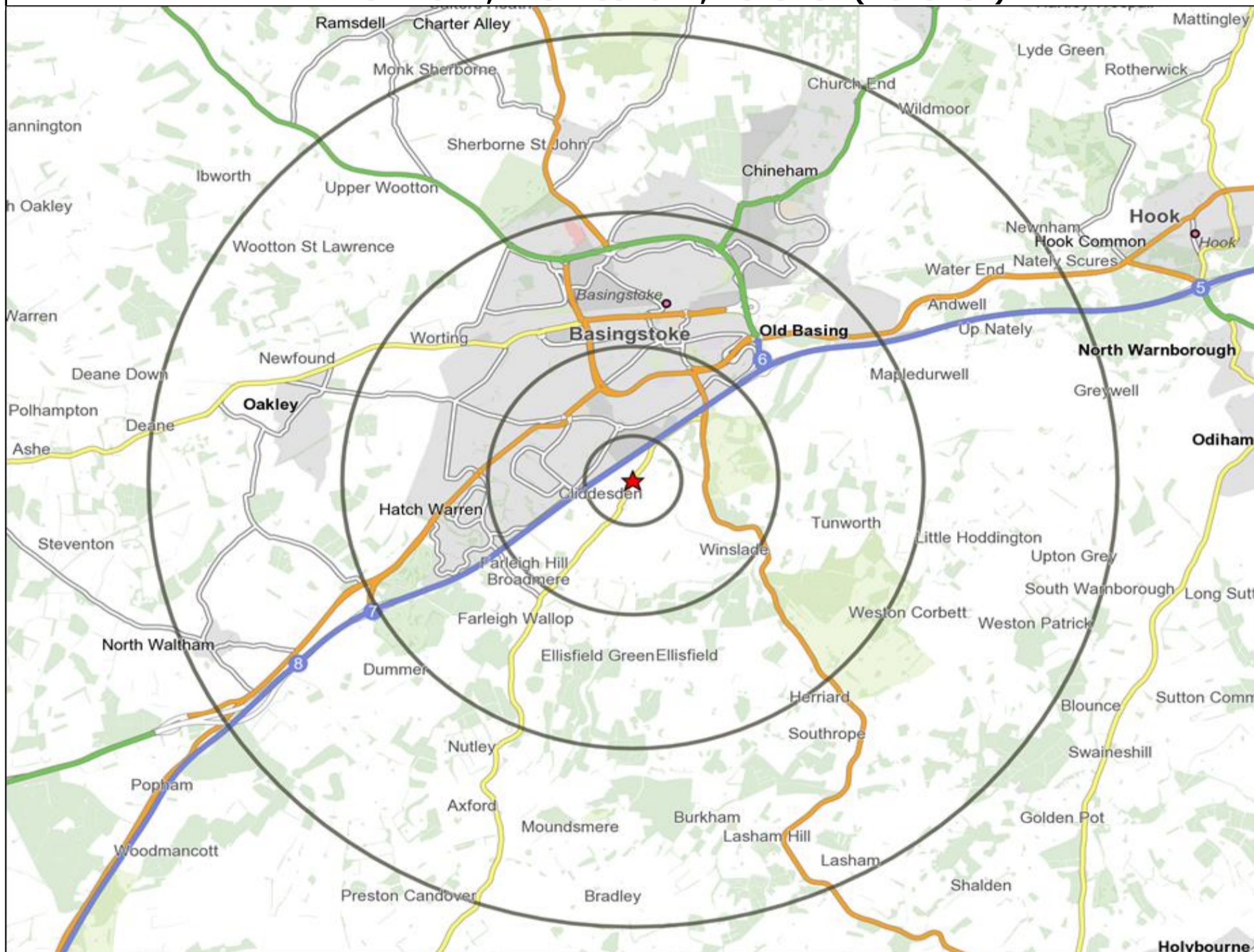




**Customer Profile Report for JOLLY FARMER, CLIDDESSEN (Punch Outlet Number: 300203)
 FARLEIGH ROAD, BASINGSTOKE, RG25 2JL (RG25 2JL)**



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

Age Data Table

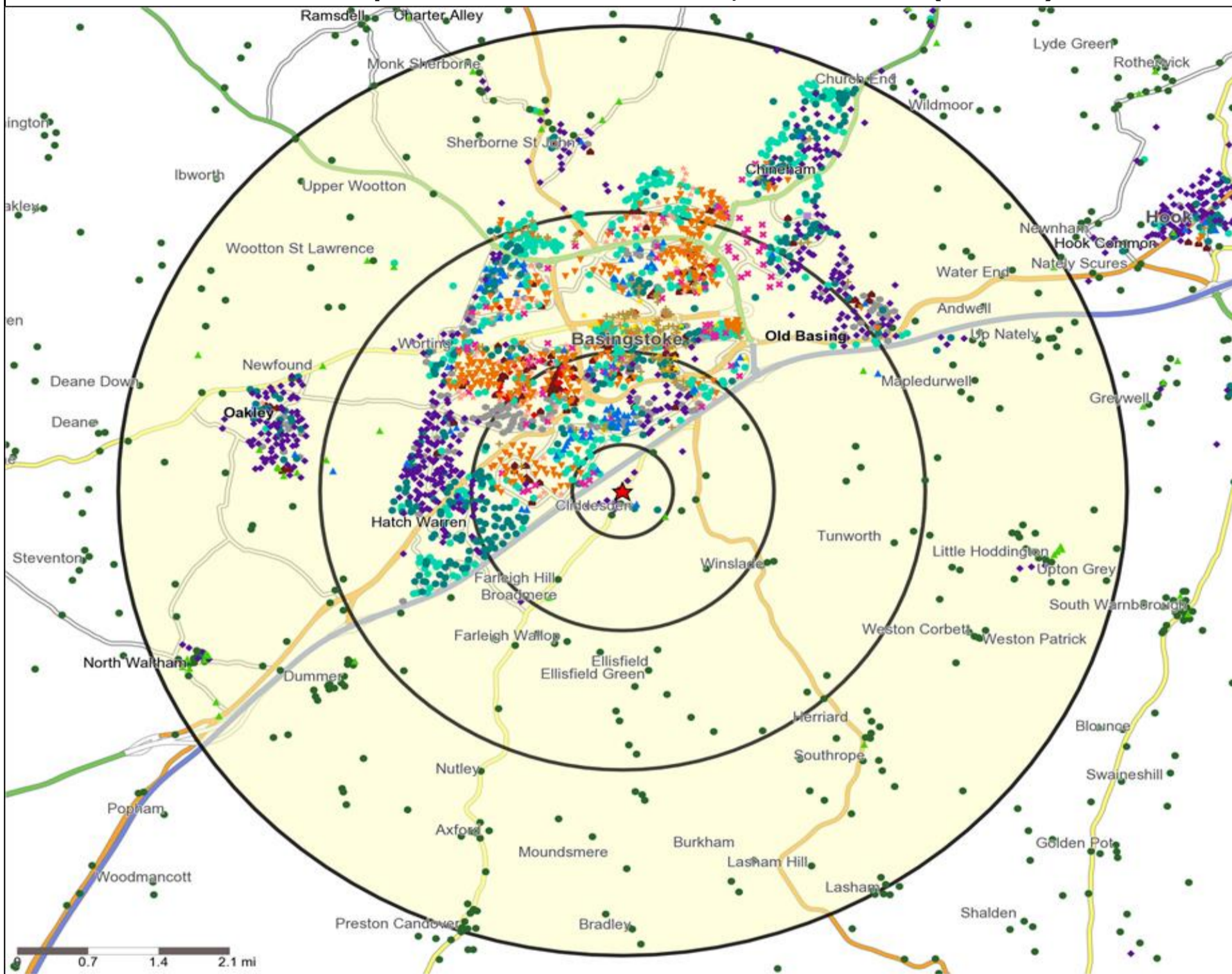
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	285	5,786	18,291	25,455	27,833	95	105	109	109	109
16-17	34	908	2,418	3,208	3,522	92	133	117	111	111
18-24	114	2,186	7,032	9,357	9,931	79	82	87	83	80
25-34	229	3,979	13,914	18,874	19,854	105	99	114	111	106
35-44	244	3,948	12,603	17,592	19,316	121	106	111	112	112
45-54	299	4,496	12,614	18,119	20,429	132	108	100	103	106
55-64	185	3,174	8,531	12,441	14,127	103	96	85	89	92
65+	205	4,853	13,816	19,187	21,355	71	92	86	86	87
Population estimate 2015	1,595	29,330	89,219	124,233	136,367	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	1,446	26,192	77,612	107,462	118,971	93%	92%	90%	91%	91%
Mixed / Multiple Ethnic Groups	23	548	1,771	2,291	2,444	1%	2%	2%	2%	2%
Asian / Asian British	49	1,298	5,024	6,183	6,360	3%	5%	6%	5%	5%
Black / African / Caribbean / Black British	23	358	1,323	1,745	1,794	1%	1%	2%	1%	1%
Other Ethnic Group	7	137	391	481	520	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,548	28,533	86,121	118,162	130,089	100	100	100	100	100



Mosaic UK Map and Data: JOLLY FARMER, CLIDDESSEN (300203)



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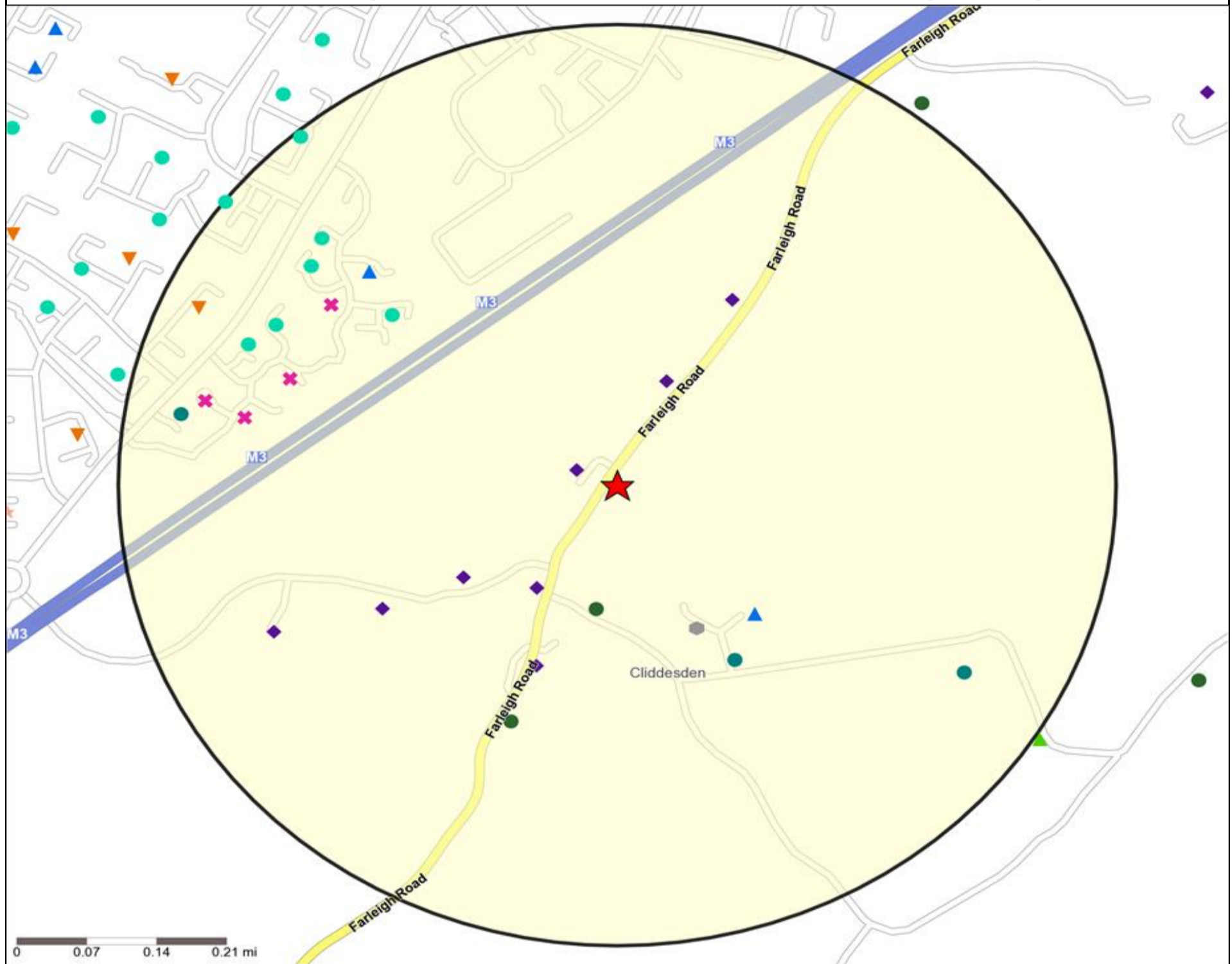
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- H Aspiring Homemakers
- I Family Basics
- L Vintage Value
- B Prestige Positions
- F Suburban Stability
- J Transient Renters
- M Modest Traditions
- C Country Living
- G Domestic Success
- K Municipal Challenge
- 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	4	149	157	157	0	0	5	4	4
B Prestige Positions (18+)	222	1,314	6,431	12,530	16,766	238	80	129	180	219
C Country Living (18+)	71	162	548	3,285	5,438	80	10	12	50	75
D Rural Reality (18+)	6	16	46	711	1,382	7	1	1	11	19
E Senior Security (18+)	33	2,045	4,926	6,123	6,221	32	111	89	79	73
F Suburban Stability (18+)	49	1,570	3,051	3,230	3,327	63	114	73	55	52
G Domestic Success (18+)	41	3,328	8,902	13,617	14,947	38	175	155	170	170
H Aspiring Homemakers (18+)	416	4,197	13,673	20,176	20,663	358	204	220	232	217
I Family Basics (18+)	142	4,838	13,802	15,815	15,971	154	296	280	230	211
J Transient Renters (18+)	298	969	2,657	3,016	3,036	404	74	67	55	50
K Municipal Challenge (18+)	0	285	1,003	1,007	1,007	0	21	25	18	16
L Vintage Value (18+)	0	1,481	3,147	3,908	4,084	0	104	73	65	62
M Modest Traditions (18+)	0	1,005	3,374	4,380	4,380	0	93	104	97	88
N Urban Cohesion (18+)	0	98	858	858	858	0	8	24	17	16
O Rental Hubs (18+)	0	1,309	5,765	6,558	6,579	0	75	109	89	81
Adults 18+ estimate 2015	1,278	22,621	68,332	95,371	104,816	100	100	100	100	100



Mosaic UK Map and Data: JOLLY FARMER, CLIDDESSEN (300203)



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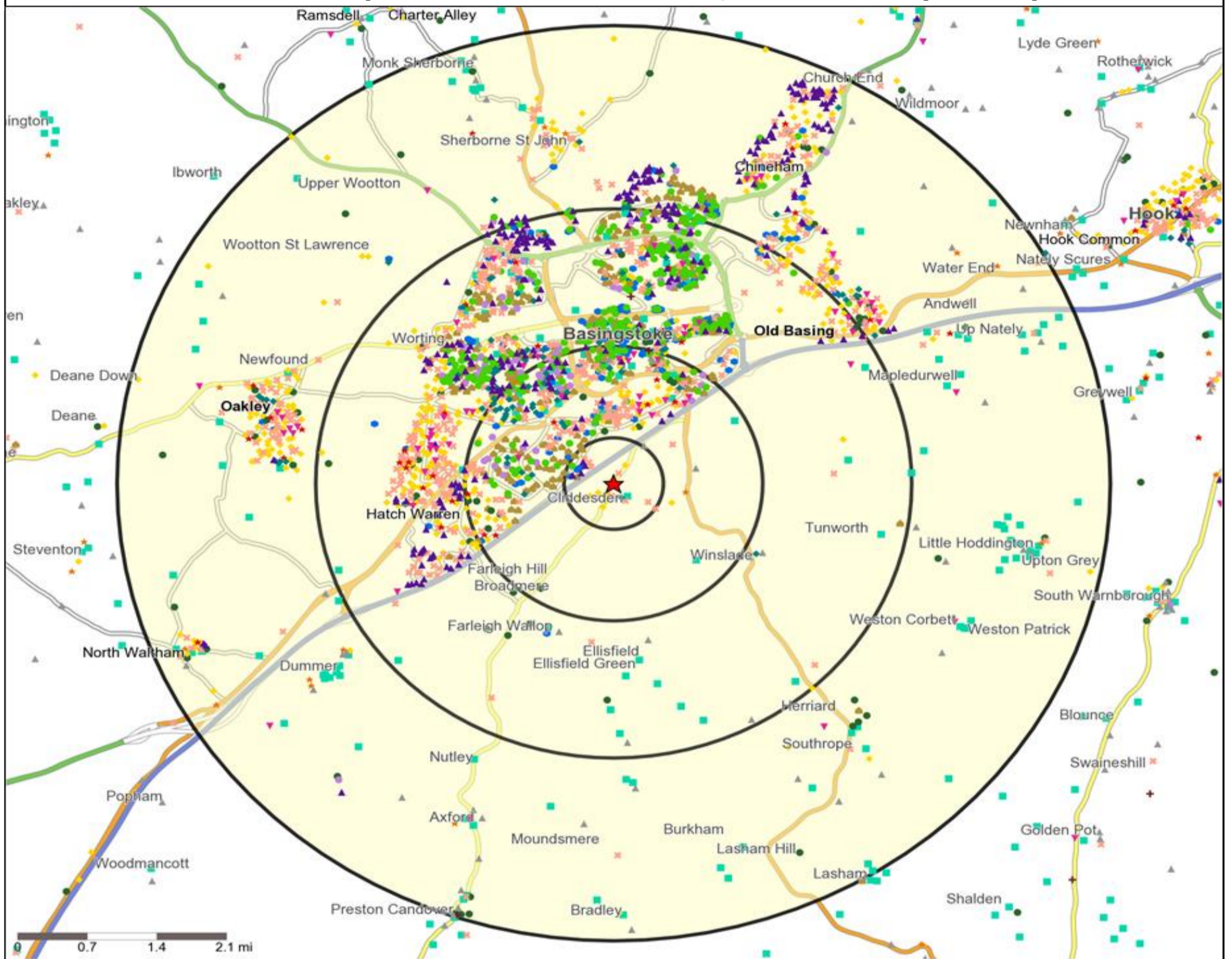
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- C Country Living
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- 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+)	222	238
C Country Living (18+)	71	80
D Rural Reality (18+)	6	7
E Senior Security (18+)	33	32
F Suburban Stability (18+)	49	63
G Domestic Success (18+)	41	38
H Aspiring Homemakers (18+)	416	358
I Family Basics (18+)	142	154
J Transient Renters (18+)	298	404
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	1,278	100



Occasions Map and Data: JOLLY FARMER, CLIDDESSEN (300203)



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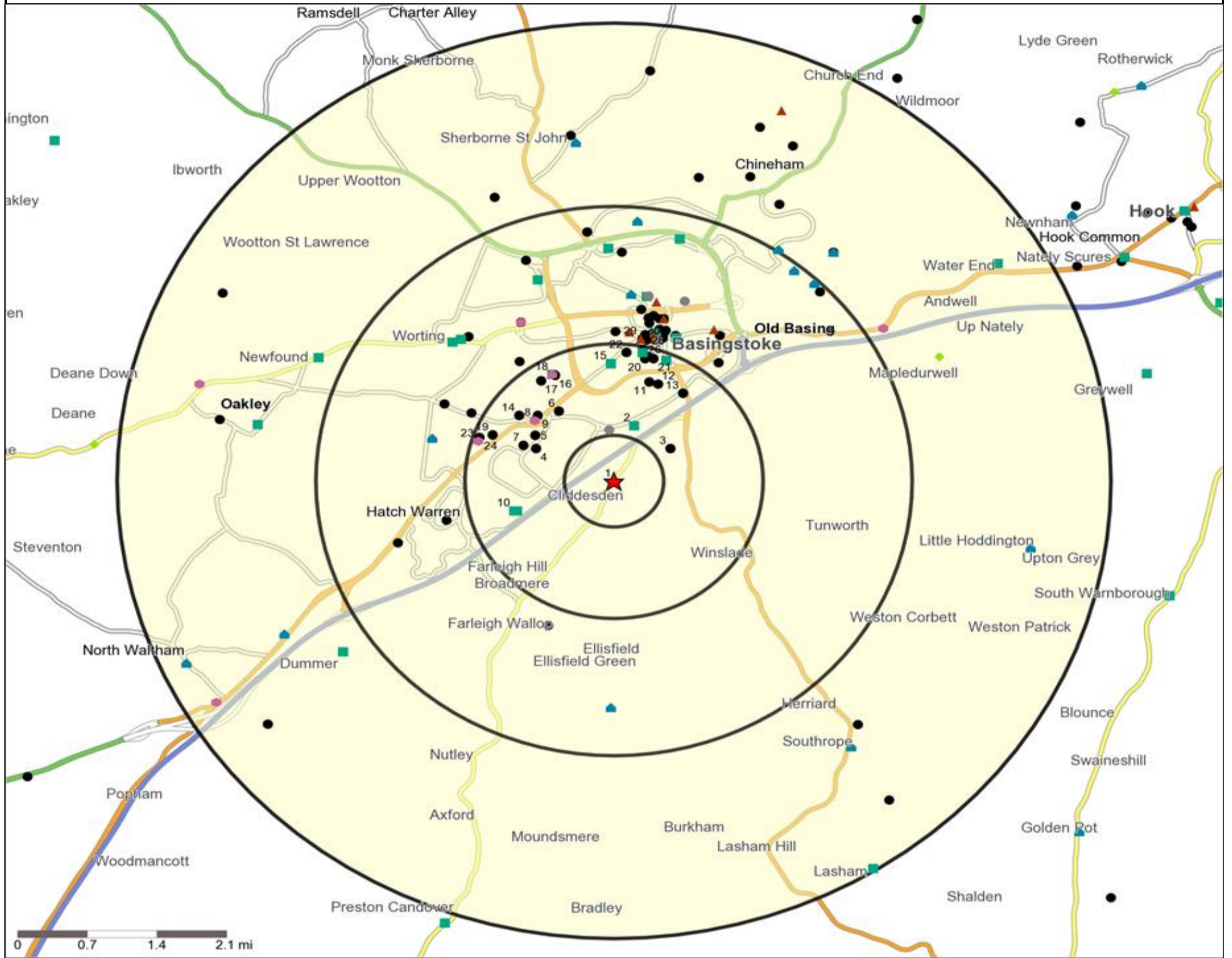
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 10 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	45	1,200	3,446	4,818	5,386	49	68	62	63	65
02 Early Doors	67	1,391	3,825	5,263	5,731	88	94	83	83	83
03 Everyday is Friday	75	1,729	5,429	7,057	7,487	115	136	138	130	127
04 Weekend Millionaires	96	1,726	5,897	8,559	8,905	102	94	104	109	105
05 Out On The Town	109	1,842	6,268	8,443	8,940	121	104	114	112	109
06 Business and Pleasure	47	868	2,753	3,912	4,343	101	95	97	100	103
07 Sporting Pints	86	1,851	6,259	7,873	8,082	86	95	104	94	90
08 Student Social	48	749	2,140	3,172	3,682	114	91	84	90	96
09 Leisurely Lunch	81	1,592	4,815	6,829	7,554	91	92	90	92	94
10 Wining and Dining	109	1,851	5,888	8,662	9,598	108	94	96	103	105
11 Household Outing	98	2,109	6,105	7,822	8,257	123	135	126	117	114
12 Midweek Meal Deal	32	710	2,141	2,772	2,999	71	81	79	74	74
13 Date Night	101	1,557	4,789	7,200	8,114	141	111	110	120	125
14 Birthday Treat	69	1,529	4,559	6,333	7,062	96	109	105	106	109
15 Pre Show Meal	25	512	1,595	2,211	2,375	101	106	107	107	106
Number of Occasions	1,088	21,216	65,909	90,926	98,515	100	100	100	100	100



Competition Map and Data: JOLLY FARMER, CLIDDESDEN (300203)



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

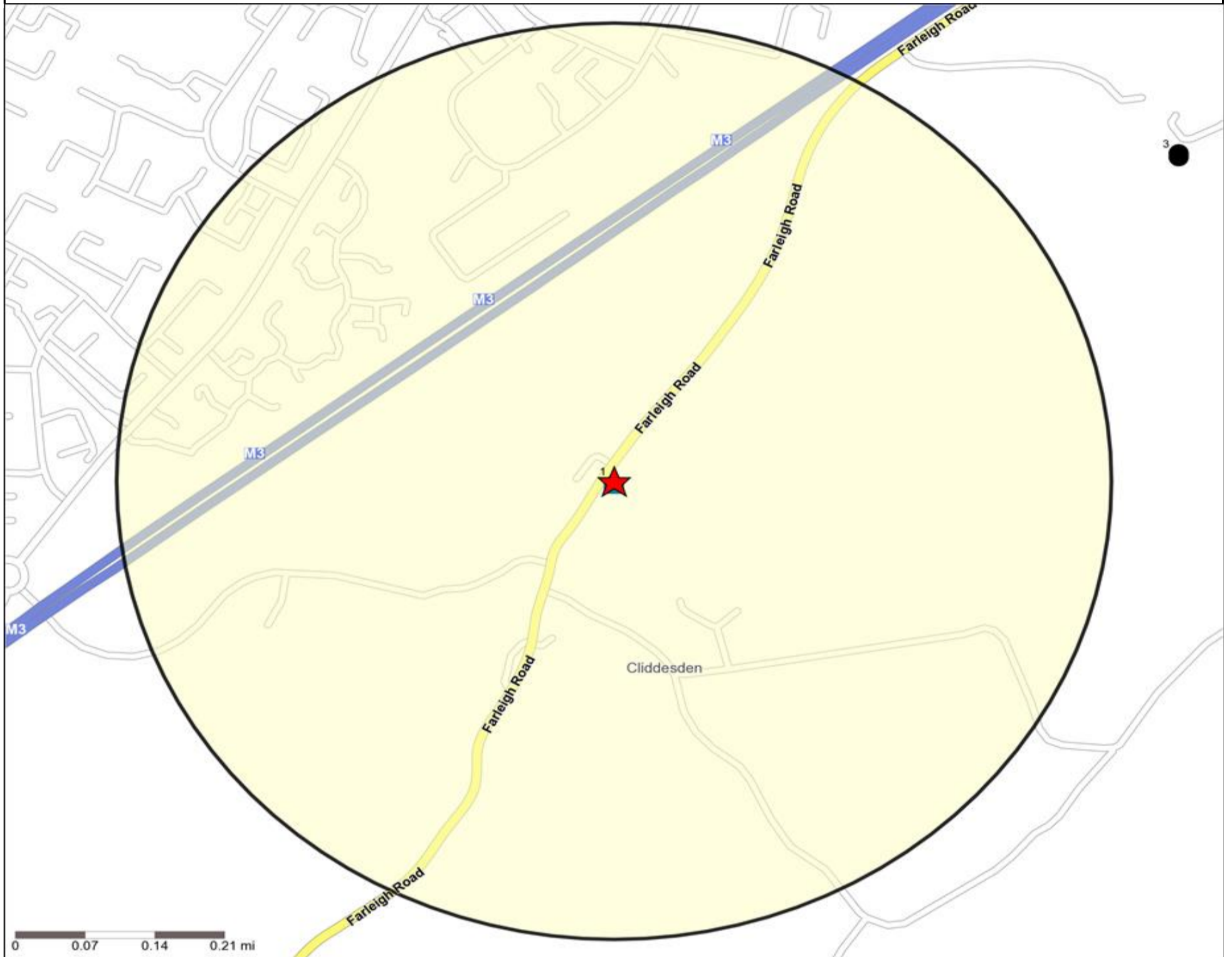
- ★ Location
- Branded Food
- ▲ Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

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	0	0	4	4
Circuit Bar	0	0	9	10
Community Local	0	4	13	18
Dry Led	1	1	7	13
Branded Food Pub	0	3	4	8
Rural	0	0	0	1
Other	0	18	75	90
Total	1	26	112	144



Competition Map and Data: JOLLY FARMER, CLIDDESSEN (300203)



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	0
Circuit Bar	0
Community Local	0
Dry Led	1
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: JOLLY FARMER, CLIDDESSEN (300203)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	JOLLY FARMER, CLIDDESSEN	FARLEIGH ROAD, BASINGSTOKE, RG25 2JL	Punch Taverns	RG25 2JL	Punch Taverns	0.00
1	Jolly Farmer	Farleigh Road, Cliddesden, Basingstoke	Punch Pub Company	RG25 2JL	Dry Led	0.00
2	Golden Lion	Jays Close, Basingstoke	Greene King	RG22 4BS	Community Local	0.64
3	Audleys Wood Hotel	Alton Road, Basingstoke	Hand Picked Hotels	RG25 2JT	Other	0.67
4	Saffron Tandoori	9 Brighton Hill Parade, Basingstoke	Independent Free	RG22 4EH	Other	0.86
5	Powerleague	Brighton Way, Basingstoke	Powerleague Group	RG22 4HS	Other	0.94
6	Pizza Hut	Winchester Road, Basingstoke	Pizza Hut UK Ltd	RG22 4AN	Other	0.94
7	Brighton Hill Community Centre	Quilter Road, Basingstoke	Independent Free	RG22 4HD	Other	0.99
8	Stag & Hounds	Winchester Road, Basingstoke	Mitchells & Butlers	RG22 6HN	Branded Food	1.04
9	Pizza Express	Winchester Road, Whitehouse, Basingstoke	Hony Capital	RG22 6HL	Other	1.05
10	Portsmouth Arms	Hatch Warren Lane, Hatch Warren, Basingstoke	Hall & Woodhouse	RG22 4RA	Community Local	1.05
11	Central Studio	Cliddesden Road, Basingstoke	Independent Free	RG21 3HF	Other	1.14
12	Copper Beeches Hotel	107 Cliddesden Road, Basingstoke	Independent Free	RG21 3EY	Other	1.15
13	Holiday Inn	Grove Road, Basingstoke	InterContinental Hotels Group	RG21 3EE	Other	1.18
14	Red Rose	7 Buckland Parade, Basingstoke	Independent Free	RG22 6JW	Other	1.19
15	Kings Of Wessex	Winchester Road, Basingstoke	Independent Free	RG21 8YS	Community Local	1.28
16	Basingstoke Labour Club	Sandys Road, Basingstoke	Independent Free	RG22 6AS	Other	1.30
17	Town Football Social Club	Western Way, Basingstoke	Independent Free	RG22 6EU	Other	1.32
18	Beacon	35 Kings Road, Basingstoke	Greene King	RG22 6DJ	Branded Food	1.32
19	Beechdown Health & Fitness Club	Winchester Road, Basingstoke	Independent Free	RG22 4ES	Other	1.32
20	Basingstoke Irish Club	Council Road, Basingstoke	Independent Free	RG21 3DH	Other	1.37
21	Basingstoke Sports & Social Club	Fairfields Road, Basingstoke	Independent Free	RG21 3DR	Other	1.39
22	Basingstoke Conservative Club	Bounty Road, Basingstoke	Independent Free	RG21 3DD	Other	1.41
23	Toby Carvery	Winchester Road, Basingstoke	Mitchells & Butlers	RG22 4ET	Branded Food	1.43
24	Basingstoke Hockey Club	Pack Lane, Basingstoke	Independent Free	RG22 5SN	Other	1.44
25	Bounty Inn	81 Bounty Road, Basingstoke	Punch Pub Company	RG21 3BZ	Community Local	1.44
26	Premier Inn	9-10 Victoria Street, Basingstoke	Whitbread	RG21 3BT	Other	1.47
27	Fever & Boutique	25-27 Winchester Street, Basingstoke	Independent Free	RG21 7EE	Other	1.57
28	Am Oriental Buffet Restaurant	29-31A Winchester Street, Basingstoke	Independent Free	RG21 7EE	Other	1.57
29	Wheatsheaf	Winton Square, Basingstoke	Enterprise Inns	RG21 8EU	Circuit Bar	1.58
30	Romma Balti	34 Winchester Street, Basingstoke	Independent Free	RG21 7EY	Other	1.58