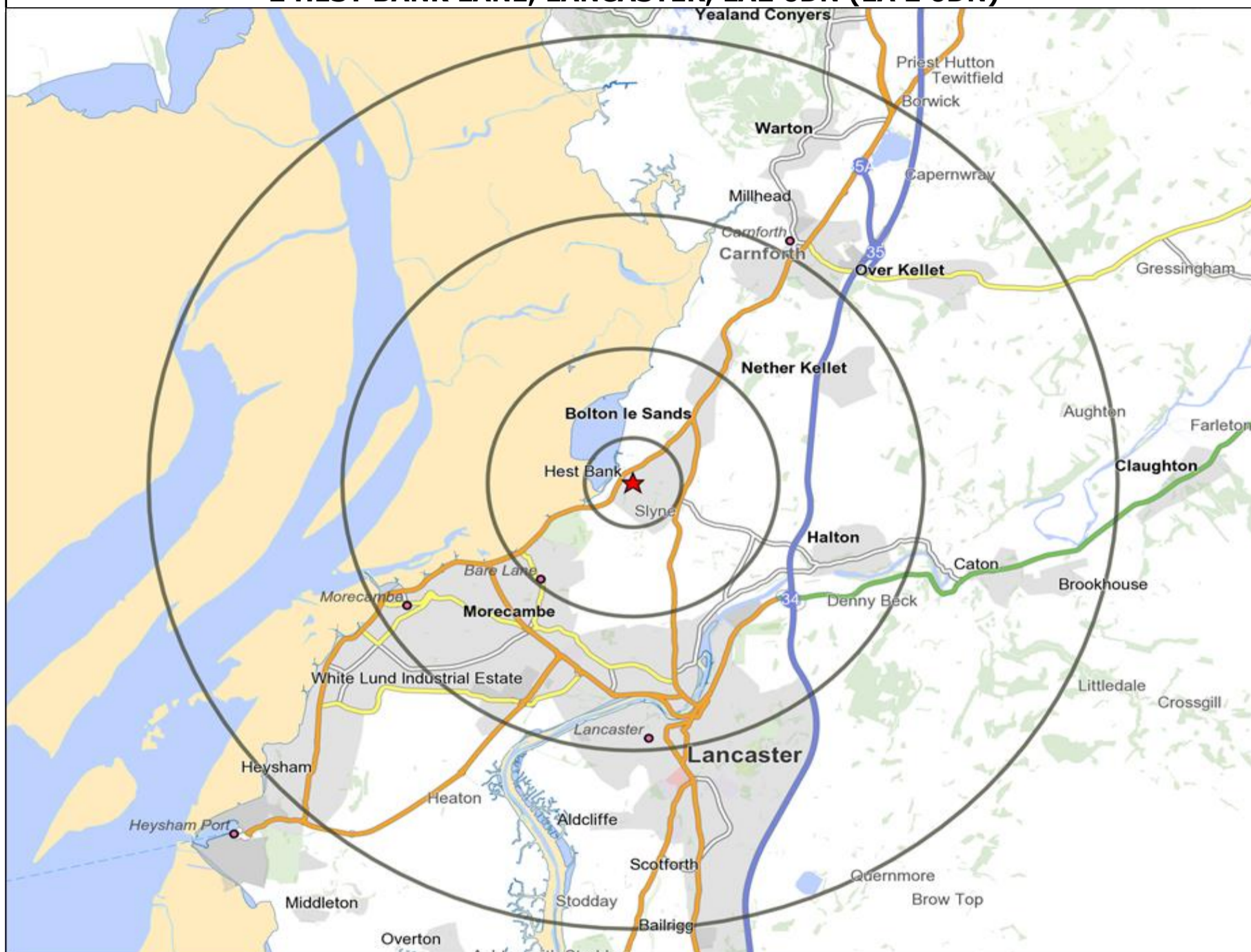




**Customer Profile Report for HEST BANK LANE, LANCASTER (Punch Outlet Number: 202857)
2 HEST BANK LANE, LANCASTER, LA2 6DN (LA 2 6DN)**



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

Age Data Table

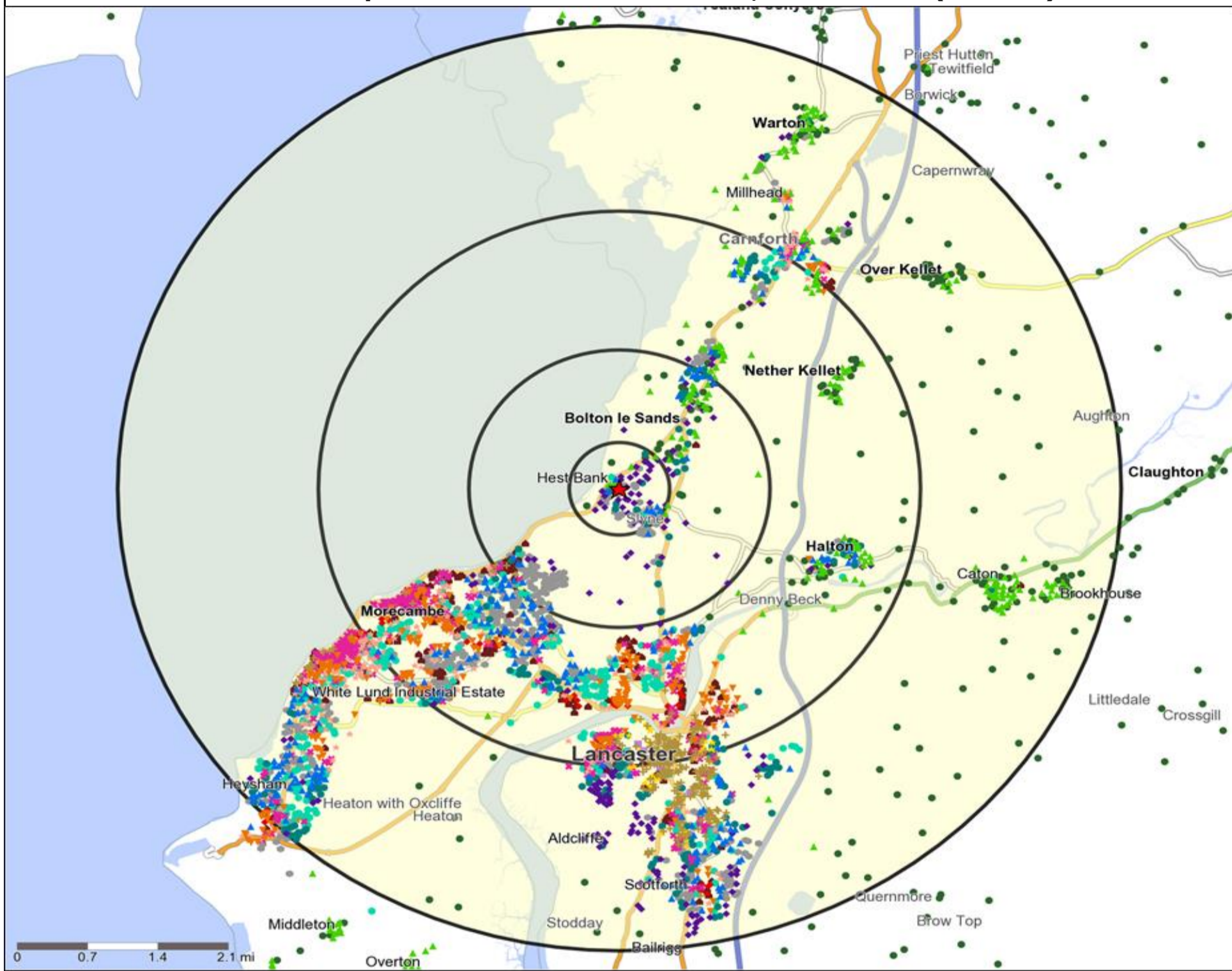
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	284	1,054	11,640	21,339	18,619	64	62	95	94	93
16-17	36	164	1,554	2,875	2,494	65	78	102	102	100
18-24	76	345	6,047	13,514	12,596	35	42	102	124	130
25-34	78	407	7,623	14,625	13,125	24	33	85	89	90
35-44	224	799	7,109	13,358	11,710	74	69	86	87	86
45-54	391	1,397	9,121	16,676	14,594	116	108	98	97	96
55-64	354	1,324	7,564	13,676	11,998	131	129	102	100	99
65+	939	3,594	14,657	24,694	21,827	219	220	125	114	113
Population estimate 2015	2,382	9,084	65,315	120,757	106,963	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	2,320	8,820	62,156	113,701	100,726	98%	98%	97%	96%	96%
Mixed / Multiple Ethnic Groups	19	59	584	1,167	1,045	1%	1%	1%	1%	1%
Asian / Asian British	30	59	744	2,544	2,358	1%	1%	1%	2%	2%
Black / African / Caribbean / Black British	0	5	195	524	470	0%	0%	0%	0%	0%
Other Ethnic Group	2	14	256	558	490	0%	0%	0%	0%	0%
All People (Ethnic Group)	2,371	8,957	63,935	118,494	105,089	100	100	100	100	100



Mosaic UK Map and Data: HEST BANK LANE, LANCASTER (202857)



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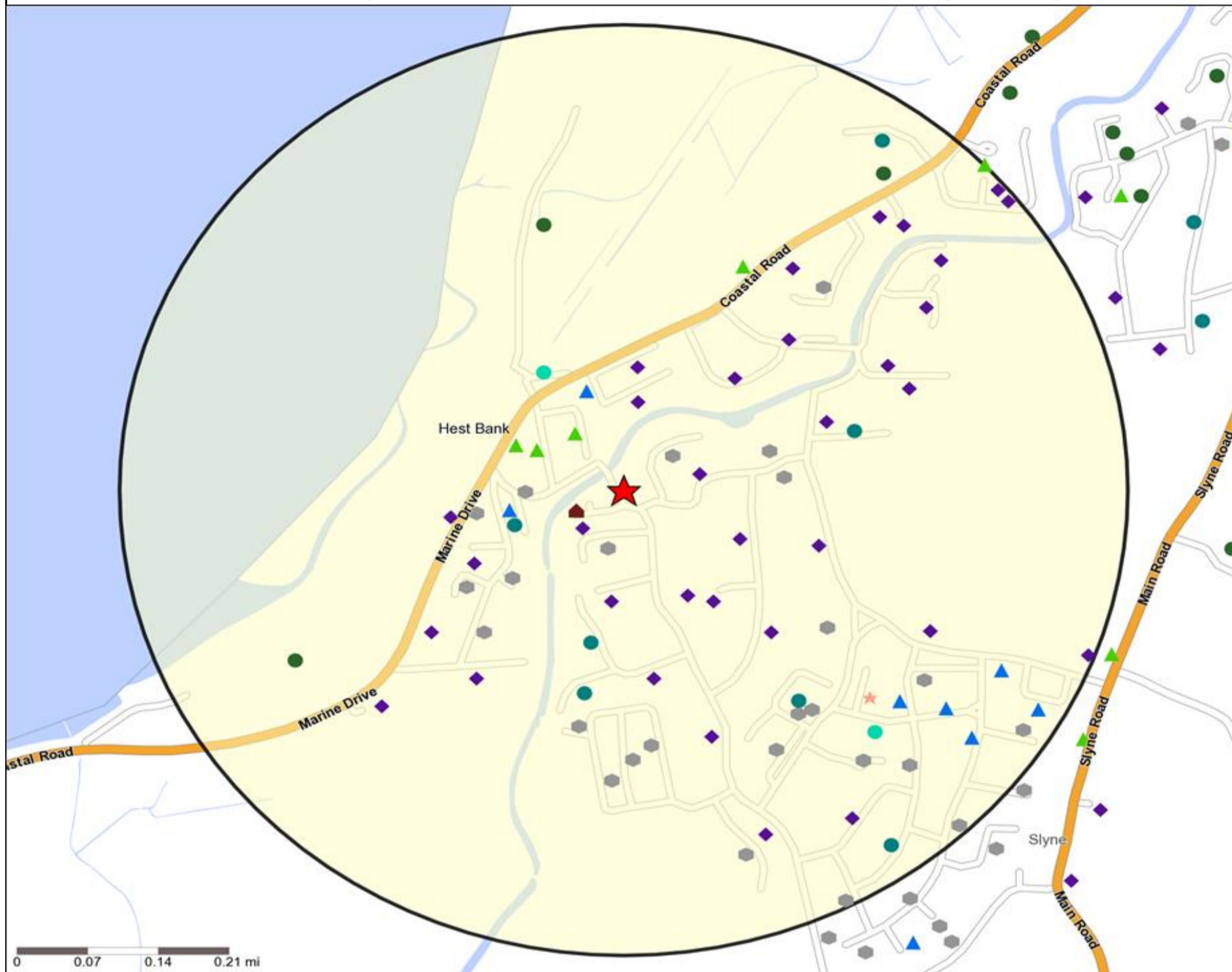
Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living	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	36	122	122	0	0	2	3	3
B Prestige Positions (18+)	800	1,441	1,920	4,211	2,954	537	253	51	61	48
C Country Living (18+)	59	399	1,084	3,055	3,148	42	73	30	46	54
D Rural Reality (18+)	162	813	2,616	5,670	5,470	114	150	73	86	94
E Senior Security (18+)	673	2,584	7,942	12,507	10,496	405	406	189	163	154
F Suburban Stability (18+)	93	678	4,708	7,901	6,276	75	142	149	137	122
G Domestic Success (18+)	185	872	2,897	5,975	4,965	108	132	67	75	70
H Aspiring Homemakers (18+)	43	203	6,151	11,875	9,394	23	28	131	138	123
I Family Basics (18+)	0	0	5,721	7,730	7,142	0	0	154	113	118
J Transient Renters (18+)	0	135	4,868	9,934	9,436	0	30	163	182	195
K Municipal Challenge (18+)	0	0	929	1,244	1,118	0	0	31	22	23
L Vintage Value (18+)	16	573	5,439	7,190	6,805	12	116	167	121	129
M Modest Traditions (18+)	12	34	3,470	6,105	5,580	12	9	141	136	140
N Urban Cohesion (18+)	0	0	849	1,360	1,360	0	0	31	27	31
O Rental Hubs (18+)	0	96	2,968	9,748	9,692	0	16	75	134	150
Adults 18+ estimate 2015	2,043	7,828	51,598	94,627	83,958	100	100	100	100	100



Mosaic UK Map and Data: HEST BANK LANE, LANCASTER (202857)



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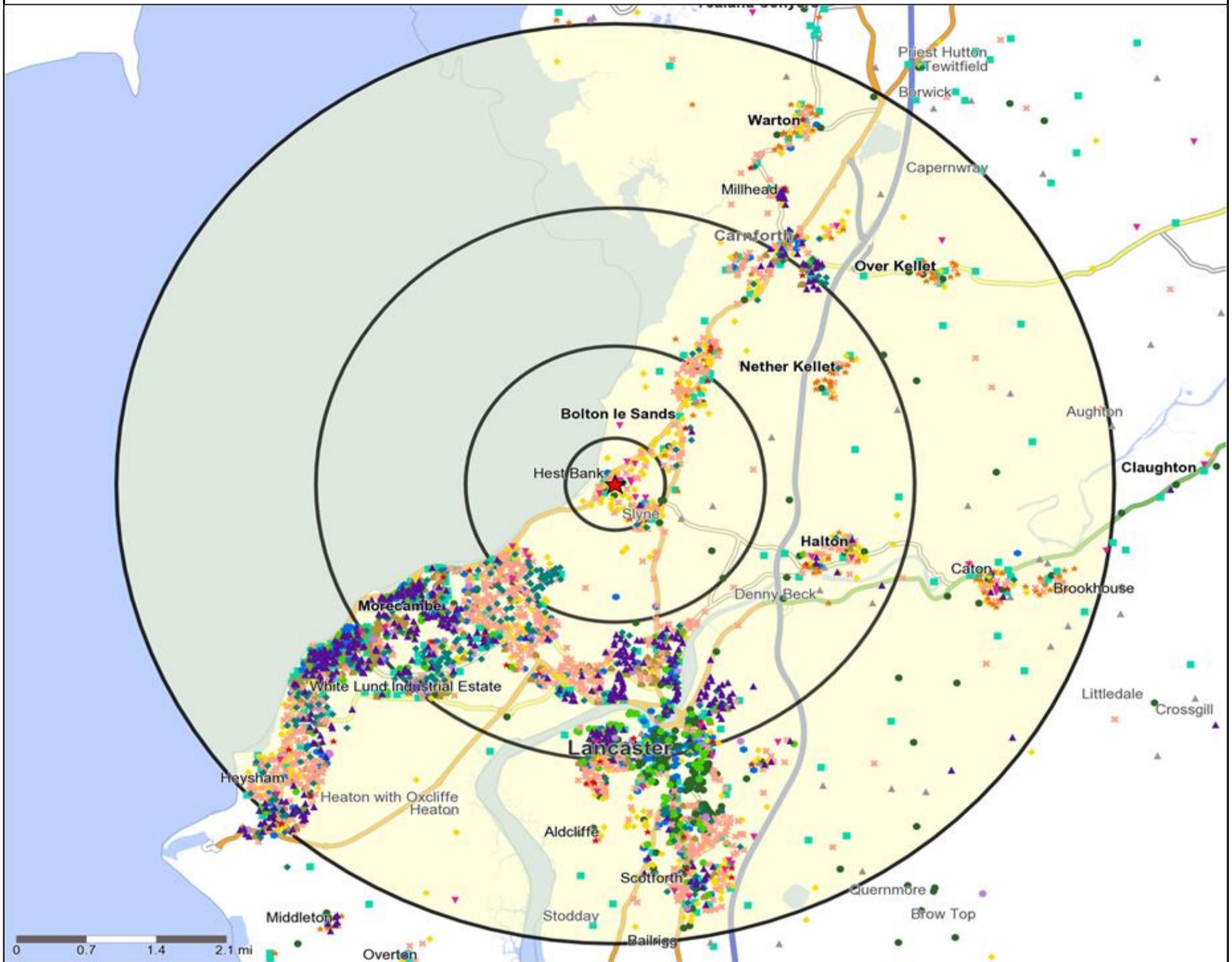
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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+)	800	537
C Country Living (18+)	59	42
D Rural Reality (18+)	162	114
E Senior Security (18+)	673	405
F Suburban Stability (18+)	93	75
G Domestic Success (18+)	185	108
H Aspiring Homemakers (18+)	43	23
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	16	12
M Modest Traditions (18+)	12	12
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	2,043	100



Occasions Map and Data: HEST BANK LANE, LANCASTER (202857)



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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
- ★ 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	109	495	4,032	6,947	6,354	84	98	99	95	98
02 Early Doors	128	579	4,237	6,988	6,199	117	137	124	114	115
03 Everyday is Friday	73	301	3,031	5,478	4,837	79	84	104	105	105
04 Weekend Millionaires	45	245	4,718	7,870	6,967	34	47	113	105	105
05 Out On The Town	81	320	4,444	8,151	7,301	63	64	110	113	114
06 Business and Pleasure	25	100	1,230	2,465	2,197	38	39	59	66	66
07 Sporting Pints	32	151	3,532	6,406	5,812	22	27	79	80	82
08 Student Social	82	238	1,672	4,190	3,810	136	102	89	124	127
09 Leisurely Lunch	191	663	3,784	6,713	5,918	151	135	95	94	94
10 Wining and Dining	247	895	4,354	7,840	6,659	171	160	97	97	93
11 Household Outing	68	339	4,005	6,776	5,921	60	77	112	106	105
12 Midweek Meal Deal	25	159	2,511	4,456	4,076	39	64	125	124	128
13 Date Night	249	816	3,045	5,661	4,792	243	206	95	99	95
14 Birthday Treat	152	512	2,850	5,179	4,452	148	129	89	90	88
15 Pre Show Meal	47	195	1,123	1,990	1,730	133	143	102	101	99
Number of Occasions	1,554	6,008	48,568	87,110	77,025	100	100	100	100	100



Competition Map and Data: HEST BANK LANE, LANCASTER (202857)



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

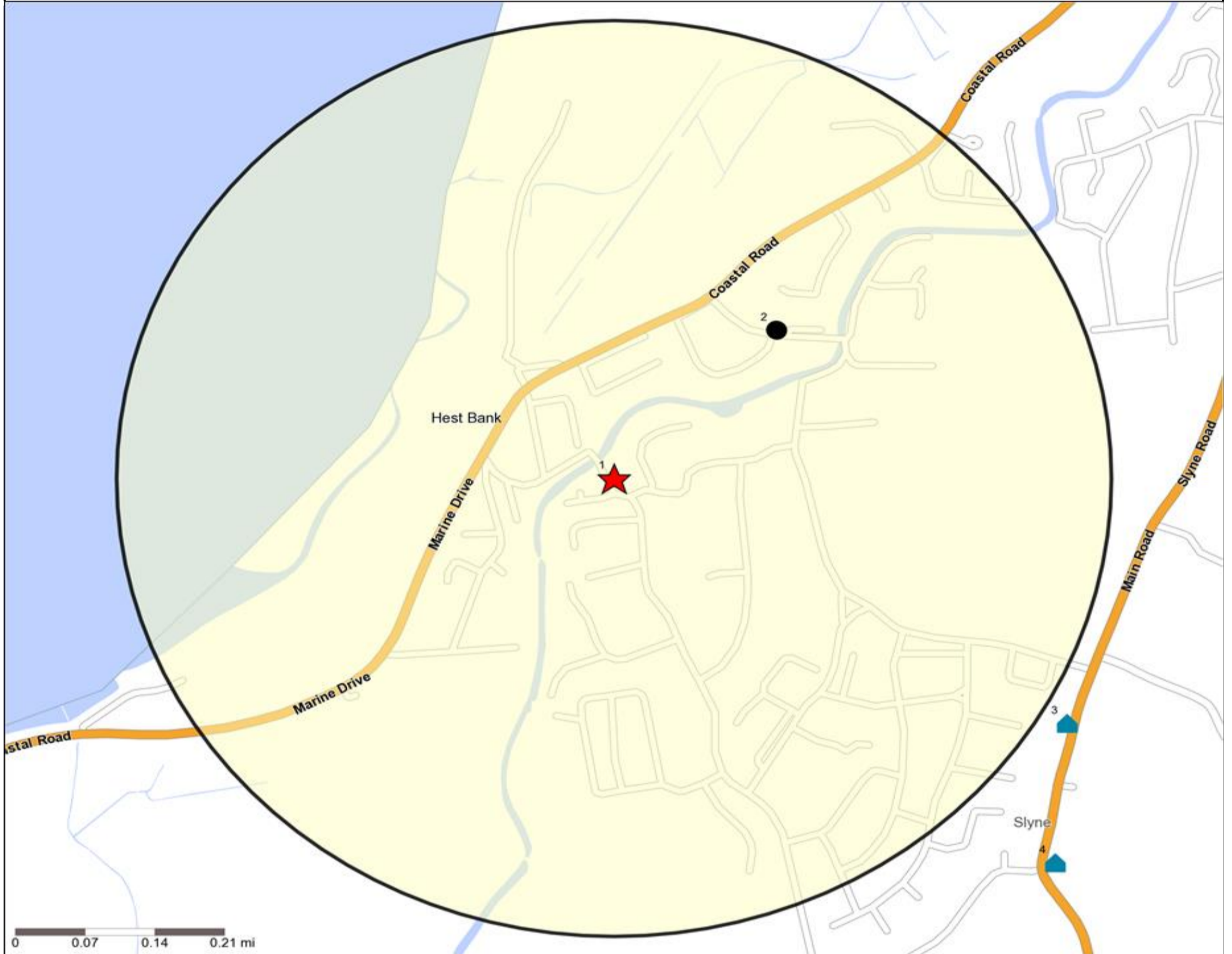
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	9	17
Circuit Bar	0	0	17	25
Community Local	0	1	36	65
Dry Led	0	3	7	11
Branded Food Pub	0	1	4	5
Rural	1	1	1	1
Other	1	10	107	164
Total	2	16	181	288



Competition Map and Data: HEST BANK LANE, LANCASTER (202857)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	0
Dry Led	0
Branded Food Pub	0
Rural	1
Other	1
Total	2



Local Competition: HEST BANK LANE, LANCASTER (202857)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	HEST BANK LANE, LANCASTER	2 HEST BANK LANE, LANCASTER, LA2 6DN	Punch Taverns	LA 2 6DN	Punch Taverns	0.00
1	Heston Bank Lane	2 Hest Bank Lane, Hest Bank, Lancaster	Punch Pub Company	LA 2 6DN	Rural Character	0.00
2	Whitewalls Restaurant	39 Hatlex Lane, Hest Bank, Lancaster	Independent Free	LA 2 6EZ	Other	0.23
3	Slyne Lodge	92 Main Road, Slyne, Lancaster	Marston's	LA 2 6AZ	Dry Led	0.53
4	Keys	82 Main Road, Slyne, Lancaster	Chameleon Pub Company	LA 2 6AU	Dry Led	0.61
5	Rickys Cantonese	26 Slyne Road, Bolton Le Sands, Carnforth	Independent Free	LA 5 8BQ	Other	0.79
6	Morecambe Golf Club	Marine Road East, Morecambe	Independent Free	LA 4 6AJ	Other	1.11
7	Mia Italia	Bye Pass Road, Bolton Le Sands, Carnforth	Independent Free	LA 5 8JD	Other	1.16
8	Red Bank Farm	The Shore, Bolton Le Sands, Carnforth	Independent Free	LA 5 8JR	Other	1.23
9	Blue Anchor Hotel	68 Main Road, Bolton Le Sands, Carnforth	Independent Free	LA 5 8DN	Community Local	1.24
10	Packet Boat Hotel	95 Main Road, Bolton Le Sands, Carnforth	Thwaites	LA 5 8DN	Dry Led	1.24
11	Bolton Le Sands Cricket Club	Bye Pass Road, Bolton Le Sands, Carnforth	Independent Free	LA 5 8JA	Other	1.34
12	Far Pavilion Restaurant	25 Bye Pass Road, Bolton Le Sands, Carnforth	Independent Free	LA 5 8JA	Other	1.34
13	Bow Window	2 Princes Crescent, Morecambe	Independent Free	LA 4 6BX	Other	1.38
14	Dog & Partridge Hogshead	19 Bare Lane, Morecambe	Greene King	LA 4 6DE	Branded Food	1.39
15	Bare Institute Social Club	20 Bare Lane, Morecambe	Independent Free	LA 4 6DF	Other	1.39
16	Channings Hotel	455 Marine Road East, Morecambe	Independent Free	LA 4 6AD	Other	1.49
17	Blue Mountain Coffee House	440 Marine Road East, Morecambe	Independent Free	LA 4 6AB	Cafe / Wine Bar	1.55
18	Royal Hotel	27 Main Road, Bolton Le Sands, Carnforth	Mitchells	LA 5 8DQ	Community Local	1.63
19	Jubilee Social & W.M. Club	Slyne Road, Morecambe	Independent Free	LA 4 6NZ	Other	1.78
20	Strathmore Hotel	Marine Road East, Morecambe	CHG (Coach Holidays Group)	LA 4 5AP	Other	1.81
21	St Winifreds Hotel	Marine Road East, Morecambe	Independent Free	LA 4 5AR	Other	1.82
22	Broadway Hotel	356 Marine Road East, Morecambe	Independent Free	LA 4 5AR	Other	1.82
23	Cerswell Hotel	405 Marine Road East, Morecambe	Independent Free	LA 4 5AR	Other	1.82
24	George Hotel	302 Lancaster Road, Morecambe	Thwaites	LA 4 6LY	Community Local	1.85
25	Headway Hotel	401 Marine Road East, Morecambe	Independent Free	LA 4 5AW	Other	1.89
26	Gala Bingo	Marine Road East, Morecambe	Gala Group	LA 4 5AW	Other	1.89
27	New Hazelmere Priv Hotel	391 Marine Road East, Morecambe	Independent Free	LA 4 5AN	Other	1.90
28	Beach Mount Hotel	395-396 Marine Road East, Morecambe	Independent Free	LA 4 5AN	Community Local	1.90
29	Bay View Holiday Park	Main Road, Bolton Le Sands, Carnforth	Independent Free	LA 5 8ES	Other	1.90
30	Melbourne Social Club & Institute	57 Slyne Road, Lancaster	Independent Free	LA 1 2JH	Other	1.90