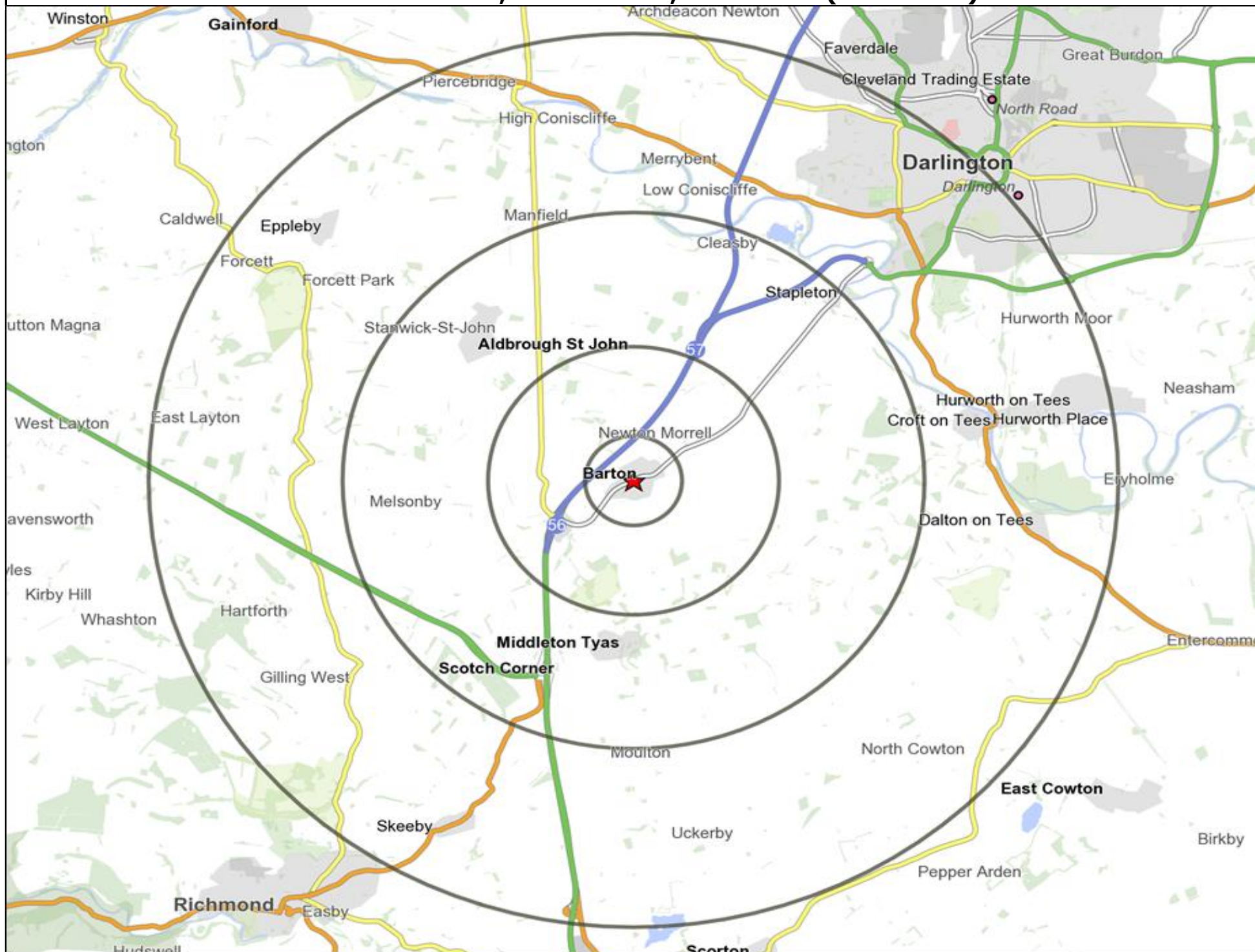




**Customer Profile Report for HALF MOON INN, RICHMOND (Punch Outlet Number: 200033)  
SILVER STREET, RICHMOND, DL10 6JH (DL10 6JH)**



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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	106	139	459	6,305	17,507	76	78	75	91	98
16-17	17	21	58	851	2,380	99	95	76	99	108
18-24	28	35	121	2,147	7,290	42	41	41	64	85
25-34	66	82	250	3,303	11,842	65	63	56	65	91
35-44	71	94	330	4,308	11,539	76	78	80	92	96
45-54	98	133	596	5,752	13,788	93	99	129	109	102
55-64	143	186	590	5,064	11,155	171	173	160	121	104
65+	211	260	861	9,349	19,463	158	152	146	140	114
Population estimate 2015	740	950	3,265	37,079	94,964	100	100	100	100	100

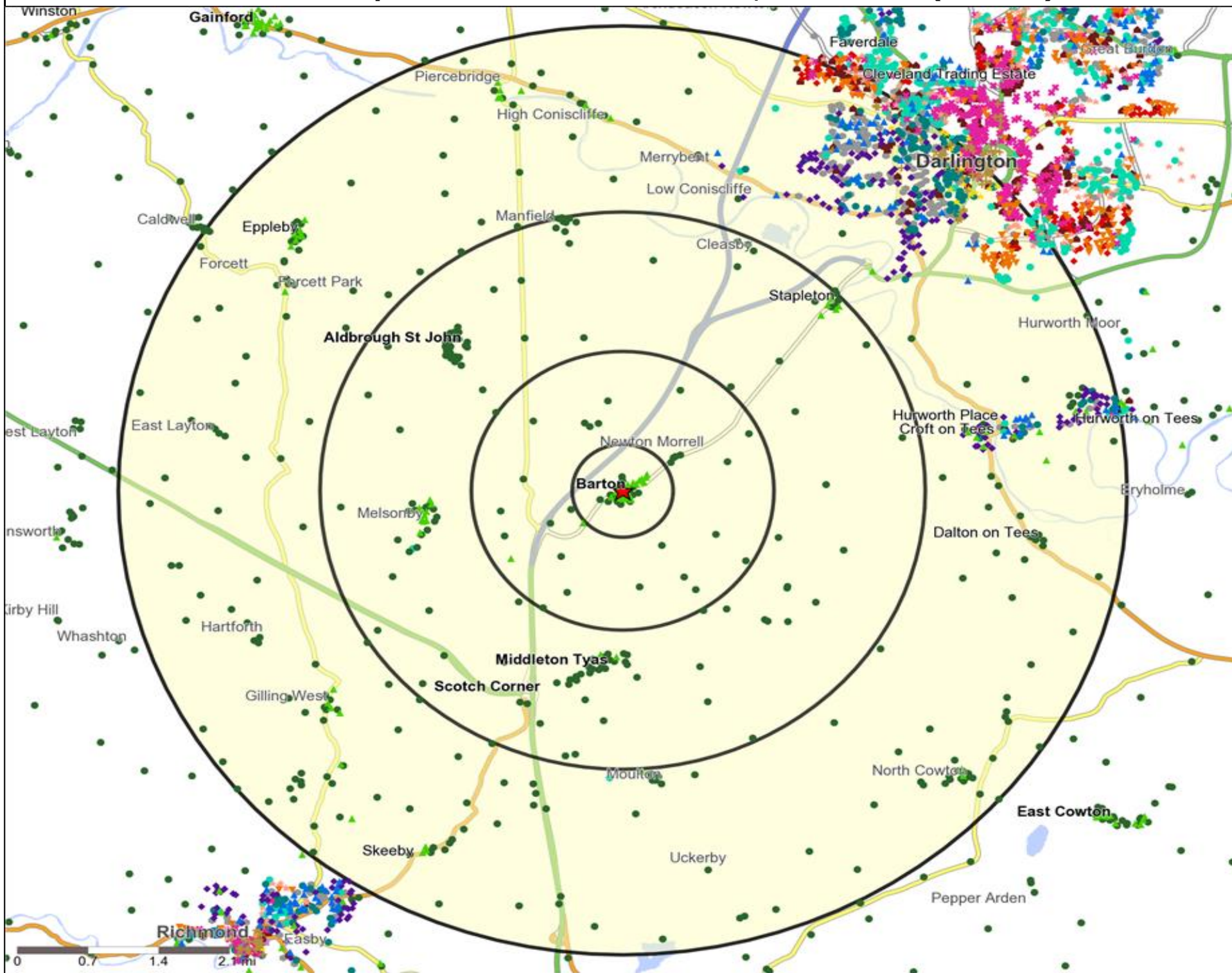
**Ethnicity - Census 2011**

	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	748	948	3,214	35,746	89,980	99%	99%	98%	97%	96%
Mixed / Multiple Ethnic Groups	6	8	15	353	930	1%	1%	0%	1%	1%
Asian / Asian British	1	1	14	553	1,997	0%	0%	0%	1%	2%
Black / African / Caribbean / Black British	1	2	9	81	361	0%	0%	0%	0%	0%
Other Ethnic Group	1	1	14	157	520	0%	0%	0%	0%	1%
All People (Ethnic Group)	757	960	3,266	36,890	93,788	100	100	100	100	100





**Mosaic UK Map and Data: HALF MOON INN, RICHMOND (200033)**



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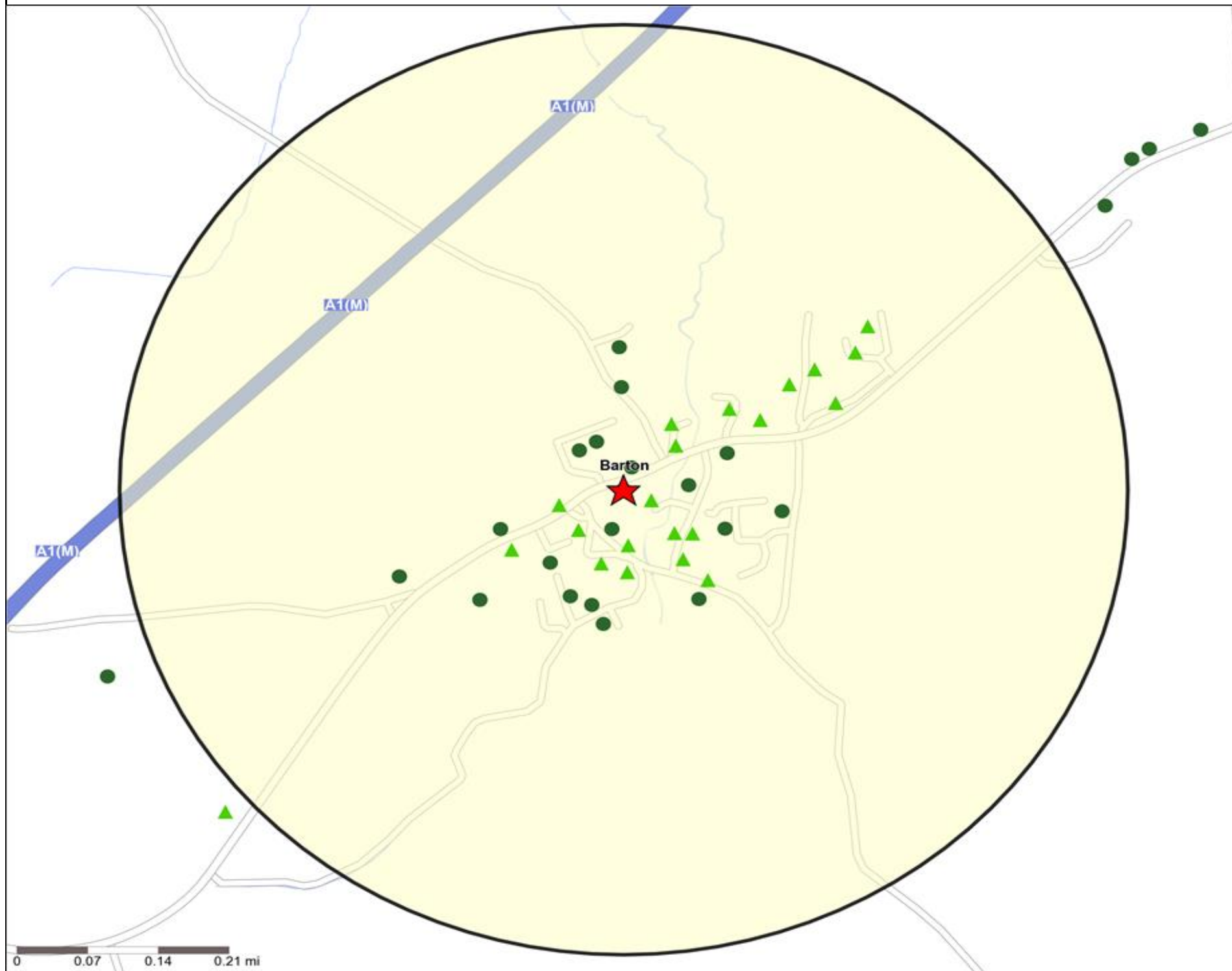
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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
<b>A City Prosperity (18+)</b>	0	0	0	22	24	0	0	0	2	1
<b>B Prestige Positions (18+)</b>	0	0	0	3,504	4,515	0	0	0	161	84
<b>C Country Living (18+)</b>	297	449	2,022	4,619	6,780	691	817	1,059	223	132
<b>D Rural Reality (18+)</b>	322	342	722	1,698	6,626	751	624	379	82	129
<b>E Senior Security (18+)</b>	0	0	0	4,556	7,214	0	0	0	188	120
<b>F Suburban Stability (18+)</b>	0	0	0	1,998	3,734	0	0	0	110	82
<b>G Domestic Success (18+)</b>	0	0	0	3,348	5,619	0	0	0	134	90
<b>H Aspiring Homemakers (18+)</b>	0	0	4	1,049	8,431	0	0	2	39	125
<b>I Family Basics (18+)</b>	0	0	0	2,116	5,542	0	0	0	98	104
<b>J Transient Renters (18+)</b>	0	0	0	1,559	10,435	0	0	0	91	244
<b>K Municipal Challenge (18+)</b>	0	0	0	829	3,022	0	0	0	47	69
<b>L Vintage Value (18+)</b>	0	0	0	2,132	6,031	0	0	0	114	129
<b>M Modest Traditions (18+)</b>	0	0	0	708	3,576	0	0	0	50	101
<b>N Urban Cohesion (18+)</b>	0	0	0	602	783	0	0	0	39	20
<b>O Rental Hubs (18+)</b>	0	0	0	1,043	1,806	0	0	0	45	32
<b>Adults 18+ estimate 2015</b>	<b>619</b>	<b>791</b>	<b>2,748</b>	<b>29,783</b>	<b>74,138</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



Mosaic UK Map and Data: HALF MOON INN, RICHMOND (200033)



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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

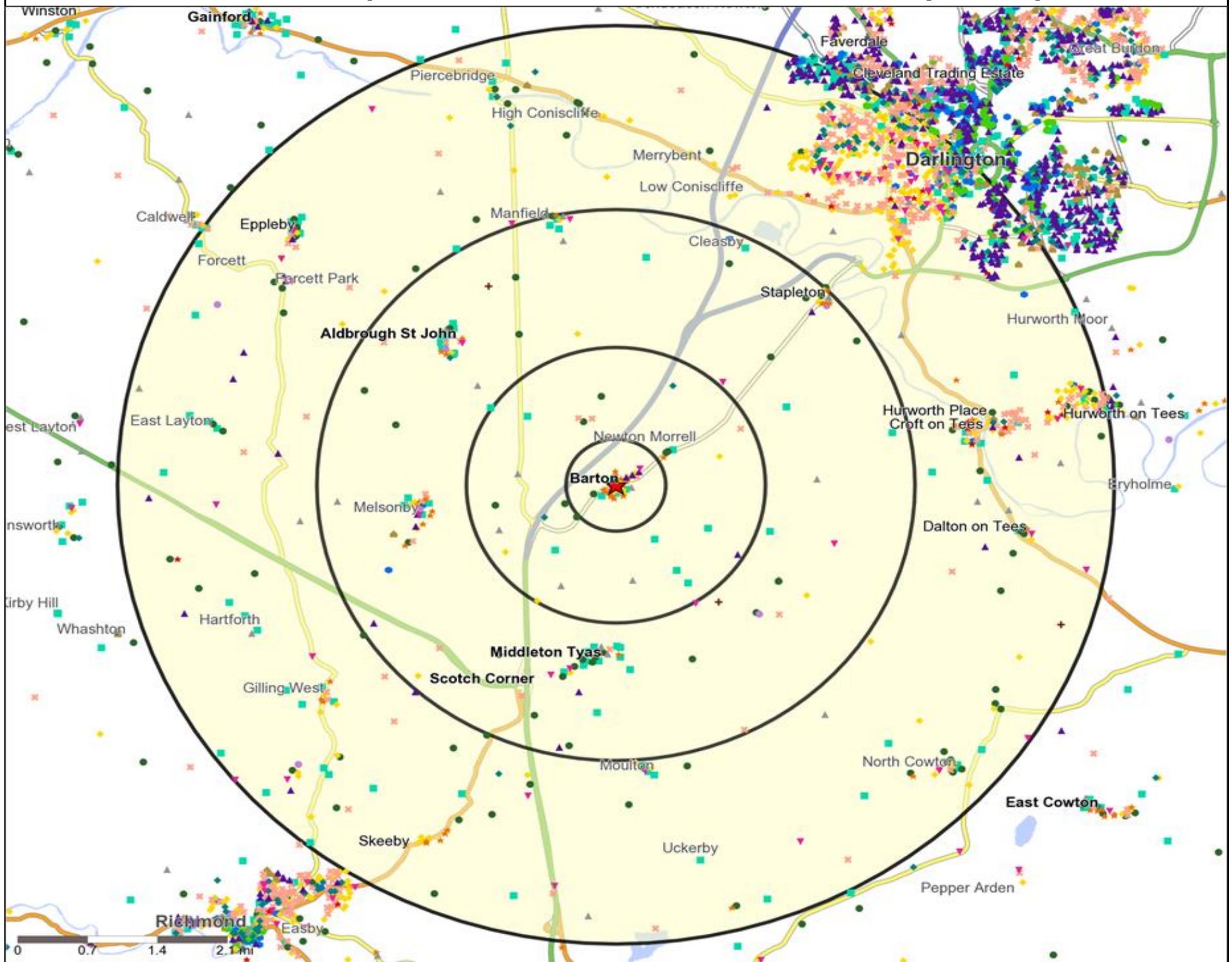
**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	297	691
D Rural Reality (18+)	322	751
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
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>619</b>	<b>100</b>





### Occasions Map and Data: HALF MOON INN, RICHMOND (200033)



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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

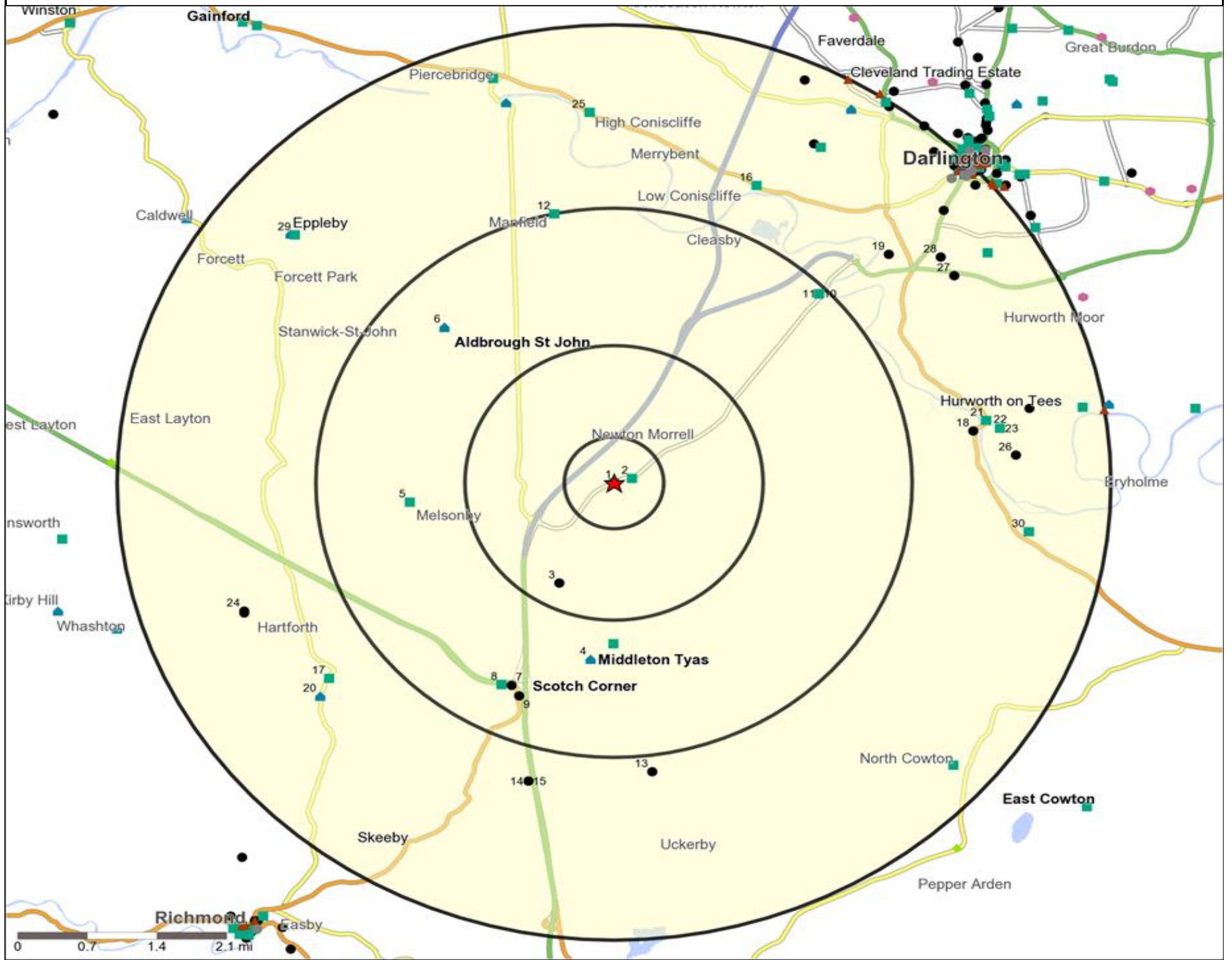
#### Occasions Data Table

	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	57	77	267	2,359	6,365	135	146	155	107	109
02 Early Doors	42	52	160	1,998	5,506	119	118	111	108	113
03 Everyday is Friday	35	40	110	1,395	4,030	116	106	90	89	97
04 Weekend Millionaires	23	26	72	2,116	7,706	53	48	41	93	128
05 Out On The Town	13	18	59	2,025	6,221	31	34	35	93	107
06 Business and Pleasure	17	25	112	911	2,116	79	93	127	81	71
07 Sporting Pints	13	14	32	1,465	4,966	28	24	17	61	78
08 Student Social	33	45	163	1,062	2,157	169	184	205	104	80
09 Leisurely Lunch	54	67	226	2,447	5,694	132	130	135	114	100
10 Wining and Dining	49	60	195	2,811	6,197	105	103	102	115	96
11 Household Outing	11	14	54	1,646	4,817	30	30	36	85	94
12 Midweek Meal Deal	54	66	210	1,176	3,576	260	253	248	108	124
13 Date Night	59	71	212	2,409	4,710	178	171	157	139	103
14 Birthday Treat	37	46	138	1,912	4,263	112	111	102	110	93
15 Pre Show Meal	6	9	42	585	1,351	53	63	90	98	86
<b>Number of Occasions</b>	<b>503</b>	<b>630</b>	<b>2,052</b>	<b>26,317</b>	<b>69,675</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: HALF MOON INN, RICHMOND (200033)



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

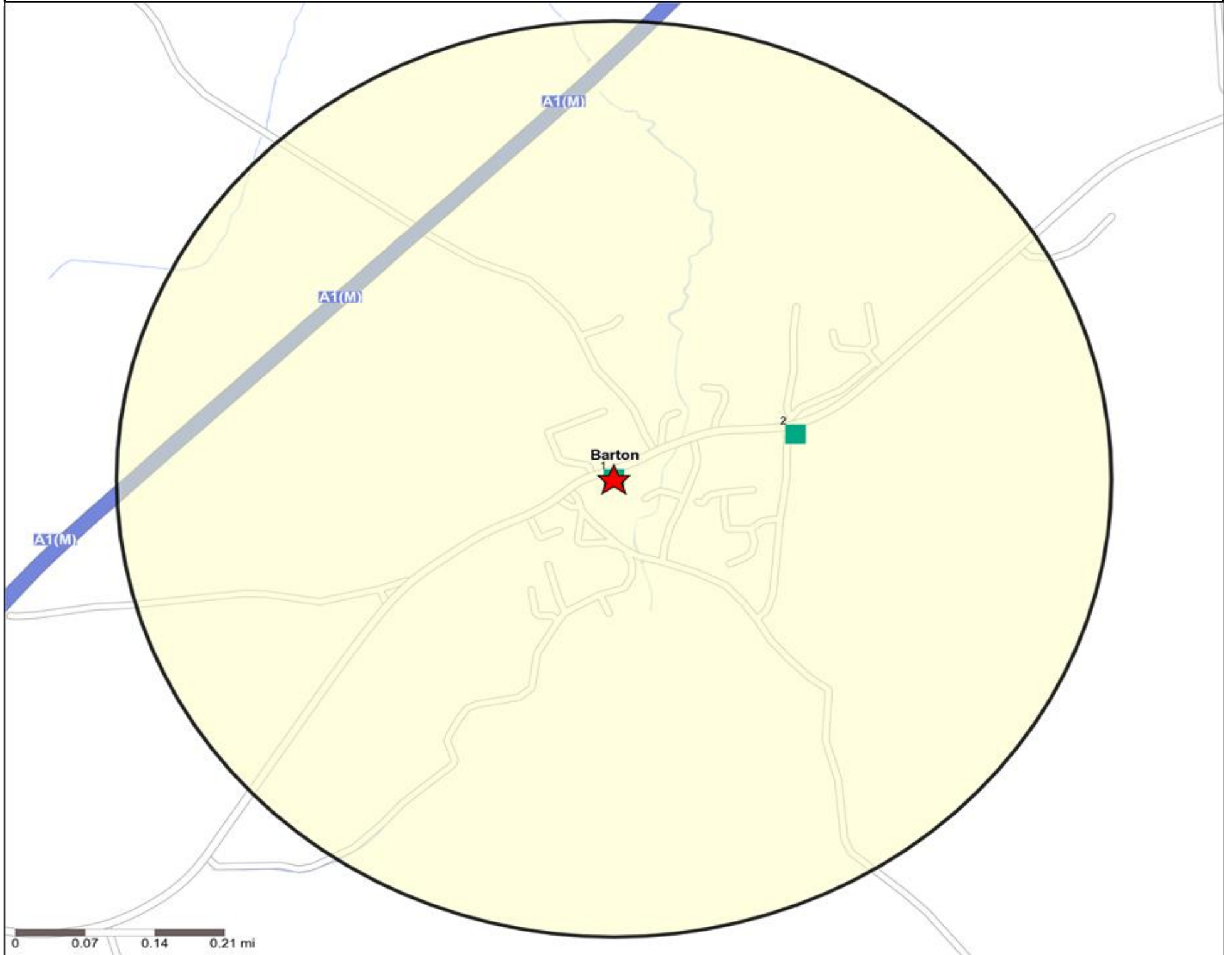
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

#### 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	6
Circuit Bar	0	0	0	8
Community Local	2	2	5	20
Dry Led	0	0	2	7
Branded Food Pub	0	0	0	1
Rural	0	0	0	0
Other	0	1	4	42
<b>Total</b>	<b>2</b>	<b>3</b>	<b>11</b>	<b>84</b>



### Competition Map and Data: HALF MOON INN, RICHMOND (200033)



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	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
<b>Total</b>	<b>2</b>



## Local Competition: HALF MOON INN, RICHMOND (200033)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	HALF MOON INN, RICHMOND	SILVER STREET, RICHMOND, DL10 6JH	Punch Taverns	DL10 6JH	Punch Taverns	0.00
1	Half Moon Inn	37 Silver Street, Barton, Richmond	Punch Pub Company	DL10 6JH	Community Local	0.00
2	King William Iv	1 Silver Street, Barton, Richmond	Enterprise Inns	DL10 6LT	Community Local	0.19
3	Middleton Lodge	Kneeton Lane, Middleton Tyas, Richmond	Independent Free	DL10 6NJ	Other	1.22
4	Shoulder Of Mutton Inn	Middleton Tyas, Richmond	Punch Pub Company	DL10 6QX	Dry Led	1.94
5	Black Bull	19 West Road, Melsonby, Richmond	Unknown	DL10 5ND	Community Local	2.06
6	Stanwick Arms	Aldbrough St John, Richmond	Independent Free	DL11 7SZ	Dry Led	2.41
7	Holiday Inn	Scotch Corner, Middleton Tyas, Richmond	InterContinental Hotels Group	DL10 6NR	Other	2.44
8	Vintage Hotel	Scotch Corner, Middleton Tyas, Richmond	Independent Free	DL10 6NP	Community Local	2.48
9	Dalesbury Lodge	Scotch Corner, Middleton Tyas, Richmond	Independent Free	DL10 6NT	Other	2.52
10	Bridge Inn	The Green, Stapleton, Darlington	Enterprise Inns	DL 2 2QQ	Community Local	2.92
11	Masonic Hall	The Green, Darlington	Independent Free	DL 2 2QQ	Other	2.92
12	Crown	Vicars Lane, Manfield, Darlington	Independent Free	DL 2 2RF	Community Local	3.00
13	Black Bull Inn	Moulton, Richmond	Independent Free	DL10 6QJ	Other	3.18
14	Little Chef	Skeeby, Richmond	Kout Food Group	DL10 5EQ	Other	3.37
15	Travelodge	123 Great North Road, Skeeby, Richmond	Dubai International Capital	DL10 5EQ	Other	3.37
16	Baydale Beck	Low Coniscliffe, Darlington	Enterprise Inns	DL 2 2JX	Community Local	3.55
17	Angel	62 High Street, Gilling West, Richmond	Independent Free	DL10 5JW	Community Local	3.58
18	Croft Hotel	Croft On Tees, Darlington	Independent Free	DL 2 2ST	Other	3.66
19	Blackwell Grange Hotel	Briar Close, Darlington	St James's Hotels Group	DL 3 8QX	Other	3.73
20	White Swan Inn	51 High Street, Gilling West, Richmond	Independent Free	DL10 5JG	Dry Led	3.77
21	Comet Hotel	16 Tees View, Hurworth Place, Darlington	Unknown	DL 2 2DH	Community Local	3.81
22	Croft & District Working Mens Club	6 Hurworth Road, Hurworth Place, Darlington	Independent Free	DL 2 2DA	Other	3.93
23	Station Hotel	8 Hurworth Road, Hurworth Place, Darlington	Independent Free	DL 2 2DA	Community Local	3.93
24	Hartforth Hall Hotel	Gilling West, Richmond	Independent Free	DL10 5JU	Other	3.98
25	Spotted Dog	6 The Green, High Coniscliffe, Darlington	Enterprise Inns	DL 2 2LJ	Community Local	4.05
26	Rockcliffe Hall	Hurworth Road, Hurworth Place, Darlington	Independent Free	DL 2 2DU	Other	4.05
27	Blackwell Grange Golf Club	Snipe Lane, Darlington	Independent Free	DL 2 2SA	Other	4.10
28	Darlington Rugby Football Club	Grange Road, Darlington	Independent Free	DL 1 5NR	Other	4.11
29	Cross Keys	Eppleby, Richmond	Independent Free	DL11 7AZ	Community Local	4.20
30	Chequers Inn	Dalton On Tees, Darlington	Marston's	DL 2 2NT	Community Local	4.21