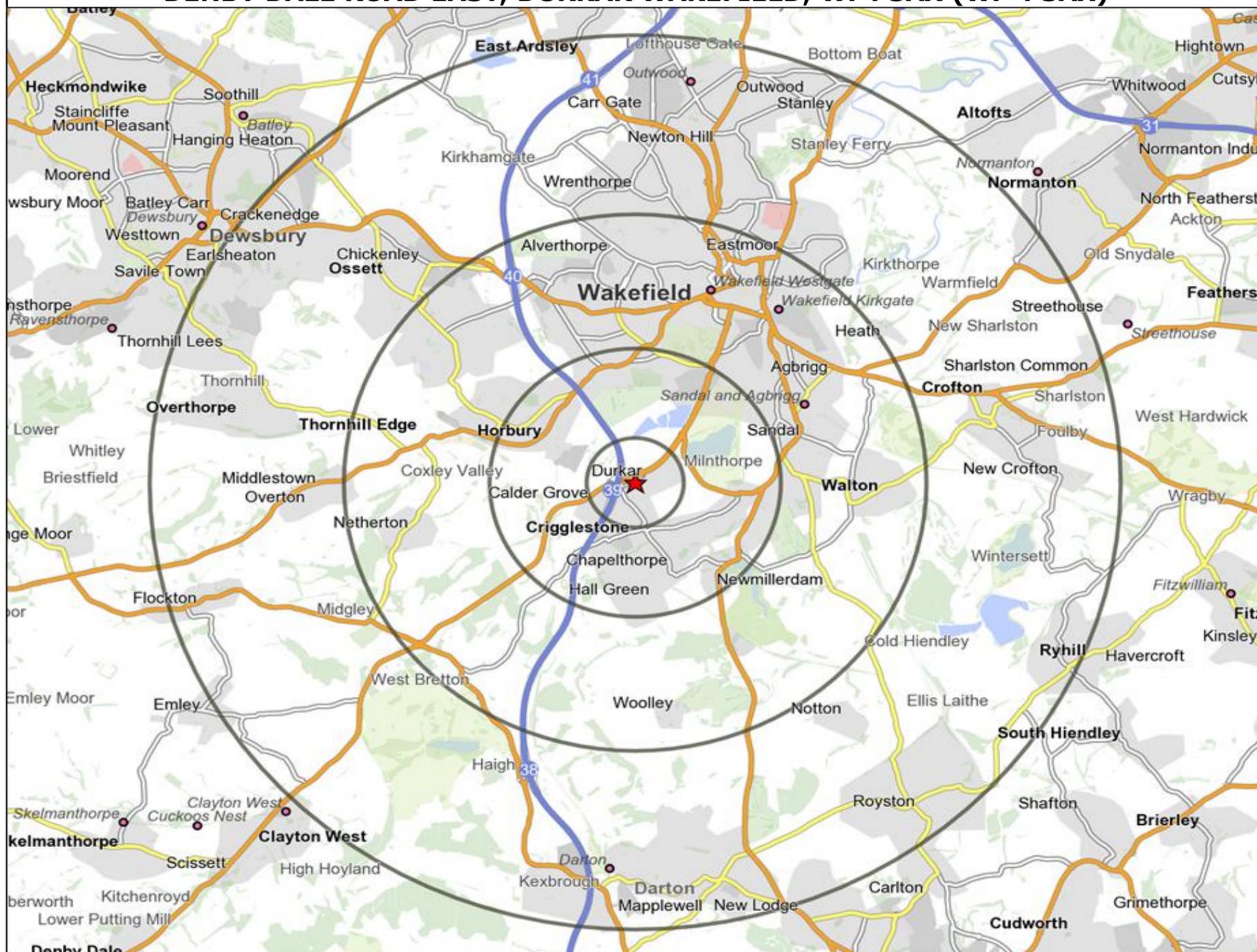




**Customer Profile Report for NEW INN, DURKAR WAKEFIELD (Punch Outlet Number: 370943)  
DENBY DALE ROAD EAST, DURKAR WAKEFIELD, WF4 3AX (WF 4 3AX)**



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

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

**Age Data Table**

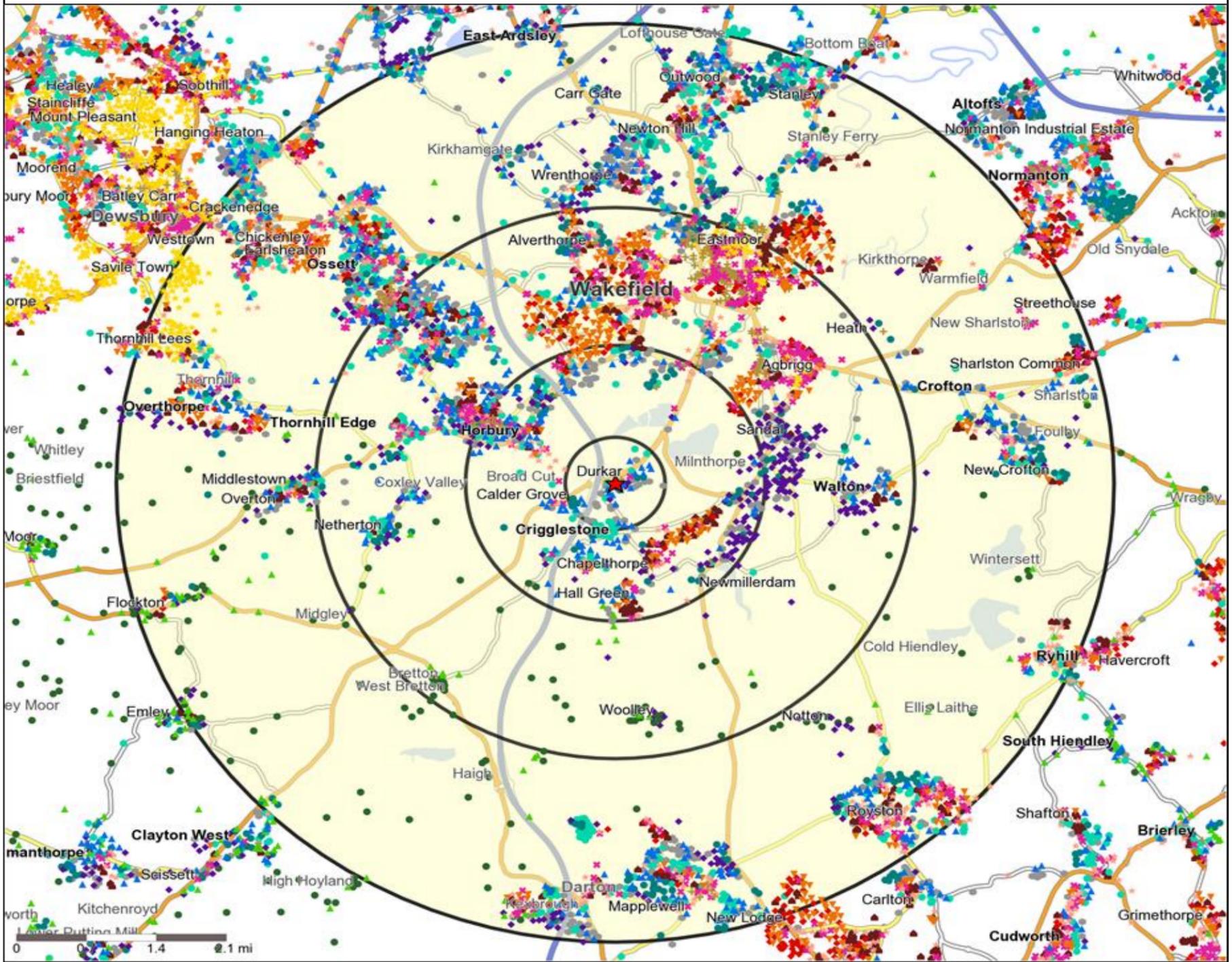
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	479	4,214	17,539	40,375	60,536	77	91	97	100	101
16-17	66	529	2,113	5,068	7,484	86	93	95	101	101
18-24	215	1,693	7,406	16,930	25,070	72	76	85	87	87
25-34	309	2,634	13,381	28,179	42,623	68	78	102	96	98
35-44	400	2,879	11,662	26,545	40,360	95	92	96	97	100
45-54	589	3,852	14,067	32,001	46,710	125	110	103	105	104
55-64	511	3,506	11,986	26,756	37,816	136	126	110	110	105
65+	747	5,305	17,793	39,823	57,169	125	120	103	103	100
Population estimate 2015	3,316	24,612	95,947	215,677	317,768	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	3,189	23,465	85,135	191,524	277,019	98%	96%	91%	90%	89%
Mixed / Multiple Ethnic Groups	15	195	1,167	2,336	3,670	0%	1%	1%	1%	1%
Asian / Asian British	27	372	5,418	14,851	25,672	1%	2%	6%	7%	8%
Black / African / Caribbean / Black British	6	203	1,389	1,964	3,046	0%	1%	1%	1%	1%
Other Ethnic Group	6	82	661	1,066	1,484	0%	0%	1%	1%	0%
All People (Ethnic Group)	3,243	24,317	93,770	211,741	310,891	100	100	100	100	100



**Mosaic UK Map and Data: NEW INN, DURKAR WAKEFIELD (370943)**



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

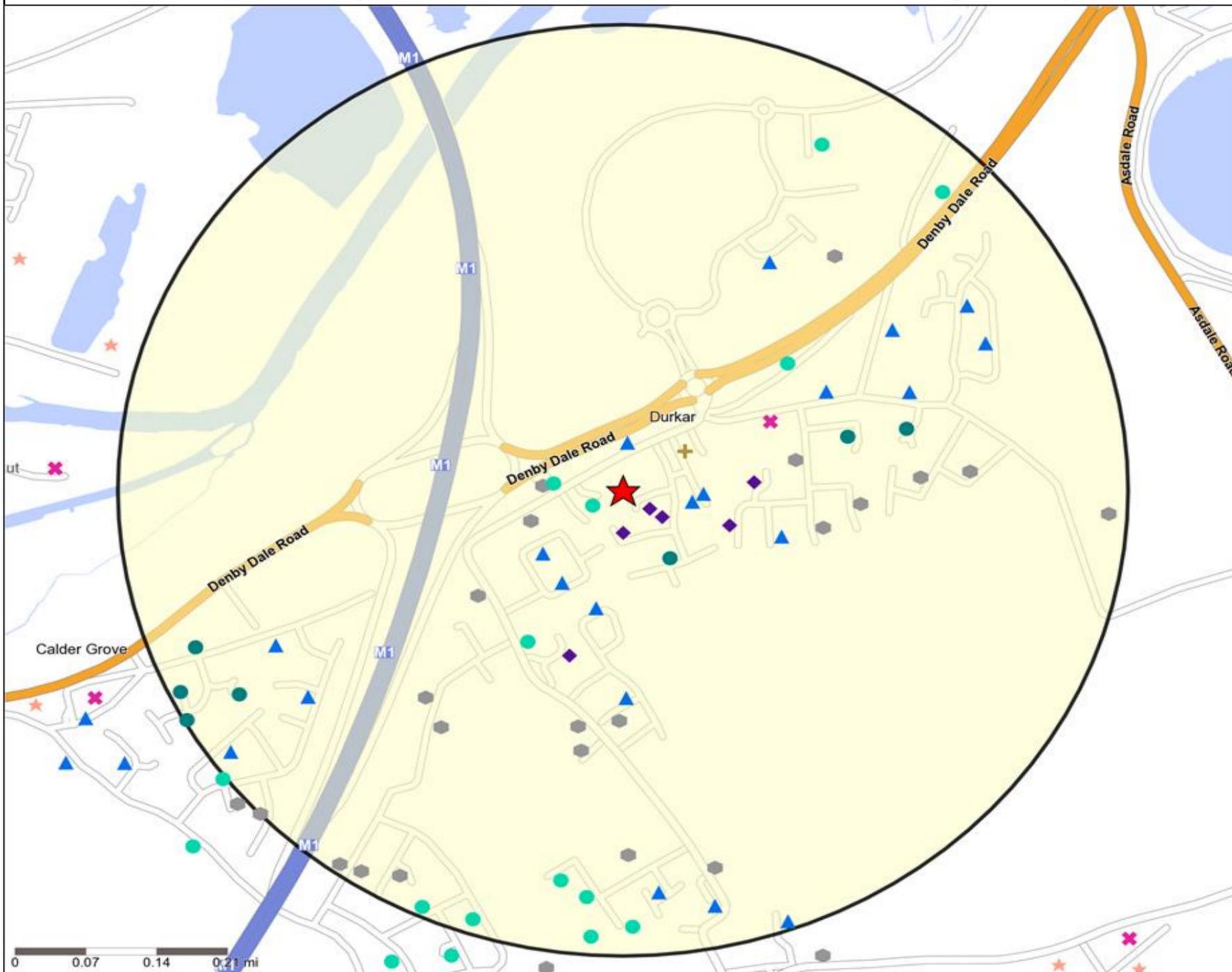
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- I Family Basics
- M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- J Transient Renters
- 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 - 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	9	9	9	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	161	1,869	5,714	10,155	13,194	80	129	104	82	73
<b>C Country Living (18+)</b>	0	42	565	1,597	2,391	0	3	11	14	14
<b>D Rural Reality (18+)</b>	0	58	280	1,618	3,202	0	4	5	14	19
<b>E Senior Security (18+)</b>	704	3,227	8,971	19,194	29,152	312	200	146	140	144
<b>F Suburban Stability (18+)</b>	964	4,014	9,411	20,961	28,552	569	331	204	203	188
<b>G Domestic Success (18+)</b>	218	1,565	4,283	11,395	17,386	94	94	67	80	83
<b>H Aspiring Homemakers (18+)</b>	606	2,172	6,843	20,515	31,088	240	120	100	133	137
<b>I Family Basics (18+)</b>	0	1,767	8,812	17,143	24,038	0	123	162	141	134
<b>J Transient Renters (18+)</b>	56	1,314	9,525	17,372	25,669	35	115	219	178	179
<b>K Municipal Challenge (18+)</b>	0	599	3,731	8,874	11,704	0	51	84	89	80
<b>L Vintage Value (18+)</b>	0	1,916	8,032	16,799	23,938	0	153	169	158	153
<b>M Modest Traditions (18+)</b>	22	1,042	4,544	12,919	18,951	17	110	127	161	160
<b>N Urban Cohesion (18+)</b>	0	0	1,876	6,579	12,823	0	0	47	74	99
<b>O Rental Hubs (18+)</b>	41	283	2,880	3,910	6,362	19	18	50	30	33
<b>Adults 18+ estimate 2015</b>	<b>2,772</b>	<b>19,868</b>	<b>75,476</b>	<b>169,040</b>	<b>248,459</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: NEW INN, DURKAR WAKEFIELD (370943)**



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

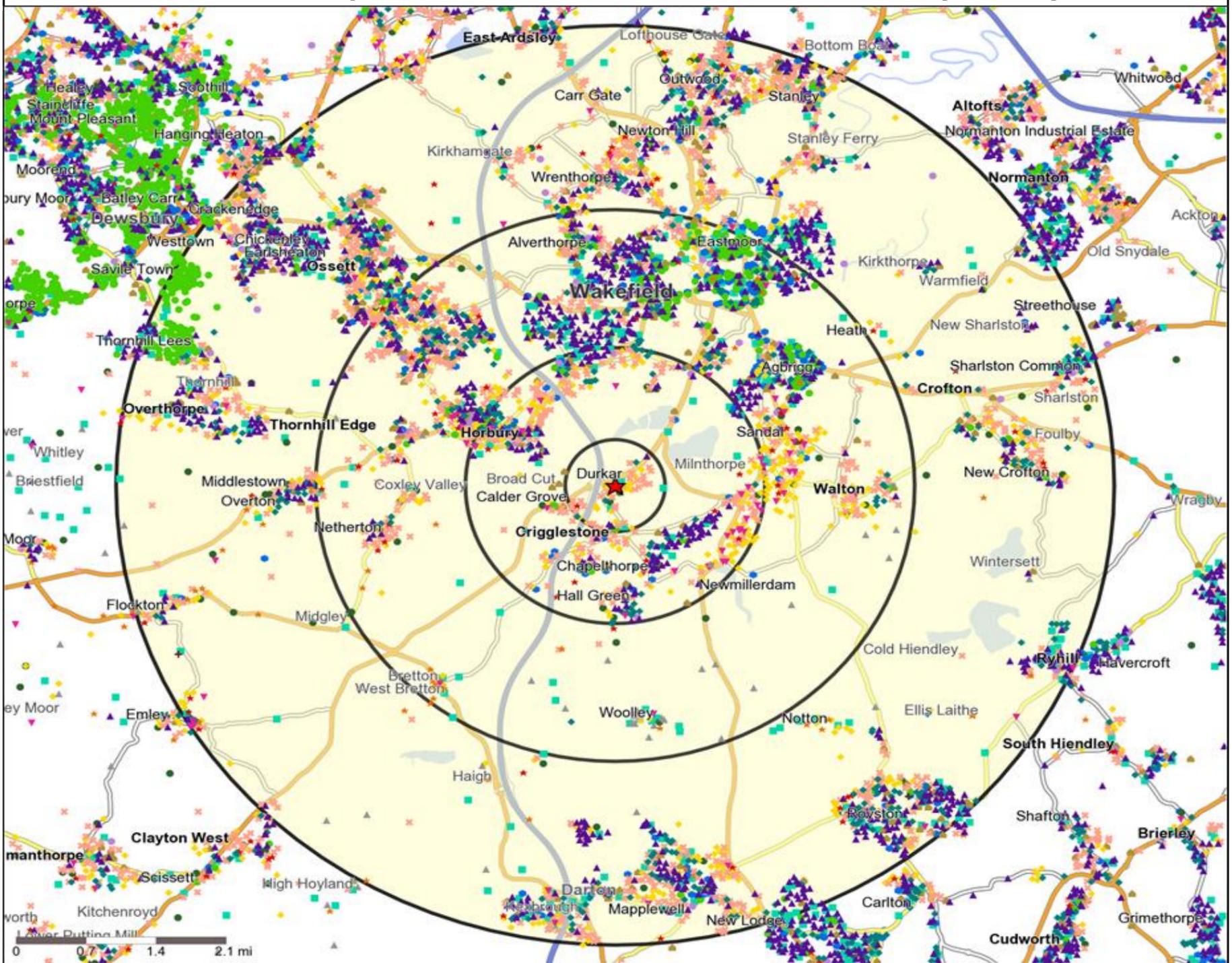
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic 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+)	161	80
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	704	312
F Suburban Stability (18+)	964	569
G Domestic Success (18+)	218	94
H Aspiring Homemakers (18+)	606	240
I Family Basics (18+)	0	0
J Transient Renters (18+)	56	35
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	22	17
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	41	19
<b>Adults 18+ estimate 2015</b>	<b>2,772</b>	<b>100</b>



### Occasions Map and Data: NEW INN, DURKAR WAKEFIELD (370943)



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

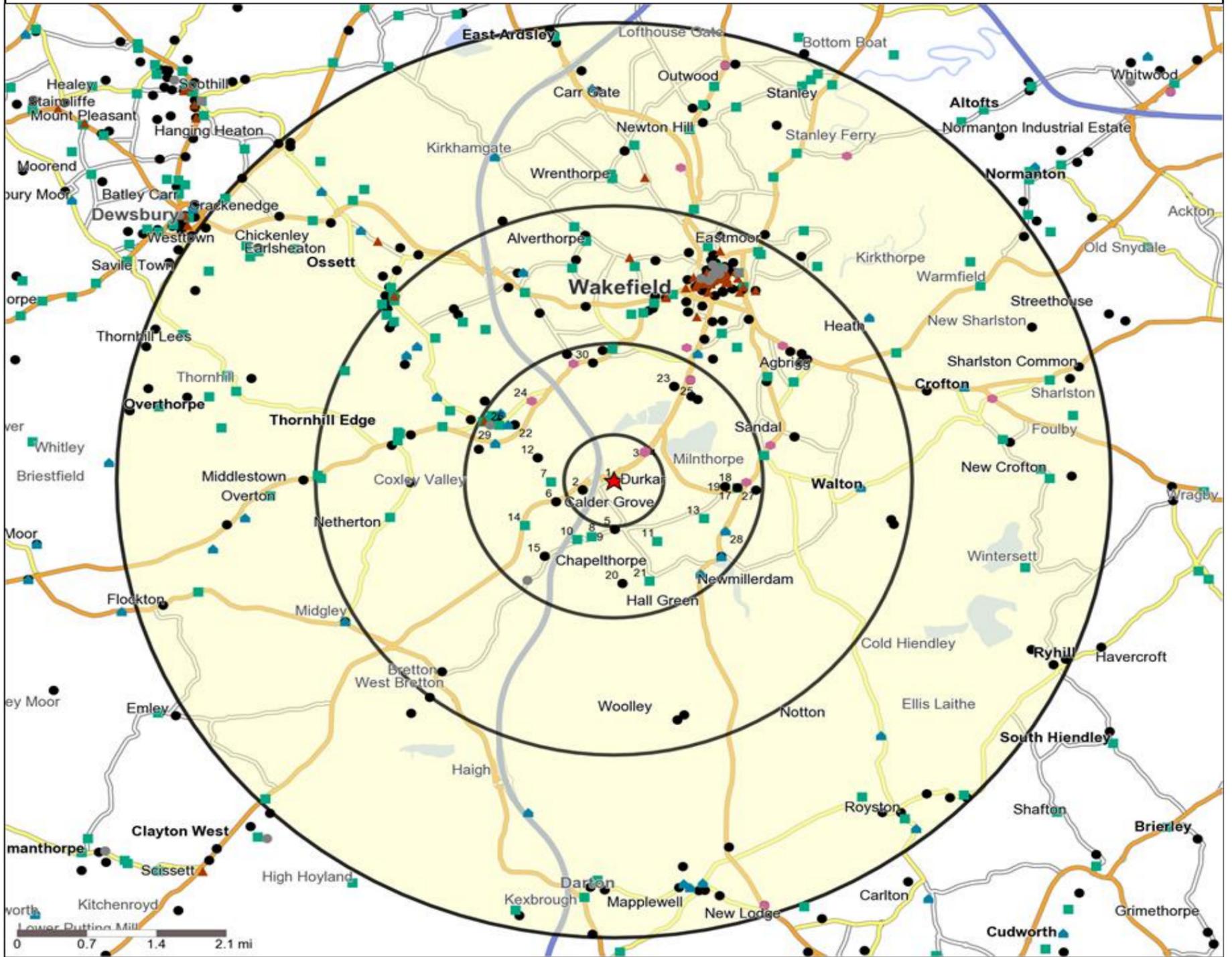
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- ▲ 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	131	1,412	6,062	13,516	19,855	74	99	105	103	102
02 Early Doors	180	1,652	6,006	14,227	20,453	121	138	125	130	125
03 Everyday is Friday	139	1,056	4,177	9,578	14,108	109	103	102	103	101
04 Weekend Millionaires	144	1,603	7,369	16,434	24,514	79	109	124	122	122
05 Out On The Town	156	1,388	6,372	13,439	20,191	88	98	112	103	105
06 Business and Pleasure	48	362	1,868	4,223	6,638	53	49	63	63	67
07 Sporting Pints	88	960	5,719	12,473	19,657	45	61	91	87	92
08 Student Social	84	478	1,603	3,787	5,518	102	72	60	62	61
09 Leisurely Lunch	180	1,474	5,534	12,651	18,748	104	106	99	99	99
10 Wining and Dining	283	1,743	5,846	13,557	20,103	143	110	92	93	93
11 Household Outing	160	1,321	5,394	13,238	19,728	102	105	107	115	115
12 Midweek Meal Deal	58	640	3,235	7,251	10,822	66	91	114	112	113
13 Date Night	237	1,400	4,192	9,341	13,688	169	124	93	91	89
14 Birthday Treat	179	1,255	4,126	9,741	14,245	128	111	91	95	93
15 Pre Show Meal	58	344	1,255	2,838	4,229	120	89	81	80	80
<b>Number of Occasions</b>	<b>2,125</b>	<b>17,088</b>	<b>68,758</b>	<b>156,294</b>	<b>232,497</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: NEW INN, DURKAR WAKEFIELD (370943)



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

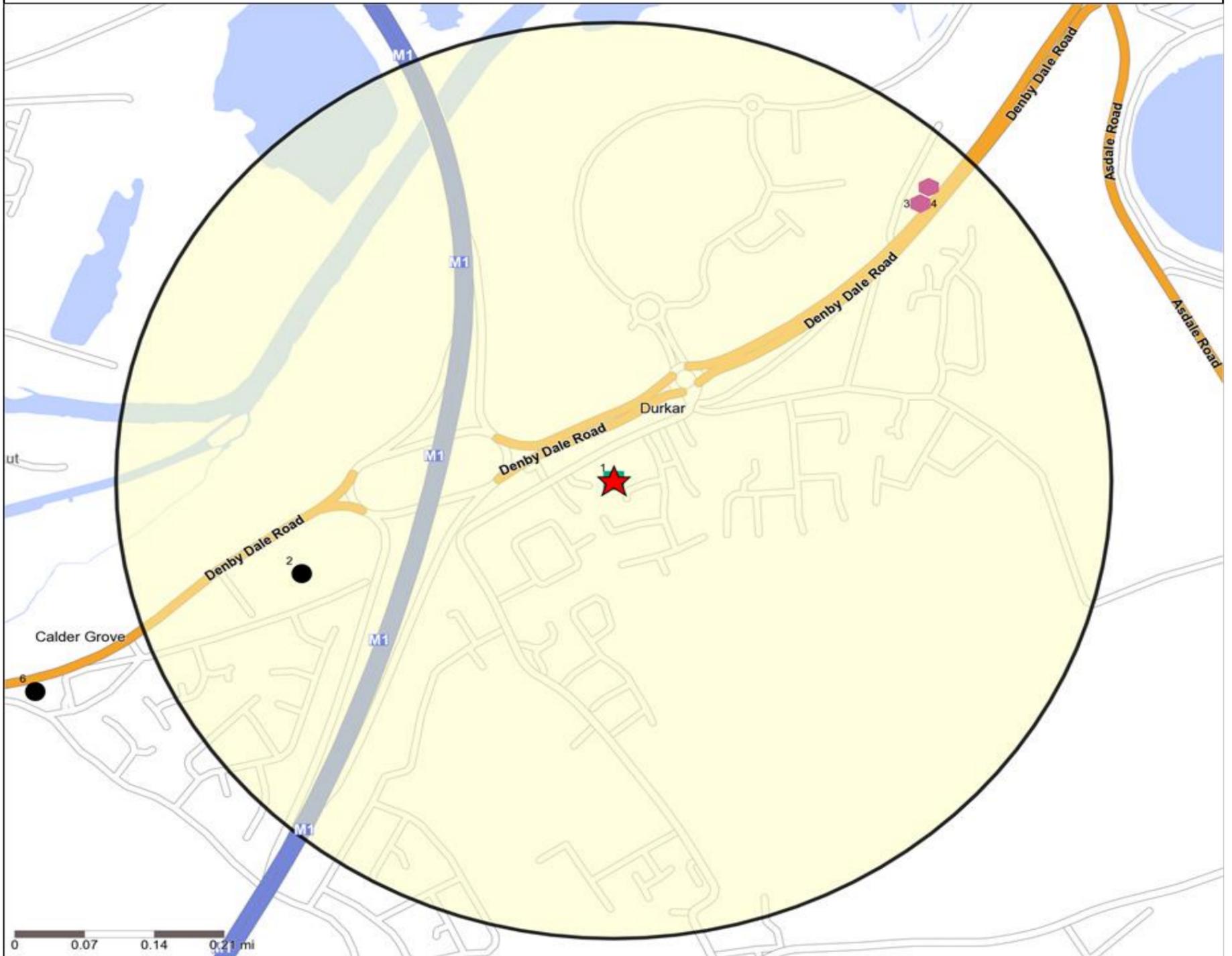
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### 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	2	11	11
Circuit Bar	0	1	45	48
Community Local	1	13	50	100
Dry Led	0	6	13	29
Branded Food Pub	2	6	10	14
Rural	0	0	0	0
Other	1	23	127	205
<b>Total</b>	<b>4</b>	<b>51</b>	<b>256</b>	<b>407</b>



### Competition Map and Data: NEW INN, DURKAR WAKEFIELD (370943)



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	2
Rural	0
Other	1
<b>Total</b>	<b>4</b>



## Local Competition: NEW INN, DURKAR WAKEFIELD (370943)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	NEW INN, DURKAR WAKEFIELD	DENBY DALE ROAD EAST, DURKAR WAKEFIELD, WF4 3AX	Punch Taverns	WF 4 3AX	Punch Taverns	0.00
1	<a href="#">New Inn</a>	419 Denby Dale Road East, Durkar, Wakefield	<a href="#">Punch Pub Company</a>	WF 4 3AX	Community Local	0.00
2	<a href="#">Cedar Court Hotel</a>	Denby Dale Road, Calder Grove, Wakefield	<a href="#">Cedar Court Hotels Limited</a>	WF 4 3QZ	Other	0.33
3	<a href="#">Swan &amp; Cygnet</a>	Denby Dale Road, Wakefield	<a href="#">Marston's</a>	WF 4 3BB	Branded Food	0.43
4	<a href="#">Red Kite</a>	1 Denby Dale Road, Durkar, Wakefield	<a href="#">Mitchells &amp; Butlers</a>	WF 4 3BB	Branded Food	0.43
5	<a href="#">Crigglestone Working Mens Club &amp; Institute</a>	19 High Street, Crigglestone, Wakefield	<a href="#">Independent Free</a>	WF 4 3EB	Other	0.53
6	<a href="#">Seafarer Restaurant</a>	597 Denby Dale Road, Calder Grove, Wakefield	<a href="#">Independent Free</a>	WF 4 3DA	Other	0.63
7	<a href="#">Navigation</a>	Broad Cut Road, Calder Grove, Wakefield	<a href="#">Punch Pub Company</a>	WF 4 3DS	Community Local	0.63
8	<a href="#">Lord Nelson</a>	163 High Street, Crigglestone, Wakefield	<a href="#">Punch Pub Company</a>	WF 4 3EF	Community Local	0.65
9	<a href="#">Gardeners Arms</a>	101 High Street, Crigglestone, Wakefield	<a href="#">*Other Small Retail Groups</a>	WF 4 3EF	Community Local	0.65
10	<a href="#">Station</a>	Cliff Road, Crigglestone, Wakefield	<a href="#">Unknown</a>	WF 4 3EQ	Community Local	0.74
11	<a href="#">Jolly Miller</a>	Hendal Lane, Wakefield	<a href="#">Enterprise Inns</a>	WF 2 7PB	Community Local	0.79
12	<a href="#">Calder Vale Hotel</a>	Millfield Road, Horbury, Wakefield	<a href="#">Independent Free</a>	WF 4 5EB	Other	0.80
13	<a href="#">Kettlethorpe Hotel</a>	Deffer Road, Wakefield	<a href="#">*Other Small Retail Groups</a>	WF 2 7HB	Community Local	1.00
14	<a href="#">British Oak Inn</a>	Calder Grove, Calder Grove, Wakefield	<a href="#">Punch Pub Company</a>	WF 4 3DL	Community Local	1.02
15	<a href="#">Crigglestone All Blacks</a>	Cliff Grove, Crigglestone, Wakefield	<a href="#">Independent Free</a>	WF 4 3EP	Other	1.08
16	<a href="#">Sandle Pagoda</a>	2-4 Asdale Road, Wakefield	<a href="#">Independent Free</a>	WF 2 7JE	Other	1.12
17	<a href="#">Shabana</a>	Asdale Road, Wakefield	<a href="#">Independent Free</a>	WF 2 7JE	Other	1.12
18	<a href="#">Rinaldi Restorante</a>	Asdale Road, Wakefield	<a href="#">Independent Free</a>	WF 2 7JE	Other	1.12
19	<a href="#">Greenhouse</a>	Wakefield	<a href="#">Independent Free</a>	WF 2 7JE	Other	1.12
20	<a href="#">Crigglestone Sports Club</a>	173 Painthorpe Lane, Hall Green, Wakefield	<a href="#">Independent Free</a>	WF 4 3LA	Other	1.13
21	<a href="#">Bay Horse</a>	30 Stoney Lane, Chapelthorpe, Wakefield	<a href="#">Independent Free</a>	WF 4 3JN	Community Local	1.15
22	<a href="#">Horbury Working Mens Club</a>	Cluntergate, Horbury, Wakefield	<a href="#">Independent Free</a>	WF 4 5DB	Other	1.17
23	<a href="#">Campanile Hotel</a>	Monckton Road Industrial Estate, Wakefield	<a href="#">Campanile Hotels</a>	WF 2 7AL	Other	1.19
24	<a href="#">Old Mill</a>	Wakefield Road, Horbury, Wakefield	<a href="#">Marston's</a>	WF 4 5HJ	Branded Food	1.20
25	<a href="#">Nuffield Health Fitness &amp; Wellbeing Centre</a>	Calder Island Way, Wakefield	<a href="#">Cannons Group Ltd</a>	WF 2 7AW	Other	1.22
26	<a href="#">Shepherds Arms</a>	Cluntergate, Horbury, Wakefield	<a href="#">Star Pubs &amp; Bars</a>	WF 4 5DA	Dry Led	1.23
27	<a href="#">Sandal Rugby Club</a>	Standbridge Lane, Wakefield	<a href="#">Independent Free</a>	WF 2 7DY	Other	1.25
28	<a href="#">Pledwick Well Inn</a>	434 Barnsley Road, Newmillerdam, Wakefield	<a href="#">Independent Free</a>	WF 2 6QE	Dry Led	1.25
29	<a href="#">Bulls Head</a>	Southfield Lane, Horbury, Wakefield	<a href="#">Punch Pub Company</a>	WF 4 5AS	Dry Led	1.26
30	<a href="#">City Of Wakefield Golf Club</a>	Horbury Road, Wakefield	<a href="#">Independent Free</a>	WF 2 8LG	Other	1.30