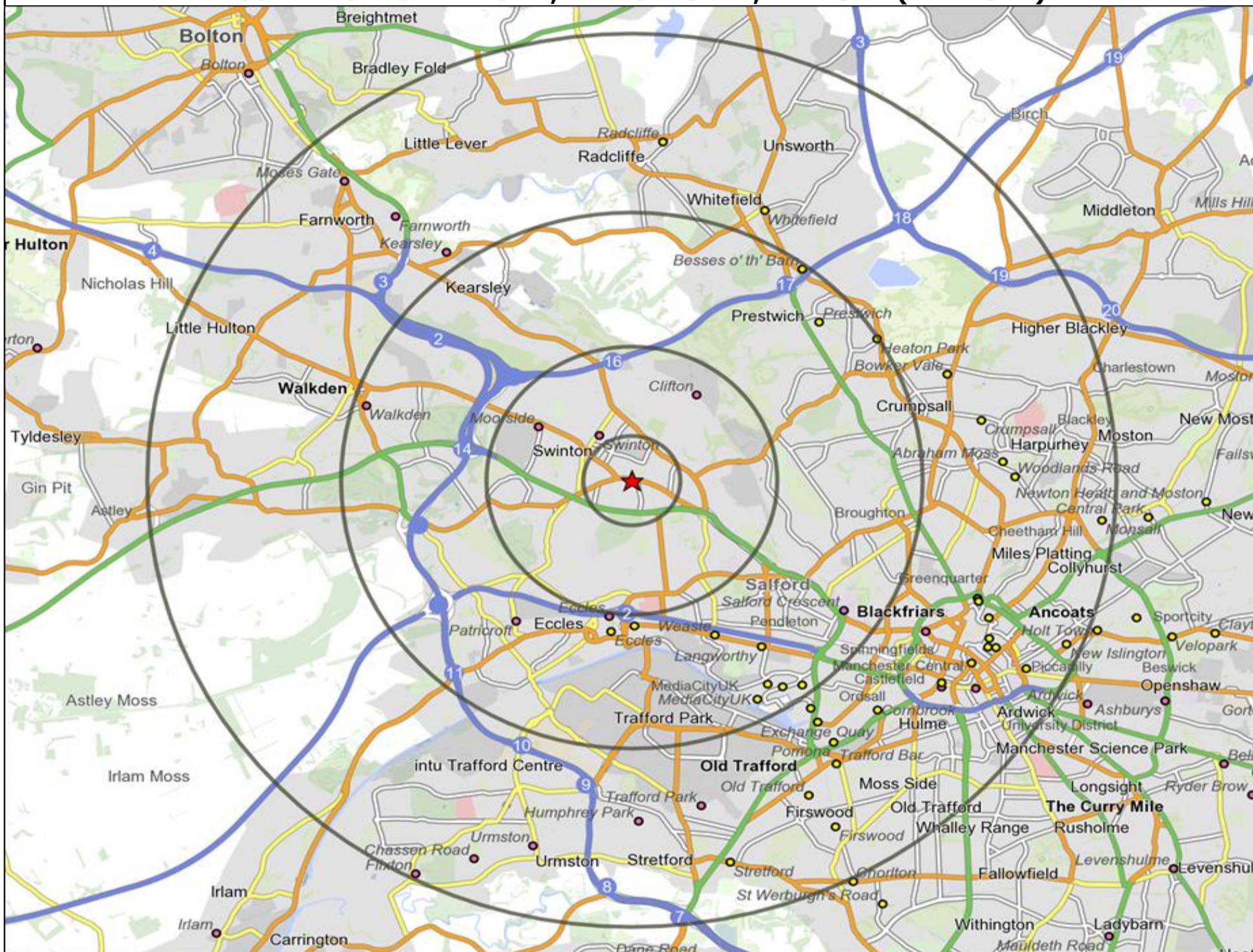




**Customer Profile Report for FARMERS ARMS, SWINTON (Punch Outlet Number: 202695)
160 MANCHESTER ROAD, MANCHESTER, M27 5TP (M 27 5TP)**



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

Age Data Table

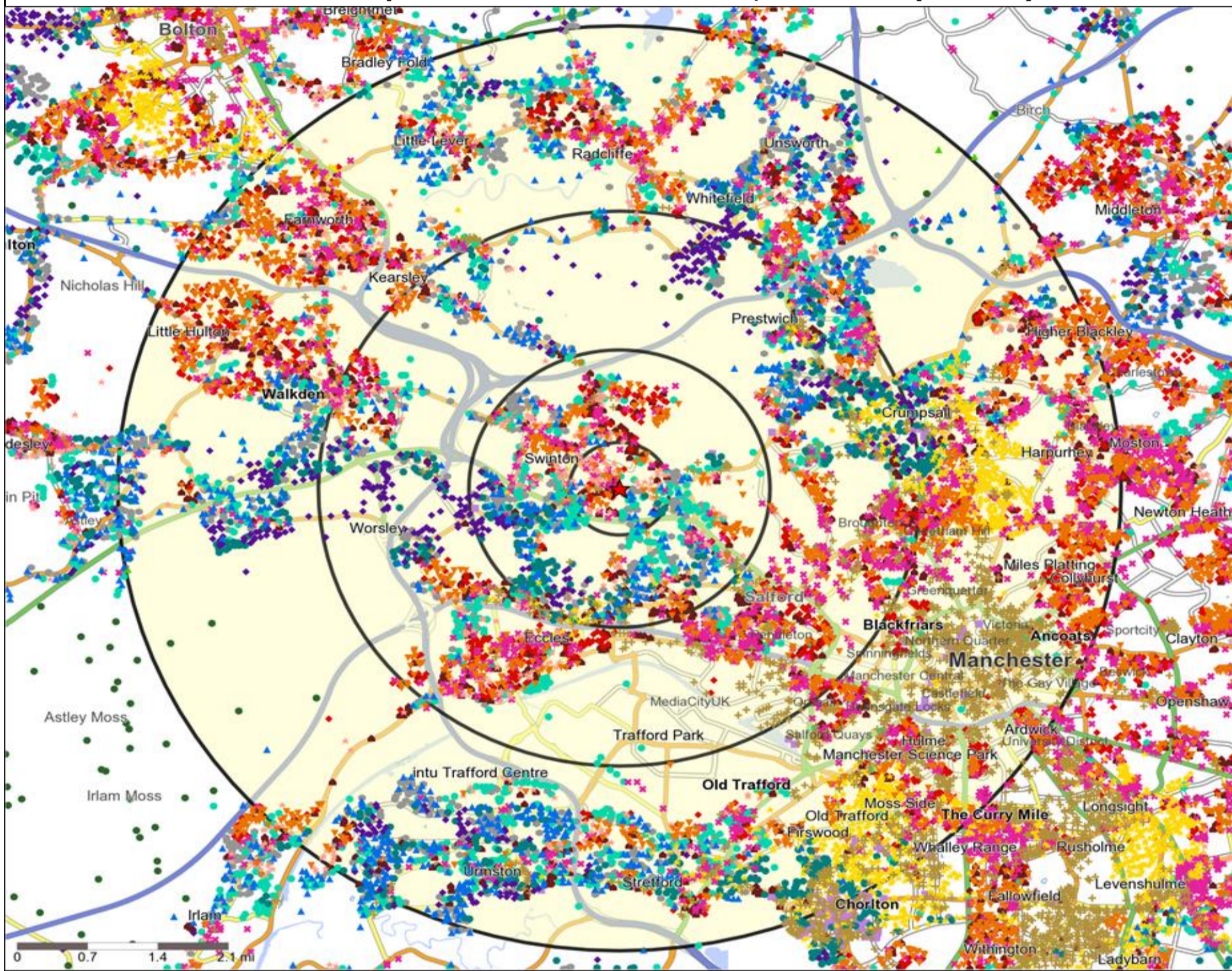
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,875	12,116	38,523	118,796	71,587	105	100	104	103	96
16-17	240	1,511	4,325	13,638	8,243	109	101	94	96	89
18-24	697	5,202	19,329	72,488	54,288	81	89	108	130	150
25-34	1,290	9,546	32,349	110,708	72,591	99	108	120	132	133
35-44	1,205	8,583	25,126	78,573	49,512	100	105	100	101	98
45-54	1,412	9,449	26,994	78,876	50,586	105	103	96	91	89
55-64	1,148	7,038	20,167	56,941	36,491	107	96	90	82	81
65+	1,631	11,152	31,125	84,358	55,487	95	96	87	76	77
Population estimate 2015	9,498	64,597	197,938	614,378	398,785	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	8,636	58,158	171,789	478,762	323,071	94%	93%	90%	81%	85%
Mixed / Multiple Ethnic Groups	137	1,020	3,730	16,385	9,330	1%	2%	2%	3%	2%
Asian / Asian British	233	2,134	8,758	57,116	27,911	3%	3%	5%	10%	7%
Black / African / Caribbean / Black British	146	1,055	4,815	26,170	14,457	2%	2%	3%	4%	4%
Other Ethnic Group	55	318	2,335	10,532	6,008	1%	1%	1%	2%	2%
All People (Ethnic Group)	9,207	62,685	191,427	588,965	380,777	100	100	100	100	100



Mosaic UK Map and Data: FARMERS ARMS, SWINTON (202695)



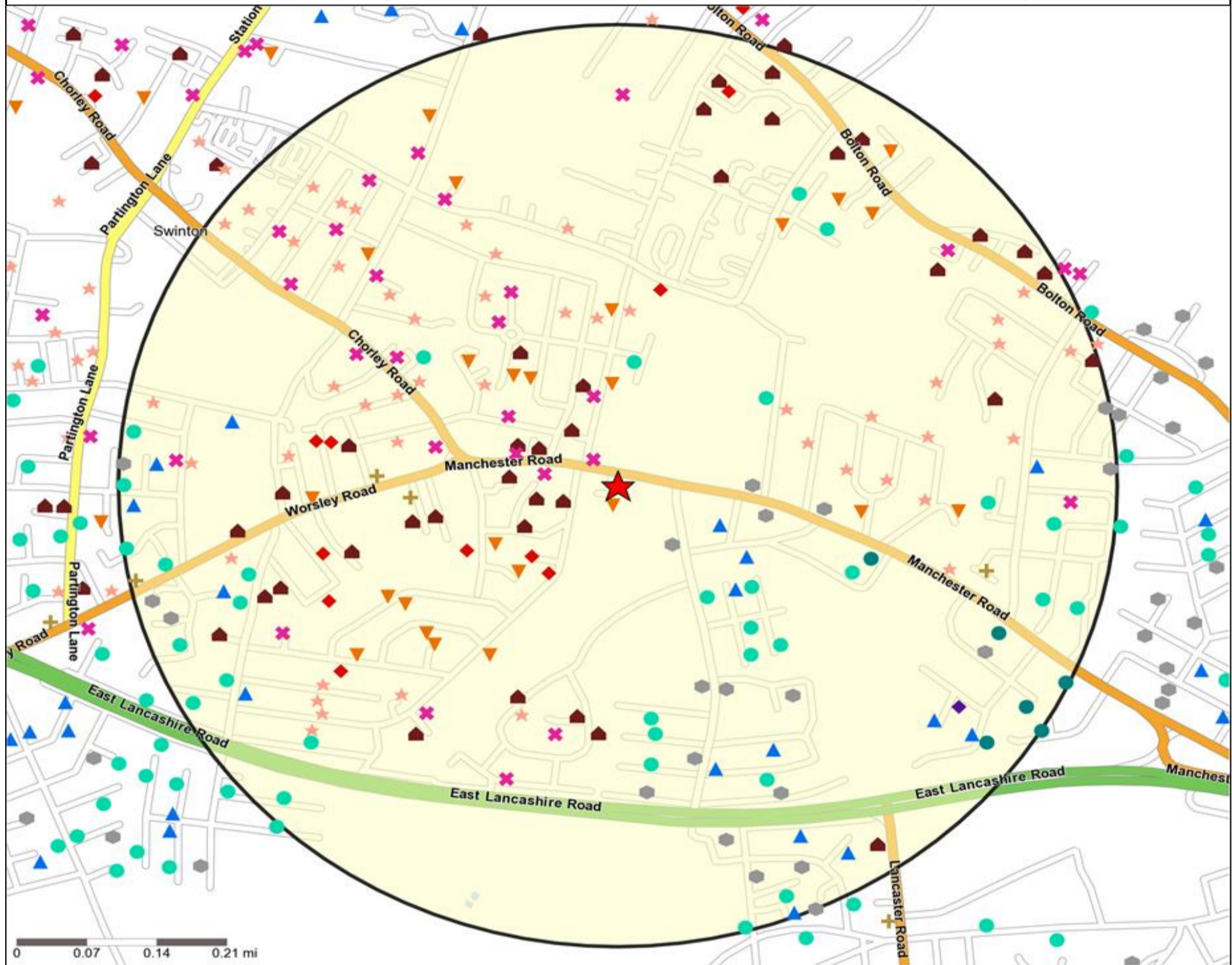
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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring 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 - 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	44	391	2,223	1,276	0	2	6	11	10
B Prestige Positions (18+)	18	985	6,402	13,482	9,999	3	27	58	40	46
C Country Living (18+)	0	0	7	37	96	0	0	0	0	0
D Rural Reality (18+)	0	0	0	6	32	0	0	0	0	0
E Senior Security (18+)	679	6,882	13,344	34,889	24,161	114	171	109	93	99
F Suburban Stability (18+)	381	3,943	8,166	31,850	18,697	85	130	89	113	102
G Domestic Success (18+)	139	3,484	9,877	24,650	16,155	23	84	78	63	64
H Aspiring Homemakers (18+)	1,247	8,618	17,630	46,494	29,141	187	191	129	110	107
I Family Basics (18+)	743	4,458	16,274	53,520	33,943	141	125	150	160	157
J Transient Renters (18+)	733	3,864	19,528	50,814	34,342	174	135	225	190	199
K Municipal Challenge (18+)	329	2,628	12,053	34,580	26,492	77	90	136	127	150
L Vintage Value (18+)	941	5,271	16,141	39,850	26,745	204	169	170	137	142
M Modest Traditions (18+)	1,937	5,967	11,686	27,280	20,457	557	254	163	124	144
N Urban Cohesion (18+)	0	807	3,865	30,665	6,883	0	31	49	127	44
O Rental Hubs (18+)	169	2,559	15,081	72,828	51,299	30	67	130	204	222
Adults 18+ estimate 2015	7,316	49,510	150,445	463,168	299,718	100	100	100	100	100



Mosaic UK Map and Data: FARMERS ARMS, SWINTON (202695)



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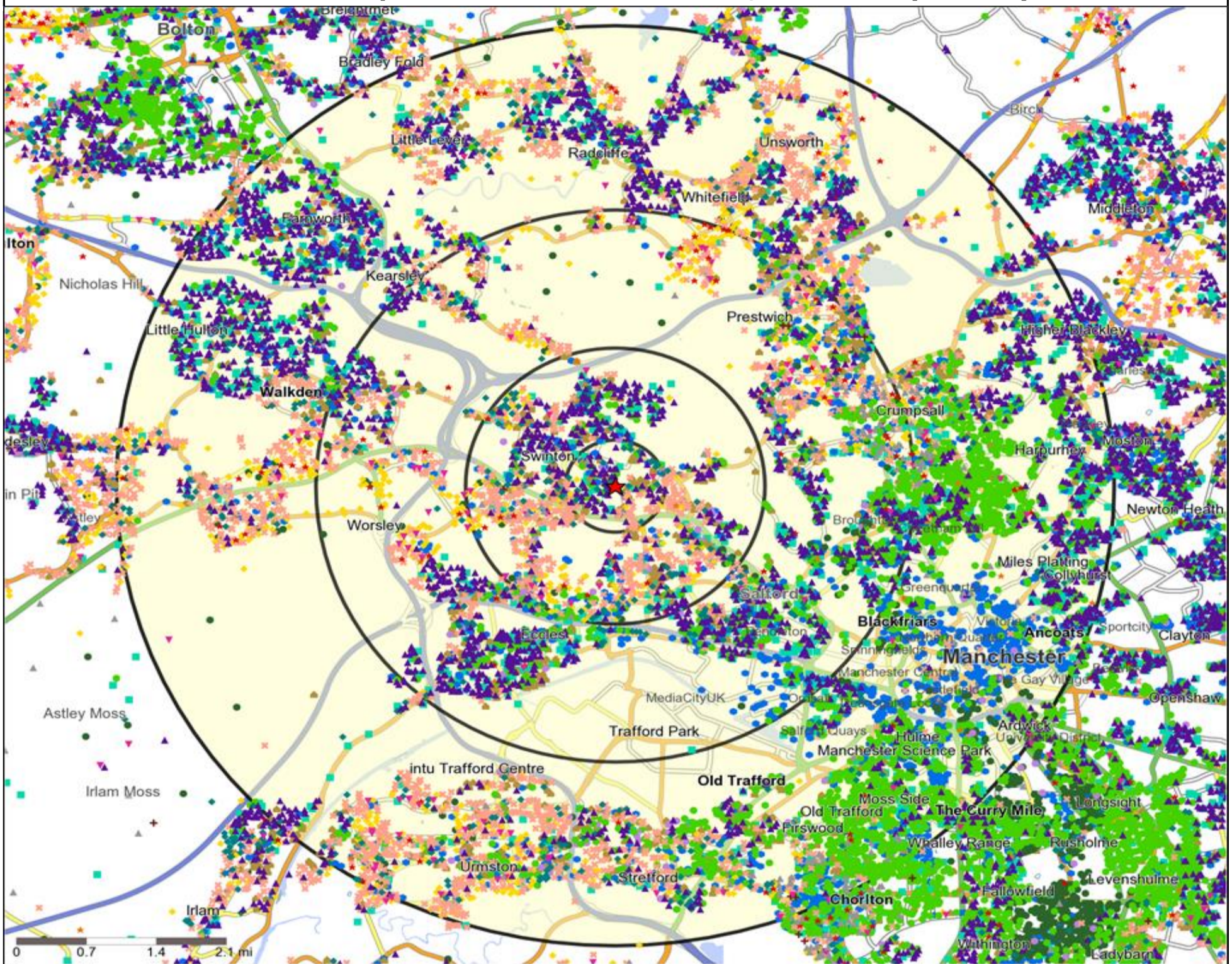
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	18	3
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	679	114
F Suburban Stability (18+)	381	85
G Domestic Success (18+)	139	23
H Aspiring Homemakers (18+)	1,247	187
I Family Basics (18+)	743	141
J Transient Renters (18+)	733	174
K Municipal Challenge (18+)	329	77
L Vintage Value (18+)	941	204
M Modest Traditions (18+)	1,937	557
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	169	30
Adults 18+ estimate 2015	7,316	100



Occasions Map and Data: FARMERS ARMS, SWINTON (202695)



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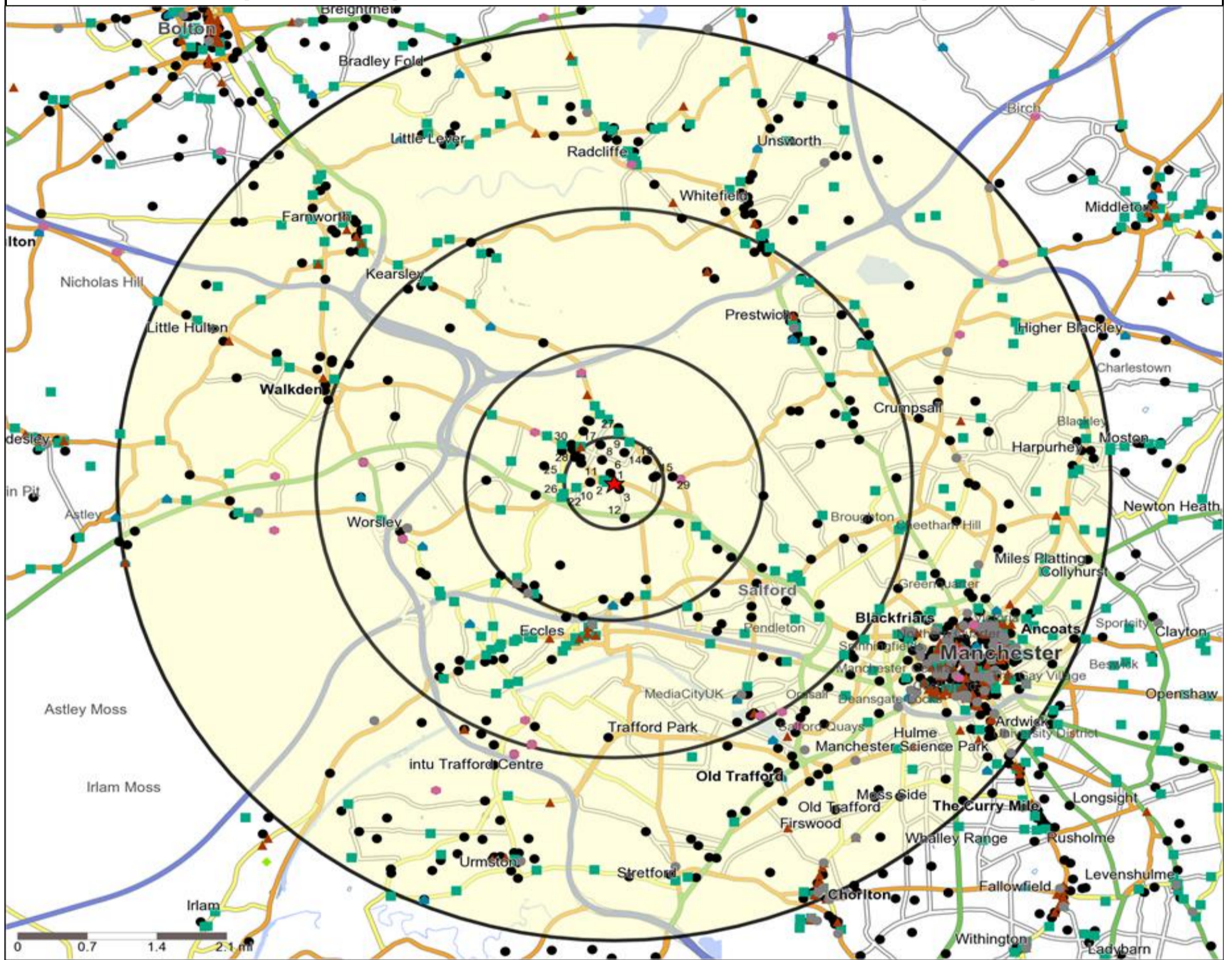
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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	669	4,006	13,378	37,293	24,322	104	97	105	97	98
02 Early Doors	711	4,063	11,226	29,765	19,903	133	118	105	93	96
03 Everyday is Friday	534	3,240	9,886	30,022	20,476	117	110	108	110	116
04 Weekend Millionaires	981	5,523	16,711	45,081	30,479	149	130	127	114	119
05 Out On The Town	767	4,885	17,112	54,264	37,090	121	120	135	143	151
06 Business and Pleasure	183	1,434	5,293	18,266	10,354	56	68	81	93	81
07 Sporting Pints	641	3,953	14,911	53,638	31,789	91	88	107	128	117
08 Student Social	147	1,211	4,290	13,724	10,160	49	63	72	77	88
09 Leisurely Lunch	533	3,568	10,674	31,709	19,775	85	89	86	85	82
10 Wining and Dining	523	4,056	11,157	34,025	21,196	74	89	79	80	77
11 Household Outing	734	4,377	12,022	36,215	22,059	130	121	107	107	101
12 Midweek Meal Deal	420	2,336	7,490	21,995	14,413	133	115	119	116	118
13 Date Night	314	2,781	7,752	21,541	14,594	62	86	77	71	75
14 Birthday Treat	358	2,658	7,691	21,859	14,113	71	82	76	72	72
15 Pre Show Meal	138	1,102	3,049	8,819	5,573	80	99	88	85	83
Number of Occasions	7,653	49,193	152,642	458,216	296,296	100	100	100	100	100



Competition Map and Data: FARMERS ARMS, SWINTON (202695)



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

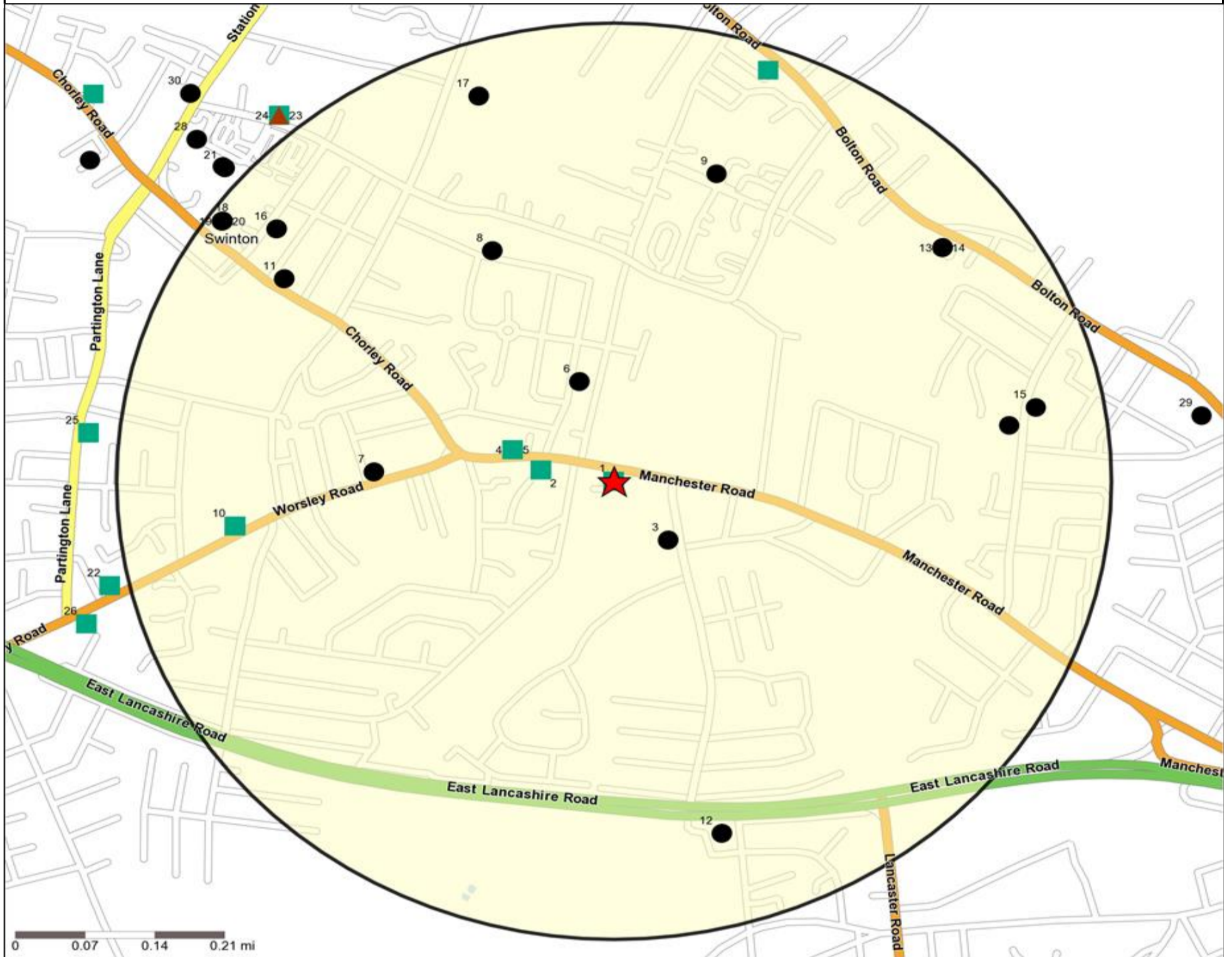
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- Circuit Bar
- Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Community Local
- Rivers, Canals and Lakes

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	2	12	134
Circuit Bar	0	5	16	175
Community Local	5	25	87	240
Dry Led	0	2	8	26
Branded Food Pub	0	4	8	23
Rural	0	0	0	0
Other	15	46	187	766
Total	20	84	318	1,364



Competition Map and Data: FARMERS ARMS, SWINTON (202695)



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	5
Dry Led	0
Branded Food Pub	0
Rural	0
Other	15
Total	20



Local Competition: FARMERS ARMS, SWINTON (202695)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FARMERS ARMS, SWINTON	160 MANCHESTER ROAD, MANCHESTER, M27 5TP	Punch Taverns	M 27 5TP	Punch Taverns	0.00
1	Farmers Arms	160 Manchester Road, Swinton, Manchester	Punch Pub Company	M 27 5TP	Community Local	0.00
2	White Lion	242 Manchester Road, Swinton, Manchester	Robinsons	M 27 4TS	Community Local	0.07
3	Swinton Cricket Club	Barton Road, Swinton, Manchester	Independent Free	M 27 5LJ	Other	0.08
4	Far Pavillion	245 Manchester Road, Swinton, Manchester	Independent Free	M 27 4TT	Community Local	0.11
5	Cricketers Arms	227 Manchester Road, Swinton, Manchester	Holt	M 27 4TT	Community Local	0.11
6	Royal British Legion Club	Cheetham Road, Swinton, Manchester	Independent Free	M 27 4UQ	Other	0.11
7	Swinton Catholic Mens Social Club	11 Rutland Avenue, Swinton, Manchester	Independent Free	M 27 5WN	Other	0.24
8	Swinton Liberal Club	Milner Street, Swinton, Manchester	Independent Free	M 27 4AS	Other	0.28
9	Kd Sports Centre	1 Albion Street, Swinton, Manchester	Independent Free	M 27 4FG	Other	0.35
10	Park Inn	137 Worsley Road, Swinton, Manchester	Holt	M 27 5SP	Community Local	0.38
11	Chun Chun Restaurant	121 Chorley Road, Swinton, Manchester	Independent Free	M 27 4AA	Other	0.40
12	Swinton Park Golf Club	East Lancashire Road, Swinton, Manchester	Independent Free	M 27 5LX	Other	0.40
13	Isis Restaurant	390-92 Bolton Road, Swinton, Manchester	Independent Free	M 27 8UX	Other	0.42
14	Lansons Restaurant	348 Bolton Road, Swinton, Manchester	Independent Free	M 27 8UX	Other	0.42
15	Swinton Masonic Hall Co	Hospital Road, Swinton, Manchester	Independent Free	M 27 4EY	Other	0.43
16	Swinton Leisure Centre	1 Wellington Road, Swinton, Manchester	Independent Free	M 27 4BR	Other	0.44
17	Salisbury Conservative Club	257 Pendlebury Road, Swinton, Manchester	Independent Free	M 27 4LY	Other	0.44
18	Chopsticks	161-169 Chorley Road, Swinton, Manchester	Independent Free	M 27 4AE	Other	0.49
19	Lancastrian Hall/Elizbth Suite	Chorley Road, Swinton, Manchester	Independent Free	M 27 4AE	Other	0.49
20	Puccini Pizzeria	2 Chorley Road, Swinton, Manchester	Independent Free	M 27 4AE	Other	0.49
21	Swinton Conservative Club	51 The Parade, Swinton, Manchester	Independent Free	M 27 4BH	Other	0.52
22	Staff Of Life	207-209 Worsley Road, Swinton, Manchester	AtWill Pubs	M 27 5SQ	Community Local	0.52
23	Football	33 Swinton Hall Road, Swinton, Manchester	Punch Pub Company	M 27 4BL	Circuit Bar	0.52
24	Weavers Arms	35 Swinton Hall Road, Swinton, Manchester	Punch Pub Company	M 27 4BL	Community Local	0.52
25	Buckley Arms	135 Partington Lane, Swinton, Manchester	Punch Pub Company	M 27 0NS	Community Local	0.53
26	White Swan	186 Worsley Road, Swinton, Manchester	Holt	M 27 5SN	Community Local	0.55
27	Royal Oak	536 Bolton Road, Swinton, Manchester	Independent Free	M 27 4DL	Community Local	0.56
28	Swinton Labour Club	10 Station Road, Swinton, Manchester	Independent Free	M 27 6AF	Other	0.56
29	Gmc Fire Service Club	146 Bolton Road, Swinton, Manchester	Independent Free	M 27 8US	Other	0.59
30	Swinton School Of Dancing	11a Station Road, Swinton, Manchester	Independent Free	M 27 6AH	Other	0.60