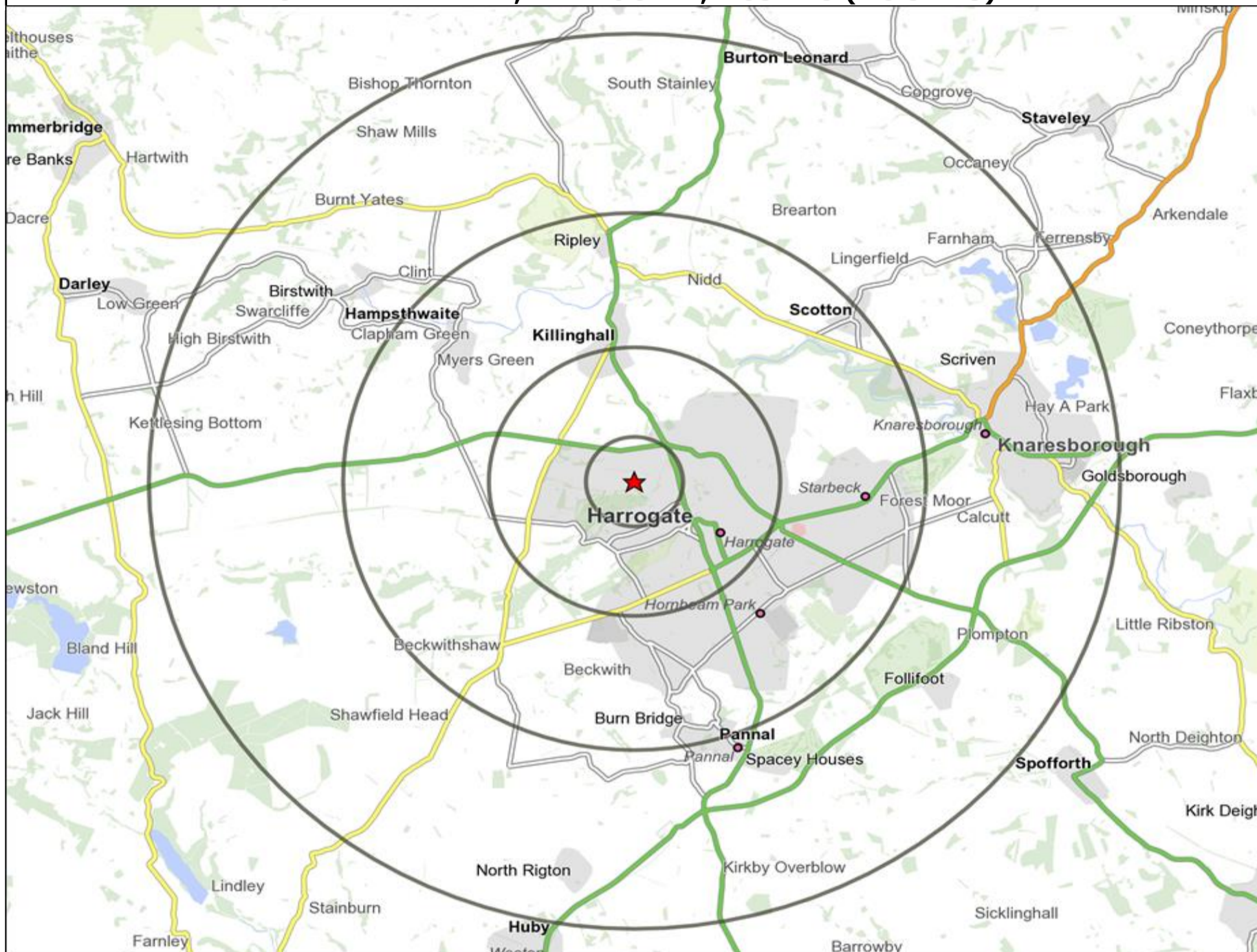




**Customer Profile Report for STONE BECK, HARROGATE (Punch Outlet Number: 200558)
GRANTLEY DRIVE, HARROGATE, HG3 2XS (HG 3 2XS)**



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

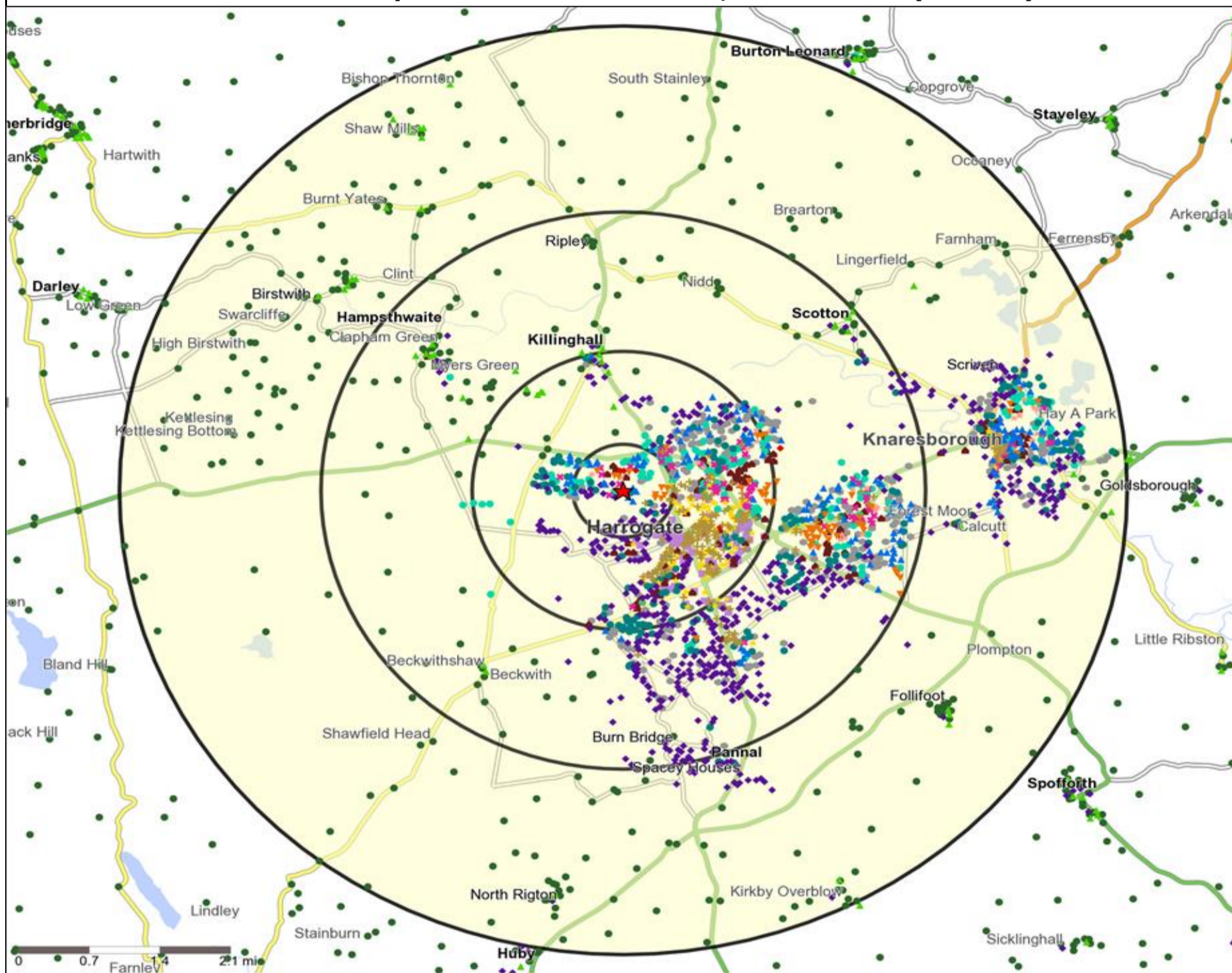
| | Count: | | | | | Index: | | | | |
|---------------------------------|---------------|---------------|---------------|----------------|------------------|---------------|---------------|---------------|---------------|------------------|
| | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 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 | 1,188 | 7,439 | 14,583 | 18,314 | 16,182 | 101 | 91 | 96 | 96 | 96 |
| 16-17 | 222 | 1,309 | 2,659 | 3,216 | 2,834 | 153 | 130 | 142 | 137 | 136 |
| 18-24 | 419 | 3,112 | 5,318 | 6,390 | 5,708 | 74 | 79 | 73 | 70 | 70 |
| 25-34 | 809 | 6,636 | 9,872 | 11,355 | 10,464 | 95 | 112 | 89 | 82 | 85 |
| 35-44 | 742 | 5,399 | 9,820 | 12,144 | 10,954 | 94 | 98 | 96 | 95 | 96 |
| 45-54 | 943 | 6,260 | 11,925 | 15,396 | 13,637 | 107 | 102 | 104 | 107 | 107 |
| 55-64 | 780 | 4,646 | 9,041 | 11,861 | 10,470 | 111 | 95 | 99 | 104 | 103 |
| 65+ | 1,135 | 8,633 | 17,519 | 22,517 | 19,767 | 101 | 110 | 120 | 124 | 122 |
| Population estimate 2015 | 6,238 | 43,434 | 80,737 | 101,193 | 90,016 | 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 | 5,917 | 40,346 | 75,897 | 95,872 | 84,843 | 94% | 94% | 95% | 96% | 95% |
| Mixed / Multiple Ethnic Groups | 99 | 650 | 1,105 | 1,279 | 1,197 | 2% | 2% | 1% | 1% | 1% |
| Asian / Asian British | 202 | 1,058 | 1,716 | 1,895 | 1,806 | 3% | 2% | 2% | 2% | 2% |
| Black / African / Caribbean / Black British | 65 | 564 | 852 | 922 | 920 | 1% | 1% | 1% | 1% | 1% |
| Other Ethnic Group | 15 | 199 | 308 | 368 | 385 | 0% | 0% | 0% | 0% | 0% |
| All People (Ethnic Group) | 6,298 | 42,817 | 79,878 | 100,336 | 89,151 | 100 | 100 | 100 | 100 | 100 |



Mosaic UK Map and Data: STONE BECK, HARROGATE (200558)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

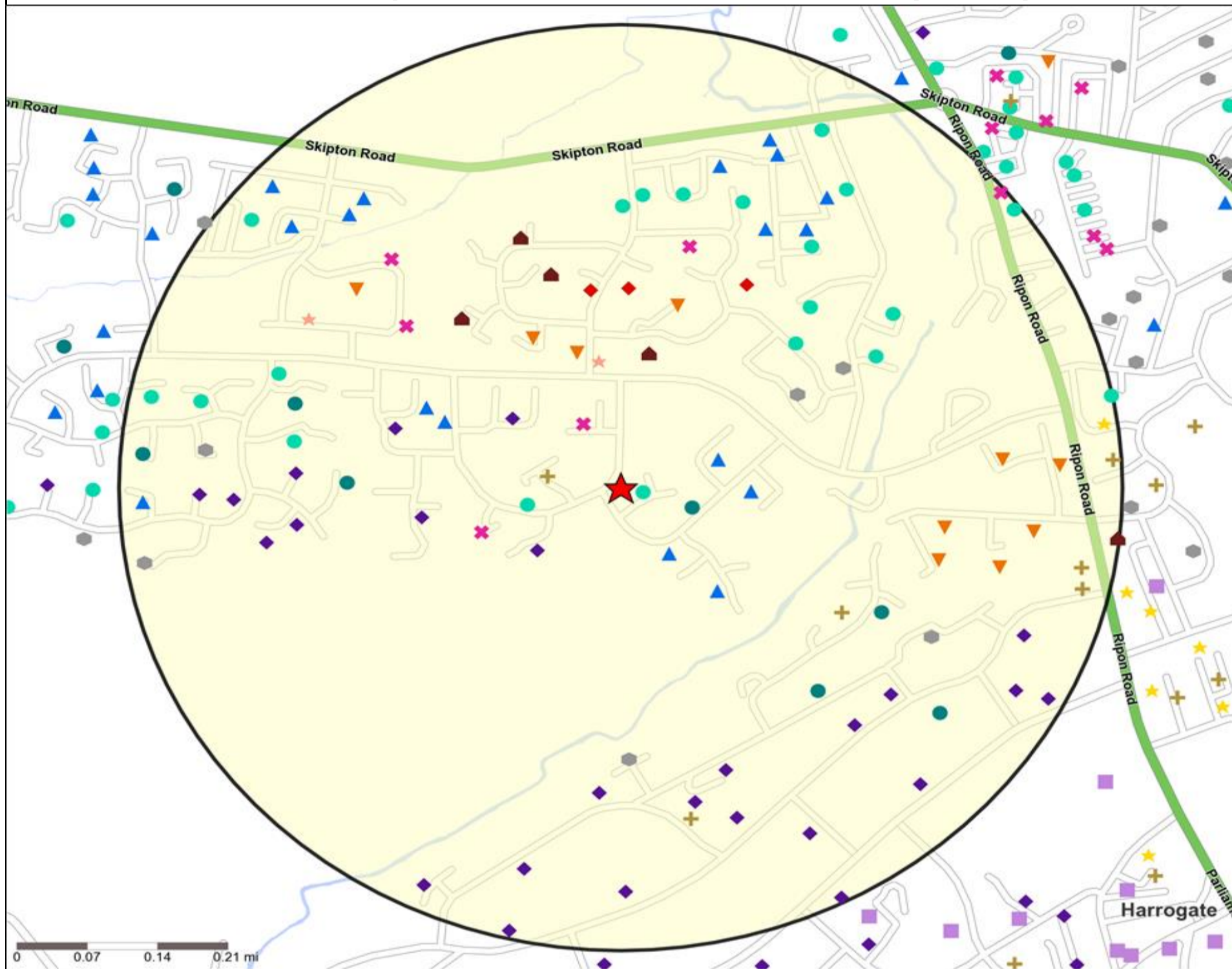
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- B Prestige Positions
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- C Country Living
- L Vintage Value
- M Modest 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+) | 91 | 1,782 | 1,921 | 1,921 | 1,921 | 45 | 122 | 72 | 57 | 64 |
| B Prestige Positions (18+) | 814 | 4,245 | 12,234 | 16,523 | 13,826 | 233 | 169 | 266 | 286 | 269 |
| C Country Living (18+) | 0 | 214 | 1,707 | 4,671 | 5,356 | 0 | 9 | 39 | 85 | 109 |
| D Rural Reality (18+) | 0 | 184 | 625 | 1,146 | 1,306 | 0 | 8 | 14 | 21 | 27 |
| E Senior Security (18+) | 325 | 3,745 | 8,535 | 10,160 | 8,841 | 83 | 133 | 166 | 157 | 154 |
| F Suburban Stability (18+) | 586 | 1,974 | 4,599 | 5,777 | 4,832 | 200 | 94 | 119 | 119 | 112 |
| G Domestic Success (18+) | 261 | 3,615 | 6,643 | 8,518 | 6,870 | 65 | 125 | 125 | 128 | 116 |
| H Aspiring Homemakers (18+) | 940 | 4,032 | 6,427 | 7,742 | 6,455 | 216 | 128 | 112 | 107 | 100 |
| I Family Basics (18+) | 434 | 898 | 2,304 | 2,447 | 2,306 | 126 | 36 | 51 | 43 | 45 |
| J Transient Renters (18+) | 349 | 2,288 | 3,187 | 3,650 | 3,218 | 126 | 115 | 87 | 80 | 79 |
| K Municipal Challenge (18+) | 187 | 244 | 281 | 281 | 281 | 66 | 12 | 8 | 6 | 7 |
| L Vintage Value (18+) | 360 | 2,752 | 4,078 | 4,896 | 4,344 | 119 | 127 | 103 | 98 | 98 |
| M Modest Traditions (18+) | 121 | 416 | 852 | 1,241 | 852 | 53 | 25 | 28 | 33 | 25 |
| N Urban Cohesion (18+) | 38 | 3,580 | 3,856 | 4,019 | 3,978 | 15 | 198 | 117 | 97 | 108 |
| O Rental Hubs (18+) | 283 | 4,559 | 5,923 | 6,327 | 6,196 | 77 | 171 | 122 | 104 | 114 |
| Adults 18+ estimate 2015 | 4,789 | 34,528 | 63,172 | 79,319 | 70,582 | 100 | 100 | 100 | 100 | 100 |



Mosaic UK Map and Data: STONE BECK, HARROGATE (200558)



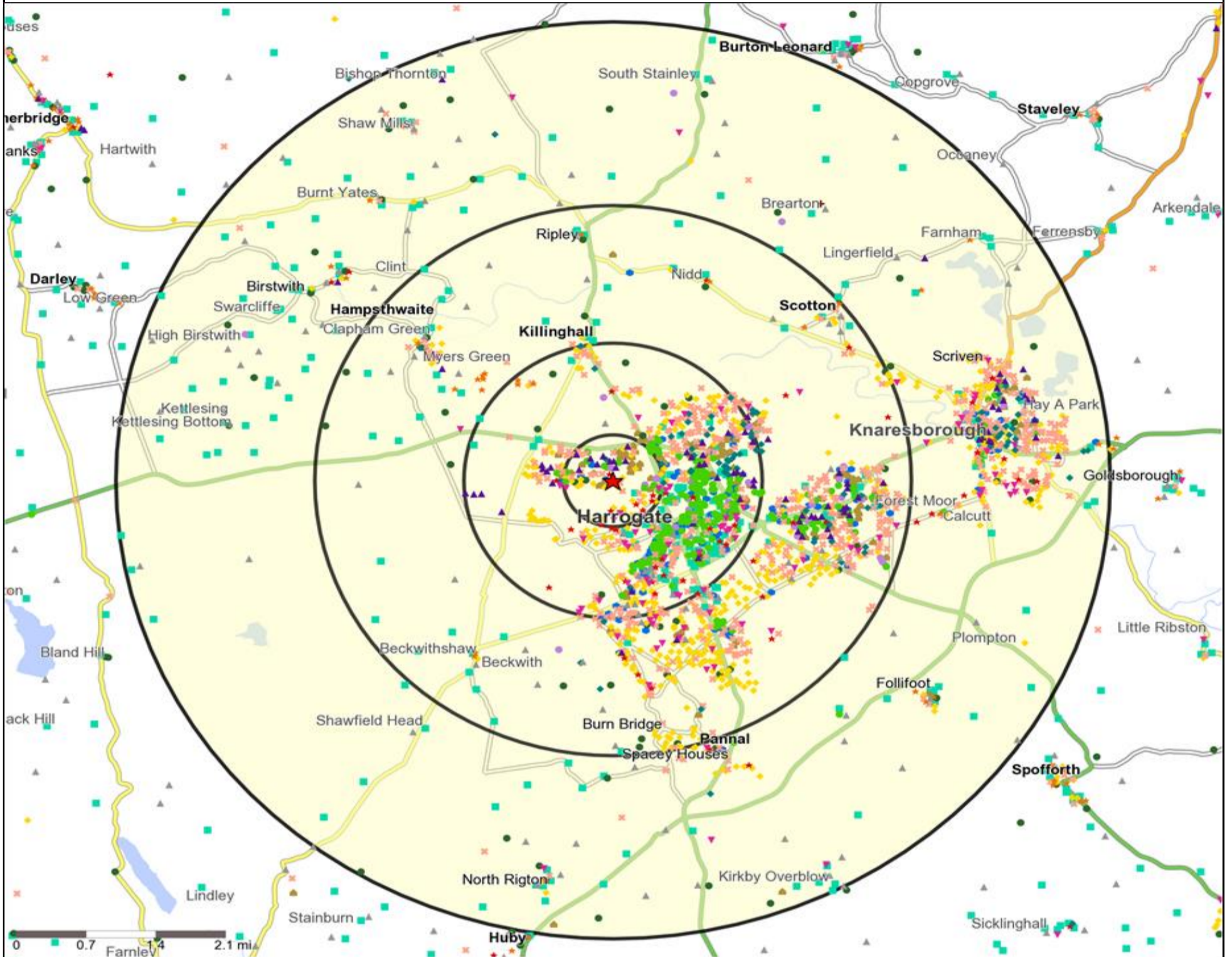
Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- 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+) | 91 | 45 |
| B Prestige Positions (18+) | 814 | 233 |
| C Country Living (18+) | 0 | 0 |
| D Rural Reality (18+) | 0 | 0 |
| E Senior Security (18+) | 325 | 83 |
| F Suburban Stability (18+) | 586 | 200 |
| G Domestic Success (18+) | 261 | 65 |
| H Aspiring Homemakers (18+) | 940 | 216 |
| I Family Basics (18+) | 434 | 126 |
| J Transient Renters (18+) | 349 | 126 |
| K Municipal Challenge (18+) | 187 | 66 |
| L Vintage Value (18+) | 360 | 119 |
| M Modest Traditions (18+) | 121 | 53 |
| N Urban Cohesion (18+) | 38 | 15 |
| O Rental Hubs (18+) | 283 | 77 |
| Adults 18+ estimate 2015 | 4,789 | 100 |



Occasions Map and Data: STONE BECK, HARROGATE (200558)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

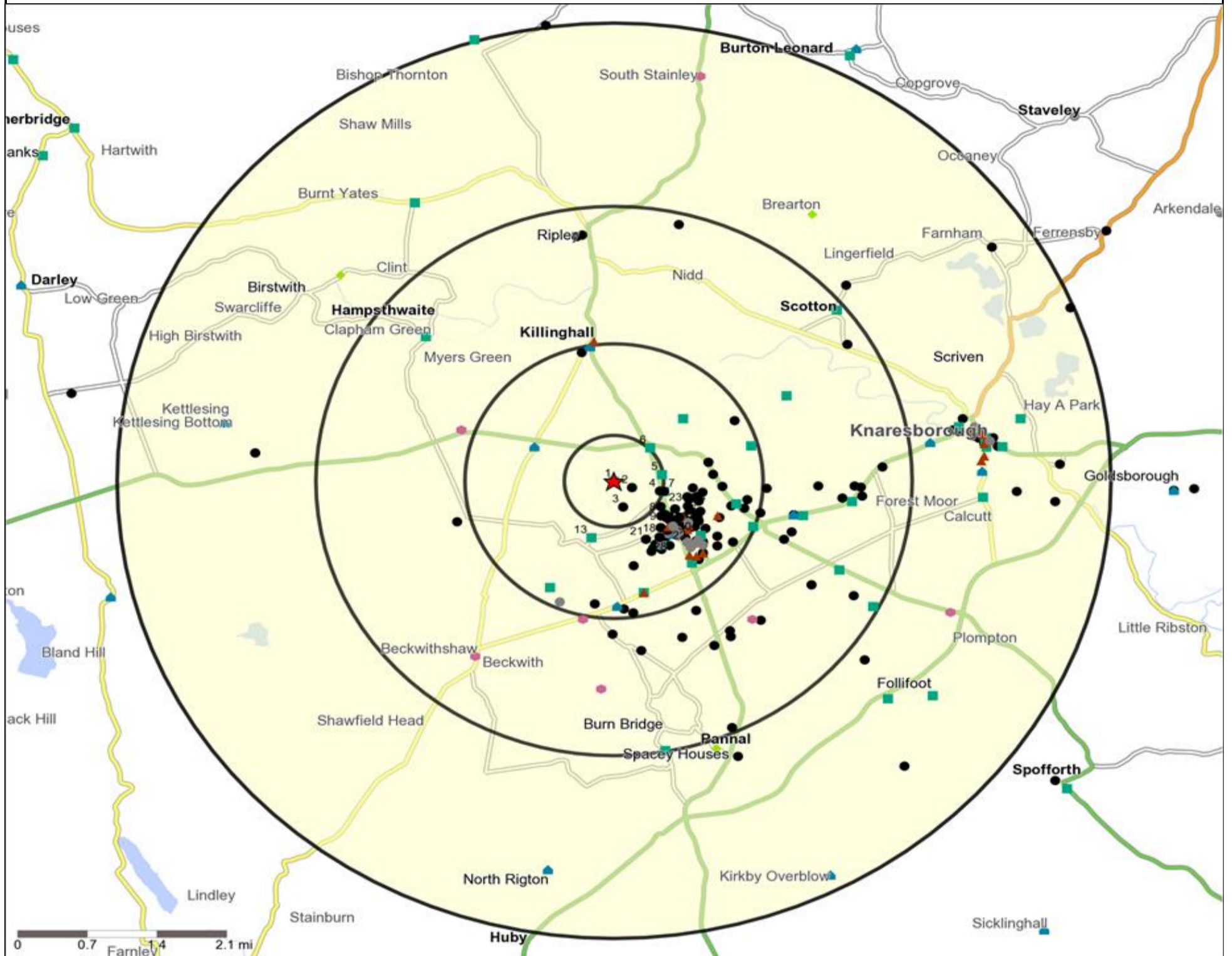
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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 | 295 | 2,408 | 4,073 | 5,339 | 4,906 | 77 | 97 | 89 | 94 | 97 |
| 02 Early Doors | 313 | 1,799 | 3,610 | 4,647 | 4,043 | 98 | 87 | 94 | 98 | 96 |
| 03 Everyday is Friday | 323 | 1,781 | 3,180 | 3,915 | 3,454 | 118 | 101 | 98 | 96 | 96 |
| 04 Weekend Millionaires | 361 | 1,843 | 3,226 | 3,881 | 3,408 | 92 | 72 | 69 | 66 | 66 |
| 05 Out On The Town | 402 | 2,686 | 4,557 | 5,409 | 4,818 | 106 | 109 | 101 | 96 | 96 |
| 06 Business and Pleasure | 165 | 1,467 | 2,517 | 3,142 | 2,964 | 84 | 115 | 108 | 108 | 115 |
| 07 Sporting Pints | 370 | 2,618 | 3,944 | 4,411 | 4,053 | 89 | 96 | 79 | 71 | 74 |
| 08 Student Social | 148 | 932 | 2,078 | 2,743 | 2,437 | 84 | 81 | 98 | 104 | 104 |
| 09 Leisurely Lunch | 368 | 2,471 | 4,725 | 6,023 | 5,294 | 99 | 102 | 106 | 109 | 108 |
| 10 Wining and Dining | 408 | 3,071 | 6,075 | 7,699 | 6,615 | 96 | 112 | 120 | 122 | 118 |
| 11 Household Outing | 422 | 2,141 | 3,874 | 4,762 | 4,167 | 126 | 98 | 97 | 95 | 94 |
| 12 Midweek Meal Deal | 130 | 647 | 1,294 | 1,690 | 1,481 | 69 | 53 | 57 | 60 | 60 |
| 13 Date Night | 385 | 2,667 | 5,430 | 6,874 | 5,989 | 128 | 137 | 151 | 154 | 151 |
| 14 Birthday Treat | 334 | 2,145 | 4,266 | 5,394 | 4,693 | 111 | 110 | 119 | 120 | 118 |
| 15 Pre Show Meal | 136 | 948 | 1,651 | 2,038 | 1,820 | 132 | 141 | 134 | 132 | 133 |
| Number of Occasions | 4,560 | 29,624 | 54,500 | 67,967 | 60,142 | 100 | 100 | 100 | 100 | 100 |



Competition Map and Data: STONE BECK, HARROGATE (200558)



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

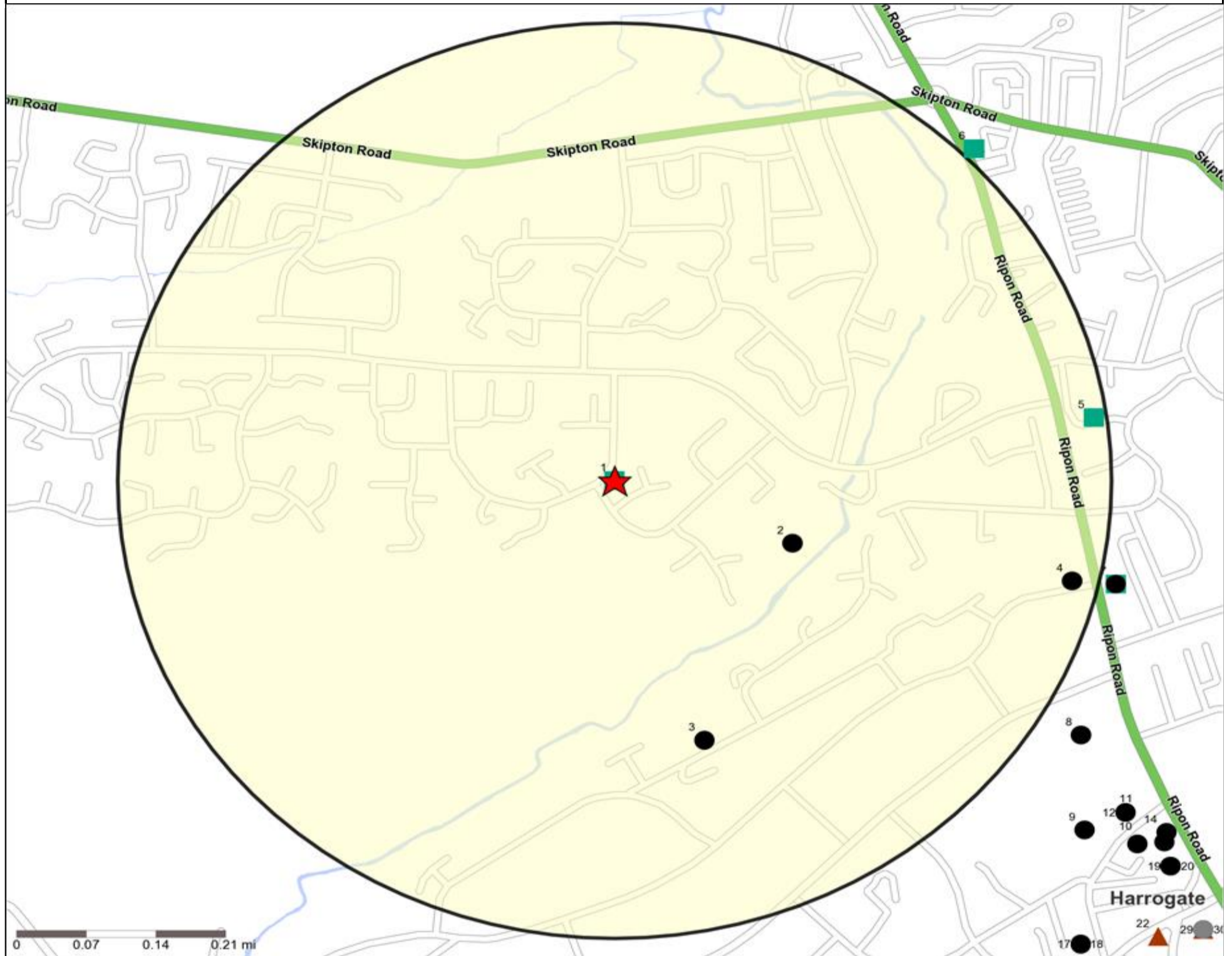


Competition Type Summary Table











| Reporting Category | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles |
|--------------------|---------------|---------------|---------------|---------------|
| Café / Wine Bar | 0 | 19 | 19 | 21 |
| Circuit Bar | 0 | 15 | 16 | 25 |
| Community Local | 2 | 13 | 21 | 33 |
| Dry Led | 0 | 4 | 5 | 10 |
| Branded Food Pub | 0 | 0 | 5 | 7 |
| Rural | 0 | 0 | 0 | 4 |
| Other | 3 | 135 | 165 | 192 |
| Total | 5 | 186 | 231 | 292 |



Competition Map and Data: STONE BECK, HARROGATE (200558)



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 | 2 |
| Dry Led | 0 |
| Branded Food Pub | 0 |
| Rural | 0 |
| Other | 3 |
| Total | 5 |



Local Competition: STONE BECK, HARROGATE (200558)

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

| Rank | Pub name | Address | Owner | Postcode | Category | Distance (Miles) |
|------|-------------------------------------|------------------------------------|---------------------|----------|-----------------|------------------|
| N/A | STONE BECK, HARROGATE | GRANTLEY DRIVE, HARROGATE, HG3 2XS | Punch Taverns | HG 3 2XS | Punch Taverns | 0.00 |
| 1 | Stone Beck | Grantley Drive, Harrogate | Punch Pub Company | HG 3 2XS | Community Local | 0.00 |
| 2 | Academy Health Club | Oakdale Place, Harrogate | Independent Free | HG 1 2LA | Other | 0.19 |
| 3 | Oakdale Golf Club | Oakdale, Harrogate | Independent Free | HG 1 2LW | Other | 0.30 |
| 4 | Bijou Hotel | 17 Ripon Road, Harrogate | Independent Free | HG 1 2JL | Other | 0.47 |
| 5 | Claro Beagle | Ripon Road, Harrogate | Mitchells & Butlers | HG 1 2DR | Community Local | 0.49 |
| 6 | Little Wonder Hotel | Ripon Road, Harrogate | Punch Pub Company | HG 1 2BY | Community Local | 0.51 |
| 7 | Alexa House | 26 Ripon Road, Harrogate | Independent Free | HG 1 2JJ | Other | 0.52 |
| 8 | Cairn Hotel | Ripon Road, Harrogate | Strathmore Hotels | HG 1 2JD | Other | 0.55 |
| 9 | Old Swan Hotel | Swan Road, Harrogate | Independent Free | HG 1 2SR | Other | 0.61 |
| 10 | Grants Hotel | 3-13 Swan Road, Harrogate | Independent Free | HG 1 2SS | Other | 0.63 |
| 11 | Fern Hotel | 29 Swan Road, Harrogate | Independent Free | HG 1 2SS | Other | 0.63 |
| 12 | Ruskin Hotel | 1 Swan Road, Harrogate | Independent Free | HG 1 2SS | Other | 0.63 |
| 13 | Hampden House | 120 Duchy Road, Harrogate | Independent Free | HG 1 2HE | Community Local | 0.66 |
| 14 | Joe Rigatoni Italian Restaurant | 3 Ripon Road, Harrogate | Independent Free | HG 1 2SX | Other | 0.68 |
| 15 | Premier Inn | Springfield Avenue, Harrogate | Whitbread | HG 1 2HU | Other | 0.69 |
| 16 | Majestic Hotel | Ripon Road, Harrogate | Hotel Collection | HG 1 2HU | Other | 0.69 |
| 17 | Studley Hotel | 28 Swan Road, Harrogate | Independent Free | HG 1 2SE | Other | 0.69 |
| 18 | Mirabelle | 28a Swan Road, Harrogate | Independent Free | HG 1 2SE | Other | 0.69 |
| 19 | Royal Hall | Ripon Road, Harrogate | Independent Free | HG 1 2SY | Other | 0.70 |
| 20 | St George Hotel | 1 Ripon Road, Harrogate | Independent Free | HG 1 2SY | Other | 0.70 |
| 21 | Sun Pavilion | Cornwall Road, Harrogate | Independent Free | HG 1 2PQ | Other | 0.71 |
| 22 | Hales Bar | 1-3 Crescent Road, Harrogate | Enterprise Inns | HG 1 2RS | Circuit Bar | 0.74 |
| 23 | Fountains Hotel | 27 Kings Road, Harrogate | Independent Free | HG 1 5JY | Other | 0.76 |
| 24 | Kimberley Hotel | 11-19 Kings Road, Harrogate | Independent Free | HG 1 5JY | Other | 0.76 |
| 25 | Crown Hotel | Crown Place, Harrogate | Independent Free | HG 1 2RZ | Other | 0.76 |
| 26 | Harrogate International Conf Centre | Kings Road, Harrogate | Independent Free | HG 1 5LA | Other | 0.77 |
| 27 | Cavendish Hotel | 3 Valley Drive, Harrogate | Independent Free | HG 2 0JJ | Other | 0.77 |
| 28 | Kensington Aparthotel | 1 Valley Drive, Harrogate | Independent Free | HG 2 0JJ | Other | 0.77 |
| 29 | Royal Baths Restaurant | 2 Crescent Road, Harrogate | Independent Free | HG 1 2WJ | Other | 0.77 |
| 30 | Viper Rooms | Parliament Street, Harrogate | Unknown | HG 1 2WH | Cafe / Wine Bar | 0.77 |