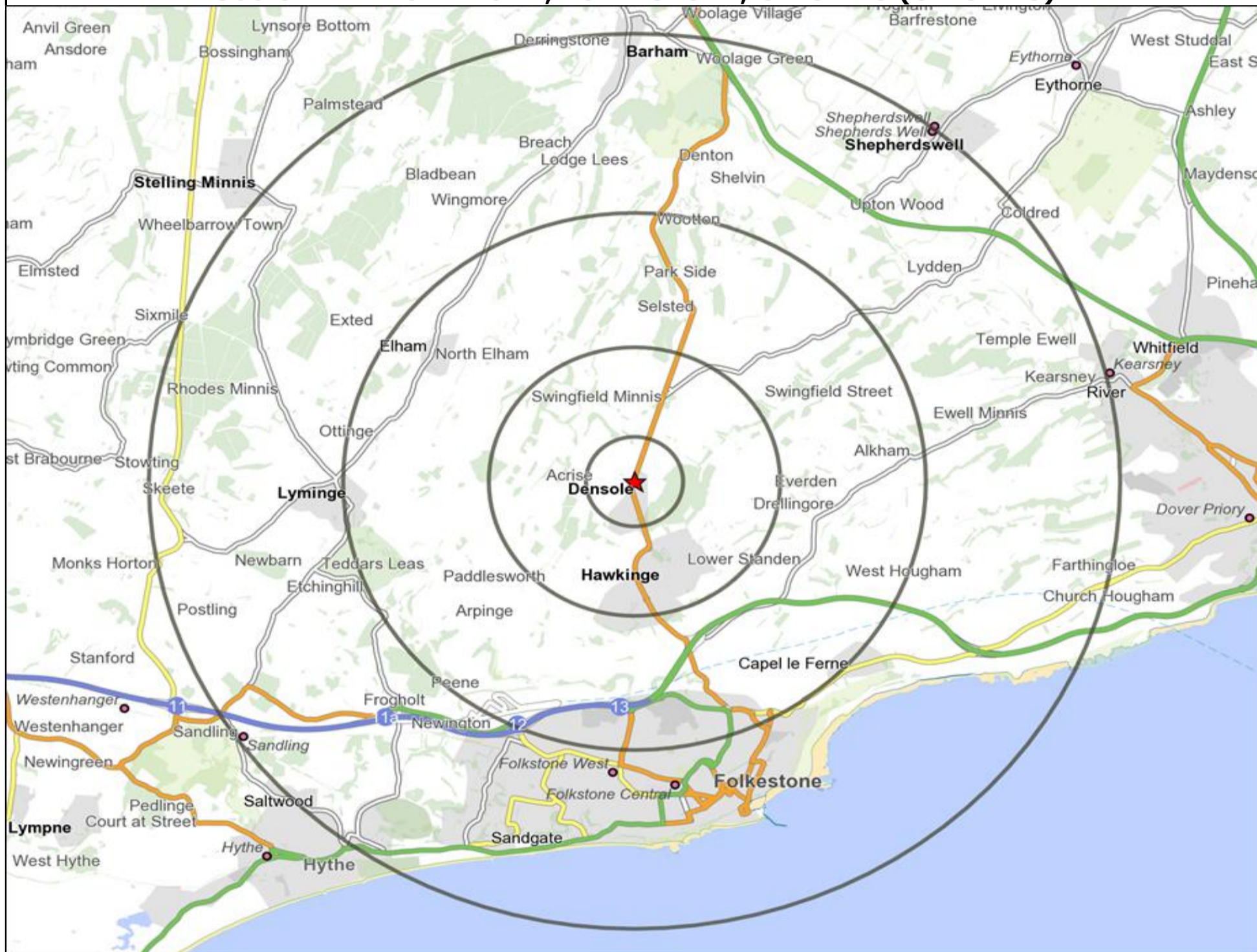




**Customer Profile Report for BLACK HORSE, DENSOLE (Punch Outlet Number: 201778)
366 CANTERBURY ROAD, FOLKESTONE, CT18 7BG (CT18 7BG)**



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

Age Data Table

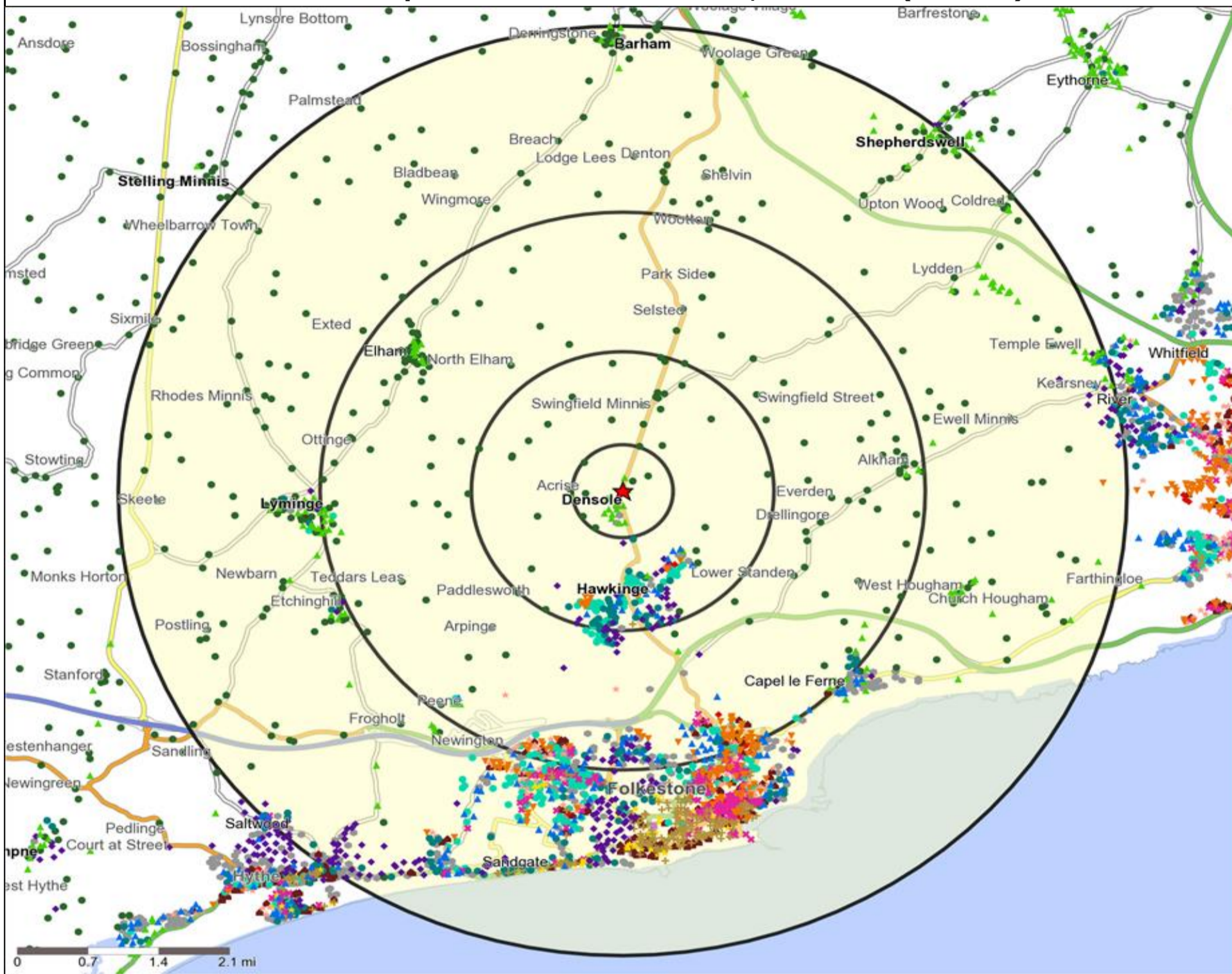
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	131	1,988	5,058	14,215	21,109	74	126	111	98	98
16-17	15	239	757	1,949	2,874	68	123	134	109	107
18-24	61	624	1,804	6,250	9,276	71	82	82	89	89
25-34	64	1,058	2,502	9,552	14,139	49	92	75	91	90
35-44	100	1,153	2,941	9,083	13,352	83	108	96	93	91
45-54	128	1,125	3,487	10,925	16,343	95	95	101	100	100
55-64	155	854	2,866	9,288	13,935	145	90	104	106	107
65+	294	1,339	4,837	15,928	24,106	172	89	111	115	116
Population estimate 2015	948	8,380	24,252	77,190	115,134	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	942	7,766	22,181	71,400	106,975	99%	95%	95%	93%	94%
Mixed / Multiple Ethnic Groups	7	107	242	987	1,371	1%	1%	1%	1%	1%
Asian / Asian British	3	221	801	3,415	4,154	0%	3%	3%	4%	4%
Black / African / Caribbean / Black British	4	31	83	399	583	0%	0%	0%	1%	1%
Other Ethnic Group	0	40	117	407	683	0%	0%	0%	1%	1%
All People (Ethnic Group)	956	8,165	23,424	76,608	113,766	100	100	100	100	100



Mosaic UK Map and Data: BLACK HORSE, DENSOLE (201778)



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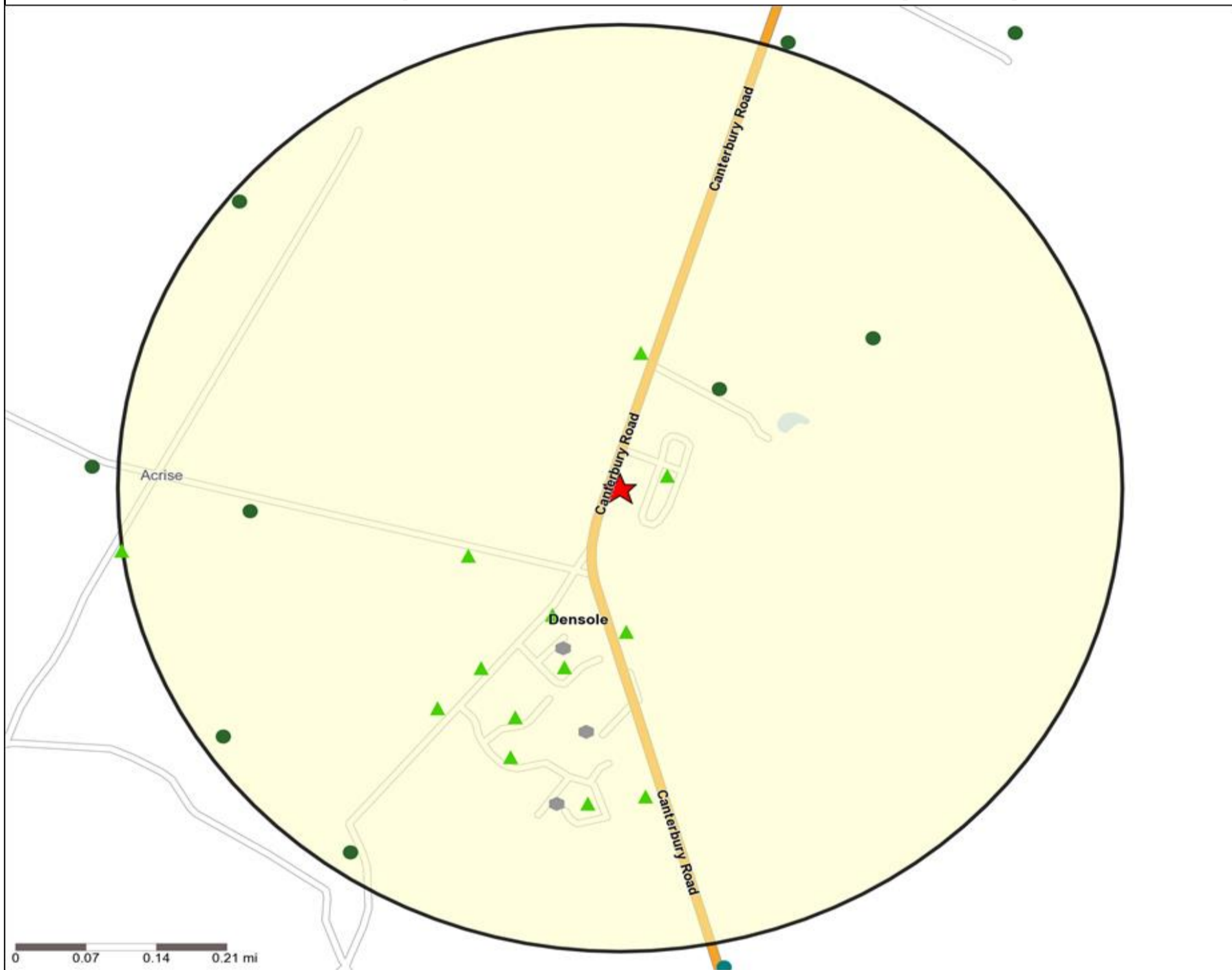
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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	115	117	0	0	0	4	3
B Prestige Positions (18+)	0	572	1,298	3,474	4,221	0	128	97	79	64
C Country Living (18+)	146	549	2,121	5,223	7,973	262	128	166	124	127
D Rural Reality (18+)	610	640	1,528	3,830	9,448	1,097	150	120	91	151
E Senior Security (18+)	46	284	1,855	5,928	8,672	71	57	124	120	118
F Suburban Stability (18+)	0	594	1,851	3,905	5,643	0	158	164	105	102
G Domestic Success (18+)	0	1,313	1,924	4,230	5,140	0	254	124	83	68
H Aspiring Homemakers (18+)	0	1,527	3,047	7,554	9,638	0	273	182	137	117
I Family Basics (18+)	0	480	2,250	5,047	7,008	0	108	169	115	107
J Transient Renters (18+)	0	8	267	5,932	9,559	0	2	25	169	183
K Municipal Challenge (18+)	0	101	243	670	1,148	0	28	22	19	22
L Vintage Value (18+)	0	24	1,078	4,722	7,932	0	6	93	124	139
M Modest Traditions (18+)	0	0	910	2,450	4,047	0	0	104	85	94
N Urban Cohesion (18+)	0	0	0	1,385	1,566	0	0	0	44	33
O Rental Hubs (18+)	0	62	65	6,248	8,364	0	13	5	134	120
Adults 18+ estimate 2015	802	6,154	18,437	60,713	90,476	100	100	100	100	100



Mosaic UK Map and Data: BLACK HORSE, DENSOLE (201778)



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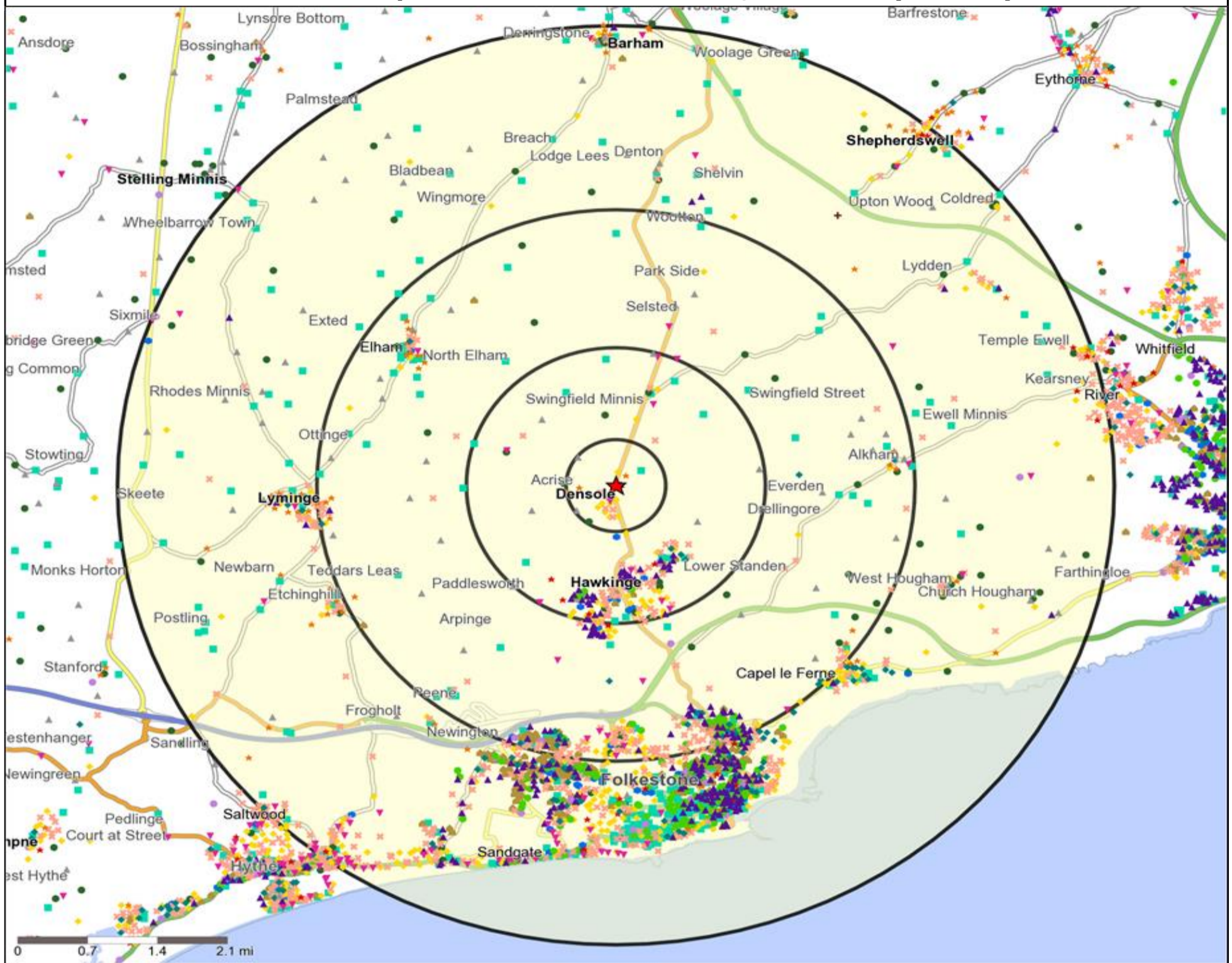
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	146	262
D Rural Reality (18+)	610	1,097
E Senior Security (18+)	46	71
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	802	100



Occasions Map and Data: BLACK HORSE, DENSOLE (201778)



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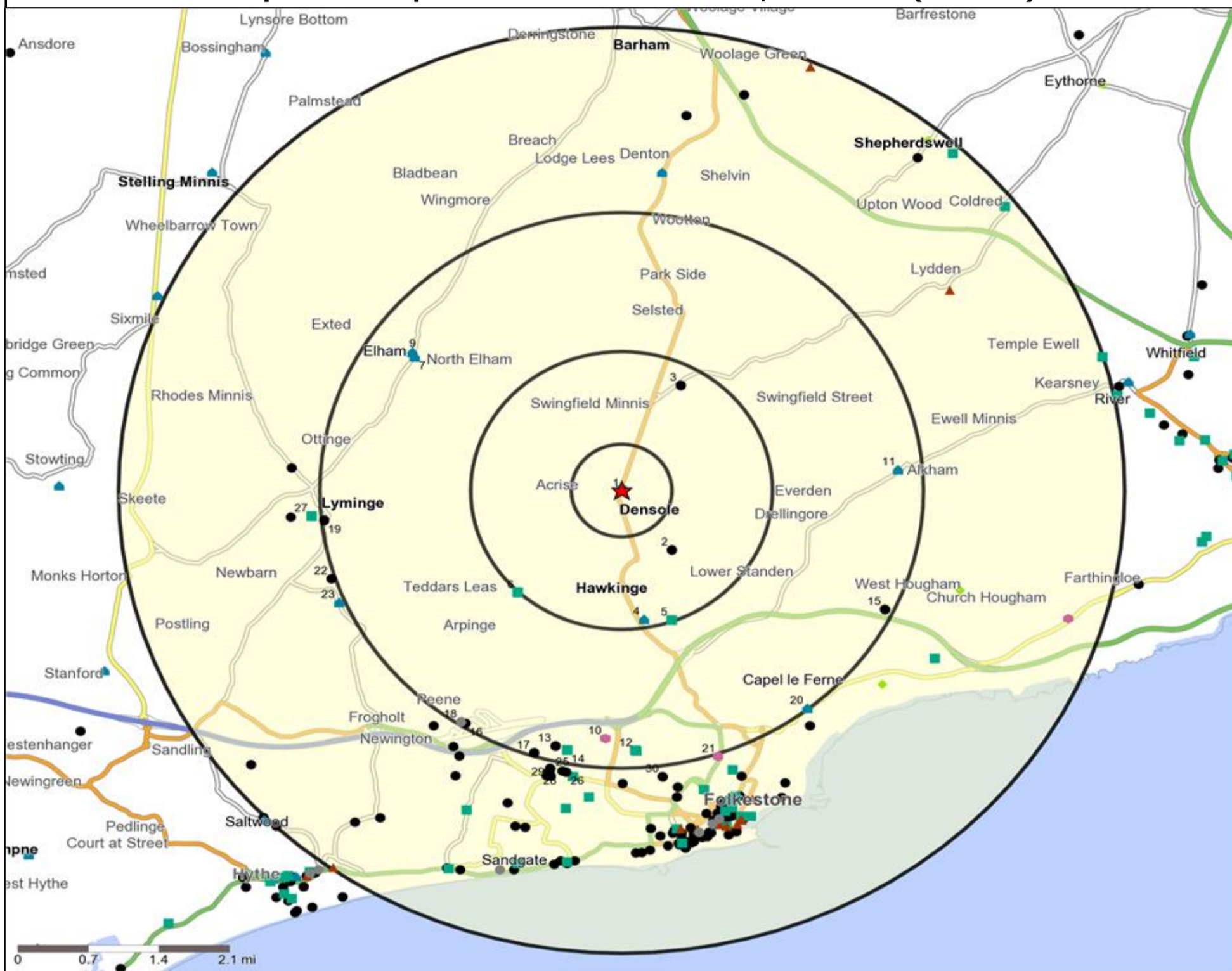
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
■ 01 Mine's a Pint
◆ 02 Early Doors
● 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
● 05 Out On The Town
▲ 06 Business and Pleasure
● 07 Sporting Pints
- 08 Student Social
▼ 09 Leisurely Lunch
× 10 Wining 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	56	315	1,177	4,994	7,577	109	67	85	113	115
02 Early Doors	53	352	1,270	3,970	6,086	124	90	110	107	110
03 Everyday is Friday	40	372	1,097	3,346	5,009	109	111	111	106	106
04 Weekend Millionaires	29	567	1,572	4,881	7,467	55	118	110	107	110
05 Out On The Town	24	437	1,257	4,450	6,579	47	94	92	101	100
06 Business and Pleasure	16	204	579	1,906	2,743	61	85	82	84	81
07 Sporting Pints	13	322	1,000	3,943	5,871	23	63	66	81	81
08 Student Social	36	224	616	1,623	2,458	152	103	96	79	80
09 Leisurely Lunch	64	438	1,377	4,343	6,457	128	96	102	100	100
10 Wining and Dining	69	655	1,697	4,779	6,950	121	126	111	97	95
11 Household Outing	25	447	1,369	4,036	5,931	56	109	113	104	102
12 Midweek Meal Deal	52	175	696	2,223	3,607	206	76	102	101	111
13 Date Night	74	530	1,305	4,096	5,775	184	144	120	117	111
14 Birthday Treat	49	420	1,151	3,195	4,667	122	114	106	92	90
15 Pre Show Meal	12	131	347	1,209	1,739	86	103	93	101	97
Number of Occasions	612	5,589	16,510	52,994	78,916	100	100	100	100	100



Competition Map and Data: BLACK HORSE, DENSOLE (201778)



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

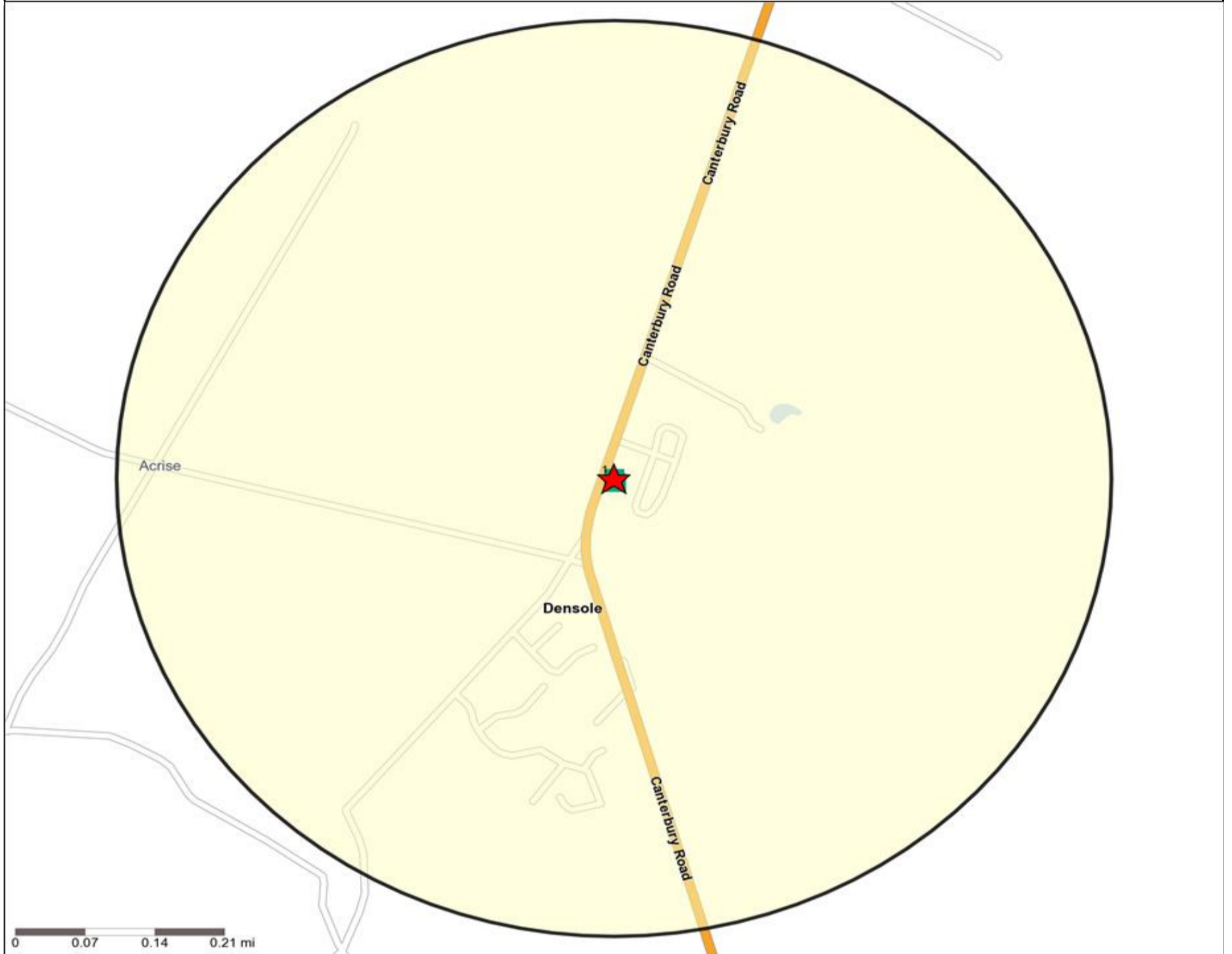
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	1	6
Circuit Bar	0	0	0	12
Community Local	1	2	5	28
Dry Led	0	1	6	8
Branded Food Pub	0	0	1	3
Rural	0	0	0	2
Other	0	2	7	116
Total	1	5	20	175



Competition Map and Data: BLACK HORSE, DENSOLE (201778)



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	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: BLACK HORSE, DENSOLE (201778)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BLACK HORSE, DENSOLE	366 CANTERBURY ROAD, FOLKESTONE, CT18 7BG	Punch Taverns	CT18 7BG	Punch Taverns	0.00
1	Black Horse	366 Canterbury Road, Densole, Folkestone	Punch Pub Company	CT18 7BG	Community Local	0.00
2	Hawkinge Cricket Club	Cricketers Close, Hawkinge, Folkestone	Independent Free	CT18 7NH	Other	0.82
3	Old Kent Barn Weddings	Swingfield, Dover	Independent Free	CT15 7HF	Other	1.28
4	Mayfly	Spitfire Way, Hawkinge, Folkestone	Marston's	CT18 7FE	Dry Led	1.41
5	White Horse Inn	7 Canterbury Road, Hawkinge, Folkestone	Shepherd Neame	CT18 7JA	Community Local	1.49
6	Cat & Custard Pot	Paddlesworth, Folkestone	Independent Free	CT18 8AD	Community Local	1.51
7	Kings Arms	St Marys Road, Elham, Canterbury	Enterprise Inns	CT 4 6TJ	Dry Led	2.51
8	Abbots Fireside	High Street, Elham, Canterbury	Independent Free	CT 4 6TD	Dry Led	2.56
9	Rose & Crown	High Street, Elham, Canterbury	Shepherd Neame	CT 4 6TD	Dry Led	2.56
10	Brickfield	Cherry Garden Lane, Folkestone	Whitbread	CT19 4AP	Branded Food	2.69
11	Marquis Of Granby	Alkham Valley Road, Alkham, Dover	Independent Free	CT15 7DF	Dry Led	2.76
12	Master Brewer	Perries Mead, Broadmead, Folkestone	Shepherd Neame	CT19 5UD	Community Local	2.81
13	East Kent Employees Social Club	Kent Road, Cheriton, Folkestone	Independent Free	CT19 4NT	Other	2.84
14	Cherry Pickers	Ashley Avenue, Cheriton, Folkestone	Punch Pub Company	CT19 4NY	Community Local	2.86
15	Red Barn	Satmore Lane, Capel-le-Ferne, Folkestone	Independent Free	CT18 7JG	Other	2.92
16	Leon	Ashford Road, Kent, Folkestone	Leon	CT18 8XY	Other	2.95
17	Cheriton Bowls	Weymouth Road, Folkestone	Independent Free	CT19 4LS	Other	2.97
18	Bar O8	Ashford Road, Folkestone	Independent Free	CT18 8XX	Cafe / Wine Bar	2.97
19	China China	6 Station Road, Lyminge, Folkestone	Independent Free	CT18 8HP	Other	2.98
20	Valiant Sailor	320 New Dover Road, Capel-Le-Ferne, Folkestone	Admiral Taverns Ltd	CT18 7JJ	Dry Led	2.99
21	Black Bull	127 Canterbury Road, Folkestone	Greene King	CT19 5NX	Branded Food	3.03
22	Etchinghill Golf Club	Canterbury Road, Etchinghill, Folkestone	Independent Free	CT18 8FA	Other	3.04
23	New Inn	Canterbury Road, Etchinghill, Folkestone	Independent Free	CT18 8DE	Dry Led	3.06
24	Hilton Snooker Club	66 Cheriton High Street, Folkestone	Independent Free	CT19 4HB	Other	3.09
25	Jacks Shack	20 Cheriton High Street, Folkestone	Independent Free	CT19 4ET	Other	3.09
26	Everest	18 Cheriton High Street, Folkestone	Independent Free	CT19 4ER	Other	3.09
27	Coach & Horses	Church Road, Lyminge, Folkestone	Enterprise Inns	CT18 8JA	Community Local	3.09
28	Lemon Leaf Restaurant & Bar	99 Cheriton High Street, Folkestone	Independent Free	CT19 4HE	Other	3.12
29	New Moon	99-101 Cheriton High Street, Folkestone	Independent Free	CT19 4HE	Other	3.12
30	Refresh	22 Radnor Park Avenue, Folkestone	Independent Free	CT19 5HX	Other	3.12