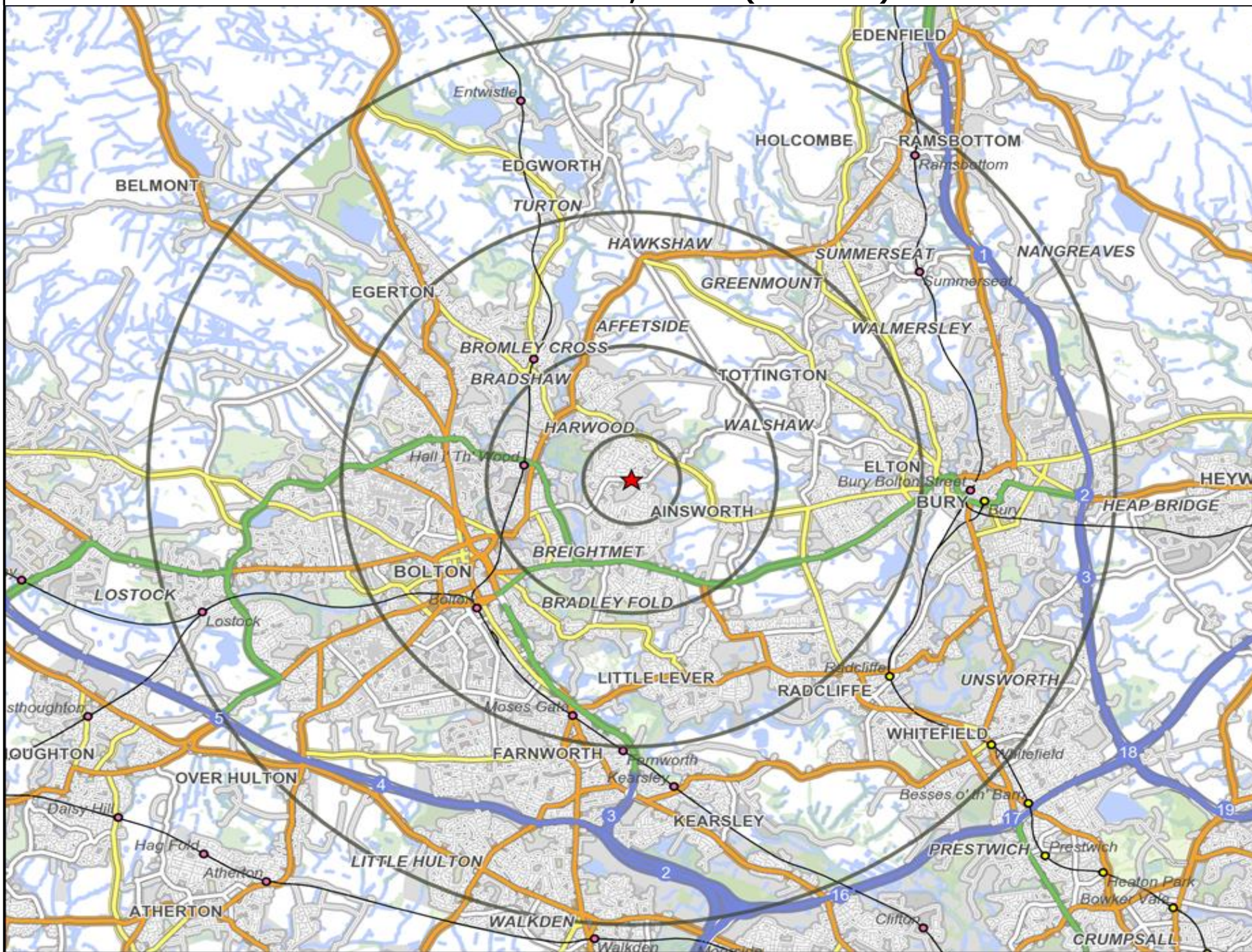




**Customer Profile Report for White Horse (Punch Outlet Number: 373163)
177 Stitch mi Lane, Bolton (BL 2 4HT)**



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

Age Data Table

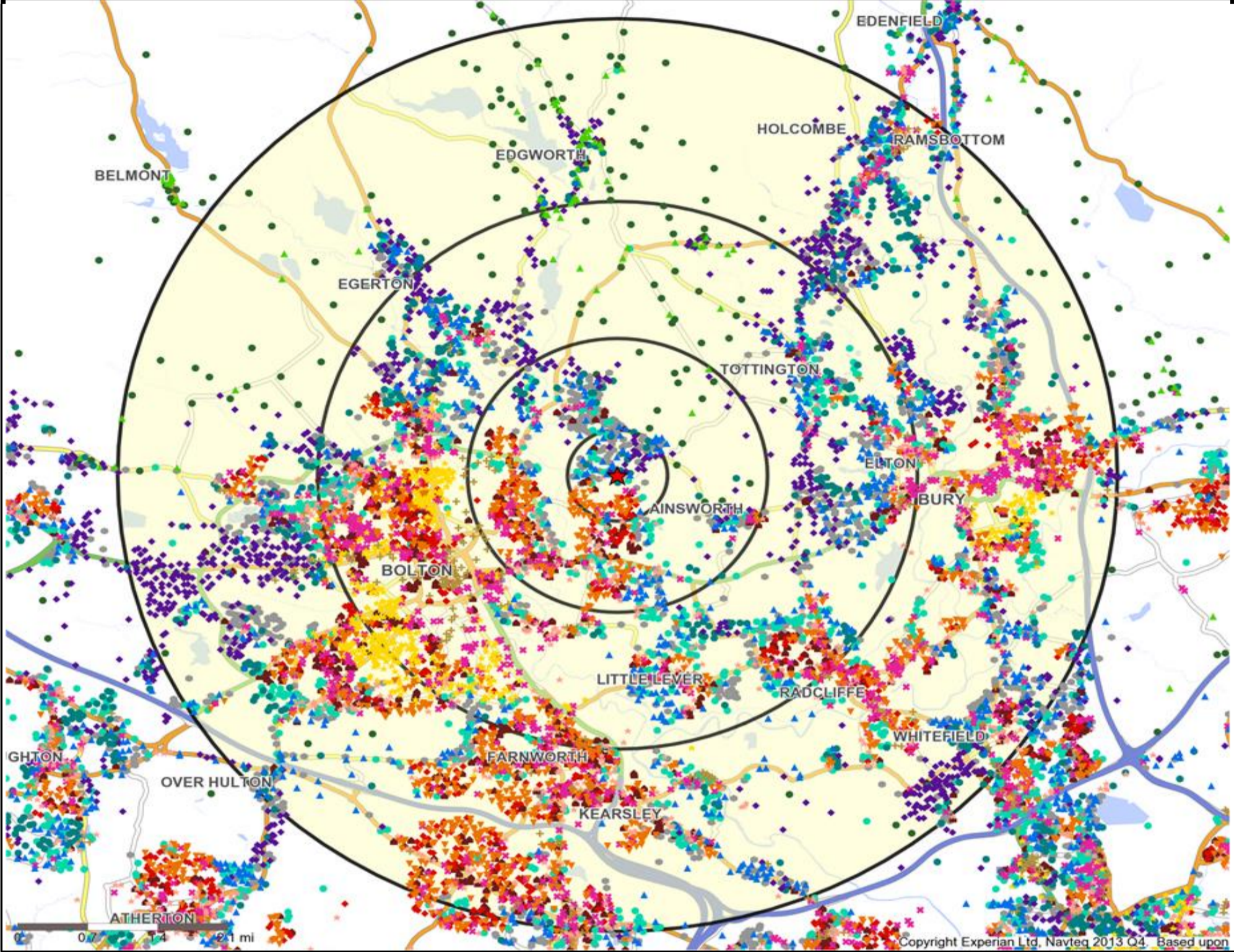
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,621	8,267	36,734	80,755	47,565	111	105	107	110	108
16-17	189	1,104	4,708	10,331	6,162	100	109	107	109	109
18-24	577	3,562	16,747	35,027	21,344	79	91	98	96	97
25-34	795	5,028	23,496	50,380	30,042	76	89	96	96	95
35-44	991	5,338	24,557	52,993	31,646	94	94	100	100	100
45-54	1,099	5,856	25,114	54,329	32,526	101	99	98	99	99
55-64	1,004	5,097	20,977	44,172	26,901	112	105	100	98	100
65+	1,515	7,829	30,109	62,944	38,723	114	109	97	95	97
Population estimate 2013	7,791	42,081	182,442	390,931	234,909	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	7,391	39,469	148,225	321,663	190,539	96%	95%	82%	84%	82%
Mixed / Multiple Ethnic Groups	97	662	3,071	6,813	4,073	1%	2%	2%	2%	2%
Asian / Asian British	115	923	24,241	47,702	31,180	1%	2%	13%	12%	13%
Black / African / Caribbean / Black British	115	580	2,984	5,925	3,750	1%	1%	2%	2%	2%
Other Ethnic Group	15	118	1,242	2,793	1,686	0%	0%	1%	1%	1%
All People (Ethnic Group)	7,733	41,752	179,763	384,896	231,228	100	100	100	100	100



Mosaic Map and Data: White Horse (373163)



★ Location
 0.5, 1.5, 3 & 5 Mile Distance
~ Rivers, Canals and Lakes

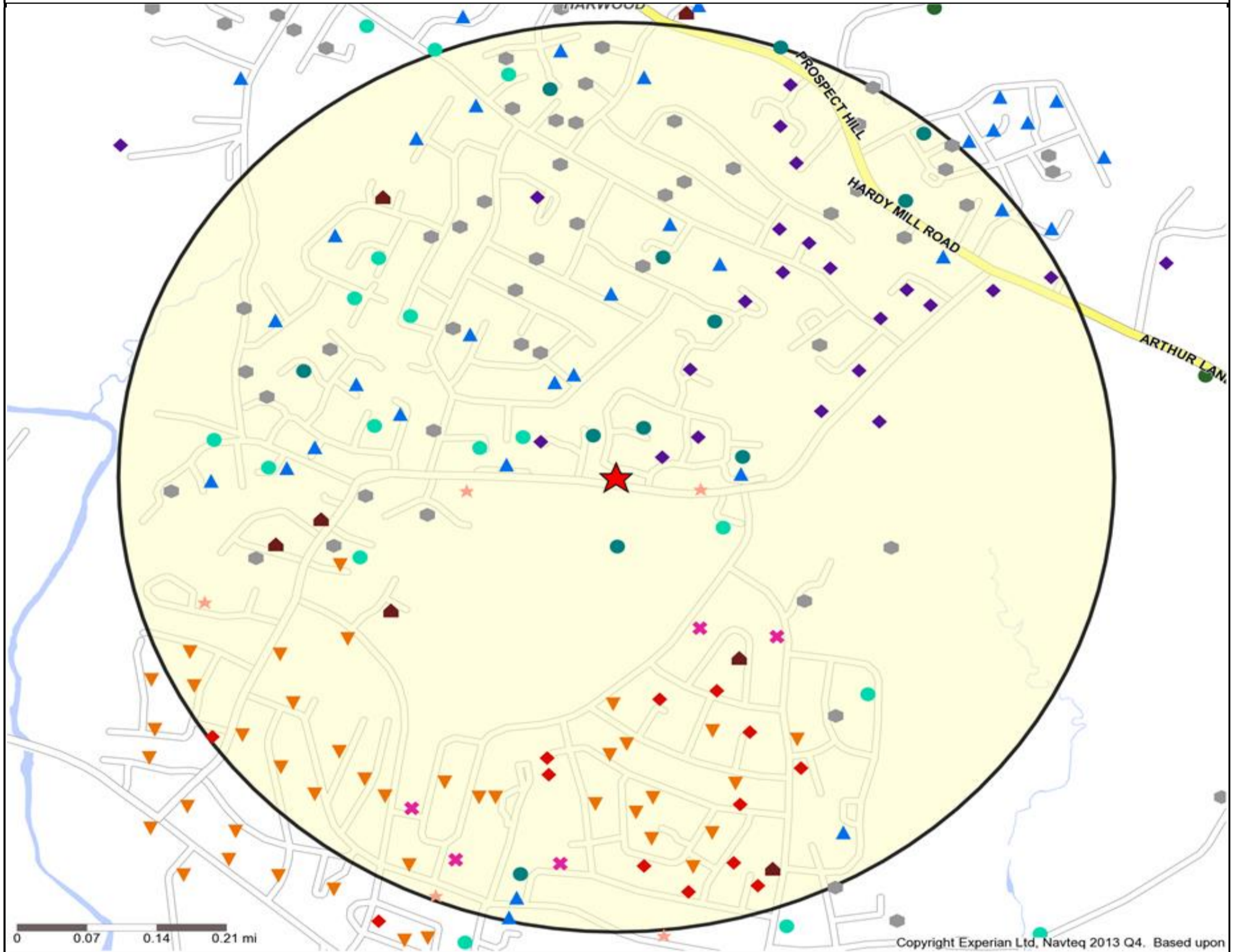
Mosaic UK Groups
■ A City Prosperity
◆ B Prestige Positions
● C Country Living
▲ D Rural Reality
■ E Senior Security
▲ F Suburban Stability
● G Domestic Success
● H Aspiring Homemakers
▼ I Family Basics
✕ J Transient Renters
◆ K Municipal Challenge
▲ L Vintage Value
★ M Modest Traditions
★ N Urban Cohesion
+ O Rental Hubs

Mosaic 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 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
A City Prosperity (18+)	0	0	0	48	35	0	0	0	0	0
B Prestige Positions (18+)	526	1,842	8,303	24,008	13,980	115	74	77	105	101
C Country Living (18+)	0	106	553	1,162	739	0	5	6	6	6
D Rural Reality (18+)	0	44	561	1,255	1,120	0	2	6	6	9
E Senior Security (18+)	1,378	4,727	16,043	30,751	19,772	292	183	144	130	139
F Suburban Stability (18+)	916	3,790	14,407	24,455	16,374	243	184	163	130	144
G Domestic Success (18+)	335	1,108	8,417	18,460	11,334	64	39	69	71	72
H Aspiring Homemakers (18+)	499	3,622	15,946	31,350	18,899	89	117	120	111	111
I Family Basics (18+)	1,381	7,326	15,269	43,675	20,046	303	293	142	191	145
J Transient Renters (18+)	132	2,539	14,138	30,601	18,340	39	139	180	183	181
K Municipal Challenge (18+)	303	2,225	7,641	16,448	9,648	88	118	94	95	92
L Vintage Value (18+)	296	2,851	11,664	25,232	15,014	90	159	151	153	151
M Modest Traditions (18+)	213	2,209	10,082	21,898	13,121	73	139	148	151	150
N Urban Cohesion (18+)	0	8	14,147	23,842	18,231	0	0	181	144	182
O Rental Hubs (18+)	0	312	3,416	6,190	4,110	0	13	33	28	31
Adults 18+ estimate 2013	5,979	32,709	140,587	299,375	180,763	100	100	100	100	100



Mosaic Map and Data: White Horse (373163)

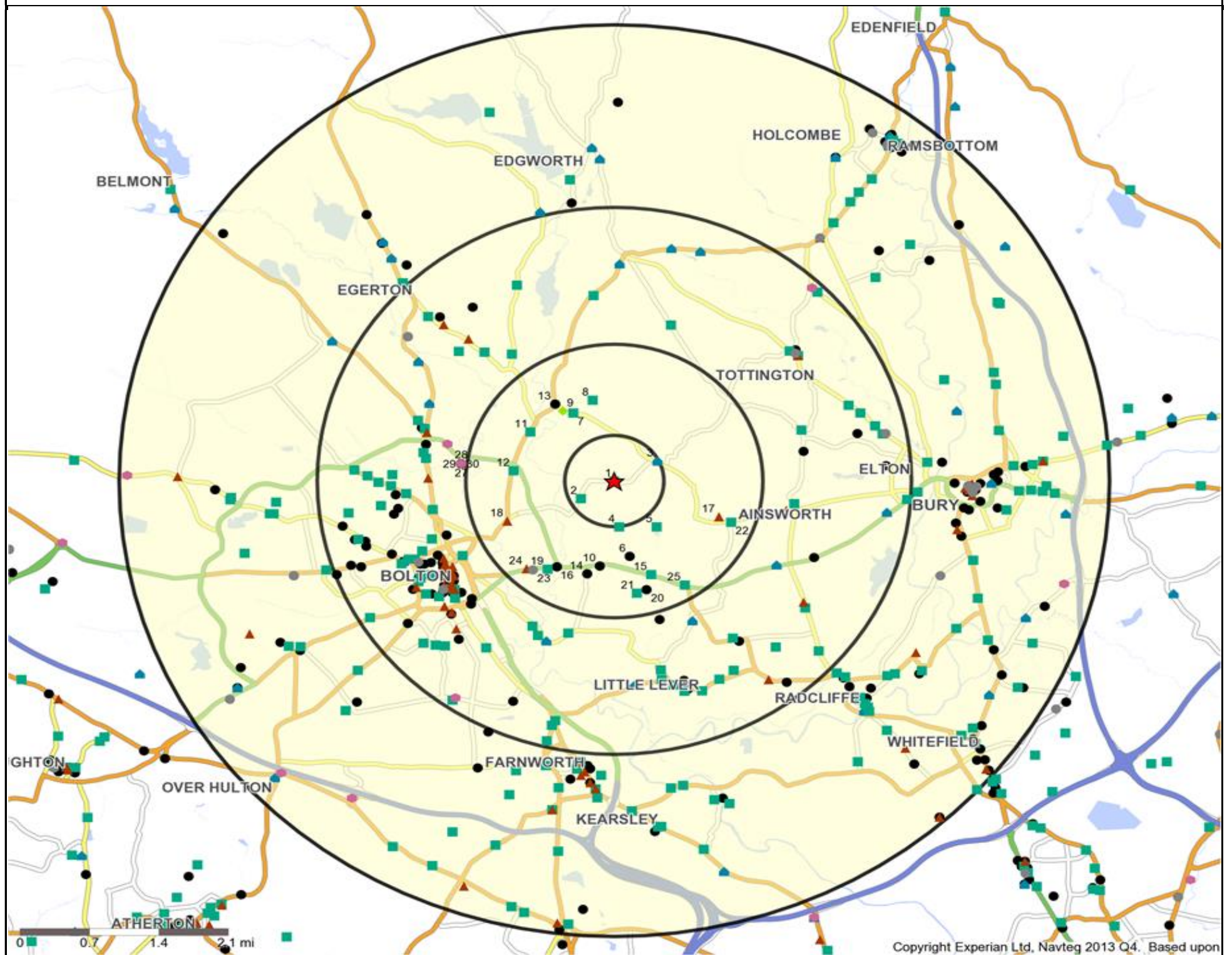


- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N Urban Cohesion
- ✚ O Rental Hubs









Mosaic Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	526	115
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,378	292
F Suburban Stability (18+)	916	243
G Domestic Success (18+)	335	64
H Aspiring Homemakers (18+)	499	89
I Family Basics (18+)	1,381	303
J Transient Renters (18+)	132	39
K Municipal Challenge (18+)	303	88
L Vintage Value (18+)	296	90
M Modest Traditions (18+)	213	73
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2013	5,979	100



Competition Map and Data: White Horse (373163)



Numbers on competition points relate to the distance ranking in the competition table on page 8.

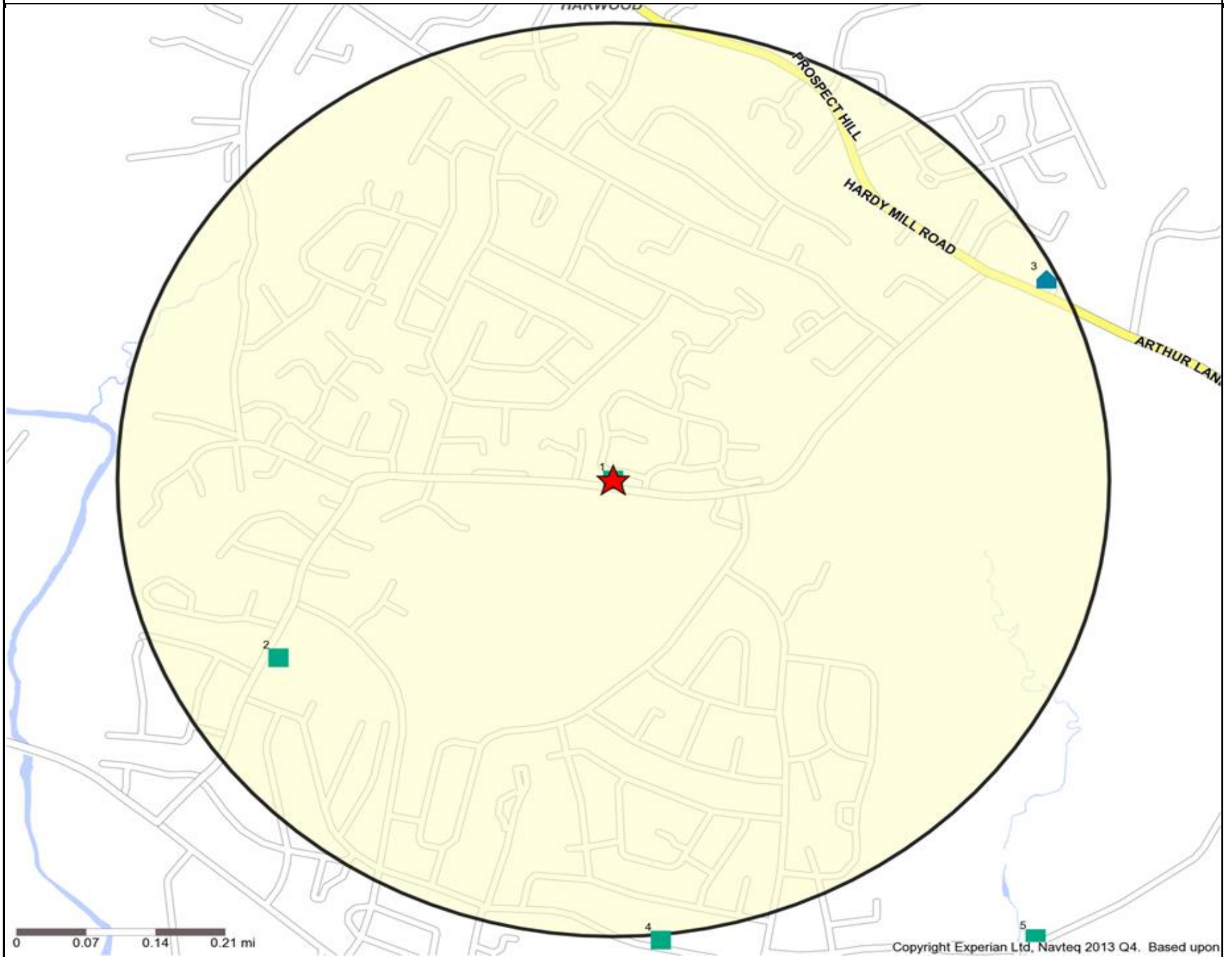
-  Location
-  Branded Food
-  Dry Led
-  Café / Wine Bar
-  Other
-  Rural Character
-  Circuit Bar
-  Community Local
-  0.5, 1.5, 3 & 5 Mile Distance
-  Rivers, Canals and Lakes

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	6	21
Circuit Bar	0	3	40	67
Community Local	2	13	85	184
Dry Led	1	1	12	32
Branded Food Pub	0	0	4	8
Rural	0	1	1	1
Other	0	6	75	161
Total	3	25	223	474



Competition Map and Data: White Horse (373163)



Numbers on competition points relate to the distance ranking in the competition table on page 8.

-  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	1
Branded Food Pub	0
Rural	0
Other	0
Total	3



Local Competition: White Horse (373163)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	White Horse	177 Stitch mi Lane, Bolton	Punch Taverns	BL 2 4HT	Punch Taverns	0.00
1	White Horse	177 Stitch Mi Lane, Harwood, Bolton	Punch Pub Company	BL 2 4HT	Community Local	0.00
2	Rocket	New Lane, Bolton	Marston's	BL 2 5BP	Community Local	0.39
3	Baci Restaurant	1 Arthur Lane, Harwood, Bolton	Enterprise Inns	BL 2 4JB	Dry Led	0.49
4	Mosley Arms	117 Red Lane, Breightmet, Bolton	Holt	BL 2 5HP	Community Local	0.51
5	Red Bridge Tavern	2 Bury Old Road, Ainsworth, Bolton	Enterprise Inns	BL 2 5PJ	Community Local	0.66
6	Pizza Me	Breightmet Fold Lane, Bolton	Enterprise Inns	BL 2 6PP	Other	0.84
7	Seven Stars	157 Lea Gate, Harwood, Bolton	Enterprise Inns	BL 2 4BQ	Community Local	0.85
8	Grey Mare	154 Tottington Road, Harwood, Bolton	Enterprise Inns	BL 2 4DA	Community Local	0.91
9	House Without A Name	75-77 Lea Gate, Harwood, Bolton	Punch Pub Company	BL 2 3ET	Rural Character	0.93
10	Breightmet Conservative Club	684 Bury Road, Bolton	Independent Free	BL 2 6JD	Other	0.94
11	Latino Lounge	122 Bradshaw Brow, Bolton	Punch Pub Company	BL 2 3DD	Community Local	1.01
12	Bolton Castle	520 Tonge Moor Road, Bolton	Holt	BL 2 3BQ	Community Local	1.03
13	Crofters Arms	103 Bradshaw Road, Bradshaw, Bolton	Spirit Pub Company	BL 2 3EW	Other	1.03
14	St Osmonds Parish Centre	Long Lane, Breightmet, Bolton	Independent Free	BL 2 6EB	Other	1.05
15	Bulls Head	1043 Bury Road, Bolton	Punch Pub Company	BL 2 6PY	Community Local	1.09
16	Tonge & Breightmet Con Club	449 Bury Road, Bolton	Independent Free	BL 2 6DF	Other	1.11
17	Duke William Inn	Well Street, Ainsworth, Bolton	Enterprise Inns	BL 2 5SQ	Circuit Bar	1.13
18	Starkie Arms Hotel	160 Tonge Moor Road, Bolton	Thwaites	BL 2 2HT	Circuit Bar	1.17
19	Black Horse	378 Bury Road, Bolton	Enterprise Inns	BL 2 6DD	Community Local	1.18
20	Bolton Wyresdale Afsc	Inverbeg Drive, Bolton	Independent Free	BL 2 6NA	Other	1.24
21	Tansy Green	Brodierck Drive, Breightmet, Bolton	Star Pubs & Bars	BL 2 6UF	Community Local	1.25
22	Old White Horse	12 Church Street, Ainsworth, Bolton	Enterprise Inns	BL 2 5RT	Community Local	1.26
23	294 Cafe Bistro	294 Bury Road, Bolton	Independent Free	BL 2 6AY	Cafe / Wine Bar	1.27
24	Bowling Green	271 Bury Road, Bolton	Enterprise Inns	BL 2 6AX	Circuit Bar	1.31
25	Top Bull Hotel	31 Bury New Road, Breightmet, Bolton	Admiral Taverns Ltd	BL 2 6QG	Community Local	1.34
26	Frankie & Bennys	5 Eagley Brook Way, Bolton	Restaurant Group	BL 1 8TS	Other	1.56
27	Spice Valley	Eagley Brook Way, Bolton	Independent Free	BL 1 8TS	Other	1.56
28	Spice Valley Authentic Indian Restaurant	17 Eagley Brook Way, Valley Centretainment, Bolton	Independent Free	BL 1 8TS	Other	1.56
29	Cineworld	Eagley Brook Way, Bolton	Cineworld Cinemas Ltd	BL 1 8TS	Other	1.56
30	Cotton Kier	2-4 Waters Meeting Road, Bolton	Spirit Pub Company	BL 1 8TS	Branded Food	1.56