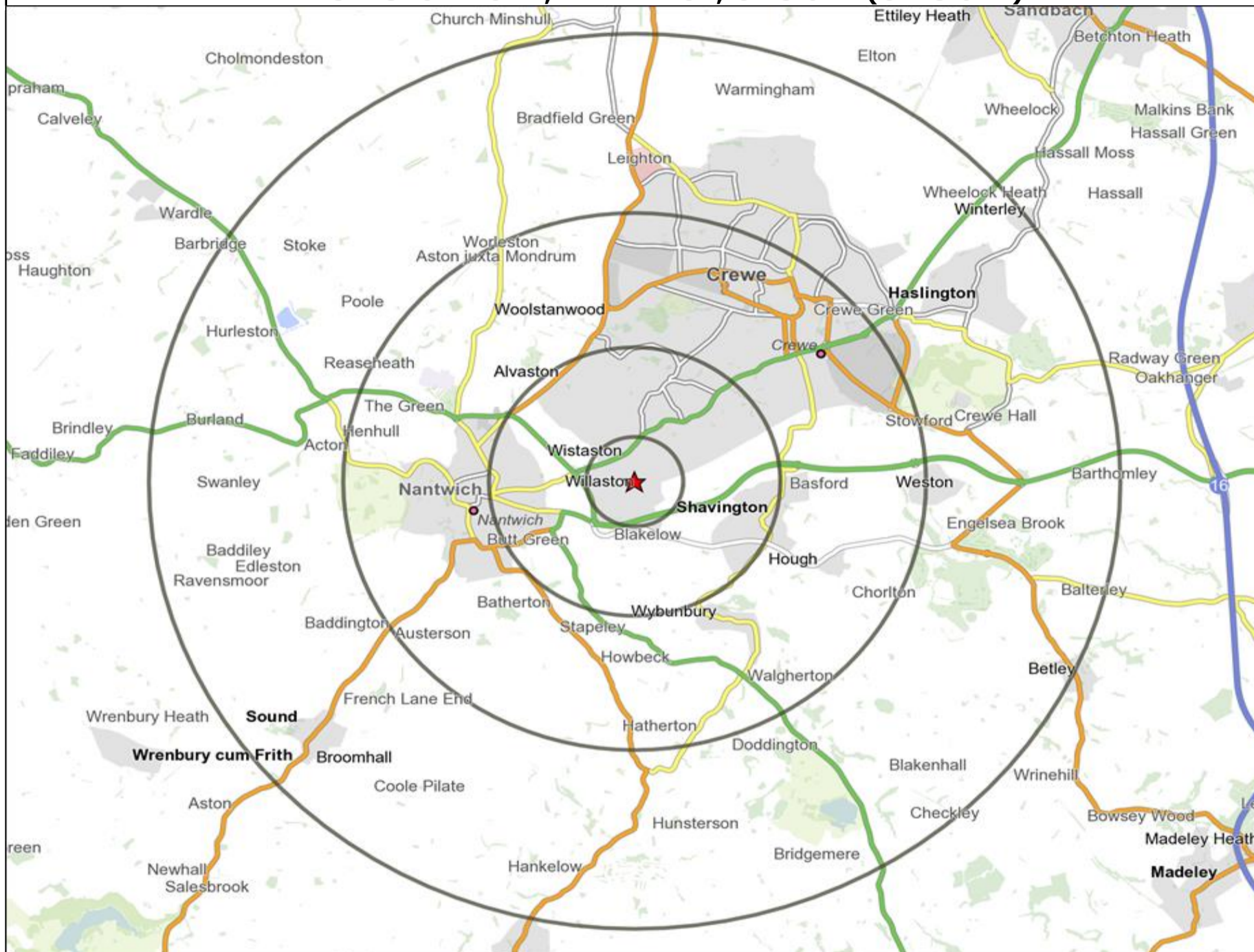




**Customer Profile Report for LAMB, WILLASTON (Punch Outlet Number: 202926)
12 WISTASTON ROAD, NANTWICH, CW5 6PX (CW 5 6PX)**



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

Age Data Table

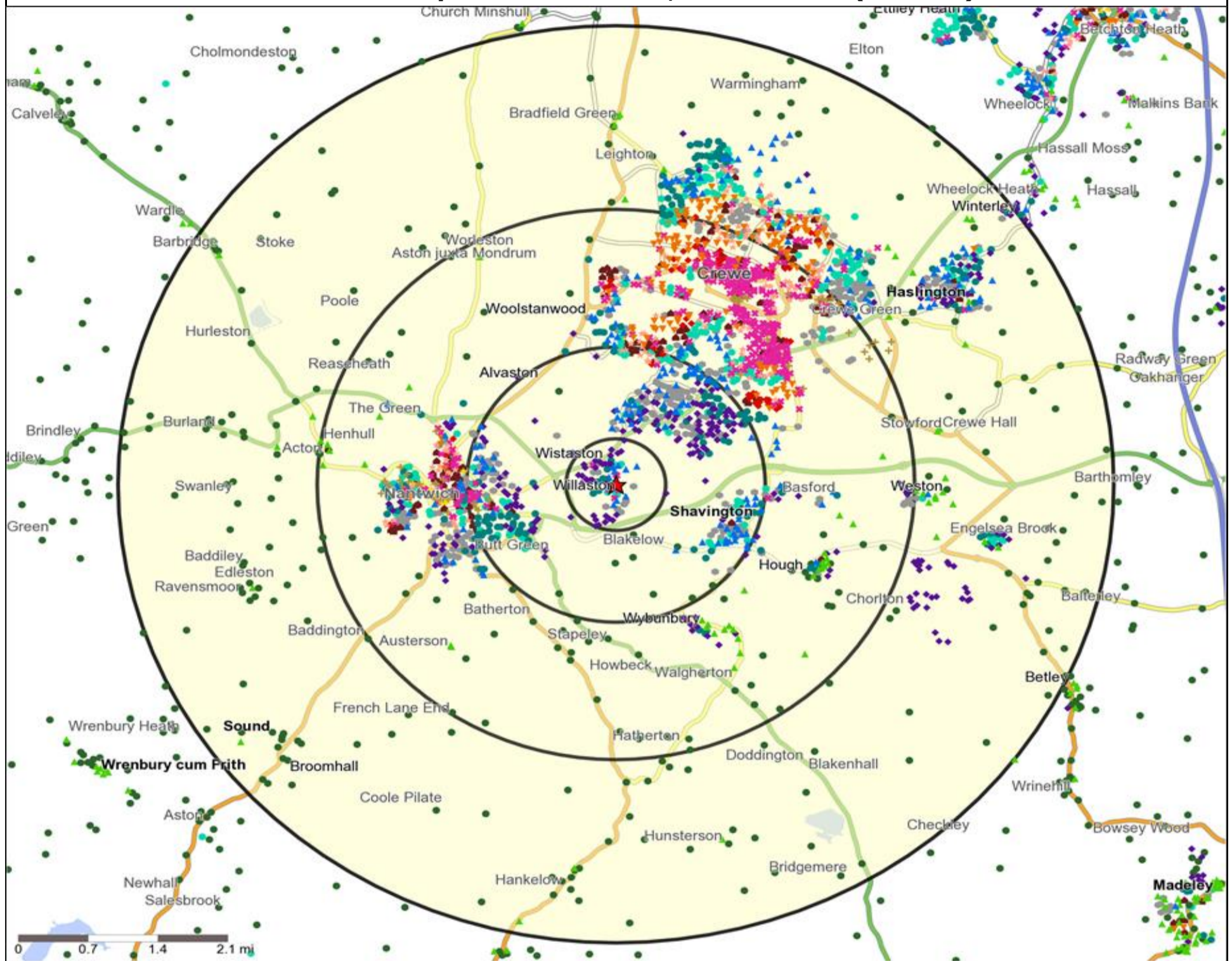
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	499	3,851	14,318	21,172	22,658	90	89	98	101	100
16-17	87	562	1,863	2,749	2,972	127	105	103	106	106
18-24	180	1,419	7,596	11,012	11,608	68	68	108	109	106
25-34	261	2,087	9,926	13,592	14,316	65	66	93	89	86
35-44	370	2,832	9,286	13,543	14,657	99	96	94	95	95
45-54	444	3,633	10,936	16,283	17,990	106	111	99	103	105
55-64	397	2,933	8,297	12,156	13,542	119	112	94	96	99
65+	707	5,826	15,570	21,367	23,462	133	140	111	106	107
Population estimate 2015	2,945	23,143	77,792	111,874	121,205	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	2,878	22,306	72,907	105,619	114,597	99%	98%	96%	96%	96%
Mixed / Multiple Ethnic Groups	13	175	1,024	1,400	1,466	0%	1%	1%	1%	1%
Asian / Asian British	8	170	1,251	1,661	1,720	0%	1%	2%	2%	1%
Black / African / Caribbean / Black British	5	56	478	681	690	0%	0%	1%	1%	1%
Other Ethnic Group	6	51	302	367	379	0%	0%	0%	0%	0%
All People (Ethnic Group)	2,910	22,758	75,962	109,728	118,852	100	100	100	100	100



Mosaic UK Map and Data: LAMB, WILLASTON (202926)



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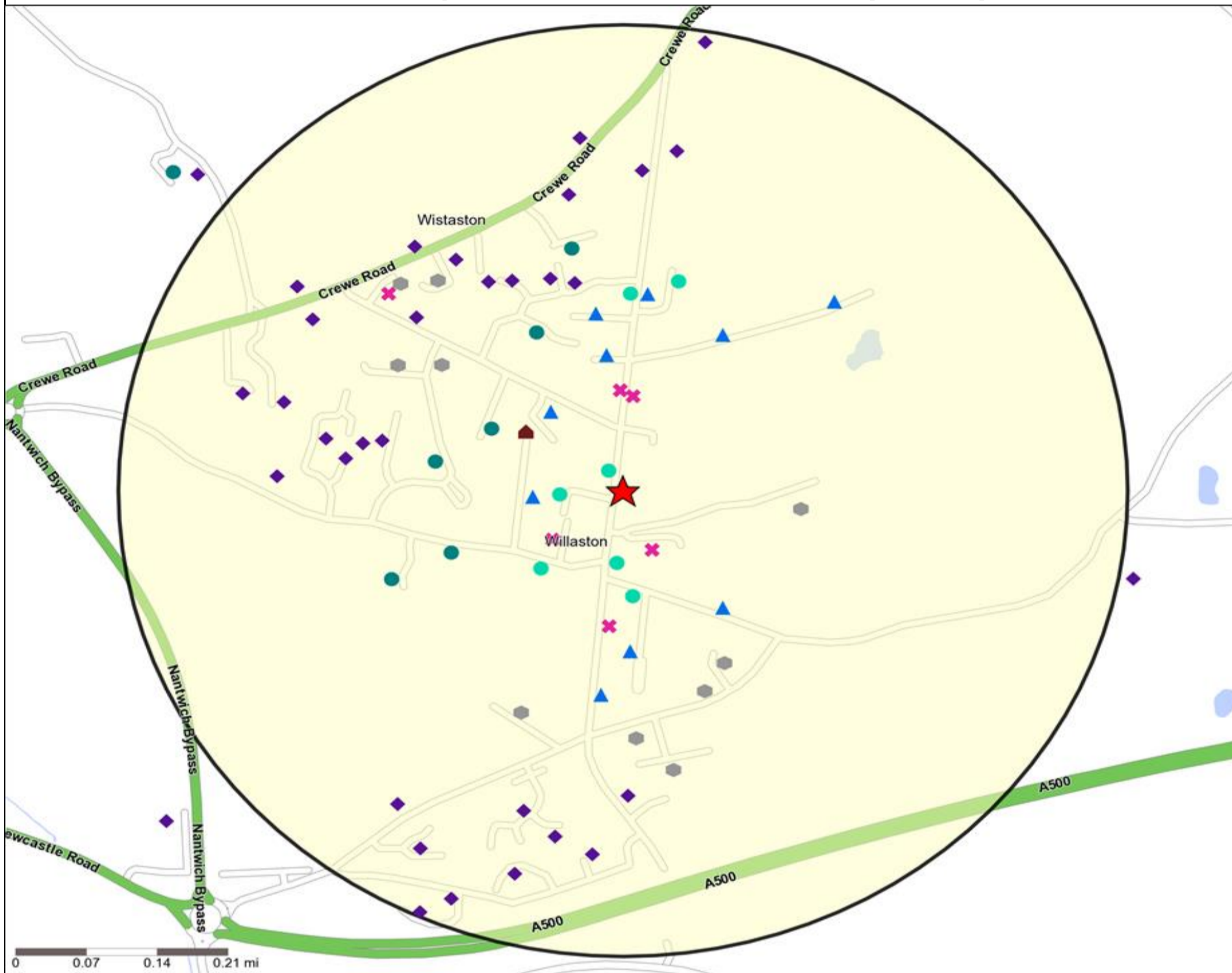
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	728	4,394	5,813	7,608	8,216	423	323	130	121	120
C Country Living (18+)	0	203	1,281	4,488	7,553	0	16	30	75	115
D Rural Reality (18+)	0	0	848	1,521	3,354	0	0	20	25	51
E Senior Security (18+)	265	4,285	8,026	10,571	10,684	138	282	161	150	139
F Suburban Stability (18+)	599	2,960	4,993	7,607	7,939	416	260	134	144	138
G Domestic Success (18+)	359	3,272	5,661	8,749	9,296	181	209	110	120	117
H Aspiring Homemakers (18+)	237	2,161	5,873	10,369	10,980	110	127	105	132	128
I Family Basics (18+)	0	1	4,843	8,051	8,179	0	0	110	129	120
J Transient Renters (18+)	143	453	11,089	11,701	11,762	105	42	314	234	216
K Municipal Challenge (18+)	0	19	2,706	3,151	3,151	0	2	75	62	57
L Vintage Value (18+)	28	440	4,654	5,435	5,529	19	37	121	100	93
M Modest Traditions (18+)	0	324	3,497	5,412	5,640	0	37	120	131	126
N Urban Cohesion (18+)	0	8	139	139	140	0	1	4	3	3
O Rental Hubs (18+)	0	142	1,775	1,804	1,805	0	10	38	27	25
Adults 18+ estimate 2015	2,359	18,662	61,198	86,606	94,228	100	100	100	100	100



Mosaic UK Map and Data: LAMB, WILLASTON (202926)



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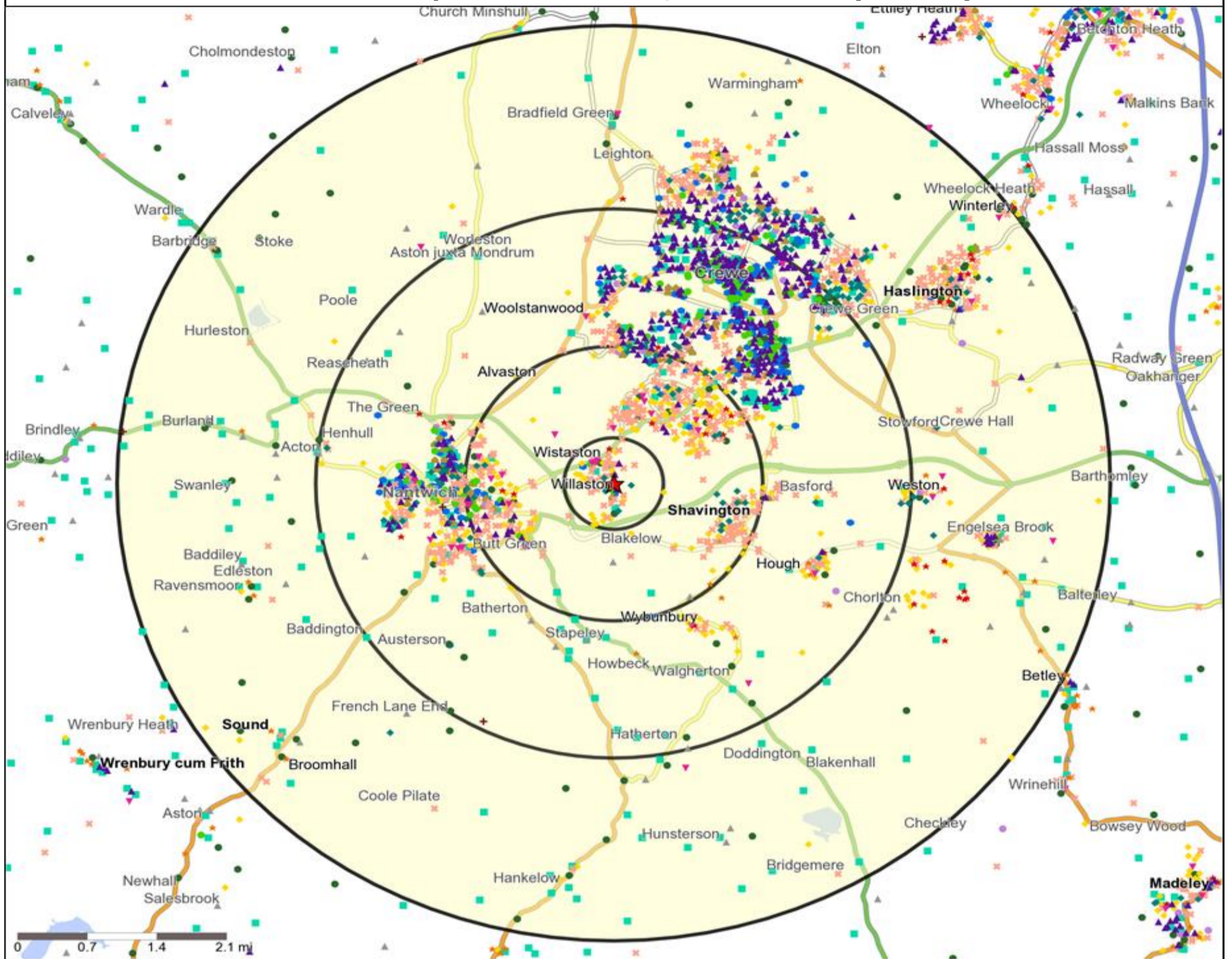
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- ▲ H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	728		423	
C Country Living (18+)	0		0	
D Rural Reality (18+)	0		0	
E Senior Security (18+)	265		138	
F Suburban Stability (18+)	599		416	
G Domestic Success (18+)	359		181	
H Aspiring Homemakers (18+)	237		110	
I Family Basics (18+)	0		0	
J Transient Renters (18+)	143		105	
K Municipal Challenge (18+)	0		0	
L Vintage Value (18+)	28		19	
M Modest Traditions (18+)	0		0	
N Urban Cohesion (18+)	0		0	
O Rental Hubs (18+)	0		0	
Adults 18+ estimate 2015	2,359		100	



Occasions Map and Data: LAMB, WILLASTON (202926)



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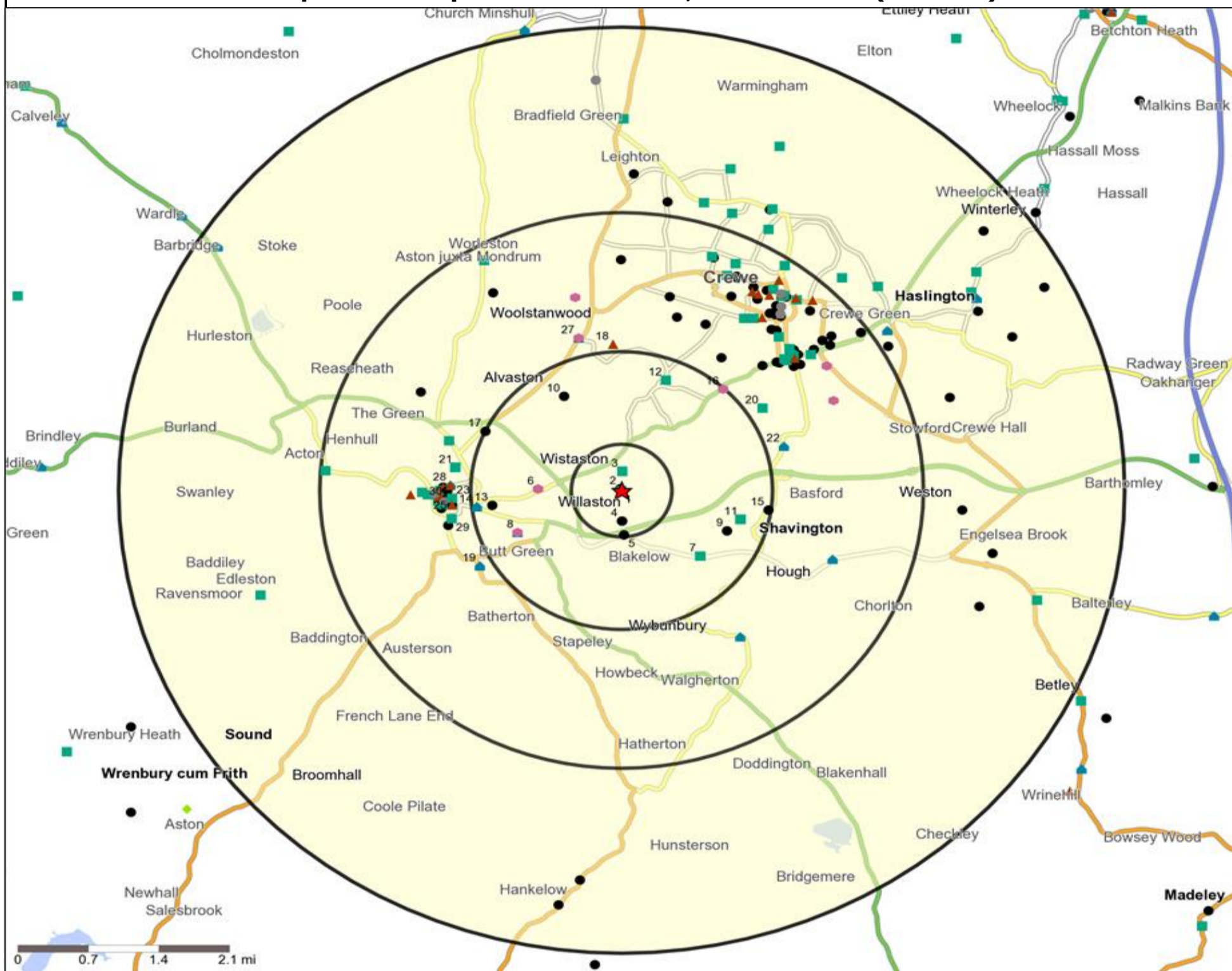
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 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	106	857	4,629	6,464	7,071	64	67	99	97	99
02 Early Doors	147	1,116	4,057	5,859	6,308	107	104	103	106	106
03 Everyday is Friday	117	928	3,556	5,015	5,360	100	102	106	106	105
04 Weekend Millionaires	124	925	6,008	8,222	8,554	73	70	124	120	117
05 Out On The Town	145	1,094	5,573	7,473	7,791	89	86	120	114	110
06 Business and Pleasure	51	433	1,635	2,471	2,805	61	66	68	73	77
07 Sporting Pints	84	633	4,497	5,865	6,041	47	45	88	81	77
08 Student Social	91	655	1,536	2,425	2,776	119	111	71	79	84
09 Leisurely Lunch	179	1,433	4,364	6,111	6,667	112	115	95	95	96
10 Wining and Dining	279	2,116	4,948	7,161	7,781	153	149	95	97	98
11 Household Outing	147	1,126	4,204	6,187	6,510	102	100	102	106	104
12 Midweek Meal Deal	30	354	2,781	3,905	4,252	37	56	120	119	121
13 Date Night	232	1,813	3,604	5,251	5,824	180	181	98	101	104
14 Birthday Treat	176	1,347	3,482	5,030	5,473	136	134	94	96	98
15 Pre Show Meal	55	429	1,169	1,735	1,890	124	124	92	97	98
Number of Occasions	1,963	15,259	56,043	79,174	85,103	100	100	100	100	100



Competition Map and Data: LAMB, WILLASTON (202926)



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

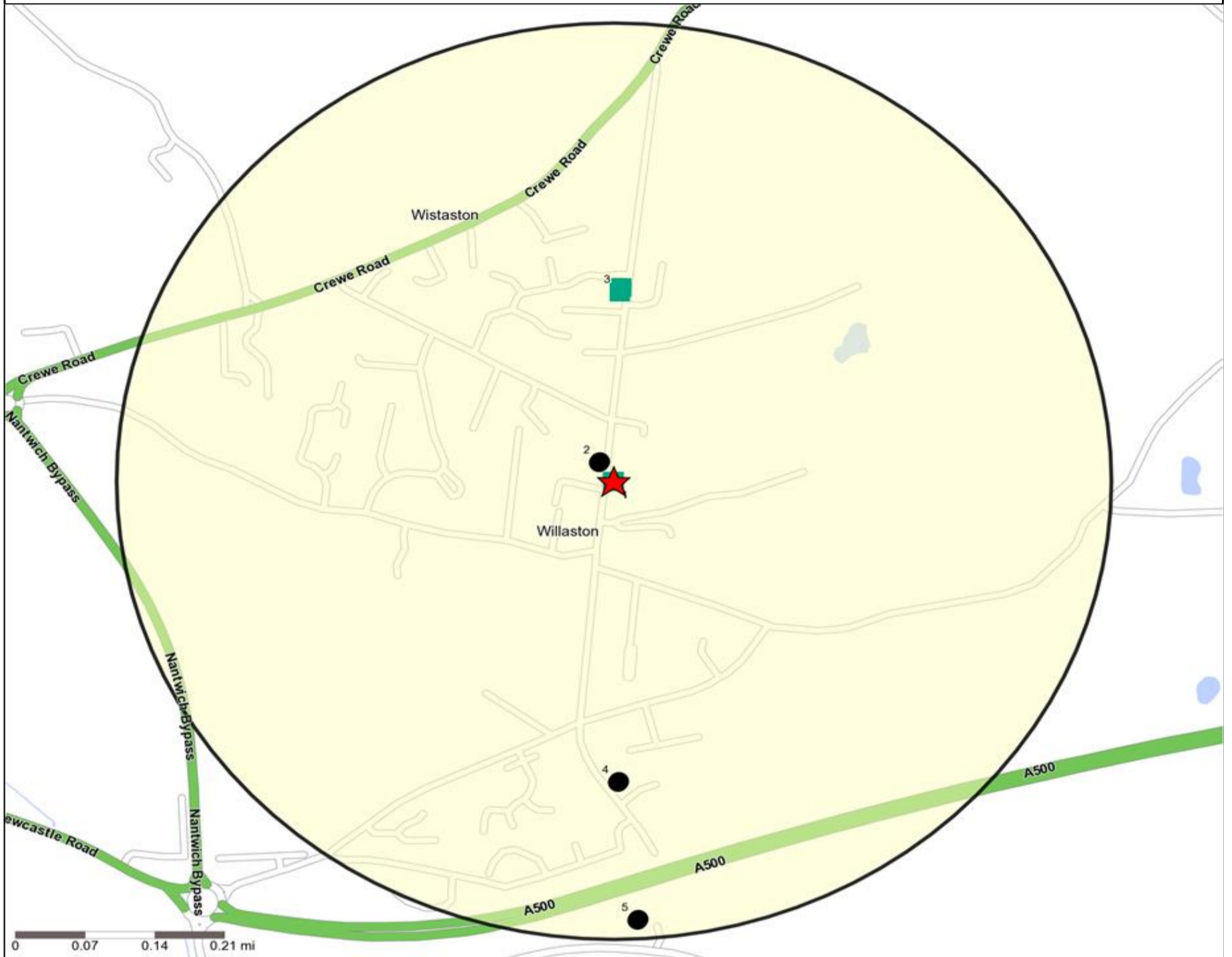
- ★ Location
- Branded Food
- ▲ Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

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	0	5	6
Circuit Bar	0	0	17	17
Community Local	2	5	37	50
Dry Led	0	1	5	9
Branded Food Pub	0	3	8	8
Rural	0	0	1	2
Other	3	8	75	98
Total	5	17	148	190



Competition Map and Data: LAMB, WILLASTON (202926)



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	3
Total	5



Local Competition: LAMB, WILLASTON (202926)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	LAMB, WILLASTON	12 WISTASTON ROAD, NANTWICH, CW5 6PX	Punch Taverns	CW 5 6PX	Punch Taverns	0.00
1	Lamb Hotel	12 Wistaston Road, Willaston, Nantwich	Punch Pub Company	CW 5 6PX	Community Local	0.00
2	Willaston Social Club	7 Wistaston Road, Willaston, Nantwich	Independent Free	CW 5 6PU	Other	0.03
3	Nags Head Inn	87 Wistaston Road, Willaston, Nantwich	Punch Pub Company	CW 5 6QP	Community Local	0.21
4	South Cheshire Masonic Club	Wybunbury Road, Willaston, Nantwich	Independent Free	CW 5 7ER	Other	0.33
5	Crewe Vagrants Cricket & Hockey Club	Newcastle Road, Willaston, Nantwich	Independent Free	CW 5 7EP	Other	0.48
6	Peacock	221 Crewe Road, Willaston, Nantwich	Mitchells & Butlers	CW 5 6NE	Branded Food	0.83
7	Elephant	289 Newcastle Road, Shavington, Crewe	Punch Pub Company	CW 2 5DZ	Community Local	1.06
8	Cronkinsons Farm	Pear Tree Field, Stapeley, Nantwich	Marston's	CW 5 7GZ	Branded Food	1.13
9	Shavington Village Hall	Main Road, Crewe	Independent Free	CW 2 5DU	Other	1.13
10	Alvaston Hall Hotel	Middlewich Road, Alvaston, Nantwich	Warner Breaks	CW 5 6PE	Other	1.17
11	Vine Inn	2 Rope Lane, Shavington, Crewe	Marston's	CW 2 5DT	Community Local	1.22
12	Woodside	Valley Road, Crewe	Greene King	CW 2 8JU	Community Local	1.27
13	Nantwich Town Football Club	Jackson Avenue, Nantwich	Independent Free	CW 5 6LL	Other	1.29
14	Leopard	33 London Road, Nantwich	Punch Pub Company	CW 5 6LJ	Dry Led	1.45
15	Shavington Social Club	116 Crewe Road, Shavington, Crewe	Independent Free	CW 2 5DL	Other	1.47
16	Ye Olde Manor	Nantwich Road, Crewe	Mitchells & Butlers	CW 2 6PB	Branded Food	1.49
17	Nantwich Cricket Club	Whitehouse Lane, Nantwich	Independent Free	CW 5 6HH	Other	1.50
18	Level One	32 High Street, Crewe	Independent Free	CW 2 8RS	Circuit Bar	1.58
19	Globe	100 Audlem Road, Nantwich	Independent Free	CW 5 7EA	Dry Led	1.63
20	Raven	1 Brookhouse Drive, Crewe	Independent Free	CW 2 6NA	Community Local	1.66
21	Rifleman	68 James Hall Street, Nantwich	Robinsons	CW 5 5QE	Community Local	1.67
22	Cheshire Cheese	332 Crewe Road, Shavington, Crewe	Greene King	CW 2 5AF	Dry Led	1.68
23	Bowling Green	The Gullet, Nantwich	Enterprise Inns	CW 5 5DN	Community Local	1.69
24	Boot & Shoe	82 Hospital Street, Nantwich	Punch Pub Company	CW 5 5RP	Circuit Bar	1.69
25	Vine Inn	42 Hospital Street, Nantwich	Hydes Anvil	CW 5 5RP	Circuit Bar	1.69
26	Amici	90 Hospital Street, Nantwich	Independent Free	CW 5 5RP	Other	1.69
27	Rising Sun Inn	Middlewich Road, Wistaston, Crewe	Greene King	CW 2 8SB	Branded Food	1.70
28	Red Cow	51 Beam Street, Nantwich	Robinsons	CW 5 5NF	Circuit Bar	1.70
29	Railway	Pillory Street, Nantwich	Star Pubs & Bars	CW 5 5SS	Community Local	1.72
30	Nantwich Civic Hall	1 Market Street, Nantwich	Independent Free	CW 5 5DG	Other	1.73