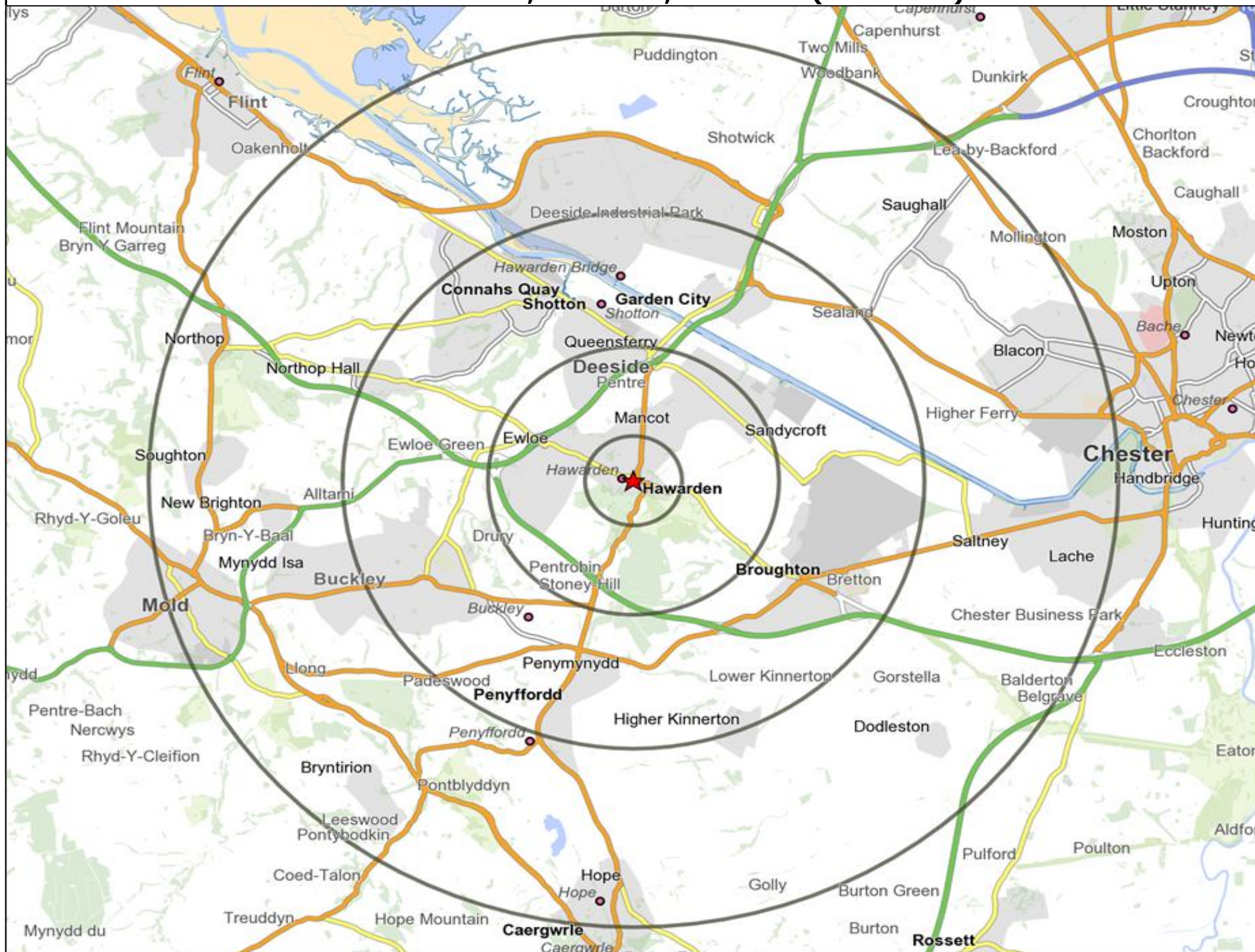




Customer Profile Report for FOX & GRAPES, HAWARDEN (Punch Outlet Number: 202727)
6 THE HIGHWAY, DEESIDE, CH5 3DH (CH 5 3DH)



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

Age Data Table

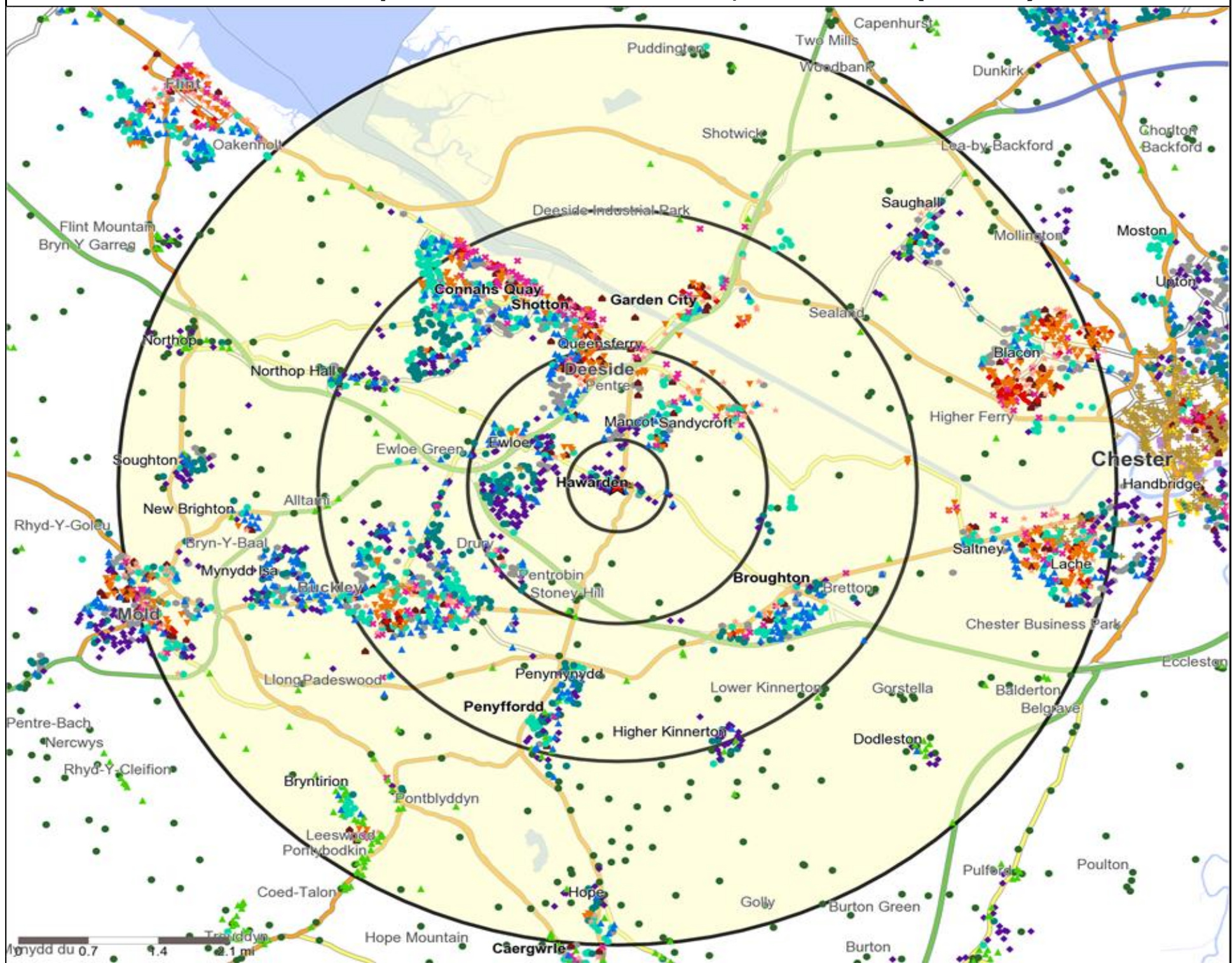
	Count:					Index:				
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0-15	241	3,340	12,513	23,116	34,947	88	95	101	101	97
16-17	29	462	1,678	3,051	4,634	85	107	109	108	104
18-24	60	1,396	5,384	9,618	15,213	45	83	90	88	88
25-34	103	2,227	8,638	15,408	23,376	51	87	95	93	89
35-44	167	2,318	8,479	15,206	23,477	90	98	101	99	96
45-54	212	2,691	9,524	17,724	28,588	102	102	102	103	105
55-64	238	2,171	7,496	14,175	23,263	144	103	100	103	107
65+	413	4,063	12,449	23,073	38,593	157	121	104	106	112
Population estimate 2015	1,463	18,668	66,161	121,371	192,091	100	100	100	100	100

Ethnicity - Census 2011

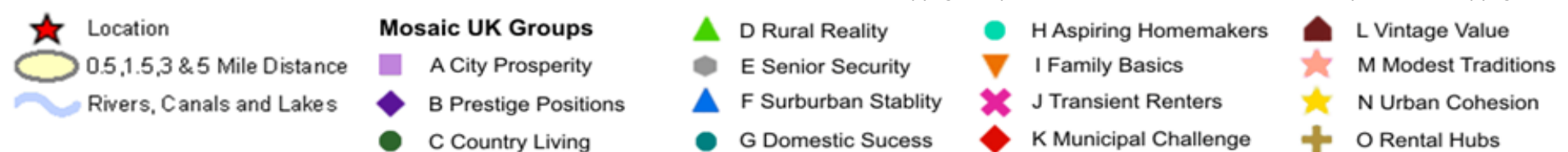
	Count:					%:				
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White	1,421	18,213	63,378	116,981	184,374	97%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	14	104	404	855	1,495	1%	1%	1%	1%	1%
Asian / Asian British	18	234	641	1,188	2,101	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	8	24	69	182	332	1%	0%	0%	0%	0%
Other Ethnic Group	2	35	119	208	351	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,463	18,610	64,611	119,414	188,653	100	100	100	100	100



Mosaic UK Map and Data: FOX & GRAPES, HAWARDEN (202727)



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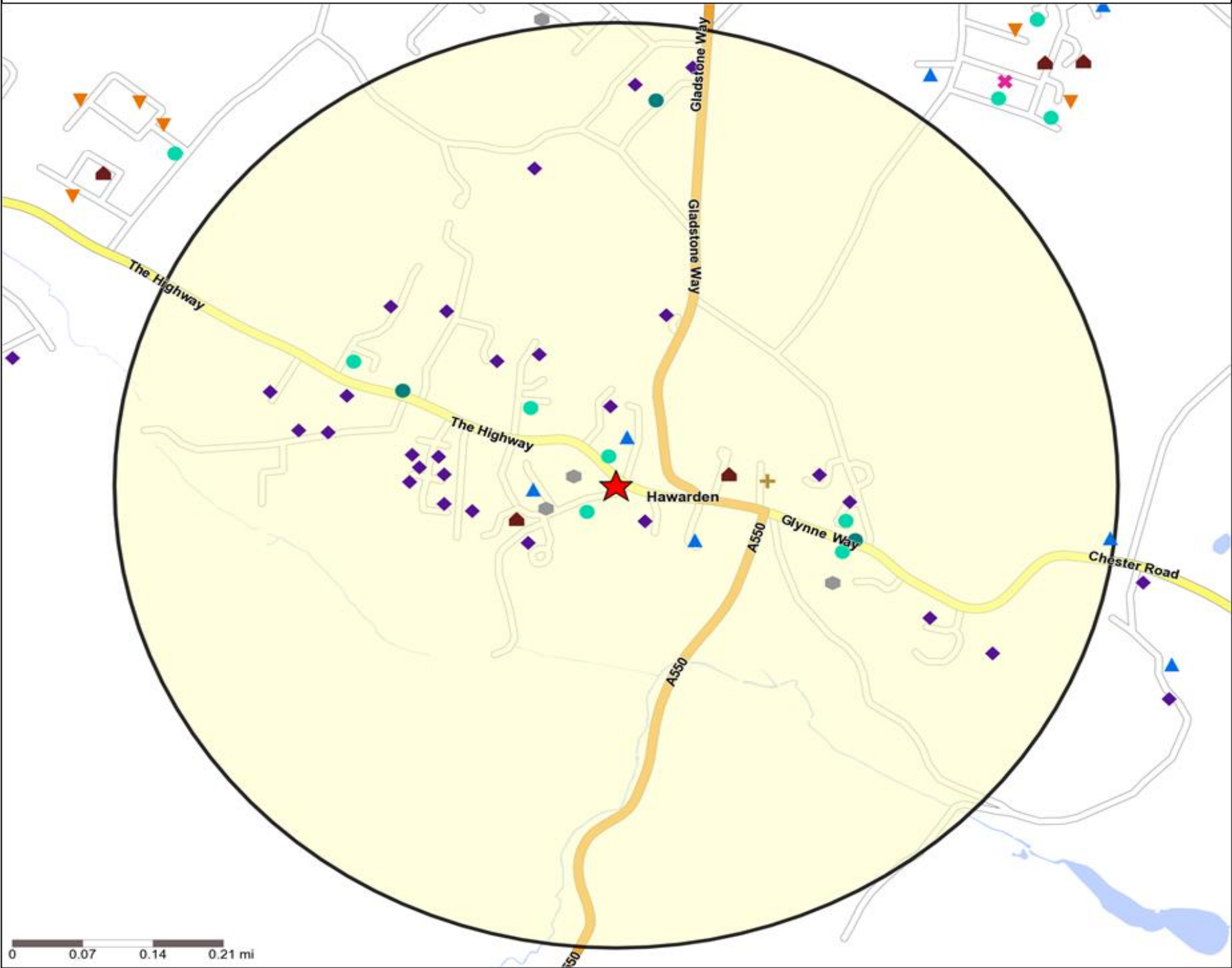
Mosaic UK Data Table (Residential)

	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	455	0	0	0	0	7
B Prestige Positions (18+)	616	3,031	5,062	8,978	17,776	708	280	134	130	160
C Country Living (18+)	39	221	1,013	4,102	8,831	47	21	28	62	84
D Rural Reality (18+)	0	111	638	2,845	5,503	0	11	18	43	52
E Senior Security (18+)	112	1,670	4,967	8,921	16,229	115	138	118	115	131
F Suburban Stability (18+)	119	1,930	8,102	13,674	21,494	163	213	255	235	231
G Domestic Success (18+)	95	1,597	6,107	9,204	15,254	95	128	140	115	119
H Aspiring Homemakers (18+)	135	2,140	10,399	16,491	22,089	124	158	220	191	159
I Family Basics (18+)	0	1,325	4,283	9,862	11,697	0	123	114	144	106
J Transient Renters (18+)	0	303	3,410	5,279	6,815	0	35	114	96	78
K Municipal Challenge (18+)	0	243	995	2,987	3,269	0	28	33	53	37
L Vintage Value (18+)	61	880	3,439	5,900	8,730	81	94	105	99	91
M Modest Traditions (18+)	0	1,249	3,277	5,997	7,959	0	177	133	133	110
N Urban Cohesion (18+)	0	0	0	0	1,117	0	0	0	0	14
O Rental Hubs (18+)	17	166	255	832	4,960	18	14	6	11	42
Adults 18+ estimate 2015	1,194	14,866	51,947	95,072	152,178	100	100	100	100	100

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Mosaic UK Map and Data: FOX & GRAPES, HAWARDEN (202727)



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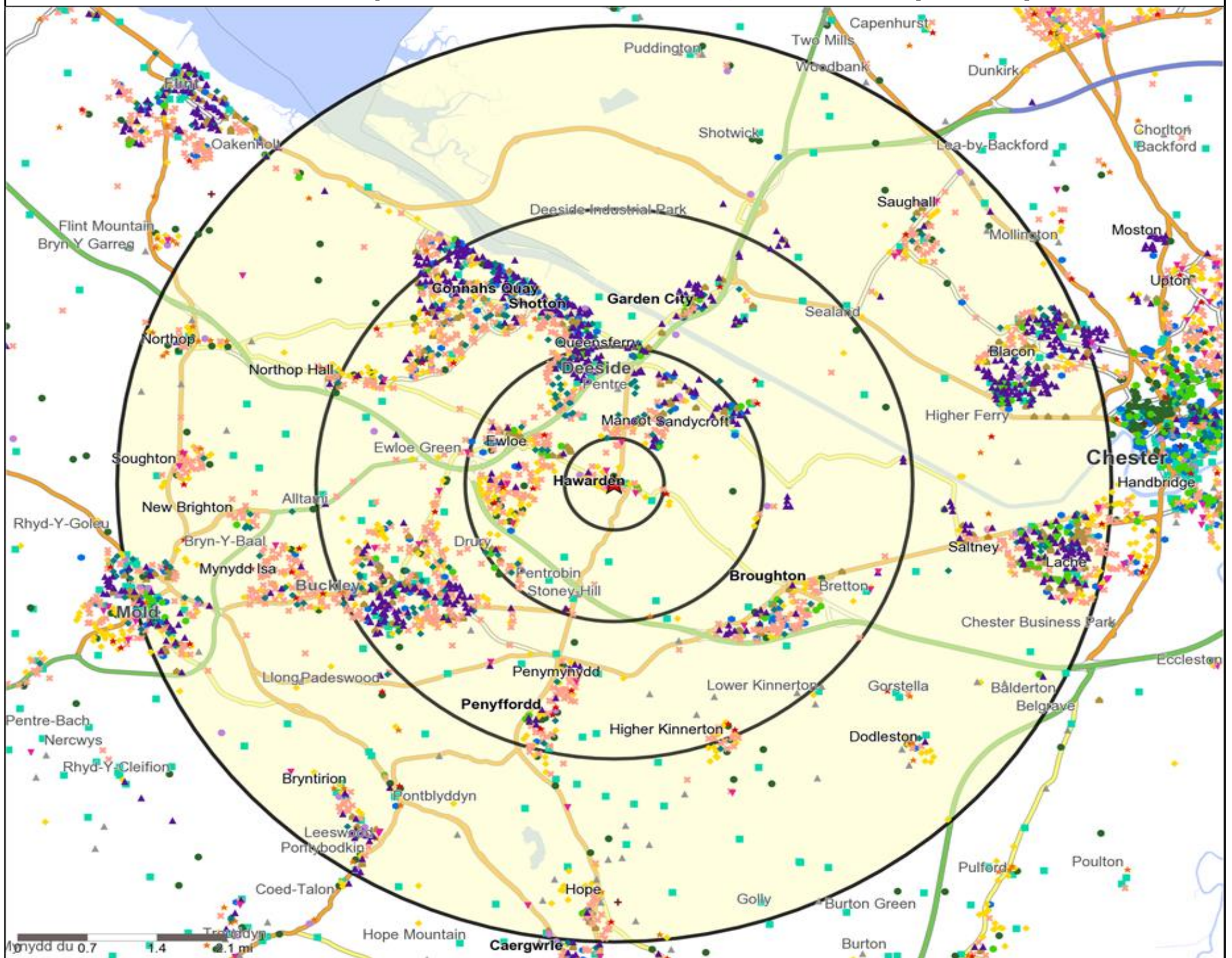
- Location
- 0.5,1.5,3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K 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+)	616	708
C Country Living (18+)	39	47
D Rural Reality (18+)	0	0
E Senior Security (18+)	112	115
F Suburban Stability (18+)	119	163
G Domestic Success (18+)	95	95
H Aspiring Homemakers (18+)	135	124
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	61	81
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	17	18
Adults 18+ estimate 2015	1,194	100



Occasions Map and Data: FOX & GRAPES, HAWARDEN (202727)



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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

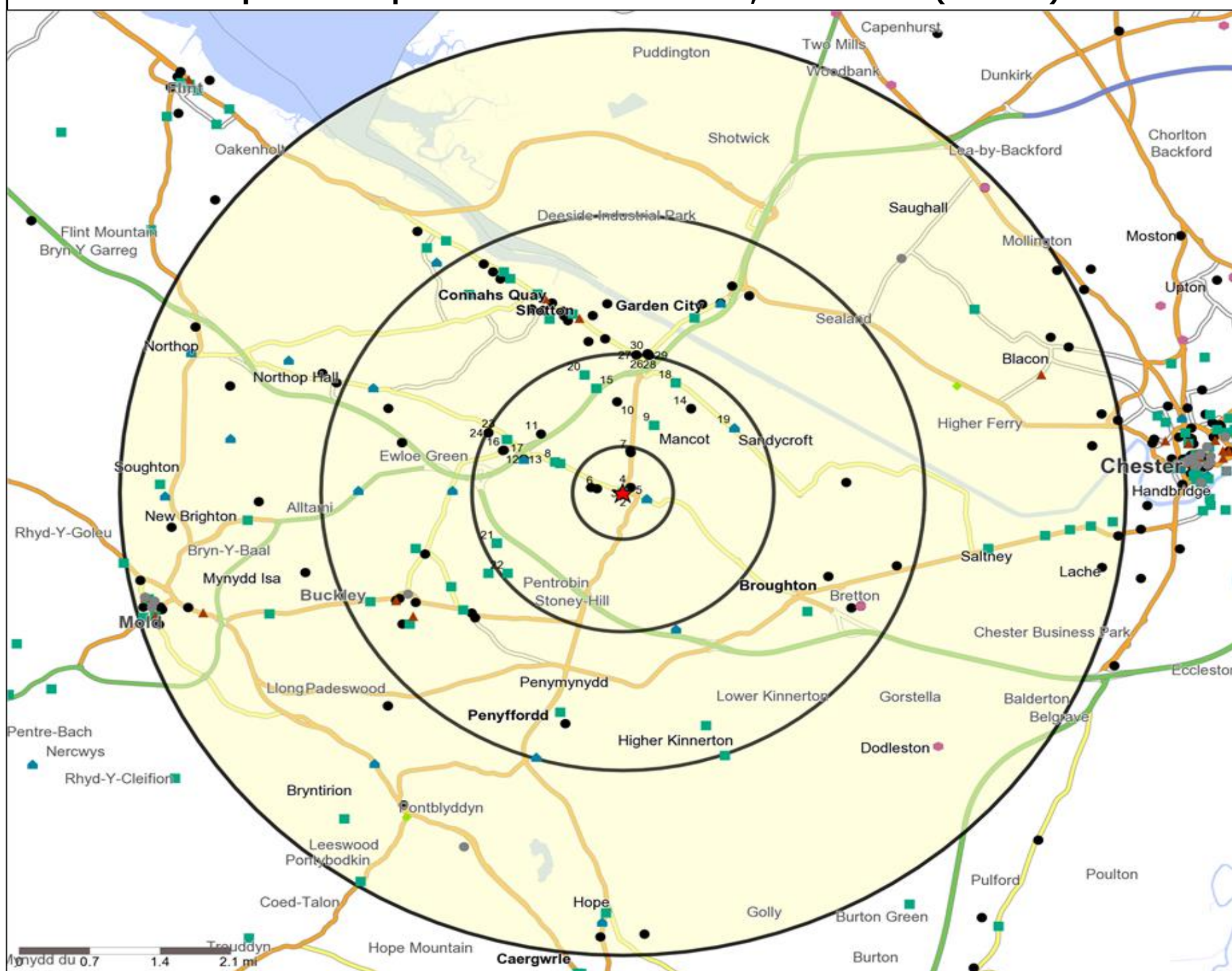
Occasions Data Table

	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	56	870	3,040	6,132	9,591	74	79	76	83	84
02 Early Doors	67	1,095	3,679	6,824	10,244	106	118	110	111	108
03 Everyday is Friday	40	830	3,125	5,694	8,627	75	105	110	109	106
04 Weekend Millionaires	30	1,137	4,714	8,791	11,968	39	100	115	116	102
05 Out On The Town	61	1,152	4,429	7,898	11,971	82	105	112	108	106
06 Business and Pleasure	23	380	1,388	2,644	4,440	60	67	68	70	76
07 Sporting Pints	26	792	3,140	5,904	8,489	32	65	72	73	68
08 Student Social	49	485	1,594	2,819	5,178	141	94	86	83	98
09 Leisurely Lunch	98	1,062	3,501	6,587	10,649	134	98	90	92	96
10 Wining and Dining	137	1,413	4,847	8,596	14,024	164	115	110	106	111
11 Household Outing	45	1,116	4,232	7,677	10,970	68	115	121	119	110
12 Midweek Meal Deal	13	501	2,157	4,126	5,844	35	92	109	114	104
13 Date Night	131	1,111	3,547	6,234	10,972	222	128	113	108	123
14 Birthday Treat	94	991	3,165	5,738	9,392	159	114	101	99	105
15 Pre Show Meal	28	296	1,107	2,045	3,353	138	99	102	103	109
Number of Occasions	898	13,231	47,665	87,709	135,712	100	100	100	100	100

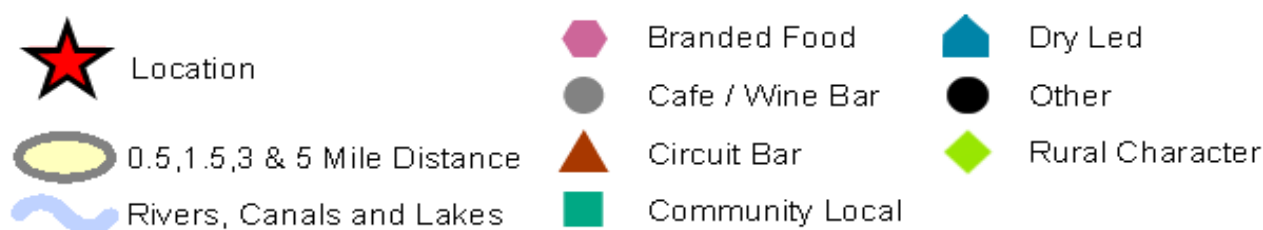
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Competition Map and Data: FOX & GRAPES, HAWARDEN (202727)



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

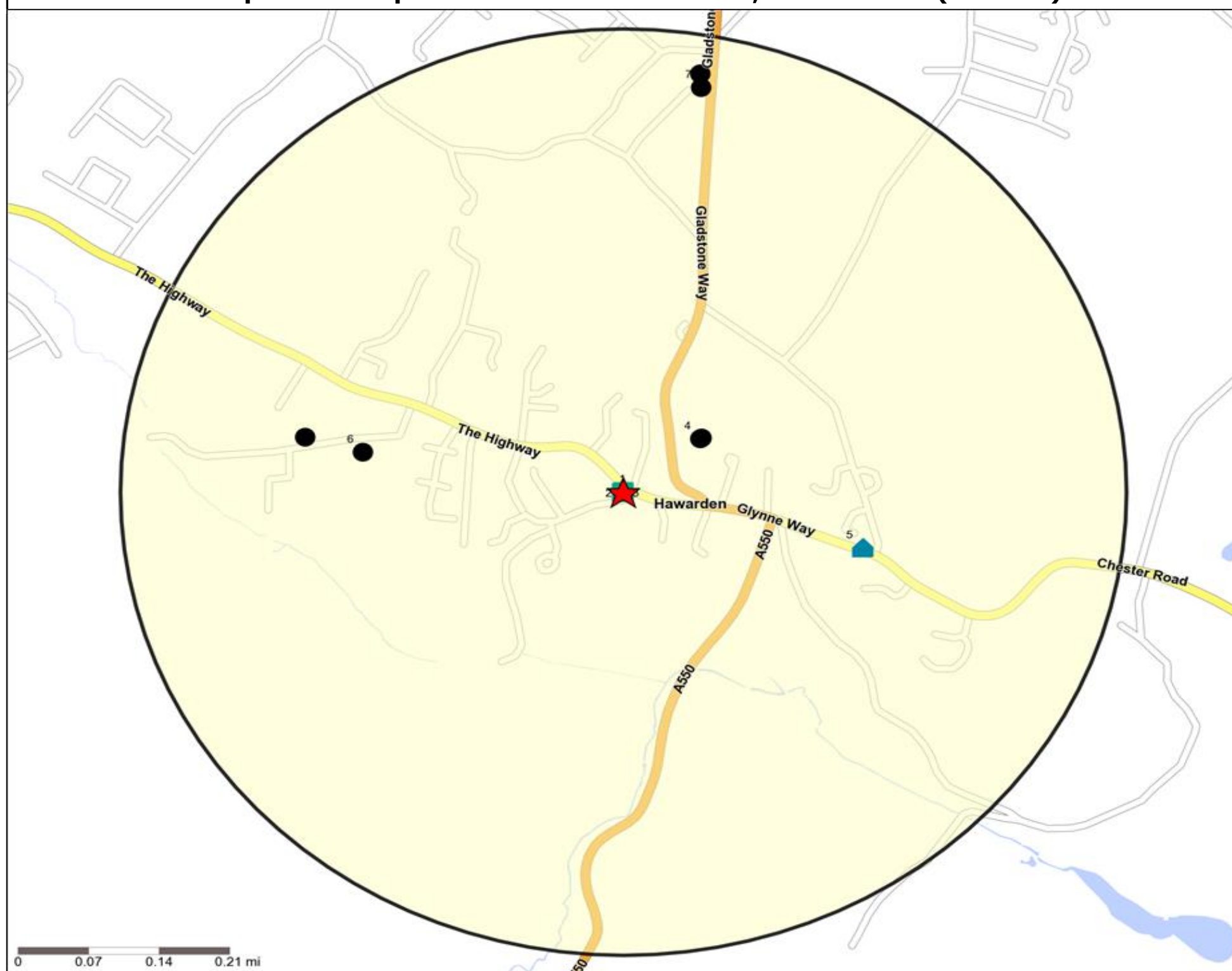


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	4	32
Circuit Bar	0	0	13	44
Community Local	2	10	29	56
Dry Led	1	3	10	25
Branded Food Pub	0	0	1	4
Rural	0	0	0	1
Other	4	14	91	291
Total	7	27	148	453



Competition Map and Data: FOX & GRAPES, HAWARDEN (202727)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	2
Dry Led	1
Branded Food Pub	0
Rural	0
Other	4
Total	7



Local Competition: FOX & GRAPES, HAWARDEN (202727)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FOX & GRAPES, HAWARDEN	6 THE HIGHWAY, DEESIDE, CH5 3DH	Punch Taverns	CH 5 3DH	Punch Taverns	0.00
1	Shared Olive	68 The Highway, Hawarden, Deeside	Independent Free	CH 5 3DH	Other	0.00
2	Fox & Grapes	6 The Highway, Hawarden, Deeside	Punch Pub Company	CH 5 3DH	Community Local	0.00
3	Bluebell	4 The Highway, Hawarden, Deeside	Enterprise Inns	CH 5 3DH	Community Local	0.00
4	St Deiniols Library Restaurant	Church Lane, Hawarden, Deeside	Independent Free	CH 5 3DF	Other	0.10
5	Glynne Arms	3 Glynne Way, Hawarden, Deeside	Cains Beer Company	CH 5 3NS	Dry Led	0.24
6	Hawarden Golf Club	Groomsdale Lane, Hawarden, Deeside	Independent Free	CH 5 3EH	Other	0.26
7	Hawarden Masonic Club	Gladstone Way, Hawarden, Deeside	Independent Free	CH 5 3HE	Other	0.44
8	Crown & Liver	The Highway, Hawarden, Deeside	Marston's	CH 5 3DN	Community Local	0.75
9	White Bear	Mancot Lane, Mancot, Deeside	Marston's	CH 5 2AH	Community Local	0.79
10	Malone Golf Club	240 Upper Malone Road, Belfast	Independent Free	BT17 9LB	Other	0.99
11	Ballyskeagh Greyhound Stadium	Ballyskeagh Road, Dunmurry, Belfast	Independent Free	BT17 9LL	Other	1.03
12	De Vere Village	St Davids Park, Ewloe, Deeside	KSL Capital Partners	CH 5 3YB	Other	1.05
13	Running Hare	St Davids Park, Ewloe, Deeside	Marston's	CH 5 3YB	Dry Led	1.05
14	Mancot Conservative Club	Leaches Lane, Mancot, Deeside	Independent Free	CH 5 2EH	Other	1.13
15	Plough Inn	Aston Road, Queensferry, Deeside	Marston's	CH 5 1TJ	Community Local	1.16
16	Ewloe Social Club	Mold Road, Ewloe, Deeside	Independent Free	CH 5 3AU	Other	1.27
17	Boars Head	Holywell Road, Ewloe, Deeside	Punch Pub Company	CH 5 3BS	Community Local	1.29
18	Mechanics Arms Hotel	12 Chester Road, Pentre, Deeside	Marston's	CH 5 2AA	Community Local	1.30
19	Bridge Inn	Chester Road, Sandycroft, Deeside	Punch Pub Company	CH 5 2QN	Dry Led	1.31
20	Melrose	Central Drive, Shotton, Deeside	Independent Free	CH 5 1LR	Community Local	1.33
21	Burntwood	26 Burntwood Road, Buckley	Admiral Taverns Ltd	CH 7 3EN	Community Local	1.37
22	Parrot Inn	Drury Lane, Buckley	Independent Free	CH 7 3DX	Community Local	1.44
23	Lisburn Distillery Football Club	57 Ballyskeagh Road, Lisburn	Independent Free	BT27 5TE	Other	1.48
24	Drumbo Park	57 Ballyskeagh Road, Lisburn	Independent Free	BT27 5TE	Other	1.48
25	Pepperpot	Chester Road West, Queensferry, Deeside	Independent Free	CH 5 1SA	Other	1.50
26	Deeside Leisure Centre	Chester Road West, Queensferry, Deeside	Independent Free	CH 5 1SA	Other	1.50
27	Pizza Hut	Chester Road West, Queensferry, Deeside	Pizza Hut UK Ltd	CH 5 1SA	Other	1.50
28	Da Vincis	44 Station Road, Queensferry, Deeside	Independent Free	CH 5 1SX	Other	1.51
29	Ghandi's Palace	29e Station Road, Queensferry, Deeside	Independent Free	CH 5 1SX	Other	1.51
30	Cues Snooker Club	Station Road, Queensferry, Deeside	Independent Free	CH 5 1SU	Other	1.52