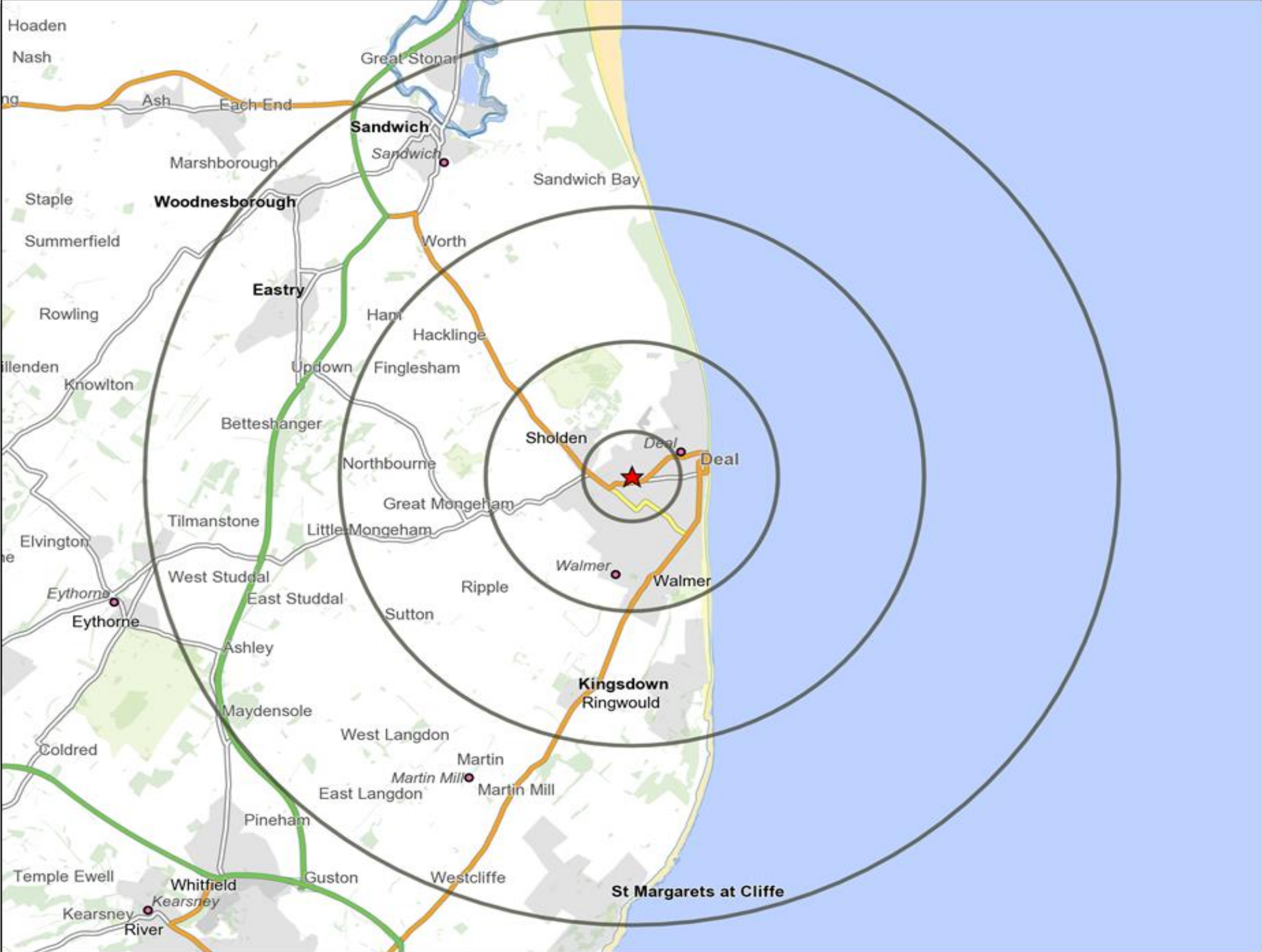




Customer Profile Report for BOWLING GREEN TAVERN, DEAL (Punch Outlet Number: 201780)
164 CHURCH PATH, DEAL, CT14 9UD (CT14 9UD)



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

Age Data Table

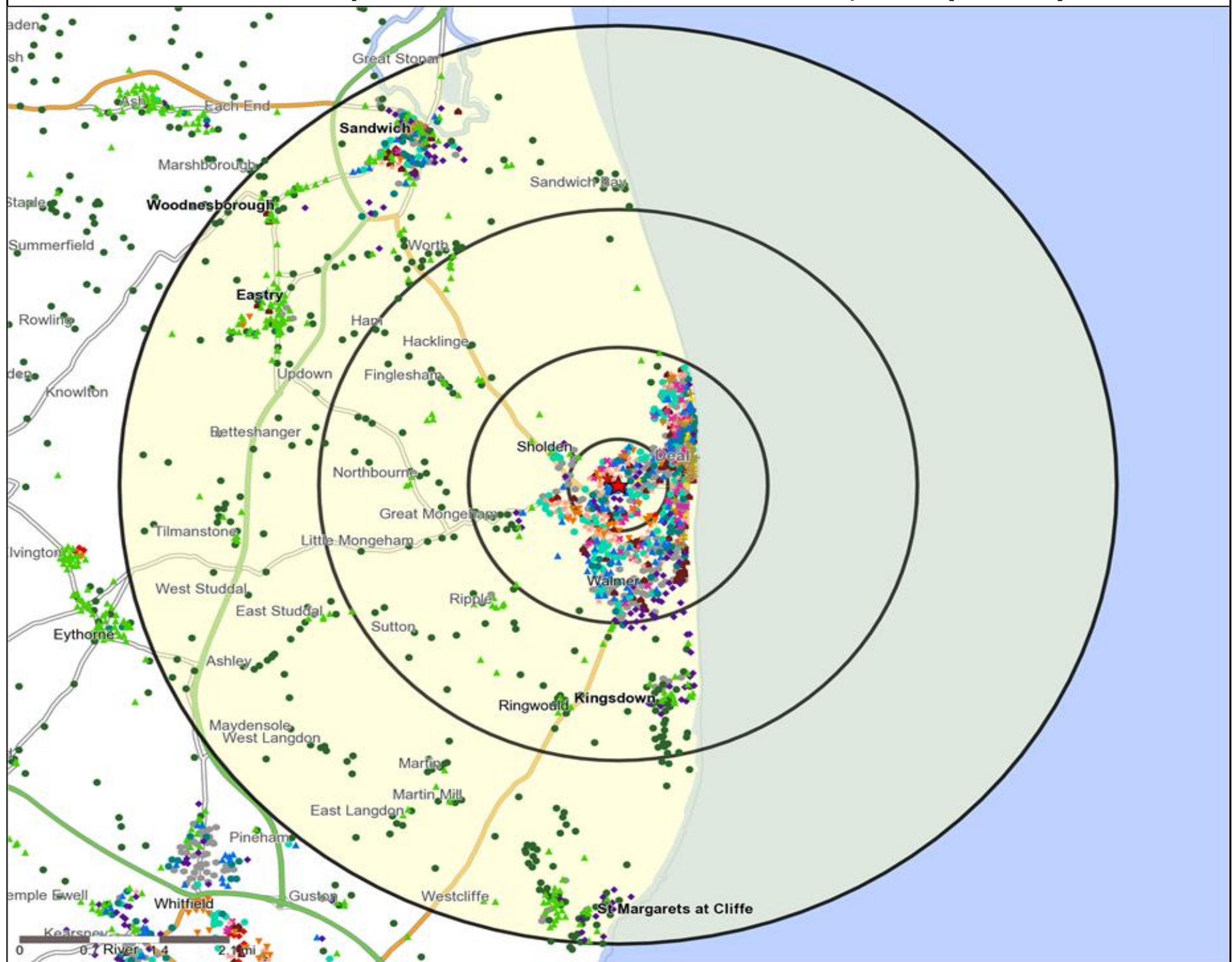
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,417	4,764	5,221	7,164	8,339	92	81	79	79	84
16-17	206	734	805	1,080	1,306	108	101	99	96	106
18-24	662	2,346	2,524	3,223	3,580	89	83	80	74	74
25-34	785	3,001	3,192	3,935	4,384	70	70	67	60	60
35-44	889	3,323	3,665	5,005	5,625	85	84	83	82	83
45-54	1,184	4,472	5,154	7,243	8,032	102	101	104	106	107
55-64	1,002	4,025	4,739	6,862	7,439	108	114	120	126	124
65+	2,065	8,504	9,713	13,662	14,438	140	151	154	157	151
Population estimate 2015	8,210	31,169	35,013	48,174	53,143	100	100	100	100	100

Ethnicity - Census 2011

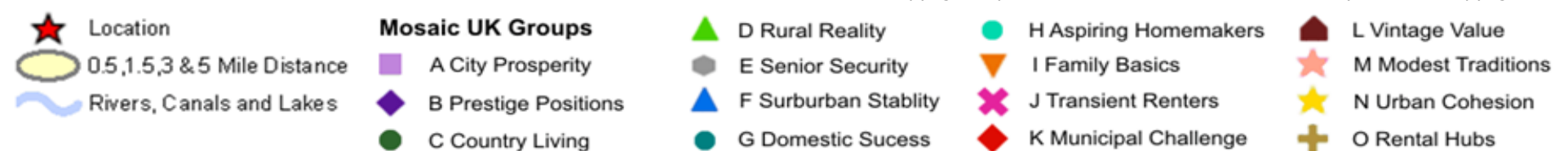
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	8,047	29,780	33,614	46,369	51,053	98%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	67	239	268	402	459	1%	1%	1%	1%	1%
Asian / Asian British	36	251	274	430	544	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	13	67	72	114	130	0%	0%	0%	0%	0%
Other Ethnic Group	12	54	58	85	121	0%	0%	0%	0%	0%
All People (Ethnic Group)	8,175	30,391	34,286	47,400	52,307	100	100	100	100	100



Mosaic UK Map and Data: BOWLING GREEN TAVERN, DEAL (201780)



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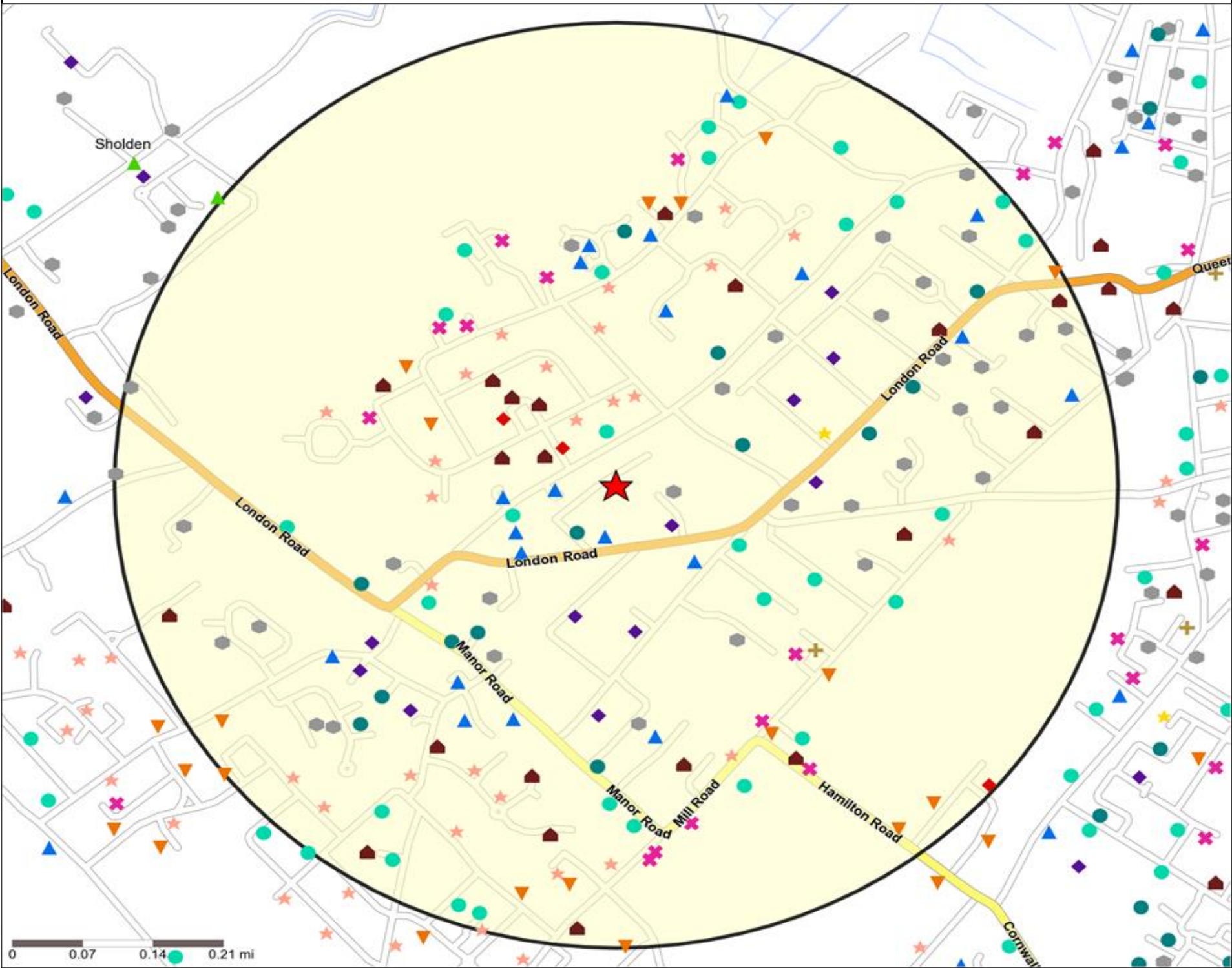
Mosaic UK Data Table (Residential)

	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	0	0	0	0	0	0
B Prestige Positions (18+)	377	1,005	1,404	2,042	1,897	79	54	67	70	60
C Country Living (18+)	3	227	1,691	4,647	4,760	1	13	84	168	158
D Rural Reality (18+)	28	253	1,325	4,865	7,304	6	14	66	176	243
E Senior Security (18+)	1,237	4,645	4,932	6,063	6,725	231	222	209	187	191
F Suburban Stability (18+)	682	2,270	2,270	2,563	2,602	170	145	128	105	98
G Domestic Success (18+)	403	1,971	1,990	2,598	2,852	73	91	82	78	78
H Aspiring Homemakers (18+)	1,009	4,735	4,770	5,117	5,173	168	203	181	141	131
I Family Basics (18+)	514	1,040	1,040	1,280	1,285	108	56	50	44	41
J Transient Renters (18+)	326	2,014	2,025	2,067	2,067	86	136	121	90	83
K Municipal Challenge (18+)	56	116	116	116	162	14	8	7	5	6
L Vintage Value (18+)	646	2,749	2,749	3,395	3,414	156	170	151	135	125
M Modest Traditions (18+)	1,267	3,291	3,291	3,483	3,483	405	270	239	184	169
N Urban Cohesion (18+)	15	428	428	498	498	4	32	28	24	22
O Rental Hubs (18+)	23	925	925	1,134	1,135	5	47	41	37	34
Adults 18+ estimate 2015	6,586	25,669	28,956	39,868	43,357	100	100	100	100	100

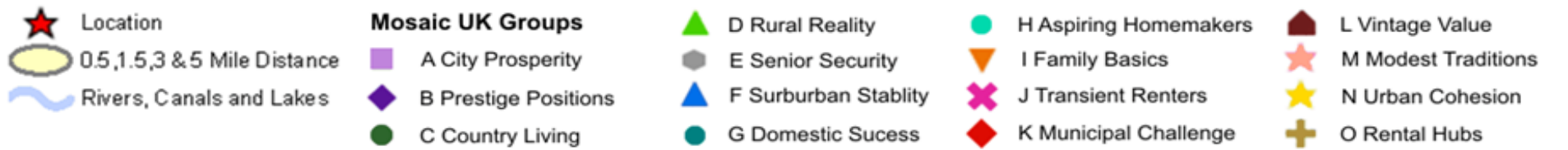
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Mosaic UK Map and Data: BOWLING GREEN TAVERN, DEAL (201780)



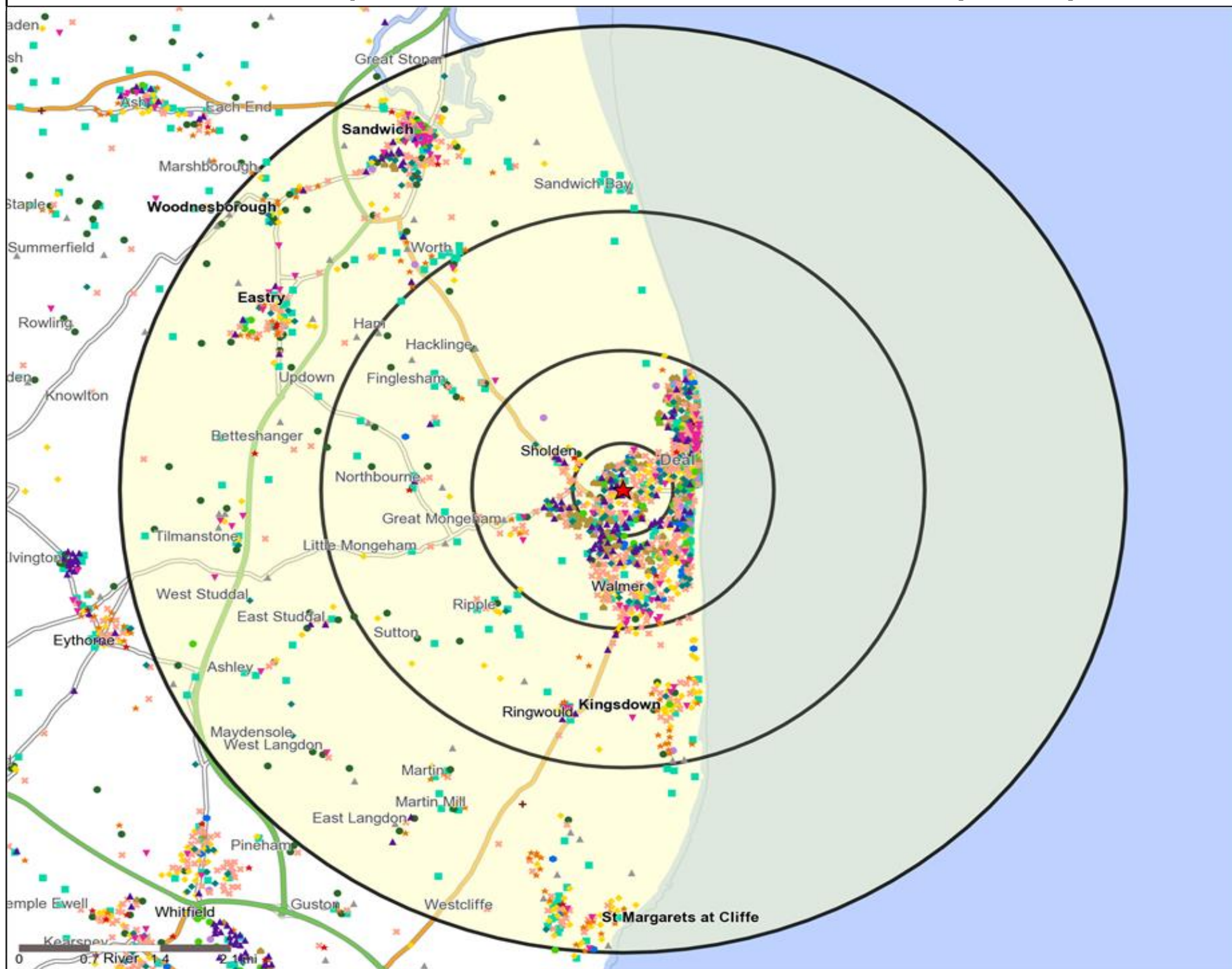
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	377	79
C Country Living (18+)	3	1
D Rural Reality (18+)	28	6
E Senior Security (18+)	1,237	231
F Suburban Stability (18+)	682	170
G Domestic Success (18+)	403	73
H Aspiring Homemakers (18+)	1,009	168
I Family Basics (18+)	514	108
J Transient Renters (18+)	326	86
K Municipal Challenge (18+)	56	14
L Vintage Value (18+)	646	156
M Modest Traditions (18+)	1,267	405
N Urban Cohesion (18+)	15	4
O Rental Hubs (18+)	23	5
Adults 18+ estimate 2015	6,586	100



Occasions Map and Data: BOWLING GREEN TAVERN, DEAL (201780)



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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

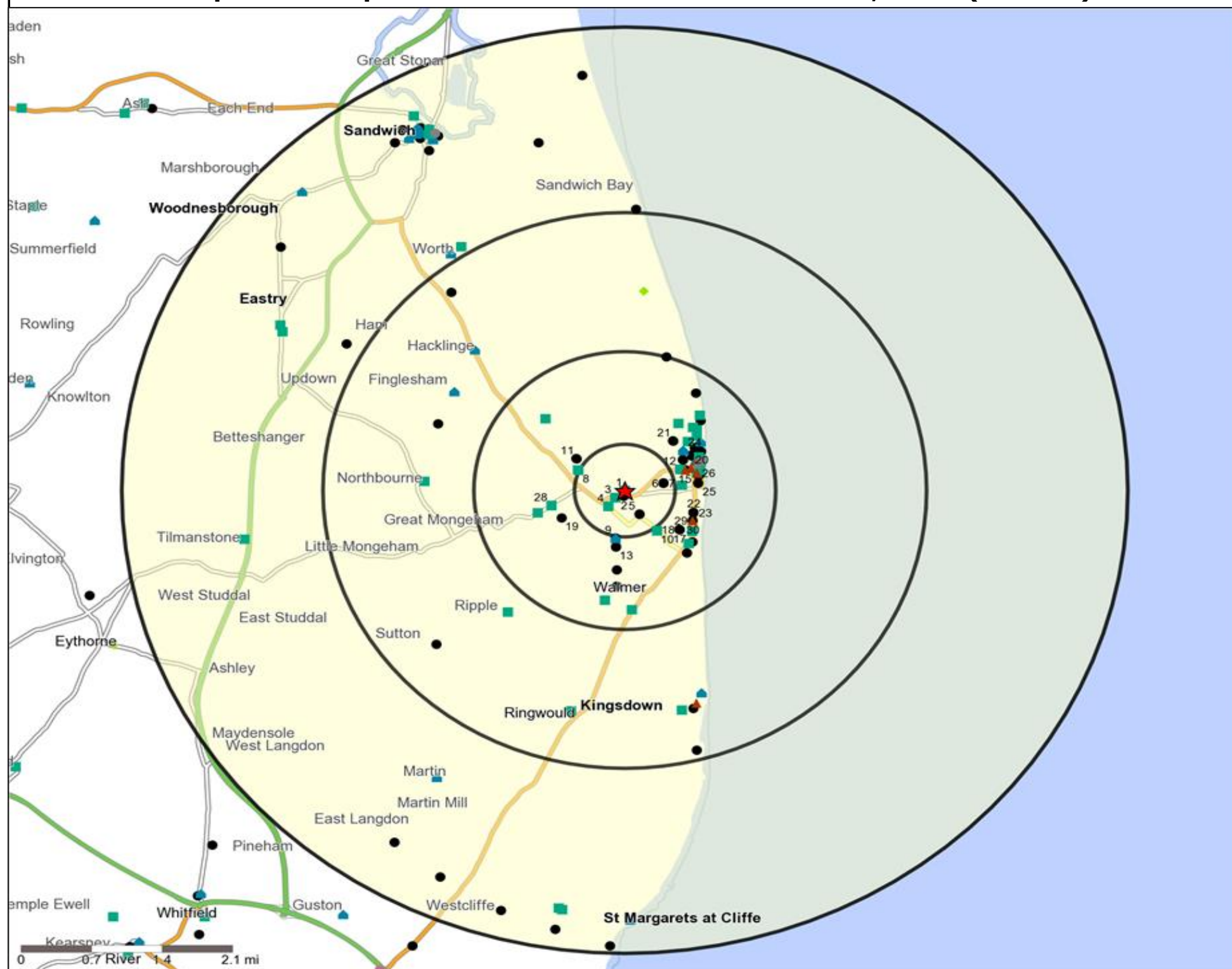
Occasions Data Table

	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	424	1,763	2,000	2,811	3,023	88	101	103	108	108
02 Early Doors	497	1,934	2,112	2,832	3,036	124	132	130	130	130
03 Everyday is Friday	416	1,409	1,537	2,011	2,187	121	113	111	109	109
04 Weekend Millionaires	562	1,793	1,885	2,310	2,505	114	99	94	87	87
05 Out On The Town	469	1,632	1,716	2,095	2,216	99	94	89	81	80
06 Business and Pleasure	138	509	601	883	953	56	57	60	66	66
07 Sporting Pints	368	1,220	1,262	1,542	1,642	70	64	59	54	54
08 Student Social	146	578	711	1,097	1,271	66	71	79	91	98
09 Leisurely Lunch	482	1,843	2,095	2,914	3,131	103	108	111	115	115
10 Wining and Dining	553	2,130	2,390	3,246	3,515	104	110	111	113	113
11 Household Outing	550	1,916	1,979	2,370	2,519	131	124	116	104	103
12 Midweek Meal Deal	247	809	985	1,449	1,539	104	93	103	113	111
13 Date Night	376	1,614	1,886	2,683	2,917	100	117	124	132	133
14 Birthday Treat	376	1,282	1,458	2,053	2,253	100	93	96	101	102
15 Pre Show Meal	126	508	541	677	718	97	107	103	96	95
Number of Occasions	5,730	20,940	23,158	30,973	33,425	100	100	100	100	100

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Competition Map and Data: BOWLING GREEN TAVERN, DEAL (201780)



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

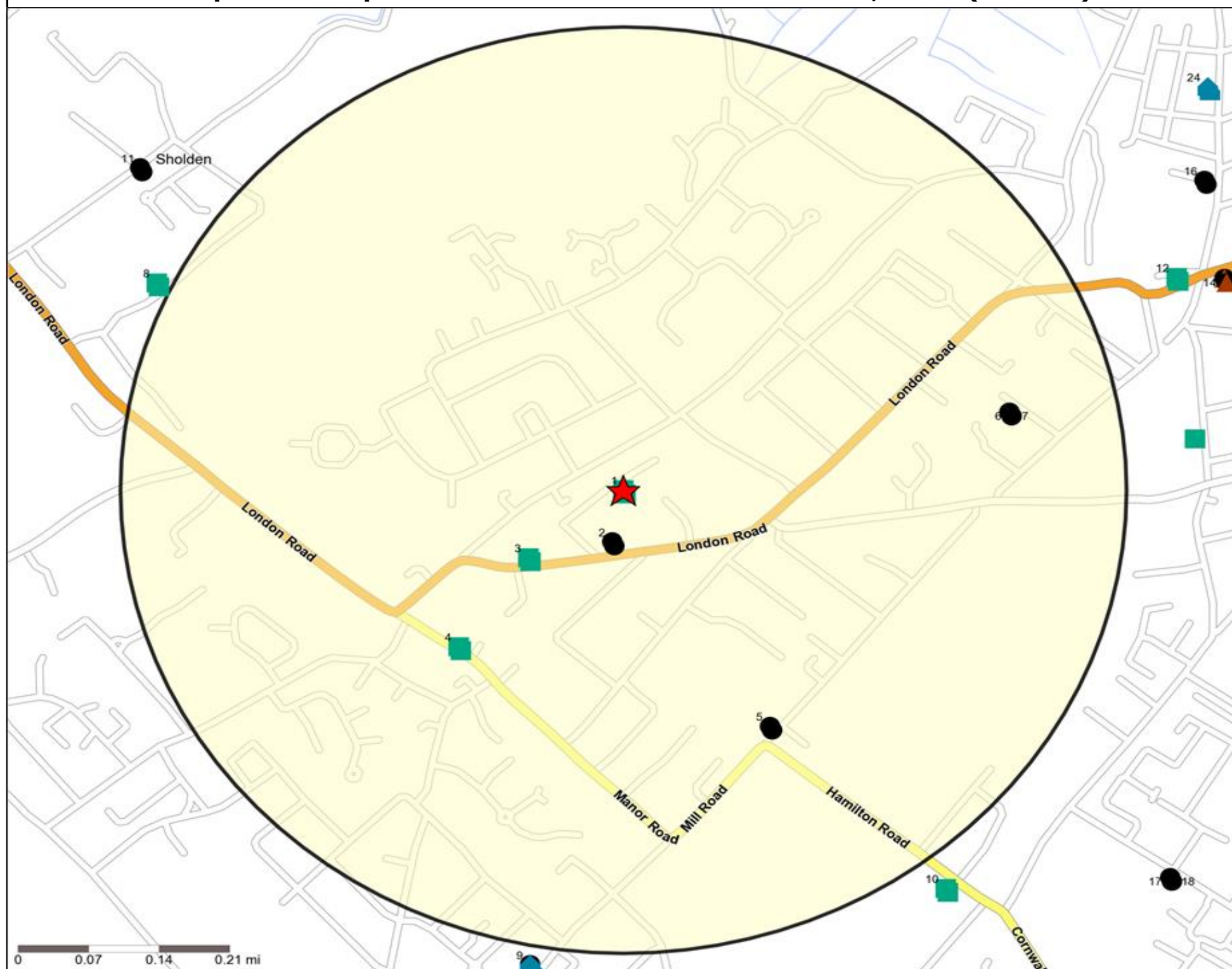


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	2	3
Circuit Bar	0	5	6	6
Community Local	3	23	27	36
Dry Led	0	5	8	19
Branded Food Pub	0	0	0	0
Rural	0	0	1	1
Other	4	42	47	69
Total	7	77	91	134



Competition Map and Data: BOWLING GREEN TAVERN, DEAL (201780)



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	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
Total	7



Local Competition: BOWLING GREEN TAVERN, DEAL (201780)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BOWLING GREEN TAVERN, DEAL	164 CHURCH PATH, DEAL, CT14 9UD	Punch Taverns	CT14 9UD	Punch Taverns	0.00
1	Bowling Green	164 Church Path, Deal	Punch Pub Company	CT14 9UD	Community Local	0.00
2	Sutherland Guest House	186 London Road, Deal	Independent Free	CT14 9PT	Other	0.06
3	Magnet Inn	267 London Road, Deal	Shepherd Neame	CT14 9PW	Community Local	0.12
4	Admiral Kepple	90 Manor Road, Deal	Punch Pub Company	CT14 9DB	Community Local	0.24
5	Deal Town Football Club	Mill Road, Deal	Independent Free	CT14 9BE	Other	0.30
6	Victoria Park Bowling Club	The Drive, Deal	Independent Free	CT14 9AE	Other	0.39
7	Deal Bowling Club	The Drive, Deal	Independent Free	CT14 9AE	Other	0.39
8	Sportsman	25 The Street, Sholden, Deal	Independent Free	CT14 0AL	Community Local	0.51
9	Mill Inn	80 Mill Hill, Deal	Admiral Taverns Ltd	CT14 9ER	Dry Led	0.52
10	Telegraph	1 Hamilton Road, Deal	Shepherd Neame	CT14 9BH	Community Local	0.54
11	Hull Park Sports Club	Sholden New Road, Sholden, Deal	Independent Free	CT14 0AF	Other	0.59
12	Eagle Tavern	52 Queen Street, Deal	Punch Pub Company	CT14 6HD	Community Local	0.60
13	Deal Welfare Club & Social Institute	Cowdray Square, Deal	Independent Free	CT14 9EU	Other	0.62
14	Rivals	32-36 Queen Street, Deal	Independent Free	CT14 6EY	Other	0.64
15	Hole In The Roof	42 Queen Street, Deal	Punch Pub Company	CT14 6EY	Circuit Bar	0.64
16	Deal Working Mens Club	42-44 West Street, Deal	Independent Free	CT14 6AH	Other	0.67
17	Deal And Betteshanger Rugby Club	Canada Road, Walmer, Deal	Independent Free	CT14 7EQ	Other	0.69
18	Green Berry	23 Canada Road, Walmer, Deal	Independent Free	CT14 7EQ	Other	0.69
19	Tides Leisure Centre	St Richards Road, Park Avenue, Deal	Independent Free	CT14 9LQ	Other	0.70
20	Sir Norman Wisdom	18-20 Queen Street, Deal	Wetherspoon	CT14 6ET	Circuit Bar	0.70
21	Deal Wanderers Sports Club	Western Road, Deal	Independent Free	CT14 6PJ	Other	0.72
22	La Bouche	61 The Strand, Walmer, Deal	Independent Free	CT14 7DP	Other	0.72
23	Bengal Spice	53 The Strand, Walmer, Deal	Independent Free	CT14 7DP	Other	0.72
24	Alma	126 West Street, Deal	Enterprise Inns	CT14 6EB	Dry Led	0.73
25	Malvern Guest House	5-7 Ranelagh Road, Deal	Independent Free	CT14 7BG	Other	0.73
26	No. 5 Bar & Kitchen	5 South Street, Deal	Independent Free	CT14 7AW	Circuit Bar	0.74
27	Walmer Castle	4 South Street, Deal	Admiral Taverns Ltd	CT14 7AW	Community Local	0.74
28	Leather Bottle	103 Mongeham Road, Great Mongeham, Deal	Independent Free	CT14 9PE	Community Local	0.75
29	Light House	50 The Strand, Walmer, Deal	Independent Free	CT14 7DX	Circuit Bar	0.75
30	Rm Deal	37 The Strand, Walmer, Deal	Independent Free	CT14 7DX	Other	0.75