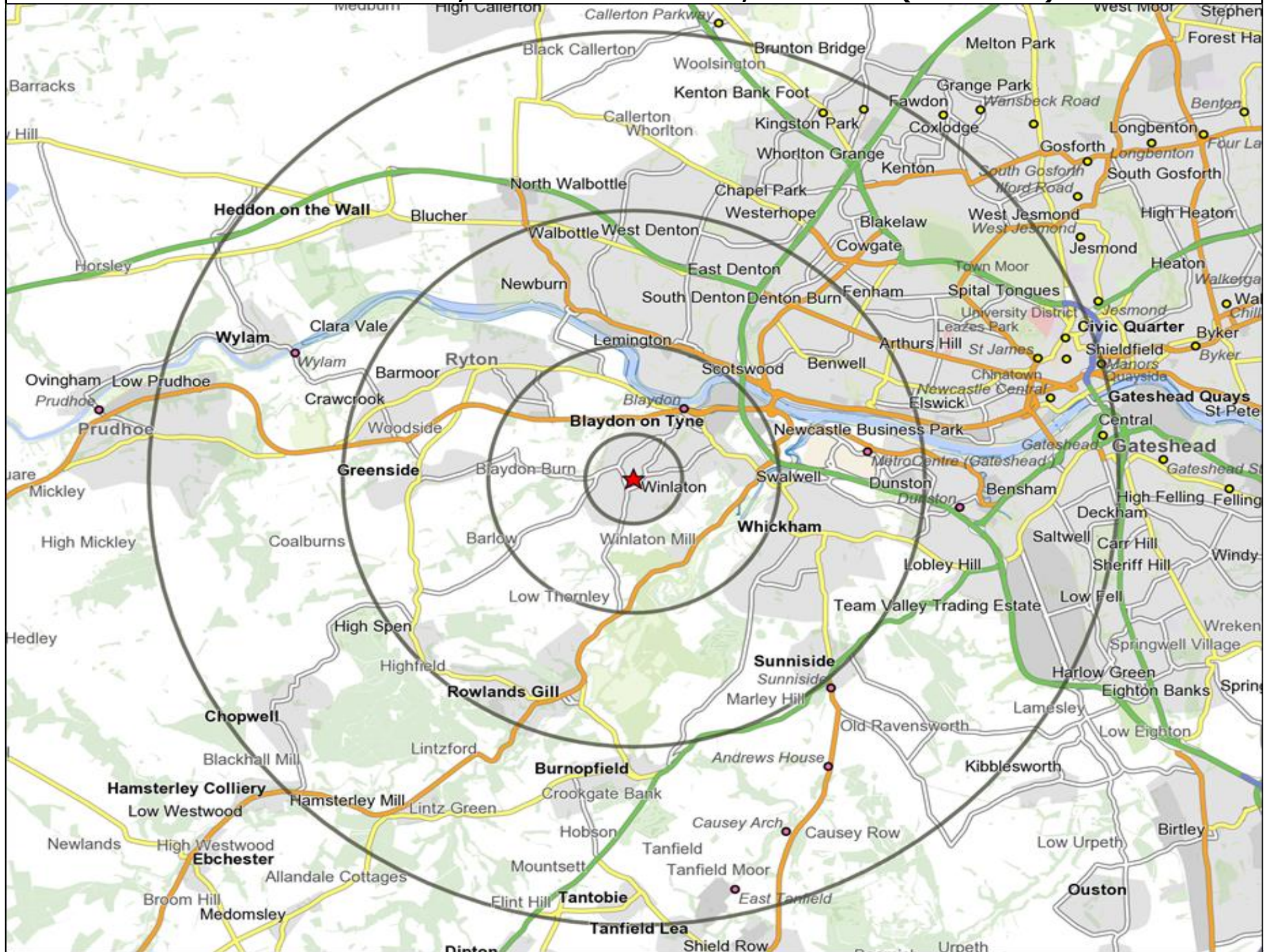




Customer Profile Report for HIGHLANDER, WINLATON (Punch Outlet Number: 300358)
25 FRONT STREET, BLAYDON-ON-TYNE, NE21 6AF (NE21 6AF)



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

Age Data Table

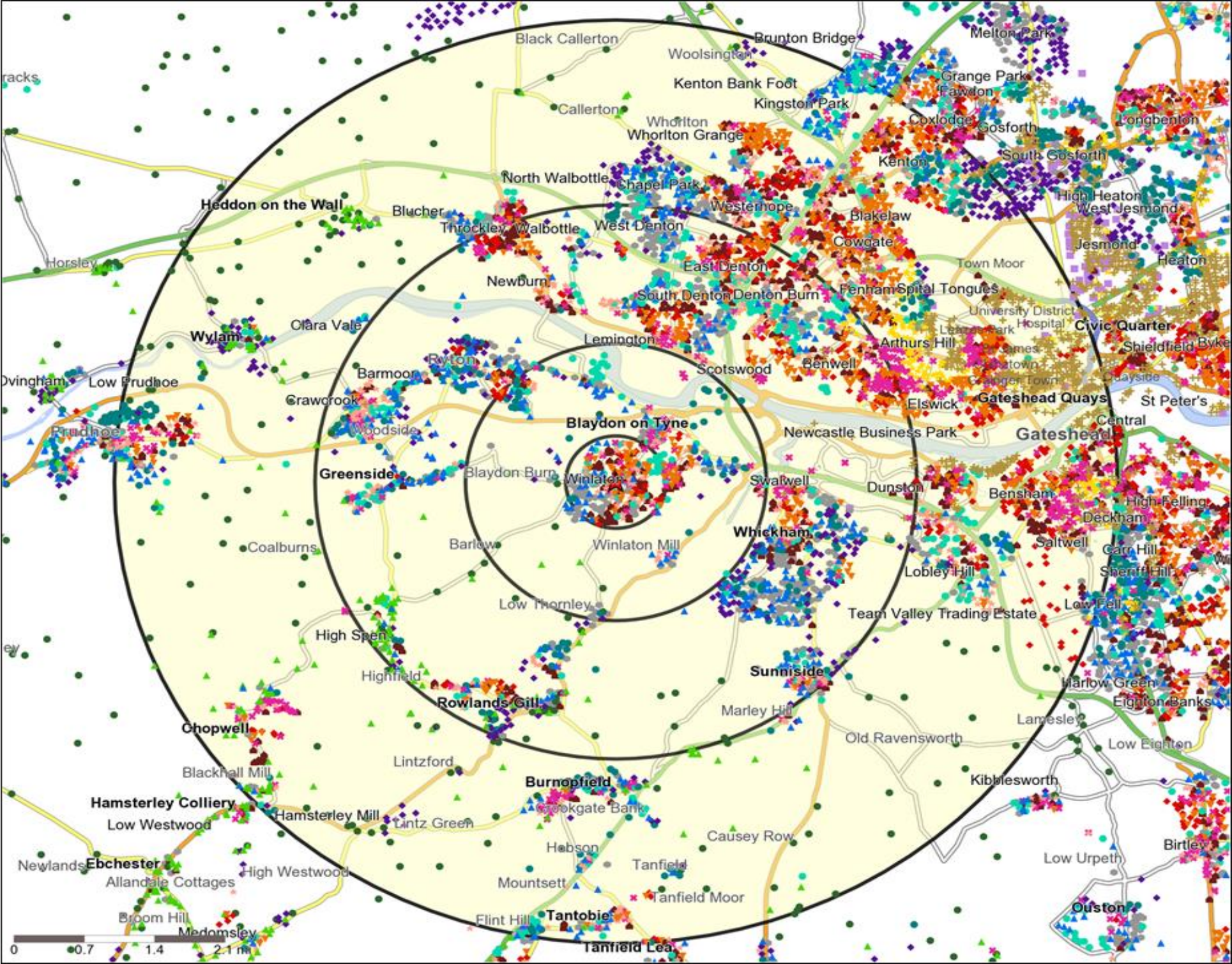
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,687	3,629	19,960	51,791	48,799	95	95	98	99	100
16-17	216	450	2,468	6,542	6,100	98	95	98	101	101
18-24	673	1,405	7,468	31,227	25,241	78	76	76	123	107
25-34	1,258	2,937	13,615	41,650	38,729	97	105	92	109	109
35-44	1,181	2,643	13,201	33,420	31,642	98	102	96	94	96
45-54	1,316	2,980	15,751	36,831	34,891	98	103	102	93	95
55-64	1,066	2,420	14,065	31,165	29,627	99	105	114	98	101
65+	2,112	3,964	22,194	47,220	44,787	123	108	113	94	96
Population estimate 2015	9,509	20,428	108,722	279,846	259,816	100	100	100	100	100

Ethnicity - Census 2011

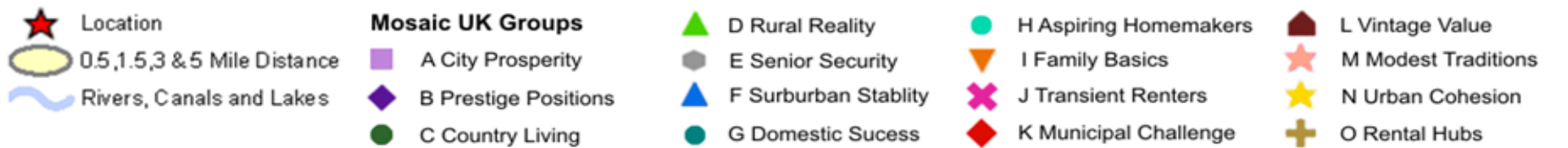
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	9,217	19,565	102,754	239,300	225,297	98%	98%	96%	89%	89%
Mixed / Multiple Ethnic Groups	56	113	856	3,191	2,848	1%	1%	1%	1%	1%
Asian / Asian British	61	180	2,205	20,317	17,377	1%	1%	2%	8%	7%
Black / African / Caribbean / Black British	15	37	502	3,596	3,271	0%	0%	0%	1%	1%
Other Ethnic Group	16	39	297	3,458	3,195	0%	0%	0%	1%	1%
All People (Ethnic Group)	9,365	19,934	106,614	269,862	251,988	100	100	100	100	100



Mosaic UK Map and Data: HIGHLANDER, WINLATON (300358)



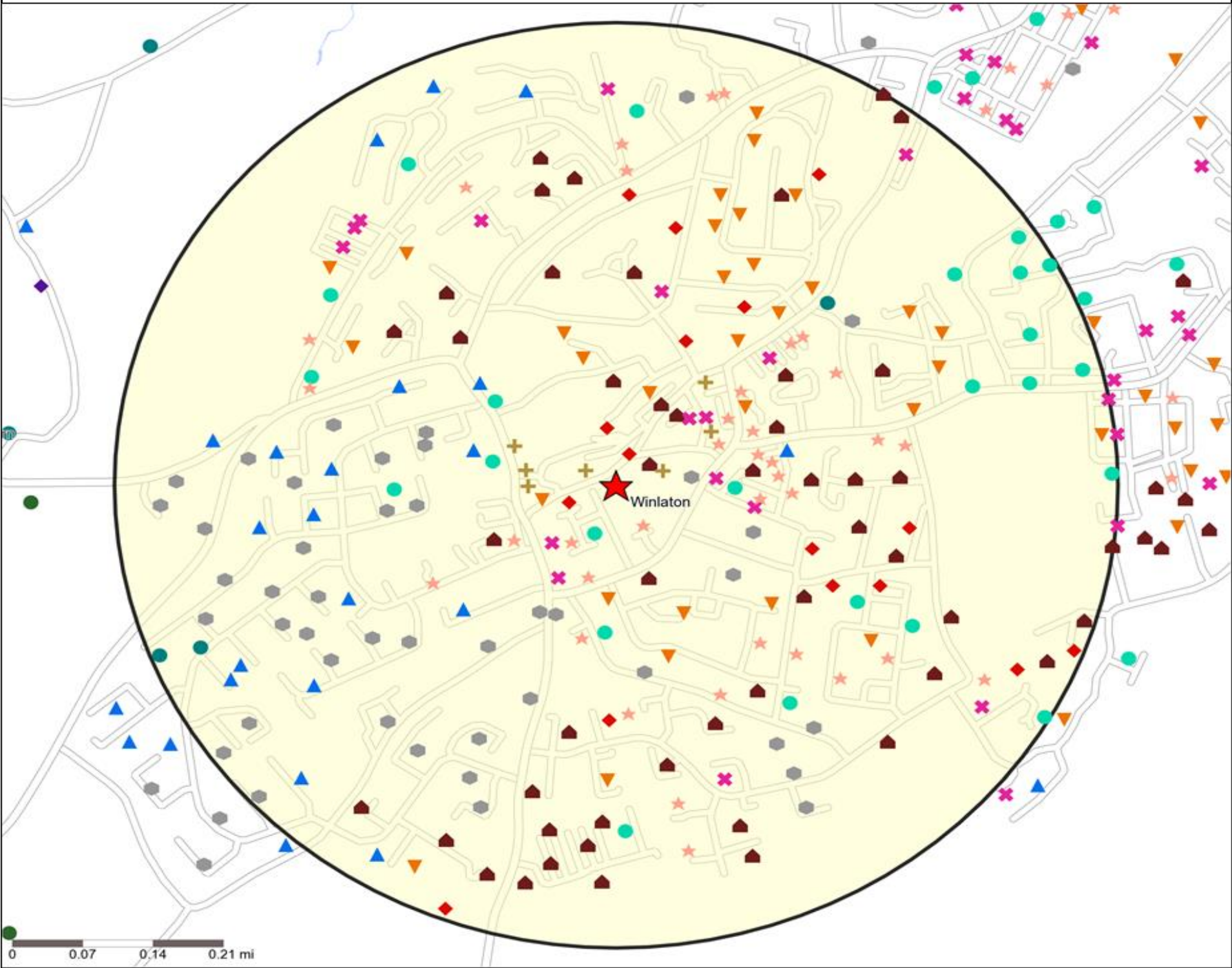
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	12	227	120	0	0	0	3	1
B Prestige Positions (18+)	0	311	3,907	8,476	7,008	0	26	62	54	48
C Country Living (18+)	0	86	425	2,017	1,448	0	8	7	14	10
D Rural Reality (18+)	0	29	1,121	3,331	3,183	0	3	19	22	23
E Senior Security (18+)	1,200	2,551	12,629	19,487	19,701	195	193	180	112	121
F Suburban Stability (18+)	679	1,785	8,656	15,476	17,011	147	180	165	119	139
G Domestic Success (18+)	31	705	4,421	10,753	9,796	5	52	61	60	58
H Aspiring Homemakers (18+)	716	2,351	10,339	18,873	19,443	104	159	132	97	106
I Family Basics (18+)	1,166	1,892	8,923	24,195	22,612	214	161	144	157	156
J Transient Renters (18+)	561	1,333	6,934	22,318	21,296	129	142	140	181	184
K Municipal Challenge (18+)	531	774	6,437	19,138	17,327	119	81	127	152	147
L Vintage Value (18+)	1,639	2,237	11,011	24,477	23,068	344	219	203	182	182
M Modest Traditions (18+)	955	2,090	9,937	18,136	17,551	266	270	243	178	184
N Urban Cohesion (18+)	0	0	339	6,513	5,496	0	0	8	58	52
O Rental Hubs (18+)	85	115	1,017	20,343	15,769	15	9	15	124	102
Adults 18+ estimate 2015	7,563	16,259	86,108	213,760	200,829	100	100	100	100	100



Mosaic UK Map and Data: HIGHLANDER, WINLATON (300358)



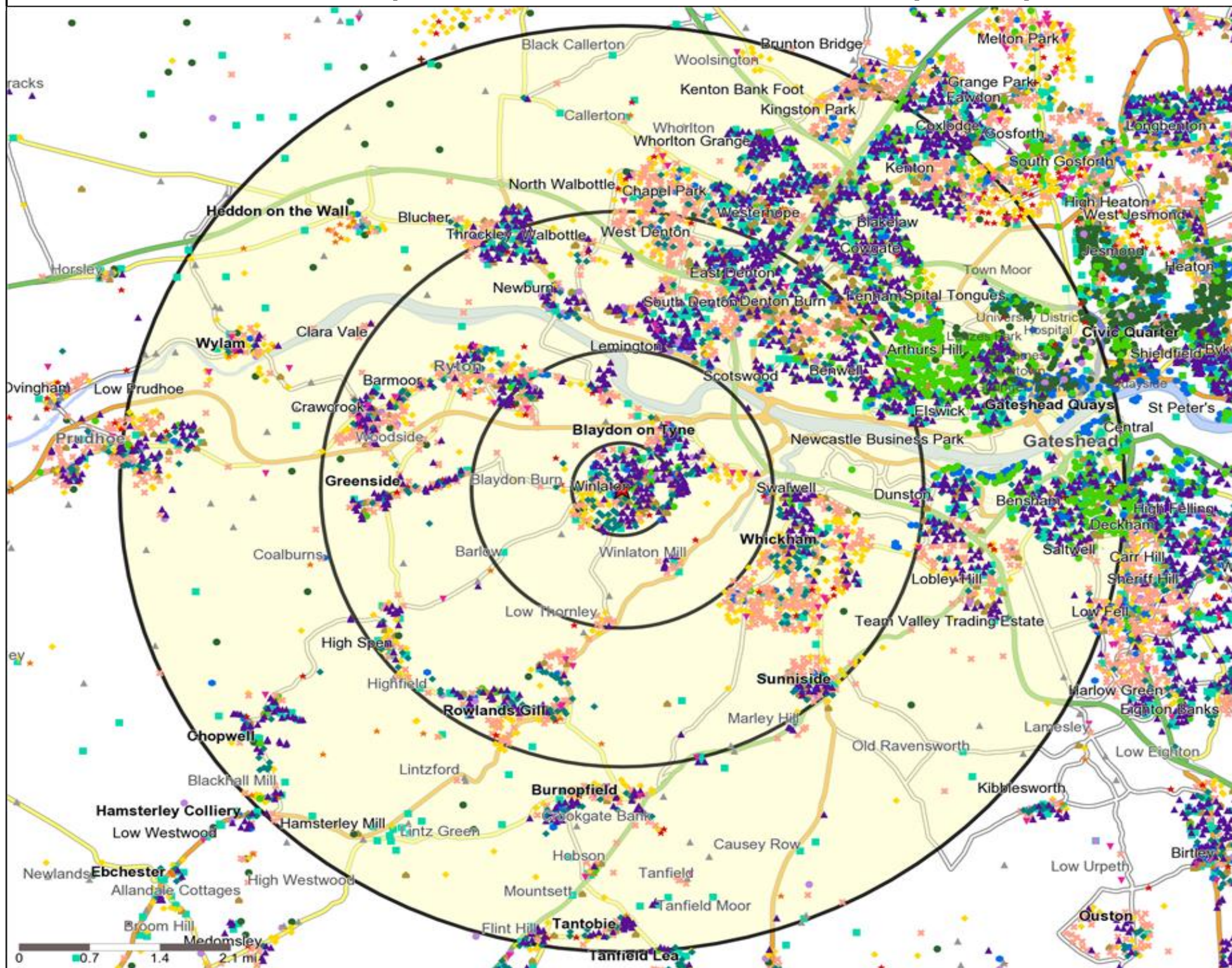
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,200	195
F Suburban Stability (18+)	679	147
G Domestic Success (18+)	31	5
H Aspiring Homemakers (18+)	716	104
I Family Basics (18+)	1,166	214
J Transient Renters (18+)	561	129
K Municipal Challenge (18+)	531	119
L Vintage Value (18+)	1,639	344
M Modest Traditions (18+)	955	266
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	85	15
Adults 18+ estimate 2015	7,563	100



Occasions Map and Data: HIGHLANDER, WINLATON (300358)



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★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

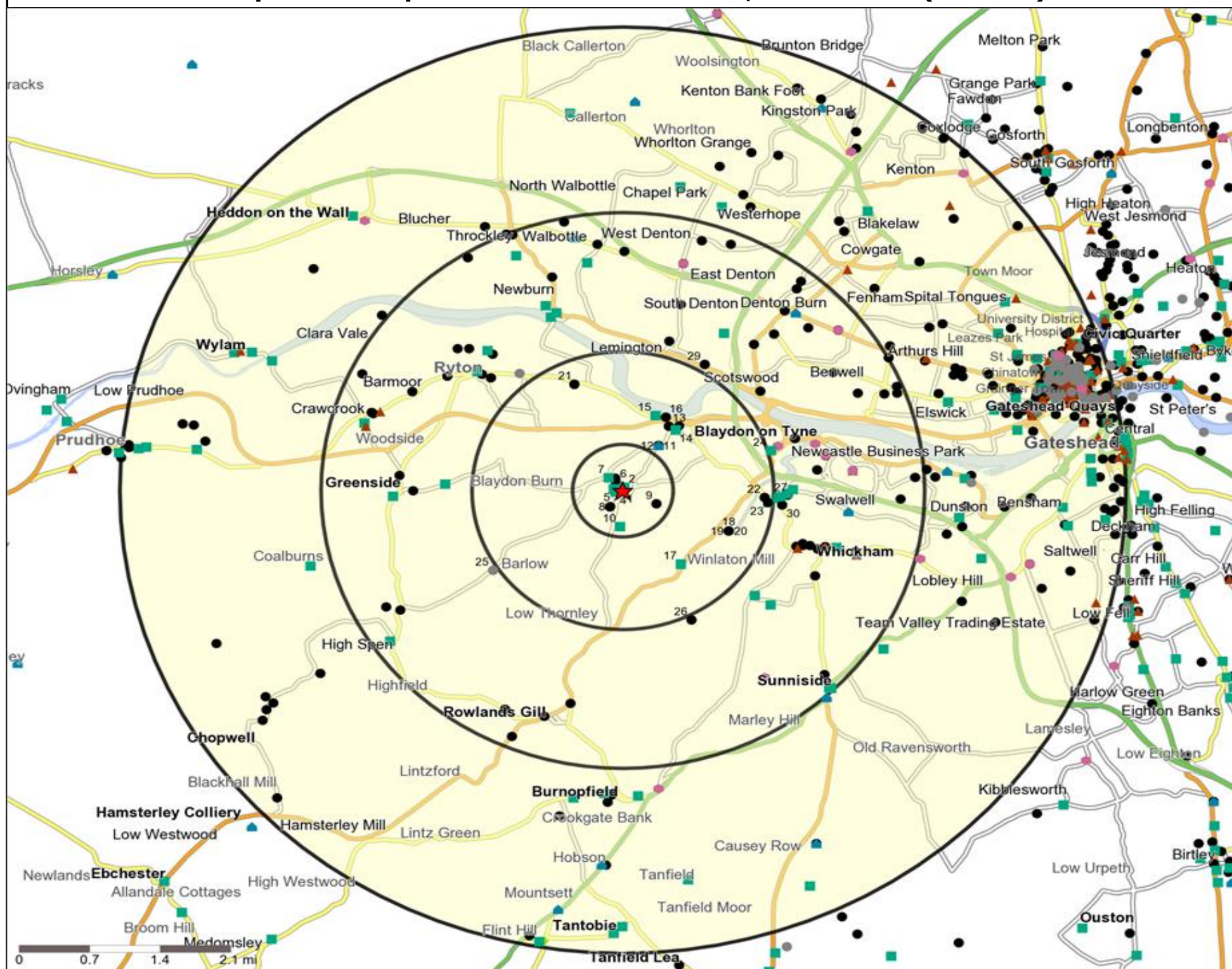
Occasions Data Table

	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	735	1,237	7,142	18,682	17,427	122	98	108	108	108
02 Early Doors	902	1,536	7,599	16,348	15,600	179	146	137	113	115
03 Everyday is Friday	472	994	5,013	12,932	12,297	110	111	106	105	107
04 Weekend Millionaires	894	1,921	9,451	23,215	22,138	145	148	139	131	133
05 Out On The Town	582	1,290	6,891	20,402	19,005	98	103	105	119	119
06 Business and Pleasure	135	341	1,792	6,635	5,979	44	53	53	75	72
07 Sporting Pints	480	1,029	5,573	20,025	18,503	73	75	77	106	105
08 Student Social	105	276	1,488	6,741	5,550	38	47	48	84	74
09 Leisurely Lunch	575	1,150	6,337	15,200	14,326	98	94	98	91	91
10 Wining and Dining	478	1,239	6,642	14,960	14,360	72	89	90	78	80
11 Household Outing	627	1,302	6,722	15,989	15,378	119	118	116	106	108
12 Midweek Meal Deal	319	598	3,692	10,590	9,849	108	96	113	125	123
13 Date Night	322	913	4,438	9,513	8,966	68	92	85	70	71
14 Birthday Treat	434	927	4,800	10,720	10,138	92	94	92	79	80
15 Pre Show Meal	108	275	1,505	3,685	3,490	66	81	84	79	80
Number of Occasions	7,168	15,028	79,085	205,637	193,006	100	100	100	100	100

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Competition Map and Data: HIGHLANDER, WINLATON (300358)



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

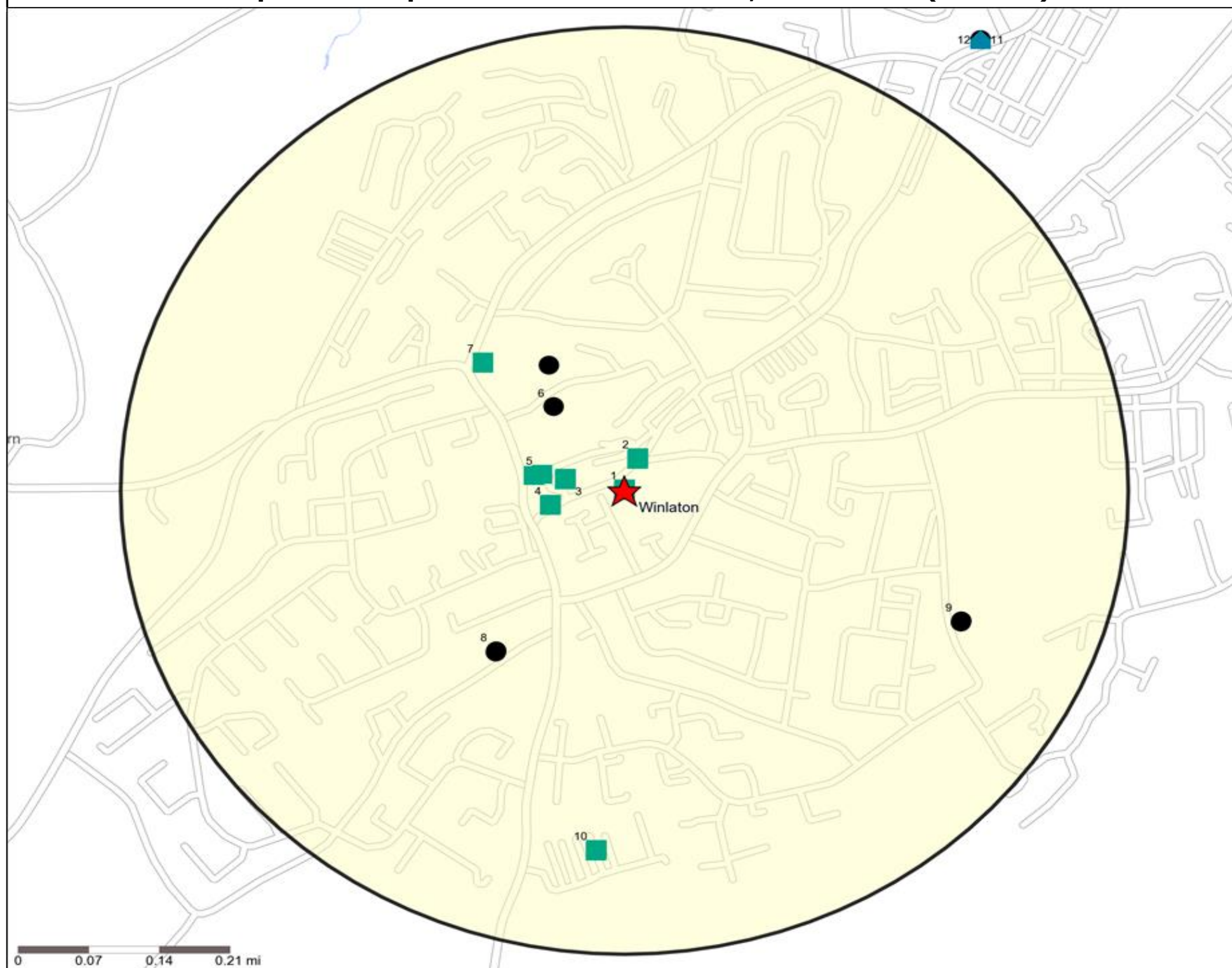


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	5	52
Circuit Bar	0	0	6	100
Community Local	7	10	31	86
Dry Led	0	1	4	18
Branded Food Pub	0	0	7	17
Rural	0	0	0	1
Other	3	12	111	423
Total	10	23	164	697



Competition Map and Data: HIGHLANDER, WINLATON (300358)



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
Café / Wine Bar	0
Circuit Bar	0
Community Local	7
Dry Led	0
Branded Food Pub	0
Rural	0
Other	3
Total	10



Local Competition: HIGHLANDER, WINLATON (300358)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	HIGHLANDER, WINLATON	25 FRONT STREET, BLAYDON-ON-TYNE, NE21 6AF	Punch Taverns	NE21 6AF	Punch Taverns	0.00
1	Highlander Inn	25 Front Street, Winlaton, Blaydon-on-tyne	Punch Pub Company	NE21 6AF	Community Local	0.00
2	Queens Head	26 Front Street, Winlaton, Blaydon-on-tyne	Punch Pub Company	NE21 6AB	Community Local	0.04
3	Crown & Cannon	Winlaton, Winlaton, Blaydon-on-tyne	Admiral Taverns Ltd	NE21 6AD	Community Local	0.06
4	Vulcan	Front Street, Winlaton, Blaydon-on-tyne	Enterprise Inns	NE21 6AE	Community Local	0.07
5	Turf Hotel	Back Street, Winlaton, Blaydon-on-tyne	Independent Free	NE21 6AH	Community Local	0.08
6	Winlaton & District Social Club & Institute	Garth Farm Road, Blaydon-on-tyne	Independent Free	NE21 6DE	Other	0.12
7	Rose & Crown	65 North Street, Winlaton, Blaydon-on-tyne	Star Pubs & Bars	NE21 6BT	Community Local	0.20
8	Winlaton New West End Social Club	West Lane, Winlaton, Blaydon-on-tyne	Independent Free	NE21 6PQ	Other	0.21
9	Winlaton Vulcans Rugby Club	Axwell View, Winlaton, Blaydon-on-tyne	Independent Free	NE21 6NF	Other	0.36
10	Commercial	Conifer Close, Winlaton, Blaydon-on-tyne	Trust Inns	NE21 6QT	Community Local	0.39
11	Huntsman	Blaydon Bank, Blaydon-on-tyne	Admiral Taverns Ltd	NE21 4AU	Dry Led	0.60
12	Blaydon Masonic Club	Blaydon Bank, Blaydon-on-tyne	Independent Free	NE21 4AU	Other	0.60
13	Blaydon District Conservative	Garden Street, Blaydon-on-tyne	Independent Free	NE21 4AG	Other	0.83
14	Bisley	19 Shibdon Road, Blaydon-on-tyne	Punch Pub Company	NE21 5AF	Community Local	0.84
15	Black Bull	Bridge Street, Blaydon-on-tyne	Punch Pub Company	NE21 4JJ	Community Local	0.87
16	British Railways Staff Association	2 Tyne Street, Blaydon-on-tyne	Independent Free	NE21 4JB	Other	0.90
17	Red Kite	Spa Well Road, Winlaton Mill, Blaydon-on-tyne	Star Pubs & Bars	NE21 6RT	Community Local	0.98
18	Blaydon Tennis Club	Spa Well Road, Blaydon-on-tyne	Independent Free	NE21 6JA	Other	1.14
19	Swalwell Juniors Football Club	Spa Well Road, Blaydon-on-tyne	Independent Free	NE21 6JA	Other	1.14
20	Swalwell Cricket Club	Spa Well Road, Blaydon-on-tyne	Independent Free	NE21 6JA	Other	1.14
21	Hotel Michelangelo	Stella Road, Blaydon-on-tyne	Independent Free	NE21 4LU	Other	1.25
22	Blaydon Rugby Club	Hexham Road, Swalwell, Newcastle Upon Tyne	Independent Free	NE16 3BN	Other	1.41
23	Jashn Restaurant	Whickham Bank, Swalwell, Newcastle Upon Tyne	Independent Free	NE16 3BP	Other	1.45
24	Skiff Inn	Derwenthaugh Road, Swalwell, Newcastle Upon Tyne	Independent Free	NE16 3BJ	Community Local	1.53
25	Black Horse Inn	Barlow Road, Barlow, Blaydon-on-tyne	Independent Free	NE21 6JU	Cafe / Wine Bar	1.55
26	Whickham Golf Club	Hollinside Park, Whickham, Newcastle Upon Tyne	Independent Free	NE16 5BA	Other	1.55
27	Bourgognes	Hexham Road, Swalwell, Newcastle Upon Tyne	Camerons	NE16 3AA	Community Local	1.57
28	Allegria	1 Hexham Road, Swalwell, Newcastle Upon Tyne	Independent Free	NE16 3AA	Other	1.57
29	St Georges Rc Institute	Bells Close, Lemington, Newcastle Upon Tyne	Independent Free	NE15 6XX	Other	1.59
30	Peddalling Squares	Quality Row, Swalwell, Newcastle Upon Tyne	Independent Free	NE16 3AQ	Other	1.59