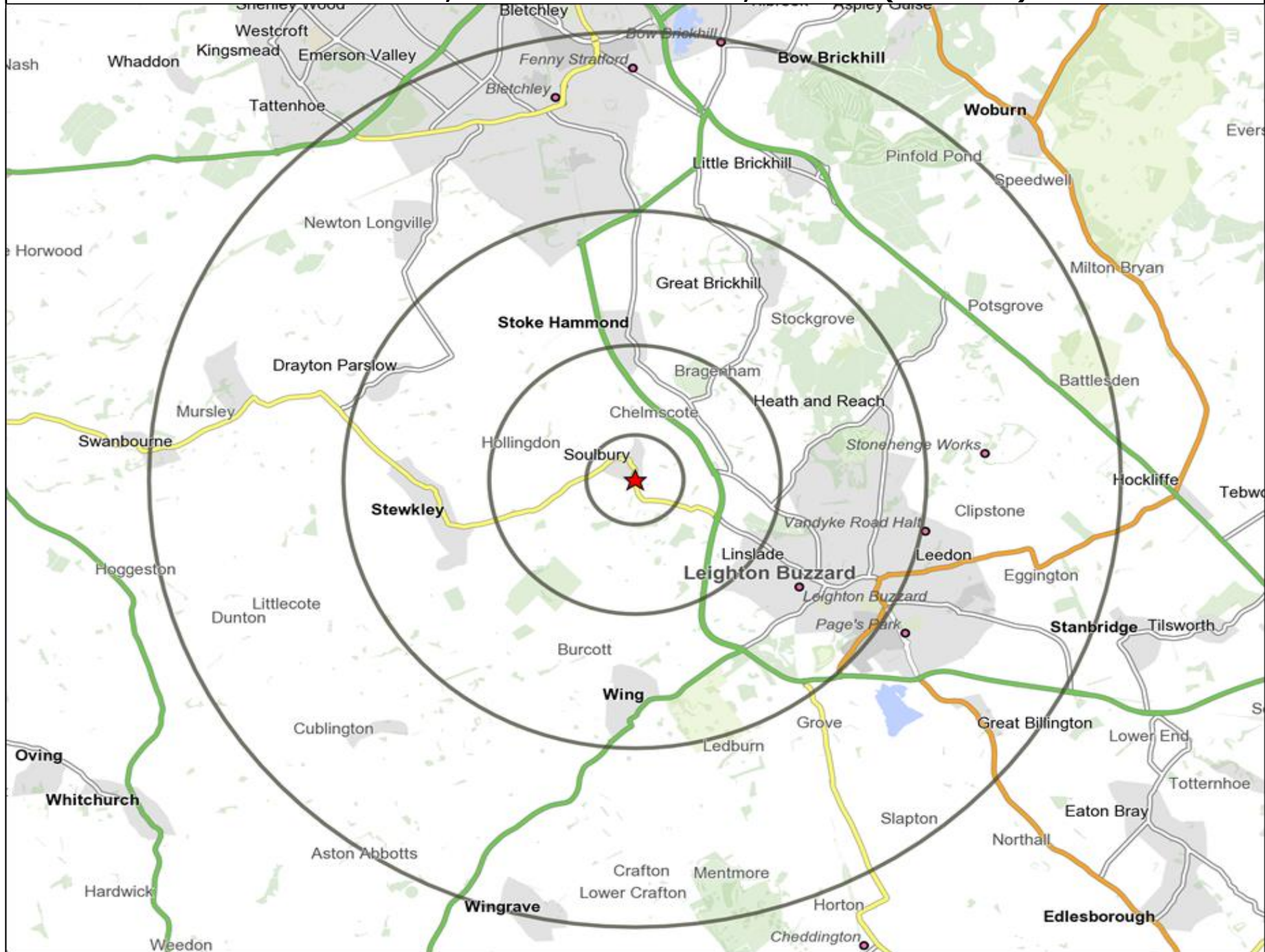




Customer Profile Report for BOOT, SOULBURY LEIGHTON BUZZA (Punch Outlet Number: 2010751 HIGH ROAD, LEIGHTON BUZZARD, LU7 0BT (LU 7 0BT))



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

Age Data Table

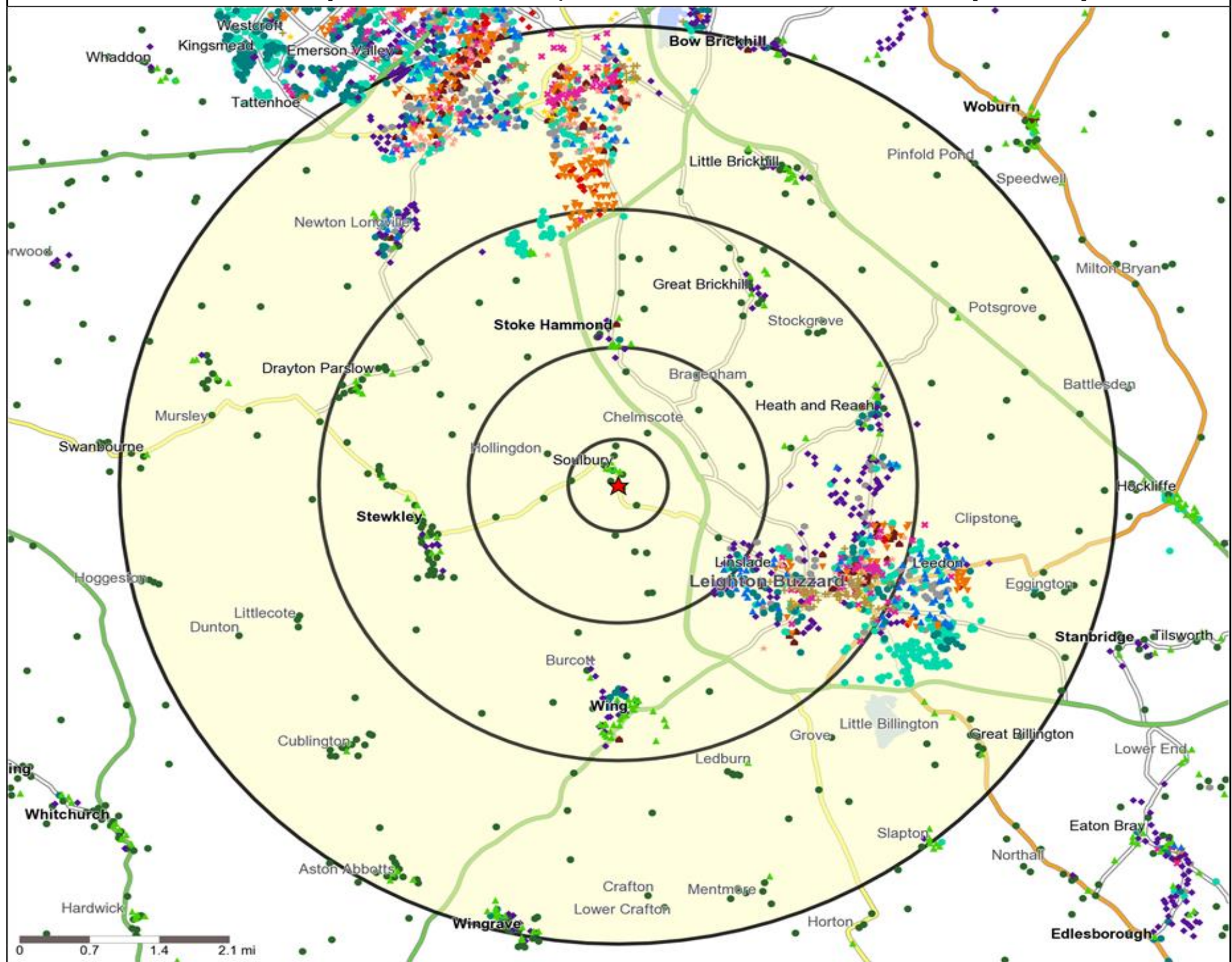
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	53	328	6,406	18,209	22,134	68	86	95	107	111
16-17	5	41	808	2,098	2,504	52	87	97	100	101
18-24	16	118	2,456	6,135	7,096	43	64	76	75	74
25-34	35	192	4,555	11,703	14,096	62	69	93	95	97
35-44	57	259	4,521	11,697	14,534	108	101	99	102	108
45-54	82	378	5,473	12,904	15,738	139	131	108	101	104
55-64	76	354	4,778	11,213	12,897	162	154	118	110	107
65+	91	358	6,837	16,504	17,346	122	98	106	101	91
Population estimate 2015	415	2,028	35,834	90,463	106,345	100	100	100	100	100

Ethnicity - Census 2011

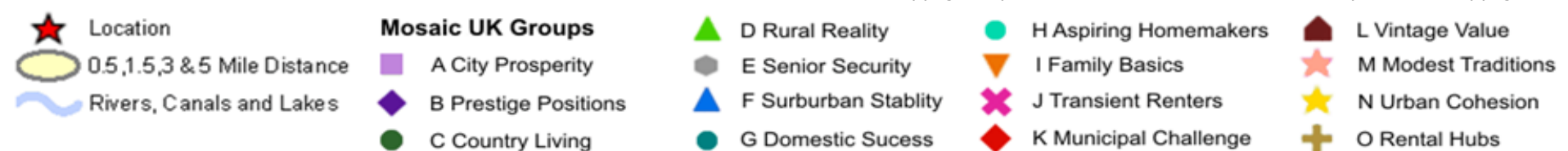
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	379	1,900	32,191	76,969	89,570	97%	97%	95%	91%	90%
Mixed / Multiple Ethnic Groups	9	25	575	1,943	2,381	2%	1%	2%	2%	2%
Asian / Asian British	2	23	602	3,206	4,247	1%	1%	2%	4%	4%
Black / African / Caribbean / Black British	1	9	316	1,948	3,080	0%	0%	1%	2%	3%
Other Ethnic Group	0	3	110	287	458	0%	0%	0%	0%	0%
All People (Ethnic Group)	391	1,960	33,794	84,353	99,736	100	100	100	100	100



Mosaic UK Map and Data: BOOT, SOULBURY LEIGHTON BUZZA (201079)



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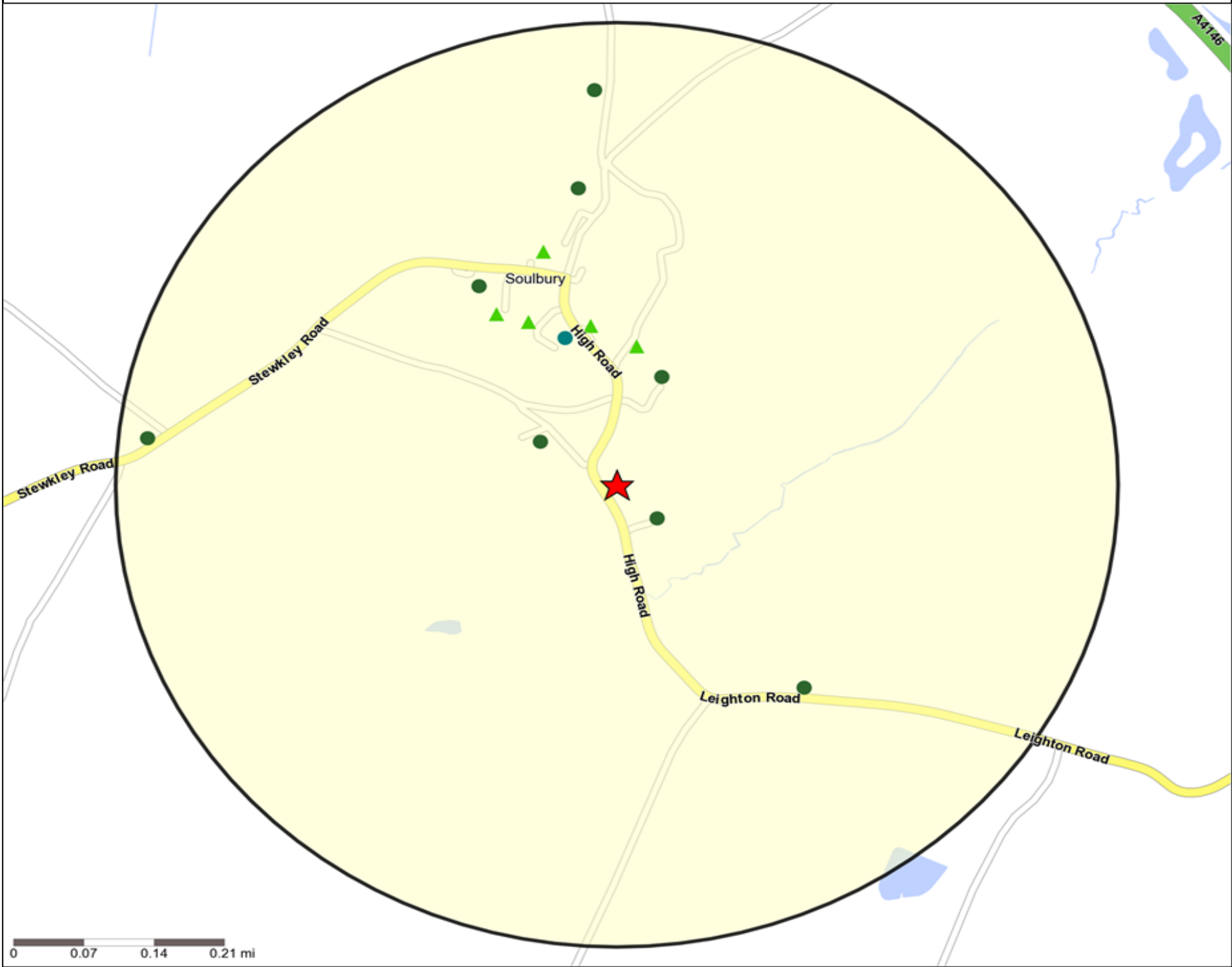
Mosaic UK Data Table (Residential)

	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+)	0	420	4,642	7,142	9,018	0	348	223	140	152
C Country Living (18+)	167	410	2,183	4,686	6,432	674	356	110	96	113
D Rural Reality (18+)	174	204	2,749	4,165	5,913	703	178	139	86	105
E Senior Security (18+)	0	70	1,502	5,678	4,888	0	52	65	100	74
F Suburban Stability (18+)	0	92	1,775	6,439	5,877	0	91	102	150	118
G Domestic Success (18+)	16	224	3,742	5,613	7,823	53	161	156	95	114
H Aspiring Homemakers (18+)	0	190	4,119	13,105	15,477	0	126	158	205	208
I Family Basics (18+)	0	0	1,873	6,939	8,261	0	0	91	137	140
J Transient Renters (18+)	0	47	1,542	3,543	4,703	0	49	93	88	100
K Municipal Challenge (18+)	0	0	228	1,101	1,765	0	0	14	27	37
L Vintage Value (18+)	0	0	1,185	3,425	2,933	0	0	66	78	57
M Modest Traditions (18+)	0	0	705	4,119	3,339	0	0	52	124	86
N Urban Cohesion (18+)	0	0	90	422	461	0	0	6	12	11
O Rental Hubs (18+)	0	0	2,269	3,715	4,720	0	0	103	69	75
Adults 18+ estimate 2015	357	1,657	28,604	70,092	81,610	100	100	100	100	100

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Mosaic UK Map and Data: BOOT, SOULBURY LEIGHTON BUZZA (201079)



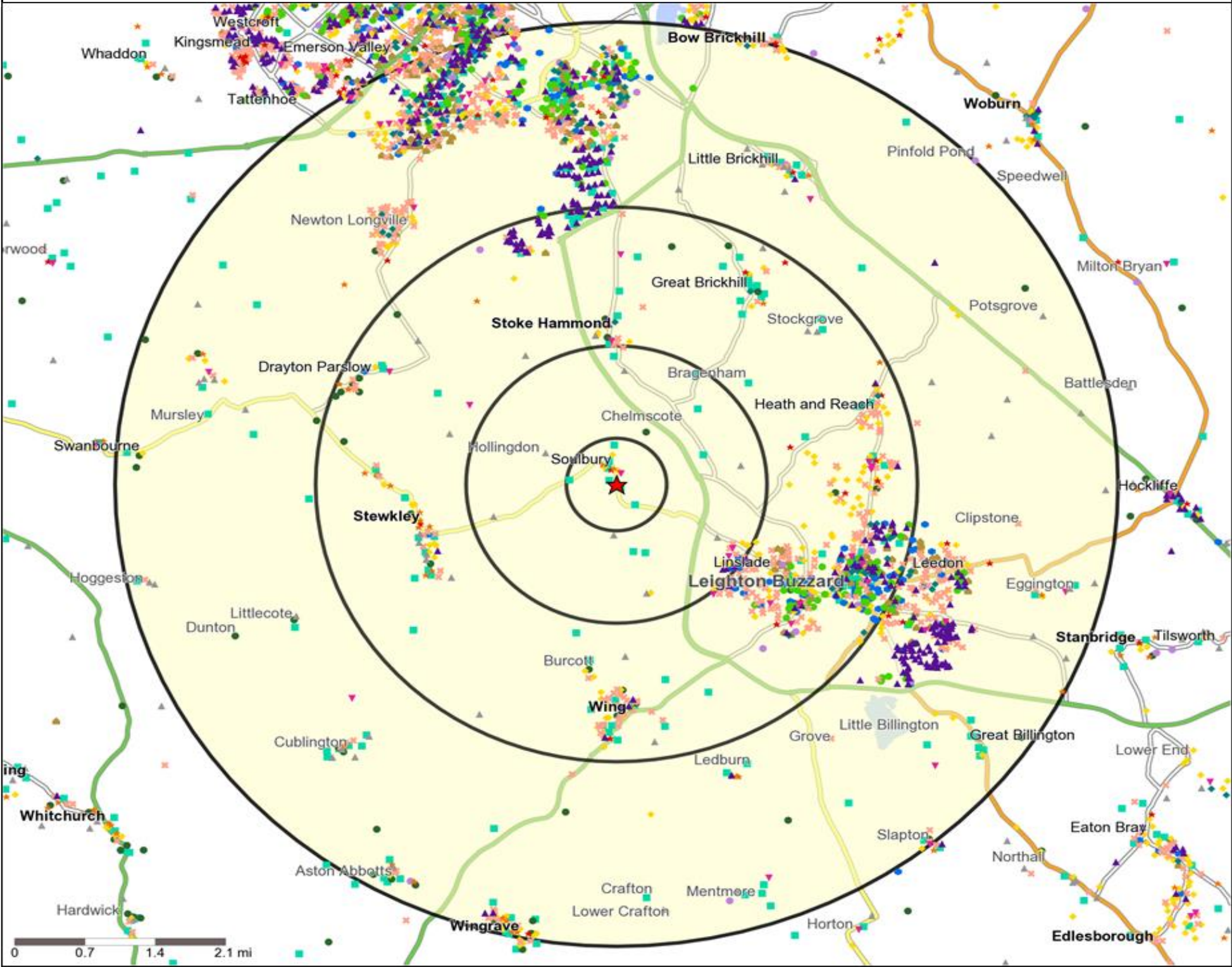
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J 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+)	0	0
C Country Living (18+)	167	674
D Rural Reality (18+)	174	703
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	16	53
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
Adults 18+ estimate 2015	357	100



Occasions Map and Data: BOOT, SOULBURY LEIGHTON BUZZA (201079)



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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

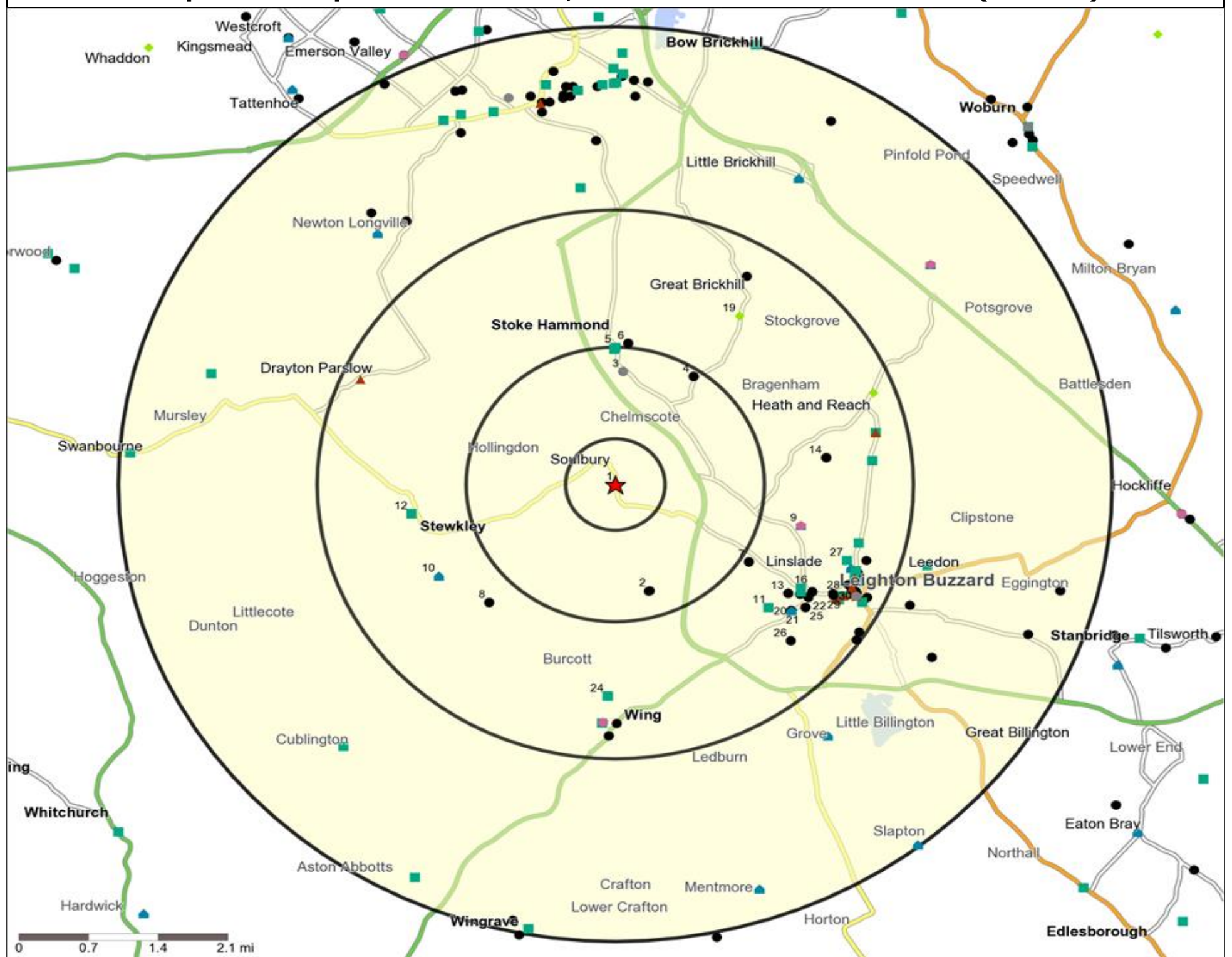
15 Pre Show Meal

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	36	117	1,772	4,500	5,115	169	109	85	85	83
02 Early Doors	19	87	1,629	4,368	4,643	107	97	93	98	90
03 Everyday is Friday	18	78	1,627	4,197	4,847	119	102	109	111	111
04 Weekend Millionaires	10	76	2,158	6,457	7,485	46	69	100	118	119
05 Out On The Town	11	83	2,138	5,592	6,530	52	78	103	106	107
06 Business and Pleasure	20	74	991	2,357	2,934	184	135	93	87	93
07 Sporting Pints	3	42	1,674	4,723	5,549	13	36	73	81	83
08 Student Social	12	65	988	2,098	2,594	122	131	102	85	91
09 Leisurely Lunch	27	128	1,993	4,894	5,529	130	123	98	95	93
10 Wining and Dining	23	151	2,624	6,126	7,019	98	127	113	104	103
11 Household Outing	9	72	1,793	5,156	5,815	48	77	98	111	108
12 Midweek Meal Deal	13	34	837	2,544	2,920	124	64	81	97	96
13 Date Night	25	135	2,340	4,856	5,814	150	160	142	116	121
14 Birthday Treat	21	107	1,772	4,049	4,706	126	127	108	97	98
15 Pre Show Meal	7	29	632	1,548	1,731	122	100	112	108	104
Number of Occasions	254	1,278	24,968	63,465	73,231	100	100	100	100	100



Competition Map and Data: BOOT, SOULBURY LEIGHTON BUZZA (201079)



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

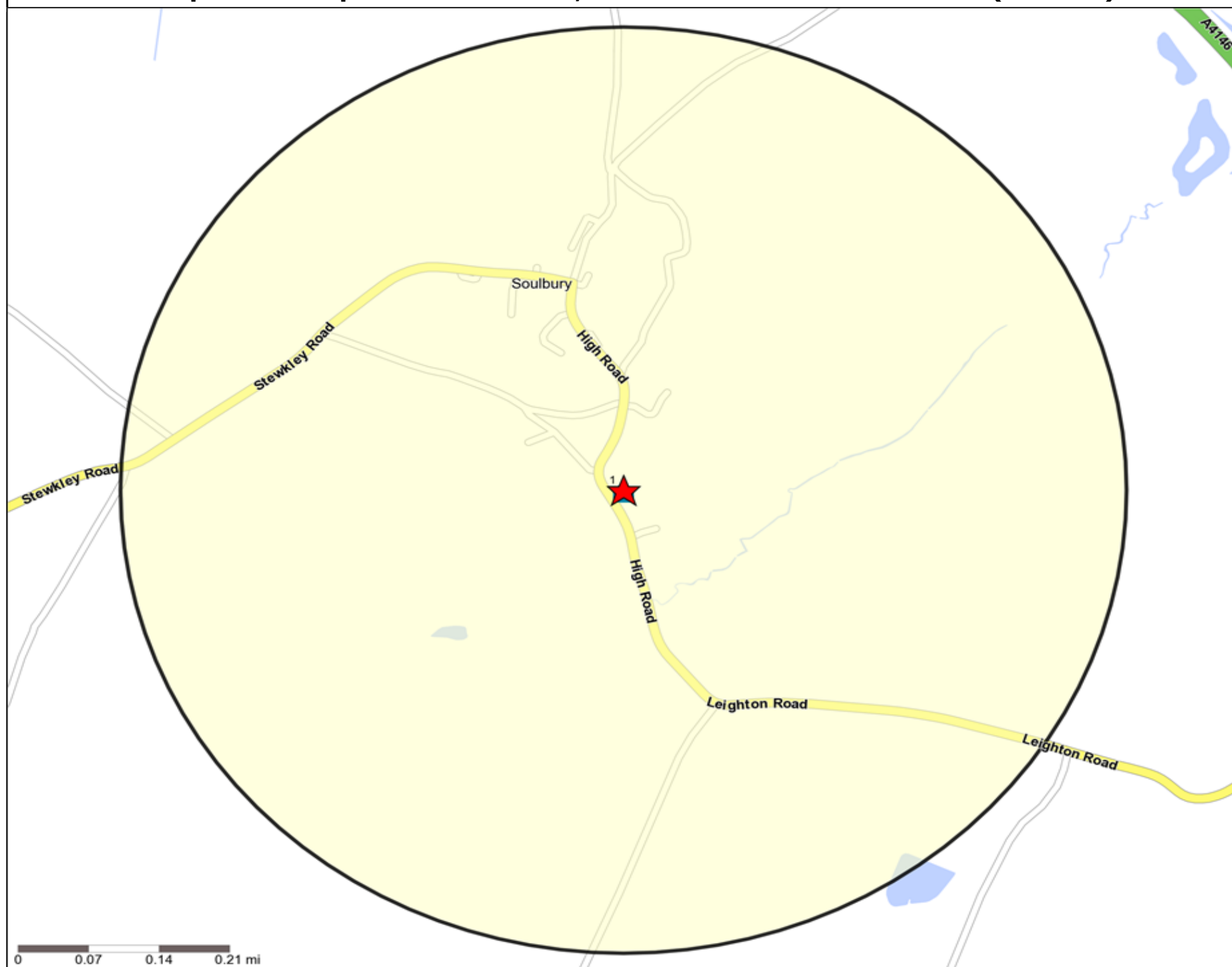


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	2	3
Circuit Bar	0	0	7	8
Community Local	0	1	17	36
Dry Led	1	1	5	10
Branded Food Pub	0	0	1	3
Rural	0	0	2	2
Other	0	2	41	76
Total	1	5	75	138



Competition Map and Data: BOOT, SOULBURY LEIGHTON BUZZA (201079)



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	0
Total	1



Local Competition: BOOT, SOULBURY LEIGHTON BUZZA (201079)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BOOT, SOULBURY LEIGHTON BUZZA	51 HIGH ROAD, LEIGHTON BUZZARD, LU7 0BT	Punch Taverns	LU 7 0BT	Punch Taverns	0.00
1	Boot	51 High Road, Soulbury, Leighton Buzzard	Punch Pub Company	LU 7 0BT	Dry Led	0.00
2	Liscombe Park Health Club	Liscombe Park, Soulbury, Leighton Buzzard	Independent Free	LU 7 0JL	Other	1.21
3	Formerly Grand Union	Leighton Road, Stoke Hammond, Milton Keynes	Unknown	MK17 9DD	Cafe / Wine Bar	1.24
4	Three Locks Golf Club	Partridge Hill, Great Brickhill, Milton Keynes	Independent Free	MK17 9BH	Other	1.42
5	Dolphin	Leighton Road, Stoke Hammond, Milton Keynes	Punch Pub Company	MK17 9BB	Community Local	1.50
6	Stoke Hammond Sports Club	Bragenham Side, Stoke Hammond, Milton Keynes	Independent Free	MK17 9DB	Other	1.55
7	Southcott Village Resident Association	Bideford Green, Linslade, Leighton Buzzard	Independent Free	LU 7 2TY	Other	1.59
8	Aylesbury Vale Golf Club	Stewkley Road, Wing, Leighton Buzzard	Independent Free	LU 7 0UJ	Other	1.81
9	Globe Inn	3 Globe Lane, Linslade, Leighton Buzzard	Greene King	LU 7 2TA	Branded Food	1.92
10	Carpenters Arms	1 Wing Road, Stewkley, Leighton Buzzard	Punch Pub Company	LU 7 0JB	Dry Led	2.04
11	Hare	10 Southcott Village, Linslade, Leighton Buzzard	Enterprise Inns	LU 7 2PR	Community Local	2.05
12	Swan	1 Chapel Square, Stewkley, Leighton Buzzard	Enterprise Inns	LU 7 0HA	Community Local	2.08
13	Starlight Snooker Club	UnitB Station Approach, Leighton Buzzard	Independent Free	LU 7 2LY	Other	2.11
14	Leighton Buzzard Golf Club	Plantation Road, Leighton Buzzard	Independent Free	LU 7 3JF	Other	2.14
15	Raj Tandoori Restaurant	5 Old Road, Leighton Buzzard	Independent Free	LU 7 2RB	Other	2.19
16	Buckingham Arms	92 Old Road, Linslade, Leighton Buzzard	Punch Pub Company	LU 7 2RB	Community Local	2.19
17	White Horse	9 New Road, Linslade, Leighton Buzzard	Independent Free	LU 7 2LS	Community Local	2.21
18	Hunt Hotel	19-21 Church Road, Linslade, Leighton Buzzard	Independent Free	LU 7 2LR	Other	2.21
19	Old Red Lion	2 Ivy Lane, Great Brickhill, Milton Keynes	Enterprise Inns	MK17 9AH	Rural Character	2.23
20	Ship	90 Wing Road, Leighton Buzzard	Enterprise Inns	LU 7 2NN	Dry Led	2.25
21	Gables Masonic Hall	132-134 Wing Road, Leighton Buzzard	Independent Free	LU 7 2NN	Other	2.25
22	Indian Ocean Restaurant	13 Wing Road, Linslade, Leighton Buzzard	Independent Free	LU 7 2NG	Other	2.30
23	Wharf Grill	24-30 Leighton Road, Leighton Buzzard	Independent Free	LU 7 1LF	Other	2.30
24	Sportsmans Arms	45 Littleworth, Wing, Leighton Buzzard	Punch Pub Company	LU 7 0JX	Community Local	2.32
25	Linslade Bowls Club	Mentmore Road, Linslade, Leighton Buzzard	Independent Free	LU 7 2NY	Other	2.34
26	Tiddenfoot Leisure Ctre	Mentmore Road, Leighton Buzzard	Unknown	LU 7 2PA	Other	2.46
27	Ashwell Arms	12 Ashwell Street, Leighton Buzzard	Wells and Youngs	LU 7 1BG	Community Local	2.48
28	Bar Buddha	17 Bridge Street, Leighton Buzzard	Independent Free	LU 7 1AH	Other	2.50
29	Sizzler	Leighton Buzzard	Independent Free	LU 7 1AL	Other	2.51
30	Methi Indian Cuisine	14-16 Bridge Street, Leighton Buzzard	Independent Free	LU 7 1AL	Other	2.51