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...: PUB SEGMENTATION ...

Site: Red Lion, WA16 0JX

A Village All Rounder pub is the hub of the traditional community village. The local age population is older and of mid-affluence. Successful pubs can do both food and drink, although there will be a price sensitivity especially around drink. A warm welcoming pub would appeal to both locals and allow the pub to appeal to a wider geographical audience. A lot of the competition is unbranded. Traditional games and decor should contribute to an authentic experience and the right tenant and manager will be key to create the right ambience.

Variable	Target Value
Best Fit Segmentation	Village All Rounder
How close it the Best Fit	0.98
Second Best Fit Segmentation	Premium Village
How close it the Second Best Fit	0.55
Third Best Fit Segmentation	none
How close it the Third Best Fit	0.00



GROUP 1: CONFIDENT CONFORMISTS

Fairly comfortably off, they follow trends and regularly eat and drink out, mainly in pub restaurants with a glass of wine.

Drivers they over index for drink-led visits

1. Location
2. Value for money
3. Choice of food
4. Service
5. Quality of experience

Drivers for food-led visits

1. Location
2. Convenience
3. Value for money
4. Food quality
5. Choice of food

Repertoire

	Confident Conformists	GB Avg.
Number of drinks categories	2.3	3.1
Number of eating out brands visited every 6 months	14.6	12.8

Top 5 over indexing LAD Brands Consumed



Over indexing reasons choose LAD categories

1. Advertisements
2. TV adverts
3. Bar staff recommendation

Top 5 over indexing soft drink brands consumed



Over indexing reasons choose soft drinks categories

1. Influence of friends
2. Advertisements
3. Special offers/discounts

54%

Eat out weekly

£21.60

Avg. spend, per head on food-led occasion

37%

Drink out weekly

£15.07

Avg. spend, per head on drink-led occasion

£66.15

Avg. monthly spend ranked 6th out of 10

Top 5 brands they over index for drink-led visits



1. Bill's

2. Pizza Hut

3. Café Rouge

4. Browns

5. Beefeater

...: MATCH CONSUMER SEGMENTATION ...

Site: **Red Lion, WA16 0JX : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	118	15.86%	9,583,035	15.35%	103.36%	
C02. Comfortable Sceptics	127	17.07%	8,713,823	13.95%	122.34%	
C03. Mainstream Minded	54	7.26%	6,388,194	10.23%	70.95%	
C04. Cost-Conscious Champions	88	11.83%	7,857,998	12.58%	94.00%	
C05. Carefree Dolce Vitas	72	9.68%	4,527,939	7.25%	133.47%	
C06. Family Pit Stoppers	41	5.51%	4,593,126	7.35%	74.93%	
C07. Trending Tastemakers	61	8.20%	5,955,829	9.54%	85.97%	
C08. Steadfast Sippers	59	7.93%	4,164,917	6.67%	118.91%	
C09. Sparkling Socialisers	59	7.93%	4,164,917	6.67%	118.91%	
C10. Business Class Seekers	58	7.80%	5,441,256	8.71%	89.47%	
Total	744	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: Red Lion, WA16 0JX : 1km
Base: *GB : GB Outline

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	332	15.19%	9,583,035	15.35%	98.97%	
C02. Comfortable Sceptics	380	17.38%	8,713,823	13.95%	124.58%	
C03. Mainstream Minded	179	8.19%	6,388,194	10.23%	80.05%	
C04. Cost-Conscious Champions	278	12.72%	7,857,998	12.58%	101.07%	
C05. Carefree Dolce Vitas	204	9.33%	4,527,939	7.25%	128.71%	
C06. Family Pit Stoppers	139	6.36%	4,593,126	7.35%	86.45%	
C07. Trending Tastemakers	165	7.55%	5,955,829	9.54%	79.14%	
C08. Steadfast Sippers	156	7.14%	4,164,917	6.67%	107.00%	
C09. Sparkling Socialisers	156	7.14%	4,164,917	6.67%	107.00%	
C10. Business Class Seekers	173	7.91%	5,441,256	8.71%	90.83%	
Total	2,186	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: Red Lion, WA16 0JX : 2km
Base: *GB : GB Outline

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	577	15.19%	9,583,035	15.35%	99.00%	
C02. Comfortable Sceptics	641	16.88%	8,713,823	13.95%	120.96%	
C03. Mainstream Minded	345	9.08%	6,388,194	10.23%	88.80%	
C04. Cost-Conscious Champions	513	13.51%	7,857,998	12.58%	107.34%	
C05. Carefree Dolce Vitas	303	7.98%	4,527,939	7.25%	110.03%	
C06. Family Pit Stoppers	243	6.40%	4,593,126	7.35%	86.99%	
C07. Trending Tastemakers	289	7.61%	5,955,829	9.54%	79.79%	
C08. Steadfast Sippers	301	7.93%	4,164,917	6.67%	118.83%	
C09. Sparkling Socialisers	301	7.93%	4,164,917	6.67%	118.83%	
C10. Business Class Seekers	280	7.37%	5,441,256	8.71%	84.61%	
Total	3,798	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...:

Site: Red Lion, WA16 0JX : 5km
Base: *GB : GB Outline

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	3,189	15.00%	9,583,035	15.35%	97.78%	■
C02. Comfortable Sceptics	3,188	15.00%	8,713,823	13.95%	107.50%	■
C03. Mainstream Minded	2,282	10.74%	6,388,194	10.23%	104.96%	■
C04. Cost-Conscious Champions	3,240	15.24%	7,857,998	12.58%	121.15%	■
C05. Carefree Dolce Vitas	1,423	6.70%	4,527,939	7.25%	92.34%	■
C06. Family Pit Stoppers	1,544	7.26%	4,593,126	7.35%	98.77%	■
C07. Trending Tastemakers	1,790	8.42%	5,955,829	9.54%	88.31%	■
C08. Steadfast Sippers	1,487	7.00%	4,164,917	6.67%	104.90%	■
C09. Sparkling Socialisers	1,487	7.00%	4,164,917	6.67%	104.90%	■
C10. Business Class Seekers	1,522	7.16%	5,441,256	8.71%	82.19%	■
Total	21,254	100.00%	62,449,686	100.00%	100.00%	

...: NEAREST COMPETITORS ...
| 20 Nearest Competitors centred on CGAIdent: 142333 Red Lion, WA16 0JX | 2026-08-20 |

Pin	Dist (KM)	ID	Name	Address	Postcode	Segment	Operator	Brand
1	1.78	28487	Wincham Hall Hotel	Hall Lane, Wincham, NORTHWICH	CW 9 6DG	Hotel	Independent Free	Unbranded
2	2.06	424624	Vamaski Restaurant	Manchester Road, Lostock Gralam, NORTHWICH	CW 9 7QB	Indian Restaurant	Independent Free	Unbranded
3	2.11	425502	Weavers Whistle	Manchester Road, Lostock Gralam, NORTHWICH	CW 9 7QA	Dry Led	Marston's	Unbranded
4	2.21	170696	Witton Albion Football Club	Chapel Street, Wincham, NORTHWICH	CW 9 6DA	Football Club	Independent Free	Unbranded
5	2.32	28459	Slow & Easy	Manchester Road, Lostock Gralam, NORTHWICH	CW 9 7PJ	Community/Wet Led/Local	Punch Pub Company	Unbranded
6	2.34	28500	Lambs Wharf	Manchester Road, Lostock Gralam, NORTHWICH	CW 9 7PL	Bistros & Bars Restaurants	Independent Free	Unbranded
7	2.45	4530410	Dove Barn	Chester Road, Tabley, KNUTSFORD	WA16 0HF	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
8	2.50	3985484	Holford Estate	Chester Road, Plumley, KNUTSFORD	WA16 0UA	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
9	2.68	227650	Hey Rose Golf Club	Budworth Road, Tabley, KNUTSFORD	WA16 0HZ	Golf Club	Independent Free	Unbranded
10	2.68	28488	Salt Barge	Ollershaw Lane, Marston, NORTHWICH	CW 9 6ES	Rural Character	Independent Free	Unbranded
11	2.72	28490	George & Dragon	High Street, Great Budworth, NORTHWICH	CW 9 6HF	Community/Wet Led/Local	JW Lees	Unbranded
12	2.73	28502	Lostock Sports & Social Club	Works Lane, Lostock Gralam, NORTHWICH	CW 9 7NW	Registered Social club	Independent Free	Unbranded
13	3.00	28489	Budworth Sailing Club	Warrington Road, Great Budworth, NORTHWICH	CW 9 6HA	Other Sports Club	Independent Free	Unbranded
14	3.17	28455	Cock O Budworth	Warrington Road, Great Budworth, NORTHWICH	CW 9 6HB	Dry Led	Holt	Unbranded
15	3.64	142413	Golden Pheasant Inn	Plumley Moor Road, Plumley, KNUTSFORD	WA16 9RX	Community/Wet Led/Local	JW Lees	Unbranded
16	3.75	3824978	Clock Tower	New Warrington Road, NORTHWICH	CW 9 5NF	Dry Led	Independent Free	Unbranded
17	3.87	142330	Windmill	Chester Road, Tabley, KNUTSFORD	WA16 0HW	Community/Wet Led/Local	Robinsons	Unbranded
18	3.90	28466	Gladstone Club	Station Road, NORTHWICH	CW 9 5RB	Other Registered Working Mens Type Club	Independent Free	Unbranded
19	3.93	28496	Rudheath Social Club	Middlewich Road, NORTHWICH	CW 9 7DN	Registered Social club	Independent Free	Unbranded
20	4.01	11592169	Bear	Leicester Street, NORTHWICH	CW 9 5LG	Cafe Bar/Wine Bar/Brasserie/Bar & Restaurant	Bear Coffee Company Ltd	Bear Coffee

| 20 Nearest Competitors centred on CGAIdent: 142333 Red Lion, WA16 0JX | 2026-08-20 |

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



...: POPULATION BY AGE BAND ...

Site: **Red Lion, WA16 0JX : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	96	12.52%	7,192,567	11.72%	106.76%	
Aged 10 to 14	37	4.82%	3,548,969	5.79%	83.39%	
Aged 15 to 17	21	2.74%	2,266,886	3.70%	74.10%	
Aged 18 to 24	43	5.61%	5,771,900	9.41%	59.59%	
Aged 25 to 34	57	7.43%	8,185,472	13.34%	55.70%	
Aged 35 to 44	112	14.60%	8,562,889	13.96%	104.62%	
Aged 45 to 54	164	21.38%	8,485,313	13.83%	154.59%	
Aged 55 to 64	115	14.99%	7,225,032	11.78%	127.31%	
Aged 65 to 75	81	10.56%	5,331,903	8.69%	121.51%	
Aged 75 to 84	38	4.95%	3,416,724	5.57%	88.96%	
Aged 85+	3	0.39%	1,360,040	2.22%	17.64%	
Aged under 18	176	22.95%	16,513,436	26.92%	85.25%	
Adults (Aged 18-64)	491	64.02%	38,230,606	62.32%	102.72%	
Total	767	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND :...

Site: Red Lion, WA16 0JX : 1km
Base: *GB : GB Outline

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	270	11.46%	7,192,567	11.72%	97.71%	
Aged 10 to 14	124	5.26%	3,548,969	5.79%	90.94%	
Aged 15 to 17	93	3.95%	2,266,886	3.70%	106.78%	
Aged 18 to 24	162	6.87%	5,771,900	9.41%	73.05%	
Aged 25 to 34	225	9.55%	8,185,472	13.34%	71.54%	
Aged 35 to 44	320	13.58%	8,562,889	13.96%	97.27%	
Aged 45 to 54	449	19.05%	8,485,313	13.83%	137.73%	
Aged 55 to 64	342	14.51%	7,225,032	11.78%	123.20%	
Aged 65 to 75	224	9.50%	5,331,903	8.69%	109.35%	
Aged 75 to 84	116	4.92%	3,416,724	5.57%	88.37%	
Aged 85+	32	1.36%	1,360,040	2.22%	61.24%	
Aged under 18	556	23.59%	16,513,436	26.92%	87.63%	
Adults (Aged 18-64)	1,498	63.56%	38,230,606	62.32%	101.99%	
Total	2,357	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND :...

Site: Red Lion, WA16 0JX : 2km
Base: *GB : GB Outline

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	397	10.96%	7,192,567	11.72%	93.46%	
Aged 10 to 14	193	5.33%	3,548,969	5.79%	92.08%	
Aged 15 to 17	140	3.86%	2,266,886	3.70%	104.58%	
Aged 18 to 24	242	6.68%	5,771,900	9.41%	70.99%	
Aged 25 to 34	351	9.69%	8,185,472	13.34%	72.61%	
Aged 35 to 44	510	14.08%	8,562,889	13.96%	100.85%	
Aged 45 to 54	630	17.39%	8,485,313	13.83%	125.72%	
Aged 55 to 64	541	14.93%	7,225,032	11.78%	126.79%	
Aged 65 to 75	347	9.58%	5,331,903	8.69%	110.20%	
Aged 75 to 84	212	5.85%	3,416,724	5.57%	105.06%	
Aged 85+	60	1.66%	1,360,040	2.22%	74.70%	
Aged under 18	832	22.96%	16,513,436	26.92%	85.31%	
Adults (Aged 18-64)	2,274	62.77%	38,230,606	62.32%	100.72%	
Total	3,623	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND :...

Site: Red Lion, WA16 0JX : 5km
Base: *GB : GB Outline

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	2,370	10.94%	7,192,567	11.72%	93.31%	
Aged 10 to 14	1,168	5.39%	3,548,969	5.79%	93.20%	
Aged 15 to 17	777	3.59%	2,266,886	3.70%	97.07%	
Aged 18 to 24	1,649	7.61%	5,771,900	9.41%	80.91%	
Aged 25 to 34	2,532	11.69%	8,185,472	13.34%	87.60%	
Aged 35 to 44	3,071	14.18%	8,562,889	13.96%	101.56%	
Aged 45 to 54	3,363	15.52%	8,485,313	13.83%	112.24%	
Aged 55 to 64	2,957	13.65%	7,225,032	11.78%	115.90%	
Aged 65 to 75	1,965	9.07%	5,331,903	8.69%	104.37%	
Aged 75 to 84	1,243	5.74%	3,416,724	5.57%	103.02%	
Aged 85+	568	2.62%	1,360,040	2.22%	118.27%	
Aged under 18	5,187	23.94%	16,513,436	26.92%	88.95%	
Adults (Aged 18-64)	13,572	62.65%	38,230,606	62.32%	100.53%	
Total	21,663	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: Red Lion, WA16 0JX : 500m
Base: *GB : GB Outline

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	5	0.67%	12,753,342	20.57%	3.27%	
Low	0	0.00%	13,318,108	21.48%	0.00%	
Average	191	25.67%	11,835,833	19.09%	134.47%	
High	288	38.71%	13,679,112	22.07%	175.43%	
Very High	260	34.95%	10,408,216	16.79%	208.15%	
Total	744	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: Red Lion, WA16 0JX : 1km
Base: *GB : GB Outline

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	5	0.23%	12,753,342	20.57%	1.11%	
Low	223	10.20%	13,318,108	21.48%	47.49%	
Average	918	41.99%	11,835,833	19.09%	219.96%	
High	675	30.88%	13,679,112	22.07%	139.94%	
Very High	365	16.70%	10,408,216	16.79%	99.45%	
Total	2,186	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: Red Lion, WA16 0JX : 2km
Base: *GB : GB Outline

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	715	18.83%	12,753,342	20.57%	91.51%	
Low	223	5.87%	13,318,108	21.48%	27.33%	
Average	1,224	32.23%	11,835,833	19.09%	168.80%	
High	1,083	28.52%	13,679,112	22.07%	129.23%	
Very High	553	14.56%	10,408,216	16.79%	86.73%	
Total	3,798	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE :...

Site: Red Lion, WA16 0JX : 5km
Base: *GB : GB Outline

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	8,038	38.04%	12,753,342	20.57%	184.89%	
Low	3,179	15.04%	13,318,108	21.48%	70.02%	
Average	4,557	21.56%	11,835,833	19.09%	112.95%	
High	3,161	14.96%	13,679,112	22.07%	67.79%	
Very High	2,198	10.40%	10,408,216	16.79%	61.95%	
Total	21,133	100.00%	61,994,611	100.00%	100.00%	