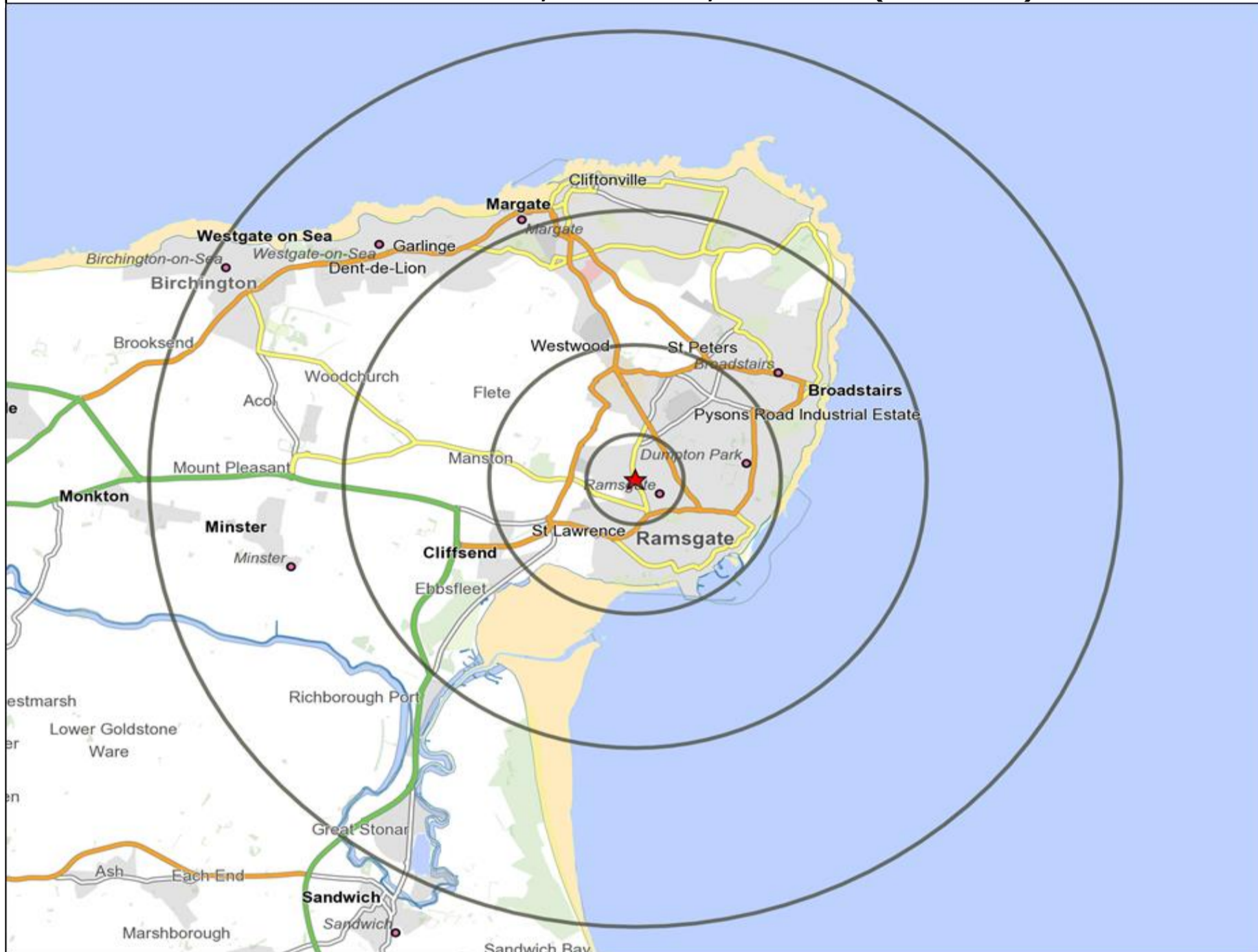




**Customer Profile Report for WINDMILL, RAMSGATE (Punch Outlet Number: 300302)
45 NEWINGTON ROAD, RAMSGATE, CT12 6EW (CT12 6EW)**



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

Age Data Table

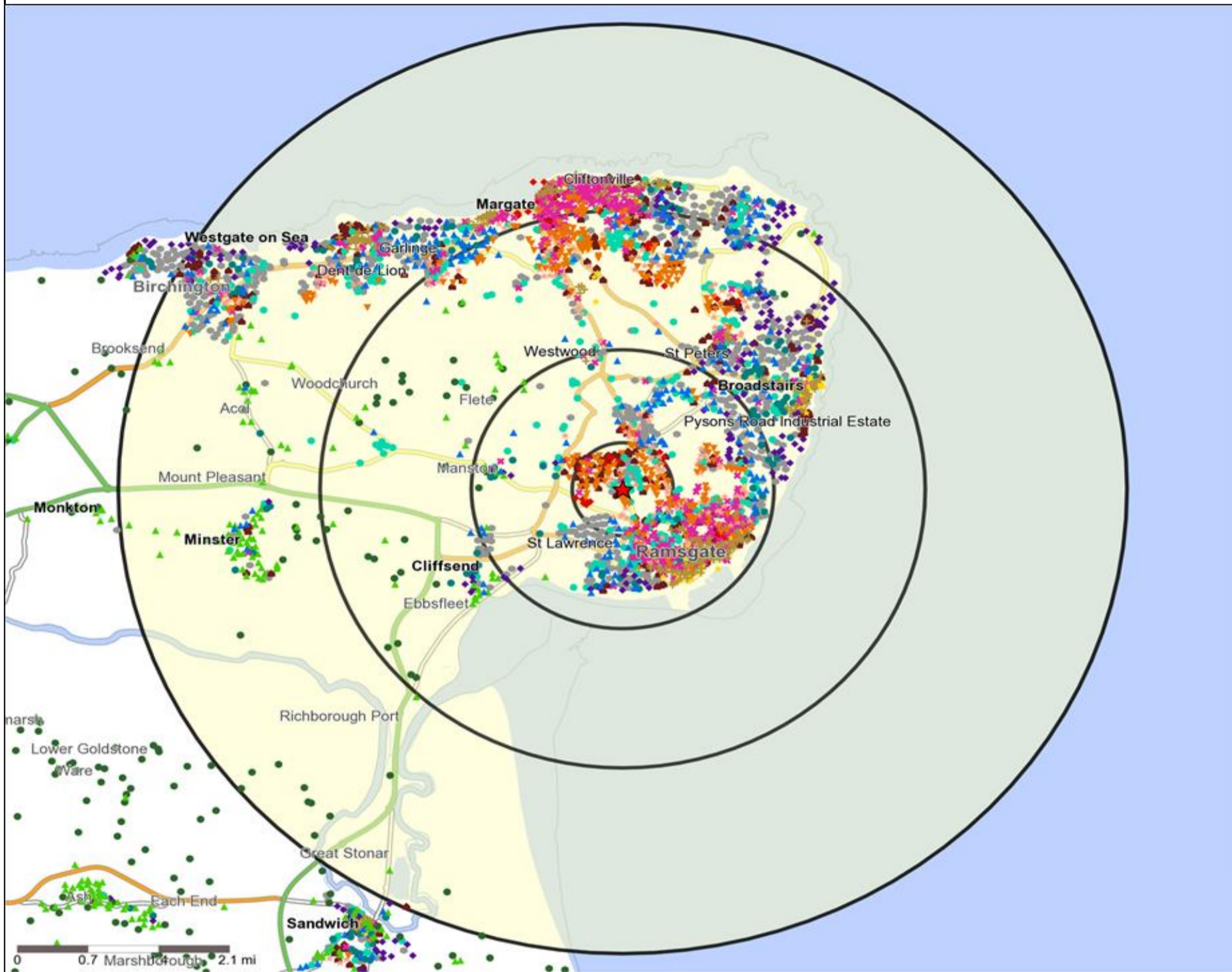
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	2,431	9,578	18,379	25,787	25,992	124	105	107	102	102
16-17	388	1,384	2,600	3,552	3,588	160	123	122	113	114
18-24	914	4,260	7,478	11,012	11,011	97	97	90	90	90
25-34	1,261	5,874	10,395	15,045	14,956	89	88	83	82	81
35-44	1,122	5,353	9,951	14,190	14,398	85	87	86	83	84
45-54	1,445	6,684	12,564	18,427	18,654	98	97	97	96	97
55-64	1,075	5,643	10,865	16,238	16,388	91	103	105	107	107
65+	1,780	9,846	19,493	30,521	30,383	95	112	118	126	125
Population estimate 2015	10,416	48,622	91,725	134,772	135,370	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	9,803	45,341	85,630	124,382	125,028	97%	96%	95%	95%	95%
Mixed / Multiple Ethnic Groups	139	787	1,484	2,152	2,125	1%	2%	2%	2%	2%
Asian / Asian British	115	899	1,711	2,465	2,464	1%	2%	2%	2%	2%
Black / African / Caribbean / Black British	41	276	564	901	896	0%	1%	1%	1%	1%
Other Ethnic Group	27	128	286	571	572	0%	0%	0%	0%	0%
All People (Ethnic Group)	10,125	47,431	89,675	130,471	131,085	100	100	100	100	100



Mosaic UK Map and Data: WINDMILL, RAMSGATE (300302)



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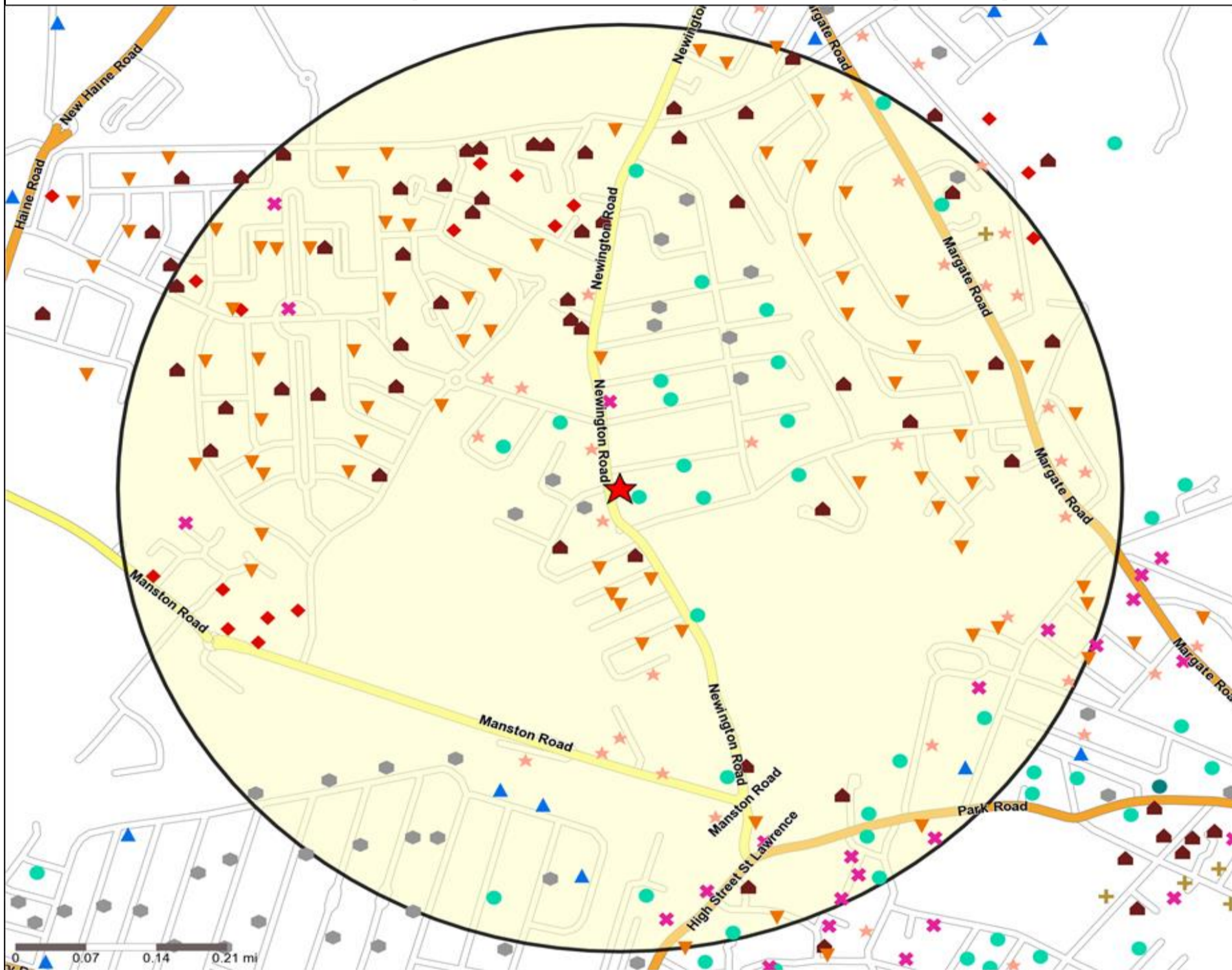
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▲ I Family Basics
- ✕ J Transient 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 - 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+)	0	704	2,444	3,837	3,659	0	26	48	50	48
C Country Living (18+)	0	13	188	372	1,190	0	0	4	5	16
D Rural Reality (18+)	0	143	539	2,396	4,250	0	6	11	33	58
E Senior Security (18+)	855	5,730	11,879	18,922	18,407	138	188	208	222	215
F Suburban Stability (18+)	163	3,065	5,484	8,674	8,549	35	134	128	136	133
G Domestic Success (18+)	0	710	2,721	3,992	4,363	0	23	46	45	49
H Aspiring Homemakers (18+)	979	4,851	8,436	11,061	11,184	142	142	132	116	117
I Family Basics (18+)	2,418	4,346	9,558	10,835	10,537	441	161	188	143	139
J Transient Renters (18+)	323	6,497	8,780	15,965	15,442	74	301	216	264	254
K Municipal Challenge (18+)	641	1,399	1,960	2,538	2,525	144	64	47	41	41
L Vintage Value (18+)	1,278	3,641	7,185	10,566	10,378	267	154	162	160	157
M Modest Traditions (18+)	931	2,764	5,714	6,933	6,799	258	155	171	139	136
N Urban Cohesion (18+)	0	421	900	929	999	0	21	24	17	18
O Rental Hubs (18+)	8	3,158	4,567	7,744	6,960	1	109	84	96	86
Adults 18+ estimate 2015	7,596	37,442	70,355	104,764	105,242	100	100	100	100	100



Mosaic UK Map and Data: WINDMILL, RAMSGATE (300302)



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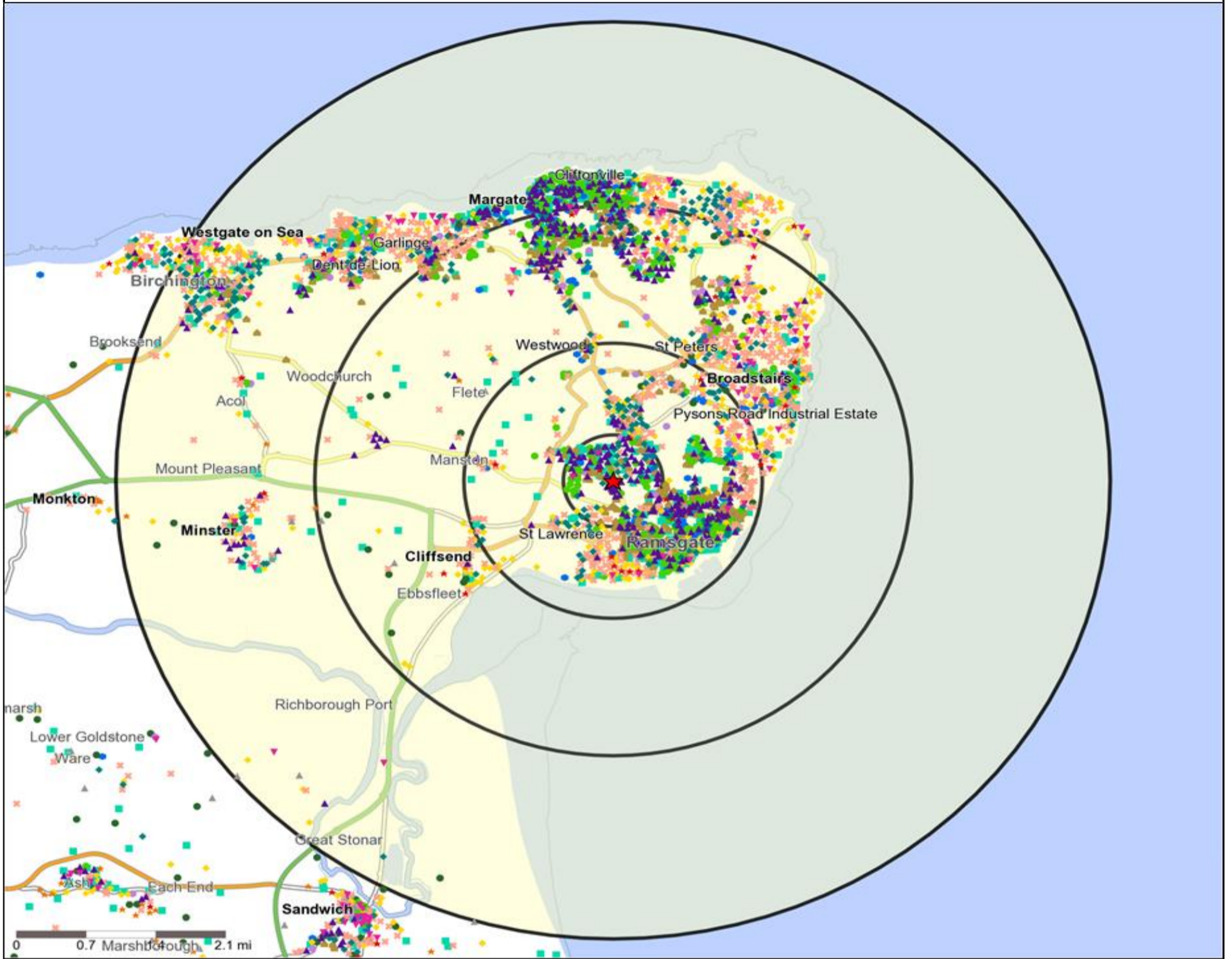
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	855	138
F Suburban Stability (18+)	163	35
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	979	142
I Family Basics (18+)	2,418	441
J Transient Renters (18+)	323	74
K Municipal Challenge (18+)	641	144
L Vintage Value (18+)	1,278	267
M Modest Traditions (18+)	931	258
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	8	1
Adults 18+ estimate 2015	7,596	100



Occasions Map and Data: WINDMILL, RAMSGATE (300302)



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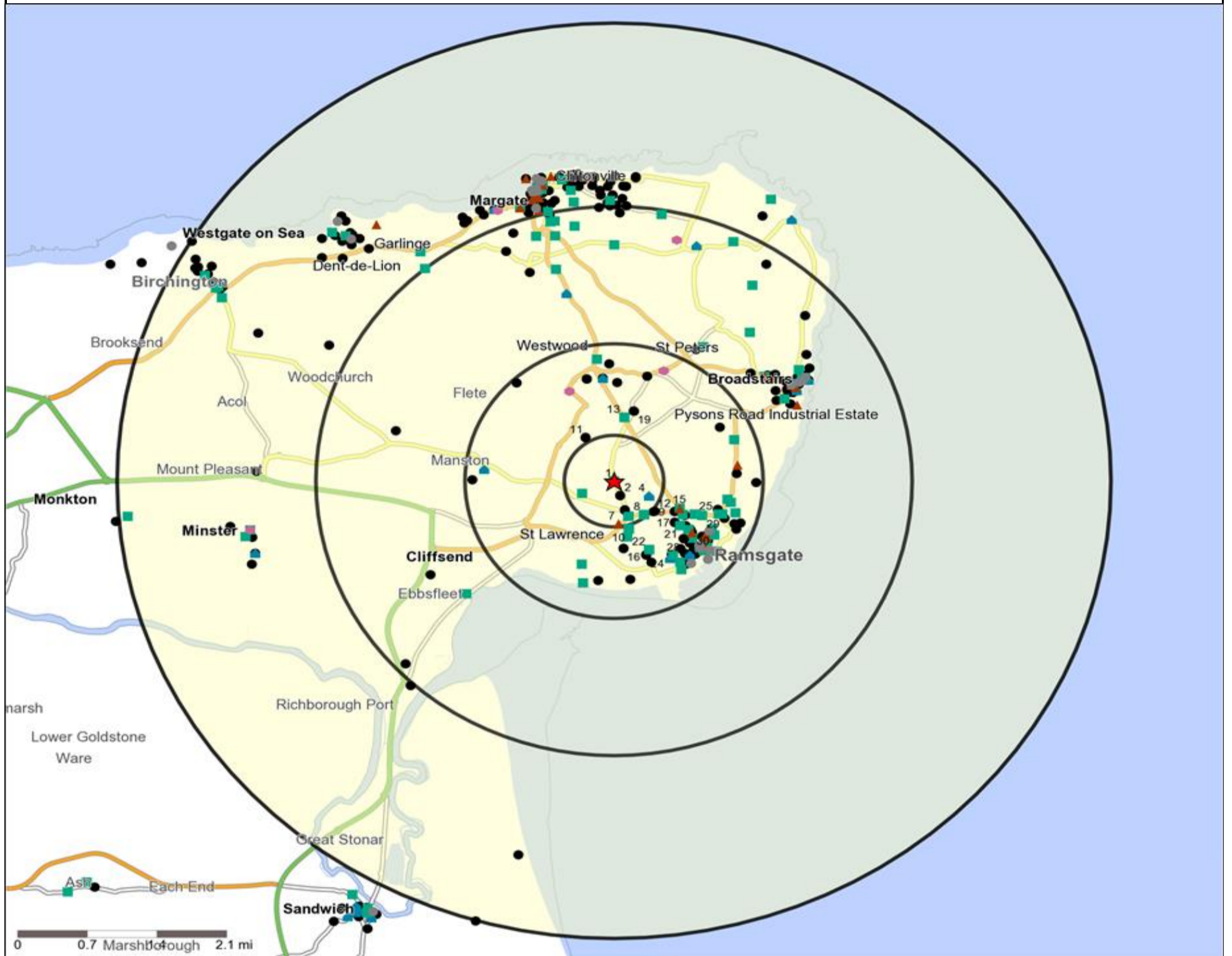
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 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	811	3,686	6,334	9,502	9,410	115	119	110	114	114
02 Early Doors	746	3,205	5,890	8,643	8,630	127	124	122	124	124
03 Everyday is Friday	620	2,456	4,542	6,271	6,260	123	111	111	105	106
04 Weekend Millionaires	1,046	3,862	6,790	9,614	9,505	144	121	115	112	111
05 Out On The Town	747	3,396	6,112	8,894	8,800	107	110	107	108	107
06 Business and Pleasure	224	1,037	1,958	2,829	2,839	62	65	66	66	67
07 Sporting Pints	802	3,200	5,750	8,226	8,099	104	94	91	90	89
08 Student Social	145	862	1,764	2,536	2,633	44	60	66	66	69
09 Leisurely Lunch	616	2,805	5,438	8,102	8,068	90	93	97	100	100
10 Wining and Dining	491	2,663	5,385	8,223	8,164	63	78	84	89	89
11 Household Outing	855	3,386	6,233	8,214	8,092	138	124	123	112	111
12 Midweek Meal Deal	483	1,697	3,074	4,452	4,524	139	111	108	108	111
13 Date Night	257	2,065	4,132	6,375	6,329	46	85	91	97	97
14 Birthday Treat	409	1,930	3,887	5,473	5,543	74	79	86	84	85
15 Pre Show Meal	146	743	1,415	2,092	2,038	77	89	91	93	91
Number of Occasions	8,398	36,993	68,704	99,446	98,934	100	100	100	100	100



Competition Map and Data: WINDMILL, RAMSGATE (300302)



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

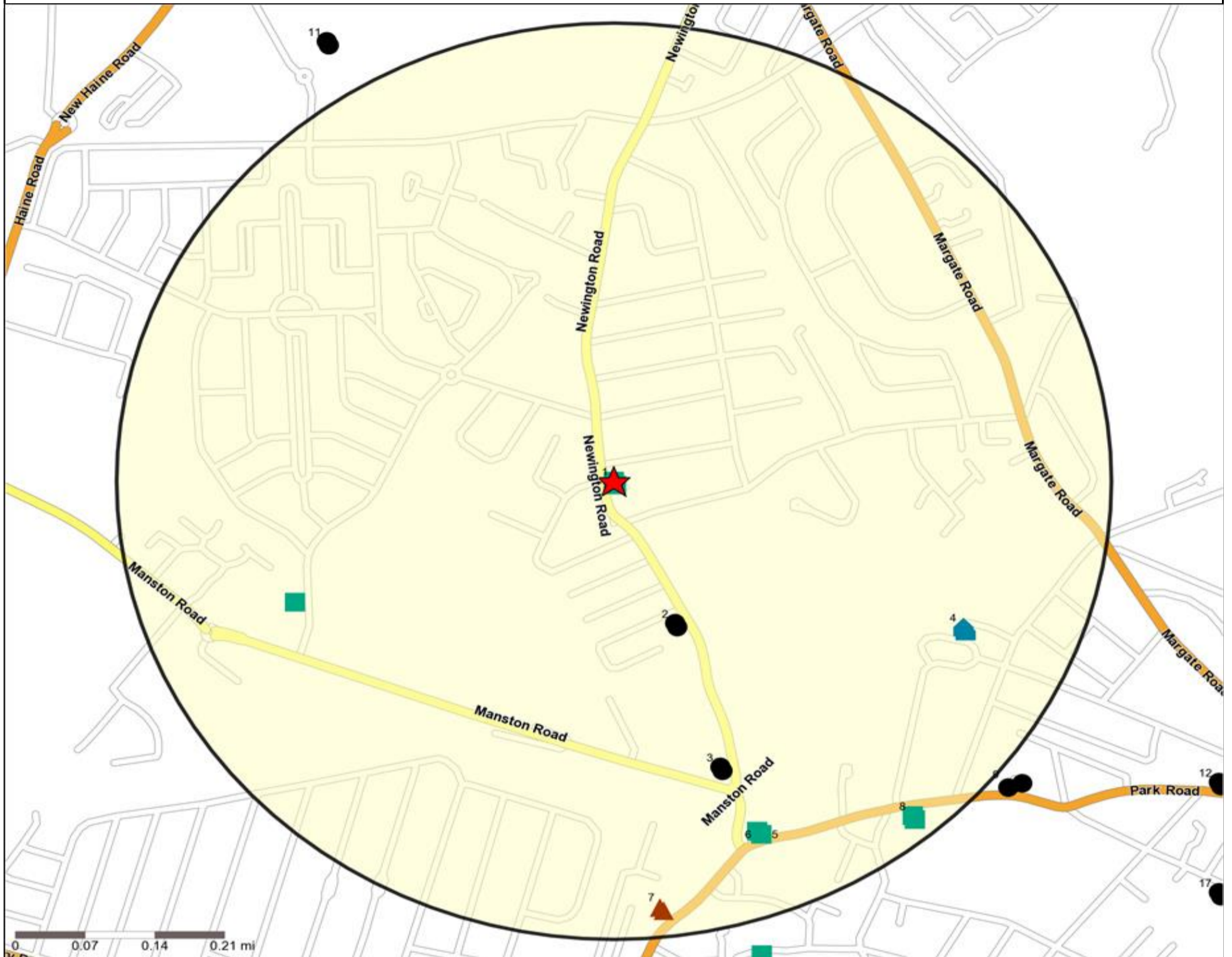


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	10	15	29
Circuit Bar	1	7	11	21
Community Local	3	33	53	77
Dry Led	1	7	14	17
Branded Food Pub	0	2	4	6
Rural	0	0	0	0
Other	3	71	118	238
Total	8	130	215	388



Competition Map and Data: WINDMILL, RAMSGATE (300302)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	1
Community Local	3
Dry Led	1
Branded Food Pub	0
Rural	0
Other	3
Total	8



Local Competition: WINDMILL, RAMSGATE (300302)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WINDMILL, RAMSGATE	45 NEWINGTON ROAD, RAMSGATE, CT12 6EW	Punch Taverns	CT12 6EW	Punch Taverns	0.00
1	Windmill	45 Newington Road, Ramsgate	Punch Pub Company	CT12 6EW	Community Local	0.00
2	Red Arrow Club	Newington Road, Ramsgate	Independent Free	CT12 6EE	Other	0.17
3	Narc	Newington Road, Ramsgate	Independent Free	CT11 0QX	Other	0.33
4	Travellers Fare	Station Approach Road, Ramsgate	Compass Catering	CT11 7RE	Dry Led	0.39
5	Wheatsheaf	17 High Street, St Lawrence, Ramsgate	*Other Small Retail Groups	CT11 0QH	Community Local	0.41
6	St Lawrence Tandoori Restaurant	9 High Street, St Lawrence, Ramsgate	Independent Free	CT11 0QH	Other	0.41
7	St Lawrence Tavern	16 High Street, St Lawrence, Ramsgate	Unknown	CT11 0QP	Circuit Bar	0.47
8	Flying Horse	50 Park Road, Ramsgate	Independent Free	CT11 9TJ	Community Local	0.48
9	St Lawrence Bowling Club	Park Road, Ramsgate	Independent Free	CT11 9TL	Other	0.52
10	Australian Arms	45 Ashburnham Road, Ramsgate	Enterprise Inns	CT11 0BJ	Community Local	0.54
11	East Kent Sports School	Stirling Way, Conyngham School Sti, Ramsgate	Independent Free	CT12 6NB	Other	0.56
12	Langmead Guest House	Park Road, Ramsgate	Independent Free	CT11 7QH	Other	0.69
13	Hare & Hounds	349 Margate Road, Ramsgate	Enterprise Inns	CT12 6SG	Community Local	0.70
14	South Eastern Tavern	11 Margate Road, Ramsgate	Unknown	CT11 7SP	Community Local	0.73
15	Great Tree	1 Margate Road, Ramsgate	Enterprise Inns	CT11 7SP	Circuit Bar	0.73
16	Ramsgate Football Club Social Club	Prices Avenue, Ramsgate	Independent Free	CT11 0AN	Other	0.74
17	Odds Social & Snooker Club	142 High Street, Ramsgate	Independent Free	CT11 9TT	Other	0.76
18	East Kent Arms	27-29 Chatham Street, Ramsgate	Independent Free	CT11 7QA	Community Local	0.78
19	Northwood Social Club	55 Northwood Road, Ramsgate	Independent Free	CT12 6RS	Other	0.79
20	Ramsgate Working Mens Club	4 Chatham Place, Ramsgate	Independent Free	CT11 7PT	Other	0.81
21	Albert Inn	140 High Street, Ramsgate	Independent Free	CT11 9TY	Community Local	0.82
22	Vale Tavern	69 Vale Road, Ramsgate	Enterprise Inns	CT11 9LS	Community Local	0.83
23	Cccp	14-18 Chatham Street, Ramsgate	Independent Free	CT11 7PP	Other	0.87
24	Hotel De Ville	45 Grange Road, Ramsgate	Thorley Taverns	CT11 9LR	Other	0.87
25	Foresters Arms	48 Boundary Road, Ramsgate	Independent Free	CT11 7NW	Community Local	0.89
26	Rose Of England	97 High Street, Ramsgate	Independent Free	CT11 9RH	Community Local	0.92
27	Royal Naval Association	9 Church Hill, Ramsgate	Independent Free	CT11 8RA	Other	0.93
28	Ramsgate Small Boat Ownrs Asst	20 Guildford Lawn, Ramsgate	Independent Free	CT11 9AY	Other	0.94
29	Ba Fu Chinese	8 Boundary Road, Ramsgate	Independent Free	CT11 7NE	Community Local	0.96
30	Jekyll & Hyde	71 High Street, Ramsgate	*Other Small Retail Groups	CT11 9RJ	Circuit Bar	0.96