Other	2.39
29	Fortune Inn	1-2 Park Street, Pickering	Independent Free	YO18 7AJ	Other	2.43
30	Station Hotel	11 Park Street, Pickering	Hawthorn Leisure	YO18 7AJ	Other	2.43