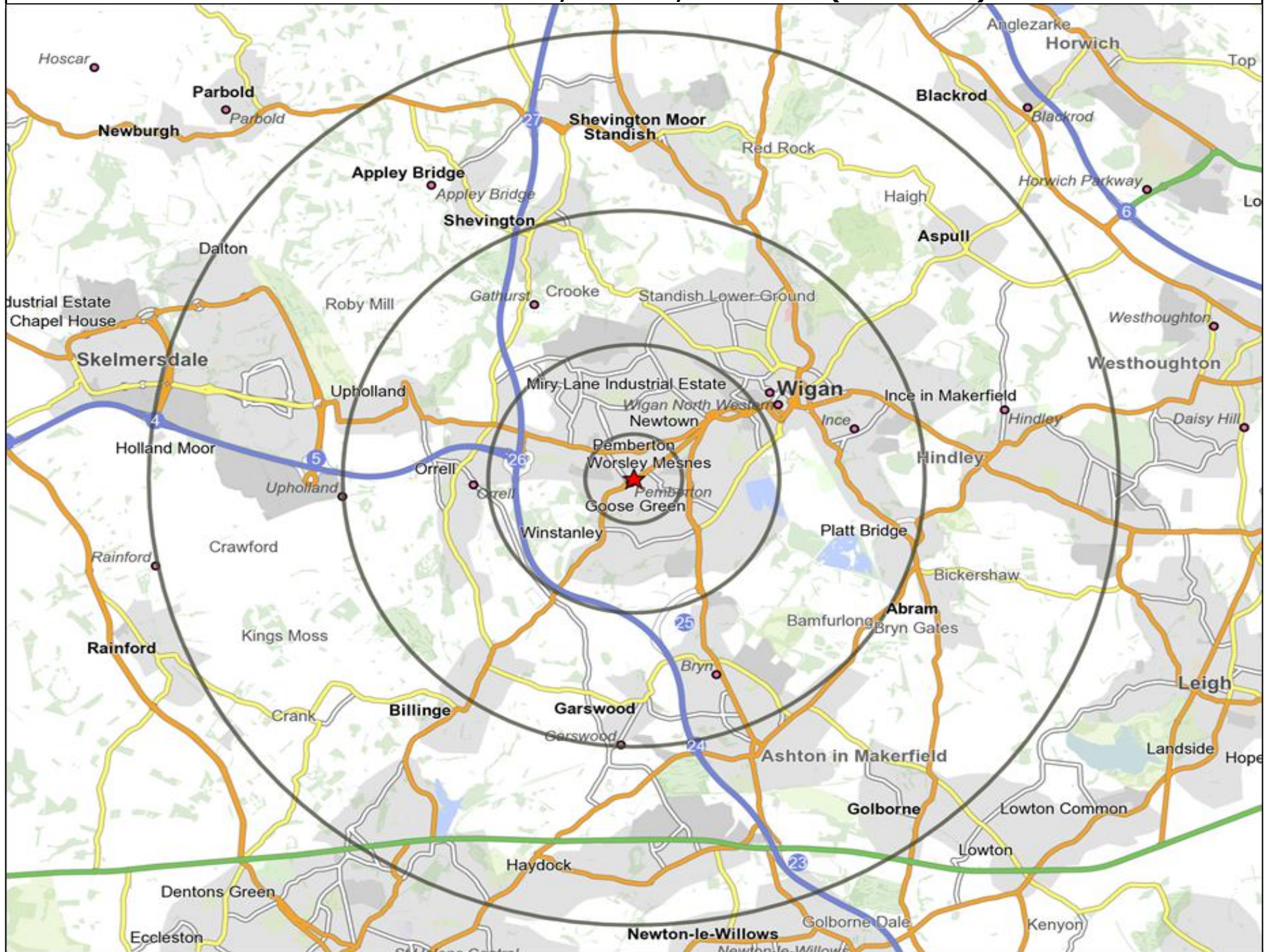




Customer Profile Report for RAILWAY, PEMBERTON (Punch Outlet Number: 203179)
273 BILLINGE ROAD, WIGAN, WN5 8DF (WN 5 8DF)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

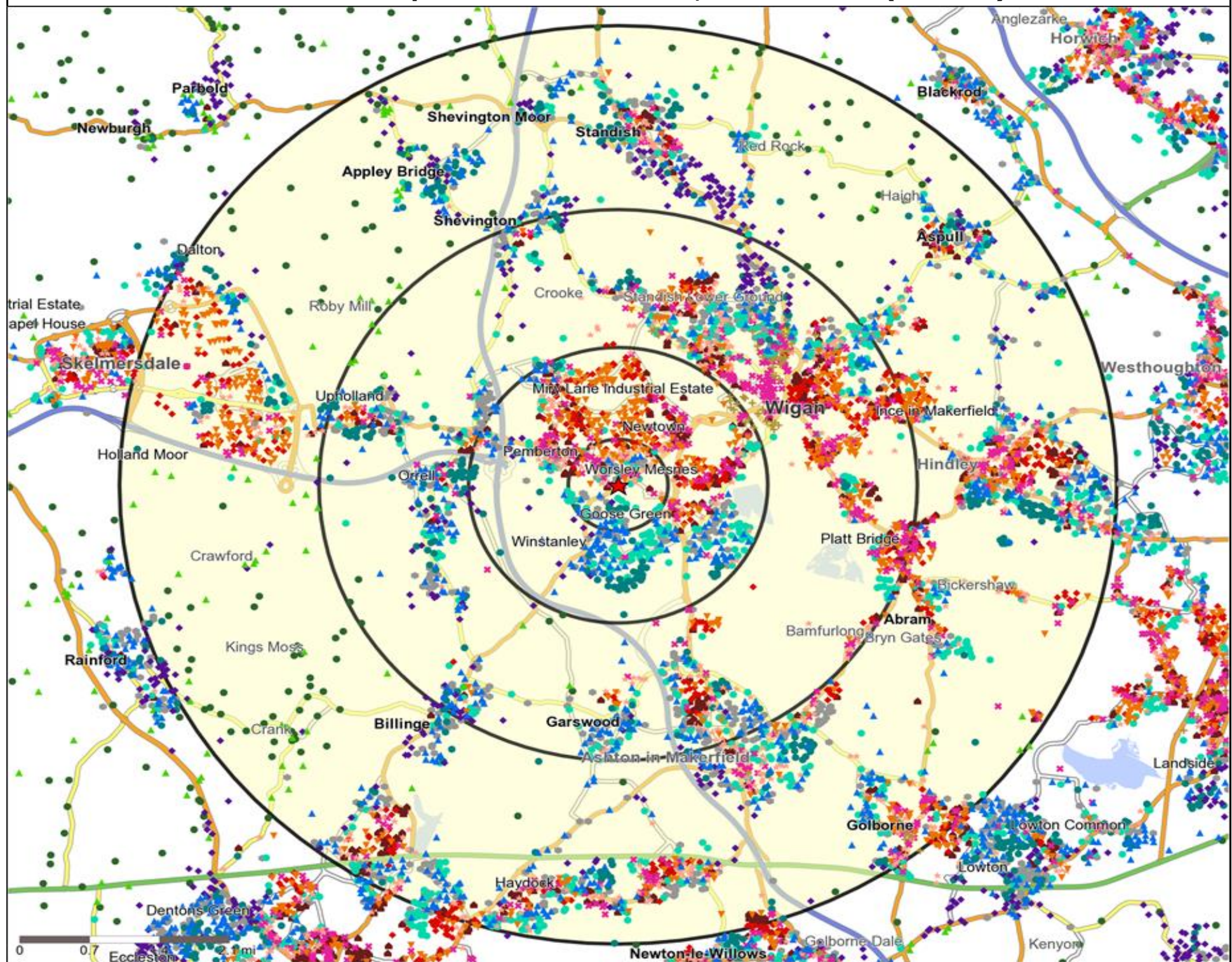
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,667	10,243	25,519	53,168	51,735	97	103	97	100	100
16-17	231	1,228	3,094	6,801	6,366	109	100	95	103	100
18-24	721	4,525	11,584	23,045	22,469	87	95	92	90	90
25-34	1,309	7,461	18,350	35,692	34,842	105	103	96	92	93
35-44	1,126	6,557	17,222	34,811	33,982	97	98	97	97	97
45-54	1,318	7,618	20,853	42,428	41,111	102	102	105	105	105
55-64	1,005	6,074	16,130	33,598	32,210	97	102	102	105	104
65+	1,756	9,089	26,804	54,286	52,358	107	96	107	106	106
Population estimate 2015	9,133	52,795	139,556	283,829	275,073	100	100	100	100	100

Ethnicity - Census 2011

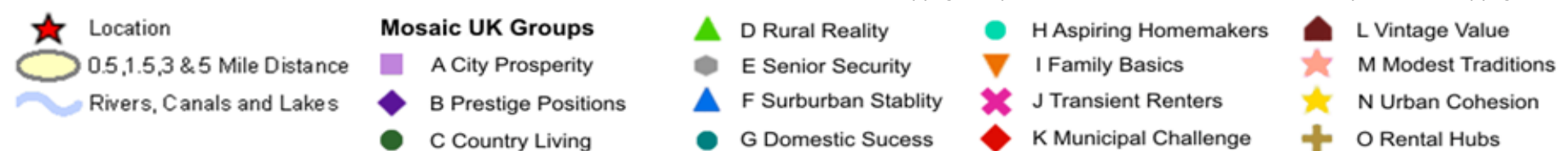
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	8,479	50,125	132,768	272,812	264,100	98%	97%	97%	98%	98%
Mixed / Multiple Ethnic Groups	63	438	1,109	2,106	2,080	1%	1%	1%	1%	1%
Asian / Asian British	72	473	1,378	2,466	2,480	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	28	246	586	1,004	908	0%	0%	0%	0%	0%
Other Ethnic Group	5	156	373	612	599	0%	0%	0%	0%	0%
All People (Ethnic Group)	8,647	51,438	136,214	279,000	270,167	100	100	100	100	100



Mosaic UK Map and Data: RAILWAY, PEMBERTON (203179)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015



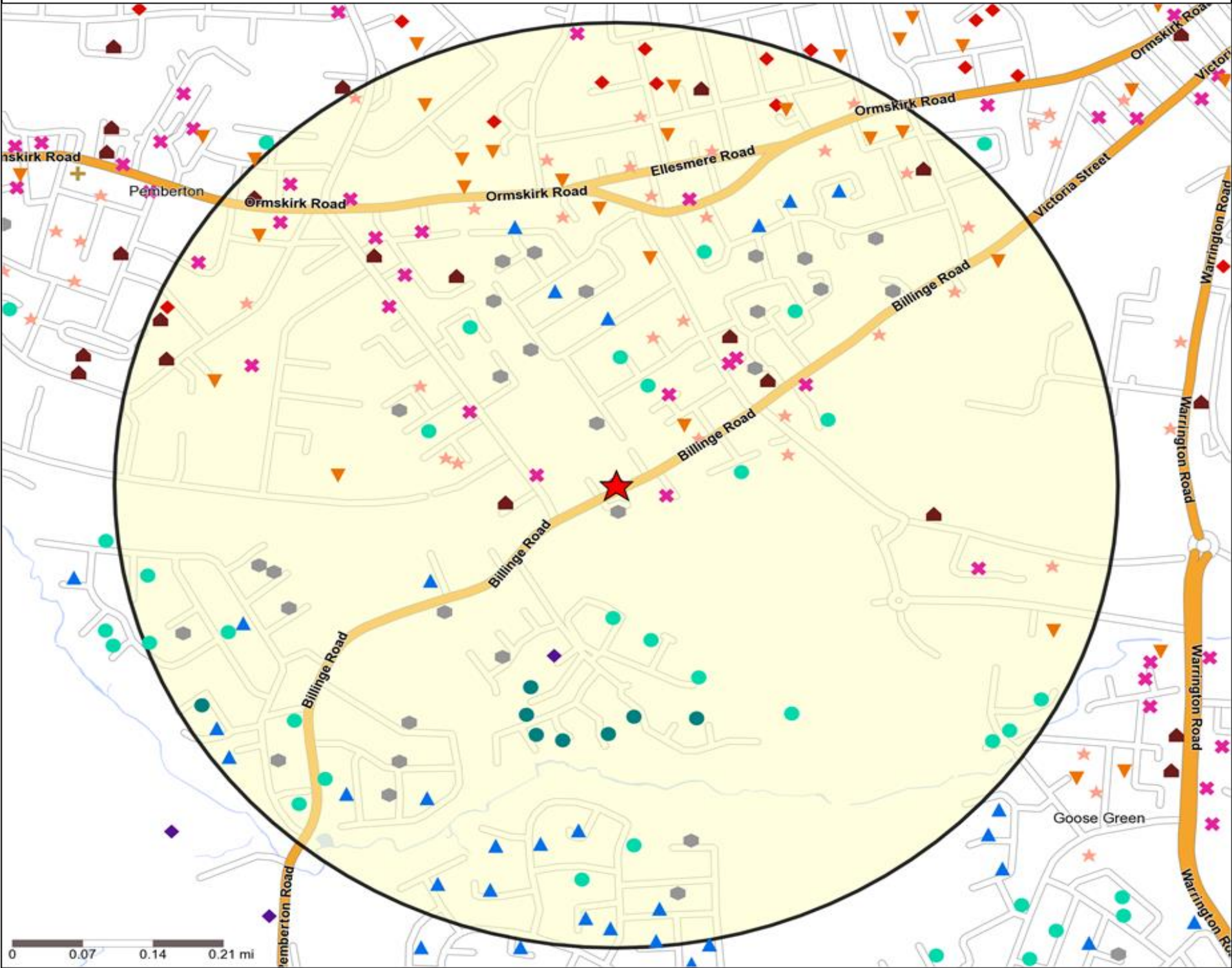
Mosaic UK Data Table (Residential)

	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+)	39	487	2,942	8,383	7,682	7	16	36	51	49
C Country Living (18+)	0	2	56	1,278	1,548	0	0	1	8	10
D Rural Reality (18+)	0	0	194	1,623	2,054	0	0	3	10	14
E Senior Security (18+)	1,061	3,141	13,176	24,642	23,144	180	93	146	136	131
F Suburban Stability (18+)	1,018	5,694	14,468	30,454	28,216	230	226	214	223	213
G Domestic Success (18+)	353	2,246	6,661	16,427	15,650	58	65	71	87	86
H Aspiring Homemakers (18+)	1,169	6,566	17,072	32,259	30,629	178	175	169	159	155
I Family Basics (18+)	794	6,960	13,491	27,759	28,402	152	233	169	172	182
J Transient Renters (18+)	842	4,060	10,652	18,523	19,221	202	170	167	144	154
K Municipal Challenge (18+)	301	4,443	10,461	19,728	19,373	71	183	161	150	152
L Vintage Value (18+)	458	3,645	9,577	18,463	16,847	101	140	137	131	124
M Modest Traditions (18+)	1,201	3,713	10,621	21,746	21,678	349	189	202	205	211
N Urban Cohesion (18+)	0	0	30	30	30	0	0	1	0	0
O Rental Hubs (18+)	0	368	1,422	2,067	2,078	0	12	17	12	12
Adults 18+ estimate 2015	7,236	41,325	110,823	223,382	216,552	100	100	100	100	100

Copyright © 2016 Experian Limited. Mapping: Copyright © 2015 Navteq.



Mosaic UK Map and Data: RAILWAY, PEMBERTON (203179)



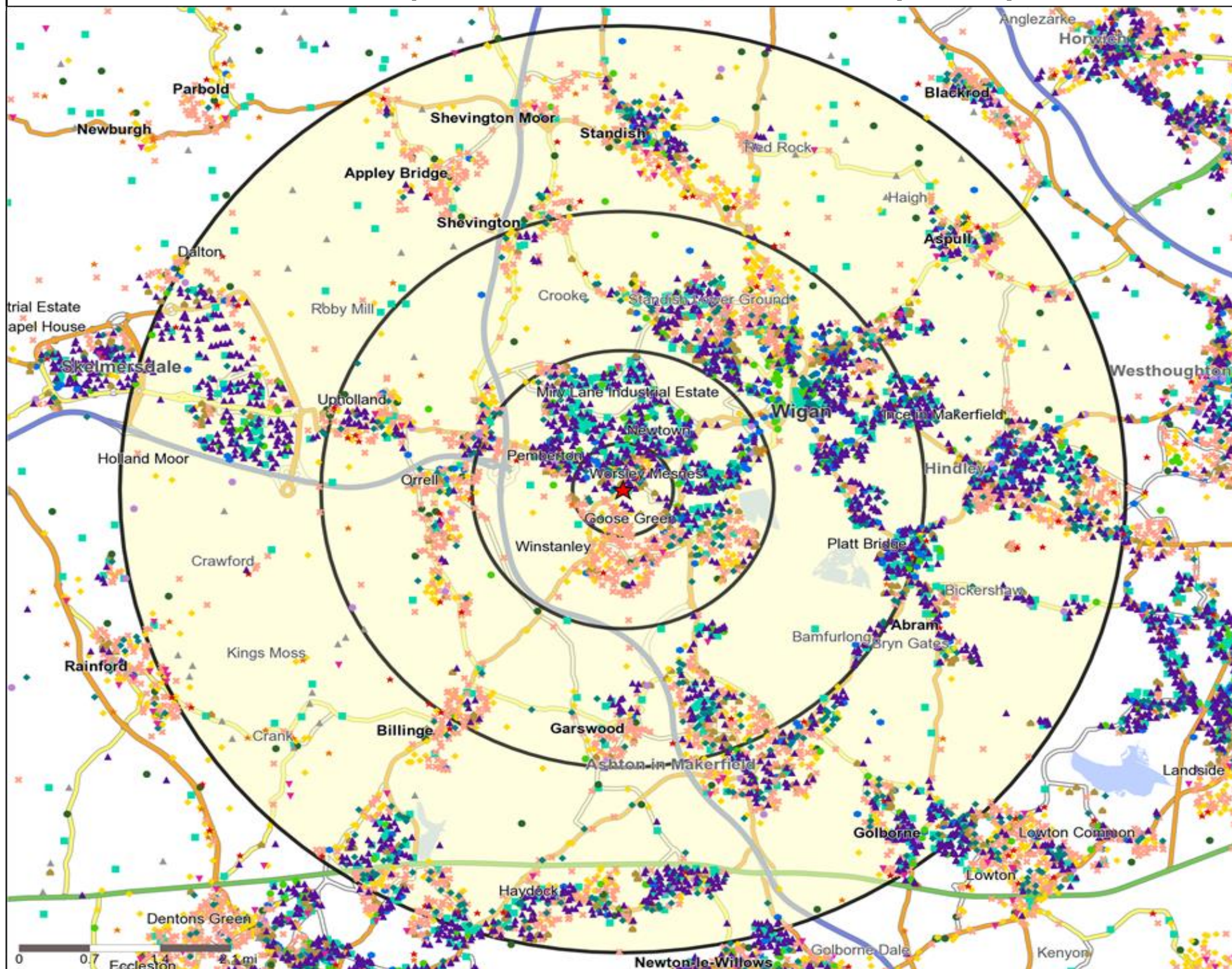
Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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+)	39	7
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	1,061	180
F Suburban Stability (18+)	1,018	230
G Domestic Success (18+)	353	58
H Aspiring Homemakers (18+)	1,169	178
I Family Basics (18+)	794	152
J Transient Renters (18+)	842	202
K Municipal Challenge (18+)	301	71
L Vintage Value (18+)	458	101
M Modest Traditions (18+)	1,201	349
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	7,236	100



Occasions Map and Data: RAILWAY, PEMBERTON (203179)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

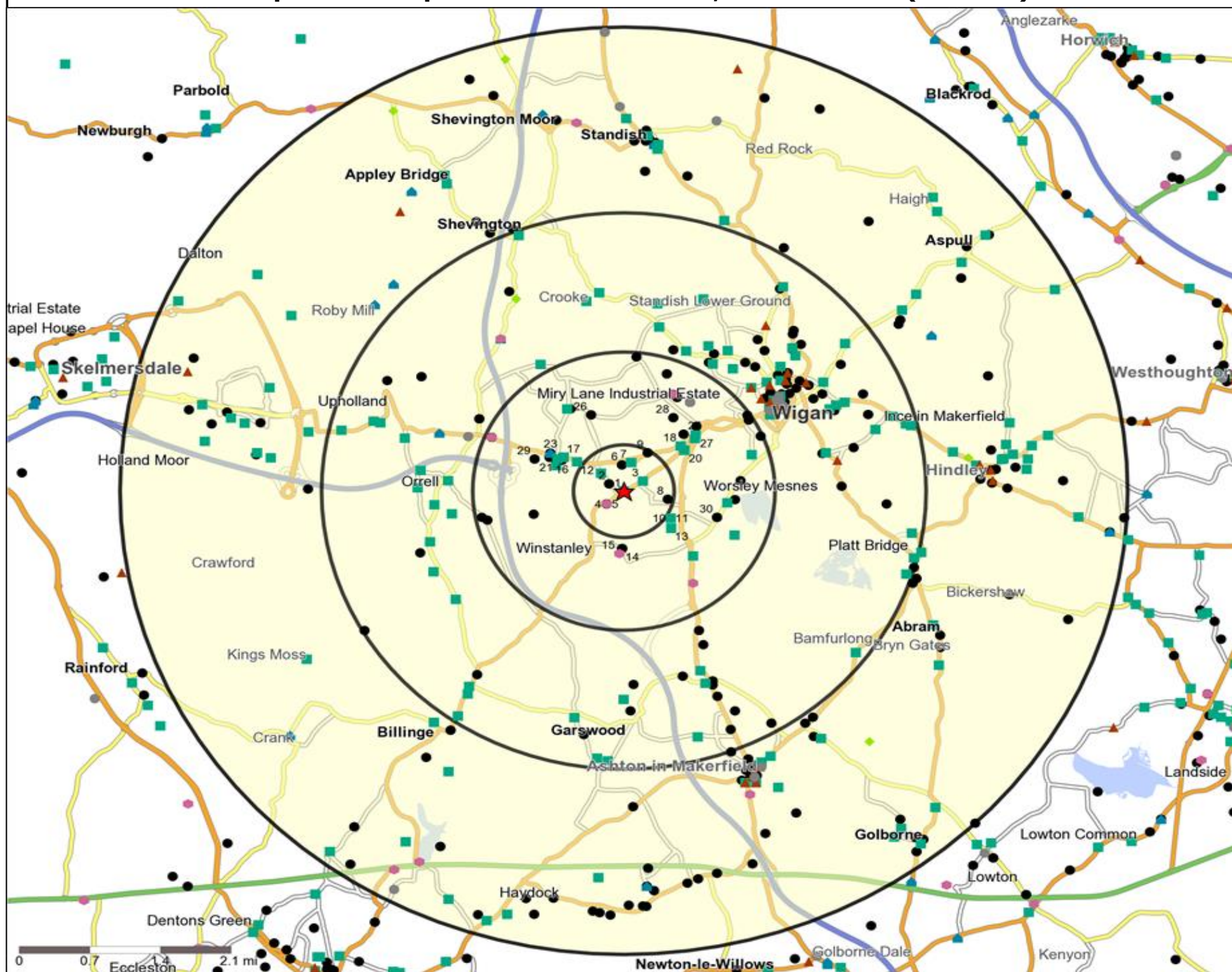
Occasions Data Table

	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	499	3,892	9,701	18,837	18,341	88	116	112	108	109
02 Early Doors	582	3,348	9,118	18,135	17,470	123	119	125	124	123
03 Everyday is Friday	454	2,567	6,730	13,387	12,980	112	107	108	108	108
04 Weekend Millionaires	818	5,106	12,516	24,712	24,103	140	148	140	138	139
05 Out On The Town	642	3,836	9,664	18,993	18,571	114	115	112	110	111
06 Business and Pleasure	156	970	2,539	5,139	5,013	54	57	57	58	58
07 Sporting Pints	461	3,042	7,536	14,564	14,422	74	83	79	76	78
08 Student Social	136	728	2,112	4,567	4,341	52	47	52	57	55
09 Leisurely Lunch	482	2,836	7,585	15,435	14,878	87	87	90	91	90
10 Wining and Dining	599	3,088	8,488	17,485	16,704	95	83	88	90	89
11 Household Outing	658	3,515	9,042	18,078	17,592	132	119	118	118	119
12 Midweek Meal Deal	342	2,246	5,244	10,476	10,236	122	136	122	122	123
13 Date Night	388	1,943	5,612	11,944	11,295	87	74	82	87	85
14 Birthday Treat	399	2,154	5,968	12,454	11,928	89	82	87	91	90
15 Pre Show Meal	154	747	2,005	4,039	3,880	100	82	85	86	85
Number of Occasions	6,770	40,018	103,860	208,245	201,754	100	100	100	100	100

Copyright © 2016 Experian Limited. Mapping: Copyright © 2015 Navteq.



Competition Map and Data: RAILWAY, PEMBERTON (203179)



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

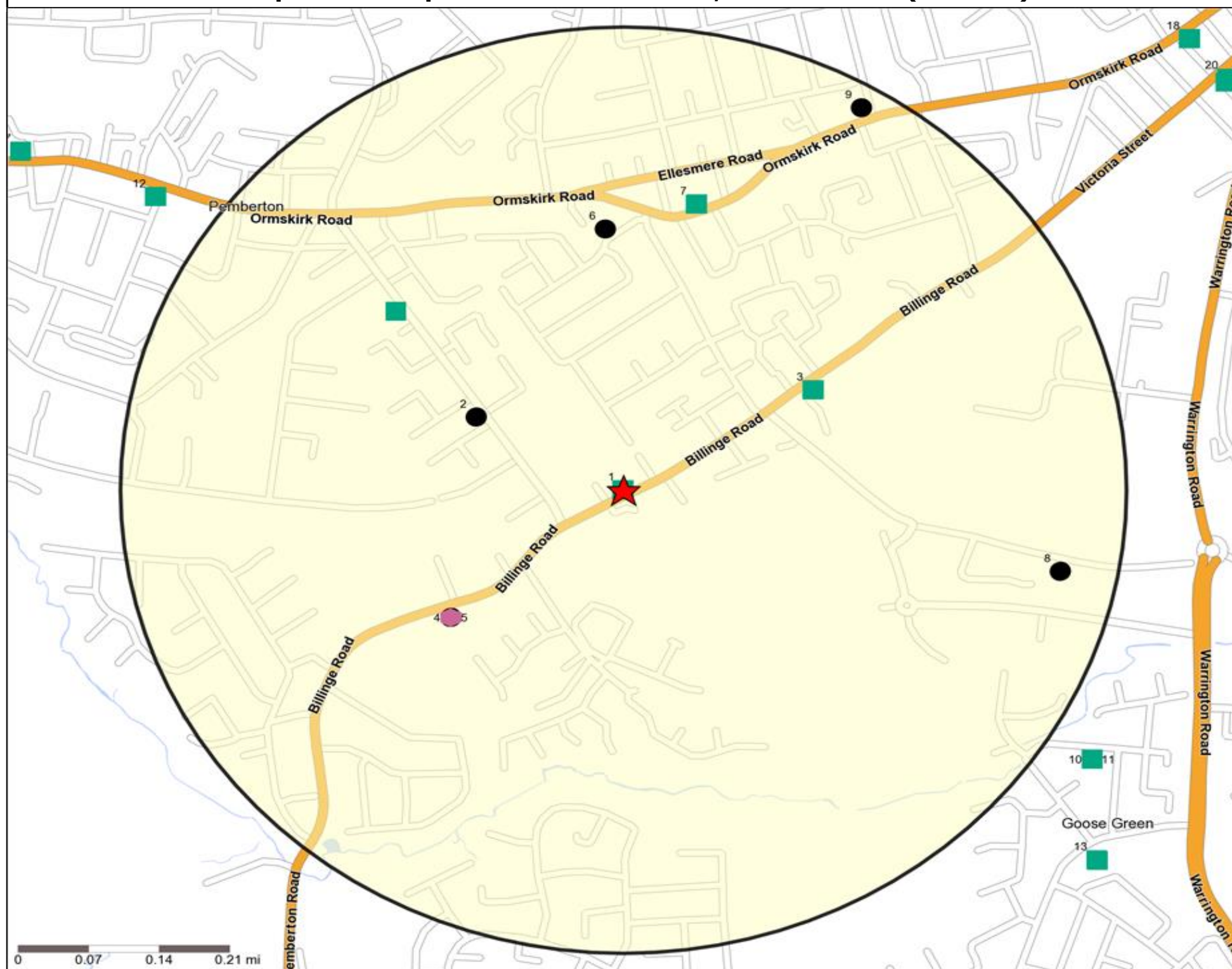


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	7	15
Circuit Bar	0	0	23	35
Community Local	3	18	74	130
Dry Led	0	1	2	10
Branded Food Pub	1	5	6	11
Rural	0	0	1	4
Other	5	38	119	224
Total	9	63	232	429



Competition Map and Data: RAILWAY, PEMBERTON (203179)



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	0
Branded Food Pub	1
Rural	0
Other	5
Total	9



Local Competition: RAILWAY, PEMBERTON (203179)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	RAILWAY, PEMBERTON	273 BILLINGE ROAD, WIGAN, WN5 8DF	Punch Taverns	WN 5 8DF	Punch Taverns	0.00
1	Railway Hotel	273 Billinge Road, Wigan	Punch Pub Company	WN 5 8DF	Community Local	0.00
2	Pemberton Labour Club	Enfield Street, Wigan	Independent Free	WN 5 8DJ	Other	0.17
3	Hare & Hounds	153 Billinge Road, Wigan	Enterprise Inns	WN 5 9JE	Community Local	0.22
4	St Mathew Social Club	Billinge Road, Highfiel, Wigan	Independent Free	WN 3 6BL	Other	0.22
5	Venture	325 Billinge Road, Highfield, Wigan	Spirit Pub Company	WN 3 6BL	Branded Food	0.22
6	Pemberton Cent Working Mens Club	17 Belle Vue Street, Wigan	Independent Free	WN 5 9HF	Other	0.28
7	Halfway House	419 Ormskirk Road, Wigan	*Other Small Retail Groups	WN 5 9DH	Community Local	0.32
8	Goose Green Labour Club	143 Little Lane, Wigan	Independent Free	WN 3 6PZ	Other	0.44
9	Newton & Central Conservative Club	359 Ormskirk Road, Wigan	Independent Free	WN 5 9DL	Other	0.48
10	New Inn	Bentinck Street, Goose Green, Wigan	Punch Pub Company	WN 3 6RB	Community Local	0.55
11	Crown Inn	27 Bentinck Street, Wigan	*Other Small Retail Groups	WN 3 6RB	Community Local	0.55
12	White Lion	736 Ormskirk Road, Pemberton, Wigan	Unknown	WN 5 8BB	Community Local	0.56
13	Freemasons Arms	6 Clap Gate Lane, Goose Green, Wigan	Greene King	WN 3 6RN	Community Local	0.62
14	St Aidans Parish Social Club	Holmes House Avenue, Winstanley, Wigan	Independent Free	WN 3 6EE	Other	0.62
15	Poacher	71 Holmes House Avenue, Winstanley, Wigan	Mitchells & Butlers	WN 3 6JA	Branded Food	0.68
16	Pemberton Masonic Club	Chapel Street, Pemberton, Wigan	Independent Free	WN 5 8JP	Other	0.70
17	Number Fifteen	739-741 Ormskirk Road, Pemberton, Wigan	Yesteryear Pub Company	WN 5 8AT	Community Local	0.70
18	Bowling Green Hotel	134a Ormskirk Road, Newtown, Wigan	Unknown	WN 5 9ED	Community Local	0.74
19	White Swan Hotel	828 Ormskirk Road, Pemberton, Wigan	Punch Pub Company	WN 5 8AU	Community Local	0.74
20	Prince Of Wales	89 Victoria Street, Newtown, Wigan	Independent Free	WN 5 9BL	Community Local	0.75
21	Lamberhead Green Working Mens Club Instit	16 White Street, Pemberton, Wigan	Independent Free	WN 5 8JW	Other	0.76
22	Pemberton Conservative Club	11-13 Park Road, Orrell, Wigan	Independent Free	WN 5 8HY	Other	0.82
23	Fishergate Inn	52 Orrell Road, Orrell, Wigan	Marston's	WN 5 8HD	Dry Led	0.84
24	La Giara	4 Orrell Road, Orrell, Wigan	Independent Free	WN 5 8HD	Other	0.84
25	Newtown Working Mens Club	Anson Street, Newtown, Wigan	Independent Free	WN 5 0TT	Other	0.85
26	Wigan St Cuthbert Amateur Rugby League Fc	Montrose Avenue, Wigan	Independent Free	WN 5 9XL	Other	0.89
27	Queens Hotel	9 Harrison Street, Newtown, Wigan	Admiral Taverns Ltd	WN 5 9AU	Community Local	0.93
28	Newtown Labour Club	156 Scot Lane, Wigan	Independent Free	WN 5 0UB	Other	0.93
29	Orrell St James Rugby Football Club	Bankes Avenue, Orrell, Wigan	Independent Free	WN 5 8HU	Other	0.95
30	St Judes Catholic Social Club	Poolstock Lane, Wigan	Independent Free	WN 3 5JE	Other	0.97