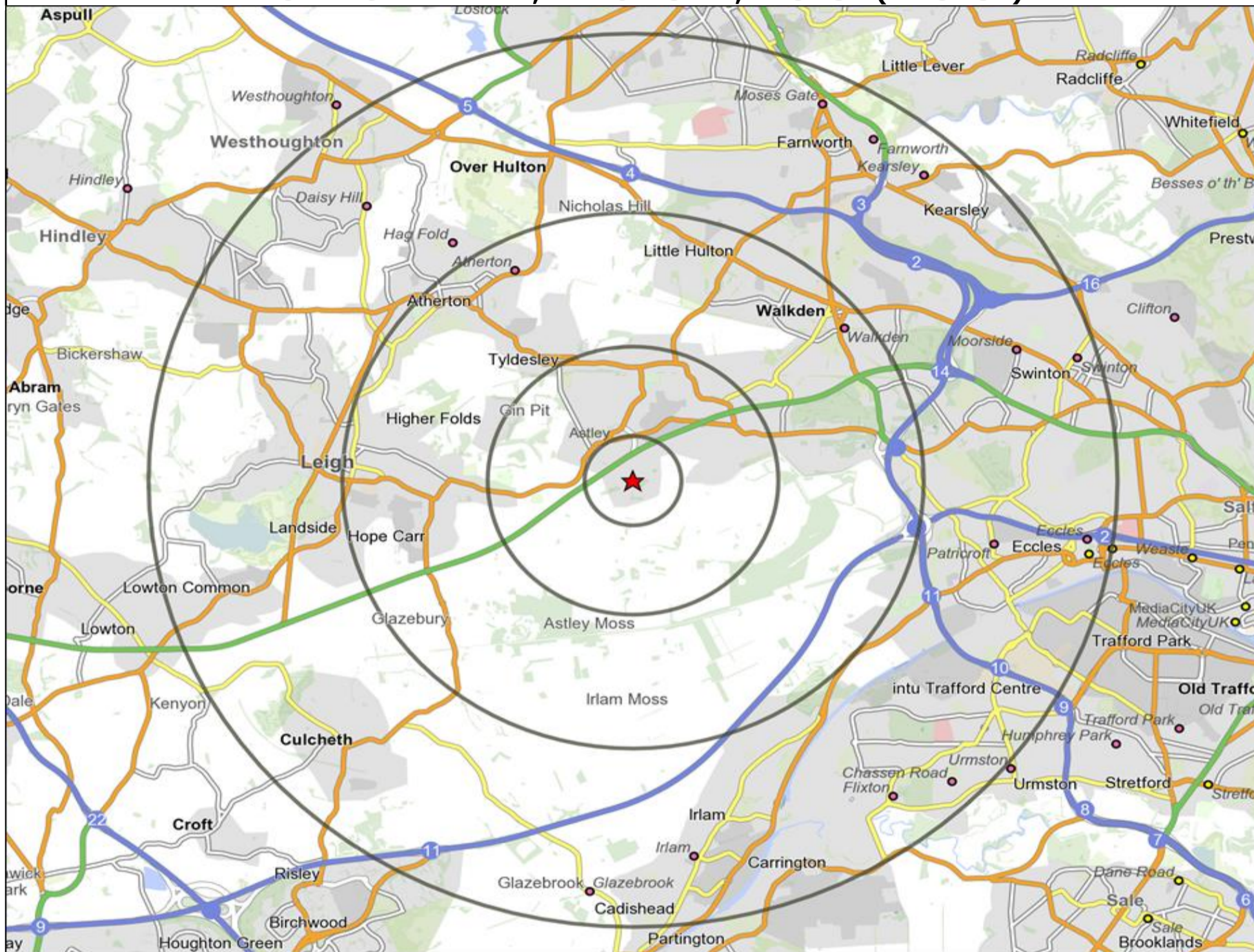




**Customer Profile Report for OLD BOATHOUSE, ASTLEY (Punch Outlet Number: 203049)
HIGHER GREEN LANE, MANCHESTER, M29 7JB (M 29 7JB)**



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

Age Data Table

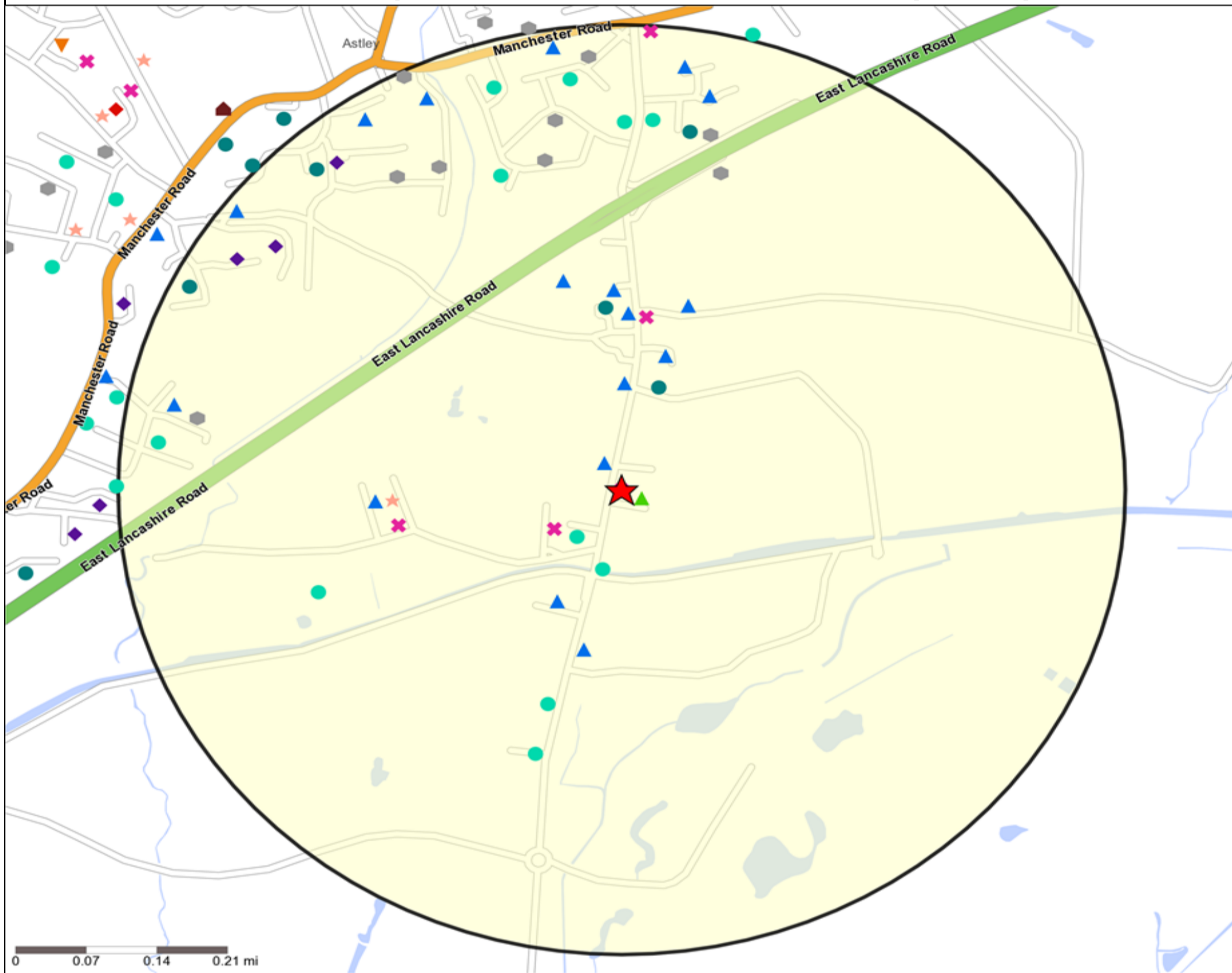
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	288	4,761	19,111	77,497	56,357	77	97	101	108	102
16-17	29	665	2,365	9,495	6,909	63	110	101	107	101
18-24	129	1,989	7,802	30,542	22,901	72	84	85	89	86
25-34	230	3,043	12,977	50,836	39,564	85	85	94	98	99
35-44	276	3,468	12,887	49,422	38,049	110	105	101	102	102
45-54	335	4,431	15,748	56,465	44,495	119	120	110	105	107
55-64	308	3,312	11,986	41,686	32,774	137	112	105	97	99
65+	392	4,381	17,964	64,899	52,324	110	93	99	95	99
Population estimate 2015	1,987	26,050	100,840	380,842	293,373	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	1,889	24,898	95,398	339,685	274,086	97%	96%	96%	91%	95%
Mixed / Multiple Ethnic Groups	22	326	1,242	5,545	3,730	1%	1%	1%	1%	1%
Asian / Asian British	20	387	1,776	22,051	5,991	1%	1%	2%	6%	2%
Black / African / Caribbean / Black British	4	152	906	4,534	2,955	0%	1%	1%	1%	1%
Other Ethnic Group	4	67	310	2,210	1,144	0%	0%	0%	1%	0%
All People (Ethnic Group)	1,939	25,830	99,632	374,025	287,906	100	100	100	100	100



Mosaic UK Map and Data: OLD BOATHOUSE, ASTLEY (203049)



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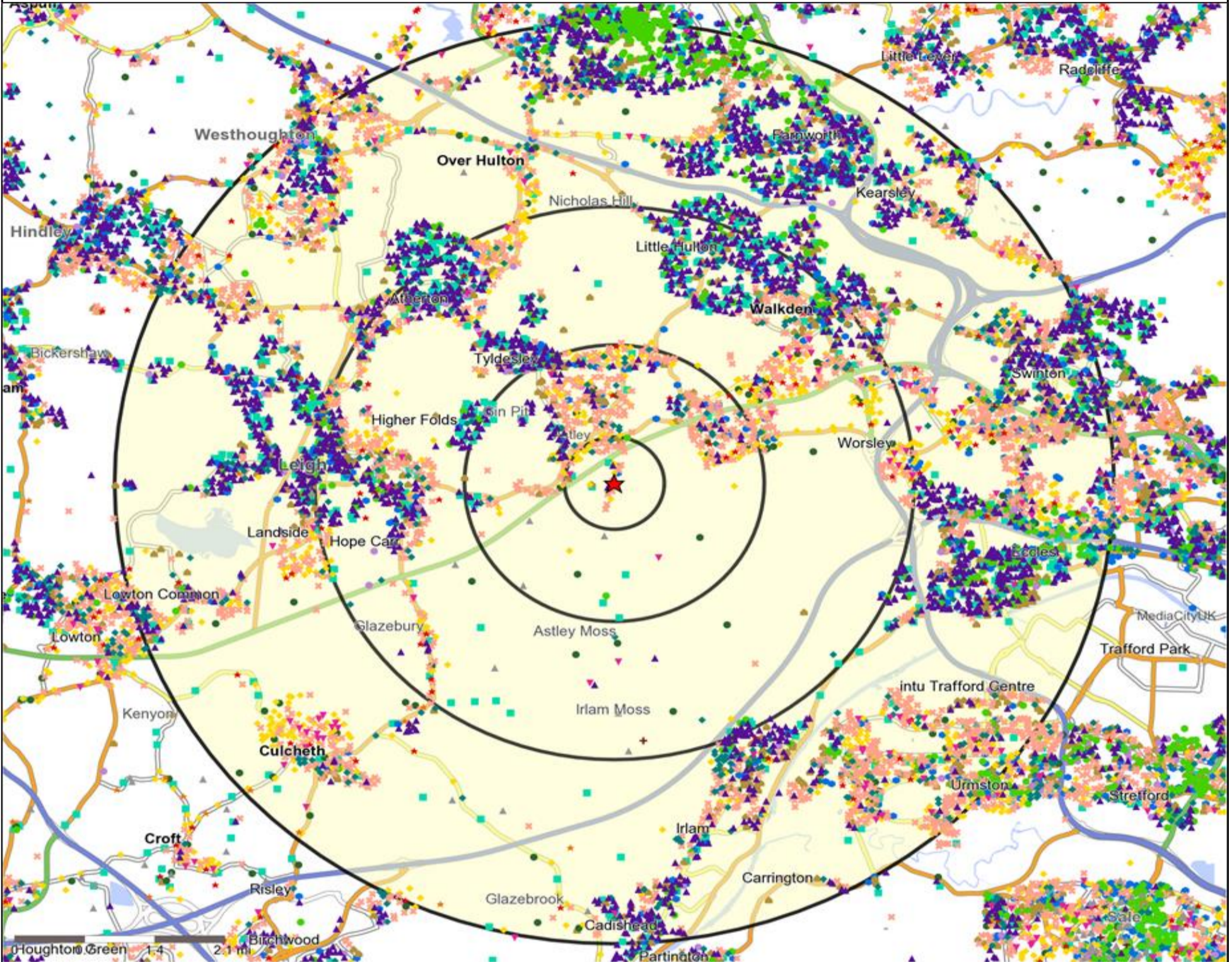
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	102	84
C Country Living (18+)	8	7
D Rural Reality (18+)	2	2
E Senior Security (18+)	362	267
F Suburban Stability (18+)	479	470
G Domestic Success (18+)	149	106
H Aspiring Homemakers (18+)	420	276
I Family Basics (18+)	0	0
J Transient Renters (18+)	125	130
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	23	29
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,670	100



Occasions Map and Data: OLD BOATHOUSE, ASTLEY (203049)



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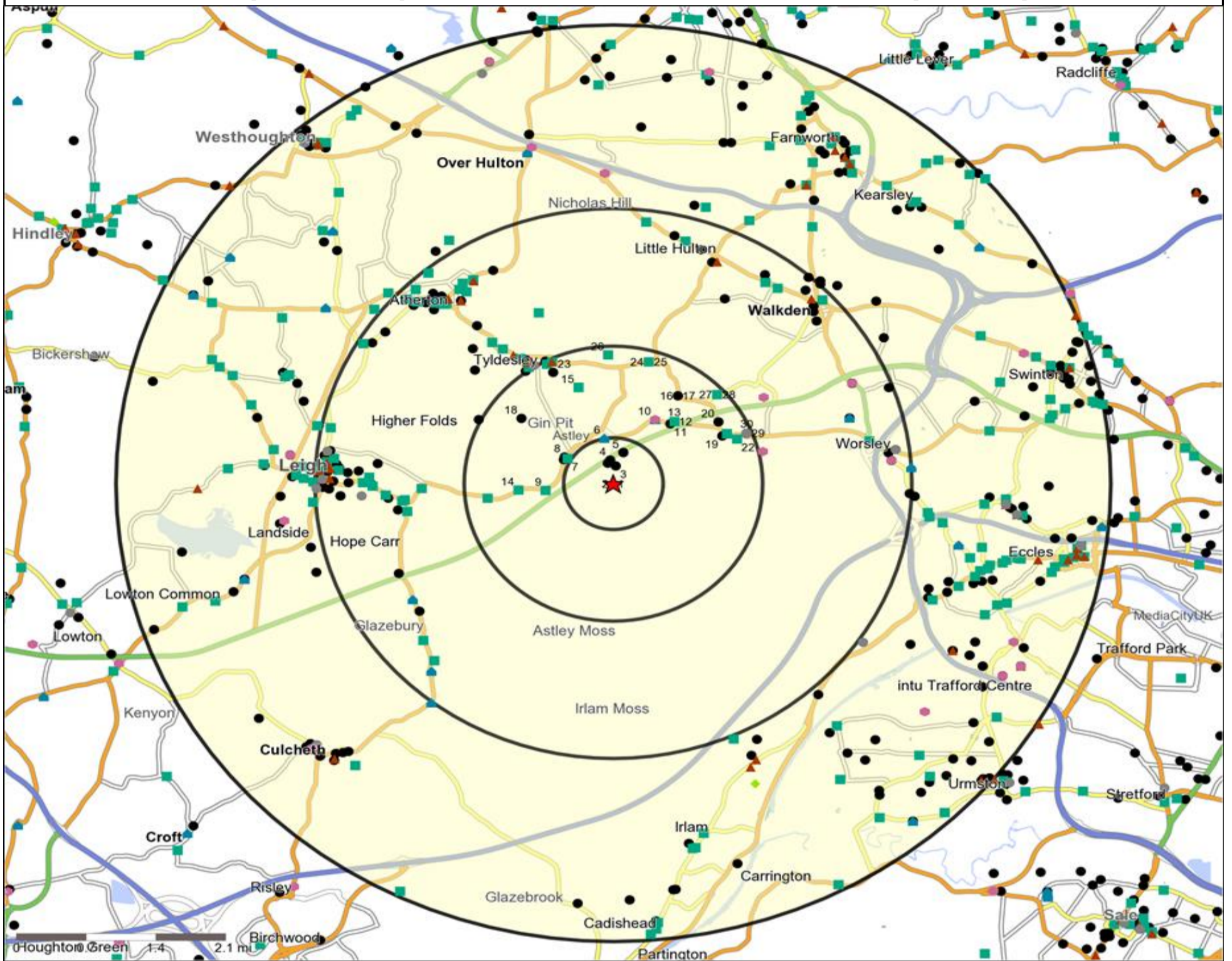
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 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	70	1,146	6,525	24,980	19,397	64	75	104	104	105
02 Early Doors	104	1,377	6,199	23,296	18,556	114	108	118	116	120
03 Everyday is Friday	84	1,186	4,956	18,171	14,372	108	109	111	106	109
04 Weekend Millionaires	94	1,708	8,617	33,468	25,864	84	109	133	136	137
05 Out On The Town	105	1,563	7,012	26,749	21,003	97	104	112	113	115
06 Business and Pleasure	33	507	1,893	7,984	5,730	59	65	59	65	61
07 Sporting Pints	62	1,044	5,296	23,656	16,585	52	63	77	90	82
08 Student Social	43	595	1,779	6,278	4,922	85	85	61	57	58
09 Leisurely Lunch	107	1,383	5,638	21,371	16,287	101	93	92	92	91
10 Wining and Dining	180	2,070	6,542	23,288	18,044	149	123	94	88	88
11 Household Outing	102	1,536	6,249	25,464	18,841	107	115	113	121	117
12 Midweek Meal Deal	39	669	3,511	14,104	10,458	73	89	113	119	115
13 Date Night	145	1,625	4,660	15,128	12,581	169	136	94	80	87
14 Birthday Treat	98	1,289	4,691	16,475	12,852	114	108	95	87	89
15 Pre Show Meal	34	432	1,445	5,463	4,275	115	105	85	84	86
Number of Occasions	1,300	18,130	75,013	285,875	219,767	100	100	100	100	100



Competition Map and Data: OLD BOATHOUSE, ASTLEY (203049)



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

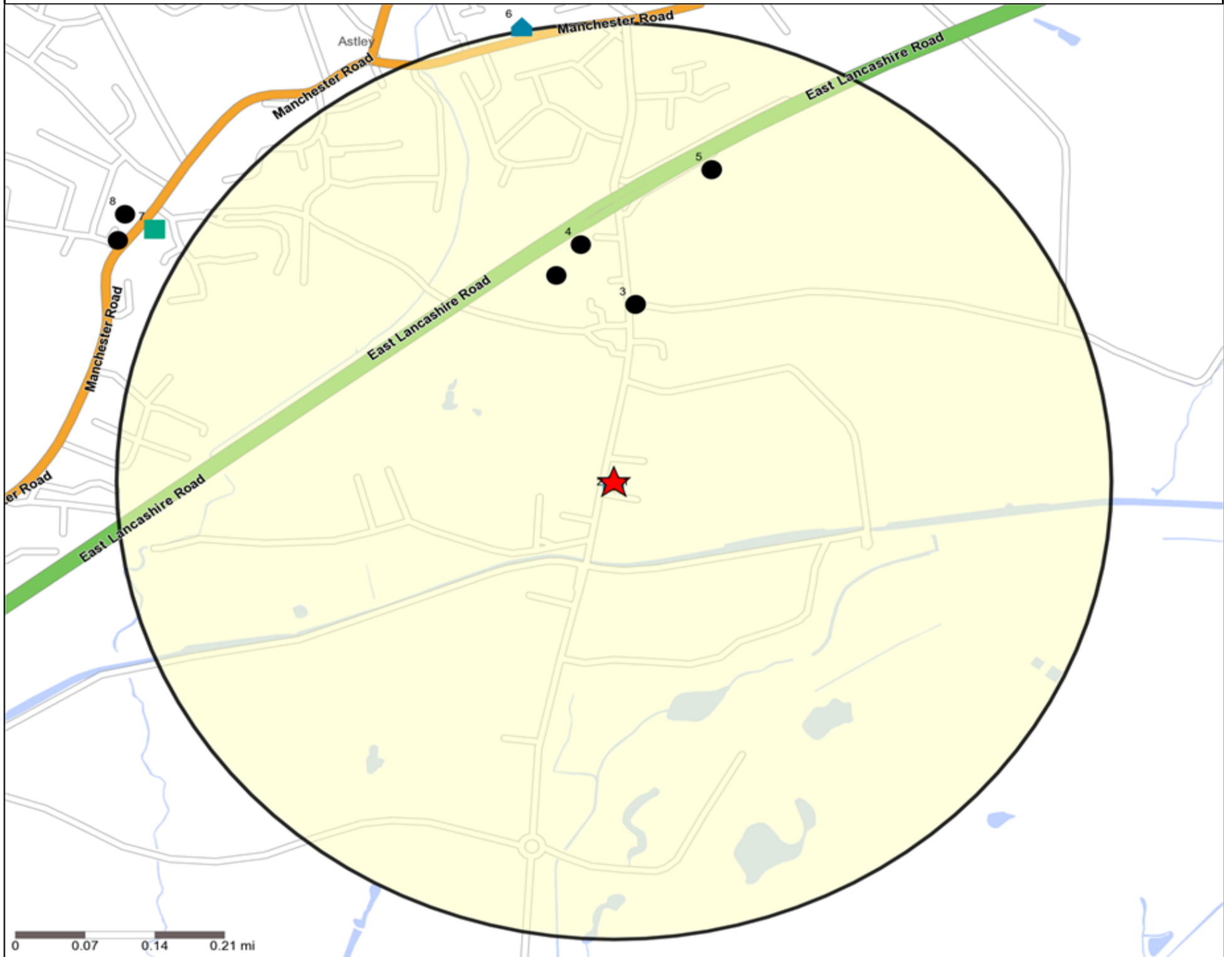
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	1	6	17
Circuit Bar	1	2	18	45
Community Local	0	13	50	169
Dry Led	1	3	9	21
Branded Food Pub	0	1	5	15
Rural	0	0	0	1
Other	3	17	91	312
Total	5	37	179	580



Competition Map and Data: OLD BOATHOUSE, ASTLEY (203049)



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	1
Community Local	0
Dry Led	1
Branded Food Pub	0
Rural	0
Other	3
Total	5



Local Competition: OLD BOATHOUSE, ASTLEY (203049)

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 BOATHOUSE, ASTLEY	HIGHER GREEN LANE, MANCHESTER, M29 7JB	Punch Taverns	M 29 7JB	Punch Taverns	0.00
1	Ross Arms	130 Higher Green Lane, Tyldesley, Manchester	Independent Free	M 29 7JB	Circuit Bar	0.00
2	Old Boathouse	164 Higher Green Lane, Tyldesley, Manchester	Punch Pub Company	M 29 7JB	Dry Led	0.00
3	Astley Conservative Club	90-94 Higher Green Lane, Tyldesley, Manchester	Independent Free	M 29 7HZ	Other	0.19
4	Le Rendezous	Higher Green Lane, Tyldesley, Manchester	Independent Free	M 29 7QQ	Other	0.26
5	Zest	East Lancashire Road, Tyldesley, Manchester	Independent Free	M 29 7HX	Other	0.35
6	Bulls Head	504 Manchester Road, Tyldesley, Manchester	Mitchells & Butlers	M 29 7BP	Dry Led	0.50
7	Miners Arms	371 Manchester Road, Tyldesley, Manchester	Thwaites	M 29 7DX	Community Local	0.54
8	Astley Labour Club	398 Manchester Road, Tyldesley, Manchester	Independent Free	M 29 7DY	Other	0.57
9	Cart & Horses	221 Manchester Road, Tyldesley, Manchester	Holt	M 29 7SD	Community Local	0.69
10	Applewood Farm	Chaddock Lane, Worsley, Manchester	Greene King	M 28 1DP	Branded Food	0.82
11	Gym 28	199 Chaddock Lane, Manchester	Independent Free	M 28 1DW	Other	0.87
12	Queens Arms	184 Chaddock Lane, Worsley, Manchester	Punch Pub Company	M 28 1DN	Community Local	0.92
13	Holy Family Catholic Club	Chaddock Lane, Worsley, Manchester	Independent Free	M 28 1DN	Other	0.92
14	Manchester Road Inn	62 Manchester Road, Tyldesley, Manchester	Punch Pub Company	M 29 7EJ	Community Local	0.96
15	Canal Duke	Stour Road, Tyldesley, Manchester	Enterprise Inns	M 29 7PX	Community Local	1.11
16	Lugana Restaurant	146 Mosley Common Road, Salford	Independent Free	M 28 1AN	Other	1.16
17	La Perla	4 Mosley Common Road, Worsley, Manchester	Independent Free	M 28 1AN	Other	1.16
18	Miners Welfare	Meanley Road, Tyldesley, Manchester	Independent Free	M 29 7DW	Other	1.17
19	Royal British Legion Club	2 Victoria Street, Worsley, Manchester	Independent Free	M 28 1HQ	Other	1.21
20	Boothstown Conservative Club	259 Mosley Common Road, Worsley, Manchester	Independent Free	M 28 1BZ	Other	1.25
21	Royal Oak	20 Leigh Road, Worsley, Manchester	Admiral Taverns Ltd	M 28 1LZ	Community Local	1.26
22	Greyhound	44 Leigh Road, Worsley, Manchester	Star Pubs & Bars	M 28 1LR	Community Local	1.34
23	Tyldesley Subs Bowling Club	Garden Street, Tyldesley, Manchester	Independent Free	M 29 8HD	Other	1.36
24	Red Lion	111 Sale Lane, Tyldesley, Manchester	Enterprise Inns	M 29 8PA	Community Local	1.38
25	Colliers	105 Sale Lane, Tyldesley, Manchester	Enterprise Inns	M 29 8PA	Community Local	1.38
26	Gatehouse	Manchester Road, Tyldesley, Manchester	Thwaites	M 29 8WE	Community Local	1.40
27	Yew Tree	55 Bridgewater Road, Worsley, Manchester	Enterprise Inns	M 28 1AD	Dry Led	1.43
28	Boundary Stone	Bridgewater Road, Worsley, Manchester	Marston's	M 28 1AD	Community Local	1.43
29	Bexter Coffee	8 Standfield Centre, Worsley, Manchester	Independent Free	M 28 1FB	Cafe / Wine Bar	1.45
30	Basin Restaurant	9a Standfield Centre, Worsley, Manchester	Independent Free	M 28 1FB	Other	1.45