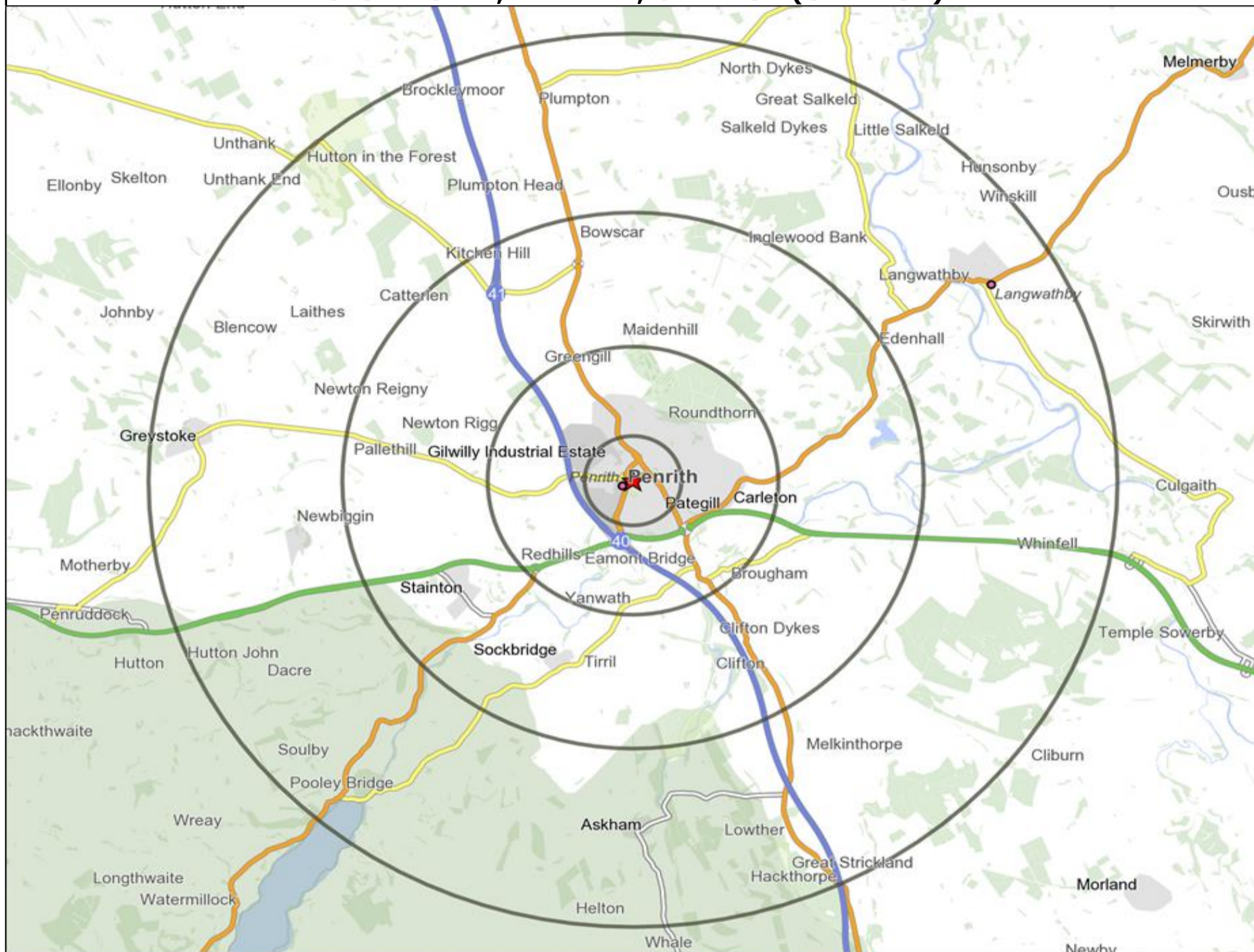




**Customer Profile Report for STATION HOTEL, PENRITH (Punch Outlet Number: 300454)
CASTLEGATE, PENRITH, CA11 7JB (CA11 7JB)**



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

Age Data Table

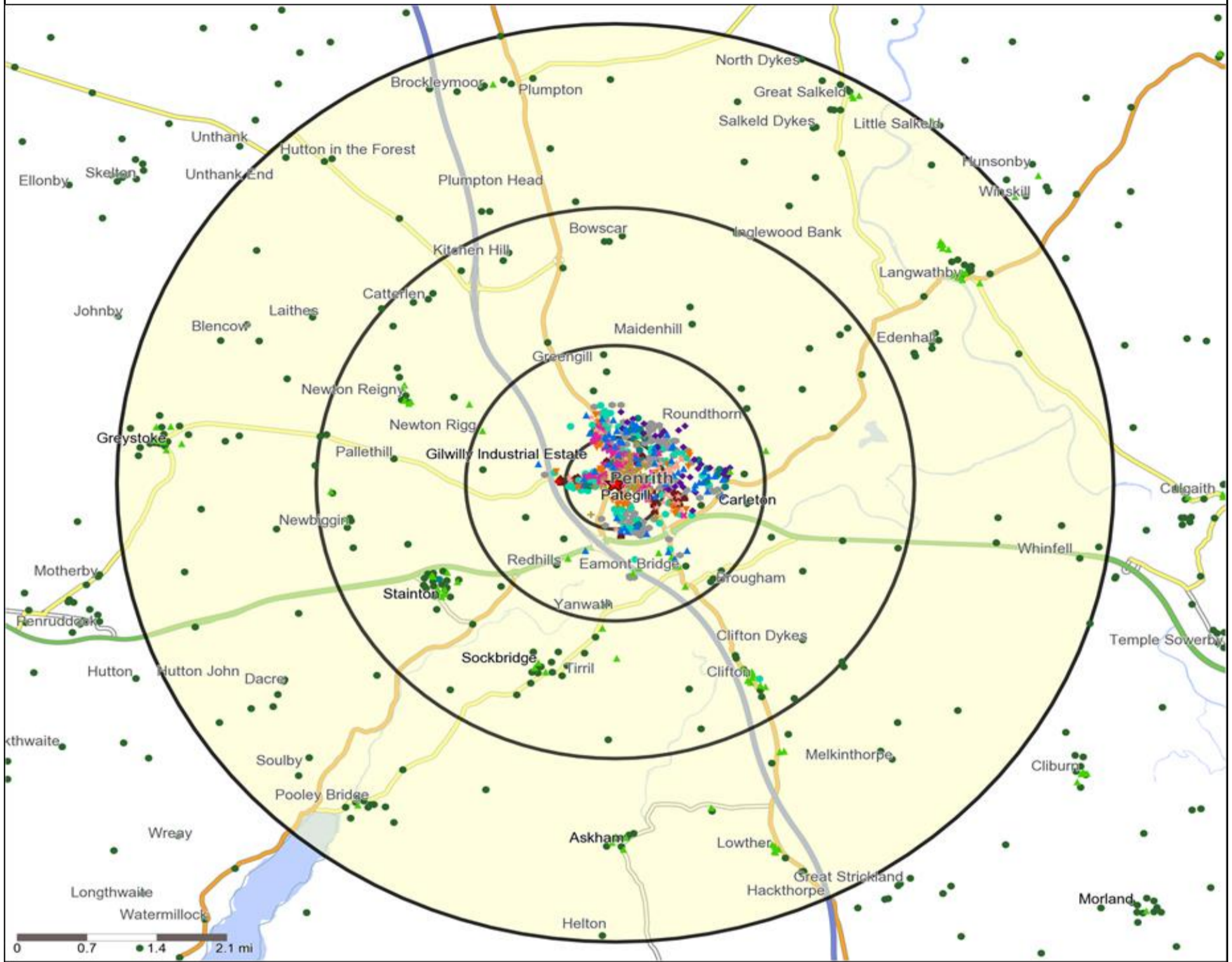
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,210	2,506	2,912	3,522	4,250	87	83	81	82	84
16-17	156	393	472	552	643	91	105	107	104	103
18-24	969	1,582	1,833	2,034	2,289	145	109	106	98	94
25-34	1,244	2,093	2,305	2,621	2,927	123	95	89	84	79
35-44	855	1,719	1,979	2,407	2,852	91	84	82	83	83
45-54	1,010	2,224	2,707	3,333	4,070	96	98	100	103	106
55-64	574	1,588	2,057	2,665	3,315	69	87	95	103	109
65+	1,374	3,971	4,783	5,696	6,604	103	137	139	139	136
Population estimate 2015	7,392	16,076	19,048	22,830	26,950	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	6,972	15,702	18,508	22,233	26,282	98%	98%	98%	99%	99%
Mixed / Multiple Ethnic Groups	32	73	84	111	123	0%	0%	0%	0%	0%
Asian / Asian British	91	150	170	176	192	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	2	5	6	7	9	0%	0%	0%	0%	0%
Other Ethnic Group	10	17	22	29	30	0%	0%	0%	0%	0%
All People (Ethnic Group)	7,107	15,947	18,790	22,556	26,636	100	100	100	100	100



Mosaic UK Map and Data: STATION HOTEL, PENRITH (300454)



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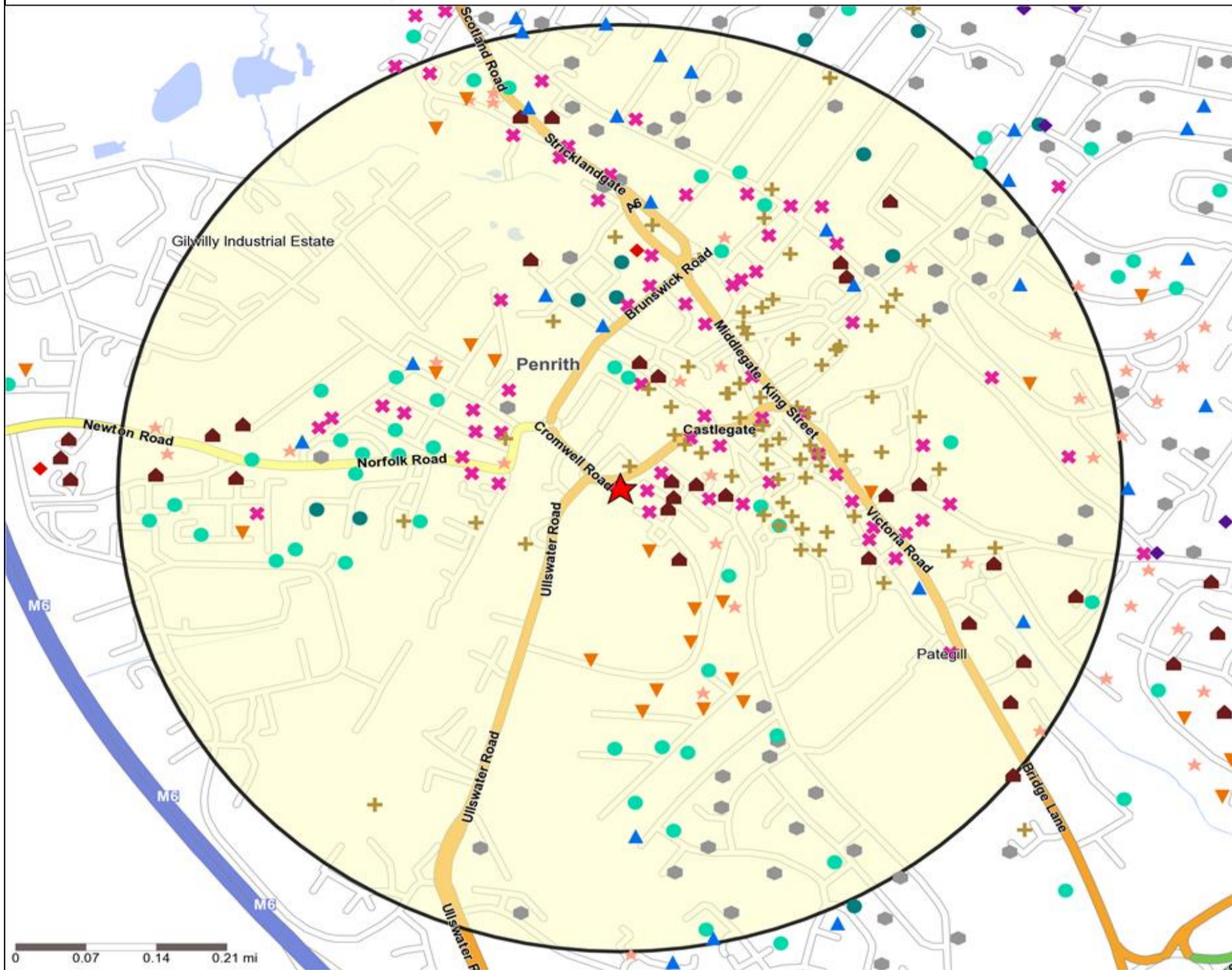
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- ▲ G Domestic Success
- ▲ H Aspiring Homemakers
- ▲ I Family Basics
- ▲ J Transient Renters
- ▲ K Municipal Challenge
- ▲ L Vintage Value
- ▲ M Modest Traditions
- ▲ 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
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	5	637	640	640	640	1	67	57	47	40
C Country Living (18+)	6	343	2,063	4,284	6,988	1	38	192	333	461
D Rural Reality (18+)	0	284	829	1,686	2,279	0	31	77	131	151
E Senior Security (18+)	717	2,222	2,257	2,257	2,257	146	209	179	150	127
F Suburban Stability (18+)	416	1,681	1,682	1,682	1,682	113	211	178	149	126
G Domestic Success (18+)	198	662	669	669	669	39	60	51	43	36
H Aspiring Homemakers (18+)	844	1,553	1,629	1,629	1,629	154	131	116	97	82
I Family Basics (18+)	459	752	754	754	754	106	80	68	56	48
J Transient Renters (18+)	1,250	1,422	1,422	1,422	1,422	360	188	159	133	113
K Municipal Challenge (18+)	37	45	45	45	45	10	6	5	4	4
L Vintage Value (18+)	648	1,017	1,017	1,017	1,017	171	124	104	87	74
M Modest Traditions (18+)	411	1,341	1,341	1,341	1,341	144	216	182	152	129
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	1,030	1,113	1,113	1,113	1,113	222	111	93	78	66
Adults 18+ estimate 2015	6,021	13,072	15,461	18,539	21,836	100	100	100	100	100



Mosaic UK Map and Data: STATION HOTEL, PENRITH (300454)



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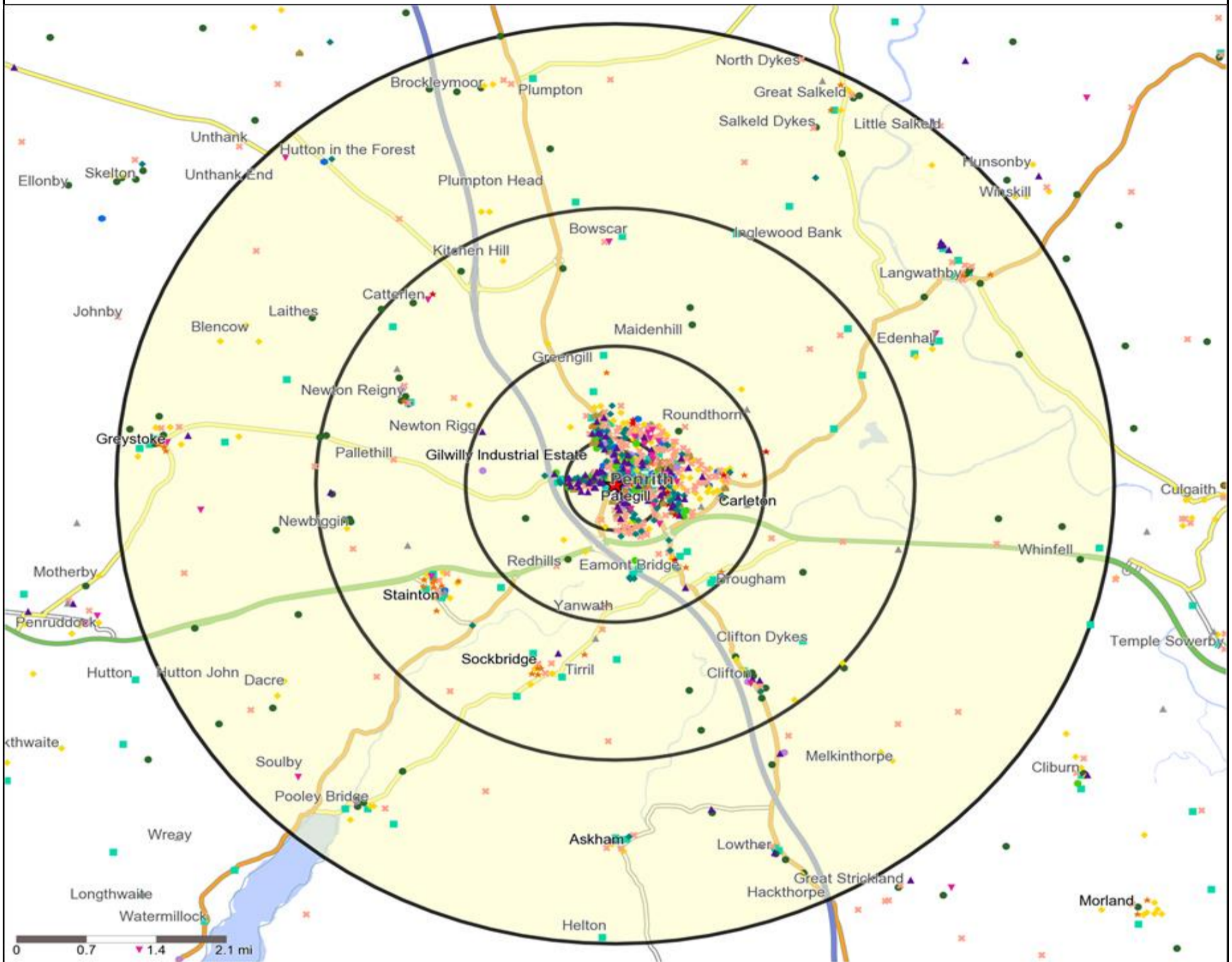
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs

Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	5	1
C Country Living (18+)	6	1
D Rural Reality (18+)	0	0
E Senior Security (18+)	717	146
F Suburban Stability (18+)	416	113
G Domestic Success (18+)	198	39
H Aspiring Homemakers (18+)	844	154
I Family Basics (18+)	459	106
J Transient Renters (18+)	1,250	360
K Municipal Challenge (18+)	37	10
L Vintage Value (18+)	648	171
M Modest Traditions (18+)	411	144
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	1,030	222
Adults 18+ estimate 2015	6,021	100



Occasions Map and Data: STATION HOTEL, PENRITH (300454)



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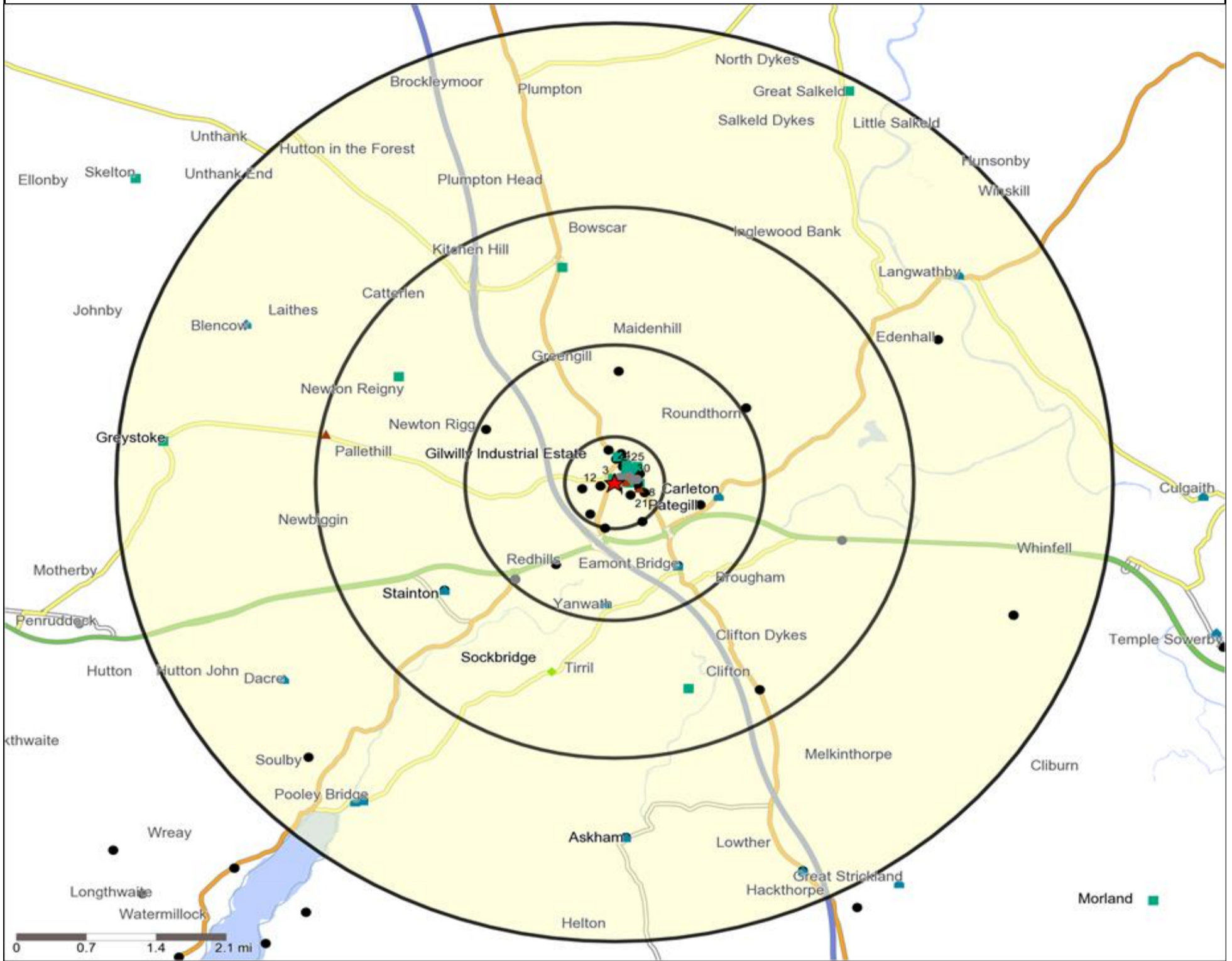
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 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	446	904	1,063	1,251	1,454	95	93	96	98	100
02 Early Doors	444	1,019	1,144	1,287	1,456	113	125	123	120	119
03 Everyday is Friday	424	821	902	980	1,062	127	118	114	108	102
04 Weekend Millionaires	606	1,074	1,152	1,270	1,426	126	107	101	97	95
05 Out On The Town	572	986	1,050	1,116	1,197	123	102	95	88	83
06 Business and Pleasure	161	305	374	455	545	67	61	66	70	73
07 Sporting Pints	508	808	844	879	922	99	76	69	63	58
08 Student Social	125	321	470	655	877	58	71	91	111	130
09 Leisurely Lunch	384	911	1,091	1,311	1,551	84	96	101	105	109
10 Wining and Dining	441	1,131	1,321	1,555	1,809	85	105	107	110	112
11 Household Outing	480	946	985	1,037	1,093	117	111	101	93	85
12 Midweek Meal Deal	269	503	673	789	896	116	105	122	125	125
13 Date Night	327	852	1,053	1,294	1,555	89	112	120	129	136
14 Birthday Treat	287	729	842	964	1,086	78	95	96	96	95
15 Pre Show Meal	121	288	326	392	467	95	110	108	113	118
Number of Occasions	5,595	11,598	13,290	15,235	17,396	100	100	100	100	100



Competition Map and Data: STATION HOTEL, PENRITH (300454)



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

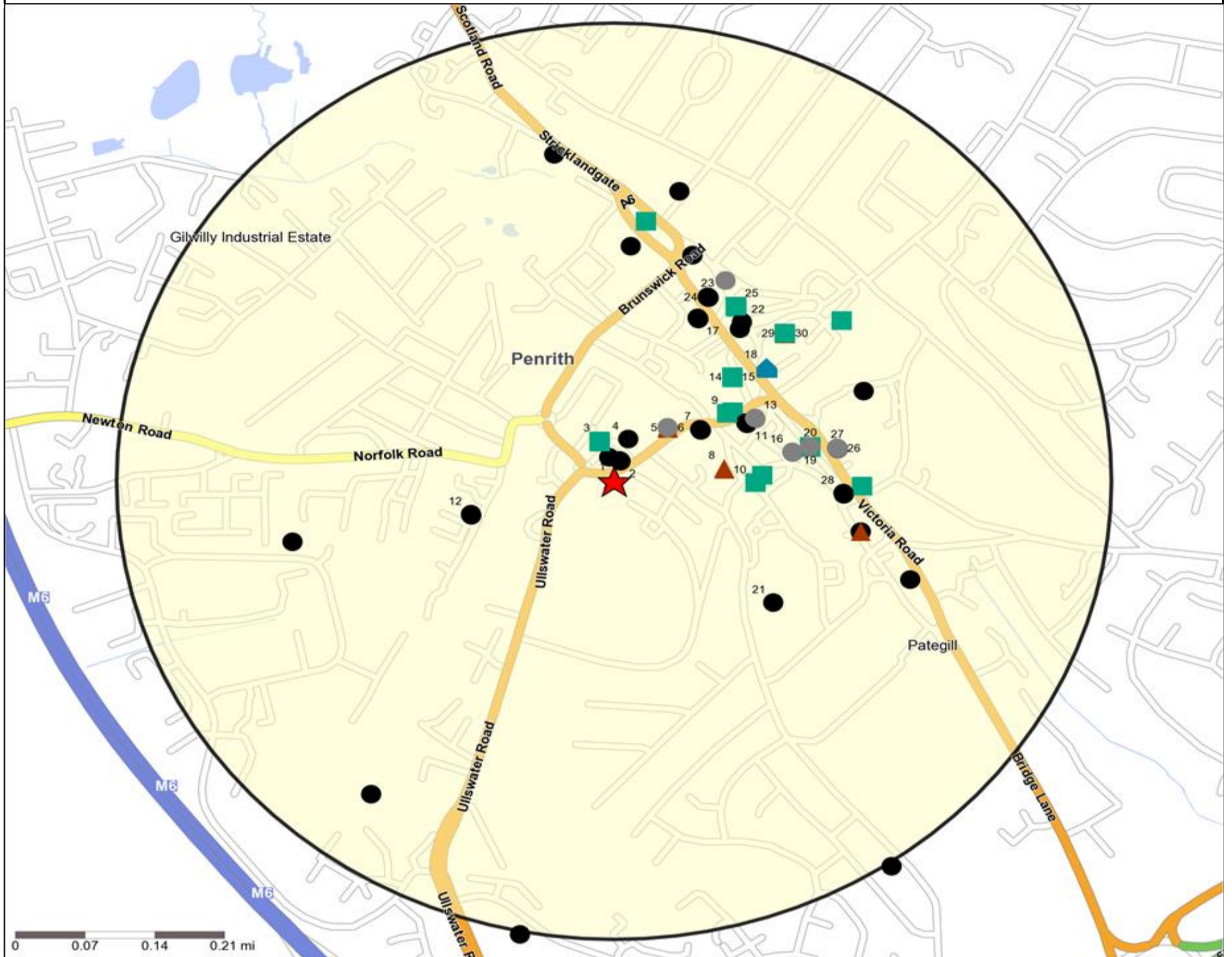
- ★ Location
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

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	6	7	8	8
Circuit Bar	6	6	7	7
Community Local	13	13	16	18
Dry Led	1	4	5	12
Branded Food Pub	0	0	0	0
Rural	0	0	1	1
Other	24	32	36	46
Total	50	62	73	92



Competition Map and Data: STATION HOTEL, PENRITH (300454)



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	6
Circuit Bar	6
Community Local	13
Dry Led	1
Branded Food Pub	0
Rural	0
Other	24
Total	50



Local Competition: STATION HOTEL, PENRITH (300454)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	STATION HOTEL, PENRITH	CASTLEGATE, PENRITH, CA11 7JB	Punch Taverns	CA11 7JB	Punch Taverns	0.00
1	Station Hotel	Castlegate, Penrith	Punch Pub Company	CA11 7JB	Circuit Bar	0.00
2	Penrith Raob Institute	38-39 Castlegate, Penrith	Independent Free	CA11 7JD	Other	0.02
3	Agricultural Hotel	Castlegate, Penrith	Marston's	CA11 7JE	Community Local	0.05
4	Penrith Players Theatre Club	1 Auction Mart Lane, Penrith	Independent Free	CA11 7JG	Other	0.05
5	New Vic	46 Castlegate, Penrith	Camerons	CA11 7HY	Circuit Bar	0.08
6	Grants Of Castlegate	54 Castlegate, Penrith	Independent Free	CA11 7HY	Cafe / Wine Bar	0.08
7	Salsa	1 Castlegate, Penrith	Independent Free	CA11 7HX	Other	0.10
8	Gloucester Arms	24 Great Dockray, Penrith	Enterprise Inns	CA11 7DE	Circuit Bar	0.11
9	Board & Elbow Inn	11 Cornmarket, Penrith	Punch Pub Company	CA11 7HS	Community Local	0.14
10	White Horse	10-11 Great Dockray, Penrith	Star Pubs & Bars	CA11 7BL	Community Local	0.14
11	Courtyard	7 Cornmarket, Penrith	Independent Free	CA11 7DA	Other	0.15
12	Penrith Truck Stop	Myers Lane, Penrith	Independent Free	CA11 9DP	Other	0.15
13	Giannis Ristorante Pizzeria	11 Market Square, Penrith	Independent Free	CA11 7BY	Cafe / Wine Bar	0.16
14	Lonsdales	12 Little Dockray, Penrith	Independent Free	CA11 7HL	Community Local	0.16
15	General Wolfe Inn	7 Little Dockray, Penrith	Thwaites	CA11 7HL	Community Local	0.16
16	Bewick Coffee House	Princes Street, Penrith	Independent Free	CA11 7BQ	Cafe / Wine Bar	0.18
17	Royal British Legion Club	28 Middlegate, Penrith	Independent Free	CA11 7PG	Other	0.20
18	George Hotel	20A Devonshire Street, Penrith	Independent Free	CA11 7SU	Dry Led	0.20
19	Moo Bar	52 King Street, Penrith	Independent Free	CA11 7AY	Community Local	0.20
20	Blue Jay Way	42 King Street, Penrith	Independent Free	CA11 7AY	Cafe / Wine Bar	0.20
21	Premier Inn	2 Common Garden Square, Penrith	Whitbread	CA11 7FG	Other	0.21
22	India Gate	11a Burrowgate, Penrith	Independent Free	CA11 7TE	Other	0.22
23	Lonsdale Alhambra Cinema	47 Middlegate, Penrith	*Other Small Retail Groups	CA11 7PT	Other	0.22
24	Indian Plaza	45 Middlegate, Penrith	Independent Free	CA11 7PT	Other	0.22
25	Lowther Arms Inn	3 Queen Street, Penrith	Star Pubs & Bars	CA11 7XD	Community Local	0.23
26	Lounge Hotel & Bar	King Street, Penrith	Independent Free	CA11 7AJ	Cafe / Wine Bar	0.23
27	Platinum	19 King Street, Penrith	Independent Free	CA11 7AJ	Other	0.23
28	Penrith Conservative Club	10-10a Crown Square, Penrith	Independent Free	CA11 7AB	Other	0.23
29	Last Orders	47 Burrowgate, Penrith	Cains Beer Company	CA11 7TA	Community Local	0.24
30	Woolpack	1 Burrowgate, Penrith	Punch Pub Company	CA11 7TA	Community Local	0.24