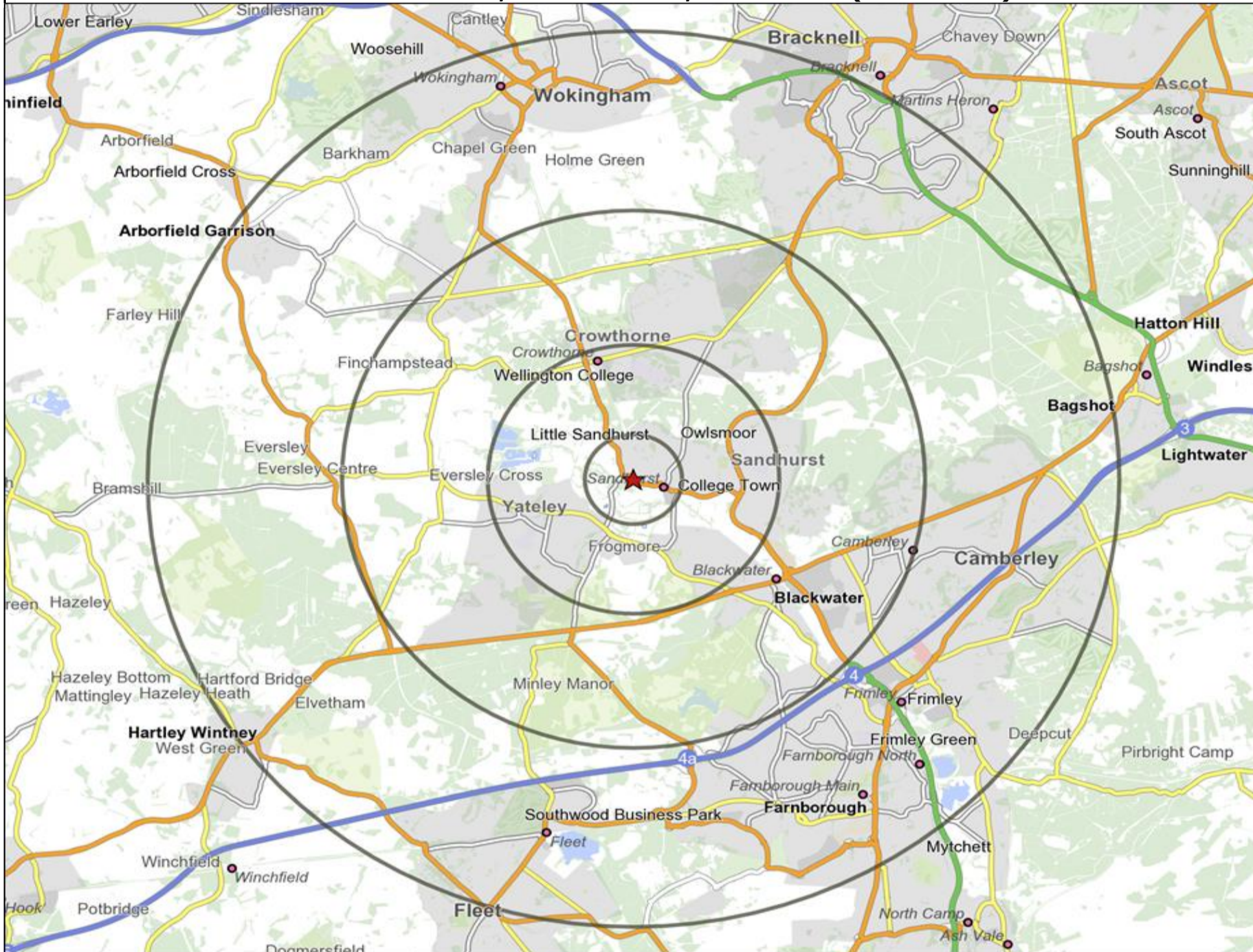




**Customer Profile Report for ROSE & CROWN, SANDHURST (Punch Outlet Number: 300205)
108 HIGH STREET, SANDHURST, GU47 8HA (GU47 8HA)**



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

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

Age Data Table

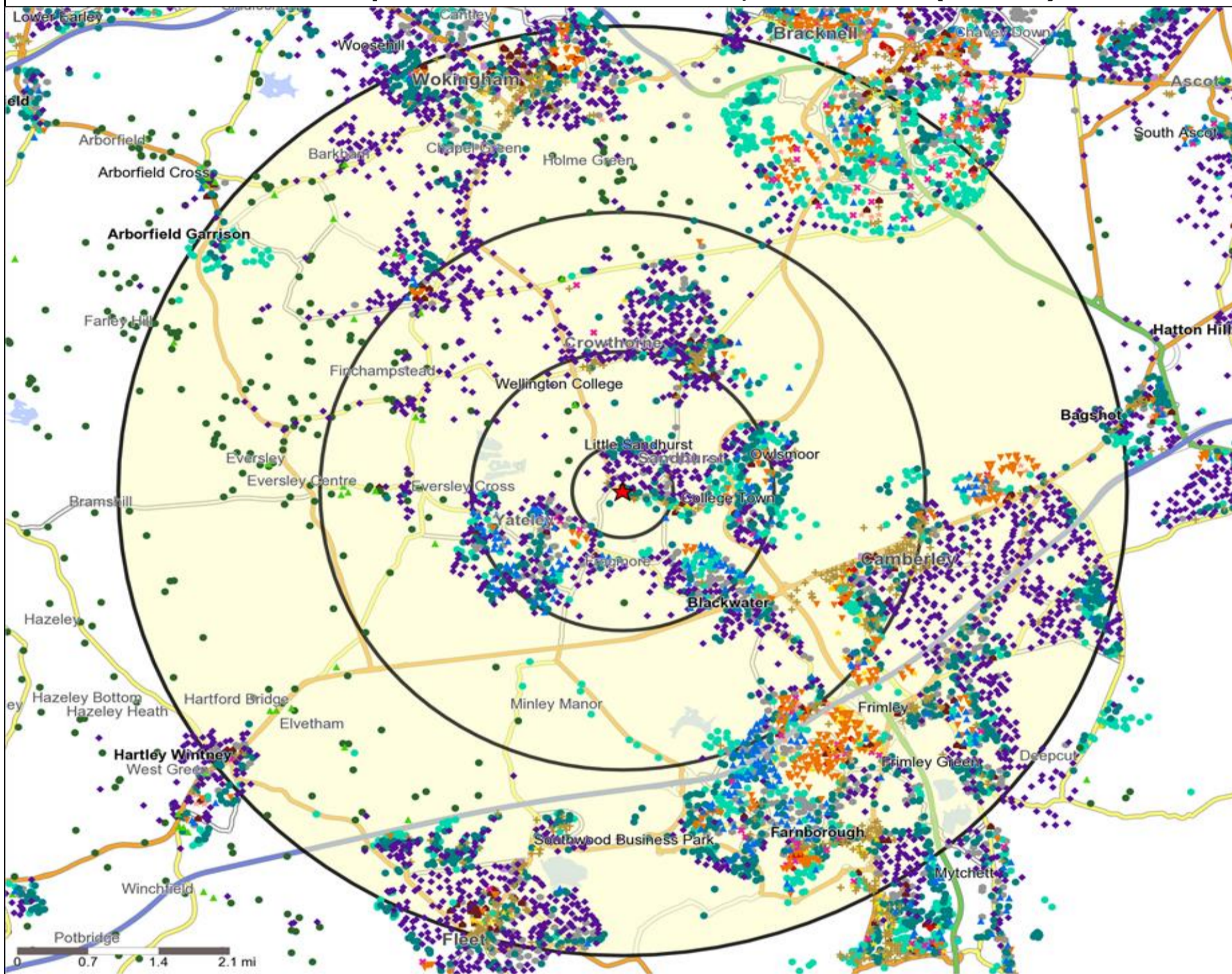
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	577	7,178	15,846	52,590	58,997	91	103	103	107	106
16-17	87	1,272	2,328	6,709	7,320	111	148	122	110	106
18-24	191	2,679	6,073	18,502	20,924	63	80	82	78	78
25-34	259	3,715	9,470	33,092	38,367	56	73	84	92	95
35-44	441	4,868	11,143	36,864	41,841	103	104	107	111	111
45-54	558	5,873	12,807	40,011	45,274	117	112	110	108	108
55-64	525	4,735	10,031	29,783	33,298	138	113	108	101	99
65+	733	6,665	14,596	44,410	50,049	121	100	98	94	94
Population estimate 2015	3,371	36,985	82,294	261,961	296,070	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	3,195	34,258	73,685	228,037	257,632	96%	94%	91%	90%	90%
Mixed / Multiple Ethnic Groups	37	560	1,368	4,758	5,349	1%	2%	2%	2%	2%
Asian / Asian British	69	1,282	4,062	15,260	16,724	2%	4%	5%	6%	6%
Black / African / Caribbean / Black British	24	250	876	3,134	3,562	1%	1%	1%	1%	1%
Other Ethnic Group	8	209	583	1,676	1,902	0%	1%	1%	1%	1%
All People (Ethnic Group)	3,333	36,559	80,574	252,865	285,169	100	100	100	100	100



Mosaic UK Map and Data: ROSE & CROWN, SANDHURST (300205)



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

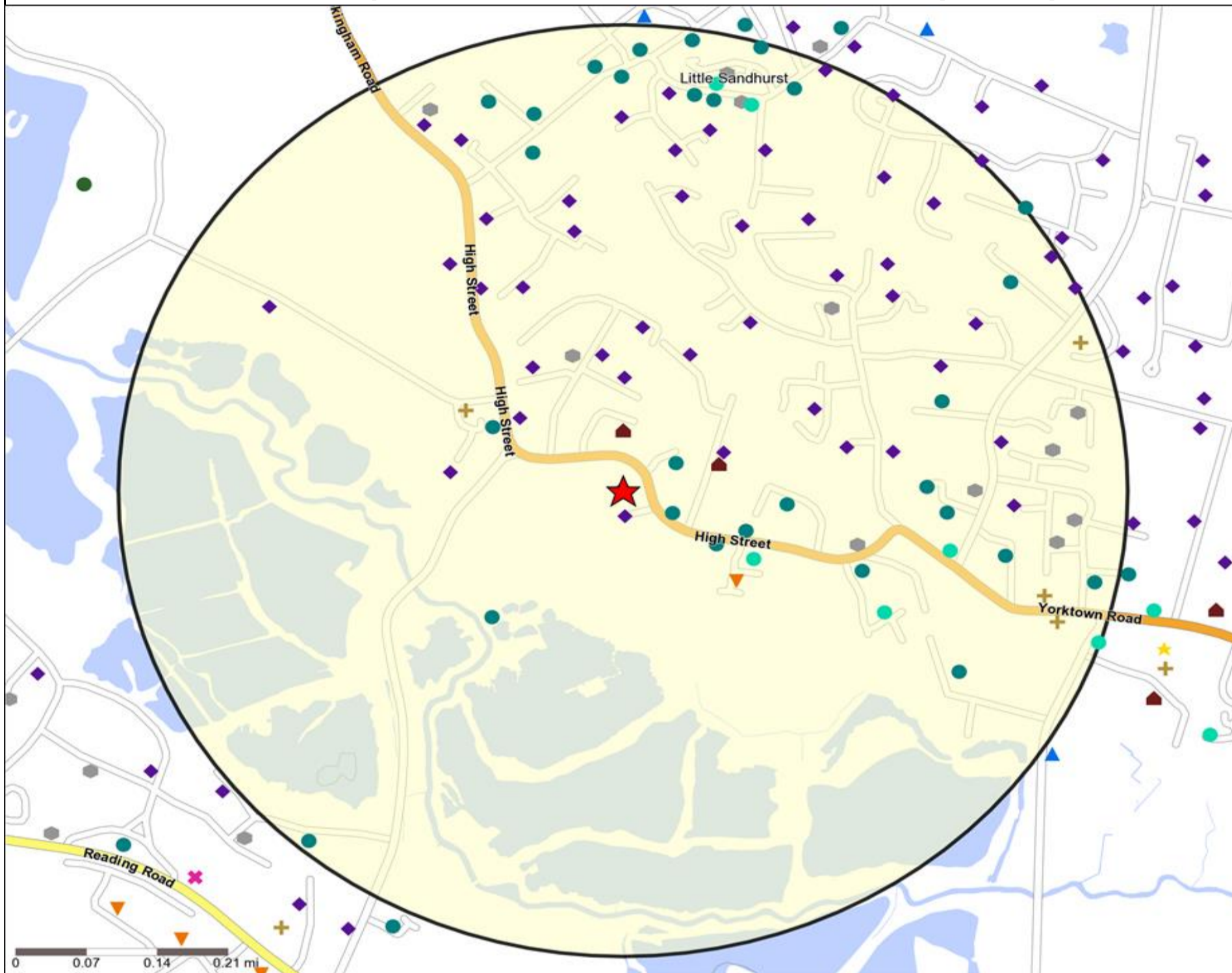


Mosaic UK Data Table (Residential)

	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+)	0	0	101	303	316	0	0	4	4	3
B Prestige Positions (18+)	1,246	9,325	20,842	56,033	60,322	632	452	456	383	363
C Country Living (18+)	1	66	630	2,163	2,503	1	3	14	16	16
D Rural Reality (18+)	1	41	321	577	840	1	2	7	4	5
E Senior Security (18+)	299	2,880	5,780	15,143	17,700	136	125	113	93	96
F Suburban Stability (18+)	38	3,052	4,900	11,388	12,727	23	176	128	93	91
G Domestic Success (18+)	766	5,844	11,461	37,450	41,812	337	245	217	222	218
H Aspiring Homemakers (18+)	161	4,201	8,578	32,446	38,632	65	163	150	178	186
I Family Basics (18+)	47	1,226	2,715	16,425	17,802	24	60	60	113	108
J Transient Renters (18+)	0	145	264	3,276	3,928	0	9	7	28	30
K Municipal Challenge (18+)	0	0	322	1,233	1,765	0	0	9	10	13
L Vintage Value (18+)	109	704	1,668	5,660	6,532	64	39	42	45	46
M Modest Traditions (18+)	0	0	234	2,165	2,942	0	0	8	23	27
N Urban Cohesion (18+)	0	154	869	2,477	2,747	0	10	26	24	23
O Rental Hubs (18+)	39	686	4,042	14,024	17,280	19	31	84	91	98
Adults 18+ estimate 2015	2,707	28,324	62,727	200,763	227,848	100	100	100	100	100



Mosaic UK Map and Data: ROSE & CROWN, SANDHURST (300205)



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

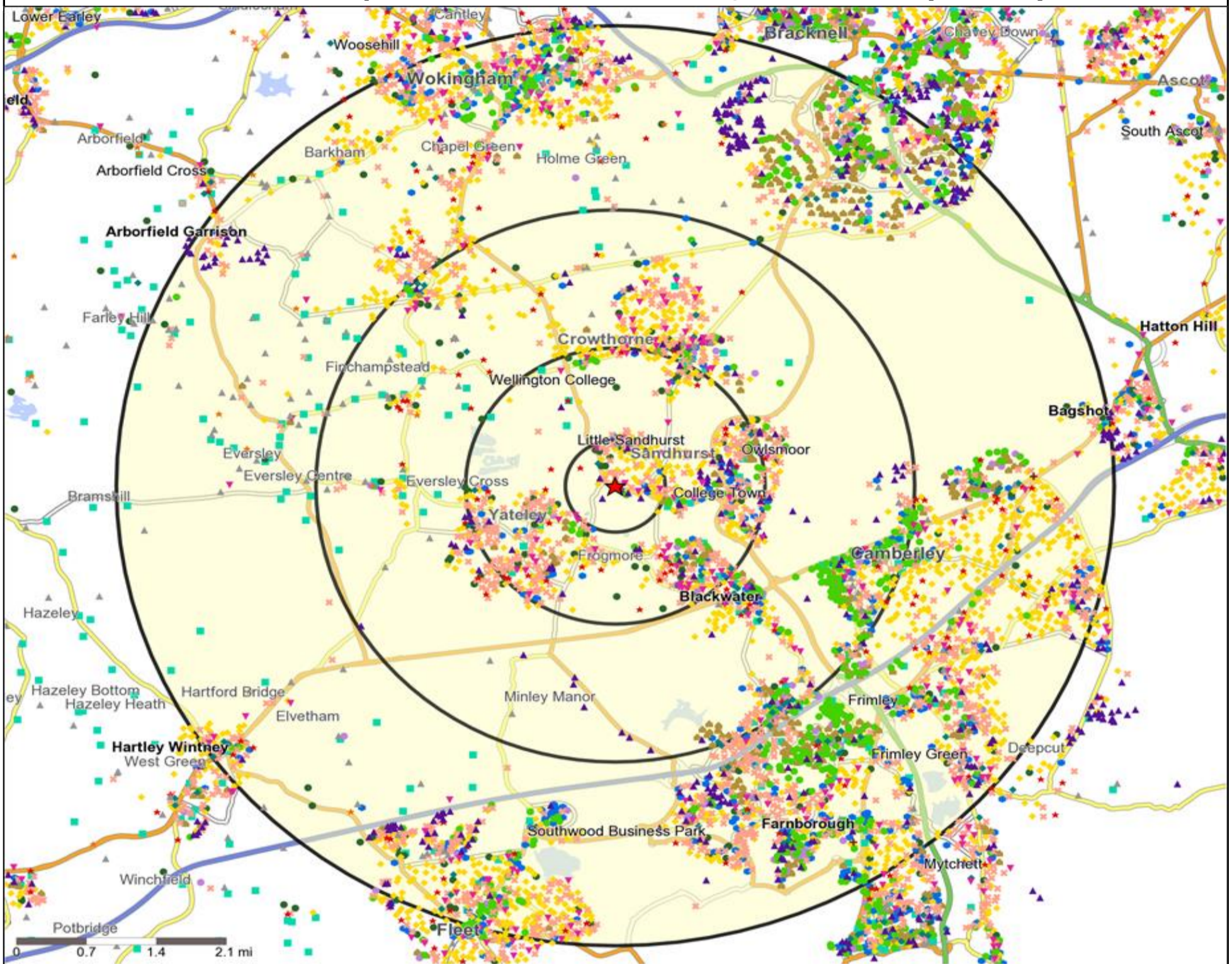
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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+)	1,246	632
C Country Living (18+)	1	1
D Rural Reality (18+)	1	1
E Senior Security (18+)	299	136
F Suburban Stability (18+)	38	23
G Domestic Success (18+)	766	337
H Aspiring Homemakers (18+)	161	65
I Family Basics (18+)	47	24
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	109	64
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	39	19
Adults 18+ estimate 2015	2,707	100



Occasions Map and Data: ROSE & CROWN, SANDHURST (300205)



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

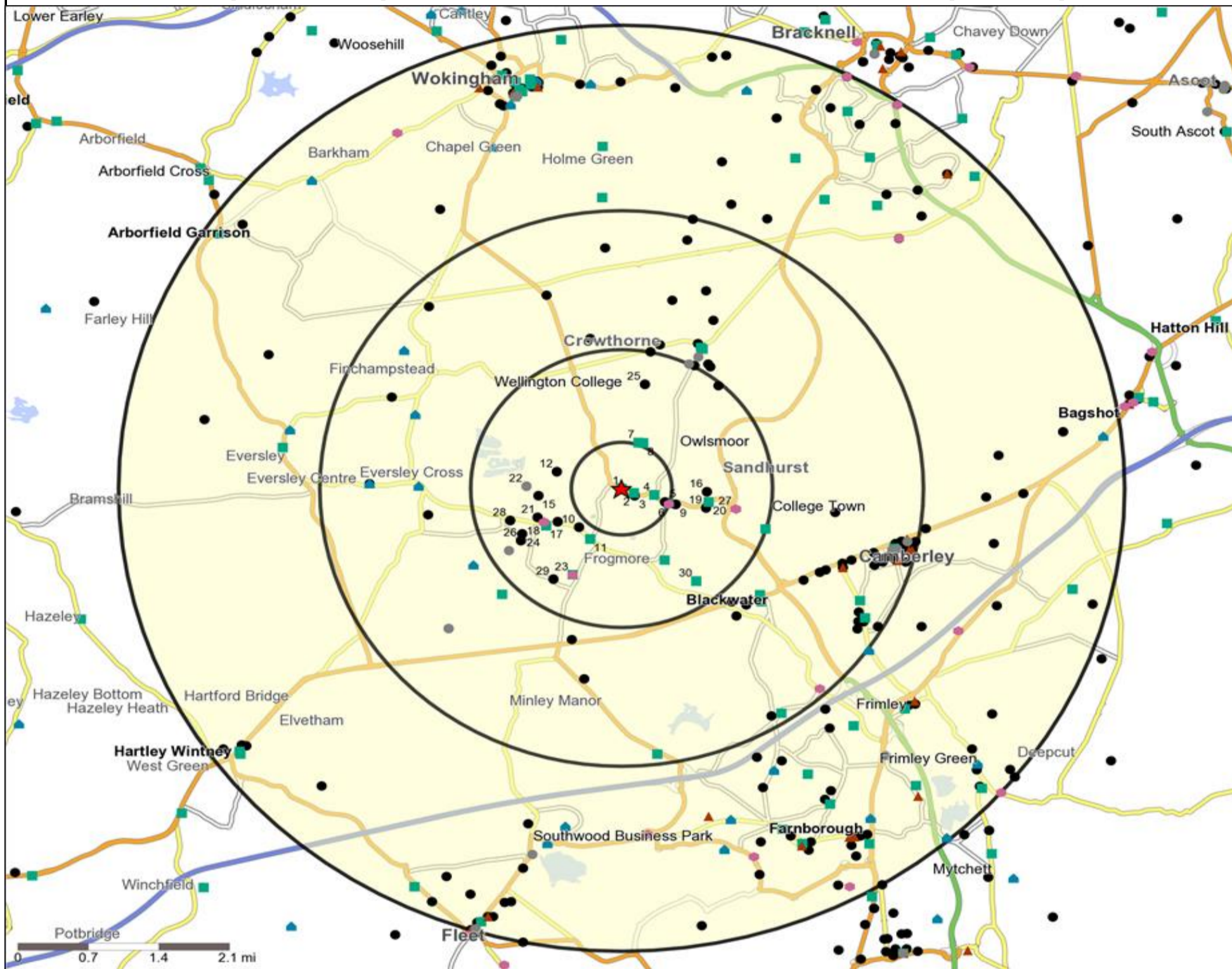
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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	84	1,137	2,589	8,392	9,731	47	56	58	57	58
02 Early Doors	122	1,467	3,131	10,186	11,559	81	86	84	82	82
03 Everyday is Friday	109	1,477	3,170	11,245	12,836	85	101	100	106	107
04 Weekend Millionaires	109	1,500	3,134	12,278	14,431	59	71	69	80	83
05 Out On The Town	167	2,073	4,571	15,738	18,124	93	102	104	107	109
06 Business and Pleasure	80	919	2,290	8,125	9,210	87	88	101	107	107
07 Sporting Pints	73	1,274	3,182	12,513	14,486	37	57	66	77	79
08 Student Social	130	1,324	2,773	8,063	8,920	156	140	135	117	114
09 Leisurely Lunch	231	2,223	4,767	15,092	16,920	132	112	110	104	103
10 Wining and Dining	318	3,167	6,605	20,506	22,960	159	140	134	125	123
11 Household Outing	109	1,735	3,732	13,225	15,060	69	97	96	102	102
12 Midweek Meal Deal	32	491	1,068	3,891	4,412	36	49	49	53	53
13 Date Night	305	2,774	6,002	18,852	21,055	215	173	172	162	159
14 Birthday Treat	229	2,191	4,594	14,421	15,983	162	136	132	124	121
15 Pre Show Meal	54	620	1,342	4,491	5,104	111	112	112	112	112
Number of Occasions	2,152	24,372	52,950	177,018	200,791	100	100	100	100	100



Competition Map and Data: ROSE & CROWN, SANDHURST (300205)



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

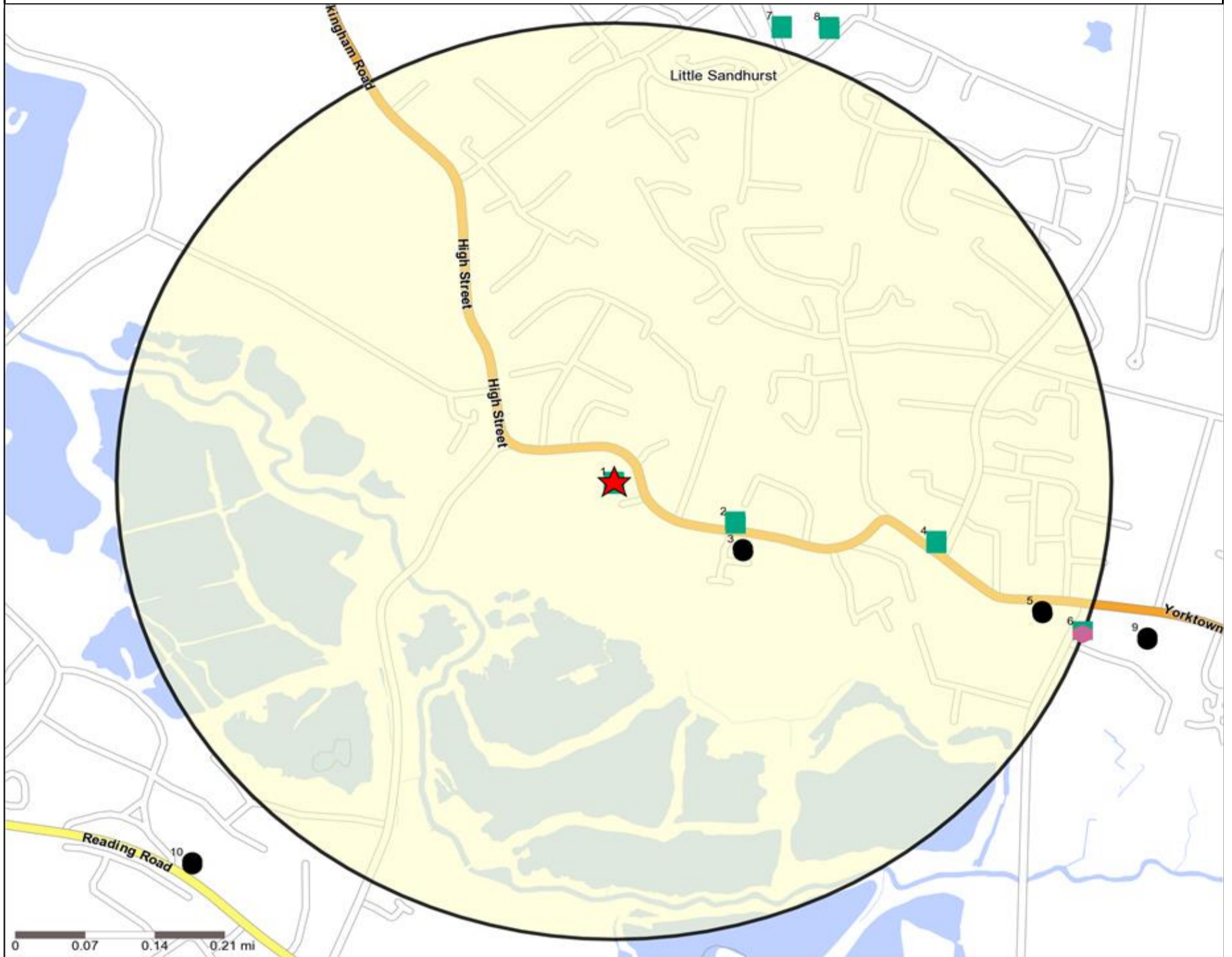
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	3	7	12
Circuit Bar	0	0	4	13
Community Local	3	10	20	50
Dry Led	0	0	6	22
Branded Food Pub	0	4	7	21
Rural	0	0	0	0
Other	2	18	87	207
Total	5	35	131	325



Competition Map and Data: ROSE & CROWN, SANDHURST (300205)



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	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	2
Total	5



Local Competition: ROSE & CROWN, SANDHURST (300205)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ROSE & CROWN, SANDHURST	108 HIGH STREET, SANDHURST, GU47 8HA	Punch Taverns	GU47 8HA	Punch Taverns	0.00
1	Rose & Crown	108 High Street, Sandhurst	Punch Pub Company	GU47 8HA	Community Local	0.00
2	Dukes Head	45 High Street, Sandhurst	Greene King	GU47 8EB	Community Local	0.13
3	Sandhurst Tandoori	80 High Street, Sandhurst	Independent Free	GU47 8ED	Other	0.15
4	Village Inn	21 Yorktown Road, Sandhurst	Punch Pub Company	GU47 9DX	Community Local	0.33
5	Empress Garden	2 Yorktown Road, Sandhurst	Independent Free	GU47 9DT	Other	0.45
6	White Swan	10 Swan Lane, Sandhurst	Greene King	GU47 9BU	Branded Food	0.50
7	Fox & Hounds	Hancombe Road, Sandhurst	Enterprise Inns	GU47 8NP	Community Local	0.52
8	Bird In Hand	High Street, Little Sandhurst, Sandhurst	Greene King	GU47 8LQ	Community Local	0.54
9	Shenai Restaurant	78 Yorktown Road, Sandhurst	Independent Free	GU47 9BT	Other	0.56
10	Kismet Tandoori	66 Reading Road, Yateley	Independent Free	GU46 7UH	Other	0.60
11	Royal Oak	27 Reading Road, Camberley, Yateley	Greene King	GU46 7UG	Community Local	0.63
12	Rivervale Barn	Mill Lane, Yateley	Independent Free	GU46 7SS	Other	0.67
13	La Galleria	Mill lane, Yateley	Independent Free	GU46 7TF	Other	0.73
14	Yateley Industries	Mill Lane, Yateley	Independent Free	GU46 7TF	Other	0.73
15	Yateley Cricket & Hockey Associat	Chandlers Lane, Yateley	Independent Free	GU46 7SR	Other	0.83
16	Sandhurst Social Club	33-35 Wellington Road, Sandhurst	Independent Free	GU47 9AW	Other	0.85
17	Dog & Partridge	105 Reading Road, Yateley	Star Pubs & Bars	GU46 7LR	Community Local	0.85
18	White Lion	104-108 Reading Road, Yateley	Mitchells & Butlers	GU46 7RX	Branded Food	0.85
19	Sandhurst Sports Club	Yorktown Road, Sandhurst	Independent Free	GU47 9BJ	Other	0.87
20	Wellington Arms	203 Yorktown Road, Sandhurst	Brakspear	GU47 9BN	Community Local	0.88
21	Cinnamon Bay	7 Harpton Parade, Yateley	Independent Free	GU46 7SB	Other	0.89
22	Bistro 19	Chandlers Lane, Yateley	Independent Free	GU46 7SZ	Cafe / Wine Bar	0.95
23	Cricketers	Cricket Hill Lane, Camberley, Yateley	Greene King	GU46 6BA	Branded Food	1.05
24	Yateley Social Club	Old School Lane, Camberley, Yateley	Independent Free	GU46 6NG	Other	1.11
25	Wellington College Staff Social Club	Dukes Ride, Crowthorne	Independent Free	RG45 7PU	Other	1.15
26	St Swithuns Parish Centre	Firgrove Road, Yateley	Independent Free	GU46 6NH	Other	1.15
27	Rackstraw Farm	221 Yorktown Road, College Town, Sandhurst	Whitbread	GU47 0RT	Branded Food	1.16
28	Yateley Bowling Club	Reading Road, Yateley	Independent Free	GU46 7RP	Other	1.16
29	Casa Dei Cesari Hotel & Restaurant	Handford Lane, Yateley, Yateley	Independent Free	GU46 6BT	Other	1.19
30	Bell	36 Frogmore Road, Blackwater, Camberley	Enterprise Inns	GU17 0NP	Community Local	1.25



Rose & Crown, Sandhurst, GU47 8HA

Catchment &
Site Review

Generated on 24th September 2019

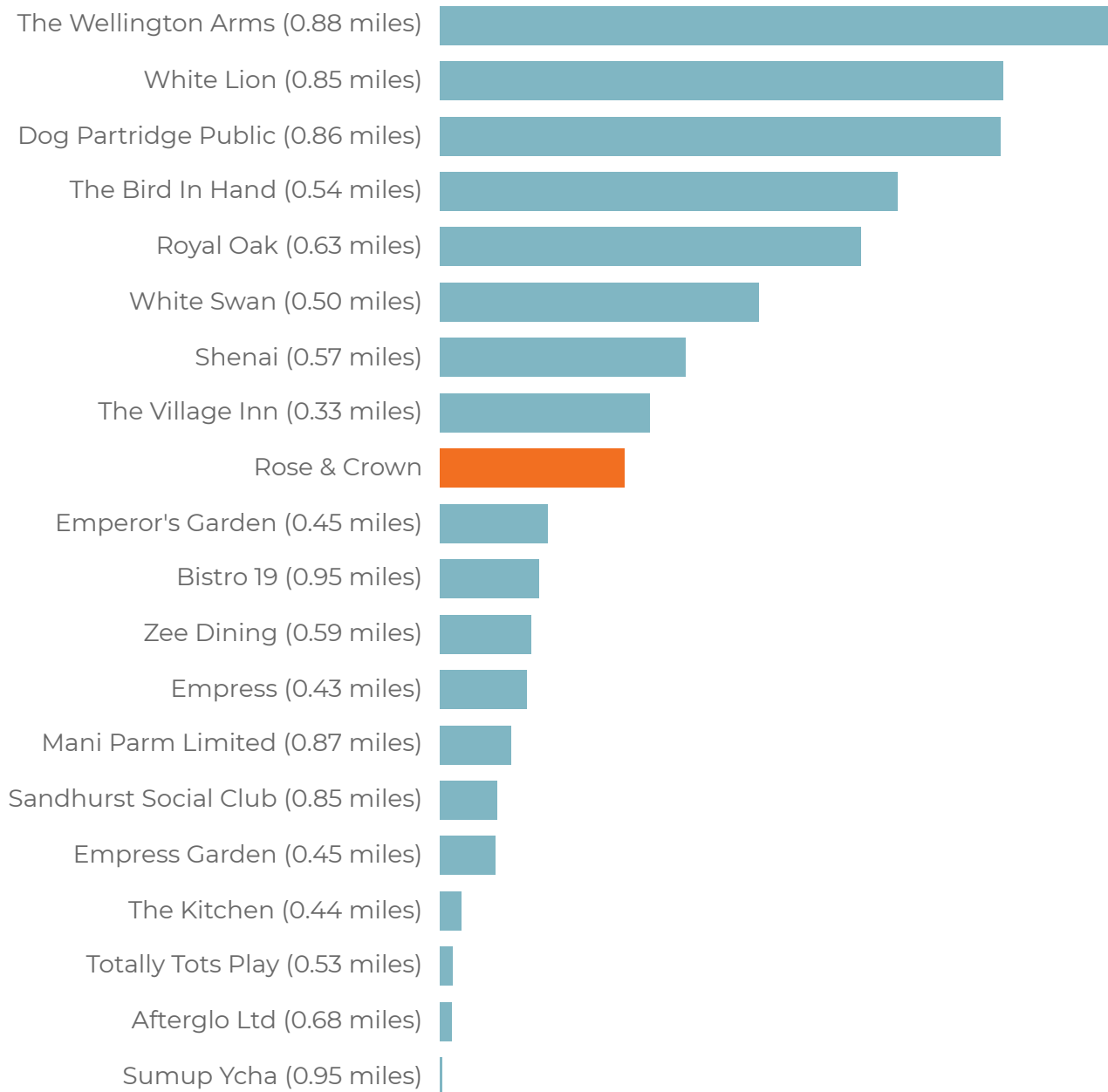
PUNCH



Local Competitors

Local Card Spend in Pubs, Bars & Restaurants (2 Yrs)

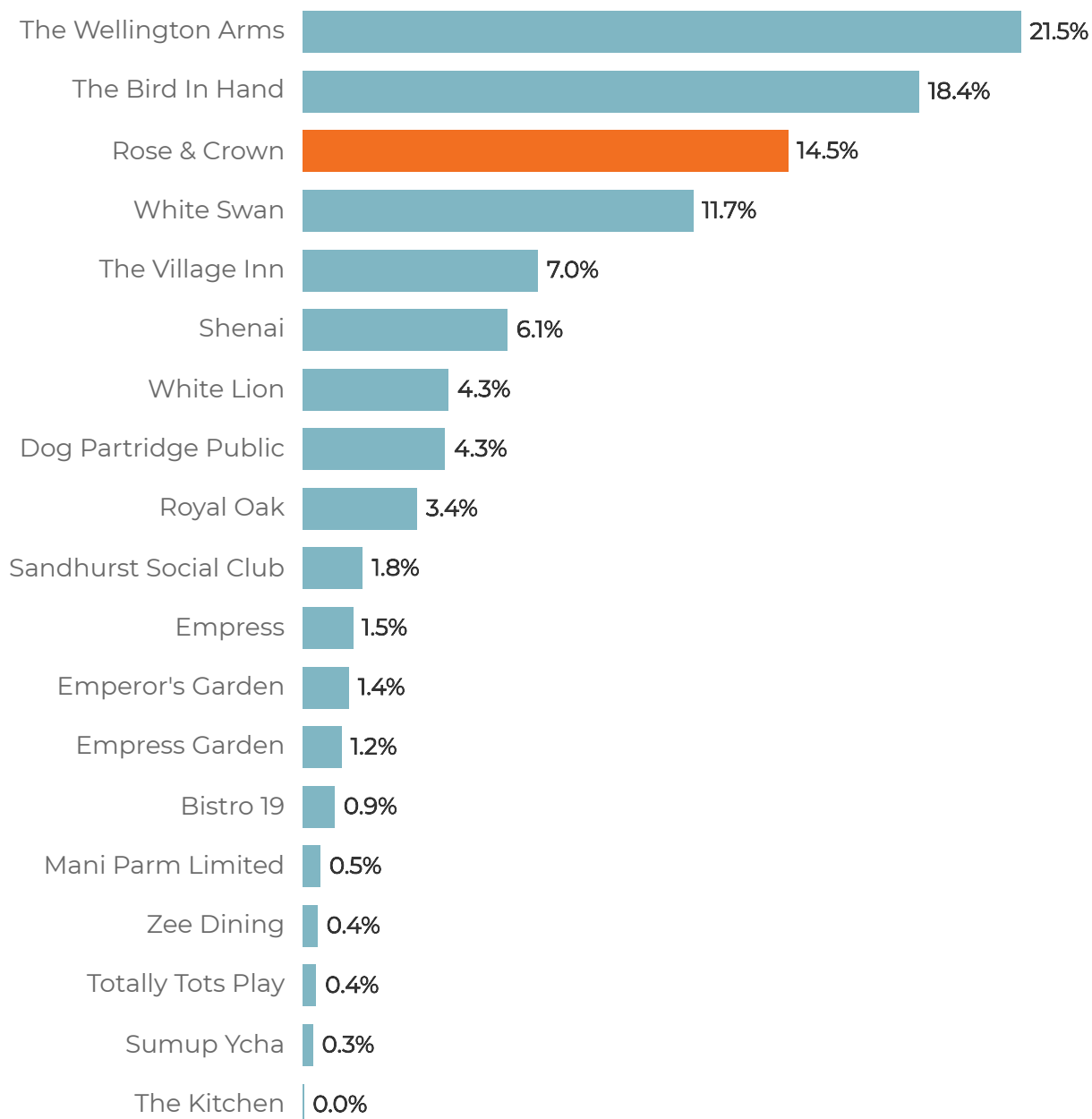
Total Spend Within 1 Mile - Top 30% Amongst Punch Sites





Use of Other Sites

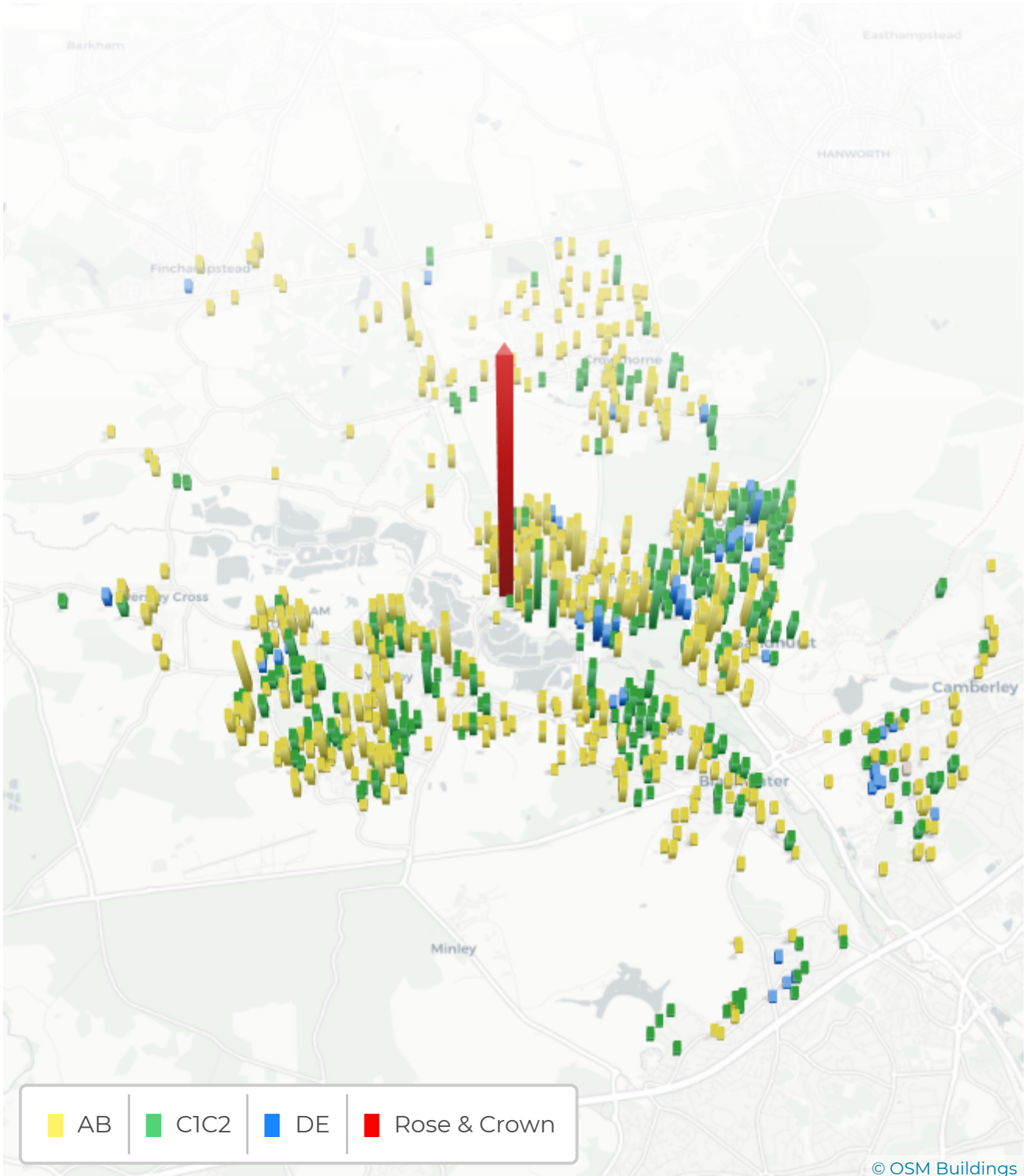
Site Customers - Share of Competitor Spend Locally





Local Guest Spending

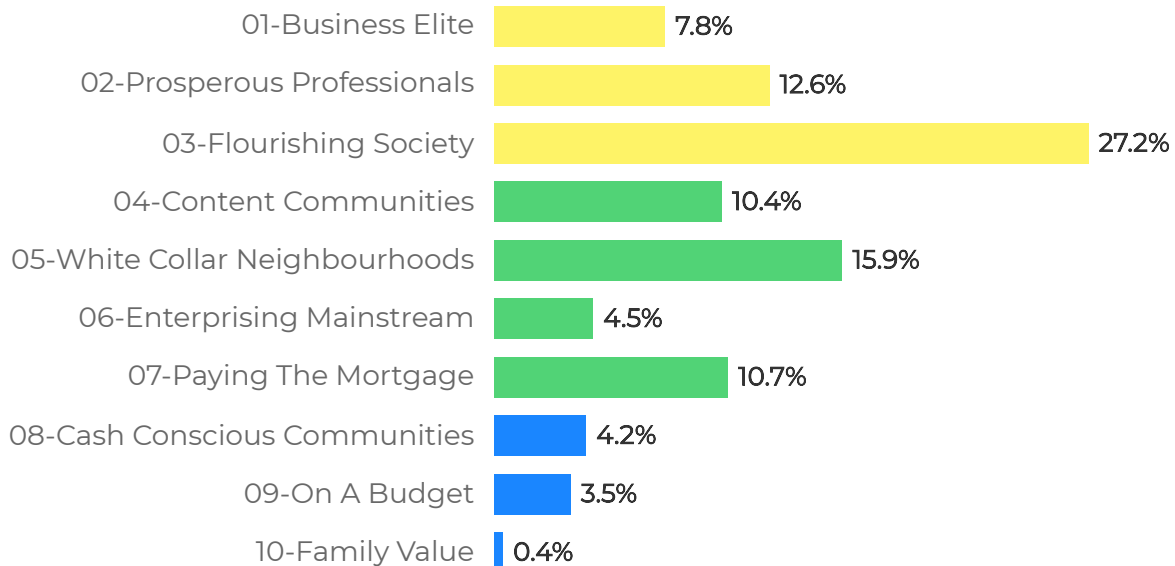
Origin of Guest Spend - Venues Within 1 Mile



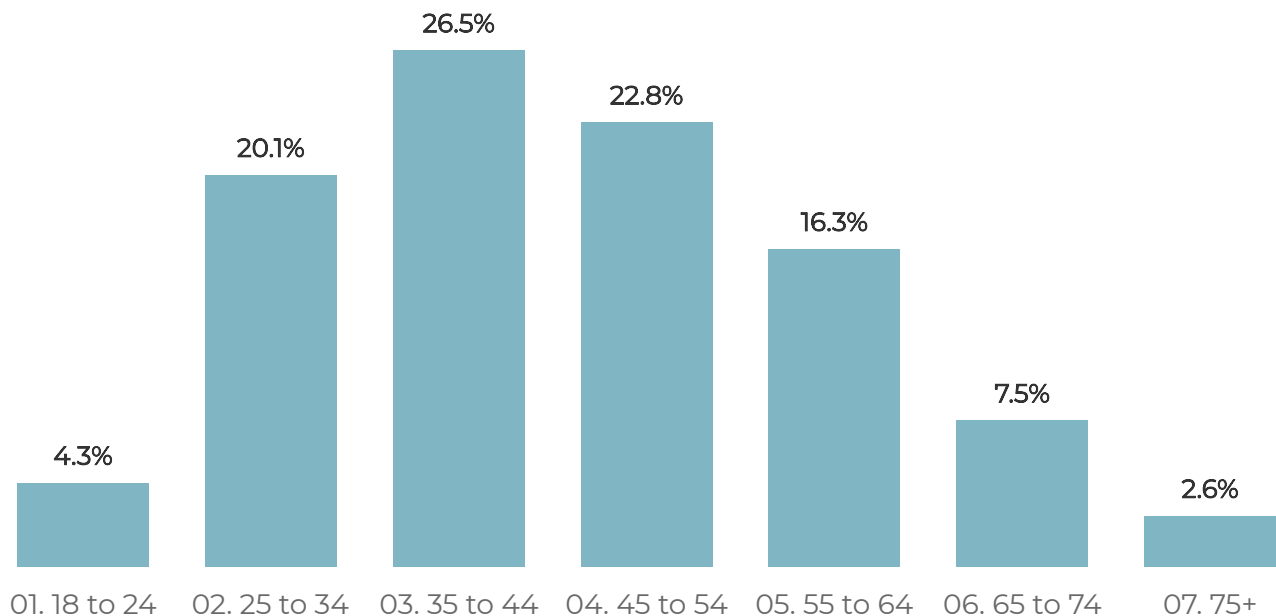


Share of Local Spend by Demographics

Catchment % of Local Spend - Venues Within 1 Mile



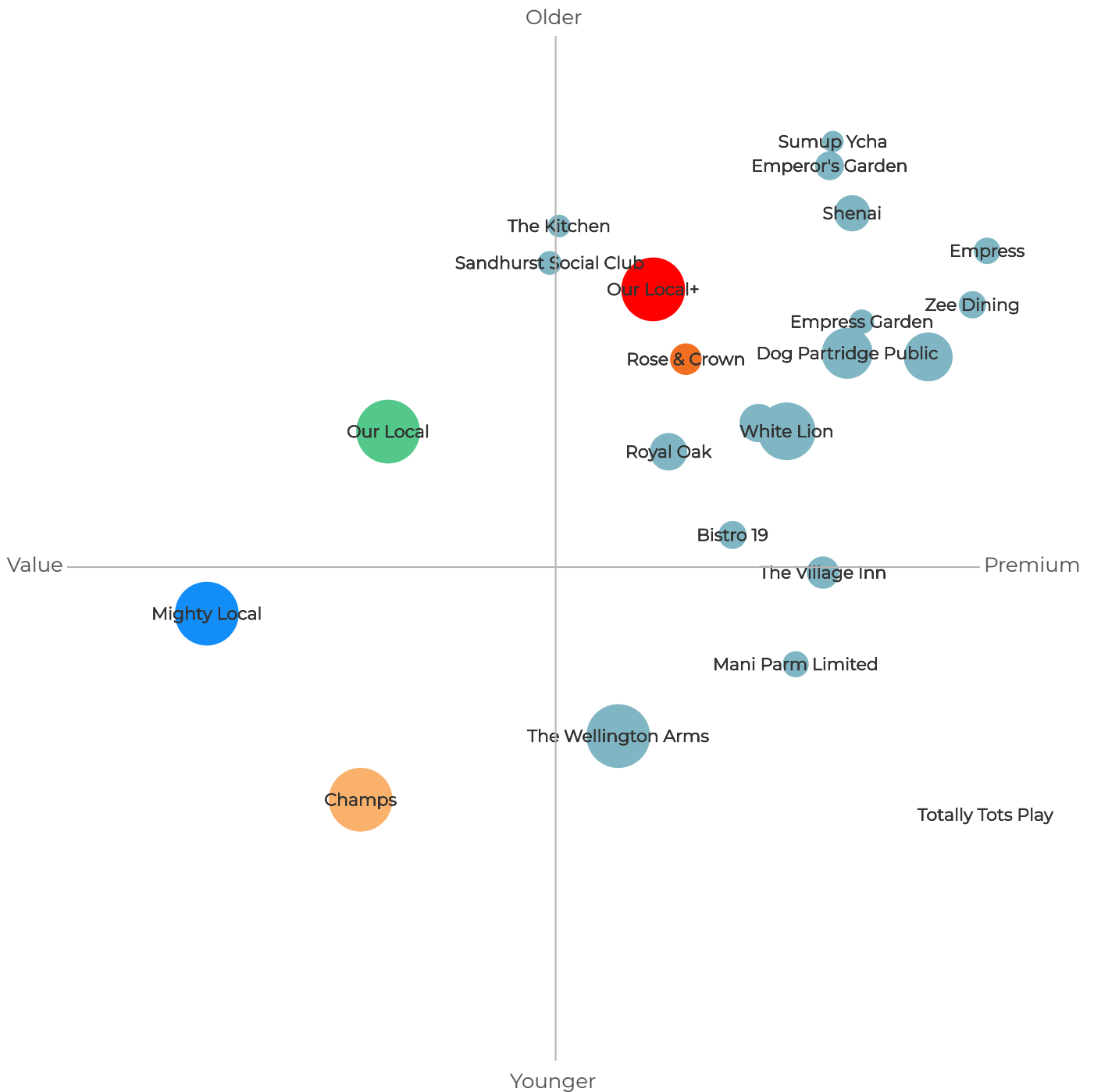
Catchment % of Local Spend - Venues Within 1 Mile





Share of Local Spend By Demographics

— Pubs & Bars Spend by Guest Profile Affluence Vs. Age —
Venues Within 1 Mile



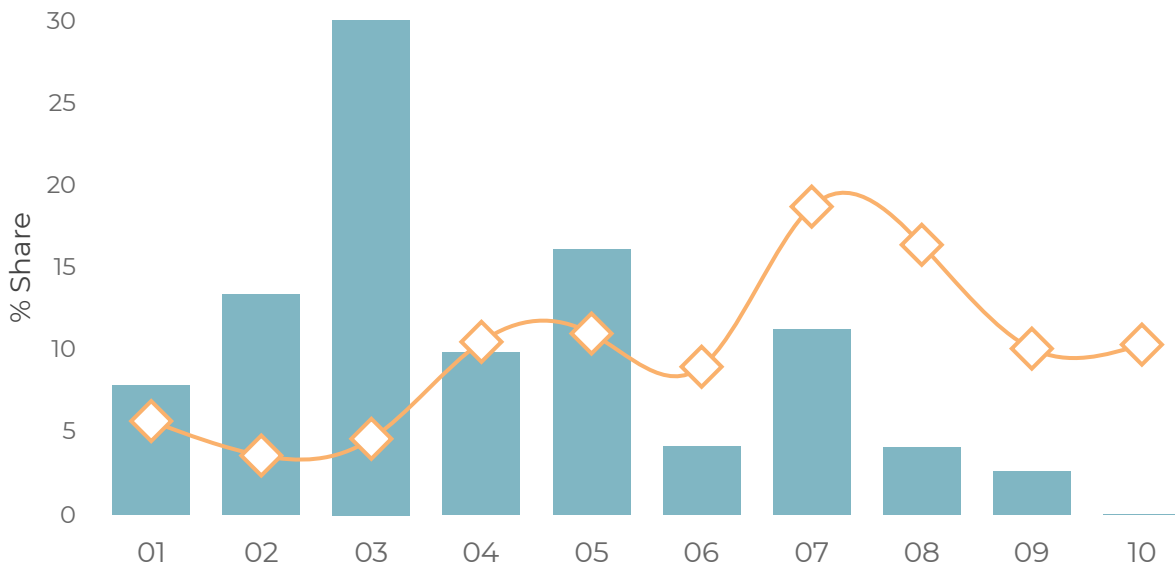


Concept Fit

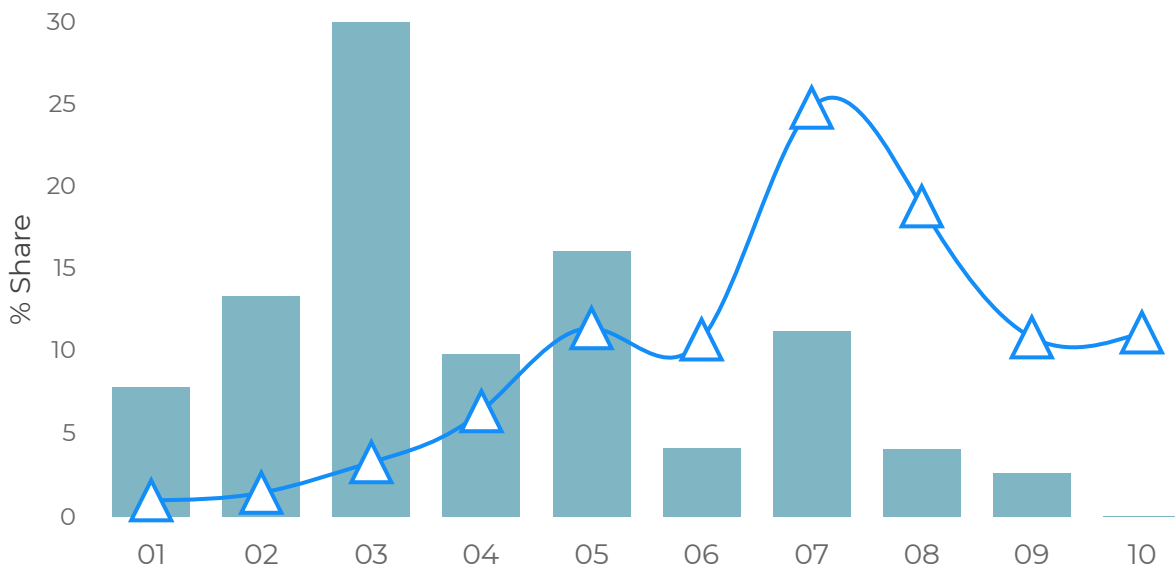
Rose & Crown



Champs



Mighty Local



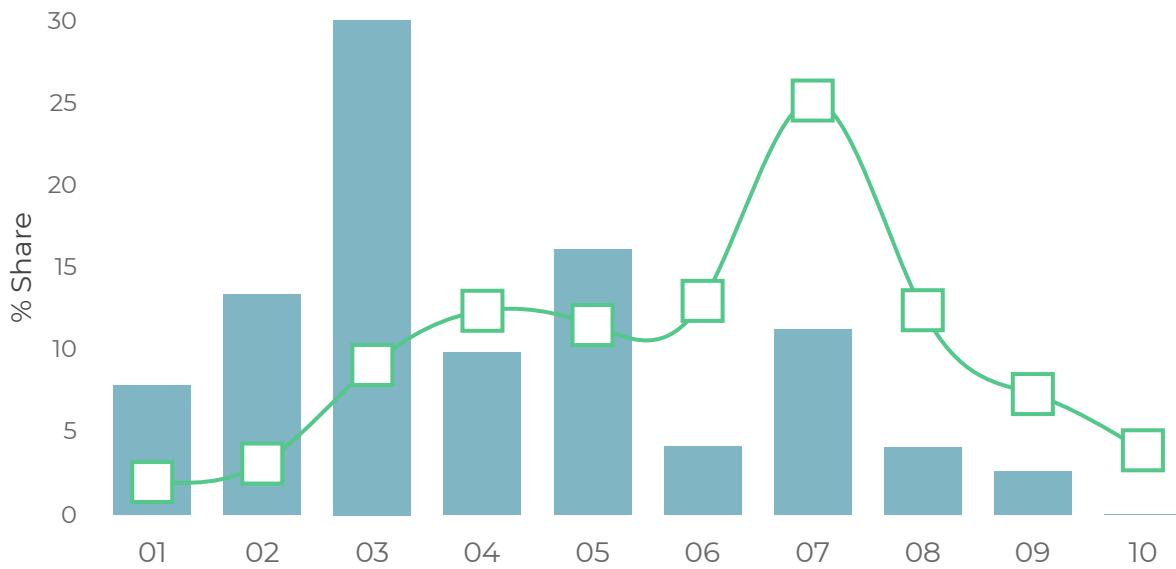


Concept Fit

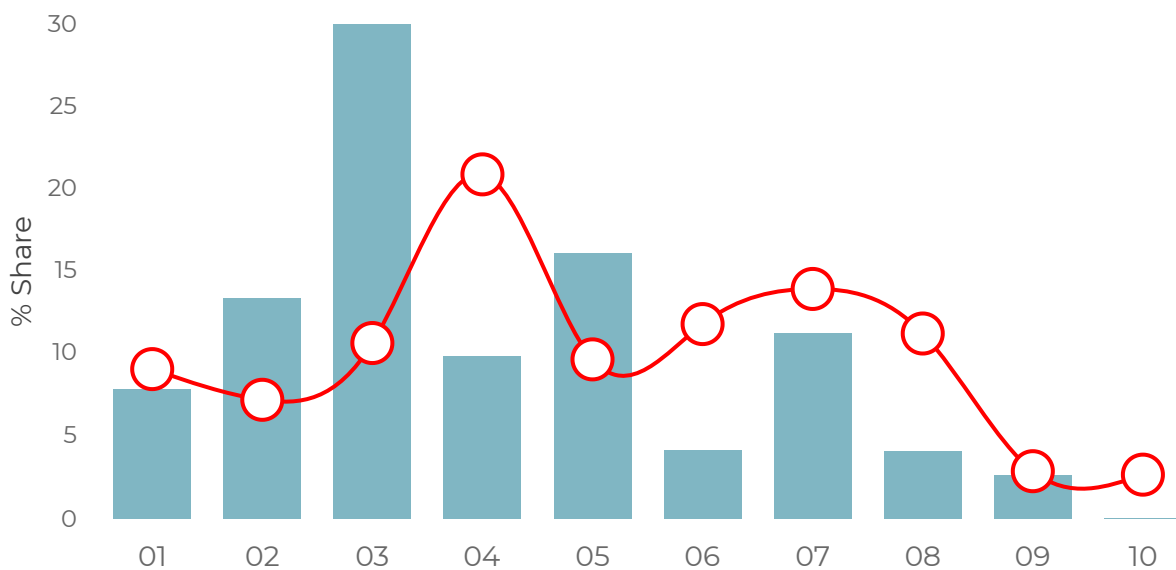
Rose & Crown



Our Local



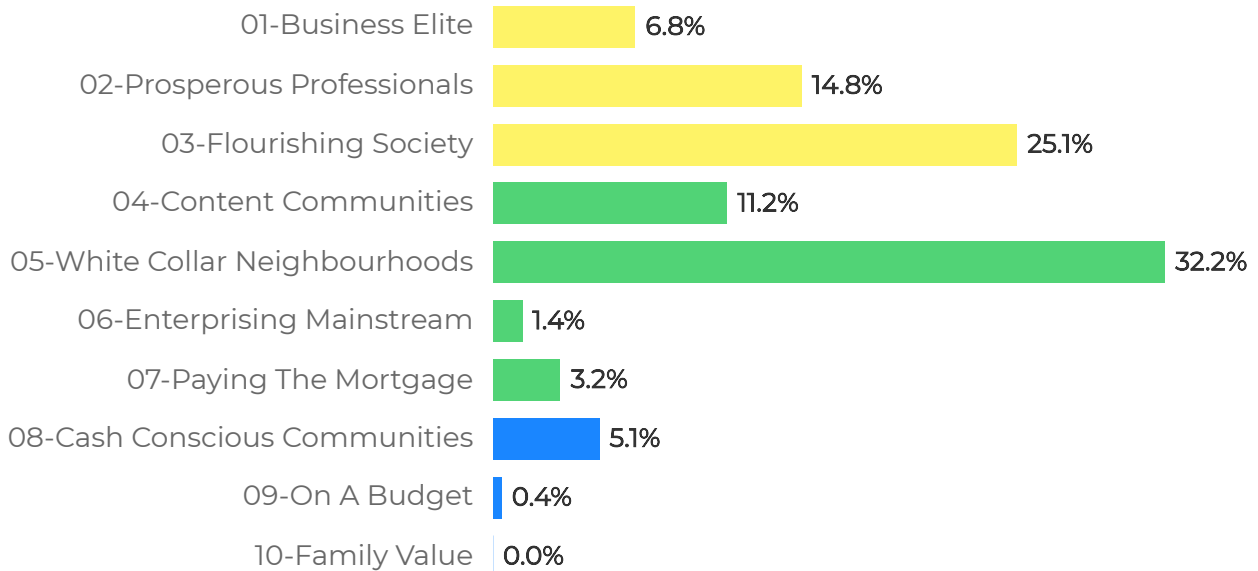
Our Local+



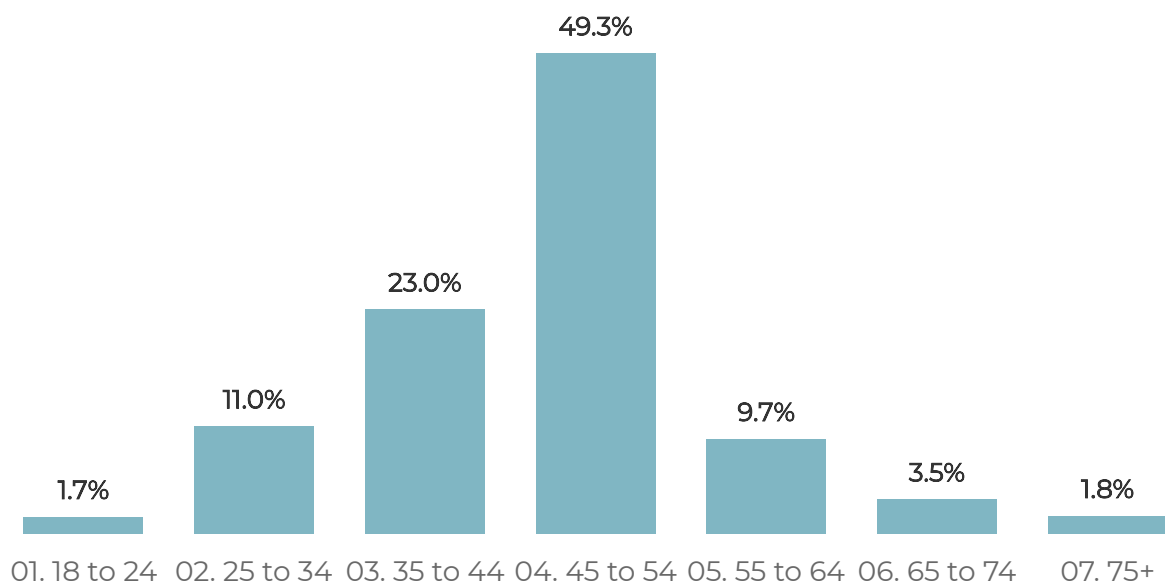


Site Guest Demographics

Share of Guest Spend Within Site



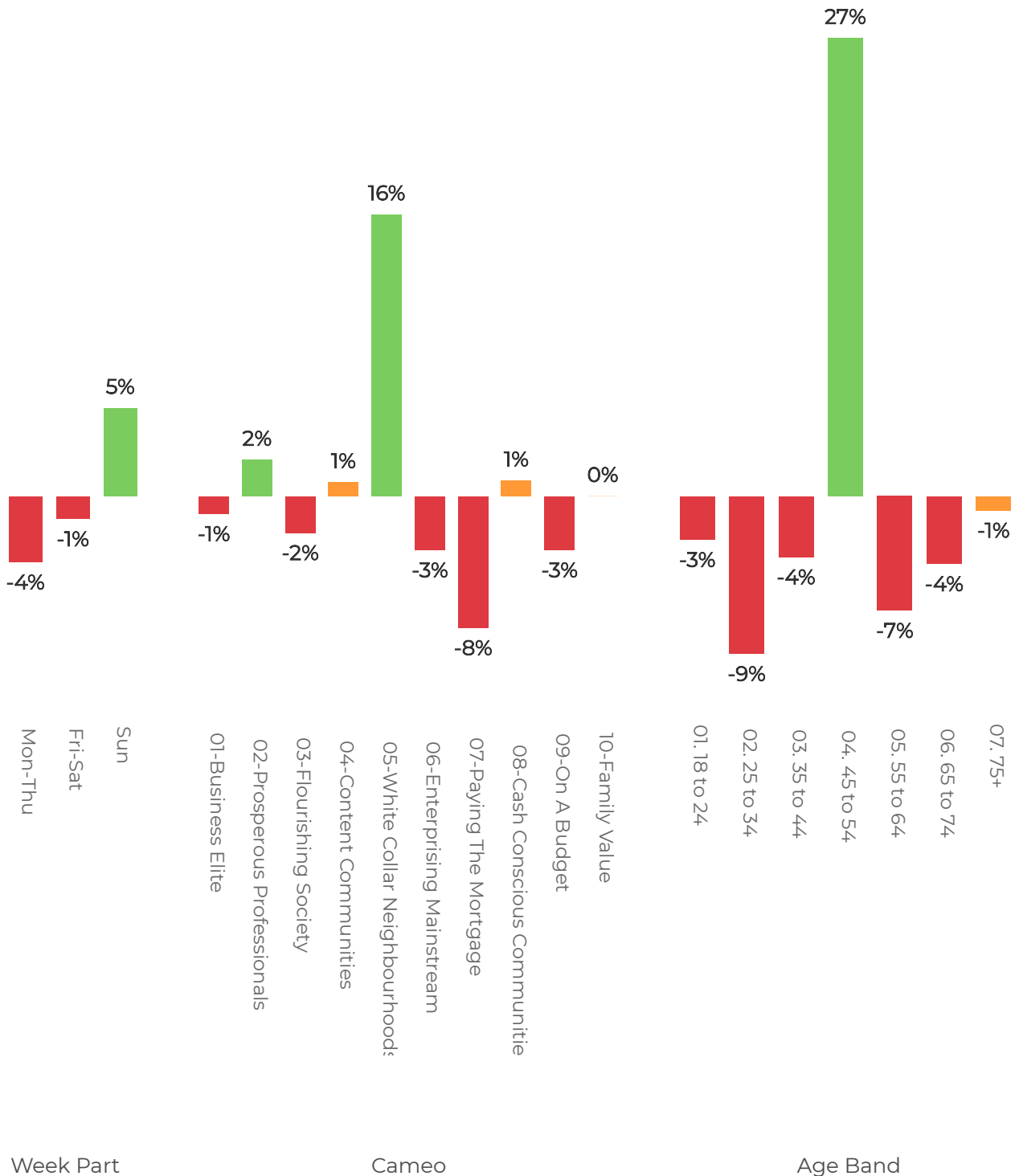
Share of Guest Spend Within Site by Age





Trading Profile Vs. Local Spend

— Guest & Trading Profile Vs. Local Market Within 1 Mile —
Above Line = Relative Strength





Appendix

Cameo Table

Cameo Group	UK Households	Social Class	Lifestage	Income	Housing Type
1. Business Elite	6.2%	AB	Younger	V.High	Flats / Detached
2. Prosperous Professionals	4.9%	AB	Older	High	Detached
3. Flourishing Society	9.7%	AB	Older	High	Detached
4. Content Communities	11.0%	C1	Older	High	Detached
5 White Collar Neighbourhoods	10.2%	C1	Middle Aged	High	Flats
6. Enterprising Mainstream	8.7%	C2	Middle Aged	Mid	Semi -detached
7. Paying The Mortgage	14.6%	C2	Middle Aged	Mid	Semi -detached
8. Cash Conscious Communities	13.1%	DE	Middle Aged	Low	Flats / Terraced
9. On A Budget	11.9%	DE	Younger	Low	Flats / Terraced
10. Family Value	9.4%	DE	Middle Aged	V.Low	Terraced

