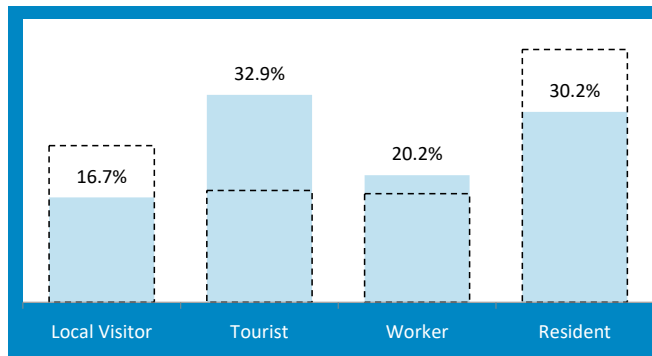
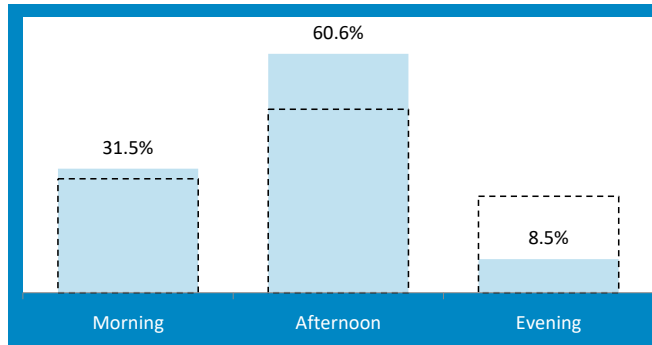
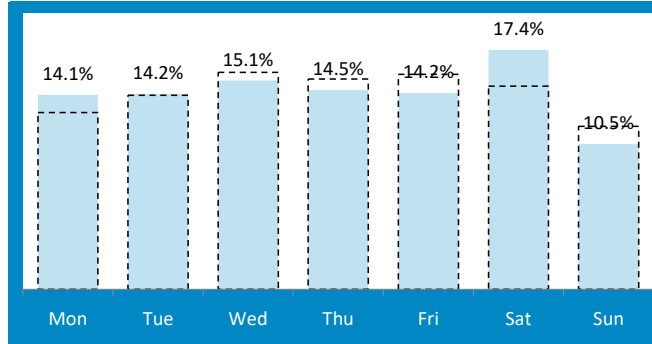


Area Quick Stats

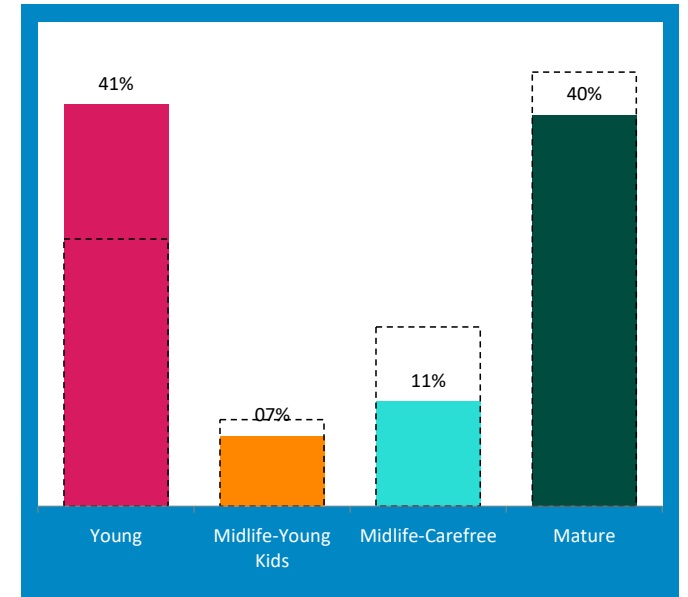
	This Site 10 min WT	Benchmark 10 min WT
Total Pop	2.056	5.344
Adult Pop	1.827	4.529
Affluence	Low	33%
	Medium	38%
	High	27%
Young	69%	28%
Midlife Young Kids	0%	11%
Midlife Carefree	6%	16%
Mature	21%	44%
Competition Count	70	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£9	£30
Average Distance Travelled in miles	47	27



Catchment Summary - Howard Arms

- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Population

2,056	14,272	115,801
-------	--------	---------

Adults 18+

1,827	12,063	93,983
-------	--------	--------

Competition Pubs

70	110	222
----	-----	-----

Adults 18+ per Competition Pub

26	110	423
----	-----	-----

% Adults Likely to Drink

79,0%	79,0%	81,0%
-------	-------	-------

Affluence	Low	Medium	High
	16,9%	40,6%	47,4%
	70,4%	55,6%	39,6%
8,7%	3,2%	12,2%	

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

£15,127	£16,560	£20,197
---------	---------	---------

Age Profile	18-24	25-34	35-44	45-64	65+
	341	1,645	7,939		
	388	2,454	14,594		
	332	2,020	14,536		
	515	3,624	30,329		
251	2,320	26,585			

Pop. & Adl. 18+ index based on all pubs

38	73	27
----	----	----

40	74	28
----	----	----

163	108	28
-----	-----	----

4	16	62
---	----	----

99	99	101
----	----	-----

51	122	143
----	-----	-----

184	145	104
-----	-----	-----

32	11	45
----	----	----

67	73	89
----	----	----

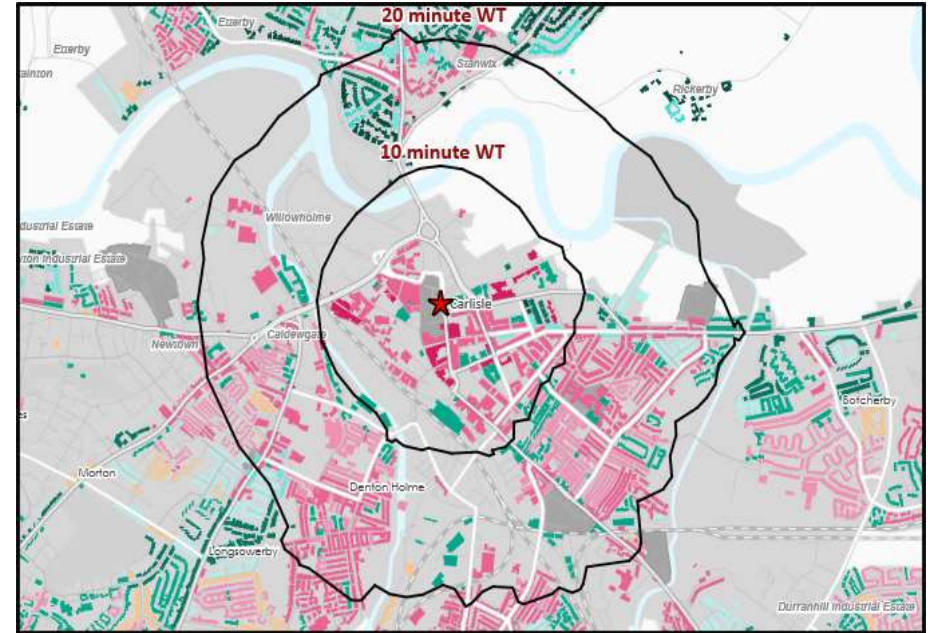
195	135	81
-----	-----	----

140	127	93
-----	-----	----

120	105	93
-----	-----	----

100	101	104
-----	-----	-----

63	84	119
----	----	-----



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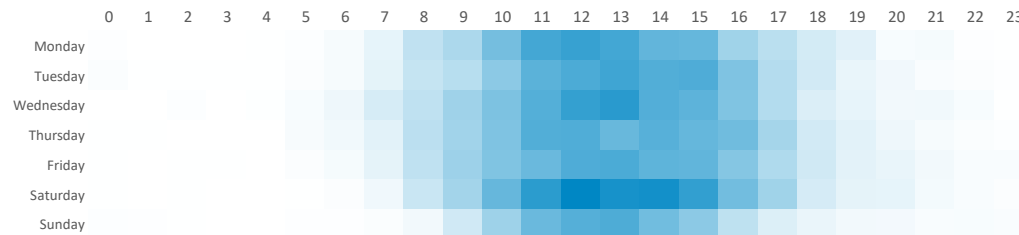
Polaris Plus Segments

★ Pub Sites
N Catchment

Young	Midlife - Young Kids	Midlife - Carefree	Mature
● Low	● Low	● Low	● Low
● Medium	● Medium	● Medium	● Medium
● High	● High	● High	● High

Mobile Data Summary

Time of Day/Day of Week



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	1.264	8.734	26.447	249	260	101
Midlife - Young Kids	0	129	6.651	0	10	65
Midlife - Carefree	105	637	9.833	36	33	66
Mature	384	2.489	50.316	47	47	121
<i>Not Private Households</i>	74	74	736	33.477	5.070	6.473
Total	1.827	12.063	93.983			



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Per Pub - Howard Arms

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Adults 18+	1.827	12.063	93.983
Number of Competition Pubs	70	110	222
Adults 18+ per Competition Pub	26	110	423

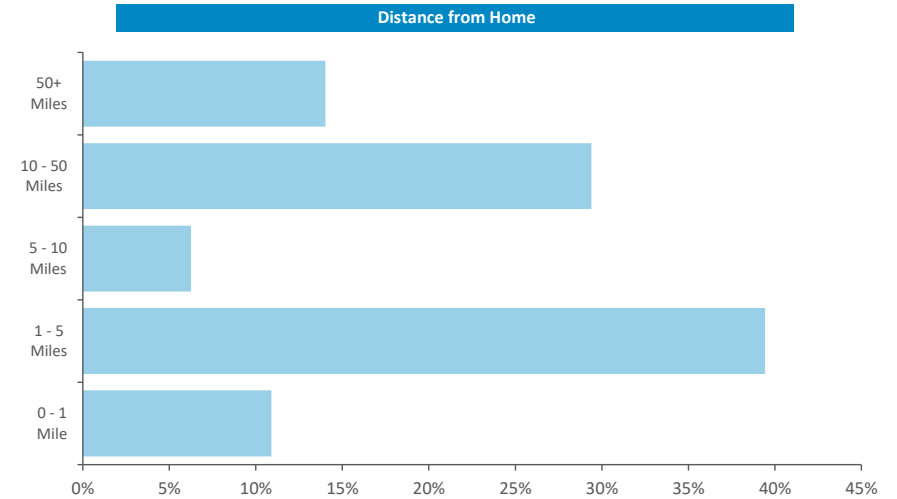
WT= Walktime, DT= Drivetime

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	21	169	9,3%	118
Family Pub Dining	4	165	9,0%	99
Great Pub Great Food	5	243	13,3%	80
Leisure	7	162	8,9%	88
Mainstream	10	284	15,6%	111
Premium	1	268	14,6%	102
Restaurant	22	400	21,9%	95
Super Premium	0	62	3,4%	86

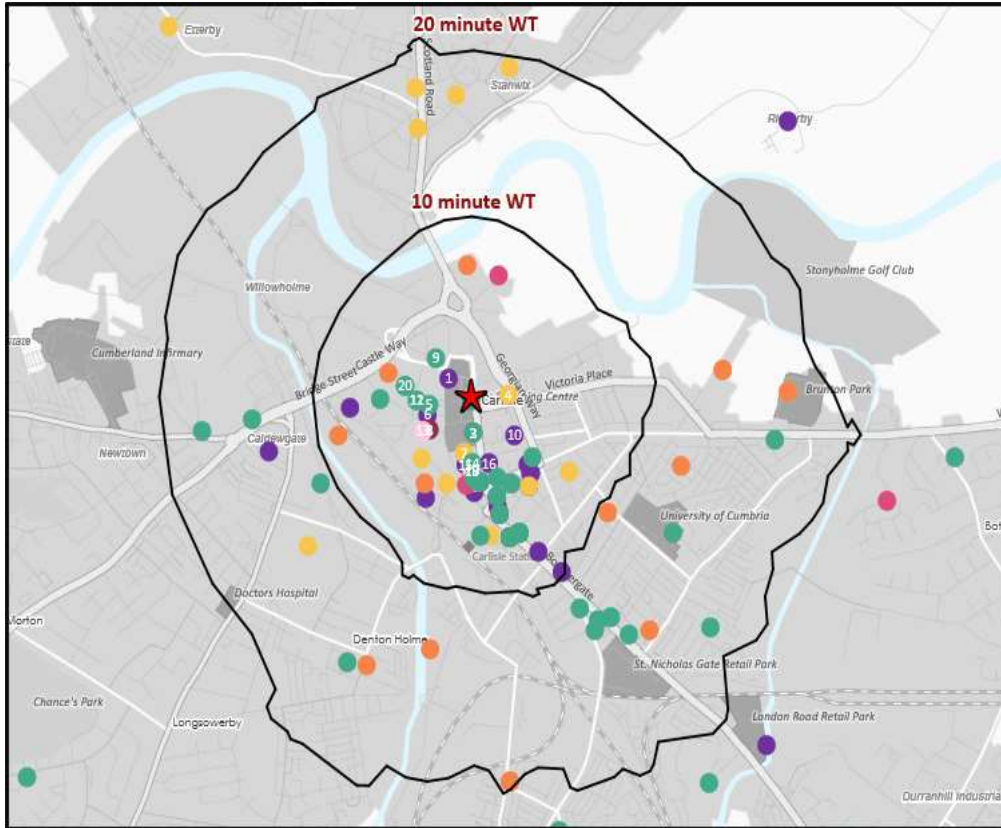
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	37	1.397	11,6%	148
Family Pub Dining	4	1.297	10,8%	118
Great Pub Great Food	5	1.515	12,6%	75
Leisure	15	1.121	9,3%	93
Mainstream	22	2.036	16,9%	121
Premium	2	1.660	13,8%	96
Restaurant	25	2.629	21,8%	95
Super Premium	0	332	2,8%	70

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	67	9.293	9,9%	126
Family Pub Dining	25	9.855	10,5%	115
Great Pub Great Food	22	14.228	15,1%	90
Leisure	29	9.426	10,0%	100
Mainstream	35	14.906	15,9%	114
Premium	9	12.591	13,4%	94
Restaurant	35	20.270	21,6%	94
Super Premium	0	2.664	2,8%	72



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Competition - Howard Arms



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
3	Apple Tree	CA 3 8EQ	Greene King	Classic	21,6%	0,07
17	Le Gall	CA 3 8LG	Independent Free	Restaurant	16,1%	0,16
15	Print Yard	CA 3 8LE	Independent Free	Restaurant	11,2%	0,15
8	Bordo Lounge	CA 3 8HX	Loungers	Premium	10,4%	0,12
5	Kings Head Inn	CA 3 8RF	Star Pubs & Bars	Classic	9,2%	0,10
2	Coco Mill	CA 3 8EQ	Independent Free	Family Pub Dir	7,9%	0,07
9	Old Fire Station	CA 3 8QW	Independent Free	Classic	6,5%	0,13
11	Sketch And Sip	CA 3 8RY	Independent Free	Classic	4,3%	0,13
14	Club Britannia	CA 3 8EJ	Independent Free	Classic	4,1%	0,14
13	Crown and Mitre Hotel	CA 3 8HZ	Peel Hotels	Great Pub Gre	3,6%	0,14
10	Siam Thai Restaurant	CA 1 1BJ	Independent Free	Restaurant	2,4%	0,13
0	Howard Arms	CA 3 8ED	Star Pubs & Bars	Classic	1,1%	0,00
20	Old Bank City Pub And Chop Hou	CA 3 8RH	Independent Free	Great Pub Gre	1,0%	0,16
4	Carlisle Ex-Servicemens Club	CA 1 1HZ	Independent Free	Mainstream	0,5%	0,09
19	Thin White Duke	CA 3 8LG	Independent Free	Mainstream	0,3%	0,16
1	Fryer	CA 3 8PY	Independent Free	Restaurant	0,0%	0,07
6	Francos	CA 3 8JE	Independent Free	Restaurant	0,0%	0,11
7	Cafe Bar Royale	CA 3 8EU	Independent Free	Mainstream	0,0%	0,12
12	Shabby Scholar	CA 3 8RY	Independent Free	Mainstream	0,0%	0,13
16	Last Zebra	CA 3 8DA	Independent Free	Restaurant	0,0%	0,15
18	Eaten By Monsters	CA 3 8LG	Independent Free	Great Pub Gre	0,0%	0,16

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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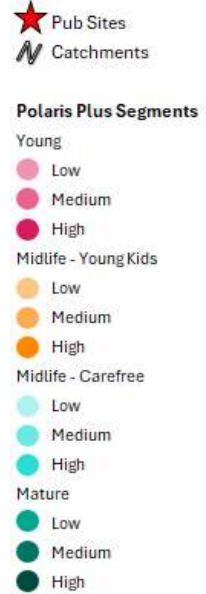
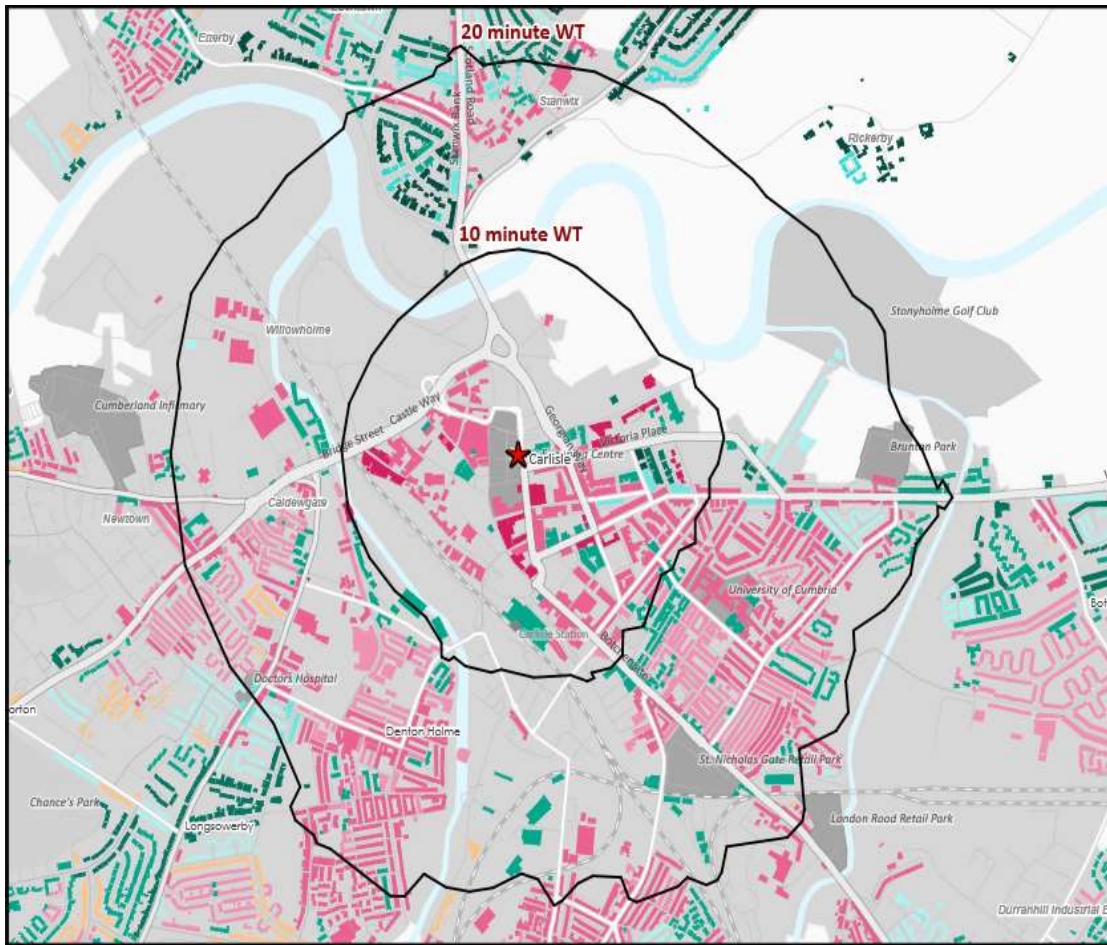


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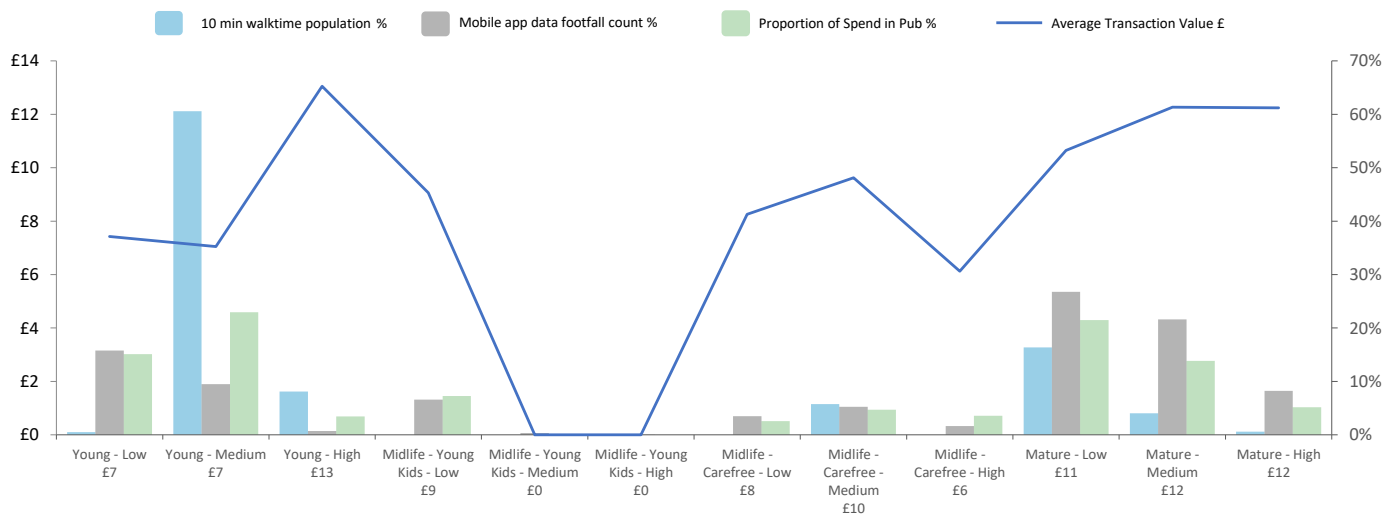
Catchment Summary - Howard Arms

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
15872	Howard Arms	CA 3 8ED	Star Pubs & Bars	Classic	14



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Howard Arms

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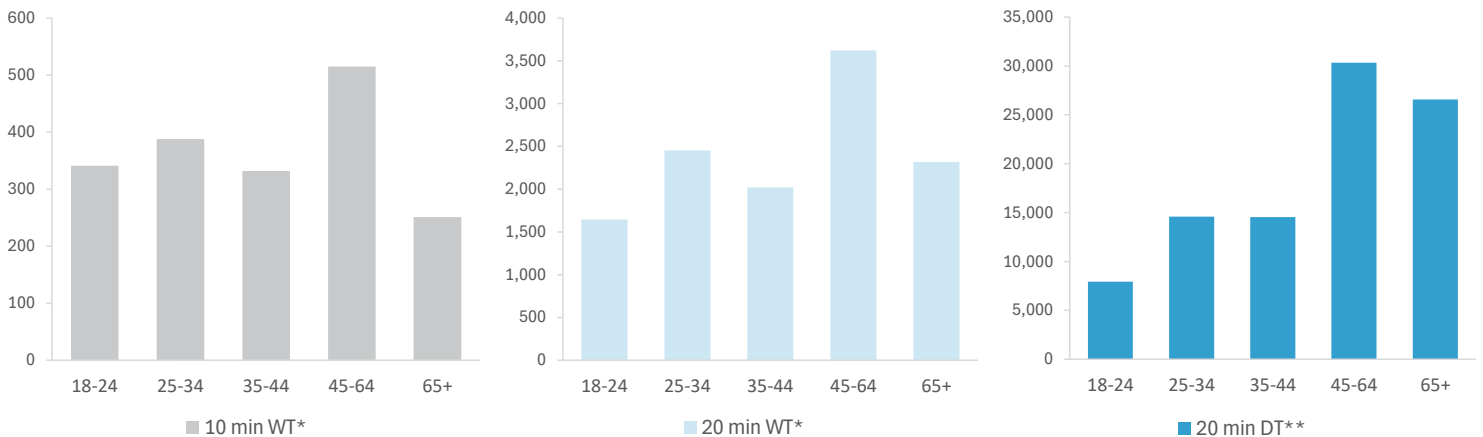
- Over GB Average
- Around GB Average
- Under GB Average

*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		2,056	14,272	115,801	38	73	27
Adults 18+		1,827	12,063	93,983	40	74	28
Competition Pubs		70	110	222	163	108	28
Adults 18+ per Competition Pub		26	110	423	4	16	62
% Adults Likely to Drink		79,0%	79,0%	81,0%	99	99	101
Affluence	Low	16,9%	40,6%	47,4%	51	122	143
	Medium	70,4%	55,6%	39,6%	184	145	104
	High	8,7%	3,2%	12,2%	32	11	45
Mean Net Disposable income (£pa)		£15,127	£16,560	£20,197	67	73	89
Age Profile	18-24	341	1,645	7,939	195	135	81
	25-34	388	2,454	14,594	140	127	93
	35-44	332	2,020	14,536	120	105	93
	45-64	515	3,624	30,329	100	101	104
	65+	251	2,320	26,585	63	84	119

Population & Adults 18+ index is based on all pubs

Affluence does not include Not Private Households



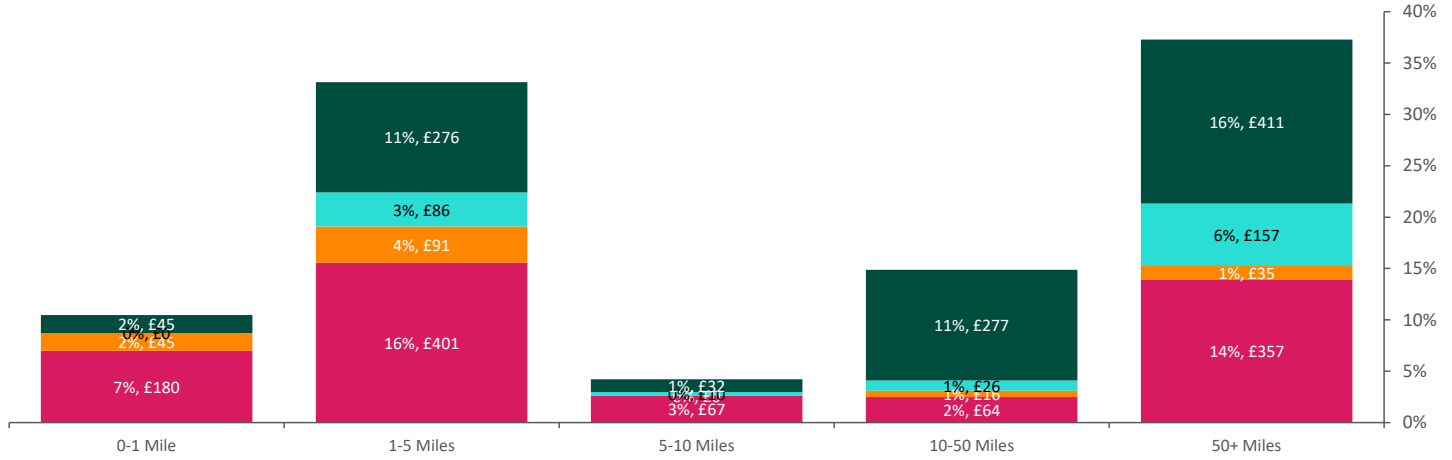
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,087 (53%)	7,065 (50%)	56,691 (49%)	108	101	100
	Female	969 (47%)	7,207 (50%)	59,110 (51%)	92	99	100
Economic Status (16+)	Employed: Full-time	669 (36%)	4,482 (36%)	32,469 (34%)	105	107	99
	Employed: Part-time	223 (12%)	1,793 (14%)	13,981 (14%)	99	121	121
	Self employed	156 (8%)	805 (7%)	7,730 (8%)	89	70	86
	Unemployed	57 (3%)	336 (3%)	1,885 (2%)	110	99	71
	Full-time student	62 (3%)	399 (3%)	1,745 (2%)	132	129	73
	Retired	264 (14%)	2,226 (18%)	25,075 (26%)	64	83	119
	Other	452 (24%)	2,330 (19%)	13,629 (14%)	135	106	79
Total Worker Count		7,127	13,817	58,899			

See the Glossary page for further information on the above variables

Transactional Data Summary - Howard Arms

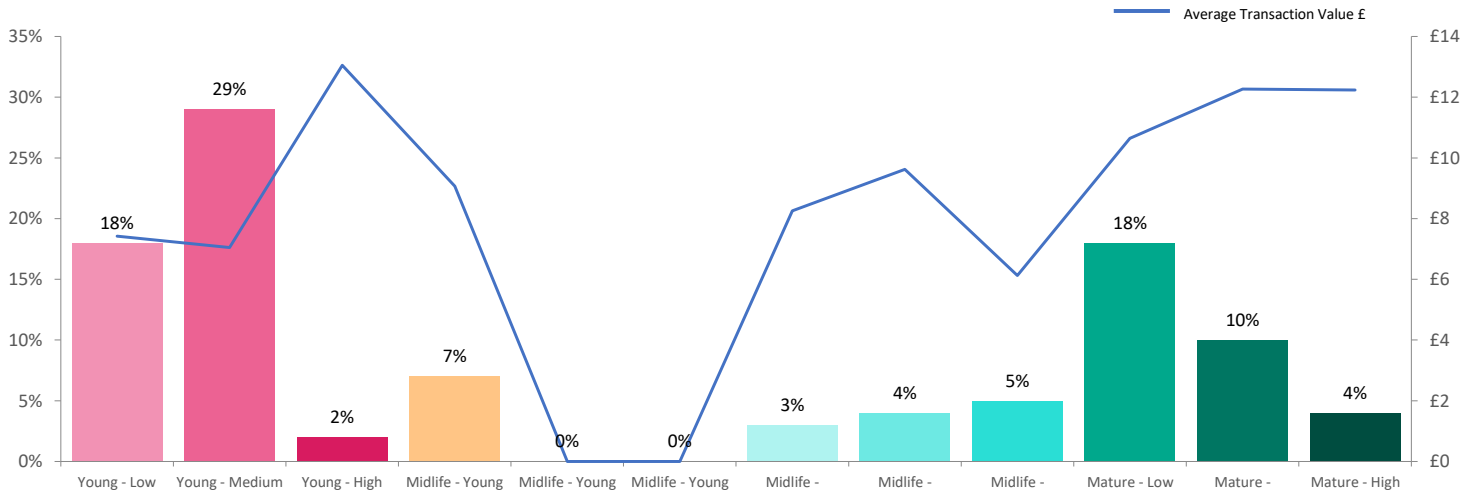
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Spend by Polaris and Distance from Home



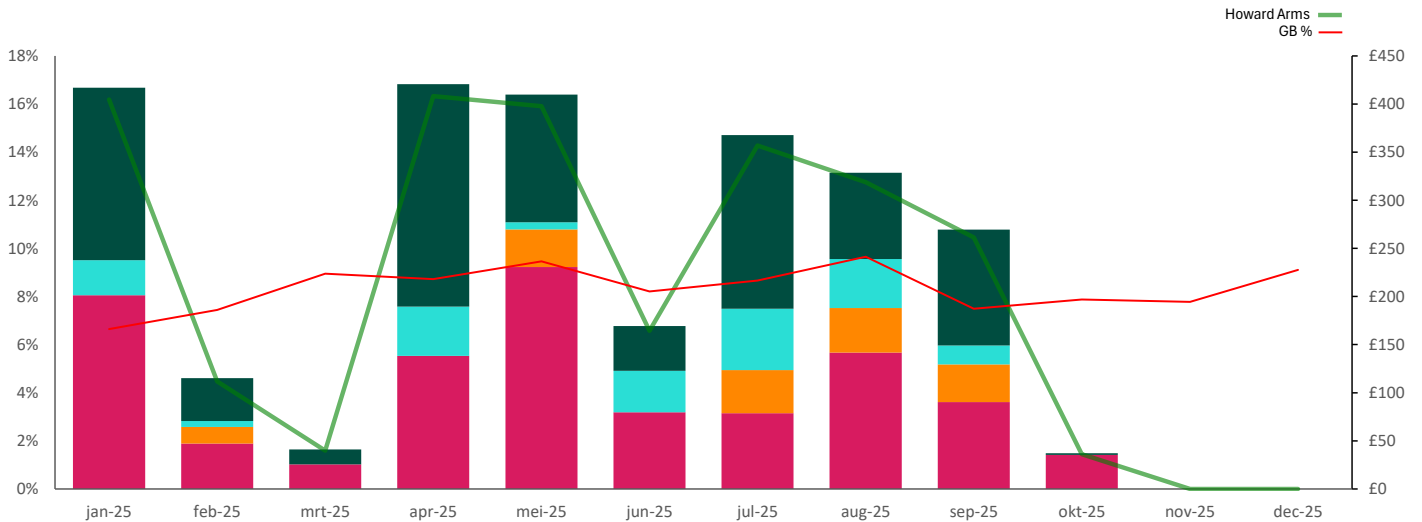
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus



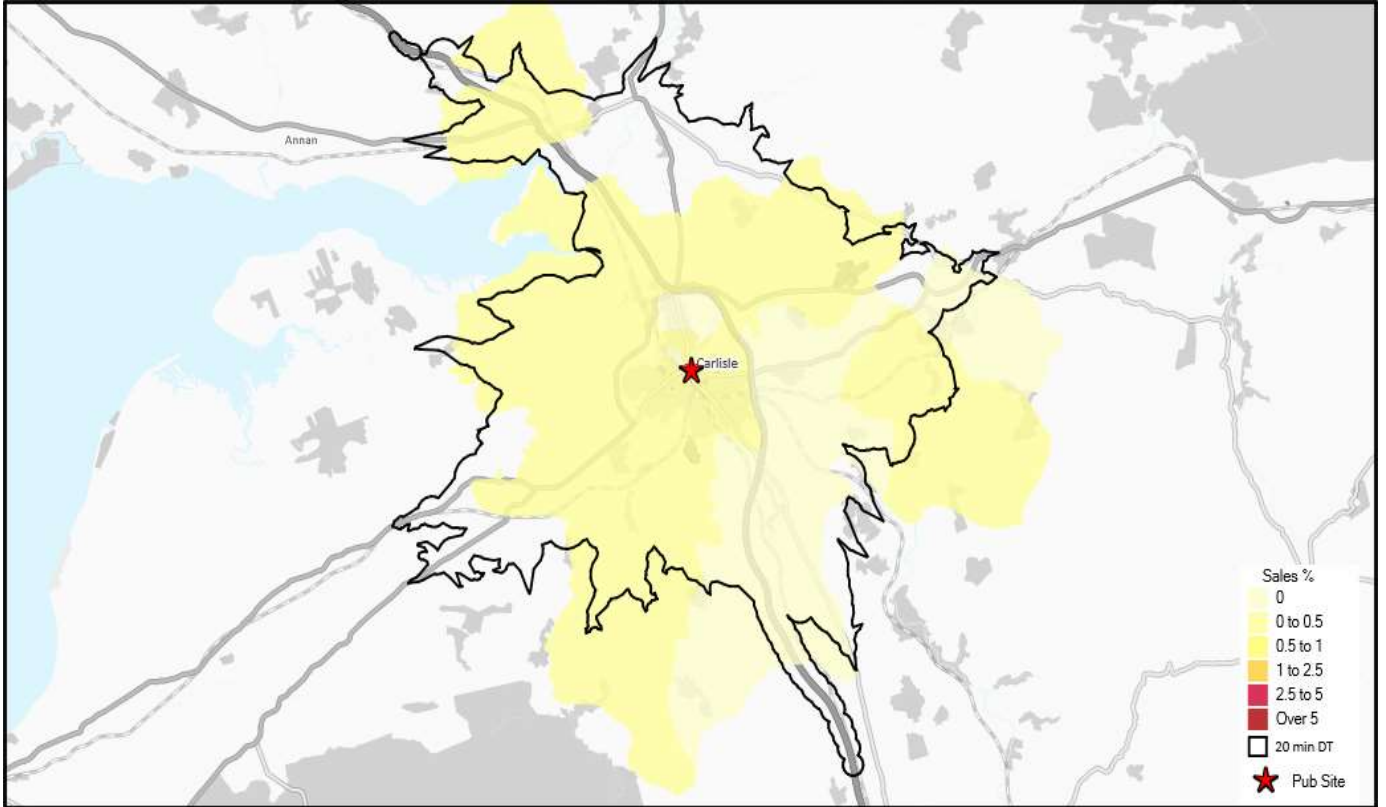
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



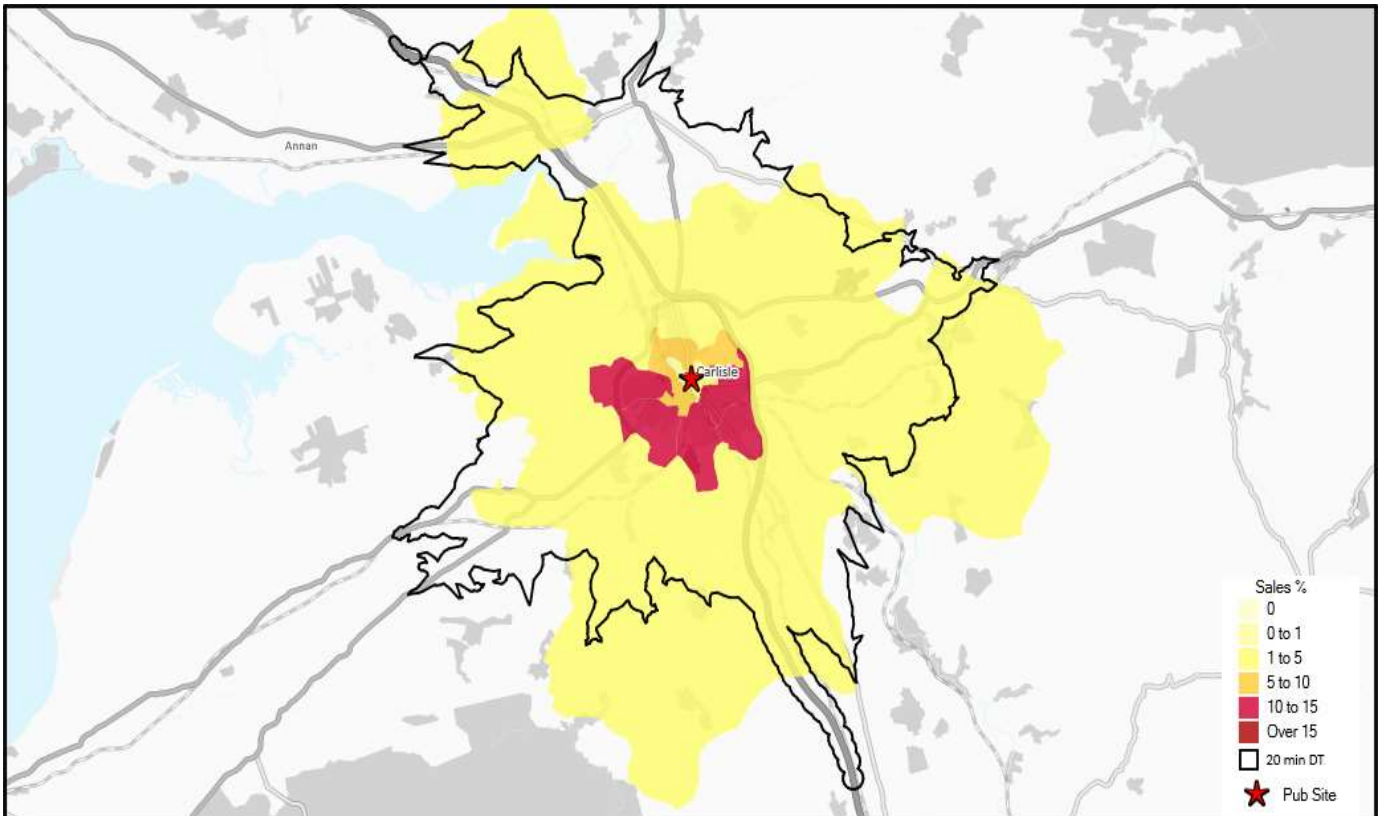
Seasonality of the spend split by month

Howard Arms Share of Spend from Postcode Sectors within 20 minute Drive



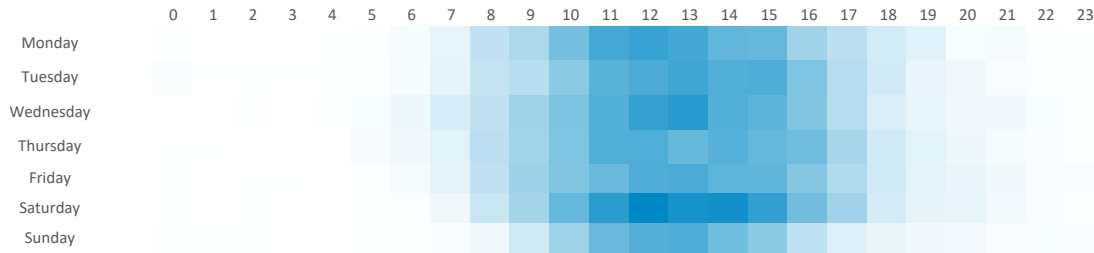
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Howard Arms



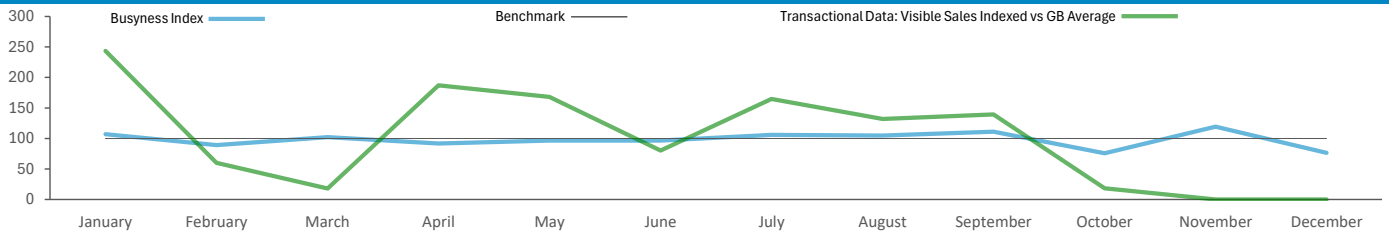
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



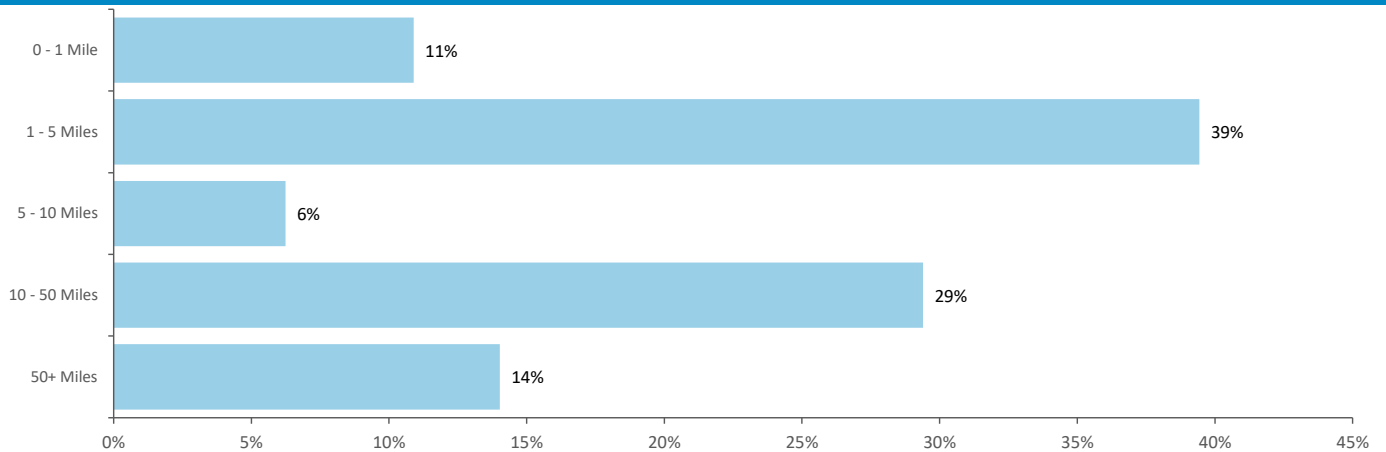
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

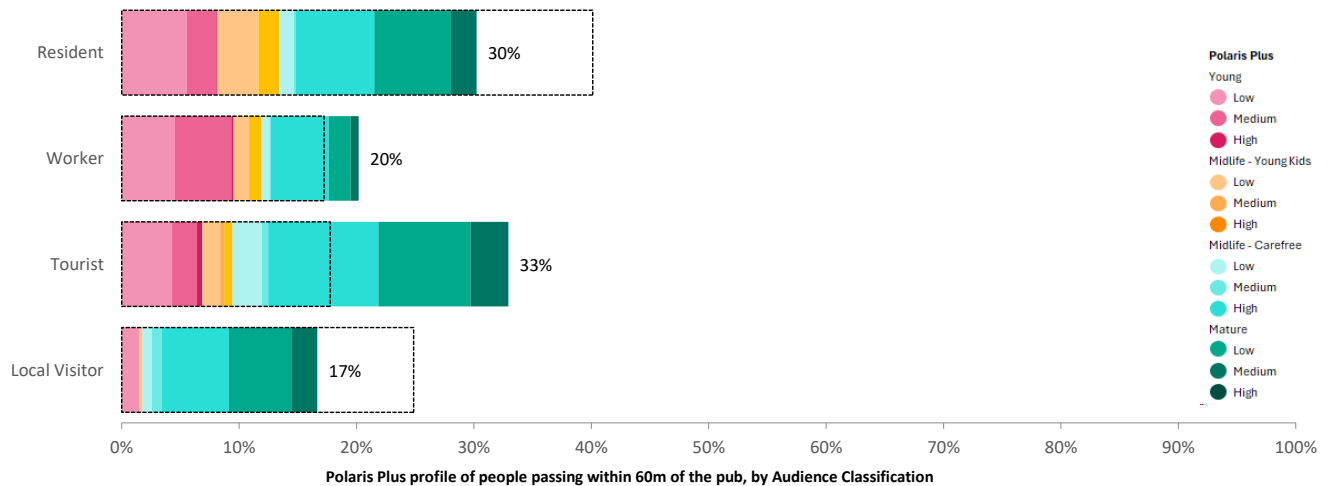
Distance from Home



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

Audience Classification by Polaris Plus

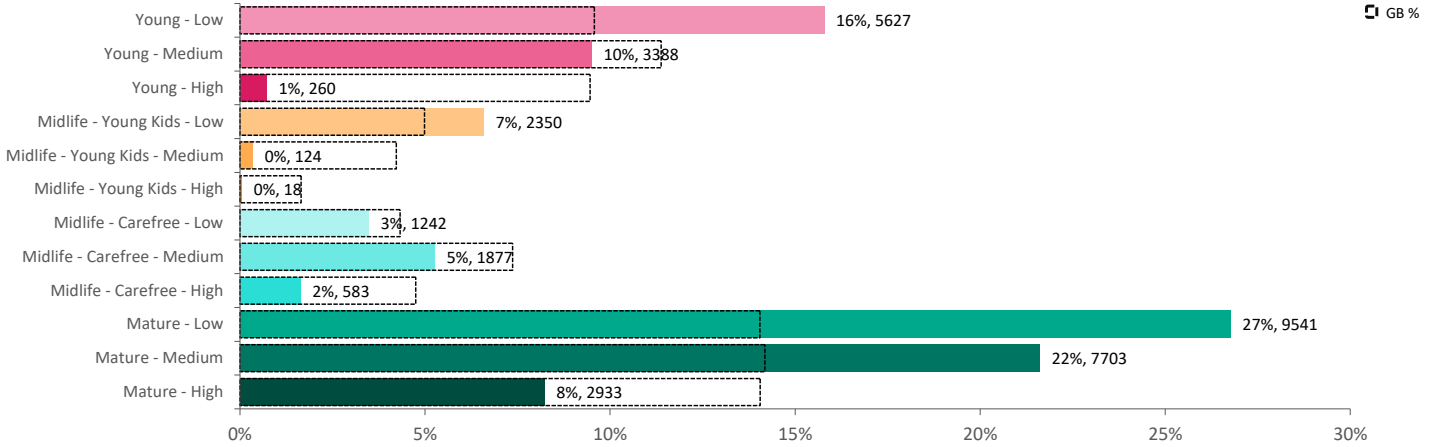
Base: GB



Mobile Data Summary - Howard Arms

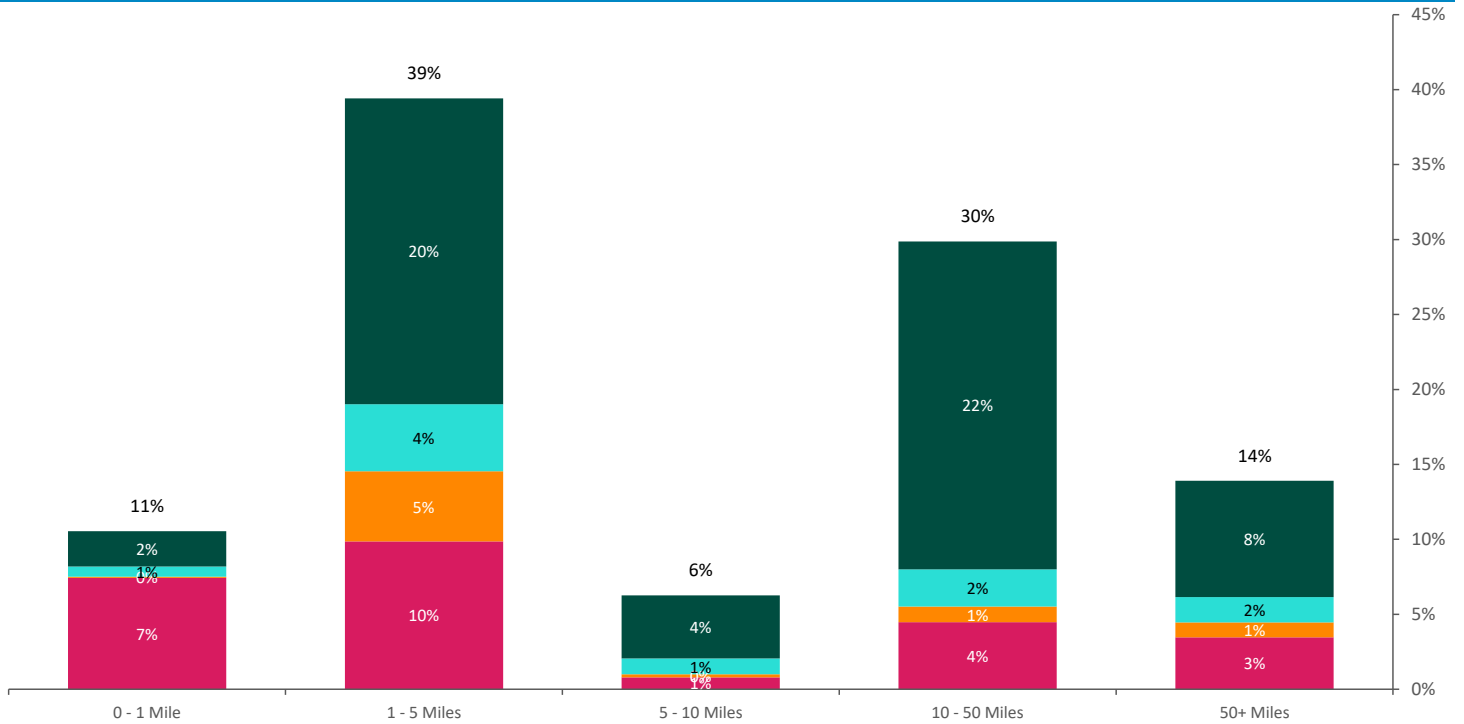
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Polaris Plus Profile



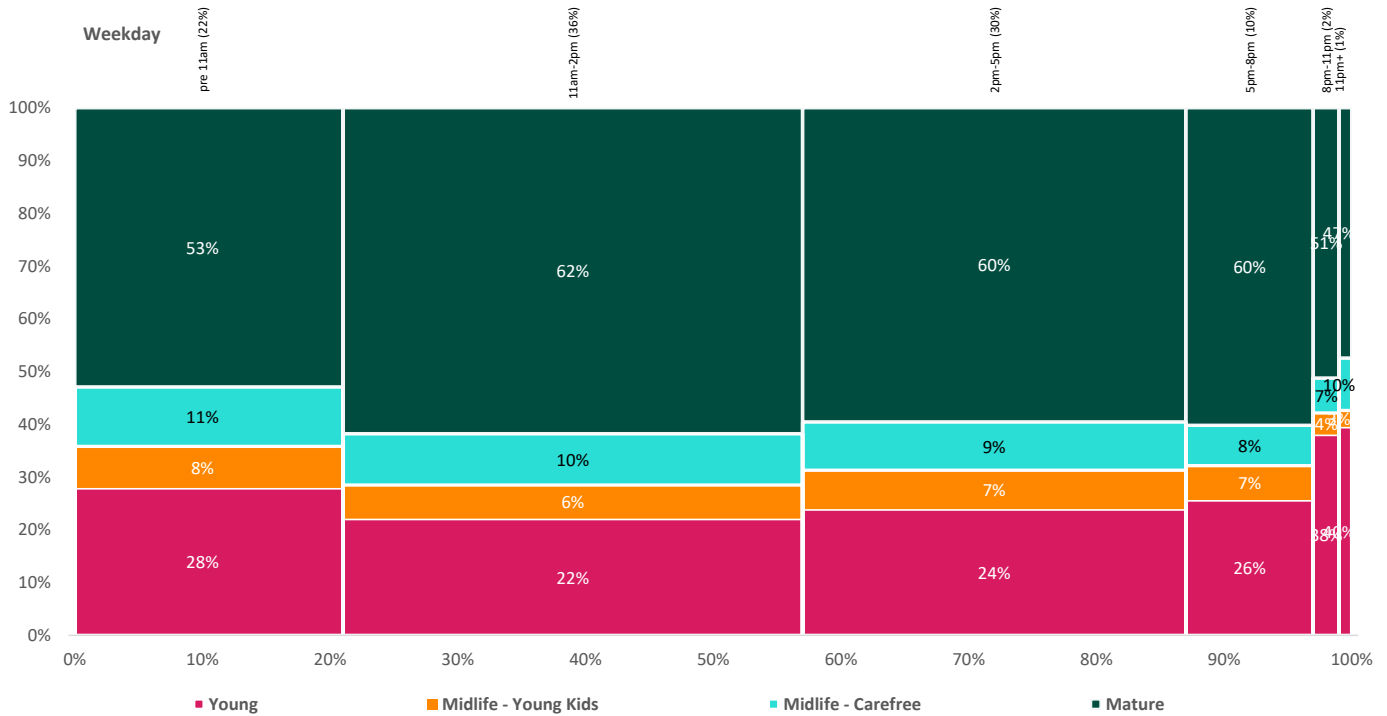
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



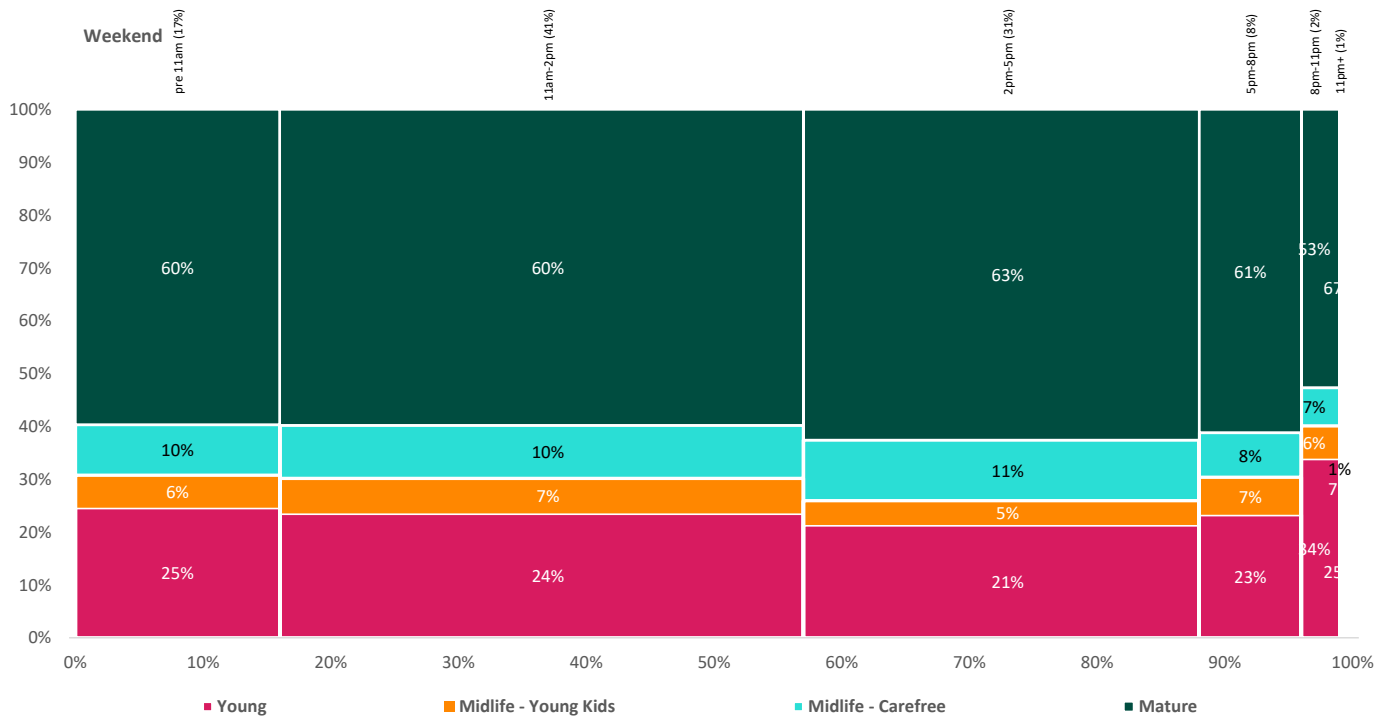
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	4,127	7,947	6,360	2,132	396	122	21,085
Midlife - Carefree	881	1,249	982	271	51	26	3,461
Midlife - Young Kids	616	820	787	231	32	8	2,494
Young	2,180	2,847	2,555	908	294	102	8,886
All	7,804	12,864	10,685	3,543	774	258	35,927

Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	1,391	3,385	2,691	678	178	86	8,409
Midlife - Young Kids	224	569	493	94	25	1	1,407
Midlife - Carefree	143	375	198	79	21	8	824
Mature	574	1,334	919	258	115	32	3,232
All	2,333	5,663	4,301	1,109	339	128	13,872

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

Polaris Plus Summary - Howard Arms

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★ Pub Sites
 ⚡ Catchments

Polaris Plus Segments

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

Midlife - Carefree

- Low
- Medium
- High

Mature

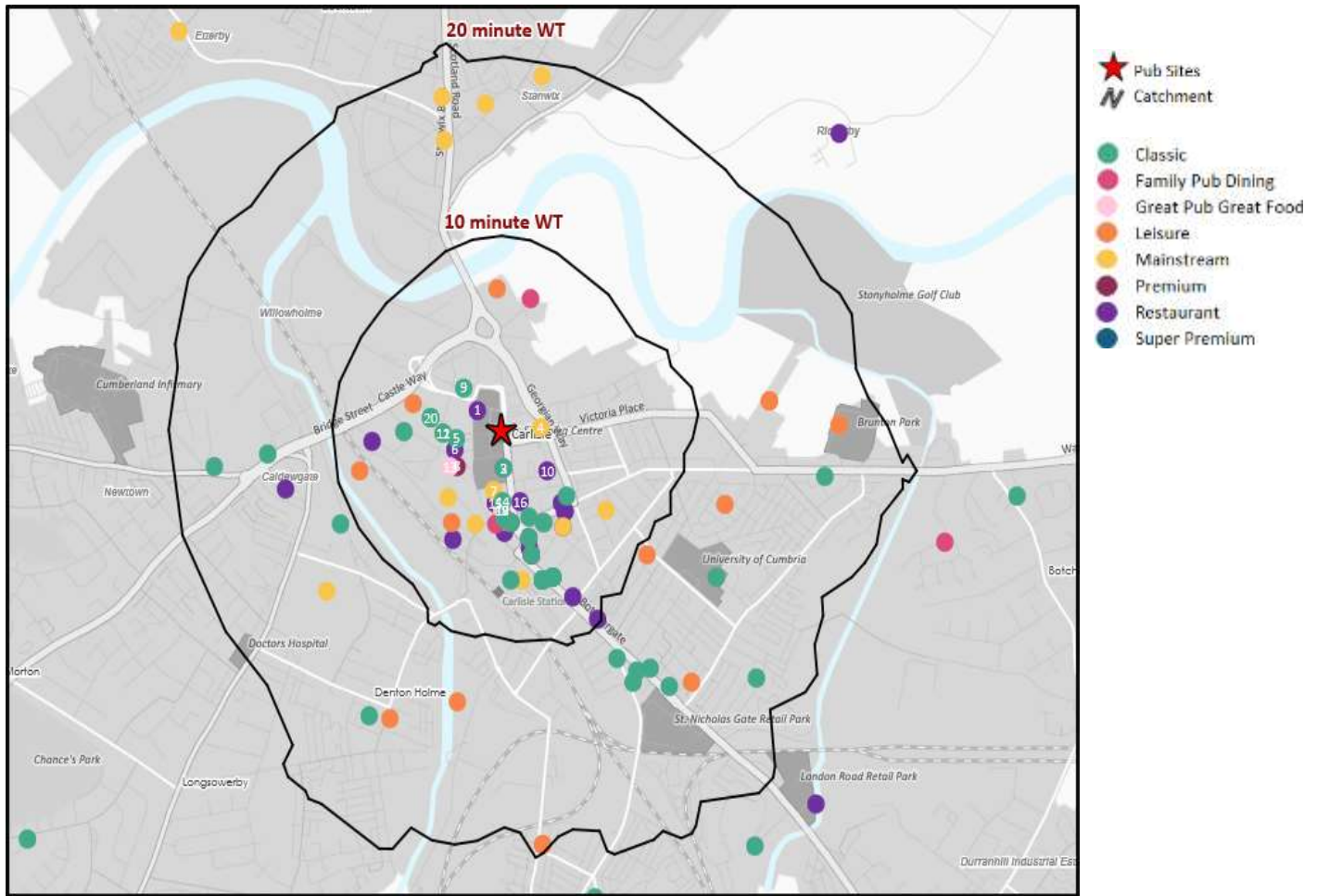
- Low
- Medium
- High

Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

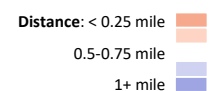
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	9	2.501	15.050	5	211	163
Medium	1.107	6.023	11.116	550	453	107
High	148	210	281	121	26	4
Midlife - Young Kids						
Low	0	129	6.367	0	19	121
Medium	0	0	284	0	0	7
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	264	4.730	0	51	118
Medium	105	358	3.388	80	41	50
High	0	15	1.715	0	3	40
Mature						
Low	299	2.004	18.353	121	123	145
Medium	74	330	22.454	26	17	152
High	11	155	9.509	4	9	67
Not Private Households	74	74	736	378	57	73
Total	1.827	12.063	93.983			

Over GB Average
 Around GB Average
 Under GB Average



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Howard Arms	CA 3 8ED	Star Pubs & Bars	Classic	1,1%	47,0%	0,00
1	Fryer	CA 3 8PY	Independent Free	Restaurant	0,0%	0,0%	0,07
2	Coco Mill	CA 3 8EQ	Independent Free	Family Pub Dining	7,9%	53,0%	0,07
3	Apple Tree	CA 3 8EQ	Greene King	Classic	21,6%	43,7%	0,07
4	Carlisle Ex-Servicemens Club	CA 1 1HZ	Independent Free	Mainstream	0,5%	83,2%	0,09
5	Kings Head Inn	CA 3 8RF	Star Pubs & Bars	Classic	9,2%	58,0%	0,10
6	Franco's	CA 3 8JE	Independent Free	Restaurant	0,0%	0,0%	0,11
7	Cafe Bar Royale	CA 3 8EU	Independent Free	Mainstream	0,0%	0,0%	0,12
8	Bordo Lounge	CA 3 8HX	Loungers	Premium	10,4%	37,1%	0,12
9	Old Fire Station	CA 3 8QW	Independent Free	Classic	6,5%	44,1%	0,13
10	Siam Thai Restaurant	CA 1 1BJ	Independent Free	Restaurant	2,4%	71,0%	0,13
11	Sketch And Sip	CA 3 8RY	Independent Free	Classic	4,3%	69,7%	0,13
12	Shabby Scholar	CA 3 8RY	Independent Free	Mainstream	0,0%	0,0%	0,13
13	Crown and Mitre Hotel	CA 3 8HZ	Peel Hotels	Great Pub Great Food	3,6%	9,7%	0,14
14	Club Britannia	CA 3 8EJ	Independent Free	Classic	4,1%	73,7%	0,14
15	Print Yard	CA 3 8LE	Independent Free	Restaurant	11,2%	41,2%	0,15
16	Last Zebra	CA 3 8DA	Independent Free	Restaurant	0,0%	0,0%	0,15
17	Le Gall	CA 3 8LG	Independent Free	Restaurant	16,1%	42,2%	0,16
18	Eaten By Monsters	CA 3 8LG	Independent Free	Great Pub Great Food	0,0%	0,0%	0,16
19	Thin White Duke	CA 3 8LG	Independent Free	Mainstream	0,3%	64,8%	0,16
20	Old Bank City Pub And Chop House	CA 3 8RH	Independent Free	Great Pub Great Food	1,0%	54,2%	0,16



* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

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

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1.827	12.063	93.983
Number of Competition Pubs	70	110	222
Adults 18+ per Competition Pub	26	110	423

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	21	169	9,3%	118
Family Pub Dining	4	165	9,0%	99
Great Pub Great Food	5	243	13,3%	80
Leisure	7	162	8,9%	88
Mainstream	10	284	15,6%	111
Premium	1	268	14,6%	102
Restaurant	22	400	21,9%	95
Super Premium	0	62	3,4%	86

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	37	1.397	11,6%	148
Family Pub Dining	4	1.297	10,8%	118
Great Pub Great Food	5	1.515	12,6%	75
Leisure	15	1.121	9,3%	93
Mainstream	22	2.036	16,9%	121
Premium	2	1.660	13,8%	96
Restaurant	25	2.629	21,8%	95
Super Premium	0	332	2,8%	70

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	67	9.293	9,9%	126
Family Pub Dining	25	9.855	10,5%	115
Great Pub Great Food	22	14.228	15,1%	90
Leisure	29	9.426	10,0%	100
Mainstream	35	14.906	15,9%	114
Premium	9	12.591	13,4%	94
Restaurant	35	20.270	21,6%	94
Super Premium	0	2.664	2,8%	72

Category	Explanation																																				
Population	The population count within the specified catchment																																				
Gender	Counts of Males and Females within the specified catchment																																				
Affluence	<p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																				
Age Profile	Counts of residents by Age band																																				
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																				
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: includes long term sick, disabled, looking after home/family</p>																																				
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																																				
Over GB Average	Index value is >= 120																																				
Around GB Average	Index value is >= 105 and < 120																																				
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