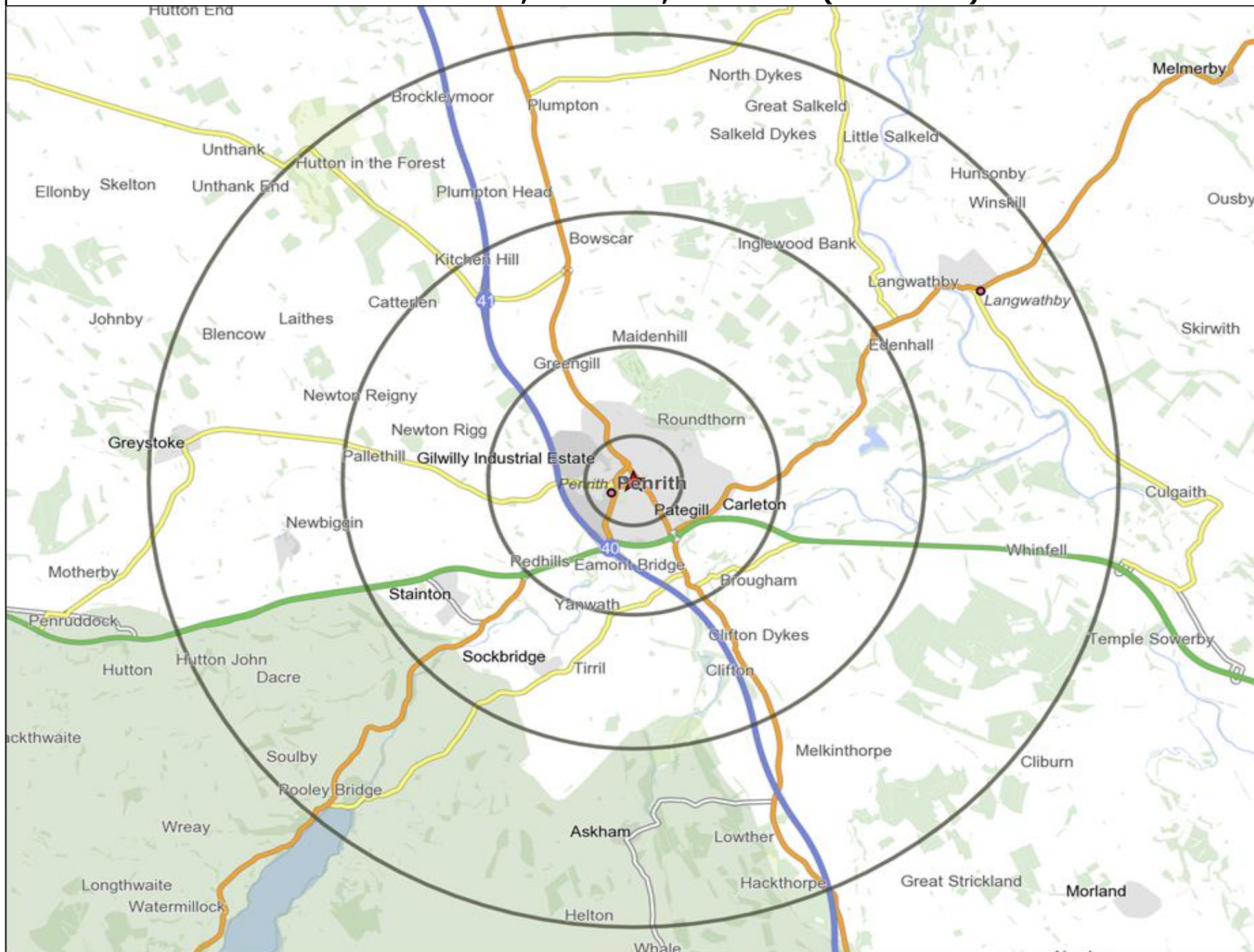




Customer Profile Report for BOARD & ELBOW, PENRITH (Punch Outlet Number: 371756)
11 CORNMARKE



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

Age Data Table

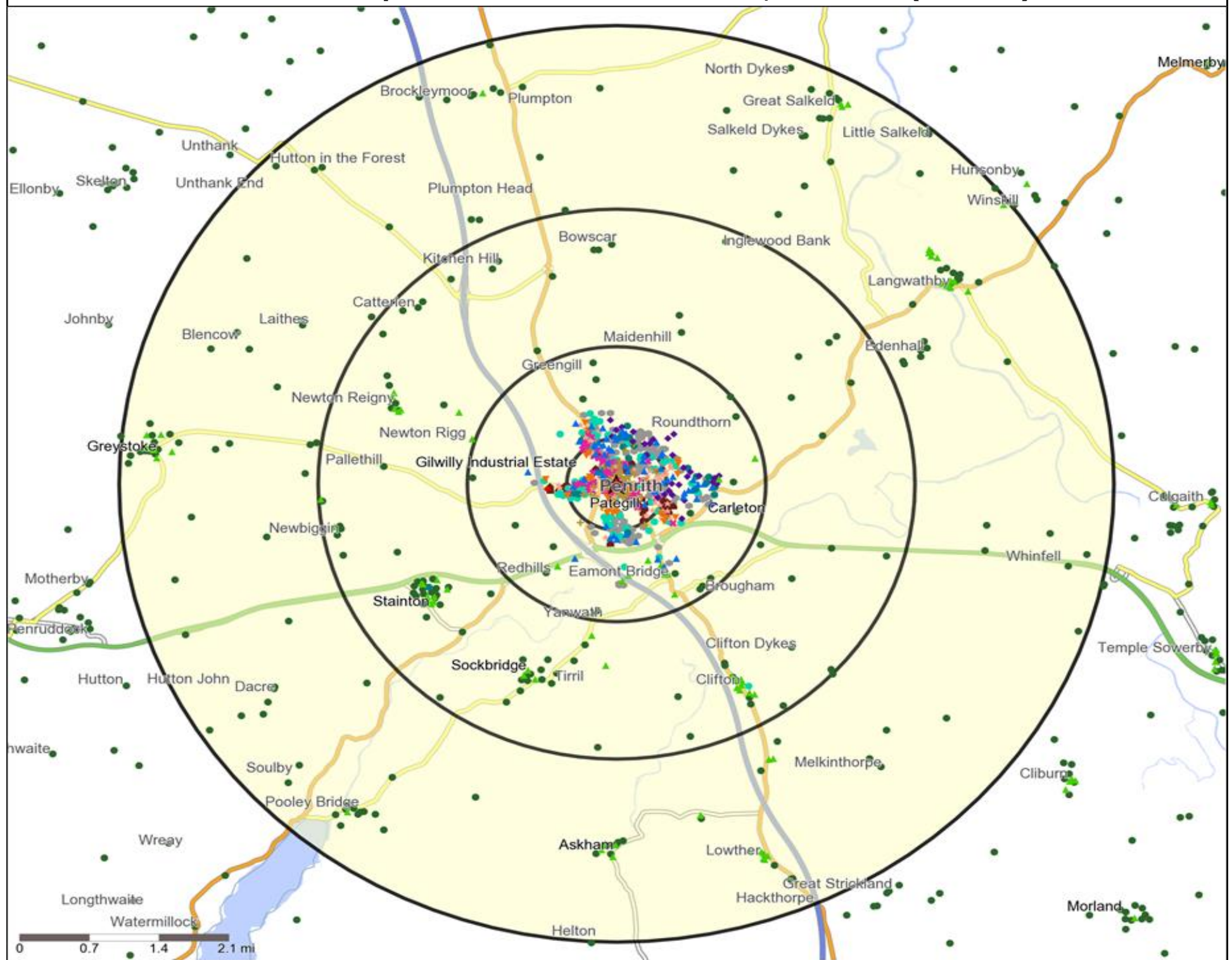
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,345	2,518	2,912	3,538	4,251	85	83	81	82	84
16-17	187	394	472	555	644	96	105	107	104	103
18-24	1,034	1,583	1,833	2,043	2,300	136	108	106	98	95
25-34	1,358	2,098	2,305	2,626	2,933	118	95	89	84	80
35-44	950	1,727	1,978	2,410	2,846	89	84	82	83	83
45-54	1,189	2,231	2,707	3,354	4,049	100	98	100	103	106
55-64	715	1,598	2,057	2,682	3,295	75	88	95	103	108
65+	1,629	3,985	4,783	5,709	6,555	108	137	139	138	135
Population estimate 2015	8,407	16,134	19,047	22,917	26,873	100	100	100	100	100

Ethnicity - Census 2011

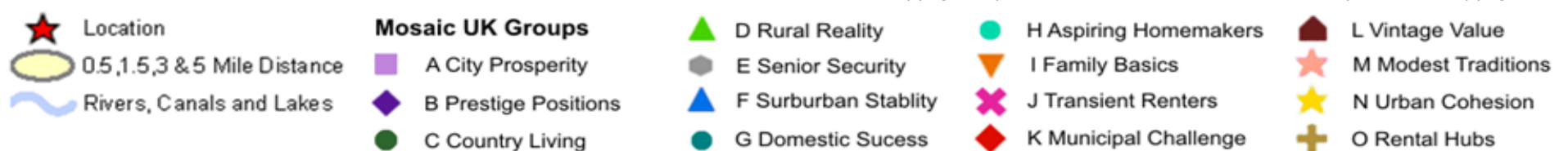
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	7,969	15,757	18,506	22,332	26,198	98%	98%	98%	99%	99%
Mixed / Multiple Ethnic Groups	38	73	84	111	123	0%	0%	0%	0%	0%
Asian / Asian British	104	150	170	176	191	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	3	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)	8,124	16,002	18,788	22,655	26,551	100	100	100	100	100



Mosaic UK Map and Data: BOARD & ELBOW, PENRITH (371756)



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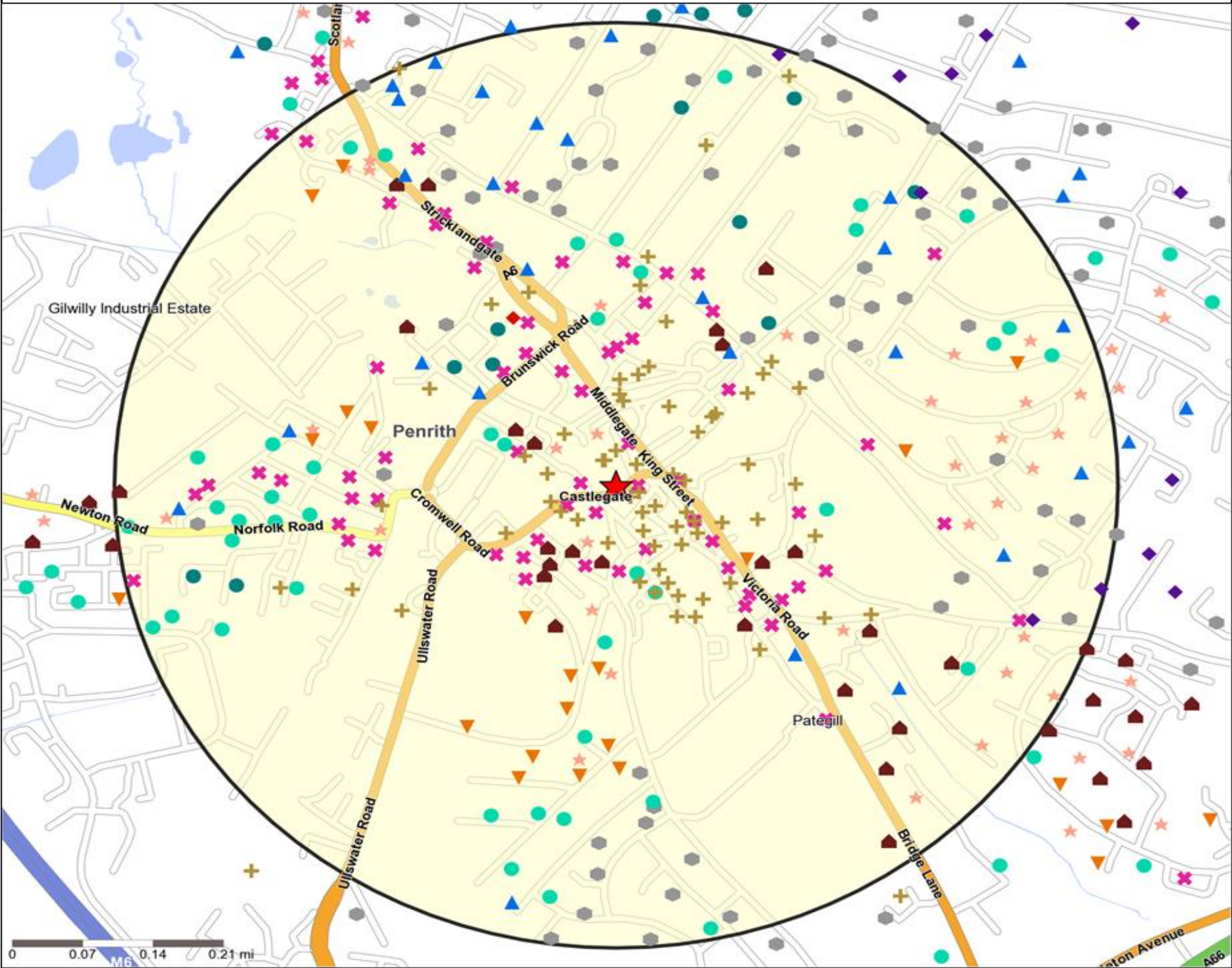
Mosaic UK Data Table (Residential)

	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+)	95	640	640	640	640	19	67	57	47	40
C Country Living (18+)	5	386	2,061	4,342	6,814	1	42	192	336	451
D Rural Reality (18+)	0	283	829	1,694	2,375	0	31	77	131	158
E Senior Security (18+)	883	2,225	2,257	2,257	2,257	158	208	180	149	128
F Suburban Stability (18+)	529	1,681	1,682	1,682	1,682	126	210	178	148	127
G Domestic Success (18+)	380	662	669	669	669	66	60	51	43	37
H Aspiring Homemakers (18+)	815	1,553	1,629	1,629	1,629	130	130	116	96	82
I Family Basics (18+)	482	754	754	754	754	97	80	68	56	48
J Transient Renters (18+)	1,241	1,422	1,422	1,422	1,422	313	188	159	132	113
K Municipal Challenge (18+)	24	45	45	45	45	6	6	5	4	4
L Vintage Value (18+)	630	1,017	1,017	1,017	1,017	146	123	105	87	74
M Modest Traditions (18+)	733	1,341	1,341	1,341	1,341	225	215	182	152	130
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	1,049	1,113	1,113	1,113	1,113	198	110	93	78	66
Adults 18+ estimate 2015	6,866	13,122	15,459	18,605	21,758	100	100	100	100	100

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Mosaic UK Map and Data: BOARD & ELBOW, PENRITH (371756)



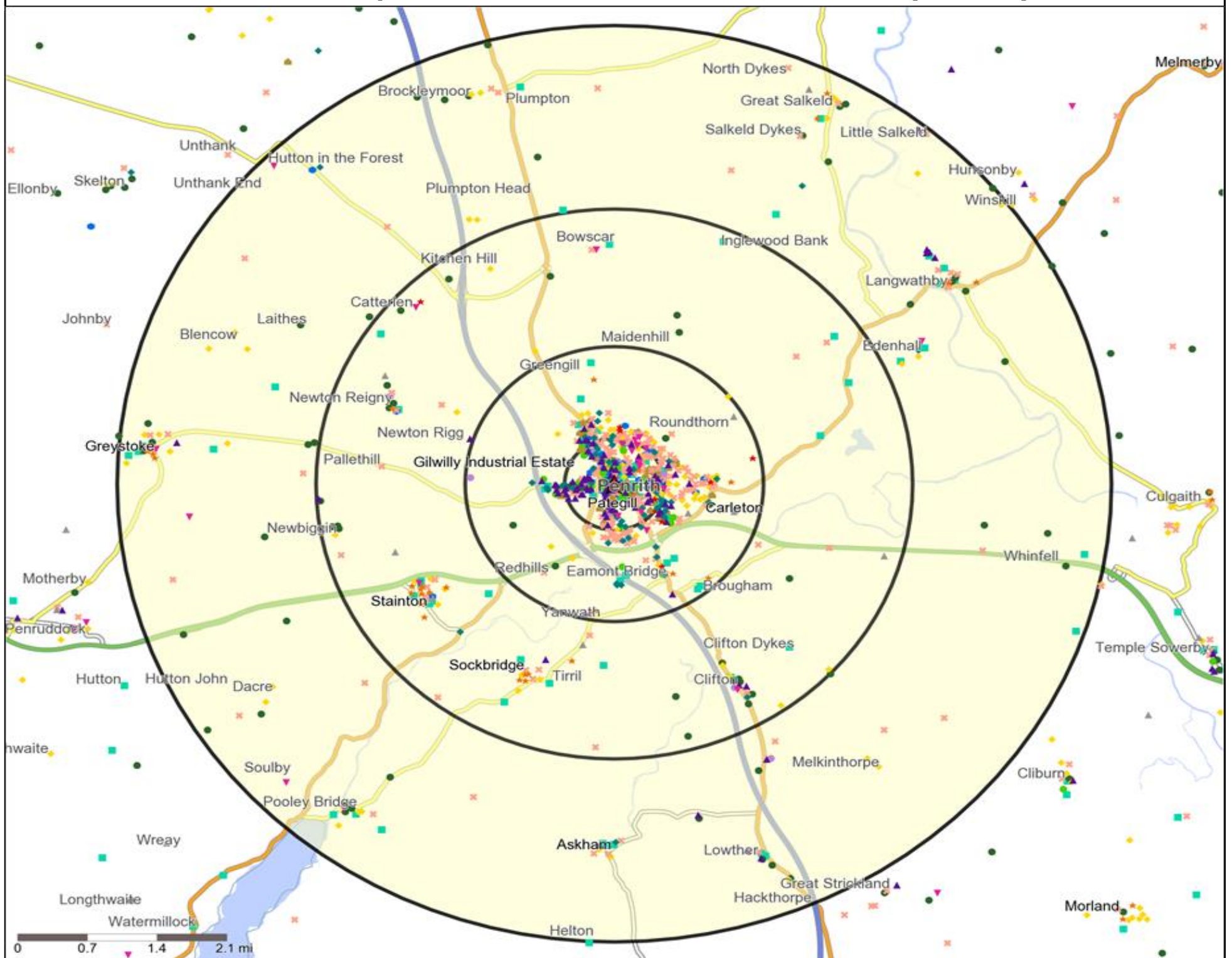
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	95	19
C Country Living (18+)	5	1
D Rural Reality (18+)	0	0
E Senior Security (18+)	883	158
F Suburban Stability (18+)	529	126
G Domestic Success (18+)	380	66
H Aspiring Homemakers (18+)	815	130
I Family Basics (18+)	482	97
J Transient Renters (18+)	1,241	313
K Municipal Challenge (18+)	24	6
L Vintage Value (18+)	630	146
M Modest Traditions (18+)	733	225
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	1,049	198
Adults 18+ estimate 2015	6,866	100



Occasions Map and Data: BOARD & ELBOW, PENRITH (371756)



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★ Location	Occasions Types	▲ 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

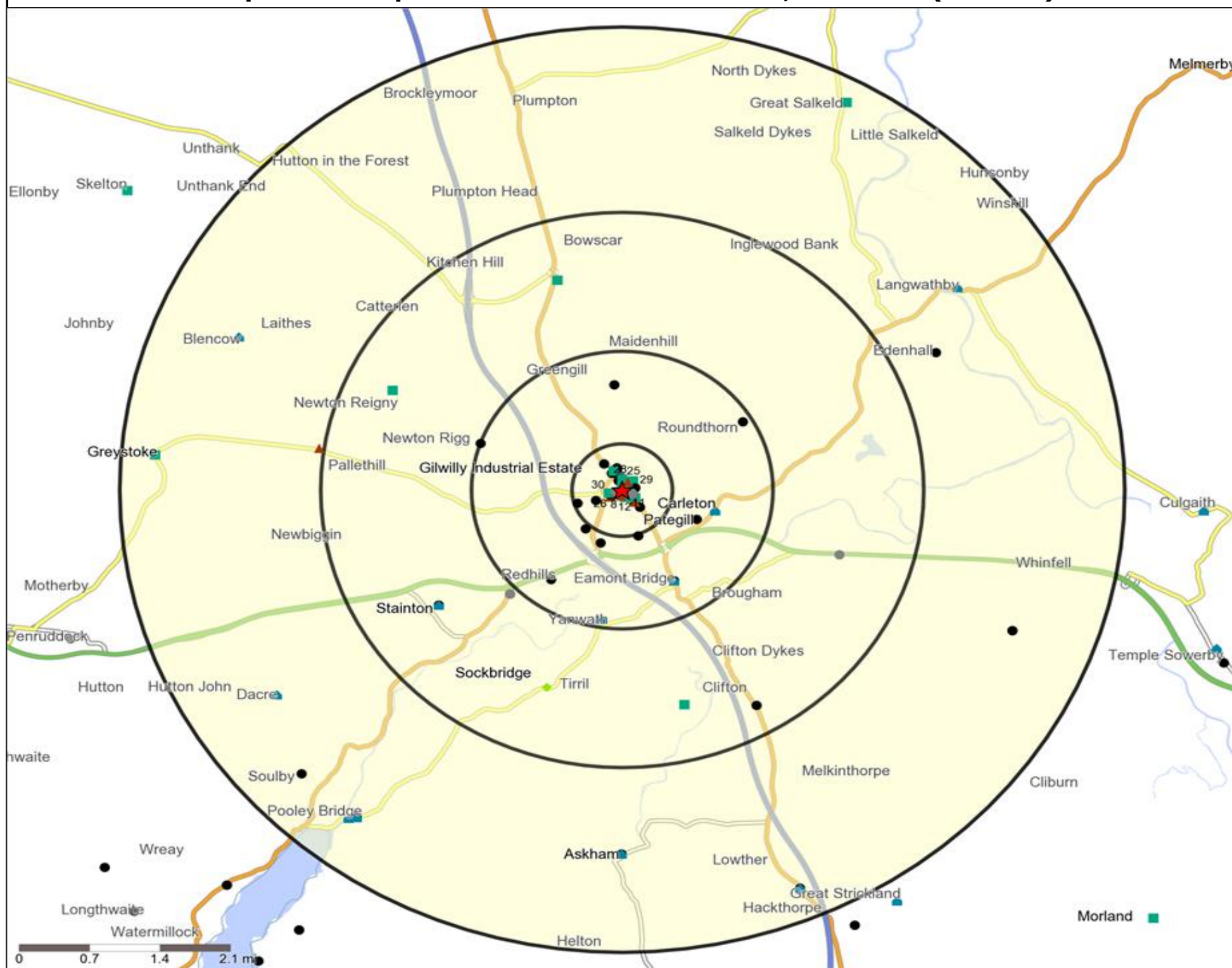
Occasions Data Table

	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	483	906	1,063	1,254	1,453	91	93	96	98	100
02 Early Doors	500	1,022	1,144	1,291	1,452	113	125	123	120	119
03 Everyday is Friday	475	823	902	983	1,061	126	118	114	108	102
04 Weekend Millionaires	660	1,075	1,152	1,276	1,429	121	107	101	97	96
05 Out On The Town	624	987	1,050	1,119	1,191	119	102	95	88	83
06 Business and Pleasure	175	307	374	457	540	65	62	66	70	73
07 Sporting Pints	536	808	844	880	927	93	76	69	63	58
08 Student Social	146	325	469	662	876	60	72	91	112	130
09 Leisurely Lunch	453	915	1,091	1,315	1,543	88	96	101	105	109
10 Wining and Dining	536	1,135	1,320	1,562	1,798	91	105	107	110	112
11 Household Outing	549	948	985	1,038	1,094	118	111	101	92	86
12 Midweek Meal Deal	298	504	673	792	888	114	105	123	125	124
13 Date Night	398	856	1,052	1,301	1,542	96	112	120	129	135
14 Birthday Treat	339	731	842	967	1,082	82	95	96	96	95
15 Pre Show Meal	139	289	326	394	462	97	110	108	114	118
Number of Occasions	6,311	11,631	13,287	15,291	17,338	100	100	100	100	100

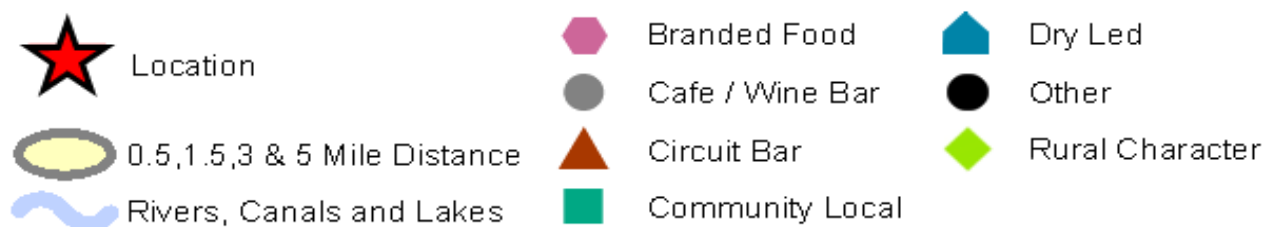
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Competition Map and Data: BOARD & ELBOW, PENRITH (371756)



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

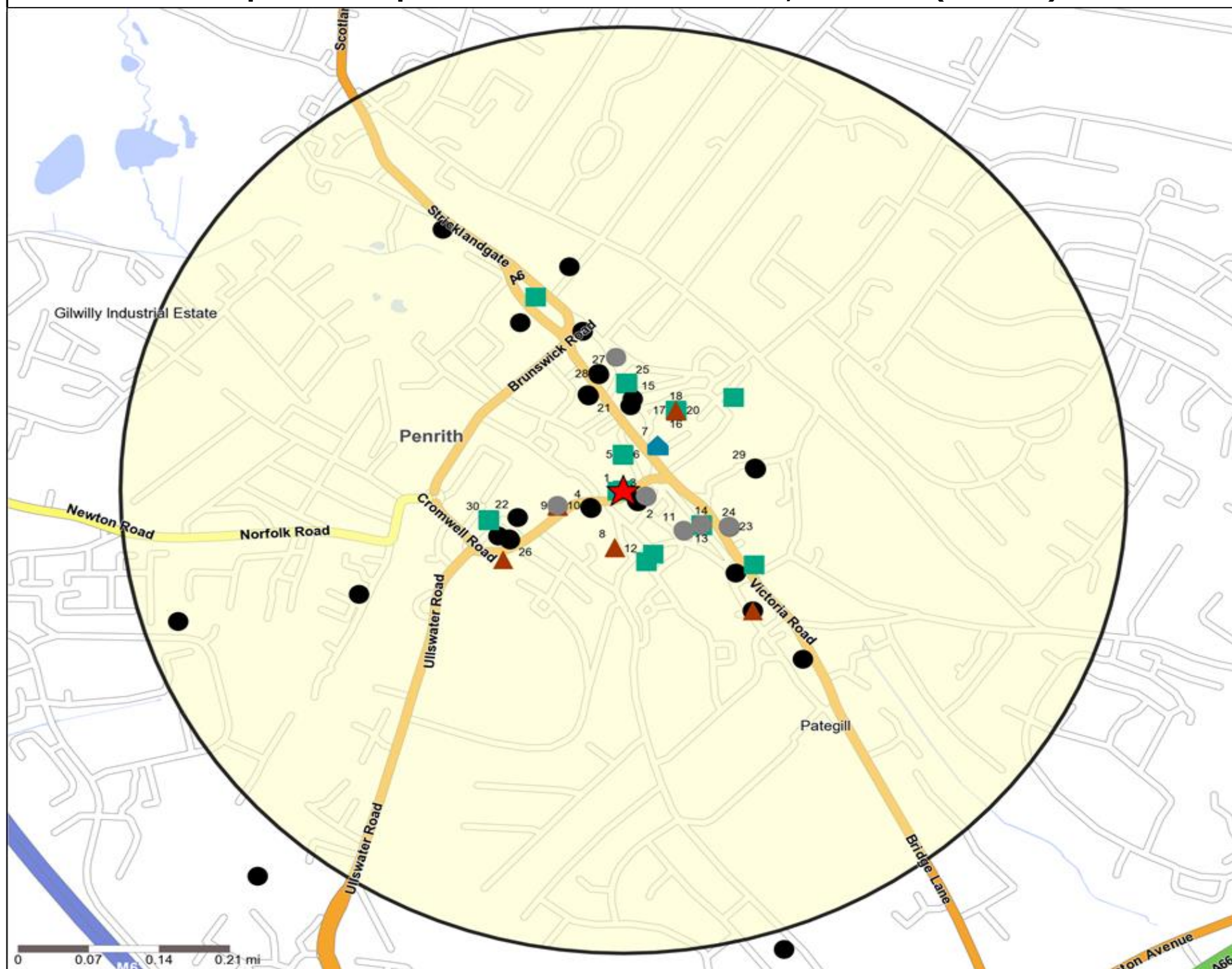


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	6	6	8	8
Circuit Bar	6	6	6	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	23	32	36	46
Total	49	61	72	92



Competition Map and Data: BOARD & ELBOW, PENRITH (371756)



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
Café / Wine Bar	6
Circuit Bar	6
Community Local	13
Dry Led	1
Branded Food Pub	0
Rural	0
Other	23
Total	49



Local Competition: BOARD & ELBOW, PENRITH (371756)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BOARD & ELBOW, PENRITH	11 CORNMARKE, PENRITH, CA11 7HS	Punch Taverns	CA11 7HS	Punch Taverns	0.00
1	Board & Elbow Inn	11 Cornmarket, Penrith	Punch Pub Company	CA11 7HS	Community Local	0.01
2	Courtyard	7 Cornmarket, Penrith	Independent Free	CA11 7DA	Other	0.02
3	Giannis Ristorante Pizzeria	11 Market Square, Penrith	Independent Free	CA11 7BY	Cafe / Wine Bar	0.02
4	Salsa	1 Castlegate, Penrith	Independent Free	CA11 7HX	Other	0.04
5	Lonsdales	12 Little Dockray, Penrith	Independent Free	CA11 7HL	Community Local	0.04
6	General Wolfe Inn	7 Little Dockray, Penrith	Thwaites	CA11 7HL	Community Local	0.04
7	George Hotel	20A Devonshire Street, Penrith	Independent Free	CA11 7SU	Dry Led	0.06
8	Gloucester Arms	24 Great Dockray, Penrith	Enterprise Inns	CA11 7DE	Circuit Bar	0.06
9	New Vic	46 Castlegate, Penrith	Camerons	CA11 7HY	Circuit Bar	0.07
10	Grants Of Castlegate	54 Castlegate, Penrith	Independent Free	CA11 7HY	Cafe / Wine Bar	0.07
11	Bewick Coffee House	Princes Street, Penrith	Independent Free	CA11 7BQ	Cafe / Wine Bar	0.07
12	White Horse	10-11 Great Dockray, Penrith	Star Pubs & Bars	CA11 7BL	Community Local	0.08
13	Moo Bar	52 King Street, Penrith	Independent Free	CA11 7AY	Community Local	0.09
14	Blue Jay Way	42 King Street, Penrith	Independent Free	CA11 7AY	Cafe / Wine Bar	0.09
15	India Gate	11a Burrowgate, Penrith	Independent Free	CA11 7TE	Other	0.10
16	Last Orders	47 Burrowgate, Penrith	Cains Beer Company	CA11 7TA	Community Local	0.10
17	Warehouse	43 Burrowgate, Penrith	Independent Free	CA11 7TA	Circuit Bar	0.10
18	Woolpack	1 Burrowgate, Penrith	Punch Pub Company	CA11 7TA	Community Local	0.10
19	Scotts Fish Restaurant	34 Burrowgate, Penrith	Independent Free	CA11 7TA	Other	0.10
20	O'neils Sports Lounge	36-40 Burrowgate, Penrith	Independent Free	CA11 7TA	Circuit Bar	0.10
21	Royal British Legion Club	28 Middlegate, Penrith	Independent Free	CA11 7PG	Other	0.11
22	Penrith Players Theatre Club	1 Auction Mart Lane, Penrith	Independent Free	CA11 7JG	Other	0.11
23	Lounge Hotel & Bar	King Street, Penrith	Independent Free	CA11 7AJ	Cafe / Wine Bar	0.11
24	Platinum	19 King Street, Penrith	Independent Free	CA11 7AJ	Other	0.11
25	Lowther Arms Inn	3 Queen Street, Penrith	Star Pubs & Bars	CA11 7XD	Community Local	0.12
26	Penrith Raob Institute	38-39 Castlegate, Penrith	Independent Free	CA11 7JD	Other	0.13
27	Indian Plaza	45 Middlegate, Penrith	Independent Free	CA11 7PT	Other	0.13
28	Lonsdale Alhambra Cinema	47 Middlegate, Penrith	*Other Small Retail Groups	CA11 7PT	Other	0.13
29	Manangkha Sila	4 Bishop Yards, Penrith	Independent Free	CA11 7XU	Other	0.13
30	Agricultural Hotel	Castlegate, Penrith	Marston's	CA11 7JE	Community Local	0.14