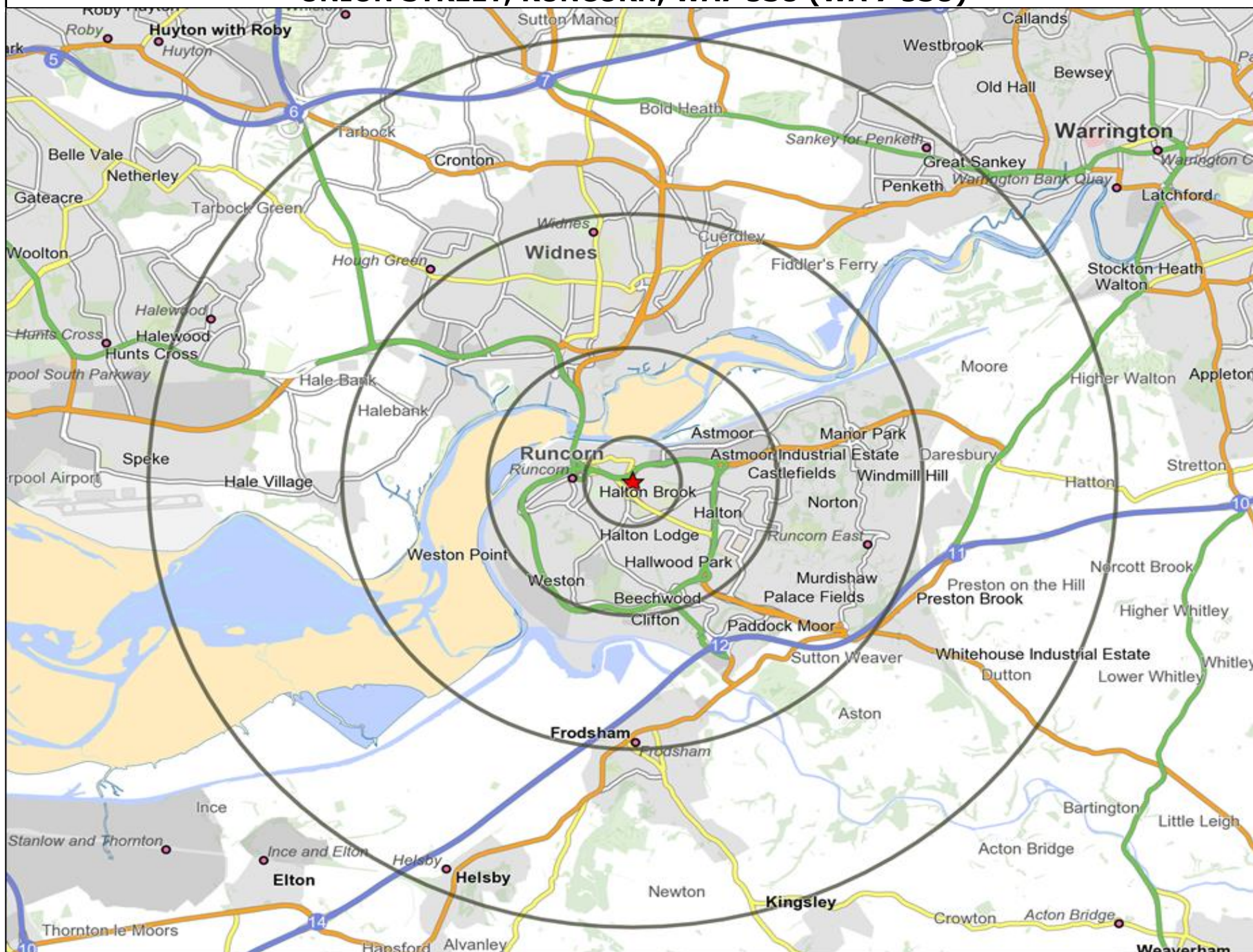




**Customer Profile Report for UNION TAVERN, RUNCORN (Punch Outlet Number: 203525)
UNION STREET, RUNCORN, WA7 5SU (WA 7 5SU)**



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

Age Data Table

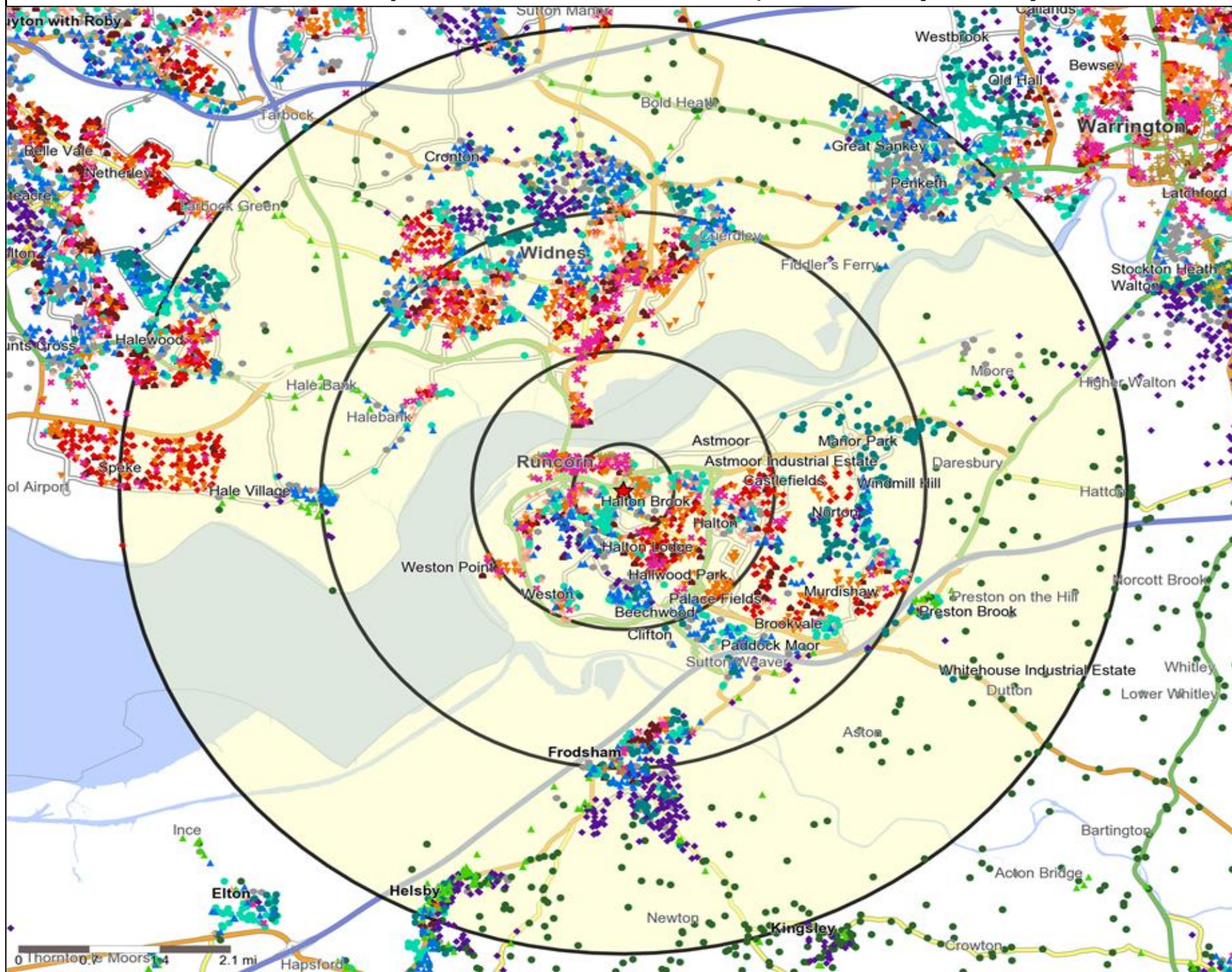
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,253	7,316	21,581	35,019	42,134	97	107	108	103	102
16-17	137	773	2,450	4,149	5,062	86	92	99	99	99
18-24	657	3,126	8,924	14,127	17,112	105	95	92	86	86
25-34	1,049	4,963	14,476	22,248	27,188	111	100	99	90	90
35-44	880	4,433	13,114	22,395	26,903	101	96	97	97	96
45-54	1,002	4,687	14,716	26,376	32,383	103	91	97	103	104
55-64	835	4,527	13,525	23,310	28,292	107	110	112	114	113
65+	1,078	6,444	18,023	33,603	41,532	87	99	94	103	105
Population estimate 2015	6,891	36,269	106,809	181,227	220,606	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	6,692	34,978	103,214	174,350	211,062	98%	98%	98%	98%	97%
Mixed / Multiple Ethnic Groups	77	380	1,143	2,001	2,478	1%	1%	1%	1%	1%
Asian / Asian British	38	224	771	1,581	2,110	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	15	78	221	516	683	0%	0%	0%	0%	0%
Other Ethnic Group	10	35	157	300	358	0%	0%	0%	0%	0%
All People (Ethnic Group)	6,832	35,695	105,506	178,748	216,691	100	100	100	100	100



Mosaic UK Map and Data: UNION TAVERN, RUNCORN (203525)



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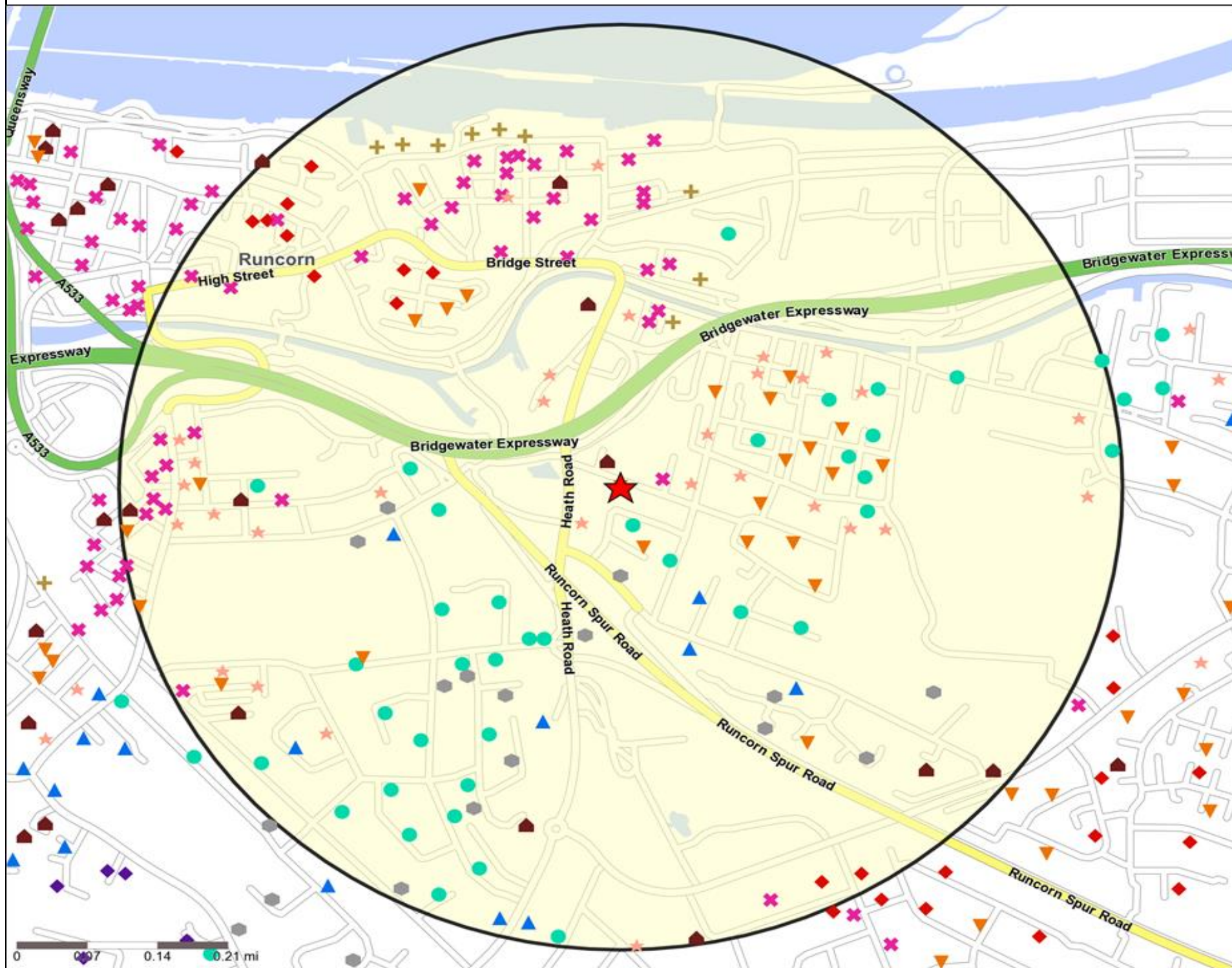
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	494	1,524	7,906	11,174	0	24	25	77	89
C Country Living (18+)	0	0	2	1,540	2,130	0	0	0	16	18
D Rural Reality (18+)	0	0	159	2,337	1,963	0	0	3	24	16
E Senior Security (18+)	409	1,932	4,238	14,734	19,182	92	85	63	128	136
F Suburban Stability (18+)	329	2,364	8,578	18,009	21,516	98	138	170	208	204
G Domestic Success (18+)	0	273	5,088	12,923	14,727	0	12	73	109	101
H Aspiring Homemakers (18+)	1,373	3,580	10,832	17,090	21,312	275	140	144	133	135
I Family Basics (18+)	972	5,434	14,053	16,705	18,678	245	268	236	163	150
J Transient Renters (18+)	765	3,696	8,286	10,091	11,721	241	228	174	123	117
K Municipal Challenge (18+)	170	4,526	13,659	20,866	26,101	53	274	282	251	257
L Vintage Value (18+)	340	2,072	7,347	8,984	10,737	98	117	141	101	99
M Modest Traditions (18+)	692	2,978	7,524	8,796	10,164	265	223	192	131	124
N Urban Cohesion (18+)	0	0	9	13	114	0	0	0	0	1
O Rental Hubs (18+)	444	760	1,230	1,636	3,446	105	35	19	15	26
Adults 18+ estimate 2015	5,494	28,109	82,529	141,630	172,965	100	100	100	100	100



Mosaic UK Map and Data: UNION TAVERN, RUNCORN (203525)



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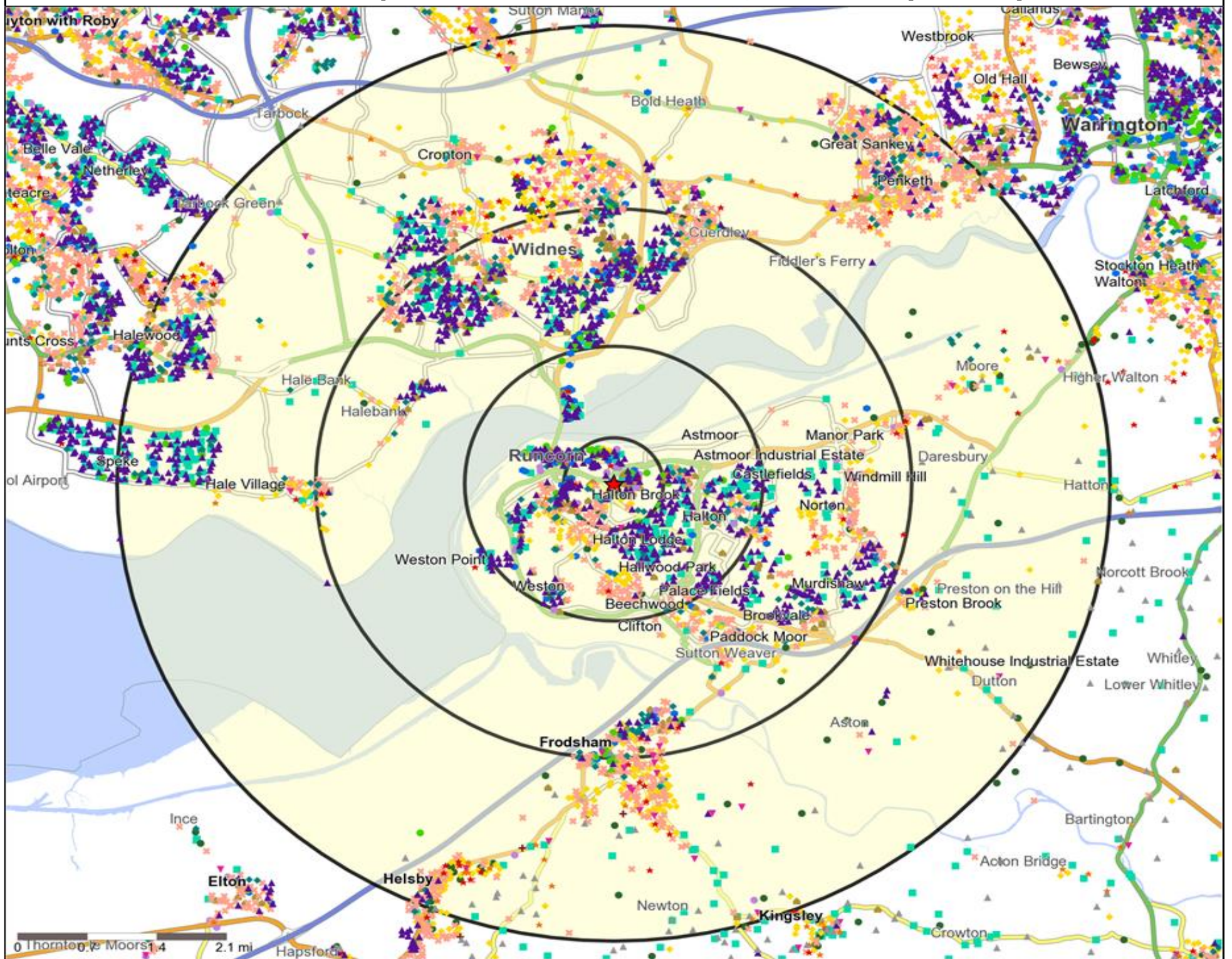
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▲ I Family Basics
- J Transient 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+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	409	92
F Suburban Stability (18+)	329	98
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	1,373	275
I Family Basics (18+)	972	245
J Transient Renters (18+)	765	241
K Municipal Challenge (18+)	170	53
L Vintage Value (18+)	340	98
M Modest Traditions (18+)	692	265
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	444	105
Adults 18+ estimate 2015	5,494	100



Occasions Map and Data: UNION TAVERN, RUNCORN (203525)



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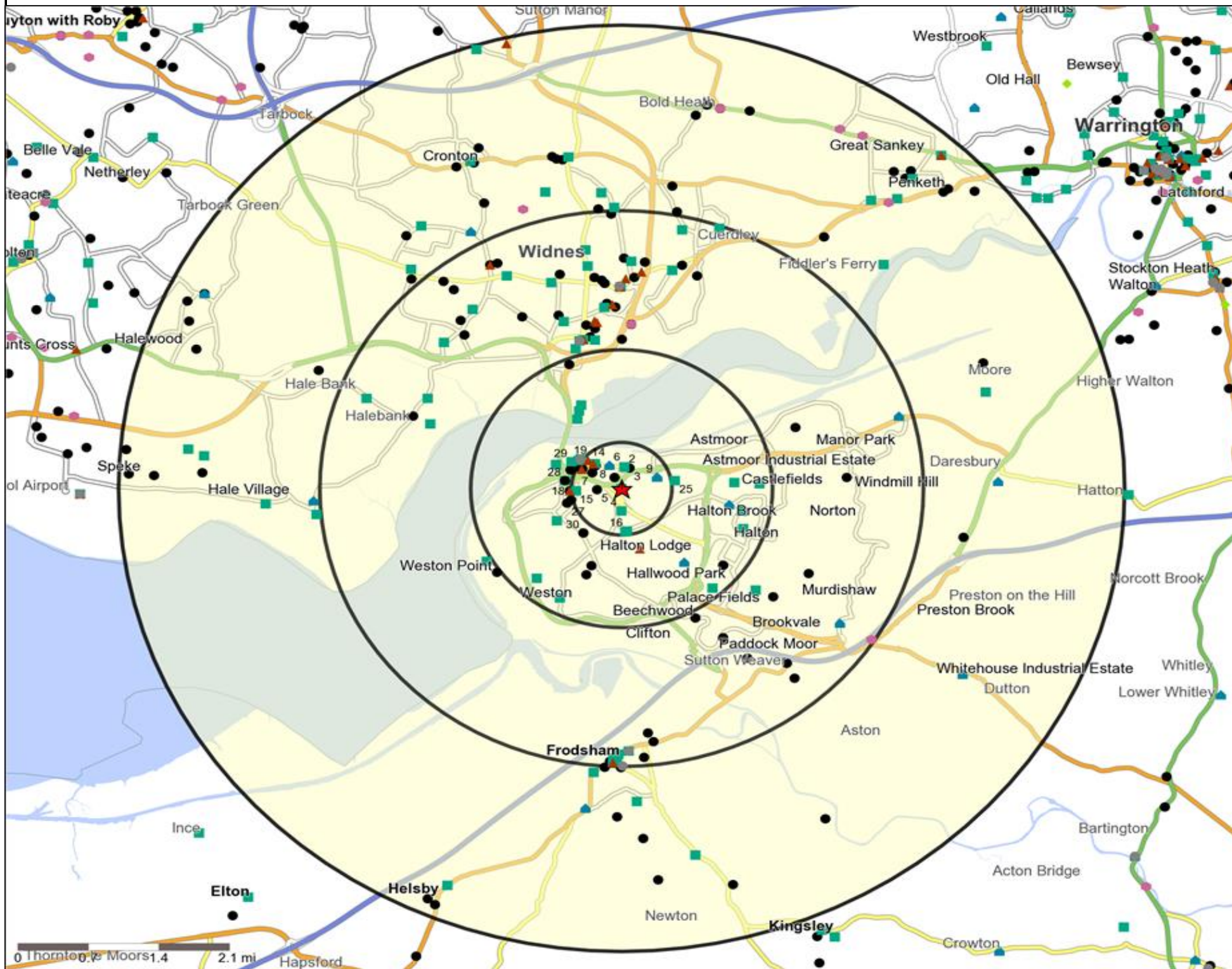
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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	393	2,907	7,985	12,052	14,546	89	124	118	109	108
02 Early Doors	422	2,411	6,721	10,705	12,976	115	123	118	115	115
03 Everyday is Friday	399	1,810	5,130	8,196	9,799	127	108	106	104	102
04 Weekend Millionaires	676	3,896	10,923	15,779	19,013	149	161	156	138	137
05 Out On The Town	537	2,797	7,856	12,067	14,722	123	120	117	110	110
06 Business and Pleasure	128	643	1,943	3,322	4,173	57	53	56	59	60
07 Sporting Pints	446	2,310	6,313	9,083	11,002	93	90	85	75	75
08 Student Social	97	396	1,397	3,125	3,860	48	36	44	61	62
09 Leisurely Lunch	346	1,980	5,817	10,047	12,325	81	87	88	93	94
10 Wining and Dining	389	1,829	5,767	11,387	14,022	80	70	77	93	94
11 Household Outing	488	2,434	7,285	11,169	13,414	126	118	122	115	113
12 Midweek Meal Deal	308	1,639	4,507	6,682	7,936	142	141	135	122	119
13 Date Night	263	1,097	3,628	8,079	10,121	76	59	68	93	96
14 Birthday Treat	254	1,412	4,369	8,081	9,804	73	76	82	93	93
15 Pre Show Meal	108	461	1,357	2,507	3,126	91	73	74	84	86
Number of Occasions	5,254	28,022	80,998	132,281	160,839	100	100	100	100	100



Competition Map and Data: UNION TAVERN, RUNCORN (203525)



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

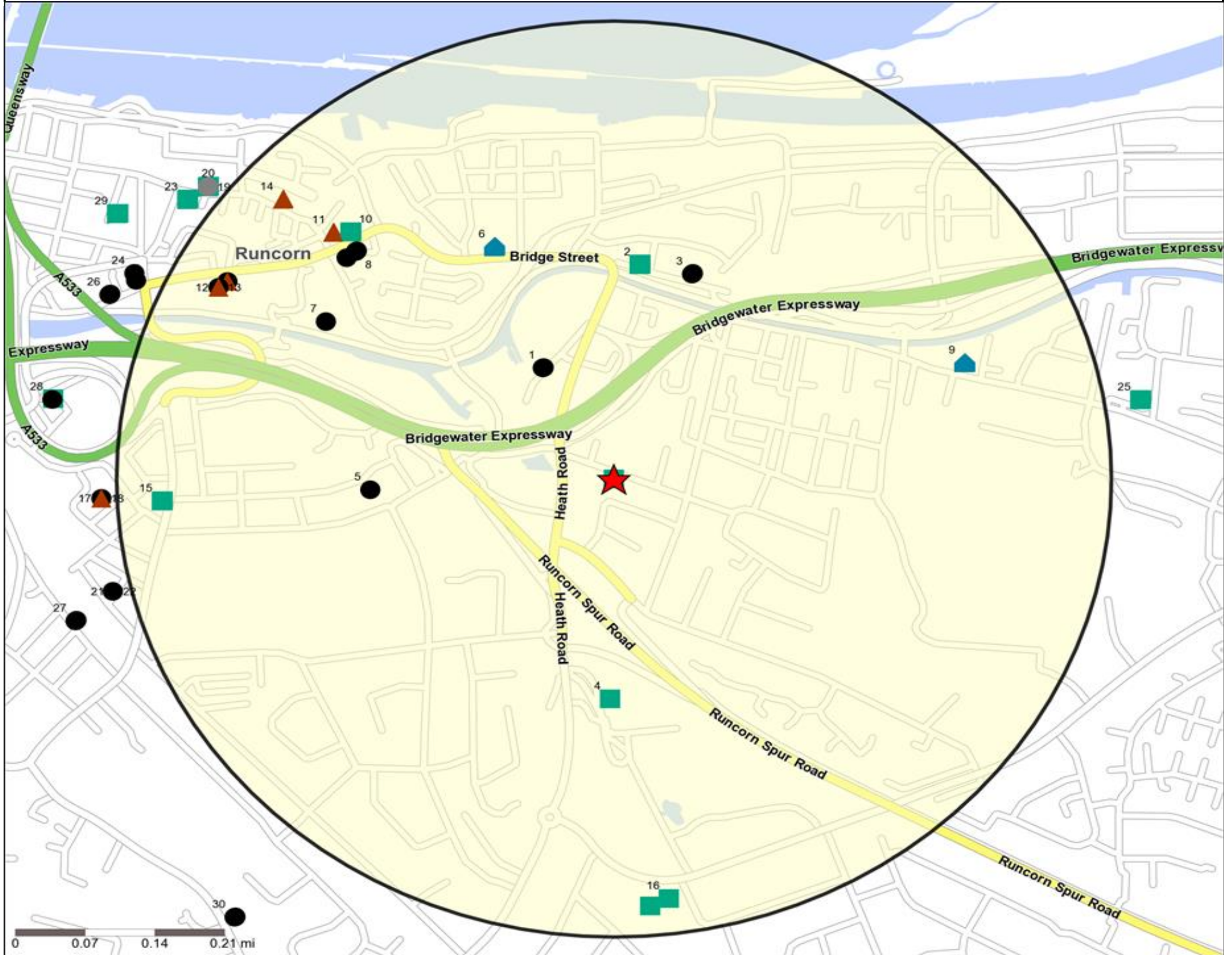
- ★ Location
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

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	0	10	16	16
Circuit Bar	3	10	20	28
Community Local	5	28	55	77
Dry Led	2	8	10	17
Branded Food Pub	0	0	4	9
Rural	0	0	0	0
Other	6	64	127	185
Total	16	120	232	332



Competition Map and Data: UNION TAVERN, RUNCORN (203525)



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	3
Community Local	5
Dry Led	2
Branded Food Pub	0
Rural	0
Other	6
Total	16



Local Competition: UNION TAVERN, RUNCORN (203525)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	UNION TAVERN, RUNCORN	UNION STREET, RUNCORN, WA7 5SU	Punch Taverns	WA 7 5SU	Punch Taverns	0.00
1	Bridgewater Motor Boat Club	Victoria Road, Runcorn	Independent Free	WA 7 5SS	Other	0.14
2	Navigation Inn	33 Canal Street, Runcorn	Admiral Taverns Ltd	WA 7 1RY	Community Local	0.24
3	Canal Side Function Rooms	47 Canal Street, Runcorn	Independent Free	WA 7 1SA	Other	0.24
4	Esplanade Bar	12 Ballyholme Esplanade, Bangor	Independent Free	BT20 5LZ	Community Local	0.24
5	Runcorn Masonic Club	York Street, Runcorn	Independent Free	WA 7 5BB	Other	0.25
6	Wilson's Hotel	24-30 Bridge Street, Runcorn	Enterprise Inns	WA 7 1BY	Dry Led	0.28
7	Brindley Arts Centre	27 High Street, Runcorn	Independent Free	WA 7 1BG	Other	0.34
8	Tandoori Night	19 High Street, Runcorn	Independent Free	WA 7 1AP	Other	0.36
9	Canal Walk	Halton Road, Runcorn	Independent Free	WA 7 5QS	Dry Led	0.37
10	Royal	1 High Street, Runcorn	Amber Taverns	WA 7 1AU	Community Local	0.38
11	Wine Bar	8 Church Street, Runcorn	Independent Free	WA 7 1LT	Circuit Bar	0.39
12	Scala Bingo	79 High Street, Runcorn	Independent Free	WA 7 1AH	Other	0.45
13	Chambers	77 High Street, Runcorn	Enterprise Inns	WA 7 1AH	Circuit Bar	0.45
14	Ferry Boat	10 Church Street, Runcorn	Wetherspoon	WA 7 1LR	Circuit Bar	0.45
15	Lion Hotel	100 Greenway Road, Runcorn	Punch Pub Company	WA 7 5AG	Community Local	0.46
16	Red Admiral	2 Boston Avenue, Runcorn	Greene King	WA 7 5JQ	Community Local	0.46
17	Boat House	1A Seacliff Road, Bangor	Independent Free	BT20 5HA	Other	0.52
18	Jamaica Inn	188 Seacliff Road, Bangor	Independent Free	BT20 5HA	Circuit Bar	0.52
19	Sabor	48-50 Church Street, Runcorn	Independent Free	WA 7 1LD	Cafe / Wine Bar	0.52
20	Barley Mow	56 Church Street, Runcorn	Greene King	WA 7 1LD	Community Local	0.52
21	Clifton Snooker Centre	Clifton Road, Bangor	Independent Free	BT20 5HY	Other	0.52
22	Royal Ulster Yacht Club	10 Clifton Road, Bangor	Independent Free	BT20 5HY	Other	0.52
23	Clarendon Hotel	101 Church Street, Runcorn	Unknown	WA 7 1LG	Community Local	0.53
24	Gusto D'oro	60 Devonshire Place, Runcorn	Independent Free	WA 7 1JG	Other	0.53
25	Halfway House	Halton Road, Runcorn	Star Pubs & Bars	WA 7 5NR	Community Local	0.54
26	Raob Social Club	78 High Street, Runcorn	Independent Free	WA 7 1JH	Other	0.55
27	Runcorn District Conservative Club	6 Balfour Street, Runcorn	Independent Free	WA 7 4PH	Other	0.56
28	Campanile Hotel	Lowlands Road, Runcorn	Campanile Hotels	WA 7 5TR	Other	0.57
29	Wellington Inn	Egerton Street, Runcorn	Admiral Taverns Ltd	WA 7 1LB	Community Local	0.58
30	Runcorn Sports Club	Moughland Lane, Runcorn	Independent Free	WA 7 4SF	Other	0.61