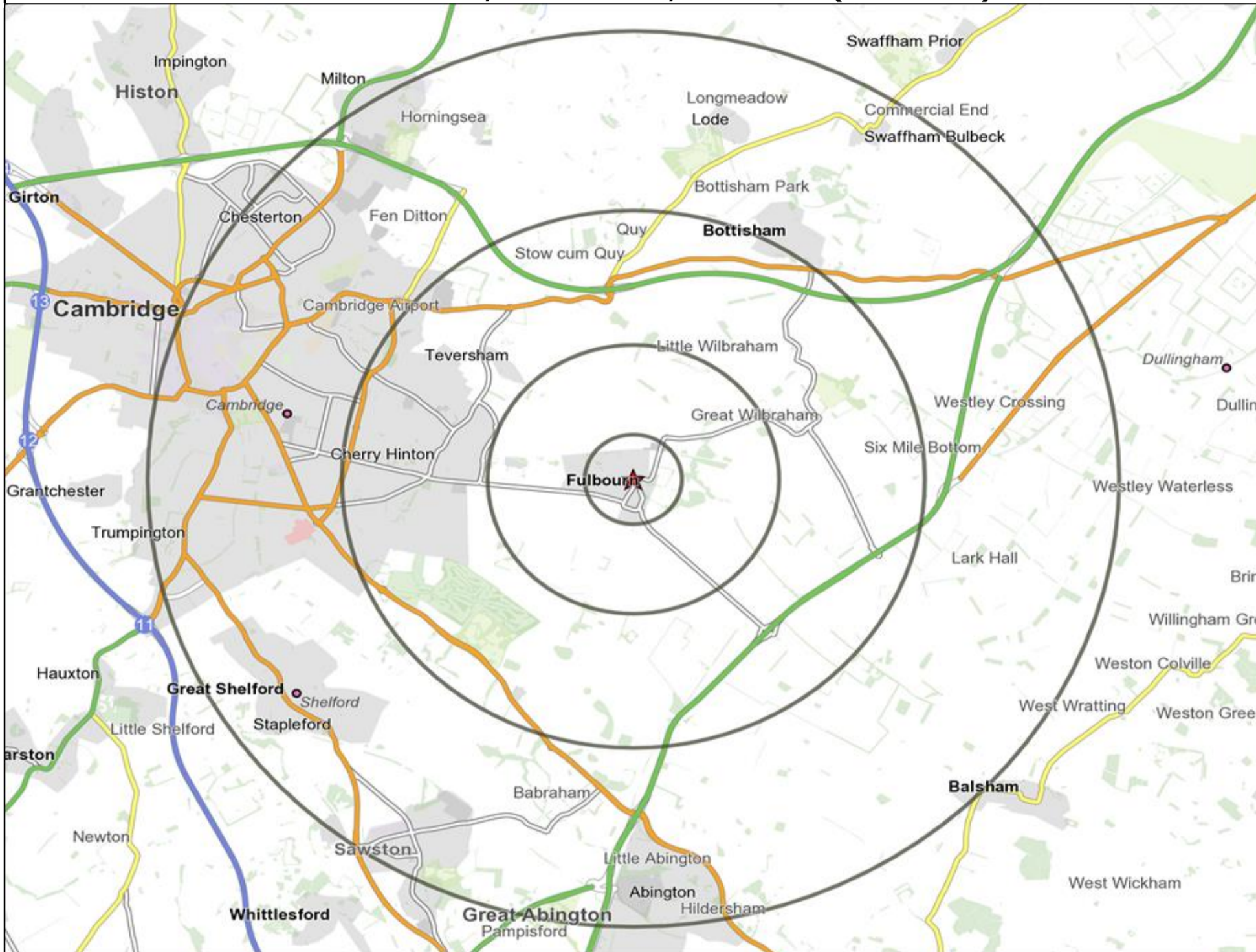




**Customer Profile Report for SIX BELLS, FULBOURN (Punch Outlet Number: 200346)  
9 HIGH STREET, CAMBRIDGE, CB21 5DH (CB21 5DH)**



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

**Age Data Table**

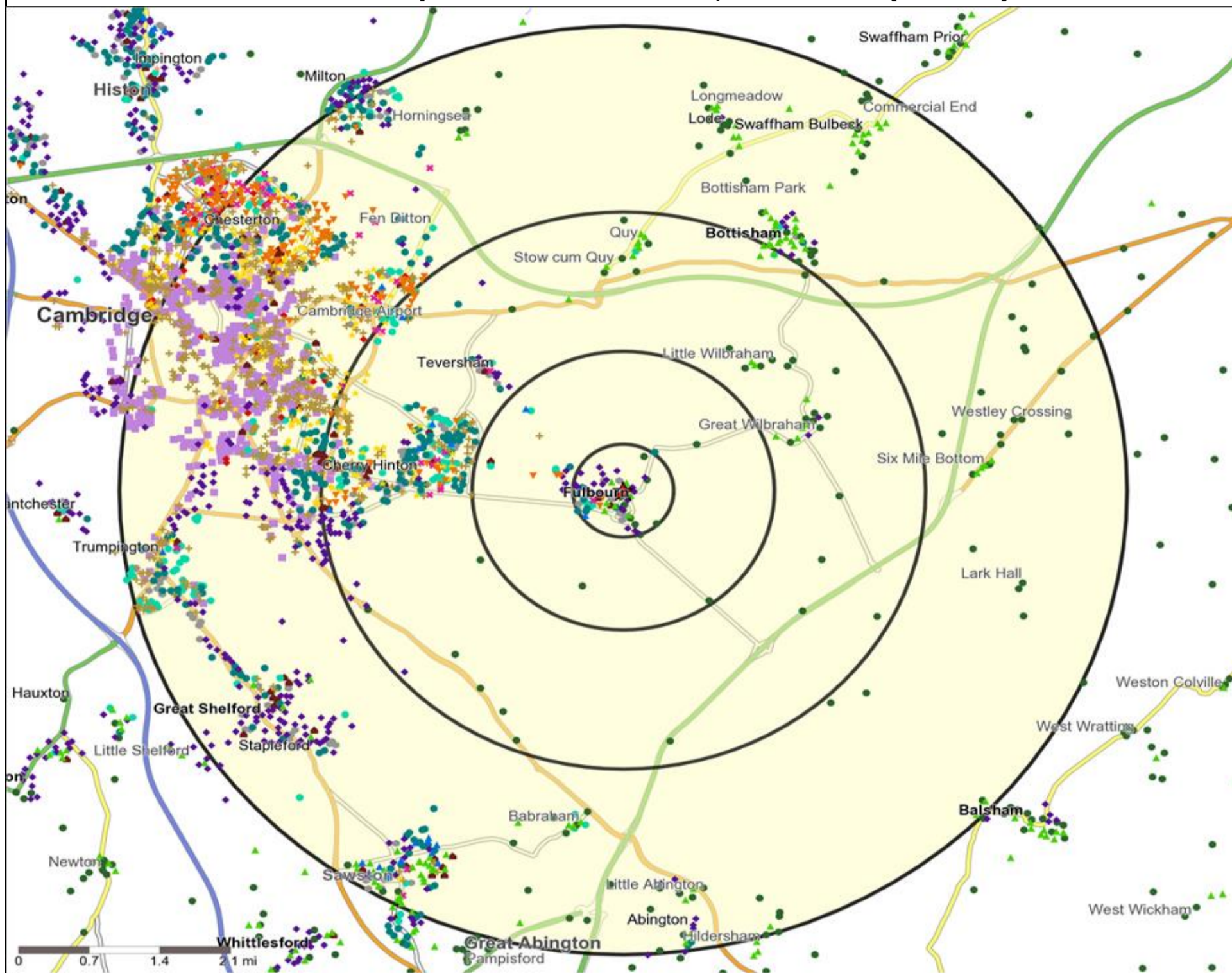
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	566	744	5,456	23,057	15,394	93	97	107	87	94
16-17	63	87	623	2,745	1,878	84	91	99	84	93
18-24	211	289	2,037	22,052	9,764	72	78	83	173	124
25-34	293	407	3,752	24,116	13,830	66	73	101	125	116
35-44	368	488	3,944	18,751	11,947	90	94	115	105	108
45-54	423	530	3,594	16,810	11,327	92	91	94	84	92
55-64	403	502	2,855	12,865	8,646	110	108	93	81	88
65+	914	1,054	4,834	20,622	14,341	157	143	99	81	91
<b>Population estimate 2015</b>	<b>3,241</b>	<b>4,101</b>	<b>27,095</b>	<b>141,018</b>	<b>87,127</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	2,617	3,411	22,208	112,632	71,448	93%	93%	82%	84%	85%
Mixed / Multiple Ethnic Groups	53	66	740	3,789	2,133	2%	2%	3%	3%	3%
Asian / Asian British	97	147	3,435	12,690	7,566	3%	4%	13%	10%	9%
Black / African / Caribbean / Black British	27	35	421	1,983	1,251	1%	1%	2%	1%	1%
Other Ethnic Group	21	26	406	2,225	1,210	1%	1%	1%	2%	1%
<b>All People (Ethnic Group)</b>	<b>2,815</b>	<b>3,685</b>	<b>27,210</b>	<b>133,319</b>	<b>83,608</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Mosaic UK Map and Data: SIX BELLS, FULBOURN (200346)



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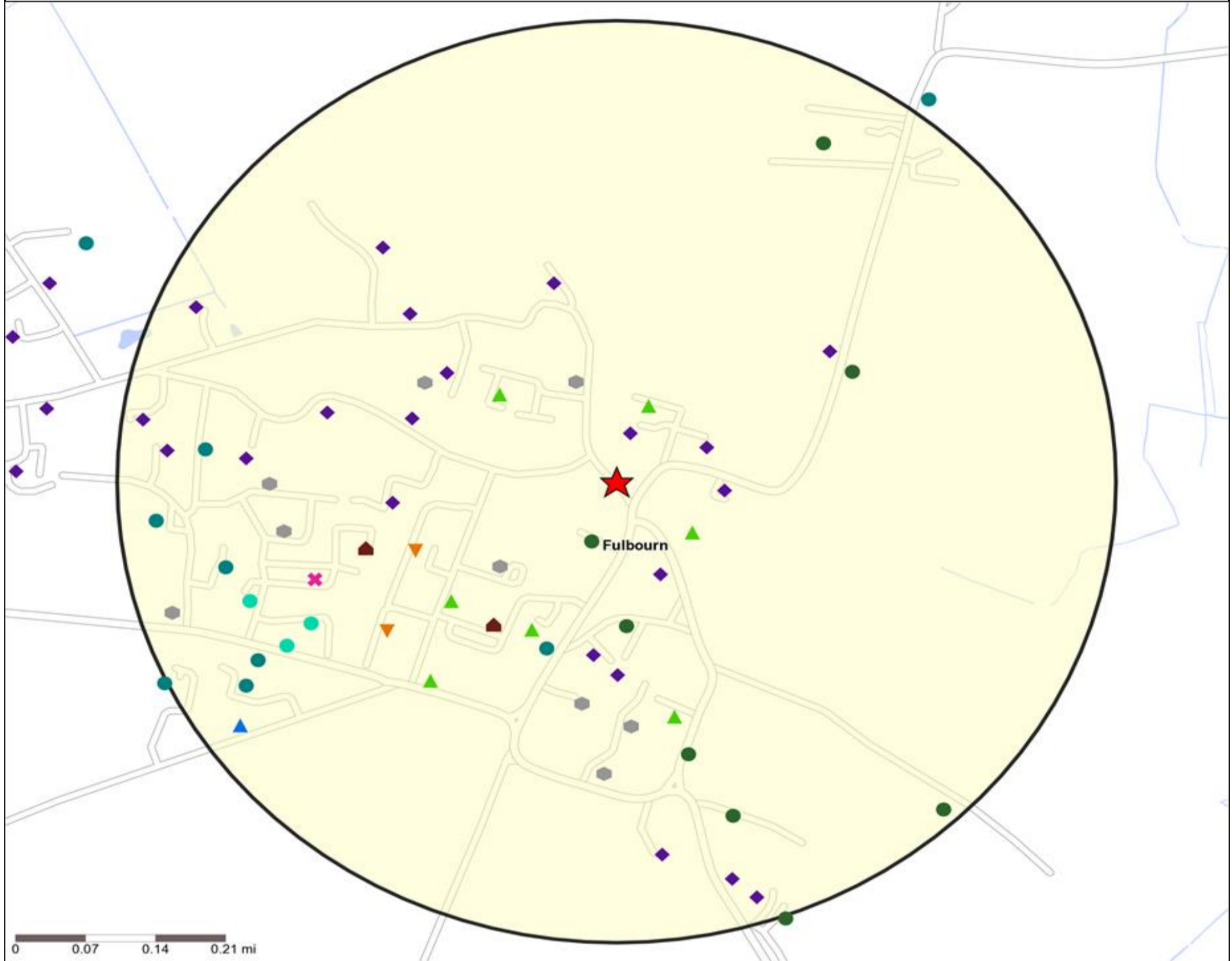


#### Mosaic UK Data Table (Residential)

	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
<b>A City Prosperity (18+)</b>	0	0	266	22,592	9,458	0	0	30	509	333
<b>B Prestige Positions (18+)</b>	800	1,014	2,321	8,356	7,035	420	425	152	109	144
<b>C Country Living (18+)</b>	216	254	930	2,941	3,981	119	112	64	40	85
<b>D Rural Reality (18+)</b>	242	253	715	4,492	5,601	134	112	49	62	120
<b>E Senior Security (18+)</b>	295	313	1,342	3,509	1,906	139	118	79	41	35
<b>F Suburban Stability (18+)</b>	43	101	308	1,084	1,024	27	51	24	17	25
<b>G Domestic Success (18+)</b>	454	532	4,436	12,146	9,610	207	193	252	138	170
<b>H Aspiring Homemakers (18+)</b>	164	285	2,401	6,870	4,904	69	96	126	72	80
<b>I Family Basics (18+)</b>	154	243	1,427	5,571	2,819	82	103	95	74	58
<b>J Transient Renters (18+)</b>	83	83	579	1,570	789	55	44	48	26	20
<b>K Municipal Challenge (18+)</b>	0	0	10	1,129	535	0	0	1	18	14
<b>L Vintage Value (18+)</b>	116	122	721	3,108	2,312	71	59	55	47	55
<b>M Modest Traditions (18+)</b>	0	0	4	67	28	0	0	0	1	1
<b>N Urban Cohesion (18+)</b>	0	0	2,040	8,928	5,426	0	0	186	163	154
<b>O Rental Hubs (18+)</b>	46	72	3,408	22,497	11,701	23	29	212	278	226
<b>Adults 18+ estimate 2015</b>	<b>2,613</b>	<b>3,272</b>	<b>20,908</b>	<b>104,860</b>	<b>67,129</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



Mosaic UK Map and Data: SIX BELLS, FULBOURN (200346)



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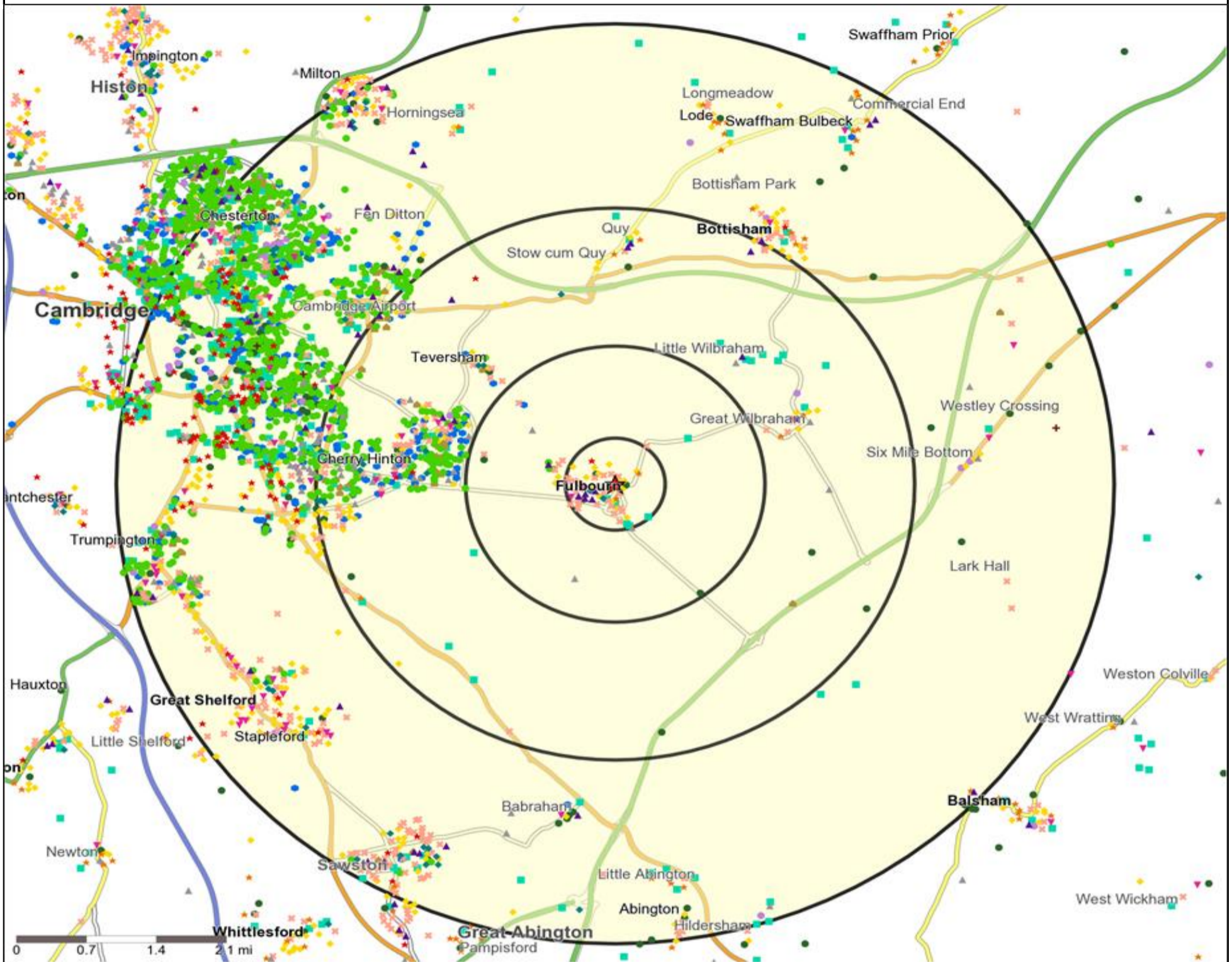
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic 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+)	800	420
C Country Living (18+)	216	119
D Rural Reality (18+)	242	134
E Senior Security (18+)	295	139
F Suburban Stability (18+)	43	27
G Domestic Success (18+)	454	207
H Aspiring Homemakers (18+)	164	69
I Family Basics (18+)	154	82
J Transient Renters (18+)	83	55
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	116	71
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	46	23
<b>Adults 18+ estimate 2015</b>	<b>2,613</b>	<b>100</b>



## Occasions Map and Data: SIX BELLS, FULBOURN (200346)



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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	139	169	1,275	6,971	4,329	80	73	73	93	86
02 Early Doors	142	170	966	3,253	2,550	97	88	66	52	61
03 Everyday is Friday	125	182	1,349	6,235	4,003	101	111	109	116	112
04 Weekend Millionaires	115	152	1,016	3,870	2,678	64	64	57	50	52
05 Out On The Town	152	208	2,147	9,272	5,946	88	91	124	124	120
06 Business and Pleasure	63	91	1,349	6,087	3,787	71	77	151	158	147
07 Sporting Pints	84	144	2,242	11,313	6,685	44	57	118	138	122
08 Student Social	101	135	889	4,363	3,274	125	126	110	125	141
09 Leisurely Lunch	205	256	1,630	6,926	4,683	121	114	96	95	96
10 Wining and Dining	270	342	2,030	8,466	5,854	140	134	105	102	105
11 Household Outing	117	174	1,554	5,049	3,479	77	86	102	77	79
12 Midweek Meal Deal	80	107	640	2,454	1,972	93	94	74	66	80
13 Date Night	241	302	1,752	6,442	4,668	176	167	128	109	118
14 Birthday Treat	189	250	1,369	6,679	4,364	138	138	100	113	111
15 Pre Show Meal	56	72	580	2,379	1,581	119	115	123	117	117
<b>Number of Occasions</b>	<b>2,079</b>	<b>2,754</b>	<b>20,788</b>	<b>89,759</b>	<b>59,853</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: SIX BELLS, FULBOURN (200346)



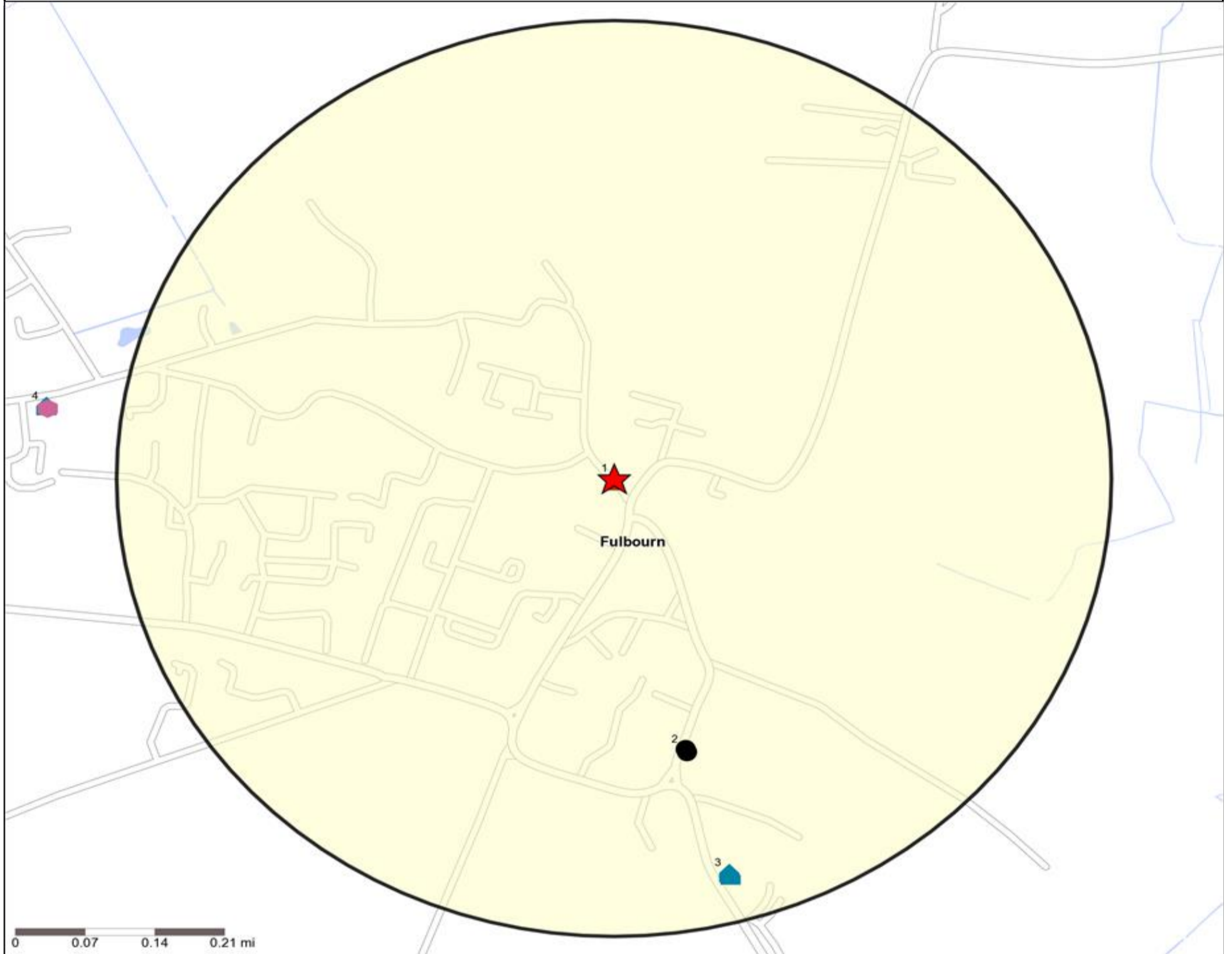
- ★ Location
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

#### 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	19
Circuit Bar	1	1	1	21
Community Local	0	0	4	54
Dry Led	1	1	3	18
Branded Food Pub	0	1	2	9
Rural	0	0	1	2
Other	1	3	14	240
<b>Total</b>	<b>3</b>	<b>6</b>	<b>25</b>	<b>363</b>



**Competition Map and Data: SIX BELLS, FULBOURN (200346)**



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

**Competition Type Summary Table**

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	1
Community Local	0
Dry Led	1
Branded Food Pub	0
Rural	0
Other	1
<b>Total</b>	<b>3</b>



## Local Competition: SIX BELLS, FULBOURN (200346)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SIX BELLS, FULBOURN	9 HIGH STREET, CAMBRIDGE, CB21 5DH	Punch Taverns	CB21 5DH	Punch Taverns	0.00
1	Six Bells	9 High Street, Fulbourn, Cambridge	Punch Pub Company	CB21 5DH	Circuit Bar	0.00
2	Fulbourn Football & Cricket Institute	31 Home End, Fulbourn, Cambridge	Independent Free	CB21 5BS	Other	0.31
3	White Hart	1 Balsham Road, Fulbourn, Cambridge	Greene King	CB21 5BZ	Dry Led	0.45
4	Bakers Arms	4 Hinton Road, Fulbourn, Cambridge	Greene King	CB21 5DZ	Branded Food	0.57
5	Ida Darwin Hospital Staff Association Club	Cambridge Road, Fulbourn, Cambridge	Independent Free	CB21 5BQ	Other	1.28
6	Fulbourn Hospital Staff Social Club	Cambridge Road, Fulbourn, Cambridge	Independent Free	CB21 5BQ	Other	1.28
7	Teversham Conservative Club	4 Cherry Hinton Road, Teversham, Cambridge	Independent Free	CB 1 9AQ	Other	1.88
8	Hole In The Wall	2 High Street, Little Wilbraham, Cambridge	Independent Free	CB21 5JY	Dry Led	1.91
9	Carpenters Arms	10 High Street, Great Wilbraham, Cambridge	Unknown	CB21 5JD	Rural Character	1.94
10	Robin Hood & Little John	1 Fulbourn Road, Cherry Hinton, Cambridge	Greene King	CB 1 9JL	Branded Food	2.01
11	Wilbrahams Hall Social Club	37 Angle End, Great Wilbraham, Cambridge	Independent Free	CB21 5JG	Other	2.07
12	Sitar Tandoori Restaurant	43 High Street, Cherry Hinton, Cambridge	Independent Free	CB 1 9HX	Other	2.08
13	Red Lion	20 Mill End Road, Cherry Hinton, Cambridge	Greene King	CB 1 9JP	Dry Led	2.15
14	Cherry Hinton Caravan Club	Lime Kiln Road, Cherry Hinton, Cambridge	Independent Free	CB 1 8NQ	Other	2.32
15	Missing Sock	Stow-Cum-Quy, Cambridge	Independent Free	CB25 9AQ	Other	2.35
16	Cambridge Quy Mill Hotel	Newmarket Road, Stow-Cum-Quy, Cambridge	Independent Free	CB25 9AF	Other	2.35
17	Rathmore Social Club	70 Cherry Hinton Road, Cambridge	Independent Free	CB 1 8DW	Other	2.40
18	Express By Holiday Inn	15-17 Norman Way, Cambridge	InterContinental Hotels Group	CB 1 3LH	Other	2.45
19	David Lloyd Leisure	Coldham's Lane, Cambridge	Versailles Bidco Ltd	CB 1 3LH	Other	2.45
20	Wheatsheaf	114 Stow Road, Stow-Cum-Quy, Cambridge	Greene King	CB25 9AD	Community Local	2.50
21	White Swan	Main Street, Stow-cum-Quy, Cambridge	*Other Small Retail Groups	CB25 9AB	Community Local	2.68
22	Gog & Magog Golf Club	Shelford Bottom, Cambridge	Independent Free	CB22 3AB	Other	2.83
23	Queen Edith	Wulfstan Way, Cambridge	Unknown	CB 1 8QN	Community Local	2.92
24	Med	Perne Road, Cambridge	Enterprise Inns	CB 1 3RX	Other	2.94
25	Brook	25 Brookfields, Cambridge	Greene King	CB 1 3NW	Community Local	2.95
26	Ristorante Il Piccolo Mondo	85 High Street, Bottisham, Cambridge	Independent Free	CB25 9BA	Other	3.04
27	Bell	16 High Street, Bottisham, Cambridge	Hawthorn Leisure	CB25 9DA	Community Local	3.11
28	Cambridge Joint Ex-Servicemens Club	247 Barnwell Road, Cambridge	Independent Free	CB 5 8RG	Other	3.13
29	Raj Mahal	7 Barnwell Road, Cambridge	Independent Free	CB 5 8RG	Other	3.13
30	Royal British Legion Club	31 Downing Close, Bottisham, Cambridge	Independent Free	CB25 9DD	Other	3.13