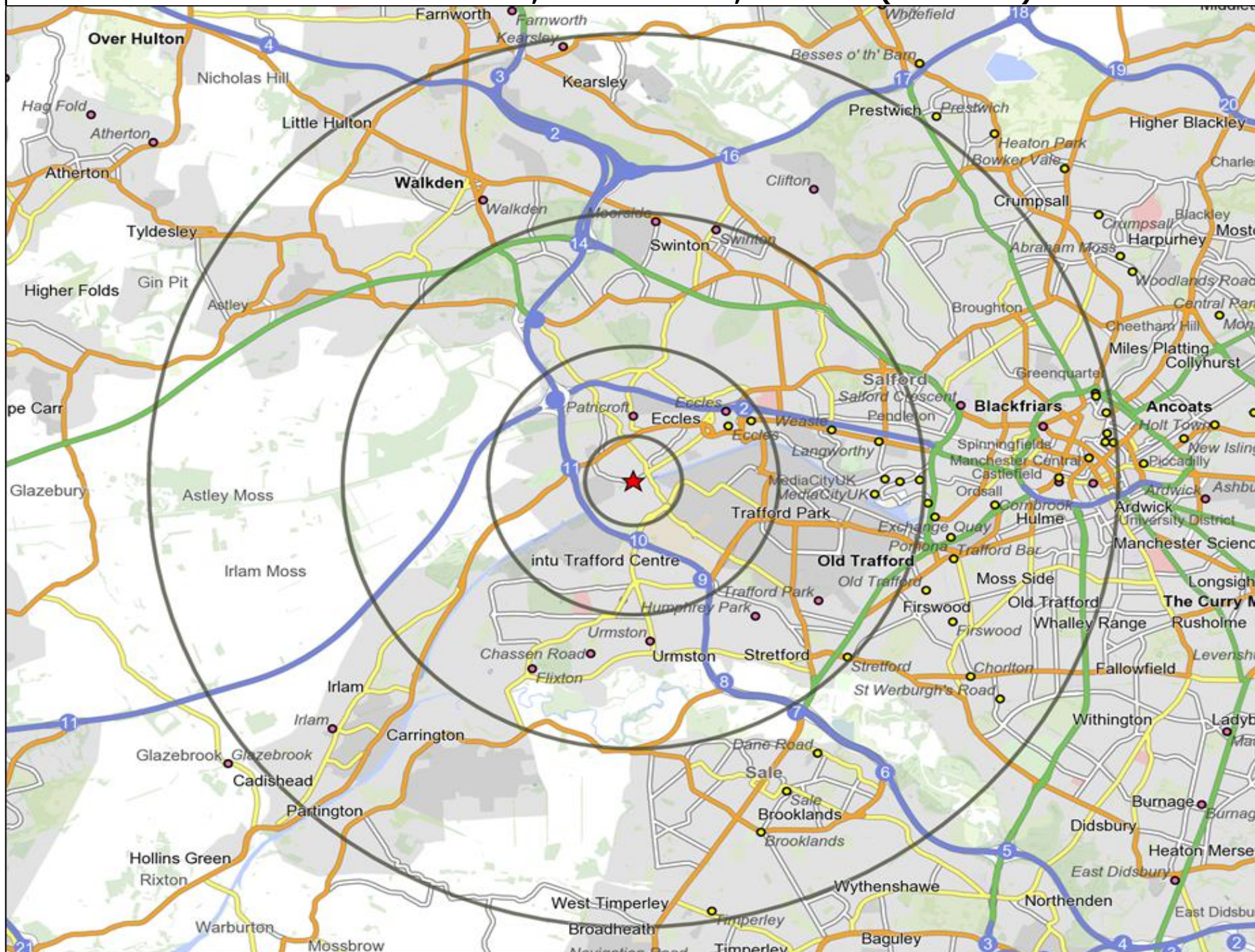




Customer Profile Report for ROCK HOUSE, BARTON (Punch Outlet Number: 203244)
40 PEEL GREEN ROAD, MANCHESTER, M30 7AY (M 30 7AY)



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

Age Data Table

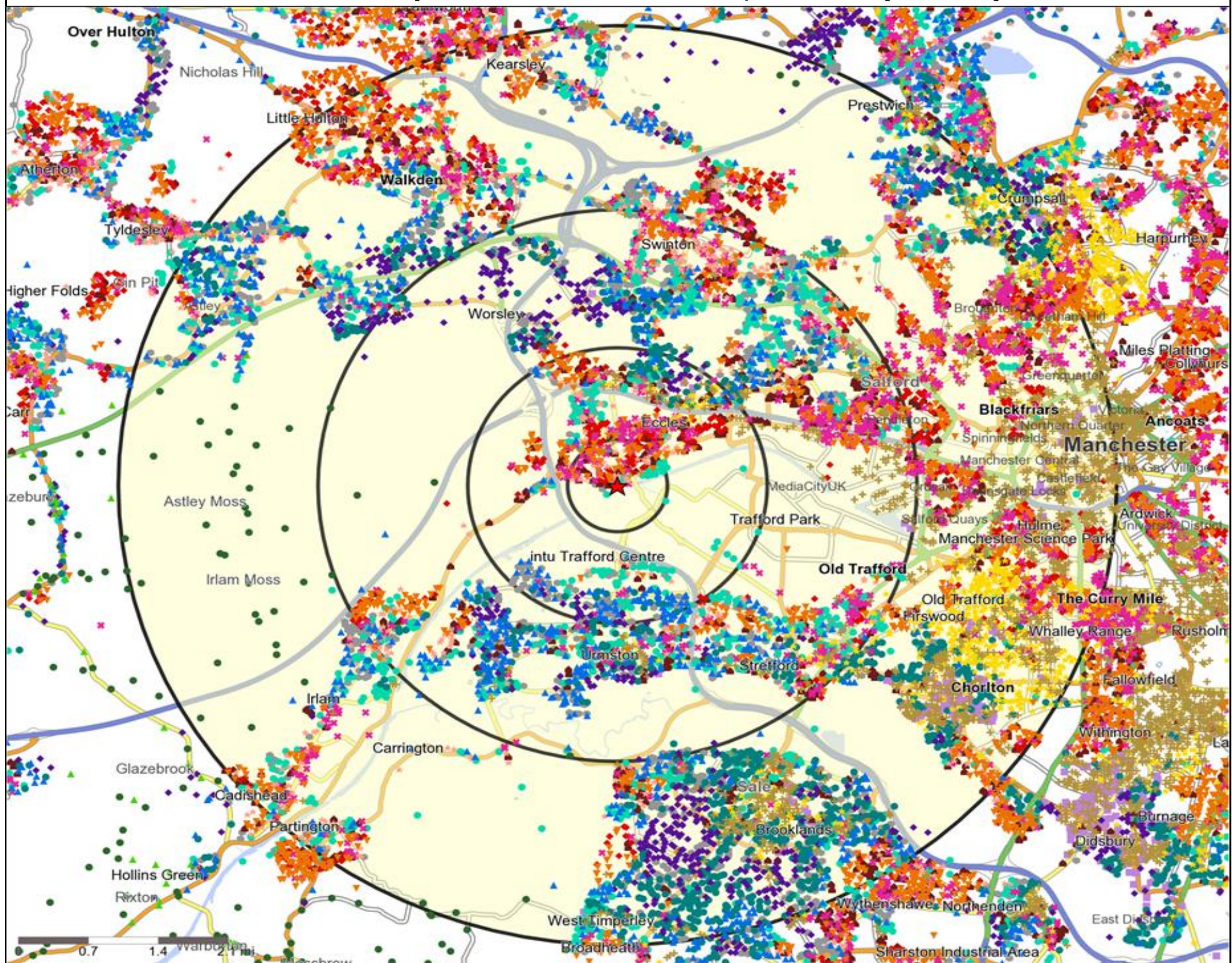
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,481	8,810	33,907	100,981	63,581	113	103	102	101	98
16-17	166	1,095	4,111	11,544	7,463	102	103	100	93	93
18-24	558	3,596	14,485	58,455	33,054	88	87	91	121	106
25-34	1,305	6,972	26,494	94,235	56,835	137	111	110	129	121
35-44	957	6,173	23,546	70,719	45,780	108	106	105	105	105
45-54	935	6,694	25,732	70,751	48,314	95	103	103	94	99
55-64	650	4,958	19,094	50,864	35,445	82	96	96	84	91
65+	921	7,467	29,077	75,165	53,968	73	91	92	78	87
Population estimate 2015	6,973	45,765	176,446	532,714	344,440	100	100	100	100	100

Ethnicity - Census 2011

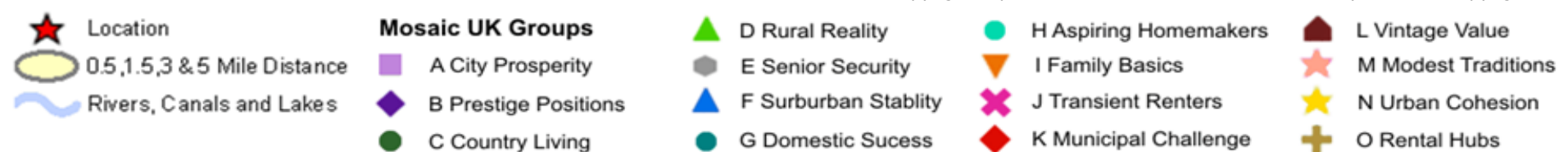
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	6,230	40,366	154,471	426,916	295,943	92%	91%	90%	83%	89%
Mixed / Multiple Ethnic Groups	126	822	3,764	14,293	7,610	2%	2%	2%	3%	2%
Asian / Asian British	222	1,765	7,768	40,629	18,701	3%	4%	5%	8%	6%
Black / African / Caribbean / Black British	134	819	4,041	21,918	8,194	2%	2%	2%	4%	2%
Other Ethnic Group	86	646	1,475	8,274	3,436	1%	1%	1%	2%	1%
All People (Ethnic Group)	6,798	44,418	171,519	512,030	333,884	100	100	100	100	100



Mosaic UK Map and Data: ROCK HOUSE, BARTON (203244)



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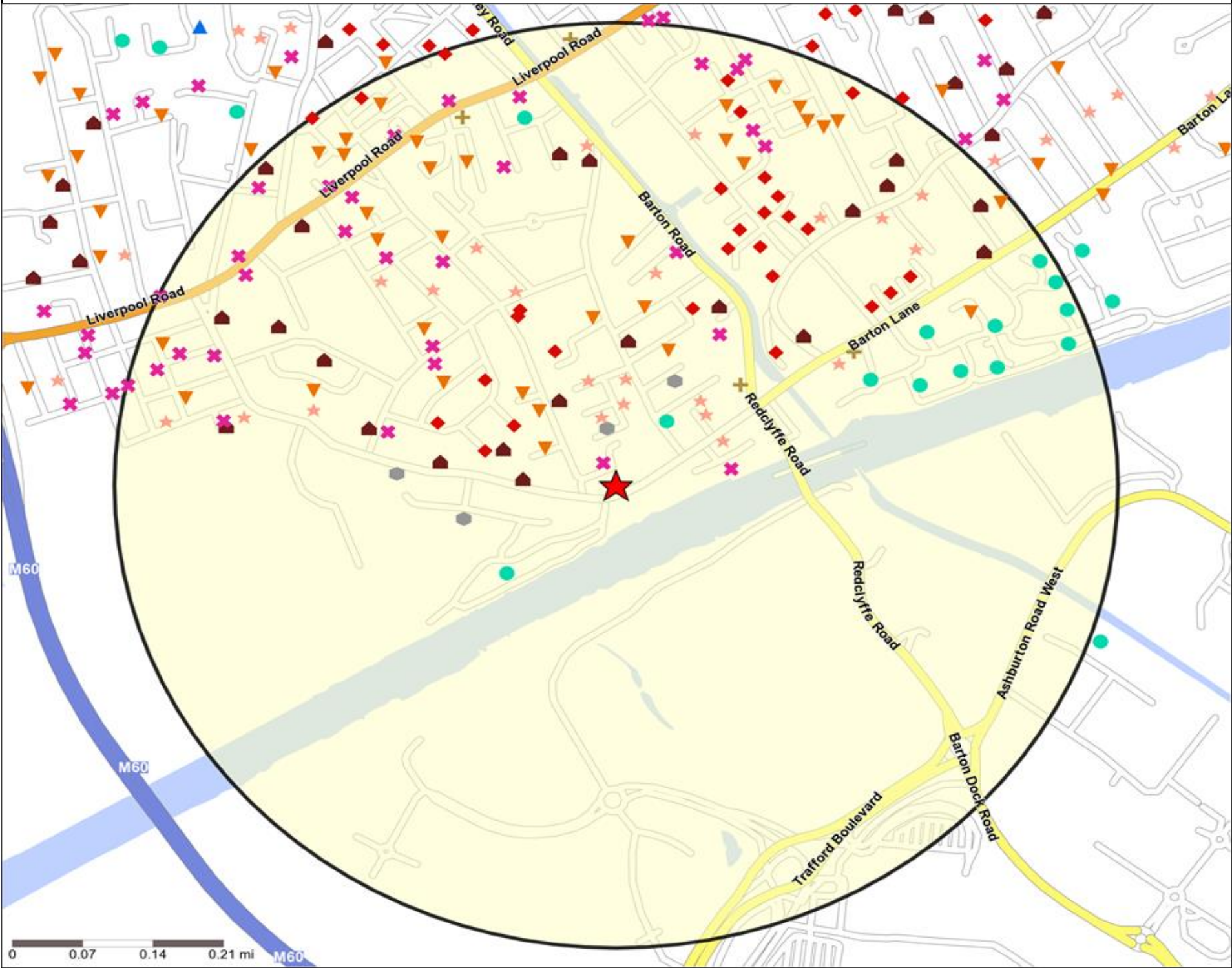
Mosaic UK Data Table (Residential)

	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	25	147	4,055	1,092	0	2	3	24	10
B Prestige Positions (18+)	0	1,013	5,400	14,707	10,640	0	39	54	50	54
C Country Living (18+)	0	7	18	294	130	0	0	0	1	1
D Rural Reality (18+)	0	0	0	30	127	0	0	0	0	1
E Senior Security (18+)	211	4,096	16,353	34,251	26,354	49	140	145	104	120
F Suburban Stability (18+)	0	2,737	14,620	31,140	23,285	0	125	173	126	141
G Domestic Success (18+)	0	1,728	8,717	37,590	23,380	0	57	75	110	103
H Aspiring Homemakers (18+)	476	4,313	21,547	41,699	34,388	98	132	171	113	140
I Family Basics (18+)	1,152	4,117	13,444	37,057	27,092	300	159	135	127	139
J Transient Renters (18+)	960	3,741	13,601	34,355	24,815	312	181	170	147	159
K Municipal Challenge (18+)	957	4,305	7,313	25,874	16,362	306	204	90	109	103
L Vintage Value (18+)	567	3,554	12,875	30,923	24,518	169	157	148	121	144
M Modest Traditions (18+)	931	2,988	10,829	20,123	16,421	368	175	165	105	128
N Urban Cohesion (18+)	0	1,030	2,505	24,513	6,871	0	55	35	116	49
O Rental Hubs (18+)	71	2,206	10,899	68,423	34,216	17	80	102	219	165
Adults 18+ estimate 2015	5,325	35,860	138,268	405,034	269,691	100	100	100	100	100

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Mosaic UK Map and Data: ROCK HOUSE, BARTON (203244)



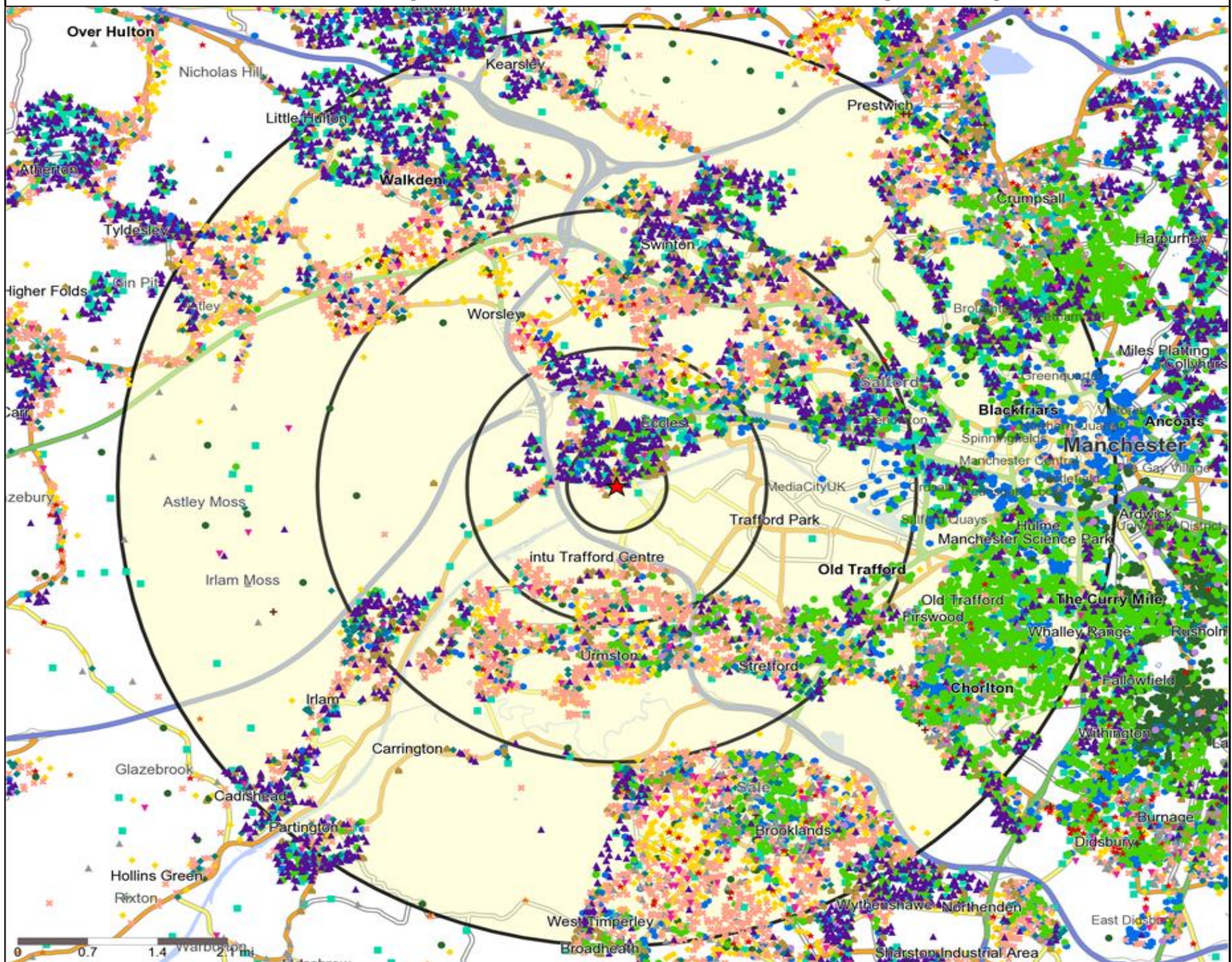
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	211	49
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	476	98
I Family Basics (18+)	1,152	300
J Transient Renters (18+)	960	312
K Municipal Challenge (18+)	957	306
L Vintage Value (18+)	567	169
M Modest Traditions (18+)	931	368
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	71	17
Adults 18+ estimate 2015	5,325	100



Occasions Map and Data: ROCK HOUSE, BARTON (203244)



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★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

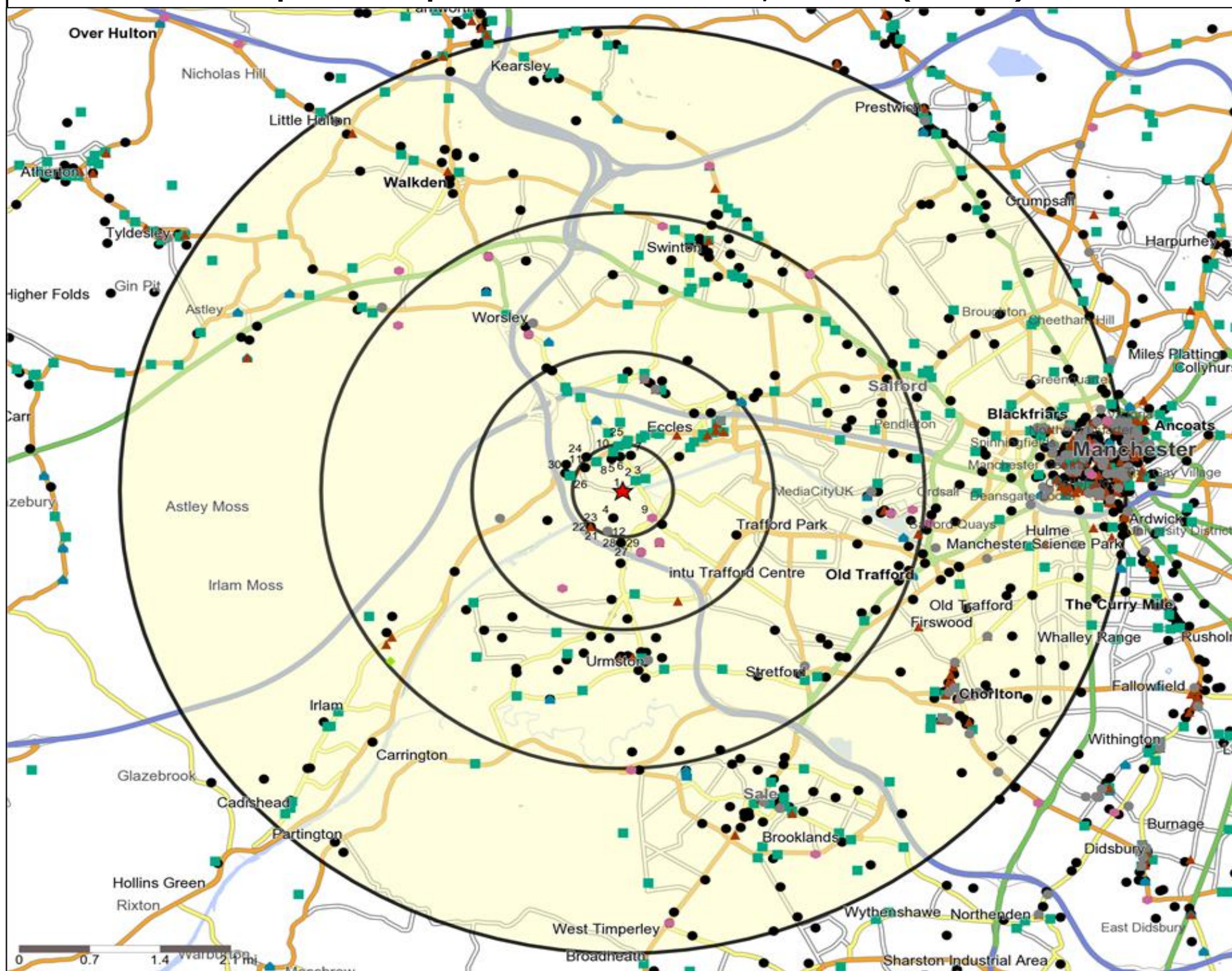
Occasions Data Table

	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	631	3,444	10,330	29,725	20,050	123	114	92	92	93
02 Early Doors	468	2,809	10,057	24,268	18,429	109	111	107	89	102
03 Everyday is Friday	413	2,394	9,128	25,617	17,584	113	111	114	111	114
04 Weekend Millionaires	902	4,215	13,833	34,697	25,535	170	136	120	104	115
05 Out On The Town	683	3,743	14,266	45,520	29,179	134	125	128	141	136
06 Business and Pleasure	171	1,142	4,370	16,952	9,381	65	74	76	102	85
07 Sporting Pints	680	3,374	12,037	42,743	24,461	121	102	98	120	104
08 Student Social	64	738	3,553	12,146	7,253	27	53	68	81	73
09 Leisurely Lunch	390	2,501	9,619	27,152	18,211	78	85	88	86	87
10 Wining and Dining	302	2,639	11,089	31,729	20,920	53	79	89	88	87
11 Household Outing	572	2,984	11,382	29,648	20,589	127	113	115	104	109
12 Midweek Meal Deal	379	1,748	6,118	16,422	11,089	149	117	110	103	104
13 Date Night	132	1,736	7,854	22,078	15,383	33	73	89	87	91
14 Birthday Treat	252	1,843	7,404	20,343	13,992	62	78	84	80	82
15 Pre Show Meal	97	735	3,075	8,299	5,606	70	90	101	95	96
Number of Occasions	6,136	36,045	134,115	387,339	257,662	100	100	100	100	100

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Competition Map and Data: ROCK HOUSE, BARTON (203244)



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

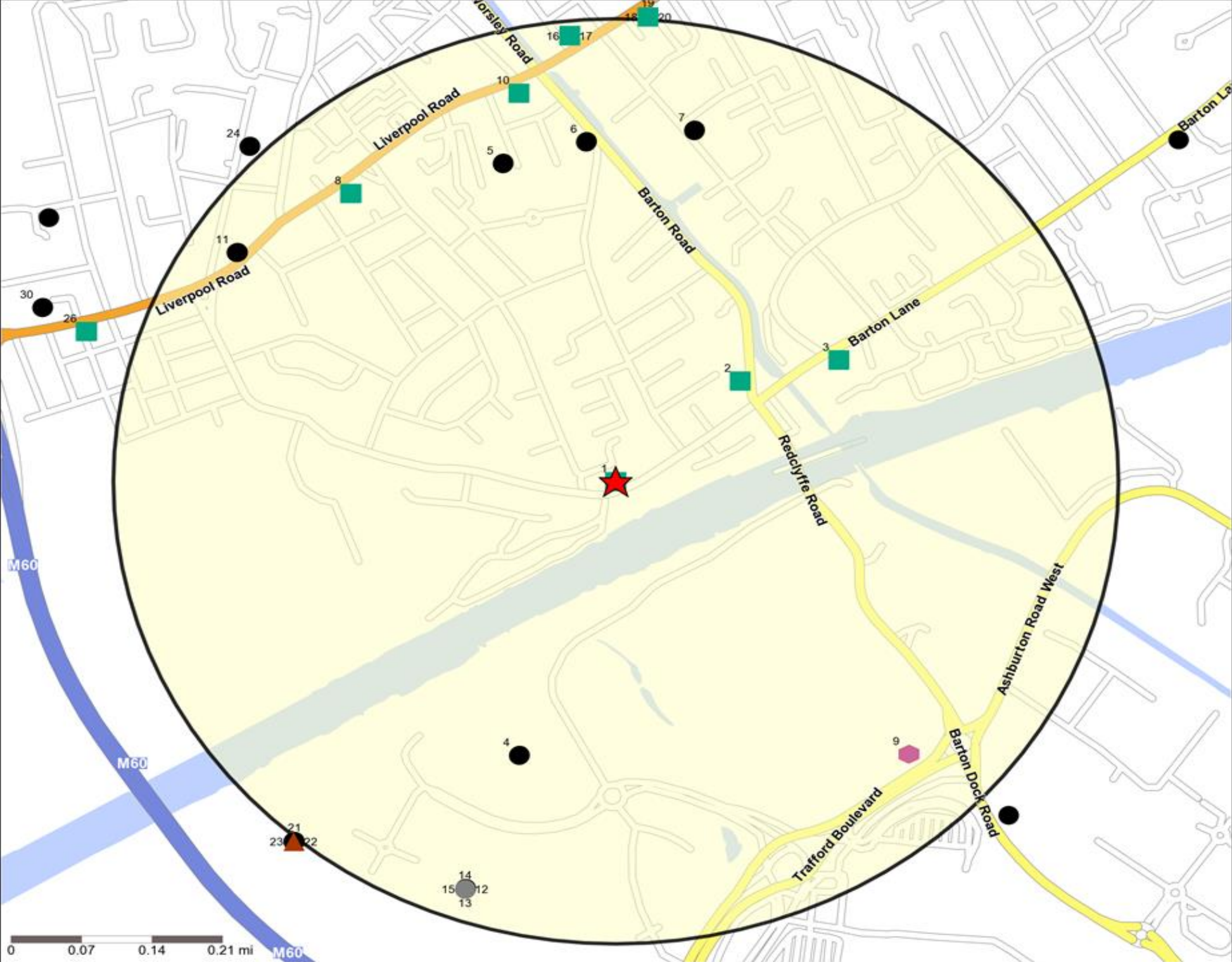


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	7	14	108
Circuit Bar	0	13	21	133
Community Local	7	31	68	170
Dry Led	0	1	7	26
Branded Food Pub	1	4	12	23
Rural	0	0	1	1
Other	8	74	195	686
Total	17	130	318	1,147



Competition Map and Data: ROCK HOUSE, BARTON (203244)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	1
Circuit Bar	0
Community Local	7
Dry Led	0
Branded Food Pub	1
Rural	0
Other	8
Total	17



Local Competition: ROCK HOUSE, BARTON (203244)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ROCK HOUSE, BARTON	40 PEEL GREEN ROAD, MANCHESTER, M30 7AY	Punch Taverns	M 30 7AY	Punch Taverns	0.00
1	Rock House Hotel	40 Peel Green Road, Eccles, Manchester	Punch Pub Company	M 30 7AY	Community Local	0.00
2	Dutton Arms	56 Barton Road, Eccles, Manchester	Punch Pub Company	M 30 7AE	Community Local	0.16
3	Kings Head Hotel	535 Barton Lane, Eccles, Manchester	Star Pubs & Bars	M 30 0HY	Community Local	0.26
4	David Lloyd Leisure	Barton Embankment, Trafford Park, Manchester	Versailles Bidco Ltd	M 17 8RH	Other	0.31
5	Talbot Catholic Club	12 Eldon Place, Eccles, Manchester	Independent Free	M 30 8QE	Other	0.36
6	Patricroft Conservative Club	Barton Road, Eccles, Manchester	Independent Free	M 30 7AA	Other	0.37
7	Worsley Cruising Club	Cawdor Street, Eccles, Manchester	Independent Free	M 30 0QF	Other	0.39
8	Grapes Hotel	439 Liverpool Road, Eccles, Manchester	Holt	M 30 7HD	Community Local	0.41
9	Swinging Bridge	18-20 Trafford Boulevard, Urmston, Manchester	Whitbread	M 41 7JE	Branded Food	0.41
10	Packet House	321 Liverpool Road, Eccles, Manchester	Punch Pub Company	M 30 8GF	Community Local	0.43
11	Sharmin Palace	532-534 Liverpool Road, Eccles, Manchester	Independent Free	M 30 7JA	Other	0.45
12	Salvi's Bar	9 Trafford Way, Manchester	Independent Free	M 41 7JA	Cafe / Wine Bar	0.47
13	Chill Factore	7 Trafford Way, Urmston, Manchester	Independent Free	M 41 7JA	Other	0.47
14	Nandos	7 Trafford Way, Manchester	Nandos Restaurants	M 41 7JA	Other	0.47
15	Vedas	7 Trafford Way, Urmston, Manchester	Independent Free	M 41 7JA	Other	0.47
16	Bird In Hand	304 Liverpool Road, Eccles, Manchester	Holt	M 30 0RY	Community Local	0.48
17	Spinners Arms	308 Liverpool Road, Eccles, Manchester	Independent Free	M 30 0RY	Community Local	0.48
18	Stanley Arms	295 Liverpool Road, Eccles, Manchester	Holt	M 30 0QN	Community Local	0.50
19	Cosmo Bingo Social Club	241 Liverpool Road, Eccles, Manchester	Independent Free	M 30 0QN	Other	0.50
20	Wangies	303 Liverpool Road, Eccles, Manchester	Independent Free	M 30 0QN	Community Local	0.50
21	Powerleague	Trafford Way, Manchester	Powerleague Group	M 17 8DD	Other	0.50
22	Castle In The Air	1 Trafford Way, The Trafford Centre, Manchester	Wetherspoon	M 17 8DD	Circuit Bar	0.50
23	Dw Sports Fitness	Trafford Way, Manchester	DW Sports Fitness	M 17 8DD	Other	0.50
24	Barton Hall Social Club	Hardy Street, Eccles, Manchester	Independent Free	M 30 7NB	Other	0.51
25	Bridgewater Hotel	264 Liverpool Road, Eccles, Manchester	Holt	M 30 0RZ	Community Local	0.54
26	Unicorn	539 Liverpool Road, Eccles, Manchester	Star Pubs & Bars	M 30 7BY	Community Local	0.55
27	Trafford Golf Centre	Old Park Lane, Manchester	Independent Free	M 17 8PG	Other	0.56
28	Premier Inn	Old Park Lane, Manchester	Whitbread	M 17 8PG	Other	0.56
29	Mont Blanc	Old Park Lane, Trafford Centre, Manchester	Independent Free	M 17 8PG	Other	0.56
30	St Michaels Social Club	Liverpool Road, Eccles, Manchester	Independent Free	M 30 7LP	Other	0.60