



**Customer Profile Report for HOP POLE, CREWE (Punch Outlet Number: 202867)  
140-142 WISTASTON ROAD, CREWE, CW2 7RQ (CW 2 7RQ)**



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

**Age Data Table**

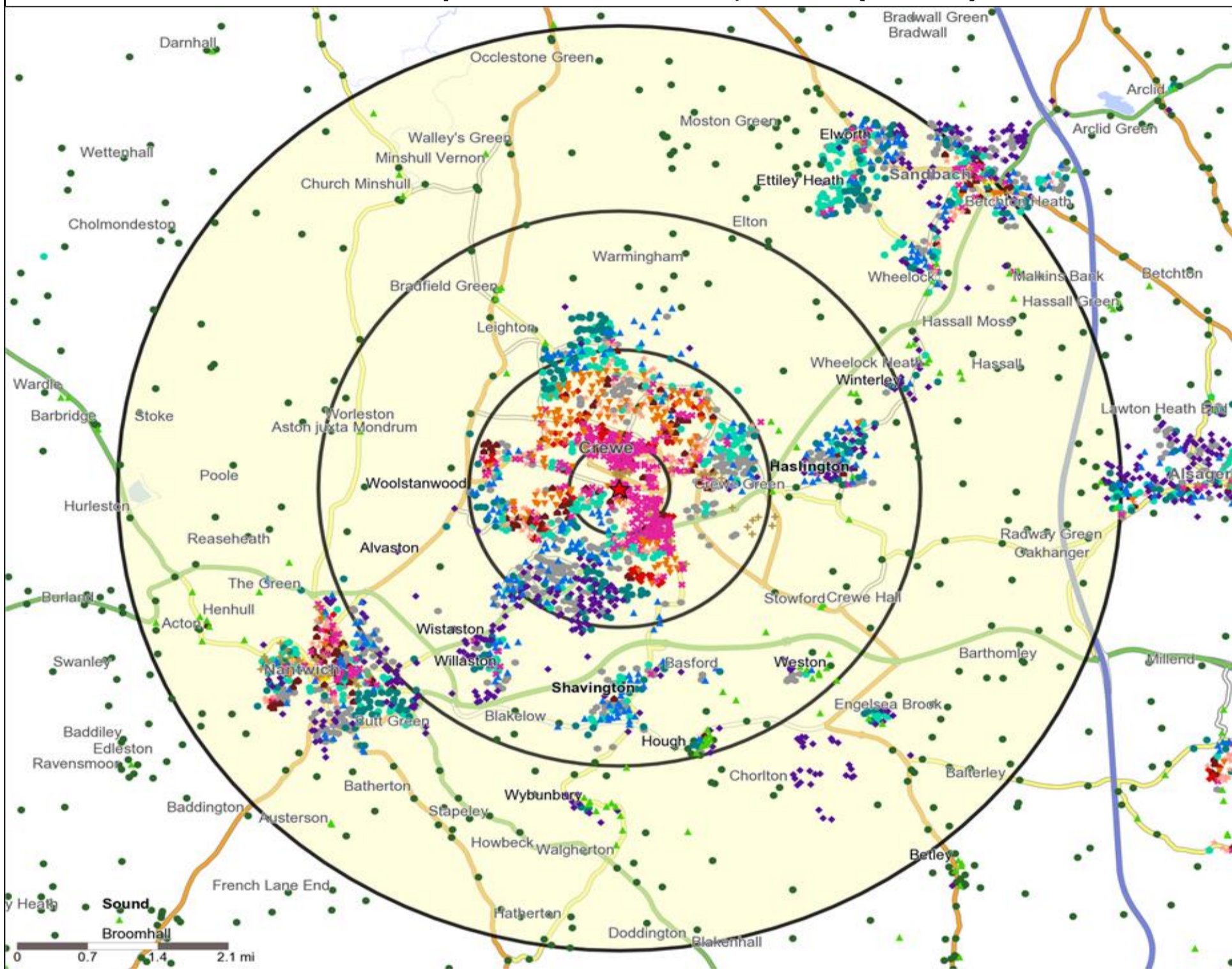
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	2,114	12,880	16,631	23,977	24,302	102	105	101	100	99
16-17	280	1,620	2,164	3,203	3,245	109	107	106	108	107
18-24	1,683	7,820	9,316	12,129	12,272	169	132	118	105	104
25-34	2,111	9,104	11,008	15,378	15,508	140	102	92	88	87
35-44	1,335	7,475	10,194	15,593	15,853	95	90	92	96	96
45-54	1,422	8,713	12,502	18,853	19,351	91	94	101	104	104
55-64	867	6,391	9,385	13,990	14,556	70	87	95	97	98
65+	1,215	11,286	16,272	24,550	25,683	61	96	103	107	109
<b>Population estimate 2015</b>	<b>11,027</b>	<b>65,289</b>	<b>87,472</b>	<b>127,673</b>	<b>130,770</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	9,405	60,805	82,575	120,326	123,727	90%	95%	96%	96%	97%
Mixed / Multiple Ethnic Groups	254	1,038	1,193	1,516	1,531	2%	2%	1%	1%	1%
Asian / Asian British	524	1,248	1,428	1,797	1,805	5%	2%	2%	1%	1%
Black / African / Caribbean / Black British	185	565	613	705	699	2%	1%	1%	1%	1%
Other Ethnic Group	91	262	318	424	404	1%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>10,459</b>	<b>63,918</b>	<b>86,127</b>	<b>124,768</b>	<b>128,166</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Mosaic UK Map and Data: HOP POLE, CREWE (202867)



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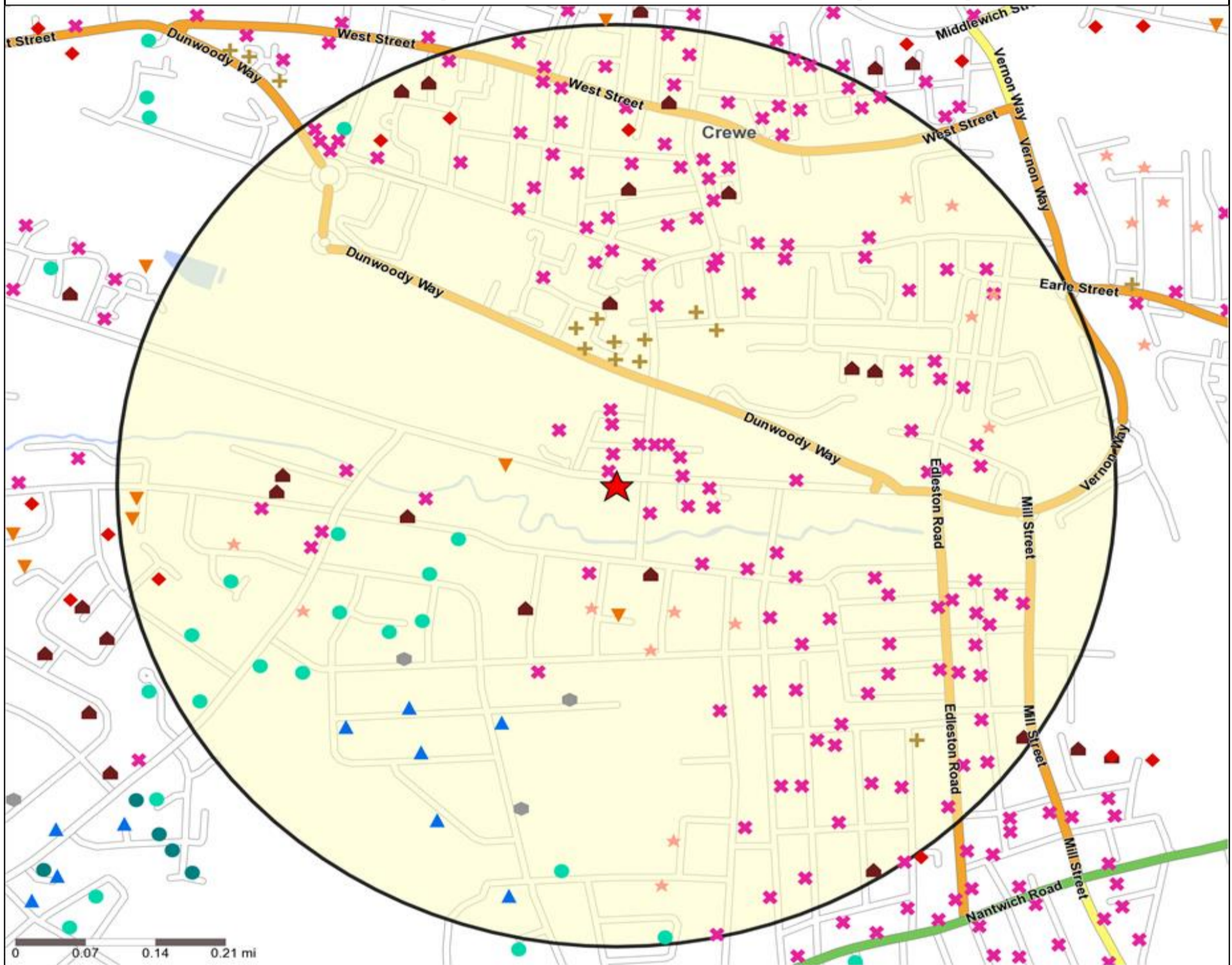
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	0	2,118	5,200	9,427	10,608	0	58	106	130	143
<b>C Country Living (18+)</b>	0	68	938	3,960	4,342	0	2	20	58	61
<b>D Rural Reality (18+)</b>	0	0	616	2,105	2,470	0	0	13	31	35
<b>E Senior Security (18+)</b>	246	5,454	8,635	11,930	12,647	35	135	157	148	153
<b>F Suburban Stability (18+)</b>	286	3,189	6,974	9,532	9,525	54	105	169	157	153
<b>G Domestic Success (18+)</b>	13	2,755	6,345	11,429	11,227	2	66	112	137	131
<b>H Aspiring Homemakers (18+)</b>	771	6,387	8,457	12,778	12,728	98	141	138	142	137
<b>I Family Basics (18+)</b>	165	7,808	7,831	8,240	8,330	27	218	161	115	113
<b>J Transient Renters (18+)</b>	5,341	10,344	10,611	12,568	12,457	1,073	361	272	220	212
<b>K Municipal Challenge (18+)</b>	207	2,925	2,925	3,151	3,151	41	100	74	54	53
<b>L Vintage Value (18+)</b>	534	3,445	3,651	5,854	5,973	98	110	86	94	93
<b>M Modest Traditions (18+)</b>	666	4,347	4,482	6,092	6,342	162	184	140	129	131
<b>N Urban Cohesion (18+)</b>	0	0	0	151	175	0	0	0	3	3
<b>O Rental Hubs (18+)</b>	396	866	866	1,908	1,899	60	23	17	25	24
<b>Adults 18+ estimate 2015</b>	<b>8,625</b>	<b>49,706</b>	<b>67,531</b>	<b>99,125</b>	<b>101,874</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



Mosaic UK Map and Data: HOP POLE, CREWE (202867)



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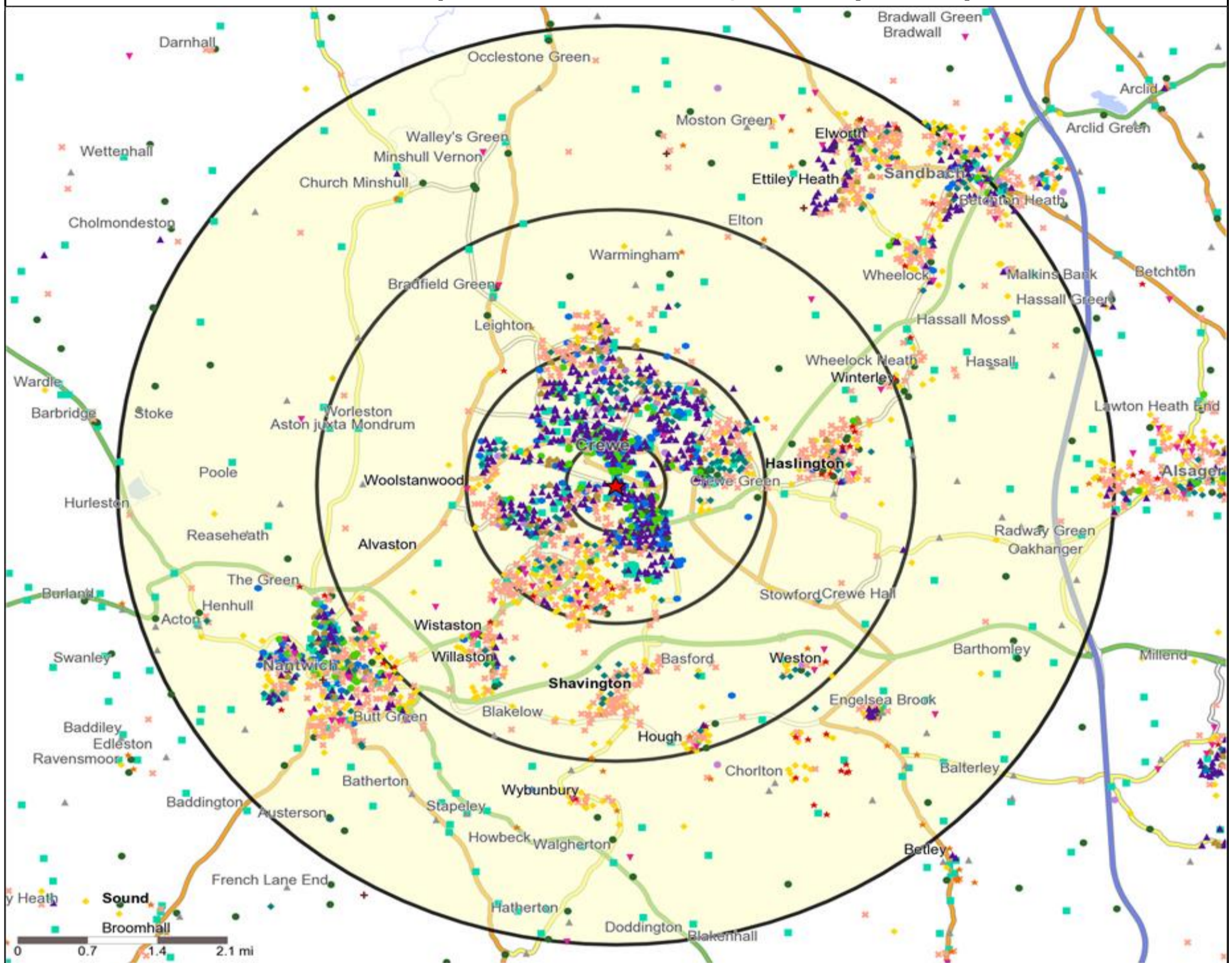
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
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- ★ M Modest Traditions
- ★ N Urban Cohesion
- ✚ O Rental Hubs

**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+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	246	35
F Suburban Stability (18+)	286	54
G Domestic Success (18+)	13	2
H Aspiring Homemakers (18+)	771	98
I Family Basics (18+)	165	27
J Transient Renters (18+)	5,341	1,073
K Municipal Challenge (18+)	207	41
L Vintage Value (18+)	534	98
M Modest Traditions (18+)	666	162
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	396	60
<b>Adults 18+ estimate 2015</b>	<b>8,625</b>	<b>100</b>



### Occasions Map and Data: HOP POLE, CREWE (202867)



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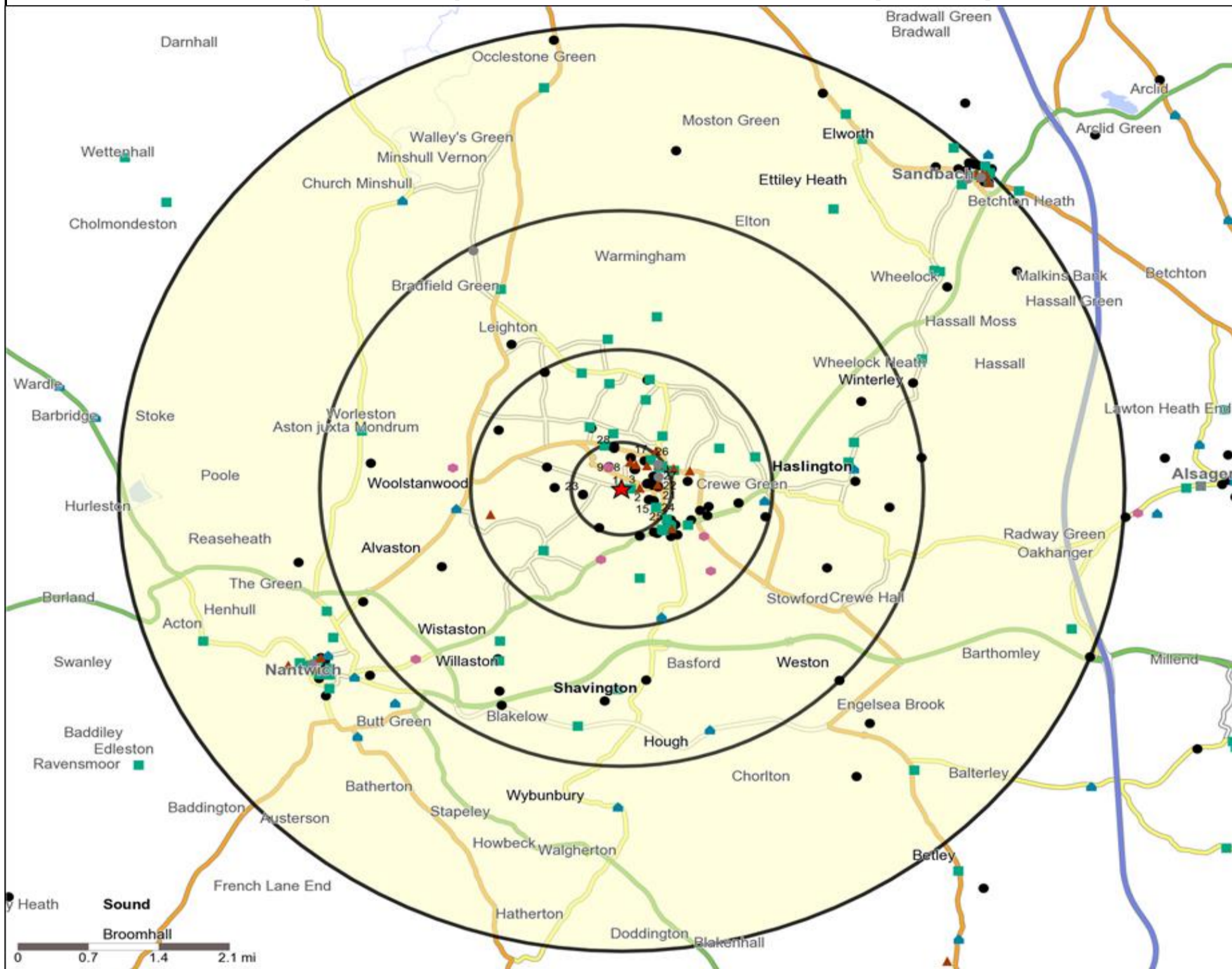
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ★ 10 Wining and Dining
- ★ 12 Midweek Meal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

#### 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	761	4,261	5,079	7,000	7,252	107	105	97	93	94
02 Early Doors	443	3,571	4,631	6,634	6,875	74	105	105	105	106
03 Everyday is Friday	526	3,068	3,969	5,729	5,845	103	106	106	106	106
04 Weekend Millionaires	1,241	6,178	7,003	9,248	9,252	169	148	129	119	116
05 Out On The Town	1,255	5,275	6,304	8,434	8,482	177	131	121	113	111
06 Business and Pleasure	272	1,324	1,751	2,751	2,802	74	64	65	71	71
07 Sporting Pints	1,143	4,480	5,014	6,448	6,471	146	101	87	78	77
08 Student Social	140	1,034	1,721	2,831	2,945	42	55	71	81	82
09 Leisurely Lunch	518	3,428	4,682	6,972	7,229	75	87	91	95	96
10 Wining and Dining	433	3,483	5,446	8,544	8,796	55	77	93	102	103
11 Household Outing	470	3,945	5,000	7,046	7,131	75	111	108	106	105
12 Midweek Meal Deal	697	2,941	3,389	4,234	4,286	198	147	131	114	113
13 Date Night	163	2,120	3,761	6,319	6,625	29	66	91	107	109
14 Birthday Treat	325	2,506	3,794	5,899	6,100	58	78	92	99	101
15 Pre Show Meal	132	853	1,244	2,006	2,053	68	78	87	98	98
<b>Number of Occasions</b>	<b>8,519</b>	<b>48,467</b>	<b>62,788</b>	<b>90,095</b>	<b>92,144</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: HOP POLE, CREWE (202867)



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

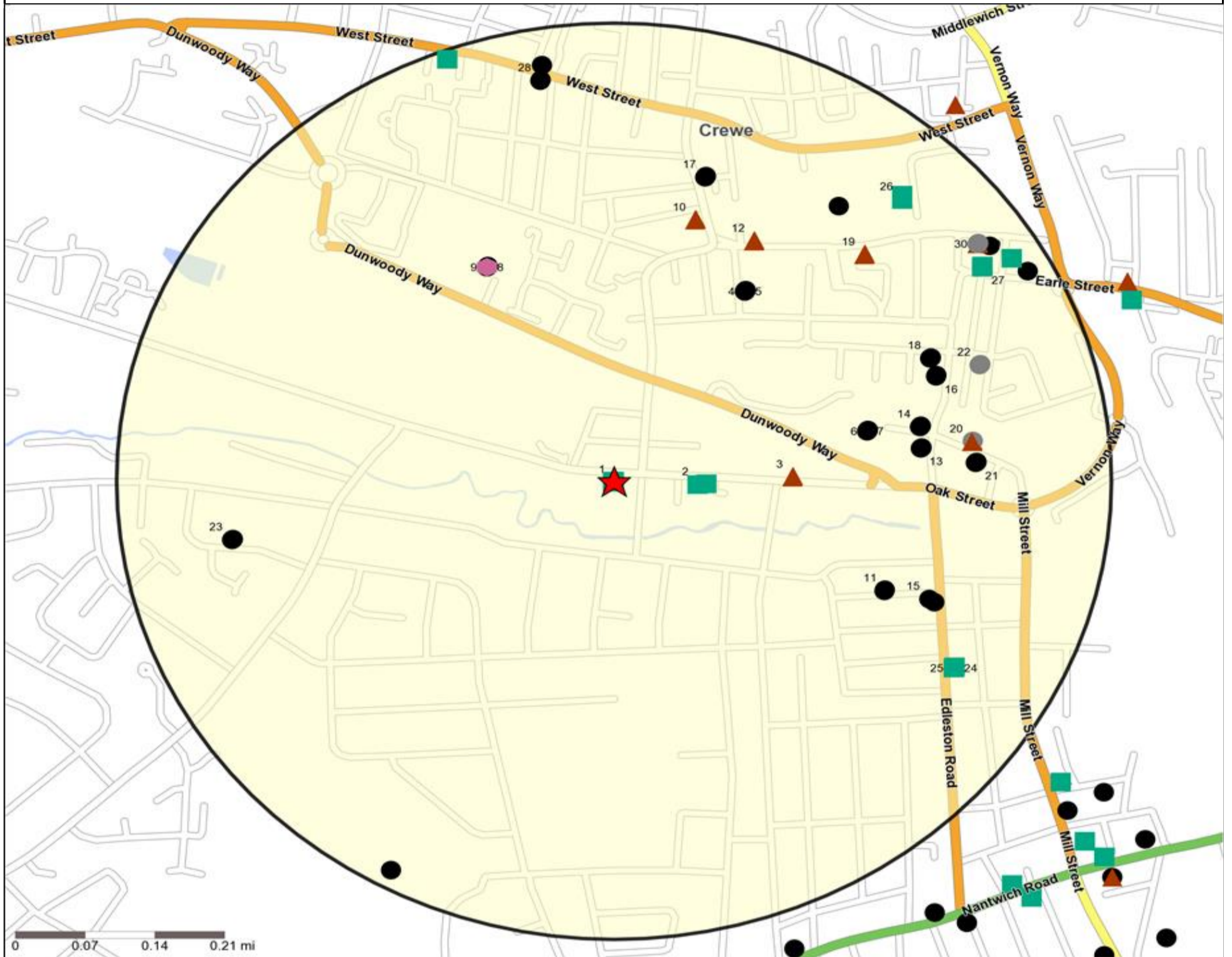
- ★ Location
- ⬠ Branded Food
- 🏠 Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◇ Rural Character
- 🌊 Rivers, Canals and Lakes
- Community Local

#### 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	2	2	3	9
Circuit Bar	6	11	11	22
Community Local	8	27	37	60
Dry Led	0	3	5	11
Branded Food Pub	1	4	7	8
Rural	0	0	1	2
Other	20	50	64	115
<b>Total</b>	<b>37</b>	<b>97</b>	<b>128</b>	<b>227</b>



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

#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	2
Circuit Bar	6
Community Local	8
Dry Led	0
Branded Food Pub	1
Rural	0
Other	20
<b>Total</b>	<b>37</b>



## Local Competition: HOP POLE, CREWE (202867)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	HOP POLE, CREWE	140-142 WISTASTON ROAD, CREWE, CW2 7RQ	Punch Taverns	CW 2 7RQ	Punch Taverns	0.00
1	Hop Pole	142 Wistaston Road, Crewe	Punch Pub Company	CW 2 7RQ	Community Local	0.00
2	Earl Of Chester	102-104 Wistaston Road, Crewe	Independent Free	CW 2 7RE	Community Local	0.08
3	Duke Of Bridgewater	2 Wistaston Road, Crewe	Marston's	CW 2 7RA	Circuit Bar	0.18
4	Victoria Social Club	2 Gatefield Street, Crewe	Independent Free	CW 1 2JP	Other	0.25
5	Crewe Liberal Club	Gatefield Street, Crewe	Independent Free	CW 1 2JP	Other	0.25
6	Mecca Bingo	Dunwoody Way, Crewe	Rank	CW 1 3AJ	Other	0.26
7	Mfa Bowl	Dunwoody Way, Crewe	1st Bowl	CW 1 3AJ	Other	0.26
8	Four Eagles	98 Dunwoody Way, Crewe	Greene King	CW 1 3AW	Branded Food	0.27
9	Pizza Hut	Dunwoody Way, Crewe	Pizza Hut UK Ltd	CW 1 3AW	Other	0.27
10	Limelight Club	Hightown, Crewe	Independent Free	CW 1 3BP	Circuit Bar	0.30
11	Ta Crewe	Myrtle Street, Crewe	Independent Free	CW 2 7HY	Other	0.30
12	Victoria Hotel	91-93 Victoria Street, Crewe	Admiral Taverns Ltd	CW 1 2JN	Circuit Bar	0.30
13	Acacia Lounge	250 Edleston Road, Crewe	Independent Free	CW 2 7EH	Other	0.31
14	Lac Thai	7 Chester Bridge, Crewe	Independent Free	CW 2 7EF	Other	0.31
15	Leisure Club	198 Edleston Road, Crewe	Independent Free	CW 2 7EP	Other	0.34
16	Dragon Palace	13-15 Market Street, Crewe	Independent Free	CW 1 2EW	Other	0.34
17	Crewe Anglers Social Club	7-9 Beech Street, Crewe	Independent Free	CW 1 2PY	Other	0.34
18	Crosville Social Club	Chester Street, Crewe	Independent Free	CW 1 2LB	Other	0.34
19	Gaffers Row	48 Victoria Street, Crewe	Wetherspoon	CW 1 2JE	Circuit Bar	0.35
20	Dagobar	27 High Street, Crewe	Independent Free	CW 2 7BL	Circuit Bar	0.36
21	M Club	High Street, Crewe	Independent Free	CW 2 7BN	Other	0.36
22	Hops	8-10 Prince Albert Street, Crewe	Independent Free	CW 1 2DF	Cafe / Wine Bar	0.39
23	Crewe Valley Working Mens Club	Rockwood Avenue, Crewe	Independent Free	CW 2 8LU	Other	0.39
24	Imperial Hotel	183 Edleston Road, Crewe	Punch Pub Company	CW 2 7HR	Community Local	0.40
25	Crewe Oddfellows Club	149 Edleston Road, Crewe	Independent Free	CW 2 7HR	Other	0.40
26	Angel	2 Victoria Centre, Crewe	Unknown	CW 1 2PU	Community Local	0.42
27	Cheese Hall	15 Earle Street, Crewe	Independent Free	CW 1 2BS	Community Local	0.44
28	West End Raob	94 West Street, Crewe	Independent Free	CW 1 3HE	Other	0.44
29	Harlequin Cafe & Bar	Heath Street, Crewe	Independent Free	CW 1 2BZ	Cafe / Wine Bar	0.45
30	Grand Junction	1 Heath Street, Crewe	Enterprise Inns	CW 1 2BZ	Circuit Bar	0.45