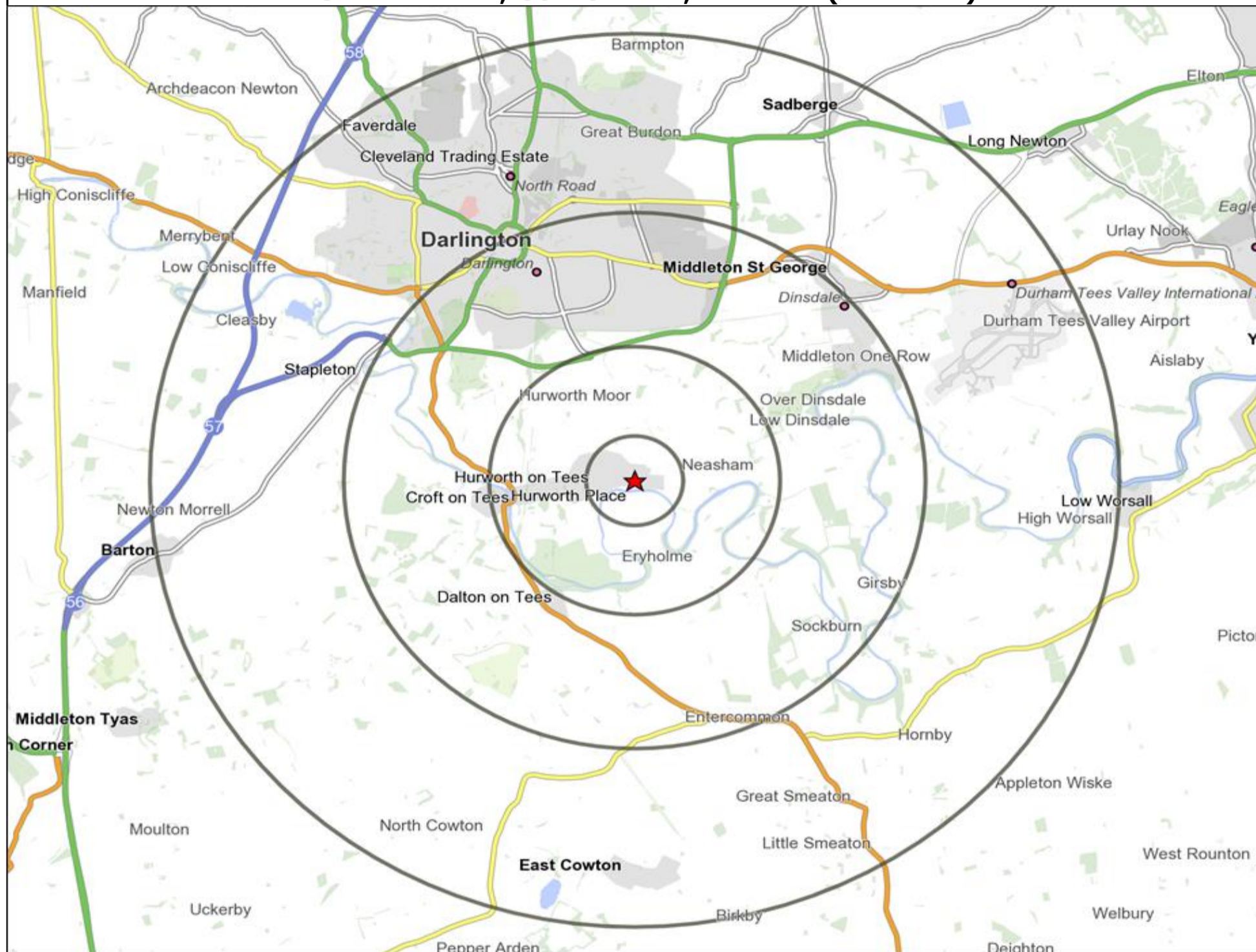




**Customer Profile Report for OTTER & FISH INN, HURWORTH DA (Punch Outlet Number: 200031 STRAIT LANE, CO DURHAM, DL2 2AH (DL 2 2AH))**



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

**Age Data Table**

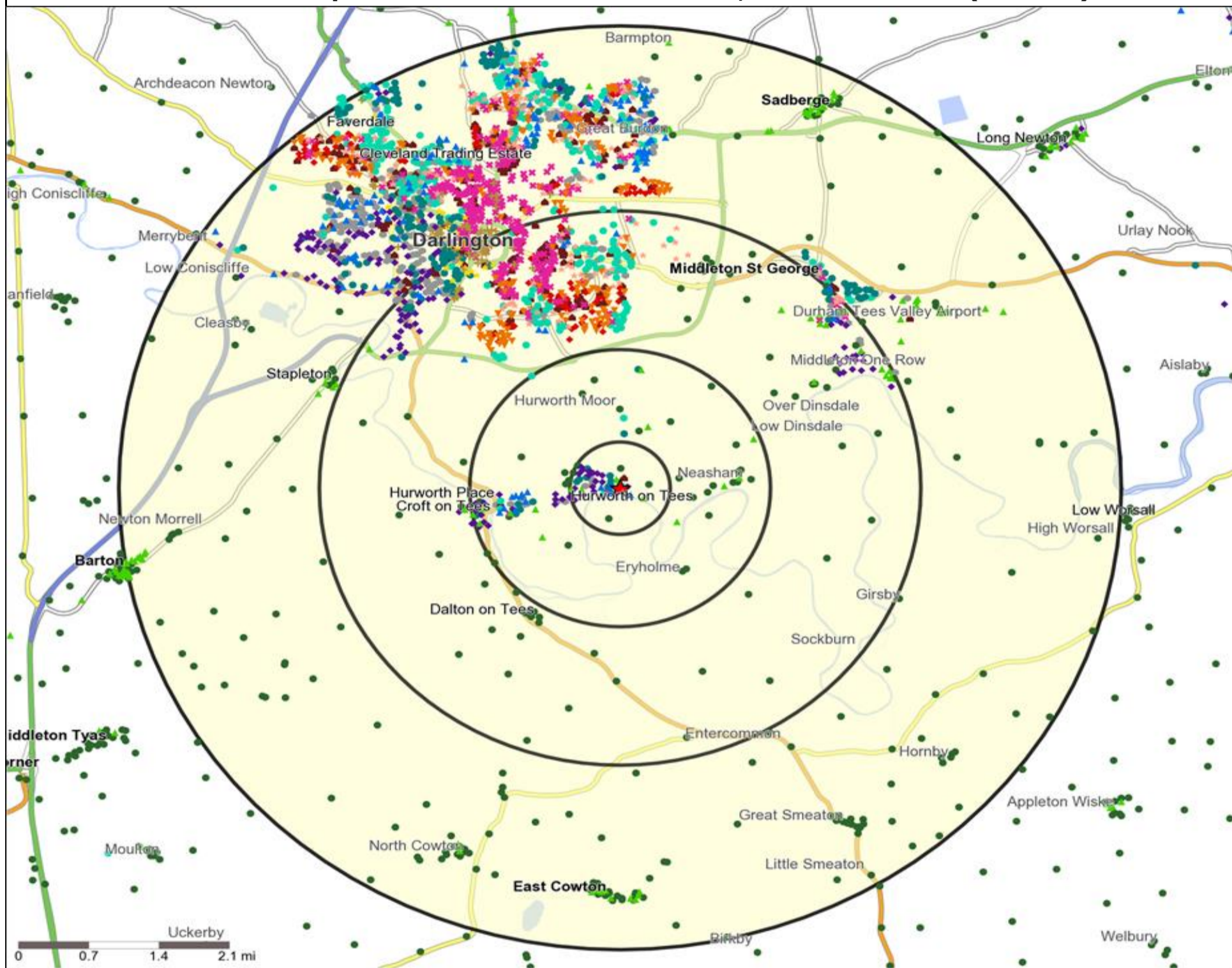
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	218	538	6,792	19,781	18,521	83	81	104	100	98
16-17	35	71	811	2,497	2,348	108	86	100	102	101
18-24	57	160	2,791	7,979	7,538	45	50	88	83	83
25-34	98	264	4,565	13,128	12,325	51	55	96	91	90
35-44	177	430	4,045	12,914	12,131	100	96	91	96	95
45-54	224	564	4,965	15,461	14,763	113	112	100	103	104
55-64	222	539	4,129	12,928	12,476	140	135	105	108	110
65+	368	976	6,835	20,899	20,210	146	153	109	110	112
<b>Population estimate 2015</b>	<b>1,399</b>	<b>3,542</b>	<b>34,933</b>	<b>105,587</b>	<b>100,312</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	1,398	3,441	32,967	99,894	94,866	99%	98%	96%	96%	96%
Mixed / Multiple Ethnic Groups	5	20	395	1,121	1,069	0%	1%	1%	1%	1%
Asian / Asian British	3	23	695	2,184	2,111	0%	1%	2%	2%	2%
Black / African / Caribbean / Black British	0	3	144	358	342	0%	0%	0%	0%	0%
Other Ethnic Group	4	9	276	603	562	0%	0%	1%	1%	1%
<b>All People (Ethnic Group)</b>	<b>1,410</b>	<b>3,496</b>	<b>34,477</b>	<b>104,160</b>	<b>98,950</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Mosaic UK Map and Data: OTTER & FISH INN, HURWORTH DA (200039)



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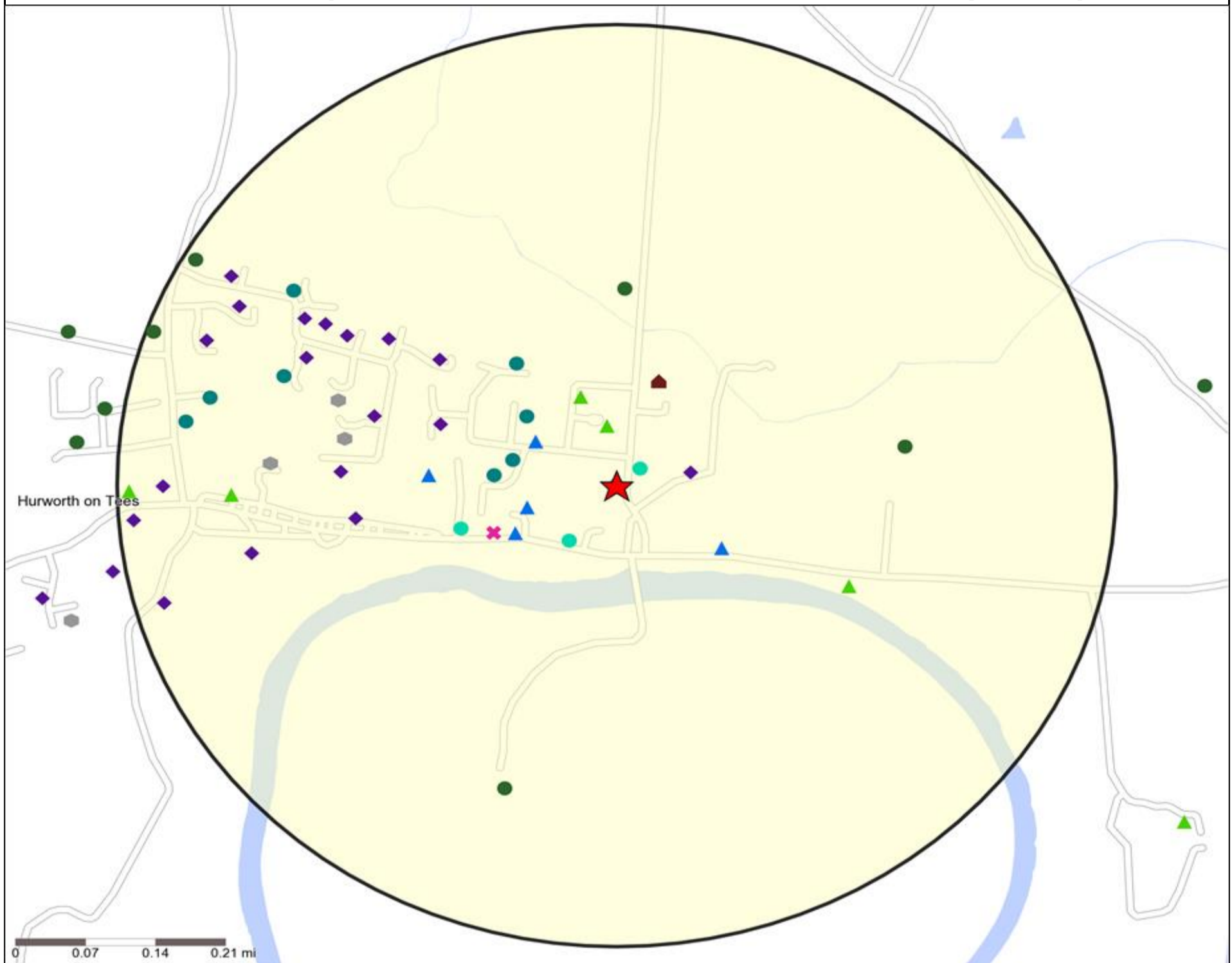
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
-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

#### Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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	22	22	0	0	0	1	1
<b>B Prestige Positions (18+)</b>	366	582	1,680	4,249	4,197	438	272	85	70	73
<b>C Country Living (18+)</b>	33	510	1,191	3,512	3,760	41	250	63	61	69
<b>D Rural Reality (18+)</b>	118	444	980	2,215	2,587	148	218	52	39	47
<b>E Senior Security (18+)</b>	66	237	1,670	8,490	8,247	71	99	75	126	128
<b>F Suburban Stability (18+)</b>	111	404	899	5,466	4,993	158	226	54	108	104
<b>G Domestic Success (18+)</b>	212	354	1,417	6,571	5,737	220	144	62	94	86
<b>H Aspiring Homemakers (18+)</b>	166	282	4,207	11,806	10,856	159	106	170	157	151
<b>I Family Basics (18+)</b>	0	0	3,496	7,534	6,976	0	0	178	126	122
<b>J Transient Renters (18+)</b>	35	49	3,575	13,100	12,913	53	29	227	274	283
<b>K Municipal Challenge (18+)</b>	0	0	1,798	3,946	3,323	0	0	112	81	72
<b>L Vintage Value (18+)</b>	40	71	2,953	7,914	7,580	55	38	172	152	152
<b>M Modest Traditions (18+)</b>	0	0	2,253	5,377	5,233	0	0	174	137	139
<b>N Urban Cohesion (18+)</b>	0	0	347	777	744	0	0	24	18	18
<b>O Rental Hubs (18+)</b>	0	0	766	1,827	1,789	0	0	37	29	29
<b>Adults 18+ estimate 2015</b>	<b>1,147</b>	<b>2,933</b>	<b>27,232</b>	<b>82,806</b>	<b>78,957</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: OTTER & FISH INN, HURWORTH DA (200039)**



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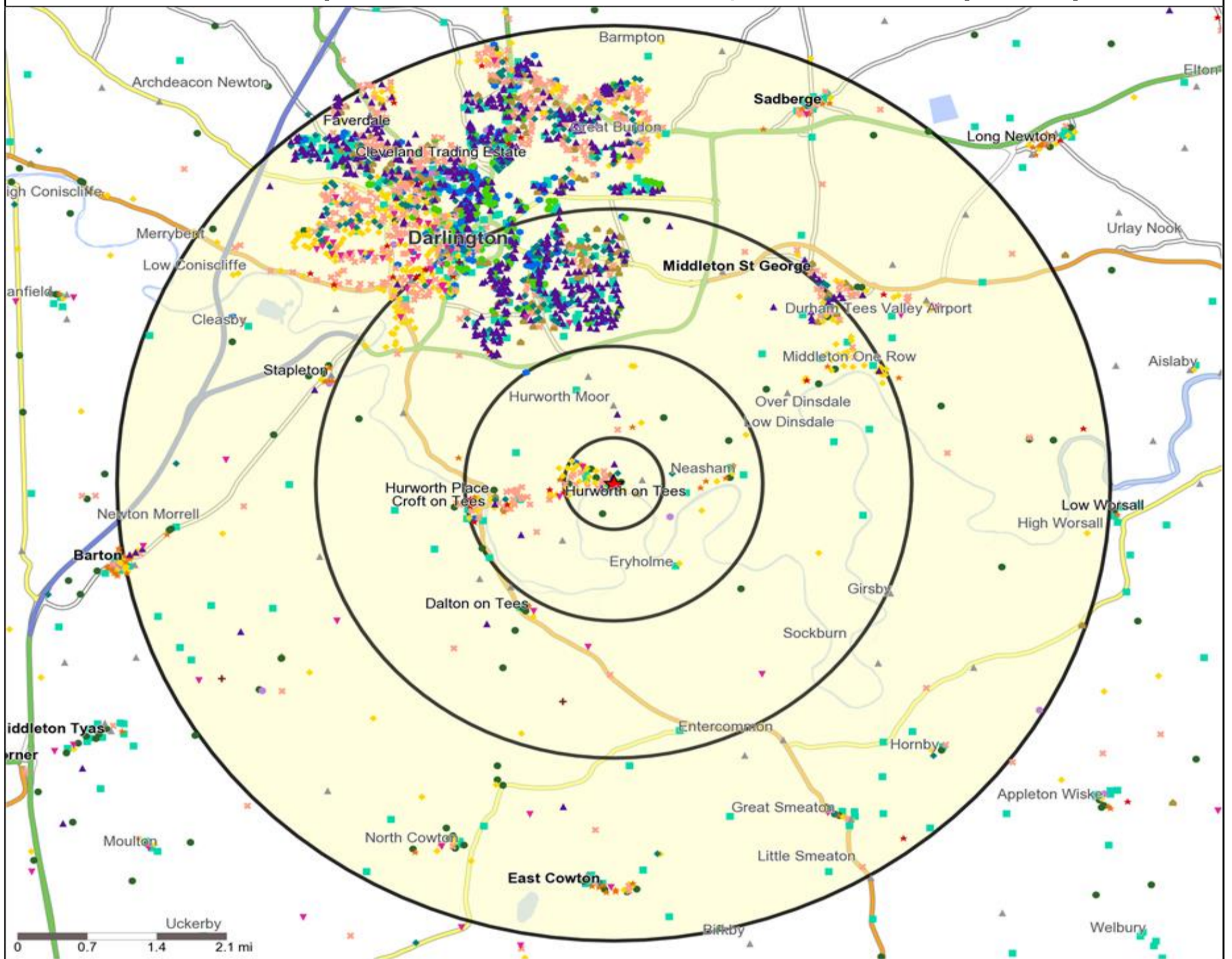
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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+)	366	438
C Country Living (18+)	33	41
D Rural Reality (18+)	118	148
E Senior Security (18+)	66	71
F Suburban Stability (18+)	111	158
G Domestic Success (18+)	212	220
H Aspiring Homemakers (18+)	166	159
I Family Basics (18+)	0	0
J Transient Renters (18+)	35	53
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	40	55
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>1,147</b>	<b>100</b>



### Occasions Map and Data: OTTER & FISH INN, HURWORTH DA (200039)



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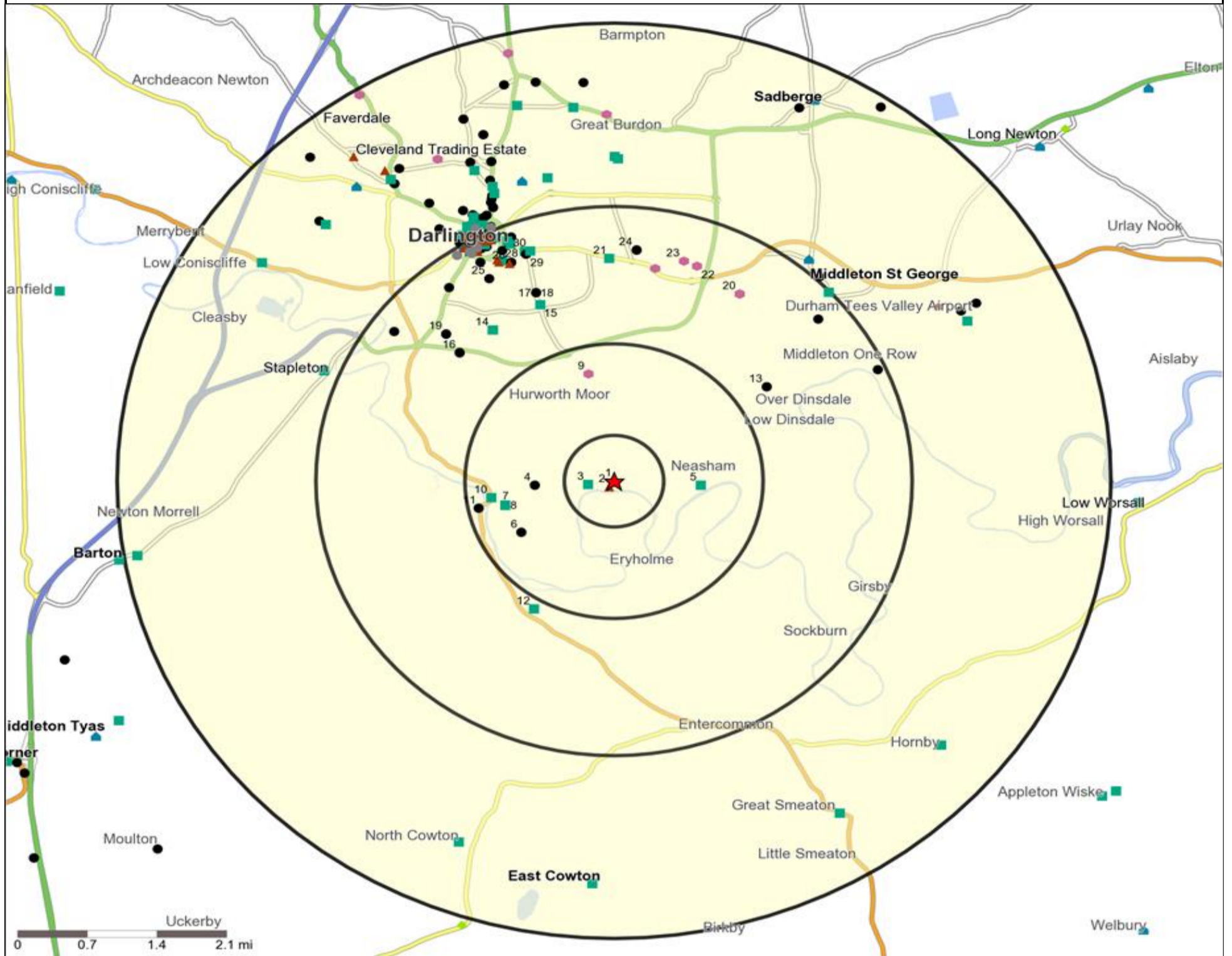
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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	72	174	2,700	7,290	6,973	89	87	119	109	110
02 Early Doors	77	187	2,304	6,488	6,183	113	112	121	116	117
03 Everyday is Friday	59	138	1,621	4,748	4,507	102	97	100	99	100
04 Weekend Millionaires	54	137	3,426	9,183	8,544	65	67	146	133	131
05 Out On The Town	59	148	2,623	7,566	7,135	73	75	116	114	114
06 Business and Pleasure	23	73	769	2,296	2,176	55	71	66	67	67
07 Sporting Pints	40	79	2,209	5,995	5,672	45	36	89	82	82
08 Student Social	47	115	565	2,023	1,927	125	124	54	65	66
09 Leisurely Lunch	99	236	2,061	6,249	5,951	125	121	93	96	96
10 Wining and Dining	131	316	2,008	6,773	6,391	146	143	80	91	91
11 Household Outing	58	144	2,119	6,078	5,666	81	82	106	103	102
12 Midweek Meal Deal	28	100	1,490	4,158	4,001	70	102	133	126	128
13 Date Night	109	262	1,349	4,810	4,572	171	167	75	91	92
14 Birthday Treat	90	215	1,428	4,716	4,456	141	137	80	90	89
15 Pre Show Meal	23	57	490	1,538	1,461	105	106	80	85	85
<b>Number of Occasions</b>	<b>969</b>	<b>2,381</b>	<b>27,162</b>	<b>79,911</b>	<b>75,615</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: OTTER & FISH INN, HURWORTH DA (200039)



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

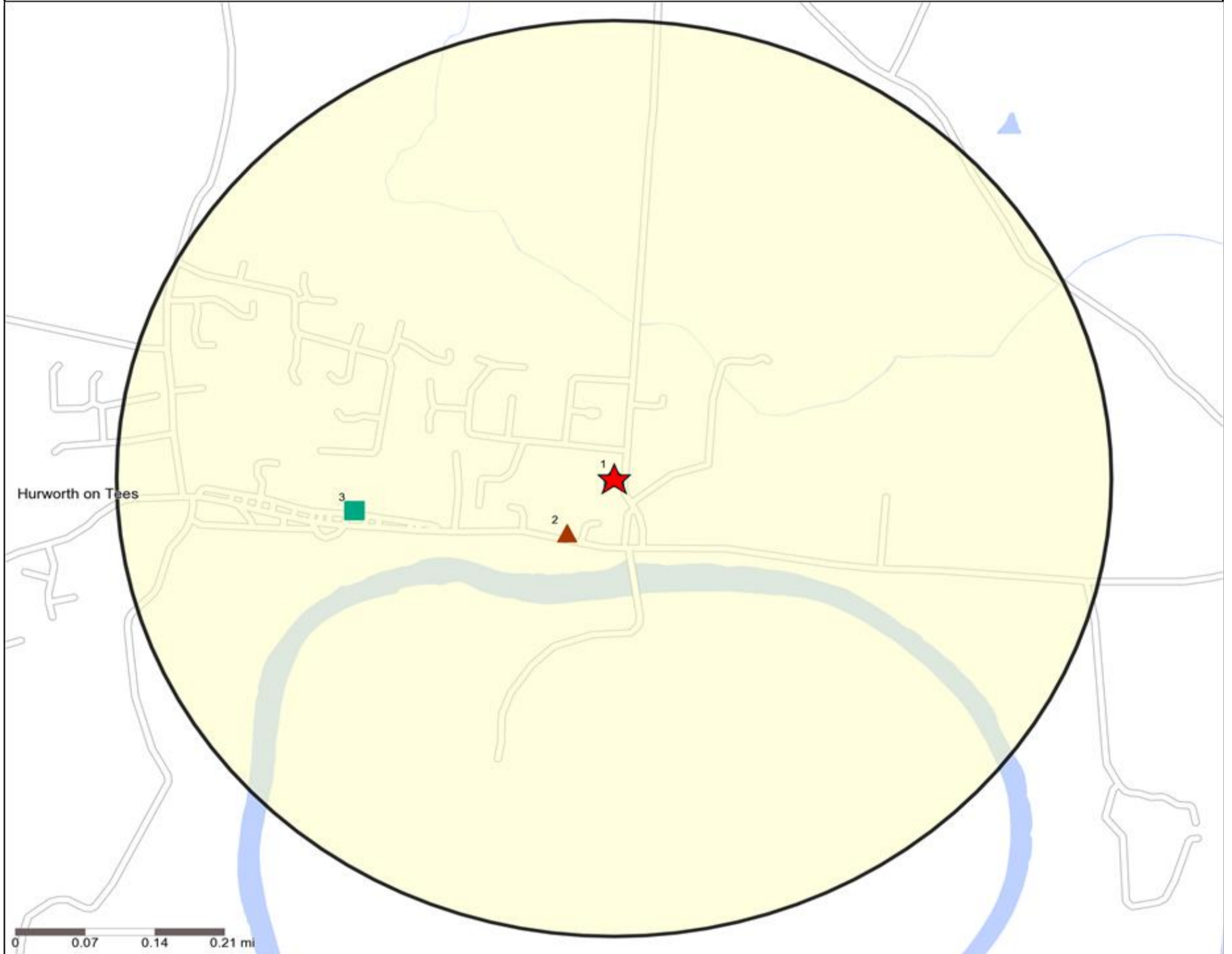
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	7	10
Circuit Bar	1	1	17	26
Community Local	1	4	17	37
Dry Led	1	1	3	7
Branded Food Pub	0	1	6	10
Rural	0	0	0	0
Other	0	4	49	100
<b>Total</b>	<b>3</b>	<b>11</b>	<b>99</b>	<b>190</b>



**Competition Map and Data: OTTER & FISH INN, HURWORTH DA (200039)**



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	1
Community Local	1
Dry Led	1
Branded Food Pub	0
Rural	0
Other	0
<b>Total</b>	<b>3</b>



## Local Competition: OTTER & FISH INN, HURWORTH DA (200039)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	OTTER & FISH INN, HURWORTH DA	1 STRAIT LANE, CO DURHAM, DL2 2AH	Punch Taverns	DL 2 2AH	Punch Taverns	0.00
1	Otter & Fish Inn	1 Strait Lane, Hurworth, Darlington	Punch Pub Company	DL 2 2AH	Dry Led	0.00
2	Emerson Arms	32 Church Row, Hurworth, Darlington	Enterprise Inns	DL 2 2AQ	Circuit Bar	0.08
3	Bay Horse	45 The Green, Hurworth, Darlington	Enterprise Inns	DL 2 2AA	Community Local	0.26
4	Hurworth Community Association Social Club	41 Hurworth Road, Hurworth Place, Darlington	Independent Free	DL 2 2BN	Other	0.80
5	Fox & Hounds	24 Teesway, Neasham, Darlington	Enterprise Inns	DL 2 1QP	Community Local	0.87
6	Rockliffe Hall	Hurworth Road, Hurworth Place, Darlington	Independent Free	DL 2 2DU	Other	1.09
7	Croft & District Working Mens Club	6 Hurworth Road, Hurworth Place, Darlington	Independent Free	DL 2 2DA	Other	1.13
8	Station Hotel	8 Hurworth Road, Hurworth Place, Darlington	Independent Free	DL 2 2DA	Community Local	1.13
9	Tawny Owl	Hurworth Moor, Darlington	Mitchells & Butlers	DL 2 1QE	Branded Food	1.20
10	Comet Hotel	16 Tees View, Hurworth Place, Darlington	Unknown	DL 2 2DH	Community Local	1.25
11	Croft Hotel	Croft On Tees, Darlington	Independent Free	DL 2 2ST	Other	1.39
12	Chequers Inn	Dalton On Tees, Darlington	Marston's	DL 2 2NT	Community Local	1.61
13	Dinsdale Spa Golf Club	Neasham Road, Middleton St George, Darlington	Independent Free	DL 2 1DW	Other	1.85
14	Skerne Park Hotel	59 Coleridge Gardens, Darlington	Tadcaster Pub Co	DL 1 5AL	Community Local	2.05
15	Copper Beech	Neasham Road, Darlington	Punch Pub Company	DL 1 4DH	Community Local	2.07
16	Blackwell Grange Golf Club	Snipe Lane, Darlington	Independent Free	DL 2 2SA	Other	2.09
17	Ta Darlington	Neasham Road, Darlington	Independent Free	DL 1 4DF	Other	2.20
18	Cleveland Bridge Social & Athletic Club	Neasham Road, Darlington	Independent Free	DL 1 4DF	Other	2.20
19	Darlington Rugby Football Club	Grange Road, Darlington	Independent Free	DL 1 5NR	Other	2.33
20	Old Farmhouse	Yarm Road, Middleton St George, Darlington	Mitchells & Butlers	DL 2 1JZ	Branded Food	2.40
21	Wheatsheaf	254 Yarm Road, Darlington	Star Pubs & Bars	DL 1 1XN	Community Local	2.44
22	Morton Park	Morton Park Way, Darlington	Whitbread	DL 1 4PJ	Branded Food	2.49
23	Toby Carvery	Yarm Road, Barrington Way, Darlington	Mitchells & Butlers	DL 1 4WF	Branded Food	2.50
24	Travelodge	Yarm Road, Darlington	Dubai International Capital	DL 1 4PU	Other	2.53
25	Prezzo	Feethams, Darlington	Prezzo plc	DL 1 5AD	Other	2.55
26	Hogans	180 Victoria Road, Darlington	Camerons	DL 1 5JN	Circuit Bar	2.60
27	Grampion Social Club	137 Victoria Road, Darlington	Independent Free	DL 1 5JJ	Other	2.61
28	Coachman Hotel	135 Victoria Road, Darlington	Independent Free	DL 1 5JJ	Other	2.61
29	Darlington East End Club & Institute	6 Neasham Road, Darlington	Independent Free	DL 1 4AD	Other	2.63
30	Albion Inn	16 Yarm Road, Darlington	*Other Small Retail Groups	DL 1 1XH	Community Local	2.65