



Customer Profile Report for RISING SUN, ICKFORD (Punch Outlet Number: 201034)
36 WORMINGHALL ROAD, AYLESBURY, HP18 9JD (HP18 9JD)



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

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

Age Data Table

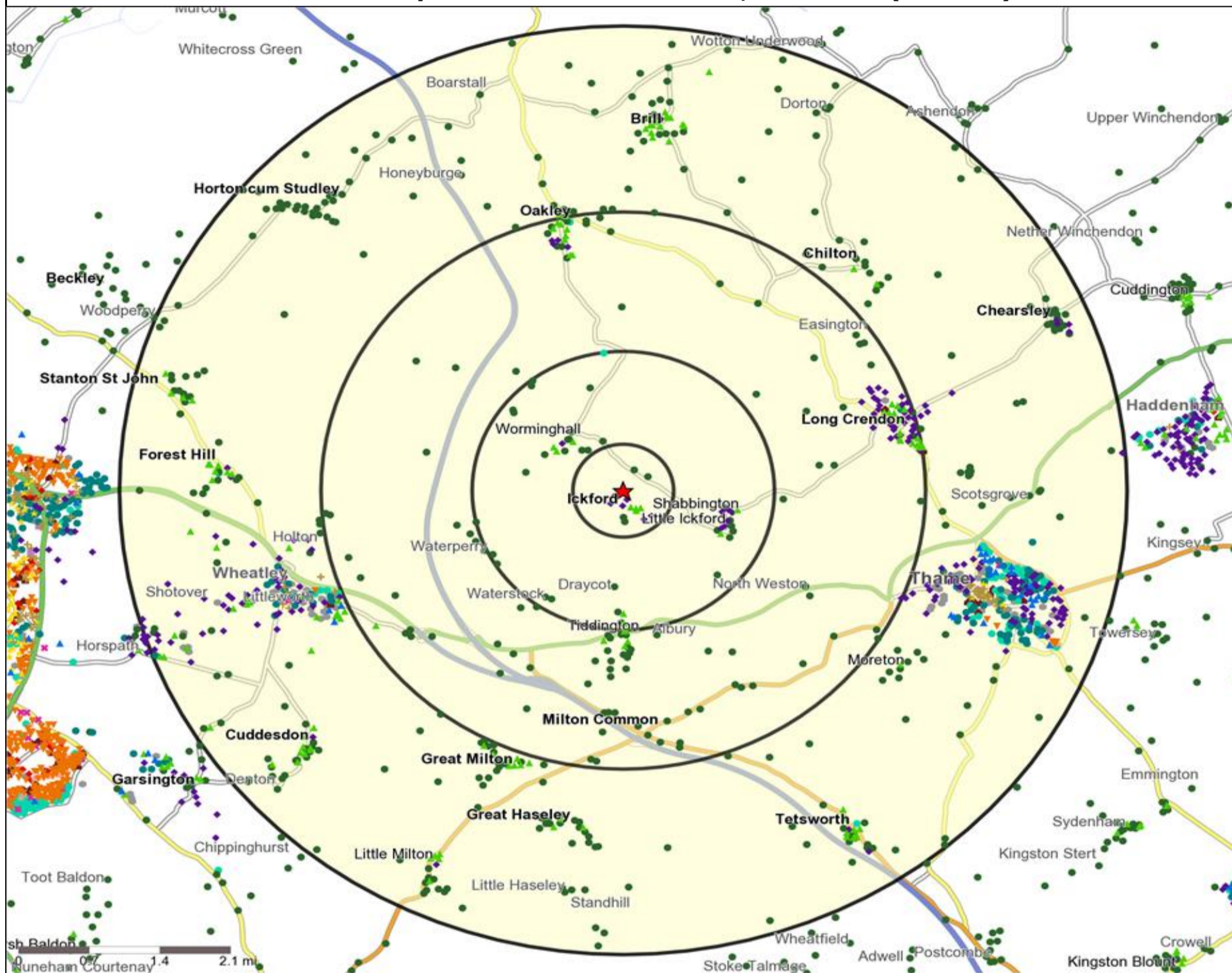
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	113	325	1,090	5,472	6,265	87	87	93	96	96
16-17	23	65	178	763	854	143	140	123	108	105
18-24	38	112	375	1,902	2,121	61	62	66	69	67
25-34	53	173	467	2,992	3,568	56	64	55	72	75
35-44	67	217	763	3,823	4,356	77	86	96	99	98
45-54	119	381	1,122	5,032	5,588	122	135	127	116	113
55-64	121	337	931	4,025	4,648	155	150	132	117	118
65+	156	382	1,326	6,480	7,489	126	106	118	118	119
Population estimate 2015	690	1,992	6,252	30,489	34,889	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	666	1,892	5,831	28,602	32,322	98%	98%	97%	96%	96%
Mixed / Multiple Ethnic Groups	5	22	83	438	504	1%	1%	1%	1%	1%
Asian / Asian British	5	12	68	438	677	1%	1%	1%	1%	2%
Black / African / Caribbean / Black British	3	7	26	133	228	0%	0%	0%	0%	1%
Other Ethnic Group	1	2	22	96	109	0%	0%	0%	0%	0%
All People (Ethnic Group)	680	1,935	6,030	29,707	33,840	100	100	100	100	100



Mosaic UK Map and Data: RISING SUN, ICKFORD (201034)



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

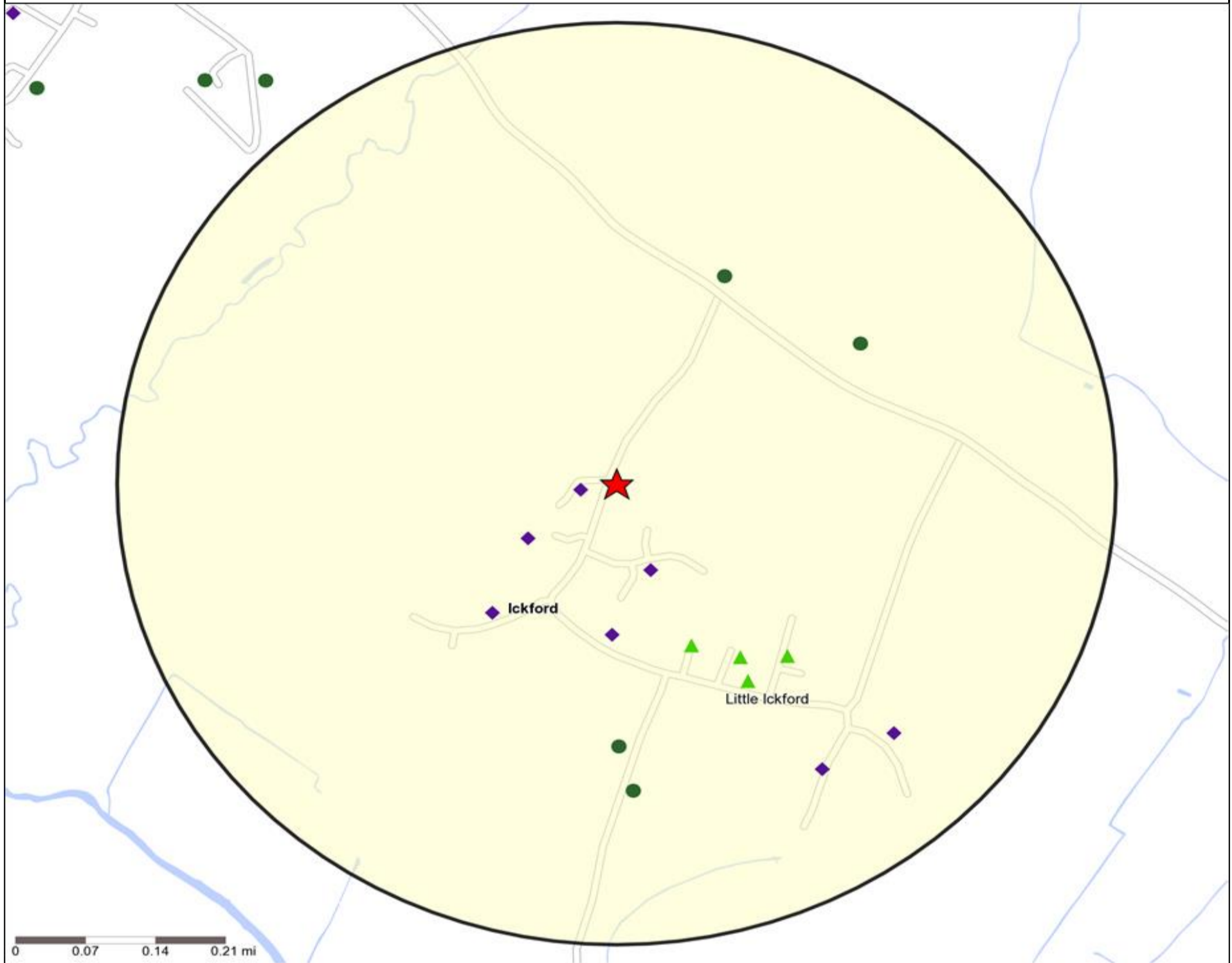
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- ▲ H Aspiring Homemakers
- ▲ I Family Basics
- ▲ J Transient Renters
- ▲ K Municipal Challenge
- ▲ L Vintage Value
- ▲ M Modest Traditions
- ▲ 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	4	4	0	0	0	0	0
B Prestige Positions (18+)	322	493	1,512	5,275	6,411	798	423	423	300	319
C Country Living (18+)	80	704	1,830	5,514	5,688	208	634	537	330	297
D Rural Reality (18+)	152	402	1,335	3,746	3,810	396	363	393	224	199
E Senior Security (18+)	0	0	69	1,833	1,808	0	0	17	94	81
F Suburban Stability (18+)	0	0	6	1,385	1,400	0	0	2	94	83
G Domestic Success (18+)	0	0	58	2,622	3,743	0	0	14	129	161
H Aspiring Homemakers (18+)	0	1	18	1,937	2,178	0	1	4	88	87
I Family Basics (18+)	0	0	0	327	382	0	0	0	19	19
J Transient Renters (18+)	0	0	0	180	198	0	0	0	13	12
K Municipal Challenge (18+)	0	0	0	0	98	0	0	0	0	6
L Vintage Value (18+)	0	0	66	572	685	0	0	21	38	39
M Modest Traditions (18+)	0	0	0	34	34	0	0	0	3	3
N Urban Cohesion (18+)	0	0	0	37	101	0	0	0	3	7
O Rental Hubs (18+)	0	0	13	627	1,048	0	0	3	34	49
Adults 18+ estimate 2015	554	1,600	4,907	24,093	27,588	100	100	100	100	100



Mosaic UK Map and Data: RISING SUN, ICKFORD (201034)



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

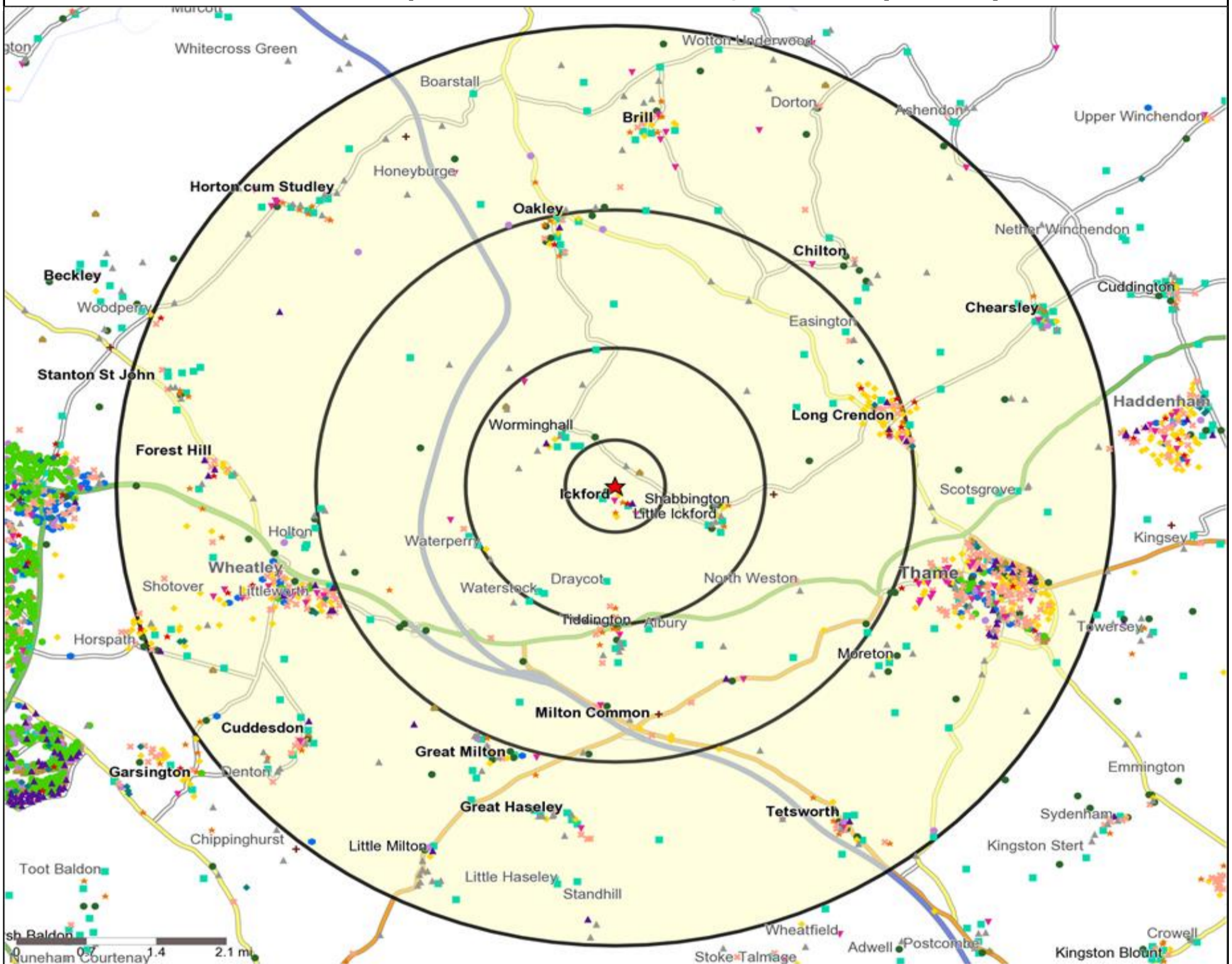
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	322	798
C Country Living (18+)	80	208
D Rural Reality (18+)	152	396
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	554	100



Occasions Map and Data: RISING SUN, ICKFORD (201034)



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

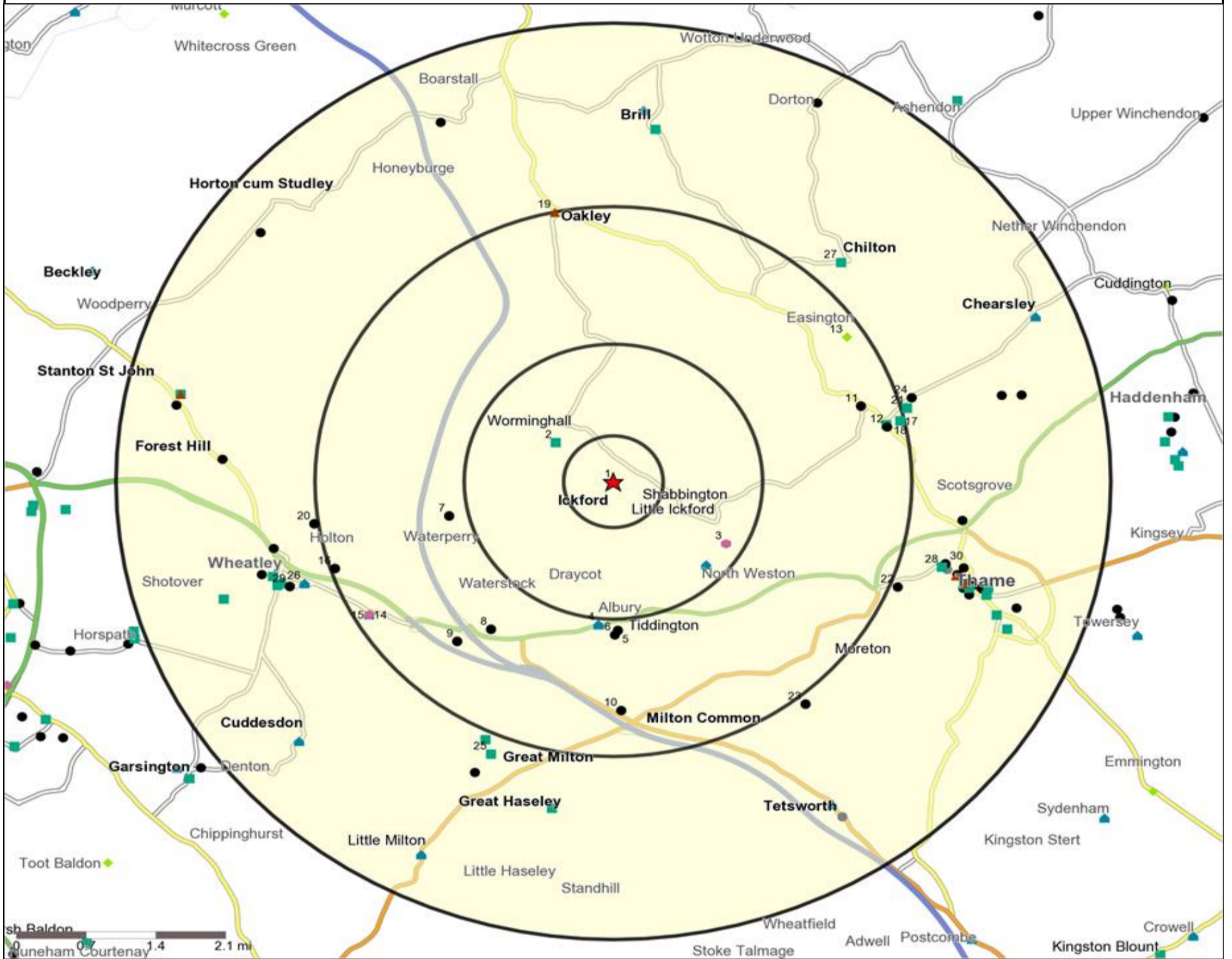
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurly Lunch
- ▲ 10 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	53	143	358	1,505	1,714	133	132	113	90	88
02 Early Doors	34	88	269	1,301	1,461	102	97	102	93	90
03 Everyday is Friday	27	69	204	1,142	1,306	95	89	90	95	94
04 Weekend Millionaires	11	35	117	1,001	1,166	27	31	36	58	58
05 Out On The Town	27	60	178	1,393	1,693	68	56	57	84	88
06 Business and Pleasure	30	106	240	1,121	1,322	147	191	148	130	133
07 Sporting Pints	10	25	70	751	981	23	21	20	41	46
08 Student Social	36	106	278	1,201	1,335	195	211	190	154	148
09 Leisurly Lunch	43	122	371	1,921	2,212	111	116	120	117	117
10 Wining and Dining	43	117	417	2,355	2,751	98	97	119	127	128
11 Household Outing	18	61	161	1,158	1,331	52	64	58	79	78
12 Midweek Meal Deal	37	95	229	777	840	188	178	147	94	88
13 Date Night	52	116	425	2,179	2,525	166	136	171	165	165
14 Birthday Treat	45	110	344	1,682	1,928	144	129	138	127	126
15 Pre Show Meal	9	41	113	552	630	84	140	132	122	120
Number of Occasions	475	1,294	3,774	20,039	23,195	100	100	100	100	100



Competition Map and Data: RISING SUN, ICKFORD (201034)



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

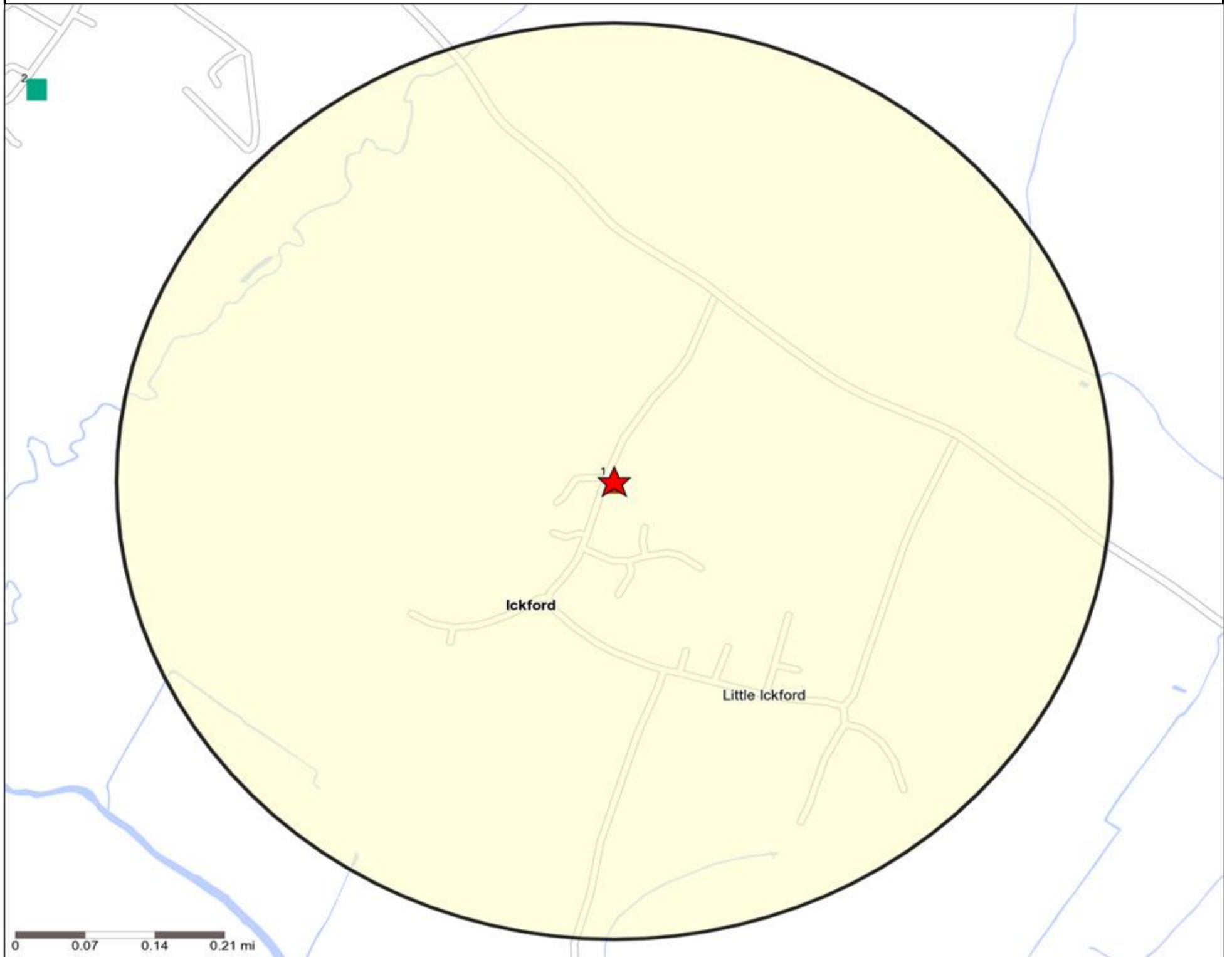
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	0	0	0	2
Circuit Bar	1	1	2	5
Community Local	0	1	2	19
Dry Led	0	0	2	9
Branded Food Pub	0	1	2	2
Rural	0	0	1	1
Other	0	0	10	41
Total	1	3	19	79



Competition Map and Data: RISING SUN, ICKFORD (201034)



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	1
Community Local	0
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: RISING SUN, ICKFORD (201034)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	RISING SUN, ICKFORD	36 WORMINGHALL ROAD, AYLESBURY, HP18 9JD	Punch Taverns	HP18 9JD	Punch Taverns	0.00
1	Rising Sun	36 Worminghall Road, Ickford, Aylesbury	Punch Pub Company	HP18 9JD	Circuit Bar	0.00
2	Clifden Arms	75 Clifden Road, Worminghall, Aylesbury	Enterprise Inns	HP18 9JR	Community Local	0.72
3	Old Fisherman	Mill Road, Shabbington, Aylesbury	Greene King	HP18 9HJ	Branded Food	1.32
4	Fox And Goat	Oxford Road, Tiddington, Thame	Independent Free	OX 9 2LH	Dry Led	1.57
5	Tiddington Cricket Club	Fernhill Close, Tiddington, Thame	Independent Free	OX 9 2NA	Other	1.63
6	Tiddington Village Hall	20 Albury View, Tiddington, Thame	Independent Free	OX 9 2LY	Other	1.67
7	Common Leys Farm	Waterperry, Oxford	Independent Free	OX33 1LG	Other	1.69
8	Waterstock Golf Club	Thame Road, Waterstock, Oxford	Independent Free	OX33 1HT	Other	2.03
9	Ramada Hotel	Oxford	Ramada Jarvis	OX33 1LJ	Other	2.35
10	Oxford Belfry	Milton Common, Thame	Q Hotels	OX 9 2JW	Other	2.50
11	Angel Restaurant	47 Bicester Road, Long Crendon, Aylesbury	Independent Free	HP18 9EE	Other	2.62
12	Crendon Indian Restaurant	10 Chearsley Road, Long Crendon, Aylesbury	Independent Free	HP18 9AA	Other	2.81
13	Mole & Chicken	Easington Terrace, Long Crendon, Aylesbury	Independent Free	HP18 9EY	Rural Character	2.83
14	Bridge	134 London Road, Wheatley, Oxford	Mitchells & Butlers	OX33 1JH	Branded Food	2.85
15	Plough Inn	132 London Road, Wheatley, Oxford	Unknown	OX33 1JH	Dry Led	2.85
16	Oxford Student Union	Wheatley, Oxford	Independent Free	OX33 1HX	Other	2.96
17	Churchill Arms	1 High Street, Long Crendon, Aylesbury	Punch Pub Company	HP18 9AF	Community Local	2.96
18	Long Crendon Bowls	High Street, Long Crendon, Aylesbury	Independent Free	HP18 9AF	Other	2.96
19	Chandos	8 The Turnpike, Oakley, Aylesbury	Punch Pub Company	HP18 9QB	Circuit Bar	2.99
20	Holton Village Hall	Holton, Oxford	Independent Free	OX33 1PS	Other	3.04
21	Eight Bells	51 High Street, Long Crendon, Aylesbury	Independent Free	HP18 9AL	Community Local	3.06
22	Thame Leisure Centre	Oxford Road, Thame	Independent Free	OX 9 2BB	Other	3.08
23	Oxfordshire Golf Club	Old London Road, Milton Common, Thame	Independent Free	OX 9 2PU	Other	3.10
24	Long Crendon Sports Association	Chearsley Road, Long Crendon, Aylesbury	Independent Free	HP18 9AW	Other	3.13
25	Bull Inn	The Green, Great Milton, Oxford	Independent Free	OX44 7NS	Community Local	3.22
26	Kings Arms	95 Church Road, Wheatley, Oxford	Hawthorn Leisure	OX33 1LU	Dry Led	3.30
27	Poachers Pocket	Thame Road, Chilton, Aylesbury	Independent Free	HP18 9LX	Community Local	3.31
28	Six Bells	44 High Street, Thame	Fuller Smith & Turner	OX 9 2AD	Community Local	3.43
29	Cinnamons	81 High Street, Wheatley, Oxford	Independent Free	OX33 1XP	Other	3.45
30	Thame Town Cricket Club	Church Road, Thame	Independent Free	OX 9 3AJ	Other	3.46