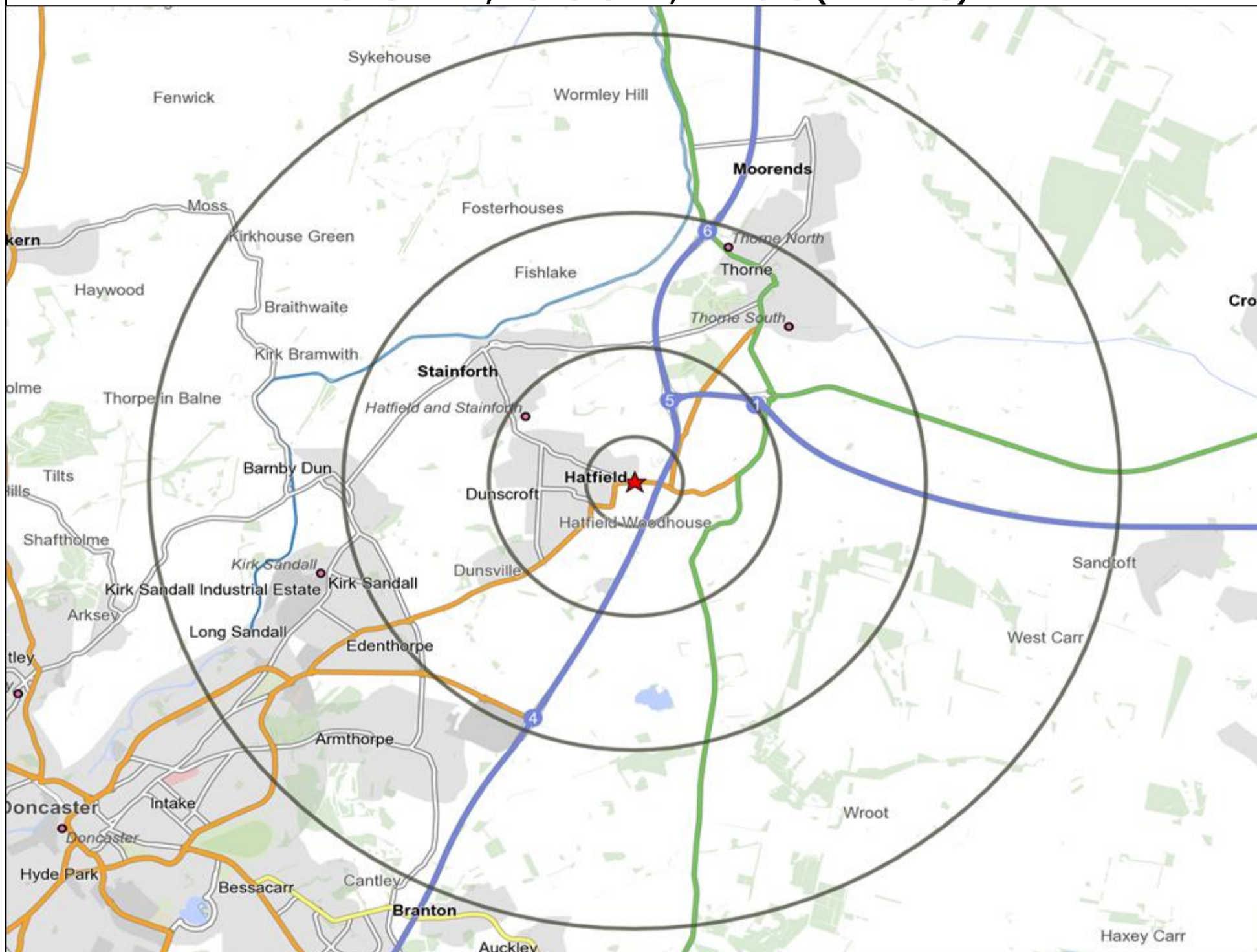




**Customer Profile Report for BAY HORSE INN, HATFIELD (Punch Outlet Number: 201514)  
HIGH STREET, DONCASTER, DN7 6RS (DN 7 6RS)**



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

★ 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	406	2,505	6,701	14,088	19,989	75	97	93	98	100
16-17	73	318	871	1,646	2,448	109	100	98	92	99
18-24	199	1,030	3,323	6,206	8,747	76	83	96	89	91
25-34	343	1,689	5,115	10,169	14,413	87	90	98	97	99
35-44	342	1,614	4,652	9,111	12,842	94	93	96	93	95
45-54	447	2,022	5,456	11,012	15,240	110	104	101	101	101
55-64	409	1,773	4,736	9,639	12,974	126	114	109	111	108
65+	657	2,761	7,398	15,096	19,377	127	112	107	109	101
<b>Population estimate 2015</b>	<b>2,876</b>	<b>13,712</b>	<b>38,252</b>	<b>76,967</b>	<b>106,030</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

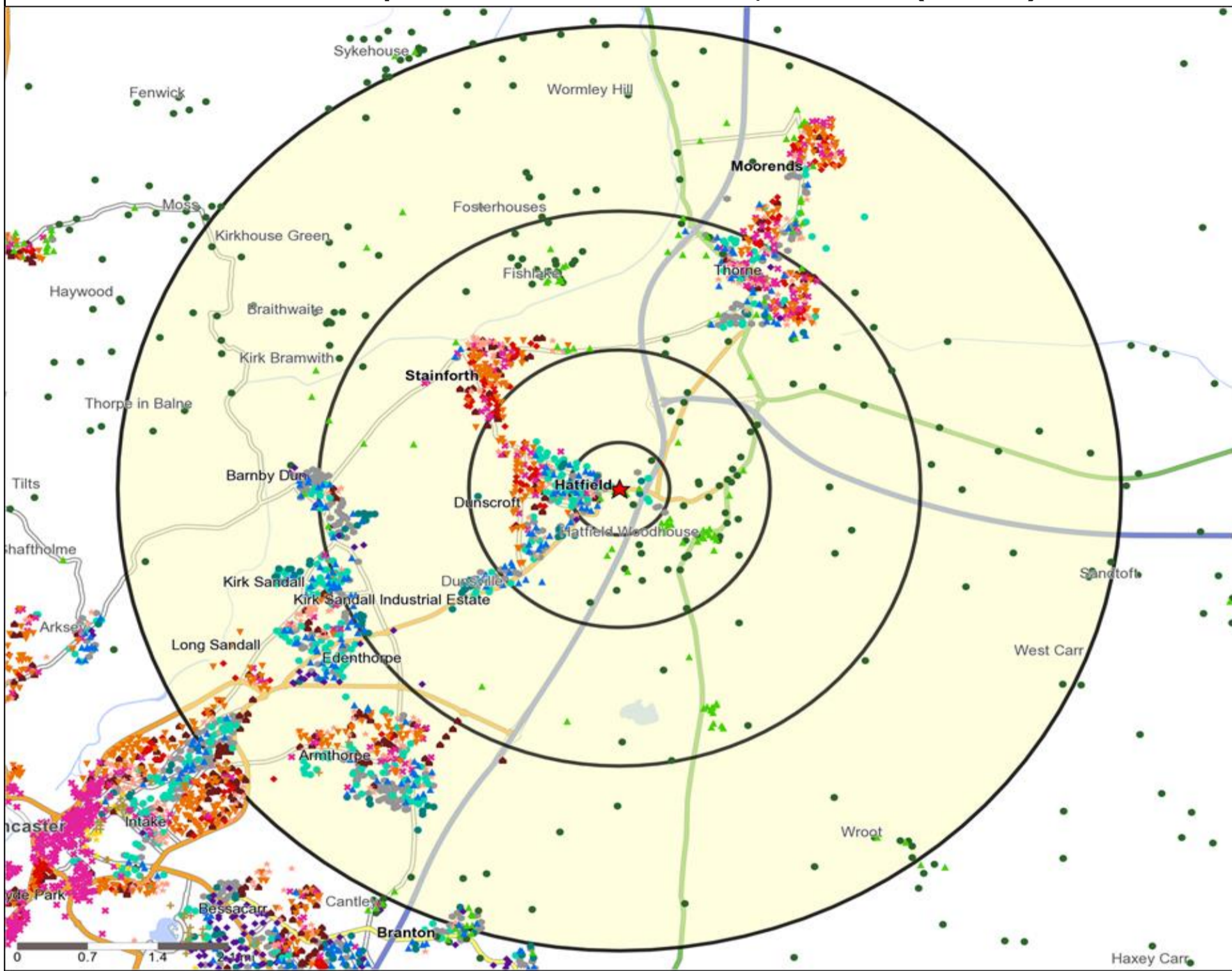
**Ethnicity - Census 2011**

	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	2,782	13,243	36,322	73,448	99,116	98%	98%	96%	97%	95%
Mixed / Multiple Ethnic Groups	7	88	367	693	1,167	0%	1%	1%	1%	1%
Asian / Asian British	25	146	574	1,056	2,715	1%	1%	2%	1%	3%
Black / African / Caribbean / Black British	3	45	249	436	829	0%	0%	1%	1%	1%
Other Ethnic Group	9	35	160	339	594	0%	0%	0%	0%	1%
<b>All People (Ethnic Group)</b>	<b>2,826</b>	<b>13,557</b>	<b>37,672</b>	<b>75,972</b>	<b>104,421</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: BAY HORSE INN, HATFIELD (201514)**



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- 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

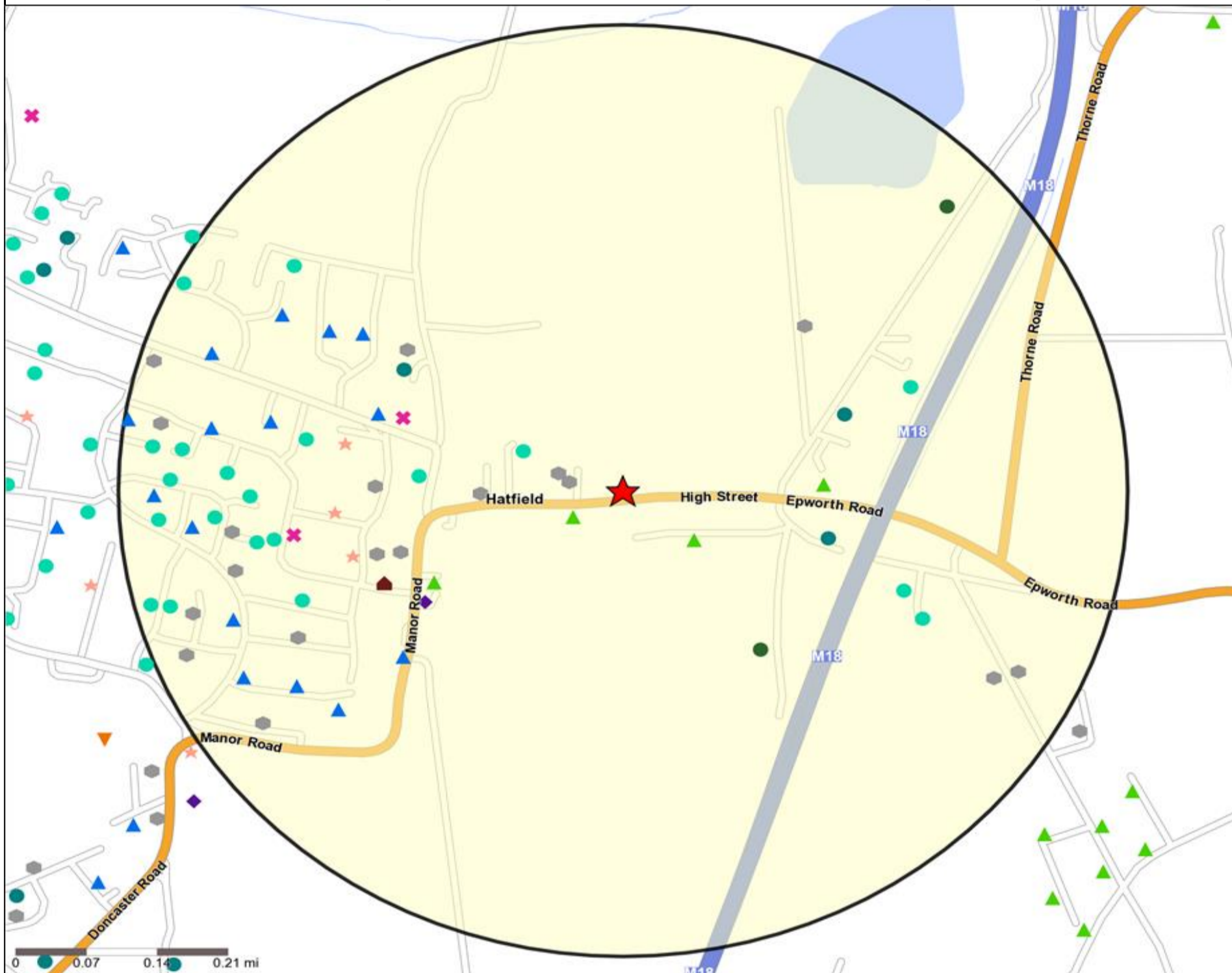
**Mosaic UK Data Table (Residential)**

	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
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	28	31	124	606	1,064	16	4	6	14	18
<b>C Country Living (18+)</b>	33	471	1,024	1,940	2,577	20	64	52	47	46
<b>D Rural Reality (18+)</b>	144	673	1,690	2,628	4,894	88	91	86	64	87
<b>E Senior Security (18+)</b>	356	1,273	3,725	8,546	10,102	186	147	161	178	153
<b>F Suburban Stability (18+)</b>	595	1,423	2,854	5,855	6,541	413	219	164	163	132
<b>G Domestic Success (18+)</b>	164	355	1,639	2,628	3,931	83	40	69	53	58
<b>H Aspiring Homemakers (18+)</b>	843	2,228	3,859	9,303	11,228	393	230	149	173	152
<b>I Family Basics (18+)</b>	0	1,621	3,744	8,000	12,524	0	211	182	188	213
<b>J Transient Renters (18+)</b>	57	594	2,684	4,995	8,586	42	97	164	147	183
<b>K Municipal Challenge (18+)</b>	0	948	2,919	4,512	5,641	0	151	175	130	118
<b>L Vintage Value (18+)</b>	17	359	1,610	3,868	5,552	11	54	90	104	109
<b>M Modest Traditions (18+)</b>	121	651	2,477	5,630	7,647	108	129	183	201	198
<b>N Urban Cohesion (18+)</b>	0	0	0	0	218	0	0	0	0	5
<b>O Rental Hubs (18+)</b>	0	26	79	444	772	0	3	4	10	12
<b>Adults 18+ estimate 2015</b>	<b>2,358</b>	<b>10,653</b>	<b>28,428</b>	<b>58,955</b>	<b>81,277</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





Mosaic UK Map and Data: BAY HORSE INN, HATFIELD (201514)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- ★ 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

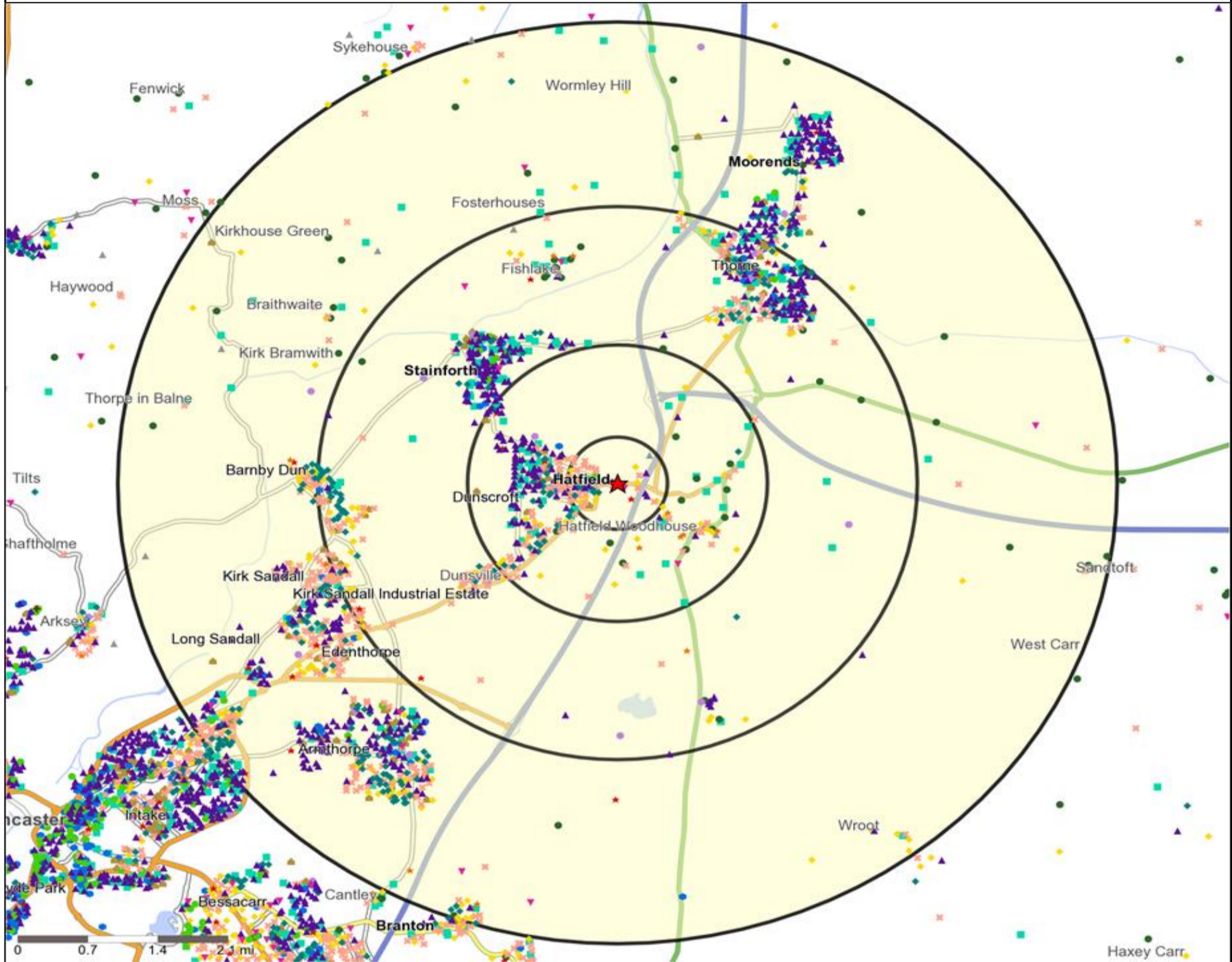
**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	28	16
C Country Living (18+)	33	20
D Rural Reality (18+)	144	88
E Senior Security (18+)	356	186
F Suburban Stability (18+)	595	413
G Domestic Success (18+)	164	83
H Aspiring Homemakers (18+)	843	393
I Family Basics (18+)	0	0
J Transient Renters (18+)	57	42
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	17	11
M Modest Traditions (18+)	121	108
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>2,358</b>	<b>100</b>





**Occasions Map and Data: BAY HORSE INN, HATFIELD (201514)**



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- ★ 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

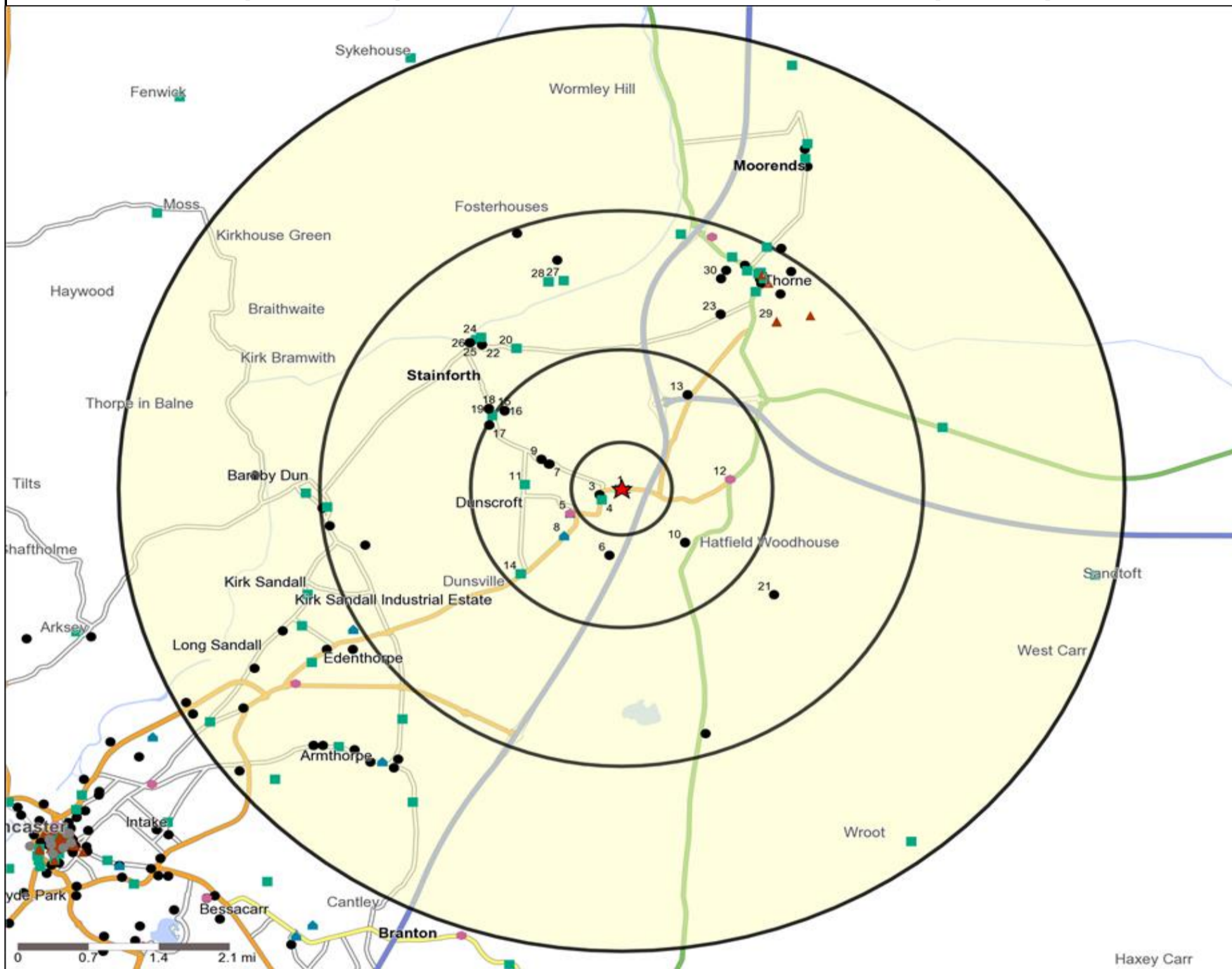
**Occasions Data Table**

	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	135	938	2,707	5,334	7,419	81	114	121	113	113
02 Early Doors	178	988	2,769	5,841	7,358	128	143	148	148	134
03 Everyday is Friday	127	612	1,661	3,527	4,880	107	104	104	105	104
04 Weekend Millionaires	190	1,142	3,099	6,639	9,501	111	135	135	137	141
05 Out On The Town	150	790	2,225	4,796	7,124	91	97	101	103	110
06 Business and Pleasure	46	216	568	1,215	1,838	54	51	50	50	55
07 Sporting Pints	96	602	1,684	3,599	5,631	53	67	69	70	79
08 Student Social	67	237	611	1,276	1,779	87	62	59	58	59
09 Leisurely Lunch	164	781	2,137	4,419	5,985	101	97	98	96	94
10 Wining and Dining	235	861	2,103	4,575	6,069	128	94	85	88	84
11 Household Outing	155	813	2,177	4,696	6,439	106	112	111	114	112
12 Midweek Meal Deal	91	510	1,369	2,745	4,082	111	125	124	118	126
13 Date Night	171	576	1,432	3,171	4,181	131	89	82	86	81
14 Birthday Treat	130	578	1,627	3,369	4,596	100	89	93	91	89
15 Pre Show Meal	47	190	447	1,012	1,374	105	85	74	79	77
<b>Number of Occasions</b>	<b>1,982</b>	<b>9,834</b>	<b>26,616</b>	<b>56,214</b>	<b>78,256</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: BAY HORSE INN, HATFIELD (201514)



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

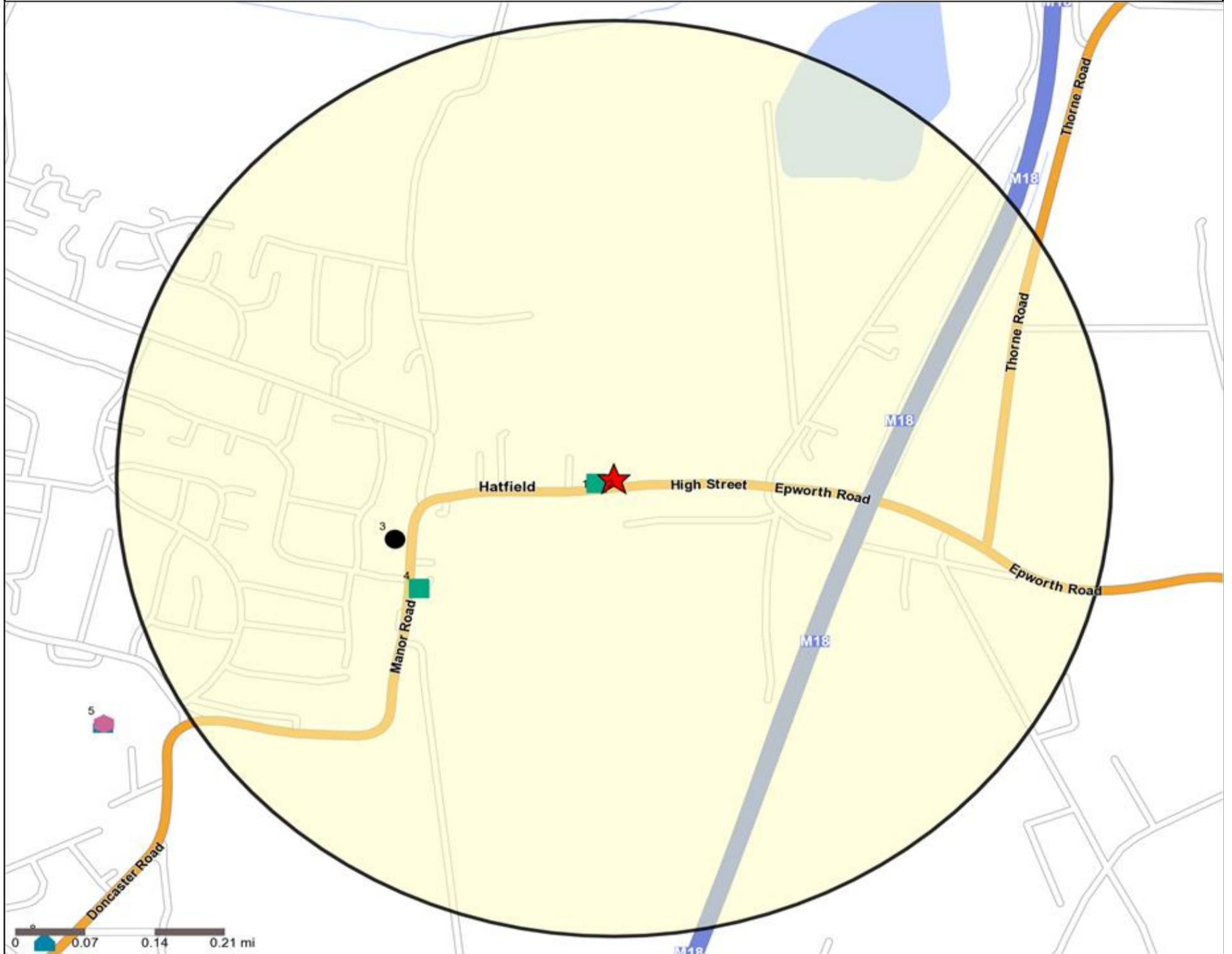
- ★ Location
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

#### 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	0	1
Circuit Bar	0	0	4	4
Community Local	3	5	19	32
Dry Led	0	1	1	3
Branded Food Pub	0	2	3	4
Rural	0	0	0	0
Other	1	9	30	54
<b>Total</b>	<b>4</b>	<b>17</b>	<b>57</b>	<b>98</b>



## Competition Map and Data: BAY HORSE INN, HATFIELD (201514)



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	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	1
<b>Total</b>	<b>4</b>



## Local Competition: BAY HORSE INN, HATFIELD (201514)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BAY HORSE INN, HATFIELD	HIGH STREET, DONCASTER, DN7 6RS	Punch Taverns	DN 7 6RS	Punch Taverns	0.00
1	Ingram Arms	High Street, Hatfield, Doncaster	Independent Free	DN 7 6RS	Community Local	0.02
2	Bay Horse	9 High Street, Hatfield, Doncaster	Punch Pub Company	DN 7 6RS	Community Local	0.02
3	Fortune Cantonese Restaurant	Manor Road, Hatfield, Doncaster	Independent Free	DN 7 6SB	Other	0.23
4	Blue Bell	11 Manor Road, Hatfield, Doncaster	Marston's	DN 7 6SA	Community Local	0.23
5	Hatfields	Ash Hill Road, Hatfield, Doncaster	Marston's	DN 7 6JH	Branded Food	0.58
6	Hatfield Town Cricket Club	Carr Side Lane, Hatfield, Doncaster	Independent Free	DN 7 6BG	Other	0.73
7	Dunscroft Welfare Club	Station Road, Dunscroft, Doncaster	Independent Free	DN 7 4JS	Other	0.76
8	Hatfield Chace	Doncaster Road, Hatfield, Doncaster	Enterprise Inns	DN 7 6AD	Dry Led	0.76
9	Dunscroft Social Working Mens Club & Institute	200 Station Road, Dunscroft, Doncaster	Independent Free	DN 7 4JR	Other	0.86
10	Hatfield Woodhouse Working Mens Club	1 Main Street, Hatfield Woodhouse, Doncaster	Independent Free	DN 7 6NE	Other	0.86
11	Broadway Hotel	Broadway, Dunscroft, Doncaster	Enterprise Inns	DN 7 4HB	Community Local	0.96
12	Green Tree Inn	Tudworth Road, Hatfield, Doncaster	Mitchells & Butlers	DN 7 6NL	Branded Food	1.08
13	Kingswood Golf Centre	Thorne Road, Hatfield, Doncaster	Independent Free	DN 7 6EP	Other	1.21
14	Flarepath	7 High Street, Dunsville, Doncaster	Wellington	DN 7 4BP	Community Local	1.36
15	Hatfield Main Club	133 East Lane, Stainforth, Doncaster	Independent Free	DN 7 5HF	Other	1.43
16	Arches	East Lane, Stainforth, Doncaster	Independent Free	DN 7 5HF	Other	1.43
17	Meadow Court Greyhound Stadium	Station Road, Stainforth, Doncaster	Independent Free	DN 7 5HS	Other	1.48
18	Mumbai	16 Station Road, Stainforth, Doncaster	Independent Free	DN 7 5QA	Other	1.58
19	Waverley Social Club	Station Road, Stainforth, Doncaster	Independent Free	DN 7 5QA	Other	1.58
20	Harvesters	Thorne Road, Stainforth, Doncaster	Enterprise Inns	DN 7 5BL	Community Local	1.84
21	Woodhouse Grange Fishery	Moor Dike Road, Hatfield Woodhouse, Doncaster	Independent Free	DN 7 6DU	Other	1.90
22	Stainforth Central Club	Silver Street, Stainforth, Doncaster	Independent Free	DN 7 5AJ	Other	2.08
23	Thorne Golf Club	86 Kirton Lane, Thorne, Doncaster	Independent Free	DN 8 5RJ	Other	2.12
24	New Inn	South Bank, Stainforth, Doncaster	Punch Pub Company	DN 7 5AW	Community Local	2.15
25	Old Club	Hall Road, Stainforth, Doncaster	Independent Free	DN 7 5JD	Other	2.18
26	Stainforth Working Mens Club	Hall Road, Stainforth, Doncaster	Independent Free	DN 7 5JD	Other	2.18
27	Hare & Hounds	Church Street, Fishlake, Doncaster	Independent Free	DN 7 5JN	Community Local	2.32
28	Old Anchor	Main Street, Fishlake, Doncaster	Independent Free	DN 7 5JH	Community Local	2.35
29	Victoria Inn	South End, Thorne, Doncaster	Enterprise Inns	DN 8 5QN	Circuit Bar	2.37
30	Thorne Marina	Lock Lane, Thorne, Doncaster	Independent Free	DN 8 5ER	Other	2.47