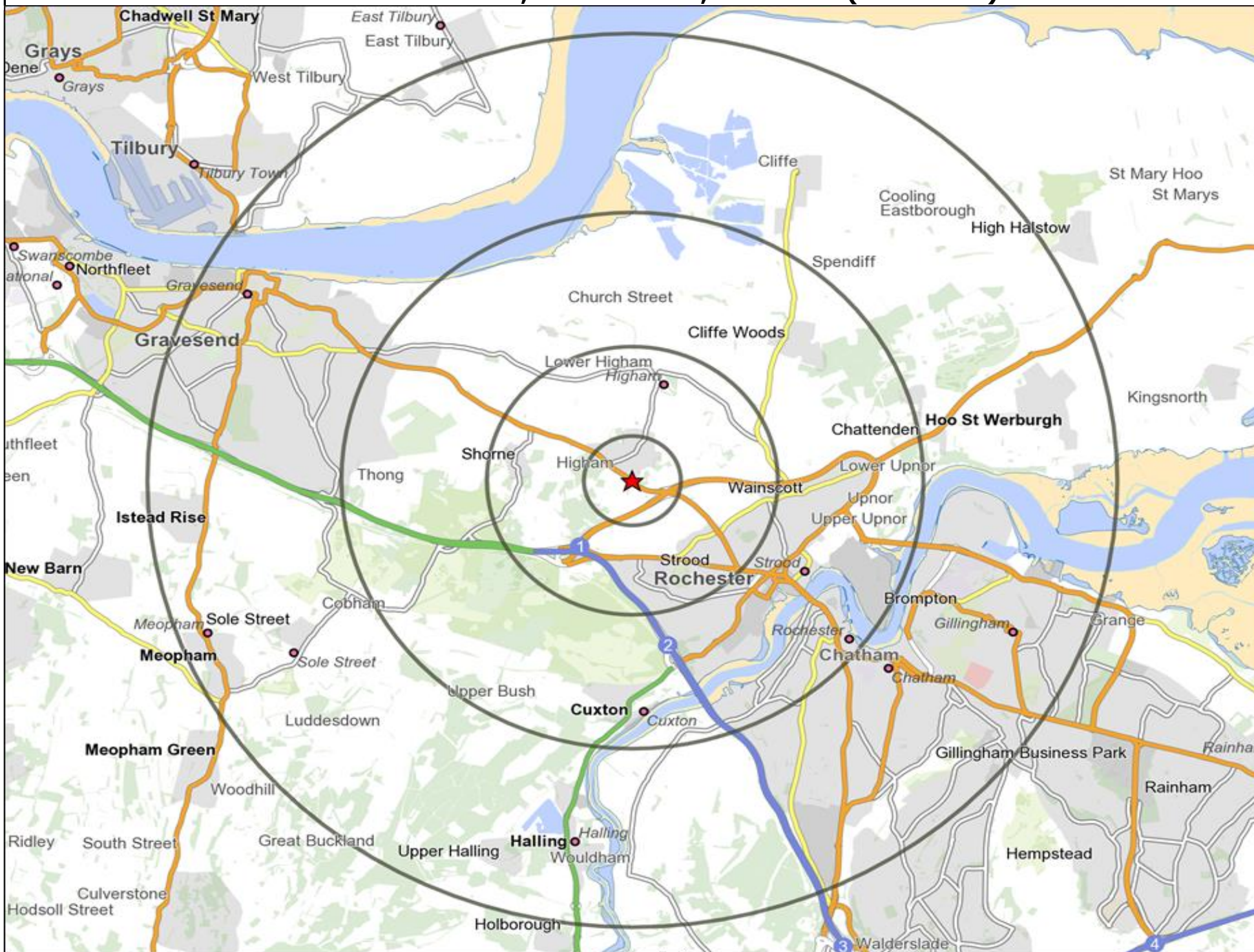




**Customer Profile Report for SIR JOHN FALSTAFF, HIGHAM (Punch Outlet Number: 201090)
GRAVESEND ROAD, ROCHESTER, ME3 7NZ (ME 3 7NZ)**



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

Age Data Table

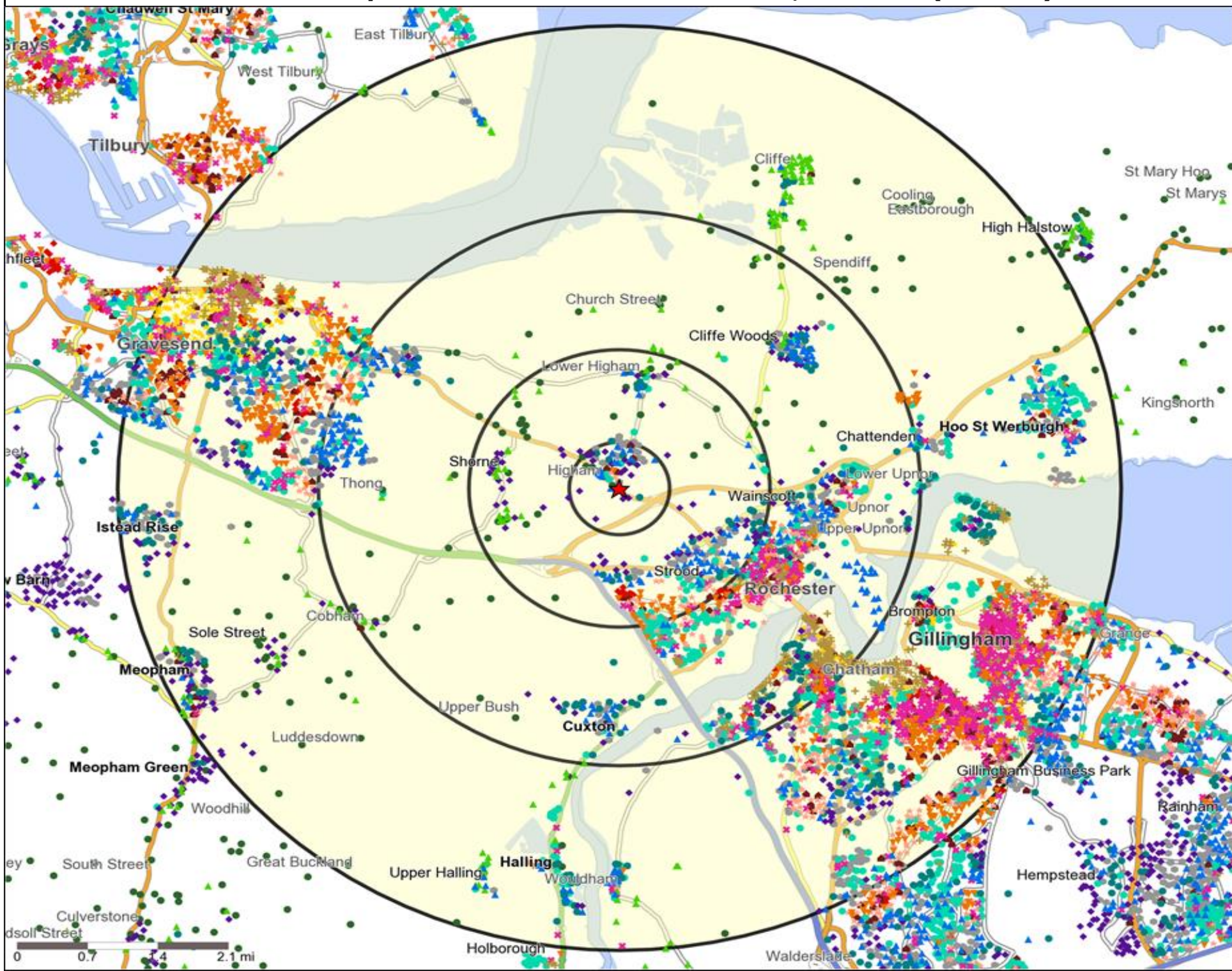
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	340	3,297	13,834	53,714	75,462	76	99	103	109	108
16-17	57	468	1,702	6,559	9,391	103	113	103	107	109
18-24	132	1,317	6,119	27,380	36,478	61	82	95	115	108
25-34	204	1,771	9,480	38,728	52,627	63	73	97	107	103
35-44	249	2,182	9,202	34,061	47,879	82	97	102	102	101
45-54	375	2,731	10,543	36,837	53,425	111	108	104	99	101
55-64	376	2,324	8,072	26,452	39,130	140	115	100	89	93
65+	649	3,712	12,471	39,883	58,072	151	116	97	84	87
Population estimate 2015	2,382	17,802	71,423	263,614	372,464	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	2,206	15,851	61,709	214,607	312,564	94%	91%	91%	85%	87%
Mixed / Multiple Ethnic Groups	31	242	1,253	5,508	7,131	1%	1%	2%	2%	2%
Asian / Asian British	77	795	3,179	19,648	23,944	3%	5%	5%	8%	7%
Black / African / Caribbean / Black British	12	350	1,350	7,760	9,563	1%	2%	2%	3%	3%
Other Ethnic Group	10	134	538	3,835	4,597	0%	1%	1%	2%	1%
All People (Ethnic Group)	2,336	17,372	68,029	251,358	357,799	100	100	100	100	100



Mosaic UK Map and Data: SIR JOHN FALSTAFF, HIGHAM (201090)



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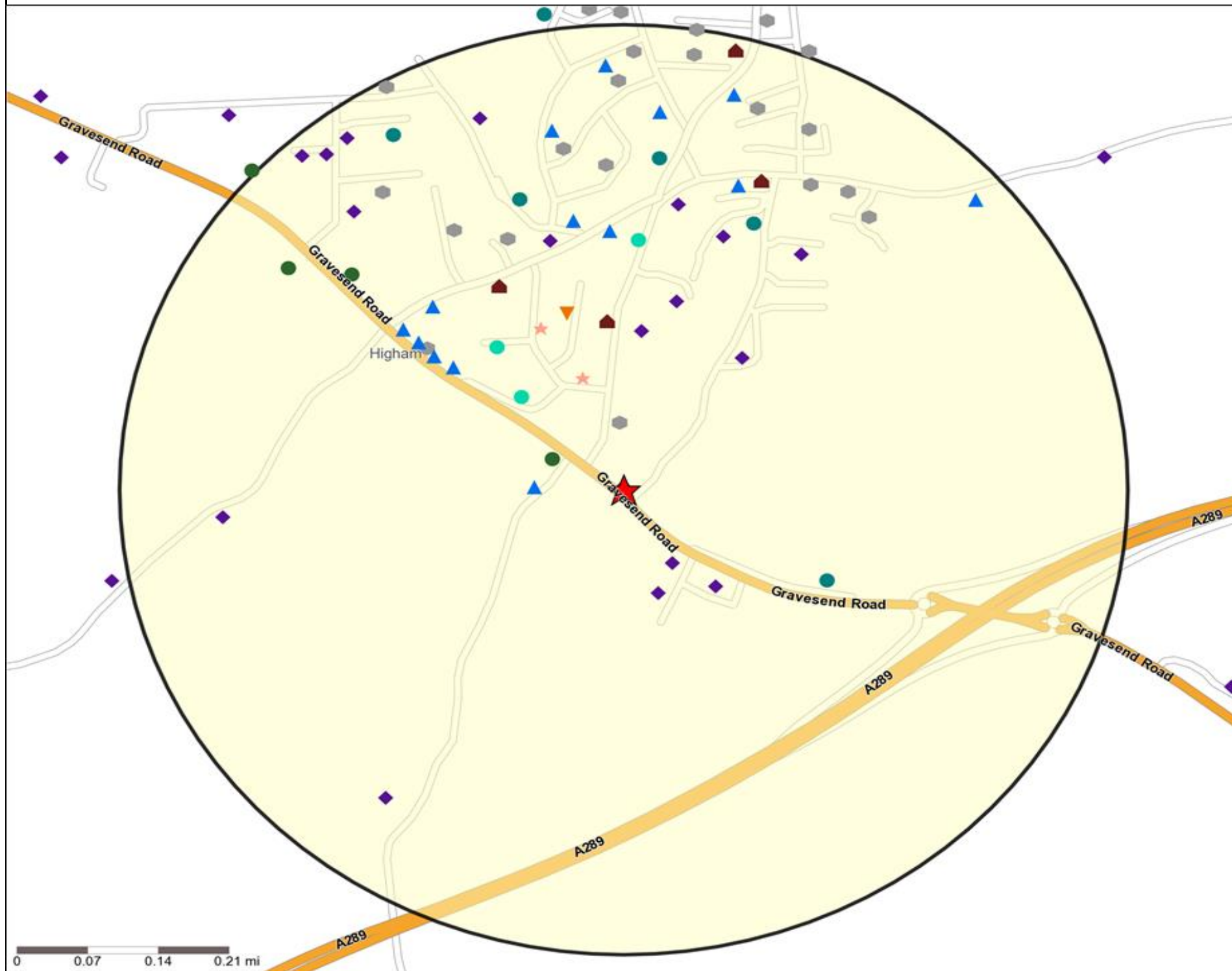
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ★ Location
- Mosaic UK Groups
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▲ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- 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	71	186	186	0	0	3	2	2
B Prestige Positions (18+)	434	1,975	3,566	8,012	17,450	300	193	88	55	84
C Country Living (18+)	49	589	1,210	2,257	3,769	36	60	31	16	19
D Rural Reality (18+)	7	447	866	3,766	4,883	5	46	22	27	25
E Senior Security (18+)	611	2,074	6,522	18,481	28,955	378	182	144	113	125
F Suburban Stability (18+)	345	2,726	9,347	17,209	29,202	285	318	274	140	168
G Domestic Success (18+)	154	1,219	5,420	12,900	18,821	92	103	116	76	79
H Aspiring Homemakers (18+)	125	1,637	8,963	32,626	49,333	69	128	177	179	190
I Family Basics (18+)	82	1,099	3,719	21,416	28,315	57	109	92	148	138
J Transient Renters (18+)	0	269	4,763	31,090	35,588	0	33	148	268	216
K Municipal Challenge (18+)	0	321	783	3,535	4,816	0	39	24	30	29
L Vintage Value (18+)	102	374	1,869	9,906	13,961	82	42	53	78	78
M Modest Traditions (18+)	76	1,303	3,985	16,127	23,729	81	195	150	169	175
N Urban Cohesion (18+)	0	0	590	7,702	8,282	0	0	20	73	56
O Rental Hubs (18+)	0	0	4,107	15,487	17,584	0	0	96	100	80
Adults 18+ estimate 2015	1,985	14,033	55,781	200,700	284,874	100	100	100	100	100



Mosaic UK Map and Data: SIR JOHN FALSTAFF, HIGHAM (201090)



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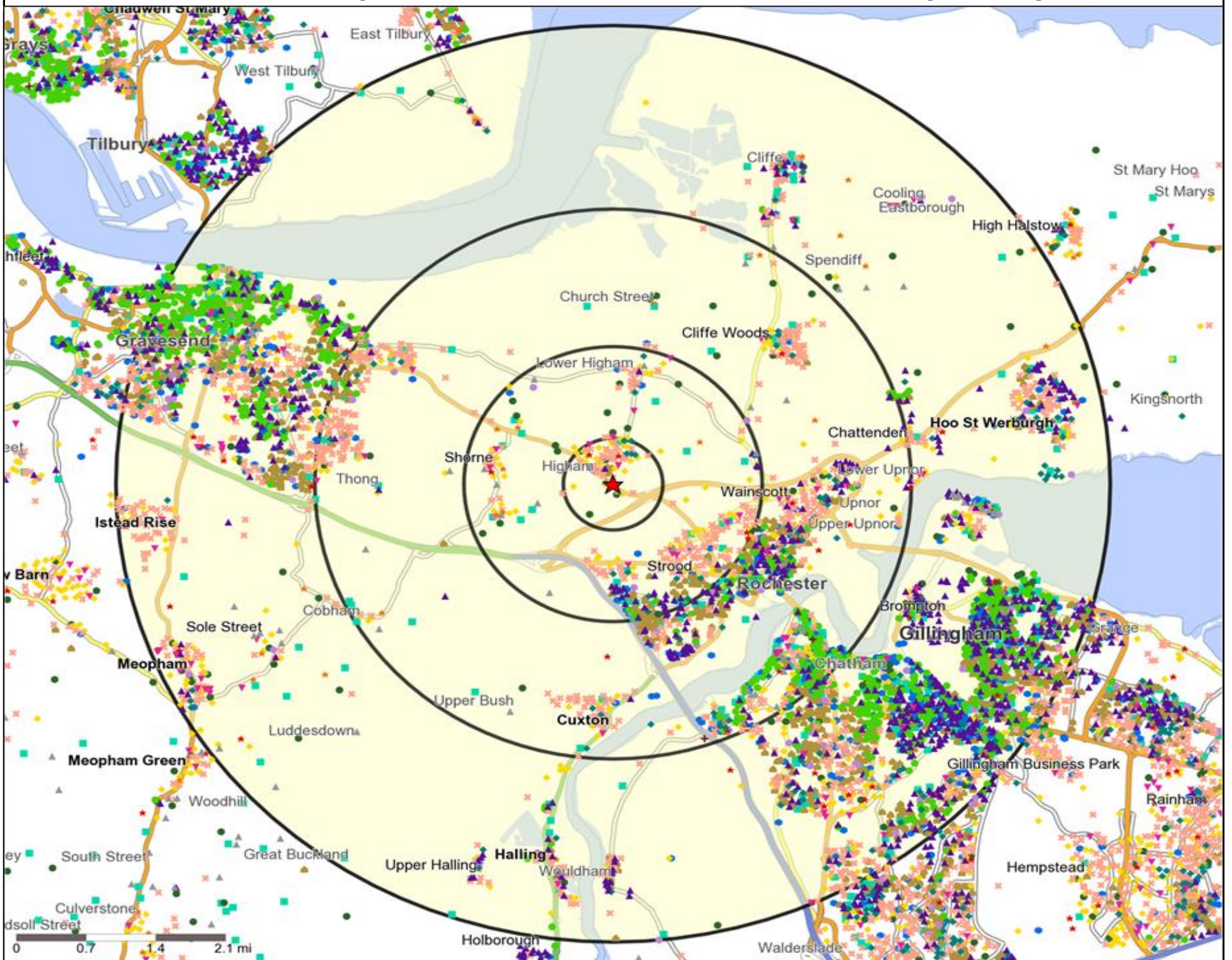
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	434	300
C Country Living (18+)	49	36
D Rural Reality (18+)	7	5
E Senior Security (18+)	611	378
F Suburban Stability (18+)	345	285
G Domestic Success (18+)	154	92
H Aspiring Homemakers (18+)	125	69
I Family Basics (18+)	82	57
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	102	82
M Modest Traditions (18+)	76	81
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,985	100



Occasions Map and Data: SIR JOHN FALSTAFF, HIGHAM (201090)



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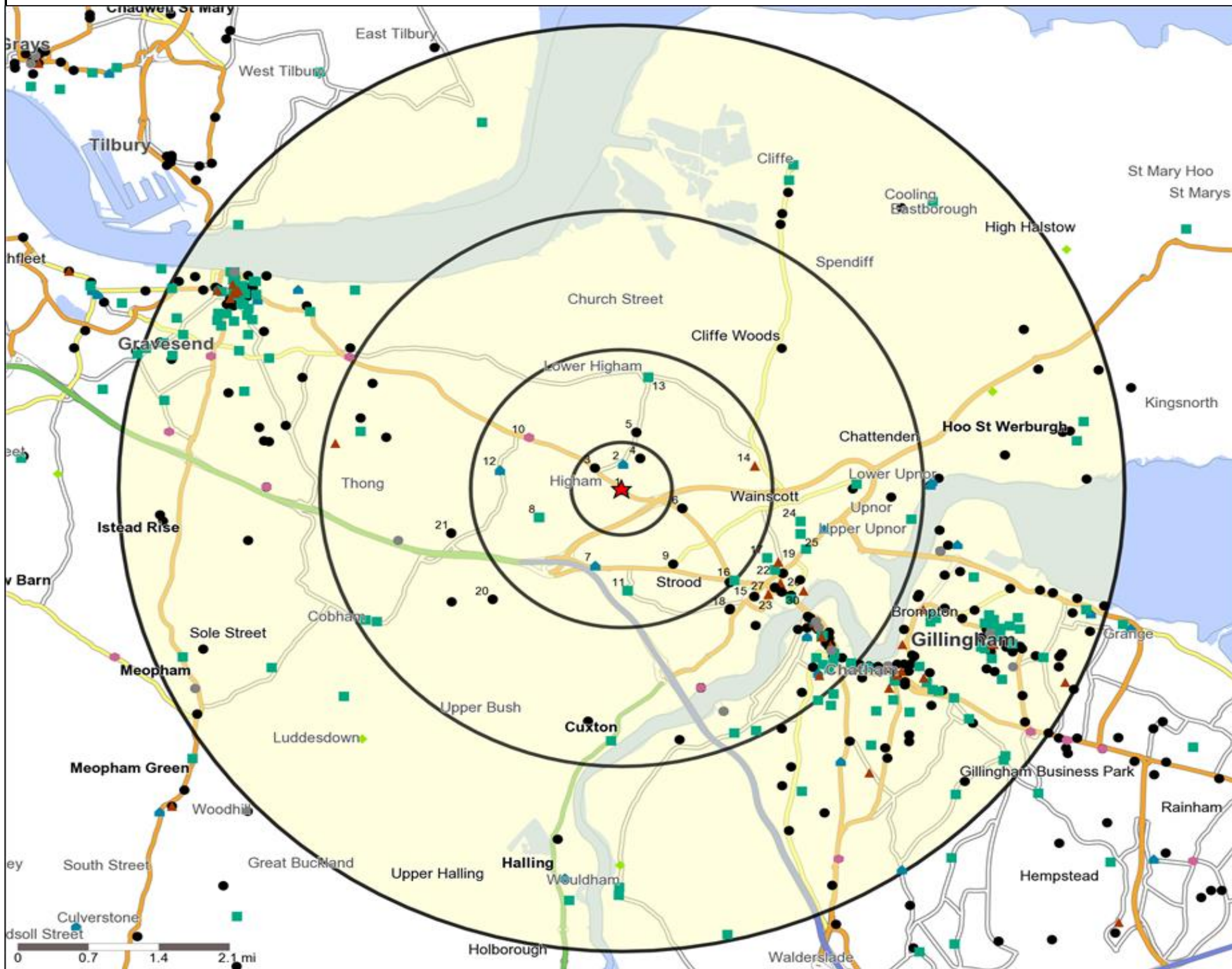
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✳ 10 Wining and Dining
- ★ 14 Birthday Treat
- 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	108	846	3,410	13,557	18,324	88	82	81	86	82
02 Early Doors	128	967	3,428	12,798	18,638	124	112	98	97	100
03 Everyday is Friday	89	826	3,455	12,675	18,024	101	112	115	112	114
04 Weekend Millionaires	77	976	4,545	19,292	26,212	61	92	105	119	115
05 Out On The Town	100	1,006	4,733	19,027	25,860	82	99	114	121	117
06 Business and Pleasure	36	386	1,787	7,300	9,747	57	73	83	90	86
07 Sporting Pints	54	728	3,948	19,051	24,626	40	65	86	110	101
08 Student Social	56	490	1,706	5,711	8,639	98	103	88	78	84
09 Leisurely Lunch	142	1,033	3,793	13,497	19,499	119	103	93	88	90
10 Wining and Dining	196	1,302	4,809	15,174	22,576	144	114	103	87	92
11 Household Outing	107	1,103	4,548	17,453	24,597	99	122	123	126	126
12 Midweek Meal Deal	37	486	1,941	8,407	11,328	61	96	94	108	103
13 Date Night	172	1,005	3,669	10,440	16,187	178	124	111	84	93
14 Birthday Treat	126	845	3,121	10,143	15,329	130	104	95	82	88
15 Pre Show Meal	40	283	1,243	3,961	5,692	120	102	109	93	95
Number of Occasions	1,468	12,282	50,136	188,486	265,278	100	100	100	100	100



Competition Map and Data: SIR JOHN FALSTAFF, HIGHAM (201090)



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

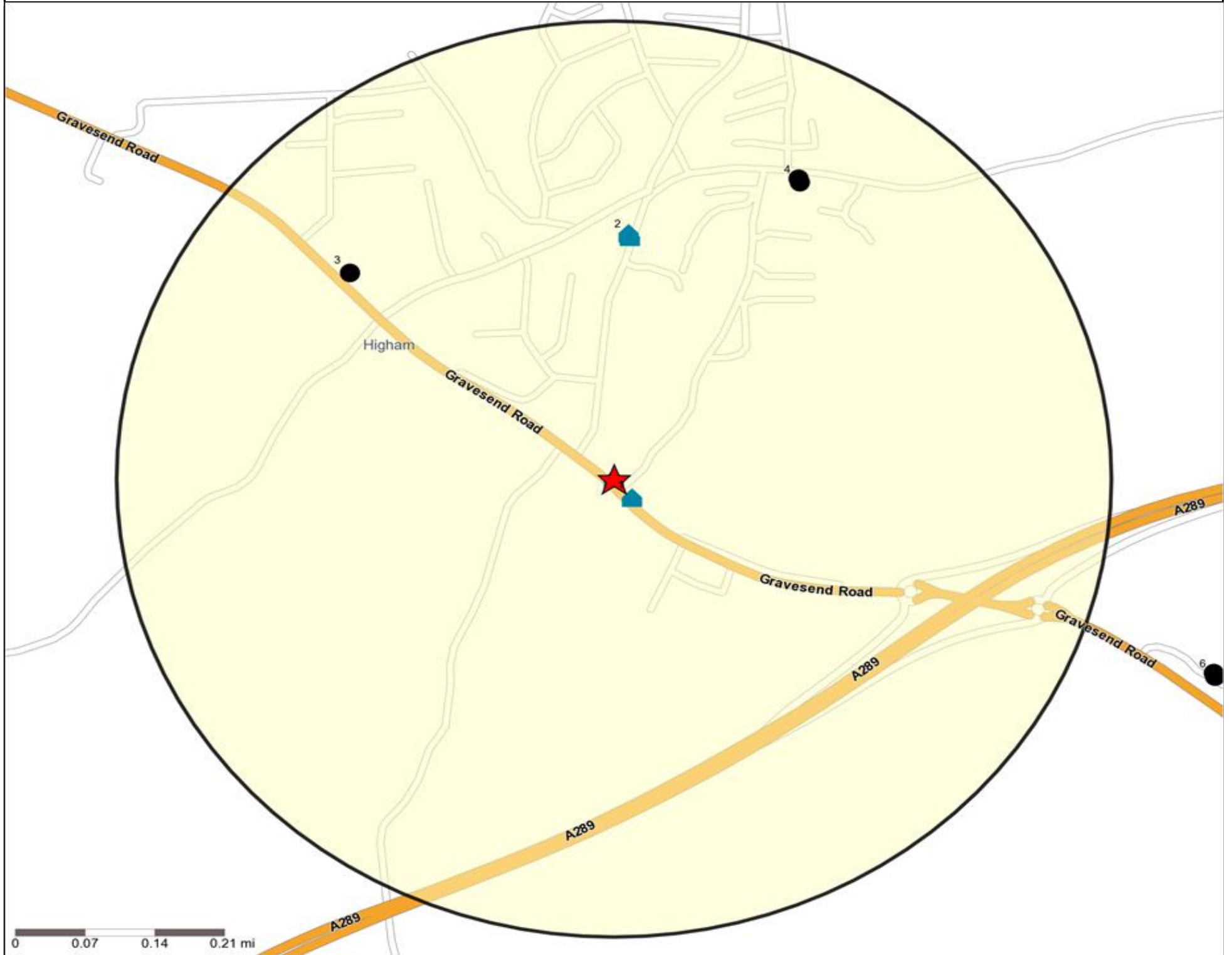
- ★ Location
- ⬡ Branded Food
- 🏠 Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◇ Rural Character
- 🌊 Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table








Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	6	12
Circuit Bar	0	1	10	26
Community Local	0	4	26	113
Dry Led	2	4	10	23
Branded Food Pub	0	1	2	8
Rural	0	0	0	3
Other	2	6	64	230
Total	4	16	118	415



Competition Map and Data: SIR JOHN FALSTAFF, HIGHAM (201090)



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	0
Circuit Bar	0
Community Local	0
Dry Led	2
Branded Food Pub	0
Rural	0
Other	2
Total	4



Local Competition: SIR JOHN FALSTAFF, HIGHAM (201090)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SIR JOHN FALSTAFF, HIGHAM	GRAVESEND ROAD, ROCHESTER, ME3 7NZ	Punch Taverns	ME 3 7NZ	Punch Taverns	0.00
1	Sir John Falstaff	Gravesend Road, Higham, Rochester	Punch Pub Company	ME 3 7NZ	Dry Led	0.03
2	Gardeners Arms	2 Forge Lane, Higham, Rochester	Shepherd Neame	ME 3 7AS	Dry Led	0.26
3	Anisa	Gravesend Road, Rochester	Independent Free	ME 3 7DZ	Other	0.35
4	Higham Working Mens Club	33 Hermitage Road, Higham, Rochester	Independent Free	ME 3 7DD	Other	0.37
5	Knowle	75 School Lane, Higham, Rochester	Independent Free	ME 3 7HP	Other	0.62
6	Little Hermitage	Gravesend Road, Rochester	Independent Free	ME 3 7NU	Other	0.64
7	Three Crutches	Gordon Road, Strood, Rochester	Punch Pub Company	ME 2 3UG	Dry Led	0.87
8	See Ho	Pear Tree Lane, Shorne, Gravesend	Enterprise Inns	DA12 3JX	Community Local	0.88
9	Rochester United Football Club	Rede Court Road, Strood, Rochester	Independent Free	ME 2 3TU	Other	0.96
10	Copperfields	12 Gravesend Road, Shorne, Gravesend	Mitchells & Butlers	DA12 3JW	Branded Food	1.07
11	Bounty	Bligh Way, Strood, Rochester	Enterprise Inns	ME 2 2XH	Community Local	1.11
12	Rose & Crown	32 The Street, Shorne, Gravesend	Enterprise Inns	DA12 3EA	Dry Led	1.23
13	Railway Tavern	Chequers Street, Higham, Rochester	Shepherd Neame	ME 3 7JB	Community Local	1.23
14	Stone Horse	Dillywood Lane, Frindsbury, Rochester	Admiral Taverns Ltd	ME 3 8EN	Circuit Bar	1.35
15	Strood Sports Centre	Watling Street, Strood, Rochester	Independent Free	ME 2 3JQ	Other	1.48
16	Coach & Horses	40 London Road, Strood, Rochester	Enterprise Inns	ME 2 3PA	Community Local	1.50
17	Weston Arms Str	121 Weston Road, Rochester	Star Pubs & Bars	ME 2 3AQ	Community Local	1.63
18	Temple Farm Working Mens Club	15 Cedar Road, Strood, Rochester	Independent Free	ME 2 2HB	Other	1.69
19	Bas Bar And Restaurant	14 Cliffe Road, Strood, Rochester	Enterprise Inns	ME 2 3DS	Circuit Bar	1.75
20	Rochester Cobham Park Golf Club	Park Pale, Rochester	Independent Free	ME 2 3UL	Other	1.75
21	Shorne Woods Country Park	Brewers Road, Gravesend	*Other Small Retail Groups	DA12 3HX	Other	1.76
22	Sportsman	56 Brompton Lane, Strood, Rochester	Enterprise Inns	ME 2 3BJ	Community Local	1.76
23	Strood Conservative Club	49 Cuxton Road, Strood, Rochester	Independent Free	ME 2 2BU	Other	1.76
24	Royal Oak	53 Cooling Road, Frindsbury, Rochester	Enterprise Inns	ME 2 4RP	Community Local	1.81
25	Ship	22 Bill Street Road, Frindsbury, Rochester	Independent Free	ME 2 4RA	Community Local	1.85
26	Strood & Frindsbury Working Mens Club	2 Frindsbury Road, Strood, Rochester	Independent Free	ME 2 4SS	Other	1.85
27	Alma	Commercial Road, Strood, Rochester	Shepherd Neame	ME 2 2AQ	Circuit Bar	1.85
28	Choaladda Thai	139 High Street, Strood, Rochester	Independent Free	ME 2 4TJ	Other	1.86
29	Simply Spice	135 High Street, Strood, Rochester	Independent Free	ME 2 4TJ	Other	1.86
30	Players Club	75-81 High Street, Strood, Rochester	Independent Free	ME 2 4AH	Other	1.94