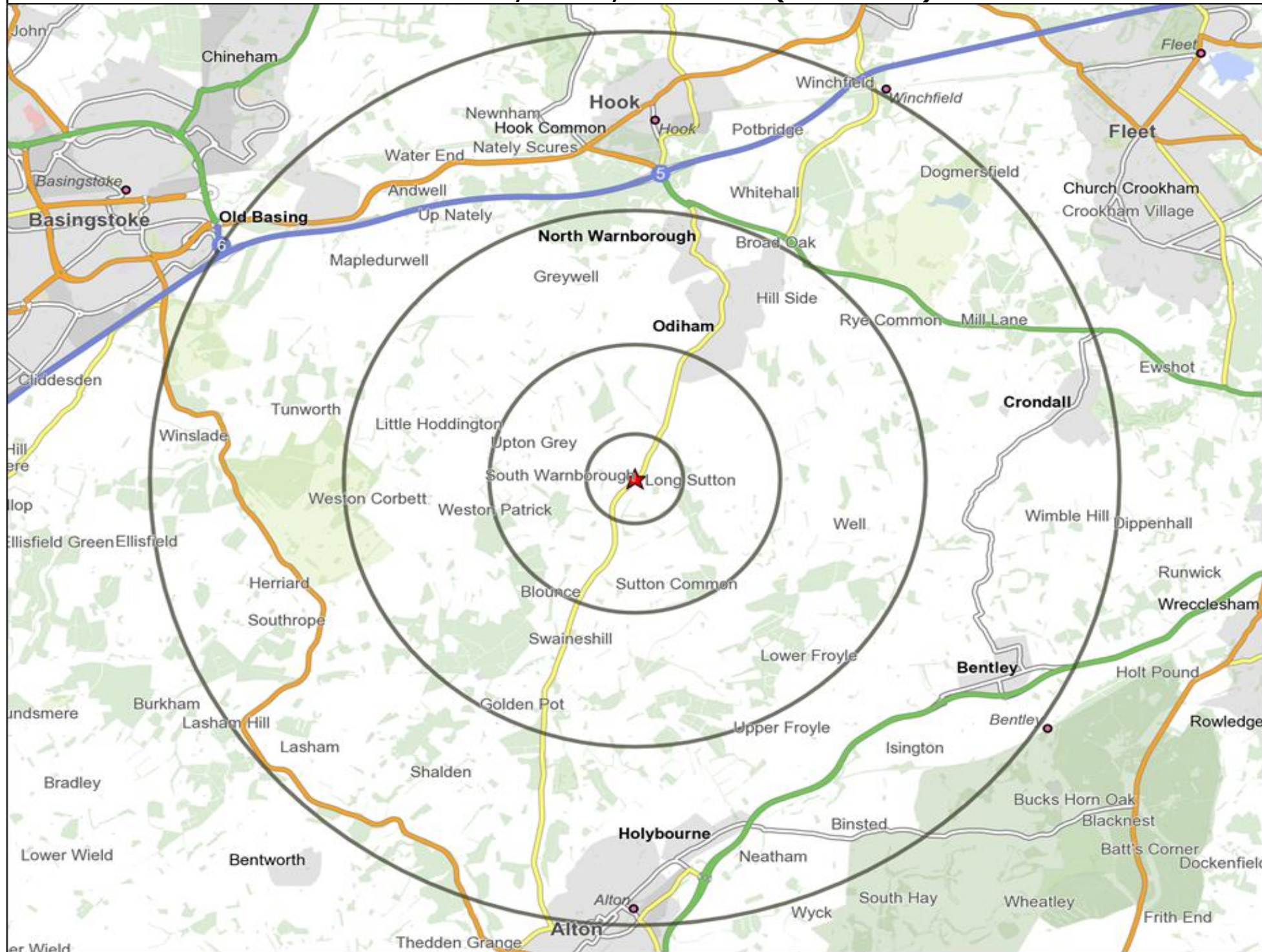




Customer Profile Report for POACHER , SOUTH WARNBOROUGH (Punch Outlet Number: 90515)
ALTON ROAD, HOOK, RG29 1RP (RG29 1RP)

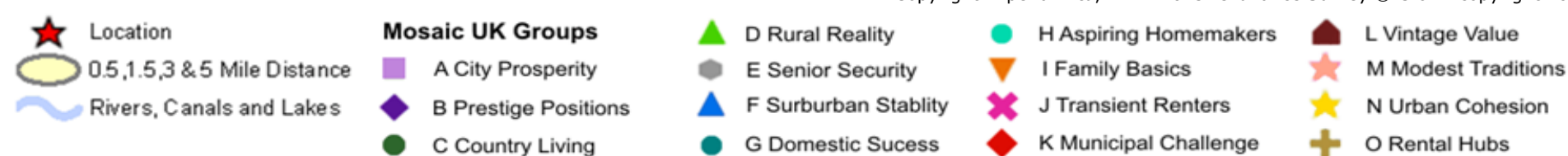


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★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

	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	86	313	1,534	7,178	10,210	91	122	102	102	99
16-17	8	40	167	932	1,358	68	126	89	107	107
18-24	23	63	619	2,450	3,510	50	51	85	72	71
25-34	18	121	1,104	3,985	5,768	26	65	100	78	77
35-44	62	186	1,101	4,832	7,086	97	107	108	102	102
45-54	107	229	1,139	5,996	8,888	149	118	100	113	114
55-64	94	188	861	4,566	6,653	164	121	95	108	107
65+	108	229	1,520	7,512	11,361	119	93	105	111	115
Population estimate 2015	506	1,369	8,045	37,451	54,834	100	100	100	100	100

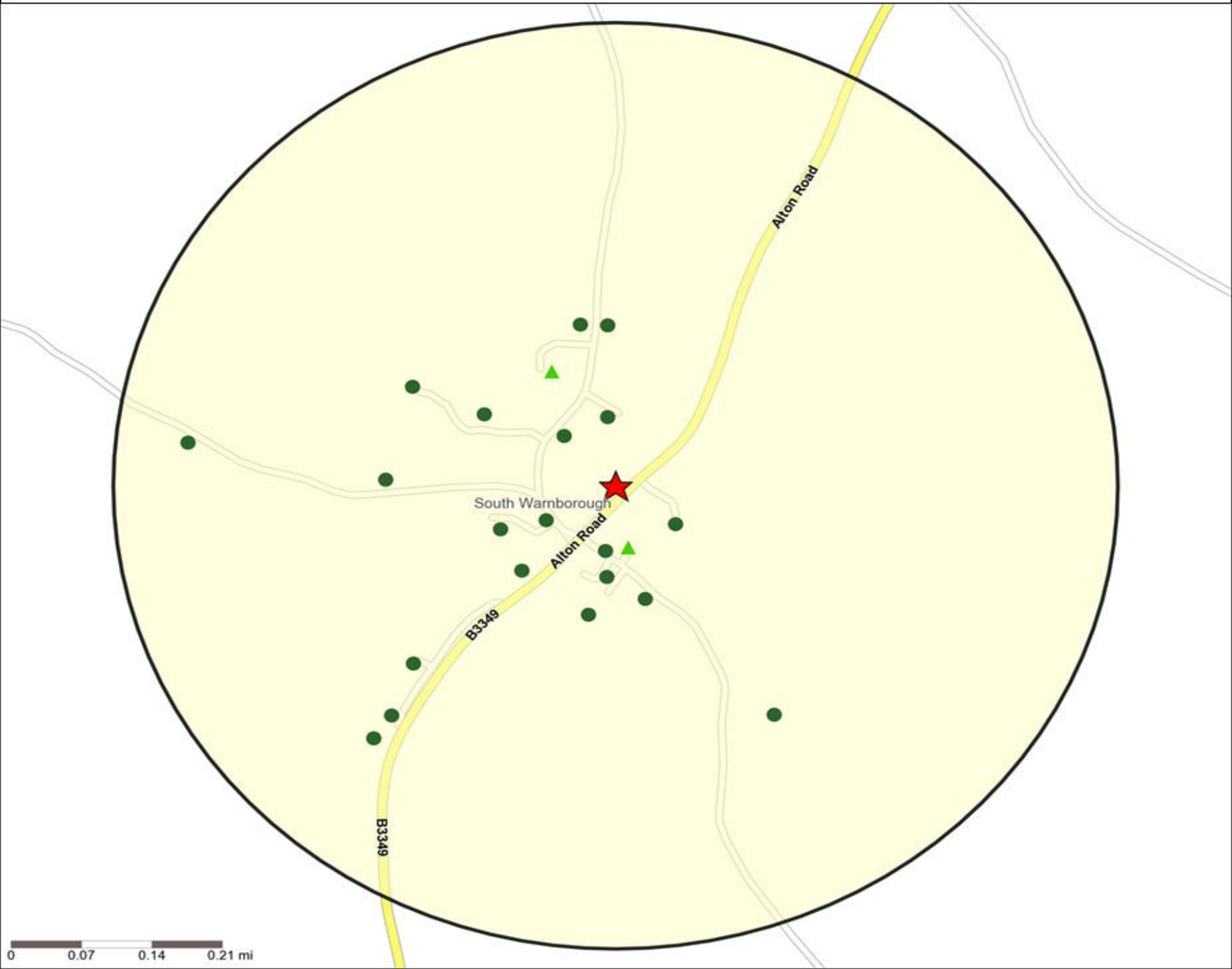
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	477	1,267	7,441	34,709	50,036	98%	97%	96%	96%	96%
Mixed / Multiple Ethnic Groups	5	15	101	497	718	1%	1%	1%	1%	1%
Asian / Asian British	3	20	116	741	1,084	1%	2%	2%	2%	2%
Black / African / Caribbean / Black British	2	4	58	190	263	0%	0%	1%	1%	1%
Other Ethnic Group	0	1	7	104	200	0%	0%	0%	0%	0%
All People (Ethnic Group)	487	1,307	7,723	36,241	52,301	100	100	100	100	100



Mosaic UK Data Table (Residential)					Count:		Index:			
	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min	0 -	0 -	0 -	0 -	15 Min
	Miles	Miles	Miles	Miles	Drivetime	0.5	1.5	3.0	5.0	Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	28	1,501	7,723	11,444	0	39	375	375	373
C Country Living (18+)	343	662	1,811	5,061	6,285	1,205	957	475	258	215
D Rural Reality (18+)	67	182	842	1,872	2,253	236	264	221	96	77
E Senior Security (18+)	0	0	50	1,629	2,321	0	0	11	71	68
F Suburban Stability (18+)	0	0	40	1,464	2,056	0	0	12	85	80
G Domestic Success (18+)	0	0	341	3,544	5,866	0	0	74	149	166
H Aspiring Homemakers (18+)	0	124	713	2,938	5,173	0	137	143	114	135
I Family Basics (18+)	0	0	37	1,505	1,927	0	0	9	74	63
J Transient Renters (18+)	0	0	0	304	666	0	0	0	19	27
K Municipal Challenge (18+)	0	0	0	51	60	0	0	0	3	2
L Vintage Value (18+)	0	0	104	1,050	1,698	0	0	30	59	64
M Modest Traditions (18+)	0	0	0	223	592	0	0	0	17	30
N Urban Cohesion (18+)	0	0	0	97	186	0	0	0	7	8
O Rental Hubs (18+)	0	0	49	788	1,619	0	0	12	36	50
Adults 18+ estimate 2015	410	996	5,488	28,249	42,146	100	100	100	100	100



Mosaic UK Map and Data: POACHER , SOUTH WARNBOROUGH (905155)



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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

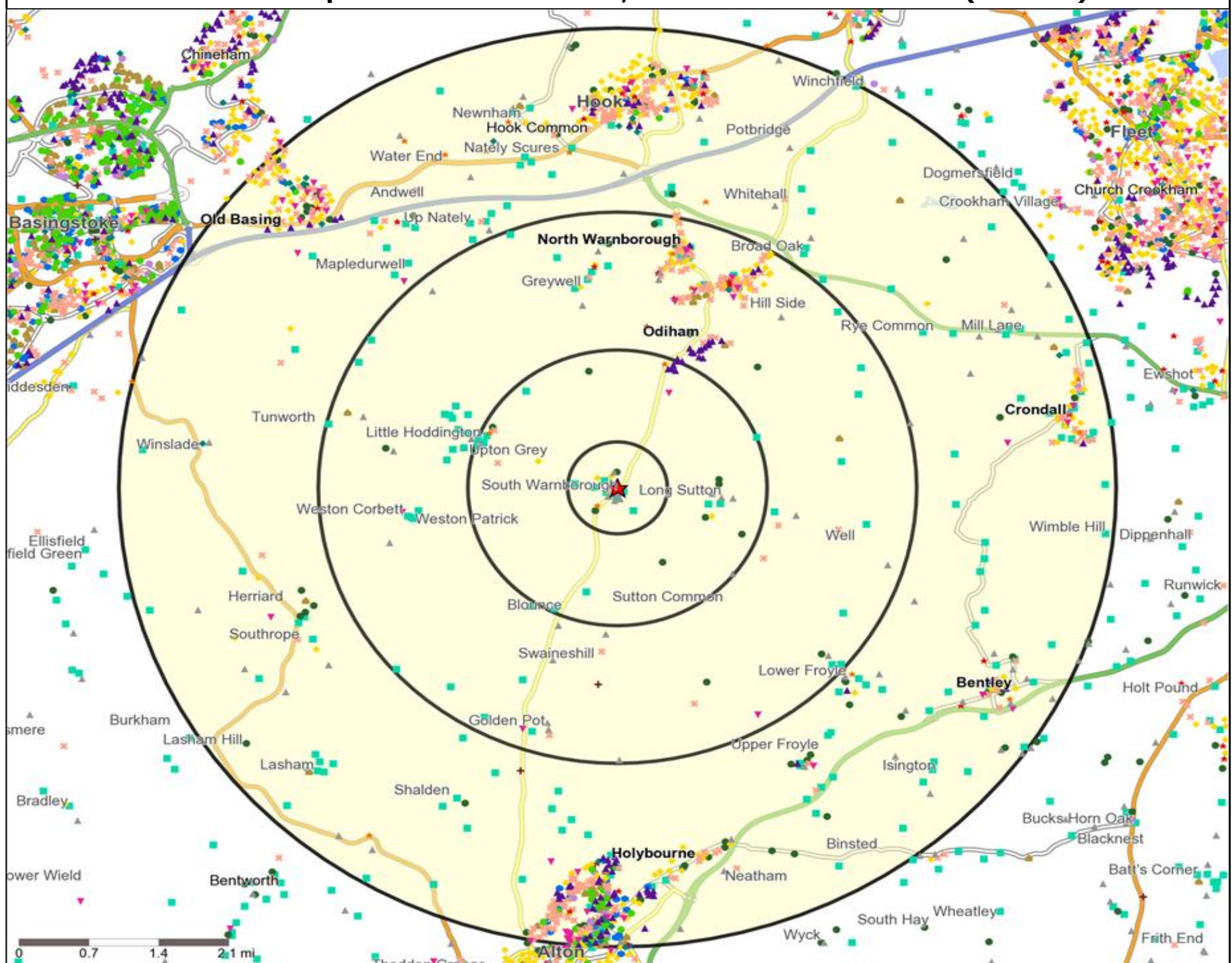
N Urban Cohesion

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+)	343	1,205
D Rural Reality (18+)	67	236
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	410	100



Occasions Map and Data: POACHER , SOUTH WARNBOROUGH (905155)



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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

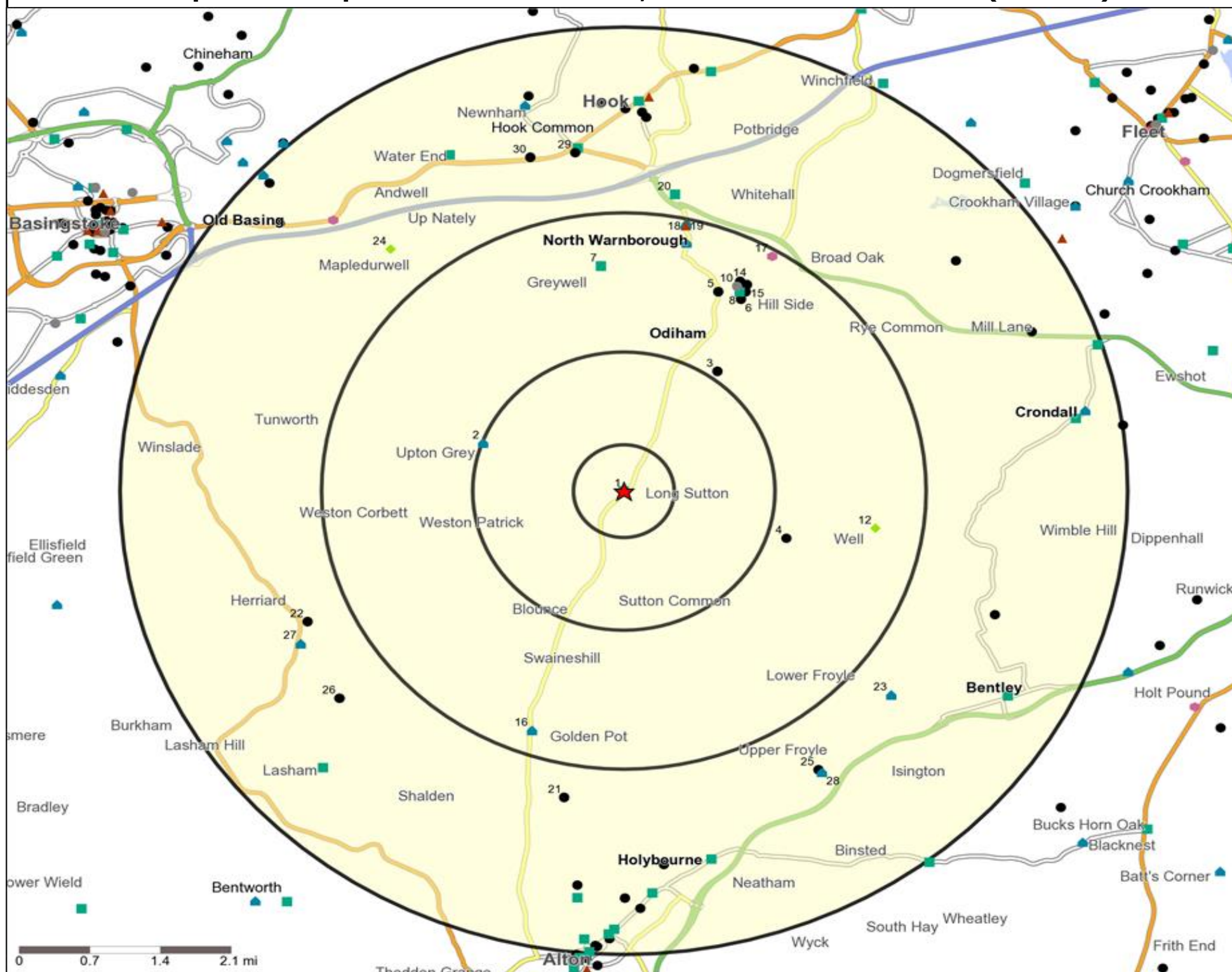
Occasions Data Table

	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	52	109	425	1,826	2,610	176	149	110	92	89
02 Early Doors	21	51	257	1,521	2,237	85	83	80	92	91
03 Everyday is Friday	21	49	248	1,407	2,092	100	94	90	99	99
04 Weekend Millionaires	11	70	373	1,614	2,373	36	93	94	79	78
05 Out On The Town	17	51	275	1,714	2,608	58	70	72	87	89
06 Business and Pleasure	45	92	314	1,242	1,796	298	245	159	122	119
07 Sporting Pints	7	27	168	1,055	1,675	22	34	40	49	52
08 Student Social	31	62	242	1,240	1,784	227	182	136	135	131
09 Leisurely Lunch	33	74	430	2,136	3,206	115	104	115	111	112
10 Wining and Dining	22	74	550	2,748	4,108	67	91	129	125	126
11 Household Outing	23	54	280	1,598	2,446	89	84	83	92	95
12 Midweek Meal Deal	16	34	128	655	905	110	94	67	67	62
13 Date Night	17	48	430	2,340	3,565	73	83	142	150	154
14 Birthday Treat	22	48	334	1,954	2,868	95	83	110	125	124
15 Pre Show Meal	14	33	141	610	931	175	166	135	114	117
Number of Occasions	352	876	4,595	23,660	35,204	100	100	100	100	100

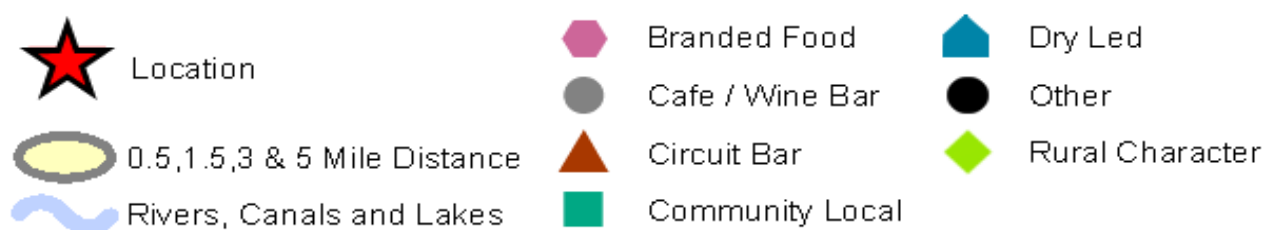
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Competition Map and Data: POACHER , SOUTH WARNBOROUGH (905155)



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

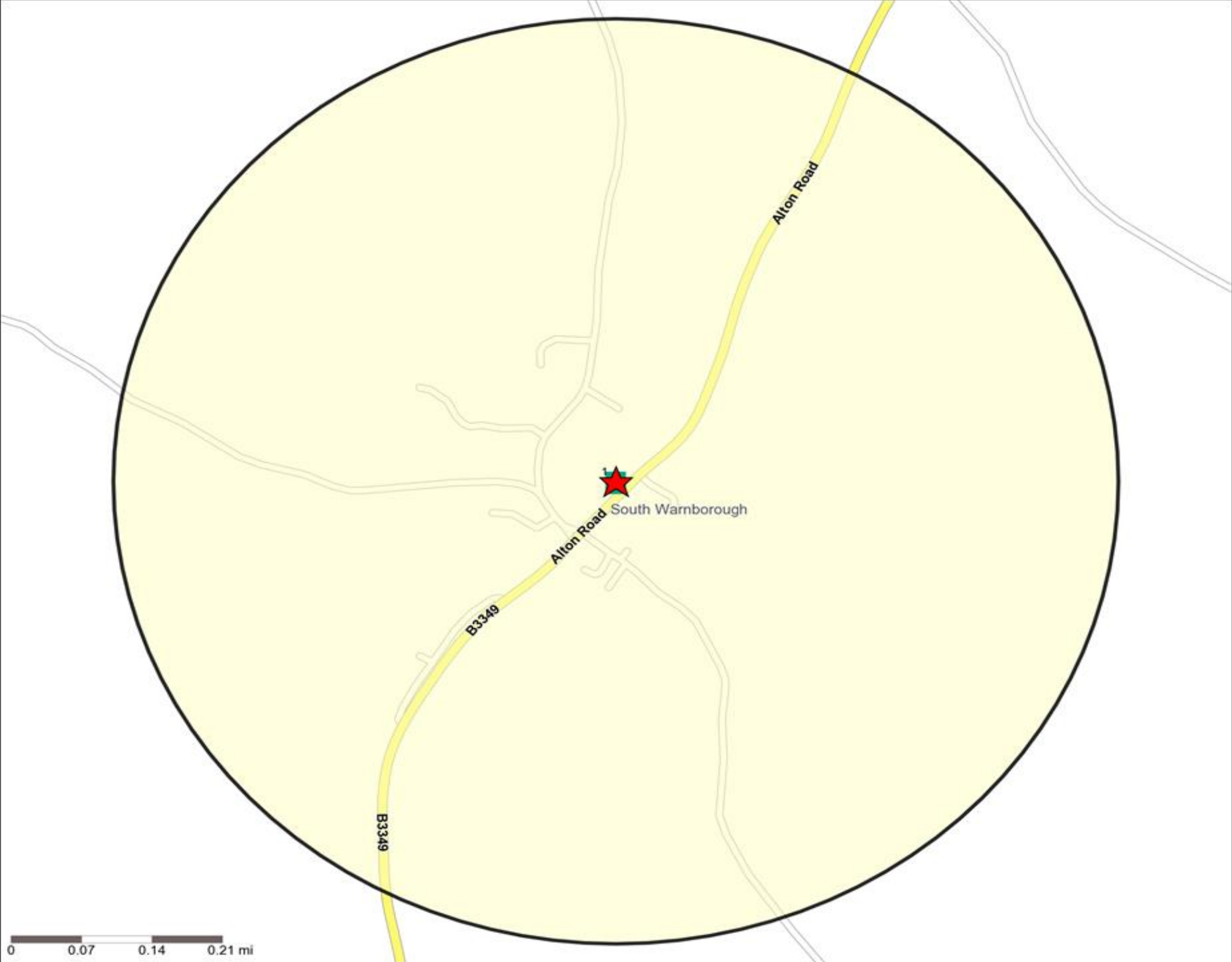


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	1	1
Circuit Bar	0	0	1	2
Community Local	1	1	3	18
Dry Led	0	1	3	9
Branded Food Pub	0	0	1	4
Rural	0	0	1	2
Other	0	0	9	36
Total	1	2	19	72



Competition Map and Data: POACHER , SOUTH WARNBOROUGH (905155)



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



Local Competition: POACHER , SOUTH WARNBOROUGH (905155)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	POACHER , SOUTH WARNBOROUGH	ALTON ROAD, HOOK, RG29 1RP	Punch Taverns	RG29 1RP	Punch Taverns	0.00
1	Poacher	Alton Road, South Warnborough, Hook	Punch Pub Company	RG29 1RP	Community Local	0.00
2	Hoddington Arms	Bidden Road, Upton Grey, Basingstoke	Independent Free	RG25 2RL	Dry Led	1.49
3	Raf Odiham	Royal Air Force Station, Odiham, Hook	Independent Free	RG29 1QT	Other	1.59
4	Lord Wandsworth College	Long Sutton, Hook	Independent Free	RG29 1TB	Other	1.69
5	Crown	Alton Road, Odiham, Hook	Punch Pub Company	RG29 1PH	Other	2.34
6	Odiham & North Warnborough Bowling Club	Odiham, Hook	Independent Free	RG29 1NE	Other	2.37
7	Fox & Goose	The Street, Greywell, Hook	Punch Pub Company	RG29 1BY	Community Local	2.44
8	Bell	The Bury, Odiham, Hook	Admiral Taverns Ltd	RG29 1NB	Community Local	2.44
9	Odiham & Greywell Cricket Club	King Street, Odiham, Hook	Independent Free	RG29 1NJ	Other	2.47
10	Grapevine Bistro & Restaurant	121 High Street, Odiham, Hook	Independent Free	RG29 1LA	Cafe / Wine Bar	2.48
11	El Castello	83 High Street, Odiham, Hook	Independent Free	RG29 1LB	Other	2.50
12	Chequers Inn	The Well, Well, Hook	Hall & Woodhouse	RG29 1TL	Rural Character	2.53
13	Next Door	102 High Street, Odiham, Hook	Independent Free	RG29 1LP	Other	2.54
14	Bel And The Dragon	100-102 High Street, Odiham, Hook	Independent Free	RG29 1LP	Other	2.54
15	Kings Restaurant	65 High Street, Odiham, Hook	Independent Free	RG29 1LF	Other	2.54
16	Golden Pot	Odiham Road, Shalden, Alton	Independent Free	GU34 4DJ	Dry Led	2.74
17	Waterwitch	Colt Hill, Odiham, Hook	Spirit Pub Company	RG29 1AL	Branded Food	2.93
18	Mill House	Hook Road, North Warnborough, Hook	Restaurant Group	RG29 1ET	Dry Led	2.93
19	Chilli Pad	Hook Road, North Warnborough, Hook	Independent Free	RG29 1ET	Circuit Bar	2.93
20	Derby Inn	Bartley Heath, North Warnborough, Hook	Independent Free	RG29 1HD	Community Local	3.24
21	Alton Golf Club	Old Odiham Road, Alton	Independent Free	GU34 4BU	Other	3.36
22	Herriard Ex-Servicemens Club	Southrope, Herriard, Basingstoke	Independent Free	RG25 2PG	Other	3.44
23	Anchor Inn	Lower Froyle, Alton	Miller's Collection	GU34 4NA	Dry Led	3.45
24	Gamekeepers	Tunworth Road, Mapledurwell, Basingstoke	Unknown	RG25 2LU	Rural Character	3.48
25	Froyle Park	Ryebridge Lane, Upper Froyle, Alton	Independent Free	GU34 4LA	Other	3.57
26	Lasham Gliding Social	Lasham, Alton	Independent Free	GU34 5SS	Other	3.60
27	Fur & Feathers	Herriard, Basingstoke	Independent Free	RG25 2PN	Dry Led	3.61
28	Hen & Chickens	Upper Froyle, Alton	Hall & Woodhouse	GU34 4JH	Dry Led	3.62
29	Gate Of India Bistro	Oaklands, Hook Common, Hook	Independent Free	RG27 9JL	Other	3.68
30	Basingstoke Country Hotel	Scures Hill, Nately Scures, Hook	Hotel Collection	RG27 9JS	Other	3.71