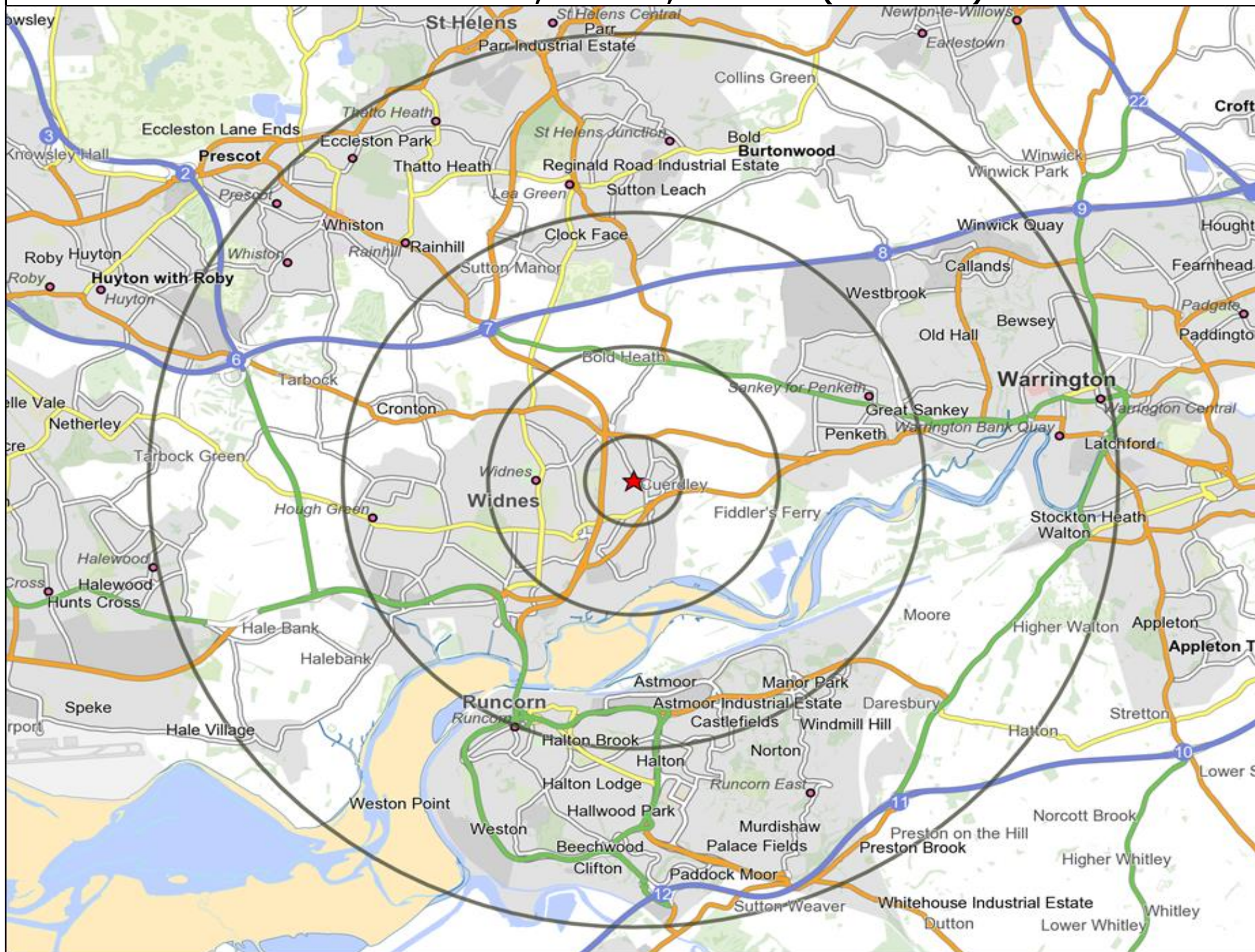




Customer Profile Report for CROWS NEST, WIDNES (Punch Outlet Number: 670058)
MOORFIELD ROAD, WIDNES, WA8 3HU (WA 8 3HU)



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

Age Data Table

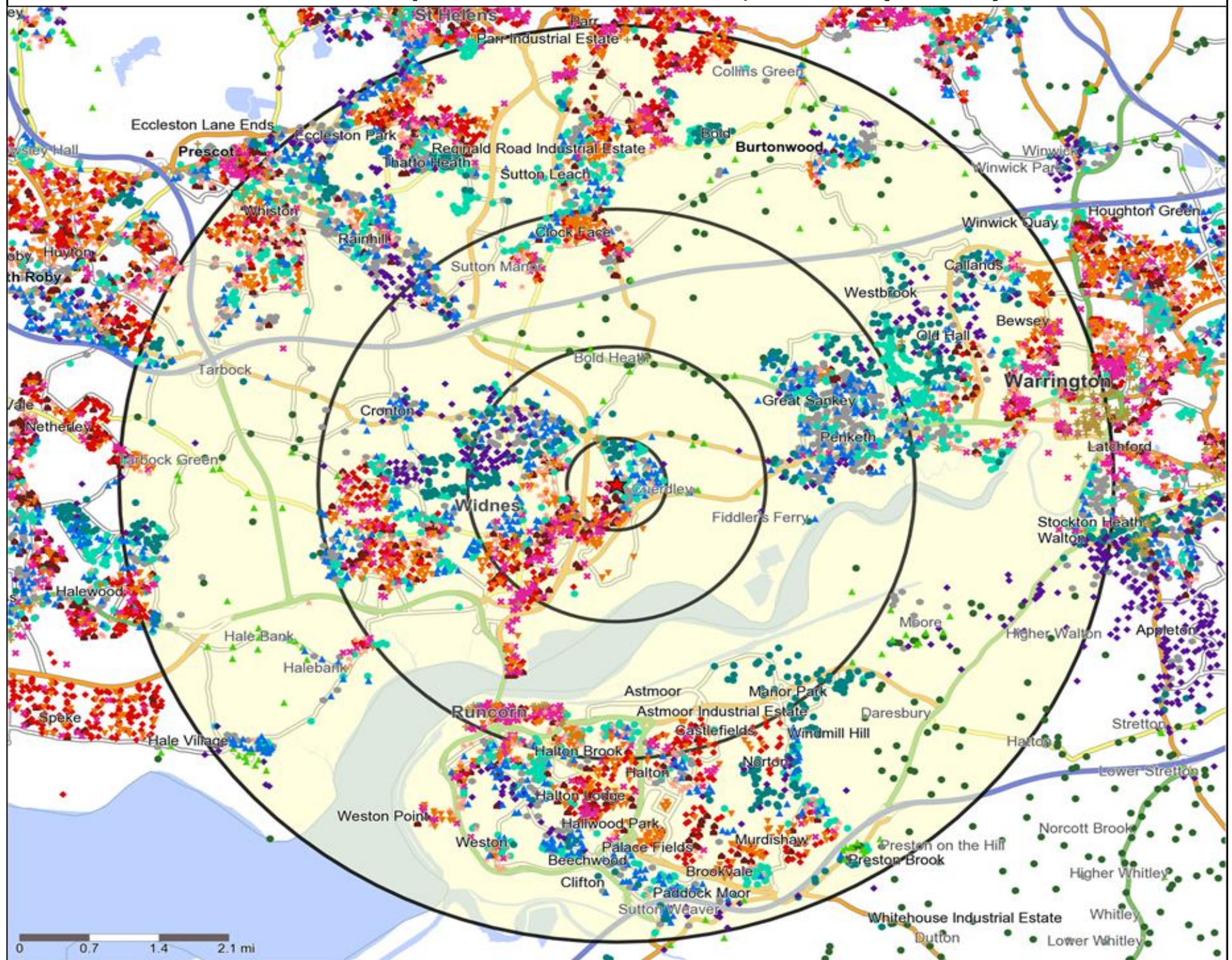
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,343	5,249	19,658	57,105	75,537	96	95	101	105	103
16-17	155	644	2,370	6,876	9,450	89	94	98	102	104
18-24	598	2,367	8,398	23,590	33,101	88	89	90	90	94
25-34	936	3,640	12,748	37,982	52,349	92	90	90	96	98
35-44	932	3,532	13,055	36,941	48,776	98	94	99	101	98
45-54	1,110	4,422	15,582	41,977	57,041	105	106	106	102	103
55-64	966	3,696	12,432	34,695	46,195	114	111	106	106	104
65+	1,428	5,926	19,417	50,271	68,649	106	112	104	96	97
Population estimate 2015	7,468	29,476	103,660	289,437	391,098	100	100	100	100	100

Ethnicity - Census 2011

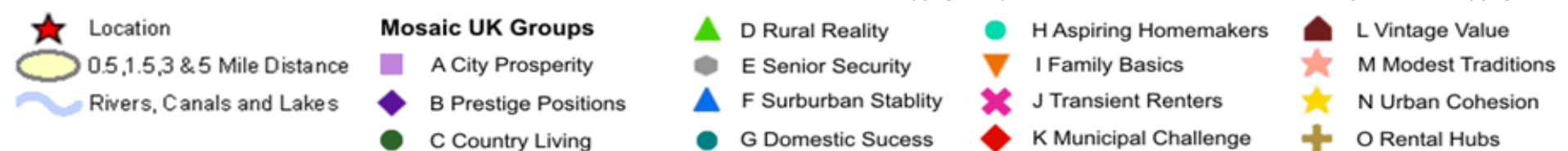
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	7,050	27,908	99,315	272,874	368,721	98%	98%	98%	97%	97%
Mixed / Multiple Ethnic Groups	66	263	936	2,880	4,196	1%	1%	1%	1%	1%
Asian / Asian British	52	259	932	4,928	6,155	1%	1%	1%	2%	2%
Black / African / Caribbean / Black British	19	54	203	704	1,324	0%	0%	0%	0%	0%
Other Ethnic Group	12	57	168	547	804	0%	0%	0%	0%	0%
All People (Ethnic Group)	7,199	28,541	101,554	281,933	381,200	100	100	100	100	100



Mosaic UK Map and Data: CROWS NEST, WIDNES (670058)



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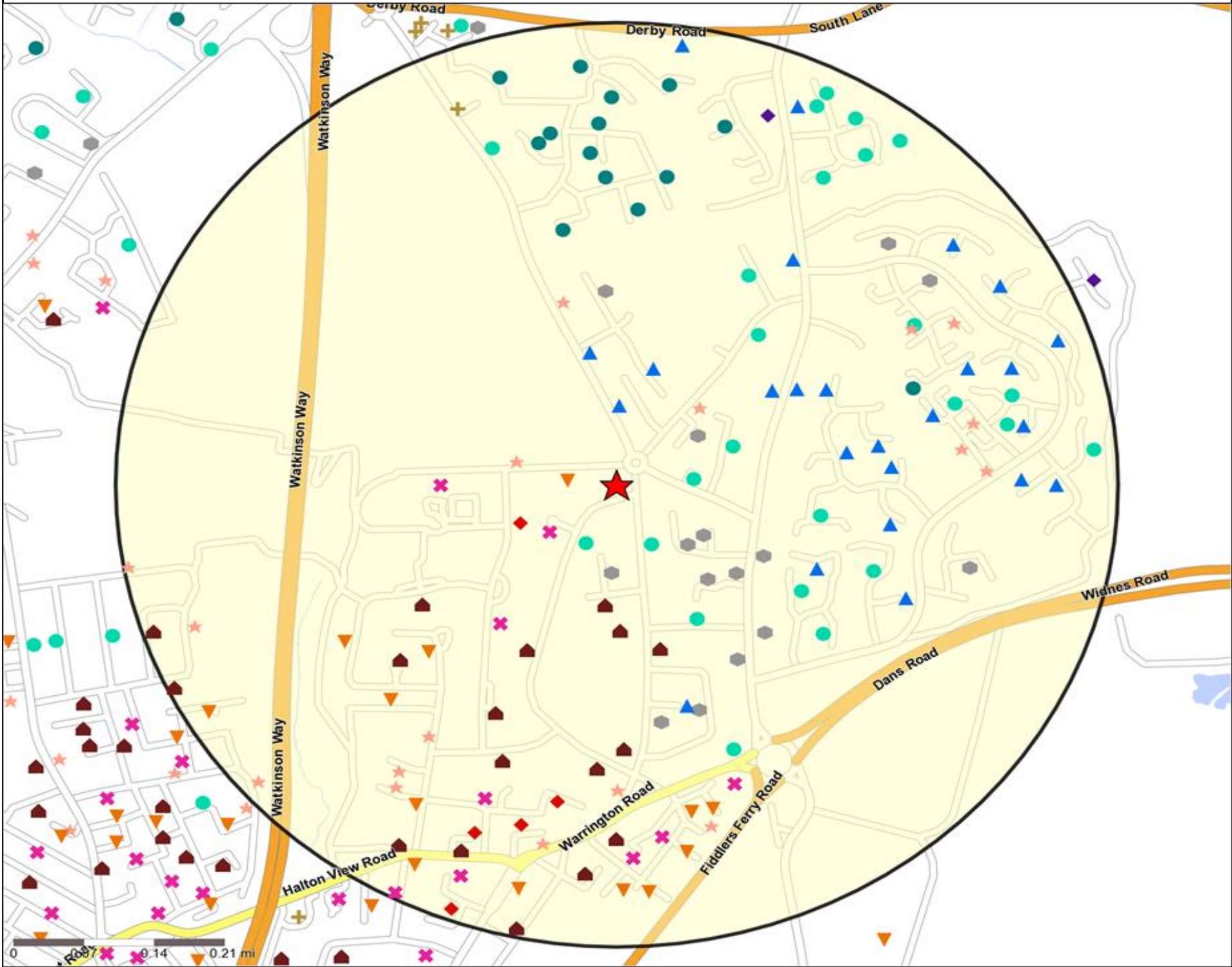
Mosaic UK Data Table (Residential)

	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+)	58	1,602	4,093	9,587	10,359	13	93	69	59	47
C Country Living (18+)	0	86	212	790	575	0	5	4	5	3
D Rural Reality (18+)	0	120	227	1,407	968	0	7	4	9	5
E Senior Security (18+)	555	2,150	10,689	24,441	31,565	115	112	162	134	127
F Suburban Stability (18+)	1,059	3,438	11,338	25,350	31,471	292	239	228	185	169
G Domestic Success (18+)	593	2,147	8,154	21,411	21,931	119	109	119	113	86
H Aspiring Homemakers (18+)	1,102	2,195	9,769	34,290	42,211	204	102	132	168	152
I Family Basics (18+)	553	2,607	8,979	26,056	33,874	129	154	153	161	154
J Transient Renters (18+)	420	2,365	6,672	17,970	25,880	123	174	142	138	147
K Municipal Challenge (18+)	220	1,596	8,487	25,016	42,530	63	115	178	189	237
L Vintage Value (18+)	676	2,521	5,262	16,144	29,177	181	170	103	114	152
M Modest Traditions (18+)	694	2,513	6,123	18,968	28,243	246	225	158	177	195
N Urban Cohesion (18+)	0	0	0	11	11	0	0	0	0	0
O Rental Hubs (18+)	7	189	1,349	3,372	6,242	2	10	22	19	27
Adults 18+ estimate 2015	5,937	23,529	81,354	224,813	305,037	100	100	100	100	100

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Mosaic UK Map and Data: CROWS NEST, WIDNES (670058)



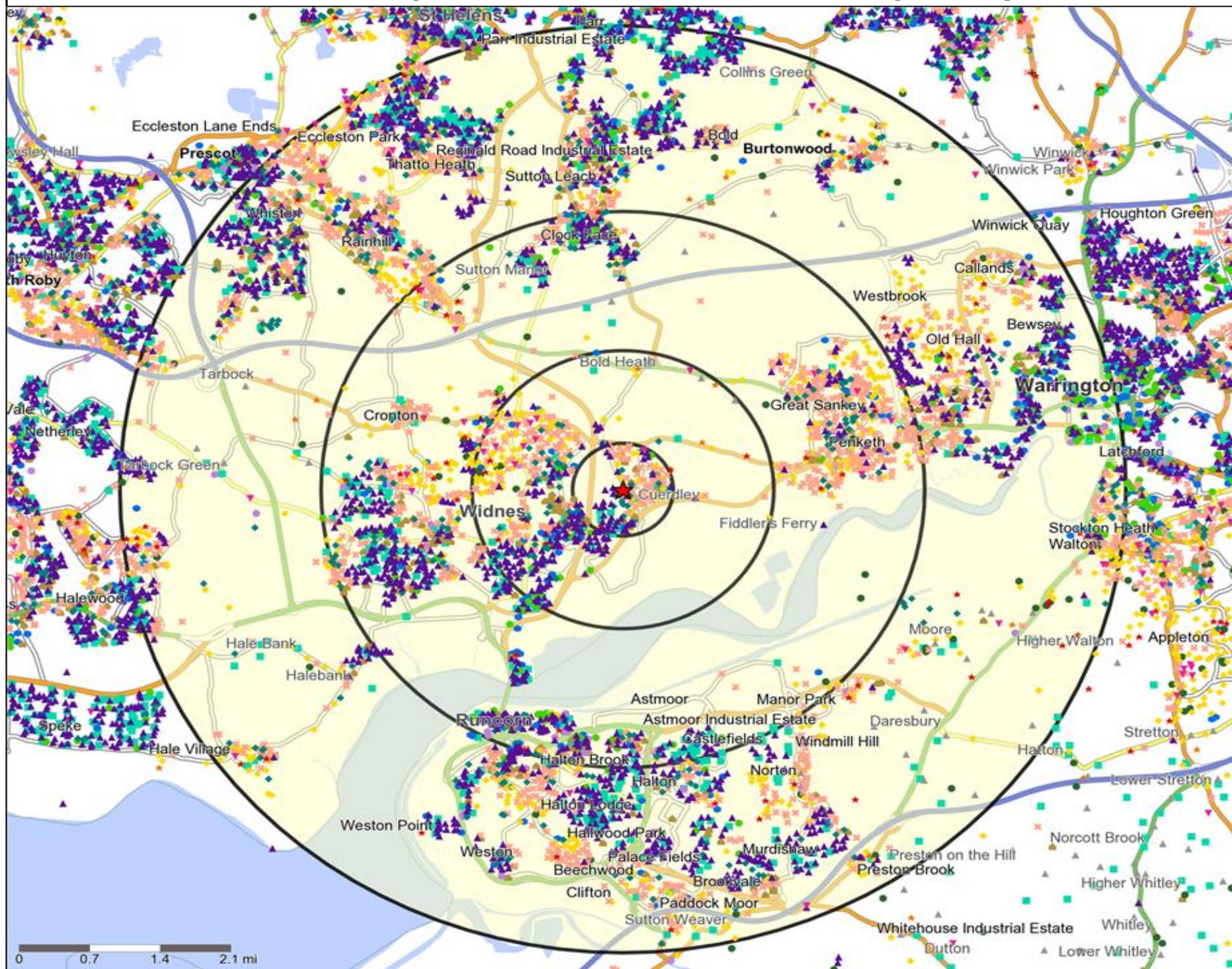
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	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+)	58	13
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	555	115
F Suburban Stability (18+)	1,059	292
G Domestic Success (18+)	593	119
H Aspiring Homemakers (18+)	1,102	204
I Family Basics (18+)	553	129
J Transient Renters (18+)	420	123
K Municipal Challenge (18+)	220	63
L Vintage Value (18+)	676	181
M Modest Traditions (18+)	694	246
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	7	2
Adults 18+ estimate 2015	5,937	100



Occasions Map and Data: CROWS NEST, WIDNES (670058)



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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	407	1,761	6,256	17,862	26,202	86	96	99	101	108
02 Early Doors	484	1,835	5,994	16,612	23,847	122	119	113	112	117
03 Everyday is Friday	380	1,417	4,828	13,431	18,353	113	108	107	106	106
04 Weekend Millionaires	637	2,535	8,773	25,785	36,756	131	134	135	142	147
05 Out On The Town	512	2,041	6,954	19,706	27,885	109	112	111	112	115
06 Business and Pleasure	125	519	1,885	5,563	7,284	52	55	58	61	58
07 Sporting Pints	355	1,474	5,162	15,157	21,592	69	73	75	78	81
08 Student Social	130	548	1,929	4,974	6,284	59	64	66	61	56
09 Leisurely Lunch	404	1,670	5,658	15,530	21,408	88	93	92	90	90
10 Wining and Dining	535	1,971	6,794	18,141	23,143	102	97	97	93	86
11 Household Outing	528	1,907	6,526	18,420	25,329	127	118	117	119	118
12 Midweek Meal Deal	256	1,035	3,652	10,390	14,968	110	114	117	119	124
13 Date Night	389	1,421	4,904	12,838	15,704	105	98	99	92	82
14 Birthday Treat	373	1,433	4,727	12,584	16,804	100	99	95	90	88
15 Pre Show Meal	127	431	1,510	4,117	5,365	99	86	88	86	81
Number of Occasions	5,642	21,998	75,552	211,110	290,924	100	100	100	100	100

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Competition Map and Data: CROWS NEST, WIDNES (670058)



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

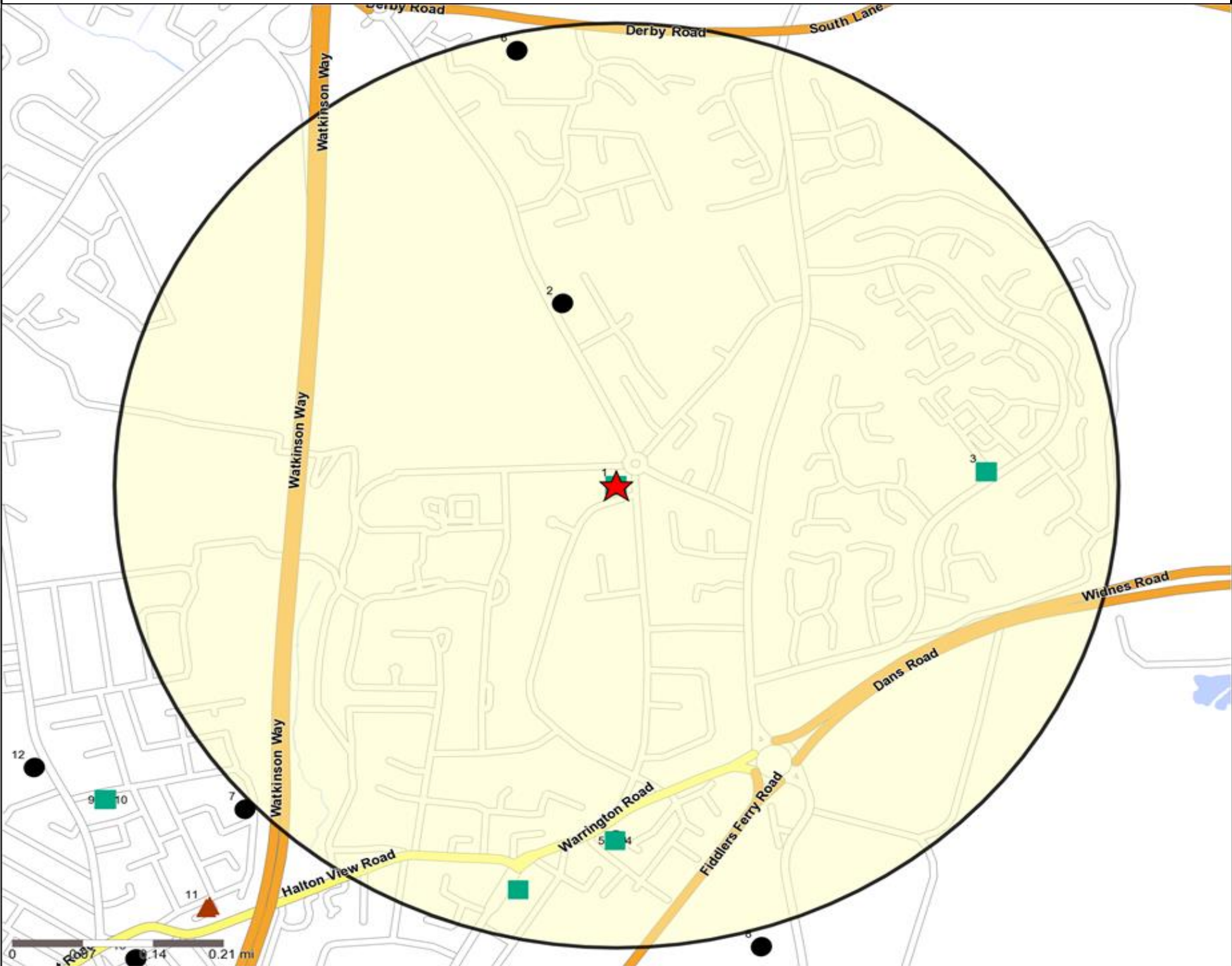


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	4	23
Circuit Bar	0	6	14	44
Community Local	3	15	42	112
Dry Led	0	0	4	15
Branded Food Pub	0	3	7	20
Rural	0	0	0	1
Other	3	36	75	229
Total	6	62	146	444



Competition Map and Data: CROWS NEST, WIDNES (670058)



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	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	3
Total	6



Local Competition: CROWS NEST, WIDNES (670058)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CROWS NEST, WIDNES	MOORFIELD ROAD, WIDNES, WA8 3HU	Punch Taverns	WA 8 3HU	Punch Taverns	0.00
1	Crows Nest	Moorfield Road, Crow Wood, Widnes	Punch Pub Company	WA 8 3HU	Community Local	0.00
2	Moorfield Sports & Social Club	Moorfield Road, Widnes	Independent Free	WA 8 3HQ	Other	0.20
3	Eight Towers	Weates Close, Widnes	Marston's	WA 8 3RH	Community Local	0.37
4	Castle	194 Warrington Road, Widnes	Independent Free	WA 8 0AX	Community Local	0.38
5	Raj Tandoori Restaurant	210 Warrington Road, Widnes	Independent Free	WA 8 0AX	Other	0.38
6	Everglades Park Hotel	Derby Road, Widnes	Lavendar Hotels	WA 8 3UJ	Other	0.48
7	Mill Brow Social Club	Mill Brow, Widnes	Independent Free	WA 8 6RT	Other	0.51
8	Schering Sports & Social Club	Gorse Lane, Widnes	Independent Free	WA 8 0RP	Other	0.52
9	Millfield	1 Millfield Road, Appleton, Widnes	Enterprise Inns	WA 8 6QR	Community Local	0.61
10	Majors Arms	28 Millfield Road, Appleton, Widnes	Punch Pub Company	WA 8 6QR	Community Local	0.61
11	Albert Hotel	160 Albert Road, Widnes	Trust Inns	WA 8 6LJ	Circuit Bar	0.61
12	Territorial Army Centre	180 Peel House Lane, Widnes	Independent Free	WA 8 6TH	Other	0.66
13	Dw Sports Fitness	Cross Street, Albert Road, Widnes	DW Sports Fitness	WA 8 6LS	Other	0.70
14	Griffin	2 Farnworth Street, Widnes	Punch Pub Company	WA 8 9LH	Community Local	0.72
15	Saffron Indian Rest	94 Derby Road, Widnes	Independent Free	WA 8 9LQ	Other	0.73
16	Premier	93-99 Albert Road, Widnes	Wetherspoon	WA 8 6LB	Circuit Bar	0.77
17	Widnes Cricket Club	Beaconsfield Road, Widnes	Independent Free	WA 8 9LA	Other	0.87
18	Bradley	38 Albert Road, Widnes	Greene King	WA 8 6JT	Community Local	0.87
19	Golden Phoenix	52-56 Albert Road, Widnes	Independent Free	WA 8 6JT	Other	0.87
20	Bar 345	66 Albert Road, Widnes	Independent Free	WA 8 6JT	Circuit Bar	0.87
21	Tonis Bistro & Wine Bar	75 Albert Road, Widnes	Independent Free	WA 8 6JS	Cafe / Wine Bar	0.87
22	Imperial	71b Albert Road, Widnes	Independent Free	WA 8 6JS	Circuit Bar	0.87
23	Ring O Bells	Pit Lane, Widnes	Enterprise Inns	WA 8 9HU	Community Local	0.90
24	Raob	18 Sayce Street, Widnes	Independent Free	WA 8 6EG	Other	0.96
25	Appleton Village Social Club	Cooper Street, Widnes	Independent Free	WA 8 6EQ	Other	0.97
26	Crown Inn	104 Birchfield Road, Widnes	Star Pubs & Bars	WA 8 7TE	Community Local	0.99
27	St Bedes Catholic Mens Club	Appleton Village, Widnes	Independent Free	WA 8 6EL	Other	1.01
28	Birchfield Sports & Social Club	Birchfield Road, Appleton, Widnes	Independent Free	WA 8 7SU	Other	1.02
29	Horse & Jockey	18 Birchfield Road, Appleton, Widnes	Independent Free	WA 8 7SU	Community Local	1.02
30	Derby	170 Widnes Road, Widnes	Amber Taverns	WA 8 6BA	Circuit Bar	1.06