

# PRINCE BISHOPS – DURHAM

## DECEMBER 2018

Average Visit Time:

**30+ Minutes**

What stopped them from playing longer?

Shopping  
Other commitments



Average Rating: 4.9 / 5

Average likely spend:

**£22**

Net Promoter Score:



89

Likelihood of going shopping in the Centre:



4.2 / 5

Reason for Visit:



- To be part of something fun
- To be with others
- To challenge people to a game
- To improve skills
- To improve health and fitness
- To help someone else
- To win

**100%** would return to the Parlour

**54%** would return once a week or more

Likelihood of buying food or drink in the Centre:



4.2 / 5

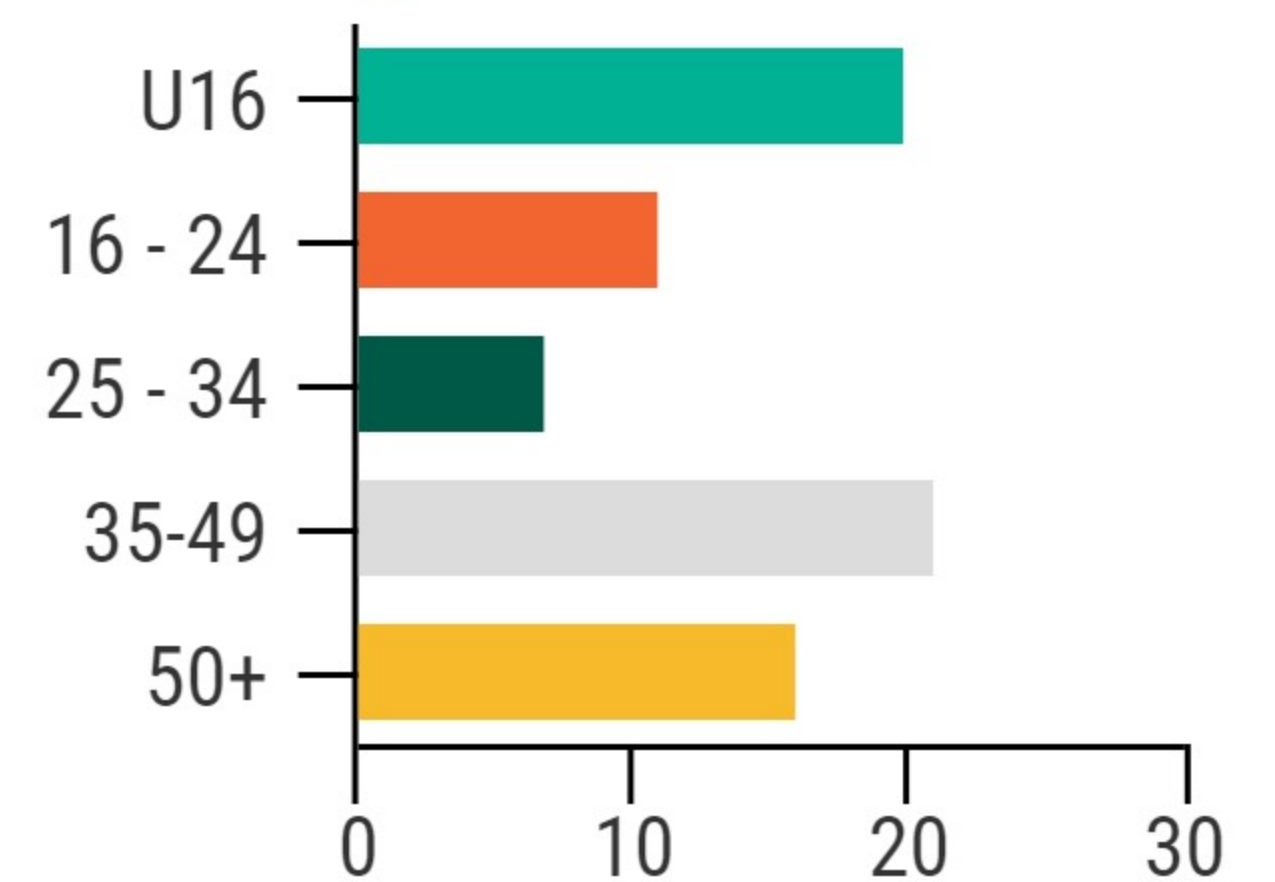
Gender of Visitors:



52%

47%

Age of Visitors:



### Suggestions

Drinks, music, keep it in place!



# PING PONG PARLOUR