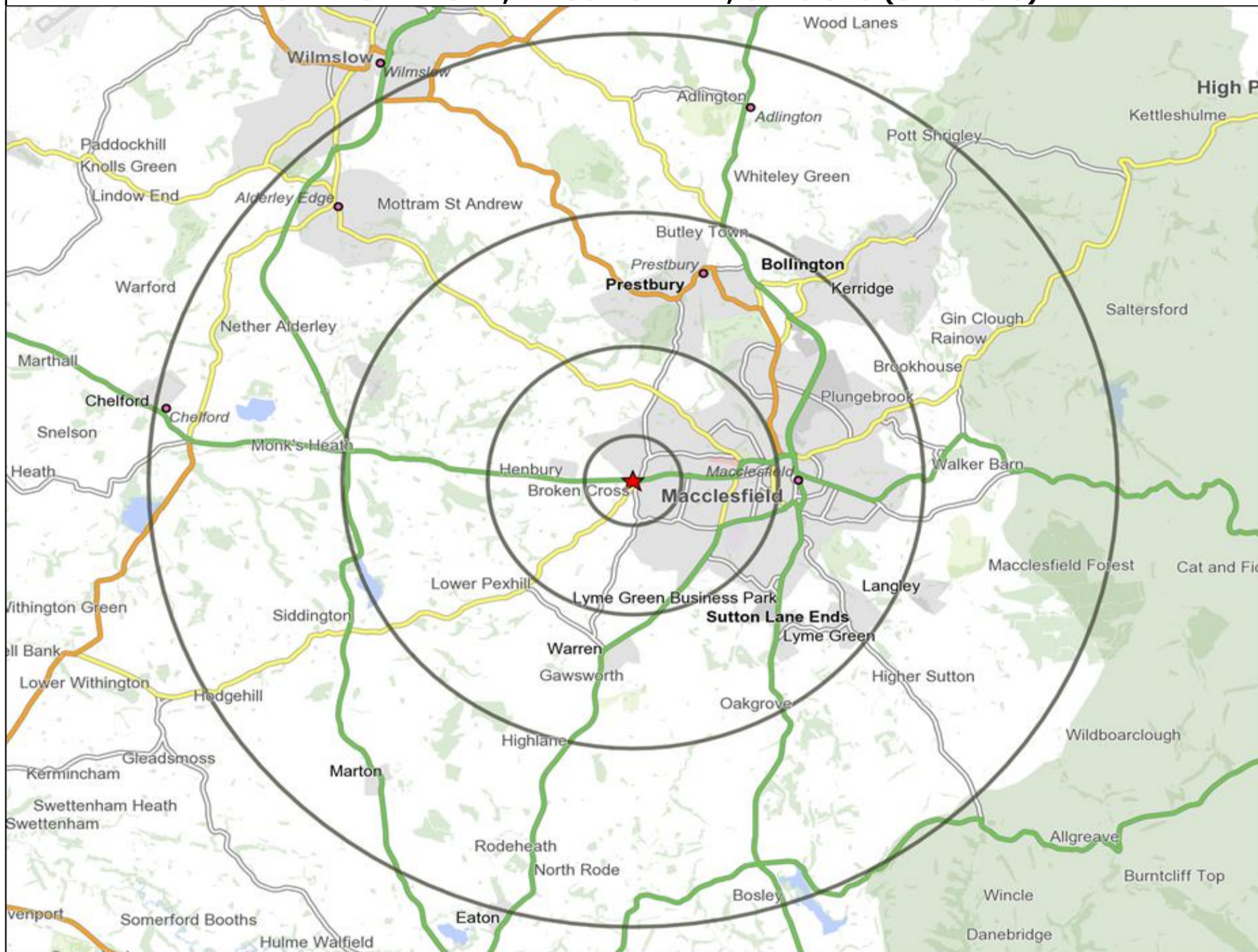




**Customer Profile Report for PACKHORSE, BROCKEN CROSS (Punch Outlet Number: 203080)  
12 CHELFORD ROAD, MACCLESFIELD, SK10 3LG (SK10 3LG)**



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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	1,324	5,498	10,907	13,709	17,258	100	96	93	91	92
16-17	217	749	1,435	1,741	2,086	133	105	99	94	89
18-24	547	2,324	4,463	5,249	6,562	86	84	79	72	72
25-34	746	3,739	7,517	8,953	11,296	78	89	88	82	82
35-44	894	3,872	7,776	9,990	12,577	100	100	98	98	99
45-54	1,153	4,760	9,837	12,998	16,170	116	109	111	114	113
55-64	771	3,508	7,380	9,839	12,345	97	101	104	109	109
65+	1,384	6,223	13,318	17,577	22,183	109	113	118	122	123
<b>Population estimate 2015</b>	<b>7,036</b>	<b>30,673</b>	<b>62,633</b>	<b>80,056</b>	<b>100,477</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

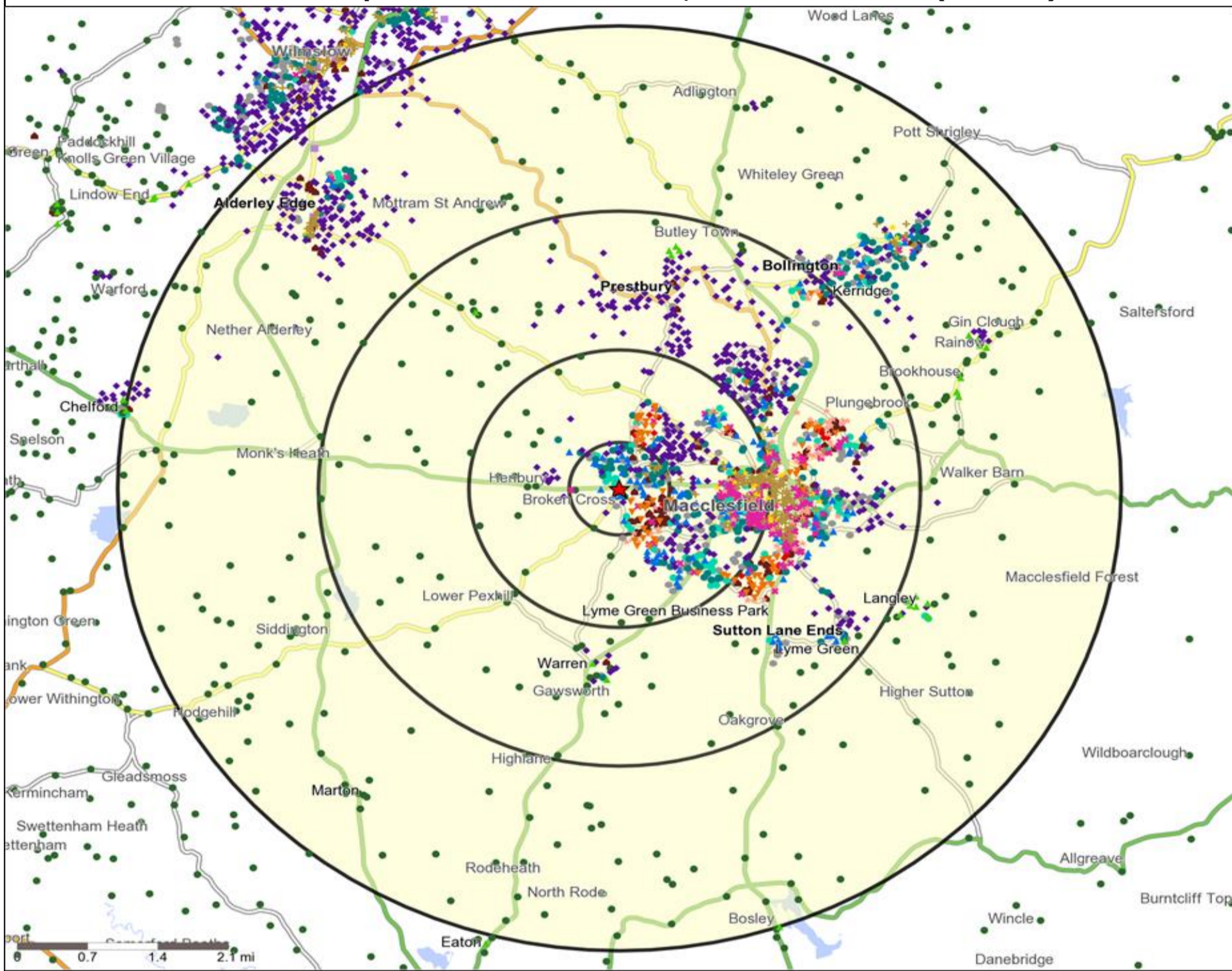
**Ethnicity - Census 2011**

	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	6,613	28,997	59,481	75,950	94,724	96%	96%	96%	96%	96%
Mixed / Multiple Ethnic Groups	77	334	642	829	1,067	1%	1%	1%	1%	1%
Asian / Asian British	165	767	1,400	1,748	2,273	2%	3%	2%	2%	2%
Black / African / Caribbean / Black British	30	134	244	301	366	0%	0%	0%	0%	0%
Other Ethnic Group	4	57	127	174	274	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>6,889</b>	<b>30,289</b>	<b>61,894</b>	<b>79,002</b>	<b>98,704</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: PACKHORSE, BROCKEN CROSS (203080)**



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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

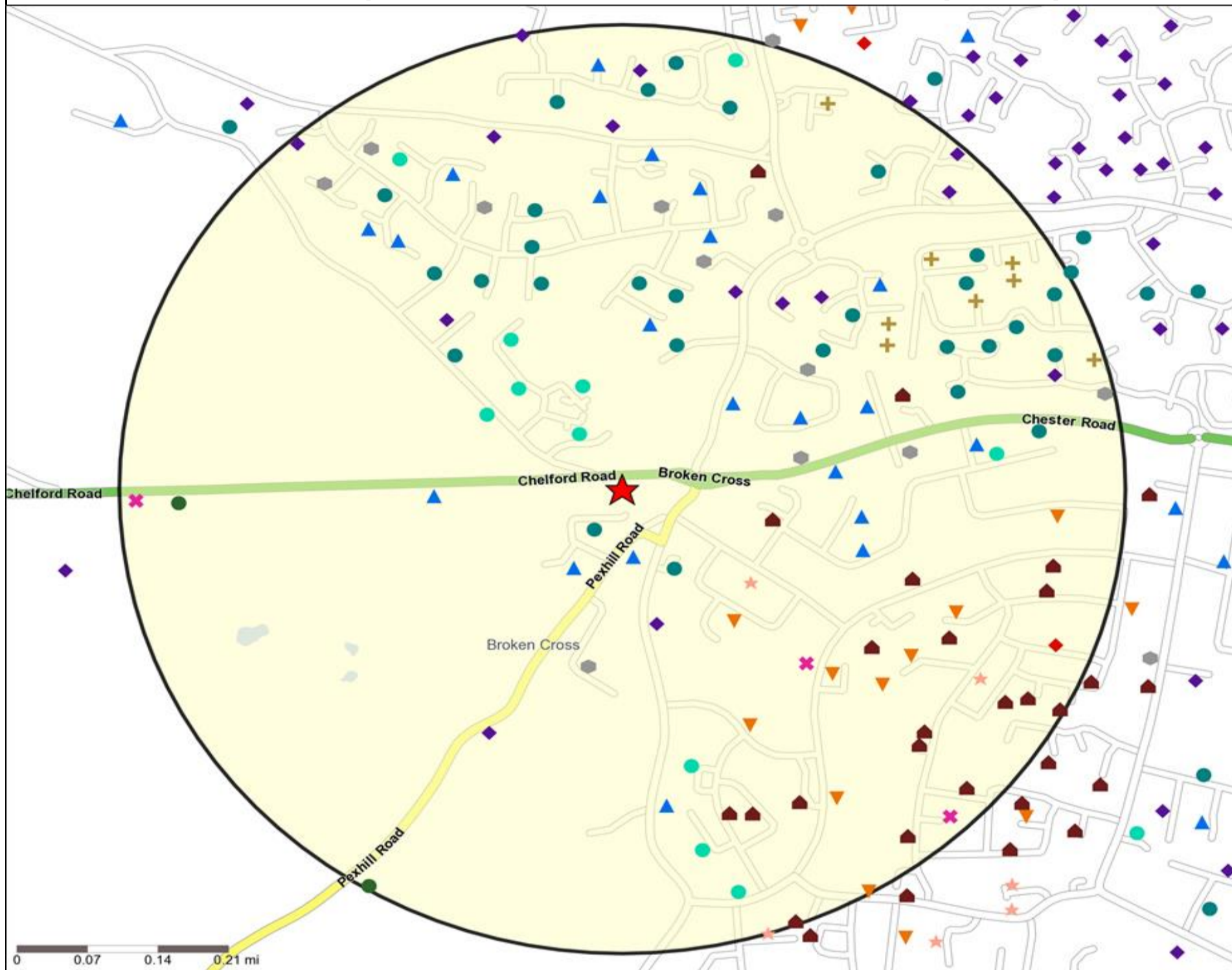
**Mosaic UK Data Table (Residential)**

	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
<b>A City Prosperity (18+)</b>	0	0	0	36	96	0	0	0	1	3
<b>B Prestige Positions (18+)</b>	547	3,922	10,975	15,334	19,979	137	220	300	326	339
<b>C Country Living (18+)</b>	31	228	1,478	4,616	6,781	8	13	42	103	121
<b>D Rural Reality (18+)</b>	0	1	228	776	875	0	0	7	17	16
<b>E Senior Security (18+)</b>	376	2,480	4,355	5,297	6,526	84	125	107	101	99
<b>F Suburban Stability (18+)</b>	1,085	3,080	4,655	5,245	5,869	323	206	152	133	119
<b>G Domestic Success (18+)</b>	1,070	2,912	4,469	6,601	8,149	232	142	106	122	120
<b>H Aspiring Homemakers (18+)</b>	461	2,411	4,302	4,899	5,771	92	108	94	83	78
<b>I Family Basics (18+)</b>	501	1,641	3,113	3,134	3,450	126	93	86	67	59
<b>J Transient Renters (18+)</b>	43	2,652	5,383	5,717	6,672	14	188	185	154	143
<b>K Municipal Challenge (18+)</b>	105	310	774	774	825	33	22	26	20	17
<b>L Vintage Value (18+)</b>	818	1,960	3,738	4,419	5,185	237	127	118	109	102
<b>M Modest Traditions (18+)</b>	174	1,046	2,948	2,964	3,973	67	90	123	97	103
<b>N Urban Cohesion (18+)</b>	0	403	774	790	941	0	32	29	23	22
<b>O Rental Hubs (18+)</b>	283	1,380	3,084	3,891	5,683	67	73	80	78	91
<b>Adults 18+ estimate 2015</b>	<b>5,494</b>	<b>24,426</b>	<b>50,276</b>	<b>64,493</b>	<b>80,775</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: PACKHORSE, BROCKEN CROSS (203080)**



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- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | 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       |

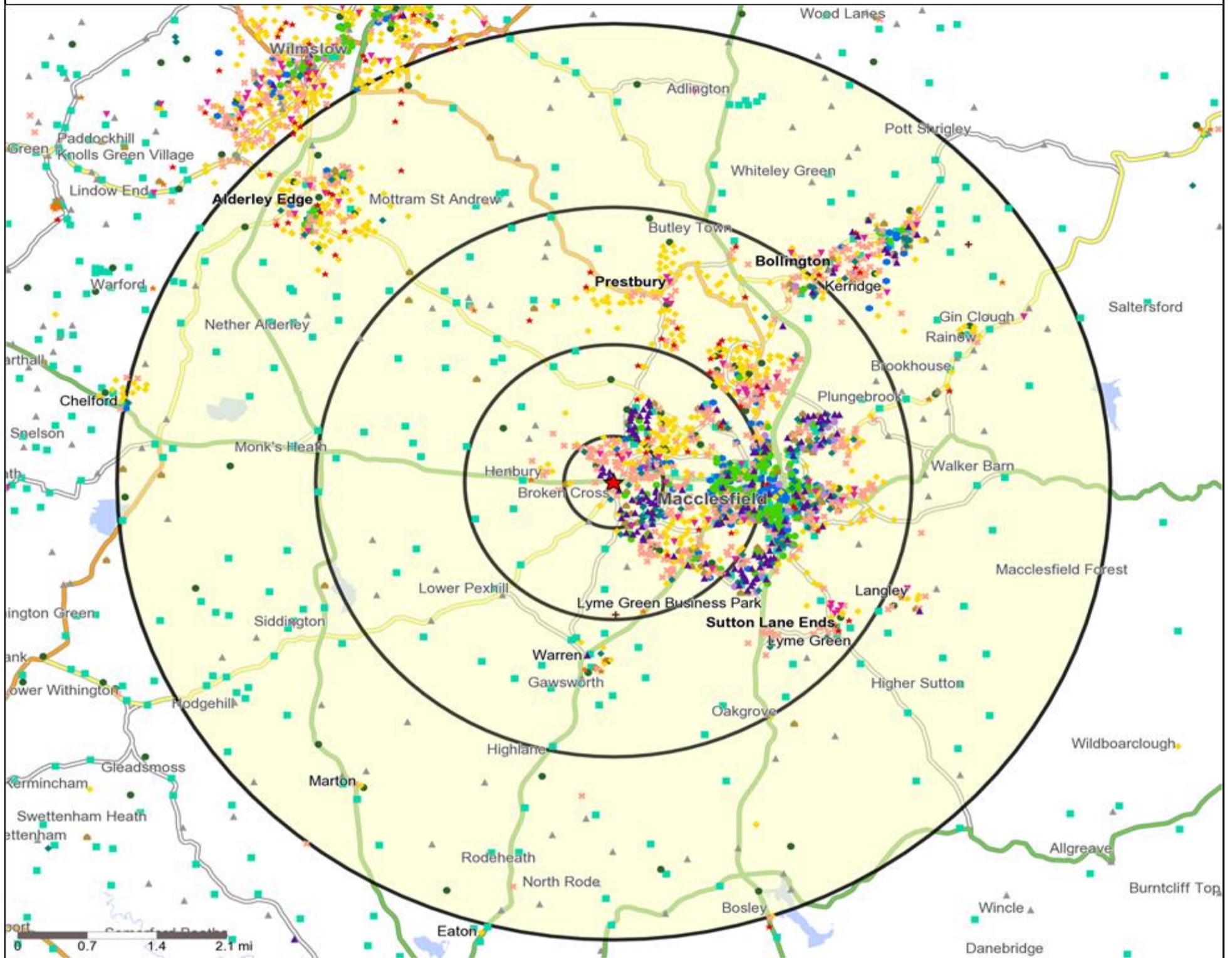
**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	547	137
C Country Living (18+)	31	8
D Rural Reality (18+)	0	0
E Senior Security (18+)	376	84
F Suburban Stability (18+)	1,085	323
G Domestic Success (18+)	1,070	232
H Aspiring Homemakers (18+)	461	92
I Family Basics (18+)	501	126
J Transient Renters (18+)	43	14
K Municipal Challenge (18+)	105	33
L Vintage Value (18+)	818	237
M Modest Traditions (18+)	174	67
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	283	67
<b>Adults 18+ estimate 2015</b>	<b>5,494</b>	<b>100</b>





### Occasions Map and Data: PACKHORSE, BROCKEN CROSS (203080)



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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- 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 Leisurly Lunch
- 10 Wining and Dining
- 11 Household Outing
- 12 Midweek Meal Deal
- 13 Date Night
- 14 Birthday Treat
- 15 Pre Show Meal

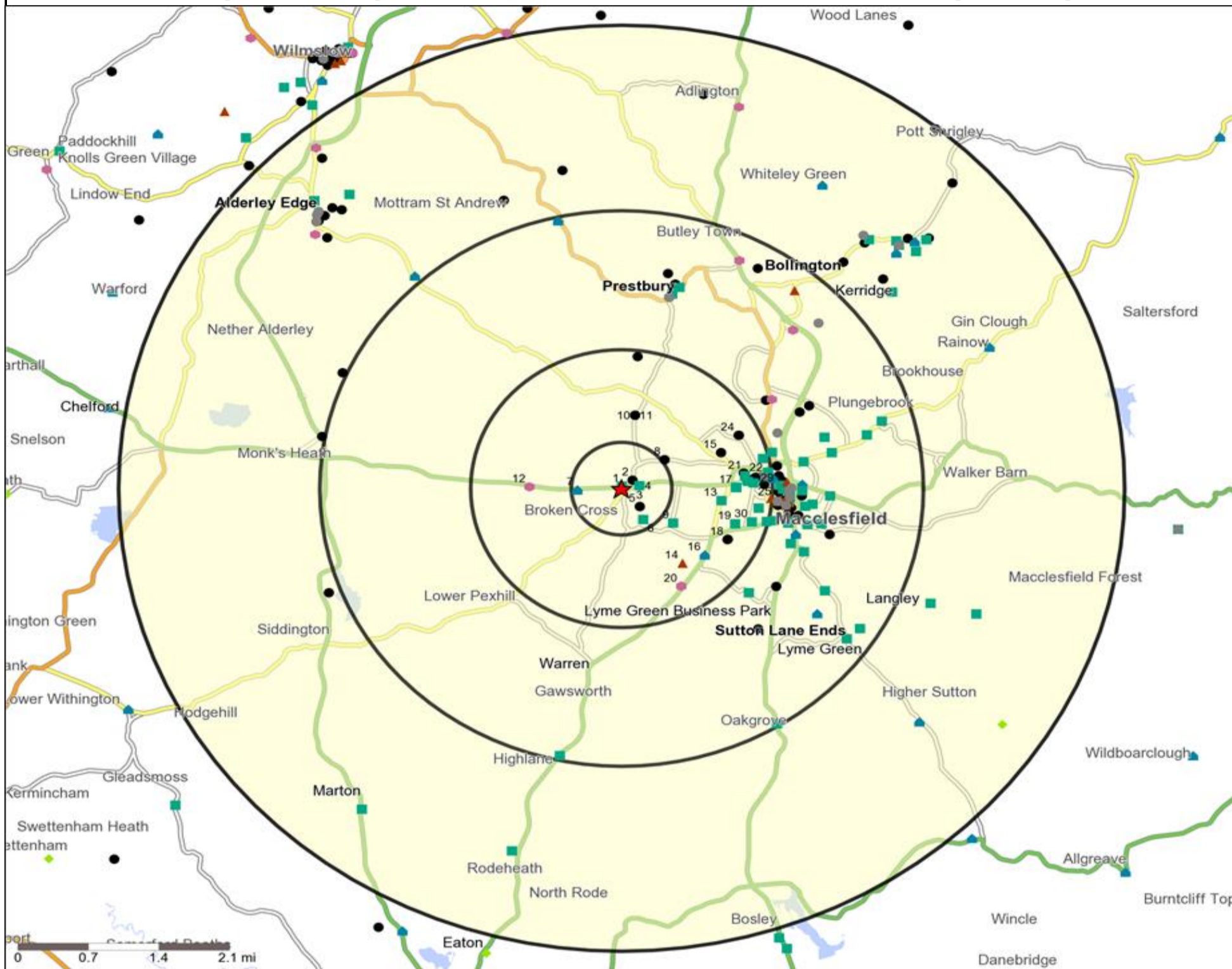
#### Occasions Data Table

	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	327	1,444	3,230	4,275	5,388	76	80	87	92	93
02 Early Doors	401	1,527	3,334	4,107	4,963	111	101	107	106	103
03 Everyday is Friday	337	1,463	2,942	3,479	4,253	109	113	111	105	103
04 Weekend Millionaires	467	1,781	3,360	3,842	4,605	105	95	88	81	78
05 Out On The Town	448	1,940	3,853	4,593	5,698	104	108	105	100	100
06 Business and Pleasure	179	746	1,558	2,219	2,926	81	80	82	94	99
07 Sporting Pints	333	1,525	3,019	3,393	4,138	70	77	74	67	66
08 Student Social	181	784	1,613	2,149	2,701	90	93	94	100	101
09 Leisurly Lunch	424	1,764	3,667	4,714	5,931	101	100	101	104	106
10 Wining and Dining	551	2,240	4,518	5,760	7,262	115	111	110	112	114
11 Household Outing	424	1,747	3,372	4,055	4,908	112	110	103	100	97
12 Midweek Meal Deal	168	668	1,376	1,580	1,930	79	75	75	69	68
13 Date Night	402	1,857	3,932	5,165	6,615	118	130	135	142	146
14 Birthday Treat	396	1,613	3,396	4,419	5,548	116	113	116	121	122
15 Pre Show Meal	129	564	1,186	1,539	1,947	110	115	118	123	125
<b>Number of Occasions</b>	<b>5,167</b>	<b>21,663</b>	<b>44,356</b>	<b>55,289</b>	<b>68,813</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: PACKHORSE, BROCKEN CROSS (203080)



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

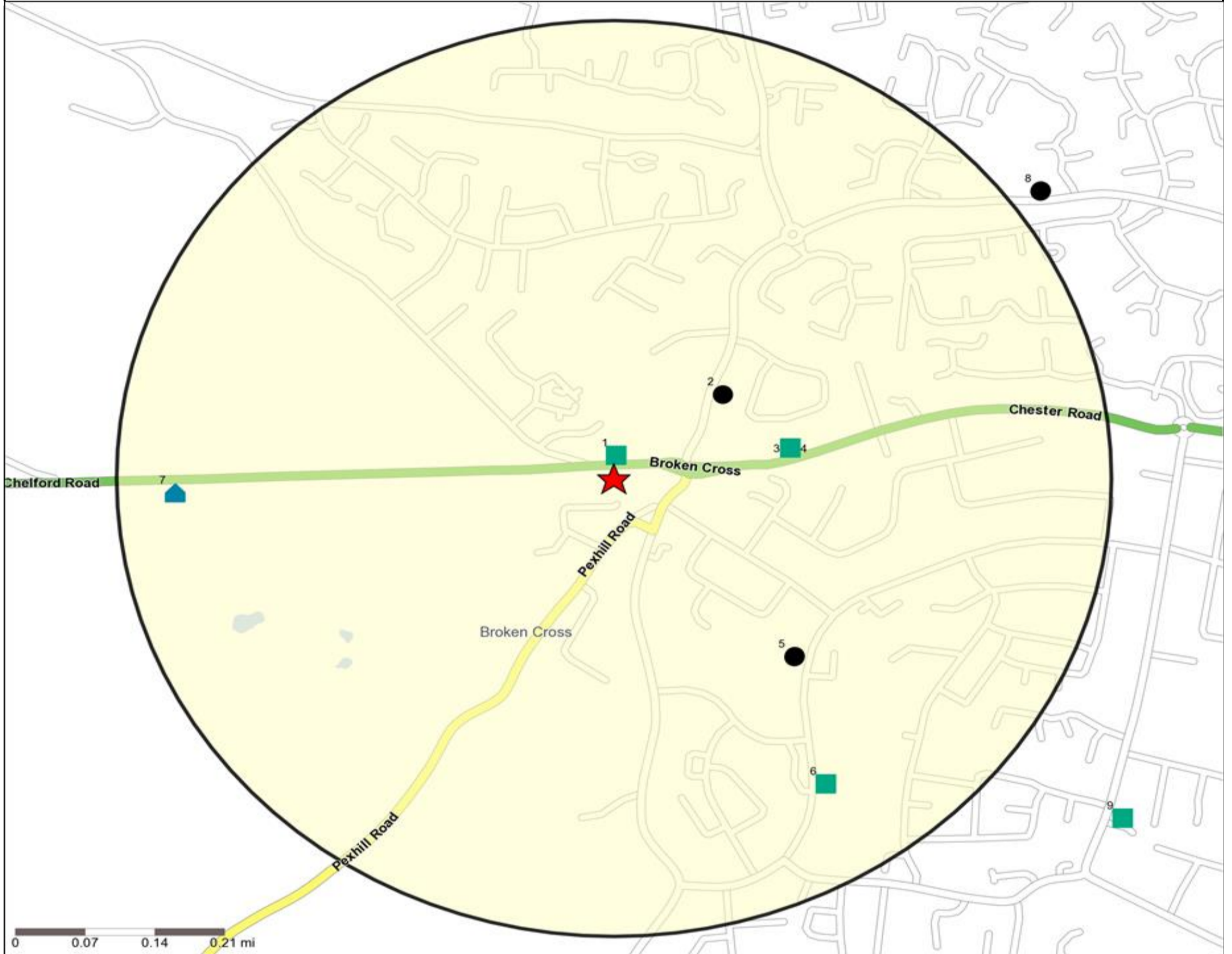
- ★ Location
- ⬠ Branded Food
- 🏠 Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◇ Rural Character
- 🌊 Rivers, Canals and Lakes
- Community Local

#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	9	14
Circuit Bar	0	2	12	12
Community Local	3	16	46	59
Dry Led	1	2	7	13
Branded Food Pub	0	2	6	9
Rural	0	0	1	2
Other	3	17	57	86
<b>Total</b>	<b>7</b>	<b>40</b>	<b>138</b>	<b>195</b>



### Competition Map and Data: PACKHORSE, BROCKEN CROSS (203080)



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	3
Dry Led	1
Branded Food Pub	0
Rural	0
Other	3
<b>Total</b>	<b>7</b>





## Local Competition: PACKHORSE, BROCKEN CROSS (203080)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PACKHORSE, BROCKEN CROSS	12 CHELFORD ROAD, MACCLESFIELD, SK10 3LG	Punch Taverns	SK10 3LG	Punch Taverns	0.00
1	Pack Horse	12 Chelford Road, Broken Cross, Macclesfield	Punch Pub Company	SK10 3LG	Community Local	0.03
2	Broken Cross Inn	Fallibroome Road, Macclesfield	Independent Free	SK10 3LD	Other	0.14
3	Hebury & Broken Cross Club	Broken Cross, Macclesfield	Independent Free	SK11 8TU	Other	0.18
4	Bulls Head	155-157 Broken Cross, Macclesfield	Punch Pub Company	SK11 8TU	Community Local	0.18
5	Weston Balti Raj	12-14 Weston Square, Earlsway, Macclesfield	Independent Free	SK11 8SS	Other	0.27
6	Weston	76 Earlsway, Macclesfield	Punch Pub Company	SK11 8SR	Community Local	0.40
7	Cock	Chelford Road, Henbury, Macclesfield	Robinsons	SK10 3LH	Dry Led	0.44
8	Macclesfield Cricket & Tennis Club	King Edward Street, Macclesfield	Independent Free	SK10 3JE	Other	0.53
9	Ivy Leaf	108 Ivy Road, Macclesfield	Punch Pub Company	SK11 8NA	Community Local	0.63
10	Macclesfield Leisure Centre	Priory Lane, Macclesfield	Independent Free	SK10 4AF	Other	0.81
11	Macclesfield Rugby Union Football Club	Priory Lane, Macclesfield	Independent Free	SK10 4AF	Other	0.81
12	Blacksmiths Arms	Chelford Road, Henbury, Macclesfield	Spirit Pub Company	SK11 9PG	Branded Food	0.92
13	Ox-Fford	73 Oxford Road, Macclesfield	Unknown	SK11 8JG	Community Local	1.00
14	Weavers	11 Thornton Square, Macclesfield	Punch Pub Company	SK11 7XZ	Circuit Bar	1.01
15	Macclesfield Conservative Club	2 West Bank Road, Macclesfield	Independent Free	SK10 3BT	Other	1.06
16	Flower Pot	1 Congleton Road, Macclesfield	Robinsons	SK11 7UF	Dry Led	1.09
17	Crompton Road Tavern	53 Crompton Road, Macclesfield	Admiral Taverns Ltd	SK11 8DS	Community Local	1.14
18	Silk Room Restaurant	Park Lane, Macclesfield	Independent Free	SK11 8LF	Other	1.19
19	Bruce Arms	231 Crompton Road, Macclesfield	Punch Pub Company	SK11 8HB	Community Local	1.19
20	Rising Sun	245 Congleton Road, Gawsorth, Macclesfield	Spirit Pub Company	SK11 7XD	Branded Food	1.21
21	Macc Masonic Club	1 Riseley Street, Macclesfield	Independent Free	SK10 1BW	Other	1.23
22	Plough Inn	32 Prestbury Road, Macclesfield	Punch Pub Company	SK10 1AU	Community Local	1.23
23	Chester Rd Tavern	18 Chester Road, Macclesfield	Punch Pub Company	SK11 8DG	Community Local	1.26
24	Pack Horse Bowling Club	Abbey Road, Macclesfield	Independent Free	SK10 3AU	Other	1.30
25	Barnfield	24 Catherine Street, Macclesfield	*Other Small Retail Groups	SK11 6ET	Community Local	1.31
26	Chesters Restaurant	122 Chestergate, Macclesfield	Independent Free	SK11 6DU	Other	1.32
27	New Shalimar	102 Chestergate, Macclesfield	Independent Free	SK11 6DU	Other	1.32
28	Shalimar Restaurant	98 Chestergate, Macclesfield	Independent Free	SK11 6DU	Other	1.32
29	Deli Garden	101 Chestergate, Macclesfield	Independent Free	SK11 6DP	Other	1.34
30	Prince Albert	140 Newton Street, Macclesfield	Unknown	SK11 6RW	Community Local	1.34