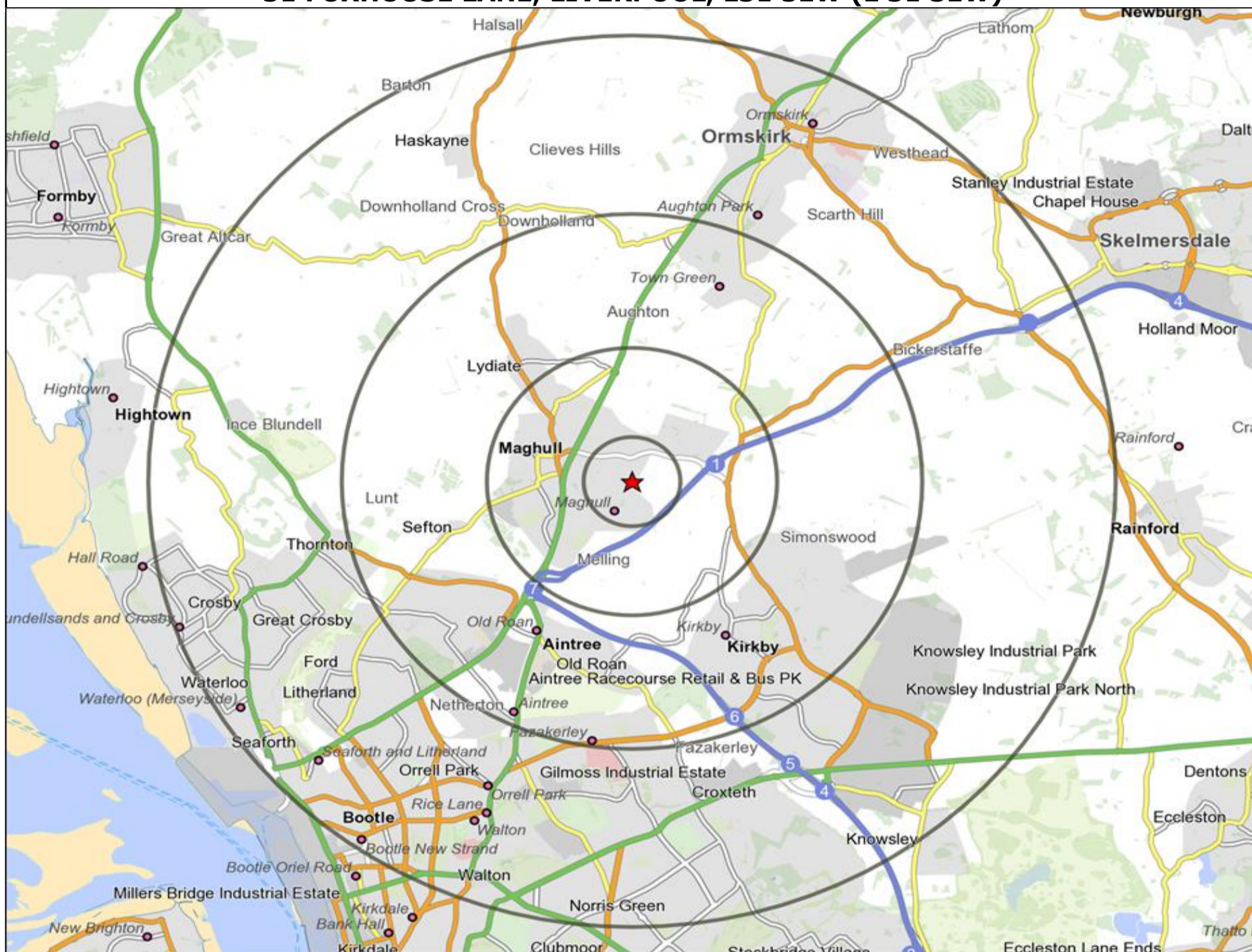




**Customer Profile Report for RED HOUSE, LIVERPOOL (Punch Outlet Number: 373056)
31 FOXHOUSE LANE, LIVERPOOL, L31 3EW (L 31 3EW)**



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

Age Data Table

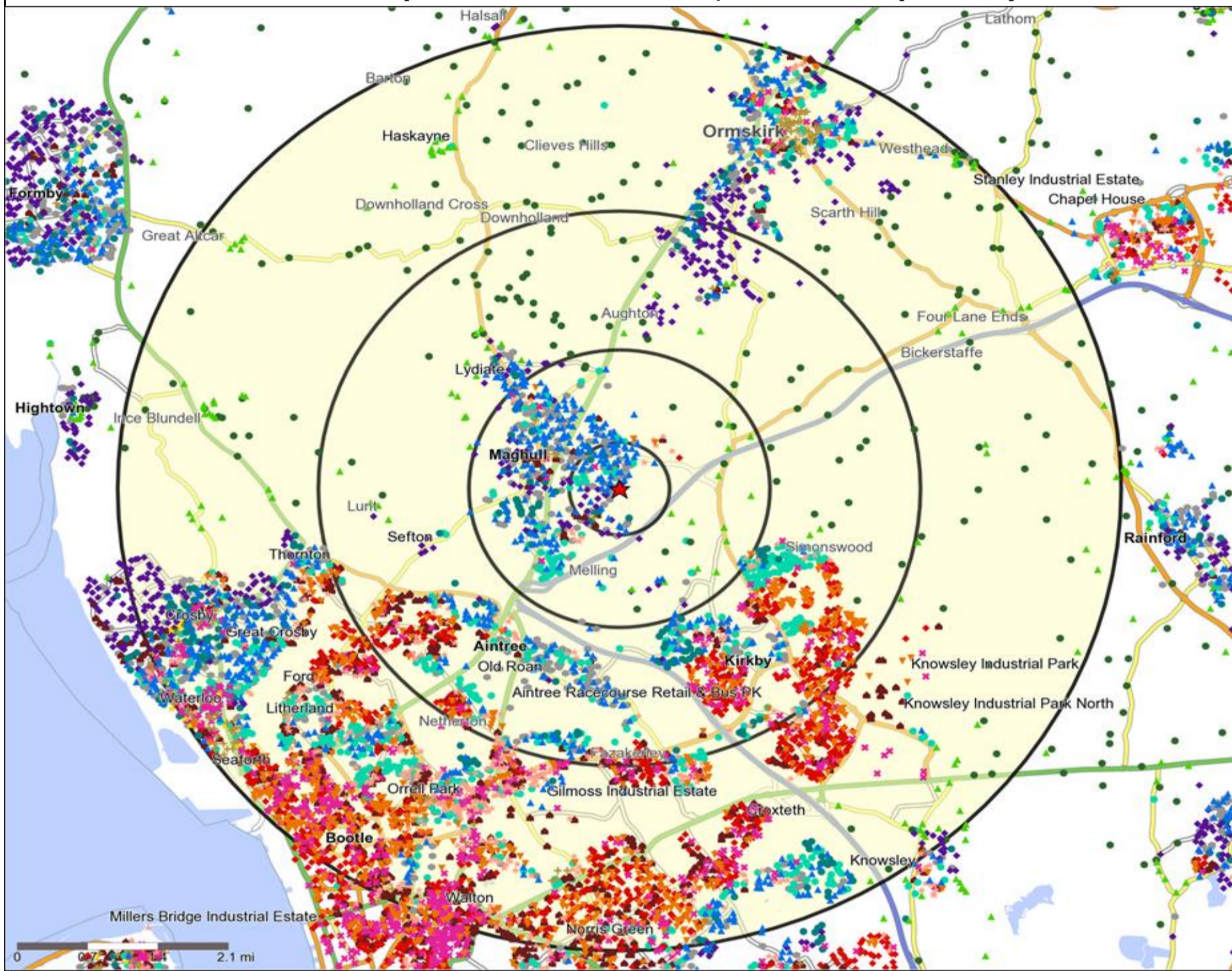
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	747	3,599	16,784	56,196	56,829	73	75	95	98	98
16-17	130	603	2,394	7,472	7,508	102	102	109	105	105
18-24	370	1,794	7,789	29,305	30,304	75	78	91	106	109
25-34	460	2,453	11,219	39,414	39,461	61	71	87	94	94
35-44	512	2,600	10,447	35,246	35,163	74	81	87	91	90
45-54	845	3,903	14,281	45,172	44,653	109	108	107	104	102
55-64	788	3,635	12,452	38,060	37,773	127	127	117	110	109
65+	1,629	6,813	18,958	55,240	55,958	165	149	112	100	101
Population estimate 2015	5,481	25,400	94,324	306,105	307,649	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	5,518	25,405	92,096	290,206	293,037	98%	99%	98%	97%	98%
Mixed / Multiple Ethnic Groups	44	161	818	2,943	2,885	1%	1%	1%	1%	1%
Asian / Asian British	34	149	634	3,260	2,829	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	9	41	252	1,389	1,090	0%	0%	0%	0%	0%
Other Ethnic Group	3	22	103	788	698	0%	0%	0%	0%	0%
All People (Ethnic Group)	5,608	25,778	93,903	298,586	300,539	100	100	100	100	100



Mosaic UK Map and Data: RED HOUSE, LIVERPOOL (373056)



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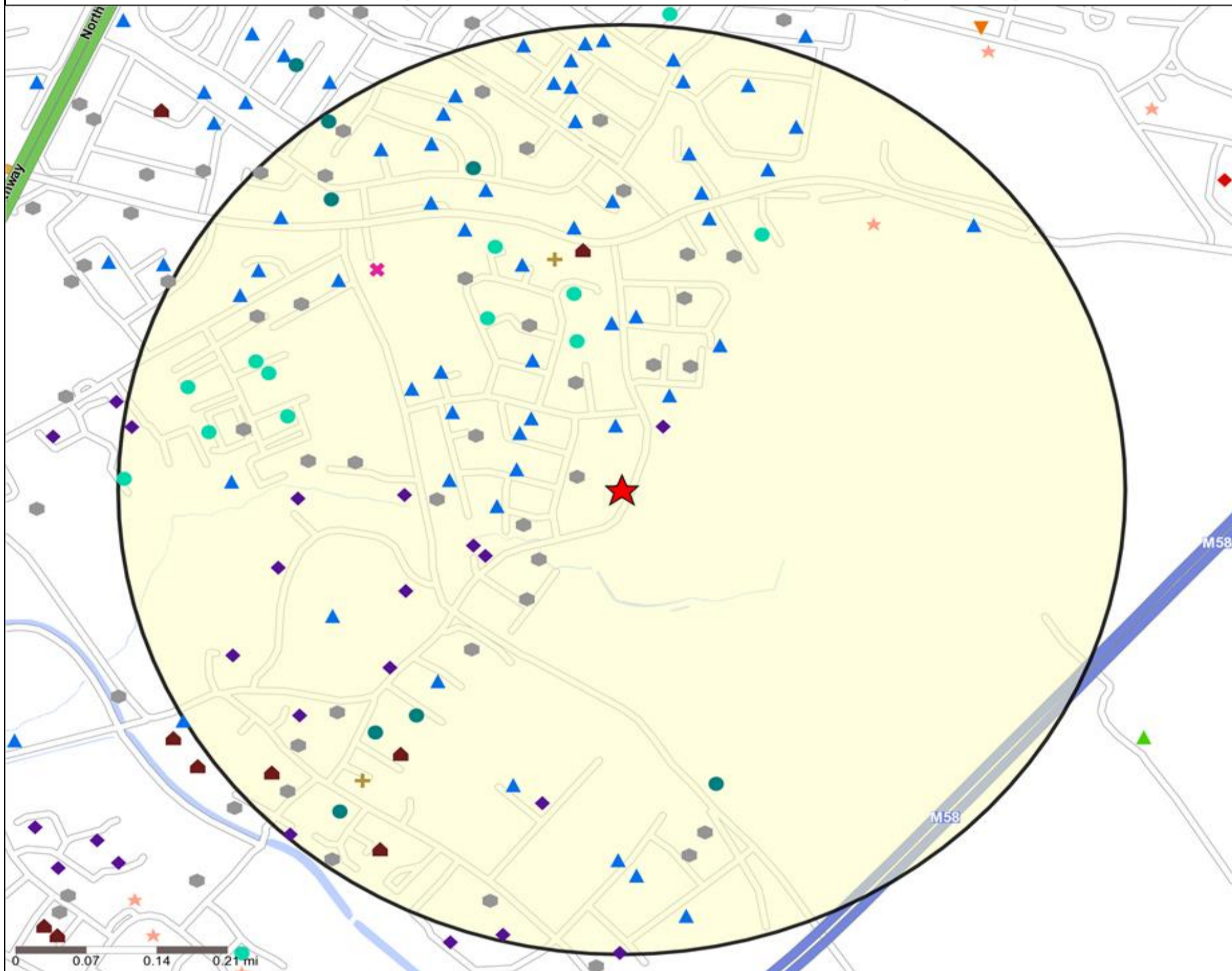
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- H Aspiring Homemakers
- I Family Basics
- L Vintage Value
- B Prestige Positions
- F Suburban Stability
- J Transient Renters
- M Modest Traditions
- C Country Living
- G Domestic Success
- K Municipal Challenge
- 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
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	342	1,328	4,207	10,010	9,471	102	87	77	58	54
C Country Living (18+)	0	110	793	2,450	3,239	0	8	15	15	20
D Rural Reality (18+)	9	238	829	2,916	3,910	3	16	16	18	24
E Senior Security (18+)	1,310	5,386	10,800	21,994	20,072	350	317	178	114	103
F Suburban Stability (18+)	2,097	7,931	14,344	29,571	26,826	746	622	314	204	184
G Domestic Success (18+)	161	1,218	3,721	9,495	8,545	42	69	59	48	43
H Aspiring Homemakers (18+)	438	2,583	11,317	26,565	26,747	105	136	166	123	123
I Family Basics (18+)	19	87	5,159	25,363	31,066	6	6	96	148	180
J Transient Renters (18+)	57	187	2,660	19,349	20,621	21	16	62	141	150
K Municipal Challenge (18+)	0	97	10,289	35,049	36,451	0	8	234	251	260
L Vintage Value (18+)	107	935	6,694	30,450	27,189	37	71	142	204	181
M Modest Traditions (18+)	32	637	3,563	19,886	20,335	15	64	100	176	179
N Urban Cohesion (18+)	0	0	0	290	170	0	0	0	2	1
O Rental Hubs (18+)	32	136	398	4,199	3,924	9	8	7	23	21
Adults 18+ estimate 2015	4,604	20,873	74,774	237,587	238,566	100	100	100	100	100



Mosaic UK Map and Data: RED HOUSE, LIVERPOOL (373056)



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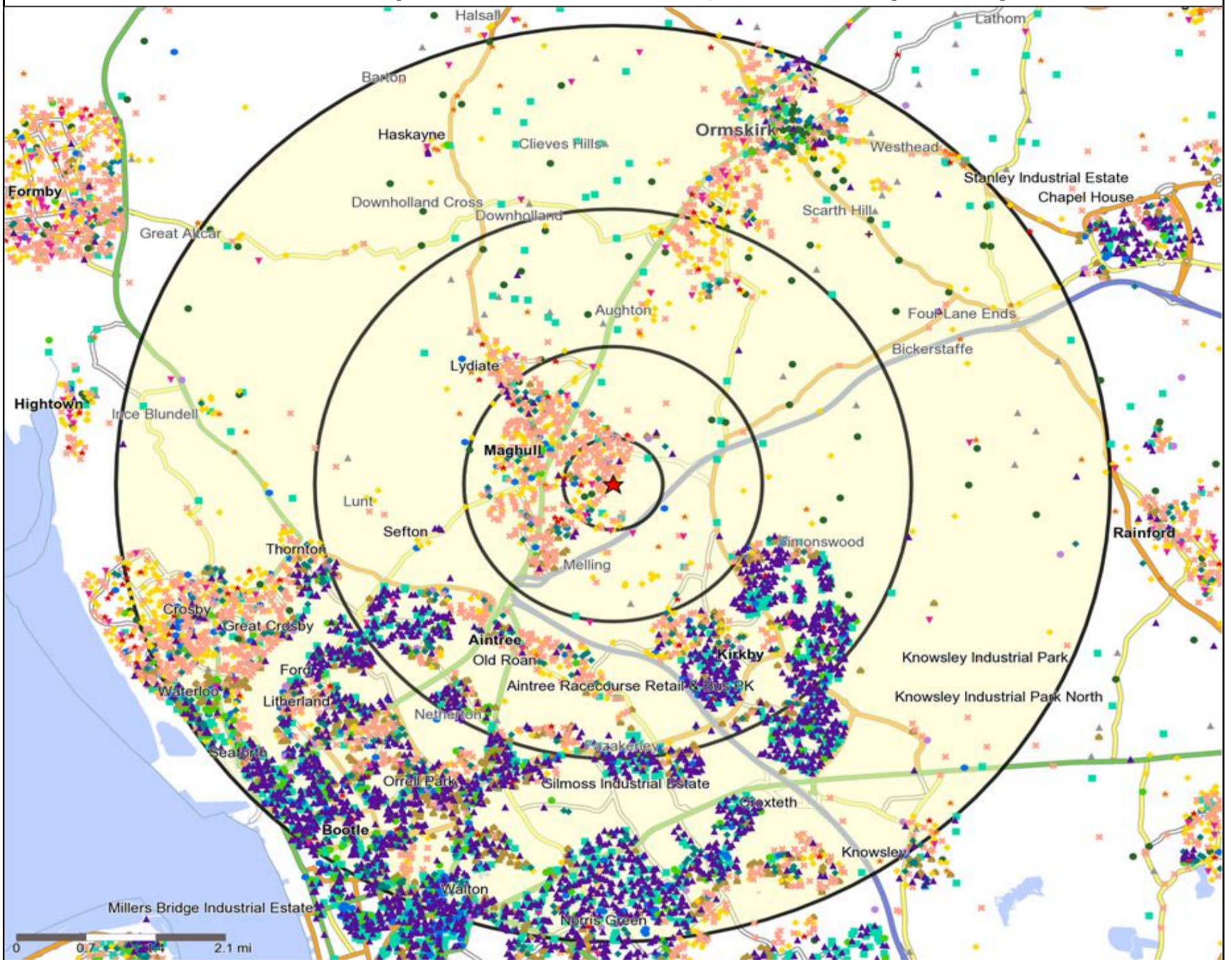
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- ▲ H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	342	102
C Country Living (18+)	0	0
D Rural Reality (18+)	9	3
E Senior Security (18+)	1,310	350
F Suburban Stability (18+)	2,097	746
G Domestic Success (18+)	161	42
H Aspiring Homemakers (18+)	438	105
I Family Basics (18+)	19	6
J Transient Renters (18+)	57	21
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	107	37
M Modest Traditions (18+)	32	15
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	32	9
Adults 18+ estimate 2015	4,604	100



Occasions Map and Data: RED HOUSE, LIVERPOOL (373056)



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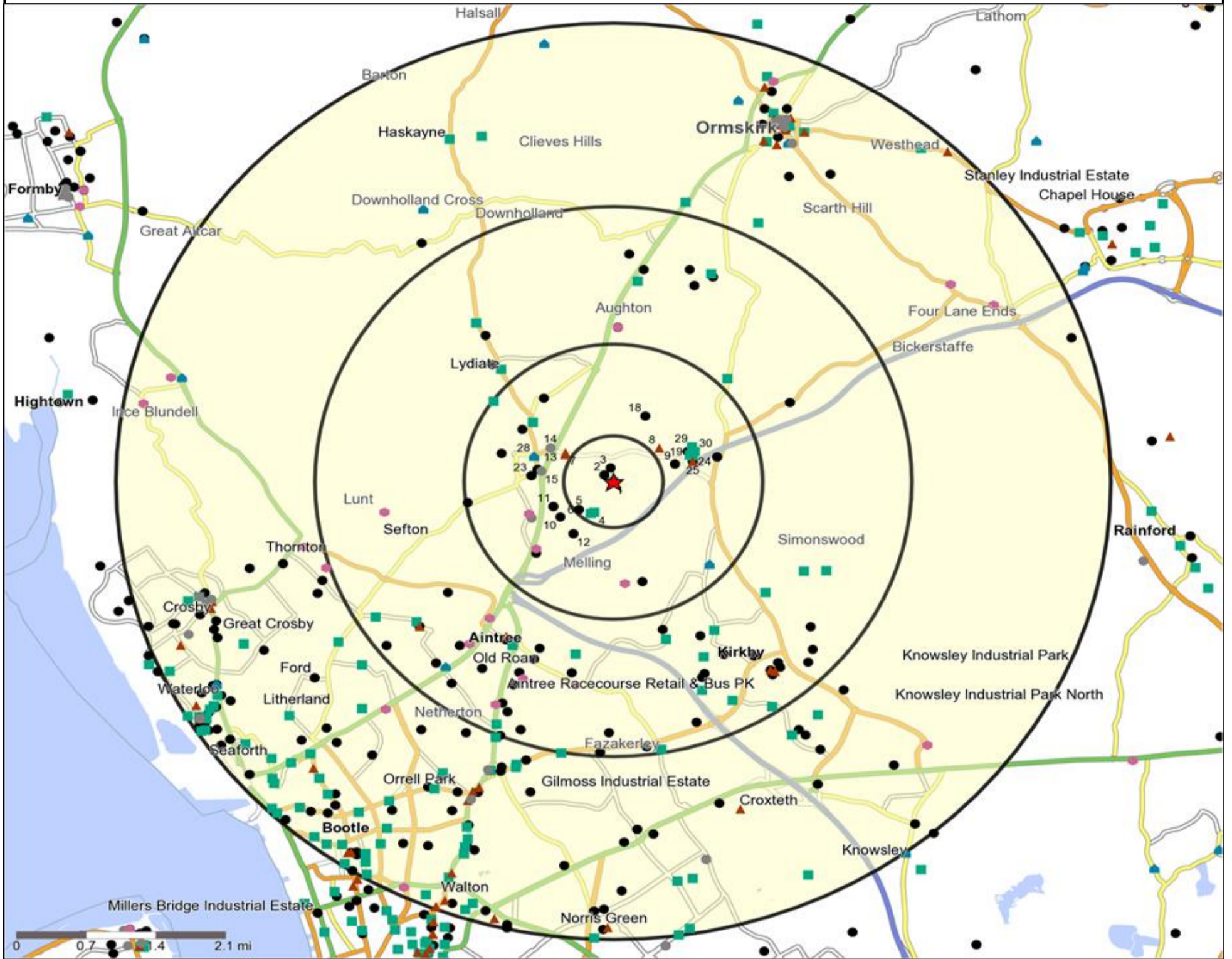
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
■ 01 Mine's a Pint
◆ 02 Early Doors
● 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
● 05 Out On The Town
▲ 06 Business and Pleasure
● 07 Sporting Pints
- 08 Student Social
▼ 09 Leisurely Lunch
✕ 10 Wining 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	226	1,038	5,699	21,492	22,300	77	75	100	113	116
02 Early Doors	303	1,433	5,882	19,770	19,977	124	124	123	124	125
03 Everyday is Friday	211	1,012	4,092	13,661	13,901	101	103	100	101	102
04 Weekend Millionaires	207	1,066	7,773	28,429	29,535	69	75	132	145	150
05 Out On The Town	255	1,245	5,981	21,269	21,617	88	91	105	113	114
06 Business and Pleasure	70	355	1,554	5,363	5,441	47	50	53	55	55
07 Sporting Pints	142	689	4,235	16,338	17,150	44	46	68	79	82
08 Student Social	125	624	1,806	5,253	5,072	92	98	68	60	57
09 Leisurely Lunch	318	1,440	5,415	17,083	16,940	111	107	97	92	91
10 Wining and Dining	489	2,217	6,343	17,434	16,832	151	145	100	83	79
11 Household Outing	265	1,265	5,903	19,974	20,047	103	105	118	120	119
12 Midweek Meal Deal	94	548	3,258	11,800	12,317	65	81	115	126	130
13 Date Night	399	1,723	4,643	11,672	11,040	173	159	103	78	73
14 Birthday Treat	286	1,283	4,282	13,066	12,649	124	119	95	88	84
15 Pre Show Meal	106	490	1,404	4,091	4,002	134	132	91	80	77
Number of Occasions	3,496	16,428	68,270	226,695	228,820	100	100	100	100	100



Competition Map and Data: RED HOUSE, LIVERPOOL (373056)



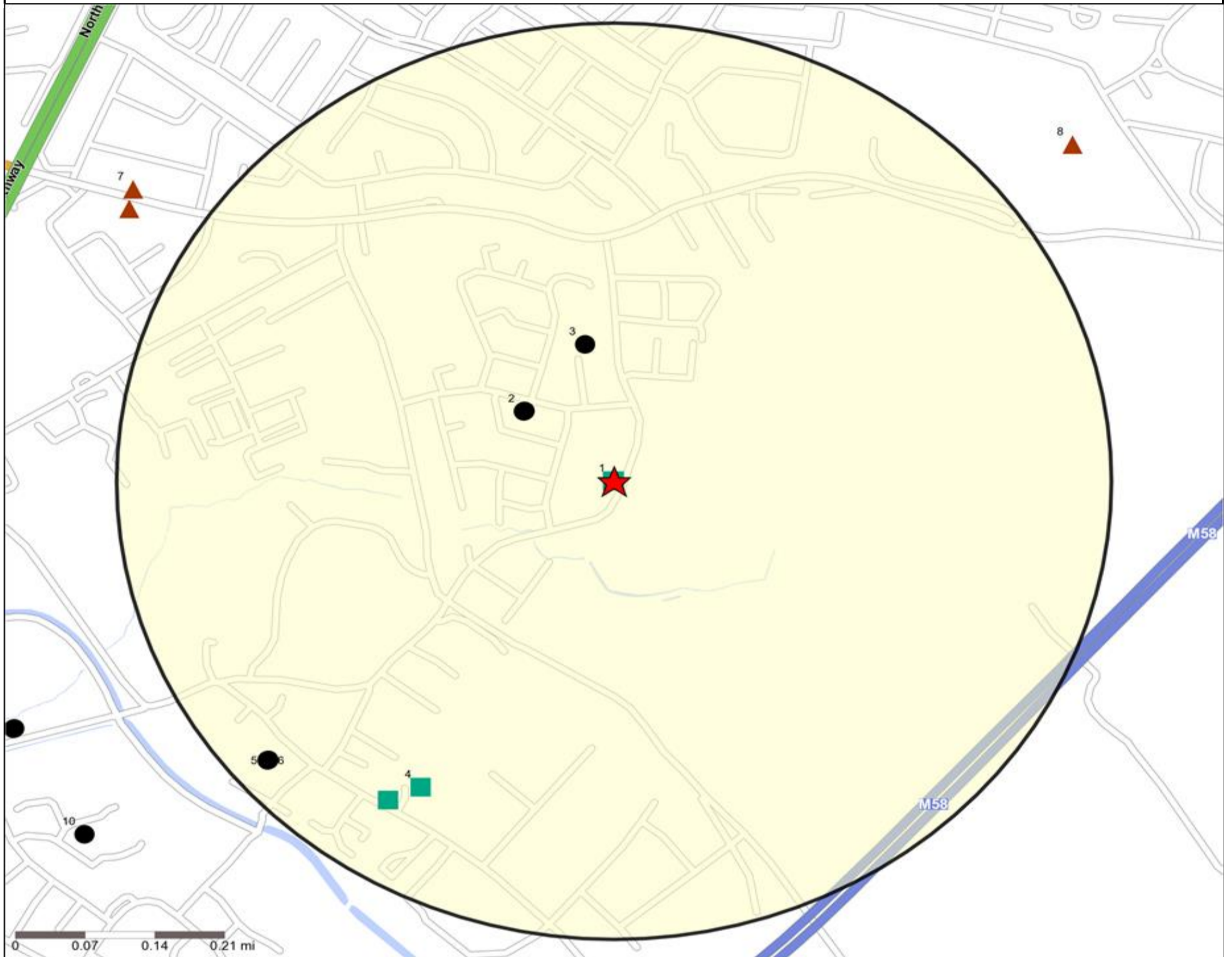
-  Location
-  Branded Food
-  Dry Led
-  Café / Wine Bar
-  Other
-  Rivers, Canals and Lakes
-  Circuit Bar
-  Rural Character
-  Community Local

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	4	5	27
Circuit Bar	0	4	10	39
Community Local	2	10	28	101
Dry Led	0	6	7	13
Branded Food Pub	0	3	10	26
Rural	0	0	0	0
Other	4	36	93	216
Total	6	63	153	422



Competition Map and Data: RED HOUSE, LIVERPOOL (373056)



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	4
Total	6



Local Competition: RED HOUSE, LIVERPOOL (373056)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	RED HOUSE, LIVERPOOL	31 FOXHOUSE LANE, LIVERPOOL, L31 3EW	Punch Taverns	L 31 3EW	Punch Taverns	0.00
1	Red House	31 Foxhouse Lane, Maghull, Liverpool	Punch Pub Company	L 31 3EW	Community Local	0.00
2	Maghull Cc	Croftfield, Maghull, Liverpool	Independent Free	L 31 6AD	Other	0.12
3	Highways Hotel	1 DONAGHYS LANE, Larne	Independent Free	BT40 2SU	Other	0.15
4	Great Mogul	31 Station Road, Maghull, Liverpool	Greene King	L 31 3DE	Community Local	0.39
5	Maghull & District Conservative Club	12 Station Road, Maghull, Liverpool	Independent Free	L 31 3DF	Other	0.46
6	St Georges Social Centre & Club	Station Road, Maghull, Liverpool	Independent Free	L 31 3DF	Other	0.46
7	Frank Hornby	38 Eastway, Maghull, Liverpool	Wetherspoon	L 31 6BR	Circuit Bar	0.58
8	Larne Masonic Centre	33 Mill Brae, Larne	Independent Free	BT40 2DE	Circuit Bar	0.59
9	Larne Football Club	5 Inver Road, Larne	Independent Free	BT40 3BW	Other	0.65
10	Wellington Rec Fc	Old Belfast Road, Millbrook, Larne	Independent Free	BT40 2SH	Other	0.66
11	Maghull Town Council Hall	1 Hall Lane, Maghull, Liverpool	Independent Free	L 31 3DY	Other	0.66
12	Maghull Squadron Air Training Corps	216-316 Moorhey Road, Maghull, Liverpool	Independent Free	L 31 5LF	Other	0.69
13	Maghull Square Bar	Maghull, Liverpool	Independent Free	L 31 0DQ	Cafe / Wine Bar	0.73
14	Square Bar & Grill	2 Westway, Maghull, Liverpool	Independent Free	L 31 0DQ	Cafe / Wine Bar	0.73
15	Millys Wine Bar	10-12 Liverpool Road North, Liverpool	Independent Free	L 31 2PN	Cafe / Wine Bar	0.73
16	Italian Job	4 Liverpool Road North, Liverpool	Independent Free	L 31 2HB	Other	0.77
17	Lalqila	5 Liverpool Road North, Maghull, Liverpool	Independent Free	L 31 2HB	Other	0.77
18	Larne Technical Old Boys Football Club	8A Upper Cairncastle Road, Larne	Independent Free	BT40 2DT	Other	0.78
19	Tamarind	6 High Street, Larne	Independent Free	BT40 1JN	Other	0.81
20	Thatch	4 Bridge Street, Larne	Independent Free	BT40 1LW	Community Local	0.82
21	Dan Campbells	2 Bridge Street, Larne	Independent Free	BT40 1LW	Community Local	0.82
22	Fountain 2 Snooker Club	2A Bridge Street, Larne	Independent Free	BT40 1LW	Other	0.82
23	Royal British Legion Club	326 Liverpool Road South, Maghull, Liverpool	Independent Free	L 31 7DJ	Other	0.83
24	Eagle Bars	1-5 Station Road, Larne	Independent Free	BT40 3AA	Circuit Bar	0.83
25	Larne Football Social Club	4 Station Road, Larne	Independent Free	BT40 3AA	Other	0.83
26	Rafters	13 Point Street, Larne	Independent Free	BT40 1HY	Community Local	0.85
27	Country Kitchen Coffee Shop	10 Murrayfield Shopping Centre, Larne	Independent Free	BT40 1HY	Other	0.85
28	Hare & Hounds	53 Liverpool Road North, Maghull, Liverpool	Mitchells & Butlers	L 31 2HF	Dry Led	0.85
29	Caffe Spice	7 Upper Cross Street, Larne	Independent Free	BT40 1SZ	Community Local	0.88
30	Chekkers	31 Lower Cross Street, Larne	Independent Free	BT40 1JW	Community Local	0.88