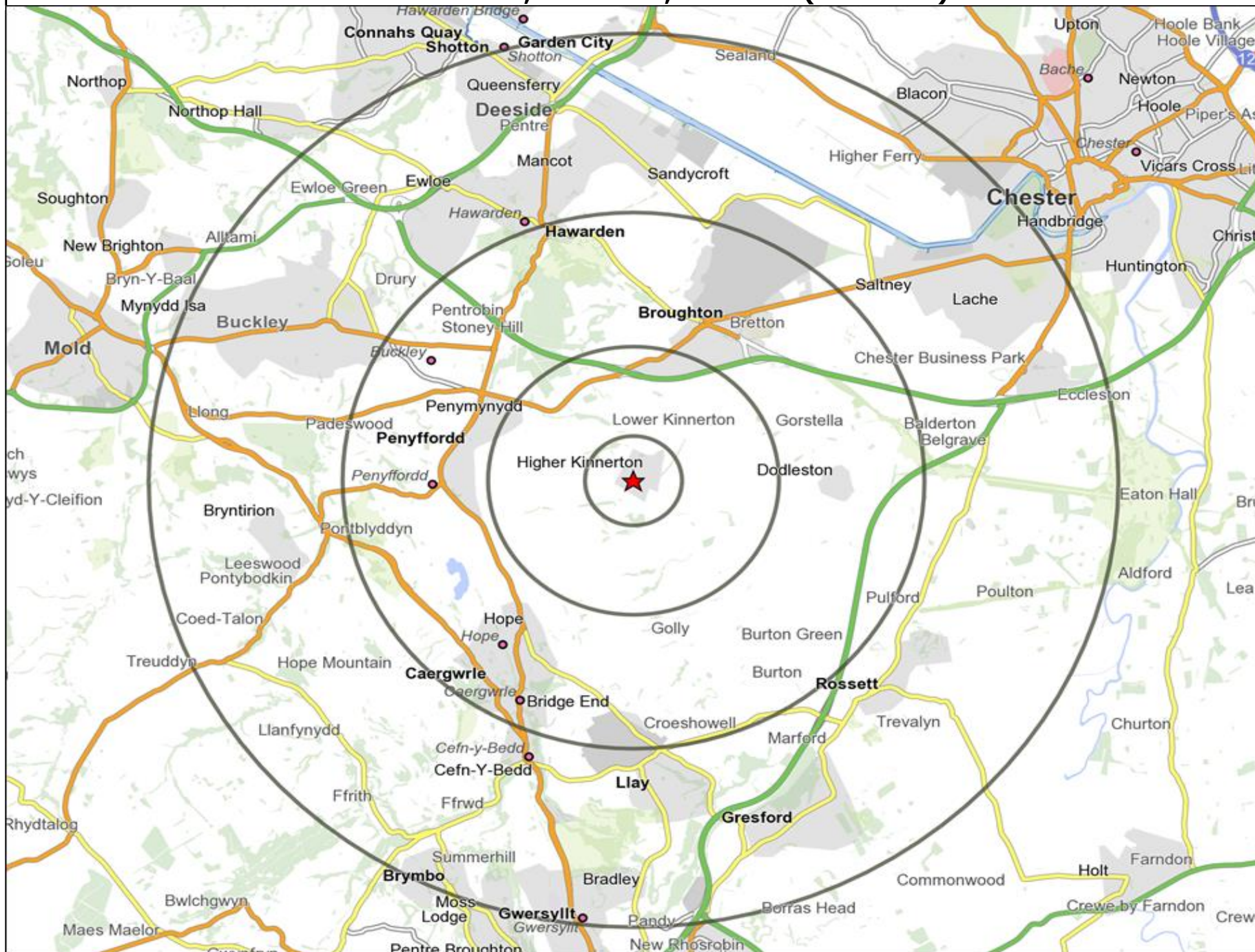




Customer Profile Report for SWAN INN, KINNERTON (Punch Outlet Number: 203470)
41 MAIN ROAD, CHESTER, CH4 9AJ (CH 4 9AJ)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

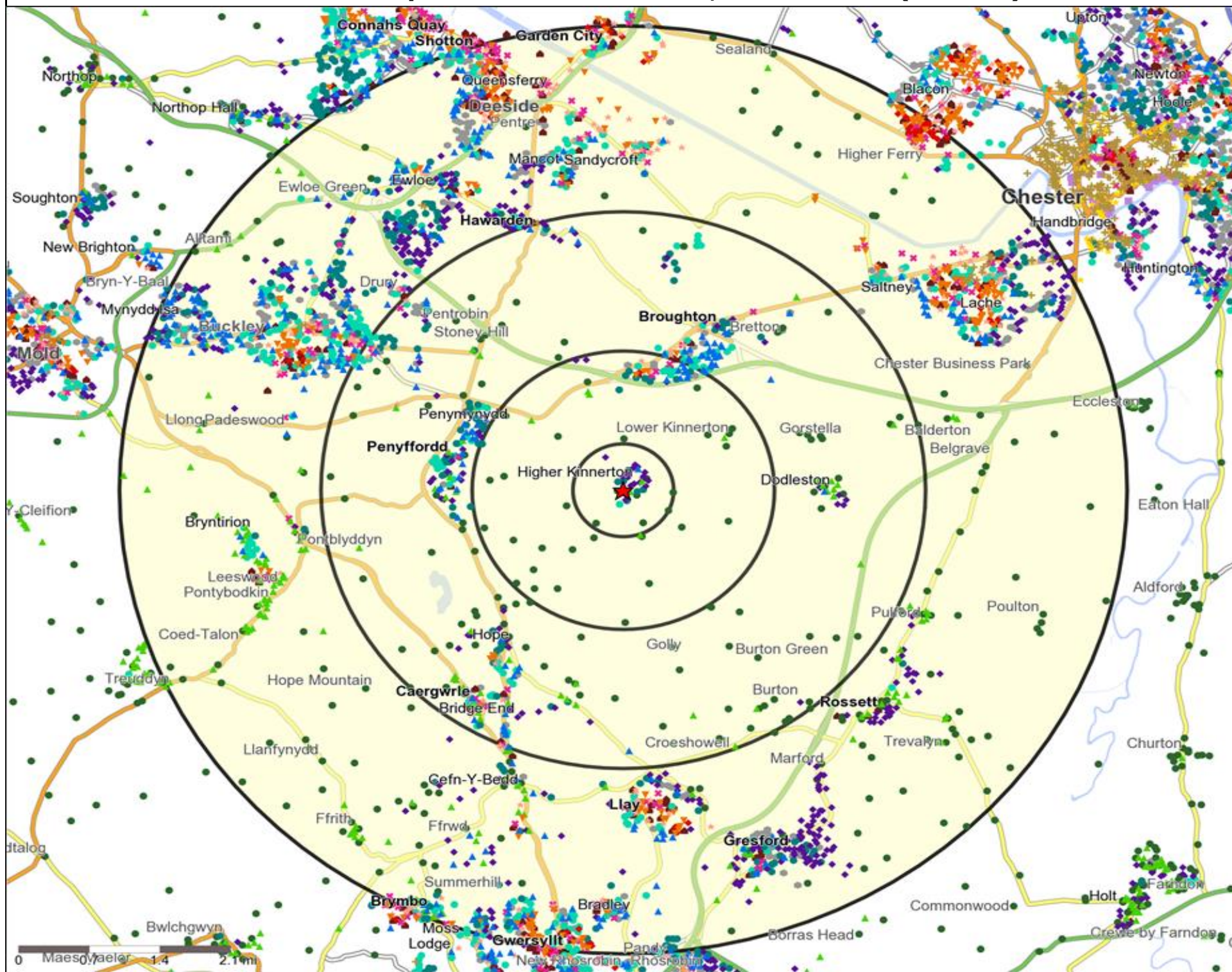
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	319	875	3,594	19,898	23,177	108	108	93	99	97
16-17	40	111	479	2,564	2,951	109	111	101	103	100
18-24	78	268	1,368	7,828	9,149	55	69	74	81	79
25-34	140	528	2,298	12,860	15,244	65	90	82	88	87
35-44	201	594	2,713	13,529	16,084	101	109	104	100	99
45-54	288	703	3,321	15,833	18,806	129	115	114	104	104
55-64	230	553	2,610	12,983	15,672	129	114	113	107	109
65+	280	673	4,115	21,572	26,374	99	87	111	112	115
Population estimate 2015	1,576	4,305	20,498	107,067	127,457	100	100	100	100	100

Ethnicity - Census 2011

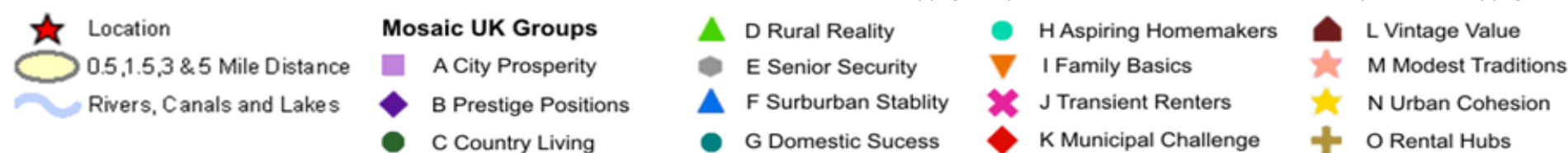
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	1,516	4,155	19,352	103,173	122,250	98%	98%	99%	98%	98%
Mixed / Multiple Ethnic Groups	13	37	130	763	892	1%	1%	1%	1%	1%
Asian / Asian British	8	43	129	1,078	1,296	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	0	6	15	183	207	0%	0%	0%	0%	0%
Other Ethnic Group	4	8	18	210	233	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,541	4,249	19,644	105,407	124,878	100	100	100	100	100



Mosaic UK Map and Data: SWAN INN, KINNERTON (203470)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015



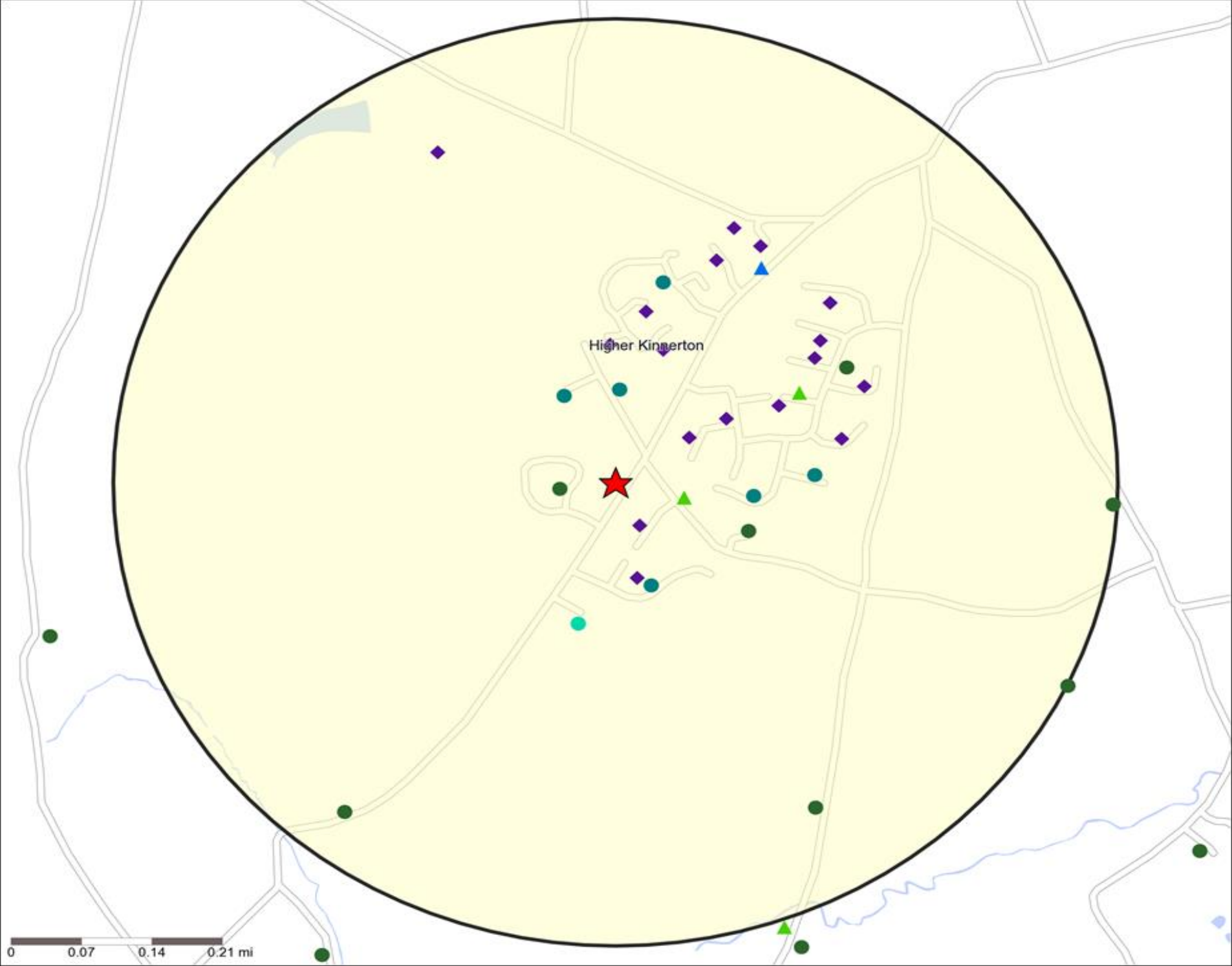
Mosaic UK Data Table (Residential)

	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	100	266	0	0	0	3	6
B Prestige Positions (18+)	539	685	2,078	11,616	14,178	607	283	174	189	192
C Country Living (18+)	233	517	2,420	5,069	6,615	275	224	212	86	94
D Rural Reality (18+)	61	153	1,452	3,751	4,978	72	67	128	64	71
E Senior Security (18+)	0	51	725	7,637	9,662	0	19	54	111	117
F Suburban Stability (18+)	4	391	2,696	12,123	14,081	5	193	269	235	228
G Domestic Success (18+)	341	677	2,475	8,083	10,591	333	243	179	114	125
H Aspiring Homemakers (18+)	40	376	2,722	12,861	14,377	36	125	182	167	156
I Family Basics (18+)	0	153	301	6,910	6,648	0	64	25	113	91
J Transient Renters (18+)	0	117	344	3,643	4,128	0	61	36	75	71
K Municipal Challenge (18+)	0	10	10	2,365	1,787	0	5	1	48	30
L Vintage Value (18+)	0	132	453	4,773	5,935	0	63	44	90	93
M Modest Traditions (18+)	0	56	733	4,814	5,377	0	36	94	120	112
N Urban Cohesion (18+)	0	0	0	0	683	0	0	0	0	13
O Rental Hubs (18+)	0	0	16	723	1,850	0	0	1	11	24
Adults 18+ estimate 2015	1,218	3,318	16,425	84,468	101,156	100	100	100	100	100

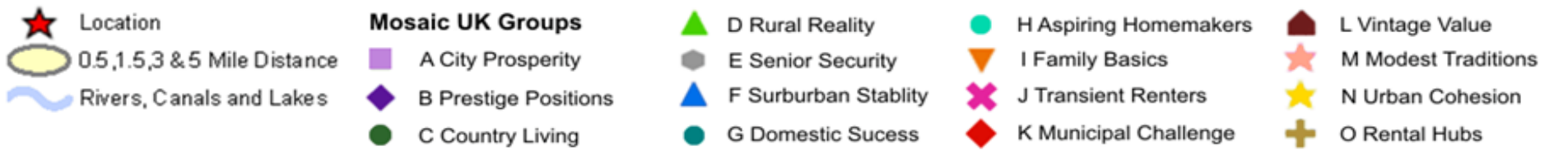
Copyright © 2016 Experian Limited. Mapping: Copyright © 2015 Navteq.



Mosaic UK Map and Data: SWAN INN, KINNERTON (203470)



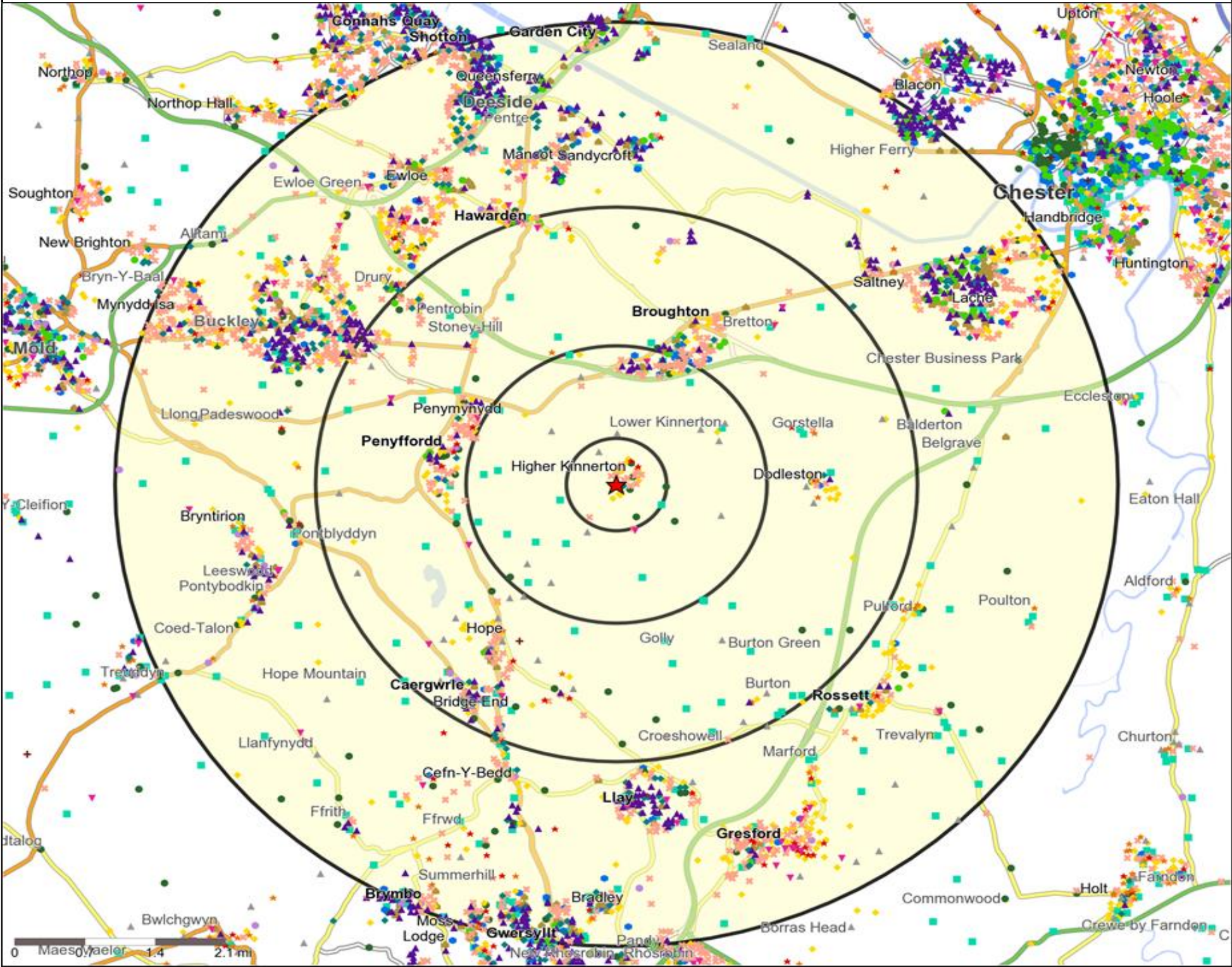
Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015



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+)	539	607
C Country Living (18+)	233	275
D Rural Reality (18+)	61	72
E Senior Security (18+)	0	0
F Suburban Stability (18+)	4	5
G Domestic Success (18+)	341	333
H Aspiring Homemakers (18+)	40	36
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,218	100



Occasions Map and Data: SWAN INN, KINNERTON (203470)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- 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

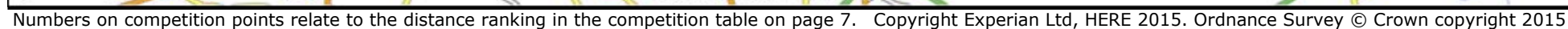
13 Date Night

14 Birthday Treat

15 Pre Show Meal

Occasions Data Table

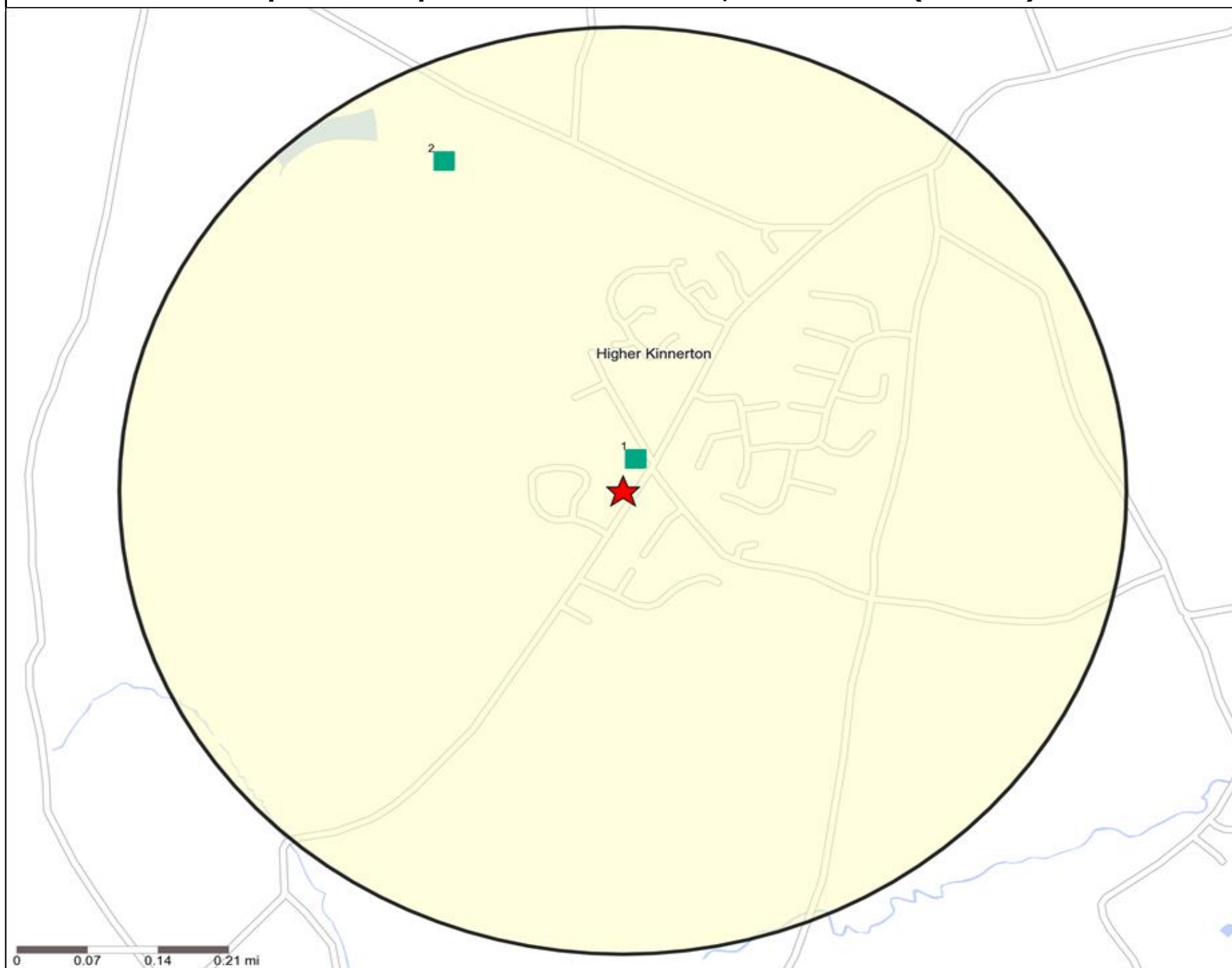
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	53	174	883	5,269	6,116	68	72	78	84	83
02 Early Doors	54	178	942	5,832	6,669	82	88	99	111	108
03 Everyday is Friday	58	198	878	4,811	5,573	104	114	108	107	106
04 Weekend Millionaires	25	180	1,000	6,871	7,680	31	72	86	106	101
05 Out On The Town	55	220	1,035	6,425	7,463	71	91	92	103	102
06 Business and Pleasure	34	122	540	2,382	2,886	85	98	93	74	76
07 Sporting Pints	15	136	642	4,625	5,217	17	51	52	67	65
08 Student Social	64	146	644	2,717	3,326	176	130	123	93	97
09 Leisurely Lunch	92	235	1,089	5,937	7,098	120	99	99	97	99
10 Wining and Dining	136	342	1,603	7,755	9,454	156	127	127	111	115
11 Household Outing	49	238	1,035	6,161	7,086	71	112	104	112	109
12 Midweek Meal Deal	38	123	559	3,271	3,640	98	103	100	105	100
13 Date Night	131	279	1,274	5,972	7,435	213	146	143	121	128
14 Birthday Treat	107	243	1,057	5,261	6,347	174	127	118	106	109
15 Pre Show Meal	25	81	362	1,761	2,181	118	123	118	104	109
Number of Occasions	936	2,895	13,543	75,050	88,171	100	100	100	100	100



Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	1	8
Circuit Bar	0	0	0	12
Community Local	2	2	8	52
Dry Led	0	1	6	17
Branded Food Pub	0	0	2	4
Rural	0	0	0	2
Other	0	0	19	129
Total	2	3	36	224



Competition Map and Data: SWAN INN, KINNERTON (203470)



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
Café / Wine Bar	0
Circuit Bar	0
Community Local	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
Total	2



Local Competition: SWAN INN, KINNERTON (203470)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SWAN INN, KINNERTON	41 MAIN ROAD, CHESTER, CH4 9AJ	Punch Taverns	CH 4 9AJ	Punch Taverns	0.00
1	Swan Inn	41 Main Road, Higher Kinnerton, Chester	Punch Pub Company	CH 4 9AJ	Community Local	0.04
2	Royal Oak	Kinnerton Lane, Higher Kinnerton, Chester	Punch Pub Company	CH 4 9BE	Community Local	0.40
3	Spinning Wheel Tavern	Old Warren, Broughton, Chester	Independent Free	CH 4 0EG	Dry Led	1.48
4	Temple Golf & Country Club	60 Church Road, Lisburn	Independent Free	BT27 6UP	Other	1.61
5	Royal British Legion Club	Chester Road, Penyffordd, Chester	Independent Free	CH 4 0JZ	Other	1.62
6	Millstone	Hawarden Road, Penyffordd, Chester	Punch Pub Company	CH 4 0JE	Community Local	1.70
7	Dobbies Garden World	Saintfield Road, Lisburn	Tesco	BT27 5PG	Other	1.74
8	Offas Dyke Hotel	Broughton Hall Road, Broughton, Chester	Spirit Pub Company	CH 4 0QN	Community Local	1.79
9	Red Lion	Rhos Road, Penyffordd, Chester	Enterprise Inns	CH 4 0JR	Dry Led	1.87
10	Equestrian Centre Hotel	Gresford Road, Hope, Wrexham	Independent Free	LL12 9SD	Other	1.98
11	White Lion	Hawarden Road, Hope, Wrexham	Admiral Taverns Ltd	LL12 9NF	Community Local	2.04
12	Cineworld	Chester Road, Broughton, Chester	Cineworld Cinemas Ltd	CH 4 0DE	Other	2.06
13	Nandos	Chester Road, Chester	Nandos Restaurants	CH 4 0DE	Other	2.06
14	Frankie & Bennys	Chester Road, Broughton, Chester	Restaurant Group	CH 4 0DE	Other	2.06
15	Pizza Express	Chester Road, Broughton, Chester	Hony Capital	CH 4 0DE	Other	2.06
16	Red Lion	Church Road, Dodleston, Chester	Mitchells & Butlers	CH 4 9NG	Branded Food	2.14
17	Red Lion	Hawarden Road, Hope, Wrexham	Punch Pub Company	LL12 9NG	Dry Led	2.14
18	Broughton Wing Sports & Social Club	Chester Road, Broughton, Chester	Independent Free	CH 4 0HA	Other	2.23
19	Mill House	Chester Road, Broughton, Chester	Spirit Pub Company	CH 4 0DP	Branded Food	2.23
20	Chiquito	Chester Road, Broughton, Chester	Restaurant Group	CH 4 0DP	Other	2.23
21	Prezzo	22 Chester Road, Broughton, Chester	Prezzo plc	CH 4 0DP	Other	2.23
22	Pheasant	410 Upper Ballynahinch Road, Hillsborough	Independent Free	BT26 6NR	Other	2.26
23	Country Spice	95 Hawarden Road, Hope, Wrexham	Independent Free	LL12 9NW	Other	2.29
24	Rockmount Golf Club	28 Drumalig Road, Carryduff, Belfast	Independent Free	BT 8 8EQ	Other	2.52
25	Bridge Inn	Hawarden Road, Caergwrle, Wrexham	Independent Free	LL12 9DT	Dry Led	2.65
26	Olive Grove	Chester Road, Bretton, Chester	Independent Free	CH 4 0DH	Other	2.70
27	Halfway Inn	42 High Street, Caergwrle, Wrexham	Marston's	LL12 9ET	Community Local	2.72
28	Caergwrle Masonic Club	High Street, Caergwrle, Wrexham	Independent Free	LL12 9ET	Other	2.72
29	Caergwrle Social Club	40a High Street, Caergwrle, Wrexham	Independent Free	LL12 9ET	Other	2.72
30	Olde Castle Inn	1 High Street, Caergwrle, Wrexham	Enterprise Inns	LL12 9EU	Community Local	2.74