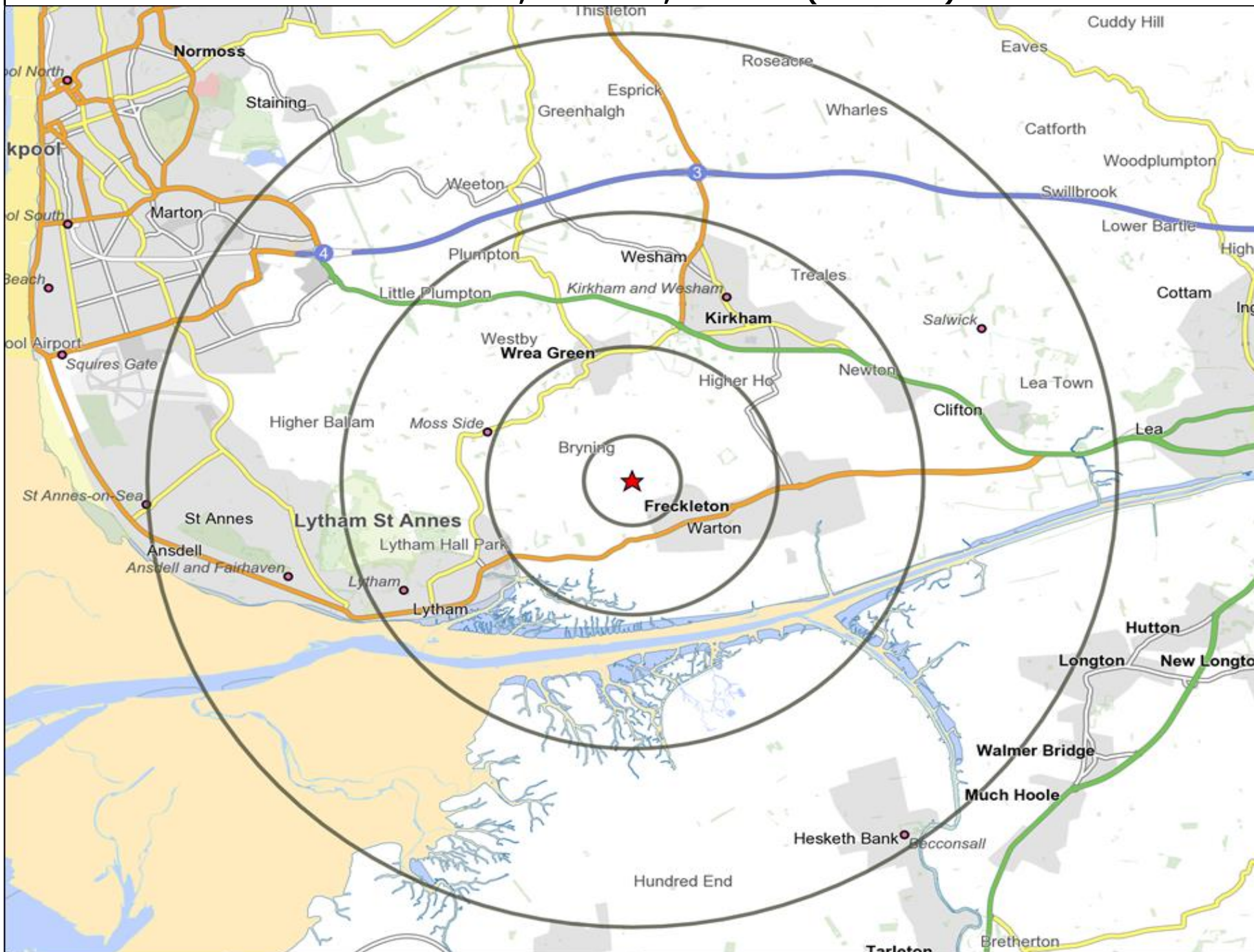




**Customer Profile Report for BIRLEY ARMS, WARTON (Punch Outlet Number: 202427)
BRYNING LANE, PRESTON, PR4 1TN (PR 4 1TN)**



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

Age Data Table

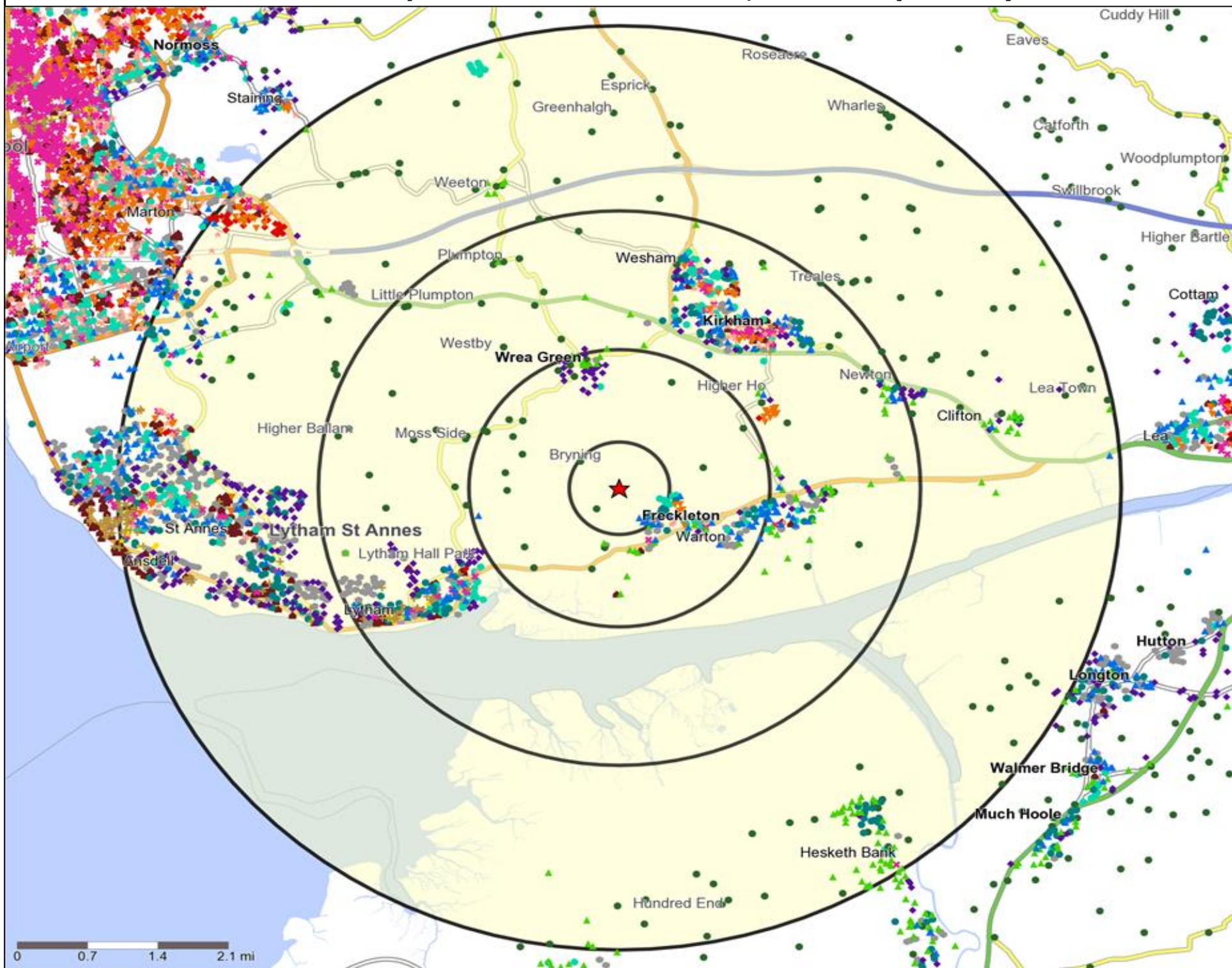
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	125	1,118	5,483	12,320	12,316	94	87	90	88	94
16-17	11	163	722	1,612	1,578	66	102	96	93	97
18-24	47	437	2,118	4,755	4,751	73	70	72	71	75
25-34	69	629	3,704	7,517	7,595	71	67	83	74	79
35-44	85	697	3,581	7,894	7,811	94	80	87	84	88
45-54	112	1,087	5,139	11,627	10,895	111	112	111	110	109
55-64	86	982	4,155	9,744	8,908	107	127	113	116	112
65+	177	1,737	7,612	18,894	16,311	138	141	130	141	129
Population estimate 2015	712	6,850	32,514	74,363	70,165	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	634	6,708	30,983	71,750	66,479	99%	98%	98%	97%	97%
Mixed / Multiple Ethnic Groups	6	61	311	727	827	1%	1%	1%	1%	1%
Asian / Asian British	1	51	349	802	1,104	0%	1%	1%	1%	2%
Black / African / Caribbean / Black British	0	6	61	141	195	0%	0%	0%	0%	0%
Other Ethnic Group	2	9	69	213	211	0%	0%	0%	0%	0%
All People (Ethnic Group)	643	6,835	31,773	73,633	68,816	100	100	100	100	100



Mosaic UK Map and Data: BIRLEY ARMS, WARTON (202427)



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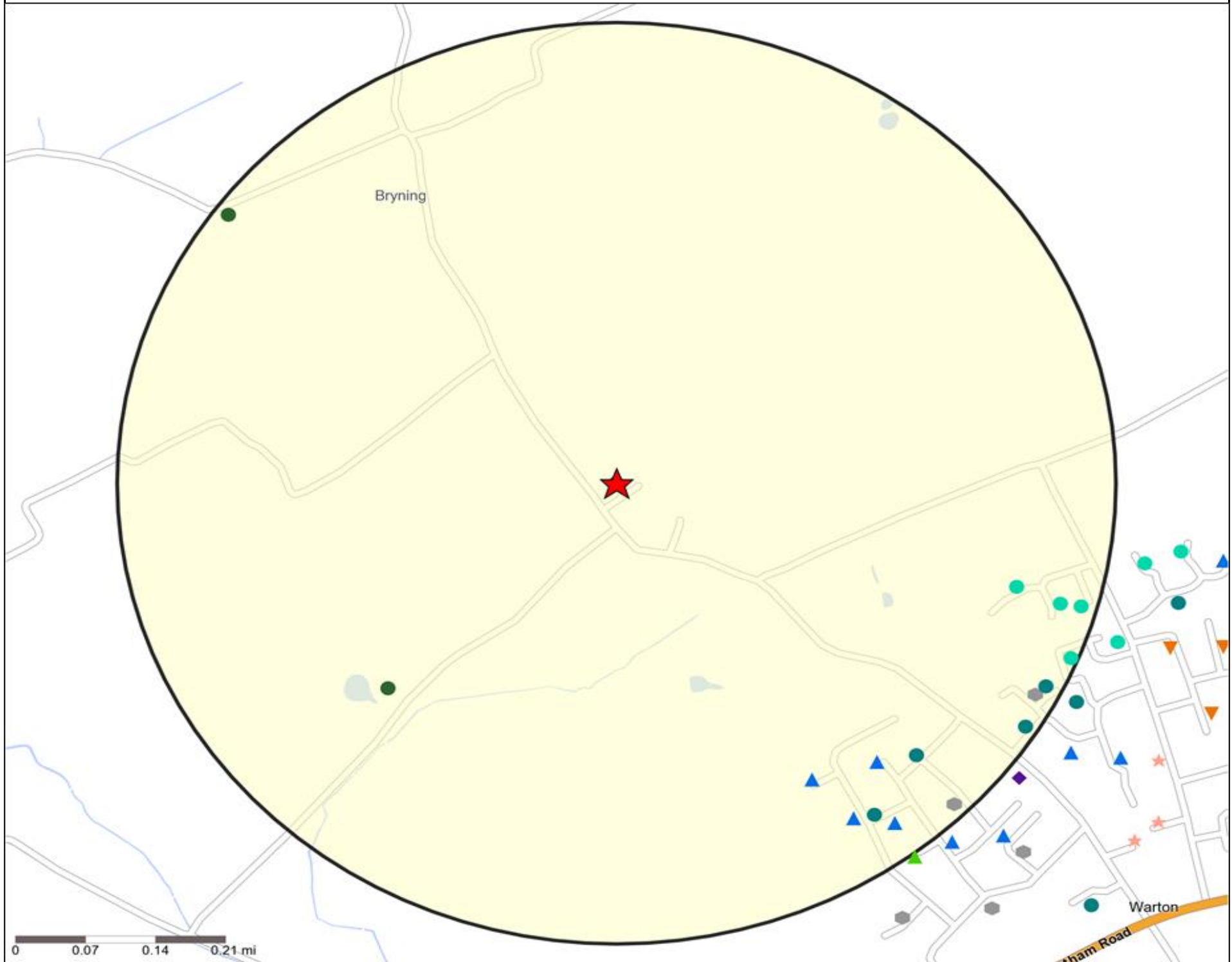
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
-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

Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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	25	25	25	0	0	2	1	1
B Prestige Positions (18+)	0	781	2,803	6,964	5,747	0	192	150	160	142
C Country Living (18+)	61	360	1,008	3,309	2,735	153	93	57	80	71
D Rural Reality (18+)	4	573	2,117	5,010	3,141	10	148	119	121	82
E Senior Security (18+)	83	1,050	3,988	10,455	8,775	177	232	191	215	194
F Suburban Stability (18+)	189	1,041	3,778	6,591	6,825	538	306	241	181	201
G Domestic Success (18+)	109	331	3,055	6,605	5,566	225	71	142	131	119
H Aspiring Homemakers (18+)	115	784	2,947	5,347	5,576	220	155	126	98	110
I Family Basics (18+)	0	278	925	2,002	3,400	0	69	50	46	85
J Transient Renters (18+)	0	31	1,380	2,287	3,124	0	10	93	66	97
K Municipal Challenge (18+)	0	10	200	1,522	2,193	0	3	13	43	67
L Vintage Value (18+)	0	69	1,079	3,910	3,515	0	20	67	104	100
M Modest Traditions (18+)	14	263	1,402	2,177	3,086	51	99	115	77	117
N Urban Cohesion (18+)	0	0	216	785	216	0	0	16	25	7
O Rental Hubs (18+)	0	0	747	2,756	1,660	0	0	38	60	39
Adults 18+ estimate 2015	575	5,571	25,670	59,745	55,584	100	100	100	100	100



Mosaic UK Map and Data: BIRLEY ARMS, WARTON (202427)



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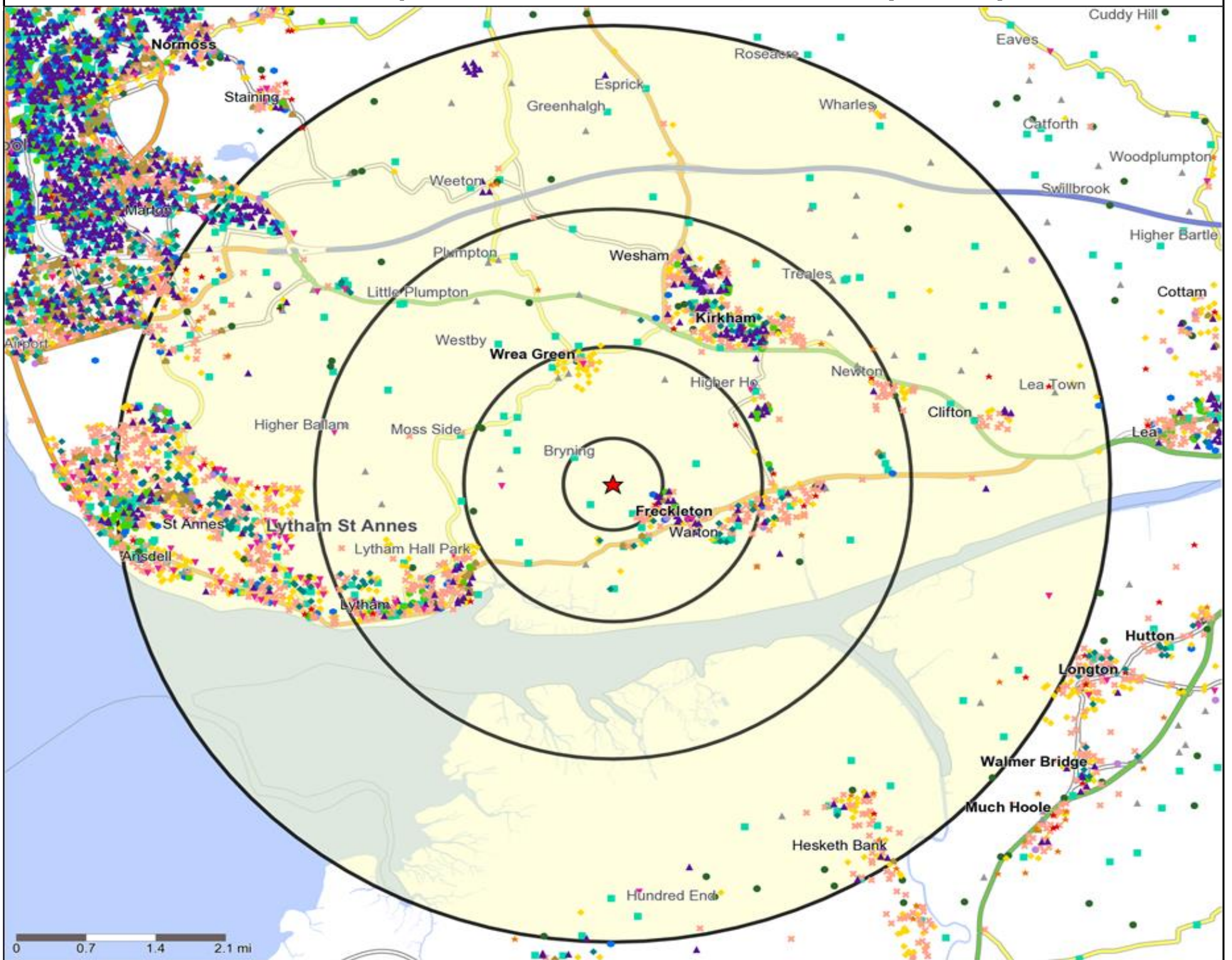
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	0	0
C Country Living (18+)	61	153
D Rural Reality (18+)	4	10
E Senior Security (18+)	83	177
F Suburban Stability (18+)	189	538
G Domestic Success (18+)	109	225
H Aspiring Homemakers (18+)	115	220
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	14	51
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	575	100



Occasions Map and Data: BIRLEY ARMS, WARTON (202427)



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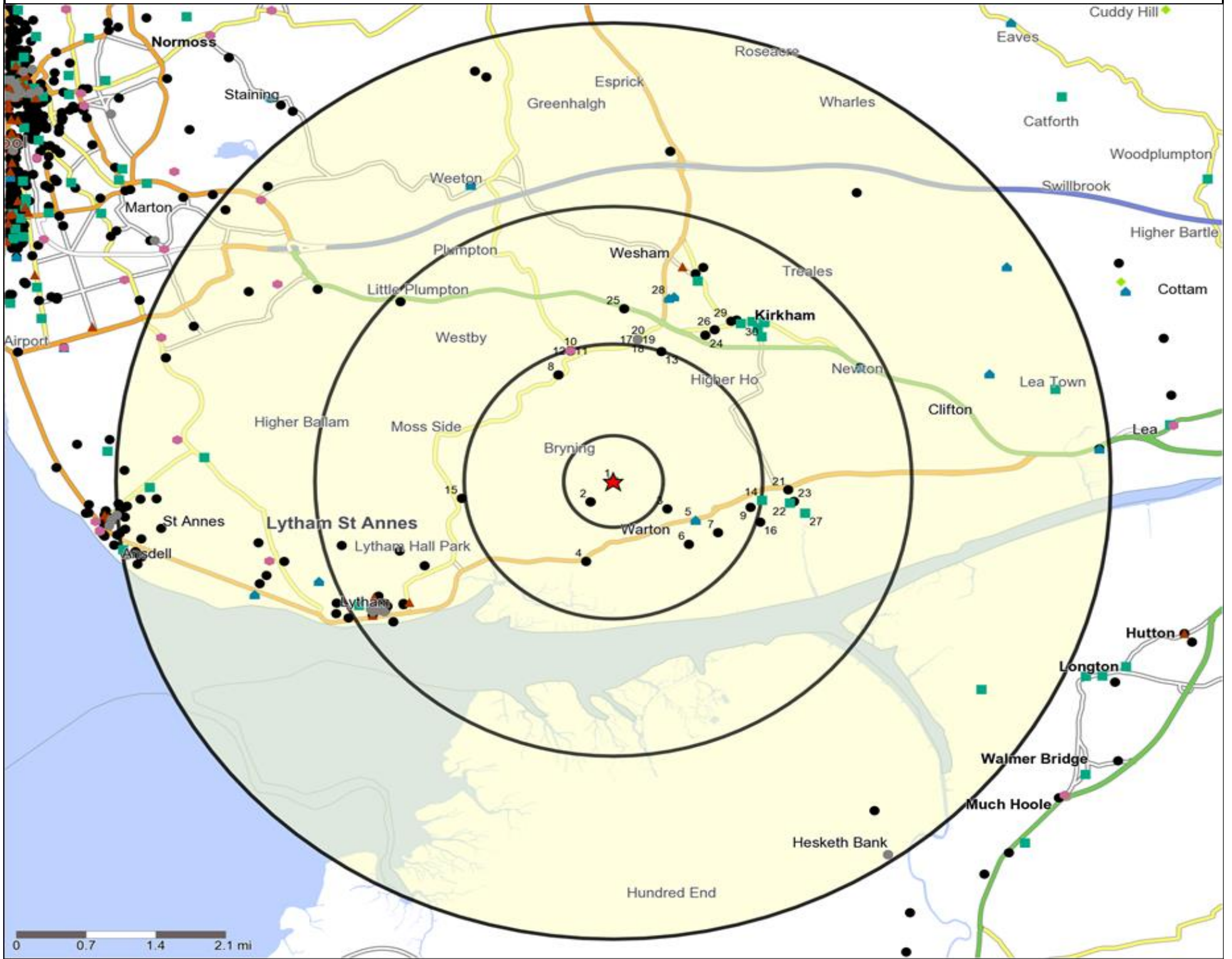
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
■ 01 Mine's a Pint
◆ 02 Early Doors
● 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
● 05 Out On The Town
▲ 06 Business and Pleasure
● 07 Sporting Pints
- 08 Student Social
▼ 09 Leisurely Lunch
✕ 10 Wining 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	32	364	1,616	4,117	3,784	78	92	91	100	96
02 Early Doors	37	396	1,661	3,921	3,774	108	120	111	114	114
03 Everyday is Friday	31	295	1,347	2,878	2,868	106	104	106	98	102
04 Weekend Millionaires	53	357	1,752	3,901	4,278	126	88	95	92	105
05 Out On The Town	40	327	1,624	3,660	3,826	99	83	92	90	98
06 Business and Pleasure	16	140	630	1,476	1,381	76	69	69	70	68
07 Sporting Pints	22	220	1,144	2,553	2,705	49	51	59	57	63
08 Student Social	14	176	722	1,674	1,496	74	96	87	88	82
09 Leisurely Lunch	37	411	1,830	4,407	4,021	93	107	105	110	105
10 Wining and Dining	65	571	2,493	5,682	5,144	143	130	126	125	118
11 Household Outing	36	343	1,630	3,526	3,605	100	99	104	98	104
12 Midweek Meal Deal	11	181	757	1,660	1,894	55	93	86	82	97
13 Date Night	45	465	1,957	4,656	3,905	140	150	140	144	126
14 Birthday Treat	35	357	1,574	3,604	3,257	109	115	112	112	105
15 Pre Show Meal	14	122	566	1,328	1,162	127	114	117	119	109
Number of Occasions	488	4,725	21,303	49,043	47,100	100	100	100	100	100



Competition Map and Data: BIRLEY ARMS, WARTON (202427)



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

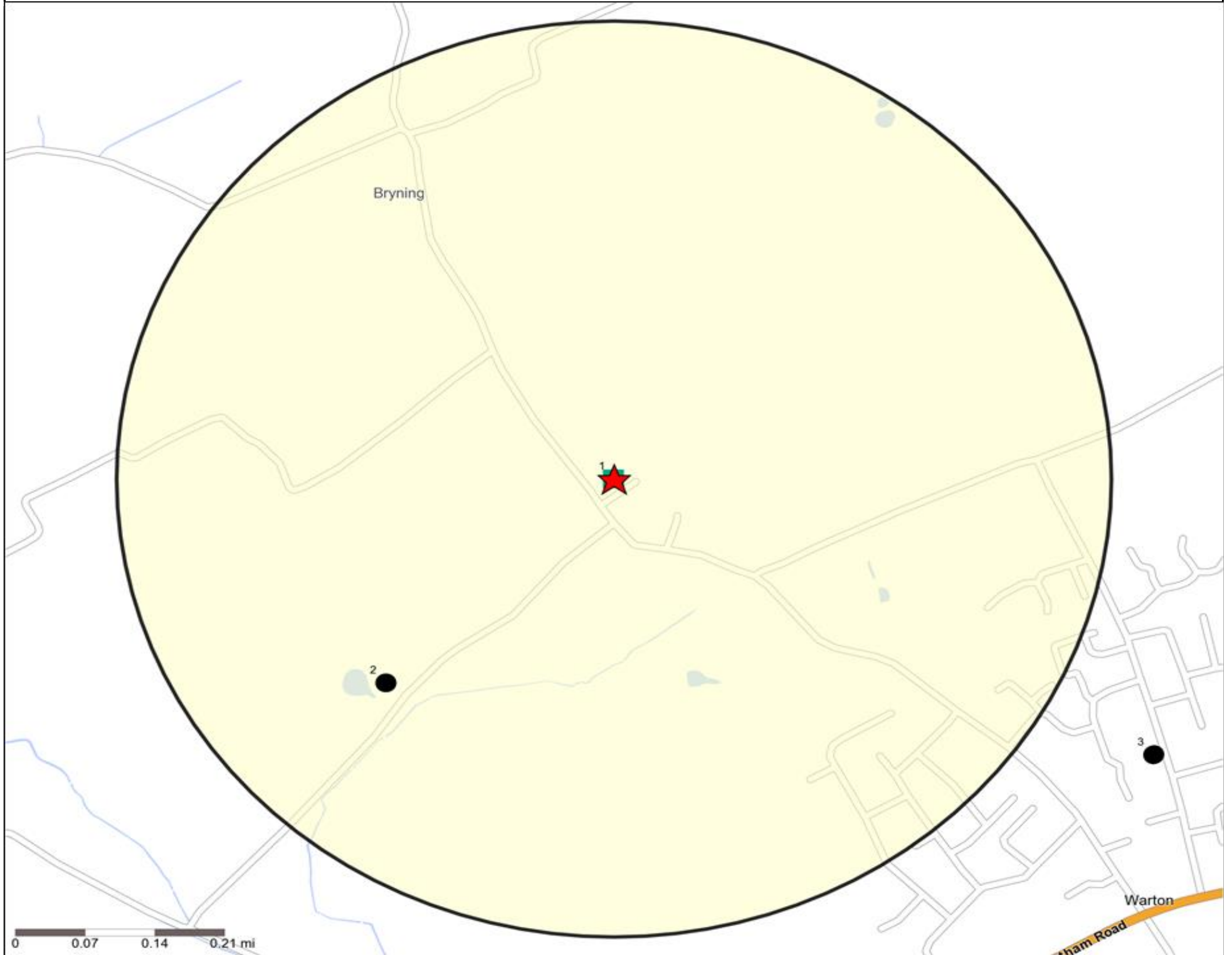
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	0	8	11
Circuit Bar	0	0	4	4
Community Local	1	1	14	18
Dry Led	0	1	2	8
Branded Food Pub	0	1	2	8
Rural	0	0	0	0
Other	1	10	50	99
Total	2	13	80	148



Competition Map and Data: BIRLEY ARMS, WARTON (202427)



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
Café / Wine Bar	0
Circuit Bar	0
Community Local	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
Total	2



Local Competition: BIRLEY ARMS, WARTON (202427)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BIRLEY ARMS, WARTON	BRYNING LANE, PRESTON, PR4 1TN	Punch Taverns	PR 4 1TN	Punch Taverns	0.00
1	Birley Arms Hotel	Bryning Lane, Warton, Preston	Punch Pub Company	PR 4 1TN	Community Local	0.00
2	Farmhouse Restaurant	Carr Lane, Warton, Preston	Independent Free	PR 4 1TL	Other	0.32
3	Chequers Social Club	27 Harbour Lane, Warton, Preston	Independent Free	PR 4 1YA	Other	0.62
4	Great Birchwood Leisure Centre	Lytham Road, Warton, Preston	Independent Free	PR 4 1TE	Other	0.92
5	Clifton Arms	Lytham Road, Warton, Preston	Enterprise Inns	PR 4 1AD	Dry Led	0.93
6	Lightning Club	Mill Lane, Warton, Preston	Independent Free	PR 4 1AX	Other	1.02
7	St Annes Civil Service Club	3 Rydal Avenue, Freckleton, Preston	Independent Free	PR 4 1DJ	Other	1.19
8	Villa	Moss Side Lane, Wrea Green, Preston	Mercury Inns	PR 4 2PE	Other	1.29
9	Rawstrone Sports Centre	Bush Lane, Freckleton, Preston	Independent Free	PR 4 1AB	Other	1.41
10	Orathai Restaurant	2 Station Road, Wrea Green, Preston	Independent Free	PR 4 2PH	Other	1.49
11	Grapes Hotel	Ribby Road, Wrea Green, Preston	Spirit Pub Company	PR 4 2PH	Branded Food	1.49
12	Wrea Green Institute	Station Road, Wrea Green, Preston	Independent Free	PR 4 2PH	Other	1.49
13	Spa Hotel	Ribby Road, Wrea Green, Preston	*Other Small Retail Groups	PR 4 2PR	Other	1.50
14	Plough Hotel	2 Lytham Road, Freckleton, Preston	Star Pubs & Bars	PR 4 1XA	Community Local	1.51
15	Eastham Hall Caravan Park	Saltcotes Road, Lytham St Annes	Independent Free	FY 8 4LS	Other	1.54
16	Rawstorne Sports Centre	Bush Lane, Freckleton, Preston	Independent Free	PR 4 1SB	Other	1.54
17	Harrisons	Ribby Road, Wrea Green, Preston	Independent Free	PR 4 2PA	Cafe / Wine Bar	1.57
18	Sport 2000 Complex	Ribby Road, Wrea Green, Preston	*Other Small Retail Groups	PR 4 2PA	Other	1.57
19	Ribby Hall Bar & Grill	Ribby Road, Wrea Green, Preston	Independent Free	PR 4 2PA	Cafe / Wine Bar	1.57
20	Ribby Hall Conference Centre	Ribby Road, Wrea Green, Preston	Independent Free	PR 4 2PA	Other	1.57
21	Lorenzos	1 Preston New Road, Freckleton, Preston	Independent Free	PR 4 1HP	Other	1.76
22	Coach & Horses Hotel	6 Preston Old Road, Freckleton, Preston	Punch Pub Company	PR 4 1PD	Community Local	1.79
23	Freckleton Sports & Social Club	41 Preston Old Road, Freckleton, Preston	Independent Free	PR 4 1PB	Other	1.83
24	Willows Catholic Club	Bryning Fern Lane, Kirkham, Preston	Independent Free	PR 4 2BQ	Other	1.85
25	Buraq	7 Blackpool Road, Kirkham, Preston	Independent Free	PR 4 2RE	Other	1.89
26	Kirkham Conservative Club	Poulton Street, Kirkham, Preston	Independent Free	PR 4 2BB	Other	1.94
27	Ship Inn	Bunker Street, Freckleton, Preston	Star Pubs & Bars	PR 4 1HA	Community Local	1.96
28	Kingfisher	St Georges Park, Kirkham, Preston	J W Lees	PR 4 2DZ	Dry Led	2.08
29	Afc Fylde	6 Station Road, Kirkham, Preston	Independent Free	PR 4 2AS	Other	2.11
30	Swan Hotel	115 Poulton Street, Kirkham, Preston	Trust Inns	PR 4 2AJ	Community Local	2.15