



**Customer Profile Report for CROWN, EYETHORNE (Punch Outlet Number: 122943)  
THE STREET, DOVER, CT15 4BG (CT15 4BG)**



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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	291	680	1,996	12,147	16,493	108	110	86	107	98
16-17	34	99	302	1,757	2,434	101	130	105	125	116
18-24	83	201	752	4,646	6,652	64	68	67	85	82
25-34	107	279	919	6,784	9,246	54	62	54	82	75
35-44	189	423	1,315	6,808	9,821	103	102	84	89	86
45-54	245	501	2,017	8,789	13,161	120	108	115	102	103
55-64	249	500	2,094	7,639	11,629	153	135	149	111	114
65+	244	601	3,012	12,013	20,640	94	102	135	110	127
<b>Population estimate 2015</b>	<b>1,442</b>	<b>3,284</b>	<b>12,407</b>	<b>60,583</b>	<b>90,076</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

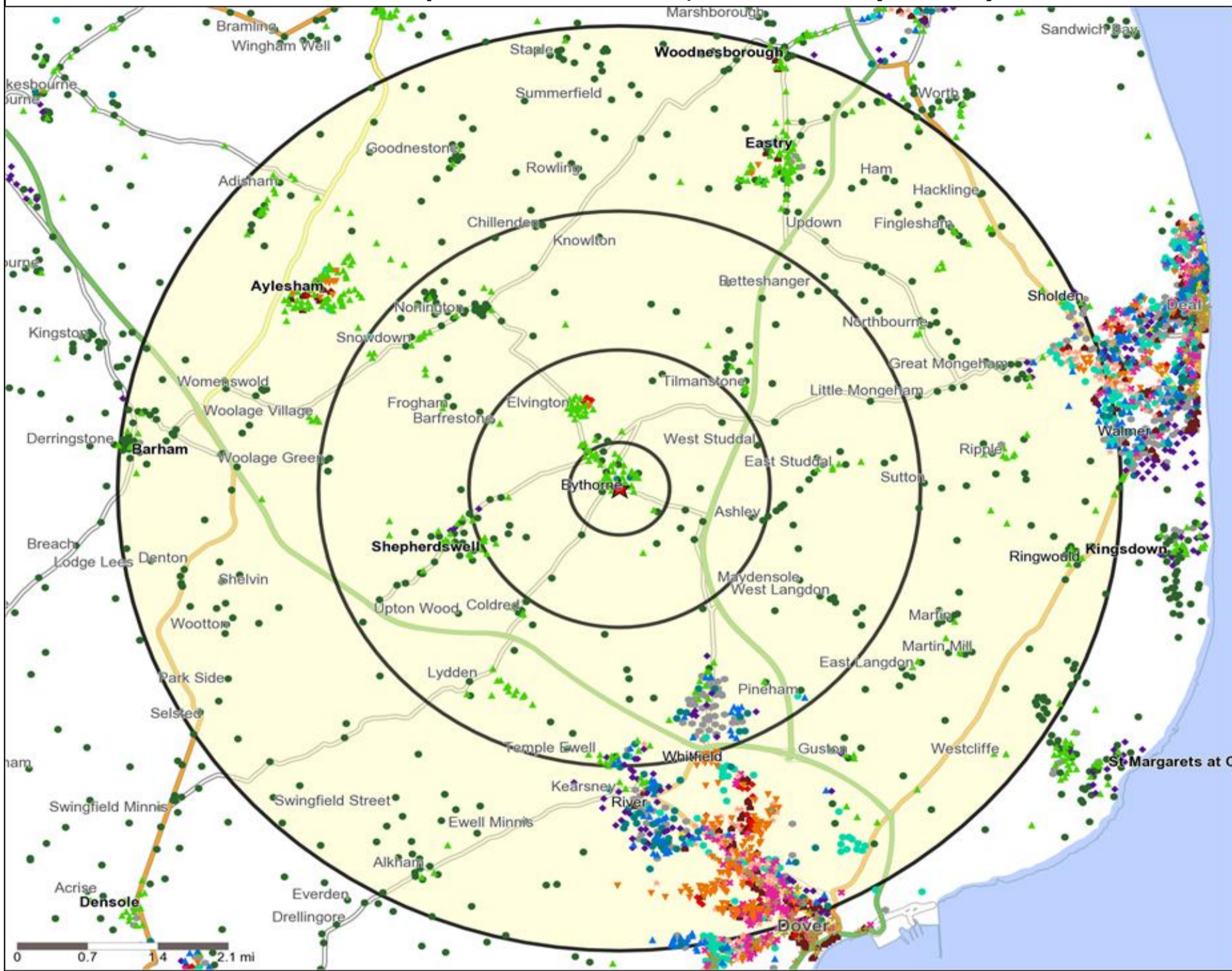
**Ethnicity - Census 2011**

	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	1,407	3,169	12,011	57,905	85,962	98%	97%	98%	96%	96%
Mixed / Multiple Ethnic Groups	15	33	92	530	813	1%	1%	1%	1%	1%
Asian / Asian British	10	30	118	1,366	1,797	1%	1%	1%	2%	2%
Black / African / Caribbean / Black British	1	12	34	207	303	0%	0%	0%	0%	0%
Other Ethnic Group	4	9	54	283	430	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>1,437</b>	<b>3,253</b>	<b>12,309</b>	<b>60,291</b>	<b>89,305</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: CROWN, EYETHORNE (122943)**



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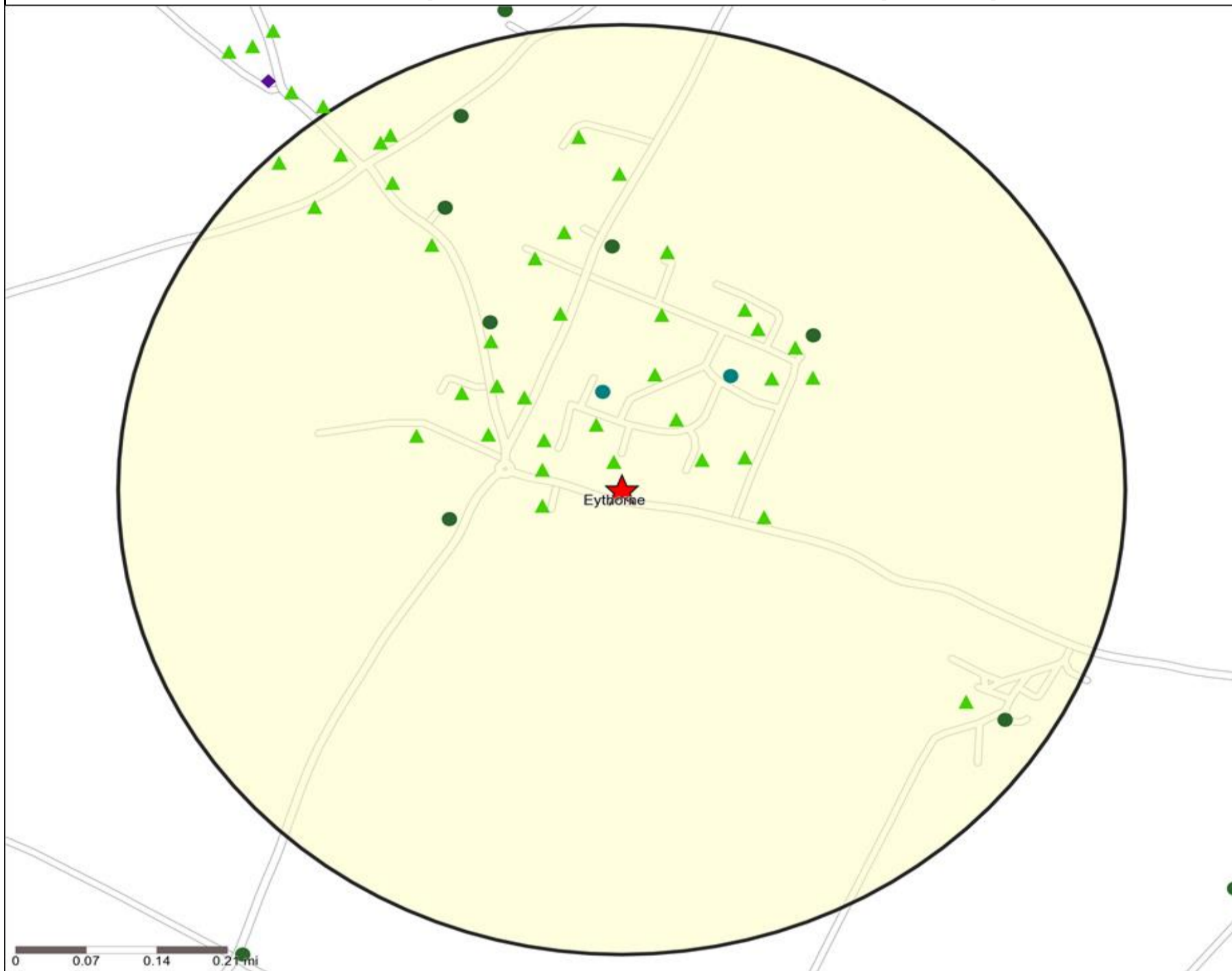


	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
<b>A City Prosperity (18+)</b>	0	0	0	1	2	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	1	7	249	1,234	2,867	1	4	34	36	56
<b>C Country Living (18+)</b>	121	465	2,239	6,374	8,971	156	267	319	197	182
<b>D Rural Reality (18+)</b>	933	1,828	4,262	9,902	14,303	1,205	1,053	609	307	291
<b>E Senior Security (18+)</b>	0	0	1,747	3,686	6,913	0	0	213	98	120
<b>F Suburban Stability (18+)</b>	0	0	746	2,856	3,760	0	0	121	101	87
<b>G Domestic Success (18+)</b>	62	62	559	2,027	3,566	66	29	66	52	60
<b>H Aspiring Homemakers (18+)</b>	0	0	119	3,511	5,895	0	0	13	83	91
<b>I Family Basics (18+)</b>	0	16	55	5,241	5,545	0	9	8	156	108
<b>J Transient Renters (18+)</b>	0	0	0	3,616	4,616	0	0	0	135	113
<b>K Municipal Challenge (18+)</b>	0	126	126	1,056	1,242	0	86	21	39	30
<b>L Vintage Value (18+)</b>	0	0	0	3,007	5,725	0	0	0	103	128
<b>M Modest Traditions (18+)</b>	0	0	3	3,085	5,039	0	0	1	140	150
<b>N Urban Cohesion (18+)</b>	0	0	0	93	276	0	0	0	4	7
<b>O Rental Hubs (18+)</b>	0	0	0	788	2,093	0	0	0	22	38
<b>Adults 18+ estimate 2015</b>	<b>1,117</b>	<b>2,504</b>	<b>10,105</b>	<b>46,477</b>	<b>70,813</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: CROWN, EYETHORNE (122943)**



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- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | 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       |

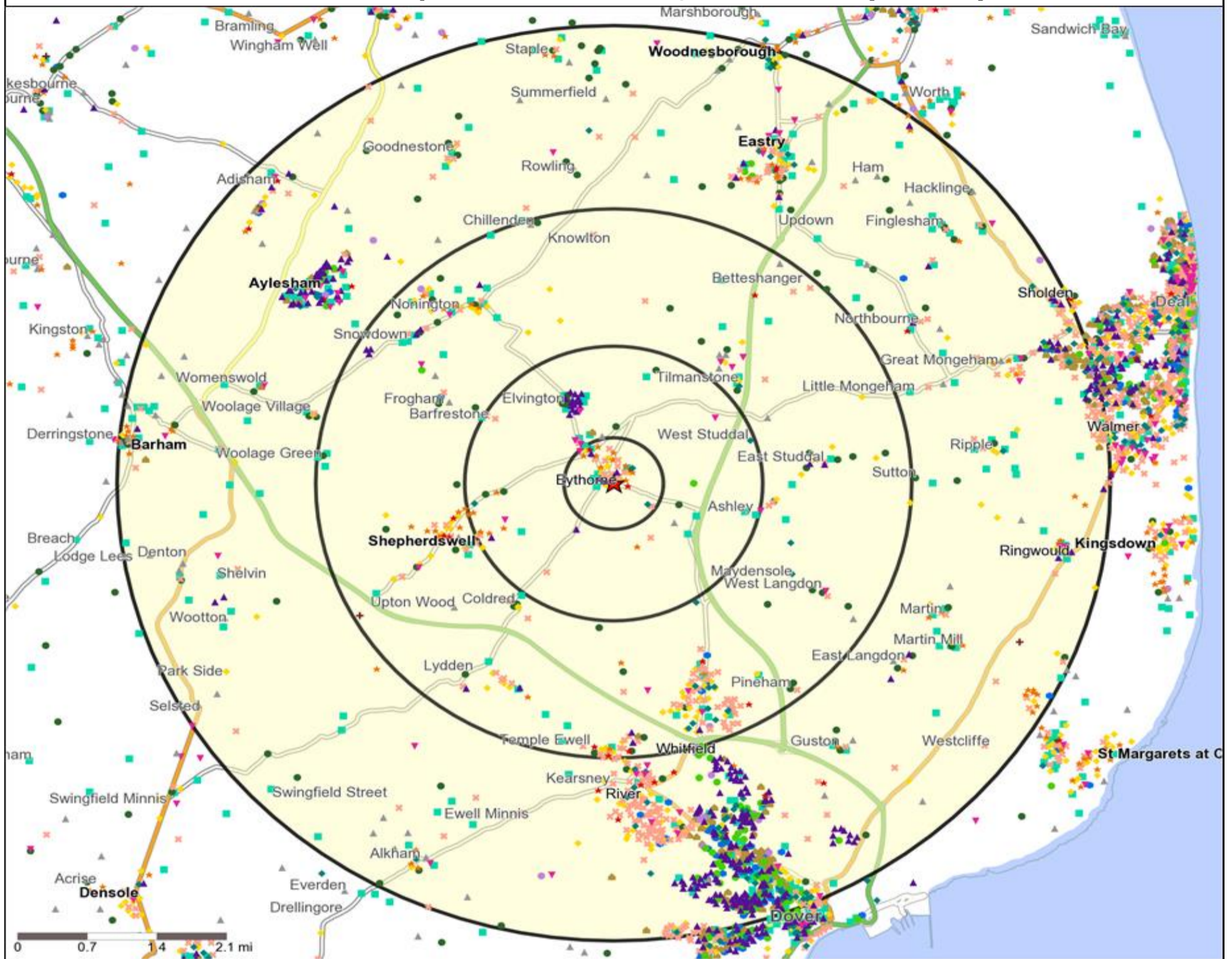
**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	1	1
C Country Living (18+)	121	156
D Rural Reality (18+)	933	1,205
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	62	66
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
<b>Adults 18+ estimate 2015</b>	<b>1,117</b>	<b>100</b>





### Occasions Map and Data: CROWN, EYETHORNE (122943)



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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	66	166	624	3,644	5,523	99	110	108	108	111
02 Early Doors	56	129	552	3,279	5,038	100	102	114	116	121
03 Everyday is Friday	58	123	426	2,690	3,897	122	115	103	111	110
04 Weekend Millionaires	47	148	416	4,017	5,415	68	96	70	115	106
05 Out On The Town	35	70	363	3,155	4,403	53	47	63	94	89
06 Business and Pleasure	26	60	227	1,314	1,870	76	78	76	76	73
07 Sporting Pints	23	79	227	2,880	3,826	31	48	36	78	70
08 Student Social	39	104	382	1,478	2,170	126	149	142	94	94
09 Leisurely Lunch	74	174	675	3,336	5,149	114	119	120	101	106
10 Wining and Dining	98	181	823	3,496	5,472	132	109	128	93	99
11 Household Outing	37	95	359	3,083	4,375	63	72	71	104	100
12 Midweek Meal Deal	65	135	420	2,277	3,122	197	182	147	136	127
13 Date Night	84	161	748	2,562	4,254	160	136	164	96	109
14 Birthday Treat	77	146	541	2,428	3,711	147	123	119	91	95
15 Pre Show Meal	12	24	137	790	1,211	66	59	87	86	90
<b>Number of Occasions</b>	<b>797</b>	<b>1,795</b>	<b>6,920</b>	<b>40,429</b>	<b>59,436</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: CROWN, EYETHORNE (122943)



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

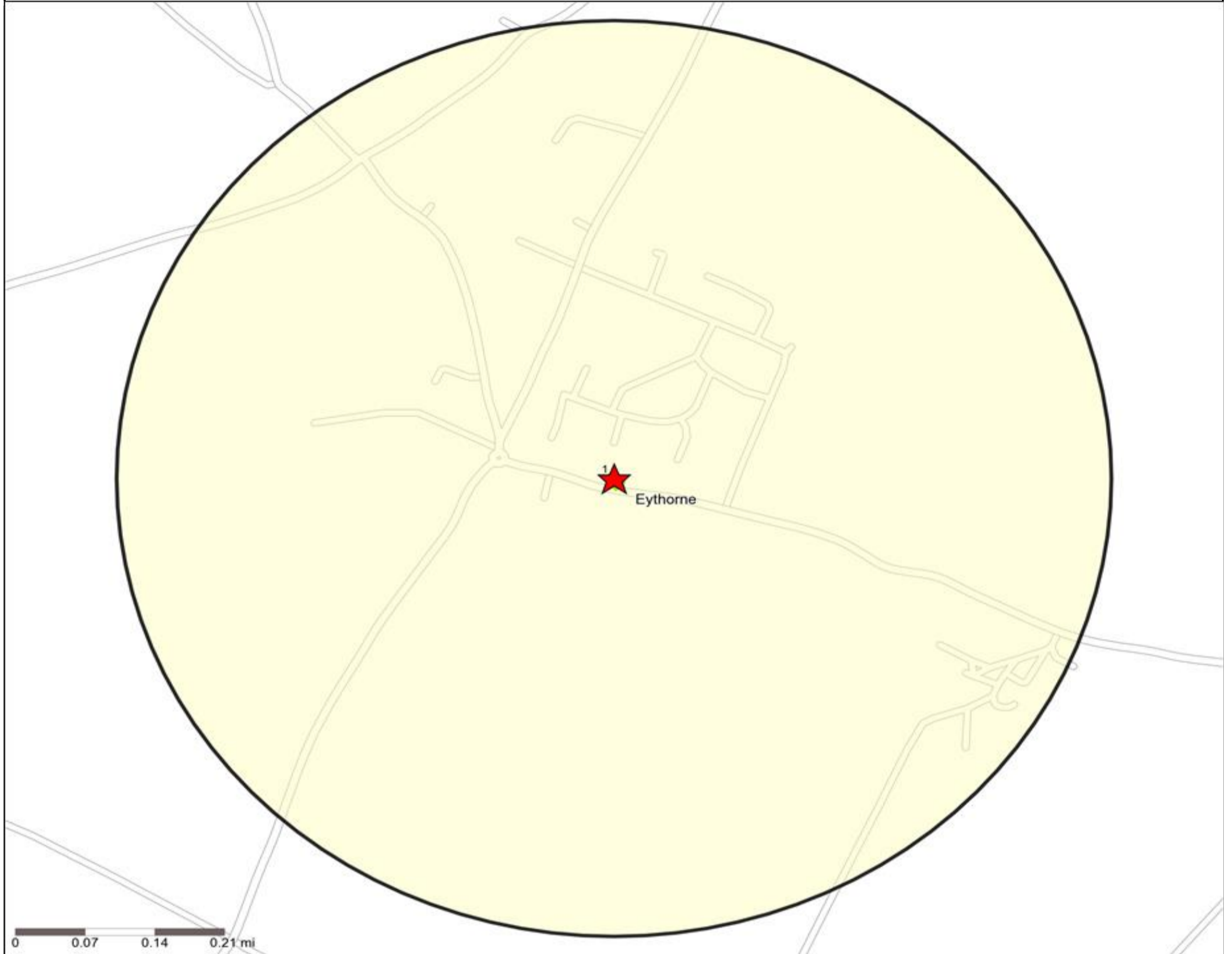
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### 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	0	0
Circuit Bar	0	0	2	5
Community Local	0	0	5	32
Dry Led	0	0	2	10
Branded Food Pub	0	0	0	1
Rural	1	1	2	2
Other	0	1	6	47
<b>Total</b>	<b>1</b>	<b>2</b>	<b>17</b>	<b>97</b>



**Competition Map and Data: CROWN, EYETHORNE (122943)**



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	0
Branded Food Pub	0
Rural	1
Other	0
<b>Total</b>	<b>1</b>



## Local Competition: CROWN, EYETHORNE (122943)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CROWN, EYETHORNE	THE STREET, DOVER, CT15 4BG	Punch Taverns	CT15 4BG	Punch Taverns	0.00
1	Crown	The Street, Eythorne, Dover	Punch Pub Company	CT15 4BG	Rural Character	0.00
2	Tilmanstone Welfare Sports Club	Adelaide Road, Eythorne, Dover	Independent Free	CT15 4AN	Other	0.58
3	Carpenters Arms	The Green, Coldred, Dover	Independent Free	CT15 5AJ	Community Local	1.64
4	Bell Inn	Church Hill, Shepherdswell, Dover	Punch Pub Company	CT15 7LG	Community Local	1.67
5	Plough & Harrow	Dover Road, Tilmanstone, Deal	Shepherd Neame	CT14 0HX	Community Local	1.73
6	Bricklayers Arms	Cox Hill, Shepherdswell, Dover	Shepherd Neame	CT15 7NW	Rural Character	1.84
7	Oast Cottage	Cox Hill, Shepherdswell, Dover	Independent Free	CT15 7NQ	Other	2.00
8	Whitfield Club	14 Napchester Road, Whitfield, Dover	Independent Free	CT16 3JD	Other	2.38
9	Royal Oak	Holt Street, Nonington, Dover	Independent Free	CT15 4HT	Community Local	2.47
10	Nonington Cricket Club	Holt Street, Nonington, Dover	Independent Free	CT15 4HX	Other	2.53
11	Lydden Bell	81 Canterbury Road, Lydden, Dover	Punch Pub Company	CT15 7EX	Circuit Bar	2.69
12	Raj Mahal	4-6 Sandwich Road, Whitfield, Dover	Independent Free	CT16 3LG	Other	2.83
13	Archer	2 Sandwich Road, Whitfield, Dover	Brakspear	CT16 3LG	Dry Led	2.83
14	Ramada Hotel	Sandwich Road, Whitfield, Dover	Ramada Jarvis	CT16 3LF	Other	2.84
15	Two Sawyers	Woolage Green, Canterbury	Independent Free	CT 4 6SE	Circuit Bar	2.91
16	Fox	14 High Street, Temple Ewell, Dover	Enterprise Inns	CT16 3DU	Community Local	2.94
17	Griffins Head	Chillenden, Canterbury	Shepherd Neame	CT 3 1PS	Dry Led	2.95
18	Kittiwake	Gordon Road, Whitfield, Dover	Marston's	CT16 2ES	Community Local	3.08
19	Sutton Vale By Dover	Vale Road, Sutton, Dover	Independent Free	CT15 5DH	Other	3.21
20	Railway Bell	120 London Road, River, Dover	Enterprise Inns	CT16 3AD	Dry Led	3.22
21	Dover Harbour Board Sports & Social Club	Old Park, Whitfield, Dover	Independent Free	CT16 2HQ	Other	3.25
22	Kearsney Bowling Club	160 Lower Road, River, Dover	Independent Free	CT17 0RL	Other	3.27
23	Dublin Man Of War	110 Lower Road, River, Dover	Enterprise Inns	CT17 0RW	Community Local	3.36
24	Aylesham & Snowdown Welfare Bowling Club	Spinney Lane, Aylesham, Canterbury	Independent Free	CT 3 3AF	Other	3.39
25	Snowdown Colliery Welfare Club & Institute	Dorman Avenue South, Aylesham, Canterbury	Independent Free	CT 3 3AD	Other	3.48
26	East Langdon Cricket Club	Guston Road, East Langdon, Dover	Independent Free	CT15 5JE	Other	3.52
27	Old Lantern Inn	The Street, Martin, Dover	Independent Free	CT15 5JL	Dry Led	3.52
28	Aylesham Sportsman Club	54 Burgess Road, Aylesham, Canterbury	Independent Free	CT 3 3AU	Other	3.55
29	Hare & Hounds	The Street, Northbourne, Deal	Unknown	CT14 0LG	Community Local	3.56
30	Old Coach House	Dover Road, Barham, Canterbury	Independent Free	CT 4 6SA	Other	3.56