

Location Report



| Created: Sep 9 2025 10:58AM in 9 seconds |

...: PUB SEGMENTATION ...

Site: **Shoulder Of Mutton, SK23 0HZ**

A Neighbourhood All Rounder pub is the heart of its community in suburbs or small towns. Affluence is mid-level, age levels are evenly distributed and tastes tend to be fairly mainstream. Pub restaurants tend to be value driven but food sales are reasonable. Providing a welcome environment with distinct eating and drinking areas that welcome families but do not alienate other groups is important.

Variable	Target Value
Best Fit Segmentation	Neighbourhood All Rounder
How close it the Best Fit	0.87
Second Best Fit Segmentation	Premium Neighbourhood
How close it the Second Best Fit	0.69
Third Best Fit Segmentation	Neighbourhood Mainstream
How close it the Third Best Fit	0.55



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 wary of trying something new.



GROUP 4: COST CONSCIOUS CHAMPIONS

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.



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 8: STEADFAST SIPPERS

They've got their favourite places, rarely push the boat out, and prefer staying close to home.

...: MATCH CONSUMER SEGMENTATION ...

Site: **Shoulder Of Mutton, SK23 0HZ : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	352	14.34%	9,583,035	15.35%	93.47%	■
C02. Comfortable Sceptics	347	14.14%	8,713,823	13.95%	101.34%	■
C03. Mainstream Minded	273	11.12%	6,388,194	10.23%	108.75%	■
C04. Cost-Conscious Champions	363	14.79%	7,857,998	12.58%	117.56%	■
C05. Carefree Dolce Vitas	184	7.50%	4,527,939	7.25%	103.41%	■
C06. Family Pit Stoppers	194	7.91%	4,593,126	7.35%	107.49%	■
C07. Trending Tastemakers	229	9.33%	5,955,829	9.54%	97.85%	■
C08. Steadfast Sippers	201	8.19%	4,164,917	6.67%	122.81%	■
C09. Sparkling Socialisers	201	8.19%	4,164,917	6.67%	122.81%	■
C10. Business Class Seekers	159	6.48%	5,441,256	8.71%	74.36%	■
Total	2,454	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Shoulder Of Mutton, SK23 0HZ : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	706	14.83%	9,583,035	15.35%	96.61%	
C02. Comfortable Sceptics	760	15.96%	8,713,823	13.95%	114.38%	
C03. Mainstream Minded	481	10.10%	6,388,194	10.23%	98.74%	
C04. Cost-Conscious Champions	654	13.73%	7,857,998	12.58%	109.15%	
C05. Carefree Dolce Vitas	376	7.90%	4,527,939	7.25%	108.90%	
C06. Family Pit Stoppers	353	7.41%	4,593,126	7.35%	100.79%	
C07. Trending Tastemakers	401	8.42%	5,955,829	9.54%	88.30%	
C08. Steadfast Sippers	377	7.92%	4,164,917	6.67%	118.71%	
C09. Sparkling Socialisers	377	7.92%	4,164,917	6.67%	118.71%	
C10. Business Class Seekers	326	6.85%	5,441,256	8.71%	78.57%	
Total	4,762	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Shoulder Of Mutton, SK23 0HZ : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	984	14.26%	9,583,035	15.35%	92.91%	
C02. Comfortable Sceptics	1,111	16.10%	8,713,823	13.95%	115.36%	
C03. Mainstream Minded	678	9.82%	6,388,194	10.23%	96.03%	
C04. Cost-Conscious Champions	904	13.10%	7,857,998	12.58%	104.09%	
C05. Carefree Dolce Vitas	553	8.01%	4,527,939	7.25%	110.50%	
C06. Family Pit Stoppers	498	7.22%	4,593,126	7.35%	98.10%	
C07. Trending Tastemakers	553	8.01%	5,955,829	9.54%	84.01%	
C08. Steadfast Sippers	577	8.36%	4,164,917	6.67%	125.35%	
C09. Sparkling Socialisers	577	8.36%	4,164,917	6.67%	125.35%	
C10. Business Class Seekers	520	7.53%	5,441,256	8.71%	86.47%	
Total	6,902	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Shoulder Of Mutton, SK23 0HZ : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	1,899	14.29%	9,583,035	15.35%	93.11%	
C02. Comfortable Sceptics	2,130	16.03%	8,713,823	13.95%	114.85%	
C03. Mainstream Minded	1,338	10.07%	6,388,194	10.23%	98.41%	
C04. Cost-Conscious Champions	1,680	12.64%	7,857,998	12.58%	100.45%	
C05. Carefree Dolce Vitas	1,083	8.15%	4,527,939	7.25%	112.38%	
C06. Family Pit Stoppers	948	7.13%	4,593,126	7.35%	96.98%	
C07. Trending Tastemakers	1,039	7.82%	5,955,829	9.54%	81.97%	
C08. Steadfast Sippers	1,086	8.17%	4,164,917	6.67%	122.52%	
C09. Sparkling Socialisers	1,086	8.17%	4,164,917	6.67%	122.52%	
C10. Business Class Seekers	1,040	7.82%	5,441,256	8.71%	89.81%	
Total	13,291	100.00%	62,449,686	100.00%	100.00%	

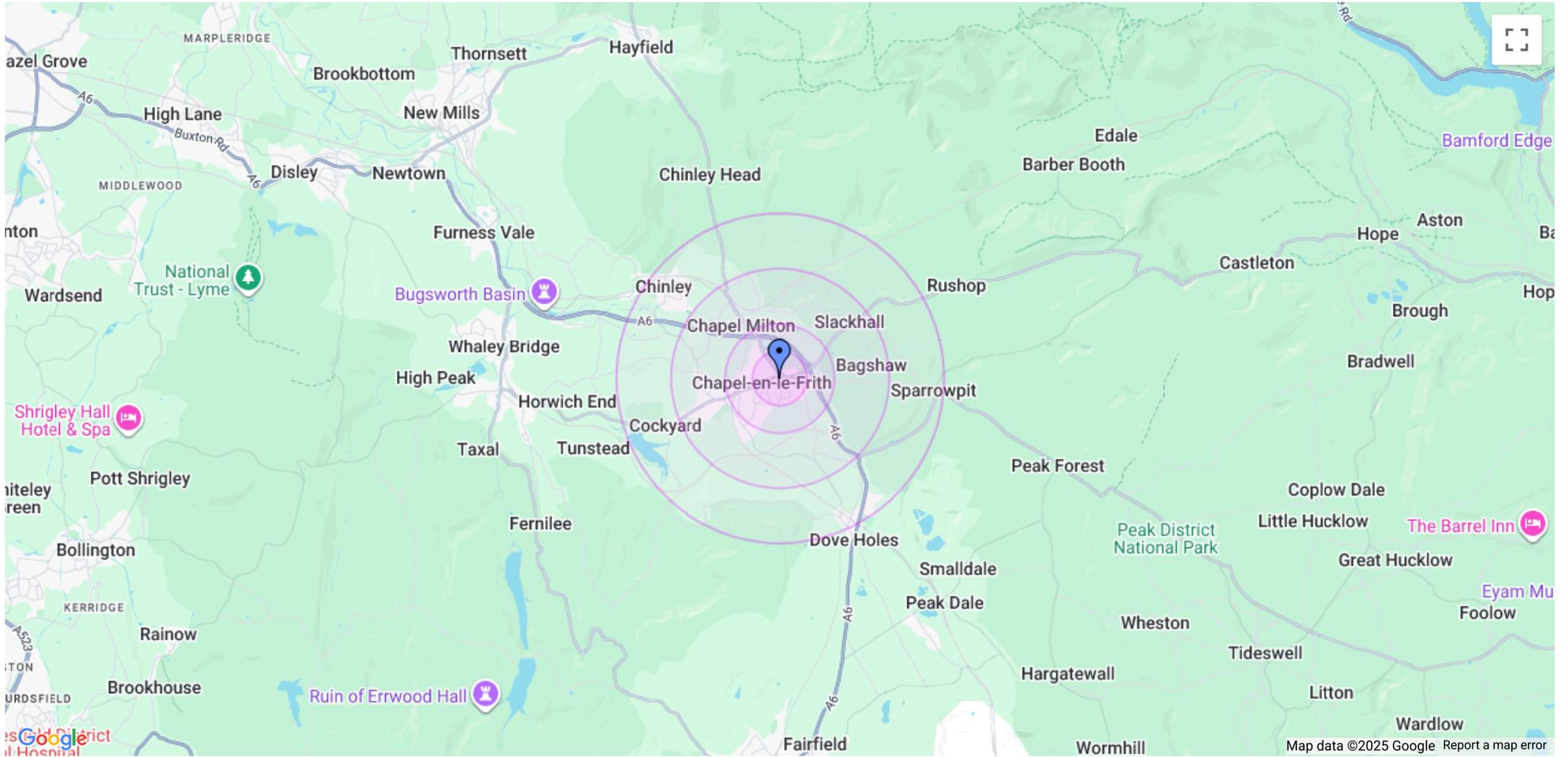
...: NEAREST COMPETITORS ...
| 20 Nearest Competitors centred on CGAIdent: 118076 Shoulder Of Mutton, SK23 0HZ | 2025-09-09 |

Pin	Dist (KM)	ID	Name	Address	Postcode	Segment	Operator	Brand
1	0.17	118080	Old Pack Horse	Market Street, Chapel-En-Le-Frith, HIGH PEAK	SK23 0NT	Community/Wet Led/Local	Robinsons	Unbranded
2	0.33	238411	Golden Dragon	Market Street, Chapel-En-Le-Frith, HIGH PEAK	SK23 0HP	Chinese Restaurants	Independent Free	Unbranded
3	0.33	258483	Rems	Market Street, Chapel-En-Le-Frith, HIGH PEAK	SK23 0HP	Cafe Bar/Wine Bar/Brasserie/Bar & Restaurant	Independent Free	Unbranded
4	0.33	118074	Veccha Italia	Market Street, Chapel-En-Le-Frith, HIGH PEAK	SK23 0HP	Italian Restaurants	Independent Free	Unbranded
5	0.42	1494876	Coco Ristorante & Pizzeria	Market Street, Chapel-en-le-Frith, HIGH PEAK	SK23 0HH	Italian Restaurants	Independent Free	Unbranded
6	0.42	118072	Royal Oak	Market Street, Chapel-En-Le-Frith, HIGH PEAK	SK23 0HH	Community/Wet Led/Local	Unknown	Unbranded
7	0.43	118069	Roebuck	Market Place, Chapel-En-Le-Frith, HIGH PEAK	SK23 0EN	Community/Wet Led/Local	Star Pubs & Bars	Unbranded
8	0.43	3801180	Old Cell Ale Bar	Market Place, Chapel-en-le-Frith, HIGH PEAK	SK23 0EN	Community/Wet Led/Local	Independent Free	Unbranded
9	0.46	32308255	Deacons Bank	Market Street, HIGH PEAK	SK23 0HL	Modern British Cuisine	Independent Free	Unbranded
10	0.70	118079	Chapel En Le Frith Cricket Club	Willow Drive, Chapel-En-Le-Frith, HIGH PEAK	SK23 0ND	Cricket Club	Independent Free	Unbranded
11	0.93	118085	New Inn	Manchester Road, Chapel-En-Le-Frith, HIGH PEAK	SK23 9SR	Community/Wet Led/Local	Robinsons	Unbranded
12	1.10	260688	Chapel Leisure Centre	Long Lane, Chapel-En-Le-Frith, HIGH PEAK	SK23 0TQ	Sports/Leisure Centres	Independent Free	Unbranded
13	2.17	118087	Hanging Gate	Manchester Road, Chapel-En-Le-Frith, HIGH PEAK	SK23 9UH	Dry Led	Independent Free	Unbranded
14	2.17	118088	Chapen-En-Le-Frith Golf Club	Manchester Road, Chapel-En-Le-Frith, HIGH PEAK	SK23 9UH	Golf Club	Independent Free	Unbranded
15	2.52	118066	Old Hall Inn	Whitehough, Chinley, HIGH PEAK	SK23 6EJ	Community/Wet Led/Local	Independent Free	Unbranded
16	2.52	118067	Paper Mill	Whitehough, Chinley, HIGH PEAK	SK23 6EJ	Community/Wet Led/Local	Independent Free	Unbranded
17	2.70	117988	Chinley & Buxworth Conservative Club	Lower Lane, Chinley, HIGH PEAK	SK23 6BE	Political (Registered) Club	Independent Free	Unbranded
18	2.86	118599	Wanted Inn	, Sparrow Pit, BUXTON	SK17 8ET	Community/Wet Led/Local	Independent Free	Unbranded
19	3.15	3837238	Dove Holes Cricket Club	Hallsteads, Dove Holes, BUXTON	SK17 8BJ	Cricket Club	Independent Free	Unbranded
20	3.15	118597	Dove Holes Community Association	Hallsteads, Dove Holes, BUXTON	SK17 8BJ	All Other Registered Clubs/Community Halls	Independent Free	Unbranded

...: NEAREST COMPETITORS ...

| 20 Nearest Competitors centred on CGAIdent: 118076 Shoulder Of Mutton, SK23 0HZ | 2025-09-09 |

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



...: POPULATION BY AGE BAND ...

Site: **Shoulder Of Mutton, SK23 0HZ : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	259	10.47%	7,192,567	11.72%	89.29%	
Aged 10 to 14	153	6.18%	3,548,969	5.79%	106.90%	
Aged 15 to 17	90	3.64%	2,266,886	3.70%	98.45%	
Aged 18 to 24	213	8.61%	5,771,900	9.41%	91.51%	
Aged 25 to 34	266	10.75%	8,185,472	13.34%	80.58%	
Aged 35 to 44	341	13.78%	8,562,889	13.96%	98.75%	
Aged 45 to 54	366	14.79%	8,485,313	13.83%	106.96%	
Aged 55 to 64	318	12.85%	7,225,032	11.78%	109.14%	
Aged 65 to 75	251	10.15%	5,331,903	8.69%	116.73%	
Aged 75 to 84	151	6.10%	3,416,724	5.57%	109.59%	
Aged 85+	66	2.67%	1,360,040	2.22%	120.33%	
Aged under 18	625	25.26%	16,513,436	26.92%	93.85%	
Adults (Aged 18-64)	1,504	60.79%	38,230,606	62.32%	97.55%	
Total	2,474	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Shoulder Of Mutton, SK23 0HZ : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	523	10.47%	7,192,567	11.72%	89.31%	
Aged 10 to 14	301	6.03%	3,548,969	5.79%	104.17%	
Aged 15 to 17	186	3.72%	2,266,886	3.70%	100.77%	
Aged 18 to 24	393	7.87%	5,771,900	9.41%	83.63%	
Aged 25 to 34	487	9.75%	8,185,472	13.34%	73.07%	
Aged 35 to 44	675	13.51%	8,562,889	13.96%	96.82%	
Aged 45 to 54	775	15.52%	8,485,313	13.83%	112.18%	
Aged 55 to 64	686	13.73%	7,225,032	11.78%	116.61%	
Aged 65 to 75	525	10.51%	5,331,903	8.69%	120.93%	
Aged 75 to 84	323	6.47%	3,416,724	5.57%	116.11%	
Aged 85+	121	2.42%	1,360,040	2.22%	109.27%	
Aged under 18	1,217	24.36%	16,513,436	26.92%	90.51%	
Adults (Aged 18-64)	3,016	60.38%	38,230,606	62.32%	96.89%	
Total	4,995	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Shoulder Of Mutton, SK23 0HZ : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	709	9.97%	7,192,567	11.72%	85.08%	
Aged 10 to 14	421	5.92%	3,548,969	5.79%	102.38%	
Aged 15 to 17	265	3.73%	2,266,886	3.70%	100.89%	
Aged 18 to 24	540	7.60%	5,771,900	9.41%	80.75%	
Aged 25 to 34	645	9.07%	8,185,472	13.34%	68.01%	
Aged 35 to 44	918	12.92%	8,562,889	13.96%	92.53%	
Aged 45 to 54	1,125	15.83%	8,485,313	13.83%	114.43%	
Aged 55 to 64	1,020	14.35%	7,225,032	11.78%	121.85%	
Aged 65 to 75	757	10.65%	5,331,903	8.69%	122.54%	
Aged 75 to 84	486	6.84%	3,416,724	5.57%	122.77%	
Aged 85+	222	3.12%	1,360,040	2.22%	140.88%	
Aged under 18	1,670	23.49%	16,513,436	26.92%	87.28%	
Adults (Aged 18-64)	4,248	59.76%	38,230,606	62.32%	95.90%	
Total	7,108	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Shoulder Of Mutton, SK23 0HZ : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	1,402	10.47%	7,192,567	11.72%	89.28%	
Aged 10 to 14	747	5.58%	3,548,969	5.79%	96.41%	
Aged 15 to 17	501	3.74%	2,266,886	3.70%	101.23%	
Aged 18 to 24	986	7.36%	5,771,900	9.41%	78.24%	
Aged 25 to 34	1,177	8.79%	8,185,472	13.34%	65.86%	
Aged 35 to 44	1,836	13.71%	8,562,889	13.96%	98.21%	
Aged 45 to 54	2,133	15.93%	8,485,313	13.83%	115.14%	
Aged 55 to 64	1,962	14.65%	7,225,032	11.78%	124.38%	
Aged 65 to 75	1,466	10.95%	5,331,903	8.69%	125.93%	
Aged 75 to 84	846	6.32%	3,416,724	5.57%	113.41%	
Aged 85+	338	2.52%	1,360,040	2.22%	113.83%	
Aged under 18	3,135	23.41%	16,513,436	26.92%	86.95%	
Adults (Aged 18-64)	8,094	60.43%	38,230,606	62.32%	96.97%	
Total	13,394	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Shoulder Of Mutton, SK23 0HZ : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	816	33.25%	12,753,342	20.57%	161.64%	
Low	446	18.17%	13,318,108	21.48%	84.60%	
Average	938	38.22%	11,835,833	19.09%	200.21%	
High	254	10.35%	13,679,112	22.07%	46.91%	
Very High	0	0.00%	10,408,216	16.79%	0.00%	
Total	2,454	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Shoulder Of Mutton, SK23 0HZ : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	911	19.13%	12,753,342	20.57%	92.99%	
Low	1,206	25.33%	13,318,108	21.48%	117.89%	
Average	1,894	39.77%	11,835,833	19.09%	208.33%	
High	624	13.10%	13,679,112	22.07%	59.39%	
Very High	127	2.67%	10,408,216	16.79%	15.89%	
Total	4,762	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Shoulder Of Mutton, SK23 0HZ : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	911	13.20%	12,753,342	20.57%	64.16%	
Low	1,898	27.50%	13,318,108	21.48%	128.01%	
Average	2,516	36.45%	11,835,833	19.09%	190.94%	
High	799	11.58%	13,679,112	22.07%	52.46%	
Very High	778	11.27%	10,408,216	16.79%	67.14%	
Total	6,902	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Shoulder Of Mutton, SK23 0HZ : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	1,405	10.57%	12,753,342	20.57%	51.39%	
Low	3,616	27.21%	13,318,108	21.48%	126.64%	
Average	4,605	34.65%	11,835,833	19.09%	181.48%	
High	1,503	11.31%	13,679,112	22.07%	51.25%	
Very High	2,162	16.27%	10,408,216	16.79%	96.89%	
Total	13,291	100.00%	61,994,611	100.00%	100.00%	