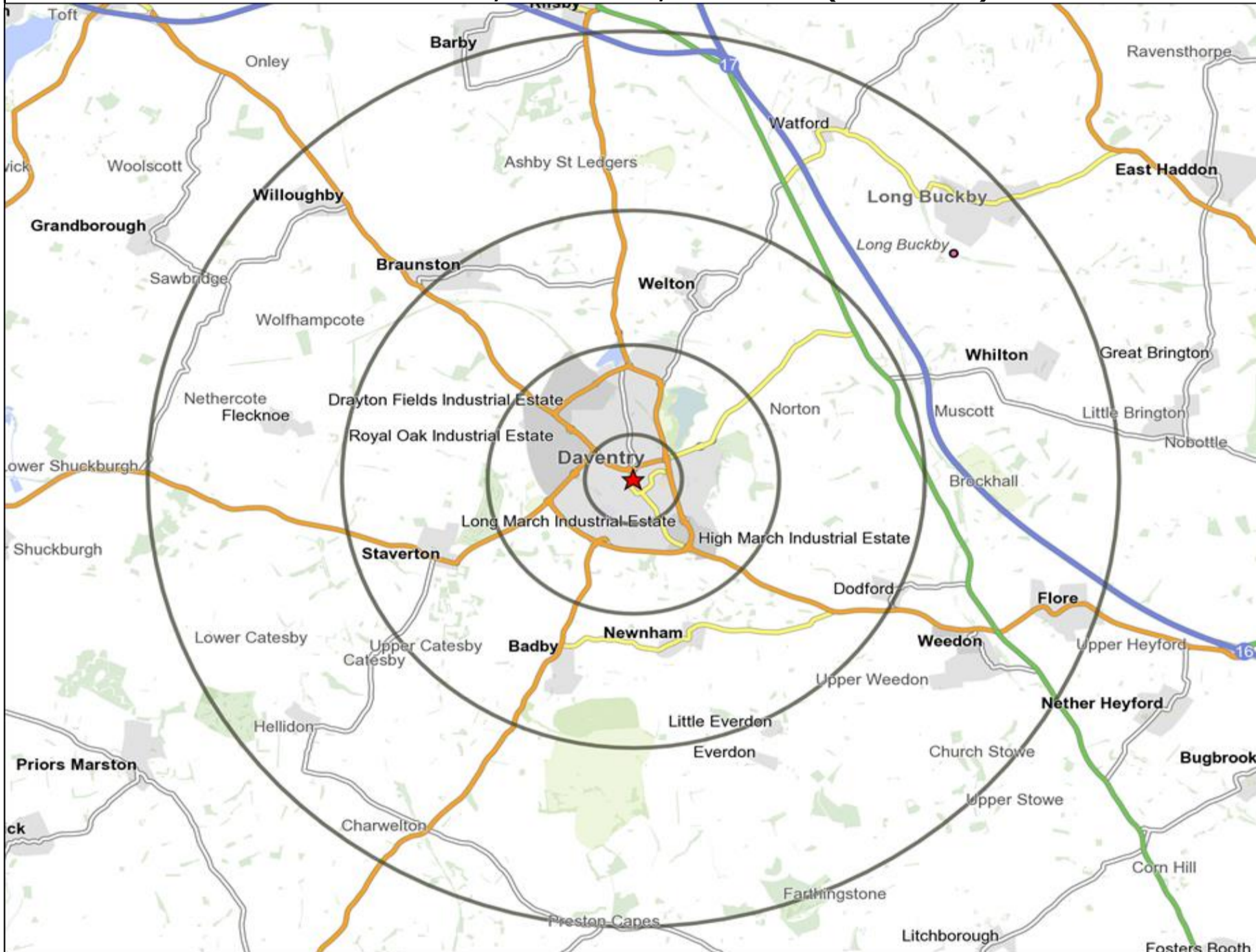




**Customer Profile Report for DUN COW, DAVENTRY (Punch Outlet Number: 202667)  
THE DUNN COW, DAVENTRY, NN11 4GG (NN11 4GG)**



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

**Age Data Table**

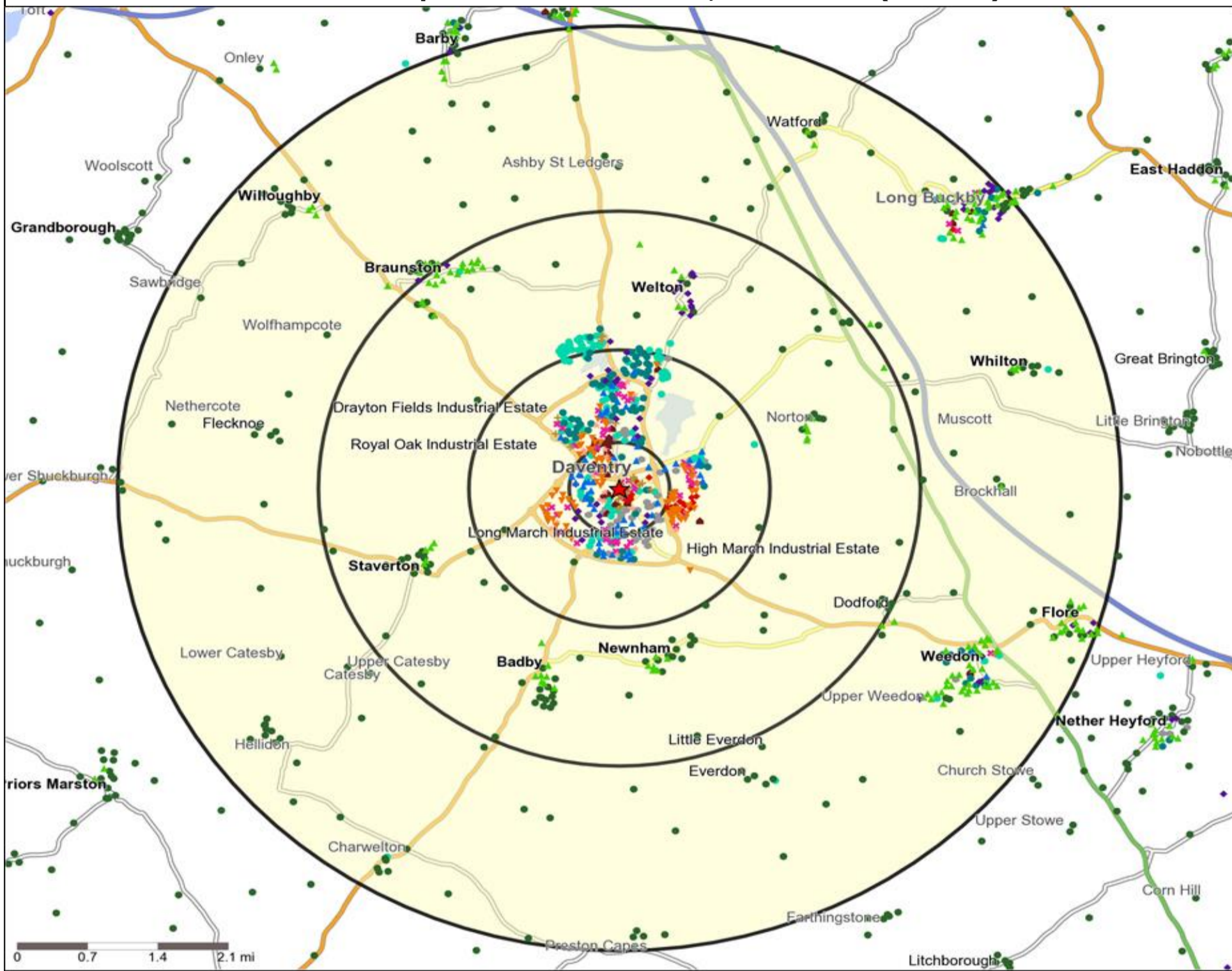
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	956	5,098	6,116	7,900	9,247	80	112	108	102	98
16-17	106	592	708	909	1,116	72	105	101	95	96
18-24	505	2,087	2,429	3,015	3,615	88	95	89	81	79
25-34	744	3,280	3,928	4,849	5,825	86	99	95	86	85
35-44	665	3,074	3,838	5,165	6,311	83	100	100	99	99
45-54	825	3,426	4,432	6,444	7,962	92	100	104	111	112
55-64	778	2,593	3,447	5,092	6,349	109	95	101	110	112
65+	1,753	4,083	5,212	7,737	9,830	154	94	96	105	109
<b>Population estimate 2015</b>	<b>6,332</b>	<b>24,233</b>	<b>30,110</b>	<b>41,111</b>	<b>50,255</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	5,899	22,485	27,795	38,288	46,348	96%	95%	96%	96%	96%
Mixed / Multiple Ethnic Groups	55	340	397	495	656	1%	1%	1%	1%	1%
Asian / Asian British	143	536	590	686	868	2%	2%	2%	2%	2%
Black / African / Caribbean / Black British	24	156	192	226	375	0%	1%	1%	1%	1%
Other Ethnic Group	10	42	44	56	96	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>6,131</b>	<b>23,559</b>	<b>29,018</b>	<b>39,751</b>	<b>48,343</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: DUN COW, DAVENTRY (202667)**



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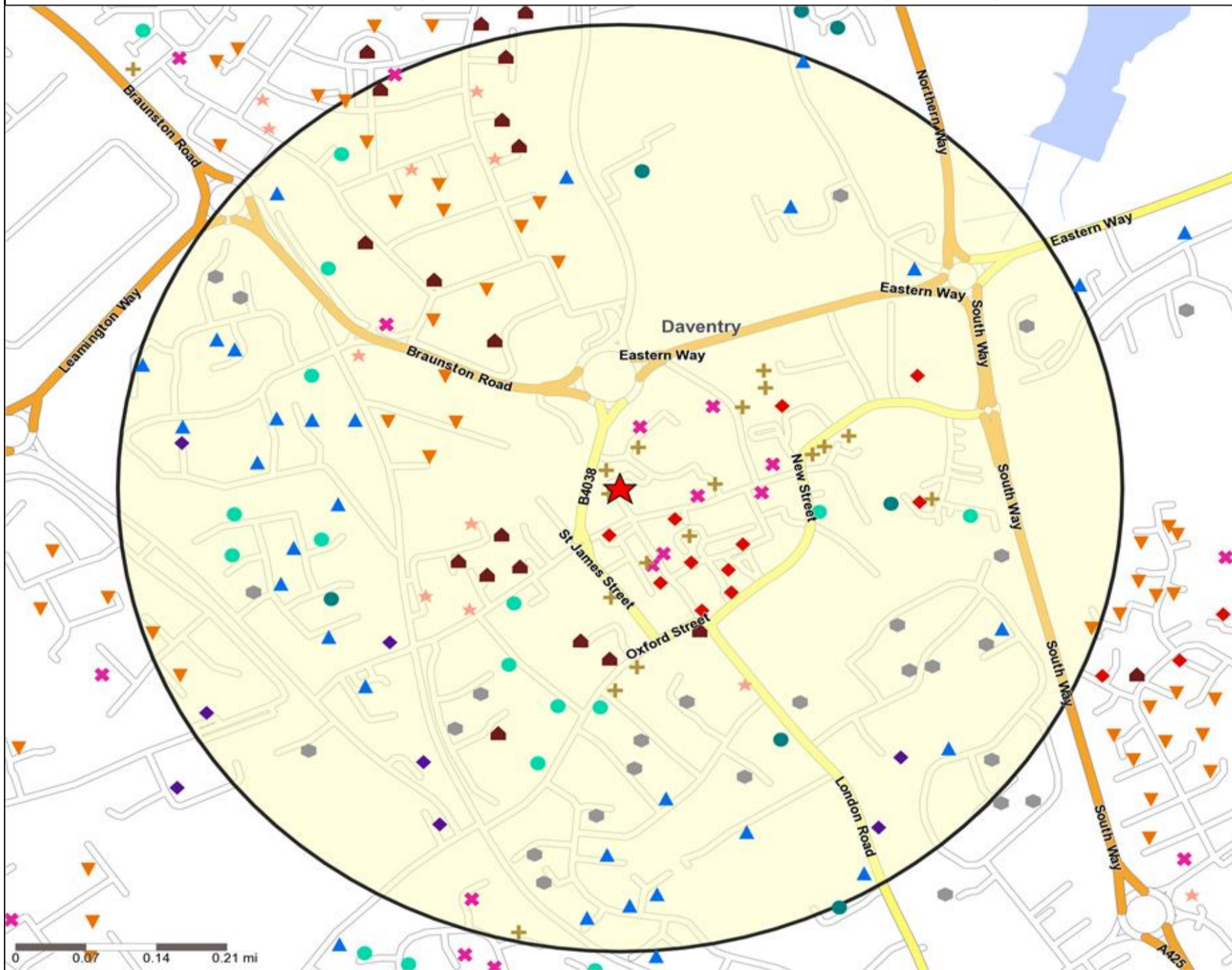
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic 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 - 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>	139	506	762	1,231	2,015	36	37	45	52	72
<b>C Country Living (18+)</b>	0	41	1,364	3,993	6,572	0	3	84	178	245
<b>D Rural Reality (18+)</b>	0	33	1,771	6,165	8,468	0	3	110	276	317
<b>E Senior Security (18+)</b>	809	1,569	1,569	1,629	1,700	189	104	83	62	54
<b>F Suburban Stability (18+)</b>	1,171	2,208	2,208	2,269	2,272	364	195	155	115	96
<b>G Domestic Success (18+)</b>	90	2,567	2,765	3,554	3,766	20	165	141	131	116
<b>H Aspiring Homemakers (18+)</b>	570	2,511	3,667	3,872	3,975	119	149	173	132	113
<b>I Family Basics (18+)</b>	801	3,530	3,530	3,530	3,598	211	264	210	152	129
<b>J Transient Renters (18+)</b>	342	2,586	2,586	2,756	2,768	112	242	192	148	124
<b>K Municipal Challenge (18+)</b>	177	584	584	626	626	57	54	43	33	28
<b>L Vintage Value (18+)</b>	540	829	829	955	1,129	163	71	57	47	46
<b>M Modest Traditions (18+)</b>	270	936	936	936	936	108	106	85	61	51
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	360	640	713	739	761	89	45	40	30	26
<b>Adults 18+ estimate 2015</b>	<b>5,269</b>	<b>18,540</b>	<b>23,284</b>	<b>32,255</b>	<b>38,586</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Mosaic UK Map and Data: DUN COW, DAVENTRY (202667)



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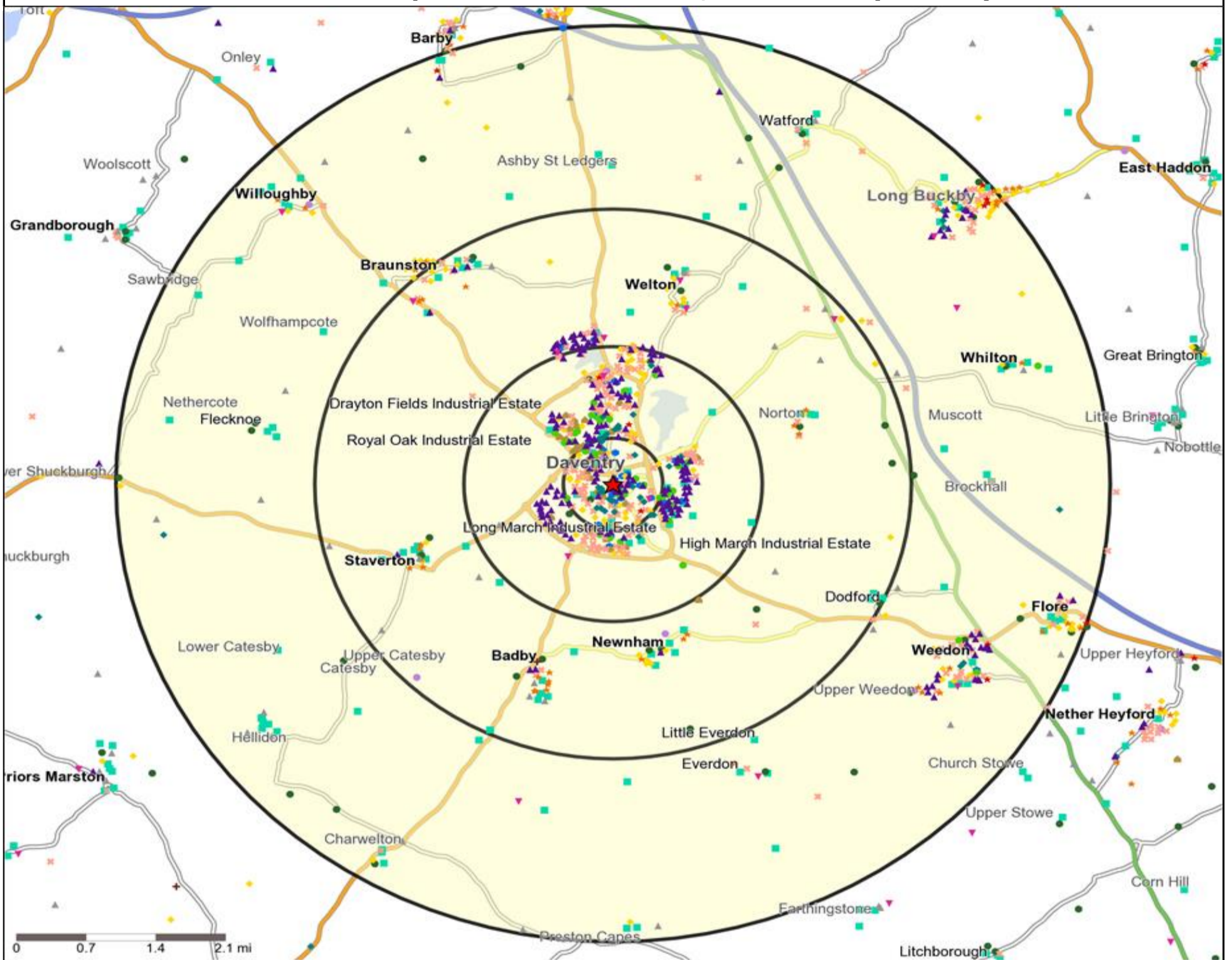
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs

#### Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	139	36
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	809	189
F Suburban Stability (18+)	1,171	364
G Domestic Success (18+)	90	20
H Aspiring Homemakers (18+)	570	119
I Family Basics (18+)	801	211
J Transient Renters (18+)	342	112
K Municipal Challenge (18+)	177	57
L Vintage Value (18+)	540	163
M Modest Traditions (18+)	270	108
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	360	89
<b>Adults 18+ estimate 2015</b>	<b>5,269</b>	<b>100</b>



### Occasions Map and Data: DUN COW, DAVENTRY (202667)



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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	368	1,207	1,527	2,219	2,685	100	82	85	93	96
02 Early Doors	438	1,249	1,499	2,013	2,389	142	101	99	101	102
03 Everyday is Friday	324	1,257	1,503	1,942	2,229	123	120	117	114	112
04 Weekend Millionaires	421	2,028	2,461	2,891	3,095	111	134	132	118	108
05 Out On The Town	372	1,690	1,945	2,259	2,471	102	116	108	96	89
06 Business and Pleasure	103	540	751	1,082	1,310	54	72	81	89	92
07 Sporting Pints	320	1,452	1,627	1,872	1,994	79	90	82	72	65
08 Student Social	92	449	644	1,032	1,312	54	66	77	93	101
09 Leisurely Lunch	345	1,221	1,557	2,211	2,704	96	85	88	95	99
10 Wining and Dining	389	1,532	1,944	2,657	3,182	95	94	97	101	103
11 Household Outing	362	1,623	1,825	2,162	2,347	112	126	115	103	96
12 Midweek Meal Deal	189	801	1,036	1,452	1,834	104	110	116	123	133
13 Date Night	297	1,105	1,498	2,182	2,747	102	95	105	116	125
14 Birthday Treat	287	1,063	1,308	1,891	2,318	99	92	92	101	106
15 Pre Show Meal	101	369	450	601	698	101	93	92	93	92
<b>Number of Occasions</b>	<b>4,408</b>	<b>17,586</b>	<b>21,575</b>	<b>28,466</b>	<b>33,315</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: DUN COW, DAVENTRY (202667)



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

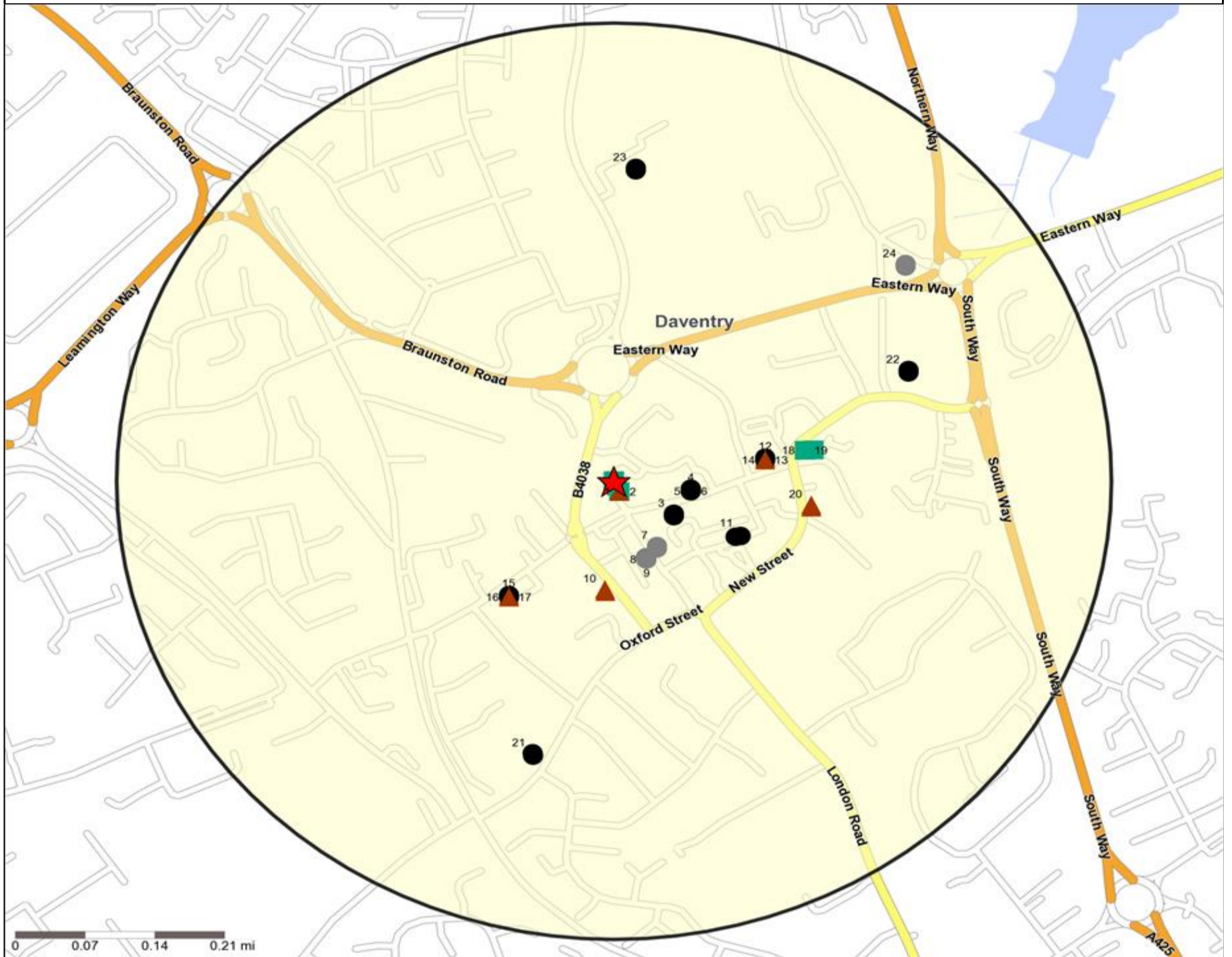
- ★ Location
- ⬠ Branded Food
- 🏠 Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- 🌊 Rivers, Canals and Lakes
- Community Local

#### 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	2	5	10	17
Dry Led	0	0	5	10
Branded Food Pub	0	0	0	3
Rural	0	0	0	1
Other	14	21	25	42
<b>Total</b>	<b>24</b>	<b>34</b>	<b>49</b>	<b>82</b>



### Competition Map and Data: DUN COW, DAVENTRY (202667)



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
- Circuit Bar
- Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- 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	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	14
<b>Total</b>	<b>24</b>



## Local Competition: DUN COW, DAVENTRY (202667)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	DUN COW, DAVENTRY	THE DUNN COW, DAVENTRY, NN11 4GG	Punch Taverns	NN11 4GG	Punch Taverns	0.00
1	Dun Cow	42159 Brook Street, Daventry	Punch Pub Company	NN11 4GG	Community Local	0.01
2	Saracens Head	1 Brook Street, Daventry	Wetherspoon	NN11 4GG	Circuit Bar	0.01
3	Daventry Conservative Club	39 High Street, Daventry	Independent Free	NN11 4BQ	Other	0.07
4	Water Margin	70-72 High Street, Daventry	Independent Free	NN11 4HU	Other	0.08
5	Papadoms	22a High Street, Daventry	Independent Free	NN11 4HU	Other	0.08
6	Shahi Indian Restaurant	74 High Street, Daventry	Independent Free	NN11 4HU	Other	0.08
7	Roso	3 Sheaf Street, Daventry	Independent Free	NN11 4AA	Cafe / Wine Bar	0.08
8	Hideout	28 Sheaf Street, Daventry	Independent Free	NN11 4AB	Cafe / Wine Bar	0.09
9	Slim Jims Snooker Club	34-36 Sheaf Street, Daventry	Independent Free	NN11 4AB	Other	0.09
10	George	55 St James Street, Daventry	Punch Pub Company	NN11 4AG	Circuit Bar	0.12
11	Square Nightclub	Bowen Square, Daventry	*Other Small Retail Groups	NN11 4DR	Other	0.14
12	Daventry Masonic Club	14 High Street, Daventry	Independent Free	NN11 4HT	Other	0.15
13	Fridays	12 High Street, Daventry	Star Pubs & Bars	NN11 4HT	Circuit Bar	0.15
14	Buddies Usa	2-6 High Street, Daventry	Buddies	NN11 4HT	Other	0.15
15	New India Cottage	97 Warwick Street, Daventry	Independent Free	NN11 4AJ	Other	0.16
16	Abercorn Hotel	101 Warwick Street, Daventry	Independent Free	NN11 4AJ	Other	0.16
17	Coach & Horses	Warwick Street, Daventry	Punch Pub Company	NN11 4AJ	Circuit Bar	0.16
18	Caseys Club	Market Square, Daventry	Independent Free	NN11 4BH	Other	0.19
19	Plume Of Feathers	19 Market Square, Daventry	Enterprise Inns	NN11 4BH	Community Local	0.19
20	Chasers	11 New Street, Daventry	Independent Free	NN11 4BT	Circuit Bar	0.20
21	Evelyn Wright Social Club	32 Badby Road, Daventry	Independent Free	NN11 4AP	Other	0.31
22	Daventry Working Mens Club	Welton Road, Daventry	Independent Free	NN11 4GL	Other	0.32
23	Daventry Leisure Centre	Ashby Road, Daventry	Independent Free	NN11 0QE	Other	0.34
24	Icon Cafe	Eastern Way, Daventry	Independent Free	NN11 0QB	Cafe / Wine Bar	0.38
25	Peppermill	Westerburg Square, Daventry	Enterprise Inns	NN11 4TQ	Community Local	0.56
26	Pike & Eel	Staverton Road, Grange Estate, Daventry	Punch Pub Company	NN11 4RB	Community Local	0.69
27	Daventry District Sports Club	Stefen Hill, Daventry	Independent Free	NN11 4ST	Other	0.73
28	Mayfield Park Sports Club	Royal Star Drive, Daventry	Independent Free	NN11 9FZ	Other	0.85
29	Daventry District Golf Club	Norton Road, Daventry	Independent Free	NN11 2LS	Other	0.92
30	Daventry Indoor Bowls Club	Browns Road, Daventry	Independent Free	NN11 4NS	Other	0.95