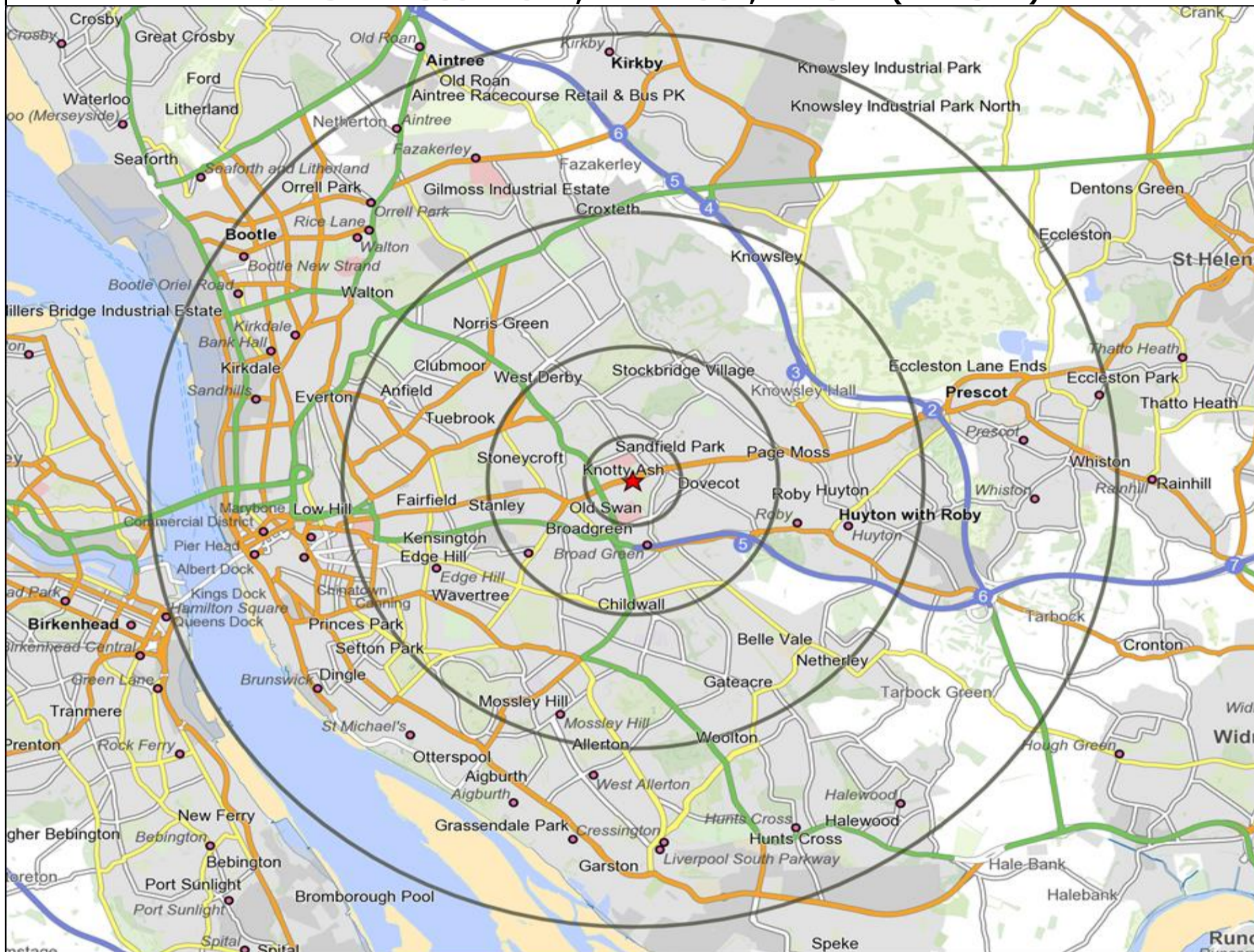




**Customer Profile Report for LORD NELSON, LIVERPOOL (Punch Outlet Number: 202959)
146 EAST PRESCOT ROAD, LIVERPOOL, L14 5ND (L 14 5ND)**



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

Age Data Table

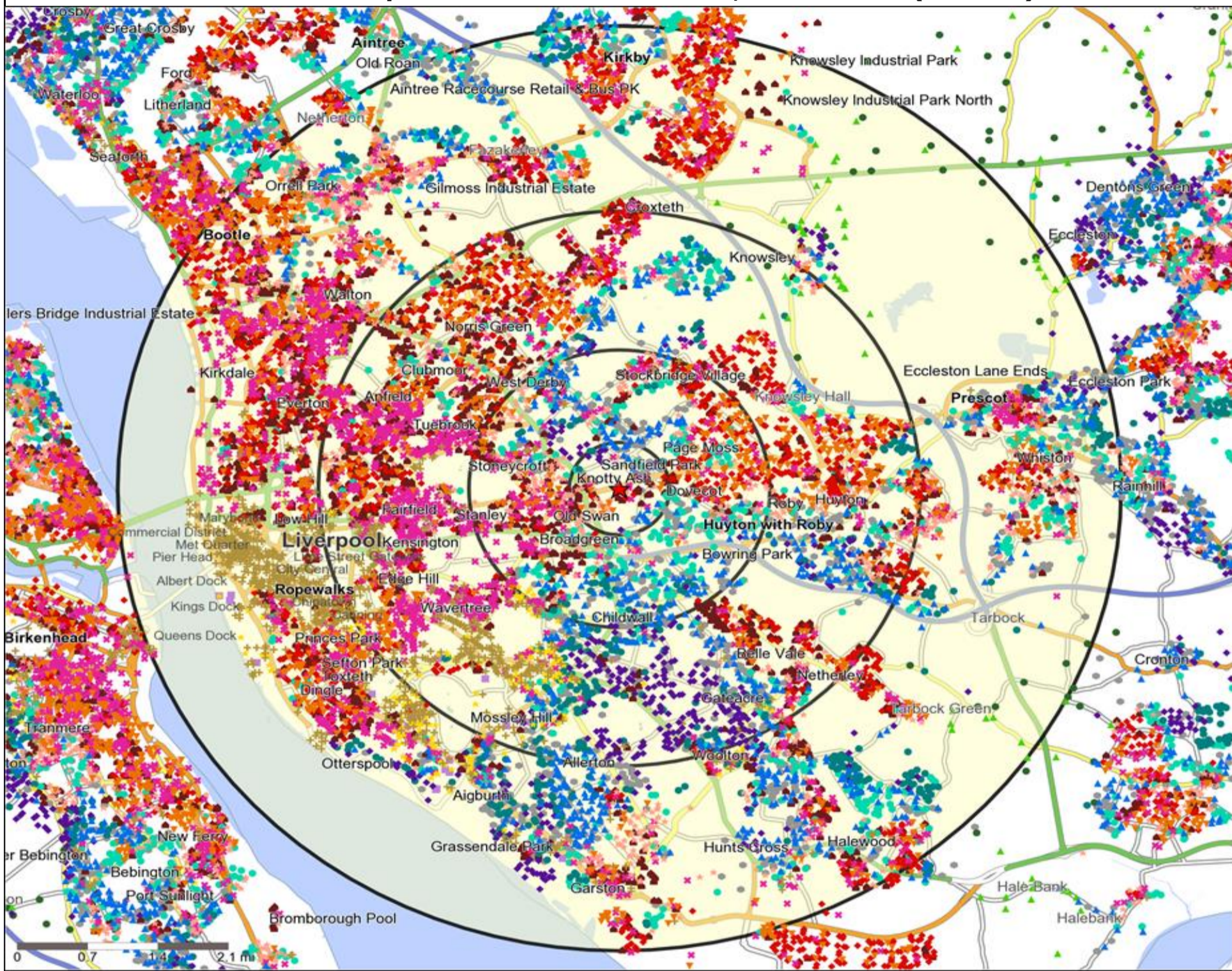
	Count:					Index:				
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0-15	1,362	17,531	59,353	109,295	113,477	84	101	95	91	93
16-17	226	2,365	7,709	14,091	14,563	112	110	100	95	96
18-24	647	7,158	42,281	82,780	82,695	83	85	141	144	140
25-34	966	12,584	48,235	98,858	97,053	82	99	106	113	109
35-44	957	11,521	38,592	75,014	76,702	87	98	92	93	93
45-54	1,383	13,990	44,968	85,665	88,745	113	106	96	95	96
55-64	1,181	11,125	37,004	71,825	74,207	121	106	99	100	100
65+	1,925	16,378	53,765	99,643	106,108	124	98	90	87	90
Population estimate 2015	8,647	92,652	331,907	637,171	653,550	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	8,323	85,989	292,145	562,806	580,546	96%	94%	90%	91%	92%
Mixed / Multiple Ethnic Groups	101	1,544	7,410	13,413	12,886	1%	2%	2%	2%	2%
Asian / Asian British	139	2,332	12,348	20,954	20,342	2%	3%	4%	3%	3%
Black / African / Caribbean / Black British	37	897	8,001	12,634	11,866	0%	1%	2%	2%	2%
Other Ethnic Group	26	576	5,193	8,719	8,106	0%	1%	2%	1%	1%
All People (Ethnic Group)	8,626	91,338	325,097	618,526	633,746	100	100	100	100	100



Mosaic UK Map and Data: LORD NELSON, LIVERPOOL (202959)



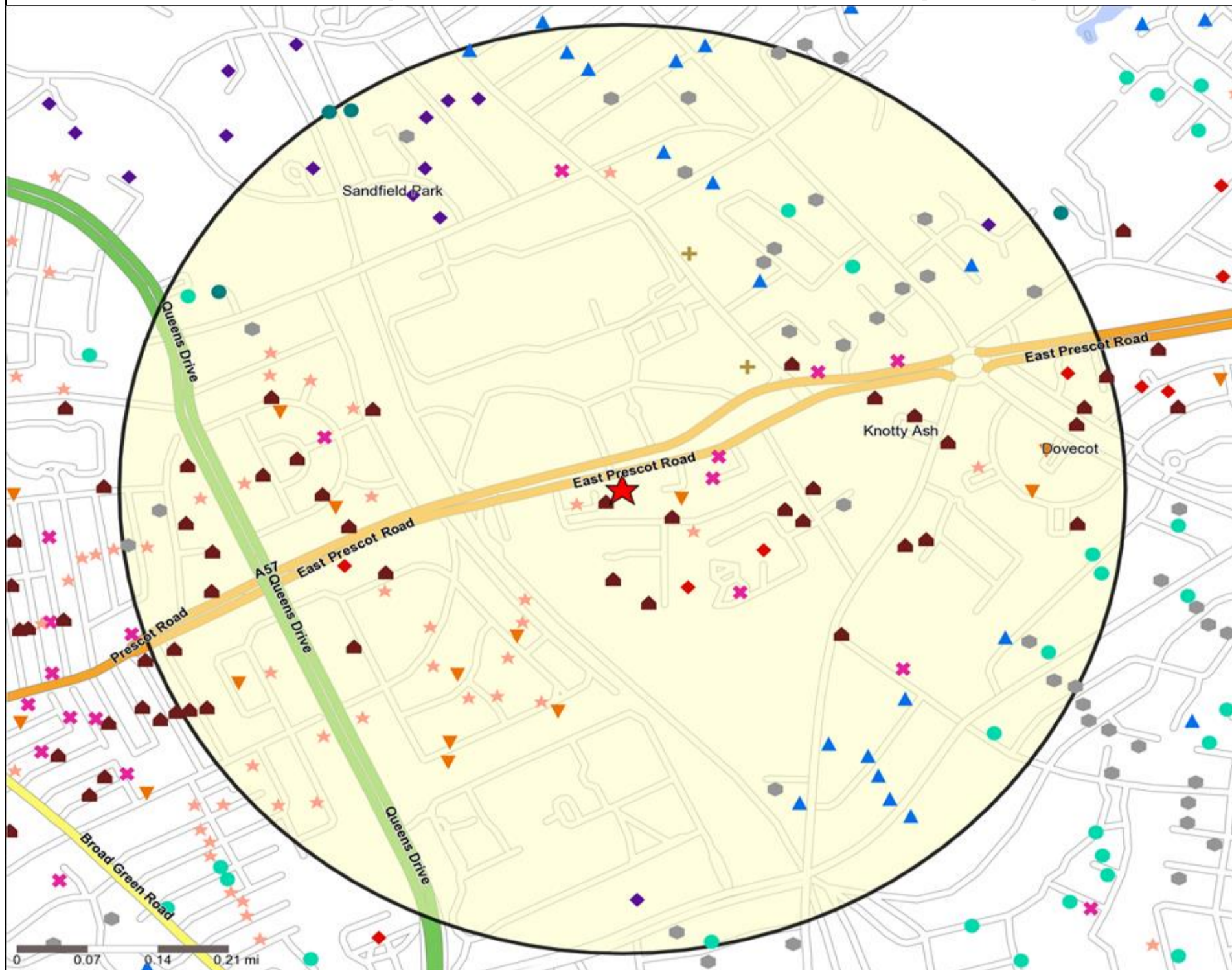
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	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 - 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	245	867	633	0	0	2	4	3
B Prestige Positions (18+)	375	1,062	8,634	12,670	15,706	74	20	46	35	43
C Country Living (18+)	0	0	16	170	378	0	0	0	0	1
D Rural Reality (18+)	0	0	97	455	701	0	0	1	1	2
E Senior Security (18+)	1,244	10,371	19,940	36,914	40,854	219	176	95	92	99
F Suburban Stability (18+)	887	7,495	16,969	33,056	37,273	208	169	108	110	121
G Domestic Success (18+)	132	1,909	8,801	17,064	18,936	22	31	41	41	45
H Aspiring Homemakers (18+)	399	10,788	18,610	35,345	39,367	63	163	80	79	86
I Family Basics (18+)	561	5,535	23,974	46,234	48,678	111	106	129	130	134
J Transient Renters (18+)	253	6,478	38,879	68,705	66,841	63	155	262	241	229
K Municipal Challenge (18+)	229	7,293	35,497	70,472	71,801	56	171	235	243	242
L Vintage Value (18+)	1,396	10,692	37,974	69,727	68,505	317	234	235	225	215
M Modest Traditions (18+)	1,424	9,425	18,682	40,912	42,449	428	273	153	175	177
N Urban Cohesion (18+)	0	224	4,746	9,157	7,741	0	6	35	35	29
O Rental Hubs (18+)	91	1,236	23,826	51,360	45,185	17	22	120	135	116
Adults 18+ estimate 2015	6,991	72,508	256,890	493,108	505,048	100	100	100	100	100



Mosaic UK Map and Data: LORD NELSON, LIVERPOOL (202959)



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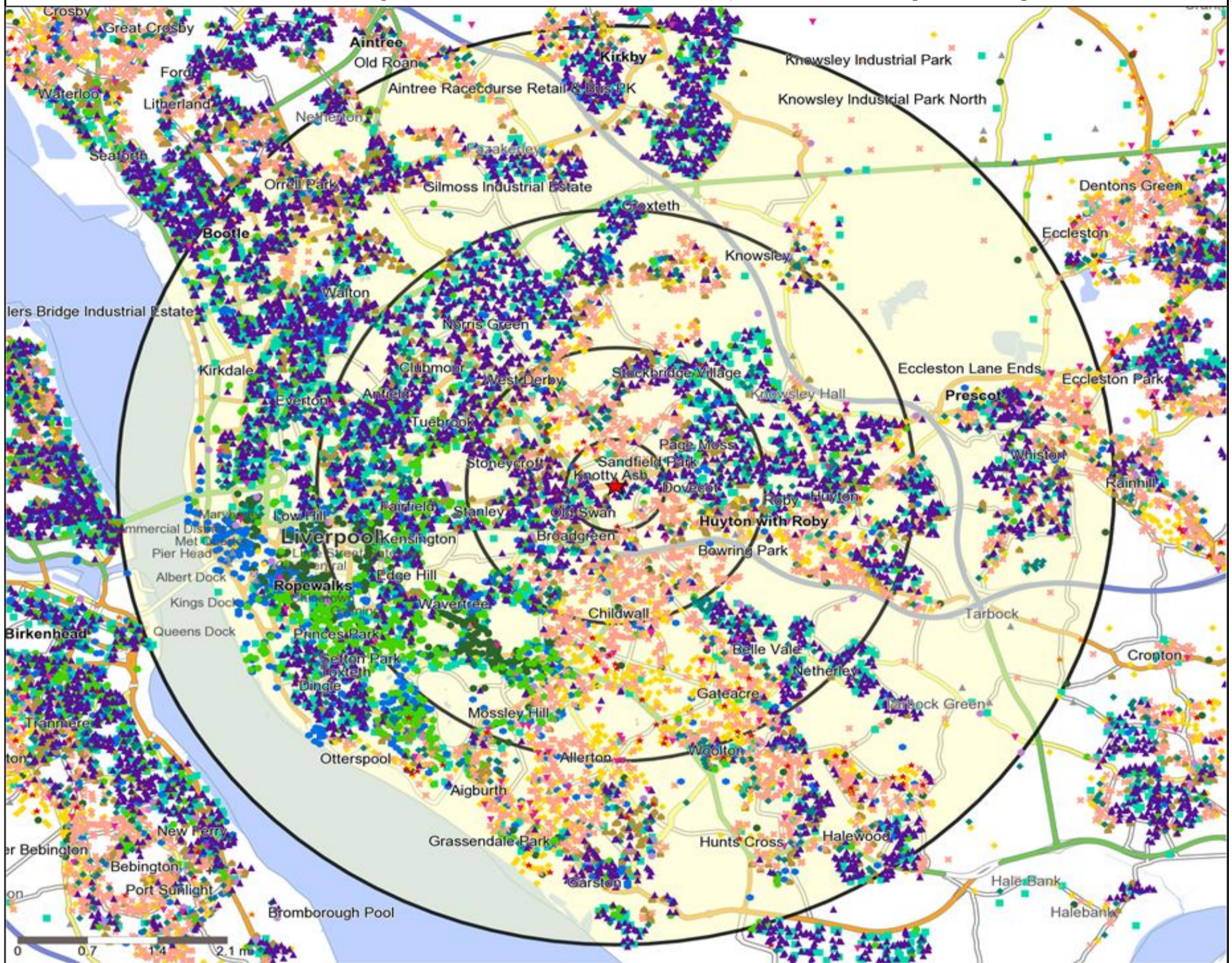
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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+)	375	74
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,244	219
F Suburban Stability (18+)	887	208
G Domestic Success (18+)	132	22
H Aspiring Homemakers (18+)	399	63
I Family Basics (18+)	561	111
J Transient Renters (18+)	253	63
K Municipal Challenge (18+)	229	56
L Vintage Value (18+)	1,396	317
M Modest Traditions (18+)	1,424	428
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	91	17
Adults 18+ estimate 2015	6,991	100



Occasions Map and Data: LORD NELSON, LIVERPOOL (202959)



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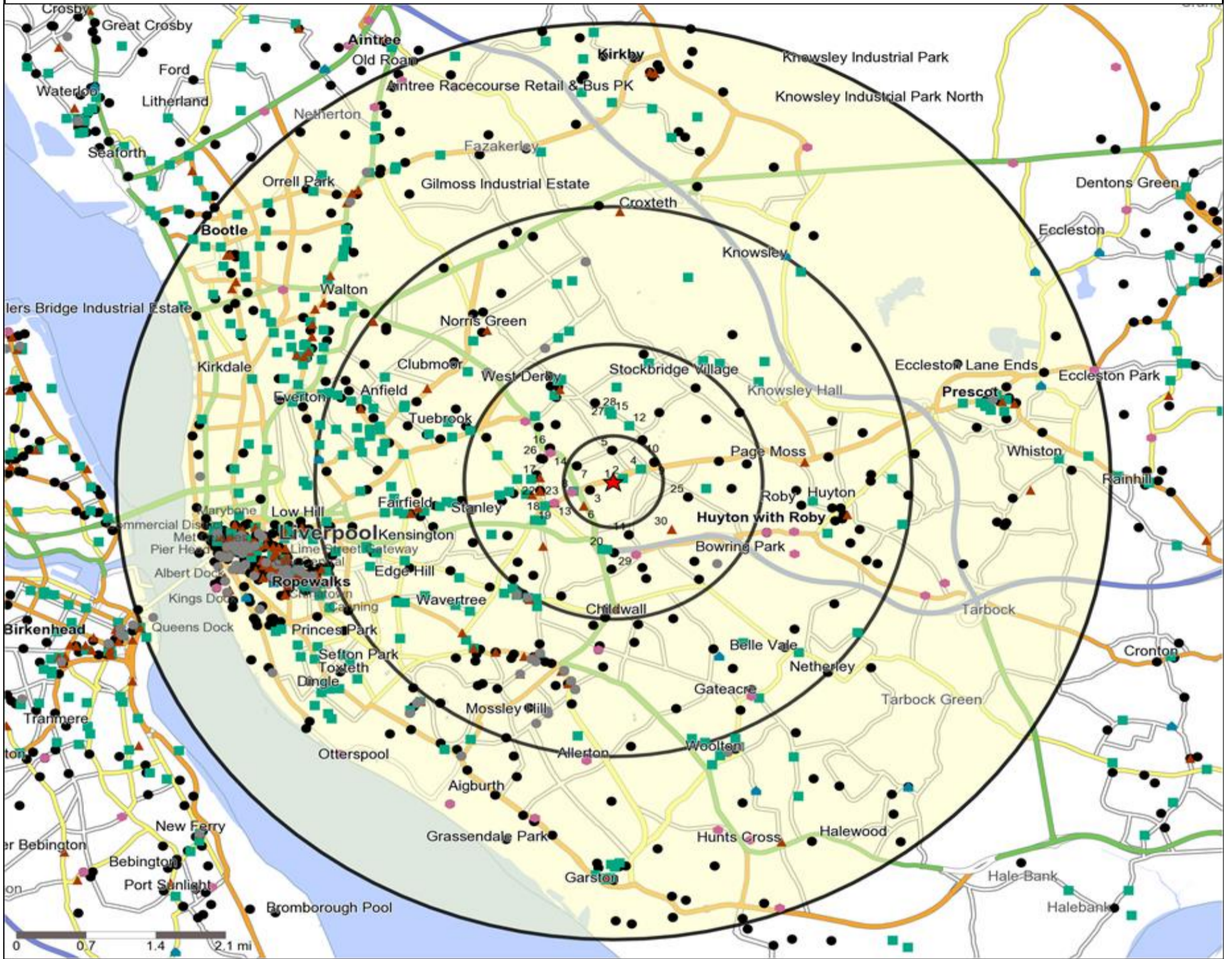
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ★ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- 10 Wining 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	565	6,072	25,283	48,182	48,514	107	105	121	121	119
02 Early Doors	630	6,036	19,834	38,438	39,325	142	125	113	115	116
03 Everyday is Friday	420	4,362	14,445	28,994	29,341	111	106	97	102	101
04 Weekend Millionaires	699	8,640	30,663	58,954	60,148	128	145	143	144	144
05 Out On The Town	523	6,548	26,545	52,052	51,451	99	114	128	132	128
06 Business and Pleasure	121	1,624	6,720	12,909	12,867	45	55	63	63	62
07 Sporting Pints	348	5,008	22,118	42,180	41,737	60	79	97	97	94
08 Student Social	151	1,408	10,409	16,350	16,666	61	52	108	88	89
09 Leisurely Lunch	518	5,170	17,995	33,874	34,934	100	92	88	87	88
10 Wining and Dining	527	5,425	15,684	30,157	31,913	90	85	68	68	71
11 Household Outing	613	6,483	18,653	36,471	37,571	132	128	102	104	105
12 Midweek Meal Deal	277	3,579	14,032	25,814	26,192	106	125	136	131	131
13 Date Night	359	3,458	9,903	19,605	20,805	86	76	60	63	65
14 Birthday Treat	456	3,934	12,925	24,289	25,310	109	86	79	77	79
15 Pre Show Meal	124	1,363	4,115	7,860	8,079	86	87	73	73	73
Number of Occasions	6,331	69,110	249,324	476,129	484,853	100	100	100	100	100



Competition Map and Data: LORD NELSON, LIVERPOOL (202959)



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

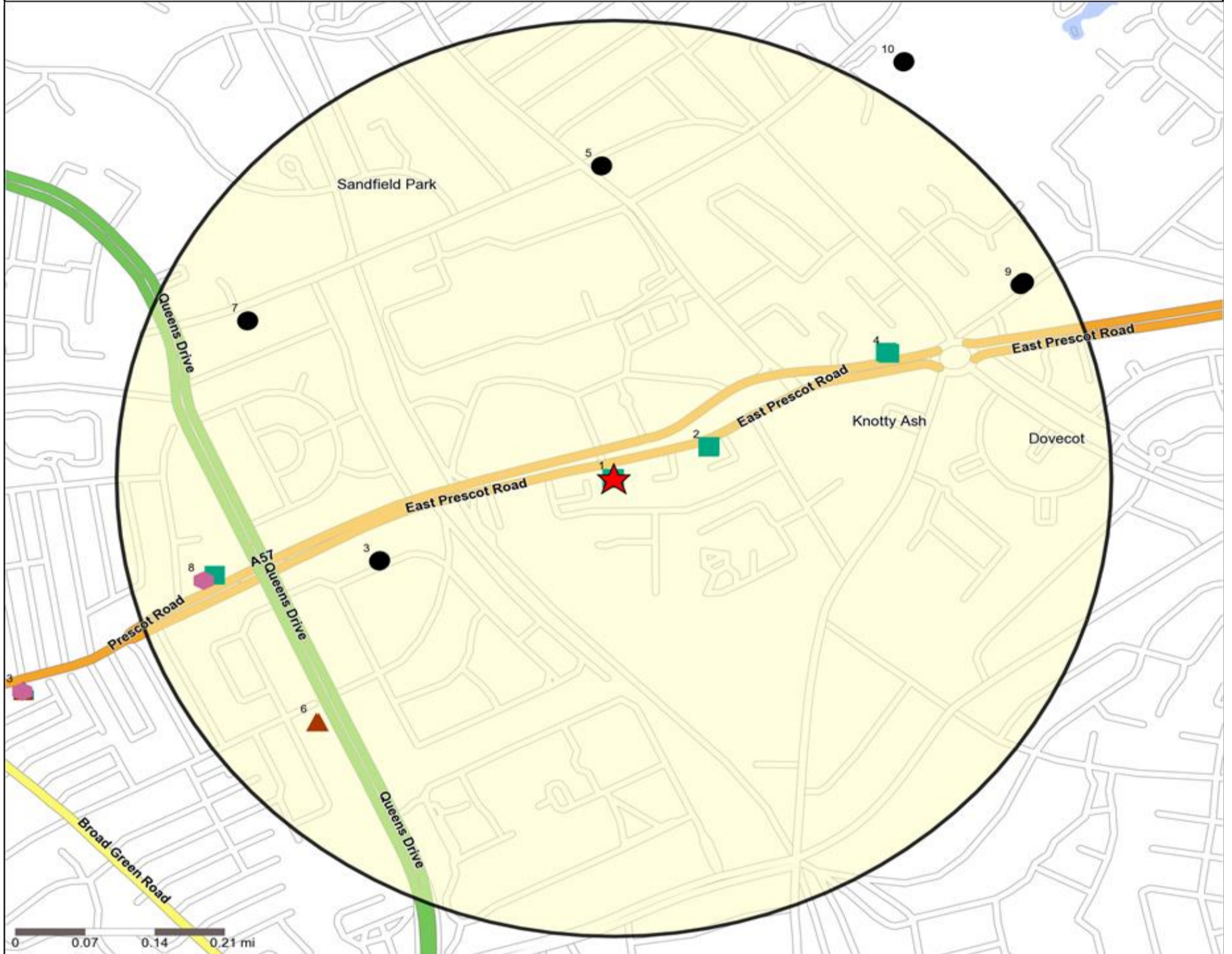
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	26	111
Circuit Bar	1	8	30	177
Community Local	3	24	104	258
Dry Led	0	0	6	15
Branded Food Pub	1	7	15	32
Rural	0	0	0	0
Other	4	54	212	699
Total	9	94	393	1,292



Competition Map and Data: LORD NELSON, LIVERPOOL (202959)



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	1
Community Local	3
Dry Led	0
Branded Food Pub	1
Rural	0
Other	4
Total	9



Local Competition: LORD NELSON, LIVERPOOL (202959)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	LORD NELSON, LIVERPOOL	146 EAST PRESCOT ROAD, LIVERPOOL, L14 5ND	Punch Taverns	L 14 5ND	Punch Taverns	0.00
1	Lord Nelson	146 East Prescott Road, Liverpool	Punch Pub Company	L 14 5ND	Community Local	0.00
2	Wheatsheaf Hotel	186 East Prescott Road, Liverpool	Punch Pub Company	L 14 5NG	Community Local	0.10
3	Highfield Tenants Residents Association	1 Lexham Road, Liverpool	Independent Free	L 14 1PT	Other	0.25
4	Greyhound	343 East Prescott Road, Liverpool	Punch Pub Company	L 14 2DD	Community Local	0.31
5	Orchid Garden	359 Eaton Road, West Derby, Liverpool	Independent Free	L 12 2AH	Other	0.34
6	Navigator	694 Queens Drive, Stoneycroft, Liverpool	Wetherspoon	L 13 5UH	Circuit Bar	0.40
7	Alder Sports Club	Alder Road, Stoneycroft, Liverpool	Independent Free	L 12 2AY	Other	0.41
8	Black Horse	641 Prescott Road, Old Swan, Liverpool	Greene King	L 13 5XD	Branded Food	0.43
9	Mecca Bingo	439 East Prescott Road, Liverpool	Rank	L 14 2DE	Other	0.46
10	Cardingal Heenan Pta	Honeys Green Lane, Liverpool	Independent Free	L 12 9HZ	Other	0.54
11	Broadgreen Conservative Club	1 Victoria Avenue, Broadgreen, Liverpool	Independent Free	L 14 3LR	Other	0.60
12	Bulldog	142 Leyfield Road, Liverpool	Greene King	L 12 9HB	Community Local	0.63
13	Masons Arms	636 Prescott Road, Old Swan, Liverpool	Greene King	L 13 5XE	Branded Food	0.64
14	Toby Carvery	502 Queens Drive, Stoneycroft, Liverpool	Mitchells & Butlers	L 13 0AS	Branded Food	0.71
15	Crown Inn	2 Leyfield Road, Liverpool	Enterprise Inns	L 12 9HA	Community Local	0.73
16	Vagabond Lawn Tennis Club	385 Queens Drive, Stoneycroft, Liverpool	Independent Free	L 13 0AG	Other	0.74
17	Taffs Tavern	124 Derby Lane, Old Swan, Liverpool	Independent Free	L 13 3DW	Circuit Bar	0.74
18	Swan	1 St Oswalds Street, Liverpool	Stonegate Pub Company	L 13 5SA	Community Local	0.74
19	Lady Jade	19 St Oswalds Street, Liverpool	Independent Free	L 13 5SA	Other	0.74
20	Rocket	2 Bowring Park Road, Liverpool	Greene King	L 14 3PA	Community Local	0.74
21	Billy Martins Dance Club	25-27 Derby Lane, Liverpool	Independent Free	L 13 6QA	Other	0.74
22	George Scott Snooker Club	29-31 Derby Lane, Liverpool	Independent Free	L 13 6QA	Other	0.74
23	Sports Bar	19-21 Derby Lane, Liverpool	Independent Free	L 13 6QA	Circuit Bar	0.74
24	Zeera	164 Derby Lane, Liverpool	Independent Free	L 13 6QQ	Other	0.75
25	St Margaret Marys Paroch Club	140 Pilch Lane, Liverpool	Independent Free	L 14 0JG	Other	0.77
26	Retsina Greek Restaurant & Taverna	73 Derby Lane, Liverpool	Independent Free	L 13 6QF	Other	0.77
27	Royal Standard	1 Deysbrook Lane, Liverpool	Spirit Pub Company	L 12 9EY	Community Local	0.77
28	Sefton Rugby Club	Leyfield Road, Liverpool	Independent Free	L 12 9EY	Other	0.77
29	Royal Naval Club	38 Bowring Park Road, Broadgreen, Liverpool	Independent Free	L 14 3NN	Other	0.77
30	Roby	104 Greystone Road, Broadgreen, Liverpool	Trust Inns	L 14 6UH	Circuit Bar	0.78



Lord Nelson, Liverpool, L14 5ND

Catchment & Site Review

Generated on 24th September 2019

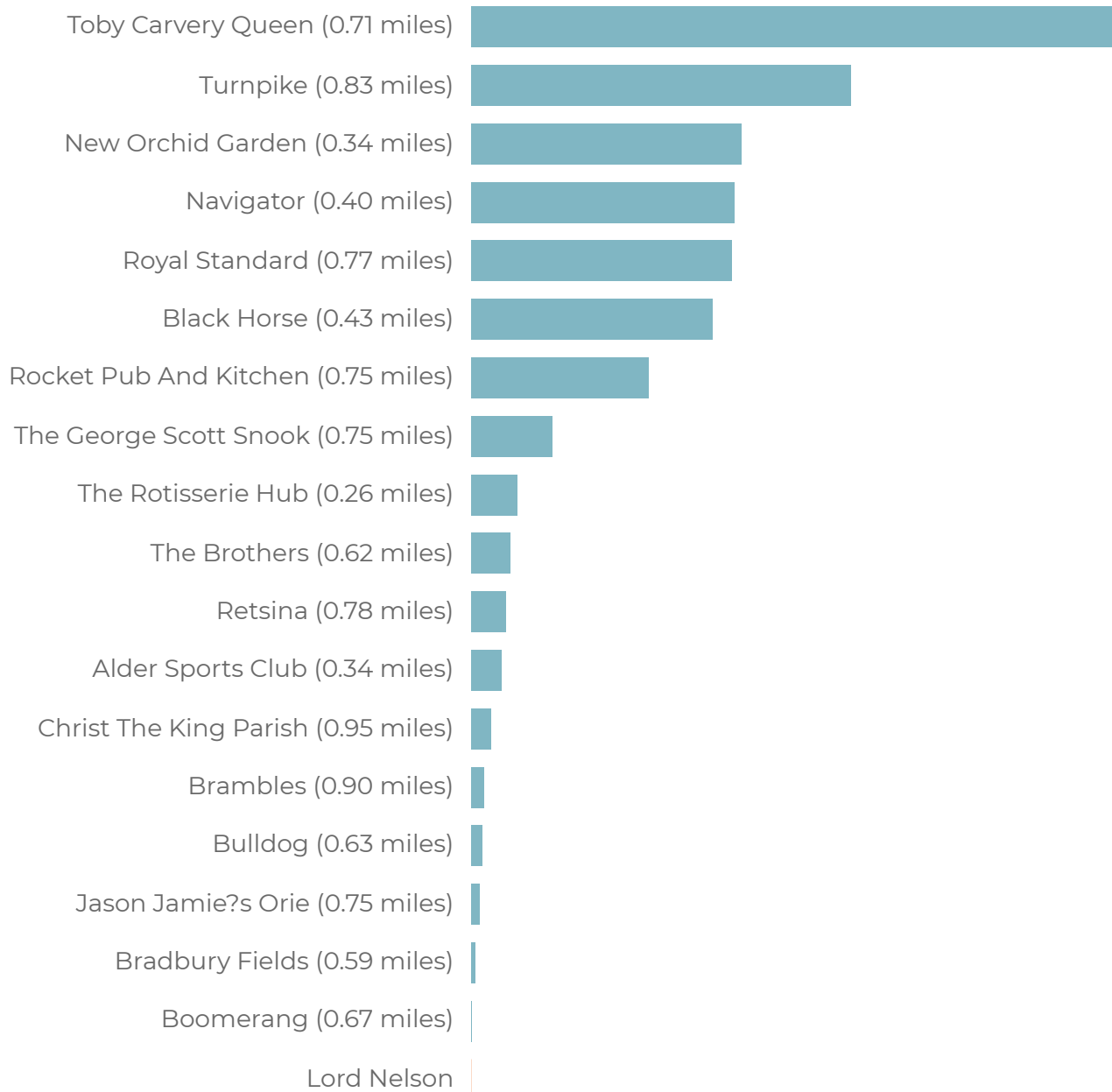
PUNCH



Local Competitors

Local Card Spend in Pubs, Bars & Restaurants (2 Yrs)

Total Spend Within 1 Mile - Top 40% Amongst Punch Sites





Use of Other Sites

— Site Customers - Share of Competitor Spend Locally —

Lord Nelson 0.0%



Warning - No Sales Data for this Venue

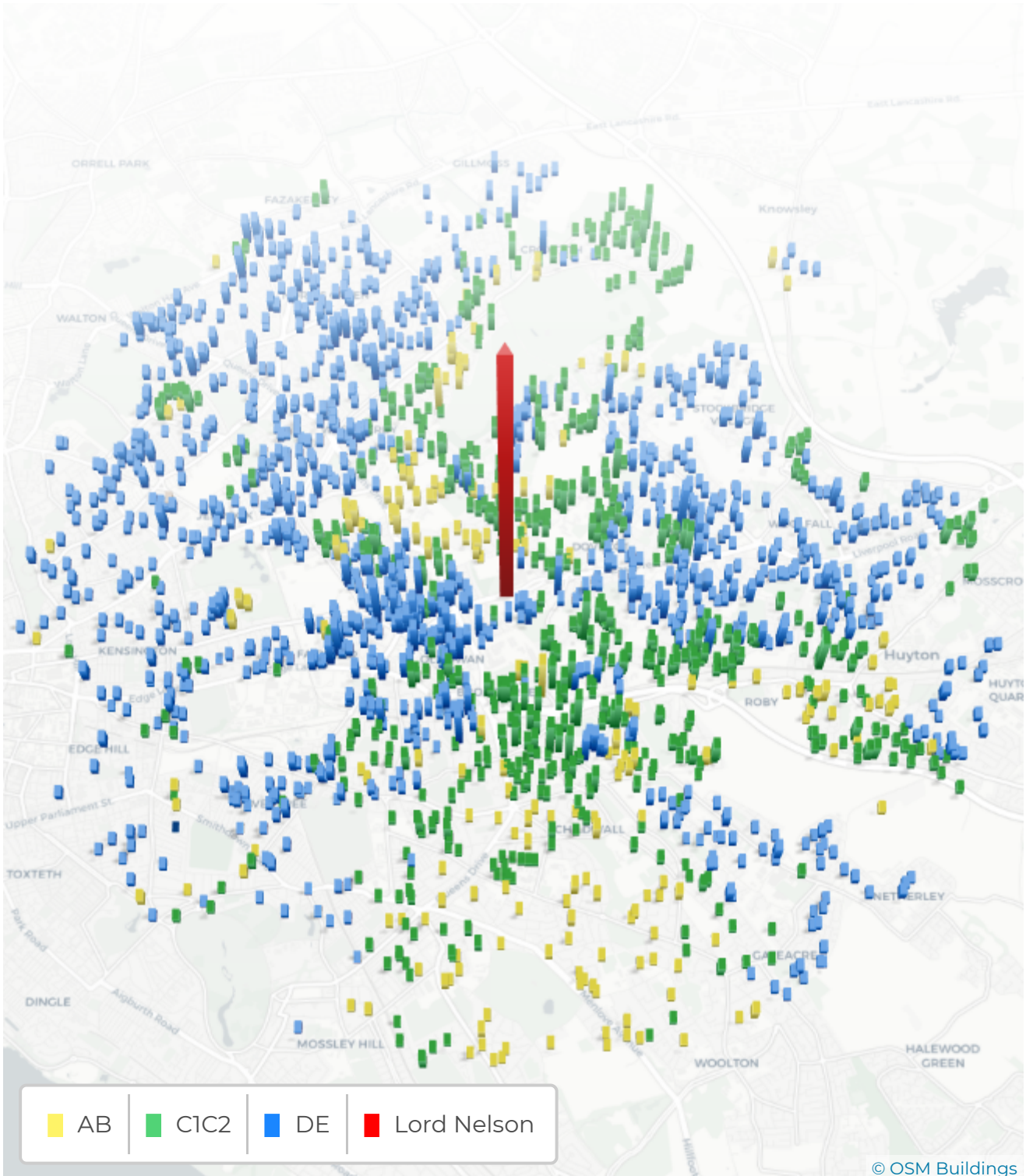
enquiries@hdinsights.com





Local Guest Spending

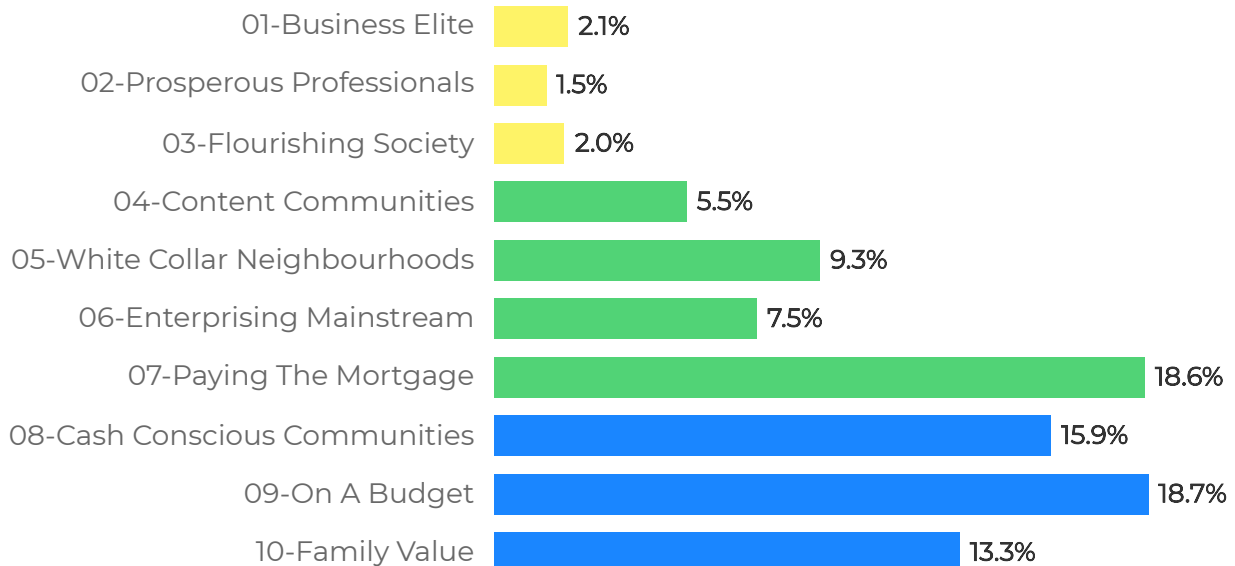
Origin of Guest Spend - Venues Within 1 Mile



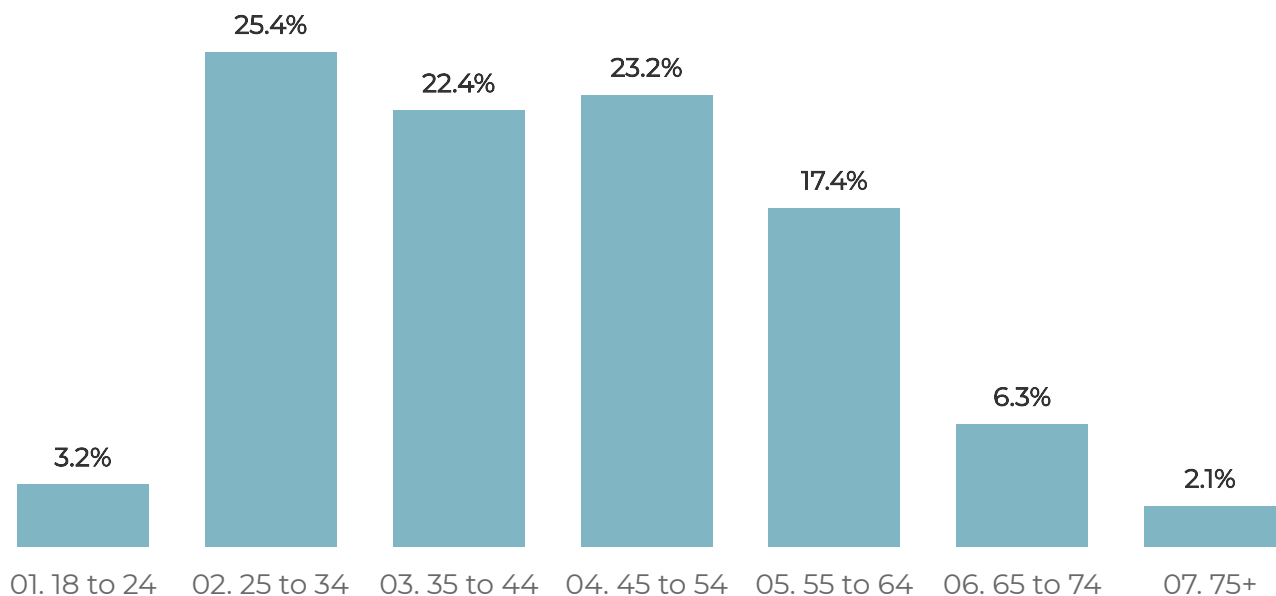


Share of Local Spend by Demographics

— Catchment % of Local Spend - Venues Within 1 Mile —



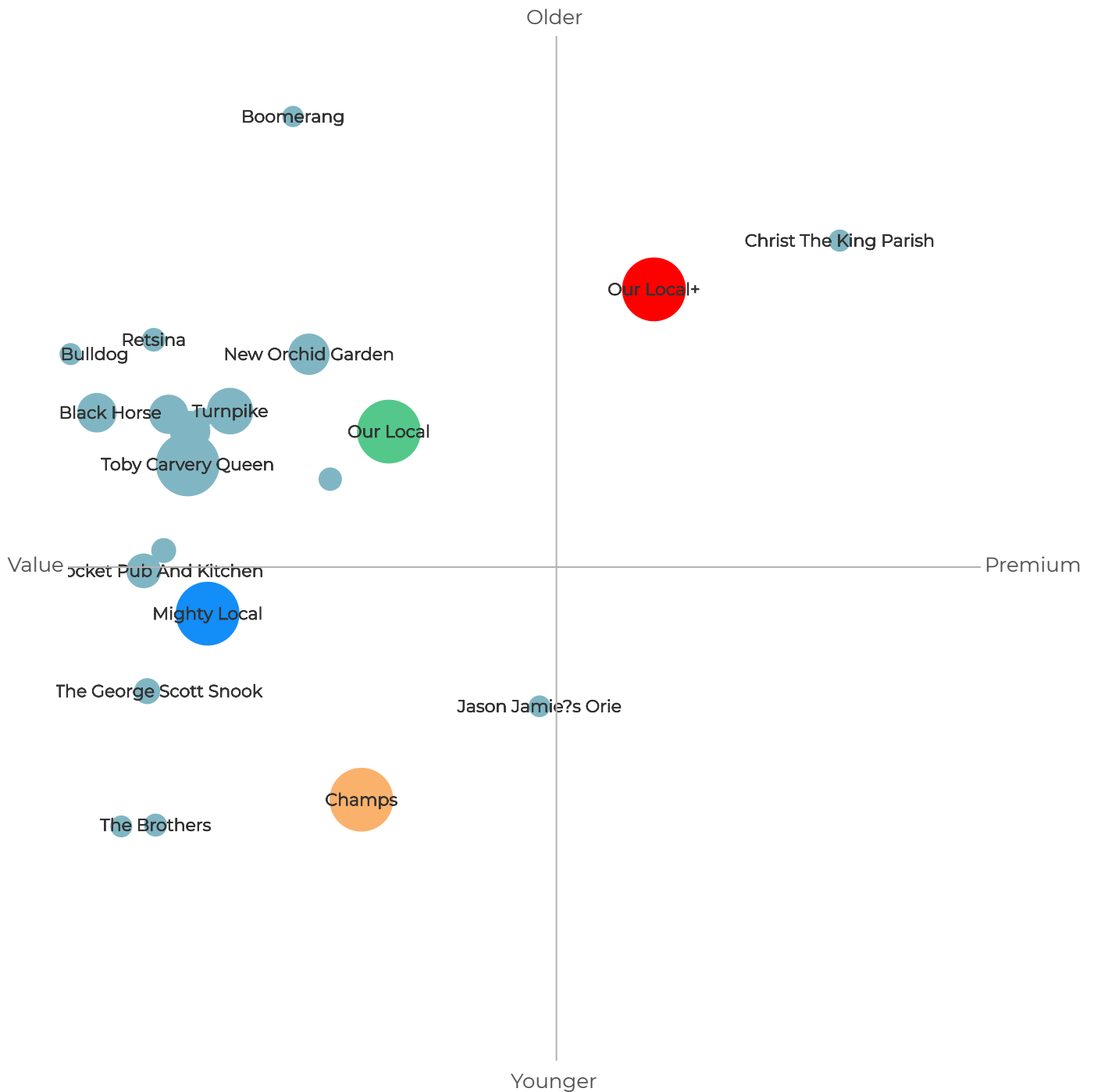
— Catchment % of Local Spend - Venues Within 1 Mile —





Share of Local Spend By Demographics

— Pubs & Bars Spend by Guest Profile Affluence Vs. Age —
Venues Within 1 Mile



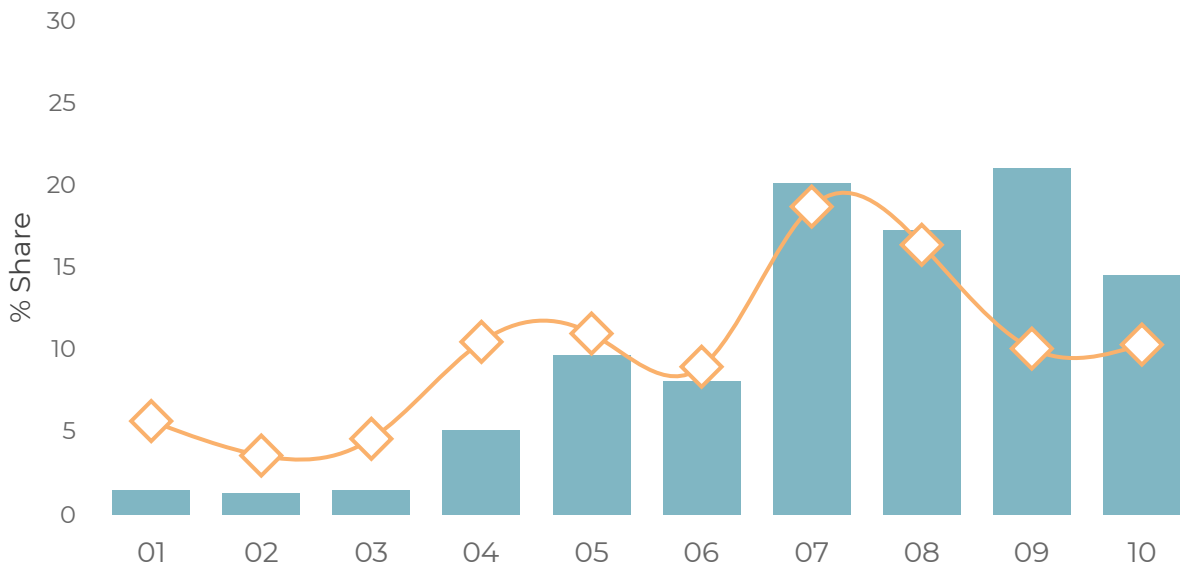


Concept Fit

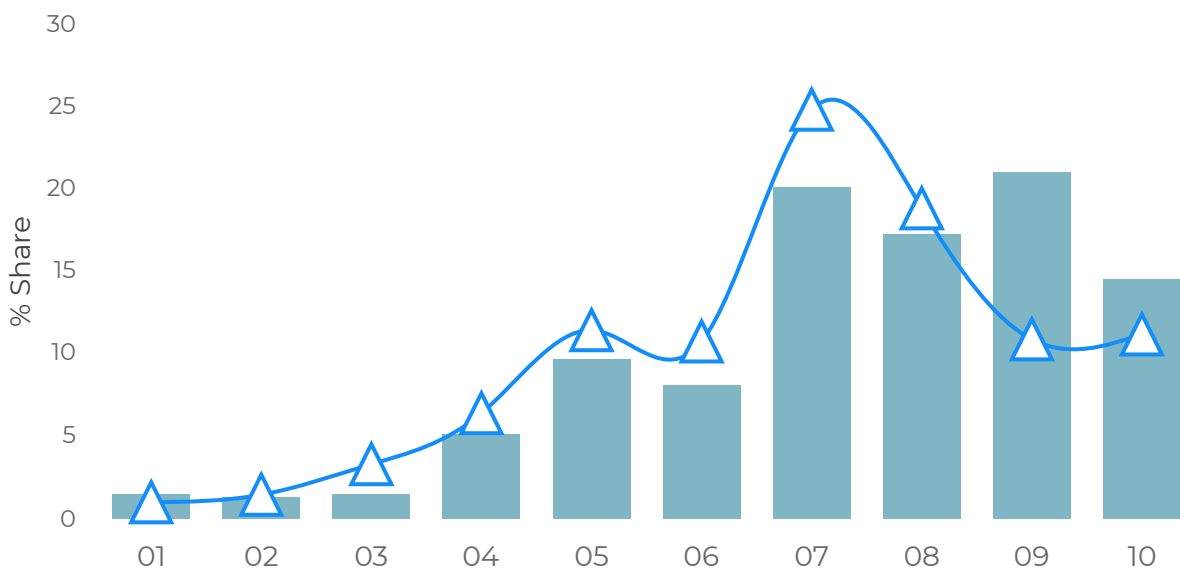
Lord Nelson



Champs



Mighty Local



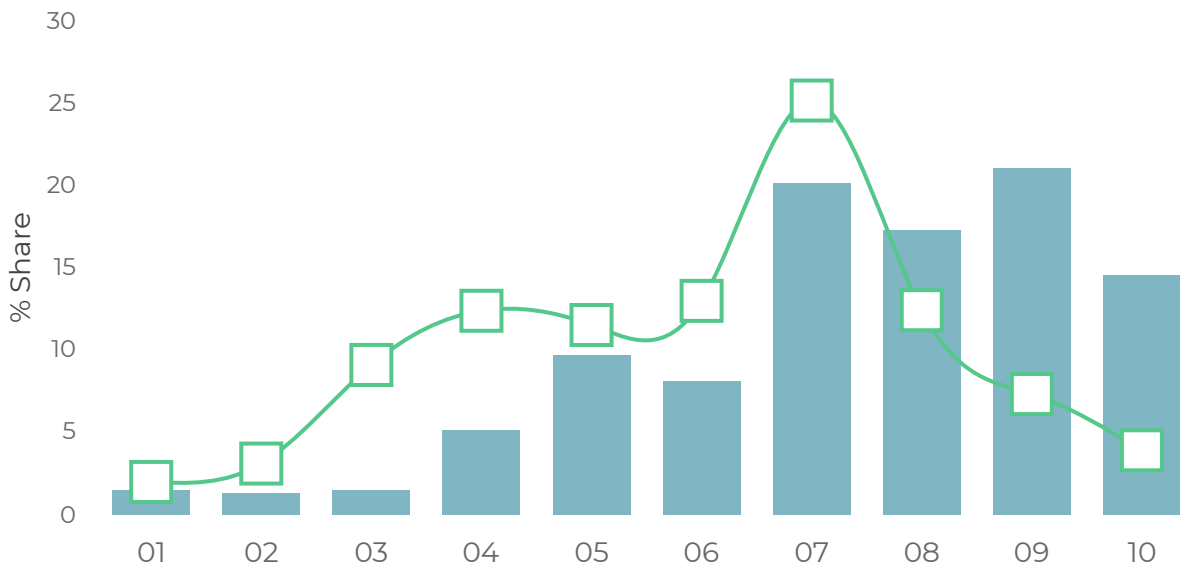


Concept Fit

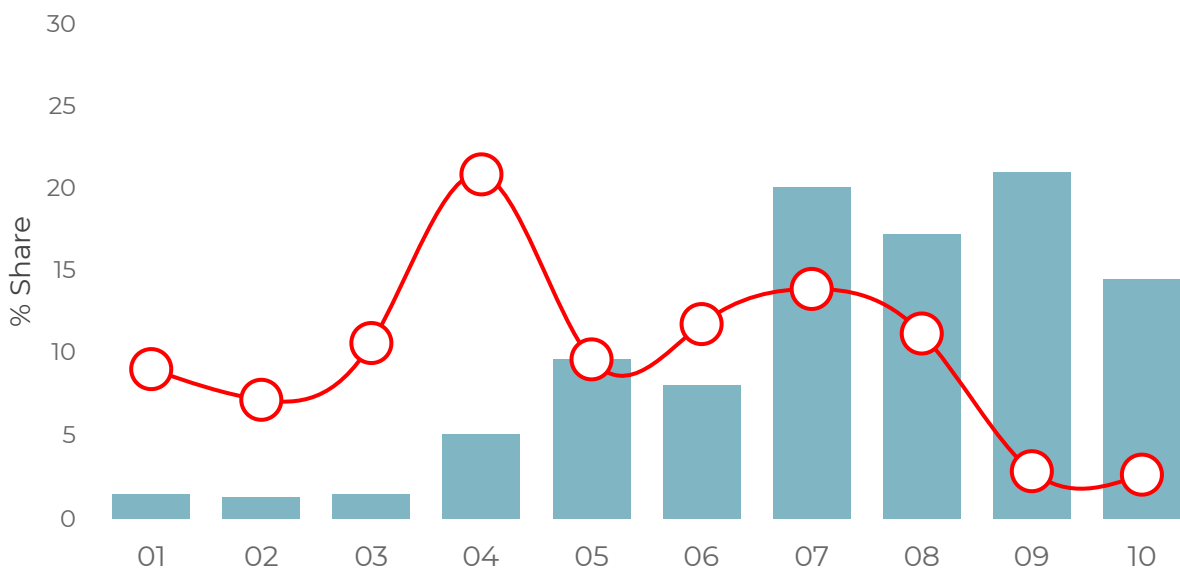
Lord Nelson



Our Local



Our Local+





Site Guest Demographics

Share of Guest Spend Within Site

01-Business Elite	0.0%
02-Prosperous Professionals	0.0%
03-Flourishing Society	0.0%
04-Content Communities	0.0%
05-White Collar Neighbourhoods	0.0%
06-Enterprising Mainstream	0.0%
07-Paying The Mortgage	0.0%
08-Cash Conscious Communities	0.0%
09-On A Budget	0.0%
10-Family Value	0.0%

Share of Guest Spend Within Site by Age

0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
01. 18 to 24	02. 25 to 34	03. 35 to 44	04. 45 to 54	05. 55 to 64	06. 65 to 74	07. 75+



Warning - No Sales Data for this Venue

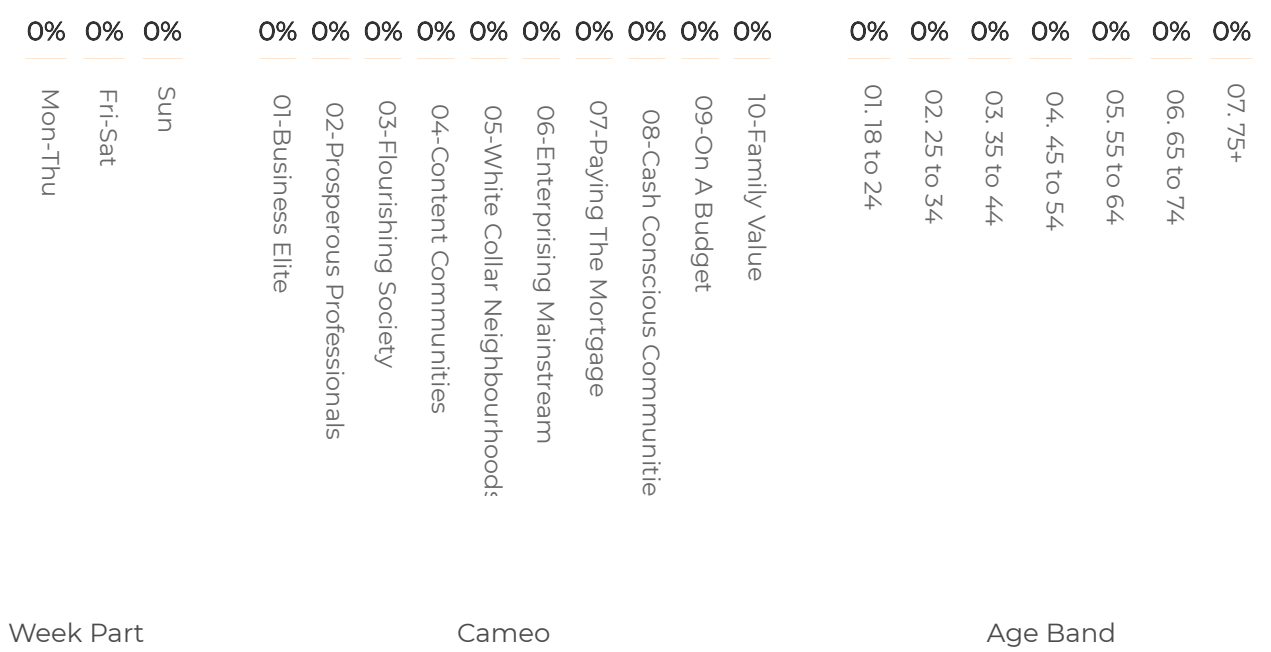
enquiries@hdinsights.com





Trading Profile Vs. Local Spend

— Guest & Trading Profile Vs. Local Market Within 1 Mile —
Above Line = Relative Strength





Appendix

Cameo Table

Cameo Group	UK Households	Social Class	Lifestage	Income	Housing Type
1. Business Elite	6.2%	AB	Younger	V.High	Flats / Detached
2. Prosperous Professionals	4.9%	AB	Older	High	Detached
3. Flourishing Society	9.7%	AB	Older	High	Detached
4. Content Communities	11.0%	C1	Older	High	Detached
5 White Collar Neighbourhoods	10.2%	C1	Middle Aged	High	Flats
6. Enterprising Mainstream	8.7%	C2	Middle Aged	Mid	Semi -detached
7. Paying The Mortgage	14.6%	C2	Middle Aged	Mid	Semi -detached
8. Cash Conscious Communities	13.1%	DE	Middle Aged	Low	Flats / Terraced
9. On A Budget	11.9%	DE	Younger	Low	Flats / Terraced
10. Family Value	9.4%	DE	Middle Aged	V.Low	Terraced

