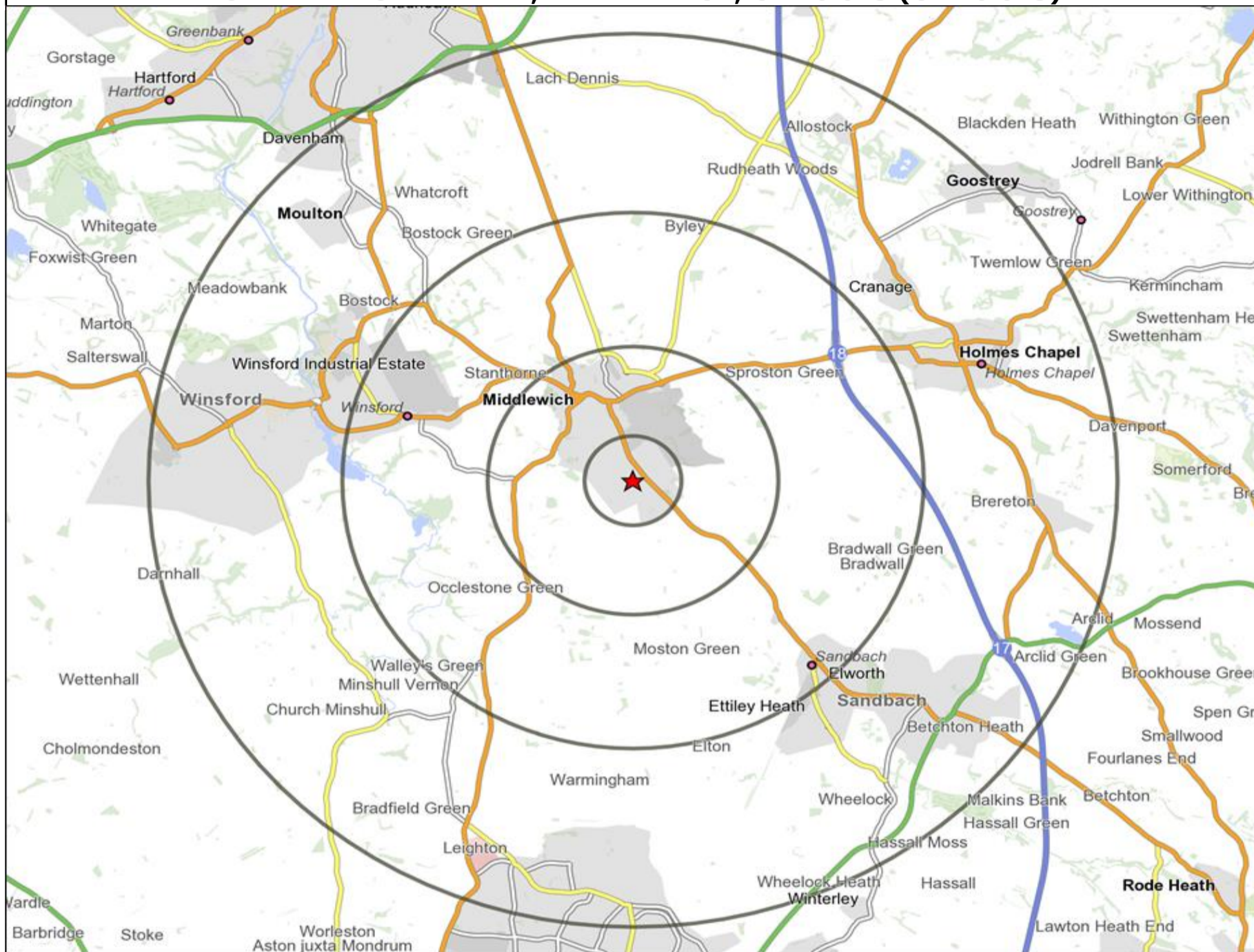




**Customer Profile Report for TURNPIKE, MIDDLEWICH (Punch Outlet Number: 202143)
78 WARMINGHAM LANE, MIDDLEWICH, CW10 0DJ (CW10 0DJ)**



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

Age Data Table

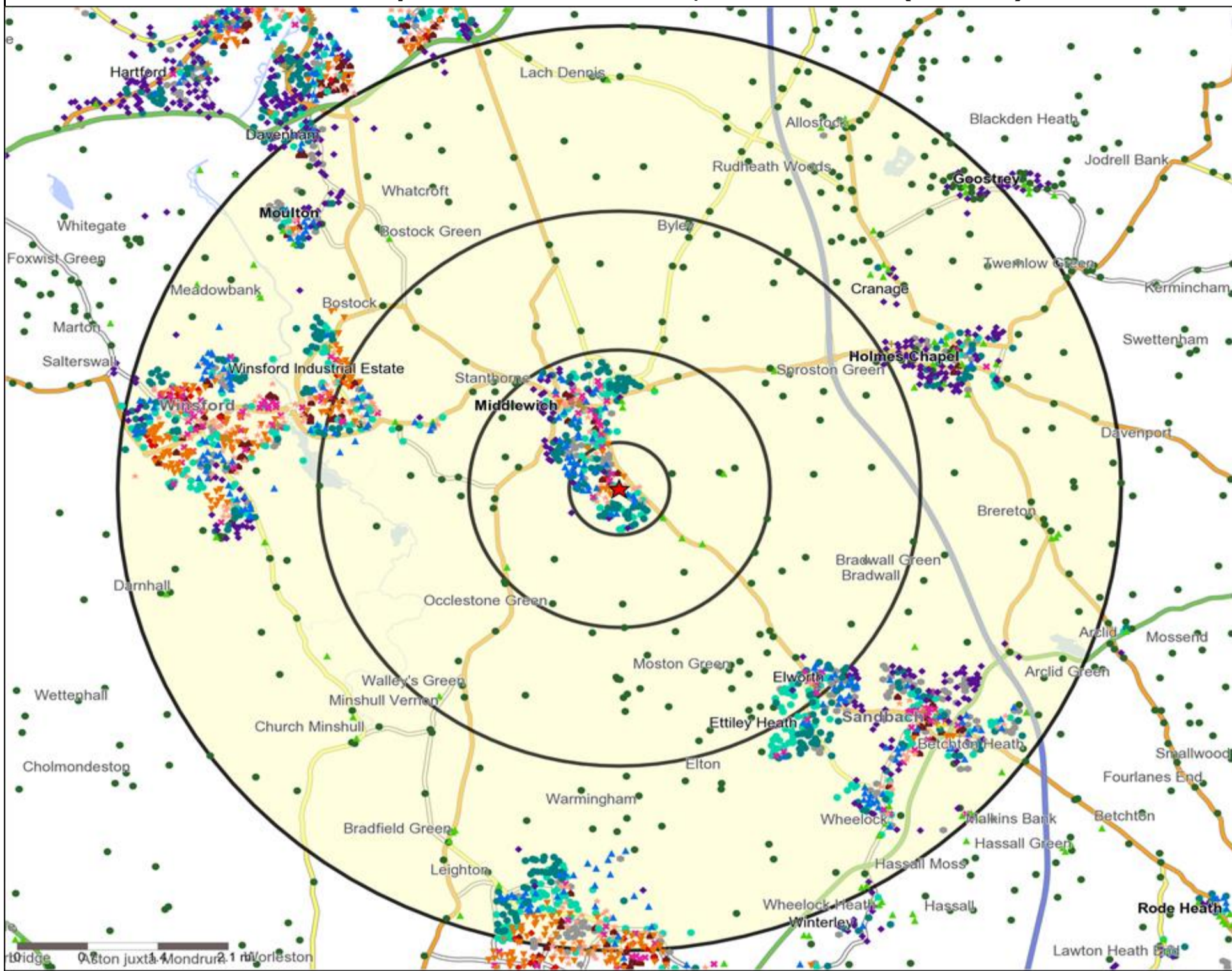
| | Count: | | | | | Index: | | | | |
|---------------------------------|---------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|------------------|
| | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime |
| 0-15 | 1,178 | 2,785 | 4,225 | 18,763 | 19,118 | 108 | 104 | 101 | 105 | 103 |
| 16-17 | 154 | 385 | 600 | 2,581 | 2,574 | 114 | 116 | 116 | 116 | 112 |
| 18-24 | 473 | 1,038 | 1,633 | 7,097 | 7,027 | 90 | 80 | 81 | 82 | 78 |
| 25-34 | 712 | 1,649 | 2,418 | 10,428 | 10,700 | 90 | 84 | 79 | 80 | 79 |
| 35-44 | 794 | 1,982 | 3,058 | 12,268 | 13,107 | 108 | 109 | 108 | 101 | 104 |
| 45-54 | 954 | 2,393 | 3,729 | 15,009 | 15,934 | 116 | 118 | 118 | 111 | 114 |
| 55-64 | 664 | 1,656 | 2,648 | 11,110 | 11,798 | 101 | 102 | 105 | 103 | 105 |
| 65+ | 876 | 2,439 | 3,969 | 18,203 | 18,696 | 84 | 95 | 99 | 106 | 105 |
| Population estimate 2015 | 5,805 | 14,327 | 22,280 | 95,459 | 98,954 | 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 | 5,447 | 13,548 | 21,052 | 91,347 | 94,717 | 98% | 98% | 98% | 98% | 98% |
| Mixed / Multiple Ethnic Groups | 34 | 103 | 148 | 772 | 785 | 1% | 1% | 1% | 1% | 1% |
| Asian / Asian British | 41 | 87 | 141 | 880 | 930 | 1% | 1% | 1% | 1% | 1% |
| Black / African / Caribbean / Black British | 3 | 10 | 29 | 199 | 165 | 0% | 0% | 0% | 0% | 0% |
| Other Ethnic Group | 36 | 58 | 76 | 242 | 254 | 1% | 0% | 0% | 0% | 0% |
| All People (Ethnic Group) | 5,561 | 13,806 | 21,446 | 93,440 | 96,851 | 100 | 100 | 100 | 100 | 100 |



Mosaic UK Map and Data: TURNPIKE, MIDDLEWICH (202143)



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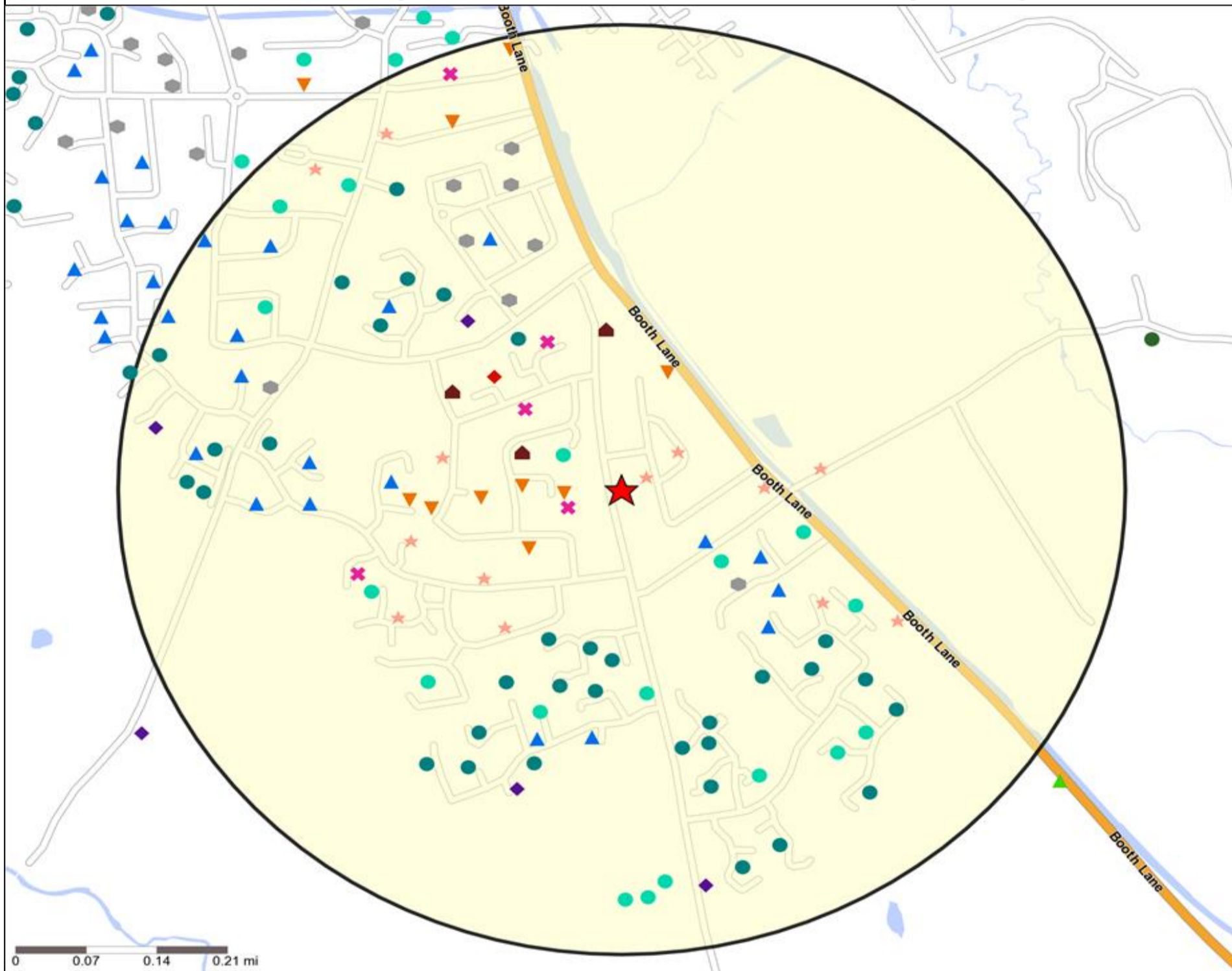
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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 - 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+) | 47 | 819 | 1,058 | 7,588 | 8,596 | 14 | 101 | 84 | 141 | 153 |
| C Country Living (18+) | 0 | 159 | 1,384 | 4,543 | 5,045 | 0 | 21 | 115 | 89 | 94 |
| D Rural Reality (18+) | 11 | 100 | 220 | 2,010 | 2,399 | 4 | 13 | 18 | 39 | 45 |
| E Senior Security (18+) | 275 | 679 | 1,098 | 6,096 | 5,870 | 76 | 75 | 78 | 101 | 94 |
| F Suburban Stability (18+) | 750 | 1,841 | 2,625 | 8,308 | 8,894 | 275 | 272 | 248 | 184 | 189 |
| G Domestic Success (18+) | 1,287 | 3,139 | 3,666 | 12,218 | 13,159 | 342 | 336 | 252 | 197 | 203 |
| H Aspiring Homemakers (18+) | 681 | 1,629 | 2,666 | 10,551 | 10,018 | 167 | 161 | 169 | 157 | 143 |
| I Family Basics (18+) | 453 | 563 | 1,153 | 7,325 | 6,193 | 140 | 70 | 92 | 137 | 111 |
| J Transient Renters (18+) | 217 | 554 | 940 | 4,075 | 3,915 | 84 | 86 | 94 | 96 | 88 |
| K Municipal Challenge (18+) | 40 | 40 | 78 | 1,172 | 907 | 15 | 6 | 8 | 27 | 20 |
| L Vintage Value (18+) | 73 | 349 | 520 | 3,109 | 3,814 | 26 | 50 | 48 | 67 | 79 |
| M Modest Traditions (18+) | 639 | 1,080 | 1,668 | 6,361 | 7,241 | 301 | 205 | 203 | 181 | 198 |
| N Urban Cohesion (18+) | 0 | 0 | 0 | 36 | 36 | 0 | 0 | 0 | 1 | 1 |
| O Rental Hubs (18+) | 0 | 146 | 231 | 464 | 913 | 0 | 17 | 17 | 8 | 15 |
| Adults 18+ estimate 2015 | 4,473 | 11,098 | 17,307 | 73,856 | 77,000 | 100 | 100 | 100 | 100 | 100 |



Mosaic UK Map and Data: TURNPIKE, MIDDLEWICH (202143)



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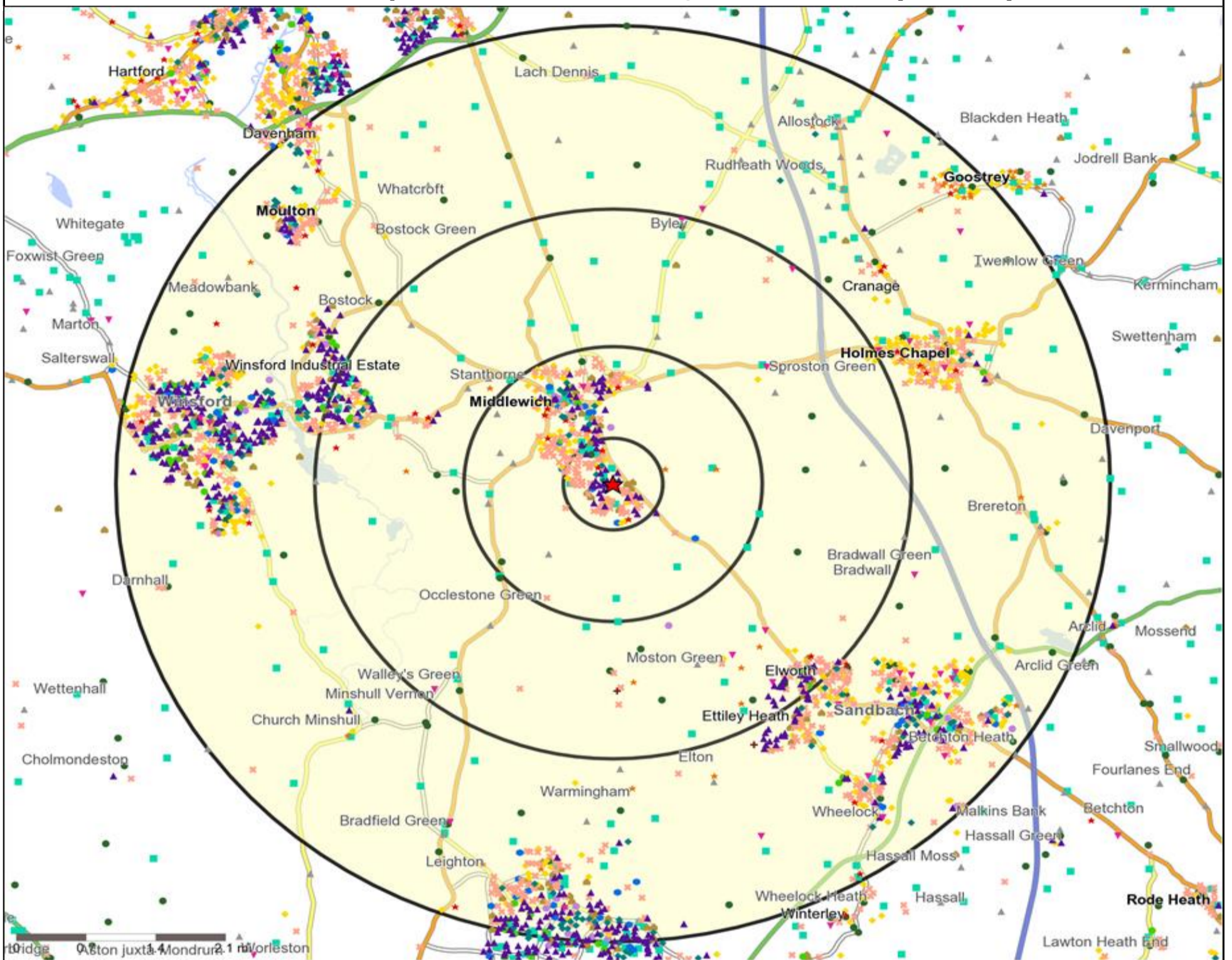
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- ▲ H Aspiring Homemakers
- ▼ I Family Basics
- J Transient 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+) | 47 | 14 |
| C Country Living (18+) | 0 | 0 |
| D Rural Reality (18+) | 11 | 4 |
| E Senior Security (18+) | 275 | 76 |
| F Suburban Stability (18+) | 750 | 275 |
| G Domestic Success (18+) | 1,287 | 342 |
| H Aspiring Homemakers (18+) | 681 | 167 |
| I Family Basics (18+) | 453 | 140 |
| J Transient Renters (18+) | 217 | 84 |
| K Municipal Challenge (18+) | 40 | 15 |
| L Vintage Value (18+) | 73 | 26 |
| M Modest Traditions (18+) | 639 | 301 |
| N Urban Cohesion (18+) | 0 | 0 |
| O Rental Hubs (18+) | 0 | 0 |
| Adults 18+ estimate 2015 | 4,473 | 100 |



Occasions Map and Data: TURNPIKE, MIDDLEWICH (202143)



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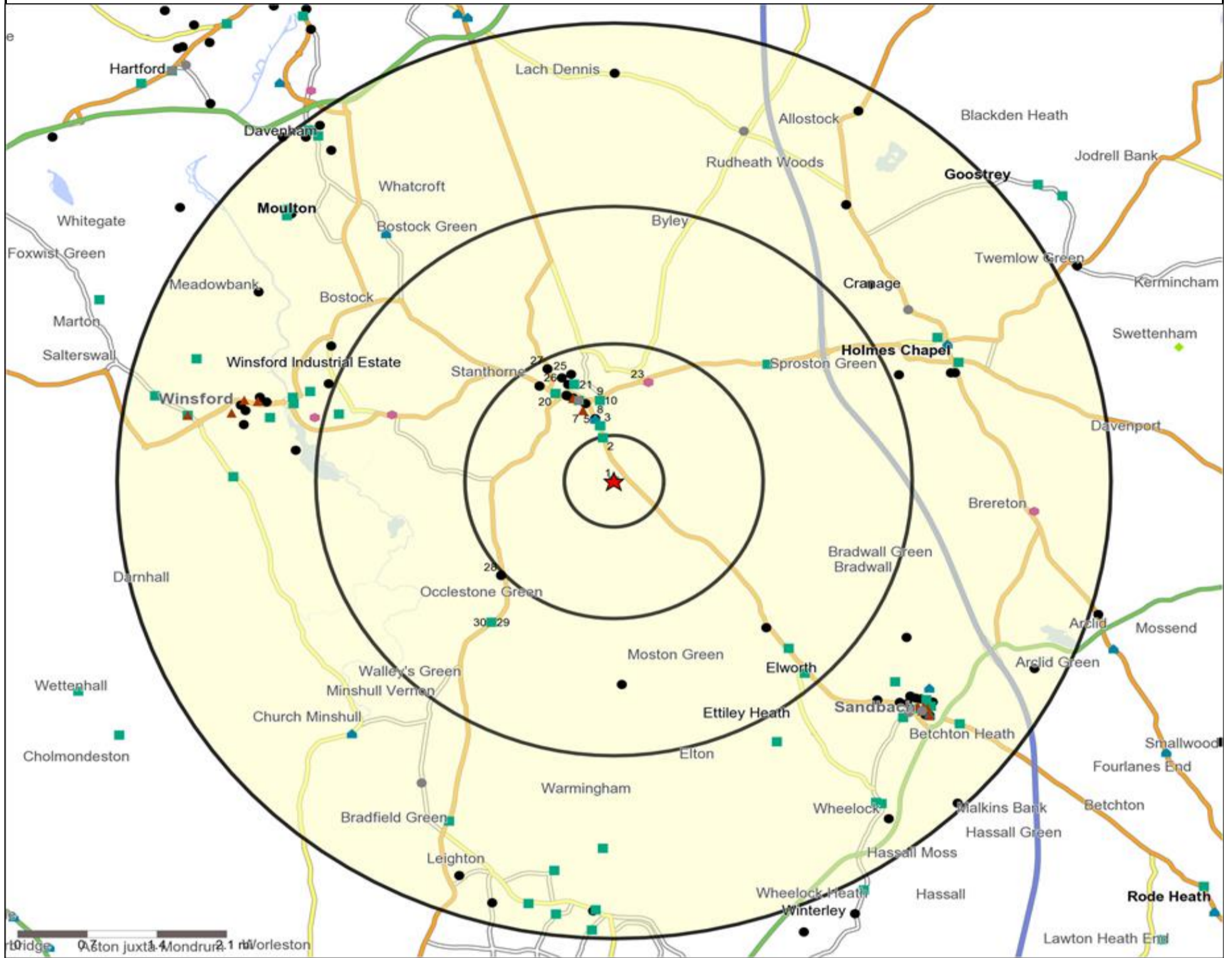
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 10 Wining and Dining
- ▲ 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 | 258 | 611 | 1,051 | 5,022 | 4,893 | 74 | 72 | 82 | 89 | 85 |
| 02 Early Doors | 294 | 727 | 1,117 | 5,061 | 5,172 | 100 | 103 | 104 | 107 | 107 |
| 03 Everyday is Friday | 295 | 683 | 1,015 | 4,319 | 4,534 | 118 | 113 | 111 | 107 | 110 |
| 04 Weekend Millionaires | 439 | 929 | 1,451 | 6,483 | 6,316 | 122 | 107 | 110 | 112 | 107 |
| 05 Out On The Town | 379 | 847 | 1,286 | 5,631 | 5,632 | 109 | 101 | 101 | 101 | 99 |
| 06 Business and Pleasure | 118 | 313 | 512 | 2,095 | 2,203 | 66 | 72 | 78 | 73 | 75 |
| 07 Sporting Pints | 249 | 551 | 880 | 4,050 | 3,894 | 65 | 59 | 63 | 66 | 62 |
| 08 Student Social | 137 | 403 | 606 | 2,375 | 2,532 | 85 | 103 | 102 | 91 | 95 |
| 09 Leisurely Lunch | 296 | 768 | 1,176 | 5,250 | 5,445 | 87 | 93 | 94 | 96 | 97 |
| 10 Wining and Dining | 443 | 1,157 | 1,646 | 6,817 | 7,203 | 114 | 123 | 116 | 109 | 113 |
| 11 Household Outing | 396 | 852 | 1,271 | 5,664 | 5,734 | 129 | 115 | 113 | 115 | 113 |
| 12 Midweek Meal Deal | 168 | 370 | 623 | 2,979 | 2,870 | 97 | 89 | 98 | 107 | 101 |
| 13 Date Night | 297 | 879 | 1,230 | 5,211 | 5,644 | 108 | 132 | 122 | 118 | 125 |
| 14 Birthday Treat | 306 | 771 | 1,089 | 4,697 | 5,080 | 111 | 116 | 108 | 106 | 112 |
| 15 Pre Show Meal | 101 | 245 | 381 | 1,549 | 1,593 | 107 | 107 | 110 | 102 | 102 |
| Number of Occasions | 4,176 | 10,106 | 15,334 | 67,203 | 68,745 | 100 | 100 | 100 | 100 | 100 |



Competition Map and Data: TURNPIKE, MIDDLEWICH (202143)



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

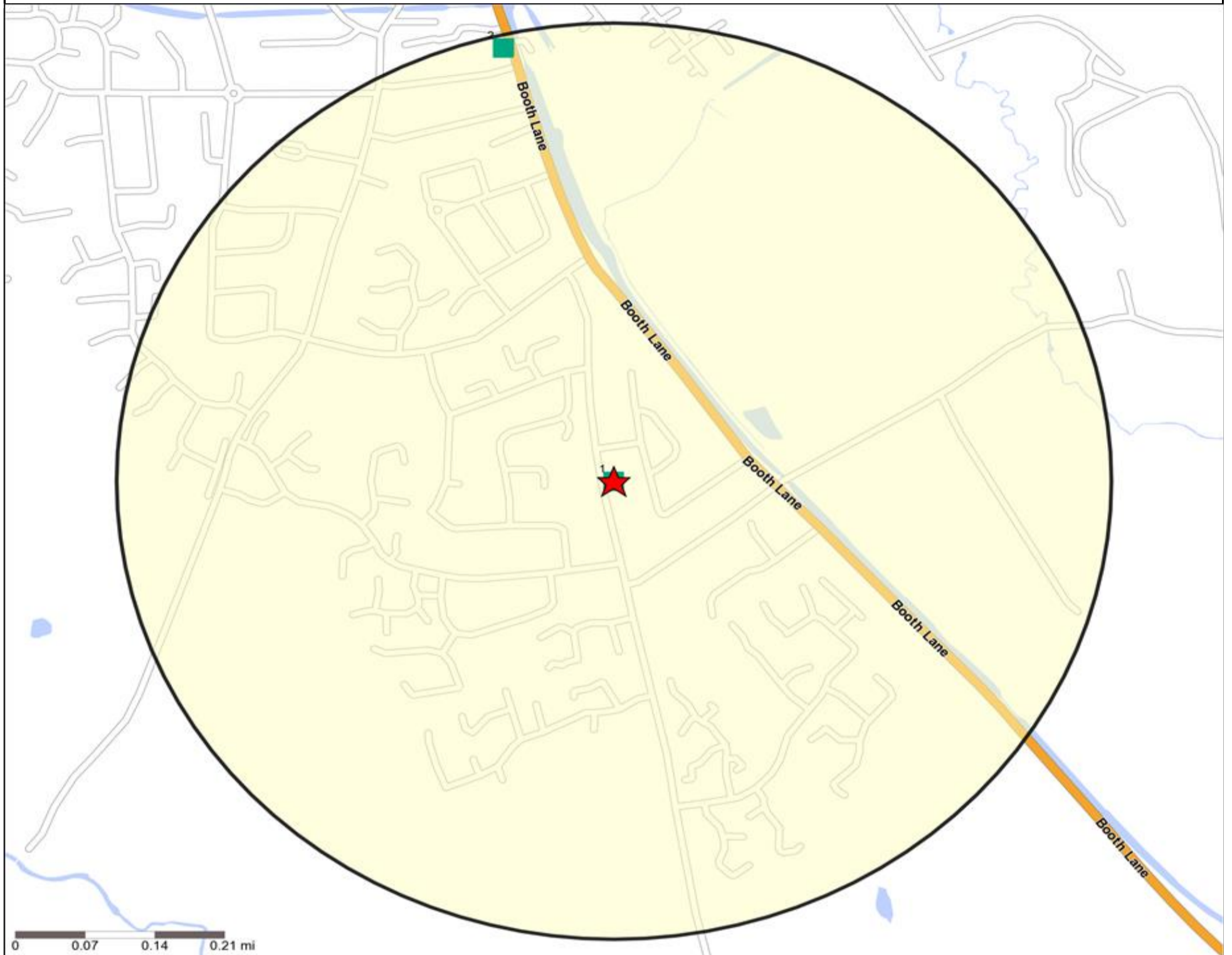


Competition Type Summary Table











| Reporting Category | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles |
|--------------------|---------------|---------------|---------------|---------------|
| Café / Wine Bar | 0 | 1 | 1 | 6 |
| Circuit Bar | 0 | 2 | 2 | 11 |
| Community Local | 2 | 8 | 12 | 44 |
| Dry Led | 0 | 2 | 2 | 7 |
| Branded Food Pub | 0 | 1 | 2 | 4 |
| Rural | 0 | 0 | 0 | 1 |
| Other | 0 | 13 | 17 | 65 |
| Total | 2 | 27 | 36 | 138 |



Competition Map and Data: TURNPIKE, MIDDLEWICH (202143)



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 | 2 |
| Dry Led | 0 |
| Branded Food Pub | 0 |
| Rural | 0 |
| Other | 0 |
| Total | 2 |



Local Competition: TURNPIKE, MIDDLEWICH (202143)

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

| Rank | Pub name | Address | Owner | Postcode | Category | Distance (Miles) |
|------|---------------------------------------|--|---------------------|----------|-----------------|------------------|
| N/A | TURNPIKE, MIDDLEWICH | 78 WARMINGHAM LANE, MIDDLEWICH, CW10 0DJ | Punch Taverns | CW10 0DJ | Punch Taverns | 0.00 |
| 1 | Turnpike | 78 Warmingham Lane, Middlewich | Punch Pub Company | CW10 0DJ | Community Local | 0.00 |
| 2 | Kings Lock Inn | 1 Booth Lane, Middlewich | Admiral Taverns Ltd | CW10 0JJ | Community Local | 0.49 |
| 3 | Cheshire Cheese | 101 Lewin Street, Middlewich | Admiral Taverns Ltd | CW10 9AX | Community Local | 0.62 |
| 4 | Royal British Legion Club | 100 Lewin Street, Middlewich | Independent Free | CW10 9AS | Other | 0.71 |
| 5 | Narrow Boat | 22 Lewin Street, Middlewich | Admiral Taverns Ltd | CW10 9AS | Dry Led | 0.71 |
| 6 | Middlewich Civic Hall | Lewin Street, Middlewich | Independent Free | CW10 9AS | Other | 0.71 |
| 7 | Kings Arms | 2 Queen Street, Hightown, Middlewich | Independent Free | CW10 9AR | Circuit Bar | 0.83 |
| 8 | Kinderton House Hotel | Kinderton Street, Middlewich | Greene King | CW10 0JE | Other | 0.89 |
| 9 | Middlewich Masonic Hall | 28 Kinderton Street, Middlewich | Independent Free | CW10 0JE | Other | 0.89 |
| 10 | Boars Head | Kinderton Street, Middlewich | Robinsons | CW10 0JE | Community Local | 0.89 |
| 11 | Indian Cheshire Restaurant | 18 Hightown, Middlewich | Independent Free | CW10 9AN | Other | 0.89 |
| 12 | White Bear | 10-12 Wheelock Street, Middlewich | Enterprise Inns | CW10 9AG | Community Local | 0.95 |
| 13 | Bar Kandi | 11 Wheelock Street, Middlewich | Independent Free | CW10 9AG | Cafe / Wine Bar | 0.95 |
| 14 | Vaults | 6-8 Wheelock Street, Middlewich | Unknown | CW10 9AG | Community Local | 0.95 |
| 15 | Eastern Night Balti Restaurant | 51 Wheelock Street, Middlewich | Independent Free | CW10 9AB | Other | 0.99 |
| 16 | Reflections | Wheelock Street, Middlewich | Unknown | CW10 9AB | Circuit Bar | 0.99 |
| 17 | Alhambra Chinese Restaurant | 33 Wheelock Street, Middlewich | Independent Free | CW10 9AB | Other | 0.99 |
| 18 | Cue Club | Wheelock Street, Middlewich | Independent Free | CW10 9AE | Other | 1.05 |
| 19 | Body Rockers | 86 Wheelock Street, Middlewich | Independent Free | CW10 9AE | Other | 1.05 |
| 20 | Golden Lion | 61 Chester Road, Middlewich | Independent Free | CW10 9ET | Community Local | 1.12 |
| 21 | Newton Brewery Inn | 68 Webbs Lane, Middlewich | Admiral Taverns Ltd | CW10 9DN | Community Local | 1.13 |
| 22 | Big Lock | 96 Webbs Lane, Middlewich | Punch Pub Company | CW10 9DN | Dry Led | 1.13 |
| 23 | Salt Cellar | Pochin Way, Middlewich | Mitchells & Butlers | CW10 0JU | Branded Food | 1.13 |
| 24 | Middlewich Athletic Social Club | Seddon Street, Middlewich | Independent Free | CW10 9DT | Other | 1.15 |
| 25 | Middlewich Town Fc | Finneys Lane, Middlewich | Independent Free | CW10 9DR | Other | 1.24 |
| 26 | Sandhurst Hotel & Hudson's Restaurant | 69 Chester Road, Middlewich | Independent Free | CW10 9EU | Other | 1.28 |
| 27 | Middlewich Cricket Club | Croxton Lane, Middlewich | Independent Free | CW10 9EZ | Other | 1.40 |
| 28 | Hays Chemicals Sports & Social Club | Nantwich Road, Wimboldsley, Middlewich | Independent Free | CW10 0LN | Other | 1.53 |
| 29 | Verdin Arms | Nantwich Road, Wimboldsley, Middlewich | Robinsons | CW10 0LW | Community Local | 1.98 |
| 30 | Steventon Social Club | Cledford Lane, Middlewich | Independent Free | CW10 0LW | Other | 1.98 |