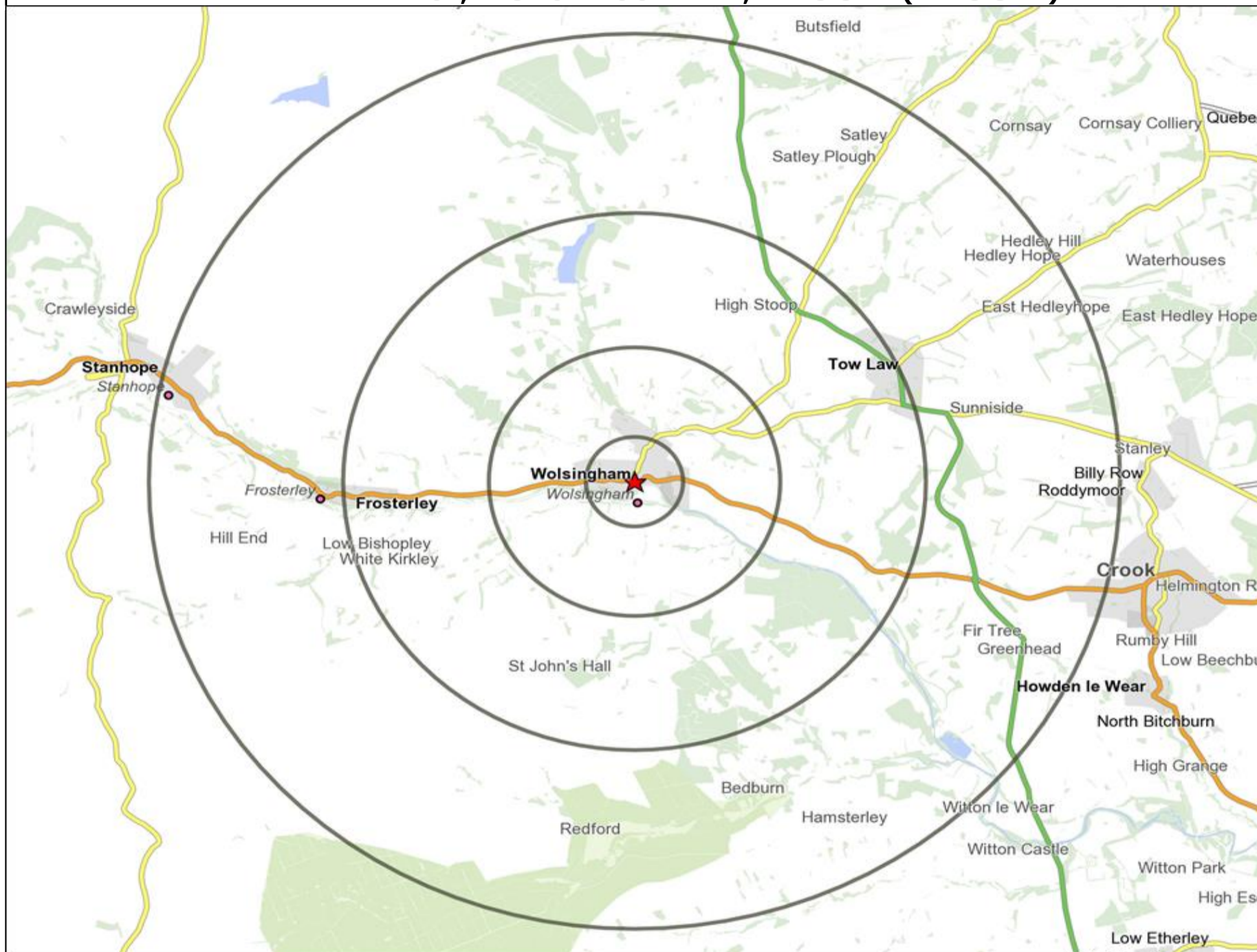




**Customer Profile Report for BLACK BULL, WOLSINGHAM (Punch Outlet Number: 201527)
27 MARKET PLACE, BISHOP AUCKLAND, DL13 3AB (DL13 3AB)**



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

Age Data Table

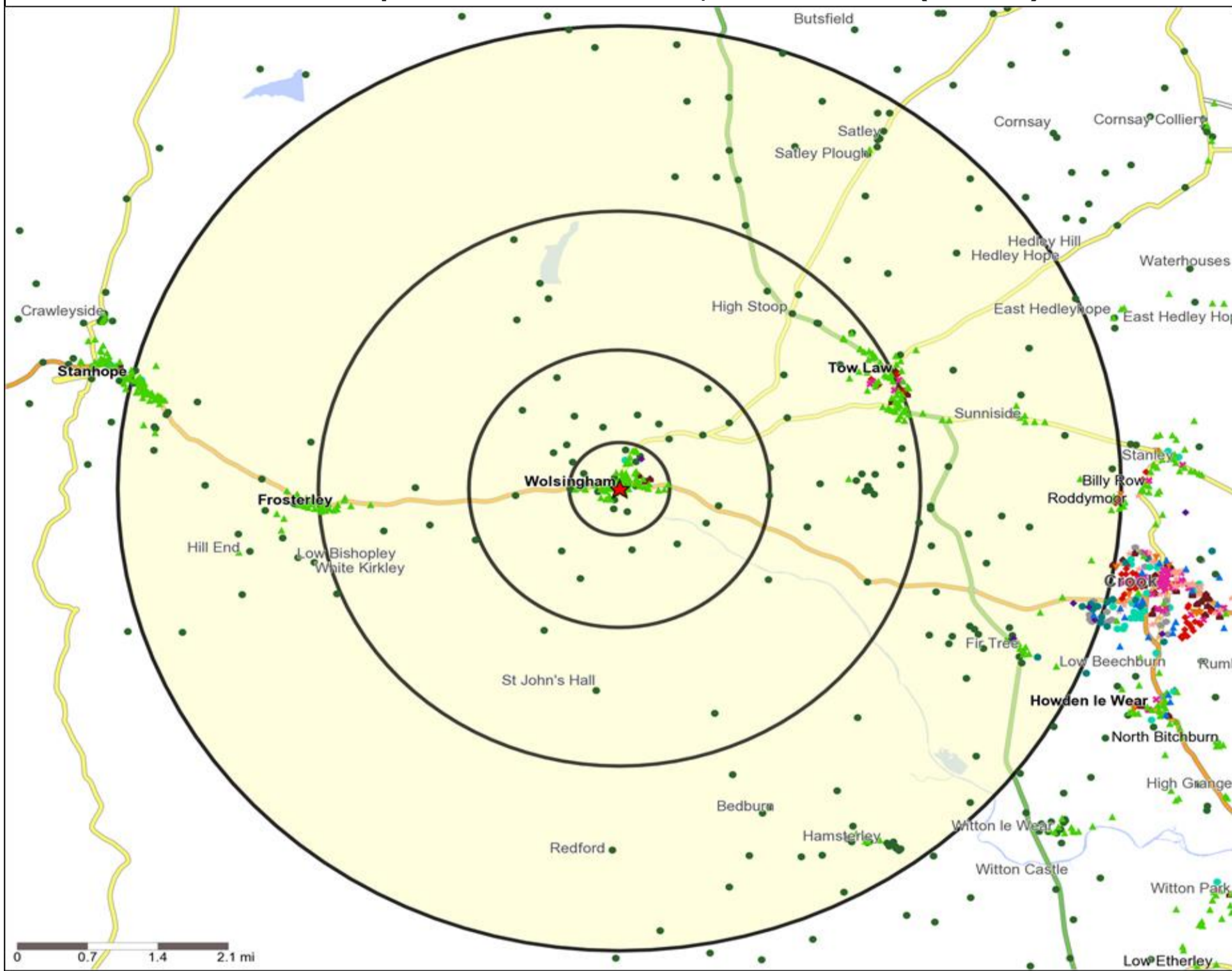
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	312	359	765	1,486	4,650	79	82	90	87	90
16-17	46	48	88	154	530	94	88	84	73	82
18-24	75	80	204	430	1,748	40	38	50	52	70
25-34	149	172	375	728	2,897	52	54	61	58	77
35-44	253	286	576	1,215	3,406	95	96	101	105	97
45-54	312	372	736	1,582	4,428	105	112	115	123	113
55-64	346	386	689	1,494	4,093	146	146	135	145	131
65+	604	636	1,076	2,014	5,923	160	151	133	123	119
Population estimate 2015	2,097	2,339	4,509	9,103	27,675	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	2,049	2,288	4,413	8,749	26,667	99%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	7	7	21	40	126	0%	0%	0%	0%	0%
Asian / Asian British	8	15	24	47	111	0%	1%	1%	1%	0%
Black / African / Caribbean / Black British	0	1	1	2	19	0%	0%	0%	0%	0%
Other Ethnic Group	3	3	4	14	23	0%	0%	0%	0%	0%
All People (Ethnic Group)	2,067	2,314	4,463	8,852	26,946	100	100	100	100	100



Mosaic UK Map and Data: BLACK BULL, WOLSINGHAM (201527)



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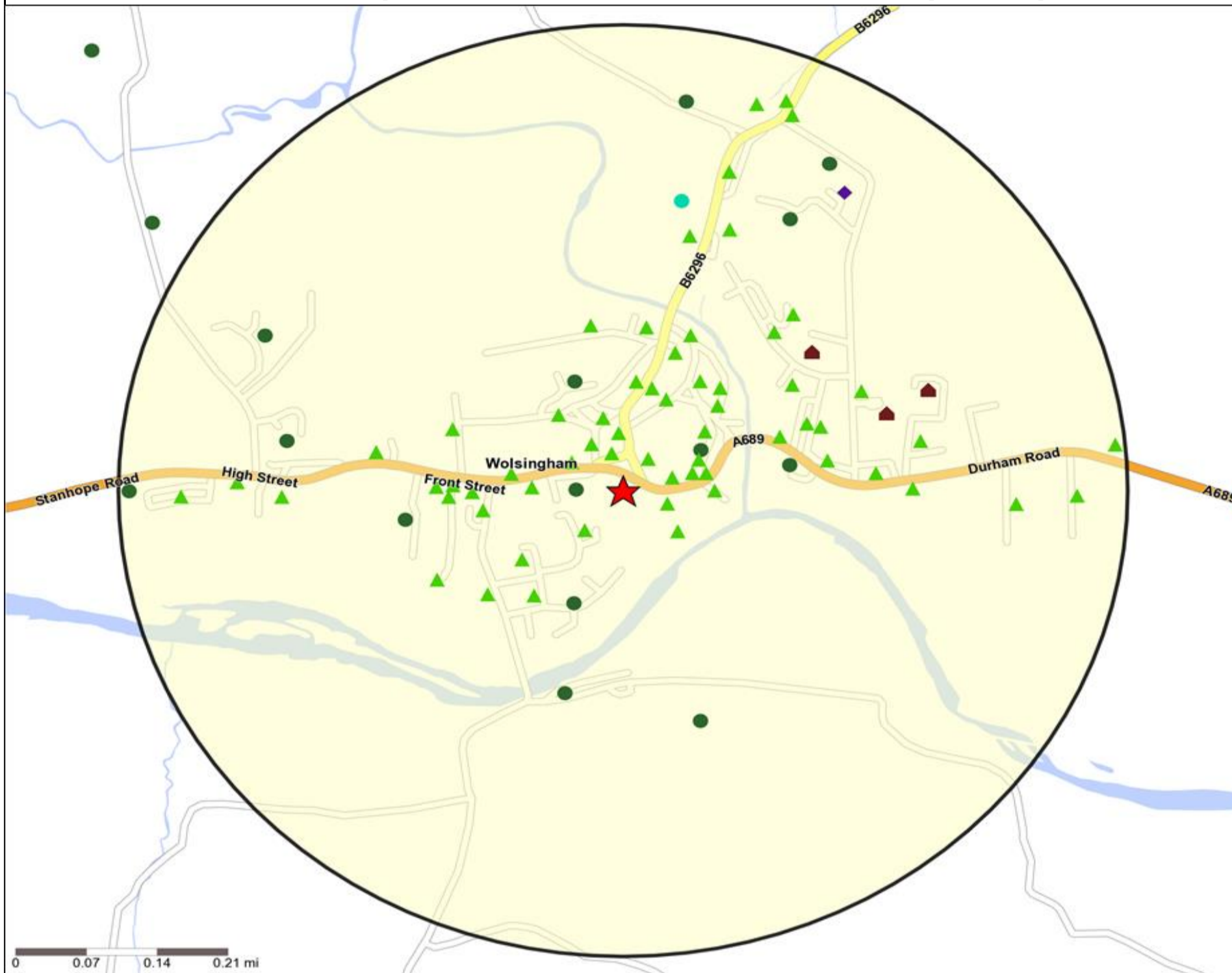
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- F Suburban Stability
- I Family Basics
- M Modest Traditions
- C Country Living
- G Domestic Success
- J Transient Renters
- N Urban Cohesion
- 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
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	10	12	12	72	118	8	9	5	13	7
C Country Living (18+)	248	400	645	1,685	2,665	205	298	254	325	171
D Rural Reality (18+)	1,393	1,430	2,616	4,631	8,979	1,156	1,069	1,032	895	578
E Senior Security (18+)	0	0	17	131	751	0	0	6	22	41
F Suburban Stability (18+)	0	0	0	11	520	0	0	0	2	38
G Domestic Success (18+)	0	0	0	219	747	0	0	0	35	40
H Aspiring Homemakers (18+)	2	2	2	43	1,198	1	1	1	6	59
I Family Basics (18+)	0	0	0	29	433	0	0	0	5	27
J Transient Renters (18+)	0	0	84	131	1,874	0	0	40	30	145
K Municipal Challenge (18+)	0	0	101	289	2,385	0	0	47	66	181
L Vintage Value (18+)	86	86	179	213	1,517	79	71	78	45	107
M Modest Traditions (18+)	0	0	0	9	1,231	0	0	0	3	116
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	0	0	0	0	0	0	0
Adults 18+ estimate 2015	1,739	1,930	3,656	7,463	22,418	100	100	100	100	100



Mosaic UK Map and Data: BLACK BULL, WOLSINGHAM (201527)



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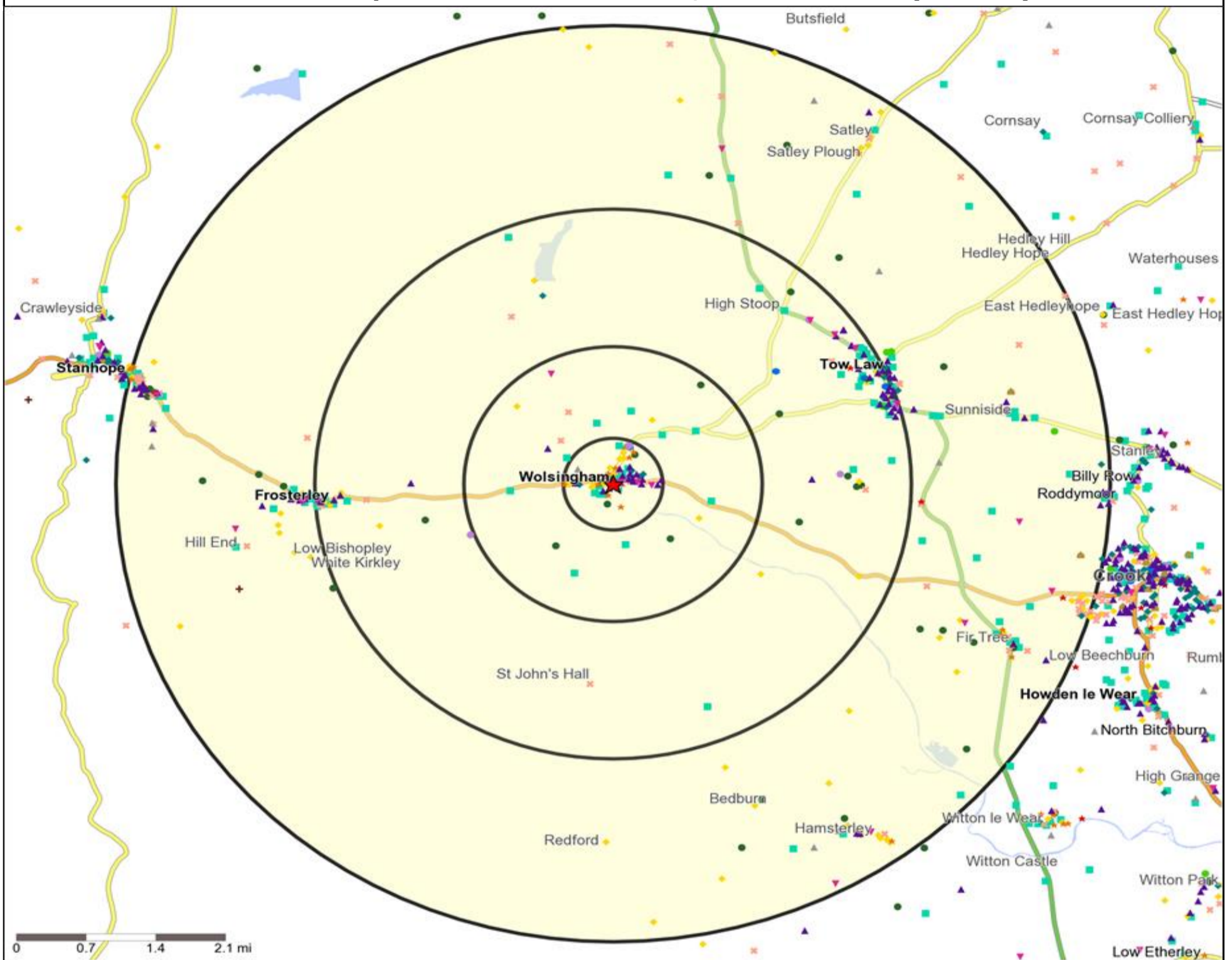
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	10	8
C Country Living (18+)	248	205
D Rural Reality (18+)	1,393	1,156
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	2	1
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	86	79
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,739	100



Occasions Map and Data: BLACK BULL, WOLSINGHAM (201527)



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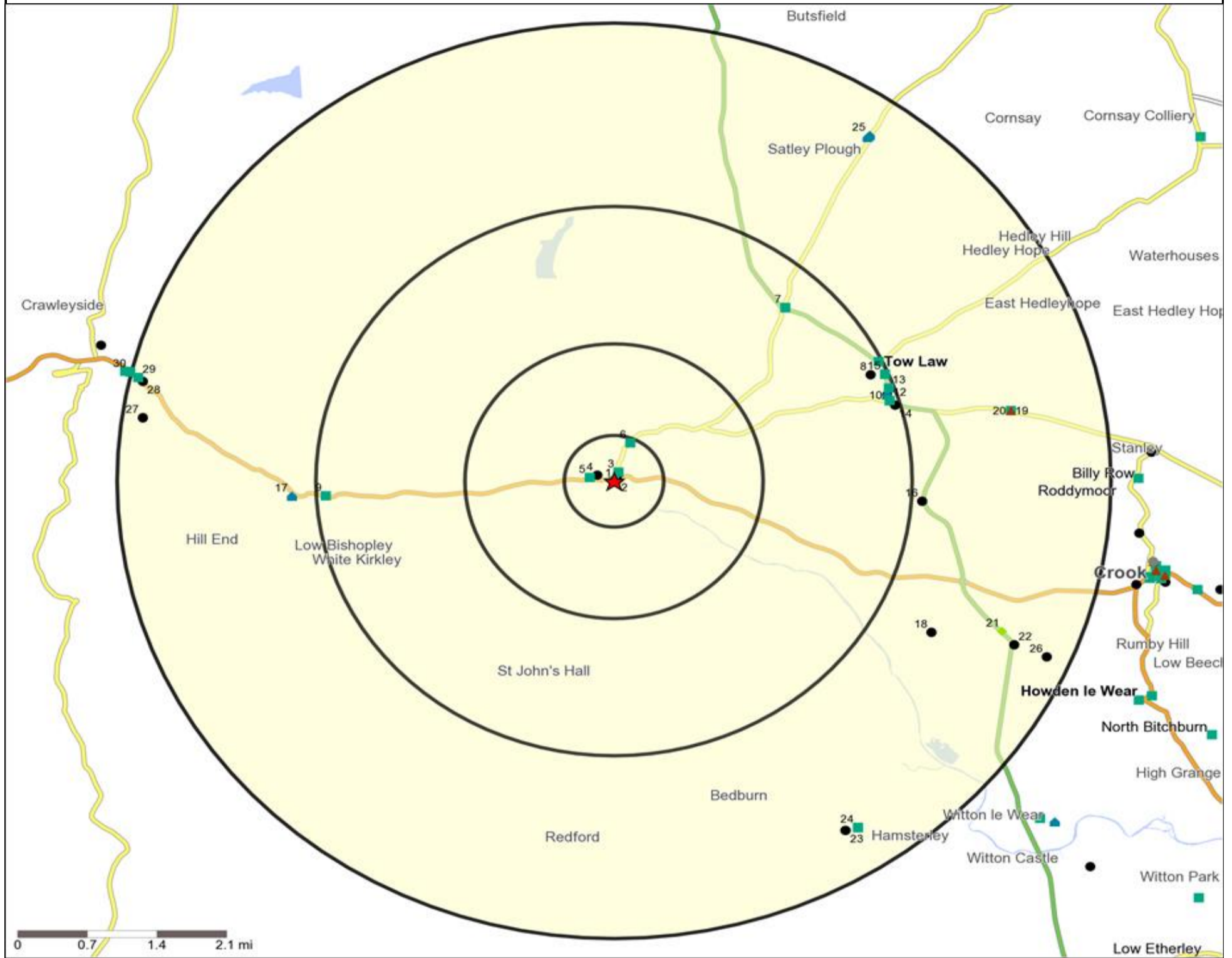
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 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	182	197	368	685	2,279	167	167	169	161	145
02 Early Doors	144	153	292	513	1,997	157	155	161	144	152
03 Everyday is Friday	88	92	181	338	1,240	113	109	117	111	110
04 Weekend Millionaires	94	98	248	502	2,271	84	80	111	114	140
05 Out On The Town	24	28	65	153	1,195	22	24	30	36	77
06 Business and Pleasure	35	40	59	119	399	63	66	53	54	50
07 Sporting Pints	39	41	101	198	1,007	33	32	42	42	58
08 Student Social	58	69	127	240	532	115	126	126	121	73
09 Leisurely Lunch	141	154	275	544	1,658	133	134	130	131	108
10 Wining and Dining	111	123	204	452	1,442	92	94	85	96	83
11 Household Outing	41	42	93	202	1,175	43	40	49	54	85
12 Midweek Meal Deal	90	95	132	224	879	167	163	123	106	113
13 Date Night	141	155	240	506	1,275	164	167	141	151	103
14 Birthday Treat	106	111	187	359	1,214	123	119	109	107	98
15 Pre Show Meal	10	14	21	57	227	34	44	36	49	53
Number of Occasions	1,304	1,412	2,593	5,092	18,790	100	100	100	100	100



Competition Map and Data: BLACK BULL, WOLSINGHAM (201527)



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

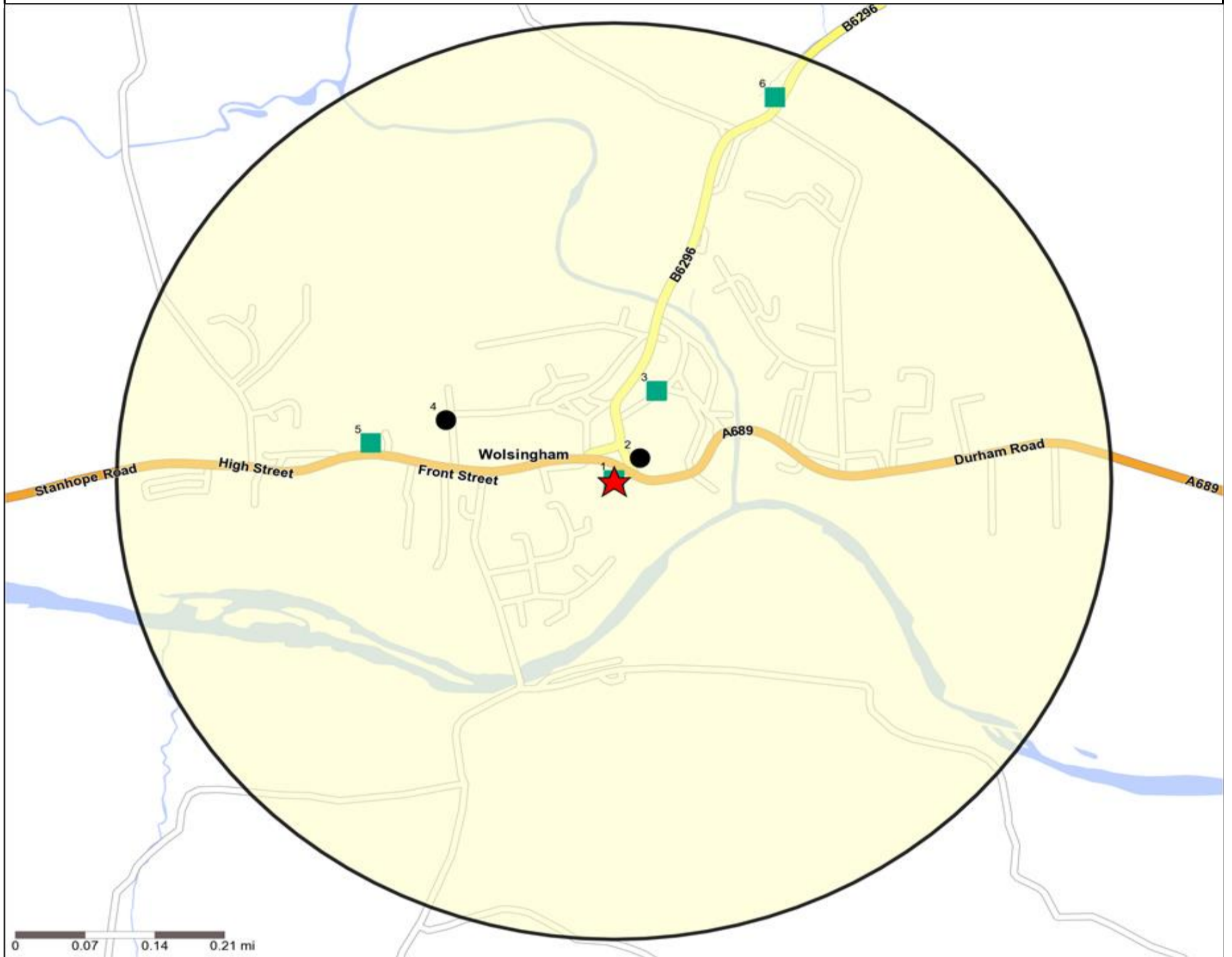


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	0
Circuit Bar	0	0	0	1
Community Local	4	4	9	12
Dry Led	0	0	1	3
Branded Food Pub	0	0	0	0
Rural	0	0	0	1
Other	2	2	5	12
Total	6	6	15	29



Competition Map and Data: BLACK BULL, WOLSINGHAM (201527)



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	4
Dry Led	0
Branded Food Pub	0
Rural	0
Other	2
Total	6



Local Competition: BLACK BULL, WOLSINGHAM (201527)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BLACK BULL, WOLSINGHAM	27 MARKET PLACE, BISHOP AUCKLAND, DL13 3AB	Punch Taverns	DL13 3AB	Punch Taverns	0.00
1	Black Bull Inn	27 Market Place, Wolsingham, Bishop Auckland	Punch Pub Company	DL13 3AB	Community Local	0.00
2	Wolsingham Constitutional Club	15 Market Place, Wolsingham, Bishop Auckland	Independent Free	DL13 3AE	Other	0.04
3	Black Lion	21 Meadhope Street, Wolsingham, Bishop Auckland	*Other Small Retail Groups	DL13 3EN	Community Local	0.11
4	Wolsingham Church Masonic Hall	Church Lane, Wolsingham, Bishop Auckland	Independent Free	DL13 3AN	Other	0.18
5	Mill Race Hotel	8 West End, Wolsingham, Bishop Auckland	Independent Free	DL13 3AP	Community Local	0.25
6	Bay Horse	59 Uppertown, Wolsingham, Bishop Auckland	Camerons	DL13 3EX	Community Local	0.45
7	Brown Horse	High Stoop, Tow Law, Bishop Auckland	Independent Free	DL13 4HJ	Community Local	2.56
8	Tow Law Town Football Club	Ironworks Road, Tow Law, Bishop Auckland	Independent Free	DL13 4EQ	Other	2.83
9	Frosterley Inn	99 Front Street, Frosterley, Bishop Auckland	Punch Pub Company	DL13 2RH	Community Local	2.90
10	Northpoint Hotel	1 High Street, Tow Law, Bishop Auckland	Independent Free	DL13 4DL	Dry Led	2.91
11	Club X	5 High Street, Tow Law, Bishop Auckland	Independent Free	DL13 4DL	Other	2.91
12	Black Horse Tavern	107 High Street, Tow Law, Bishop Auckland	Independent Free	DL13 4DN	Community Local	2.91
13	Station Bar & Kitchen	63 High Street, Tow Law, Bishop Auckland	Independent Free	DL13 4DP	Community Local	2.95
14	Tow Law Freemasons	Bridge Street, Tow Law, Bishop Auckland	Independent Free	DL13 4LE	Other	2.95
15	New Market Hotel	2 Castle Bank, Tow Law, Bishop Auckland	Dorbiere	DL13 4AA	Community Local	2.97
16	Helme Park Hall Country Hotel	Helme Park Nr Firtre, Tow Law, Bishop Auckland	Independent Free	DL13 4NW	Other	3.11
17	Black Bull House	Bridge End, Frosterley, Bishop Auckland	Independent Free	DL13 2SL	Dry Led	3.25
18	Police Training Centre	Fir Tree, Crook	Independent Free	DL15 8DS	Other	3.60
19	Comedians	117 Front Street, Sunnyside, Bishop Auckland	Independent Free	DL13 4LW	Circuit Bar	4.07
20	Moss Inn	78 Front Street, Sunnyside, Bishop Auckland	Independent Free	DL13 4LW	Community Local	4.07
21	Duke Of York Inn	Fir Tree, Crook	Camerons	DL15 8DG	Rural Character	4.24
22	Fir Tree Country Hotel	The Grove, Fir Tree, Crook	Independent Free	DL15 8DD	Other	4.40
23	Hamsterly Working Mens Club & Institute	Hamsterley, Bishop Auckland	Independent Free	DL13 3QF	Other	4.47
24	Cross Keys	Eastgate, Hamsterley, Bishop Auckland	Punch Pub Company	DL13 3PX	Community Local	4.51
25	Punch Bowl Inn	Satley, Bishop Auckland	Independent Free	DL13 4HU	Dry Led	4.57
26	Greenhead Country House	5-6 Green Head, Fir Tree, Crook	Independent Free	DL15 8BL	Other	4.76
27	Heather View Leisure Park	Stanhope, Bishop Auckland	Independent Free	DL13 2PS	Other	4.79
28	Stanhope Working Mens Club & Institute	4 Dales Terrace, Stanhope, Bishop Auckland	Independent Free	DL13 2XH	Other	4.86
29	Queens Head Hotel	89 Front Street, Stanhope, Bishop Auckland	Independent Free	DL13 2UB	Community Local	4.92
30	Bonny Moorhen	25 Front Street, Stanhope, Bishop Auckland	Hawthorn Leisure	DL13 2TS	Community Local	5.01