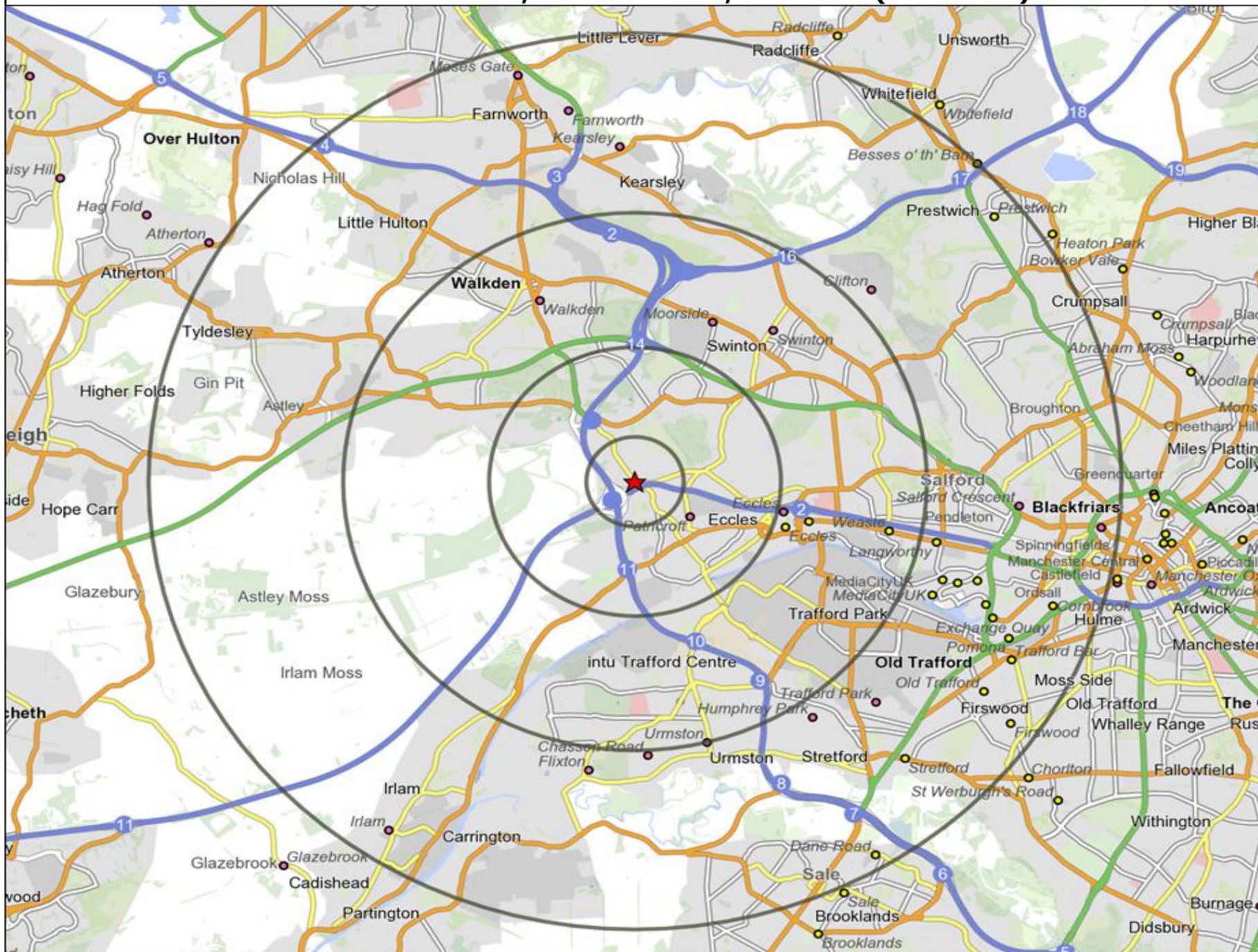




**Customer Profile Report for EGERTON ARMS, WINTON (Punch Outlet Number: 202675)
363 WORSLEY ROAD, MANCHESTER, M30 8HU (M 30 8HU)**



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

Age Data Table

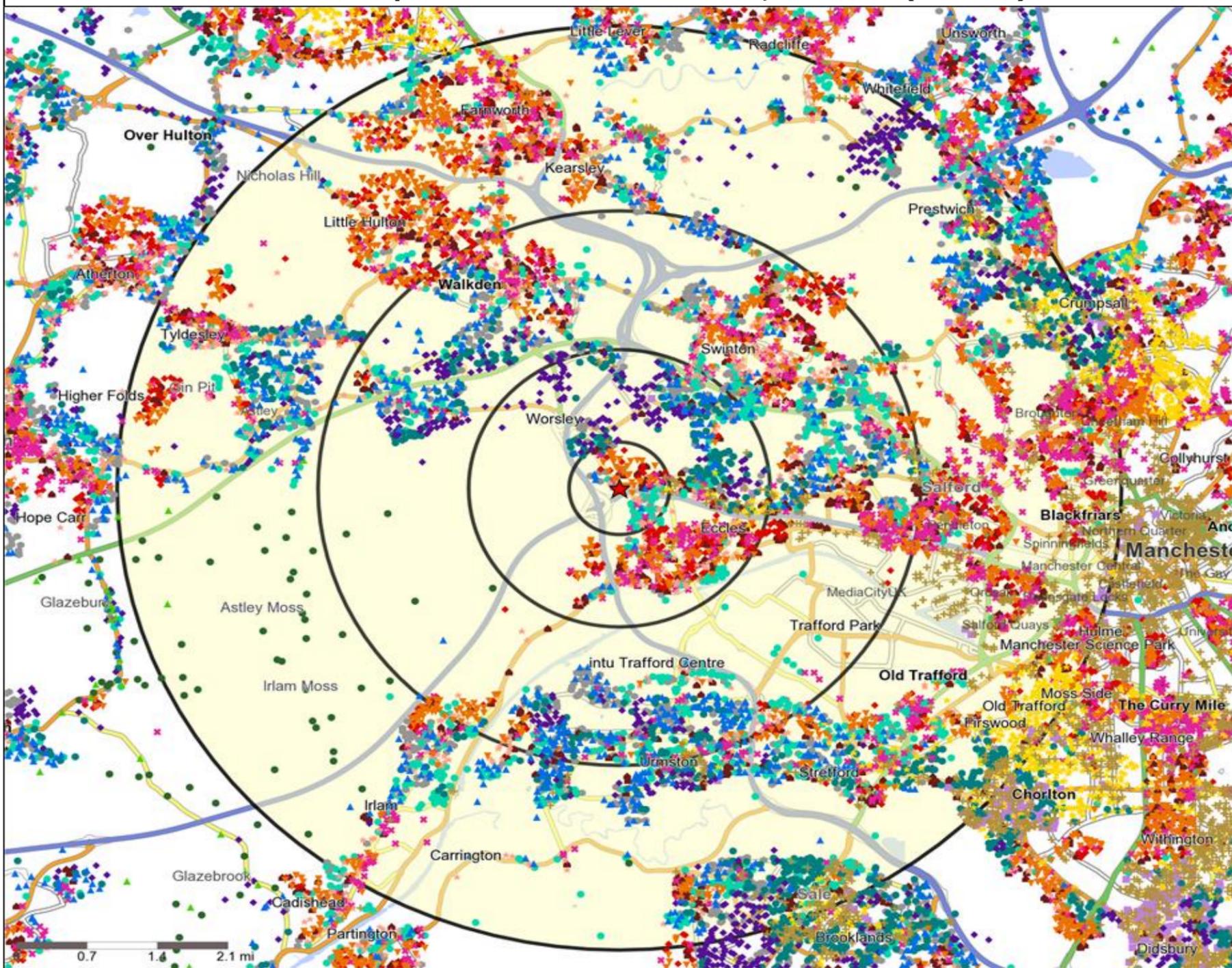
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,586	8,961	31,775	91,577	57,850	114	106	102	105	99
16-17	247	1,041	3,959	10,676	6,998	143	100	103	99	97
18-24	614	3,317	12,573	43,618	31,168	91	82	84	104	110
25-34	1,097	7,078	22,908	75,245	51,552	108	115	101	118	121
35-44	965	6,347	21,990	60,506	40,664	103	111	105	102	103
45-54	1,002	6,508	24,332	64,685	43,553	95	102	104	98	98
55-64	747	4,703	18,630	47,733	31,876	89	92	100	91	90
65+	1,162	7,005	29,105	71,499	48,310	87	87	98	85	86
Population estimate 2015	7,420	44,960	165,272	465,539	311,971	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	6,888	40,249	149,459	396,863	270,454	95%	92%	93%	88%	89%
Mixed / Multiple Ethnic Groups	116	780	2,762	10,020	6,444	2%	2%	2%	2%	2%
Asian / Asian British	144	1,623	5,325	26,650	15,757	2%	4%	3%	6%	5%
Black / African / Caribbean / Black British	77	645	2,509	12,987	6,846	1%	1%	2%	3%	2%
Other Ethnic Group	57	629	1,136	4,831	3,070	1%	1%	1%	1%	1%
All People (Ethnic Group)	7,282	43,926	161,191	451,351	302,571	100	100	100	100	100



Mosaic UK Map and Data: EGERTON ARMS, WINTON (202675)



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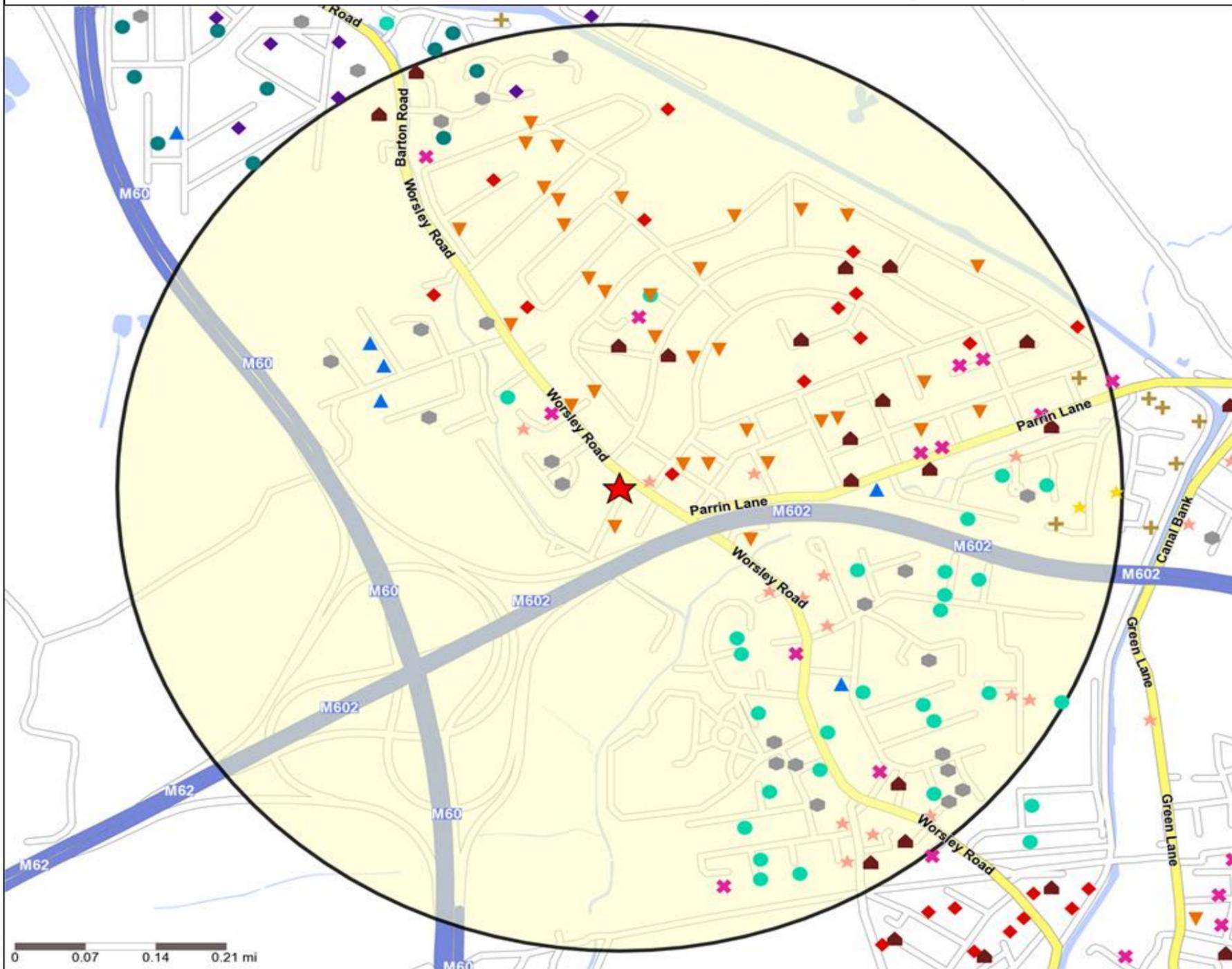
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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	64	71	1,279	721	0	4	1	8	7
B Prestige Positions (18+)	66	2,748	6,583	12,768	8,182	16	108	70	49	46
C Country Living (18+)	0	10	17	255	110	0	0	0	1	1
D Rural Reality (18+)	0	0	0	33	32	0	0	0	0	0
E Senior Security (18+)	603	2,910	17,296	32,492	23,681	133	102	164	112	120
F Suburban Stability (18+)	146	1,798	13,301	30,250	20,999	43	84	168	138	141
G Domestic Success (18+)	38	3,182	8,970	24,883	15,835	8	108	82	83	77
H Aspiring Homemakers (18+)	1,073	3,550	19,387	43,729	32,176	211	112	165	134	145
I Family Basics (18+)	1,354	4,534	12,311	42,276	27,591	336	180	132	164	157
J Transient Renters (18+)	306	3,801	11,787	34,531	24,962	95	188	158	167	178
K Municipal Challenge (18+)	517	3,769	8,241	26,560	17,254	157	183	108	126	121
L Vintage Value (18+)	579	3,249	13,028	32,732	22,609	165	148	160	145	148
M Modest Traditions (18+)	560	2,735	11,266	23,685	17,827	211	165	183	139	154
N Urban Cohesion (18+)	125	858	1,370	14,420	4,018	43	47	20	77	32
O Rental Hubs (18+)	224	1,750	5,756	38,041	27,408	52	65	58	138	146
Adults 18+ estimate 2015	5,591	34,958	129,384	357,934	243,405	100	100	100	100	100



Mosaic UK Map and Data: EGERTON ARMS, WINTON (202675)



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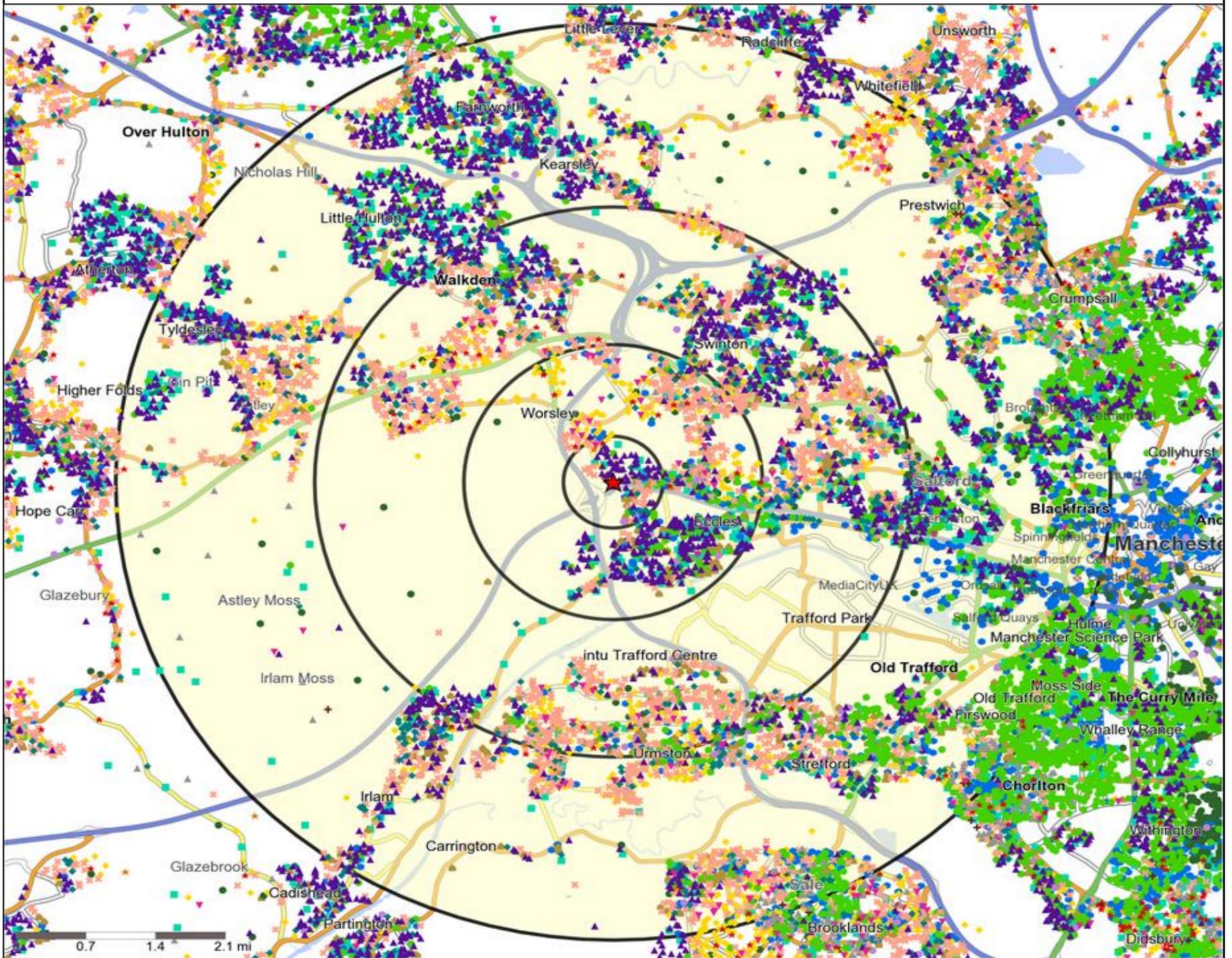
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient 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+)	66	16
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	603	133
F Suburban Stability (18+)	146	43
G Domestic Success (18+)	38	8
H Aspiring Homemakers (18+)	1,073	211
I Family Basics (18+)	1,354	336
J Transient Renters (18+)	306	95
K Municipal Challenge (18+)	517	157
L Vintage Value (18+)	579	165
M Modest Traditions (18+)	560	211
N Urban Cohesion (18+)	125	43
O Rental Hubs (18+)	224	52
Adults 18+ estimate 2015	5,591	100



Occasions Map and Data: EGERTON ARMS, WINTON (202675)



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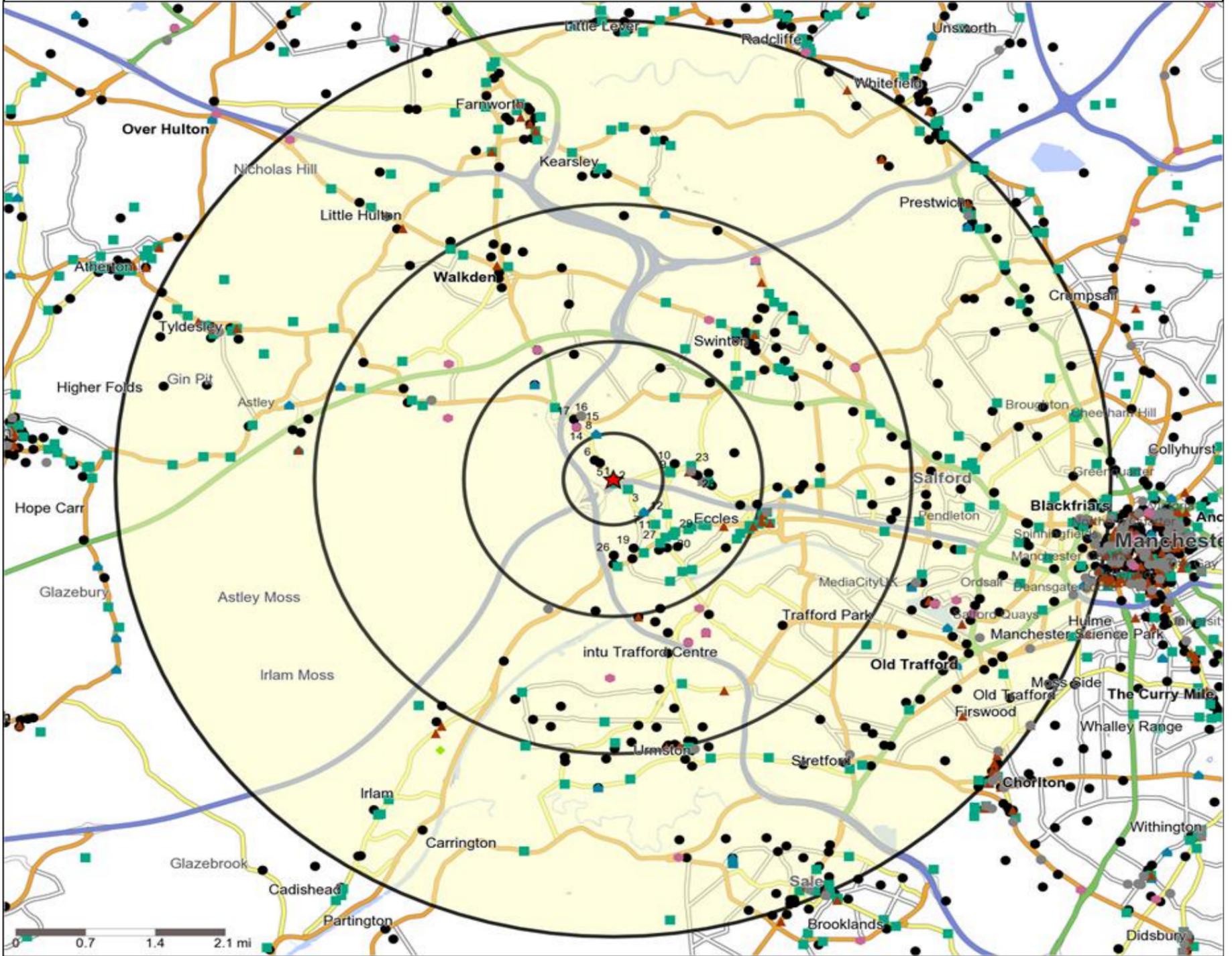
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 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	530	3,108	10,272	28,760	19,113	107	106	97	98	96
02 Early Doors	434	2,539	10,158	25,358	17,500	105	103	115	103	105
03 Everyday is Friday	350	2,207	8,264	23,061	16,415	99	105	110	110	116
04 Weekend Millionaires	796	4,103	13,630	36,456	25,191	157	135	125	121	123
05 Out On The Town	612	3,635	12,502	38,566	27,076	125	124	119	133	137
06 Business and Pleasure	156	1,131	3,704	12,670	7,702	62	75	68	84	76
07 Sporting Pints	541	3,182	10,122	34,970	22,336	100	99	88	109	103
08 Student Social	99	721	3,239	9,418	6,410	43	53	66	69	70
09 Leisurely Lunch	419	2,559	9,302	24,668	16,502	87	89	90	86	85
10 Wining and Dining	394	2,761	10,772	27,324	18,346	72	85	92	84	83
11 Household Outing	582	2,911	10,797	28,592	19,277	134	113	116	111	111
12 Midweek Meal Deal	358	1,657	5,762	16,224	11,038	147	114	110	112	113
13 Date Night	228	1,914	7,570	18,743	13,030	59	83	91	81	83
14 Birthday Treat	269	2,010	7,288	18,221	12,355	69	87	88	79	79
15 Pre Show Meal	119	734	2,770	7,193	4,901	89	92	97	91	91
Number of Occasions	5,887	35,172	126,152	350,224	237,192	100	100	100	100	100



Competition Map and Data: EGERTON ARMS, WINTON (202675)



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

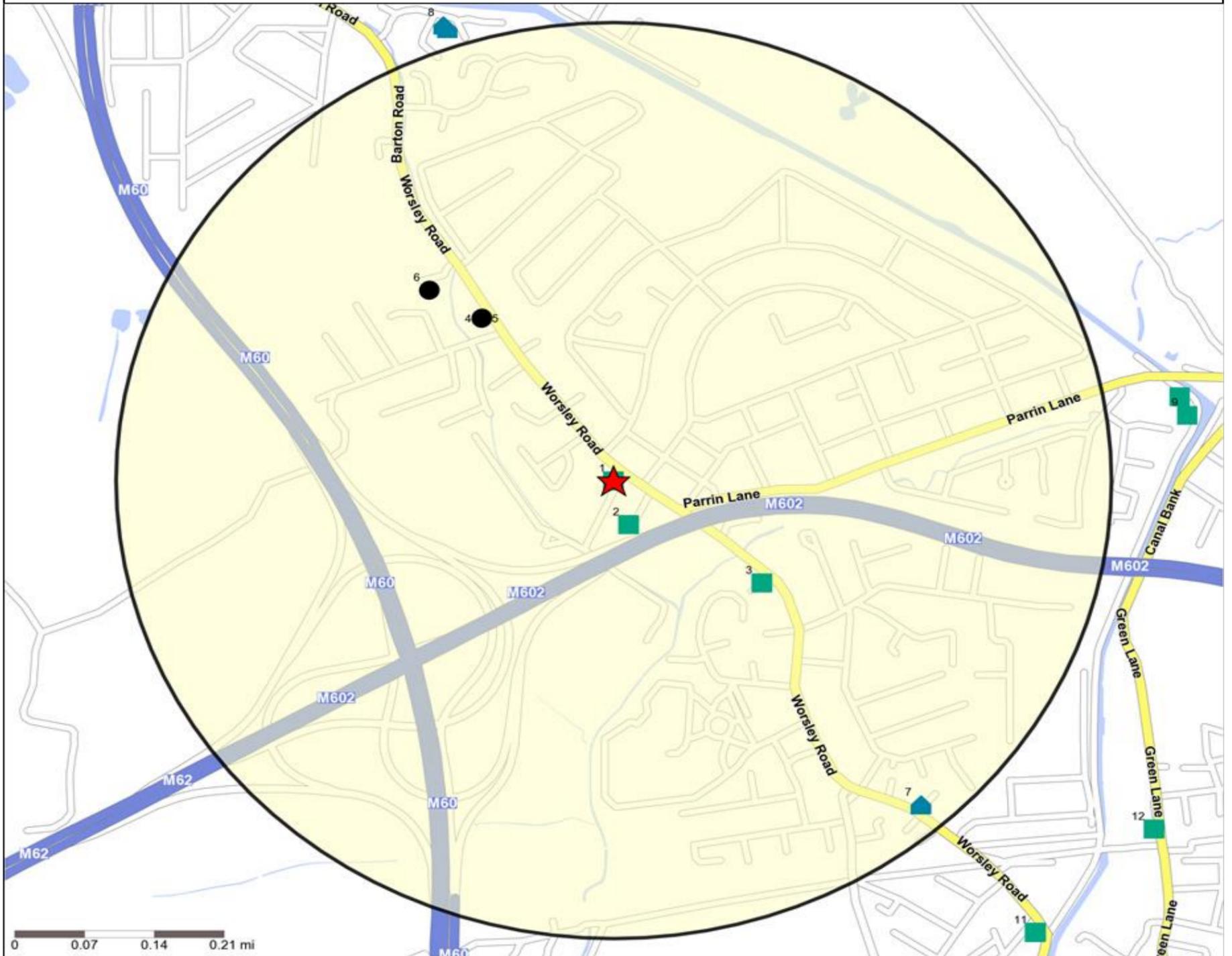
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	3	10	38
Circuit Bar	0	4	19	51
Community Local	3	28	68	166
Dry Led	1	3	7	22
Branded Food Pub	0	2	13	18
Rural	0	0	0	1
Other	3	34	165	408
Total	7	74	282	704



Competition Map and Data: EGERTON ARMS, WINTON (202675)



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
- Café / Wine Bar
- ▲ Circuit Bar
- Dry Led
- Other
- ◆ 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
Café / Wine Bar	0
Circuit Bar	0
Community Local	3
Dry Led	1
Branded Food Pub	0
Rural	0
Other	3
Total	7



Local Competition: EGERTON ARMS, WINTON (202675)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	EGERTON ARMS, WINTON	363 WORSLEY ROAD, MANCHESTER, M30 8HU	Punch Taverns	M 30 8HU	Punch Taverns	0.00
1	Egerton Arms	363 Worsley Road, Eccles, Manchester	Punch Pub Company	M 30 8HU	Community Local	0.00
2	Ellesmere Inn	26 King William Street, Eccles, Manchester	Holt	M 30 8HZ	Community Local	0.05
3	Brown Cow	319 Worsley Road, Eccles, Manchester	Robinsons	M 30 8BW	Community Local	0.19
4	Monton Football Club	Worsley Road, Eccles, Manchester	Independent Free	M 30 8JN	Other	0.22
5	Winton Bowling Social Club	Worsley Road, Eccles, Manchester	Independent Free	M 30 8JN	Other	0.22
6	Winton Cricket Club	Alder Forest Avenue, Eccles, Manchester	Independent Free	M 30 8JL	Other	0.28
7	Jolly Carter	118 Worsley Road, Eccles, Manchester	J W Lees	M 30 8LS	Dry Led	0.47
8	Barton Arms	2 Stablefold, Worsley, Manchester	Mitchells & Butlers	M 28 2ED	Dry Led	0.53
9	Waterside	1 Parrin Lane, Eccles, Manchester	Admiral Taverns Ltd	M 30 8AN	Community Local	0.58
10	Worsley Golf Club	Stableford Avenue, Eccles, Manchester	Independent Free	M 30 8AP	Other	0.64
11	Wellington	37 Worsley Road, Eccles, Manchester	Independent Free	M 30 8PB	Community Local	0.65
12	Queens Arms	Green Lane, Eccles, Manchester	Punch Pub Company	M 30 0SH	Community Local	0.66
13	Georges	17 Barton Road, Worsley, Manchester	Independent Free	M 28 2PD	Other	0.68
14	Bridgewater	23 Barton Road, Worsley, Manchester	Spirit Pub Company	M 28 2PD	Branded Food	0.68
15	Ambiente	4 Worsley Road, Worsley, Manchester	Independent Free	M 28 2NL	Cafe / Wine Bar	0.76
16	Tung Fong Restaurant	2 Worsley Road, Worsley, Manchester	Independent Free	M 28 2NL	Other	0.76
17	Worsley Court House	Barton Road, Worsley, Manchester	Independent Free	M 28 2PB	Other	0.76
18	Mud Crab	247 Monton Road, Eccles, Manchester	Mud Crab Industries	M 30 9PS	Circuit Bar	0.76
19	Barton Hall Social Club	Hardy Street, Eccles, Manchester	Independent Free	M 30 7NB	Other	0.78
20	Blind Pig	204 Monton Road, Eccles, Manchester	Enterprise Inns	M 30 9LJ	Circuit Bar	0.79
21	Leos	198 Monton Road, Eccles, Manchester	Independent Free	M 30 9LJ	Other	0.79
22	Enoteca	226 Monton Road, Manchester	Independent Free	M 30 9LJ	Cafe / Wine Bar	0.79
23	Blue Bell	41 Monton Green, Eccles, Manchester	J W Lees	M 30 9LL	Community Local	0.80
24	Spinners Arms	308 Liverpool Road, Eccles, Manchester	Independent Free	M 30 0RY	Community Local	0.82
25	Bird In Hand	304 Liverpool Road, Eccles, Manchester	Holt	M 30 0RY	Community Local	0.82
26	Eccles Rugby Club	Hallsworth Road, Eccles, Manchester	Independent Free	M 30 7LS	Other	0.83
27	Packet House	321 Liverpool Road, Eccles, Manchester	Punch Pub Company	M 30 8GF	Community Local	0.84
28	Passage To India	168 Monton Road, Eccles, Manchester	Independent Free	M 30 9GA	Other	0.85
29	Bridgewater Hotel	264 Liverpool Road, Eccles, Manchester	Holt	M 30 0RZ	Community Local	0.85
30	Wangies	303 Liverpool Road, Eccles, Manchester	Independent Free	M 30 0QN	Community Local	0.86