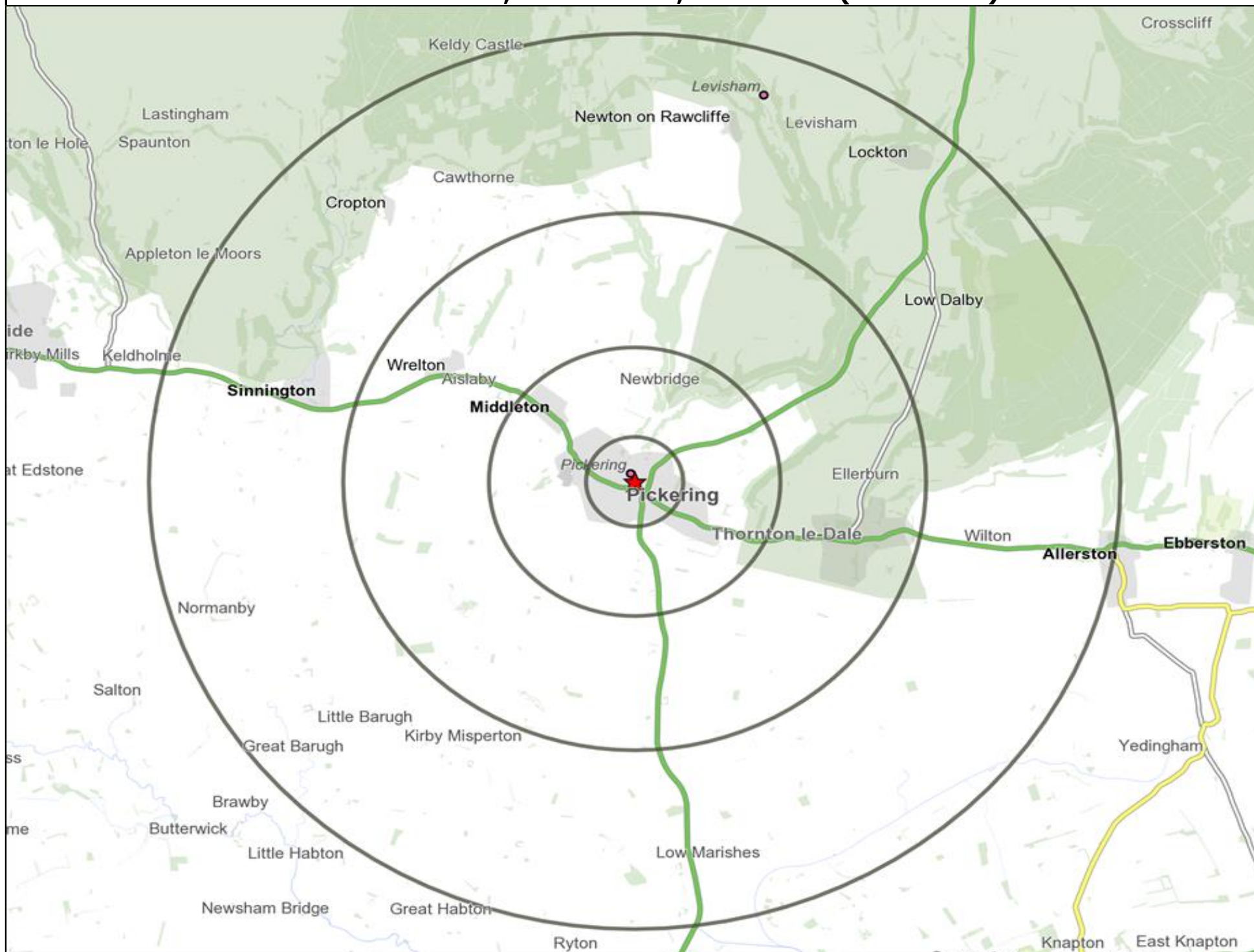




**Customer Profile Report for BAY HORSE INN, PICKERING (Punch Outlet Number: 200092)  
8 MARKET PLACE, PICKERING, YO18 7AA (YO18 7AA)**



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

**Age Data Table**

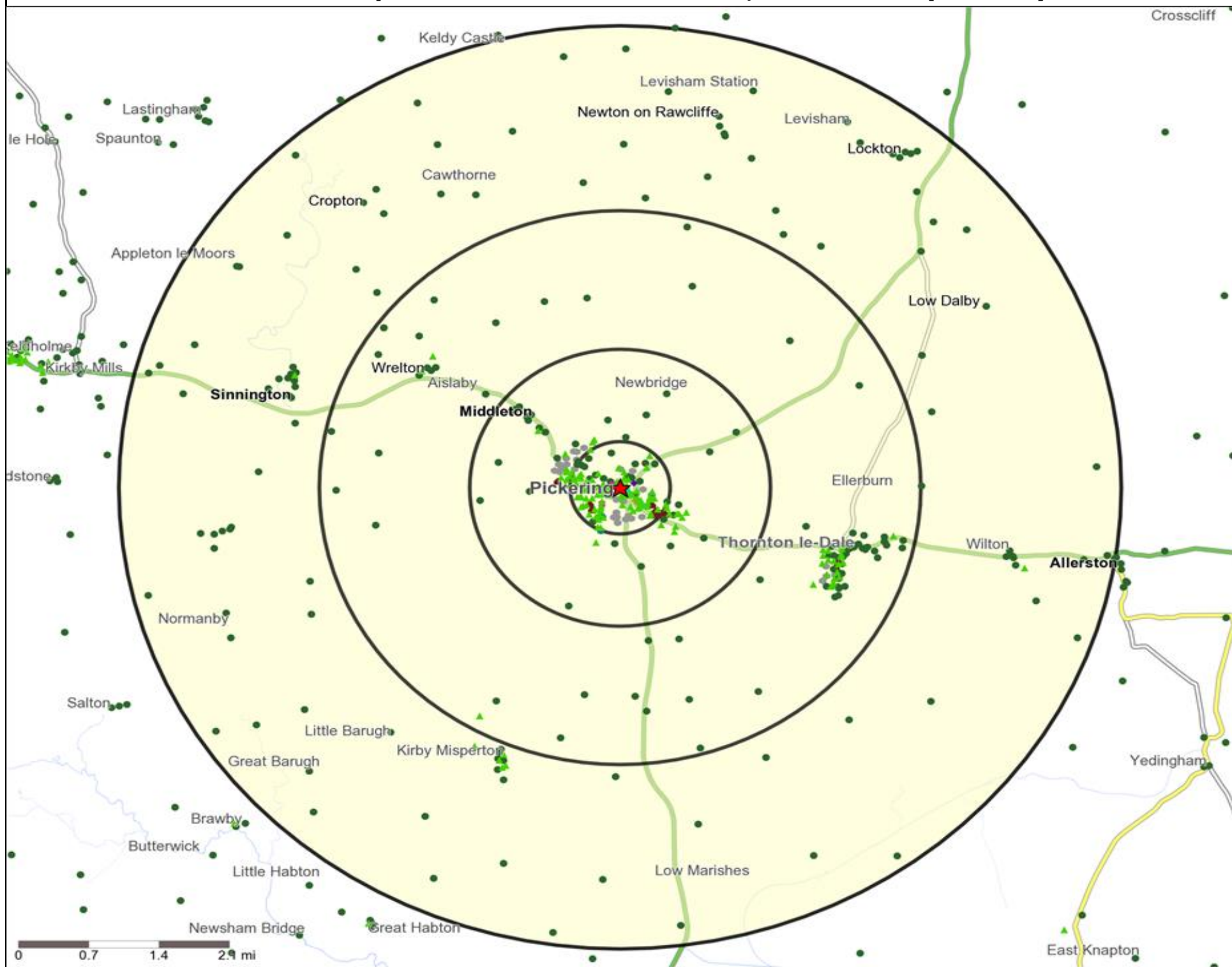
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	720	1,151	1,425	1,773	3,210	82	83	78	78	82
16-17	111	181	223	270	455	102	106	99	96	94
18-24	344	498	610	714	1,383	81	75	69	65	73
25-34	417	586	729	894	1,924	65	58	55	54	67
35-44	460	695	902	1,117	2,082	77	75	73	73	79
45-54	575	914	1,288	1,678	2,856	86	88	93	98	96
55-64	585	980	1,404	1,838	2,921	110	118	128	135	124
65+	1,482	2,340	3,133	3,797	6,046	175	177	179	175	161
<b>Population estimate 2015</b>	<b>4,694</b>	<b>7,345</b>	<b>9,714</b>	<b>12,081</b>	<b>20,877</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	4,384	6,925	9,263	11,598	19,766	99%	99%	99%	99%	98%
Mixed / Multiple Ethnic Groups	33	47	64	79	134	1%	1%	1%	1%	1%
Asian / Asian British	20	29	37	42	96	0%	0%	0%	0%	0%
Black / African / Caribbean / Black British	3	3	4	4	39	0%	0%	0%	0%	0%
Other Ethnic Group	7	8	8	8	44	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>4,447</b>	<b>7,012</b>	<b>9,376</b>	<b>11,731</b>	<b>20,079</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: BAY HORSE INN, PICKERING (200092)**



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- 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

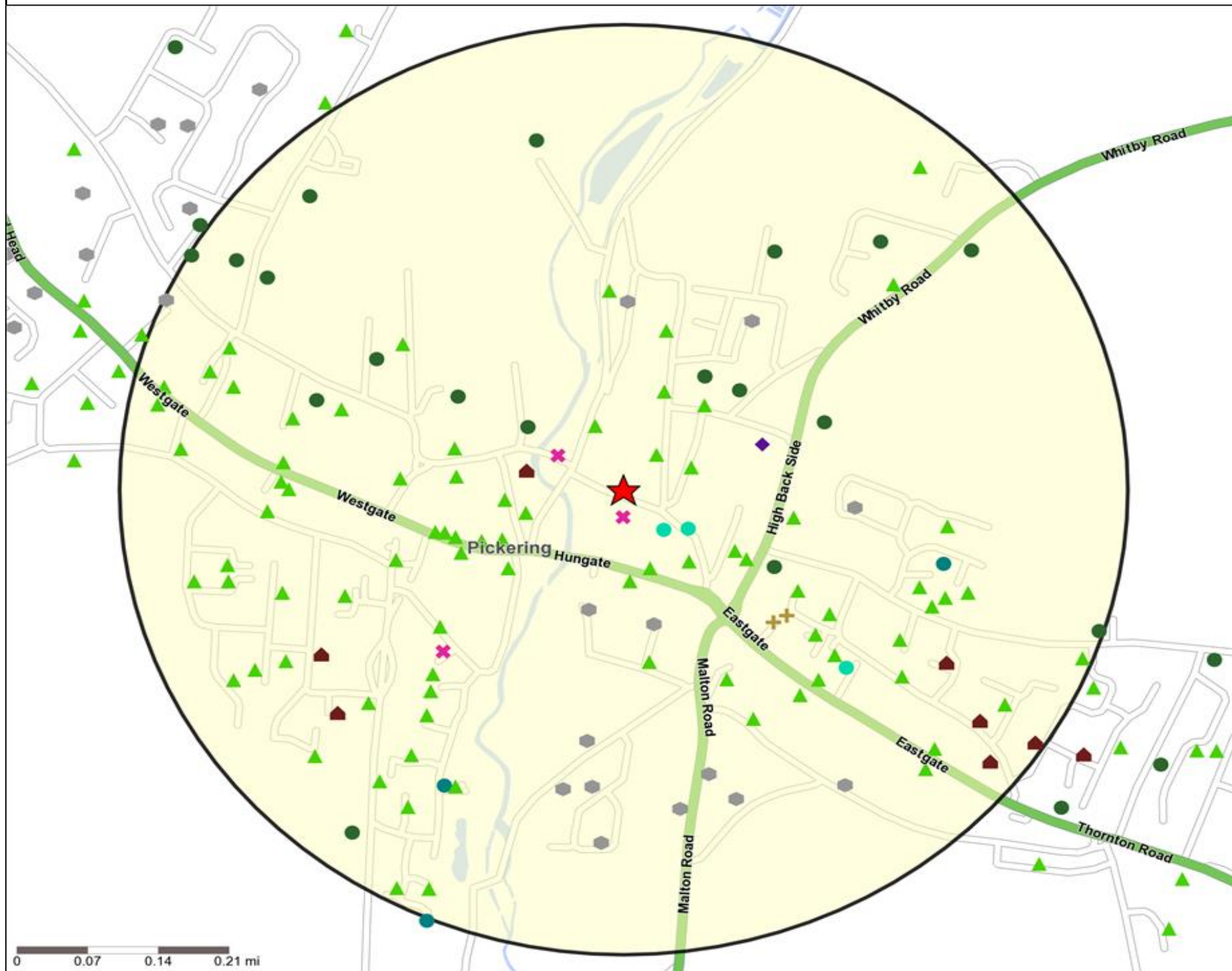
**Mosaic UK Data Table (Residential)**

	Count:					Index:				
	0 - 0.5 Miles	0 - 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>	1	7	7	7	70	0	2	1	1	6
<b>C Country Living (18+)</b>	325	1,053	2,312	4,107	5,600	121	252	413	591	469
<b>D Rural Reality (18+)</b>	2,424	3,395	3,969	4,128	6,291	907	815	711	595	528
<b>E Senior Security (18+)</b>	561	931	1,090	1,090	1,409	179	190	166	134	101
<b>F Suburban Stability (18+)</b>	0	0	0	0	143	0	0	0	0	14
<b>G Domestic Success (18+)</b>	126	142	143	143	172	39	28	21	17	12
<b>H Aspiring Homemakers (18+)</b>	28	28	28	28	1,021	8	5	4	3	65
<b>I Family Basics (18+)</b>	0	0	0	0	404	0	0	0	0	33
<b>J Transient Renters (18+)</b>	48	48	48	48	617	22	14	10	8	62
<b>K Municipal Challenge (18+)</b>	0	0	0	0	10	0	0	0	0	1
<b>L Vintage Value (18+)</b>	285	346	398	398	971	117	91	78	63	90
<b>M Modest Traditions (18+)</b>	0	0	0	0	207	0	0	0	0	25
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	59	59	59	59	265	20	13	10	8	20
<b>Adults 18+ estimate 2015</b>	<b>3,857</b>	<b>6,009</b>	<b>8,054</b>	<b>10,008</b>	<b>17,180</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: BAY HORSE INN, PICKERING (200092)**



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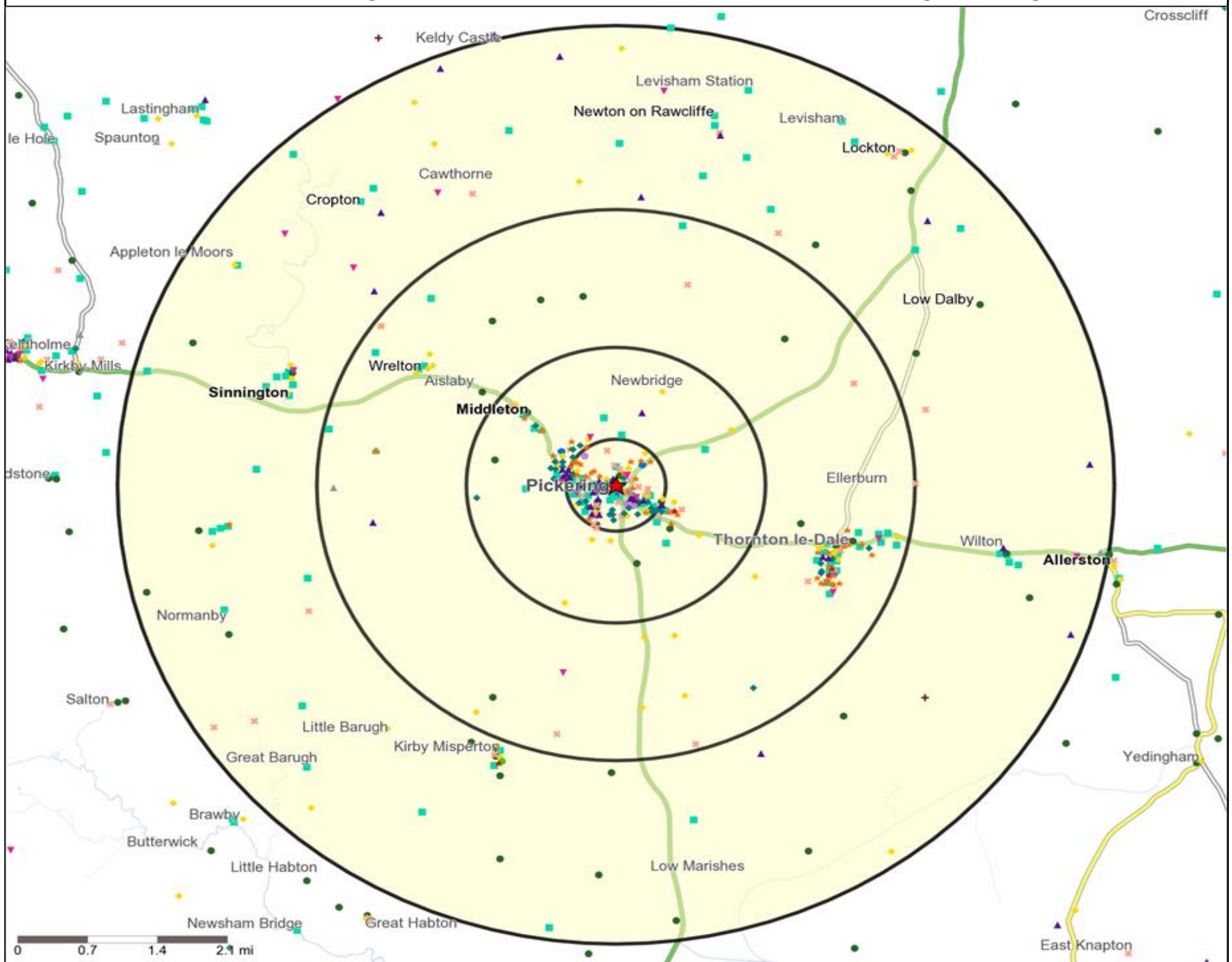
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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+)	1	0
C Country Living (18+)	325	121
D Rural Reality (18+)	2,424	907
E Senior Security (18+)	561	179
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	126	39
H Aspiring Homemakers (18+)	28	8
I Family Basics (18+)	0	0
J Transient Renters (18+)	48	22
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	285	117
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	59	20
<b>Adults 18+ estimate 2015</b>	<b>3,857</b>	<b>100</b>



## Occasions Map and Data: BAY HORSE INN, PICKERING (200092)



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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	363	542	736	926	1,556	141	134	139	144	135
02 Early Doors	361	548	704	823	1,470	167	161	159	153	152
03 Everyday is Friday	208	304	368	410	792	113	105	97	89	96
04 Weekend Millionaires	228	338	411	503	1,072	86	81	75	76	90
05 Out On The Town	104	156	196	238	619	41	39	37	37	54
06 Business and Pleasure	66	116	172	247	411	50	56	63	75	69
07 Sporting Pints	127	181	197	212	544	45	41	34	30	43
08 Student Social	134	233	314	417	691	112	124	128	140	129
09 Leisurely Lunch	307	488	656	818	1,361	122	124	127	131	121
10 Wining and Dining	280	454	612	751	1,278	98	101	104	105	100
11 Household Outing	148	221	264	315	691	65	62	57	56	68
12 Midweek Meal Deal	174	319	450	484	821	137	159	172	152	144
13 Date Night	300	492	672	833	1,307	148	154	161	165	144
14 Birthday Treat	240	377	473	540	916	118	118	113	107	101
15 Pre Show Meal	42	73	108	162	274	60	67	75	93	88
<b>Number of Occasions</b>	<b>3,082</b>	<b>4,842</b>	<b>6,333</b>	<b>7,679</b>	<b>13,803</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: BAY HORSE INN, PICKERING (200092)



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

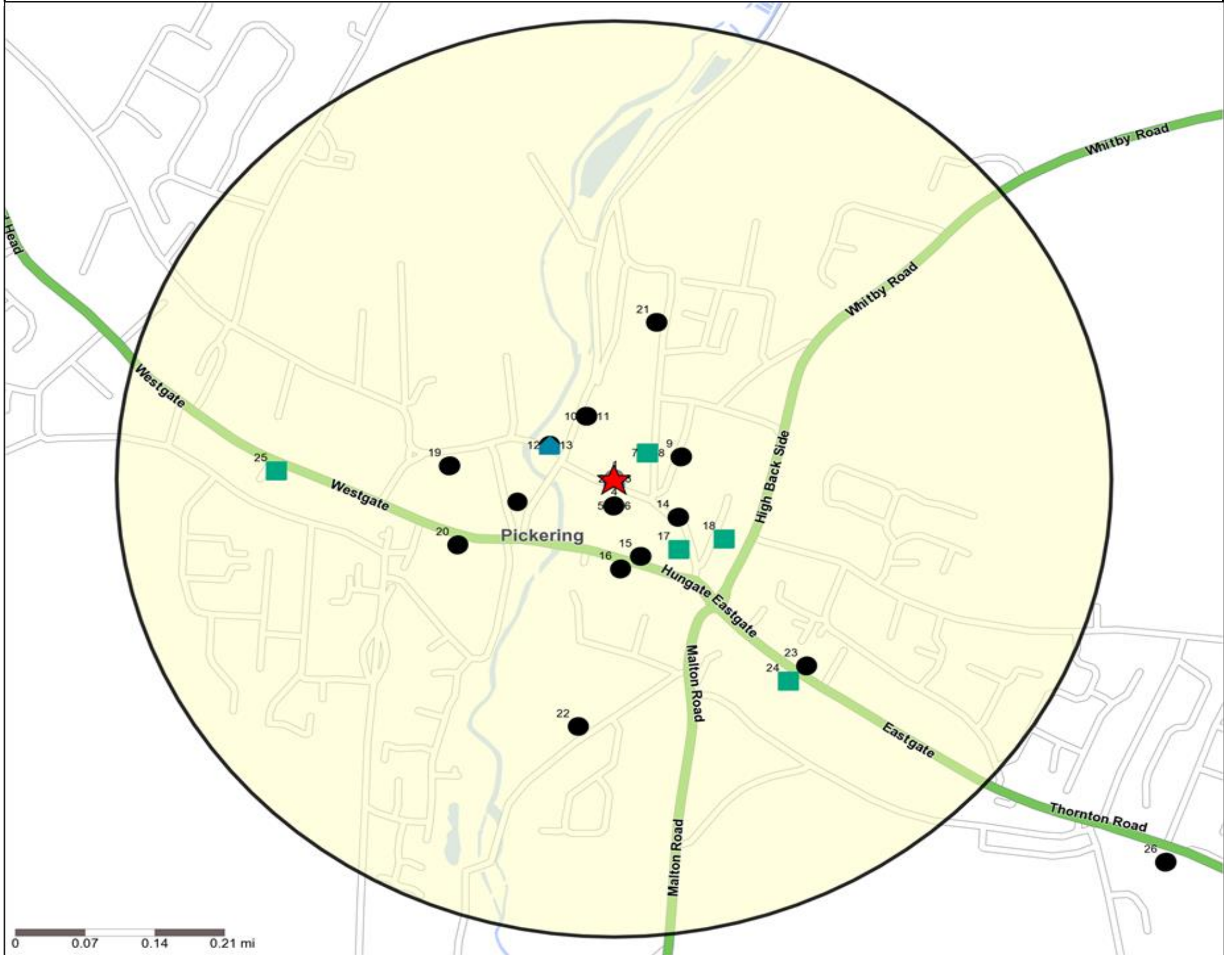
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### 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	1	1	4	4
Circuit Bar	0	0	0	0
Community Local	5	5	6	9
Dry Led	3	3	7	11
Branded Food Pub	0	0	0	0
Rural	0	0	0	3
Other	16	17	22	24
<b>Total</b>	<b>25</b>	<b>26</b>	<b>39</b>	<b>51</b>



## Competition Map and Data: BAY HORSE INN, PICKERING (200092)



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	1
Circuit Bar	0
Community Local	5
Dry Led	3
Branded Food Pub	0
Rural	0
Other	16
<b>Total</b>	<b>25</b>



## Local Competition: BAY HORSE INN, PICKERING (200092)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BAY HORSE INN, PICKERING	8 MARKET PLACE, PICKERING, YO18 7AA	Punch Taverns	YO18 7AA	Punch Taverns	0.00
1	White Swan Hotel	3A Market Place, Pickering	Independent Free	YO18 7AA	Dry Led	0.00
2	Bay Horse	8 Market Place, Pickering	Punch Pub Company	YO18 7AA	Dry Led	0.00
3	Bar 4 & Lounge	4 Market Place, Pickering	Independent Free	YO18 7AA	Cafe / Wine Bar	0.00
4	Cilantro	21 Market Place, Pickering	Independent Free	YO18 7AE	Other	0.03
5	Pickering & District Conservative Club	40 Market Place, Pickering	Independent Free	YO18 7AE	Other	0.03
6	Royal British Legion Club	31 Champleys Mews, Pickering	Independent Free	YO18 7AE	Other	0.03
7	Burgate House	17 Burgate, Pickering	Independent Free	YO18 7AU	Other	0.04
8	Black Swan	18 Burgate, Pickering	Unknown	YO18 7AU	Community Local	0.04
9	Willowgate Bistro	1 Willowgate, Pickering	Independent Free	YO18 7BE	Other	0.07
10	Fortune Inn	1-2 Park Street, Pickering	Independent Free	YO18 7AJ	Other	0.07
11	Station Hotel	11 Park Street, Pickering	Hawthorn Leisure	YO18 7AJ	Other	0.07
12	Mulberries	5 Bridge Street, Pickering	Independent Free	YO18 8DT	Other	0.07
13	Rose Inn	9 Bridge Street, Pickering	Enterprise Inns	YO18 8DT	Dry Led	0.07
14	Bon Appetit	2 Birdgate, Pickering	Independent Free	YO18 7AL	Other	0.08
15	Spice 4U	41 Hungate, Pickering	Independent Free	YO18 7DG	Other	0.09
16	Forest & Vale Hotel	Malton Road, Pickering	Independent Free	YO18 7DL	Other	0.10
17	Lettered Board	7 Smiddy Hill, Pickering	Punch Pub Company	YO18 7AN	Community Local	0.10
18	Horse Shoe	4 Hall Garth, Pickering	Independent Free	YO18 7AW	Community Local	0.13
19	Memorial Hall	Pickering	Independent Free	YO18 8AA	Other	0.17
20	Pickering & District Working Mens Club	Southgate, Pickering	Independent Free	YO18 8BL	Other	0.17
21	Castlegate Taberna	1 Castlegate, Pickering	Independent Free	YO18 7AX	Other	0.18
22	Pickering Recreation Gr Club	Mill Lane, Pickering	Independent Free	YO18 7DB	Other	0.27
23	La Quila	7 Eastgate, Pickering	Independent Free	YO18 7DU	Other	0.28
24	Royal Oak	129 Eastgate, Pickering	Enterprise Inns	YO18 7DW	Community Local	0.28
25	Sun Inn	136 Westgate, Pickering	Independent Free	YO18 8BA	Community Local	0.34
26	Ryedale Sports Club	Thornton Road, Pickering	Independent Free	YO18 7HZ	Other	0.69
27	Pickering Showground	Malton Road, Pickering	Independent Free	YO18 8EA	Other	1.68
28	Black Bull	Malton Road, Pickering	Punch Pub Company	YO18 8EA	Dry Led	1.68
29	Upper Carr Caravan Park	Malton Road, Pickering	Independent Free	YO18 7JP	Other	1.74
30	Spencers Bar & Grill	Upper Carr Lane, Pickering	Independent Free	YO18 7JP	Cafe / Wine Bar	1.74