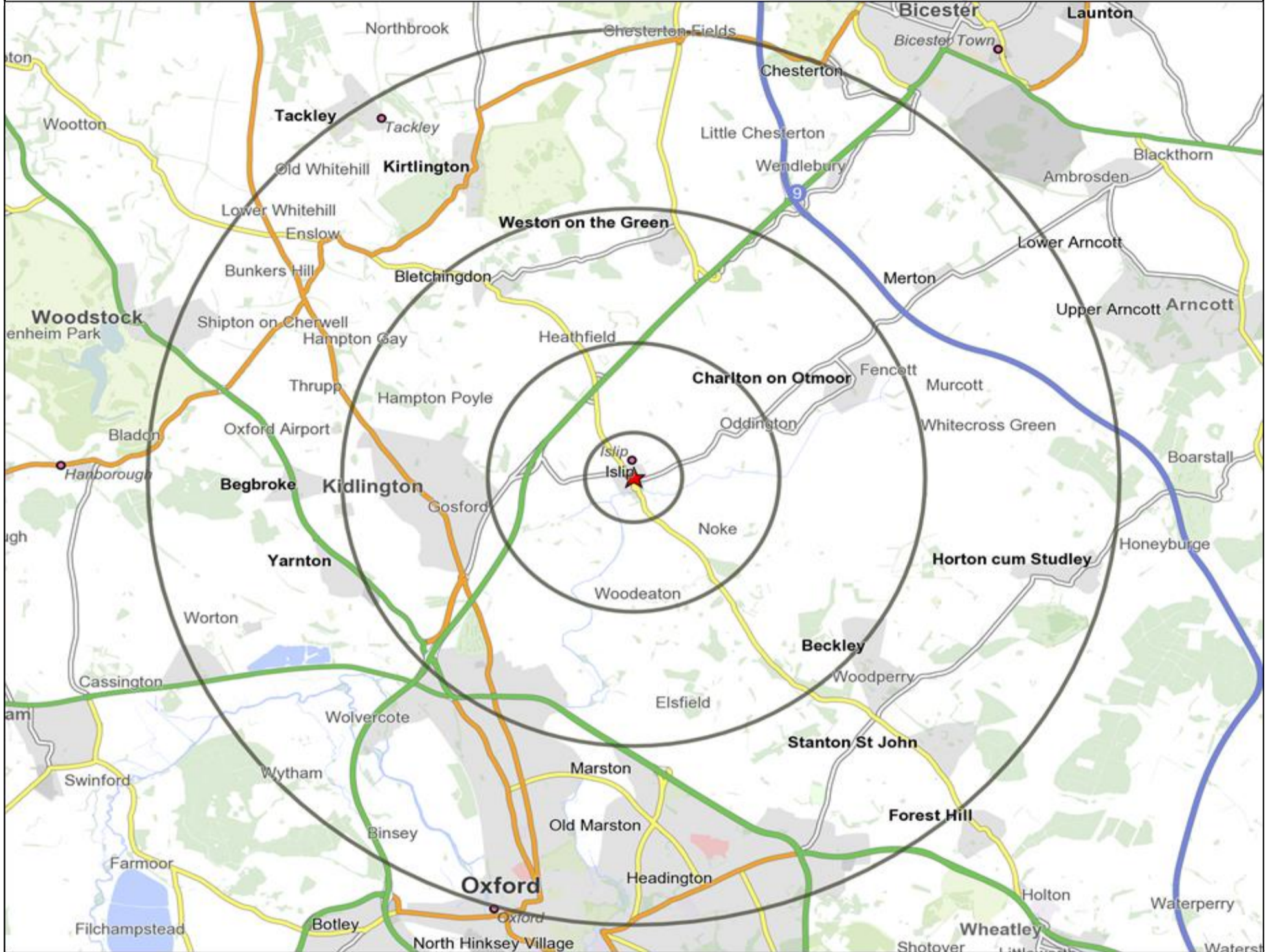




**Customer Profile Report for RED LION, ISLIP (Punch Outlet Number: 203214)  
HIGH STREET, KIDLINGTON, OX5 2RX (OX 5 2RX)**



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

**Age Data Table**

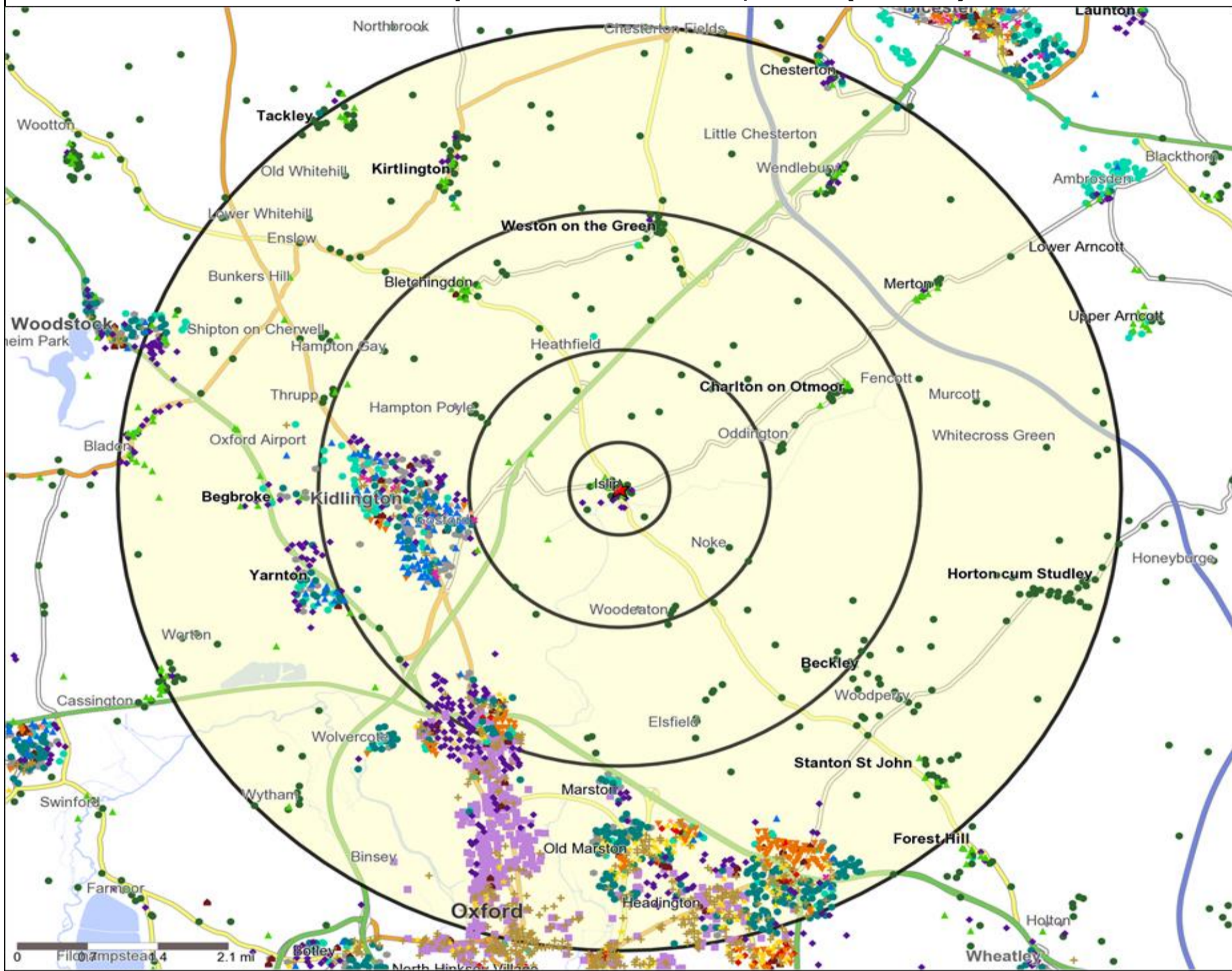
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	123	171	4,112	17,134	30,011	101	96	92	88	101
16-17	5	9	539	2,249	3,517	33	41	97	93	96
18-24	24	41	1,569	18,400	14,696	41	48	73	196	103
25-34	34	64	3,038	15,203	23,233	38	49	93	107	108
35-44	100	133	2,790	11,855	20,908	121	111	92	90	105
45-54	129	180	3,648	12,393	21,634	140	134	108	84	97
55-64	127	185	2,868	10,133	16,660	173	173	106	86	93
65+	107	164	5,261	16,332	26,900	92	96	123	87	95
<b>Population estimate 2015</b>	<b>649</b>	<b>947</b>	<b>23,825</b>	<b>103,699</b>	<b>157,559</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	620	886	20,647	82,625	131,188	96%	96%	88%	84%	88%
Mixed / Multiple Ethnic Groups	6	11	569	3,013	3,869	1%	1%	2%	3%	3%
Asian / Asian British	16	24	1,450	9,236	9,845	2%	3%	6%	9%	7%
Black / African / Caribbean / Black British	0	3	413	2,326	3,032	0%	0%	2%	2%	2%
Other Ethnic Group	2	3	283	1,207	1,456	0%	0%	1%	1%	1%
<b>All People (Ethnic Group)</b>	<b>644</b>	<b>927</b>	<b>23,362</b>	<b>98,407</b>	<b>149,390</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: RED LION, ISLIP (203214)**



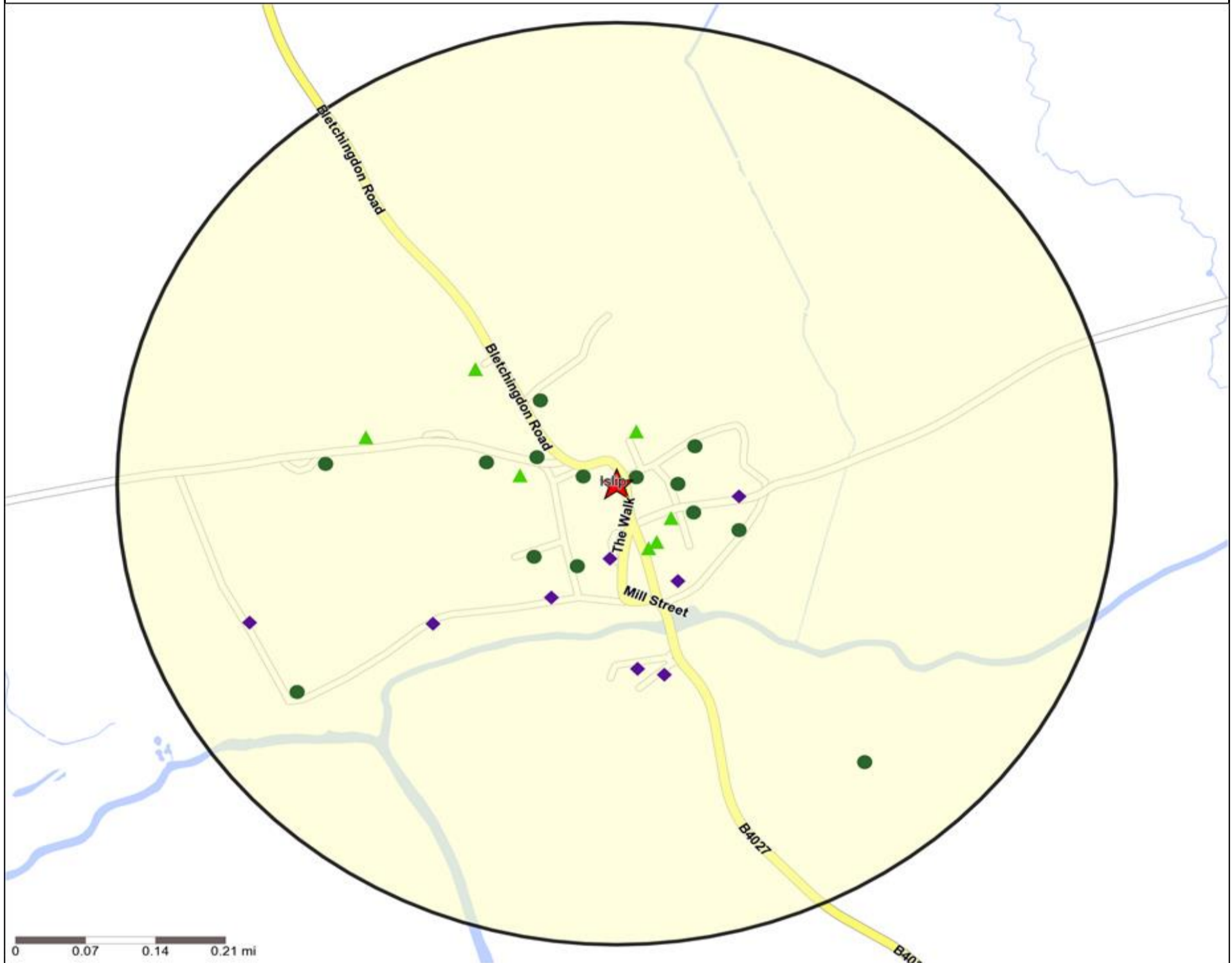
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	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
<b>A City Prosperity (18+)</b>	0	0	585	12,479	11,398	0	0	72	410	226
<b>B Prestige Positions (18+)</b>	128	137	2,330	7,394	12,786	337	244	168	141	147
<b>C Country Living (18+)</b>	266	415	1,818	4,740	7,427	735	777	137	95	90
<b>D Rural Reality (18+)</b>	127	140	616	2,130	3,880	352	263	47	43	47
<b>E Senior Security (18+)</b>	0	14	2,066	3,517	8,560	0	22	133	60	88
<b>F Suburban Stability (18+)</b>	0	22	3,088	3,797	8,306	0	47	265	86	114
<b>G Domestic Success (18+)</b>	0	15	2,386	11,065	21,089	0	23	149	183	211
<b>H Aspiring Homemakers (18+)</b>	0	5	2,095	4,177	14,247	0	7	121	64	131
<b>I Family Basics (18+)</b>	0	0	1,051	4,278	6,802	0	0	76	82	79
<b>J Transient Renters (18+)</b>	0	12	350	443	1,477	0	27	32	11	21
<b>K Municipal Challenge (18+)</b>	0	0	137	667	1,052	0	0	12	16	15
<b>L Vintage Value (18+)</b>	0	5	623	1,862	3,468	0	10	52	41	46
<b>M Modest Traditions (18+)</b>	0	0	268	320	1,987	0	0	30	9	35
<b>N Urban Cohesion (18+)</b>	0	0	256	3,517	4,050	0	0	26	93	65
<b>O Rental Hubs (18+)</b>	0	4	1,404	11,586	12,531	0	7	96	209	137
<b>Adults 18+ estimate 2015</b>	<b>521</b>	<b>769</b>	<b>19,073</b>	<b>71,972</b>	<b>119,060</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: RED LION, ISLIP (203214)**



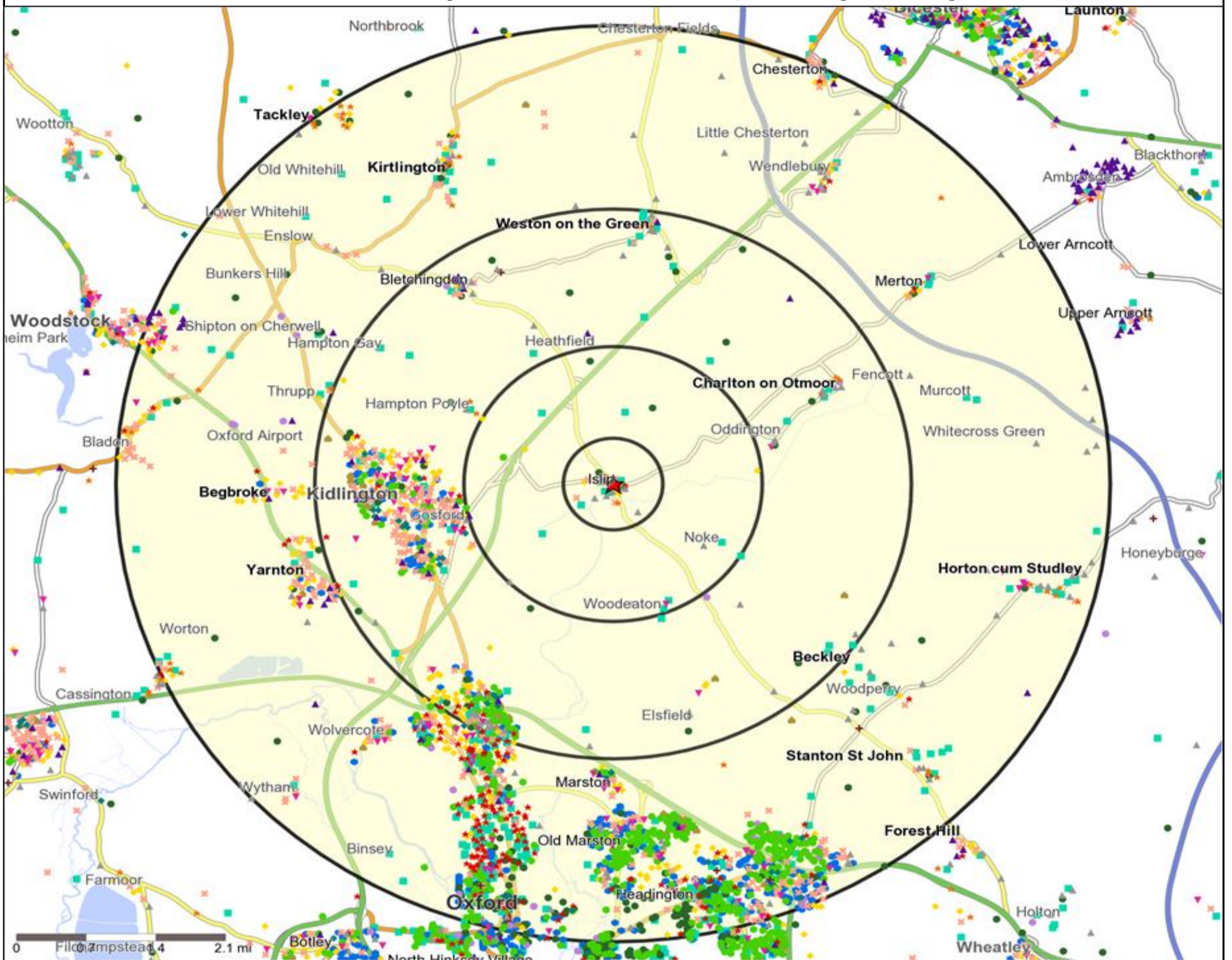
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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	128	337
C Country Living (18+)	266	735
D Rural Reality (18+)	127	352
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
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>521</b>	<b>100</b>



### Occasions Map and Data: RED LION, ISLIP (203214)



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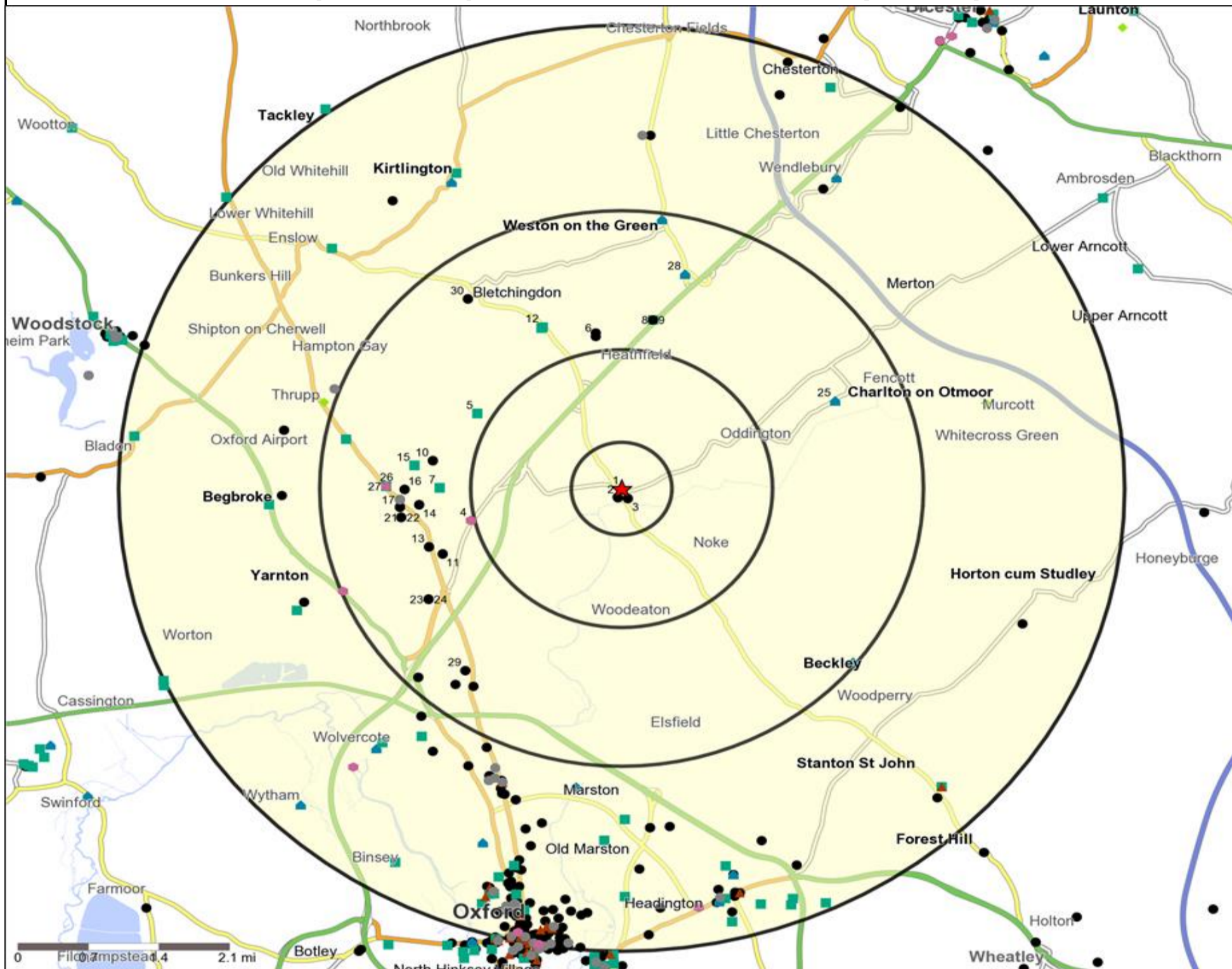
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- 02 Early Doors
- 03 Everyday is Friday
- 04 Weekend Millionaires
- 05 Out On The Town
- 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- 09 Leisurely Lunch
- 10 Wining and 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	44	69	1,123	4,536	6,709	136	142	78	88	76
02 Early Doors	25	37	1,032	2,640	5,200	93	91	86	61	70
03 Everyday is Friday	23	34	1,118	3,951	6,846	100	98	109	108	108
04 Weekend Millionaires	14	22	963	2,755	6,711	42	44	65	52	74
05 Out On The Town	20	35	1,546	5,835	9,943	63	72	109	114	113
06 Business and Pleasure	43	61	878	3,937	6,040	260	245	120	150	133
07 Sporting Pints	5	12	1,240	6,010	9,200	14	23	79	107	95
08 Student Social	18	31	768	3,963	4,772	120	137	116	166	116
09 Leisurely Lunch	38	55	1,452	4,971	8,647	121	116	104	99	100
10 Wining and Dining	38	55	1,912	6,121	11,313	106	102	120	107	115
11 Household Outing	16	29	1,258	3,647	7,203	57	68	100	81	93
12 Midweek Meal Deal	22	30	489	1,798	3,038	138	125	69	71	70
13 Date Night	39	53	1,510	4,672	8,988	154	139	134	116	129
14 Birthday Treat	32	45	1,326	4,956	8,210	126	118	118	123	118
15 Pre Show Meal	8	13	503	1,580	2,798	92	99	130	114	117
<b>Number of Occasions</b>	<b>385</b>	<b>581</b>	<b>17,118</b>	<b>61,372</b>	<b>105,618</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: RED LION, ISLIP (203214)



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

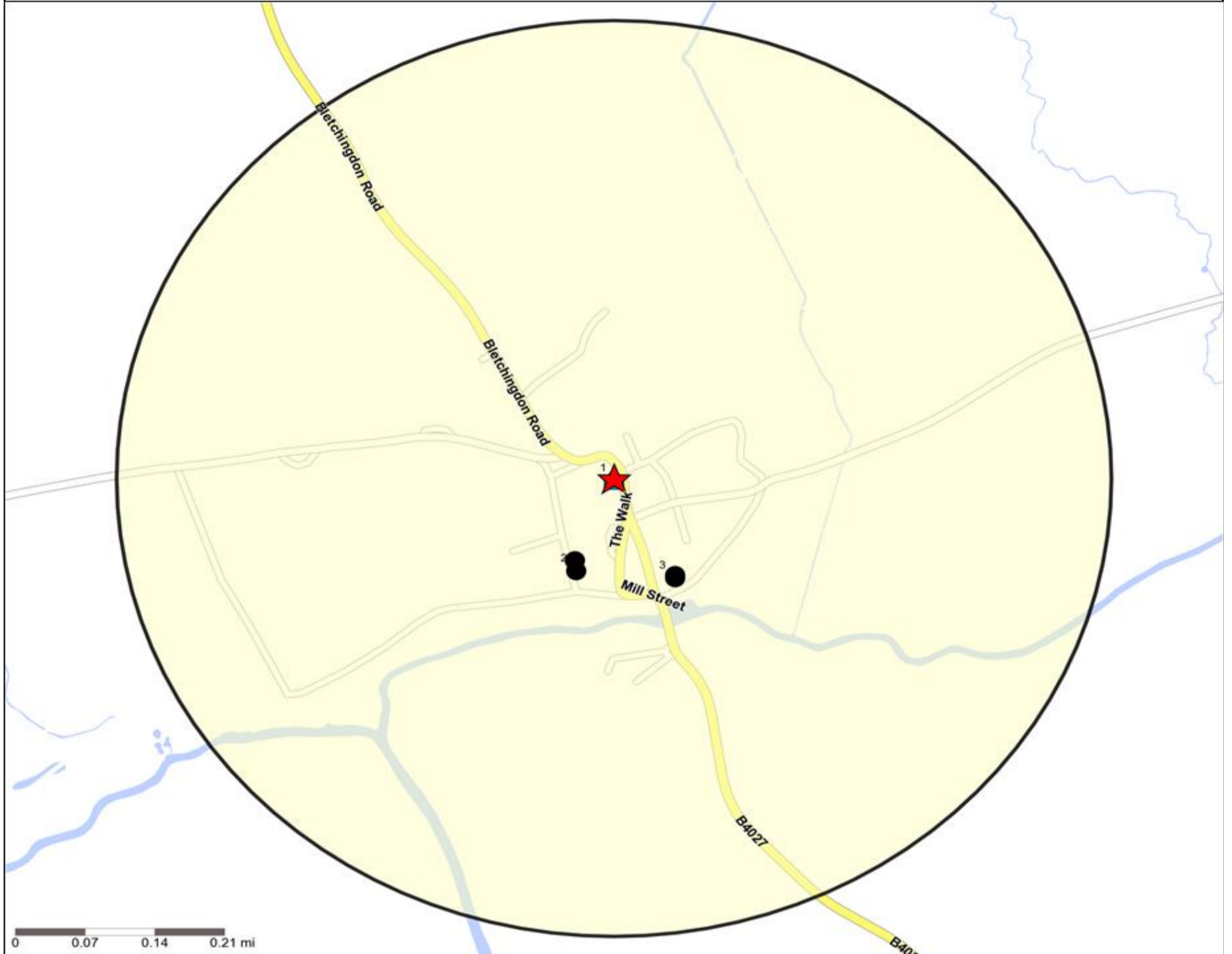
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

#### 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	1	20
Circuit Bar	0	0	0	15
Community Local	0	0	6	33
Dry Led	1	1	5	15
Branded Food Pub	0	0	3	7
Rural	0	0	0	2
Other	2	2	24	169
<b>Total</b>	<b>3</b>	<b>3</b>	<b>39</b>	<b>261</b>



### Competition Map and Data: RED LION, ISLIP (203214)



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



## Local Competition: RED LION, ISLIP (203214)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	RED LION, ISLIP	HIGH STREET, KIDLINGTON, OX5 2RX	Punch Taverns	OX 5 2RX	Punch Taverns	0.00
1	Red Lion	High Street, Islip, Kidlington	Punch Pub Company	OX 5 2RX	Dry Led	0.00
2	Islip Village Hall	Church Lane, Islip, Kidlington	Independent Free	OX 5 2TA	Other	0.11
3	Swan	1 Lower Street, Islip, Kidlington	Independent Free	OX 5 2SB	Other	0.12
4	Kings Arms	117 Bicester Road, Gosford, Kidlington	Mitchells & Butlers	OX 5 2PX	Branded Food	1.54
5	Bell Inn	11 Oxford Road, Hampton Poyle, Kidlington	Independent Free	OX 5 2QD	Community Local	1.64
6	Oxfordshire Inn	Heathfield, Bletchingdon, Kidlington	Independent Free	OX 5 3DX	Other	1.66
7	Six Bells	70 Mill Street, Kidlington	Punch Pub Company	OX 5 2EF	Community Local	1.81
8	Weston Manor Hotel	Weston On The Green, Weston-On-The-Green, Bicester	Independent Free	OX25 3QQ	Other	1.85
9	Little Chef	Weston-On-The-Green, Bicester	Kout Food Group	OX25 3QQ	Other	1.85
10	Islip Village Club	Church Street, Kidlington	Independent Free	OX 5 2BB	Other	1.90
11	Police Headquarters Social Club	Oxford Road, Kidlington	Independent Free	OX 5 2NX	Other	1.91
12	Diamond Farm	Islip Road, Bletchingdon, Kidlington	Independent Free	OX 5 3DR	Community Local	1.91
13	Gurkha Village	174 Oxford Road, Kidlington	Punch Pub Company	OX 5 1EB	Other	2.02
14	Kidlington Green Social Club	1 Green Road, Kidlington	Independent Free	OX 5 2EU	Other	2.02
15	Kings Arms	4 The Moors, Kidlington	Punch Pub Company	OX 5 2AJ	Community Local	2.08
16	Cherwell Club	69 High Street, Kidlington	Independent Free	OX 5 2DN	Other	2.16
17	Red Lion	5 Oxford Road, Kidlington	Mitchells & Butlers	OX 5 2BP	Cafe / Wine Bar	2.21
18	Ovisher Restaurant	11-13 Oxford Road, Kidlington	Independent Free	OX 5 2BP	Other	2.21
19	Kiddlington Bowls	Oxford Road, Kidlington	Independent Free	OX 5 1AB	Other	2.21
20	Kidlington Parish Council	Oxford Road, Kidlington	Independent Free	OX 5 1AB	Other	2.21
21	Kidlington Recreational Trust Social Club	69 Yarnton Road, Kidlington	Independent Free	OX 5 1AT	Other	2.21
22	Kidlington Football Club	Yarnton Road, Kidlington	Independent Free	OX 5 1AT	Other	2.21
23	Gosford All Blacks Rugby Club	Langford Lane, Kidlington	Independent Free	OX 5 1UP	Other	2.26
24	Kidlington Cricket Club	Frieze Way, Kidlington	Independent Free	OX 5 1UP	Other	2.26
25	Crown	High Street, Charlton On Otmoor, Kidlington	Admiral Taverns Ltd	OX 5 2UQ	Dry Led	2.32
26	Black Bull	2 Banbury Road, Kidlington	Punch Pub Company	OX 5 2BT	Community Local	2.34
27	Black Horse	6 Banbury Road, Kidlington	Greene King	OX 5 2BT	Branded Food	2.34
28	Chequers	Northampton Road, Weston-On-The-Green, Bicester	Fuller Smith & Turner	OX25 3QH	Dry Led	2.40
29	North Oxford Golf Club	546 Banbury Road, Oxford	Independent Free	OX 2 8EZ	Other	2.51
30	Bletchington Sports & Social Club	Oxford Road, Bletchingdon, Kidlington	Independent Free	OX 5 3BS	Other	2.55