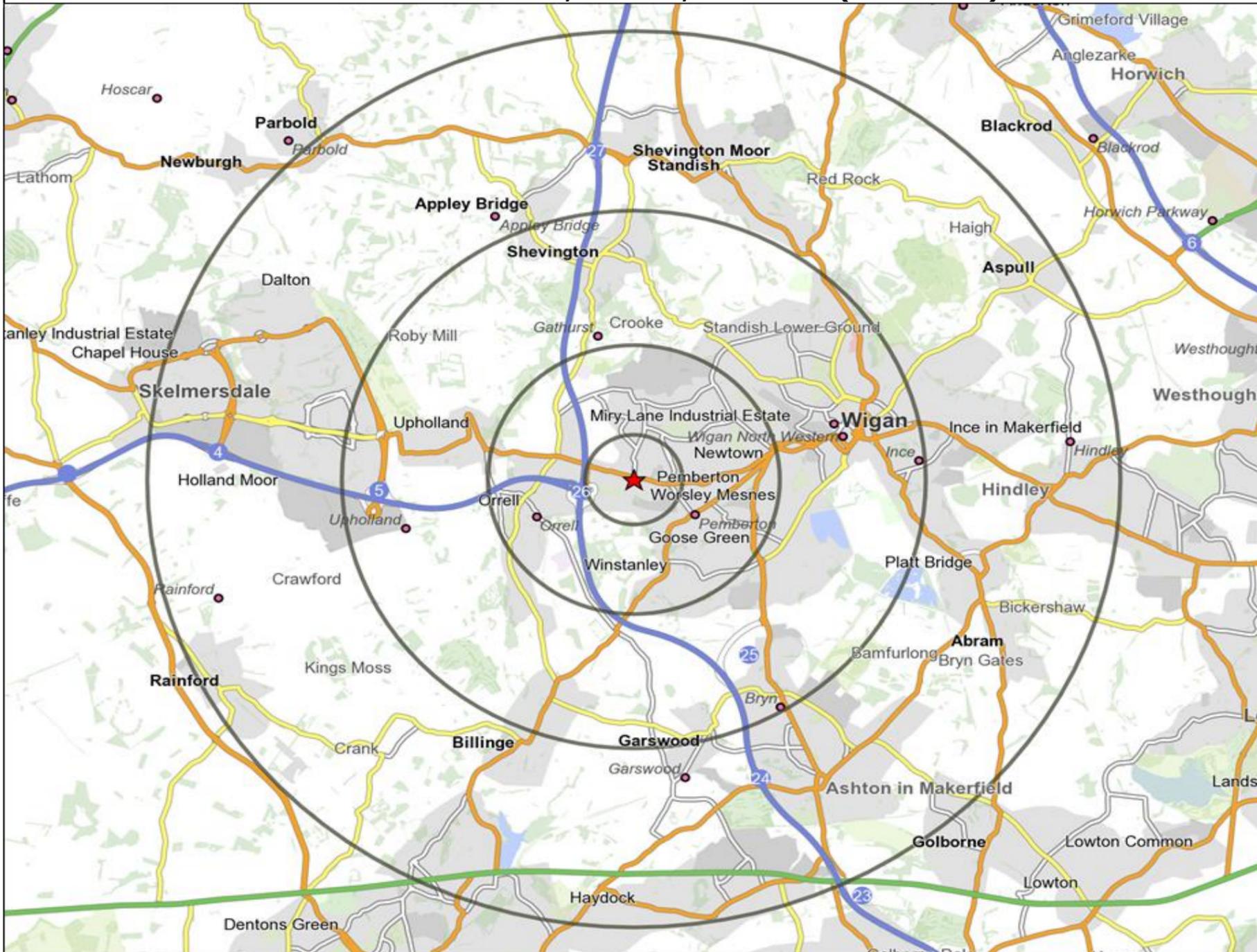




**Customer Profile Report for WHITE SWAN, PEMBERTON (Punch Outlet Number: 203617)  
828 ORMSKIRK ROAD, WIGAN, WN5 8AU (WN 5 8AU)**



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

**Age Data Table**

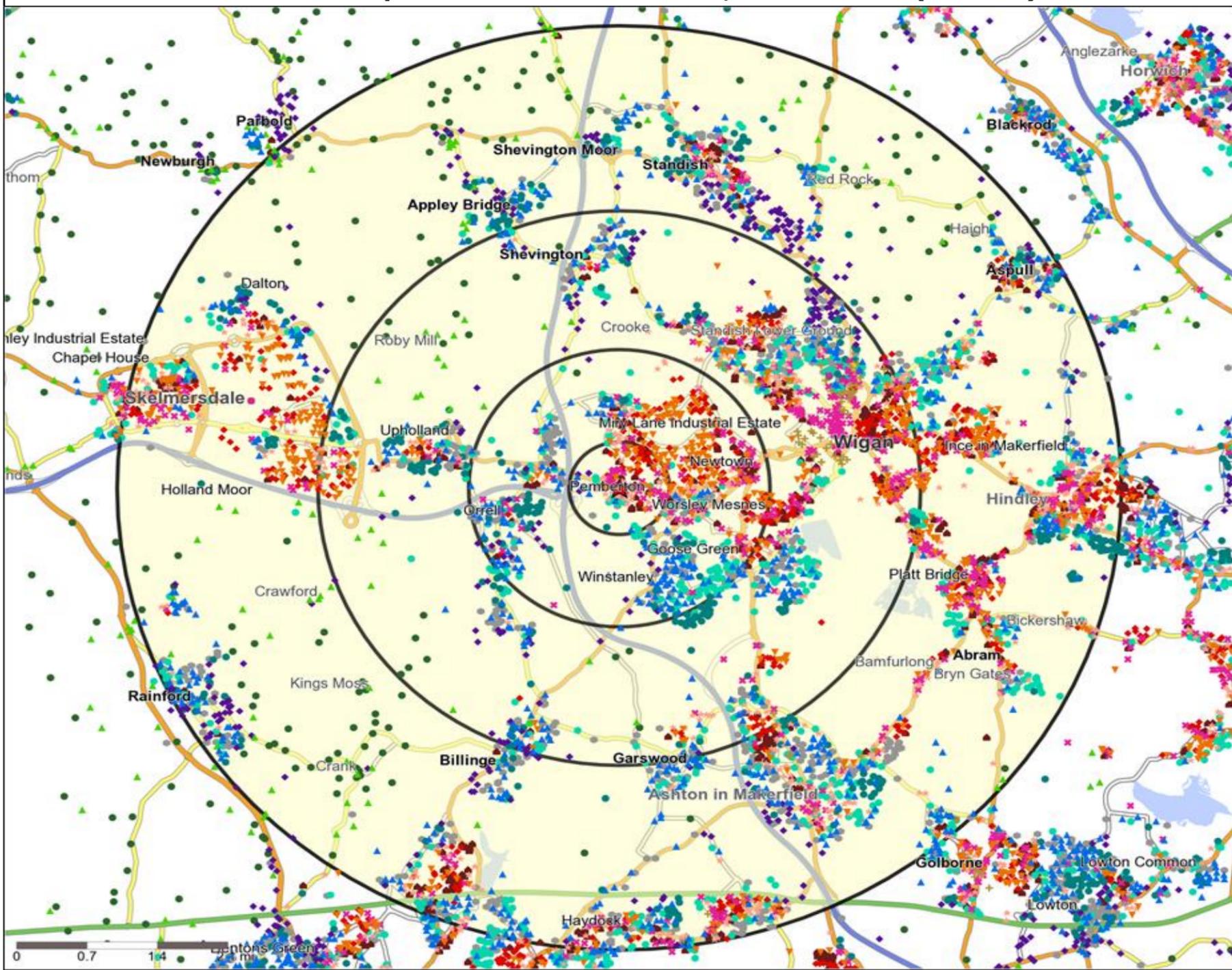
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,265	9,312	22,962	52,079	57,386	99	102	98	100	99
16-17	158	1,177	2,779	6,706	7,180	100	104	96	104	100
18-24	574	4,006	10,222	22,643	26,310	93	91	90	90	94
25-34	972	6,592	16,360	34,690	38,028	104	99	96	91	90
35-44	828	5,912	15,463	33,982	37,880	96	96	98	96	97
45-54	923	7,062	18,633	41,586	46,401	95	102	105	105	106
55-64	815	5,603	14,419	32,847	36,469	106	102	102	104	104
65+	1,281	9,070	24,090	53,724	59,354	104	103	107	107	107
<b>Population estimate 2015</b>	<b>6,816</b>	<b>48,734</b>	<b>124,928</b>	<b>278,257</b>	<b>309,008</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**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	6,424	46,581	118,403	267,422	296,342	98%	98%	97%	98%	98%
Mixed / Multiple Ethnic Groups	46	368	1,047	2,103	2,342	1%	1%	1%	1%	1%
Asian / Asian British	61	407	1,255	2,424	2,815	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	29	223	529	950	965	0%	0%	0%	0%	0%
Other Ethnic Group	6	136	342	602	658	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>6,566</b>	<b>47,715</b>	<b>121,576</b>	<b>273,501</b>	<b>303,122</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: WHITE SWAN, PEMBERTON (203617)**



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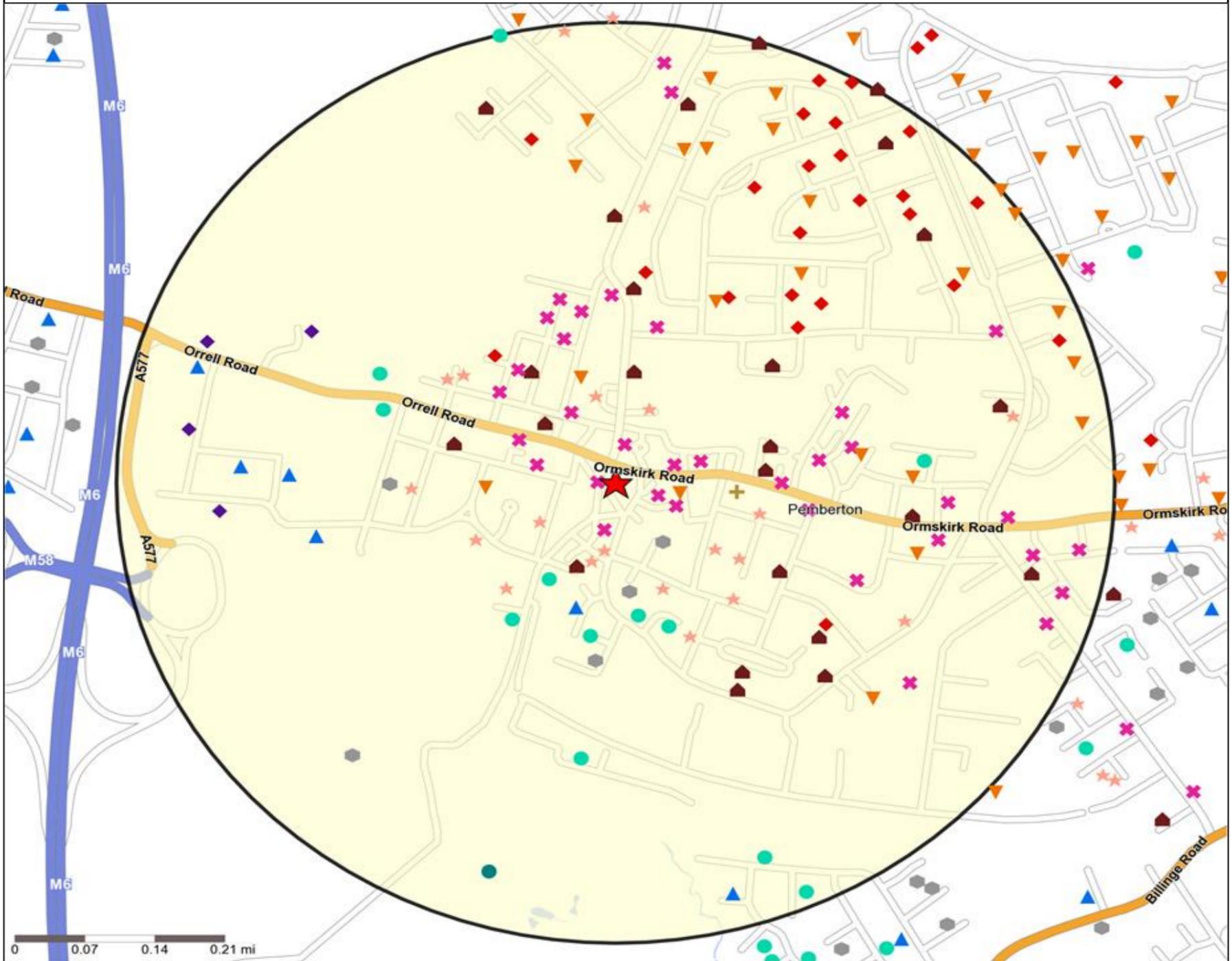
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N 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
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	130	714	2,957	9,016	10,356	33	26	41	56	59
<b>C Country Living (18+)</b>	0	5	167	1,575	3,157	0	0	2	10	19
<b>D Rural Reality (18+)</b>	0	0	554	2,057	3,996	0	0	8	14	24
<b>E Senior Security (18+)</b>	134	3,356	11,485	23,892	26,421	31	108	142	134	134
<b>F Suburban Stability (18+)</b>	176	6,141	13,558	30,377	33,093	53	263	224	227	224
<b>G Domestic Success (18+)</b>	6	2,220	7,067	16,783	18,779	1	69	85	91	92
<b>H Aspiring Homemakers (18+)</b>	575	5,758	14,057	30,259	32,686	117	165	156	152	148
<b>I Family Basics (18+)</b>	977	6,536	12,286	27,440	29,249	251	237	172	174	167
<b>J Transient Renters (18+)</b>	901	3,541	8,655	17,837	19,389	289	160	151	141	139
<b>K Municipal Challenge (18+)</b>	712	3,680	9,400	19,438	21,444	225	164	161	151	151
<b>L Vintage Value (18+)</b>	966	2,755	8,026	17,404	18,093	284	114	129	126	119
<b>M Modest Traditions (18+)</b>	786	3,504	9,583	21,042	23,038	306	193	203	202	200
<b>N Urban Cohesion (18+)</b>	0	0	30	30	30	0	0	1	0	0
<b>O Rental Hubs (18+)</b>	32	32	1,342	1,835	2,333	8	1	18	11	13
<b>Adults 18+ estimate 2015</b>	<b>5,395</b>	<b>38,242</b>	<b>99,167</b>	<b>218,985</b>	<b>242,064</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: WHITE SWAN, PEMBERTON (203617)**



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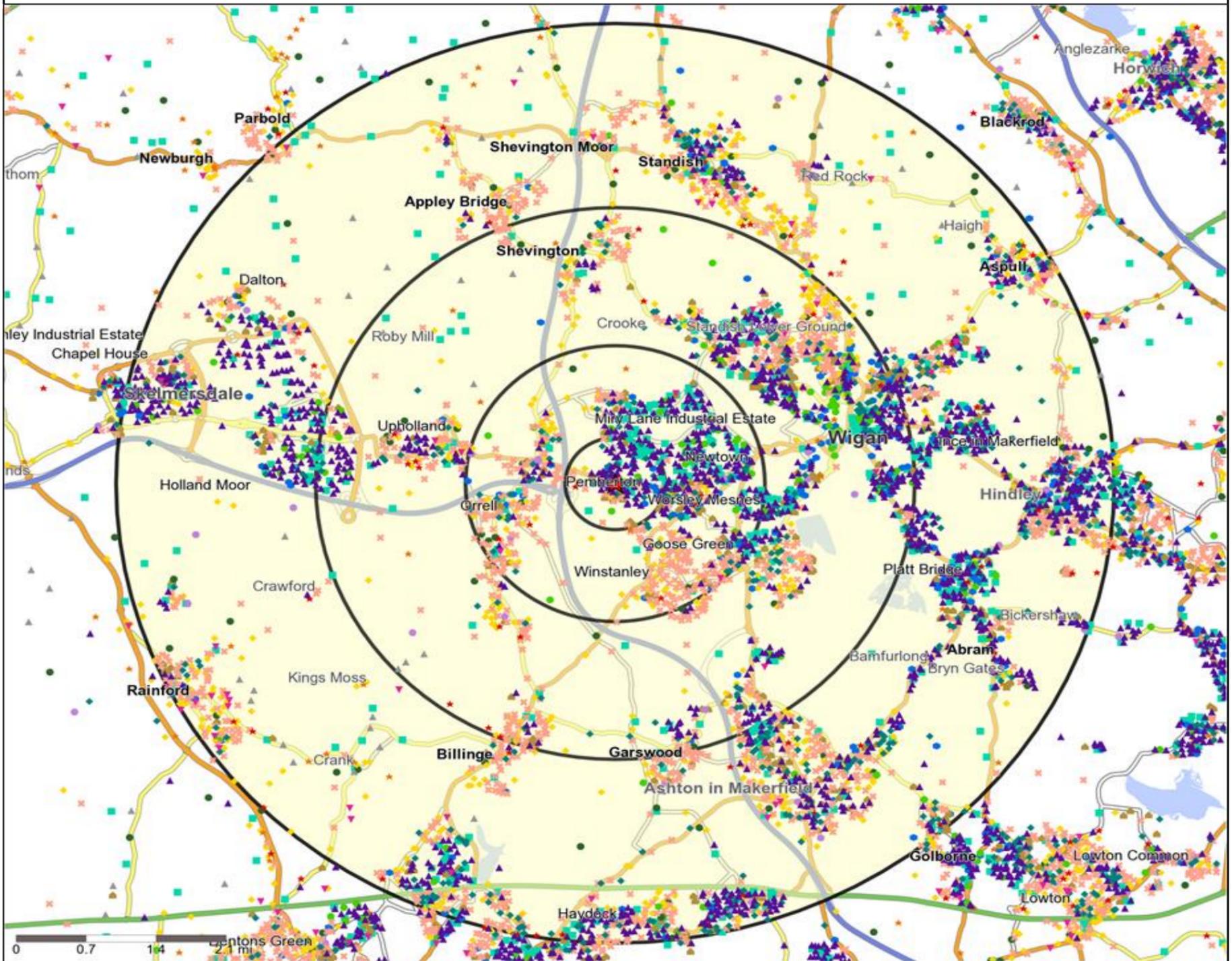
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- ▲ H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient 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+)	130	33
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	134	31
F Suburban Stability (18+)	176	53
G Domestic Success (18+)	6	1
H Aspiring Homemakers (18+)	575	117
I Family Basics (18+)	977	251
J Transient Renters (18+)	901	289
K Municipal Challenge (18+)	712	225
L Vintage Value (18+)	966	284
M Modest Traditions (18+)	786	306
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	32	8
<b>Adults 18+ estimate 2015</b>	<b>5,395</b>	<b>100</b>



## Occasions Map and Data: WHITE SWAN, PEMBERTON (203617)



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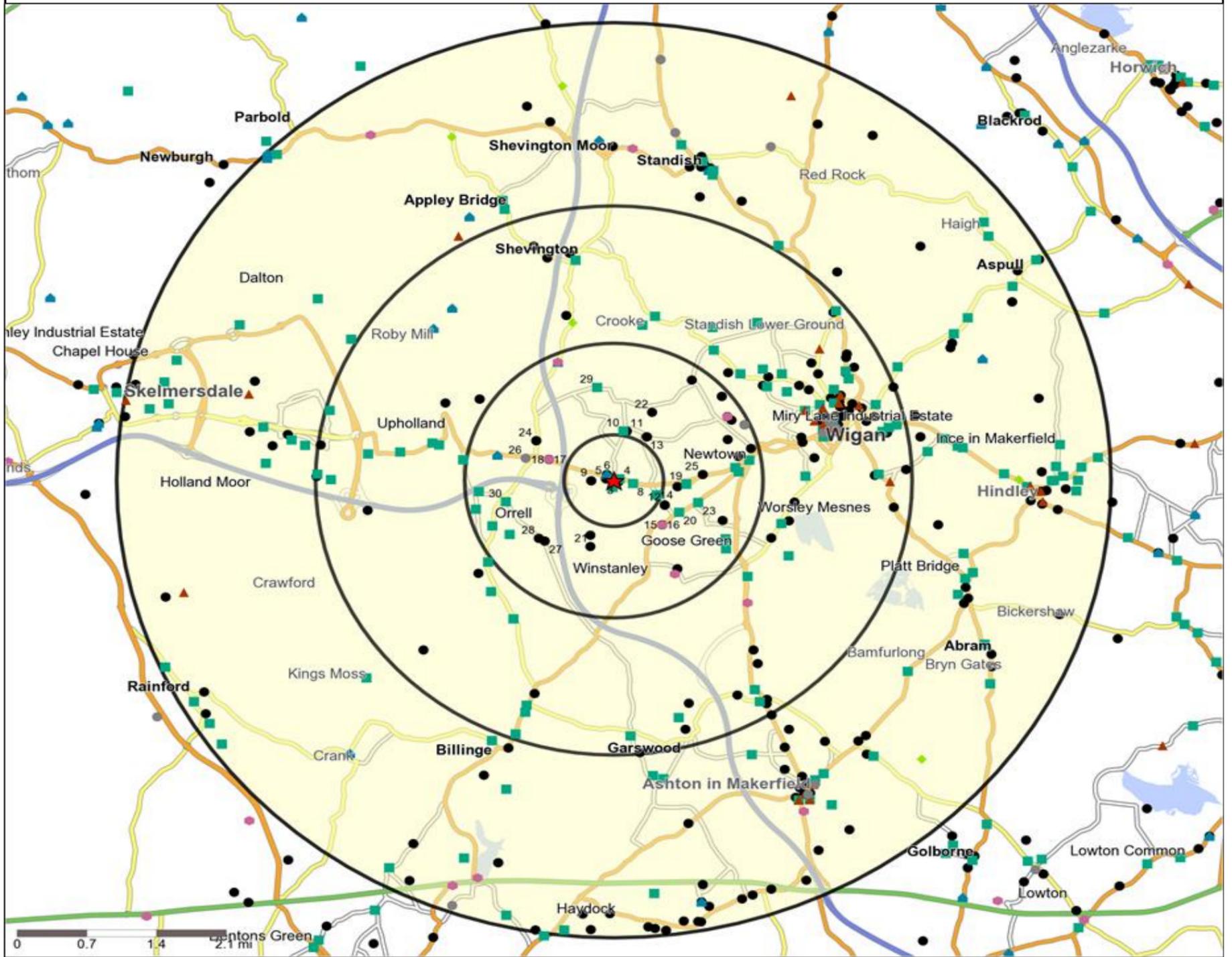
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurly Lunch
- 10 Wining 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	595	3,516	8,570	18,359	19,839	130	115	111	108	106
02 Early Doors	525	3,125	7,897	17,573	19,036	137	122	122	123	122
03 Everyday is Friday	358	2,308	5,977	13,039	14,208	110	106	108	107	107
04 Weekend Millionaires	803	4,526	11,057	24,059	25,846	171	144	139	137	135
05 Out On The Town	537	3,399	8,581	18,585	20,157	119	112	112	110	109
06 Business and Pleasure	119	896	2,320	5,080	5,651	51	57	58	58	59
07 Sporting Pints	431	2,723	6,714	14,262	15,462	86	81	79	76	76
08 Student Social	68	685	1,918	4,573	5,139	32	48	53	58	60
09 Leisurly Lunch	390	2,619	6,755	15,115	16,651	88	88	90	91	92
10 Wining and Dining	318	2,954	7,709	17,245	19,069	63	87	90	91	92
11 Household Outing	514	3,216	7,962	17,624	19,156	128	120	117	118	117
12 Midweek Meal Deal	293	1,947	4,606	10,201	11,155	130	129	121	121	121
13 Date Night	155	1,859	5,214	11,826	13,251	43	77	86	88	90
14 Birthday Treat	265	2,031	5,357	12,235	13,519	74	84	88	91	92
15 Pre Show Meal	75	720	1,823	3,968	4,356	61	87	87	86	86
<b>Number of Occasions</b>	<b>5,446</b>	<b>36,524</b>	<b>92,460</b>	<b>203,744</b>	<b>222,495</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



## Competition Map and Data: WHITE SWAN, PEMBERTON (203617)



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

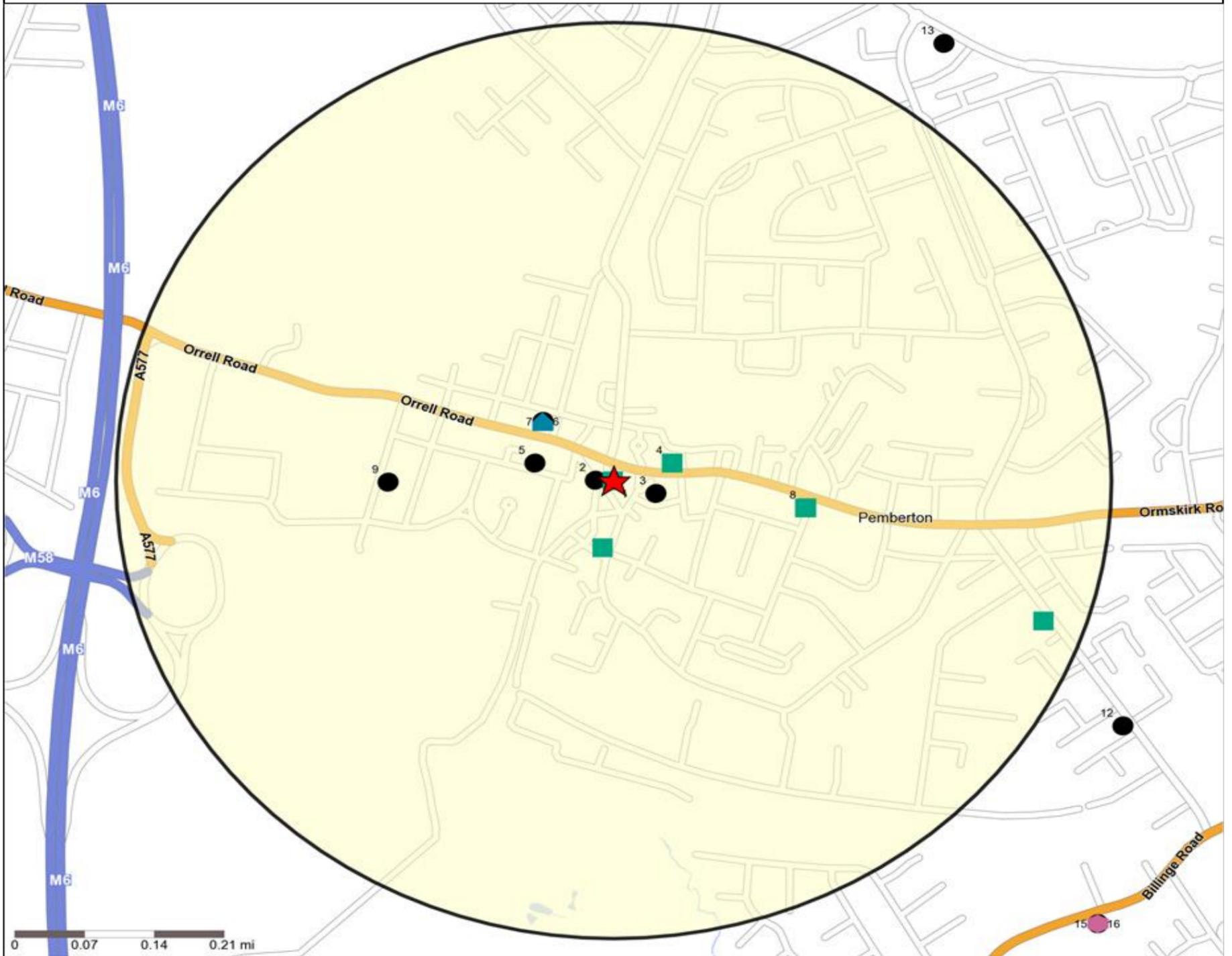
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	7	15
Circuit Bar	0	0	23	37
Community Local	3	18	69	132
Dry Led	1	2	4	12
Branded Food Pub	0	5	6	12
Rural	0	0	1	4
Other	5	32	115	223
<b>Total</b>	<b>9</b>	<b>59</b>	<b>225</b>	<b>435</b>



### Competition Map and Data: WHITE SWAN, PEMBERTON (203617)



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	3
Dry Led	1
Branded Food Pub	0
Rural	0
Other	5
<b>Total</b>	<b>9</b>



## Local Competition: WHITE SWAN, PEMBERTON (203617)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WHITE SWAN, PEMBERTON	828 ORMSKIRK ROAD, WIGAN, WN5 8AU	Punch Taverns	WN 5 8AU	Punch Taverns	0.00
1	White Swan Hotel	828 Ormskirk Road, Pemberton, Wigan	Punch Pub Company	WN 5 8AU	Community Local	0.00
2	Lamberhead Green Working Mens Club Institute	16 White Street, Pemberton, Wigan	Independent Free	WN 5 8JW	Other	0.02
3	Pemberton Masonic Club	Chapel Street, Pemberton, Wigan	Independent Free	WN 5 8JP	Other	0.04
4	Number Fifteen	739-741 Ormskirk Road, Pemberton, Wigan	Yesteryear Pub Company	WN 5 8AT	Community Local	0.06
5	Pemberton Conservative Club	11-13 Park Road, Orrell, Wigan	Independent Free	WN 5 8HY	Other	0.08
6	Fishergate Inn	52 Orrell Road, Orrell, Wigan	Marston's	WN 5 8HD	Dry Led	0.10
7	La Giara	4 Orrell Road, Orrell, Wigan	Independent Free	WN 5 8HD	Other	0.10
8	White Lion	736 Ormskirk Road, Pemberton, Wigan	Unknown	WN 5 8BB	Community Local	0.19
9	Orrell St James Rugby Football Club	Bankes Avenue, Orrell, Wigan	Independent Free	WN 5 8HU	Other	0.23
10	Last Orders	230 City Road, Wigan	Cains Beer Company	WN 5 0BG	Community Local	0.55
11	Norley Hall Cricket Club	Enfield Street, Kitt Green, Wigan	Independent Free	WN 5 0BA	Other	0.56
12	Pemberton Labour Club	Enfield Street, Wigan	Independent Free	WN 5 8DJ	Other	0.58
13	Wigan St Cuthbert Amateur Rugby League Football Club	Montrose Avenue, Wigan	Independent Free	WN 5 9XL	Other	0.58
14	Pemberton Cent Working Mens Club	17 Belle Vue Street, Wigan	Independent Free	WN 5 9HF	Other	0.64
15	St Mathew Social Club	Billinge Road, Highfiel, Wigan	Independent Free	WN 3 6BL	Other	0.69
16	Venture	325 Billinge Road, Highfield, Wigan	Spirit Pub Company	WN 3 6BL	Branded Food	0.69
17	Mount	160-162 Orrell Road, Orrell, Wigan	Greene King	WN 5 8HQ	Branded Food	0.69
18	Premier Inn	160-162 Orrell Road, Orrell, Wigan	Whitbread	WN 5 8HQ	Other	0.69
19	Halfway House	419 Ormskirk Road, Wigan	*Other Small Retail Groups	WN 5 9DH	Community Local	0.73
20	Railway Hotel	273 Billinge Road, Wigan	Punch Pub Company	WN 5 8DF	Community Local	0.74
21	Winstanley Park Cricket Club	Hall Lane, Billinge, Wigan	Independent Free	WN 3 6BG	Other	0.76
22	St Thomas Labour Club	Comet Road, Wigan	Independent Free	WN 5 0ET	Other	0.84
23	Hare & Hounds	153 Billinge Road, Wigan	Enterprise Inns	WN 5 9JE	Community Local	0.88
24	Trattoria Pizzeria Sorrento	1-5 Gathurst Road, Wigan	Independent Free	WN 5 8QJ	Other	0.89
25	Newton & Central Conservative Club	359 Ormskirk Road, Wigan	Independent Free	WN 5 9DL	Other	0.90
26	Stag Inn	226 Orrell Road, Orrell, Wigan	Mitchells & Butlers	WN 5 8QU	Cafe / Wine Bar	0.92
27	Winstanley Tennis Club	Hall Lane, Billinge, Wigan	Independent Free	WN 5 7XD	Other	0.96
28	Orrell Red Triangle & Cricket Club	121 Winstanley Road, Billinge, Wigan	Independent Free	WN 5 7XE	Other	0.98
29	Old Springs Inn	Spring Road, Orrell, Wigan	Marston's	WN 5 0JJ	Community Local	1.03
30	Rose & Crown	9a Church Street, Orrell, Wigan	Punch Pub Company	WN 5 8TG	Community Local	1.11