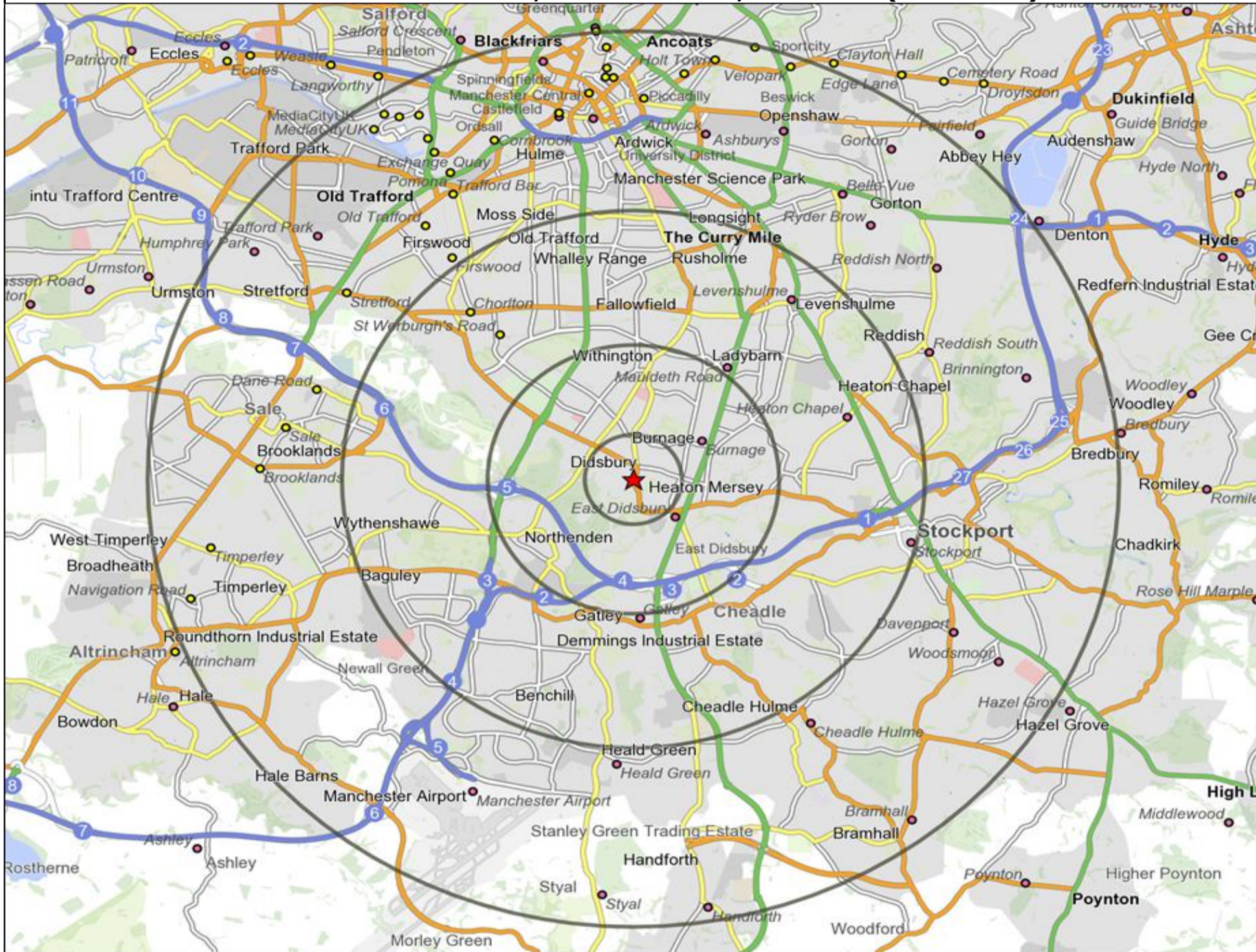




**Customer Profile Report for FAMOUS, CROWN, MANCHESTER (Punch Outlet Number: 374291)
770 WILMSLOW ROAD, MANCHESTER, M20 2DR (M 20 2DR)**



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

Age Data Table

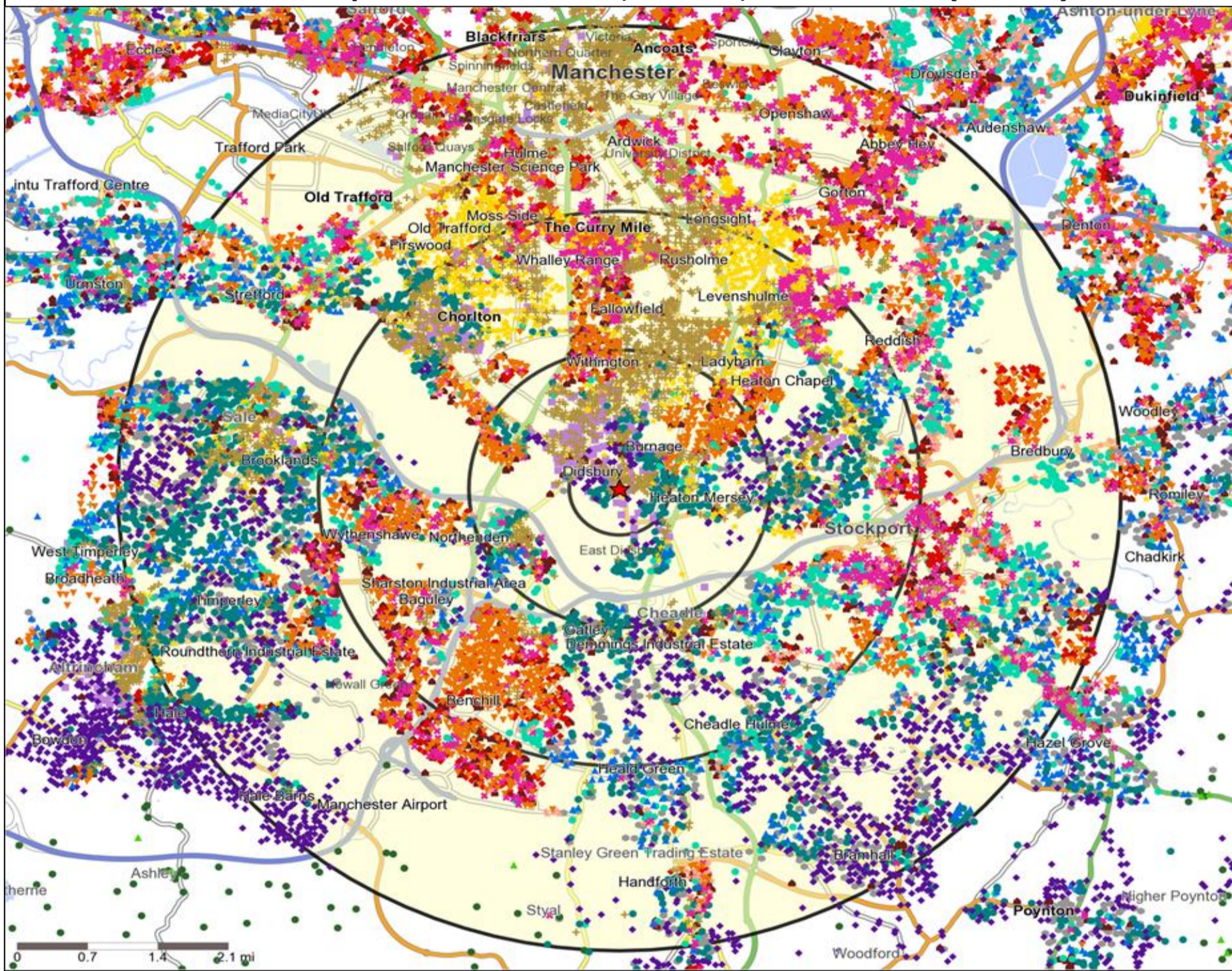
	Count:					Index:				
	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min
	Miles	Miles	Miles	Miles	Drivetime	Miles	Miles	Miles	Miles	Drivetime
0-15	1,515	11,914	66,373	150,120	74,014	82	87	103	102	101
16-17	133	1,423	7,305	16,834	8,195	58	84	92	92	91
18-24	746	8,767	47,687	104,995	62,418	83	133	154	147	177
25-34	2,353	16,713	64,368	140,995	72,757	174	168	138	131	137
35-44	1,520	9,675	44,652	102,279	49,469	121	105	103	102	100
45-54	1,238	8,657	40,868	98,218	45,215	88	84	84	88	82
55-64	970	6,308	29,557	70,537	32,368	87	77	76	79	73
65+	1,420	9,198	41,089	103,172	45,300	80	70	67	73	65
Population estimate 2015	9,895	72,655	341,899	787,150	389,736	100	100	100	100	100

Ethnicity - Census 2011

	Count:					%:				
	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min
	Miles	Miles	Miles	Miles	Drivetime	Miles	Miles	Miles	Miles	Drivetime
White	8,454	55,956	244,497	580,113	265,084	87%	79%	73%	76%	70%
Mixed / Multiple Ethnic Groups	292	2,937	13,598	27,187	15,894	3%	4%	4%	4%	4%
Asian / Asian British	624	8,029	50,260	95,513	63,206	6%	11%	15%	13%	17%
Black / African / Caribbean / Black British	124	1,895	17,440	40,301	23,073	1%	3%	5%	5%	6%
Other Ethnic Group	191	2,032	9,314	16,506	11,247	2%	3%	3%	2%	3%
All People (Ethnic Group)	9,685	70,849	335,109	759,620	378,504	100	100	100	100	100



Mosaic UK Map and Data: FAMOUS, CROWN, MANCHESTER (374291)



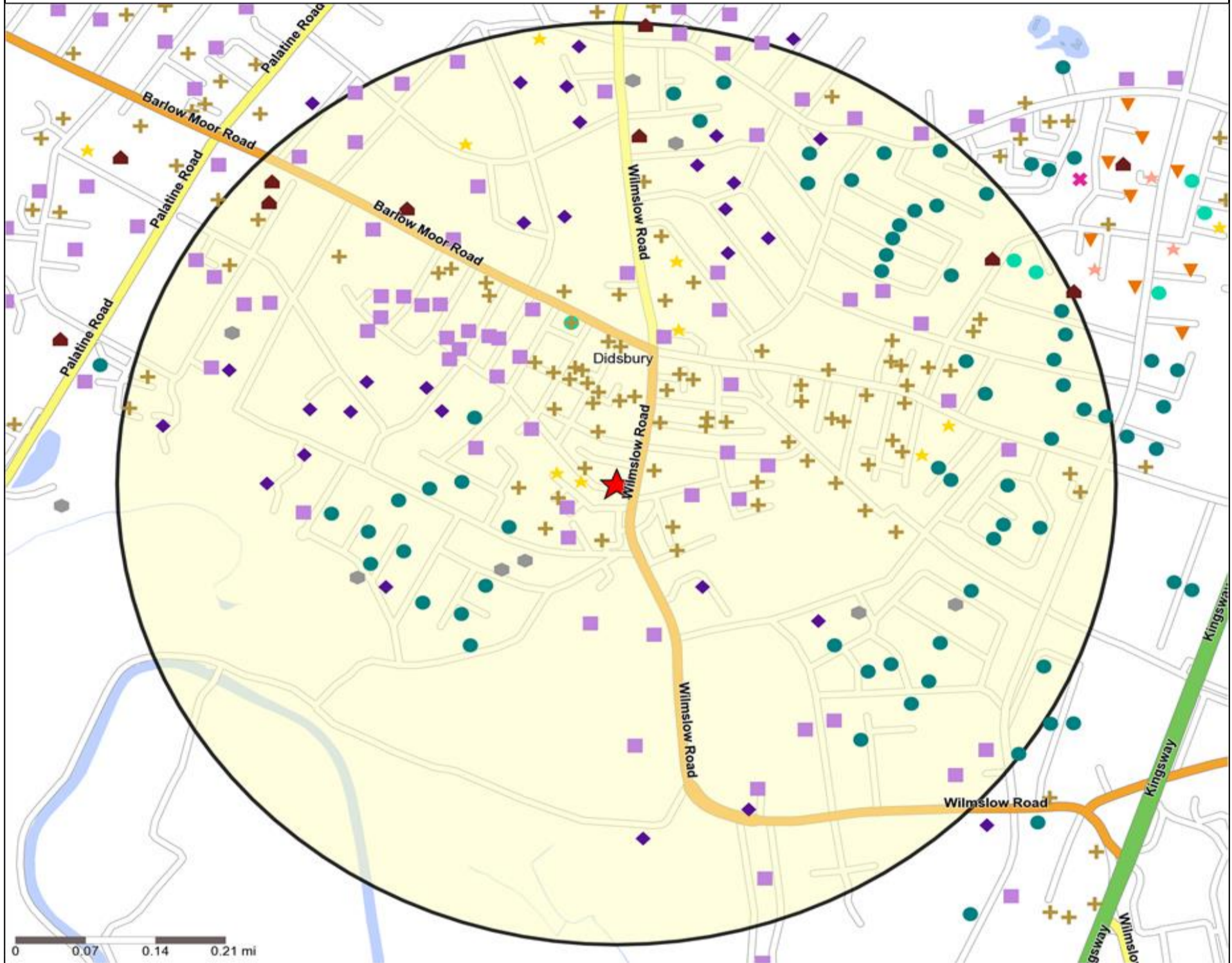
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- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- ▼ I Family Basics
- ★ M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige 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 - 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+)	1,895	5,447	8,653	10,060	8,527	551	218	78	40	69
B Prestige Positions (18+)	799	2,671	9,632	36,619	14,020	135	62	51	84	66
C Country Living (18+)	0	0	0	187	25	0	0	0	0	0
D Rural Reality (18+)	0	0	0	4	0	0	0	0	0	0
E Senior Security (18+)	263	2,039	12,623	41,746	14,133	40	42	59	86	60
F Suburban Stability (18+)	0	1,110	8,597	26,541	9,414	0	31	54	73	53
G Domestic Success (18+)	1,940	9,386	25,218	59,318	27,188	284	189	115	118	111
H Aspiring Homemakers (18+)	35	1,980	13,801	44,673	12,257	5	37	58	82	46
I Family Basics (18+)	32	7,011	32,960	60,366	33,517	5	164	175	140	160
J Transient Renters (18+)	0	1,452	25,999	61,501	28,126	0	43	173	179	167
K Municipal Challenge (18+)	0	429	7,535	27,513	12,192	0	12	49	79	71
L Vintage Value (18+)	341	3,243	17,220	38,587	17,507	67	87	105	103	96
M Modest Traditions (18+)	21	302	4,850	17,690	5,029	5	11	39	62	36
N Urban Cohesion (18+)	220	3,896	28,898	46,918	33,966	52	126	212	151	223
O Rental Hubs (18+)	2,578	20,148	65,030	123,842	75,100	412	442	323	270	335
Adults 18+ estimate 2015	8,124	59,114	261,016	595,565	291,001	100	100	100	100	100



Mosaic UK Map and Data: FAMOUS, CROWN, MANCHESTER (374291)



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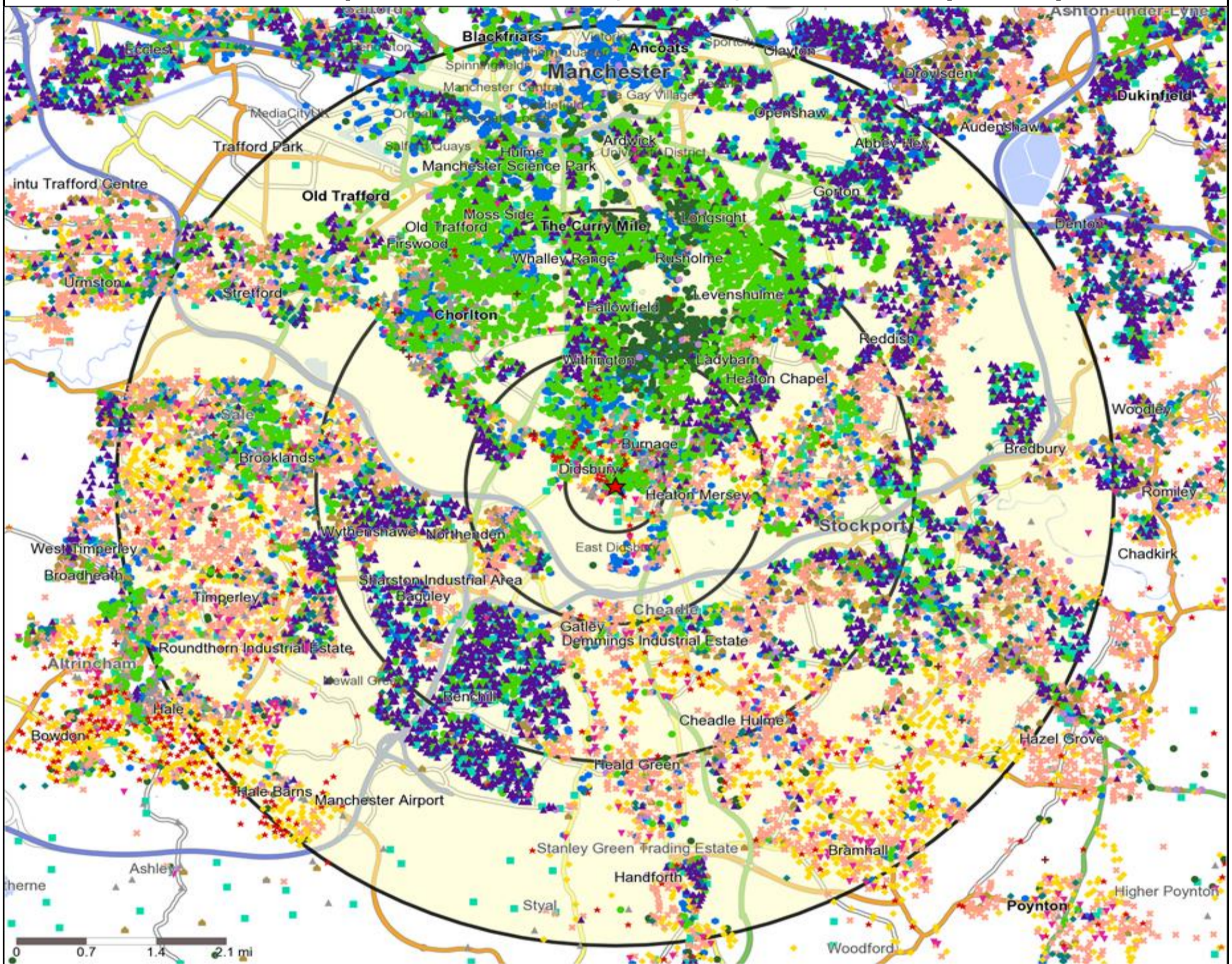
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	1,895	551
B Prestige Positions (18+)	799	135
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	263	40
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	1,940	284
H Aspiring Homemakers (18+)	35	5
I Family Basics (18+)	32	5
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	341	67
M Modest Traditions (18+)	21	5
N Urban Cohesion (18+)	220	52
O Rental Hubs (18+)	2,578	412
Adults 18+ estimate 2015	8,124	100



Occasions Map and Data: FAMOUS, CROWN, MANCHESTER (374291)



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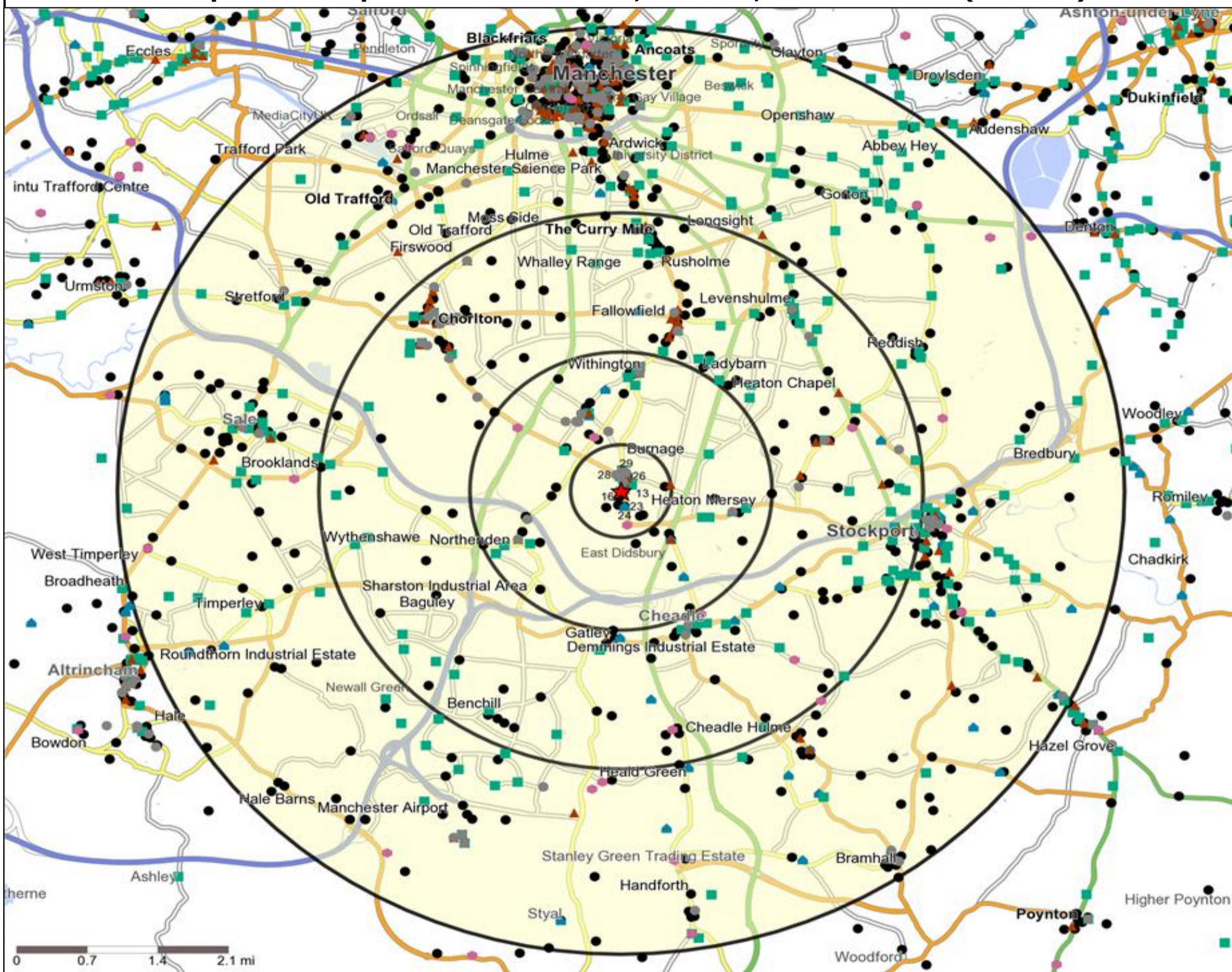
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
■ 01 Mine's a Pint
◆ 02 Early Doors
● 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
● 05 Out On The Town
▲ 06 Business and Pleasure
● 07 Sporting Pints
- 08 Student Social
▼ 09 Leisurely Lunch
✕ 10 Wining 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	485	3,212	18,380	40,325	20,535	95	77	90	86	89
02 Early Doors	154	1,920	11,339	28,698	12,097	36	55	66	73	62
03 Everyday is Friday	365	3,636	14,789	34,957	16,383	100	121	101	105	99
04 Weekend Millionaires	137	2,965	19,027	44,803	20,421	26	69	90	93	86
05 Out On The Town	657	6,301	26,944	64,676	30,778	129	151	132	139	134
06 Business and Pleasure	580	3,067	13,063	26,968	14,648	221	143	124	113	123
07 Sporting Pints	650	6,128	32,340	67,606	37,791	116	133	144	132	149
08 Student Social	157	2,534	14,900	28,105	18,722	66	130	157	130	174
09 Leisurely Lunch	532	3,565	17,390	40,181	19,758	106	87	87	88	88
10 Wining and Dining	699	4,301	18,770	45,240	21,124	123	92	82	87	82
11 Household Outing	274	3,277	18,003	40,283	19,430	61	89	100	98	96
12 Midweek Meal Deal	45	1,489	10,734	24,050	12,489	18	72	106	104	109
13 Date Night	622	3,370	11,785	30,800	12,968	154	102	73	84	71
14 Birthday Treat	567	3,067	12,486	29,406	13,974	141	93	77	80	77
15 Pre Show Meal	202	1,282	5,169	11,861	5,549	145	113	93	94	88
Number of Occasions	6,126	50,114	245,119	557,959	276,667	100	100	100	100	100



Competition Map and Data: FAMOUS, CROWN, MANCHESTER (374291)



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

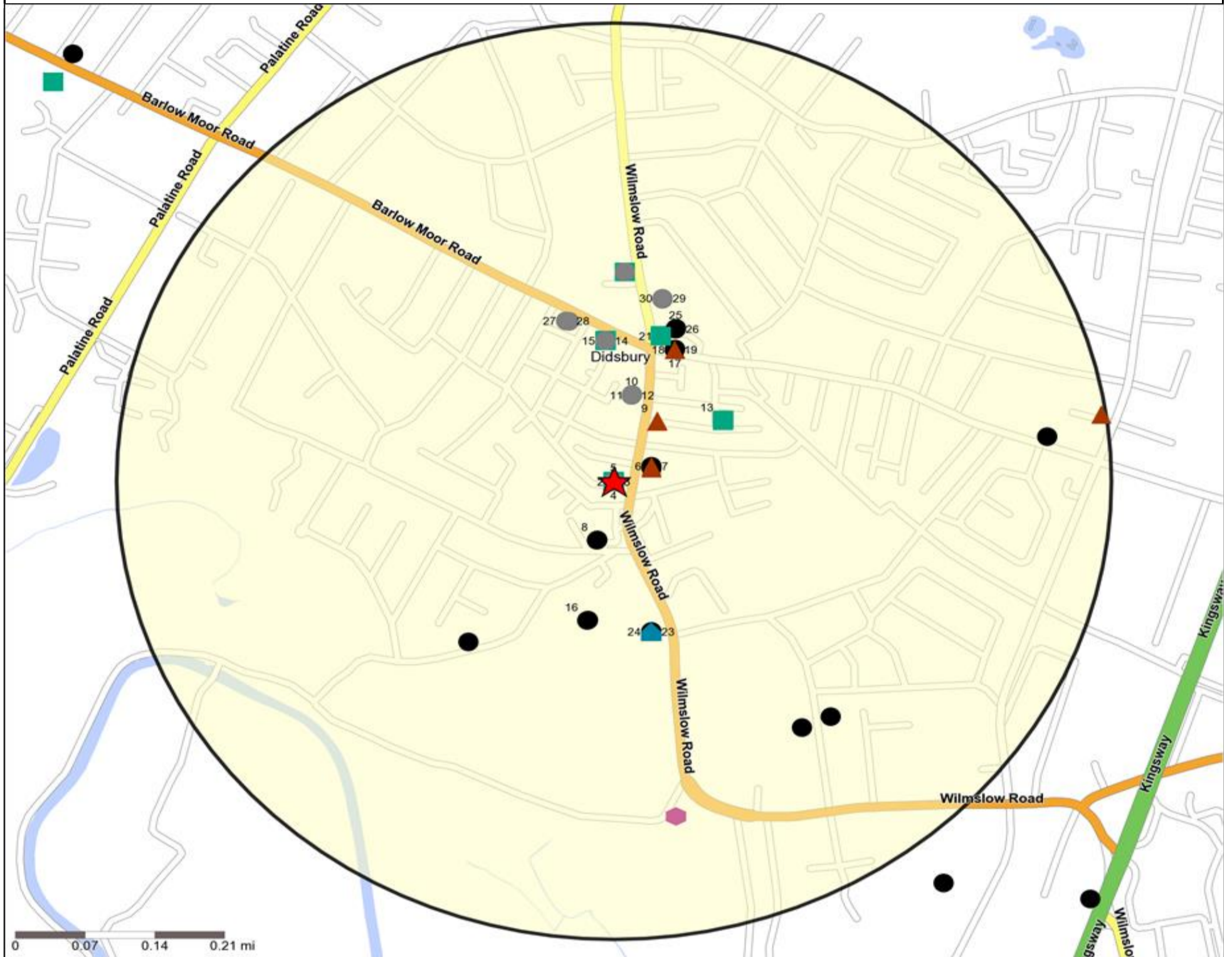
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

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	9	25	53	182
Circuit Bar	5	12	39	196
Community Local	5	20	87	238
Dry Led	1	3	10	42
Branded Food Pub	1	6	12	34
Rural	0	0	0	0
Other	17	77	246	914
Total	38	143	447	1,606



Competition Map and Data: FAMOUS, CROWN, MANCHESTER (374291)



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	9
Circuit Bar	5
Community Local	5
Dry Led	1
Branded Food Pub	1
Rural	0
Other	17
Total	38



Local Competition: FAMOUS, CROWN, MANCHESTER (374291)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FAMOUS, CROWN, MANCHESTER	770 WILMSLOW ROAD, MANCHESTER, M20 2DR	Punch Taverns	M 20 2DR	Punch Taverns	0.00
1	Sangam	762-766 Wilmslow Road, Didsbury, Manchester	Swadesh & Sangam	M 20 2DR	Other	0.00
2	Expo Lounge	766 Wilmslow Road, Manchester	Loungers	M 20 2DR	Cafe / Wine Bar	0.00
3	Chalk Bar And Grill	786-788 Wilmslow Road, Didsbury, Manchester	Independent Free	M 20 2DR	Cafe / Wine Bar	0.00
4	Laughing Buddha	782 Wilmslow Road, Didsbury, Manchester	Independent Free	M 20 2DR	Other	0.00
5	Famous Crown	770 Wilmslow Road, Didsbury, Manchester	Punch Pub Company	M 20 2DR	Community Local	0.00
6	Jade Garden	743 Wilmslow Road, Didsbury, Manchester	Independent Free	M 20 6RN	Other	0.04
7	Mud Crab	751 Wilmslow Road, Didsbury, Manchester	Mud Crab Industries	M 20 6RN	Circuit Bar	0.04
8	Siam	810 Wilmslow Road, Didsbury, Manchester	Independent Free	M 20 6UH	Other	0.07
9	Royal Oak	729 Wilmslow Road, Didsbury, Manchester	Marston's	M 20 6WF	Circuit Bar	0.08
10	Gusto	756 Wilmslow Road, Didsbury, Manchester	Living Ventures	M 20 2DW	Other	0.10
11	Deli	754 Wilmslow Road, Didsbury, Manchester	Independent Free	M 20 2DW	Cafe / Wine Bar	0.10
12	Bourbon & Black	704 Wilmslow Road, Didsbury, Manchester	Independent Free	M 20 2DW	Cafe / Wine Bar	0.10
13	Fletcher Moss	1 William Street, Didsbury, Manchester	Hydes Anvil	M 20 6RQ	Community Local	0.13
14	Appleby's	21 Barlow Moor Road, Didsbury, Manchester	Independent Free	M 20 6TN	Cafe / Wine Bar	0.15
15	Nelson	3 Barlow Moor Road, Didsbury, Manchester	Enterprise Inns	M 20 6TN	Community Local	0.15
16	Didsbury Sports Ground	Ford Lane, Didsbury, Manchester	Independent Free	M 20 2RU	Other	0.15
17	Solita Bar And Grill	School Lane, Didsbury, Manchester	Solita Bar and Grill	M 20 6RD	Other	0.16
18	Jem & I	1c School Lane, Didsbury, Manchester	Independent Free	M 20 6RD	Other	0.16
19	Milson Rhodes	1d School Lane, Didsbury, Manchester	Wetherspoon	M 20 6RD	Circuit Bar	0.16
20	Dog & Partridge	665-667 Wilmslow Road, Didsbury, Manchester	Greene King	M 20 6RA	Community Local	0.17
21	Strokers Arms	655-657 Wilmslow Road, Didsbury, Manchester	Mitchells & Butlers	M 20 6RA	Community Local	0.17
22	Original Third Eye	661 Wilmslow Road, Didsbury, Manchester	Independent Free	M 20 6RA	Other	0.17
23	Ye Olde Cock	848 Wilmslow Road, Didsbury, Manchester	Greene King	M 20 2RN	Dry Led	0.17
24	Dimitris Bar Taverna	846 Wilmslow Road, Didsbury, Manchester	Independent Free	M 20 2RN	Other	0.17
25	Wine & Dine	4 Warburton Street, Didsbury, Manchester	Independent Free	M 20 6WA	Other	0.18
26	Solita	10-12 Warburton Street, Didsbury, Manchester	*Other Small Retail Groups	M 20 6WA	Other	0.18
27	Didsbury Lounge	43 Barlow Moor Road, Didsbury, Manchester	Independent Free	M 20 6TW	Cafe / Wine Bar	0.18
28	Art Of Tea	47 Barlow Moor Road, Manchester	Independent Free	M 20 6TW	Cafe / Wine Bar	0.18
29	Slug And Lettuce	651 Wilmslow Road, Didsbury, Manchester	Stonegate Pub Company	M 20 6QZ	Cafe / Wine Bar	0.21
30	Croma	656 Wilmslow Road, Didsbury, Manchester	Croma	M 20 6QZ	Other	0.21