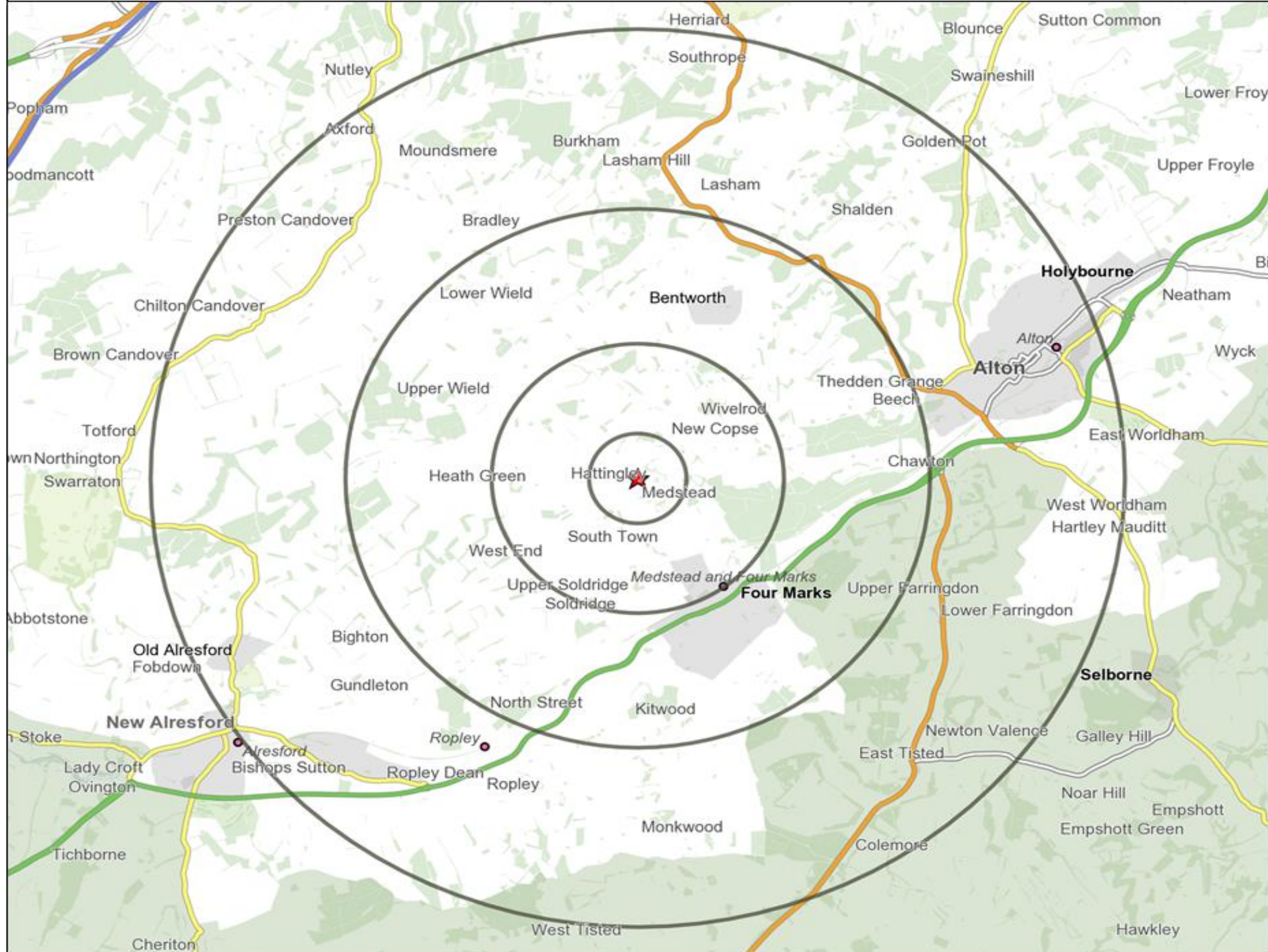




Customer Profile Report for CASTLE OF COMFORT, MEDSTEAD (Punch Outlet Number: 300191)  
CASTLE STREET, ALTON, GU34 5LU (GU34 5LU)



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

| Age Data Table           | Count:           |                  |                  |                  |                     | Index:           |                  |                  |                  |                     |
|--------------------------|------------------|------------------|------------------|------------------|---------------------|------------------|------------------|------------------|------------------|---------------------|
|                          | 0 - 0.5<br>Miles | 0 - 1.5<br>Miles | 0 - 3.0<br>Miles | 0 - 5.0<br>Miles | 15 Min<br>Drivetime | 0 - 0.5<br>Miles | 0 - 1.5<br>Miles | 0 - 3.0<br>Miles | 0 - 5.0<br>Miles | 15 Min<br>Drivetime |
| 0-15                     | 87               | 355              | 1,480            | 5,554            | 5,322               | 87               | 84               | 95               | 95               | 93                  |
| 16-17                    | 9                | 33               | 200              | 798              | 798                 | 73               | 63               | 104              | 110              | 113                 |
| 18-24                    | 26               | 114              | 487              | 2,063            | 1,954               | 54               | 56               | 65               | 73               | 71                  |
| 25-34                    | 19               | 100              | 514              | 2,811            | 2,655               | 26               | 32               | 45               | 66               | 64                  |
| 35-44                    | 58               | 251              | 945              | 3,675            | 3,574               | 86               | 88               | 90               | 93               | 93                  |
| 45-54                    | 98               | 385              | 1,420            | 5,106            | 4,960               | 130              | 120              | 121              | 115              | 115                 |
| 55-64                    | 92               | 389              | 1,237            | 4,083            | 3,965               | 153              | 153              | 132              | 115              | 116                 |
| 65+                      | 141              | 627              | 1,998            | 7,171            | 7,115               | 148              | 154              | 134              | 127              | 130                 |
| Population estimate 2015 | 530              | 2,254            | 8,281            | 31,261           | 30,343              | 100              | 100              | 100              | 100              | 100                 |

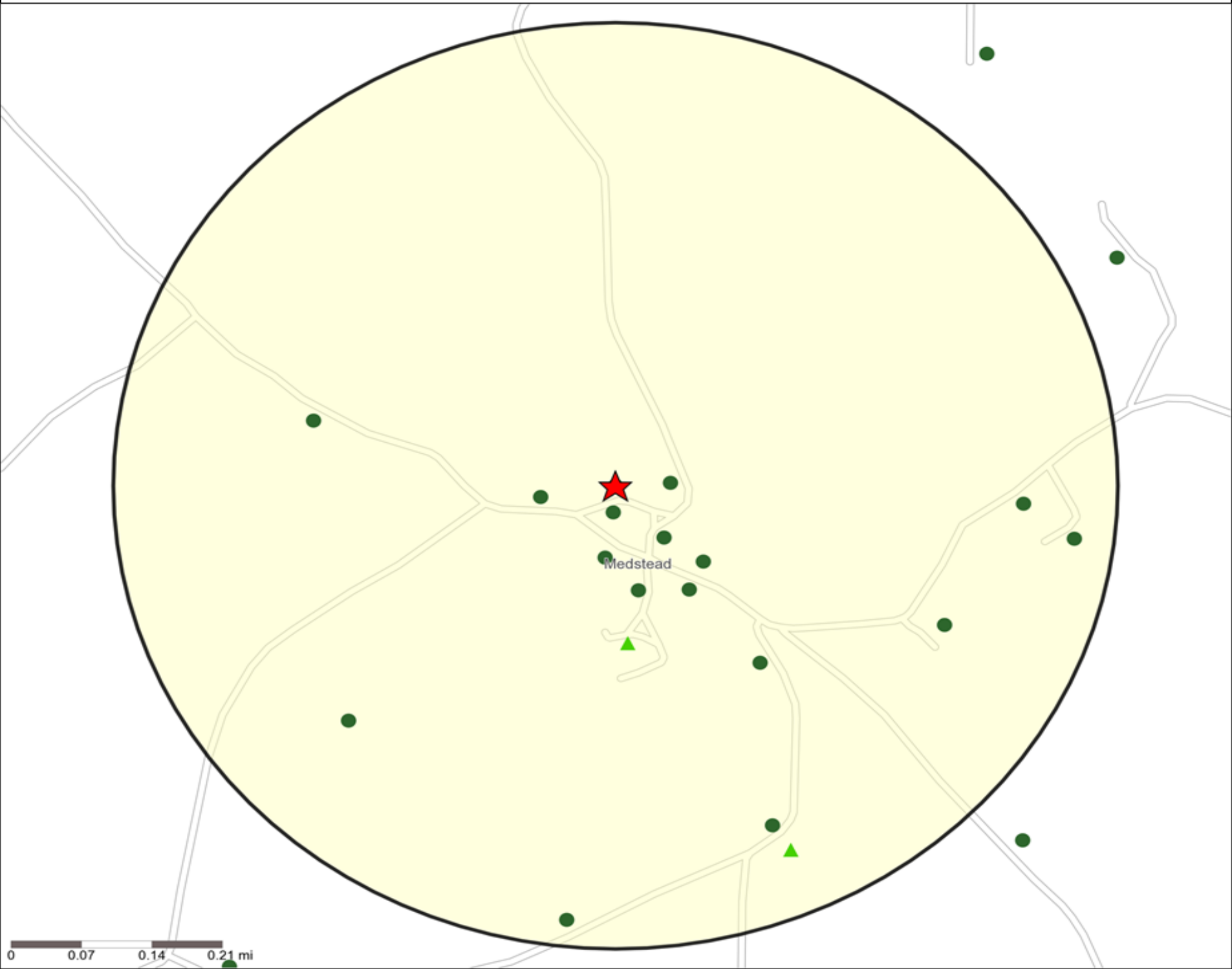
| Ethnicity - Census 2011                     | Count:           |                  |                  |                  |                     | %:               |                  |                  |                  |                     |
|---------------------------------------------|------------------|------------------|------------------|------------------|---------------------|------------------|------------------|------------------|------------------|---------------------|
|                                             | 0 - 0.5<br>Miles | 0 - 1.5<br>Miles | 0 - 3.0<br>Miles | 0 - 5.0<br>Miles | 15 Min<br>Drivetime | 0 - 0.5<br>Miles | 0 - 1.5<br>Miles | 0 - 3.0<br>Miles | 0 - 5.0<br>Miles | 15 Min<br>Drivetime |
| White                                       | 517              | 2,053            | 7,681            | 29,140           | 28,012              | 97%              | 97%              | 98%              | 97%              | 97%                 |
| Mixed / Multiple Ethnic Groups              | 5                | 20               | 62               | 303              | 301                 | 1%               | 1%               | 1%               | 1%               | 1%                  |
| Asian / Asian British                       | 5                | 24               | 71               | 496              | 425                 | 1%               | 1%               | 1%               | 2%               | 1%                  |
| Black / African / Caribbean / Black British | 1                | 2                | 5                | 83               | 80                  | 0%               | 0%               | 0%               | 0%               | 0%                  |
| Other Ethnic Group                          | 5                | 10               | 19               | 117              | 114                 | 1%               | 0%               | 0%               | 0%               | 0%                  |
| All People (Ethnic Group)                   | 533              | 2,109            | 7,838            | 30,139           | 28,932              | 100              | 100              | 100              | 100              | 100                 |



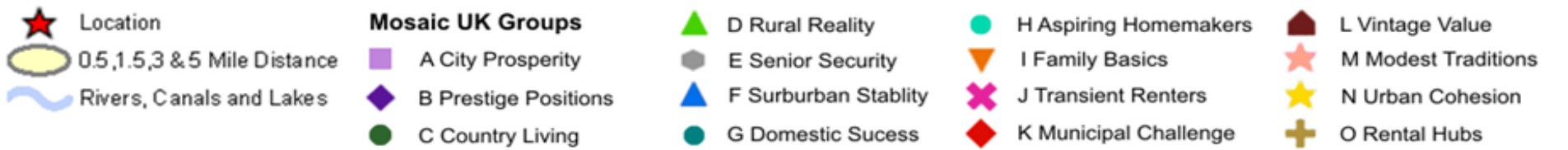




Mosaic UK Map and Data: CASTLE OF COMFORT, MEDSTEAD (300191)



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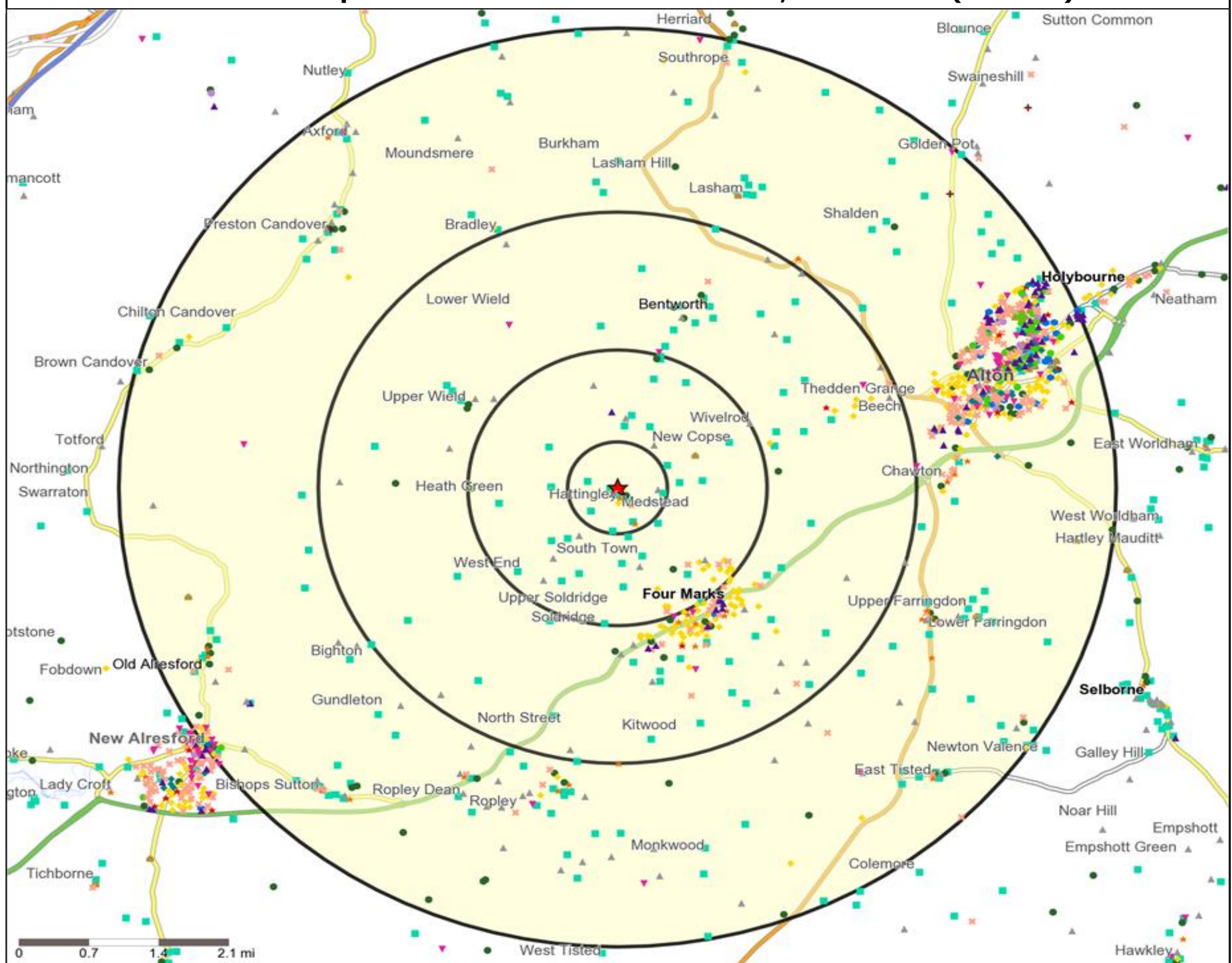


| Mosaic UK Data Table (Residential) | Count:        | Index:        |
|------------------------------------|---------------|---------------|
|                                    | 0 - 0.5 Miles | 0 - 0.5 Miles |
| A City Prosperity (18+)            | 0             | 0             |
| B Prestige Positions (18+)         | 0             | 0             |
| C Country Living (18+)             | 385           | 1,283         |
| D Rural Reality (18+)              | 47            | 157           |
| 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           | 432           | 100           |





## Occasions Map and Data: CASTLE OF COMFORT, MEDSTEAD (300191)



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|                                 |                         |                            |                        |                        |
|---------------------------------|-------------------------|----------------------------|------------------------|------------------------|
| ★ Location                      | <b>Occasions Types</b>  | ▲ 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

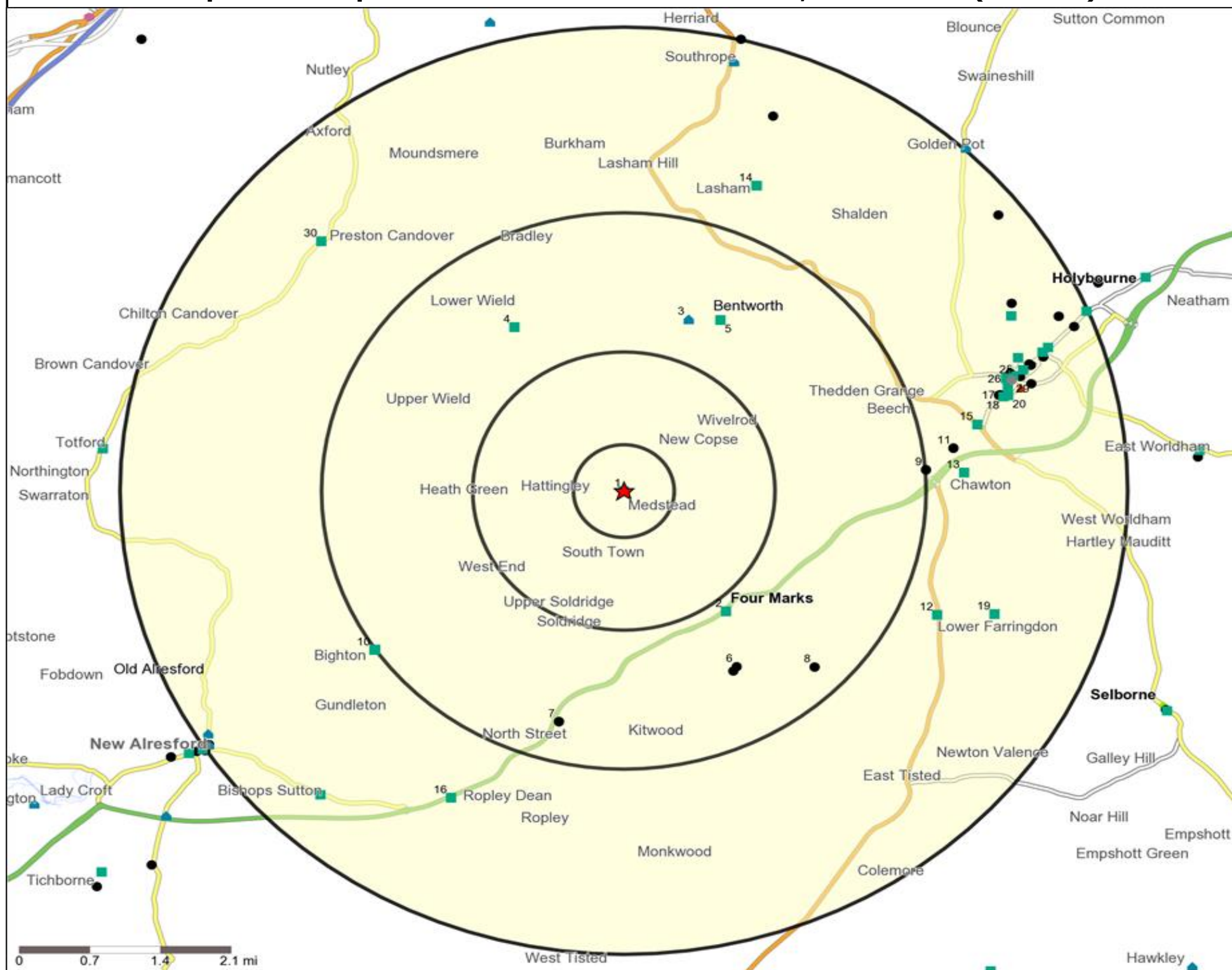
|                          | Count:        |               |               |               |                  | Index:  |         |         |         |                  |
|--------------------------|---------------|---------------|---------------|---------------|------------------|---------|---------|---------|---------|------------------|
|                          | 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         | 71            | 264           | 631           | 1,998         | 1,901            | 218     | 204     | 138     | 114     | 114              |
| 02 Early Doors           | 29            | 115           | 365           | 1,405         | 1,306            | 107     | 106     | 95      | 96      | 93               |
| 03 Everyday is Friday    | 20            | 80            | 280           | 1,195         | 1,104            | 86      | 87      | 86      | 96      | 93               |
| 04 Weekend Millionaires  | 10            | 35            | 201           | 1,210         | 1,112            | 30      | 26      | 43      | 67      | 65               |
| 05 Out On The Town       | 11            | 47            | 263           | 1,436         | 1,345            | 34      | 37      | 58      | 83      | 81               |
| 06 Business and Pleasure | 55            | 185           | 435           | 1,292         | 1,260            | 330     | 279     | 186     | 145     | 147              |
| 07 Sporting Pints        | 3             | 14            | 94            | 900           | 802              | 8       | 10      | 19      | 47      | 44               |
| 08 Student Social        | 24            | 88            | 358           | 1,136         | 1,136            | 159     | 147     | 169     | 140     | 147              |
| 09 Leisurely Lunch       | 37            | 156           | 532           | 1,912         | 1,863            | 117     | 124     | 119     | 112     | 114              |
| 10 Wining and Dining     | 21            | 116           | 575           | 2,172         | 2,172            | 58      | 81      | 113     | 112     | 117              |
| 11 Household Outing      | 28            | 103           | 312           | 1,474         | 1,352            | 98      | 91      | 78      | 96      | 92               |
| 12 Midweek Meal Deal     | 24            | 76            | 245           | 708           | 651              | 150     | 119     | 109     | 82      | 79               |
| 13 Date Night            | 21            | 119           | 578           | 1,855         | 1,867            | 82      | 117     | 161     | 135     | 142              |
| 14 Birthday Treat        | 24            | 106           | 458           | 1,565         | 1,530            | 94      | 104     | 127     | 114     | 116              |
| 15 Pre Show Meal         | 10            | 39            | 133           | 580           | 561              | 114     | 111     | 107     | 123     | 124              |
| Number of Occasions      | 388           | 1,543         | 5,460         | 20,838        | 19,962           | 100     | 100     | 100     | 100     | 100              |

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## Competition Map and Data: CASTLE OF COMFORT, MEDSTEAD (300191)



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

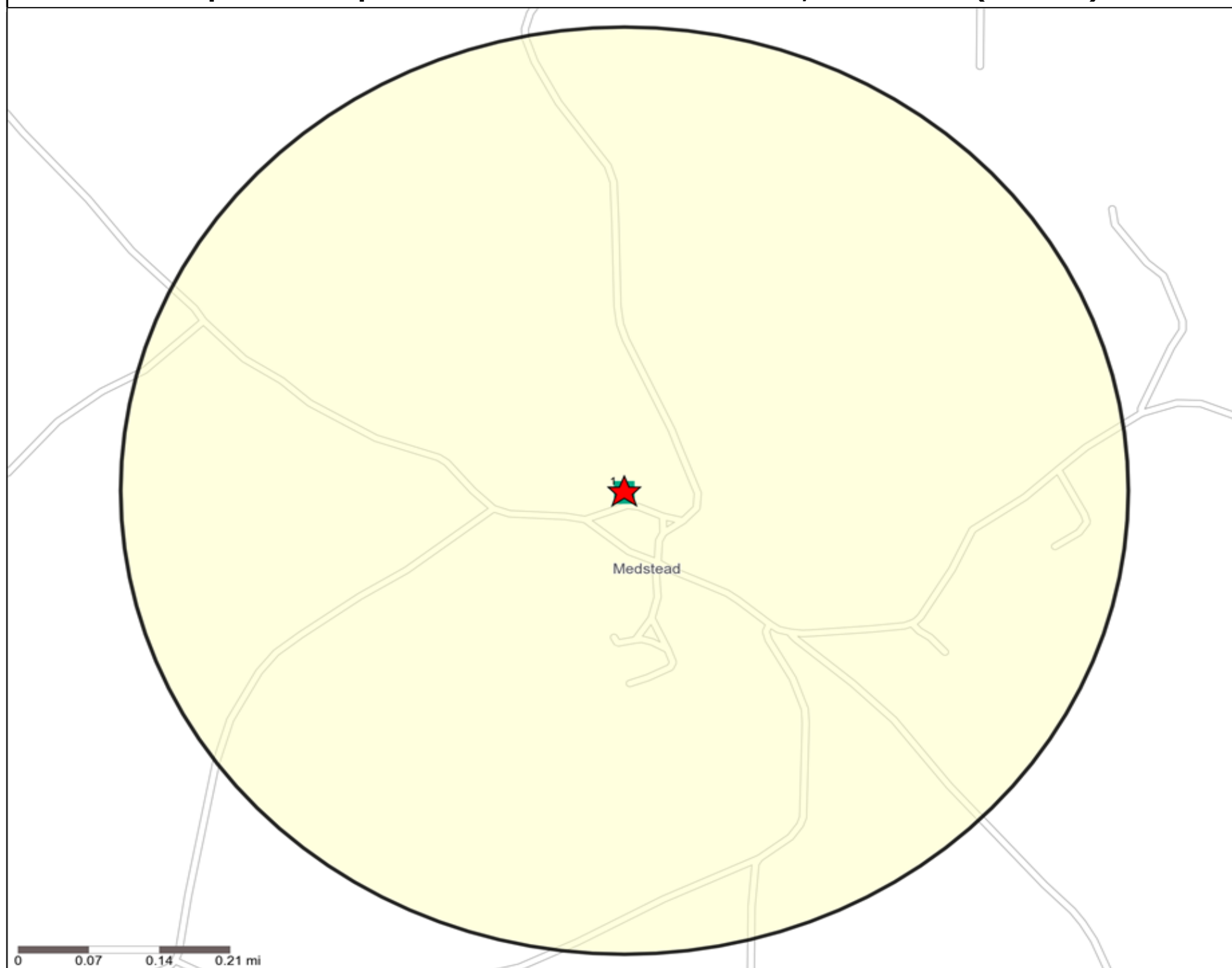


### Competition Type Summary Table

| Reporting Category | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles |
|--------------------|---------------|---------------|---------------|---------------|
| Café / Wine Bar    | 0             | 0             | 0             | 2             |
| Circuit Bar        | 0             | 0             | 0             | 1             |
| Community Local    | 1             | 1             | 4             | 25            |
| Dry Led            | 0             | 0             | 1             | 4             |
| Branded Food Pub   | 0             | 0             | 0             | 1             |
| Rural              | 0             | 0             | 0             | 0             |
| Other              | 0             | 0             | 3             | 29            |
| <b>Total</b>       | <b>1</b>      | <b>1</b>      | <b>8</b>      | <b>62</b>     |



## Competition Map and Data: CASTLE OF COMFORT, MEDSTEAD (300191)



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

### 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             |
| <b>Total</b>       | <b>1</b>      |



## Local Competition: CASTLE OF COMFORT, MEDSTEAD (300191)

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

| Rank | Pub name                         | Address                                       | Owner                      | Postcode | Category        | Distance (Miles) |
|------|----------------------------------|-----------------------------------------------|----------------------------|----------|-----------------|------------------|
| N/A  | CASTLE OF COMFORT, MEDSTEAD      | CASTLE STREET, ALTON, GU34 5LU                | Punch Taverns              | GU34 5LU | Punch Taverns   | 0.00             |
| 1    | Castle Of Comfort                | Castle Street, Medstead, Alton                | Punch Pub Company          | GU34 5LU | Community Local | 0.00             |
| 2    | Windmill Inn                     | 30 Winchester Road, Four Marks, Alton         | Enterprise Inns            | GU34 5HG | Community Local | 1.65             |
| 3    | Star Inn                         | Church Street, Bentworth, Alton               | Independent Free           | GU34 5RD | Dry Led         | 1.96             |
| 4    | Yew Tree                         | Lower Wield, Alresford                        | Independent Free           | SO24 9RX | Community Local | 2.07             |
| 5    | Sun Inn                          | Sun Hill, Bentworth, Alton                    | Independent Free           | GU34 5JT | Community Local | 2.08             |
| 6    | Dottie                           | Alton                                         | Independent Free           | GU34 5AJ | Other           | 2.20             |
| 7    | Ropley Sports Club               | Vicarage Lane, Ropley, Alresford              | Independent Free           | SO24 0DF | Other           | 2.57             |
| 8    | Four Marks Golf Course           | Headmoor Lane, Four Marks, Alton              | Independent Free           | GU34 3ES | Other           | 2.68             |
| 9    | Alton Cricket Club               | Northfield Lane, Chawton, Alton               | Independent Free           | GU34 1SN | Other           | 3.01             |
| 10   | English Partridge                | Bighton, Alresford                            | Miller's Collection        | SO24 9RE | Community Local | 3.01             |
| 11   | Chawton Park Indoor Bowls Club   | Chawton Park Road, Alton                      | Independent Free           | GU34 1RF | Other           | 3.30             |
| 12   | Pheasant                         | Gosport Road, Lower Farringdon, Alton         | *Other Small Retail Groups | GU34 3DJ | Community Local | 3.38             |
| 13   | Greyfriars                       | Winchester Road, Chawton, Alton               | Fuller Smith & Turner      | GU34 1SB | Community Local | 3.38             |
| 14   | Royal Oak                        | Lasham, Alton                                 | Independent Free           | GU34 5SJ | Community Local | 3.54             |
| 15   | French Horn                      | The Butts, Alton                              | Punch Pub Company          | GU34 1RT | Community Local | 3.58             |
| 16   | Anchor                           | The Dene, Ropley, Alresford                   | Pubfolio Ltd               | SO24 0BG | Community Local | 3.73             |
| 17   | Alton Conservative Club          | 14a Butts Road, Alton                         | Independent Free           | GU34 1ND | Other           | 3.87             |
| 18   | George                           | 97 Butts Road, Alton                          | Punch Pub Company          | GU34 1LH | Community Local | 3.90             |
| 19   | Rose & Crown                     | Crows Lane, Upper Farringdon, Alton           | Enterprise Inns            | GU34 3ED | Community Local | 3.91             |
| 20   | Hop Pole                         | 2 Mount Pleasant Road, Alton                  | Enterprise Inns            | GU34 1NG | Community Local | 3.95             |
| 21   | Bengal Tandoori                  | 78e High Street, Alton                        | Independent Free           | GU34 1EN | Other           | 3.97             |
| 22   | Curry Palace Tandoori Restaurant | 78 High Street, Alton                         | Independent Free           | GU34 1EN | Other           | 3.97             |
| 23   | White Horse                      | 96-98 High Street, Alton                      | Enterprise Inns            | GU34 1EN | Community Local | 3.97             |
| 24   | Pizza Express                    | 5 Market Square, Alton                        | Hony Capital               | GU34 1HD | Other           | 3.98             |
| 25   | Market House                     | 3 Market Square, Alton                        | Enterprise Inns            | GU34 1HD | Community Local | 3.98             |
| 26   | Wheatsheaf                       | 7 Market Square, Alton                        | Punch Pub Company          | GU34 1HD | Community Local | 3.98             |
| 27   | Prezzo                           | 1 Market Square, Alton                        | Prezzo plc                 | GU34 1HD | Other           | 3.98             |
| 28   | River Kwai                       | 2 Cross & Pillory Lane, Alton                 | Independent Free           | GU34 1HL | Other           | 4.00             |
| 29   | Cellar Vie                       | 1 Westbrook Walk, Alton                       | Independent Free           | GU34 1HZ | Cafe / Wine Bar | 4.03             |
| 30   | Purefoy Arms                     | Alresford Road, Preston Candover, Basingstoke | Independent Free           | RG25 2EJ | Community Local | 4.03             |