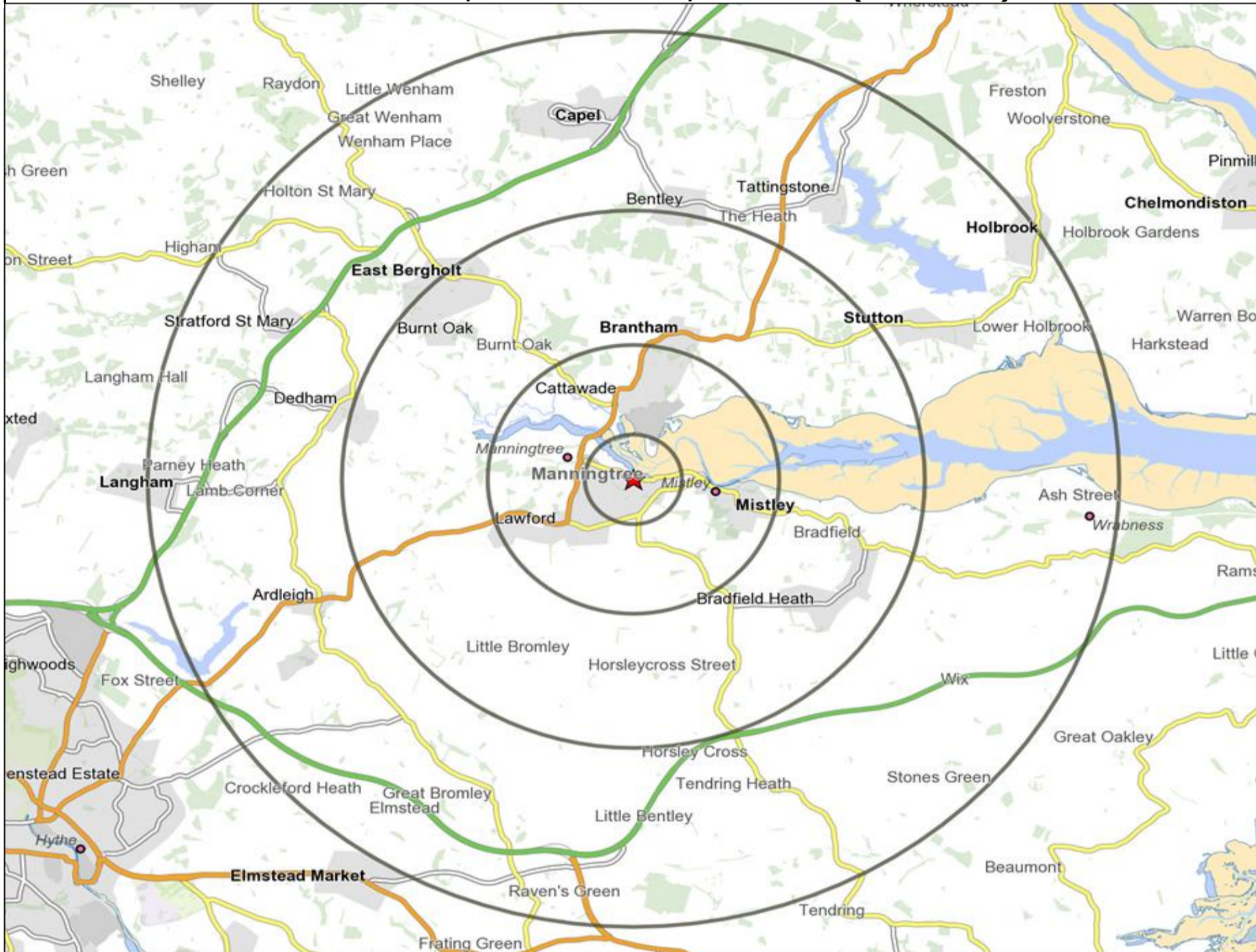




**Customer Profile Report for SKINNERS, MANNINGTREE (Punch Outlet Number: 200372)  
STATION ROAD, MANNINGTREE, CO11 1DX (CO11 1DX)**



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

**Age Data Table**

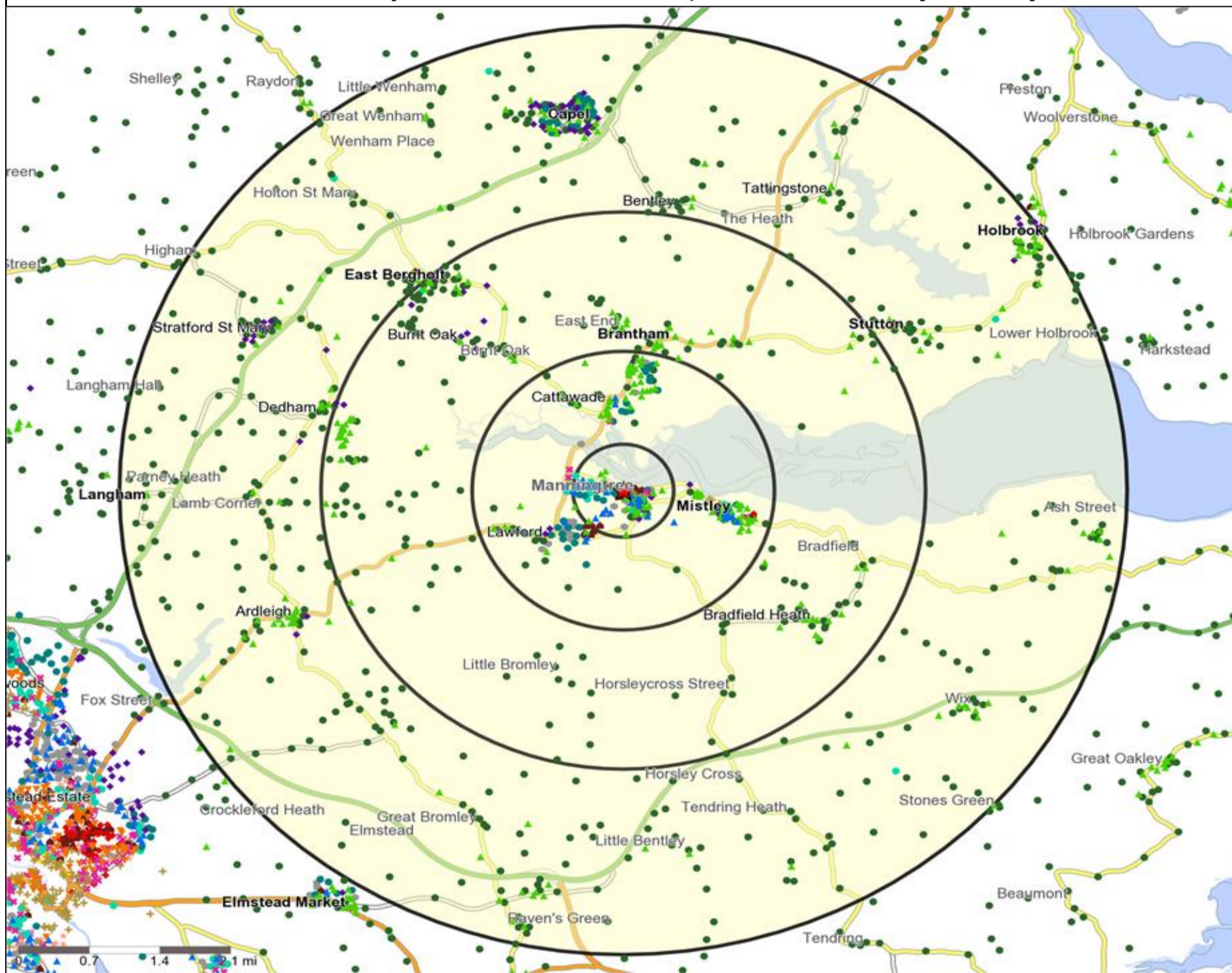
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	559	1,662	2,650	4,966	3,963	85	93	90	90	87
16-17	78	206	344	795	490	95	93	94	116	87
18-24	264	672	978	1,676	1,332	83	78	69	63	61
25-34	403	1,029	1,346	2,090	1,809	84	79	63	52	55
35-44	412	1,141	1,842	3,287	2,811	92	94	92	88	92
45-54	587	1,522	2,665	5,069	4,279	118	112	119	121	125
55-64	431	1,177	2,113	4,392	3,617	108	109	119	132	132
65+	783	2,161	3,797	7,228	5,878	124	125	134	136	135
Population estimate 2015	3,517	9,570	15,735	29,503	24,179	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	3,390	9,321	15,298	28,690	23,566	97%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	39	100	142	282	234	1%	1%	1%	1%	1%
Asian / Asian British	32	65	107	258	180	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	15	24	46	86	71	0%	0%	0%	0%	0%
Other Ethnic Group	9	23	34	60	51	0%	0%	0%	0%	0%
All People (Ethnic Group)	3,485	9,533	15,627	29,376	24,102	100	100	100	100	100



### Mosaic UK Map and Data: SKINNERS, MANNINGTREE (200372)



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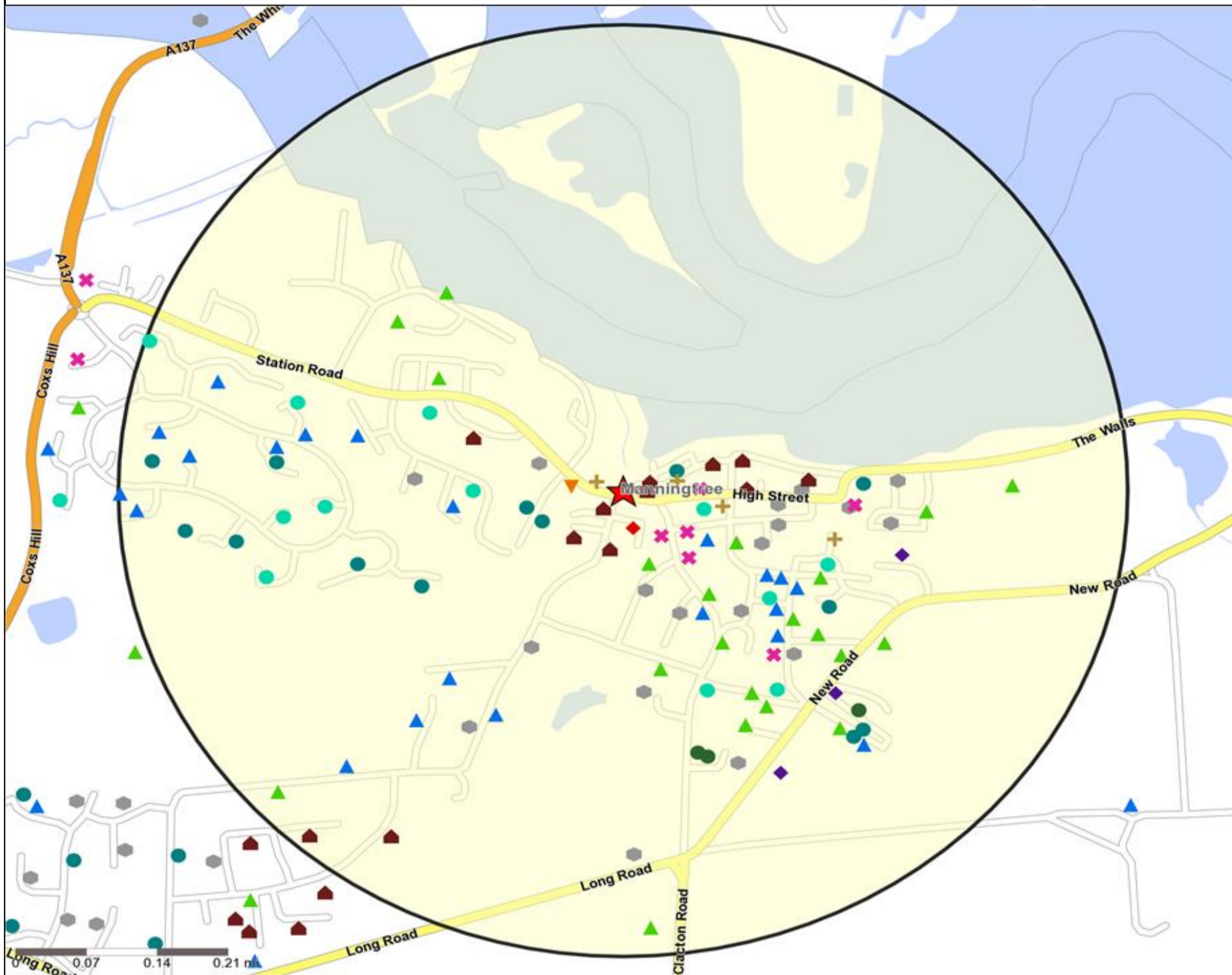
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- C Country Living
- E Senior Security
- F Suburban Stability
- G Domestic Success
- D Rural Reality
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M 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>	66	216	430	1,335	609	31	38	46	78	42
<b>C Country Living (18+)</b>	36	449	3,637	9,750	8,314	18	84	411	594	608
<b>D Rural Reality (18+)</b>	392	2,165	3,752	6,951	5,726	196	406	425	424	420
<b>E Senior Security (18+)</b>	370	765	769	822	769	158	122	74	43	48
<b>F Suburban Stability (18+)</b>	668	895	898	898	898	380	190	115	62	75
<b>G Domestic Success (18+)</b>	329	1,286	1,326	1,824	1,352	136	199	124	92	82
<b>H Aspiring Homemakers (18+)</b>	488	672	677	711	693	186	96	58	33	39
<b>I Family Basics (18+)</b>	14	14	14	14	14	7	3	2	1	1
<b>J Transient Renters (18+)</b>	81	180	180	180	180	49	40	24	13	16
<b>K Municipal Challenge (18+)</b>	46	119	119	119	119	27	26	16	9	10
<b>L Vintage Value (18+)</b>	335	679	679	768	748	185	140	85	52	60
<b>M Modest Traditions (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>N Urban Cohesion (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>O Rental Hubs (18+)</b>	56	260	260	260	260	25	44	26	14	17
<b>Adults 18+ estimate 2015</b>	<b>2,881</b>	<b>7,700</b>	<b>12,741</b>	<b>23,632</b>	<b>19,682</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: SKINNERS, MANNINGTREE (200372)**



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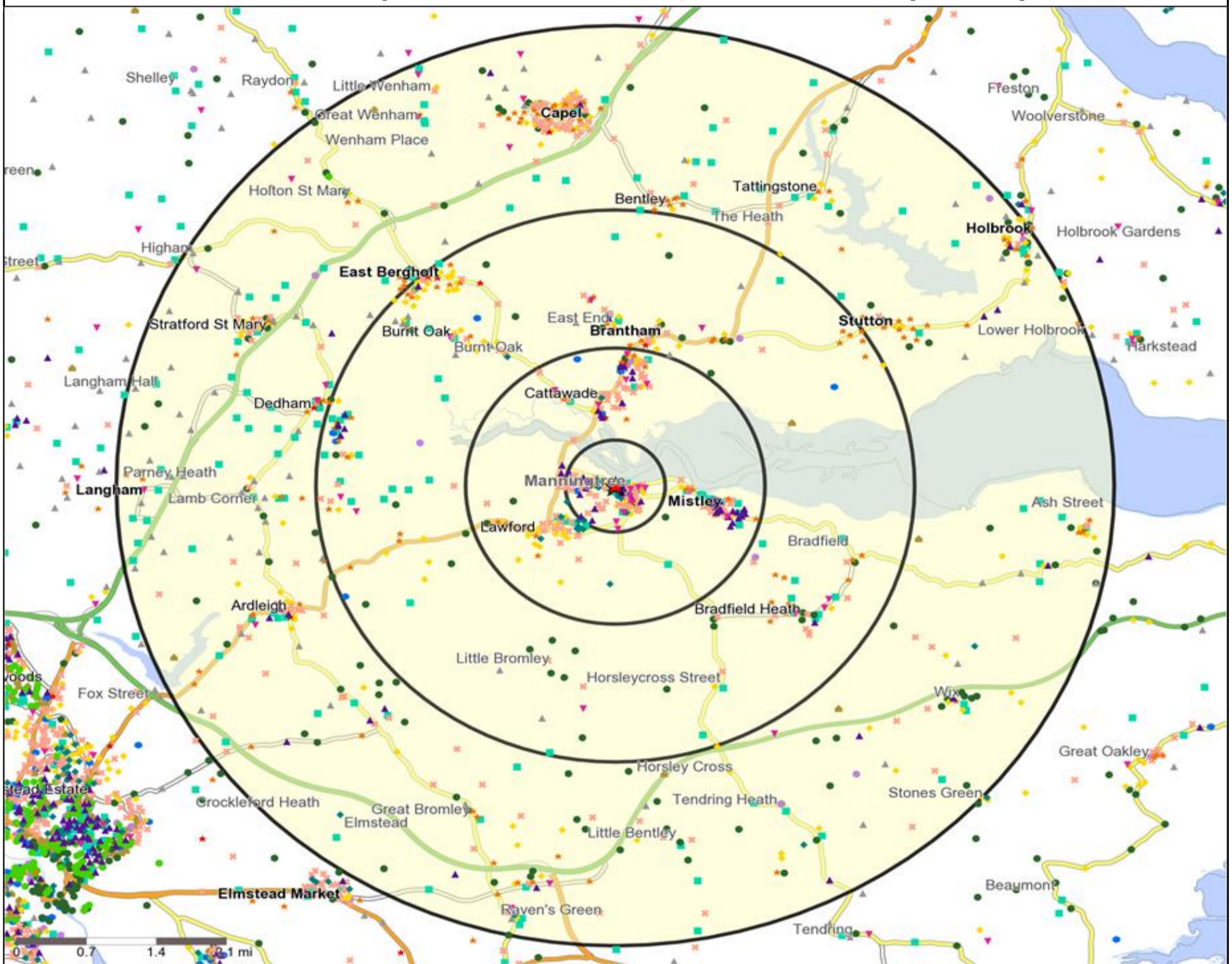
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic 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
<b>A City Prosperity (18+)</b>	0	0
<b>B Prestige Positions (18+)</b>	66	31
<b>C Country Living (18+)</b>	36	18
<b>D Rural Reality (18+)</b>	392	196
<b>E Senior Security (18+)</b>	370	158
<b>F Suburban Stability (18+)</b>	668	380
<b>G Domestic Success (18+)</b>	329	136
<b>H Aspiring Homemakers (18+)</b>	488	186
<b>I Family Basics (18+)</b>	14	7
<b>J Transient Renters (18+)</b>	81	49
<b>K Municipal Challenge (18+)</b>	46	27
<b>L Vintage Value (18+)</b>	335	185
<b>M Modest Traditions (18+)</b>	0	0
<b>N Urban Cohesion (18+)</b>	0	0
<b>O Rental Hubs (18+)</b>	56	25
<b>Adults 18+ estimate 2015</b>	<b>2,881</b>	<b>100</b>



### Occasions Map and Data: SKINNERS, MANNINGTREE (200372)



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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	161	496	859	1,702	1,402	82	94	103	112	112
02 Early Doors	210	527	801	1,398	1,187	128	120	114	110	113
03 Everyday is Friday	144	398	605	1,048	863	103	106	101	97	96
04 Weekend Millionaires	186	506	648	988	875	92	94	75	63	68
05 Out On The Town	181	437	583	928	780	93	84	70	62	63
06 Business and Pleasure	63	179	379	802	681	63	67	88	103	106
07 Sporting Pints	112	287	351	505	439	52	50	38	30	32
08 Student Social	94	270	531	1,114	938	103	111	137	158	161
09 Leisurely Lunch	211	566	971	1,825	1,509	110	111	119	123	123
10 Wining and Dining	292	742	1,150	2,064	1,678	134	127	124	123	121
11 Household Outing	180	441	547	831	689	105	96	75	62	62
12 Midweek Meal Deal	67	256	627	1,347	1,055	69	99	152	180	170
13 Date Night	205	554	976	1,858	1,509	133	134	148	156	153
14 Birthday Treat	182	484	769	1,394	1,111	118	117	117	117	112
15 Pre Show Meal	53	129	189	325	280	100	91	83	79	82
<b>Number of Occasions</b>	<b>2,341</b>	<b>6,272</b>	<b>9,986</b>	<b>18,129</b>	<b>14,996</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



## Competition Map and Data: SKINNERS, MANNINGTREE (200372)



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

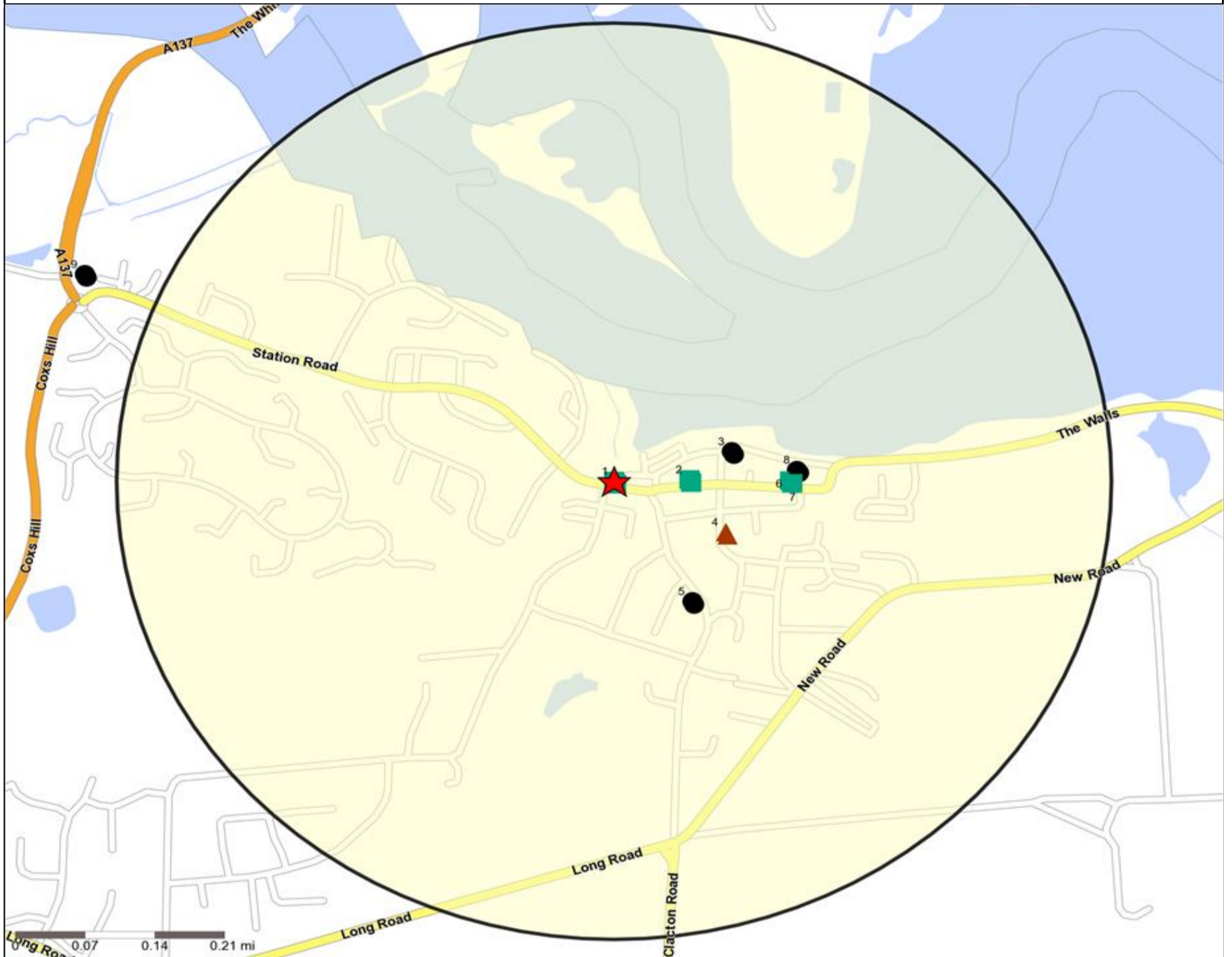


### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	3	3
Circuit Bar	1	1	2	3
Community Local	3	4	10	21
Dry Led	0	1	2	7
Branded Food Pub	0	0	0	0
Rural	0	0	2	3
Other	4	14	19	33
<b>Total</b>	<b>8</b>	<b>21</b>	<b>38</b>	<b>70</b>



**Competition Map and Data: SKINNERS, MANNINGTREE (200372)**



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	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
<b>Total</b>	<b>8</b>



## Local Competition: SKINNERS, MANNINGTREE (200372)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SKINNERS, MANNINGTREE	STATION ROAD, MANNINGTREE, CO11 1DX	Punch Taverns	CO11 1DX	Punch Taverns	0.00
1	Skinners Arms	20 Station Road, Lawford, Manningtree	Punch Pub Company	CO11 1DX	Community Local	0.00
2	White Hart	9 High Street, Manningtree	Independent Free	CO11 1AG	Community Local	0.08
3	Moghul Restaurant	3-5 South Street, Manningtree	Independent Free	CO11 1BA	Other	0.12
4	Red Lion	42 South Street, Manningtree	Unknown	CO11 1BG	Circuit Bar	0.13
5	Nirala Tandoori Restaurant	14 Brook Street, Manningtree	Independent Free	CO11 1DR	Other	0.16
6	Crown	51 High Street, Manningtree	Greene King	CO11 1AH	Community Local	0.18
7	Lucca	39-43 High Street, Manningtree	Independent Free	CO11 1AH	Other	0.18
8	Stour Sailing Club	10 Quay Street, Manningtree	Independent Free	CO11 1AU	Other	0.19
9	Manningtree Station Buffet	Station Road, Lawford, Manningtree	Independent Free	CO11 2LH	Other	0.57
10	Mistley Cricket Club	New Road, Mistley, Manningtree	Independent Free	CO11 1ER	Other	0.67
11	Mistley Thorn	High Street, Mistley, Manningtree	Independent Free	CO11 1HE	Other	0.76
12	Crown Inn	Cattawade Street, Cattawade, Manningtree	*Other Small Retail Groups	CO11 1RE	Community Local	0.78
13	Meadow View Restaurant	Long Road, Manningtree	Independent Free	CO11 2EF	Cafe / Wine Bar	0.79
14	Fontana Restaurant	Cattawade Street, Cattawade, Manningtree	Independent Free	CO11 1RG	Other	0.84
15	Oriental Cuisine	Cattawade Street, Manningtree	Independent Free	CO11 1RH	Other	0.92
16	Brantham Leisure Club	New Village, Brantham, Manningtree	Independent Free	CO11 1RZ	Other	0.93
17	Foxash Social & Sports	Harwich Road, Lawford, Manningtree	Independent Free	CO11 1LG	Other	0.97
18	Mistley Sports & Social Club	Beckford Road, Mistley, Manningtree	Independent Free	CO11 1LB	Other	1.00
19	Mistley United Football Club	Shrubland Road, Mistley, Manningtree	Independent Free	CO11 1HS	Other	1.05
20	Ogilvie Hall	Wignall Street, Lawford, Manningtree	Independent Free	CO11 2JG	Other	1.08
21	Anchor Inn	Harwich Road, Mistley, Manningtree	Wellington	CO11 1ND	Dry Led	1.10
22	Blacksmiths Arms	The Heath, Mistley, Manningtree	Independent Free	CO11 2QL	Community Local	1.62
23	Brantham Bull	The Street, Brantham, Manningtree	Punch Pub Company	CO11 1PN	Circuit Bar	1.94
24	Royal Oak	East End, East Bergholt, Colchester	Admiral Taverns Ltd	CO 7 6XA	Community Local	2.07
25	Grange Camping Site Social Club	East End Road, East Bergholt, Colchester	Independent Free	CO 7 6UX	Other	2.09
26	Kings Head	Burnt Oak, East Bergholt, Colchester	Punch Pub Company	CO 7 6TL	Community Local	2.32
27	Foxash Social Centre	Harwich Road, Lawford, Manningtree	Independent Free	CO11 2LS	Other	2.41
28	Fox Ash Social Club	42 Harwich Road, Lawford, Manningtree	Independent Free	CO11 2LS	Other	2.41
29	Haywain	Bentley Road, Little Bromley, Manningtree	Independent Free	CO11 2PL	Rural Character	2.45
30	Strangers Home Inn	The Street, Bradfield, Manningtree	Unknown	CO11 2US	Community Local	2.51