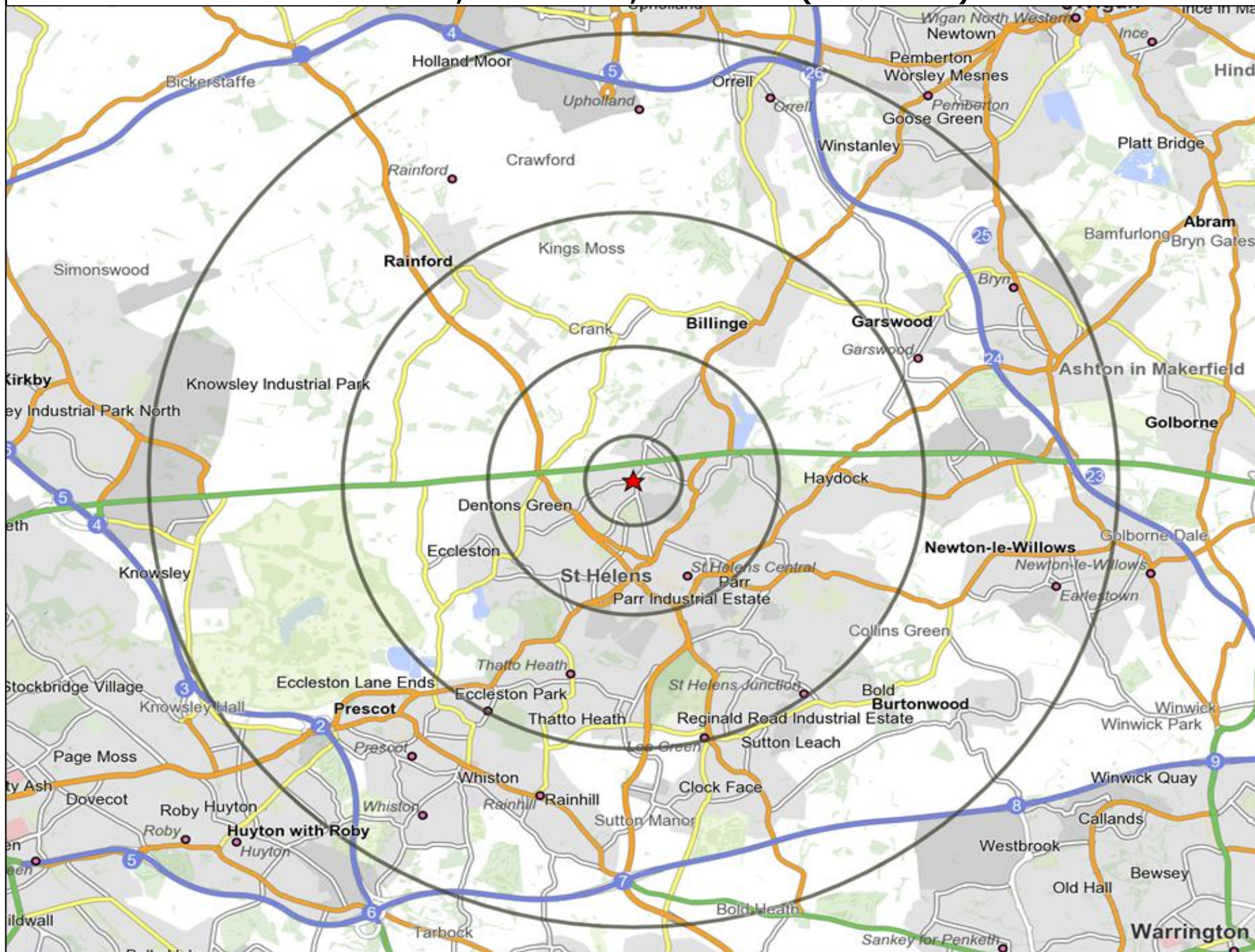




Customer Profile Report for WINDLE HOTEL, ST HELENS (Punch Outlet Number: 203623) HARD LANE, ST. HELENS, WA10 6NY (WA10 6NY)



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

Age Data Table

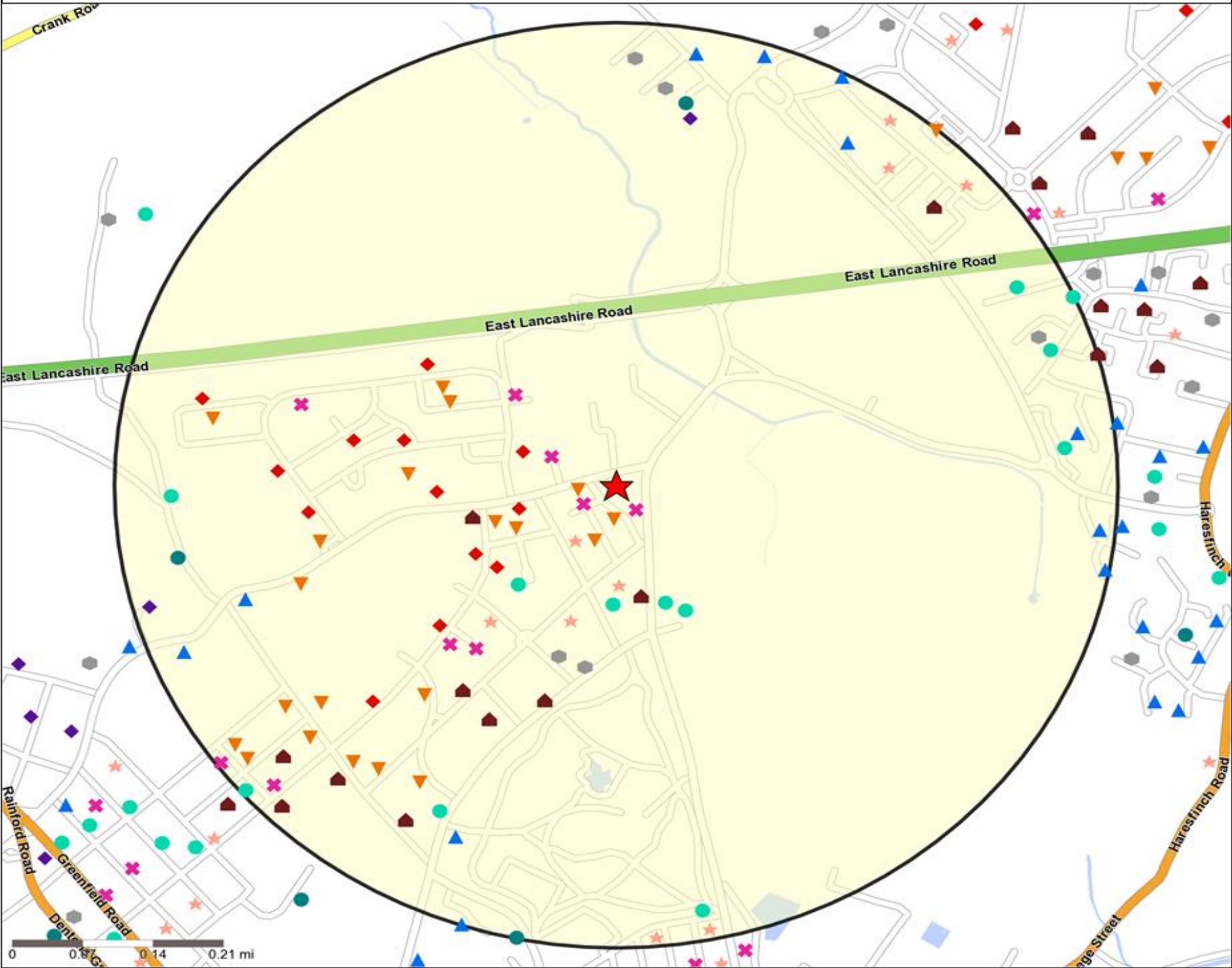
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	755	7,862	20,832	46,619	81,487	106	94	98	98	100
16-17	97	1,023	2,622	5,899	10,190	110	99	100	100	101
18-24	338	3,628	9,124	20,470	37,319	98	90	89	89	95
25-34	475	5,735	13,908	31,353	54,764	91	94	90	90	92
35-44	421	5,444	13,593	30,843	52,486	87	96	95	96	95
45-54	572	6,755	16,699	37,206	63,859	106	107	104	103	104
55-64	451	5,563	13,913	31,200	52,591	105	110	109	108	107
65+	690	8,664	22,459	50,762	81,742	101	108	110	111	104
Population estimate 2015	3,799	44,674	113,150	254,352	434,438	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	3,741	42,871	109,162	244,031	414,272	99%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	14	220	707	1,819	3,660	0%	1%	1%	1%	1%
Asian / Asian British	15	378	1,055	2,553	4,479	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	1	44	149	392	1,340	0%	0%	0%	0%	0%
Other Ethnic Group	1	65	180	389	745	0%	0%	0%	0%	0%
All People (Ethnic Group)	3,772	43,578	111,253	249,184	424,496	100	100	100	100	100



Mosaic UK Map and Data: WINDLE HOTEL, ST HELENS (203623)



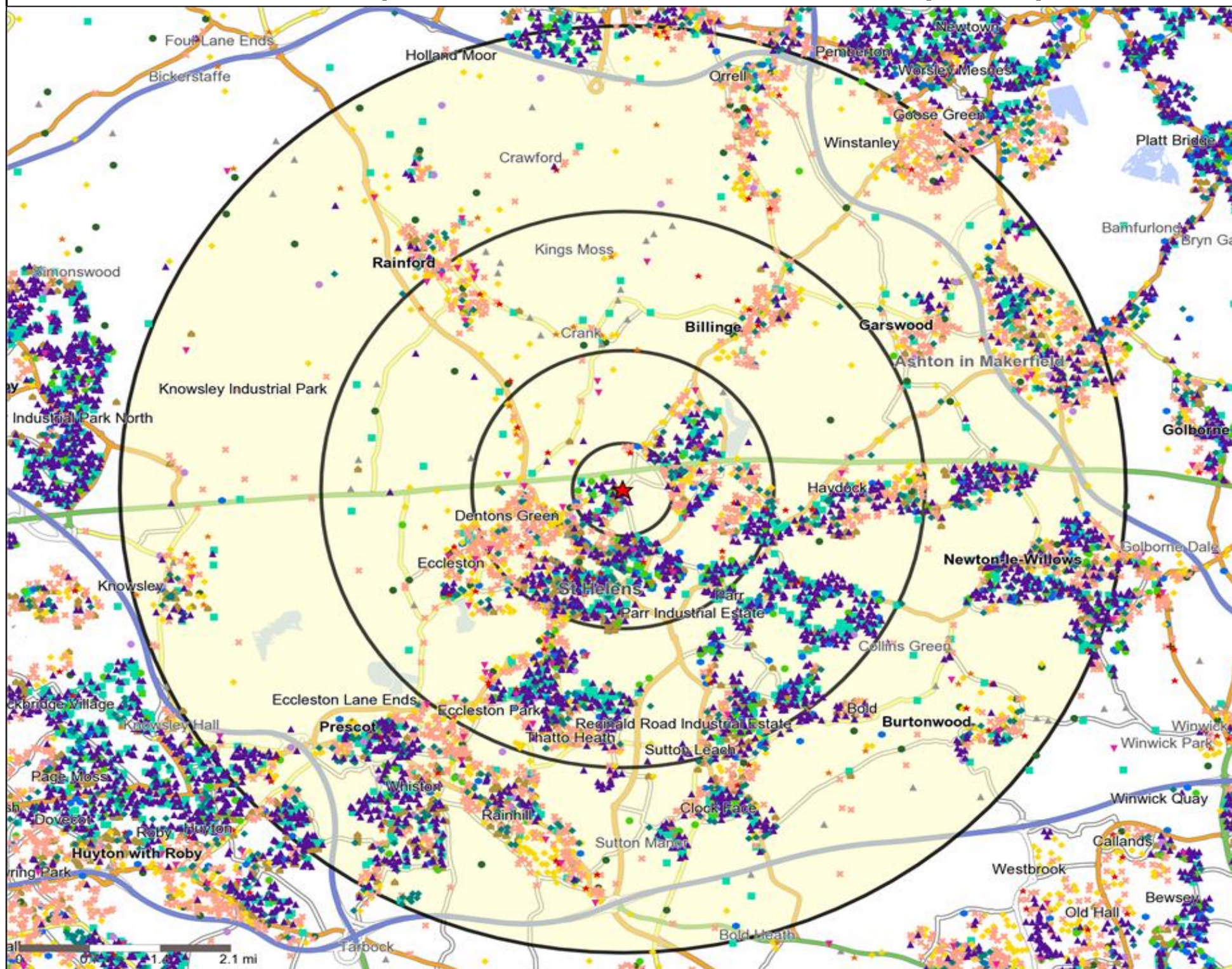
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living	G Domestic Success	K Municipal Challenge	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+)	13	6
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	186	78
F Suburban Stability (18+)	333	185
G Domestic Success (18+)	14	6
H Aspiring Homemakers (18+)	204	76
I Family Basics (18+)	602	283
J Transient Renters (18+)	279	164
K Municipal Challenge (18+)	682	394
L Vintage Value (18+)	367	198
M Modest Traditions (18+)	255	182
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	11	5
Adults 18+ estimate 2015	2,946	100



Occasions Map and Data: WINDLE HOTEL, ST HELENS (203623)



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★ Location	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	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

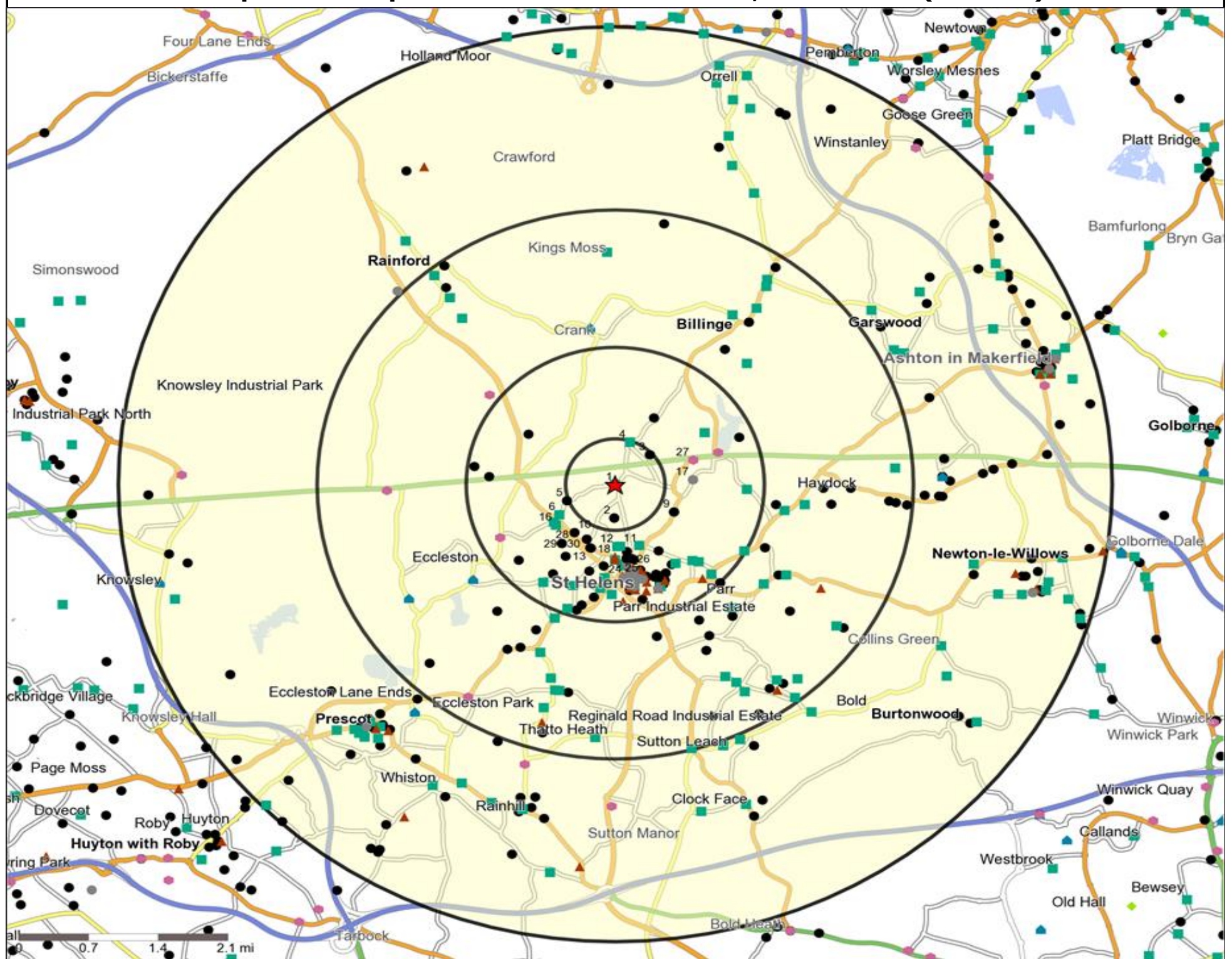
Occasions Data Table

	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	322	3,173	8,131	16,592	30,599	128	115	117	108	114
02 Early Doors	268	2,950	7,279	16,144	28,345	127	127	125	125	126
03 Everyday is Friday	181	2,151	5,227	11,685	19,729	101	109	105	106	103
04 Weekend Millionaires	422	4,139	10,367	21,949	40,843	163	145	145	138	148
05 Out On The Town	299	3,159	7,649	16,569	29,404	120	115	111	108	110
06 Business and Pleasure	60	742	1,892	4,351	7,465	46	52	53	55	54
07 Sporting Pints	259	2,498	6,068	12,601	22,640	94	83	80	75	77
08 Student Social	39	604	1,556	3,949	6,391	33	47	48	55	51
09 Leisurely Lunch	216	2,425	6,245	13,956	24,197	88	90	92	93	93
10 Wining and Dining	184	2,510	6,510	15,627	25,095	66	82	84	91	84
11 Household Outing	280	2,816	7,040	15,986	28,023	127	116	115	118	119
12 Midweek Meal Deal	195	1,705	4,259	9,088	16,576	157	125	124	119	125
13 Date Night	87	1,612	4,313	10,700	16,690	44	74	79	88	79
14 Birthday Treat	150	1,949	5,013	11,301	18,792	76	90	92	93	89
15 Pre Show Meal	48	590	1,489	3,555	5,699	70	79	79	85	78
Number of Occasions	3,010	33,023	83,038	184,053	320,488	100	100	100	100	100

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Competition Map and Data: WINDLE HOTEL, ST HELENS (203623)



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

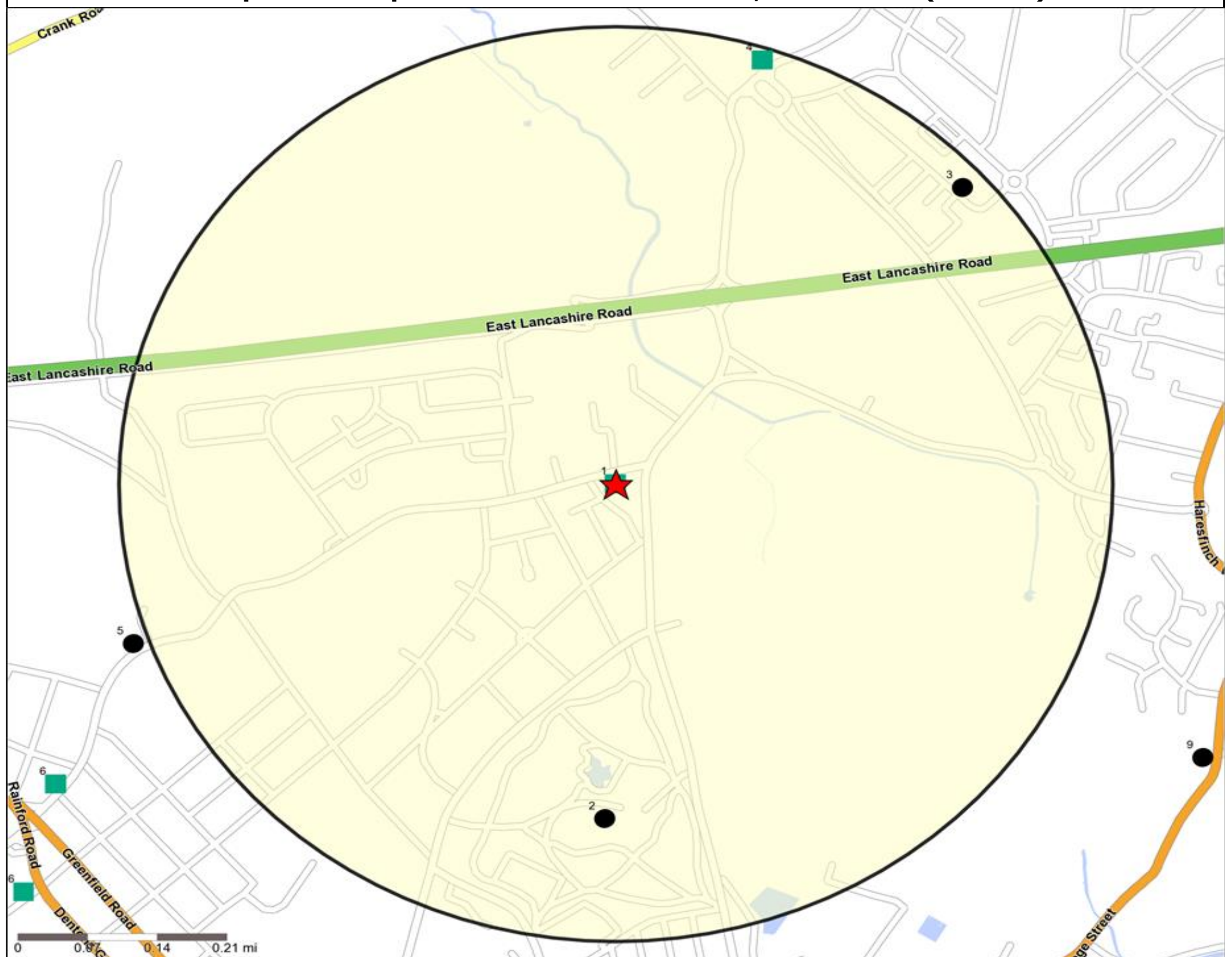


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	13	14	20
Circuit Bar	0	15	18	36
Community Local	2	24	50	101
Dry Led	0	1	5	8
Branded Food Pub	0	3	7	13
Rural	0	0	0	0
Other	2	66	106	211
Total	4	122	200	389



Competition Map and Data: WINDLE HOTEL, ST HELENS (203623)



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
- 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	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	2
Total	4



Local Competition: WINDLE HOTEL, ST HELENS (203623)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WINDLE HOTEL, ST HELENS	HARD LANE, ST. HELENS, WA10 6NY	Punch Taverns	WA10 6NY	Punch Taverns	0.00
1	Windle Hotel	208 Hard Lane, St Helens	Punch Pub Company	WA10 6NY	Community Local	0.00
2	Mansion House	City Road, St Helens	Independent Free	WA10 2UE	Other	0.37
3	Moss Bank Labour Club	Queensway, St Helens	Independent Free	WA11 7BY	Other	0.48
4	Moss Bank Hotel	Moss Bank Road, St Helens	London Town Plc	WA11 7BT	Community Local	0.49
5	Windle Bowling Club	Hard Lane, Dentons Green, St Helens	Independent Free	WA10 6JT	Other	0.52
6	Abbey Hotel	1 Hard Lane, Dentons Green, St Helens	Holt	WA10 6TL	Community Local	0.65
7	Unison Sports And Social Club	Bishop Road, St Helens	Independent Free	WA10 6SX	Other	0.66
8	Bishop Road Police Club	Bishop Road, St Helens	Independent Free	WA10 6SX	Other	0.66
9	Haresfinch Rugby & Community Club	1 Haresfinch Road, St Helens	Independent Free	WA11 9NS	Other	0.66
10	St Helens Cricket Club	Windleshaw Road, Dentons Green, St Helens	Independent Free	WA10 6TD	Other	0.67
11	Cowley Vaults	50 Cooper Street, St Helens	Independent Free	WA10 2BH	Community Local	0.68
12	Turks Head	49-51 Morley Street, St Helens	Independent Free	WA10 2DQ	Community Local	0.68
13	Windle Labour Club	15 Dentons Green Lane, Dentons Green, St Helens	Independent Free	WA10 2QF	Other	0.74
14	Larkins	110 Crab Street, St Helens	Independent Free	WA10 2BE	Other	0.74
15	Lowe House Mens Club	Crab Street, St Helens	Independent Free	WA10 2BE	Other	0.74
16	Gerard Arms	Dentons Green Lane, Dentons Green, St Helens	Spirit Pub Company	WA10 6SD	Community Local	0.74
17	Woodlands Hotel	81 Woodlands Road, St Helens	Mitchells & Butlers	WA11 9AQ	Cafe / Wine Bar	0.78
18	Cinema Bar	132 Duke Street, St Helens	Independent Free	WA10 2JL	Circuit Bar	0.79
19	St Helens Sea Cadet Corp	Mill Street, St Helens	Independent Free	WA10 2BB	Other	0.82
20	Yang Xing Restaurant	91-95 Duke Street, St Helens	Independent Free	WA10 2JG	Other	0.82
21	Balti Spice	113 Duke Street, St Helens	Independent Free	WA10 2JG	Other	0.82
22	Tapas Bar	87 Duke Street, St Helens	Independent Free	WA10 2JG	Other	0.82
23	Rifle Corps	83 Duke Street, St Helens	Unknown	WA10 2JG	Community Local	0.82
24	Sportsmans Inn	97 Duke Street, St Helens	London Town Plc	WA10 2JG	Circuit Bar	0.82
25	Mr Chans	21-23 North Road, St Helens	Independent Free	WA10 2TW	Other	0.83
26	English Steak House	35-39 North Road, St Helens	Independent Free	WA10 2TW	Other	0.83
27	Carr Mill	18 East Lancashire Road, St Helens	Spirit Pub Company	WA11 9AD	Branded Food	0.83
28	Pilkington Recreation Club	Ruskin Drive, Dentons Green, St Helens	Independent Free	WA10 6RP	Other	0.84
29	Ruskin Leisure	Ruskin Drive, Dentons Green, St Helens	Independent Free	WA10 6RP	Other	0.84
30	St Helens Town Football Club	Hoghton Road, St Helens	Independent Free	WA10 6RP	Other	0.84