



**Customer Profile Report for WHITE HART, HOUGH NR. (Punch Outlet Number: 200943)
NEWCASTLE ROAD, CREWE, CW2 5JS (CW 2 5JS)**



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

Age Data Table

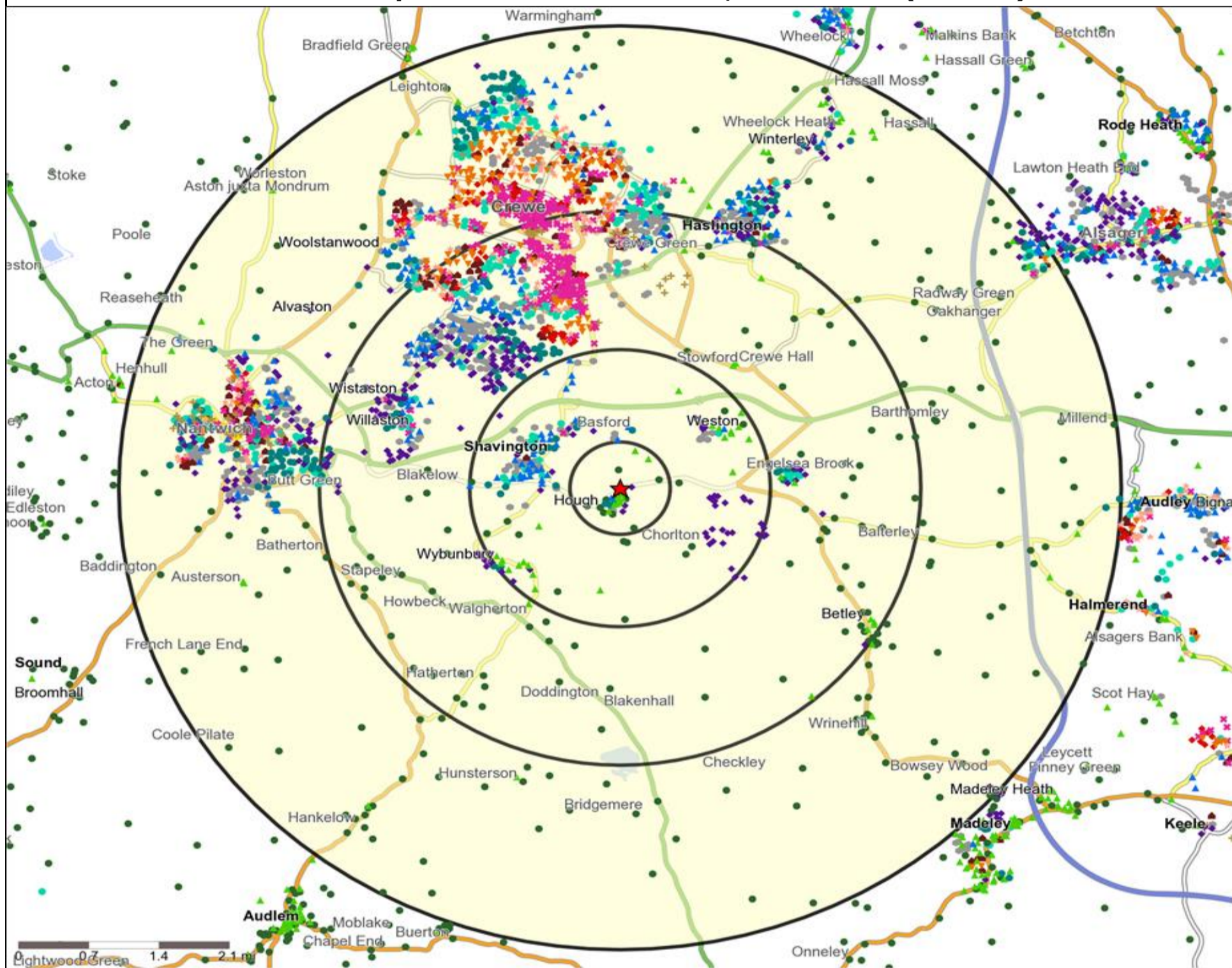
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	344	469	2,261	11,747	11,995	90	83	91	92	92
16-17	60	68	316	1,622	1,654	126	97	103	102	102
18-24	123	156	855	6,113	6,201	66	57	72	99	98
25-34	182	227	1,251	7,773	7,896	65	55	69	83	83
35-44	203	285	1,468	7,145	7,280	78	75	88	83	82
45-54	244	371	1,889	9,430	9,714	84	87	101	97	98
55-64	312	474	1,738	8,435	8,685	135	139	117	109	110
65+	577	955	3,406	15,976	16,264	157	176	143	130	130
Population estimate 2015	2,045	3,005	13,184	68,241	69,689	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	2,111	3,118	13,153	68,238	69,675	99%	99%	98%	97%	97%
Mixed / Multiple Ethnic Groups	6	8	87	650	655	0%	0%	1%	1%	1%
Asian / Asian British	3	3	180	1,161	1,167	0%	0%	1%	2%	2%
Black / African / Caribbean / Black British	1	1	27	216	216	0%	0%	0%	0%	0%
Other Ethnic Group	9	9	30	205	208	0%	0%	0%	0%	0%
All People (Ethnic Group)	2,130	3,139	13,477	70,470	71,921	100	100	100	100	100



Mosaic UK Map and Data: WHITE HART, HOUGH NR. (200943)



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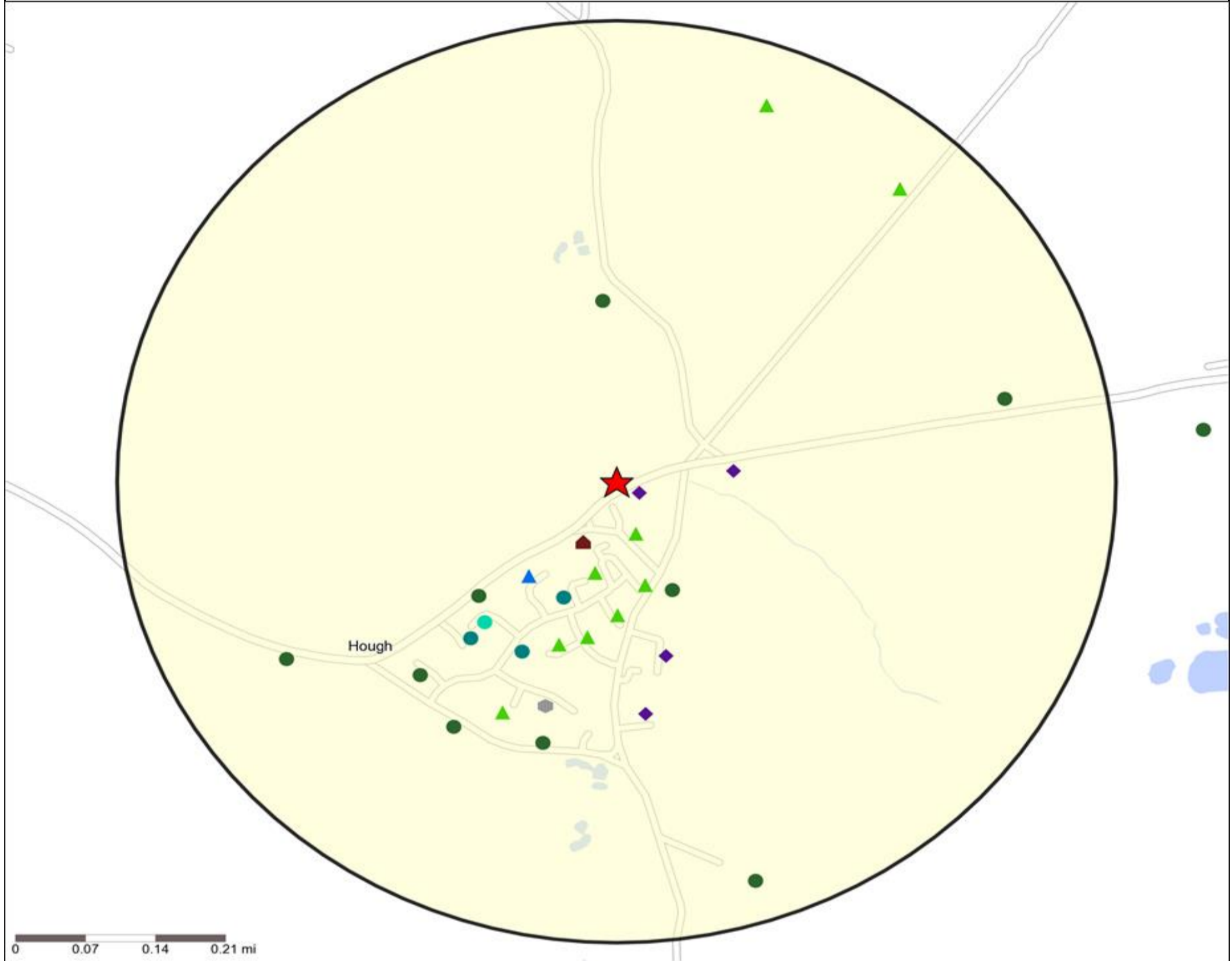


Mosaic UK Data Table (Residential)

	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	0	0	13	13	0	0	0	1	1
B Prestige Positions (18+)	0	7	315	1,557	1,508	0	4	41	39	37
C Country Living (18+)	198	637	931	2,523	3,255	174	372	127	66	84
D Rural Reality (18+)	874	1,094	1,755	3,072	3,828	768	640	241	81	99
E Senior Security (18+)	289	447	2,012	9,608	9,284	216	223	235	216	204
F Suburban Stability (18+)	0	0	1,235	5,289	5,336	0	0	192	158	156
G Domestic Success (18+)	251	251	924	1,451	1,461	182	121	104	32	31
H Aspiring Homemakers (18+)	0	0	732	2,868	2,868	0	0	76	58	56
I Family Basics (18+)	0	0	875	6,574	6,574	0	0	115	166	163
J Transient Renters (18+)	0	0	432	7,837	7,837	0	0	71	248	243
K Municipal Challenge (18+)	0	0	100	611	611	0	0	16	19	19
L Vintage Value (18+)	30	30	1,014	5,697	5,697	29	19	153	165	162
M Modest Traditions (18+)	0	0	87	1,714	1,714	0	0	17	66	65
N Urban Cohesion (18+)	0	0	0	725	725	0	0	0	25	25
O Rental Hubs (18+)	0	0	114	5,172	5,172	0	0	14	123	120
Adults 18+ estimate 2015	1,642	2,466	10,526	54,711	55,883	100	100	100	100	100



Mosaic UK Map and Data: WHITE HART, HOUGH NR. (200943)



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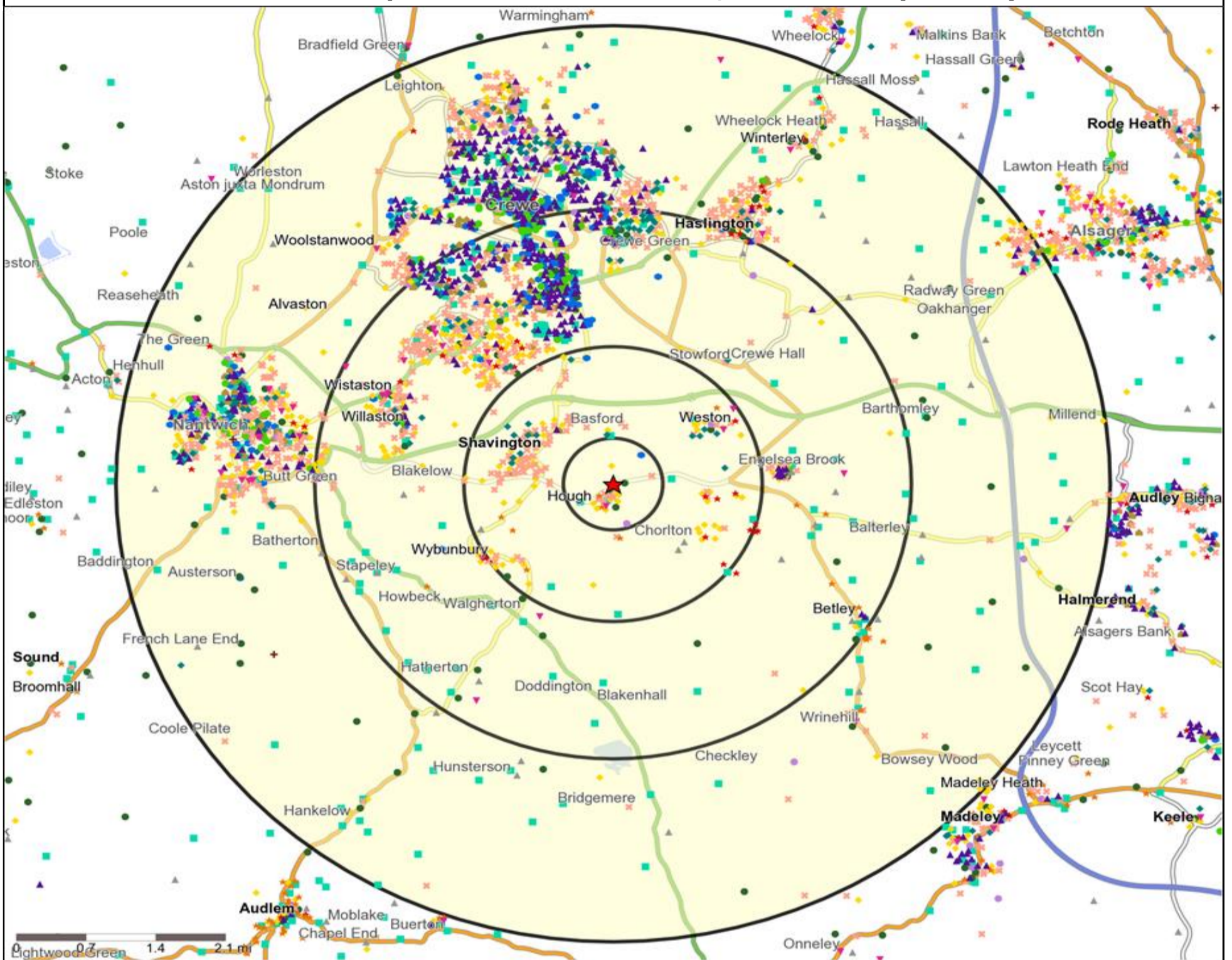
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▲ I Family Basics
- ✕ J Transient 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+)	0	0
C Country Living (18+)	198	174
D Rural Reality (18+)	874	768
E Senior Security (18+)	289	216
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	251	182
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+)	30	29
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,642	100



Occasions Map and Data: WHITE HART, HOUGH NR. (200943)



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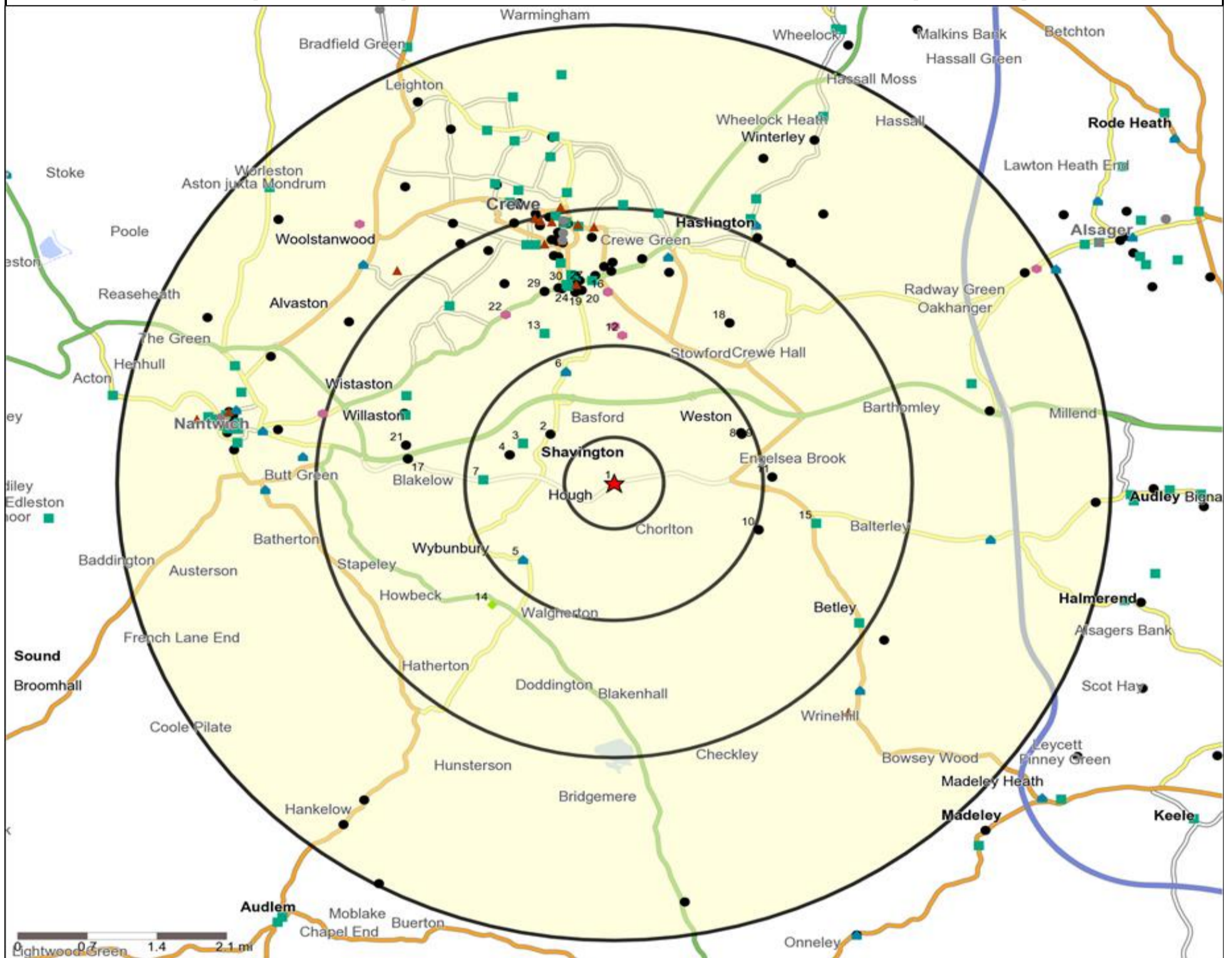
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- 10 Wining 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	136	207	879	5,591	5,682	115	118	111	131	131
02 Early Doors	131	198	1,062	5,010	5,073	132	135	160	140	140
03 Everyday is Friday	84	117	524	2,865	2,912	100	94	92	94	94
04 Weekend Millionaires	59	74	704	4,848	4,916	48	41	86	110	110
05 Out On The Town	64	90	619	4,098	4,109	55	52	79	97	96
06 Business and Pleasure	42	64	225	1,268	1,296	69	71	55	58	58
07 Sporting Pints	37	45	399	3,328	3,349	29	24	46	71	71
08 Student Social	61	90	323	1,466	1,538	111	111	88	74	77
09 Leisurely Lunch	142	223	875	4,310	4,395	123	131	113	104	104
10 Wining and Dining	163	232	1,001	4,424	4,493	124	120	114	93	93
11 Household Outing	77	92	621	3,572	3,592	74	60	89	95	94
12 Midweek Meal Deal	106	194	446	2,339	2,408	182	225	114	111	113
13 Date Night	153	241	865	3,602	3,689	165	175	139	107	108
14 Birthday Treat	129	184	736	3,072	3,123	139	134	118	91	92
15 Pre Show Meal	27	37	209	1,179	1,191	84	78	97	102	101
Number of Occasions	1,411	2,088	9,488	50,972	51,766	100	100	100	100	100



Competition Map and Data: WHITE HART, HOUGH NR. (200943)



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

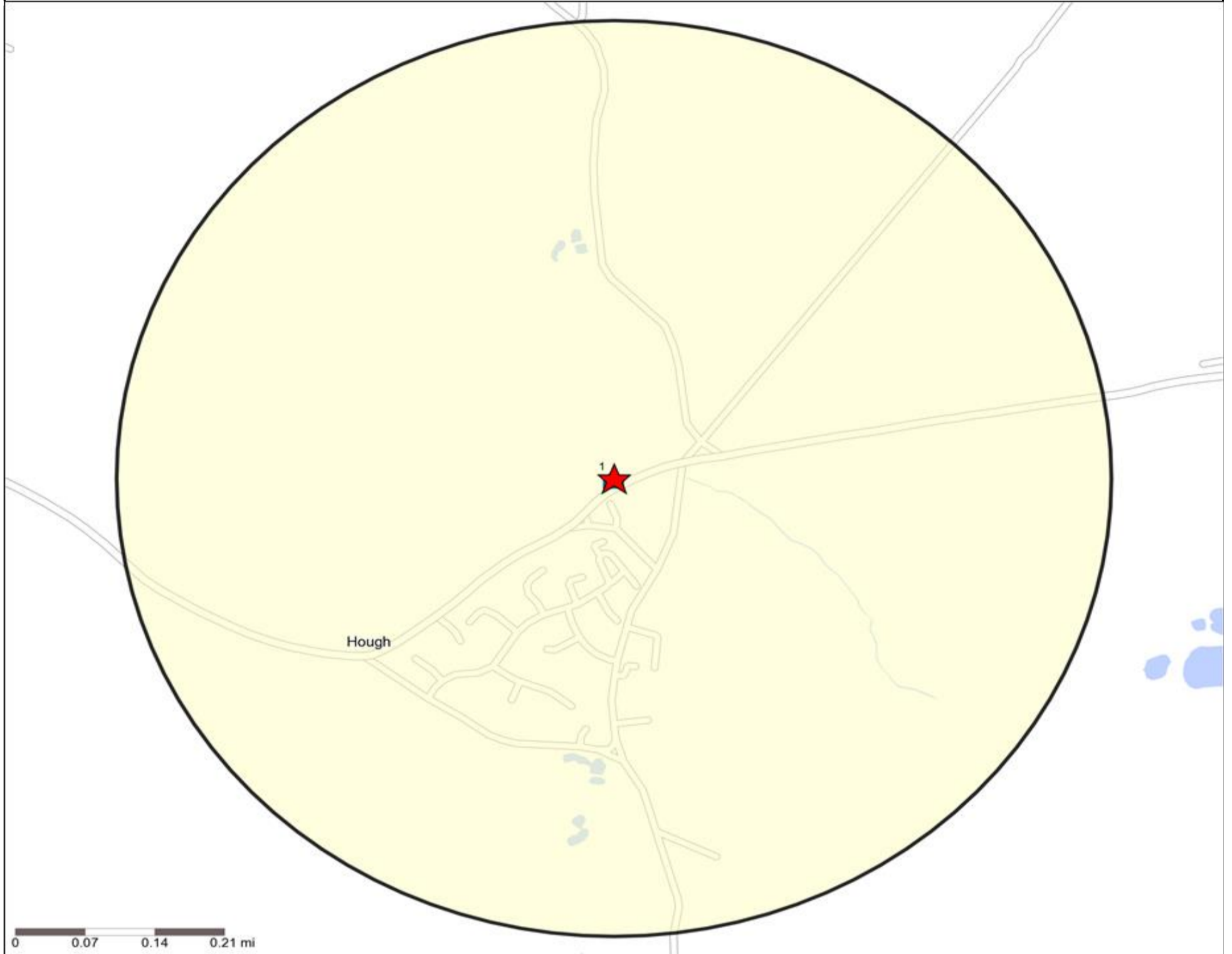


Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	11
Circuit Bar	1	1	1	15
Community Local	1	1	4	42
Dry Led	0	0	3	10
Branded Food Pub	0	0	2	5
Rural	0	0	0	1
Other	3	4	15	230
Total	5	6	25	314



Competition Map and Data: WHITE HART, HOUGH NR. (200943)



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	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	3
Total	5



Local Competition: WHITE HART, HOUGH NR. (200943)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WHITE HART, HOUGH NR.	NEWCASTLE ROAD, CREWE, CW2 5JS	Punch Taverns	CW 2 5JS	Punch Taverns	0.00
1	White Hart Inn	Newcastle Road, Hough, Crewe	Punch Pub Company	CW 2 5JS	Dry Led	0.00
2	Shavington Social Club	116 Crewe Road, Shavington, Crewe	Independent Free	CW 2 5DL	Other	0.83
3	Vine Inn	2 Rope Lane, Shavington, Crewe	Marston's	CW 2 5DT	Community Local	1.01
4	Shavington Village Hall	Main Road, Crewe	Independent Free	CW 2 5DU	Other	1.09
5	Swan Inn	2 Main Road, Wybunbury, Nantwich	Robinsons	CW 5 7NA	Dry Led	1.24
6	Cheshire Cheese	332 Crewe Road, Shavington, Crewe	Greene King	CW 2 5AF	Dry Led	1.31
7	Elephant	289 Newcastle Road, Shavington, Crewe	Punch Pub Company	CW 2 5DZ	Community Local	1.32
8	White Lion	31 Main Road, Weston, Crewe	Enterprise Inns	CW 2 5NA	Rural Character	1.39
9	Weston Cricket Club	Main Road, Weston, Crewe	Independent Free	CW 2 5NA	Other	1.39
10	De Vere Wychwood Park	Wychwood Park, Weston, Crewe	Starwood Capital Group	CW 2 5GP	Other	1.54
11	Wychwood Village Hall	Abbey Park Way, Weston, Crewe	Independent Free	CW 2 5TD	Other	1.59
12	Rookery Wood	Weston Road, Crewe	Spirit Pub Company	CW 1 6NE	Branded Food	1.62
13	Raven	1 Brookhouse Drive, Crewe	Independent Free	CW 2 6NA	Community Local	1.78
14	Boars Head	London Road, Walgherton, Nantwich	Punch Pub Company	CW 5 7LA	Rural Character	1.81
15	Broughton Arms	Newcastle Road, Balterley, Crewe	Punch Pub Company	CW 2 5PY	Community Local	2.08
16	Brockle Bank	Weston Road, Crewe	Whitbread	CW 1 6FX	Branded Food	2.09
17	Crewe Vagrants Cricket & Hockey Club	Newcastle Road, Willaston, Nantwich	Independent Free	CW 5 7EP	Other	2.09
18	Crewe Hall Hotel	Weston Road, Crewe	Q Hotels	CW 1 6UZ	Other	2.10
19	South Street Snooker Club	82 South Street, Crewe	Independent Free	CW 2 6HL	Other	2.12
20	Crewe Alexandra Football Club	Gresty Road, Crewe	Independent Free	CW 2 6EB	Other	2.13
21	South Cheshire Masonic Club	Wybunbury Road, Willaston, Nantwich	Independent Free	CW 5 7ER	Other	2.13
22	Ye Olde Manor	Nantwich Road, Crewe	Mitchells & Butlers	CW 2 6PB	Branded Food	2.13
23	Chiangmai	120-124 Nantwich Road, Crewe	Independent Free	CW 2 6AT	Other	2.18
24	Goomet	112-114 Nantwich Road, Crewe	Independent Free	CW 2 6AT	Other	2.18
25	British Lion	58 Nantwich Road, Crewe	Punch Pub Company	CW 2 6AL	Community Local	2.20
26	Passage To India Restaurant	36 Nantwich Road, Crewe	Independent Free	CW 2 6AD	Other	2.20
27	Barrel	38 Nantwich Road, Crewe	Independent Free	CW 2 6AD	Circuit Bar	2.20
28	Nantwich Road Social Club	127 Nantwich Road, Crewe	Independent Free	CW 2 6BA	Other	2.20
29	Taqudir Restaurant	203 Nantwich Road, Crewe	Independent Free	CW 2 6DD	Other	2.21
30	Brunswick Hotel	71 Nantwich Road, Crewe	Greene King	CW 2 6AW	Community Local	2.22