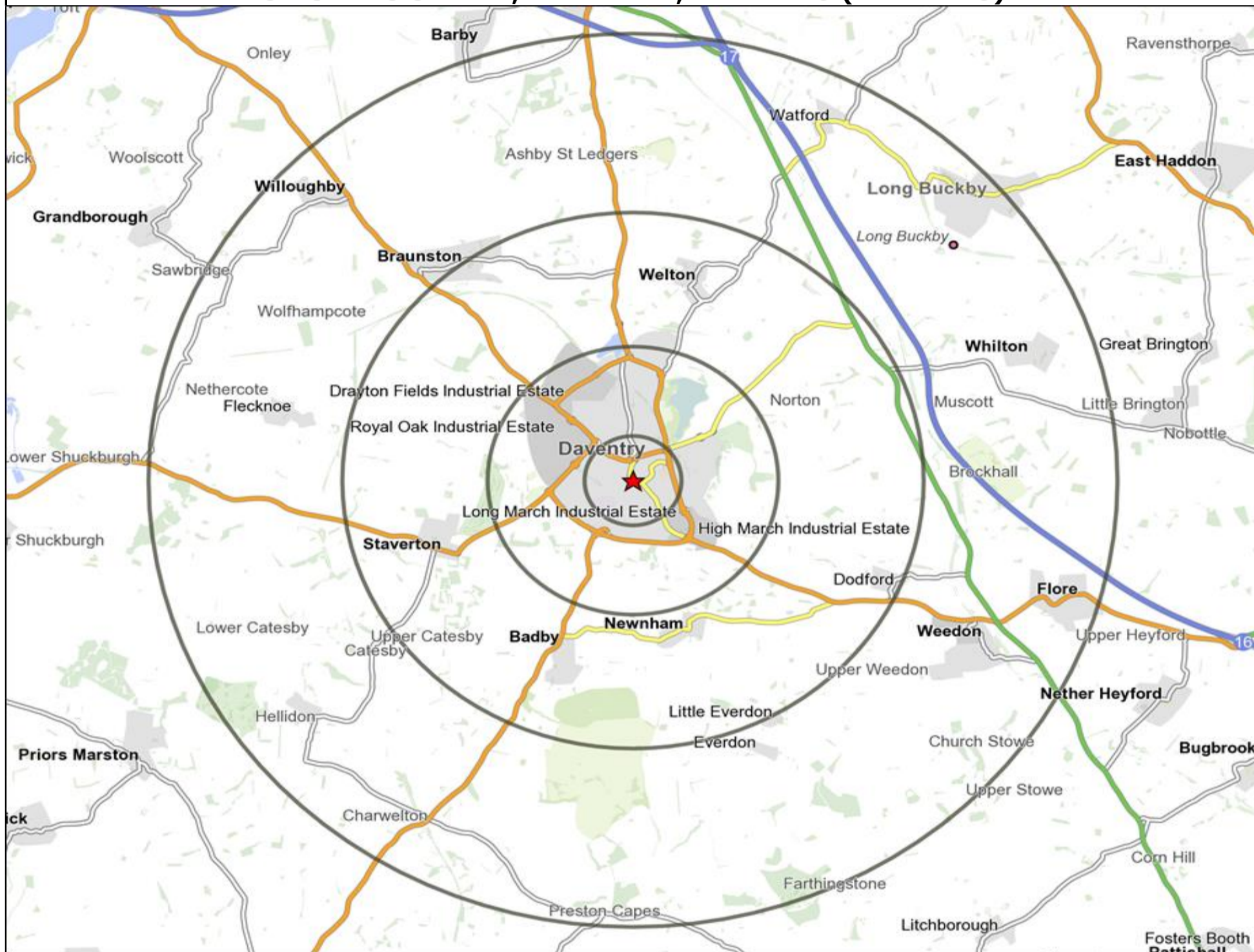




**Customer Profile Report for GEORGE, DAVENTRY (Punch Outlet Number: 202323)  
ST. JAMES STREET, DAVENTRY, NN11 4AG (NN11 4AG)**



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

**Age Data Table**

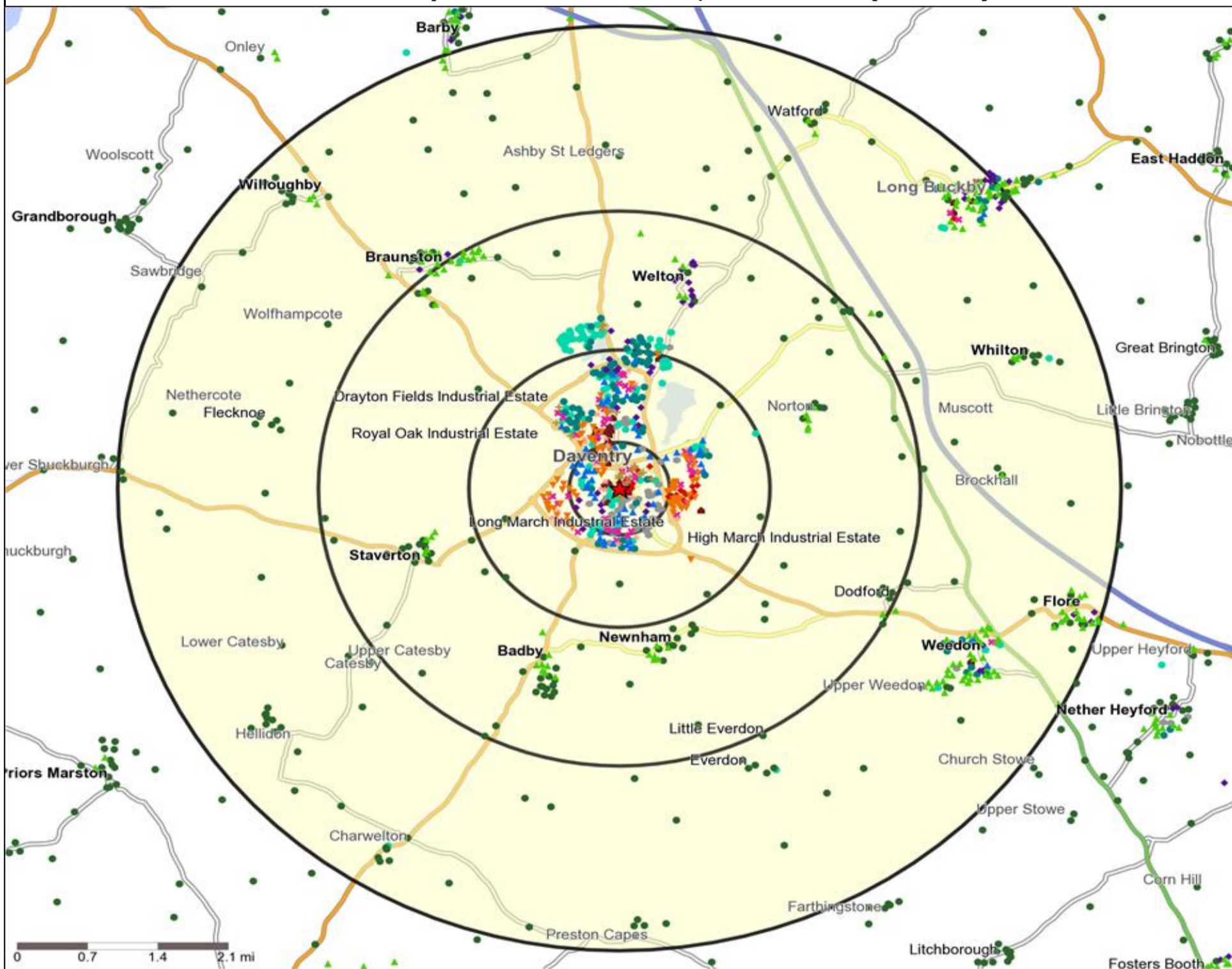
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	982	4,855	6,093	7,812	9,201	77	111	109	103	98
16-17	105	569	705	900	1,106	66	105	102	95	95
18-24	531	2,028	2,414	2,980	3,610	86	96	89	81	80
25-34	841	3,122	3,914	4,815	5,811	90	98	96	87	85
35-44	706	2,923	3,825	5,104	6,276	82	99	101	99	99
45-54	939	3,282	4,389	6,347	7,905	97	99	104	110	111
55-64	879	2,541	3,406	5,012	6,308	114	96	101	109	112
65+	1,845	4,028	5,139	7,610	9,777	150	96	95	104	109
<b>Population estimate 2015</b>	<b>6,828</b>	<b>23,348</b>	<b>29,885</b>	<b>40,580</b>	<b>49,994</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	6,403	21,728	27,577	37,770	46,111	96%	95%	96%	96%	96%
Mixed / Multiple Ethnic Groups	55	324	396	491	652	1%	1%	1%	1%	1%
Asian / Asian British	143	525	589	682	861	2%	2%	2%	2%	2%
Black / African / Caribbean / Black British	29	150	193	226	372	0%	1%	1%	1%	1%
Other Ethnic Group	9	42	44	56	94	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>6,639</b>	<b>22,769</b>	<b>28,799</b>	<b>39,225</b>	<b>48,090</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: GEORGE, DAVENTRY (202323)**



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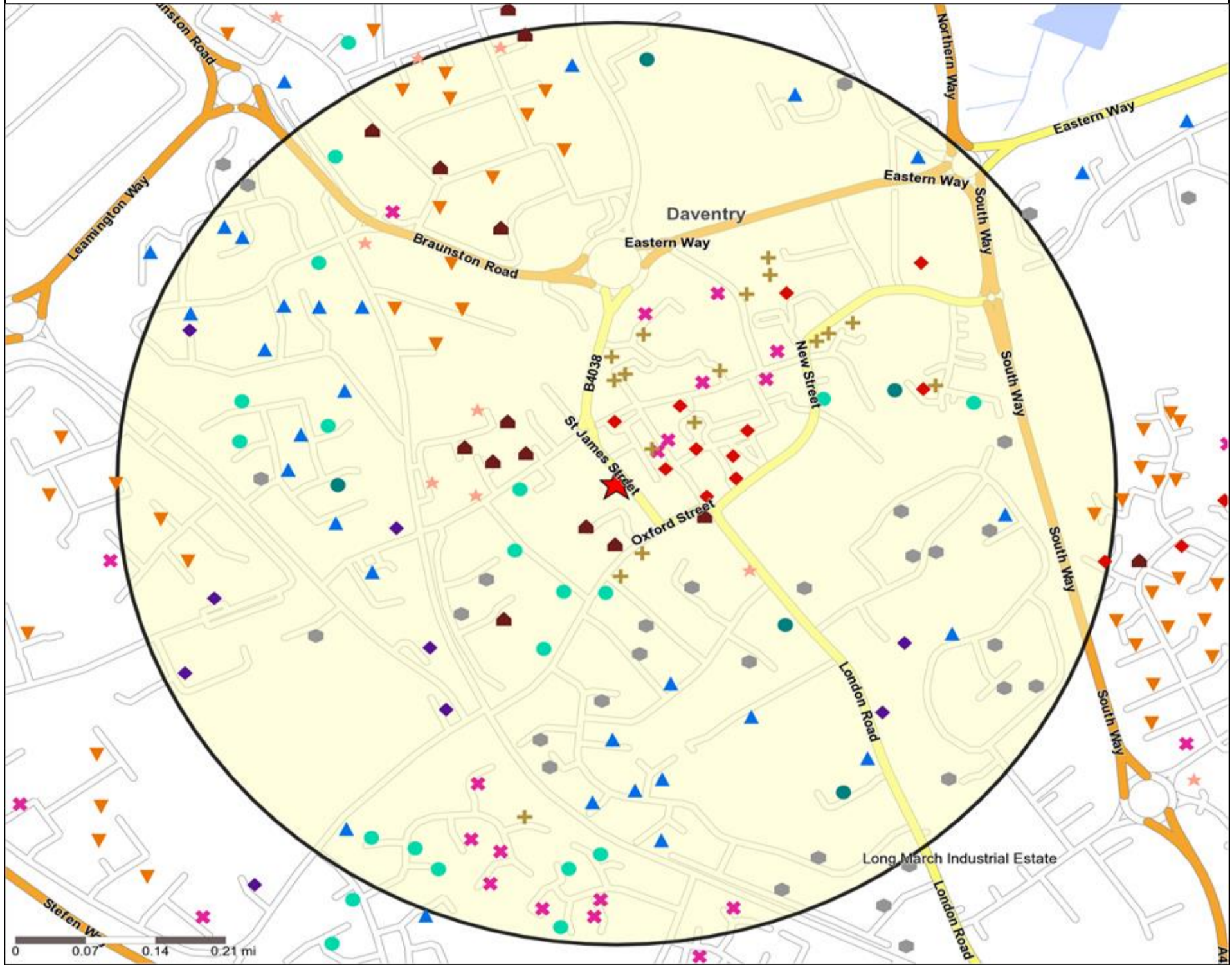
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- 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
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	159	460	762	1,176	1,887	38	35	45	51	67
<b>C Country Living (18+)</b>	5	47	1,337	3,869	6,477	1	4	83	175	243
<b>D Rural Reality (18+)</b>	0	39	1,586	5,958	8,526	0	3	99	270	320
<b>E Senior Security (18+)</b>	1,078	1,563	1,569	1,629	1,694	231	107	84	63	54
<b>F Suburban Stability (18+)</b>	1,115	2,208	2,208	2,269	2,272	318	202	157	117	97
<b>G Domestic Success (18+)</b>	97	2,295	2,781	3,518	3,748	20	152	143	132	116
<b>H Aspiring Homemakers (18+)</b>	733	2,238	3,667	3,865	3,964	140	137	175	133	113
<b>I Family Basics (18+)</b>	725	3,514	3,530	3,530	3,598	175	272	212	154	130
<b>J Transient Renters (18+)</b>	629	2,586	2,586	2,752	2,768	190	250	194	150	125
<b>K Municipal Challenge (18+)</b>	192	584	584	626	626	57	55	43	33	28
<b>L Vintage Value (18+)</b>	439	815	829	952	1,129	121	72	57	48	47
<b>M Modest Traditions (18+)</b>	173	936	936	936	936	63	110	85	62	51
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	397	640	713	739	761	90	46	40	30	26
<b>Adults 18+ estimate 2015</b>	<b>5,742</b>	<b>17,925</b>	<b>23,088</b>	<b>31,819</b>	<b>38,386</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: GEORGE, DAVENTRY (202323)**



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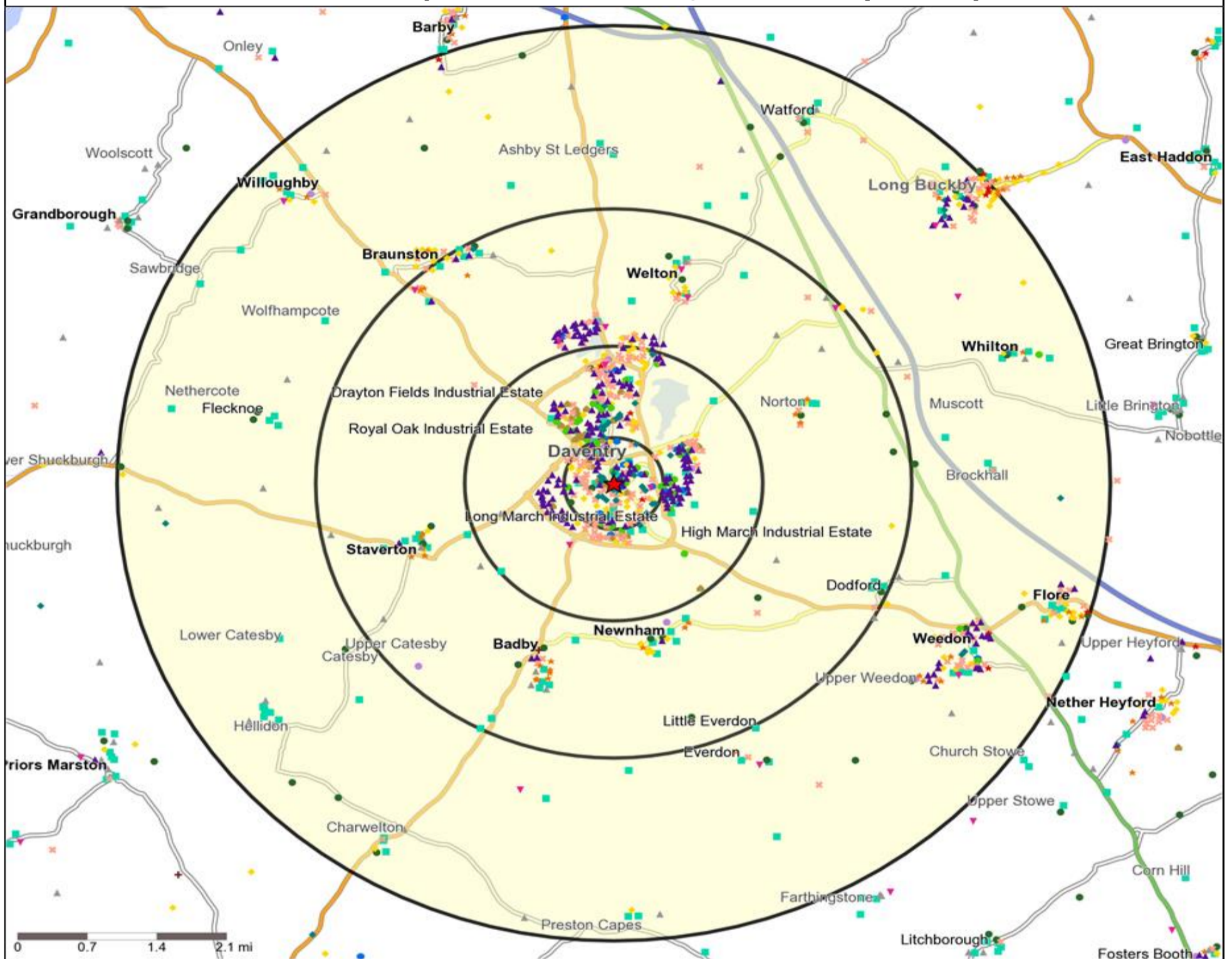
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic 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
<b>A City Prosperity (18+)</b>	0	0
<b>B Prestige Positions (18+)</b>	159	38
<b>C Country Living (18+)</b>	5	1
<b>D Rural Reality (18+)</b>	0	0
<b>E Senior Security (18+)</b>	1,078	231
<b>F Suburban Stability (18+)</b>	1,115	318
<b>G Domestic Success (18+)</b>	97	20
<b>H Aspiring Homemakers (18+)</b>	733	140
<b>I Family Basics (18+)</b>	725	175
<b>J Transient Renters (18+)</b>	629	190
<b>K Municipal Challenge (18+)</b>	192	57
<b>L Vintage Value (18+)</b>	439	121
<b>M Modest Traditions (18+)</b>	173	63
<b>N Urban Cohesion (18+)</b>	0	0
<b>O Rental Hubs (18+)</b>	397	90
<b>Adults 18+ estimate 2015</b>	<b>5,742</b>	<b>100</b>



## Occasions Map and Data: GEORGE, DAVENTRY (202323)



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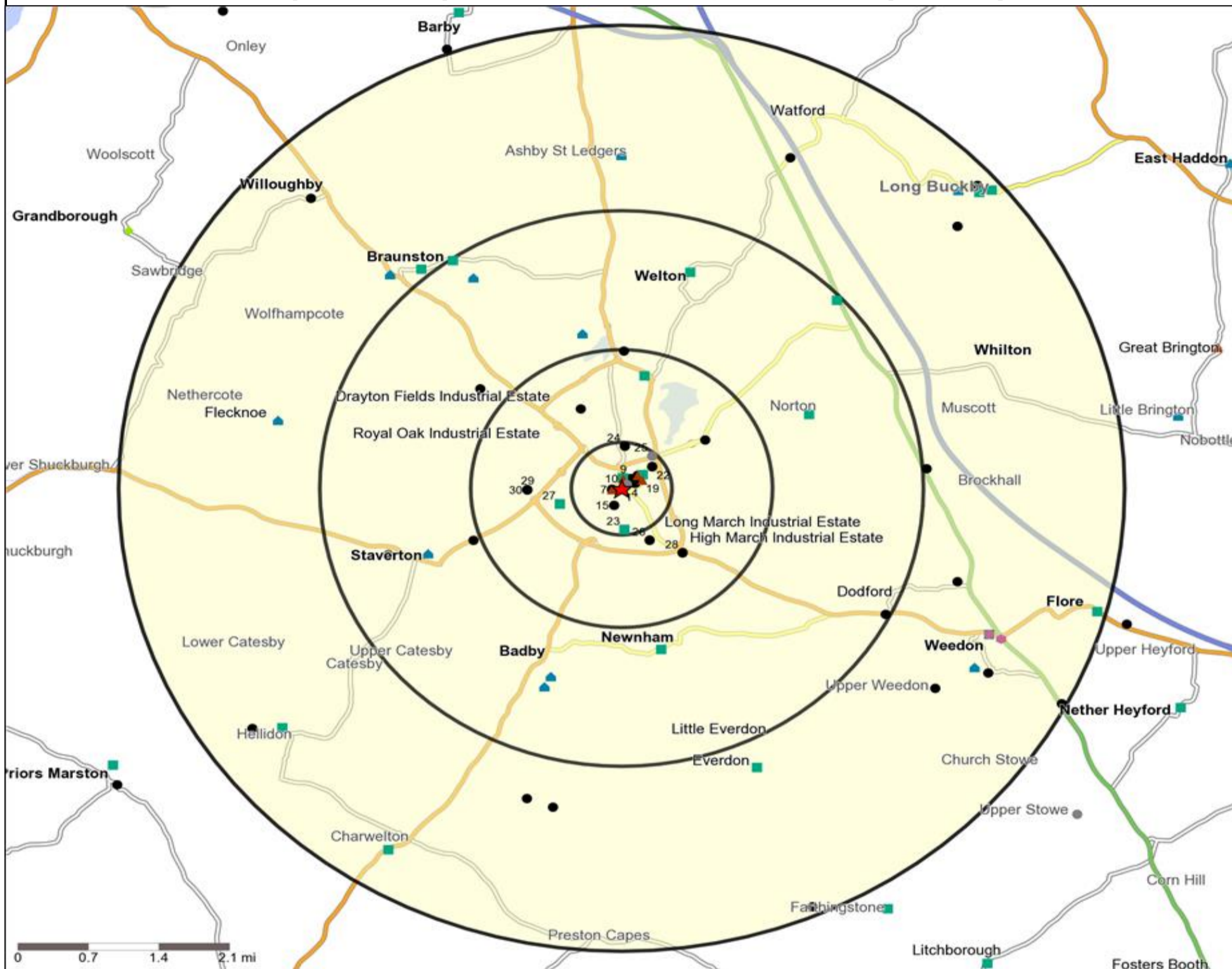
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ★ 10 Wining and Dining
- ▲ 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
<b>01 Mine's a Pint</b>	387	1,192	1,515	2,191	2,674	97	84	84	93	96
<b>02 Early Doors</b>	454	1,225	1,489	1,991	2,378	135	103	99	101	102
<b>03 Everyday is Friday</b>	346	1,216	1,495	1,919	2,221	121	119	117	114	112
<b>04 Weekend Millionaires</b>	457	1,952	2,457	2,880	3,095	111	133	133	119	108
<b>05 Out On The Town</b>	409	1,642	1,941	2,238	2,463	103	116	109	96	89
<b>06 Business and Pleasure</b>	115	516	746	1,072	1,301	56	71	81	89	92
<b>07 Sporting Pints</b>	348	1,419	1,626	1,862	1,993	79	91	83	72	66
<b>08 Student Social</b>	99	421	640	1,008	1,295	53	64	77	92	101
<b>09 Leisurely Lunch</b>	368	1,182	1,544	2,177	2,685	94	85	88	95	99
<b>10 Wining and Dining</b>	441	1,462	1,929	2,615	3,156	99	92	97	100	103
<b>11 Household Outing</b>	403	1,577	1,821	2,150	2,346	115	126	115	104	96
<b>12 Midweek Meal Deal</b>	204	790	1,025	1,418	1,821	103	112	116	122	133
<b>13 Date Night</b>	340	1,050	1,480	2,135	2,719	108	94	105	115	125
<b>14 Birthday Treat</b>	295	1,023	1,296	1,854	2,301	94	91	92	100	105
<b>15 Pre Show Meal</b>	115	357	446	595	692	106	92	92	93	92
<b>Number of Occasions</b>	<b>4,781</b>	<b>17,024</b>	<b>21,450</b>	<b>28,105</b>	<b>33,140</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: GEORGE, DAVENTRY (202323)



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

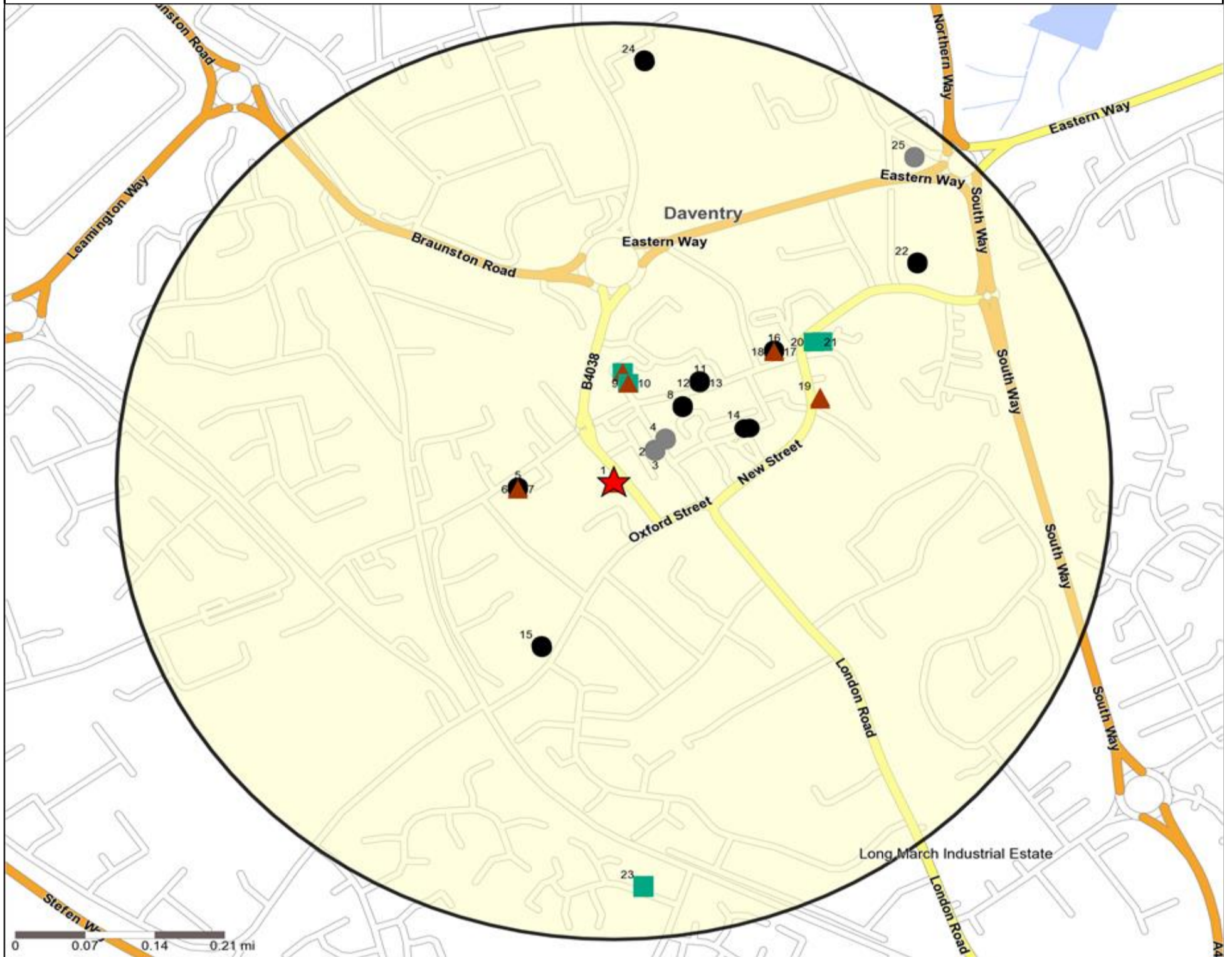
- ★ Location
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

#### 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	3	3	4	4
Circuit Bar	5	5	5	5
Community Local	3	5	10	17
Dry Led	0	0	5	10
Branded Food Pub	0	0	0	3
Rural	0	0	0	1
Other	14	21	26	42
<b>Total</b>	<b>25</b>	<b>34</b>	<b>50</b>	<b>82</b>



## Competition Map and Data: GEORGE, DAVENTRY (202323)



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
- 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	3
Circuit Bar	5
Community Local	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	14
<b>Total</b>	<b>25</b>



## Local Competition: GEORGE, DAVENTRY (202323)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	GEORGE, DAVENTRY	ST. JAMES STREET, DAVENTRY, NN11 4AG	Punch Taverns	NN11 4AG	Punch Taverns	0.00
1	<a href="#">George</a>	55 St James Street, Daventry	<a href="#">Punch Pub Company</a>	NN11 4AG	Circuit Bar	0.00
2	<a href="#">Hideout</a>	28 Sheaf Street, Daventry	<a href="#">Independent Free</a>	NN11 4AB	Cafe / Wine Bar	0.05
3	<a href="#">Slim Jims Snooker Club</a>	34-36 Sheaf Street, Daventry	<a href="#">Independent Free</a>	NN11 4AB	Other	0.05
4	<a href="#">Roso</a>	3 Sheaf Street, Daventry	<a href="#">Independent Free</a>	NN11 4AA	Cafe / Wine Bar	0.07
5	<a href="#">New India Cottage</a>	97 Warwick Street, Daventry	<a href="#">Independent Free</a>	NN11 4AJ	Other	0.10
6	<a href="#">Abercorn Hotel</a>	101 Warwick Street, Daventry	<a href="#">Independent Free</a>	NN11 4AJ	Other	0.10
7	<a href="#">Coach &amp; Horses</a>	Warwick Street, Daventry	<a href="#">Punch Pub Company</a>	NN11 4AJ	Circuit Bar	0.10
8	<a href="#">Daventry Conservative Club</a>	39 High Street, Daventry	<a href="#">Independent Free</a>	NN11 4BQ	Other	0.11
9	<a href="#">Dun Cow</a>	42159 Brook Street, Daventry	<a href="#">Punch Pub Company</a>	NN11 4GG	Community Local	0.11
10	<a href="#">Saracens Head</a>	1 Brook Street, Daventry	<a href="#">Wetherspoon</a>	NN11 4GG	Circuit Bar	0.11
11	<a href="#">Shahi Indian Restaurant</a>	74 High Street, Daventry	<a href="#">Independent Free</a>	NN11 4HU	Other	0.14
12	<a href="#">Water Margin</a>	70-72 High Street, Daventry	<a href="#">Independent Free</a>	NN11 4HU	Other	0.14
13	<a href="#">Papadoms</a>	22a High Street, Daventry	<a href="#">Independent Free</a>	NN11 4HU	Other	0.14
14	<a href="#">Square Nightclub</a>	Bowen Square, Daventry	<a href="#">*Other Small Retail Groups</a>	NN11 4DR	Other	0.15
15	<a href="#">Evelyn Wright Social Club</a>	32 Badby Road, Daventry	<a href="#">Independent Free</a>	NN11 4AP	Other	0.20
16	<a href="#">Daventry Masonic Club</a>	14 High Street, Daventry	<a href="#">Independent Free</a>	NN11 4HT	Other	0.21
17	<a href="#">Fridays</a>	12 High Street, Daventry	<a href="#">Star Pubs &amp; Bars</a>	NN11 4HT	Circuit Bar	0.21
18	<a href="#">Buddies Usa</a>	2-6 High Street, Daventry	<a href="#">Buddies</a>	NN11 4HT	Other	0.21
19	<a href="#">Chasers</a>	11 New Street, Daventry	<a href="#">Independent Free</a>	NN11 4BT	Circuit Bar	0.23
20	<a href="#">Caseys Club</a>	Market Square, Daventry	<a href="#">Independent Free</a>	NN11 4BH	Other	0.25
21	<a href="#">Plume Of Feathers</a>	19 Market Square, Daventry	<a href="#">Enterprise Inns</a>	NN11 4BH	Community Local	0.25
22	<a href="#">Daventry Working Mens Club</a>	Welton Road, Daventry	<a href="#">Independent Free</a>	NN11 4GL	Other	0.39
23	<a href="#">Peppermill</a>	Westerburg Square, Daventry	<a href="#">Enterprise Inns</a>	NN11 4TQ	Community Local	0.44
24	<a href="#">Daventry Leisure Centre</a>	Ashby Road, Daventry	<a href="#">Independent Free</a>	NN11 0QE	Other	0.46
25	<a href="#">Icon Cafe</a>	Eastern Way, Daventry	<a href="#">Independent Free</a>	NN11 0QB	Cafe / Wine Bar	0.46
26	<a href="#">Daventry District Sports Club</a>	Stefen Hill, Daventry	<a href="#">Independent Free</a>	NN11 4ST	Other	0.62
27	<a href="#">Pike &amp; Eel</a>	Staverton Road, Grange Estate, Daventry	<a href="#">Punch Pub Company</a>	NN11 4RB	Community Local	0.64
28	<a href="#">Landmark Hotel</a>	London Road, Daventry	<a href="#">Independent Free</a>	NN11 4EN	Other	0.92
29	<a href="#">Daventry Indoor Bowls Club</a>	Browns Road, Daventry	<a href="#">Independent Free</a>	NN11 4NS	Other	0.94
30	<a href="#">Daventry Town Football Club</a>	Browns Road, Daventry	<a href="#">Independent Free</a>	NN11 4NS	Other	0.94