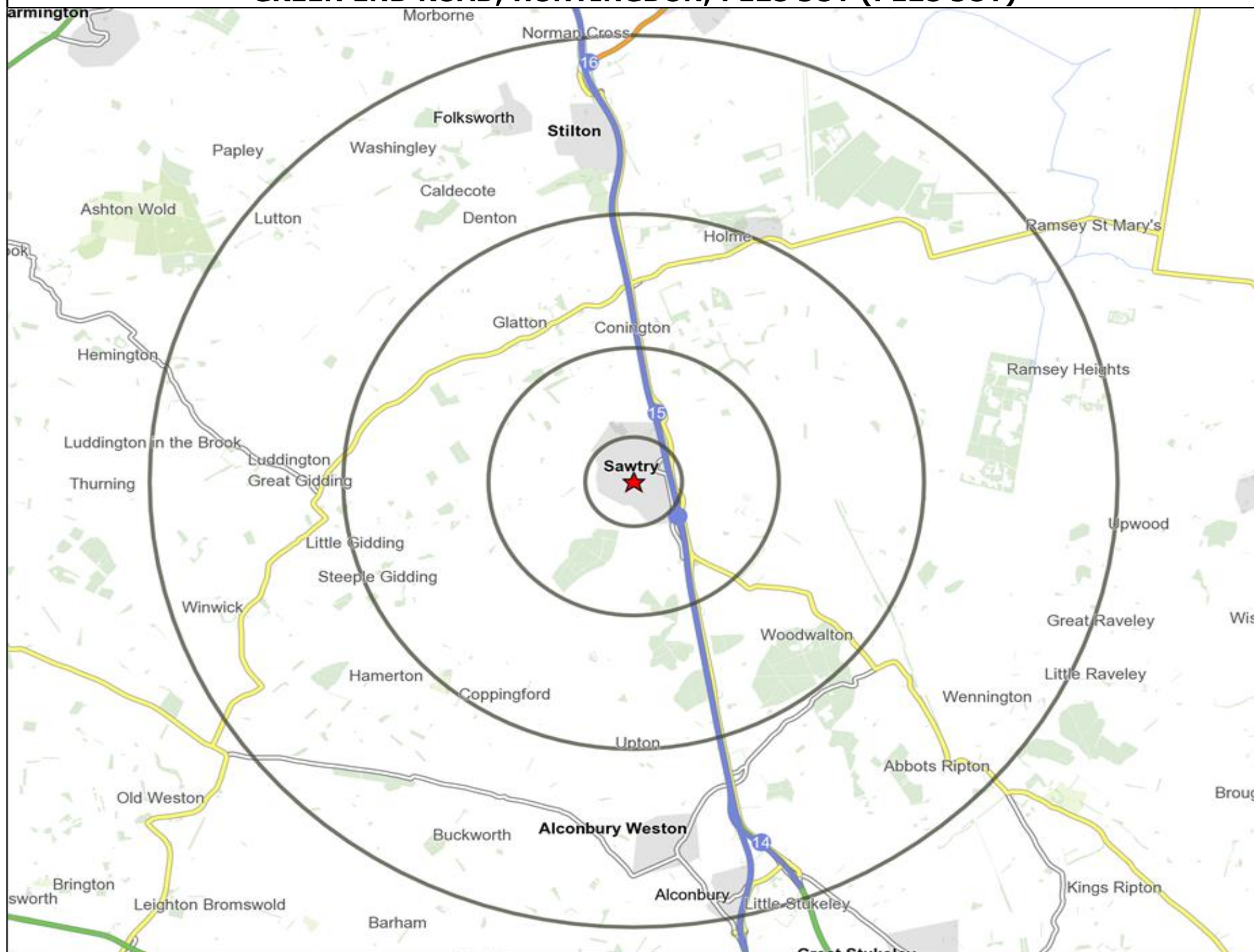




Customer Profile Report for BELL, SAWTRY (Punch Outlet Number: 200523)
GREEN END ROAD, HUNTINGDON, PE28 5UY (PE28 5UY)



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

Age Data Table

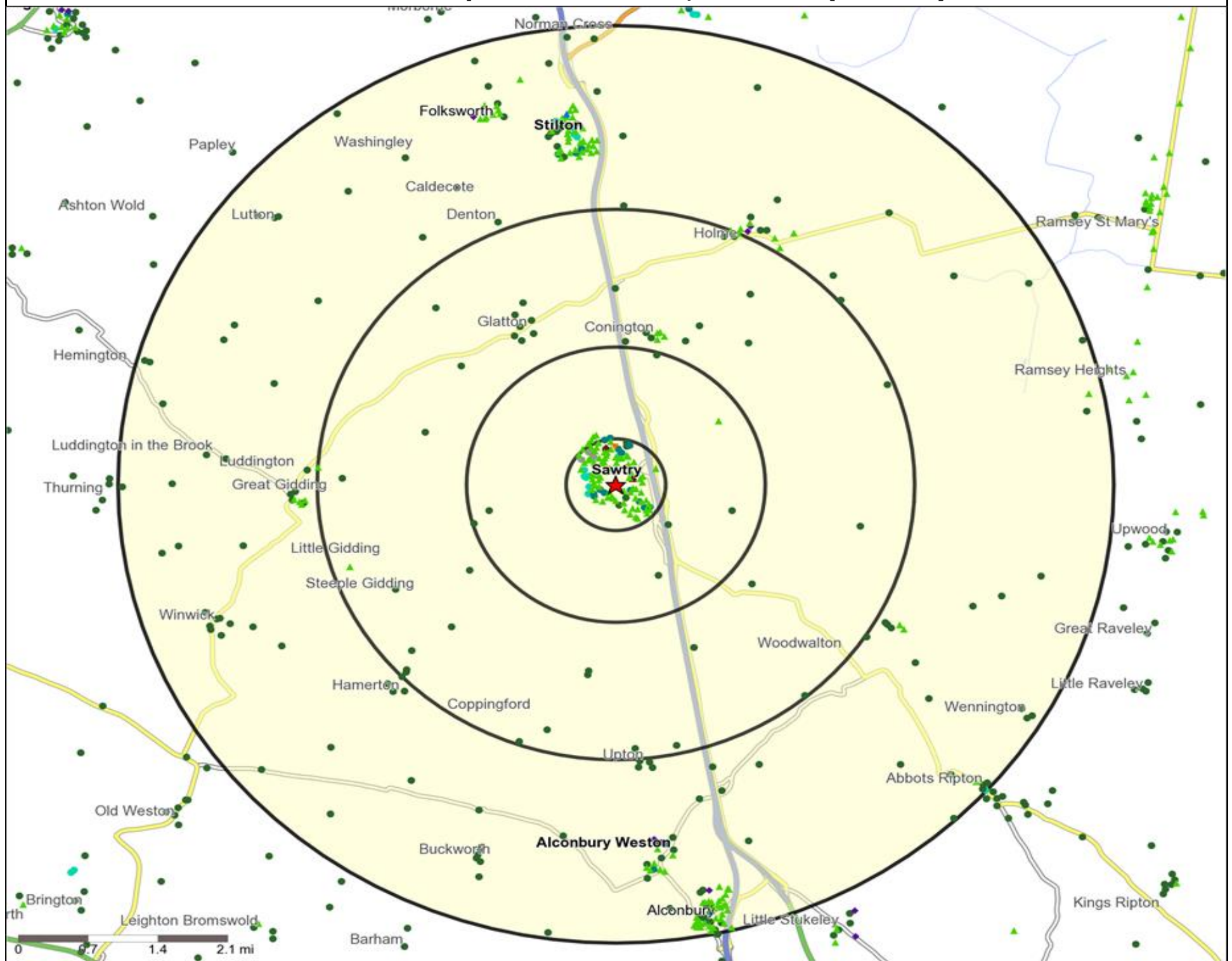
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0-15	1,005	1,093	1,209	2,641	12,436	102	102	99	98	119
16-17	142	160	180	405	1,449	116	121	119	121	112
18-24	363	383	414	809	4,056	76	74	70	62	80
25-34	514	569	617	1,277	8,178	71	73	69	65	107
35-44	701	758	880	1,941	8,189	105	105	106	106	116
45-54	872	946	1,109	2,566	8,130	117	117	120	126	103
55-64	594	634	781	2,010	5,627	100	99	106	124	89
65+	1,077	1,142	1,326	2,723	7,820	114	112	113	105	78
Population estimate 2015	5,268	5,685	6,516	14,372	55,885	100	100	100	100	100

Ethnicity - Census 2011

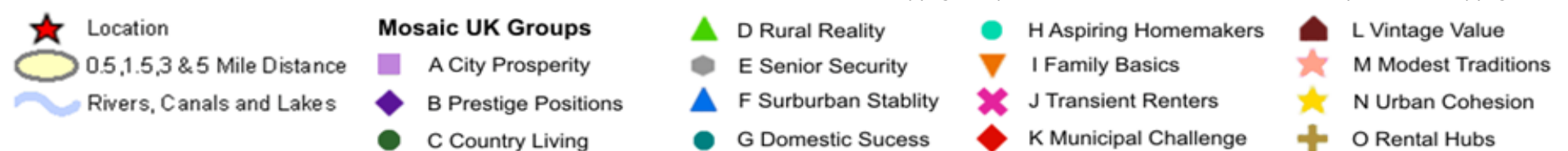
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	4,716	5,089	5,858	13,387	48,973	97%	97%	97%	97%	92%
Mixed / Multiple Ethnic Groups	68	76	84	183	1,199	1%	1%	1%	1%	2%
Asian / Asian British	33	36	52	121	1,765	1%	1%	1%	1%	3%
Black / African / Caribbean / Black British	23	24	26	57	950	0%	0%	0%	0%	2%
Other Ethnic Group	16	18	19	46	302	0%	0%	0%	0%	1%
All People (Ethnic Group)	4,856	5,243	6,039	13,794	53,189	100	100	100	100	100



Mosaic UK Map and Data: BELL, SAWTRY (200523)



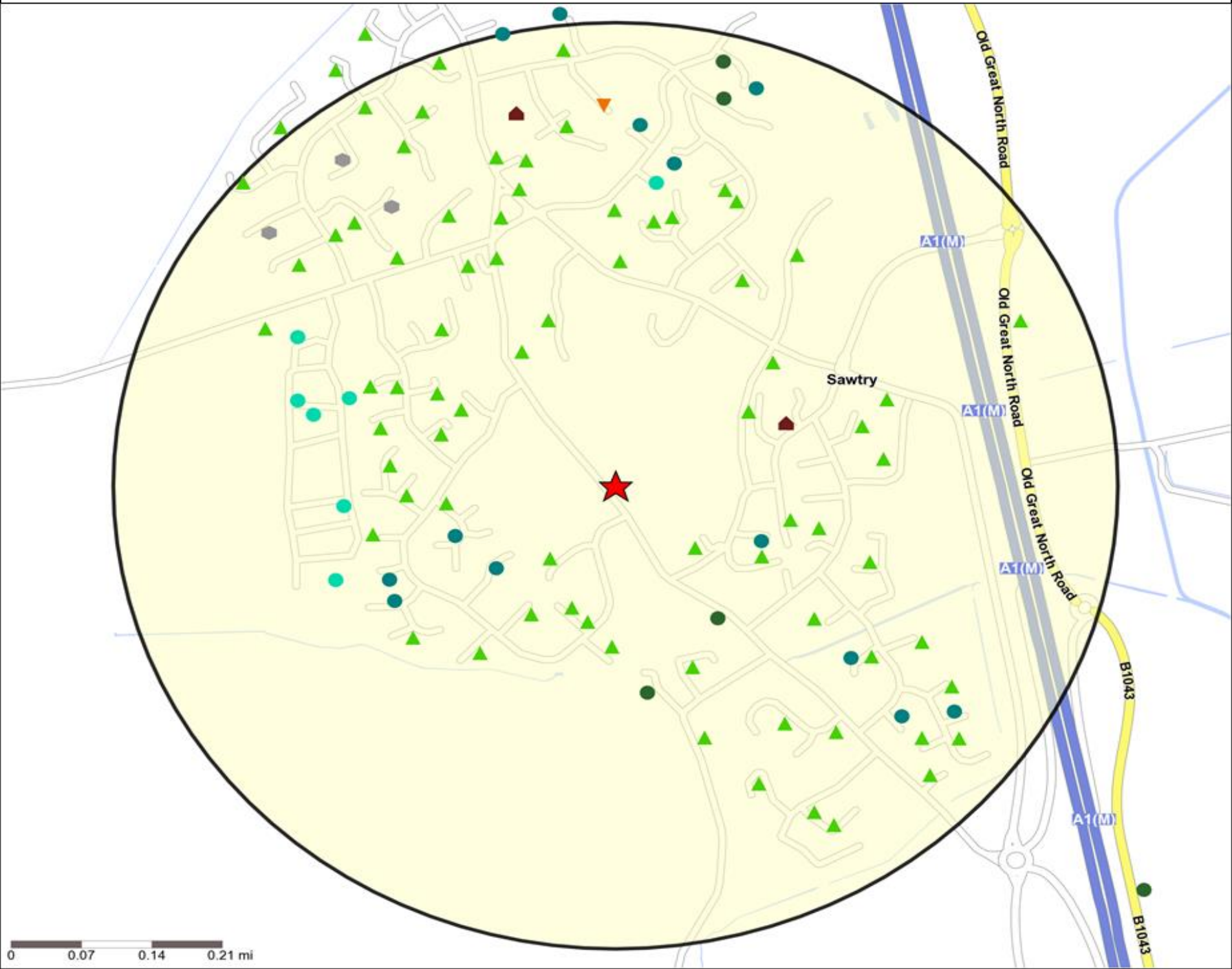
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	1	0	0	0	0	0
B Prestige Positions (18+)	0	0	14	158	1,004	0	0	4	19	33
C Country Living (18+)	130	137	654	2,811	4,079	45	45	184	357	140
D Rural Reality (18+)	3,135	3,376	3,525	7,125	8,925	1,097	1,099	992	908	307
E Senior Security (18+)	94	94	94	115	1,311	28	26	23	12	38
F Suburban Stability (18+)	0	0	0	22	2,148	0	0	0	3	84
G Domestic Success (18+)	300	345	345	464	6,132	87	93	80	49	174
H Aspiring Homemakers (18+)	314	330	345	481	10,953	84	82	74	47	287
I Family Basics (18+)	51	51	51	51	2,704	17	16	14	6	89
J Transient Renters (18+)	0	0	0	0	1,201	0	0	0	0	50
K Municipal Challenge (18+)	0	0	0	0	306	0	0	0	0	12
L Vintage Value (18+)	98	98	98	98	1,321	38	35	30	14	50
M Modest Traditions (18+)	0	0	0	0	538	0	0	0	0	27
N Urban Cohesion (18+)	0	0	0	0	100	0	0	0	0	5
O Rental Hubs (18+)	0	0	0	0	1,230	0	0	0	0	38
Adults 18+ estimate 2015	4,122	4,431	5,126	11,325	41,953	100	100	100	100	100



Mosaic UK Map and Data: BELL, SAWTRY (200523)



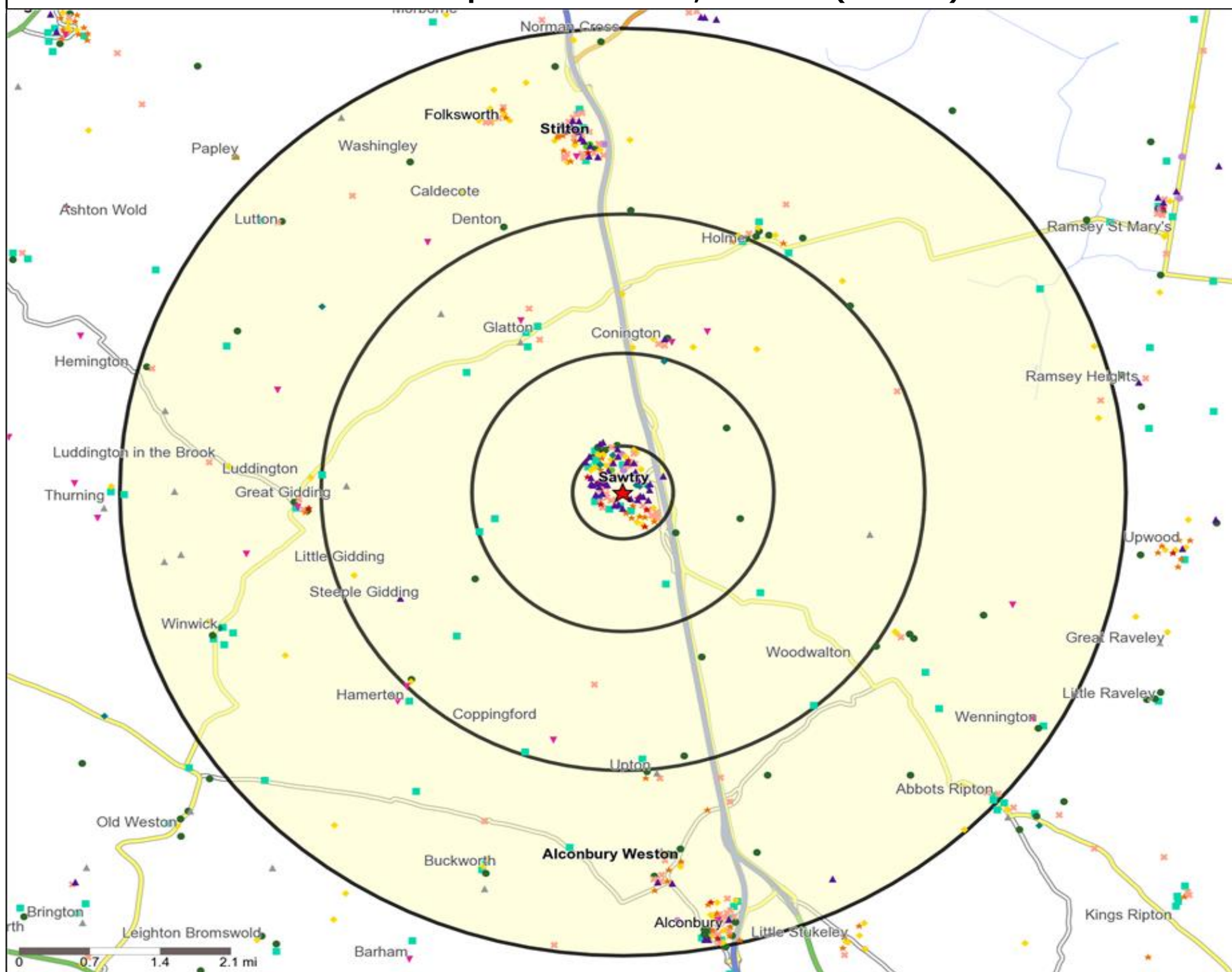
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J 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+)	0	0
C Country Living (18+)	130	45
D Rural Reality (18+)	3,135	1,097
E Senior Security (18+)	94	28
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	300	87
H Aspiring Homemakers (18+)	314	84
I Family Basics (18+)	51	17
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	98	38
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	4,122	100



Occasions Map and Data: BELL, SAWTRY (200523)



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★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

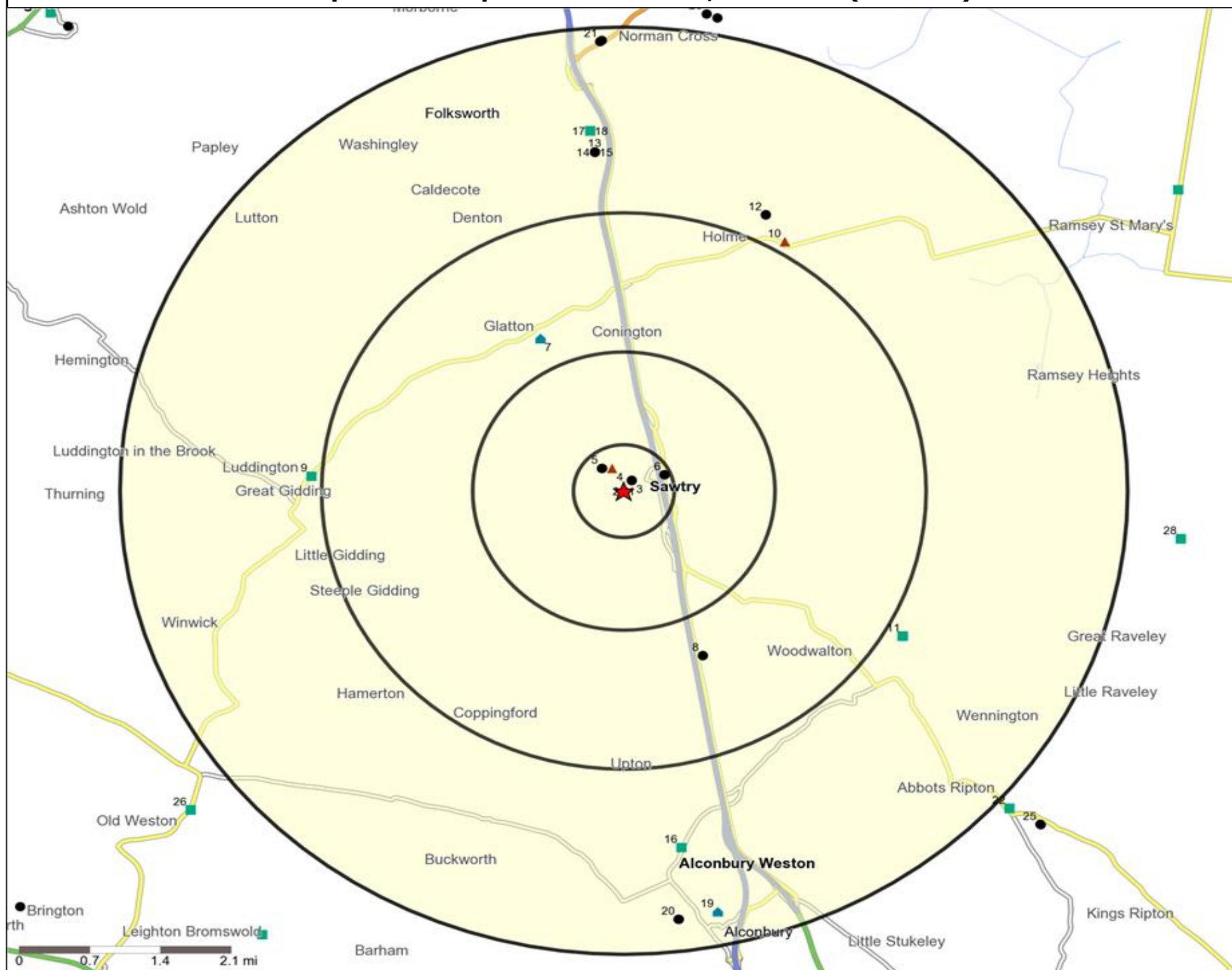
Occasions Data Table

	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	247	259	307	631	2,018	97	95	99	94	64
02 Early Doors	202	211	240	504	2,078	95	92	93	89	79
03 Everyday is Friday	214	230	254	532	2,579	118	118	115	111	115
04 Weekend Millionaires	282	308	330	594	4,329	108	110	104	86	134
05 Out On The Town	146	158	171	386	3,168	58	58	56	58	102
06 Business and Pleasure	94	103	130	304	1,435	72	74	82	88	90
07 Sporting Pints	144	155	167	315	2,578	52	52	49	43	75
08 Student Social	168	188	228	540	1,527	143	149	159	173	105
09 Leisurely Lunch	273	292	336	764	2,874	110	110	112	116	94
10 Wining and Dining	323	349	389	897	3,966	115	115	113	120	114
11 Household Outing	171	185	201	364	2,795	77	77	74	62	102
12 Midweek Meal Deal	170	181	215	542	1,624	136	134	141	163	105
13 Date Night	293	314	357	854	3,132	147	146	147	161	127
14 Birthday Treat	259	279	308	676	2,418	130	130	127	127	98
15 Pre Show Meal	42	46	60	147	837	61	62	72	81	99
Number of Occasions	3,028	3,258	3,693	8,050	37,358	100	100	100	100	100

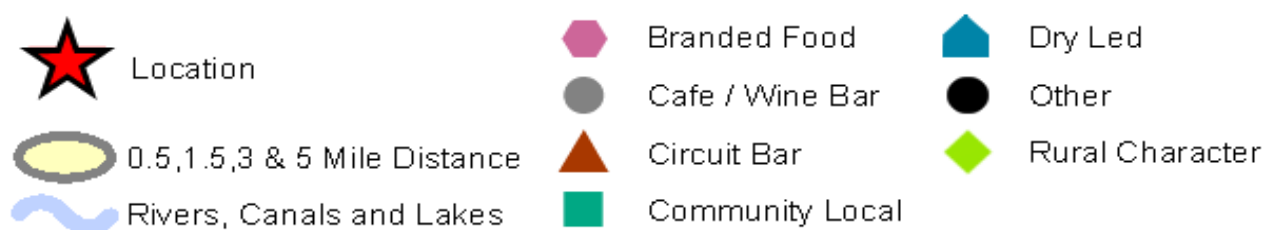
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Competition Map and Data: BELL, SAWTRY (200523)



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

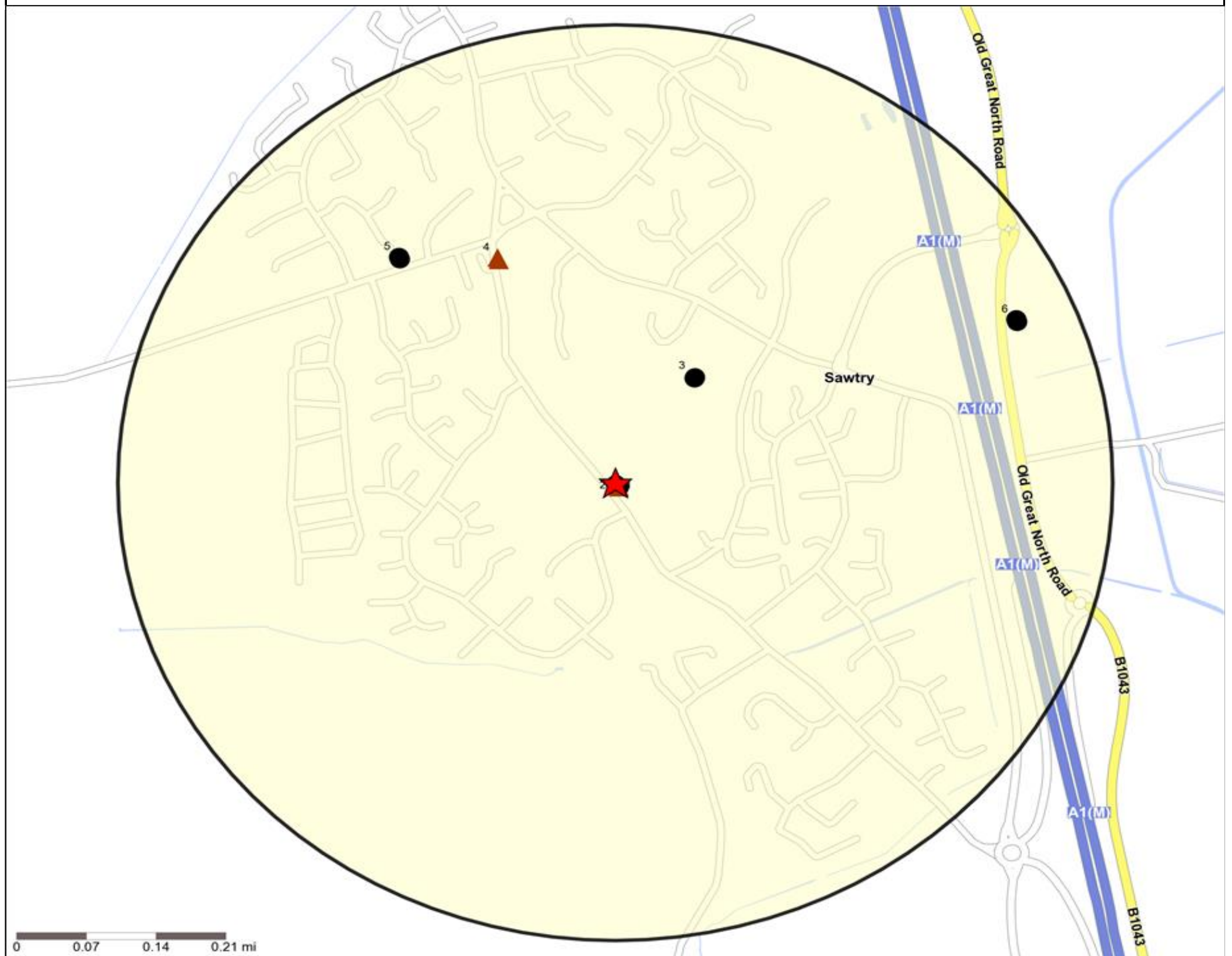


Competition Type Summary Table

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	2	2	2	3
Community Local	0	0	0	4
Dry Led	0	0	1	3
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	4	4	5	11
Total	6	6	8	21



Competition Map and Data: BELL, SAWTRY (200523)



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



Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	2
Community Local	0
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
Total	6



Local Competition: BELL, SAWTRY (200523)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BELL, SAWTRY	GREEN END ROAD, HUNTINGDON, PE28 5UY	Punch Taverns	PE28 5UY	Punch Taverns	0.00
1	Bell	1 Green End Road, Sawtry, Huntingdon	Punch Pub Company	PE28 5UY	Circuit Bar	0.00
2	Sawtry Bowls Club	Green End Road, Sawtry, Huntingdon	Independent Free	PE28 5UY	Other	0.00
3	Sawtry Community College	Fen Lane, Sawtry, Huntingdon	Independent Free	PE28 5TQ	Other	0.14
4	Greystones	124 The Green, Sawtry, Huntingdon	Independent Free	PE28 5ST	Circuit Bar	0.27
5	Sawtry Ex-Servicemens Working Mens Club	10 Gidding Road, Sawtry, Huntingdon	Independent Free	PE28 5TS	Other	0.33
6	Sawtry Cricket Club	Old Great North Road, Sawtry, Huntingdon	Independent Free	PE28 5XN	Other	0.44
7	Addison Arms	8 Sawtry Road, Glatton, Huntingdon	Wellington	PE28 5RZ	Dry Led	1.84
8	Redwings	Old Great North Road, Sawtry, Huntingdon	Independent Free	PE28 5XP	Other	1.94
9	Fox & Hounds	80 Main Street, Great Gidding, Huntingdon	Unknown	PE28 5NU	Community Local	3.10
10	Admiral Wells	41 Station Road, Holme, Peterborough	Independent Free	PE 7 3PH	Circuit Bar	3.13
11	Elephant & Castle	The Green, Woodwalton, Huntingdon	Independent Free	PE28 5YN	Community Local	3.18
12	Holmewood Hall	Church Street, Holme, Peterborough	Independent Free	PE 7 3BZ	Other	3.29
13	Stilton Country Club	4 High Street, Stilton, Peterborough	Independent Free	PE 7 3RA	Other	3.66
14	Angel Spice	2-4 High Street, Stilton, Peterborough	Independent Free	PE 7 3RA	Other	3.66
15	Bell Inn Hotel	7 High Street, Stilton, Peterborough	Independent Free	PE 7 3RA	Other	3.66
16	White Hart	2 Vinegar Hill, Alconbury Weston, Huntingdon	Wellington	PE28 4JA	Community Local	3.89
17	Stilton Cheese Inn	24 North Street, Stilton, Peterborough	Enterprise Inns	PE 7 3RP	Dry Led	3.90
18	Talbot	5 North Street, Stilton, Peterborough	Wells and Youngs	PE 7 3RP	Community Local	3.90
19	Manor Hotel	20 Chapel Street, Alconbury, Huntingdon	Independent Free	PE28 4DY	Dry Led	4.64
20	Alconbury Sports & Social Club	Great North Road, Alconbury, Huntingdon	Independent Free	PE28 4EX	Other	4.65
21	Premier Inn	Great North Road, Norman Cross, Peterborough	Whitbread	PE 7 3TB	Other	4.85
22	Abbots Elm	Moat Lane, Abbots Ripton, Huntingdon	Independent Free	PE28 2PA	Community Local	5.14
23	Yaxley Football Club	12 The Rookery, Yaxley, Peterborough	Independent Free	PE 7 3NA	Other	5.21
24	Three Horseshoes	179 Main Street, Yaxley, Peterborough	Enterprise Inns	PE 7 3LD	Community Local	5.35
25	Abbots Ripton Cricket Club	Abbots Ripton, Huntingdon	Independent Free	PE28 2PF	Other	5.48
26	Swan	Main Street, Old Weston, Huntingdon	Independent Free	PE28 5LL	Community Local	5.51
27	Bollywood Tiger Cocktail Bar	124-126 Main Street, Yaxley, Peterborough	Independent Free	PE 7 3LP	Other	5.51
28	Cross Keys	39 High Street, Ramsey, Huntingdon	Enterprise Inns	PE26 2QE	Community Local	5.55
29	Royal British Legion Club	210 Broadway, Yaxley, Peterborough	Independent Free	PE 7 3NR	Other	5.63
30	Duck & Drake	34 Main Street, Yaxley, Peterborough	Star Pubs & Bars	PE 7 3LY	Community Local	5.71