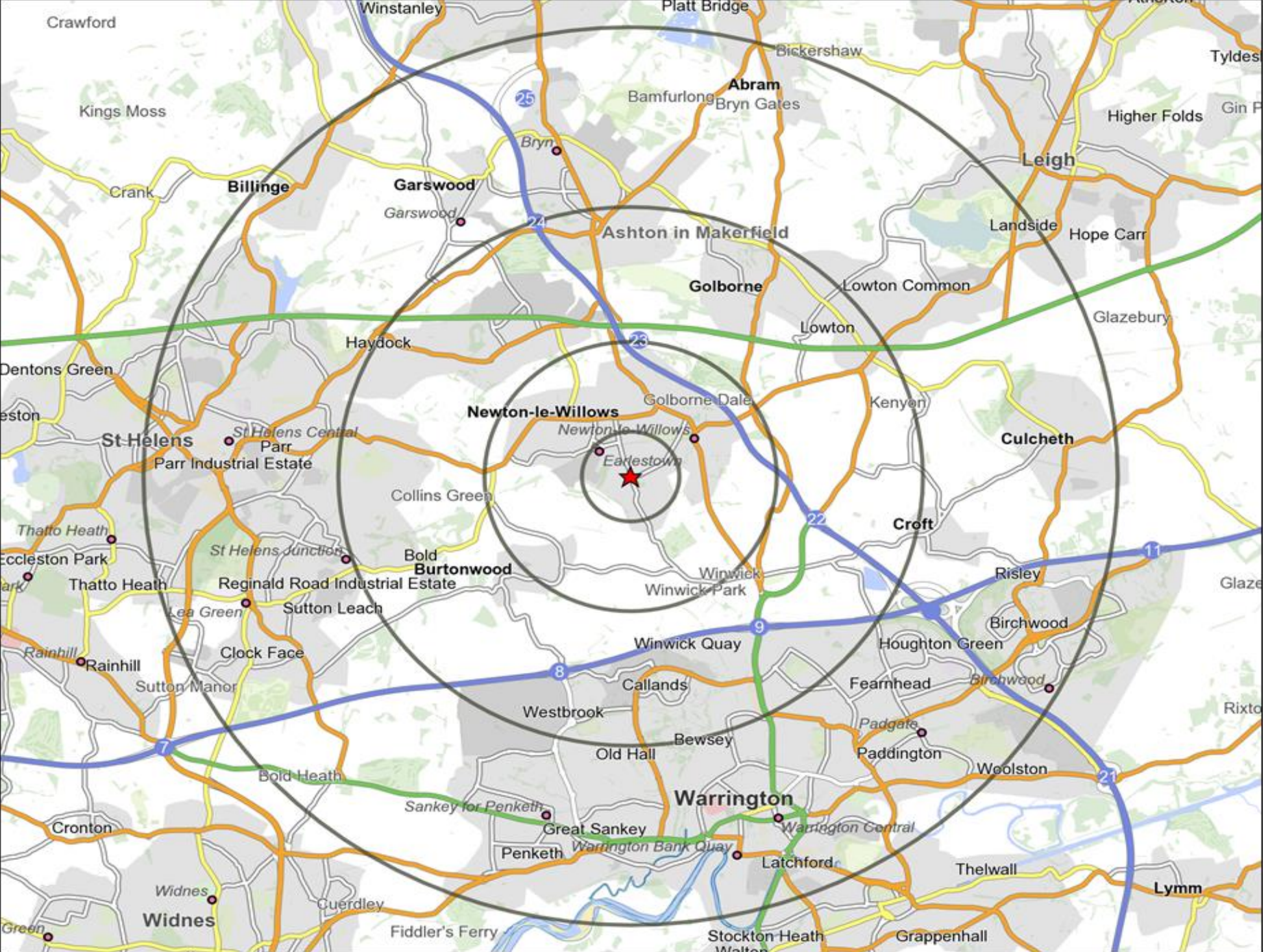




Customer Profile Report for VICTORIA, NEWTON LE WILLOWS (Punch Outlet Number: 203531)
322 WARGRAVE ROAD, NEWTON-LE-WILLOWS, WA12 8EP (WA12 8EP)



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

Age Data Table

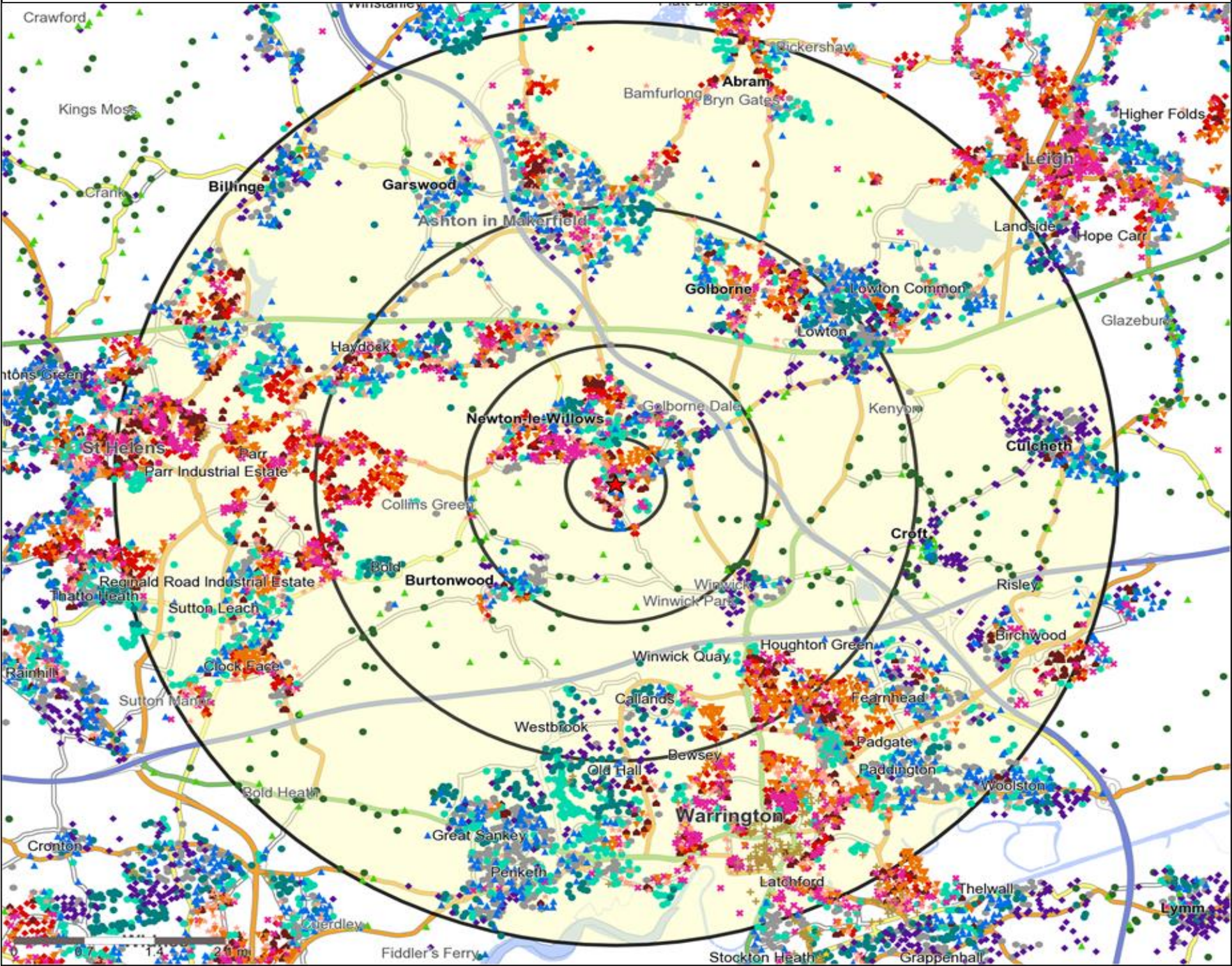
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,537	4,875	19,616	61,065	54,247	111	103	107	102	101
16-17	171	581	2,294	7,422	6,619	100	99	101	100	100
18-24	719	2,114	7,894	26,238	23,842	108	93	89	91	92
25-34	1,150	3,715	12,933	43,161	38,202	114	108	97	99	98
35-44	820	3,159	12,498	40,864	35,941	87	99	101	101	99
45-54	1,098	3,748	14,839	47,064	42,586	105	105	107	104	105
55-64	739	2,652	10,724	36,718	32,938	88	93	97	102	102
65+	1,155	4,304	16,694	56,914	50,742	87	95	95	99	99
Population estimate 2015	7,389	25,148	97,492	319,446	285,117	100	100	100	100	100

Ethnicity - Census 2011

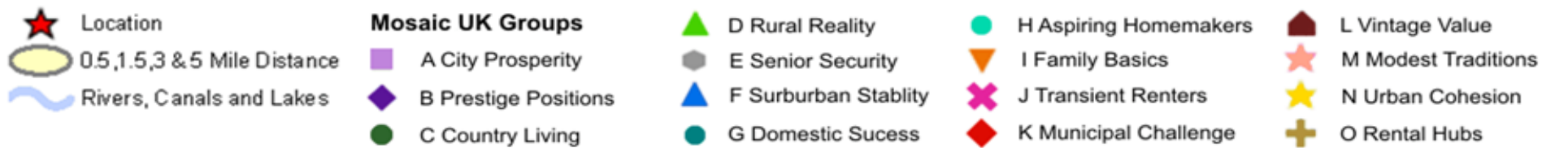
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	6,678	23,573	93,523	302,013	270,493	97%	97%	97%	97%	97%
Mixed / Multiple Ethnic Groups	86	240	737	2,594	2,299	1%	1%	1%	1%	1%
Asian / Asian British	72	297	1,315	5,126	4,460	1%	1%	1%	2%	2%
Black / African / Caribbean / Black British	9	44	245	897	725	0%	0%	0%	0%	0%
Other Ethnic Group	19	69	197	711	656	0%	0%	0%	0%	0%
All People (Ethnic Group)	6,864	24,223	96,017	311,341	278,633	100	100	100	100	100



Mosaic UK Map and Data: VICTORIA, NEWTON LE WILLOWS (203531)



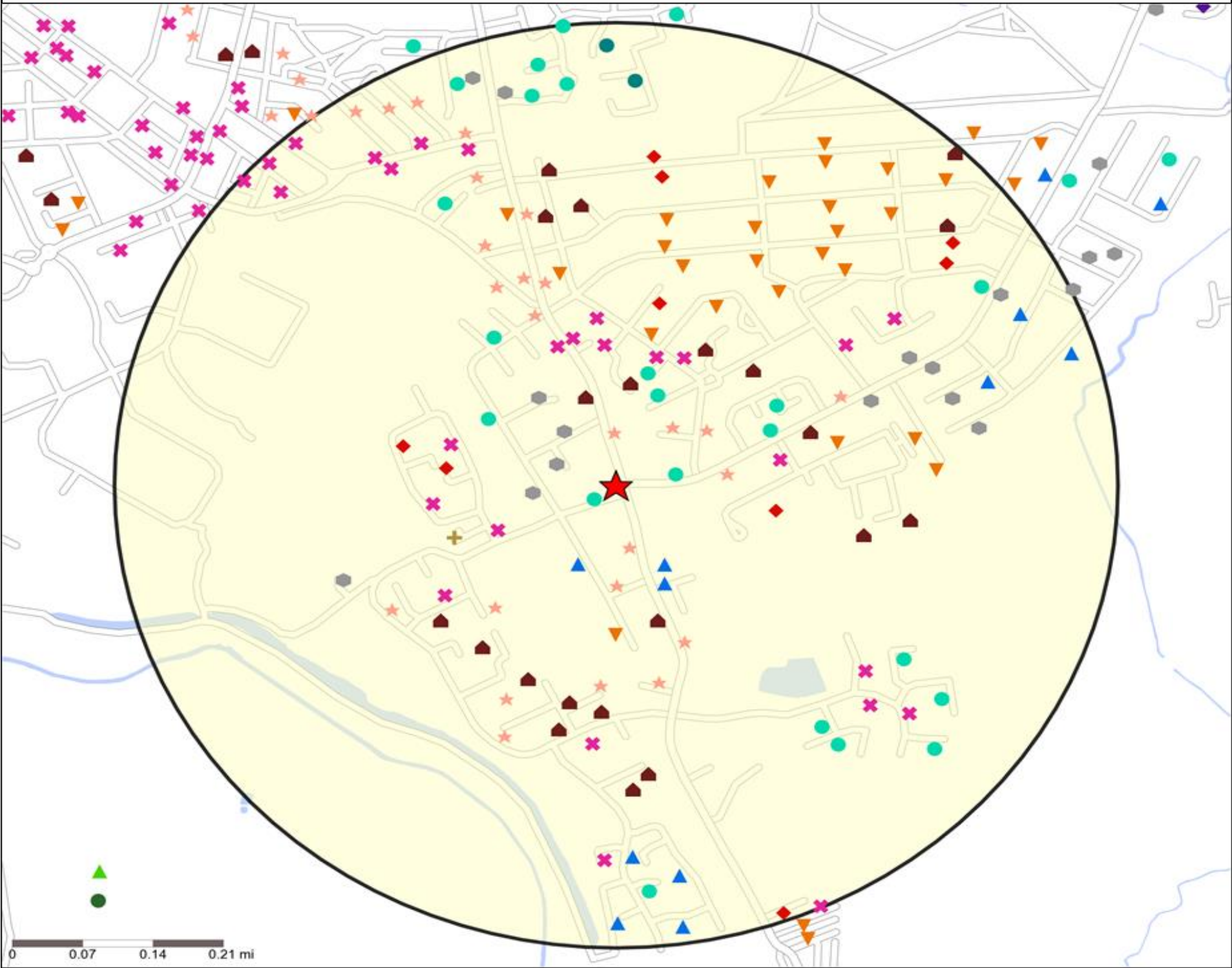
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	583	3,683	10,562	10,875	0	41	67	58	67
C Country Living (18+)	0	83	505	1,014	1,165	0	6	10	6	8
D Rural Reality (18+)	0	114	363	727	939	0	8	7	4	6
E Senior Security (18+)	387	2,106	6,783	29,891	22,662	84	132	111	148	125
F Suburban Stability (18+)	455	2,006	7,035	29,524	27,088	131	167	153	194	199
G Domestic Success (18+)	139	1,455	7,826	19,734	16,454	29	88	124	94	88
H Aspiring Homemakers (18+)	855	2,839	9,904	37,799	31,622	165	159	144	167	156
I Family Basics (18+)	956	1,815	8,949	25,982	24,213	233	128	165	145	150
J Transient Renters (18+)	923	3,007	8,405	23,947	22,799	281	265	193	167	177
K Municipal Challenge (18+)	412	1,836	7,421	19,719	18,775	123	159	168	135	143
L Vintage Value (18+)	662	1,918	6,865	22,149	20,510	185	155	145	142	146
M Modest Traditions (18+)	869	1,665	6,947	22,396	21,419	322	178	194	190	202
N Urban Cohesion (18+)	0	0	0	14	11	0	0	0	0	0
O Rental Hubs (18+)	24	233	637	5,066	4,456	5	15	11	26	26
Adults 18+ estimate 2015	5,682	19,660	75,323	248,524	222,988	100	100	100	100	100



Mosaic UK Map and Data: VICTORIA, NEWTON LE WILLOWS (203531)



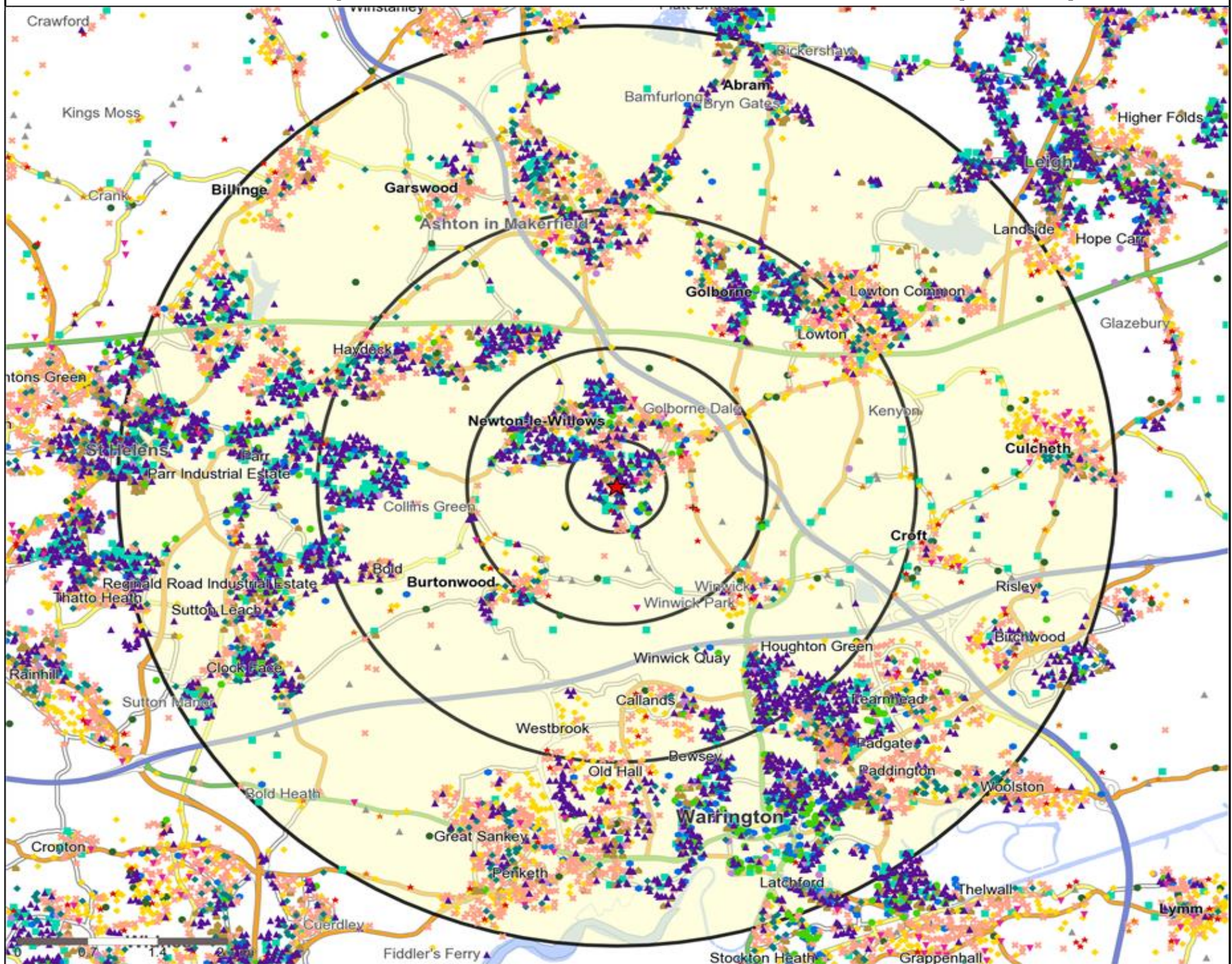
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	387	84
F Suburban Stability (18+)	455	131
G Domestic Success (18+)	139	29
H Aspiring Homemakers (18+)	855	165
I Family Basics (18+)	956	233
J Transient Renters (18+)	923	281
K Municipal Challenge (18+)	412	123
L Vintage Value (18+)	662	185
M Modest Traditions (18+)	869	322
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	24	5
Adults 18+ estimate 2015	5,682	100



Occasions Map and Data: VICTORIA, NEWTON LE WILLOWS (203531)



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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

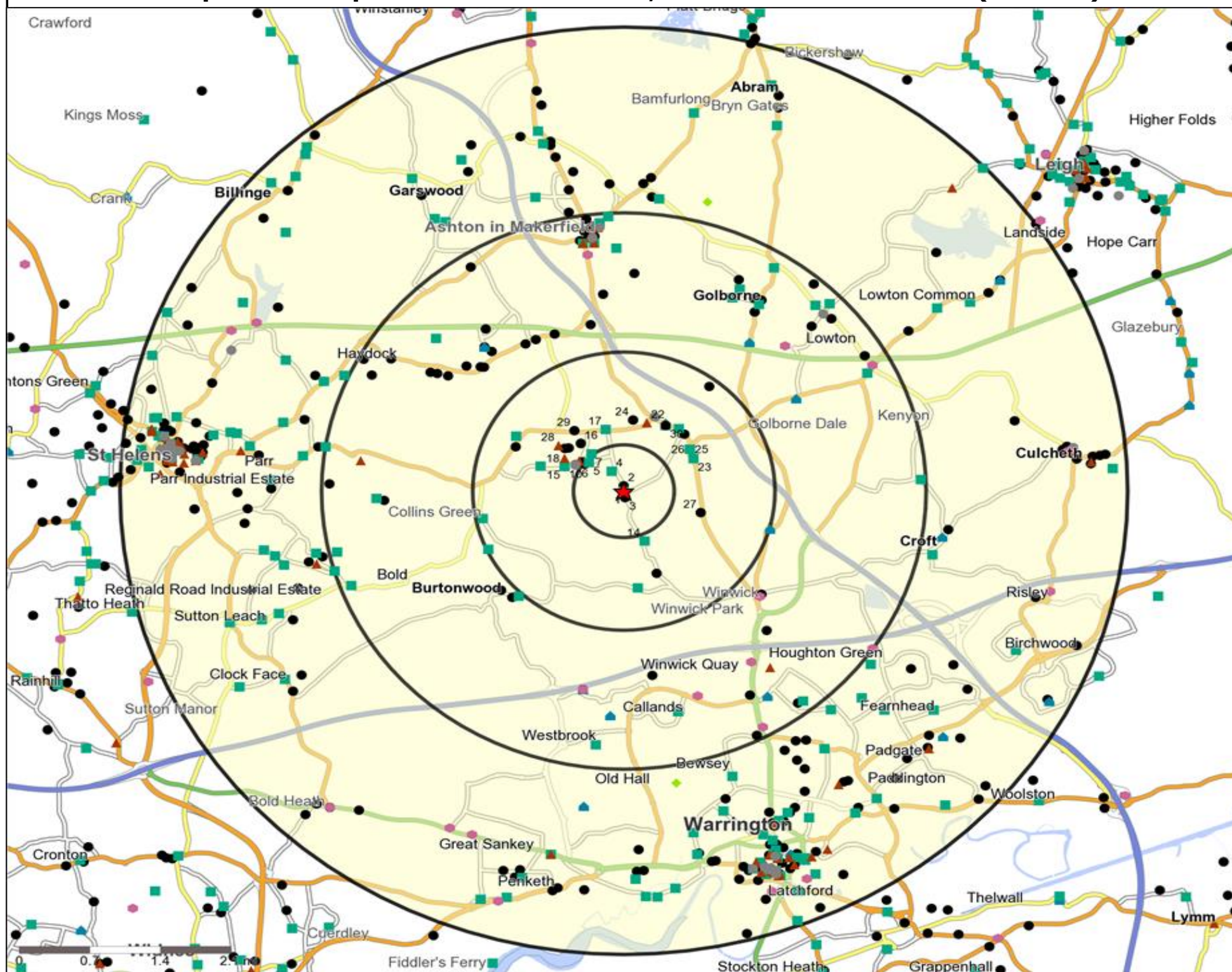
Occasions Data Table

	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	496	1,529	6,116	19,251	17,773	104	100	103	99	101
02 Early Doors	425	1,472	5,846	19,040	17,267	107	115	118	117	118
03 Everyday is Friday	364	1,185	4,498	15,225	13,670	107	109	106	109	109
04 Weekend Millionaires	820	2,334	8,687	27,661	24,976	168	149	142	138	138
05 Out On The Town	606	1,802	6,635	22,058	19,969	129	119	113	114	115
06 Business and Pleasure	137	480	1,847	6,065	5,373	56	62	61	61	60
07 Sporting Pints	513	1,419	5,114	17,249	15,602	99	85	79	81	81
08 Student Social	89	367	1,596	5,409	4,807	40	52	58	60	59
09 Leisurely Lunch	398	1,342	5,249	17,037	15,369	86	90	91	90	90
10 Wining and Dining	372	1,433	5,799	19,958	17,580	71	85	88	92	90
11 Household Outing	530	1,605	6,225	19,881	17,771	127	120	119	116	115
12 Midweek Meal Deal	347	900	3,491	11,482	10,460	148	120	119	119	121
13 Date Night	203	974	4,077	13,863	12,221	54	81	87	90	89
14 Birthday Treat	278	1,024	4,417	13,910	12,597	74	85	95	91	91
15 Pre Show Meal	94	326	1,276	4,639	4,023	73	79	79	88	85
Number of Occasions	5,672	18,192	70,873	232,728	209,458	100	100	100	100	100

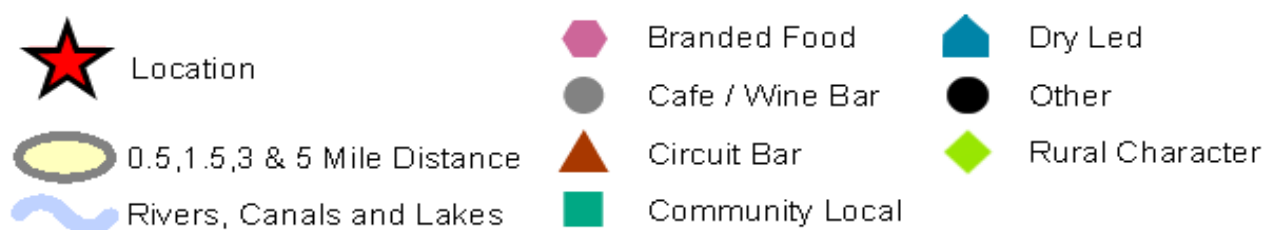
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Competition Map and Data: VICTORIA, NEWTON LE WILLOWS (203531)



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

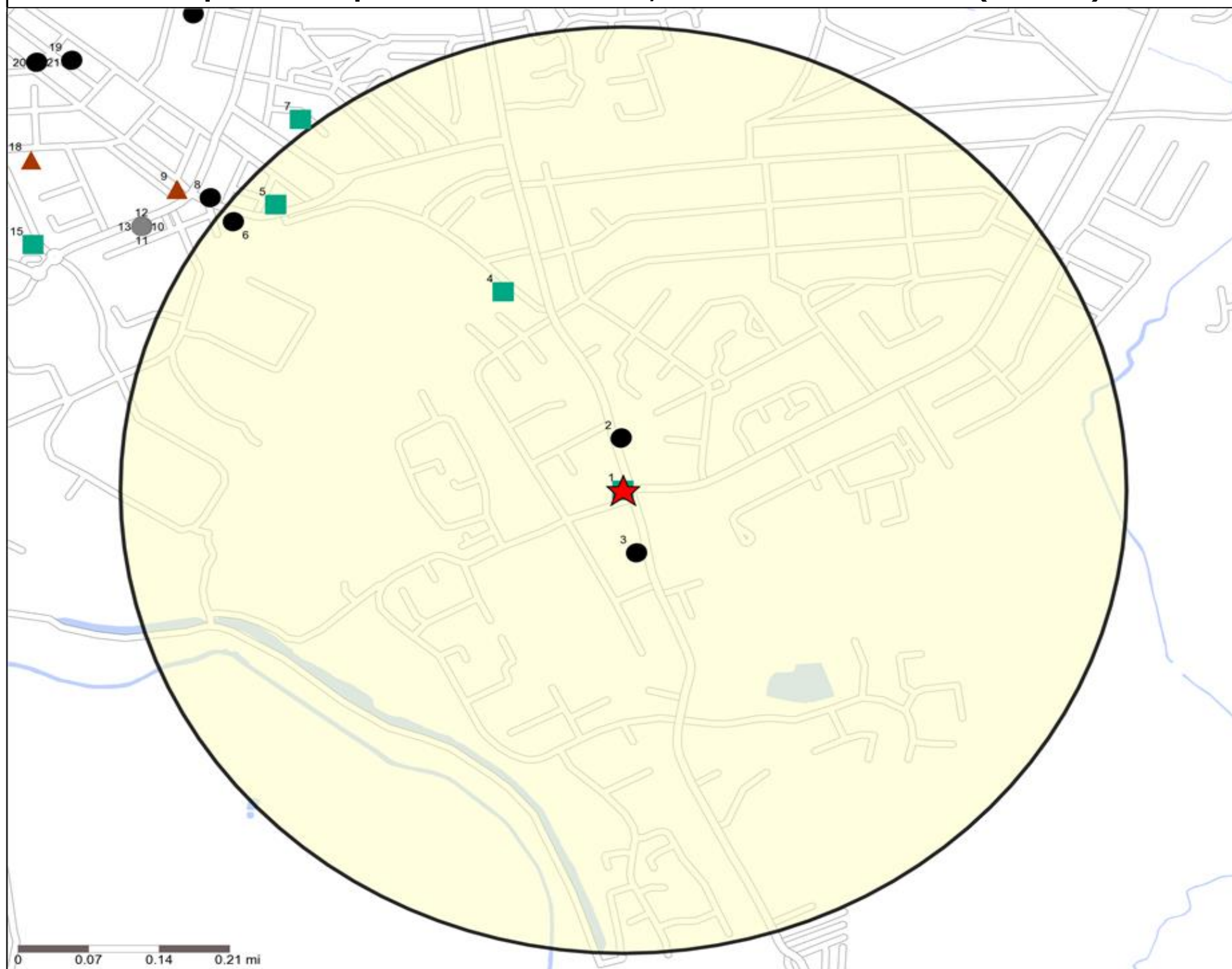


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	5	27
Circuit Bar	0	4	13	55
Community Local	3	15	33	126
Dry Led	0	2	6	11
Branded Food Pub	0	0	10	21
Rural	0	0	0	2
Other	3	20	70	256
Total	6	43	137	498



Competition Map and Data: VICTORIA, NEWTON LE WILLOWS (203531)



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
Café / Wine Bar	0
Circuit Bar	0
Community Local	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	3
Total	6



Local Competition: VICTORIA, NEWTON LE WILLOWS (203531)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	VICTORIA, NEWTON LE WILLOWS	322 WARGRAVE ROAD, NEWTON-LE-WILLOWS, WA12 8EP	Punch Taverns	WA12 8EP	Punch Taverns	0.00
1	Victoria	322 Wargrave Road, Newton-le-willows	Punch Pub Company	WA12 8EP	Community Local	0.00
2	St Davids Parochial Club	249 Wargrave Road, Newton-le-willows	Independent Free	WA12 8EW	Other	0.06
3	Vulcan Sports & Social Club	Wargrave Road, Newton-le-willows	Independent Free	WA12 8RP	Other	0.07
4	Sunbeam	4 Old Wargrave Road, Wargrave, Newton-le-willows	Punch Pub Company	WA12 8LU	Community Local	0.25
5	Railway Hotel	2 Railway Street, Earlestown, Newton-le-willows	Punch Pub Company	WA12 9QY	Community Local	0.46
6	Sajan Restaurant	9 Queen Street, Newton-le-willows	Independent Free	WA12 9AS	Other	0.48
7	Houghton Arms	Houghton Close, Newton-le-willows	Admiral Taverns Ltd	WA12 9QL	Community Local	0.51
8	Malonchoo Indian Cusine	26 Queen Street, Newton-le-willows	Independent Free	WA12 9AZ	Other	0.52
9	Rams Head	2 Earle Street, Earlestown, Newton-le-willows	Trust Inns	WA12 9LN	Circuit Bar	0.55
10	Rosies Bar Cafe	13-17 Earle Street, Earlestown, Newton-le-willows	Independent Free	WA12 9LW	Cafe / Wine Bar	0.56
11	Wellington Hotel	37 Earle Street, Newton-le-willows	Marston's	WA12 9LW	Other	0.56
12	Earlestown Conservative Club	17-19 Earle Street, Newton-le-willows	Independent Free	WA12 9LW	Other	0.56
13	Xenon	13-15 Earle Street, Newton-le-willows	Independent Free	WA12 9LW	Other	0.56
14	Vulcan Inn	12 Manchester Row, Newton-le-willows	Enterprise Inns	WA12 8SD	Community Local	0.58
15	Griffin Hotel	94 Earle Street, Newton-le-willows	Independent Free	WA12 9LR	Community Local	0.64
16	Newton Le Willows Social Club	7 Patterson Street, Newton-le-willows	Admiral Taverns Ltd	WA12 9PZ	Other	0.67
17	Old Crow	248 Crow Lane East, Newton-le-willows	Star Pubs & Bars	WA12 9TZ	Community Local	0.69
18	Nine Arches	3 Legh Street, Newton-le-willows	Wetherspoon	WA12 9NE	Circuit Bar	0.69
19	Callaghans	Back Market Street, Earlestown, Newton-le-willows	Independent Free	WA12 9DR	Other	0.72
20	Live Lounge	60 Market Street, Newton-le-willows	Independent Free	WA12 9BW	Other	0.74
21	Taste Of India	56-58 Market Street, Earlestown, Newton-le-willows	Independent Free	WA12 9BW	Other	0.74
22	Oak Tree Inn	2-4 Crow Lane East, Newton-le-willows	Greene King	WA12 9UY	Circuit Bar	0.77
23	Millstone	71 Mill Lane, Newton-le-willows	Punch Pub Company	WA12 8BG	Community Local	0.77
24	Newton Le Willows Sports Club	Crow Lane East, Newton-le-willows	Independent Free	WA12 9XE	Other	0.77
25	Leigh Arms	1 Mill Lane, Newton-le-willows	Trust Inns	WA12 9SF	Community Local	0.80
26	British Rail Staff Association	1 Mill Lane, Newton-le-willows	Independent Free	WA12 9SF	Other	0.80
27	T & T Vicars Social Club	Newton-le-willows	Independent Free	WA12 8DE	Other	0.80
28	New Market	47 Market Street, Earlestown, Newton-le-willows	Trust Inns	WA12 9BS	Circuit Bar	0.82
29	Mandarin Chinese Restaurant	34 Crow Lane West, Newton-le-willows	Independent Free	WA12 9YG	Other	0.82
30	Fort Of India Restaurant	69-73 High Street, Newton-le-willows	Independent Free	WA12 9SL	Other	0.82