



Customer Profile Report for KINGS ARMS, SELBY (Punch Outlet Number: 300453)
MAIN STREET, SELBY, YO8 5RG (YO 8 5RG)



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

Age Data Table

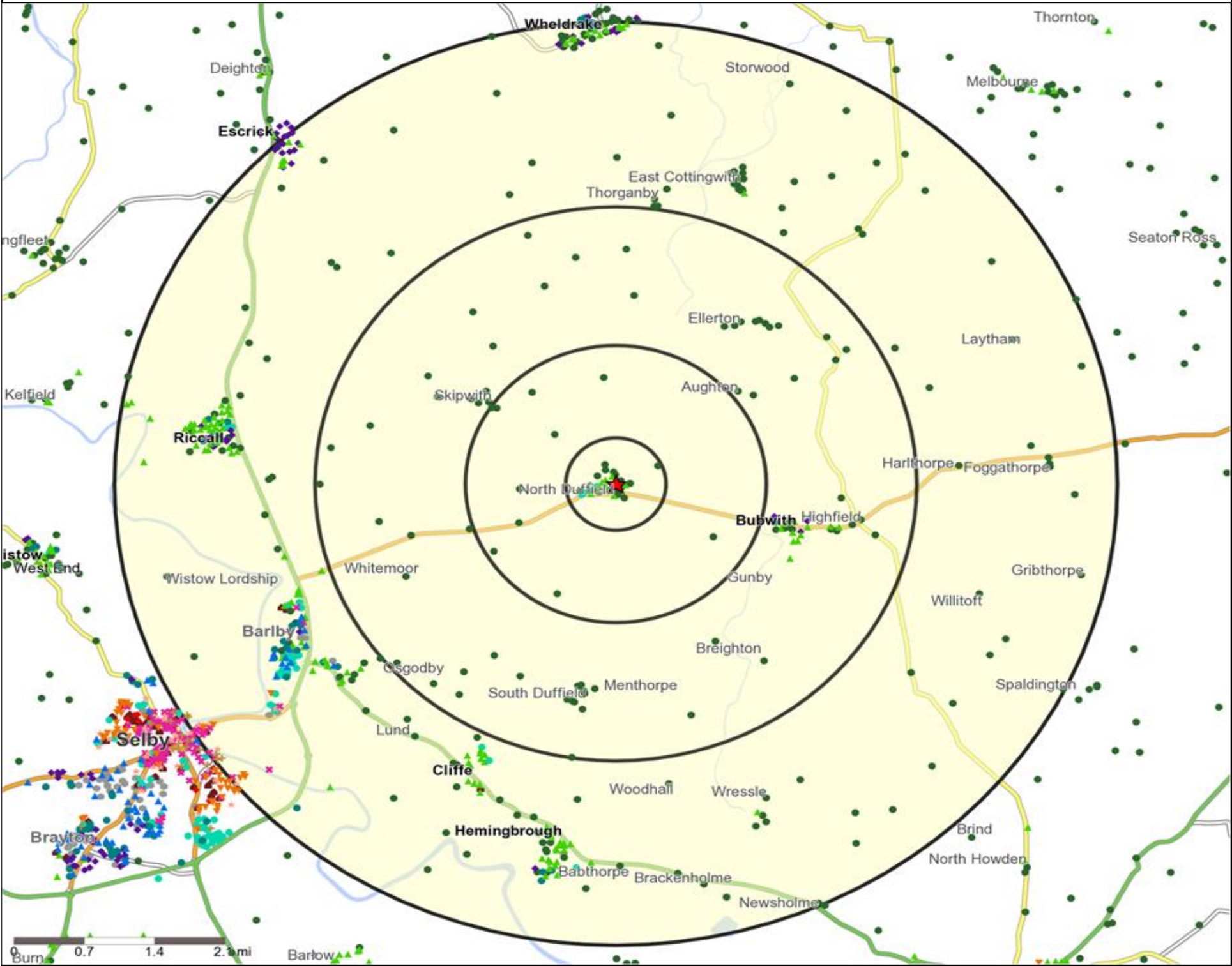
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	278	303	684	3,524	7,465	120	117	100	102	98
16-17	13	13	59	432	949	45	41	70	101	100
18-24	53	61	202	1,141	3,018	47	49	61	68	82
25-34	184	193	330	1,943	5,271	109	103	66	77	95
35-44	186	209	516	2,384	4,853	119	120	112	102	94
45-54	204	234	715	3,155	6,337	117	120	138	121	110
55-64	166	192	608	2,588	5,135	119	123	148	124	111
65+	149	171	529	3,283	7,724	67	69	81	99	105
Population estimate 2015	1,233	1,376	3,643	18,450	40,752	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	1,216	1,351	3,556	17,588	38,402	99%	99%	99%	98%	98%
Mixed / Multiple Ethnic Groups	7	7	18	134	261	1%	1%	1%	1%	1%
Asian / Asian British	4	4	5	90	263	0%	0%	0%	1%	1%
Black / African / Caribbean / Black British	2	2	4	27	46	0%	0%	0%	0%	0%
Other Ethnic Group	2	2	5	26	94	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,231	1,366	3,588	17,865	39,066	100	100	100	100	100



Mosaic UK Map and Data: KINGS ARMS, SELBY (300453)



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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

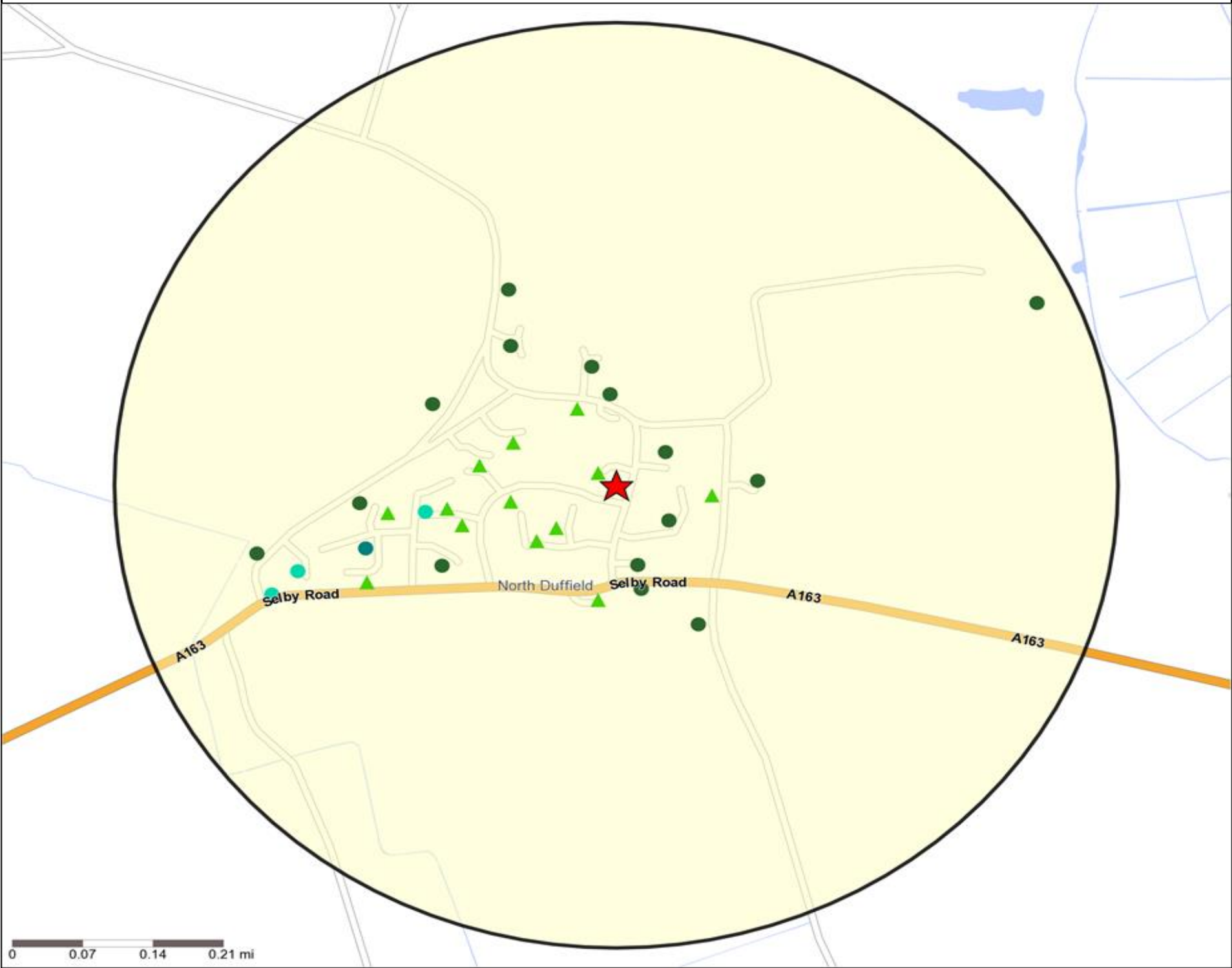
N Urban Cohesion

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	65	782	1,941	0	0	31	74	83
C Country Living (18+)	318	427	1,601	4,765	5,718	486	581	795	475	255
D Rural Reality (18+)	451	459	1,044	4,754	6,148	691	625	520	475	275
E Senior Security (18+)	0	0	0	233	1,688	0	0	0	20	64
F Suburban Stability (18+)	0	0	1	364	2,441	0	0	1	41	124
G Domestic Success (18+)	51	51	66	927	1,973	64	57	27	76	73
H Aspiring Homemakers (18+)	122	122	122	1,146	3,091	142	127	46	87	105
I Family Basics (18+)	0	0	0	420	2,631	0	0	0	40	113
J Transient Renters (18+)	0	0	0	368	2,832	0	0	0	44	152
K Municipal Challenge (18+)	0	0	0	0	568	0	0	0	0	30
L Vintage Value (18+)	0	0	0	224	1,484	0	0	0	25	73
M Modest Traditions (18+)	0	0	0	187	1,206	0	0	0	27	79
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	265	555	0	0	0	24	22
Adults 18+ estimate 2015	942	1,059	2,899	14,435	32,276	100	100	100	100	100



Mosaic UK Map and Data: KINGS ARMS, SELBY (300453)



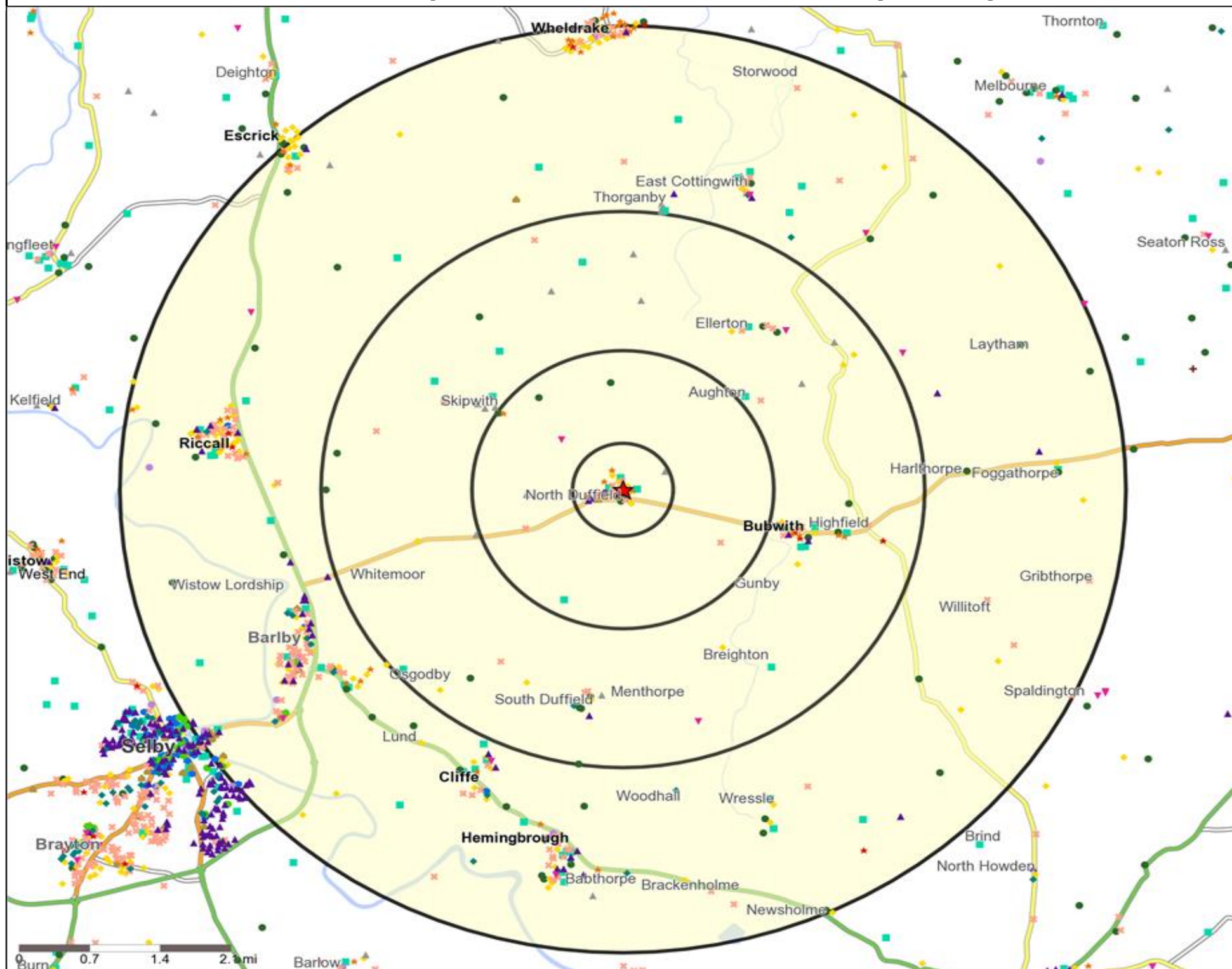
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J 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+)	318	486
D Rural Reality (18+)	451	691
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	51	64
H Aspiring Homemakers (18+)	122	142
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 2015	942	100



Occasions Map and Data: KINGS ARMS, SELBY (300453)



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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

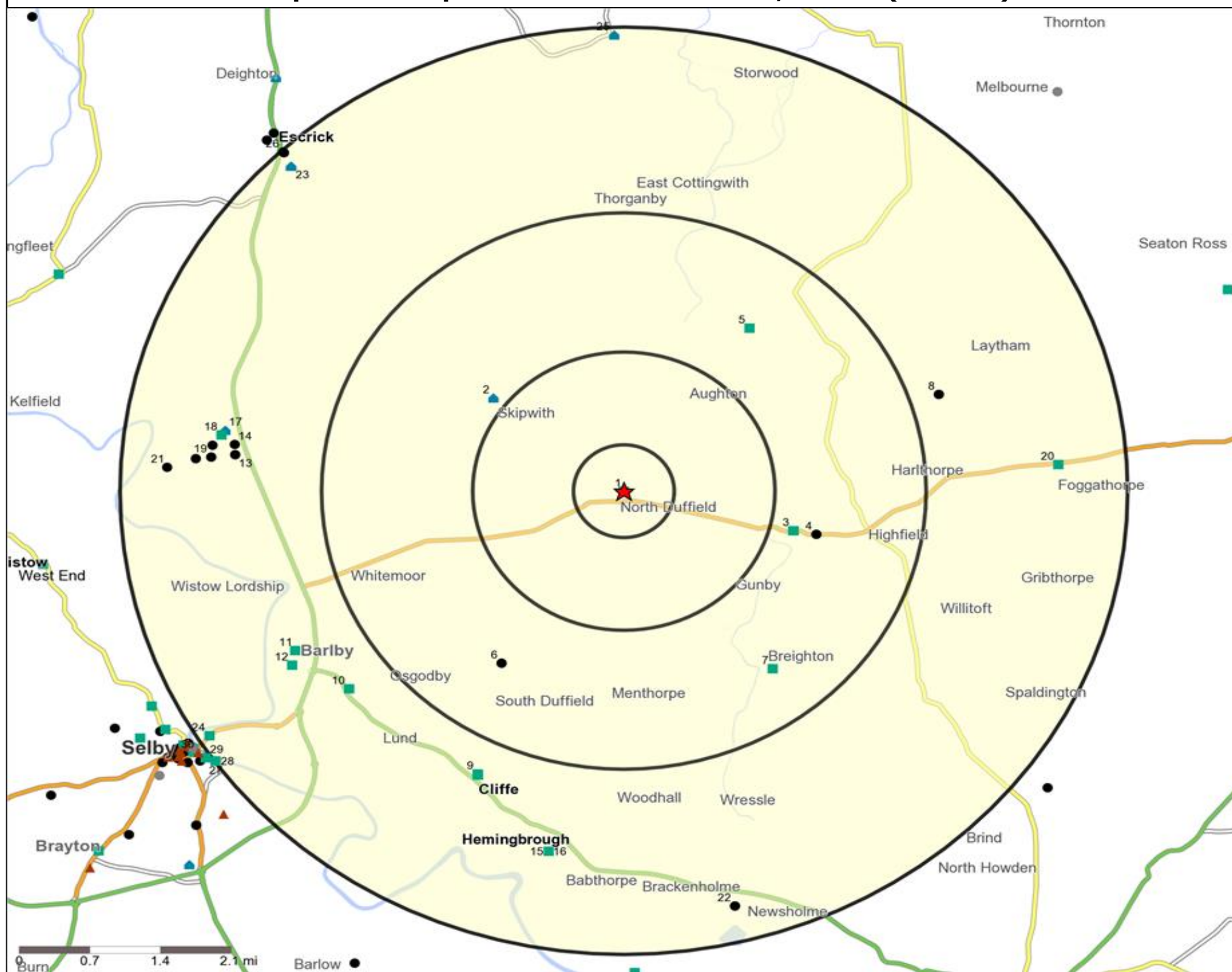
Occasions Data Table

	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	41	48	177	899	2,314	70	74	102	92	97
02 Early Doors	38	43	148	823	2,246	77	79	102	101	113
03 Everyday is Friday	49	53	122	741	1,761	117	114	98	107	104
04 Weekend Millionaires	47	50	122	827	2,764	78	74	68	83	113
05 Out On The Town	33	36	82	676	2,249	57	56	47	70	95
06 Business and Pleasure	29	36	121	462	912	97	108	136	93	75
07 Sporting Pints	20	20	46	448	1,690	31	28	24	42	65
08 Student Social	37	44	157	635	1,168	136	146	195	141	106
09 Leisurely Lunch	68	76	207	1,037	2,340	119	120	122	109	101
10 Wining and Dining	88	96	232	1,317	2,780	135	133	120	122	105
11 Household Outing	27	30	67	608	1,810	52	52	44	71	87
12 Midweek Meal Deal	62	68	148	731	1,551	214	211	172	152	132
13 Date Night	82	91	226	1,200	2,270	178	177	165	157	122
14 Birthday Treat	63	70	166	944	1,930	137	136	121	123	103
15 Pre Show Meal	16	18	58	264	598	101	102	123	100	93
Number of Occasions	700	779	2,079	11,612	28,383	100	100	100	100	100

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Competition Map and Data: KINGS ARMS, SELBY (300453)



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

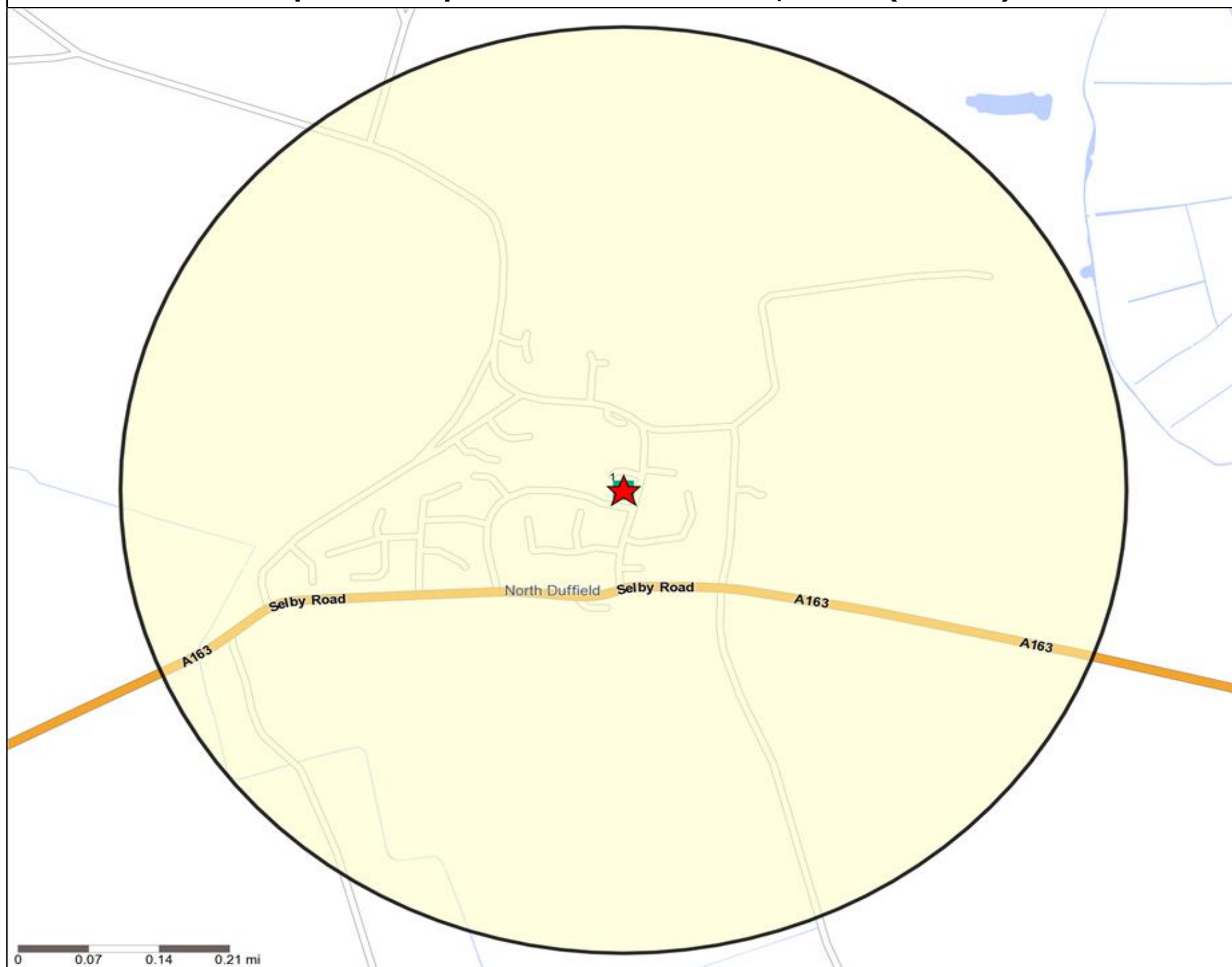


Competition Type Summary Table

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	0
Community Local	1	1	4	14
Dry Led	0	0	1	5
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	0	0	2	9
Total	1	1	7	28



Competition Map and Data: KINGS ARMS, SELBY (300453)



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
Café / Wine Bar	0
Circuit Bar	0
Community Local	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: KINGS ARMS, SELBY (300453)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	KINGS ARMS, SELBY	MAIN STREET, SELBY, YO8 5RG	Punch Taverns	YO 8 5RG	Punch Taverns	0.00
1	Kings Arms	Main Street, North Duffield, Selby	Punch Pub Company	YO 8 5RG	Community Local	0.00
2	Drovers Arms	Skipwith, Selby	Punch Pub Company	YO 8 5SF	Dry Led	1.64
3	White Swan	9 Main Street, Bubwith, Selby	Star Pubs & Bars	YO 8 6LT	Community Local	1.74
4	Bubwith Leisure Centre	43 Main Street, Bubwith, Selby	*Other Small Retail Groups	YO 8 6LX	Other	1.97
5	Boot & Shoe Inn	Main Street, Ellerton, York	Independent Free	YO42 4PB	Community Local	2.15
6	Ranch Caravan Park	Cliffe Common, Selby	Independent Free	YO 8 6EF	Other	2.22
7	Brighton Ferry	Main Street, Brighton, Selby	Independent Free	YO 8 6DH	Community Local	2.42
8	Oaks Golf Club	Aughton Common, Aughton, York	Independent Free	YO42 4PW	Other	3.29
9	New Inn	Cliffe, Selby	Enterprise Inns	YO 8 6NN	Community Local	3.38
10	Wadkin Arms Inn	Cliffe Road, Osgodby, Selby	Punch Pub Company	YO 8 5HU	Community Local	3.46
11	Bay Horse	York Road, Barlby, Selby	Enterprise Inns	YO 8 5JH	Community Local	3.69
12	New Inn	Howden Road, Barlby, Selby	Punch Pub Company	YO 8 5JE	Community Local	3.79
13	Per Bacco	20 Main Street, Riccall, York	Independent Free	YO19 6PX	Other	3.88
14	Riccall Village Institute	12 Station Road, Riccall, York	Independent Free	YO19 6QJ	Other	3.89
15	Crown Inn	Main Street, Hemingbrough, Selby	Enterprise Inns	YO 8 6QE	Dry Led	3.96
16	Fox And Pheasant	Main Street, Hemingbrough, Selby	Punch Pub Company	YO 8 6QE	Community Local	3.96
17	Greyhound	82 Main Street, Riccall, York	Punch Pub Company	YO19 6TE	Dry Led	4.01
18	Hare & Hounds	8 Silver Street, Riccall, York	Independent Free	YO19 6PA	Community Local	4.04
19	Regen Centre	Landing Lane, Riccall, York	Independent Free	YO19 6PW	Other	4.11
20	Black Swan Hotel	Bridlington Road, Foggathorpe, Selby	Independent Free	YO 8 6PR	Community Local	4.32
21	Spice	Landing Lane, Riccall, York	Independent Free	YO19 6TJ	Other	4.54
22	Loftsome Bridge Coaching House	Wressle, Selby	Independent Free	YO 8 6EN	Other	4.61
23	Black Bull Hotel	89 Main Street, Escrick, York	Enterprise Inns	YO19 6JP	Dry Led	4.81
24	Olympia Hotel	77 Barlby Road, Selby	Enterprise Inns	YO 8 5AB	Community Local	4.89
25	Wenlock Arms Inn	73 Main Street, Wheldrake, York	Enterprise Inns	YO19 6AA	Dry Led	4.92
26	Escrick & Deighton Club	63 Main Street, Escrick, York	Independent Free	YO19 6LQ	Other	4.98
27	Nelson Inn	134 Ousegate, Selby	*Other Small Retail Groups	YO 8 8BL	Community Local	4.99
28	Malt Shovel	Ousegate, Selby	Punch Pub Company	YO 8 8BL	Community Local	4.99
29	Station Inn	80 Ousegate, Selby	Unknown	YO 8 8BH	Community Local	5.05
30	Riverside Bar	70 Ousegate, Selby	Unknown	YO 8 4NJ	Circuit Bar	5.08