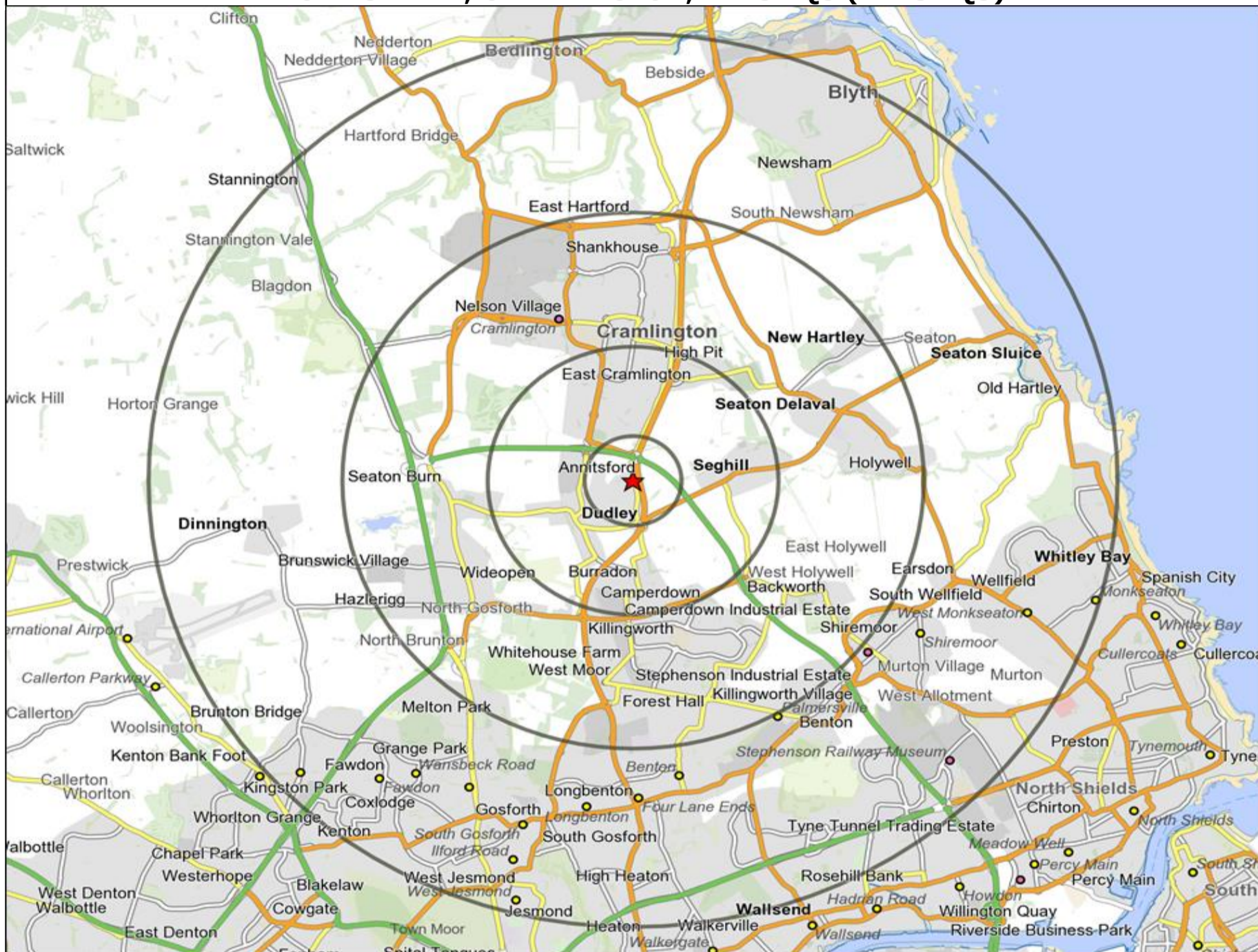




**Customer Profile Report for BRIDGE INN, CRAMLINGTON (Punch Outlet Number: 201551)
FRONT STREET, CRAMLINGTON, NE23 7QS (NE23 7QS)**



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

Age Data Table

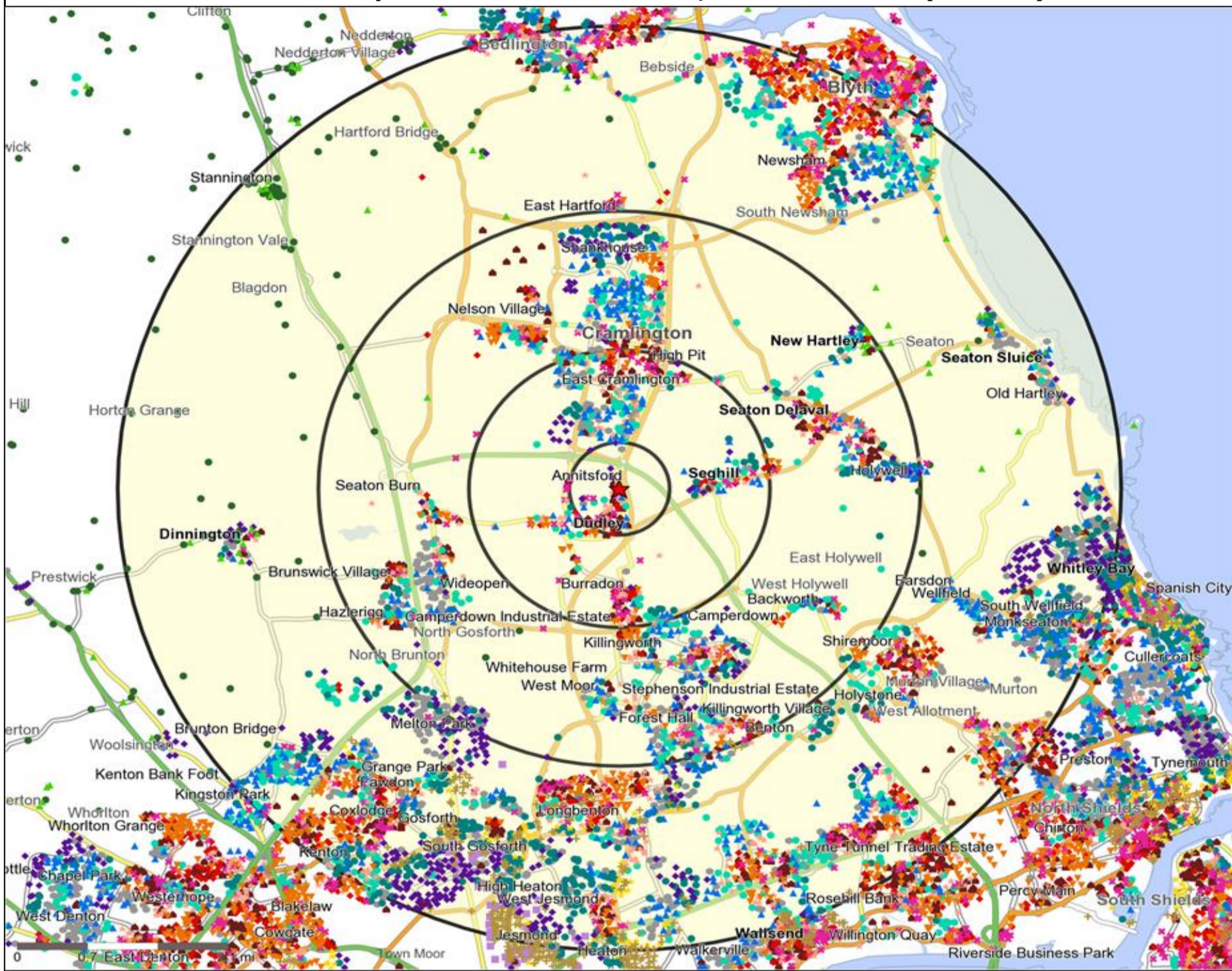
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	486	3,550	14,896	50,026	82,233	94	86	95	95	96
16-17	59	484	2,003	6,752	10,746	92	95	103	104	101
18-24	191	1,727	6,191	25,670	40,648	77	87	82	101	98
25-34	327	2,760	10,471	36,523	61,350	87	92	92	95	98
35-44	342	2,567	10,422	34,165	56,334	98	92	99	96	97
45-54	411	2,863	11,473	38,805	64,046	105	92	97	98	99
55-64	357	3,061	11,242	35,185	56,264	115	123	119	111	109
65+	581	5,006	16,661	52,803	85,545	117	126	111	105	104
Population estimate 2015	2,754	22,018	83,359	279,929	457,166	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	2,665	21,653	80,626	261,878	428,056	98%	99%	98%	95%	95%
Mixed / Multiple Ethnic Groups	19	130	589	2,488	4,091	1%	1%	1%	1%	1%
Asian / Asian British	24	129	924	8,595	12,456	1%	1%	1%	3%	3%
Black / African / Caribbean / Black British	4	27	143	1,180	2,322	0%	0%	0%	0%	1%
Other Ethnic Group	3	12	96	1,433	2,183	0%	0%	0%	1%	0%
All People (Ethnic Group)	2,715	21,951	82,378	275,574	449,108	100	100	100	100	100



Mosaic UK Map and Data: BRIDGE INN, CRAMLINGTON (201551)



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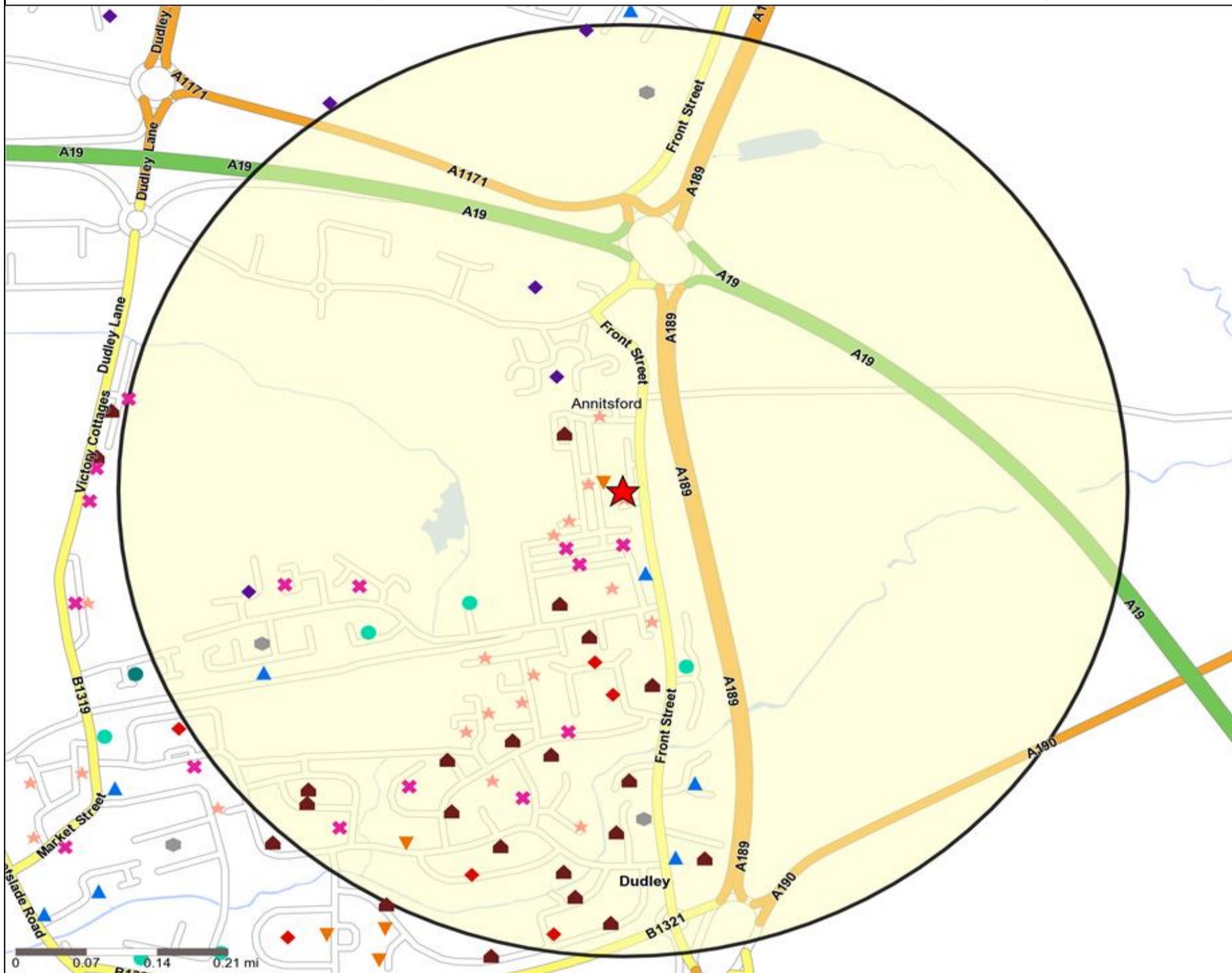
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▲ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- ▲ L Vintage Value
- ★ M Modest Traditions
- ★ 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
A City Prosperity (18+)	0	0	0	1,788	1,683	0	0	0	19	11
B Prestige Positions (18+)	36	512	3,158	15,466	18,448	23	39	66	95	70
C Country Living (18+)	0	0	62	827	1,860	0	0	1	5	7
D Rural Reality (18+)	0	0	139	1,302	1,705	0	0	3	8	7
E Senior Security (18+)	35	2,137	7,488	26,416	39,583	20	147	139	146	134
F Suburban Stability (18+)	164	2,135	9,545	24,465	32,660	124	196	236	180	147
G Domestic Success (18+)	61	798	6,202	23,746	32,792	34	53	112	127	107
H Aspiring Homemakers (18+)	152	2,249	9,764	25,720	36,758	77	139	162	127	111
I Family Basics (18+)	113	1,544	6,335	18,464	36,033	72	120	133	115	138
J Transient Renters (18+)	318	1,793	4,765	13,227	28,636	255	174	125	103	137
K Municipal Challenge (18+)	230	1,297	2,922	11,585	26,253	181	124	75	89	123
L Vintage Value (18+)	579	2,359	6,692	19,695	39,283	425	210	161	141	172
M Modest Traditions (18+)	474	2,764	7,710	18,785	31,034	461	326	245	178	180
N Urban Cohesion (18+)	0	0	0	2,461	5,598	0	0	0	21	29
O Rental Hubs (18+)	0	241	1,335	18,367	30,495	0	18	26	107	109
Adults 18+ estimate 2015	2,162	17,829	66,117	222,314	362,821	100	100	100	100	100



Mosaic UK Map and Data: BRIDGE INN, CRAMLINGTON (201551)



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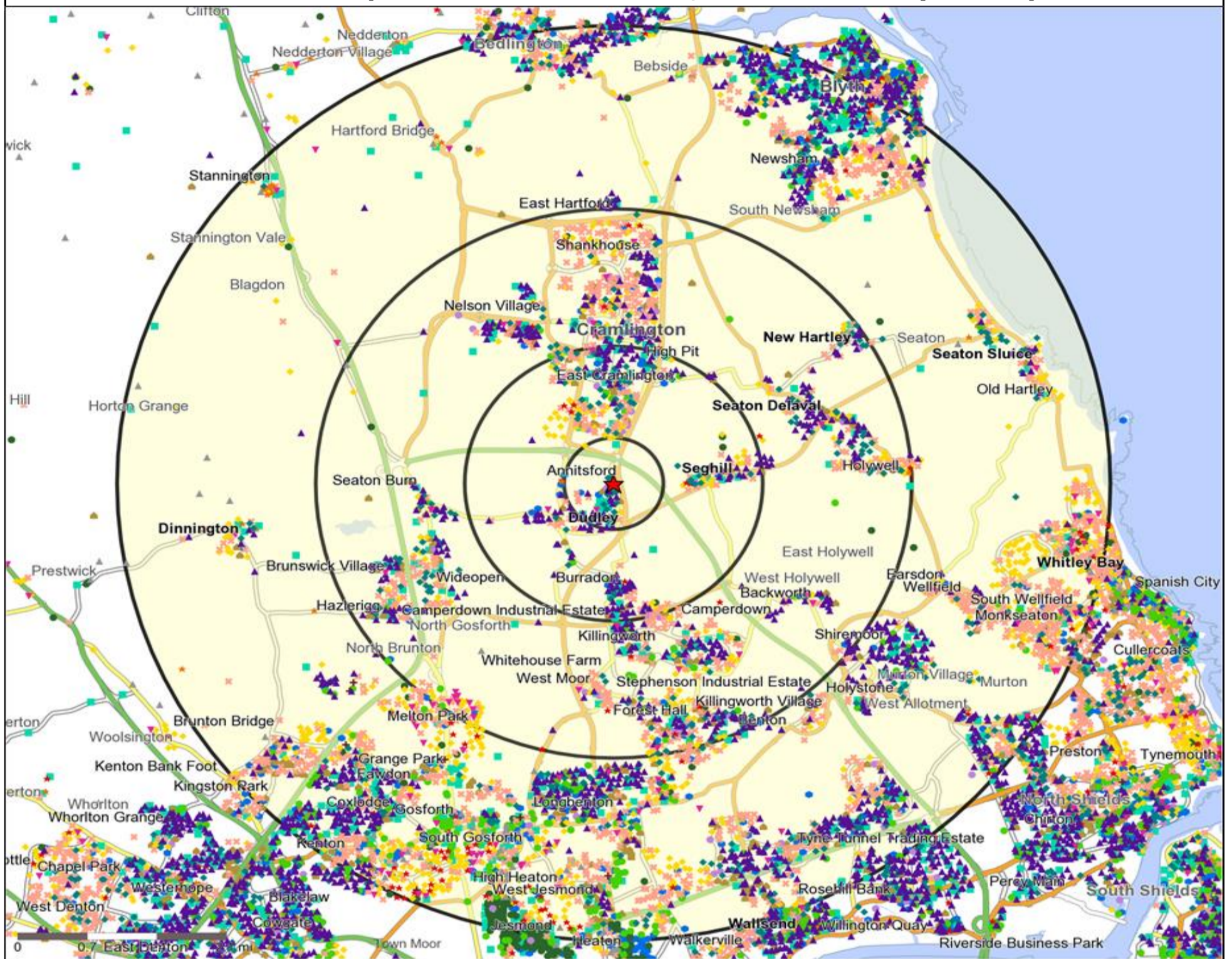
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- C Country Living
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- K Municipal Challenge
- G Domestic Success
- 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+)	36	23
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	35	20
F Suburban Stability (18+)	164	124
G Domestic Success (18+)	61	34
H Aspiring Homemakers (18+)	152	77
I Family Basics (18+)	113	72
J Transient Renters (18+)	318	255
K Municipal Challenge (18+)	230	181
L Vintage Value (18+)	579	425
M Modest Traditions (18+)	474	461
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	2,162	100



Occasions Map and Data: BRIDGE INN, CRAMLINGTON (201551)



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- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- 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	239	1,614	5,174	16,523	30,300	133	113	99	94	104
02 Early Doors	264	1,766	5,786	16,718	28,772	175	148	132	114	118
03 Everyday is Friday	150	1,163	4,088	13,116	22,104	117	114	110	105	106
04 Weekend Millionaires	282	2,014	6,890	20,732	37,769	152	137	128	115	125
05 Out On The Town	190	1,472	5,335	19,115	32,951	107	104	103	110	114
06 Business and Pleasure	39	343	1,478	6,316	10,194	42	47	55	70	68
07 Sporting Pints	148	1,052	3,835	14,271	26,017	75	67	67	74	81
08 Student Social	36	327	1,456	9,733	13,254	43	49	60	120	98
09 Leisurely Lunch	169	1,353	4,914	16,109	26,469	97	97	97	94	93
10 Wining and Dining	121	1,356	5,787	19,067	28,645	61	86	100	98	88
11 Household Outing	185	1,482	5,357	16,336	27,486	117	118	117	106	107
12 Midweek Meal Deal	102	766	2,643	8,573	15,521	115	109	103	99	108
13 Date Night	68	958	4,209	14,857	21,500	48	85	103	108	94
14 Birthday Treat	127	1,058	4,145	13,772	21,193	90	94	101	100	92
15 Pre Show Meal	26	304	1,243	4,358	6,979	53	79	88	92	88
Number of Occasions	2,146	17,028	62,340	209,596	349,154	100	100	100	100	100



Competition Map and Data: BRIDGE INN, CRAMLINGTON (201551)



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

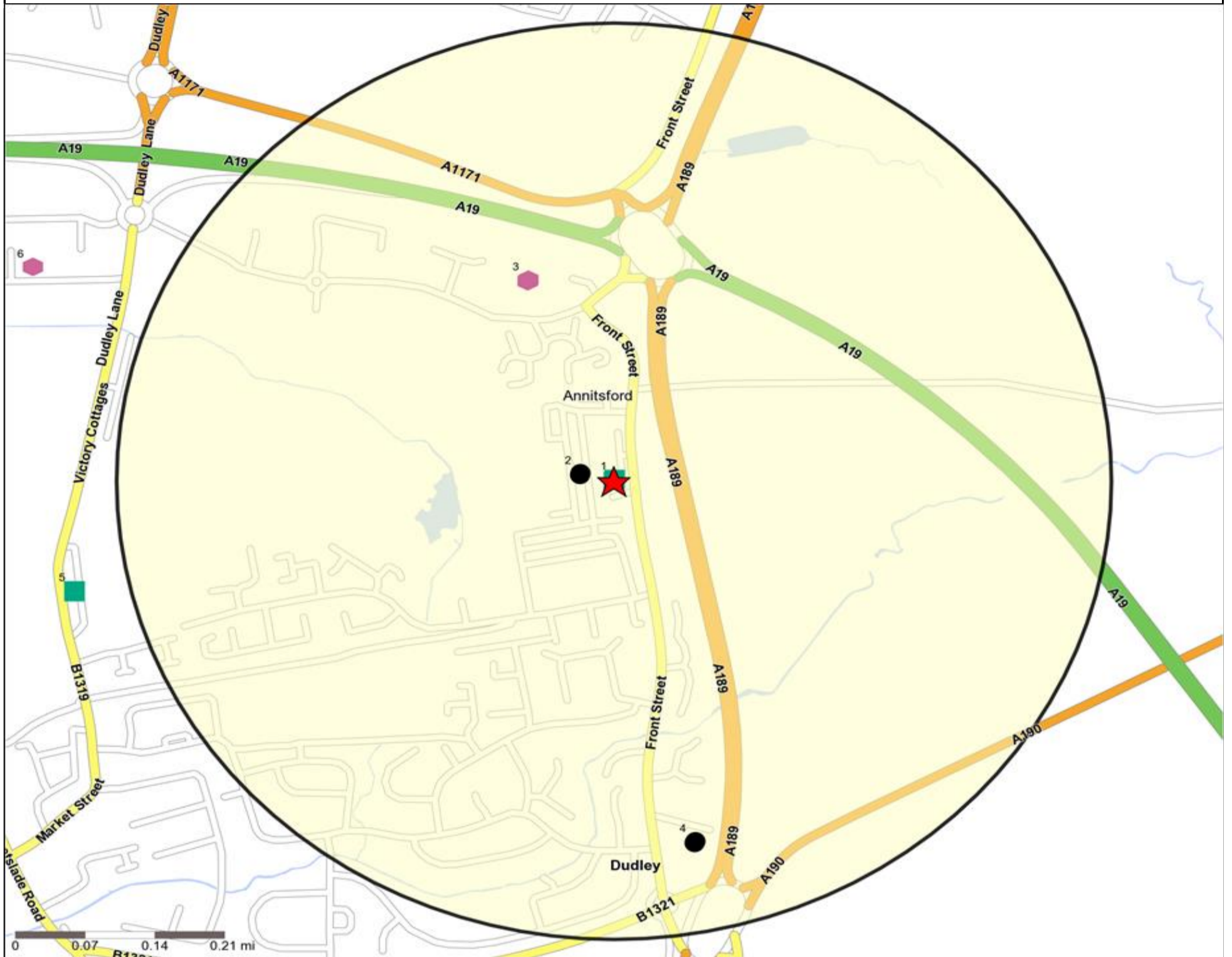
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Community Local
- Rivers, Canals and Lakes

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	4
Circuit Bar	0	0	5	22
Community Local	1	10	25	74
Dry Led	0	0	5	12
Branded Food Pub	1	3	7	17
Rural	0	0	0	1
Other	2	15	60	182
Total	4	28	102	312



Competition Map and Data: BRIDGE INN, CRAMLINGTON (201551)



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	1
Rural	0
Other	2
Total	4



Local Competition: BRIDGE INN, CRAMLINGTON (201551)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BRIDGE INN, CRAMLINGTON	FRONT STREET, CRAMLINGTON, NE23 7QS	Punch Taverns	NE23 7QS	Punch Taverns	0.00
1	Bridge Inn	Front Street, Annitsford, Cramlington	Punch Pub Company	NE23 7QS	Community Local	0.00
2	United Irish League Club	1 Barras Avenue, Annitsford, Cramlington	Independent Free	NE23 7QX	Other	0.03
3	Moor Farm	Off Farm Street, Annitsford, Cramlington	Whitbread	NE23 7QA	Branded Food	0.24
4	Pioneer Club	Seghill Road End, Dudley, Cramlington	Independent Free	NE23 7BE	Other	0.40
5	Clayton Arms	Grieves Row, Dudley, Cramlington	Punch Pub Company	NE23 7PX	Community Local	0.56
6	Willow Farm	Northumberland Business Park West, Cramlington	Greene King	NE23 7RH	Branded Food	0.63
7	Dudley Weetslade Wm & Social Club	Clayton Street, Dudley, Cramlington	Independent Free	NE23 7HY	Other	0.71
8	Dudley Hotel	Market Street, Dudley, Cramlington	Trust Inns	NE23 7HS	Community Local	0.77
9	Bay Horse	Sandersons Terrace, Cramlington	Mitchells & Butlers	NE23 6XB	Branded Food	0.78
10	Dudley District Working Mens Club	Western Terrace, Dudley, Cramlington	Independent Free	NE23 7JF	Other	0.83
11	Seghill Comrades Club & Institute	Front Street, Seghill, Cramlington	Independent Free	NE23 7TQ	Other	0.83
12	Benedictine Catholic Social Club	Glenluce Court, Cramlington	Independent Free	NE23 6YA	Other	0.88
13	Seghill Social Club	Barrass Avenue, Seghill, Cramlington	Independent Free	NE23 7ST	Other	0.97
14	Seghill Rugby Club	Welfare Park, Seghill, Cramlington	Independent Free	NE23 7EZ	Other	1.06
15	Cramlington Sporting Club	Highburn, Cramlington	Independent Free	NE23 6BN	Other	1.13
16	Camper Down Social Club	Front Street, Burradon, Cramlington	Independent Free	NE23 7NL	Other	1.22
17	Blake Arms	Station Road, Seghill, Cramlington	Star Pubs & Bars	NE23 7EF	Community Local	1.26
18	Bay Leaf	Front Street, Klondyke, Cramlington	Independent Free	NE23 6RF	Other	1.28
19	Camperdown Hotel	Front Street, Camperdown, Newcastle Upon Tyne	Admiral Taverns Ltd	NE12 5UT	Community Local	1.29
20	Travellers Rest	Front Street, Camperdown, Newcastle Upon Tyne	Independent Free	NE12 5UT	Community Local	1.29
21	Grey Horse	Front Street, Camperdown, Newcastle Upon Tyne	Unknown	NE12 5UT	Community Local	1.29
22	Lal Qila Tandoori Restaurant	Dudley Lane, Dudley, Cramlington	Independent Free	NE23 7JT	Other	1.32
23	Clef And Cask	Dewley, Cramlington	Independent Free	NE23 6DT	Community Local	1.32
24	Half Way House	Station Road, Camperdown, Newcastle Upon Tyne	Independent Free	NE12 5UX	Community Local	1.37
25	Shankhouse Central Working Mens Club	Clifton Road, Cramlington	Independent Free	NE23 6TQ	Other	1.39
26	Burton House	High Pit Road, Cramlington	Star Pubs & Bars	NE23 6RB	Community Local	1.44
27	Cramlington Junior Football Club	High Pit Road, Cramlington	Independent Free	NE23 6RA	Other	1.47
28	Fox Barracks	High Pit Road, Cramlington	Independent Free	NE23 6RA	Other	1.47
29	John The Clerk Of Cramlington	2 Village Road, Cramlington	Wetherspoon	NE23 2AQ	Circuit Bar	1.53
30	Arcot Hall Golf Club	Arcot Lane, Dudley, Cramlington	Independent Free	NE23 7QP	Other	1.54