



**Customer Profile Report for WHITE LION, EARBY (Punch Outlet Number: 201765)
RILEY STREET, BARNOLDSWICK, BB18 6NX (BB18 6NX)**



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

Age Data Table

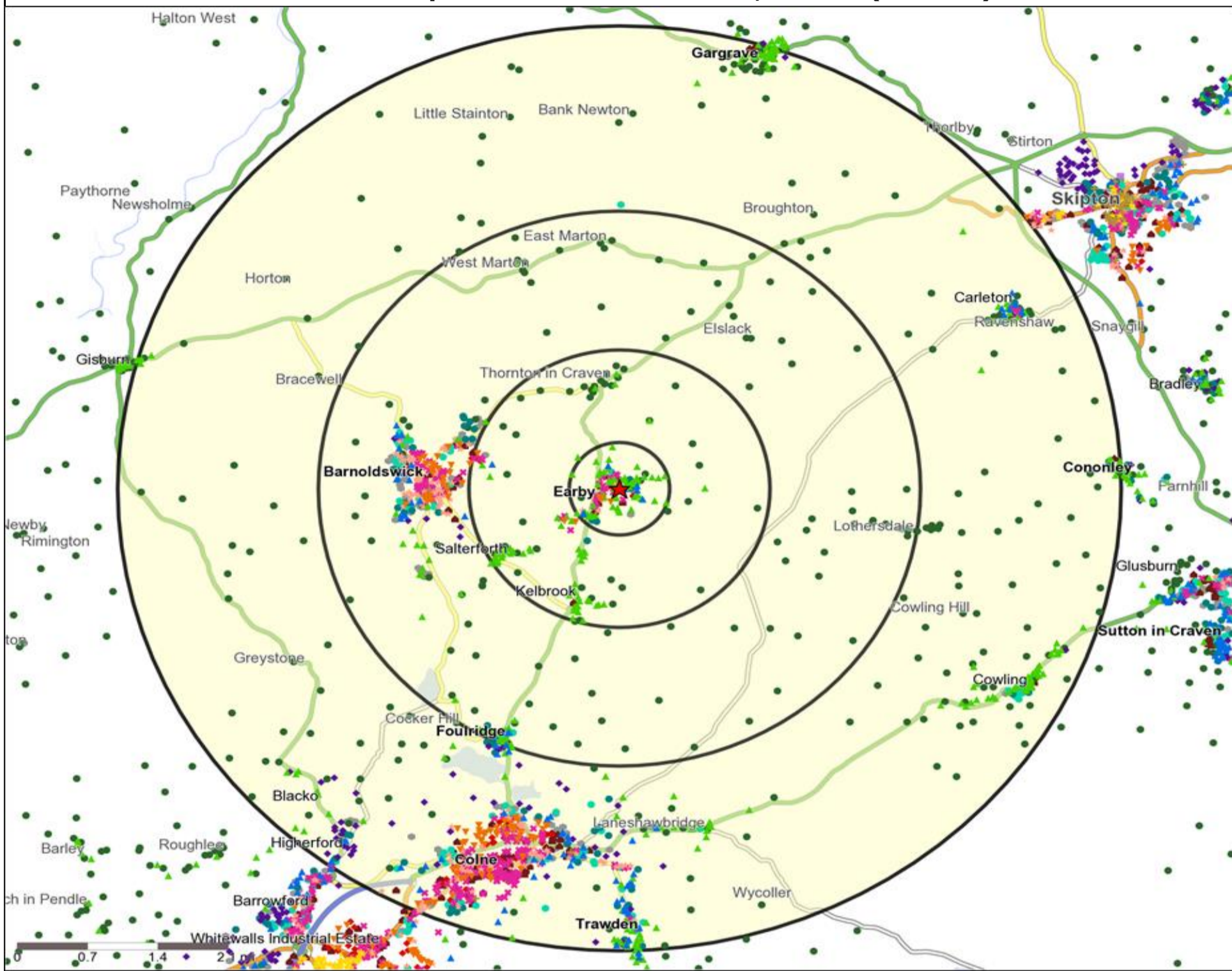
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	703	1,162	3,196	8,386	9,225	97	92	90	95	94
16-17	116	163	422	1,075	1,271	129	104	96	99	105
18-24	297	434	1,279	3,225	3,693	85	71	75	76	78
25-34	472	739	2,239	5,520	6,242	89	80	87	86	87
35-44	470	781	2,465	6,003	6,436	96	92	103	101	97
45-54	605	1,098	2,894	7,157	7,752	110	115	108	108	105
55-64	492	934	2,591	6,313	6,914	112	123	121	119	117
65+	721	1,413	3,818	9,248	10,748	103	117	112	109	114
Population estimate 2015	3,876	6,724	18,904	46,927	52,281	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	3,902	6,639	18,664	45,956	50,608	98%	98%	97%	97%	96%
Mixed / Multiple Ethnic Groups	29	50	125	354	419	1%	1%	1%	1%	1%
Asian / Asian British	45	89	366	949	1,542	1%	1%	2%	2%	3%
Black / African / Caribbean / Black British	4	6	12	43	57	0%	0%	0%	0%	0%
Other Ethnic Group	2	3	16	46	96	0%	0%	0%	0%	0%
All People (Ethnic Group)	3,982	6,787	19,183	47,348	52,722	100	100	100	100	100



Mosaic UK Map and Data: WHITE LION, EARBY (201765)



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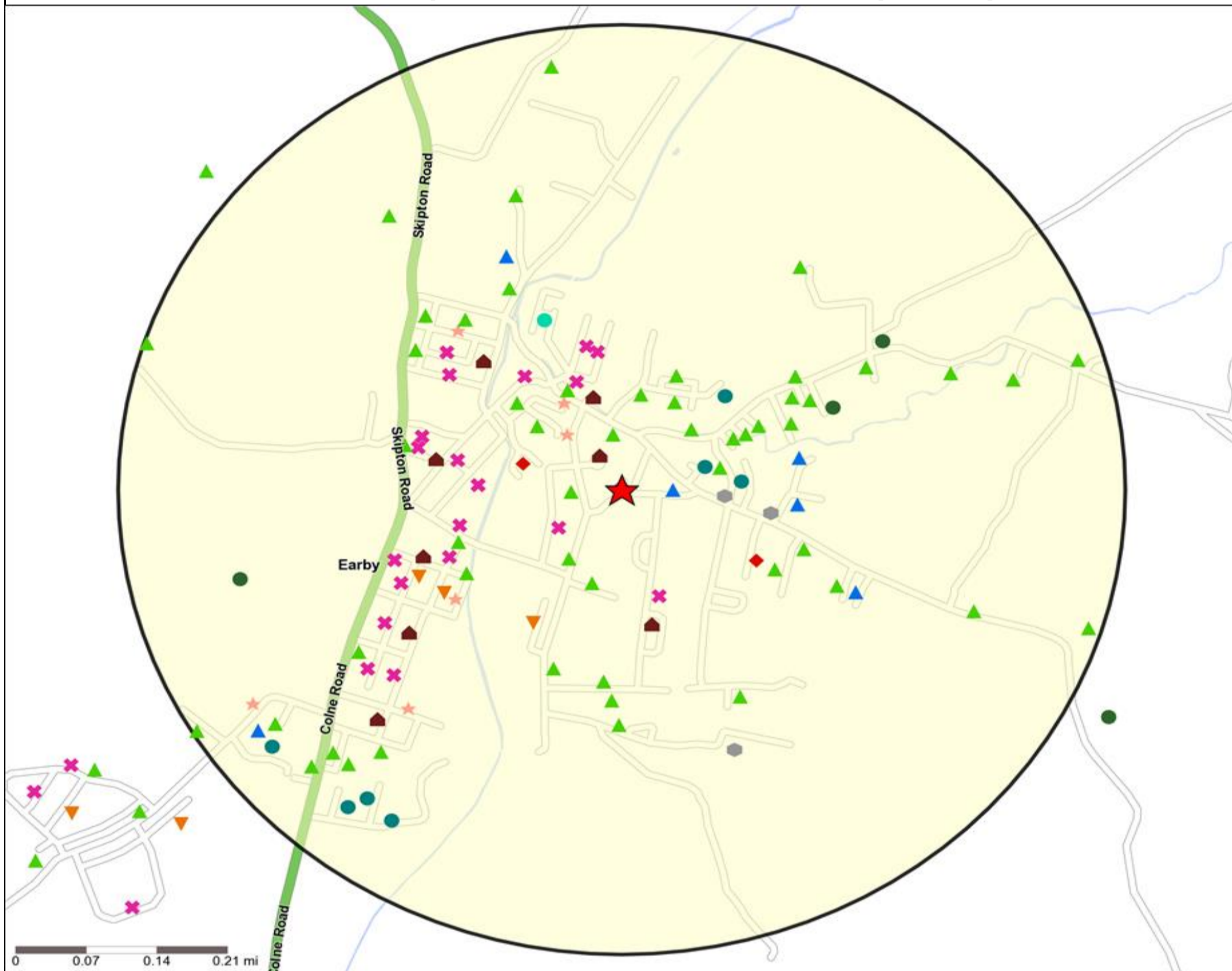
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- C Country Living
- B Prestige Positions
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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	8	0	0	0	0	0
B Prestige Positions (18+)	0	0	152	1,131	2,225	0	0	14	41	73
C Country Living (18+)	21	547	1,686	3,953	3,745	10	146	159	152	129
D Rural Reality (18+)	1,358	2,525	3,339	6,820	6,166	641	675	315	263	213
E Senior Security (18+)	78	126	877	1,829	2,691	31	29	71	60	79
F Suburban Stability (18+)	88	109	623	1,750	1,851	47	33	67	77	73
G Domestic Success (18+)	194	219	915	2,180	2,550	76	48	71	69	73
H Aspiring Homemakers (18+)	53	56	810	2,502	2,584	19	11	58	74	68
I Family Basics (18+)	87	189	1,054	3,115	3,196	39	48	96	115	106
J Transient Renters (18+)	756	1,085	2,724	6,467	7,386	429	348	309	300	307
K Municipal Challenge (18+)	67	132	201	886	882	37	42	22	40	36
L Vintage Value (18+)	175	215	741	2,430	3,045	91	63	77	103	116
M Modest Traditions (18+)	178	197	2,148	4,195	4,403	123	77	296	236	222
N Urban Cohesion (18+)	0	0	0	0	359	0	0	0	0	16
O Rental Hubs (18+)	0	0	15	142	632	0	0	1	5	20
Adults 18+ estimate 2015	3,055	5,400	15,285	37,400	41,723	100	100	100	100	100



Mosaic UK Map and Data: WHITE LION, EARBY (201765)



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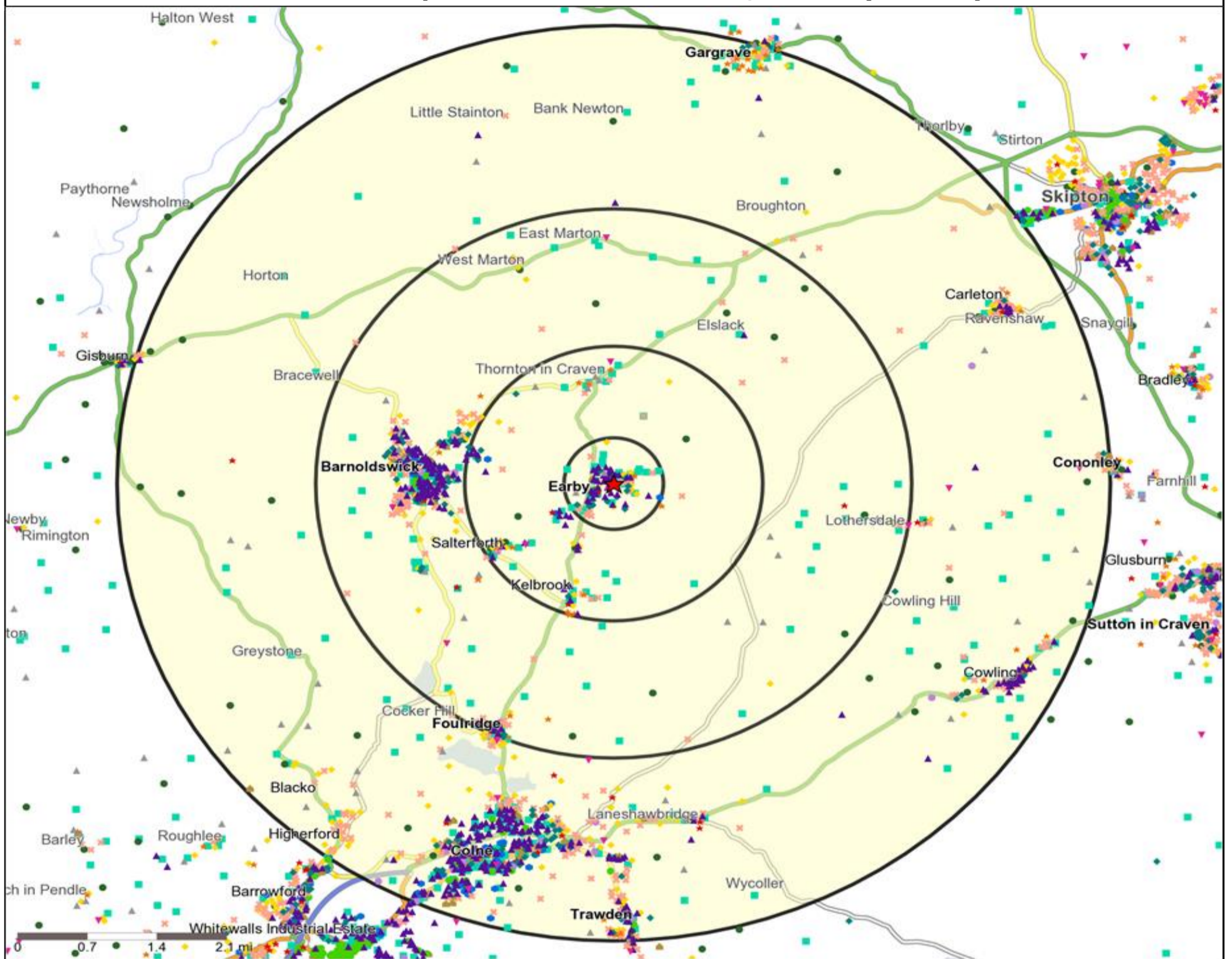
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
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- H Aspiring Homemakers
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Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	21	10
D Rural Reality (18+)	1,358	641
E Senior Security (18+)	78	31
F Suburban Stability (18+)	88	47
G Domestic Success (18+)	194	76
H Aspiring Homemakers (18+)	53	19
I Family Basics (18+)	87	39
J Transient Renters (18+)	756	429
K Municipal Challenge (18+)	67	37
L Vintage Value (18+)	175	91
M Modest Traditions (18+)	178	123
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	3,055	100



Occasions Map and Data: WHITE LION, EARBY (201765)



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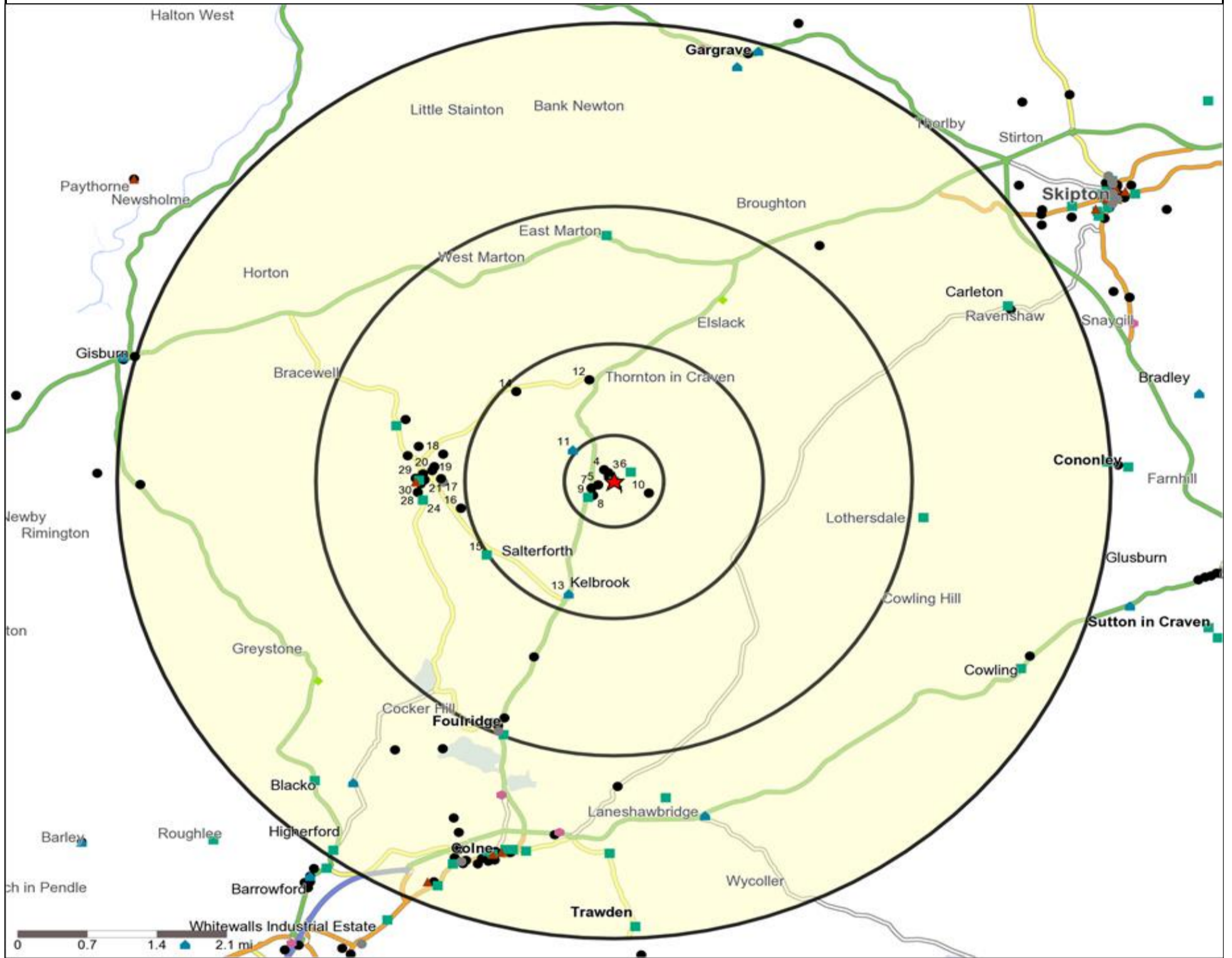
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 01 Mine's a Pint
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ◆ 02 Early Doors
- ▲ 06 Business and Pleasure
- ✳ 10 Wining and Dining
- 03 Everyday is Friday
- 07 Sporting Pints
- ▲ 11 Household Outing
- ★ 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	297	531	1,430	3,508	3,847	132	138	125	125	123
02 Early Doors	273	463	1,286	3,123	3,443	145	144	135	133	131
03 Everyday is Friday	208	332	985	2,291	2,498	129	121	121	114	112
04 Weekend Millionaires	324	512	1,514	3,775	4,013	140	130	129	131	124
05 Out On The Town	180	284	1,066	2,721	3,060	81	75	94	98	98
06 Business and Pleasure	62	128	375	947	1,051	54	65	64	66	65
07 Sporting Pints	152	235	784	2,063	2,383	62	56	63	67	69
08 Student Social	84	155	379	939	1,095	80	87	72	72	75
09 Leisurely Lunch	204	381	1,069	2,606	2,987	93	102	96	95	98
10 Wining and Dining	208	353	1,073	2,676	3,081	83	83	85	86	89
11 Household Outing	211	326	1,069	2,533	2,832	107	97	107	103	103
12 Midweek Meal Deal	118	230	667	1,719	1,788	106	121	118	124	116
13 Date Night	162	292	796	1,930	2,272	91	97	89	87	92
14 Birthday Treat	178	307	910	2,158	2,465	100	102	101	98	100
15 Pre Show Meal	29	56	220	535	631	48	54	71	70	74
Number of Occasions	2,690	4,585	13,623	33,524	37,446	100	100	100	100	100



Competition Map and Data: WHITE LION, EARBY (201765)



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

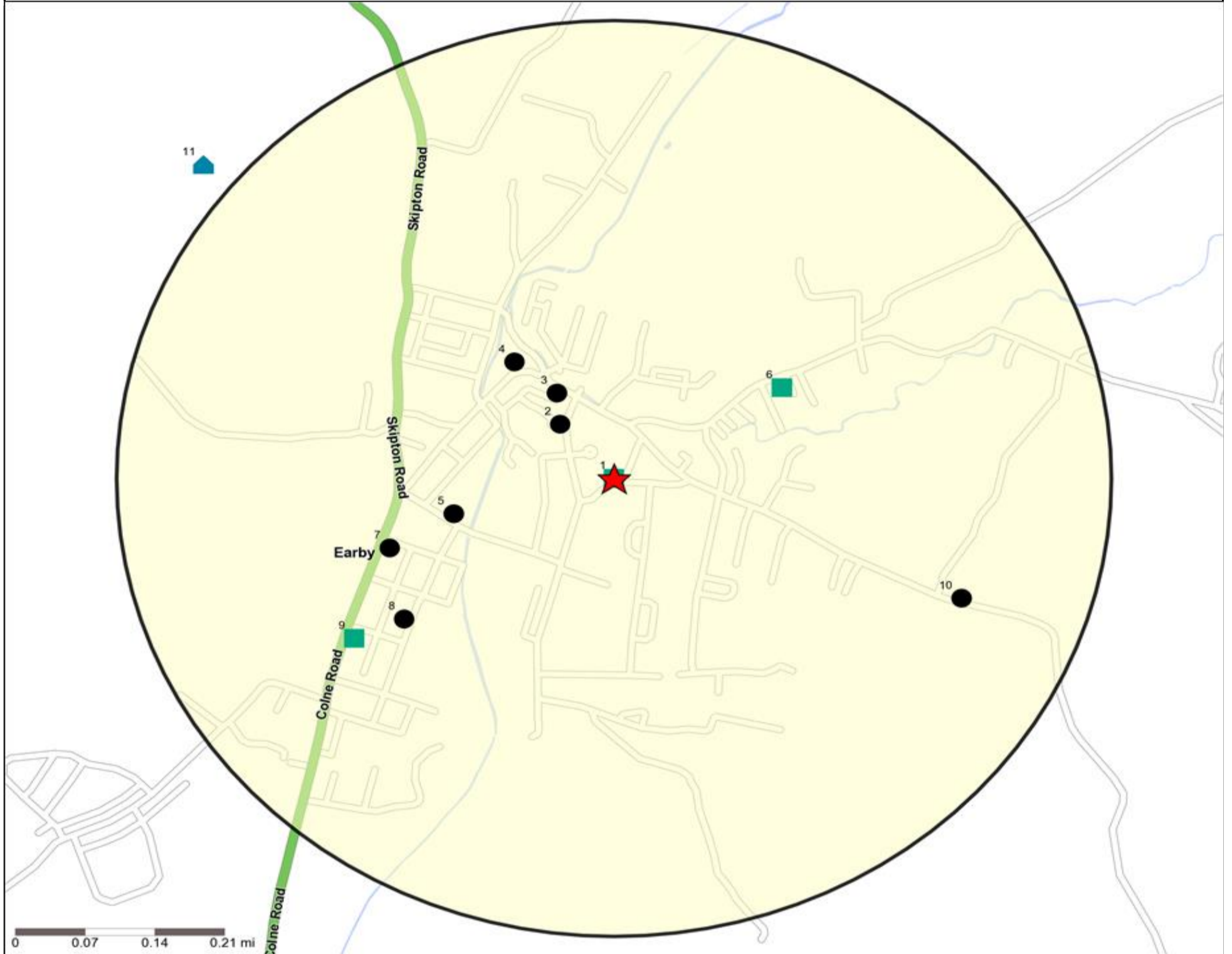
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	2	4
Circuit Bar	0	0	1	5
Community Local	3	3	9	25
Dry Led	0	2	2	6
Branded Food Pub	0	0	0	3
Rural	0	0	2	4
Other	7	9	28	61
Total	10	14	44	108



Competition Map and Data: WHITE LION, EARBY (201765)



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	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	7
Total	10



Local Competition: WHITE LION, EARBY (201765)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WHITE LION, EARBY	RILEY STREET, BARNOLDSWICK, BB18 6NX	Punch Taverns	BB18 6NX	Punch Taverns	0.00
1	White Lion Hotel	Riley Street, Earby, Barnoldswick	Punch Pub Company	BB18 6NX	Community Local	0.00
2	Earby Central Working Mens Club	3 Aspen Lane, Earby, Barnoldswick	Independent Free	BB18 6QR	Other	0.08
3	Earby Conservative Club	1 Water Street, Earby, Barnoldswick	Independent Free	BB18 6QP	Other	0.11
4	Chilli Pepper	4-6 Victoria Road, Earby, Barnoldswick	Independent Free	BB18 6US	Other	0.16
5	West Craven Sports & Social Club	New Road, Earby, Barnoldswick	Independent Free	BB18 6UY	Other	0.17
6	Red Lion	70 Red Lion Street, Earby, Barnoldswick	Independent Free	BB18 6RD	Community Local	0.20
7	Jade Palace	29 Colne Road, Earby, Barnoldswick	Independent Free	BB18 6XB	Other	0.24
8	Earby Cricket Club	William Street, Earby, Barnoldswick	Independent Free	BB18 6NN	Other	0.26
9	Station Hotel	125 Colne Road, Earby, Barnoldswick	Independent Free	BB18 6XL	Community Local	0.31
10	Rolls Royce Welfare Club	Stoney Bank Road, Earby, Barnoldswick	Independent Free	BB18 6RU	Other	0.37
11	Punch Bowl	Skipton Road, Earby, Barnoldswick	Independent Free	BB18 6JJ	Dry Led	0.54
12	Manor House Hotel	Thornton In Craven, Skipton	Independent Free	BD23 3TN	Other	1.14
13	Craven Heifer	400 Colne Road, Kelbrook, Barnoldswick	Independent Free	BB18 6TF	Dry Led	1.31
14	Ghyll Golf Club	Skipton Road, Barnoldswick	Independent Free	BB18 6JH	Other	1.39
15	Anchor Inn	Salterforth Lane, Salterforth, Barnoldswick	Star Pubs & Bars	BB18 5TT	Community Local	1.51
16	West Craven Swimming Pool	Kelbrook Road, Barnoldswick	Independent Free	BB18 5TB	Other	1.57
17	Ouzledale Social Club	Fountain Street, Barnoldswick	Independent Free	BB18 6AQ	Other	1.74
18	Rolls Royce Leisure	3 Skipton Road, Barnoldswick	Independent Free	BB18 5RU	Other	1.74
19	Barnoldswick Fire Station Club	Wellhouse Road, Barnoldswick	Independent Free	BB18 6DB	Other	1.81
20	Mayfair School Of Dancing	Co-Operative Street, Barnoldswick	Independent Free	BB18 6AL	Other	1.84
21	Barnoldswick Cricket Club	9-11 Frank Street, Barnoldswick	Independent Free	BB18 5AE	Other	1.91
22	Barnoldswick Conservative Club	Station Road, Barnoldswick	Independent Free	BB18 5NA	Other	1.93
23	Raj Balti	7 Station Road, Barnoldswick	Independent Free	BB18 5NA	Other	1.93
24	Greyhound Inn	61 Manchester Road, Barnoldswick	Unknown	BB18 5PW	Community Local	1.93
25	Royal British Legion Club	21 King Street, Barnoldswick	Independent Free	BB18 5UW	Other	1.94
26	Jesters	25 Church Street, Barnoldswick	Independent Free	BB18 5UR	Other	1.96
27	Cross Keys	Church Street, Barnoldswick	Star Pubs & Bars	BB18 5UR	Community Local	1.96
28	Strategy Snooker & Pool Club	13-15 Manchester Road, Barnoldswick	Independent Free	BB18 5NZ	Other	1.98
29	Barnoldswick Working Mens Club	102 Green Street, Barnoldswick	Independent Free	BB18 5NX	Other	2.00
30	Barlick Hotel	14 Church Street, Barnoldswick	Punch Pub Company	BB18 5UT	Circuit Bar	2.00