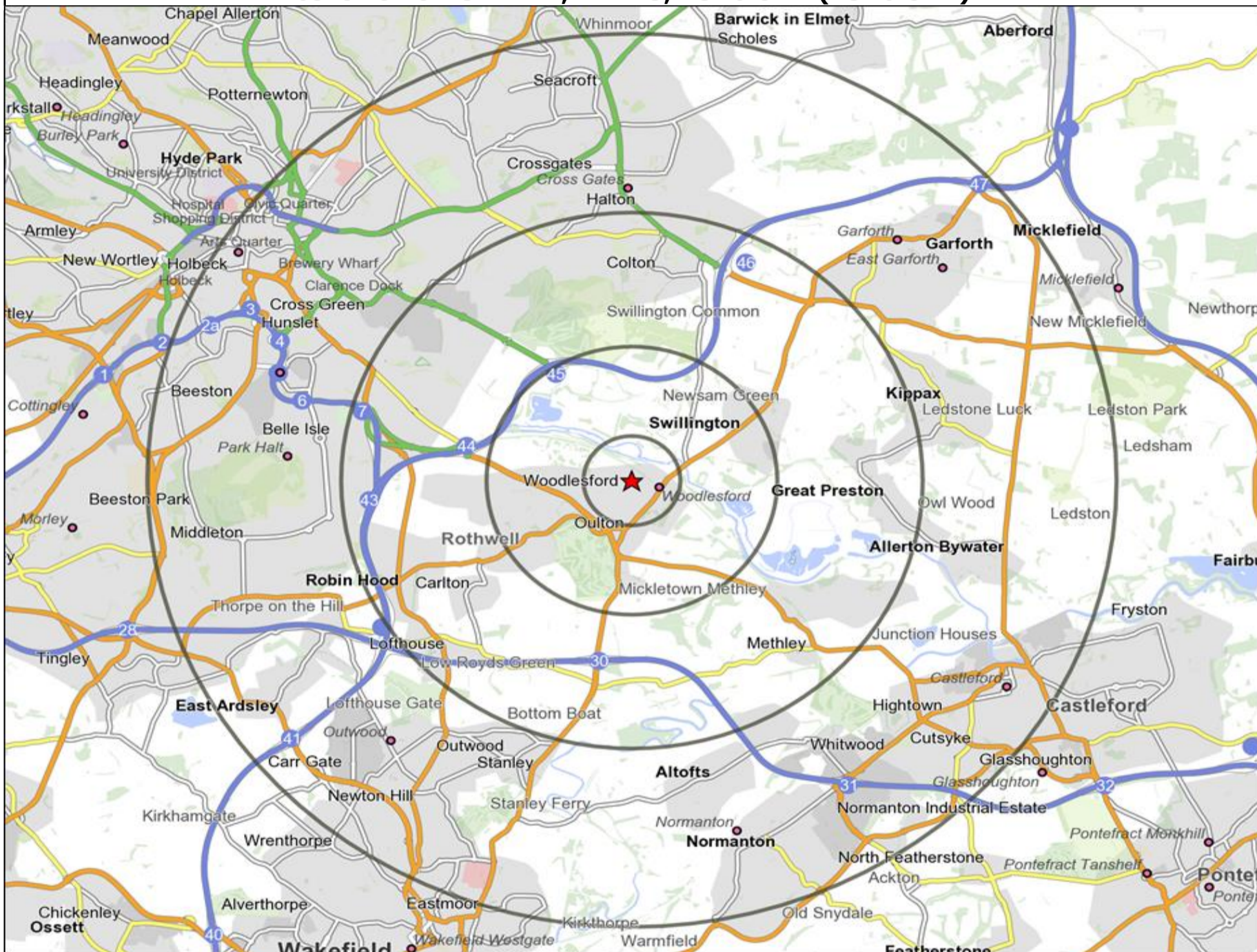




**Customer Profile Report for TWO POINTERS, WOODLESFORD (Punch Outlet Number: 300311  
69 CHURCH STREET, LEEDS, LS26 8RE (LS26 8RE)**



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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	1,069	3,225	12,266	70,964	58,548	108	98	103	110	105
16-17	106	426	1,460	8,321	7,168	87	105	99	104	104
18-24	327	1,018	4,247	34,210	26,468	69	64	74	110	98
25-34	607	1,782	7,173	53,279	42,242	84	75	83	113	104
35-44	753	2,304	8,634	44,337	38,694	113	104	107	102	103
45-54	745	2,500	9,625	45,635	41,932	100	101	107	94	100
55-64	592	2,069	7,335	33,831	32,008	99	105	102	87	95
65+	1,071	4,130	12,745	53,110	49,900	113	131	111	86	93
Population estimate 2015	5,270	17,454	63,485	343,687	296,960	100	100	100	100	100

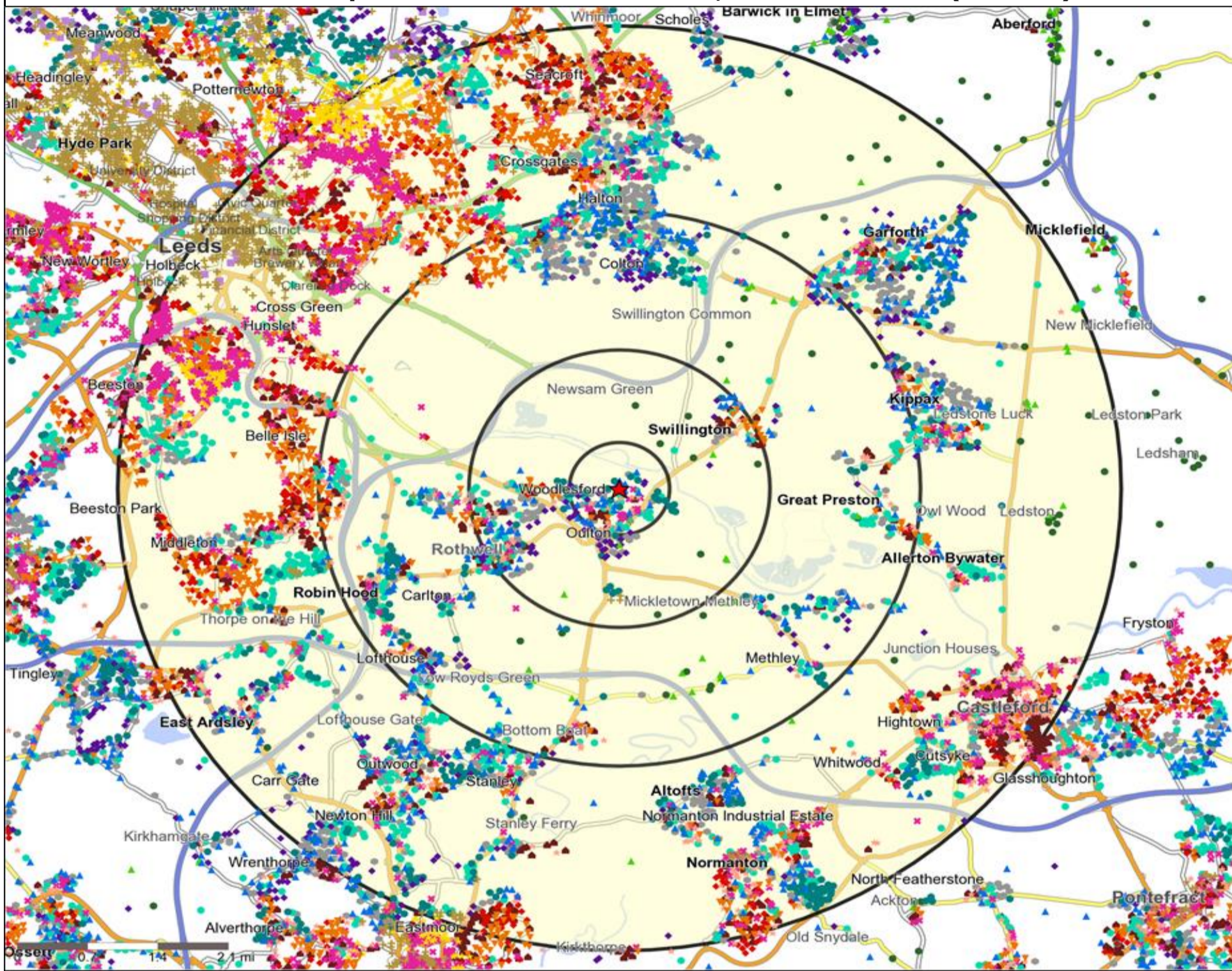
**Ethnicity - Census 2011**

	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	4,966	16,699	59,701	281,839	262,712	97%	97%	96%	85%	92%
Mixed / Multiple Ethnic Groups	72	221	818	7,749	4,979	1%	1%	1%	2%	2%
Asian / Asian British	57	219	827	24,724	11,426	1%	1%	1%	7%	4%
Black / African / Caribbean / Black British	13	64	590	13,502	6,140	0%	0%	1%	4%	2%
Other Ethnic Group	7	32	146	3,430	1,571	0%	0%	0%	1%	1%
All People (Ethnic Group)	5,115	17,235	62,082	331,244	286,828	100	100	100	100	100





**Mosaic UK Map and Data: TWO POINTERS, WOODLESFORD (300311)**



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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

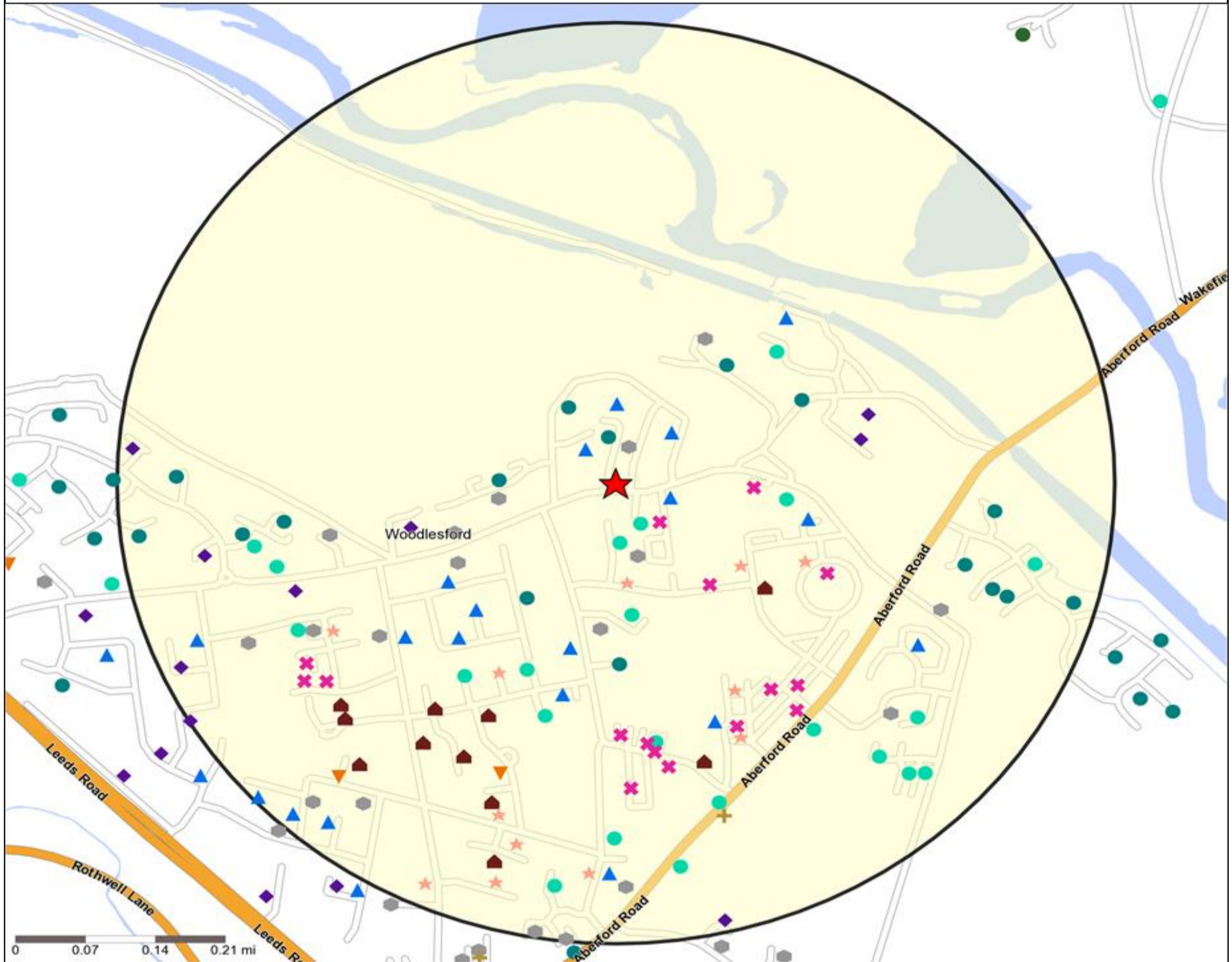
**Mosaic UK Data Table (Residential)**

	Count:					Index:				
	0 - 0.5 Miles	0 - 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	226	118	0	0	0	2	1
<b>B Prestige Positions (18+)</b>	209	979	3,149	5,465	6,883	70	97	87	29	41
<b>C Country Living (18+)</b>	2	23	168	373	465	1	2	5	2	3
<b>D Rural Reality (18+)</b>	1	26	206	382	488	0	3	6	2	3
<b>E Senior Security (18+)</b>	626	2,986	9,298	27,137	29,069	188	266	230	127	156
<b>F Suburban Stability (18+)</b>	661	1,963	7,416	21,460	23,549	264	233	244	134	168
<b>G Domestic Success (18+)</b>	559	1,447	5,074	14,179	15,899	162	125	121	64	82
<b>H Aspiring Homemakers (18+)</b>	563	1,601	8,106	32,485	33,495	151	127	179	136	160
<b>I Family Basics (18+)</b>	68	1,069	4,496	35,617	27,501	23	107	125	188	166
<b>J Transient Renters (18+)</b>	428	667	2,070	33,509	25,428	181	84	72	222	192
<b>K Municipal Challenge (18+)</b>	0	41	778	19,475	12,038	0	5	27	127	89
<b>L Vintage Value (18+)</b>	438	1,673	4,259	28,475	25,278	170	193	136	173	175
<b>M Modest Traditions (18+)</b>	508	1,094	4,206	18,453	18,035	261	167	178	148	165
<b>N Urban Cohesion (18+)</b>	0	0	0	8,650	2,348	0	0	0	63	20
<b>O Rental Hubs (18+)</b>	30	234	527	16,047	9,151	10	22	14	80	52
<b>Adults 18+ estimate 2015</b>	<b>4,093</b>	<b>13,803</b>	<b>49,753</b>	<b>261,933</b>	<b>229,745</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





**Mosaic UK Map and Data: TWO POINTERS, WOODLESFORD (300311)**



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- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| 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       |

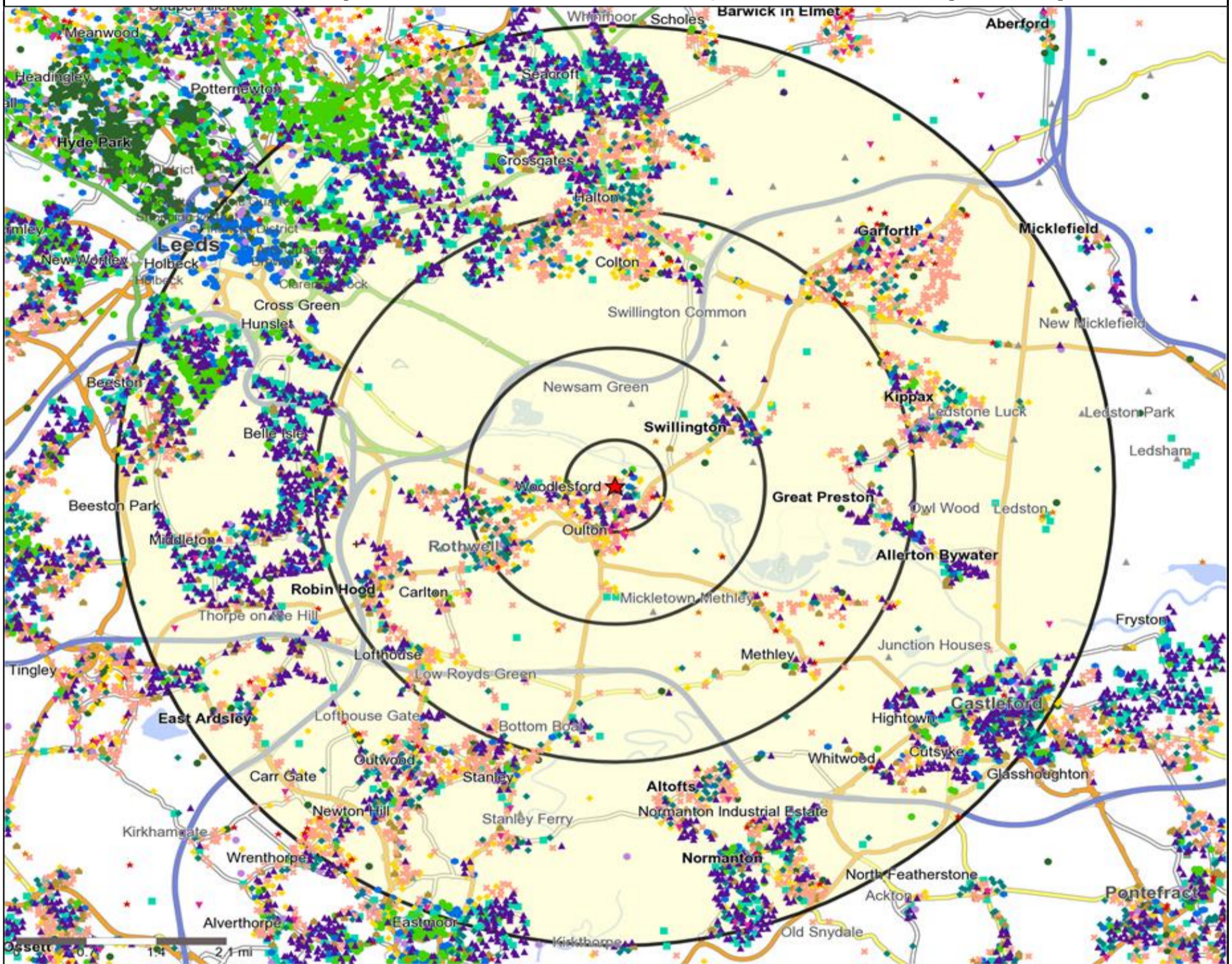
**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	209	70
C Country Living (18+)	2	1
D Rural Reality (18+)	1	0
E Senior Security (18+)	626	188
F Suburban Stability (18+)	661	264
G Domestic Success (18+)	559	162
H Aspiring Homemakers (18+)	563	151
I Family Basics (18+)	68	23
J Transient Renters (18+)	428	181
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	438	170
M Modest Traditions (18+)	508	261
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	30	10
<b>Adults 18+ estimate 2015</b>	<b>4,093</b>	<b>100</b>





## Occasions Map and Data: TWO POINTERS, WOODLESFORD (300311)



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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

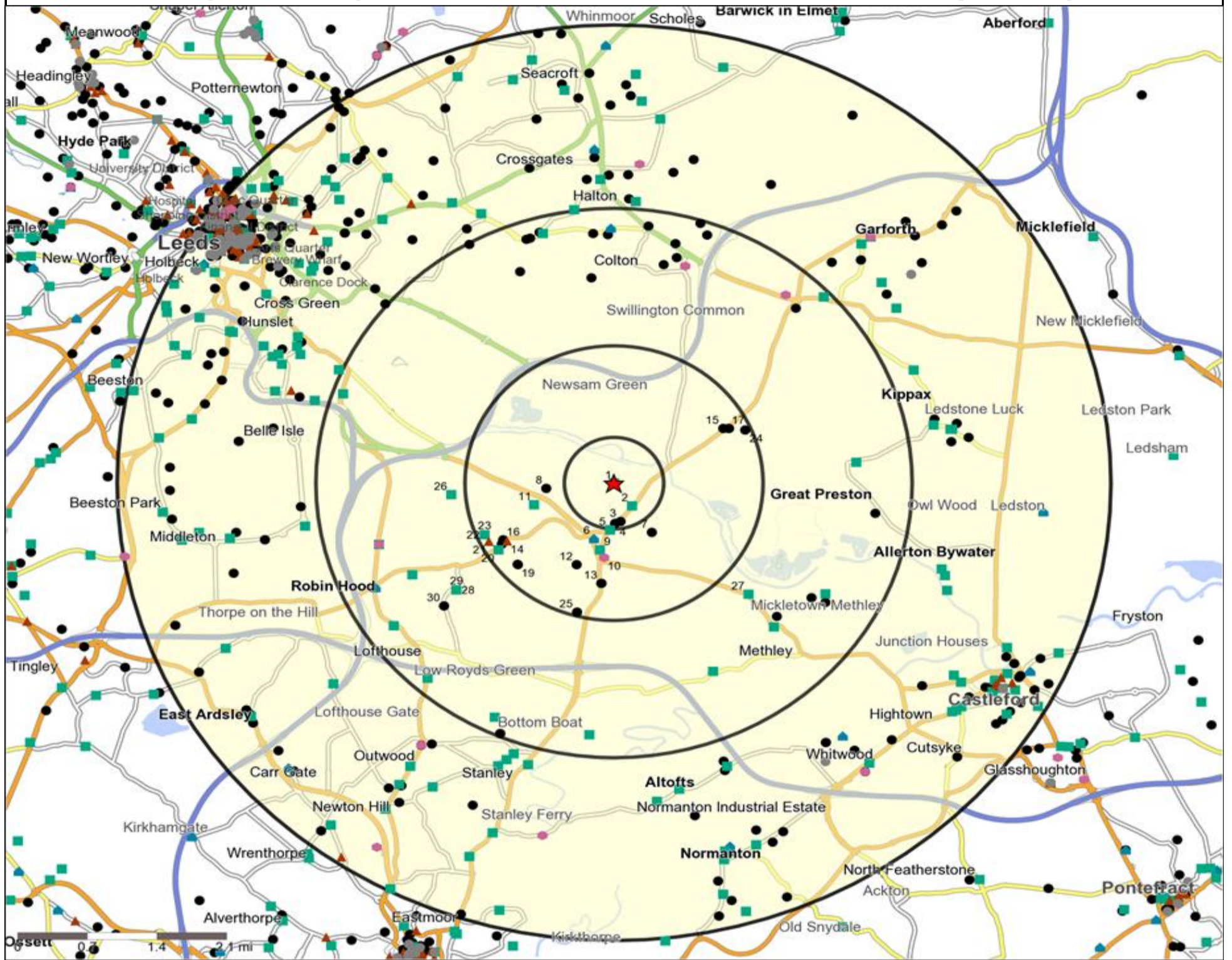
### Occasions Data Table

	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	228	955	3,307	22,756	18,627	73	92	87	104	100
02 Early Doors	323	1,310	4,142	19,954	18,519	124	151	131	109	119
03 Everyday is Friday	246	766	2,881	16,484	14,370	111	103	107	106	109
04 Weekend Millionaires	356	1,105	4,538	30,573	25,806	111	103	116	136	135
05 Out On The Town	315	938	3,708	28,703	22,724	102	91	99	133	124
06 Business and Pleasure	94	285	1,130	7,737	5,943	59	54	58	69	63
07 Sporting Pints	211	651	2,692	26,330	18,516	62	57	65	110	91
08 Student Social	114	344	1,252	5,855	5,080	79	71	71	58	59
09 Leisurely Lunch	315	1,090	3,683	19,026	16,392	104	108	100	90	91
10 Wining and Dining	409	1,289	4,659	19,434	18,186	119	112	111	80	88
11 Household Outing	347	1,065	3,960	20,867	18,241	127	117	119	109	112
12 Midweek Meal Deal	121	419	1,704	13,311	10,496	79	82	91	124	115
13 Date Night	276	979	3,431	11,841	12,071	113	120	115	69	83
14 Birthday Treat	268	920	3,118	13,121	12,338	110	113	105	76	85
15 Pre Show Meal	91	288	1,032	4,465	4,115	108	102	101	76	82
<b>Number of Occasions</b>	<b>3,714</b>	<b>12,404</b>	<b>45,237</b>	<b>260,457</b>	<b>221,424</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





### Competition Map and Data: TWO POINTERS, WOODLESFORD (300311)



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

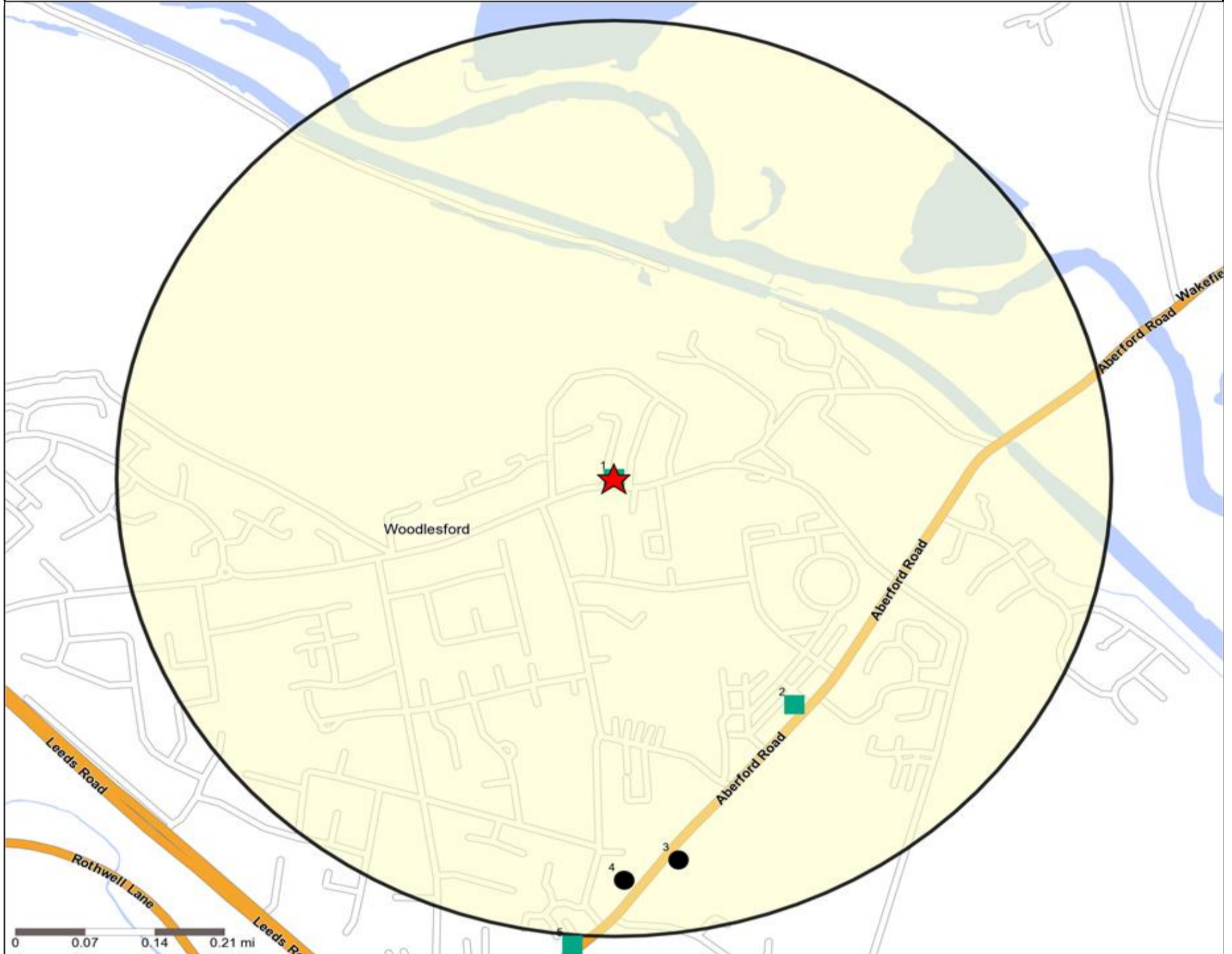
#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	72
Circuit Bar	0	2	2	80
Community Local	2	7	24	132
Dry Led	0	1	4	18
Branded Food Pub	0	1	4	13
Rural	0	0	0	1
Other	2	14	42	373
<b>Total</b>	<b>4</b>	<b>25</b>	<b>76</b>	<b>689</b>





## Competition Map and Data: TWO POINTERS, WOODLESFORD (300311)



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	2
<b>Total</b>	<b>4</b>



## Local Competition: TWO POINTERS, WOODLESFORD (300311)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	TWO POINTERS, WOODLESFORD	69 CHURCH STREET, LEEDS, LS26 8RE	Punch Taverns	LS26 8RE	Punch Taverns	0.00
1	<a href="#">Two Pointers Inn</a>	69 Church Street, Woodlesford, Leeds	<a href="#">Punch Pub Company</a>	LS26 8RE	Community Local	0.00
2	<a href="#">Midland Hotel</a>	97 Aberford Road, Woodlesford, Leeds	<a href="#">Enterprise Inns</a>	LS26 8LQ	Community Local	0.31
3	<a href="#">Salute</a>	84 Aberford Road, Oulton, Leeds	<a href="#">Independent Free</a>	LS26 8HP	Other	0.42
4	<a href="#">Woodlesford Oulton Sports &amp; Social Club</a>	Wakefield Road, Oulton, Leeds	<a href="#">Independent Free</a>	LS26 8HS	Other	0.44
5	<a href="#">Old Masons Arms</a>	59 Aberford Road, Oulton, Leeds	<a href="#">Enterprise Inns</a>	LS26 8JA	Community Local	0.51
6	<a href="#">Three Horseshoes</a>	16 Leeds Road, Oulton, Leeds	<a href="#">Enterprise Inns</a>	LS26 8JU	Dry Led	0.64
7	<a href="#">West Riding County Football Club</a>	Fleet Lane, Oulton, Leeds	<a href="#">Independent Free</a>	LS26 8NX	Other	0.66
8	<a href="#">Rothwell Labour Club</a>	5Th Fifth Avenue, Rothwell, Leeds	<a href="#">Independent Free</a>	LS26 0HG	Other	0.68
9	<a href="#">New Masons Arms</a>	26 Aberford Road, Oulton, Leeds	<a href="#">Enterprise Inns</a>	LS26 8JR	Community Local	0.74
10	<a href="#">Toby Carvery</a>	2 Aberford Road, Oulton, Leeds	<a href="#">Mitchells &amp; Butlers</a>	LS26 8EJ	Branded Food	0.82
11	<a href="#">Stepping Stones</a>	3 Springhead Road, Rothwell, Leeds	<a href="#">Independent Free</a>	LS26 0EX	Community Local	0.84
12	<a href="#">Oulton Hall</a>	Rothwell Lane, Oulton, Leeds	<a href="#">De Vere Group</a>	LS26 8HN	Other	0.97
13	<a href="#">China Dragon Red</a>	3 Wakefield Road, Oulton, Leeds	<a href="#">Admiral Taverns Ltd</a>	LS26 8EL	Other	1.10
14	<a href="#">Black Bull</a>	15 Commercial Street, Rothwell, Leeds	<a href="#">Punch Pub Company</a>	LS26 0AX	Circuit Bar	1.25
15	<a href="#">Grand Indian Lounge</a>	40 Wakefield Road, Swillington, Leeds	<a href="#">Independent Free</a>	LS26 8DJ	Other	1.25
16	<a href="#">Mirchiz</a>	30a Commercial Street, Rothwell, Leeds	<a href="#">Independent Free</a>	LS26 0AW	Other	1.28
17	<a href="#">Swillington Miners Welfare Sch</a>	9 Wakefield Road, Swillington, Leeds	<a href="#">Independent Free</a>	LS26 8DT	Other	1.30
18	<a href="#">Rothwell Working Mens Club</a>	22 Marsh Street, Rothwell, Leeds	<a href="#">Independent Free</a>	LS26 0BB	Other	1.31
19	<a href="#">Rothwell Athletic Club</a>	Oulton Lane, Rothwell, Leeds	<a href="#">Independent Free</a>	LS26 0BN	Other	1.31
20	<a href="#">British Oak</a>	7 Marsh Street, Rothwell, Leeds	<a href="#">Punch Pub Company</a>	LS26 0AG	Community Local	1.37
21	<a href="#">Hare &amp; Hounds Hotel</a>	95 Commercial Street, Rothwell, Leeds	<a href="#">Enterprise Inns</a>	LS26 0QD	Circuit Bar	1.41
22	<a href="#">White Swan Inn</a>	23 Church Street, Rothwell, Leeds	<a href="#">Greene King</a>	LS26 0QL	Community Local	1.42
23	<a href="#">Holy Trinity Parish Centre</a>	Church Street, Rothwell, Leeds	<a href="#">Independent Free</a>	LS26 0QL	Other	1.42
24	<a href="#">Swillington Labour Club</a>	Astley Lane, Swillington, Leeds	<a href="#">Independent Free</a>	LS26 8UE	Other	1.44
25	<a href="#">Oulton Park Golf Club</a>	Pennington Lane, Oulton, Leeds	<a href="#">Independent Free</a>	LS26 8EX	Other	1.46
26	<a href="#">Woodland Hotel</a>	111 Wood Lane, Rothwell, Leeds	<a href="#">Enterprise Inns</a>	LS26 0PH	Community Local	1.64
27	<a href="#">Royal Oak Hotel</a>	102 Leeds Road, Methley, Leeds	<a href="#">Unknown</a>	LS26 9EP	Community Local	1.82
28	<a href="#">Unicorn Inn</a>	Main Street, Carlton, Wakefield	<a href="#">Independent Free</a>	WF 3 3RW	Community Local	1.97
29	<a href="#">Wakefield Carlton Working Mens Club</a>	Main Street, Carlton, Wakefield	<a href="#">Independent Free</a>	WF 3 3RW	Other	1.97
30	<a href="#">Carlton Cricket Club</a>	Town Street, Carlton, Wakefield	<a href="#">Independent Free</a>	WF 3 3QU	Other	2.17