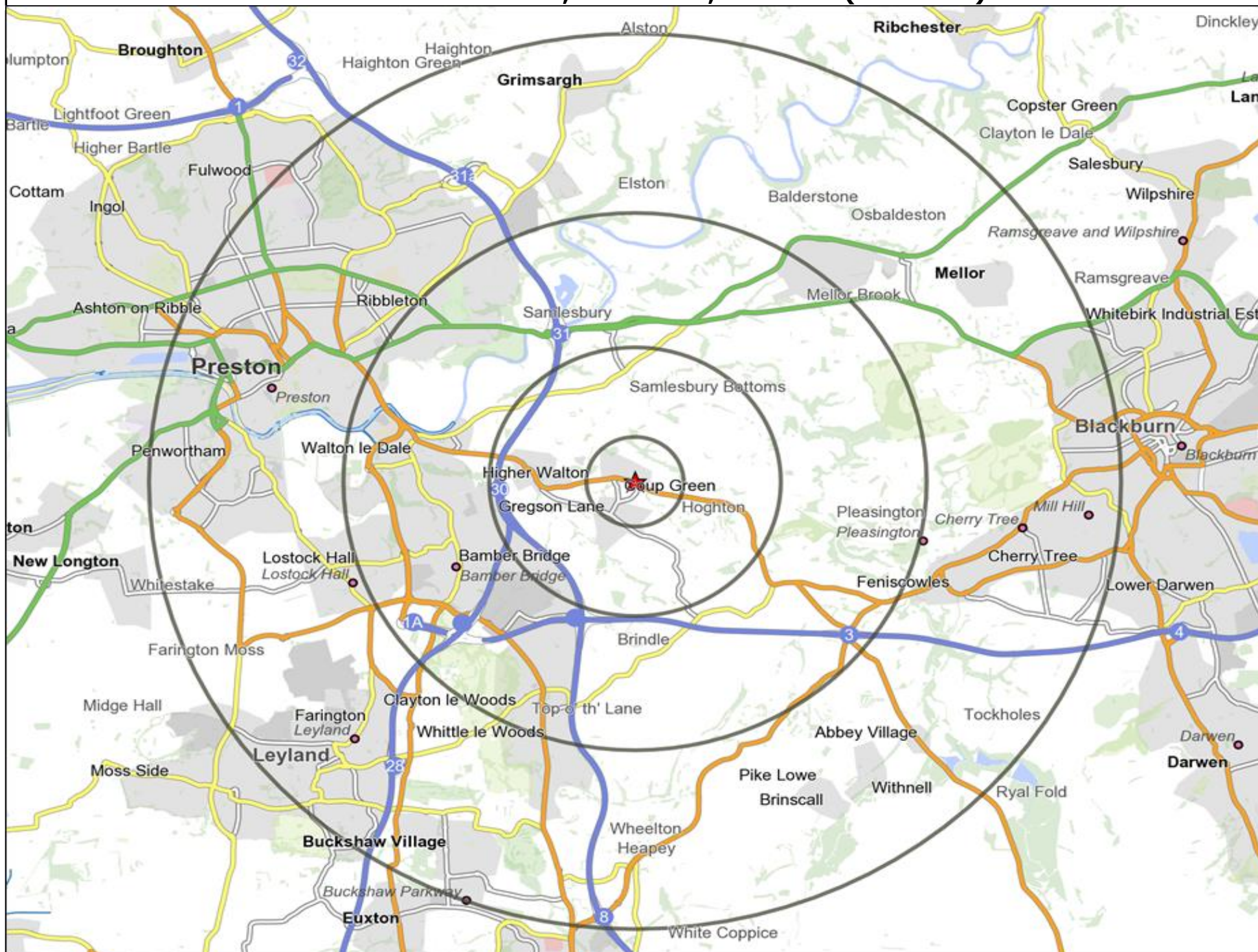




Customer Profile Report for OLD OAK INN, HOGHTON (Punch Outlet Number: 203060)
143 HOGHTON LANE, PRESTON, PR5 0JE (PR 5 0JE)



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

Age Data Table

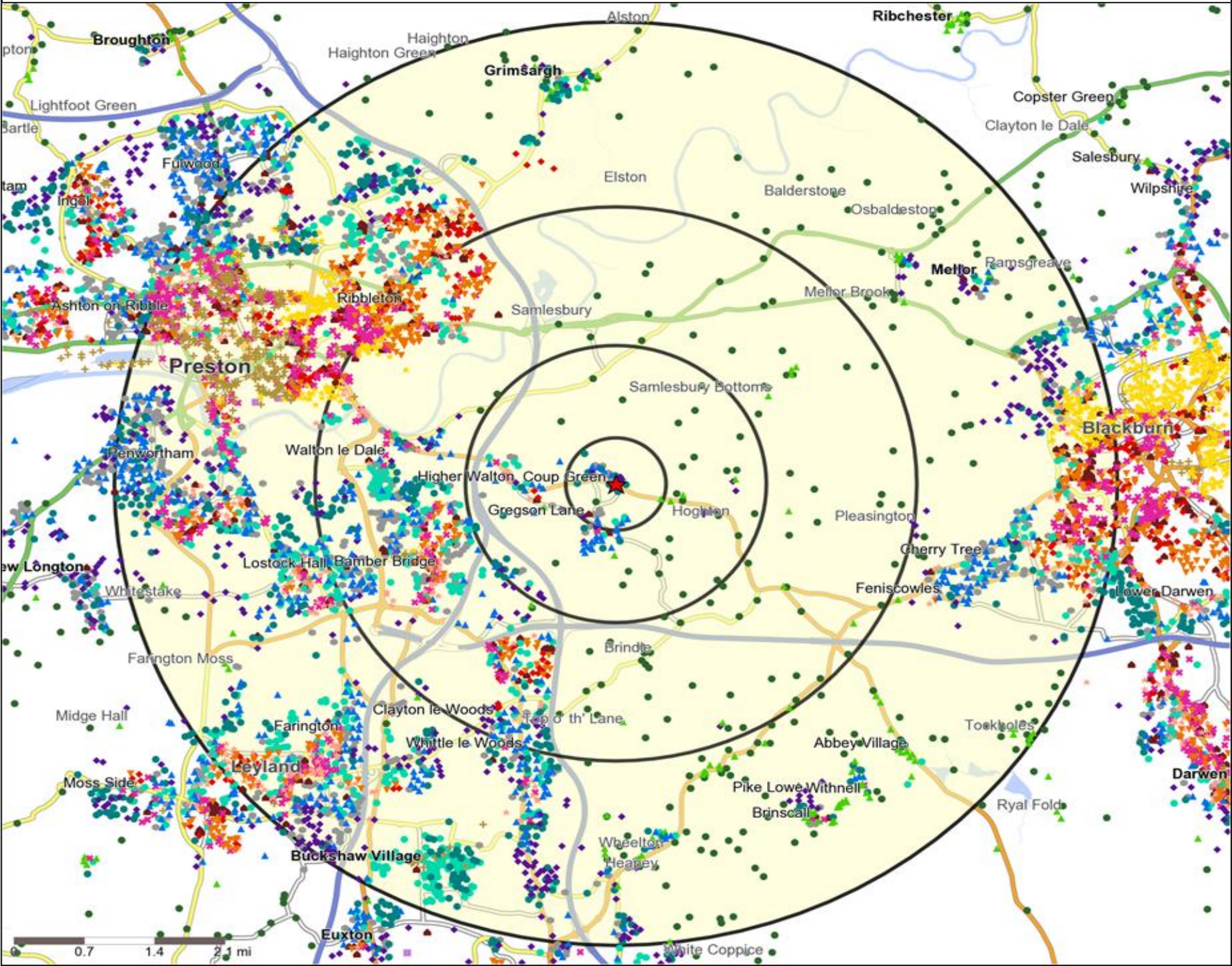
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	277	1,114	11,046	47,594	45,144	68	83	108	103	105
16-17	34	146	1,341	5,867	5,448	68	88	106	102	102
18-24	144	463	4,279	27,698	25,857	73	72	87	124	125
25-34	166	698	7,323	35,540	32,016	56	72	98	105	102
35-44	214	833	6,808	30,550	28,830	78	92	98	98	99
45-54	360	1,183	7,955	34,065	31,866	117	117	103	97	98
55-64	348	1,005	6,150	26,020	24,372	142	125	100	93	94
65+	625	1,681	9,599	39,182	35,561	160	131	98	88	86
Population estimate 2015	2,168	7,123	54,501	246,516	229,094	100	100	100	100	100

Ethnicity - Census 2011

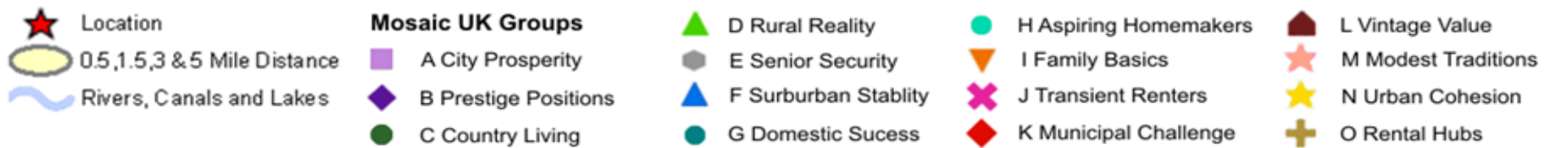
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	2,136	6,916	48,825	202,948	190,563	99%	98%	90%	84%	85%
Mixed / Multiple Ethnic Groups	24	75	892	4,216	3,767	1%	1%	2%	2%	2%
Asian / Asian British	7	54	3,921	29,987	26,039	0%	1%	7%	12%	12%
Black / African / Caribbean / Black British	0	4	433	1,923	1,879	0%	0%	1%	1%	1%
Other Ethnic Group	0	3	169	1,612	1,557	0%	0%	0%	1%	1%
All People (Ethnic Group)	2,167	7,052	54,240	240,686	223,805	100	100	100	100	100



Mosaic UK Map and Data: OLD OAK INN, HOGHTON (203060)



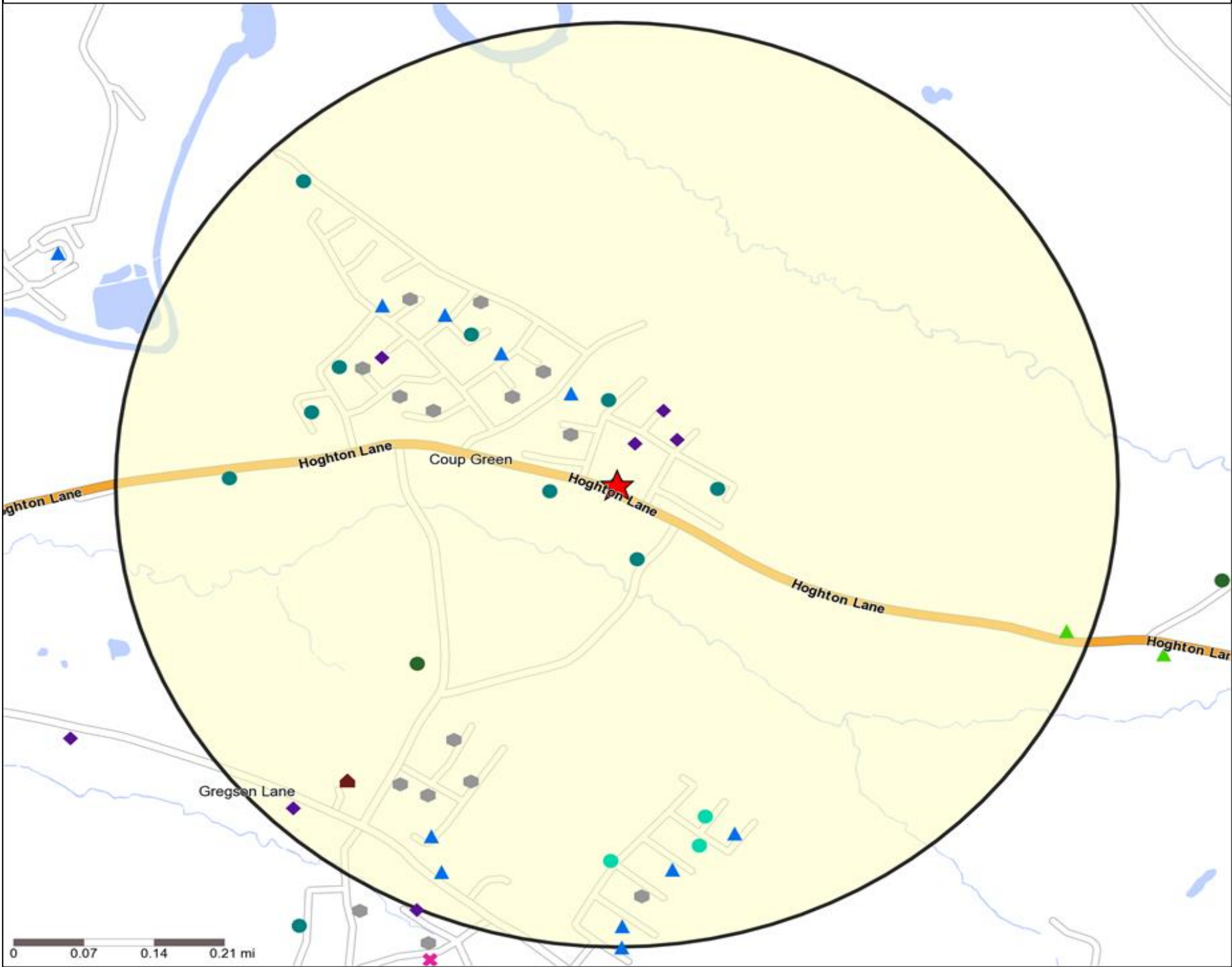
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	52	38	0	0	0	1	1
B Prestige Positions (18+)	137	513	1,700	11,400	8,505	101	120	56	83	67
C Country Living (18+)	29	661	1,965	4,468	4,440	22	162	67	34	37
D Rural Reality (18+)	34	222	492	2,567	2,801	26	55	17	20	23
E Senior Security (18+)	424	786	5,090	17,606	13,989	281	165	149	115	99
F Suburban Stability (18+)	500	1,491	5,376	19,249	17,241	441	416	210	168	163
G Domestic Success (18+)	525	917	3,486	16,895	15,278	336	186	99	107	105
H Aspiring Homemakers (18+)	156	594	6,356	25,229	21,922	92	111	167	148	139
I Family Basics (18+)	0	0	5,813	16,202	19,136	0	0	192	120	153
J Transient Renters (18+)	34	184	3,464	19,629	18,569	32	54	143	181	186
K Municipal Challenge (18+)	0	97	1,874	7,212	8,785	0	28	76	65	86
L Vintage Value (18+)	19	144	1,821	10,249	10,847	16	39	69	87	100
M Modest Traditions (18+)	0	256	2,132	10,240	9,735	0	92	107	115	118
N Urban Cohesion (18+)	0	0	1,983	13,711	11,090	0	0	90	140	123
O Rental Hubs (18+)	0	0	388	12,828	10,565	0	0	12	89	79
Adults 18+ estimate 2015	1,858	5,865	41,940	187,537	172,941	100	100	100	100	100



Mosaic UK Map and Data: OLD OAK INN, HOGHTON (203060)



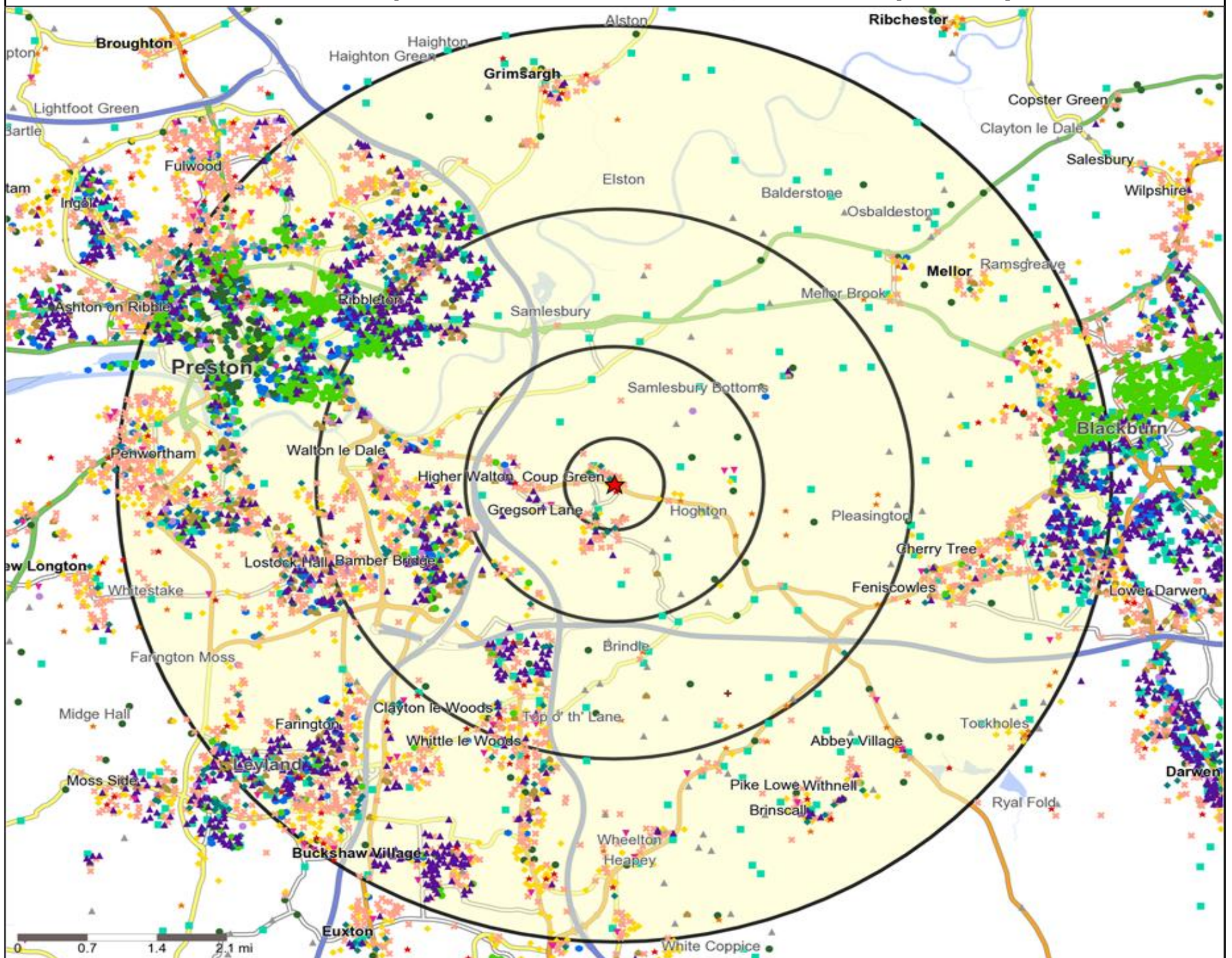
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	137	101
C Country Living (18+)	29	22
D Rural Reality (18+)	34	26
E Senior Security (18+)	424	281
F Suburban Stability (18+)	500	441
G Domestic Success (18+)	525	336
H Aspiring Homemakers (18+)	156	92
I Family Basics (18+)	0	0
J Transient Renters (18+)	34	32
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	19	16
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,858	100



Occasions Map and Data: OLD OAK INN, HOGHTON (203060)



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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

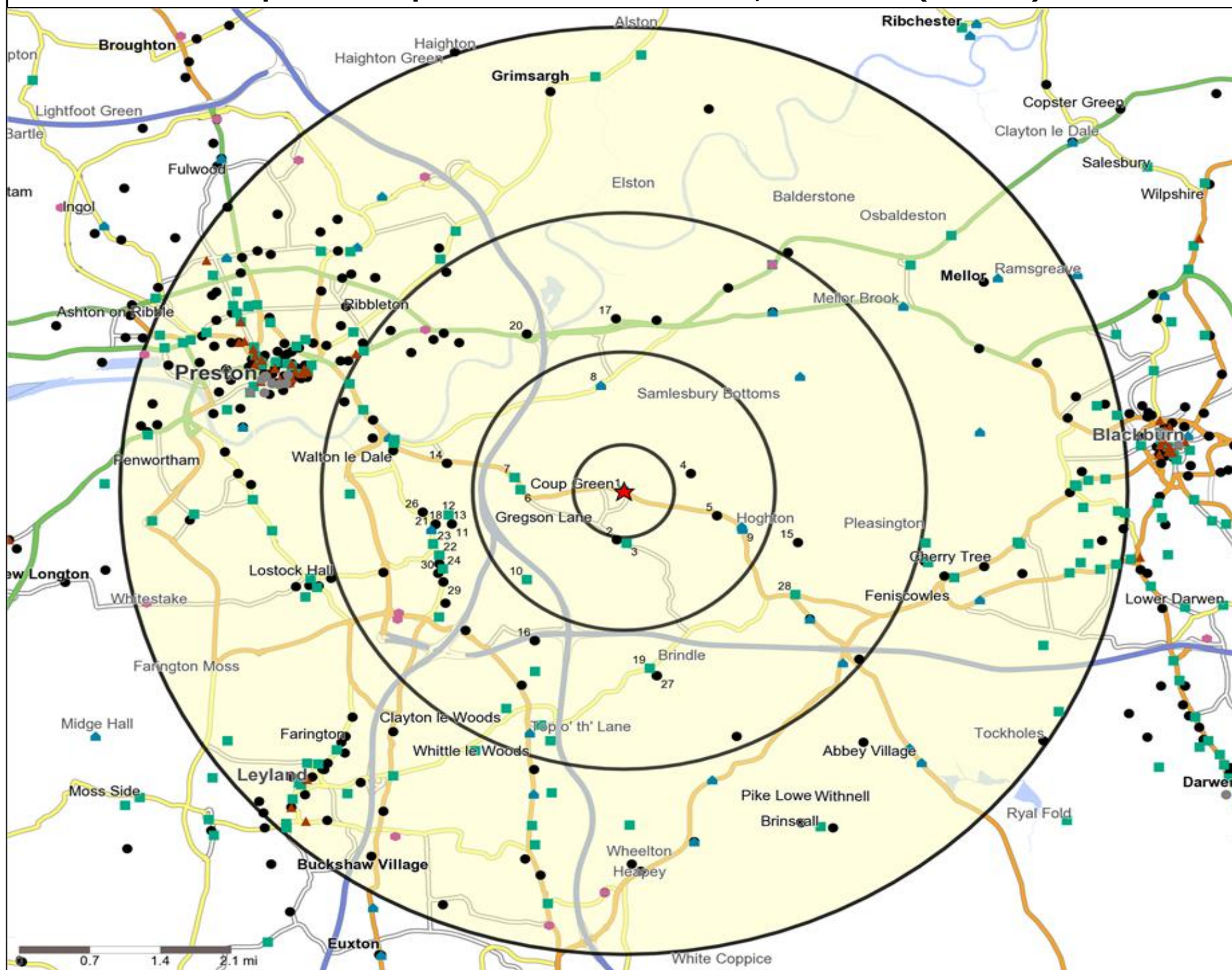
Occasions Data Table

	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	114	356	3,298	13,007	13,041	90	89	97	88	95
02 Early Doors	142	399	2,942	11,765	11,223	135	119	103	95	98
03 Everyday is Friday	90	305	2,461	10,615	9,856	100	106	101	101	101
04 Weekend Millionaires	78	330	4,487	17,484	17,516	60	80	128	115	124
05 Out On The Town	102	337	3,712	16,335	15,456	82	84	110	111	114
06 Business and Pleasure	30	142	1,341	6,373	5,671	46	69	77	84	81
07 Sporting Pints	49	195	3,519	16,969	15,517	36	44	95	105	103
08 Student Social	63	202	1,018	6,946	6,061	108	108	65	101	95
09 Leisurely Lunch	140	413	3,029	13,547	12,147	114	105	91	94	91
10 Wining and Dining	210	595	3,618	15,988	13,938	150	133	96	97	92
11 Household Outing	97	333	3,545	14,674	13,625	88	94	119	113	113
12 Midweek Meal Deal	44	185	2,153	8,706	8,547	71	93	128	119	126
13 Date Night	188	506	2,427	10,439	8,851	190	160	91	90	82
14 Birthday Treat	120	371	2,212	10,165	9,148	121	117	83	87	85
15 Pre Show Meal	38	133	854	3,635	3,169	111	122	93	91	85
Number of Occasions	1,505	4,802	40,616	176,648	163,766	100	100	100	100	100

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Competition Map and Data: OLD OAK INN, HOGHTON (203060)



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

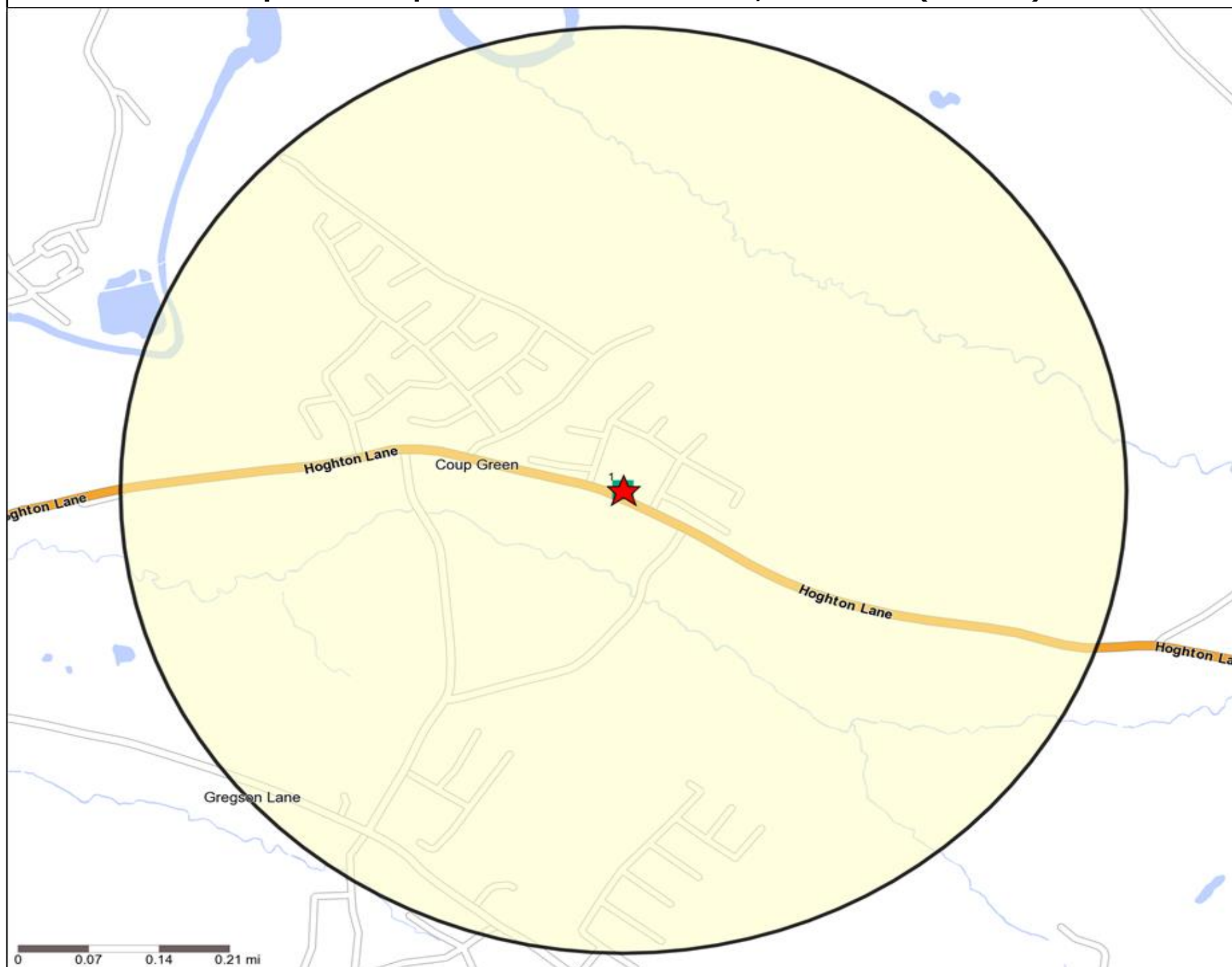


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	8
Circuit Bar	0	0	0	35
Community Local	1	5	22	111
Dry Led	0	2	9	22
Branded Food Pub	0	0	4	15
Rural	0	0	0	0
Other	0	3	36	207
Total	1	10	71	398



Competition Map and Data: OLD OAK INN, HOGHTON (203060)



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 | Café / 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	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: OLD OAK INN, HOGHTON (203060)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	OLD OAK INN, HOGHTON	143 HOGHTON LANE, PRESTON, PR5 0JE	Punch Taverns	PR 5 0JE	Punch Taverns	0.00
1	Old Oak Inn	143 Hoghton Lane, Hoghton, Preston	Punch Pub Company	PR 5 0JE	Community Local	0.00
2	Gregson Lane Sports & Social	333 Gregson Lane, Hoghton, Preston	Independent Free	PR 5 0FD	Other	0.53
3	Black Horse Hotel	350 Gregson Lane, Hoghton, Preston	Star Pubs & Bars	PR 5 0ED	Community Local	0.56
4	Beeston Manor Country Hotel	Quaker Brook Lane, Hoghton, Preston	Independent Free	PR 5 0RA	Other	0.69
5	Sirloin Hotel	Station Road, Hoghton, Preston	Independent Free	PR 5 0DD	Other	0.96
6	Swan Inn	18 Church Terrace, Higher Walton, Preston	Punch Pub Company	PR 5 4DY	Community Local	1.03
7	Mill Tavern	15 Cann Bridge Street, Higher Walton, Preston	Marston's	PR 5 4DJ	Community Local	1.09
8	New Hall Hotel	Cuerdale Lane, Samlesbury, Preston	Enterprise Inns	PR 5 0XA	Dry Led	1.16
9	Boars Head Hotel	Blackburn Old Road, Hoghton, Preston	Independent Free	PR 5 0RX	Dry Led	1.25
10	Hospital Inn	333 Brindle Road, Bamber Bridge, Preston	Star Pubs & Bars	PR 5 6YP	Community Local	1.36
11	School Lane Working Mens Club	Old Mill Industrial Estate, Bamber Bridge, Preston	Independent Free	PR 5 6SY	Other	1.74
12	Gusto Italia	50b School Lane, Bamber Bridge, Preston	Independent Free	PR 5 6QE	Other	1.76
13	Peters Bar	50 School Lane, Bamber Bridge, Preston	Independent Free	PR 5 6QE	Community Local	1.76
14	Inside Out	100 Higher Walton Road, Walton-Le-Dale, Preston	Independent Free	PR 5 4HR	Other	1.78
15	Hoghton Tower	Hoghton, Preston	Independent Free	PR 5 0SH	Other	1.81
16	Sagar Premier	Clayton Brook Road, Bamber Bridge, Preston	Independent Free	PR 5 8HZ	Other	1.84
17	Samlesbury Hotel	Preston New Road, Samlesbury, Preston	*Other Small Retail Groups	PR 5 0UL	Other	1.86
18	School Lane Club	St Aidans Road, Bamber Bridge, Preston	Independent Free	PR 5 6GD	Other	1.90
19	Cavendish Arms	Sandy Lane, Brindle, Chorley	Marston's	PR 6 8NG	Community Local	1.93
20	Tickled Trout Hotel	Preston New Road, Samlesbury, Preston	Macdonald Hotels	PR 5 0UJ	Other	1.95
21	Peartree Hotel	2 Station Road, Bamber Bridge, Preston	Enterprise Inns	PR 5 6QL	Dry Led	1.95
22	Ye Olde Original Withy Trees	157 Station Road, Bamber Bridge, Preston	Robinsons	PR 5 6LA	Community Local	1.96
23	Withy Arms	122 Station Road, Bamber Bridge, Preston	Punch Pub Company	PR 5 6QP	Community Local	1.98
24	Pump & Truncheon	193 Station Road, Bamber Bridge, Preston	Amber Taverns	PR 5 6LB	Community Local	1.98
25	Bamber Bridge Trades Hall Lt	154 Station Road, Bamber Bridge, Preston	Independent Free	PR 5 6TP	Other	1.99
26	Walton Le Dale Conservative Club	Chorley Road, Walton-Le-Dale, Preston	Independent Free	PR 5 4JS	Other	2.01
27	Brindle Village Hall	Water Street, Brindle, Chorley	Independent Free	PR 6 8NH	Other	2.02
28	Royal Oak Hotel	Riley Green, Hoghton, Preston	Thwaites	PR 5 0SL	Community Local	2.04
29	Bamber Bridge Band Club	275 Station Road, Bamber Bridge, Preston	Independent Free	PR 5 6LE	Other	2.04
30	Bamber Bridge Conservative Club	Cranbourne Street, Bamber Bridge, Preston	Independent Free	PR 5 6TU	Other	2.04