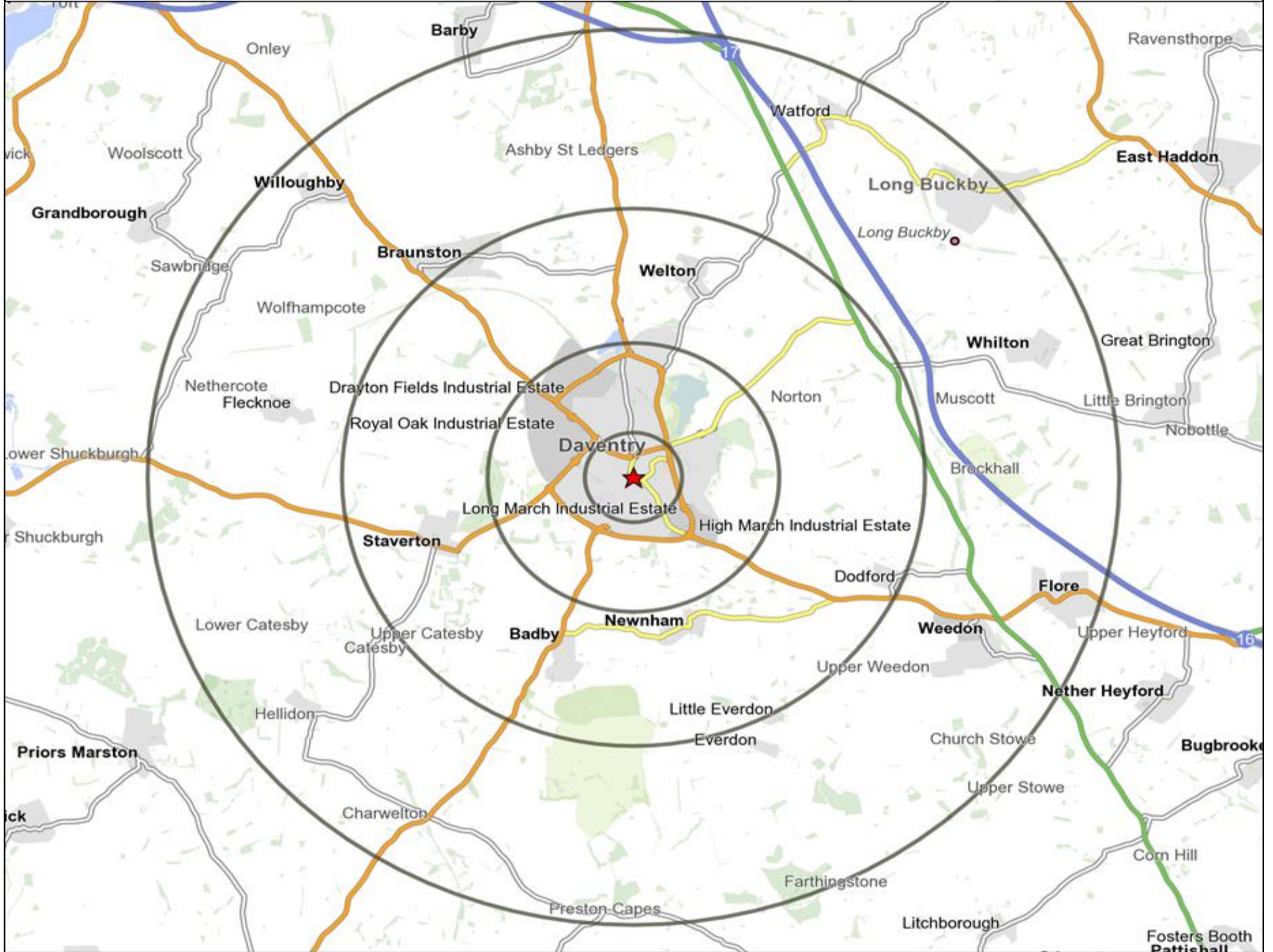




**Customer Profile Report for GEORGE, DAVENTRY (Punch Outlet Number: 202323)  
ST. JAMES STREET, DAVENTRY, NN11 4AG (NN11 4AG)**



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

**Age Data Table**

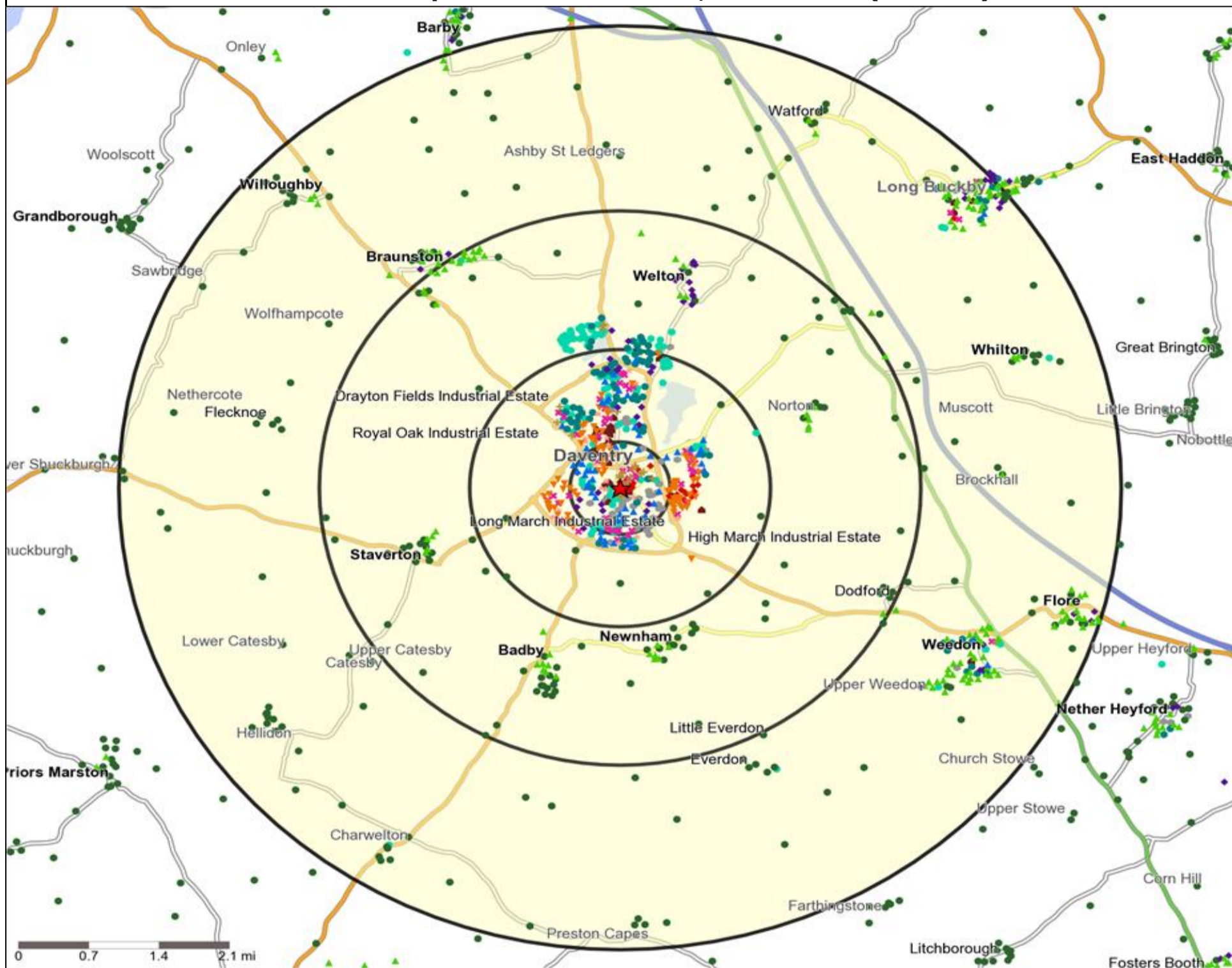
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	982	4,855	6,093	7,812	9,201	77	111	109	103	98
16-17	105	569	705	900	1,106	66	105	102	95	95
18-24	531	2,028	2,414	2,980	3,610	86	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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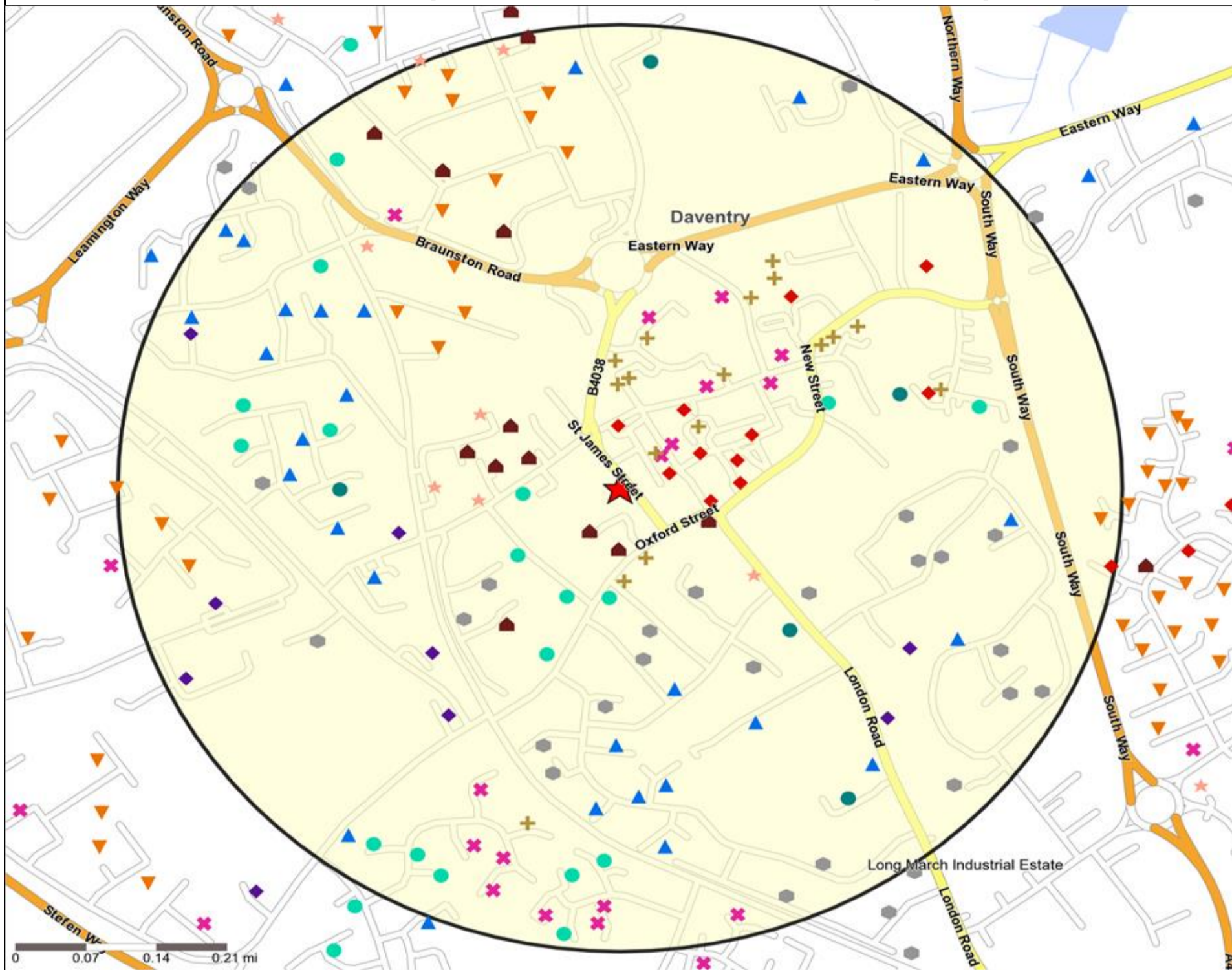
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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
<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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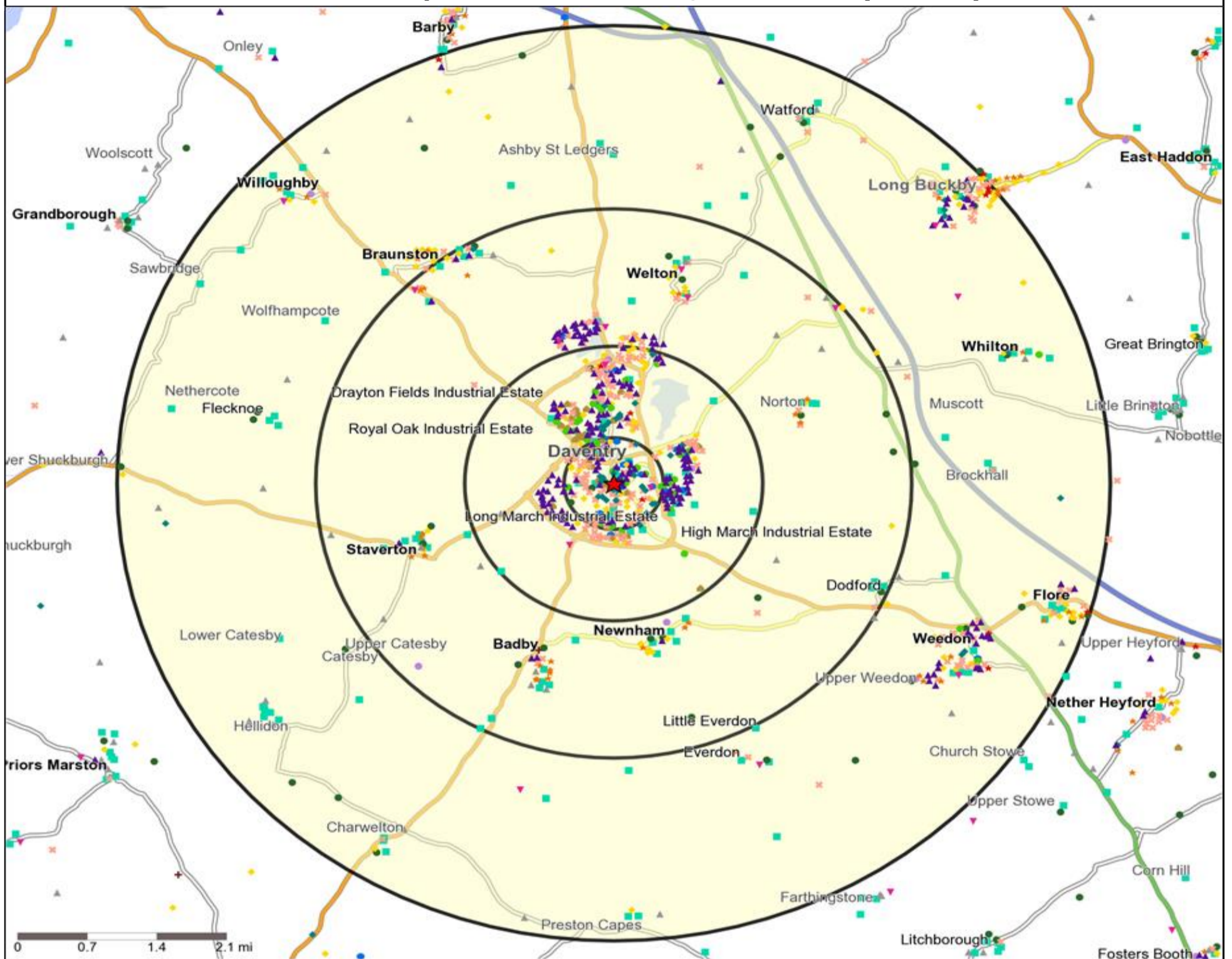
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- C Country Living
- E Senior Security
- F Suburban Stability
- G Domestic Success
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	159	38
C Country Living (18+)	5	1
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,078	231
F Suburban Stability (18+)	1,115	318
G Domestic Success (18+)	97	20
H Aspiring Homemakers (18+)	733	140
I Family Basics (18+)	725	175
J Transient Renters (18+)	629	190
K Municipal Challenge (18+)	192	57
L Vintage Value (18+)	439	121
M Modest Traditions (18+)	173	63
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	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
- 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	387	1,192	1,515	2,191	2,674	97	84	84	93	96
02 Early Doors	454	1,225	1,489	1,991	2,378	135	103	99	101	102
03 Everyday is Friday	346	1,216	1,495	1,919	2,221	121	119	117	114	112
04 Weekend Millionaires	457	1,952	2,457	2,880	3,095	111	133	133	119	108
05 Out On The Town	409	1,642	1,941	2,238	2,463	103	116	109	96	89
06 Business and Pleasure	115	516	746	1,072	1,301	56	71	81	89	92
07 Sporting Pints	348	1,419	1,626	1,862	1,993	79	91	83	72	66
08 Student Social	99	421	640	1,008	1,295	53	64	77	92	101
09 Leisurely Lunch	368	1,182	1,544	2,177	2,685	94	85	88	95	99
10 Wining and Dining	441	1,462	1,929	2,615	3,156	99	92	97	100	103
11 Household Outing	403	1,577	1,821	2,150	2,346	115	126	115	104	96
12 Midweek Meal Deal	204	790	1,025	1,418	1,821	103	112	116	122	133
13 Date Night	340	1,050	1,480	2,135	2,719	108	94	105	115	125
14 Birthday Treat	295	1,023	1,296	1,854	2,301	94	91	92	100	105
15 Pre Show Meal	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

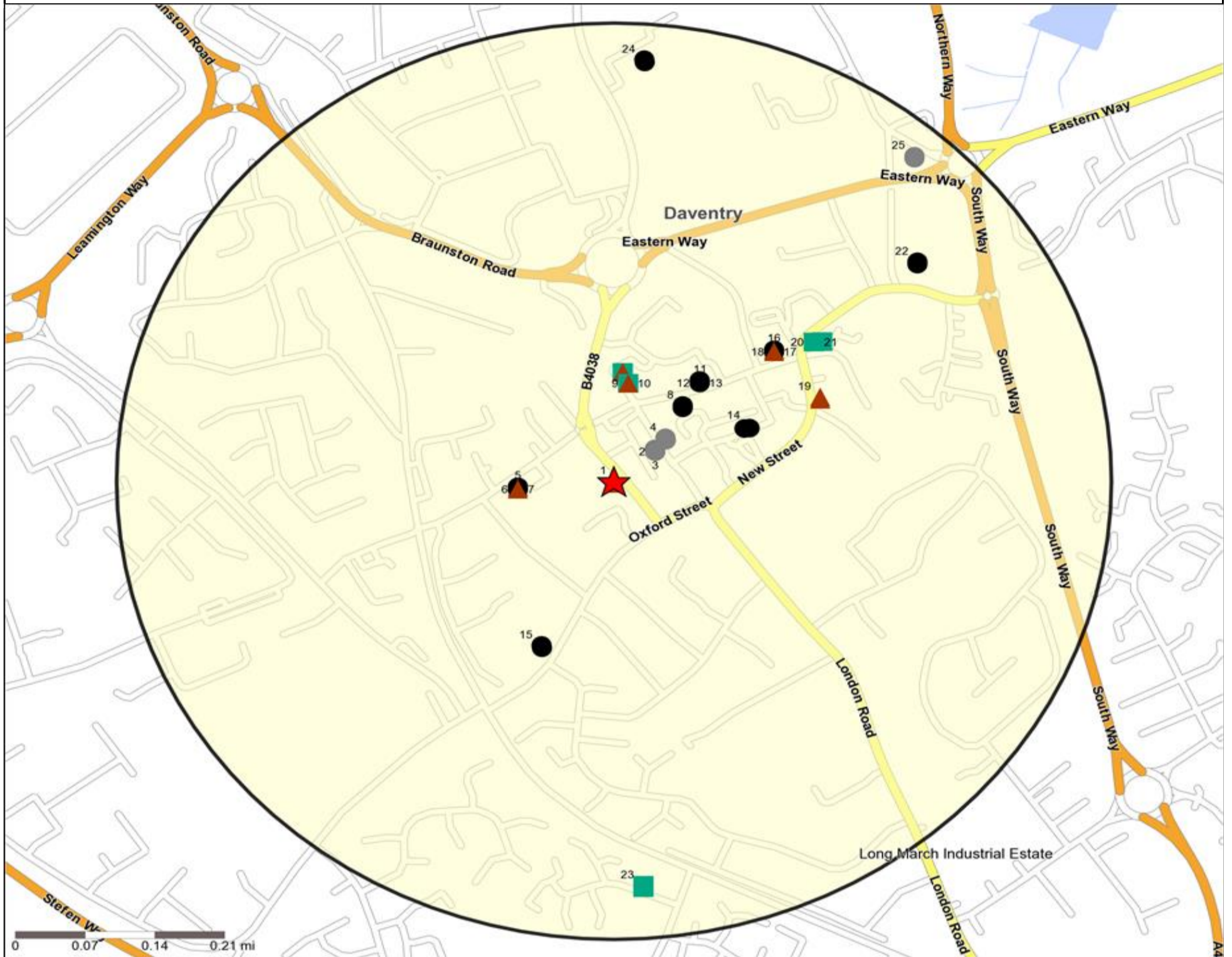
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### 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	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
- 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	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