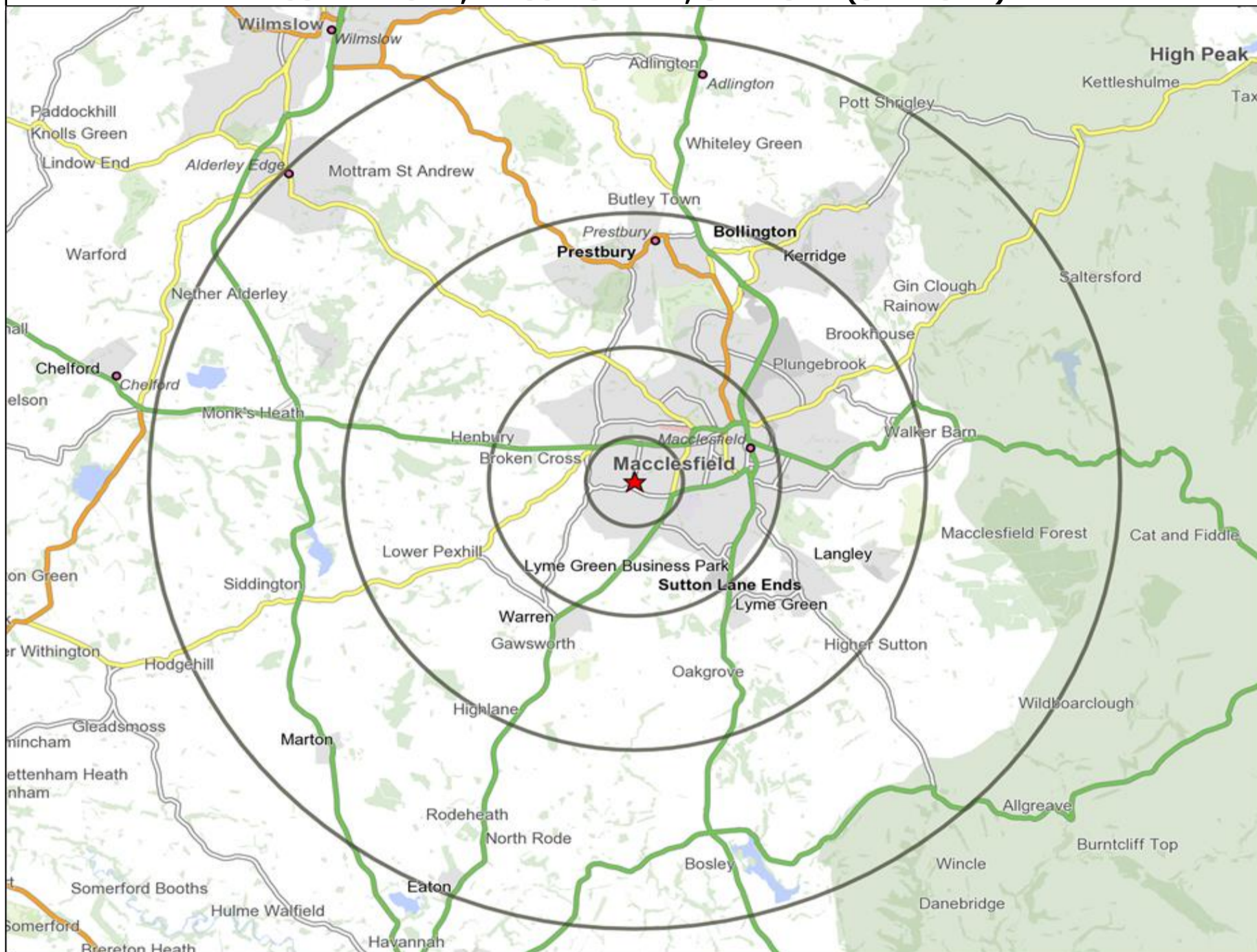




**Customer Profile Report for IVY LEAF, MACCLESFIELD (Punch Outlet Number: 202885)
108 IVY ROAD, MACCLESFIELD, SK11 8NA (SK11 8NA)**



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

Age Data Table

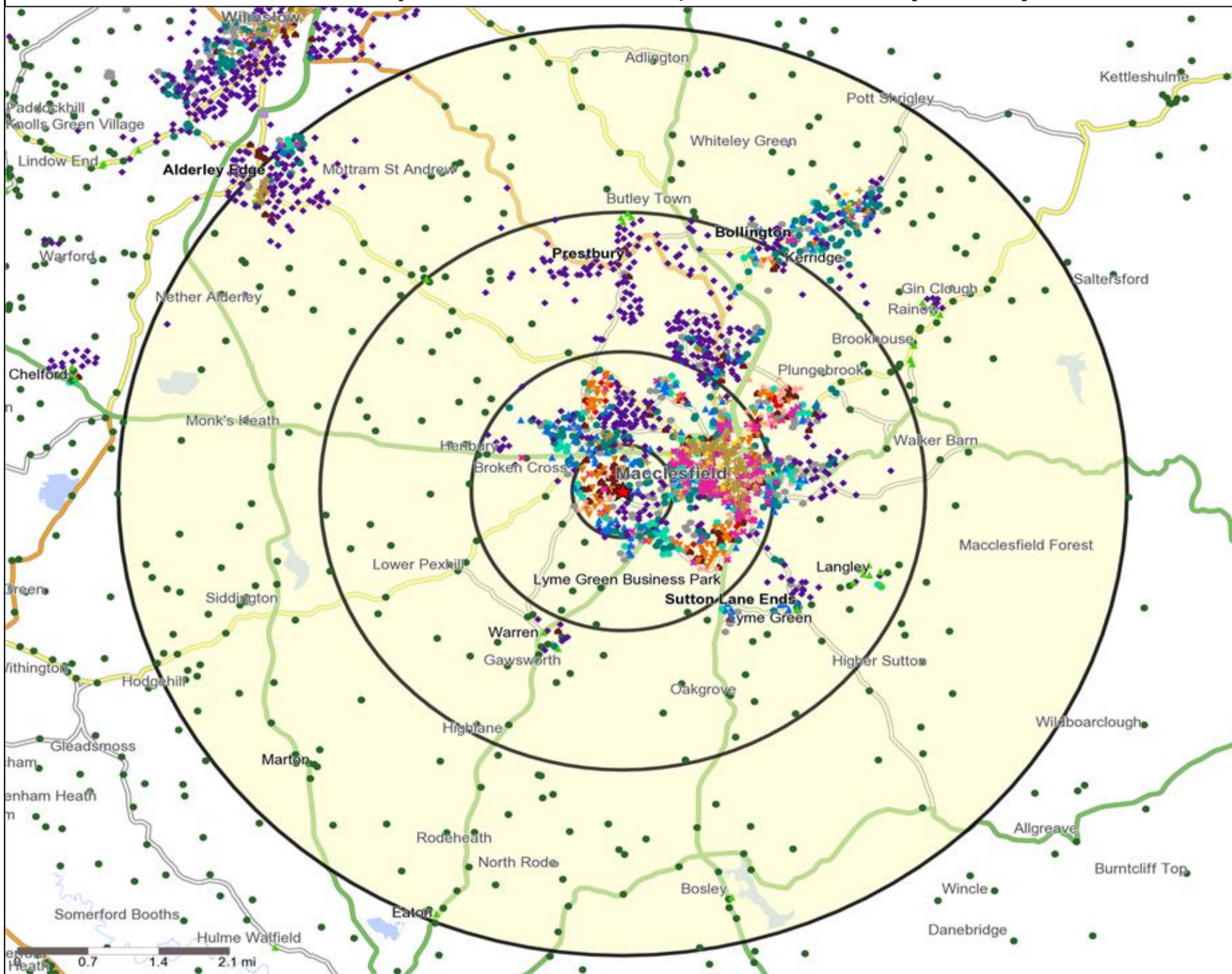
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,656	7,338	10,970	13,298	14,724	95	94	93	92	91
16-17	268	931	1,435	1,674	1,813	124	97	98	93	90
18-24	673	3,349	4,470	5,096	5,809	80	89	78	73	74
25-34	853	5,962	7,569	8,809	9,868	67	105	88	83	83
35-44	1,049	5,357	7,816	9,738	10,837	89	102	98	99	99
45-54	1,467	6,302	9,934	12,518	13,838	112	107	111	114	113
55-64	1,059	4,565	7,446	9,481	10,664	101	98	104	108	109
65+	2,245	7,588	13,381	16,675	18,997	134	102	118	120	122
Population estimate 2015	9,270	41,392	63,021	77,289	86,550	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	9,028	38,692	59,871	73,422	81,911	97%	95%	96%	96%	96%
Mixed / Multiple Ethnic Groups	90	455	643	786	822	1%	1%	1%	1%	1%
Asian / Asian British	119	1,177	1,402	1,600	1,707	1%	3%	2%	2%	2%
Black / African / Caribbean / Black British	44	189	243	292	299	0%	0%	0%	0%	0%
Other Ethnic Group	14	79	126	162	186	0%	0%	0%	0%	0%
All People (Ethnic Group)	9,295	40,592	62,285	76,262	84,925	100	100	100	100	100



Mosaic UK Map and Data: IVY LEAF, MACCLESFIELD (202885)



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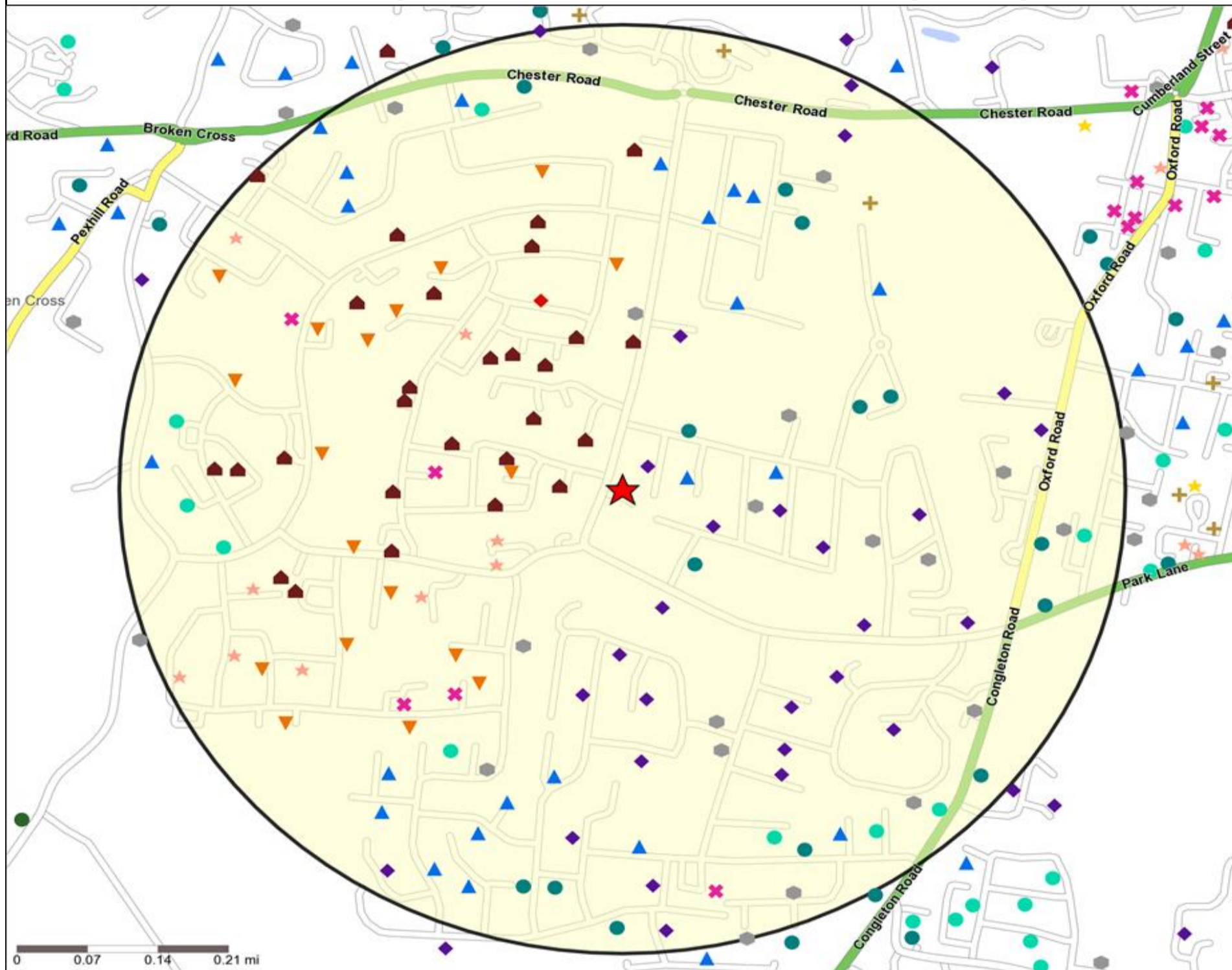
- Location
- 0.5, 1.5 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- C Country Living
- B Prestige Positions
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal 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	20	13	0	0	0	1	0
B Prestige Positions (18+)	1,254	4,051	10,953	13,806	14,377	234	168	297	304	283
C Country Living (18+)	0	198	1,552	4,412	5,587	0	9	44	102	115
D Rural Reality (18+)	0	0	457	778	902	0	0	13	18	19
E Senior Security (18+)	751	2,924	4,363	5,229	5,933	126	109	106	103	105
F Suburban Stability (18+)	1,213	3,565	4,649	5,176	5,843	270	176	150	136	137
G Domestic Success (18+)	686	3,168	4,467	6,530	6,731	111	114	105	125	115
H Aspiring Homemakers (18+)	427	3,015	4,335	4,908	5,578	64	100	94	87	88
I Family Basics (18+)	979	2,675	3,113	3,134	3,380	185	112	85	70	67
J Transient Renters (18+)	101	4,869	5,383	5,677	6,809	24	255	184	158	169
K Municipal Challenge (18+)	89	459	774	774	787	21	24	26	21	19
L Vintage Value (18+)	1,294	2,870	3,738	4,135	4,559	280	138	117	106	104
M Modest Traditions (18+)	472	1,584	2,948	2,964	4,073	135	101	123	100	123
N Urban Cohesion (18+)	0	741	774	790	848	0	43	29	24	23
O Rental Hubs (18+)	79	3,003	3,084	3,891	4,380	14	118	79	81	81
Adults 18+ estimate 2015	7,345	33,122	50,590	62,224	69,800	100	100	100	100	100



Mosaic UK Map and Data: IVY LEAF, MACCLESFIELD (202885)



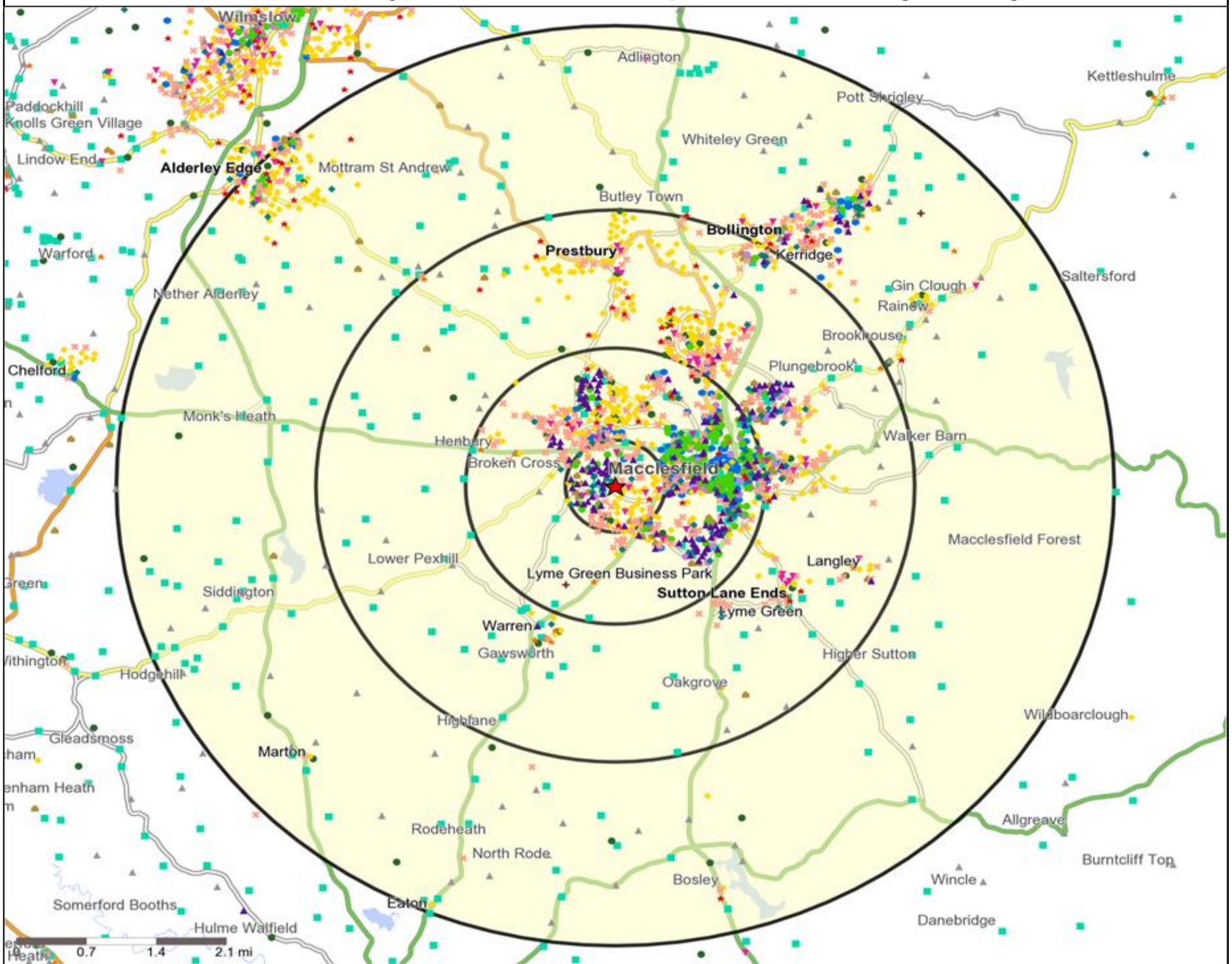
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- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- C Country Living
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- K Municipal Challenge
- G Domestic Success
- 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+)	1,254	234
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	751	126
F Suburban Stability (18+)	1,213	270
G Domestic Success (18+)	686	111
H Aspiring Homemakers (18+)	427	64
I Family Basics (18+)	979	185
J Transient Renters (18+)	101	24
K Municipal Challenge (18+)	89	21
L Vintage Value (18+)	1,294	280
M Modest Traditions (18+)	472	135
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	79	14
Adults 18+ estimate 2015	7,345	100



Occasions Map and Data: IVY LEAF, MACCLESFIELD (202885)



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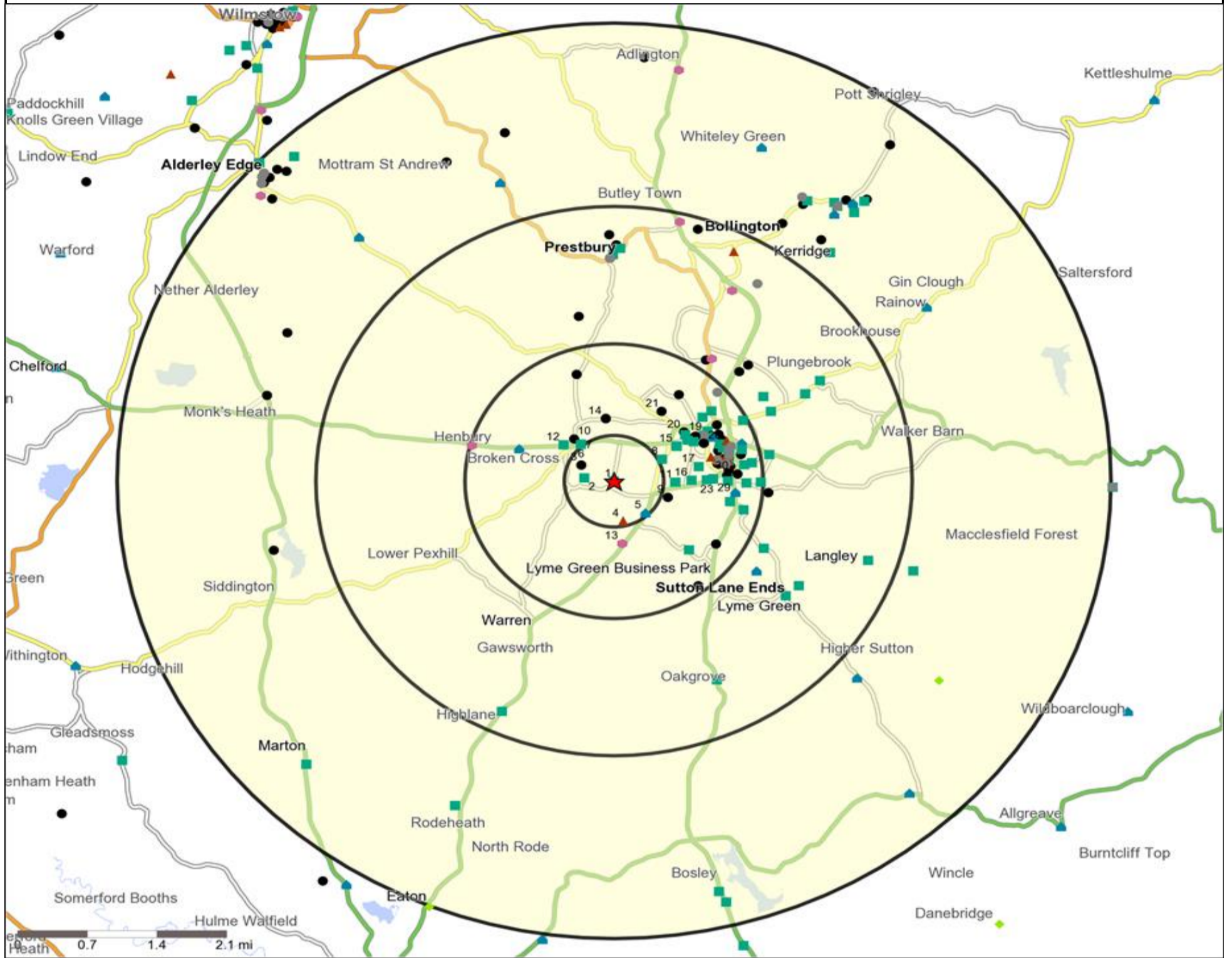
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- 10 Wining 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	484	2,114	3,228	4,133	4,796	83	84	87	92	95
02 Early Doors	626	2,112	3,345	3,973	4,514	128	101	107	106	107
03 Everyday is Friday	482	2,136	2,955	3,413	3,862	116	119	111	107	108
04 Weekend Millionaires	619	2,640	3,369	3,816	4,370	103	102	88	83	84
05 Out On The Town	562	2,910	3,861	4,498	5,025	97	117	104	101	101
06 Business and Pleasure	194	1,045	1,560	2,140	2,382	65	81	82	93	93
07 Sporting Pints	445	2,462	3,024	3,358	3,726	70	90	74	68	68
08 Student Social	238	949	1,620	2,040	2,252	88	82	94	98	97
09 Leisurely Lunch	592	2,302	3,690	4,534	5,056	104	94	102	104	103
10 Wining and Dining	678	2,760	4,544	5,536	6,111	105	99	110	111	110
11 Household Outing	576	2,455	3,376	3,976	4,482	113	111	103	101	102
12 Midweek Meal Deal	253	1,012	1,388	1,556	1,828	88	82	75	70	74
13 Date Night	508	2,281	3,960	4,911	5,349	111	116	135	139	135
14 Birthday Treat	541	2,019	3,410	4,223	4,635	118	102	116	120	117
15 Pre Show Meal	160	759	1,187	1,473	1,634	101	112	118	121	120
Number of Occasions	6,958	29,956	44,517	53,580	60,022	100	100	100	100	100



Competition Map and Data: IVY LEAF, MACCLESFIELD (202885)



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

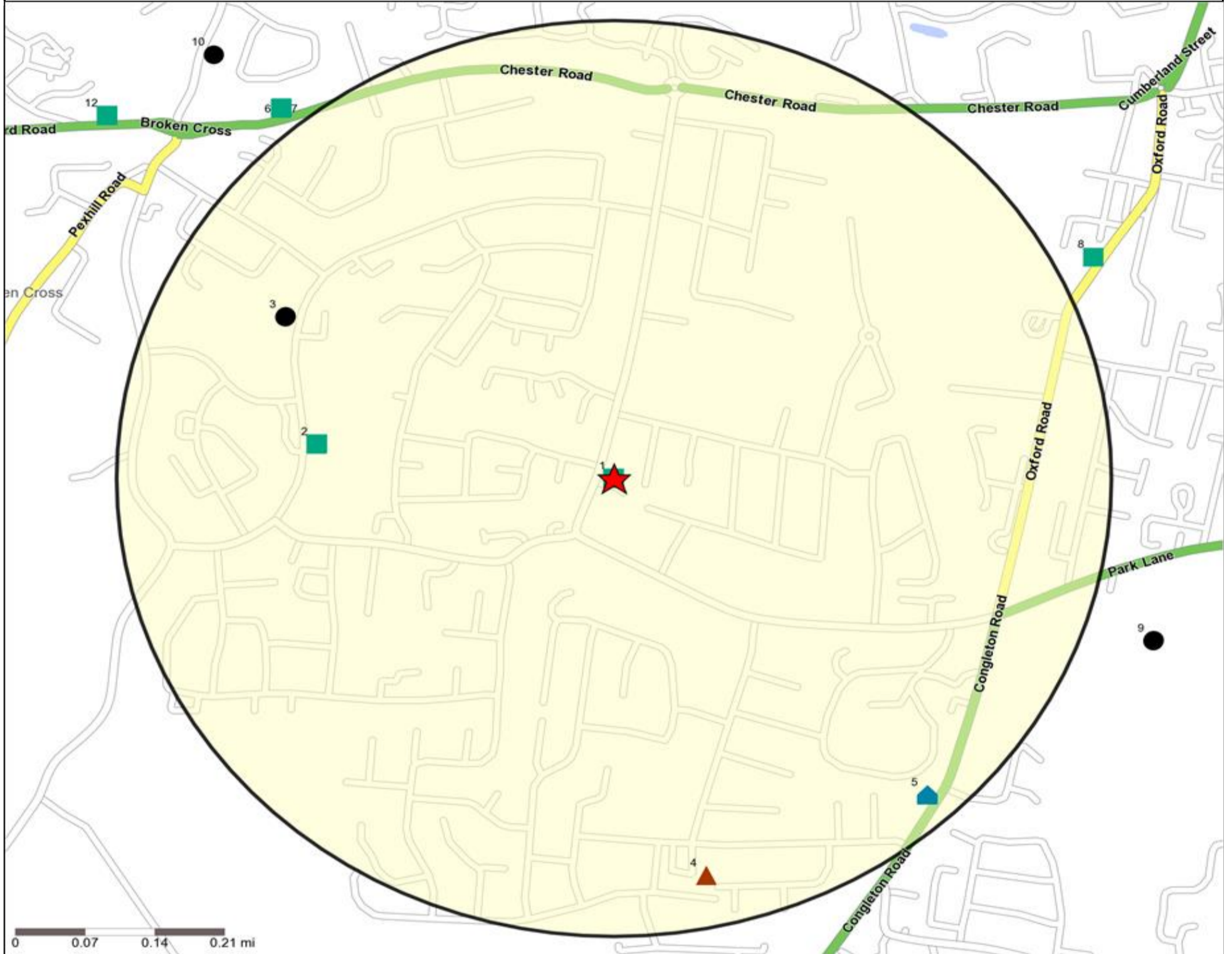
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Community Local
- Rivers, Canals and Lakes

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	14
Circuit Bar	1	12	12	12
Community Local	2	34	47	61
Dry Led	1	5	6	14
Branded Food Pub	0	2	6	8
Rural	0	0	1	2
Other	1	43	57	84
Total	5	104	138	195



Competition Map and Data: IVY LEAF, MACCLESFIELD (202885)



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	1
Community Local	2
Dry Led	1
Branded Food Pub	0
Rural	0
Other	1
Total	5



Local Competition: IVY LEAF, MACCLESFIELD (202885)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	IVY LEAF, MACCLESFIELD	108 IVY ROAD, MACCLESFIELD, SK11 8NA	Punch Taverns	SK11 8NA	Punch Taverns	0.00
1	Ivy Leaf	108 Ivy Road, Macclesfield	Punch Pub Company	SK11 8NA	Community Local	0.00
2	Weston	76 Earlsway, Macclesfield	Punch Pub Company	SK11 8SR	Community Local	0.30
3	Weston Balti Raj	12-14 Weston Square, Earlsway, Macclesfield	Independent Free	SK11 8SS	Other	0.37
4	Weavers	11 Thornton Square, Macclesfield	Punch Pub Company	SK11 7XZ	Circuit Bar	0.44
5	Flower Pot	1 Congleton Road, Macclesfield	Robinsons	SK11 7UF	Dry Led	0.47
6	Hebury & Broken Cross Club	Broken Cross, Macclesfield	Independent Free	SK11 8TU	Other	0.52
7	Bulls Head	155-157 Broken Cross, Macclesfield	Punch Pub Company	SK11 8TU	Community Local	0.52
8	Ox-Fford	73 Oxford Road, Macclesfield	Unknown	SK11 8JG	Community Local	0.54
9	Silk Room Restaurant	Park Lane, Macclesfield	Independent Free	SK11 8LF	Other	0.57
10	Broken Cross Inn	Fallibroome Road, Macclesfield	Independent Free	SK10 3LD	Other	0.61
11	Bruce Arms	231 Crompton Road, Macclesfield	Punch Pub Company	SK11 8HB	Community Local	0.62
12	Pack Horse	12 Chelford Road, Broken Cross, Macclesfield	Punch Pub Company	SK10 3LG	Community Local	0.65
13	Rising Sun	245 Congleton Road, Gawsorth, Macclesfield	Spirit Pub Company	SK11 7XD	Branded Food	0.69
14	Macclesfield Cricket & Tennis Club	King Edward Street, Macclesfield	Independent Free	SK10 3JE	Other	0.69
15	Crompton Road Tavern	53 Crompton Road, Macclesfield	Admiral Taverns Ltd	SK11 8DS	Community Local	0.74
16	Prince Albert	140 Newton Street, Macclesfield	Unknown	SK11 6RW	Community Local	0.78
17	Brewers Arms	139 Bridge Street, Macclesfield	Enterprise Inns	SK11 6QE	Community Local	0.87
18	Chester Rd Tavern	18 Chester Road, Macclesfield	Punch Pub Company	SK11 8DG	Community Local	0.87
19	Plough Inn	32 Prestbury Road, Macclesfield	Punch Pub Company	SK10 1AU	Community Local	0.88
20	Macc Masonic Club	1 Riseley Street, Macclesfield	Independent Free	SK10 1BW	Other	0.89
21	Macclesfield Conservative Club	2 West Bank Road, Macclesfield	Independent Free	SK10 3BT	Other	0.90
22	Barnfield	24 Catherine Street, Macclesfield	*Other Small Retail Groups	SK11 6ET	Community Local	0.91
23	Park Tavern	158 Park Lane, Macclesfield	Unknown	SK11 6UB	Community Local	0.93
24	Shalimar Restaurant	98 Chestergate, Macclesfield	Independent Free	SK11 6DU	Other	0.93
25	Chesters Restaurant	122 Chestergate, Macclesfield	Independent Free	SK11 6DU	Other	0.93
26	New Shalimar	102 Chestergate, Macclesfield	Independent Free	SK11 6DU	Other	0.93
27	Deli Garden	101 Chestergate, Macclesfield	Independent Free	SK11 6DP	Other	0.95
28	Churchill Way Social Club	Chatham Street, Macclesfield	Independent Free	SK11 6ED	Other	0.99
29	Last Orders	116-118 Park Lane, Macclesfield	Amber Taverns	SK11 6UA	Community Local	1.00
30	Prince Of Wales	33 Roe Street, Macclesfield	Punch Pub Company	SK11 6UT	Circuit Bar	1.01