



**Customer Profile Report for WHEATSHEAF, LIVERPOOL (Punch Outlet Number: 203579)  
186 EAST PRESCOT ROAD, LIVERPOOL, L14 5NG (L 14 5NG)**



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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	1,333	17,309	59,004	109,211	111,223	86	101	96	91	93
16-17	223	2,333	7,649	14,099	14,290	117	110	101	95	96
18-24	611	6,998	39,952	82,777	81,019	82	85	135	144	140
25-34	892	12,240	47,430	98,746	94,975	79	98	106	113	109
35-44	918	11,292	38,312	75,025	75,156	88	98	92	93	93
45-54	1,323	13,774	44,791	85,741	86,858	113	107	96	95	96
55-64	1,101	10,932	36,886	71,902	72,711	118	106	100	100	100
65+	1,828	16,170	53,529	99,801	103,959	123	99	91	87	90
Population estimate 2015	8,229	91,048	327,553	637,302	640,191	100	100	100	100	100

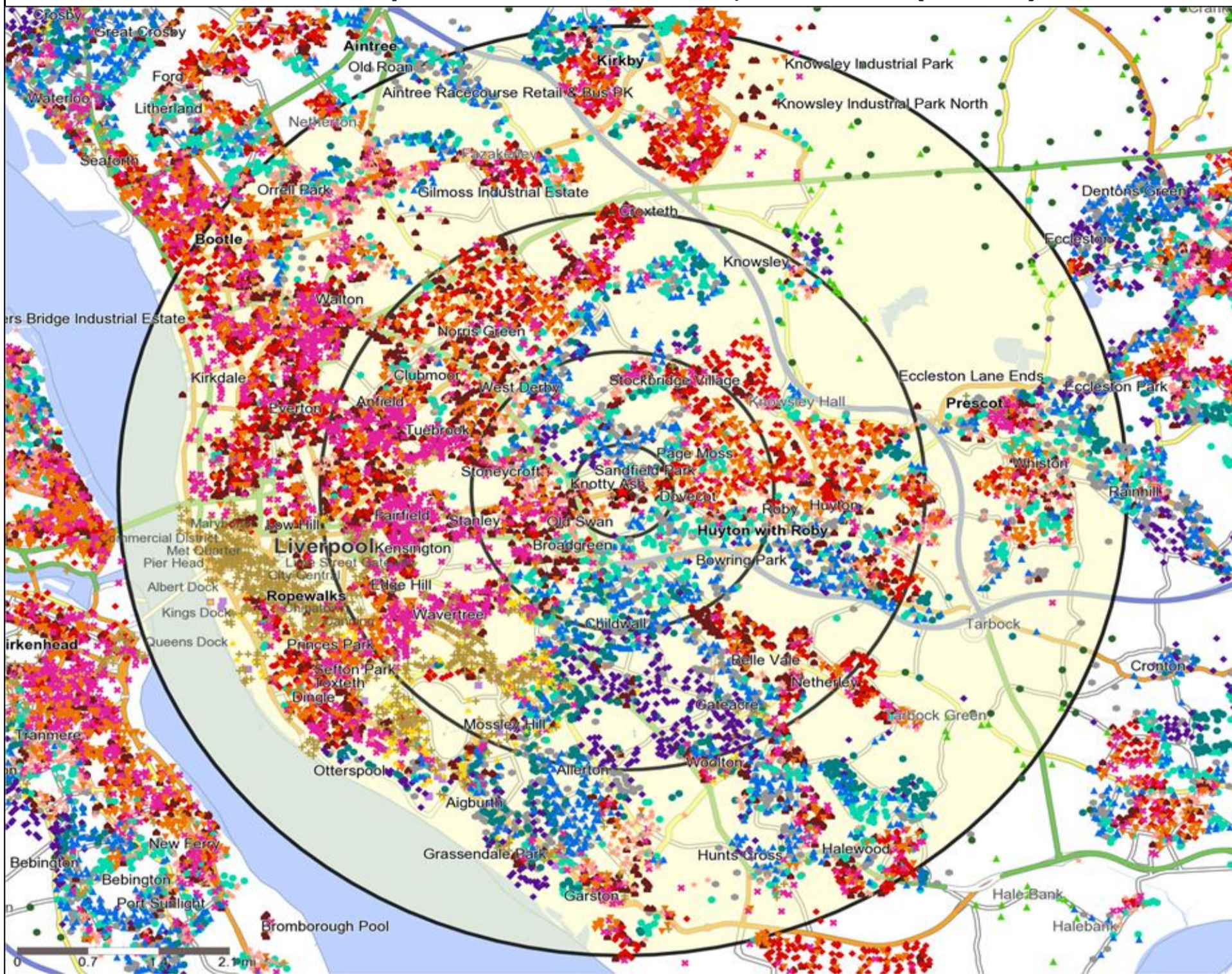
**Ethnicity - Census 2011**

	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	7,905	84,633	290,428	562,906	568,773	97%	94%	90%	91%	92%
Mixed / Multiple Ethnic Groups	98	1,467	7,189	13,417	12,680	1%	2%	2%	2%	2%
Asian / Asian British	112	2,253	11,419	20,968	20,174	1%	3%	4%	3%	3%
Black / African / Caribbean / Black British	37	841	7,548	12,634	11,774	0%	1%	2%	2%	2%
Other Ethnic Group	15	542	4,833	8,711	8,015	0%	1%	2%	1%	1%
All People (Ethnic Group)	8,167	89,736	321,417	618,636	621,416	100	100	100	100	100





**Mosaic UK Map and Data: WHEATSHEAF, LIVERPOOL (203579)**



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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

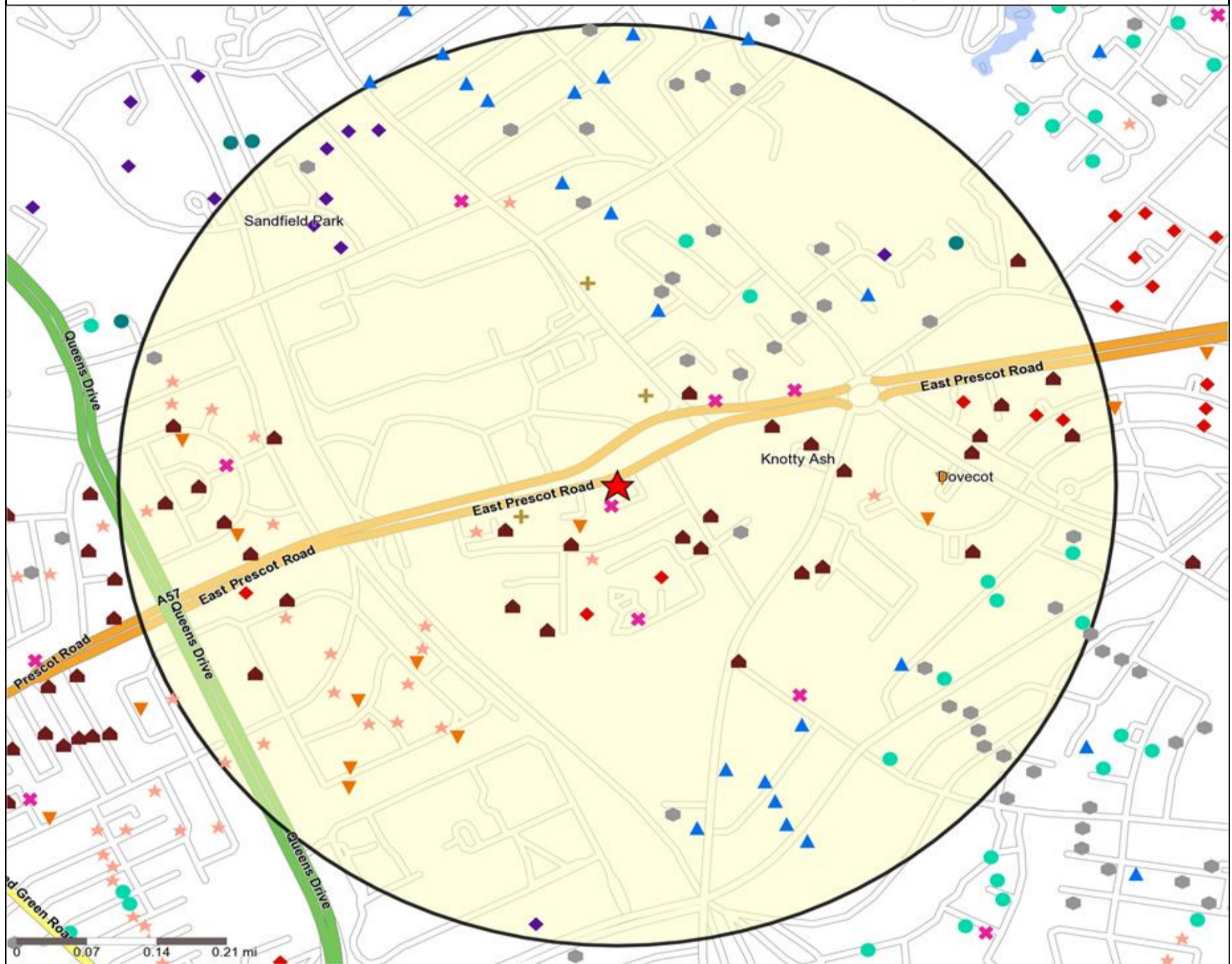
**Mosaic UK Data Table (Residential)**

	Count:					Index:				
	0 - 0.5 Miles	0 - 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	243	867	631	0	0	2	4	3
<b>B Prestige Positions (18+)</b>	330	1,039	8,617	12,708	15,528	69	20	46	35	43
<b>C Country Living (18+)</b>	0	0	17	174	376	0	0	0	1	1
<b>D Rural Reality (18+)</b>	0	0	99	461	697	0	0	1	1	2
<b>E Senior Security (18+)</b>	1,454	10,159	19,740	37,127	39,986	271	176	95	93	99
<b>F Suburban Stability (18+)</b>	952	7,475	16,976	33,330	36,492	236	172	109	111	121
<b>G Domestic Success (18+)</b>	53	1,816	8,760	17,113	18,778	10	30	41	41	45
<b>H Aspiring Homemakers (18+)</b>	421	10,717	18,698	35,430	38,372	70	165	81	79	85
<b>I Family Basics (18+)</b>	473	5,513	23,859	45,939	47,671	99	107	130	129	133
<b>J Transient Renters (18+)</b>	233	5,784	38,222	68,488	65,672	61	141	260	241	230
<b>K Municipal Challenge (18+)</b>	318	7,786	35,895	70,417	69,506	82	186	240	243	239
<b>L Vintage Value (18+)</b>	1,297	10,301	38,056	69,627	67,441	312	230	237	224	217
<b>M Modest Traditions (18+)</b>	977	9,308	18,618	41,281	41,627	311	275	154	176	177
<b>N Urban Cohesion (18+)</b>	0	55	4,434	9,157	7,740	0	1	33	35	30
<b>O Rental Hubs (18+)</b>	91	1,209	22,631	51,190	44,264	18	22	115	135	116
<b>Adults 18+ estimate 2015</b>	<b>6,599</b>	<b>71,162</b>	<b>254,865</b>	<b>493,309</b>	<b>494,781</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Mosaic UK Map and Data: WHEATSHEAF, LIVERPOOL (203579)



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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
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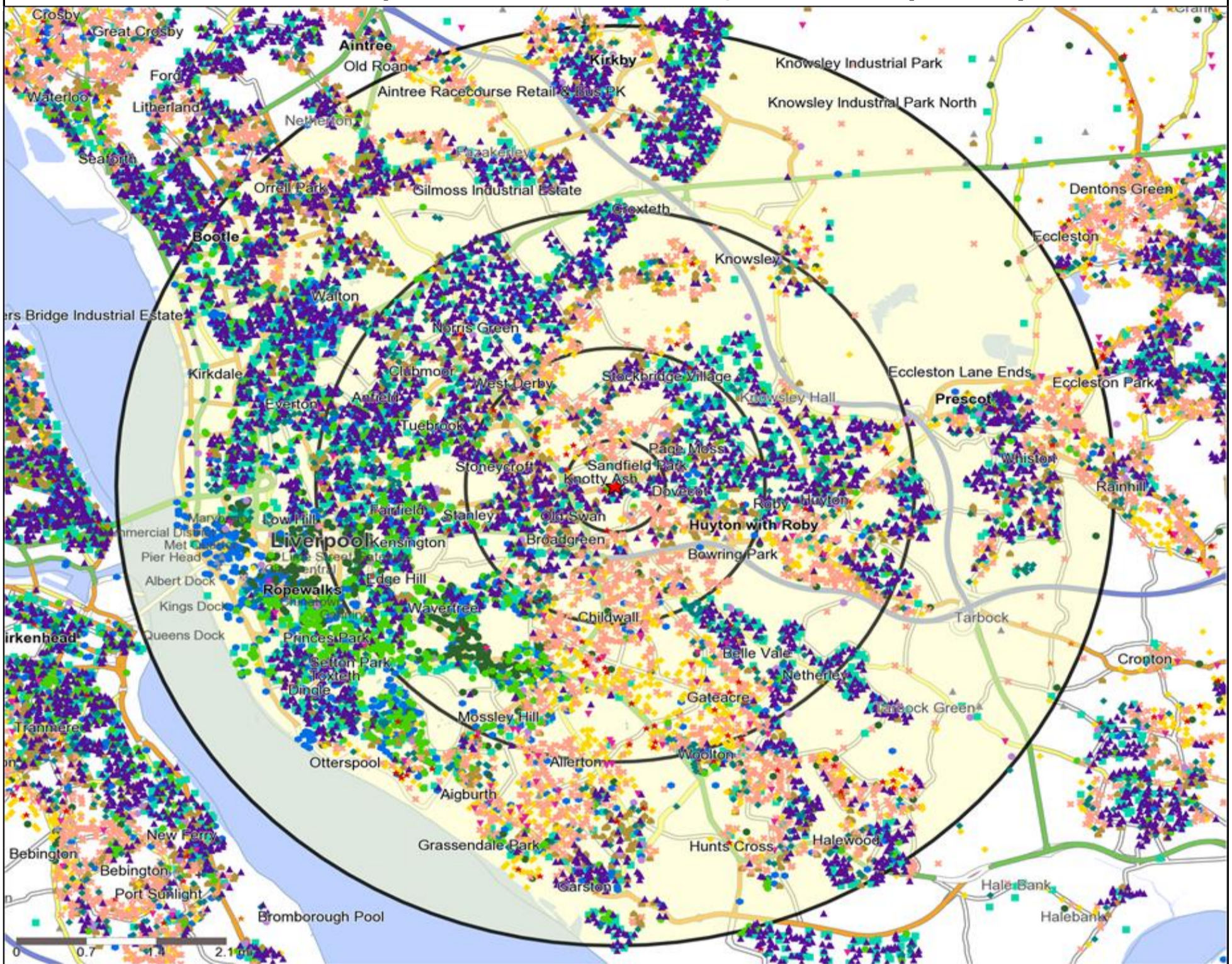
#### Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	330	69
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,454	271
F Suburban Stability (18+)	952	236
G Domestic Success (18+)	53	10
H Aspiring Homemakers (18+)	421	70
I Family Basics (18+)	473	99
J Transient Renters (18+)	233	61
K Municipal Challenge (18+)	318	82
L Vintage Value (18+)	1,297	312
M Modest Traditions (18+)	977	311
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	91	18
<b>Adults 18+ estimate 2015</b>	<b>6,599</b>	<b>100</b>





### Occasions Map and Data: WHEATSHEAF, LIVERPOOL (203579)



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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
- ★ 14 Birthday Treat
- 03 Everyday is Friday
- 07 Sporting Pints
- ▲ 11 Household Outing
- ★ 15 Pre Show Meal

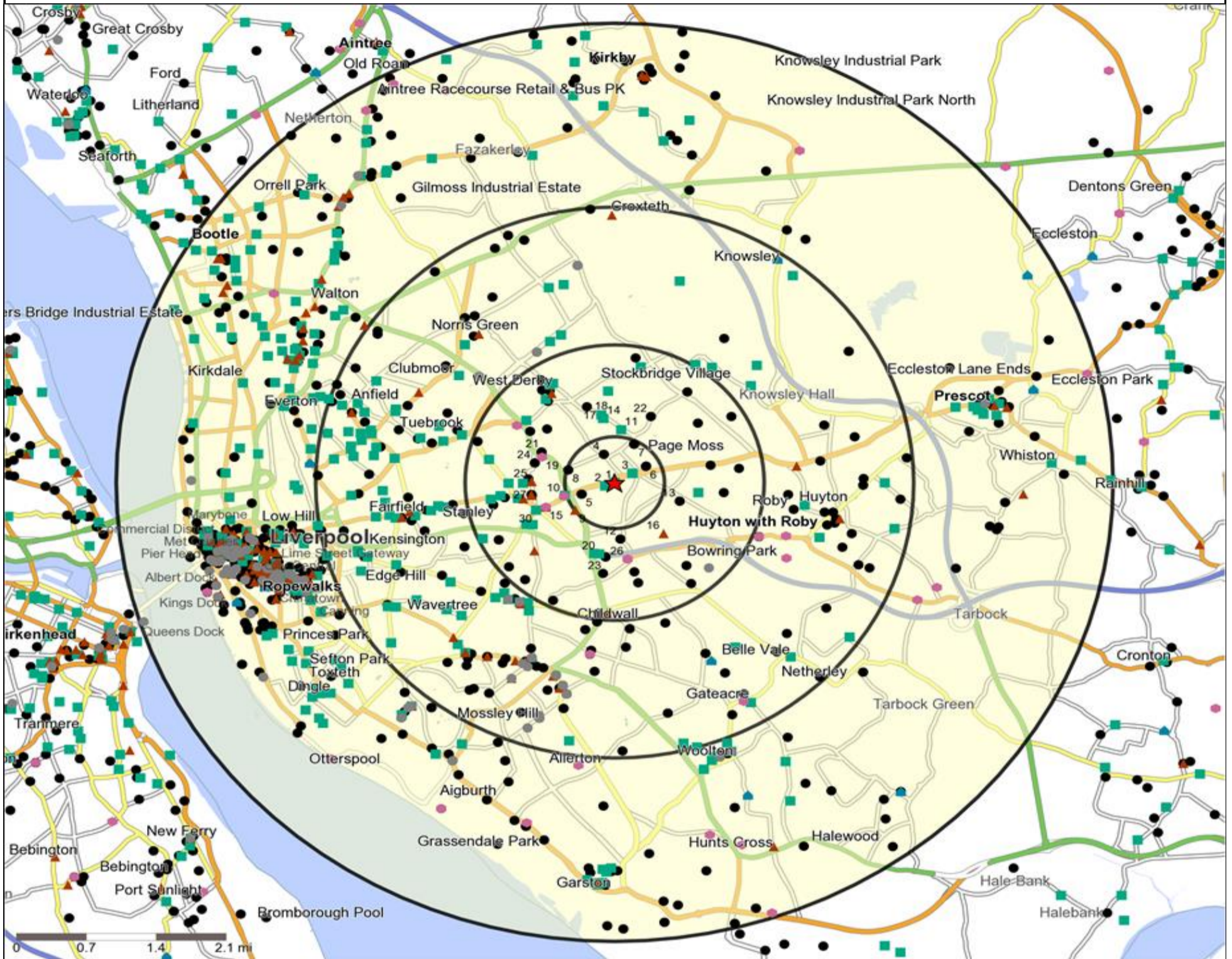
#### Occasions Data Table

	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	528	6,012	25,148	48,111	47,489	106	106	121	121	119
02 Early Doors	588	5,971	19,834	38,494	38,525	142	125	114	115	116
03 Everyday is Friday	381	4,271	14,344	28,998	28,681	108	105	97	102	101
04 Weekend Millionaires	640	8,540	30,610	58,892	58,848	125	146	143	143	144
05 Out On The Town	498	6,406	26,217	52,008	50,283	101	113	127	131	127
06 Business and Pleasure	118	1,582	6,624	12,899	12,621	46	54	62	63	62
07 Sporting Pints	322	4,875	21,811	42,110	40,860	59	78	96	96	94
08 Student Social	153	1,381	10,109	16,370	16,473	67	52	105	89	89
09 Leisurely Lunch	480	5,093	17,927	33,895	34,232	99	92	89	87	88
10 Wining and Dining	519	5,325	15,598	30,212	31,256	94	84	68	68	71
11 Household Outing	544	6,398	18,614	36,490	36,753	125	128	102	104	105
12 Midweek Meal Deal	263	3,519	13,941	25,787	25,633	107	125	136	131	131
13 Date Night	354	3,394	9,820	19,657	20,373	91	76	60	63	65
14 Birthday Treat	414	3,863	12,930	24,303	24,836	106	86	79	77	79
15 Pre Show Meal	120	1,333	4,078	7,861	7,922	89	87	73	73	74
<b>Number of Occasions</b>	<b>5,922</b>	<b>67,963</b>	<b>247,605</b>	<b>476,087</b>	<b>474,785</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: WHEATSHEAF, LIVERPOOL (203579)



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

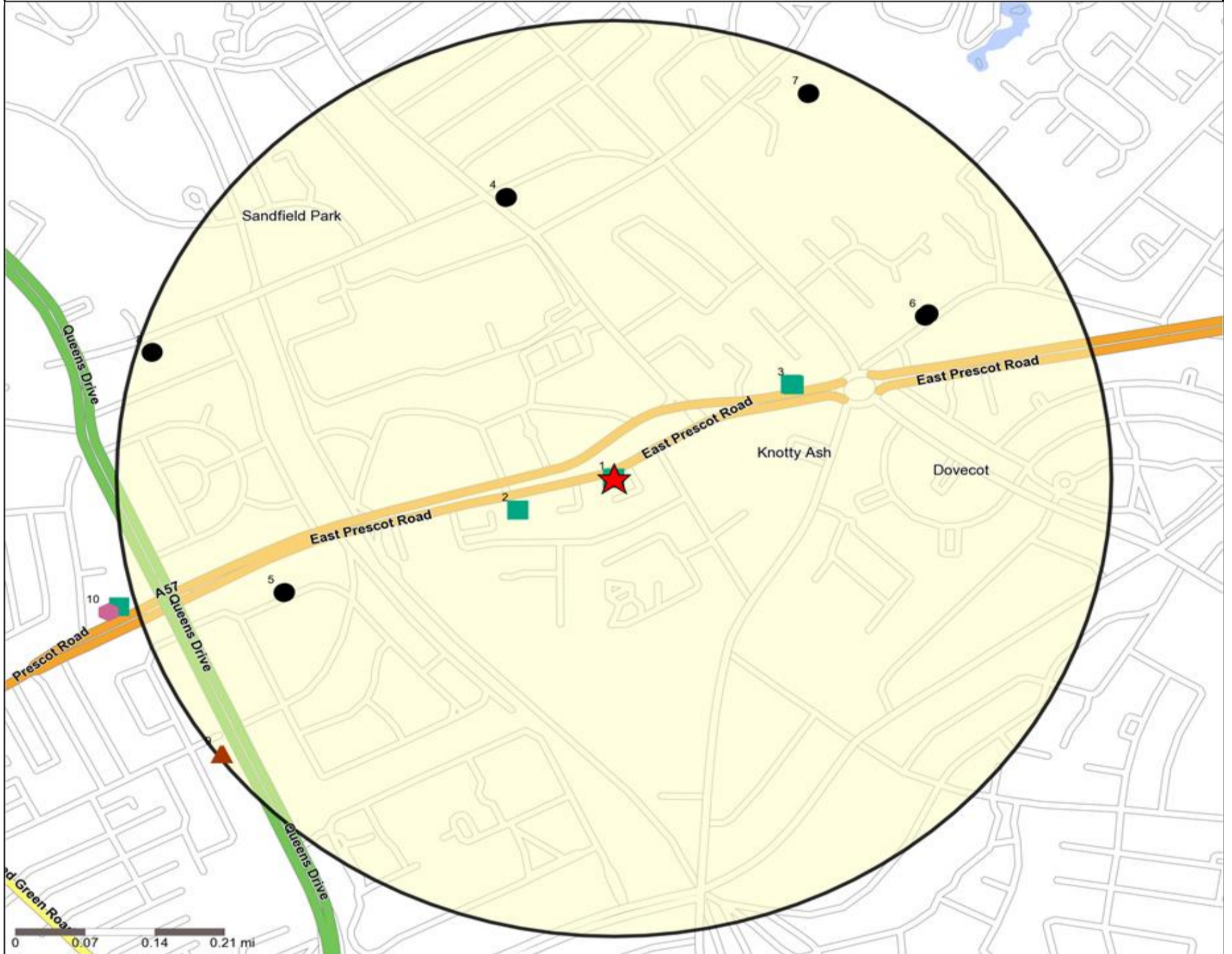
#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	26	111
Circuit Bar	1	8	30	177
Community Local	3	23	101	257
Dry Led	0	0	6	15
Branded Food Pub	0	7	15	32
Rural	0	0	0	0
Other	5	50	207	699
<b>Total</b>	<b>9</b>	<b>89</b>	<b>385</b>	<b>1,291</b>





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- Location
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- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
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- Community Local

### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	1
Community Local	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	5
<b>Total</b>	<b>9</b>



## Local Competition: WHEATSHEAF, LIVERPOOL (203579)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WHEATSHEAF, LIVERPOOL	186 EAST PRESCOT ROAD, LIVERPOOL, L14 5NG	Punch Taverns	L 14 5NG	Punch Taverns	0.00
1	Wheatsheaf Hotel	186 East Prescott Road, Liverpool	Punch Pub Company	L 14 5NG	Community Local	0.00
2	Lord Nelson	146 East Prescott Road, Liverpool	Punch Pub Company	L 14 5ND	Community Local	0.10
3	Greyhound	343 East Prescott Road, Liverpool	Punch Pub Company	L 14 2DD	Community Local	0.21
4	Orchid Garden	359 Eaton Road, West Derby, Liverpool	Independent Free	L 12 2AH	Other	0.33
5	Highfield Tenants Residents Association	1 Lexham Road, Liverpool	Independent Free	L 14 1PT	Other	0.35
6	Mecca Bingo	439 East Prescott Road, Liverpool	Rank	L 14 2DE	Other	0.36
7	Cardinal Heenan Pta	Honeys Green Lane, Liverpool	Independent Free	L 12 9HZ	Other	0.46
8	Alder Sports Club	Alder Road, Stoneycroft, Liverpool	Independent Free	L 12 2AY	Other	0.48
9	Navigator	694 Queens Drive, Stoneycroft, Liverpool	Wetherspoon	L 13 5UH	Circuit Bar	0.50
10	Black Horse	641 Prescott Road, Old Swan, Liverpool	Greene King	L 13 5XD	Branded Food	0.53
11	Bulldog	142 Leyfield Road, Liverpool	Greene King	L 12 9HB	Community Local	0.58
12	Broadgreen Conservative Club	1 Victoria Avenue, Broadgreen, Liverpool	Independent Free	L 14 3LR	Other	0.62
13	St Margaret Marys Paroch Club	140 Pilch Lane, Liverpool	Independent Free	L 14 0JG	Other	0.68
14	Crown Inn	2 Leyfield Road, Liverpool	Enterprise Inns	L 12 9HA	Community Local	0.71
15	Masons Arms	636 Prescott Road, Old Swan, Liverpool	Greene King	L 13 5XE	Branded Food	0.74
16	Roby	104 Greystone Road, Broadgreen, Liverpool	Trust Inns	L 14 6UH	Circuit Bar	0.74
17	Royal Standard	1 Deysbrook Lane, Liverpool	Spirit Pub Company	L 12 9EY	Community Local	0.75
18	Sefton Rugby Club	Leyfield Road, Liverpool	Independent Free	L 12 9EY	Other	0.75
19	Toby Carvery	502 Queens Drive, Stoneycroft, Liverpool	Mitchells & Butlers	L 13 0AS	Branded Food	0.78
20	Rocket	2 Bowring Park Road, Liverpool	Greene King	L 14 3PA	Community Local	0.79
21	Vagabond Lawn Tennis Club	385 Queens Drive, Stoneycroft, Liverpool	Independent Free	L 13 0AG	Other	0.81
22	West Derby Golf Club	167 Yew Tree Lane, Liverpool	Independent Free	L 12 9HQ	Other	0.81
23	Royal Naval Club	38 Bowring Park Road, Broadgreen, Liverpool	Independent Free	L 14 3NN	Other	0.81
24	Zeera	164 Derby Lane, Liverpool	Independent Free	L 13 6QQ	Other	0.83
25	Taffs Tavern	124 Derby Lane, Old Swan, Liverpool	Independent Free	L 13 3DW	Circuit Bar	0.83
26	Turnpike	96 Bowring Park Road, Broad Green, Liverpool	Mitchells & Butlers	L 14 3PL	Branded Food	0.84
27	Sports Bar	19-21 Derby Lane, Liverpool	Independent Free	L 13 6QA	Circuit Bar	0.84
28	Billy Martins Dance Club	25-27 Derby Lane, Liverpool	Independent Free	L 13 6QA	Other	0.84
29	George Scott Snooker Club	29-31 Derby Lane, Liverpool	Independent Free	L 13 6QA	Other	0.84
30	Swan	1 St Oswalds Street, Liverpool	Stonegate Pub Company	L 13 5SA	Community Local	0.84