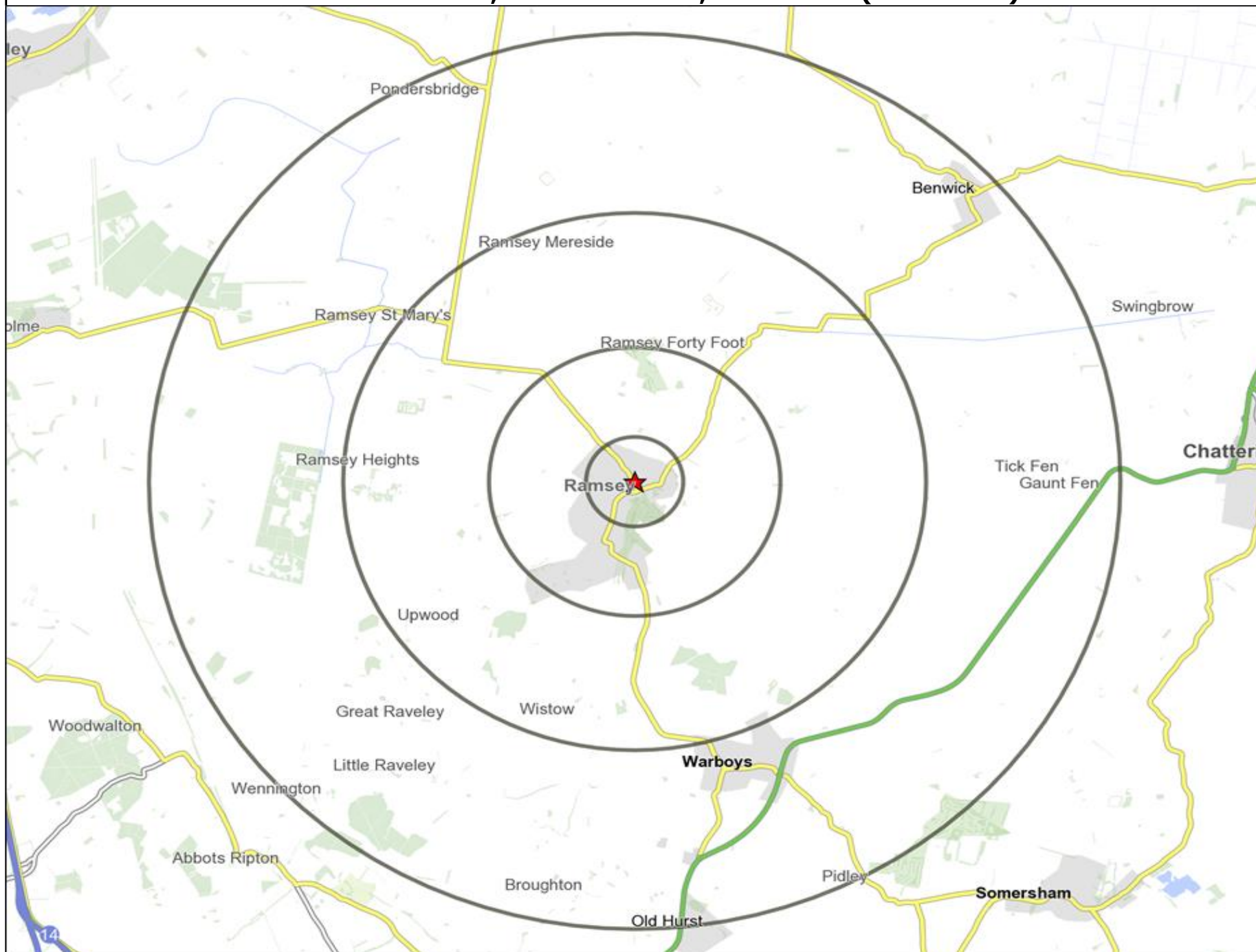




Customer Profile Report for JOLLY SAILOR, RAMSEY (Punch Outlet Number: 200533)
43 GREAT WHYTE, HUNTINGDON, PE26 1HH (PE26 1HH)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

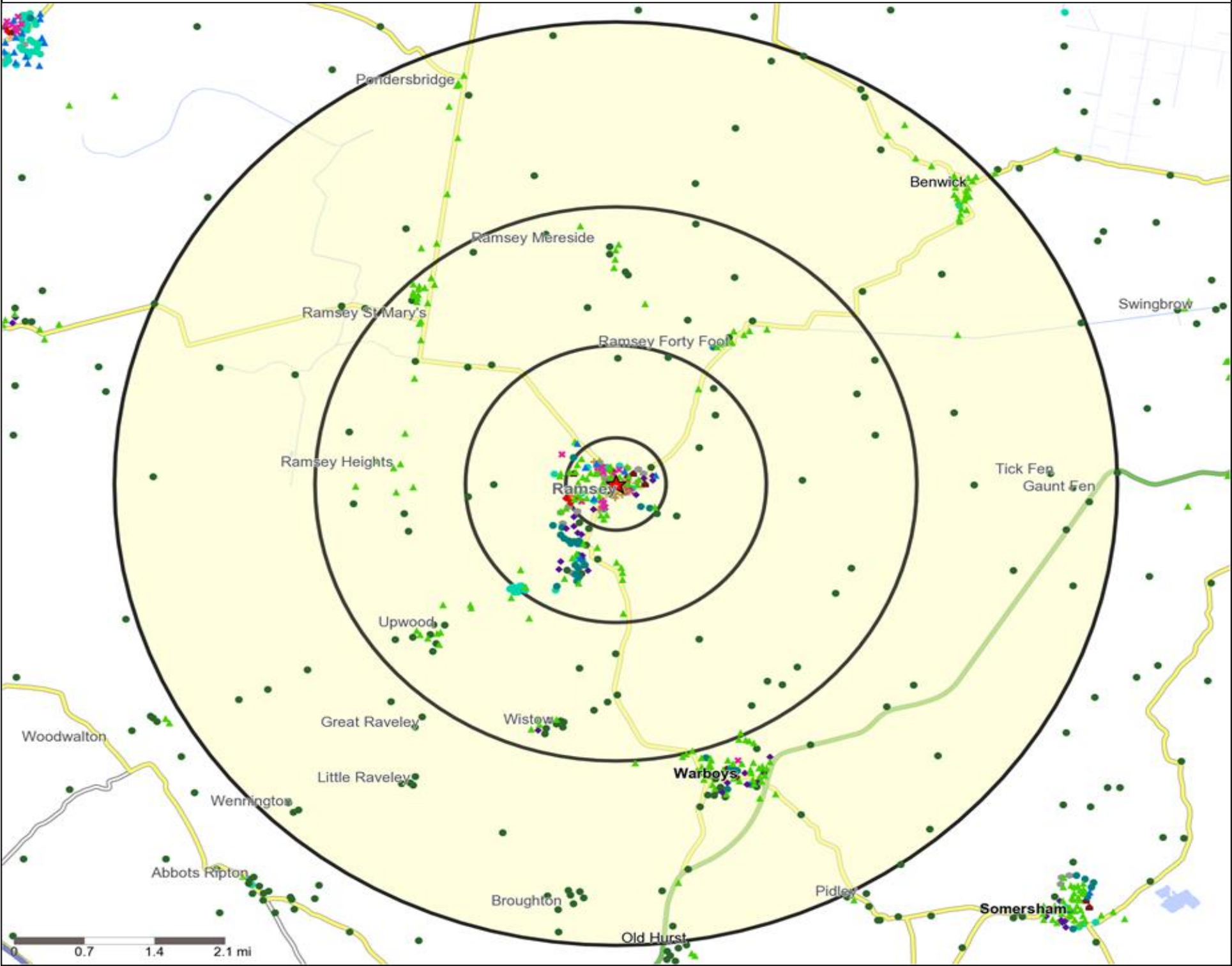
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	727	1,309	2,097	3,181	3,334	84	88	92	93	94
16-17	86	178	259	417	438	81	97	92	99	100
18-24	450	672	929	1,358	1,380	108	94	84	82	81
25-34	528	846	1,244	1,936	1,981	84	78	75	78	77
35-44	530	924	1,474	2,237	2,330	91	92	96	97	98
45-54	680	1,231	1,990	3,036	3,143	104	110	115	118	118
55-64	532	985	1,606	2,392	2,495	102	110	117	116	117
65+	1,060	1,743	2,559	3,633	3,721	128	123	117	111	110
Population estimate 2015	4,593	7,888	12,158	18,190	18,822	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	4,315	7,429	11,610	17,425	17,997	97%	97%	97%	97%	97%
Mixed / Multiple Ethnic Groups	32	63	98	165	172	1%	1%	1%	1%	1%
Asian / Asian British	77	114	142	224	233	2%	1%	1%	1%	1%
Black / African / Caribbean / Black British	28	36	54	76	78	1%	0%	0%	0%	0%
Other Ethnic Group	8	16	21	39	39	0%	0%	0%	0%	0%
All People (Ethnic Group)	4,460	7,658	11,925	17,929	18,519	100	100	100	100	100



Mosaic UK Map and Data: JOLLY SAILOR, RAMSEY (200533)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

Location

0.5, 1.5, 3 & 5 Mile Distance

Rivers, Canals and Lakes

Mosaic UK Groups

A City Prosperity

B Prestige Positions

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

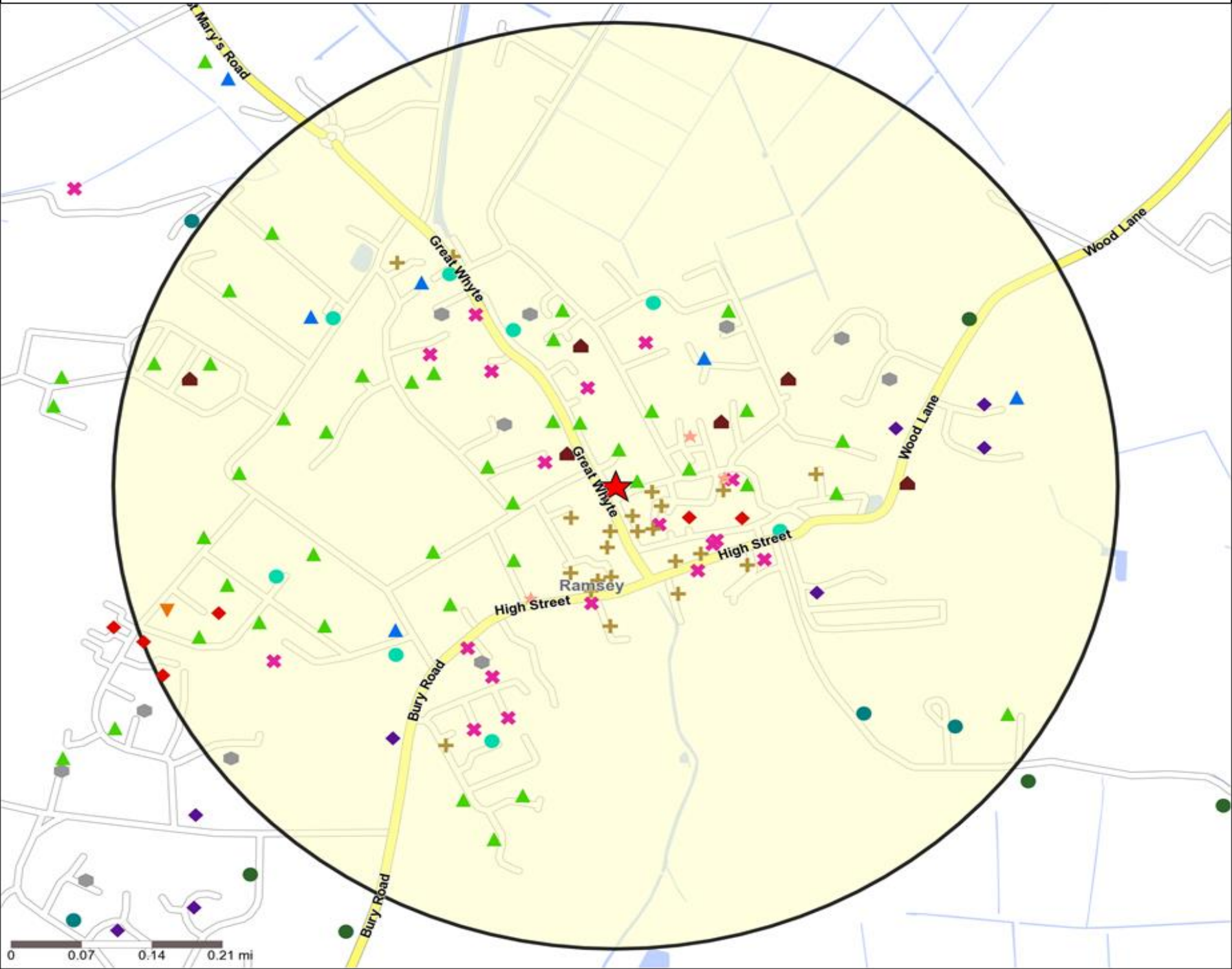
N Urban Cohesion

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
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	116	556	585	759	828	42	119	82	71	75
C Country Living (18+)	88	293	1,282	2,224	2,159	34	66	188	219	207
D Rural Reality (18+)	1,638	2,273	4,484	7,756	8,130	625	512	660	767	779
E Senior Security (18+)	204	339	339	339	387	66	65	43	29	32
F Suburban Stability (18+)	102	116	116	116	119	44	30	19	13	13
G Domestic Success (18+)	100	1,001	1,015	1,203	1,207	31	186	123	98	95
H Aspiring Homemakers (18+)	269	427	584	631	656	78	73	65	48	48
I Family Basics (18+)	10	18	18	18	18	4	4	3	2	2
J Transient Renters (18+)	457	480	480	541	541	209	130	85	64	62
K Municipal Challenge (18+)	150	221	221	221	221	67	59	38	26	25
L Vintage Value (18+)	163	173	173	280	280	68	43	28	30	30
M Modest Traditions (18+)	37	37	37	37	37	21	12	8	5	5
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	448	468	468	468	468	154	95	62	42	40
Adults 18+ estimate 2015	3,782	6,402	9,802	14,593	15,051	100	100	100	100	100



Mosaic UK Map and Data: JOLLY SAILOR, RAMSEY (200533)



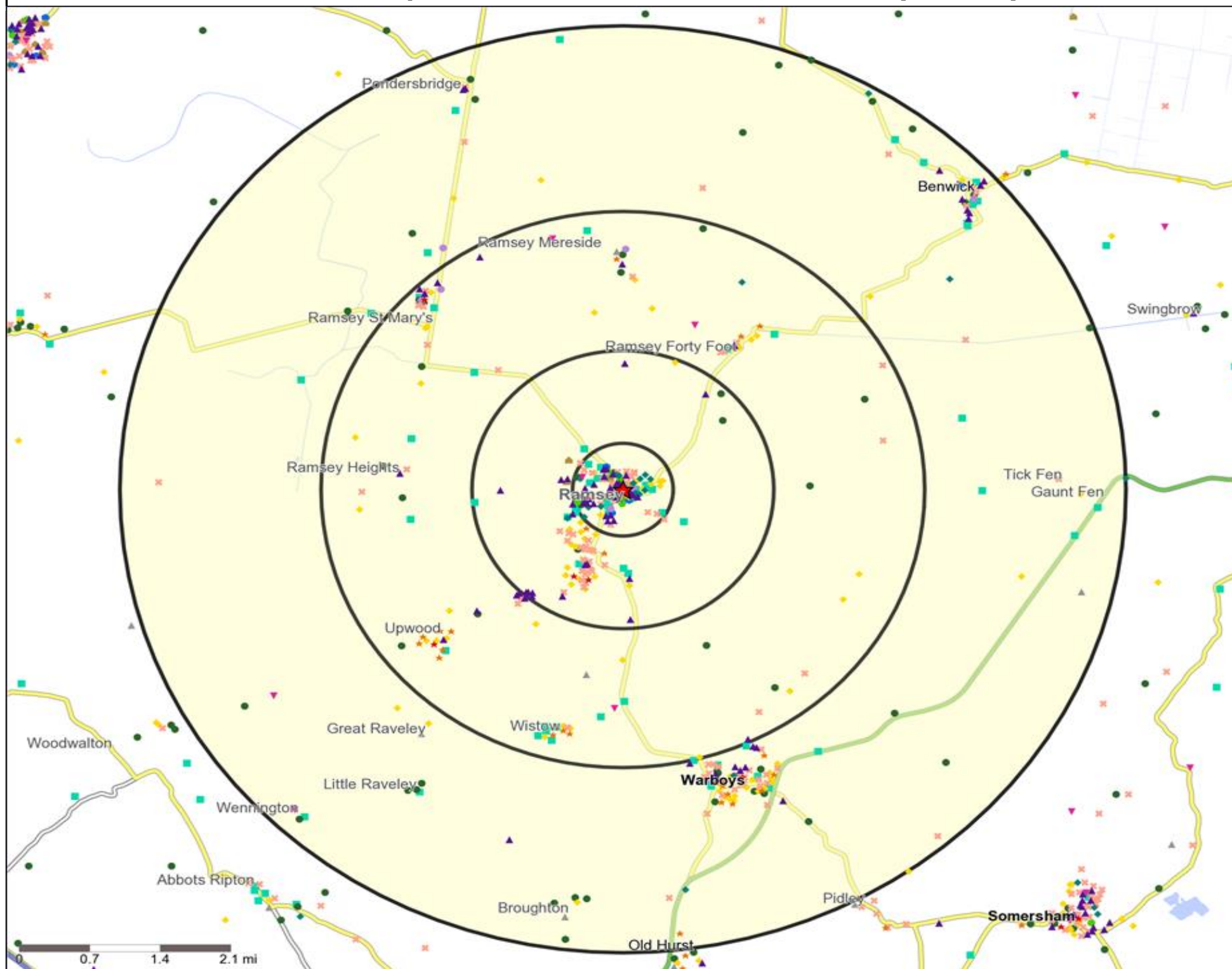
Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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+)	116	42
C Country Living (18+)	88	34
D Rural Reality (18+)	1,638	625
E Senior Security (18+)	204	66
F Suburban Stability (18+)	102	44
G Domestic Success (18+)	100	31
H Aspiring Homemakers (18+)	269	78
I Family Basics (18+)	10	4
J Transient Renters (18+)	457	209
K Municipal Challenge (18+)	150	67
L Vintage Value (18+)	163	68
M Modest Traditions (18+)	37	21
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	448	154
Adults 18+ estimate 2015	3,782	100



Occasions Map and Data: JOLLY SAILOR, RAMSEY (200533)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

★ 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	309	435	623	888	918	121	102	100	98	98
02 Early Doors	263	394	554	781	812	123	110	106	103	103
03 Everyday is Friday	229	366	519	751	780	126	120	117	116	116
04 Weekend Millionaires	303	461	658	962	981	115	105	103	103	102
05 Out On The Town	216	347	443	569	589	85	82	72	63	63
06 Business and Pleasure	84	145	223	330	337	64	66	70	71	70
07 Sporting Pints	220	303	387	545	557	79	65	57	55	54
08 Student Social	117	226	405	658	687	99	114	140	157	158
09 Leisurely Lunch	240	423	642	965	1,000	97	102	106	110	109
10 Wining and Dining	259	529	788	1,152	1,198	92	112	114	115	115
11 Household Outing	215	327	395	539	547	96	87	72	68	66
12 Midweek Meal Deal	128	222	400	573	617	102	105	130	128	133
13 Date Night	234	464	728	1,068	1,119	117	138	149	150	152
14 Birthday Treat	179	362	534	807	840	89	108	109	113	114
15 Pre Show Meal	47	88	138	207	218	68	76	82	85	86
Number of Occasions	3,043	5,092	7,437	10,795	11,200	100	100	100	100	100

Copyright © 2016 Experian Limited. Mapping: Copyright © 2015 Navteq.



Competition Map and Data: JOLLY SAILOR, RAMSEY (200533)



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

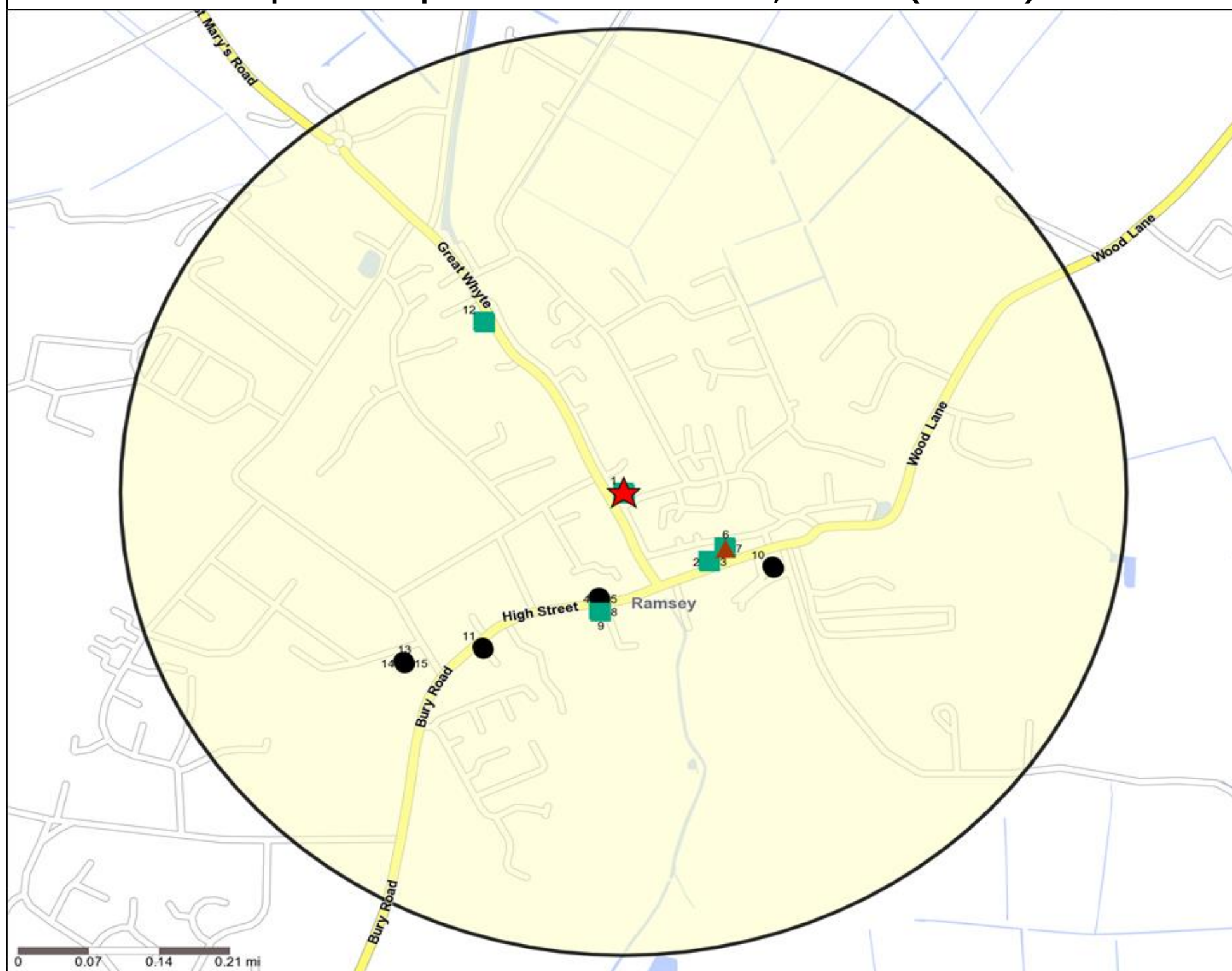


Competition Type Summary Table

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	1	1	1	1
Community Local	5	5	9	12
Dry Led	0	0	0	1
Branded Food Pub	0	0	0	0
Rural	0	1	1	1
Other	9	11	12	14
Total	15	18	23	29



Competition Map and Data: JOLLY SAILOR, RAMSEY (200533)



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 |
| | 0.5, 1.5, 3 & 5 Mile Distance | | Café / Wine Bar | | Other |
| | Rivers, Canals and Lakes | | Circuit Bar | | Rural Character |
| | | | Community Local | | |

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	1
Community Local	5
Dry Led	0
Branded Food Pub	0
Rural	0
Other	9
Total	15



Local Competition: JOLLY SAILOR, RAMSEY (200533)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	JOLLY SAILOR, RAMSEY	43 GREAT WHYTE, HUNTINGDON, PE26 1HH	Punch Taverns	PE26 1HH	Punch Taverns	0.00
1	Jolly Sailor	43 Great Whyte, Ramsey, Huntingdon	Punch Pub Company	PE26 1HH	Community Local	0.00
2	Bengal	72 High Street, Ramsey, Huntingdon	Independent Free	PE26 1BS	Other	0.11
3	Angel	76 High Street, Ramsey, Huntingdon	Enterprise Inns	PE26 1BS	Community Local	0.11
4	China Red	44 High Street, Ramsey, Huntingdon	Independent Free	PE26 1AA	Other	0.12
5	Golden Inn Chinese Restaurant	64 High Street, Ramsey, Huntingdon	Independent Free	PE26 1AA	Other	0.12
6	Hawk Inn	56 Little Whyte, Ramsey, Huntingdon	Independent Free	PE26 1DS	Community Local	0.12
7	Three Horseshoes	50 Little Whyte, Ramsey, Huntingdon	Independent Free	PE26 1DS	Circuit Bar	0.12
8	George	65 High Street, Ramsey, Huntingdon	Punch Pub Company	PE26 1AB	Community Local	0.13
9	Taste Of The East	61 High Street, Ramsey, Huntingdon	Independent Free	PE26 1AB	Other	0.13
10	Ramsey Club Co	4 Abbey Terrace, Ramsey, Huntingdon	Independent Free	PE26 1DD	Other	0.17
11	Bow Window Restaurant	6 High Street, Ramsey, Huntingdon	Independent Free	PE26 1AE	Other	0.22
12	Railway	132 Great Whyte, Ramsey, Huntingdon	Enterprise Inns	PE26 1HS	Community Local	0.23
13	Royal British Legion Club	Cricketfield Lane, Ramsey, Huntingdon	Independent Free	PE26 1BG	Other	0.29
14	Ramsey Town Football Club	Cricketfield Lane, Ramsey, Huntingdon	Independent Free	PE26 1BG	Other	0.29
15	Ramsey Cc	Cricketfield Lane, Ramsey, Huntingdon	Independent Free	PE26 1BG	Other	0.29
16	Ailwyn Lodge	Taverners Drive, Ramsey, Huntingdon	Independent Free	PE26 1SF	Other	0.77
17	White Lion	Upwood Road, Ramsey, Huntingdon	Independent Free	PE26 2PA	Rural Character	0.86
18	Old Nene Golf Club	Muchwood Lane, Ramsey, Huntingdon	Independent Free	PE26 2XQ	Other	1.13
19	George	1 Ramsey Road, Ramsey, Huntingdon	Independent Free	PE26 2XN	Community Local	1.92
20	Forty Foot Village Hall	Ramsey Road, Ramsey, Huntingdon	Independent Free	PE26 2XN	Other	1.92
21	Cross Keys	39 High Street, Ramsey, Huntingdon	Enterprise Inns	PE26 2QE	Community Local	2.37
22	Three Horseshoes	Church Street, Wistow, Huntingdon	Independent Free	PE28 2QQ	Community Local	2.80
23	Lion	201 Herne Road, Ramsey, Huntingdon	Independent Free	PE26 2TB	Community Local	2.89
24	White Hart	35 High Street, Warboys, Huntingdon	Enterprise Inns	PE28 2TA	Community Local	3.40
25	Warboys Sports & Social Club	Forge Way, Warboys, Huntingdon	Independent Free	PE28 2TN	Other	3.45
26	Royal Oak	70 Mill Green, Warboys, Huntingdon	Admiral Taverns Ltd	PE28 2SB	Community Local	3.48
27	Five Alls	33 High Street, Benwick, March	Independent Free	PE15 0XA	Community Local	4.64
28	Crown	Bridge Road, Broughton, Huntingdon	Independent Free	PE28 3AY	Dry Led	4.65
29	Lakeside Lodge Golf Centre	Fen Road, Pidley, Huntingdon	Independent Free	PE28 3DF	Other	4.88
30	Pidley Cum Fenton Vill Social Club	Fen Road, Pidley, Huntingdon	Independent Free	PE28 3DE	Other	5.01