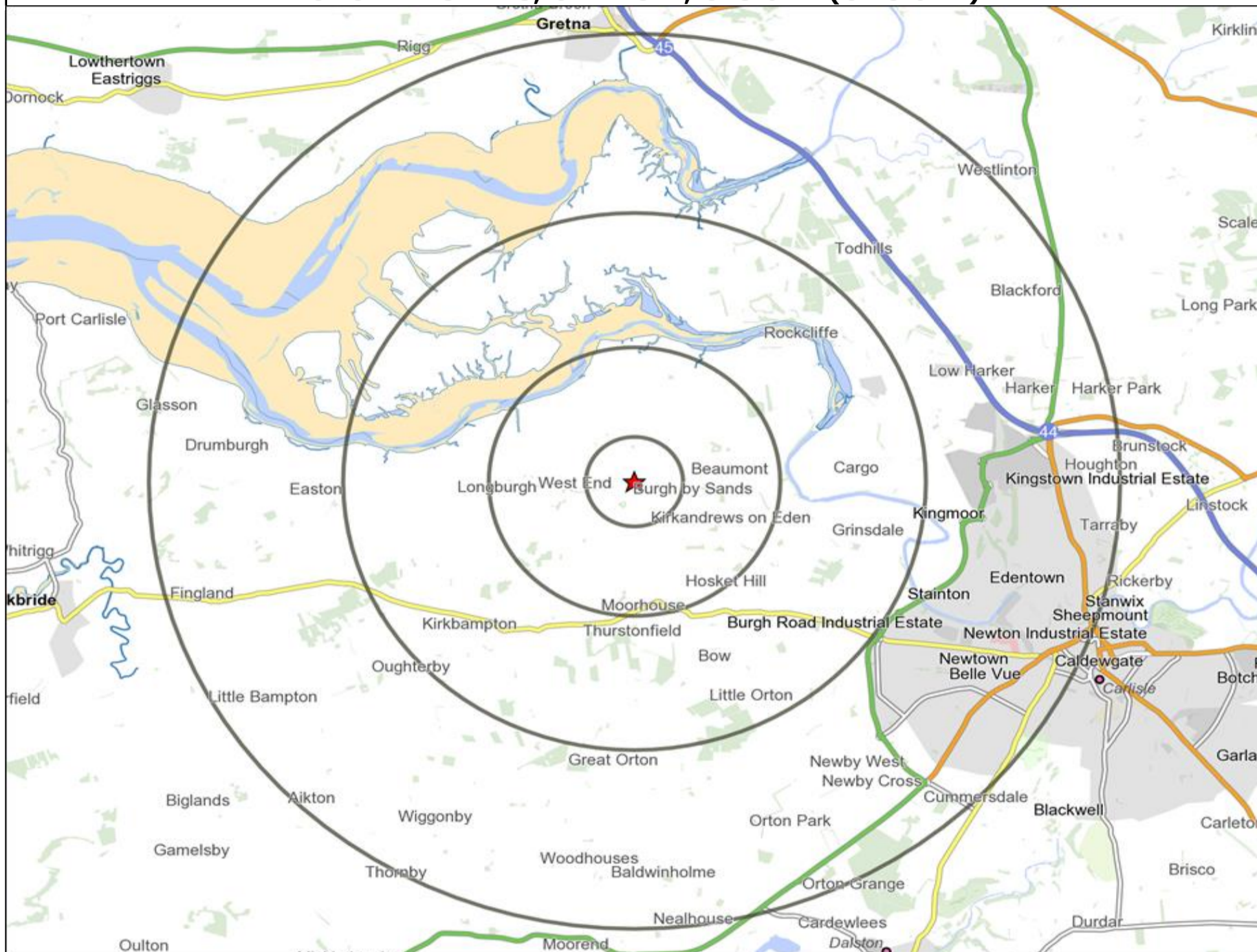




**Customer Profile Report for GREYHOUND INN, CARLISLE (Punch Outlet Number: 202813)
BURGH BY SANDS, CARLISLE, CA5 6AN (CA 5 6AN)**



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

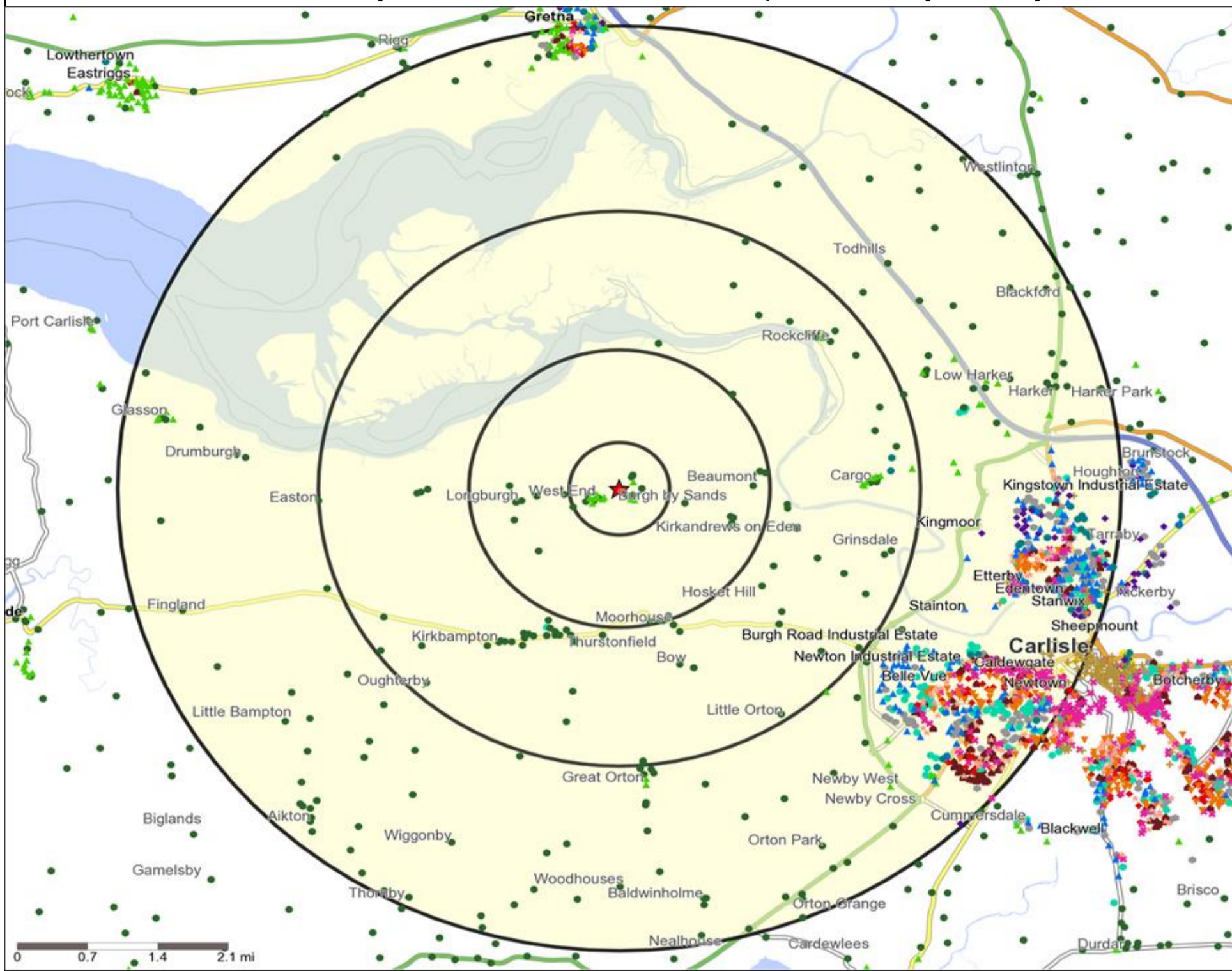
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	98	155	502	7,741	7,634	93	84	89	93	91
16-17	8	17	65	956	949	62	74	93	92	91
18-24	24	52	167	3,912	4,035	47	58	61	97	100
25-34	40	58	194	5,180	5,252	52	43	47	85	86
35-44	74	124	377	5,181	5,221	104	99	99	92	92
45-54	102	198	562	6,356	6,363	129	141	131	101	100
55-64	91	184	578	5,626	5,661	144	165	169	112	112
65+	122	201	571	9,619	9,617	121	113	105	120	119
Population estimate 2015	559	989	3,016	44,571	44,732	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	551	967	2,959	42,957	42,785	99%	99%	99%	98%	98%
Mixed / Multiple Ethnic Groups	1	4	9	213	215	0%	0%	0%	0%	0%
Asian / Asian British	3	4	8	501	491	1%	0%	0%	1%	1%
Black / African / Caribbean / Black British	0	0	1	66	65	0%	0%	0%	0%	0%
Other Ethnic Group	0	1	6	133	131	0%	0%	0%	0%	0%
All People (Ethnic Group)	555	976	2,983	43,870	43,687	100	100	100	100	100



Mosaic UK Map and Data: GREYHOUND INN, CARLISLE (202813)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

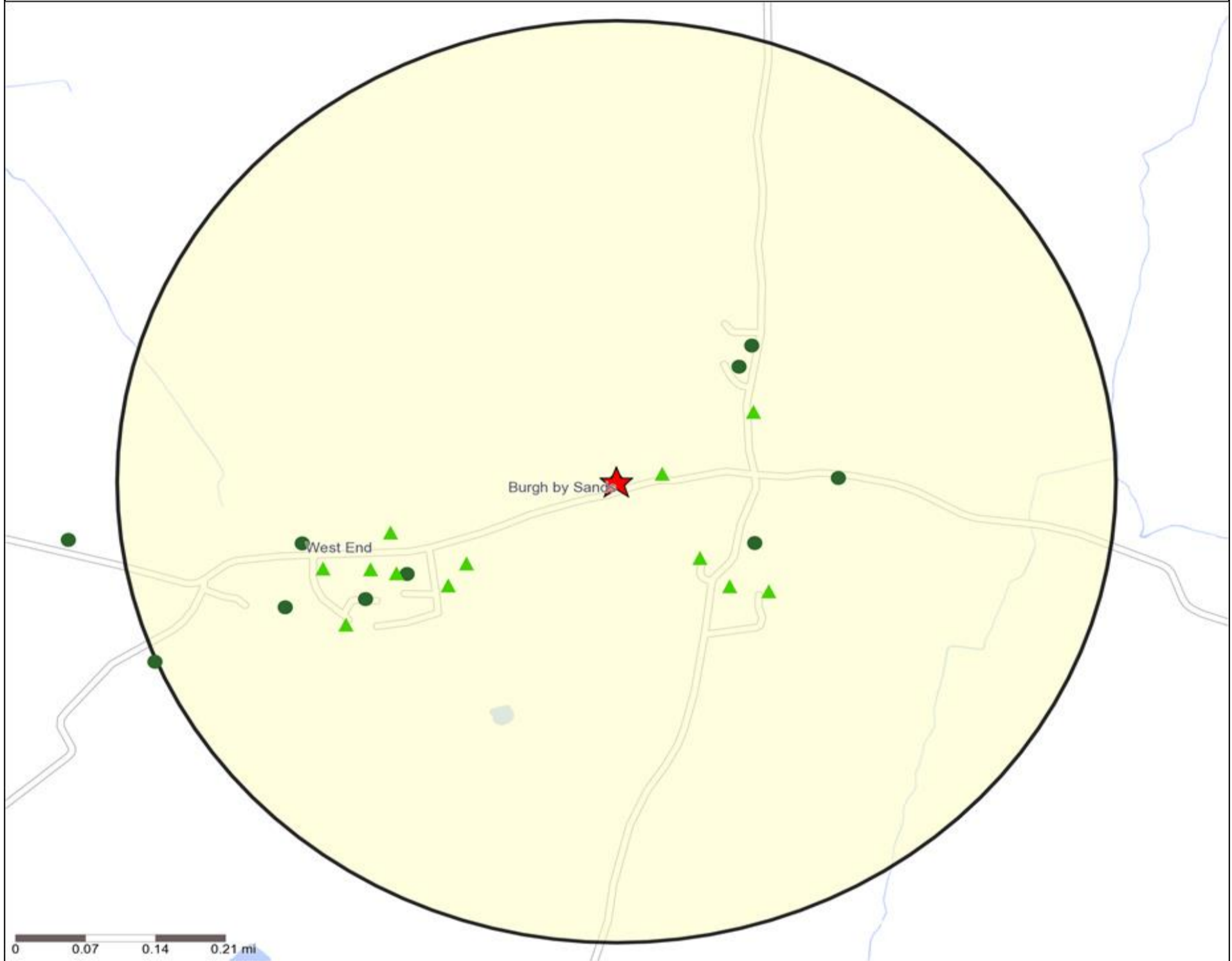
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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	0	0	855	826	0	0	0	33	32
C Country Living (18+)	297	648	1,841	3,677	4,013	944	1,142	1,083	149	162
D Rural Reality (18+)	156	168	424	1,171	1,094	497	297	250	48	44
E Senior Security (18+)	0	0	0	4,282	4,245	0	0	0	148	146
F Suburban Stability (18+)	0	0	1	4,940	4,880	0	0	1	228	224
G Domestic Success (18+)	0	0	170	1,447	1,106	0	0	83	48	37
H Aspiring Homemakers (18+)	0	1	12	4,190	4,232	0	1	5	130	130
I Family Basics (18+)	0	0	0	2,166	2,222	0	0	0	84	86
J Transient Renters (18+)	0	0	0	3,469	3,638	0	0	0	169	177
K Municipal Challenge (18+)	0	0	0	1,772	1,517	0	0	0	85	72
L Vintage Value (18+)	0	0	0	3,512	3,728	0	0	0	157	166
M Modest Traditions (18+)	0	0	0	2,977	3,142	0	0	0	176	185
N Urban Cohesion (18+)	0	0	0	69	41	0	0	0	4	2
O Rental Hubs (18+)	0	0	0	1,020	1,017	0	0	0	37	37
Adults 18+ estimate 2015	453	817	2,448	35,547	35,701	100	100	100	100	100



Mosaic UK Map and Data: GREYHOUND INN, CARLISLE (202813)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

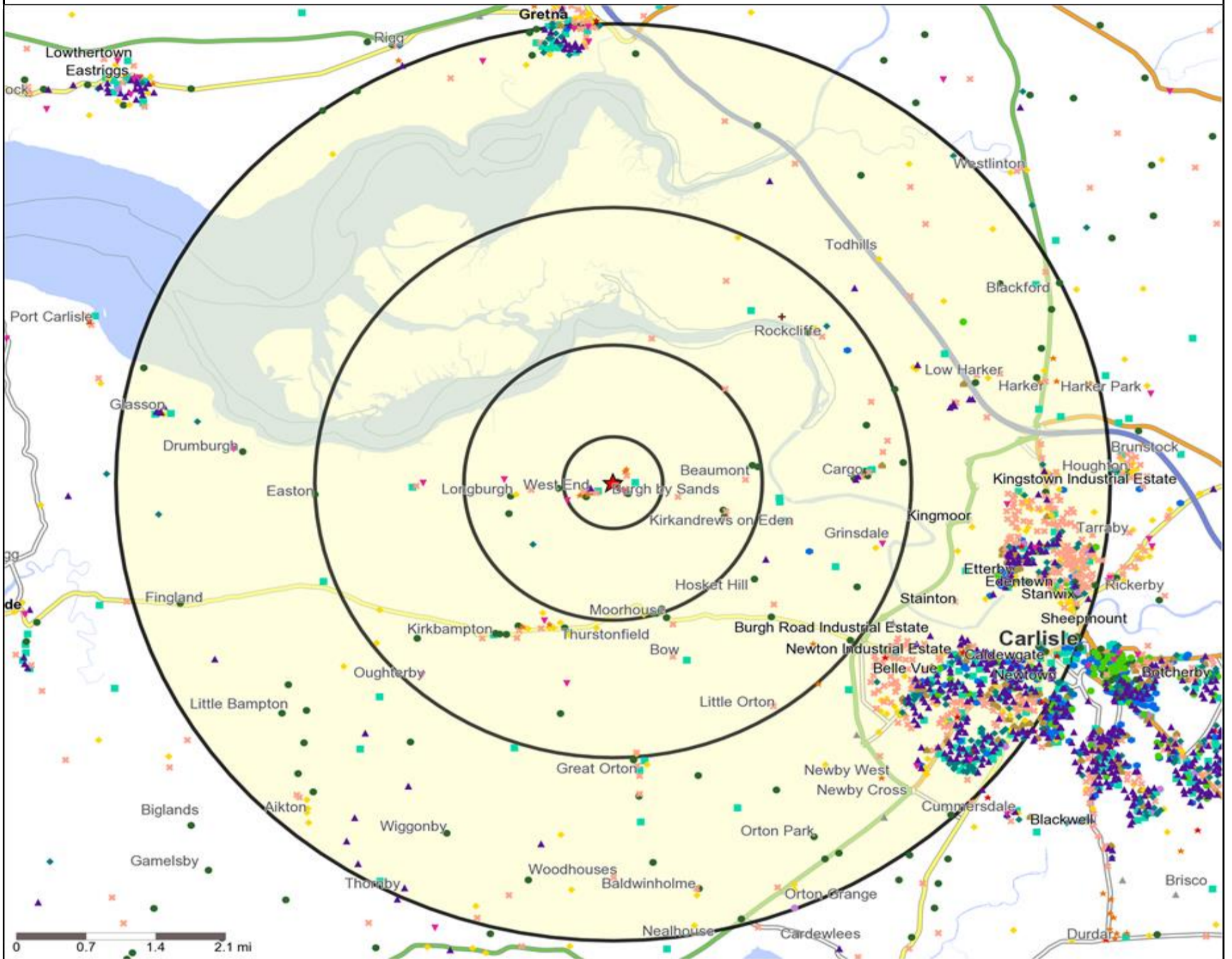
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	0	0
C Country Living (18+)	297	944
D Rural Reality (18+)	156	497
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	453	100



Occasions Map and Data: GREYHOUND INN, CARLISLE (202813)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- ★ 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	21	40	115	2,752	2,712	76	85	82	103	101
02 Early Doors	21	36	101	2,795	2,742	90	92	86	125	122
03 Everyday is Friday	19	24	72	2,014	2,030	96	72	72	105	106
04 Weekend Millionaires	17	29	96	3,553	3,584	60	60	66	129	129
05 Out On The Town	15	27	81	2,813	2,874	55	58	58	106	108
06 Business and Pleasure	14	25	72	791	801	99	104	100	58	58
07 Sporting Pints	7	11	37	2,027	2,067	23	21	24	69	70
08 Student Social	31	60	180	1,070	1,083	241	276	276	86	87
09 Leisurely Lunch	36	63	180	2,545	2,552	133	138	131	98	97
10 Wining and Dining	36	64	211	2,879	2,876	117	123	135	97	96
11 Household Outing	6	9	52	2,470	2,470	25	22	42	105	105
12 Midweek Meal Deal	36	51	106	1,584	1,641	263	220	153	120	124
13 Date Night	39	68	207	2,046	2,029	179	184	187	97	96
14 Birthday Treat	25	39	121	1,964	1,954	115	106	109	93	92
15 Pre Show Meal	8	15	47	682	695	107	118	124	94	95
Number of Occasions	331	561	1,678	31,985	32,110	100	100	100	100	100



Competition Map and Data: GREYHOUND INN, CARLISLE (202813)



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

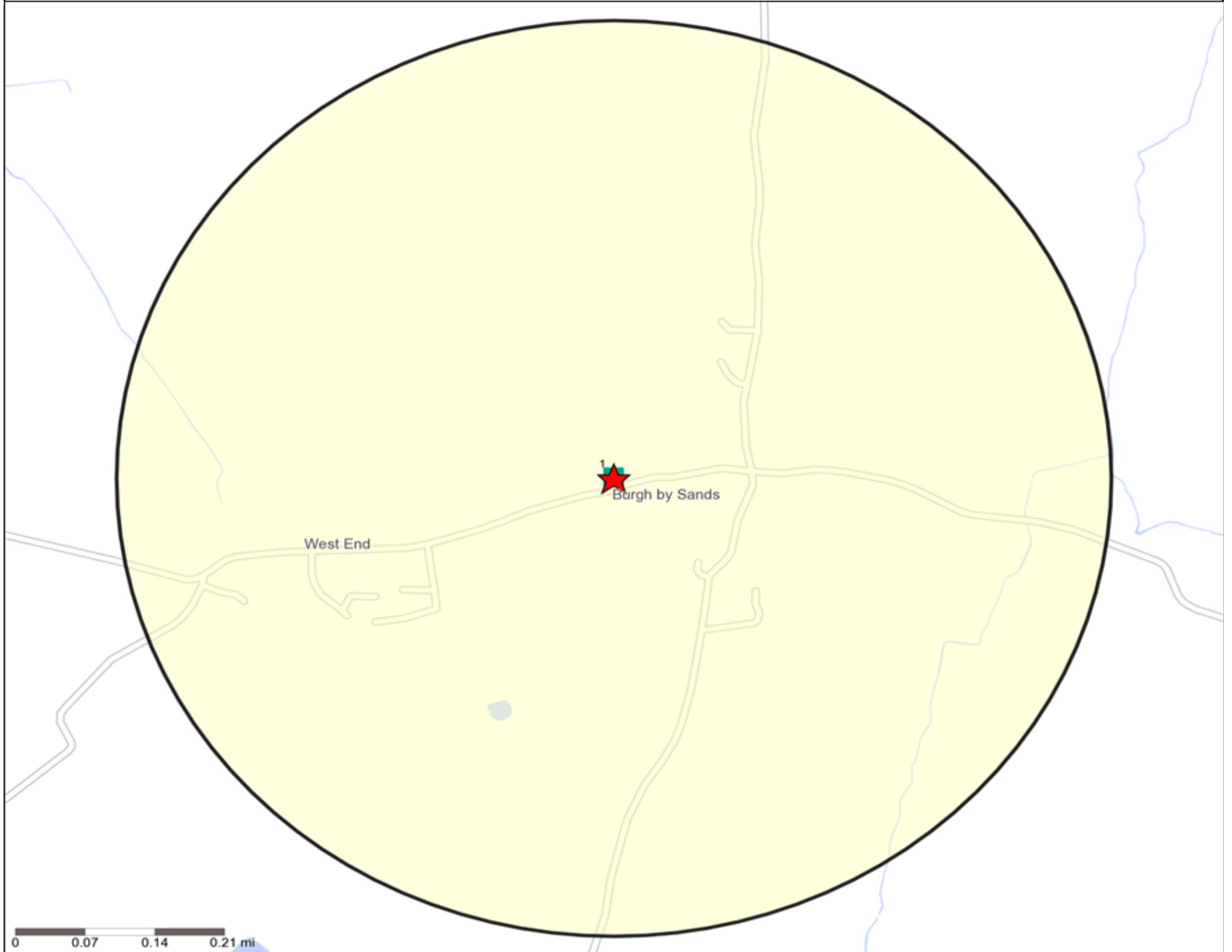
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	0	3
Circuit Bar	0	0	0	4
Community Local	1	3	4	19
Dry Led	0	0	0	3
Branded Food Pub	0	0	0	1
Rural	0	0	0	0
Other	0	0	1	35
Total	1	3	5	65



Competition Map and Data: GREYHOUND INN, CARLISLE (202813)



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
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: GREYHOUND INN, CARLISLE (202813)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	GREYHOUND INN, CARLISLE	BURGH BY SANDS, CARLISLE, CA5 6AN	Punch Taverns	CA 5 6AN	Punch Taverns	0.00
1	Greyhound	Burgh-By-Sands, Carlisle	Punch Pub Company	CA 5 6AN	Community Local	0.00
2	Drovers Rest	Burgh-By-Sands, Carlisle	Independent Free	CA 5 6DB	Community Local	1.18
3	Royal Oak	Moorhouse, Carlisle	Independent Free	CA 5 6EZ	Community Local	1.49
4	Crown & Thistle	Rockcliffe, Carlisle	Star Pubs & Bars	CA 6 4AA	Community Local	2.64
5	Rockcliffe Centre	Rockcliffe Road, Rockcliffe, Carlisle	Independent Free	CA 6 4AA	Other	2.64
6	Museum	101 Moorhouse Road, Bellevue, Carlisle	Greene King	CA 2 7QJ	Circuit Bar	3.40
7	Wellington	Great Orton, Carlisle	Robinsons	CA 5 6LZ	Dry Led	3.41
8	Vallum House Hotel	75 Burgh Road, Carlisle	Independent Free	CA 2 7NB	Other	3.59
9	Border Reiver	Holmrook Road, Carlisle	Star Pubs & Bars	CA 2 7TB	Community Local	3.81
10	Gallorosso	Kingstown, Carlisle	Independent Free	CA 6 4BY	Dry Led	3.83
11	Metal Bridge Inn	Todshills, Blackford, Carlisle	Independent Free	CA 6 4HD	Dry Led	4.00
12	Redfern Inn	Kingmoor Road, Carlisle	Punch Pub Company	CA 3 9PS	Community Local	4.15
13	Tam O Shanter Inn	Little Bampton, Wigton	Independent Free	CA 7 0JQ	Community Local	4.17
14	Nightowl	Parkhouse Road, Carlisle	Nightowl Limited	CA 3 0JR	Other	4.18
15	Pedestrian Arms	Newtown Road, Newtown, Carlisle	Punch Pub Company	CA 2 7JB	Community Local	4.30
16	Coach & Horses	234 Kingstown Road, Carlisle	Star Pubs & Bars	CA 3 0DE	Community Local	4.35
17	Morton Community Cent Club	Wigton Road, Carlisle	Independent Free	CA 2 6JP	Other	4.38
18	St Augustines Social Recreation Club	Briar Bank, Briarbank, Carlisle	Independent Free	CA 3 9SR	Other	4.42
19	Gosling Bridge Inn	Kingstown Road, Carlisle	Spirit Pub Company	CA 3 0AT	Branded Food	4.45
20	Premier Inn	Parkhouse Road, Kingstown, Carlisle	Whitbread	CA 3 0AT	Other	4.45
21	Aikton Arms	Aikton, Wigton	Independent Free	CA 7 0JF	Community Local	4.49
22	Jovial Sailor	40 Caldcotes, Carlisle	Independent Free	CA 2 7AA	Community Local	4.55
23	Royal Scott Inn	Langrigg Road, Morton Park, Carlisle	Star Pubs & Bars	CA 2 6DX	Community Local	4.59
24	Border Terrier	Ashness Drive, Morton Park, Carlisle	Enterprise Inns	CA 2 6NF	Community Local	4.62
25	Highland Laddie Inn	Glasson, Wigton	Independent Free	CA 7 5DT	Community Local	4.63
26	Joiners Arms	Church Street, Caldewgate, Carlisle	Star Pubs & Bars	CA 2 5TF	Community Local	4.65
27	Ukrainian Social Club	2 Silloth Street, Carlisle	Independent Free	CA 2 5UR	Other	4.66
28	St Bedes Catholic Social Club	6 Silloth Street, Carlisle	Independent Free	CA 2 5UR	Other	4.66
29	Gretna Chase Hotel	Sark Bridge Nr Gretn, Gretna	Independent Free	DG16 5JB	Community Local	4.68
30	Golden Pheasant	29 Church Street, Caldewgate, Carlisle	Independent Free	CA 2 5TJ	Other	4.69