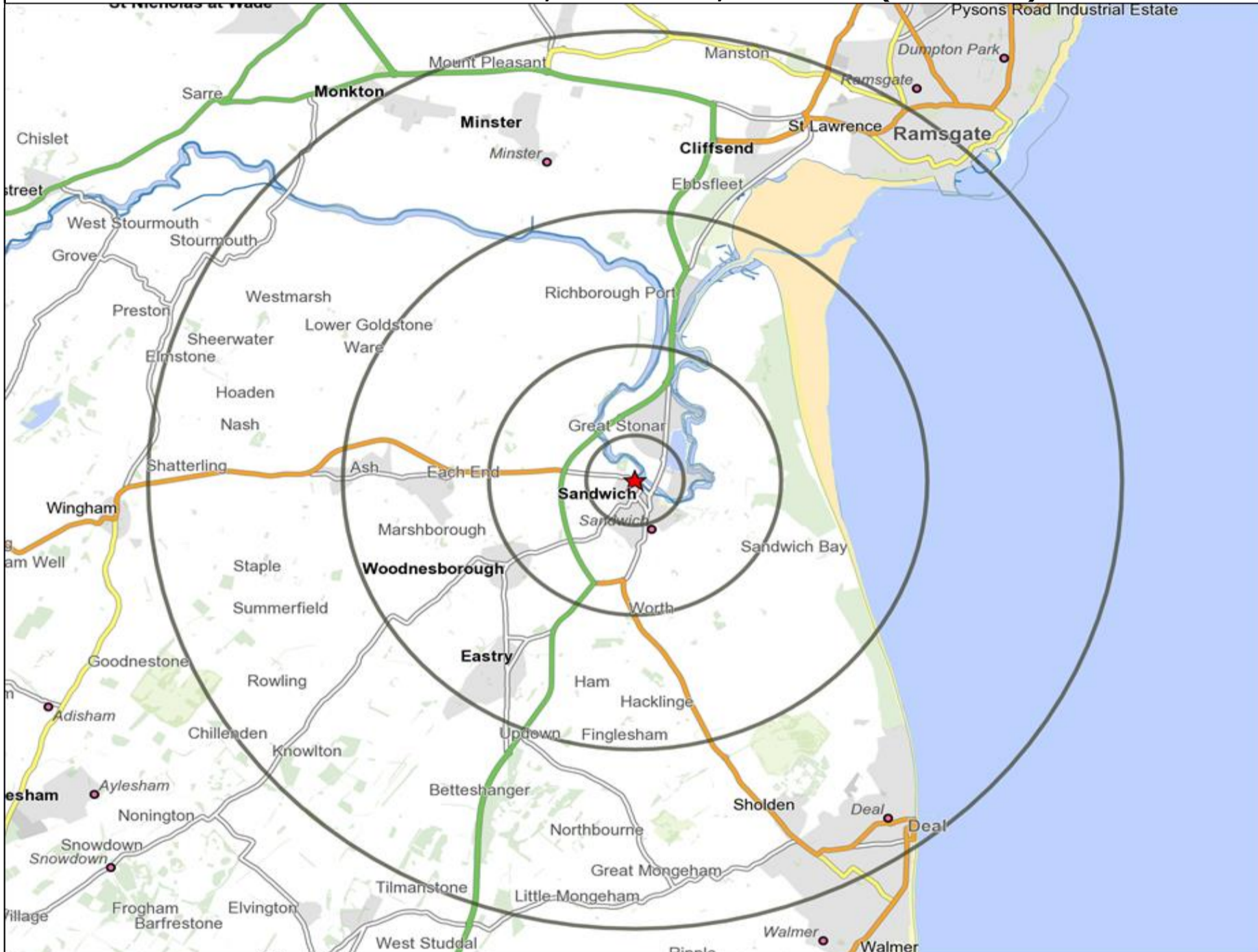




**Customer Profile Report for KINGS ARMS, SANDWICH (Punch Outlet Number: 201798)
63-65 STRAND STREET, SANDWICH, CT13 9HN (CT13 9HN)**



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

Age Data Table

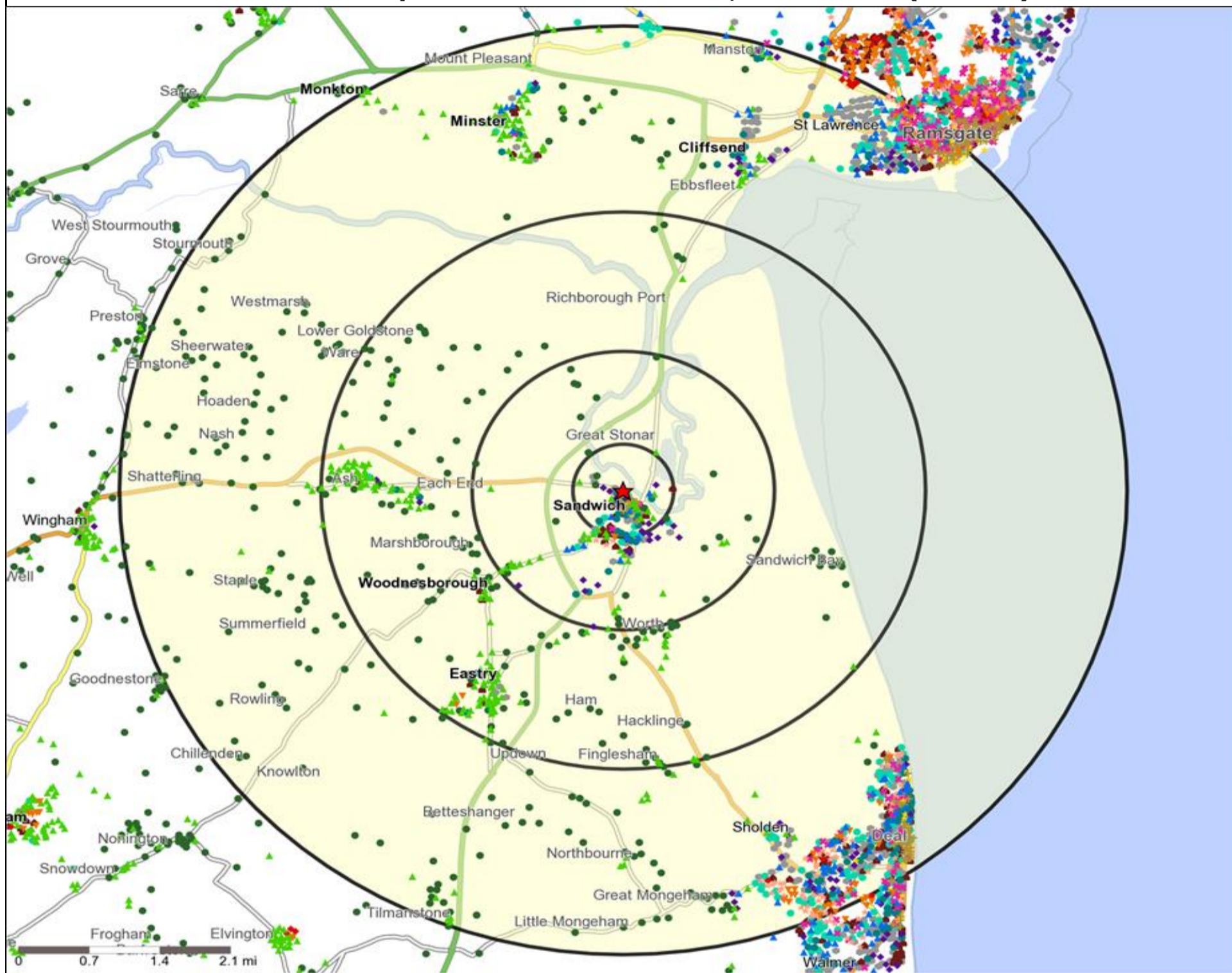
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	264	823	2,134	8,763	16,486	55	76	89	88	95
16-17	36	147	302	1,160	2,316	60	110	102	94	108
18-24	127	361	748	3,699	6,681	55	69	65	77	80
25-34	190	376	862	4,906	8,976	54	48	49	67	71
35-44	276	577	1,420	5,993	10,312	85	79	87	89	88
45-54	404	901	2,042	8,143	13,910	111	110	112	108	106
55-64	421	850	1,830	7,281	12,406	145	130	126	121	119
65+	856	1,737	3,466	13,316	21,441	185	167	150	139	129
Population estimate 2015	2,574	5,772	12,804	53,261	92,528	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	2,369	5,442	12,250	50,775	88,335	96%	96%	97%	97%	97%
Mixed / Multiple Ethnic Groups	42	75	143	598	1,080	2%	1%	1%	1%	1%
Asian / Asian British	44	94	164	607	1,091	2%	2%	1%	1%	1%
Black / African / Caribbean / Black British	16	30	42	183	330	1%	1%	0%	0%	0%
Other Ethnic Group	8	18	45	140	247	0%	0%	0%	0%	0%
All People (Ethnic Group)	2,479	5,659	12,644	52,303	91,083	100	100	100	100	100



Mosaic UK Map and Data: KINGS ARMS, SANDWICH (201798)



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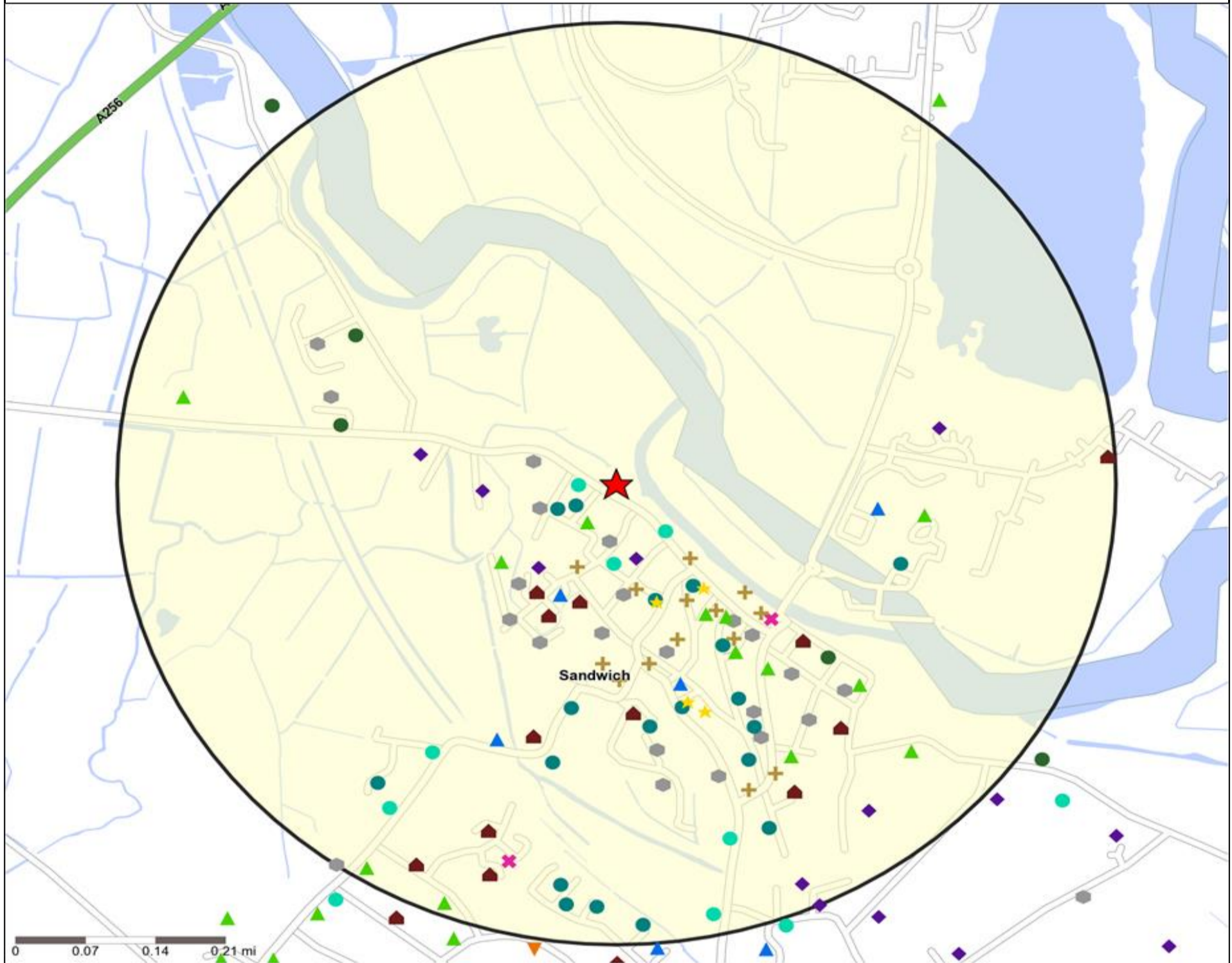
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▲ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N 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+)	75	363	415	1,353	1,689	45	104	55	43	31
C Country Living (18+)	97	423	1,956	4,052	7,019	61	127	272	135	137
D Rural Reality (18+)	283	886	4,197	7,023	11,881	180	268	586	234	233
E Senior Security (18+)	555	789	934	6,408	10,476	300	203	111	182	175
F Suburban Stability (18+)	99	294	294	2,623	4,569	71	101	47	99	102
G Domestic Success (18+)	396	585	723	2,593	3,645	207	146	83	71	59
H Aspiring Homemakers (18+)	147	339	390	5,346	8,518	71	78	41	136	127
I Family Basics (18+)	0	73	240	1,202	4,673	0	21	32	38	88
J Transient Renters (18+)	42	42	52	3,492	5,653	32	15	9	140	133
K Municipal Challenge (18+)	0	0	0	437	1,108	0	0	0	17	26
L Vintage Value (18+)	299	511	665	3,004	5,588	209	170	102	110	121
M Modest Traditions (18+)	0	192	192	3,039	4,954	0	85	39	148	142
N Urban Cohesion (18+)	70	70	70	625	812	59	28	13	28	21
O Rental Hubs (18+)	208	210	210	2,061	3,002	119	57	26	62	53
Adults 18+ estimate 2015	2,271	4,777	10,338	43,258	73,587	100	100	100	100	100



Mosaic UK Map and Data: KINGS ARMS, SANDWICH (201798)



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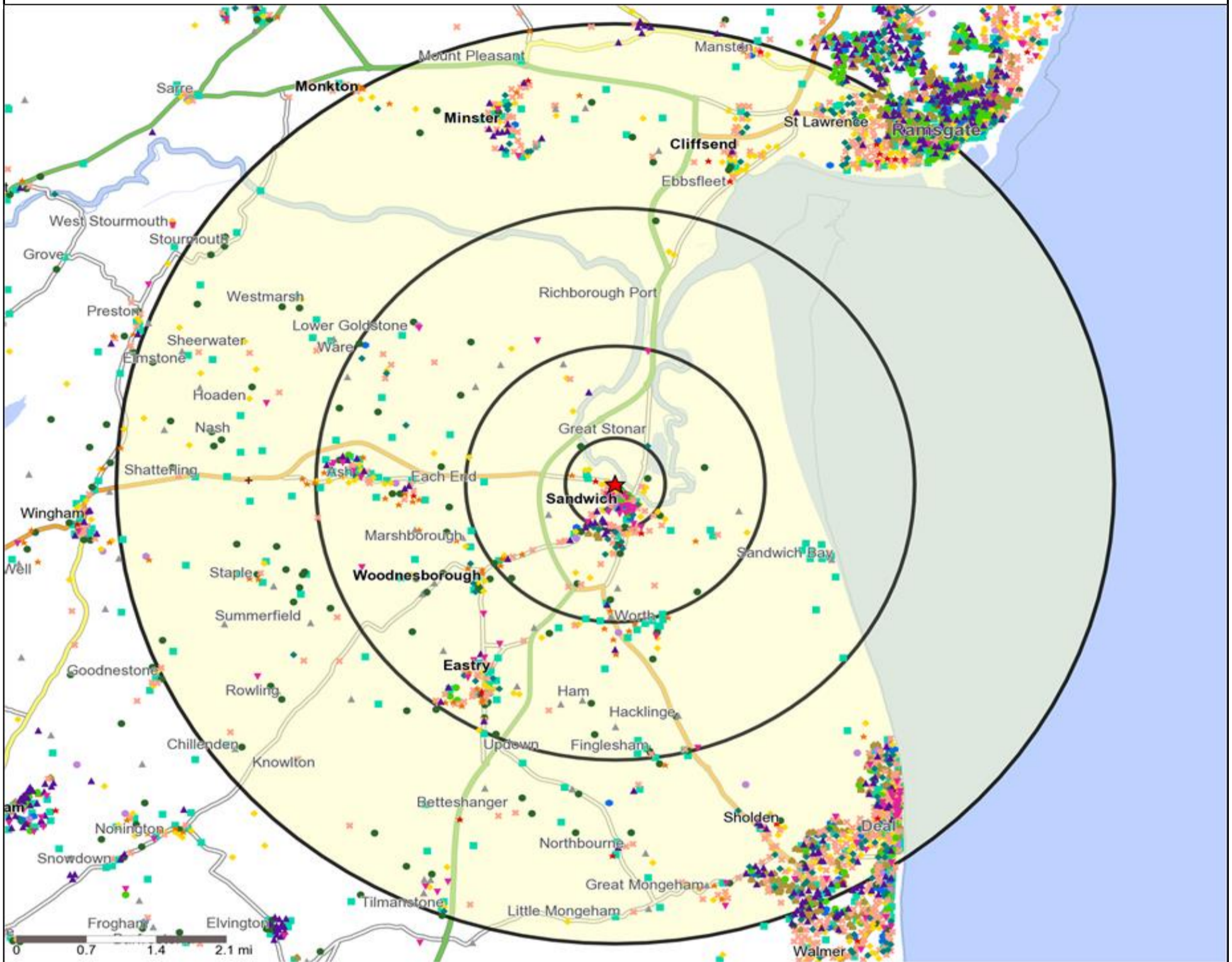
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	75	45
C Country Living (18+)	97	61
D Rural Reality (18+)	283	180
E Senior Security (18+)	555	300
F Suburban Stability (18+)	99	71
G Domestic Success (18+)	396	207
H Aspiring Homemakers (18+)	147	71
I Family Basics (18+)	0	0
J Transient Renters (18+)	42	32
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	299	209
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	70	59
O Rental Hubs (18+)	208	119
Adults 18+ estimate 2015	2,271	100



Occasions Map and Data: KINGS ARMS, SANDWICH (201798)



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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	126	311	779	3,277	5,837	101	105	124	111	112
02 Early Doors	137	339	696	3,127	5,456	131	137	132	127	125
03 Everyday is Friday	88	218	489	2,321	4,149	99	103	109	111	111
04 Weekend Millionaires	81	218	461	2,796	5,403	63	72	71	92	101
05 Out On The Town	104	228	382	2,543	4,663	84	78	61	87	90
06 Business and Pleasure	38	92	261	1,050	1,922	60	61	81	70	72
07 Sporting Pints	67	150	301	2,019	3,870	49	46	44	63	68
08 Student Social	44	145	401	1,328	2,225	76	106	137	97	92
09 Leisurely Lunch	164	359	752	3,115	5,351	135	125	123	109	105
10 Wining and Dining	189	403	787	3,383	5,692	137	123	113	104	98
11 Household Outing	97	238	428	2,768	4,970	89	92	77	107	109
12 Midweek Meal Deal	30	129	362	1,461	2,879	49	88	117	101	112
13 Date Night	174	348	713	2,888	4,668	178	150	144	125	114
14 Birthday Treat	117	280	573	2,273	3,861	120	120	116	98	94
15 Pre Show Meal	30	71	131	765	1,316	89	89	77	96	93
Number of Occasions	1,486	3,529	7,516	35,114	62,262	100	100	100	100	100



Competition Map and Data: KINGS ARMS, SANDWICH (201798)



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

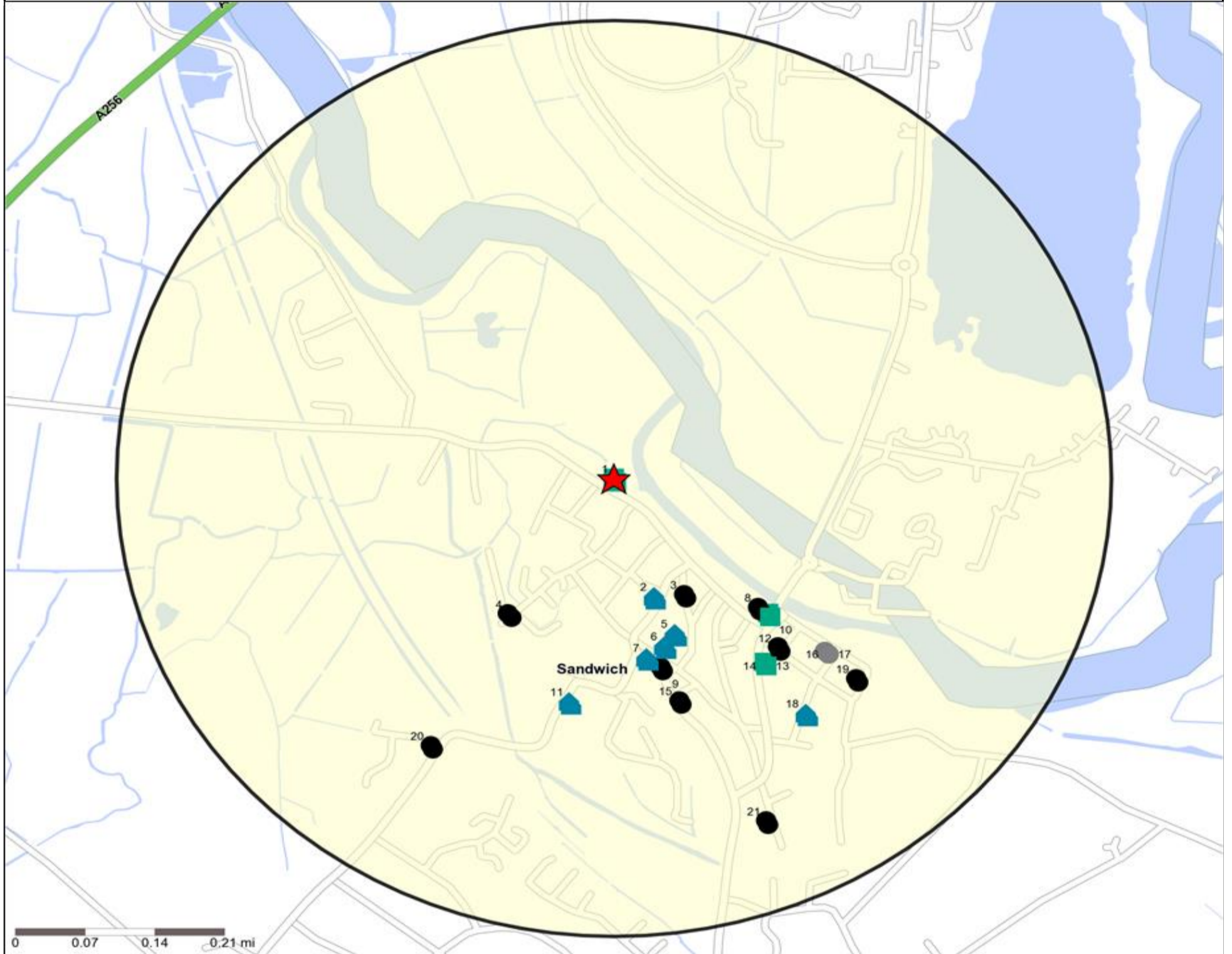
- ★ Location
- Café / Wine Bar
- ▲ Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- Other
- ~ Rivers, Canals and Lakes
- Community Local
- ◆ Rural Character

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	1	1	1	4
Circuit Bar	0	0	0	5
Community Local	3	4	7	42
Dry Led	6	7	9	21
Branded Food Pub	0	0	0	1
Rural	0	0	1	2
Other	11	12	20	74
Total	21	24	38	149



Competition Map and Data: KINGS ARMS, SANDWICH (201798)



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
- 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	1
Circuit Bar	0
Community Local	3
Dry Led	6
Branded Food Pub	0
Rural	0
Other	11
Total	21



Local Competition: KINGS ARMS, SANDWICH (201798)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	KINGS ARMS, SANDWICH	63-65 STRAND STREET, SANDWICH, CT13 9HN	Punch Taverns	CT13 9HN	Punch Taverns	0.00
1	Kings Arms	63-65 Strand Street, Sandwich	Punch Pub Company	CT13 9HN	Community Local	0.00
2	New Inn	2 Delf Street, Sandwich	Thorley Taverns	CT13 9ES	Dry Led	0.14
3	India Village Tandoori Restaurant	11 The Butchery, Sandwich	Independent Free	CT13 9DL	Other	0.15
4	Sandwich Cricket Club	The Butts, Sandwich	Independent Free	CT13 9HG	Other	0.18
5	Sandwich Continental	6 Market Street, Sandwich	Independent Free	CT13 9DA	Dry Led	0.18
6	Fleur De Lis	6-8 Delf Street, Sandwich	Enterprise Inns	CT13 9BZ	Dry Led	0.19
7	Market Inn	7 Cattle Market, Sandwich	Shepherd Neame	CT13 9AE	Dry Led	0.20
8	Fishermans Warf	The Warf, Sandwich	Independent Free	CT13 9RU	Other	0.21
9	Le Bistro	1 No Name Street, Sandwich	Independent Free	CT13 9AJ	Other	0.22
10	Crispin Inn	4 High Street, Sandwich	Punch Pub Company	CT13 9EA	Community Local	0.22
11	Red Cow	12 Moat Sole, Sandwich	Enterprise Inns	CT13 9AU	Dry Led	0.25
12	Bell Hotel	1 Upper Strand Street, Sandwich	Shepherd Neame	CT13 9EF	Other	0.25
13	Admiral Owen	8 High Street, Sandwich	Admiral Taverns Ltd	CT13 9EB	Community Local	0.26
14	Sandwich Masonic Hall	High Street, Sandwich	Independent Free	CT13 9EB	Other	0.26
15	St Peters Restaurant	10-12 New Street, Sandwich	Independent Free	CT13 9AB	Other	0.26
16	Luigis	3 The Quay, Sandwich	Independent Free	CT13 9EN	Other	0.29
17	Quayside Bar Brasserie	The Quay, Sandwich	Independent Free	CT13 9EN	Cafe / Wine Bar	0.29
18	George & Dragon Inn	24 Fisher Street, Sandwich	Enterprise Inns	CT13 9EJ	Dry Led	0.33
19	Salutation Knightrider Street	Knightrider Street, Sandwich	Independent Free	CT13 9EW	Other	0.33
20	Sandwich Leisure Park	Woodnesborough Road, Sandwich	Independent Free	CT13 0AA	Other	0.35
21	Sandwich Bowling & Social Club	Millwall Place, Sandwich	Independent Free	CT13 9BQ	Other	0.41
22	Royal St Georges Golf	Sandwich Bay, Sandwich	Independent Free	CT13 9PB	Other	1.28
23	Charity Inn	The Street, Woodnesborough, Sandwich	Independent Free	CT13 0ND	Dry Led	1.37
24	St Crispin Inn	The Street, Worth, Deal	Enterprise Inns	CT14 0DF	Community Local	1.49
25	Blue Pigeons	The Street, Worth, Deal	Punch Pub Company	CT14 0DE	Dry Led	1.54
26	Princess Golf Club	Princes Drive, Sandwich Bay, Sandwich	Independent Free	CT13 9QB	Other	1.73
27	Worth Cricket Club	Jubilee Road, Worth, Deal	Independent Free	CT14 0DT	Other	1.94
28	Woodnesborough Football Club	Foxborough Hill, Woodnesborough, Sandwich	Independent Free	CT13 0NY	Other	1.98
29	Bay Point	Ramsgate Road, Sandwich	Independent Free	CT13 9QL	Other	2.36
30	Sandwich Bay Sailing Club	Cambridge Avenue, Sandwich Bay, Sandwich	Independent Free	CT13 9PU	Other	2.43