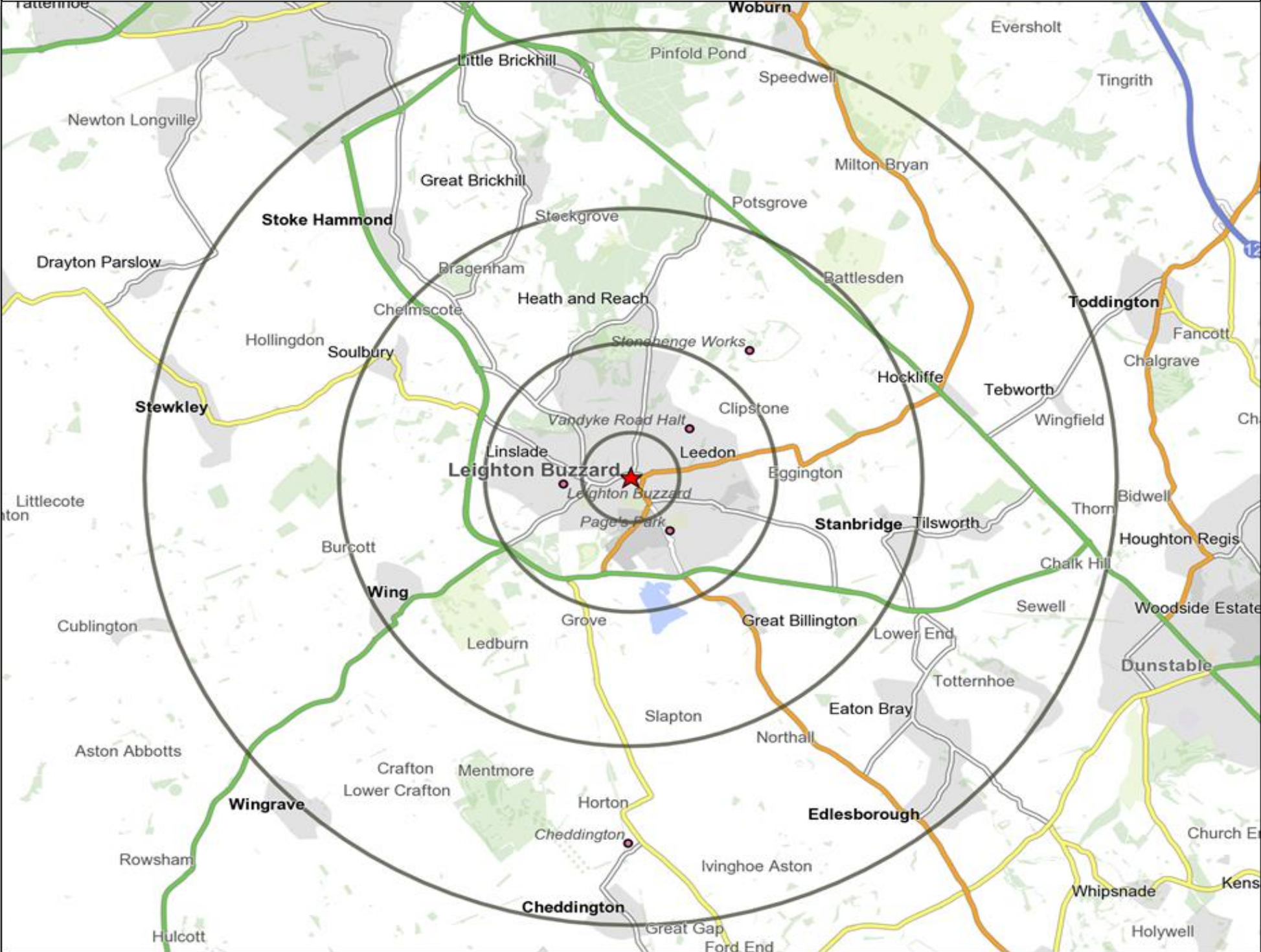




Customer Profile Report for RED LION, LEIGHTON BUZZARD (Punch Outlet Number: 201081)
1 NORTH STREET, LEIGHTON BUZZARD, LU7 1EF (LU 7 1EF)



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

Age Data Table

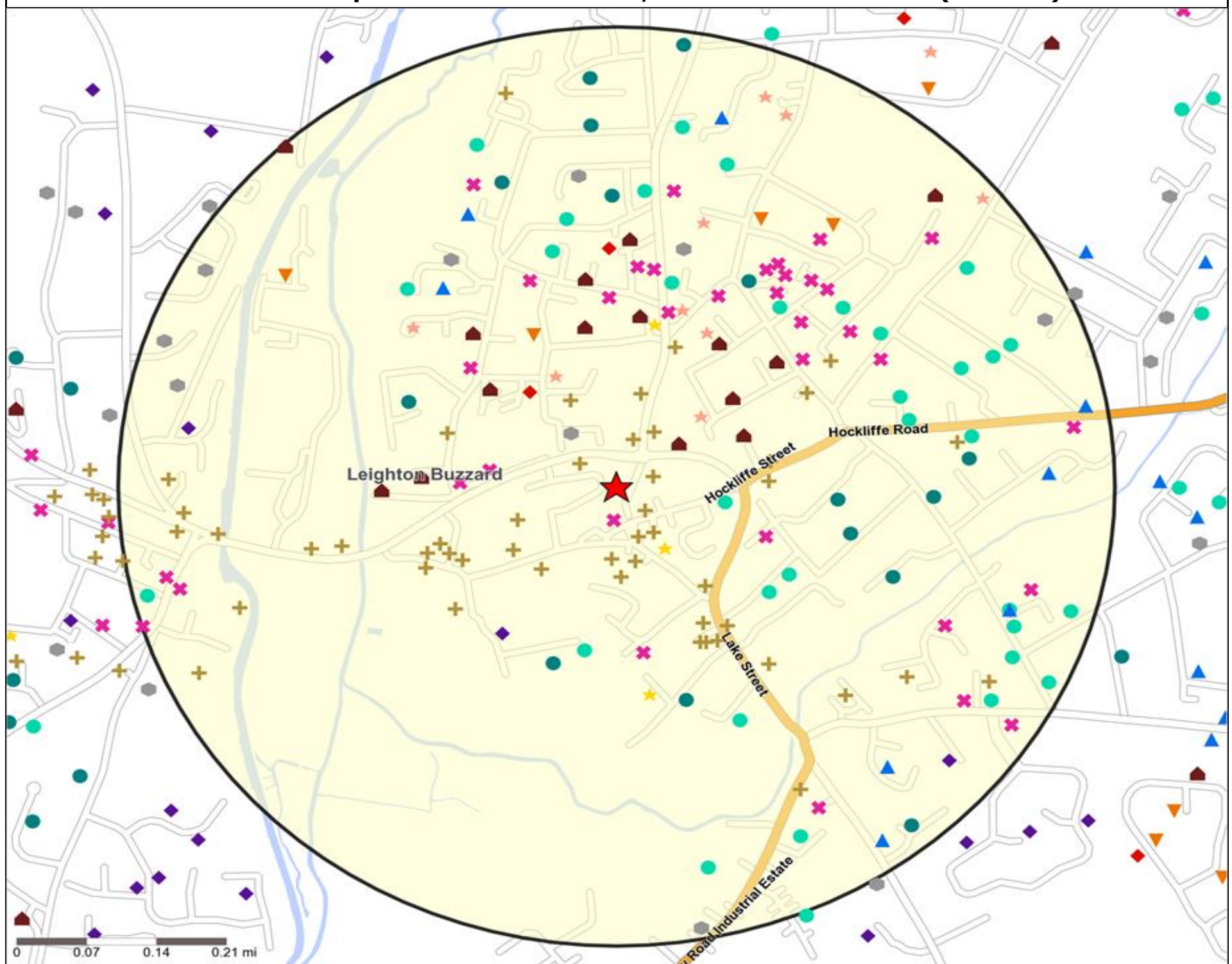
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,548	7,882	8,935	12,307	18,892	88	105	103	102	106
16-17	173	894	1,052	1,466	2,174	79	96	98	99	98
18-24	721	2,839	3,156	4,139	6,376	85	79	75	71	74
25-34	1,639	6,185	6,659	8,300	12,365	128	113	105	95	95
35-44	1,279	5,331	6,135	8,380	12,468	107	105	104	103	103
45-54	1,279	5,661	6,869	9,849	14,207	96	100	104	109	105
55-64	1,003	4,698	5,706	8,245	11,963	94	104	109	114	111
65+	1,759	6,419	7,863	11,286	16,652	104	89	94	98	97
Population estimate 2015	9,401	39,909	46,375	63,972	95,097	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	8,321	35,608	41,735	57,539	82,264	94%	95%	95%	95%	93%
Mixed / Multiple Ethnic Groups	168	706	780	1,025	1,776	2%	2%	2%	2%	2%
Asian / Asian British	209	677	741	1,003	2,864	2%	2%	2%	2%	3%
Black / African / Caribbean / Black British	81	311	332	581	1,579	1%	1%	1%	1%	2%
Other Ethnic Group	37	123	130	197	344	0%	0%	0%	0%	0%
All People (Ethnic Group)	8,816	37,425	43,718	60,345	88,827	100	100	100	100	100



Mosaic UK Map and Data: RED LION, LEIGHTON BUZZARD (201081)



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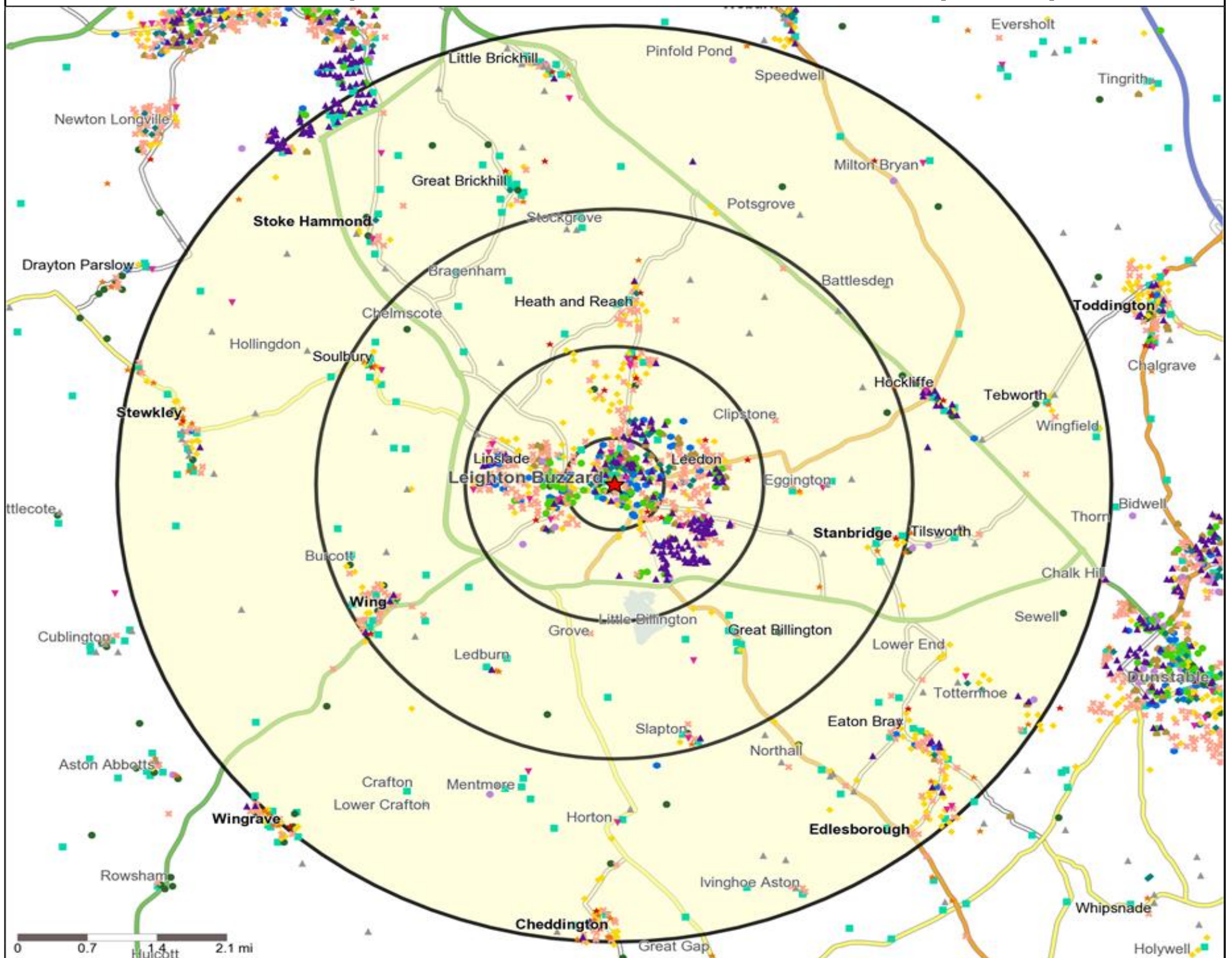
Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living	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+)	202	36
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	449	72
F Suburban Stability (18+)	622	133
G Domestic Success (18+)	894	139
H Aspiring Homemakers (18+)	1,340	192
I Family Basics (18+)	313	57
J Transient Renters (18+)	1,188	269
K Municipal Challenge (18+)	67	15
L Vintage Value (18+)	658	136
M Modest Traditions (18+)	358	98
N Urban Cohesion (18+)	36	9
O Rental Hubs (18+)	1,535	260
Adults 18+ estimate 2015	7,662	100

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Occasions Map and Data: RED LION, LEIGHTON BUZZARD (201081)



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★ 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

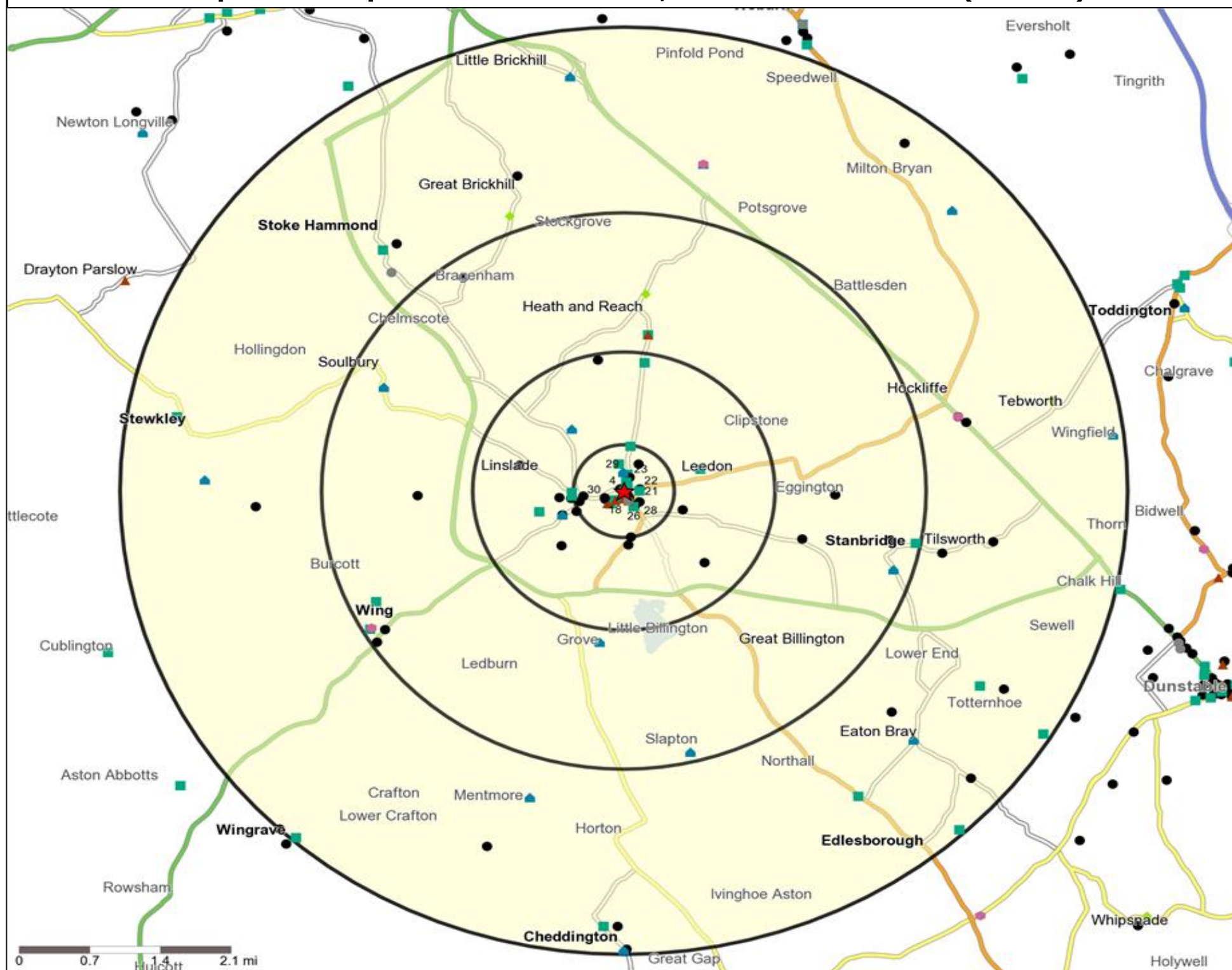
Occasions Data Table

	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	485	1,507	1,897	2,975	4,620	83	63	70	81	84
02 Early Doors	443	1,727	1,997	2,719	4,209	91	87	88	89	92
03 Everyday is Friday	500	1,922	2,166	2,828	4,289	120	113	112	108	110
04 Weekend Millionaires	652	3,071	3,248	4,182	6,488	109	125	116	111	115
05 Out On The Town	747	2,714	2,908	3,612	5,612	129	115	108	100	103
06 Business and Pleasure	274	1,022	1,228	1,786	2,599	92	84	88	95	93
07 Sporting Pints	683	2,219	2,317	2,801	4,692	107	85	78	70	78
08 Student Social	171	889	1,129	1,704	2,332	63	80	90	101	92
09 Leisurely Lunch	480	2,072	2,449	3,437	5,044	85	89	93	97	94
10 Wining and Dining	559	3,059	3,513	4,677	6,546	87	116	117	115	108
11 Household Outing	612	2,325	2,514	3,169	5,071	120	111	106	99	105
12 Midweek Meal Deal	204	830	1,034	1,638	2,595	71	71	77	91	96
13 Date Night	573	2,512	2,931	3,995	5,475	125	134	138	139	127
14 Birthday Treat	388	1,831	2,193	3,016	4,286	85	98	103	105	99
15 Pre Show Meal	175	763	854	1,107	1,593	111	118	116	112	107
Number of Occasions	6,946	28,463	32,378	43,646	65,451	100	100	100	100	100

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Competition Map and Data: RED LION, LEIGHTON BUZZARD (201081)



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

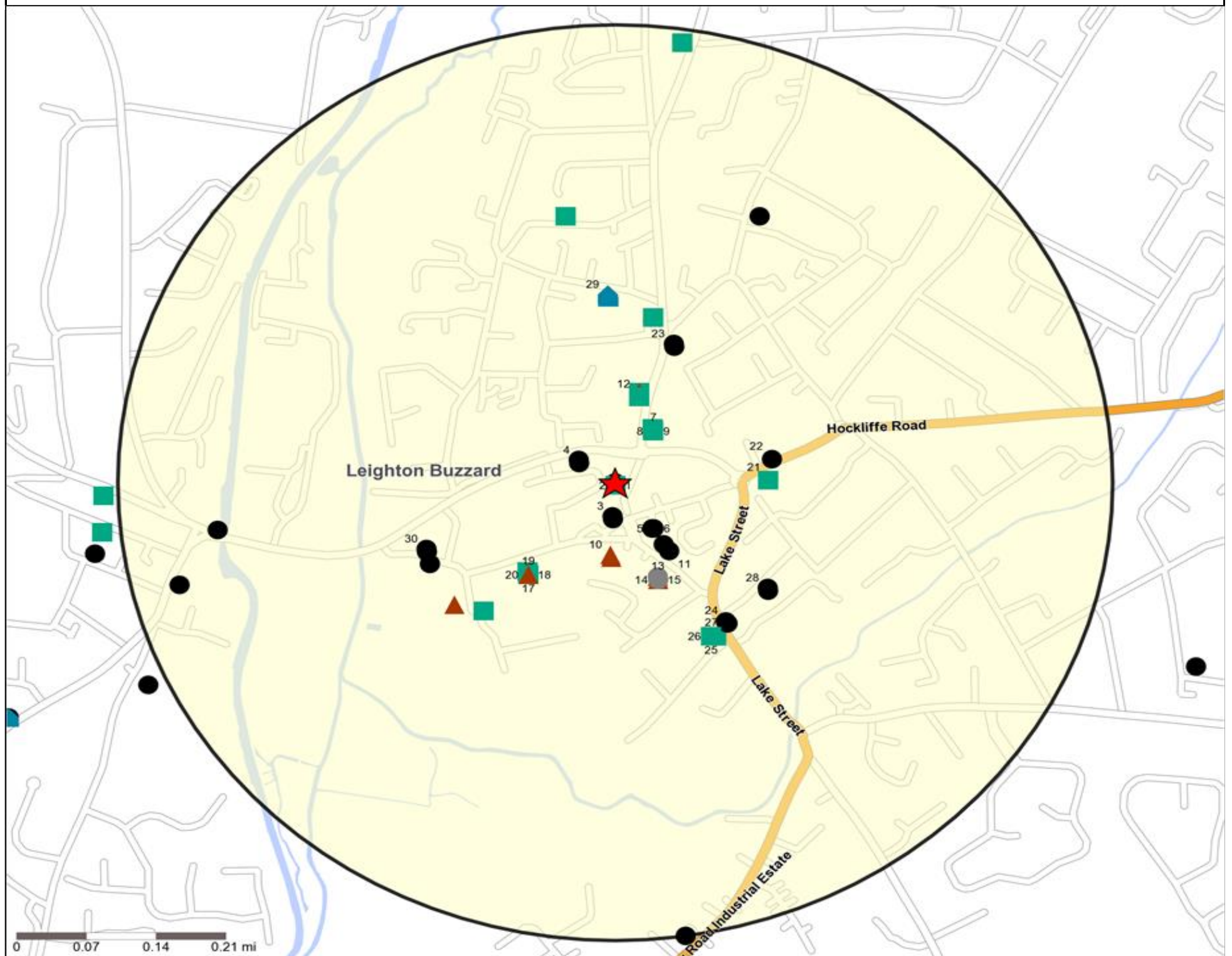


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	1	1	2
Circuit Bar	5	5	6	6
Community Local	8	13	16	23
Dry Led	1	2	7	14
Branded Food Pub	0	1	1	3
Rural	0	0	1	4
Other	24	36	43	59
Total	39	58	75	111



Competition Map and Data: RED LION, LEIGHTON BUZZARD (201081)



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
- Circuit Bar
- Community Local
- Rural Character
- Rivers, Canals and Lakes
- 0.5, 1.5, 3 & 5 Mile Distance

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	1
Circuit Bar	5
Community Local	8
Dry Led	1
Branded Food Pub	0
Rural	0
Other	24
Total	39



Local Competition: RED LION, LEIGHTON BUZZARD (201081)

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, LEIGHTON BUZZARD	1 NORTH STREET, LEIGHTON BUZZARD, LU7 1EF	Punch Taverns	LU 7 1EF	Punch Taverns	0.00
1	Red Lion	1 North Street, Leighton Buzzard	Punch Pub Company	LU 7 1EF	Community Local	0.00
2	Mama Rosas	3 North Street, Leighton Buzzard	Independent Free	LU 7 1EF	Other	0.00
3	Pizza Express	Market Square, Leighton Buzzard	Hony Capital	LU 7 1EU	Other	0.04
4	Royal British Legion Club	West Street, Leighton Buzzard	Independent Free	LU 7 1DA	Other	0.04
5	Cookies	8-10 Peacock Parade, Peacock Market, Leighton Buzzard	Independent Free	LU 7 1JH	Other	0.06
6	Peacock Thai	3 Peacock Parade, Leighton Buzzard	Independent Free	LU 7 1JH	Other	0.06
7	Akash Tandoori	60 North Street, Leighton Buzzard	Independent Free	LU 7 1EN	Other	0.07
8	Dragon Inn	40-42 North Street, Leighton Buzzard	Independent Free	LU 7 1EN	Other	0.07
9	Crown	72 North Street, Leighton Buzzard	Independent Free	LU 7 1EN	Community Local	0.07
10	Cranky Weasel	10 Market Square, Leighton Buzzard	Enterprise Inns	LU 7 1EY	Circuit Bar	0.08
11	Bell Close Sports Association	Bell Close, Cublington, Leighton Buzzard	Independent Free	LU 7 1RS	Other	0.09
12	Wheatsheaf	57 North Street, Leighton Buzzard	Enterprise Inns	LU 7 1EQ	Community Local	0.10
13	Picture House	8 Lake Street, Leighton Buzzard	Stonegate Pub Company	LU 7 1RT	Circuit Bar	0.11
14	Lancer	10 Lake Street, Leighton Buzzard	Stonegate Pub Company	LU 7 1RT	Circuit Bar	0.11
15	Office	6 Lake Street, Leighton Buzzard	Independent Free	LU 7 1RT	Cafe / Wine Bar	0.11
16	Shan Shui Cottage	8 High Street, Leighton Buzzard	Independent Free	LU 7 1EA	Other	0.13
17	Laurens	2 High Street, Leighton Buzzard	Independent Free	LU 7 1EA	Other	0.13
18	Swan Hotel	50 High Street, Leighton Buzzard	Wetherspoon	LU 7 1EA	Circuit Bar	0.13
19	Leighton Buzzard Con	16-18 High Street, Leighton Buzzard	Independent Free	LU 7 1EA	Other	0.13
20	Black Lion	20 High Street, Leighton Buzzard	Independent Free	LU 7 1EA	Community Local	0.13
21	Bald Buzzard Alehouse	6 Hockliffe Street, Leighton Buzzard	Independent Free	LU 7 1HJ	Community Local	0.15
22	Mandarin House	51 Hockliffe Street, Leighton Buzzard	Independent Free	LU 7 1EZ	Other	0.16
23	Himalaya Tandoori	74-76 North Street, Leighton Buzzard	Independent Free	LU 7 1ES	Other	0.16
24	India Pavillion	57 Lake Street, Leighton Buzzard	Independent Free	LU 7 1SA	Other	0.19
25	Leighton Buzzard Theatre	Lake Street, Leighton Buzzard	Independent Free	LU 7 1RX	Other	0.19
26	Sun	42 Lake Street, Leighton Buzzard	Enterprise Inns	LU 7 1RX	Community Local	0.19
27	Leighton Town Football Club	Lake Street, Leighton Buzzard	Independent Free	LU 7 1RX	Other	0.19
28	Leighton Snooker Centre	6 Dudley Street, Leighton Buzzard	Independent Free	LU 7 1SE	Other	0.19
29	Peppermint	1 Mill Road, Leighton Buzzard	Independent Free	LU 7 1AU	Dry Led	0.20
30	Bar Buddha	17 Bridge Street, Leighton Buzzard	Independent Free	LU 7 1AH	Other	0.20