



**Customer Profile Report for BARROW ARMS, BARROW IN FURNESS (Punch Outlet Number: 201326)
26 CAVENDISH STREET, BARROW-IN-FURNESS, LA14 1SB (LA14 1SB)**



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

Age Data Table

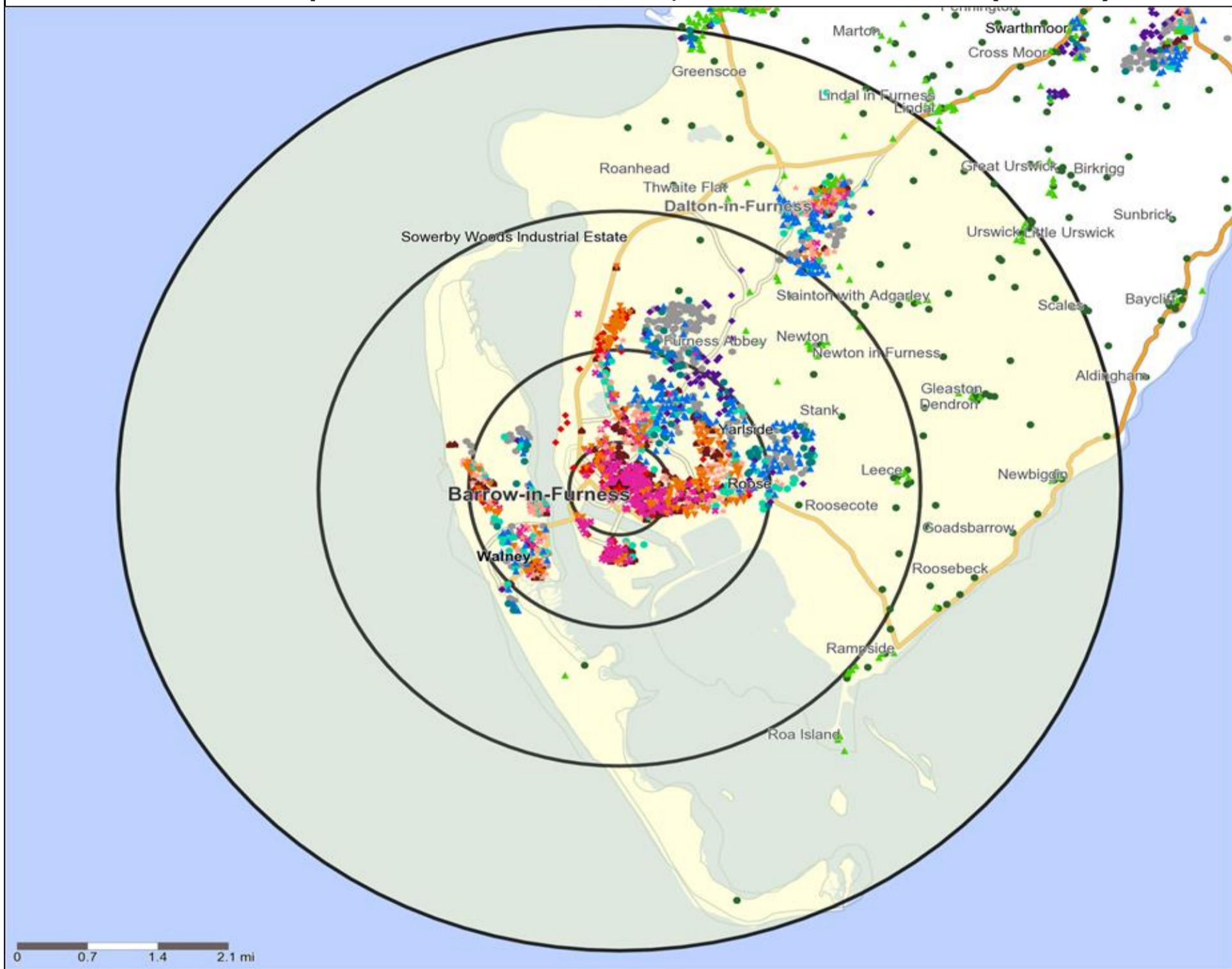
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,758	8,172	9,835	11,554	12,039	99	96	92	92	92
16-17	236	1,107	1,333	1,556	1,631	107	105	101	100	100
18-24	1,093	3,984	4,710	5,386	5,571	127	97	91	89	88
25-34	1,471	5,907	6,777	7,793	8,022	114	95	87	85	84
35-44	974	5,052	6,294	7,523	7,837	81	88	87	88	88
45-54	1,323	6,933	8,727	10,522	11,047	98	108	108	111	112
55-64	1,000	5,305	6,955	8,311	8,685	93	104	108	109	110
65+	1,617	8,840	12,303	14,500	15,026	95	108	120	120	119
Population estimate 2015	9,472	45,300	56,934	67,145	69,858	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	9,009	44,170	55,710	65,862	68,530	97%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	53	240	298	344	358	1%	1%	1%	1%	1%
Asian / Asian British	180	435	578	626	635	2%	1%	1%	1%	1%
Black / African / Caribbean / Black British	10	52	60	72	72	0%	0%	0%	0%	0%
Other Ethnic Group	25	76	108	120	122	0%	0%	0%	0%	0%
All People (Ethnic Group)	9,277	44,973	56,754	67,024	69,717	100	100	100	100	100



Mosaic UK Map and Data: BARROW ARMS, BARROW IN FURNESS (201394)



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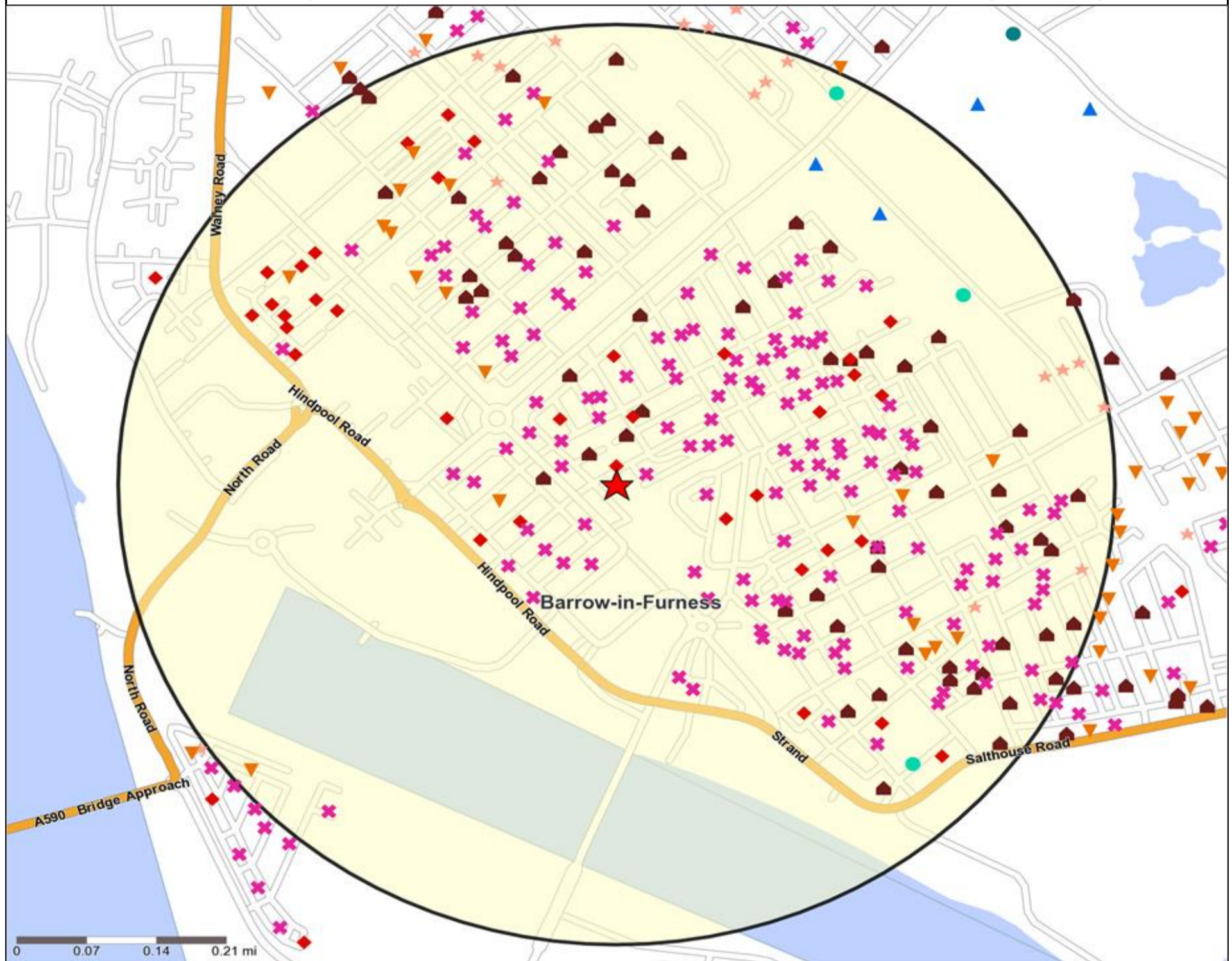
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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 - 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+)	0	722	1,348	1,413	1,421	0	28	40	36	35
C Country Living (18+)	0	60	360	1,304	1,469	0	2	11	35	38
D Rural Reality (18+)	0	55	303	1,295	3,024	0	2	10	35	78
E Senior Security (18+)	0	2,291	5,710	6,431	6,502	0	78	154	147	143
F Suburban Stability (18+)	88	3,368	5,244	6,637	6,658	19	153	188	201	194
G Domestic Success (18+)	0	990	1,922	2,252	2,325	0	33	50	50	49
H Aspiring Homemakers (18+)	90	3,595	4,326	5,034	5,102	13	110	104	103	100
I Family Basics (18+)	697	3,903	4,589	5,000	5,000	129	151	139	128	123
J Transient Renters (18+)	3,214	7,276	7,352	8,045	8,045	744	351	279	258	248
K Municipal Challenge (18+)	930	2,048	2,547	2,585	2,585	212	97	95	82	78
L Vintage Value (18+)	2,031	5,697	5,905	6,268	6,285	431	252	205	185	178
M Modest Traditions (18+)	430	5,925	6,069	7,679	7,679	121	347	280	299	288
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	0	0	0	0	0	0	0
Adults 18+ estimate 2015	7,480	35,930	45,675	53,943	56,095	100	100	100	100	100



Mosaic UK Map and Data: BARROW ARMS, BARROW IN FURNESS (201394)



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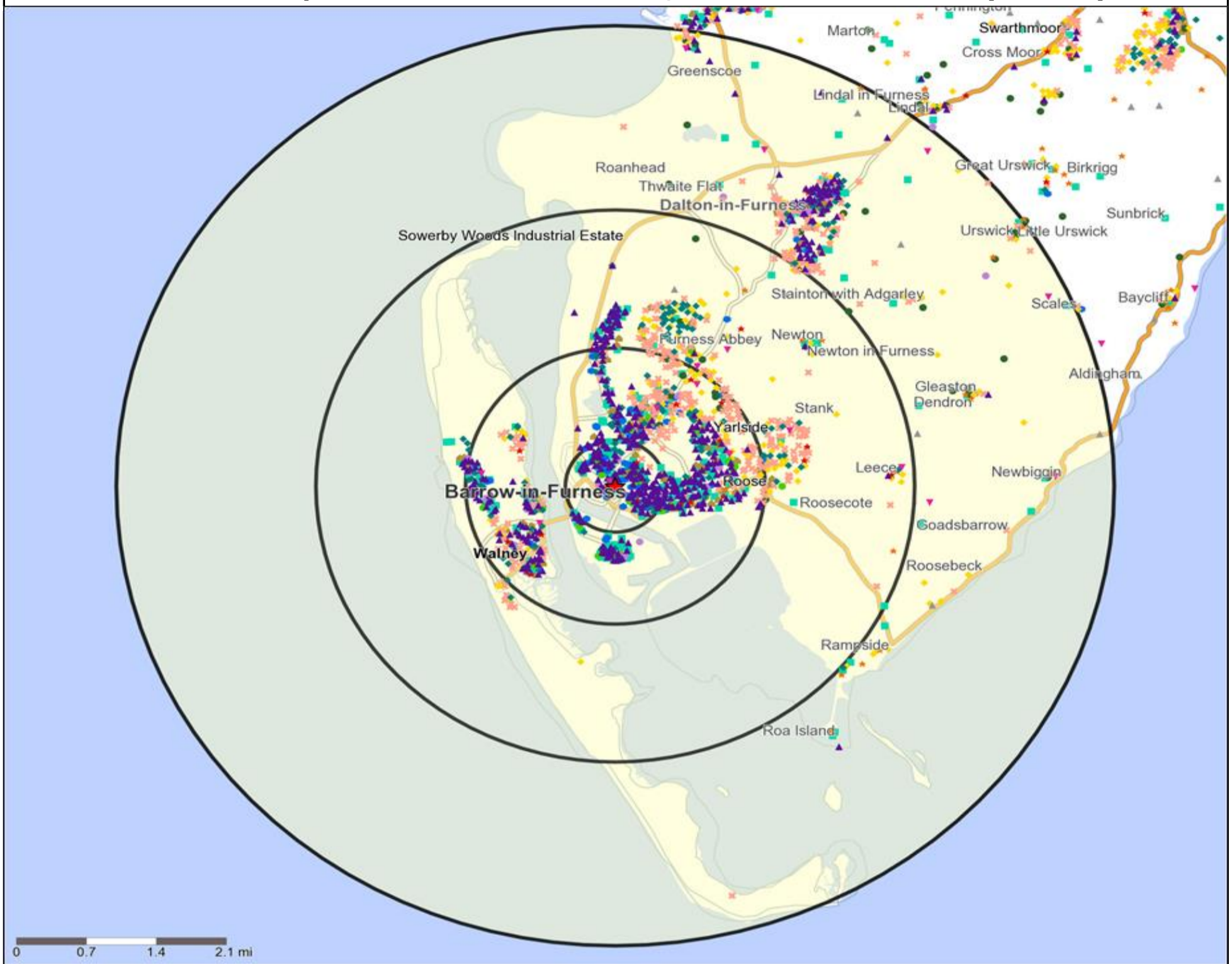
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- B Prestige Positions
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- H Aspiring Homemakers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

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+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	0	0
F Suburban Stability (18+)	88	19
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	90	13
I Family Basics (18+)	697	129
J Transient Renters (18+)	3,214	744
K Municipal Challenge (18+)	930	212
L Vintage Value (18+)	2,031	431
M Modest Traditions (18+)	430	121
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	7,480	100



Occasions Map and Data: BARROW ARMS, BARROW IN FURNESS (201394)



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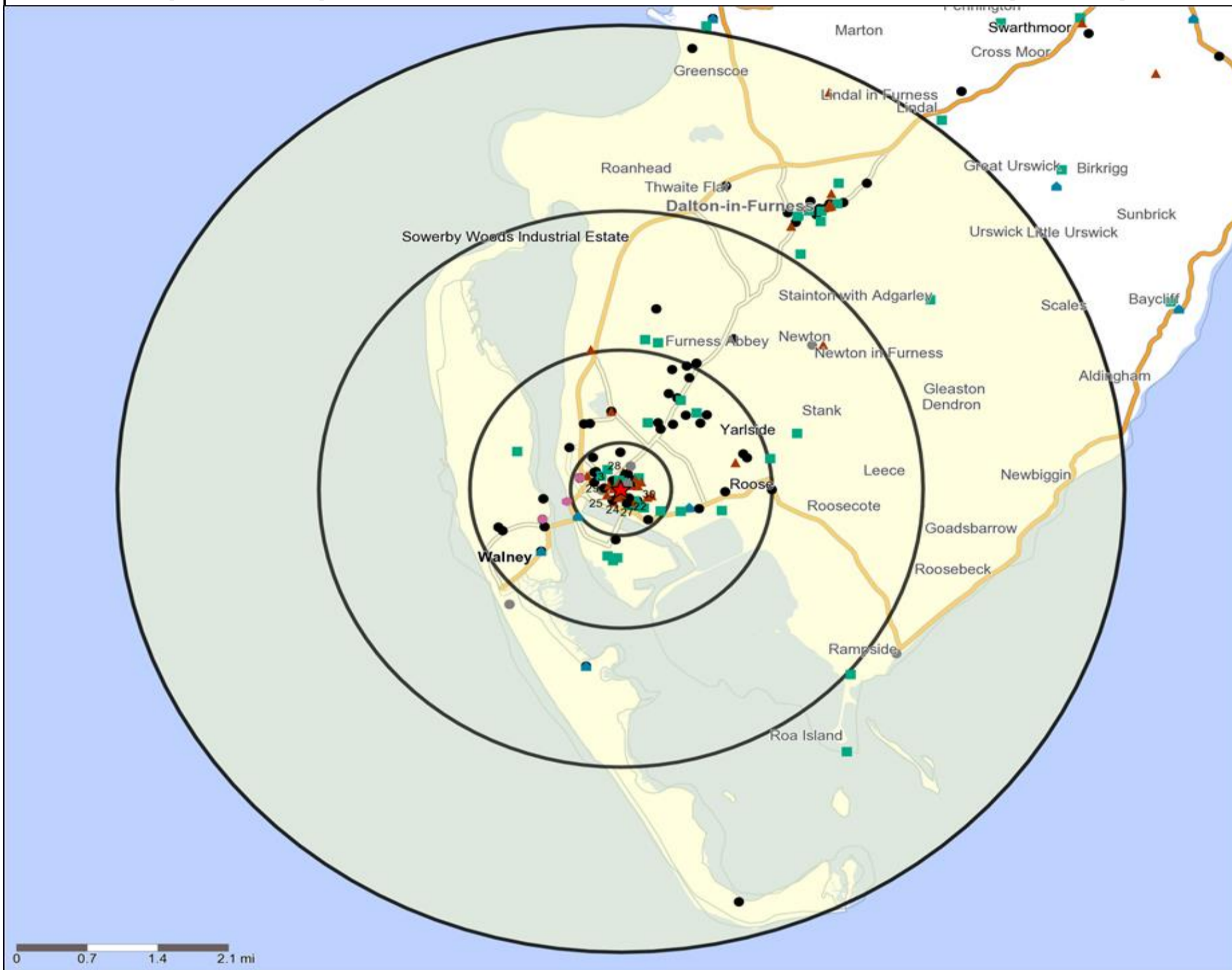
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining and Dining
- ▲ 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	1,039	3,680	4,372	4,955	5,094	160	124	121	118	118
02 Early Doors	696	3,157	3,891	4,502	4,624	128	127	129	128	127
03 Everyday is Friday	462	2,484	2,921	3,428	3,547	100	117	113	114	115
04 Weekend Millionaires	1,217	4,673	5,269	5,992	6,151	182	153	142	139	138
05 Out On The Town	909	3,519	4,041	4,583	4,648	141	119	113	110	108
06 Business and Pleasure	159	742	902	1,069	1,100	48	49	49	50	50
07 Sporting Pints	756	2,759	3,124	3,494	3,575	106	85	79	76	75
08 Student Social	77	615	851	1,084	1,185	26	45	51	56	59
09 Leisurely Lunch	505	2,499	3,157	3,718	3,852	80	86	90	91	91
10 Wining and Dining	307	2,378	3,291	3,970	4,118	43	72	82	85	86
11 Household Outing	502	2,937	3,476	4,056	4,159	88	113	110	110	109
12 Midweek Meal Deal	516	1,988	2,270	2,651	2,733	161	135	127	128	128
13 Date Night	88	1,288	2,065	2,544	2,679	17	55	73	77	79
14 Birthday Treat	431	2,200	2,764	3,246	3,364	84	94	97	98	99
15 Pre Show Meal	83	575	755	879	895	47	71	77	77	76
Number of Occasions	7,747	35,494	43,149	50,171	51,724	100	100	100	100	100



Competition Map and Data: BARROW ARMS, BARROW IN FURNESS (201394)



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

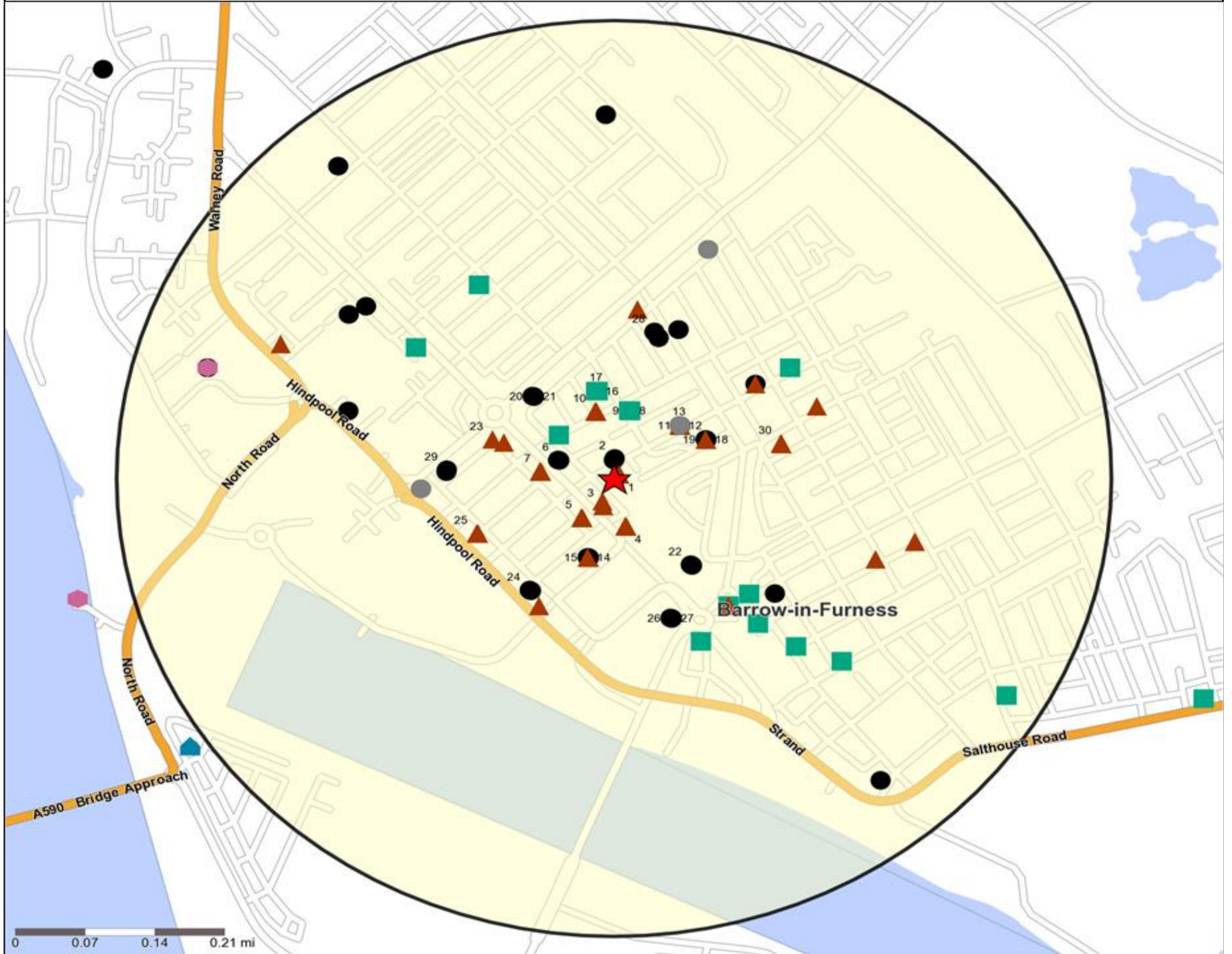
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	3	3	5	6
Circuit Bar	19	20	22	28
Community Local	11	17	21	30
Dry Led	0	3	4	5
Branded Food Pub	2	5	5	5
Rural	0	0	0	0
Other	37	67	75	87
Total	72	115	132	161



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	3
Circuit Bar	19
Community Local	11
Dry Led	0
Branded Food Pub	2
Rural	0
Other	37
Total	72



Local Competition: BARROW ARMS, BARROW IN FURNESS (201394)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BARROW ARMS, BARROW IN FURNESS	26 CAVENDISH STREET, BARROW-IN-FURNESS, LA14 1SB	Punch Taverns	LA14 1SB	Punch Taverns	0.00
1	Barrow Arms	26 Cavendish Street, Barrow-in-furness	Punch Pub Company	LA14 1SB	Circuit Bar	0.01
2	Jade Fountain 2	11 Cavendish Street, Barrow-in-furness	Independent Free	LA14 1SF	Other	0.02
3	Jeffersons	60-64 Duke Street, Barrow-in-furness	Independent Free	LA14 1RX	Circuit Bar	0.03
4	Bar Continental	Duke Street, Barrow-in-furness	*Other Small Retail Groups	LA14 1RU	Circuit Bar	0.05
5	Bar Buddha	59-61 Duke Street, Barrow-in-furness	Trust Inns	LA14 1RW	Circuit Bar	0.05
6	Yang Tze River Cantonese Restaurant	88 Duke Street, Barrow-in-furness	Independent Free	LA14 1RD	Other	0.06
7	Old Bank	107-109 Duke Street, Barrow-in-furness	Independent Free	LA14 1RH	Circuit Bar	0.08
8	Fire Engine	Dalkeith Street, Barrow-in-furness	*Other Small Retail Groups	LA14 1ST	Community Local	0.08
9	Manhattans Club	Dalkeith Street, Barrow-in-furness	Independent Free	LA14 1ST	Other	0.08
10	Steelworks Hotel	3-7 Buccleuch Street, Barrow-in-furness	Independent Free	LA14 1SS	Circuit Bar	0.08
11	Theatre Hotel	57 Cavendish Street, Barrow-in-furness	Independent Free	LA14 1QD	Circuit Bar	0.09
12	Hollywood Rock Cafe	49-51 Cavendish Street, Barrow-in-furness	Independent Free	LA14 1QD	Cafe / Wine Bar	0.09
13	Salvanyas Ristorante	75-81 Cavendish Street, Barrow-in-furness	Independent Free	LA14 1QD	Other	0.09
14	Kavannas	18-20 Cornwallis Street, Barrow-in-furness	Independent Free	LA14 2LG	Circuit Bar	0.09
15	Imperial Hotel	22-24 Cornwallis Street, Barrow-in-furness	Independent Free	LA14 2LG	Other	0.09
16	Knights	2-4 Dalkeith Street, Barrow-in-furness	Independent Free	LA14 1SP	Community Local	0.10
17	Bar 5 & Nines	5-15 Dalkeith Street, Barrow-in-furness	Independent Free	LA14 1SP	Other	0.10
18	Cross Keys	5-7 Preston Street, Barrow-in-furness	Independent Free	LA14 1JZ	Circuit Bar	0.10
19	Central Working Mens Club	75 Preston Street, Barrow-in-furness	Independent Free	LA14 1JZ	Other	0.10
20	Conservative Club	40 Abbey Road, Barrow-in-furness	Independent Free	LA14 1LG	Other	0.12
21	Barrow Amalgamated Engineers Club	48 Abbey Road, Barrow-in-furness	Independent Free	LA14 1LG	Other	0.12
22	Forum 28	28 Duke Street, Barrow-in-furness	Independent Free	LA14 1HH	Other	0.12
23	Drawing Room	122-123 Duke Street, Barrow-in-furness	Independent Free	LA14 1XA	Circuit Bar	0.13
24	Skint	Lawson Street, Barrow-in-furness	Independent Free	LA14 2NU	Other	0.15
25	Healys	Hindpool Road, Barrow-in-furness	Independent Free	LA14 2ND	Circuit Bar	0.15
26	Francescas	Duke Street, Barrow-in-furness	Imperial London Hotels	LA14 1HP	Other	0.16
27	Majestic Hotel	Duke Street, Barrow-in-furness	Independent Free	LA14 1HP	Other	0.16
28	Naaz	231 Dalton Road, Barrow-in-furness	Independent Free	LA14 1PQ	Other	0.17
29	Barrow Fire Station Sports & Social Club	Abbey Road, Barrow-in-furness	Independent Free	LA14 1XH	Other	0.17
30	Robin Hood Inn	4-6 Crellin Street, Barrow-in-furness	Robinsons	LA14 1DU	Circuit Bar	0.17