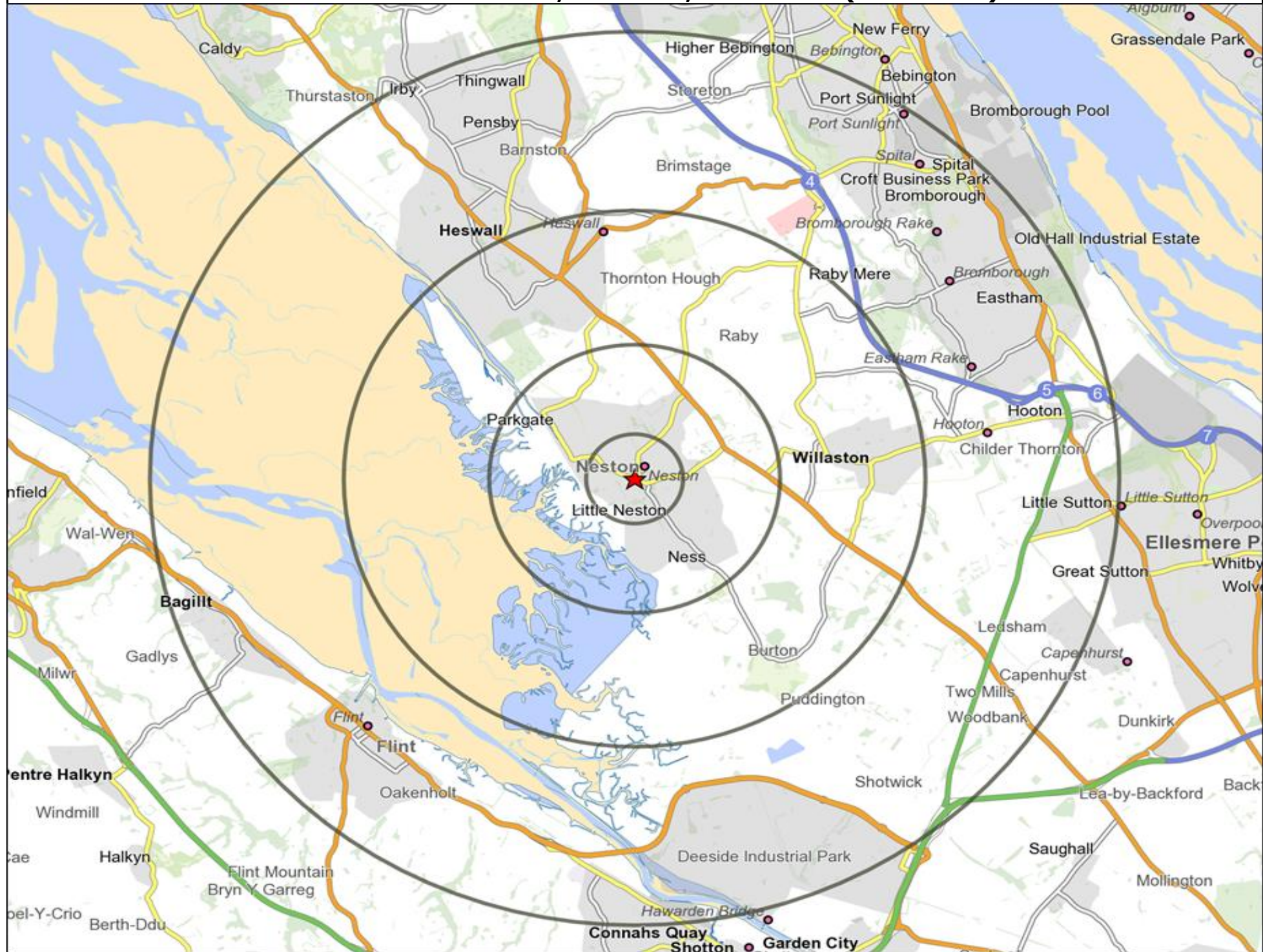




Customer Profile Report for GREENLAND FISHERY HOTEL, NESTO (Punch Outlet Number: 20280)
1-3 PARKGATE ROAD, NESTON, CH64 9XF (CH64 9XF)



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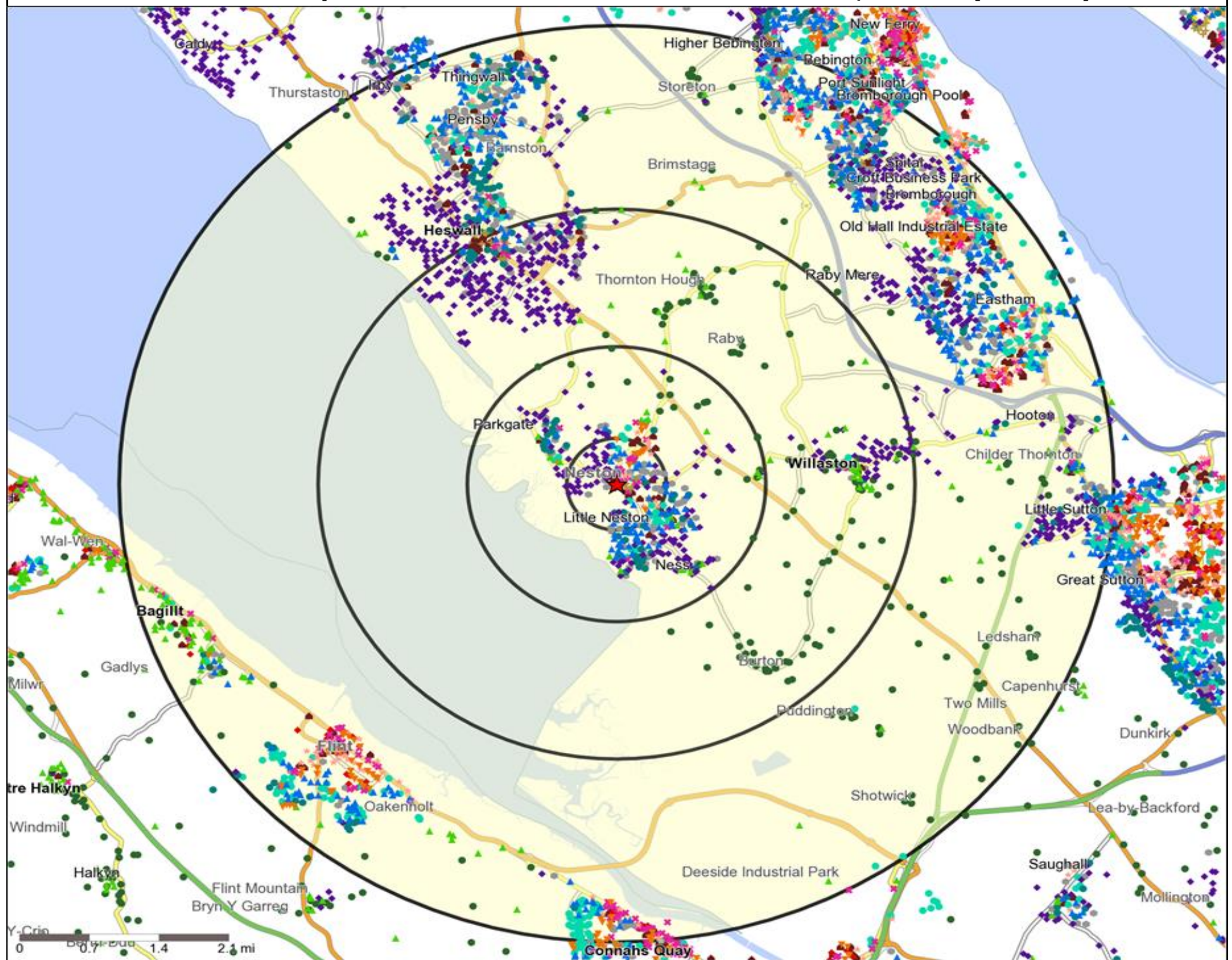
★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

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	891	2,211	4,047	19,209	15,060	82	77	78	89	85
16-17	122	314	521	2,444	1,970	90	89	81	91	90
18-24	427	1,037	1,503	7,387	5,745	81	75	60	71	67
25-34	491	1,311	1,873	10,950	8,197	62	63	49	69	63
35-44	627	1,560	2,818	12,829	10,422	85	81	80	88	87
45-54	828	2,295	4,361	17,276	14,464	100	106	111	105	108
55-64	773	2,326	4,314	16,078	13,395	118	135	138	123	125
65+	1,652	4,211	8,239	29,369	25,172	158	153	165	141	148
Population estimate 2015	5,811	15,265	27,676	115,542	94,425	100	100	100	100	100

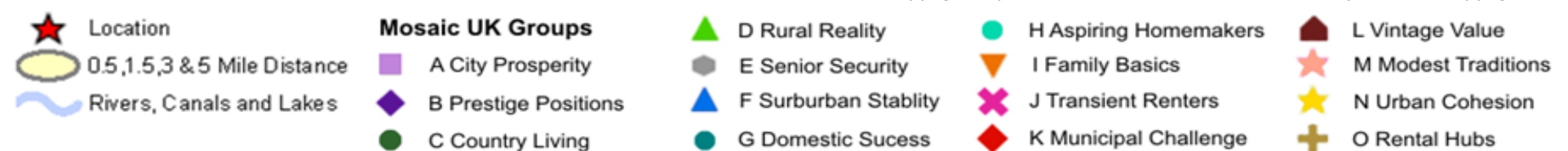
Ethnicity - Census 2011	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	5,625	14,901	26,957	113,030	92,335	98%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	61	132	242	848	723	1%	1%	1%	1%	1%
Asian / Asian British	60	112	263	1,020	863	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	8	13	37	178	164	0%	0%	0%	0%	0%
Other Ethnic Group	11	32	59	182	162	0%	0%	0%	0%	0%
All People (Ethnic Group)	5,765	15,190	27,558	115,258	94,247	100	100	100	100	100



Mosaic UK Map and Data: GREENLAND FISHERY HOTEL, NESTO (202806)



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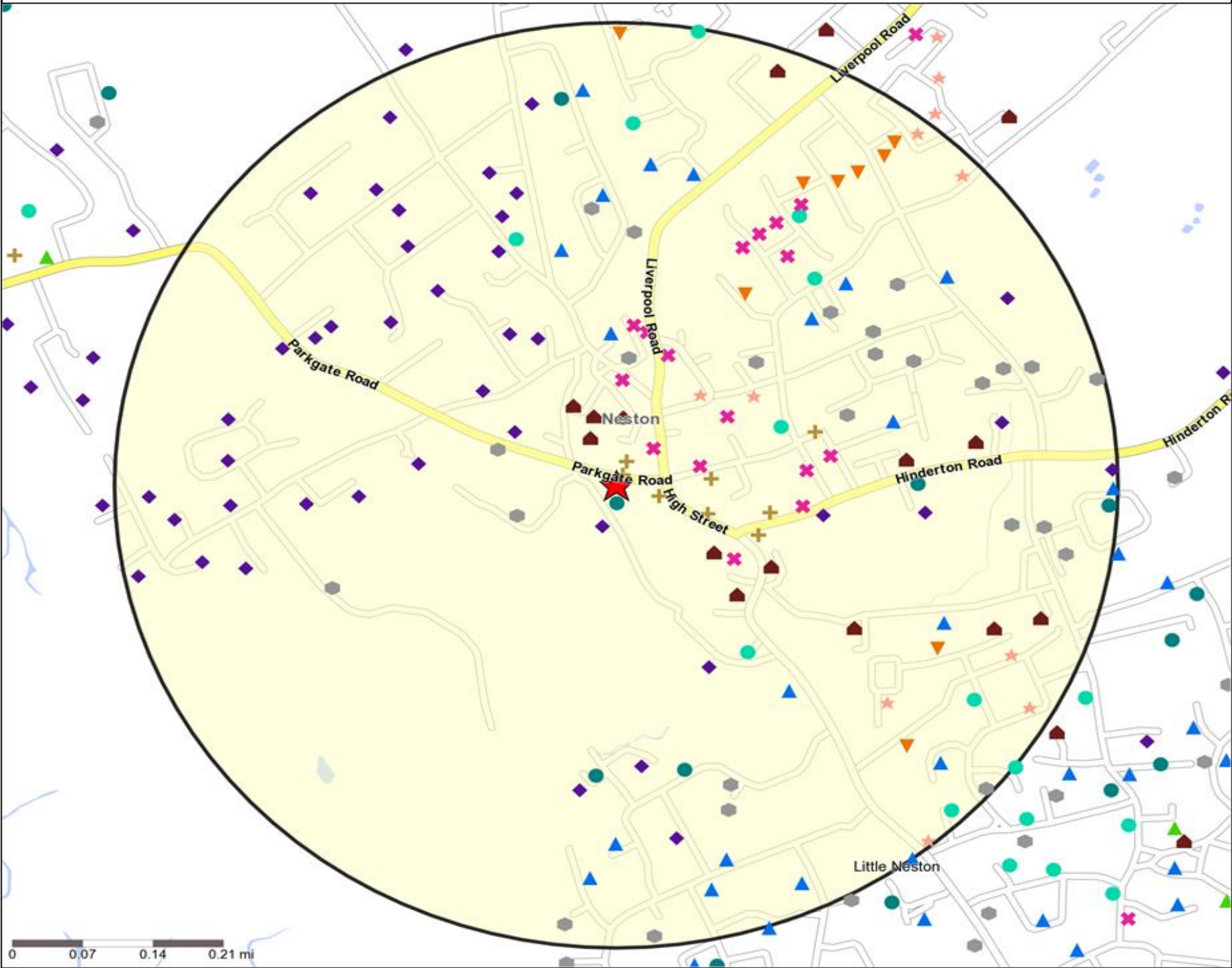
Mosaic UK Data Table (Residential)

	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+)	957	2,980	8,631	18,438	18,134	274	321	513	270	322
C Country Living (18+)	7	297	1,858	3,093	3,414	2	34	116	47	64
D Rural Reality (18+)	37	330	900	2,571	1,385	11	37	56	40	26
E Senior Security (18+)	613	1,750	2,884	14,047	12,053	157	169	154	184	192
F Suburban Stability (18+)	686	2,185	2,390	18,576	15,159	234	281	169	324	321
G Domestic Success (18+)	165	1,647	2,336	7,377	7,139	41	154	120	94	110
H Aspiring Homemakers (18+)	385	865	922	9,557	6,397	88	75	44	112	91
I Family Basics (18+)	408	640	640	3,622	1,914	118	70	38	53	34
J Transient Renters (18+)	505	593	684	3,957	2,258	182	81	51	73	51
K Municipal Challenge (18+)	0	0	0	1,043	466	0	0	0	19	10
L Vintage Value (18+)	589	820	1,117	6,106	4,986	195	102	77	103	102
M Modest Traditions (18+)	338	515	520	4,605	3,369	148	85	47	103	92
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	108	118	211	827	651	29	12	12	11	11
Adults 18+ estimate 2015	4,798	12,740	23,093	93,819	77,325	100	100	100	100	100

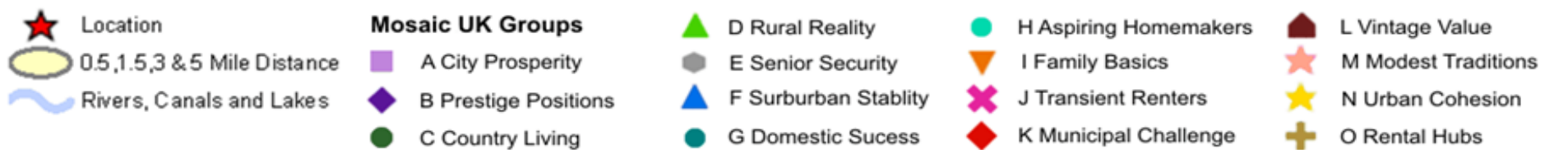
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Mosaic UK Map and Data: GREENLAND FISHERY HOTEL, NESTO (202806)



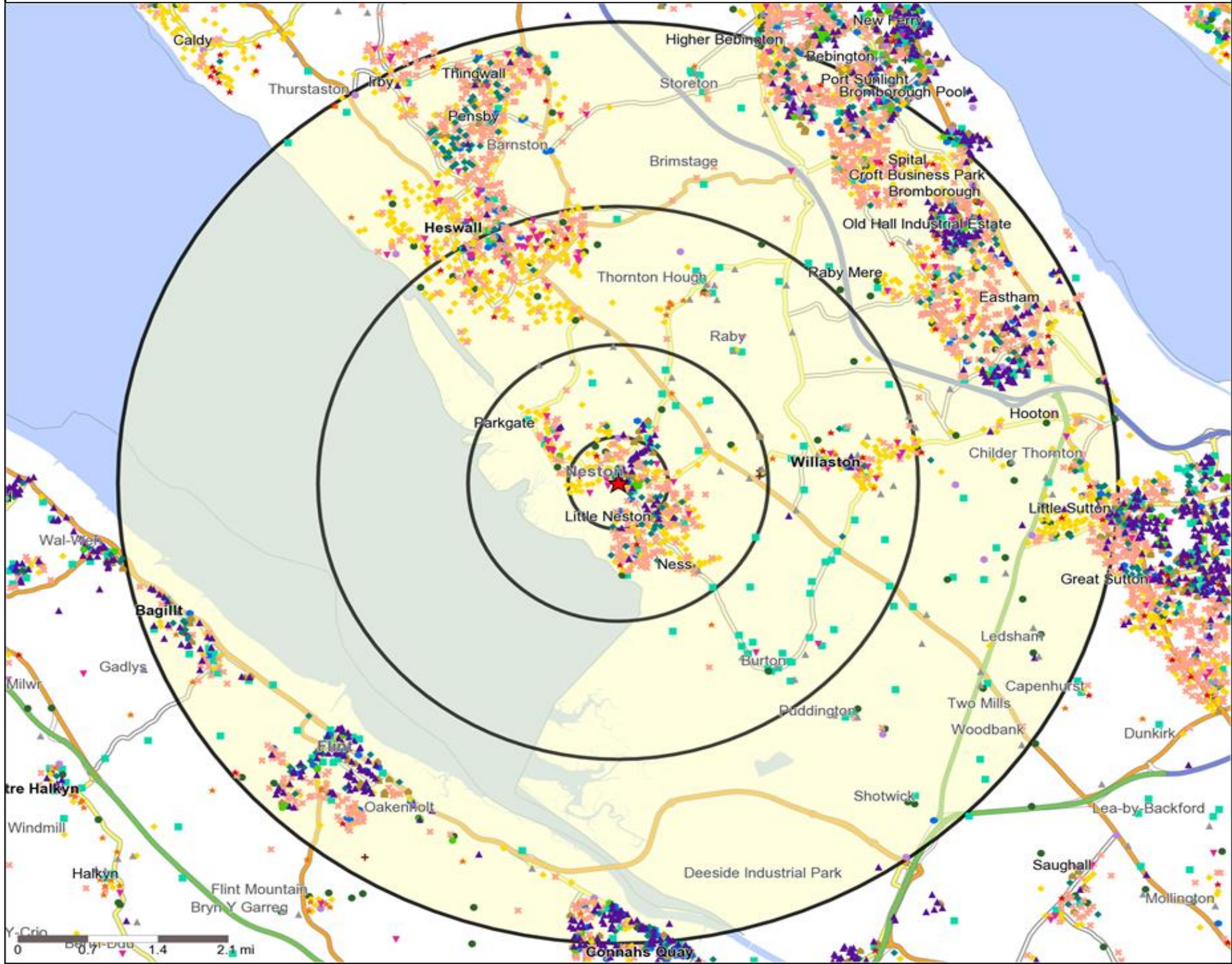
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	957	274
C Country Living (18+)	7	2
D Rural Reality (18+)	37	11
E Senior Security (18+)	613	157
F Suburban Stability (18+)	686	234
G Domestic Success (18+)	165	41
H Aspiring Homemakers (18+)	385	88
I Family Basics (18+)	408	118
J Transient Renters (18+)	505	182
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	589	195
M Modest Traditions (18+)	338	148
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	108	29
Adults 18+ estimate 2015	4,798	100



Occasions Map and Data: GREENLAND FISHERY HOTEL, NESTO (202806)



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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	313	753	1,299	5,422	4,277	88	85	85	84	82
02 Early Doors	384	894	1,409	6,442	5,140	129	121	111	119	118
03 Everyday is Friday	269	643	969	4,587	3,606	106	102	89	99	97
04 Weekend Millionaires	367	707	888	5,825	4,007	100	78	57	87	75
05 Out On The Town	325	749	1,152	5,887	4,425	92	85	76	92	86
06 Business and Pleasure	91	263	533	1,982	1,686	50	58	68	60	63
07 Sporting Pints	233	470	588	3,649	2,551	60	49	35	52	45
08 Student Social	129	389	829	2,810	2,452	78	95	118	94	102
09 Leisurely Lunch	397	1,023	1,904	6,940	5,857	114	119	129	110	116
10 Wining and Dining	487	1,360	2,540	9,534	8,152	123	139	151	133	141
11 Household Outing	331	735	1,059	5,711	4,378	106	95	79	101	96
12 Midweek Meal Deal	132	293	482	2,705	1,884	75	67	64	85	73
13 Date Night	395	1,151	2,375	7,653	6,765	141	166	199	151	165
14 Birthday Treat	302	852	1,624	5,999	5,179	108	123	136	118	127
15 Pre Show Meal	106	269	494	2,104	1,768	110	112	120	120	126
Number of Occasions	4,261	10,551	18,145	77,250	62,127	100	100	100	100	100



Competition Map and Data: GREENLAND FISHERY HOTEL, NESTO (202806)

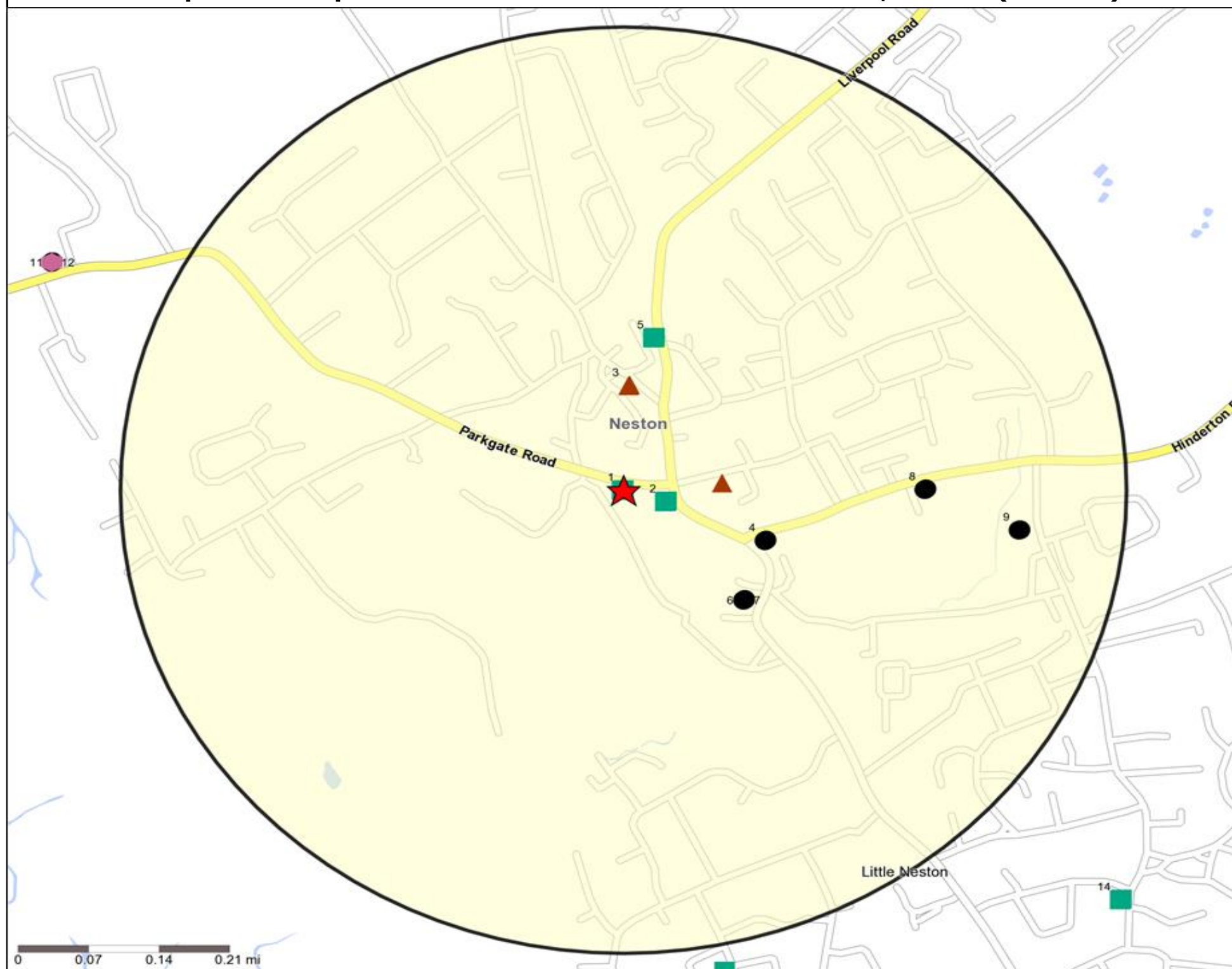


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	5	66
Circuit Bar	1	2	26	109
Community Local	3	8	12	60
Dry Led	0	1	5	42
Branded Food Pub	0	2	4	14
Rural	0	0	1	2
Other	5	11	58	391
Total	9	24	111	684



Competition Map and Data: GREENLAND FISHERY HOTEL, NESTO (202806)



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 |
|  0.5, 1.5, 3 & 5 Mile Distance |  Café / Wine Bar |  Other |
|  Rivers, Canals and Lakes |  Circuit Bar |  Rural Character |
| |  Community Local | |

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	1
Community Local	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	5
Total	9



Local Competition: GREENLAND FISHERY HOTEL, NESTO (202806)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	GREENLAND FISHERY HOTEL, NESTO	1-3 PARKGATE ROAD, NESTON, CH64 9XF	Punch Taverns	CH64 9XF	Punch Taverns	0.00
1	Greenland Fishery	1-3 Parkgate Road, Neston	Punch Pub Company	CH64 9XF	Community Local	0.00
2	Brown Horse	3 The Cross, Neston	Punch Pub Company	CH64 9UB	Community Local	0.04
3	Brewers Arms	1 Park Street, Neston	Enterprise Inns	CH64 3RP	Circuit Bar	0.11
4	Royal British Legion Club	Chester Road, Neston	Independent Free	CH64 9PB	Other	0.15
5	Malt Shovel	35 Liverpool Road, Neston	Enterprise Inns	CH64 3RB	Community Local	0.17
6	Kri Kri Restaurant	13 Bridge Street, Neston	Independent Free	CH64 9UJ	Other	0.17
7	Sonargaon	2 Bridge Street, Neston	Independent Free	CH64 9UJ	Other	0.17
8	Neston Civic Hall	Hinderton Road, Neston	Independent Free	CH64 9PQ	Other	0.30
9	Neston Masonic Club	Bushell Road, Neston	Independent Free	CH64 9QB	Other	0.40
10	Lady Hamilton	Henley Road, Neston	Punch Pub Company	CH64 0SG	Community Local	0.53
11	Neston District Cricket Club	Station Road, Parkgate, Neston	Independent Free	CH64 6QJ	Other	0.62
12	Old Quay	Station Road, Parkgate, Neston	Mitchells & Butlers	CH64 6QJ	Branded Food	0.62
13	Ligoniel Working Mens Club	186a Ligoniel Road, Belfast	Independent Free	BT14 8DT	Other	0.66
14	Royal Oak	23 Town Lane, Little Neston, Neston	Enterprise Inns	CH64 4DE	Community Local	0.66
15	Neston Recreation Centre	Raby Park Road, Neston	Independent Free	CH64 9NQ	Other	0.71
16	Ship Hotel	The Parade, Parkgate, Neston	Independent Free	CH64 6SA	Other	0.73
17	Red Lion	The Parade, Parkgate, Neston	Greene King	CH64 6SB	Community Local	0.82
18	Marsh Cat	1 Mostyn Square, Parkgate, Neston	Independent Free	CH64 6SL	Other	0.85
19	Harp Inn	19 Quayside, Little Neston, Neston	Admiral Taverns Ltd	CH64 0TB	Community Local	0.85
20	Wheatsheaf Inn	Neston Road, Ness, Neston	Thwaites	CH64 4AP	Community Local	1.02
21	Hinderton Arms	Chester High Road, Neston	Spirit Pub Company	CH64 7TA	Branded Food	1.05
22	Hinderton Hall	Chester High Road, Neston	Independent Free	CH64 7TS	Other	1.07
23	Mckennas Bar	903 Crumlin Road, Belfast	Independent Free	BT14 8AB	Circuit Bar	1.13
24	Boathouse Inn	1 Parkgate, Parkgate, Neston	Hydes Anvil	CH64 6RN	Dry Led	1.14
25	Ewatts Bowling Club	Somerdale Park, Belfast	Independent Free	BT14 7HD	Other	1.59
26	Red Fox	Neston Road, Thornton Hough, Neston	Restaurant Group	CH64 7TL	Dry Led	1.63
27	Hedgehog & Bucket	538 Oldpark Road, Belfast	Independent Free	BT14 6QJ	Circuit Bar	1.73
28	Crumlin Star Social & Rec Club	2-20 Balholm Drive, Belfast	Independent Free	BT14 7NA	Other	1.80
29	Sportsman	475 Crumlin Road, Belfast	Independent Free	BT14 7GA	Circuit Bar	1.85
30	Shamrock Sports & Social Club	5 Flax Street, Belfast	Independent Free	BT14 7LD	Other	1.90