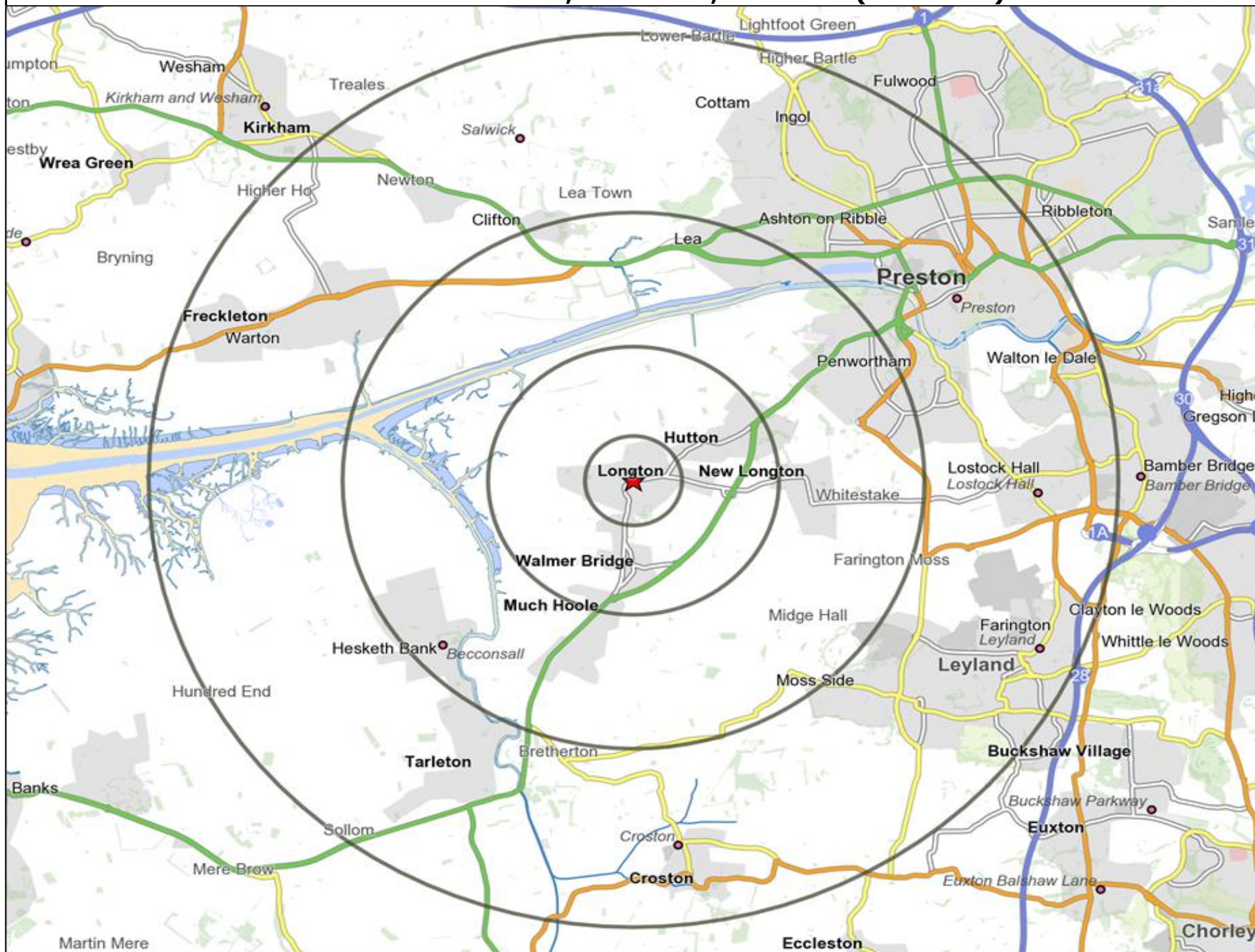




**Customer Profile Report for GOLDEN BALL, LONGTOWN (Punch Outlet Number: 202773)  
150 LIVERPOOL ROAD, PRESTON, PR4 5AU (PR 4 5AU)**



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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	541	1,347	5,956	32,953	21,984	75	79	91	91	88
16-17	61	175	913	4,377	2,922	68	82	112	98	95
18-24	196	522	2,289	23,063	18,430	56	63	72	132	154
25-34	223	592	3,133	25,561	17,952	42	47	66	97	99
35-44	436	1,020	4,188	23,094	15,521	89	88	94	94	92
45-54	640	1,519	5,647	27,830	18,326	117	117	114	102	98
55-64	541	1,270	4,533	21,681	14,429	124	123	115	99	96
65+	1,231	2,697	8,313	34,386	22,946	177	164	132	99	96
Population estimate 2015	3,869	9,142	34,972	192,945	132,510	100	100	100	100	100

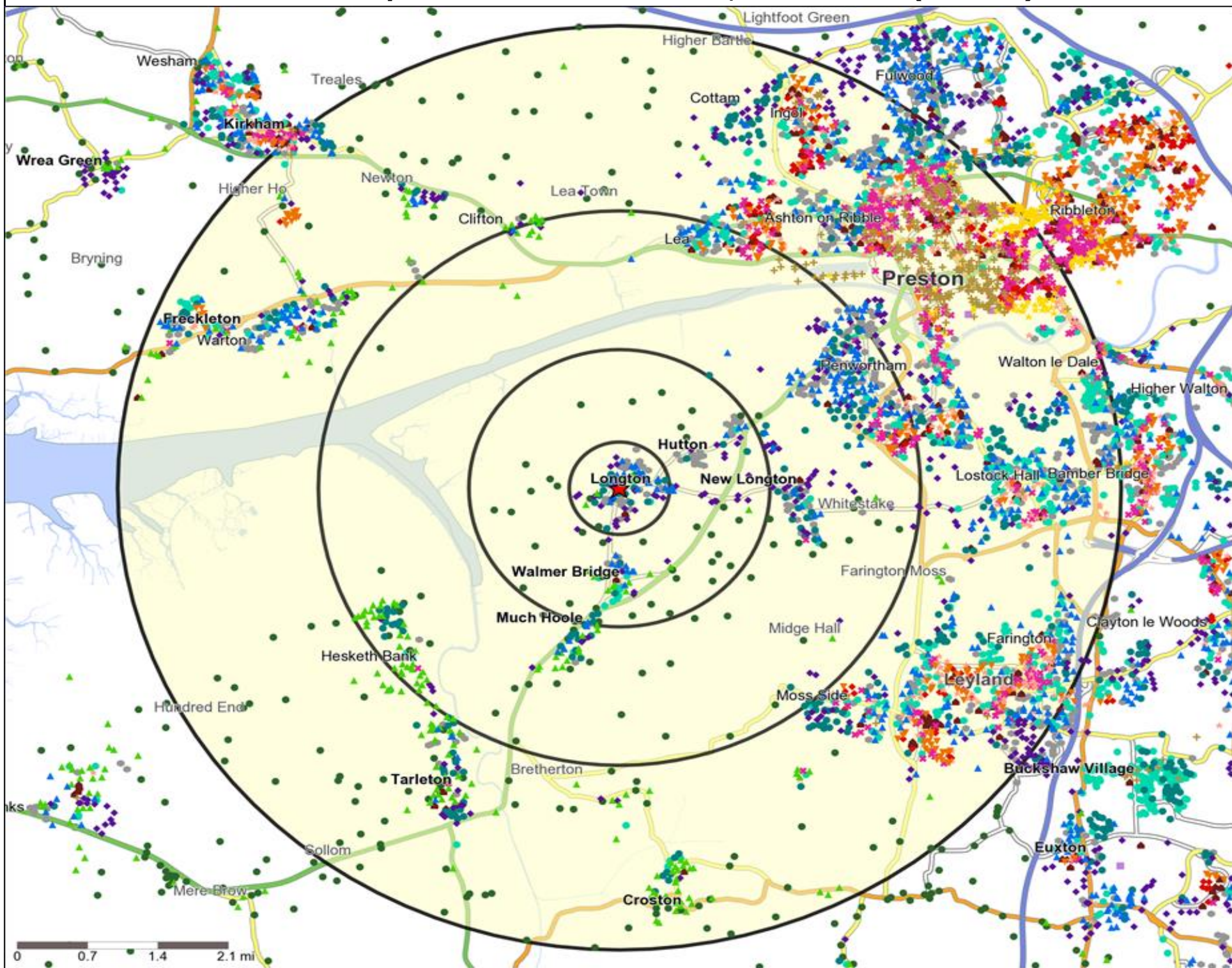
**Ethnicity - Census 2011**

	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	3,753	8,713	33,288	172,633	117,180	99%	98%	97%	91%	90%
Mixed / Multiple Ethnic Groups	17	59	315	3,097	2,155	0%	1%	1%	2%	2%
Asian / Asian British	14	63	555	12,297	9,047	0%	1%	2%	6%	7%
Black / African / Caribbean / Black British	4	14	89	1,298	926	0%	0%	0%	1%	1%
Other Ethnic Group	7	9	50	1,001	800	0%	0%	0%	1%	1%
All People (Ethnic Group)	3,795	8,858	34,297	190,326	130,108	100	100	100	100	100





**Mosaic UK Map and Data: GOLDEN BALL, LONGTOWN (202773)**



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

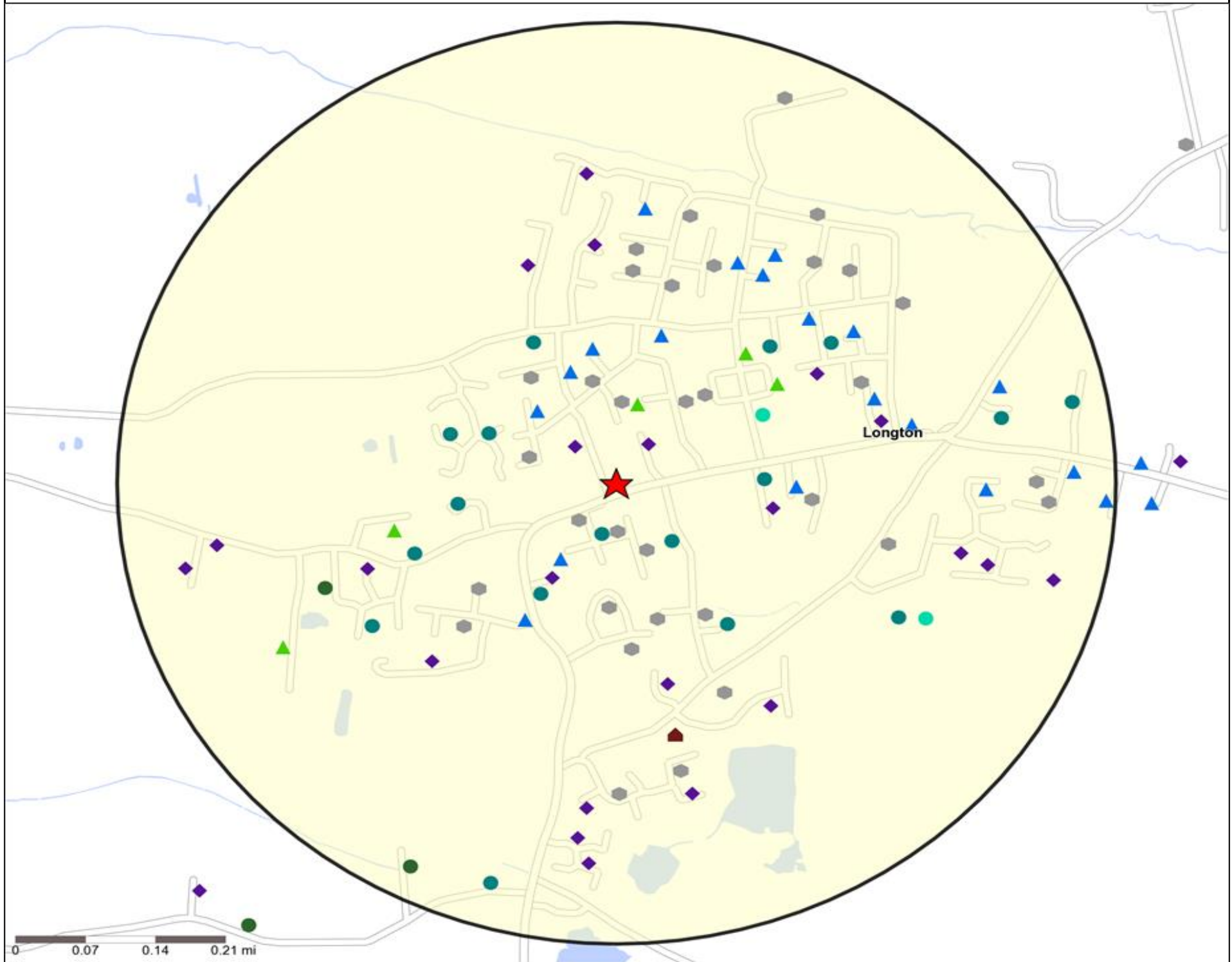
**Mosaic UK Data Table (Residential)**

	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
<b>A City Prosperity (18+)</b>	0	0	0	35	35	0	0	0	1	1
<b>B Prestige Positions (18+)</b>	710	1,524	3,404	9,435	6,069	298	274	166	88	81
<b>C Country Living (18+)</b>	83	1,012	2,063	4,632	3,848	37	191	106	45	54
<b>D Rural Reality (18+)</b>	137	536	2,949	8,568	5,679	61	101	151	84	80
<b>E Senior Security (18+)</b>	1,014	1,803	5,019	17,436	10,411	382	291	220	145	125
<b>F Suburban Stability (18+)</b>	595	1,198	5,594	19,605	12,112	298	257	326	217	194
<b>G Domestic Success (18+)</b>	649	936	4,149	13,905	8,947	236	146	176	112	104
<b>H Aspiring Homemakers (18+)</b>	11	465	1,786	16,238	10,363	4	67	70	121	111
<b>I Family Basics (18+)</b>	0	0	659	6,593	3,995	0	0	32	62	54
<b>J Transient Renters (18+)</b>	0	0	1,072	15,017	12,870	0	0	66	176	218
<b>K Municipal Challenge (18+)</b>	0	0	69	5,053	2,886	0	0	4	58	48
<b>L Vintage Value (18+)</b>	68	146	810	7,167	4,916	33	30	46	77	76
<b>M Modest Traditions (18+)</b>	0	0	399	7,716	5,383	0	0	30	110	111
<b>N Urban Cohesion (18+)</b>	0	0	0	4,153	2,698	0	0	0	54	50
<b>O Rental Hubs (18+)</b>	0	0	128	12,395	12,158	0	0	6	109	154
<b>Adults 18+ estimate 2015</b>	<b>3,267</b>	<b>7,620</b>	<b>28,101</b>	<b>147,948</b>	<b>102,370</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: GOLDEN BALL, LONGTOWN (202773)**



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- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | 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       |

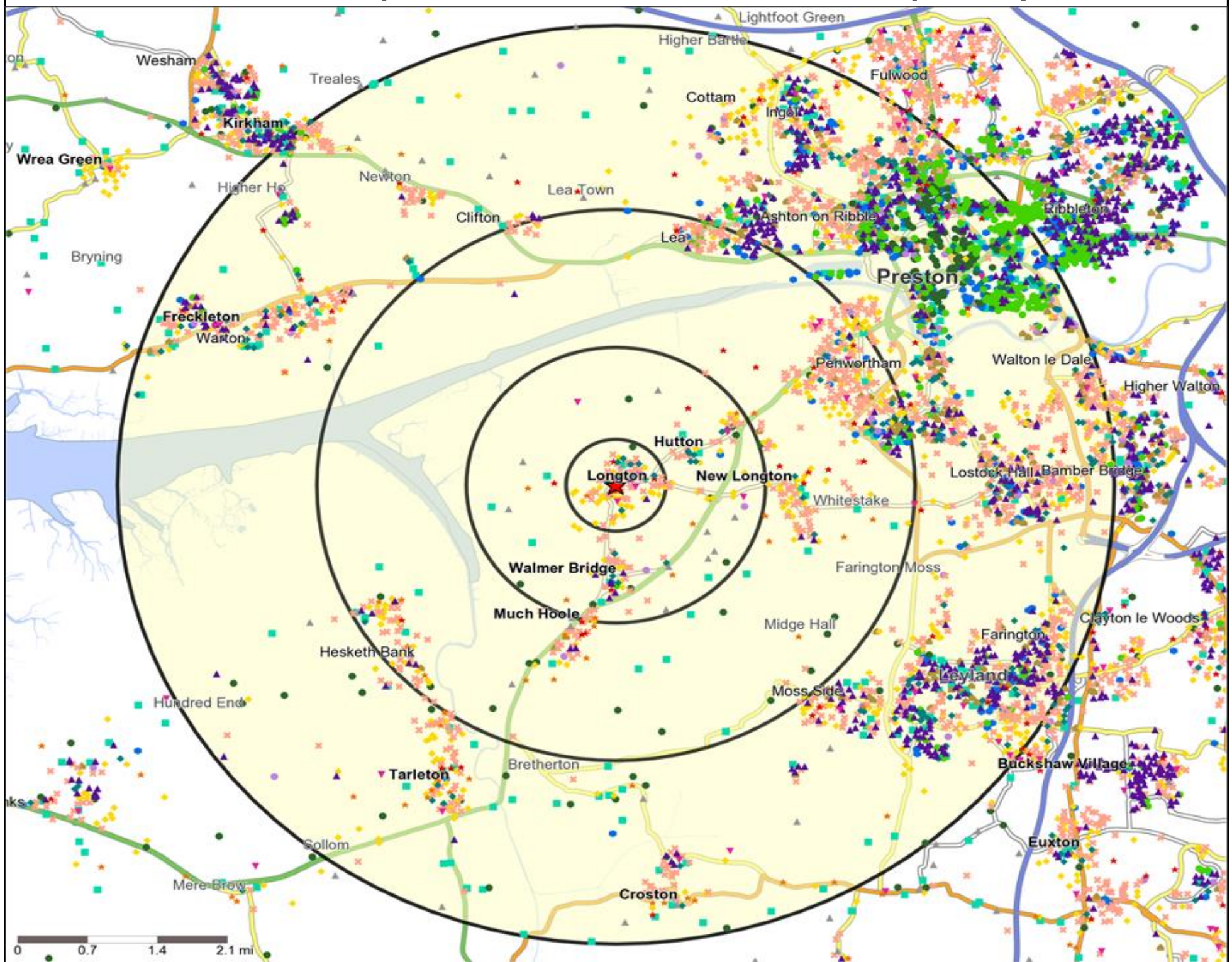
**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	710	298
C Country Living (18+)	83	37
D Rural Reality (18+)	137	61
E Senior Security (18+)	1,014	382
F Suburban Stability (18+)	595	298
G Domestic Success (18+)	649	236
H Aspiring Homemakers (18+)	11	4
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	68	33
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>3,267</b>	<b>100</b>





## Occasions Map and Data: GOLDEN BALL, LONGTOWN (202773)



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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

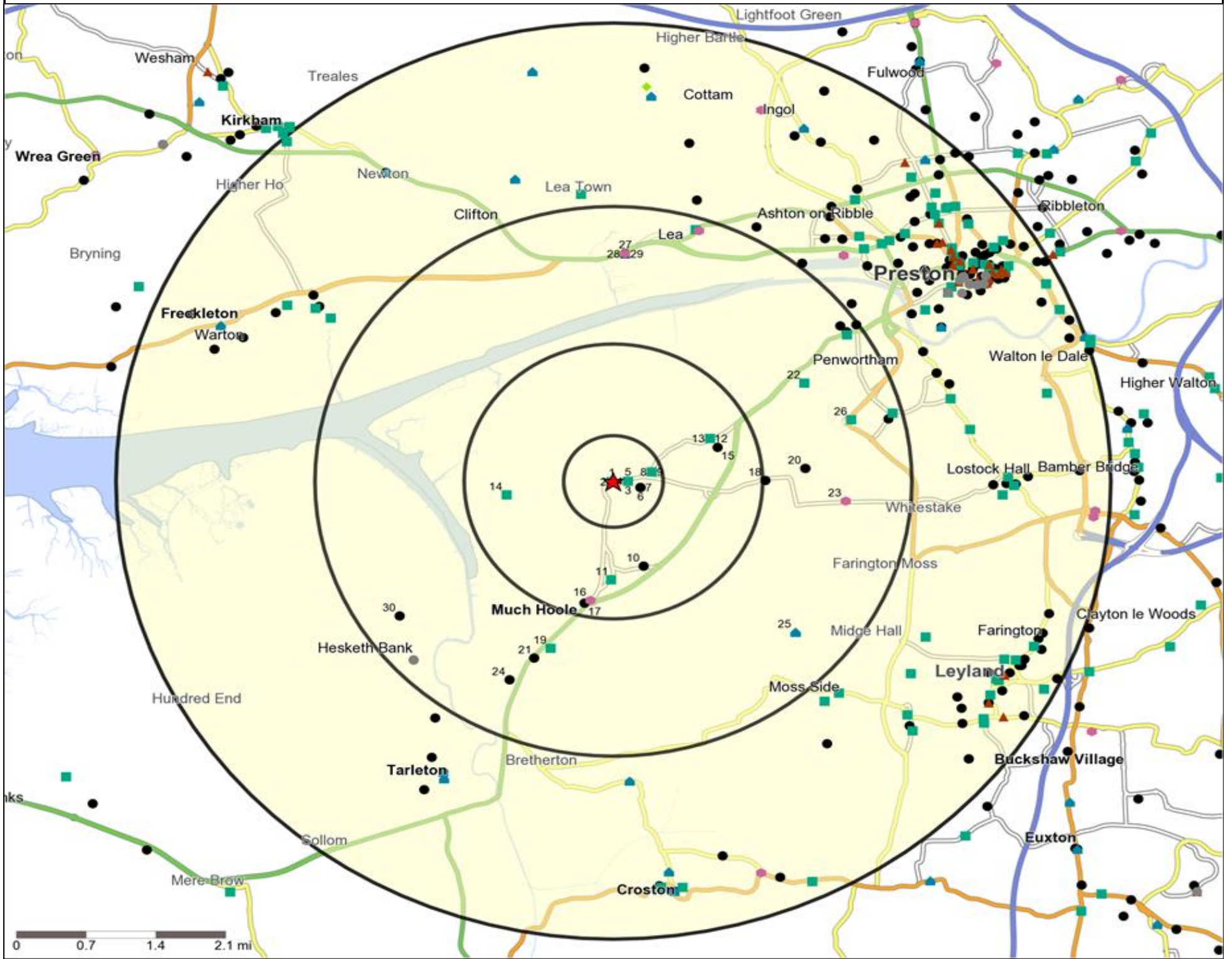
### Occasions Data Table

	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	176	429	1,519	9,366	6,554	83	85	76	85	86
02 Early Doors	209	492	1,734	9,554	6,460	118	117	104	103	101
03 Everyday is Friday	145	347	1,494	8,537	5,993	96	96	105	108	110
04 Weekend Millionaires	100	291	1,551	11,384	7,780	46	56	76	100	99
05 Out On The Town	154	374	1,763	12,007	8,718	73	75	89	110	115
06 Business and Pleasure	57	182	732	4,247	3,007	52	70	72	75	77
07 Sporting Pints	70	195	1,068	10,336	7,576	30	35	49	86	90
08 Student Social	129	318	1,063	6,510	5,165	131	136	115	127	145
09 Leisurely Lunch	261	578	2,058	10,109	6,854	126	118	106	94	92
10 Wining and Dining	367	826	3,046	12,822	8,472	156	148	138	105	100
11 Household Outing	143	337	1,664	10,008	6,557	77	76	95	103	98
12 Midweek Meal Deal	66	196	874	6,300	4,528	63	79	89	116	120
13 Date Night	343	743	2,500	9,285	6,170	206	187	160	107	102
14 Birthday Treat	248	556	2,046	8,374	5,638	149	140	131	96	94
15 Pre Show Meal	64	158	617	2,959	1,996	111	116	115	99	96
<b>Number of Occasions</b>	<b>2,532</b>	<b>6,022</b>	<b>23,729</b>	<b>131,798</b>	<b>91,468</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: GOLDEN BALL, LONGTOWN (202773)



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

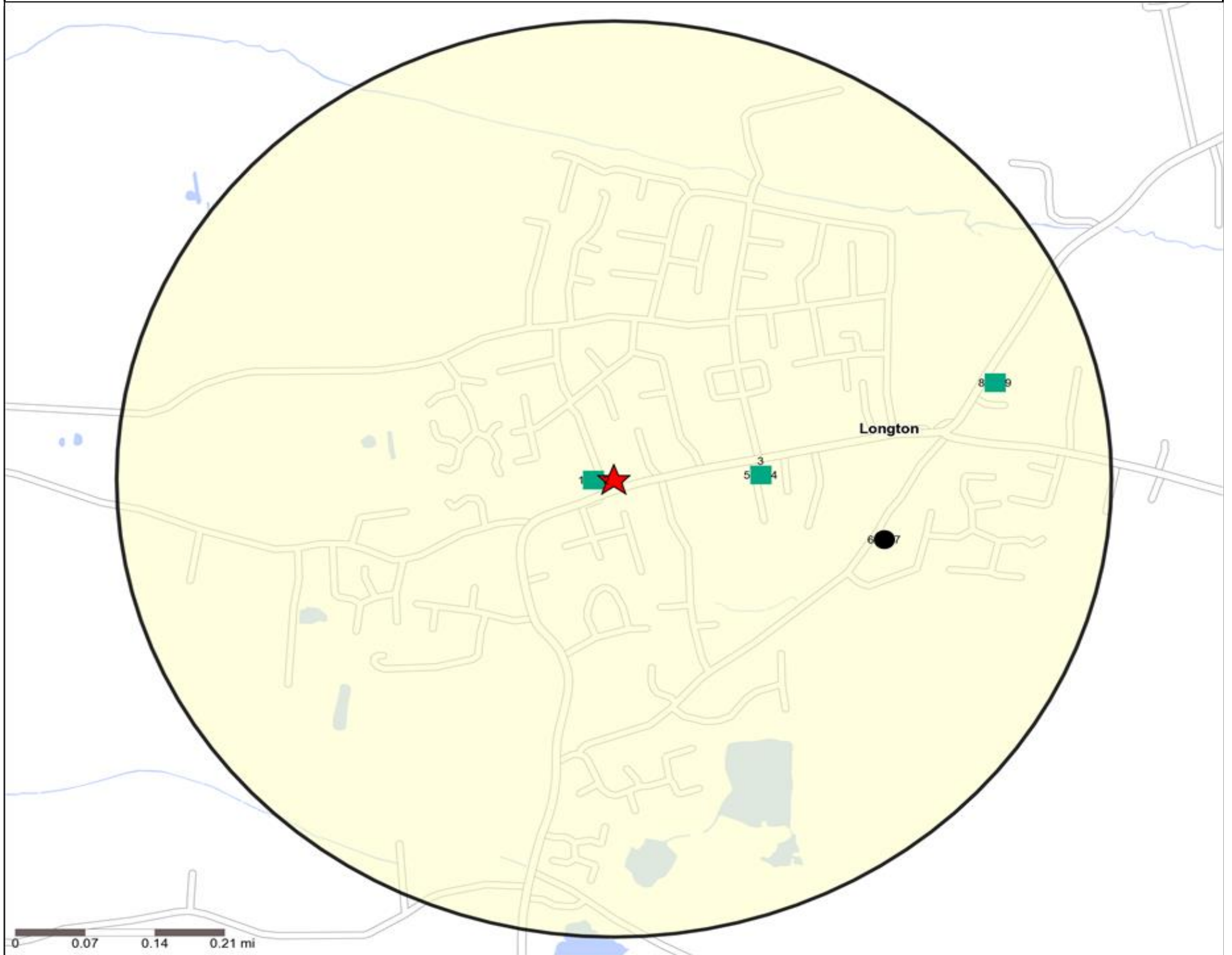
- ★ Location
- Cafe / Wine Bar
- ▲ Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- Other
- ~ Rivers, Canals and Lakes
- Community Local
- ◆ Rural Character

#### 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	1	9
Circuit Bar	0	0	0	34
Community Local	5	8	13	77
Dry Led	0	0	1	17
Branded Food Pub	0	1	4	11
Rural	0	0	0	1
Other	4	8	22	180
<b>Total</b>	<b>9</b>	<b>17</b>	<b>41</b>	<b>329</b>



### Competition Map and Data: GOLDEN BALL, LONGTOWN (202773)



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	5
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
<b>Total</b>	<b>9</b>





## Local Competition: GOLDEN BALL, LONGTOWN (202773)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	GOLDEN BALL, LONGTOWN	150 LIVERPOOL ROAD, PRESTON, PR4 5AU	Punch Taverns	PR 4 5AU	Punch Taverns	0.00
1	Red Lion Hotel	138 Liverpool Road, Longton, Preston	Star Pubs & Bars	PR 4 5AU	Community Local	0.02
2	Golden Ball	150 Liverpool Road, Longton, Preston	Punch Pub Company	PR 4 5AU	Community Local	0.02
3	Carltons Restaurant	Liverpool Road, Longton, Preston	Independent Free	PR 4 5AA	Other	0.15
4	Black Bull Hotel	119 Liverpool Road, Longton, Preston	Star Pubs & Bars	PR 4 5AA	Community Local	0.15
5	Porcinis	84 Liverpool Road, Longton, Preston	Independent Free	PR 4 5AA	Other	0.15
6	Longton Bowling Club	School Lane, Longton, Preston	Independent Free	PR 4 5YA	Other	0.28
7	Longton Victory Memorial Bow	School Lane, Longton, Preston	Independent Free	PR 4 5YA	Other	0.28
8	Longton Arms	Liverpool Road, Longton, Preston	Independent Free	PR 4 5HA	Community Local	0.40
9	Rams Head Hotel	67 Liverpool Road, Longton, Preston	Trust Inns	PR 4 5HA	Community Local	0.40
10	Walmer Bridge Vill Hall Social Club	Gill Lane, Walmer Bridge, Preston	Independent Free	PR 4 5GN	Other	0.97
11	Walmer Bridge	69 Liverpool Old Road, Walmer Bridge, Preston	Punch Pub Company	PR 4 5QE	Community Local	1.07
12	Anchor	86 Liverpool Road, Hutton, Preston	Greene King	PR 4 5SL	Community Local	1.08
13	Sylhet Indian Restaurant	88 Liverpool Road, Hutton, Preston	Independent Free	PR 4 5SL	Other	1.08
14	Flying Fish	Marsh Lane, Longton, Preston	Independent Free	PR 4 5JY	Community Local	1.08
15	Hutton Village Hall	Moor Lane, Hutton, Preston	Independent Free	PR 4 5SE	Other	1.11
16	Fox Cub	Liverpool New Road, Little Hoole, Preston	Mitchells & Butlers	PR 4 5JT	Branded Food	1.32
17	Langs Of Longton	Liverpool New Road, Little Hoole, Preston	Independent Free	PR 4 5BF	Other	1.36
18	New Longton Cricket Club	Chapel Lane, New Longton, Preston	Independent Free	PR 4 4AB	Other	1.53
19	Smithy Inn	133 Liverpool Old Road, Much Hoole, Preston	Punch Pub Company	PR 4 4GB	Community Local	1.93
20	New Longton Bowling Club	Windsor Avenue, New Longton, Preston	Independent Free	PR 4 4JL	Other	1.93
21	San Marco Trattoria	Liverpool Old Road, Much Hoole, Preston	San Marco Group	PR 4 4RJ	Other	2.08
22	Tom Finney	Central Drive, Penwortham, Preston	Enterprise Inns	PR 1 0NL	Community Local	2.20
23	Farmers Arms	Wham Lane, Whitestake, Preston	Mitchells & Butlers	PR 4 4JS	Branded Food	2.35
24	Bangla Fusion	Liverpool Old Road, Much Hoole, Preston	Independent Free	PR 4 5JQ	Other	2.40
25	Midge Hall	15 Midge Hall Lane, Midge Hall, Leyland	Trust Inns	PR26 6TN	Dry Led	2.46
26	Brown Hare	Millbrook Way, Penwortham, Preston	Marston's	PR 1 0XW	Community Local	2.48
27	Dobbies Garden World	Blackpool Road, Lea, Preston	Tesco	PR 4 0XB	Other	2.48
28	Premier Inn	Blackpool Road, Lea, Preston	Whitbread	PR 4 0XB	Other	2.48
29	Lea Gate	Blackpool Road, Lea, Preston	Greene King	PR 4 0XB	Branded Food	2.48
30	Capricci Bar & Grill	140 Station Road, Hesketh Bank, Preston	Independent Free	PR 4 6SR	Other	2.60