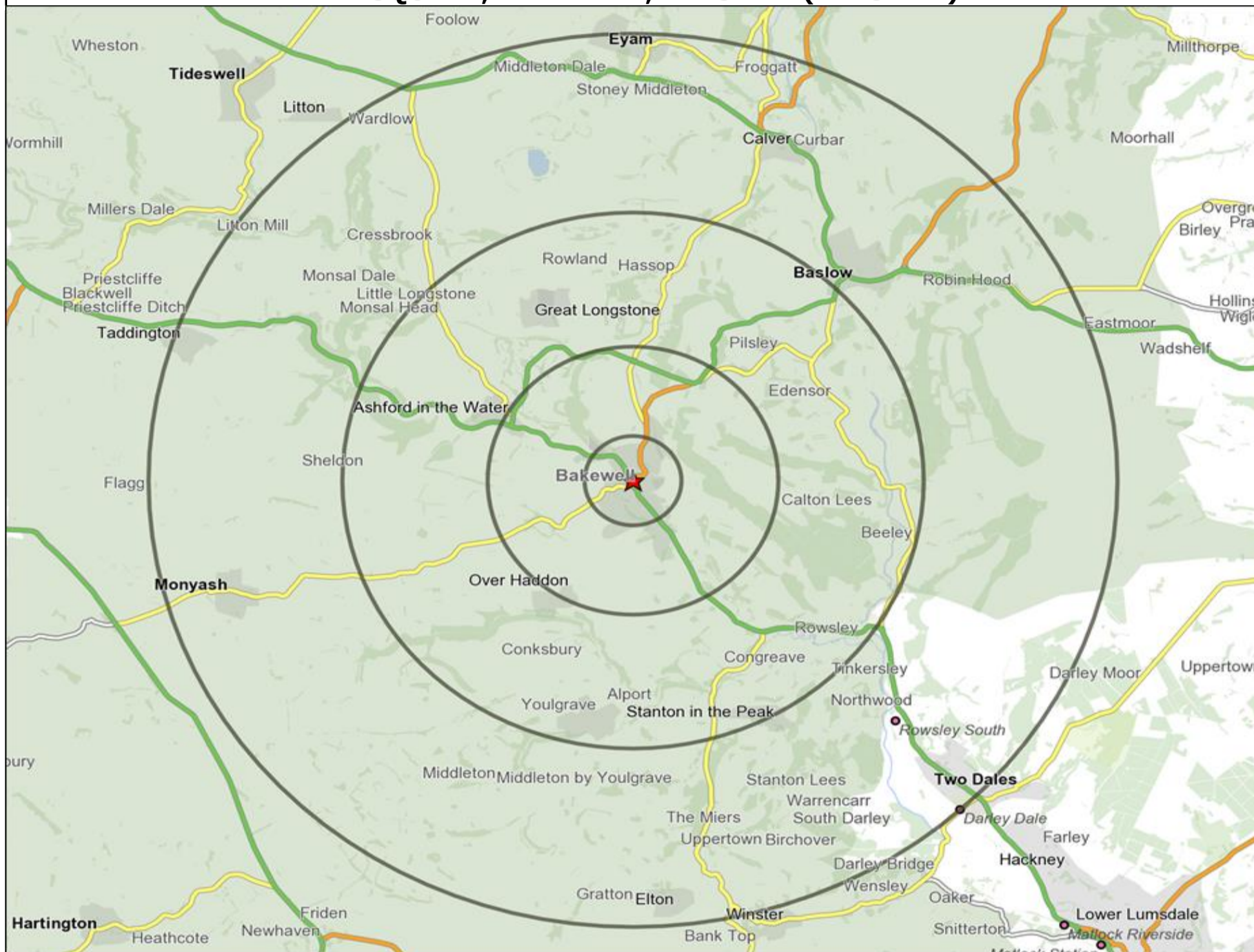




**Customer Profile Report for RED LION, BAKEWELL (Punch Outlet Number: 202005)
THE SQUARE, BAKEWELL, DE45 1BT (DE45 1BT)**



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

Age Data Table

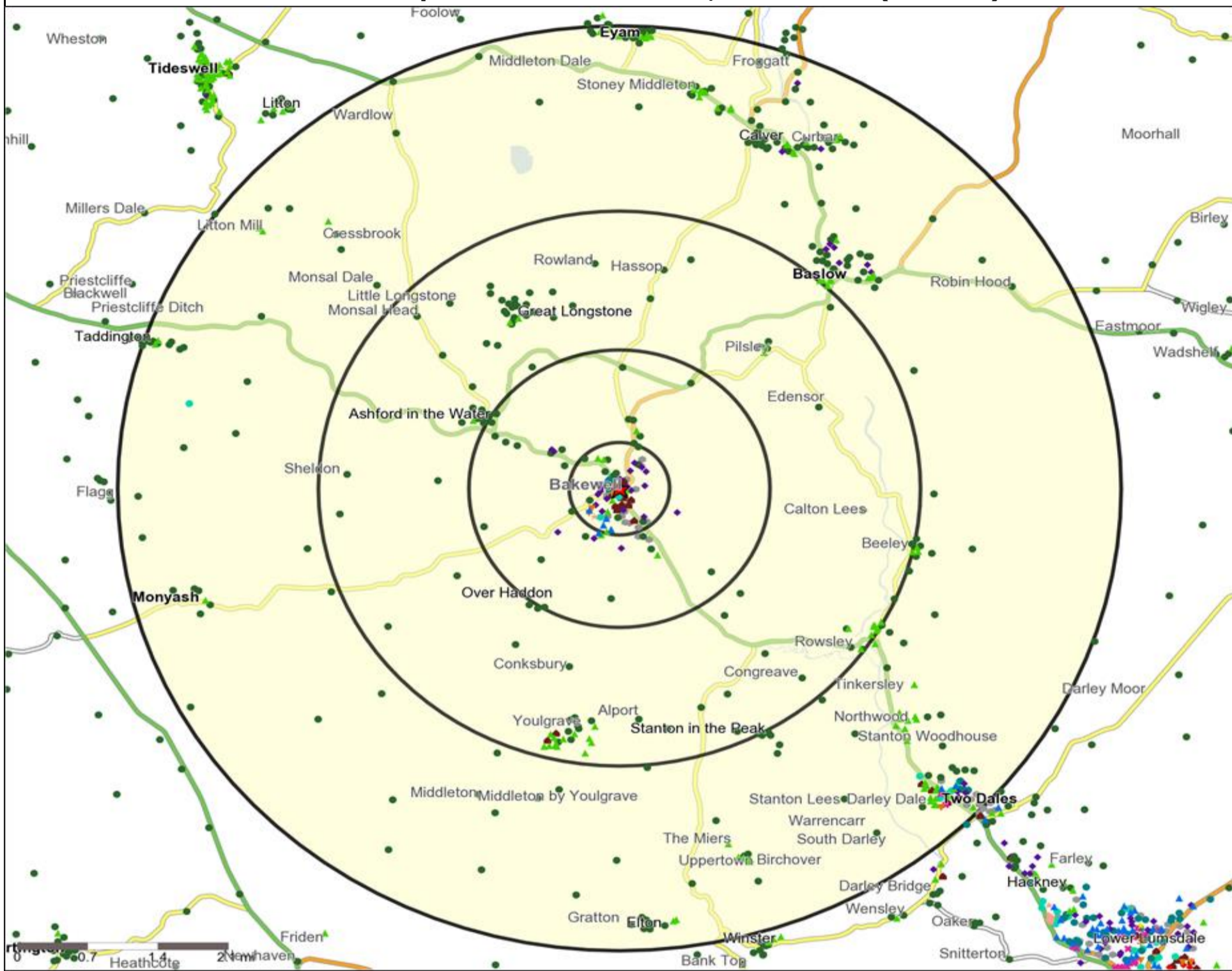
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	395	520	1,049	2,373	3,337	64	66	72	75	76
16-17	62	82	147	324	450	82	84	81	82	83
18-24	239	295	454	1,029	1,349	81	77	65	67	64
25-34	204	241	451	1,123	1,542	46	42	42	49	48
35-44	256	325	655	1,530	2,217	62	61	67	71	75
45-54	423	573	1,170	2,653	3,727	91	96	106	111	113
55-64	470	597	1,169	2,667	3,694	127	125	133	139	140
65+	1,214	1,578	2,669	5,226	6,959	207	208	191	171	166
Population estimate 2015	3,263	4,211	7,764	16,925	23,275	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	3,138	4,031	7,499	16,379	22,397	99%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	17	22	43	108	145	1%	1%	1%	1%	1%
Asian / Asian British	8	9	24	80	105	0%	0%	0%	0%	0%
Black / African / Caribbean / Black British	2	3	3	8	11	0%	0%	0%	0%	0%
Other Ethnic Group	2	2	3	10	12	0%	0%	0%	0%	0%
All People (Ethnic Group)	3,167	4,067	7,572	16,585	22,670	100	100	100	100	100



Mosaic UK Map and Data: RED LION, BAKEWELL (202005)



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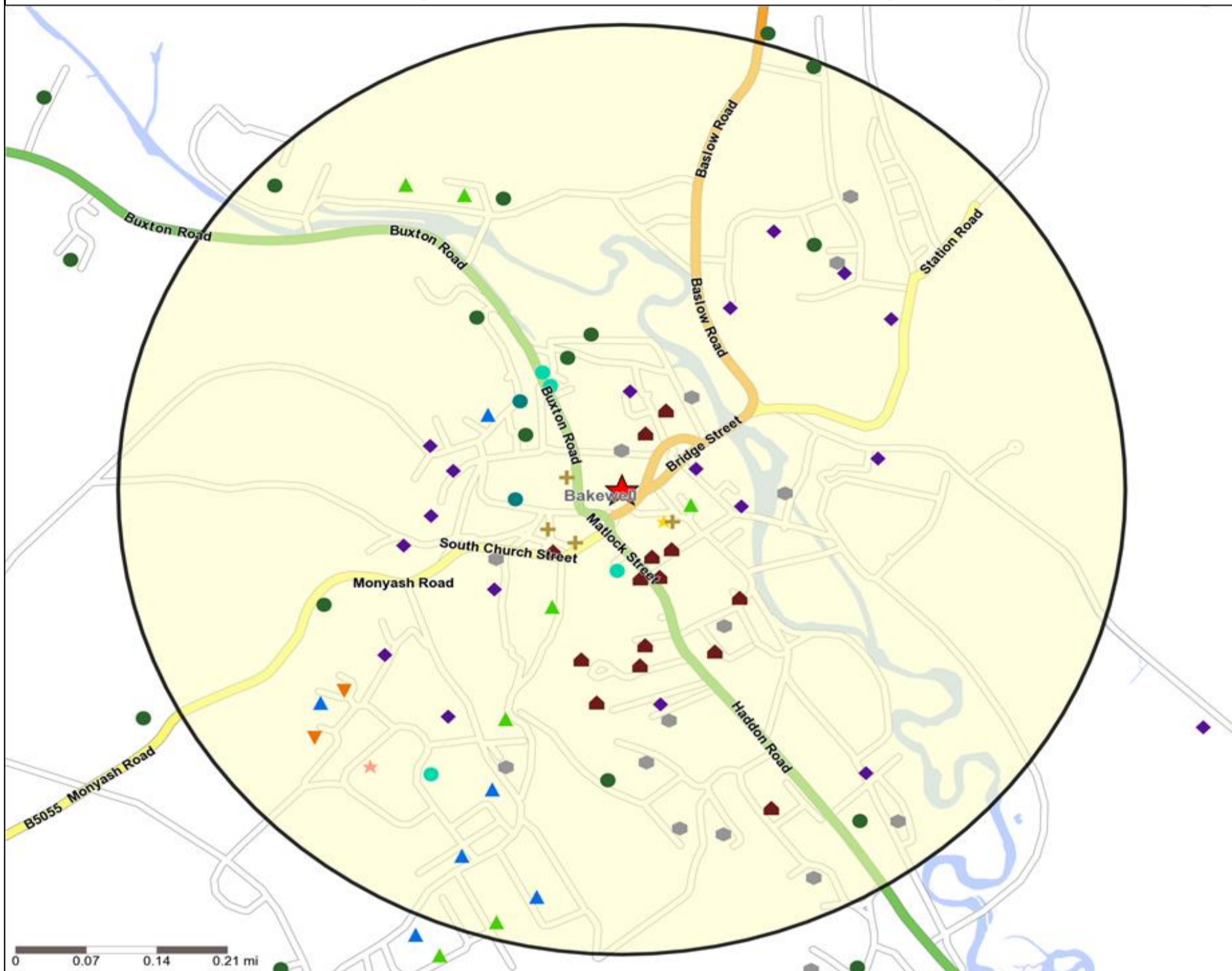
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N 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+)	552	688	688	963	1,070	273	264	144	93	76
C Country Living (18+)	469	872	2,788	7,029	9,631	243	351	614	714	714
D Rural Reality (18+)	148	314	1,242	3,335	5,339	77	126	274	340	396
E Senior Security (18+)	455	516	554	746	982	201	177	104	65	62
F Suburban Stability (18+)	203	221	221	278	370	120	101	55	32	31
G Domestic Success (18+)	70	70	70	242	299	30	23	13	20	18
H Aspiring Homemakers (18+)	228	228	229	552	564	90	70	38	43	32
I Family Basics (18+)	90	111	111	158	158	45	43	24	15	11
J Transient Renters (18+)	0	0	0	55	55	0	0	0	7	5
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	370	370	447	624	773	212	164	109	70	63
M Modest Traditions (18+)	121	121	121	121	121	92	71	39	18	13
N Urban Cohesion (18+)	11	11	11	11	11	8	6	3	1	1
O Rental Hubs (18+)	60	60	60	60	60	28	22	12	5	4
Adults 18+ estimate 2015	2,777	3,582	6,542	14,174	19,433	100	100	100	100	100



Mosaic UK Map and Data: RED LION, BAKEWELL (202005)



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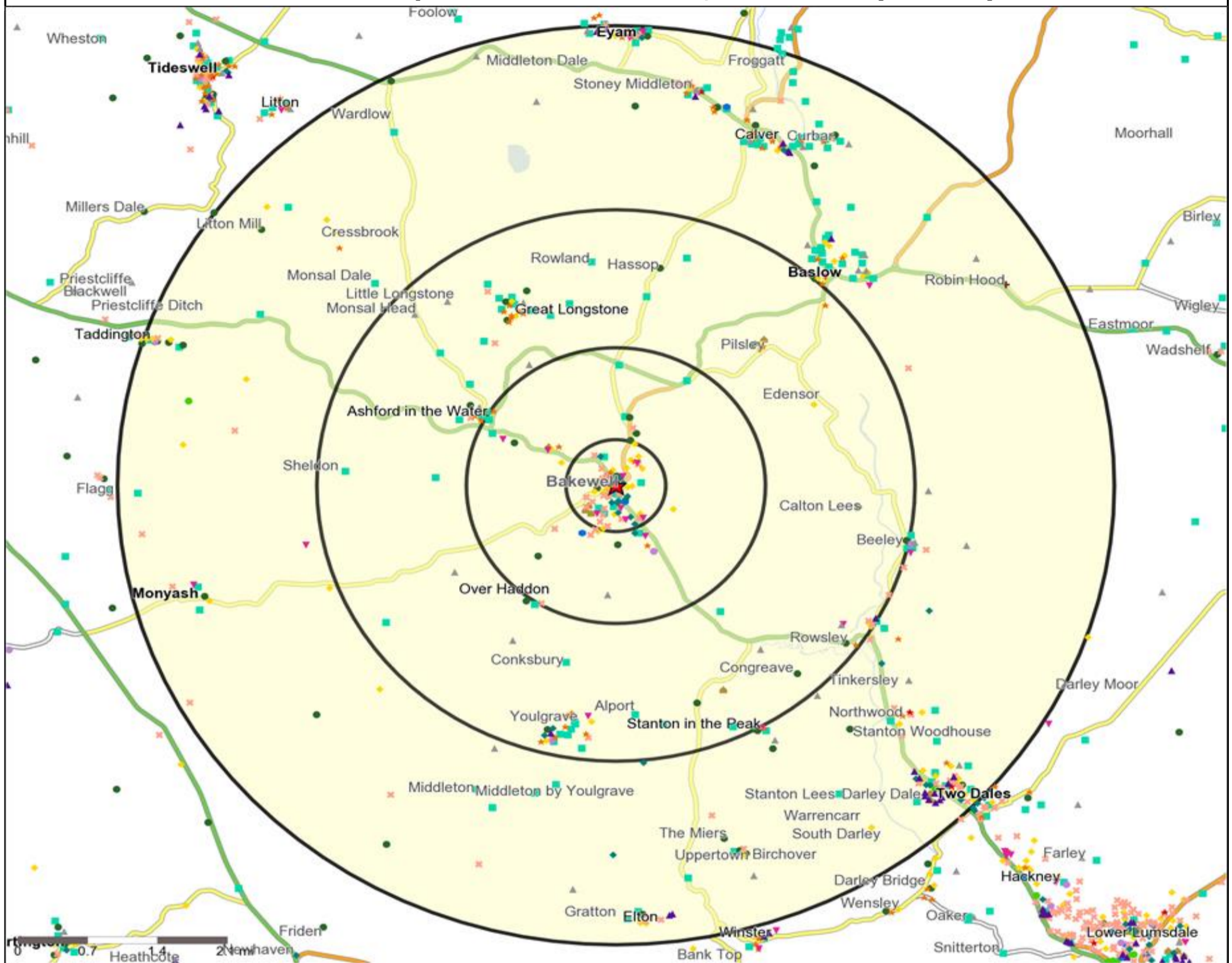
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient 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+)	552	273
C Country Living (18+)	469	243
D Rural Reality (18+)	148	77
E Senior Security (18+)	455	201
F Suburban Stability (18+)	203	120
G Domestic Success (18+)	70	30
H Aspiring Homemakers (18+)	228	90
I Family Basics (18+)	90	45
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	370	212
M Modest Traditions (18+)	121	92
N Urban Cohesion (18+)	11	8
O Rental Hubs (18+)	60	28
Adults 18+ estimate 2015	2,777	100



Occasions Map and Data: RED LION, BAKEWELL (202005)



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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 01 Mine's a Pint
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ◆ 13 Date Night
- ◇ 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	190	252	555	1,259	1,689	110	115	139	144	143
02 Early Doors	220	264	458	913	1,244	153	143	137	125	125
03 Everyday is Friday	115	146	254	559	758	94	93	89	89	90
04 Weekend Millionaires	83	101	182	458	626	47	45	44	51	51
05 Out On The Town	111	136	200	432	568	65	62	50	50	48
06 Business and Pleasure	63	90	224	592	809	71	80	109	132	133
07 Sporting Pints	69	81	119	256	332	37	34	27	27	26
08 Student Social	89	123	266	595	822	111	121	143	147	150
09 Leisurely Lunch	220	280	510	1,097	1,504	131	131	131	129	130
10 Wining and Dining	249	313	499	1,046	1,430	130	128	112	108	109
11 Household Outing	114	143	219	511	657	75	74	62	66	63
12 Midweek Meal Deal	81	119	318	702	947	95	110	161	162	162
13 Date Night	227	293	493	1,008	1,377	168	170	157	146	148
14 Birthday Treat	173	217	368	767	1,038	128	126	117	111	111
15 Pre Show Meal	53	66	118	258	341	114	111	109	109	106
Number of Occasions	2,057	2,624	4,783	10,453	14,142	100	100	100	100	100



Competition Map and Data: RED LION, BAKEWELL (202005)



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

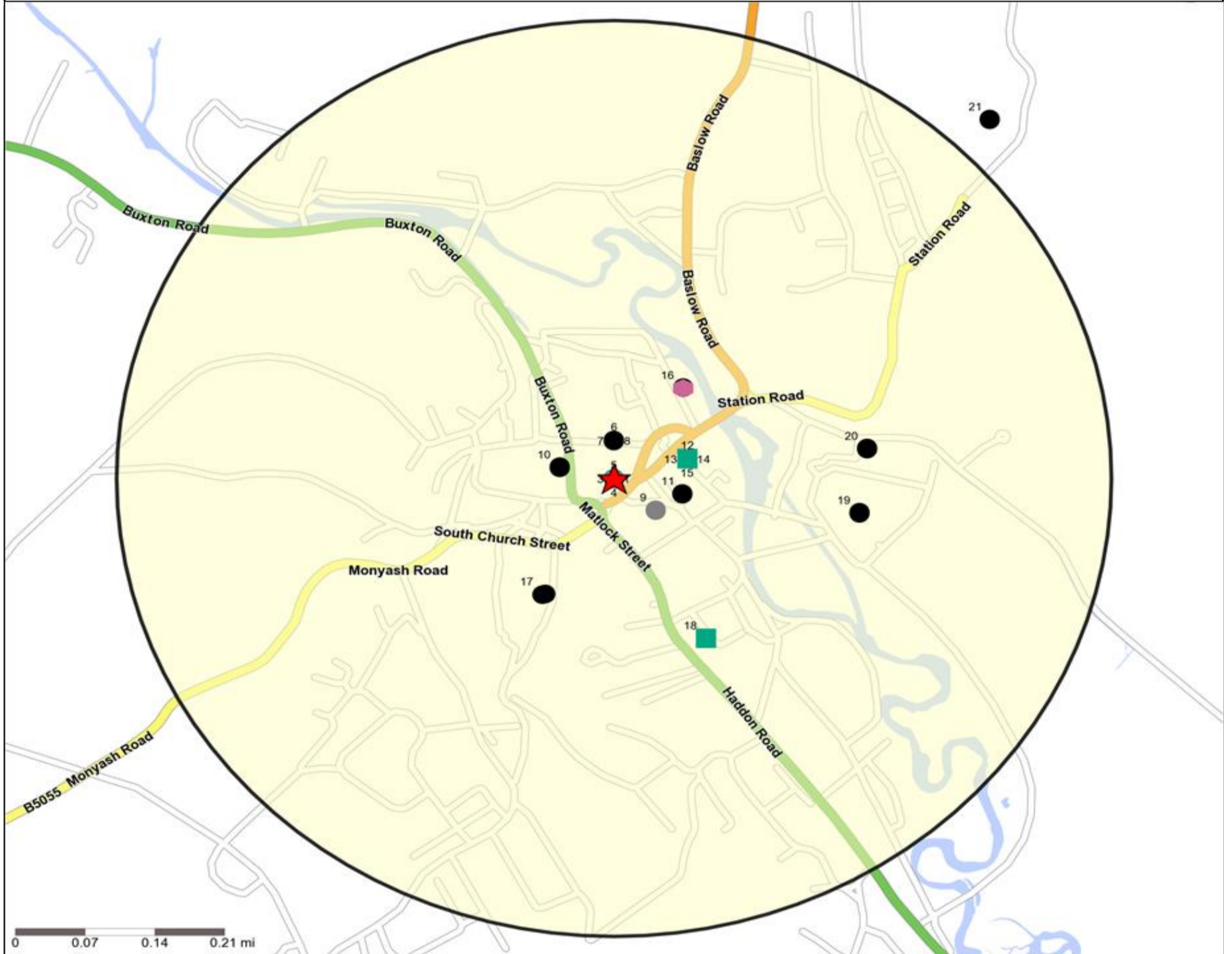
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	2	2	3	5
Circuit Bar	1	1	1	1
Community Local	4	4	10	21
Dry Led	0	0	7	12
Branded Food Pub	1	1	1	1
Rural	0	0	0	1
Other	12	14	27	40
Total	20	22	49	81



Competition Map and Data: RED LION, BAKEWELL (202005)



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	2
Circuit Bar	1
Community Local	4
Dry Led	0
Branded Food Pub	1
Rural	0
Other	12
Total	20



Local Competition: RED LION, BAKEWELL (202005)

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, BAKEWELL	THE SQUARE, BAKEWELL, DE45 1BT	Punch Taverns	DE45 1BT	Punch Taverns	0.00
1	Aitchs Wine Bar & Bistro	The Square, Bakewell	Independent Free	DE45 1BT	Cafe / Wine Bar	0.00
2	Bakewell Town Hall	The Square, Bakewell	Independent Free	DE45 1BT	Other	0.00
3	Red Lion	The Square, Bakewell	Punch Pub Company	DE45 1BT	Circuit Bar	0.00
4	Rutland Arms	The Square, Bakewell	Independent Free	DE45 1BT	Other	0.00
5	Old Original Bakewell Pudding Shop	The Square, Bakewell	Independent Free	DE45 1BT	Other	0.00
6	Piedaniels Restaurant	Bath Street, Bakewell	Independent Free	DE45 1BX	Other	0.04
7	Haig House Club	Bath Street, Bakewell	Independent Free	DE45 1BX	Other	0.04
8	Fischers	Calver Street, Baslow, Bakewell	Independent Free	DE45 1BX	Other	0.04
9	H Wine Bar	Water Street, Bakewell	Independent Free	DE45 1EW	Cafe / Wine Bar	0.05
10	Bakewell Conservative Club	Buxton Road, Bakewell	Independent Free	DE45 1BZ	Other	0.06
11	Borivoli Italian Cafe	4 Portland Square, Bakewell	Independent Free	DE45 1HA	Other	0.07
12	Queens Arms	Bridge Street, Bakewell	Marston's	DE45 1DS	Community Local	0.08
13	Wheatsheaf	Bridge Street, Bakewell	Marston's	DE45 1DS	Community Local	0.08
14	Peacock Hotel	Bridge Street, Bakewell	Enterprise Inns	DE45 1DS	Community Local	0.08
15	Rajas Indian Restaurant	Bridge Street, Bakewell	Independent Free	DE45 1DS	Other	0.08
16	Castle Hotel	Castle Street, Bakewell	Greene King	DE45 1DU	Branded Food	0.12
17	Bakewell Working Mens Club	Butts Road, Bakewell	Independent Free	DE45 1EB	Other	0.15
18	Manners Hotel	Haddon Road, Bakewell	Robinsons	DE45 1EP	Community Local	0.20
19	Bakewell Agricultural Business Centre	Agricultural Way, Bakewell	Independent Free	DE45 1AH	Other	0.25
20	Pointing Dog And Duck	Coombs Road, Bakewell	Felicini Group	DE45 1AQ	Other	0.26
21	Bakewell Golf Club	Station Road, Bakewell	Independent Free	DE45 1GB	Other	0.54
22	Greenhills Caravan Park Club	Ashford Road, Bakewell	Independent Free	DE45 1PX	Other	1.22
23	Lathkill Hotel	Over Haddon, Bakewell	*Other Small Retail Groups	DE45 1JE	Community Local	1.53
24	Bulls Head Inn	Church Street, Ashford-in-the-Water, Bakewell	Robinsons	DE45 1QB	Dry Led	1.54
25	Ashford Arms	1 Church Street, Ashford-In-The-Water, Bakewell	Punch Pub Company	DE45 1QB	Dry Led	1.54
26	Riverside Hotel	Fennel Street, Ashford-In-The-Water, Bakewell	Independent Free	DE45 1QF	Other	1.63
27	Haddon Hall	Haddon Barn, Bakewell	Independent Free	DE45 1LA	Other	1.73
28	Thornbridge Hall Conference College	Ashford-In-The-Water, Bakewell	Independent Free	DE45 1NZ	Other	2.05
29	Devonshire Arms	High Street, Pilsley, Bakewell	Devonshire Hotels & Restaurant	DE45 1UL	Dry Led	2.07
30	Cavendish Club	Edensor, Bakewell	Independent Free	DE45 1PH	Other	2.18