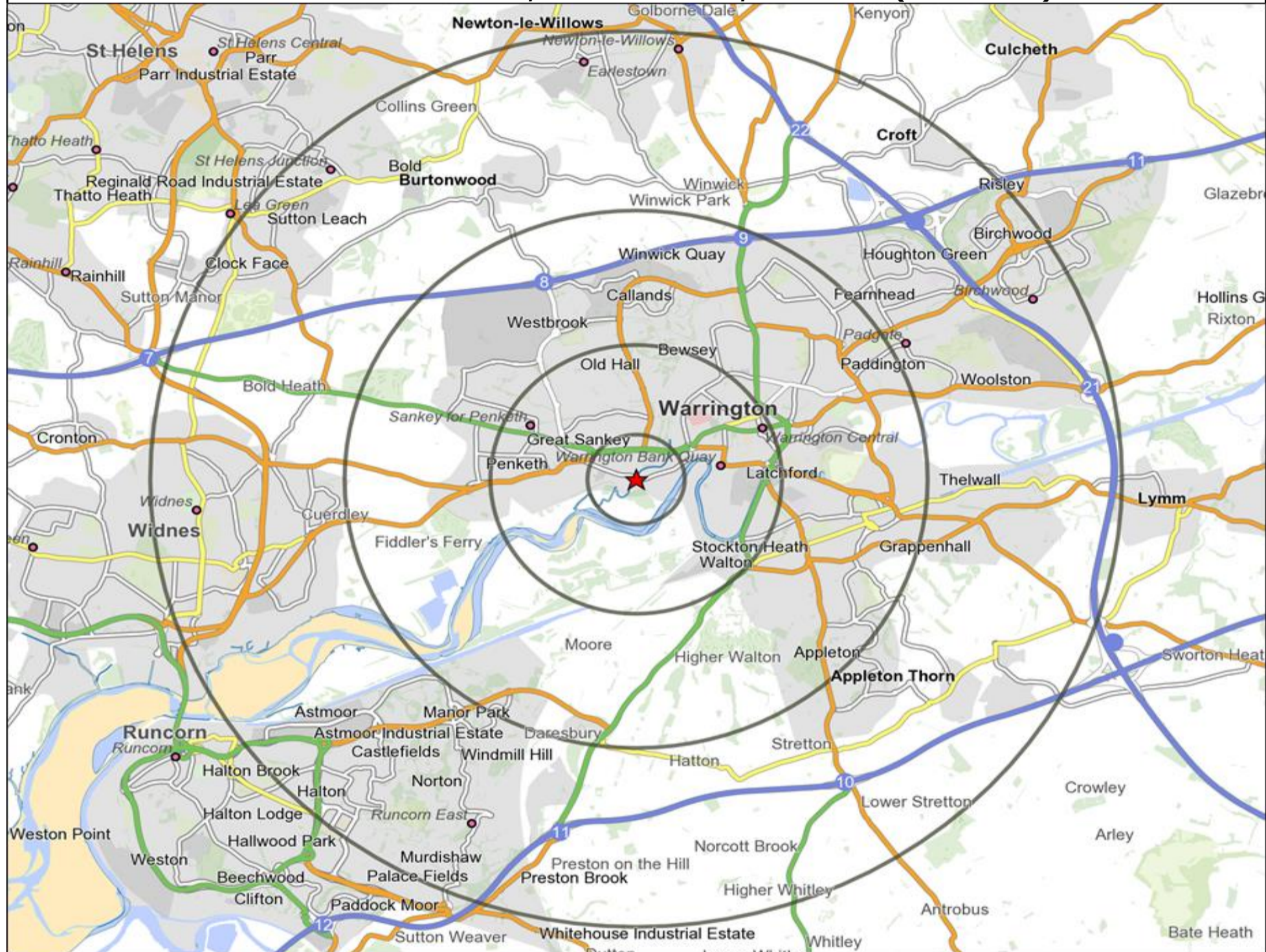




**Customer Profile Report for SLOOP HOTEL, SANKEY BRIDGES (Punch Outlet Number: 203322)
 OLD LIVERPOOL ROAD, WARRINGTON, WA5 1DP (WA 5 1DP)**



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

Age Data Table

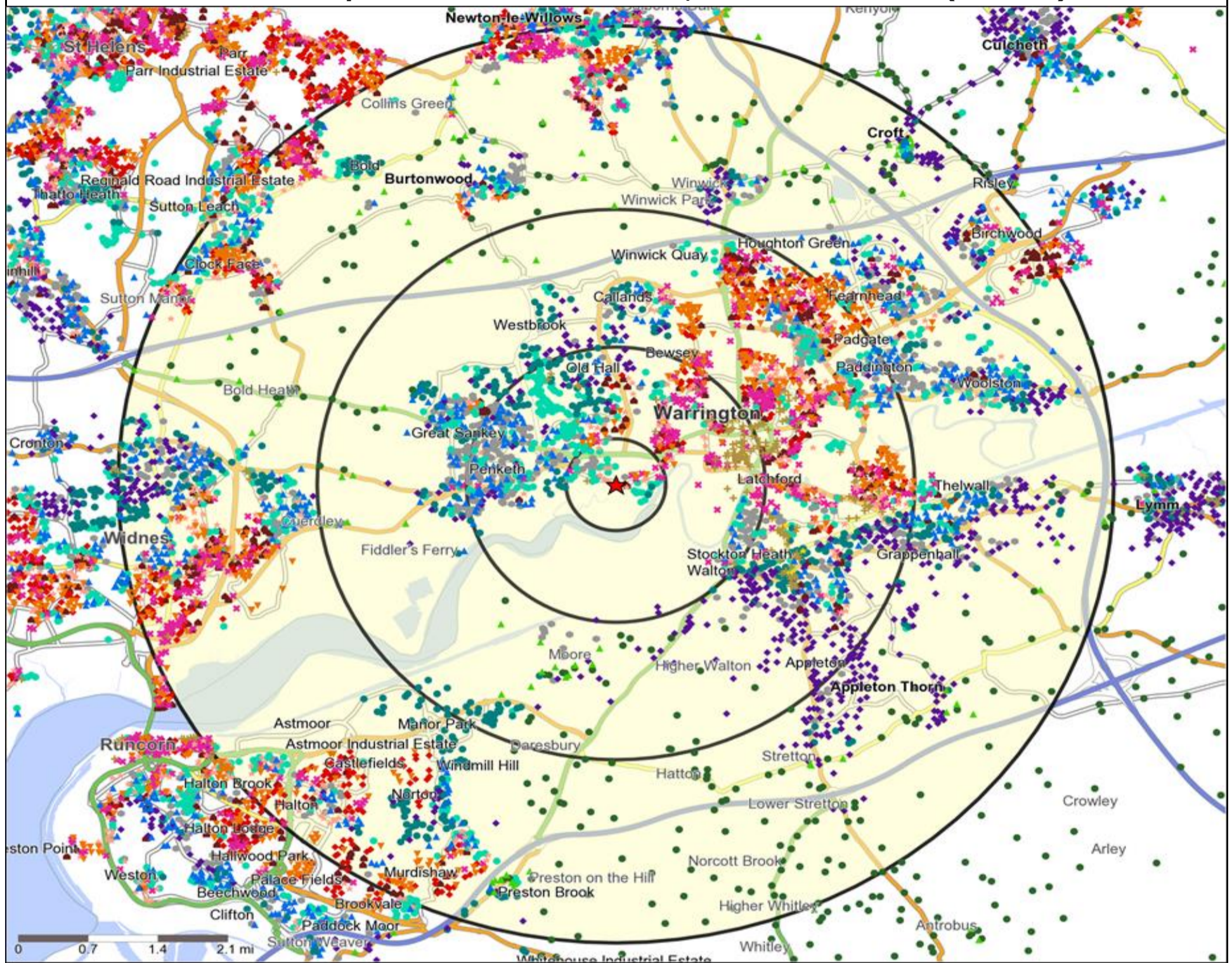
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	984	8,060	25,555	53,696	41,823	111	106	105	104	102
16-17	122	933	3,013	6,479	4,990	112	99	100	101	98
18-24	328	3,122	10,462	22,329	18,225	77	85	89	89	92
25-34	939	6,486	19,219	36,803	30,606	146	117	109	98	103
35-44	677	5,730	17,283	35,673	28,352	113	111	105	102	102
45-54	565	5,562	19,097	41,416	32,218	85	97	104	106	104
55-64	465	4,163	13,337	32,017	24,261	87	91	91	103	98
65+	627	6,467	21,320	47,559	37,911	74	89	92	96	96
Population estimate 2015	4,707	40,523	129,286	275,972	218,386	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	4,317	35,167	117,537	257,215	202,249	96%	93%	95%	97%	96%
Mixed / Multiple Ethnic Groups	39	377	1,269	2,739	2,103	1%	1%	1%	1%	1%
Asian / Asian British	105	1,838	3,733	5,182	4,512	2%	5%	3%	2%	2%
Black / African / Caribbean / Black British	17	162	415	721	612	0%	0%	0%	0%	0%
Other Ethnic Group	11	126	370	634	536	0%	0%	0%	0%	0%
All People (Ethnic Group)	4,489	37,670	123,324	266,491	210,012	100	100	100	100	100



Mosaic UK Map and Data: SLOOP HOTEL, SANKEY BRIDGES (203322)



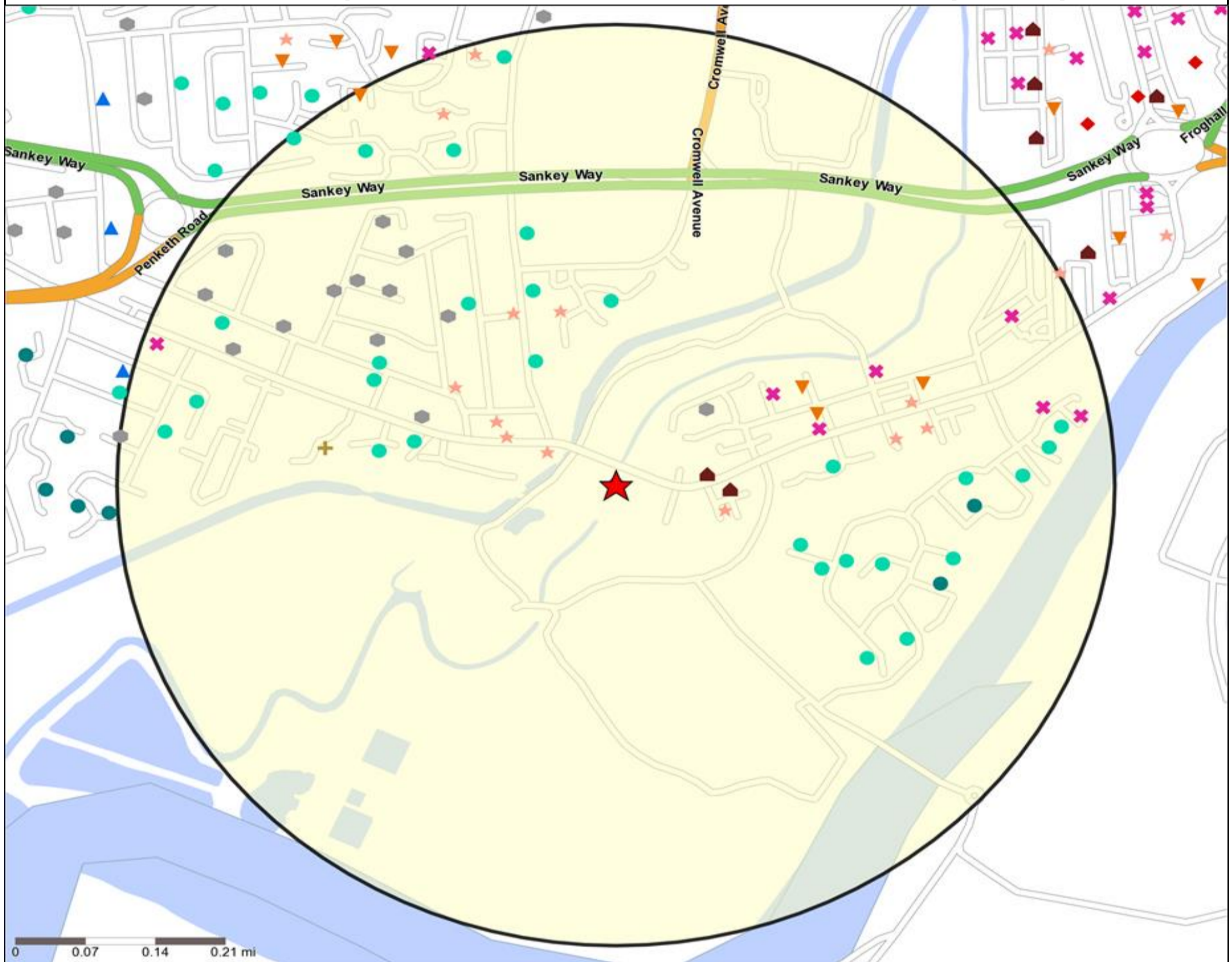
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	1,076	6,968	17,707	10,256	0	47	95	113	82
C Country Living (18+)	0	8	234	1,892	666	0	0	3	13	6
D Rural Reality (18+)	0	0	378	1,323	514	0	0	5	9	4
E Senior Security (18+)	685	5,927	12,882	24,258	21,572	234	232	158	139	155
F Suburban Stability (18+)	44	3,015	7,953	22,151	19,520	20	157	130	169	187
G Domestic Success (18+)	117	3,529	12,039	22,912	16,943	39	133	143	127	118
H Aspiring Homemakers (18+)	1,490	7,451	13,301	27,052	22,336	455	260	146	139	144
I Family Basics (18+)	241	986	10,455	23,430	19,052	93	43	144	151	155
J Transient Renters (18+)	316	3,313	10,733	18,897	16,651	152	182	185	153	169
K Municipal Challenge (18+)	0	1,002	4,432	15,975	9,409	0	54	75	127	94
L Vintage Value (18+)	78	1,761	7,536	16,006	12,548	34	89	119	119	117
M Modest Traditions (18+)	527	2,112	8,102	16,692	14,575	308	141	170	164	180
N Urban Cohesion (18+)	0	11	115	115	115	0	1	2	1	1
O Rental Hubs (18+)	103	1,269	5,215	6,112	6,432	37	52	67	37	49
Adults 18+ estimate 2015	3,601	31,460	100,343	214,522	170,589	100	100	100	100	100



Mosaic UK Map and Data: SLOOP HOTEL, SANKEY BRIDGES (203322)



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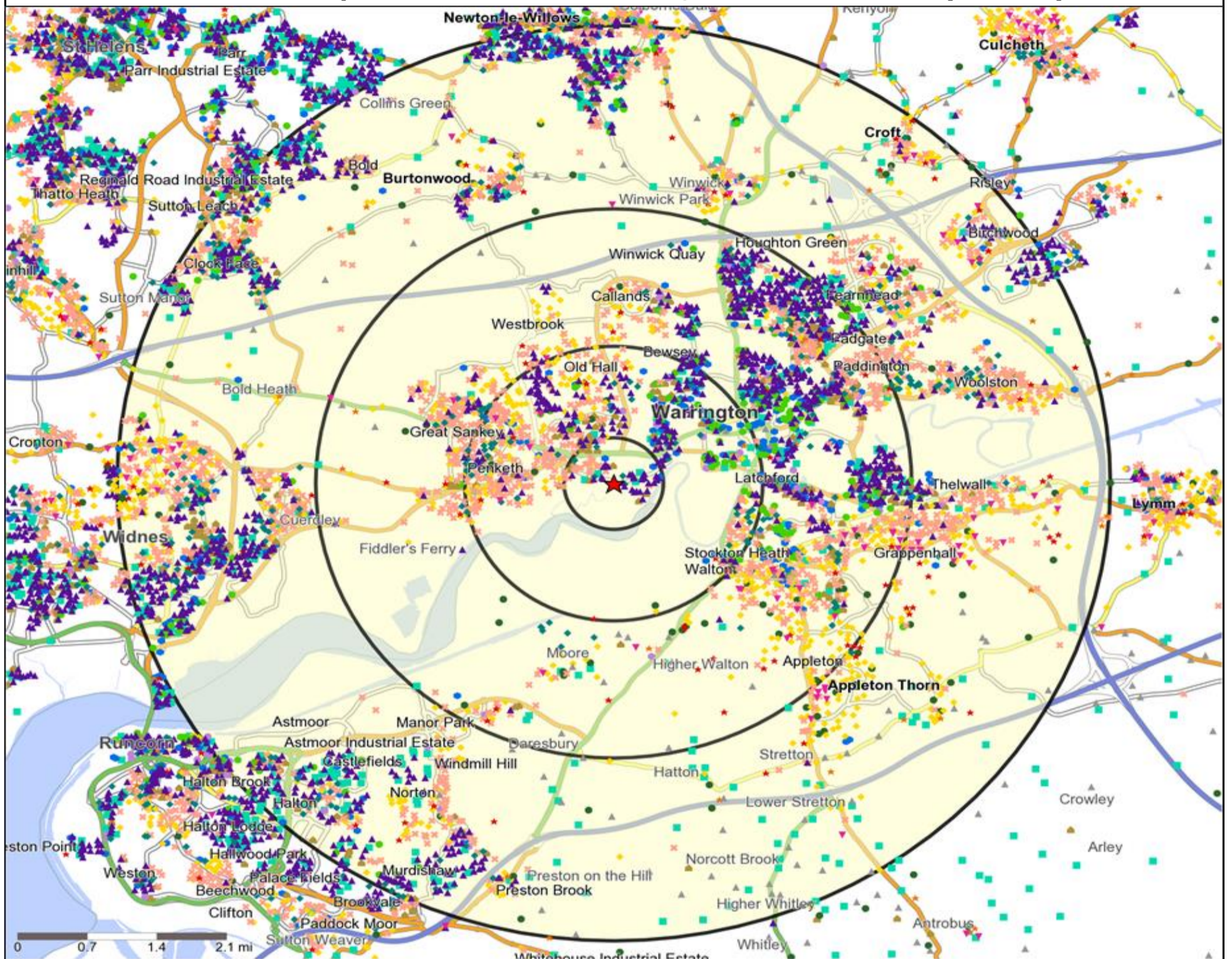
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ▲ J Transient 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+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	685	234
F Suburban Stability (18+)	44	20
G Domestic Success (18+)	117	39
H Aspiring Homemakers (18+)	1,490	455
I Family Basics (18+)	241	93
J Transient Renters (18+)	316	152
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	78	34
M Modest Traditions (18+)	527	308
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	103	37
Adults 18+ estimate 2015	3,601	100



Occasions Map and Data: SLOOP HOTEL, SANKEY BRIDGES (203322)



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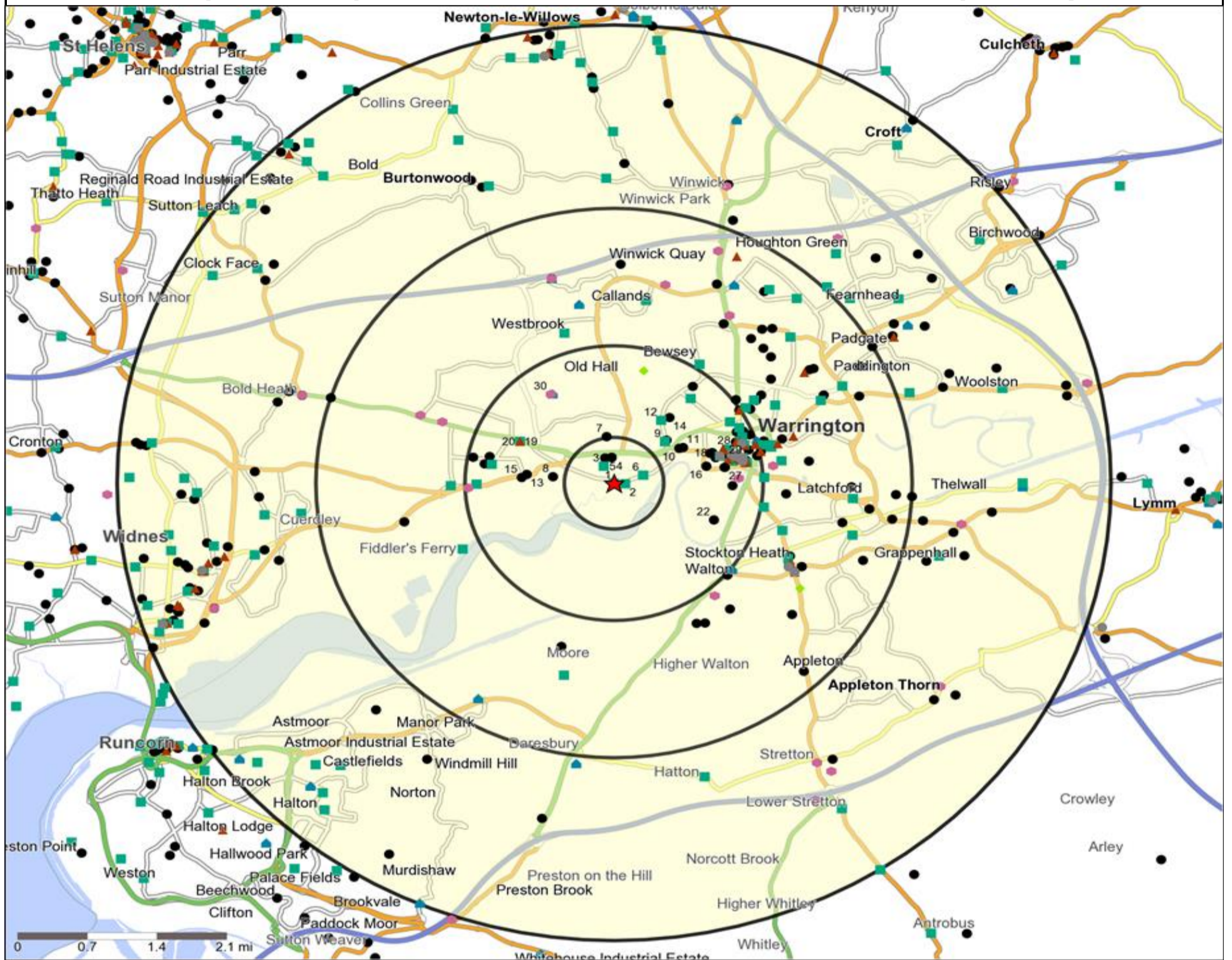
- | | | | | | | |
|-------------------------------|-------------------------------|--------------------------|--------------------------|-------------------------|----------------------|----------------------|
| Location | 0.5, 1.5, 3 & 5 Mile Distance | Rivers, Canals and Lakes | Occasions Types | 04 Weekend Millionaires | 08 Student Social | 12 Midweek Meal Deal |
| 0.5, 1.5, 3 & 5 Mile Distance | 01 Mine's a Pint | Rivers, Canals and Lakes | 05 Out On The Town | 07 Sporting Pints | 09 Leisurely Lunch | 13 Date Night |
| Rivers, Canals and Lakes | 02 Early Doors | Rivers, Canals and Lakes | 06 Business and Pleasure | 07 Sporting Pints | 10 Wining and Dining | 14 Birthday Treat |
| 03 Everyday is Friday | 07 Sporting Pints | Rivers, Canals and Lakes | 07 Sporting Pints | 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	177	1,725	6,485	15,572	11,795	58	70	82	93	88
02 Early Doors	245	1,948	6,457	14,878	11,731	96	95	97	106	104
03 Everyday is Friday	266	1,970	6,325	12,891	10,536	123	113	111	108	110
04 Weekend Millionaires	510	3,421	10,701	22,737	18,395	163	135	131	132	133
05 Out On The Town	375	2,910	9,700	19,182	15,784	124	120	123	115	119
06 Business and Pleasure	105	937	2,966	5,761	4,598	67	75	73	67	67
07 Sporting Pints	288	2,266	7,721	14,873	12,387	87	84	89	81	84
08 Student Social	77	834	2,627	5,422	4,172	55	73	71	70	67
09 Leisurely Lunch	232	2,059	6,783	14,821	11,604	78	86	88	91	89
10 Wining and Dining	354	2,964	8,711	18,277	14,617	105	109	99	98	98
11 Household Outing	337	2,412	7,791	16,585	13,414	126	112	112	113	114
12 Midweek Meal Deal	165	1,227	4,364	9,353	7,496	110	101	111	113	113
13 Date Night	229	2,191	6,419	13,469	10,584	96	114	103	102	100
14 Birthday Treat	173	1,692	5,731	12,394	9,665	72	88	92	94	92
15 Pre Show Meal	94	730	2,112	4,170	3,451	114	110	98	92	95
Number of Occasions	3,627	29,286	94,893	200,385	160,229	100	100	100	100	100



Competition Map and Data: SLOOP HOTEL, SANKEY BRIDGES (203322)



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

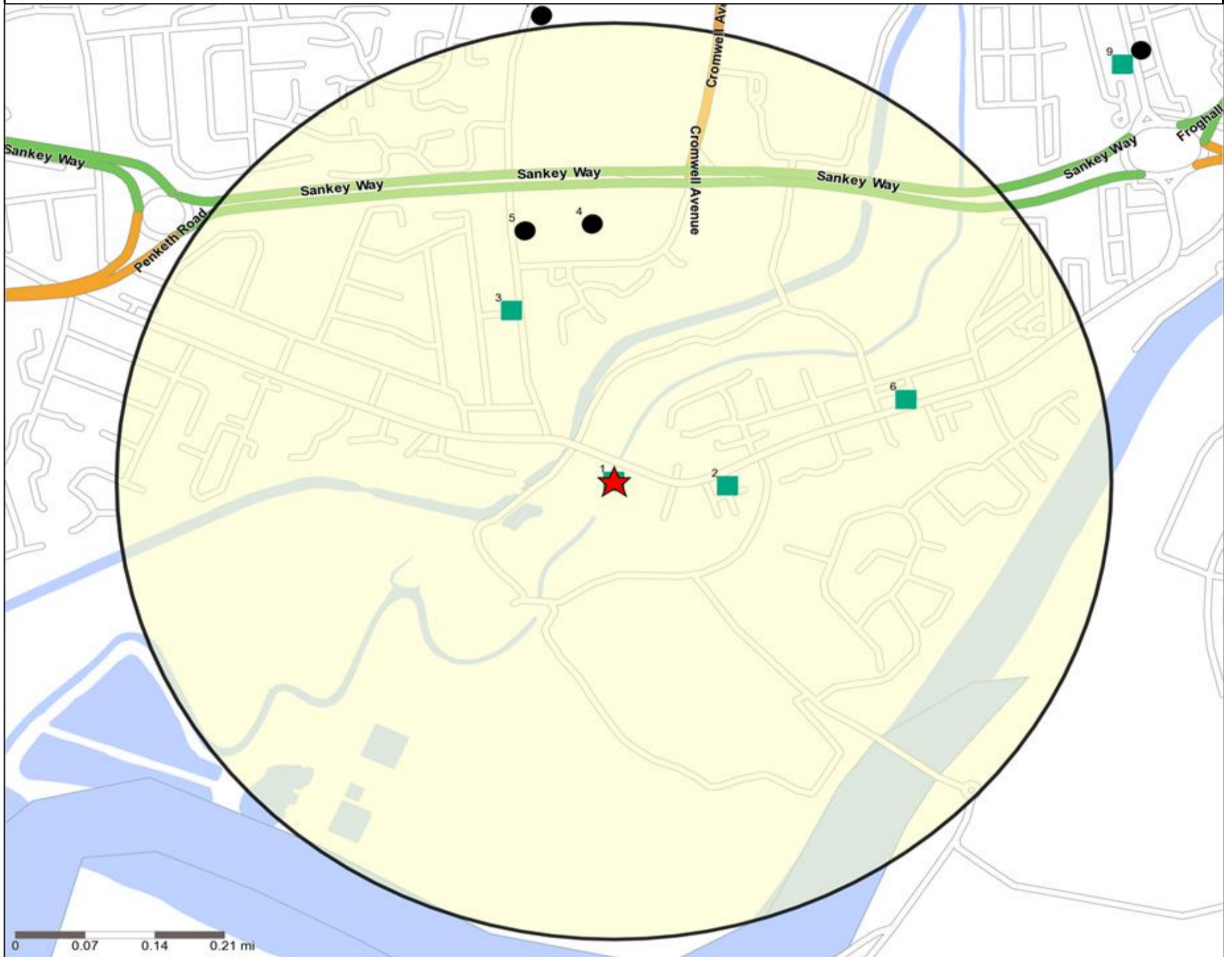
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Community Local
- Rivers, Canals and Lakes

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	8	12	16
Circuit Bar	0	21	24	42
Community Local	4	20	47	100
Dry Led	0	0	4	13
Branded Food Pub	0	2	11	23
Rural	0	1	2	2
Other	2	38	97	200
Total	6	90	197	396



Competition Map and Data: SLOOP HOTEL, SANKEY BRIDGES (203322)



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: SLOOP HOTEL, SANKEY BRIDGES (203322)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SLOOP HOTEL, SANKEY BRIDGES	OLD LIVERPOOL ROAD, WARRINGTON, WA5 1DP	Punch Taverns	WA 5 1DP	Punch Taverns	0.00
1	Sloop Hotel	Old Liverpool Road, Sankey Bridges, Warrington	Punch Pub Company	WA 5 1DP	Community Local	0.00
2	Black Horse Hotel	272 Old Liverpool Road, Warrington	Independent Free	WA 5 1DZ	Community Local	0.11
3	Rose Inn	128 Hood Lane, Great Sankey, Warrington	Enterprise Inns	WA 5 1EJ	Community Local	0.21
4	David Lloyd Leisure	Cromwell Avenue South, Great Sankey, Warrington	Versailles Bidco Ltd	WA 5 1HH	Other	0.28
5	Crosfields Recreation Club	91 Hood Lane, Great Sankey, Warrington	Independent Free	WA 5 1ES	Other	0.29
6	Coach & Horses	84 Old Liverpool Road, Warrington	London Town Plc	WA 5 1BU	Community Local	0.31
7	Crosfields Rugby Club	Hood Lane North, Warrington	Independent Free	WA 5 1ET	Other	0.51
8	Eagle Sports Club	Thornton Road, Great Sankey, Warrington	Independent Free	WA 5 2SZ	Other	0.62
9	Hatter	26 Lovely Lane, Warrington	Marston's	WA 5 1NE	Community Local	0.68
10	Bank Quay	1 Green Street, Warrington	Independent Free	WA 5 1TW	Other	0.76
11	Roosters	Old Liverpool Road, Warrington	Independent Free	WA 5 1AE	Other	0.80
12	Brooklands Hotel	120 Lovely Lane, Warrington	Star Pubs & Bars	WA 5 1PQ	Community Local	0.83
13	Penketh Sankey Sports & Social Club	43 Warrington Road, Penketh, Warrington	Independent Free	WA 5 2BW	Other	0.88
14	Warrington Hospital Social Club	Lovely Lane, Warrington	Independent Free	WA 5 1QG	Other	0.91
15	Anmol	62 Warrington Road, Penketh, Warrington	Independent Free	WA 5 2JP	Other	0.93
16	Patten Arms Hotel	Parker Street, Warrington	Independent Free	WA 1 1LS	Other	0.95
17	Valentinos	139 Sankey Street, Warrington	Independent Free	WA 1 1NN	Other	1.04
18	Javed Tandoori	131-135 Sankey Street, Warrington	Independent Free	WA 1 1NN	Other	1.04
19	Chapel House	380 Liverpool Road, Great Sankey, Warrington	Trust Inns	WA 5 1RU	Circuit Bar	1.05
20	Woodlands	362 Liverpool Road, Great Sankey, Warrington	Greene King	WA 5 1RU	Community Local	1.05
21	Warrington Masonic Hall	15 Winmarleigh Street, Warrington	Independent Free	WA 1 1NB	Other	1.06
22	Drive Time	Centre Park, Warrington	Independent Free	WA 1 1QL	Other	1.08
23	Lounge	6 Springfield Street, Warrington	Independent Free	WA 1 1BB	Cafe / Wine Bar	1.10
24	Mr Laus Dim Sum Bar & Restaurant	2 Springfield Street, Warrington	Independent Free	WA 1 1BB	Other	1.10
25	Eden	6 Springfield Street, Warrington	Independent Free	WA 1 1BB	Other	1.10
26	Palmyra	3 Springfield Street, Warrington	Unknown	WA 1 1BB	Community Local	1.10
27	Warrington Social For The Deaf	11-13 Wilson Patten Street, Warrington	Independent Free	WA 1 1PG	Other	1.13
28	9 Gallon	76 Sankey Street, Warrington	Independent Free	WA 1 1SG	Circuit Bar	1.16
29	Hernando's Hideaway	78 Sankey Street, Warrington	Independent Free	WA 1 1SG	Circuit Bar	1.16
30	Chapelford Farm	Santa Rosa Boulevard, Great Sankey, Warrington	Greene King	WA 5 3AG	Branded Food	1.16