



**Customer Profile Report for REDFERN, ETTERBY (Punch Outlet Number: 203228)
KINGMOOR ROAD, CARLISLE, CA3 9PS (CA 3 9PS)**



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

Age Data Table

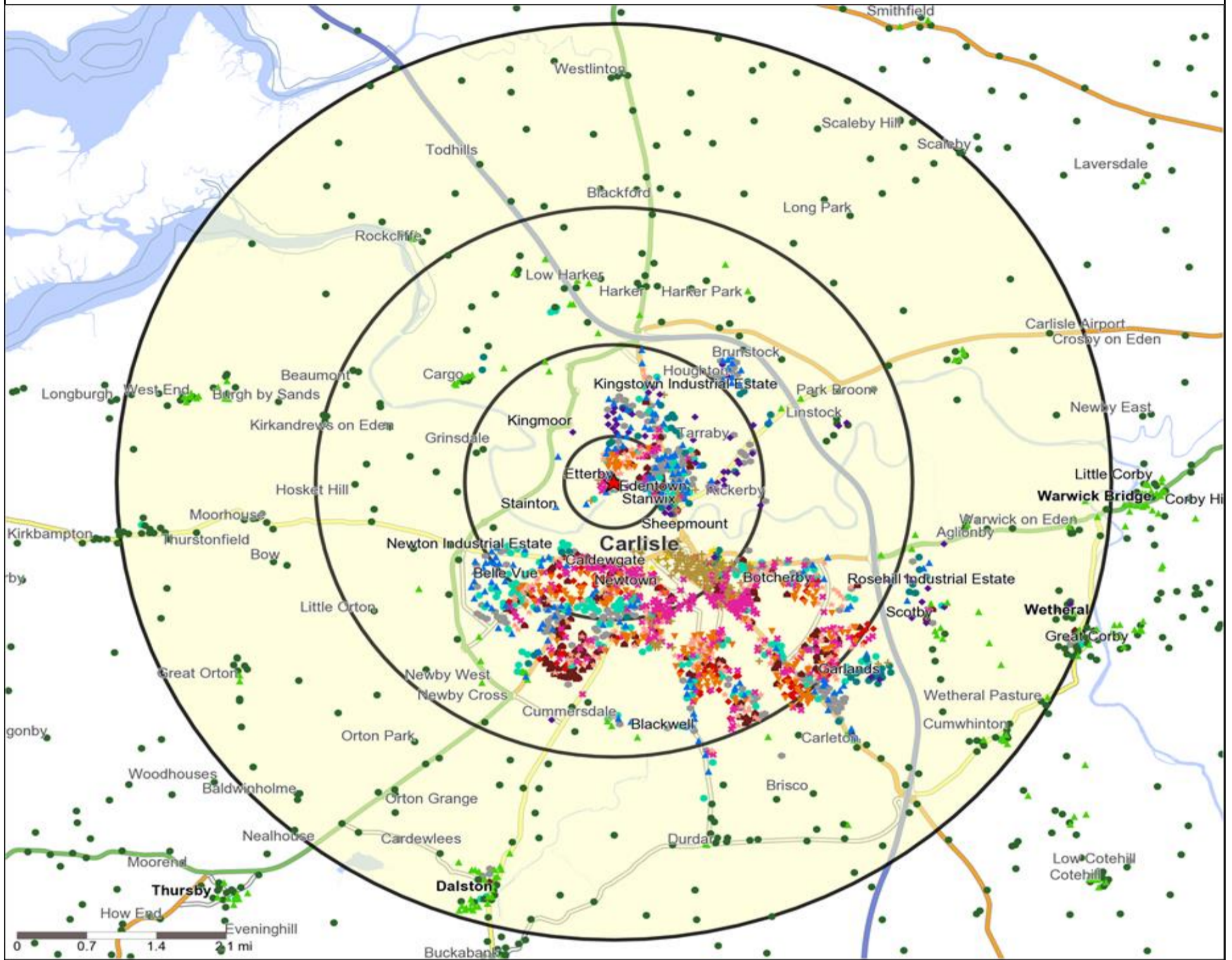
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	761	5,152	13,712	15,939	17,053	101	92	96	95	94
16-17	102	615	1,701	2,005	2,132	109	89	96	96	95
18-24	317	3,364	7,895	8,679	9,186	87	125	115	107	105
25-34	547	4,152	10,530	11,815	12,520	100	102	101	96	95
35-44	478	3,392	9,009	10,558	11,270	94	90	93	93	92
45-54	600	4,017	10,093	12,285	13,334	106	95	93	96	97
55-64	462	3,365	8,585	10,720	11,656	102	100	100	106	107
65+	743	5,629	14,653	17,827	19,563	103	105	107	110	112
Population estimate 2015	4,010	29,686	76,178	89,828	96,714	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	3,802	28,075	72,896	86,460	93,362	97%	97%	98%	98%	98%
Mixed / Multiple Ethnic Groups	23	178	414	466	479	1%	1%	1%	1%	1%
Asian / Asian British	84	517	1,029	1,126	1,152	2%	2%	1%	1%	1%
Black / African / Caribbean / Black British	5	65	112	118	128	0%	0%	0%	0%	0%
Other Ethnic Group	8	106	254	279	288	0%	0%	0%	0%	0%
All People (Ethnic Group)	3,922	28,941	74,705	88,449	95,409	100	100	100	100	100



Mosaic UK Map and Data: REDFERN, ETTERBY (203228)



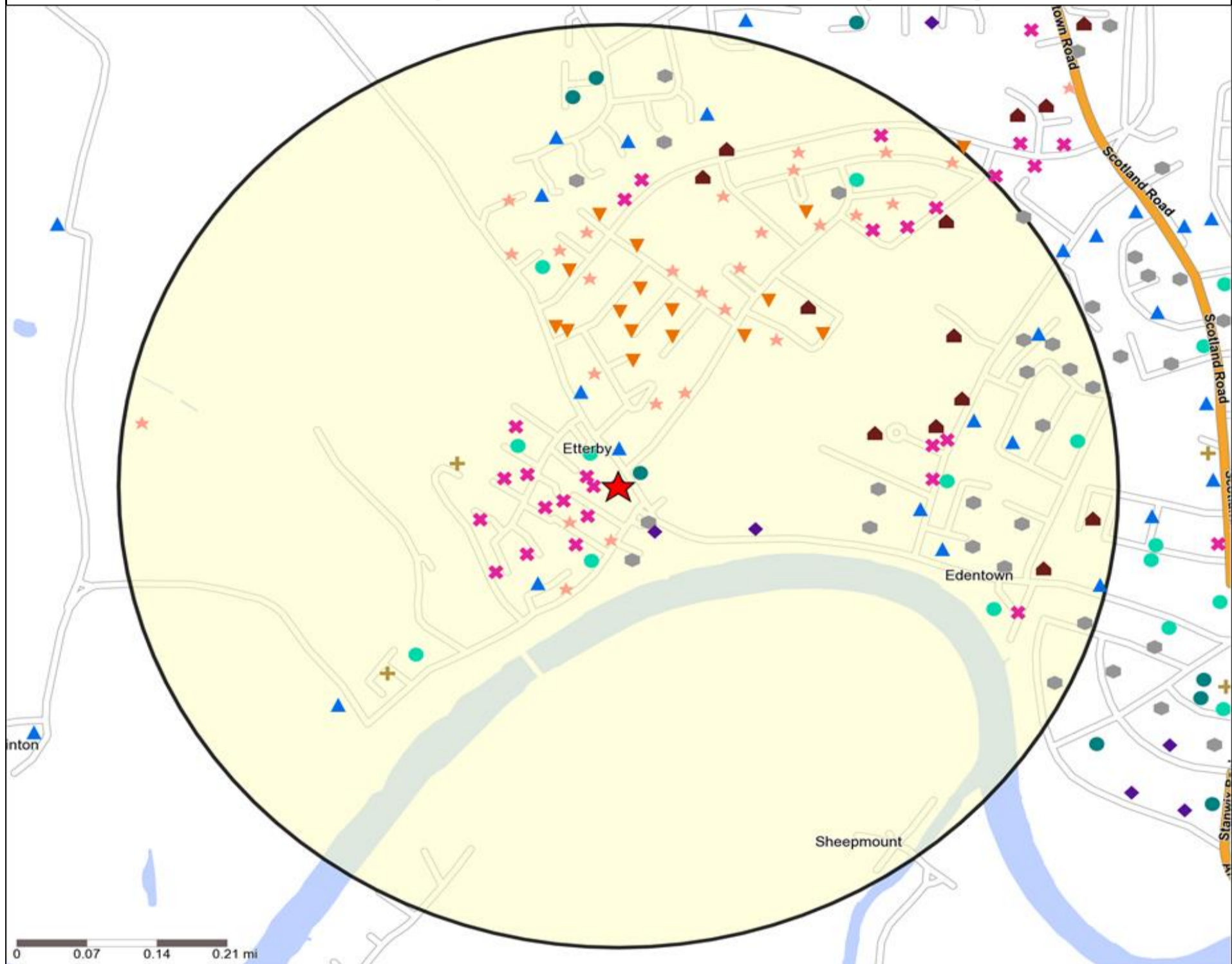
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	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	16	1,283	1,464	1,689	1,695	7	75	33	33	30
C Country Living (18+)	0	91	1,319	5,606	6,484	0	6	32	113	122
D Rural Reality (18+)	0	15	591	2,197	5,267	0	1	14	45	99
E Senior Security (18+)	444	2,930	5,640	6,550	6,719	174	153	115	113	108
F Suburban Stability (18+)	445	3,007	6,006	6,876	7,222	232	209	164	158	154
G Domestic Success (18+)	105	1,345	2,051	2,888	3,027	40	68	41	48	47
H Aspiring Homemakers (18+)	191	2,601	6,712	7,383	7,492	67	121	123	114	107
I Family Basics (18+)	287	1,646	5,962	6,241	6,312	126	97	138	122	114
J Transient Renters (18+)	609	3,229	10,026	10,511	10,655	335	238	289	256	240
K Municipal Challenge (18+)	0	1,161	3,579	3,902	4,393	0	84	101	93	97
L Vintage Value (18+)	331	1,922	6,259	6,513	6,650	167	130	166	145	138
M Modest Traditions (18+)	622	1,871	7,038	7,256	7,335	416	167	247	215	201
N Urban Cohesion (18+)	0	231	269	269	269	0	19	9	7	7
O Rental Hubs (18+)	96	2,217	3,131	3,272	3,272	40	122	68	60	55
Adults 18+ estimate 2015	3,146	23,549	60,047	71,153	76,792	100	100	100	100	100



Mosaic UK Map and Data: REDFERN, ETTERBY (203228)



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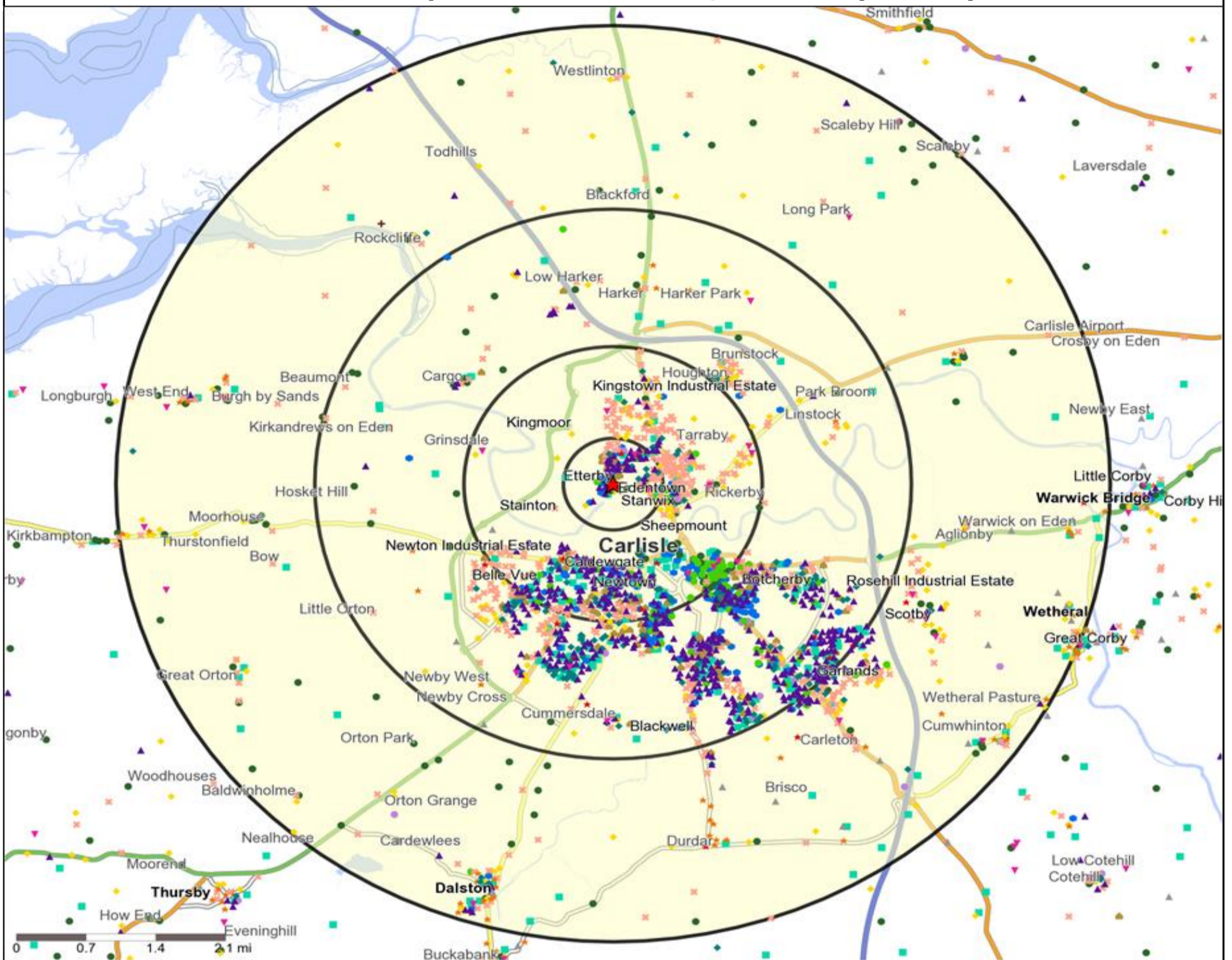
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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+)	16	7
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	444	174
F Suburban Stability (18+)	445	232
G Domestic Success (18+)	105	40
H Aspiring Homemakers (18+)	191	67
I Family Basics (18+)	287	126
J Transient Renters (18+)	609	335
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	331	167
M Modest Traditions (18+)	622	416
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	96	40
Adults 18+ estimate 2015	3,146	100



Occasions Map and Data: REDFERN, ETTERBY (203228)



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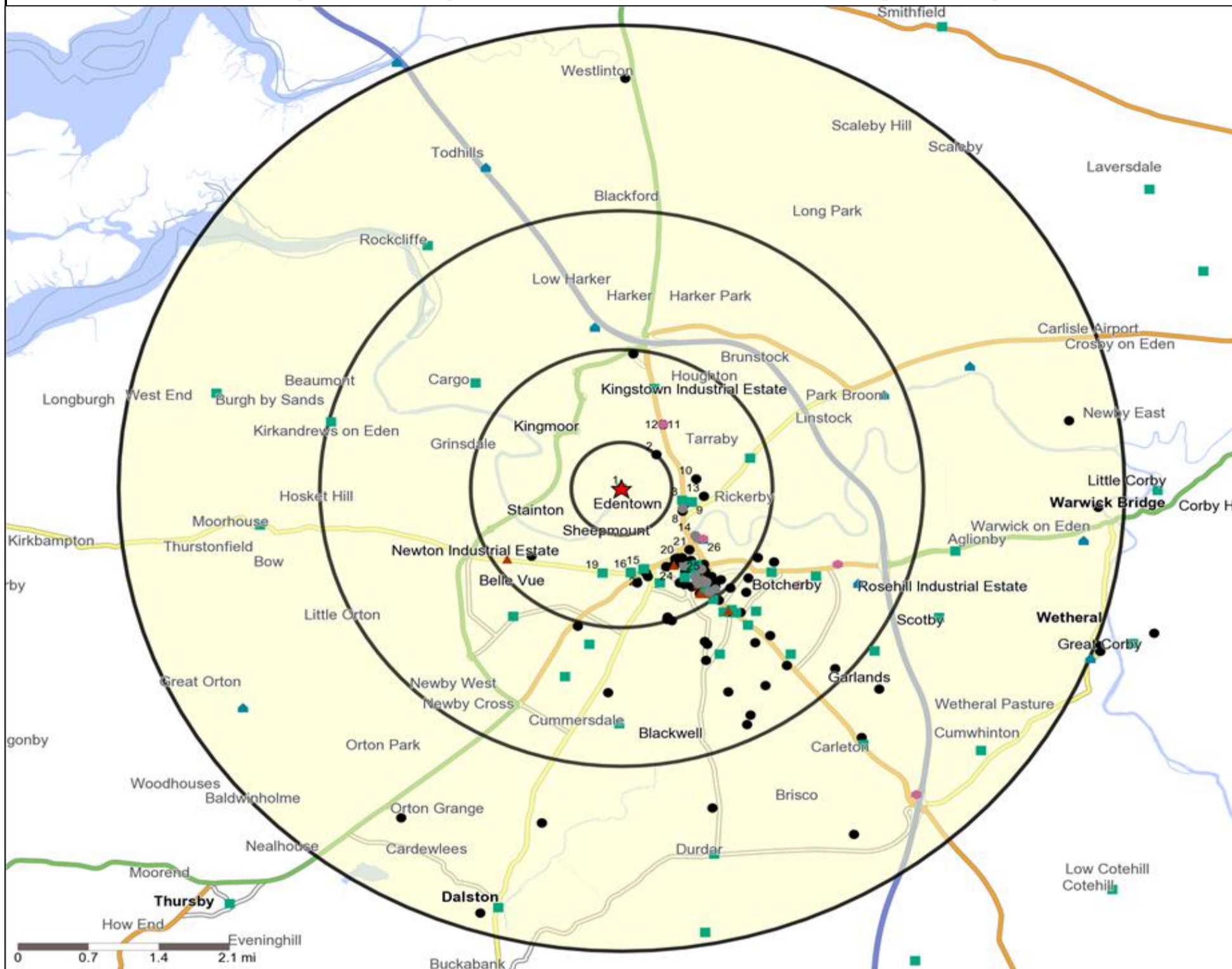
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 10 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	198	1,758	5,239	5,950	6,423	78	98	107	105	107
02 Early Doors	269	1,655	4,866	5,524	5,965	127	110	118	117	118
03 Everyday is Friday	207	1,409	3,873	4,369	4,652	115	110	110	108	108
04 Weekend Millionaires	361	2,344	7,254	7,986	8,460	139	127	144	137	137
05 Out On The Town	301	2,170	5,966	6,559	6,778	120	122	122	117	114
06 Business and Pleasure	73	570	1,469	1,774	1,857	56	62	58	61	60
07 Sporting Pints	215	1,660	4,654	5,005	5,219	78	84	87	81	79
08 Student Social	77	697	1,460	1,939	2,184	66	84	64	74	78
09 Leisurely Lunch	236	1,614	4,283	5,100	5,517	96	92	90	93	94
10 Wining and Dining	256	1,882	4,416	5,383	5,776	91	94	81	86	87
11 Household Outing	300	1,713	4,799	5,286	5,525	135	108	111	107	105
12 Midweek Meal Deal	145	1,060	3,251	3,834	4,038	116	119	134	137	136
13 Date Night	154	1,254	2,756	3,616	3,988	77	89	71	81	84
14 Birthday Treat	164	1,218	3,209	3,817	4,100	82	86	83	86	87
15 Pre Show Meal	63	473	1,131	1,330	1,379	92	97	85	87	85
Number of Occasions	3,019	21,477	58,626	67,472	71,861	100	100	100	100	100



Competition Map and Data: REDFERN, ETTERBY (203228)



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

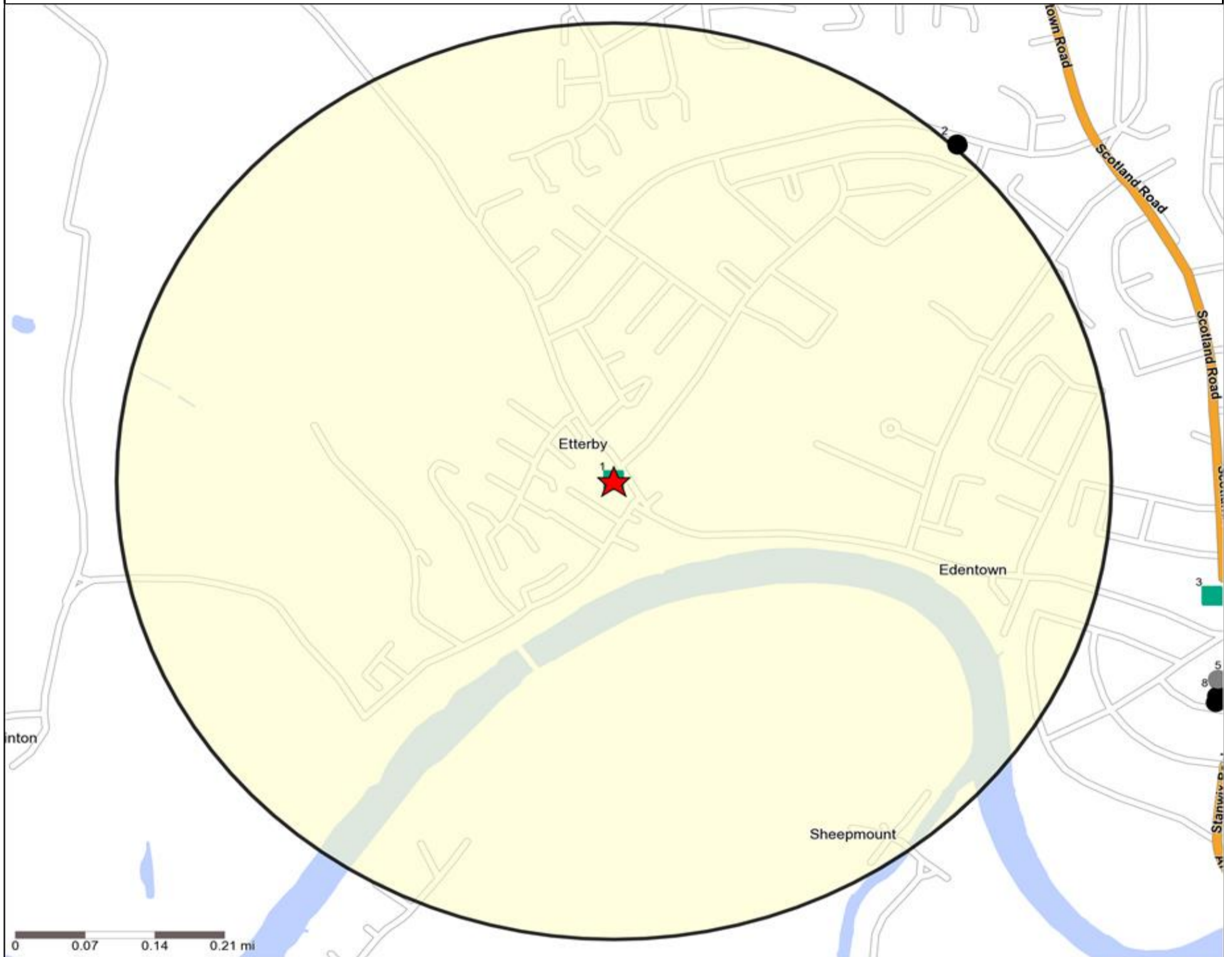
- Location
- Branded Food
- Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- Café / Wine Bar
- Other
- Rivers, Canals and Lakes
- Circuit Bar
- Rural Character
- Community Local

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	15	15	15
Circuit Bar	0	20	21	21
Community Local	1	18	32	42
Dry Led	0	0	3	5
Branded Food Pub	0	2	4	5
Rural	0	0	0	0
Other	0	73	101	116
Total	1	128	176	204



Competition Map and Data: REDFERN, ETTERBY (203228)



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	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: REDFERN, ETTERBY (203228)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	REDFERN, ETTERBY	KINGMOOR ROAD, CARLISLE, CA3 9PS	Punch Taverns	CA 3 9PS	Punch Taverns	0.00
1	Redfern Inn	Kingmoor Road, Carlisle	Punch Pub Company	CA 3 9PS	Community Local	0.00
2	St Augustines Social Recreation Club	Briar Bank, Briarbank, Carlisle	Independent Free	CA 3 9SR	Other	0.50
3	Crown Inn	23 Scotland Road, Stanwix, Carlisle	Greene King	CA 3 9HS	Community Local	0.61
4	Hour Glass	1 Scotland Road, Carlisle	Independent Free	CA 3 9HR	Cafe / Wine Bar	0.64
5	Stanwix Tandoori	11a Scotland Road, Carlisle	Independent Free	CA 3 9HR	Other	0.64
6	Angus Hotel	14 Scotland Road, Carlisle	Independent Free	CA 3 9DG	Other	0.65
7	Cumbria Park Hotel	24-32 Scotland Road, Carlisle	Independent Free	CA 3 9DG	Other	0.65
8	No 10 Restaurant	10 Eden Mount, Carlisle	Independent Free	CA 3 9LY	Other	0.65
9	Crown & Thistle	53 Church Street, Stanwix, Carlisle	Punch Pub Company	CA 3 9DS	Community Local	0.71
10	Carlisle Cricket Club	Bridgewater Road, Carlisle	Independent Free	CA 3 9BG	Other	0.75
11	Gosling Bridge Inn	Kingstown Road, Carlisle	Spirit Pub Company	CA 3 0AT	Branded Food	0.81
12	Premier Inn	Parkhouse Road, Kingstown, Carlisle	Whitbread	CA 3 0AT	Other	0.81
13	Cumbria Institute Of The Arts	Brampton Road, Carlisle	Independent Free	CA 3 9AY	Other	0.82
14	Sands Centre	The Sands, Carlisle	Independent Free	CA 1 1JQ	Cafe / Wine Bar	0.89
15	Joiners Arms	Church Street, Caldewgate, Carlisle	Star Pubs & Bars	CA 2 5TF	Community Local	0.89
16	Jovial Sailor	40 Caldcotes, Carlisle	Independent Free	CA 2 7AA	Community Local	0.91
17	Brickyard	14 Fisher Street, Carlisle	Independent Free	CA 3 8RN	Other	0.93
18	Re-Session	4-8 Fisher Street, Carlisle	Independent Free	CA 3 8RN	Other	0.93
19	Pedestrian Arms	Newtown Road, Newtown, Carlisle	Punch Pub Company	CA 2 7JB	Community Local	0.93
20	Carlisle Working Mens Club	11 Fisher Street, Carlisle	Independent Free	CA 3 8RR	Other	0.94
21	Ristorante Adriano	1 Rickergate, Carlisle	Independent Free	CA 3 8XP	Other	0.94
22	Golden Pheasant	29 Church Street, Caldewgate, Carlisle	Independent Free	CA 2 5TJ	Other	0.94
23	Carlisle Campus	Abbey Street, Carlisle	Independent Free	CA 3 8TX	Other	0.95
24	Pompeii Steakhouse	1-3 Abbey Street, Carlisle	Independent Free	CA 3 8TX	Other	0.95
25	Bari	21 West Tower Street, Carlisle	Independent Free	CA 3 8QT	Other	0.96
26	Turf Tavern	Newmarket Road, Carlisle	Greene King	CA 1 1JG	Branded Food	0.97
27	Board Room	8 Paternoster Row, Carlisle	Enterprise Inns	CA 3 8TP	Circuit Bar	0.98
28	La Pergola	28 Castle Street, Carlisle	Independent Free	CA 3 8TP	Other	0.98
29	Priory Kitchen	7 The Abbey, Carlisle	Independent Free	CA 3 8TP	Other	0.98
30	Tulli House	Castle Street, Carlisle	Independent Free	CA 3 8TP	Other	0.98