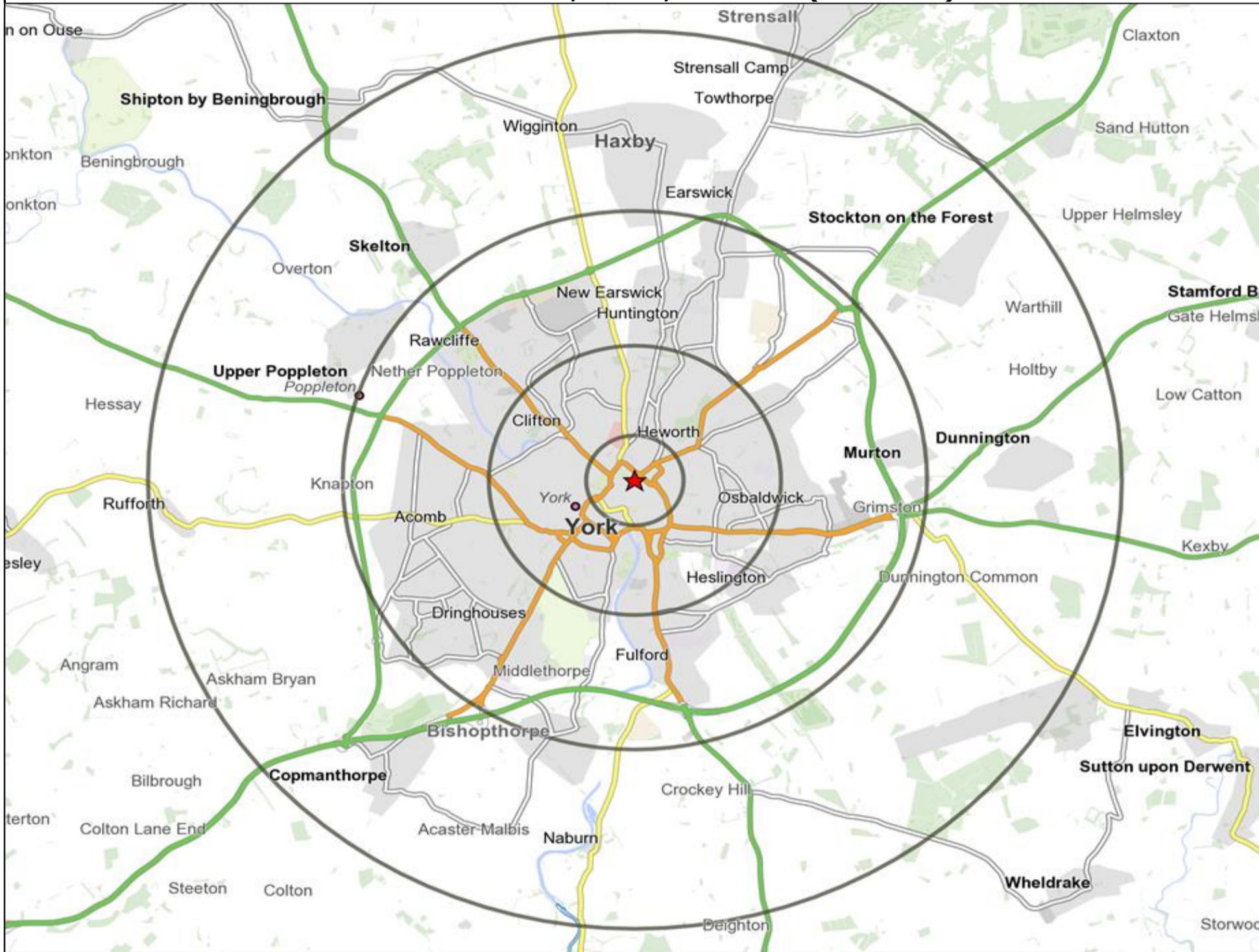




**Customer Profile Report for ROYAL OAK, YORK (Punch Outlet Number: 200088)  
18 GOODDRAMGATE, YORK, YO1 7LG (YO 1 7LG)**



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

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

**Age Data Table**

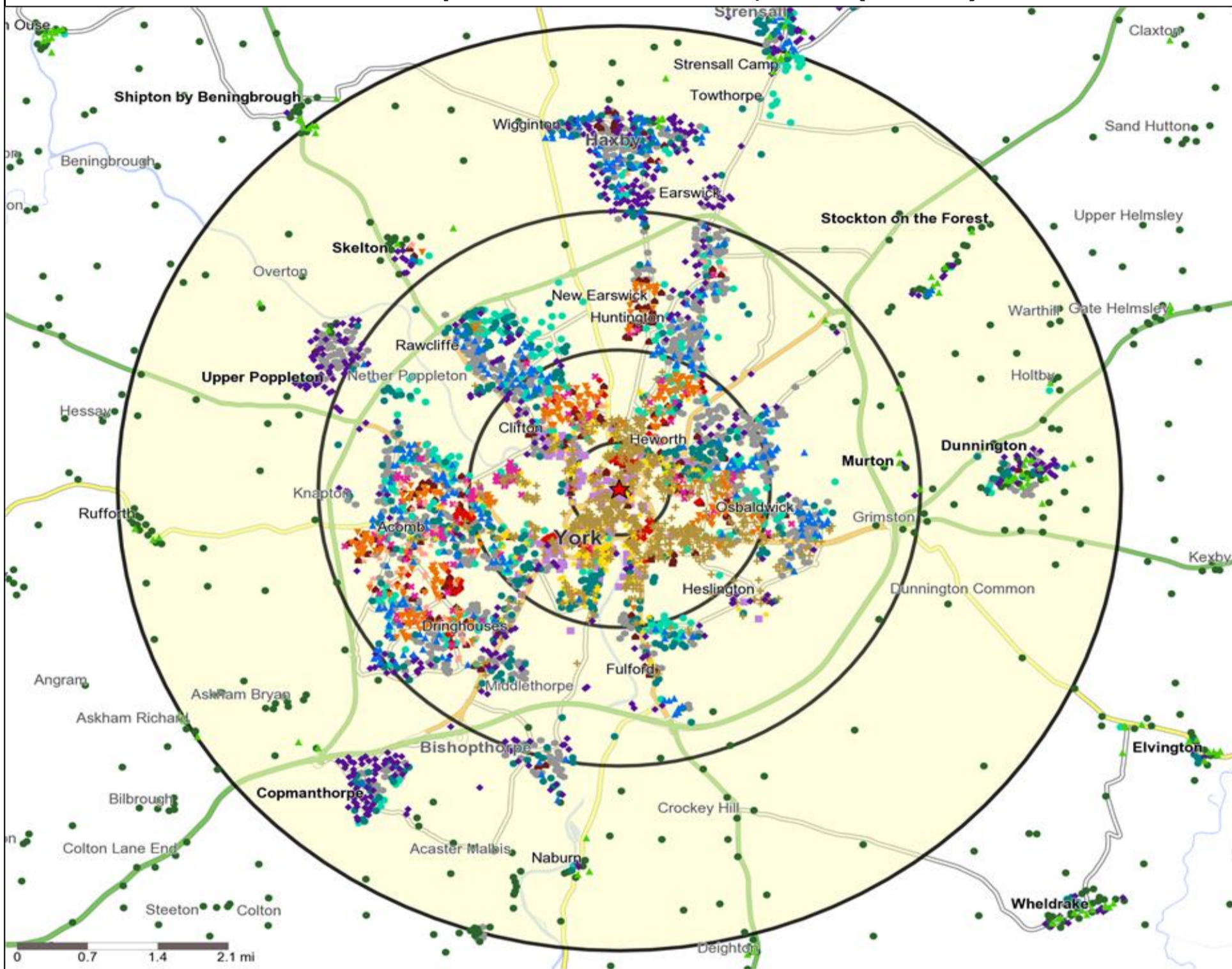
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	740	11,991	25,340	30,895	29,301	35	75	83	83	83
16-17	82	1,467	3,173	4,023	3,663	31	74	83	88	84
18-24	3,670	18,477	27,690	29,422	28,676	359	239	187	165	169
25-34	2,690	16,002	25,174	27,913	27,141	174	137	113	103	106
35-44	1,152	10,050	19,487	23,379	22,288	80	93	94	93	94
45-54	1,059	9,812	20,233	25,369	23,868	66	81	87	91	90
55-64	803	7,079	15,471	20,551	19,040	63	73	84	92	90
65+	1,092	10,581	27,005	35,814	33,812	54	69	92	101	100
<b>Population estimate 2015</b>	<b>11,288</b>	<b>85,459</b>	<b>163,573</b>	<b>197,366</b>	<b>187,789</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	8,831	75,497	145,823	177,997	169,117	88%	91%	93%	94%	94%
Mixed / Multiple Ethnic Groups	196	1,315	2,109	2,355	2,277	2%	2%	1%	1%	1%
Asian / Asian British	687	4,252	6,348	6,658	6,578	7%	5%	4%	4%	4%
Black / African / Caribbean / Black British	98	770	1,065	1,172	1,128	1%	1%	1%	1%	1%
Other Ethnic Group	184	778	1,188	1,229	1,215	2%	1%	1%	1%	1%
<b>All People (Ethnic Group)</b>	<b>9,996</b>	<b>82,612</b>	<b>156,533</b>	<b>189,411</b>	<b>180,315</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: ROYAL OAK, YORK (200088)**



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

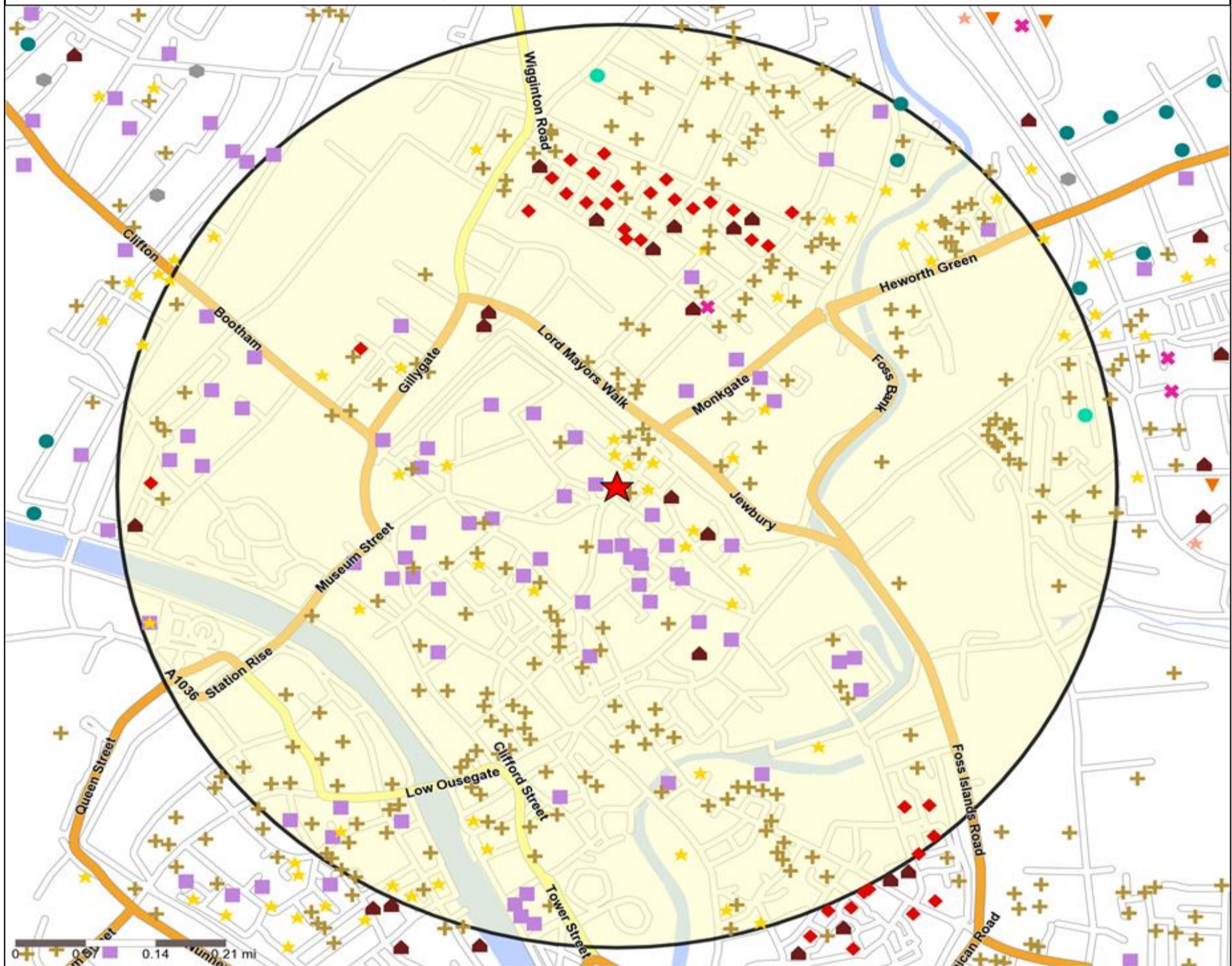
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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>	1,313	3,822	3,911	3,911	3,911	349	134	73	60	63
<b>B Prestige Positions (18+)</b>	0	992	4,596	13,155	10,280	0	20	50	117	96
<b>C Country Living (18+)</b>	0	1	450	4,094	2,681	0	0	5	38	26
<b>D Rural Reality (18+)</b>	0	1	238	1,590	1,320	0	0	3	15	13
<b>E Senior Security (18+)</b>	3	4,978	20,954	25,746	24,765	0	91	203	206	208
<b>F Suburban Stability (18+)</b>	0	1,973	10,011	12,534	12,123	0	48	129	133	136
<b>G Domestic Success (18+)</b>	41	4,605	10,605	14,071	13,118	5	81	100	109	107
<b>H Aspiring Homemakers (18+)</b>	76	3,802	10,154	11,680	11,292	9	62	88	83	85
<b>I Family Basics (18+)</b>	0	5,259	10,015	10,106	10,106	0	108	109	91	96
<b>J Transient Renters (18+)</b>	2	3,663	5,763	5,882	5,882	0	94	79	66	70
<b>K Municipal Challenge (18+)</b>	554	2,181	3,298	3,298	3,298	106	55	44	37	38
<b>L Vintage Value (18+)</b>	410	3,101	7,070	7,809	7,802	73	73	89	81	85
<b>M Modest Traditions (18+)</b>	0	841	4,176	4,355	4,355	0	26	69	60	63
<b>N Urban Cohesion (18+)</b>	1,102	6,862	7,410	7,410	7,410	237	195	112	92	97
<b>O Rental Hubs (18+)</b>	5,391	25,318	28,094	28,094	28,094	787	488	288	237	249
<b>Adults 18+ estimate 2015</b>	<b>8,892</b>	<b>67,399</b>	<b>126,745</b>	<b>153,735</b>	<b>146,437</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Mosaic UK Map and Data: ROYAL OAK, YORK (20088)



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

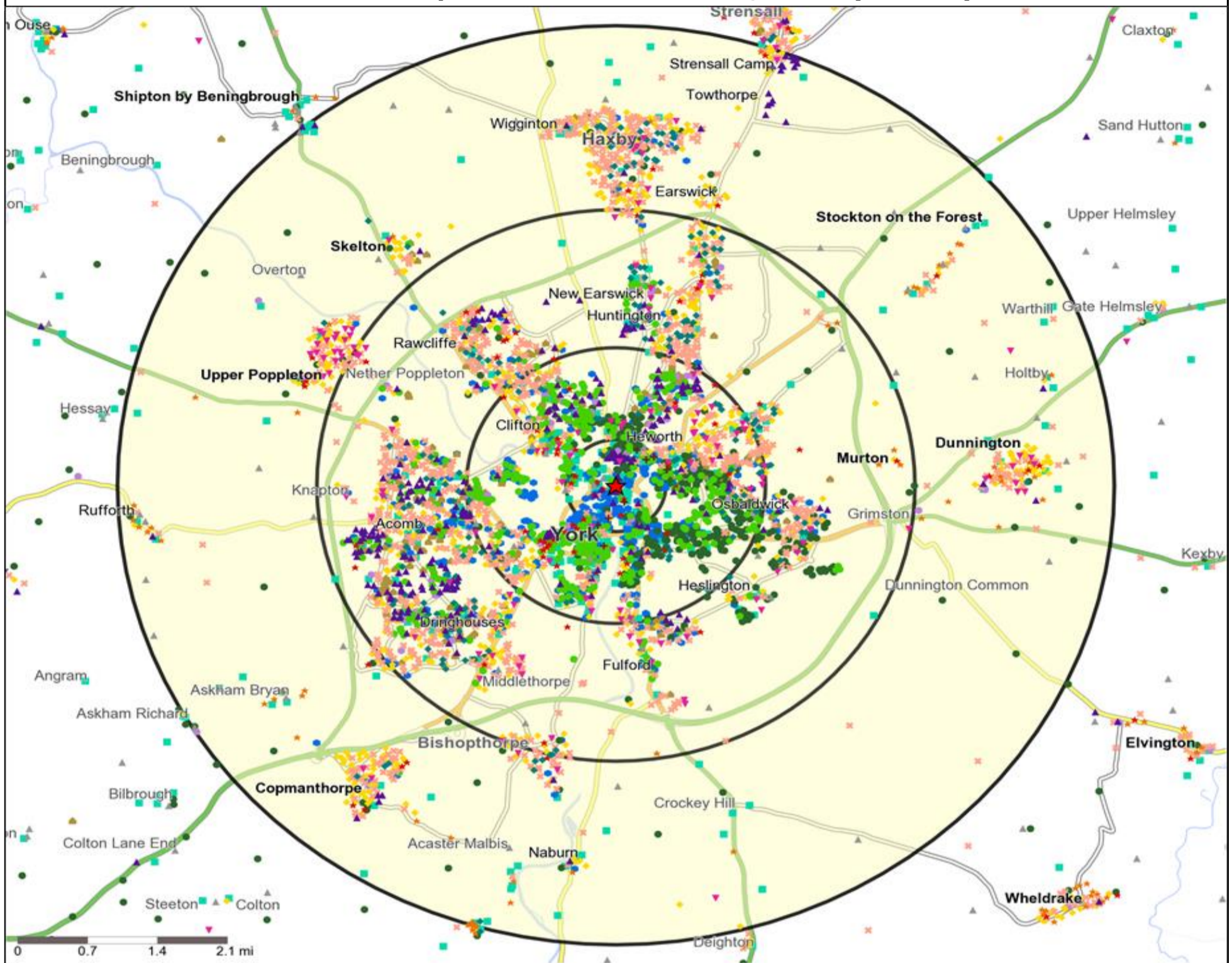
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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
<b>A City Prosperity (18+)</b>	1,313	349
<b>B Prestige Positions (18+)</b>	0	0
<b>C Country Living (18+)</b>	0	0
<b>D Rural Reality (18+)</b>	0	0
<b>E Senior Security (18+)</b>	3	0
<b>F Suburban Stability (18+)</b>	0	0
<b>G Domestic Success (18+)</b>	41	5
<b>H Aspiring Homemakers (18+)</b>	76	9
<b>I Family Basics (18+)</b>	0	0
<b>J Transient Renters (18+)</b>	2	0
<b>K Municipal Challenge (18+)</b>	554	106
<b>L Vintage Value (18+)</b>	410	73
<b>M Modest Traditions (18+)</b>	0	0
<b>N Urban Cohesion (18+)</b>	1,102	237
<b>O Rental Hubs (18+)</b>	5,391	787
<b>Adults 18+ estimate 2015</b>	<b>8,892</b>	<b>100</b>



### Occasions Map and Data: ROYAL OAK, YORK (200088)



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

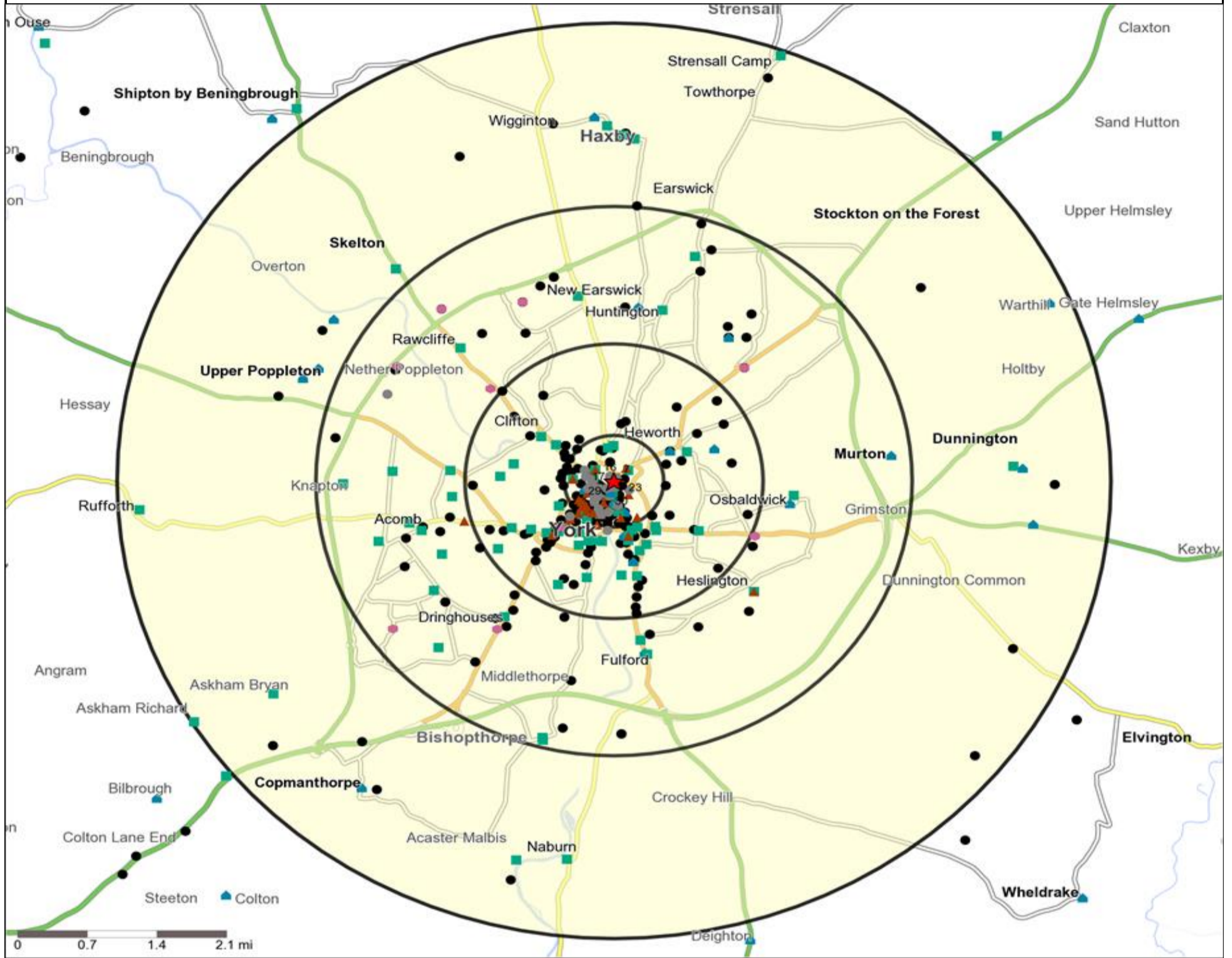
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 01 Mine's a Pint
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ◆ 02 Early Doors
- ▲ 06 Business and Pleasure
- ✳ 10 Wining and Dining
- 03 Everyday is Friday
- 07 Sporting Pints
- ▲ 11 Household Outing
- ★ 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	699	4,442	7,903	9,537	9,083	103	82	79	80	80
02 Early Doors	209	2,609	6,748	8,562	8,118	37	57	80	86	85
03 Everyday is Friday	623	4,559	8,251	9,447	9,122	128	117	115	111	112
04 Weekend Millionaires	220	3,351	7,698	8,721	8,485	31	60	74	71	72
05 Out On The Town	1,428	8,214	12,923	14,272	13,903	211	152	130	120	123
06 Business and Pleasure	371	2,867	4,608	5,284	5,081	106	103	90	86	87
07 Sporting Pints	1,039	7,427	11,170	11,796	11,644	139	125	102	90	93
08 Student Social	1,209	7,743	10,328	11,496	11,129	383	307	222	208	210
09 Leisurely Lunch	463	4,227	8,744	11,087	10,455	70	80	89	95	94
10 Wining and Dining	488	4,527	10,282	13,513	12,637	65	75	92	102	100
11 Household Outing	209	3,576	8,006	9,282	8,965	35	75	91	88	89
12 Midweek Meal Deal	277	2,676	4,596	5,359	5,093	82	100	93	91	90
13 Date Night	416	3,708	8,227	11,171	10,306	78	87	104	119	115
14 Birthday Treat	269	3,317	7,143	9,281	8,647	50	77	90	99	96
15 Pre Show Meal	213	1,753	3,238	3,897	3,737	116	119	119	120	121
<b>Number of Occasions</b>	<b>8,133</b>	<b>64,996</b>	<b>119,865</b>	<b>142,705</b>	<b>136,405</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: ROYAL OAK, YORK (200088)



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

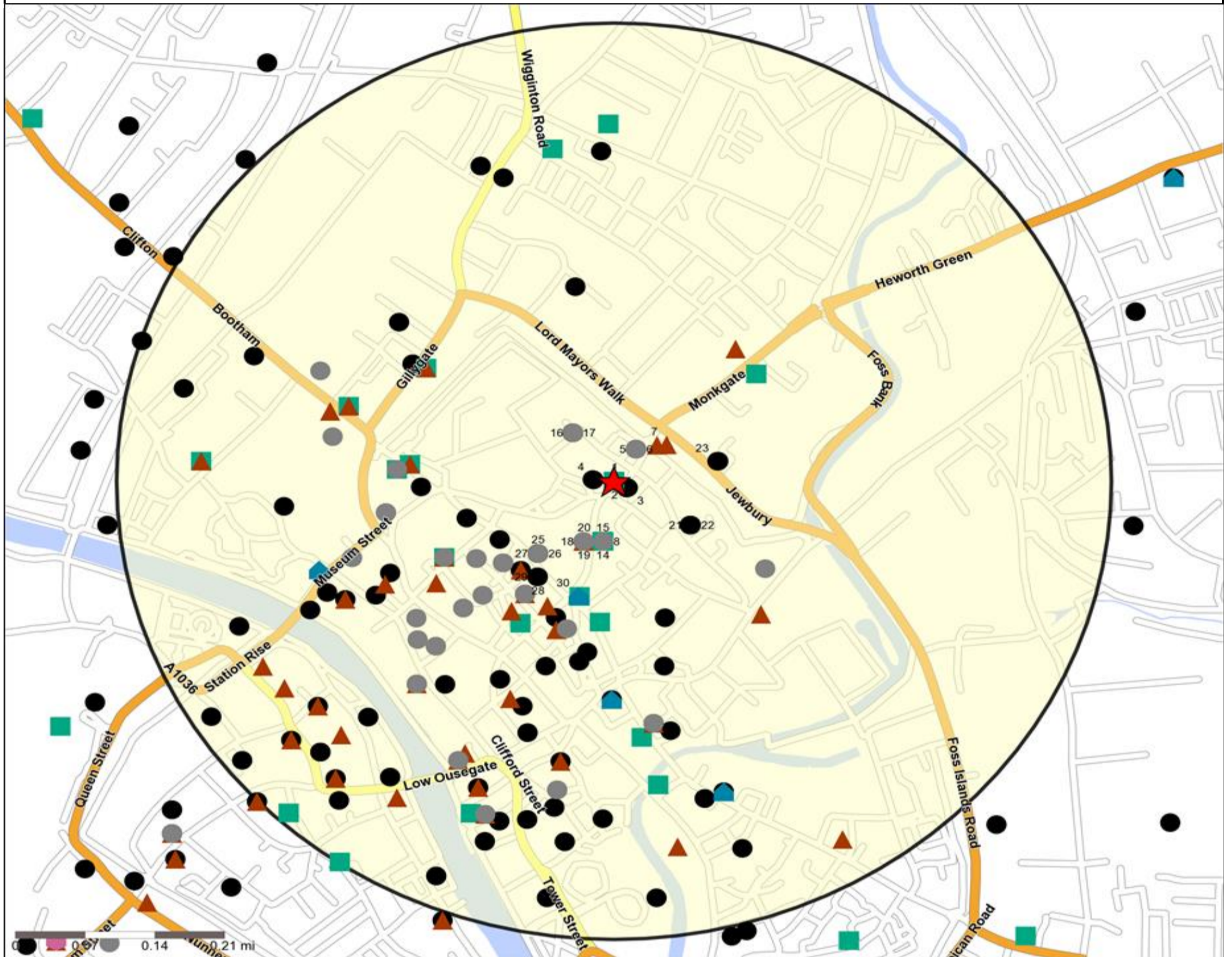
- ★ Location
- ⬡ Branded Food
- ▲ Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

#### 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	36	40	40	40
Circuit Bar	39	49	51	51
Community Local	20	53	76	88
Dry Led	6	12	16	24
Branded Food Pub	0	1	11	11
Rural	0	0	0	0
Other	131	234	293	312
<b>Total</b>	<b>232</b>	<b>389</b>	<b>487</b>	<b>526</b>



### Competition Map and Data: ROYAL OAK, YORK (200088)



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
- Café / Wine Bar
- ▲ Dry Led
- 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	36
Circuit Bar	39
Community Local	20
Dry Led	6
Branded Food Pub	0
Rural	0
Other	131
<b>Total</b>	<b>232</b>



## Local Competition: ROYAL OAK, YORK (200088)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ROYAL OAK, YORK	18 GOODRAMGATE, YORK, YO1 7LG	Punch Taverns	YO 1 7LG	Punch Taverns	0.00
1	Royal Oak	18 Goodramgate, York	Punch Pub Company	YO 1 7LG	Circuit Bar	0.00
2	Golden Slipper	20 Goodramgate, York	Enterprise Inns	YO 1 7LG	Community Local	0.00
3	Bengal Brasserie	21 Goodramgate, York	Independent Free	YO 1 7LW	Other	0.02
4	St Williams Restaurant	5 College Street, York	Independent Free	YO 1 7JF	Other	0.02
5	Little Italy	12 Goodramgate, York	Independent Free	YO 1 7LQ	Other	0.04
6	Deans Bar & Grill	14 Goodramgate, York	Independent Free	YO 1 7LQ	Cafe / Wine Bar	0.04
7	Keystones	4 Monkgate, York	Stonegate Pub Company	YO31 7PE	Circuit Bar	0.07
8	Koko International Bar	31 Goodramgate, York	Independent Free	YO 1 7LS	Cafe / Wine Bar	0.07
9	Wagamama	77-81 Goodramgate, York	Wagamama	YO 1 7LS	Other	0.07
10	Bombay Spice	58 Goodramgate, York	Independent Free	YO 1 7LS	Other	0.07
11	Lime House	55 Goodramgate, York	Independent Free	YO 1 7LS	Other	0.07
12	La Piazza	45 Goodramgate, York	Independent Free	YO 1 7LS	Other	0.07
13	Yak & Yeti	63a Goodramgate, York	Independent Free	YO 1 7LS	Other	0.07
14	Caesars Restaurant	27 Goodramgate, York	Independent Free	YO 1 7LS	Other	0.07
15	Snickleway	47 Goodramgate, York	Enterprise Inns	YO 1 7LS	Community Local	0.07
16	Treasurers House	Chapter House Street, York	National Trust	YO 1 7JH	Other	0.07
17	Grays Court	Chapter House Street, York	Independent Free	YO 1 7JH	Cafe / Wine Bar	0.07
18	Habit Cafe Bar	40 Goodramgate, York	Independent Free	YO 1 7LF	Cafe / Wine Bar	0.07
19	Cross Keys	34 Goodramgate, York	Mitchells & Butlers	YO 1 7LF	Circuit Bar	0.07
20	Old White Swan	80 Goodramgate, York	Mitchells & Butlers	YO 1 7LF	Circuit Bar	0.07
21	Merchant Taylors Hall	Aldwark, York	Independent Free	YO 1 7BX	Other	0.09
22	Royal Air Force Association	5 Aldwark, York	Independent Free	YO 1 7BX	Other	0.09
23	Monkbar Hotel	St Maurices Road, York	Independent Free	YO31 7JA	Other	0.11
24	La Vecchia Scuola	62 Low Petergate, York	Independent Free	YO 1 7HZ	Other	0.11
25	Cafe Rouge	52 Low Petergate, York	Casual Dining Group	YO 1 7HZ	Other	0.11
26	Filmore & Union	62a Low Petergate, York	Filmore & Union	YO 1 7HZ	Cafe / Wine Bar	0.11
27	Galtres Lodge Hotel	54 Low Petergate, York	Independent Free	YO 1 7HZ	Other	0.11
28	Bella Italia	89 Low Petergate, York	Casual Dining Group	YO 1 7HY	Other	0.13
29	Strada	75 Low Petergate, York	Sun Capital	YO 1 7HY	Other	0.13
30	Duke Of York	3-4 Kings Square, York	Camerons	YO 1 8BH	Dry Led	0.13