

Catchment Summary - Royal Scot Carlisle

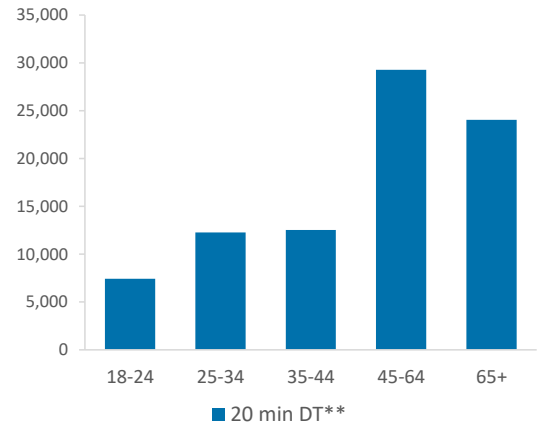
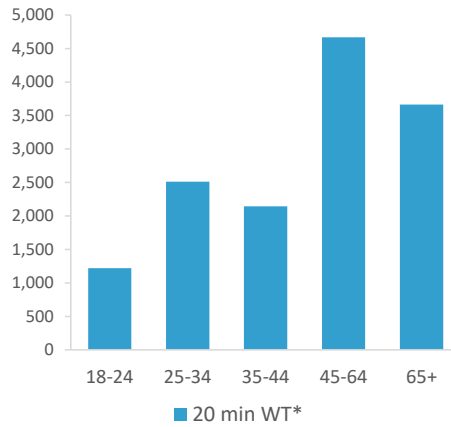
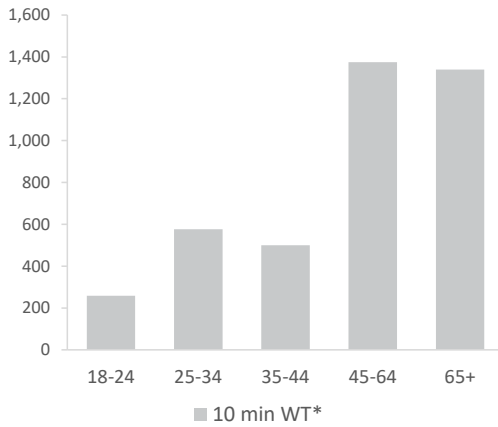


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■ Over GB Average
■ Around GB Average
■ Under GB Average

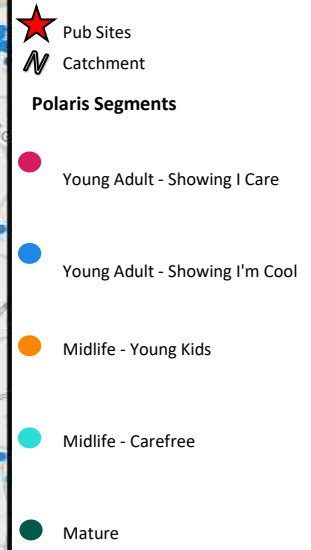
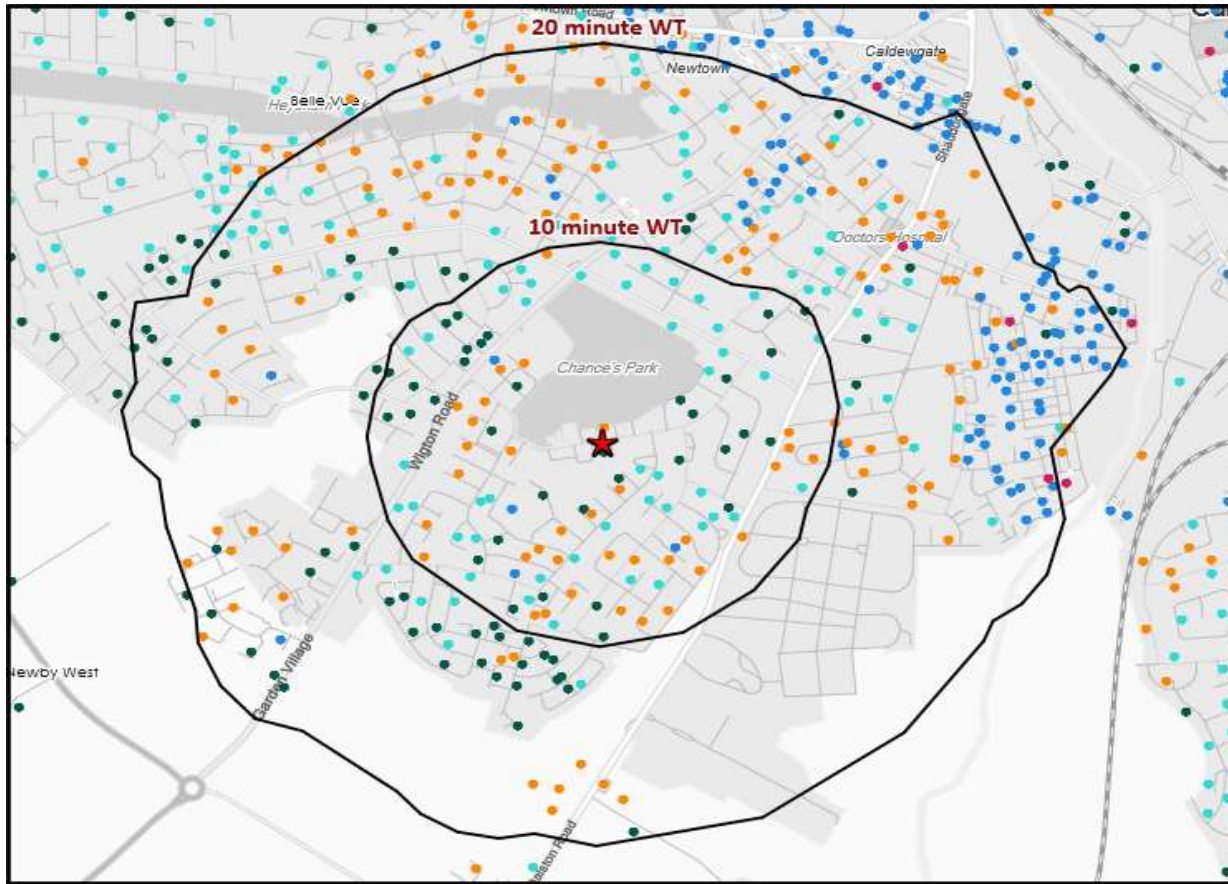
*WT= Walktime, **DT= Drivetime

	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Population	4,895	17,801	106,861	92	122	28	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	4,049	14,206	85,589	93	79	29	
Competition Pubs	3	6	138	20	19	38	
Adults 18+ per Competition Pub	1,350	2,368	620	163	287	75	
% Adults Likely to Drink	81.3%	80.7%	82.1%	99	98	100	
Affluence	Low	59.3%	45.7%	25.7%	231	178	100
	Medium	38.1%	47.4%	53.2%	97	120	135
	High	1.0%	6.3%	19.9%	3	19	59
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	259	1,218	7,434	65	84	86
	25-34	576	2,511	12,279	89	106	86
	35-44	500	2,145	12,542	79	94	91
	45-64	1,375	4,667	29,286	110	103	107
	65+	1,339	3,665	24,048	143	108	118



	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	2,375 (49%)	8,662 (49%)	52,125 (49%)	98	98	99
	Female	2,520 (51%)	9,139 (51%)	54,736 (51%)	102	102	101
Economic Status (16-74)	Employed: Full-time	1,376 (41%)	5,457 (43%)	32,625 (43%)	98	103	103
	Employed: Part-time	592 (17%)	2,145 (17%)	12,353 (16%)	134	130	125
	Self employed	215 (6%)	712 (6%)	6,379 (8%)	66	59	88
	Unemployed	68 (2%)	326 (3%)	1,403 (2%)	85	108	77
	Retired	672 (20%)	2,005 (16%)	11,845 (16%)	144	114	113
	Other	468 (14%)	2,063 (16%)	11,708 (15%)	70	82	78
Total Worker Count	2,560	5,026	57,566				

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	128	1,327	0	10	17
Young Adult - Showing I'm Cool	76	2,342	9,848	20	179	125
Midlife - Young Kids	1,317	5,426	25,346	104	122	94
Midlife - Carefree	1,628	3,768	19,893	191	126	110
Mature	965	2,451	28,093	85	62	117
Not Private Households	63	91	1,082	108	45	88
Total	4,049	14,206	85,589			

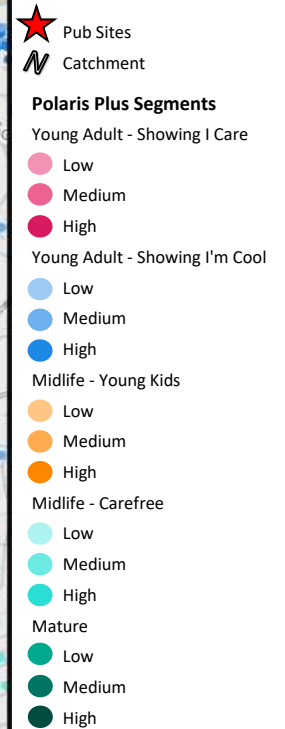
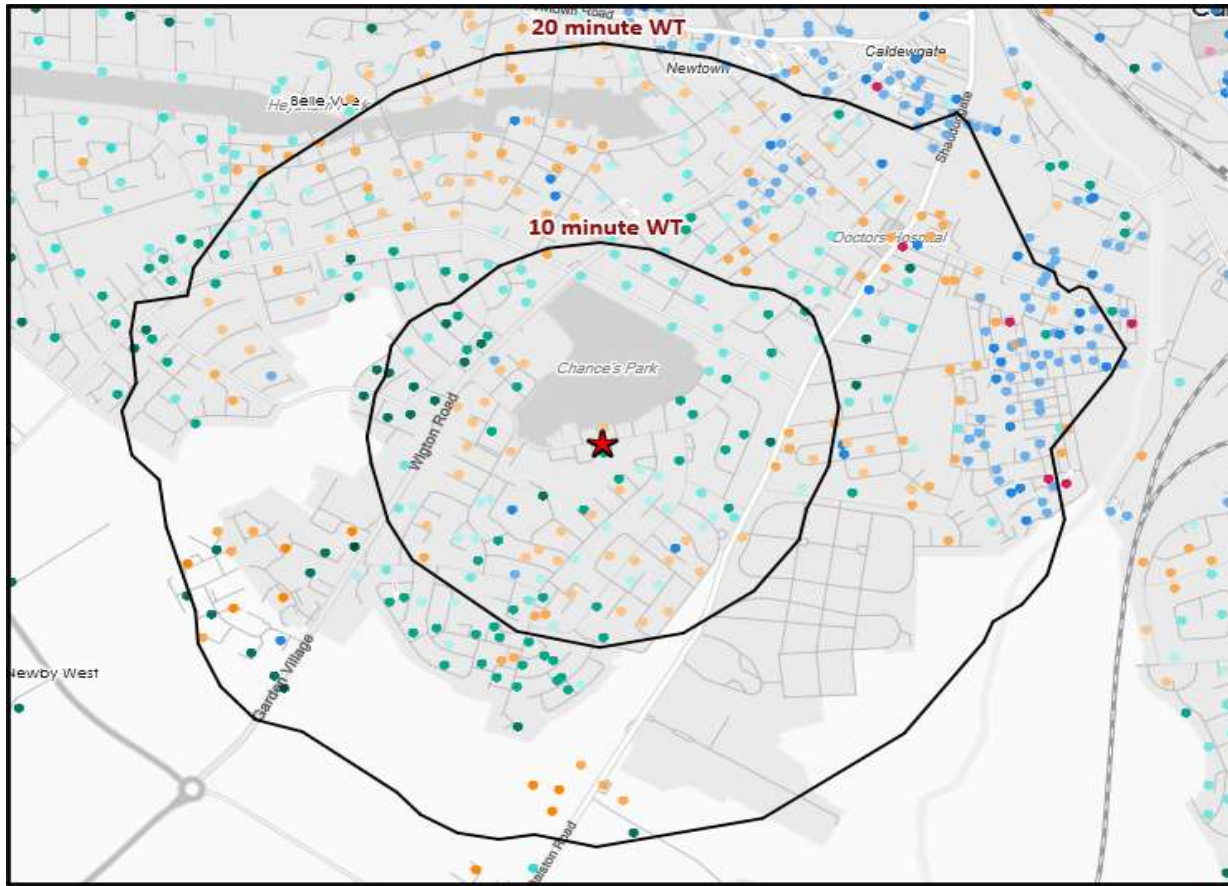
Polaris Summary - Royal Scot Carlisle



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 Pub Sites



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	293	0	0	8
Medium	0	0	0	0	0	0
High	0	128	1,034	0	27	36
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	48	1,800	7,388	32	343	233
High	28	542	2,460	15	85	64
Midlife - Young Kids						
Low	1,211	2,972	10,762	269	188	113
Medium	103	2,309	11,662	17	109	91
High	3	145	2,922	1	19	63
Midlife - Carefree						
Low	636	1,725	5,265	462	357	181
Medium	985	1,971	8,841	362	207	154
High	7	72	5,787	2	5	62
Mature						
Low	555	1,795	5,656	231	213	111
Medium	406	652	17,606	79	36	163
High	4	4	4,831	1	0	60
Not Private Households	63	91	1,082	108	45	88

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Total

4,049

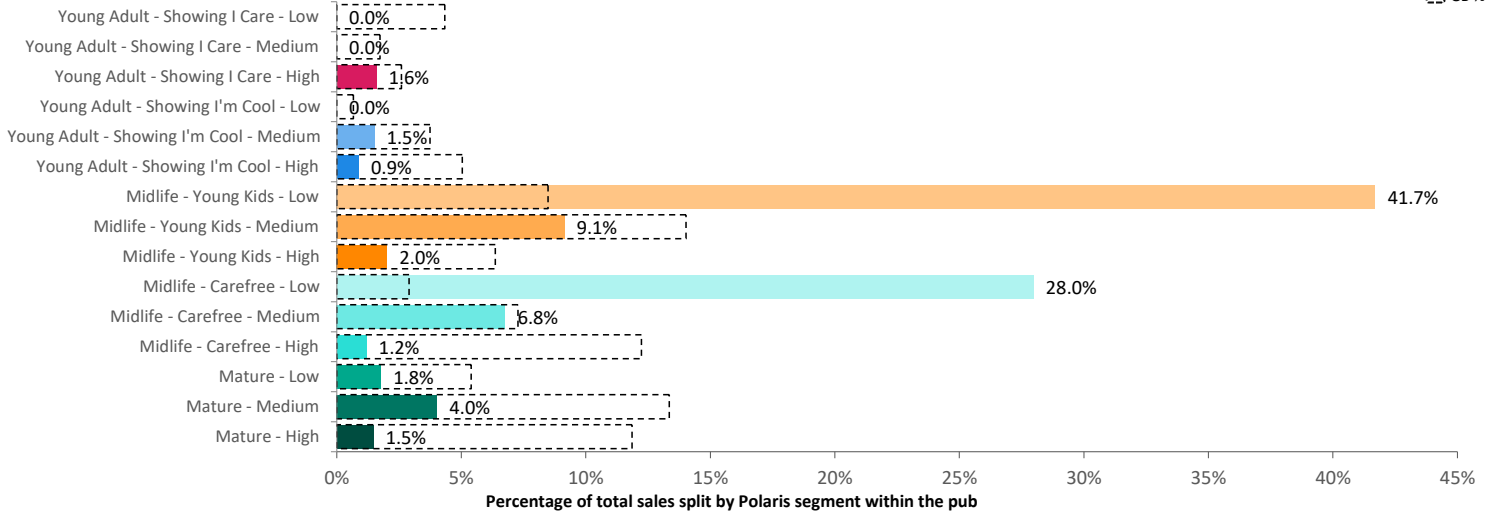
14,206

85,589

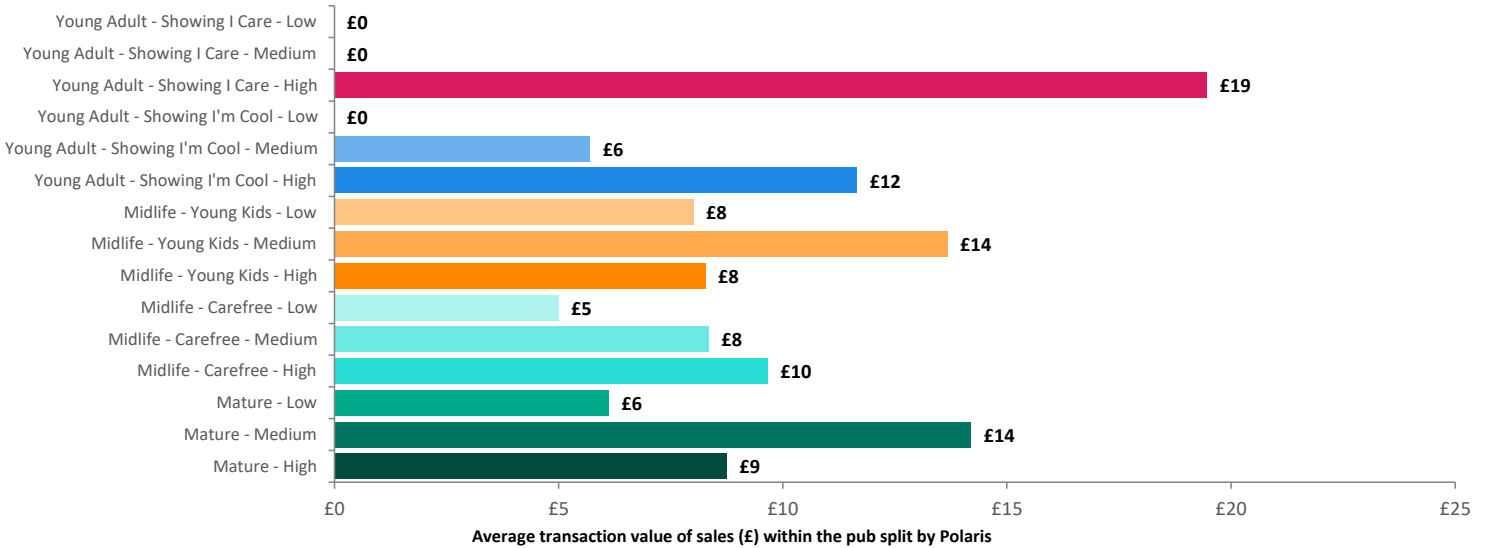
★ Pub Sites

Spend by Polaris

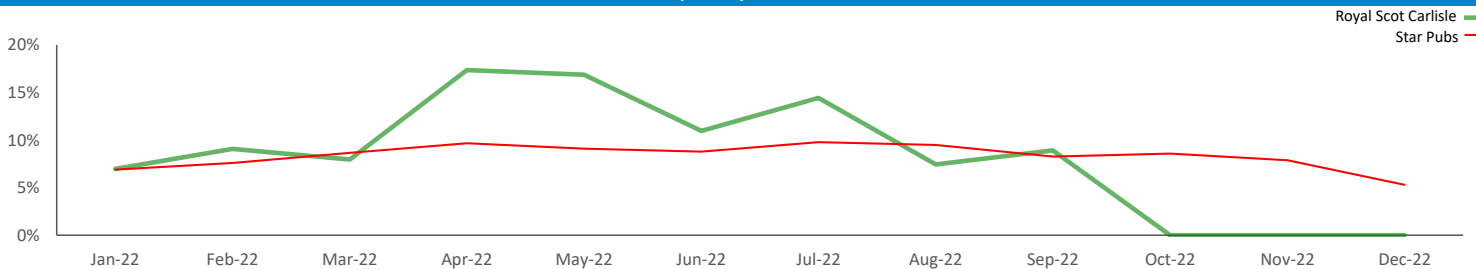
GB %



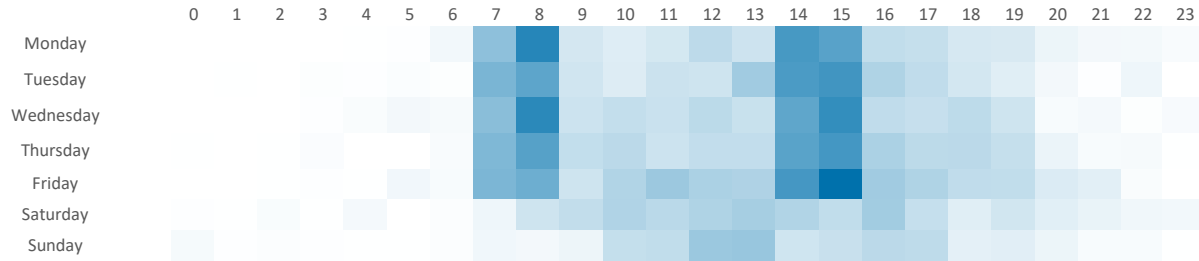
Average Transaction Values (£) by Polaris



Spend by Month

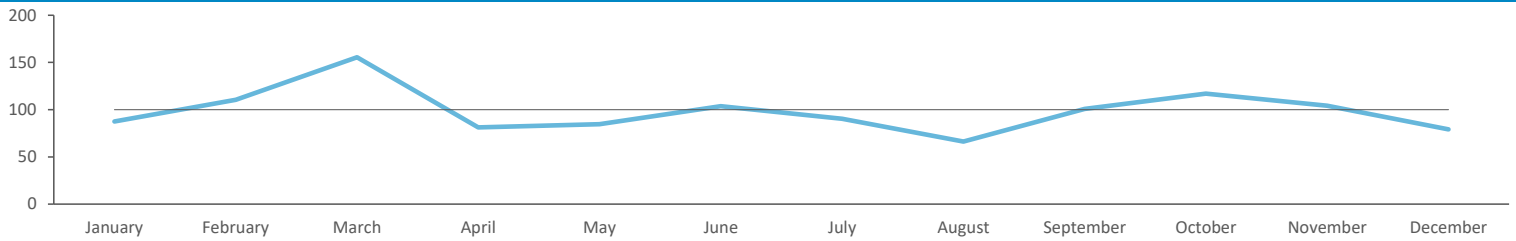


Time of Day/Day of Week



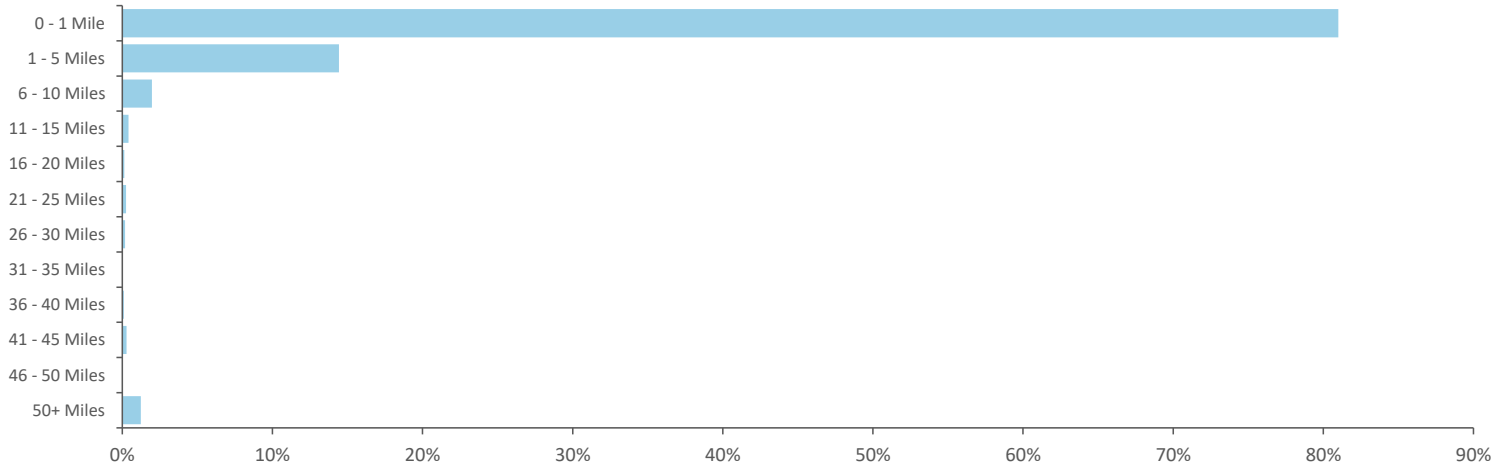
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



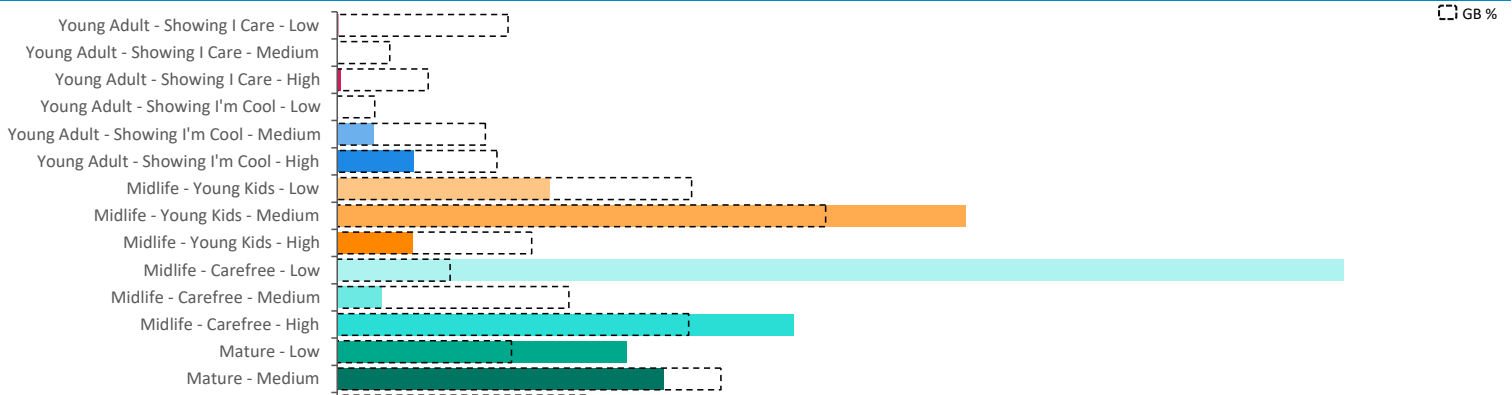
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



Mobile Data Summary - Royal Scot Carlisle

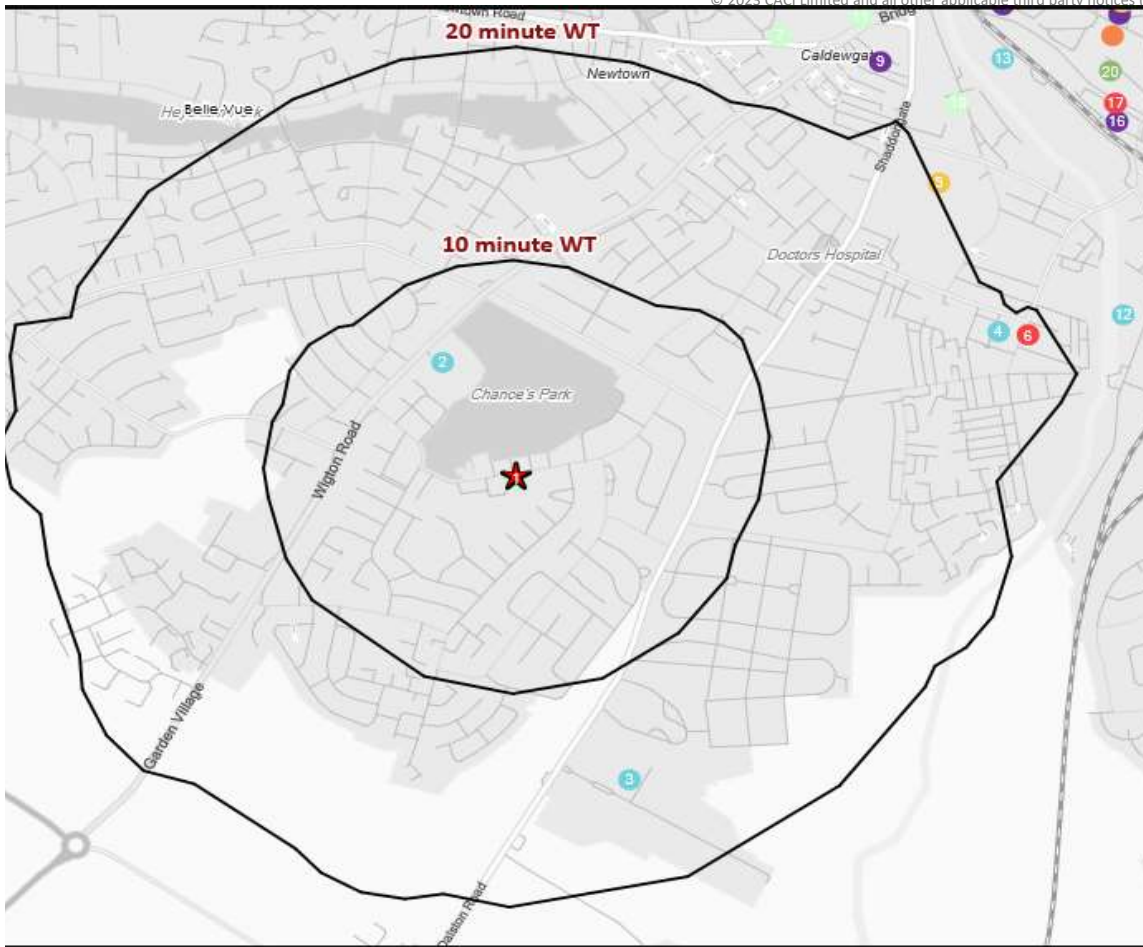


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Time of Day/Day of Week



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



- Pub Sites
 - Catchment
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Royal Scott Inn	CA 2 6DX	Star Pubs & Bars	Community Pub	0.0
2	Morton Community Cent Club	CA 2 6JP	Independent Free	Clubland	0.2
3	Pirelli Sports & Social Club	CA 2 6AR	Independent Free	Clubland	0.6
4	Denton Holme Working Mens Club	CA 2 5HQ	Independent Free	Clubland	0.8
5	Source	CA 2 5ND	Independent Free	High Street Pub	0.9
6	Rex Bingo Club	CA 2 5EN	Graves Ltd	Large Venue	0.9
7	Jovial Sailor	CA 2 7AA	Independent Free	Community Pub	0.9
8	Spinners Arms	CA 2 6BD	Trust Inns Limited	Community Pub	0.9
9	Viceroy	CA 2 5TN	Independent Free	Restaurants	0.9
10	Milbourne Arms	CA 2 5XB	*Other Small Retail Groups	Community Pub	1.0
11	Joiners Arms	CA 2 5TF	Star Pubs & Bars	Community Pub	1.0
12	Soccerworld	CA 2 5LE	Soccerworld	Clubland	1.0
13	Carlisle Indoor Bowl	CA 2 5BN	Independent Free	Clubland	1.1
14	Vallum House Hotel	CA 2 7NB	Independent Free	Hotel	1.1
15	Amatos	CA 3 8TX	Independent Free	Restaurants	1.1
16	Michael Anglelos	CA 3 8AU	Independent Free	Restaurants	1.2
17	West Walls Theatre Bar	CA 3 8UB	Independent Free	Large Venue	1.2
18	Amf Bowling	CA 2 4AS	Original Bowling Company	Large Venue	1.2
18	Portland Club	CA 2 4AS	Independent Free	Clubland	1.2
20	Sportsman	CA 3 8AQ	Punch Pub Company	Circuit Bar	1.2