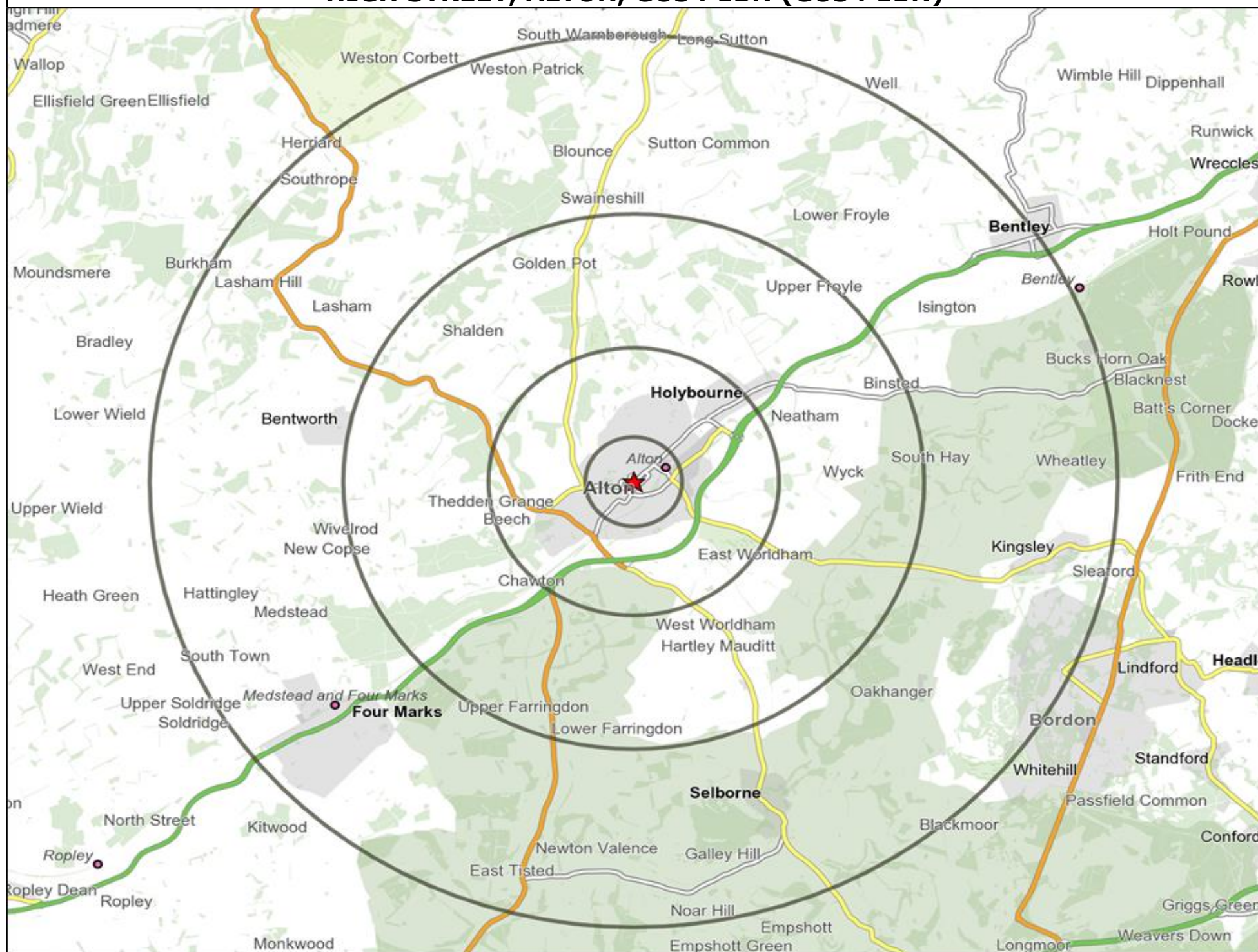




Customer Profile Report for BAKERS ARMS, ALTON (Punch Outlet Number: 202399) HIGH STREET, ALTON, GU34 1BN (GU34 1BN)



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

Age Data Table

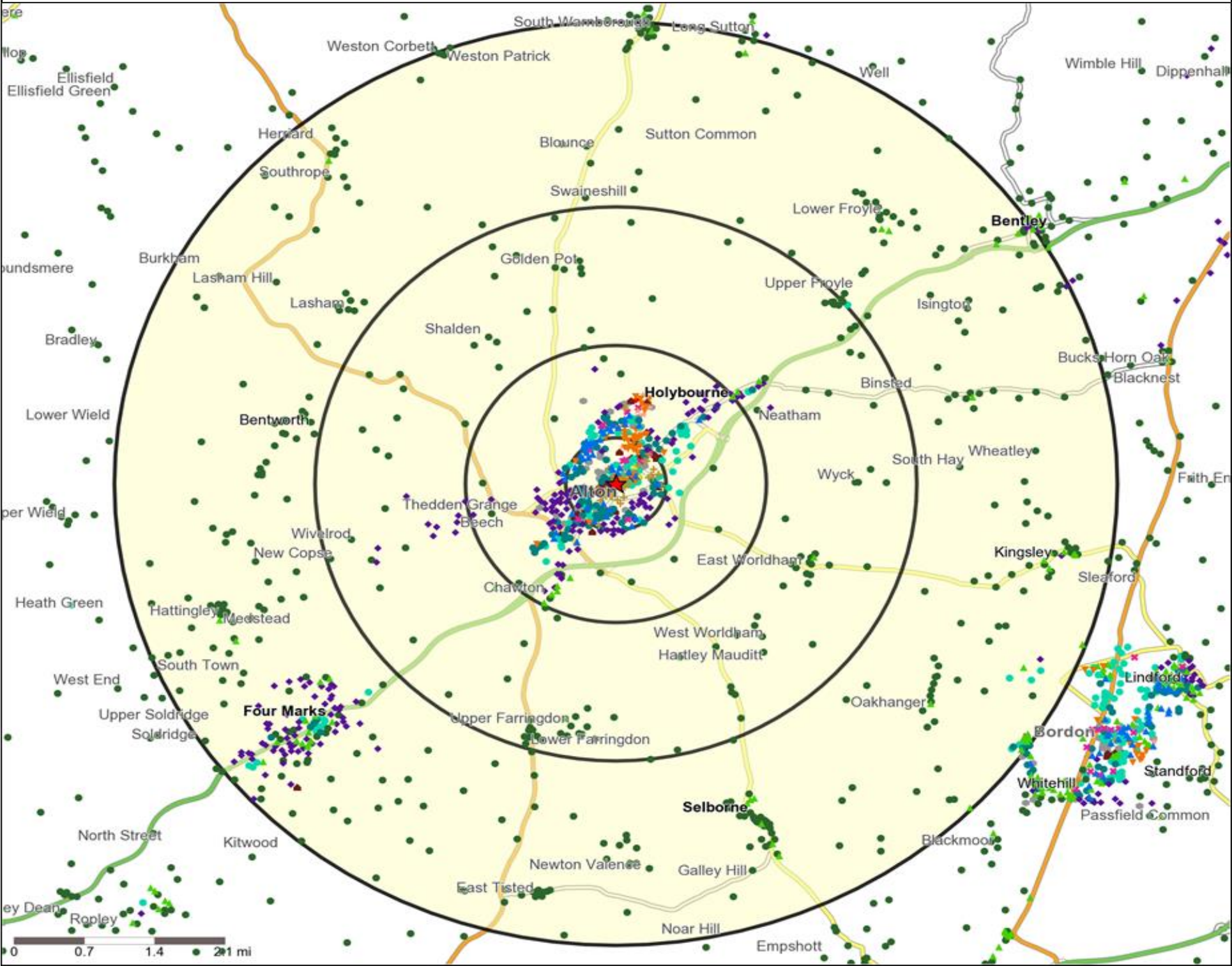
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,394	3,297	3,754	6,098	7,765	88	95	94	95	96
16-17	189	522	594	907	1,058	96	121	120	115	106
18-24	679	1,468	1,598	2,288	3,164	88	88	83	74	81
25-34	1,152	2,165	2,289	3,071	4,271	99	86	79	66	73
35-44	1,035	2,211	2,526	4,109	5,328	96	94	93	95	98
45-54	1,216	2,721	3,271	5,649	6,897	101	104	108	117	113
55-64	892	2,052	2,514	4,450	5,389	93	98	104	116	111
65+	1,925	4,077	4,779	7,464	9,102	126	122	124	122	118
Population estimate 2015	8,482	18,513	21,325	34,036	42,974	100	100	100	100	100

Ethnicity - Census 2011

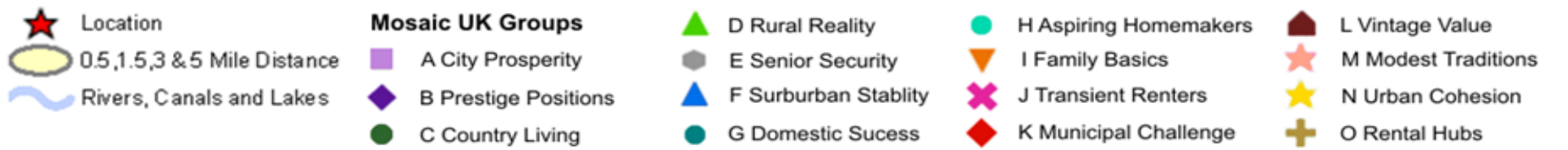
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	7,939	16,959	19,593	31,380	39,533	95%	96%	96%	97%	97%
Mixed / Multiple Ethnic Groups	106	209	235	349	442	1%	1%	1%	1%	1%
Asian / Asian British	186	391	407	539	671	2%	2%	2%	2%	2%
Black / African / Caribbean / Black British	36	74	80	111	165	0%	0%	0%	0%	0%
Other Ethnic Group	58	81	83	130	154	1%	0%	0%	0%	0%
All People (Ethnic Group)	8,325	17,714	20,398	32,509	40,965	100	100	100	100	100



Mosaic UK Map and Data: BAKERS ARMS, ALTON (202399)



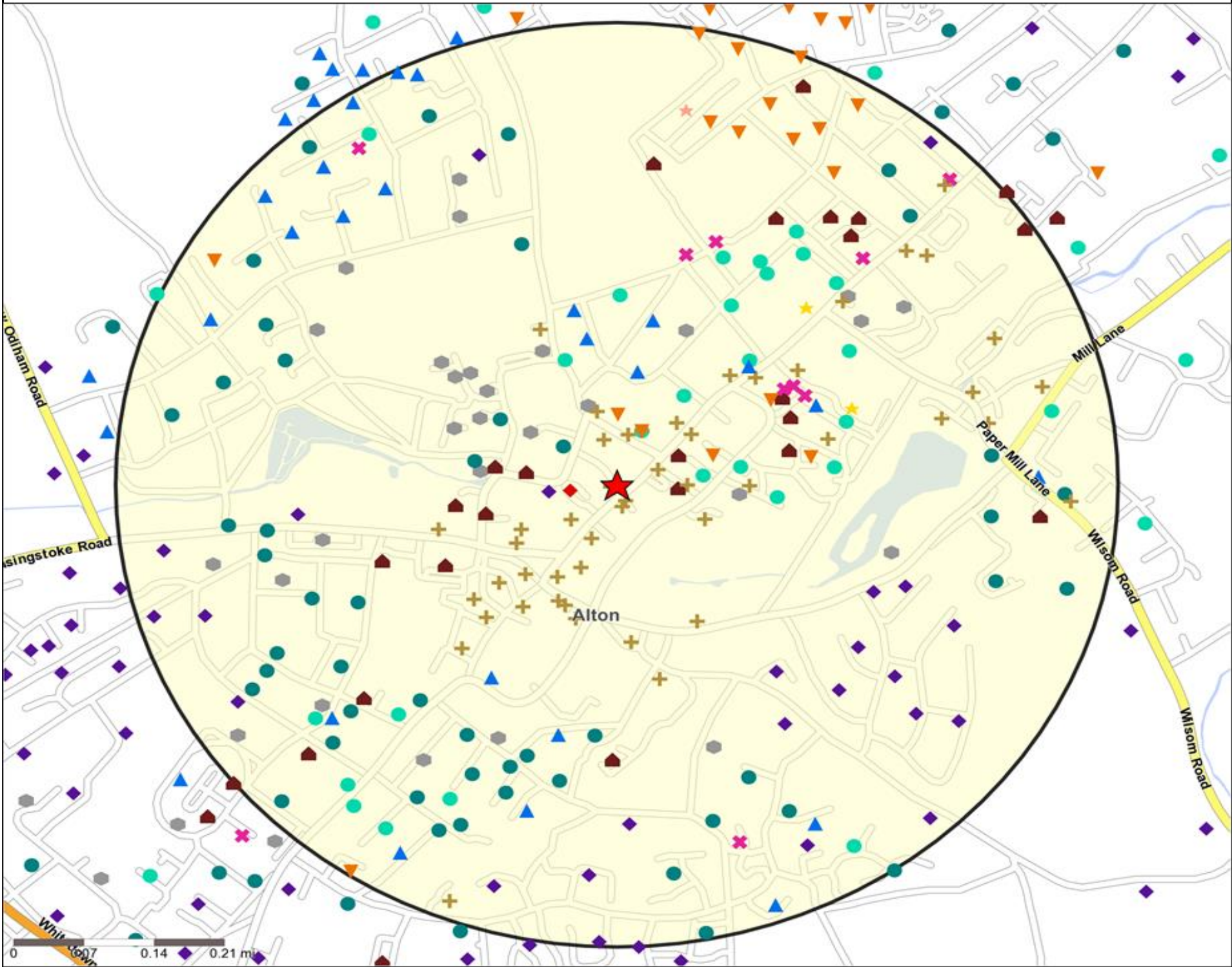
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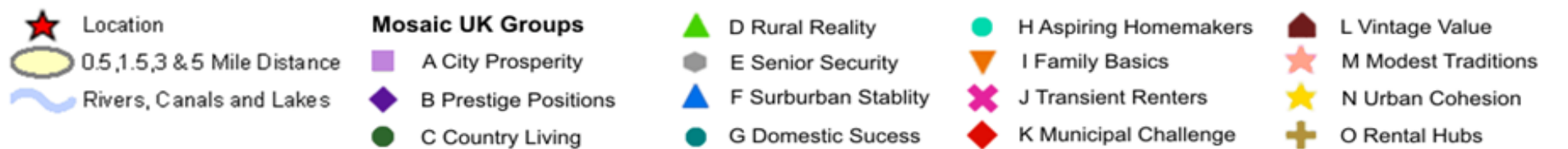
Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	47	0	0	0	0	3
B Prestige Positions (18+)	724	2,477	3,154	5,364	6,031	144	233	257	275	249
C Country Living (18+)	7	217	1,523	6,854	8,916	1	21	130	369	386
D Rural Reality (18+)	0	109	274	1,799	2,196	0	11	23	97	95
E Senior Security (18+)	670	1,091	1,091	1,091	1,216	119	92	80	50	45
F Suburban Stability (18+)	795	1,586	1,586	1,586	1,770	189	178	154	97	87
G Domestic Success (18+)	1,560	3,048	3,094	3,268	3,802	269	249	218	145	136
H Aspiring Homemakers (18+)	692	1,856	1,923	2,564	3,650	110	140	125	105	121
I Family Basics (18+)	497	1,354	1,354	1,355	1,696	100	129	111	70	71
J Transient Renters (18+)	185	385	385	396	528	46	46	40	26	28
K Municipal Challenge (18+)	32	60	60	60	60	8	7	6	4	3
L Vintage Value (18+)	751	1,131	1,131	1,150	1,536	173	123	107	68	73
M Modest Traditions (18+)	24	223	223	223	275	7	32	28	18	17
N Urban Cohesion (18+)	97	97	97	97	189	27	13	11	7	11
O Rental Hubs (18+)	866	953	953	953	1,342	163	85	73	46	52
Adults 18+ estimate 2015	6,900	14,587	16,848	26,760	33,254	100	100	100	100	100



Mosaic UK Map and Data: BAKERS ARMS, ALTON (202399)



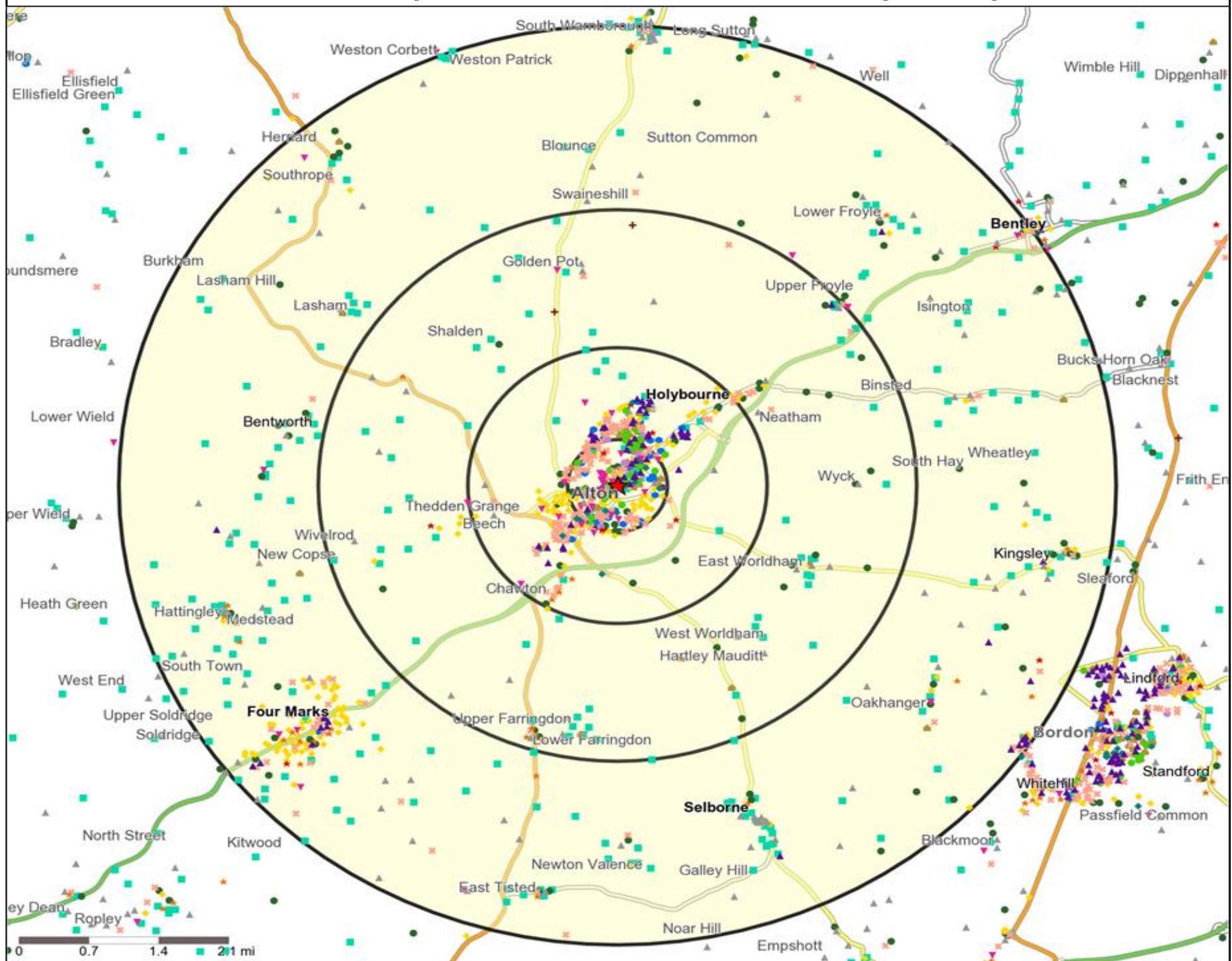
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	724	144
C Country Living (18+)	7	1
D Rural Reality (18+)	0	0
E Senior Security (18+)	670	119
F Suburban Stability (18+)	795	189
G Domestic Success (18+)	1,560	269
H Aspiring Homemakers (18+)	692	110
I Family Basics (18+)	497	100
J Transient Renters (18+)	185	46
K Municipal Challenge (18+)	32	8
L Vintage Value (18+)	751	173
M Modest Traditions (18+)	24	7
N Urban Cohesion (18+)	97	27
O Rental Hubs (18+)	866	163
Adults 18+ estimate 2015	6,900	100



Occasions Map and Data: BAKERS ARMS, ALTON (202399)



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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

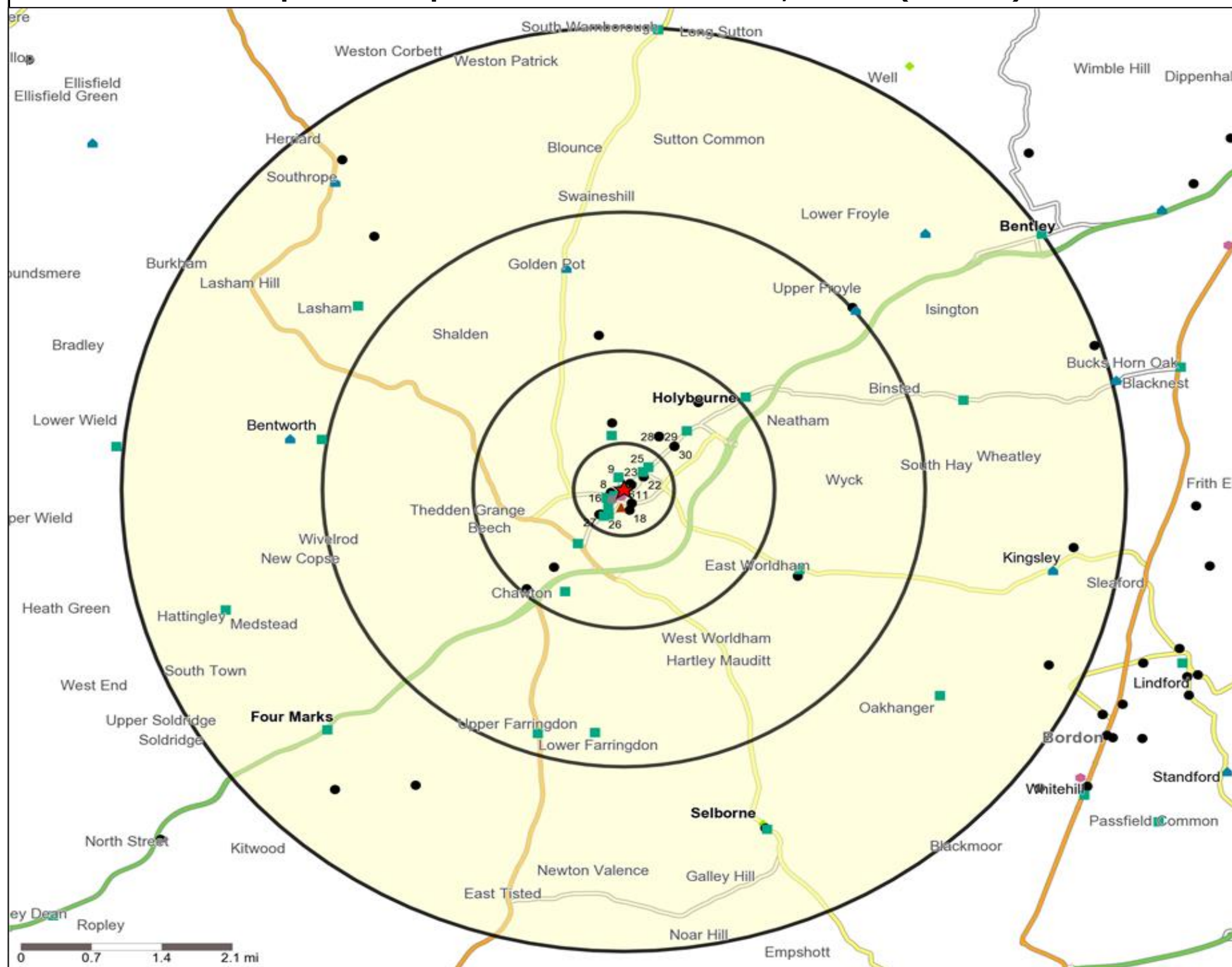
Occasions Data Table

	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	391	786	1,063	2,059	2,621	83	75	89	110	111
02 Early Doors	372	814	949	1,467	1,794	94	93	95	94	91
03 Everyday is Friday	351	781	868	1,289	1,648	104	105	101	97	98
04 Weekend Millionaires	373	978	1,015	1,355	1,839	77	91	82	71	75
05 Out On The Town	509	1,092	1,168	1,547	2,013	108	105	98	84	86
06 Business and Pleasure	199	441	616	1,307	1,770	82	82	100	137	146
07 Sporting Pints	402	799	820	980	1,349	78	70	63	48	52
08 Student Social	221	515	670	1,228	1,546	101	106	121	142	141
09 Leisurely Lunch	509	1,086	1,268	2,031	2,536	110	107	109	112	110
10 Wining and Dining	642	1,453	1,608	2,375	2,934	122	125	121	115	112
11 Household Outing	447	978	1,078	1,528	1,947	108	107	102	93	94
12 Midweek Meal Deal	128	316	390	762	952	55	61	66	83	82
13 Date Night	531	1,159	1,307	2,040	2,459	143	141	139	139	132
14 Birthday Treat	413	939	1,084	1,690	2,070	111	114	115	115	111
15 Pre Show Meal	161	339	401	598	778	126	120	124	119	121
Number of Occasions	5,649	12,476	14,305	22,256	28,256	100	100	100	100	100

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Competition Map and Data: BAKERS ARMS, ALTON (202399)

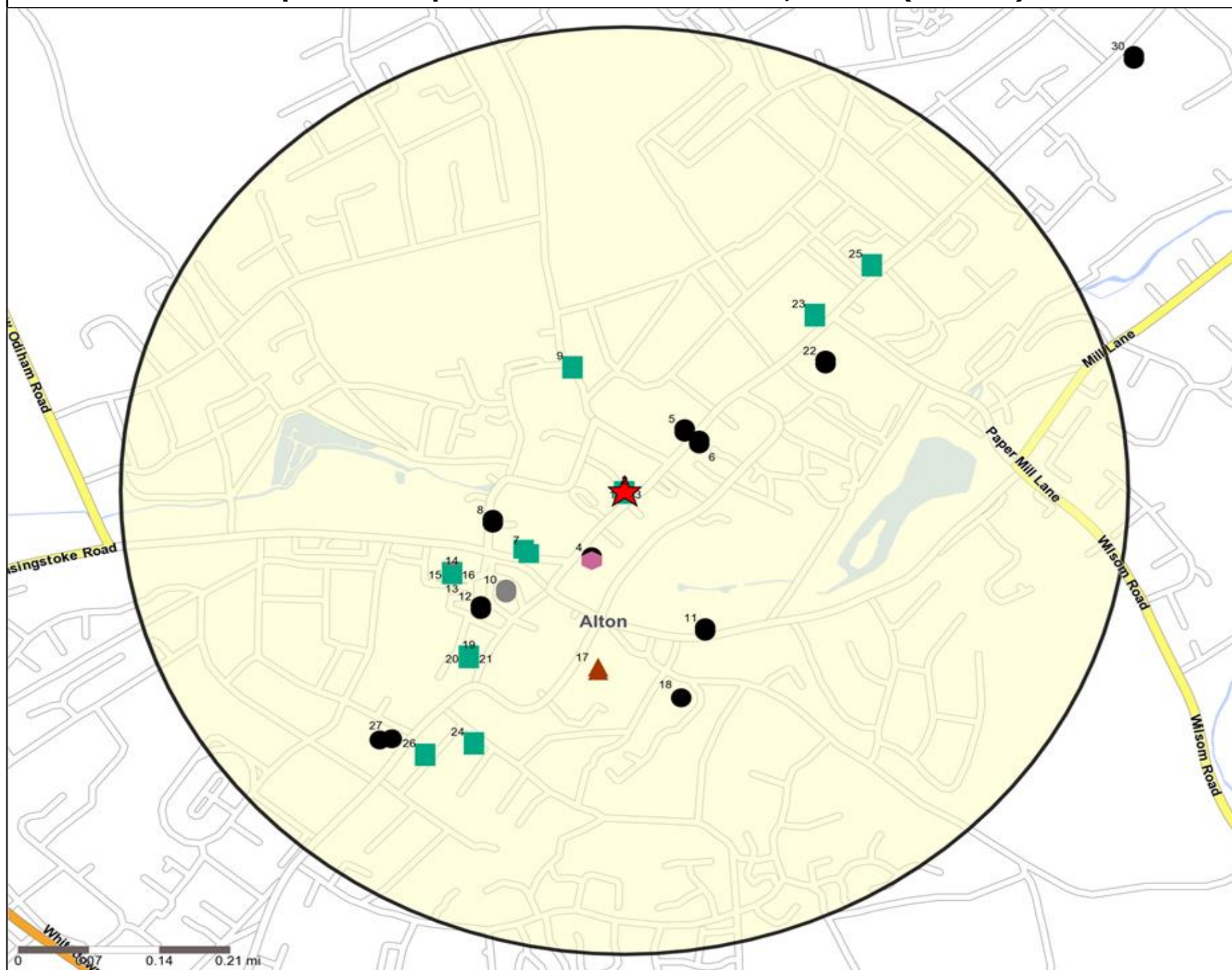


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	1	1	1
Circuit Bar	1	1	1	1
Community Local	11	14	18	27
Dry Led	0	0	1	6
Branded Food Pub	1	1	1	1
Rural	0	0	0	1
Other	13	21	24	34
Total	27	38	46	71



Competition Map and Data: BAKERS ARMS, ALTON (202399)



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
- Other
- Circuit Bar
- Community Local
- Rivers, Canals and Lakes

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	1
Circuit Bar	1
Community Local	11
Dry Led	0
Branded Food Pub	1
Rural	0
Other	13
Total	27



Local Competition: BAKERS ARMS, ALTON (202399)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BAKERS ARMS, ALTON	HIGH STREET, ALTON, GU34 1BN	Punch Taverns	GU34 1BN	Punch Taverns	0.00
1	Crown Hotel	2 High Street, Alton	Enterprise Inns	GU34 1BN	Community Local	0.00
2	Osteria Antica	8 High Street, Alton	Independent Free	GU34 1BN	Other	0.00
3	Bakers Arms	32 High Street, Alton	Punch Pub Company	GU34 1BN	Community Local	0.00
4	Swan Hotel	High Street, Alton	Greene King	GU34 1AT	Branded Food	0.08
5	English Garden Restaurant	12 Normandy Street, Alton	Independent Free	GU34 1BX	Other	0.09
6	Alton Tandoori	7 Normandy Street, Alton	Independent Free	GU34 1DD	Other	0.09
7	Kings Head	28 Market Street, Alton	Wellington	GU34 1HA	Community Local	0.12
8	Alton Community Centre	Amery Street, Alton	Independent Free	GU34 1HN	Other	0.14
9	Eight Bells	33 Church Street, Alton	Independent Free	GU34 2DA	Community Local	0.14
10	Cellar Vie	1 Westbrook Walk, Alton	Independent Free	GU34 1HZ	Cafe / Wine Bar	0.16
11	Minnesotas Snooker & Darts Club	Lower Turk Street, Alton	*Other Small Retail Groups	GU34 2PS	Other	0.17
12	River Kwai	2 Cross & Pillory Lane, Alton	Independent Free	GU34 1HL	Other	0.19
13	Pizza Express	5 Market Square, Alton	Hony Capital	GU34 1HD	Other	0.19
14	Prezzo	1 Market Square, Alton	Prezzo plc	GU34 1HD	Other	0.19
15	Market House	3 Market Square, Alton	Enterprise Inns	GU34 1HD	Community Local	0.19
16	Wheatsheaf	7 Market Square, Alton	Punch Pub Company	GU34 1HD	Community Local	0.19
17	Ivy House	Draymans Way, Alton	Wetherspoon	GU34 1SS	Circuit Bar	0.20
18	Bell House Dance Studio	St Marys Close, Alton	Independent Free	GU34 1EF	Other	0.23
19	Bengal Tandoori	78e High Street, Alton	Independent Free	GU34 1EN	Other	0.24
20	Curry Palace Tandoori Restaurant	78 High Street, Alton	Independent Free	GU34 1EN	Other	0.24
21	White Horse	96-98 High Street, Alton	Enterprise Inns	GU34 1EN	Community Local	0.24
22	Alton House Hotel	57 Normandy Street, Alton	Hollybourne Hotels	GU34 1DW	Other	0.24
23	Barley Mow	72 Normandy Street, Alton	Enterprise Inns	GU34 1DH	Community Local	0.27
24	Hop Pole	2 Mount Pleasant Road, Alton	Enterprise Inns	GU34 1NG	Community Local	0.31
25	Railway Arms	26 Anstey Road, Alton	Independent Free	GU34 2RB	Community Local	0.34
26	George	97 Butts Road, Alton	Punch Pub Company	GU34 1LH	Community Local	0.35
27	Alton Conservative Club	14a Butts Road, Alton	Independent Free	GU34 1ND	Other	0.35
28	Royal British Legion Club	Borovere Gardens, Alton	Independent Free	GU34 2NB	Other	0.67
29	Alton Rugby Sports Club	Anstey Lane, Alton	Independent Free	GU34 2NB	Other	0.67
30	Rugby Sports Club	Anstey Road, Alton	Independent Free	GU34 2RL	Other	0.69