



Customer Profile Report for HORSE & JOCKEY, WILMSLOW (Punch Outlet Number: 202874)
144 GRAVEL LANE, WILMSLOW, SK9 6EG (SK 9 6EG)



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

Age Data Table

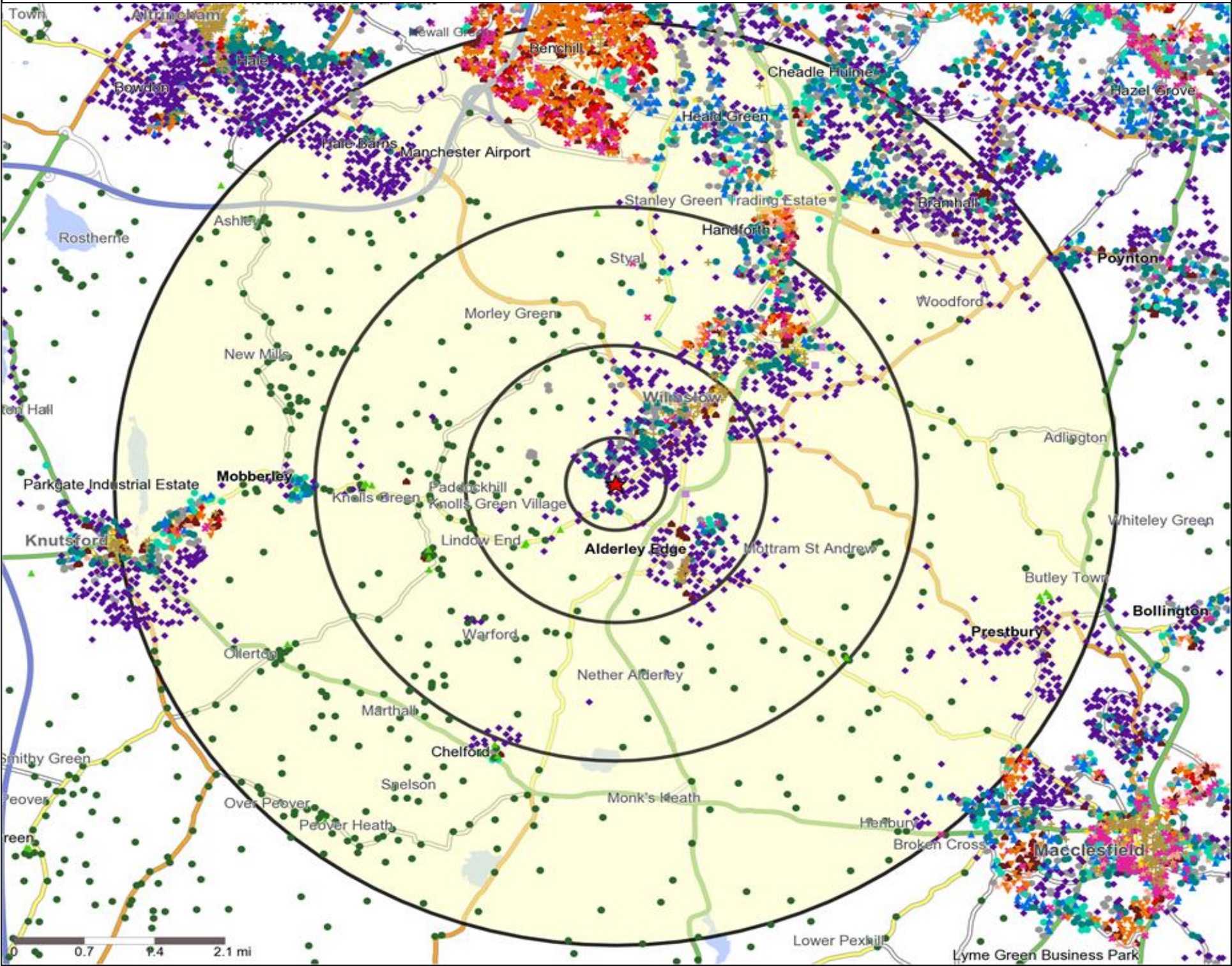
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,004	3,282	6,851	24,490	16,330	120	96	93	100	96
16-17	82	357	775	3,042	1,977	79	84	85	100	94
18-24	194	811	2,205	8,276	5,411	48	49	62	70	66
25-34	349	1,691	4,075	13,994	9,007	57	68	76	78	73
35-44	641	2,286	5,041	16,191	11,119	113	99	102	97	97
45-54	733	2,906	6,255	20,168	14,425	116	112	113	108	112
55-64	516	2,106	4,773	16,251	11,327	102	102	108	110	111
65+	941	4,807	9,130	28,679	20,921	117	146	130	121	128
Population estimate 2015	4,460	18,246	39,105	131,091	90,517	100	100	100	100	100

Ethnicity - Census 2011

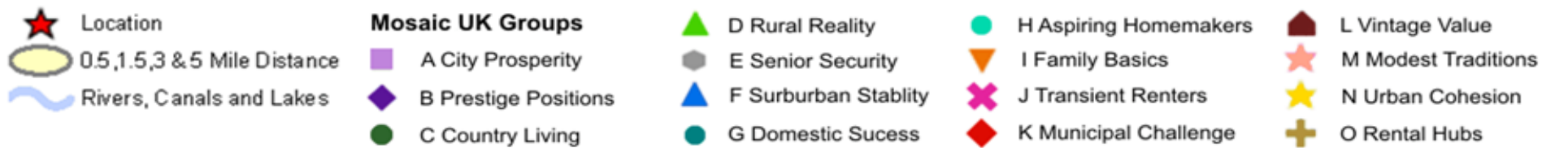
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	4,306	17,009	35,516	115,838	81,052	98%	95%	93%	90%	91%
Mixed / Multiple Ethnic Groups	39	255	626	2,595	1,607	1%	1%	2%	2%	2%
Asian / Asian British	51	476	1,475	7,476	4,637	1%	3%	4%	6%	5%
Black / African / Caribbean / Black British	9	72	227	1,458	700	0%	0%	1%	1%	1%
Other Ethnic Group	10	95	278	1,052	716	0%	1%	1%	1%	1%
All People (Ethnic Group)	4,415	17,907	38,122	128,419	88,712	100	100	100	100	100



Mosaic UK Map and Data: HORSE & JOCKEY, WILMSLOW (202874)



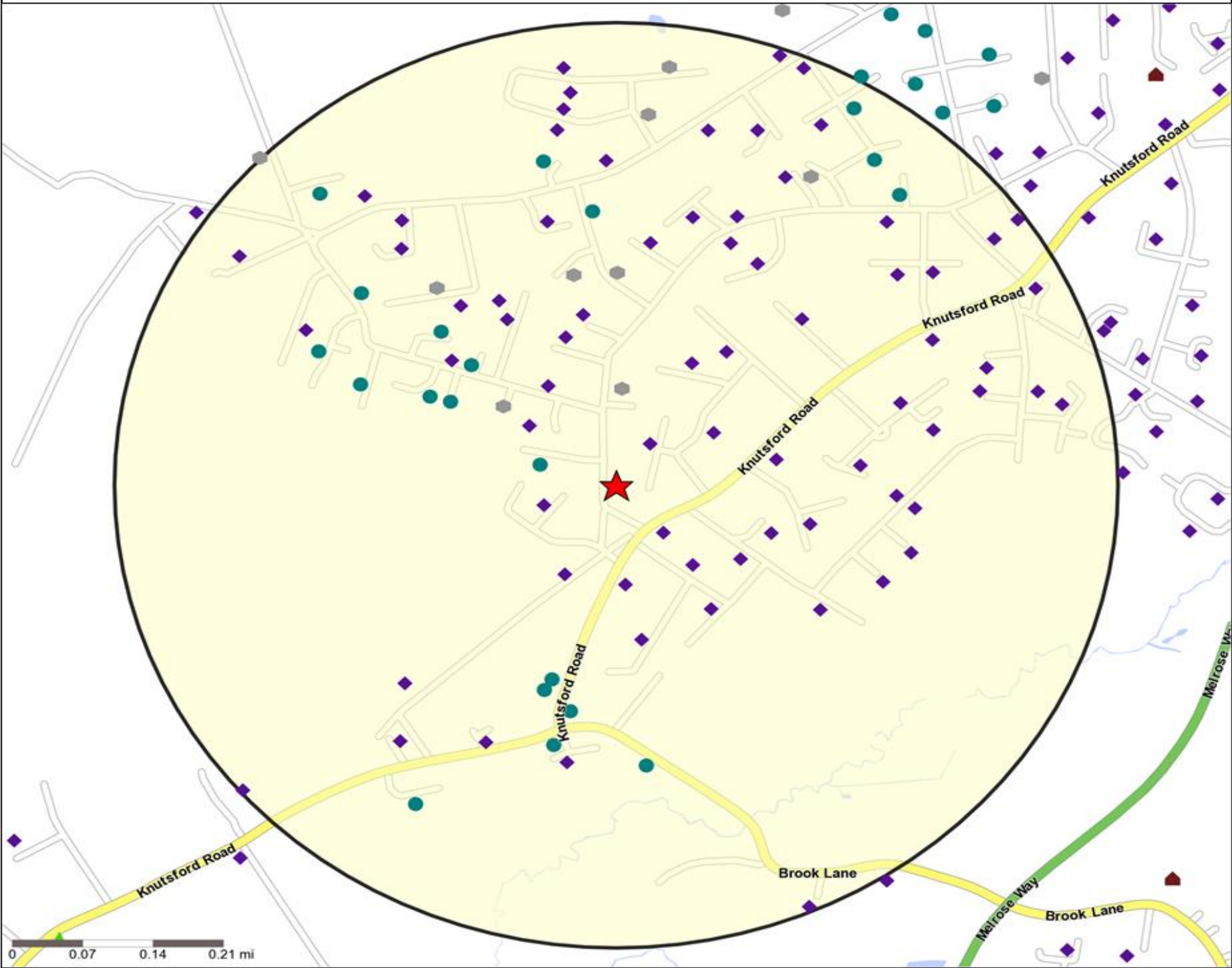
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	94	109	110	109	0	15	8	3	4
B Prestige Positions (18+)	2,382	7,610	12,907	32,486	27,281	969	715	575	434	524
C Country Living (18+)	34	268	2,213	5,066	5,001	15	26	103	71	101
D Rural Reality (18+)	15	50	160	508	410	6	5	7	7	8
E Senior Security (18+)	314	1,584	2,634	11,390	7,662	114	133	105	136	132
F Suburban Stability (18+)	0	133	497	5,756	2,728	0	15	26	92	62
G Domestic Success (18+)	628	2,191	4,229	10,772	8,342	221	179	163	125	139
H Aspiring Homemakers (18+)	0	315	743	4,992	2,883	0	24	27	53	44
I Family Basics (18+)	0	0	722	8,396	3,114	0	0	32	113	60
J Transient Renters (18+)	0	163	812	4,021	2,083	0	19	46	68	50
K Municipal Challenge (18+)	0	0	346	5,174	1,774	0	0	19	86	42
L Vintage Value (18+)	0	959	1,924	7,213	4,515	0	104	99	111	100
M Modest Traditions (18+)	0	0	737	2,540	2,036	0	0	50	52	60
N Urban Cohesion (18+)	0	31	285	438	303	0	4	18	8	8
O Rental Hubs (18+)	0	1,198	2,476	3,903	3,222	0	107	104	49	59
Adults 18+ estimate 2015	3,373	14,596	30,794	102,765	71,463	100	100	100	100	100



Mosaic UK Map and Data: HORSE & JOCKEY, WILMSLOW (202874)



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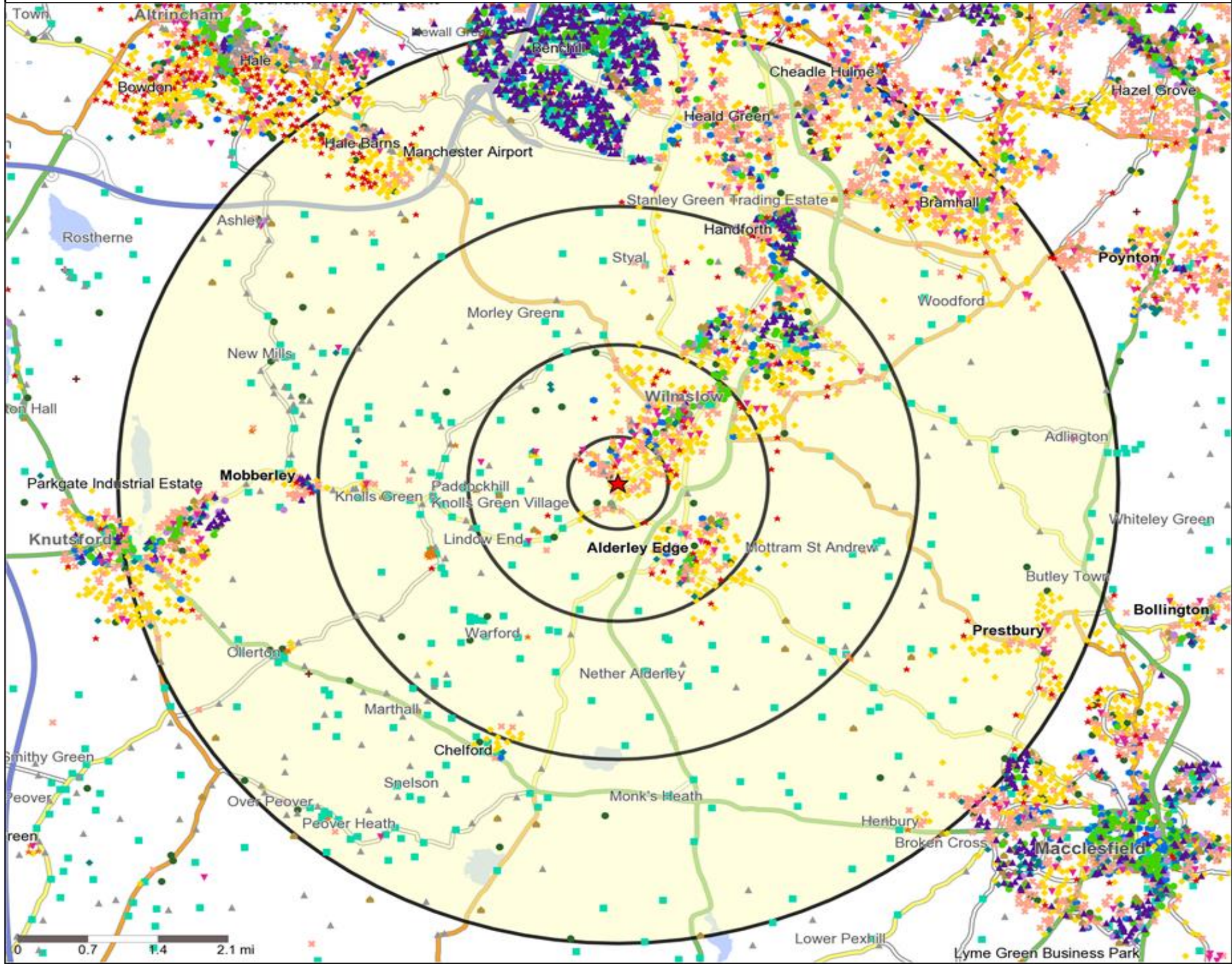
- Location
- 0.5,1.5,3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K 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+)	2,382	969
C Country Living (18+)	34	15
D Rural Reality (18+)	15	6
E Senior Security (18+)	314	114
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	628	221
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	3,373	100



Occasions Map and Data: HORSE & JOCKEY, WILMSLOW (202874)



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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

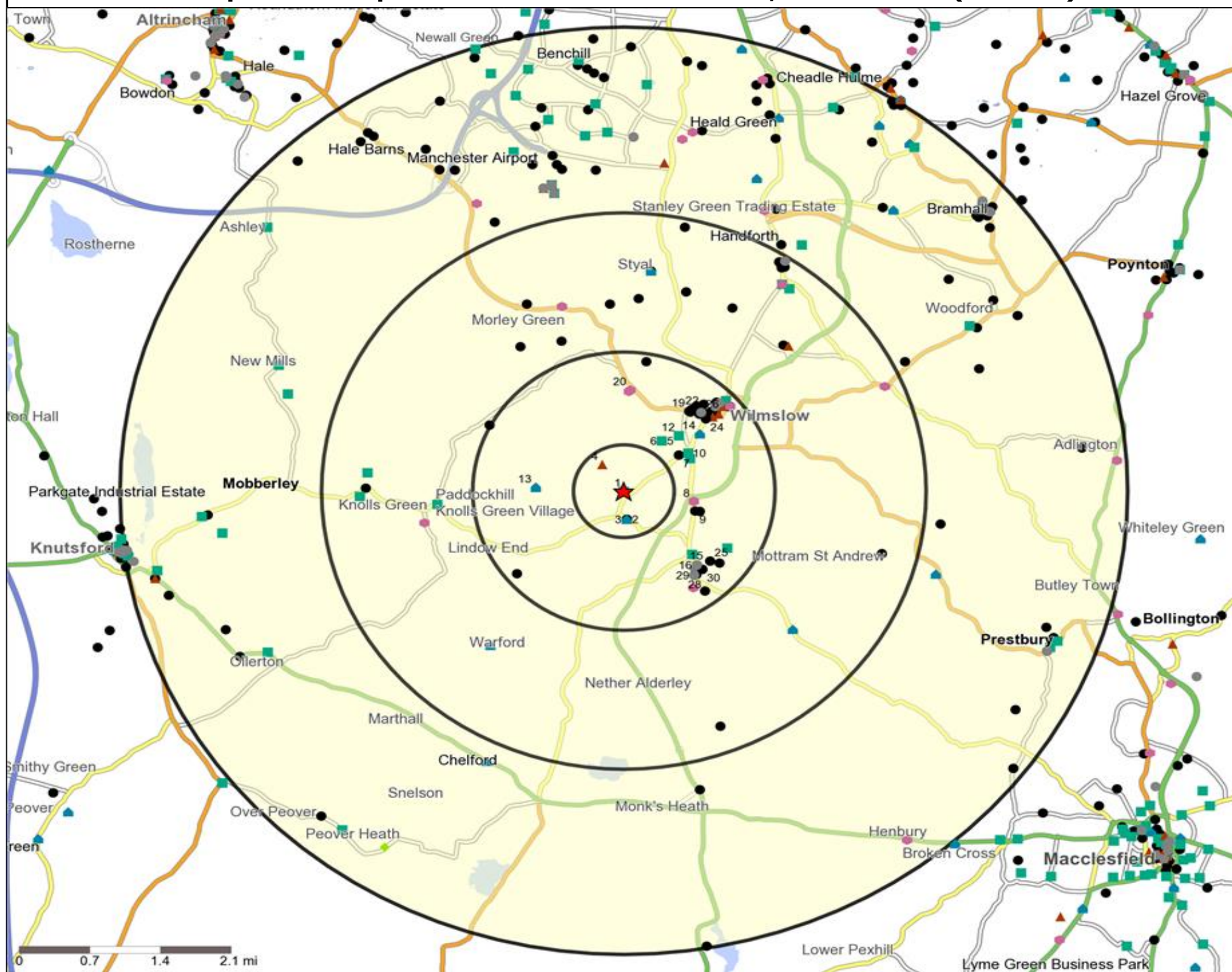
Occasions Data Table

	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	117	594	1,722	6,919	4,339	52	62	82	92	86
02 Early Doors	140	700	1,614	6,219	4,109	74	88	92	99	98
03 Everyday is Friday	103	465	1,246	4,768	3,115	64	68	83	89	87
04 Weekend Millionaires	77	326	1,080	6,577	3,368	33	33	50	85	65
05 Out On The Town	203	866	1,956	7,599	4,793	91	91	94	102	96
06 Business and Pleasure	128	539	1,239	3,516	2,569	111	110	115	91	100
07 Sporting Pints	67	456	1,166	5,368	2,936	27	44	51	65	53
08 Student Social	159	553	1,162	3,408	2,621	152	125	119	98	112
09 Leisurely Lunch	281	1,190	2,410	8,082	5,664	128	128	118	110	116
10 Wining and Dining	441	1,654	3,111	9,812	7,133	176	156	133	118	128
11 Household Outing	123	532	1,430	5,921	3,645	62	63	77	90	83
12 Midweek Meal Deal	21	93	449	2,779	1,447	19	20	43	75	58
13 Date Night	443	1,753	3,247	8,898	6,949	249	234	196	151	176
14 Birthday Treat	314	1,272	2,487	7,425	5,572	177	169	150	126	141
15 Pre Show Meal	82	403	813	2,424	1,803	134	156	143	119	132
Number of Occasions	2,699	11,396	25,132	89,715	60,063	100	100	100	100	100

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Competition Map and Data: HORSE & JOCKEY, WILMSLOW (202874)



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

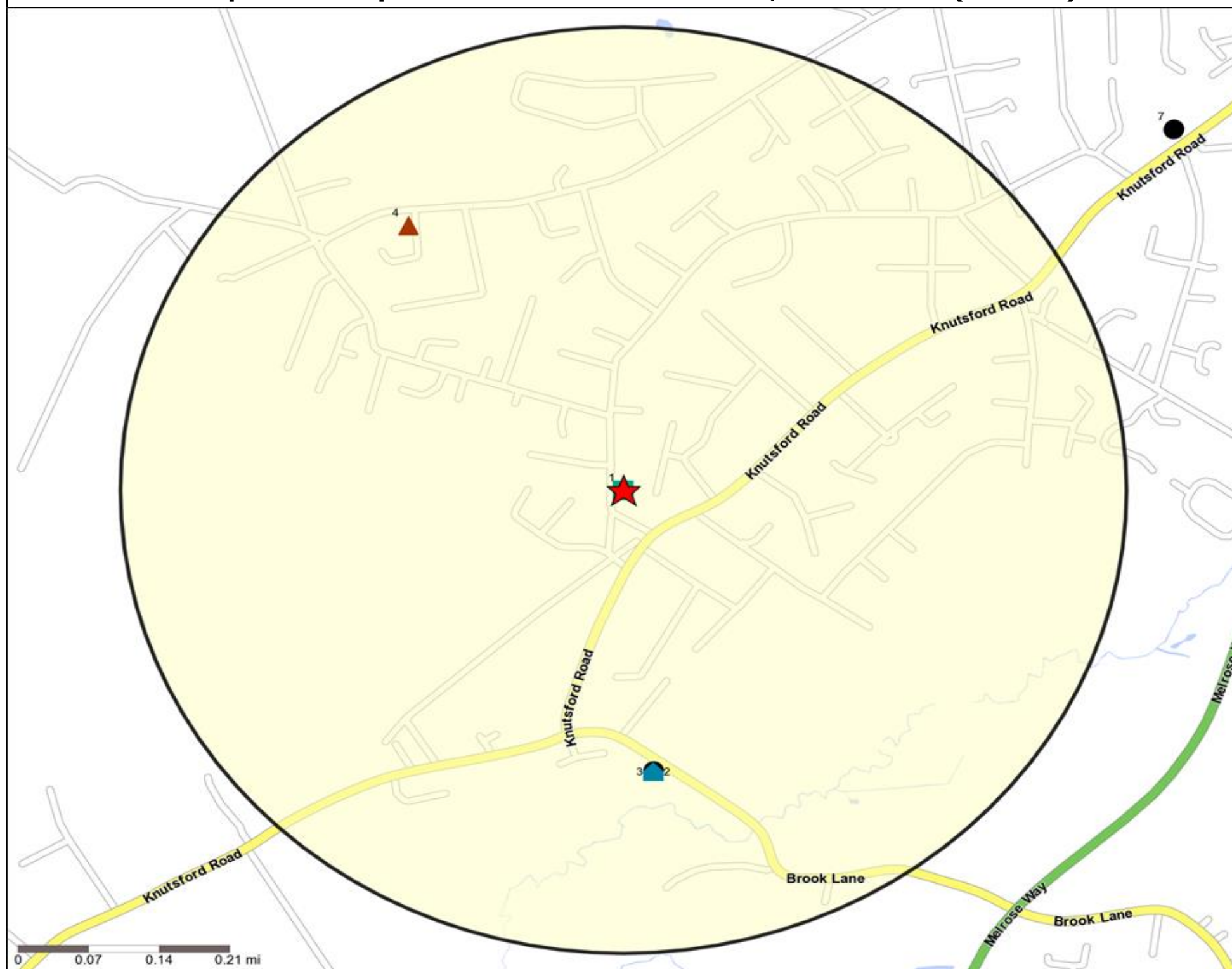


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	8	9	24
Circuit Bar	1	3	4	8
Community Local	1	6	11	39
Dry Led	1	4	8	18
Branded Food Pub	0	4	8	16
Rural	0	0	0	2
Other	1	32	54	153
Total	4	57	94	260



Competition Map and Data: HORSE & JOCKEY, WILMSLOW (202874)



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 |
| 0.5, 1.5, 3 & 5 Mile Distance | Café / Wine Bar | Other |
| Rivers, Canals and Lakes | Circuit Bar | Rural Character |
| | Community Local | |

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	1
Community Local	1
Dry Led	1
Branded Food Pub	0
Rural	0
Other	1
Total	4



Local Competition: HORSE & JOCKEY, WILMSLOW (202874)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	HORSE & JOCKEY, WILMSLOW	144 GRAVEL LANE, WILMSLOW, SK9 6EG	Punch Taverns	SK 9 6EG	Punch Taverns	0.00
1	Horse & Jockey	144 Gravel Lane, Wilmslow	Punch Pub Company	SK 9 6EG	Community Local	0.00
2	Oakwood	Brook Lane, Alderley Edge	*Other Small Retail Groups	SK 9 7RU	Dry Led	0.30
3	Alderley Edge Golf Club	1 Brook Lane, Alderley Edge	Independent Free	SK 9 7RU	Other	0.30
4	Riflemans Arms	113 Moor Lane, Wilmslow	Trust Inns	SK 9 6BY	Circuit Bar	0.36
5	Farmers Arms	71 Chapel Lane, Wilmslow	Independent Free	SK 9 5JH	Community Local	0.66
6	Wilmslow Green Room Theatre	85 Chapel Lane, Wilmslow	Independent Free	SK 9 5JH	Other	0.66
7	Wilmslow Private Bowling Club	18a Knutsford Road, Wilmslow	Independent Free	SK 9 6JA	Other	0.67
8	Merlin	5-9 Wilmslow Road, Alderley Edge	Mitchells & Butlers	SK 9 7QL	Branded Food	0.70
9	Alderley Park Hotel	Harden Park, Alderley Edge	Independent Free	SK 9 7QN	Other	0.74
10	Kings Arms Hotel	Alderley Road, Wilmslow	Robinsons	SK 9 1PZ	Community Local	0.76
11	Chilli Banana	Alderley Road, Wilmslow	Independent Free	SK 9 1PZ	Other	0.76
12	Carters Arms	22 Chapel Lane, Wilmslow	Enterprise Inns	SK 9 5HZ	Community Local	0.81
13	Plough & Flail	Paddock Hill, Mobberley, Knutsford	J W Lees	WA16 7DB	Dry Led	0.88
14	Coach & Four	69-71 Alderley Road, Wilmslow	Hydes Anvil	SK 9 1PA	Dry Led	0.97
15	Botanist	15 London Road, Alderley Edge	Living Ventures	SK 9 7JT	Cafe / Wine Bar	1.08
16	Bubble Room	47 London Road, Alderley Edge	Independent Free	SK 9 7JT	Cafe / Wine Bar	1.08
17	Konak	27a London Road, Alderley Edge	Independent Free	SK 9 7JT	Other	1.08
18	Balti	7 London Road, Alderley Edge	Independent Free	SK 9 7JT	Other	1.08
19	Chilli Banana Thai	67-71 Water Lane, Wilmslow	Independent Free	SK 9 5BQ	Other	1.08
20	Harvester Boddington Arms	Racecourse Road, Wilmslow	Mitchells & Butlers	SK 9 5LR	Branded Food	1.09
21	Heddys Mezzeh Bar & Restaurant	100-102 Water Lane, Wilmslow	Independent Free	SK 9 5BB	Other	1.11
22	Sarafina	80 Water Lane, Wilmslow	Independent Free	SK 9 5BB	Other	1.11
23	Pasa	31 Water Lane, Wilmslow	Independent Free	SK 9 5AR	Other	1.12
24	Pizza Express	26 Alderley Road, Wilmslow	Hony Capital	SK 9 1PL	Other	1.13
25	Alderley Edge Festival Hall	Talbot Road, Alderley Edge	Independent Free	SK 9 7HR	Other	1.14
26	Slug And Lettuce	46 Water Lane, Wilmslow	Stonegate Pub Company	SK 9 5AL	Cafe / Wine Bar	1.15
27	Restaurant Bar + Grill	50 London Road, Alderley Edge	Individual Restaurant Company	SK 9 7DZ	Other	1.15
28	Alderley Rose	34 London Road, Alderley Edge	Independent Free	SK 9 7DZ	Other	1.15
29	Grill On The Edge	46 London Road, Alderley Edge	Living Ventures	SK 9 7DZ	Cafe / Wine Bar	1.15
30	Union Club	Stevens Street, Alderley Edge	Independent Free	SK 9 7NL	Other	1.15