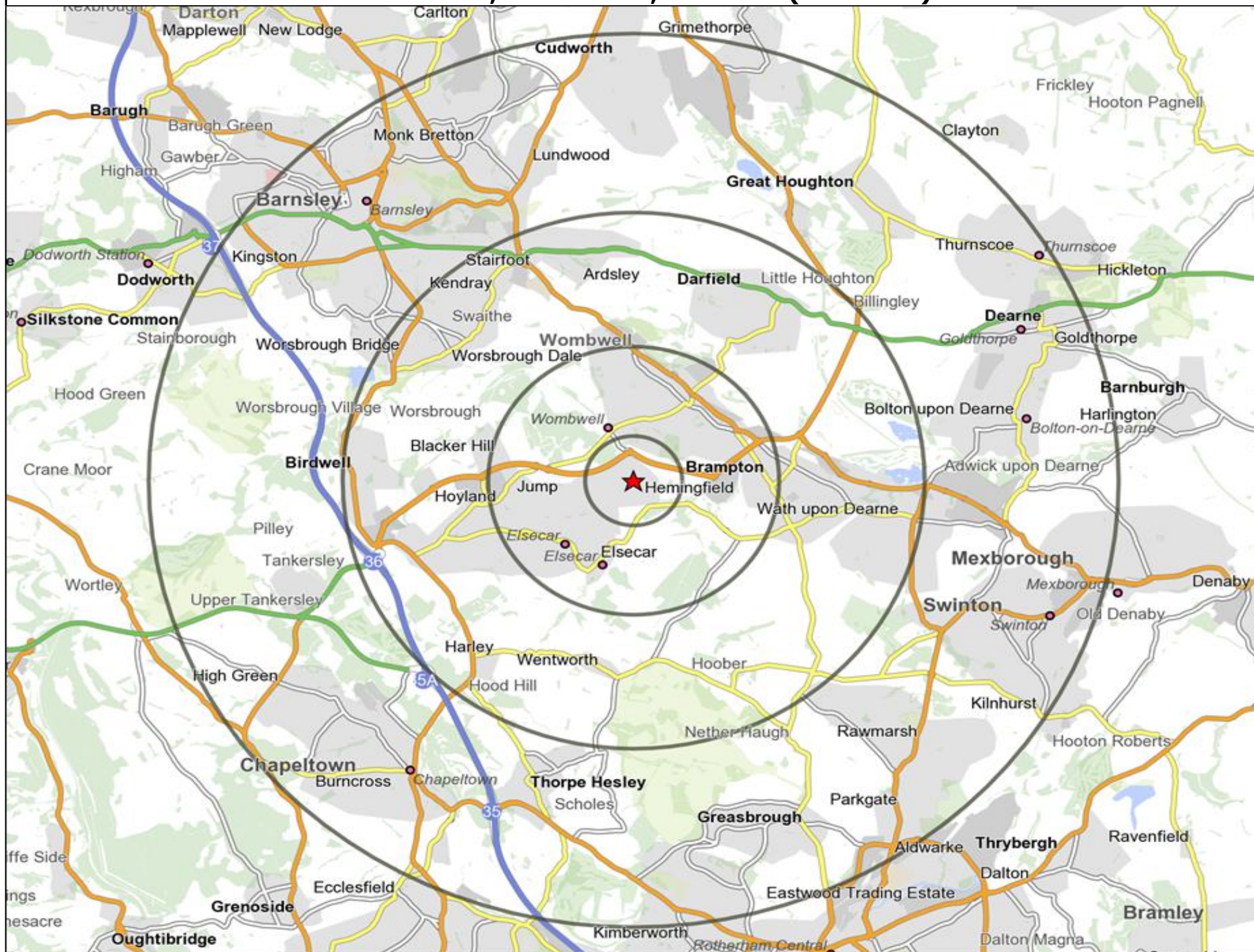




**Customer Profile Report for ALBION INN, HEMINGFIELD (Punch Outlet Number: 201494)**  
**THE GREEN, BARNSELEY, S73 0PT (S 73 0PT)**



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

**Age Data Table**

|                          | Count:           |                  |                  |                  |                     | Index:           |                  |                  |                  |                     |
|--------------------------|------------------|------------------|------------------|------------------|---------------------|------------------|------------------|------------------|------------------|---------------------|
|                          | 0 - 0.5<br>Miles | 0 - 1.5<br>Miles | 0 - 3.0<br>Miles | 0 - 5.0<br>Miles | 15 Min<br>Drivetime | 0 - 0.5<br>Miles | 0 - 1.5<br>Miles | 0 - 3.0<br>Miles | 0 - 5.0<br>Miles | 15 Min<br>Drivetime |
| 0-15                     | 410              | 5,712            | 14,606           | 47,913           | 49,080              | 106              | 104              | 98               | 98               | 97                  |
| 16-17                    | 39               | 663              | 1,811            | 6,096            | 6,256               | 81               | 97               | 98               | 100              | 100                 |
| 18-24                    | 134              | 2,420            | 6,276            | 21,802           | 22,225              | 72               | 91               | 87               | 92               | 91                  |
| 25-34                    | 330              | 4,101            | 10,333           | 34,366           | 34,835              | 117              | 102              | 95               | 96               | 95                  |
| 35-44                    | 301              | 3,627            | 9,360            | 31,059           | 32,062              | 115              | 97               | 93               | 94               | 94                  |
| 45-54                    | 301              | 4,300            | 11,636           | 39,302           | 40,458              | 103              | 103              | 103              | 106              | 106                 |
| 55-64                    | 261              | 3,478            | 9,852            | 31,934           | 33,437              | 112              | 105              | 110              | 108              | 110                 |
| 65+                      | 287              | 5,065            | 15,569           | 48,897           | 51,253              | 77               | 96               | 109              | 104              | 106                 |
| Population estimate 2015 | 2,063            | 29,366           | 79,443           | 261,369          | 269,606             | 100              | 100              | 100              | 100              | 100                 |

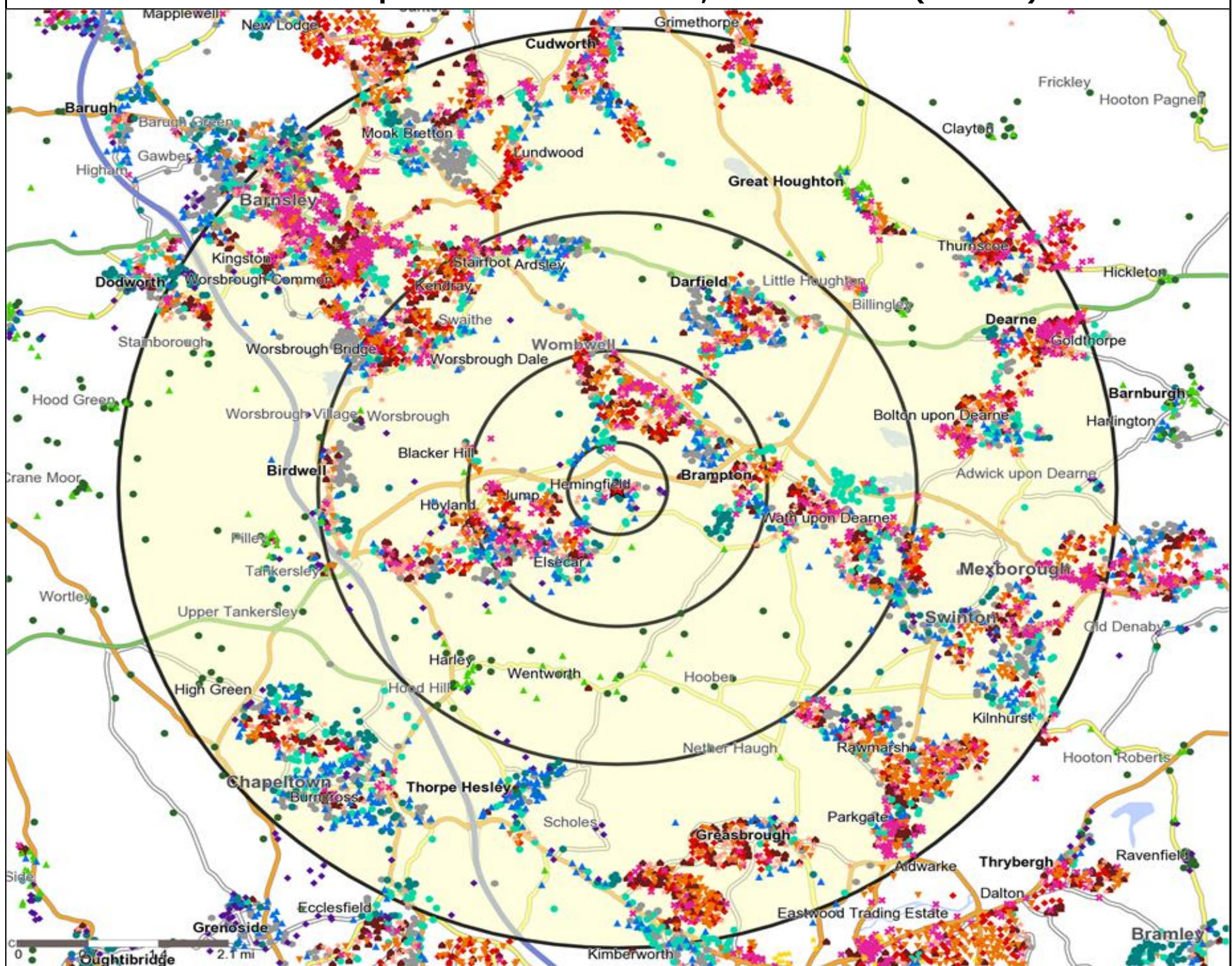
**Ethnicity - Census 2011**

|                                             | Count:           |                  |                  |                  |                     | %:               |                  |                  |                  |                     |
|---------------------------------------------|------------------|------------------|------------------|------------------|---------------------|------------------|------------------|------------------|------------------|---------------------|
|                                             | 0 - 0.5<br>Miles | 0 - 1.5<br>Miles | 0 - 3.0<br>Miles | 0 - 5.0<br>Miles | 15 Min<br>Drivetime | 0 - 0.5<br>Miles | 0 - 1.5<br>Miles | 0 - 3.0<br>Miles | 0 - 5.0<br>Miles | 15 Min<br>Drivetime |
| White                                       | 1,932            | 28,005           | 74,223           | 246,352          | 253,509             | 99%              | 98%              | 98%              | 98%              | 97%                 |
| Mixed / Multiple Ethnic Groups              | 17               | 194              | 525              | 1,944            | 2,061               | 1%               | 1%               | 1%               | 1%               | 1%                  |
| Asian / Asian British                       | 8                | 150              | 426              | 2,001            | 2,468               | 0%               | 1%               | 1%               | 1%               | 1%                  |
| Black / African / Caribbean / Black British | 1                | 109              | 361              | 1,629            | 1,671               | 0%               | 0%               | 0%               | 1%               | 1%                  |
| Other Ethnic Group                          | 0                | 54               | 153              | 701              | 733                 | 0%               | 0%               | 0%               | 0%               | 0%                  |
| All People (Ethnic Group)                   | 1,958            | 28,512           | 75,688           | 252,627          | 260,442             | 100              | 100              | 100              | 100              | 100                 |

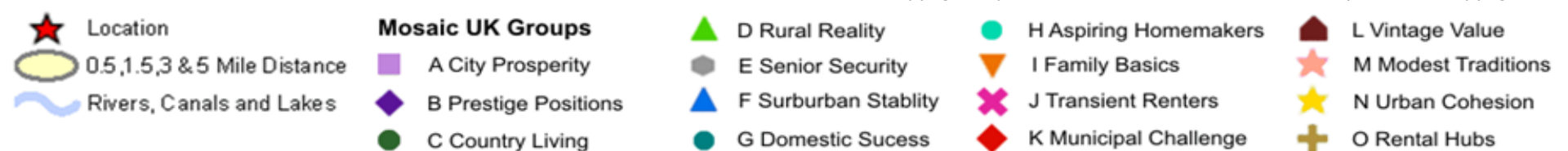




## Mosaic UK Map and Data: ALBION INN, HEMINGFIELD (201494)



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### Mosaic UK Data Table (Residential)

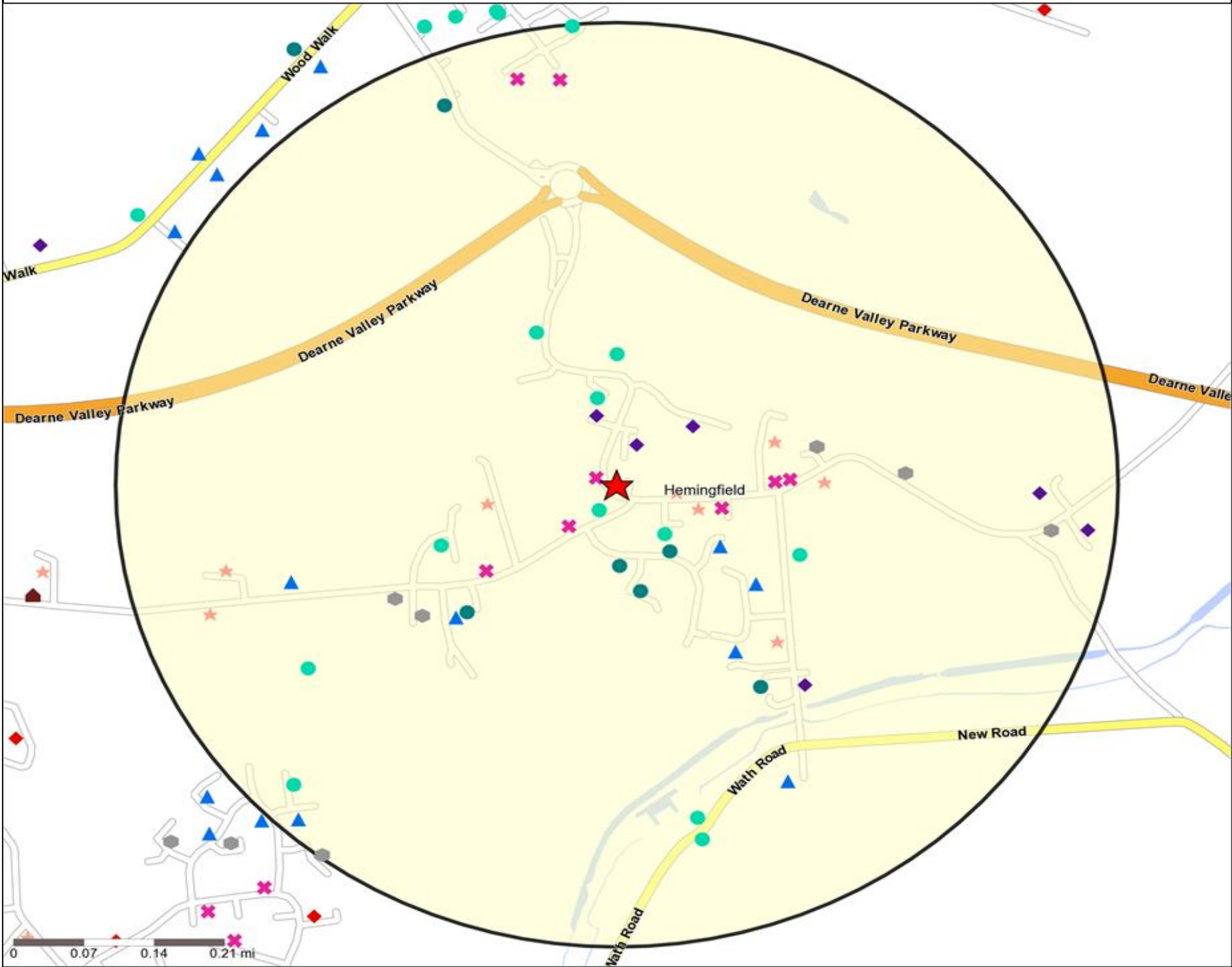
|                             | Count:        |               |               |               |                  | Index:  |         |         |         |                  |
|-----------------------------|---------------|---------------|---------------|---------------|------------------|---------|---------|---------|---------|------------------|
|                             | 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 |
| A City Prosperity (18+)     | 0             | 0             | 0             | 0             | 0                | 0       | 0       | 0       | 0       | 0                |
| B Prestige Positions (18+)  | 79            | 133           | 487           | 2,001         | 3,125            | 67      | 8       | 11      | 13      | 20               |
| C Country Living (18+)      | 0             | 17            | 367           | 1,016         | 2,196            | 0       | 1       | 8       | 7       | 15               |
| D Rural Reality (18+)       | 0             | 9             | 829           | 2,144         | 4,278            | 0       | 1       | 19      | 15      | 29               |
| E Senior Security (18+)     | 137           | 1,334         | 6,266         | 18,630        | 20,346           | 104     | 71      | 122     | 111     | 117              |
| F Suburban Stability (18+)  | 210           | 2,147         | 5,606         | 21,066        | 22,199           | 213     | 153     | 146     | 166     | 170              |
| G Domestic Success (18+)    | 180           | 1,460         | 2,572         | 9,584         | 10,410           | 133     | 76      | 49      | 55      | 58               |
| H Aspiring Homemakers (18+) | 409           | 2,563         | 7,367         | 24,343        | 23,915           | 279     | 122     | 128     | 129     | 123              |
| I Family Basics (18+)       | 36            | 2,873         | 7,186         | 24,924        | 24,564           | 31      | 173     | 158     | 167     | 159              |
| J Transient Renters (18+)   | 209           | 4,264         | 9,621         | 32,666        | 33,349           | 224     | 321     | 264     | 273     | 270              |
| K Municipal Challenge (18+) | 0             | 2,065         | 5,109         | 17,141        | 17,353           | 0       | 153     | 138     | 141     | 138              |
| L Vintage Value (18+)       | 35            | 2,891         | 8,222         | 26,210        | 25,149           | 34      | 200     | 207     | 201     | 187              |
| M Modest Traditions (18+)   | 318           | 2,997         | 8,975         | 25,572        | 25,530           | 415     | 274     | 300     | 260     | 251              |
| N Urban Cohesion (18+)      | 0             | 0             | 5             | 245           | 248              | 0       | 0       | 0       | 2       | 2                |
| O Rental Hubs (18+)         | 0             | 239           | 413           | 1,691         | 1,454            | 0       | 13      | 9       | 11      | 9                |
| Adults 18+ estimate 2015    | 1,613         | 22,992        | 63,025        | 207,233       | 214,116          | 100     | 100     | 100     | 100     | 100              |

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Mosaic UK Map and Data: ALBION INN, HEMINGFIELD (201494)



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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

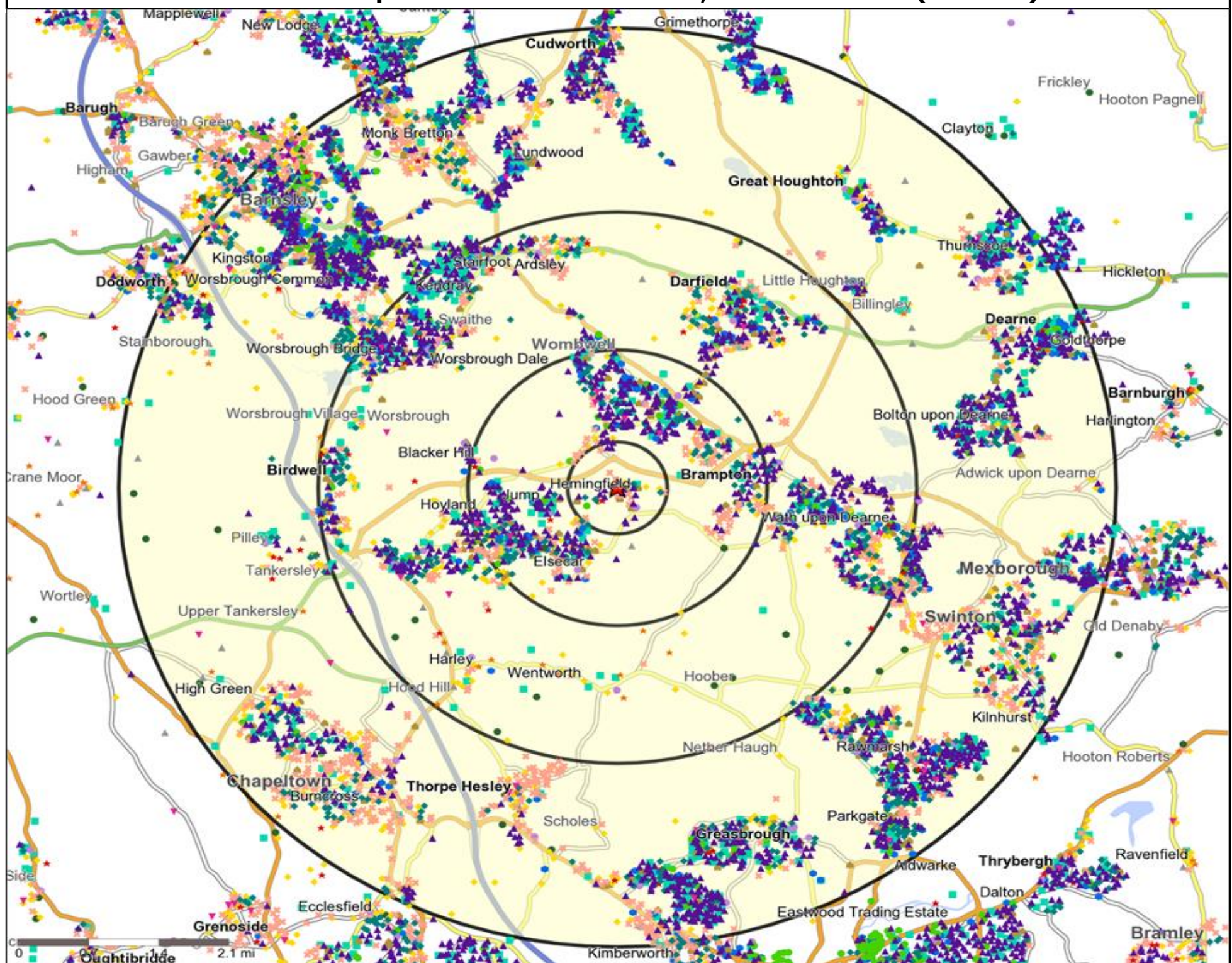
Mosaic UK Data Table (Residential)

|                             | Count:        | Index:        |
|-----------------------------|---------------|---------------|
|                             | 0 - 0.5 Miles | 0 - 0.5 Miles |
| A City Prosperity (18+)     | 0             | 0             |
| B Prestige Positions (18+)  | 79            | 67            |
| C Country Living (18+)      | 0             | 0             |
| D Rural Reality (18+)       | 0             | 0             |
| E Senior Security (18+)     | 137           | 104           |
| F Suburban Stability (18+)  | 210           | 213           |
| G Domestic Success (18+)    | 180           | 133           |
| H Aspiring Homemakers (18+) | 409           | 279           |
| I Family Basics (18+)       | 36            | 31            |
| J Transient Renters (18+)   | 209           | 224           |
| K Municipal Challenge (18+) | 0             | 0             |
| L Vintage Value (18+)       | 35            | 34            |
| M Modest Traditions (18+)   | 318           | 415           |
| N Urban Cohesion (18+)      | 0             | 0             |
| O Rental Hubs (18+)         | 0             | 0             |
| Adults 18+ estimate 2015    | 1,613         | 100           |





## Occasions Map and Data: ALBION INN, HEMINGFIELD (201494)



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|                                 |                         |                            |                        |                        |
|---------------------------------|-------------------------|----------------------------|------------------------|------------------------|
| ★ Location                      | <b>Occasions Types</b>  | ▲ 04 Weekend Millionaires  | ● 08 Student Social    | ★ 12 Midweek Meal Deal |
| ○ 0.5, 1.5, 3 & 5 Mile Distance | ■ 01 Mine's a Pint      | ● 05 Out On The Town       | ▼ 09 Leisurely Lunch   | ◆ 13 Date Night        |
| ~ Rivers, Canals and Lakes      | ◆ 02 Early Doors        | ▲ 06 Business and Pleasure | ✕ 10 Wining and Dining | ★ 14 Birthday Treat    |
|                                 | ● 03 Everyday is Friday | ● 07 Sporting Pints        | ▲ 11 Household Outing  | ✕ 15 Pre Show Meal     |

### Occasions Data Table

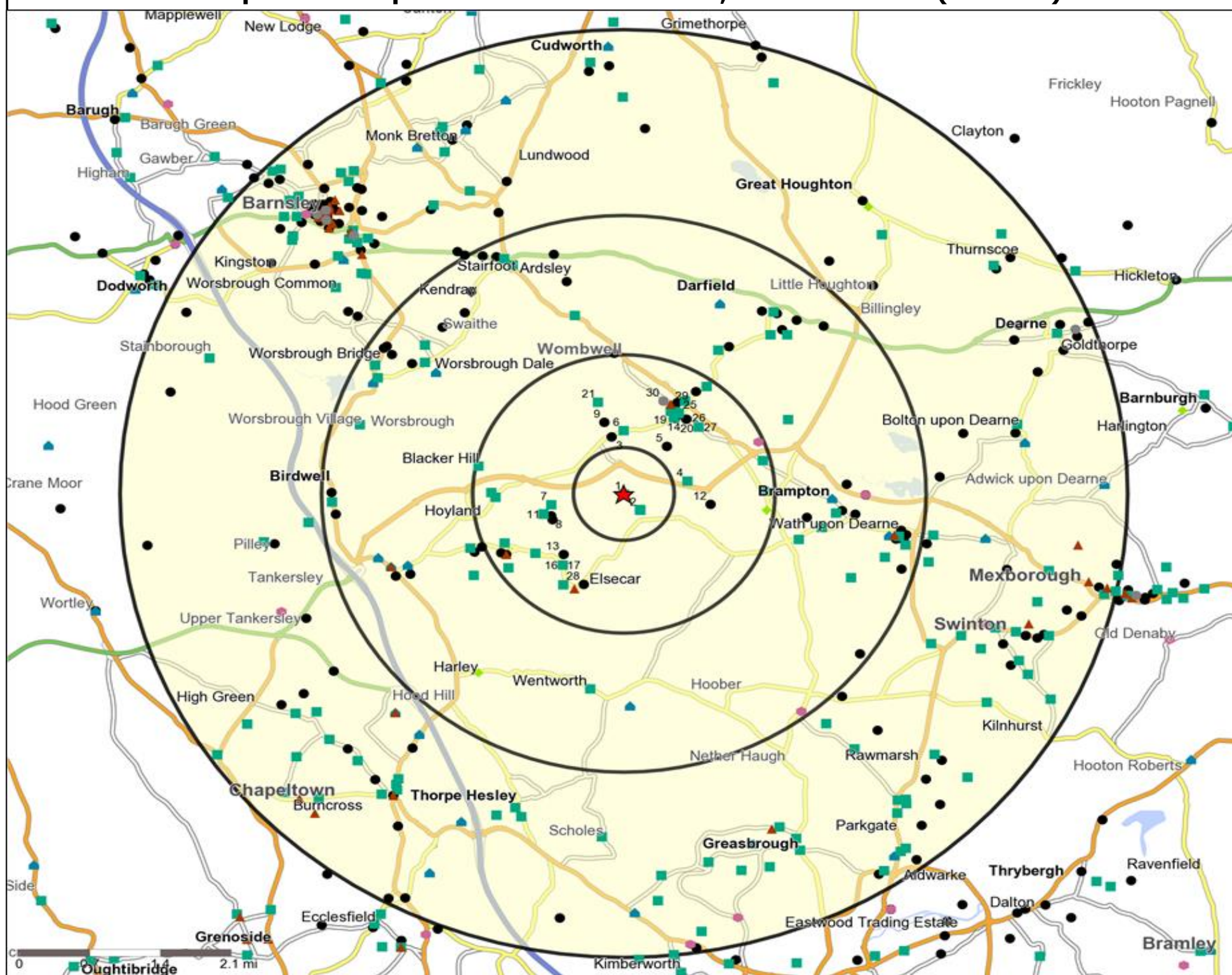
|                            | Count:        |               |               |                |                  | Index:     |            |            |            |                  |
|----------------------------|---------------|---------------|---------------|----------------|------------------|------------|------------|------------|------------|------------------|
|                            | 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           | 85            | 2,224         | 6,247         | 20,458         | 20,831           | 66         | 112        | 118        | 117        | 117              |
| 02 Early Doors             | 113           | 2,437         | 6,788         | 21,158         | 21,489           | 105        | 147        | 153        | 145        | 144              |
| 03 Everyday is Friday      | 99            | 1,571         | 4,051         | 13,574         | 13,813           | 108        | 111        | 107        | 109        | 108              |
| 04 Weekend Millionaires    | 185           | 3,083         | 8,374         | 26,846         | 26,851           | 140        | 151        | 153        | 149        | 146              |
| 05 Out On The Town         | 145           | 2,265         | 5,850         | 19,962         | 20,071           | 114        | 115        | 111        | 115        | 113              |
| 06 Business and Pleasure   | 40            | 531           | 1,348         | 4,520          | 4,665            | 61         | 52         | 50         | 51         | 51               |
| 07 Sporting Pints          | 94            | 1,703         | 4,378         | 15,294         | 15,429           | 67         | 79         | 75         | 80         | 79               |
| 08 Student Social          | 53            | 445           | 1,164         | 4,061          | 4,273            | 89         | 48         | 47         | 50         | 52               |
| 09 Leisurely Lunch         | 108           | 1,727         | 4,761         | 15,389         | 15,937           | 86         | 89         | 92         | 90         | 92               |
| 10 Wining and Dining       | 158           | 1,624         | 4,488         | 14,585         | 15,334           | 111        | 74         | 76         | 75         | 78               |
| 11 Household Outing        | 150           | 2,111         | 5,358         | 17,336         | 17,545           | 133        | 121        | 115        | 113        | 112              |
| 12 Midweek Meal Deal       | 61            | 1,179         | 3,125         | 10,827         | 10,940           | 96         | 121        | 119        | 126        | 124              |
| 13 Date Night              | 111           | 1,025         | 2,983         | 9,517          | 10,199           | 110        | 66         | 71         | 69         | 73               |
| 14 Birthday Treat          | 99            | 1,398         | 3,638         | 11,883         | 12,325           | 98         | 90         | 87         | 86         | 88               |
| 15 Pre Show Meal           | 31            | 341           | 918           | 3,189          | 3,321            | 89         | 64         | 64         | 67         | 69               |
| <b>Number of Occasions</b> | <b>1,532</b>  | <b>23,664</b> | <b>63,471</b> | <b>208,599</b> | <b>213,023</b>   | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b>       |

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## Competition Map and Data: ALBION INN, HEMINGFIELD (201494)



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

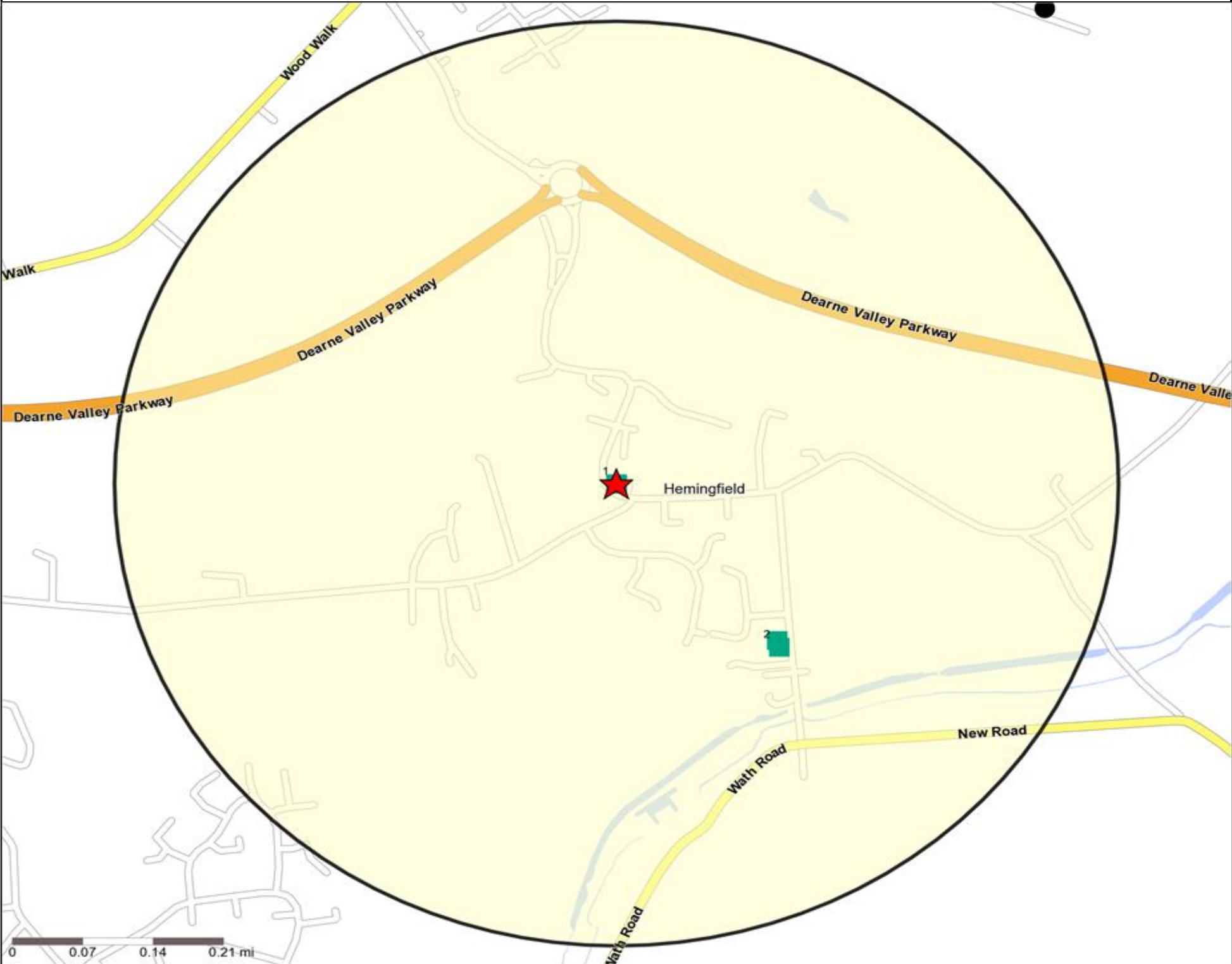


### Competition Type Summary Table

| Reporting Category | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles |
|--------------------|---------------|---------------|---------------|---------------|
| Café / Wine Bar    | 0             | 1             | 1             | 6             |
| Circuit Bar        | 0             | 3             | 5             | 38            |
| Community Local    | 2             | 29            | 52            | 144           |
| Dry Led            | 0             | 0             | 9             | 23            |
| Branded Food Pub   | 0             | 1             | 4             | 11            |
| Rural              | 0             | 1             | 2             | 2             |
| Other              | 0             | 19            | 55            | 169           |
| <b>Total</b>       | <b>2</b>      | <b>54</b>     | <b>128</b>    | <b>393</b>    |



Competition Map and Data: ALBION INN, HEMINGFIELD (201494)



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             |
| Total              | 2             |





## Local Competition: ALBION INN, HEMINGFIELD (201494)

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

| Rank | Pub name                          | Address                                   | Owner                      | Postcode | Category        | Distance (Miles) |
|------|-----------------------------------|-------------------------------------------|----------------------------|----------|-----------------|------------------|
| N/A  | ALBION INN, HEMINGFIELD           | THE GREEN, BARNSLEY, S73 0PT              | Punch Taverns              | S 73 0PT | Punch Taverns   | 0.00             |
| 1    | Albion Inn                        | 5 The Green, Hemingfield, Barnsley        | Punch Pub Company          | S 73 0PT | Community Local | 0.00             |
| 2    | Elephant & Castle                 | Tingle Bridge Lane, Hemingfield, Barnsley | Punch Pub Company          | S 73 0NT | Community Local | 0.24             |
| 3    | Wombwell Main Working Mens Club   | 327 Hough Lane, Wombwell, Barnsley        | Independent Free           | S 73 0LR | Other           | 0.63             |
| 4    | Tavern                            | Lundhill Lane, Wombwell, Barnsley         | Enterprise Inns            | S 73 0PG | Community Local | 0.65             |
| 5    | Hillies Pavilion Club             | Wentworth View, Wombwell, Barnsley        | Independent Free           | S 73 0LA | Other           | 0.67             |
| 6    | Sir Georges Arms                  | Hough Lane, Wombwell, Barnsley            | Admiral Taverns Ltd        | S 73 0LW | Community Local | 0.68             |
| 7    | Flying Dutchman Hotel             | 1 Cemetery Road, Jump, Barnsley           | Admiral Taverns Ltd        | S 74 0JN | Community Local | 0.73             |
| 8    | Jump Working Mens Club            | Wentworth Road, Jump, Barnsley            | Independent Free           | S 74 0JX | Other           | 0.76             |
| 9    | Wombwell Cricket Club             | Windmill Road, Wombwell, Barnsley         | Independent Free           | S 73 8PW | Other           | 0.79             |
| 10   | Coach & Horses                    | 32 Church Street, Jump, Barnsley          | Independent Free           | S 74 0HY | Community Local | 0.83             |
| 11   | Wellington Inn                    | 54 Church Street, Jump, Barnsley          | Independent Free           | S 74 0HY | Community Local | 0.83             |
| 12   | Pizza Hut                         | Brampton, Barnsley                        | Pizza Hut UK Ltd           | S 73 0TB | Other           | 0.87             |
| 13   | Elsecar Midland Working Mens Club | Cobcar Street, Elsecar, Barnsley          | Independent Free           | S 74 8DA | Other           | 0.88             |
| 14   | Royal Oak                         | 13 Church Street, Wombwell, Barnsley      | Punch Pub Company          | S 73 0DQ | Community Local | 0.96             |
| 15   | Kgs Sports Bar & Social Club      | Kelvin Grove, Wombwell, Barnsley          | Independent Free           | S 73 0DL | Other           | 0.96             |
| 16   | Fitzwilliam Arms                  | 42 Hill Street, Elsecar, Barnsley         | Independent Free           | S 74 8EL | Community Local | 0.98             |
| 17   | Crown Inn                         | 22 Hill Street, Elsecar, Barnsley         | Unknown                    | S 74 8EL | Community Local | 0.98             |
| 18   | Alma Inn                          | 5 Alma Street, Wombwell, Barnsley         | Punch Pub Company          | S 73 0DE | Community Local | 1.00             |
| 19   | George Hotel                      | 5 George Street, Wombwell, Barnsley       | Enterprise Inns            | S 73 0DD | Community Local | 1.00             |
| 20   | Wombwell Conservative Club        | 28 Park Street, Wombwell, Barnsley        | Independent Free           | S 73 0HF | Other           | 1.02             |
| 21   | Barley Sheaf Hotel                | 1 Aldham House Lane, Wombwell, Barnsley   | Enterprise Inns            | S 73 8QD | Community Local | 1.02             |
| 22   | Churchills Hotel                  | 1 High Street, Wombwell, Barnsley         | Independent Free           | S 73 0DA | Community Local | 1.02             |
| 23   | Prince Of Wales Hotel             | 15 High Street, Wombwell, Barnsley        | Enterprise Inns            | S 73 0DA | Community Local | 1.02             |
| 24   | Shamms Restaurant                 | 9 High Street, Wombwell, Barnsley         | Independent Free           | S 73 0DA | Other           | 1.02             |
| 25   | Lockys Bar                        | 7 Park Street, Wombwell, Barnsley         | Independent Free           | S 73 0AS | Community Local | 1.03             |
| 26   | Anglers Rest                      | 66 Park Street, Wombwell, Barnsley        | *Other Small Retail Groups | S 73 0HS | Community Local | 1.03             |
| 27   | Last Orders                       | 60 Park Street, Wombwell, Barnsley        | Independent Free           | S 73 0HS | Community Local | 1.03             |
| 28   | Elsecar Heritage Centre           | 55 Wath Road, Elsecar, Barnsley           | Independent Free           | S 74 8HJ | Other           | 1.05             |
| 29   | Horse Shoe Hotel                  | 30 High Street, Wombwell, Barnsley        | Wetherspoon                | S 73 8AE | Circuit Bar     | 1.07             |
| 30   | Peggotys                          | 122 High Street, Wombwell, Barnsley       | Independent Free           | S 73 8HS | Cafe / Wine Bar | 1.07             |