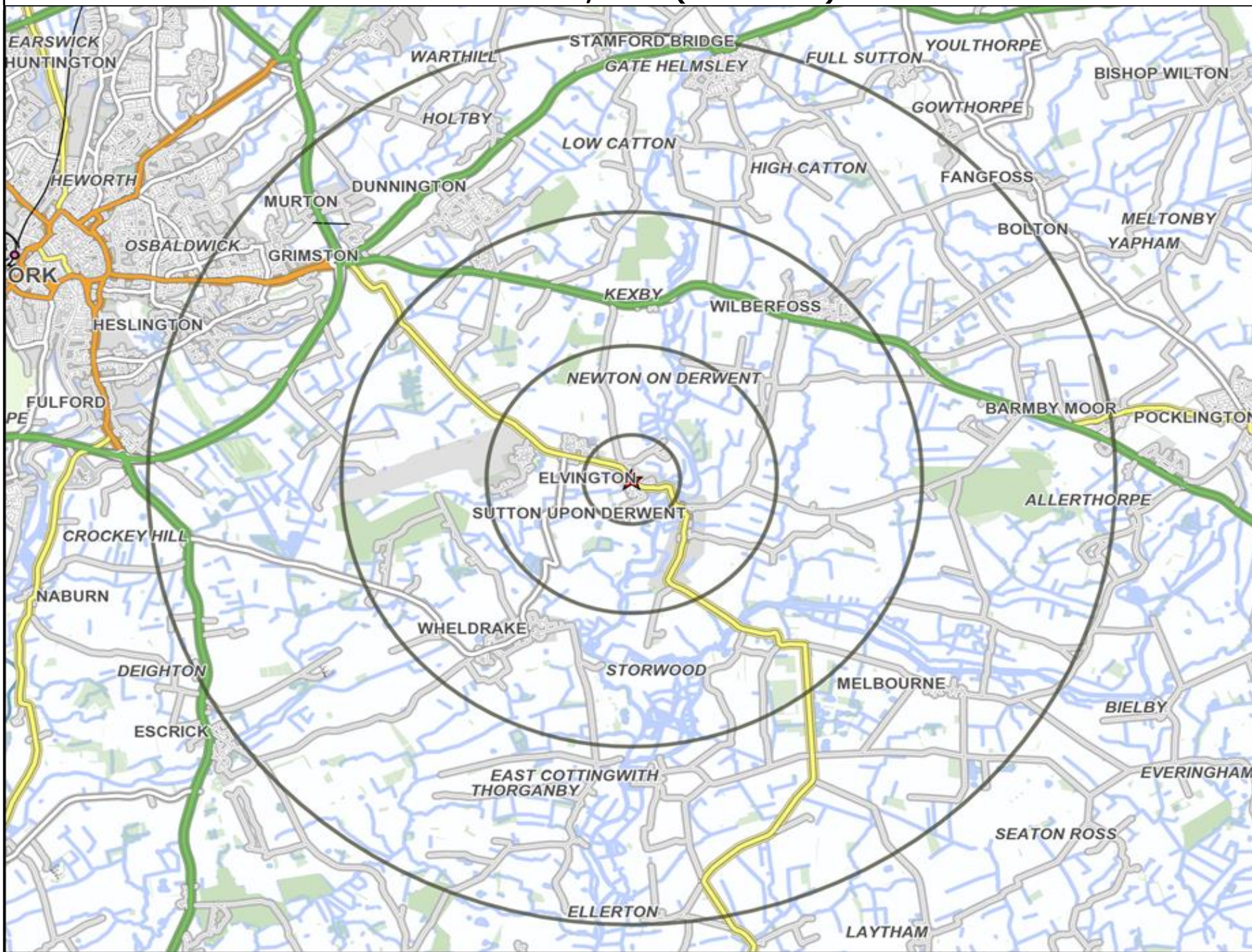




**Customer Profile Report for Grey Horse (Punch Outlet Number: 113547)
Main Street, York (YO41 4AG)**



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

Age Data Table

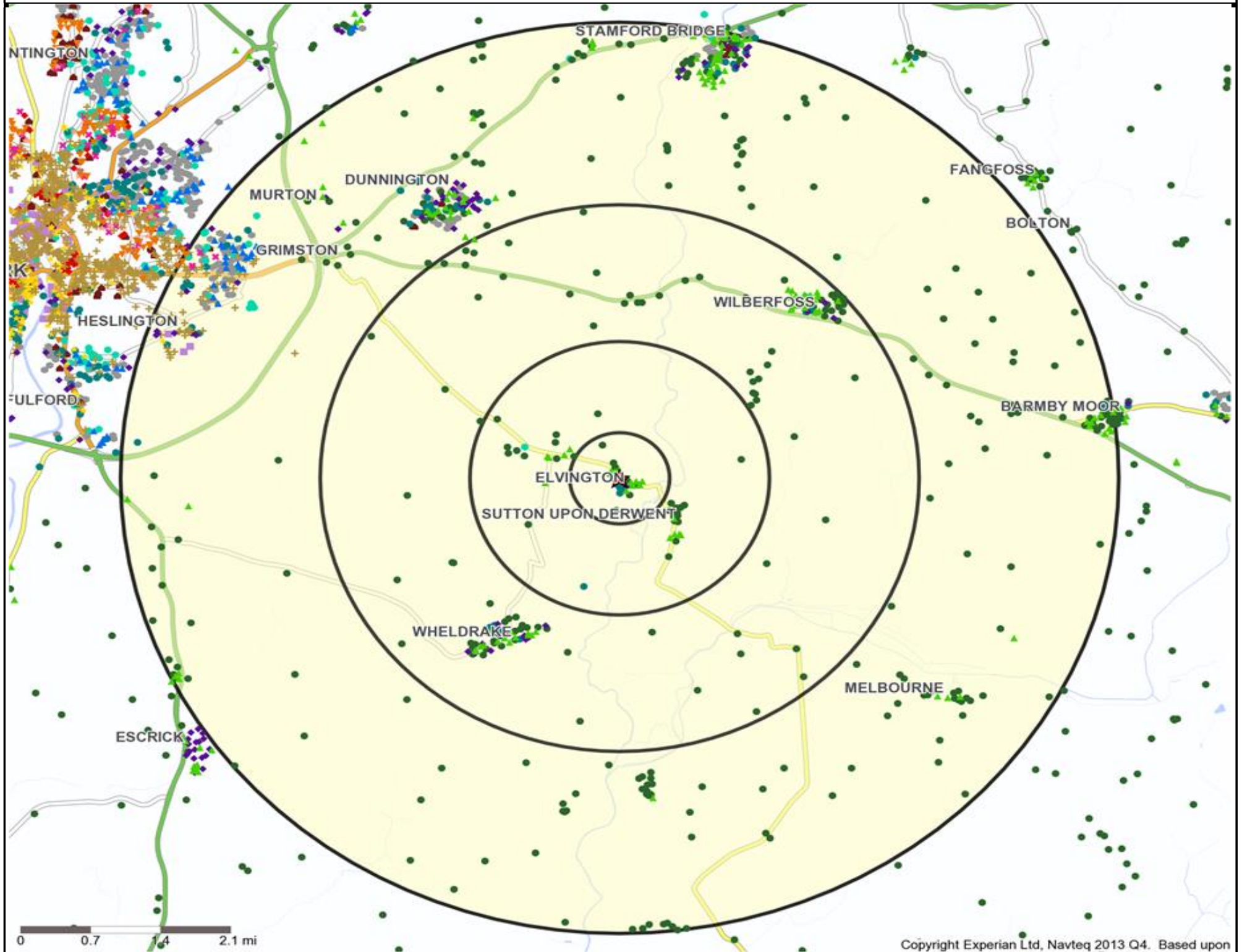
| | Count: | | | | | Index: | | | | |
|--------------------------|---------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|------------------|
| | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime |
| 0-15 | 266 | 428 | 1,288 | 4,121 | 7,881 | 151 | 121 | 104 | 82 | 79 |
| 16-17 | 26 | 39 | 131 | 487 | 1,029 | 114 | 86 | 82 | 75 | 80 |
| 18-24 | 39 | 92 | 347 | 4,562 | 10,909 | 44 | 52 | 56 | 182 | 218 |
| 25-34 | 73 | 164 | 485 | 1,982 | 5,332 | 58 | 65 | 55 | 55 | 74 |
| 35-44 | 182 | 321 | 978 | 3,182 | 5,956 | 143 | 126 | 110 | 88 | 82 |
| 45-54 | 164 | 295 | 1,075 | 3,661 | 6,622 | 124 | 112 | 117 | 98 | 88 |
| 55-64 | 95 | 278 | 951 | 3,347 | 5,761 | 88 | 129 | 126 | 109 | 94 |
| 65+ | 95 | 263 | 1,321 | 5,393 | 9,964 | 59 | 82 | 118 | 119 | 110 |
| Population estimate 2013 | 940 | 1,880 | 6,576 | 26,735 | 53,454 | 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 | 904 | 1,771 | 6,360 | 24,421 | 48,394 | 99% | 99% | 99% | 94% | 92% |
| Mixed / Multiple Ethnic Groups | 2 | 14 | 48 | 275 | 688 | 0% | 1% | 1% | 1% | 1% |
| Asian / Asian British | 6 | 10 | 32 | 921 | 2,551 | 1% | 1% | 0% | 4% | 5% |
| Black / African / Caribbean / Black British | 0 | 0 | 7 | 83 | 307 | 0% | 0% | 0% | 0% | 1% |
| Other Ethnic Group | 0 | 0 | 1 | 165 | 425 | 0% | 0% | 0% | 1% | 1% |
| All People (Ethnic Group) | 912 | 1,795 | 6,448 | 25,865 | 52,365 | 100 | 100 | 100 | 100 | 100 |



Mosaic Map and Data: Grey Horse (113547)



Copyright Experian Ltd. Navteq 2013 Q4. Based upon

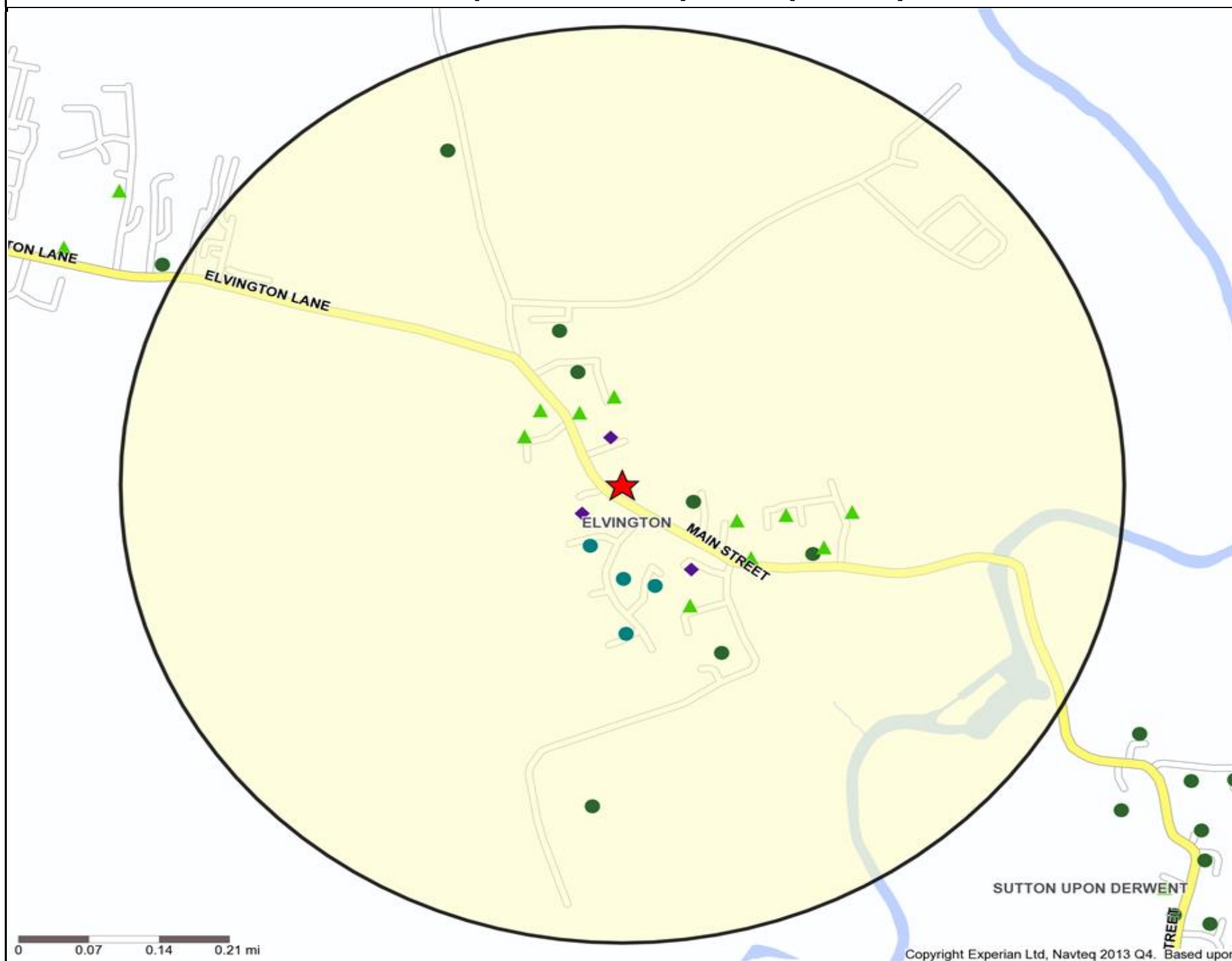
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs

Mosaic 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 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime |
| A City Prosperity (18+) | 0 | 0 | 0 | 64 | 129 | 0 | 0 | 0 | 8 | 7 |
| B Prestige Positions (18+) | 37 | 38 | 450 | 1,949 | 3,156 | 75 | 35 | 115 | 125 | 100 |
| C Country Living (18+) | 258 | 823 | 2,754 | 6,406 | 6,887 | 581 | 847 | 778 | 457 | 242 |
| D Rural Reality (18+) | 197 | 394 | 1,344 | 3,456 | 3,506 | 455 | 416 | 390 | 253 | 126 |
| E Senior Security (18+) | 0 | 0 | 0 | 2,158 | 5,829 | 0 | 0 | 0 | 134 | 178 |
| F Suburban Stability (18+) | 0 | 0 | 0 | 1,033 | 2,693 | 0 | 0 | 0 | 80 | 103 |
| G Domestic Success (18+) | 155 | 157 | 588 | 1,687 | 2,924 | 275 | 128 | 131 | 95 | 81 |
| H Aspiring Homemakers (18+) | 0 | 3 | 18 | 713 | 2,515 | 0 | 2 | 4 | 37 | 64 |
| I Family Basics (18+) | 0 | 0 | 0 | 242 | 1,794 | 0 | 0 | 0 | 16 | 57 |
| J Transient Renters (18+) | 0 | 0 | 0 | 149 | 756 | 0 | 0 | 0 | 13 | 33 |
| K Municipal Challenge (18+) | 0 | 0 | 0 | 0 | 110 | 0 | 0 | 0 | 0 | 5 |
| L Vintage Value (18+) | 0 | 0 | 0 | 365 | 956 | 0 | 0 | 0 | 33 | 42 |
| M Modest Traditions (18+) | 0 | 0 | 0 | 0 | 492 | 0 | 0 | 0 | 0 | 24 |
| N Urban Cohesion (18+) | 0 | 0 | 0 | 74 | 313 | 0 | 0 | 0 | 7 | 14 |
| O Rental Hubs (18+) | 0 | 0 | 0 | 2,117 | 9,425 | 0 | 0 | 0 | 139 | 306 |
| Adults 18+ estimate 2013 | 647 | 1,415 | 5,154 | 20,413 | 41,485 | 100 | 100 | 100 | 100 | 100 |



Mosaic Map and Data: Grey Horse (113547)

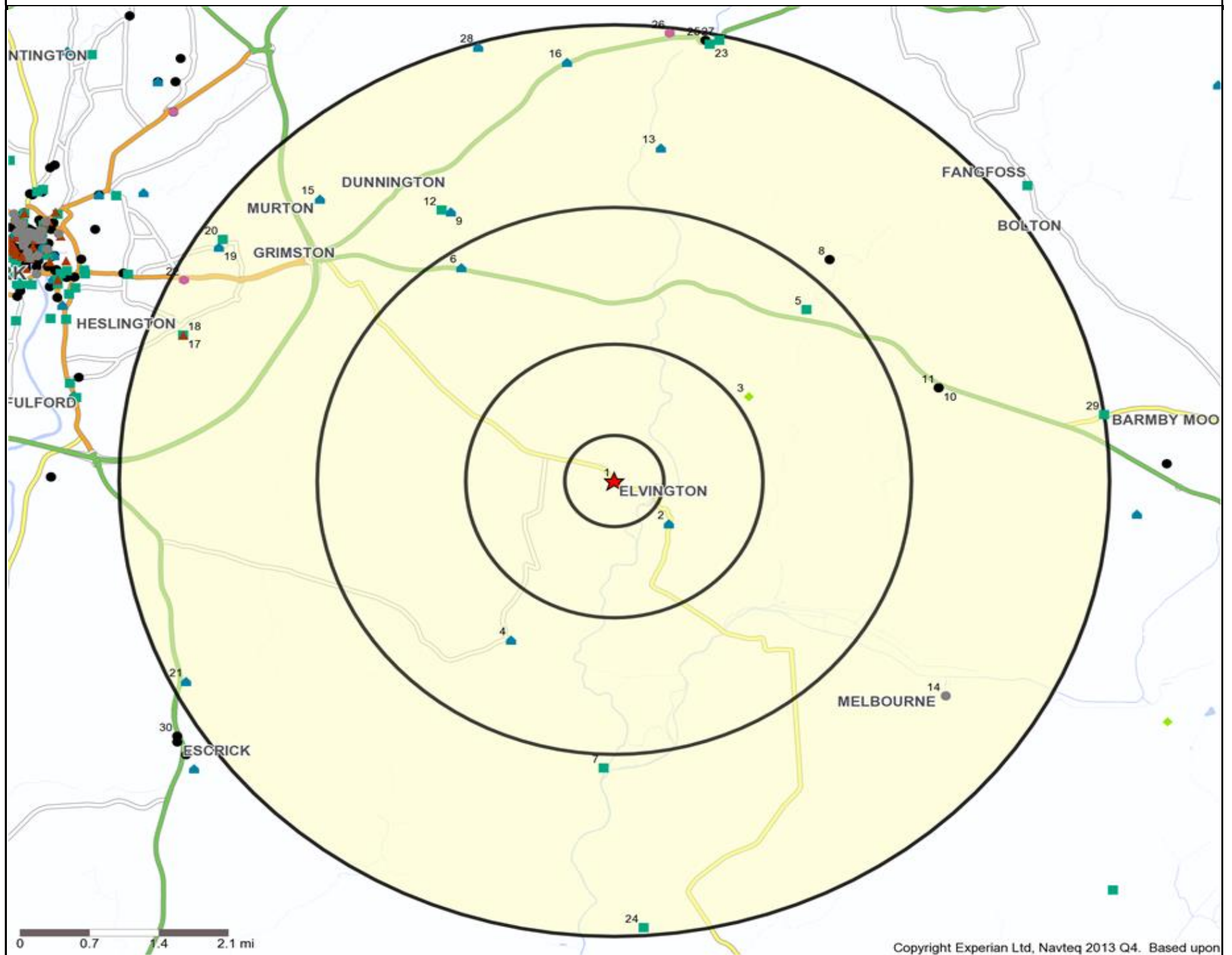


- | | | | | |
|-------------------------------|-------------------------|-----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | E Senior Security | I Family Basics | M Modest Traditions |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | F Suburban Stability | J Transient Renters | N Urban Cohesion |
| Rivers, Canals and Lakes | B Prestige Positions | G Domestic Success | K Municipal Challenge | O Rental Hubs |
| | C Country Living | H Aspiring Homemakers | L Vintage Value | |
| | D Rural Reality | | | |

| Mosaic Data Table (Residential) | Count: | Index: |
|---------------------------------|---------------|---------------|
| | 0 - 0.5 Miles | 0 - 0.5 Miles |
| A City Prosperity (18+) | 0 | 0 |
| B Prestige Positions (18+) | 37 | 75 |
| C Country Living (18+) | 258 | 581 |
| D Rural Reality (18+) | 197 | 455 |
| E Senior Security (18+) | 0 | 0 |
| F Suburban Stability (18+) | 0 | 0 |
| G Domestic Success (18+) | 155 | 275 |
| 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 2013 | 647 | 100 |



Competition Map and Data: Grey Horse (113547)



Numbers on competition points relate to the distance ranking in the competition table on page 8.

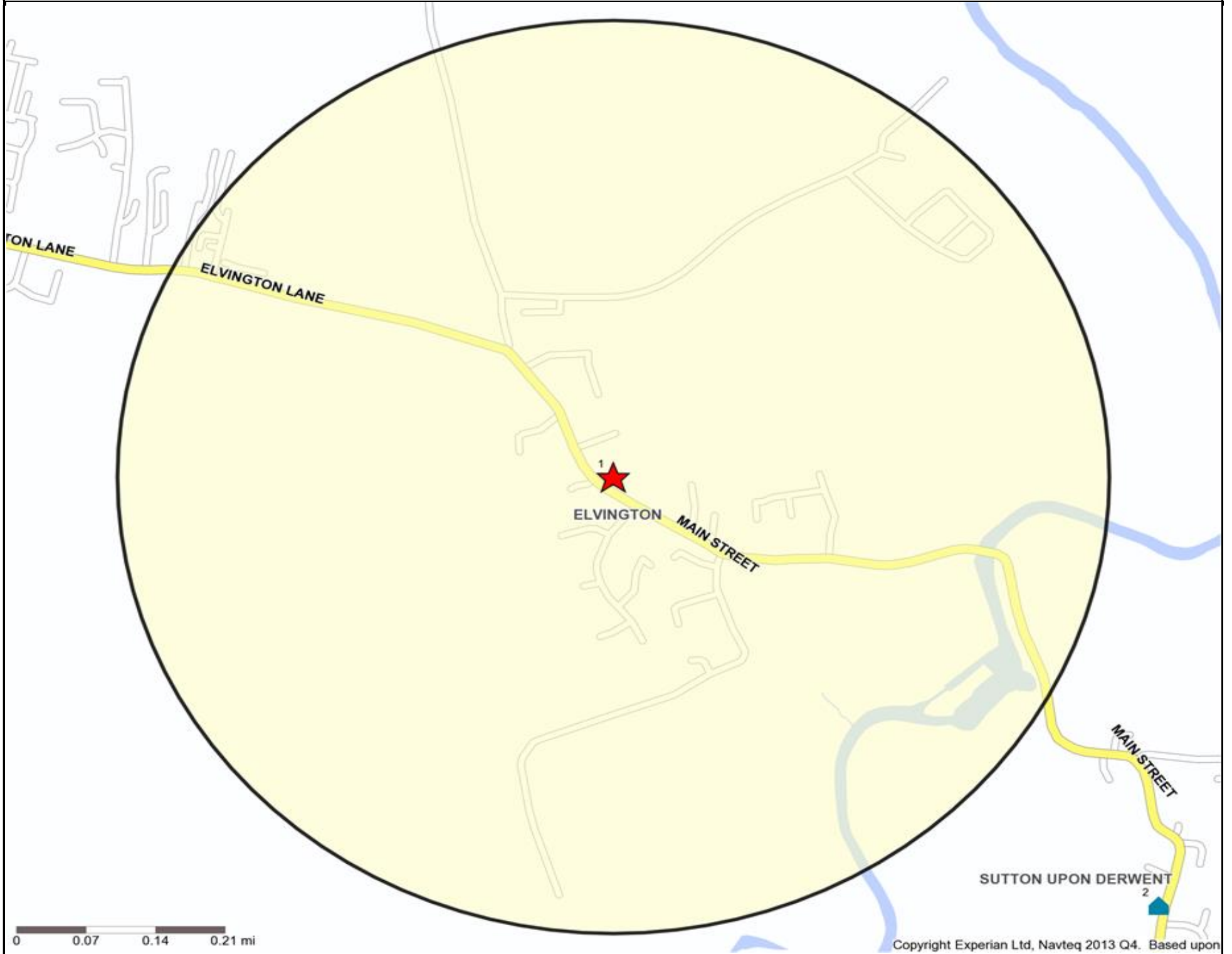
- ★ Location
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

Competition Type Summary Table

| Reporting Category | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles |
|--------------------|---------------|---------------|---------------|---------------|
| Café / Wine Bar | 0 | 0 | 0 | 1 |
| Circuit Bar | 0 | 0 | 0 | 1 |
| Community Local | 0 | 0 | 1 | 8 |
| Dry Led | 0 | 1 | 3 | 10 |
| Branded Food Pub | 0 | 0 | 0 | 2 |
| Rural | 1 | 1 | 2 | 2 |
| Other | 0 | 0 | 0 | 4 |
| Total | 1 | 2 | 6 | 28 |



Competition Map and Data: Grey Horse (113547)



Numbers on competition points relate to the distance ranking in the competition table on page 8.

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



Local Competition: Grey Horse (113547)

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

| Rank | Pub name | Address | Owner | Postcode | Category | Distance (Miles) |
|------|--------------------------------|---------------------------------------|---------------------------|----------|-----------------|------------------|
| N/A | Grey Horse | Main Street, York | Punch Taverns | YO41 4AG | Punch Taverns | 0.00 |
| 1 | Grey Horse Inn | Main Street, Elvington, York | Punch Pub Company | YO41 4AG | Rural Character | 0.00 |
| 2 | St Vincent Arms | Main Street, Sutton On Derwent, York | Independent Free | YO41 4BN | Dry Led | 0.72 |
| 3 | Half Moon | Main Street, Newton On Derwent, York | Other Small Retail Groups | YO41 4DB | Rural Character | 1.64 |
| 4 | Wenlock Arms Inn | 73 Main Street, Wheldrake, York | Enterprise Inns | YO19 6AA | Dry Led | 2.03 |
| 5 | Village Inn | 11 Main Street, Wilberfoss, York | Enterprise Inns | YO41 5NN | Community Local | 2.70 |
| 6 | Windmill | Hull Road, Dunnington, York | Enterprise Inns | YO19 5LP | Dry Led | 2.80 |
| 7 | Ferry Boat Inn | Thorganby, York | Independent Free | YO19 6DD | Community Local | 3.15 |
| 8 | Wilberfoss Kexby Playing Field | Fangfoss Lane, Wilberfoss, York | Independent Free | YO41 5QA | Other | 3.26 |
| 9 | Cross Keys | 3 Common Road, Dunnington, York | Spirit Pub Company | YO19 5NG | Dry Led | 3.38 |
| 10 | Steer Inn | Hull Road, Wilberfoss, York | Independent Free | YO41 5PF | Other | 3.43 |
| 11 | Squirrels | Hull Road, Wilberfoss, York | Independent Free | YO41 5PF | Other | 3.43 |
| 12 | Greyhound | 5 York Street, Dunnington, York | Enterprise Inns | YO19 5PN | Community Local | 3.45 |
| 13 | Gold Cup | Low Cattan, Low Catton, York | Independent Free | YO41 1EA | Dry Led | 3.68 |
| 14 | Melbourne Arms | Main Street, Melbourne, York | Star Pubs & Bars | YO42 4QJ | Cafe / Wine Bar | 4.09 |
| 15 | Bay Horse | Murton, York | Enterprise Inns | YO19 5UQ | Dry Led | 4.29 |
| 16 | Duke Of York | Main Street, Gate Helmsley, York | Punch Pub Company | YO41 1JS | Dry Led | 4.61 |
| 17 | Charles Xii Inn | Main Street, Heslington, York | Stonegate Pub Company | YO10 5EA | Circuit Bar | 4.64 |
| 18 | Deramore | Main Street, Heslington, York | Spirit Pub Company | YO10 5EA | Community Local | 4.64 |
| 19 | Magnet | Osbalwick Lane, York | Enterprise Inns | YO10 3BA | Dry Led | 4.74 |
| 20 | Derwent Arms | The Village, Osbalwick, York | Punch Pub Company | YO10 3NP | Community Local | 4.76 |
| 21 | White Swan Inn | Deighton, York | Independent Free | YO19 6HA | Dry Led | 4.86 |
| 22 | Black Bull | Hull Road, York | Mitchells & Butlers | YO10 3LF | Branded Food | 4.87 |
| 23 | Swordsman | Church Road, Stamford Bridge, York | Sam Smith | YO41 1AA | Community Local | 4.88 |
| 24 | Boot & Shoe Inn | Main Street, Ellerton, York | Independent Free | YO42 4PB | Community Local | 4.91 |
| 25 | Cottage Guest House | 6-8 The Square, Stamford Bridge, York | Independent Free | YO41 1AF | Other | 4.92 |
| 26 | Three Cups Inn | York Road, Stamford Bridge, York | Mitchells & Butlers | YO41 1AX | Branded Food | 4.94 |
| 27 | Bay Horse Inn | 6 Main Street, Stamford Bridge, York | Punch Pub Company | YO41 1AB | Community Local | 4.95 |
| 28 | Agar Arms | Warthill, York | Sam Smith | YO19 5XW | Dry Led | 4.95 |
| 29 | Boot & Slipper | St Helens Square, Barmby Moor, York | Star Pubs & Bars | YO42 4HH | Community Local | 5.00 |
| 30 | Sangthai Restaurant | York Road, Escrick, York | Independent Free | YO19 6EX | Other | 5.23 |