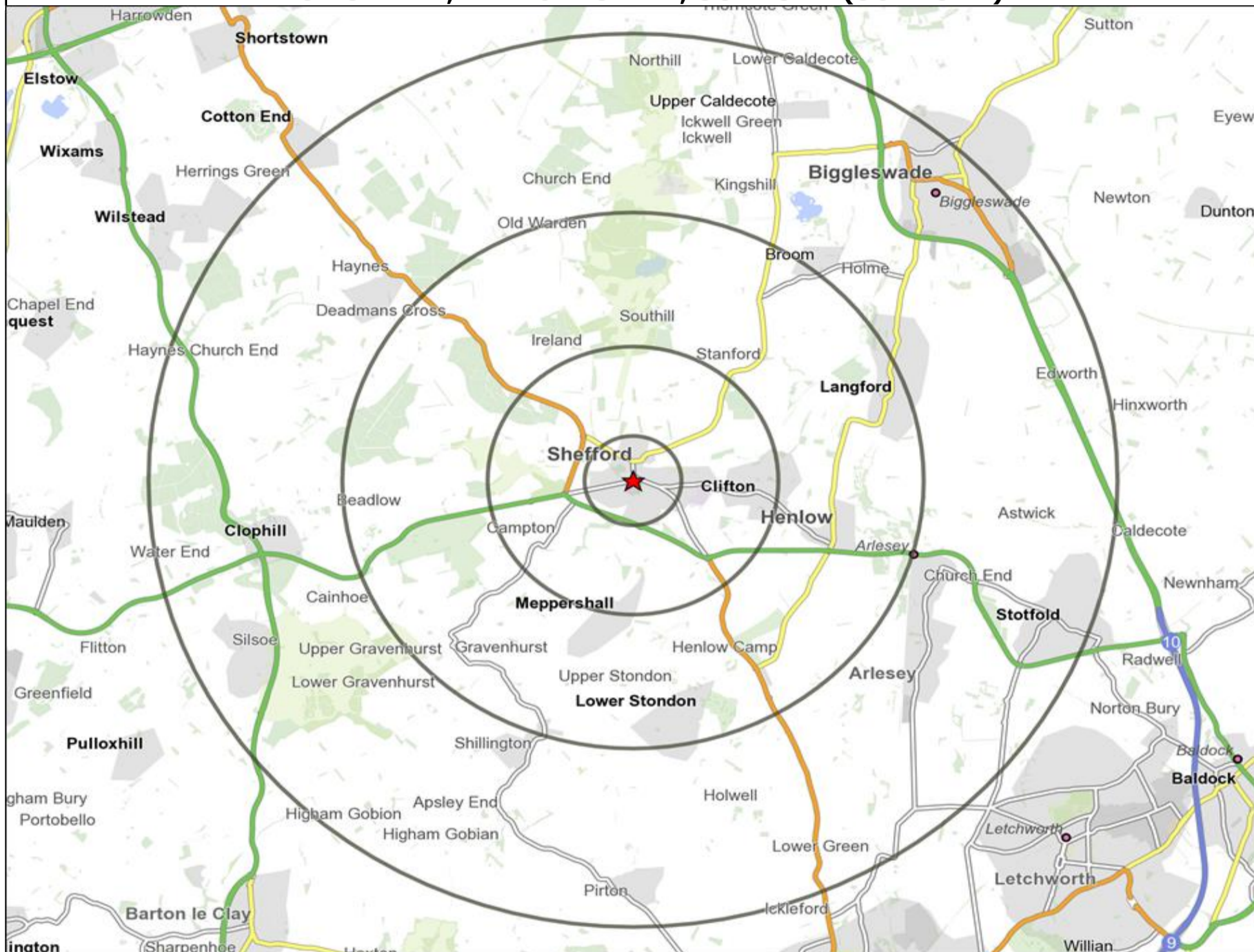




**Customer Profile Report for CORNERSTONE, SHEFFORD (Punch Outlet Number: 202446)
HIGH STREET, BEDFORDSHIRE, SG17 5DD (SG17 5DD)**



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

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

Age Data Table

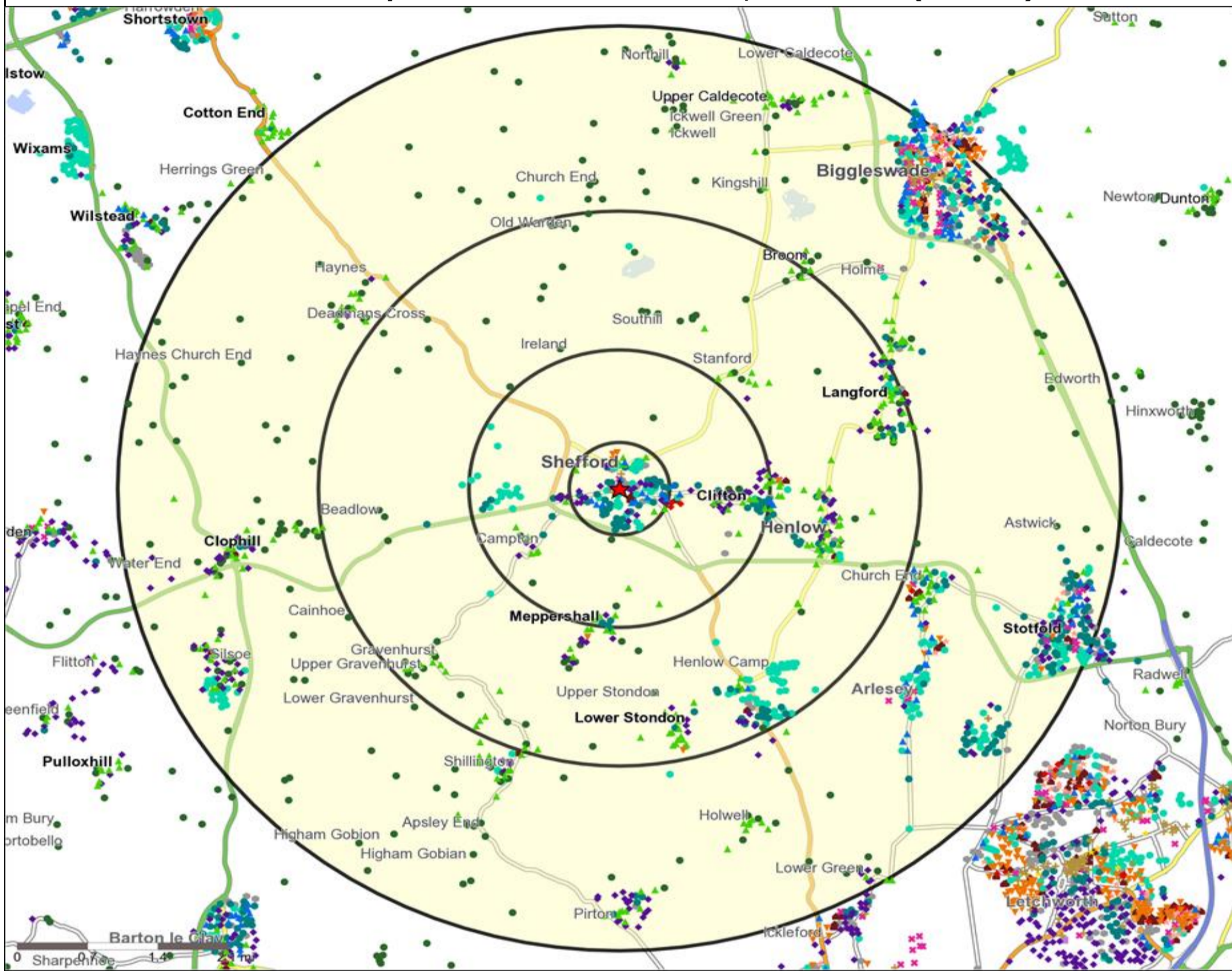
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,242	2,356	4,908	13,092	25,672	115	113	110	104	106
16-17	127	262	541	1,487	2,970	95	102	98	96	99
18-24	460	799	1,552	4,322	8,559	89	80	72	71	73
25-34	744	1,402	2,794	8,177	15,771	95	93	86	89	89
35-44	847	1,646	3,550	9,693	18,450	116	117	117	114	113
45-54	873	1,687	3,888	10,586	20,187	107	107	115	112	110
55-64	602	1,136	2,688	7,888	15,072	93	91	100	104	103
65+	846	1,781	3,915	11,645	22,598	82	89	91	97	97
Population estimate 2015	5,741	11,069	23,836	66,890	129,279	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	4,871	9,807	21,311	59,310	112,397	95%	96%	95%	95%	93%
Mixed / Multiple Ethnic Groups	75	144	339	1,027	2,522	1%	1%	2%	2%	2%
Asian / Asian British	119	200	481	1,345	3,569	2%	2%	2%	2%	3%
Black / African / Caribbean / Black British	38	78	167	475	1,441	1%	1%	1%	1%	1%
Other Ethnic Group	13	30	84	291	569	0%	0%	0%	0%	0%
All People (Ethnic Group)	5,116	10,259	22,382	62,448	120,498	100	100	100	100	100



Mosaic UK Map and Data: CORNERSTONE, SHEFFORD (202446)



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

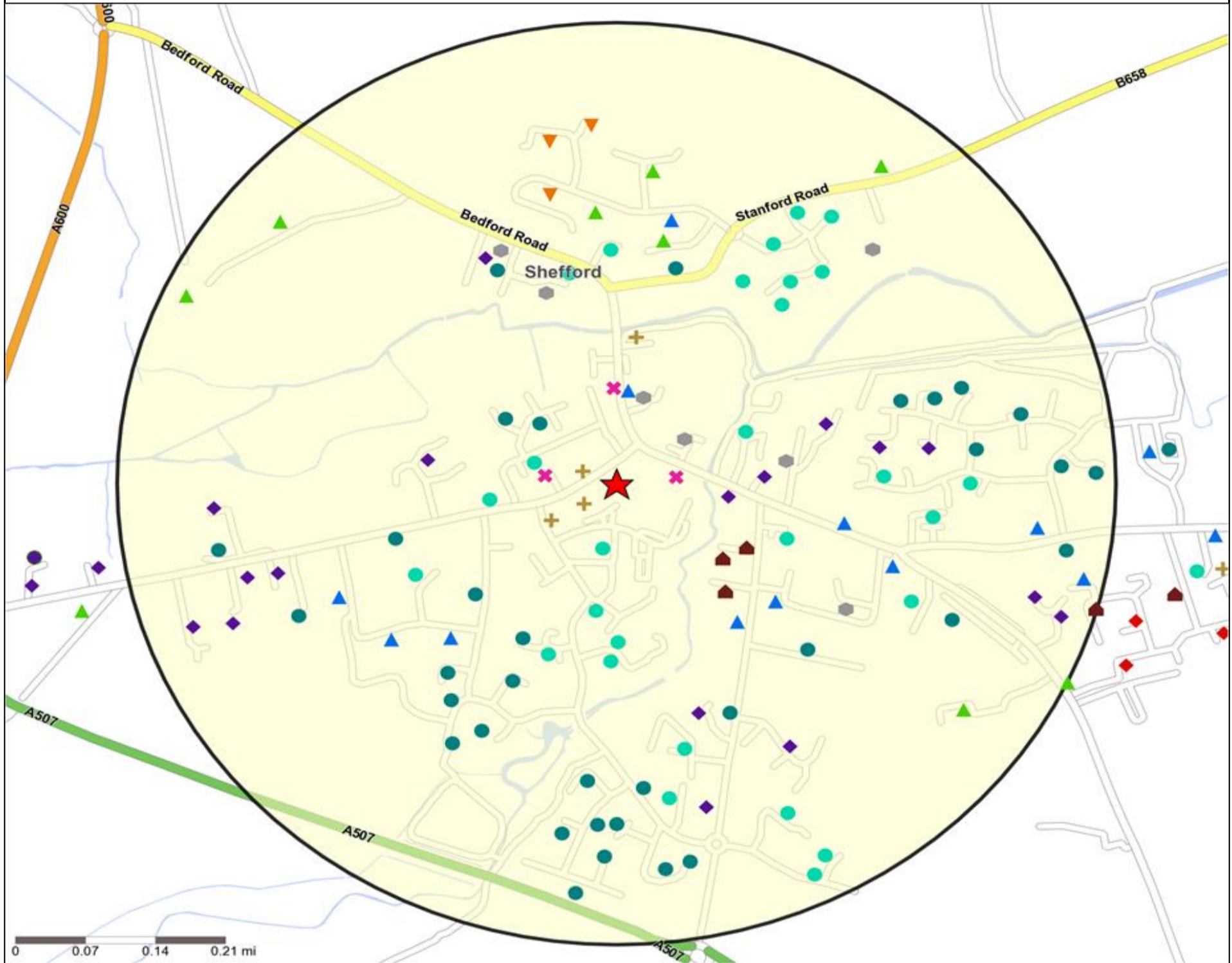
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- I Family Basics
- M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✕ J Transient 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 - 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	12	0	0	0	0	0
B Prestige Positions (18+)	402	1,222	2,169	5,467	11,615	126	202	165	144	159
C Country Living (18+)	6	239	1,519	4,541	5,770	2	41	121	126	83
D Rural Reality (18+)	220	987	4,725	9,569	13,162	73	171	377	266	189
E Senior Security (18+)	173	330	571	1,767	5,990	49	49	39	42	73
F Suburban Stability (18+)	374	515	621	3,432	6,971	140	101	56	108	114
G Domestic Success (18+)	1,503	2,387	4,054	9,296	18,940	409	342	267	213	225
H Aspiring Homemakers (18+)	1,199	1,852	3,276	10,441	18,476	301	245	199	221	203
I Family Basics (18+)	138	141	173	986	4,966	44	24	13	26	69
J Transient Renters (18+)	56	56	122	2,158	3,457	22	12	12	72	60
K Municipal Challenge (18+)	30	204	204	290	1,139	12	42	19	10	19
L Vintage Value (18+)	72	159	425	1,575	3,886	26	30	37	48	62
M Modest Traditions (18+)	0	0	0	1,171	2,038	0	0	0	47	43
N Urban Cohesion (18+)	0	0	0	9	122	0	0	0	0	2
O Rental Hubs (18+)	198	219	219	1,243	3,696	59	34	16	31	48
Adults 18+ estimate 2015	4,371	8,311	18,078	51,945	100,240	100	100	100	100	100



Mosaic UK Map and Data: CORNERSTONE, SHEFFORD (202446)



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

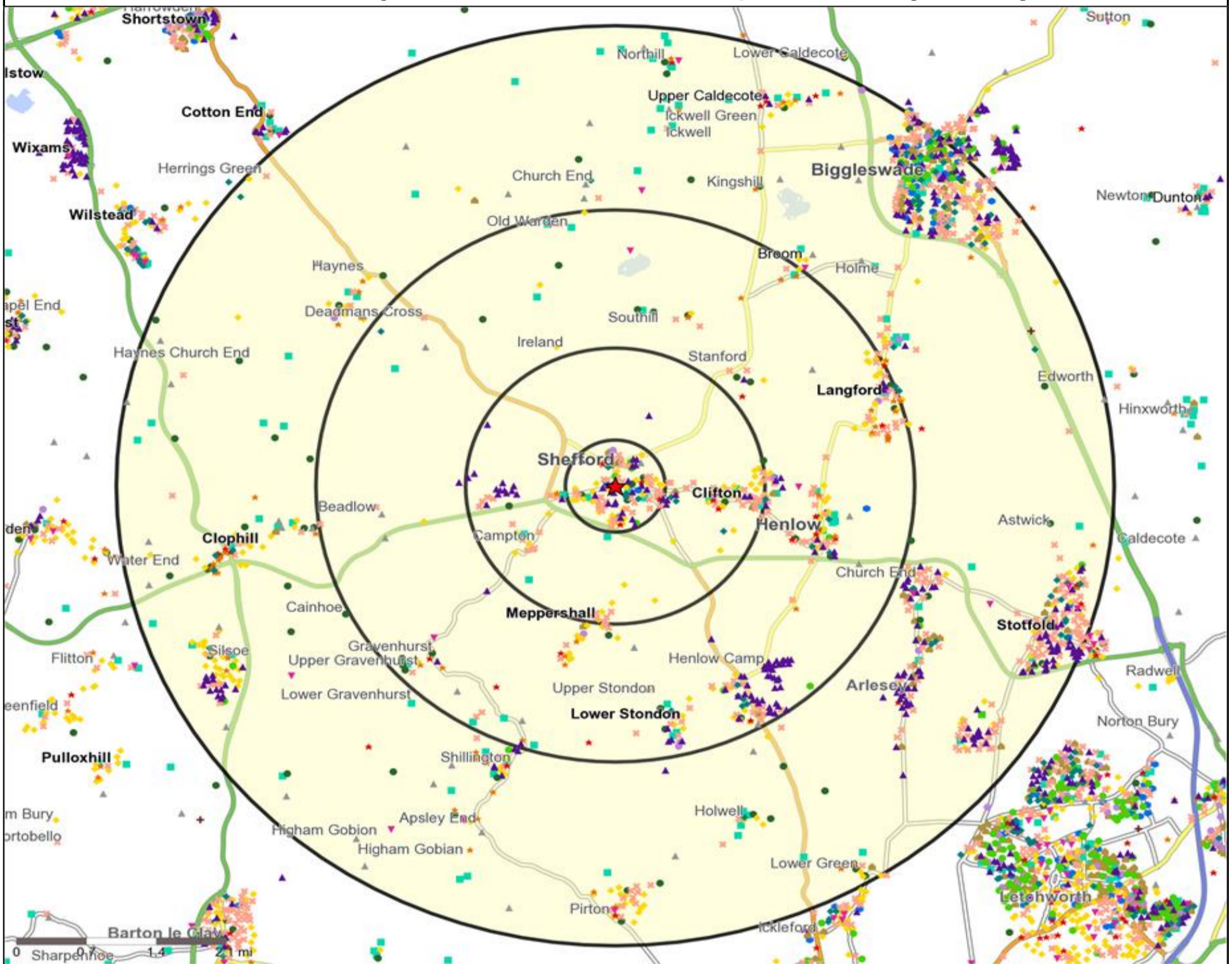
- | | | | | |
|-----------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5,1.5,3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	402	126
C Country Living (18+)	6	2
D Rural Reality (18+)	220	73
E Senior Security (18+)	173	49
F Suburban Stability (18+)	374	140
G Domestic Success (18+)	1,503	409
H Aspiring Homemakers (18+)	1,199	301
I Family Basics (18+)	138	44
J Transient Renters (18+)	56	22
K Municipal Challenge (18+)	30	12
L Vintage Value (18+)	72	26
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	198	59
Adults 18+ estimate 2015	4,371	100



Occasions Map and Data: CORNERSTONE, SHEFFORD (202446)



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

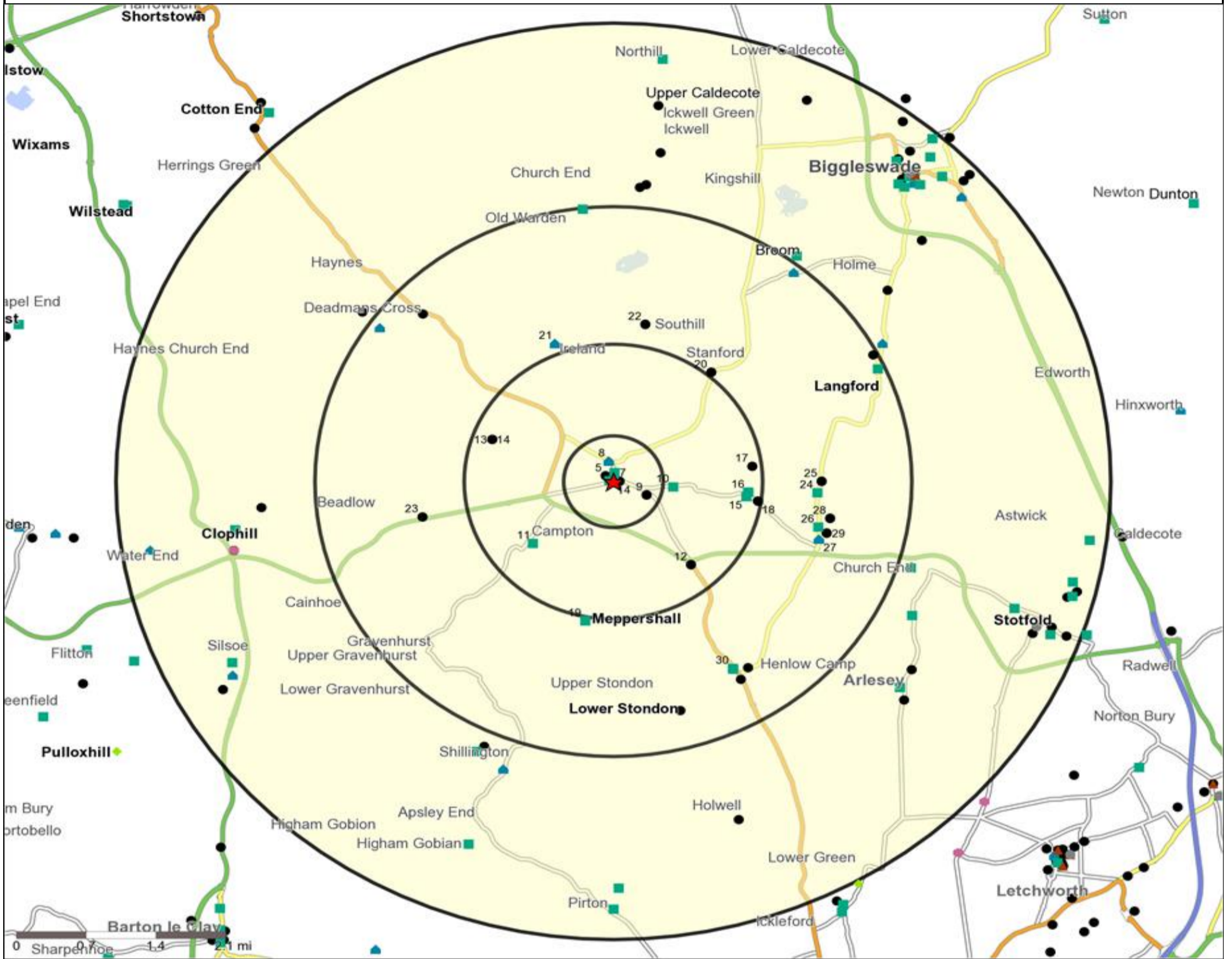
- | | | | | |
|---------------------------------|-------------------------|----------------------------|------------------------|------------------------|
| ★ Location | Occasions Types | ▲ 04 Weekend Millionaires | ● 08 Student Social | ★ 12 Midweek Meal Deal |
| ○ 0.5, 1.5, 3 & 5 Mile Distance | ■ 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	183	373	812	2,526	5,014	56	62	65	68	68
02 Early Doors	196	420	900	2,754	5,487	72	83	86	89	89
03 Everyday is Friday	264	463	959	2,925	5,932	114	108	108	111	113
04 Weekend Millionaires	436	755	1,510	4,340	8,301	130	122	118	114	110
05 Out On The Town	327	558	1,060	3,391	7,001	101	94	86	93	96
06 Business and Pleasure	140	244	530	1,632	3,417	84	79	83	86	91
07 Sporting Pints	247	390	707	2,458	5,412	69	59	52	61	67
08 Student Social	161	309	674	1,866	3,556	107	111	117	109	105
09 Leisurely Lunch	282	565	1,211	3,498	6,942	89	96	100	97	97
10 Wining and Dining	489	936	1,922	5,216	10,058	136	140	139	127	124
11 Household Outing	307	495	911	3,117	6,516	108	94	83	96	101
12 Midweek Meal Deal	88	212	560	1,688	3,106	55	71	91	93	86
13 Date Night	379	727	1,554	4,262	8,130	148	154	159	147	141
14 Birthday Treat	286	567	1,217	3,350	6,608	112	120	124	115	115
15 Pre Show Meal	96	167	334	1,077	2,115	109	103	99	108	107
Number of Occasions	3,881	7,181	14,861	44,100	87,595	100	100	100	100	100



Competition Map and Data: CORNERSTONE, SHEFFORD (202446)



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

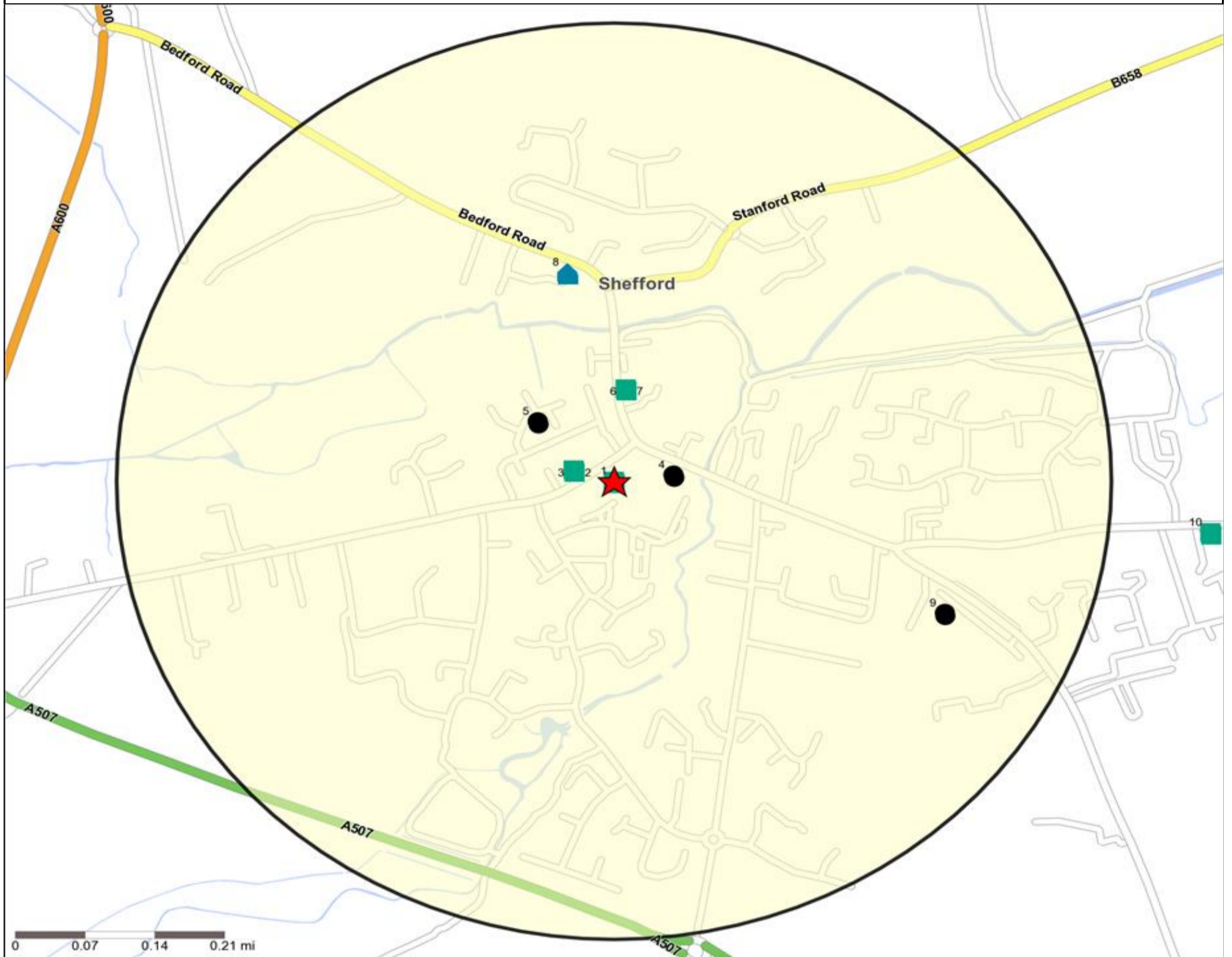
- ★ Location
- ⬡ Branded Food
- 🏠 Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- 🌊 Rivers, Canals and Lakes
- Community Local

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	3
Circuit Bar	0	0	0	2
Community Local	4	8	14	39
Dry Led	1	1	5	11
Branded Food Pub	0	0	0	2
Rural	0	0	0	0
Other	4	9	20	56
Total	9	18	39	113



Competition Map and Data: CORNERSTONE, SHEFFORD (202446)



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
- ▲ Branded Food
- ▲ Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- Other
- ▲ 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	4
Dry Led	1
Branded Food Pub	0
Rural	0
Other	4
Total	9



Local Competition: CORNERSTONE, SHEFFORD (202446)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CORNERSTONE, SHEFFORD	HIGH STREET, BEDFORDSHIRE, SG17 5DD	Punch Taverns	SG17 5DD	Punch Taverns	0.00
1	Cornerstone	1 High Street, Shefford	Punch Pub Company	SG17 5DD	Community Local	0.00
2	Bridge	50 High Street, Shefford	Wells and Youngs	SG17 5DG	Community Local	0.04
3	Shefford Tandoori Restaurant	8 High Street, Shefford	Independent Free	SG17 5DG	Other	0.04
4	Dalchini Spice	3 South Bridge Street, Shefford	Independent Free	SG17 5DB	Other	0.06
5	Shefford Sports And Community Association	25 Town Meadow Drive, Shefford	Independent Free	SG17 5EF	Other	0.10
6	Brewery Tap	14 North Bridge Street, Shefford	B & T Brewery	SG17 5DH	Community Local	0.10
7	White Hart	2 North Bridge Street, Shefford	Hawthorn Leisure	SG17 5DH	Community Local	0.10
8	White Swan	2 Bedford Road, Shefford	*Other Small Retail Groups	SG17 5DJ	Dry Led	0.23
9	Shefford Town Memorial Association	10 Hitchin Road, Shefford	Independent Free	SG17 5JA	Other	0.36
10	Railway Steamer	142 Clifton Road, Shefford	Admiral Taverns Ltd	SG17 5AH	Community Local	0.60
11	White Hart	2 Mill Lane, Campton, Shefford	Independent Free	SG17 5NX	Community Local	1.05
12	Airman Hotel	16 Hitchin Road, Shefford	Independent Free	SG17 5JF	Other	1.20
13	Raf Chicksands	Chicksands, Shefford	Independent Free	SG17 5PR	Other	1.30
14	Abbots Club	Chicksands, Shefford	Independent Free	SG17 5PR	Other	1.30
15	Admiral	1 Broad Street, Clifton, Shefford	Greene King	SG17 5RJ	Community Local	1.35
16	Golden Lion	22 Church Street, Clifton, Shefford	Greene King	SG17 5ES	Community Local	1.36
17	Clifton Cricket Club	Stanford Lane, Clifton, Shefford	Independent Free	SG17 5EU	Other	1.41
18	Clifton Cuisine	33 Broad Street, Clifton, Shefford	Independent Free	SG17 5RL	Other	1.47
19	Sugar Loaf	25 High Street, Meppershall, Shefford	Hawthorn Leisure	SG17 5LX	Community Local	1.55
20	Green Man	Southill Road, Stanford, Biggleswade	Independent Free	SG18 9JD	Other	1.55
21	Black Horse	Ireland, Shefford	Independent Free	SG17 5QL	Dry Led	1.62
22	Southhill Park Cricket Club	Southill, Biggleswade	Independent Free	SG18 9LD	Other	1.74
23	Beadlow Manor Hotel	Beadlow, Shefford	Independent Free	SG17 5PH	Other	1.96
24	Five Bells	101 High Street, Henlow	Greene King	SG16 6AE	Community Local	2.05
25	Langford Football Club	Langford Road, Henlow	Independent Free	SG16 6AF	Other	2.09
26	Engineers Arms	68 High Street, Henlow	Independent Free	SG16 6AA	Community Local	2.12
27	Crown	2 High Street, Henlow	Independent Free	SG16 6BS	Dry Led	2.16
28	Henlow Sports & Social Club	Groveside, Henlow	Independent Free	SG16 6AP	Other	2.22
29	Champneys Henlow Grange	Coach Road, Henlow	Champneys Health Resorts	SG16 6BT	Other	2.22
30	Henlow Stadium	Bedford Road, Lower Stondon, Henlow	Independent Free	SG16 6EA	Community Local	2.37