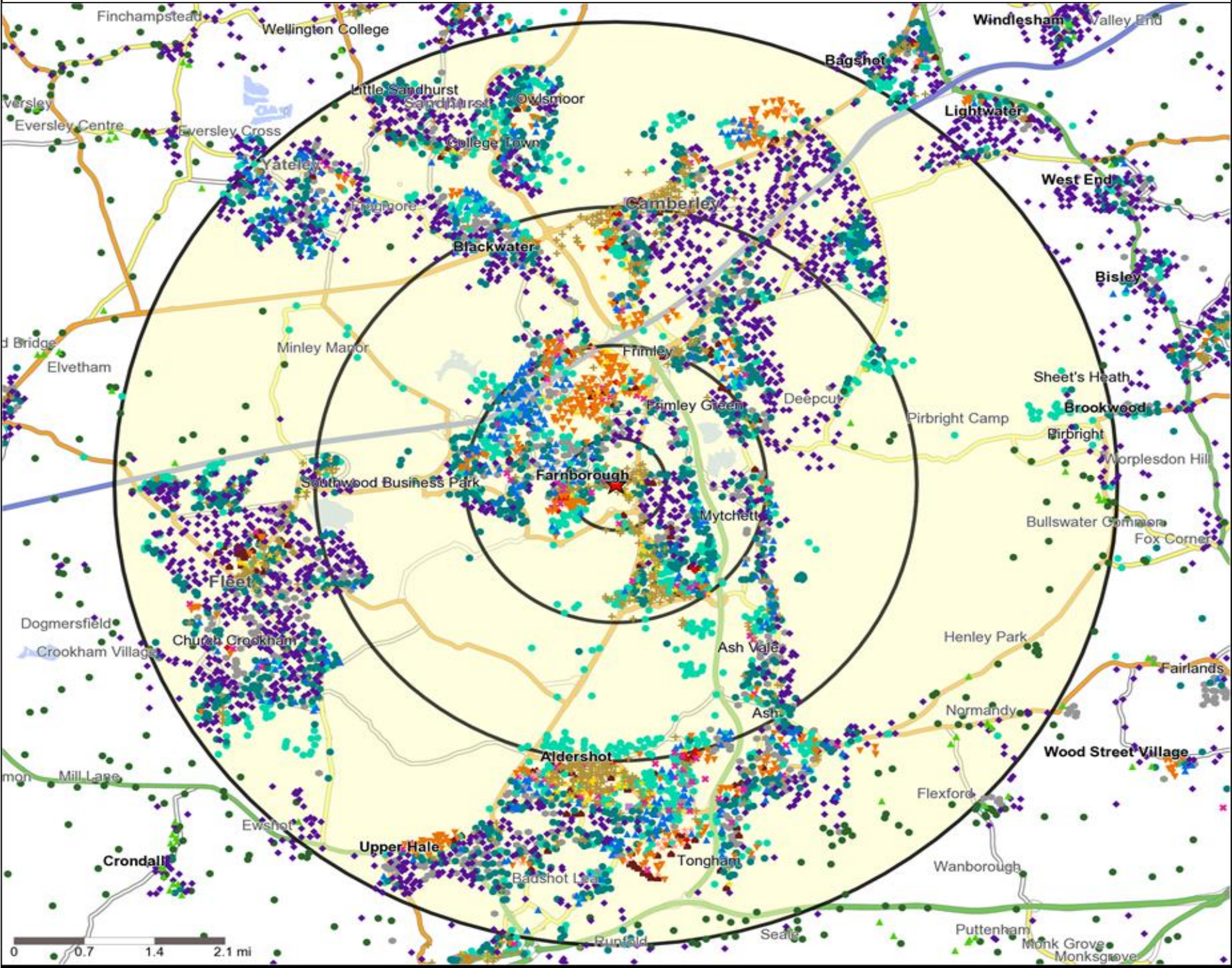


Age Data Table		Count:				Index:				
	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min
	Miles	Miles	Miles	Miles	Drivetime	Miles	Miles	Miles	Miles	Drivetime
0-15	1,012	10,590	22,866	55,580	55,271	84	101	105	106	105
16-17	123	1,350	2,662	6,652	6,547	82	104	99	102	100
18-24	526	4,436	9,289	21,647	21,739	90	88	88	85	85
25-34	1,247	8,027	17,239	37,671	37,714	142	105	108	98	98
35-44	866	8,163	16,661	39,965	39,865	106	115	113	112	112
45-54	905	8,626	17,023	42,103	42,044	99	109	103	106	106
55-64	656	5,944	12,116	30,214	30,472	90	94	92	95	96
65+	1,089	8,782	18,439	46,828	47,347	94	87	88	93	94
Population estimate 2015	6,424	55,918	116,295	280,660	280,999	100	100	100	100	100

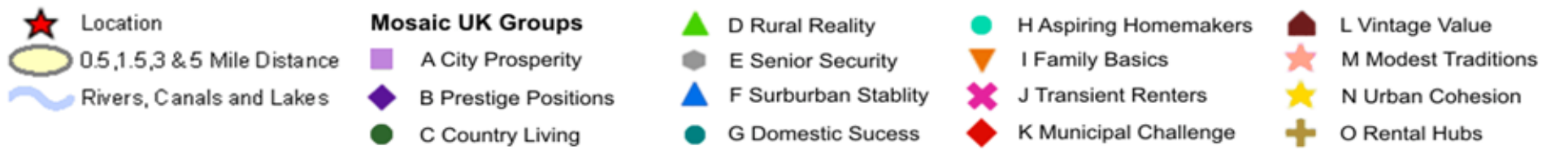
Ethnicity - Census 2011						Count:		%:		
	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min
	Miles	Miles	Miles	Miles	Drivetime	Miles	Miles	Miles	Miles	Drivetime
White	5,129	47,080	99,064	244,377	244,504	86%	87%	87%	89%	89%
Mixed / Multiple Ethnic Groups	112	1,142	2,253	5,063	5,085	2%	2%	2%	2%	2%
Asian / Asian British	602	4,931	9,667	18,516	18,740	10%	9%	8%	7%	7%
Black / African / Caribbean / Black British	76	716	1,859	3,486	3,518	1%	1%	2%	1%	1%
Other Ethnic Group	43	365	916	2,268	2,241	1%	1%	1%	1%	1%
All People (Ethnic Group)	5,962	54,234	113,759	273,710	274,088	100	100	100	100	100



Mosaic UK Map and Data: ALEXANDRA, FARNBOROUGH (300186)



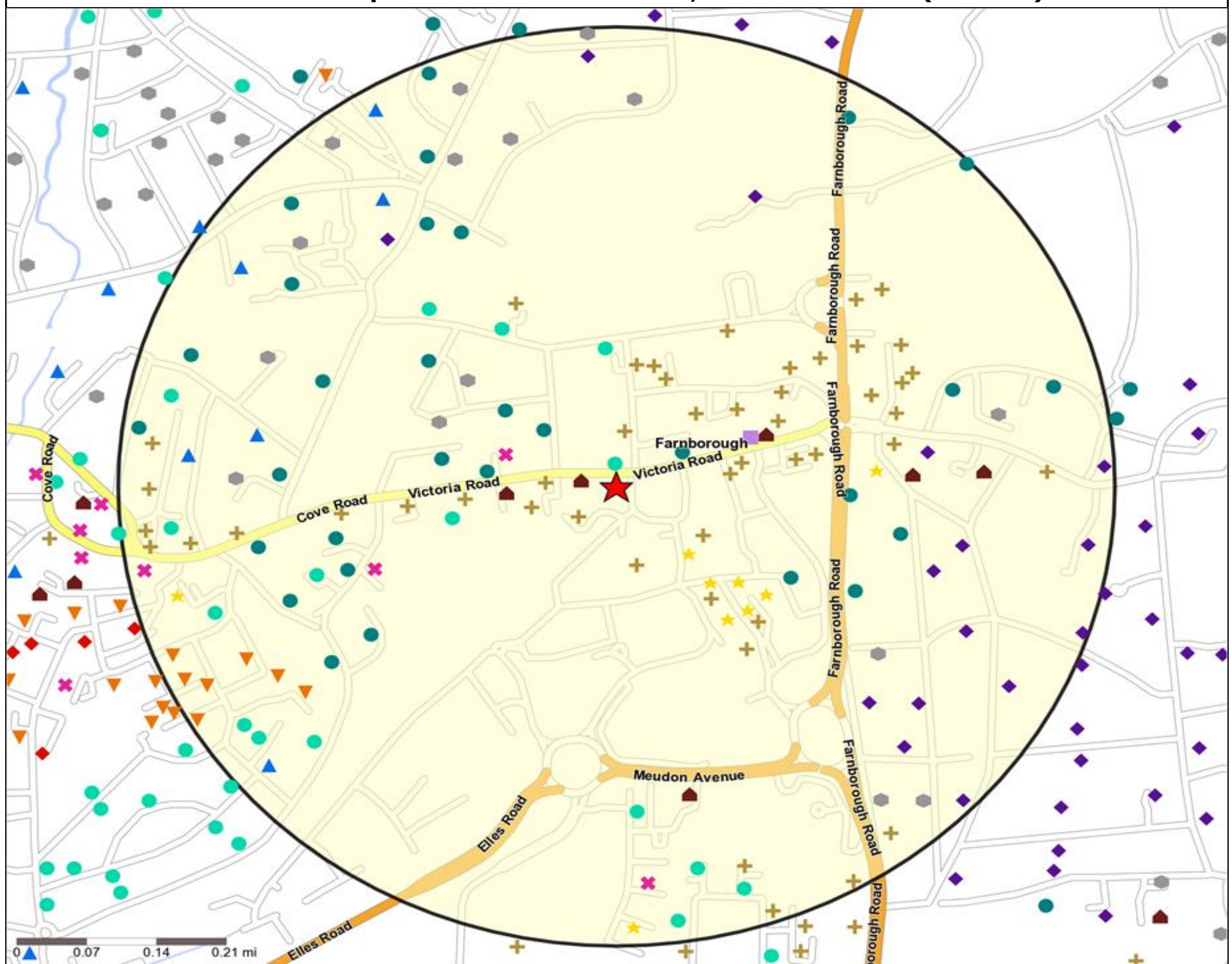
Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015



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+)	5	18	85	190	190	2	1	2	2	2
B Prestige Positions (18+)	497	4,198	15,283	49,338	51,085	129	131	235	314	325
C Country Living (18+)	0	0	23	1,251	524	0	0	0	8	3
D Rural Reality (18+)	0	0	5	340	134	0	0	0	2	1
E Senior Security (18+)	519	4,385	10,069	21,401	21,031	121	123	139	122	120
F Suburban Stability (18+)	258	4,090	6,458	14,904	13,992	80	152	119	113	106
G Domestic Success (18+)	1,196	8,617	17,456	42,318	42,223	269	233	233	234	232
H Aspiring Homemakers (18+)	373	6,979	15,725	34,114	34,403	78	174	194	174	175
I Family Basics (18+)	155	6,337	8,940	16,589	16,599	41	200	139	107	106
J Transient Renters (18+)	174	1,084	1,412	3,595	3,462	57	43	27	29	28
K Municipal Challenge (18+)	0	495	805	1,428	1,376	0	19	15	11	11
L Vintage Value (18+)	266	1,669	2,159	6,509	6,969	80	60	38	48	51
M Modest Traditions (18+)	0	389	598	1,798	1,904	0	19	14	18	19
N Urban Cohesion (18+)	104	1,216	1,866	3,801	3,835	38	53	40	34	34
O Rental Hubs (18+)	1,737	4,494	8,269	17,714	18,275	427	133	120	107	110
Adults 18+ estimate 2015	5,284	43,971	89,153	215,290	216,002	100	100	100	100	100



Mosaic UK Map and Data: ALEXANDRA, FARNBOROUGH (300186)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

	Location		D Rural Reality		H Aspiring Homemakers		L Vintage Value
	0.5, 1.5, 3 & 5 Mile Distance		A City Prosperity		I Family Basics		M Modest Traditions
	Rivers, Canals and Lakes		B Prestige Positions		J Transient Renters		N Urban Cohesion
			C Country Living		F Suburban Stability		K Municipal Challenge
					G Domestic Success		O Rental Hubs

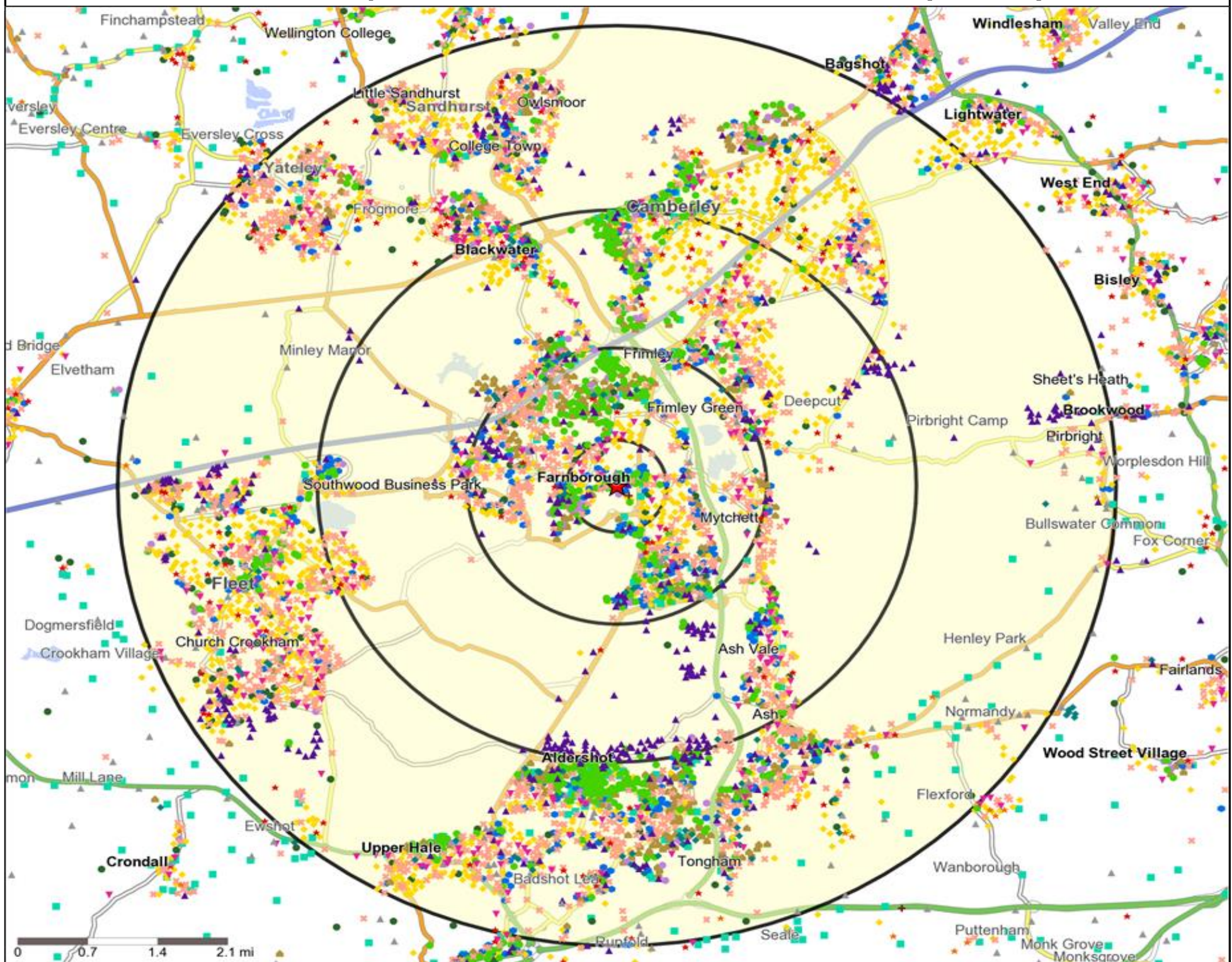
Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	5	2
B Prestige Positions (18+)	497	129
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	519	121
F Suburban Stability (18+)	258	80
G Domestic Success (18+)	1,196	269
H Aspiring Homemakers (18+)	373	78
I Family Basics (18+)	155	41
J Transient Renters (18+)	174	57
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	266	80
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	104	38
O Rental Hubs (18+)	1,737	427
Adults 18+ estimate 2015	5,284	100

Copyright © 2016 Experian Limited. Mapping: Copyright © 2015 Navteq.



Occasions Map and Data: ALEXANDRA, FARNBOROUGH (300186)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

★ 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

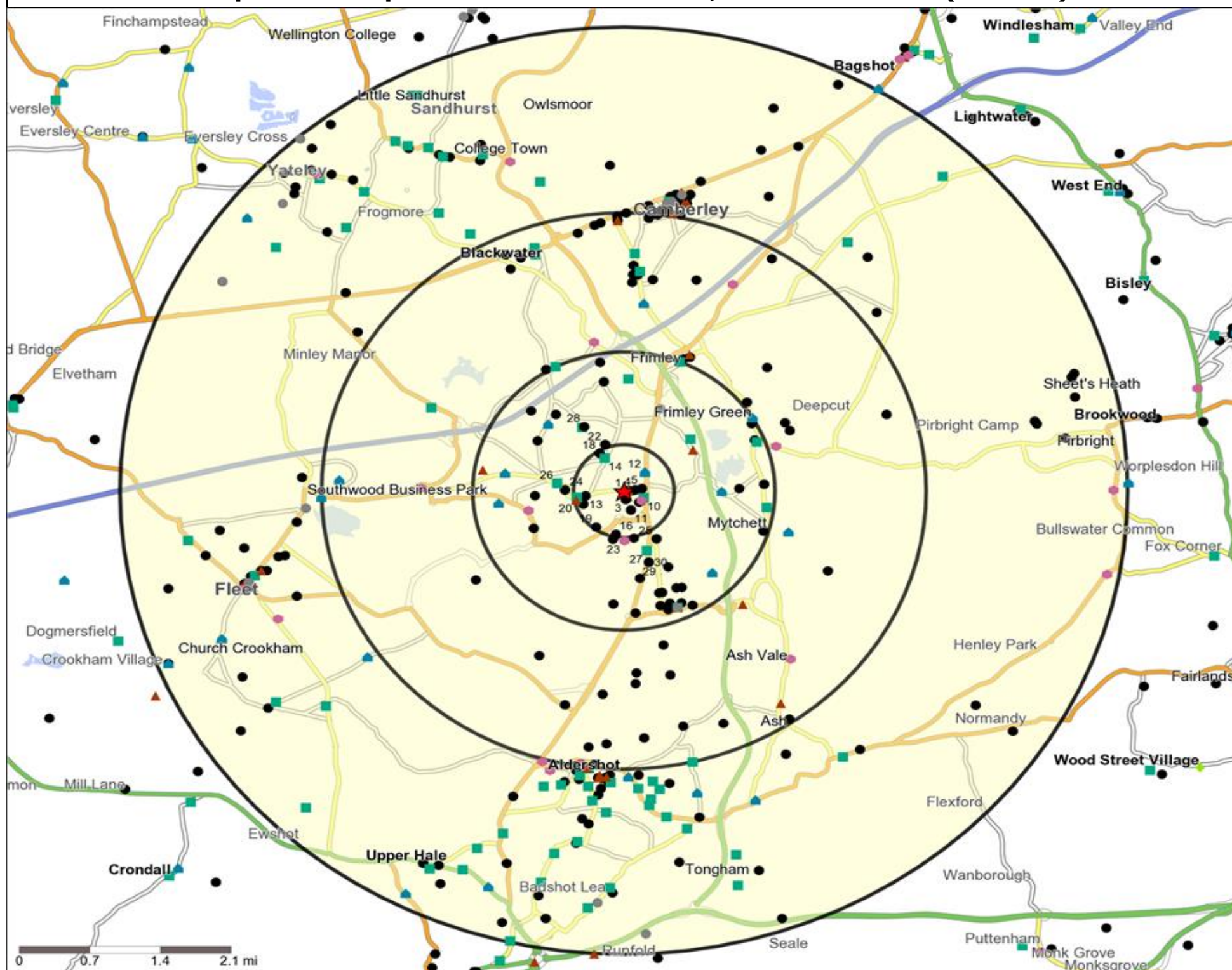
Occasions Data Table

	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	253	2,179	3,986	9,667	9,656	66	65	58	60	59
02 Early Doors	183	2,266	4,389	10,733	10,761	57	80	76	79	79
03 Everyday is Friday	319	2,814	5,359	12,248	12,203	117	117	109	106	105
04 Weekend Millionaires	259	3,211	7,113	15,040	15,030	66	93	100	90	90
05 Out On The Town	564	3,972	8,053	17,881	17,937	149	119	118	111	111
06 Business and Pleasure	227	1,892	3,930	9,010	8,980	116	110	111	108	108
07 Sporting Pints	445	3,714	6,882	14,503	14,594	106	101	91	82	82
08 Student Social	170	1,480	3,235	8,321	8,330	96	95	101	111	111
09 Leisurely Lunch	363	3,087	6,541	16,189	16,237	98	94	97	102	103
10 Wining and Dining	476	4,037	9,081	22,466	22,472	112	108	119	125	125
11 Household Outing	276	3,398	6,238	14,209	14,125	82	115	103	100	99
12 Midweek Meal Deal	89	1,121	1,945	4,381	4,311	47	67	57	55	54
13 Date Night	507	3,404	7,698	19,496	19,579	169	128	142	153	153
14 Birthday Treat	302	2,700	5,758	14,765	14,792	101	102	106	116	116
15 Pre Show Meal	128	971	2,046	4,887	4,894	124	106	110	111	111
Number of Occasions	4,561	40,246	82,254	193,796	193,901	100	100	100	100	100

Copyright © 2016 Experian Limited. Mapping: Copyright © 2015 Navteq.



Competition Map and Data: ALEXANDRA, FARNBOROUGH (300186)



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

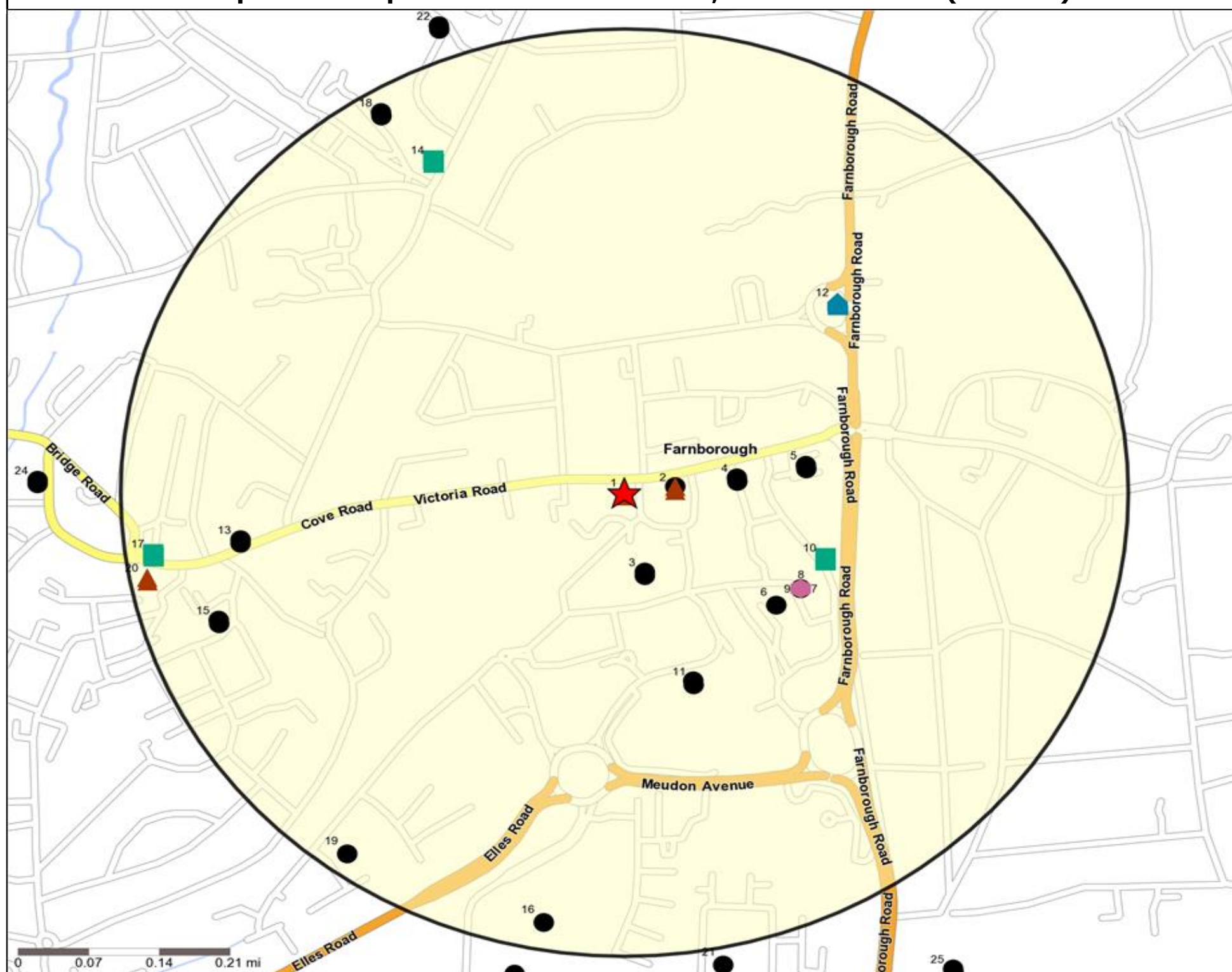


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	2	11
Circuit Bar	3	6	8	20
Community Local	3	11	16	61
Dry Led	1	6	10	20
Branded Food Pub	1	3	10	21
Rural	0	0	0	0
Other	12	47	101	235
Total	20	75	147	368



Competition Map and Data: ALEXANDRA, FARNBOROUGH (300186)



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 |
| | Cafe / Wine Bar | | Circuit Bar | | Other |
| | 0.5, 1.5, 3 & 5 Mile Distance | | Community Local | | Rural Character |
| | Rivers, Canals and Lakes | | | | |

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	3
Community Local	3
Dry Led	1
Branded Food Pub	1
Rural	0
Other	12
Total	20



Local Competition: ALEXANDRA, FARNBOROUGH (300186)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ALEXANDRA, FARNBOROUGH	74 VICTORIA ROAD, FARNBOROUGH, GU14 7PH	Punch Taverns	GU14 7PH	Punch Taverns	0.00
1	Alexandra	74 Victoria Road, Farnborough	Punch Pub Company	GU14 7PH	Circuit Bar	0.00
2	Tilly Shilling	24-30 Victoria Road, Farnborough	Wetherspoon	GU14 7PG	Circuit Bar	0.05
3	Formerly Village Hotel & Leisure Club	Princes Mead, Farnborough	Unknown	GU14 6YA	Other	0.09
4	Travelodge	Victoria Road, Farnborough	Dubai International Capital	GU14 7RQ	Other	0.11
5	Zaffron	1-2 Firgrove Parade, Farnborough	Independent Free	GU14 7RE	Other	0.18
6	Vue	13-15 Kingsmead, Farnborough	Omers Private Equity	GU14 7SL	Other	0.19
7	Beefeater	3 Kingsmead, Farnborough	Whitbread	GU14 7SJ	Branded Food	0.20
8	Prezzo	Farnborough	Prezzo plc	GU14 7SJ	Other	0.20
9	Premier Inn	3 Kingsmead, Farnborough	Whitbread	GU14 7SJ	Other	0.20
10	Tumble Down Dick Hotel	227 Farnborough Road, Farnborough	Independent Free	GU14 7JT	Community Local	0.21
11	Farnborough Bowl	Westmead, Farnborough	Independent Free	GU14 7LD	Other	0.22
12	Ham & Blackbird	281 Farnborough Road, Farnborough	Unknown	GU14 7LZ	Dry Led	0.29
13	Vujon	52-54 Cove Road, Cove, Farnborough	Independent Free	GU14 0EN	Other	0.38
14	Thatched Cottage	122 Prospect Road, Cove, Farnborough	Spirit Pub Company	GU14 8NU	Community Local	0.40
15	West Farnborough Club	25 St Christophers Road, Cove, Farnborough	Independent Free	GU14 0AH	Other	0.43
16	De Vere Village	Pinehurst Road, Farnborough	KSL Capital Partners	GU14 7BF	Other	0.47
17	Old Court House	80 Cove Road, Farnborough	Enterprise Inns	GU14 0EU	Community Local	0.47
18	Cove Football Club	Romayne Close, Farnborough	Independent Free	GU14 8PB	Other	0.47
19	Teamsport Go Karting	28 Invincible Road, Farnborough	Independent Free	GU14 7QU	Other	0.48
20	Tradesmans Arms	57 Cove Road, Cove, Farnborough	Star Pubs & Bars	GU14 0EX	Circuit Bar	0.48
21	Farnborough Airshow Centre	Etps Road, Farnborough	Independent Free	GU14 6FD	Other	0.52
22	Farnborough Rugby Club	Tile Barn Close, Farnborough	Independent Free	GU14 8LS	Other	0.53
23	Gloster	O'gorman Avenue, Farnborough	Greene King	GU14 7DL	Branded Food	0.54
24	Cove Ivy Leaf Club	111 Cove Road, Farnborough	Independent Free	GU14 0HF	Other	0.58
25	Farnborough College Of Technology	Boundary Road, Farnborough	Independent Free	GU14 6SB	Other	0.61
26	Potters Arms	182 Cove Road, Farnborough	Punch Pub Company	GU14 0HJ	Community Local	0.67
27	Swan Hotel	91 Farnborough Road, Farnborough	Enterprise Inns	GU14 6TL	Community Local	0.68
28	Oakfarm School	Chaucer Road, Farnborough	Independent Free	GU14 8SS	Other	0.80
29	Spice Hut Tandoori Restaurant	72 Farnborough Road, Farnborough	Independent Free	GU14 6TH	Other	0.81
30	Umberto's	78 Farnborough Road, Farnborough	Independent Free	GU14 6TH	Other	0.81