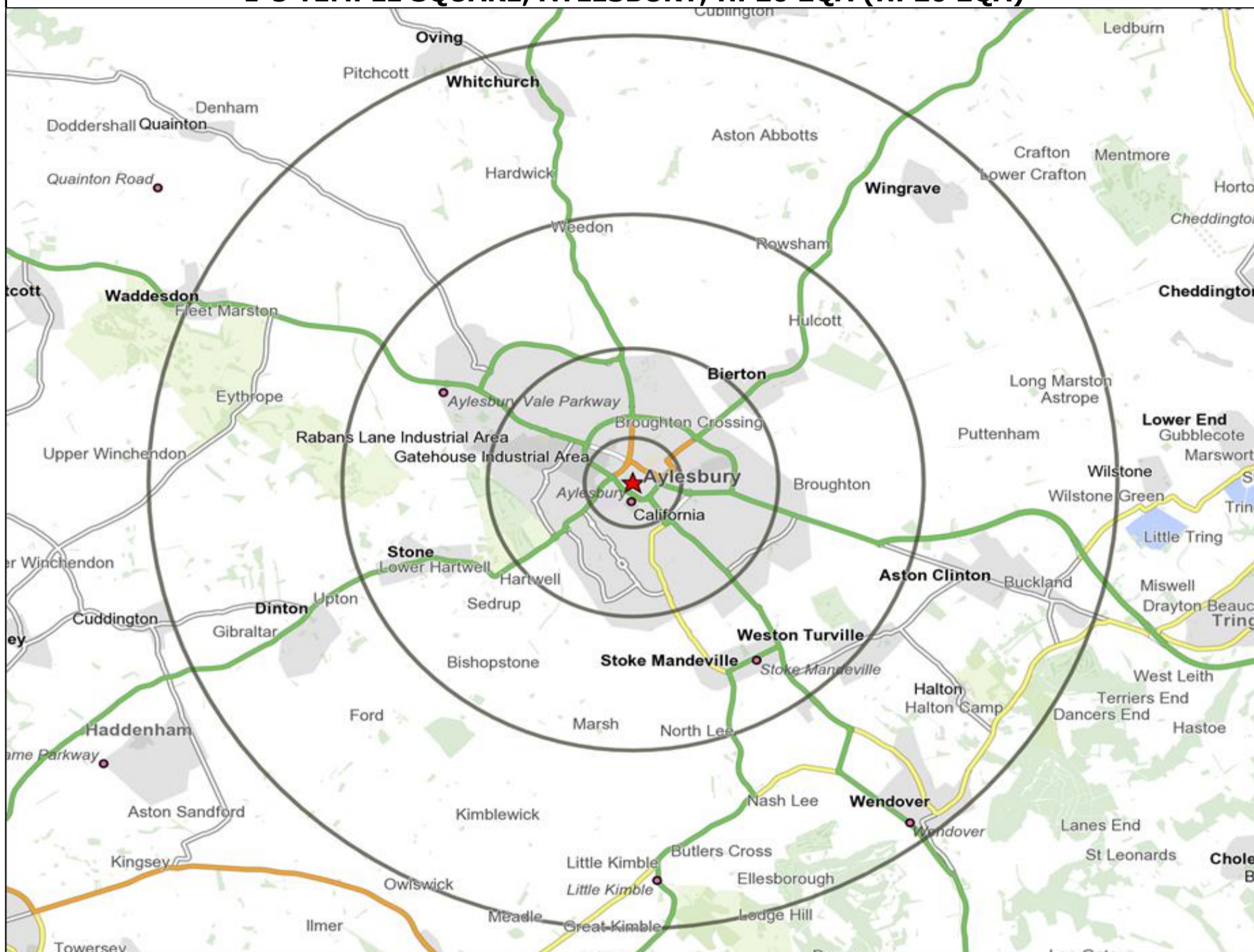




**Customer Profile Report for QUEENS HEAD, AYLESBURY (Punch Outlet Number: 203161)
1-5 TEMPLE SQUARE, AYLESBURY, HP20 2QA (HP20 2QA)**



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

Age Data Table

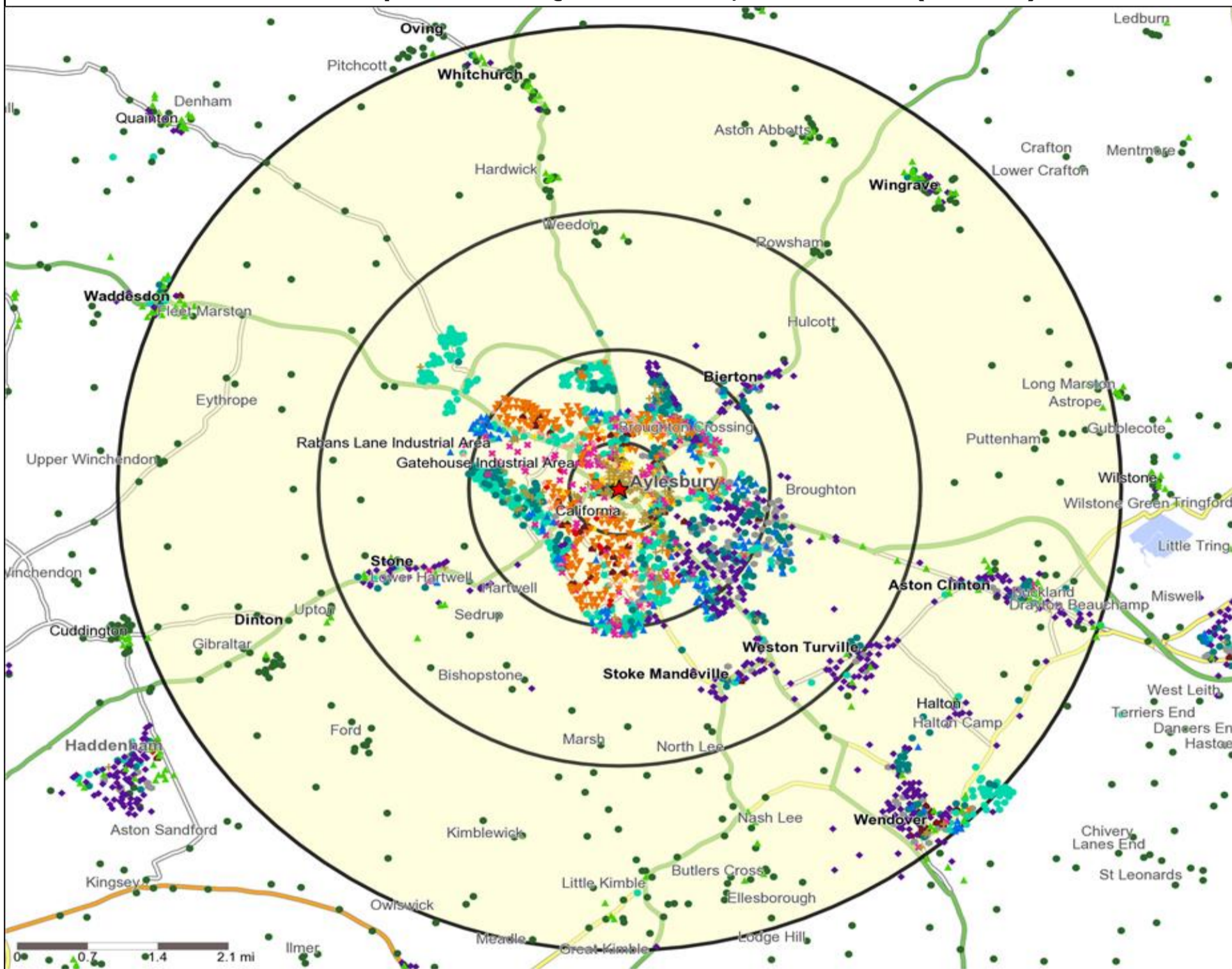
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	2,091	15,522	18,506	22,532	23,553	108	120	115	113	111
16-17	199	1,655	2,026	2,509	2,673	83	104	102	101	102
18-24	1,261	6,207	7,329	8,289	8,653	135	100	94	86	84
25-34	2,291	12,349	14,352	15,935	16,289	162	131	122	109	105
35-44	1,276	9,703	11,834	14,669	15,542	98	111	109	109	108
45-54	1,156	8,903	11,627	15,119	16,270	79	91	96	100	101
55-64	707	5,943	8,122	10,896	11,936	61	76	84	90	93
65+	1,333	8,485	12,019	16,603	18,309	72	69	78	87	90
Population estimate 2015	10,314	68,767	85,815	106,552	113,225	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	6,357	52,074	65,838	85,265	91,858	68%	79%	82%	85%	86%
Mixed / Multiple Ethnic Groups	368	2,349	2,635	2,921	2,975	4%	4%	3%	3%	3%
Asian / Asian British	2,016	8,132	8,695	9,000	9,002	22%	12%	11%	9%	8%
Black / African / Caribbean / Black British	445	2,431	2,608	2,725	2,730	5%	4%	3%	3%	3%
Other Ethnic Group	100	545	614	655	665	1%	1%	1%	1%	1%
All People (Ethnic Group)	9,286	65,531	80,390	100,566	107,230	100	100	100	100	100



Mosaic UK Map and Data: QUEENS HEAD, AYLESBURY (203161)



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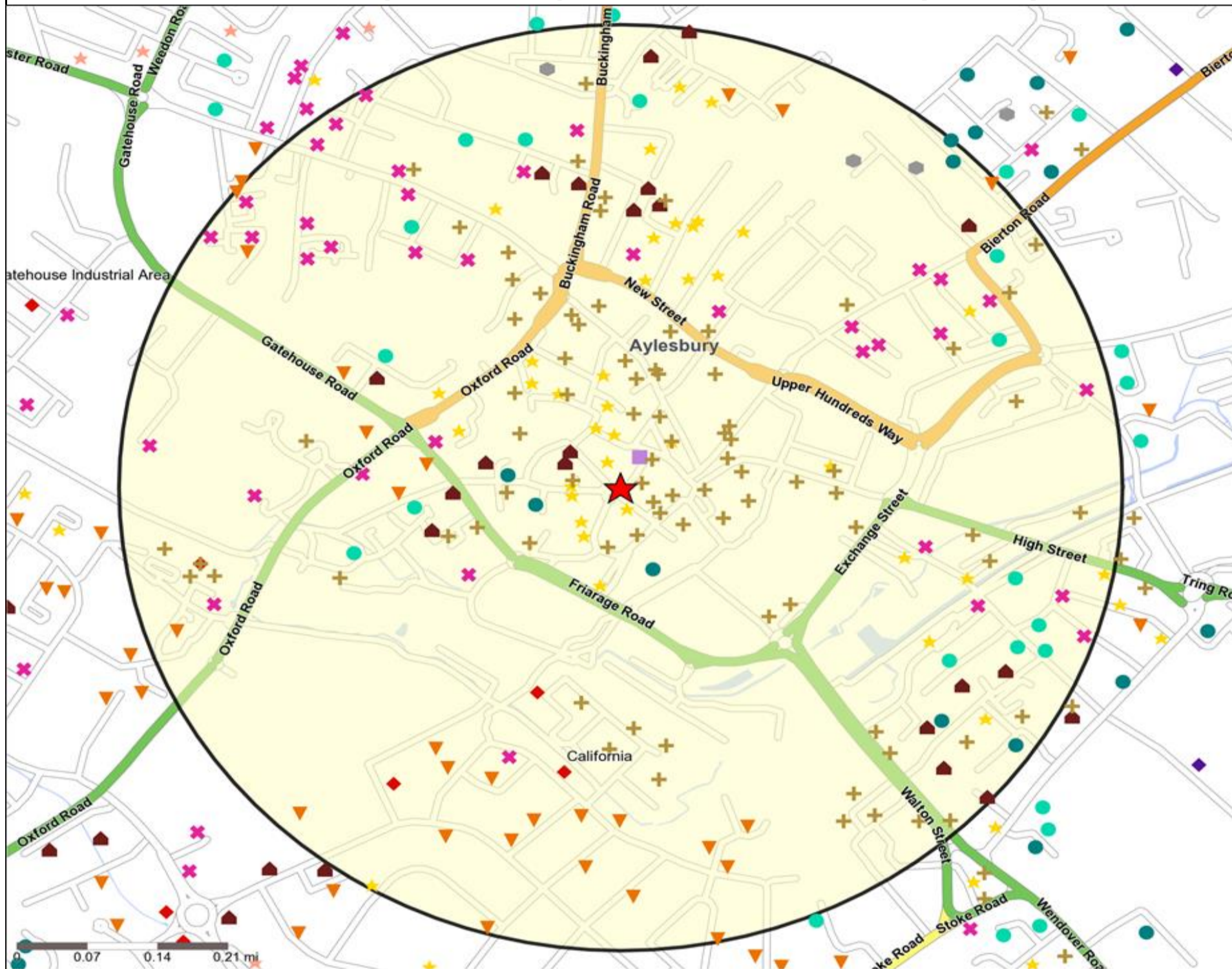
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- B Prestige Positions
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- 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+)	12	12	12	12	12	4	1	0	0	0
B Prestige Positions (18+)	0	2,815	6,526	10,909	12,539	0	76	138	185	199
C Country Living (18+)	0	37	650	4,625	5,368	0	1	14	82	90
D Rural Reality (18+)	0	2	477	3,674	4,857	0	0	11	66	81
E Senior Security (18+)	112	1,631	2,844	3,663	4,113	17	39	54	56	59
F Suburban Stability (18+)	0	3,036	4,452	4,718	4,874	0	97	113	96	92
G Domestic Success (18+)	197	5,136	7,421	8,920	10,004	30	120	136	131	138
H Aspiring Homemakers (18+)	708	12,459	15,435	16,576	16,415	98	268	262	225	209
I Family Basics (18+)	1,160	10,386	10,502	10,508	10,596	203	282	225	180	170
J Transient Renters (18+)	1,151	4,037	4,369	4,441	4,447	252	137	117	95	89
K Municipal Challenge (18+)	110	622	622	622	667	24	21	16	13	13
L Vintage Value (18+)	718	1,995	2,134	2,697	2,772	144	62	52	53	51
M Modest Traditions (18+)	0	1,613	1,751	1,751	1,751	0	66	57	46	43
N Urban Cohesion (18+)	1,174	1,921	1,921	1,921	1,958	284	72	57	45	43
O Rental Hubs (18+)	2,567	5,394	5,633	5,810	5,966	421	137	113	93	90
Adults 18+ estimate 2015	7,909	51,096	64,749	80,847	86,339	100	100	100	100	100



Mosaic UK Map and Data: QUEENS HEAD, AYLESBURY (203161)



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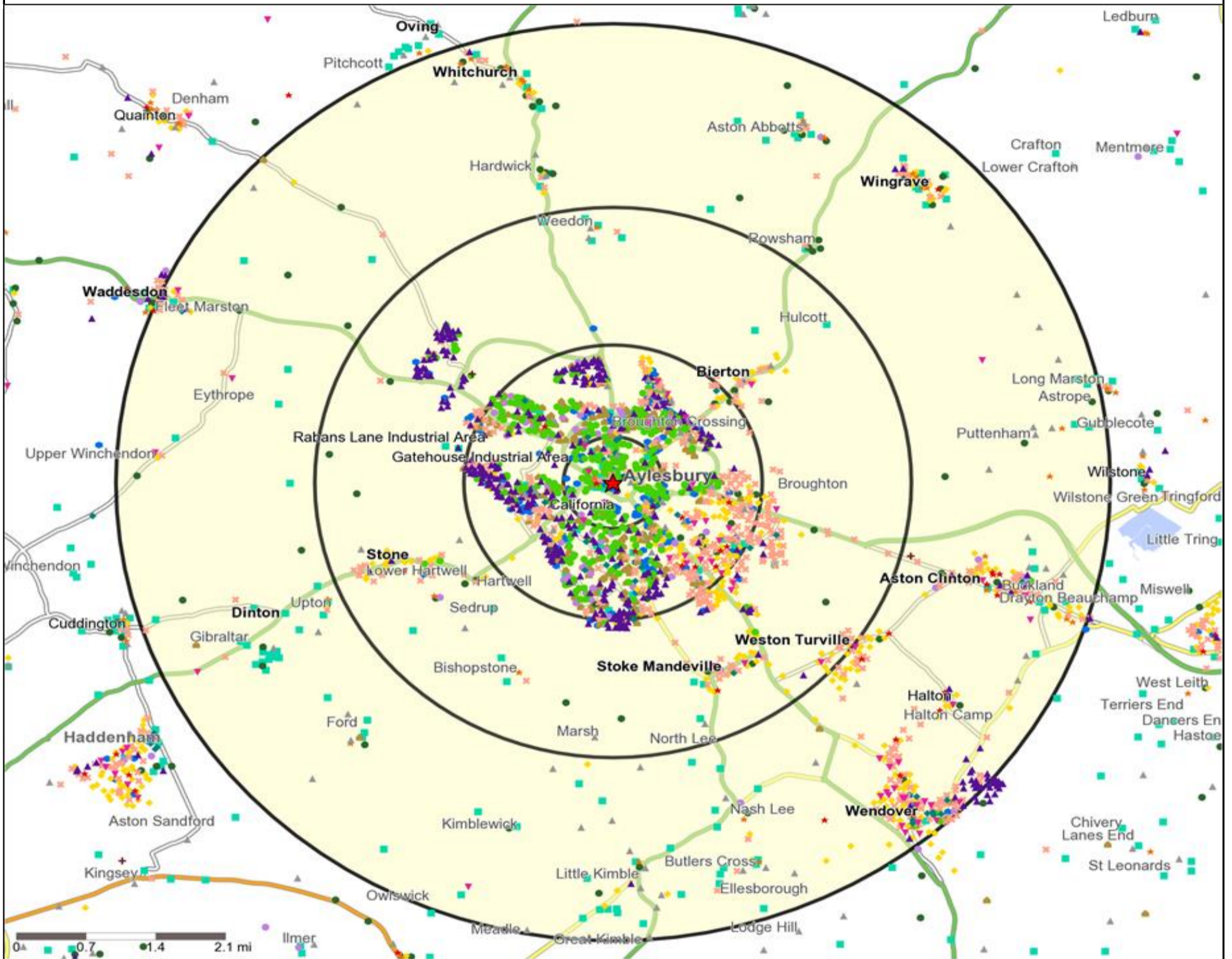
- | | | | | |
|-----------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5,1.5,3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	12	4
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	112	17
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	197	30
H Aspiring Homemakers (18+)	708	98
I Family Basics (18+)	1,160	203
J Transient Renters (18+)	1,151	252
K Municipal Challenge (18+)	110	24
L Vintage Value (18+)	718	144
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	1,174	284
O Rental Hubs (18+)	2,567	421
Adults 18+ estimate 2015	7,909	100



Occasions Map and Data: QUEENS HEAD, AYLESBURY (203161)



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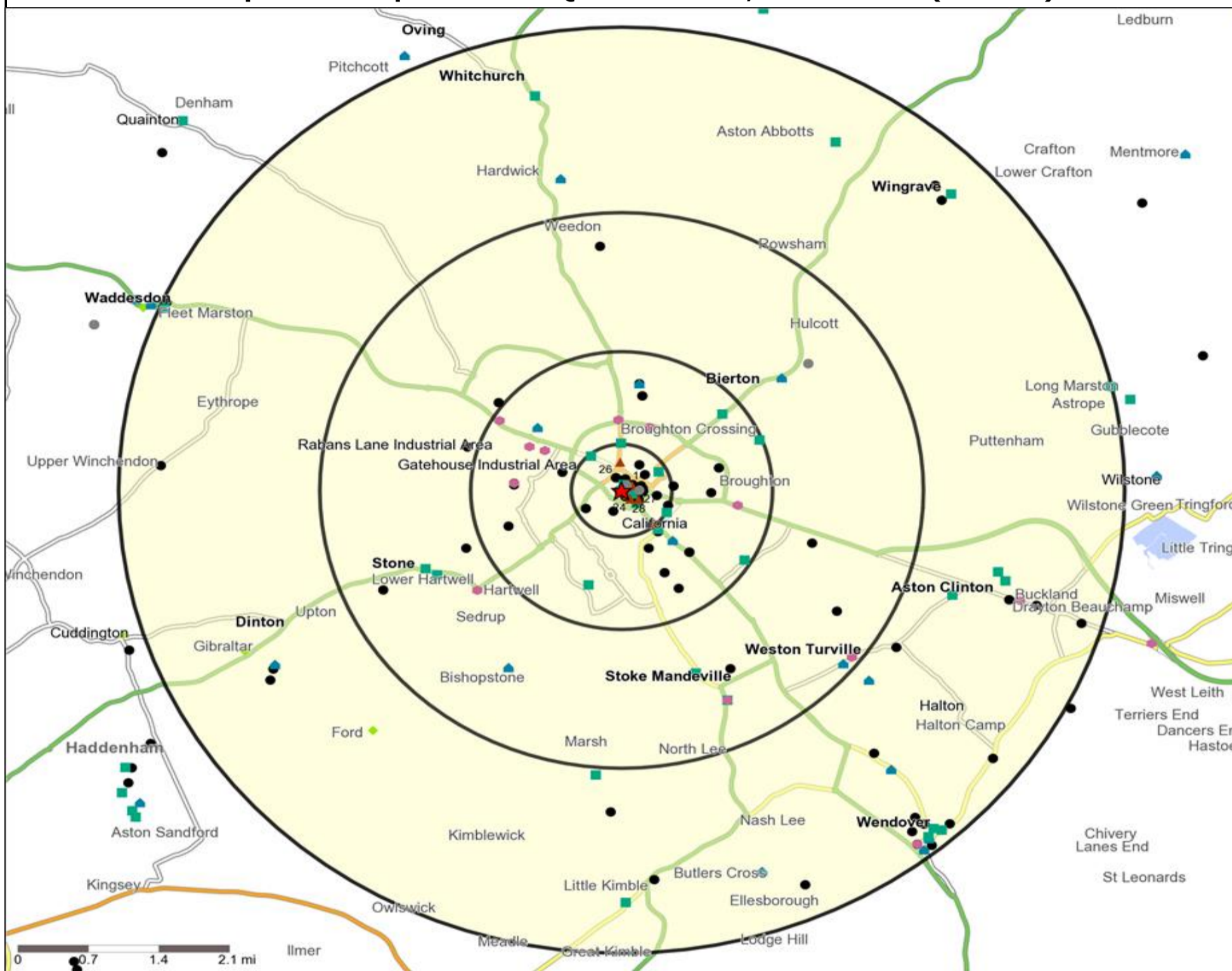
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ★ 10 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	568	2,566	3,113	4,256	4,621	89	61	60	68	70
02 Early Doors	297	2,525	3,162	4,081	4,341	56	72	73	78	79
03 Everyday is Friday	533	3,867	4,551	5,290	5,510	117	130	124	119	117
04 Weekend Millionaires	506	4,942	6,027	6,769	6,799	77	115	114	105	100
05 Out On The Town	818	4,888	5,903	6,625	6,855	129	118	116	107	105
06 Business and Pleasure	454	2,363	2,793	3,506	3,722	139	110	106	109	110
07 Sporting Pints	1,320	5,729	6,345	6,713	6,839	189	125	113	98	95
08 Student Social	149	1,406	1,973	2,719	2,976	50	73	83	94	98
09 Leisurely Lunch	536	3,465	4,433	5,735	6,143	86	85	88	94	96
10 Wining and Dining	542	4,240	5,803	7,409	7,895	77	92	102	107	108
11 Household Outing	657	4,797	5,584	6,310	6,544	117	131	124	115	113
12 Midweek Meal Deal	294	1,716	1,991	2,488	2,631	93	83	78	81	81
13 Date Night	387	3,189	4,446	5,868	6,334	77	97	110	119	122
14 Birthday Treat	348	2,929	3,822	4,999	5,410	69	89	94	102	104
15 Pre Show Meal	204	1,229	1,536	1,891	1,977	118	109	110	112	111
Number of Occasions	7,613	49,851	61,482	74,659	78,597	100	100	100	100	100



Competition Map and Data: QUEENS HEAD, AYLESBURY (203161)



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

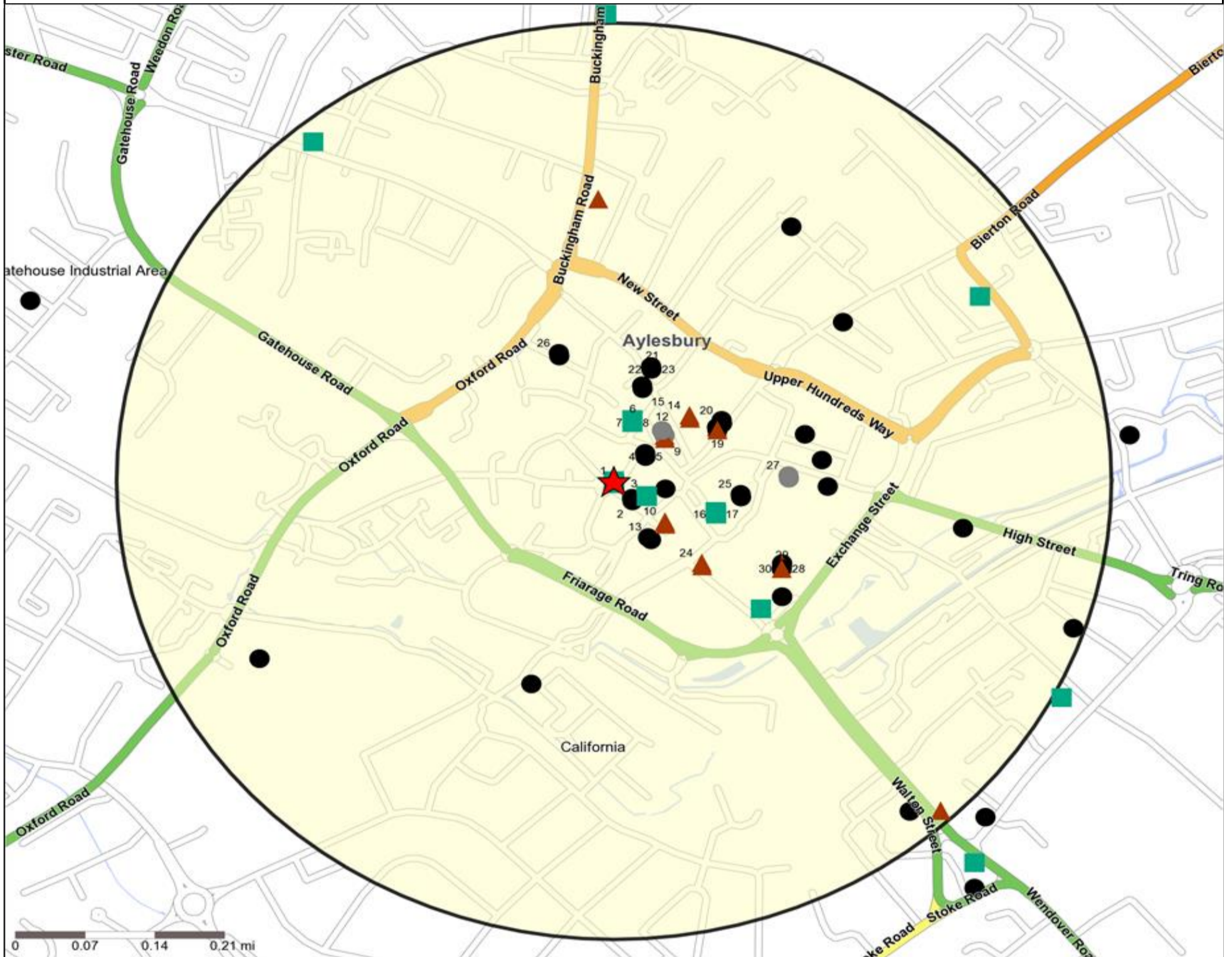
- ★ Location
- ⬠ Branded Food
- ▲ Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

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	2	2	3	3
Circuit Bar	8	8	8	8
Community Local	8	16	20	32
Dry Led	0	4	7	13
Branded Food Pub	0	6	9	11
Rural	0	0	0	2
Other	32	53	65	91
Total	50	89	112	160



Competition Map and Data: QUEENS HEAD, AYLESBURY (203161)



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	2
Circuit Bar	8
Community Local	8
Dry Led	0
Branded Food Pub	0
Rural	0
Other	32
Total	50



Local Competition: QUEENS HEAD, AYLESBURY (203161)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	QUEENS HEAD, AYLESBURY	1-5 TEMPLE SQUARE, AYLESBURY, HP20 2QA	Punch Taverns	HP20 2QA	Punch Taverns	0.00
1	Queens Head	1 Temple Square, Aylesbury	Punch Pub Company	HP20 2QA	Community Local	0.00
2	Aylesbury Literary Club	7-11 Temple Street, Aylesbury	Independent Free	HP20 2RN	Other	0.03
3	Farmers Bar At Kings Head	9A Market Square, Aylesbury	Independent Free	HP20 2RW	Community Local	0.04
4	Fever	14 Kingsbury, Aylesbury	Fever Bars	HP20 2HT	Other	0.04
5	Victoria Club	22 Kingsbury, Aylesbury	Independent Free	HP20 2HT	Other	0.04
6	Desire	40 Kingsbury, Aylesbury	Independent Free	HP20 2JE	Other	0.07
7	Pizza Express	58 Kingsbury, Aylesbury	Hony Capital	HP20 2JE	Other	0.07
8	Rockwood	32 Kingsbury, Aylesbury	Punch Pub Company	HP20 2JE	Community Local	0.07
9	Kingsbury	17 Kingsbury, Aylesbury	Stonegate Pub Company	HP20 2HZ	Circuit Bar	0.07
10	Mango Grove	1 Silver Street, Aylesbury	Unknown	HP20 2PT	Circuit Bar	0.07
11	La Salute	3 Kingsbury, Aylesbury	Independent Free	HP20 2JA	Other	0.07
12	31	31 Kingsbury, Aylesbury	Independent Free	HP20 2JA	Cafe / Wine Bar	0.07
13	Noodle Bar	1-3 Bourbon Street, Aylesbury	Noodle Bar	HP20 2PZ	Other	0.07
14	Emperors Lounge	31 Buckingham Street, Aylesbury	Brakspear	HP20 2LA	Circuit Bar	0.10
15	Golden Bengal	1 Buckingham Street, Aylesbury	Independent Free	HP20 2LE	Other	0.11
16	Green Man	32 Market Square, Aylesbury	Punch Pub Company	HP20 1TW	Community Local	0.11
17	Oak House	36 Market Square, Aylesbury	Hawthorn Leisure	HP20 1TW	Community Local	0.11
18	Formerly Odeon	44 Cambridge Street, Aylesbury	Unknown	HP20 1RS	Other	0.12
19	Harrow	4 Cambridge Street, Aylesbury	Punch Pub Company	HP20 1RS	Circuit Bar	0.12
20	China Thai	Cambridge Street, Aylesbury	Independent Free	HP20 1RA	Other	0.13
21	Peking Inn	37 Buckingham Street, Aylesbury	Independent Free	HP20 2NQ	Other	0.13
22	Prezzo	39 Buckingham Street, Aylesbury	Prezzo plc	HP20 2NQ	Other	0.13
23	St James	39a Buckingham Street, Aylesbury	Independent Free	HP20 2NQ	Other	0.13
24	Bell Hotel	40 Market Square, Aylesbury	Wetherspoon	HP20 1TX	Circuit Bar	0.13
25	Shoot Pool	High Street, Aylesbury	Independent Free	HP20 1ST	Other	0.13
26	Masonic Hall	Ripon Street, Aylesbury	Independent Free	HP20 2JP	Other	0.15
27	Mendoza	30 High Street, Aylesbury	Independent Free	HP20 1SF	Cafe / Wine Bar	0.18
28	White Hart	Exchange Street, Aylesbury	Wetherspoon	HP20 1UR	Circuit Bar	0.19
29	Nandos	2 Exchange Street, Aylesbury	Nandos Restaurants	HP20 1UR	Other	0.19
30	Gourmet Burger Kitchen	Unit2a The Exchange, Aylesbury	Nandos Restaurants	HP20 1UR	Other	0.19