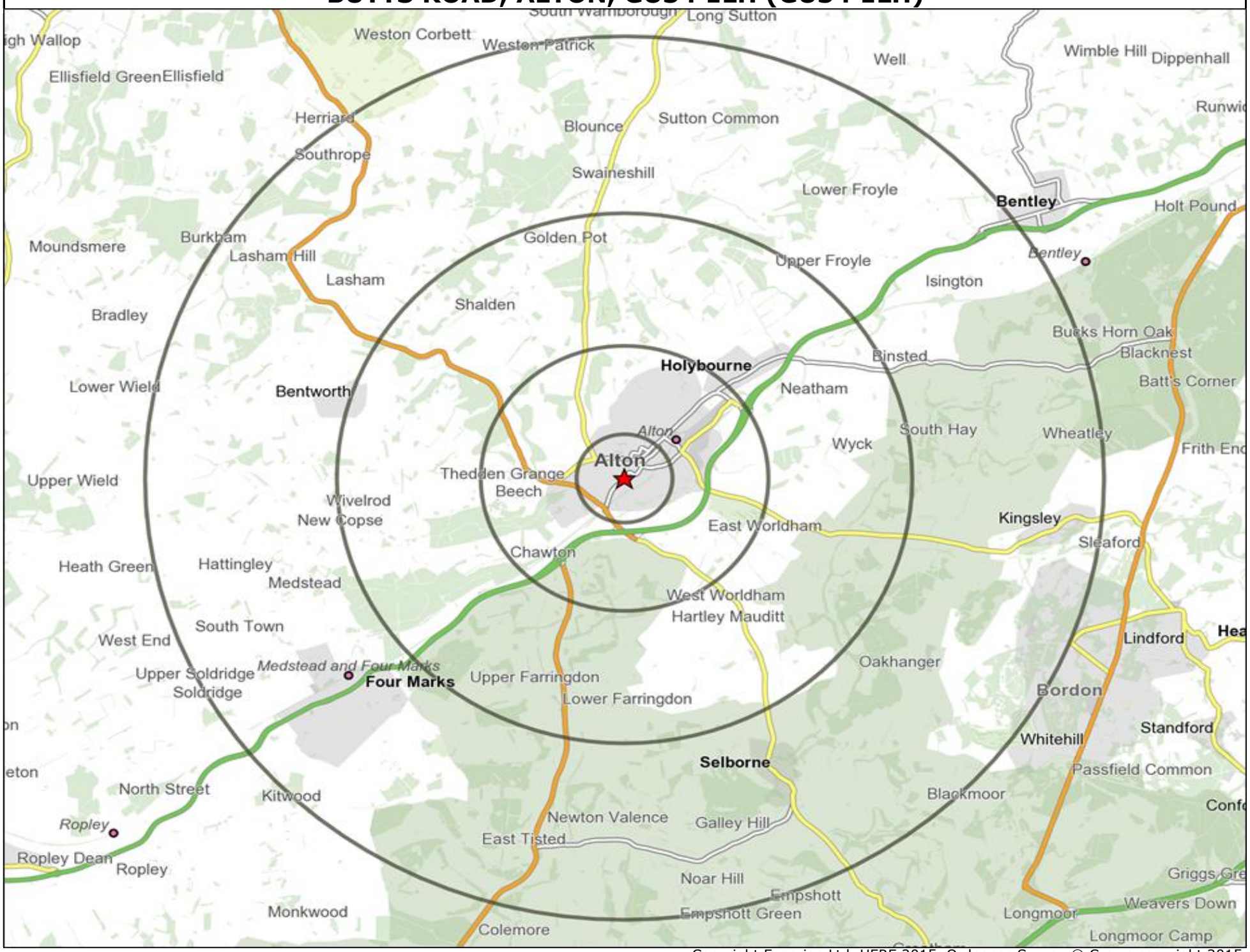
Customer Profile Report for THE GEORGE, ALTON (Punch Outlet Number: 300197)
BUTTS ROAD, ALTON, GU34 1LH (GU34 1LH)



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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	1,051	3,198	3,750	5,866	8,541	82	95	94	95	96
16-17	158	487	594	850	1,150	100	117	120	111	105
18-24	490	1,392	1,596	2,229	3,552	80	85	83	75	83
25-34	717	2,114	2,284	3,011	4,755	77	86	78	67	73
35-44	773	2,157	2,530	3,984	5,907	90	95	94	95	98
45-54	1,004	2,641	3,275	5,470	7,584	104	104	108	117	113
55-64	763	1,994	2,502	4,341	5,903	99	98	104	116	110
65+	1,837	4,009	4,783	7,298	9,941	150	124	125	123	117
Population estimate 2015	**6,793**	**17,992**	**21,314**	**33,049**	**47,333**	**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	6,347	16,470	19,583	30,470	43,504	96%	96%	96%	97%	96%
Mixed / Multiple Ethnic Groups	76	200	235	331	496	1%	1%	1%	1%	1%
Asian / Asian British	106	386	406	513	782	2%	2%	2%	2%	2%
Black / African / Caribbean / Black British	32	68	80	100	180	0%	0%	0%	0%	0%
Other Ethnic Group	32	80	83	128	176	0%	0%	0%	0%	0%
All People (Ethnic Group)	**6,593**	**17,204**	**20,387**	**31,542**	**45,138**	**100**	**100**	**100**	**100**	**100**

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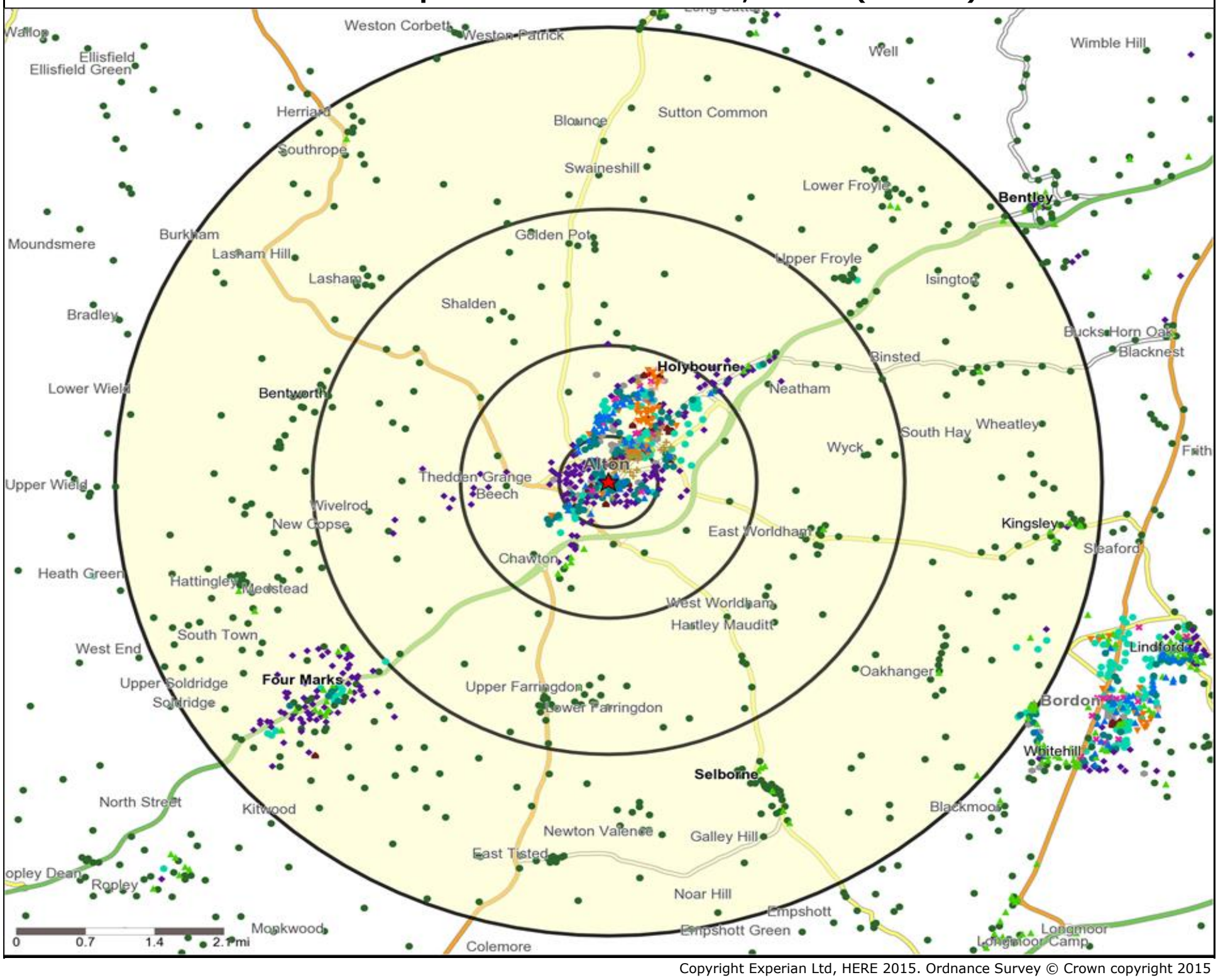
Mosaic UK Map and Data: THE GEORGE, ALTON (300197)



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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 Surburban Stablity
G Domestic Sucess
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 - 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	90	0	0	0	0	6
B Prestige Positions (18+)	1,317	2,368	3,168	5,275	6,455	324	228	258	277	241
C Country Living (18+)	18	146	1,489	6,480	9,733	5	15	127	357	382
D Rural Reality (18+)	0	78	287	1,631	2,296	0	8	25	90	90
E Senior Security (18+)	597	1,091	1,091	1,091	1,304	131	94	80	51	44
F Suburban Stability (18+)	467	1,582	1,586	1,586	1,864	137	182	154	99	83
G Domestic Success (18+)	1,491	2,980	3,094	3,268	4,380	318	248	218	149	142
H Aspiring Homemakers (18+)	385	1,818	1,925	2,563	3,932	76	140	126	108	118
I Family Basics (18+)	82	1,354	1,354	1,354	1,866	20	131	111	72	70
J Transient Renters (18+)	117	385	385	396	558	36	47	40	26	26
K Municipal Challenge (18+)	32	60	60	60	60	10	7	6	4	3
L Vintage Value (18+)	613	1,131	1,131	1,150	1,713	174	126	107	70	74
M Modest Traditions (18+)	0	223	223	223	275	0	33	28	18	16
N Urban Cohesion (18+)	22	97	97	97	441	8	13	11	7	23
O Rental Hubs (18+)	442	953	953	953	1,733	103	87	73	47	61
Adults 18+ estimate 2015	**5,583**	**14,266**	**16,843**	**26,127**	**36,700**	**100**	**100**	**100**	**100**	**100**

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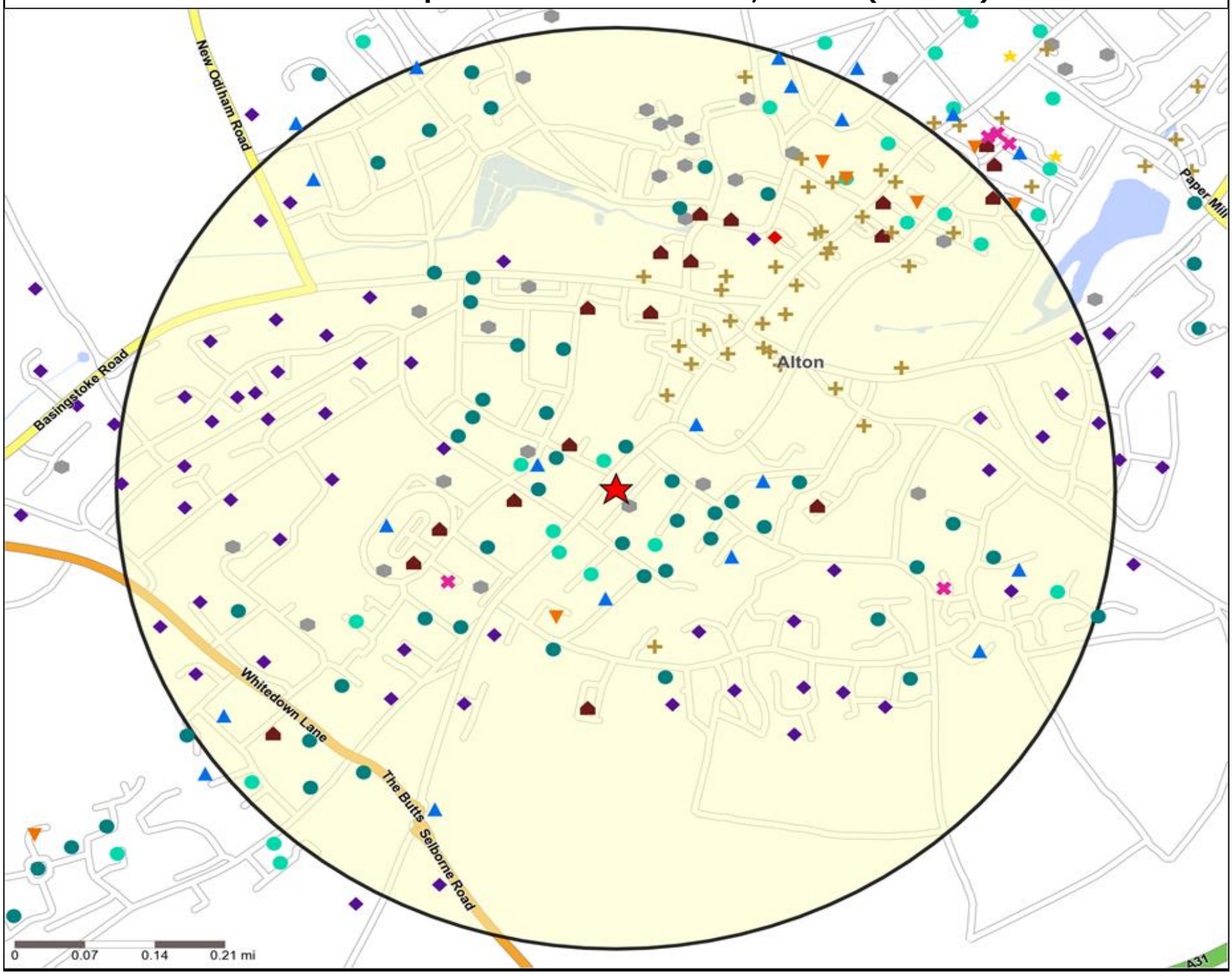
Mosaic UK Map and Data: THE GEORGE, ALTON (300197)



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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 Surburban Stablity
G Domestic Sucess
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: 0 - 0.5 Miles	Index: 0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	1,317	324
C Country Living (18+)	18	5
D Rural Reality (18+)	0	0
E Senior Security (18+)	597	131
F Suburban Stability (18+)	467	137
G Domestic Success (18+)	1,491	318
H Aspiring Homemakers (18+)	385	76
I Family Basics (18+)	82	20
J Transient Renters (18+)	117	36
K Municipal Challenge (18+)	32	10
L Vintage Value (18+)	613	174
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	22	8
O Rental Hubs (18+)	442	103
Adults 18+ estimate 2015	**5,583**	**100**

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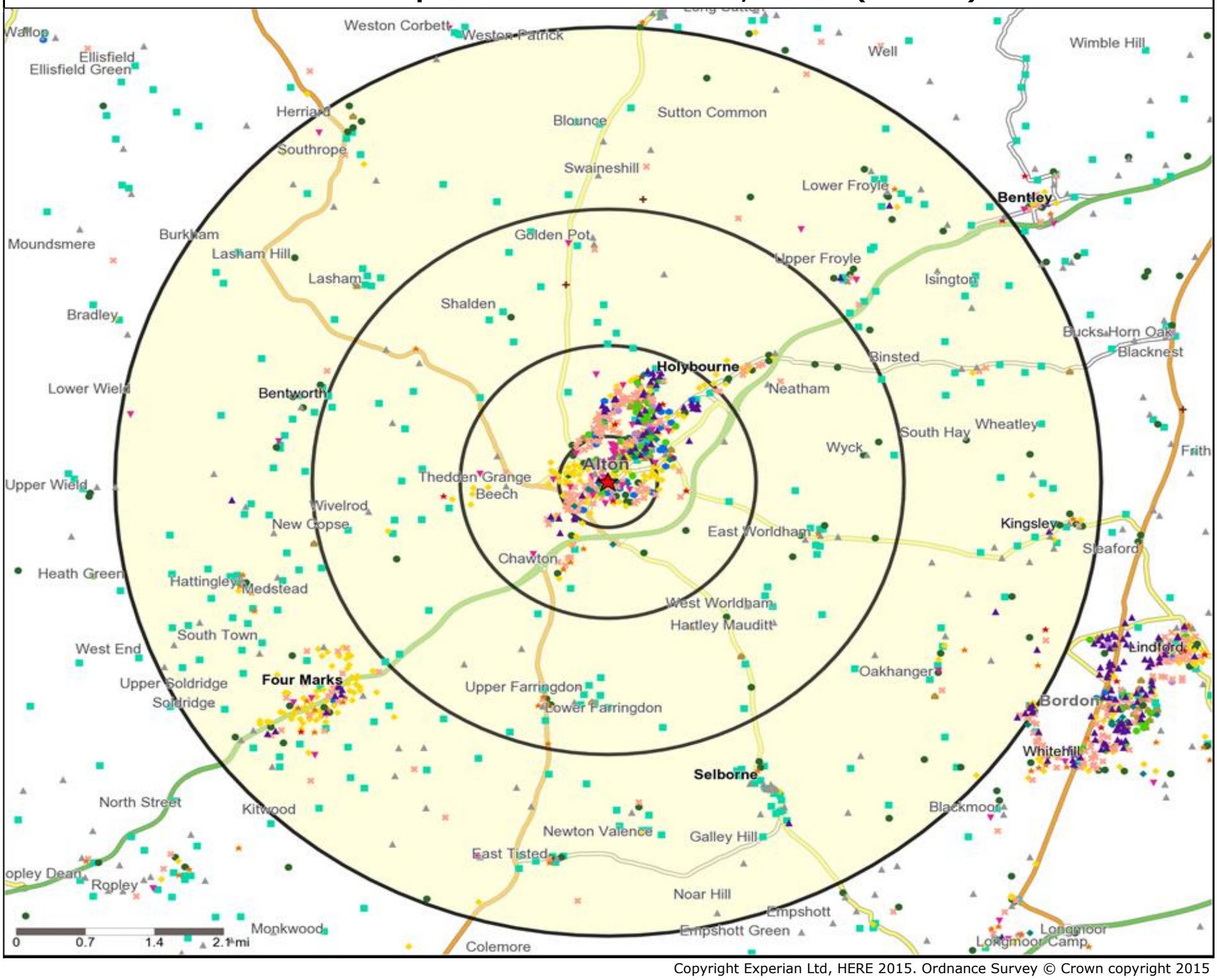
Occasions Map and Data: THE GEORGE, ALTON (300197)



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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	270	772	1,061	2,006	2,869	75	76	89	110	110
02 Early Doors	302	801	949	1,439	1,931	100	94	95	94	89
03 Everyday is Friday	234	766	866	1,264	1,809	91	105	101	97	97
04 Weekend Millionaires	235	963	1,015	1,340	1,961	63	92	82	71	73
05 Out On The Town	347	1,070	1,167	1,525	2,241	97	106	98	84	87
06 Business and Pleasure	147	427	612	1,256	2,001	79	82	100	134	150
07 Sporting Pints	220	787	820	974	1,533	56	70	63	49	54
08 Student Social	210	488	668	1,194	1,704	125	103	120	141	141
09 Leisurely Lunch	445	1,060	1,268	1,987	2,784	126	107	109	112	110
10 Wining and Dining	578	1,416	1,611	2,334	3,217	144	125	121	115	112
11 Household Outing	293	960	1,076	1,505	2,135	92	107	102	94	94
12 Midweek Meal Deal	76	304	392	735	1,022	43	60	66	82	80
13 Date Night	493	1,132	1,310	2,002	2,715	173	141	139	140	133
14 Birthday Treat	355	914	1,084	1,653	2,268	125	114	115	115	111
15 Pre Show Meal	119	333	399	585	860	121	120	123	118	122
Number of Occasions	**4,324**	**12,193**	**14,298**	**21,799**	**31,050**	**100**	**100**	**100**	**100**	**100**

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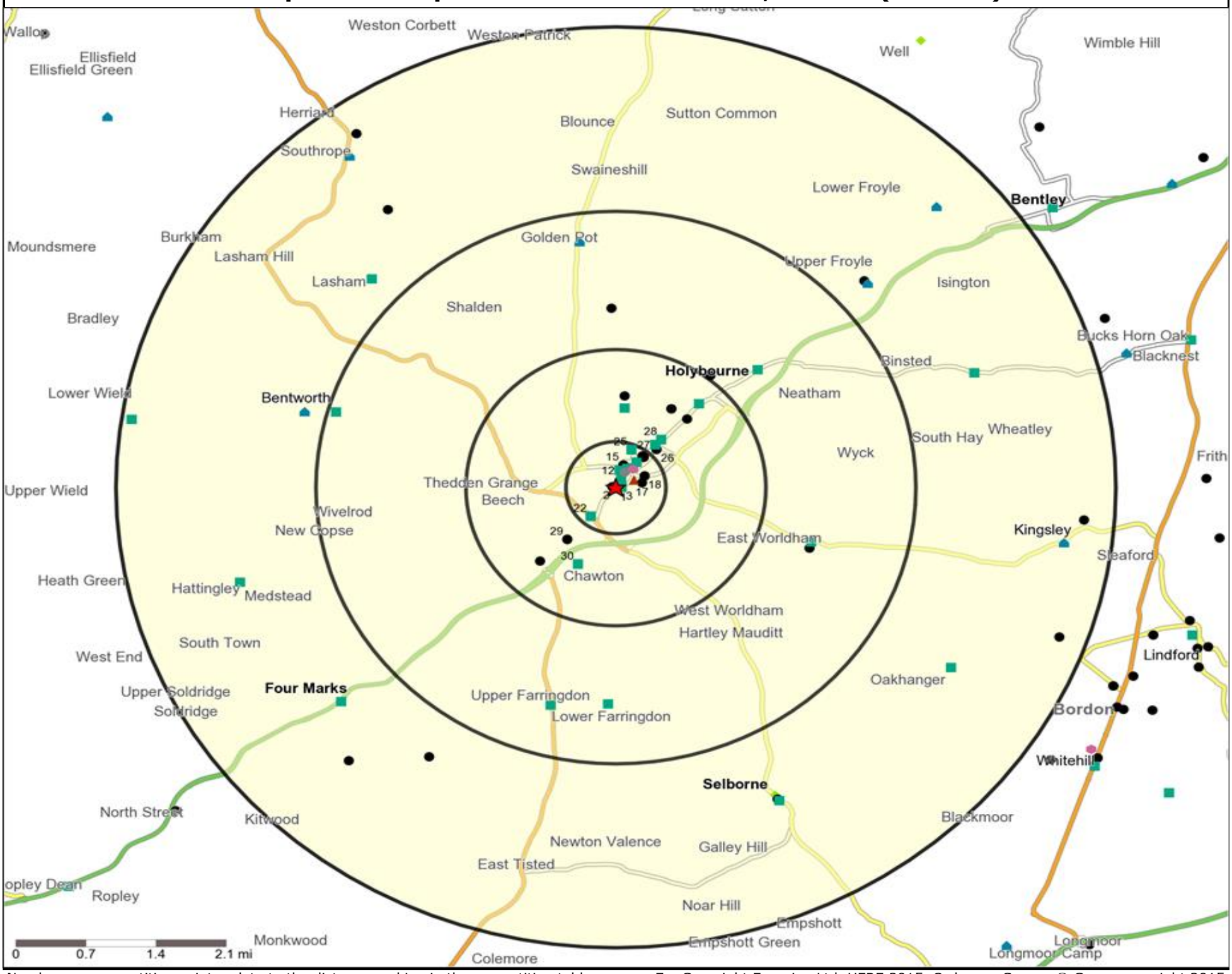
Competition Map and Data: THE GEORGE, ALTON (300197)



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
Cafe / Wine Bar
Circuit Bar
Community Local
Dry Led
Other
Rural Character

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	12	20	24	32
Total	**25**	**37**	**47**	**68**

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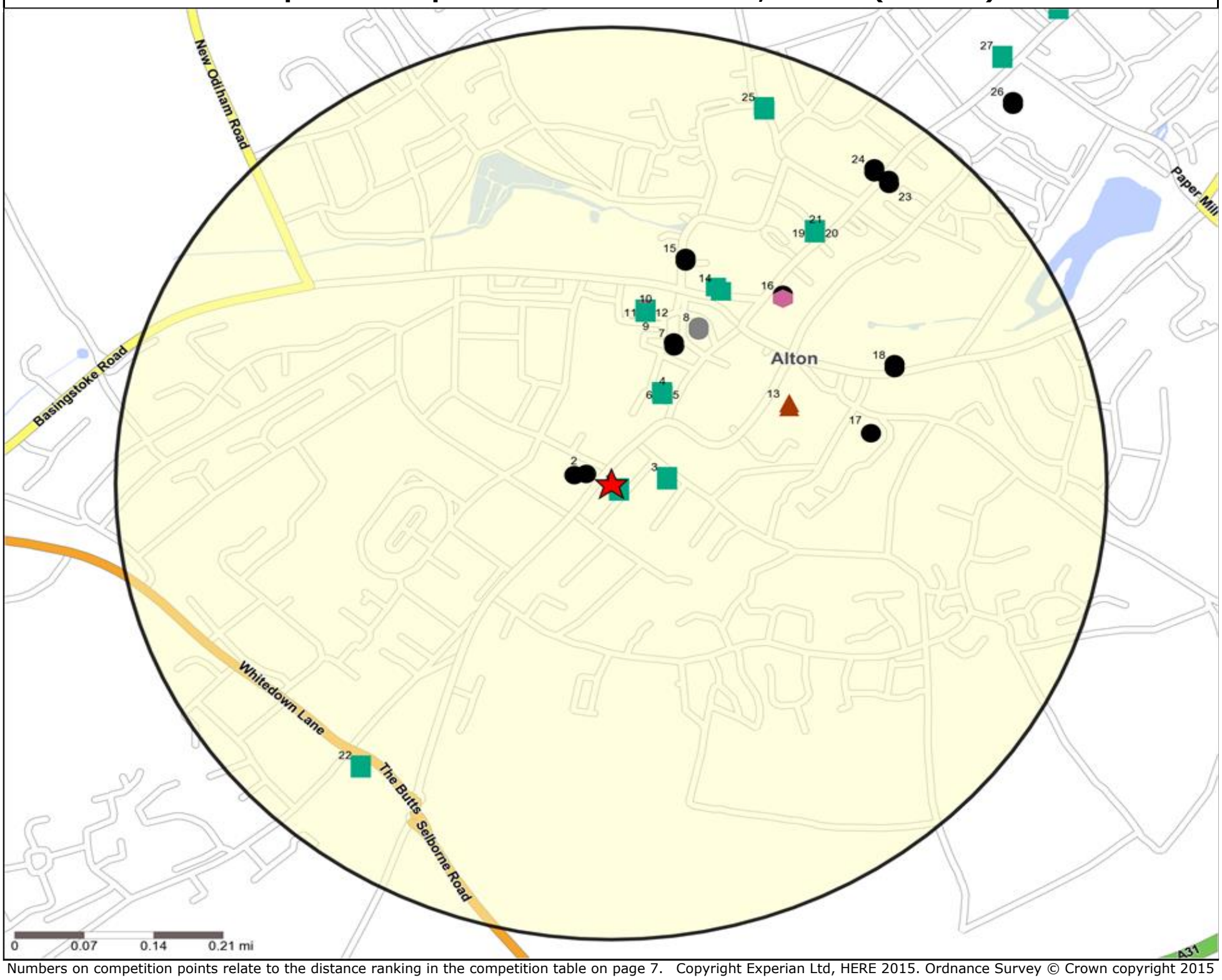
Competition Map and Data: THE GEORGE, ALTON (300197)



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Location
0.5,1.5,3 & 5 Mile Distance
Rivers, Canals and Lakes
Branded Food
Cafe / Wine Bar
Circuit Bar
Community Local
Dry Led
Other
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	12
Total	**25**

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Local Competition: THE GEORGE, ALTON (300197)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	THE GEORGE, ALTON	BUTTS ROAD, ALTON, GU34 1LH	Punch Taverns	GU34 1LH	Punch Taverns	0.00
1	George	97 Butts Road, Alton	Punch Pub Company	GU34 1LH	Community Local	0.01
2	Alton Conservative Club	14a Butts Road, Alton	Independent Free	GU34 1ND	Other	0.03
3	Hop Pole	2 Mount Pleasant Road, Alton	Enterprise Inns	GU34 1NG	Community Local	0.06
4	Bengal Tandoori	78e High Street, Alton	Independent Free	GU34 1EN	Other	0.11
5	White Horse	96-98 High Street, Alton	Enterprise Inns	GU34 1EN	Community Local	0.11
6	Curry Palace Tandoori Restaurant	78 High Street, Alton	Independent Free	GU34 1EN	Other	0.11
7	River Kwai	2 Cross & Pillory Lane, Alton	Independent Free	GU34 1HL	Other	0.16
8	Cellar Vie	1 Westbrook Walk, Alton	Independent Free	GU34 1HZ	Cafe / Wine Bar	0.19
9	Pizza Express	5 Market Square, Alton	Hony Capital	GU34 1HD	Other	0.19
10	Prezzo	1 Market Square, Alton	Prezzo plc	GU34 1HD	Other	0.19
11	Market House	3 Market Square, Alton	Enterprise Inns	GU34 1HD	Community Local	0.19
12	Wheatsheaf	7 Market Square, Alton	Punch Pub Company	GU34 1HD	Community Local	0.19
13	Ivy House	Draymans Way, Alton	Wetherspoon	GU34 1SS	Circuit Bar	0.20
14	Kings Head	28 Market Street, Alton	Wellington	GU34 1HA	Community Local	0.24
15	Alton Community Centre	Amery Street, Alton	Independent Free	GU34 1HN	Other	0.25
16	Swan Hotel	High Street, Alton	Greene King	GU34 1AT	Branded Food	0.27
17	Bell House Dance Studio	St Marys Close, Alton	Independent Free	GU34 1EF	Other	0.27
18	Minnesotas Snooker & Darts Club	Lower Turk Street, Alton	*Other Small Retail Groups	GU34 2PS	Other	0.31
19	Bakers Arms	32 High Street, Alton	Punch Pub Company	GU34 1BN	Community Local	0.34
20	Crown Hotel	2 High Street, Alton	Enterprise Inns	GU34 1BN	Community Local	0.34
21	Osteria Antica	8 High Street, Alton	Independent Free	GU34 1BN	Other	0.34
22	French Horn	The Butts, Alton	Punch Pub Company	GU34 1RT	Community Local	0.40
23	Alton Tandoori	7 Normandy Street, Alton	Independent Free	GU34 1DD	Other	0.43
24	English Garden Restaurant	12 Normandy Street, Alton	Independent Free	GU34 1BX	Other	0.43
25	Eight Bells	33 Church Street, Alton	Independent Free	GU34 2DA	Community Local	0.44
26	Alton House Hotel	57 Normandy Street, Alton	Hollybourne Hotels	GU34 1DW	Other	0.58
27	Barley Mow	72 Normandy Street, Alton	Enterprise Inns	GU34 1DH	Community Local	0.61
28	Railway Arms	26 Anstey Road, Alton	Independent Free	GU34 2RB	Community Local	0.69
29	Chawton Park Indoor Bowls Club	Chawton Park Road, Alton	Independent Free	GU34 1RF	Other	0.75
30	Greyfriars	Winchester Road, Chawton, Alton	Fuller Smith & Turner	GU34 1SB	Community Local	0.91

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