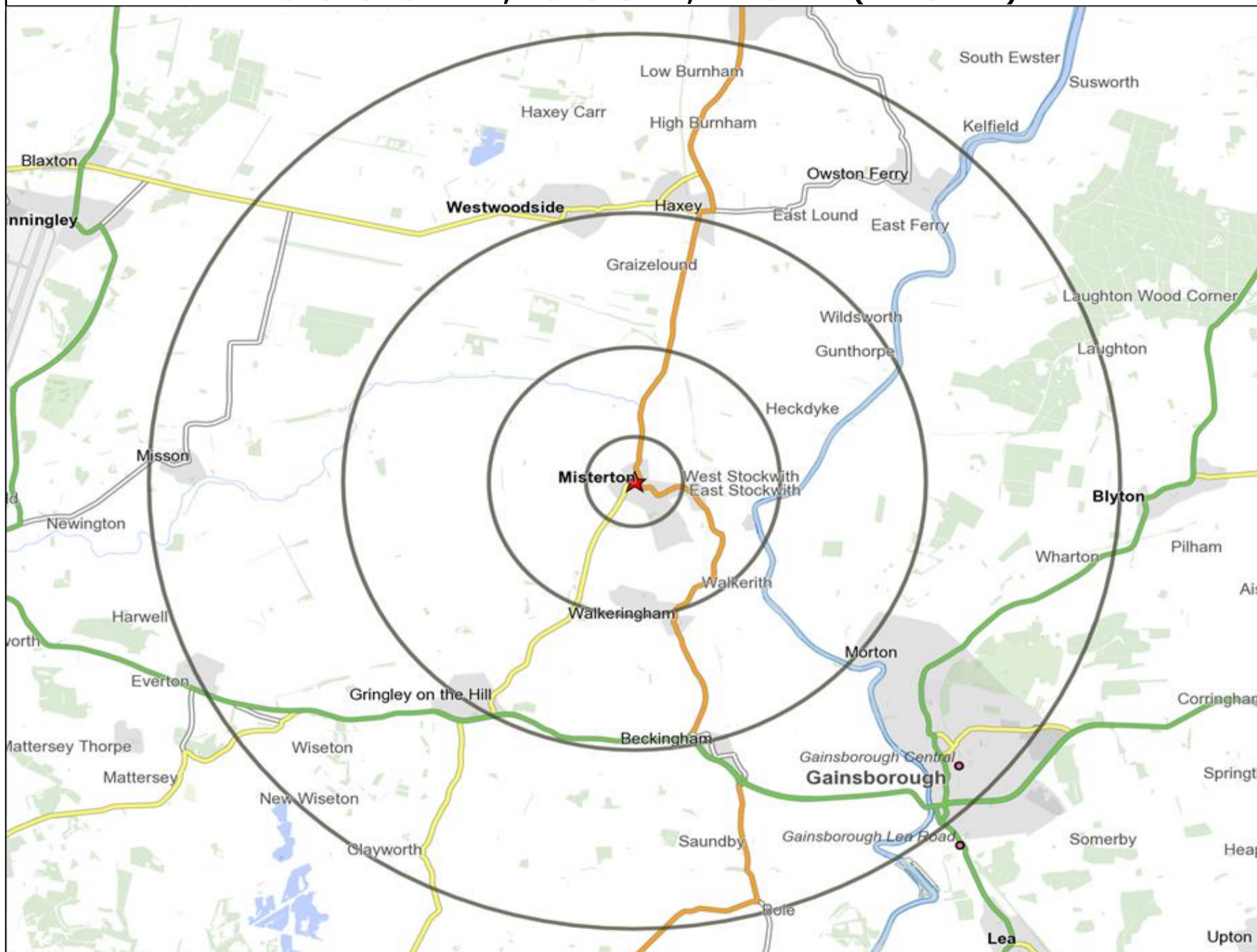




**Customer Profile Report for RED HART, DONCASTER (Punch Outlet Number: 300386)
2 CHURCH STREET, DONCASTER, DN10 4AH (DN10 4AH)**



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

Age Data Table

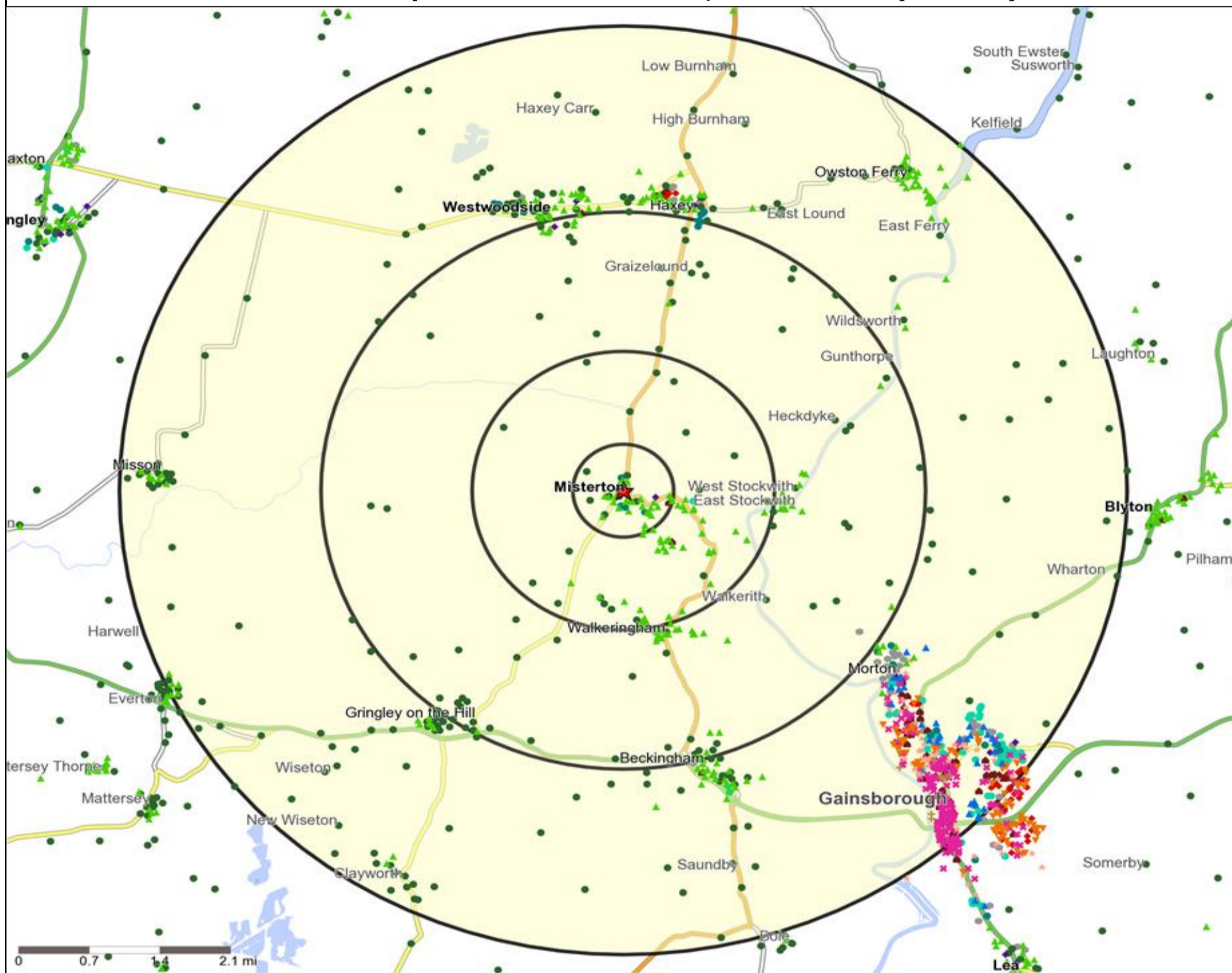
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	253	510	923	5,171	3,311	101	93	89	95	88
16-17	23	49	95	658	385	74	72	74	97	83
18-24	61	137	237	2,089	1,114	51	52	47	79	62
25-34	96	226	352	2,970	1,542	53	56	46	75	57
35-44	185	362	669	3,343	2,361	110	97	95	91	93
45-54	231	503	983	4,638	3,392	122	121	125	113	120
55-64	175	410	887	4,032	3,119	116	124	141	123	138
65+	306	732	1,399	6,148	4,718	128	139	140	118	131
Population estimate 2015	1,330	2,929	5,545	29,049	19,942	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	1,276	2,861	5,450	27,200	19,034	99%	99%	99%	98%	98%
Mixed / Multiple Ethnic Groups	4	6	13	175	91	0%	0%	0%	1%	0%
Asian / Asian British	3	5	16	198	101	0%	0%	0%	1%	1%
Black / African / Caribbean / Black British	1	3	9	83	68	0%	0%	0%	0%	0%
Other Ethnic Group	1	1	12	88	53	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,285	2,876	5,500	27,744	19,347	100	100	100	100	100



Mosaic UK Map and Data: RED HART, DONCASTER (300386)



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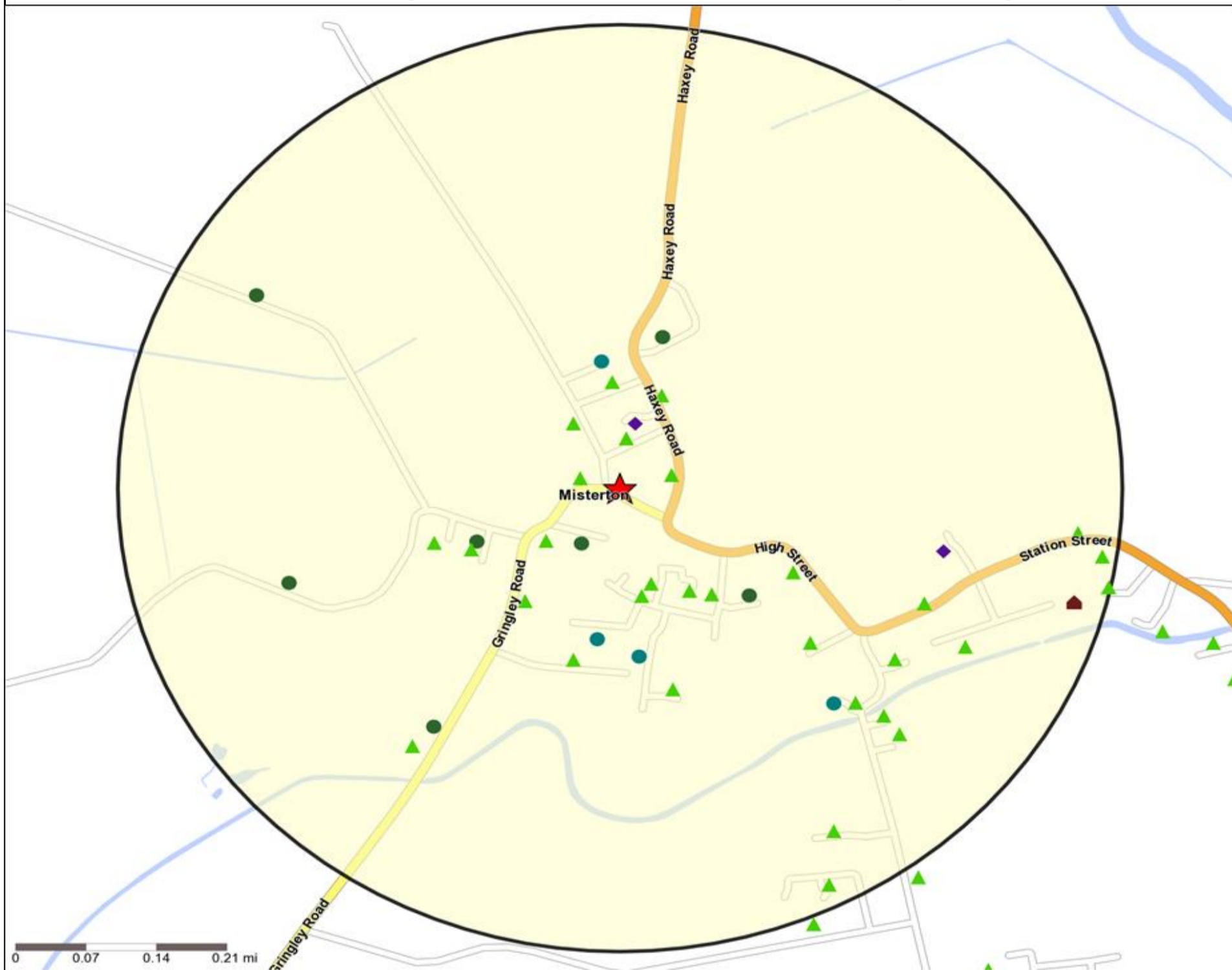
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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+)	16	21	50	159	320	21	12	15	9	27
C Country Living (18+)	148	314	1,373	4,159	5,005	202	191	436	258	444
D Rural Reality (18+)	794	1,918	2,814	6,199	7,334	1,087	1,167	897	385	651
E Senior Security (18+)	0	0	76	1,173	750	0	0	21	62	57
F Suburban Stability (18+)	0	0	3	819	27	0	0	1	58	3
G Domestic Success (18+)	53	56	149	478	620	60	28	39	24	45
H Aspiring Homemakers (18+)	17	22	24	1,548	143	18	10	6	73	10
I Family Basics (18+)	0	0	0	1,531	77	0	0	0	91	7
J Transient Renters (18+)	0	0	0	3,633	1,315	0	0	0	271	140
K Municipal Challenge (18+)	0	0	0	670	125	0	0	0	49	13
L Vintage Value (18+)	26	40	40	1,324	394	39	27	14	91	39
M Modest Traditions (18+)	0	0	0	1,251	10	0	0	0	113	1
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	276	126	0	0	0	15	10
Adults 18+ estimate 2015	1,054	2,371	4,529	23,220	16,246	100	100	100	100	100



Mosaic UK Map and Data: RED HART, DONCASTER (300386)



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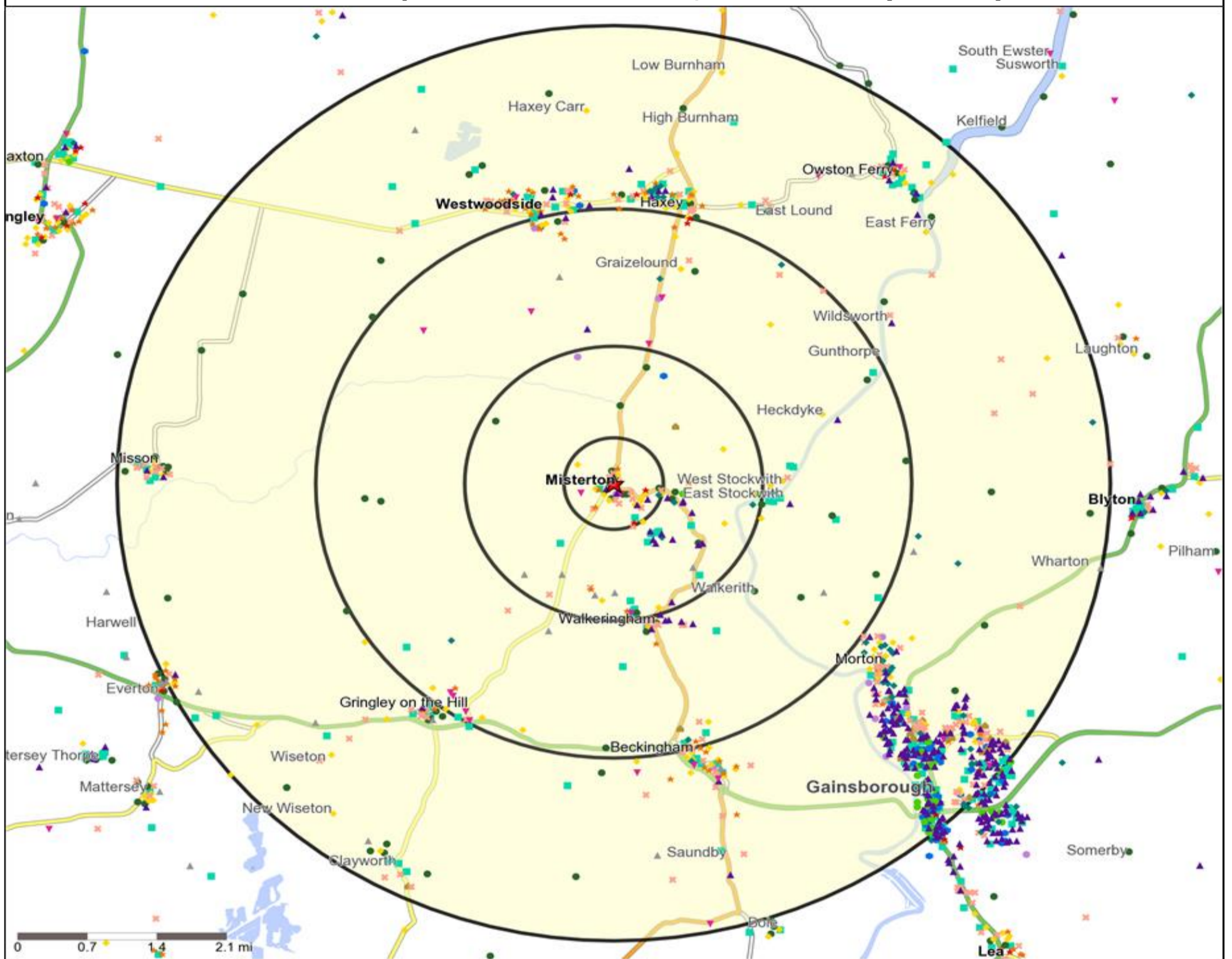
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	16	21
C Country Living (18+)	148	202
D Rural Reality (18+)	794	1,087
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	53	60
H Aspiring Homemakers (18+)	17	18
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	26	39
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,054	100



Occasions Map and Data: RED HART, DONCASTER (300386)



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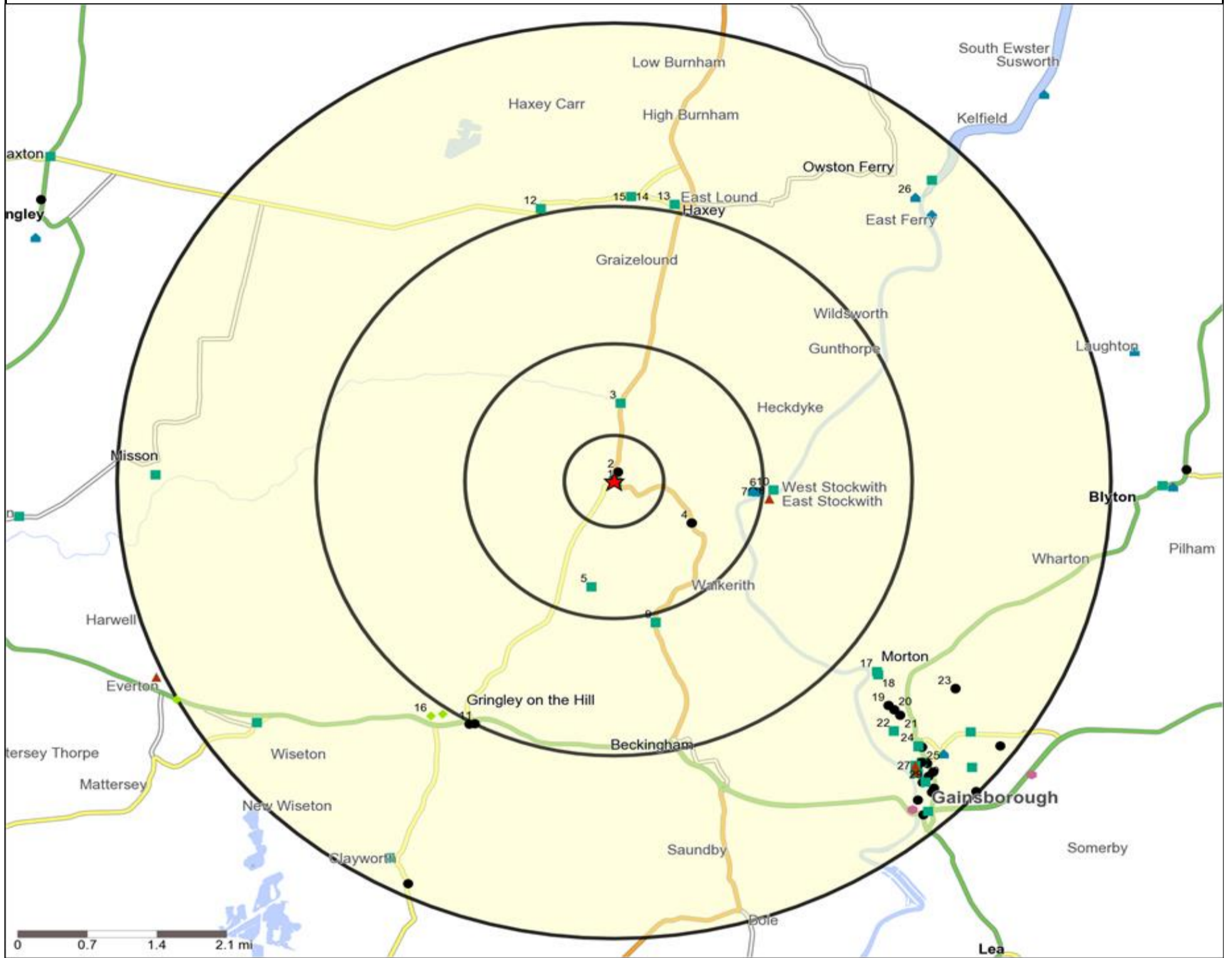
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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	55	148	289	1,994	1,175	97	114	117	123	120
02 Early Doors	54	132	241	1,650	943	114	122	117	121	115
03 Everyday is Friday	47	110	189	1,202	701	116	119	108	104	100
04 Weekend Millionaires	47	130	210	2,141	833	81	98	83	128	82
05 Out On The Town	22	43	86	1,520	616	39	33	35	94	63
06 Business and Pleasure	20	51	104	544	390	69	77	82	65	78
07 Sporting Pints	27	65	95	1,239	486	44	46	35	70	45
08 Student Social	50	101	198	714	667	191	168	174	95	147
09 Leisurely Lunch	66	155	306	1,620	1,155	120	123	128	102	121
10 Wining and Dining	72	154	308	1,563	1,173	115	107	113	87	108
11 Household Outing	21	50	91	1,158	433	42	44	42	81	50
12 Midweek Meal Deal	50	105	216	1,294	886	179	164	178	161	183
13 Date Night	70	152	324	1,266	1,177	158	149	167	99	152
14 Birthday Treat	63	128	239	1,200	918	142	126	123	94	119
15 Pre Show Meal	11	21	43	294	173	72	60	65	67	65
Number of Occasions	675	1,545	2,939	19,399	11,726	100	100	100	100	100



Competition Map and Data: RED HART, DONCASTER (300386)



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

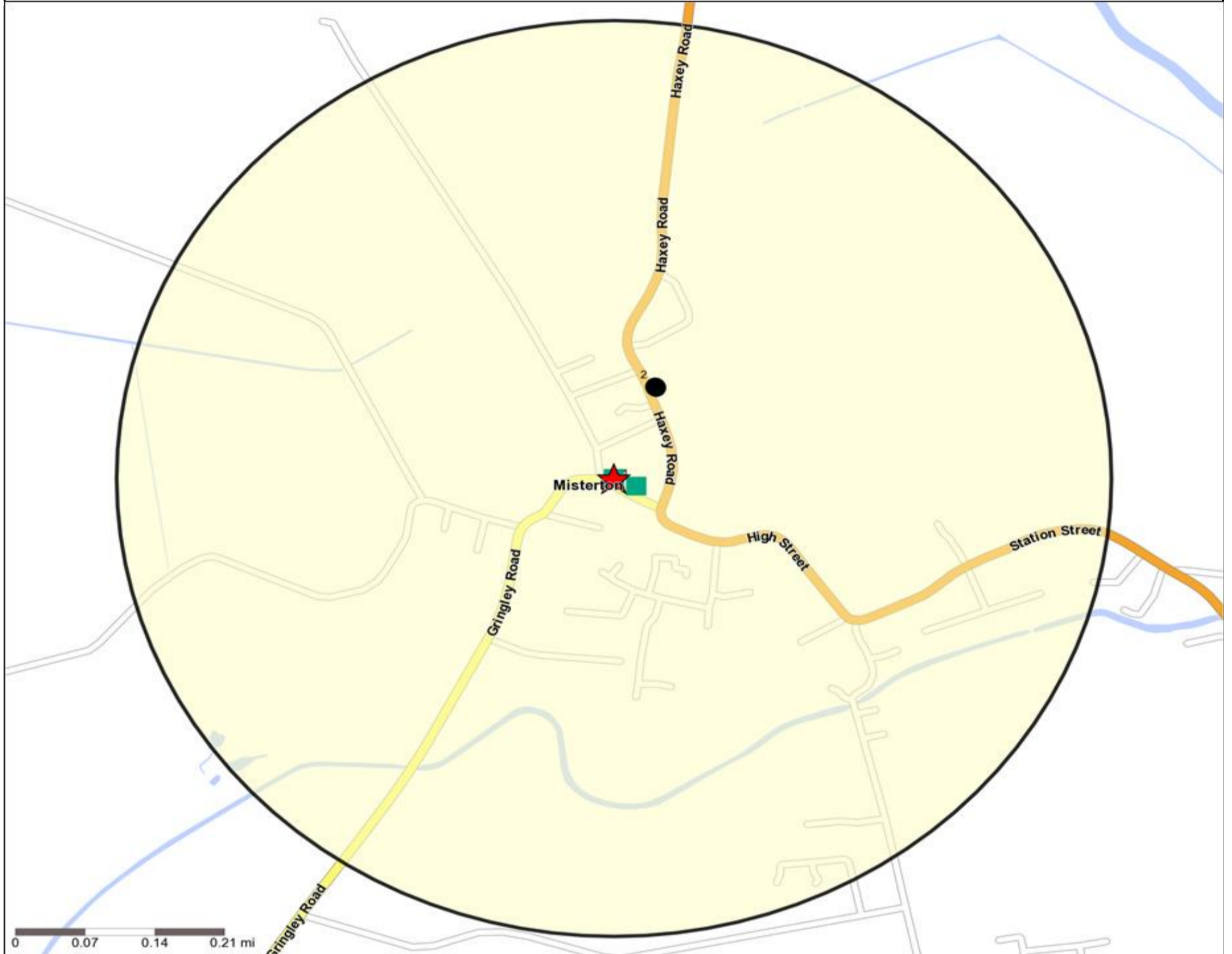


Competition Type Summary Table











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	1	4
Community Local	1	3	5	25
Dry Led	0	1	1	4
Branded Food Pub	0	0	0	1
Rural	0	0	0	2
Other	1	3	4	25
Total	2	7	11	61



Competition Map and Data: RED HART, DONCASTER (300386)



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



Local Competition: RED HART, DONCASTER (300386)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	RED HART, DONCASTER	2 CHURCH STREET, DONCASTER, DN10 4AH	Punch Taverns	DN10 4AH	Punch Taverns	0.00
1	Red Hart	2 Church Street, Misterton, Doncaster	Punch Pub Company	DN10 4AH	Community Local	0.02
2	Misterton Driving Range	Haxey Road, Misterton, Doncaster	Independent Free	DN10 4AD	Other	0.11
3	Gate Inn	Haxey Road, Misterton, Doncaster	Independent Free	DN10 4BA	Community Local	0.86
4	Misterton Sports & Social	Marsh Lane, Misterton, Doncaster	Independent Free	DN10 4DL	Other	0.91
5	Brickmakers Arms	Fountain Hill Road, Walkeringham, Doncaster	*Other Small Retail Groups	DN10 4LT	Community Local	1.18
6	West Stockwith Yacht Club	Canal Lane, West Stockwith, Doncaster	Independent Free	DN10 4ET	Other	1.40
7	Waterfront Inn	Canal Lane, West Stockwith, Doncaster	Enterprise Inns	DN10 4ET	Dry Led	1.40
8	Ferry House	27 Front Street, East Stockwith, Gainsborough	Independent Free	DN21 3DJ	Circuit Bar	1.58
9	Fox & Hounds	Stockwith Road, Walkeringham, Doncaster	Punch Pub Company	DN10 4JD	Community Local	1.60
10	White Hart	Main Street, West Stockwith, Doncaster	Independent Free	DN10 4EY	Community Local	1.61
11	Secret Garden	Lancaster Road, Gringley-On-The-Hill, Doncaster	Independent Free	DN10 4RL	Other	3.00
12	Carpenters Arms	21 Newbigg, Westwoodside, Doncaster	Independent Free	DN 9 2AT	Community Local	3.07
13	Kings Arms	18 Low Street, Haxey, Doncaster	Pub People Co Ltd	DN 9 2LA	Community Local	3.08
14	Duke Of William Hotel	27 Church Street, Haxey, Doncaster	Independent Free	DN 9 2HY	Community Local	3.11
15	Loco Bar	31 Church Street, Haxey, Doncaster	Independent Free	DN 9 2HY	Dry Led	3.11
16	Blue Bell Inn	High Street, Gringley-On-The-Hill, Doncaster	Enterprise Inns	DN10 4RT	Rural Character	3.16
17	Crooked Billet Inn	1 Crooked Billet Street, Morton, Gainsborough	Enterprise Inns	DN21 3AG	Community Local	3.37
18	Ship Inn	32 Front Street, Morton, Gainsborough	Admiral Taverns Ltd	DN21 3AE	Community Local	3.40
19	Gainsborough Liberal Club	370 Ropery Road, Gainsborough	Independent Free	DN21 2TS	Other	3.69
20	Masonic Club	32 North Marsh Road, Gainsborough	Independent Free	DN21 2RR	Other	3.77
21	Gainsboro & District Cons	51 Melrose Road, Gainsborough	Independent Free	DN21 2SA	Other	3.85
22	Ropery Inn	202 Ropery Road, Gainsborough	Independent Free	DN21 2NT	Community Local	3.92
23	Gainsborough Golf Club	The Belt Road, Gainsborough	Independent Free	DN21 1PZ	Other	4.12
24	Elm Cottage Inn	138 Church Street, Gainsborough	Punch Pub Company	DN21 2JU	Community Local	4.21
25	Gainsborough Trinity Football Club	Northolme, Gainsborough	Independent Free	DN21 2QW	Other	4.25
26	Crooked Billet Inn	Silver Street, Owston Ferry, Doncaster	Punch Pub Company	DN 9 1RN	Dry Led	4.34
27	Xtra	25 Lord Street, Gainsborough	Marston's	DN21 2DD	Circuit Bar	4.34
28	Lords Inn	35 Lord Street, Gainsborough	Independent Free	DN21 2DD	Community Local	4.34
29	R Bar	3 Lord Street, Gainsborough	Independent Free	DN21 2DD	Community Local	4.34
30	Meghana	12 Church Street, Gainsborough	Independent Free	DN21 2JH	Other	4.36