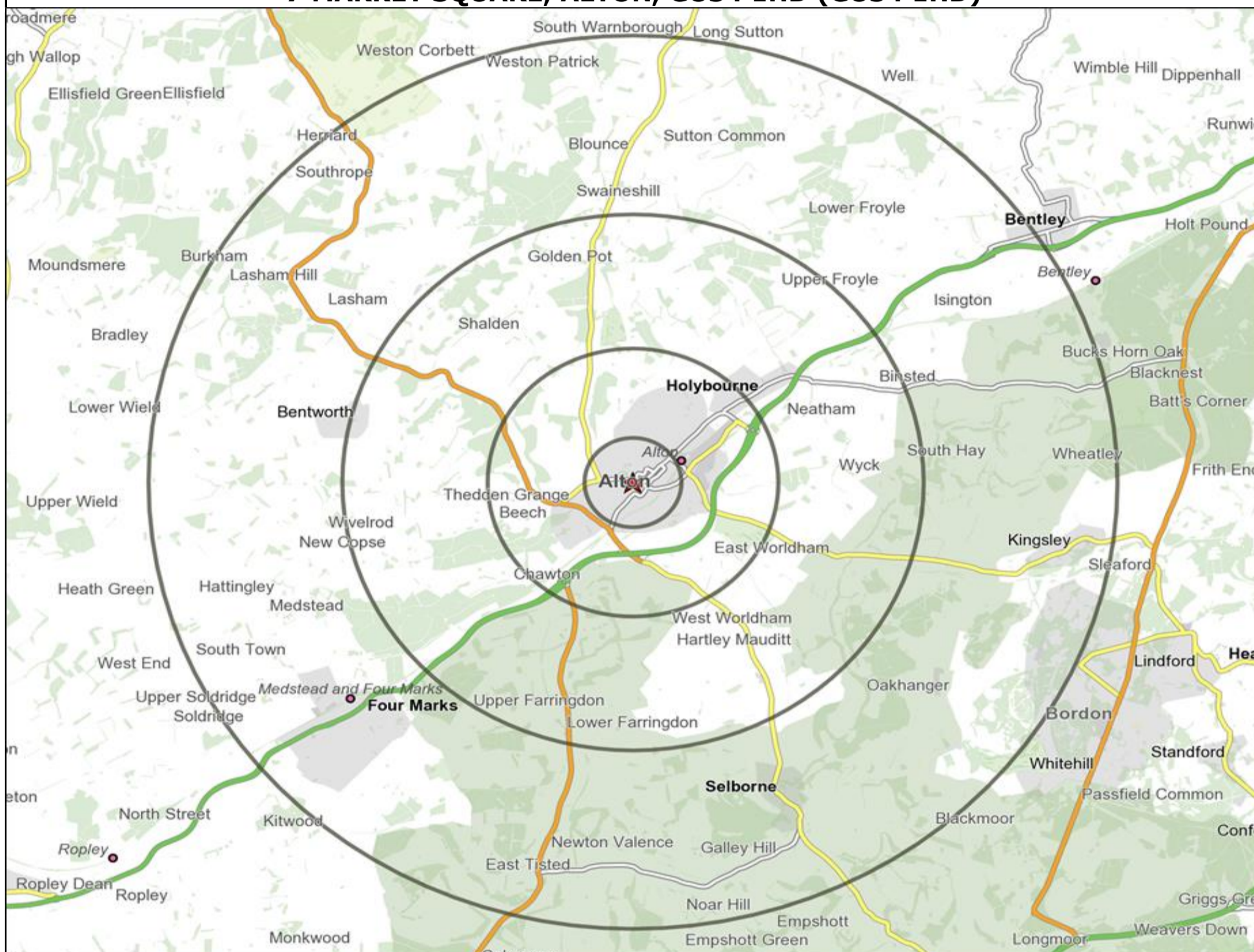




**Customer Profile Report for WHEATSHEAF, ALTON (Punch Outlet Number: 300206)
7 MARKET SQUARE, ALTON, GU34 1HD (GU34 1HD)**



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

Age Data Table

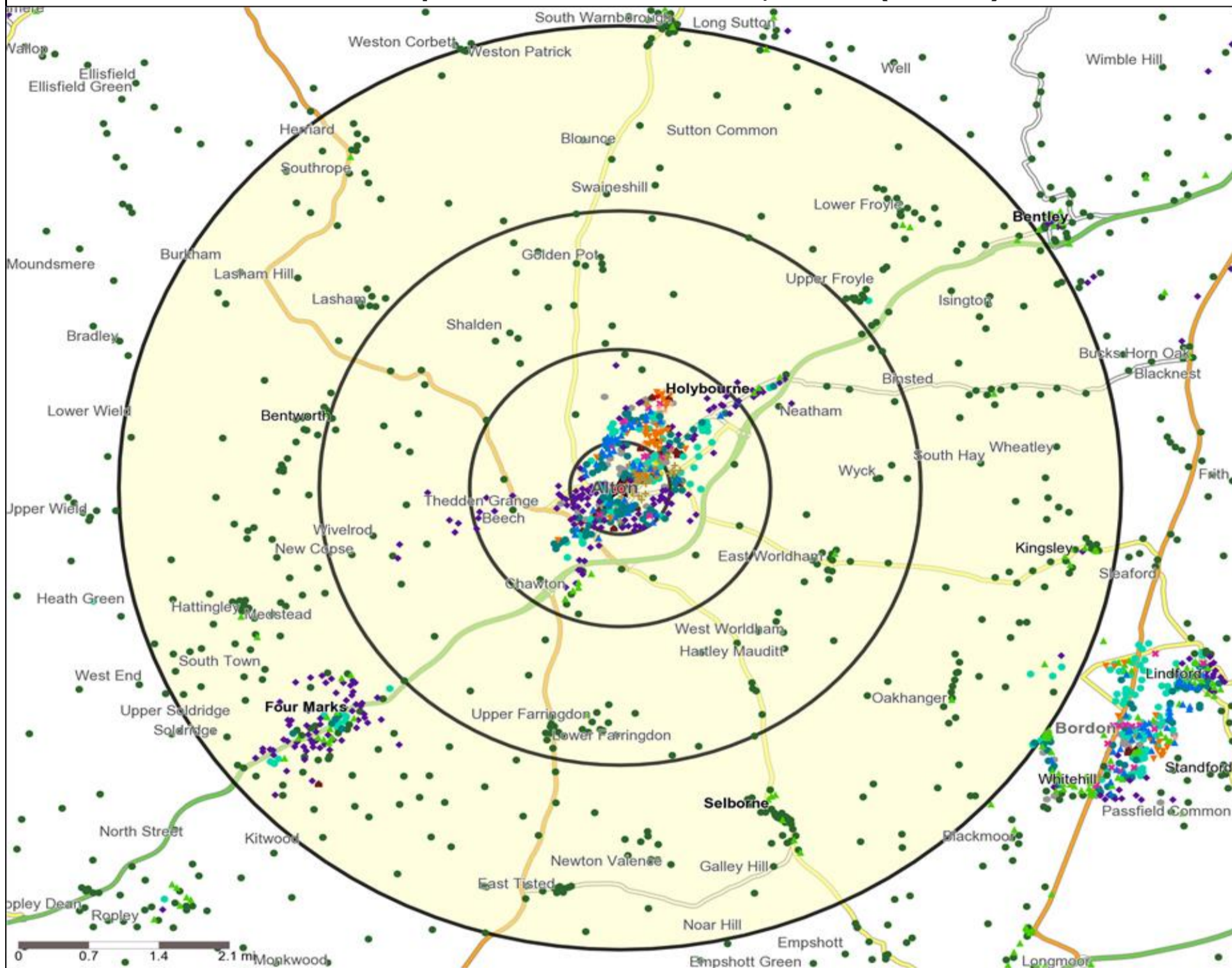
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,328	3,287	3,758	5,813	7,617	84	95	94	95	96
16-17	199	516	594	856	1,055	101	120	120	112	108
18-24	628	1,453	1,599	2,212	3,043	82	87	83	75	80
25-34	963	2,150	2,290	2,948	4,160	83	85	78	66	72
35-44	992	2,208	2,535	3,925	5,208	93	94	94	94	97
45-54	1,247	2,727	3,282	5,426	6,801	104	104	108	117	114
55-64	967	2,062	2,515	4,291	5,331	101	99	104	116	112
65+	2,127	4,107	4,794	7,293	9,012	140	123	125	124	119
Population estimate 2015	8,451	18,510	21,367	32,764	42,227	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	7,928	16,948	19,636	30,208	38,849	96%	96%	96%	97%	97%
Mixed / Multiple Ethnic Groups	106	208	236	331	432	1%	1%	1%	1%	1%
Asian / Asian British	143	391	407	505	660	2%	2%	2%	2%	2%
Black / African / Caribbean / Black British	44	73	80	98	159	1%	0%	0%	0%	0%
Other Ethnic Group	45	81	83	115	141	1%	0%	0%	0%	0%
All People (Ethnic Group)	8,266	17,701	20,442	31,257	40,241	100	100	100	100	100



Mosaic UK Map and Data: WHEATSHEAF, ALTON (300206)



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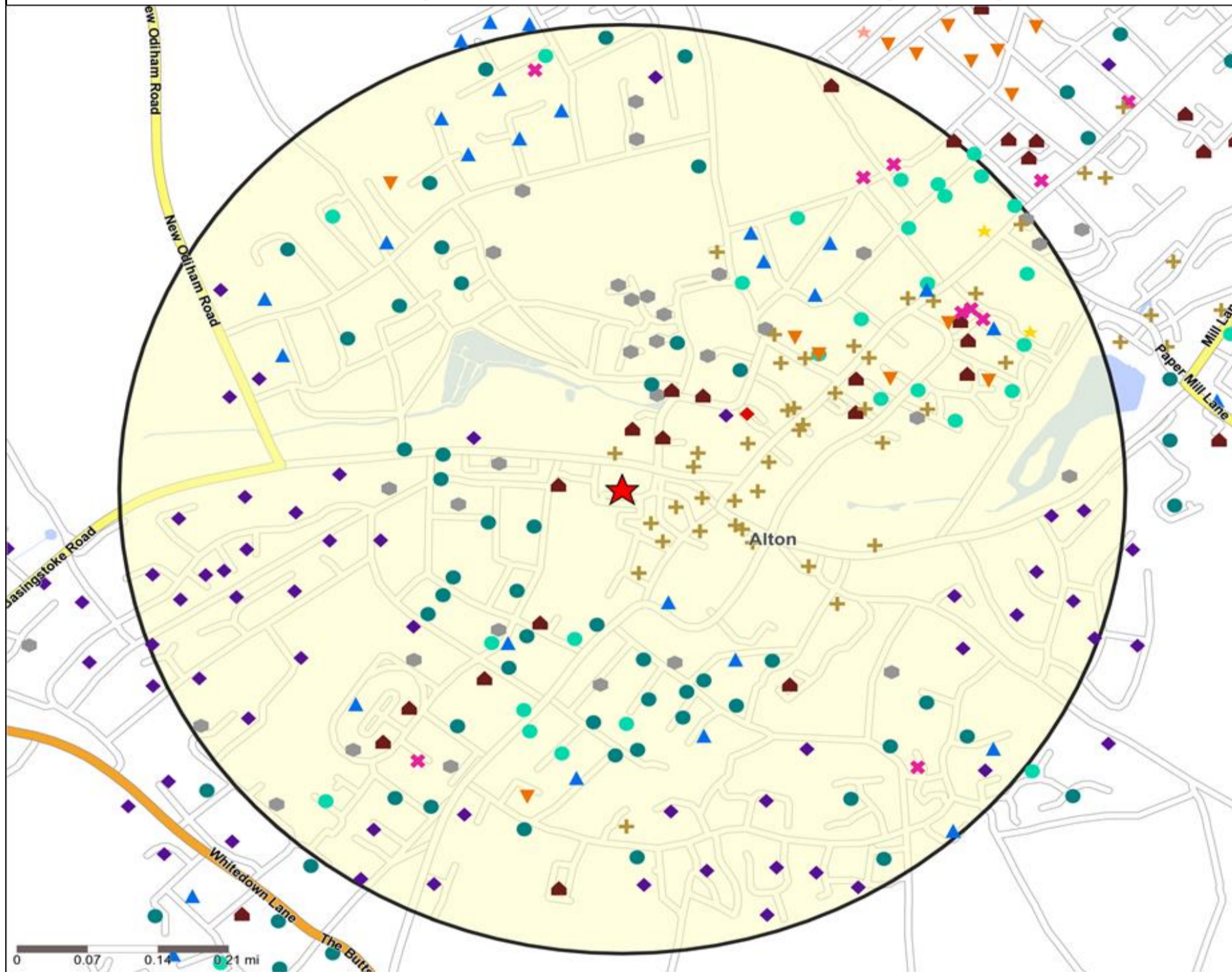
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- ▼ I Family Basics
- ★ M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- ✕ J Transient 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 - 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+)	1,315	2,527	3,169	5,276	5,987	261	237	257	280	252
C Country Living (18+)	17	237	1,533	6,567	9,116	4	23	131	365	402
D Rural Reality (18+)	0	99	287	1,488	2,220	0	10	25	83	98
E Senior Security (18+)	753	1,091	1,091	1,091	1,185	134	92	79	52	45
F Suburban Stability (18+)	867	1,586	1,586	1,586	1,757	205	178	154	100	88
G Domestic Success (18+)	1,627	3,028	3,094	3,215	3,629	279	246	218	148	132
H Aspiring Homemakers (18+)	592	1,845	1,925	2,425	3,400	94	139	125	103	114
I Family Basics (18+)	173	1,354	1,354	1,354	1,598	35	128	111	73	68
J Transient Renters (18+)	195	385	385	385	526	49	46	39	26	28
K Municipal Challenge (18+)	32	60	60	60	60	8	7	6	4	3
L Vintage Value (18+)	690	1,131	1,131	1,150	1,465	158	123	106	71	71
M Modest Traditions (18+)	2	223	223	223	238	1	32	28	18	15
N Urban Cohesion (18+)	89	97	97	97	154	25	13	11	7	9
O Rental Hubs (18+)	573	953	953	953	1,275	107	85	73	48	51
Adults 18+ estimate 2015	6,925	14,616	16,888	25,870	32,657	100	100	100	100	100



Mosaic UK Map and Data: WHEATSHEAF, ALTON (300206)



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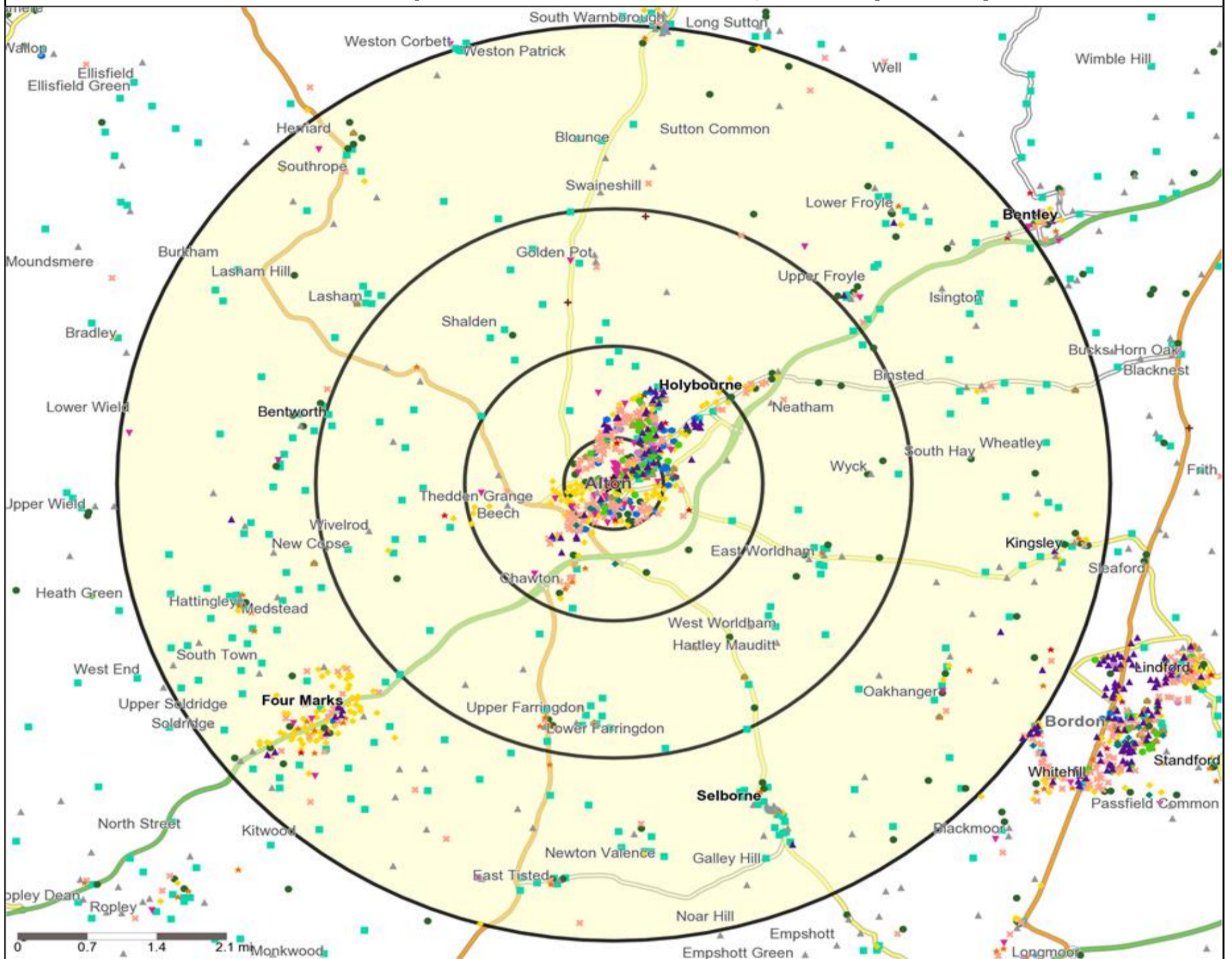
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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+)	1,315	261
C Country Living (18+)	17	4
D Rural Reality (18+)	0	0
E Senior Security (18+)	753	134
F Suburban Stability (18+)	867	205
G Domestic Success (18+)	1,627	279
H Aspiring Homemakers (18+)	592	94
I Family Basics (18+)	173	35
J Transient Renters (18+)	195	49
K Municipal Challenge (18+)	32	8
L Vintage Value (18+)	690	158
M Modest Traditions (18+)	2	1
N Urban Cohesion (18+)	89	25
O Rental Hubs (18+)	573	107
Adults 18+ estimate 2015	6,925	100



Occasions Map and Data: WHEATSHEAF, ALTON (300206)



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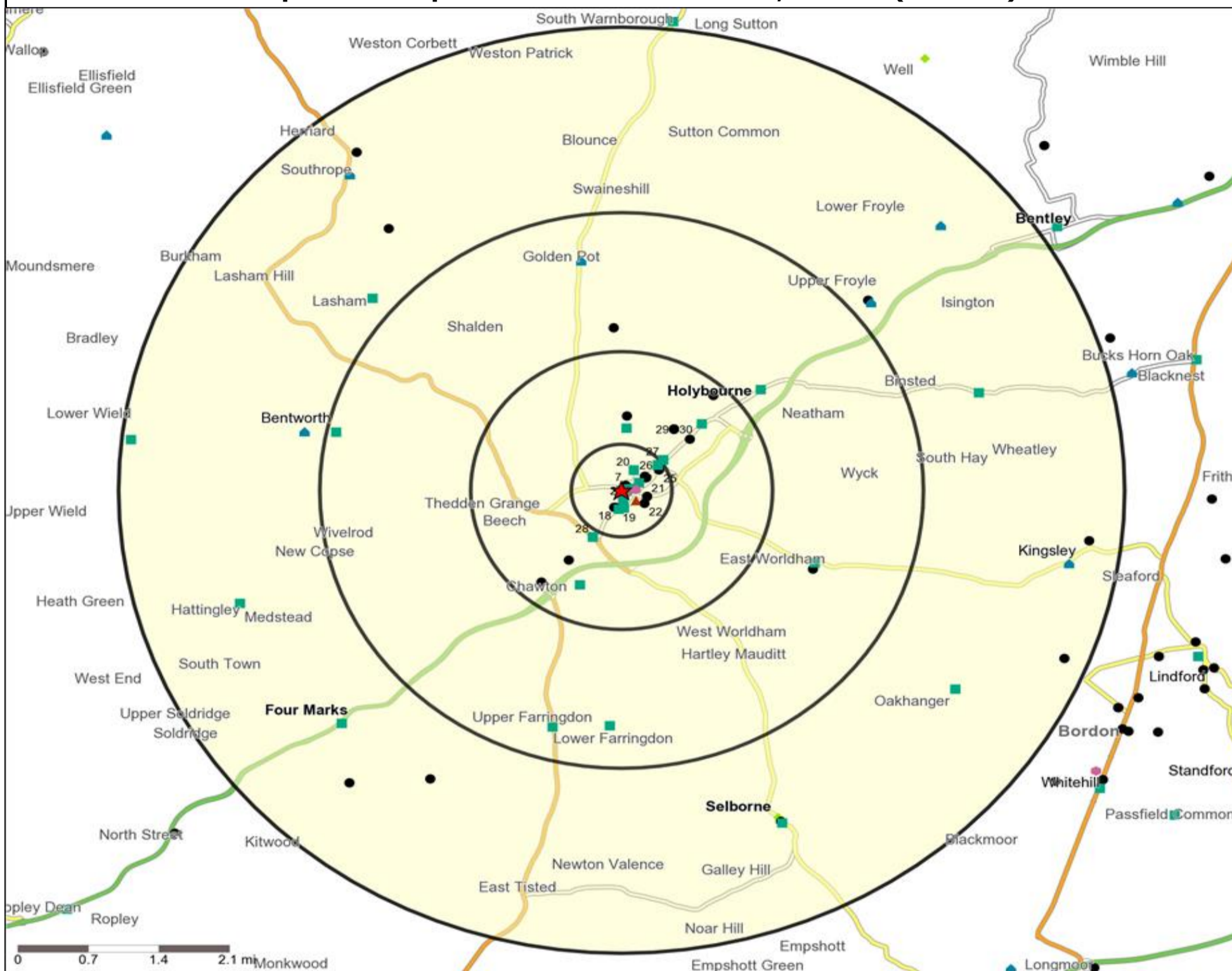
- ★ Location
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- 01 Mine's a Pint
- 05 Out On The Town
- 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- ◆ 02 Early Doors
- ▲ 06 Business and Pleasure
- ✂ 10 Wining 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	355	800	1,069	2,006	2,613	78	76	89	111	113
02 Early Doors	383	820	951	1,429	1,764	100	94	95	94	91
03 Everyday is Friday	311	781	869	1,246	1,596	95	105	101	97	97
04 Weekend Millionaires	318	976	1,016	1,297	1,779	68	91	82	70	75
05 Out On The Town	455	1,089	1,168	1,504	1,934	100	105	98	84	84
06 Business and Pleasure	181	445	617	1,258	1,748	77	83	100	136	148
07 Sporting Pints	308	796	820	953	1,272	62	69	62	48	50
08 Student Social	255	513	671	1,191	1,522	120	106	121	142	142
09 Leisurely Lunch	527	1,089	1,271	1,974	2,496	118	107	109	112	111
10 Wining and Dining	689	1,451	1,612	2,303	2,878	136	125	121	115	112
11 Household Outing	399	978	1,079	1,483	1,883	99	106	102	93	93
12 Midweek Meal Deal	104	313	392	735	932	46	61	66	82	82
13 Date Night	584	1,163	1,310	1,978	2,402	163	141	139	139	132
14 Birthday Treat	439	941	1,086	1,638	2,023	122	114	115	115	111
15 Pre Show Meal	150	342	401	585	767	121	121	123	120	123
Number of Occasions	5,458	12,497	14,332	21,580	27,609	100	100	100	100	100



Competition Map and Data: WHEATSHEAF, ALTON (300206)



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

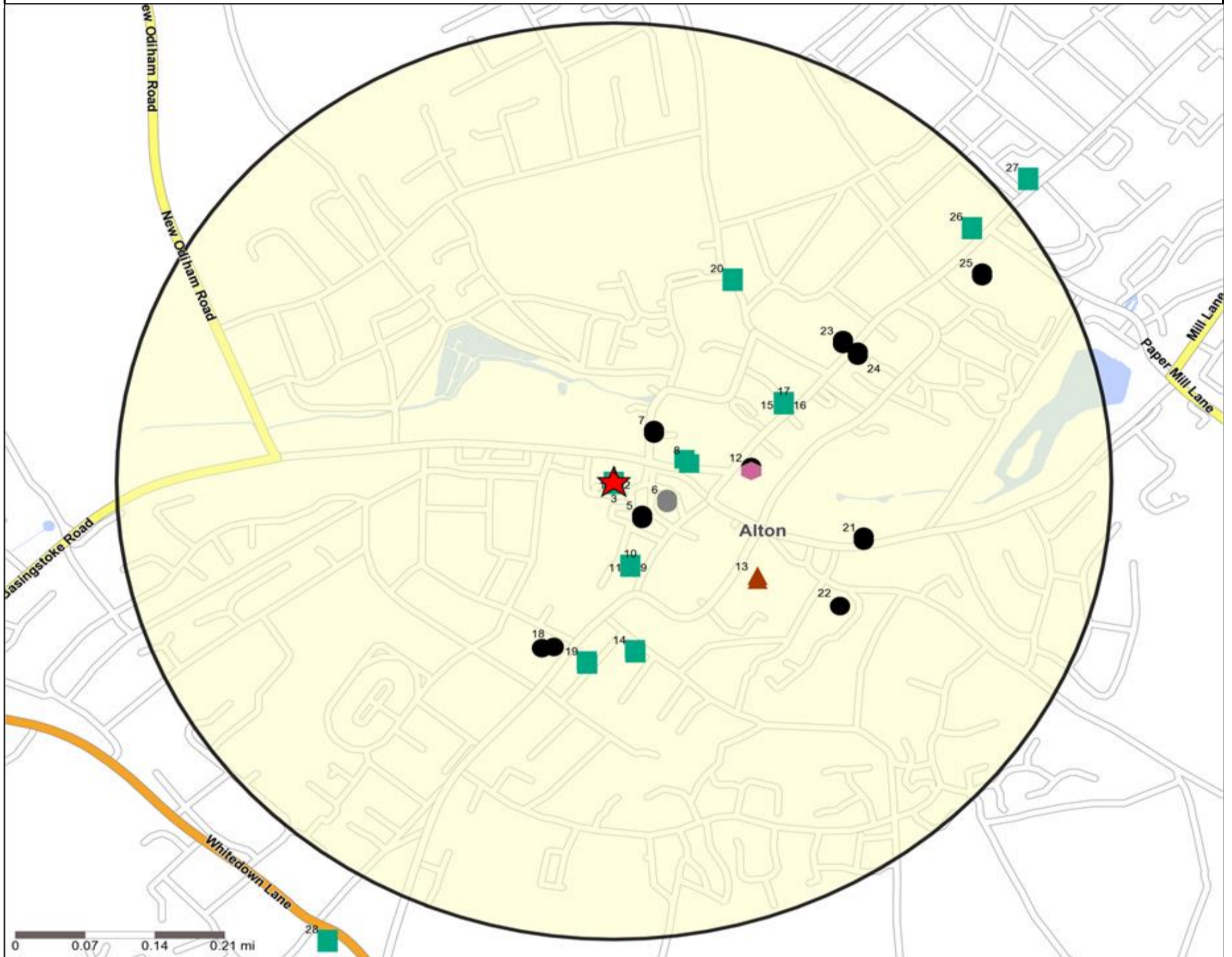
- ★ Location
- Branded Food
- ▲ Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

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	1	1	1	1
Circuit Bar	1	1	1	1
Community Local	10	14	19	26
Dry Led	0	0	1	6
Branded Food Pub	1	1	1	1
Rural	0	0	0	1
Other	13	20	24	32
Total	26	37	47	68



Competition Map and Data: WHEATSHEAF, ALTON (300206)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	1
Circuit Bar	1
Community Local	10
Dry Led	0
Branded Food Pub	1
Rural	0
Other	13
Total	26



Local Competition: WHEATSHEAF, ALTON (300206)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WHEATSHEAF, ALTON	7 MARKET SQUARE, ALTON, GU34 1HD	Punch Taverns	GU34 1HD	Punch Taverns	0.00
1	Wheatsheaf	7 Market Square, Alton	Punch Pub Company	GU34 1HD	Community Local	0.00
2	Market House	3 Market Square, Alton	Enterprise Inns	GU34 1HD	Community Local	0.00
3	Prezzo	1 Market Square, Alton	Prezzo plc	GU34 1HD	Other	0.00
4	Pizza Express	5 Market Square, Alton	Hony Capital	GU34 1HD	Other	0.00
5	River Kwai	2 Cross & Pillory Lane, Alton	Independent Free	GU34 1HL	Other	0.05
6	Cellar Vie	1 Westbrook Walk, Alton	Independent Free	GU34 1HZ	Cafe / Wine Bar	0.06
7	Alton Community Centre	Amery Street, Alton	Independent Free	GU34 1HN	Other	0.07
8	Kings Head	28 Market Street, Alton	Wellington	GU34 1HA	Community Local	0.08
9	White Horse	96-98 High Street, Alton	Enterprise Inns	GU34 1EN	Community Local	0.10
10	Curry Palace Tandoori Restaurant	78 High Street, Alton	Independent Free	GU34 1EN	Other	0.10
11	Bengal Tandoori	78e High Street, Alton	Independent Free	GU34 1EN	Other	0.10
12	Swan Hotel	High Street, Alton	Greene King	GU34 1AT	Branded Food	0.14
13	Ivy House	Draymans Way, Alton	Wetherspoon	GU34 1SS	Circuit Bar	0.18
14	Hop Pole	2 Mount Pleasant Road, Alton	Enterprise Inns	GU34 1NG	Community Local	0.19
15	Crown Hotel	2 High Street, Alton	Enterprise Inns	GU34 1BN	Community Local	0.19
16	Bakers Arms	32 High Street, Alton	Punch Pub Company	GU34 1BN	Community Local	0.19
17	Osteria Antica	8 High Street, Alton	Independent Free	GU34 1BN	Other	0.19
18	Alton Conservative Club	14a Butts Road, Alton	Independent Free	GU34 1ND	Other	0.19
19	George	97 Butts Road, Alton	Punch Pub Company	GU34 1LH	Community Local	0.20
20	Eight Bells	33 Church Street, Alton	Independent Free	GU34 2DA	Community Local	0.25
21	Minnesotas Snooker & Darts Club	Lower Turk Street, Alton	*Other Small Retail Groups	GU34 2PS	Other	0.26
22	Bell House Dance Studio	St Marys Close, Alton	Independent Free	GU34 1EF	Other	0.26
23	English Garden Restaurant	12 Normandy Street, Alton	Independent Free	GU34 1BX	Other	0.27
24	Alton Tandoori	7 Normandy Street, Alton	Independent Free	GU34 1DD	Other	0.28
25	Alton House Hotel	57 Normandy Street, Alton	Hollybourne Hotels	GU34 1DW	Other	0.43
26	Barley Mow	72 Normandy Street, Alton	Enterprise Inns	GU34 1DH	Community Local	0.45
27	Railway Arms	26 Anstey Road, Alton	Independent Free	GU34 2RB	Community Local	0.53
28	French Horn	The Butts, Alton	Punch Pub Company	GU34 1RT	Community Local	0.58
29	Royal British Legion Club	Borovere Gardens, Alton	Independent Free	GU34 2NB	Other	0.84
30	Alton Rugby Sports Club	Anstey Lane, Alton	Independent Free	GU34 2NB	Other	0.84