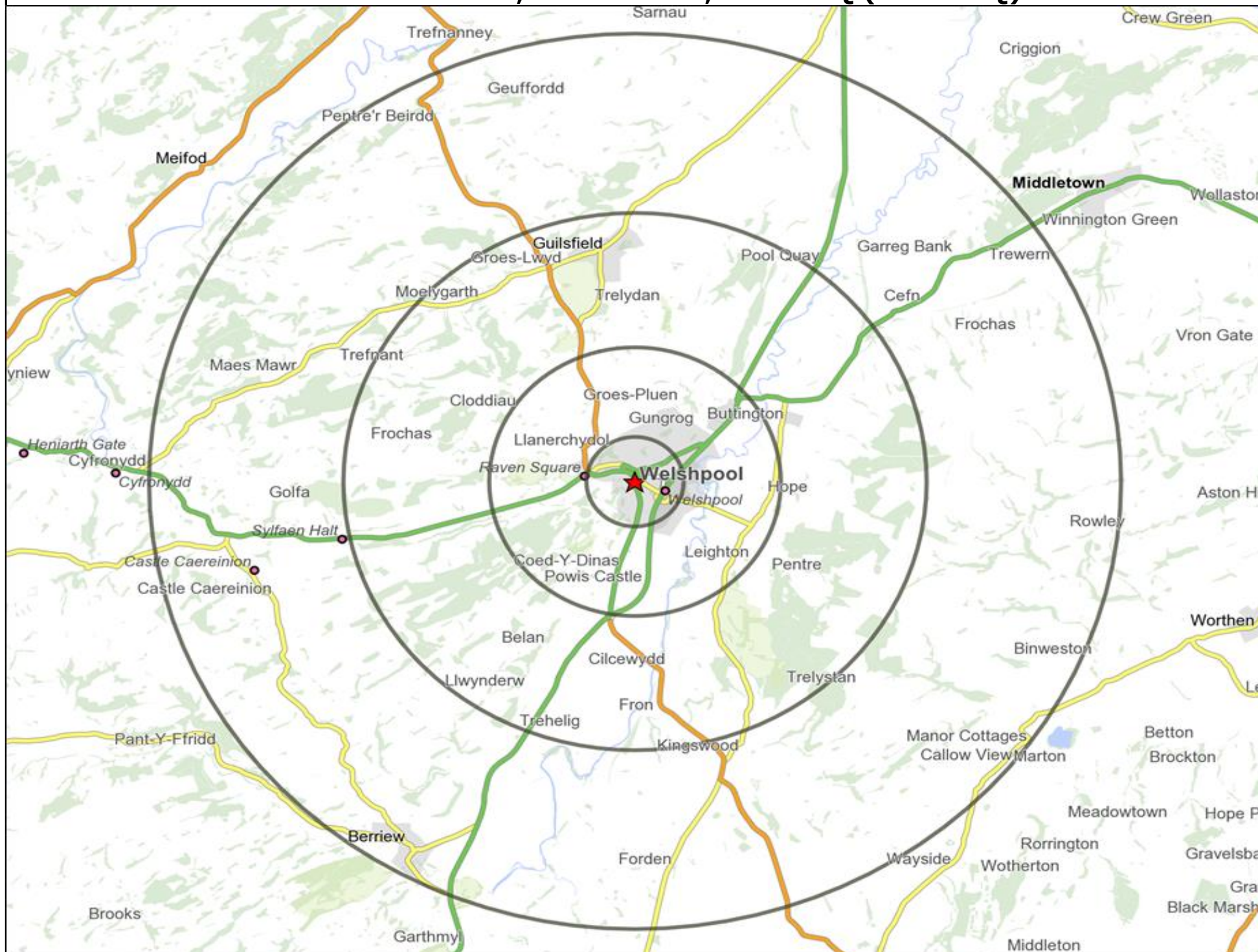




**Customer Profile Report for WELLINGTON, WELSHPOOL (Punch Outlet Number: 203571)  
2 BERRIEW STREET, WELSHPOOL, SY21 7SQ (SY21 7SQ)**



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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	714	1,103	1,431	2,135	3,888	91	93	88	92	95
16-17	108	187	225	294	506	111	127	112	102	100
18-24	408	582	704	940	1,499	108	101	90	84	76
25-34	583	839	963	1,231	1,997	102	97	81	73	67
35-44	461	692	906	1,342	2,429	87	86	83	85	88
45-54	522	823	1,189	1,800	3,340	88	91	97	102	108
55-64	418	673	1,046	1,591	2,939	88	94	107	113	119
65+	973	1,445	2,185	3,062	5,270	129	126	140	137	134
<b>Population estimate 2015</b>	<b>4,187</b>	<b>6,344</b>	<b>8,649</b>	<b>12,395</b>	<b>21,868</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

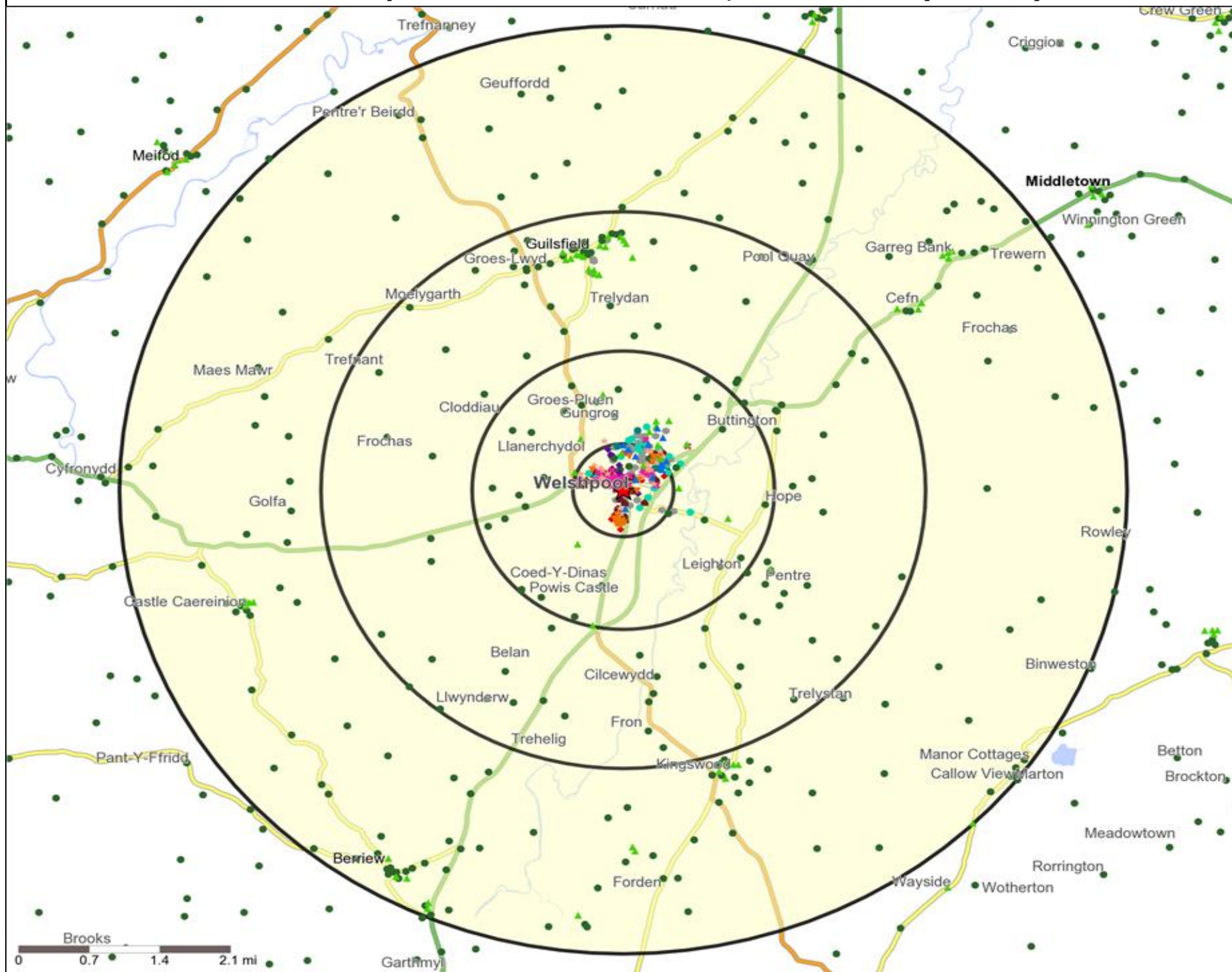
**Ethnicity - Census 2011**

	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	4,121	6,191	8,516	12,289	21,708	97%	98%	98%	98%	99%
Mixed / Multiple Ethnic Groups	29	43	52	68	102	1%	1%	1%	1%	0%
Asian / Asian British	35	48	51	56	76	1%	1%	1%	0%	0%
Black / African / Caribbean / Black British	10	11	15	16	30	0%	0%	0%	0%	0%
Other Ethnic Group	42	47	48	52	62	1%	1%	1%	0%	0%
<b>All People (Ethnic Group)</b>	<b>4,237</b>	<b>6,340</b>	<b>8,682</b>	<b>12,481</b>	<b>21,978</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Mosaic UK Map and Data: WELLINGTON, WELSHPOOL (203571)



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- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- C Country Living
- B Prestige Positions
- 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

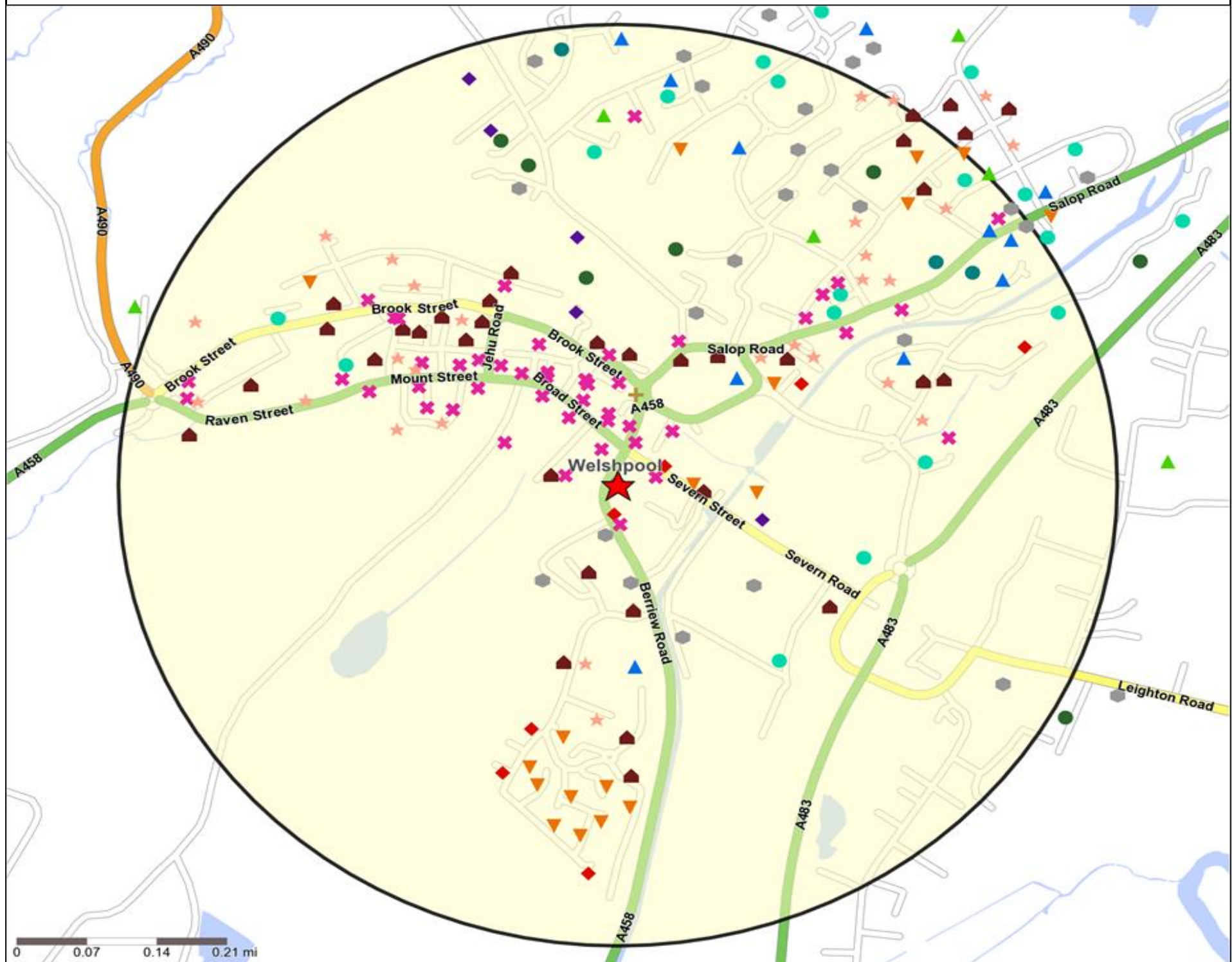
#### Mosaic UK Data Table (Residential)

	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	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	50	58	58	58	58	20	16	11	8	5
<b>C Country Living (18+)</b>	77	416	1,634	3,788	8,356	33	119	338	549	690
<b>D Rural Reality (18+)</b>	79	402	1,008	1,829	4,704	34	116	209	266	389
<b>E Senior Security (18+)</b>	322	628	743	743	743	118	154	131	92	52
<b>F Suburban Stability (18+)</b>	126	205	205	205	205	62	67	48	34	19
<b>G Domestic Success (18+)</b>	57	115	115	115	115	20	27	20	14	8
<b>H Aspiring Homemakers (18+)</b>	316	638	638	638	702	104	140	101	71	44
<b>I Family Basics (18+)</b>	367	387	387	387	387	152	107	77	54	31
<b>J Transient Renters (18+)</b>	635	744	744	744	744	328	257	185	130	74
<b>K Municipal Challenge (18+)</b>	216	216	216	216	216	110	73	53	37	21
<b>L Vintage Value (18+)</b>	631	671	671	671	671	299	212	153	107	61
<b>M Modest Traditions (18+)</b>	460	524	524	524	524	289	220	158	111	63
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	16	16	16	16	16	6	4	3	2	1
<b>Adults 18+ estimate 2015</b>	<b>3,352</b>	<b>5,020</b>	<b>6,959</b>	<b>9,934</b>	<b>17,441</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Mosaic UK Map and Data: WELLINGTON, WELSHPOOL (203571)



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- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | 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       |

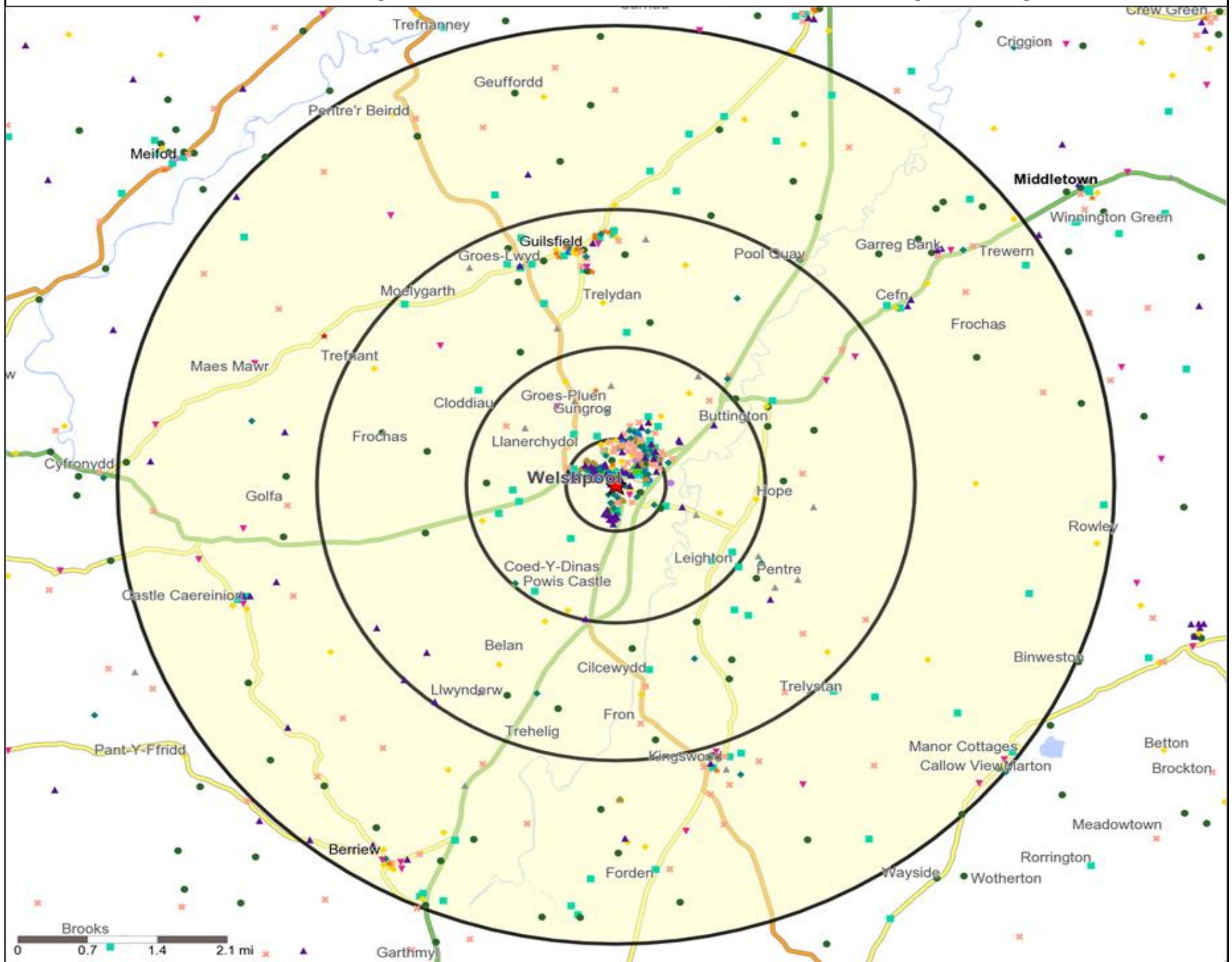
#### Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	50	20
C Country Living (18+)	77	33
D Rural Reality (18+)	79	34
E Senior Security (18+)	322	118
F Suburban Stability (18+)	126	62
G Domestic Success (18+)	57	20
H Aspiring Homemakers (18+)	316	104
I Family Basics (18+)	367	152
J Transient Renters (18+)	635	328
K Municipal Challenge (18+)	216	110
L Vintage Value (18+)	631	299
M Modest Traditions (18+)	460	289
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	16	6
<b>Adults 18+ estimate 2015</b>	<b>3,352</b>	<b>100</b>





## Occasions Map and Data: WELLINGTON, WELSHPOOL (203571)



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- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 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	337	481	630	820	1,294	138	134	135	131	123
02 Early Doors	330	454	558	708	1,094	162	151	143	135	124
03 Everyday is Friday	192	279	332	401	630	110	109	100	89	84
04 Weekend Millionaires	357	472	533	675	1,072	142	128	111	104	99
05 Out On The Town	266	354	404	467	646	110	100	87	75	62
06 Business and Pleasure	59	103	165	245	453	47	56	69	76	84
07 Sporting Pints	230	304	321	367	506	86	78	63	53	44
08 Student Social	52	120	224	429	944	46	72	104	147	193
09 Leisurely Lunch	225	337	478	698	1,253	95	97	105	114	122
10 Wining and Dining	177	306	441	664	1,231	66	77	85	95	105
11 Household Outing	226	327	375	433	587	106	104	92	79	63
12 Midweek Meal Deal	162	223	313	401	666	135	126	136	129	128
13 Date Night	103	202	341	557	1,111	54	72	93	113	134
14 Birthday Treat	157	239	327	446	754	82	85	89	90	91
15 Pre Show Meal	37	74	115	190	336	56	76	91	112	118
<b>Number of Occasions</b>	<b>2,910</b>	<b>4,275</b>	<b>5,557</b>	<b>7,501</b>	<b>12,577</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



## Competition Map and Data: WELLINGTON, WELSHPOOL (203571)



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

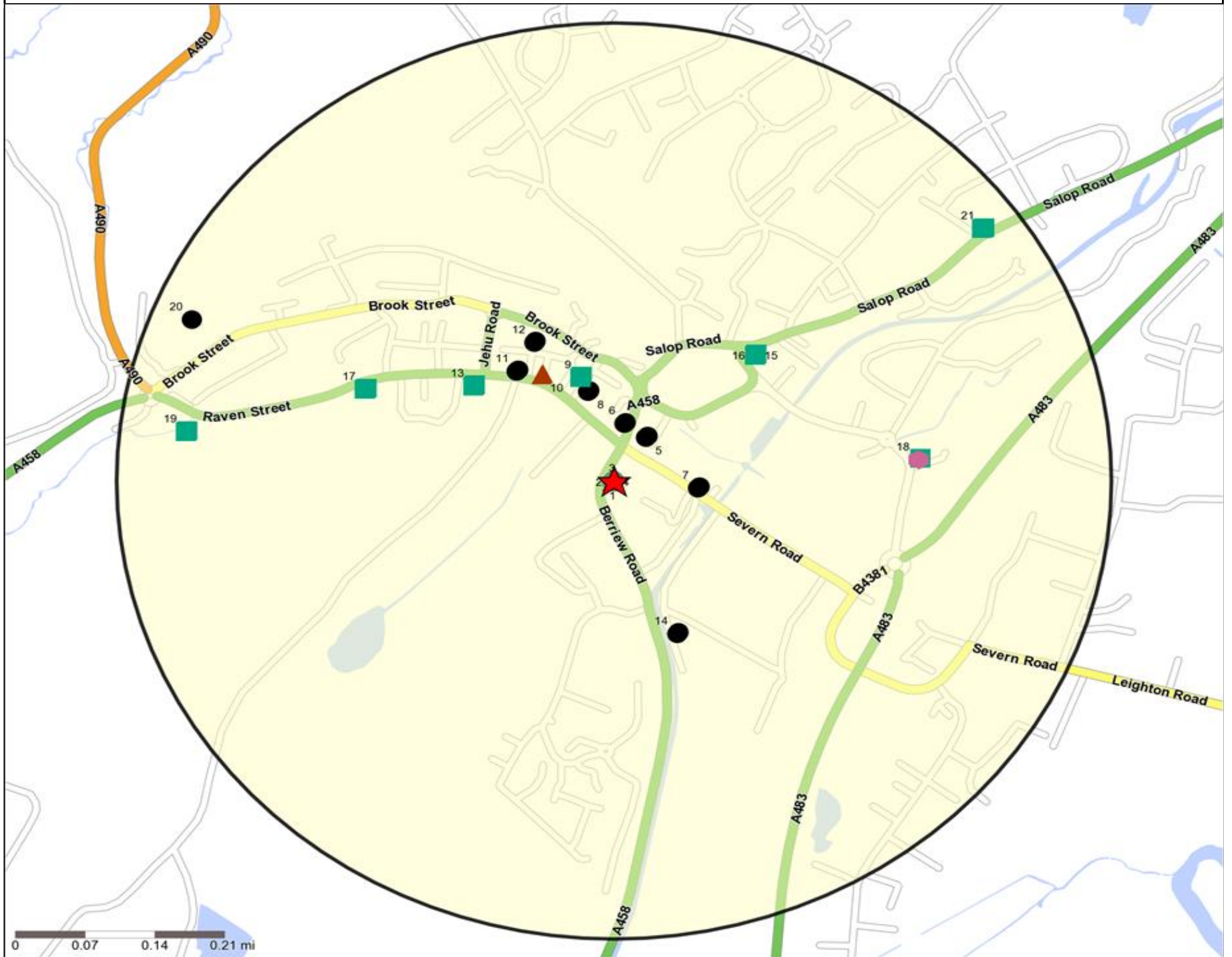
### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	2	2	2
Circuit Bar	2	2	2	2
Community Local	6	6	9	12
Dry Led	0	0	1	4
Branded Food Pub	1	1	1	1
Rural	0	0	0	2
Other	11	12	14	18
<b>Total</b>	<b>21</b>	<b>23</b>	<b>29</b>	<b>41</b>












## Competition Map and Data: WELLINGTON, WELSHPOOL (203571)



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	1
Circuit Bar	2
Community Local	6
Dry Led	0
Branded Food Pub	1
Rural	0
Other	11
<b>Total</b>	<b>21</b>



## Local Competition: WELLINGTON, WELSHPOOL (203571)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WELLINGTON, WELSHPOOL	2 BERRIEW STREET, WELSHPOOL, SY21 7SQ	Punch Taverns	SY21 7SQ	Punch Taverns	0.00
1	Spices Gate	13 Berriew Street, Welshpool	Independent Free	SY21 7SQ	Other	0.00
2	Wellington	2 Berriew Street, Welshpool	Punch Pub Company	SY21 7SQ	Circuit Bar	0.00
3	Images Night Club	Berriew Street, Welshpool	Independent Free	SY21 7SQ	Other	0.00
4	Angel	12 Berriew Street, Welshpool	Independent Free	SY21 7SQ	Cafe / Wine Bar	0.00
5	Royal Oak	The Cross, Welshpool	Independent Free	SY21 7DG	Other	0.06
6	Corn Store Restaurant	4 Church Street, Welshpool	Independent Free	SY21 7DL	Other	0.06
7	Welshpool Cc/Rfc	Severn Street, Howells Drive, Welshpool	Independent Free	SY21 7AE	Other	0.08
8	Pinewood Tavern	3-4 Broad Street, Welshpool	Independent Free	SY21 7RZ	Other	0.10
9	Crown Hotel	7 Hall Street, Welshpool	Unknown	SY21 7RY	Community Local	0.12
10	Pheasant Inn	43 High Street, Welshpool	Evan-Evans	SY21 7JQ	Circuit Bar	0.14
11	Signature	38 High Street, Welshpool	Independent Free	SY21 7JL	Other	0.15
12	Welshpool Working Mens Club & Institute	Brook Street, Welshpool	Independent Free	SY21 7NJ	Other	0.17
13	Talbot Inn	16 High Street, Welshpool	Admiral Taverns Ltd	SY21 7JP	Community Local	0.18
14	Welshpool Town Bowling Club	Maesydre, Welshpool	Independent Free	SY21 7SU	Other	0.18
15	Westwood Park Hotel	Salop Road, Welshpool	Punch Pub Company	SY21 7EA	Community Local	0.20
16	Hafren House	38 Salop Road, Welshpool	Independent Free	SY21 7EA	Other	0.20
17	Green Dragon	8 Mount Street, Welshpool	Unknown	SY21 7LW	Community Local	0.27
18	Smithfield Bell	Mill Lane, Welshpool	Marston's	SY21 7BL	Branded Food	0.31
19	Raven Inn	Raven Square, Welshpool	Independent Free	SY21 7LT	Community Local	0.43
20	Armoury Sports Centre	Brook Street, Welshpool	Independent Free	SY21 7NA	Other	0.46
21	Grapes Hotel	Salop Road, Welshpool	Independent Free	SY21 7EZ	Community Local	0.46
22	Powis Castle And Garden	Powis Castle, Welshpool	National Trust	SY21 8RF	Other	0.74
23	Howard's Restaurant	Welshpool	Independent Free	SY21 8RP	Cafe / Wine Bar	1.05
24	Green Dragon Inn	Buttington, Welshpool	Independent Free	SY21 8SS	Community Local	1.82
25	Restaurant	Guilsfield, Welshpool	Independent Free	SY21 9PH	Other	1.99
26	Guilsfield Football Club	Guilsfield, Welshpool	Independent Free	SY21 9ND	Other	2.56
27	Kings Head	Guilsfield, Welshpool	Unknown	SY21 9NJ	Dry Led	2.60
28	Square & Compasses	The Fron, Forden, Welshpool	Independent Free	SY21 8RY	Community Local	2.61
29	Oak	Guilsfield, Welshpool	Punch Pub Company	SY21 9NH	Community Local	2.65
30	Warrenpoint Golf Club	45A Ameracam Lane, Kilkeel, Newry	Independent Free	BT34 4LN	Other	3.09