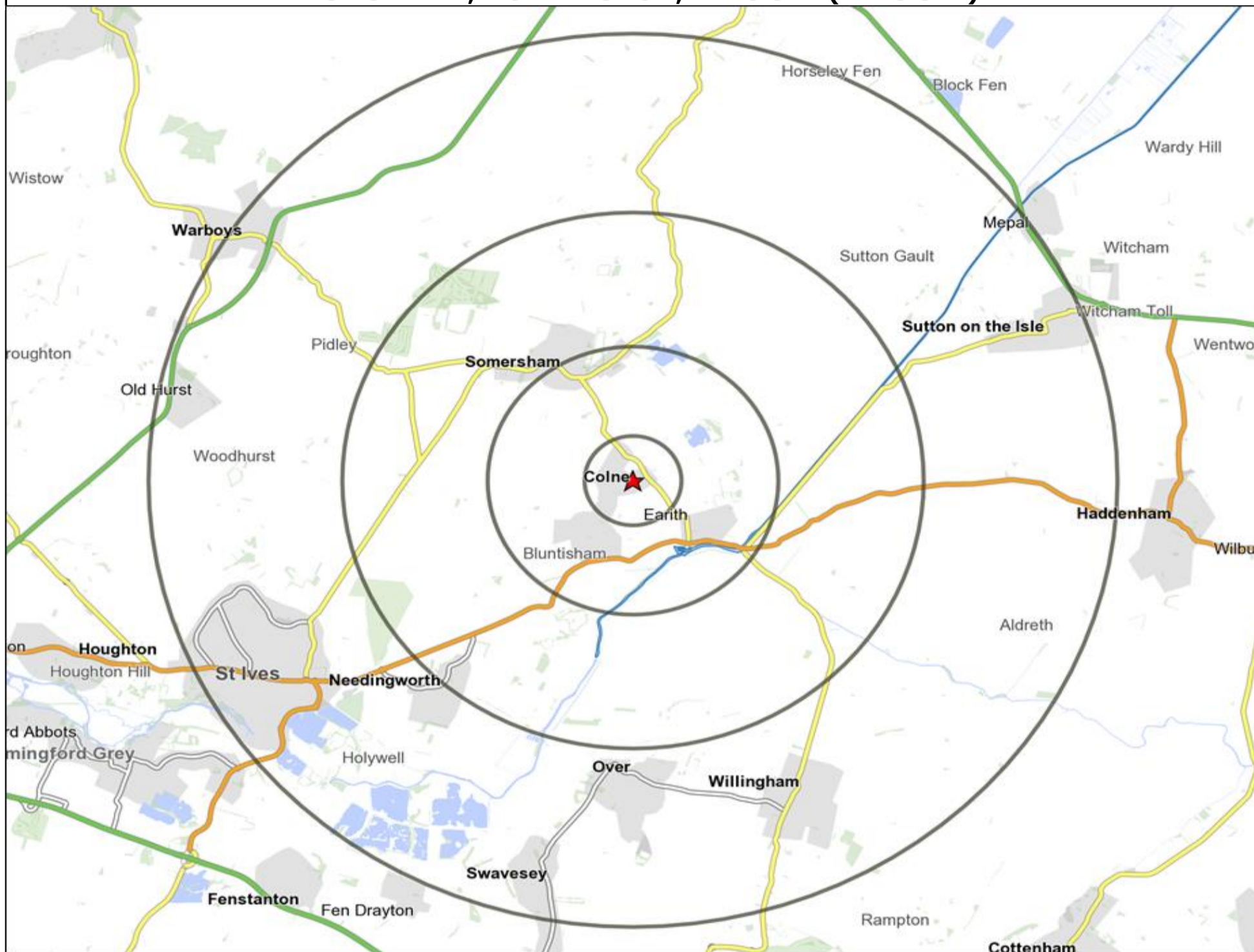




**Customer Profile Report for GREEN MAN, COLNE (Punch Outlet Number: 200530)  
EAST STREET, HUNTINGDON, PE28 3LZ (PE28 3LZ)**



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

**Age Data Table**

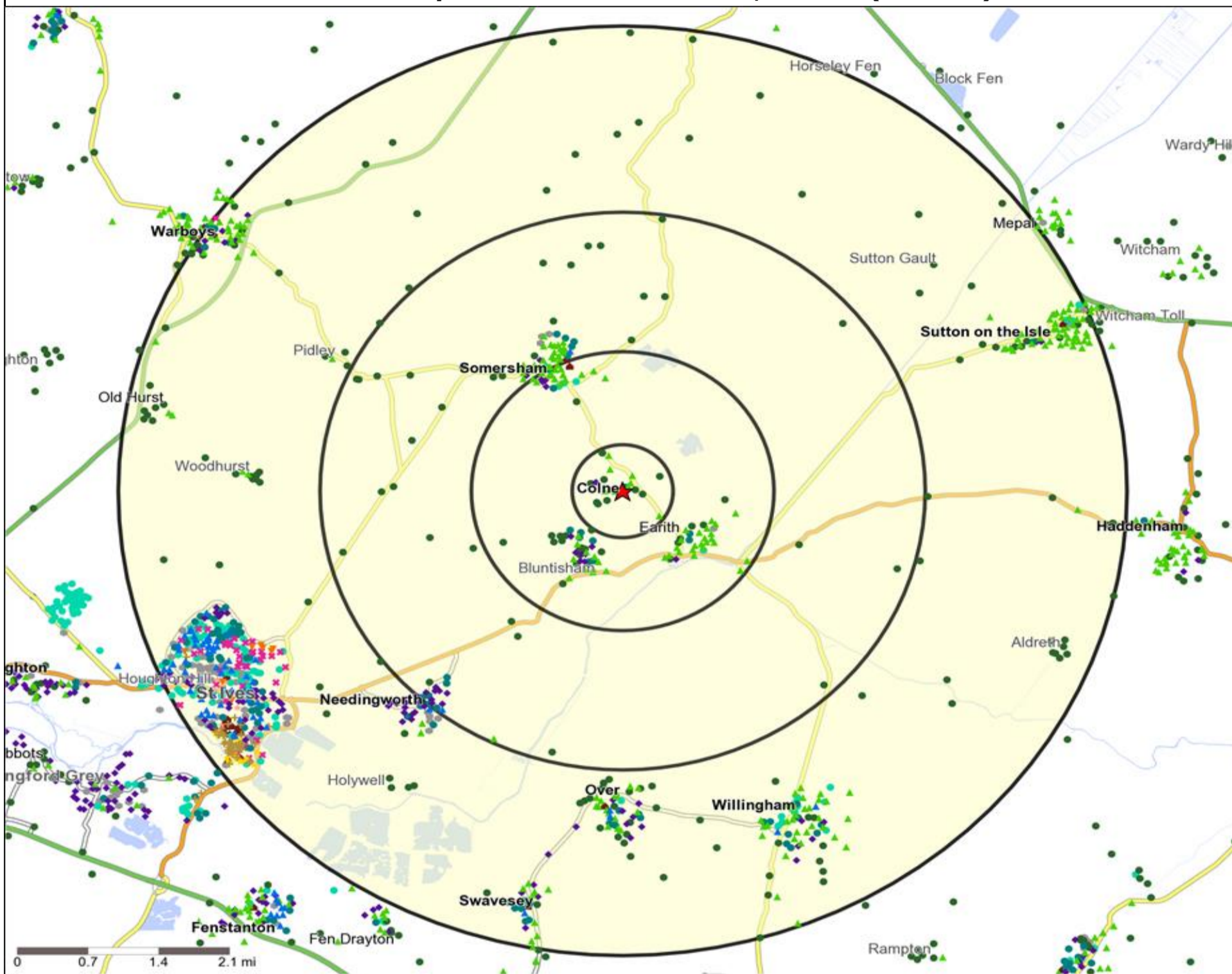
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	154	1,099	1,787	8,263	8,026	96	101	100	99	97
16-17	24	138	237	1,109	1,087	121	102	107	107	106
18-24	44	347	588	2,952	2,895	57	66	68	73	72
25-34	74	593	950	5,314	5,414	63	75	73	87	89
35-44	128	796	1,307	5,998	5,869	118	108	108	106	104
45-54	155	994	1,618	6,989	6,897	128	121	119	111	110
55-64	122	823	1,388	5,578	5,557	126	126	128	111	111
65+	155	1,008	1,685	8,318	8,541	101	97	98	104	107
<b>Population estimate 2015</b>	<b>856</b>	<b>5,798</b>	<b>9,560</b>	<b>44,521</b>	<b>44,286</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**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	812	5,575	9,201	41,122	40,475	98%	98%	97%	95%	95%
Mixed / Multiple Ethnic Groups	8	53	93	585	570	1%	1%	1%	1%	1%
Asian / Asian British	6	56	87	1,175	1,164	1%	1%	1%	3%	3%
Black / African / Caribbean / Black British	2	18	30	232	225	0%	0%	0%	1%	1%
Other Ethnic Group	0	13	28	186	170	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>828</b>	<b>5,715</b>	<b>9,439</b>	<b>43,300</b>	<b>42,604</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Mosaic UK Map and Data: GREEN MAN, COLNE (200530)



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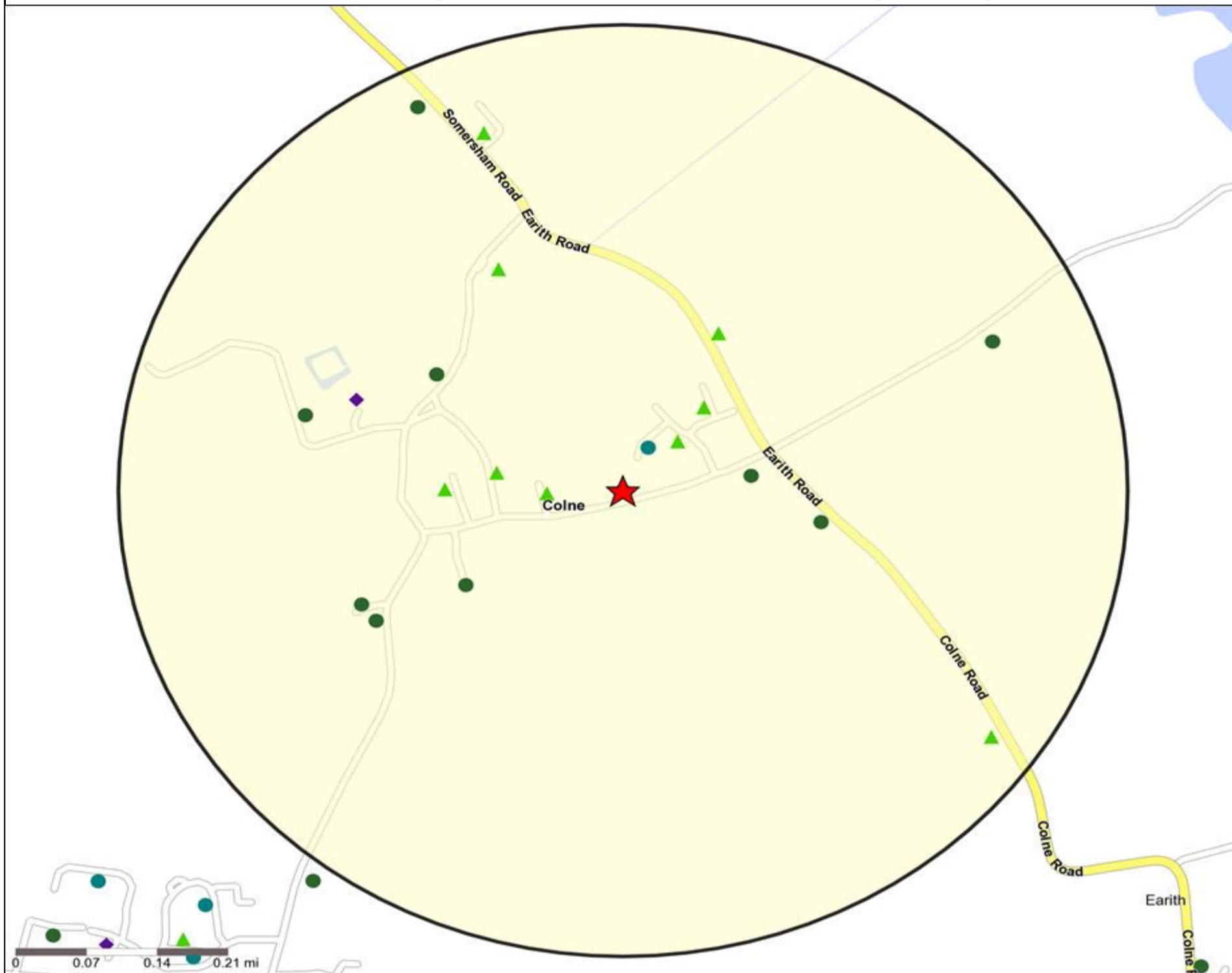
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs

#### Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	9	294	654	2,975	2,791	18	88	119	116	109
<b>C Country Living (18+)</b>	418	1,008	1,528	4,473	3,718	890	318	292	183	152
<b>D Rural Reality (18+)</b>	216	2,244	3,408	10,289	11,114	461	710	653	423	456
<b>E Senior Security (18+)</b>	0	38	132	1,865	2,152	0	10	22	65	75
<b>F Suburban Stability (18+)</b>	0	0	152	2,363	2,253	0	0	33	110	105
<b>G Domestic Success (18+)</b>	33	839	1,420	4,967	4,333	58	219	224	168	147
<b>H Aspiring Homemakers (18+)</b>	0	81	151	4,072	4,742	0	20	22	127	148
<b>I Family Basics (18+)</b>	0	0	0	387	387	0	0	0	15	15
<b>J Transient Renters (18+)</b>	0	0	0	1,450	1,458	0	0	0	72	72
<b>K Municipal Challenge (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>L Vintage Value (18+)</b>	0	56	91	758	580	0	20	19	34	26
<b>M Modest Traditions (18+)</b>	0	0	0	275	275	0	0	0	16	16
<b>N Urban Cohesion (18+)</b>	0	0	0	383	383	0	0	0	21	21
<b>O Rental Hubs (18+)</b>	0	0	0	857	954	0	0	0	32	35
<b>Adults 18+ estimate 2015</b>	<b>676</b>	<b>4,560</b>	<b>7,536</b>	<b>35,114</b>	<b>35,140</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: GREEN MAN, COLNE (200530)**



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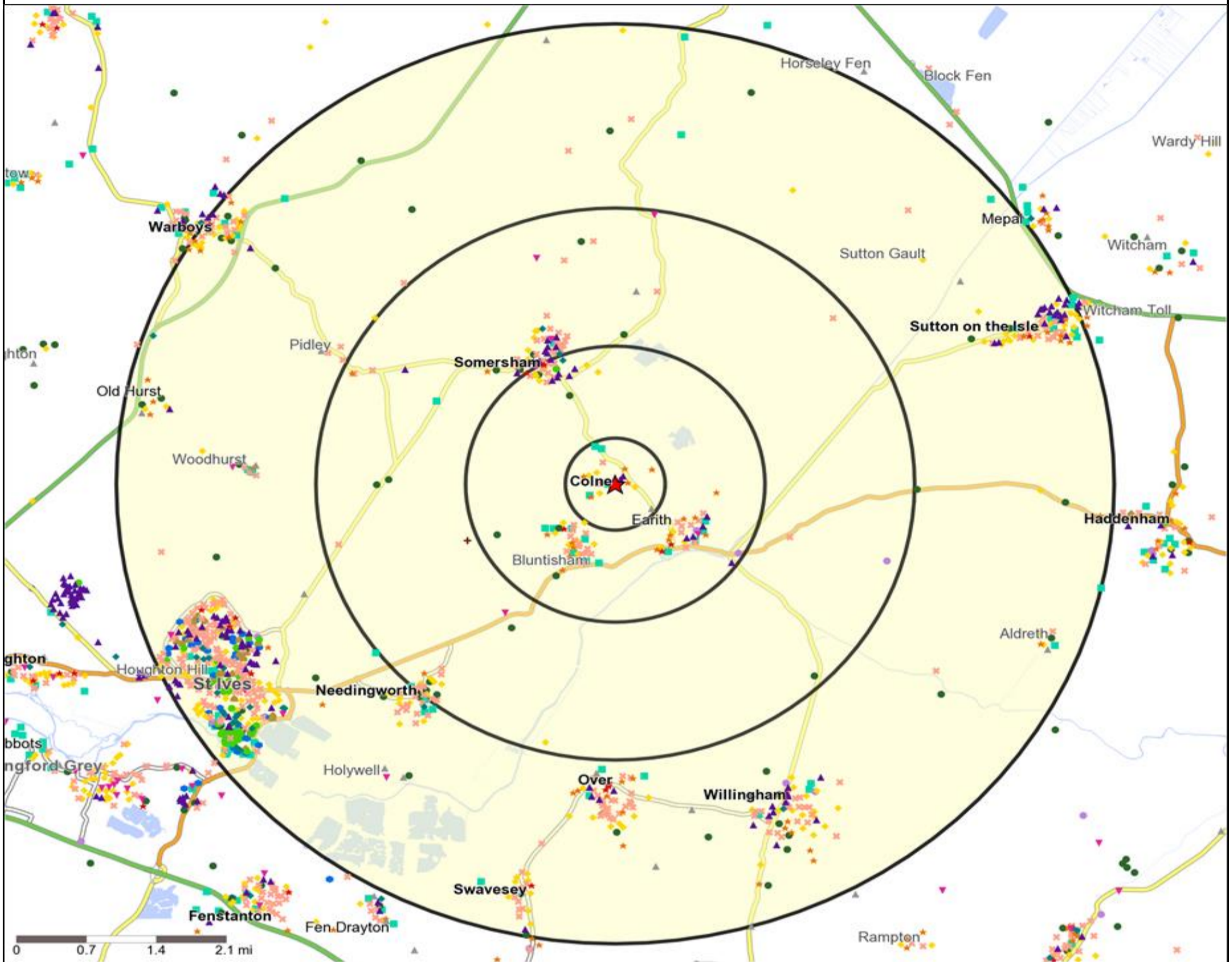
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	9	18
C Country Living (18+)	418	890
D Rural Reality (18+)	216	461
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	33	58
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>676</b>	<b>100</b>



### Occasions Map and Data: GREEN MAN, COLNE (200530)



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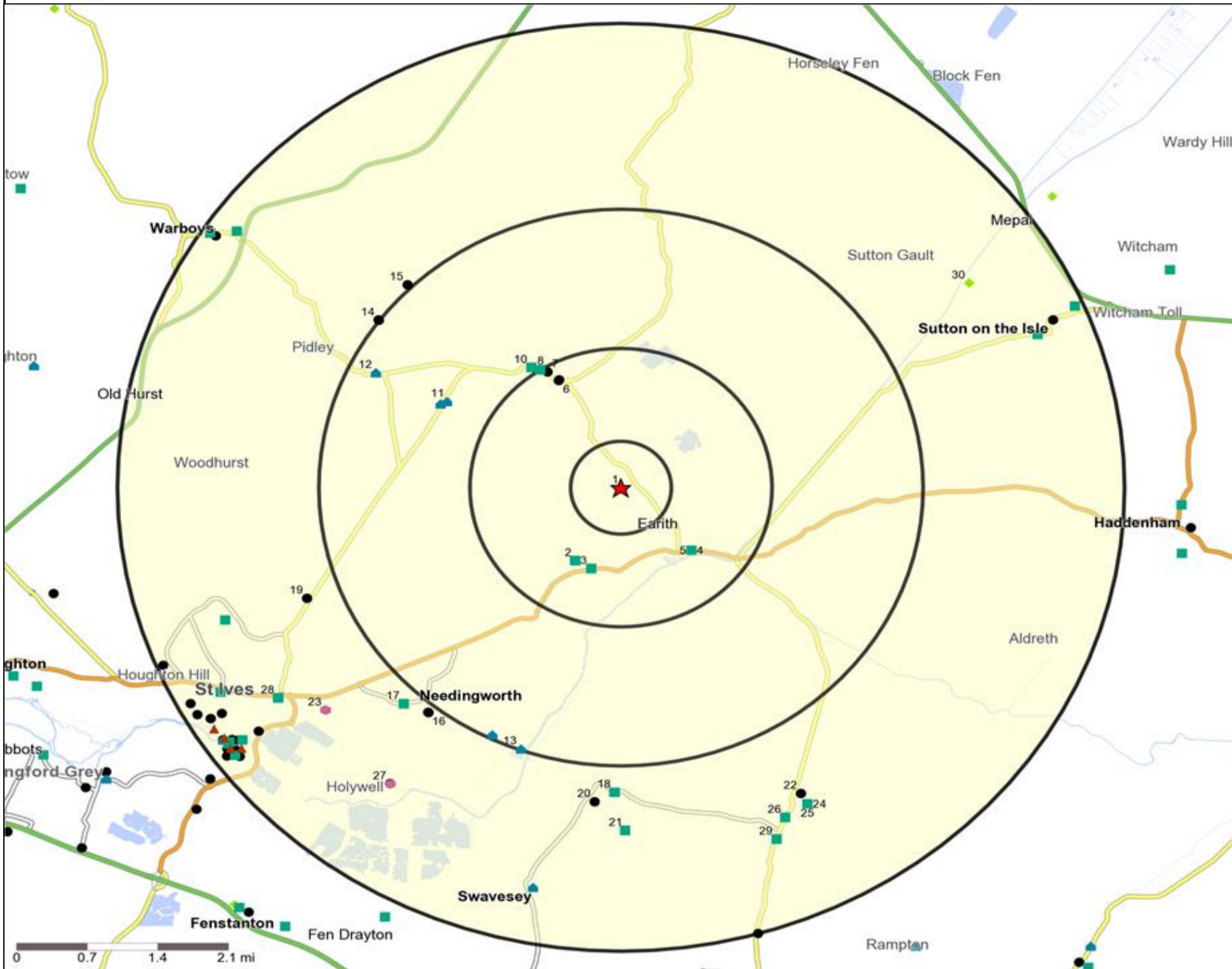
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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	36	234	385	1,826	1,866	84	82	81	77	78
02 Early Doors	33	215	355	1,790	1,824	92	91	89	90	92
03 Everyday is Friday	31	233	377	1,907	1,932	101	115	111	113	114
04 Weekend Millionaires	29	195	330	2,134	2,335	66	67	68	87	95
05 Out On The Town	23	186	311	2,031	2,082	54	66	66	86	88
06 Business and Pleasure	29	131	209	1,009	990	132	90	86	83	81
07 Sporting Pints	15	115	201	1,492	1,568	32	37	39	57	60
08 Student Social	27	184	337	1,396	1,358	136	140	153	127	123
09 Leisurely Lunch	49	319	528	2,428	2,409	118	115	114	105	104
10 Wining and Dining	60	416	713	3,335	3,298	126	132	136	127	125
11 Household Outing	21	159	286	1,758	1,759	56	64	69	84	84
12 Midweek Meal Deal	43	220	333	1,387	1,306	204	157	142	118	111
13 Date Night	58	375	622	2,858	2,839	172	168	167	153	152
14 Birthday Treat	48	334	550	2,291	2,190	143	150	148	123	117
15 Pre Show Meal	9	71	121	683	664	78	92	94	106	103
<b>Number of Occasions</b>	<b>511</b>	<b>3,387</b>	<b>5,658</b>	<b>28,325</b>	<b>28,420</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Competition Map and Data: GREEN MAN, COLNE (200530)**



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

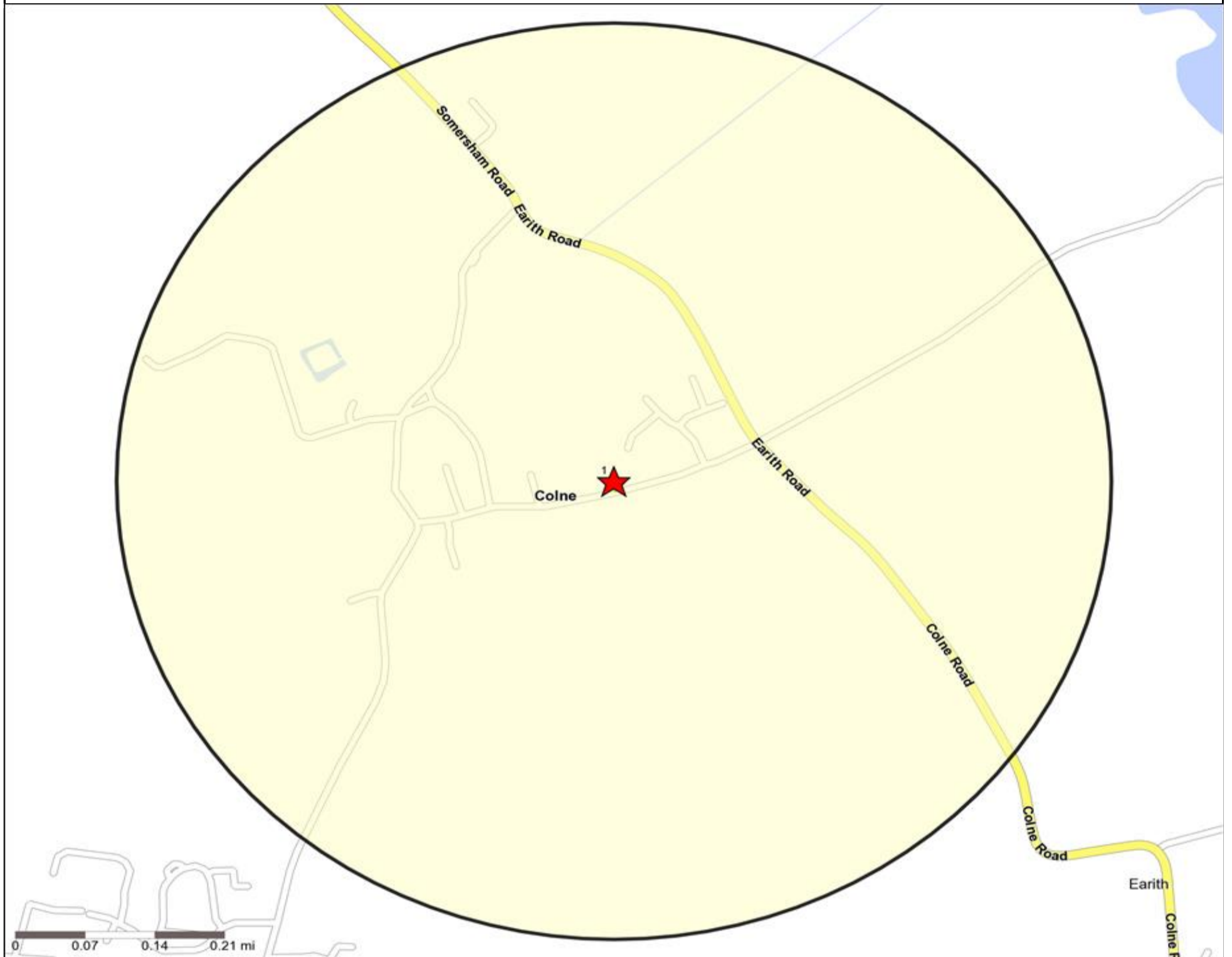
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

**Competition Type Summary Table**

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	0
Circuit Bar	0	0	0	4
Community Local	0	4	5	18
Dry Led	0	0	3	6
Branded Food Pub	0	0	0	3
Rural	1	2	2	3
Other	0	3	3	37
<b>Total</b>	<b>1</b>	<b>9</b>	<b>13</b>	<b>71</b>



### Competition Map and Data: GREEN MAN, COLNE (200530)



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	0
Circuit Bar	0
Community Local	0
Dry Led	0
Branded Food Pub	0
Rural	1
Other	0
<b>Total</b>	<b>1</b>



## Local Competition: GREEN MAN, COLNE (200530)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	GREEN MAN, COLNE	EAST STREET, HUNTINGDON, PE28 3LZ	Punch Taverns	PE28 3LZ	Punch Taverns	0.00
1	Green Man	1 East Street, Colne, Huntingdon	Punch Pub Company	PE28 3LZ	Rural Character	0.00
2	White Swan	30 High Street, Bluntisham, Huntingdon	Punch Pub Company	PE28 3LD	Community Local	0.91
3	Prince Of Wales	13 Rectory Road, Bluntisham, Huntingdon	Independent Free	PE28 3LN	Community Local	0.92
4	Crown	48 High Street, Earith, Huntingdon	Enterprise Inns	PE28 3PP	Community Local	0.97
5	Riverview Inn Hotel	37 High Street, Earith, Huntingdon	Independent Free	PE28 3PP	Rural Character	0.97
6	Somersham Bowls Club	High Street, Somersham, Huntingdon	Independent Free	PE28 3JA	Other	1.31
7	Centurian Club	52a High Street, Somersham, Huntingdon	Independent Free	PE28 3JB	Other	1.44
8	Rose & Crown	99 High Street, Somersham, Huntingdon	Enterprise Inns	PE28 3EE	Community Local	1.50
9	China Garden	70 High Street, Somersham, Huntingdon	Independent Free	PE28 3EE	Other	1.50
10	George	76 High Street, Somersham, Huntingdon	Independent Free	PE28 3EH	Community Local	1.57
11	Windmill	St Ives Road, Somersham, Huntingdon	Greene King	PE28 3ET	Dry Led	1.96
12	Mad Cat Inn	High Street, Pidley, Huntingdon	Independent Free	PE28 3BX	Dry Led	2.73
13	Pike & Eel	Overcote Road, Needingworth, St Ives	Independent Free	PE27 4TW	Dry Led	2.99
14	Pidley Cum Fenton Vill Social Club	Fen Road, Pidley, Huntingdon	Independent Free	PE28 3DE	Other	3.01
15	Lakeside Lodge Golf Centre	Fen Road, Pidley, Huntingdon	Independent Free	PE28 3DF	Other	3.04
16	Needingworth Village Hall	Overcote Lane, Needingworth, St Ives	Independent Free	PE27 4TL	Other	3.09
17	Queens Head	30 High Street, Needingworth, St Ives	Independent Free	PE27 4SA	Community Local	3.17
18	Admiral Vernon	31 High Street, Over, Cambridge	Wells and Youngs	CB24 5NB	Community Local	3.29
19	St Ives Rugby Club	Somersham Road, St Ives	Independent Free	PE27 3LY	Other	3.34
20	Over Community Centre	16 The Doles, Over, Cambridge	Independent Free	CB24 5NW	Other	3.40
21	Exhibition	2 King Street, Over, Cambridge	Punch Pub Company	CB24 5PS	Community Local	3.70
22	Willingham Social Club	Fen End, Willingham, Cambridge	Independent Free	CB24 5LH	Other	3.75
23	Marsh Harrier	Needingworth Road, St Ives	Marston's	PE27 4NB	Branded Food	3.79
24	Duke Of Wellington	55 Church Street, Willingham, Cambridge	Greene King	CB24 5HS	Community Local	3.88
25	Royal Bengal	43 Church Street, Willingham, Cambridge	Independent Free	CB24 5HS	Other	3.88
26	Bank	9 High Street, Willingham, Cambridge	Independent Free	CB24 5ES	Community Local	3.91
27	Old Ferry Boat	Holywell, St Ives	Greene King	PE27 4TG	Branded Food	3.93
28	Manchester Arms	138 Needingworth Road, St Ives	Punch Pub Company	PE27 5LB	Community Local	4.09
29	Black Bull	1 Station Road, Willingham, Cambridge	Greene King	CB24 5HF	Community Local	4.09
30	Anchor Inn	Bury Lane, Sutton, Ely	Independent Free	CB 6 2BD	Rural Character	4.10