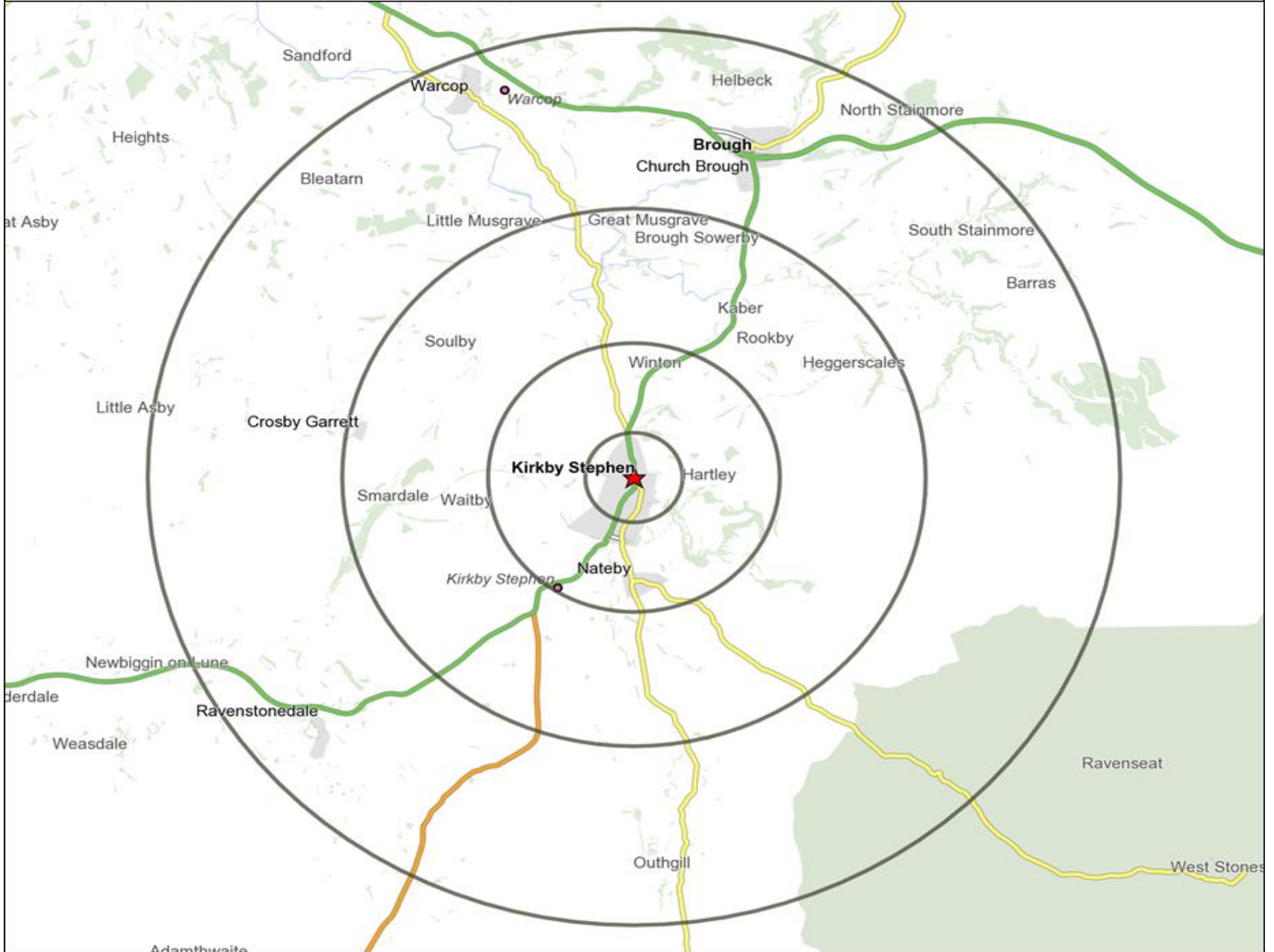




**Customer Profile Report for BLACK BULL, KIRKY STEPHEN (Punch Outlet Number: 127335)
38 MARKET STREET, KIRKBY STEPHEN, CA17 4QW (CA17 4QW)**



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

Age Data Table

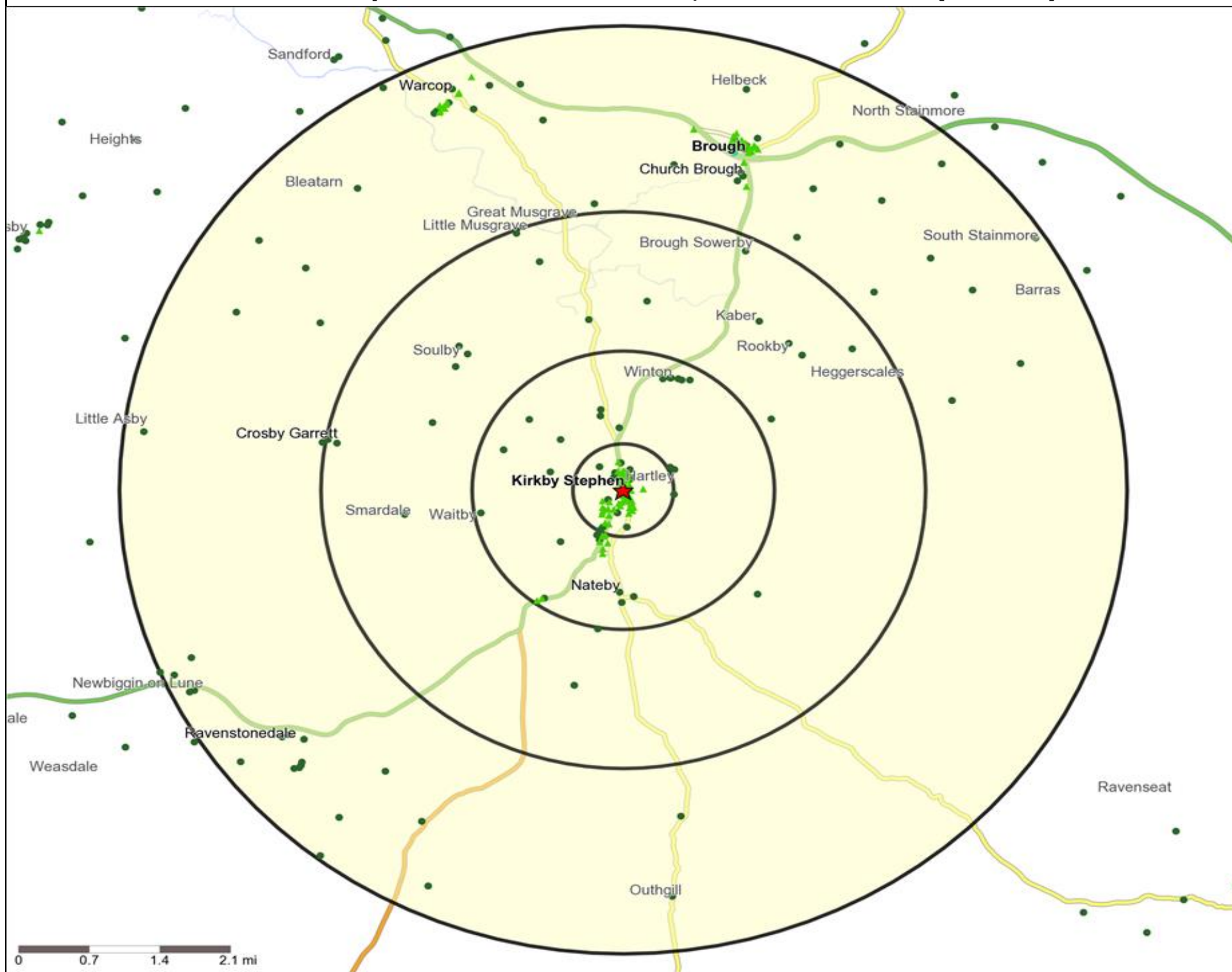
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	196	350	447	817	900	71	77	78	84	84
16-17	26	50	68	114	120	76	89	95	95	90
18-24	90	123	181	312	348	68	56	65	67	67
25-34	185	267	307	505	557	92	80	73	71	71
35-44	105	203	265	491	560	56	66	68	75	77
45-54	170	299	403	688	777	82	87	92	94	96
55-64	205	326	420	733	848	124	119	121	125	131
65+	489	811	982	1,507	1,627	185	185	177	162	157
Population estimate 2015	1,466	2,429	3,073	5,167	5,737	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	1,457	2,270	2,889	4,917	5,458	99%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	4	5	7	11	12	0%	0%	0%	0%	0%
Asian / Asian British	9	15	16	24	26	1%	1%	1%	0%	0%
Black / African / Caribbean / Black British	0	0	0	2	2	0%	0%	0%	0%	0%
Other Ethnic Group	0	0	0	0	0	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,470	2,290	2,912	4,954	5,498	100	100	100	100	100



Mosaic UK Map and Data: BLACK BULL, KIRKY STEPHEN (127335)



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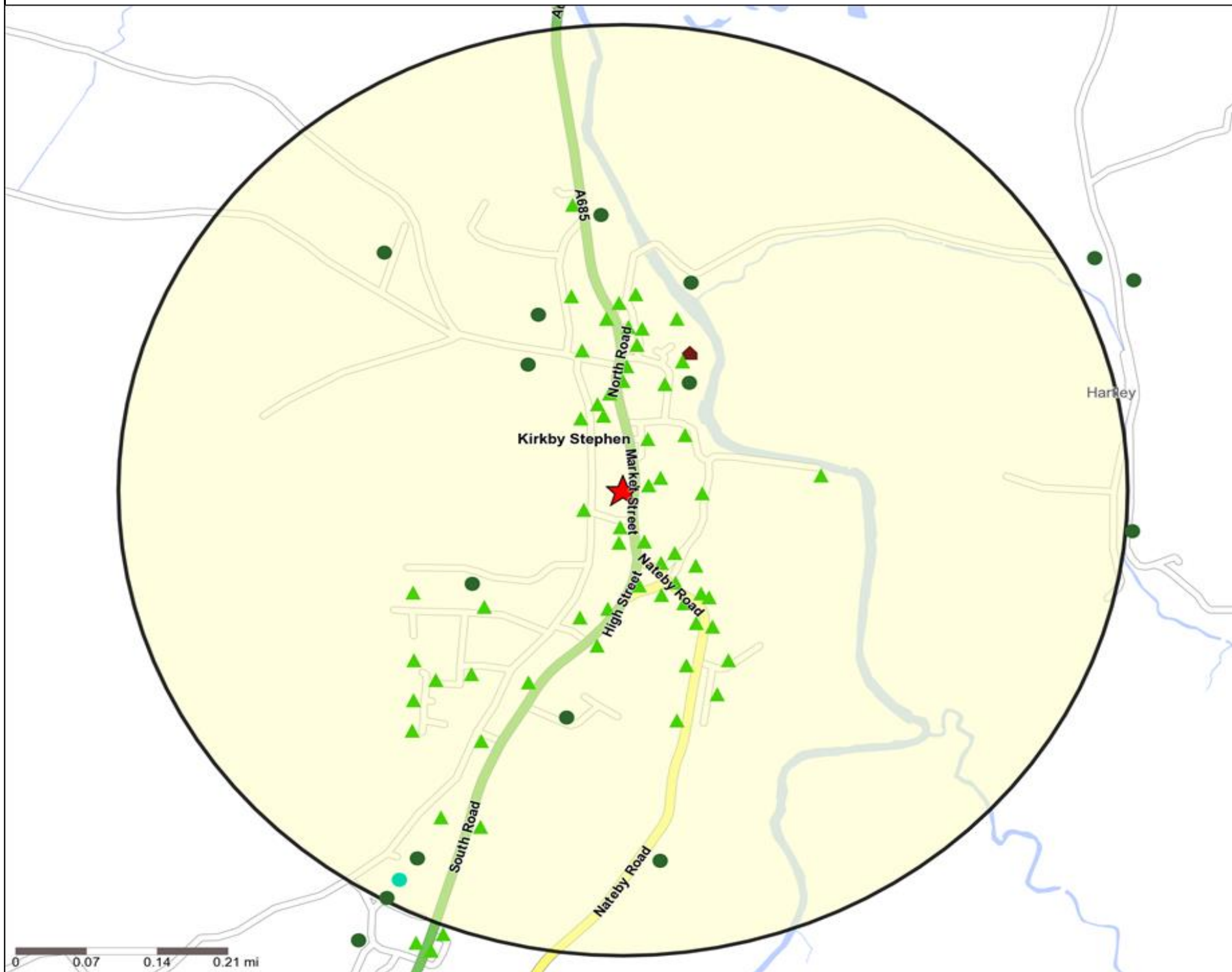
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- 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	0	0	0	0	0	0
C Country Living (18+)	192	710	1,239	2,340	2,793	225	511	705	801	858
D Rural Reality (18+)	1,002	1,255	1,255	1,823	1,852	1,175	905	715	625	570
E Senior Security (18+)	0	0	0	0	0	0	0	0	0	0
F Suburban Stability (18+)	0	0	0	0	0	0	0	0	0	0
G Domestic Success (18+)	0	0	0	0	0	0	0	0	0	0
H Aspiring Homemakers (18+)	1	2	2	9	9	1	1	1	2	2
I Family Basics (18+)	0	0	0	0	0	0	0	0	0	0
J Transient Renters (18+)	0	0	0	0	0	0	0	0	0	0
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	35	35	35	35	35	45	28	22	13	12
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	0	0	0	0	0	0	0	0
Adults 18+ estimate 2015	1,230	2,002	2,531	4,207	4,689	100	100	100	100	100



Mosaic UK Map and Data: BLACK BULL, KIRKY STEPHEN (127335)



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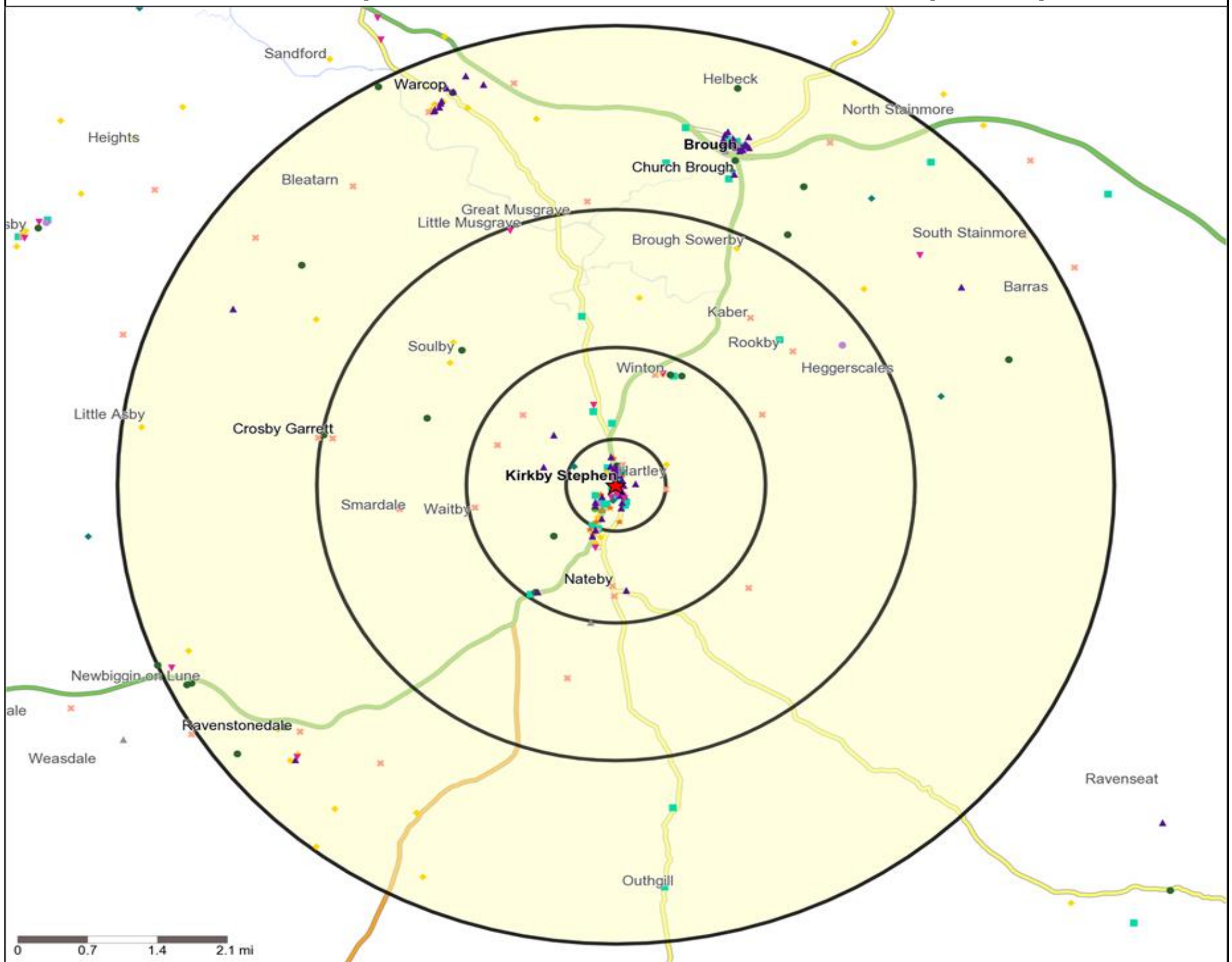
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K 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+)	0	0
C Country Living (18+)	192	225
D Rural Reality (18+)	1,002	1,175
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	1	1
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	35	45
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,230	100



Occasions Map and Data: BLACK BULL, KIRKY STEPHEN (127335)



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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	97	139	167	297	324	154	136	129	131	129
02 Early Doors	71	111	138	238	264	135	130	127	125	125
03 Everyday is Friday	59	80	87	131	139	132	110	94	81	77
04 Weekend Millionaires	88	129	151	331	355	136	123	113	142	137
05 Out On The Town	11	25	39	73	85	18	25	30	32	34
06 Business and Pleasure	15	30	45	77	89	47	57	68	66	69
07 Sporting Pints	33	44	48	73	77	48	39	34	29	28
08 Student Social	31	62	95	184	216	107	131	158	175	185
09 Leisurely Lunch	87	142	183	305	341	142	143	145	138	139
10 Wining and Dining	63	120	163	285	322	90	106	114	113	115
11 Household Outing	30	43	52	88	96	54	48	46	44	43
12 Midweek Meal Deal	42	70	79	104	110	135	139	124	93	88
13 Date Night	72	133	178	300	339	146	166	175	168	171
14 Birthday Treat	45	73	91	144	160	91	91	89	81	81
15 Pre Show Meal	6	18	29	78	90	35	65	83	127	132
Number of Occasions	750	1,219	1,545	2,708	3,007	100	100	100	100	100



Competition Map and Data: BLACK BULL, KIRKY STEPHEN (127335)



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

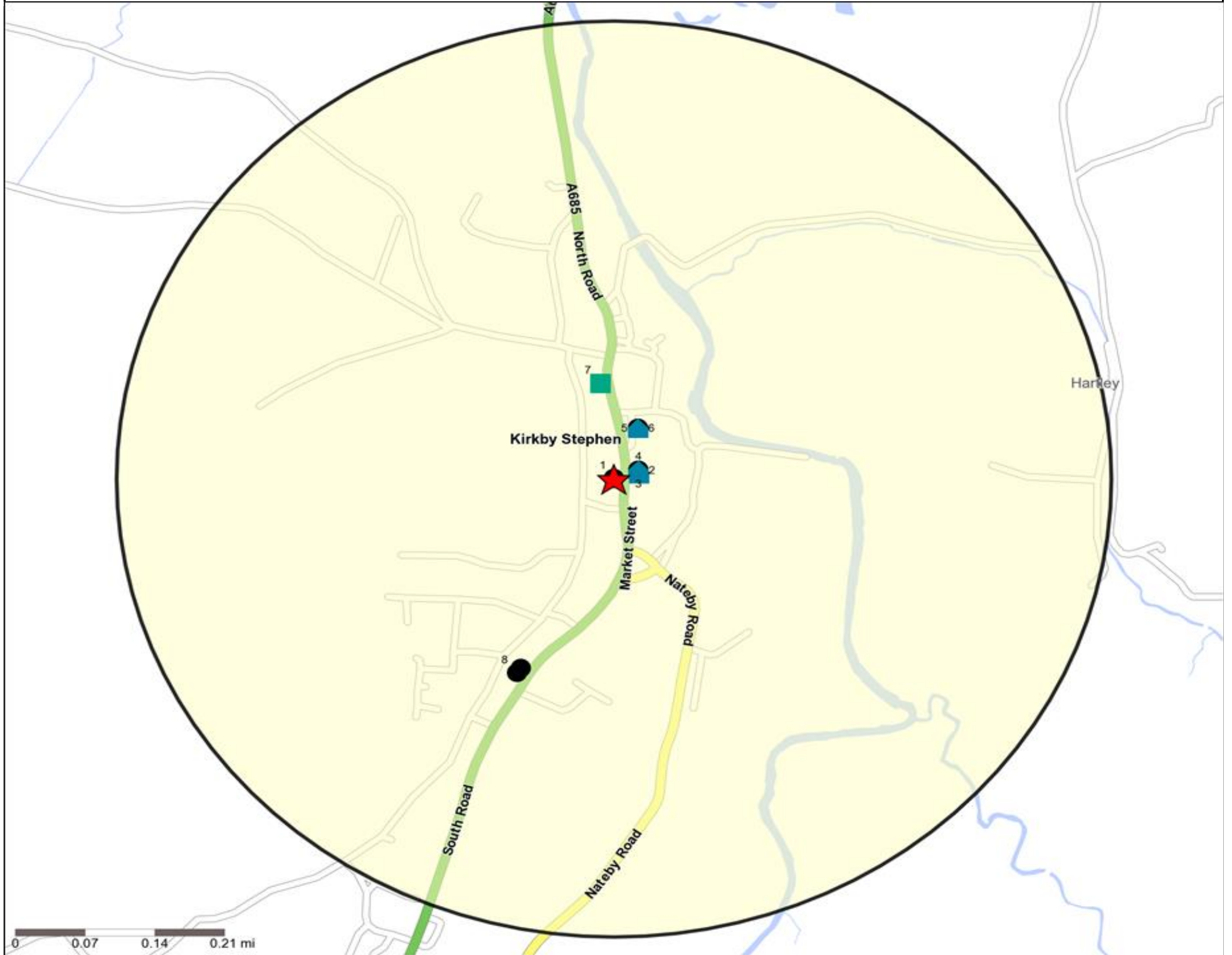


Competition Type Summary Table








Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	0
Circuit Bar	0	0	0	1
Community Local	1	4	4	5
Dry Led	2	2	2	3
Branded Food Pub	0	0	0	0
Rural	0	0	0	2
Other	5	5	5	8
Total	8	11	11	19



Competition Map and Data: BLACK BULL, KIRKY STEPHEN (127335)



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	2
Branded Food Pub	0
Rural	0
Other	5
Total	8



Local Competition: BLACK BULL, KIRKY STEPHEN (127335)

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 BULL, KIRKY STEPHEN	38 MARKET STREET, KIRKBY STEPHEN, CA17 4QW	Punch Taverns	CA17 4QW	Punch Taverns	0.00
1	Black Bull Hotel	38 Market Street, Kirkby Stephen	Punch Pub Company	CA17 4QW	Other	0.00
2	Kings Arms	Market Street, Kirkby Stephen	Enterprise Inns	CA17 4QN	Dry Led	0.03
3	Kirkby Stephen Social Club	Market Street, Kirkby Stephen	Independent Free	CA17 4QN	Other	0.03
4	Mulberry Bush	35 Market Street, Kirkby Stephen	Independent Free	CA17 4QN	Other	0.03
5	Mango Tree	Market Square, Kirkby Stephen	Independent Free	CA17 4QT	Other	0.06
6	Pennine Hotel	Market Square, Kirkby Stephen	Enterprise Inns	CA17 4QT	Dry Led	0.06
7	White Lion	4 Market Street, Kirkby Stephen	Marston's	CA17 4QS	Community Local	0.11
8	Jolly Farmers	63 High Street, Kirkby Stephen	Independent Free	CA17 4SH	Other	0.23
9	Croglin Castle Hotel	South Road, Kirkby Stephen	Independent Free	CA17 4SY	Community Local	0.60
10	Nateby Inn	Nateby, Kirkby Stephen	Independent Free	CA17 4JP	Community Local	1.21
11	Bay Horse Inn	Winton, Kirkby Stephen	Independent Free	CA17 4HS	Community Local	1.36
12	Augill Castle	Brough, Kirkby Stephen	Independent Free	CA17 4DE	Other	3.75
13	Golden Fleece Hotel	Main Street, Brough, Kirkby Stephen	Unknown	CA17 4BL	Circuit Bar	3.92
14	Inn At Brough	Main Street, Brough, Kirkby Stephen	Independent Free	CA17 4AX	Dry Led	3.93
15	George Hotel	Main Street, Brough, Kirkby Stephen	Independent Free	CA17 4AY	Other	3.97
16	Kings Head Hotel	Ravenstonedale, Kirkby Stephen	Independent Free	CA17 4NH	Rural Character	4.15
17	Black Swan Hotel	Ravenstonedale, Kirkby Stephen	Independent Free	CA17 4NG	Other	4.38
18	Chamley Arms	Warcop, Appleby-in-westmorland	*Other Small Retail Groups	CA16 6NX	Community Local	4.64
19	Fat Lamb Hotel & Rest	Ravenstonedale, Kirkby Stephen	Independent Free	CA17 4LL	Rural Character	4.69
20	Sandford Arms	Sandford, Appleby-in-westmorland	Independent Free	CA16 6NR	Dry Led	5.45
21	Three Greyhounds Inn	Great Asby, Appleby-in-westmorland	Independent Free	CA16 6EX	Community Local	6.51
22	Wild Rose Caravan Park	Ormside, Appleby-in-westmorland	Independent Free	CA16 6EJ	Other	7.01
23	Appleby Golf Club	Brackenber Moor, Brackenber, Appleby-in-westmorland	Independent Free	CA16 6LP	Other	7.46
24	Tan Hill Inn	Keld, Richmond	Independent Free	DL11 6ED	Rural Character	7.66
25	New Inn	Hoff, Appleby-in-westmorland	Independent Free	CA16 6TA	Dry Led	8.31
26	Butt House	Keld, Richmond	Independent Free	DL11 6LJ	Other	8.65
27	Keld Lodge	Keld, Richmond	Independent Free	DL11 6LL	Other	8.68
28	Courtfield Hotel	Bongate, Appleby-in-westmorland	Independent Free	CA16 6UP	Other	8.77
29	Royal Oak Inn	40-45 Bongate, Appleby-in-westmorland	Enterprise Inns	CA16 6UN	Rural Character	8.81
30	Appleby Manor Hotel	Roman Road, Appleby-in-westmorland	Independent Free	CA16 6JB	Other	8.94