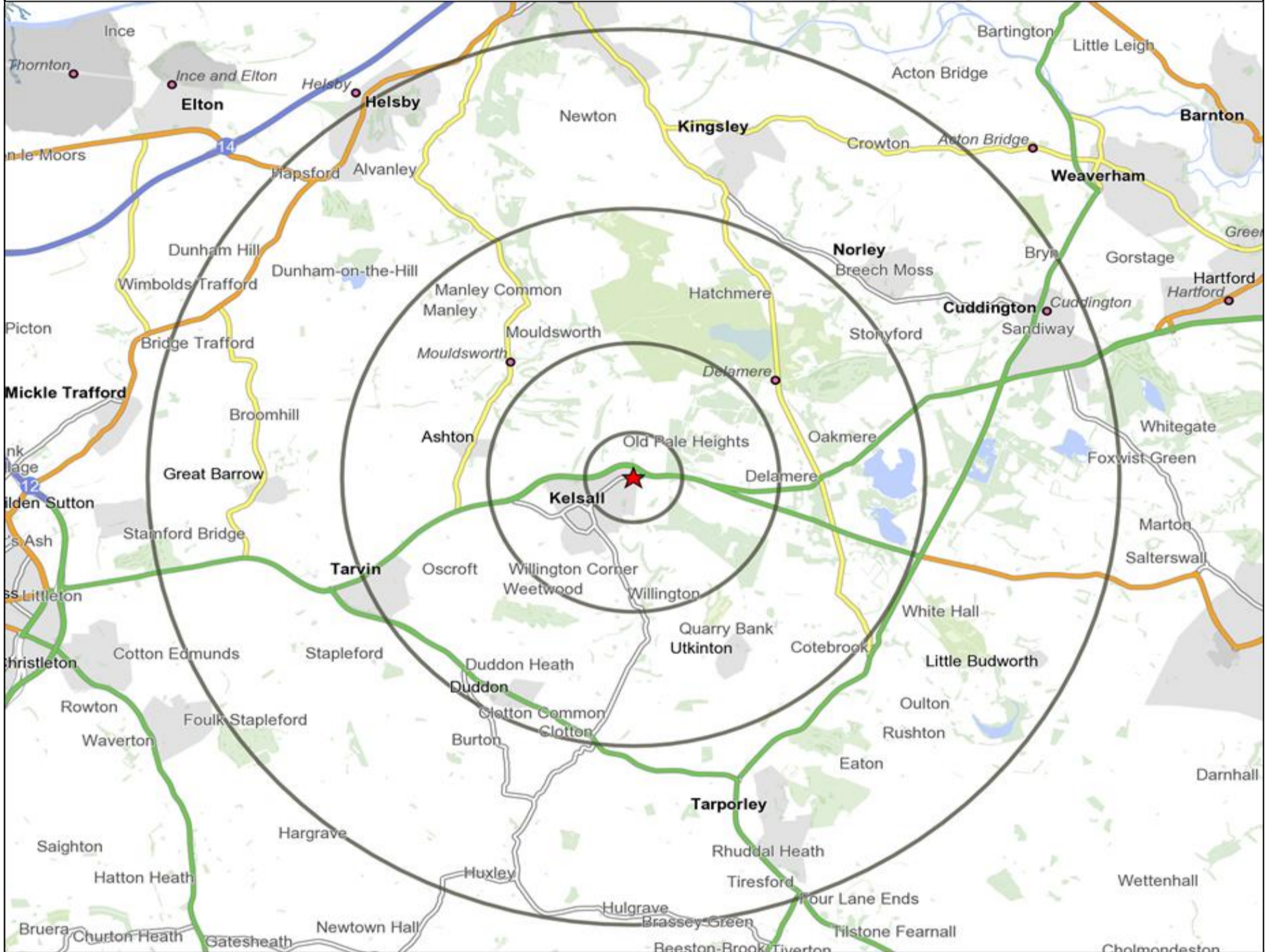




**Customer Profile Report for FARMERS ARMS, TARPORLEY (Punch Outlet Number: 203486)  
CHESTER ROAD, TARPORLEY, CW6 0SJ (CW 6 0SJ)**



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

**Age Data Table**

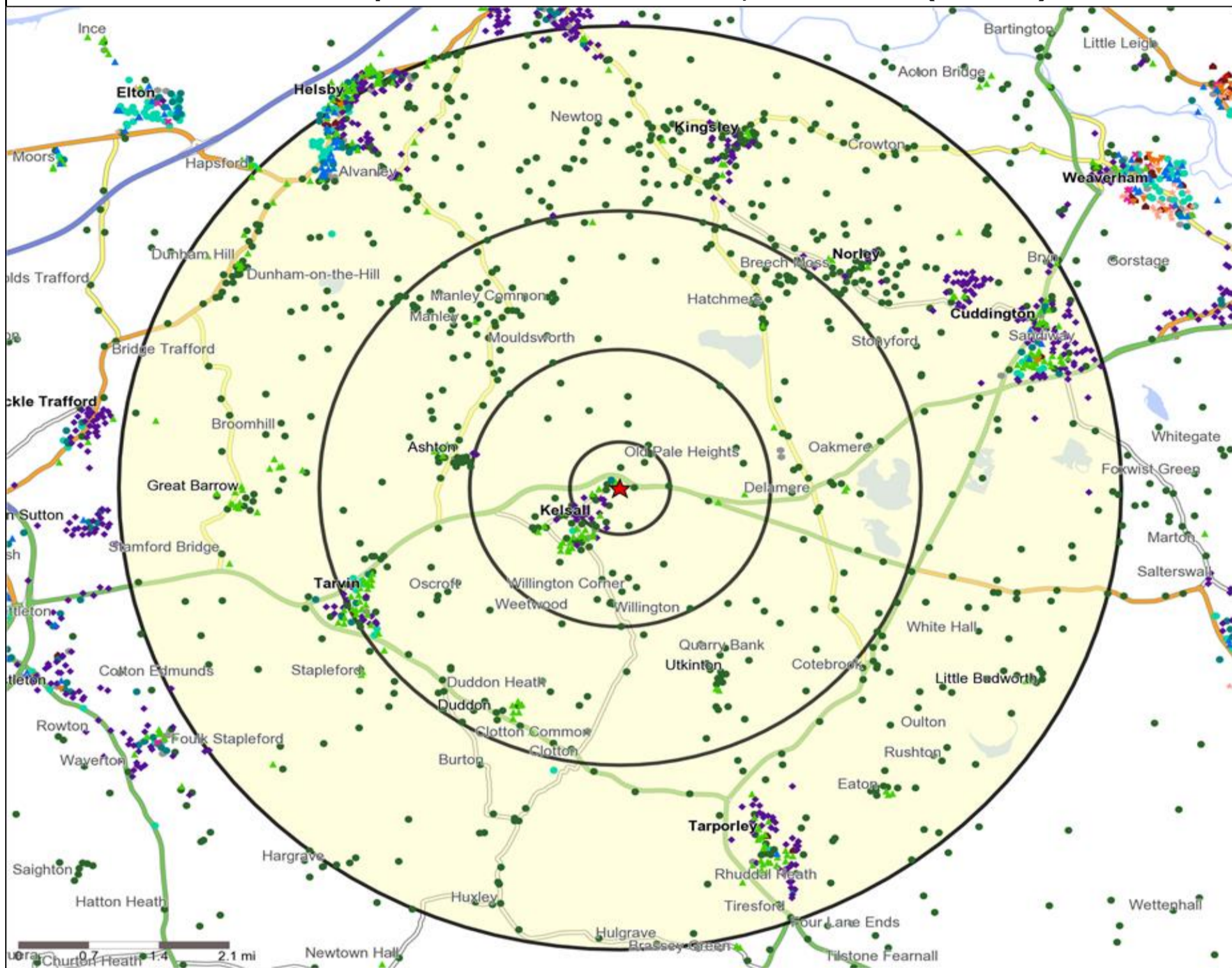
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	224	565	1,688	4,939	23,713	90	91	89	85	97
16-17	38	89	211	619	3,172	124	115	90	86	104
18-24	55	162	422	1,230	8,294	46	54	46	44	70
25-34	57	172	587	1,908	13,179	31	38	42	45	74
35-44	161	393	1,187	3,576	16,082	96	93	92	91	97
45-54	208	563	1,772	5,526	20,705	111	120	123	126	112
55-64	195	453	1,576	4,943	16,773	130	121	138	141	113
65+	386	924	2,691	8,276	28,963	162	154	147	148	123
Population estimate 2015	1,324	3,321	10,134	31,017	130,881	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	1,309	3,161	9,509	29,431	125,252	99%	98%	99%	98%	97%
Mixed / Multiple Ethnic Groups	10	26	59	187	1,106	1%	1%	1%	1%	1%
Asian / Asian British	2	20	49	186	1,625	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	0	1	11	37	308	0%	0%	0%	0%	0%
Other Ethnic Group	2	6	11	48	299	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,323	3,214	9,639	29,889	128,590	100	100	100	100	100



### Mosaic UK Map and Data: FARMERS ARMS, TARPORLEY (203486)



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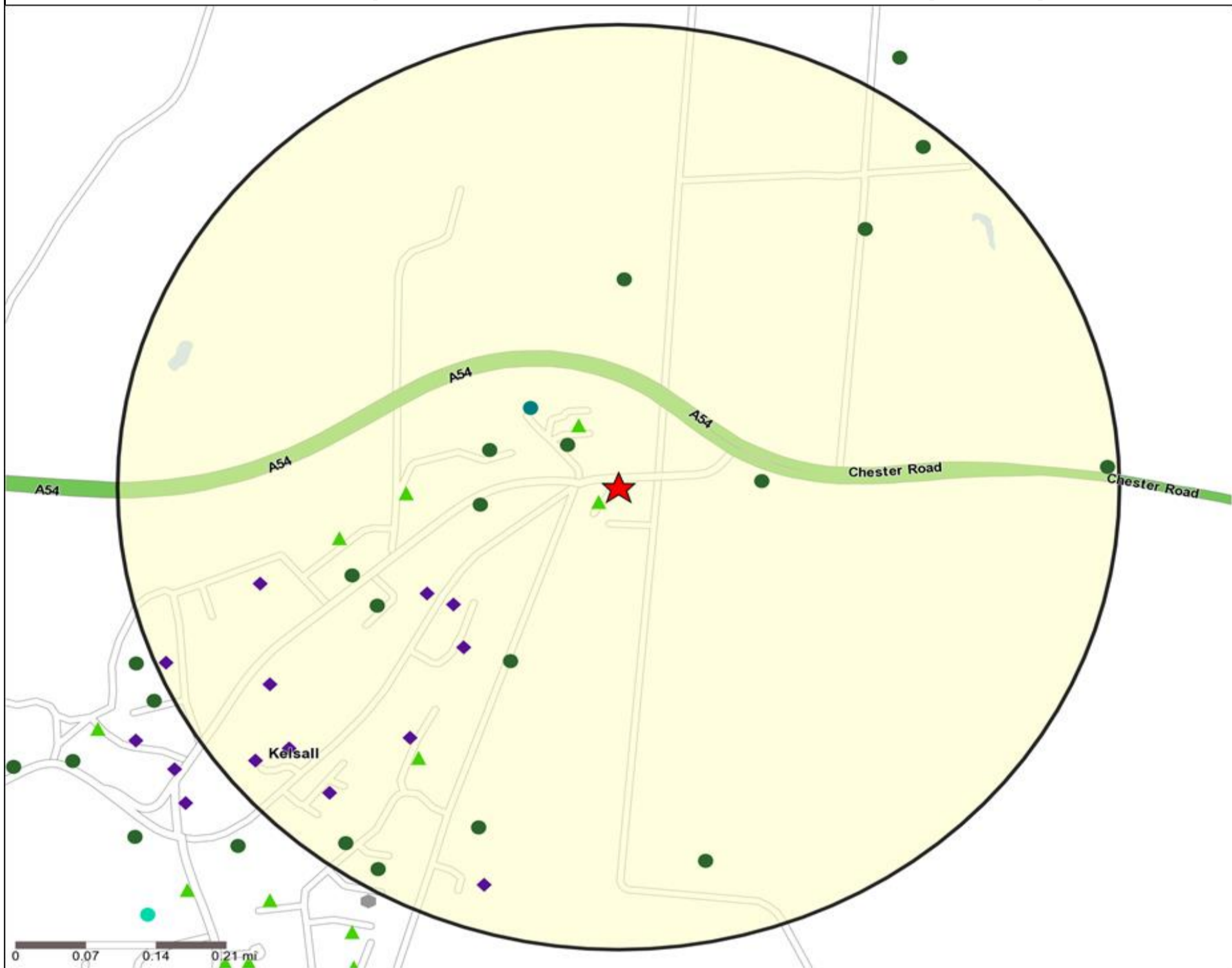
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N 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	0	379	0	0	0	0	9
<b>B Prestige Positions (18+)</b>	392	587	844	5,632	18,055	506	302	141	304	239
<b>C Country Living (18+)</b>	508	1,273	4,722	10,558	14,007	688	687	825	598	195
<b>D Rural Reality (18+)</b>	157	654	2,167	5,805	7,325	213	354	380	330	102
<b>E Senior Security (18+)</b>	0	125	248	666	8,835	0	58	37	32	105
<b>F Suburban Stability (18+)</b>	0	0	0	707	8,216	0	0	0	46	130
<b>G Domestic Success (18+)</b>	6	7	73	683	12,331	7	3	11	32	142
<b>H Aspiring Homemakers (18+)</b>	0	22	182	983	8,187	0	9	24	43	87
<b>I Family Basics (18+)</b>	0	0	0	20	5,708	0	0	0	1	76
<b>J Transient Renters (18+)</b>	0	0	0	0	3,199	0	0	0	0	53
<b>K Municipal Challenge (18+)</b>	0	0	0	0	1,011	0	0	0	0	17
<b>L Vintage Value (18+)</b>	0	0	0	331	5,825	0	0	0	21	89
<b>M Modest Traditions (18+)</b>	0	0	0	19	4,903	0	0	0	2	100
<b>N Urban Cohesion (18+)</b>	0	0	0	0	1,052	0	0	0	0	19
<b>O Rental Hubs (18+)</b>	0	0	0	0	4,594	0	0	0	0	58
<b>Adults 18+ estimate 2015</b>	<b>1,063</b>	<b>2,668</b>	<b>8,236</b>	<b>25,404</b>	<b>103,627</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



Mosaic UK Map and Data: FARMERS ARMS, TARPORLEY (203486)



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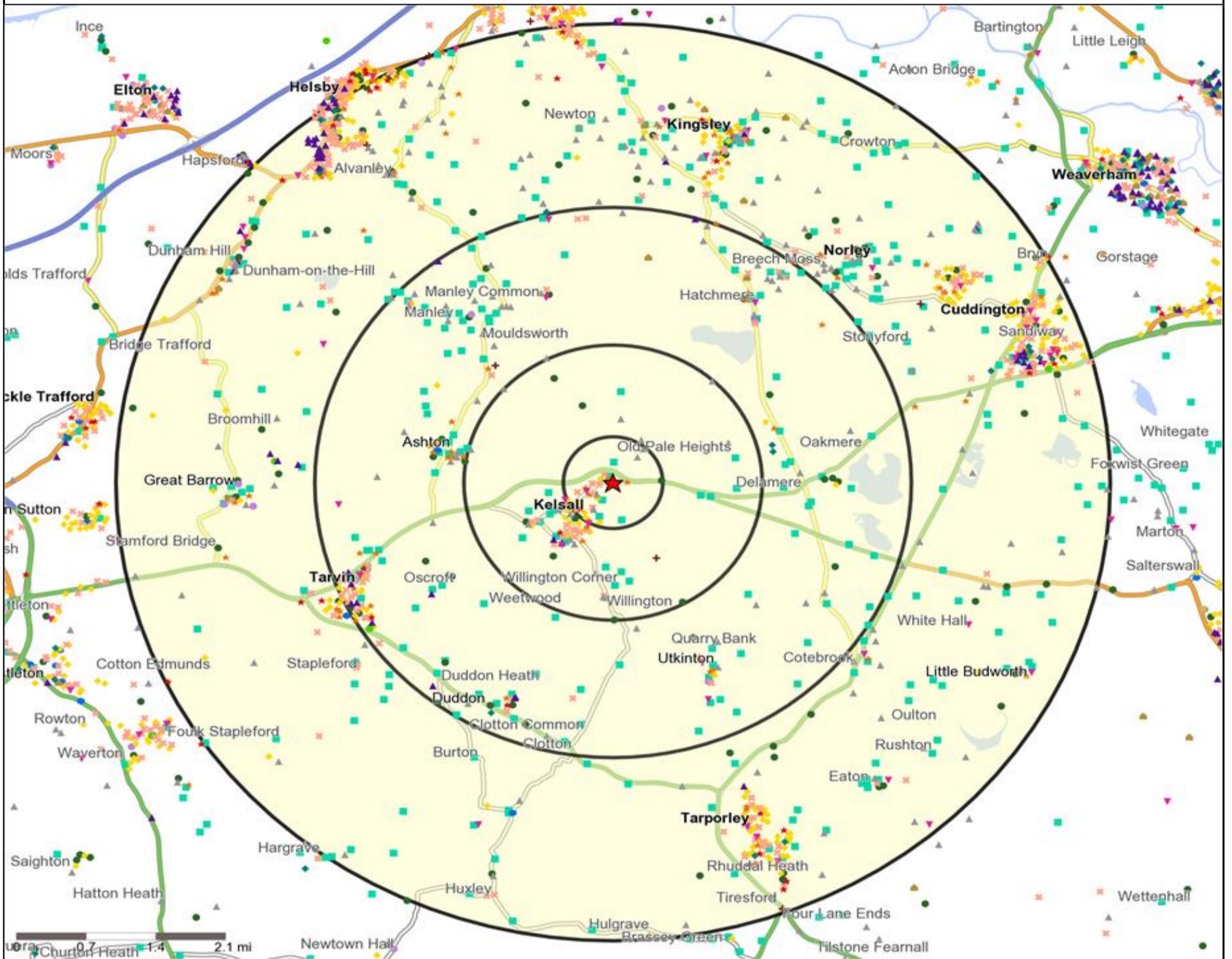
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
-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

**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	392	506
C Country Living (18+)	508	688
D Rural Reality (18+)	157	213
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	6	7
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
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>1,063</b>	<b>100</b>



## Occasions Map and Data: FARMERS ARMS, TARPORLEY (203486)



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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	81	224	824	2,150	7,141	111	126	154	132	95
02 Early Doors	60	148	456	1,401	6,445	98	99	102	103	103
03 Everyday is Friday	45	117	353	1,067	5,488	86	92	92	92	102
04 Weekend Millionaires	20	59	229	766	6,334	27	32	42	46	82
05 Out On The Town	38	94	253	891	7,070	52	53	48	55	95
06 Business and Pleasure	52	135	495	1,241	3,768	139	148	180	149	98
07 Sporting Pints	14	38	129	448	4,839	18	20	22	25	59
08 Student Social	51	131	390	1,178	3,759	151	159	157	156	108
09 Leisurely Lunch	93	224	647	1,948	7,827	131	129	124	123	107
10 Wining and Dining	104	237	605	2,133	9,596	128	120	102	118	115
11 Household Outing	34	97	315	964	6,367	53	62	67	67	97
12 Midweek Meal Deal	67	150	464	1,105	3,637	186	171	175	137	98
13 Date Night	113	235	575	2,056	8,228	197	168	137	160	139
14 Birthday Treat	84	189	499	1,630	6,895	146	135	118	127	117
15 Pre Show Meal	16	44	165	495	2,255	81	91	114	112	111
<b>Number of Occasions</b>	<b>872</b>	<b>2,122</b>	<b>6,399</b>	<b>19,473</b>	<b>89,649</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: FARMERS ARMS, TARPORLEY (203486)



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

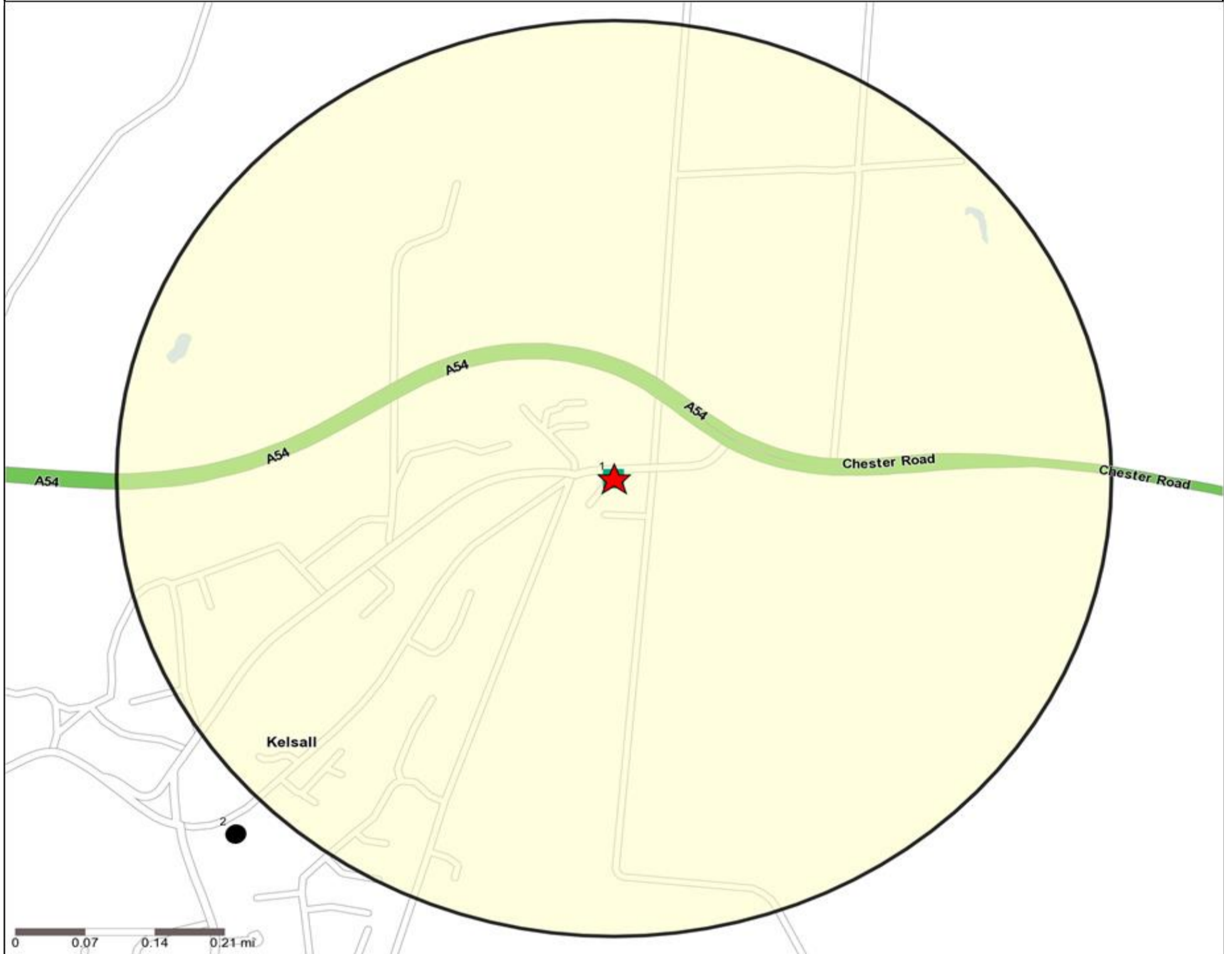
- ★ Location
- ◆ Branded Food
- ▲ Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

#### Competition Type Summary Table










Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	2	8
Circuit Bar	0	0	0	14
Community Local	1	1	4	19
Dry Led	0	3	5	14
Branded Food Pub	0	0	1	4
Rural	0	0	0	0
Other	0	3	13	77
<b>Total</b>	<b>1</b>	<b>7</b>	<b>25</b>	<b>136</b>



**Competition Map and Data: FARMERS ARMS, TARPORLEY (203486)**



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



## Local Competition: FARMERS ARMS, TARPORLEY (203486)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FARMERS ARMS, TARPORLEY	CHESTER ROAD, TARPORLEY, CW6 0SJ	Punch Taverns	CW 6 0SJ	Punch Taverns	0.00
1	Farmers Arms	Chester Road, Kelsall, Tarporley	Punch Pub Company	CW 6 0SJ	Community Local	0.00
2	Kelsall Social Club	Chester Road, Kelsall, Tarporley	Independent Free	CW 6 0SB	Other	0.54
3	Lord Binning	Chester Road, Kelsall, Tarporley	New Moon Pub Company	CW 6 0RS	Dry Led	0.72
4	Oak	Chester Road, Kelsall, Tarporley	Punch Pub Company	CW 6 0RR	Dry Led	0.86
5	Boot Inn	Boothsdale, Willington, Tarporley	Punch Pub Company	CW 6 0NH	Dry Led	0.92
6	Newtownards Sailing Club	161 Portaferry Road, Newtownards	Independent Free	BT22 2AJ	Other	1.22
7	Willington Hall Hotel	Willington, Tarporley	Independent Free	CW 6 0NB	Other	1.50
8	Vale Royal Abbey Arms	Chester Road, Delamere, Northwich	Greene King	CW 8 2HS	Branded Food	1.71
9	Mount Stewart House	Portaferry Road, Newtownards	National Trust	BT22 2AD	Other	1.82
10	Delamere Forest Golf Club	Golf Course Road, Delamere, Northwich	Independent Free	CW 8 2JE	Other	1.84
11	Pryors Hayes Golf Club	Willington Road, Tarvin, Chester	Independent Free	CH 3 8NL	Other	1.86
12	Goshawk	1 Station Road, Mouldsworth, Chester	Hydes Anvil	CH 3 8AJ	Dry Led	1.88
13	Cafe At Abbeywood	Delamere, Northwich	Independent Free	CW 8 2HW	Cafe / Wine Bar	1.98
14	Manley Sports & Social Club	Tarvin Road, Manley, Frodsham	Independent Free	WA 6 9EL	Other	2.19
15	Fishpool Inn	Fishpool Road, Delamere, Northwich	Nelson Hotels Ltd	CW 8 2HP	Dry Led	2.40
16	Carriers Inn	Delamere Road, Norley, Frodsham	Marston's	WA 6 6NL	Community Local	2.49
17	Fortune Palace	School Lane, Norley, Frodsham	Independent Free	WA 6 6PB	Other	2.52
18	Mahee Island Golf Club	Ringneill Road, Comber, Newtownards	Independent Free	BT23 6EE	Other	2.56
19	Old Schoolhouse Inn	100 Ballydrain Road, Comber, Newtownards	Independent Free	BT23 6EA	Other	2.66
20	Castle Espie Wetland Centre	78 Ballydrain Road, Comber, Newtownards	Wildfowl & Wetlands Trust	BT23 6EA	Other	2.66
21	Gunnery Bar & Restaurant	71 High Street, Chester	Unknown	CH 3 8JA	Cafe / Wine Bar	2.67
22	Red Lion	Church Street, Tarvin, Chester	Punch Pub Company	CH 3 8EB	Community Local	2.75
23	George & Dragon	67 High Street, Tarvin, Chester	Marston's	CH 3 8EE	Community Local	2.81
24	Wildfowler Inn	1-3 Main Street, Greyabbey, Newtownards	Independent Free	BT22 2NE	Other	2.96
25	New Village Restaurant	1 High Street, Tarvin, Chester	Independent Free	CH 3 8ED	Other	2.99
26	Tarporley Garden Centre	Tarporley Road, Cotebrook, Tarporley	Wyevale Garden Centres	CW 6 9EE	Other	3.03
27	Fox & Barrel	Foxbank, Cotebrook, Tarporley	Independent Free	CW 6 9DZ	Dry Led	3.06
28	New White Satin	23 Main Street, Greyabbey, Newtownards	Independent Free	BT22 2NF	Other	3.07
29	Sharks American Pool	2 North Street, Greyabbey, Newtownards	Independent Free	BT22 2ND	Other	3.10
30	Little Budworth Coffee Shop	Tarporley Road, Little Budworth, Tarporley	Independent Free	CW 6 9ES	Cafe / Wine Bar	3.15