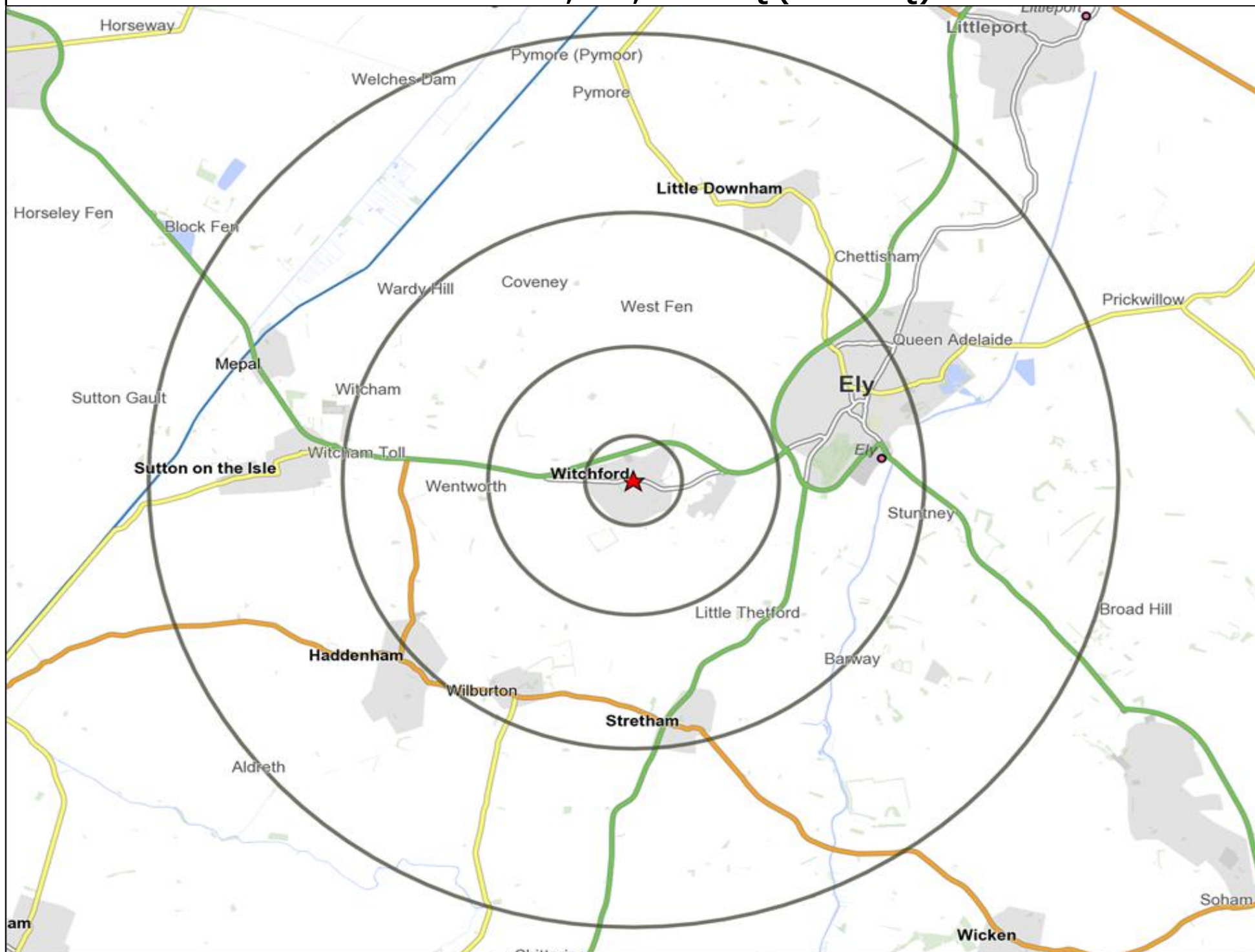




**Customer Profile Report for VILLAGE INN, WITCHFORD (Punch Outlet Number: 113586)  
80 MAIN STREET, ELY, CB6 2HQ (CB 6 2HQ)**



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

**Age Data Table**

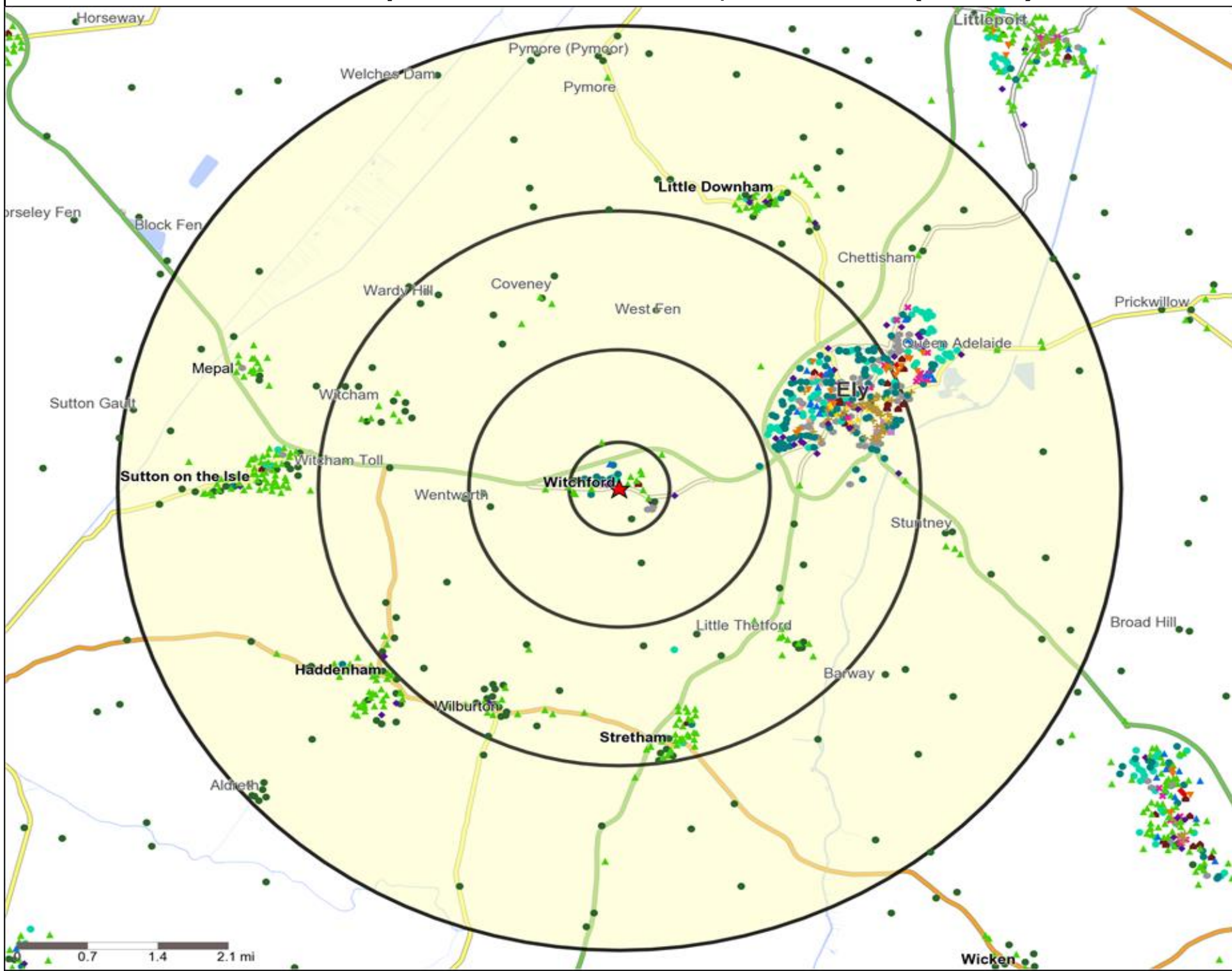
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	505	583	4,427	7,801	11,375	117	116	108	107	109
16-17	70	86	568	941	1,352	131	138	112	104	105
18-24	116	133	1,240	2,239	3,464	56	55	62	64	69
25-34	210	239	2,722	4,850	7,185	67	65	91	91	94
35-44	328	379	3,320	5,748	8,066	112	112	119	117	114
45-54	331	389	2,986	5,438	7,791	101	103	96	99	99
55-64	262	304	2,441	4,432	6,153	101	100	98	101	98
65+	480	562	4,222	7,423	10,286	116	117	107	106	103
<b>Population estimate 2015</b>	<b>2,302</b>	<b>2,675</b>	<b>21,926</b>	<b>38,872</b>	<b>55,672</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	2,118	2,449	20,350	35,994	51,300	97%	97%	95%	95%	96%
Mixed / Multiple Ethnic Groups	22	28	375	585	786	1%	1%	2%	2%	1%
Asian / Asian British	27	29	472	653	864	1%	1%	2%	2%	2%
Black / African / Caribbean / Black British	10	14	180	285	392	0%	1%	1%	1%	1%
Other Ethnic Group	9	15	151	252	365	0%	1%	1%	1%	1%
<b>All People (Ethnic Group)</b>	<b>2,186</b>	<b>2,535</b>	<b>21,528</b>	<b>37,769</b>	<b>53,707</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: VILLAGE INN, WITCHFORD (113586)**



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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

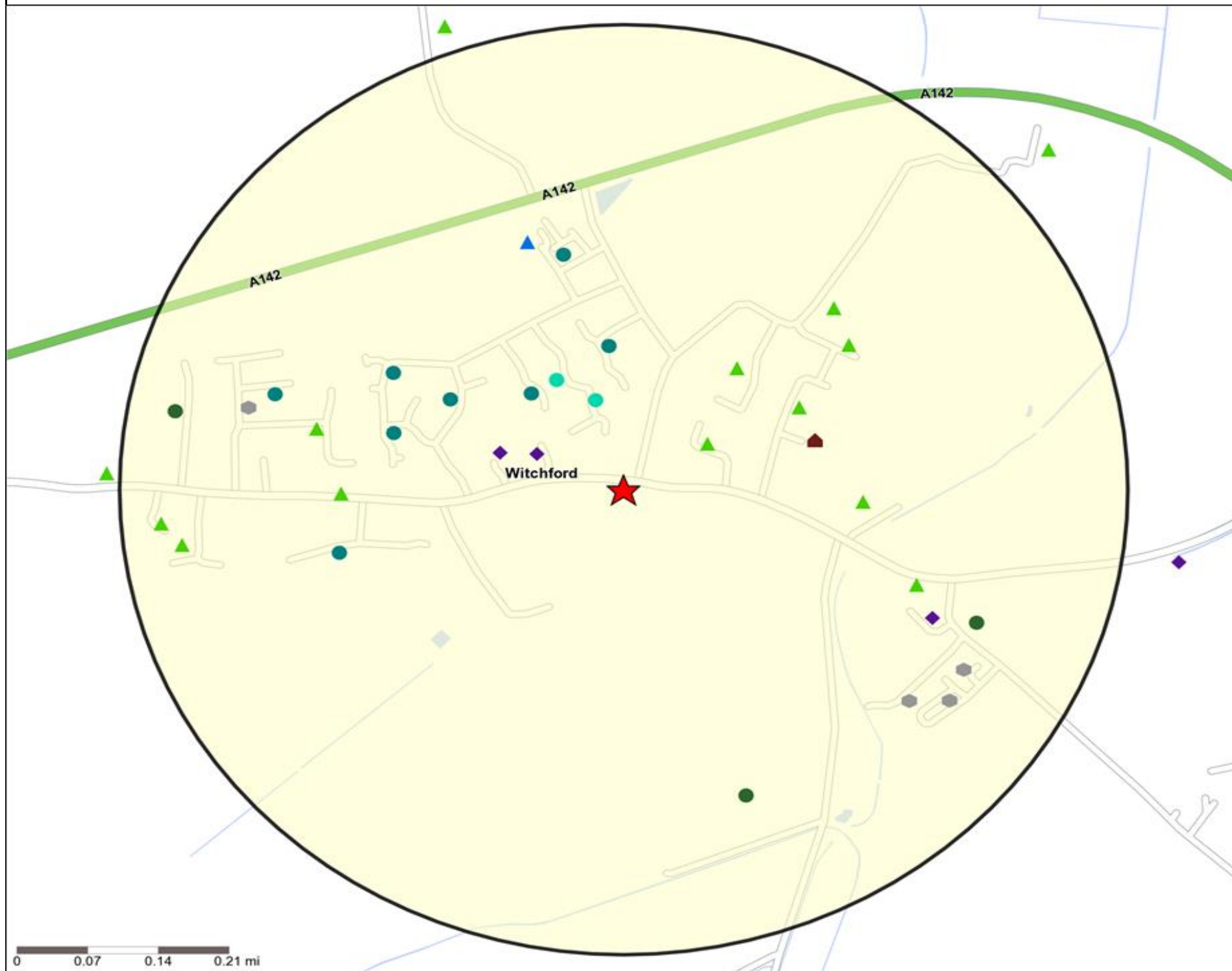
**Mosaic UK Data Table (Residential)**

	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	49	49	49	0	0	7	4	3
<b>B Prestige Positions (18+)</b>	54	56	531	1,122	1,224	43	38	43	51	39
<b>C Country Living (18+)</b>	38	140	1,453	3,467	4,283	32	100	124	166	144
<b>D Rural Reality (18+)</b>	789	907	3,371	9,738	17,391	659	652	287	467	585
<b>E Senior Security (18+)</b>	215	215	1,471	2,078	2,541	153	132	107	85	73
<b>F Suburban Stability (18+)</b>	5	5	388	621	1,008	5	4	38	34	38
<b>G Domestic Success (18+)</b>	483	531	4,693	5,418	6,082	333	315	330	214	169
<b>H Aspiring Homemakers (18+)</b>	119	122	1,846	3,438	5,070	76	67	120	125	130
<b>I Family Basics (18+)</b>	0	0	370	774	940	0	0	30	36	30
<b>J Transient Renters (18+)</b>	0	0	77	499	829	0	0	8	29	33
<b>K Municipal Challenge (18+)</b>	0	0	47	96	216	0	0	5	5	9
<b>L Vintage Value (18+)</b>	24	30	756	931	1,185	22	24	71	49	44
<b>M Modest Traditions (18+)</b>	0	0	237	237	237	0	0	29	17	12
<b>N Urban Cohesion (18+)</b>	0	0	327	327	327	0	0	37	21	15
<b>O Rental Hubs (18+)</b>	0	0	1,307	1,323	1,525	0	0	100	57	46
<b>Adults 18+ estimate 2015</b>	<b>1,727</b>	<b>2,006</b>	<b>16,923</b>	<b>30,118</b>	<b>42,907</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





Mosaic UK Map and Data: VILLAGE INN, WITCHFORD (113586)



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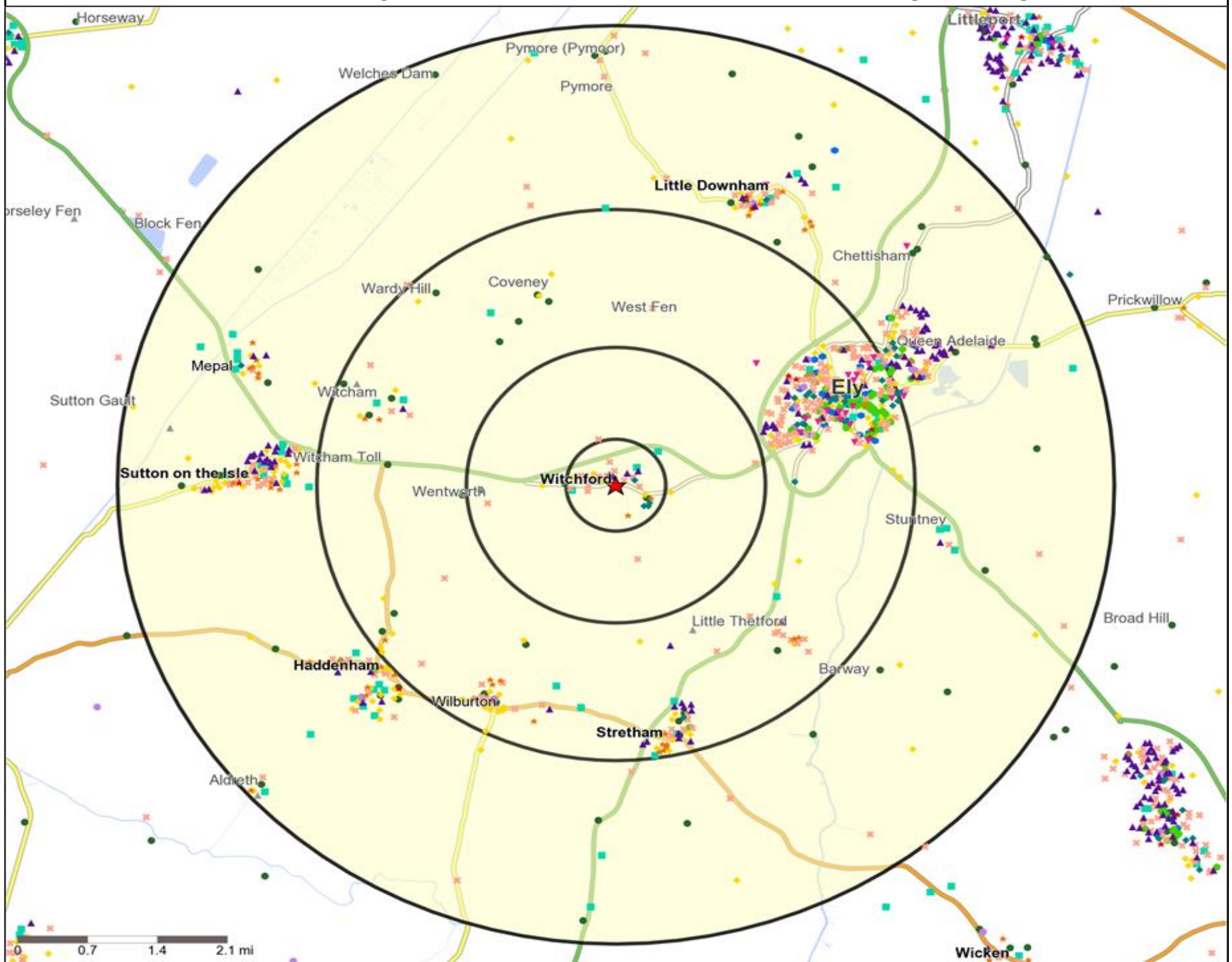
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- C Country Living
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- 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+)	54	43
C Country Living (18+)	38	32
D Rural Reality (18+)	789	659
E Senior Security (18+)	215	153
F Suburban Stability (18+)	5	5
G Domestic Success (18+)	483	333
H Aspiring Homemakers (18+)	119	76
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	24	22
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>1,727</b>	<b>100</b>



## Occasions Map and Data: VILLAGE INN, WITCHFORD (113586)



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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

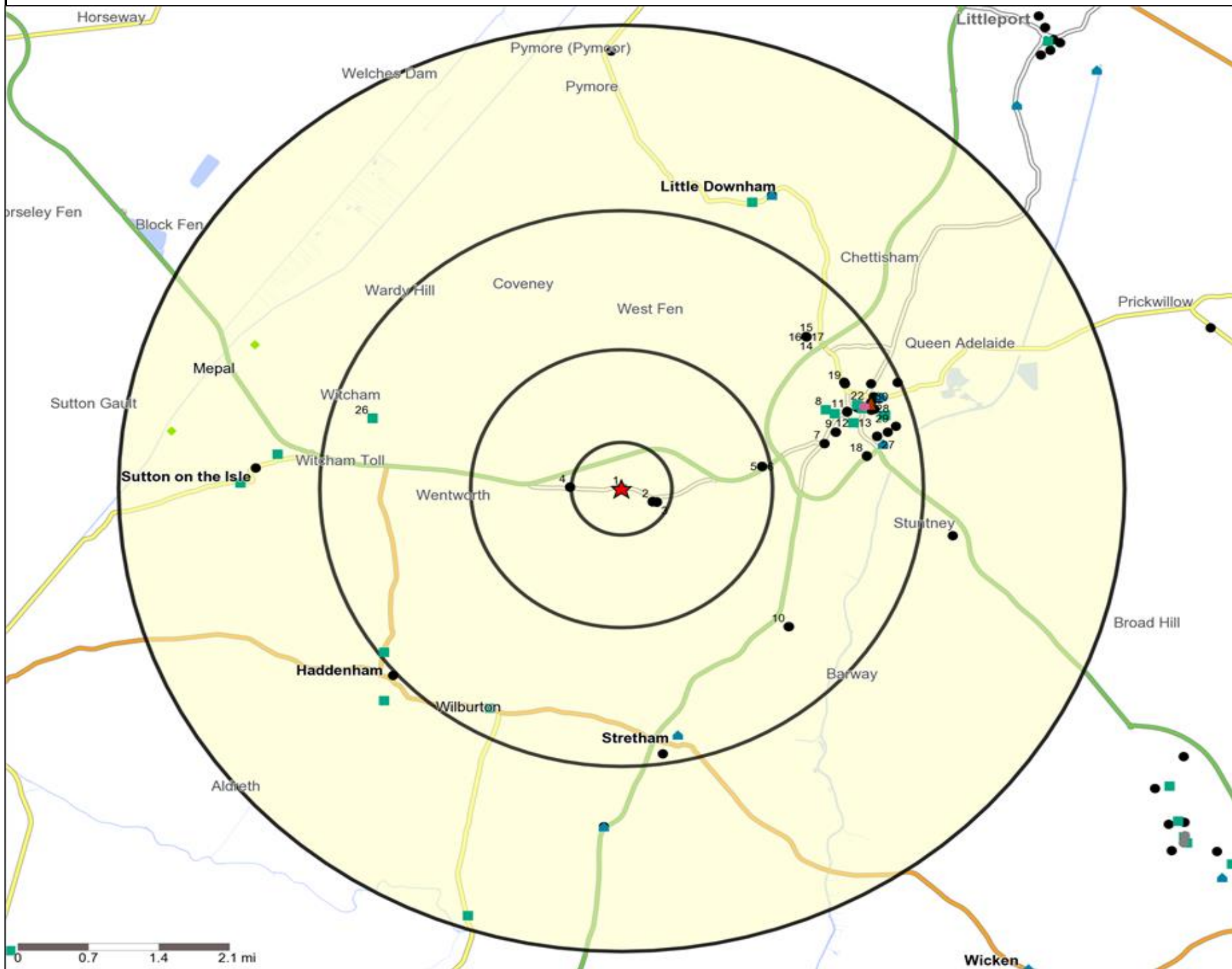
### Occasions Data Table

	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	101	121	868	1,602	2,386	87	90	73	77	80
02 Early Doors	97	113	904	1,586	2,283	100	100	90	91	92
03 Everyday is Friday	89	103	939	1,674	2,482	108	107	110	113	117
04 Weekend Millionaires	80	93	1,018	2,020	3,308	67	67	83	95	108
05 Out On The Town	78	89	1,117	1,736	2,396	68	66	94	84	81
06 Business and Pleasure	46	55	572	914	1,247	77	80	93	86	82
07 Sporting Pints	51	57	820	1,342	2,039	40	39	63	59	63
08 Student Social	75	95	592	1,093	1,609	140	152	107	114	117
09 Leisurely Lunch	123	146	1,241	2,180	3,019	109	111	106	108	104
10 Wining and Dining	178	203	1,683	2,874	3,970	139	136	127	125	121
11 Household Outing	89	99	987	1,529	2,275	87	84	94	84	87
12 Midweek Meal Deal	62	75	511	1,061	1,450	108	113	87	104	99
13 Date Night	152	175	1,487	2,542	3,443	167	165	158	156	148
14 Birthday Treat	137	155	1,171	1,965	2,684	150	146	124	121	115
15 Pre Show Meal	26	32	372	607	833	83	88	115	108	104
<b>Number of Occasions</b>	<b>1,384</b>	<b>1,611</b>	<b>14,282</b>	<b>24,725</b>	<b>35,424</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: VILLAGE INN, WITCHFORD (113586)



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

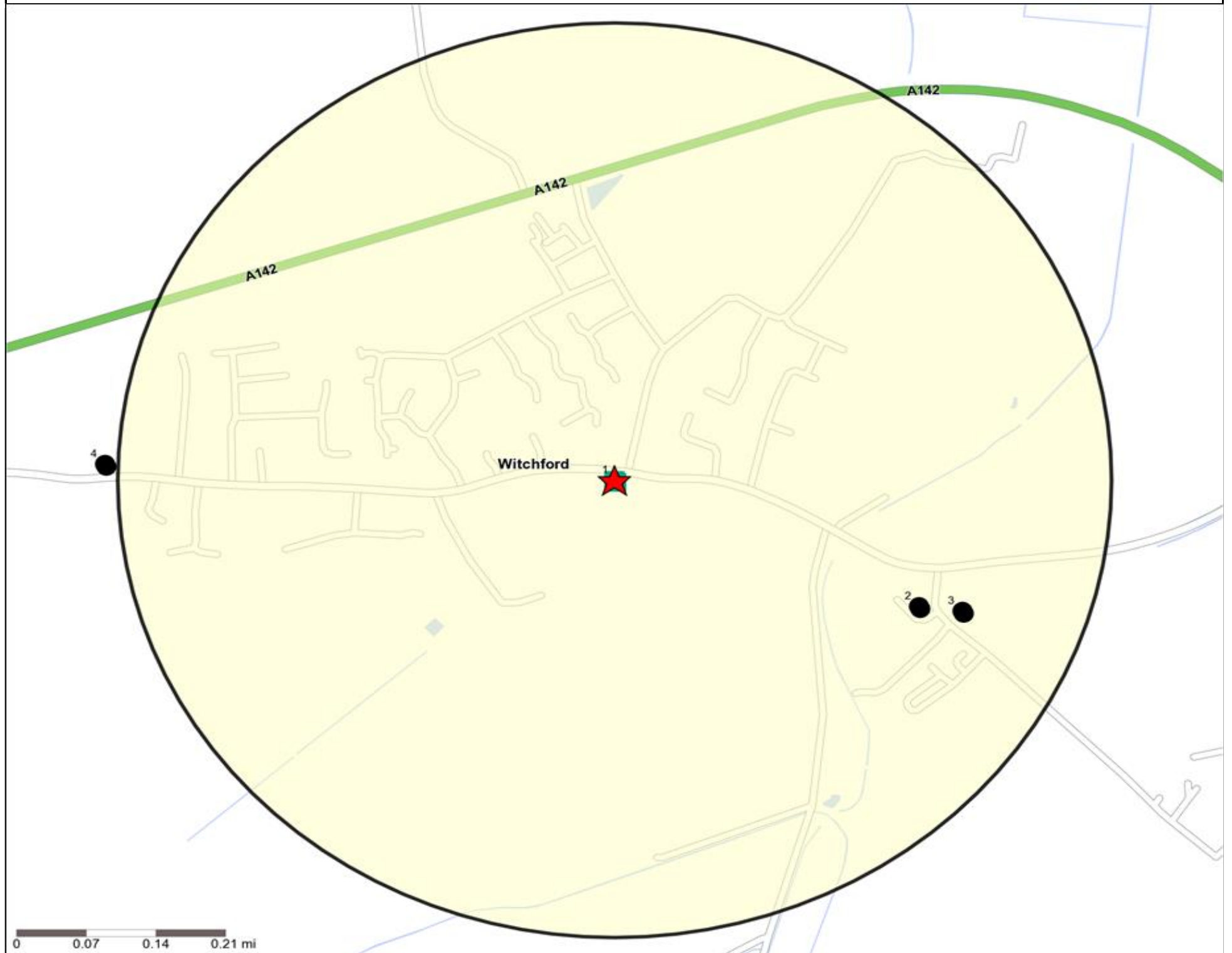
- ★ Location
- ⬡ Branded Food
- ▲ Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

#### 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	2	2
Community Local	1	1	11	14
Dry Led	0	0	4	6
Branded Food Pub	0	0	1	1
Rural	0	0	0	2
Other	2	5	35	43
<b>Total</b>	<b>3</b>	<b>6</b>	<b>53</b>	<b>68</b>



## Competition Map and Data: VILLAGE INN, WITCHFORD (113586)



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	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	2
<b>Total</b>	<b>3</b>



## Local Competition: VILLAGE INN, WITCHFORD (113586)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	VILLAGE INN, WITCHFORD	80 MAIN STREET, ELY, CB6 2HQ	Punch Taverns	CB 6 2HQ	Punch Taverns	0.00
1	Village Inn	80 Main Street, Witchford, Ely	Punch Pub Company	CB 6 2HQ	Community Local	0.00
2	Witchford Playing Field Association	The Warren, Witchford, Ely	Independent Free	CB 6 2HN	Other	0.34
3	Witchford Social Club	2 Bedwell Hey Lane, Witchford, Ely	Independent Free	CB 6 2JN	Other	0.38
4	Needhams	186 Main Street, Witchford, Ely	Independent Free	CB 6 2HT	Other	0.51
5	Travelodge	56C Witchford Road, Ely	Dubai International Capital	CB 6 3NN	Other	1.42
6	Little Chef	Ely	Kout Food Group	CB 6 3NN	Other	1.42
7	Ely Golf Club	107 Cambridge Road, Ely	Independent Free	CB 7 4HX	Other	2.07
8	West End House	16 West End, Ely	Enterprise Inns	CB 6 3AY	Community Local	2.20
9	Nyton Restaurant	7 Barton Road, Ely	Independent Free	CB 7 4HZ	Other	2.21
10	Little Thetford Social Club	The Wyches, Little Thetford, Ely	Independent Free	CB 6 3HG	Other	2.23
11	Poets House	40 St Marys Street, Ely	Independent Free	CB 7 4EY	Other	2.39
12	Fountain	1 Silver Street, Ely	*Other Small Retail Groups	CB 7 4JF	Community Local	2.41
13	Prince Albert	62 Silver Street, Ely	Greene King	CB 7 4JF	Community Local	2.41
14	Ely Outdoor Sports Association	Downham Road, Ely	Independent Free	CB 6 2SH	Other	2.46
15	Ely Rugby Club	Downham Road, Ely	Independent Free	CB 6 2SH	Other	2.46
16	Ely City Football Club	36 Downham Road, Ely	Independent Free	CB 6 2SH	Other	2.46
17	On Par Driving Range	Downham Road, Ely	Independent Free	CB 6 2SH	Other	2.46
18	Strikes	Angel Drove, Ely	American Amusements Ltd	CB 7 4DT	Other	2.46
19	Ely Squash Club	Downham Road, Ely	Independent Free	CB 6 1BL	Other	2.49
20	Old Fire Engine House	25 St Marys Street, Ely	Independent Free	CB 7 4ER	Other	2.50
21	Bbk Restaurant	8 St Marys Street, Ely	Independent Free	CB 7 4ES	Other	2.51
22	Kings Arms	12 St Marys Street, Ely	Enterprise Inns	CB 7 4ES	Community Local	2.51
23	Minster Tavern	1 Minster Place, Ely	Stonegate Pub Company	CB 7 4EL	Community Local	2.54
24	Lamb Hotel	2 Lynn Road, Ely	Greene King	CB 7 4EJ	Branded Food	2.57
25	Prezzo	12-14 High Street, Ely	Prezzo plc	CB 7 4LJ	Other	2.58
26	White Horse	7 Silver Street, Witcham, Ely	Independent Free	CB 6 2LF	Community Local	2.59
27	Surma Tandoori Restaurant	78 Broad Street, Ely	Independent Free	CB 7 4BE	Other	2.60
28	Wildwood	15-17 High Street, Ely	Tasty	CB 7 4LQ	Other	2.62
29	Almonry Restaurant	High Street, Ely	Independent Free	CB 7 4JU	Other	2.62
30	Hereward	45 Market Street, Ely	Stonegate Pub Company	CB 7 4LZ	Circuit Bar	2.64