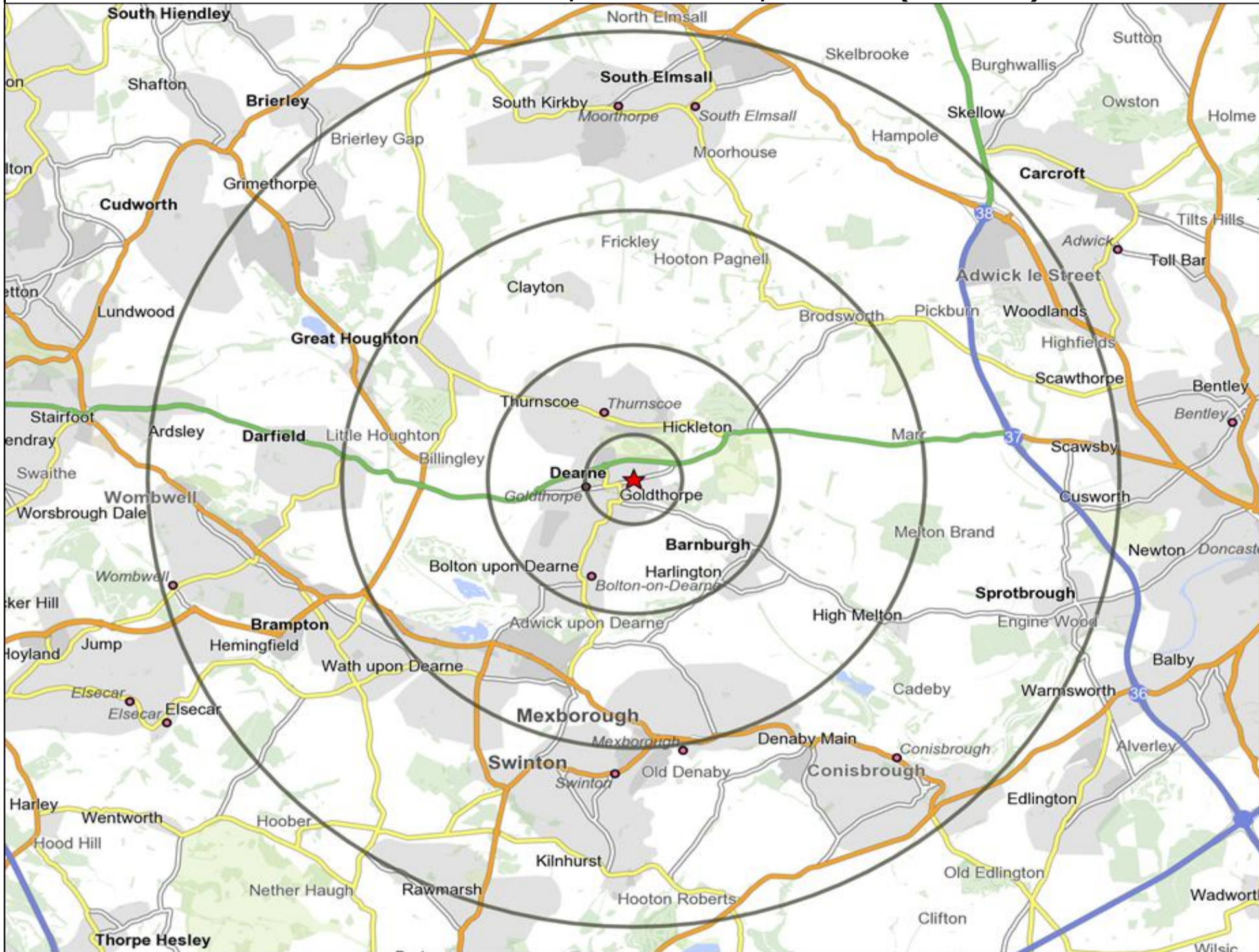




**Customer Profile Report for RUSTY DUDLEY, GOLDTHORPE (Punch Outlet Number: 203284)  
43-45 DONCASTER ROAD, ROTHERHAM, S63 9HJ (S 63 9HJ)**



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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	846	4,569	10,288	32,307	45,003	104	105	104	102	102
16-17	85	597	1,367	4,086	5,734	84	111	111	105	105
18-24	438	2,140	4,864	14,022	20,407	112	102	101	92	96
25-34	685	3,098	7,345	22,101	32,669	116	98	101	96	102
35-44	475	2,569	6,064	19,401	27,642	86	88	90	91	93
45-54	693	3,461	7,813	24,490	34,036	113	106	104	103	102
55-64	469	2,749	6,269	20,611	27,483	96	105	105	109	104
65+	646	3,920	8,947	30,934	41,771	83	94	94	102	99
Population estimate 2015	4,337	23,103	52,957	167,952	234,745	100	100	100	100	100

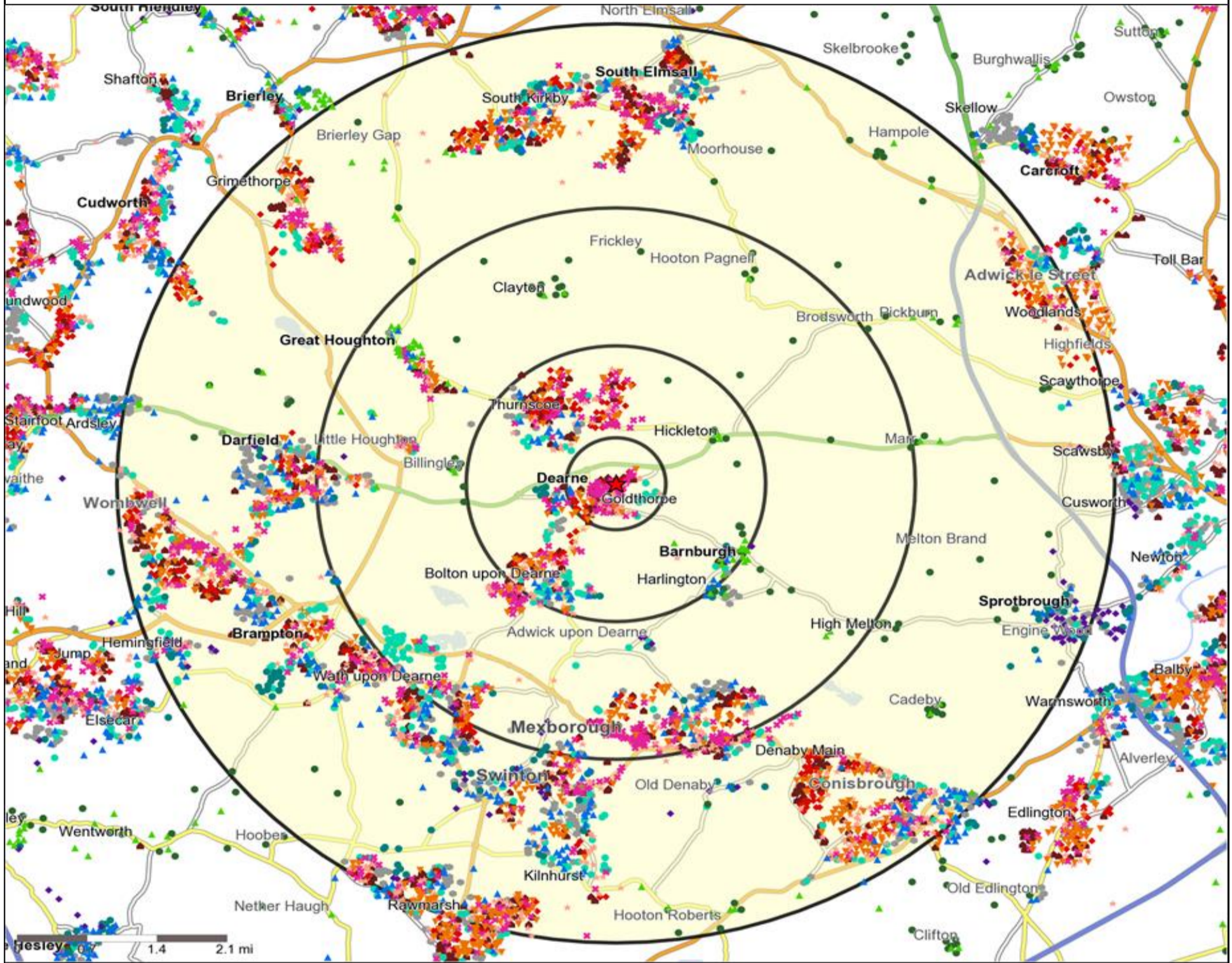
**Ethnicity - Census 2011**

	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	3,885	21,435	48,650	157,963	218,570	98%	98%	98%	98%	97%
Mixed / Multiple Ethnic Groups	35	157	363	1,160	2,100	1%	1%	1%	1%	1%
Asian / Asian British	12	82	211	922	3,160	0%	0%	0%	1%	1%
Black / African / Caribbean / Black British	30	72	168	586	1,544	1%	0%	0%	0%	1%
Other Ethnic Group	8	35	104	313	868	0%	0%	0%	0%	0%
All People (Ethnic Group)	3,970	21,781	49,496	160,944	226,242	100	100	100	100	100





### Mosaic UK Map and Data: RUSTY DUDLEY, GOLDTHORPE (203284)



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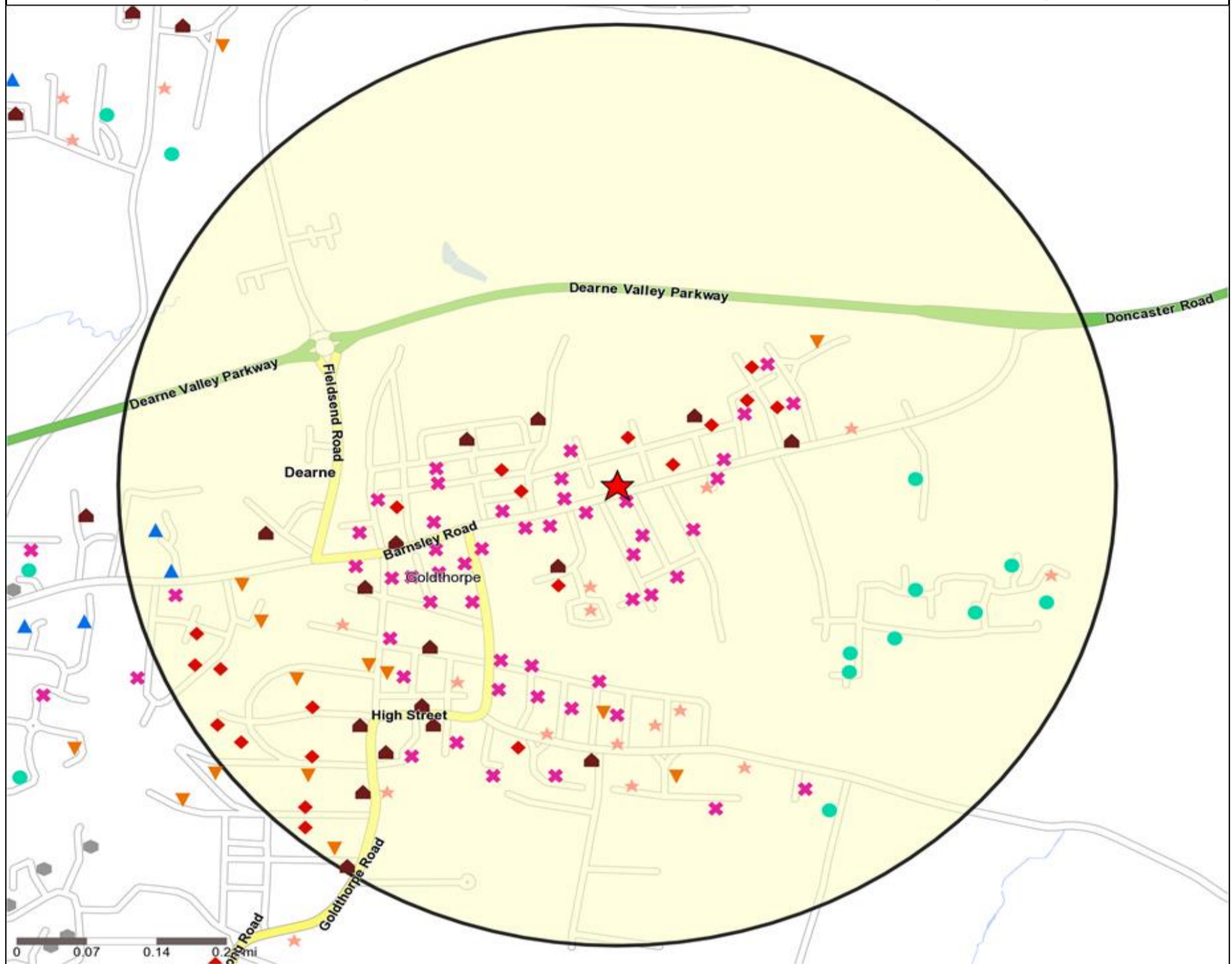
#### Mosaic UK Data Table (Residential)

	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>	0	26	163	1,186	2,008	0	2	5	12	15
<b>C Country Living (18+)</b>	0	194	809	1,576	1,738	0	16	28	17	14
<b>D Rural Reality (18+)</b>	50	445	1,501	2,000	2,213	21	36	52	22	17
<b>E Senior Security (18+)</b>	1	857	2,453	10,417	15,225	0	59	73	97	102
<b>F Suburban Stability (18+)</b>	4	1,369	2,906	10,744	13,760	2	125	115	134	123
<b>G Domestic Success (18+)</b>	21	333	719	4,759	6,510	7	22	21	43	42
<b>H Aspiring Homemakers (18+)</b>	285	1,941	4,767	13,879	21,631	92	119	127	116	130
<b>I Family Basics (18+)</b>	392	1,948	5,625	21,191	27,516	159	151	189	223	209
<b>J Transient Renters (18+)</b>	1,422	3,948	9,458	21,386	34,121	723	382	397	282	324
<b>K Municipal Challenge (18+)</b>	474	2,949	4,096	12,222	14,587	237	280	169	158	136
<b>L Vintage Value (18+)</b>	315	1,785	4,095	15,415	21,446	147	158	158	186	186
<b>M Modest Traditions (18+)</b>	443	2,111	4,621	16,268	20,589	274	248	236	260	237
<b>N Urban Cohesion (18+)</b>	0	0	5	5	219	0	0	0	0	2
<b>O Rental Hubs (18+)</b>	0	0	37	425	1,143	0	0	1	4	8
<b>Adults 18+ estimate 2015</b>	<b>3,407</b>	<b>17,906</b>	<b>41,255</b>	<b>131,473</b>	<b>182,706</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: RUSTY DUDLEY, GOLDTHORPE (203284)**



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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

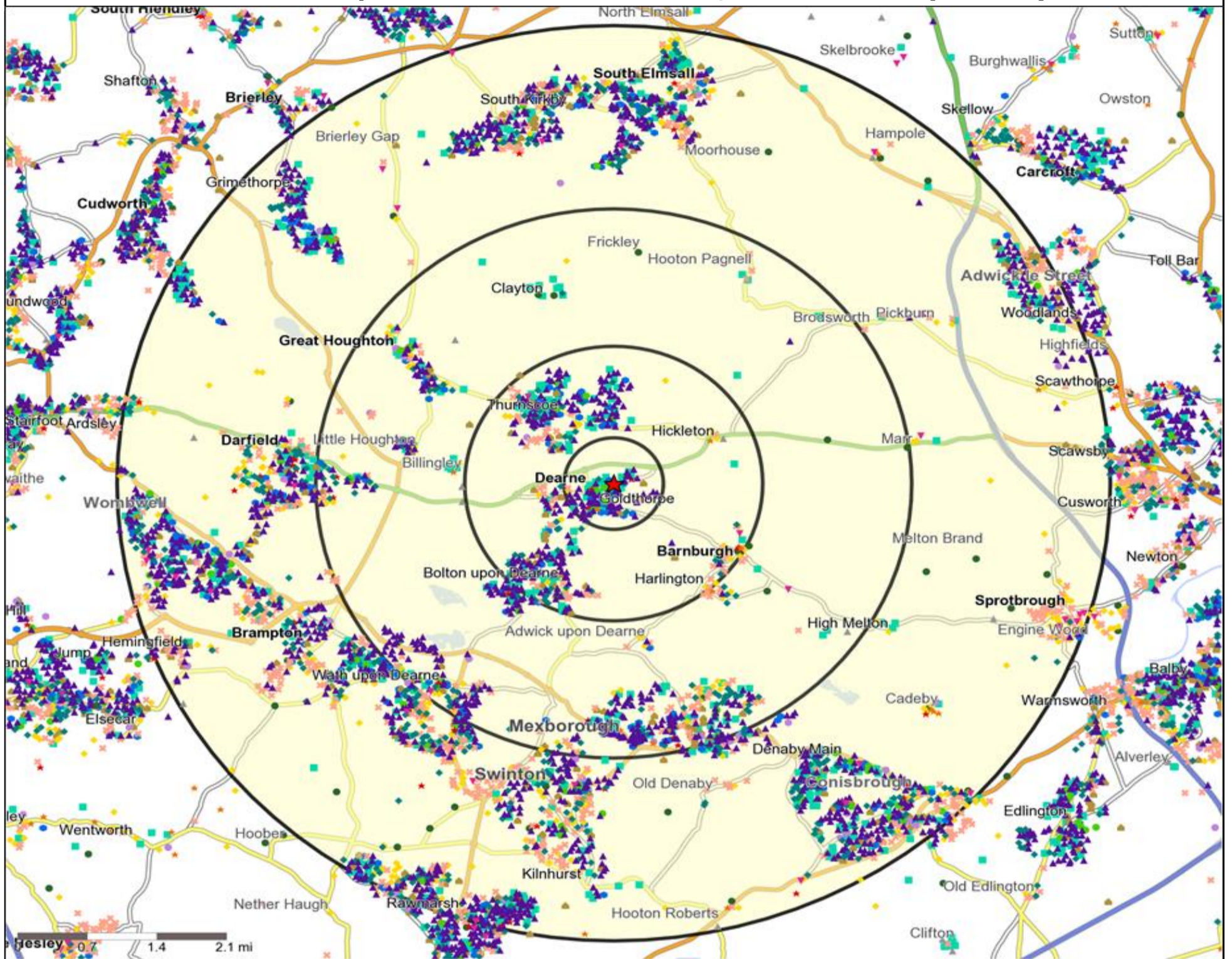
**Mosaic UK Data Table (Residential)**

	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+)	0	0
D Rural Reality (18+)	50	21
E Senior Security (18+)	1	0
F Suburban Stability (18+)	4	2
G Domestic Success (18+)	21	7
H Aspiring Homemakers (18+)	285	92
I Family Basics (18+)	392	159
J Transient Renters (18+)	1,422	723
K Municipal Challenge (18+)	474	237
L Vintage Value (18+)	315	147
M Modest Traditions (18+)	443	274
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>3,407</b>	<b>100</b>





### Occasions Map and Data: RUSTY DUDLEY, GOLDTHORPE (203284)



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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

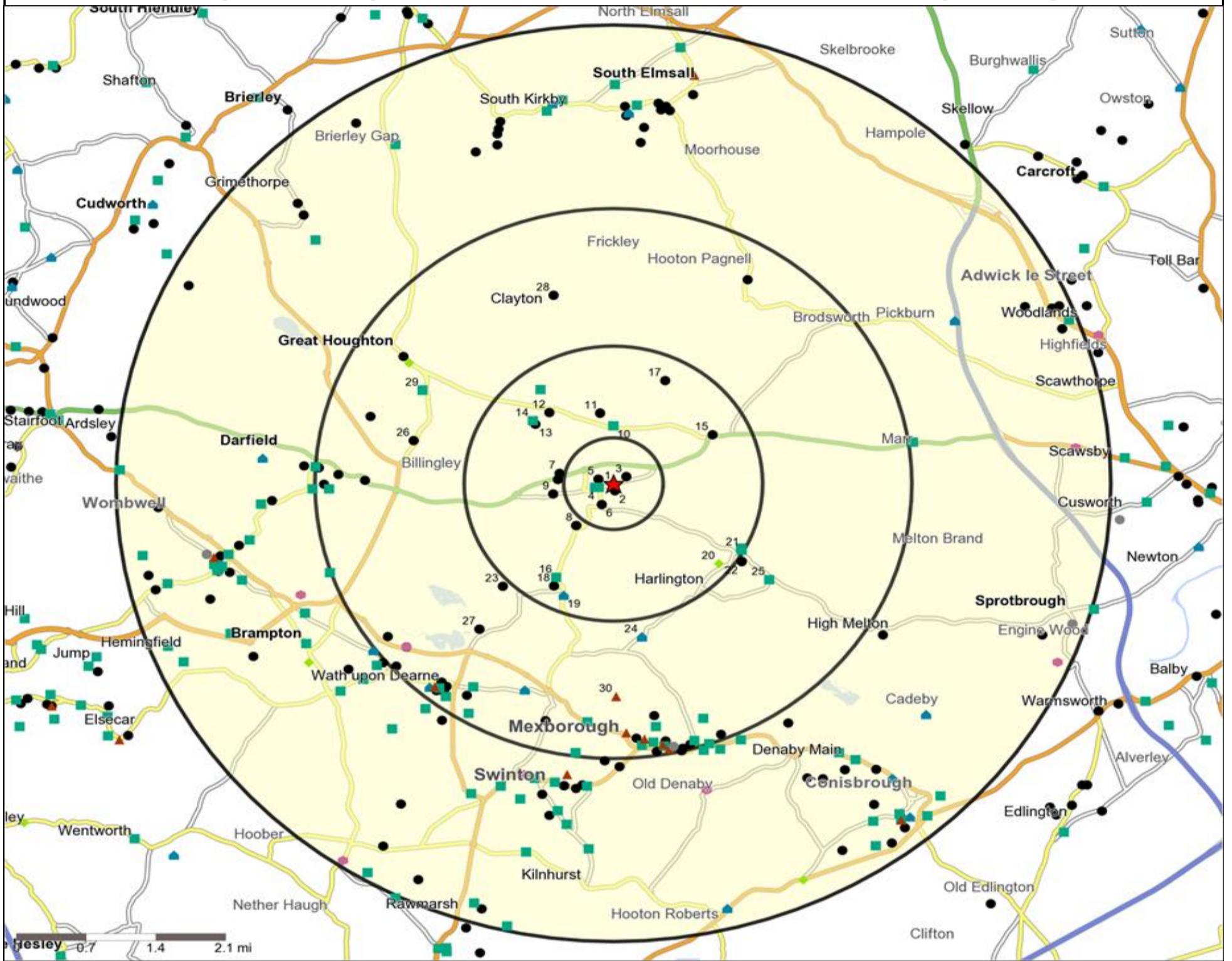
#### Occasions Data Table

	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	419	1,967	4,382	13,473	18,591	133	125	122	120	120
02 Early Doors	332	1,842	4,169	13,979	18,335	126	140	139	149	141
03 Everyday is Friday	244	1,215	2,717	8,504	11,710	108	108	106	106	106
04 Weekend Millionaires	594	2,599	6,004	17,757	24,383	183	160	162	154	153
05 Out On The Town	437	1,875	4,268	12,785	18,334	139	120	120	115	119
06 Business and Pleasure	74	379	940	2,826	4,159	46	47	51	49	52
07 Sporting Pints	342	1,460	3,312	9,877	14,646	99	85	84	80	86
08 Student Social	35	332	768	2,394	3,346	24	45	46	46	46
09 Leisurely Lunch	263	1,358	3,066	9,895	13,580	85	88	88	91	90
10 Wining and Dining	174	1,130	2,739	8,861	12,243	50	65	69	71	71
11 Household Outing	312	1,637	3,623	11,425	15,344	113	118	115	116	113
12 Midweek Meal Deal	236	1,095	2,390	7,153	10,294	151	141	135	129	134
13 Date Night	73	652	1,662	5,500	7,487	29	53	59	62	61
14 Birthday Treat	195	1,029	2,292	7,600	10,216	79	83	81	86	84
15 Pre Show Meal	41	236	579	1,900	2,771	48	55	60	63	66
<b>Number of Occasions</b>	<b>3,771</b>	<b>18,806</b>	<b>42,911</b>	<b>133,929</b>	<b>185,439</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





## Competition Map and Data: RUSTY DUDLEY, GOLDTHORPE (203284)



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

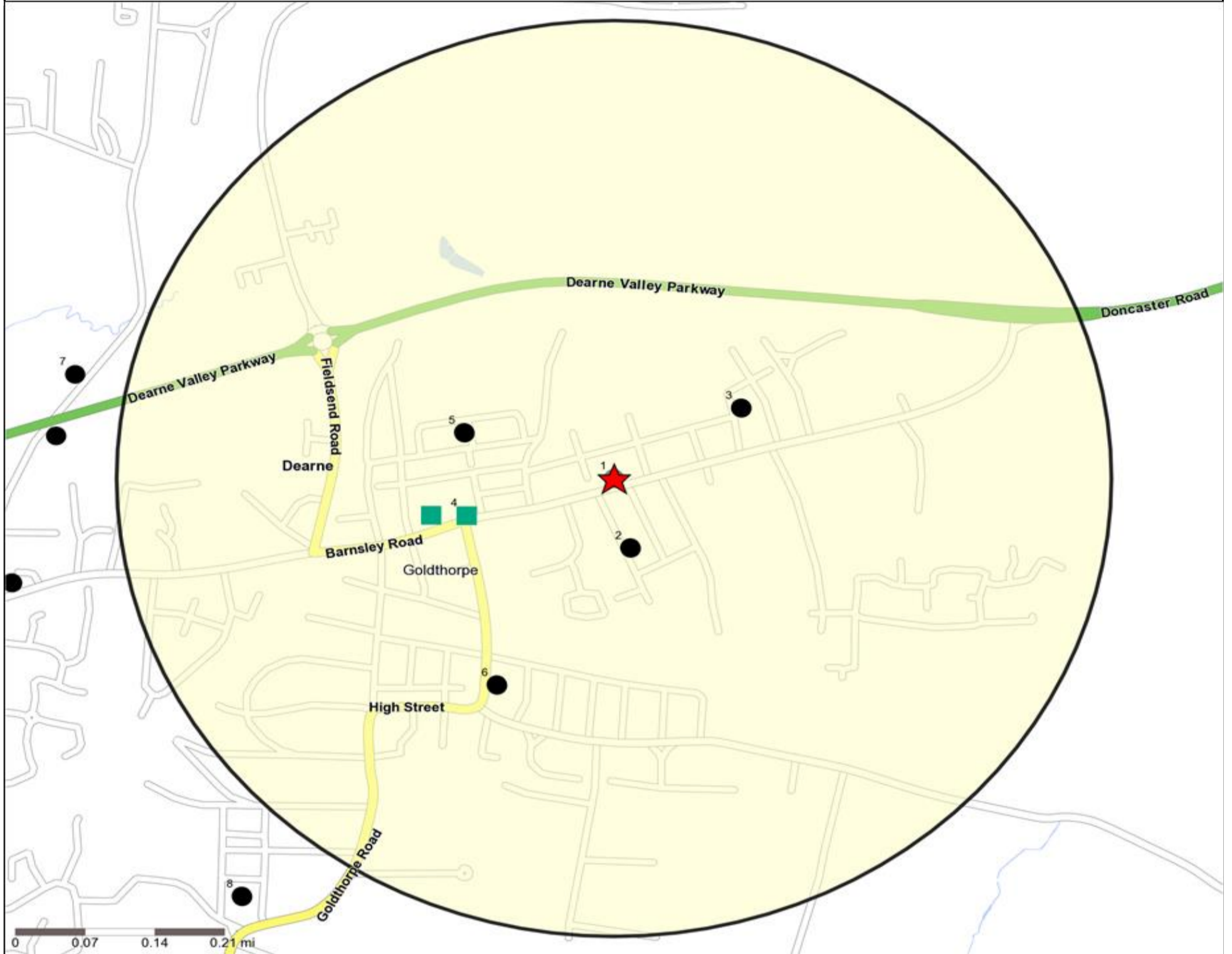


### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	1	2	4
Circuit Bar	0	0	5	9
Community Local	1	5	22	74
Dry Led	0	1	4	12
Branded Food Pub	0	0	2	8
Rural	0	1	1	3
Other	4	13	46	116
<b>Total</b>	<b>6</b>	<b>21</b>	<b>82</b>	<b>226</b>



## Competition Map and Data: RUSTY DUDLEY, GOLDTHORPE (203284)



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	1
Circuit Bar	0
Community Local	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
<b>Total</b>	<b>6</b>





## Local Competition: RUSTY DUDLEY, GOLDTHORPE (203284)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	RUSTY DUDLEY, GOLDTHORPE	43-45 DONCASTER ROAD, ROTHERHAM, S63 9HJ	Punch Taverns	S 63 9HJ	Punch Taverns	0.00
1	<a href="#">Rusty Dudley</a>	43-45 Doncaster Road, Goldthorpe, Rotherham	<a href="#">Punch Pub Company</a>	S 63 9HJ	Cafe / Wine Bar	0.00
2	<a href="#">Golden Nugget Working Mens Club</a>	221 Co-Operative Street, Goldthorpe, Rotherham	<a href="#">Independent Free</a>	S 63 9HN	Other	0.08
3	<a href="#">Goldthorpe Reform Working Mens Club</a>	Hamilton Road, Goldthorpe, Rotherham	<a href="#">Independent Free</a>	S 63 9JN	Other	0.15
4	<a href="#">Horse &amp; Groom</a>	38 Barnsley Road, Goldthorpe, Rotherham	<a href="#">Punch Pub Company</a>	S 63 9NE	Community Local	0.15
5	<a href="#">Unity Dearne Club</a>	King Street, Goldthorpe, Rotherham	<a href="#">Independent Free</a>	S 63 9LY	Other	0.16
6	<a href="#">Union Jack Memorial Club</a>	68 High Street, Goldthorpe, Rotherham	<a href="#">Independent Free</a>	S 63 9LQ	Other	0.25
7	<a href="#">Highgate Sports Stadium/Club</a>	Nicholas Lane, Goldthorpe, Rotherham	<a href="#">Independent Free</a>	S 63 9AT	Other	0.55
8	<a href="#">Dearne Playhouse</a>	Goldthorpe Green, Goldthorpe, Rotherham	<a href="#">Independent Free</a>	S 63 9EH	Other	0.59
9	<a href="#">Highgate Working Mens Club</a>	140 Barnsley Road Highgate, Goldthorpe, Rotherham	<a href="#">Independent Free</a>	S 63 9AP	Other	0.62
10	<a href="#">Spit &amp; Whisper</a>	115 Lidgett Lane, Thurnscoe, Rotherham	<a href="#">Independent Free</a>	S 63 0DB	Community Local	0.63
11	<a href="#">Thurnscoe Coronation Working Mens Club</a>	Coronation Street, Thurnscoe, Rotherham	<a href="#">Independent Free</a>	S 63 0EF	Other	0.78
12	<a href="#">Thurnsco Social Club</a>	Kingsway, Thurnscoe, Rotherham	<a href="#">Independent Free</a>	S 63 0TQ	Other	1.01
13	<a href="#">Thurnscoe Working Mens Club</a>	High Street, Thurnscoe, Rotherham	<a href="#">Independent Free</a>	S 63 0QJ	Other	1.02
14	<a href="#">Butchers Arms</a>	134 High Street, Thurnscoe, Rotherham	<a href="#">Unknown</a>	S 63 0QY	Community Local	1.06
15	<a href="#">Hickleton Village Social Club</a>	Doncaster Road, Hickleton, Doncaster	<a href="#">Independent Free</a>	DN 5 7BG	Other	1.13
16	<a href="#">Collingwood</a>	Furlong Road, Bolton-Upon-Dearne, Rotherham	<a href="#">Admiral Taverns Ltd</a>	S 63 8JA	Community Local	1.17
17	<a href="#">Hickleton Golf Club</a>	Lidgett Lane, Hickleton, Doncaster	<a href="#">Independent Free</a>	DN 5 7BE	Other	1.24
18	<a href="#">Bolton On Dearne Ex Football Club</a>	31 Station Road, Bolton-Upon-Dearne, Rotherham	<a href="#">Independent Free</a>	S 63 8AA	Other	1.27
19	<a href="#">Angel Hotel</a>	2 Angel Street, Bolton-Upon-Dearne, Rotherham	<a href="#">Punch Pub Company</a>	S 63 8NA	Dry Led	1.32
20	<a href="#">Harlington Inn</a>	13 Cresacre Avenue, Barnburgh, Doncaster	<a href="#">Punch Pub Company</a>	DN 5 7HD	Rural Character	1.38
21	<a href="#">Coach &amp; Horses</a>	High Street, Barnburgh, Doncaster	<a href="#">Pub People Co Ltd</a>	DN 5 7EP	Community Local	1.48
22	<a href="#">Barnburgh Working Mens Club &amp; Institute</a>	Fox Lane, Barnburgh, Doncaster	<a href="#">Independent Free</a>	DN 5 7ET	Other	1.55
23	<a href="#">Ings Lane Sports</a>	Vancouver Drive, Bolton-Upon-Dearne, Rotherham	<a href="#">Independent Free</a>	S 63 8DT	Other	1.58
24	<a href="#">Manvers Arms</a>	Harlington Road, Adwick-Upon-Dearne, Mexborough	<a href="#">Enterprise Inns</a>	S 64 0NL	Dry Led	1.70
25	<a href="#">Crown Inn</a>	Ludwell Close, Barnburgh, Doncaster	<a href="#">Enterprise Inns</a>	DN 5 7JQ	Community Local	1.89
26	<a href="#">Middlecliffe Working Mens Club</a>	2 Middlecliff Lane, Little Houghton, Barnsley	<a href="#">Independent Free</a>	S 72 0HX	Other	2.06
27	<a href="#">Waterfront Golf</a>	11 Station Road, Wath-Upon-Dearne, Rotherham	<a href="#">Independent Free</a>	S 63 7BU	Other	2.08
28	<a href="#">Clayton With Frickley Club</a>	Churchfield Road, Clayton, Doncaster	<a href="#">Independent Free</a>	DN 5 7BZ	Other	2.14
29	<a href="#">Sandhill Inn</a>	4-8 Turner Street, Great Houghton, Barnsley	<a href="#">Independent Free</a>	S 72 0DL	Community Local	2.17
30	<a href="#">Highwoods Hotel</a>	Elm Road, Mexborough	<a href="#">Independent Free</a>	S 64 9RX	Circuit Bar	2.33