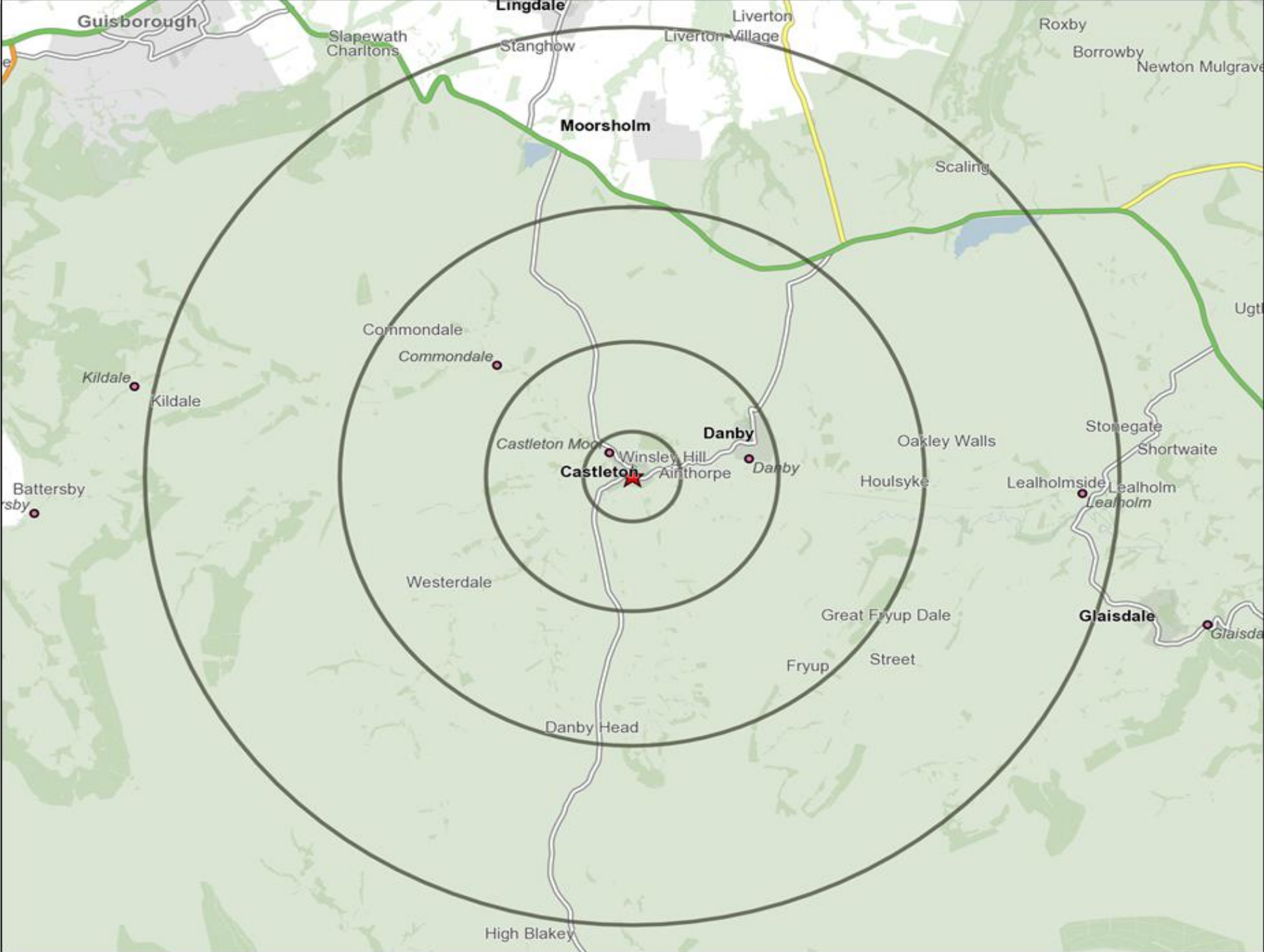




Customer Profile Report for DOWNE ARMS, CASTLETON (Punch Outlet Number: 132941)
3 HIGH STREET, WHITBY, YO21 2EE (YO21 2EE)



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

Age Data Table

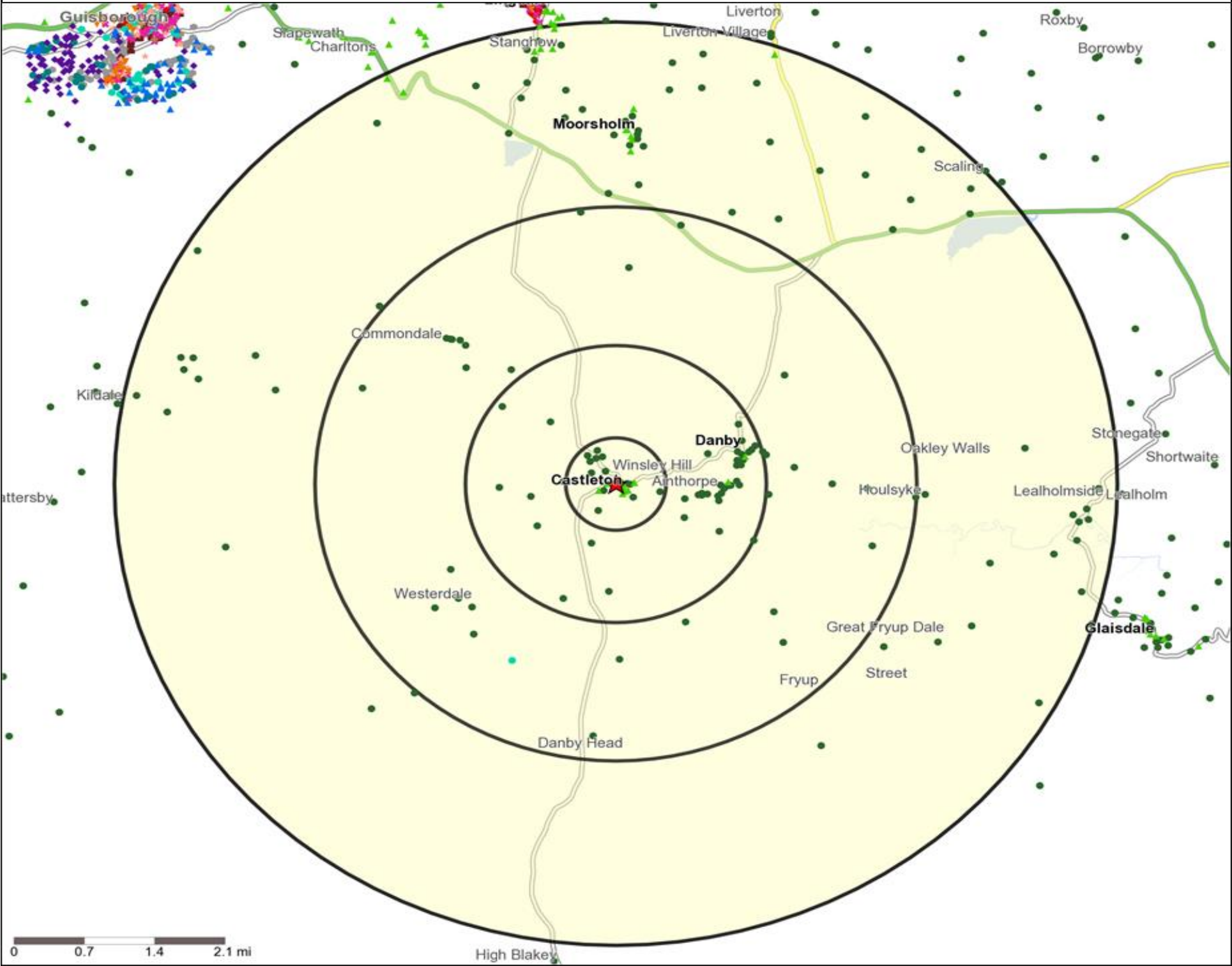
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	56	103	189	330	970	59	51	58	59	82
16-17	1	6	13	30	105	9	24	32	43	72
18-24	34	71	113	185	495	75	73	72	68	87
25-34	30	64	90	170	497	44	44	38	42	58
35-44	37	74	122	226	566	58	55	56	59	71
45-54	110	206	301	558	1,054	154	136	123	131	118
55-64	114	232	336	605	1,070	200	192	172	179	150
65+	121	313	564	891	1,554	134	163	181	165	137
Population estimate 2015	503	1,069	1,728	2,995	6,311	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	491	1,026	1,595	2,839	6,124	99%	99%	98%	98%	98%
Mixed / Multiple Ethnic Groups	0	2	9	17	37	0%	0%	1%	1%	1%
Asian / Asian British	0	6	22	26	47	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	2	2	3	4	9	0%	0%	0%	0%	0%
Other Ethnic Group	1	1	3	7	8	0%	0%	0%	0%	0%
All People (Ethnic Group)	494	1,037	1,632	2,893	6,225	100	100	100	100	100



Mosaic UK Map and Data: DOWNE ARMS, CASTLETON (132941)



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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

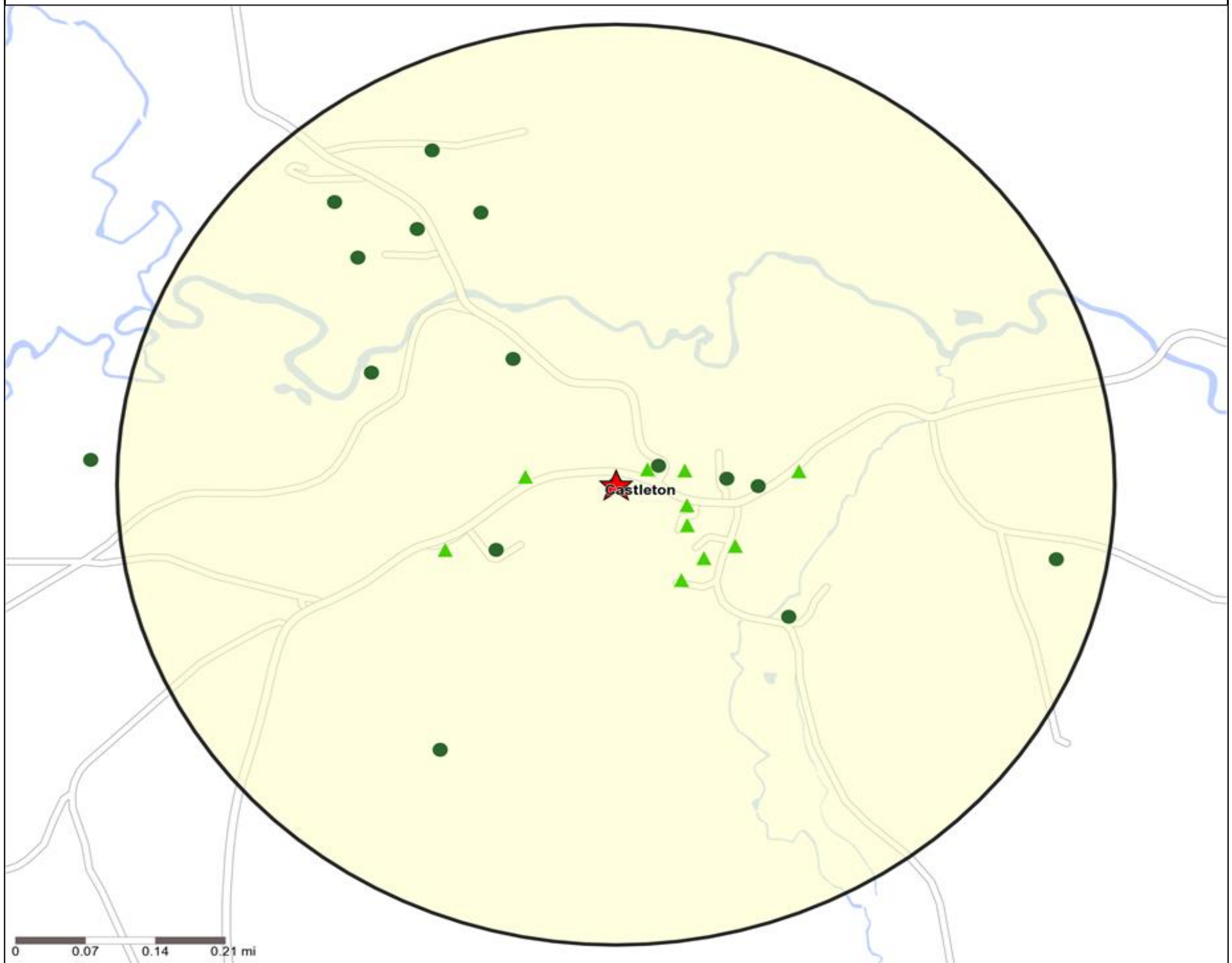
N Urban Cohesion

O Rental Hubs

Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 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	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	0	0	1	1	0	0	0	1	0
C Country Living (18+)	177	563	935	1,753	2,155	569	909	1,060	1,072	626
D Rural Reality (18+)	271	329	333	598	1,613	873	532	378	366	469
E Senior Security (18+)	0	0	0	1	1	0	0	0	1	0
F Suburban Stability (18+)	0	0	0	0	0	0	0	0	0	0
G Domestic Success (18+)	0	0	0	0	2	0	0	0	0	0
H Aspiring Homemakers (18+)	0	0	2	2	2	0	0	2	1	0
I Family Basics (18+)	0	0	0	0	162	0	0	0	0	45
J Transient Renters (18+)	0	0	0	0	380	0	0	0	0	133
K Municipal Challenge (18+)	0	0	0	0	450	0	0	0	0	154
L Vintage Value (18+)	0	0	0	0	193	0	0	0	0	62
M Modest Traditions (18+)	0	0	0	0	1	0	0	0	0	0
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	0	0	0	0	0	0	0
Adults 18+ estimate 2015	448	892	1,270	2,355	4,960	100	100	100	100	100



Mosaic UK Map and Data: DOWNE ARMS, CASTLETON (132941)



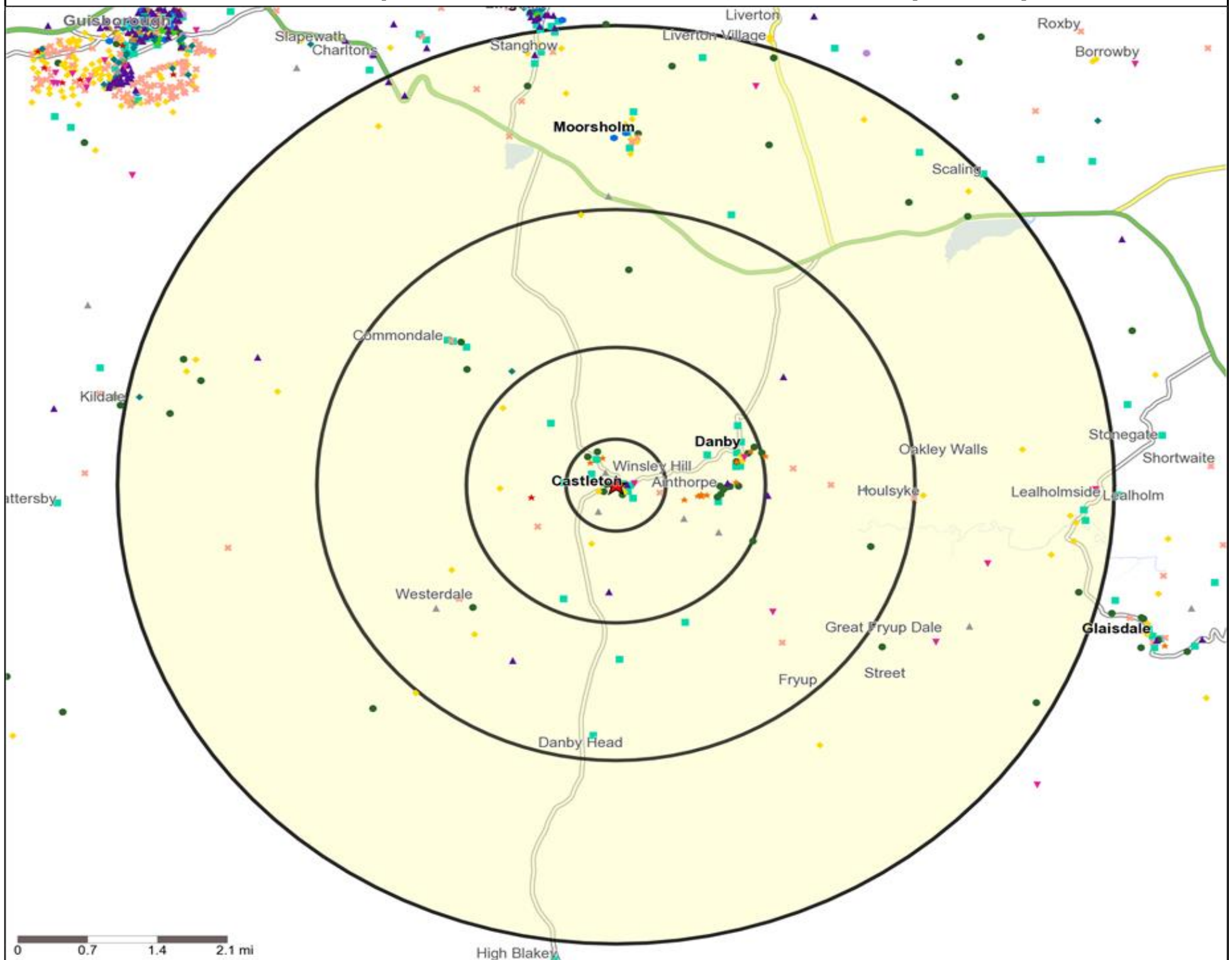
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	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+)	0	0
C Country Living (18+)	177	569
D Rural Reality (18+)	271	873
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	448	100



Occasions Map and Data: DOWNE ARMS, CASTLETON (132941)



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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

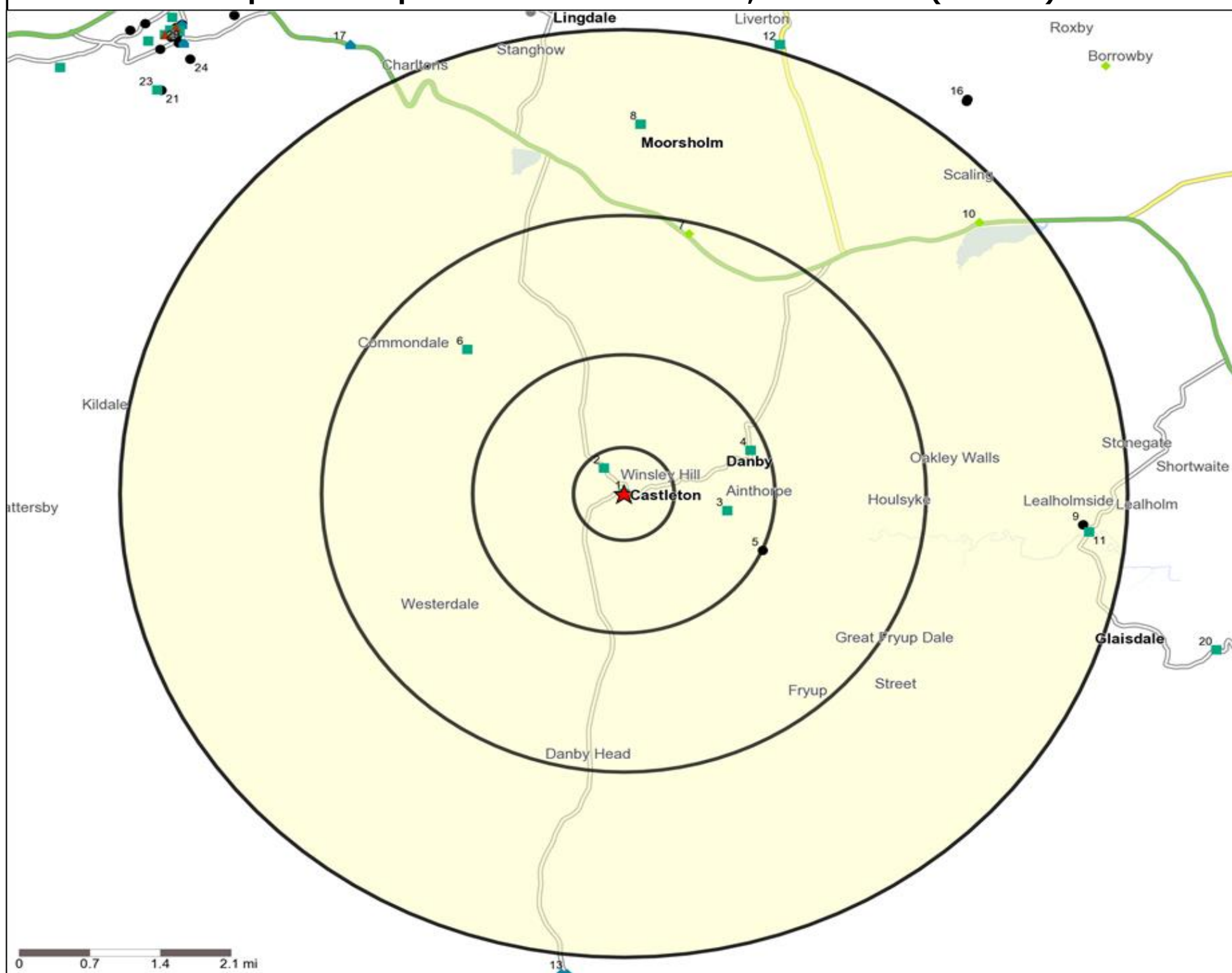
Occasions Data Table

	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	41	80	105	177	460	146	146	142	139	148
02 Early Doors	22	46	66	124	370	94	100	107	117	142
03 Everyday is Friday	17	29	35	57	198	85	74	67	63	89
04 Weekend Millionaires	17	26	39	77	358	59	46	51	59	112
05 Out On The Town	10	22	30	55	203	36	40	41	44	66
06 Business and Pleasure	15	30	40	66	106	104	107	106	101	67
07 Sporting Pints	11	15	17	23	174	36	25	21	17	51
08 Student Social	31	62	95	155	226	238	244	278	263	157
09 Leisurely Lunch	35	71	98	171	366	128	133	136	138	121
10 Wining and Dining	29	58	81	155	282	93	95	99	110	82
11 Household Outing	10	21	26	45	184	41	44	40	40	68
12 Midweek Meal Deal	29	66	76	102	210	209	243	209	163	137
13 Date Night	39	76	103	185	296	177	176	178	185	121
14 Birthday Treat	24	41	49	83	211	109	95	85	83	86
15 Pre Show Meal	5	13	20	41	62	66	87	100	119	74
Number of Occasions	335	656	880	1,516	3,706	100	100	100	100	100

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Competition Map and Data: DOWNE ARMS, CASTLETON (132941)



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

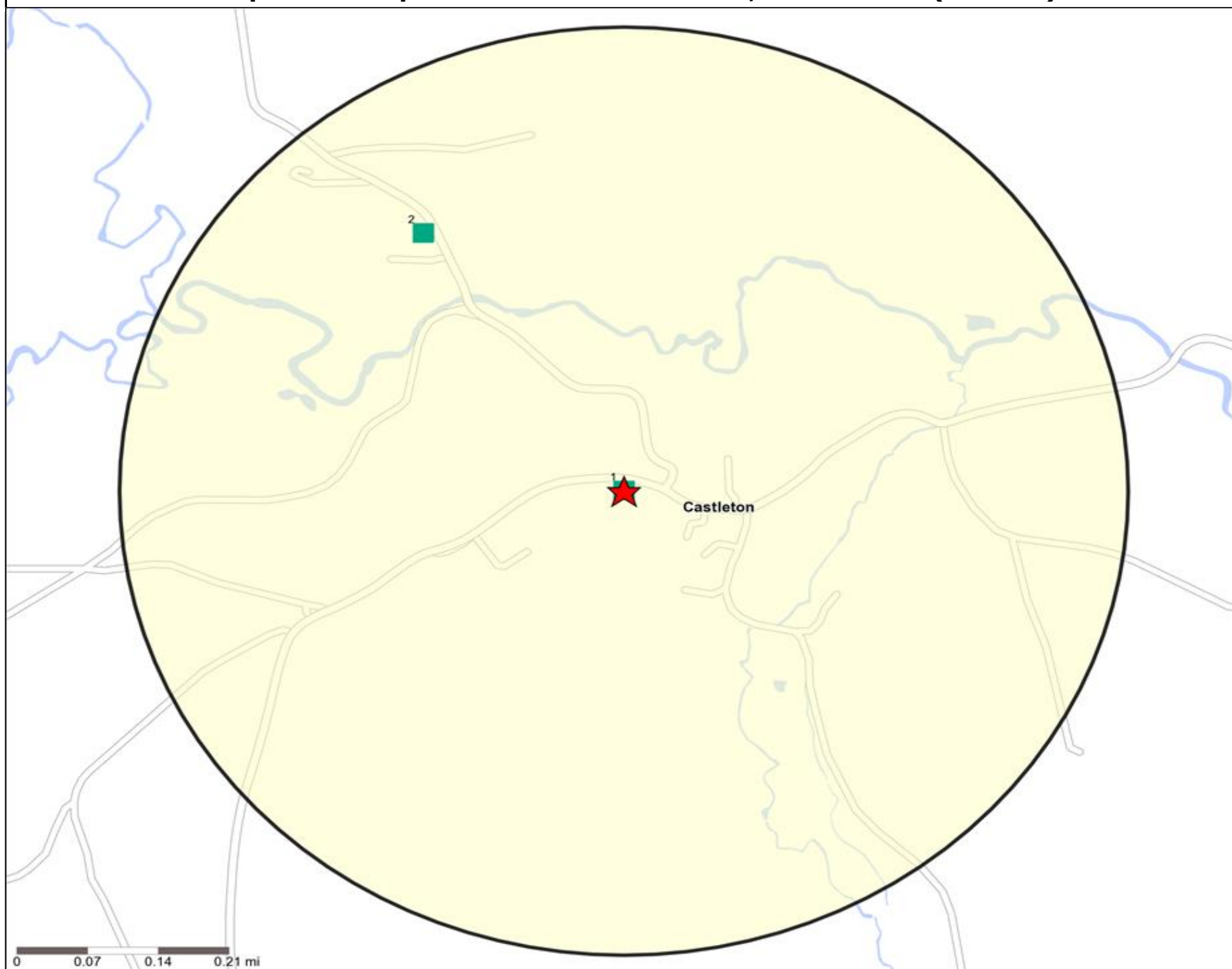


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	0
Circuit Bar	0	0	0	0
Community Local	2	4	5	7
Dry Led	0	0	0	0
Branded Food Pub	0	0	0	0
Rural	0	0	1	2
Other	0	0	1	2
Total	2	4	7	11



Competition Map and Data: DOWNE ARMS, CASTLETON (132941)



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	0
Total	2



Local Competition: DOWNE ARMS, CASTLETON (132941)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	DOWNE ARMS, CASTLETON	3 HIGH STREET, WHITBY, YO21 2EE	Punch Taverns	YO21 2EE	Punch Taverns	0.00
1	Down Arms Inn	3 High Street, Castleton, Whitby	Punch Pub Company	YO21 2EE	Community Local	0.00
2	Eskdale Hotel	Main Street, Castleton, Whitby	*Other Small Retail Groups	YO21 2EU	Community Local	0.34
3	Fox & Hounds Inn	45 Brook Lane, Ainthorpe, Whitby	Independent Free	YO21 2LD	Community Local	1.04
4	Duke Of Wellington	2 West Lane, Danby, Whitby	Independent Free	YO21 2LY	Community Local	1.34
5	Danby Castle	Castle Lane, Danby, Whitby	Independent Free	YO21 2NP	Other	1.51
6	Cleveland Inn	Commondale, Whitby	Independent Free	YO21 2HG	Community Local	2.20
7	Jolly Sailor Inn	Skatebeck, Moorsholm, Saltburn-by-the-sea	Independent Free	TS12 3LN	Rural Character	2.88
8	Toad Hall Arms	High Street, Moorsholm, Saltburn-by-the-sea	Independent Free	TS12 3JH	Community Local	3.99
9	Shepherds Hall Restaurant	Lealholm, Whitby	Independent Free	YO21 2AQ	Other	4.57
10	Grapes	Scaling, Easington, Saltburn-by-the-sea	Independent Free	TS13 4TP	Rural Character	4.58
11	Board Inn	Lealholme, Lealholm, Whitby	*Other Small Retail Groups	YO21 2AJ	Community Local	4.64
12	Waterwheel Inn	Liverton Village, Liverton, Saltburn-by-the-sea	Independent Free	TS13 4TB	Community Local	5.08
13	Lion Inn	High Blakey, Kirkbymoorside, York	Independent Free	YO62 7LQ	Dry Led	5.20
14	Lounge	47 Farndale Gardens, Lingdale, Saltburn-by-the-sea	Unknown	TS12 3EW	Cafe / Wine Bar	5.27
15	Lingdale & District Working Mens Club	45 High Street, Lingdale, Saltburn-by-the-sea	Independent Free	TS12 3EP	Other	5.35
16	Grinkle Park Hotel	Grinkle Lane, Easington, Saltburn-by-the-sea	Independent Free	TS13 4UB	Other	5.45
17	Fox & Hounds Inn	Slapewath, Guisborough	Enterprise Inns	TS14 6PX	Dry Led	5.55
18	Boosbeck Hotel	32-34 High Street, Boosbeck, Saltburn-by-the-sea	Tadcaster Pub Co	TS12 3AA	Community Local	5.79
19	Station Hotel	High Street, Boosbeck, Saltburn-by-the-sea	Punch Pub Company	TS12 3AF	Community Local	5.86
20	Arncliffe Arms	The Green, Glaisdale, Whitby	Independent Free	YO21 2QL	Community Local	6.12
21	Indian Cottage Restaurant	1 Enfield Chase, Guisborough	Independent Free	TS14 7LJ	Other	6.32
22	Holywell View Inn	Liverton Terrace, Liverton, Saltburn-by-the-sea	Camerons	TS13 4QH	Community Local	6.34
23	Huntsman	Enfield Chase, Guisborough	Enterprise Inns	TS14 7LQ	Community Local	6.35
24	Guisborough Rugby Club	Belmangate, Guisborough	Independent Free	TS14 7BB	Other	6.36
25	Jolly Holly	24 Graham Street, Liverton, Saltburn-by-the-sea	Camerons	TS13 4QR	Community Local	6.38
26	Gisborough Hall	Whitby Road, Guisborough	Macdonald Hotels	TS14 6PT	Other	6.44
27	Orange Tree	Rosedale East, Pickering	Independent Free	YO18 8RH	Other	6.47
28	Station Hotel	Station Road, Loftus, Saltburn-by-the-sea	Independent Free	TS13 4QB	Other	6.48
29	Anchor Inn	16 Belmangate, Guisborough	Sam Smith	TS14 7AB	Dry Led	6.53
30	Bulls Head Hotel	25 Vaughan Street, Skelton-In-Cleveland, Saltburn-by-the-sea	Punch Pub Company	TS12 2AR	Community Local	6.54