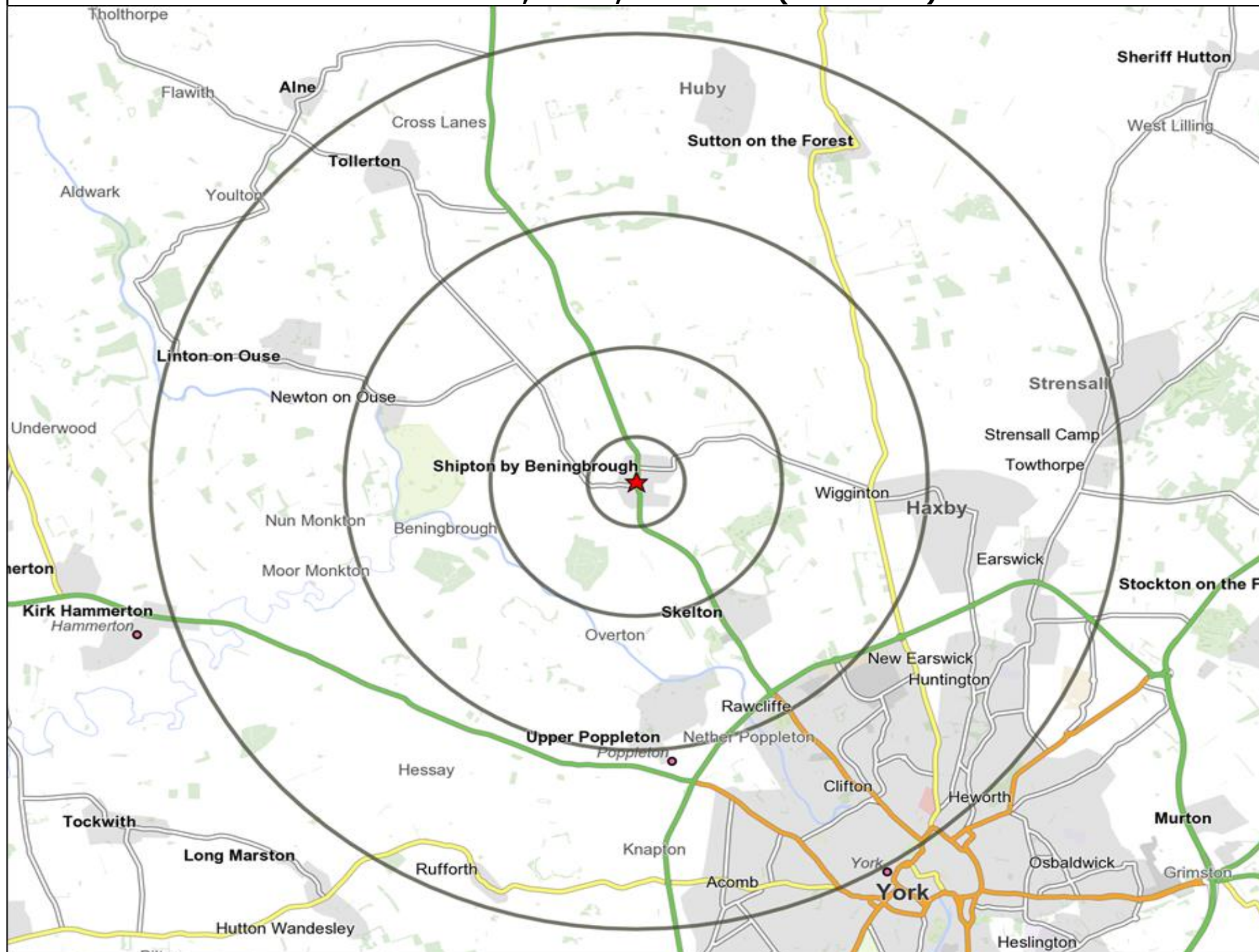




Customer Profile Report for DAWNAY ARMS, YORK (Punch Outlet Number: 200080)
MAIN STREET, YORK, YO30 1AB (YO30 1AB)



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

Age Data Table

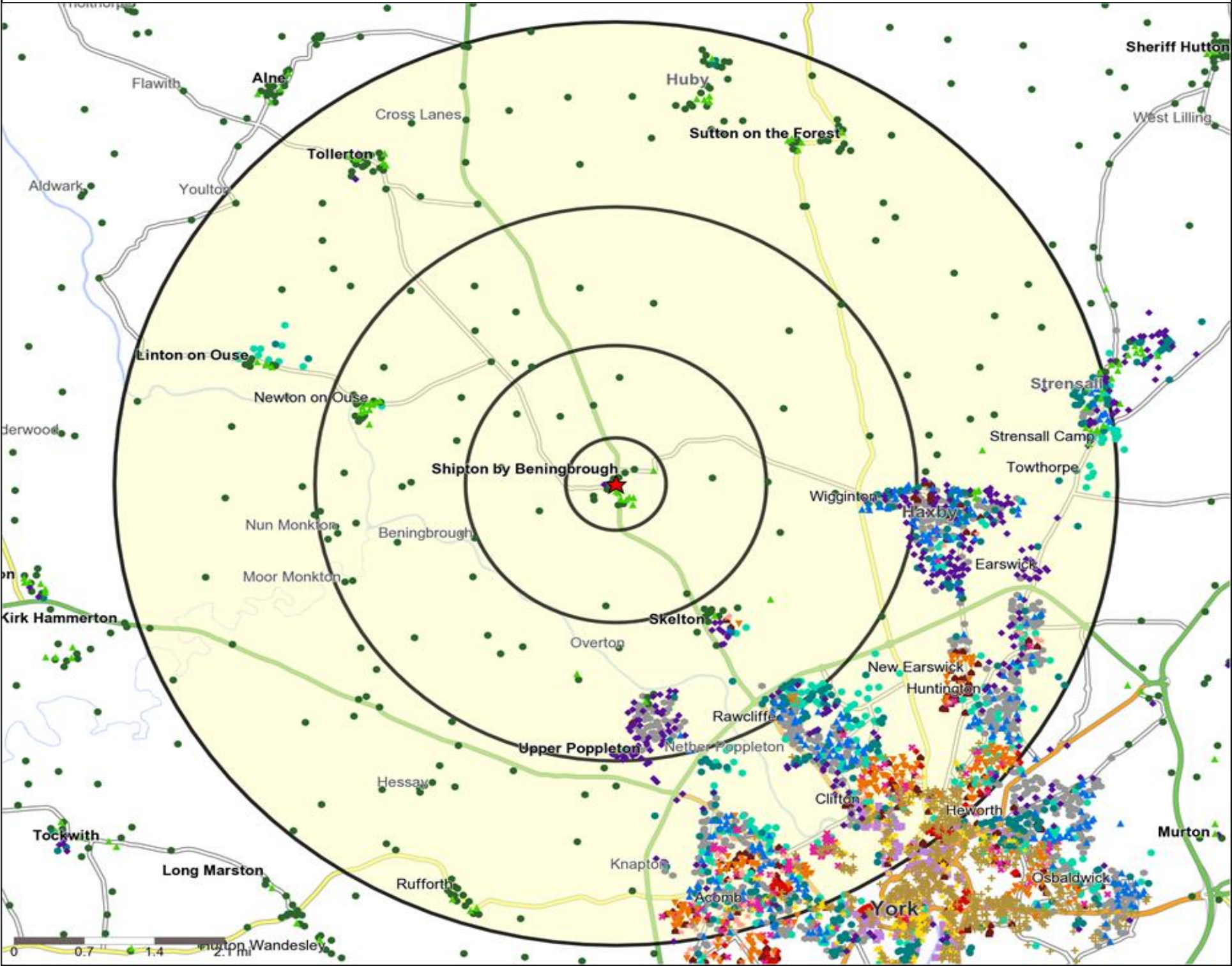
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	136	152	2,096	17,391	22,264	103	100	97	94	92
16-17	22	24	261	2,215	2,924	135	128	98	97	97
18-24	31	35	546	8,857	11,738	49	48	53	99	100
25-34	59	68	1,066	13,544	18,178	61	62	68	100	103
35-44	70	80	1,480	12,523	16,036	79	78	102	100	98
45-54	154	176	1,895	13,917	18,335	155	154	116	100	100
55-64	90	106	1,532	11,017	14,729	113	116	118	99	101
65+	140	167	2,602	19,111	25,245	111	115	126	108	108
Population estimate 2015	702	808	11,478	98,575	129,449	100	100	100	100	100

Ethnicity - Census 2011

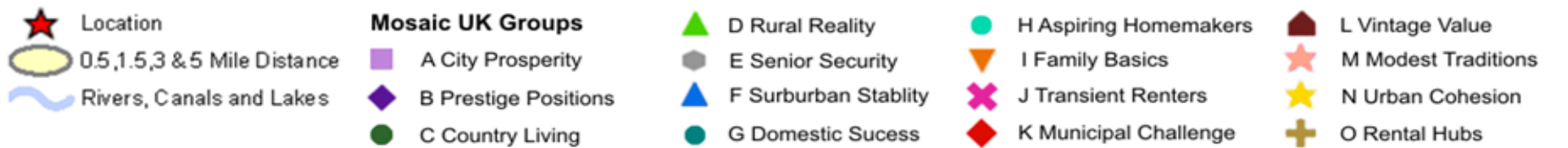
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	686	786	11,155	92,273	120,623	99%	99%	98%	96%	96%
Mixed / Multiple Ethnic Groups	3	3	84	919	1,228	0%	0%	1%	1%	1%
Asian / Asian British	4	4	124	2,184	2,694	1%	1%	1%	2%	2%
Black / African / Caribbean / Black British	0	0	9	442	588	0%	0%	0%	0%	0%
Other Ethnic Group	3	3	15	414	535	0%	0%	0%	0%	0%
All People (Ethnic Group)	696	796	11,387	96,232	125,668	100	100	100	100	100



Mosaic UK Map and Data: DAWNAY ARMS, YORK (200080)



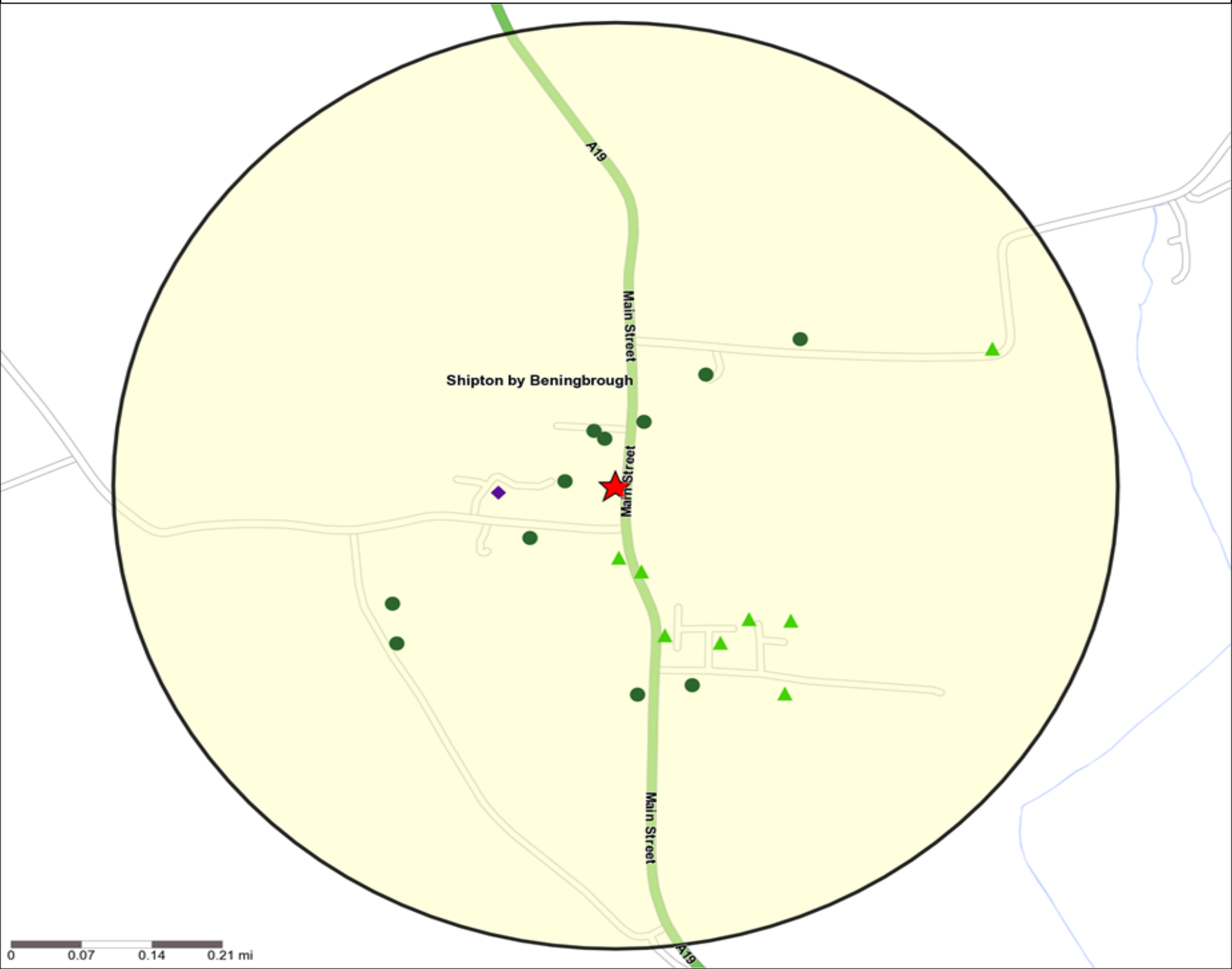
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	963	1,919	0	0	0	29	44
B Prestige Positions (18+)	25	26	2,209	7,483	10,386	63	57	332	132	139
C Country Living (18+)	379	439	1,587	4,459	7,010	999	1,002	251	82	98
D Rural Reality (18+)	142	165	490	1,528	3,274	375	377	78	28	46
E Senior Security (18+)	0	0	1,570	13,773	16,540	0	0	212	217	198
F Suburban Stability (18+)	0	0	871	7,887	9,268	0	0	156	166	147
G Domestic Success (18+)	0	0	1,250	6,503	7,708	0	0	163	99	89
H Aspiring Homemakers (18+)	0	1	753	7,617	9,205	0	2	91	107	98
I Family Basics (18+)	0	0	105	5,649	7,808	0	0	16	100	105
J Transient Renters (18+)	0	0	0	4,150	4,748	0	0	0	92	80
K Municipal Challenge (18+)	0	0	0	1,431	1,935	0	0	0	31	32
L Vintage Value (18+)	0	0	138	4,340	5,722	0	0	24	88	88
M Modest Traditions (18+)	0	0	66	2,203	3,371	0	0	15	59	69
N Urban Cohesion (18+)	0	0	0	1,920	2,915	0	0	0	47	54
O Rental Hubs (18+)	0	0	81	8,002	11,082	0	0	12	133	140
Adults 18+ estimate 2015	546	631	9,120	77,908	102,891	100	100	100	100	100



Mosaic UK Map and Data: DAWNAY ARMS, YORK (200080)



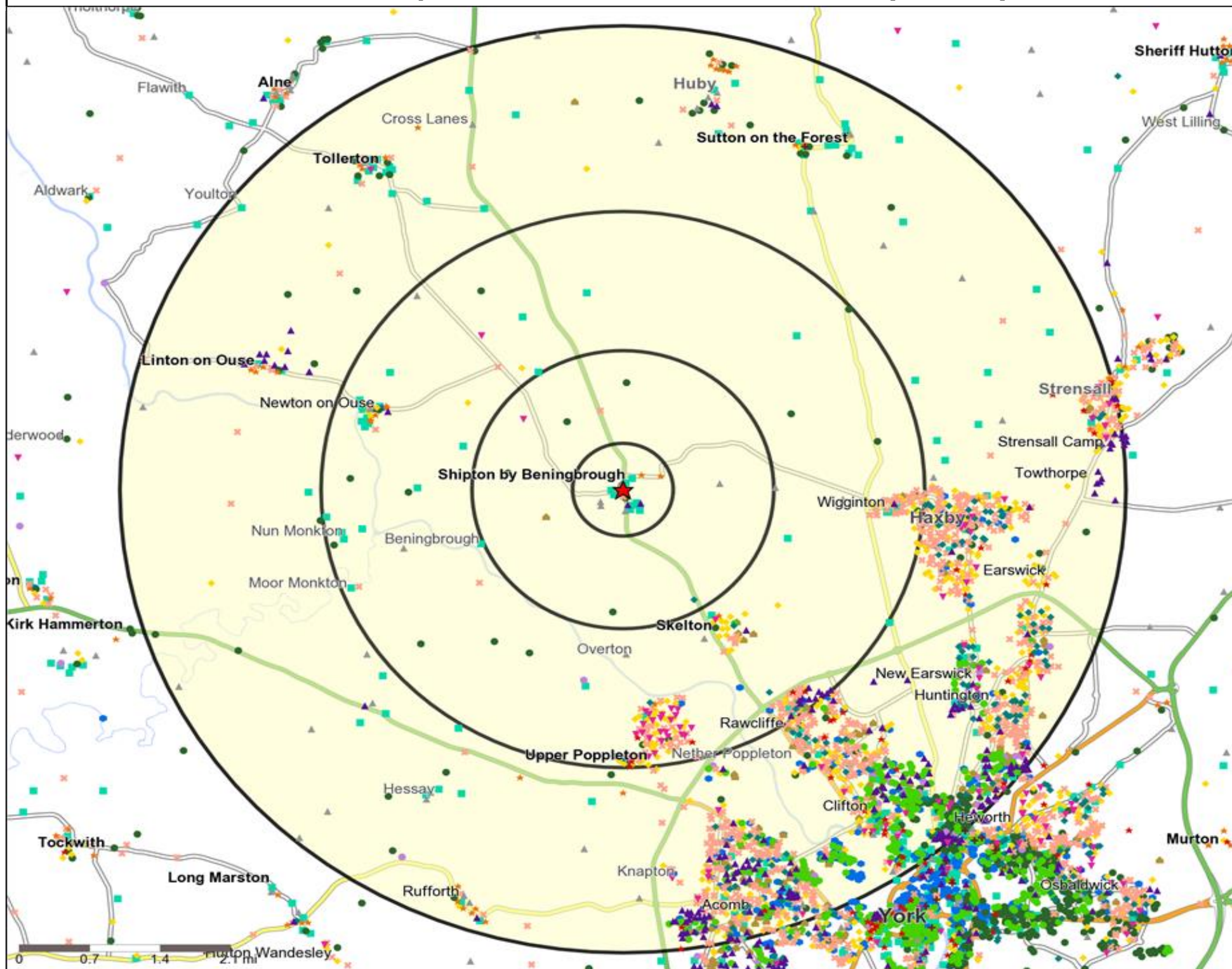
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	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+)	25	63
C Country Living (18+)	379	999
D Rural Reality (18+)	142	375
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
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 2015	546	100



Occasions Map and Data: DAWNAY ARMS, YORK (200080)



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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

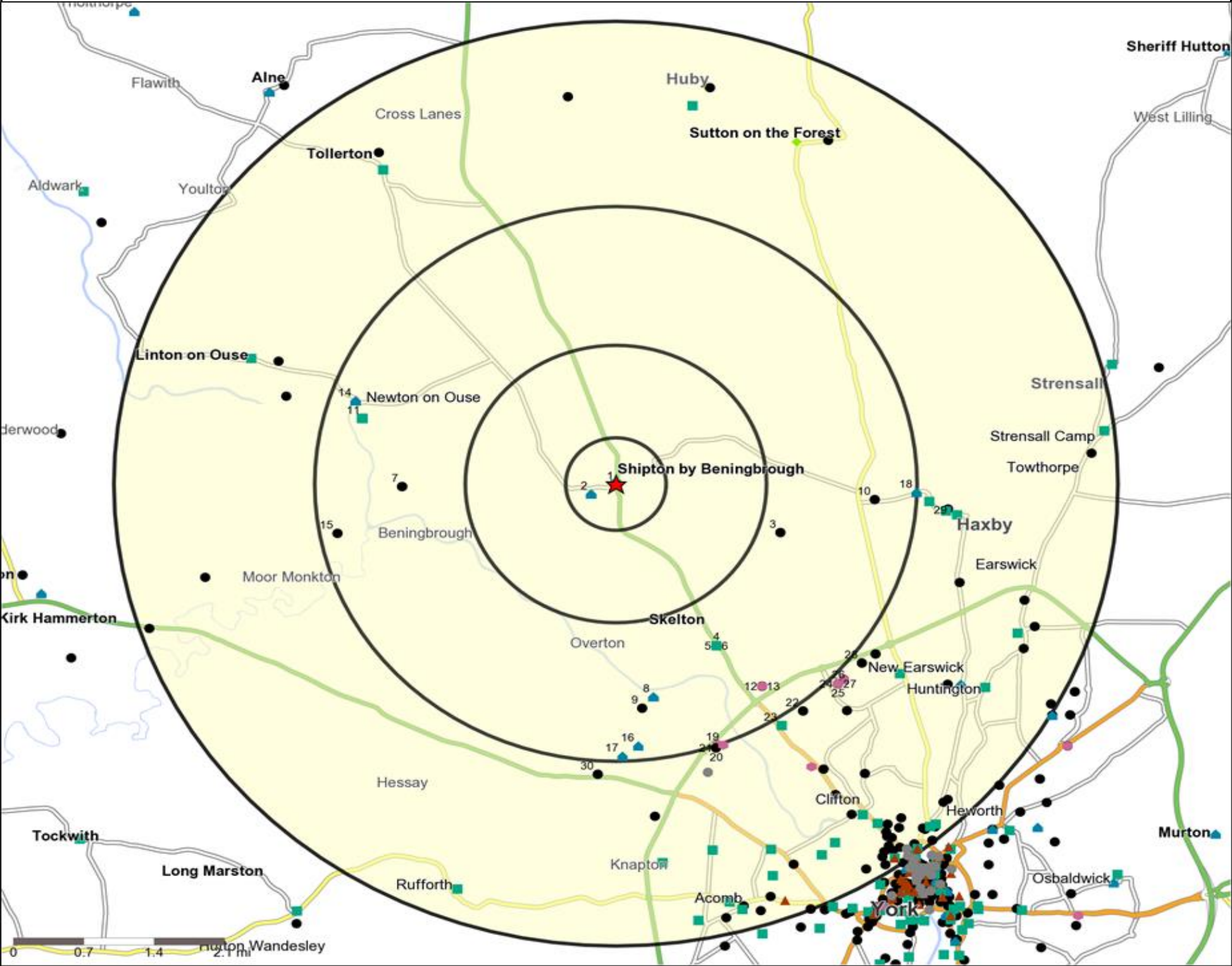
Occasions Data Table

	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	47	56	565	4,878	6,624	137	140	88	81	84
02 Early Doors	30	35	526	4,769	6,353	104	104	98	95	96
03 Everyday is Friday	23	27	420	4,775	6,422	94	94	92	112	114
04 Weekend Millionaires	19	21	388	5,120	6,660	54	51	59	83	82
05 Out On The Town	18	20	494	6,339	8,478	53	50	78	107	108
06 Business and Pleasure	33	37	303	2,559	3,365	187	180	93	83	83
07 Sporting Pints	11	13	276	5,334	7,049	29	30	39	81	82
08 Student Social	37	42	386	4,068	5,050	232	226	130	147	138
09 Leisurely Lunch	40	47	777	5,830	7,687	119	120	125	100	100
10 Wining and Dining	32	38	997	7,220	9,401	84	85	141	109	107
11 Household Outing	19	21	475	5,204	6,729	63	60	85	99	97
12 Midweek Meal Deal	31	37	217	2,646	3,558	182	187	69	90	91
13 Date Night	33	40	891	5,782	7,682	122	127	177	123	124
14 Birthday Treat	29	34	687	4,923	6,562	107	108	137	105	106
15 Pre Show Meal	9	11	232	2,018	2,634	97	101	134	125	123
Number of Occasions	411	479	7,634	71,465	94,254	100	100	100	100	100

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Competition Map and Data: DAWNAY ARMS, YORK (200080)



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

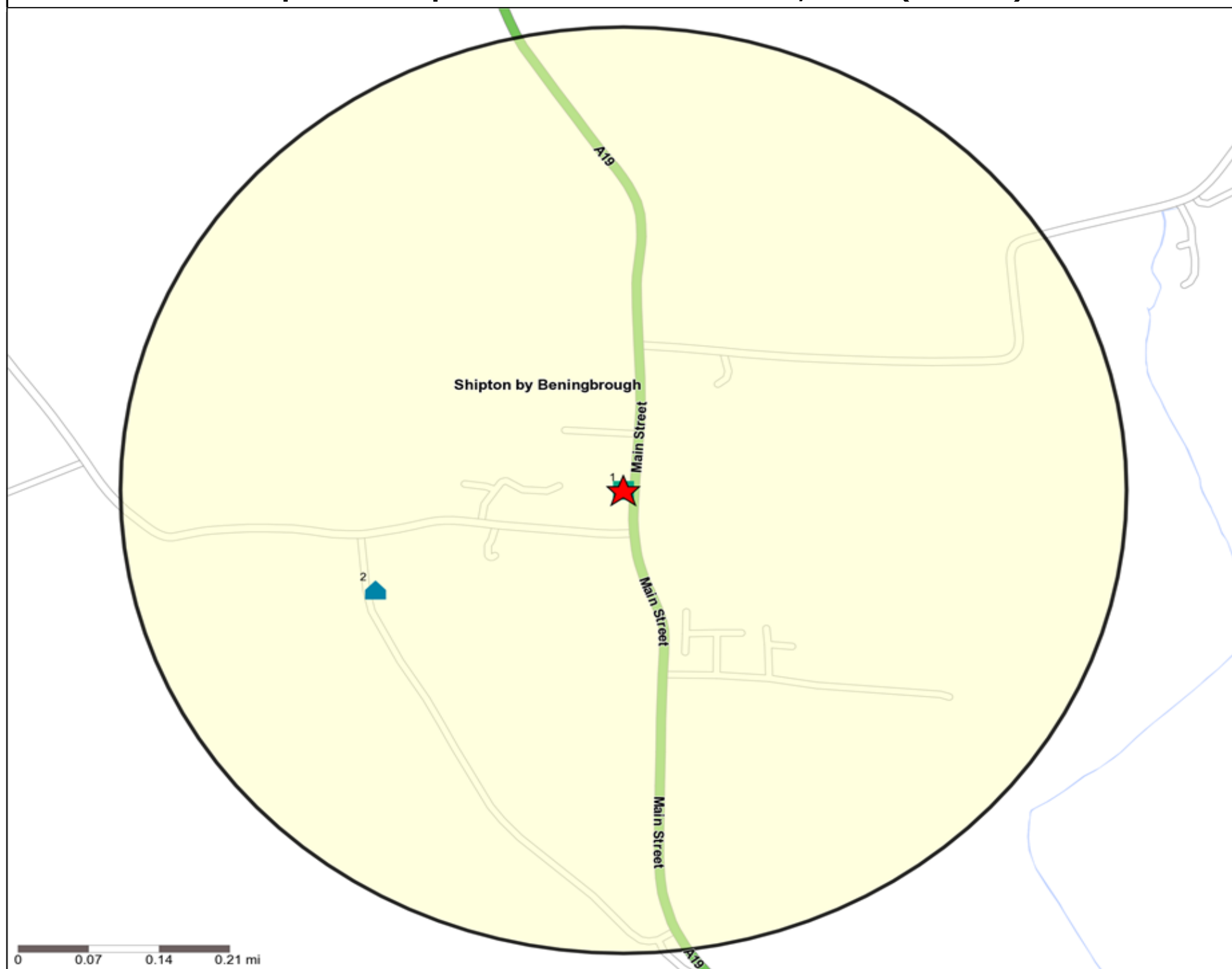
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

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	2
Circuit Bar	0	0	0	5
Community Local	1	1	3	33
Dry Led	1	1	6	7
Branded Food Pub	0	0	1	6
Rural	0	0	0	3
Other	0	0	8	93
Total	2	2	18	149



Competition Map and Data: DAWNAY ARMS, YORK (200080)



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 |
| | 0.5, 1.5, 3 & 5 Mile Distance | | Cafe / Wine Bar | | Other |
| | Rivers, Canals and Lakes | | Circuit Bar | | Rural Character |
| | | | Community Local | | |

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	1
Dry Led	1
Branded Food Pub	0
Rural	0
Other	0
Total	2



Local Competition: DAWNAY ARMS, YORK (200080)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	DAWNAY ARMS, YORK	MAIN STREET, YORK, YO30 1AB	Punch Taverns	YO30 1AB	Punch Taverns	0.00
1	Dawnay Arms	Main Street, Shipton By Benningbrough, York	Punch Pub Company	YO30 1AB	Community Local	0.00
2	Sidings	Station Lane, Shipton By Benningbrough, York	Independent Free	YO30 1BS	Dry Led	0.27
3	Forest Of Galtres Golf Club	Skelton Lane, Wigginton, York	Independent Free	YO32 2RF	Other	1.72
4	Skelton Park Golf Club	Shipton Road, Skelton, York	Independent Free	YO30 1XW	Other	2.01
5	Mercure Hotel	Shipton Road, Skelton, York	Accor Hotels	YO30 1XW	Other	2.01
6	Blacksmiths Arms	Shipton Road, Skelton, York	Sam Smith	YO30 1XW	Community Local	2.01
7	Beninborough Hall	Benningbrough, York	National Trust	YO30 1DD	Other	2.13
8	Lord Nelson	9 Main Street, Nether Poppleton, York	Enterprise Inns	YO26 6HS	Dry Led	2.33
9	Poppleton Community Centre	Springfield Road, Upper Poppleton, York	Independent Free	YO26 6JJ	Other	2.44
10	Wigginton Squash & Social Club	Mill Lane, Wigginton, York	Independent Free	YO32 2PY	Other	2.58
11	Blacksmiths Arms	Cherry Tree Avenue, Newton On Ouse, York	Independent Free	YO30 2BN	Community Local	2.62
12	Lysander Arms	Shipton Road, Skelton, York	Independent Free	YO30 1XJ	Other	2.63
13	Riverside Farm	Shipton Road, Skelton, York	Greene King	YO30 1XJ	Branded Food	2.63
14	Dawnay Arms	Newton On Ouse, York	Independent Free	YO30 2BR	Dry Led	2.74
15	Alice Hawthorne	The Green, Nun Monkton, York	Punch Pub Company	YO26 8EW	Other	2.82
16	White Horse	The Green, Upper Poppleton, York	Enterprise Inns	YO26 6DF	Dry Led	2.84
17	Lord Collingwood	Hodgson Lane, Upper Poppleton, York	Marston's	YO26 6EA	Dry Led	2.95
18	Black Horse	42-44 The Village, Wigginton, York	Enterprise Inns	YO32 2PJ	Dry Led	3.00
19	Millfield	White Rose Close, Nether Poppleton, York	Whitbread	YO26 6RL	Branded Food	3.02
20	Maxis Restaurant	Ings Lane, Nether Poppleton, York	Independent Free	YO26 6RA	Other	3.02
21	Wetherby Whaler	Ings Lane, Nether Poppleton, York	Wetherby Whaler	YO26 6RA	Other	3.02
22	Rawcliffe Recreation Centre	St Marks Grove, York	Independent Free	YO30 5TS	Other	3.08
23	Mitre Hotel	Shipton Road, York	Enterprise Inns	YO30 5XF	Community Local	3.09
24	Flying Legends	Stirling Road, York	Spirit Pub Company	YO30 4XY	Branded Food	3.09
25	Frankie & Bennys	Clifton Moor Centre, York	Restaurant Group	YO30 4XY	Other	3.09
26	Chiquito	Sterling Road, Clifton Moor, York	Restaurant Group	YO30 4XY	Other	3.09
27	Harvester	Stirling Road, York	Mitchells & Butlers	YO30 4XY	Branded Food	3.09
28	Tenpin	Stirling Road, Clifton Moor, York	Tenpin Ltd	YO30 4WZ	Other	3.12
29	Cottage Inn	115 The Village, Haxby, York	Independent Free	YO32 2JH	Community Local	3.13
30	Red Lion Inn & Motel	Boroughbridge Road, Upper Poppleton, York	Enterprise Inns	YO26 6PR	Other	3.15