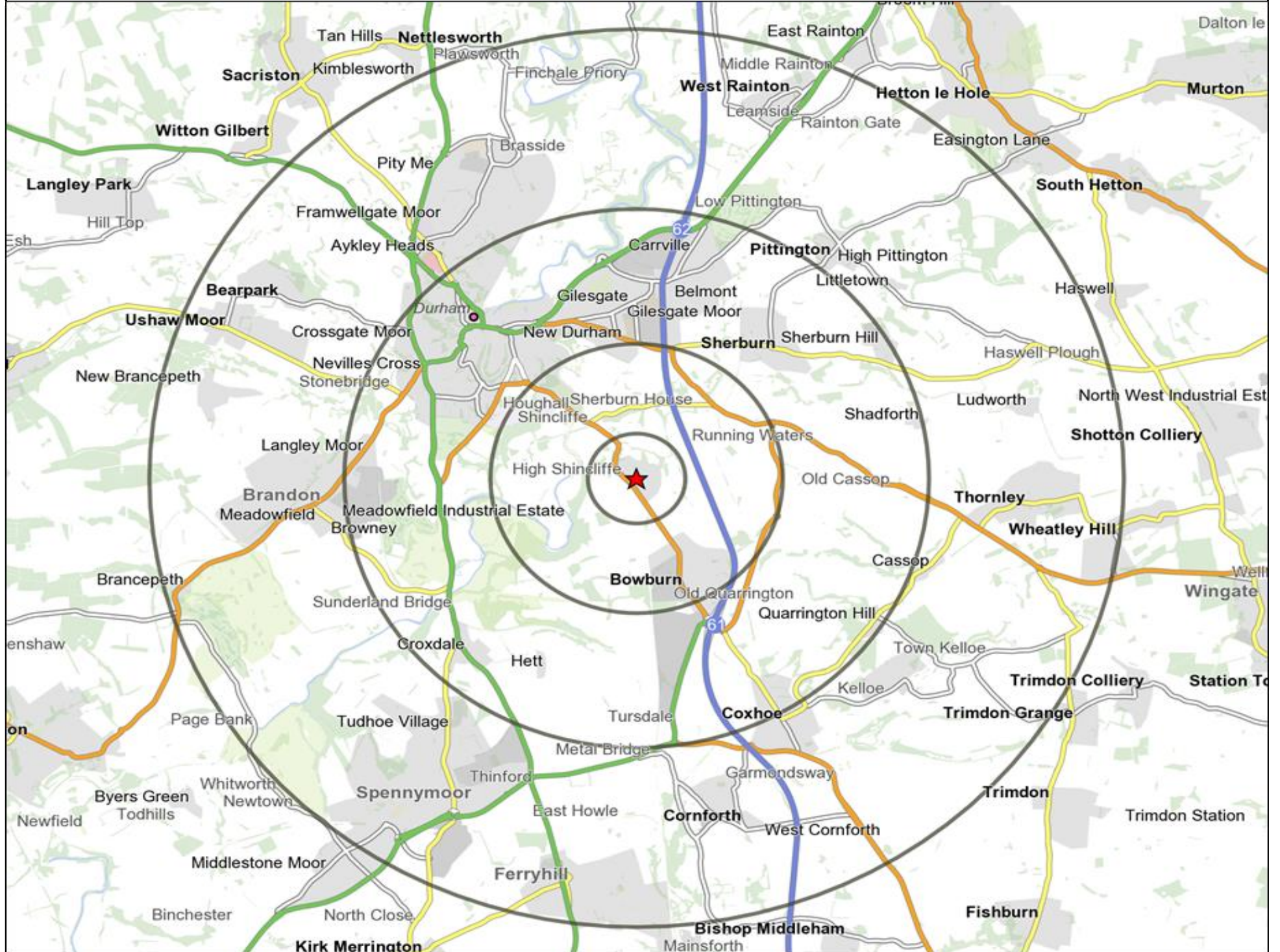




Customer Profile Report for AVENUE, DURHAM (Punch Outlet Number: 201507)
AVENUE STREET, DURHAM, DH1 2PT (DH 1 2PT)



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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	205	1,220	6,072	18,721	23,791	93	99	64	81	84
16-17	40	179	843	2,489	3,091	147	118	72	87	89
18-24	52	663	14,213	19,628	21,675	49	112	311	176	160
25-34	102	909	6,237	15,377	18,410	64	102	90	91	90
35-44	114	666	4,341	12,908	16,165	77	80	68	82	85
45-54	209	950	5,514	16,221	20,132	126	102	77	93	95
55-64	191	764	4,959	14,800	18,087	144	103	87	106	107
65+	259	1,190	8,361	23,245	28,665	123	101	92	105	106
Population estimate 2015	1,172	6,541	50,540	123,389	150,016	100	100	100	100	100

Ethnicity - Census 2011

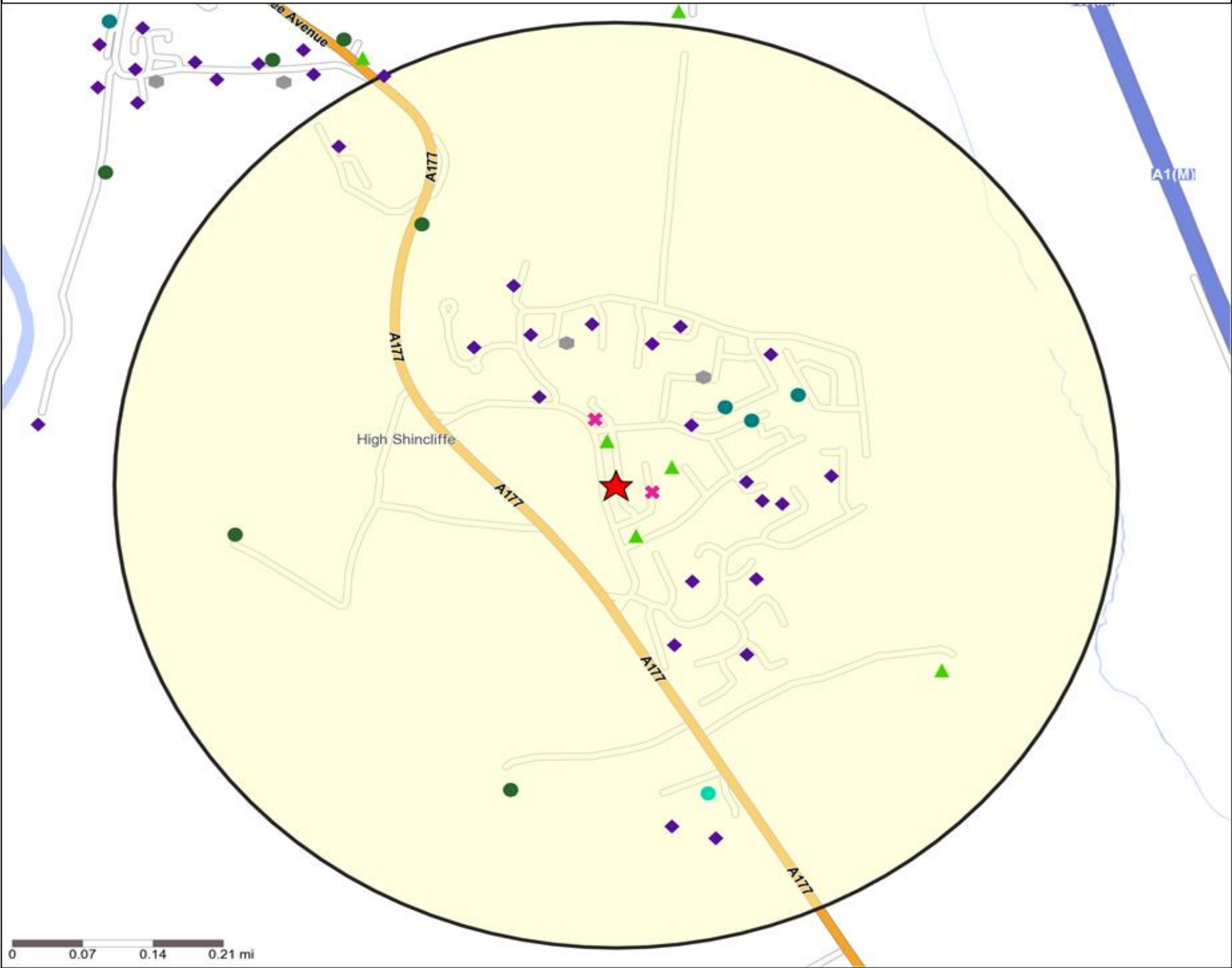
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	1,111	5,881	45,671	114,875	140,328	95%	96%	94%	96%	97%
Mixed / Multiple Ethnic Groups	8	46	644	1,117	1,191	1%	1%	1%	1%	1%
Asian / Asian British	45	171	1,740	2,560	2,671	4%	3%	4%	2%	2%
Black / African / Caribbean / Black British	1	8	213	379	372	0%	0%	0%	0%	0%
Other Ethnic Group	8	44	343	650	674	1%	1%	1%	1%	0%
All People (Ethnic Group)	1,173	6,150	48,611	119,581	145,236	100	100	100	100	100



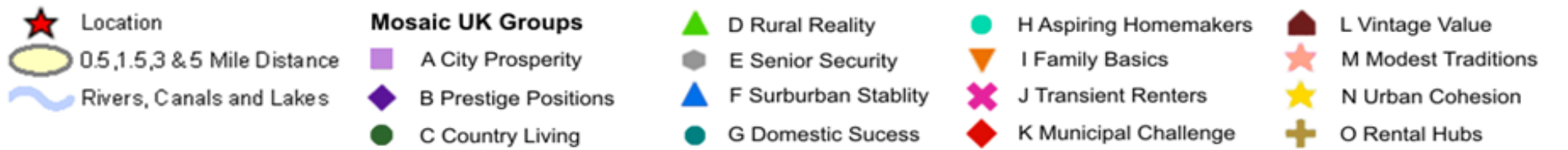
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Mosaic UK Map and Data: AVENUE, DURHAM (201507)



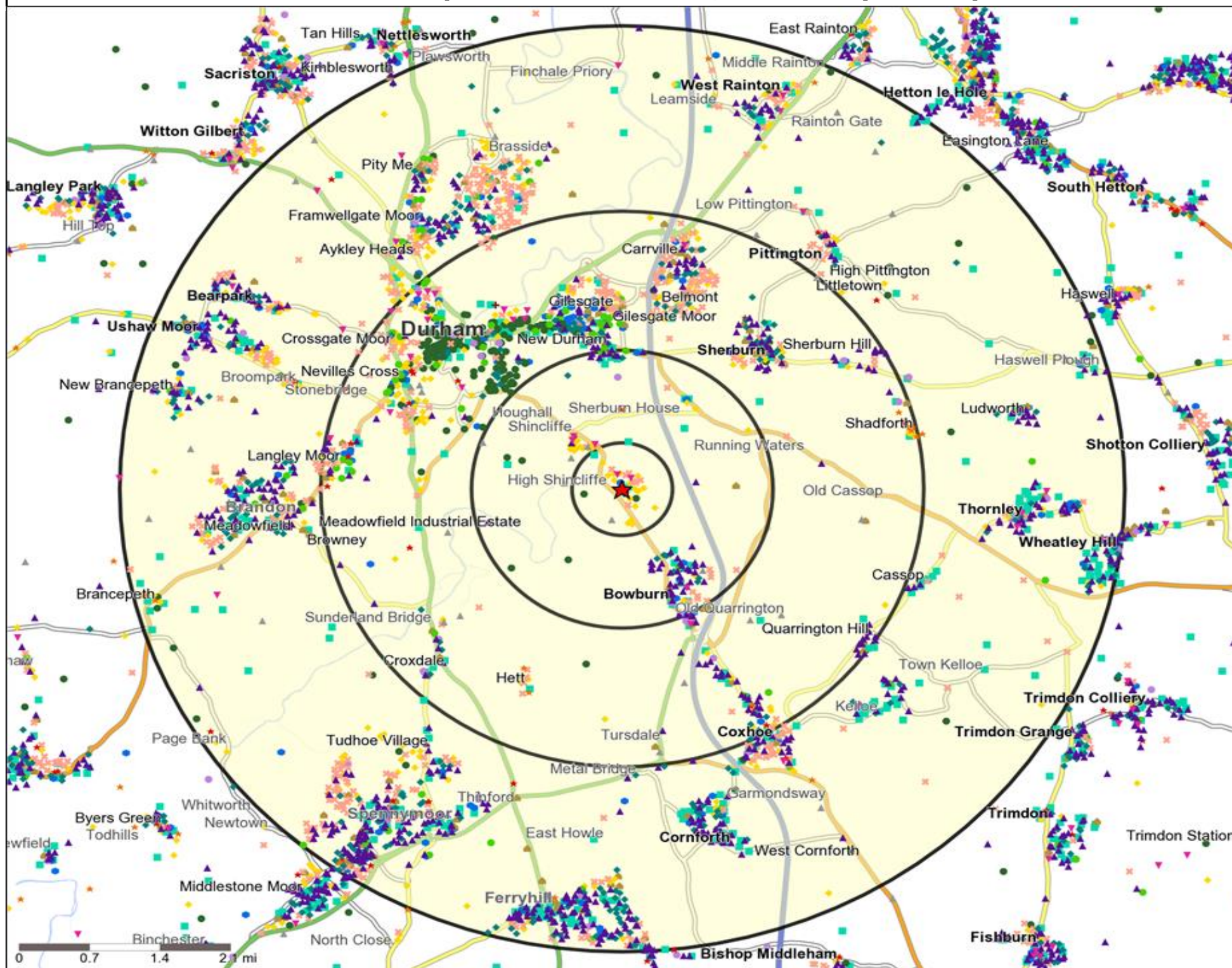
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	563	832
C Country Living (18+)	6	9
D Rural Reality (18+)	60	93
E Senior Security (18+)	72	95
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	112	143
H Aspiring Homemakers (18+)	22	26
I Family Basics (18+)	0	0
J Transient Renters (18+)	93	173
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	1	2
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	929	100



Occasions Map and Data: AVENUE, DURHAM (201507)



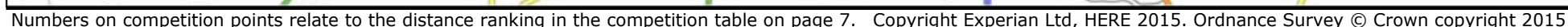
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★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 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	41	414	2,395	8,252	10,479	64	98	96	117	119
02 Early Doors	51	431	2,437	8,423	10,609	95	122	117	142	144
03 Everyday is Friday	41	316	1,820	5,408	6,816	89	105	102	107	108
04 Weekend Millionaires	29	669	2,528	9,231	11,878	44	154	99	127	131
05 Out On The Town	54	502	2,733	7,425	9,049	85	120	111	106	104
06 Business and Pleasure	16	119	873	2,054	2,485	49	55	68	57	55
07 Sporting Pints	18	349	1,972	5,353	6,615	26	76	72	69	69
08 Student Social	52	131	2,681	3,787	4,250	174	67	232	115	104
09 Leisurely Lunch	79	380	2,243	6,546	8,179	126	92	92	95	95
10 Wining and Dining	115	439	2,493	6,605	8,059	161	94	90	84	83
11 Household Outing	33	358	1,937	6,272	7,903	58	97	89	101	102
12 Midweek Meal Deal	11	210	1,205	3,622	4,570	35	101	98	104	105
13 Date Night	126	341	2,021	4,819	5,861	249	103	103	87	85
14 Birthday Treat	87	308	1,879	5,432	6,832	172	93	96	98	99
15 Pre Show Meal	15	76	521	1,333	1,582	86	66	77	70	66
Number of Occasions	768	5,043	29,738	84,562	105,167	100	100	100	100	100

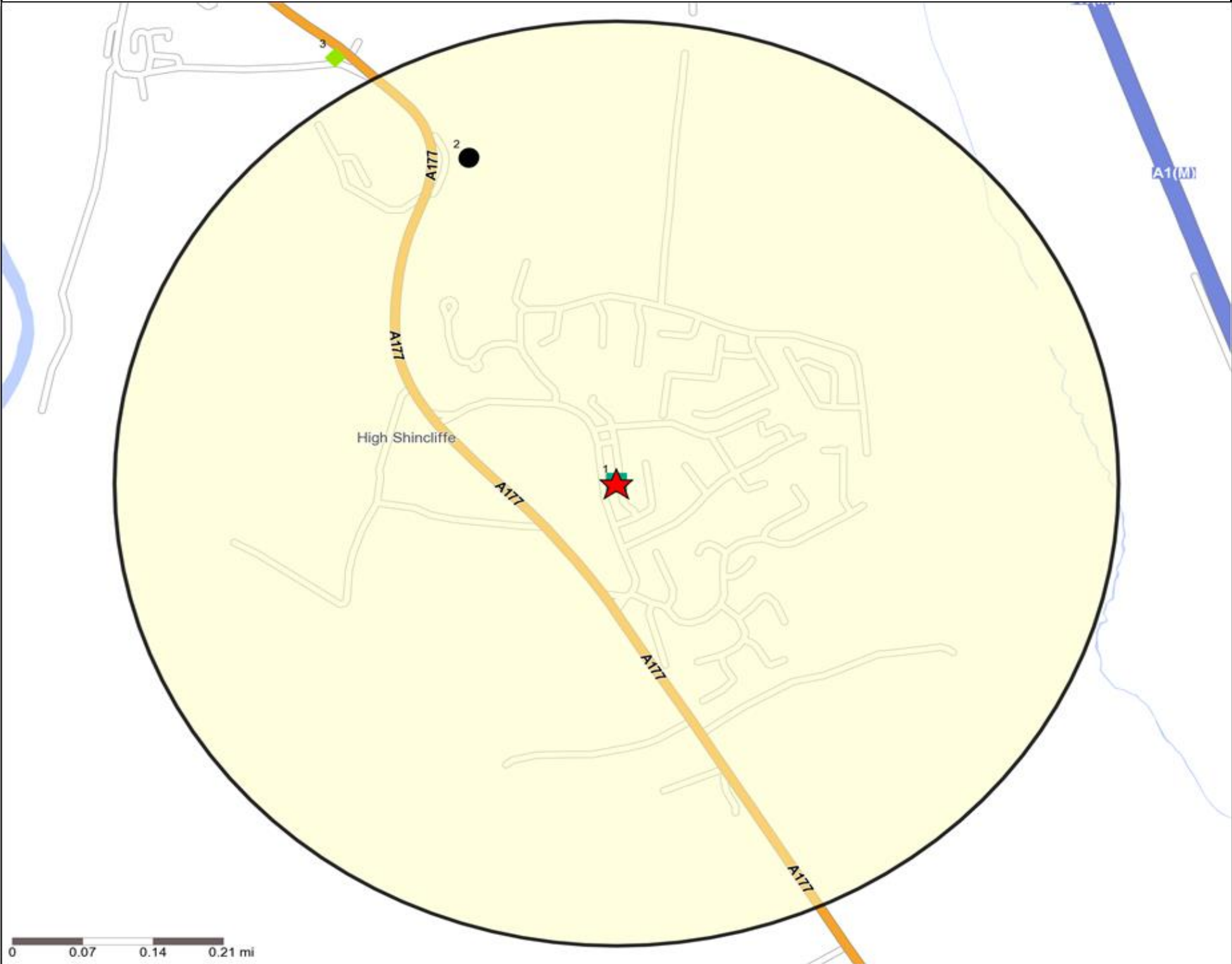
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Competition Map and Data: AVENUE, DURHAM (201507)



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	0
Other	1
Total	2



Local Competition: AVENUE, DURHAM (201507)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	AVENUE, DURHAM	AVENUE STREET, DURHAM, DH1 2PT	Punch Taverns	DH 1 2PT	Punch Taverns	0.00
1	Avenue Inn	Avenue Street, High Shincliffe, Durham	Punch Pub Company	DH 1 2PT	Community Local	0.00
2	Treetops Country House	Bank Foot, Shincliffe, Durham	Independent Free	DH 1 2PD	Other	0.38
3	Seven Stars	High Street North, Shincliffe, Durham	Enterprise Inns	DH 1 2NU	Rural Character	0.54
4	Rose Tree	Low Road West, Shincliffe, Durham	Enterprise Inns	DH 1 2LY	Circuit Bar	0.75
5	Oro At The Pump House	Houghall Farm Lane, Houghall, Durham	Independent Free	DH 1 3PJ	Other	0.94
6	Oak Tree	Prince Charles Avenue, Bowburn, Durham	Admiral Taverns Ltd	DH 6 5DL	Community Local	1.13
7	Durham Agricultural College	Main Street, Houghall, Durham	Independent Free	DH 1 3SG	Other	1.19
8	Maiden Castle Sports Centre	Durham	Independent Free	DH 1 3SE	Other	1.20
9	Bowburn Hall Hotel	Bowburn, Durham	Independent Free	DH 6 5NH	Other	1.20
10	Bowburn Community Centre	Durham Road, Bowburn, Durham	Independent Free	DH 6 5AT	Other	1.49
11	Crowtrees Wkg Social Club Institute	Durham Road West, Bowburn, Durham	Independent Free	DH 6 5AU	Other	1.56
12	Top Ten Bingo	Sherburn Road, Durham	Top Ten Holdings	DH 1 2ER	Other	1.59
13	Collingwood College	South Road, Durham	Independent Free	DH 1 3LT	Other	1.60
14	Grey College	South Road, Durham	Independent Free	DH 1 3LG	Other	1.61
15	Josephine Butler College	South Road, Durham	Independent Free	DH 1 3DF	Other	1.65
16	Durham City Rugby Club	Old Elvet, Durham	Independent Free	DH 1 3JU	Other	1.66
17	Durham Bowling Club	Old Elvet, Durham	Independent Free	DH 1 3JU	Other	1.66
18	Durham City Cricket & Social Club	Old Elvet, Durham	Independent Free	DH 1 3JU	Other	1.66
19	Durham Amateur Rowing Society	Old Elvet, Durham	Independent Free	DH 1 3JU	Other	1.66
20	Brook House Bar	Old Elvet, Durham	Independent Free	DH 1 3JP	Other	1.68
21	Ricardos	17 Hallgarth Street, Durham	Independent Free	DH 1 3AT	Other	1.68
22	New Durham District Working Mens Club	Mill Lane, Durham	Independent Free	DH 1 2JG	Other	1.71
23	Graduate House Club	Old Elvet, Durham	Independent Free	DH 1 3JR	Other	1.71
24	New Inn	29 Church Street Head, Durham	Independent Free	DH 1 3DN	Community Local	1.72
25	Durham Prison Officers Club	19b Old Elvet, Durham	Independent Free	DH 1 3HU	Other	1.74
26	Gilesgate Moor Hotel	Teasdale Terrace, Durham	Marston's	DH 1 2RN	Circuit Bar	1.74
27	Trevelyan College	Elvet Hill Road, Durham	Independent Free	DH 1 3LN	Other	1.76
28	St Marys College	Elvet Hill Road, Durham	Independent Free	DH 1 3LR	Other	1.77
29	Van Mildert College	Mill Hill Lane, Durham	Independent Free	DH 1 3LH	Other	1.78
30	Victoria Inn	86 Hallgarth Street, Durham	Independent Free	DH 1 3AS	Community Local	1.79