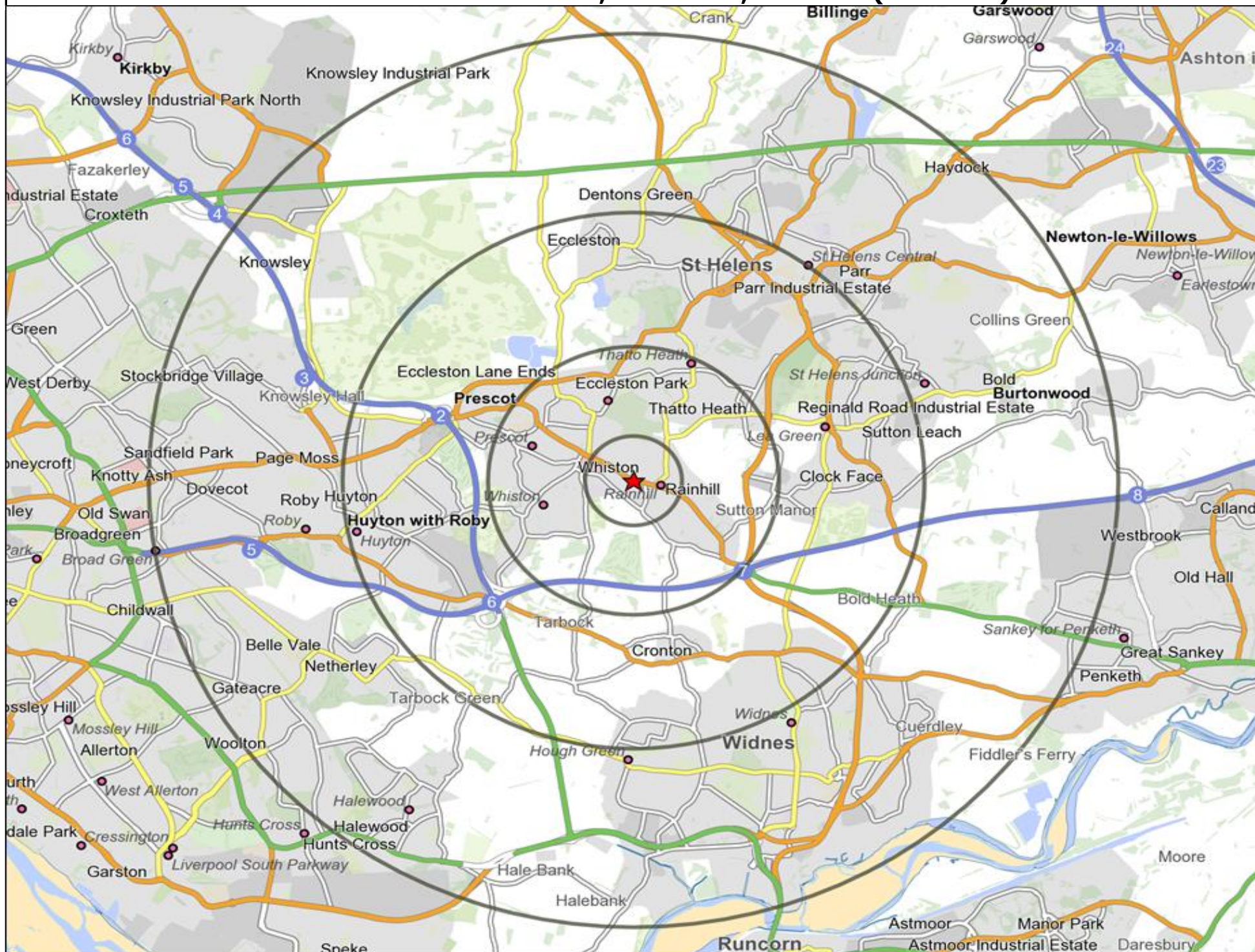




Customer Profile Report for ROCKET, RAINHILL (Punch Outlet Number: 203246)
474 WARRINGTON ROAD, PRESCOT, L35 9JE (L 35 9JE)



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

Age Data Table

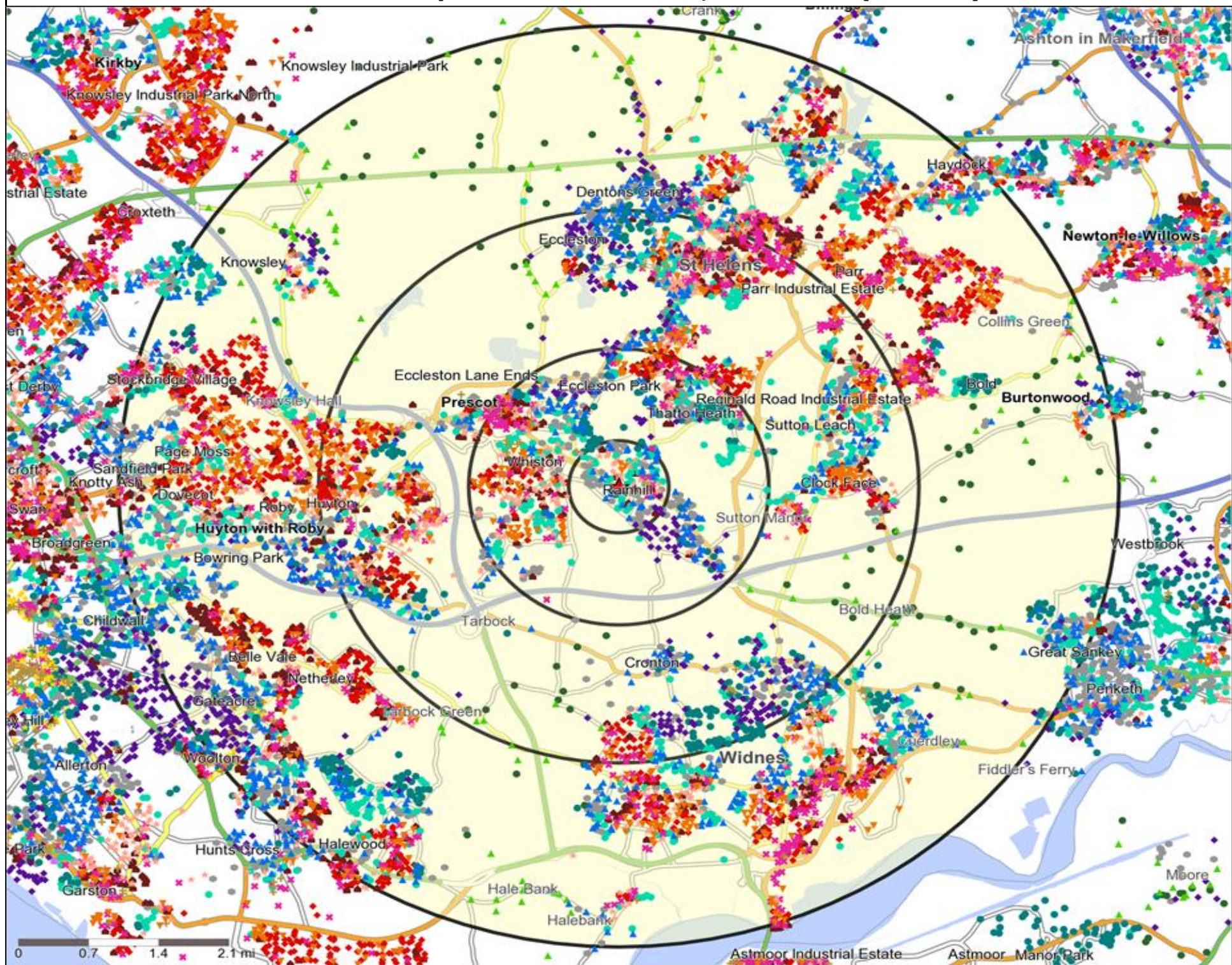
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,104	8,778	25,374	67,840	71,878	81	99	98	99	101
16-17	198	1,178	3,270	8,743	9,278	117	107	102	104	105
18-24	554	3,908	11,610	30,164	31,720	84	92	93	92	92
25-34	728	5,658	16,896	45,527	47,518	73	88	89	92	92
35-44	828	5,746	16,786	43,459	46,153	90	96	96	94	96
45-54	1,115	6,954	20,691	54,371	57,014	108	104	105	105	106
55-64	840	5,468	16,811	44,212	45,699	102	102	107	108	107
65+	1,901	9,496	26,968	69,144	70,041	145	112	108	106	103
Population estimate 2015	7,268	47,186	138,406	363,460	379,301	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	6,827	44,042	131,600	345,539	359,367	97%	96%	97%	97%	97%
Mixed / Multiple Ethnic Groups	52	498	1,262	3,816	3,915	1%	1%	1%	1%	1%
Asian / Asian British	128	1,007	1,735	4,894	5,126	2%	2%	1%	1%	1%
Black / African / Caribbean / Black British	6	109	279	1,291	1,412	0%	0%	0%	0%	0%
Other Ethnic Group	27	94	226	737	742	0%	0%	0%	0%	0%
All People (Ethnic Group)	7,040	45,750	135,102	356,277	370,562	100	100	100	100	100



Mosaic UK Map and Data: ROCKET, RAINHILL (203246)



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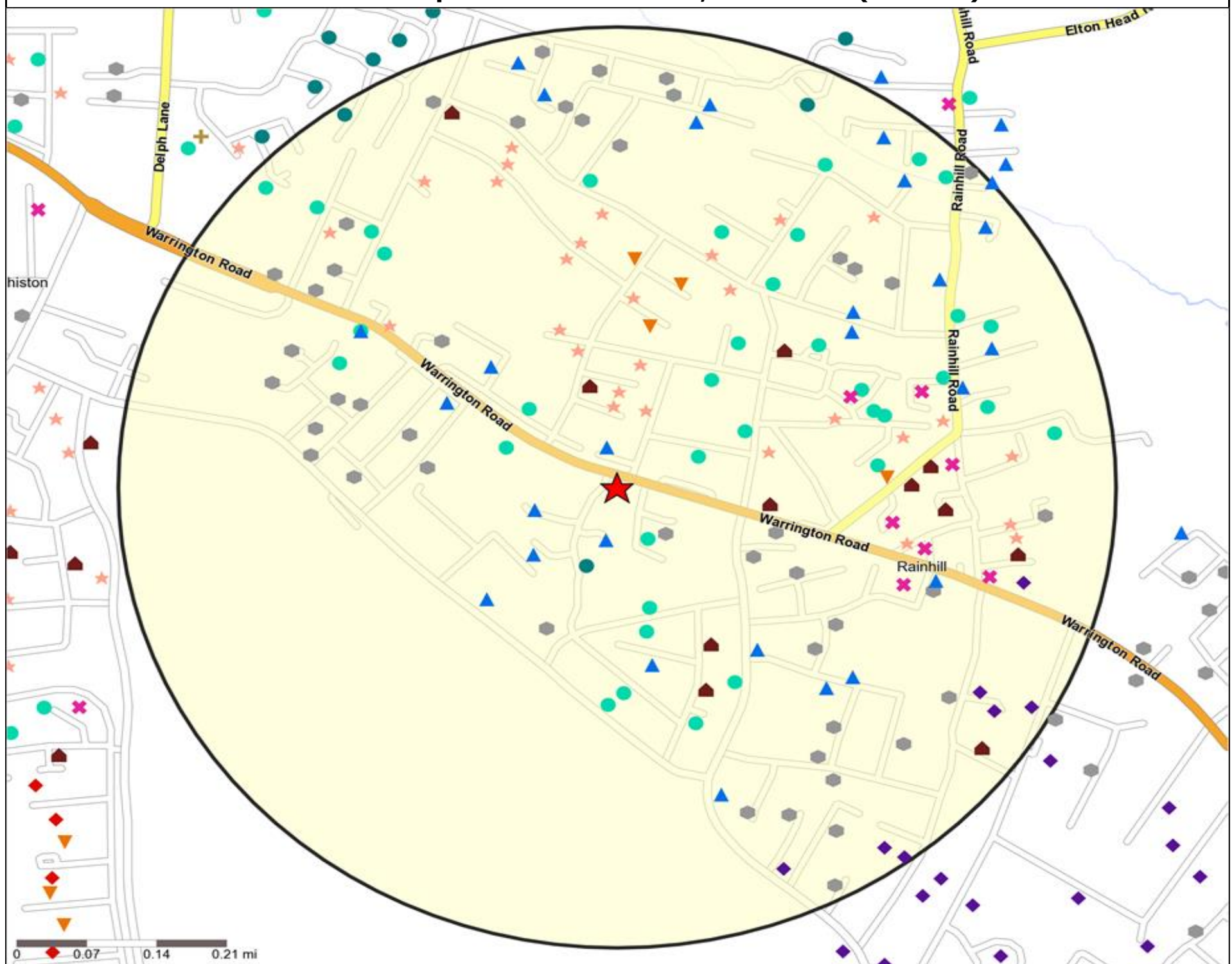
Mosaic UK Data Table (Residential)

	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+)	135	1,907	6,181	11,070	11,416	31	70	77	53	53
C Country Living (18+)	0	0	155	656	792	0	0	2	3	4
D Rural Reality (18+)	0	0	200	1,030	1,153	0	0	3	5	6
E Senior Security (18+)	1,468	5,546	12,196	31,864	32,141	304	183	137	137	133
F Suburban Stability (18+)	814	4,304	12,594	33,300	31,553	224	190	188	191	174
G Domestic Success (18+)	158	2,421	7,585	16,021	19,649	32	77	82	67	79
H Aspiring Homemakers (18+)	1,431	6,075	15,360	37,616	38,473	265	180	154	145	142
I Family Basics (18+)	181	3,268	10,728	30,250	31,369	42	122	136	147	146
J Transient Renters (18+)	174	2,027	6,980	21,275	21,961	51	94	110	129	128
K Municipal Challenge (18+)	0	2,537	12,550	42,269	47,440	0	116	195	252	272
L Vintage Value (18+)	387	4,042	12,034	30,962	30,469	104	173	175	172	163
M Modest Traditions (18+)	1,187	4,671	11,750	26,359	27,892	421	264	226	194	198
N Urban Cohesion (18+)	0	0	0	202	0	0	0	0	1	0
O Rental Hubs (18+)	2	382	1,174	3,073	2,676	0	13	14	14	12
Adults 18+ estimate 2015	5,937	37,180	109,487	285,947	296,984	100	100	100	100	100

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Mosaic UK Map and Data: ROCKET, RAINHILL (203246)



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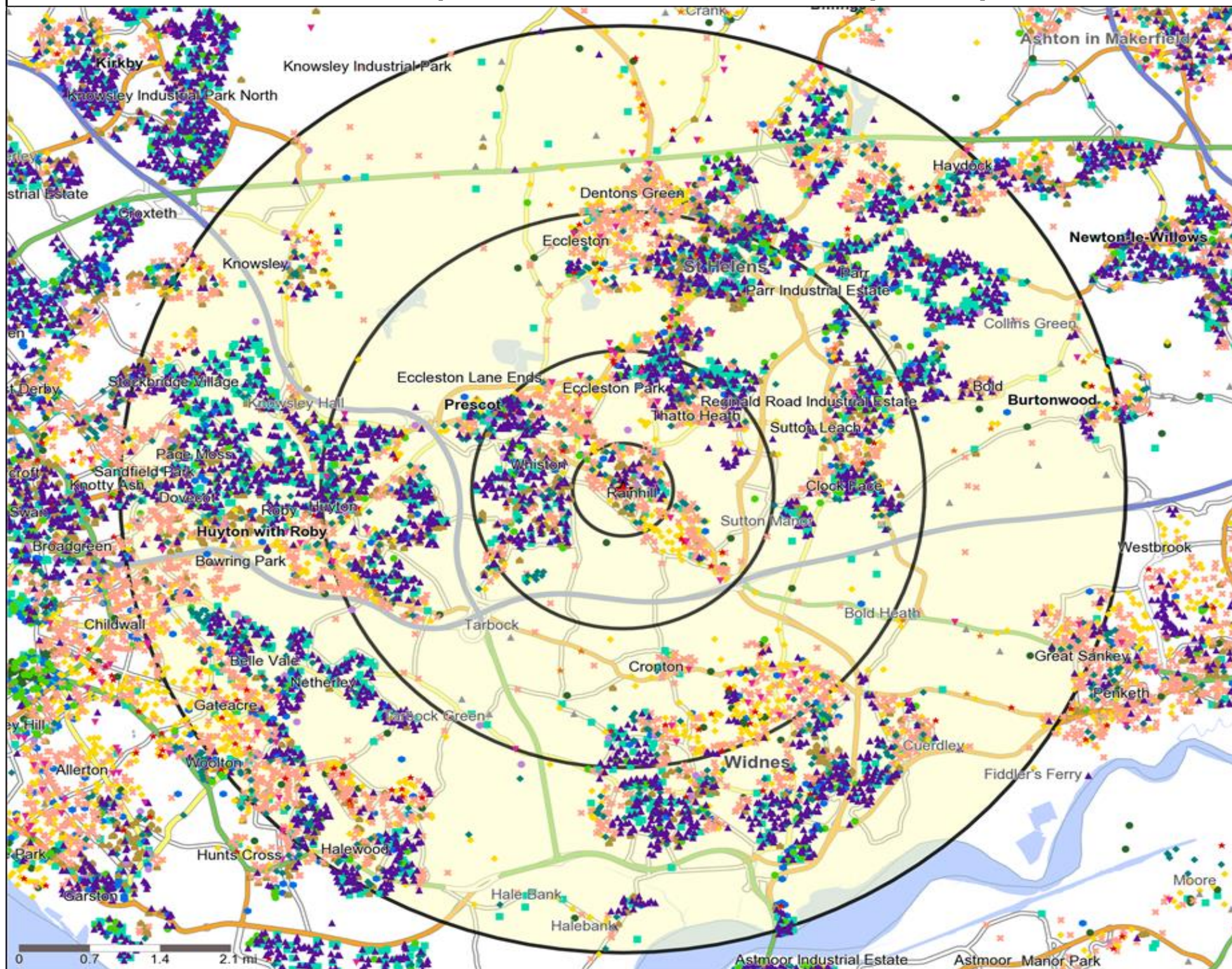
Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	135	31
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,468	304
F Suburban Stability (18+)	814	224
G Domestic Success (18+)	158	32
H Aspiring Homemakers (18+)	1,431	265
I Family Basics (18+)	181	42
J Transient Renters (18+)	174	51
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	387	104
M Modest Traditions (18+)	1,187	421
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	2	0
Adults 18+ estimate 2015	5,937	100

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Occasions Map and Data: ROCKET, RAINHILL (203246)



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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	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

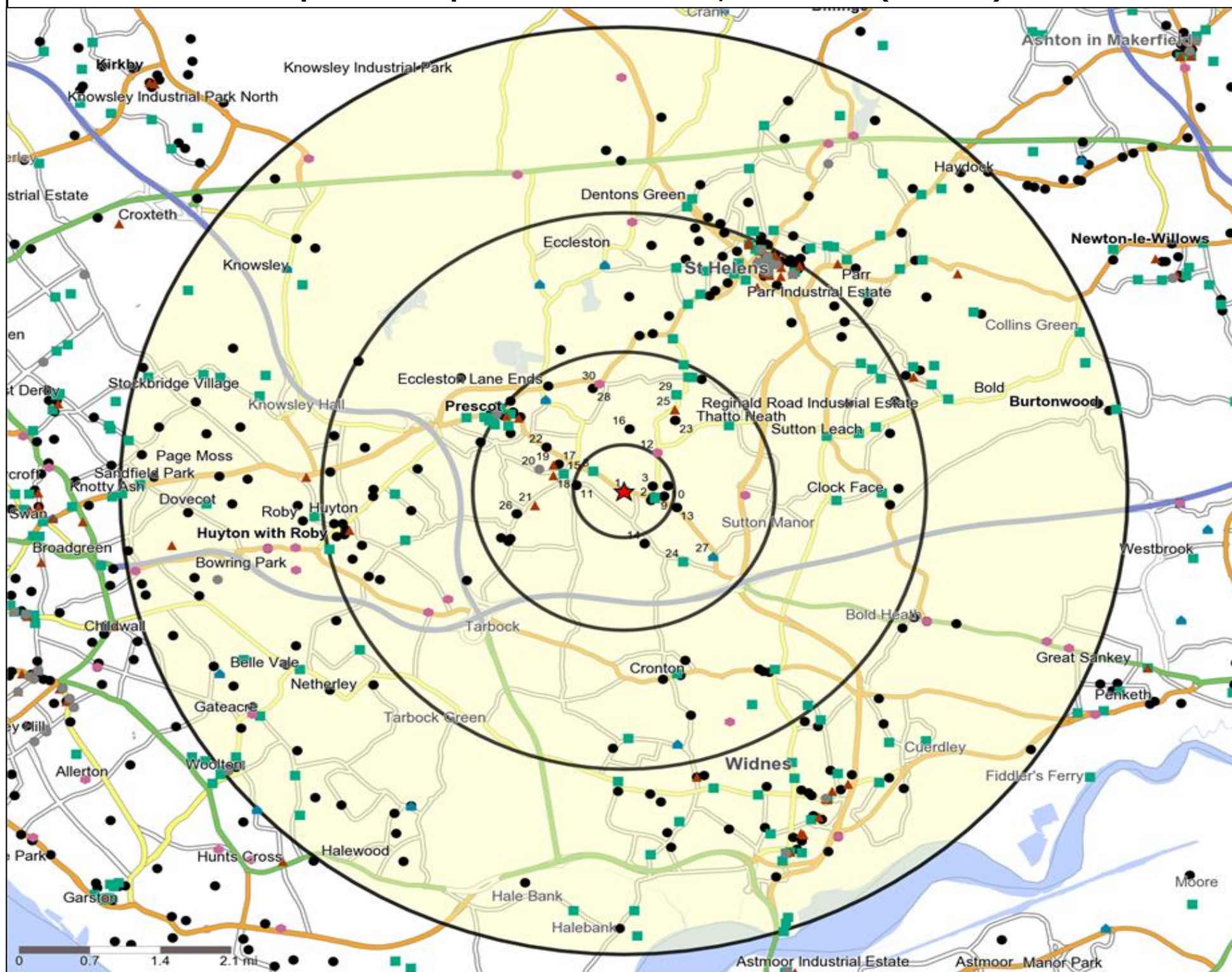
Occasions Data Table

	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	327	2,749	8,930	25,391	26,397	79	97	106	112	112
02 Early Doors	451	2,866	8,729	23,560	24,259	130	121	123	124	123
03 Everyday is Friday	336	2,130	6,295	16,597	17,323	114	106	104	103	103
04 Weekend Millionaires	471	3,965	12,202	33,840	35,961	111	137	140	145	148
05 Out On The Town	414	2,958	9,048	24,962	26,165	101	106	108	111	112
06 Business and Pleasure	113	826	2,365	6,247	6,624	53	57	55	54	55
07 Sporting Pints	282	2,200	6,879	18,953	19,883	62	71	74	77	77
08 Student Social	134	806	2,303	5,709	6,003	70	62	59	54	55
09 Leisurely Lunch	384	2,585	7,758	20,488	21,255	95	94	94	93	92
10 Wining and Dining	527	3,060	8,528	21,409	22,196	115	98	91	85	85
11 Household Outing	482	3,075	8,821	23,684	24,680	133	124	119	119	119
12 Midweek Meal Deal	218	1,522	4,870	13,854	14,455	107	109	117	124	124
13 Date Night	366	2,153	5,951	14,444	14,893	113	97	90	81	80
14 Birthday Treat	299	2,072	6,233	16,102	16,792	92	93	94	90	90
15 Pre Show Meal	130	709	1,901	4,901	5,005	116	93	83	80	78
Number of Occasions	4,934	33,676	100,813	270,141	281,891	100	100	100	100	100

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Competition Map and Data: ROCKET, RAINHILL (203246)



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

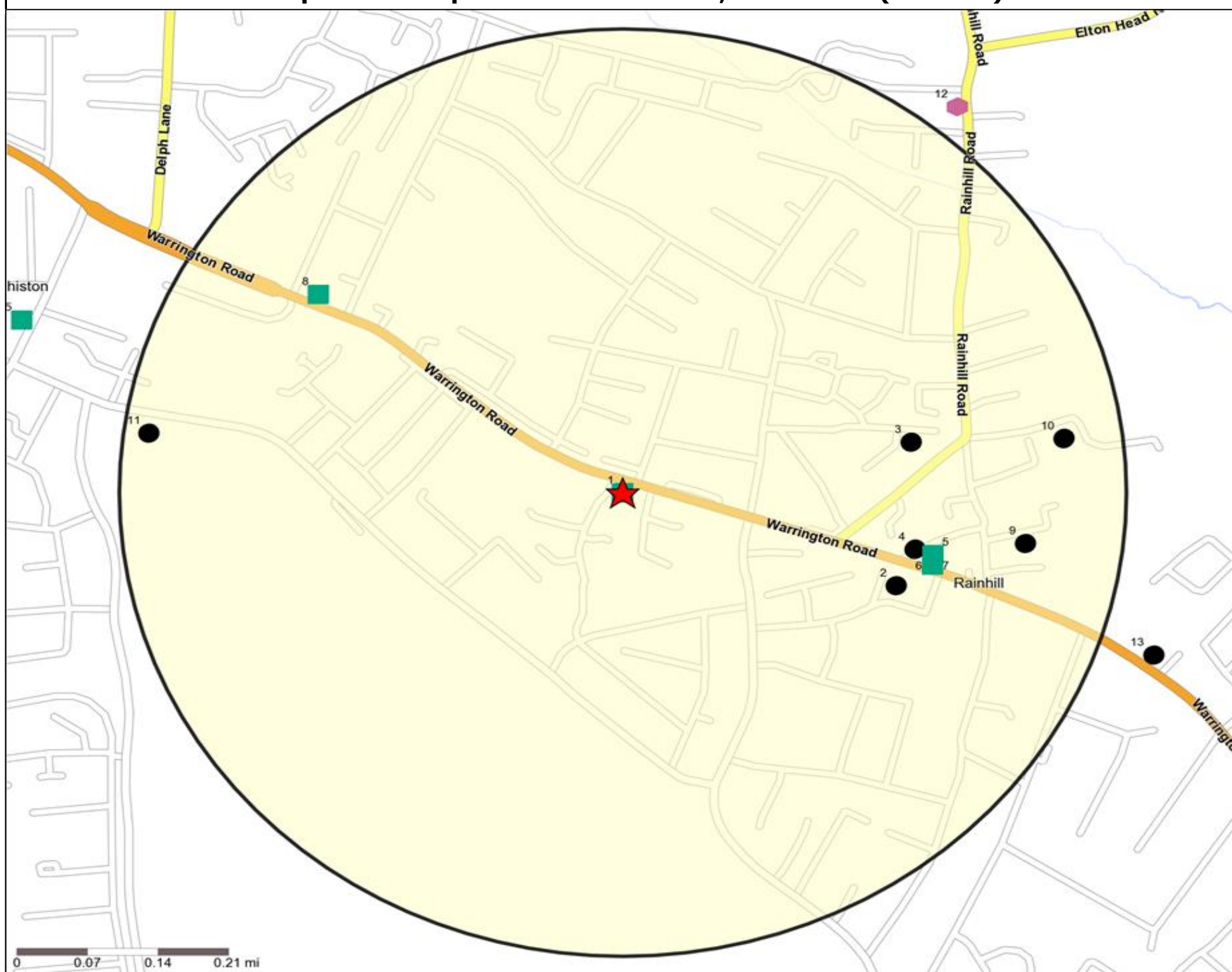


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	15	24
Circuit Bar	0	6	22	36
Community Local	4	14	49	113
Dry Led	0	2	6	10
Branded Food Pub	0	4	8	23
Rural	0	0	0	0
Other	7	26	119	262
Total	11	54	219	468



Competition Map and Data: ROCKET, RAINHILL (203246)



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 | | Rural Character |
| | Circuit Bar | | Community Local | | |
| | 0.5, 1.5, 3 & 5 Mile Distance | | | | |
| | Rivers, Canals and Lakes | | | | |

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	4
Dry Led	0
Branded Food Pub	0
Rural	0
Other	7
Total	11



Local Competition: ROCKET, RAINHILL (203246)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ROCKET, RAINHILL	474 WARRINGTON ROAD, PRESCOT, L35 9JE	Punch Taverns	L 35 9JE	Punch Taverns	0.00
1	Rocket	474 Warrington Road, Rainhill, Prescot	Punch Pub Company	L 35 9JE	Community Local	0.00
2	Blue Mango	7 Dane Court, Rainhill, Prescot	Independent Free	L 35 4LU	Other	0.29
3	Rainhill Labour Club	Warburton Hey, Rainhill, Prescot	Independent Free	L 35 4LF	Other	0.29
4	Kozi	4 Station Road, Rainhill, Prescot	Independent Free	L 35 0LL	Other	0.30
5	Commercial Hotel	12 Station Street, Rainhill, Prescot	Spirit Pub Company	L 35 0LP	Community Local	0.31
6	Manolitos	503 Warrington Road, Rainhill, Prescot	Independent Free	L 35 0LR	Other	0.32
7	Victoria	507 Warrington Road, Rainhill, Prescot	Star Pubs & Bars	L 35 0LR	Community Local	0.32
8	Holt	285 Warrington Road, Rainhill, Prescot	Punch Pub Company	L 35 8LA	Community Local	0.37
9	Rainhill Recreation Club	Victoria Terrace, Rainhill, Prescot	Independent Free	L 35 0LH	Other	0.40
10	Coach Bar & Spice Room	Ritherup Lane, Rainhill, Prescot	Admiral Taverns Ltd	L 35 4NZ	Other	0.44
11	Valor Newhome Sport & Social Club	39 Stoney Lane, Whiston, Prescot	Independent Free	L 35 2XW	Other	0.48
12	Black Horse Inn	70 Rainhill Road, Rainhill, Prescot	Mitchells & Butlers	L 35 4PF	Branded Food	0.53
13	Rainhill Ex-Servicemens Club	561A Warrington Road, Rainhill, Prescot	Independent Free	L 35 4LS	Other	0.56
14	Blundells Hill Golf Club	Blundells Lane, Rainhill, Prescot	Independent Free	L 35 6NA	Other	0.60
15	Green Dragon Hotel	2A Dragon Lane, Whiston, Prescot	Punch Pub Company	L 35 2UF	Community Local	0.63
16	Eccleston Park Golf Club	Rainhill Road, Rainhill, Prescot	Crown Golf	L 35 4PG	Other	0.67
17	Whitehead Glasgow Rangers Supporters Club	38 Marine Parade, Whitehead, Carrickfergus	Independent Free	BT38 9QN	Other	0.71
18	Marine Bar	1 Marine Lane, Whitehead, Carrickfergus	Independent Free	BT38 9QR	Circuit Bar	0.72
19	Whitecliff Inn	2 Chester Avenue, Whitehead, Carrickfergus	Independent Free	BT38 9QQ	Circuit Bar	0.75
20	Thrive Cafe-Bistro	10 Kings Road, Whitehead, Carrickfergus	Independent Free	BT38 9PU	Cafe / Wine Bar	0.87
21	Carr	191 Dragon Lane, Whiston, Prescot	Trust Inns	L 35 3QU	Circuit Bar	0.90
22	Prescot Leisure Centre	Warrington Road, Prescot	Independent Free	L 35 5AD	Other	0.90
23	Ecct Reeve Court Retirement Village	Elton Head Road, St Helens	Independent Free	WA 9 5ST	Other	0.92
24	Manor Farm	Mill Lane, Rainhill, Prescot	Marston's	L 35 6NE	Community Local	0.96
25	Brown Edge Hotel	299-301 Nutgrove Road, St Helens	Marston's	WA 9 5JR	Circuit Bar	1.01
26	Whiston Town Hall	Dragon Lane, Whiston, Prescot	Independent Free	L 35 3QX	Other	1.09
27	Ship Inn	804 Warrington Road, Rainhill, Prescot	Mitchells & Butlers	L 35 6PE	Dry Led	1.13
28	Whitehead Golf Club	Mccraes Brae, Whitehead, Carrickfergus	Independent Free	BT38 9NZ	Other	1.15
29	York House	96 Nutgrove Road, Thatto Heath, St Helens	Punch Pub Company	WA 9 5JL	Community Local	1.16
30	Grapes Hotel	242-254 St Helens Road, Eccleston Park, Prescot	Spirit Pub Company	L 34 2QH	Branded Food	1.18