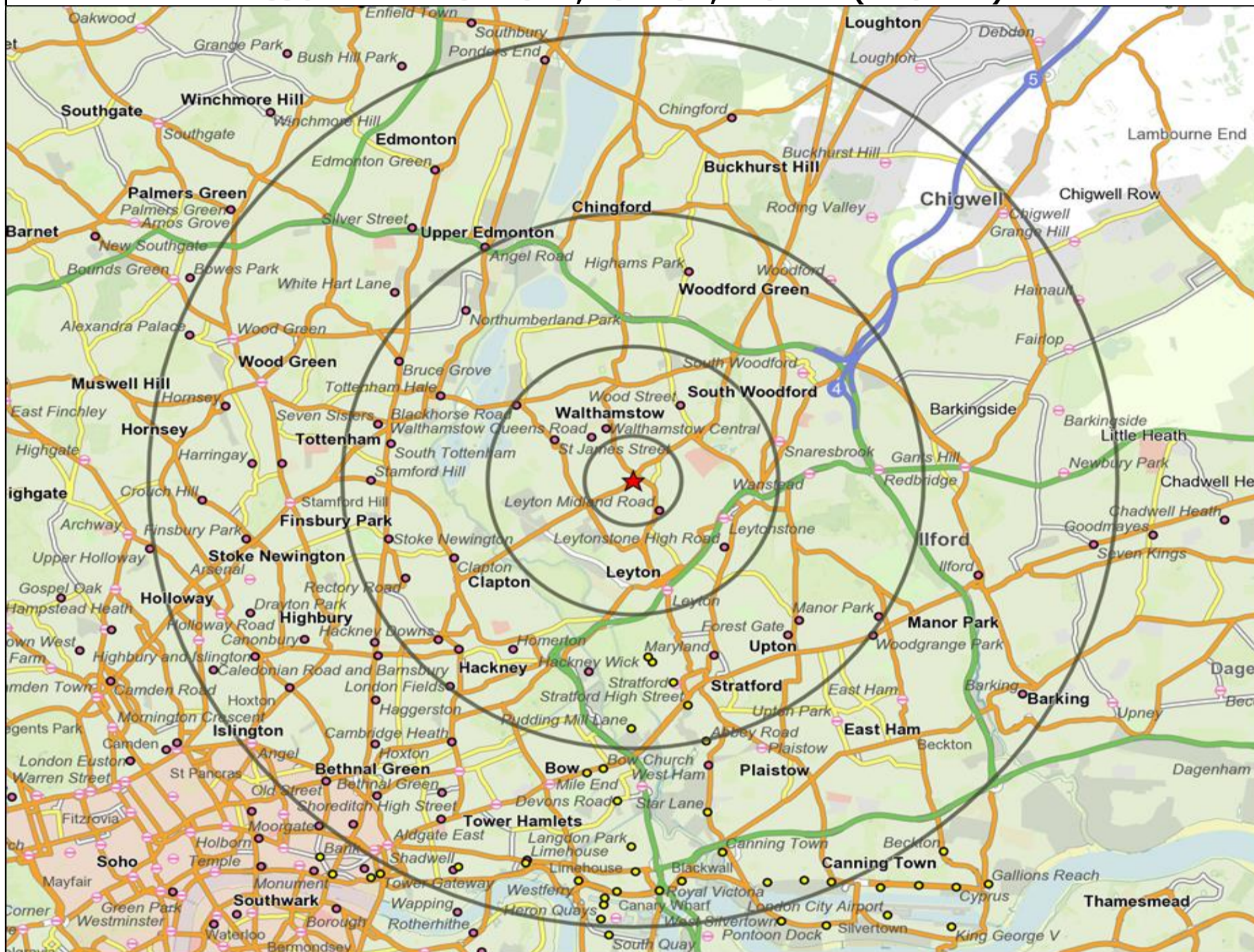




**Customer Profile Report for BOOTLACES, LEYTON (Punch Outlet Number: 200553)  
596 LEA BRIDGE ROAD, LONDON, E10 7DN (E 10 7DN)**



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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	6,793	35,838	133,702	390,263	95,177	124	116	117	113	116
16-17	647	3,373	13,733	42,018	9,775	95	88	97	99	96
18-24	2,821	14,665	55,903	179,319	38,799	107	99	101	108	98
25-34	6,145	37,146	135,600	426,808	91,870	154	166	162	170	153
35-44	4,688	27,451	96,983	284,381	70,035	126	132	125	122	126
45-54	3,505	19,861	74,447	215,418	54,645	85	85	86	83	88
55-64	2,051	12,255	47,059	137,162	35,568	62	66	68	66	72
65+	2,574	13,531	53,208	160,534	42,248	49	46	48	49	54
<b>Population estimate 2015</b>	<b>29,224</b>	<b>164,120</b>	<b>610,635</b>	<b>1,835,903</b>	<b>438,117</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

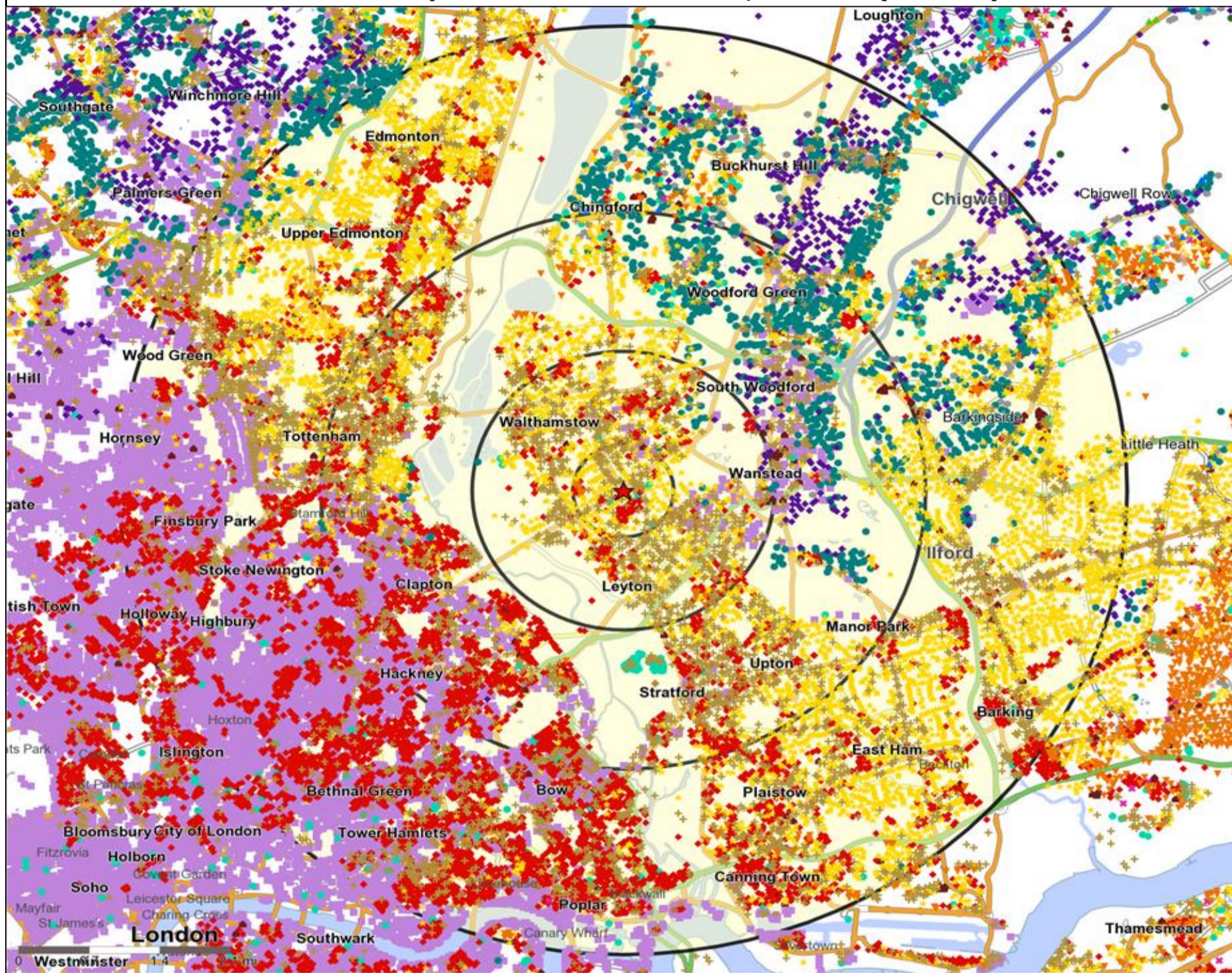
**Ethnicity - Census 2011**

	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	10,204	71,334	277,040	824,546	197,286	36%	45%	48%	48%	48%
Mixed / Multiple Ethnic Groups	1,250	8,490	32,544	91,367	22,682	4%	5%	6%	5%	5%
Asian / Asian British	9,695	41,575	122,688	454,071	101,071	35%	26%	21%	26%	24%
Black / African / Caribbean / Black British	5,499	29,427	116,563	290,885	75,418	20%	19%	20%	17%	18%
Other Ethnic Group	1,360	7,566	26,482	71,050	17,266	5%	5%	5%	4%	4%
<b>All People (Ethnic Group)</b>	<b>28,008</b>	<b>158,392</b>	<b>575,317</b>	<b>1,731,919</b>	<b>413,723</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Mosaic UK Map and Data: BOOTLACES, LEYTON (200553)



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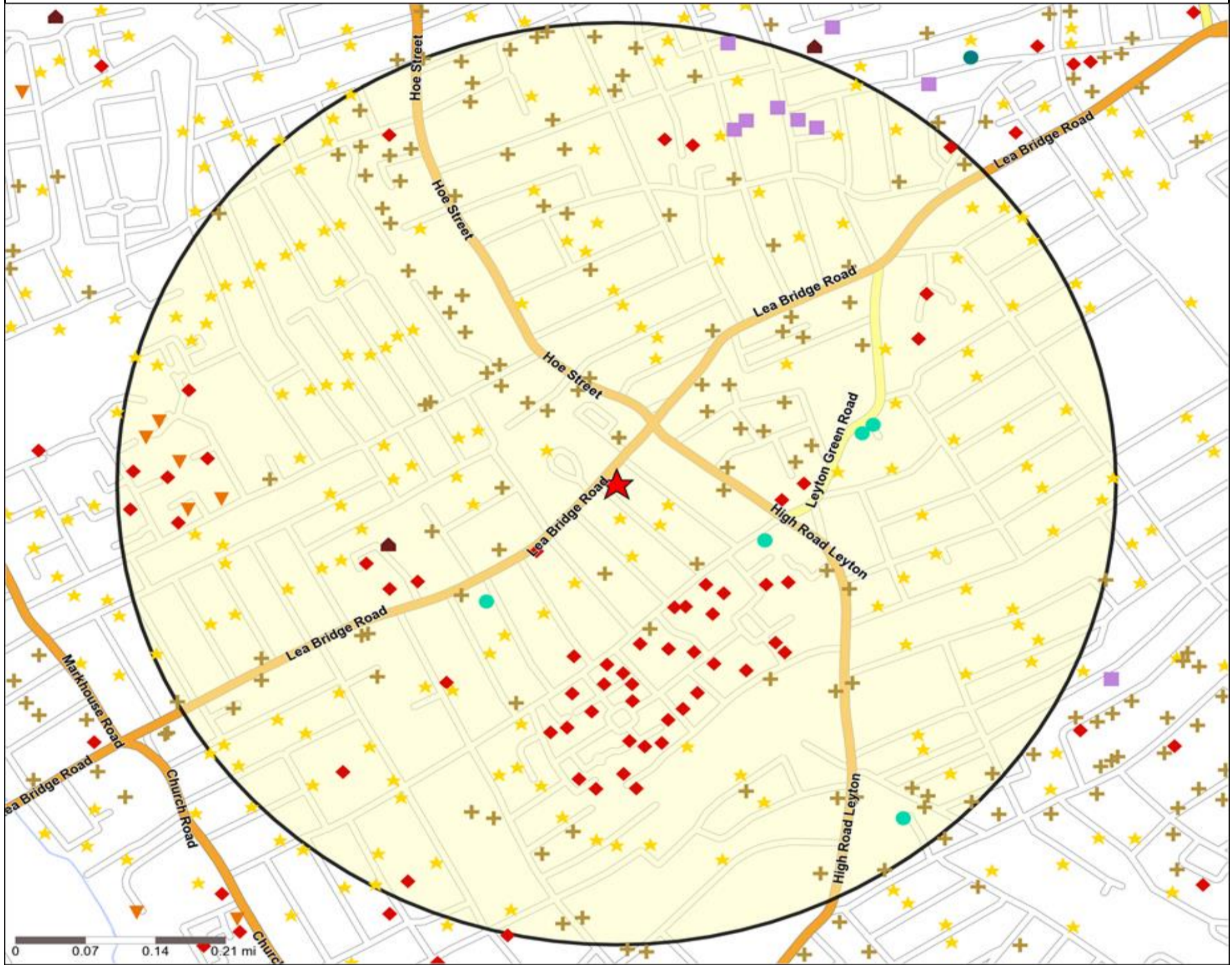
#### Mosaic UK Data Table (Residential)

	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
<b>A City Prosperity (18+)</b>	190	4,676	57,515	293,652	30,316	21	89	295	501	216
<b>B Prestige Positions (18+)</b>	0	96	3,793	15,421	6,440	0	1	11	15	27
<b>C Country Living (18+)</b>	0	0	0	12	3	0	0	0	0	0
<b>D Rural Reality (18+)</b>	0	0	0	4	0	0	0	0	0	0
<b>E Senior Security (18+)</b>	0	0	921	5,079	1,435	0	0	2	5	5
<b>F Suburban Stability (18+)</b>	0	0	37	593	142	0	0	0	1	1
<b>G Domestic Success (18+)</b>	0	872	26,594	62,029	27,457	0	8	69	53	99
<b>H Aspiring Homemakers (18+)</b>	289	462	7,841	17,610	6,375	15	4	19	14	21
<b>I Family Basics (18+)</b>	159	1,033	3,199	11,948	3,111	10	11	10	12	13
<b>J Transient Renters (18+)</b>	0	0	2	236	2	0	0	0	0	0
<b>K Municipal Challenge (18+)</b>	2,779	15,224	102,404	344,891	54,742	218	208	378	423	281
<b>L Vintage Value (18+)</b>	58	789	4,468	11,758	3,886	4	10	15	13	19
<b>M Modest Traditions (18+)</b>	0	0	10	82	0	0	0	0	0	0
<b>N Urban Cohesion (18+)</b>	11,721	53,413	129,444	364,680	108,227	1,030	819	537	503	624
<b>O Rental Hubs (18+)</b>	6,539	48,009	124,238	258,438	89,247	390	500	350	242	350
<b>Adults 18+ estimate 2015</b>	<b>21,735</b>	<b>#####</b>	<b>460,466</b>	<b>1,386,433</b>	<b>331,383</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: BOOTLACES, LEYTON (200553)**



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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

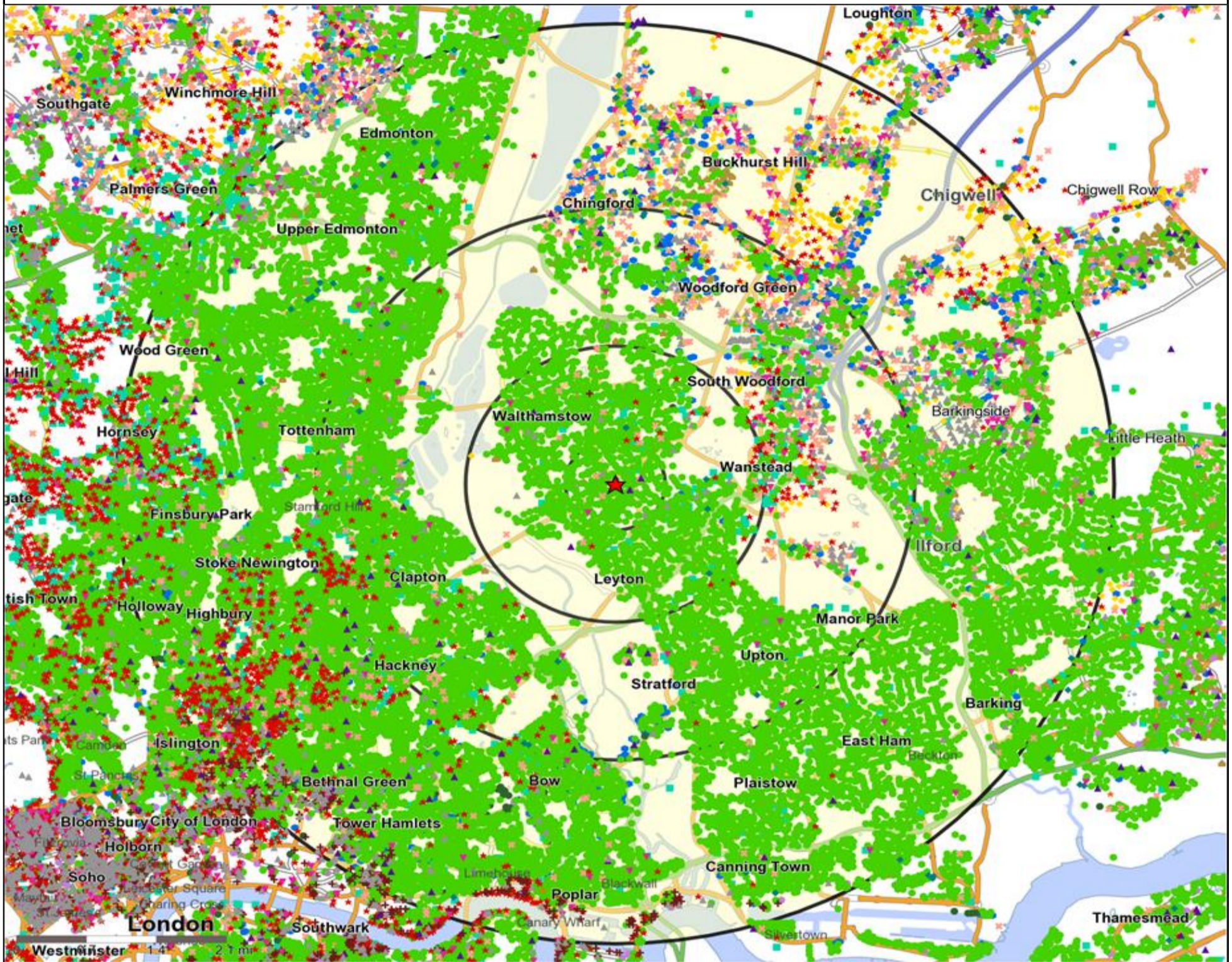
**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
<b>A City Prosperity (18+)</b>	190	21
<b>B Prestige Positions (18+)</b>	0	0
<b>C Country Living (18+)</b>	0	0
<b>D Rural Reality (18+)</b>	0	0
<b>E Senior Security (18+)</b>	0	0
<b>F Suburban Stability (18+)</b>	0	0
<b>G Domestic Success (18+)</b>	0	0
<b>H Aspiring Homemakers (18+)</b>	289	15
<b>I Family Basics (18+)</b>	159	10
<b>J Transient Renters (18+)</b>	0	0
<b>K Municipal Challenge (18+)</b>	2,779	218
<b>L Vintage Value (18+)</b>	58	4
<b>M Modest Traditions (18+)</b>	0	0
<b>N Urban Cohesion (18+)</b>	11,721	1,030
<b>O Rental Hubs (18+)</b>	6,539	390
<b>Adults 18+ estimate 2015</b>	<b>21,735</b>	<b>100</b>





## Occasions Map and Data: BOOTLACES, LEYTON (200553)



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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

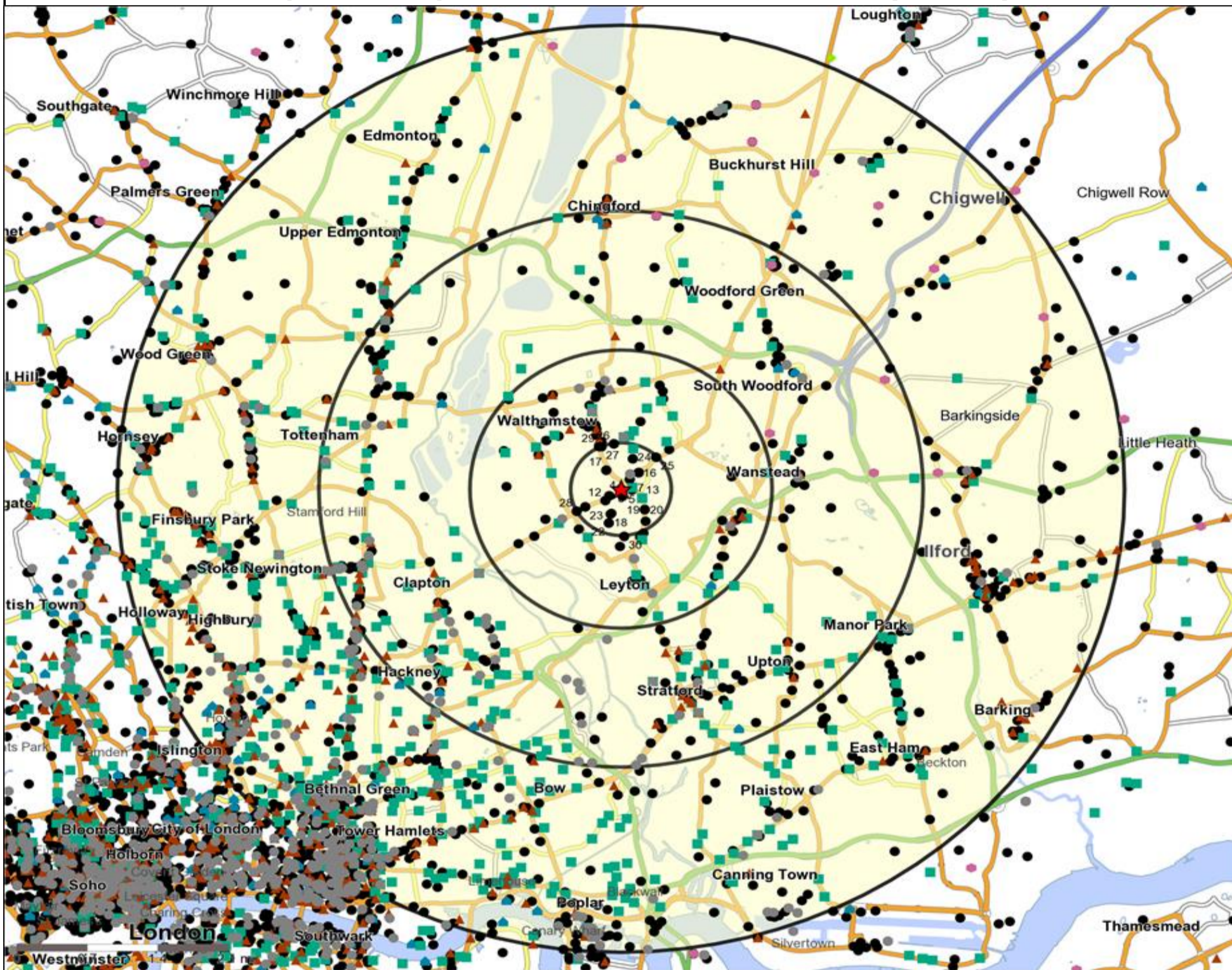
### Occasions Data Table

	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	1,766	10,820	34,111	92,694	24,802	115	120	106	98	107
02 Early Doors	911	4,100	11,870	34,674	9,826	71	54	44	44	50
03 Everyday is Friday	302	2,388	10,550	36,958	7,299	28	37	46	55	44
04 Weekend Millionaires	289	1,775	8,985	31,268	6,141	18	19	27	32	26
05 Out On The Town	965	5,920	21,822	57,422	16,627	63	66	68	61	72
06 Business and Pleasure	2,105	12,563	39,688	111,389	29,416	268	272	240	230	247
07 Sporting Pints	5,270	29,526	99,797	295,823	67,311	314	300	282	285	264
08 Student Social	272	1,846	9,337	31,605	6,561	38	44	62	72	61
09 Leisurely Lunch	1,316	7,729	29,361	88,518	21,534	88	88	93	96	95
10 Wining and Dining	2,076	13,024	46,988	132,837	33,761	122	130	131	127	131
11 Household Outing	1,564	8,157	24,695	67,586	19,319	116	103	87	81	95
12 Midweek Meal Deal	461	2,497	8,880	26,081	6,286	61	56	56	56	55
13 Date Night	84	866	6,533	16,399	6,517	7	12	26	22	36
14 Birthday Treat	572	3,668	23,923	79,875	15,708	47	52	94	107	86
15 Pre Show Meal	379	2,633	9,002	27,664	6,548	91	108	103	108	104
<b>Number of Occasions</b>	<b>18,332</b>	<b>###</b>	<b>385,542</b>	<b>1,130,793</b>	<b>277,656</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: BOOTLACES, LEYTON (200553)



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

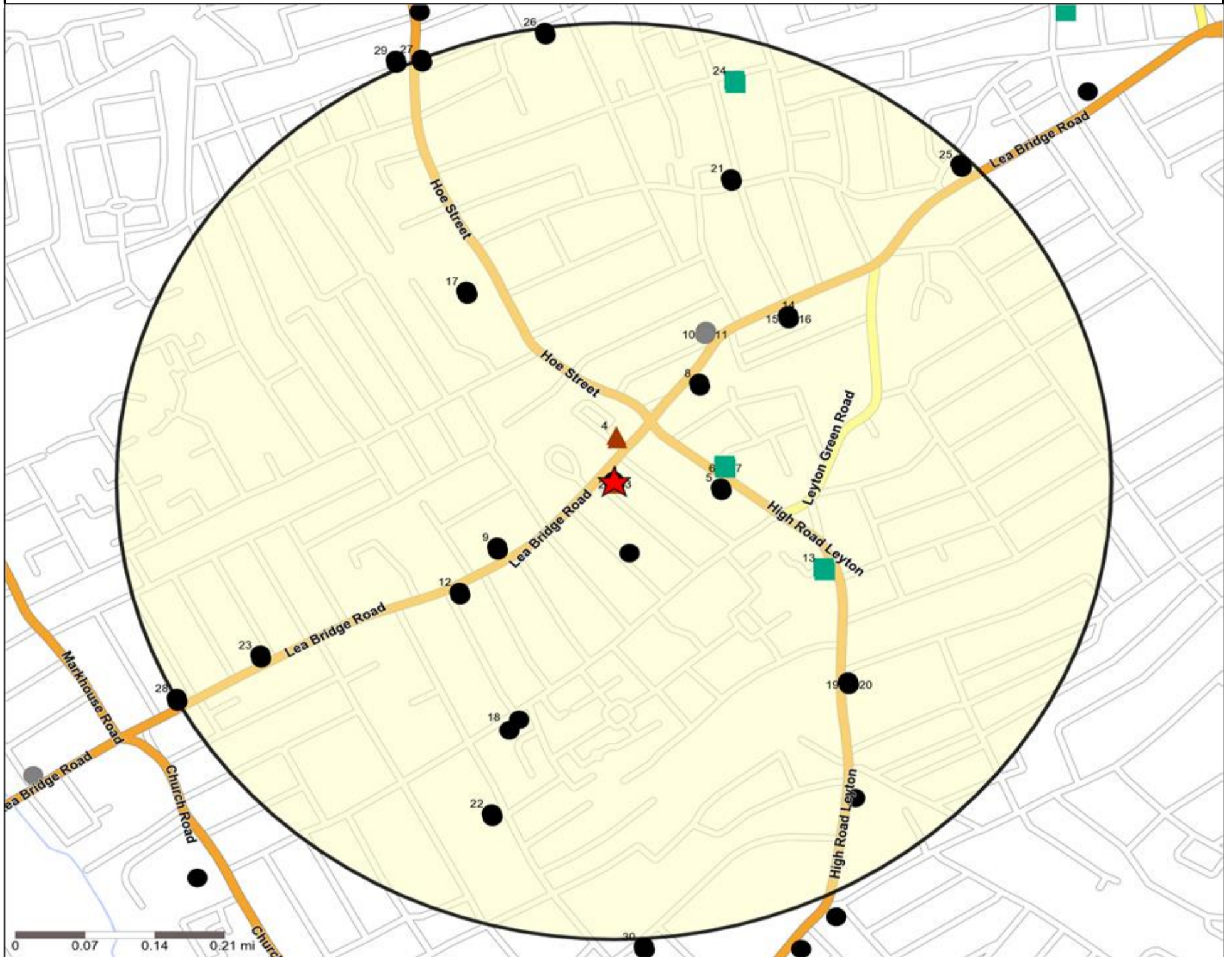
#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	9	69	298
Circuit Bar	2	13	51	286
Community Local	3	30	111	377
Dry Led	0	1	10	50
Branded Food Pub	0	0	5	15
Rural	0	0	0	0
Other	21	112	404	1,590
<b>Total</b>	<b>27</b>	<b>165</b>	<b>650</b>	<b>2,616</b>





### Competition Map and Data: BOOTLACES, LEYTON (200553)



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	1
Circuit Bar	2
Community Local	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	21
<b>Total</b>	<b>27</b>



## Local Competition: BOOTLACES, LEYTON (200553)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BOOTLACES, LEYTON	596 LEA BRIDGE ROAD, LONDON, E10 7DN	Punch Taverns	E 10 7DN	Punch Taverns	0.00
1	Cypress Meze	526 Lea Bridge Road, Leyton, London	Independent Free	E 10 7DN	Other	0.00
2	Kol Mangal	602 Lea Bridge Road, Leyton, London	Independent Free	E 10 7DN	Other	0.00
3	Bootlaces	596 Lea Bridge Road, Leyton, London	Punch Pub Company	E 10 7DN	Circuit Bar	0.00
4	Drum	557-559 Lea Bridge Road, Leyton, London	Wetherspoon	E 10 7EQ	Circuit Bar	0.05
5	Shish Mahal	815 High Road Leyton, Leyton, London	Independent Free	E 10 7AA	Other	0.11
6	Snooker Lovers	788 High Road Leyton, London	Independent Free	E 10 6AE	Other	0.11
7	William Iv	816 High Road Leyton, London	Independent Free	E 10 6AE	Community Local	0.11
8	Cypriana Restaurant	662-664 Lea Bridge Road, London	Independent Free	E 10 6AP	Other	0.14
9	Ibis Styles	543 Lea Bridge Road, London	Accor Hotels	E 10 7EB	Other	0.14
10	Coffee Inn	625 Lea Bridge Road, Leyton, London	Independent Free	E 10 6AJ	Other	0.18
11	Smilte	627 Lea Bridge Road, Leyton, London	Independent Free	E 10 6AJ	Cafe / Wine Bar	0.18
12	Heart & Soul	512 Lea Bridge Road, London	Independent Free	E 10 7DT	Other	0.20
13	Shoelaces	777 High Road Leyton, London	Punch Pub Company	E 10 5AB	Community Local	0.23
14	Palm Bliss	706 Lea Bridge Road, London	Independent Free	E 10 6AW	Other	0.25
15	Jade Palace	726-728 Lea Bridge Road, London	Independent Free	E 10 6AW	Other	0.25
16	Gjallica Bar	714 Lea Bridge Road, Leyton, London	Independent Free	E 10 6AW	Other	0.25
17	Continental Cafe Restaurant	422 Hoe Street, Walthamstow, London	Independent Free	E 17 9AA	Other	0.25
18	Ann's Delight	177 Capworth Street, London	Independent Free	E 10 5AR	Other	0.29
19	Rubys Rest	676-682 High Road Leyton, London	Independent Free	E 10 6JP	Other	0.32
20	Aaran Restaurant	698 High Road Leyton, London	Independent Free	E 10 6JP	Other	0.32
21	Carmeron Athan 18 Plus Club	119 Grove Road, London	Independent Free	E 17 9BU	Other	0.35
22	George's Social Club	130 Vicarage Road, London	Independent Free	E 10 5DX	Other	0.39
23	Lagos Island	417 Lea Bridge Road, Leyton, London	Independent Free	E 10 7EA	Other	0.40
24	Castle	15 Grosvenor Rise East, Walthamstow, London	Punch Pub Company	E 17 9LB	Community Local	0.45
25	Uffizzi	753 Lea Bridge Road, Walthamstow, London	Independent Free	E 17 9DZ	Other	0.49
26	Orford House Social Club	73 Orford Road, Walthamstow, London	Independent Free	E 17 9QR	Other	0.49
27	Jerk Hut	257 Hoe Street, Walthamstow, London	Independent Free	E 17 9PT	Other	0.50
28	Othello Steak House	347 Lea Bridge Road, Leyton, London	Independent Free	E 10 7LA	Other	0.50
29	Pavilion	324 Hoe Street, London	Independent Free	E 17 9PX	Other	0.51
30	West Essex Bowling Club	1 Brewster Road, Leyton, London	Independent Free	E 10 6RQ	Other	0.51