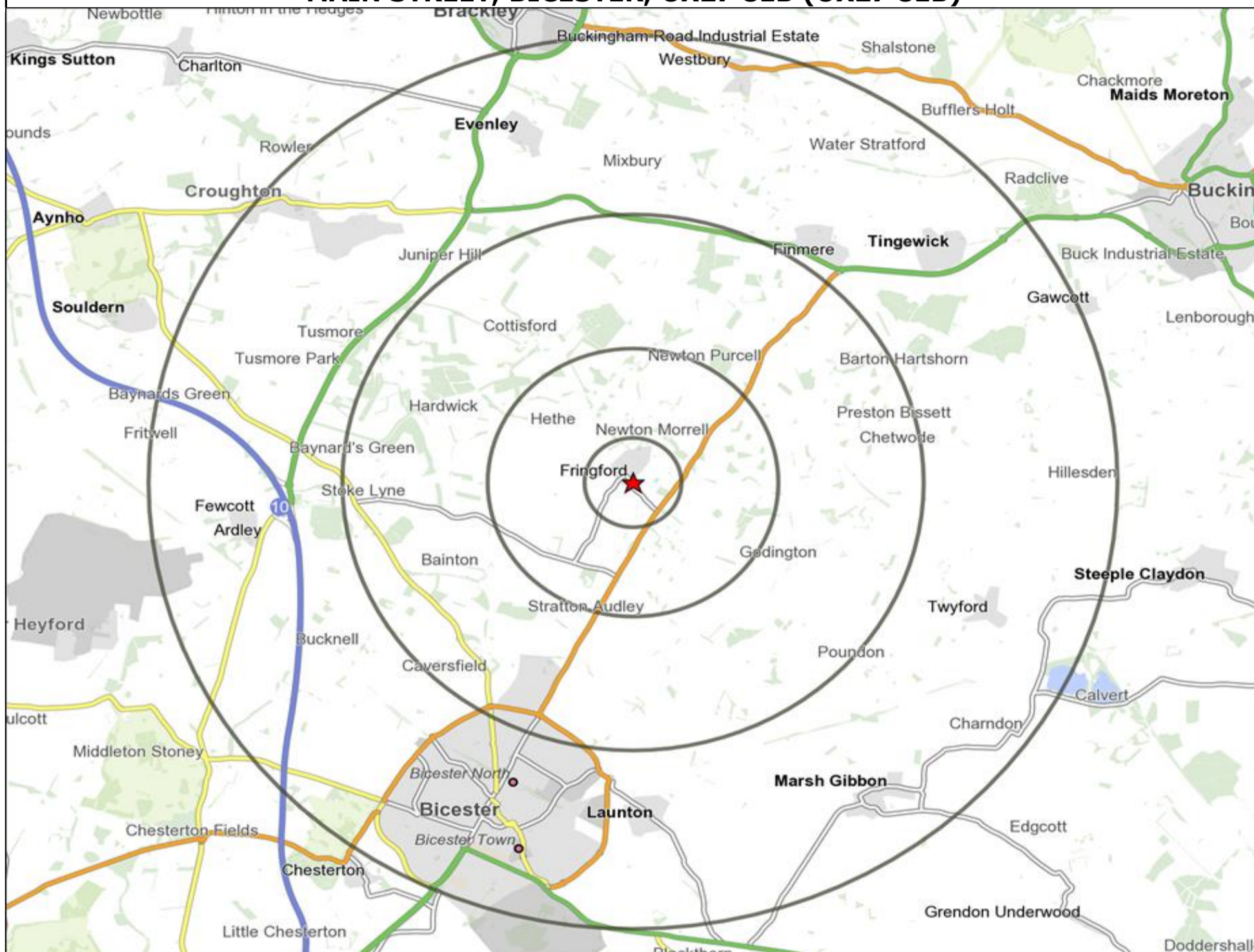




**Customer Profile Report for BUTCHERS ARMS, OXON (Punch Outlet Number: 201126)
 MAIN STREET, BICESTER, OX27 8EB (OX27 8EB)**



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

Age Data Table

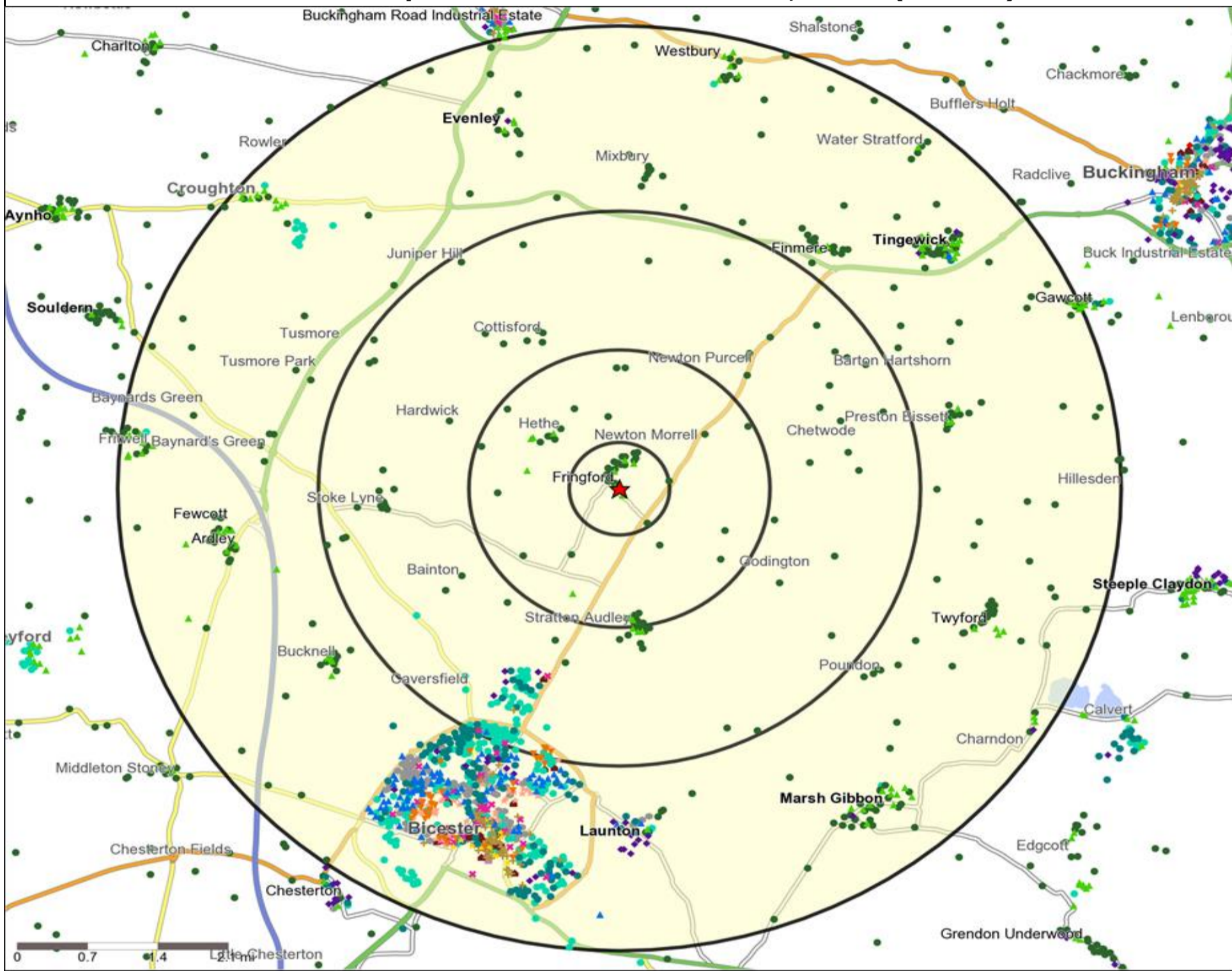
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	89	183	1,492	9,866	14,724	88	87	119	115	110
16-17	21	30	157	962	1,582	168	116	101	90	95
18-24	21	43	403	3,146	5,761	43	43	67	76	89
25-34	26	76	1,065	6,449	9,588	35	50	117	103	98
35-44	72	170	1,106	6,969	10,309	105	120	131	120	113
45-54	136	257	1,224	7,191	11,208	178	162	129	111	110
55-64	92	177	645	4,764	7,569	151	140	85	92	93
65+	82	181	587	6,527	10,888	84	90	49	79	84
Population estimate 2015	539	1,117	6,679	45,874	71,629	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	516	1,089	5,832	41,624	63,340	98%	99%	94%	94%	94%
Mixed / Multiple Ethnic Groups	3	4	118	781	1,144	1%	0%	2%	2%	2%
Asian / Asian British	5	8	122	1,159	1,748	1%	1%	2%	3%	3%
Black / African / Caribbean / Black British	1	2	107	542	996	0%	0%	2%	1%	1%
Other Ethnic Group	1	2	34	132	260	0%	0%	1%	0%	0%
All People (Ethnic Group)	526	1,105	6,213	44,238	67,488	100	100	100	100	100



Mosaic UK Map and Data: BUTCHERS ARMS, OXON (201126)



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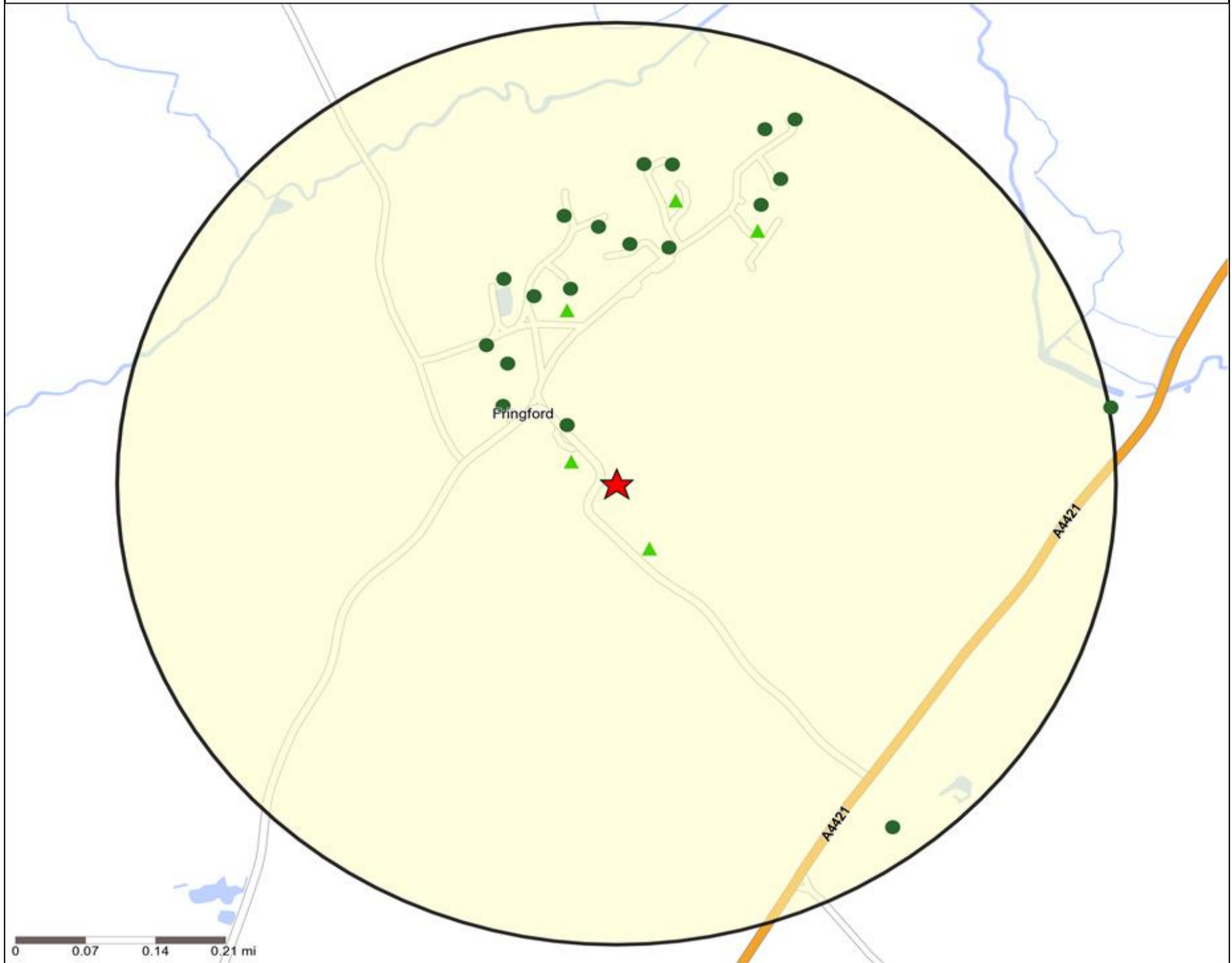
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs

Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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	9	9	0	0	0	1	0
B Prestige Positions (18+)	0	0	83	1,113	3,376	0	0	23	44	85
C Country Living (18+)	288	603	1,327	5,179	7,056	971	961	385	214	187
D Rural Reality (18+)	139	300	363	2,590	3,959	470	479	106	107	105
E Senior Security (18+)	0	0	6	2,467	3,394	0	0	1	87	77
F Suburban Stability (18+)	0	0	13	3,932	6,028	0	0	4	185	182
G Domestic Success (18+)	0	0	578	5,021	7,892	0	0	139	171	173
H Aspiring Homemakers (18+)	0	0	2,247	8,135	12,483	0	0	498	256	253
I Family Basics (18+)	0	0	126	1,433	1,946	0	0	35	57	50
J Transient Renters (18+)	0	0	122	928	1,581	0	0	43	46	51
K Municipal Challenge (18+)	0	0	0	0	132	0	0	0	0	4
L Vintage Value (18+)	0	0	2	843	1,574	0	0	1	38	46
M Modest Traditions (18+)	0	0	0	1,618	1,855	0	0	0	98	72
N Urban Cohesion (18+)	0	0	0	290	381	0	0	0	16	13
O Rental Hubs (18+)	0	0	94	1,307	2,556	0	0	25	49	61
Adults 18+ estimate 2015	427	903	4,961	34,865	54,222	100	100	100	100	100



Mosaic UK Map and Data: BUTCHERS ARMS, OXON (201126)



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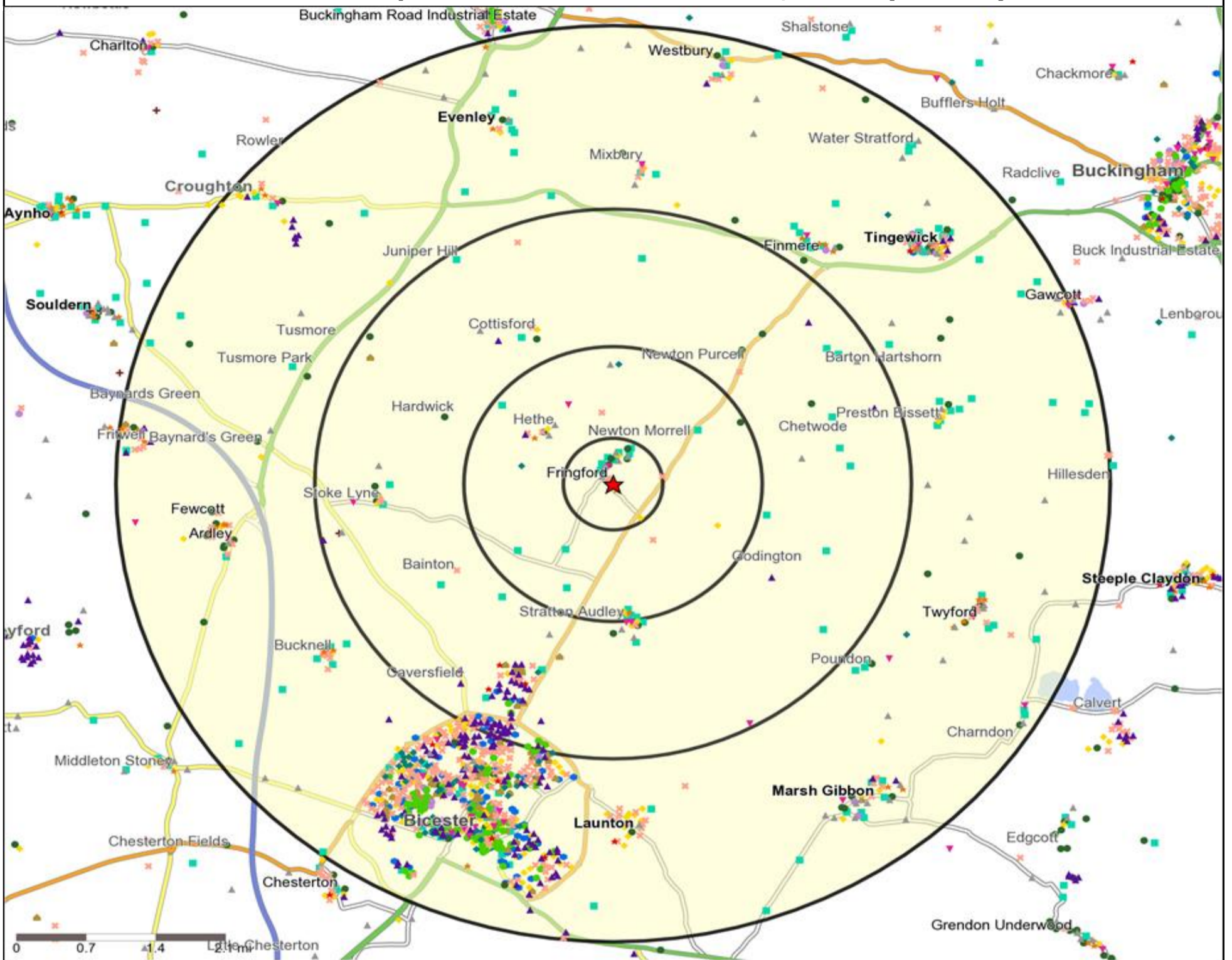
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	288	971
D Rural Reality (18+)	139	470
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
Adults 18+ estimate 2015	427	100



Occasions Map and Data: BUTCHERS ARMS, OXON (201126)



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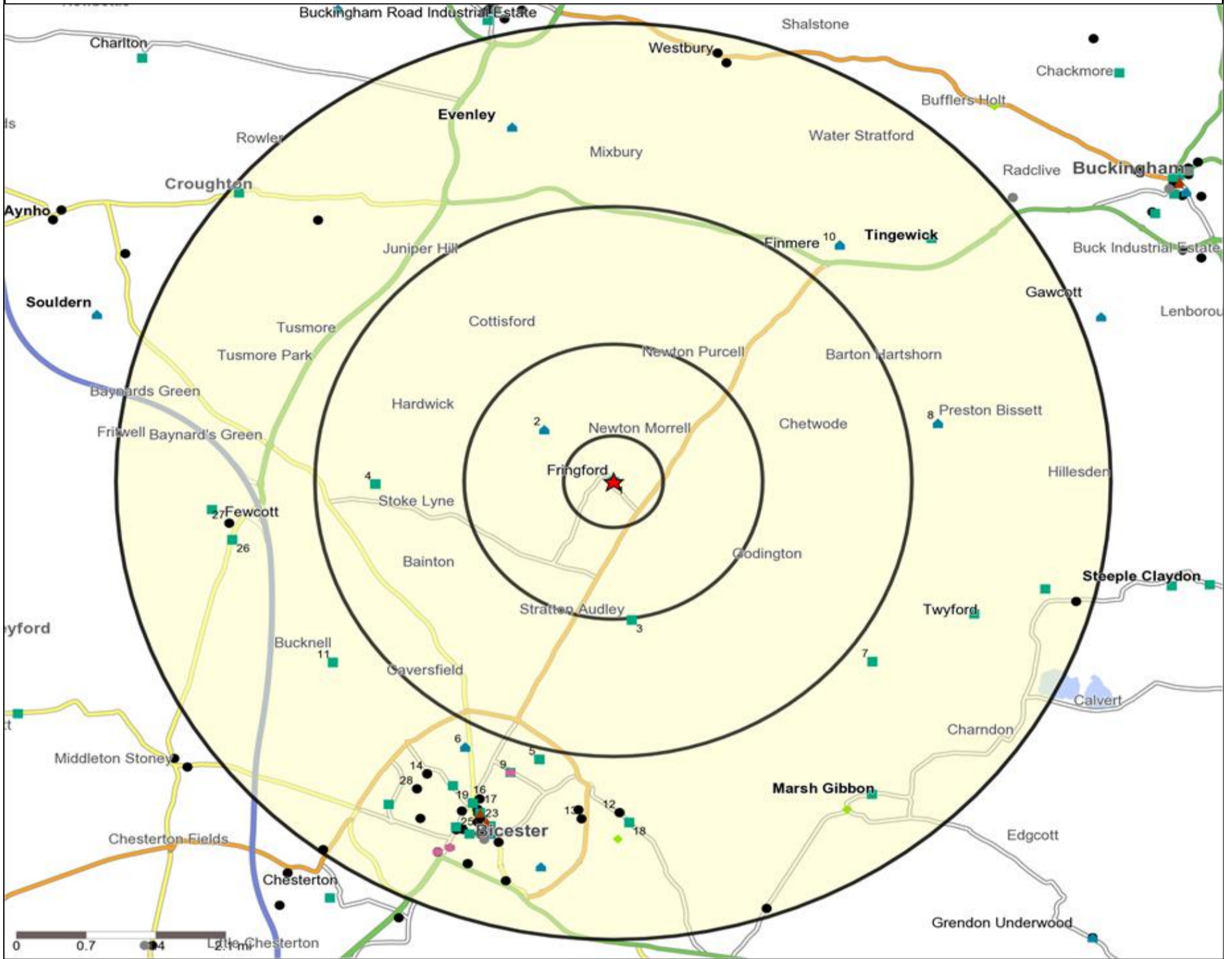
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 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	57	98	239	1,741	2,685	192	166	66	67	67
02 Early Doors	27	50	238	1,820	2,832	109	101	79	83	84
03 Everyday is Friday	19	38	259	2,087	3,162	90	90	101	112	111
04 Weekend Millionaires	9	21	510	2,754	4,324	29	35	138	103	105
05 Out On The Town	13	29	386	2,744	4,154	44	50	108	106	105
06 Business and Pleasure	36	68	244	1,515	2,206	237	225	132	113	108
07 Sporting Pints	4	12	278	2,112	3,129	12	19	71	74	71
08 Student Social	32	60	216	1,439	2,364	233	219	130	119	127
09 Leisurely Lunch	35	71	322	2,461	3,791	121	123	92	97	97
10 Wining and Dining	25	56	404	3,204	5,112	76	86	101	111	115
11 Household Outing	15	31	350	2,535	3,710	58	60	111	111	106
12 Midweek Meal Deal	27	51	144	1,173	1,738	185	175	81	91	88
13 Date Night	22	49	339	2,675	4,179	94	106	120	130	133
14 Birthday Treat	22	46	246	2,062	3,197	94	99	87	100	101
15 Pre Show Meal	11	25	121	834	1,241	137	156	124	118	114
Number of Occasions	354	705	4,296	31,156	47,824	100	100	100	100	100



Competition Map and Data: BUTCHERS ARMS, OXON (201126)



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

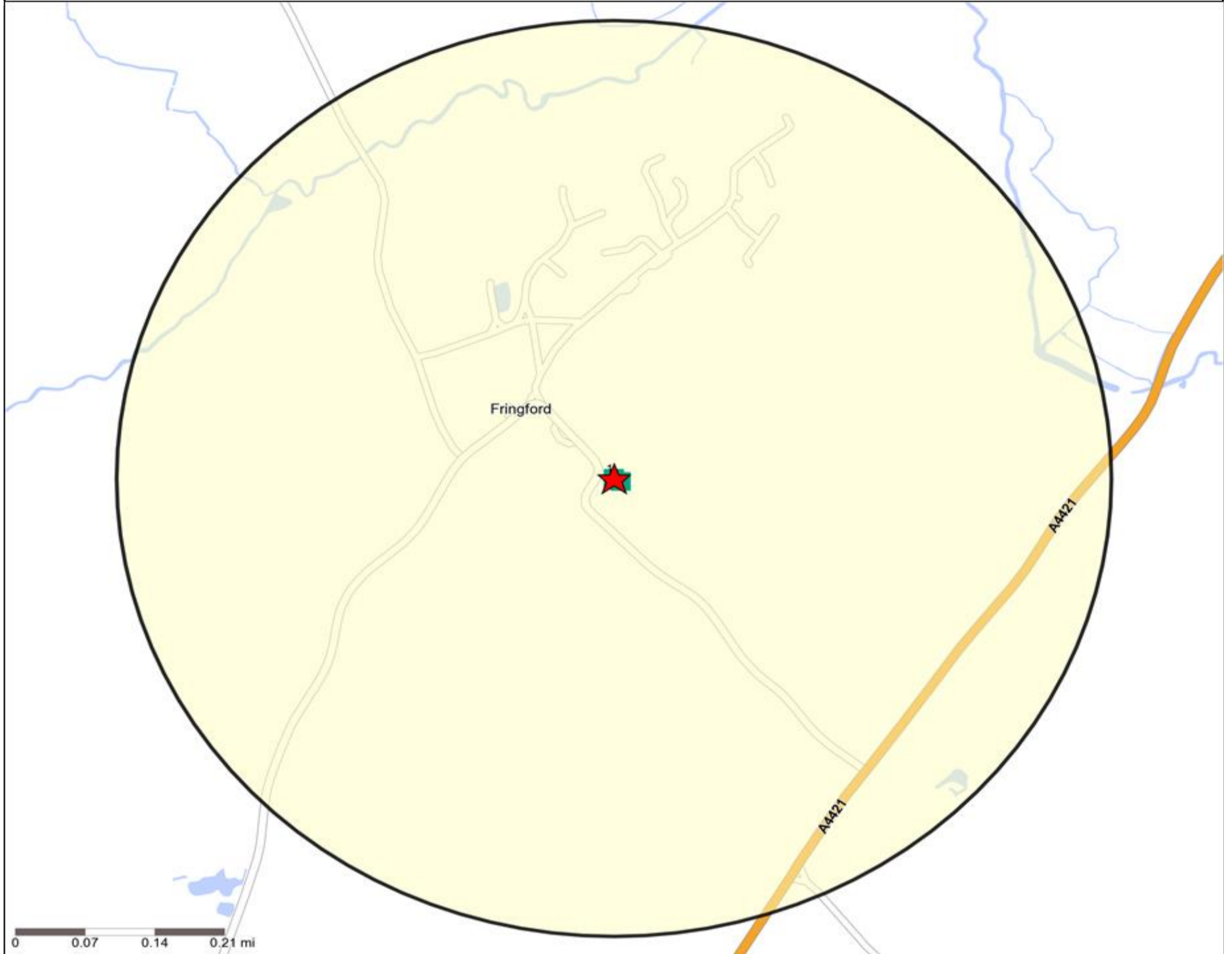
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	1
Circuit Bar	0	0	0	3
Community Local	1	1	3	17
Dry Led	0	1	1	7
Branded Food Pub	0	0	0	3
Rural	0	0	0	2
Other	0	0	0	41
Total	1	2	4	74



Competition Map and Data: BUTCHERS ARMS, OXON (201126)



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

Competition Type Summary Table

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



Local Competition: BUTCHERS ARMS, OXON (201126)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BUTCHERS ARMS, OXON	MAIN STREET, BICESTER, OX27 8EB	Punch Taverns	OX27 8EB	Punch Taverns	0.00
1	Butchers Arms	Main Street, Fringford, Bicester	Punch Pub Company	OX27 8EB	Community Local	0.01
2	Muddy Duck	Main Street, Hethe, Bicester	*Other Small Retail Groups	OX27 8ES	Dry Led	0.90
3	Red Lion	Church Street, Stratton Audley, Bicester	Enterprise Inns	OX27 9AG	Community Local	1.52
4	Peyton Arms	Stoke Lyne, Bicester	Hook Norton	OX27 8SD	Community Local	2.39
5	Hundred Acres	Hart Place, Bicester	Enterprise Inns	OX26 4FR	Community Local	3.12
6	Bure Farm	9 Barberry Place, Bicester	Marston's	OX26 3HA	Dry Led	3.26
7	Sow & Pigs	Main Street, Poundon, Bicester	Brakspear	OX27 9BA	Community Local	3.26
8	White Hart	South End, Preston Bissett, Buckingham	Independent Free	MK18 4LR	Dry Led	3.32
9	White Horse	Churchill Road, Bicester	Greene King	OX26 4UA	Branded Food	3.34
10	Red Lion	Buckingham Road, Little Tingewick, Buckingham	Fuller Smith & Turner	MK18 4AG	Dry Led	3.44
11	Trigger Pond	Bicester Road, Bucknell, Bicester	Wadworth & Co Limited	OX27 7NE	Community Local	3.44
12	Launton Sports & Social Club	Bicester Road, Launton, Bicester	Independent Free	OX26 5DP	Other	3.61
13	Tythe Barn	Charbridge Way, Bicester	Independent Free	OX26 4ST	Other	3.70
14	Highfield Social Club	George Street, Bicester	Independent Free	OX26 2EE	Other	3.70
15	Vue	Bure Place, Bicester	Omers Private Equity	OX26 6FA	Other	3.72
16	Dean's Diner	Pioneer Square, Bure Place, Bicester	Richoux	OX26 6FA	Other	3.72
17	Prezzo	Bure Place, Bicester	Prezzo plc	OX26 6FA	Other	3.72
18	Bull Inn	Bicester Road, Launton, Bicester	Greene King	OX26 5DQ	Community Local	3.73
19	Plough	63 North Street, Bicester	Greene King	OX26 6NB	Community Local	3.78
20	Weyland Hall Masonic Club	8 North Street, Bicester	Independent Free	OX26 6ND	Other	3.83
21	Denis	92 Sheep Street, Bicester	Independent Free	OX26 6LP	Other	3.86
22	Angel	102 Sheep Street, Bicester	Punch Pub Company	OX26 6LP	Community Local	3.86
23	Bell	84 Sheep Street, Bicester	Punch Pub Company	OX26 6LP	Circuit Bar	3.86
24	Shakils	94 Sheep Street, Bicester	Independent Free	OX26 6LP	Other	3.86
25	Copper Kitchen	75 Sheep Street, Bicester	Independent Free	OX26 6JS	Other	3.87
26	Fox & Hounds	Main Road, Ardley, Bicester	Admiral Taverns Ltd	OX27 7PE	Community Local	3.88
27	Ardley United Fc	Oxford Road, Ardley, Bicester	Independent Free	OX27 7PA	Other	3.89
28	Bicester Rugby Club Sports Club	Blenheim Drive, Bicester	Independent Free	OX26 2ND	Other	3.89
29	Yin Hong Restaurant	63 Sheep Street, Bicester	Independent Free	OX26 6JW	Other	3.90
30	Bicester & District Ex-Servicemens Club	67a Sheep Street, Bicester	Independent Free	OX26 6JW	Other	3.90