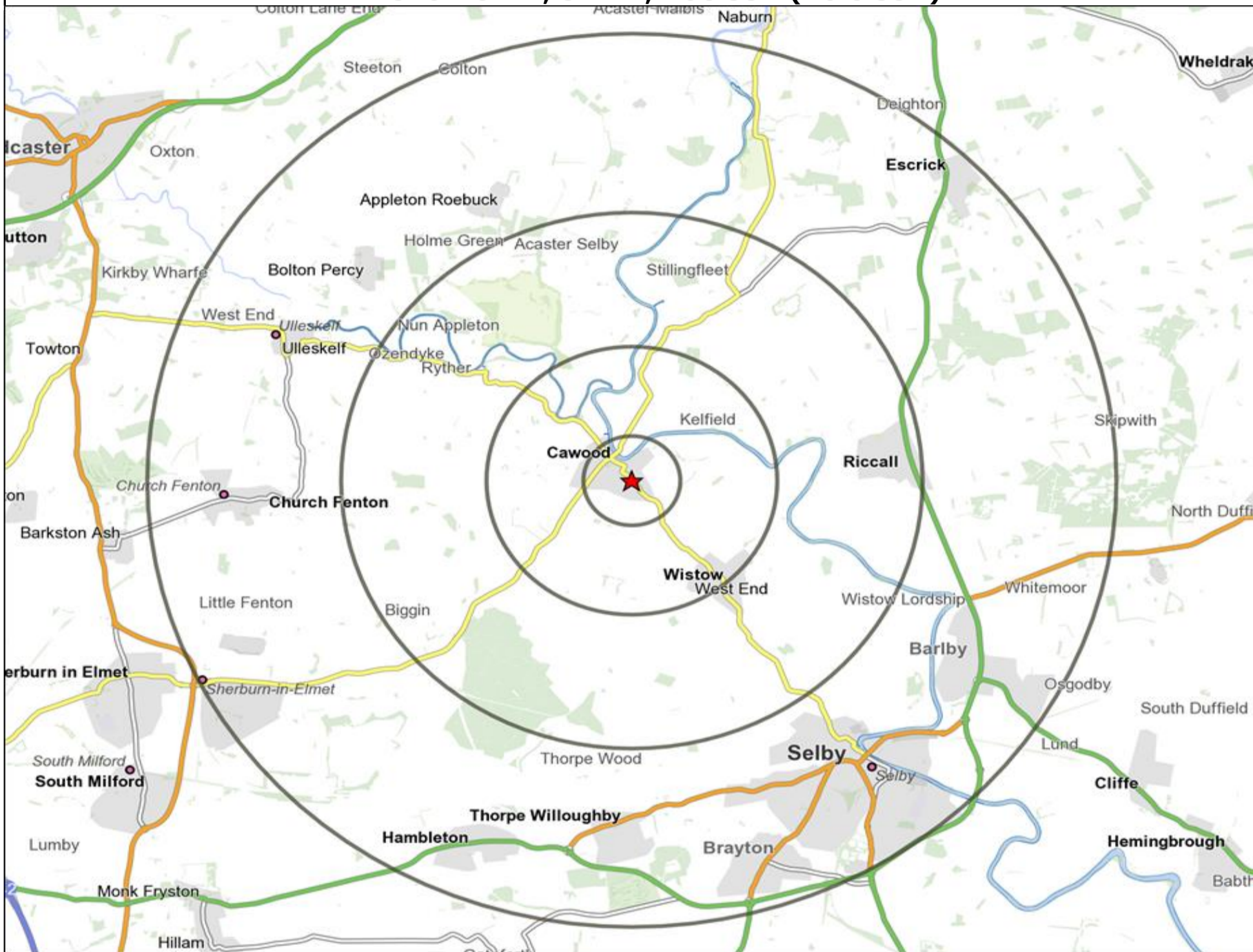




**Customer Profile Report for CASTLE INN, CAWOOD (Punch Outlet Number: 114359)  
7 WISTOWGATE, SELBY, YO8 3SH (YO 8 3SH)**



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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	216	472	1,204	7,959	8,047	84	96	96	97	99
16-17	13	50	139	1,021	1,068	41	82	89	101	106
18-24	61	115	307	3,086	3,228	49	48	51	78	82
25-34	127	230	596	5,623	5,833	68	64	65	94	98
35-44	190	364	865	5,136	5,159	110	109	102	93	94
45-54	225	451	1,212	6,511	6,527	116	121	128	105	106
55-64	212	408	1,023	5,435	5,200	137	137	135	110	106
65+	323	543	1,357	8,784	8,259	131	115	112	112	106
<b>Population estimate 2015</b>	<b>1,367</b>	<b>2,633</b>	<b>6,703</b>	<b>43,555</b>	<b>43,321</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

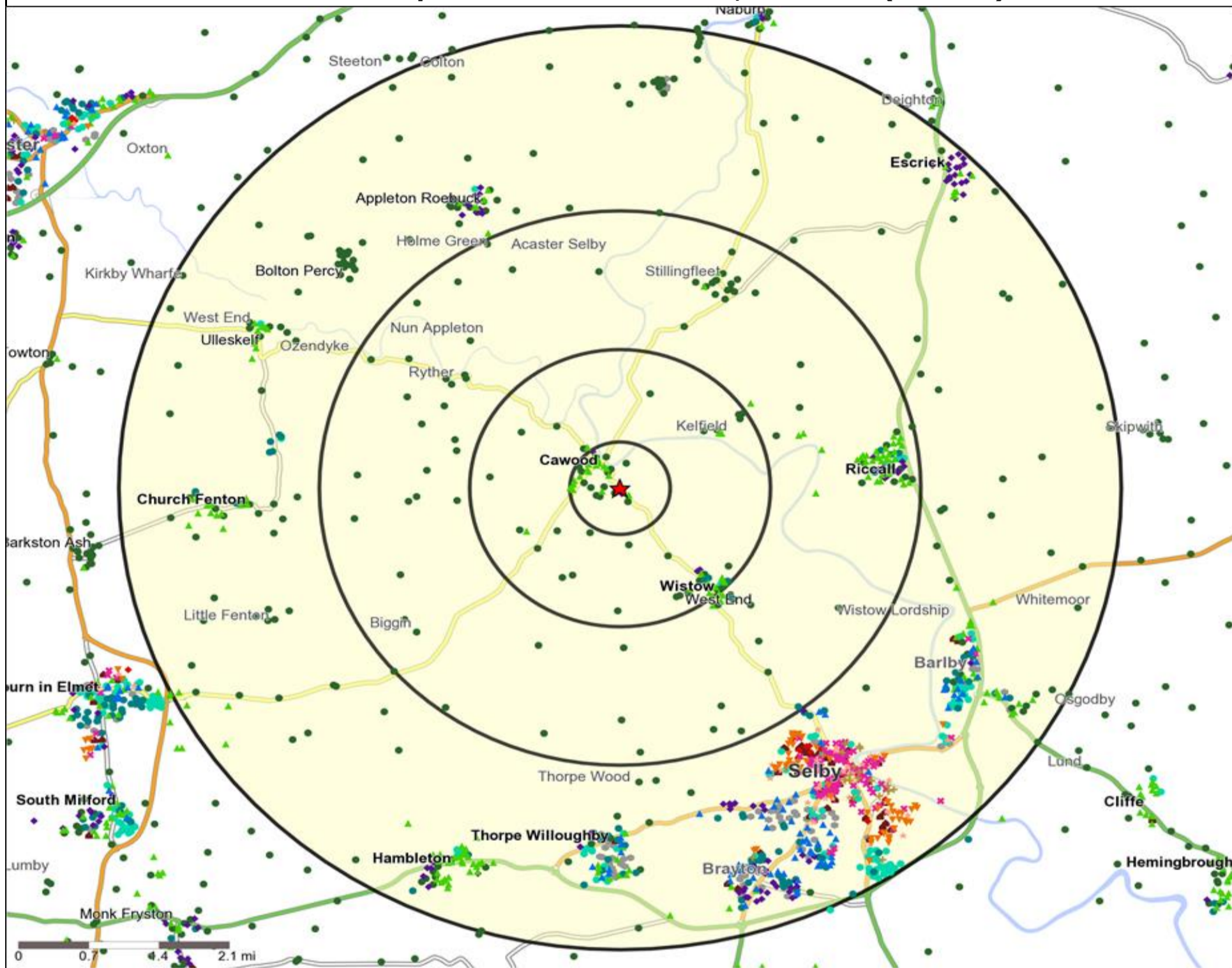
**Ethnicity - Census 2011**

	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	1,349	2,582	6,322	40,818	40,626	99%	99%	99%	98%	98%
Mixed / Multiple Ethnic Groups	15	22	59	308	316	1%	1%	1%	1%	1%
Asian / Asian British	2	7	18	280	301	0%	0%	0%	1%	1%
Black / African / Caribbean / Black British	1	1	7	48	73	0%	0%	0%	0%	0%
Other Ethnic Group	0	1	2	88	92	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>1,367</b>	<b>2,613</b>	<b>6,408</b>	<b>41,542</b>	<b>41,408</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Mosaic UK Map and Data: CASTLE INN, CAWOOD (114359)



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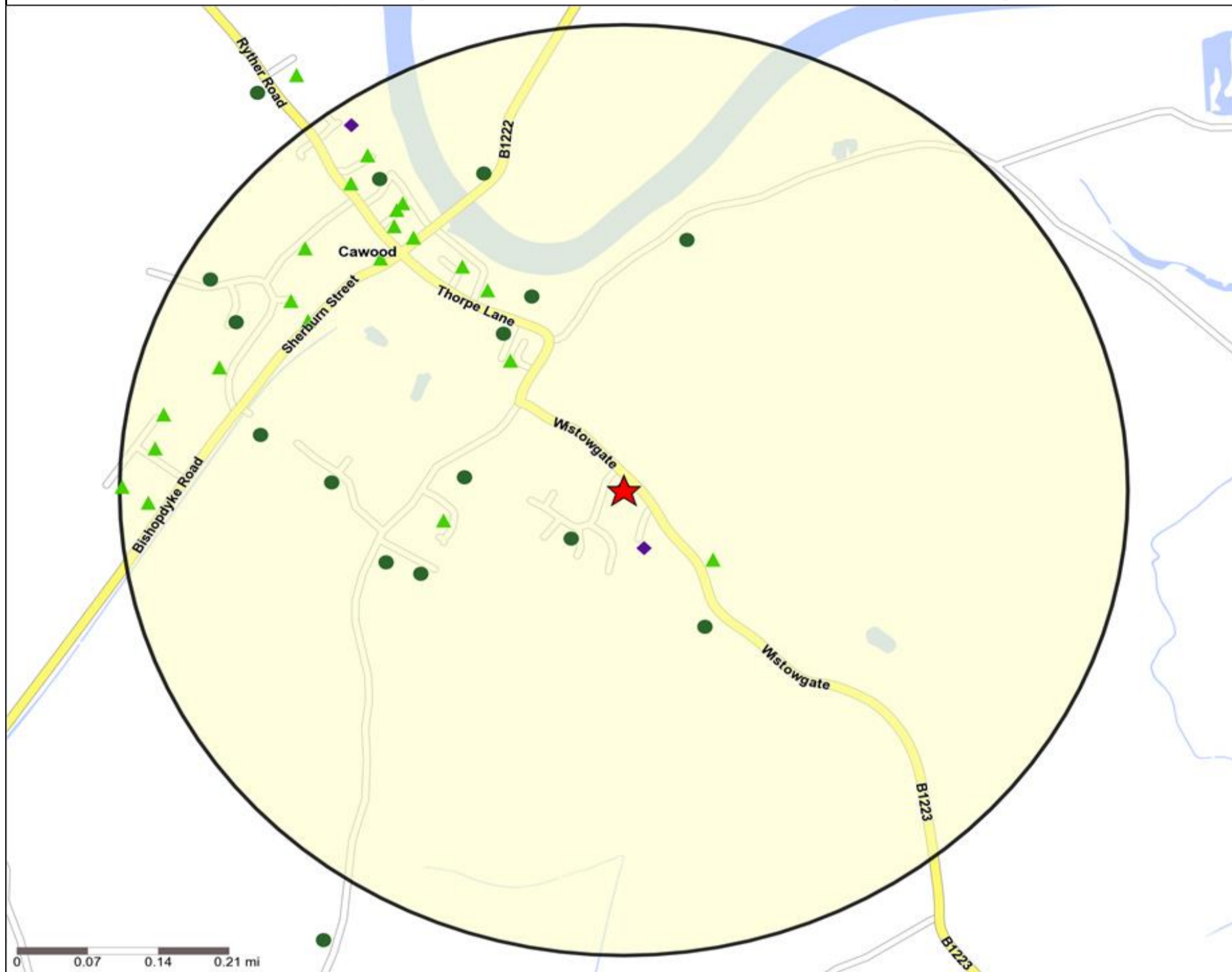
Location	<b>Mosaic UK Groups</b>	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living	G Domestic Success	K Municipal Challenge	O Rental Hubs

#### Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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>	13	28	225	2,364	1,560	16	18	58	94	63
<b>C Country Living (18+)</b>	515	1,119	2,366	5,783	4,973	652	764	636	241	210
<b>D Rural Reality (18+)</b>	609	883	2,229	5,381	5,712	773	604	600	225	241
<b>E Senior Security (18+)</b>	0	0	0	2,350	1,939	0	0	0	84	70
<b>F Suburban Stability (18+)</b>	0	0	25	2,940	2,196	0	0	8	139	105
<b>G Domestic Success (18+)</b>	0	45	288	2,752	3,188	0	25	64	95	111
<b>H Aspiring Homemakers (18+)</b>	0	7	126	3,524	4,268	0	4	26	112	137
<b>I Family Basics (18+)</b>	0	0	0	2,652	2,802	0	0	0	106	114
<b>J Transient Renters (18+)</b>	0	0	0	2,832	3,154	0	0	0	142	160
<b>K Municipal Challenge (18+)</b>	0	0	0	568	592	0	0	0	28	30
<b>L Vintage Value (18+)</b>	0	0	0	1,499	1,689	0	0	0	69	79
<b>M Modest Traditions (18+)</b>	0	0	0	1,206	1,407	0	0	0	74	87
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	0	28	99	662	661	0	17	24	25	25
<b>Adults 18+ estimate 2015</b>	<b>1,137</b>	<b>2,110</b>	<b>5,358</b>	<b>34,513</b>	<b>34,141</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: CASTLE INN, CAWOOD (114359)**



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- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | 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       |

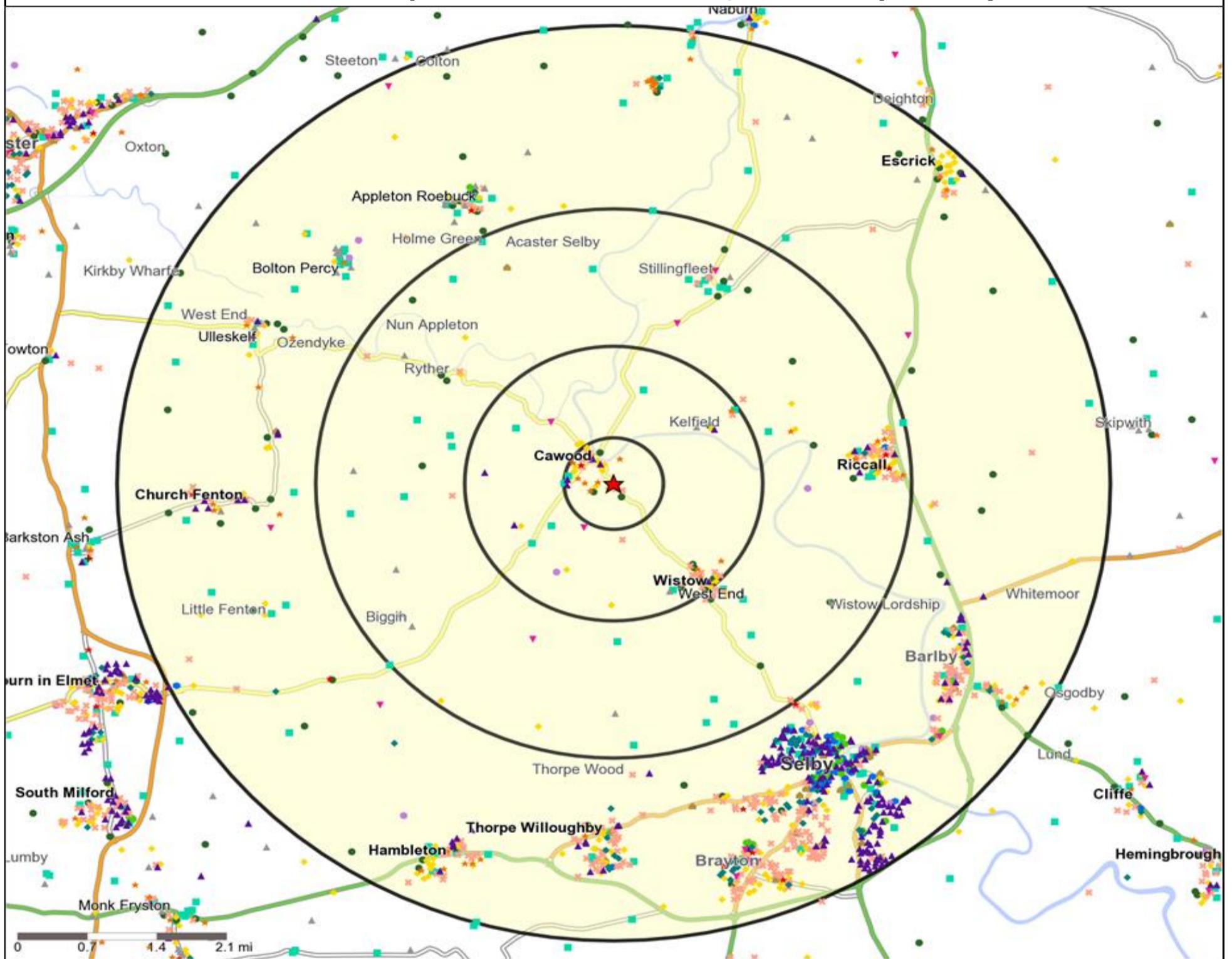
**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	13	16
C Country Living (18+)	515	652
D Rural Reality (18+)	609	773
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
<b>Adults 18+ estimate 2015</b>	<b>1,137</b>	<b>100</b>





### Occasions Map and Data: CASTLE INN, CAWOOD (114359)



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- ★ 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

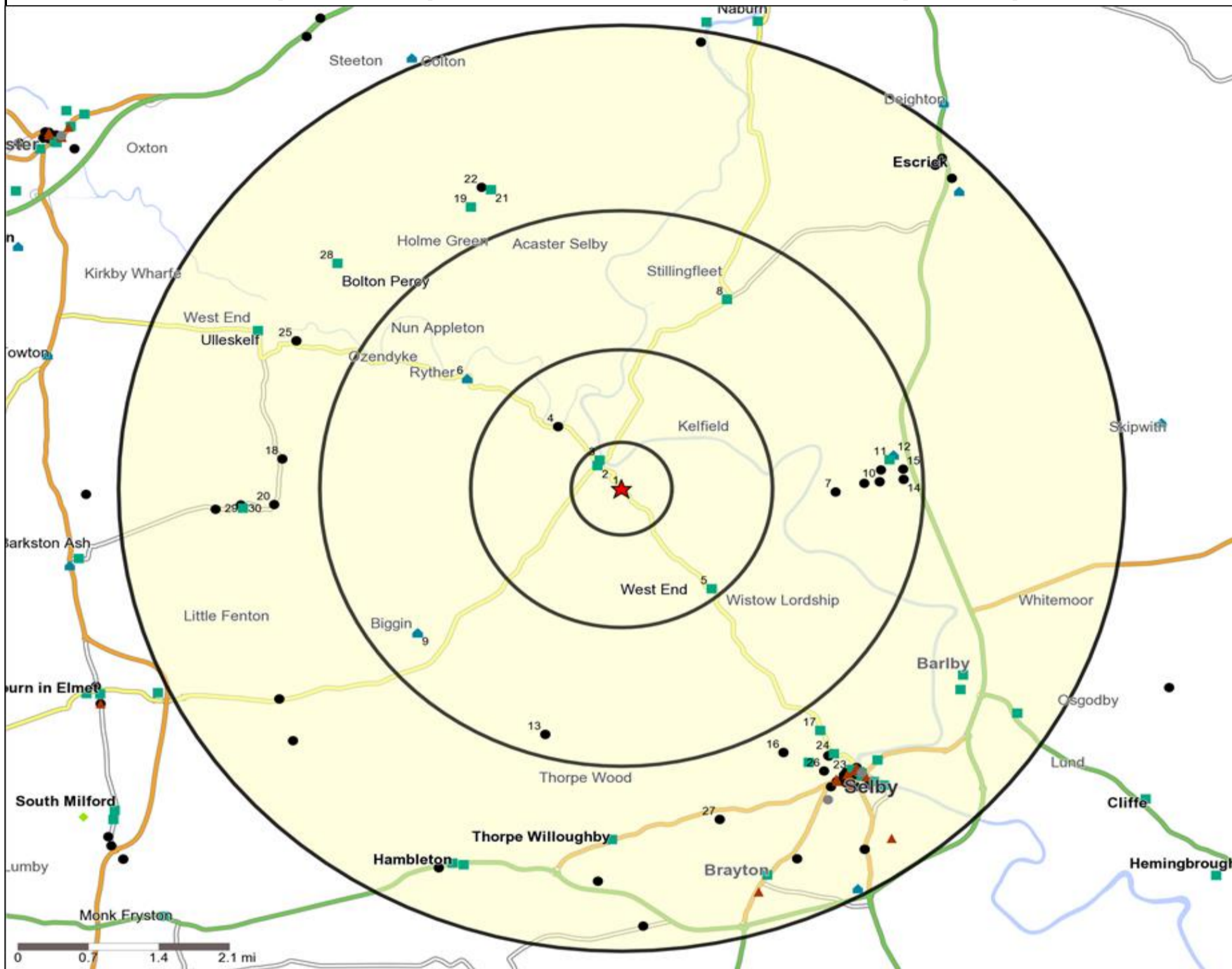
#### Occasions Data Table

	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	63	125	347	2,499	2,454	88	93	100	98	96
02 Early Doors	61	111	284	2,391	2,401	102	99	98	112	112
03 Everyday is Friday	58	103	257	1,910	1,952	114	108	104	105	107
04 Weekend Millionaires	40	81	220	2,857	3,060	55	59	62	109	116
05 Out On The Town	31	70	203	2,429	2,498	44	53	59	96	98
06 Business and Pleasure	27	62	189	982	968	74	90	106	75	74
07 Sporting Pints	20	42	111	1,772	1,859	26	29	29	63	66
08 Student Social	37	101	250	1,169	1,145	112	163	156	99	96
09 Leisurely Lunch	88	159	398	2,496	2,461	127	122	118	100	98
10 Wining and Dining	103	186	485	3,072	3,013	131	125	126	108	106
11 Household Outing	22	43	157	1,993	2,070	35	37	52	89	92
12 Midweek Meal Deal	85	143	304	1,662	1,658	242	216	178	132	131
13 Date Night	121	203	483	2,530	2,391	216	193	177	126	119
14 Birthday Treat	79	139	359	2,139	2,078	141	132	132	106	103
15 Pre Show Meal	15	32	91	632	617	78	88	97	91	89
<b>Number of Occasions</b>	<b>850</b>	<b>1,600</b>	<b>4,138</b>	<b>30,533</b>	<b>30,625</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: CASTLE INN, CAWOOD (114359)



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

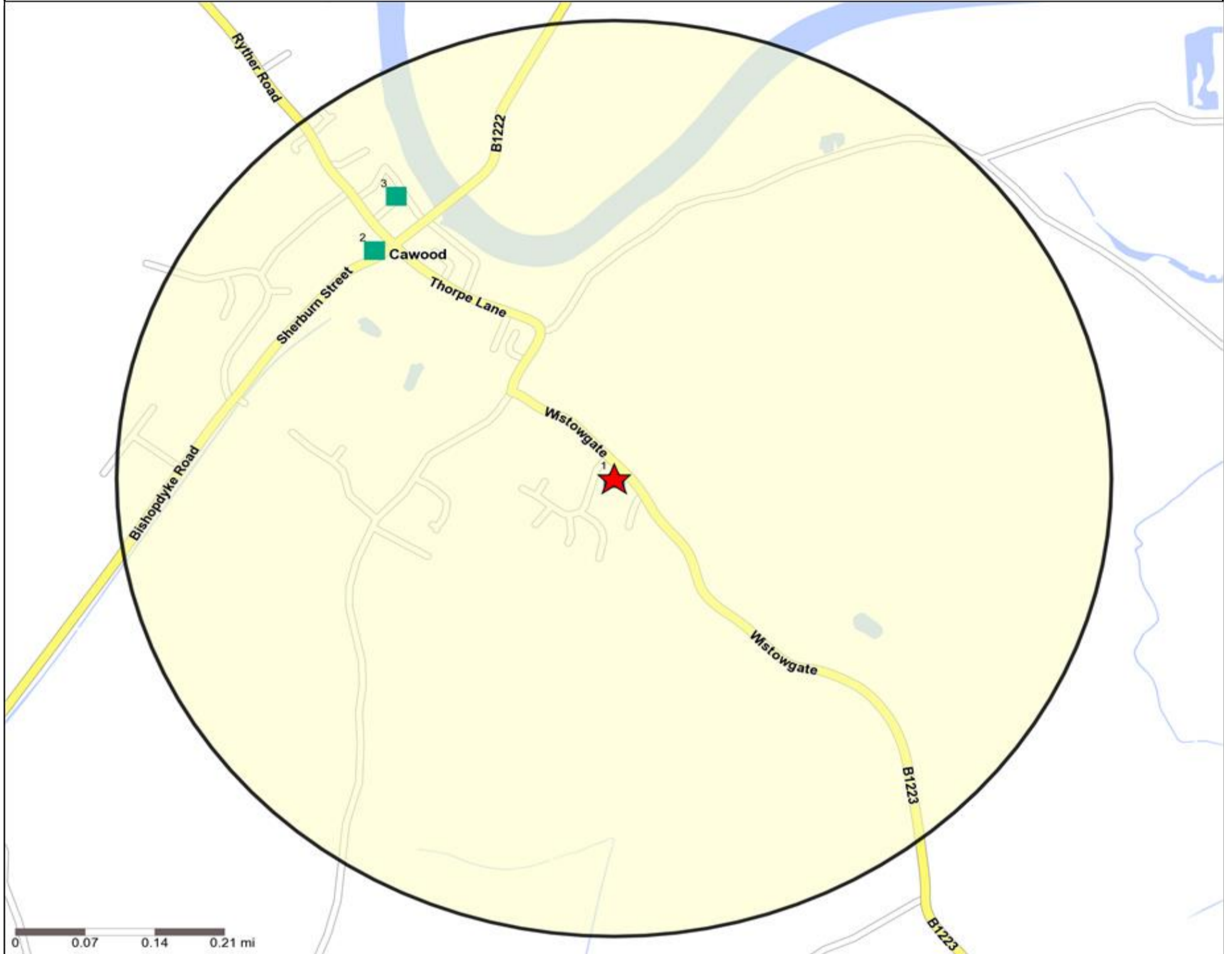
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- Rivers, Canals and Lakes

#### 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	12
Community Local	2	3	5	26
Dry Led	1	1	4	8
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	0	1	6	42
<b>Total</b>	<b>3</b>	<b>5</b>	<b>15</b>	<b>90</b>



### Competition Map and Data: CASTLE INN, CAWOOD (114359)



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	1
Branded Food Pub	0
Rural	0
Other	0
<b>Total</b>	<b>3</b>



## Local Competition: CASTLE INN, CAWOOD (114359)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CASTLE INN, CAWOOD	7 WISTOWGATE, SELBY, YO8 3SH	Punch Taverns	YO 8 3SH	Punch Taverns	0.00
1	Castle Inn	7 Wistowgate, Cawood, Selby	Punch Pub Company	YO 8 3SH	Dry Led	0.00
2	Jolly Sailor	5 Market Place, Cawood, Selby	Unknown	YO 8 3SR	Community Local	0.35
3	Ferry Inn	2 King Street, Cawood, Selby	Wellington	YO 8 3TL	Community Local	0.38
4	Cawood Holiday Park	Ryther Road, Cawood, Selby	Independent Free	YO 8 3TT	Other	0.92
5	Black Swan Inn	Church Hill, Wistow, Selby	Punch Pub Company	YO 8 3UU	Community Local	1.40
6	Rythre Arms	Main Street, Ryther, Tadcaster	Consort Inns	LS24 9EE	Dry Led	1.94
7	Spice	Landing Lane, Riccall, York	Independent Free	YO19 6TJ	Other	2.13
8	Cross Keys Inn	Cawood Road, Stillingfleet, York	Sam Smith	YO19 6SB	Community Local	2.30
9	Blacksmiths Arms	Biggin, Leeds	Independent Free	LS25 6HJ	Dry Led	2.56
10	Regen Centre	Landing Lane, Riccall, York	Independent Free	YO19 6PW	Other	2.57
11	Hare & Hounds	8 Silver Street, Riccall, York	Independent Free	YO19 6PA	Community Local	2.68
12	Greyhound	82 Main Street, Riccall, York	Punch Pub Company	YO19 6TE	Dry Led	2.73
13	Scalm Park Leisure	Scalm Park, Wistow Common, Selby	Independent Free	YO 8 3RD	Other	2.76
14	Per Bacco	20 Main Street, Riccall, York	Independent Free	YO19 6PX	Other	2.80
15	Riccall Village Institute	12 Station Road, Riccall, York	Independent Free	YO19 6QJ	Other	2.81
16	Selby Town Football/Ath Club	Flaxley Road, Selby	Independent Free	YO 8 4DB	Other	3.27
17	Unicorn Inn	15 Bondgate, Selby	Enterprise Inns	YO 8 3LX	Community Local	3.28
18	Raf Church Fenton	Raf Church Fenton, Church Fenton, Tadcaster	Independent Free	LS24 9SE	Other	3.39
19	Roebuck Inn	Main Street, Appleton Roebuck, York	Unknown	YO23 7DG	Community Local	3.39
20	Church Fenton Cricket Club	Busk Lane, Tadcaster	Independent Free	LS24 9RJ	Other	3.46
21	Shoulder Of Mutton	Chapel Green, Appleton Roebuck, York	Sam Smith	YO23 7DP	Community Local	3.48
22	Cdms See Ltd	Malt Kiln Lane, Appleton Roebuck, York	Independent Free	YO23 7DT	Other	3.54
23	Selby Squash Club	Flaxley Road, Selby	Independent Free	YO 8 4BG	Other	3.55
24	Board Inn	131 Millgate, Selby	Independent Free	YO 8 3LL	Community Local	3.56
25	Whitecote Caravan Park	Ryther Road, Ulleskelf, Tadcaster	Independent Free	LS24 9DY	Other	3.60
26	Summit Indoor Adventure	Scott Road, Selby	Independent Free	YO 8 4BL	Other	3.66
27	Selby Rugby Club	Sandhill Lane, Selby	Independent Free	YO 8 4JP	Other	3.71
28	Crown Inn	Bolton Percy, York	Sam Smith	YO23 7AG	Community Local	3.73
29	White Horse	Main Street, Church Fenton, Tadcaster	Enterprise Inns	LS24 9RF	Dry Led	3.77
30	Fenton Flyer	Main Street, Church Fenton, Tadcaster	Admiral Taverns Ltd	LS24 9RF	Community Local	3.77