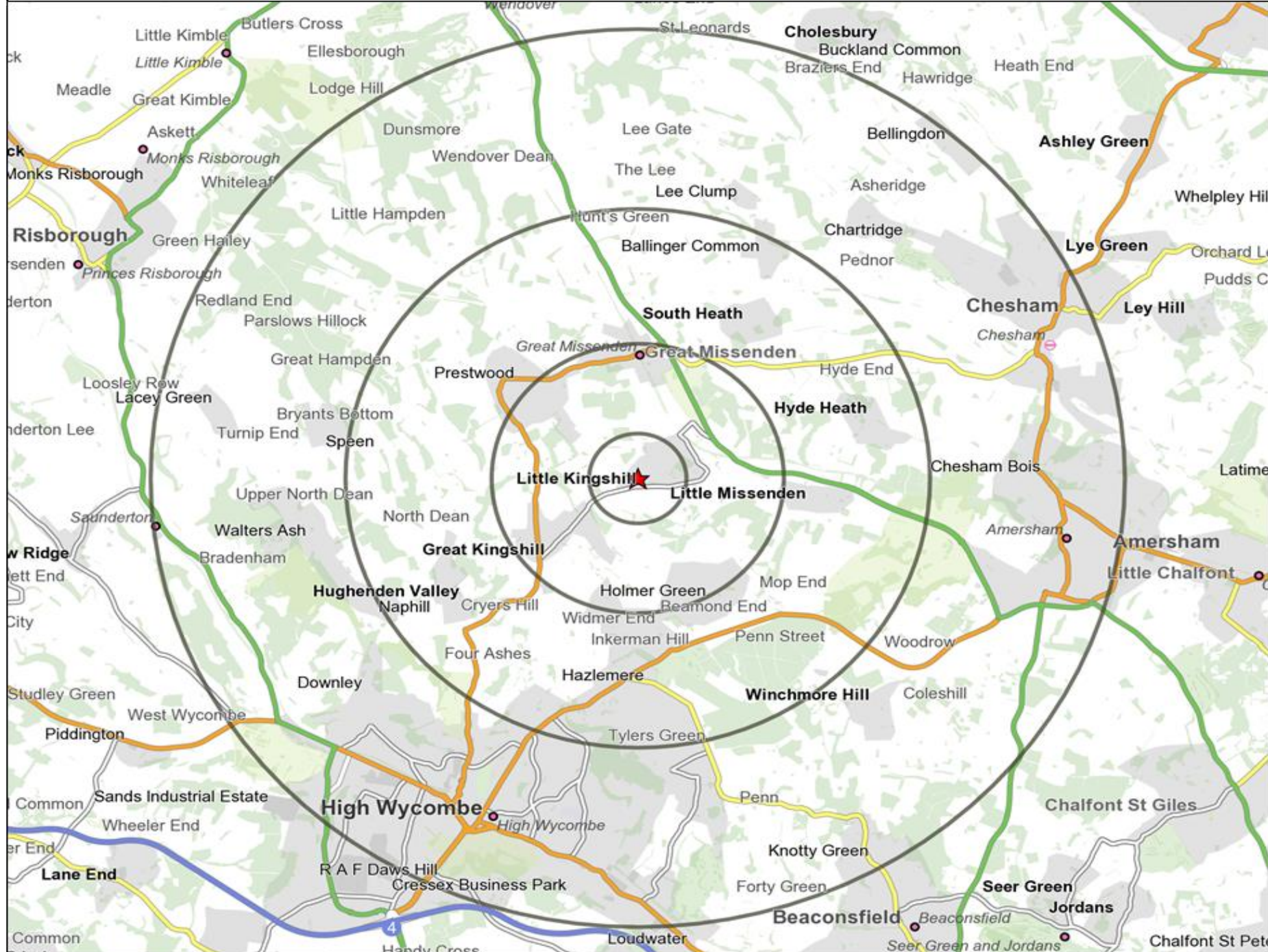




Customer Profile Report for FULL MOON, LITTLE KINGSHILL (Punch Outlet Number: 202739)
HARE LANE, GREAT MISSENDEN, HP16 0EE (HP16 0EE)



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

Age Data Table

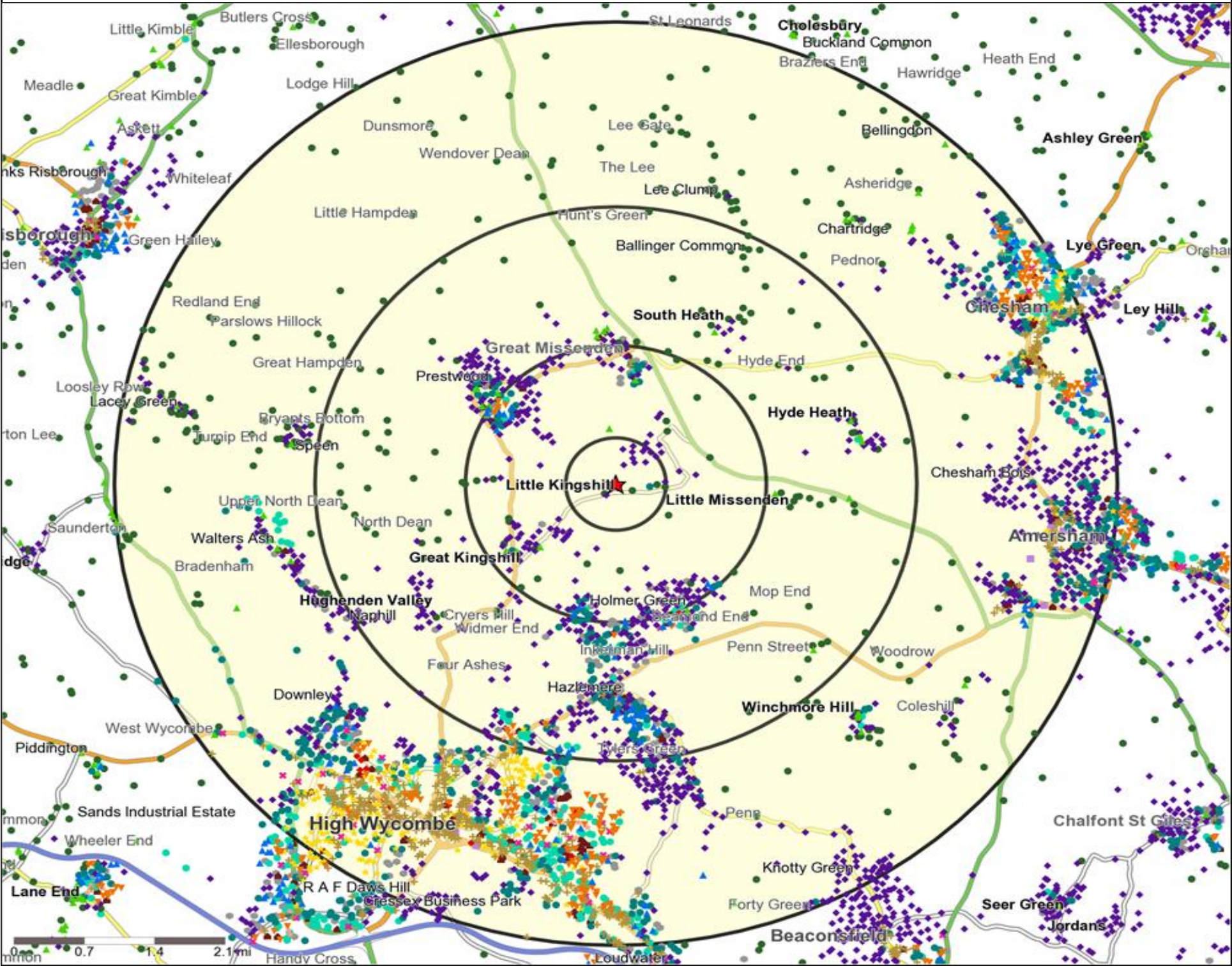
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	263	2,290	7,237	32,126	27,616	119	103	104	112	110
16-17	41	349	964	3,822	3,335	150	126	112	108	108
18-24	68	791	2,285	13,747	11,772	64	74	68	100	98
25-34	40	705	2,457	19,077	15,545	25	43	49	92	85
35-44	116	1,361	4,439	20,188	17,325	78	90	95	104	102
45-54	223	1,979	6,061	21,375	18,924	133	117	115	99	100
55-64	185	1,681	5,110	16,293	14,570	139	125	122	94	97
65+	243	2,732	8,456	25,823	24,249	114	128	127	94	101
Population estimate 2015	1,179	11,888	37,009	152,451	133,336	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	1,137	11,382	34,077	119,176	106,797	95%	96%	94%	80%	83%
Mixed / Multiple Ethnic Groups	17	173	616	4,382	3,565	1%	1%	2%	3%	3%
Asian / Asian British	32	209	1,025	19,694	14,485	3%	2%	3%	13%	11%
Black / African / Caribbean / Black British	11	53	280	4,933	3,548	1%	0%	1%	3%	3%
Other Ethnic Group	2	31	113	807	636	0%	0%	0%	1%	0%
All People (Ethnic Group)	1,199	11,848	36,111	148,992	129,031	100	100	100	100	100



Mosaic UK Map and Data: FULL MOON, LITTLE KINGSHILL (202739)



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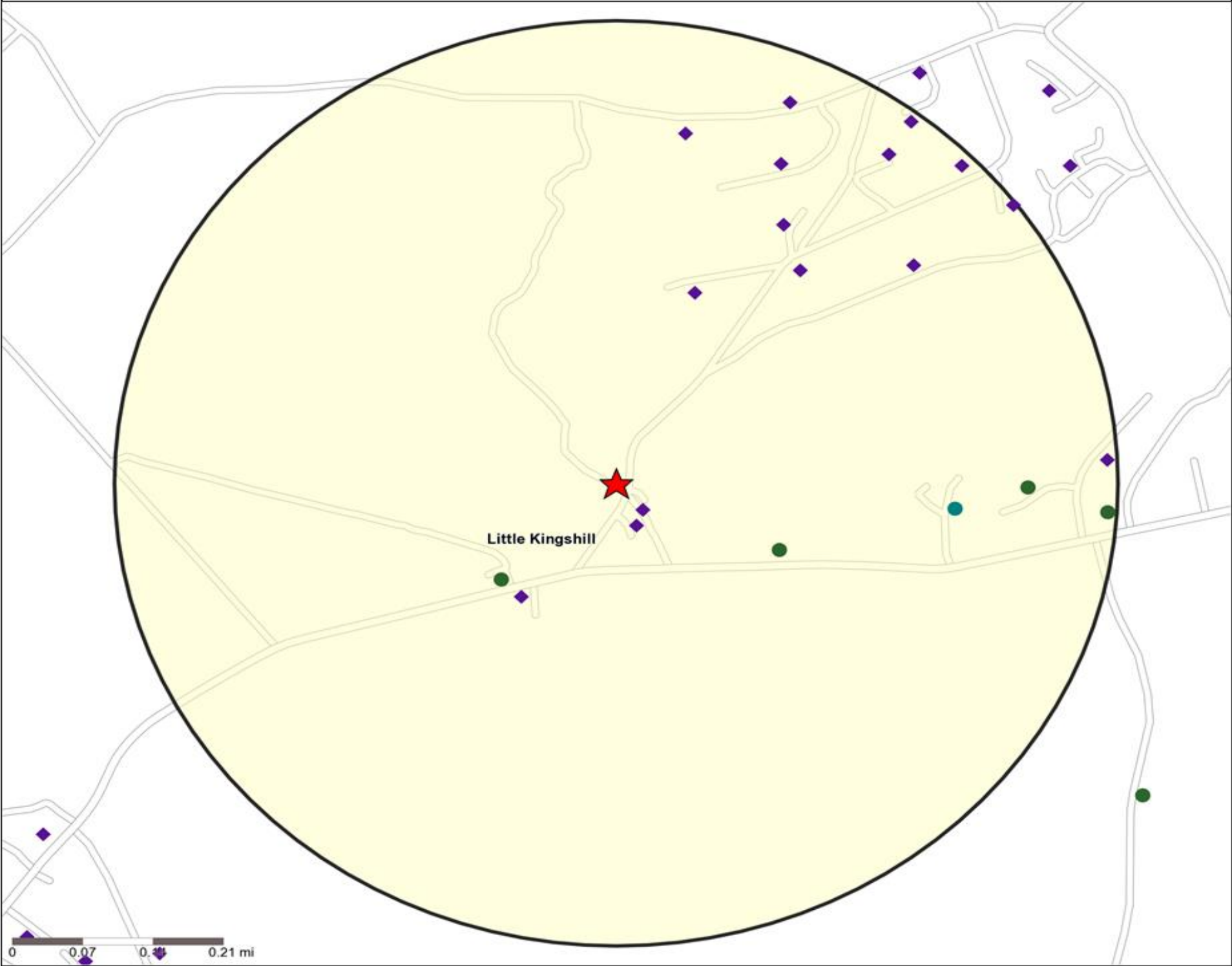
- Location
- 0.5, 1.5, 3.0 & 5.0 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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	0	375	397	0	0	0	8	9
B Prestige Positions (18+)	546	5,377	13,578	29,208	28,800	856	799	648	348	391
C Country Living (18+)	278	681	2,939	6,348	5,309	457	106	147	79	76
D Rural Reality (18+)	0	190	822	1,383	1,464	0	30	41	17	21
E Senior Security (18+)	0	557	2,285	6,036	6,000	0	74	98	64	73
F Suburban Stability (18+)	0	522	1,727	4,370	3,976	0	93	98	62	64
G Domestic Success (18+)	51	1,363	4,812	18,117	16,048	69	176	199	187	189
H Aspiring Homemakers (18+)	0	154	1,020	9,210	7,616	0	18	39	88	83
I Family Basics (18+)	0	174	458	7,385	5,843	0	26	22	89	80
J Transient Renters (18+)	0	0	38	1,247	1,071	0	0	2	19	18
K Municipal Challenge (18+)	0	0	35	507	567	0	0	2	7	10
L Vintage Value (18+)	0	112	664	3,366	3,575	0	19	37	46	56
M Modest Traditions (18+)	0	0	114	409	409	0	0	8	7	9
N Urban Cohesion (18+)	0	0	11	11,661	7,505	0	0	1	194	142
O Rental Hubs (18+)	0	100	249	15,475	12,605	0	14	11	174	162
Adults 18+ estimate 2015	875	9,230	28,752	115,097	101,185	100	100	100	100	100



Mosaic UK Map and Data: FULL MOON, LITTLE KINGSHILL (202739)



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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

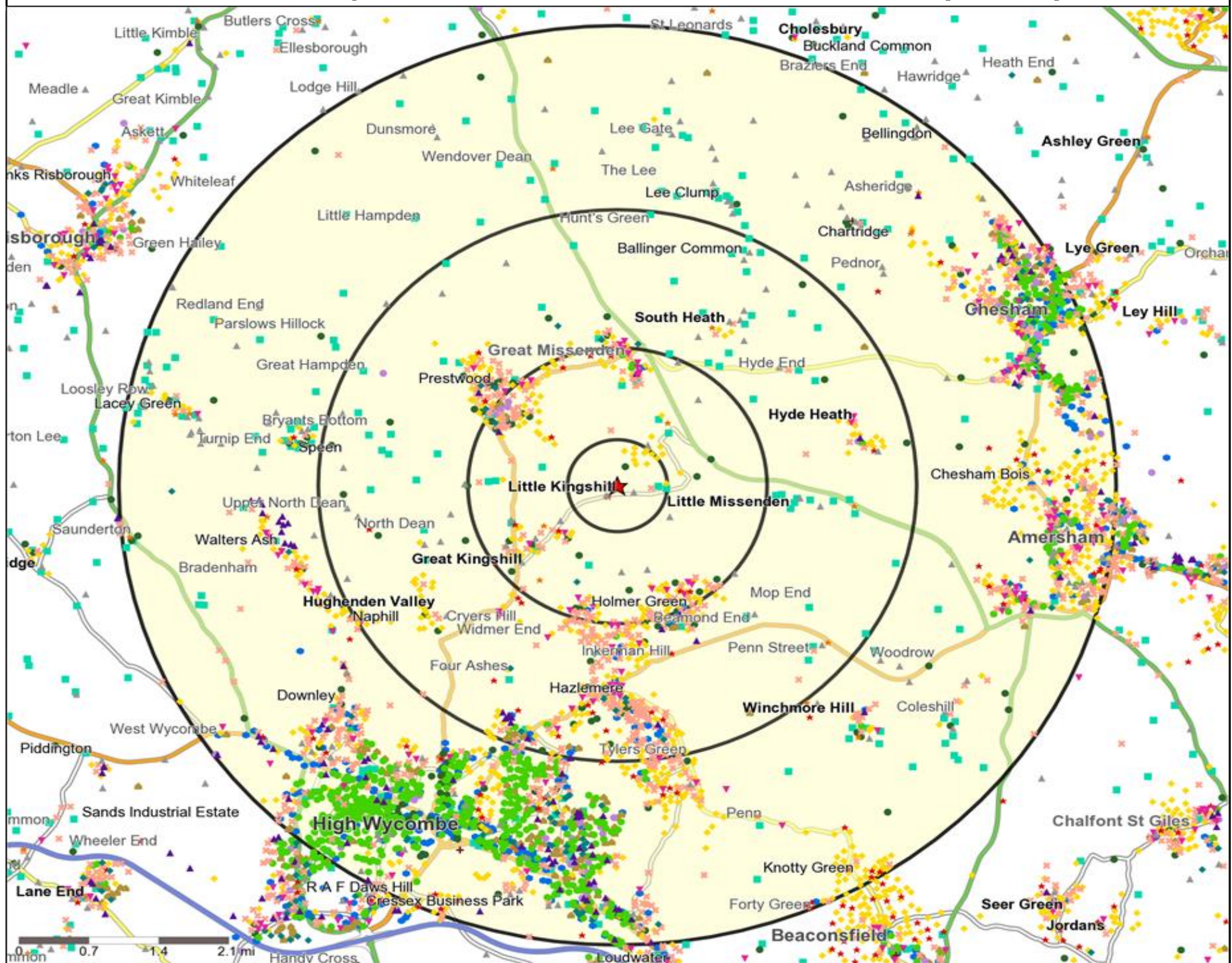
N Urban Cohesion

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+)	546	856
C Country Living (18+)	278	457
D Rural Reality (18+)	0	0
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	51	69
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	875	100



Occasions Map and Data: FULL MOON, LITTLE KINGSHILL (202739)



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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

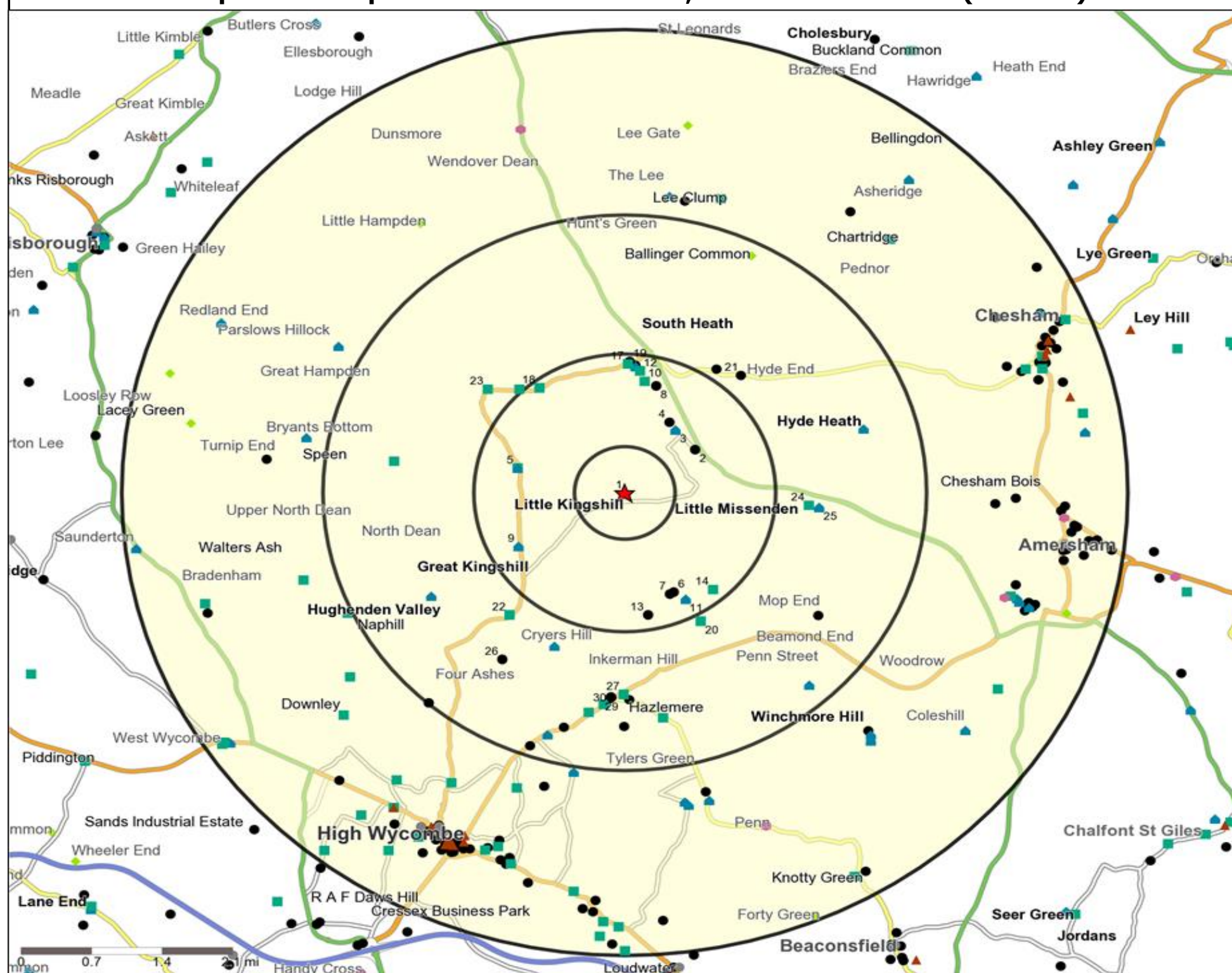
Occasions Data Table

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
01 Mine's a Pint	50	430	1,514	6,339	5,496	82	70	77	75	75
02 Early Doors	57	470	1,604	5,648	5,175	112	91	97	80	85
03 Everyday is Friday	25	378	1,165	5,525	4,799	58	86	83	91	92
04 Weekend Millionaires	12	220	916	4,650	4,016	19	35	45	53	53
05 Out On The Town	42	489	1,625	8,374	7,301	70	80	83	100	101
06 Business and Pleasure	64	348	1,178	6,247	5,211	206	111	117	144	139
07 Sporting Pints	10	189	689	9,965	7,469	15	28	32	107	93
08 Student Social	60	516	1,477	4,732	4,314	213	181	162	121	127
09 Leisurely Lunch	68	770	2,415	8,927	7,789	115	129	126	108	109
10 Wining and Dining	86	1,043	3,231	11,119	9,951	128	153	148	118	123
11 Household Outing	35	400	1,334	7,510	6,021	66	74	77	101	94
12 Midweek Meal Deal	17	138	415	2,562	2,015	57	46	43	61	56
13 Date Night	104	1,004	2,976	9,240	8,558	218	208	192	139	149
14 Birthday Treat	77	757	2,367	7,738	6,968	161	157	153	116	121
15 Pre Show Meal	18	180	614	2,562	2,210	110	108	115	112	112
Number of Occasions	725	7,332	23,520	101,138	87,293	100	100	100	100	100

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Competition Map and Data: FULL MOON, LITTLE KINGSHILL (202739)



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

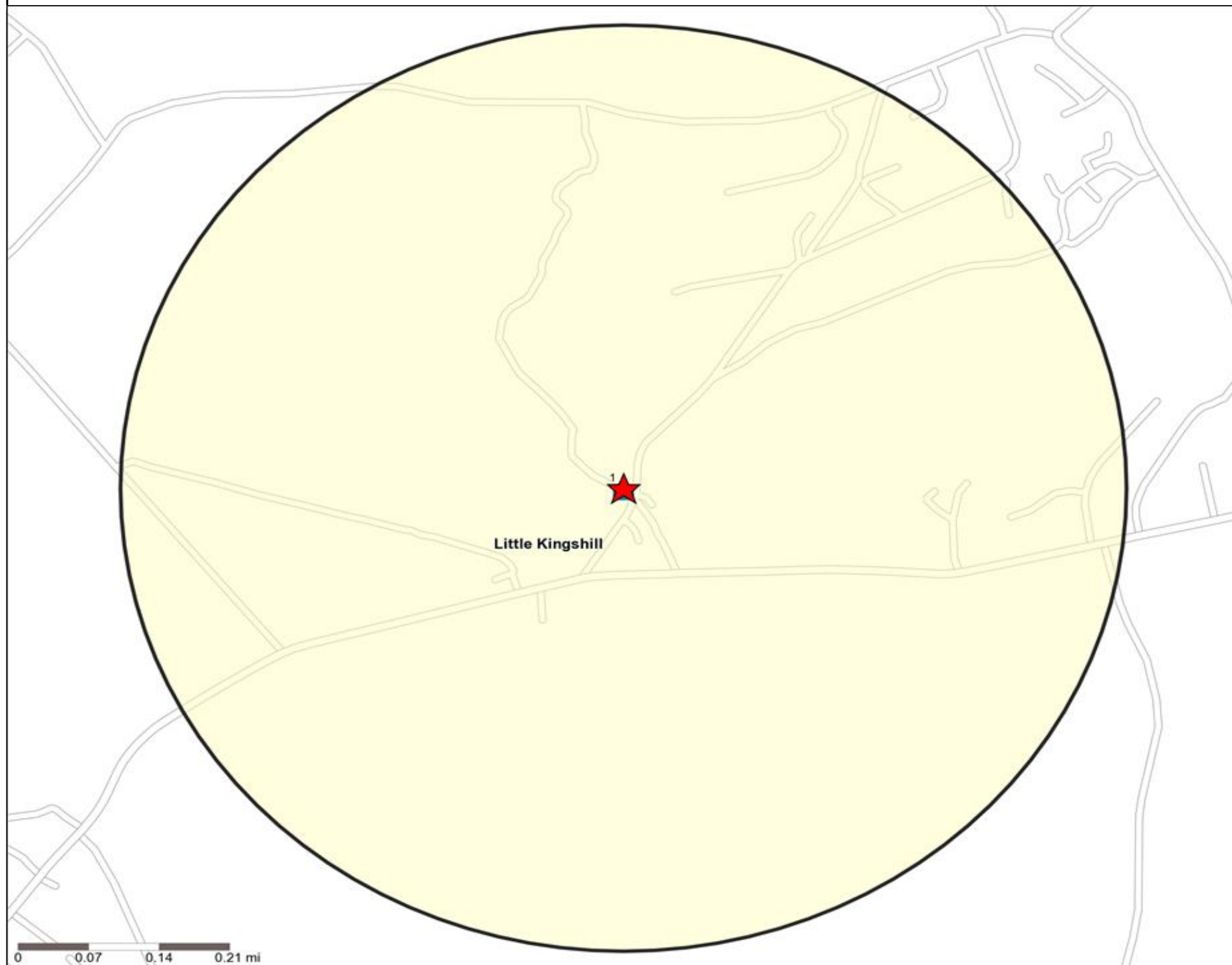


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	4
Circuit Bar	0	0	0	15
Community Local	0	5	13	42
Dry Led	1	6	12	30
Branded Food Pub	0	0	1	6
Rural	0	0	0	5
Other	0	8	22	121
Total	1	19	48	223



Competition Map and Data: FULL MOON, LITTLE KINGSHILL (202739)



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



Local Competition: FULL MOON, LITTLE KINGSHILL (202739)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FULL MOON, LITTLE KINGSHILL	HARE LANE, GREAT MISSENDEN, HP16 0EE	Punch Taverns	HP16 0EE	Punch Taverns	0.00
1	Full Moon	Hare Lane, Little Kingshill, Great Missenden	Punch Pub Company	HP16 0EE	Dry Led	0.00
2	Chiltern Hospital	Great Missenden	Independent Free	HP16 0EN	Other	0.84
3	Nags Head	London Road, Little Kingshill, Great Missenden	Independent Free	HP16 0DG	Dry Led	0.84
4	Great Missenden Lawn Tennis Club	London Road, Little Kingshill, Great Missenden	Independent Free	HP16 0DE	Other	0.88
5	Polecat	170 Wycombe Road, Prestwood, Great Missenden	Independent Free	HP16 0HJ	Dry Led	1.10
6	Royal British Legion Club	48 Beech Tree Road, Holmer Green, High Wycombe	Independent Free	HP15 6UT	Other	1.18
7	Mandarin Duck	Beech Tree Road, Holmer Green, High Wycombe	Independent Free	HP15 6UR	Other	1.18
8	Great Missenden Abbey Management Centre	London Road, Great Missenden	Independent Free	HP16 0BD	Other	1.20
9	Red Lion	Missenden Road, Great Kingshill, High Wycombe	British Country Inns	HP15 6EB	Dry Led	1.20
10	George	94 High Street, Prestwood, Great Missenden	Punch Pub Company	HP16 0BG	Community Local	1.22
11	Old Oak	New Pond Road, Holmer Green, High Wycombe	Enterprise Inns	HP15 6SX	Dry Led	1.30
12	White Lion	57 High Street, Great Missenden	Independent Free	HP16 0AL	Community Local	1.32
13	Holmer Green Sports Association	87 Watchet Lane, Holmer Green, High Wycombe	Independent Free	HP15 6UF	Other	1.34
14	Bat & Ball	Penfold Lane, Holmer Green, High Wycombe	Independent Free	HP15 6XW	Community Local	1.36
15	Akash	56 High Street, Great Missenden	Independent Free	HP16 0AU	Other	1.37
16	Cross Keys	40 High Street, Prestwood, Great Missenden	Fuller Smith & Turner	HP16 0AU	Dry Led	1.37
17	Black Horse	Wendover Road, Great Missenden	Punch Pub Company	HP16 9AY	Community Local	1.39
18	Green Man	2 High Street, Prestwood, Great Missenden	Punch Pub Company	HP16 9EB	Community Local	1.41
19	Pot Deli	Station Approach, Great Missenden	Independent Free	HP16 9AZ	Other	1.42
20	Earl Howe	11 Earl Howe Road, Holmer Green, High Wycombe	Enterprise Inns	HP15 6PU	Community Local	1.58
21	Annie Baileys Restaurant	Chesham Road, Great Missenden	Independent Free	HP16 0QT	Other	1.72
22	White Lion	Cryers Hill Road, Cryers Hill, High Wycombe	Enterprise Inns	HP15 6JP	Community Local	1.75
23	Chequers Tree	High Street, Prestwood, Great Missenden	Greene King	HP16 9HD	Community Local	1.76
24	Red Lion	Little Missenden, Amersham	Independent Free	HP 7 0QZ	Community Local	1.83
25	Crown	Little Missenden, Amersham	Independent Free	HP 7 0RD	Dry Led	1.94
26	Formerly De Vere Uplands House	Four Ashes Road, Cryers Hill, High Wycombe	Unknown	HP15 6LB	Other	2.17
27	Queens Head	352 Amersham Road, Hazlemere, High Wycombe	Greene King	HP15 7HN	Community Local	2.18
28	Raj	17 Penn Road, Hazlemere, High Wycombe	Independent Free	HP15 7LG	Other	2.21
29	Little India	Hazlemere Cross Roads, Hazlemere, High Wycombe	Independent Free	HP15 7LG	Other	2.21
30	Jai Ho	2 Hazlemere Cross Roads, Hazlemere, High Wycombe	Independent Free	HP15 7LG	Other	2.21