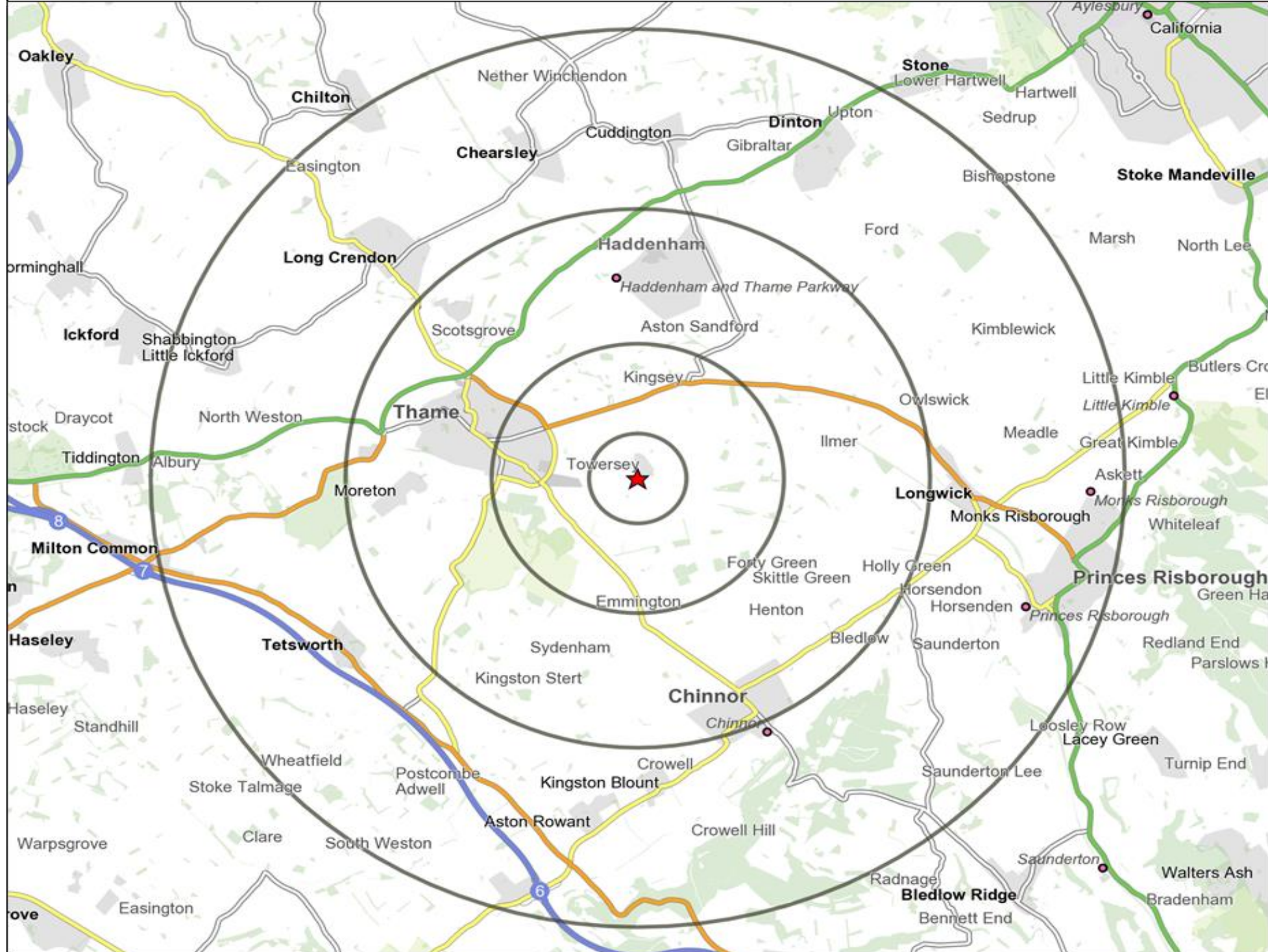




Customer Profile Report for THREE HORSESHOES, TOWERSEY (Punch Outlet Number: 201144)
CHINNOR ROAD, THAME, OX9 3QY (OX 9 3QY)



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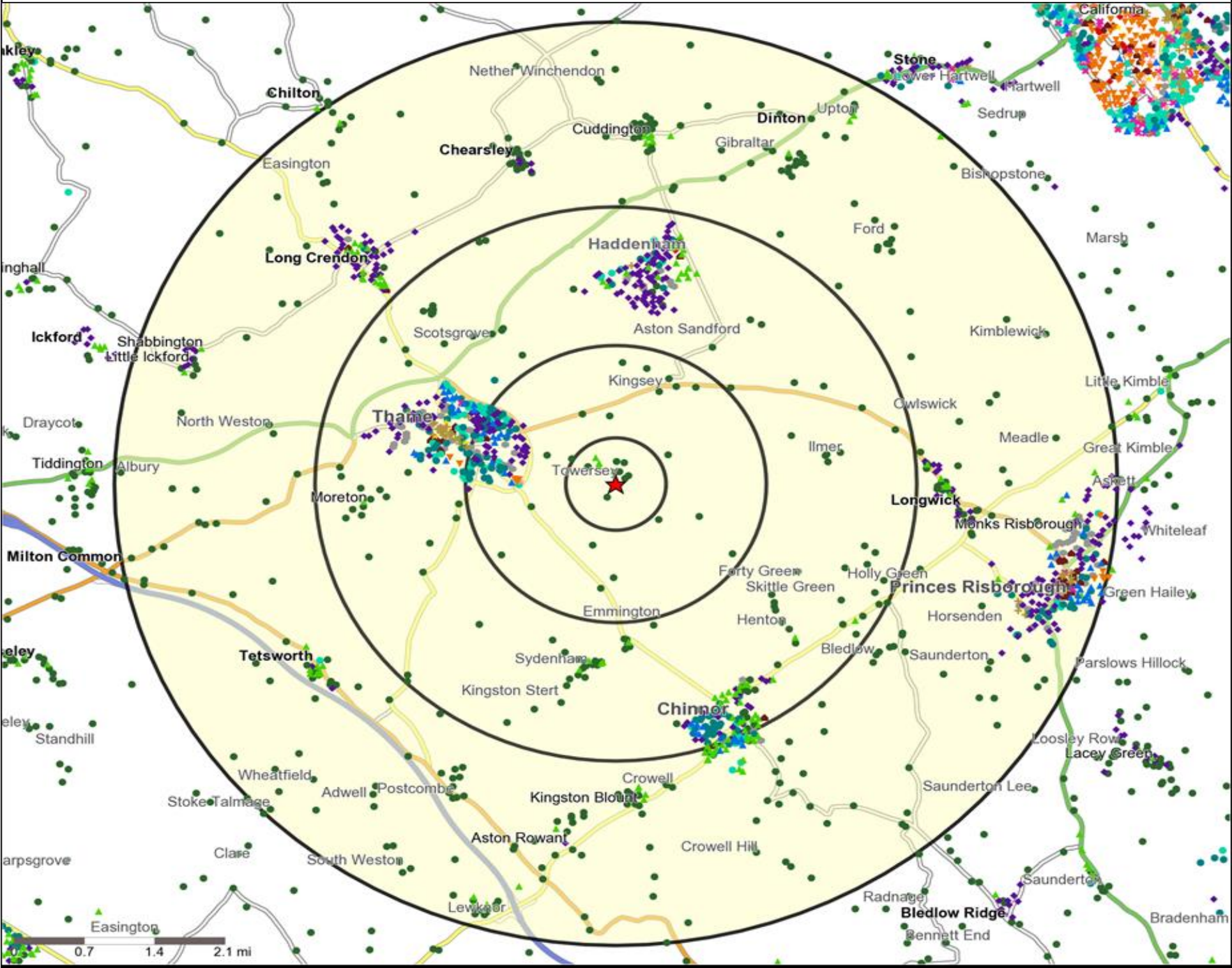
★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

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	66	1,145	4,182	7,361	8,125	87	112	98	94	94
16-17	23	186	578	970	1,075	244	147	109	100	101
18-24	27	385	1,443	2,389	2,590	73	78	70	63	62
25-34	15	570	2,249	3,627	3,928	27	77	72	63	63
35-44	35	712	2,824	5,155	5,667	68	103	97	97	97
45-54	93	923	3,593	6,778	7,452	162	120	111	114	115
55-64	80	640	2,972	5,634	6,186	174	104	115	119	119
65+	67	871	5,007	10,015	10,837	92	89	122	133	131
Population estimate 2015	406	5,432	22,848	41,929	45,860	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	391	5,271	21,640	39,205	42,874	99%	98%	97%	97%	97%
Mixed / Multiple Ethnic Groups	1	57	238	490	572	0%	1%	1%	1%	1%
Asian / Asian British	1	51	259	500	593	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	0	8	58	137	167	0%	0%	0%	0%	0%
Other Ethnic Group	1	7	30	72	99	0%	0%	0%	0%	0%
All People (Ethnic Group)	394	5,394	22,225	40,404	44,305	100	100	100	100	100



Mosaic UK Map and Data: THREE HORSESHOES, TOWERSEY (201144)



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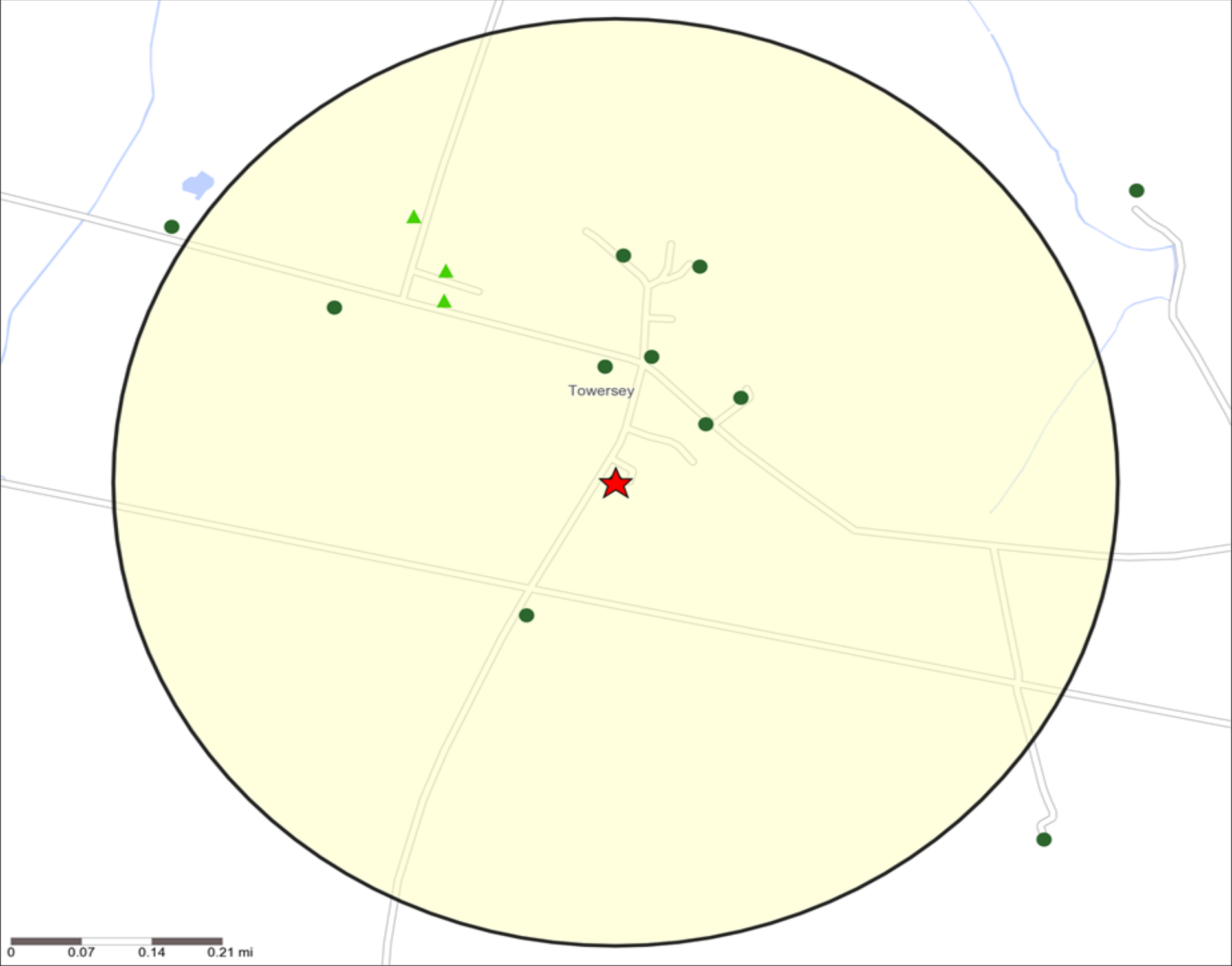
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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	4	4	4	0	0	1	0	0
B Prestige Positions (18+)	0	913	4,562	8,145	9,138	0	305	346	333	342
C Country Living (18+)	225	370	1,885	6,568	7,615	1,025	130	150	281	299
D Rural Reality (18+)	91	104	1,656	3,621	4,277	416	37	132	156	168
E Senior Security (18+)	0	338	1,308	2,737	2,732	0	101	89	100	92
F Suburban Stability (18+)	0	472	1,554	2,560	2,603	0	188	141	125	116
G Domestic Success (18+)	0	1,050	3,500	4,499	4,612	0	304	230	159	150
H Aspiring Homemakers (18+)	0	658	1,970	2,446	2,493	0	176	120	80	75
I Family Basics (18+)	0	92	321	624	745	0	31	25	26	28
J Transient Renters (18+)	0	0	66	113	126	0	0	6	6	6
K Municipal Challenge (18+)	0	0	45	45	45	0	0	4	2	2
L Vintage Value (18+)	0	70	616	1,465	1,474	0	27	54	69	64
M Modest Traditions (18+)	0	34	34	34	42	0	17	4	2	2
N Urban Cohesion (18+)	0	0	37	37	37	0	0	4	2	2
O Rental Hubs (18+)	0	3	530	698	692	0	1	38	27	25
Adults 18+ estimate 2015	316	4,104	18,088	33,596	36,635	100	100	100	100	100



Mosaic UK Map and Data: THREE HORSESHOES, TOWERSEY (201144)



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Location

0.5, 1.5, 3 & 5 Mile Distance

Rivers, Canals and Lakes

Mosaic UK Groups

A City Prosperity

B Prestige Positions

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

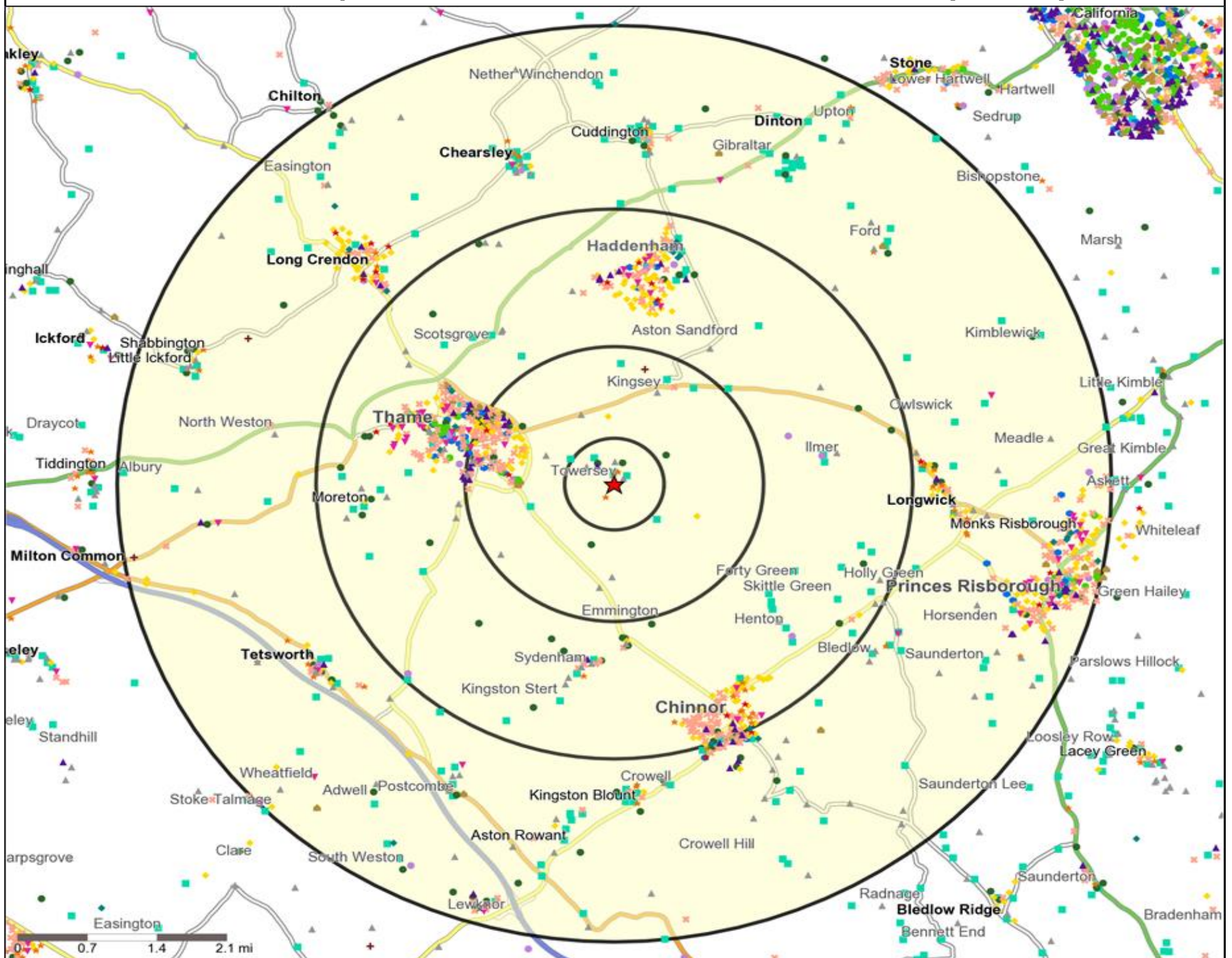
N Urban Cohesion

O Rental Hubs

Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	225	1,025
D Rural Reality (18+)	91	416
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	316	100



Occasions Map and Data: THREE HORSESHOES, TOWERSEY (201144)



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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

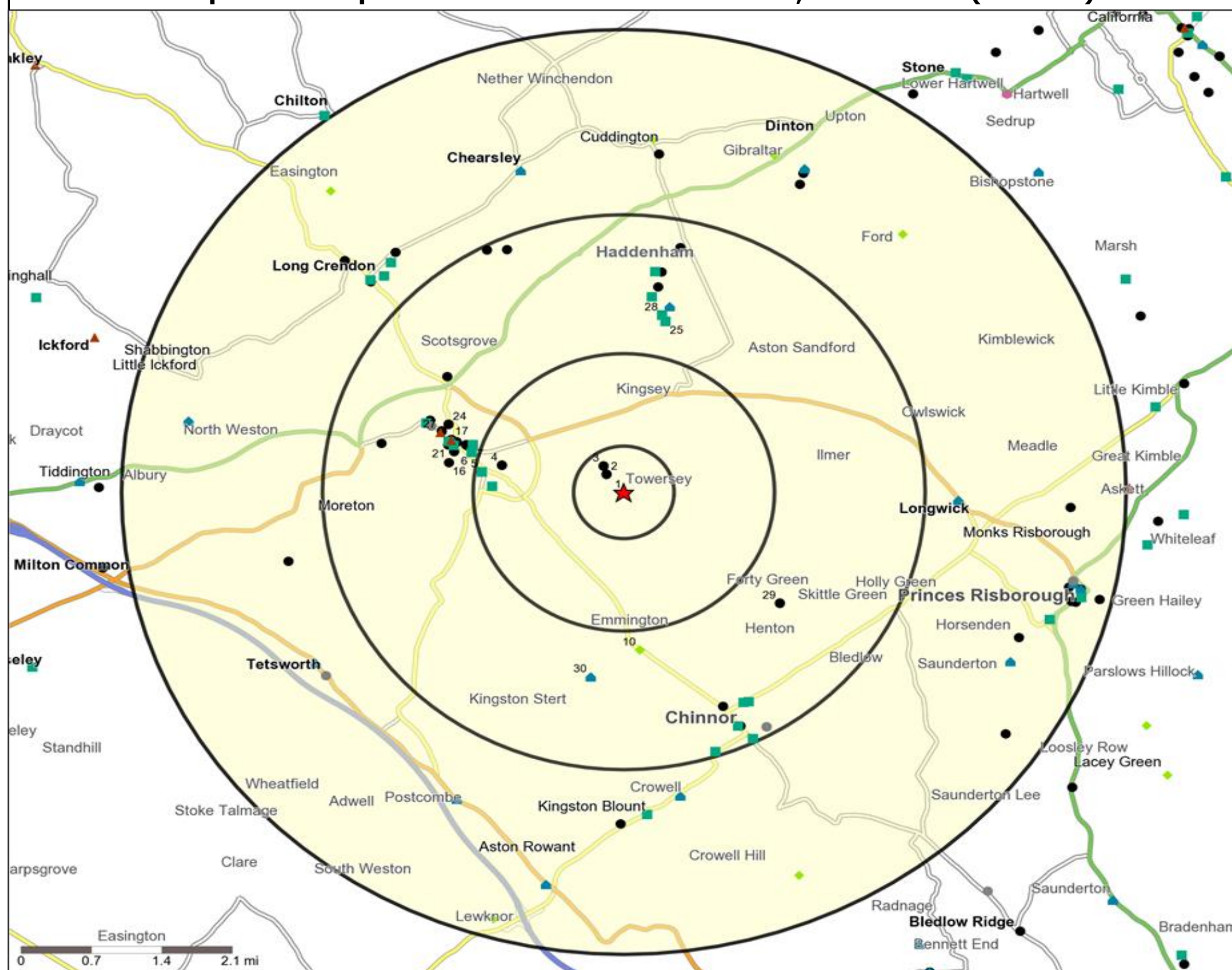
Occasions Data Table

	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	35	175	978	2,242	2,471	162	56	76	97	98
02 Early Doors	21	201	976	1,866	2,032	116	77	90	97	96
03 Everyday is Friday	13	213	878	1,538	1,692	84	96	95	93	94
04 Weekend Millionaires	8	251	869	1,396	1,487	36	78	65	59	57
05 Out On The Town	12	312	1,131	1,793	1,922	56	101	88	78	77
06 Business and Pleasure	38	193	679	1,420	1,598	343	121	103	120	124
07 Sporting Pints	3	166	655	990	1,059	13	49	46	39	38
08 Student Social	25	234	824	1,492	1,654	250	162	138	140	142
09 Leisurely Lunch	23	321	1,471	2,689	2,927	109	106	117	120	119
10 Wining and Dining	15	482	1,996	3,385	3,651	63	139	140	132	131
11 Household Outing	15	274	1,013	1,744	1,879	79	100	89	86	85
12 Midweek Meal Deal	18	94	461	935	1,076	169	61	72	82	87
13 Date Night	14	402	1,708	2,938	3,210	82	164	168	162	162
14 Birthday Treat	13	321	1,367	2,365	2,594	76	131	135	130	131
15 Pre Show Meal	5	89	395	739	808	85	105	113	118	119
Number of Occasions	258	3,728	15,401	27,532	30,060	100	100	100	100	100

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Competition Map and Data: THREE HORSESHOES, TOWERSEY (201144)



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

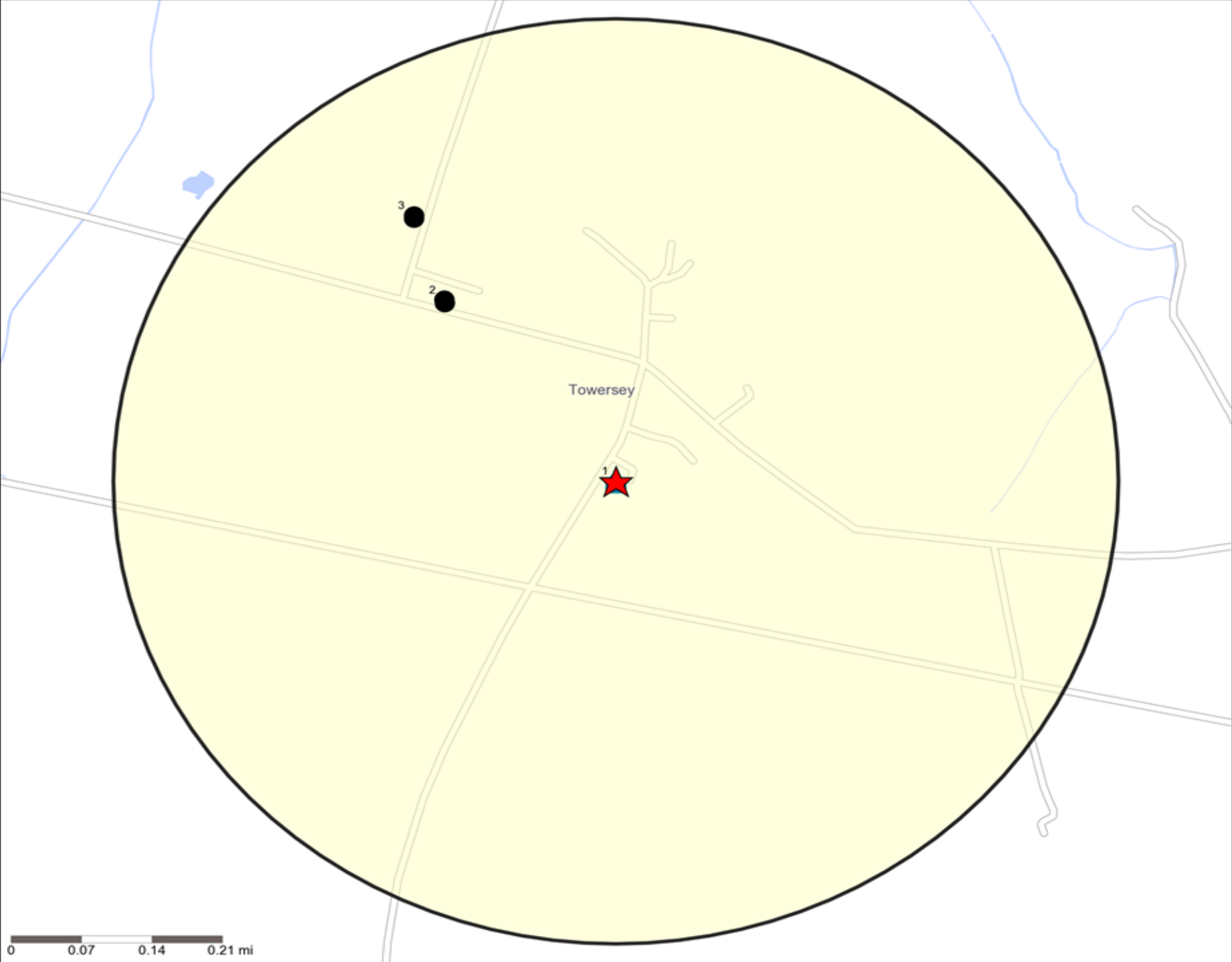


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	2	4
Circuit Bar	0	0	2	2
Community Local	0	1	15	20
Dry Led	1	1	4	14
Branded Food Pub	0	0	0	1
Rural	0	0	1	7
Other	2	3	28	46
Total	3	5	52	94



Competition Map and Data: THREE HORSESHOES, TOWERSEY (201144)



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

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	2
Total	3



Local Competition: THREE HORSESHOES, TOWERSEY (201144)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	THREE HORSESHOES, TOWERSEY	CHINNOR ROAD, THAME, OX9 3QY	Punch Taverns	OX 9 3QY	Punch Taverns	0.00
1	Three Horseshoes	Chinnor Road, Towersey, Thame	Punch Pub Company	OX 9 3QY	Dry Led	0.00
2	Towersey Social Club	11 Thame Road, Towersey, Thame	Independent Free	OX 9 3QF	Other	0.26
3	Chinnor Rugby Club	27 Windmill Road, Towersey, Thame	Independent Free	OX 9 3QQ	Other	0.35
4	Thame Sports Club	Wellington Street, Thame	Independent Free	OX 9 3NH	Other	1.25
5	Falcon	1 Thame Park Road, Thame	Hook Norton	OX 9 3JA	Community Local	1.43
6	Cross Keys	1 East Street, Thame	Oak Taverns	OX 9 3JS	Community Local	1.58
7	Star & Garter	97 Wellington Street, Thame	Hawthorn Leisure	OX 9 3BW	Community Local	1.59
8	Thame Snooker & Heath Club	1a Wellington Street, Towersey, Thame	Independent Free	OX 9 3WT	Other	1.64
9	Racquets Fitness Centre	North Street, Thame	Independent Free	OX 9 3TH	Other	1.65
10	Inn At Emmington	Sydenham Road, Sydenham, Chinnor	Independent Free	OX39 4LD	Rural Character	1.72
11	Players Theatre	3 Nelson Street, Thame	Independent Free	OX 9 2DP	Other	1.75
12	Swan Hotel	9 Upper High Street, Thame	Independent Free	OX 9 3ER	Other	1.75
13	Swan Leisure	9 Upper High Street, Thame	Independent Free	OX 9 3ER	Other	1.75
14	Prince Of India Restaurant	7 Upper High Street, Thame	Independent Free	OX 9 3ER	Other	1.75
15	Nags Head	43 Upper High Street, Thame	Greene King	OX 9 2DW	Community Local	1.77
16	Thame United Football Sports & Social Club	Windmill Road, Thame	Independent Free	OX 9 2DR	Other	1.77
17	Drunken Chef	1 Pump Lane, Thame	Independent Free	OX 9 3BT	Other	1.81
18	Prezzo	12a Buttermarket, Thame	Prezzo plc	OX 9 3DX	Other	1.81
19	James Figgs	21 Cornmarket, Thame	Peach Pub Company	OX 9 3DX	Circuit Bar	1.81
20	Birdcage Inn	4 Cornmarket, Thame	Enterprise Inns	OX 9 3DX	Dry Led	1.81
21	Spread Eagle Hotel	16-17 Cornmarket, Thame	Independent Free	OX 9 2BW	Other	1.82
22	James Figg	21 Cornmarket, Thame	Independent Free	OX 9 2BL	Community Local	1.83
23	Black Horse	11 Cornmarket, Thames, Thame	Punch Pub Company	OX 9 2BL	Community Local	1.83
24	Thame Police Station	Greyhound Lane, Thame	Independent Free	OX 9 3ZD	Other	1.89
25	Red Lion	2 Church End, Haddenham, Aylesbury	Independent Free	HP17 8AH	Community Local	1.89
26	Mia Capri Restaurant	87 High Street, Thame	Independent Free	OX 9 3EH	Other	1.93
27	Rising Sun	26 High Street, Thame	Brakspear	OX 9 2BZ	Circuit Bar	1.94
28	Rose & Thistle	6 Station Road, Haddenham, Aylesbury	Hawthorn Leisure	HP17 8AJ	Community Local	1.95
29	Peacock	Henton, Chinnor	Independent Free	OX39 4AH	Other	1.96
30	Crown	Sydenham Road, Sydenham, Chinnor	Unknown	OX39 4NB	Dry Led	2.02