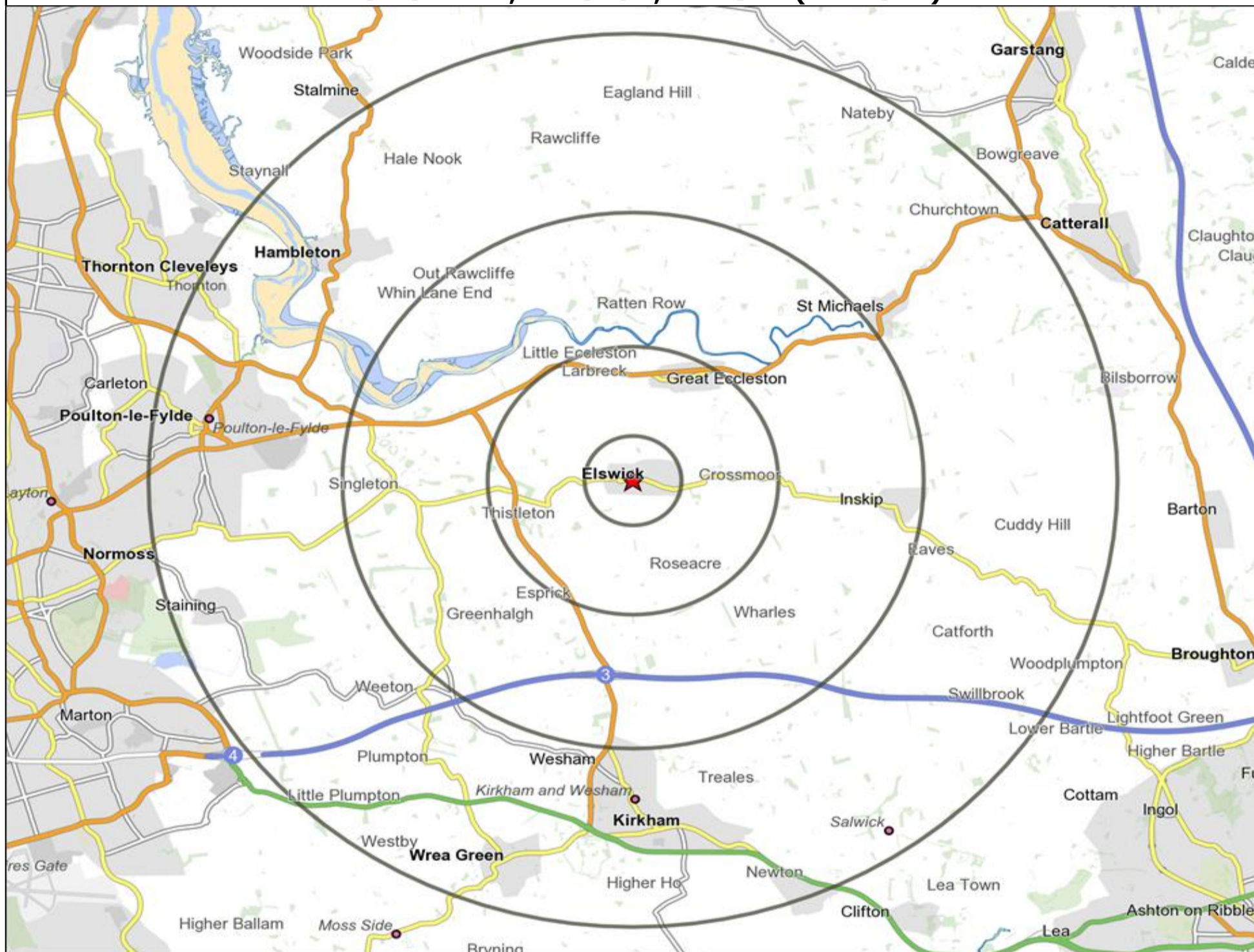




**Customer Profile Report for SHIP, ELSWICK (Punch Outlet Number: 203308)
HIGH STREET, PRESTON, PR4 3ZB (PR 4 3ZB)**



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

Age Data Table

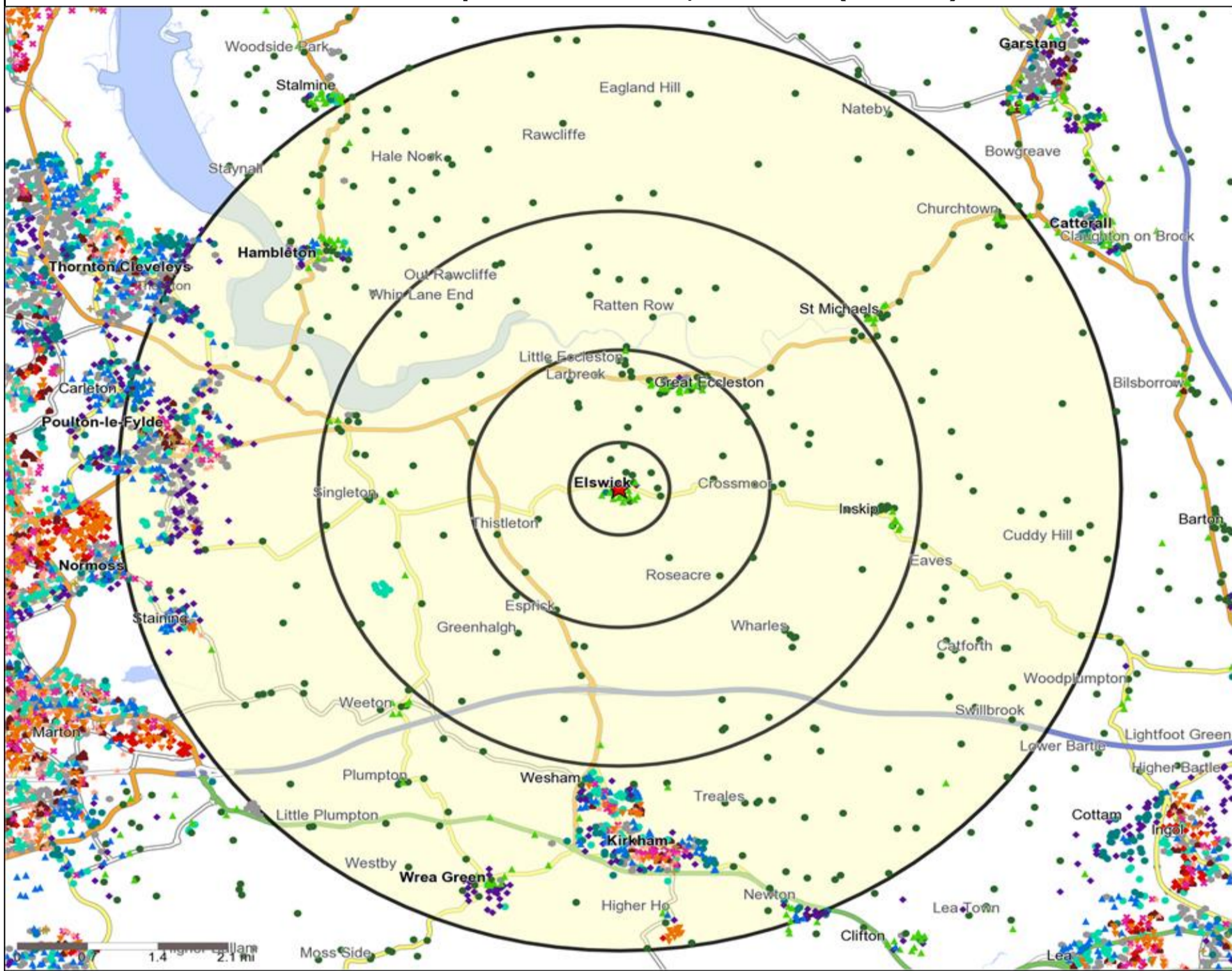
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	212	511	1,086	6,965	17,525	105	91	95	85	88
16-17	15	46	101	881	2,374	60	66	72	87	96
18-24	65	162	362	3,075	7,576	67	60	66	78	79
25-34	85	258	599	4,377	10,820	58	63	72	74	75
35-44	139	320	669	4,741	11,489	102	84	87	86	85
45-54	180	500	993	7,022	16,580	118	118	115	114	110
55-64	192	465	908	6,102	13,973	157	138	132	124	117
65+	190	724	1,357	10,327	25,598	98	135	124	132	134
Population estimate 2015	1,078	2,986	6,075	43,490	105,935	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	1,075	2,962	5,923	41,847	102,876	99%	99%	98%	98%	98%
Mixed / Multiple Ethnic Groups	2	13	60	356	880	0%	0%	1%	1%	1%
Asian / Asian British	4	10	60	403	1,006	0%	0%	1%	1%	1%
Black / African / Caribbean / Black British	1	5	26	108	208	0%	0%	0%	0%	0%
Other Ethnic Group	0	3	5	88	285	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,082	2,993	6,074	42,802	105,255	100	100	100	100	100



Mosaic UK Map and Data: SHIP, ELSWICK (203308)



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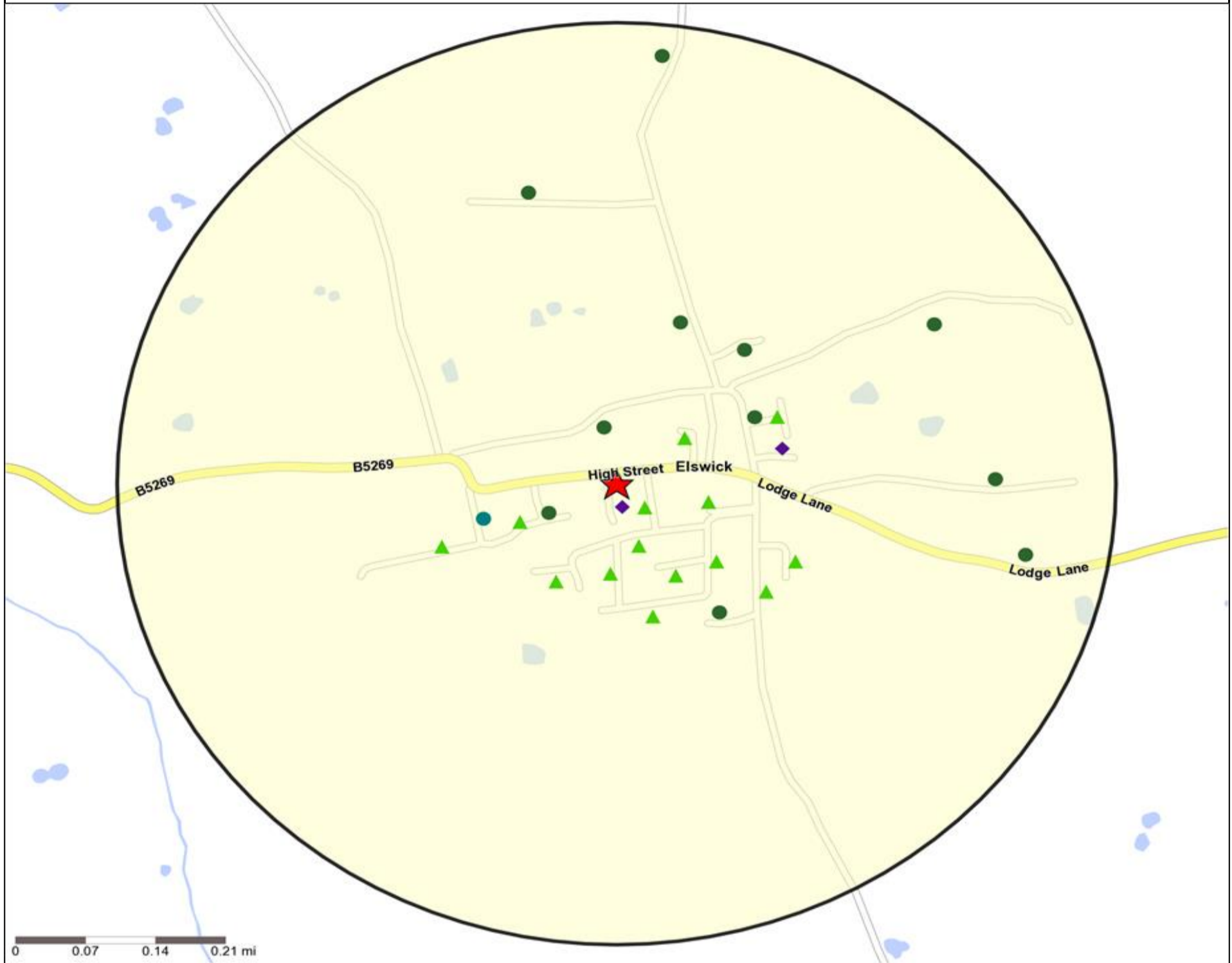
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- ▼ I Family Basics
- ★ M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✕ J Transient 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 - 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+)	37	47	50	4,045	6,748	60	27	14	160	109
C Country Living (18+)	338	1,109	2,817	6,399	7,304	571	658	834	265	124
D Rural Reality (18+)	467	1,220	1,581	3,657	5,920	791	725	469	152	100
E Senior Security (18+)	0	42	133	4,883	16,322	0	21	34	173	236
F Suburban Stability (18+)	0	0	1	4,603	10,558	0	0	0	217	203
G Domestic Success (18+)	10	10	10	2,715	5,790	14	5	2	93	81
H Aspiring Homemakers (18+)	0	0	272	2,952	9,768	0	0	61	93	126
I Family Basics (18+)	0	0	0	755	4,517	0	0	0	30	74
J Transient Renters (18+)	0	0	0	1,590	3,409	0	0	0	79	69
K Municipal Challenge (18+)	0	0	0	82	3,589	0	0	0	4	72
L Vintage Value (18+)	0	0	0	1,152	4,131	0	0	0	53	77
M Modest Traditions (18+)	0	0	0	1,543	5,974	0	0	0	93	148
N Urban Cohesion (18+)	0	0	0	9	53	0	0	0	0	1
O Rental Hubs (18+)	0	0	0	364	1,058	0	0	0	14	16
Adults 18+ estimate 2015	852	2,428	4,864	34,749	85,141	100	100	100	100	100



Mosaic UK Map and Data: SHIP, ELSWICK (203308)



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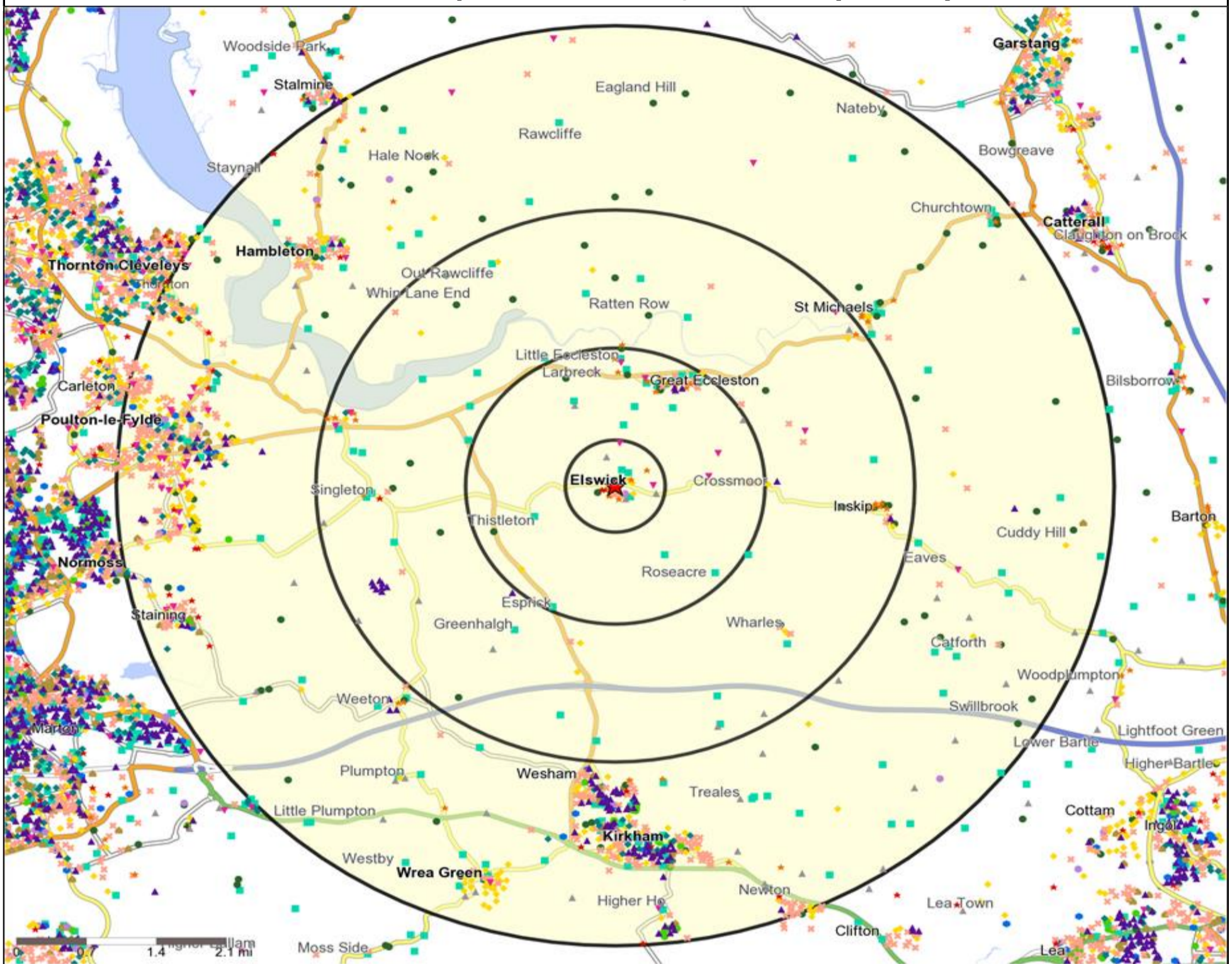
- | | | | | |
|-----------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5,1.5,3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	37	60
C Country Living (18+)	338	571
D Rural Reality (18+)	467	791
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	10	14
H Aspiring Homemakers (18+)	0	0
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+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	852	100



Occasions Map and Data: SHIP, ELSWICK (203308)



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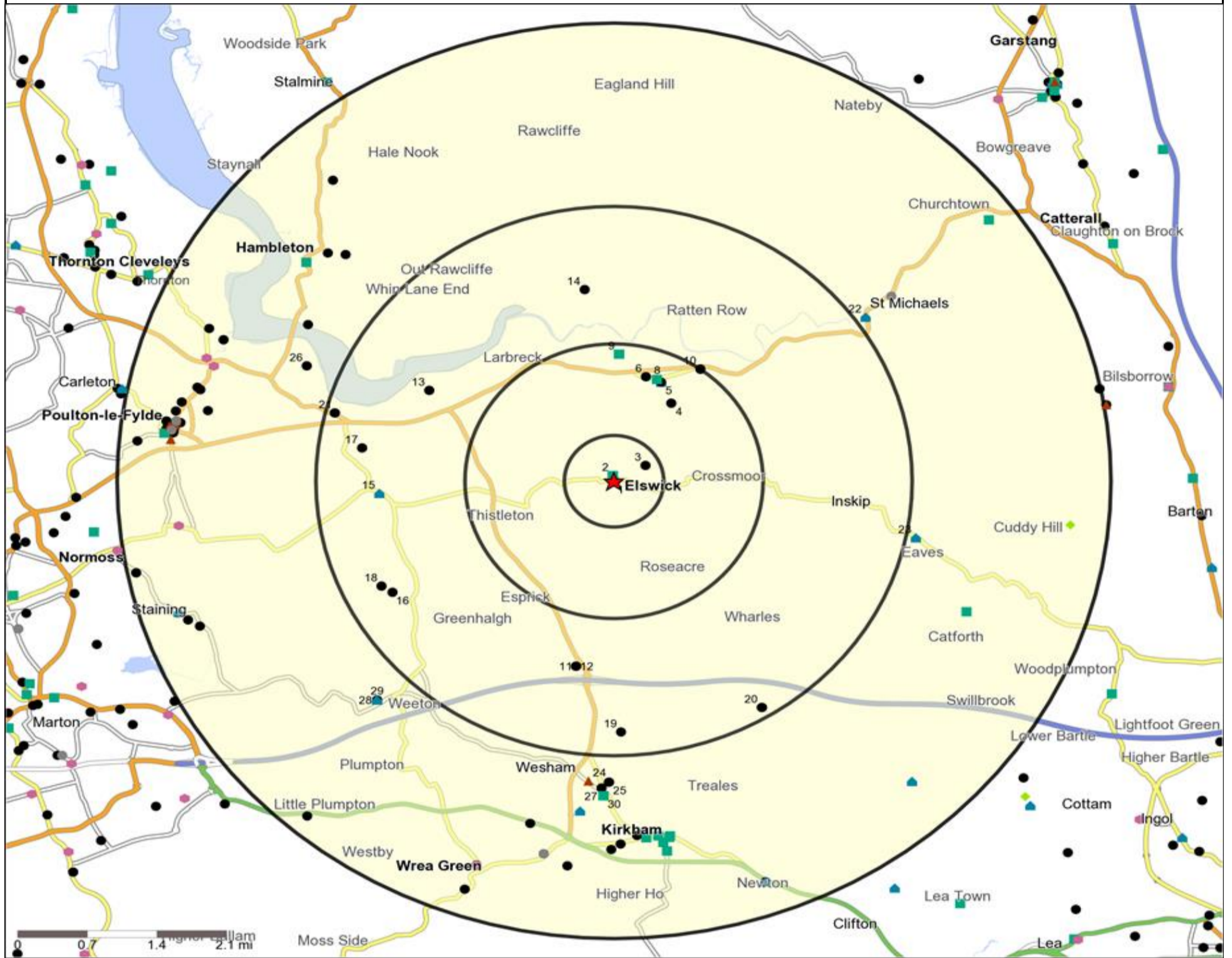
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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	62	194	357	2,180	6,343	125	134	118	93	103
02 Early Doors	43	122	247	2,218	6,522	104	101	97	113	127
03 Everyday is Friday	38	99	181	1,641	4,497	108	96	84	98	102
04 Weekend Millionaires	23	74	252	2,006	6,515	45	50	81	83	103
05 Out On The Town	28	73	186	1,957	5,559	57	51	62	84	91
06 Business and Pleasure	33	100	215	983	2,050	130	135	138	82	65
07 Sporting Pints	10	39	103	1,231	3,929	18	25	31	48	58
08 Student Social	36	112	251	1,301	2,538	157	167	179	120	89
09 Leisurely Lunch	59	175	360	2,594	6,301	123	124	122	113	105
10 Wining and Dining	65	176	382	3,305	7,719	119	110	114	127	113
11 Household Outing	18	67	136	1,845	5,591	41	53	51	89	104
12 Midweek Meal Deal	49	144	259	1,162	3,213	201	202	173	100	106
13 Date Night	64	174	355	2,774	5,960	165	153	149	150	123
14 Birthday Treat	50	137	241	2,091	4,842	129	121	101	113	100
15 Pre Show Meal	12	40	96	753	1,805	90	102	117	118	108
Number of Occasions	590	1,726	3,621	28,041	73,384	100	100	100	100	100



Competition Map and Data: SHIP, ELSWICK (203308)



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

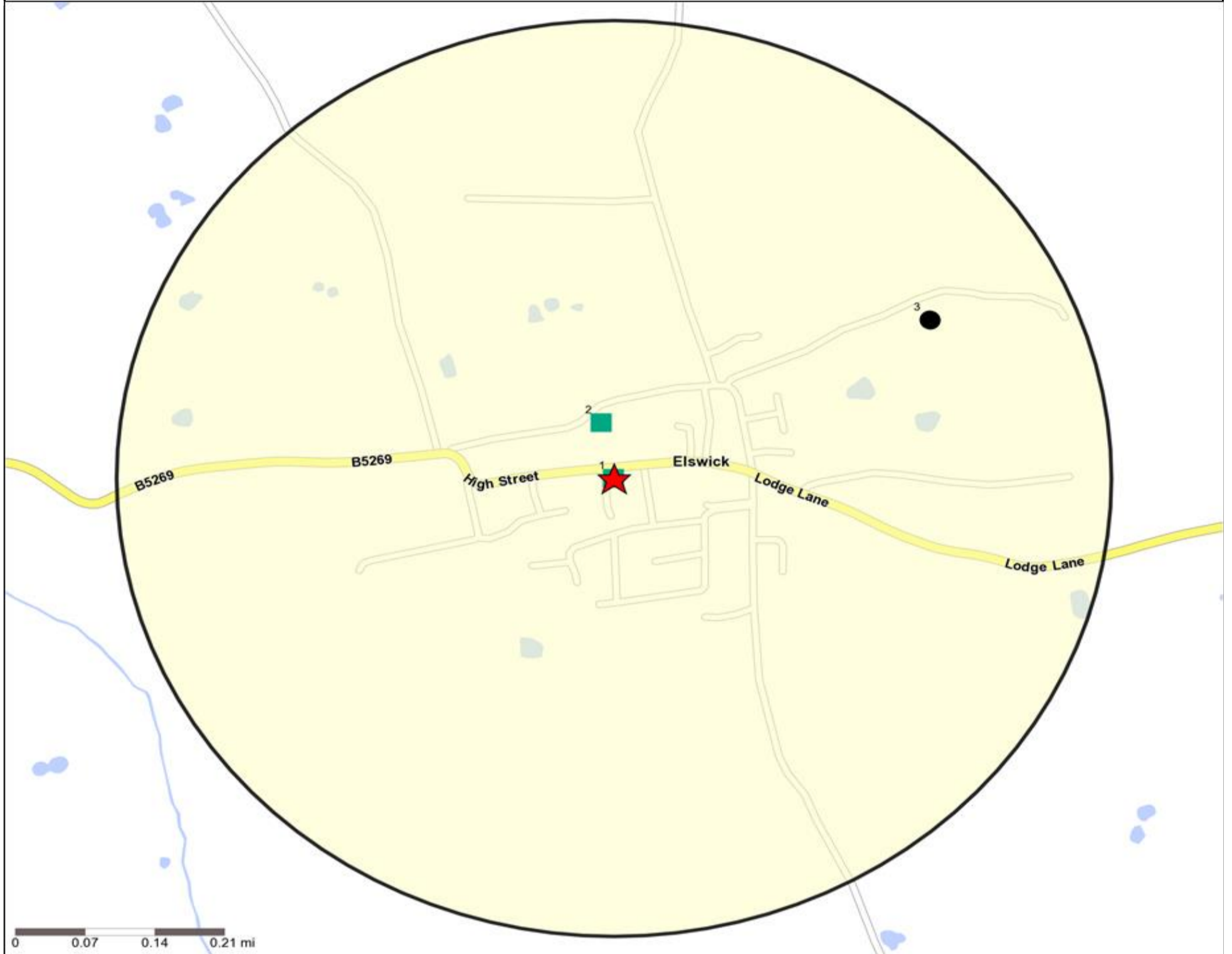


Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	5
Circuit Bar	0	0	0	5
Community Local	2	5	5	18
Dry Led	0	0	1	8
Branded Food Pub	0	0	0	5
Rural	0	0	0	1
Other	1	4	15	74
Total	3	9	21	116



Competition Map and Data: SHIP, ELSWICK (203308)



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	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
Total	3



Local Competition: SHIP, ELSWICK (203308)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SHIP, ELSWICK	HIGH STREET, PRESTON, PR4 3ZB	Punch Taverns	PR 4 3ZB	Punch Taverns	0.00
1	Ship Hotel	High Street, Elswick, Preston	Punch Pub Company	PR 4 3ZB	Community Local	0.00
2	Boot & Shoe Hotel	Beech Road, Elswick, Preston	Thwaites	PR 4 3YB	Community Local	0.06
3	Bonds Cafe	Bonds Lane, Elswick, Preston	Independent Free	PR 4 3ZE	Other	0.36
4	Great Eccleston Cricket & Tennis Club	Hall Lane, Great Eccleston, Preston	Independent Free	PR 3 0XN	Other	1.03
5	Farmers Arms Hotel	Halsall Square, Great Eccleston, Preston	Sea Food Pub Company	PR 3 0YE	Other	1.18
6	Ferraris Restaurant	West End, Great Eccleston, Preston	Independent Free	PR 3 0YL	Other	1.18
7	Black Bull	The Square, Great Eccleston, Preston	Punch Pub Company	PR 3 0ZB	Community Local	1.19
8	White Bull	The Square, Great Eccleston, Preston	Punch Pub Company	PR 3 0ZB	Community Local	1.19
9	Cartford Hotel	Cartford Lane, Little Eccleston, Preston	Independent Free	PR 3 0YP	Community Local	1.39
10	Marsh Farm Hall	Garstang Road, Great Eccleston, Preston	Independent Free	PR 3 0XA	Other	1.50
11	Villa Italia	Fleetwood Road, Greenhalgh, Preston	Independent Free	PR 4 3HE	Other	2.06
12	Ashiana Tandoori	Fleetwood Road, Greenhalgh, Preston	Independent Free	PR 4 3HE	Other	2.06
13	Windy Harbour Yacht Club	Windy Harbour Road, Singleton, Poulton-le-fylde	Independent Free	FY 6 8NB	Other	2.11
14	Rawcliffe Hall Country Club	Wyreside, Out Rawcliffe, Preston	Independent Free	PR 3 6TP	Other	2.11
15	Millers Arms	The Village, Singleton, Poulton-le-fylde	Trust Inns	FY 6 8LL	Dry Led	2.37
16	Rorys Den	Singleton Road, Weeton, Preston	Independent Free	PR 4 3JQ	Other	2.54
17	Singleton Lodge	Lodge Lane, Singleton, Poulton-le-fylde	Independent Free	FY 6 8LT	Other	2.56
18	Weeton Barracks	Henderson Road, Weeton, Preston	Independent Free	PR 4 3LQ	Other	2.61
19	Afc Flyde Stadium	Coronation Way, Wesham, Preston	Independent Free	PR 4 3JZ	Other	2.74
20	Derby Arms Hotel	Treales Road, Treales, Preston	Robinsons	PR 4 3SH	Other	2.89
21	River Wyre Holiday Camp	30 Mains Lane, Poulton-le-fylde	Independent Free	FY 6 7LF	Other	2.91
22	Grapes	Garstang Road, St Michaels, Preston	Punch Pub Company	PR 3 0TJ	Dry Led	3.10
23	Derby Arms	Carrs Green, Inskip, Preston	Independent Free	PR 4 0TJ	Dry Led	3.10
24	Lane Ends Hotel	Weeton Road, Wesham, Preston	Trust Inns	PR 4 3DH	Circuit Bar	3.29
25	Wesham Community Centre	Church Road, Wesham, Preston	Independent Free	PR 4 3DR	Other	3.29
26	Great Hall	86 Mains Lane, Little Singleton, Poulton-le-fylde	Independent Free	FY 6 7LE	Other	3.34
27	Good Fortune House	26 Garstang Road North, Wesham, Preston	Independent Free	PR 4 3DE	Other	3.36
28	Eagle & Child	Weeton Village, Weeton, Preston	Independent Free	PR 4 3NB	Dry Led	3.38
29	Blackpool Wake Park	Weeton, Preston	Independent Free	PR 4 3NB	Other	3.38
30	Stanley Arms	8 Garstang Road South, Wesham, Preston	Star Pubs & Bars	PR 4 3BL	Community Local	3.44