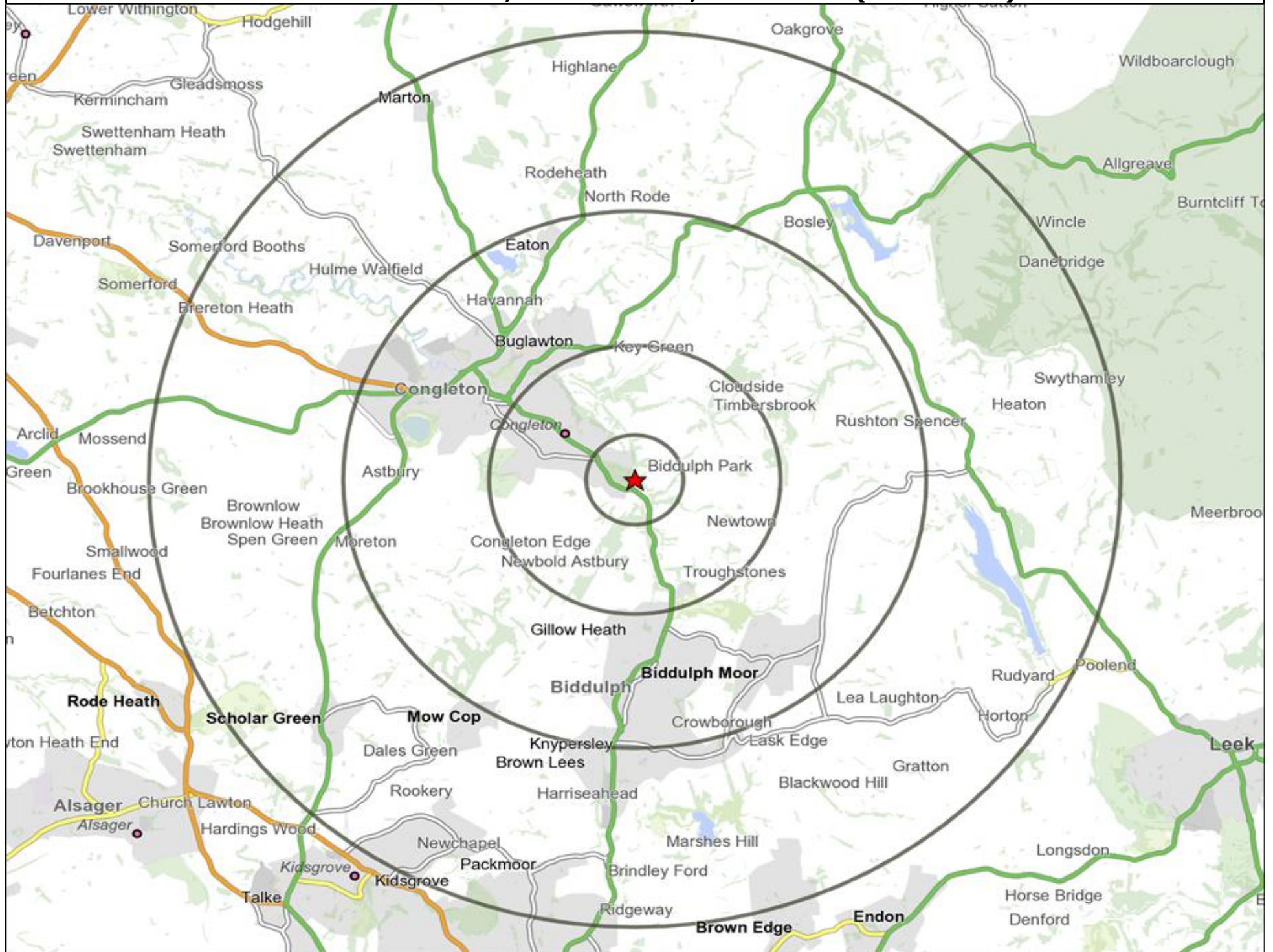




Customer Profile Report for CASTLE INN, DANE IN SHAW (Punch Outlet Number: 202538)
CASTLE INN ROAD, CONGLETON, CW12 3LP (CW12 3LP)



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

Age Data Table

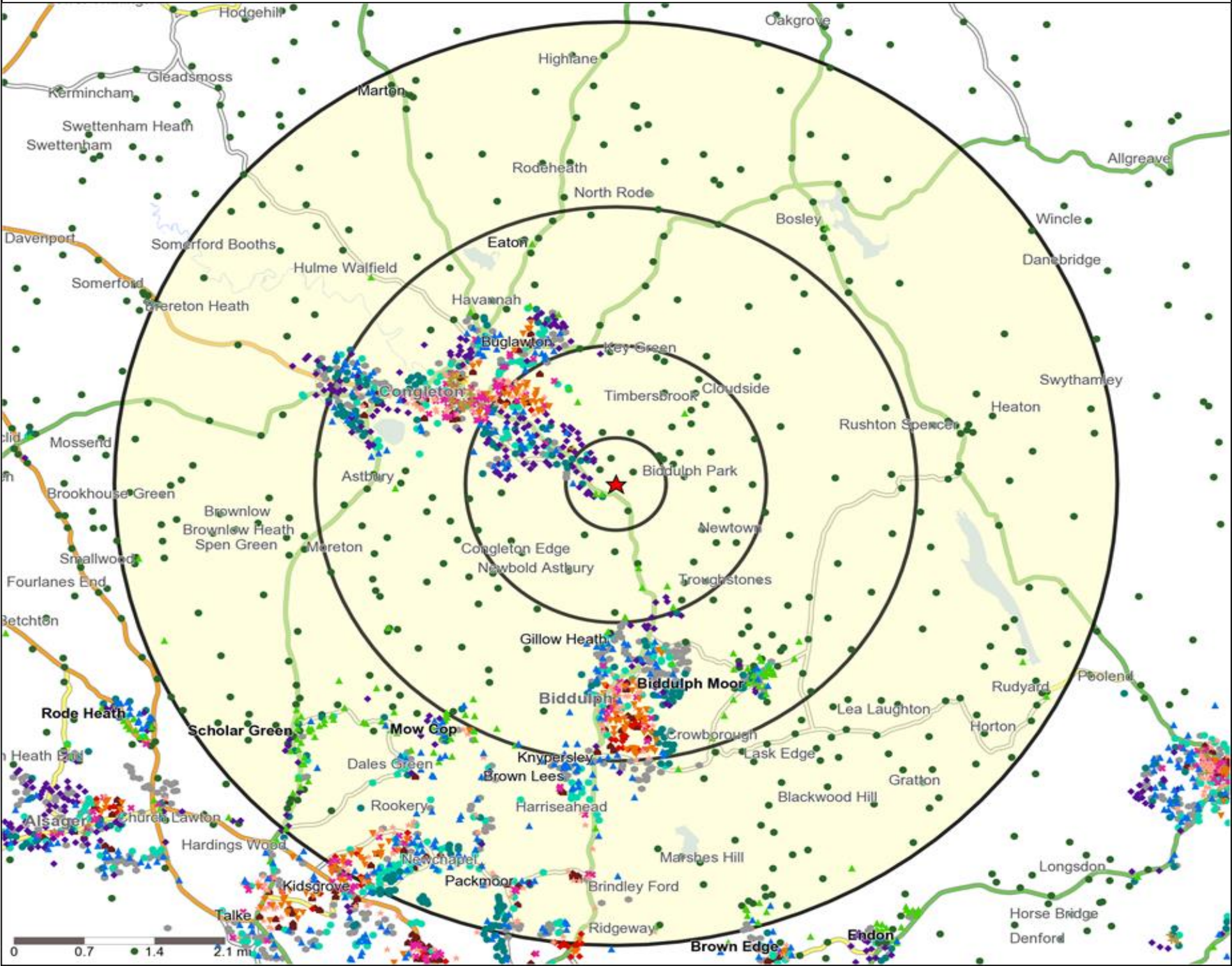
	Count:					Index:				
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0-15	167	1,958	7,681	12,016	11,801	86	96	92	90	90
16-17	19	219	955	1,519	1,489	79	86	92	92	91
18-24	60	734	3,110	4,856	4,686	64	74	77	75	74
25-34	55	1,009	4,597	7,124	6,942	39	68	75	73	72
35-44	130	1,342	5,456	8,752	8,575	99	97	96	97	96
45-54	184	1,718	6,621	10,945	10,762	125	111	105	109	108
55-64	171	1,503	5,938	9,715	9,612	145	122	118	121	121
65+	254	2,416	10,258	16,156	16,203	136	123	128	126	128
Population estimate 2015	1,040	10,899	44,616	71,083	70,070	100	100	100	100	100

Ethnicity - Census 2011

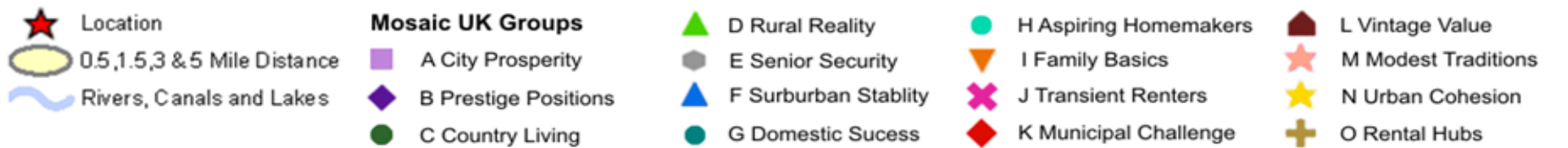
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	1,002	10,332	42,393	68,388	67,332	99%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	5	62	262	435	422	0%	1%	1%	1%	1%
Asian / Asian British	4	75	347	478	473	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	1	6	62	96	94	0%	0%	0%	0%	0%
Other Ethnic Group	1	17	77	103	113	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,013	10,492	43,141	69,500	68,434	100	100	100	100	100



Mosaic UK Map and Data: CASTLE INN, DANE IN SHAW (202538)



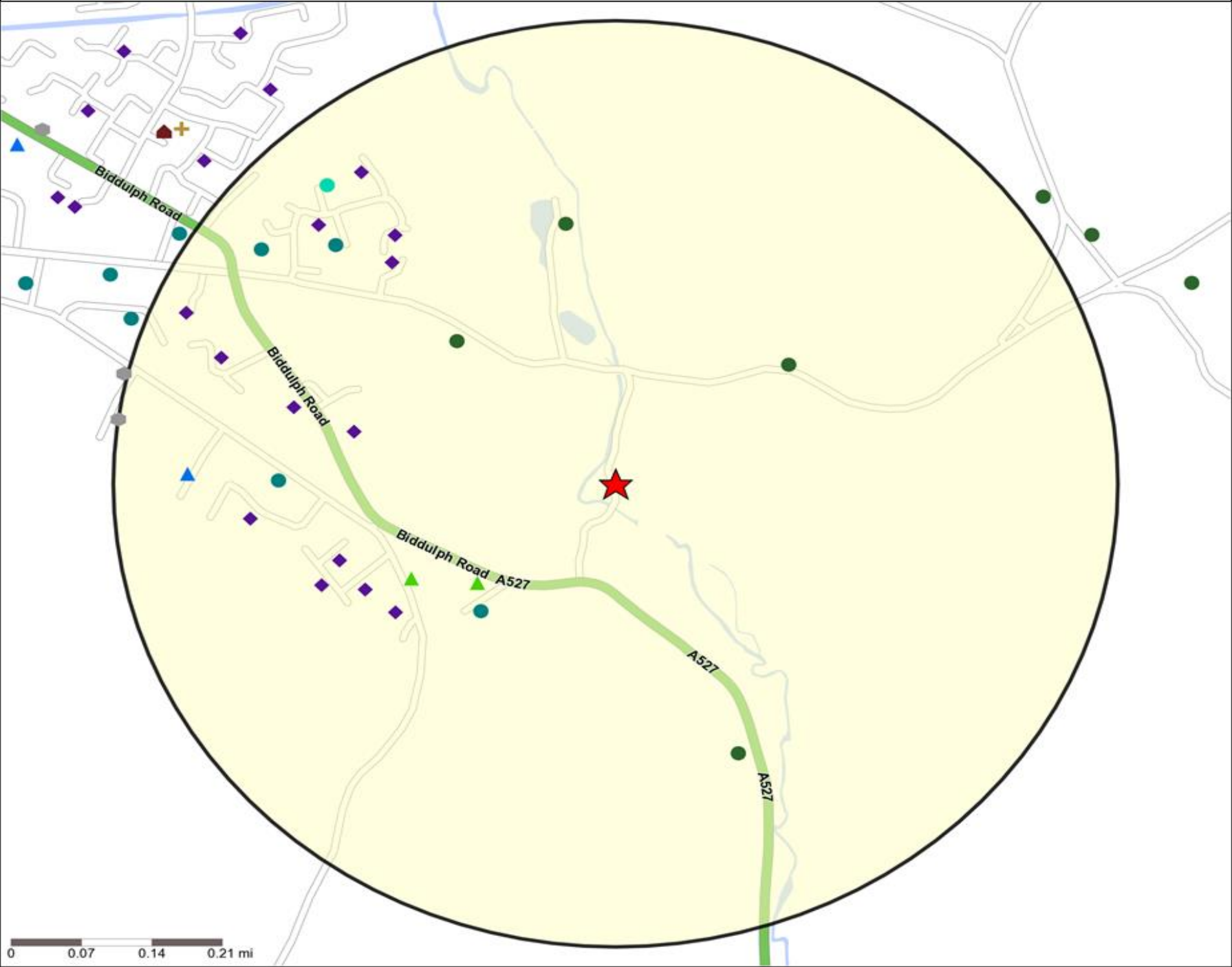
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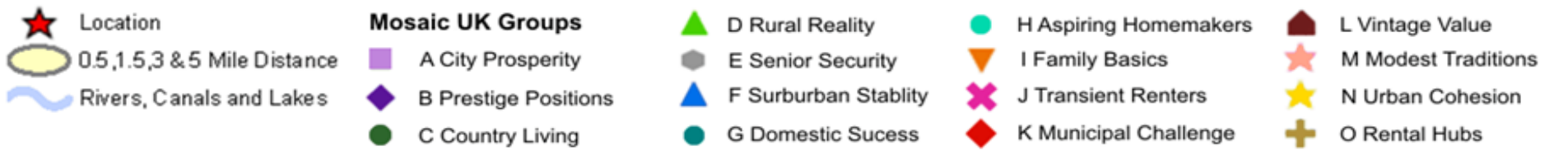
Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	317	2,652	4,968	5,590	5,693	509	419	190	134	138
C Country Living (18+)	186	775	2,123	5,174	5,770	314	128	85	130	147
D Rural Reality (18+)	83	209	1,310	3,144	3,126	140	35	53	79	80
E Senior Security (18+)	86	585	4,526	7,244	7,040	124	83	155	155	153
F Suburban Stability (18+)	32	899	4,107	8,363	8,253	61	169	187	238	238
G Domestic Success (18+)	114	1,016	4,408	6,806	6,466	159	139	146	141	136
H Aspiring Homemakers (18+)	10	514	3,250	6,379	5,987	13	65	100	122	116
I Family Basics (18+)	0	1,116	3,355	4,188	3,937	0	178	130	101	96
J Transient Renters (18+)	0	318	2,176	2,722	2,568	0	63	105	82	79
K Municipal Challenge (18+)	0	101	992	1,407	1,394	0	20	47	42	42
L Vintage Value (18+)	13	104	1,248	1,777	1,759	24	19	55	49	49
M Modest Traditions (18+)	0	310	2,688	3,920	3,882	0	75	158	144	144
N Urban Cohesion (18+)	0	0	60	60	60	0	0	3	2	2
O Rental Hubs (18+)	13	95	667	667	718	20	14	24	15	16
Adults 18+ estimate 2015	854	8,694	35,878	57,441	56,653	100	100	100	100	100



Mosaic UK Map and Data: CASTLE INN, DANE IN SHAW (202538)



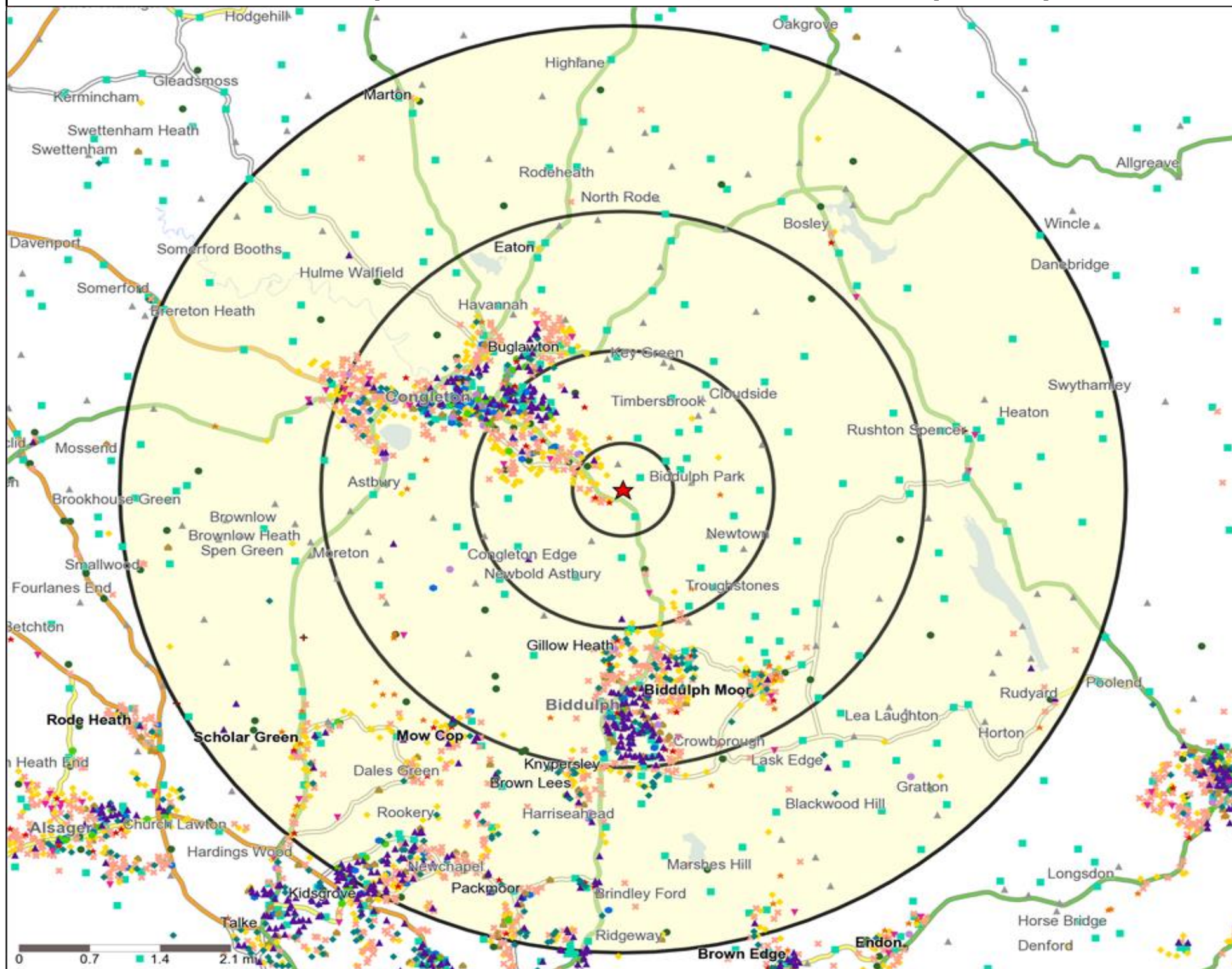
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	317	509
C Country Living (18+)	186	314
D Rural Reality (18+)	83	140
E Senior Security (18+)	86	124
F Suburban Stability (18+)	32	61
G Domestic Success (18+)	114	159
H Aspiring Homemakers (18+)	10	13
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	13	24
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	13	20
Adults 18+ estimate 2015	854	100



Occasions Map and Data: CASTLE INN, DANE IN SHAW (202538)



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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

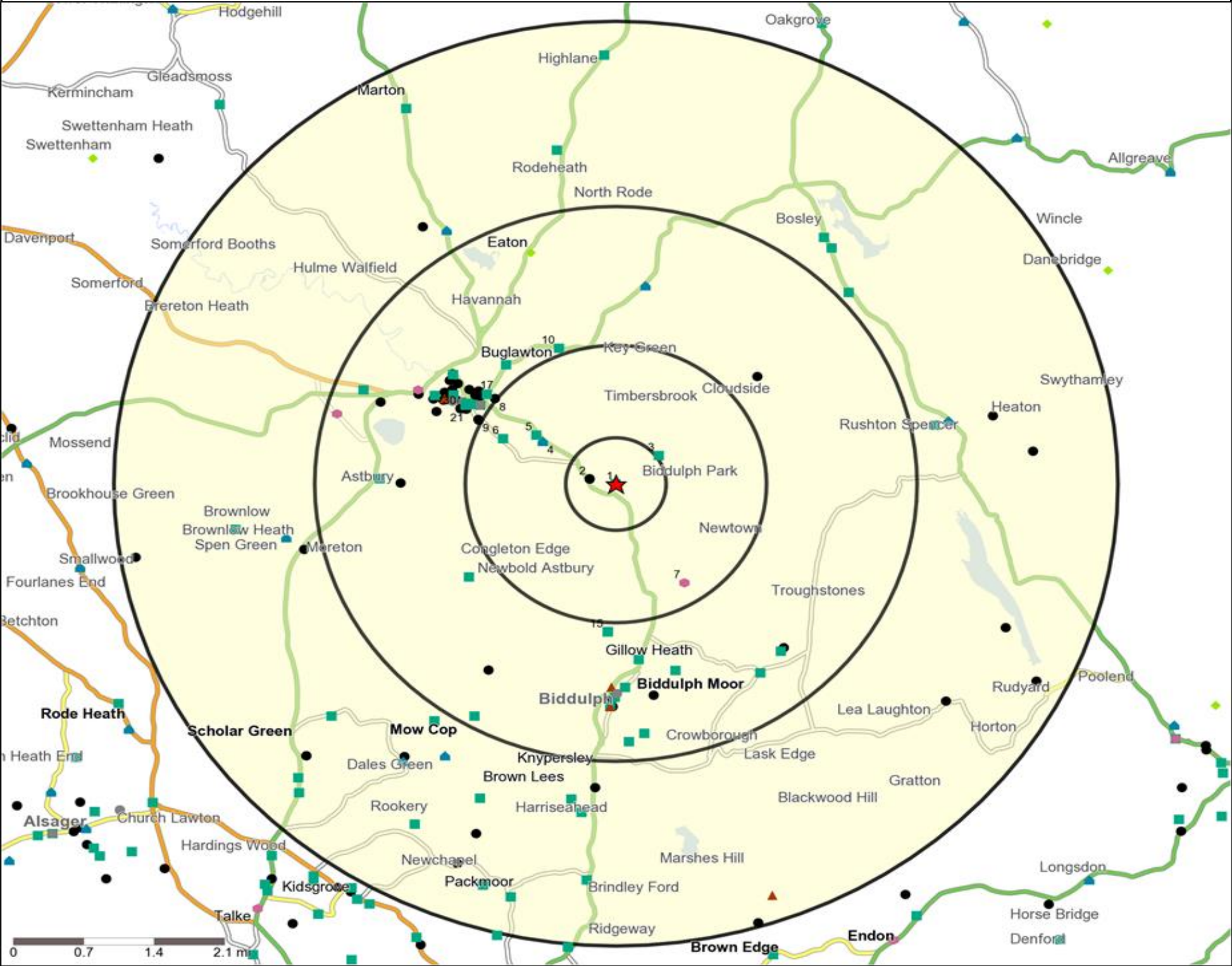
Occasions Data Table

	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	54	540	2,460	3,967	3,993	101	86	95	97	99
02 Early Doors	43	504	2,512	4,060	4,010	96	96	116	119	119
03 Everyday is Friday	37	453	1,974	3,109	3,038	97	101	107	107	106
04 Weekend Millionaires	23	547	2,672	4,142	3,988	42	85	100	98	97
05 Out On The Town	35	581	2,503	3,781	3,663	66	94	97	93	92
06 Business and Pleasure	33	261	925	1,548	1,572	121	81	70	74	76
07 Sporting Pints	13	387	1,715	2,522	2,439	22	57	61	56	56
08 Student Social	37	326	1,033	1,704	1,701	150	112	86	90	91
09 Leisurely Lunch	63	651	2,576	4,060	4,011	121	107	102	102	103
10 Wining and Dining	87	873	3,249	5,164	5,063	147	126	113	114	114
11 Household Outing	30	516	2,405	3,825	3,708	64	94	106	107	105
12 Midweek Meal Deal	16	267	1,214	2,032	1,979	61	86	95	101	100
13 Date Night	88	753	2,592	4,121	4,049	210	153	127	128	128
14 Birthday Treat	61	621	2,332	3,624	3,558	145	126	115	113	113
15 Pre Show Meal	17	187	733	1,155	1,145	118	110	105	104	105
Number of Occasions	637	7,467	30,895	48,814	47,917	100	100	100	100	100

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Competition Map and Data: CASTLE INN, DANE IN SHAW (202538)



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

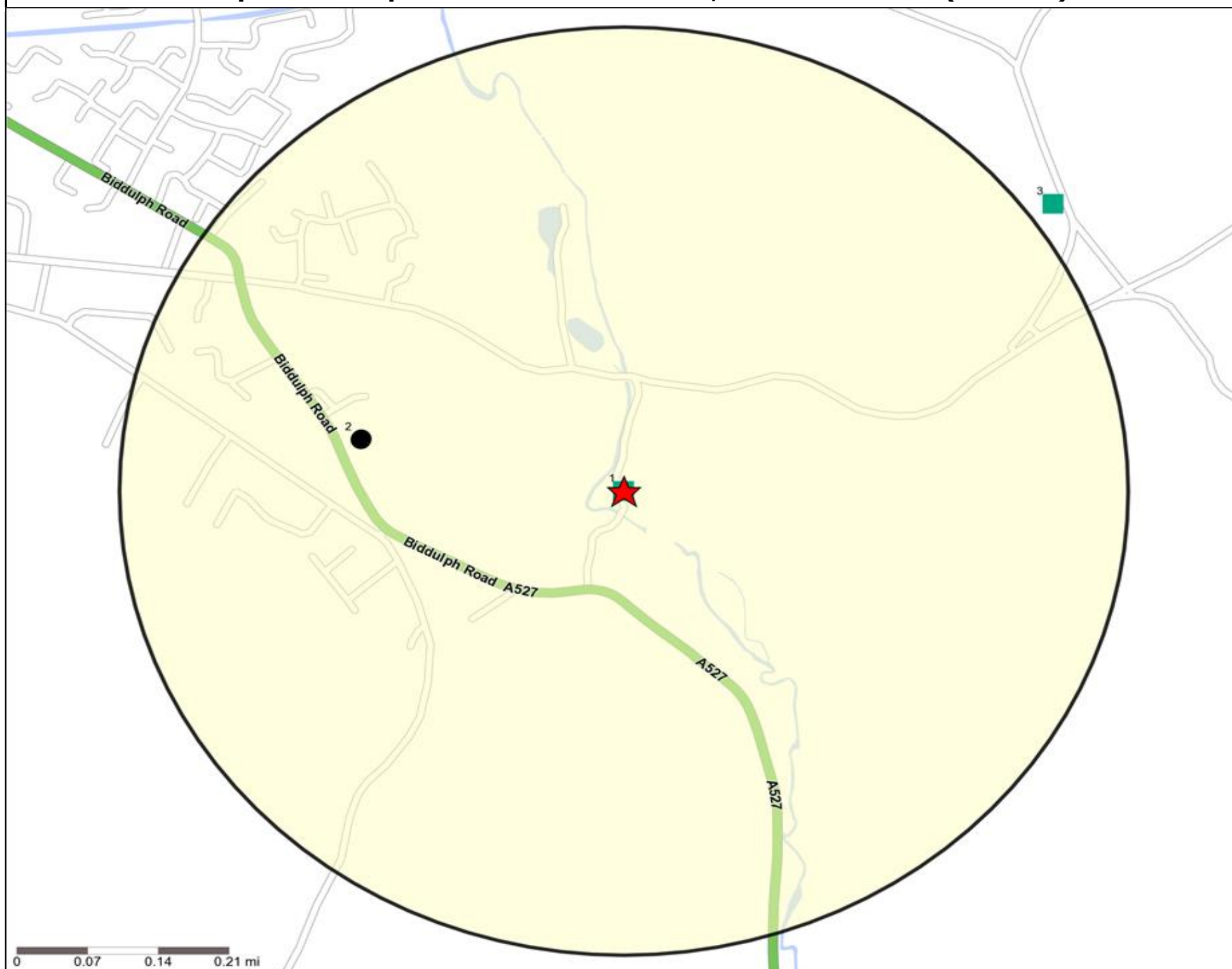
-  Location
-  Branded Food
-  Dry Led
-  Cafe / Wine Bar
-  Other
-  0.5, 1.5, 3 & 5 Mile Distance
-  Circuit Bar
-  Rural Character
-  Rivers, Canals and Lakes
-  Community Local

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	0	4	4
Circuit Bar	0	0	6	7
Community Local	1	4	28	46
Dry Led	0	1	3	10
Branded Food Pub	0	1	3	3
Rural	0	0	1	1
Other	1	1	43	60
Total	2	7	88	131



Competition Map and Data: CASTLE INN, DANE IN SHAW (202538)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
Total	2



Local Competition: CASTLE INN, DANE IN SHAW (202538)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CASTLE INN, DANE IN SHAW	CASTLE INN ROAD, CONGLETON, CW12 3LP	Punch Taverns	CW12 3LP	Punch Taverns	0.00
1	Castle	Castle Inn Road, Dane-In-Shaw, Congleton	Punch Pub Company	CW12 3LP	Community Local	0.00
2	Congleton Golf Club	Biddulph Road, Mossley, Congleton	Independent Free	CW12 3LZ	Other	0.27
3	Coach And Horses	Under Rainow Road, Congleton	Robinsons	CW12 3PL	Community Local	0.53
4	Railway	4 Biddulph Road, High Town, Congleton	Punch Pub Company	CW12 3JS	Dry Led	0.86
5	Queens Head	110 Park Lane, Congleton	Independent Free	CW12 3DE	Community Local	0.95
6	Wharf Inn	121 Canal Road, Congleton	Punch Pub Company	CW12 3AP	Community Local	1.23
7	Talbot	73 Grange Road, Biddulph, Stoke-on-trent	Mitchells & Butlers	ST 8 7RY	Branded Food	1.27
8	Beartown Brewery Rugby Club	Bromley House, Congleton	Independent Free	CW12 1QN	Other	1.52
9	Congelton & Meadow Vale Football Club	Canal Street, Congleton	Independent Free	CW12 3AE	Other	1.54
10	Church House	Buxton Road, Buglawton, Congleton	Robinsons	CW12 2DY	Community Local	1.58
11	Young Pretender	30-34 Lawton Street, Congleton	Independent Free	CW12 1RS	Cafe / Wine Bar	1.60
12	Reuben Stubbs Restaurant	46 Lawton Street, Congleton	Independent Free	CW12 1RS	Other	1.60
13	Beartown Cock	88 Lawton Street, Congleton	AtWill Pubs	CW12 1RS	Community Local	1.60
14	Lendroit	70-72 Lawton Street, Congleton	Independent Free	CW12 1RS	Other	1.60
15	Staffordshire Knott	Marshfield Lane, Gillow Heath, Stoke-on-trent	Independent Free	ST 8 6RG	Community Local	1.60
16	Shakerley Arms	9 Willow Street, Congleton	Independent Free	CW12 1RL	Community Local	1.61
17	Beartown Tap	18 Willow Street, Congleton	Beartown Brewery	CW12 1RL	Community Local	1.61
18	Congleton Rugby Club	Lower Park Street, Congleton	Independent Free	CW12 1EH	Other	1.66
19	Prince Of Wales	4-6 Lawton Street, Congleton	Amber Taverns	CW12 1RP	Community Local	1.67
20	Purple Pakora	8-14 Lawton Street, Congleton	Independent Free	CW12 1RP	Other	1.67
21	Congleton Trades Labour Club	2 Chapel Street, Congleton	Independent Free	CW12 4AB	Other	1.69
22	Forum Restaurant	Worrall Street, Congleton	Independent Free	CW12 1DT	Other	1.70
23	Coronation Bowling Club	Worrall Street, Congleton	Independent Free	CW12 1DT	Other	1.70
24	Congleton Leisure Centre	Worrall Street, Congleton	Independent Free	CW12 1DT	Other	1.70
25	Congleton Town Band Club	Worrall Street, Congleton	Independent Free	CW12 1DT	Other	1.70
26	Congleton Town Hall	High Street, Congleton	Independent Free	CW12 1BN	Other	1.72
27	Ye Olde Kings Arms	1 High Street, Congleton	Titanic	CW12 1BN	Community Local	1.72
28	White Lion	22 High Street, Congleton	Star Pubs & Bars	CW12 1BD	Community Local	1.72
29	Snooty Fox	38-40 High Street, Congleton	Independent Free	CW12 1BD	Other	1.72
30	Gymphobics	Moody Street, Congleton	*Other Small Retail Groups	CW12 4AP	Other	1.75