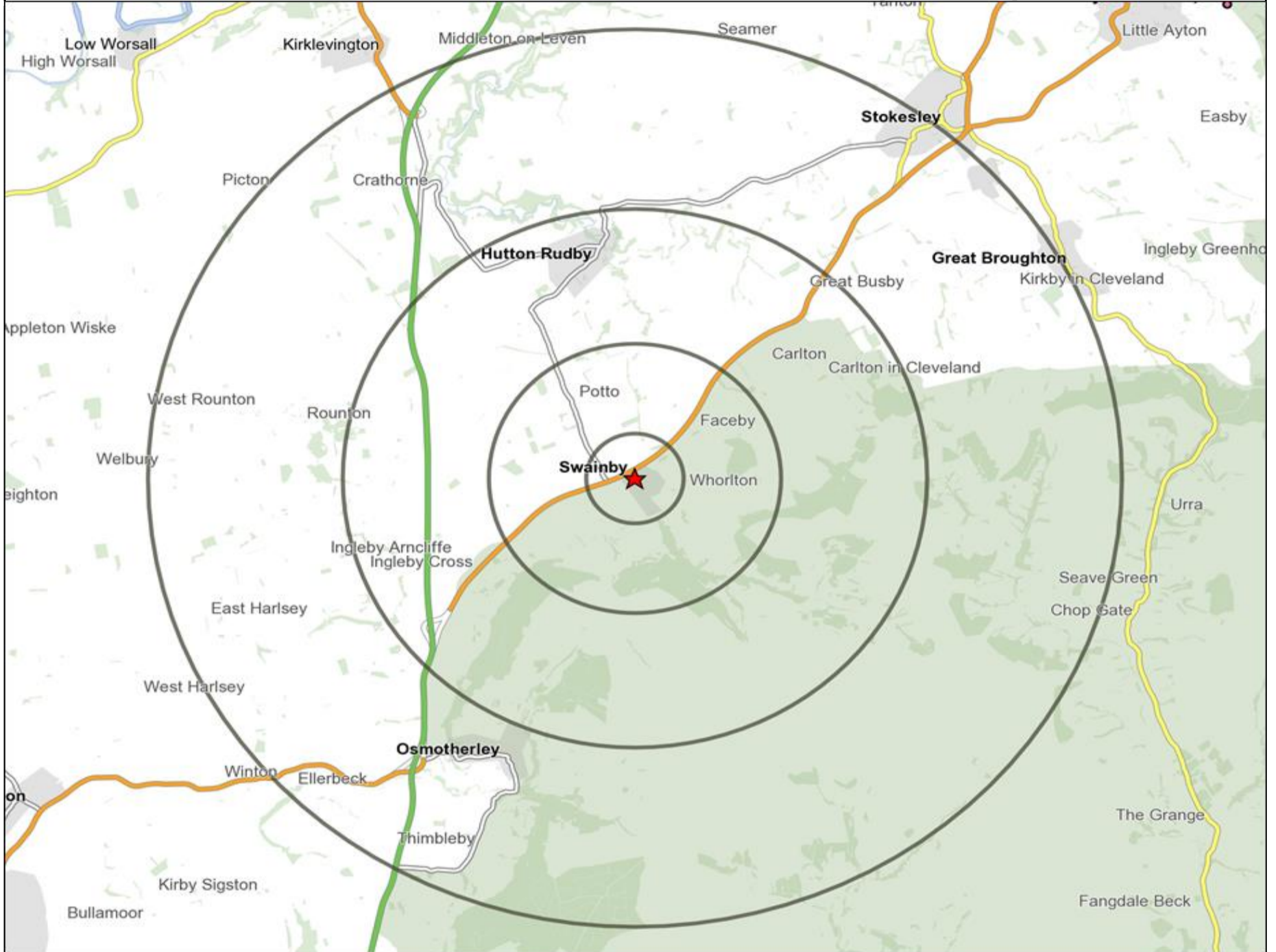




**Customer Profile Report for BLACK HORSE INN, SWAINBY N (Punch Outlet Number: 200006)  
23 HIGH STREET, NORTHALLERTON, DL6 3ED (DL 6 3ED)**



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

**Age Data Table**

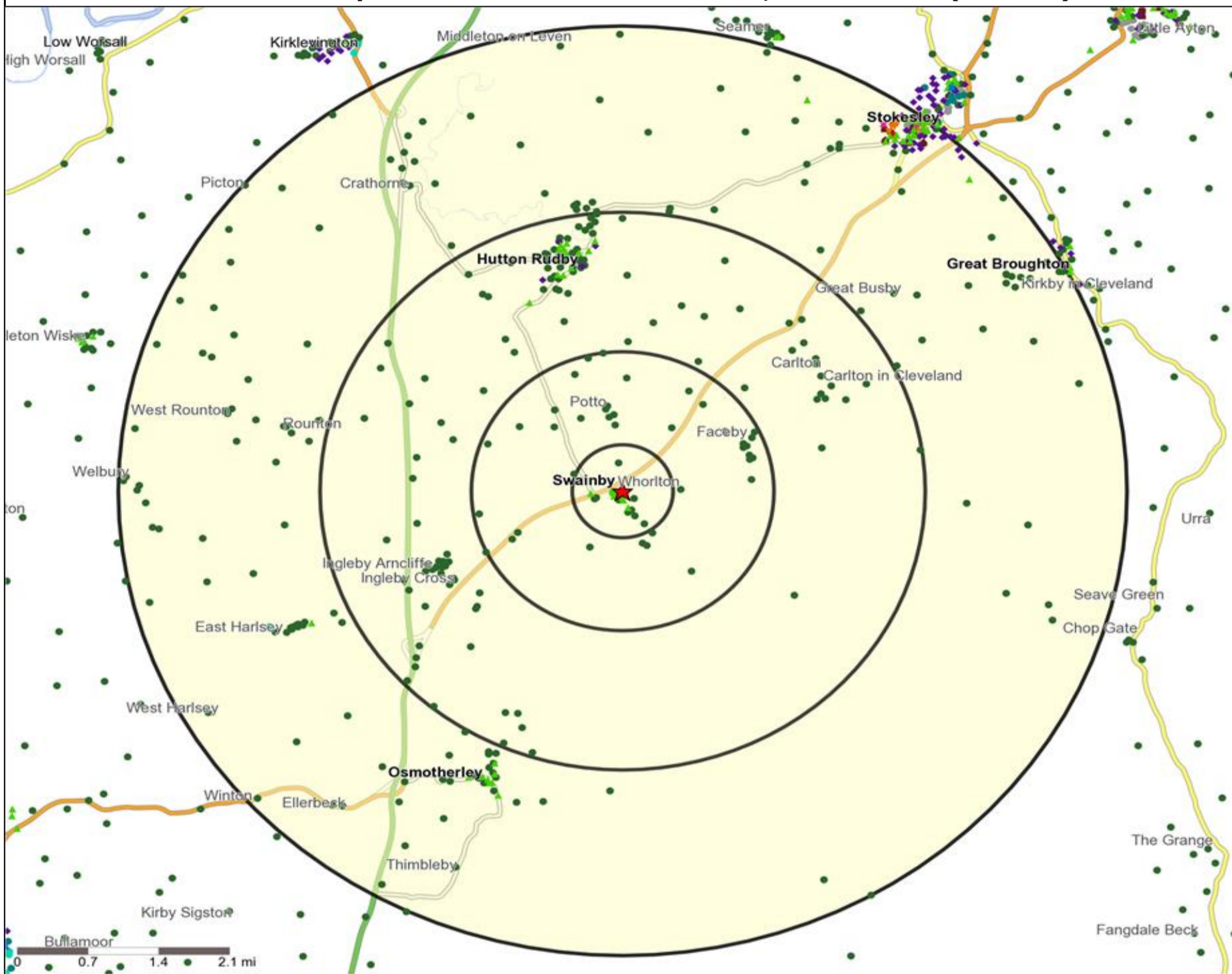
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	63	130	451	1,252	4,243	74	66	67	75	80
16-17	4	13	65	176	655	38	53	78	85	99
18-24	25	56	185	456	1,623	61	59	57	56	63
25-34	19	43	177	573	2,196	31	30	36	47	57
35-44	45	89	312	775	2,791	79	67	69	68	78
45-54	73	194	652	1,602	4,811	114	130	128	126	120
55-64	69	193	652	1,443	4,250	135	163	161	143	132
65+	153	331	1,090	2,668	7,798	188	175	169	166	153
<b>Population estimate 2015</b>	<b>451</b>	<b>1,049</b>	<b>3,584</b>	<b>8,945</b>	<b>28,367</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	410	992	3,463	8,611	27,381	96%	98%	98%	98%	97%
Mixed / Multiple Ethnic Groups	10	14	31	74	214	2%	1%	1%	1%	1%
Asian / Asian British	2	3	9	37	359	0%	0%	0%	0%	1%
Black / African / Caribbean / Black British	2	5	7	14	53	0%	0%	0%	0%	0%
Other Ethnic Group	1	2	6	36	94	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>425</b>	<b>1,016</b>	<b>3,516</b>	<b>8,772</b>	<b>28,101</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: BLACK HORSE INN, SWAINBY N (200006)**



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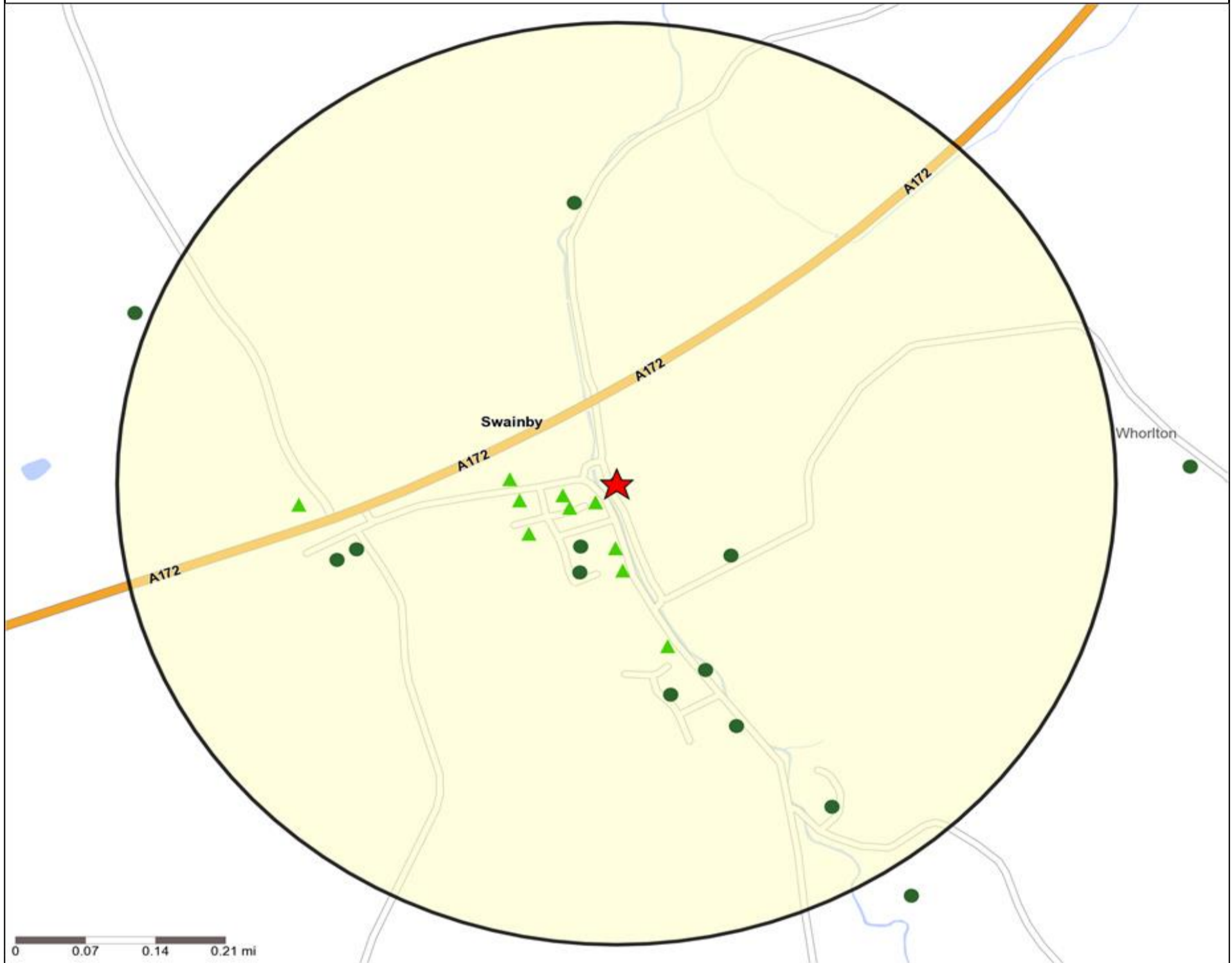
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5,1.5,3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- ▼ I Family Basics
- ★ M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✕ J Transient 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 - 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>	0	0	171	675	4,677	0	0	76	123	277
<b>C Country Living (18+)</b>	216	735	2,310	4,747	7,670	810	1,167	1,084	909	477
<b>D Rural Reality (18+)</b>	168	172	588	1,253	3,597	631	274	276	240	224
<b>E Senior Security (18+)</b>	0	0	0	60	1,423	0	0	0	10	75
<b>F Suburban Stability (18+)</b>	0	0	0	0	558	0	0	0	0	39
<b>G Domestic Success (18+)</b>	0	0	0	1	2,211	0	0	0	0	113
<b>H Aspiring Homemakers (18+)</b>	0	0	0	3	877	0	0	0	0	42
<b>I Family Basics (18+)</b>	0	0	0	202	595	0	0	0	37	36
<b>J Transient Renters (18+)</b>	0	0	0	19	210	0	0	0	4	16
<b>K Municipal Challenge (18+)</b>	0	0	0	31	192	0	0	0	7	14
<b>L Vintage Value (18+)</b>	0	0	0	478	1,051	0	0	0	101	72
<b>M Modest Traditions (18+)</b>	0	0	0	0	45	0	0	0	0	4
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	0	0	0	51	68	0	0	0	9	4
<b>Adults 18+ estimate 2015</b>	<b>384</b>	<b>907</b>	<b>3,069</b>	<b>7,520</b>	<b>23,174</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: BLACK HORSE INN, SWAINBY N (200006)**



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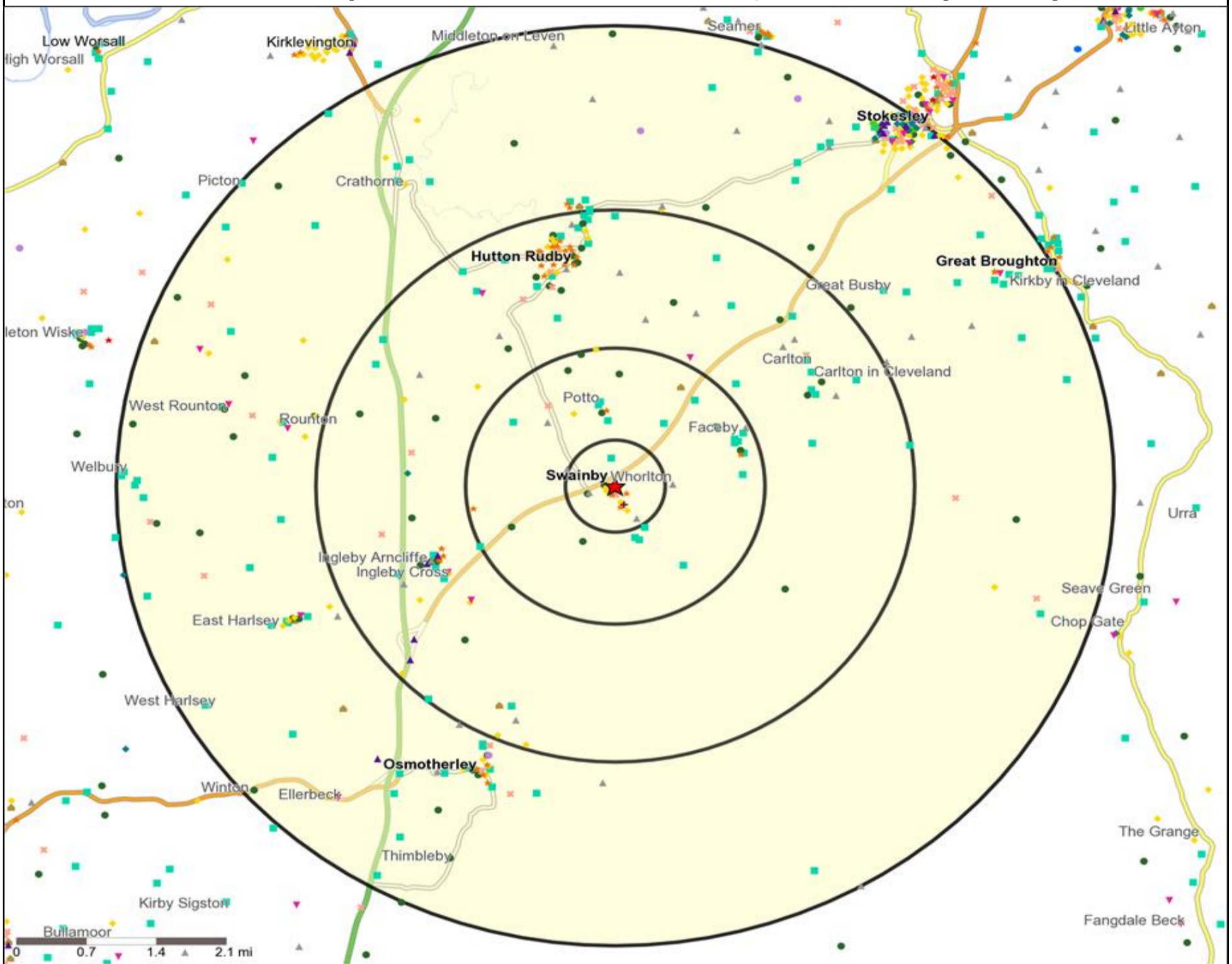
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic 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+)	0	0
C Country Living (18+)	216	810
D Rural Reality (18+)	168	631
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>384</b>	<b>100</b>



### Occasions Map and Data: BLACK HORSE INN, SWAINBY N (200006)



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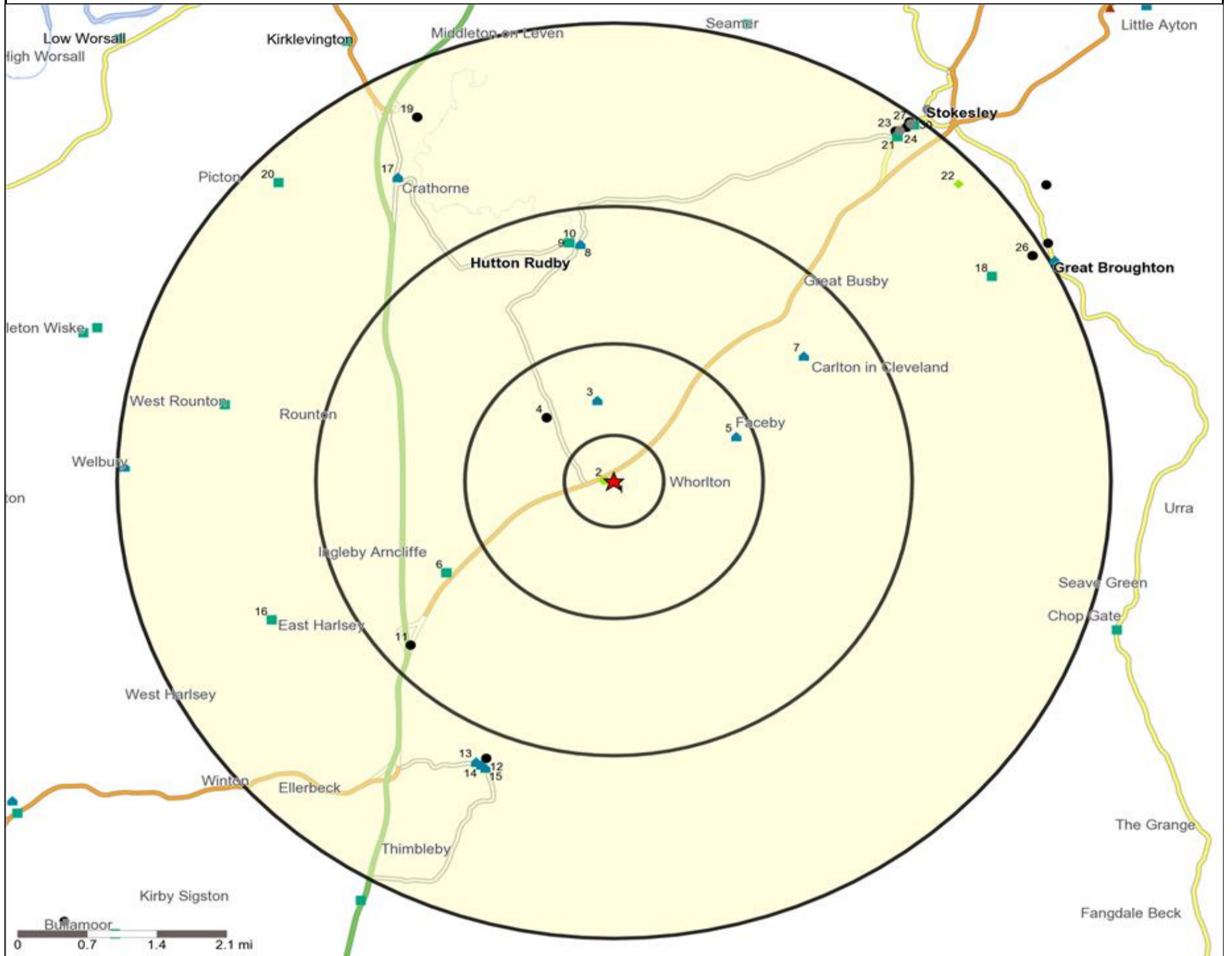
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 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	31	107	318	807	1,854	146	203	163	164	120
02 Early Doors	18	44	166	474	1,467	101	100	102	115	114
03 Everyday is Friday	14	32	123	305	1,016	93	85	88	87	92
04 Weekend Millionaires	8	17	61	235	815	37	31	30	46	51
05 Out On The Town	10	22	95	271	1,002	48	42	49	56	65
06 Business and Pleasure	14	56	183	395	831	129	208	183	157	105
07 Sporting Pints	3	7	26	132	522	13	12	12	25	31
08 Student Social	23	56	179	379	1,096	234	229	198	166	153
09 Leisurely Lunch	28	67	236	601	1,831	136	131	124	126	122
10 Wining and Dining	22	43	191	492	1,992	94	74	88	90	116
11 Household Outing	6	24	98	290	1,004	32	52	57	67	74
12 Midweek Meal Deal	26	50	217	407	979	249	192	225	168	129
13 Date Night	29	54	230	535	2,049	174	130	150	139	169
14 Birthday Treat	18	39	158	412	1,556	108	94	103	107	128
15 Pre Show Meal	3	11	47	131	410	52	77	89	99	98
<b>Number of Occasions</b>	<b>253</b>	<b>629</b>	<b>2,328</b>	<b>5,866</b>	<b>18,424</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: BLACK HORSE INN, SWAINBY N (200006)



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

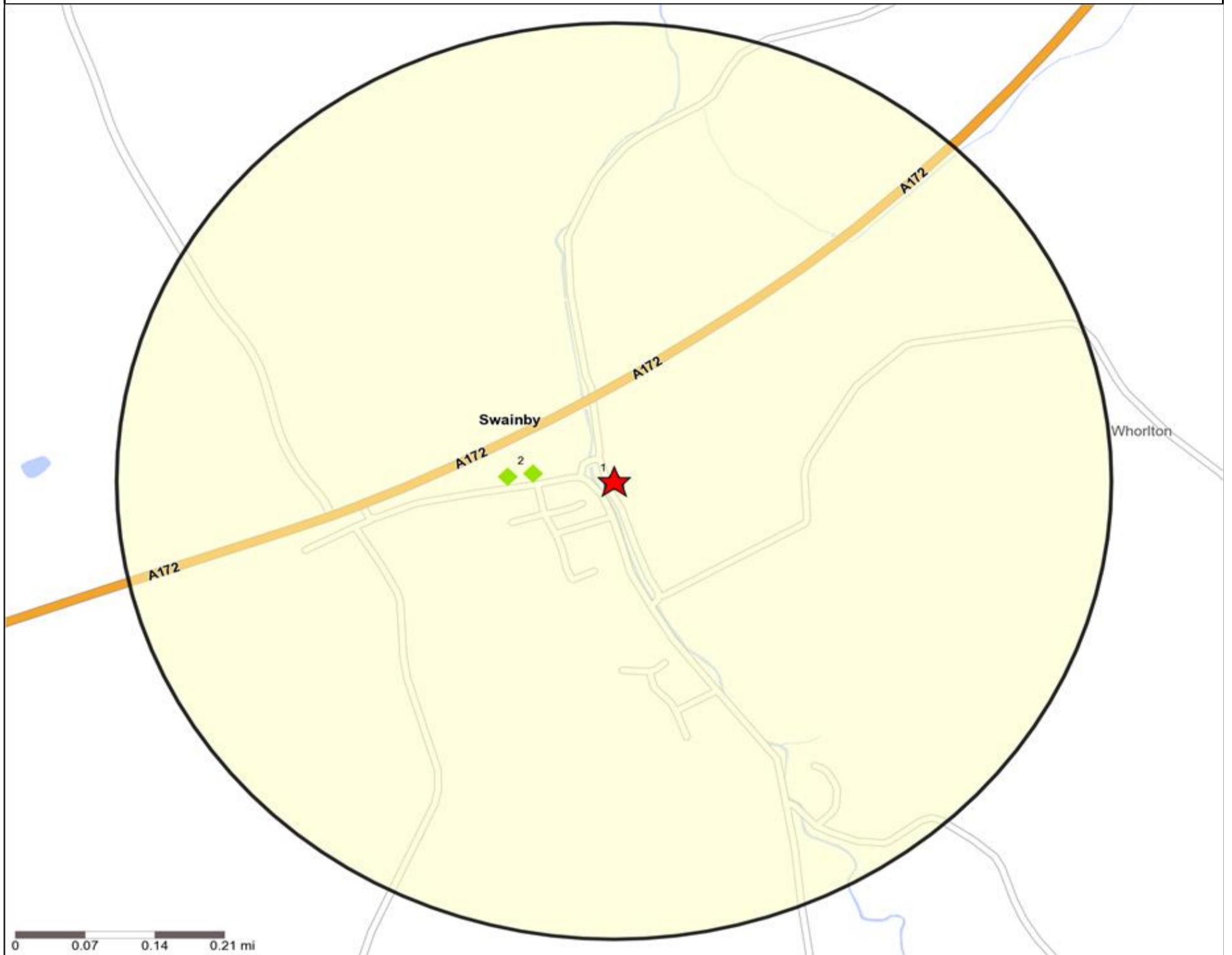
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### 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	0	2
Circuit Bar	0	0	0	0
Community Local	0	0	2	7
Dry Led	1	3	6	12
Branded Food Pub	0	0	0	0
Rural	1	1	1	2
Other	0	1	2	10
<b>Total</b>	<b>2</b>	<b>5</b>	<b>11</b>	<b>33</b>



## Competition Map and Data: BLACK HORSE INN, SWAINBY N (200006)



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

### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	0
Dry Led	1
Branded Food Pub	0
Rural	1
Other	0
<b>Total</b>	<b>2</b>



## Local Competition: BLACK HORSE INN, SWAINBY N (200006)

### 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 HORSE INN, SWAINBY N	23 HIGH STREET, NORTHALLERTON, DL6 3ED	Punch Taverns	DL 6 3ED	Punch Taverns	0.00
1	<a href="#">Black Horse</a>	23 High Street, Swainby, Northallerton	<a href="#">Punch Pub Company</a>	DL 6 3ED	Dry Led	0.00
2	<a href="#">Blacksmiths Arms</a>	2 Black Horse Lane, Swainby, Northallerton	<a href="#">Independent Free</a>	DL 6 3EW	Rural Character	0.08
3	<a href="#">Dog &amp; Gun</a>	2 Cooper Lane, Potto, Northallerton	<a href="#">Independent Free</a>	DL 6 3HQ	Dry Led	0.90
4	<a href="#">Potto Hall Hotel &amp; Country Club</a>	Swainby, Potto, Northallerton	<a href="#">Independent Free</a>	DL 6 3EU	Other	0.97
5	<a href="#">Sutton Arms Hotel</a>	Mill Lane, Faceby, Middlesbrough	<a href="#">*Other Small Retail Groups</a>	TS 9 7BW	Dry Led	1.33
6	<a href="#">Blue Bell</a>	Ingleby Cross, Northallerton	<a href="#">Independent Free</a>	DL 6 3NF	Community Local	1.96
7	<a href="#">Blackwell Ox Hotel</a>	Carlton, Carlton-In-Cleveland, Middlesbrough	<a href="#">Independent Free</a>	TS 9 7DJ	Dry Led	2.35
8	<a href="#">Wheatsheaf Inn</a>	10 East Side, Hutton Rudby, Yarm	<a href="#">Enterprise Inns</a>	TS15 0DB	Dry Led	2.61
9	<a href="#">Kings Head</a>	Hutton Rudby, Hutton Rudby, Yarm	<a href="#">Marston's</a>	TS15 0DA	Community Local	2.64
10	<a href="#">Bay Horse Hotel</a>	1 North Side, Hutton Rudby, Yarm	<a href="#">Independent Free</a>	TS15 0DA	Dry Led	2.64
11	<a href="#">Cleveland Tontine</a>	Staddlebridge, Northallerton	<a href="#">Independent Free</a>	DL 6 3JB	Other	2.72
12	<a href="#">Yha Northallerton</a>	1 North End, Osmotherley, Northallerton	<a href="#">Youth Hostel Association</a>	DL 6 3BA	Other	3.29
13	<a href="#">Golden Lion</a>	6 West End, Osmotherley, Northallerton	<a href="#">Independent Free</a>	DL 6 3AA	Dry Led	3.37
14	<a href="#">Queen Catherine</a>	7 West End, Osmotherley, Northallerton	<a href="#">Independent Free</a>	DL 6 3AG	Dry Led	3.38
15	<a href="#">Three Tuns Hotel</a>	9 South End, Osmotherley, Northallerton	<a href="#">Independent Free</a>	DL 6 3BN	Dry Led	3.39
16	<a href="#">Cat &amp; Bagpipes Inn</a>	East Harlsey, Northallerton	<a href="#">Independent Free</a>	DL 6 2DW	Community Local	3.76
17	<a href="#">Crathorne Arms</a>	Crathorne, Yarm	<a href="#">Independent Free</a>	TS15 0BA	Dry Led	3.97
18	<a href="#">Black Swan Inn</a>	Busby Lane, Kirkby-In-Cleveland, Middlesbrough	<a href="#">Independent Free</a>	TS 9 7AW	Community Local	4.41
19	<a href="#">Crathorne Hall Hotel</a>	Crathorne, Yarm	<a href="#">Hand Picked Hotels</a>	TS15 0AR	Other	4.44
20	<a href="#">Station Hotel</a>	Picton, Yarm	<a href="#">Independent Free</a>	TS15 0AE	Community Local	4.69
21	<a href="#">White Swan</a>	1 West End, Stokesley, Middlesbrough	<a href="#">Independent Free</a>	TS 9 5BL	Community Local	4.72
22	<a href="#">Station</a>	Station Road, Stokesley, Middlesbrough	<a href="#">Independent Free</a>	TS 9 7AB	Rural Character	4.75
23	<a href="#">Stokesley Masonic Hall</a>	West Green, Stokesley, Middlesbrough	<a href="#">Independent Free</a>	TS 9 5BD	Other	4.75
24	<a href="#">West Green Deli</a>	33 West Green, Stokesley, Middlesbrough	<a href="#">Independent Free</a>	TS 9 5BE	Cafe / Wine Bar	4.78
25	<a href="#">Panda</a>	9 Bridge Road, Stokesley, Middlesbrough	<a href="#">Independent Free</a>	TS 9 5AA	Other	4.86
26	<a href="#">Broughton &amp; Kirkby Sports Club</a>	Kirkby Lane, Great Broughton, Middlesbrough	<a href="#">Independent Free</a>	TS 9 7HG	Other	4.88
27	<a href="#">Chapters Deli Bar</a>	Market Place, Stokesley, Middlesbrough	<a href="#">Independent Free</a>	TS 9 5DG	Cafe / Wine Bar	4.91
28	<a href="#">Queens Head</a>	49 High Street, Stokesley, Middlesbrough	<a href="#">Marston's</a>	TS 9 5AD	Dry Led	4.92
29	<a href="#">Chapter</a>	27 High Street, Stokesley, Middlesbrough	<a href="#">Independent Free</a>	TS 9 5AD	Other	4.92
30	<a href="#">Spread Eagle</a>	39 High Street, Stokesley, Middlesbrough	<a href="#">Marston's</a>	TS 9 5AD	Community Local	4.92