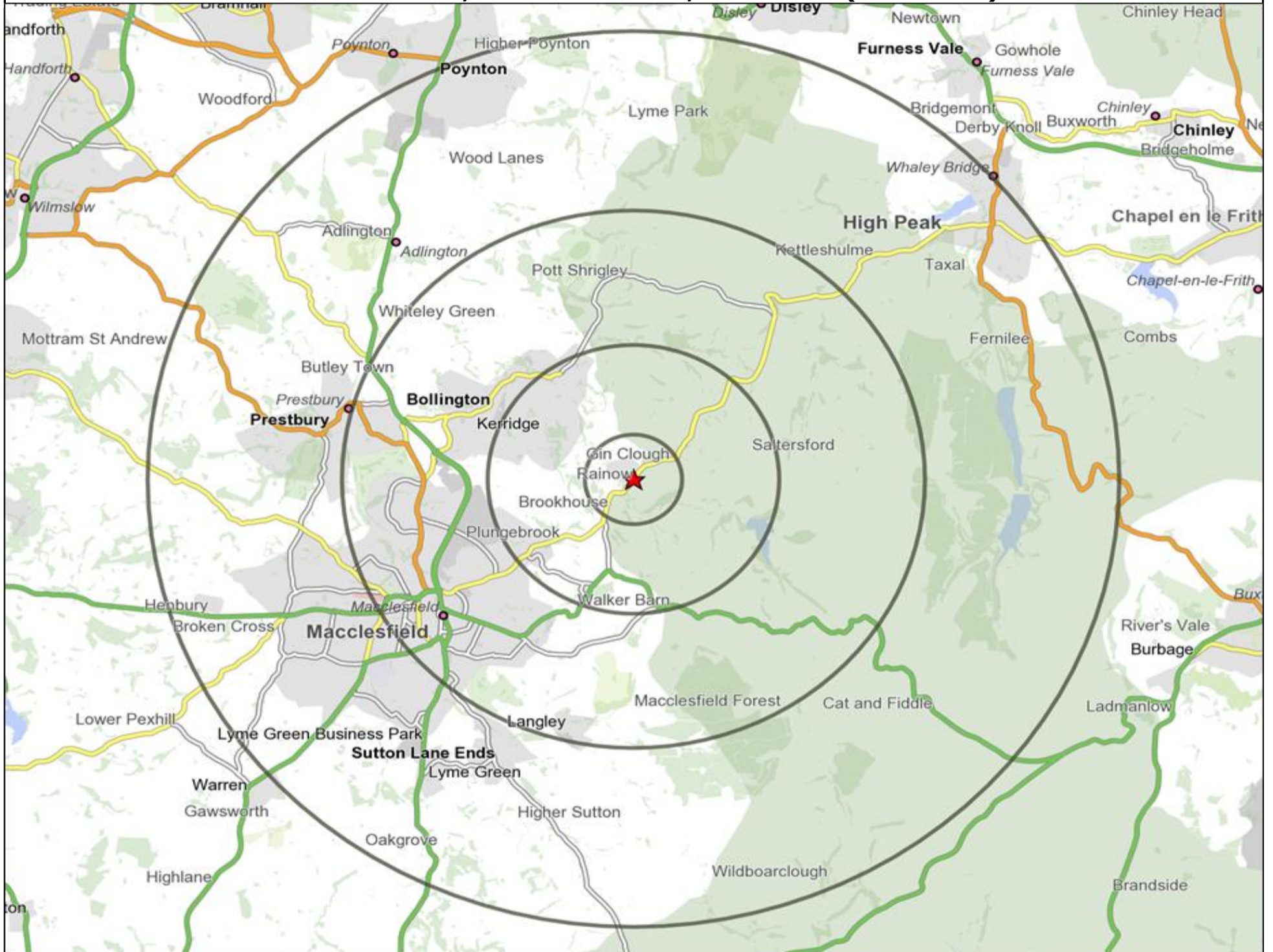




**Customer Profile Report for ROBIN HOOD, RAINOW (Punch Outlet Number: 203243)
CHURCH LANE, MACCLESFIELD, SK10 5XE (SK10 5XE)**



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

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

Age Data Table

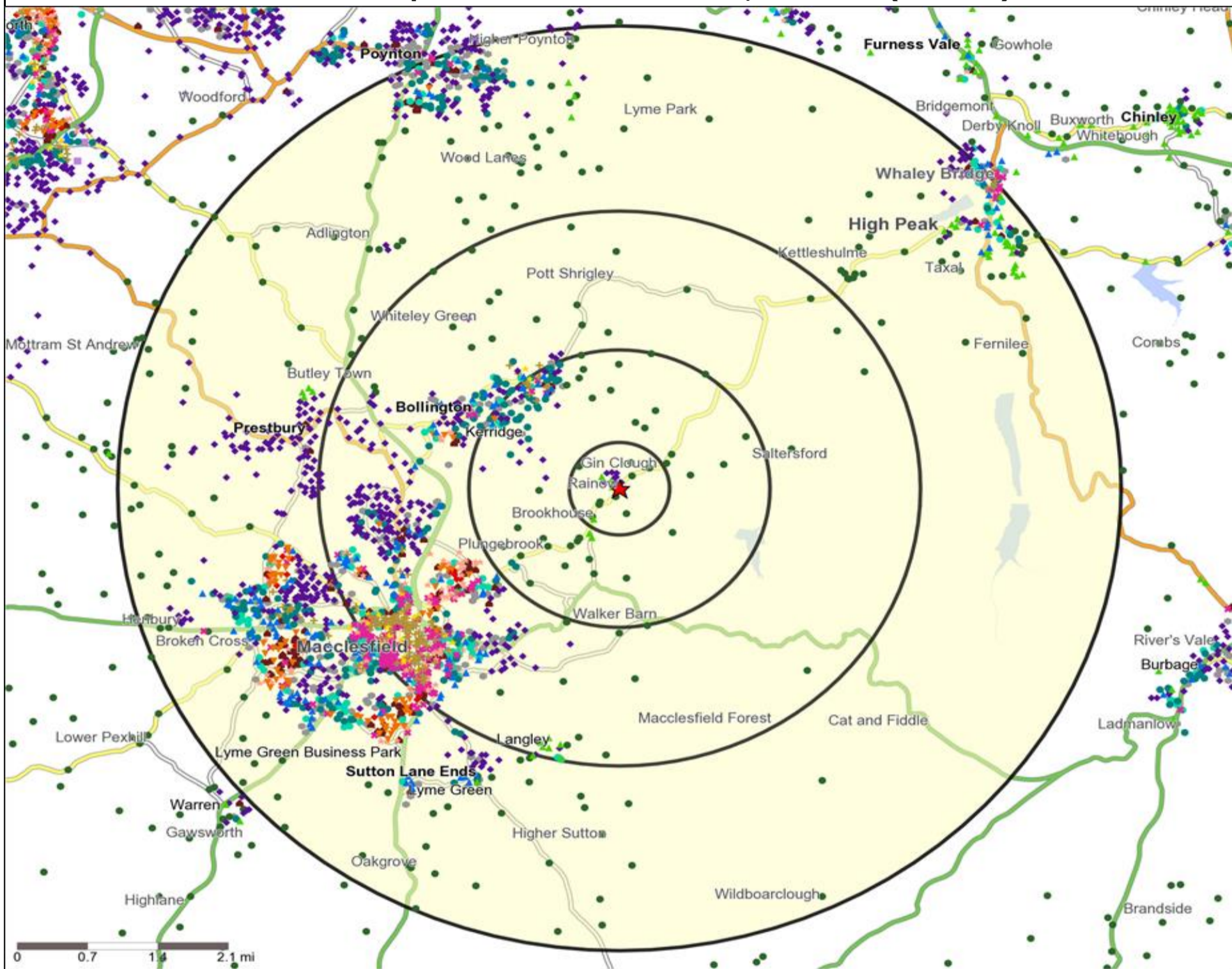
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	149	791	6,164	14,462	13,028	103	88	89	92	91
16-17	15	67	680	1,886	1,660	83	60	79	97	94
18-24	49	224	2,512	5,594	5,161	70	51	75	74	75
25-34	35	495	5,152	9,256	8,700	33	75	102	81	84
35-44	97	720	5,000	10,365	9,589	99	118	106	98	100
45-54	165	884	5,844	13,411	12,190	150	130	111	113	113
55-64	125	690	4,530	10,456	9,472	143	127	108	110	110
65+	139	938	7,147	18,374	16,073	100	108	107	122	118
Population estimate 2015	774	4,809	37,029	83,804	75,873	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	719	4,638	34,967	80,125	72,480	98%	98%	96%	97%	97%
Mixed / Multiple Ethnic Groups	6	35	337	765	700	1%	1%	1%	1%	1%
Asian / Asian British	3	34	782	1,574	1,418	0%	1%	2%	2%	2%
Black / African / Caribbean / Black British	0	6	123	270	244	0%	0%	0%	0%	0%
Other Ethnic Group	2	5	72	145	132	0%	0%	0%	0%	0%
All People (Ethnic Group)	730	4,718	36,281	82,879	74,974	100	100	100	100	100



Mosaic UK Map and Data: ROBIN HOOD, RAINOW (203243)



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

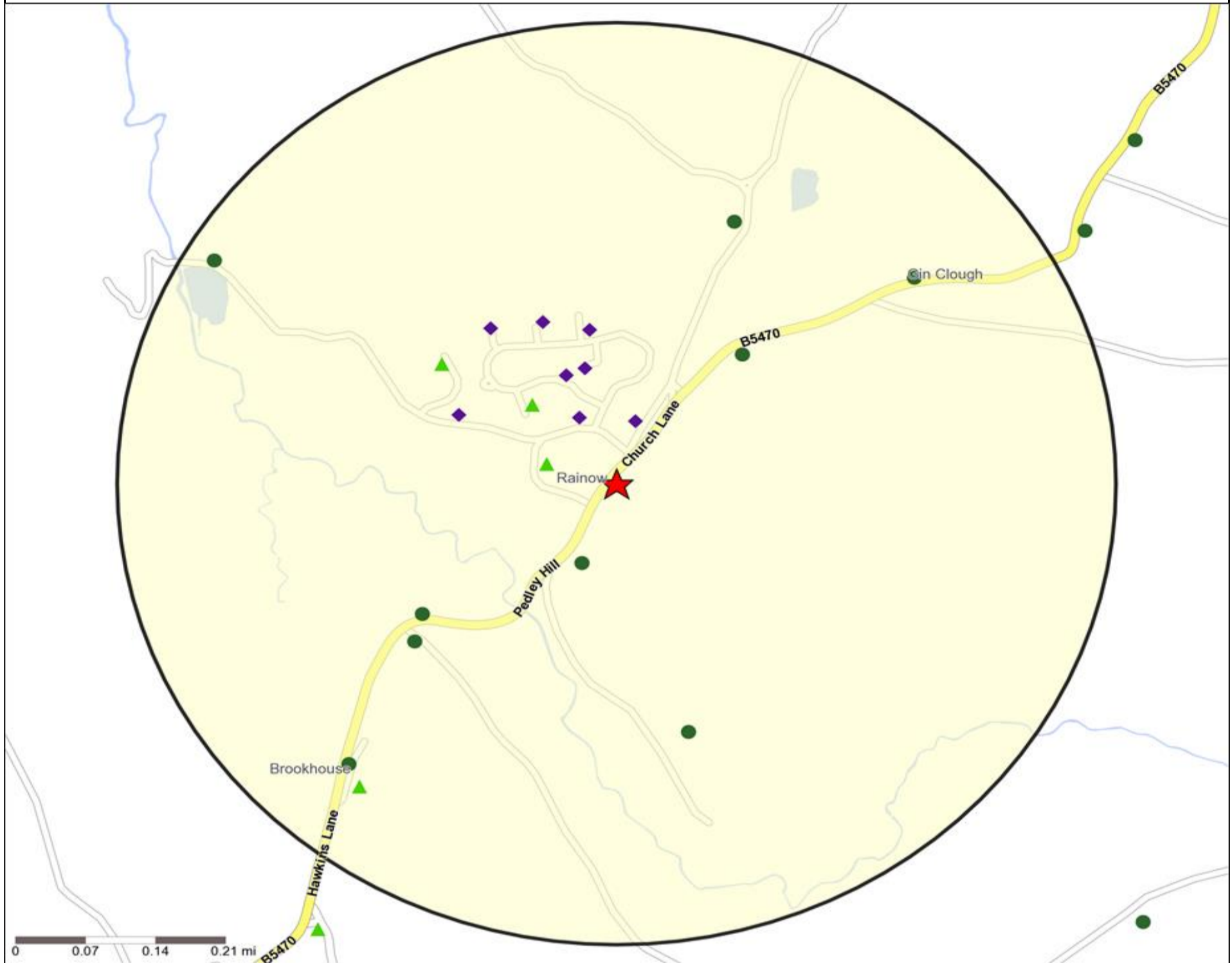
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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 - 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+)	302	702	5,881	14,596	12,378	683	244	267	297	278
C Country Living (18+)	169	505	1,116	3,939	3,462	401	184	53	84	82
D Rural Reality (18+)	136	194	443	1,431	1,669	323	71	21	31	39
E Senior Security (18+)	0	291	2,377	6,192	5,343	0	91	97	113	108
F Suburban Stability (18+)	0	195	1,799	5,865	5,494	0	81	98	143	147
G Domestic Success (18+)	0	1,097	3,232	7,828	6,272	0	331	127	138	122
H Aspiring Homemakers (18+)	0	184	2,559	5,606	5,340	0	51	93	91	96
I Family Basics (18+)	0	21	611	3,174	2,894	0	7	28	65	66
J Transient Renters (18+)	0	140	4,559	5,990	5,954	0	62	262	154	169
K Municipal Challenge (18+)	0	0	347	774	676	0	0	20	20	19
L Vintage Value (18+)	0	211	1,658	4,532	4,174	0	85	87	107	109
M Modest Traditions (18+)	0	16	2,013	2,971	2,965	0	9	140	93	102
N Urban Cohesion (18+)	0	3	670	782	782	0	1	42	22	24
O Rental Hubs (18+)	0	383	2,903	3,655	3,666	0	126	125	70	78
Adults 18+ estimate 2015	607	3,942	30,168	67,335	61,069	100	100	100	100	100



Mosaic UK Map and Data: ROBIN HOOD, RAINOW (203243)



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

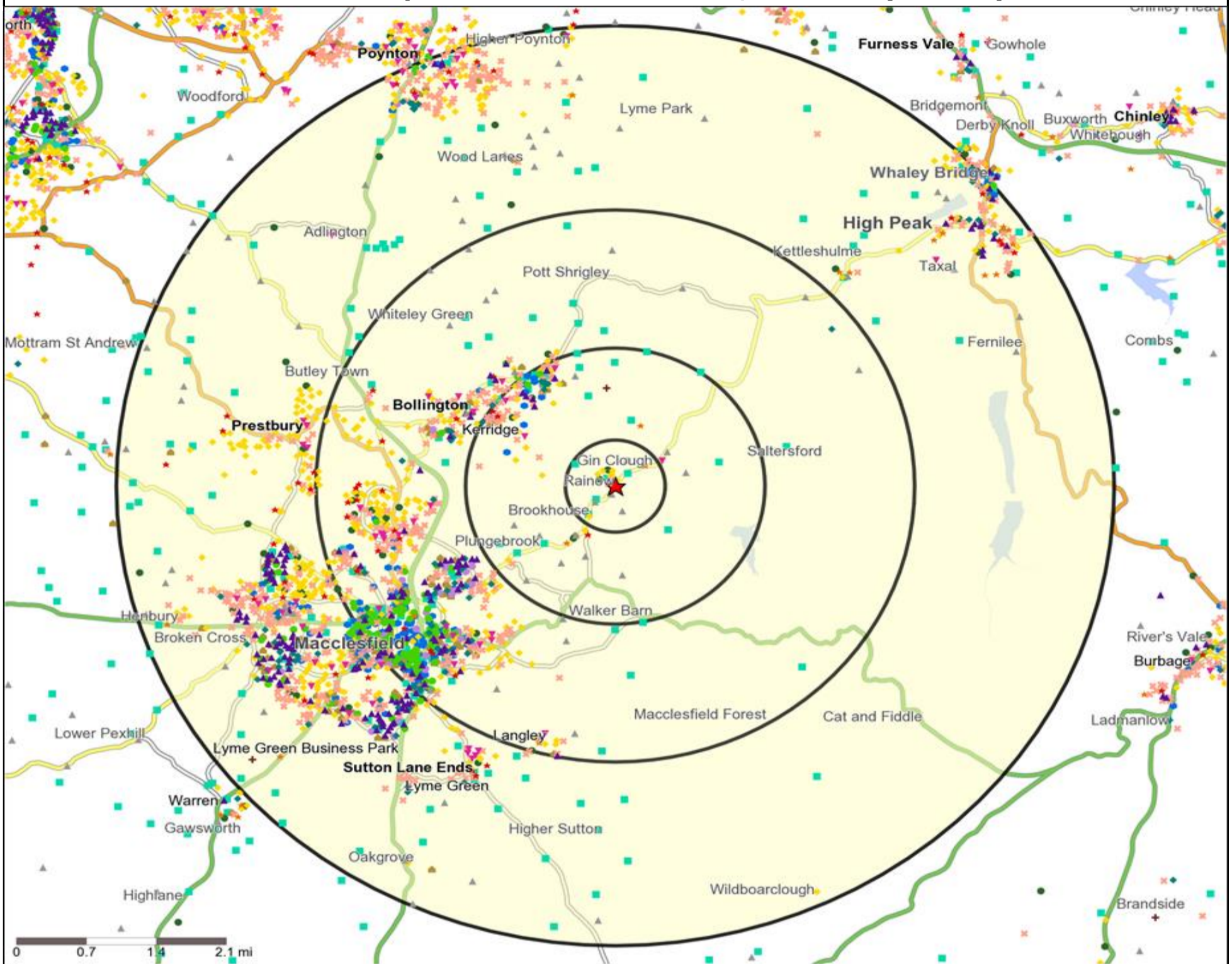
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	302	683
C Country Living (18+)	169	401
D Rural Reality (18+)	136	323
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
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	607	100



Occasions Map and Data: ROBIN HOOD, RAINOW (203243)



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

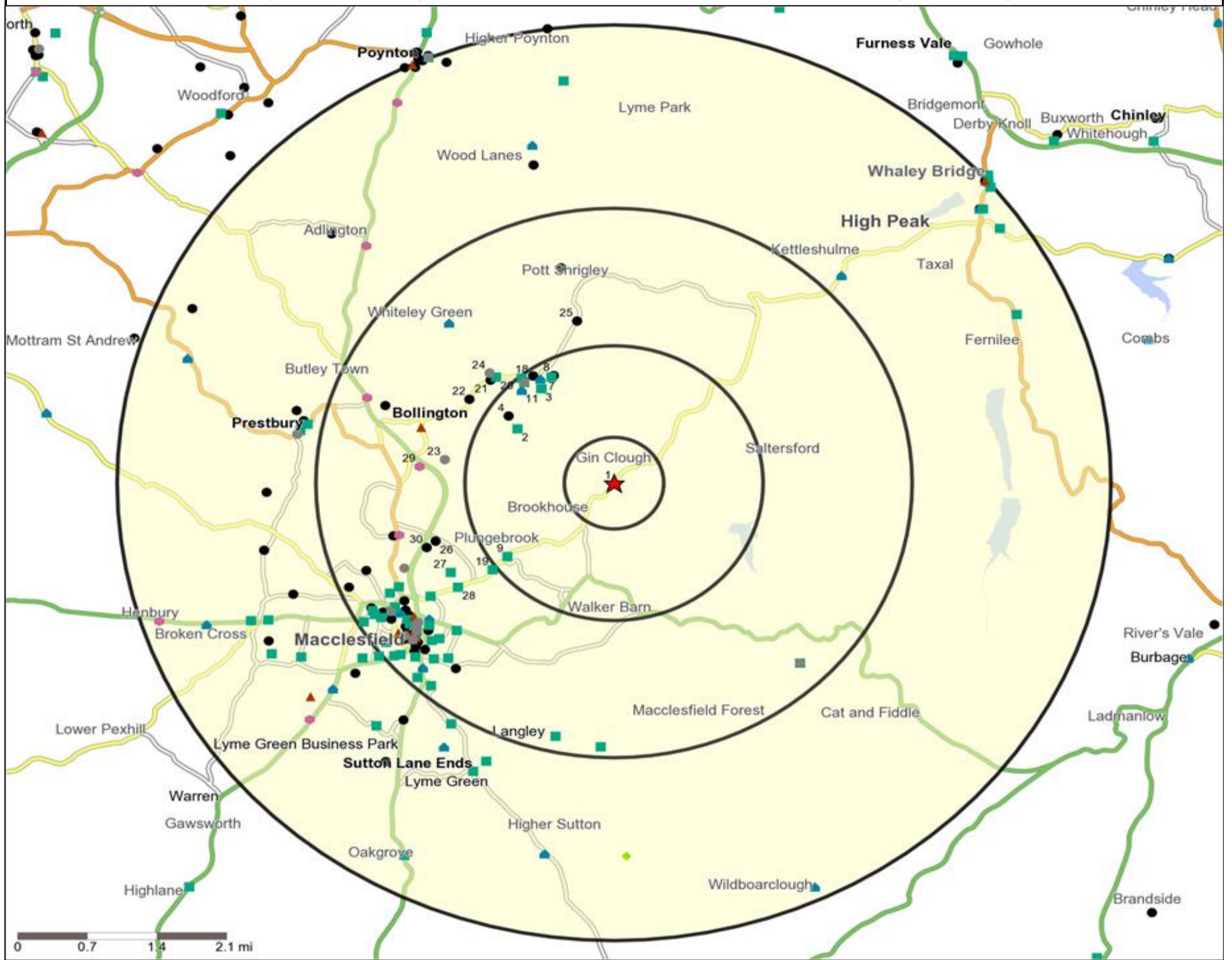
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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	36	233	1,865	4,259	3,853	98	91	86	88	87
02 Early Doors	28	202	1,792	4,295	3,910	91	94	99	106	106
03 Everyday is Friday	24	178	1,785	3,721	3,476	91	98	116	107	111
04 Weekend Millionaires	12	201	1,859	4,123	3,861	32	76	83	83	85
05 Out On The Town	28	254	2,406	4,826	4,467	77	100	112	100	102
06 Business and Pleasure	28	159	970	2,137	1,948	149	122	87	86	86
07 Sporting Pints	8	148	1,879	3,555	3,353	20	53	79	67	70
08 Student Social	35	130	940	2,255	2,014	205	110	94	100	99
09 Leisurely Lunch	41	259	2,076	4,950	4,413	114	104	98	105	103
10 Wining and Dining	54	355	2,599	6,254	5,525	132	125	108	116	113
11 Household Outing	23	212	1,929	4,252	3,906	71	95	102	100	101
12 Midweek Meal Deal	15	69	717	1,742	1,637	83	55	67	73	75
13 Date Night	54	311	2,352	5,437	4,821	187	155	138	143	139
14 Birthday Treat	44	256	1,955	4,596	4,060	152	127	115	120	117
15 Pre Show Meal	9	82	720	1,546	1,372	90	119	123	118	115
Number of Occasions	439	3,049	25,844	57,948	52,616	100	100	100	100	100



Competition Map and Data: ROBIN HOOD, RAINOW (203243)



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

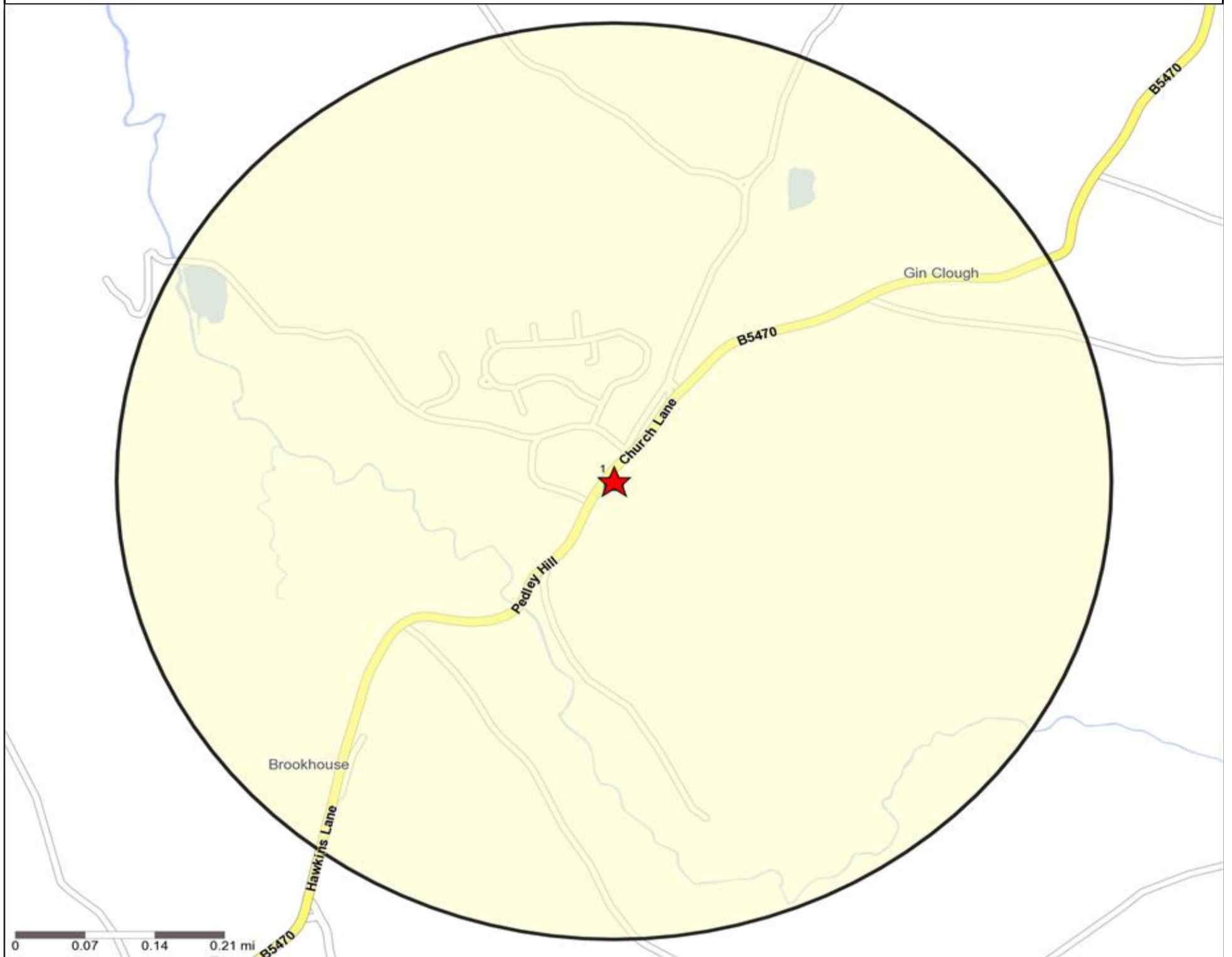
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	1	12	13
Circuit Bar	0	0	11	14
Community Local	0	8	42	62
Dry Led	1	3	8	17
Branded Food Pub	0	0	4	8
Rural	0	0	0	2
Other	0	6	49	76
Total	1	18	126	192



Competition Map and Data: ROBIN HOOD, RAINOW (203243)



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

Competition Type Summary Table

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



Local Competition: ROBIN HOOD, RAINOW (203243)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ROBIN HOOD, RAINOW	CHURCH LANE, MACCLESFIELD, SK10 5XE	Punch Taverns	SK10 5XE	Punch Taverns	0.00
1	Robin Hood	Church Lane, Rainow, Macclesfield	Punch Pub Company	SK10 5XE	Dry Led	0.00
2	Bulls Head	2 Oak Lane, Kerridge, Macclesfield	Robinsons	SK10 5BD	Community Local	1.14
3	Crown	96 Church Street, Bollington, Macclesfield	Admiral Taverns Ltd	SK10 5QD	Community Local	1.26
4	Hollin Hall Hotel	Jackson Lane, Bollington, Macclesfield	Independent Free	SK10 5BG	Other	1.29
5	Bollington Conservative Club	1 Ingersley Road, Bollington, Macclesfield	Independent Free	SK10 5RE	Other	1.32
6	Cotton Tree	3 Ingersley Road, Bollington, Macclesfield	Punch Pub Company	SK10 5RE	Community Local	1.32
7	Poachers Inn	95 Ingersley Road, Bollington, Macclesfield	Independent Free	SK10 5RE	Community Local	1.32
8	Viceroy	22 Ingersley Road, Bollington, Macclesfield	Independent Free	SK10 5RF	Other	1.32
9	George & Dragon	61 Rainow Road, Rainbow, Macclesfield	Independent Free	SK10 2PD	Community Local	1.34
10	Church House Inn	1 Church Street, Bollington, Macclesfield	Enterprise Inns	SK10 5PY	Dry Led	1.36
11	Red Lion	High Street, Bollington, Macclesfield	Admiral Taverns Ltd	SK10 5PF	Dry Led	1.38
12	Oliver At Bollington Green	22 High Street, Bollington, Macclesfield	Independent Free	SK10 5PH	Other	1.42
13	Lime Tree Restaurant And Wine Bar	18-20 High Street, Bollington, Macclesfield	Independent Free	SK10 5PH	Cafe / Wine Bar	1.42
14	Queens Arms	40 High Street, Bollington, Macclesfield	Robinsons	SK10 5PH	Community Local	1.42
15	Briscola	88 Palmerston Street, Bollington, Macclesfield	Independent Free	SK10 5PX	Other	1.42
16	Plaice	48 Palmerston Street, Bollington, Macclesfield	Independent Free	SK10 5PX	Other	1.42
17	Spinners Arms	76 Palmerston Street, Bollington, Macclesfield	Punch Pub Company	SK10 5PW	Community Local	1.47
18	Holly Bush	75 Palmerston Street, Bollington, Macclesfield	Robinsons	SK10 5PW	Community Local	1.47
19	Three Crowns	38 Rainow Road, Macclesfield	Robinsons	SK10 2PF	Community Local	1.55
20	Dog & Partridge	97 Palmerston Street, Bollington, Macclesfield	Robinsons	SK10 5JX	Community Local	1.66
21	Bollington Arts Centre	Wellington Road, Bollington, Macclesfield	Independent Free	SK10 5JR	Other	1.68
22	Bayleaf Lounge	127 Wellington Road, Bollington, Macclesfield	Save Investments	SK10 5HT	Other	1.72
23	Lord Clyde	36 Clarke Lane, Bollington, Macclesfield	Punch Pub Company	SK10 5AH	Cafe / Wine Bar	1.72
24	Vale Inn	29 Adlington Road, Bollington, Macclesfield	Independent Free	SK10 5JT	Cafe / Wine Bar	1.74
25	Pott Shrigley Village Hall Social Club	Shrigley Road, Pott Shrigley, Macclesfield	Independent Free	SK10 5RT	Other	1.81
26	Hullys	Hurdsfield Industrial Estate, Macclesfield	Independent Free	SK10 2NE	Other	1.90
27	Mulberry Bush	2 Carisbrook Avenue, Macclesfield	Punch Pub Company	SK10 2RW	Community Local	1.91
28	Flower Pot	110 Hurdsfield Road, Macclesfield	Punch Pub Company	SK10 2PY	Community Local	1.94
29	Springwood Park	Springwood Way, Tytherington Business Park, Macclesfield	Whitbread	SK10 2XA	Branded Food	1.97
30	Mykita Leisure	Snape Road, Off Queens Avenue, Macclesfield	Independent Free	SK10 2NZ	Other	2.01