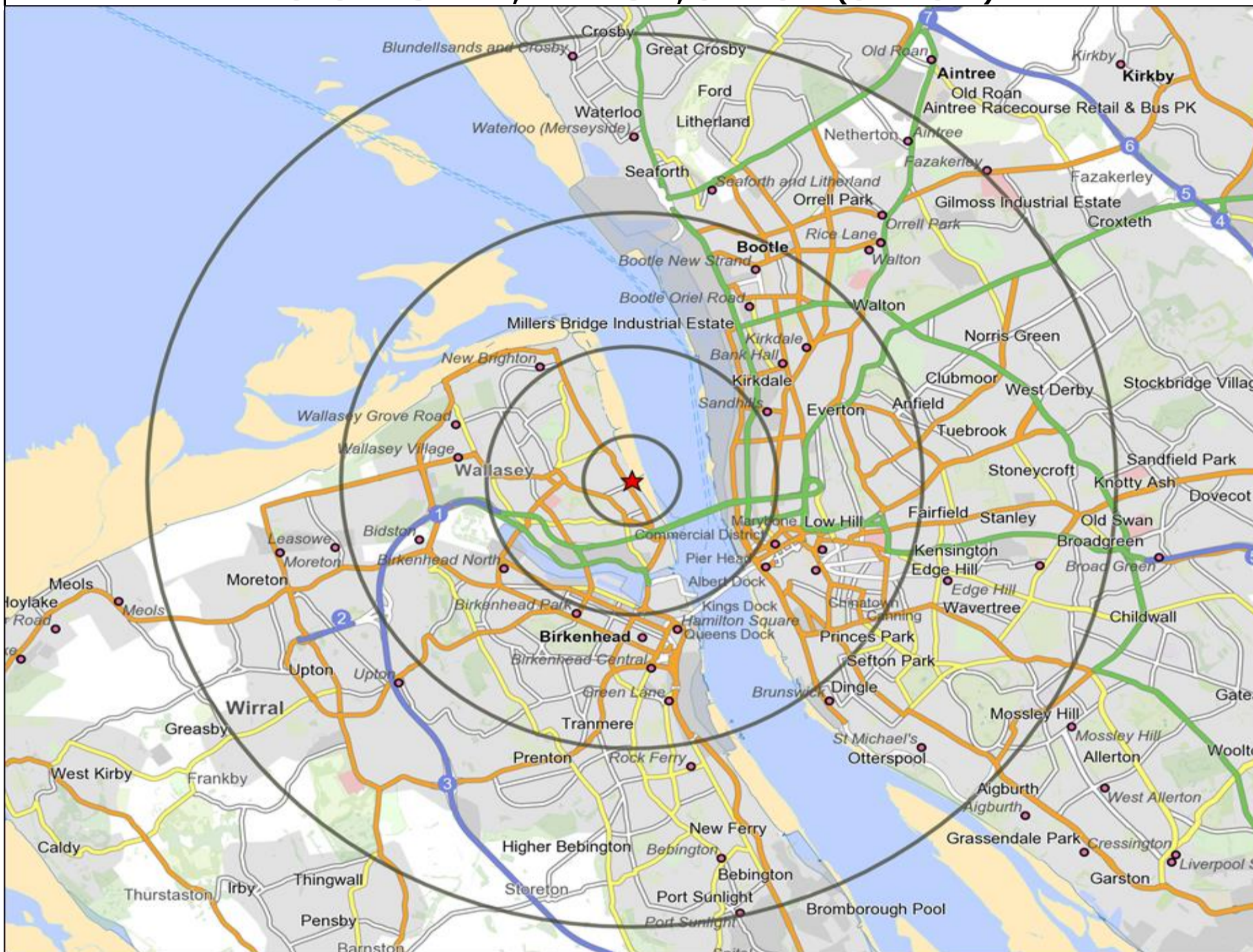




**Customer Profile Report for FERRY, WALLASEY (Punch Outlet Number: 202697)
48 TOBIN STREET, WALLASEY, CH44 8DF (CH44 8DF)**



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

Age Data Table

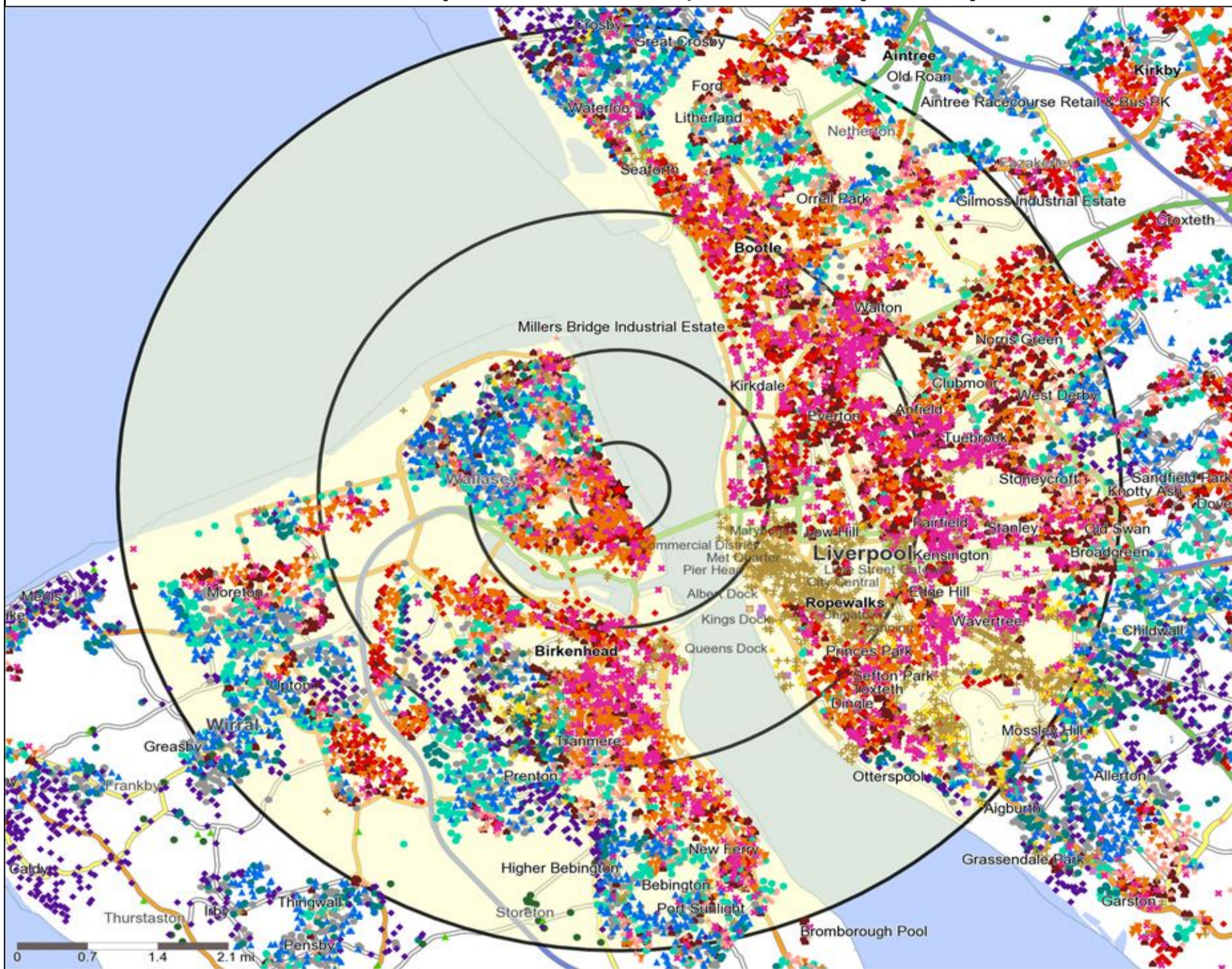
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	2,541	10,509	37,368	109,423	45,410	125	103	89	94	91
16-17	315	1,312	4,658	13,901	5,875	125	104	89	96	95
18-24	1,076	5,261	38,612	81,037	40,558	109	107	190	144	169
25-34	1,626	8,330	36,603	97,629	40,033	109	112	119	115	110
35-44	1,259	6,437	24,869	73,123	29,651	91	93	87	93	88
45-54	1,565	7,821	27,758	82,086	33,971	102	102	87	93	90
55-64	1,056	6,060	23,307	68,035	28,730	86	99	92	97	96
65+	1,428	8,582	31,669	96,250	41,218	73	88	78	86	86
Population estimate 2015	10,866	54,312	224,844	621,484	265,446	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	10,391	51,148	193,141	552,406	235,093	96%	96%	92%	92%	93%
Mixed / Multiple Ethnic Groups	155	723	3,806	12,112	3,752	1%	1%	2%	2%	1%
Asian / Asian British	181	838	8,902	19,390	9,541	2%	2%	4%	3%	4%
Black / African / Caribbean / Black British	43	237	2,706	11,291	2,507	0%	0%	1%	2%	1%
Other Ethnic Group	18	273	2,294	8,285	2,014	0%	1%	1%	1%	1%
All People (Ethnic Group)	10,788	53,219	210,849	603,484	252,907	100	100	100	100	100



Mosaic UK Map and Data: FERRY, WALLASEY (202697)



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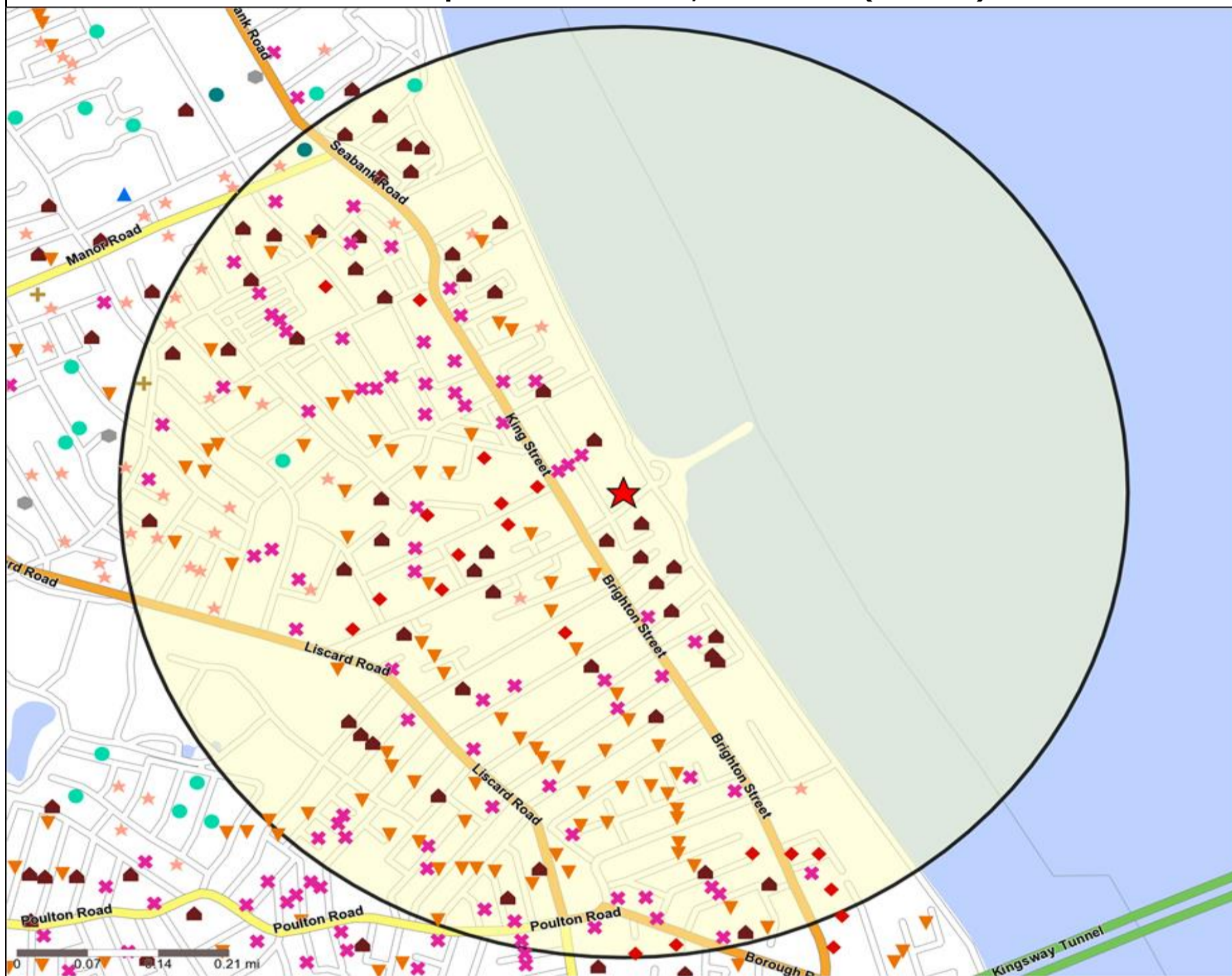
- ★ Location
- 0.5,1.5,3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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 - 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	219	748	68	0	0	3	4	1
B Prestige Positions (18+)	0	61	1,613	6,706	3,063	0	2	13	19	21
C Country Living (18+)	0	0	0	107	6	0	0	0	0	0
D Rural Reality (18+)	0	0	0	13	5	0	0	0	0	0
E Senior Security (18+)	7	3,915	7,973	30,885	14,764	1	113	58	79	90
F Suburban Stability (18+)	0	3,116	6,349	29,348	12,788	0	120	62	100	104
G Domestic Success (18+)	2	643	2,779	10,162	4,600	0	18	20	25	27
H Aspiring Homemakers (18+)	77	4,205	8,505	38,874	17,283	11	109	55	89	95
I Family Basics (18+)	2,864	6,816	23,587	55,687	25,235	495	222	193	161	174
J Transient Renters (18+)	2,250	7,065	31,222	83,849	32,546	487	288	320	303	281
K Municipal Challenge (18+)	567	2,043	21,842	49,383	21,795	120	82	220	175	185
L Vintage Value (18+)	1,423	5,380	24,758	70,889	27,628	282	201	233	235	219
M Modest Traditions (18+)	817	5,054	9,836	39,829	13,924	215	250	122	175	146
N Urban Cohesion (18+)	0	160	2,122	9,038	1,668	0	7	24	36	16
O Rental Hubs (18+)	2	4,013	28,138	54,098	25,456	0	123	216	146	165
Adults 18+ estimate 2015	8,009	42,471	168,943	479,616	200,829	100	100	100	100	100



Mosaic UK Map and Data: FERRY, WALLASEY (202697)



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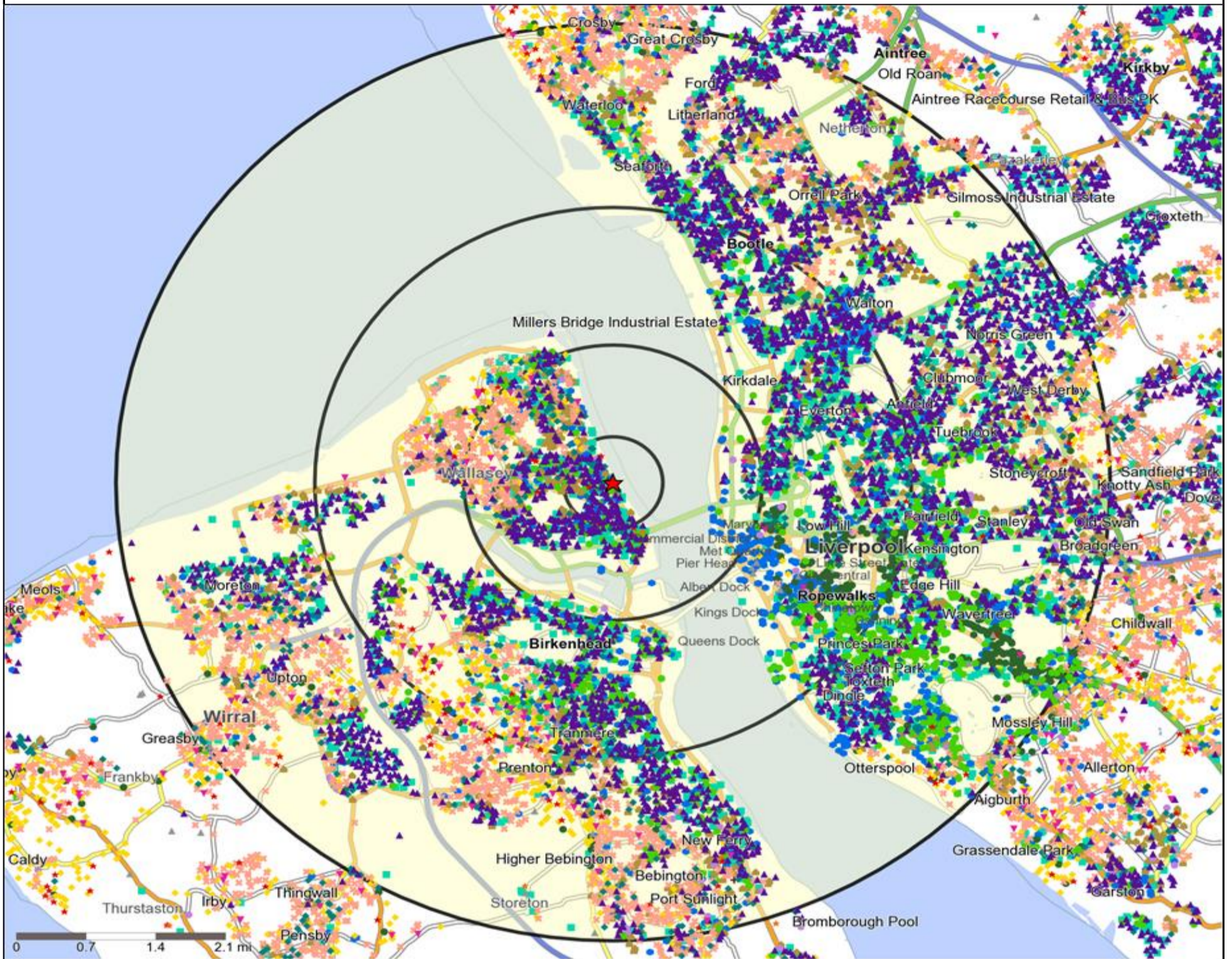
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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 - 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+)	7	1
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	2	0
H Aspiring Homemakers (18+)	77	11
I Family Basics (18+)	2,864	495
J Transient Renters (18+)	2,250	487
K Municipal Challenge (18+)	567	120
L Vintage Value (18+)	1,423	282
M Modest Traditions (18+)	817	215
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	2	0
Adults 18+ estimate 2015	8,009	100



Occasions Map and Data: FERRY, WALLASEY (202697)



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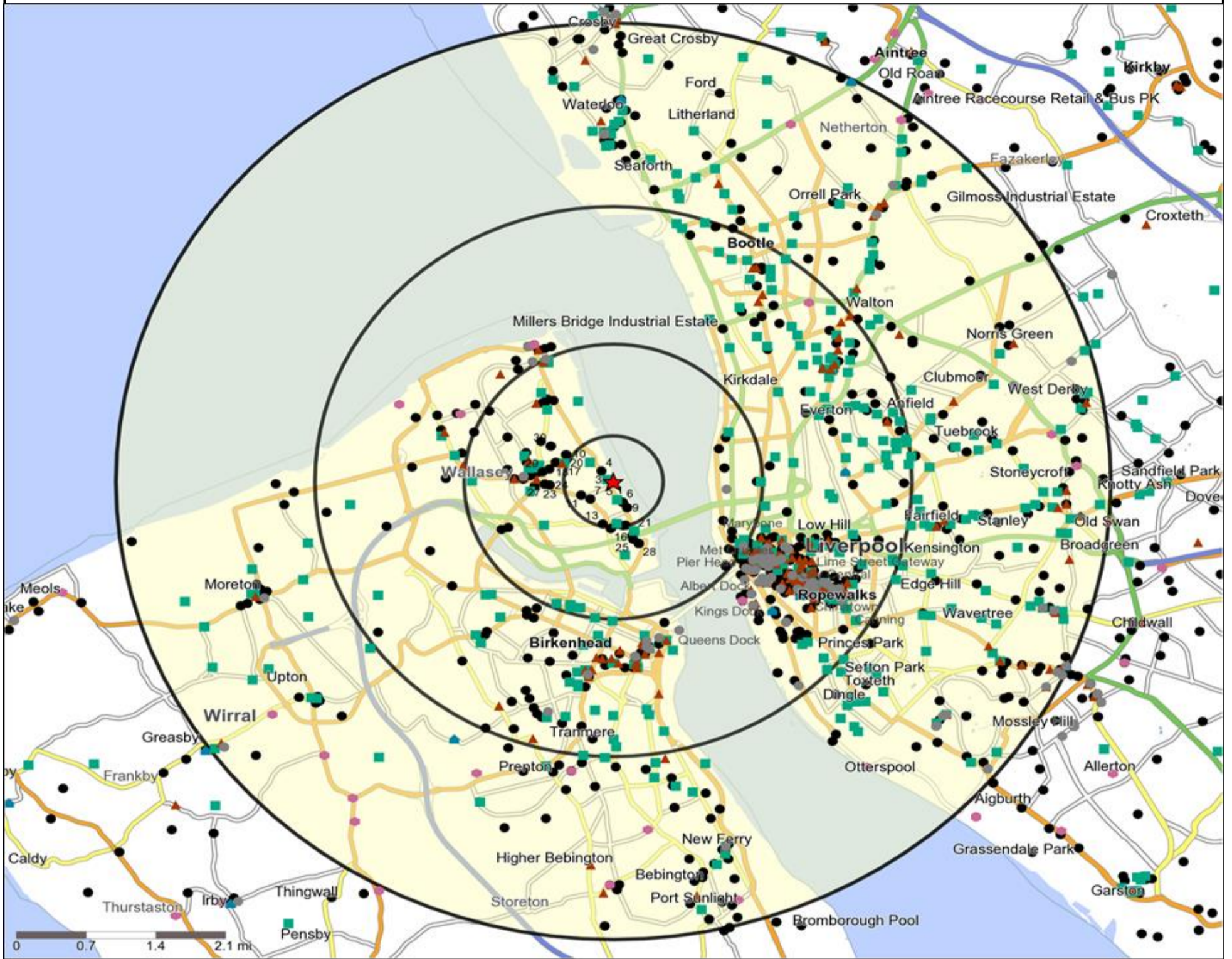
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
■ 01 Mine's a Pint
◆ 02 Early Doors
● 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
● 05 Out On The Town
▲ 06 Business and Pleasure
● 07 Sporting Pints
- 08 Student Social
▼ 09 Leisurely Lunch
✕ 10 Wining 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	847	3,732	18,070	47,040	19,479	119	110	132	121	121
02 Early Doors	695	3,237	12,784	36,479	15,332	116	114	111	112	114
03 Everyday is Friday	504	2,731	10,099	28,697	11,918	99	113	103	104	104
04 Weekend Millionaires	1,320	5,076	20,862	57,632	23,570	180	145	148	144	142
05 Out On The Town	944	4,612	19,822	51,685	21,837	133	137	146	134	137
06 Business and Pleasure	207	1,101	4,618	12,714	5,130	57	63	66	64	62
07 Sporting Pints	911	3,707	16,645	43,875	17,801	117	100	111	103	101
08 Student Social	94	742	6,483	15,304	7,428	28	47	102	85	100
09 Leisurely Lunch	561	2,760	10,697	31,990	13,176	81	83	80	85	84
10 Wining and Dining	435	2,721	8,749	28,759	12,093	55	72	58	67	68
11 Household Outing	776	3,611	11,046	35,481	14,116	124	121	92	104	100
12 Midweek Meal Deal	560	2,154	9,513	26,036	10,923	159	128	141	136	137
13 Date Night	148	1,680	5,241	17,234	7,540	26	63	49	57	60
14 Birthday Treat	383	1,945	6,558	21,908	8,718	68	73	61	72	69
15 Pre Show Meal	131	765	2,445	8,023	3,248	68	83	66	76	74
Number of Occasions	8,516	40,574	163,632	462,857	192,309	100	100	100	100	100



Competition Map and Data: FERRY, WALLASEY (202697)



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

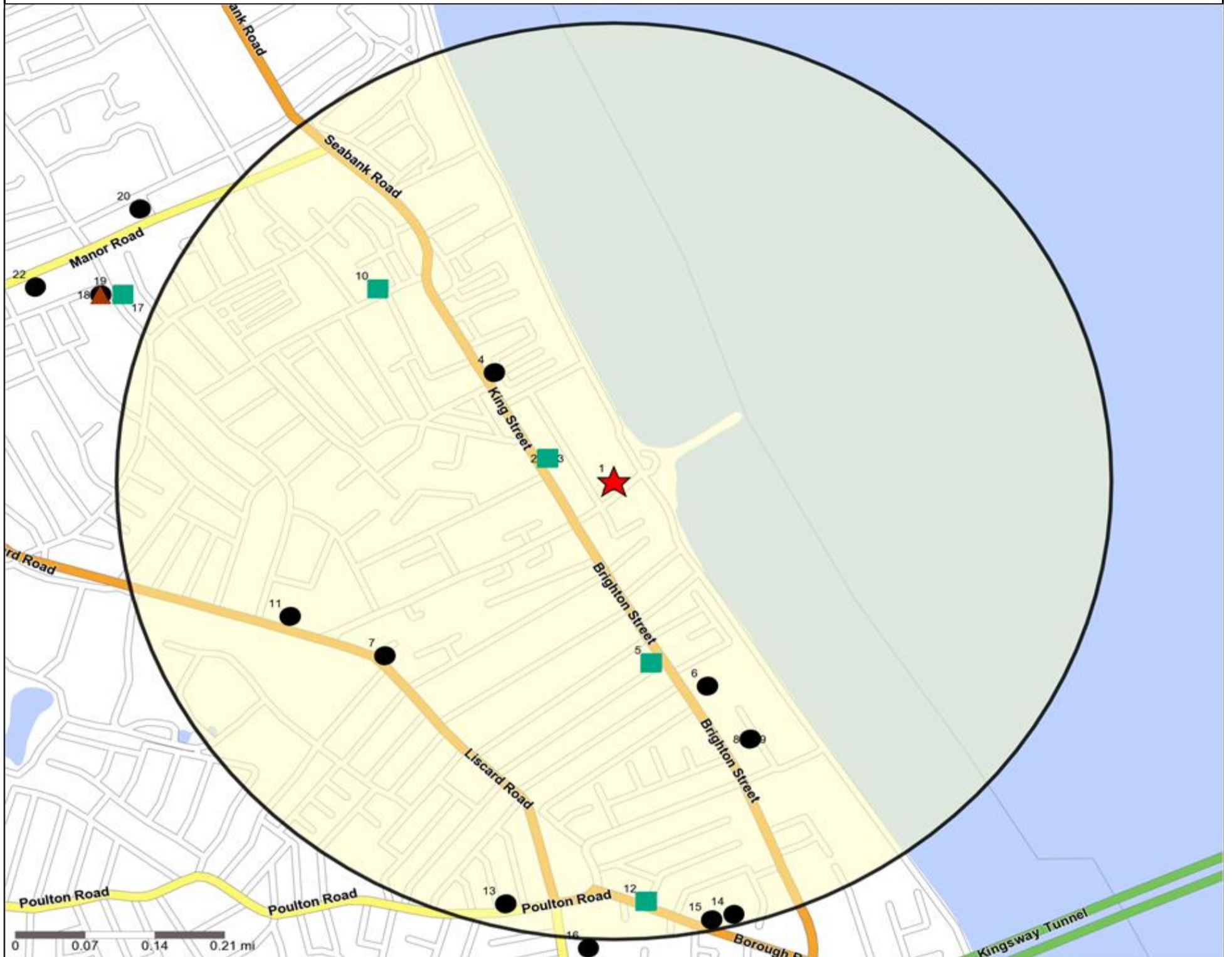
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	5	80	107
Circuit Bar	1	9	164	199
Community Local	4	29	164	301
Dry Led	0	1	7	11
Branded Food Pub	0	0	9	33
Rural	0	0	0	0
Other	10	64	473	720
Total	15	108	897	1,371



Competition Map and Data: FERRY, WALLASEY (202697)



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	1
Community Local	4
Dry Led	0
Branded Food Pub	0
Rural	0
Other	10
Total	15



Local Competition: FERRY, WALLASEY (202697)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FERRY, WALLASEY	48 TOBIN STREET, WALLASEY, CH44 8DF	Punch Taverns	CH44 8DF	Punch Taverns	0.00
1	Ferry	48 Tobin Street, Egremont, Wallasey	Punch Pub Company	CH44 8DF	Circuit Bar	0.00
2	Tandoori Mahal Ind Restaurant	24 King Street, Wallasey	Independent Free	CH44 8AU	Other	0.07
3	Stanleys Vaults	2 King Street, Wallasey	Independent Free	CH44 8AU	Community Local	0.07
4	Potshots	96 King Street, Wallasey	Independent Free	CH44 8AN	Other	0.17
5	Brighton Hotel	133 Brighton Street, Wallasey	Unknown	CH44 8DT	Community Local	0.20
6	Wallasey Town Hall	Brighton Street, Wallasey	Independent Free	CH44 8ED	Other	0.24
7	Parkfield Cricket Club	Liscard Road, Central Park Liscard, Wallasey	Independent Free	CH44 8AA	Other	0.30
8	British Sub Aqua Club	1 Riverview Road, Wallasey	Independent Free	CH44 6PX	Other	0.31
9	Royal Naval Association Wallasey	Riverview Road, Wallasey	Independent Free	CH44 6PX	Other	0.31
10	Lord Nelson	26a Trafalgar Road, Egremont, Wallasey	Admiral Taverns Ltd	CH44 0EA	Community Local	0.32
11	Raob Park View Social Club	88 Liscard Road, Wallasey	Independent Free	CH44 8AB	Other	0.36
12	Sandbank	190 Borough Road, Seacombe, Wallasey	Independent Free	CH44 6NJ	Community Local	0.46
13	Great Float Social Club	22-26 Poulton Road, Wallasey	Independent Free	CH44 9DQ	Other	0.47
14	La Banque	58 Borough Road, Wallasey	Independent Free	CH44 6NQ	Other	0.49
15	Embassy Social Club	140 Borough Road, Wallasey	Independent Free	CH44 6NH	Other	0.49
16	St Josephs Parish Centre	Wheatland Lane, Presbytery, Wallasey	Independent Free	CH44 7ED	Other	0.51
17	Saddle Inn	30 Withens Lane, Wallasey	Enterprise Inns	CH44 1DE	Community Local	0.53
18	Primrose Inn	1 Withens Lane, Wallasey	Trust Inns	CH44 1BB	Circuit Bar	0.56
19	Royal British Legion Club	3 Withens Lane, Wallasey	Independent Free	CH44 1BB	Other	0.56
20	Wallasey Masonic Hall	Manor Road, Wallasey	Independent Free	CH45 7LU	Other	0.56
21	Five Bars Rest	61 Borough Road, Seacombe, Wallasey	Unknown	CH44 6NA	Community Local	0.58
22	Wallasey Central Conservative Club	90 Manor Road, Wallasey	Independent Free	CH44 1BZ	Other	0.62
23	Persopolis Steak House	196 Liscard Road, Wallasey	Independent Free	CH44 5TN	Other	0.64
24	Captain Tony's	198 Liscard Road, Wallasey	Independent Free	CH44 5TN	Other	0.64
25	Riverside Club	14-16 Church Road, Wallasey	Independent Free	CH44 6JF	Other	0.66
26	Grosvenor Ballroom	Grosvenor Street, Wallasey	Independent Free	CH44 1AQ	Other	0.66
27	Mr Henrys	233 Liscard Road, Wallasey	Independent Free	CH44 5TH	Other	0.69
28	Russol Hotel	44 Church Road, Wallasey	Independent Free	CH44 7BA	Other	0.72
29	Wallasey Royal Naval Associati	Newell Road, Wallasey	Independent Free	CH44 1AD	Other	0.72
30	Old Manor Club	Withens Lane, Wallasey	Independent Free	CH45 7NF	Other	0.74