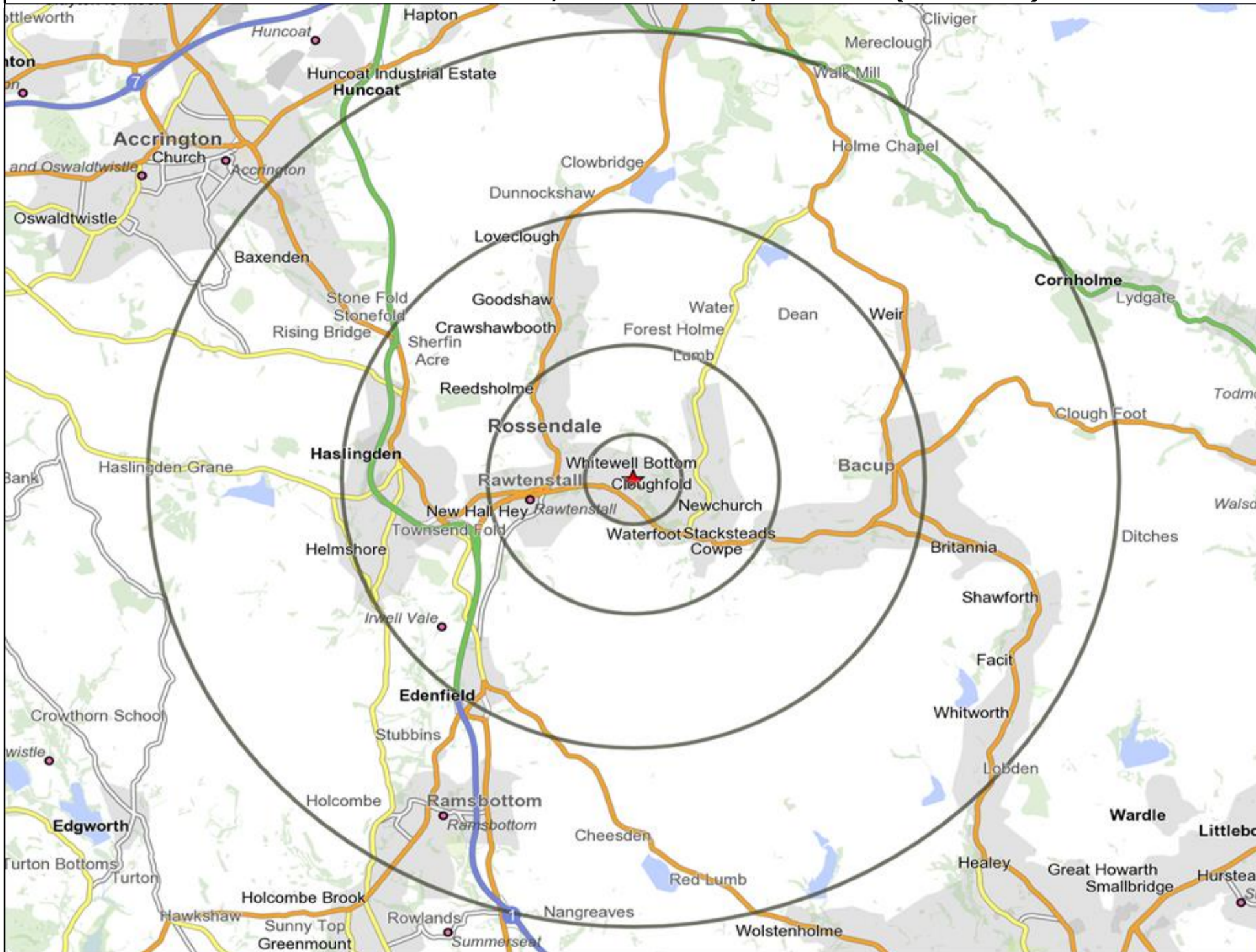




**Customer Profile Report for RED LION, ROSSENDALE (Punch Outlet Number: 201999)
437 NEWCHURCH ROAD, ROSSENDALE, BB4 7TG (BB 4 7TG)**



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

Age Data Table

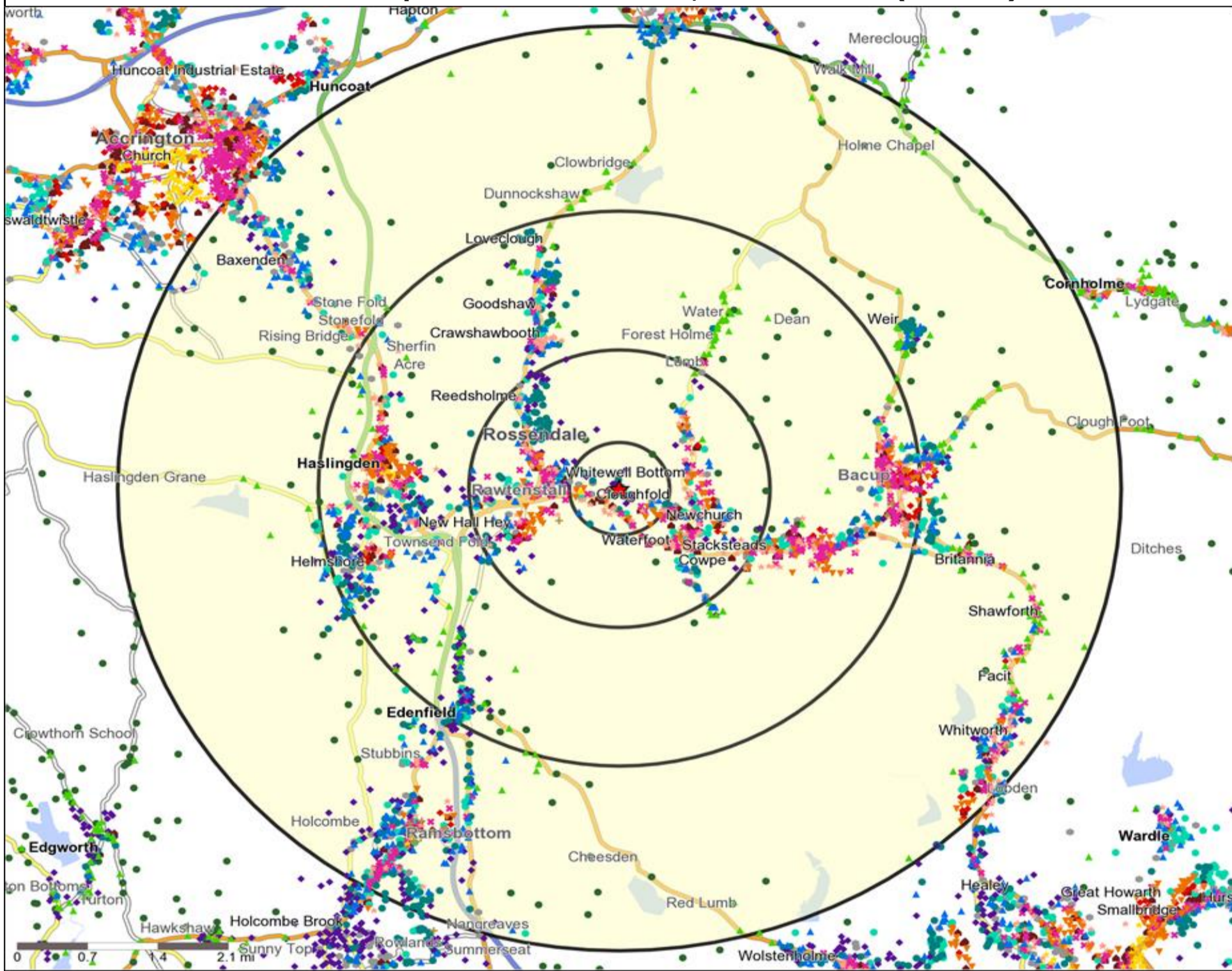
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	521	3,780	10,616	16,602	13,957	99	104	105	102	105
16-17	64	455	1,306	2,099	1,728	99	101	104	105	105
18-24	195	1,499	3,963	6,202	5,151	77	85	81	79	80
25-34	351	2,398	6,772	10,416	9,055	92	90	92	88	93
35-44	299	2,406	6,756	11,261	9,154	84	98	99	103	102
45-54	420	2,897	8,106	13,593	10,842	106	105	106	111	108
55-64	365	2,404	6,644	10,805	8,670	116	109	109	111	108
65+	579	3,612	9,722	15,374	12,375	115	103	100	99	97
Population estimate 2015	2,794	19,451	53,885	86,352	70,932	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	2,507	17,490	48,464	79,434	64,428	91%	92%	93%	94%	93%
Mixed / Multiple Ethnic Groups	43	188	489	770	693	2%	1%	1%	1%	1%
Asian / Asian British	203	1,254	3,192	3,696	3,524	7%	7%	6%	4%	5%
Black / African / Caribbean / Black British	6	22	101	164	203	0%	0%	0%	0%	0%
Other Ethnic Group	3	34	108	152	150	0%	0%	0%	0%	0%
All People (Ethnic Group)	2,762	18,988	52,354	84,216	68,998	100	100	100	100	100



Mosaic UK Map and Data: RED LION, ROSSENDALE (201999)



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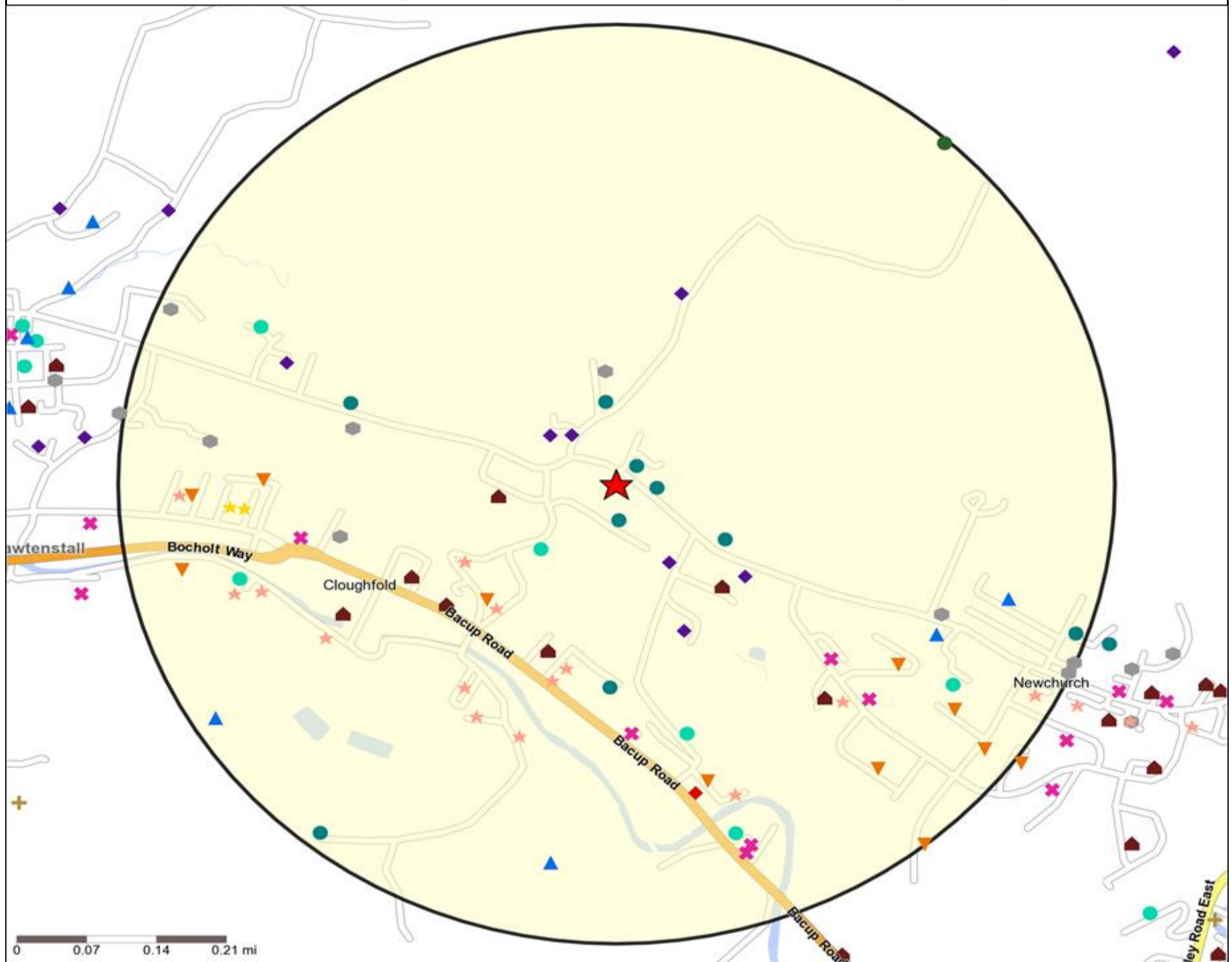


Mosaic UK Data Table (Residential)

	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	0	0	0	0	0	0	0
B Prestige Positions (18+)	159	991	2,621	4,104	3,289	99	89	86	83	82
C Country Living (18+)	12	145	649	1,414	843	8	14	22	30	22
D Rural Reality (18+)	0	82	1,362	3,288	1,889	0	8	47	70	49
E Senior Security (18+)	261	999	1,910	3,145	2,245	145	81	56	57	50
F Suburban Stability (18+)	97	991	3,804	8,018	5,633	72	107	149	195	167
G Domestic Success (18+)	318	1,680	5,065	8,768	6,714	171	131	144	155	145
H Aspiring Homemakers (18+)	93	1,798	4,802	9,057	7,374	46	130	126	147	147
I Family Basics (18+)	359	1,719	4,130	5,324	5,366	225	157	137	109	135
J Transient Renters (18+)	305	2,386	7,132	10,183	9,244	239	272	295	261	291
K Municipal Challenge (18+)	48	482	1,551	2,117	1,994	37	54	63	53	62
L Vintage Value (18+)	235	1,409	2,971	3,994	3,656	169	147	113	94	105
M Modest Traditions (18+)	263	2,285	5,039	6,947	5,727	250	316	253	217	219
N Urban Cohesion (18+)	59	84	510	528	541	51	11	23	15	19
O Rental Hubs (18+)	0	159	290	596	590	0	14	9	11	14
Adults 18+ estimate 2015	2,209	15,210	41,836	67,483	55,105	100	100	100	100	100



Mosaic UK Map and Data: RED LION, ROSSENDALE (201999)



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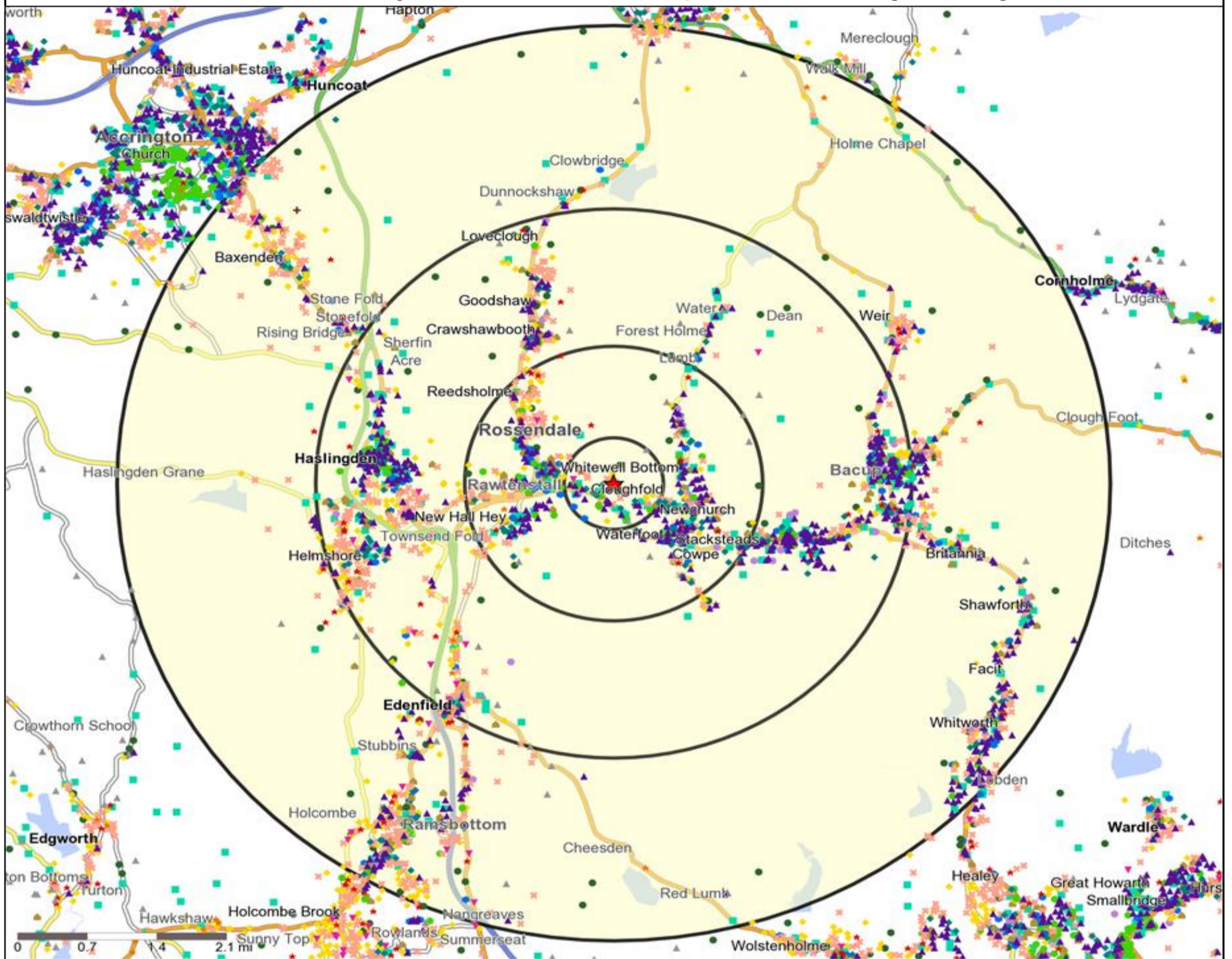
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	159	99
C Country Living (18+)	12	8
D Rural Reality (18+)	0	0
E Senior Security (18+)	261	145
F Suburban Stability (18+)	97	72
G Domestic Success (18+)	318	171
H Aspiring Homemakers (18+)	93	46
I Family Basics (18+)	359	225
J Transient Renters (18+)	305	239
K Municipal Challenge (18+)	48	37
L Vintage Value (18+)	235	169
M Modest Traditions (18+)	263	250
N Urban Cohesion (18+)	59	51
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	2,209	100



Occasions Map and Data: RED LION, ROSSENDALE (201999)



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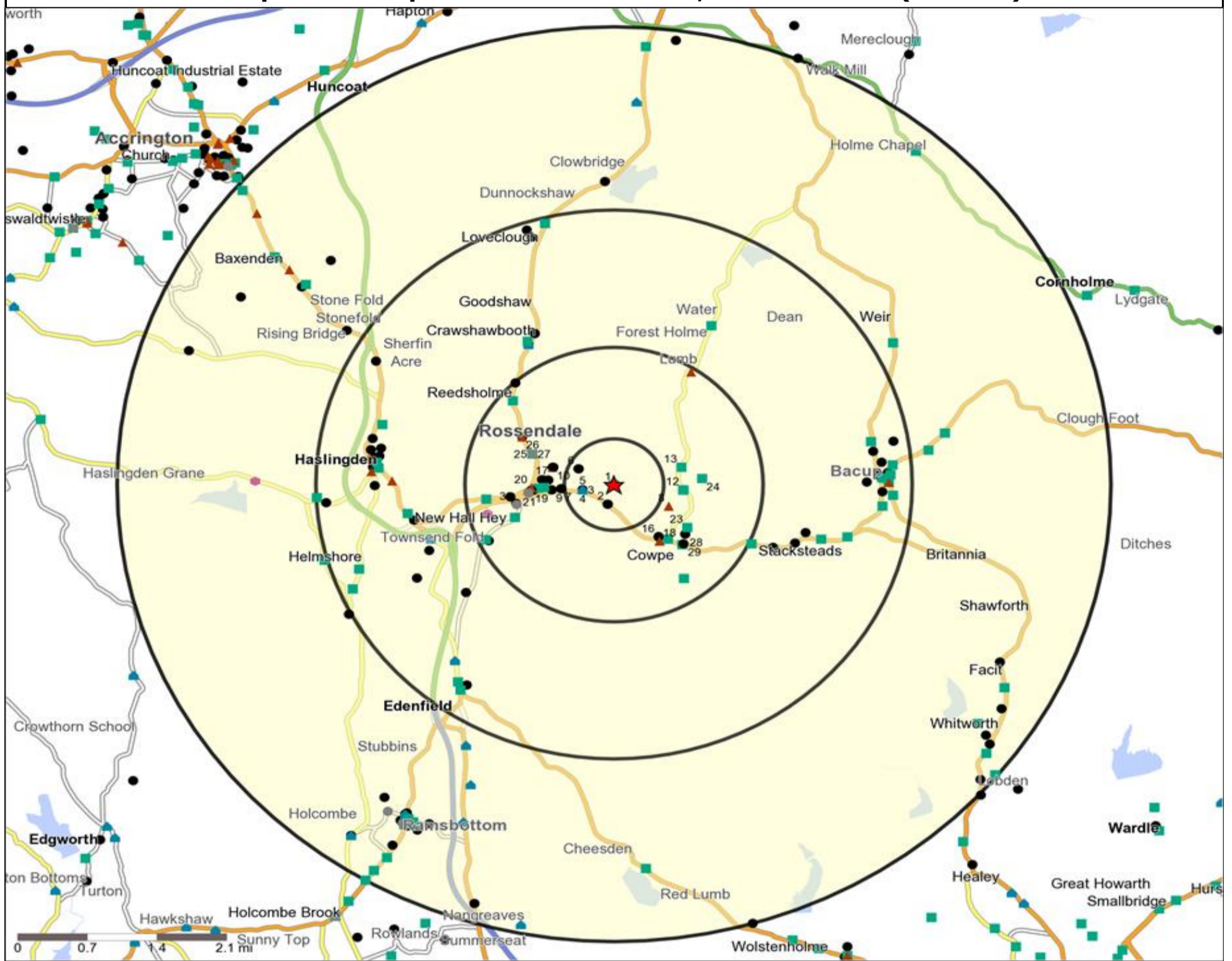
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurly Lunch
- ▲ 10 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	192	1,215	3,340	4,944	4,261	109	103	103	97	101
02 Early Doors	209	1,297	3,423	5,208	4,318	142	131	126	122	122
03 Everyday is Friday	130	923	2,556	4,079	3,386	103	109	111	112	112
04 Weekend Millionaires	219	1,577	4,396	6,561	5,729	121	129	132	125	131
05 Out On The Town	182	1,295	3,515	5,354	4,599	104	110	109	106	109
06 Business and Pleasure	56	372	1,023	1,668	1,379	62	61	62	64	64
07 Sporting Pints	155	1,060	2,812	4,133	3,633	80	82	79	74	78
08 Student Social	60	315	947	1,704	1,264	73	57	63	72	64
09 Leisurly Lunch	170	1,047	2,848	4,524	3,711	99	91	90	91	90
10 Wining and Dining	170	1,185	3,342	5,633	4,491	87	90	93	100	96
11 Household Outing	168	1,222	3,256	5,152	4,321	109	118	115	115	116
12 Midweek Meal Deal	83	639	1,705	2,559	2,181	95	109	107	102	104
13 Date Night	118	789	2,198	3,922	3,017	85	85	86	98	91
14 Birthday Treat	156	941	2,584	4,164	3,330	112	101	102	104	100
15 Pre Show Meal	38	261	688	1,158	936	80	81	79	84	82
Number of Occasions	2,106	14,138	38,633	60,763	50,556	100	100	100	100	100



Competition Map and Data: RED LION, ROSSENDALE (201999)



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

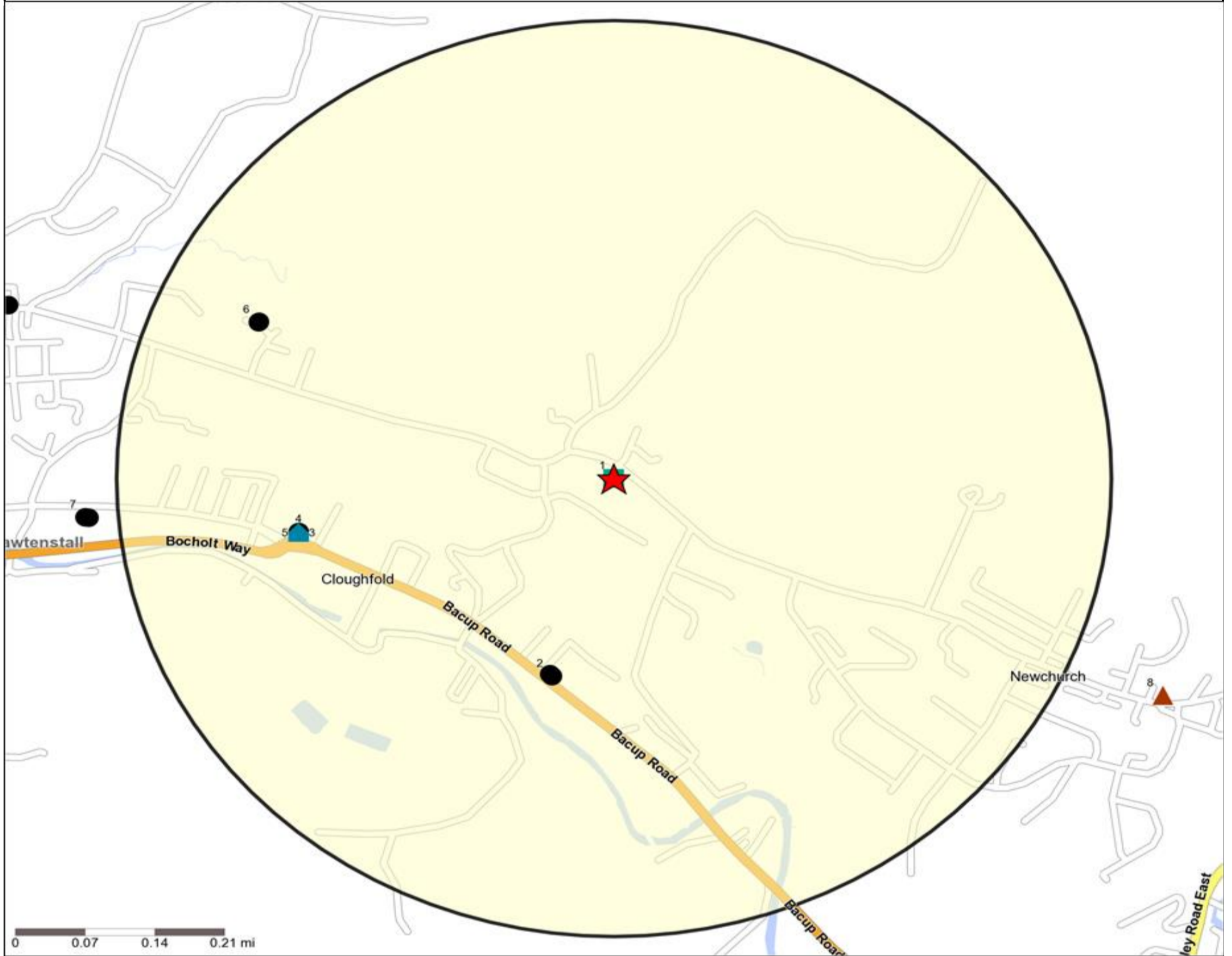
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	3	4	9
Circuit Bar	0	4	7	11
Community Local	1	11	32	49
Dry Led	1	1	3	12
Branded Food Pub	0	1	1	2
Rural	0	0	0	0
Other	4	23	60	96
Total	6	43	107	179



Competition Map and Data: RED LION, ROSSENDALE (201999)



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	1
Dry Led	1
Branded Food Pub	0
Rural	0
Other	4
Total	6



Local Competition: RED LION, ROSSENDALE (201999)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	RED LION, ROSSENDALE	437 NEWCHURCH ROAD, ROSSENDALE, BB4 7TG	Punch Taverns	BB 4 7TG	Punch Taverns	0.00
1	Red Lion	437 Newchurch Road, Rawtenstall, Rossendale	Punch Pub Company	BB 4 7TG	Community Local	0.00
2	Cloughfold Conservative Club	272-274 Bacup Road, Cloughfold, Rossendale	Independent Free	BB 4 7LG	Other	0.22
3	Ashworth Arms	325 Bacup Road, Rawtenstall, Rossendale	Independent Free	BB 4 7PA	Dry Led	0.32
4	Ashoka Indian Restaurant	255 Bacup Road, Rossendale	Independent Free	BB 4 7PA	Other	0.32
5	Ninos Restaurant Pizzeria	245 Bacup Road, Rawtenstall, Rossendale	Independent Free	BB 4 7PA	Other	0.32
6	Rossendale Sports Club	Marl Pits, Rawtenstall, Rossendale	Independent Free	BB 4 7SW	Other	0.40
7	Estense	93-95 Bacup Road, Rawtenstall, Rossendale	Independent Free	BB 4 7NW	Other	0.53
8	Boars Head	69 Church Street, Newchurch, Rossendale	Unknown	BB 4 9EH	Circuit Bar	0.60
9	Vogue	23-27 Bacup Road, Rawtenstall, Rossendale	Independent Free	BB 4 7NQ	Other	0.63
10	Springside Cottage Restaurant	23-25 Newchurch Road, Rawtenstall, Rossendale	Independent Free	BB 4 7QX	Other	0.64
11	Rawtenstall Cricket Club	Worswick Crescent, Rawtenstall, Rossendale	Independent Free	BB 4 7RS	Other	0.66
12	Masons Arms	254 Burnley Road East, Crawshawbooth, Rossendale	Independent Free	BB 4 9HU	Community Local	0.70
13	Roebuck	427 Burnley Road East, Waterfoot, Rossendale	*Other Small Retail Groups	BB 4 9JR	Community Local	0.70
14	Crown	20 Bacup Road, Rawtenstall, Rossendale	Independent Free	BB 4 7ND	Community Local	0.70
15	North Street Restaraunt	1 North Street, Rawtenstall, Rossendale	Independent Free	BB 4 7LX	Other	0.71
16	Palatine Club	St James Street, Waterfoot, Rossendale	Independent Free	BB 4 7HN	Other	0.72
17	Rawtenstall Conservative Club	3 Grange Crescent, Rawtenstall, Rossendale	Independent Free	BB 4 7QT	Other	0.73
18	Duke Of Buccleugh	701 Bacup Road, Waterfoot, Rossendale	Independent Free	BB 4 7HB	Circuit Bar	0.77
19	Rainbow Chinese Restaurant	13 Bacup Road, Rawtenstall, Rossendale	Independent Free	BB 4 7NG	Other	0.83
20	Queens Arms	1 Bank Street, Rawtenstall, Rossendale	Independent Free	BB 4 7NF	Circuit Bar	0.83
21	Cafe Artisan	1 Bury Road, Rawtenstall, Rossendale	Independent Free	BB 4 6AA	Cafe / Wine Bar	0.87
22	San Leo	12 Bury Road, Rawtenstall, Rossendale	Independent Free	BB 4 6AA	Other	0.87
23	Jolly Sailor	Booth Place, Rossendale	Punch Pub Company	BB 4 9BD	Community Local	0.87
24	White Horse	136 Edgeside Lane, Waterfoot, Rossendale	Unknown	BB 4 9TR	Community Local	0.89
25	White Lion	72 Burnley Road, Rawtenstall, Rossendale	Enterprise Inns	BB 4 8EW	Community Local	0.89
26	Astendoz Restaurant	51 Burnley Road, Rossendale	Independent Free	BB 4 8EW	Other	0.89
27	Madison Park Wine Bar	2 Burnley Road, Rawtenstall, Rossendale	Punch Pub Company	BB 4 8EW	Cafe / Wine Bar	0.89
28	Ye Olde Boot & Shoe Social Club	58-62 Millar Barn Lane, Waterfoot, Rossendale	Independent Free	BB 4 7AU	Other	0.90
29	Waterfoot Social Club	8 Ashworth Street, Waterfoot, Rossendale	Independent Free	BB 4 7AY	Other	0.95
30	Buffer Stops	Bury Road, Rawtenstall, Rossendale	Independent Free	BB 4 6AG	Cafe / Wine Bar	1.01