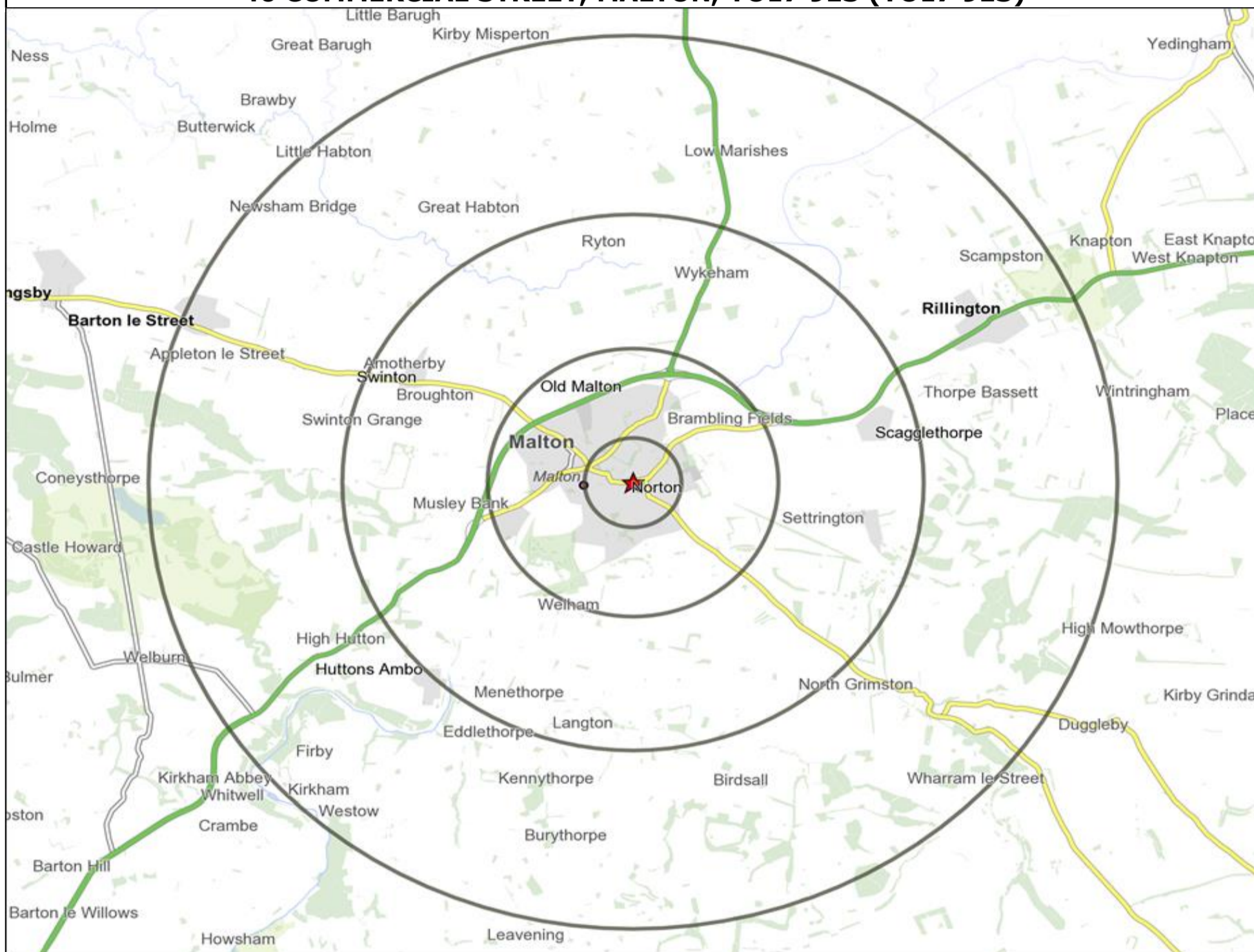




**Customer Profile Report for UNION INN, MALTON (Punch Outlet Number: 200089)  
46 COMMERCIAL STREET, MALTON, YO17 9ES (YO17 9ES)**



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

**Age Data Table**

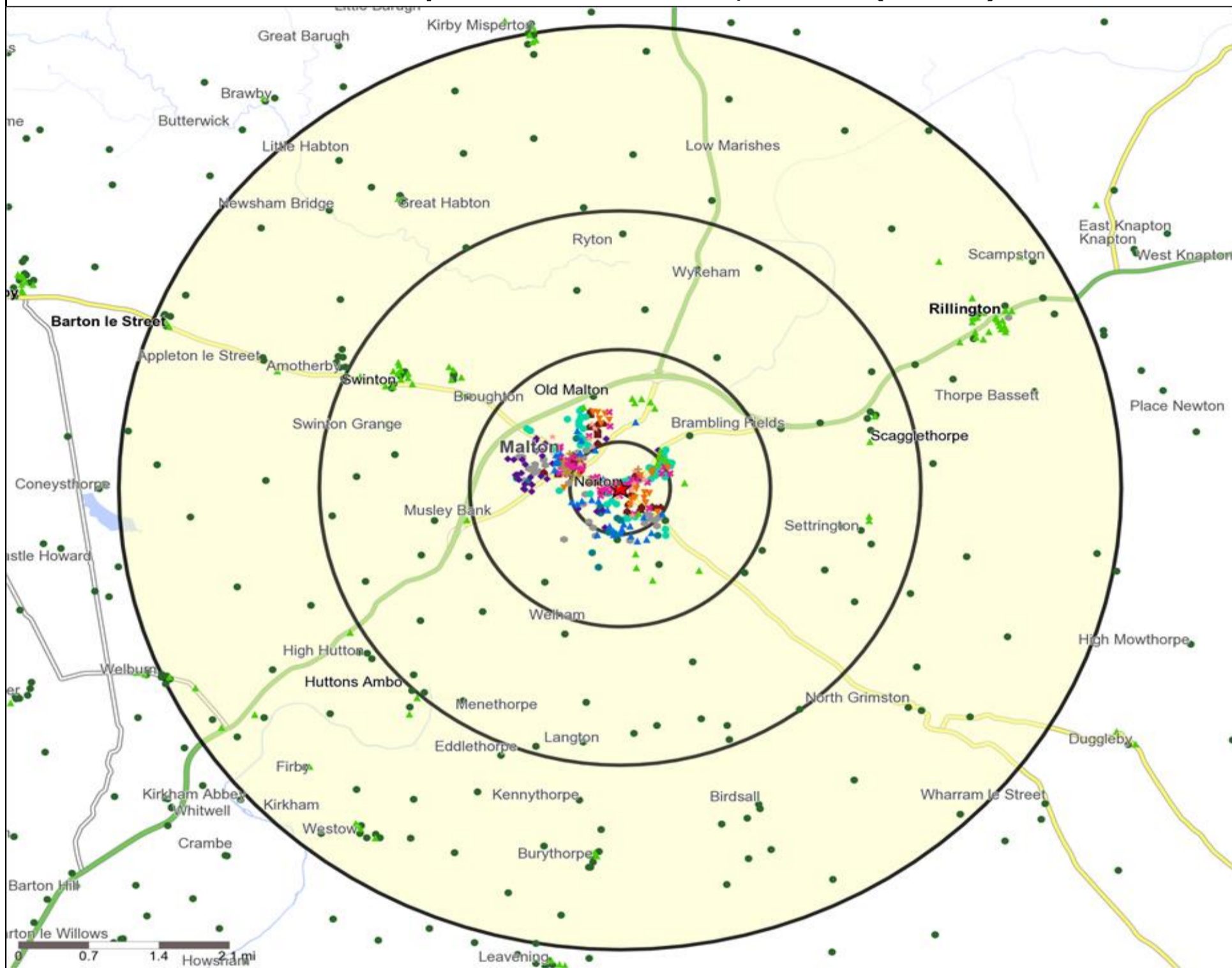
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,099	2,213	2,547	3,169	3,539	96	92	93	93	92
16-17	136	312	350	423	463	96	105	104	100	97
18-24	560	1,102	1,198	1,417	1,524	101	95	91	86	82
25-34	921	1,696	1,819	2,074	2,251	110	97	92	83	80
35-44	674	1,397	1,625	2,063	2,306	87	86	88	89	89
45-54	800	1,700	1,935	2,590	2,992	92	94	94	100	103
55-64	701	1,452	1,719	2,278	2,653	101	100	105	110	115
65+	1,231	2,944	3,347	4,215	4,751	112	128	128	128	129
<b>Population estimate 2015</b>	<b>6,122</b>	<b>12,816</b>	<b>14,540</b>	<b>18,229</b>	<b>20,479</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**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	5,808	11,904	13,616	17,330	19,605	97%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	52	86	102	125	135	1%	1%	1%	1%	1%
Asian / Asian British	65	111	125	142	143	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	19	44	45	48	52	0%	0%	0%	0%	0%
Other Ethnic Group	32	57	58	64	73	1%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>5,976</b>	<b>12,202</b>	<b>13,946</b>	<b>17,709</b>	<b>20,008</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Mosaic UK Map and Data: UNION INN, MALTON (200089)



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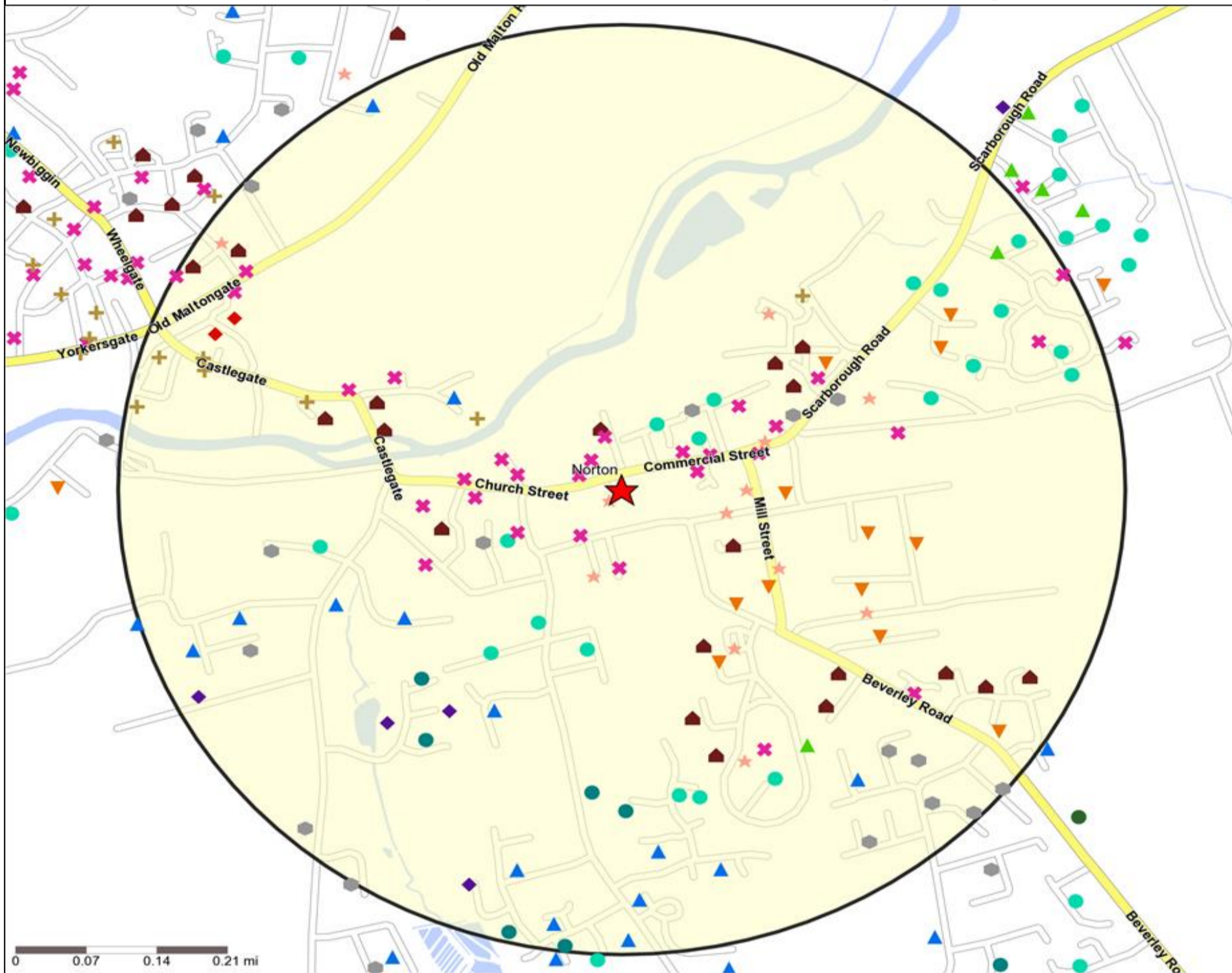
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	80	750	763	763	763	22	100	90	72	64
<b>C Country Living (18+)</b>	10	91	936	2,753	3,988	3	13	116	271	349
<b>D Rural Reality (18+)</b>	125	508	989	2,124	2,592	37	71	123	210	227
<b>E Senior Security (18+)</b>	332	986	988	1,023	1,164	84	118	104	86	87
<b>F Suburban Stability (18+)</b>	674	1,405	1,406	1,406	1,406	226	223	198	157	140
<b>G Domestic Success (18+)</b>	272	594	598	598	598	66	69	61	49	43
<b>H Aspiring Homemakers (18+)</b>	918	1,948	1,950	1,950	1,950	206	208	184	146	130
<b>I Family Basics (18+)</b>	435	815	816	816	816	123	110	97	77	69
<b>J Transient Renters (18+)</b>	886	1,320	1,320	1,320	1,320	314	222	196	156	139
<b>K Municipal Challenge (18+)</b>	32	32	32	32	32	11	5	5	4	3
<b>L Vintage Value (18+)</b>	576	1,004	1,004	1,004	1,004	187	155	137	109	97
<b>M Modest Traditions (18+)</b>	400	578	578	578	578	172	118	104	83	74
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	148	261	261	261	261	39	33	29	23	21
<b>Adults 18+ estimate 2015</b>	<b>4,888</b>	<b>10,292</b>	<b>11,641</b>	<b>14,628</b>	<b>16,472</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: UNION INN, MALTON (200089)**



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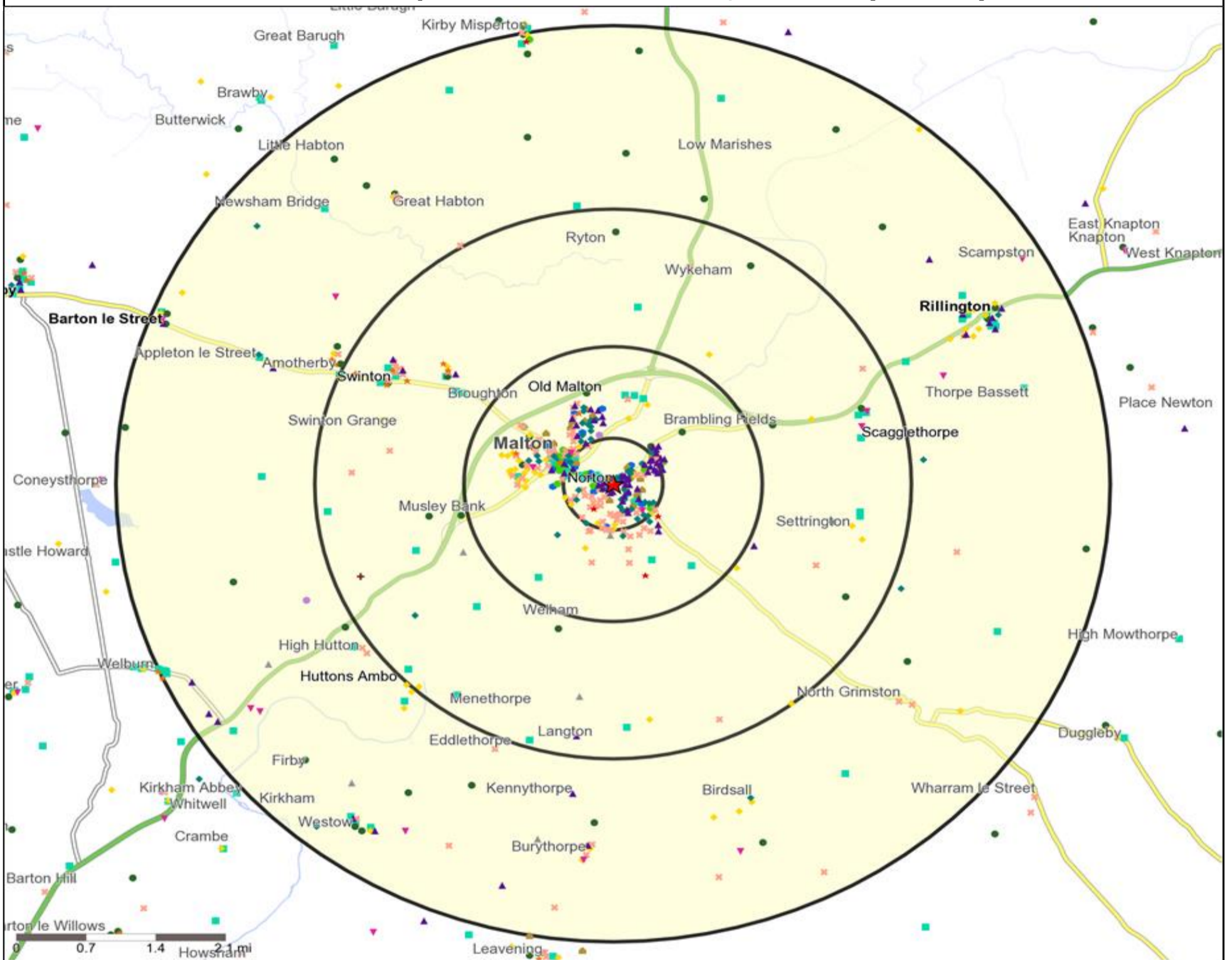
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▲ I Family Basics
- J Transient 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+)	80	22
C Country Living (18+)	10	3
D Rural Reality (18+)	125	37
E Senior Security (18+)	332	84
F Suburban Stability (18+)	674	226
G Domestic Success (18+)	272	66
H Aspiring Homemakers (18+)	918	206
I Family Basics (18+)	435	123
J Transient Renters (18+)	886	314
K Municipal Challenge (18+)	32	11
L Vintage Value (18+)	576	187
M Modest Traditions (18+)	400	172
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	148	39
<b>Adults 18+ estimate 2015</b>	<b>4,888</b>	<b>100</b>



### Occasions Map and Data: UNION INN, MALTON (200089)



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- ★ Location
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- 01 Mine's a Pint
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ◆ 13 Date Night
- ~ Rivers, Canals and Lakes
- ◆ 02 Early Doors
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 03 Everyday is Friday
- 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	395	815	920	1,185	1,342	98	100	102	109	112
02 Early Doors	500	965	1,050	1,238	1,366	148	142	139	137	136
03 Everyday is Friday	341	641	689	782	842	119	110	107	101	99
04 Weekend Millionaires	509	915	969	1,115	1,208	123	109	105	100	98
05 Out On The Town	434	801	834	893	929	109	99	93	83	78
06 Business and Pleasure	115	238	274	374	436	56	57	59	67	71
07 Sporting Pints	356	614	633	676	703	81	69	64	57	54
08 Student Social	123	297	386	574	704	66	79	93	114	127
09 Leisurely Lunch	351	779	892	1,129	1,275	90	98	102	107	109
10 Wining and Dining	407	932	1,043	1,268	1,409	91	103	105	106	106
11 Household Outing	415	766	795	861	905	118	107	101	91	86
12 Midweek Meal Deal	234	435	515	624	679	118	108	116	117	115
13 Date Night	243	668	782	1,028	1,174	77	104	111	121	125
14 Birthday Treat	275	637	710	858	948	87	99	100	101	101
15 Pre Show Meal	105	223	252	318	356	96	101	103	109	110
<b>Number of Occasions</b>	<b>4,803</b>	<b>9,726</b>	<b>10,744</b>	<b>12,923</b>	<b>14,276</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: UNION INN, MALTON (200089)



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

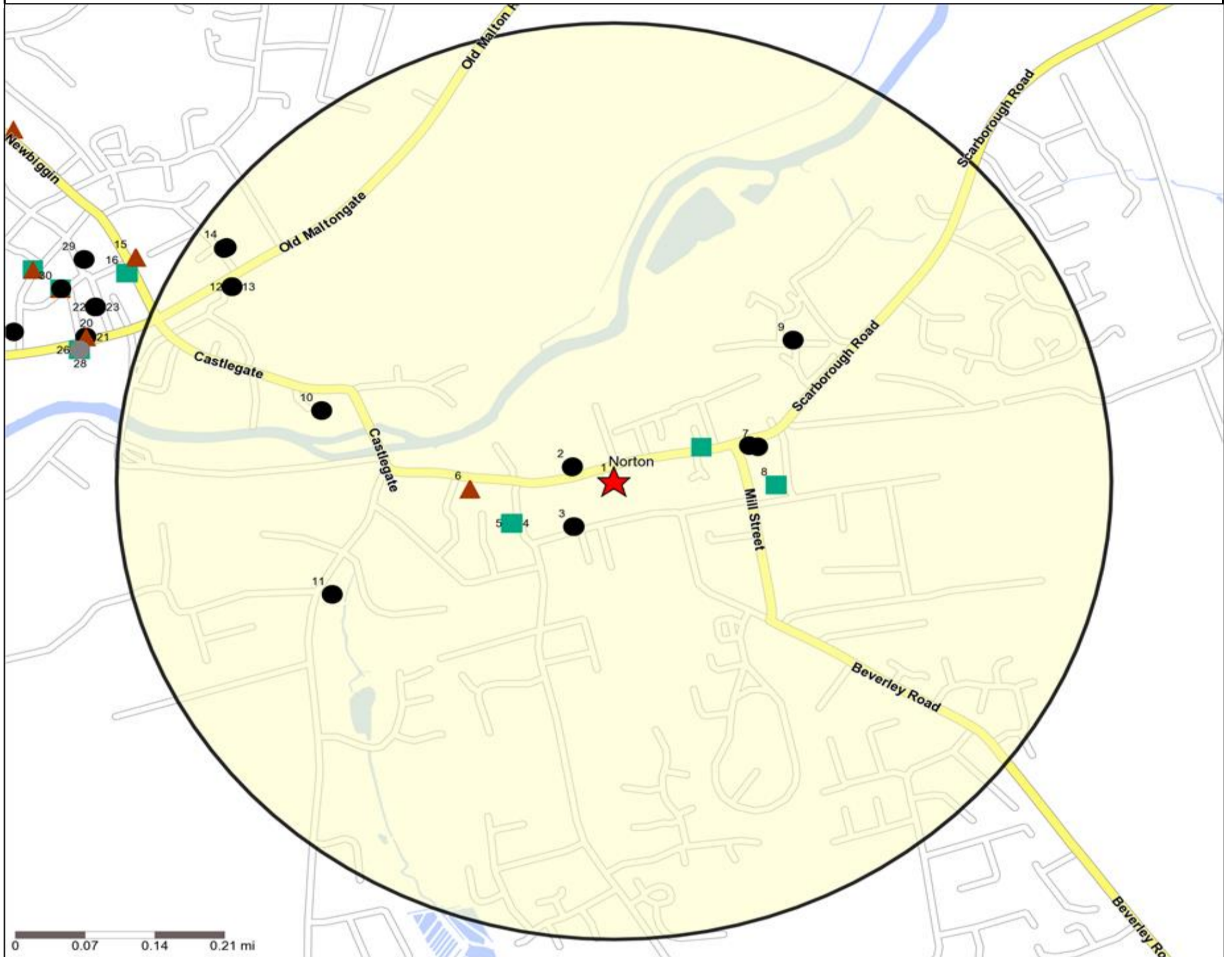
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### 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	0	1	1	3
Circuit Bar	2	7	7	7
Community Local	2	10	11	14
Dry Led	0	0	1	6
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	10	26	27	30
<b>Total</b>	<b>14</b>	<b>44</b>	<b>47</b>	<b>60</b>



### Competition Map and Data: UNION INN, MALTON (200089)



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	2
Community Local	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	10
<b>Total</b>	<b>14</b>



## Local Competition: UNION INN, MALTON (200089)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	UNION INN, MALTON	46 COMMERCIAL STREET, MALTON, YO17 9ES	Punch Taverns	YO17 9ES	Punch Taverns	0.00
1	Union Inn	46 Commercial Street, Norton, Malton	Punch Pub Company	YO17 9ES	Circuit Bar	0.00
2	Ming Yan Chinese Restaurant	39-41 Commercial Street, Norton, Malton	Independent Free	YO17 9HX	Other	0.04
3	Bright Steels Social Club	55 Wood Street, Norton, Malton	Independent Free	YO17 9BA	Other	0.06
4	Railway Tavern	2 Wold Street, Norton, Malton	*Other Small Retail Groups	YO17 9AA	Community Local	0.11
5	Norton & District Conservative Club	30 Wold Street, Norton, Malton	Independent Free	YO17 9AA	Other	0.11
6	Derwent Arms	26 Church Street, Norton, Malton	Independent Free	YO17 9HS	Circuit Bar	0.14
7	Malton Bacon Factory Sports Club	100 Commercial Street, Norton, Malton	Independent Free	YO17 9EU	Other	0.15
8	Hyde Park	29 Mill Street, Norton, Malton	Independent Free	YO17 9JH	Community Local	0.16
9	Ryedale Indoor Bowls	Bowling Lane, Norton, Malton	Independent Free	YO17 8EG	Other	0.24
10	Malton Spice	24 Castlegate, Malton	Independent Free	YO17 7YL	Other	0.30
11	Malton B R S A	2 Welham Road, Norton, Malton	Independent Free	YO17 9DP	Other	0.31
12	Old Lodge Hotel	84 Old Maltongate, Malton	Independent Free	YO17 7EG	Other	0.44
13	Malton Squash Club	Old Maltongate, Malton	Independent Free	YO17 7EG	Other	0.44
14	Malton & Norton District United	Greengate, Malton	Independent Free	YO17 7EL	Other	0.47
15	Suddabys	12 Wheelgate, Malton	Independent Free	YO17 7HP	Circuit Bar	0.54
16	Cross Keys	47 Wheelgate, Malton	Punch Pub Company	YO17 7HT	Community Local	0.54
17	Malton & Norton Rugby Club	Peasey Hills Road, Malton	Independent Free	YO17 7EY	Other	0.55
18	Malton Cricket Club	Old Malton Road, Malton	Independent Free	YO17 7EY	Other	0.55
19	Malton Museum	36 Yorkersgate, Malton	Independent Free	YO17 7AB	Other	0.55
20	Mount Hotel	Yorkersgate, Malton	Independent Free	YO17 7AB	Other	0.55
21	Gate Inn	12 Yorkersgate, Malton	Punch Pub Company	YO17 7AB	Circuit Bar	0.55
22	El Gringos	5 Saville Street, Malton	Independent Free	YO17 7LL	Other	0.55
23	Ryedale Palace Cinema	Saville Street, Malton	Unknown	YO17 7LL	Other	0.55
24	George Hotel	19 Yorkersgate, Malton	Independent Free	YO17 7AA	Other	0.56
25	Florios Pizzeria Restaurant	11 Yorkersgate, Malton	Independent Free	YO17 7AA	Other	0.56
26	Th13Teen Cafe Bar	33 Yorkersgate, Malton	Independent Free	YO17 7AA	Cafe / Wine Bar	0.56
27	Tuis Cafe Bar & Restaurant	29 Yorkersgate, Malton	Independent Free	YO17 7AA	Other	0.56
28	New Globe	1-5 Yorkersgate, Malton	Punch Pub Company	YO17 7AA	Community Local	0.56
29	Captain Cook Restaurant	46 Market Place, Malton	Independent Free	YO17 7LW	Other	0.58
30	Malton Conservative Club	32 Market Place, Malton	Independent Free	YO17 7LX	Other	0.59