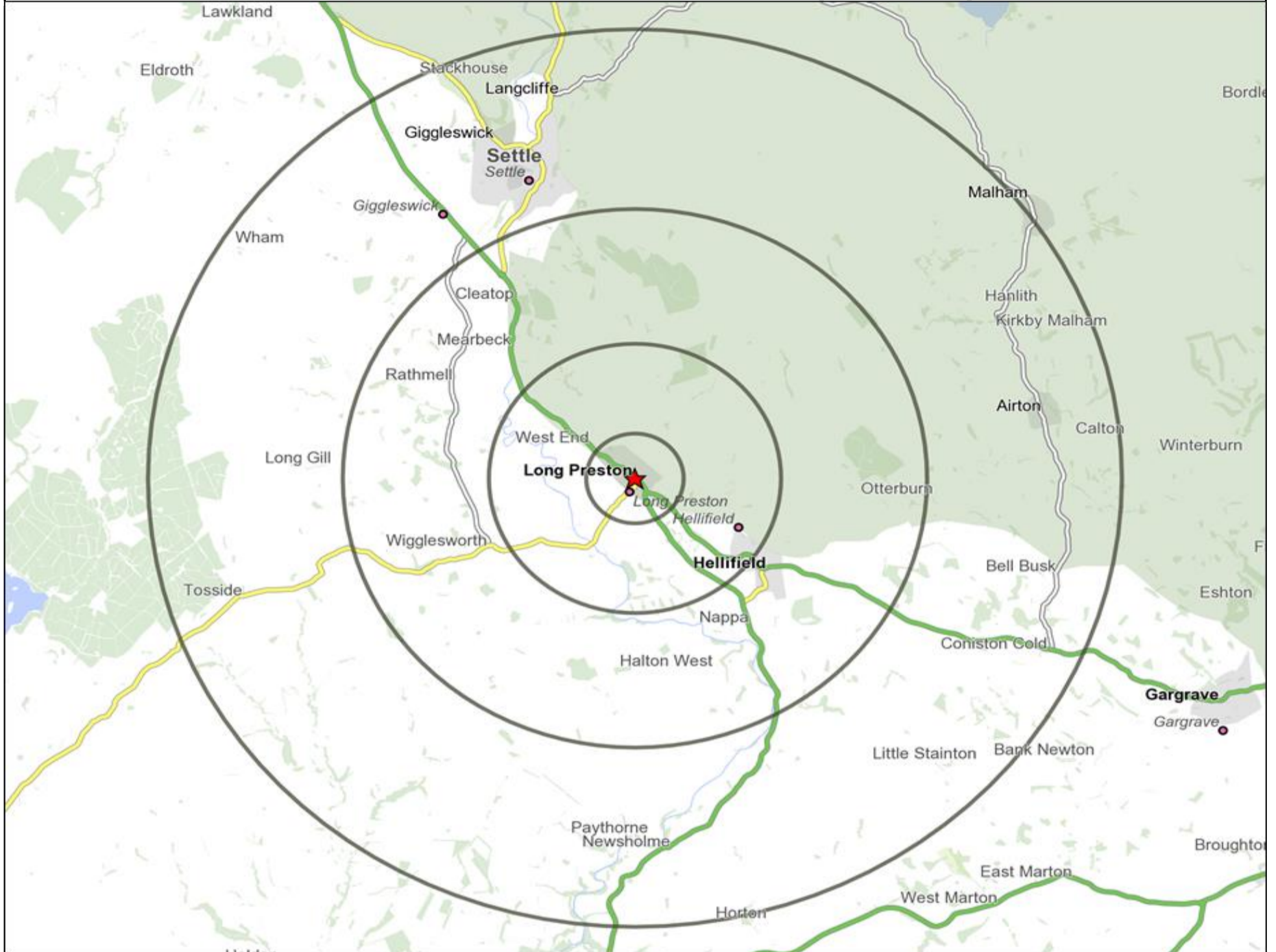




**Customer Profile Report for BOARS HEAD, NR SKIPTON (Punch Outlet Number: 202454)
9 MAIN STREET, SKIPTON, BD23 4ND (BD23 4ND)**



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

Age Data Table

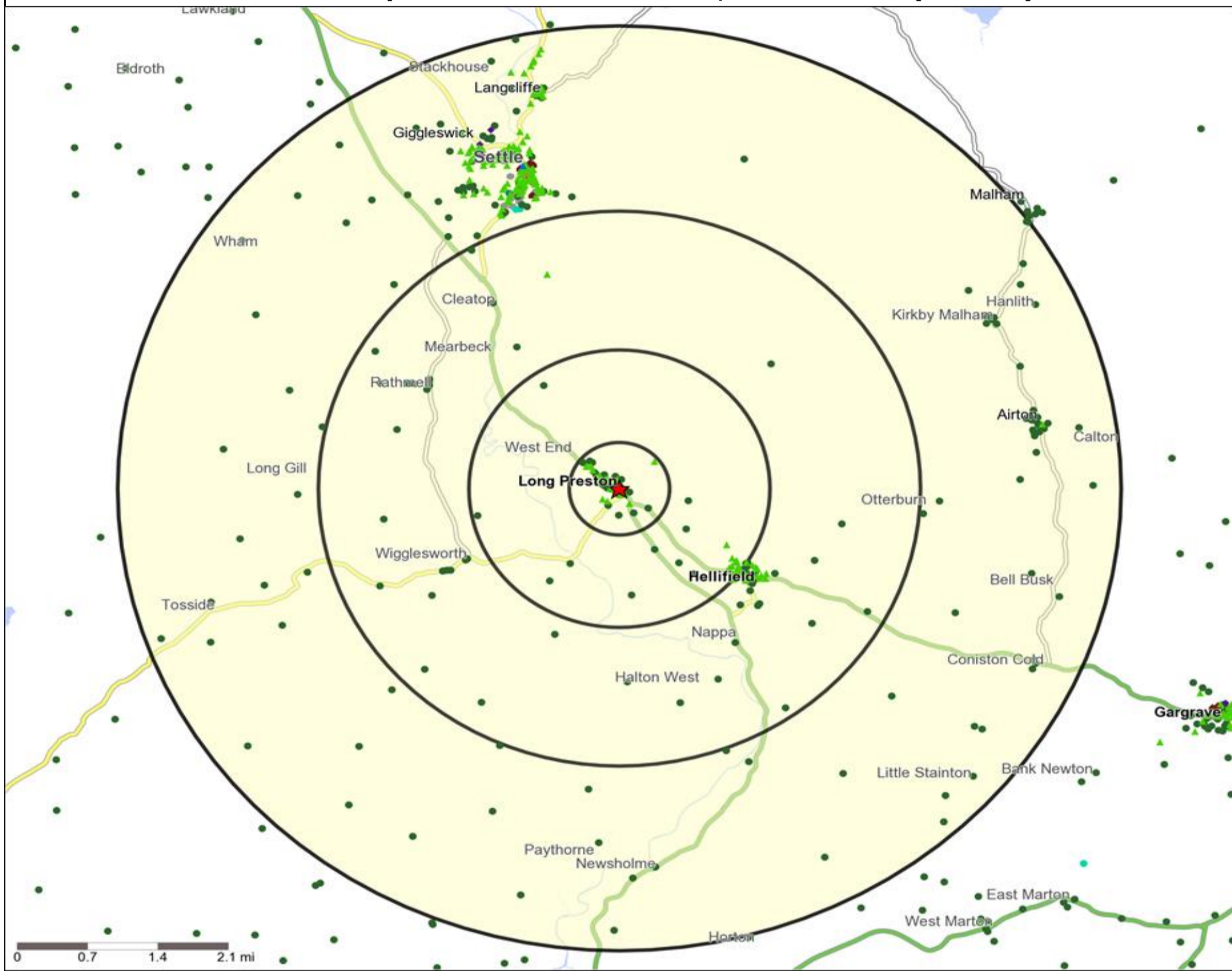
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	82	184	454	1,230	1,746	63	74	89	79	77
16-17	19	29	51	231	289	117	95	81	120	103
18-24	17	55	120	413	564	27	46	49	55	52
25-34	23	80	237	471	685	24	44	64	42	41
35-44	75	127	274	773	1,164	85	76	80	74	76
45-54	141	228	458	1,411	2,057	142	122	119	121	120
55-64	161	250	454	1,384	2,052	204	168	148	148	150
65+	180	363	657	2,339	3,538	143	153	135	157	162
Population estimate 2015	698	1,316	2,705	8,252	12,095	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	687	1,302	2,686	7,986	11,736	99%	99%	100%	98%	99%
Mixed / Multiple Ethnic Groups	5	6	9	39	61	1%	0%	0%	0%	1%
Asian / Asian British	0	1	2	69	91	0%	0%	0%	1%	1%
Black / African / Caribbean / Black British	0	0	0	6	8	0%	0%	0%	0%	0%
Other Ethnic Group	0	0	2	12	13	0%	0%	0%	0%	0%
All People (Ethnic Group)	692	1,309	2,699	8,112	11,909	100	100	100	100	100



Mosaic UK Map and Data: BOARS HEAD, NR SKIPTON (202454)



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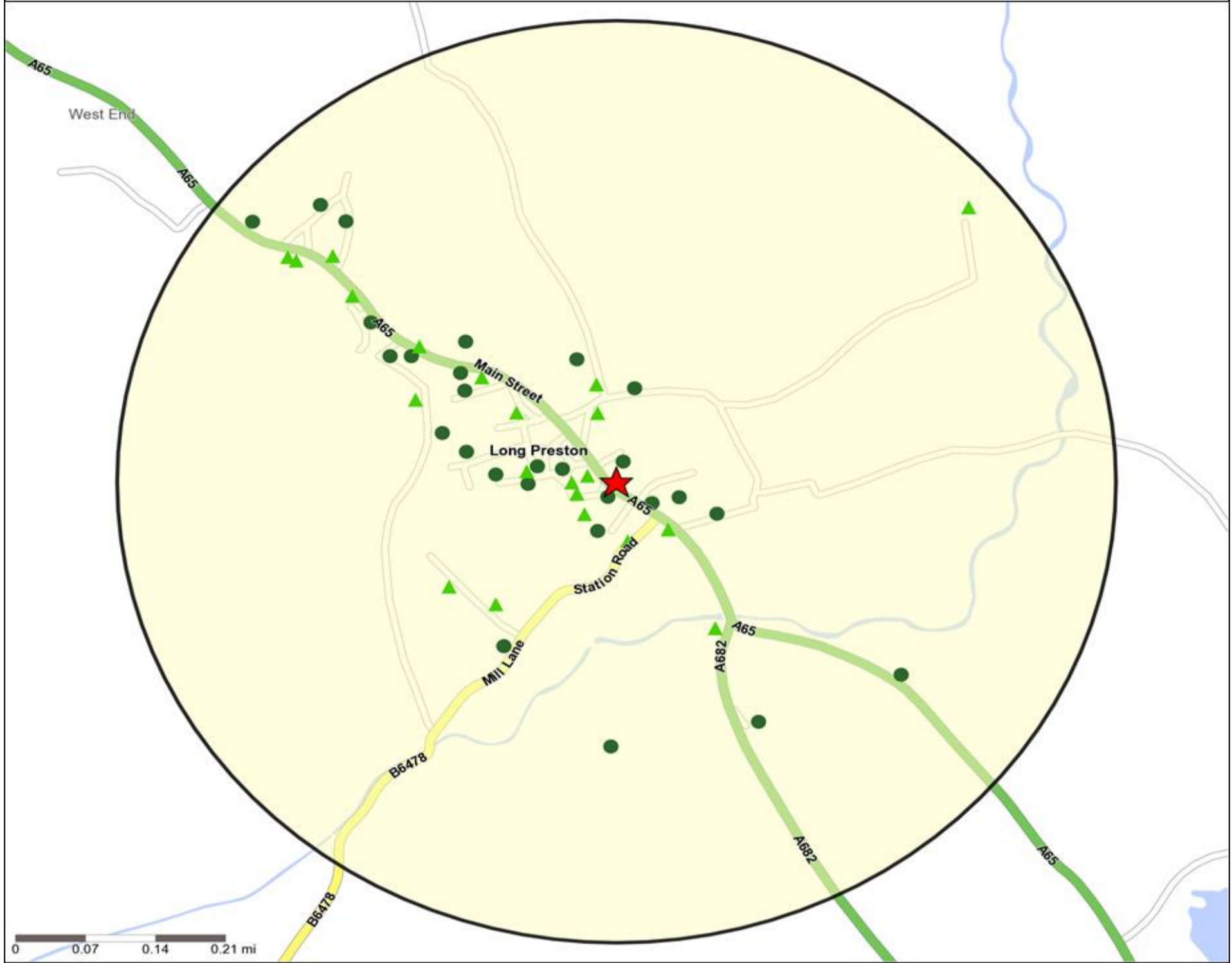
- Location
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- Rivers, Canals and Lakes
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- C 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
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	0	0	55	84	0	0	0	11	12
C Country Living (18+)	299	451	1,093	2,807	4,861	721	589	715	602	701
D Rural Reality (18+)	298	651	1,098	3,287	4,398	720	852	720	707	636
E Senior Security (18+)	0	0	1	247	247	0	0	1	45	30
F Suburban Stability (18+)	0	0	0	2	2	0	0	0	0	0
G Domestic Success (18+)	0	0	0	32	32	0	0	0	6	4
H Aspiring Homemakers (18+)	0	0	0	53	62	0	0	0	9	7
I Family Basics (18+)	0	0	0	0	0	0	0	0	0	0
J Transient Renters (18+)	0	0	0	0	0	0	0	0	0	0
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	0	0	8	163	228	0	0	6	39	36
M Modest Traditions (18+)	0	0	0	0	0	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	65	65	0	0	0	13	8
Adults 18+ estimate 2015	597	1,102	2,200	6,711	9,979	100	100	100	100	100



Mosaic UK Map and Data: BOARS HEAD, NR SKIPTON (202454)



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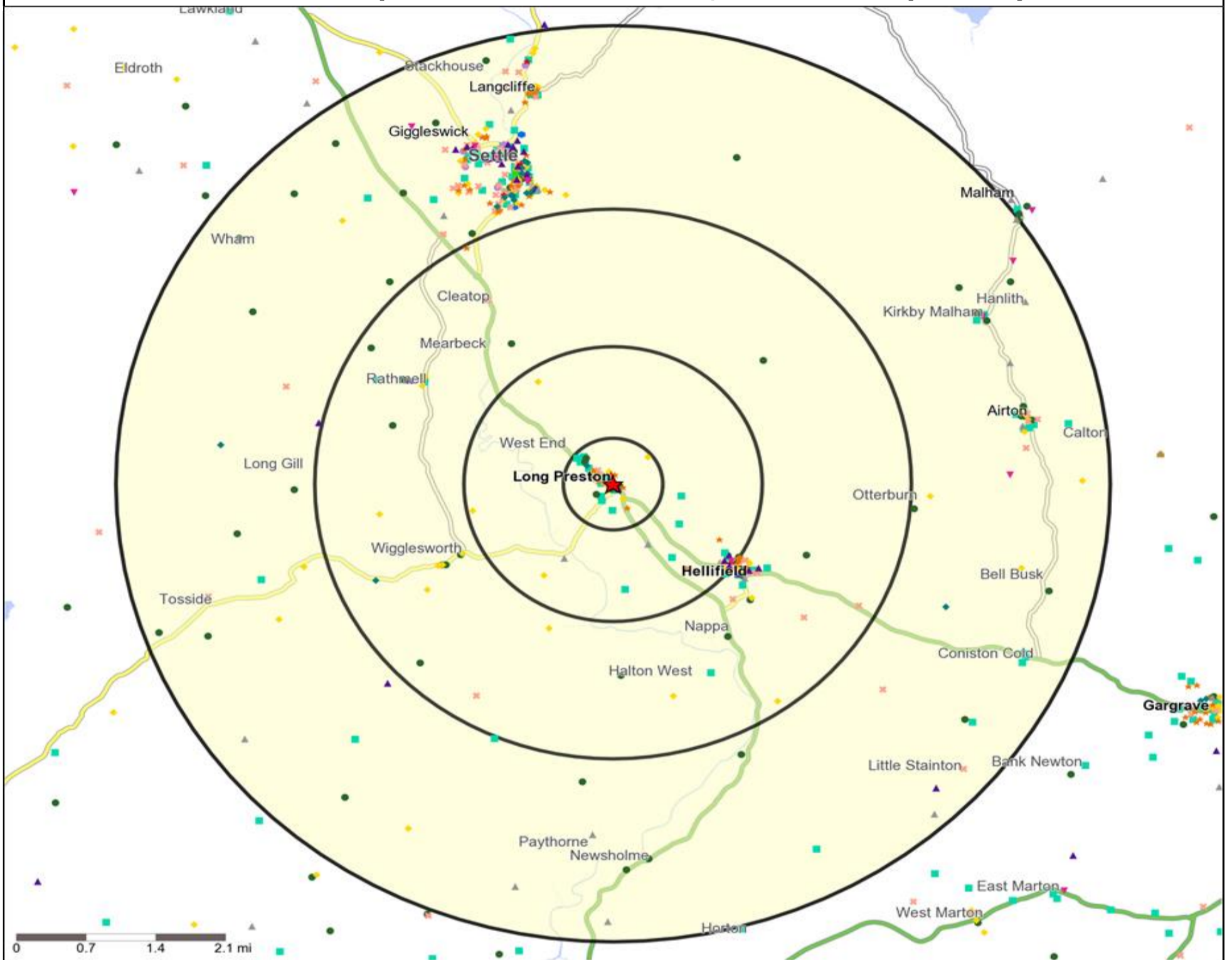
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	299	721
D Rural Reality (18+)	298	720
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	597	100



Occasions Map and Data: BOARS HEAD, NR SKIPTON (202454)



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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	59	106	193	607	912	161	153	145	150	152
02 Early Doors	39	71	136	450	661	127	123	122	132	131
03 Everyday is Friday	23	48	85	265	365	88	97	89	92	85
04 Weekend Millionaires	18	49	107	279	395	48	69	78	67	64
05 Out On The Town	13	22	43	164	229	36	32	32	41	38
06 Business and Pleasure	16	25	47	189	306	85	71	69	91	99
07 Sporting Pints	8	24	47	132	170	20	32	32	30	26
08 Student Social	40	65	132	332	511	236	203	214	177	183
09 Leisurely Lunch	42	82	167	509	772	118	122	128	129	132
10 Wining and Dining	42	78	156	481	714	104	102	105	107	107
11 Household Outing	5	19	40	174	259	16	31	34	49	49
12 Midweek Meal Deal	50	77	123	308	452	277	226	187	154	152
13 Date Night	50	95	187	533	794	174	175	178	167	168
14 Birthday Treat	28	54	103	346	501	97	99	98	108	106
15 Pre Show Meal	4	10	27	75	136	40	53	75	68	84
Number of Occasions	437	825	1,593	4,844	7,177	100	100	100	100	100



Competition Map and Data: BOARS HEAD, NR SKIPTON (202454)



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

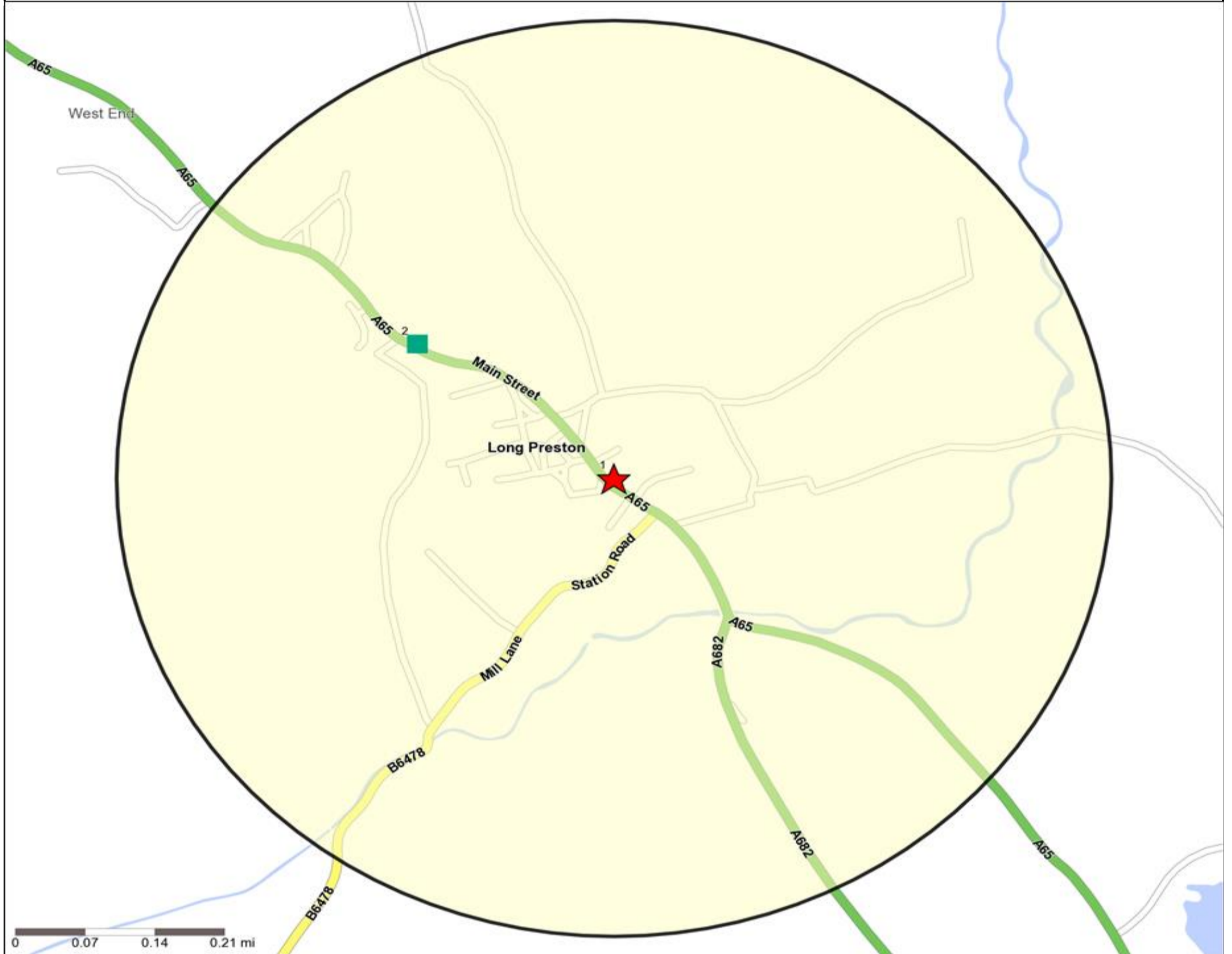
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	0	0	1	3
Circuit Bar	0	0	0	2
Community Local	1	1	2	3
Dry Led	0	0	0	3
Branded Food Pub	0	0	0	0
Rural	1	1	1	2
Other	0	0	2	23
Total	2	2	6	36



Competition Map and Data: BOARS HEAD, NR SKIPTON (202454)



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	1
Dry Led	0
Branded Food Pub	0
Rural	1
Other	0
Total	2



Local Competition: BOARS HEAD, NR SKIPTON (202454)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BOARS HEAD, NR SKIPTON	9 MAIN STREET, SKIPTON, BD23 4ND	Punch Taverns	BD23 4ND	Punch Taverns	0.00
1	Boars Head	9 Main Street, Long Preston, Skipton	Punch Pub Company	BD23 4ND	Rural Character	0.00
2	Maypole Inn	Main Street, Long Preston, Skipton	Enterprise Inns	BD23 4PH	Community Local	0.25
3	Black Horse Hotel	Main Street, Hellifield, Skipton	*Other Small Retail Groups	BD23 4HT	Community Local	1.65
4	Hellifield House Working Mens Club	Gisburn Road, Hellifield, Skipton	Independent Free	BD23 4HU	Other	1.68
5	Plough Inn	Wigglesworth, Skipton	Independent Free	BD23 4RJ	Other	1.69
6	Brasserie In The Courtyard	A65, Cleatop, Settle	Independent Free	BD24 9JY	Cafe / Wine Bar	2.38
7	Littlebank Country House	Rathmell, Settle	Independent Free	BD24 0AJ	Other	3.15
8	Falcon Manor Hotel	Skipton Road, Settle	Independent Free	BD24 9BD	Other	3.19
9	North Ribblesdale Rugby Club	High Hill Grove Street, North Ribblesdale, Settle	Independent Free	BD24 9QH	Other	3.37
10	Settle Conservative Club	Station Road, Settle	Independent Free	BD24 9AA	Other	3.50
11	Talbot Arms	High Street, Settle	Enterprise Inns	BD24 9EX	Circuit Bar	3.50
12	Thirteen	13 Duke Street, Settle	Independent Free	BD24 9DU	Cafe / Wine Bar	3.51
13	Lion At Settle	5 Duke Street, Settle	Shire Hotels	BD24 9DU	Other	3.51
14	Settle Social Club	10 Duke Street, Settle	Independent Free	BD24 9DW	Other	3.52
15	Settle Tandoori	9 Duke Street, Settle	Independent Free	BD24 9RH	Other	3.53
16	Settle Victoria Hall	Kirkgate, Settle	Independent Free	BD24 9DZ	Other	3.57
17	Gusto Bar & Restaurant	The Shambles, Settle	Independent Free	BD24 9EH	Other	3.57
18	Royal Oak Hotel	Market Place, Settle	Enterprise Inns	BD24 9ED	Dry Led	3.57
19	Ravenous	Market Place, Settle	Independent Free	BD24 9EF	Other	3.59
20	Coniston Hall Lodge & Restaurant	Coniston Cold, Skipton	Independent Free	BD23 4EB	Other	3.61
21	Bowland Fell Park	Skipton	Independent Free	BD23 4SD	Other	3.67
22	Crow Trees Inn	Tosside, Skipton	Independent Free	BD23 4SD	Other	3.67
23	Settle Sports Centre	Marshfield Road, Settle	Independent Free	BD24 9DA	Other	3.71
24	Craven Arms	Brackenbury Lane, Giggleswick, Settle	Independent Free	BD24 0EA	Dry Led	3.82
25	Twyn Ghyll Country And Leisure Park	Paythorne, Clitheroe	*Other Small Retail Groups	BB 7 4JD	Other	3.83
26	Buck Inn	Kiln Lane, Paythorne, Clitheroe	Independent Free	BB 7 4JD	Circuit Bar	3.83
27	Harts Head Hotel	Belle Hill, Giggleswick, Settle	Independent Free	BD24 0BA	Rural Character	3.91
28	Giggleswick School Vi Form Club	Giggleswick, Settle	Independent Free	BD24 0DE	Other	3.92
29	Black Horse	32 Church Street, Giggleswick, Settle	Independent Free	BD24 0BE	Dry Led	3.93
30	Watershed Mill - 196	Langcliffe Road, Settle	Independent Free	BD24 9LR	Other	3.98