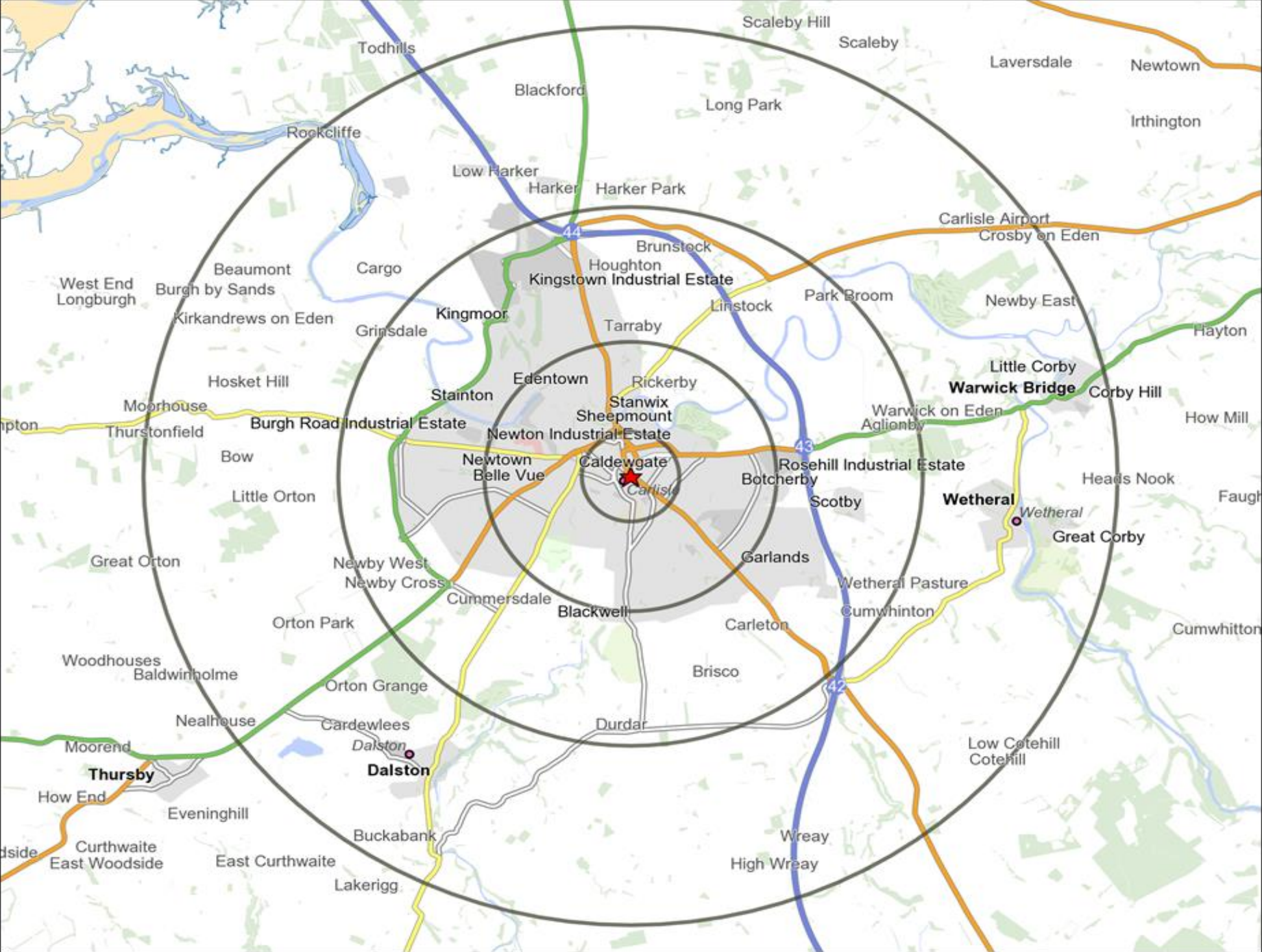




Customer Profile Report for CUMBERLAND ARMS, CARLISLE (Punch Outlet Number: 202637) 22 BOTCHERGATE, CARLISLE, CA1 1QS (CA 1 1QS)
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★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

Age Data Table

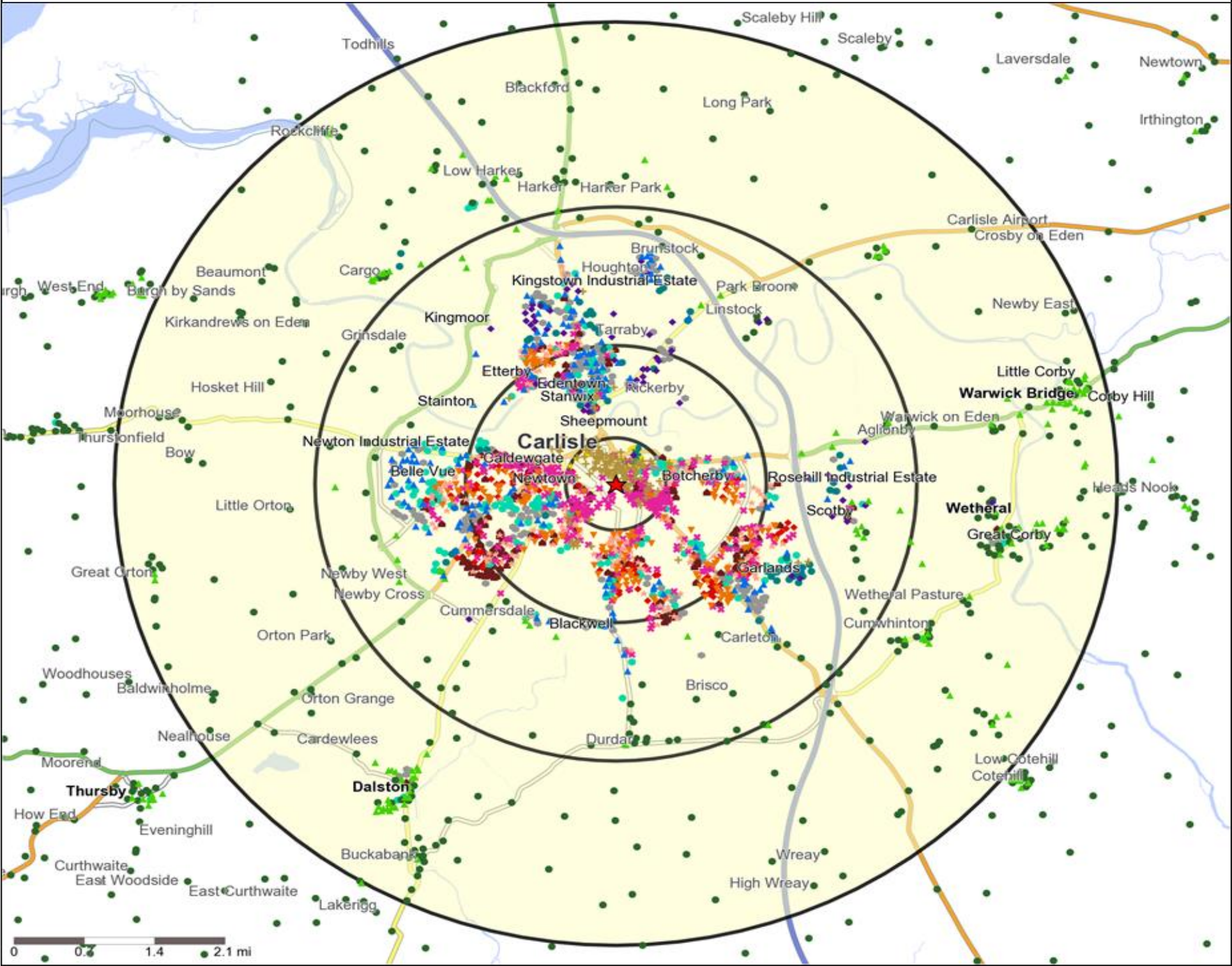
Age Data Table	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	836	9,033	14,755	16,149	16,478	61	95	96	94	94
16-17	139	1,126	1,845	2,025	2,058	82	96	97	95	95
18-24	1,527	6,144	8,235	8,733	8,829	231	135	111	106	104
25-34	1,414	7,832	11,319	11,948	12,075	142	114	101	96	95
35-44	800	5,931	9,621	10,688	10,935	86	93	93	92	92
45-54	981	6,509	10,849	12,496	12,886	95	91	93	97	97
55-64	748	5,207	9,344	10,975	11,346	91	91	101	106	107
65+	851	8,688	15,921	18,297	18,751	65	96	108	111	112
Population estimate 2015	7,296	50,470	81,889	91,311	93,358	100	100	100	100	100

Ethnicity - Census 2011

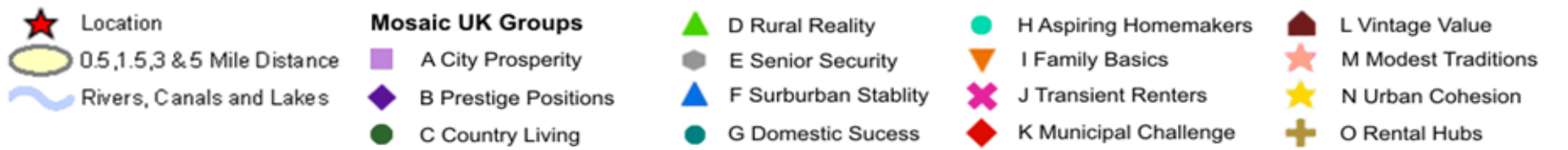
Ethnicity - Census 2011			Count:			%:				
	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min
	Miles	Miles	Miles	Miles	Drivetime	Miles	Miles	Miles	Miles	Drivetime
White	6,569	48,055	78,864	87,928	89,983	95%	97%	98%	98%	98%
Mixed / Multiple Ethnic Groups	72	307	443	470	477	1%	1%	1%	1%	1%
Asian / Asian British	255	781	1,088	1,161	1,175	4%	2%	1%	1%	1%
Black / African / Caribbean / Black British	20	94	116	126	127	0%	0%	0%	0%	0%
Other Ethnic Group	34	184	264	280	283	0%	0%	0%	0%	0%
All People (Ethnic Group)	6,950	49,421	80,775	89,965	92,045	100	100	100	100	100



Mosaic UK Map and Data: CUMBERLAND ARMS, CARLISLE (202637)



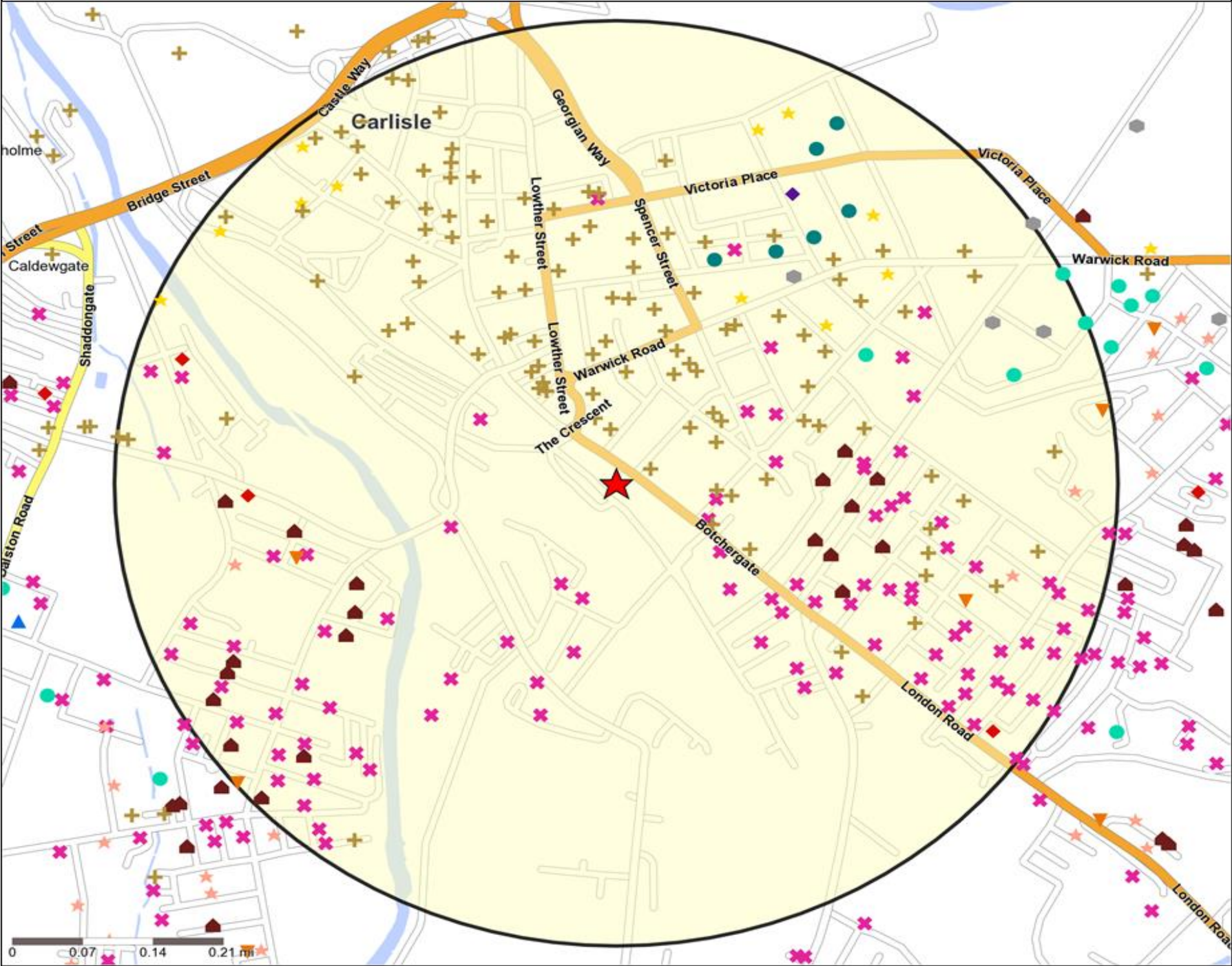
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	6	532	1,659	1,690	1,690	1	18	35	32	31
C Country Living (18+)	0	53	1,396	5,841	6,943	0	2	31	116	135
D Rural Reality (18+)	0	0	539	3,197	3,773	0	0	12	64	73
E Senior Security (18+)	180	3,187	6,316	6,552	6,552	36	99	120	111	109
F Suburban Stability (18+)	4	2,006	6,858	6,876	6,876	1	83	174	155	152
G Domestic Success (18+)	199	663	2,718	2,888	2,888	38	20	50	47	46
H Aspiring Homemakers (18+)	236	4,019	7,226	7,398	7,407	42	111	123	112	110
I Family Basics (18+)	121	4,885	6,241	6,241	6,241	27	171	134	119	117
J Transient Renters (18+)	2,447	8,687	10,511	10,511	10,511	683	380	282	252	246
K Municipal Challenge (18+)	30	2,594	3,902	3,902	3,902	8	111	103	92	90
L Vintage Value (18+)	649	4,501	6,395	6,513	6,513	166	181	157	143	140
M Modest Traditions (18+)	187	5,149	7,256	7,256	7,256	63	273	236	211	206
N Urban Cohesion (18+)	238	269	269	269	269	73	13	8	7	7
O Rental Hubs (18+)	1,913	3,062	3,272	3,272	3,272	400	100	66	59	57
Adults 18+ estimate 2015	6,210	39,607	64,558	72,406	74,093	100	100	100	100	100



Mosaic UK Map and Data: CUMBERLAND ARMS, CARLISLE (202637)



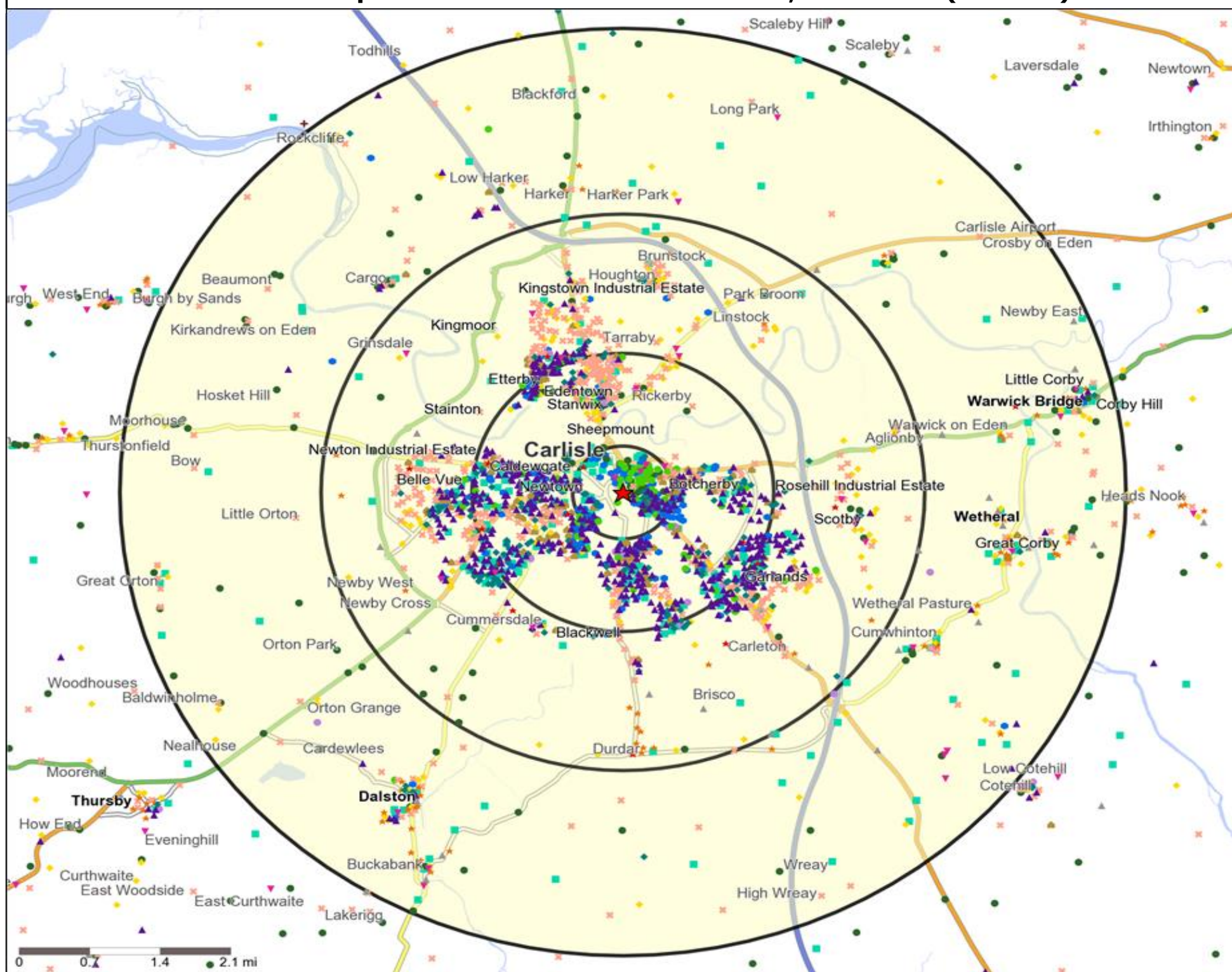
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	6	1
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	180	36
F Suburban Stability (18+)	4	1
G Domestic Success (18+)	199	38
H Aspiring Homemakers (18+)	236	42
I Family Basics (18+)	121	27
J Transient Renters (18+)	2,447	683
K Municipal Challenge (18+)	30	8
L Vintage Value (18+)	649	166
M Modest Traditions (18+)	187	63
N Urban Cohesion (18+)	238	73
O Rental Hubs (18+)	1,913	400
Adults 18+ estimate 2015	6,210	100



Occasions Map and Data: CUMBERLAND ARMS, CARLISLE (202637)



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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

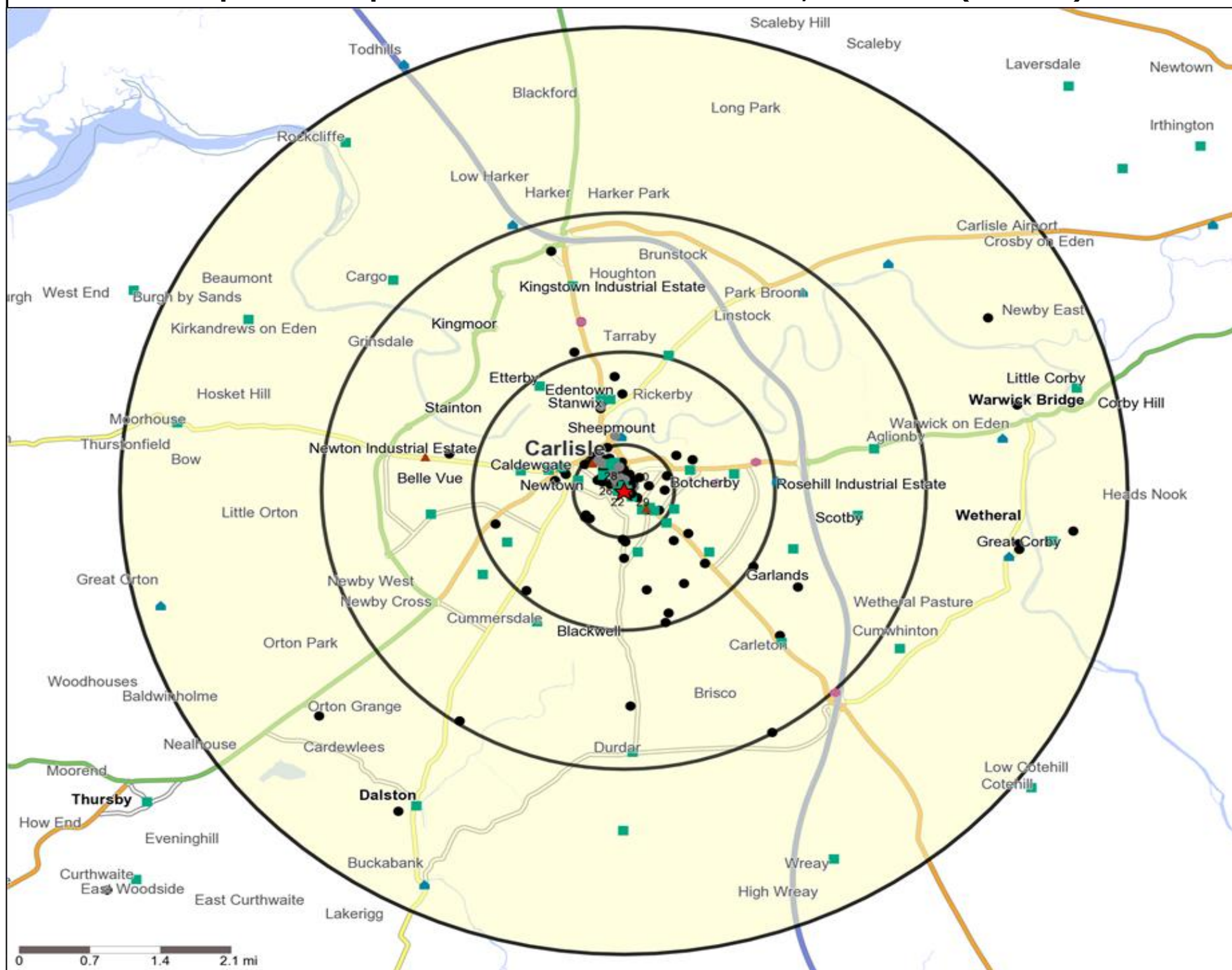
Occasions Data Table

	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	543	3,765	5,581	6,062	6,159	119	112	106	106	106
02 Early Doors	368	3,236	5,194	5,592	5,678	96	115	118	117	117
03 Everyday is Friday	344	2,680	4,151	4,428	4,479	106	111	110	108	108
04 Weekend Millionaires	643	5,301	7,726	8,038	8,107	137	153	142	137	135
05 Out On The Town	750	4,468	6,357	6,576	6,616	166	134	122	116	115
06 Business and Pleasure	182	1,016	1,578	1,814	1,860	78	59	58	62	62
07 Sporting Pints	655	3,617	4,908	5,028	5,045	131	98	85	80	79
08 Student Social	292	942	1,544	1,963	2,056	138	60	63	74	76
09 Leisurely Lunch	345	2,795	4,613	5,185	5,319	78	85	90	93	94
10 Wining and Dining	254	2,581	4,846	5,462	5,606	50	69	83	86	87
11 Household Outing	273	3,329	5,147	5,329	5,351	68	112	111	106	105
12 Midweek Meal Deal	357	2,396	3,476	3,890	3,974	158	144	134	138	138
13 Date Night	153	1,460	3,076	3,690	3,833	43	55	74	82	84
14 Birthday Treat	198	1,950	3,495	3,891	3,971	55	74	84	87	87
15 Pre Show Meal	94	724	1,216	1,331	1,358	76	79	85	86	86
Number of Occasions	5,451	40,260	62,908	68,279	69,412	100	100	100	100	100

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Competition Map and Data: CUMBERLAND ARMS, CARLISLE (202637)



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

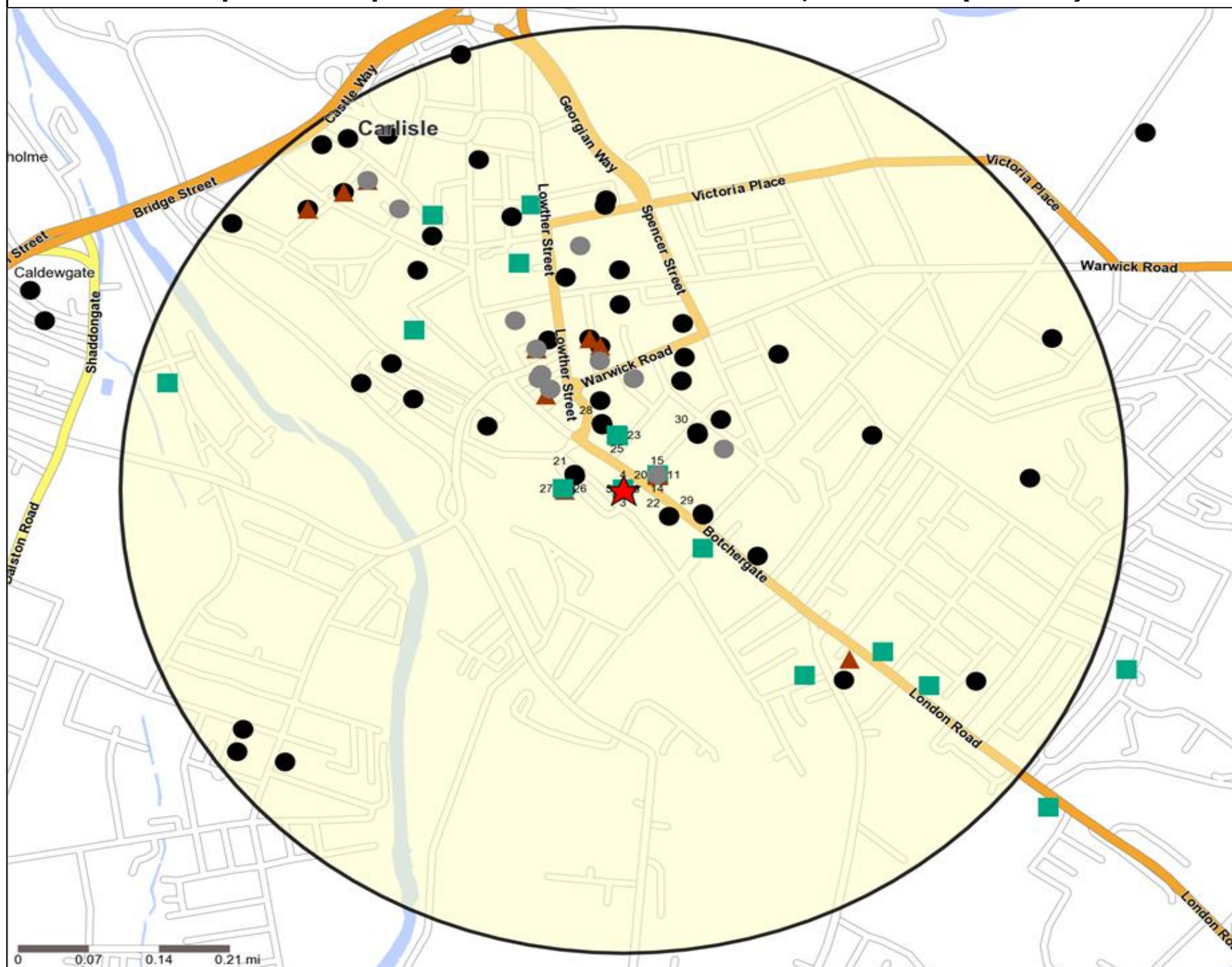


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	13	15	15	15
Circuit Bar	20	20	21	21
Community Local	14	26	35	44
Dry Led	0	0	2	7
Branded Food Pub	0	3	4	5
Rural	0	0	0	0
Other	67	96	109	119
Total	114	160	186	211



Competition Map and Data: CUMBERLAND ARMS, CARLISLE (202637)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	13
Circuit Bar	20
Community Local	14
Dry Led	0
Branded Food Pub	0
Rural	0
Other	67
Total	114



Local Competition: CUMBERLAND ARMS, CARLISLE (202637)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CUMBERLAND ARMS, CARLISLE	22 BOTCHERGATE, CARLISLE, CA1 1QS	Punch Taverns	CA 1 1QS	Punch Taverns	0.00
1	Cumberland	22 Botchergate, Carlisle	Punch Pub Company	CA 1 1QS	Community Local	0.00
2	Vibe	30-34 Botchergate, Carlisle	Independent Free	CA 1 1QS	Other	0.00
3	Mojos	68 Botchergate, Carlisle	Independent Free	CA 1 1QS	Circuit Bar	0.00
4	Woodrow Wilson	48 Botchergate, Carlisle	Wetherspoon	CA 1 1QS	Circuit Bar	0.00
5	William Rufus	10-16 Botchergate, Carlisle	Wetherspoon	CA 1 1QS	Circuit Bar	0.00
6	House Of Vodka	4 Botchergate, Carlisle	Independent Free	CA 1 1QS	Circuit Bar	0.00
7	Church	Botchergate, Carlisle	Unknown	CA 1 1RP	Circuit Bar	0.04
8	Club Rock	Botchergate, Carlisle	Independent Free	CA 1 1RP	Other	0.04
9	Gala Bingo	Botchergate, Carlisle	Gala Group	CA 1 1RP	Other	0.04
10	Teza	4a&4b English Gate Plaza, Carlisle	Independent Free	CA 1 1RP	Other	0.04
11	Office Bar	Unit1-2 Botchergate, Carlisle	Independent Free	CA 1 1RP	Cafe / Wine Bar	0.04
12	Rouge	Botchergate, Carlisle	Independent Free	CA 1 1RP	Other	0.04
13	Bar Solo	1 Botchergate, Carlisle	Independent Free	CA 1 1RP	Circuit Bar	0.04
14	Liquor Hut	3a Botchergate, Carlisle	Independent Free	CA 1 1RP	Circuit Bar	0.04
15	Walkabout	6 Botchergate, Carlisle	Intertain	CA 1 1RP	Circuit Bar	0.04
16	Ibis Hotel	Botchergate, Carlisle	Accor Hotels	CA 1 1RP	Other	0.04
17	Botanica	Botchergate, Carlisle	Independent Free	CA 1 1RP	Other	0.04
18	Border Rambler	45-47 Botchergate, Carlisle	Star Pubs & Bars	CA 1 1RP	Community Local	0.04
19	Sound	Botchergate, Carlisle	Independent Free	CA 1 1RP	Other	0.04
20	Big Als	Botchergate, Carlisle	Independent Free	CA 1 1RP	Circuit Bar	0.04
21	Hallmark Hotel	Court Square, Carlisle	Hallmark Hotels	CA 1 1QY	Other	0.05
22	Mint	70 Botchergate, Carlisle	*Other Small Retail Groups	CA 1 1QL	Other	0.05
23	Caledonian	17 Botchergate, Carlisle	Amber Taverns	CA 1 1QP	Community Local	0.06
24	County Hotel	9 Botchergate, Carlisle	Cairn Hotel Group	CA 1 1QP	Other	0.06
25	Shanghai Shanghai	Botchergate, Carlisle	Independent Free	CA 1 1QP	Other	0.06
26	Griffin	1 Court Square, Carlisle	Spirit Pub Company	CA 1 1QX	Community Local	0.06
27	Panchos Salsa Bistro Bar	Court Square, Carlisle	Independent Free	CA 1 1QX	Other	0.06
28	La Mezzaluna	6 The Crescent, Carlisle	Independent Free	CA 1 1QW	Other	0.08
29	Shaha Restaurant	89 Botchergate, Carlisle	Independent Free	CA 1 1RS	Other	0.08
30	Venue	7 Portland Place, Carlisle	Independent Free	CA 1 1RL	Other	0.10