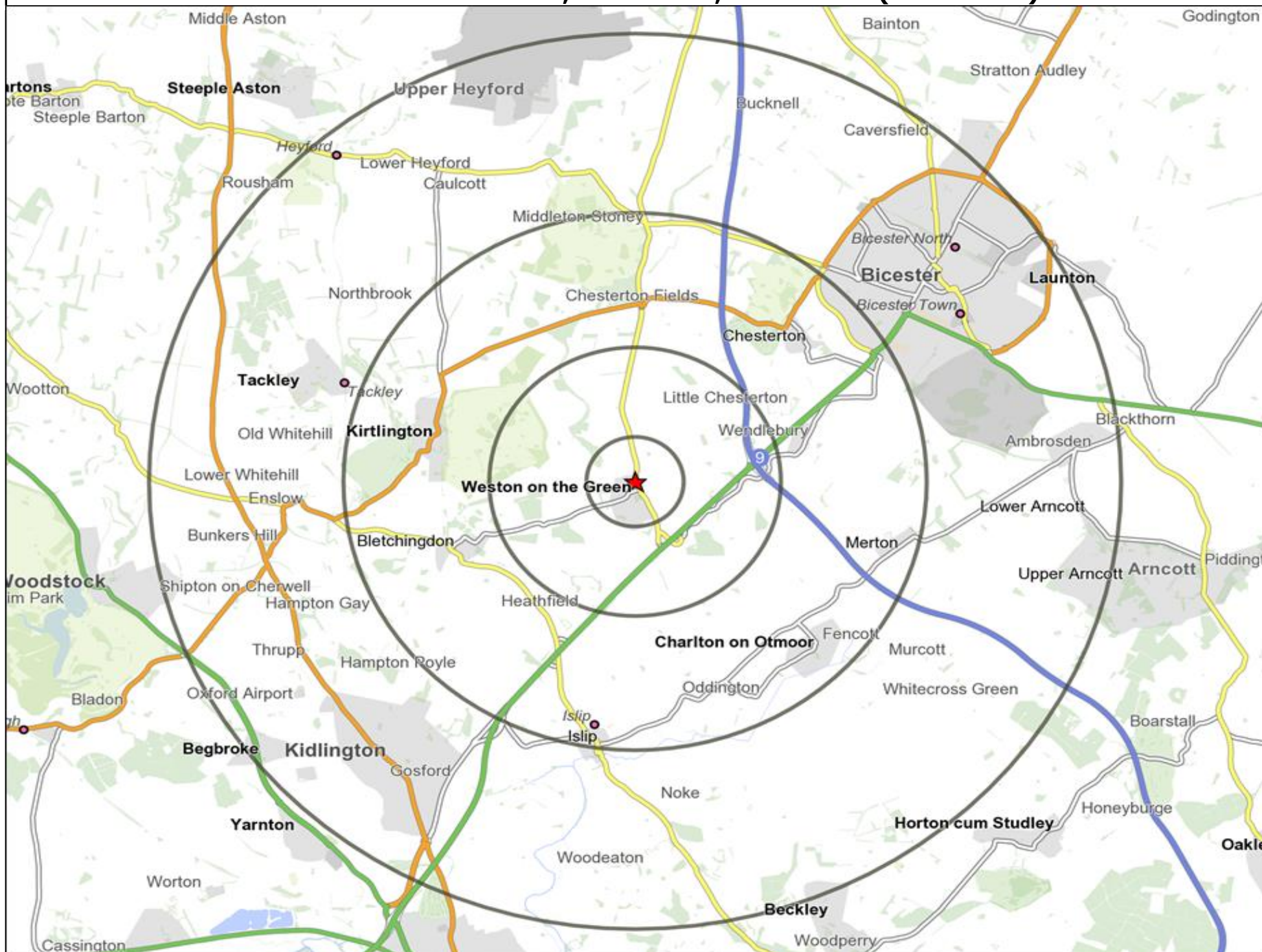




**Customer Profile Report for BLACK SHEEP, BICESTER (Punch Outlet Number: 201125)
WESTON ON THE GREEN, BICESTER, OX25 3RA (OX25 3RA)**



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

Age Data Table

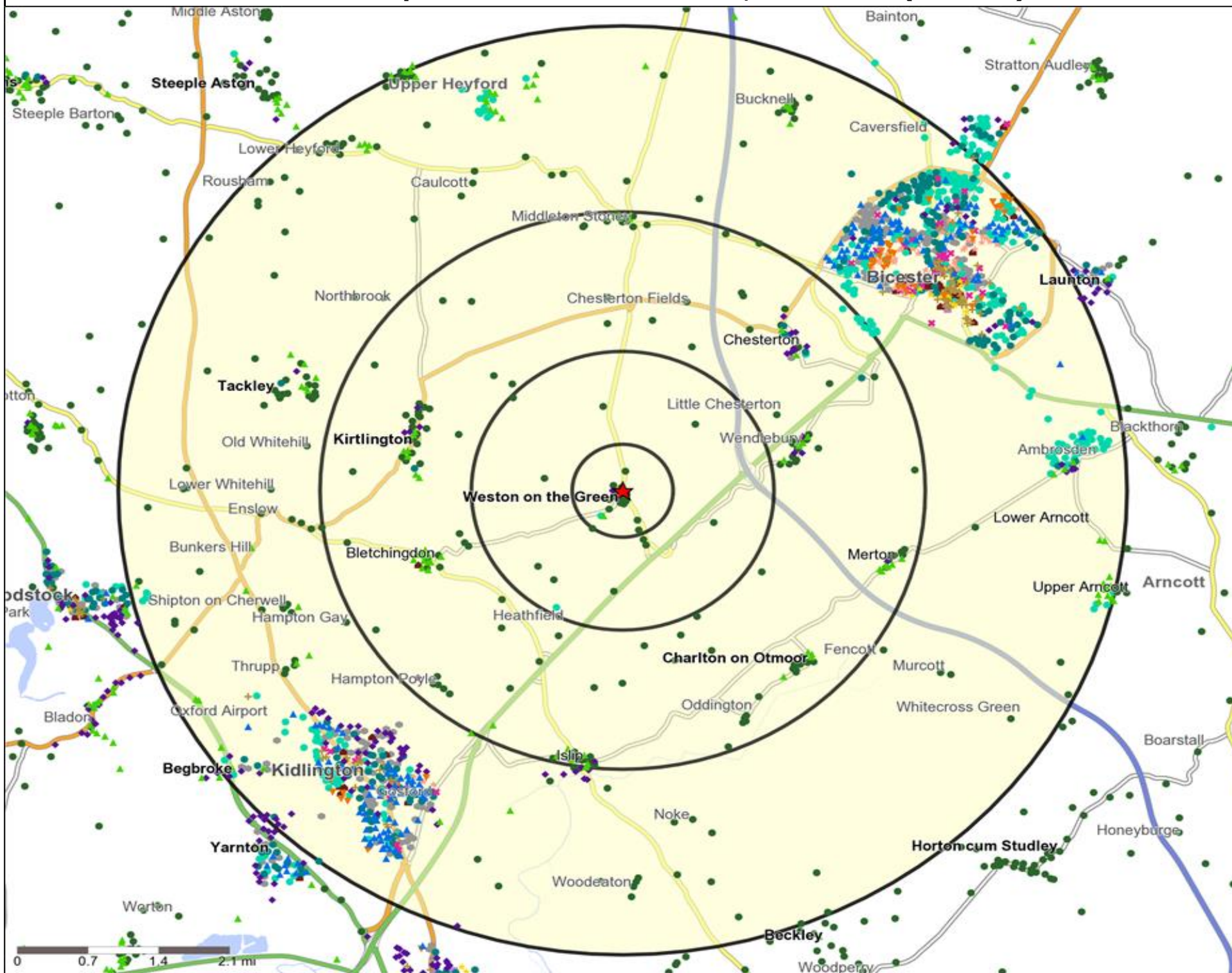
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	67	100	1,059	12,358	20,933	74	78	96	106	104
16-17	10	14	92	1,362	2,531	90	88	67	95	101
18-24	16	29	258	4,577	7,768	37	47	48	82	80
25-34	25	41	455	8,928	14,925	38	44	56	105	102
35-44	60	90	802	8,680	14,744	99	103	107	110	108
45-54	82	122	1,120	9,281	15,917	120	125	134	106	104
55-64	73	103	837	6,505	11,769	134	133	126	93	97
65+	147	187	1,268	10,247	18,833	170	151	120	92	97
Population estimate 2015	480	686	5,891	61,938	107,420	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	443	626	5,100	55,289	93,397	98%	98%	97%	92%	91%
Mixed / Multiple Ethnic Groups	1	2	63	1,189	2,310	0%	0%	1%	2%	2%
Asian / Asian British	3	8	72	2,167	4,613	1%	1%	1%	4%	4%
Black / African / Caribbean / Black British	2	3	13	907	1,476	0%	0%	0%	2%	1%
Other Ethnic Group	2	3	9	314	792	0%	0%	0%	1%	1%
All People (Ethnic Group)	451	642	5,257	59,866	102,588	100	100	100	100	100



Mosaic UK Map and Data: BLACK SHEEP, BICESTER (201125)



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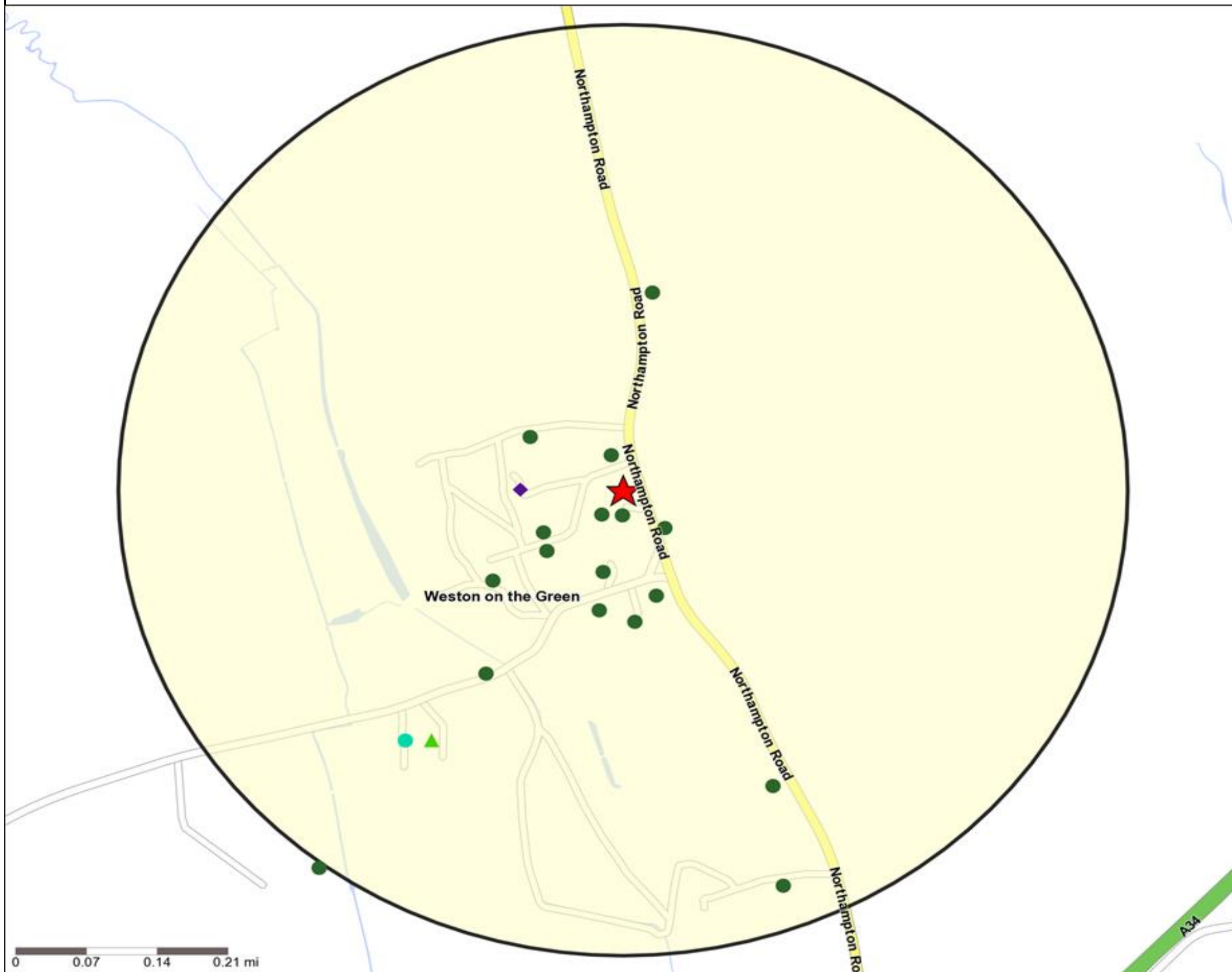
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- B Prestige Positions
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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	9	5,949	0	0	0	0	171
B Prestige Positions (18+)	13	13	426	2,647	9,034	44	31	124	76	151
C Country Living (18+)	354	481	2,486	4,367	7,616	1,258	1,211	760	132	133
D Rural Reality (18+)	27	37	1,017	2,763	4,282	96	93	312	84	75
E Senior Security (18+)	0	0	48	4,351	6,573	0	0	13	112	98
F Suburban Stability (18+)	0	0	0	6,987	7,882	0	0	0	240	157
G Domestic Success (18+)	0	0	175	6,582	12,451	0	0	44	164	180
H Aspiring Homemakers (18+)	11	41	510	11,343	13,429	30	79	119	261	179
I Family Basics (18+)	0	0	0	1,976	3,041	0	0	0	57	51
J Transient Renters (18+)	0	0	0	1,249	1,278	0	0	0	45	27
K Municipal Challenge (18+)	0	0	0	0	187	0	0	0	0	4
L Vintage Value (18+)	0	0	48	1,268	2,337	0	0	16	42	45
M Modest Traditions (18+)	0	0	0	1,886	1,903	0	0	0	83	49
N Urban Cohesion (18+)	0	0	0	290	900	0	0	0	12	21
O Rental Hubs (18+)	0	0	0	1,987	5,380	0	0	0	54	85
Adults 18+ estimate 2015	405	572	4,710	47,705	82,242	100	100	100	100	100



Mosaic UK Map and Data: BLACK SHEEP, BICESTER (201125)



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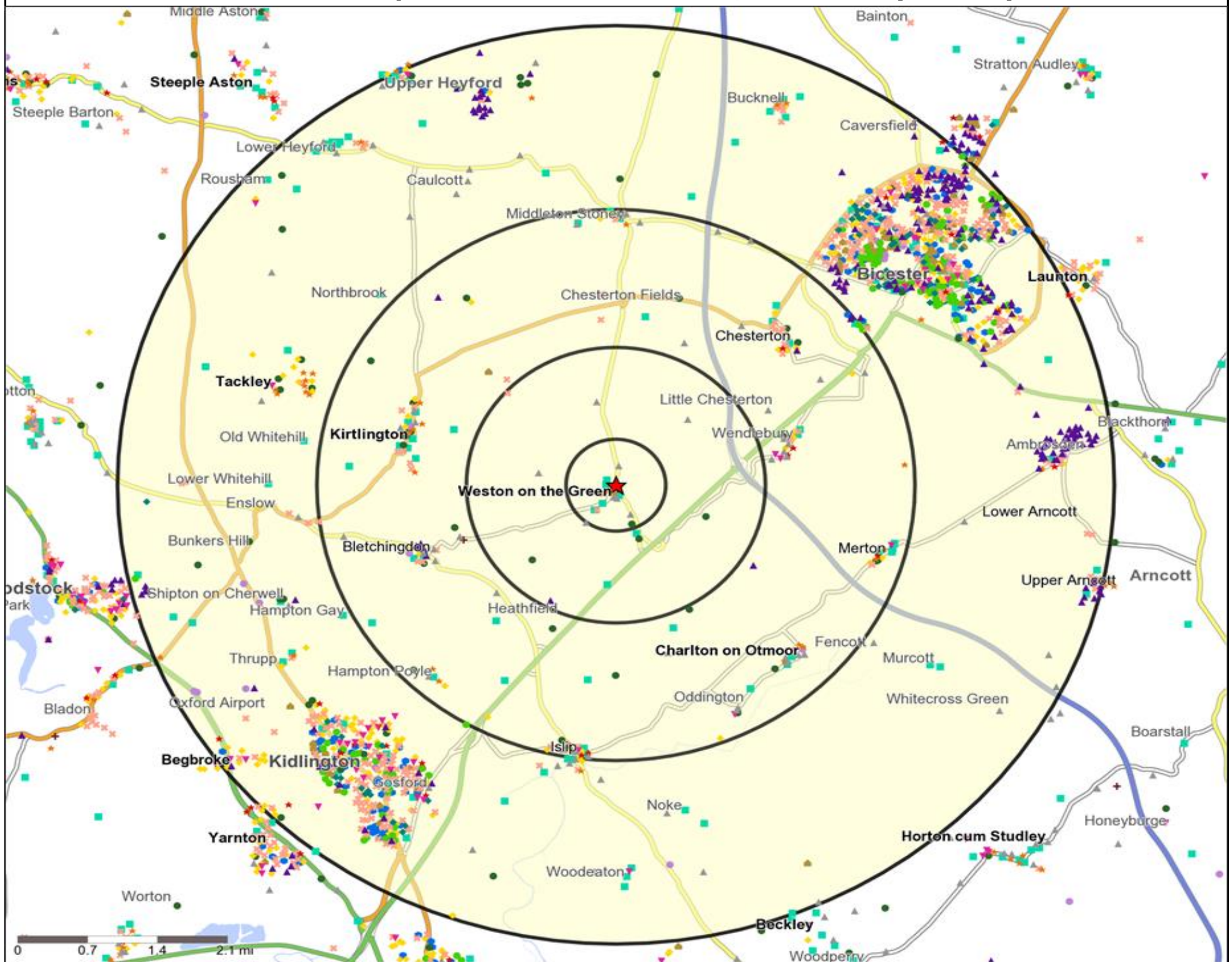
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	0	0
B Prestige Positions (18+)	13	44
C Country Living (18+)	354	1,258
D Rural Reality (18+)	27	96
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	11	30
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	405	100



Occasions Map and Data: BLACK SHEEP, BICESTER (201125)



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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	48	60	360	2,334	4,452	176	166	121	64	74
02 Early Doors	21	27	215	2,610	3,966	92	89	87	85	79
03 Everyday is Friday	19	24	202	2,932	4,517	98	93	95	112	105
04 Weekend Millionaires	8	12	168	3,975	5,151	29	32	55	105	83
05 Out On The Town	16	21	200	4,058	6,441	59	59	68	111	108
06 Business and Pleasure	35	49	278	1,962	3,772	251	265	183	104	122
07 Sporting Pints	3	6	88	3,022	5,133	10	15	27	75	78
08 Student Social	21	31	243	1,865	3,110	166	185	177	110	111
09 Leisurely Lunch	34	44	343	3,430	6,035	128	125	119	96	103
10 Wining and Dining	24	34	370	4,724	8,027	80	85	113	116	120
11 Household Outing	17	20	155	3,519	5,013	71	63	60	109	95
12 Midweek Meal Deal	29	36	226	1,506	2,156	216	202	154	83	72
13 Date Night	21	26	331	3,800	6,585	98	92	142	132	139
14 Birthday Treat	20	27	261	2,912	5,603	93	95	112	101	118
15 Pre Show Meal	9	14	100	1,176	1,979	122	143	125	118	121
Number of Occasions	325	431	3,540	43,825	71,940	100	100	100	100	100



Competition Map and Data: BLACK SHEEP, BICESTER (201125)



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

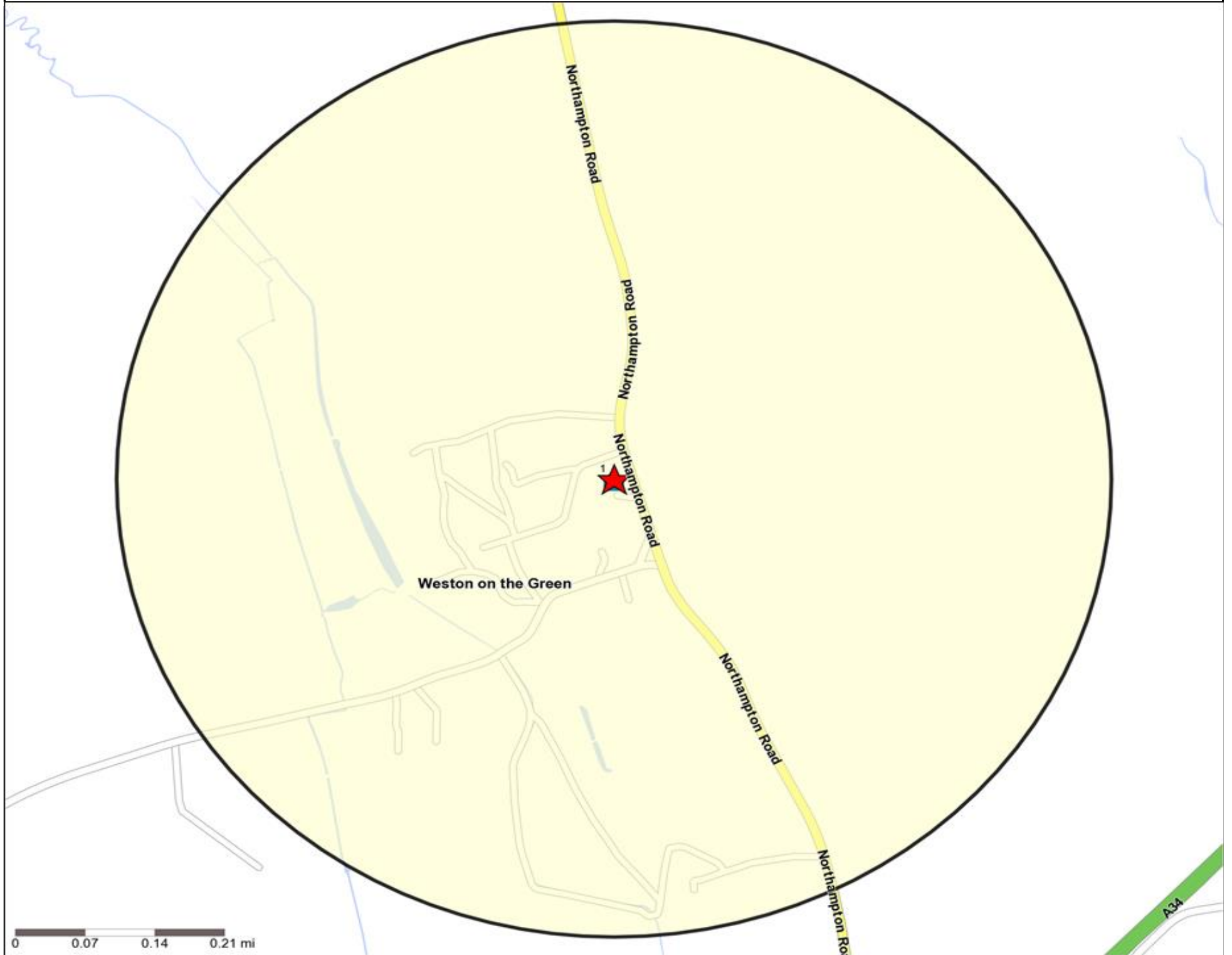
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Community Local

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	1	1	4
Circuit Bar	0	0	0	3
Community Local	0	0	4	22
Dry Led	1	2	6	10
Branded Food Pub	0	0	0	5
Rural	0	0	0	2
Other	0	4	13	64
Total	1	7	24	110



Competition Map and Data: BLACK SHEEP, BICESTER (201125)



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: BLACK SHEEP, BICESTER (201125)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BLACK SHEEP, BICESTER	WESTON ON THE GREEN, BICESTER, OX25 3RA	Punch Taverns	OX25 3RA	Punch Taverns	0.00
1	Black Sheep	Northampton Road, Weston-On-The-Green, Bicester	Punch Pub Company	OX25 3RA	Dry Led	0.00
2	Chequers	Northampton Road, Weston-On-The-Green, Bicester	Fuller Smith & Turner	OX25 3QH	Dry Led	0.63
3	Oxford Gliding Club	Weston-On-The-Green, Bicester	Independent Free	OX25 3TQ	Other	0.91
4	Old Flight House Cafe	Northampton Road, Weston-On-The-Green, Bicester	Independent Free	OX25 3TJ	Cafe / Wine Bar	0.91
5	Little Chef	Weston-On-The-Green, Bicester	Kout Food Group	OX25 3QQ	Other	1.09
6	Weston Manor Hotel	Weston On The Green, Weston-On-The-Green, Bicester	Independent Free	OX25 3QQ	Other	1.09
7	Oxfordshire Inn	Heathfield, Bletchingdon, Kidlington	Independent Free	OX 5 3DX	Other	1.42
8	Wendlebury Village Hall	Wendlebury, Bicester	Independent Free	OX25 2PU	Other	1.64
9	Diamond Farm	Islip Road, Bletchingdon, Kidlington	Independent Free	OX 5 3DR	Community Local	1.66
10	Bicester & North Oxford Cricket Club	Akeman Street, Chesterton, Bicester	Independent Free	OX26 1TH	Other	1.78
11	Red Lion	Wendlebury, Bicester	Punch Pub Company	OX25 2PW	Dry Led	1.79
12	Dashwood Arms	South Green, Kirtlington, Kidlington	*Other Small Retail Groups	OX 5 3HJ	Community Local	2.10
13	Bicester Golf Club	Alchester Road, Chesterton, Bicester	Independent Free	OX26 1TE	Other	2.11
14	Bletchingdon Sports & Social Club	Oxford Road, Bletchingdon, Kidlington	Independent Free	OX 5 3BS	Other	2.11
15	Oxford Arms	Troy Lane, Kirtlington, Kidlington	Punch Pub Company	OX 5 3HA	Dry Led	2.13
16	Red Cow Inn	The Green, Chesterton, Bicester	Greene King	OX26 1UU	Community Local	2.20
17	Bignall Park Hotel	Chesterton, Bicester	Independent Free	OX26 1UE	Other	2.53
18	Crown	High Street, Charlton On Otmoor, Kidlington	Admiral Taverns Ltd	OX 5 2UQ	Dry Led	2.60
19	Bicester Avenue Garden Centre	Oxford Road, Bicester	Wyevale Garden Centres	OX25 2NY	Other	2.66
20	Kirtlington Golf Club	Kirtlington, Kirtlington, Kidlington	Independent Free	OX 5 3JY	Other	2.68
21	Bell Inn	11 Oxford Road, Hampton Poyle, Kidlington	Independent Free	OX 5 2QD	Community Local	2.78
22	Rigolettos	Bicester Road, Middleton Stoney, Bicester	Independent Free	OX25 4TD	Other	2.87
23	Red Lion	High Street, Islip, Kidlington	Punch Pub Company	OX 5 2RX	Dry Led	2.93
24	Jersey Arms Hotel	Ardley Road, Middleton Stoney, Bicester	Independent Free	OX25 4AD	Other	2.95
25	Swan	1 Lower Street, Islip, Kidlington	Independent Free	OX 5 2SB	Other	3.03
26	Islip Village Hall	Church Lane, Islip, Kidlington	Independent Free	OX 5 2TA	Other	3.04
27	Rock Of Gibraltar	Enslow, Kidlington	Independent Free	OX 5 3AY	Community Local	3.29
28	St David's Barracks	London Road, Upper Arncott, Bicester	Independent Free	OX26 6HF	Other	3.32
29	Shakespeare	Bowmont Square, Bicester	Enterprise Inns	OX26 2GJ	Community Local	3.34
30	Premier Inn	Oxford Road, Bicester	Whitbread	OX26 1BT	Other	3.37