

## Location Report



| Created: Nov 5 2025 2:28PM in 7 seconds |

...: PUB SEGMENTATION ...

Site: Hawk Inn, CW 1 5RG

A Premium Neighbourhood pub is located in a relatively affluent, slightly older community, in or on the outskirts of suburbia or a small town. Tasteful interiors with a touch of sophistication, traditional in style. Offering a wide range of premium drinks and food, often with an extensive restaurant-style menu and service in a fully seated area separate from the main bar. Where possible it will have an extensive beer garden which will be buzzing in the warmer weather.

<b>Variable</b>	<b>Target Value</b>
Best Fit Segmentation	Premium Neighbourhood
How close it the Best Fit	0.89
Second Best Fit Segmentation	Neighbourhood All Rounder
How close it the Second Best Fit	0.64
Third Best Fit Segmentation	Neighbourhood Mainstream
How close it the Third Best Fit	0.38



**GROUP 2: COMFORTABLE SCEPTICS**

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be weary of trying something new.



**GROUP 5: CAREFREE DOLCE VITAS**

Empty-nesters, discerning and health-conscious, they frequently enjoy meals out with family and friends, invariably with a glass of wine.



**GROUP 9: SPARKLING SOCIALISERS**

Regularly wine & dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.



**GROUP 10: BUSINESS CLASS-SEEKERS**

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.

...: MATCH CONSUMER SEGMENTATION ...

Site: **Hawk Inn, CW 1 5RG : 500m**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	352	14.25%	9,583,035	15.35%	92.87%	■
C02. Comfortable Sceptics	375	15.18%	8,713,823	13.95%	108.81%	■
C03. Mainstream Minded	245	9.92%	6,388,194	10.23%	96.97%	■
C04. Cost-Conscious Champions	375	15.18%	7,857,998	12.58%	120.66%	■
C05. Carefree Dolce Vitas	212	8.58%	4,527,939	7.25%	118.38%	■
C06. Family Pit Stoppers	175	7.09%	4,593,126	7.35%	96.33%	■
C07. Trending Tastemakers	171	6.92%	5,955,829	9.54%	72.59%	■
C08. Steadfast Sippers	196	7.94%	4,164,917	6.67%	118.98%	■
C09. Sparkling Socialisers	196	7.94%	4,164,917	6.67%	118.98%	■
C10. Business Class Seekers	190	7.69%	5,441,256	8.71%	88.29%	■
Total	2,470	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Hawk Inn, CW 1 5RG : 1km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	683	14.18%	9,583,035	15.35%	92.42%	■
C02. Comfortable Sceptics	761	15.80%	8,713,823	13.95%	113.25%	■
C03. Mainstream Minded	451	9.36%	6,388,194	10.23%	91.55%	■
C04. Cost-Conscious Champions	723	15.01%	7,857,998	12.58%	119.31%	■
C05. Carefree Dolce Vitas	431	8.95%	4,527,939	7.25%	123.43%	■
C06. Family Pit Stoppers	329	6.83%	4,593,126	7.35%	92.88%	■
C07. Trending Tastemakers	323	6.71%	5,955,829	9.54%	70.32%	■
C08. Steadfast Sippers	414	8.60%	4,164,917	6.67%	128.90%	■
C09. Sparkling Socialisers	414	8.60%	4,164,917	6.67%	128.90%	■
C10. Business Class Seekers	364	7.56%	5,441,256	8.71%	86.75%	■
Total	4,816	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Hawk Inn, CW 1 5RG : 2km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	1,424	14.66%	9,583,035	15.35%	95.53%	■
C02. Comfortable Sceptics	1,493	15.37%	8,713,823	13.95%	110.15%	■
C03. Mainstream Minded	940	9.68%	6,388,194	10.23%	94.60%	■
C04. Cost-Conscious Champions	1,313	13.52%	7,857,998	12.58%	107.42%	■
C05. Carefree Dolce Vitas	812	8.36%	4,527,939	7.25%	115.29%	■
C06. Family Pit Stoppers	683	7.03%	4,593,126	7.35%	95.60%	■
C07. Trending Tastemakers	703	7.24%	5,955,829	9.54%	75.88%	■
C08. Steadfast Sippers	745	7.67%	4,164,917	6.67%	115.00%	■
C09. Sparkling Socialisers	745	7.67%	4,164,917	6.67%	115.00%	■
C10. Business Class Seekers	802	8.26%	5,441,256	8.71%	94.76%	■
Total	9,714	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Hawk Inn, CW 1 5RG : 5km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	11,840	15.24%	9,583,035	15.35%	99.32%	■
C02. Comfortable Sceptics	10,661	13.72%	8,713,823	13.95%	98.35%	■
C03. Mainstream Minded	8,299	10.68%	6,388,194	10.23%	104.43%	■
C04. Cost-Conscious Champions	12,206	15.71%	7,857,998	12.58%	124.86%	■
C05. Carefree Dolce Vitas	5,236	6.74%	4,527,939	7.25%	92.95%	■
C06. Family Pit Stoppers	6,344	8.17%	4,593,126	7.35%	111.03%	■
C07. Trending Tastemakers	6,522	8.40%	5,955,829	9.54%	88.03%	■
C08. Steadfast Sippers	5,285	6.80%	4,164,917	6.67%	102.00%	■
C09. Sparkling Socialisers	5,285	6.80%	4,164,917	6.67%	102.00%	■
C10. Business Class Seekers	5,633	7.25%	5,441,256	8.71%	83.22%	■
Total	77,689	100.00%	62,449,686	100.00%	100.00%	

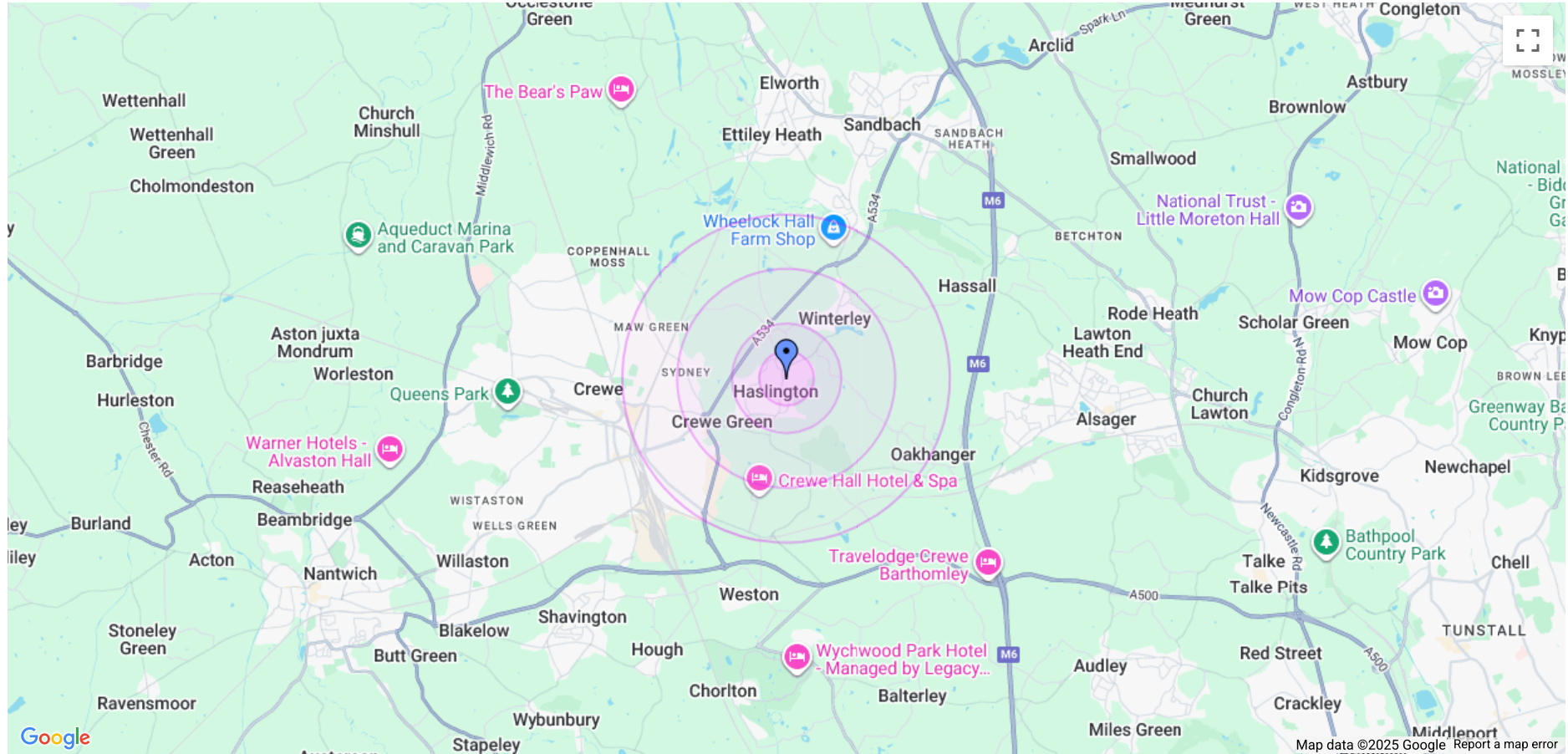
...: NEAREST COMPETITORS ...  
| 20 Nearest Competitors centred on CGAIdent: 27884 Hawk Inn, CW 1 5RG | 2025-11-05 |

Pin	Dist (KM)	ID	Name	Address	Postcode	Segment	Operator	Brand
1	0.35	27881	Broughton Arms	Crewe Road, Haslington, CREWE	CW 1 5QX	Community/Wet Led/Local	Daniel Thwaites plc	Unbranded
2	0.43	27883	Ego	Crewe Road, Haslington, CREWE	CW 1 5QZ	European Other Restaurants	Mitchells & Butlers	Ego Restaurants
3	0.68	27886	Cosey Social Club & Institute	Fields Road, Haslington, CREWE	CW 1 5ST	Registered Social club	Independent Free	Unbranded
4	0.72	27945	Haslington Cricket Club	Clay Lane, Haslington, CREWE	CW 1 5SE	Cricket Club	Independent Free	Unbranded
5	1.27	27887	Crewe Golf Club	Fields Road, Haslington, CREWE	CW 1 5TB	Golf Club	Independent Free	Unbranded
6	1.60	27880	Crewe Post Office Sports Club	Sydney Road, CREWE	CW 1 5LU	Bowling Club	Independent Free	Unbranded
7	1.60	27879	Sydney Arms	Sydney Road, CREWE	CW 1 5LU	Community/Wet Led/Local	Robinsons	Unbranded
8	1.75	421269	Duke Of Gloucester	Beswick Drive, CREWE	CW 1 5NP	Dry Led	JW Lees	Unbranded
9	1.81	28000	Foresters Arms	Crewe Road, Winterley, SANDBACH	CW11 4RF	Dry Led	Independent Free	Unbranded
10	1.92	277888	Ibis Styles	Electra Way, CREWE	CW 1 6GL	Hotel	Accor Hotels	Ibis Styles GB
11	2.13	1844762	Student Zone Bar	Crewe Green Road, CREWE	CW 1 5DU	Educational	Independent Free	Unbranded
12	2.16	27877	Flying Lady	Coleridge Way, CREWE	CW 1 5LE	Community/Wet Led/Local	Star Pubs & Bars	Unbranded
13	2.22	234035	Crewe Hall Hotel	Weston Road, CREWE	CW 1 6UZ	Hotel	Q Hotels	Unbranded
14	2.58	27876	Crewe Bowling Club	Stanhope Avenue, CREWE	CW 1 6ED	Bowling Club	Independent Free	Unbranded
15	2.68	27889	Rising Sun Vaults	Earle Street, CREWE	CW 1 2AF	Circuit Bar - Young Persons	Trust Inns Limited	Unbranded
16	2.78	3121626	Nandos	Earle Street, CREWE	CW 1 2AQ	Portuguese Restaurants	Nandos Restaurants	Nando's
17	2.90	653991	Premier Inn	Weston Road, CREWE	CW 1 6FX	Hotel	Whitbread Hotels	Premier Inn GB
18	2.93	27892	Kings Arms Hotel	Earle Street, CREWE	CW 1 2AT	Community/Wet Led/Local	Stonegate Pub Company	Unbranded
19	2.93	249796	Borough Arms	Earle Street, CREWE	CW 1 2BG	Circuit Bar - Traditional Town	Independent Free	Unbranded
20	3.02	204355	Line And Whistle	Nantwich Road, CREWE	CW 2 6HR	Community/Wet Led/Local	Independent Free	Unbranded

...: NEAREST COMPETITORS ...














| 20 Nearest Competitors centred on CGAIdent: 27884 Hawk Inn, CW 1 5RG | 2025-11-05 |

Circles on the map are 500m, 1km, 2km and 3km radii bands
















...: POPULATION BY AGE BAND ...

Site: **Hawk Inn, CW 1 5RG : 500m**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	263	10.03%	7,192,567	11.72%	85.55%	
Aged 10 to 14	172	6.56%	3,548,969	5.79%	113.39%	
Aged 15 to 17	104	3.97%	2,266,886	3.70%	107.34%	
Aged 18 to 24	192	7.32%	5,771,900	9.41%	77.83%	
Aged 25 to 34	217	8.28%	8,185,472	13.34%	62.03%	
Aged 35 to 44	363	13.84%	8,562,889	13.96%	99.19%	
Aged 45 to 54	452	17.24%	8,485,313	13.83%	124.63%	
Aged 55 to 64	374	14.26%	7,225,032	11.78%	121.11%	
Aged 65 to 75	241	9.19%	5,331,903	8.69%	105.75%	
Aged 75 to 84	150	5.72%	3,416,724	5.57%	102.72%	
Aged 85+	94	3.59%	1,360,040	2.22%	161.71%	
Aged under 18	627	23.91%	16,513,436	26.92%	88.84%	
Adults (Aged 18-64)	1,598	60.95%	38,230,606	62.32%	97.80%	
Total	2,622	100.00%	61,347,695	100.00%	100.00%	














...: POPULATION BY AGE BAND ...

Site: **Hawk Inn, CW 1 5RG : 1km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	496	9.88%	7,192,567	11.72%	84.24%	
Aged 10 to 14	318	6.33%	3,548,969	5.79%	109.46%	
Aged 15 to 17	219	4.36%	2,266,886	3.70%	118.01%	
Aged 18 to 24	352	7.01%	5,771,900	9.41%	74.50%	
Aged 25 to 34	417	8.30%	8,185,472	13.34%	62.23%	
Aged 35 to 44	682	13.58%	8,562,889	13.96%	97.29%	
Aged 45 to 54	872	17.36%	8,485,313	13.83%	125.54%	
Aged 55 to 64	736	14.66%	7,225,032	11.78%	124.44%	
Aged 65 to 75	525	10.45%	5,331,903	8.69%	120.28%	
Aged 75 to 84	277	5.52%	3,416,724	5.57%	99.04%	
Aged 85+	128	2.55%	1,360,040	2.22%	114.97%	
Aged under 18	1,166	23.22%	16,513,436	26.92%	86.25%	
Adults (Aged 18-64)	3,059	60.91%	38,230,606	62.32%	97.74%	
Total	5,022	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Hawk Inn, CW 1 5RG : 2km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	870	8.78%	7,192,567	11.72%	74.87%	
Aged 10 to 14	516	5.21%	3,548,969	5.79%	90.00%	
Aged 15 to 17	374	3.77%	2,266,886	3.70%	102.12%	
Aged 18 to 24	1,521	15.35%	5,771,900	9.41%	163.11%	
Aged 25 to 34	810	8.17%	8,185,472	13.34%	61.25%	
Aged 35 to 44	1,224	12.35%	8,562,889	13.96%	88.48%	
Aged 45 to 54	1,525	15.39%	8,485,313	13.83%	111.25%	
Aged 55 to 64	1,366	13.78%	7,225,032	11.78%	117.03%	
Aged 65 to 75	958	9.67%	5,331,903	8.69%	111.22%	
Aged 75 to 84	548	5.53%	3,416,724	5.57%	99.28%	
Aged 85+	199	2.01%	1,360,040	2.22%	90.57%	
Aged under 18	2,907	29.33%	16,513,436	26.92%	108.97%	
Adults (Aged 18-64)	6,446	65.04%	38,230,606	62.32%	104.37%	
Total	9,911	100.00%	61,347,695	100.00%	100.00%	






...: POPULATION BY AGE BAND ...

Site: **Hawk Inn, CW 1 5RG : 5km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	9,830	12.49%	7,192,567	11.72%	106.51%	■
Aged 10 to 14	4,797	6.09%	3,548,969	5.79%	105.34%	■
Aged 15 to 17	3,055	3.88%	2,266,886	3.70%	105.03%	■
Aged 18 to 24	8,365	10.63%	5,771,900	9.41%	112.94%	■
Aged 25 to 34	10,228	12.99%	8,185,472	13.34%	97.38%	■
Aged 35 to 44	11,285	14.34%	8,562,889	13.96%	102.71%	■
Aged 45 to 54	11,174	14.19%	8,485,313	13.83%	102.63%	■
Aged 55 to 64	8,771	11.14%	7,225,032	11.78%	94.61%	■
Aged 65 to 75	6,216	7.90%	5,331,903	8.69%	90.85%	■
Aged 75 to 84	3,586	4.56%	3,416,724	5.57%	81.79%	■
Aged 85+	1,412	1.79%	1,360,040	2.22%	80.91%	■
Aged under 18	22,992	29.21%	16,513,436	26.92%	108.51%	■
Adults (Aged 18-64)	49,823	63.29%	38,230,606	62.32%	101.56%	■
Total	78,719	100.00%	61,347,695	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Hawk Inn, CW 1 5RG : 500m**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	192	8.21%	12,753,342	20.57%	39.92%	
Low	696	29.77%	13,318,108	21.48%	138.57%	
Average	977	41.79%	11,835,833	19.09%	218.88%	
High	381	16.30%	13,679,112	22.07%	73.85%	
Very High	92	3.93%	10,408,216	16.79%	23.44%	
Total	2,338	100.00%	61,994,611	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Hawk Inn, CW 1 SRG : 1km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	213	4.55%	12,753,342	20.57%	22.11%	
Low	1,357	28.97%	13,318,108	21.48%	134.86%	
Average	2,314	49.40%	11,835,833	19.09%	258.76%	
High	655	13.98%	13,679,112	22.07%	63.38%	
Very High	145	3.10%	10,408,216	16.79%	18.44%	
Total	4,684	100.00%	61,994,611	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Hawk Inn, CW 1 SRG : 2km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	414	4.68%	12,753,342	20.57%	22.73%	
Low	2,812	31.76%	13,318,108	21.48%	147.84%	
Average	3,827	43.22%	11,835,833	19.09%	226.40%	
High	1,351	15.26%	13,679,112	22.07%	69.15%	
Very High	450	5.08%	10,408,216	16.79%	30.27%	
Total	8,854	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Hawk Inn, CW 1 5RG : 5km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	30,531	39.81%	12,753,342	20.57%	193.53%	
Low	18,138	23.65%	13,318,108	21.48%	110.10%	
Average	17,056	22.24%	11,835,833	19.09%	116.49%	
High	6,975	9.10%	13,679,112	22.07%	41.22%	
Very High	3,988	5.20%	10,408,216	16.79%	30.97%	
Total	76,688	100.00%	61,994,611	100.00%	100.00%	