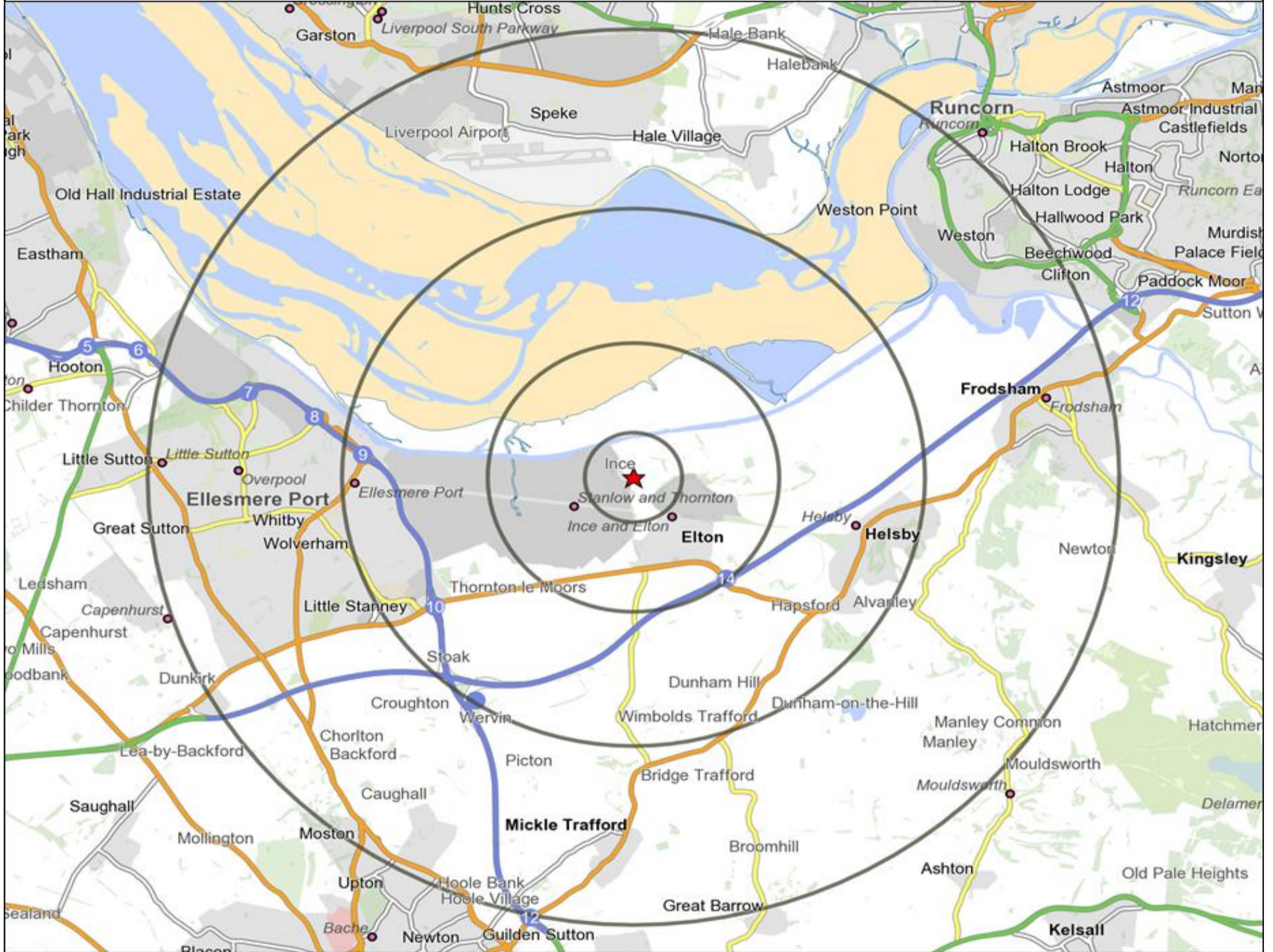




**Customer Profile Report for DUKE OF WELLINGTON, INCE (Punch Outlet Number: 202663)
MARSH LANE, CHESTER, CH2 4NR (CH 2 4NR)**



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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	42	748	3,560	20,047	21,732	84	98	98	102	99
16-17	3	90	402	2,546	2,800	49	95	90	105	103
18-24	20	278	1,514	8,009	8,546	83	76	87	85	81
25-34	22	519	2,600	12,667	13,442	60	93	99	89	84
35-44	43	558	2,476	12,565	14,114	127	108	101	95	95
45-54	33	650	2,955	15,746	17,855	87	113	108	106	108
55-64	32	513	2,141	12,485	14,356	106	112	98	106	108
65+	71	706	3,649	20,443	24,213	148	97	105	109	115
Population estimate 2015	266	4,062	19,297	104,508	117,058	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	236	3,937	17,824	99,358	111,001	97%	98%	97%	97%	97%
Mixed / Multiple Ethnic Groups	2	34	168	1,053	1,021	1%	1%	1%	1%	1%
Asian / Asian British	3	33	233	1,095	1,543	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	1	8	52	433	303	0%	0%	0%	0%	0%
Other Ethnic Group	1	15	51	220	261	0%	0%	0%	0%	0%
All People (Ethnic Group)	243	4,027	18,328	102,159	114,129	100	100	100	100	100



Mosaic UK Map and Data: DUKE OF WELLINGTON, INCE (202663)



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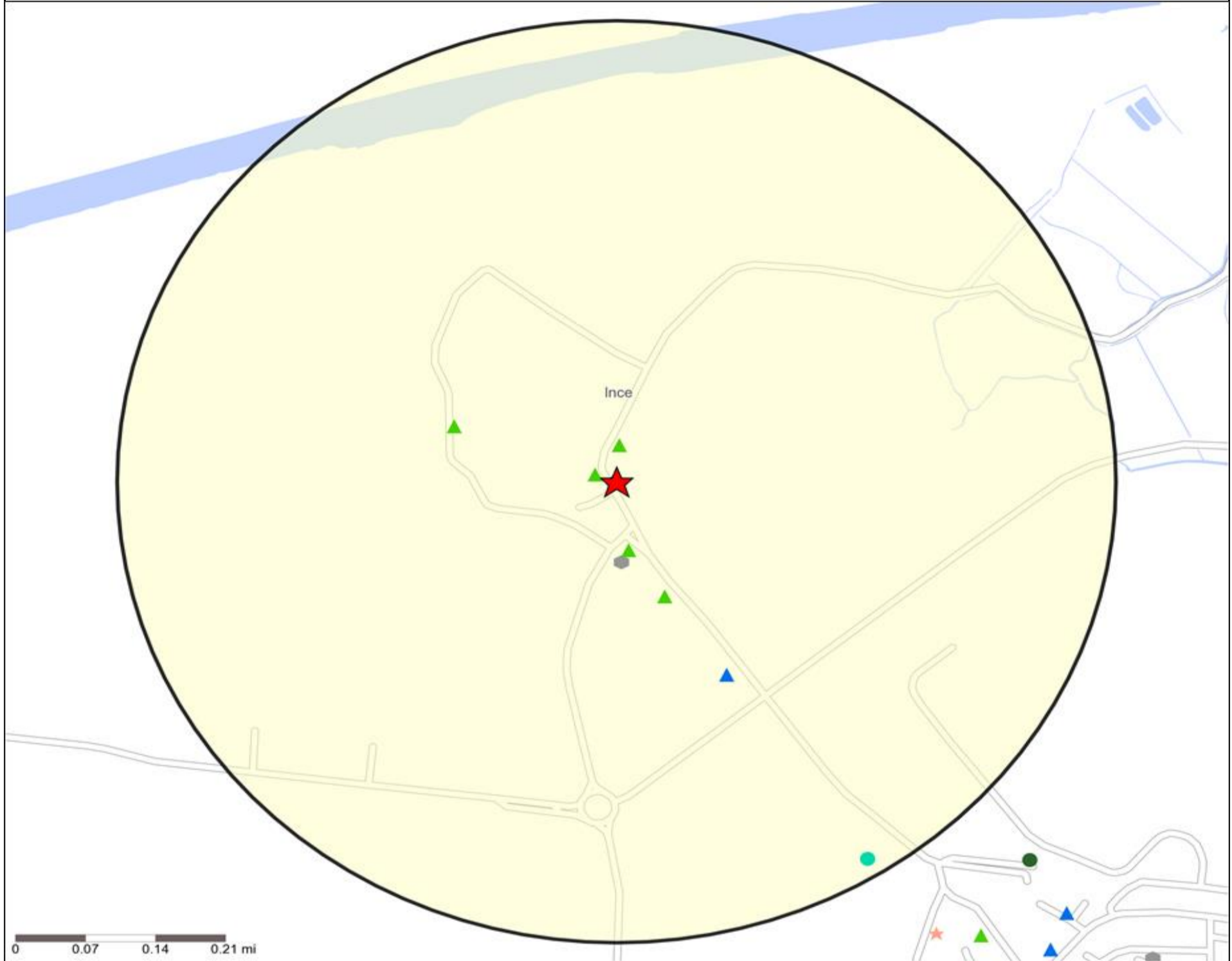
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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	107	0	0	0	0	3
B Prestige Positions (18+)	0	29	565	6,354	8,826	0	12	51	107	131
C Country Living (18+)	29	112	805	2,364	3,677	188	50	76	42	57
D Rural Reality (18+)	117	221	1,286	2,356	2,668	760	99	121	42	42
E Senior Security (18+)	8	187	545	7,788	11,040	44	71	44	117	147
F Suburban Stability (18+)	46	692	1,378	10,284	12,864	339	351	147	206	228
G Domestic Success (18+)	0	389	1,037	5,471	8,915	0	143	80	80	115
H Aspiring Homemakers (18+)	11	1,437	2,175	10,201	11,554	54	490	156	137	138
I Family Basics (18+)	0	0	1,823	9,631	8,783	0	0	165	163	132
J Transient Renters (18+)	1	58	2,180	6,344	6,475	8	31	246	134	122
K Municipal Challenge (18+)	0	0	1,026	9,054	3,252	0	0	114	188	60
L Vintage Value (18+)	0	0	1,207	5,678	6,460	0	0	125	110	111
M Modest Traditions (18+)	10	100	1,010	5,587	5,576	95	65	139	144	127
N Urban Cohesion (18+)	0	0	0	13	449	0	0	0	0	9
O Rental Hubs (18+)	0	0	299	620	1,619	0	0	25	10	23
Adults 18+ estimate 2015	222	3,225	15,336	81,745	92,265	100	100	100	100	100



Mosaic UK Map and Data: DUKE OF WELLINGTON, INCE (202663)



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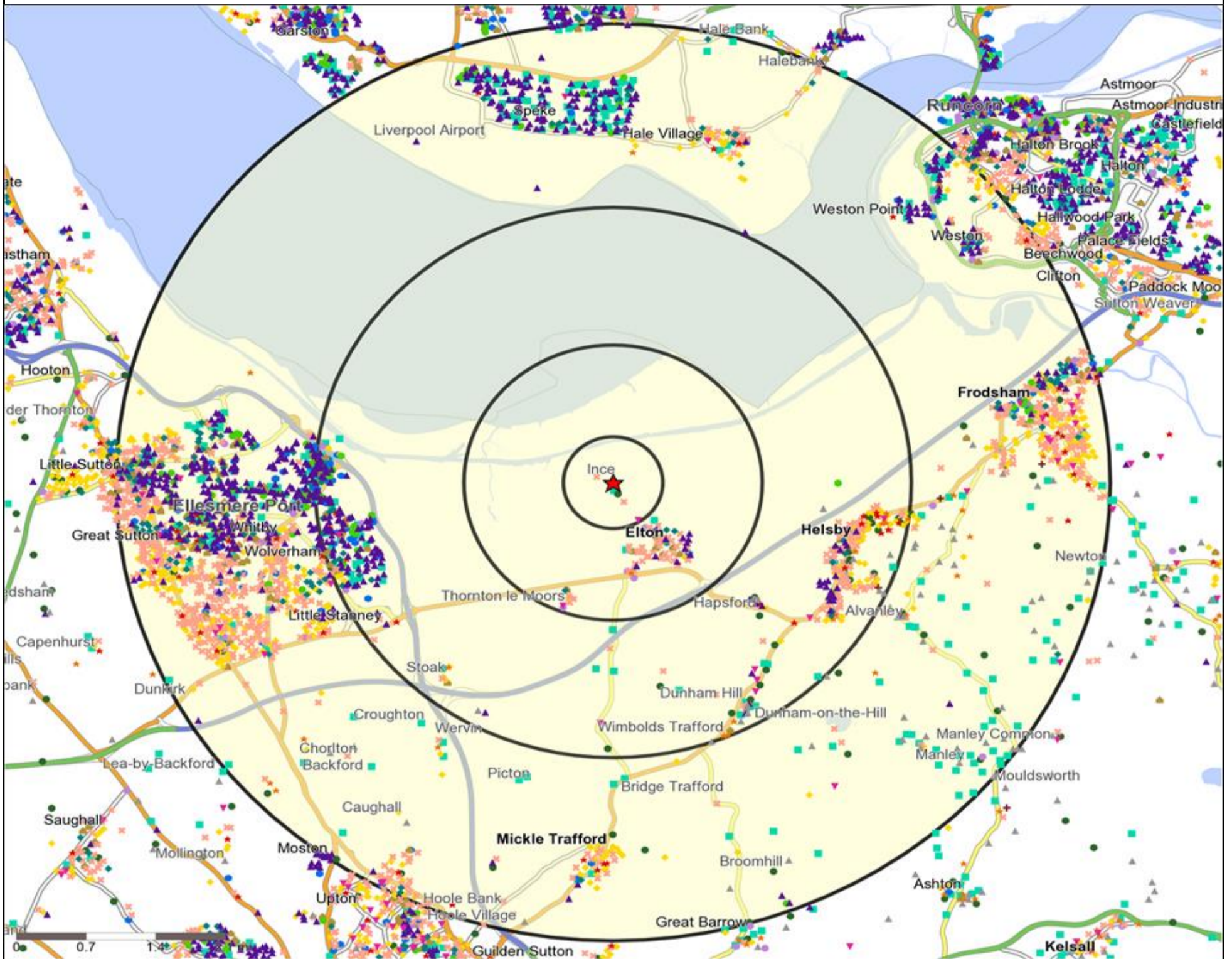
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	29	188
D Rural Reality (18+)	117	760
E Senior Security (18+)	8	44
F Suburban Stability (18+)	46	339
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	11	54
I Family Basics (18+)	0	0
J Transient Renters (18+)	1	8
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	10	95
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	222	100



Occasions Map and Data: DUKE OF WELLINGTON, INCE (202663)



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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	17	145	1,205	6,780	6,469	115	63	99	103	91
02 Early Doors	16	205	1,117	6,262	6,409	130	106	110	114	107
03 Everyday is Friday	11	191	941	4,884	5,304	105	116	109	104	104
04 Weekend Millionaires	16	257	1,764	9,141	8,558	105	108	141	135	117
05 Out On The Town	14	224	1,404	7,232	7,585	96	98	117	111	107
06 Business and Pleasure	4	79	389	2,029	2,617	53	67	63	60	72
07 Sporting Pints	10	135	1,109	5,424	5,519	62	53	84	75	71
08 Student Social	9	84	362	2,059	2,605	132	78	64	67	79
09 Leisurely Lunch	13	212	1,084	6,069	6,820	91	94	92	95	98
10 Wining and Dining	18	357	1,200	6,931	8,504	110	139	89	95	108
11 Household Outing	16	256	1,144	6,409	6,841	124	126	108	111	109
12 Midweek Meal Deal	10	132	817	4,072	3,795	137	116	137	125	108
13 Date Night	12	223	796	4,836	6,356	104	123	84	93	113
14 Birthday Treat	8	179	846	4,955	5,812	69	98	89	96	104
15 Pre Show Meal	2	84	287	1,596	1,979	50	134	88	89	102
Number of Occasions	176	2,763	14,465	78,679	85,173	100	100	100	100	100



Competition Map and Data: DUKE OF WELLINGTON, INCE (202663)



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

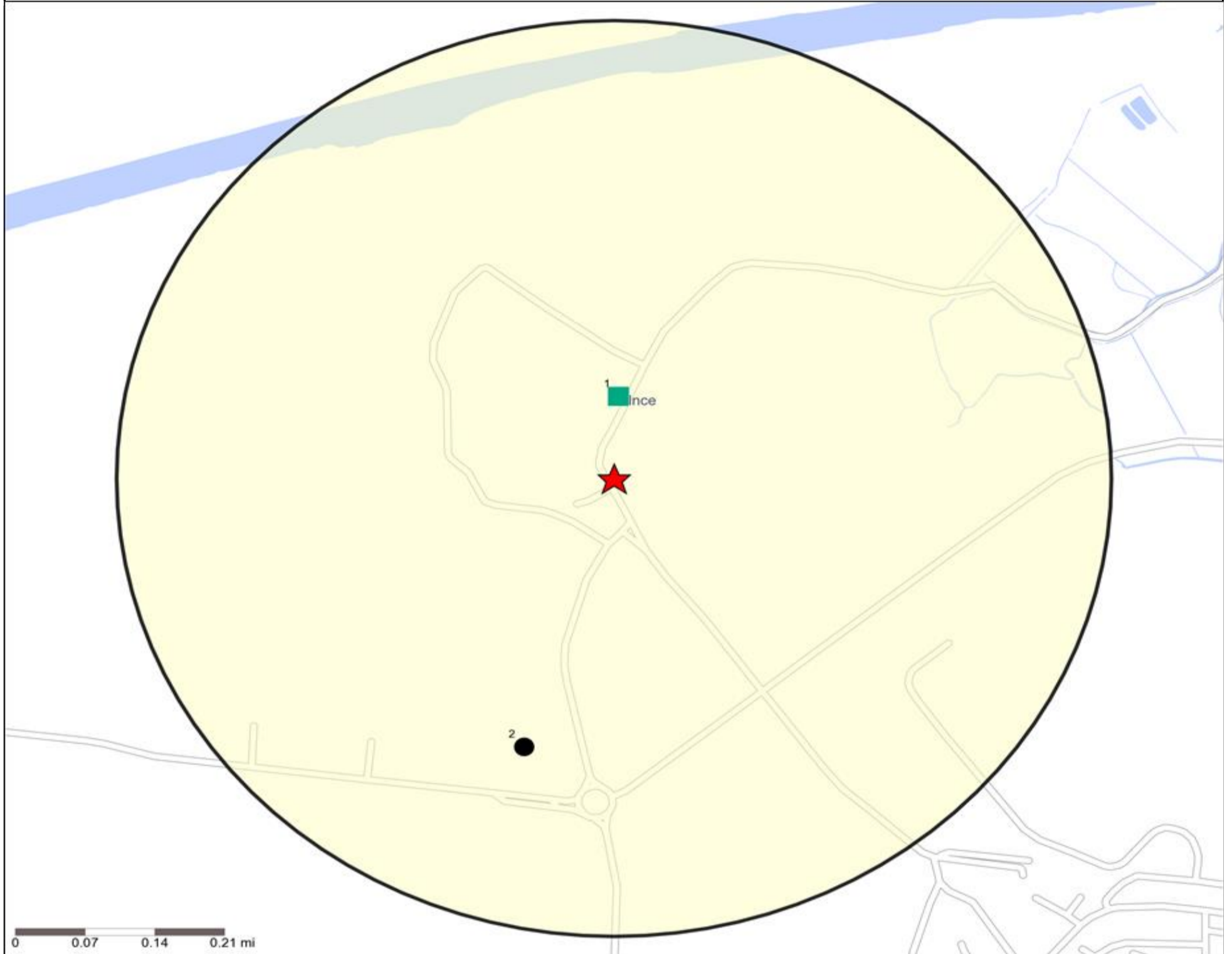
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

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	0	2	25
Circuit Bar	0	0	7	29
Community Local	1	3	9	44
Dry Led	0	0	4	15
Branded Food Pub	0	0	6	10
Rural	0	0	0	0
Other	1	2	60	248
Total	2	5	88	371



Competition Map and Data: DUKE OF WELLINGTON, INCE (202663)



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	0
Community Local	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
Total	2



Local Competition: DUKE OF WELLINGTON, INCE (202663)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	DUKE OF WELLINGTON, INCE	MARSH LANE, CHESTER, CH2 4NR	Punch Taverns	CH 2 4NR	Punch Taverns	0.00
1	Duke Of Wellington	Marsh Lane, Ince, Chester	Punch Pub Company	CH 2 4NR	Community Local	0.09
2	Mckees Restaurant	28 Holywood Road, Newtownards	Independent Free	BT23 4TQ	Other	0.31
3	Rigger	Ince Lane, Elton, Chester	Enterprise Inns	CH 2 4LU	Community Local	0.78
4	Wheelwrights Arms	Ince Lane, Elton, Chester	Independent Free	CH 2 4LU	Community Local	0.78
5	Elton Community Centre	School Lane, Elton, Chester	Independent Free	CH 2 4LN	Other	0.88
6	Barnets At The Mill	231 Belfast Road, Dundonald, Belfast	Independent Free	BT16 1UE	Other	1.67
7	Clandeboyne Lodge Hotel	10 Estate Road, Bangor	Independent Free	BT19 1UR	Other	2.00
8	Pagoda	UNIT7 Upper Newtownards Road, Dundonald, Belfast	Independent Free	BT16 1LA	Other	2.32
9	Helsby & District Ex-Servicemens Club	41 Mountain View, Helsby, Frodsham	Independent Free	WA 6 0BD	Other	2.37
10	Rambling Rose Restaurant	79 Cootehall Road, Crawfordsburn, Bangor	Independent Free	BT19 1UP	Other	2.37
11	Hornsmill	4 Chester Road, Helsby, Frodsham	Hydes Anvil	WA 6 0JE	Community Local	2.40
12	Gunnors Hotel	Thornton Road, Ellesmere Port	Enterprise Inns	CH65 5HN	Community Local	2.43
13	Strangford Arms Hotel	92 Church Street, Newtownards	Independent Free	BT23 4AL	Other	2.43
14	Helsby Spice	201 Chester Road, Helsby, Frodsham	Independent Free	WA 6 0DA	Other	2.45
15	Helsby Sports & Social Club	Chester Road, Helsby, Frodsham	Independent Free	WA 6 0DL	Other	2.50
16	Ellesmere Port Greyhound Stadium	Thornton Road, Ellesmere Port	Independent Free	CH65 5DE	Other	2.50
17	Railway Hotel	Chester Road, Helsby, Frodsham	Admiral Taverns Ltd	WA 6 0AN	Community Local	2.53
18	Aura Bar & Grill	158 Kinsey Road, Ellesmere Port	Independent Free	CH65 9JR	Cafe / Wine Bar	2.54
19	Red House Brasserie	Kinsey Road, Ellesmere Port	Independent Free	CH65 9JR	Cafe / Wine Bar	2.54
20	National Waterways Museum	Dockyard Road, Ellesmere Port	Independent Free	CH65 4EF	Other	2.55
21	Lewis	933 Upper Newtownards Road, Belfast	Independent Free	BT16 1RQ	Dry Led	2.55
22	Wheatsheaf	Chester Road, Dunham On The Hill, Frodsham	Spirit Pub Company	WA 6 0LL	Branded Food	2.60
23	Cafe Rouge	Kinsey Road, Ellesmere Port	Casual Dining Group	CH65 9JJ	Other	2.61
24	Wagamama	Kinsey Road, South Wirral, Ellesmere Port	Wagamama	CH65 9JJ	Other	2.61
25	Travelodge	Coliseum Way, Ellesmere Port	Dubai International Capital	CH65 9JJ	Other	2.61
26	Eds Easy Diner	Kinsey Road, South Wirral, Ellesmere Port	Ed's Easy Diner	CH65 9JJ	Other	2.61
27	Carluccios	Kinsey Road, Ellesmere Port	Carluccio's Restaurants Ltd	CH65 9JJ	Other	2.61
28	Giraffe	Ellesmere Port	Boparan Ventures Limited	CH65 9JJ	Other	2.61
29	Pizza Express	57 Mcarthur Glen, Cheshire Oaks, Ellesmere Port	Hony Capital	CH65 9JJ	Other	2.61
30	Yo Sushi	Kinsey Road, Ellesmere Port	Yo! Sushi	CH65 9JJ	Other	2.61