



Customer Profile Report for HARPS INN, ISLE OF SHEPPEY (Punch Outlet Number: 201088)
MINSTER ROAD, SHEERNESS, ME12 3NR (ME12 3NR)



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

Age Data Table

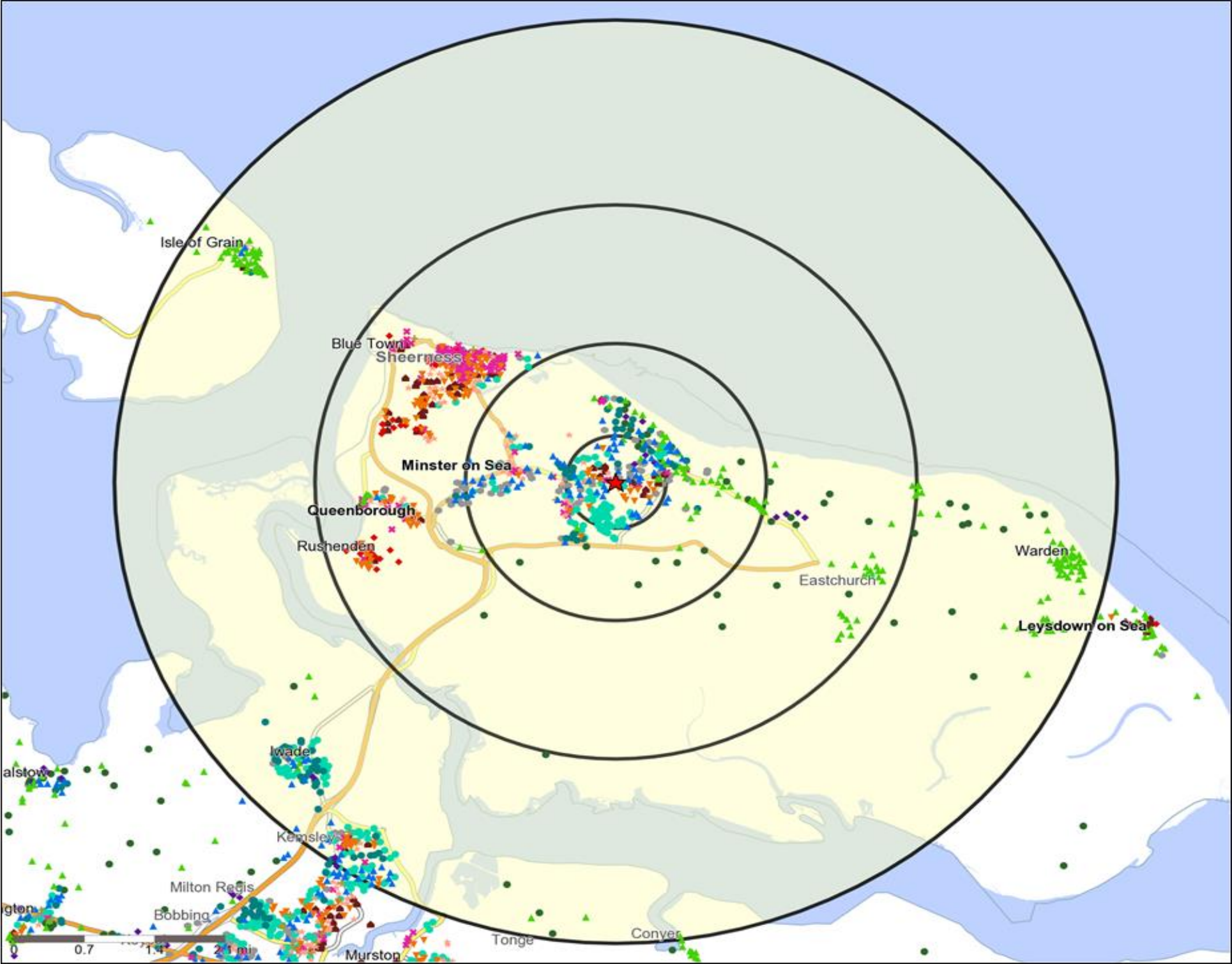
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,466	3,360	7,708	11,337	14,200	100	94	106	111	114
16-17	250	525	1,012	1,428	1,811	137	119	113	113	118
18-24	674	1,574	3,596	4,911	5,954	95	92	103	100	99
25-34	818	1,845	4,657	7,066	8,831	76	71	88	95	97
35-44	853	2,085	4,284	6,448	8,130	86	86	87	94	97
45-54	1,087	2,842	5,678	7,971	9,569	98	105	103	104	102
55-64	943	2,426	4,439	5,985	7,089	107	113	101	98	95
65+	1,737	4,345	7,334	9,028	10,673	123	127	105	93	89
Population estimate 2015	7,828	19,002	38,708	54,174	66,257	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	7,136	17,549	34,936	47,850	58,639	97%	97%	96%	95%	95%
Mixed / Multiple Ethnic Groups	78	169	405	580	769	1%	1%	1%	1%	1%
Asian / Asian British	49	208	427	604	779	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	33	113	318	768	1,005	0%	1%	1%	2%	2%
Other Ethnic Group	35	88	222	360	481	0%	0%	1%	1%	1%
All People (Ethnic Group)	7,331	18,127	36,308	50,162	61,673	100	100	100	100	100



Mosaic UK Map and Data: HARPS INN, ISLE OF SHEPPEY (201088)



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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

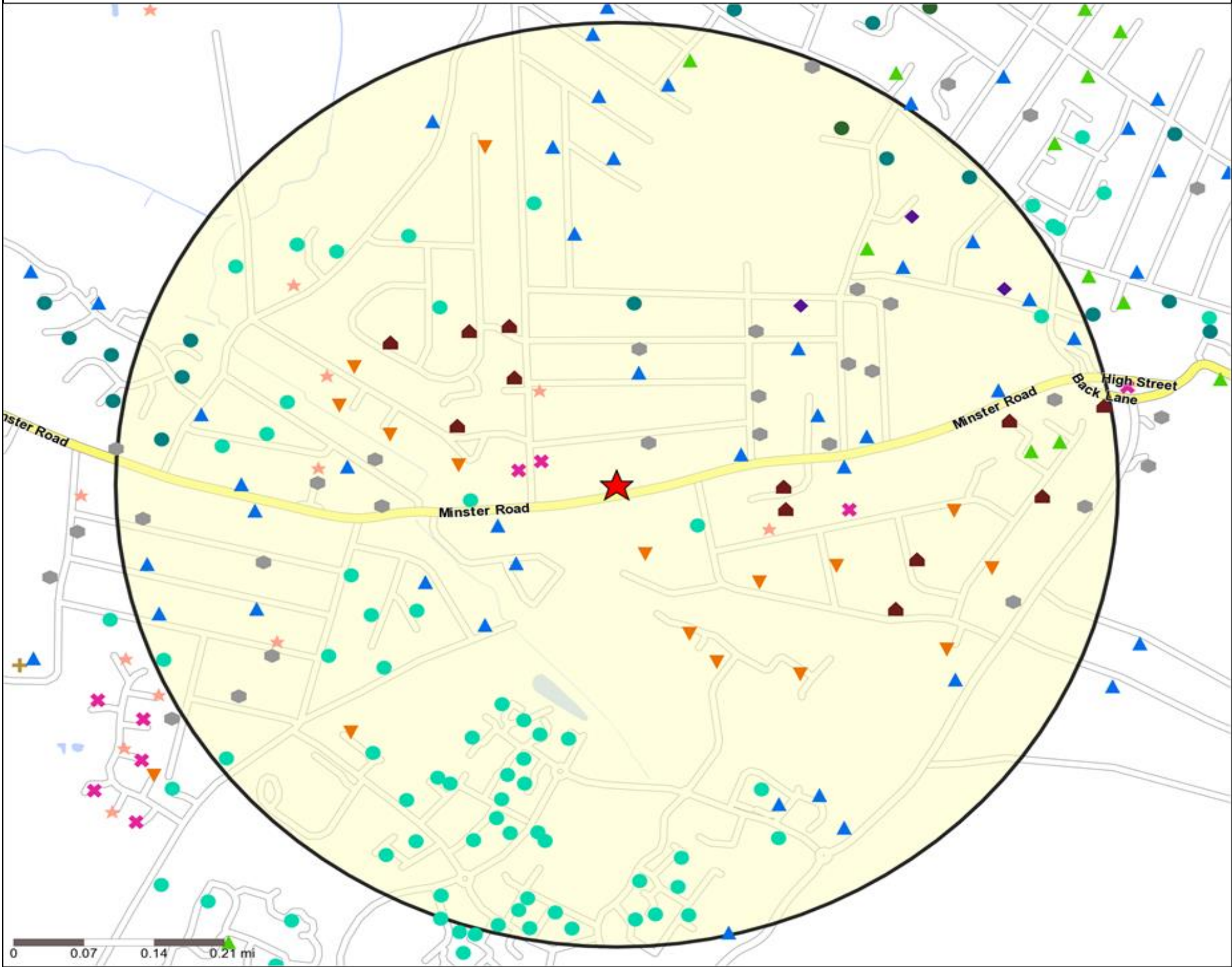
N Urban Cohesion

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+)	68	113	344	418	607	15	10	17	15	18
C Country Living (18+)	10	351	481	700	801	2	33	24	26	24
D Rural Reality (18+)	184	1,857	2,912	6,432	5,158	43	177	148	240	157
E Senior Security (18+)	845	2,251	2,727	2,872	3,446	170	183	118	91	89
F Suburban Stability (18+)	1,338	3,108	3,315	4,296	5,293	359	337	191	182	182
G Domestic Success (18+)	265	1,472	1,542	3,072	4,075	52	116	65	94	102
H Aspiring Homemakers (18+)	1,806	3,185	3,730	6,481	9,805	325	232	144	184	227
I Family Basics (18+)	754	837	4,272	4,871	5,982	171	77	208	174	174
J Transient Renters (18+)	80	346	3,557	3,777	4,090	23	40	217	169	149
K Municipal Challenge (18+)	0	0	1,070	1,133	1,153	0	0	64	50	41
L Vintage Value (18+)	482	507	1,842	1,905	2,757	125	53	103	78	92
M Modest Traditions (18+)	278	1,061	2,500	2,574	3,749	96	148	185	140	166
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	28	109	165	619	0	2	5	6	17
Adults 18+ estimate 2015	6,110	15,116	28,401	38,696	47,535	100	100	100	100	100



Mosaic UK Map and Data: HARPS INN, ISLE OF SHEPPEY (201088)



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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

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G Domestic Success

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J Transient Renters

K Municipal Challenge

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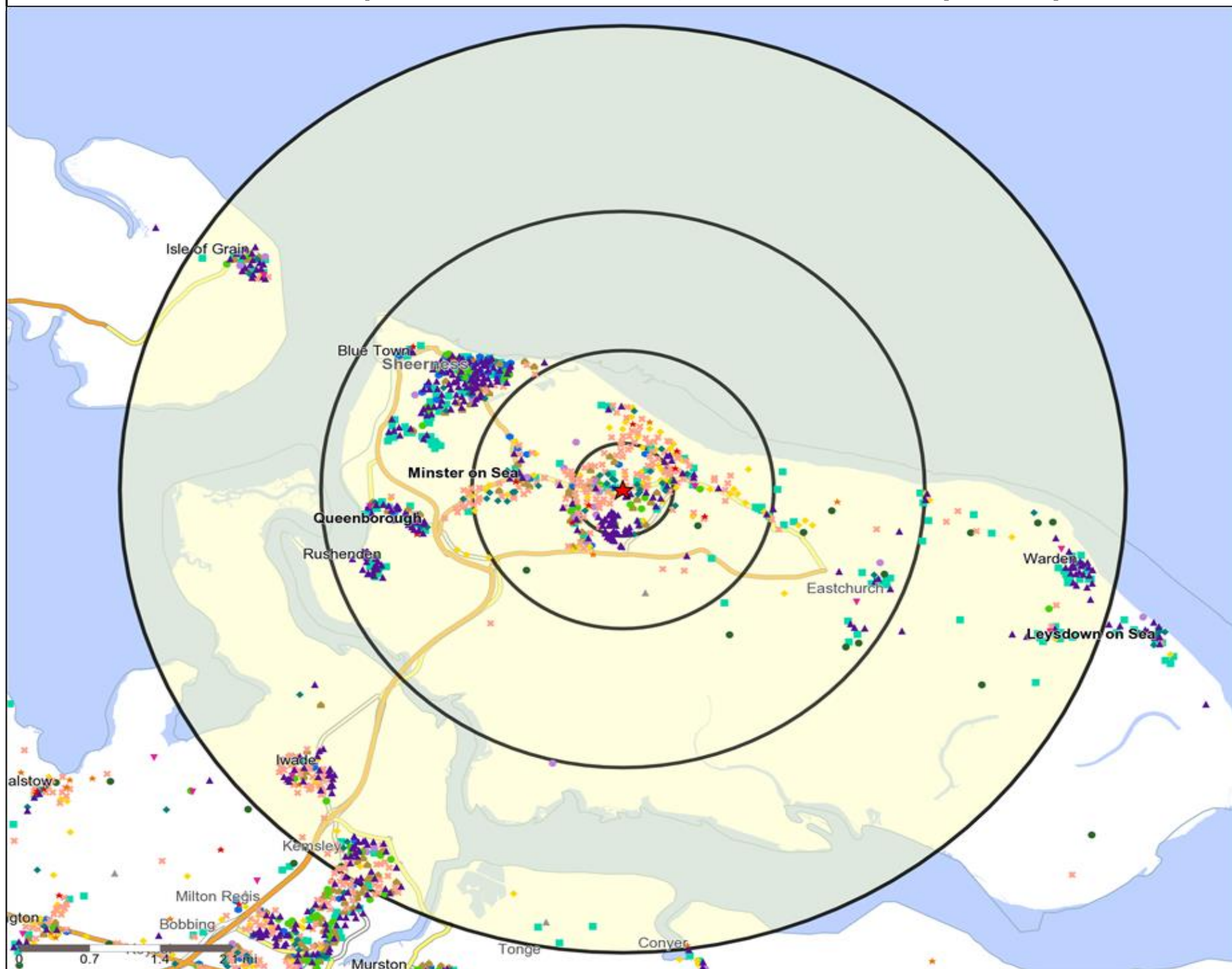
N Urban Cohesion

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+)	68	15
C Country Living (18+)	10	2
D Rural Reality (18+)	184	43
E Senior Security (18+)	845	170
F Suburban Stability (18+)	1,338	359
G Domestic Success (18+)	265	52
H Aspiring Homemakers (18+)	1,806	325
I Family Basics (18+)	754	171
J Transient Renters (18+)	80	23
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	482	125
M Modest Traditions (18+)	278	96
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	6,110	100



Occasions Map and Data: HARPS INN, ISLE OF SHEPPEY (201088)



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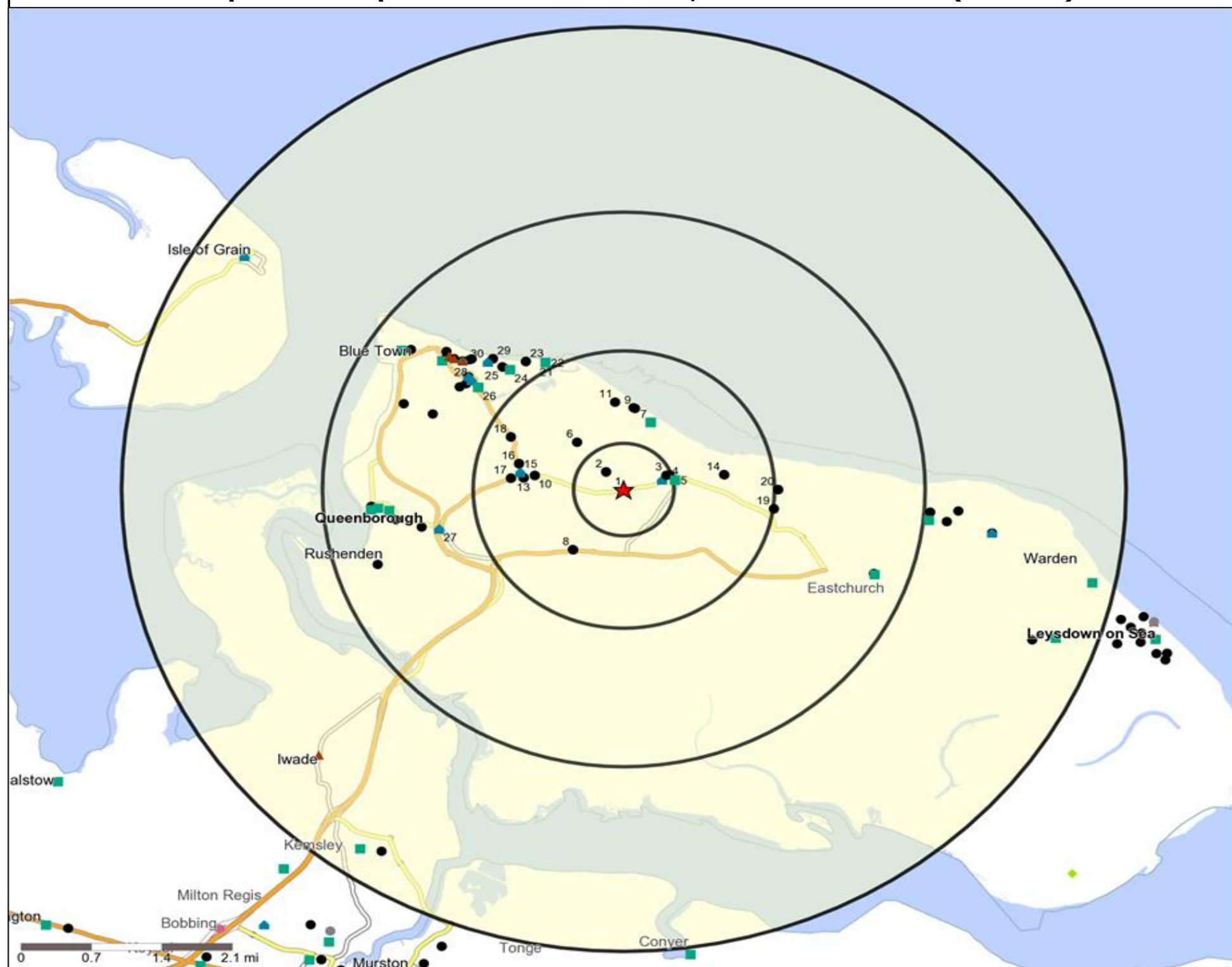
★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 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	420	938	2,416	2,968	3,462	85	84	107	97	92
02 Early Doors	549	1,138	2,248	2,842	3,392	132	121	119	111	107
03 Everyday is Friday	414	940	1,812	2,532	3,126	117	118	113	116	116
04 Weekend Millionaires	726	1,372	3,236	4,502	5,455	142	119	140	143	140
05 Out On The Town	479	1,061	2,440	3,140	4,051	97	96	109	104	108
06 Business and Pleasure	150	360	680	1,006	1,307	59	63	59	64	67
07 Sporting Pints	353	730	2,052	2,761	3,538	65	60	83	83	85
08 Student Social	162	435	683	1,034	1,264	71	84	65	73	72
09 Leisurely Lunch	438	1,026	2,007	2,701	3,287	91	94	91	91	89
10 Wining and Dining	633	1,519	2,242	3,199	3,958	115	122	90	95	94
11 Household Outing	484	1,102	2,228	3,063	3,972	111	112	113	114	120
12 Midweek Meal Deal	228	507	1,400	1,703	2,094	93	92	126	113	112
13 Date Night	422	1,108	1,455	2,197	2,756	108	126	82	92	93
14 Birthday Treat	333	843	1,523	2,112	2,603	85	96	86	88	87
15 Pre Show Meal	126	287	482	687	906	94	95	79	83	88
Number of Occasions	5,917	13,366	26,904	36,447	45,171	100	100	100	100	100



Competition Map and Data: HARPS INN, ISLE OF SHEPPEY (201088)



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

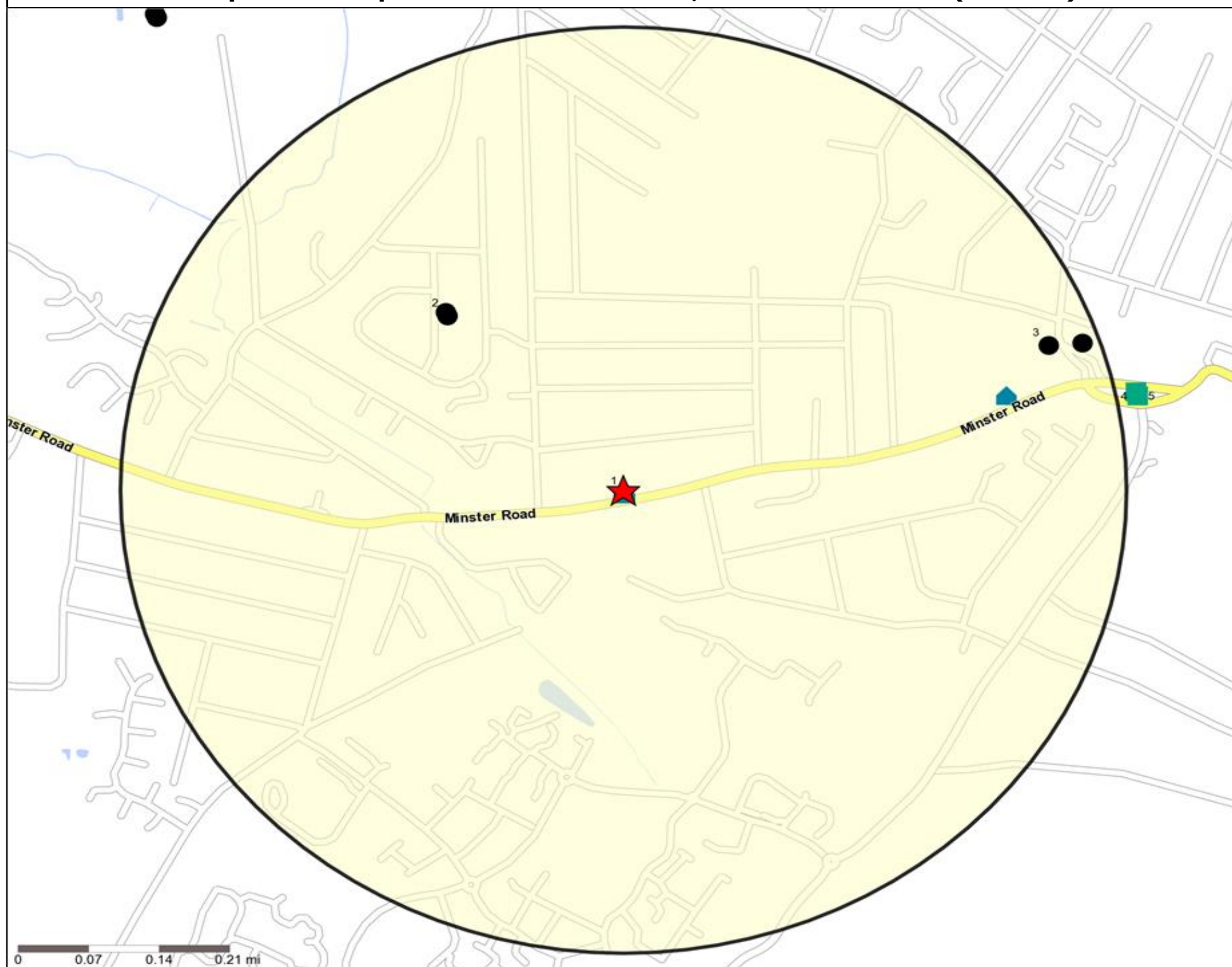


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	0
Circuit Bar	0	0	3	4
Community Local	0	3	11	15
Dry Led	1	2	9	11
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	2	13	40	49
Total	3	18	63	79



Competition Map and Data: HARPS INN, ISLE OF SHEPPEY (201088)



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	0
Dry Led	1
Branded Food Pub	0
Rural	0
Other	2
Total	3



Local Competition: HARPS INN, ISLE OF SHEPPEY (201088)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	HARPS INN, ISLE OF SHEPPEY	MINSTER ROAD, SHEERNESS, ME12 3NR	Punch Taverns	ME12 3NR	Punch Taverns	0.00
1	Harps Inn	Minster Road, Minster On Sea, Sheerness	Punch Pub Company	ME12 3NR	Dry Led	0.00
2	Abbey Motel	Johnson Way, Minster On Sea, Sheerness	Independent Free	ME12 2DY	Other	0.26
3	Minster Working Mens Club	1 Union Road, Minster On Sea, Sheerness	Independent Free	ME12 2HW	Other	0.45
4	Highlander	13 High Street, Minster On Sea, Sheerness	Punch Pub Company	ME12 3QD	Community Local	0.52
5	Kings Arms	2 High Street, Minster On Sea, Sheerness	Independent Free	ME12 3QD	Community Local	0.52
6	Sheerness Golf Club	Ripney Hill, Minster On Sea, Sheerness	Independent Free	ME12 2EG	Other	0.69
7	Beach Hotel	Seaside Avenue, Minster On Sea, Sheerness	Independent Free	ME12 2NJ	Community Local	0.77
8	Sheppey Rugby Club	Lower Road, Minster On Sea, Sheerness	Independent Free	ME12 3RS	Other	0.82
9	Playa Hotel	The Leas, Minster On Sea, Sheerness	Independent Free	ME12 2NL	Other	0.89
10	Dragon Palace Restaurant	29-33 Minster Road, Minster On Sea, Sheerness	Independent Free	ME12 3JF	Other	0.90
11	Layzells	The Broadway, Minster On Sea, Sheerness	Independent Free	ME12 2DF	Other	0.95
12	Mr India	2 Minster Road, Minster On Sea, Sheerness	Independent Free	ME12 3JD	Other	1.00
13	Kohinoor	6a Minster Road, Minster On Sea, Sheerness	Independent Free	ME12 3JD	Other	1.00
14	Seacliff Holiday Camp Club	Oak Lane, Minster On Sea, Sheerness	Independent Free	ME12 3QS	Other	1.01
15	Halfway House	Halfway Road, Minster On Sea, Sheerness	Independent Free	ME12 3AU	Dry Led	1.05
16	Medway Ports Sports & Social Club	Halfway Road, Minster On Sea, Sheerness	Independent Free	ME12 3AT	Other	1.08
17	Sheerness East Working Mens Club	47 Queenborough Road, Minster On Sea, Sheerness	Independent Free	ME12 3BZ	Other	1.13
18	Sheerness Holiday Park	Halfway Road, Minster On Sea, Sheerness	Unknown	ME12 3AA	Other	1.26
19	Ashcroft Caravan Park	Plough Road, Minster On Sea, Sheerness	Independent Free	ME12 4JF	Other	1.51
20	Golden Leas Holiday Park	Bell Farm Lane, Minster On Sea, Sheerness	Independent Free	ME12 4JA	Other	1.54
21	Catamaran Yacht Club	Marine Parade, Sheerness	Independent Free	ME12 2BX	Other	1.57
22	Ship On Shore	155 Marine Parade, Minster On Sea, Sheerness	Independent Free	ME12 2BX	Community Local	1.57
23	Isle Of Sheppey Sailing Club	Marine Parade, Sheerness	Independent Free	ME12 2BE	Other	1.69
24	British Admiral	73-75 James Street, Sheerness	Independent Free	ME12 2PY	Community Local	1.72
25	Heights Of Alma	1 Alma Street, Sheerness	Independent Free	ME12 2AX	Other	1.79
26	Queens Head	264 High Street, Sheerness	Independent Free	ME12 1UP	Community Local	1.82
27	Aviator	Queenborough Road, Minster On Sea, Sheerness	Shepherd Neame	ME12 3DJ	Dry Led	1.89
28	Castle Tavern	210-212 High Street, Sheerness	Independent Free	ME12 1UN	Dry Led	1.92
29	Neptune Snooker Club	13 Neptune Terrace, Sheerness	Independent Free	ME12 2AW	Other	1.92
30	Napier Hotel	1 Alma Road, Sheerness	Independent Free	ME12 2NZ	Dry Led	1.93