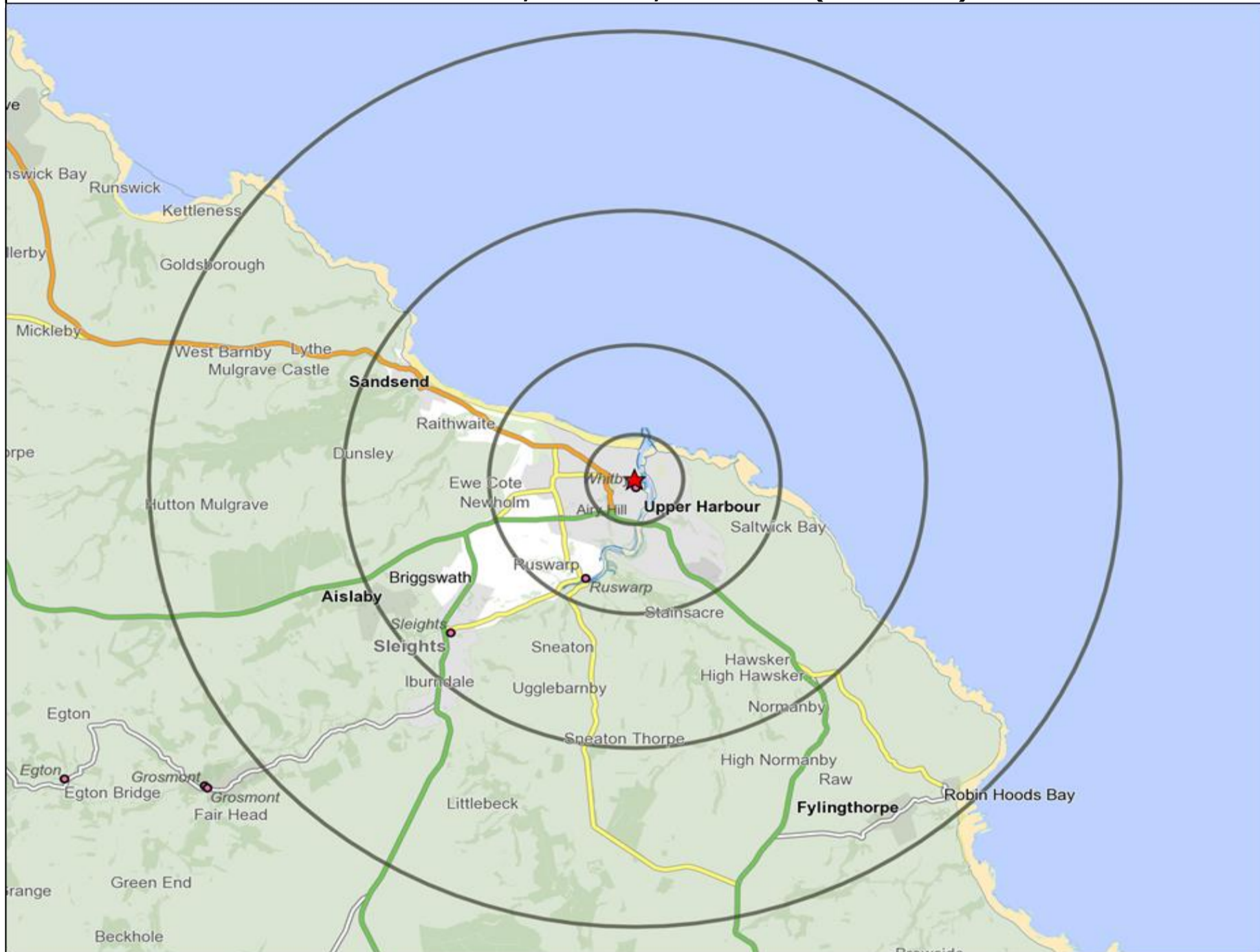




**Customer Profile Report for BLACK SWAN HOTEL, WHITBY (Punch Outlet Number: 200096)
69 BAXTERGATE, WHITBY, YO21 1BL (YO21 1BL)**



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

Age Data Table

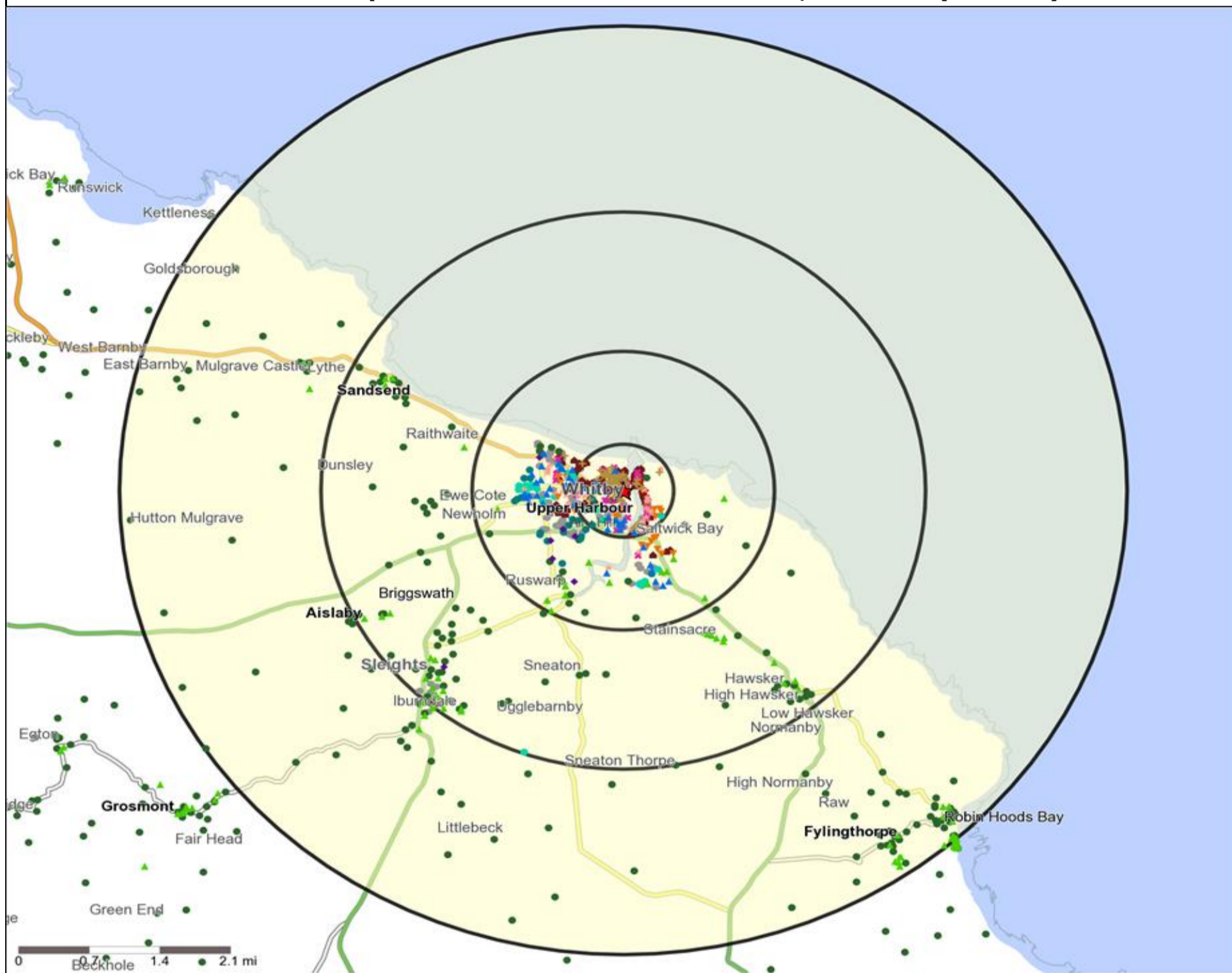
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	630	2,090	2,460	2,683	2,765	59	80	77	75	74
16-17	79	265	330	383	384	60	82	84	86	83
18-24	440	964	1,100	1,167	1,191	85	77	72	67	66
25-34	659	1,513	1,691	1,779	1,810	85	80	73	68	66
35-44	555	1,310	1,562	1,743	1,828	77	75	73	72	72
45-54	970	2,187	2,722	3,093	3,277	120	111	113	114	116
55-64	1,031	2,114	2,633	3,165	3,382	160	135	137	146	150
65+	1,326	3,394	4,441	5,156	5,363	129	136	146	149	149
Population estimate 2015	5,690	13,837	16,939	19,169	20,000	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	5,143	13,079	16,083	18,153	18,909	98%	98%	99%	99%	99%
Mixed / Multiple Ethnic Groups	40	103	116	123	123	1%	1%	1%	1%	1%
Asian / Asian British	63	84	86	116	116	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	4	6	6	10	12	0%	0%	0%	0%	0%
Other Ethnic Group	1	7	16	18	18	0%	0%	0%	0%	0%
All People (Ethnic Group)	5,251	13,279	16,307	18,420	19,178	100	100	100	100	100



Mosaic UK Map and Data: BLACK SWAN HOTEL, WHITBY (200096)



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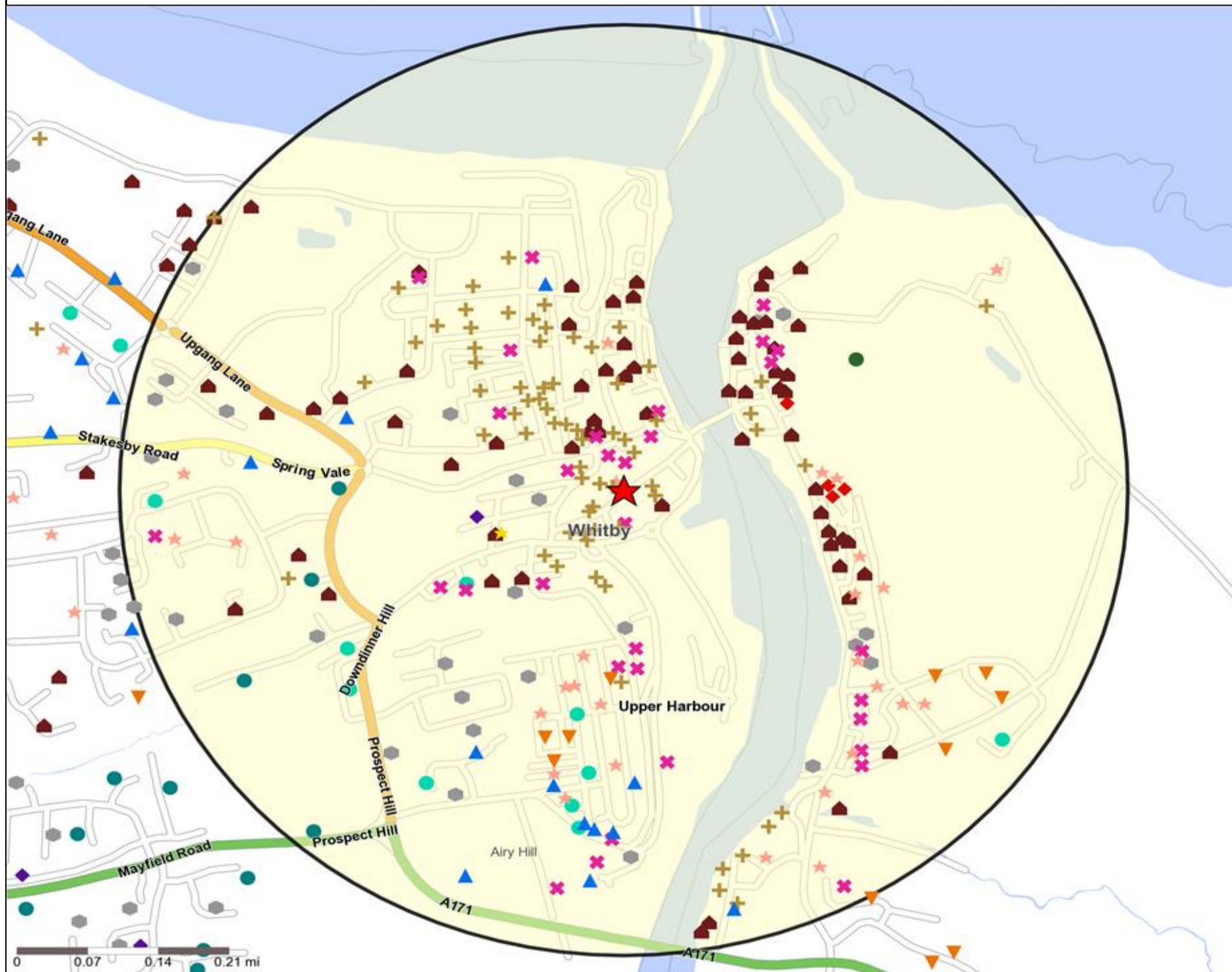
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	3	235	257	257	257	1	28	25	22	21
C Country Living (18+)	11	193	1,636	3,075	3,544	3	24	167	276	304
D Rural Reality (18+)	18	364	1,354	1,788	2,068	5	46	138	161	178
E Senior Security (18+)	523	1,694	1,790	1,815	1,815	129	182	156	139	133
F Suburban Stability (18+)	278	1,326	1,326	1,326	1,326	92	190	154	136	129
G Domestic Success (18+)	63	733	733	733	733	15	76	62	54	52
H Aspiring Homemakers (18+)	212	692	693	699	701	47	66	54	48	46
I Family Basics (18+)	337	980	980	980	980	94	119	96	85	81
J Transient Renters (18+)	467	594	594	594	594	163	90	73	64	61
K Municipal Challenge (18+)	41	41	41	41	41	14	6	5	4	4
L Vintage Value (18+)	1,276	2,247	2,363	2,363	2,363	408	312	266	234	224
M Modest Traditions (18+)	634	1,173	1,173	1,173	1,173	269	216	175	154	147
N Urban Cohesion (18+)	10	10	10	10	10	4	2	1	1	1
O Rental Hubs (18+)	1,094	1,164	1,164	1,164	1,164	286	132	107	94	90
Adults 18+ estimate 2015	4,967	11,446	14,114	16,018	16,769	100	100	100	100	100



Mosaic UK Map and Data: BLACK SWAN HOTEL, WHITBY (200096)



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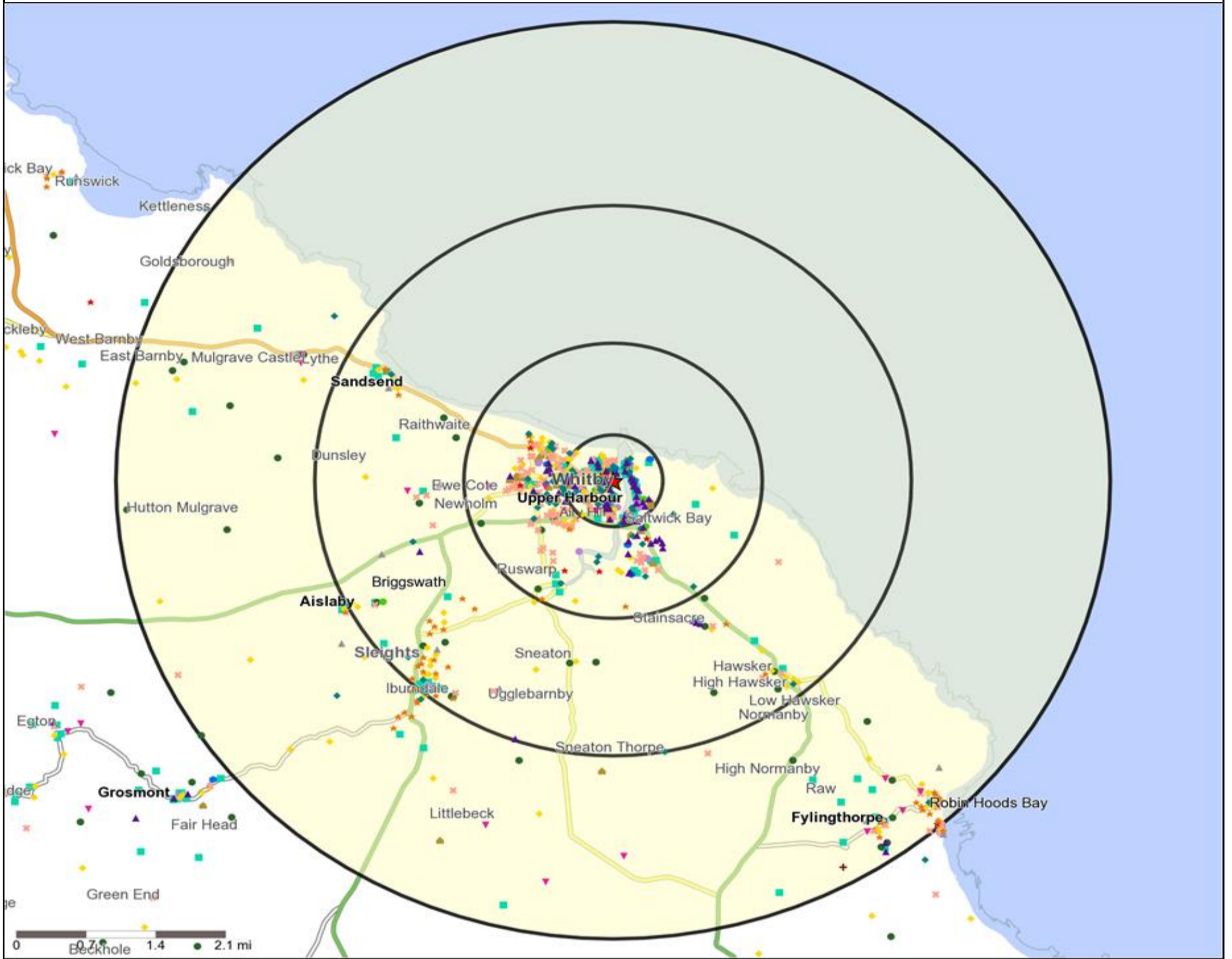
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- ▼ I Family Basics
- ★ M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✖ J Transient 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+)	3	1
C Country Living (18+)	11	3
D Rural Reality (18+)	18	5
E Senior Security (18+)	523	129
F Suburban Stability (18+)	278	92
G Domestic Success (18+)	63	15
H Aspiring Homemakers (18+)	212	47
I Family Basics (18+)	337	94
J Transient Renters (18+)	467	163
K Municipal Challenge (18+)	41	14
L Vintage Value (18+)	1,276	408
M Modest Traditions (18+)	634	269
N Urban Cohesion (18+)	10	4
O Rental Hubs (18+)	1,094	286
Adults 18+ estimate 2015	4,967	100



Occasions Map and Data: BLACK SWAN HOTEL, WHITBY (200096)



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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	619	1,137	1,363	1,509	1,566	167	129	130	130	131
02 Early Doors	481	1,144	1,356	1,477	1,515	155	155	154	152	151
03 Everyday is Friday	285	684	785	838	853	108	109	105	101	100
04 Weekend Millionaires	444	964	1,043	1,108	1,131	116	106	96	93	92
05 Out On The Town	318	765	826	858	871	87	87	79	74	73
06 Business and Pleasure	101	235	302	348	363	53	52	56	58	59
07 Sporting Pints	278	605	642	655	660	69	63	56	51	50
08 Student Social	75	259	391	466	500	44	63	80	86	90
09 Leisurely Lunch	347	850	1,079	1,246	1,296	96	99	105	110	111
10 Wining and Dining	354	964	1,162	1,309	1,358	86	99	100	102	102
11 Household Outing	329	842	896	922	932	101	109	97	90	89
12 Midweek Meal Deal	133	397	598	740	758	73	91	115	129	128
13 Date Night	344	792	1,037	1,223	1,280	118	114	125	134	136
14 Birthday Treat	229	663	815	901	924	79	96	99	99	98
15 Pre Show Meal	84	230	265	285	296	84	96	93	91	91
Number of Occasions	4,421	10,531	12,560	13,885	14,303	100	100	100	100	100



Competition Map and Data: BLACK SWAN HOTEL, WHITBY (200096)



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

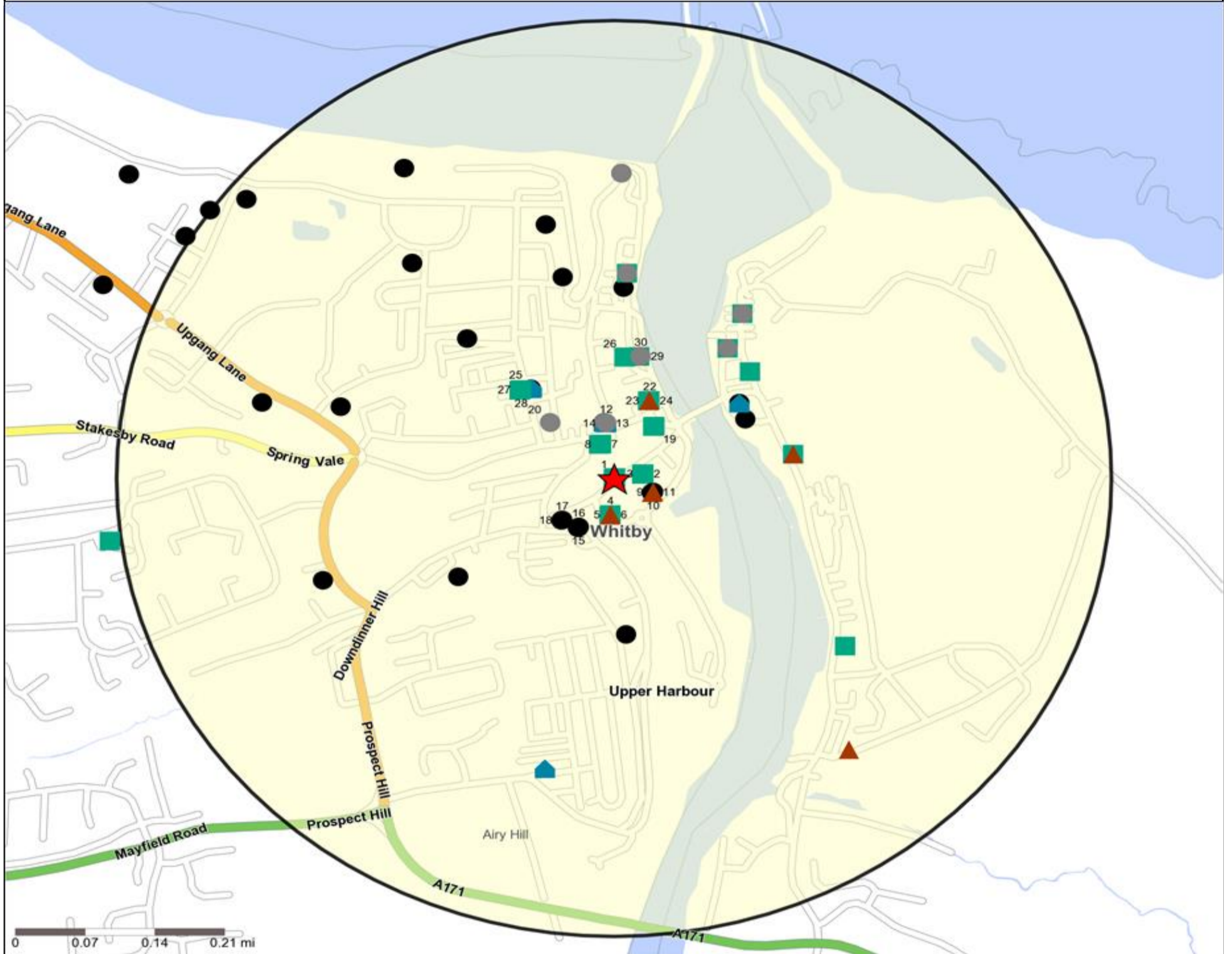


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	8	9	10	10
Circuit Bar	6	6	6	7
Community Local	15	17	23	26
Dry Led	5	5	6	7
Branded Food Pub	0	1	1	1
Rural	0	0	0	1
Other	43	57	66	70
Total	77	95	112	122



Competition Map and Data: BLACK SWAN HOTEL, WHITBY (200096)



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
- Other
- ~ Rivers, Canals and Lakes
- Community Local
- ◆ Rural Character

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	8
Circuit Bar	6
Community Local	15
Dry Led	5
Branded Food Pub	0
Rural	0
Other	43
Total	77



Local Competition: BLACK SWAN HOTEL, WHITBY (200096)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BLACK SWAN HOTEL, WHITBY	69 BAXTERGATE, WHITBY, YO21 1BL	Punch Taverns	YO21 1BL	Punch Taverns	0.00
1	Black Swan	69 Baxtergate, Whitby	Punch Pub Company	YO21 1BL	Community Local	0.00
2	Plough Inn	20 Baxtergate, Whitby	Sam Smith	YO21 1BW	Community Local	0.03
3	Habour View	7 Baxtergate, Whitby	Independent Free	YO21 1BW	Other	0.03
4	Beez Bar	2-3 Wellington Road, Whitby	Independent Free	YO21 1DY	Community Local	0.04
5	Wellington	7 Wellington Road, Whitby	Greene King	YO21 1DY	Circuit Bar	0.04
6	Raw	2-4 Wellington Road, Whitby	Independent Free	YO21 1DY	Circuit Bar	0.04
7	Little Angel	18 Flowergate, Whitby	Punch Pub Company	YO21 3BA	Community Local	0.04
8	Red Chard Grill Rooms	22-23 Flowergate, Whitby	Independent Free	YO21 3BA	Other	0.04
9	Angel Hotel	1 New Quay Road, Whitby	Wetherspoon	YO21 1DH	Circuit Bar	0.04
10	Trenchers	New Quay Road, Whitby	Independent Free	YO21 1DH	Other	0.04
11	Station	5 New Quay Road, Whitby	Enterprise Inns	YO21 1DH	Circuit Bar	0.04
12	Jumpin Jaks	36-37 Flowergate, Whitby	Independent Free	YO21 3BB	Other	0.06
13	Art Cafe	42a Flowergate, Whitby	Independent Free	YO21 3BB	Cafe / Wine Bar	0.06
14	Elsinore	25 Flowergate, Whitby	Punch Pub Company	YO21 3BB	Dry Led	0.06
15	Joshuas	Station Square, Whitby	Independent Free	YO21 1DU	Other	0.06
16	Whitby Indian Tandoori	Station Square, Whitby	Independent Free	YO21 1DU	Other	0.06
17	George Hotel	38 Baxtergate, Whitby	Independent Free	YO21 1BN	Other	0.07
18	Mings Palace	41 Baxtergate, Whitby	Independent Free	YO21 1BN	Other	0.07
19	Golden Lion	8 Golden Lion Bank, Whitby	Punch Pub Company	YO21 3BS	Community Local	0.07
20	Rusty Shears	3 Silver Street, Whitby	Independent Free	YO21 3BU	Cafe / Wine Bar	0.09
21	Binos Bistro	14 St Annes Staith, Whitby	Independent Free	YO21 3PW	Other	0.09
22	Gatsbys Restaurant	2 St Annes Staith, Whitby	Independent Free	YO21 3PW	Other	0.09
23	Jolly Sailors	13 St Annes Staith, Whitby	Sam Smith	YO21 3PW	Community Local	0.09
24	Buck Inn	11 St Annes Staith, Whitby	Enterprise Inns	YO21 3PW	Circuit Bar	0.09
25	Resolution Hotel	Skinner Street, Whitby	Admiral Taverns Ltd	YO21 3AH	Dry Led	0.13
26	Star Inn	4 Hagersgate, Whitby	Independent Free	YO21 3PP	Community Local	0.13
27	Granby Hotel	34 Skinner Street, Whitby	*Other Small Retail Groups	YO21 3AJ	Community Local	0.13
28	Ditto Restaurant	26 Skinner Street, Whitby	Independent Free	YO21 3AJ	Other	0.13
29	Moon & Sixpence	5-6 Marine Parade, Whitby	Independent Free	YO21 3PR	Cafe / Wine Bar	0.14
30	Shafiq Restaurant	2-3 Marine Parade, Whitby	Independent Free	YO21 3PR	Other	0.14