

Catchment Summary - Phoenix Exmouth

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*WT= Walktime, **DT= Drivetime

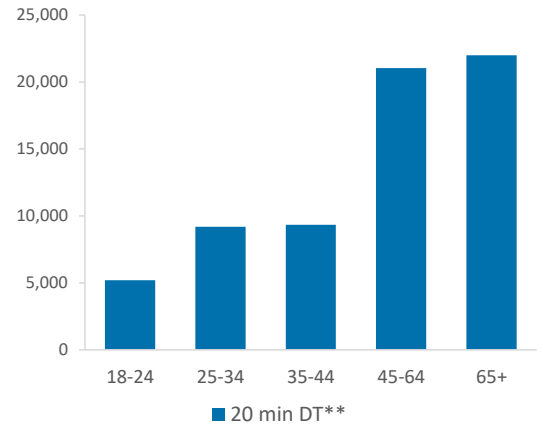
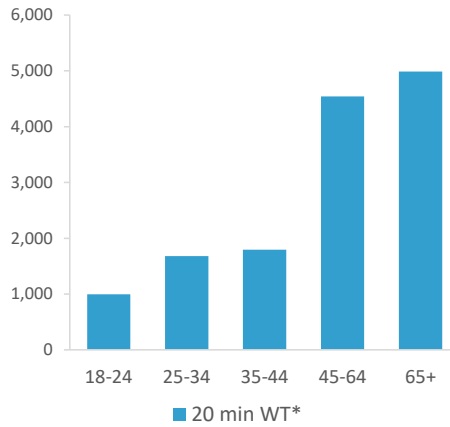
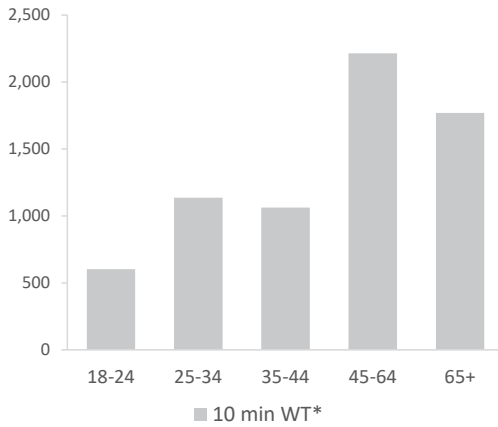
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	8,323	16,767	82,274	157	115	22
Adults 18+	6,786	13,999	66,762	156	78	22
Competition Pubs	29	43	101	193	134	28
Adults 18+ per Competition Pub	234	326	661	28	39	80
% Adults Likely to Drink	83.2%	83.4%	83.9%	101	101	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	13.2%	26.9%	17.7%	51	105	69
	Medium	60.1%	48.2%	34.6%	153	122	88
	High	26.0%	23.0%	45.0%	78	69	134

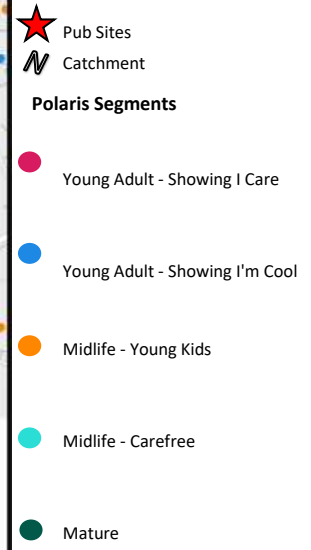
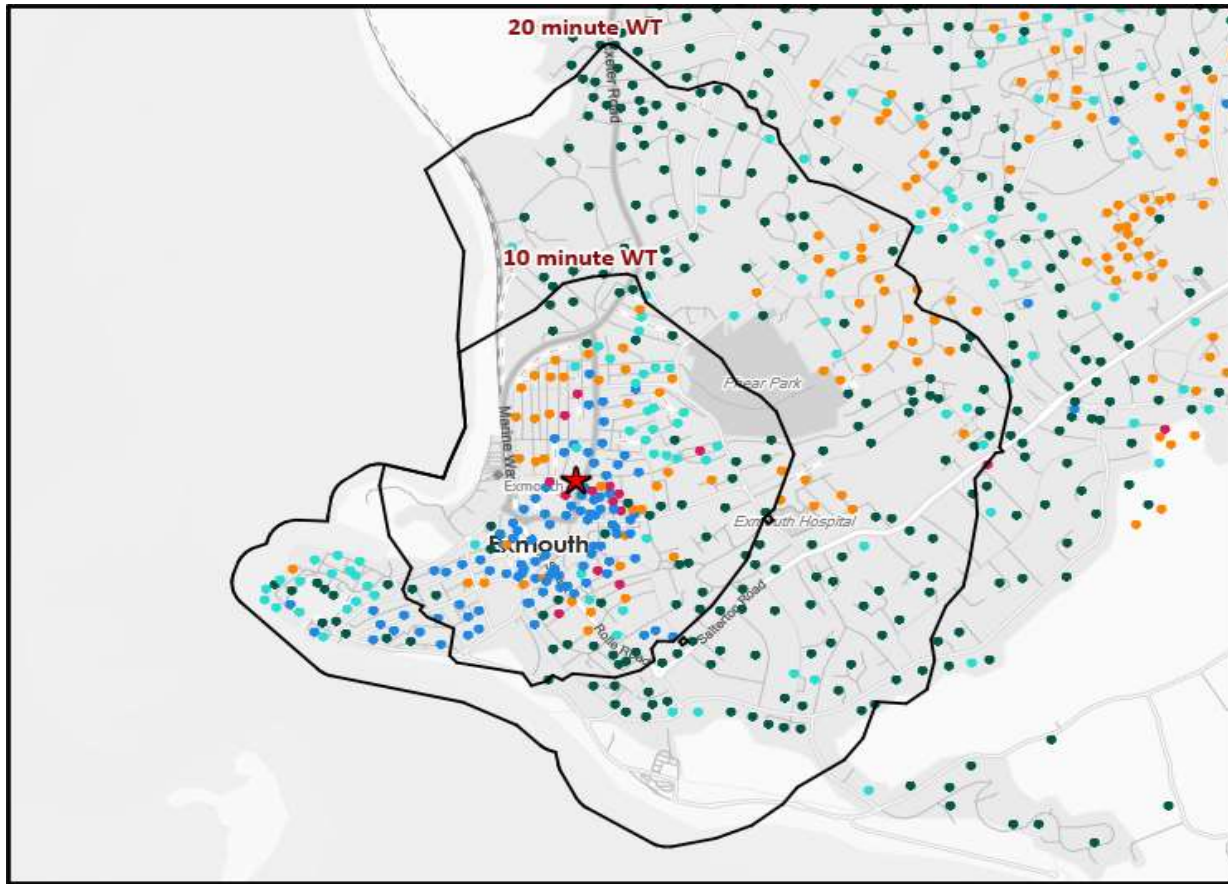
*Affluence does not include Not Private Households

Age Profile	18-24	603	994	5,196	89	73	78
	25-34	1,136	1,680	9,198	103	75	84
	35-44	1,062	1,794	9,339	99	83	88
	45-64	2,215	4,543	21,037	104	106	100
	65+	1,770	4,988	21,992	111	156	140



	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	4,045 (49%)	7,959 (47%)	40,170 (49%)	98	96	99
	Female	4,278 (51%)	8,808 (53%)	42,104 (51%)	102	104	101
Economic Status (16-74)							
	Employed: Full-time	2,496 (40%)	4,308 (37%)	23,461 (41%)	97	88	98
	Employed: Part-time	1,035 (17%)	1,878 (16%)	9,047 (16%)	129	123	121
	Self employed	742 (12%)	1,402 (12%)	6,315 (11%)	126	125	115
	Unemployed	130 (2%)	196 (2%)	735 (1%)	89	70	54
	Retired	861 (14%)	2,293 (20%)	10,524 (18%)	101	142	133
	Other	903 (15%)	1,650 (14%)	7,289 (13%)	74	71	64
Total Worker Count		5,088	9,006	47,677			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

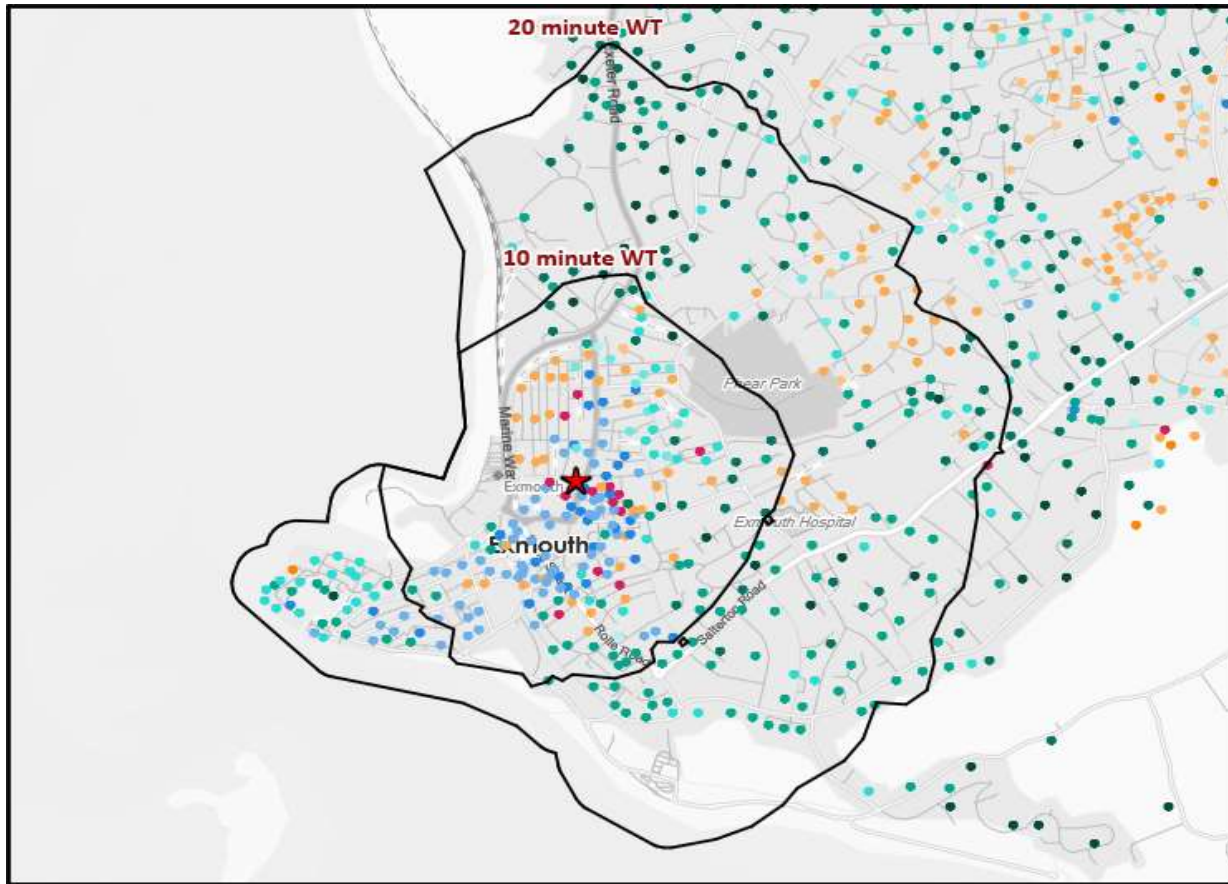
*WT= Walktime, **DT= Drivetime

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	509	518	1,333	84	41	22
Young Adult - Showing I'm Cool	2,341	2,654	4,197	375	206	68
Midlife - Young Kids	1,570	2,687	14,740	74	61	70
Midlife - Carefree	967	1,716	13,300	68	58	95
Mature	1,351	6,149	31,362	71	157	168
Not Private Households	48	275	1,830	49	137	191
Total	6,786	13,999	66,762			

Polaris Summary - Phoenix Exmouth



 Pub Sites



★ Pub Sites
 N Catchment

Polaris Plus Segments

Young Adult - Showing I Care

- Low
- Medium
- High

Young Adult - Showing I'm Cool

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

Polaris Plus Profile by Catchment

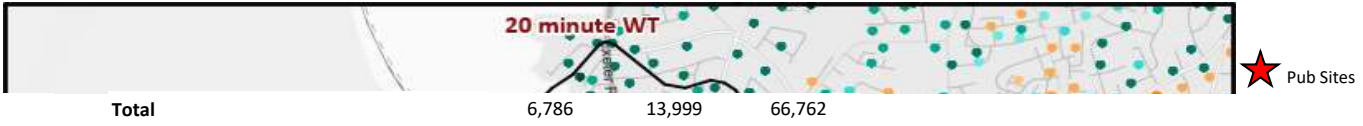
*WT= Walktime, **DT= Drivetime

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 Adult - Showing I Care						
Low	0	0	104	0	0	4
Medium	0	0	0	0	0	0
High	509	518	1,229	223	110	55
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,786	1,963	2,128	712	379	86
High	555	691	2,069	183	110	69
Midlife - Young Kids						
Low	59	204	2,036	8	13	27
Medium	1,511	2,464	8,858	149	118	89
High	0	19	3,846	0	3	107
Midlife - Carefree						
Low	86	112	543	37	24	24
Medium	256	296	2,191	56	31	49
High	625	1,308	10,566	84	86	145
Mature						
Low	751	3,444	9,157	186	414	231
Medium	522	2,022	9,902	61	114	117
High	78	683	12,303	12	52	196
Not Private Households	48	275	1,830	49	137	191

Polaris Summary - Phoenix Exmouth

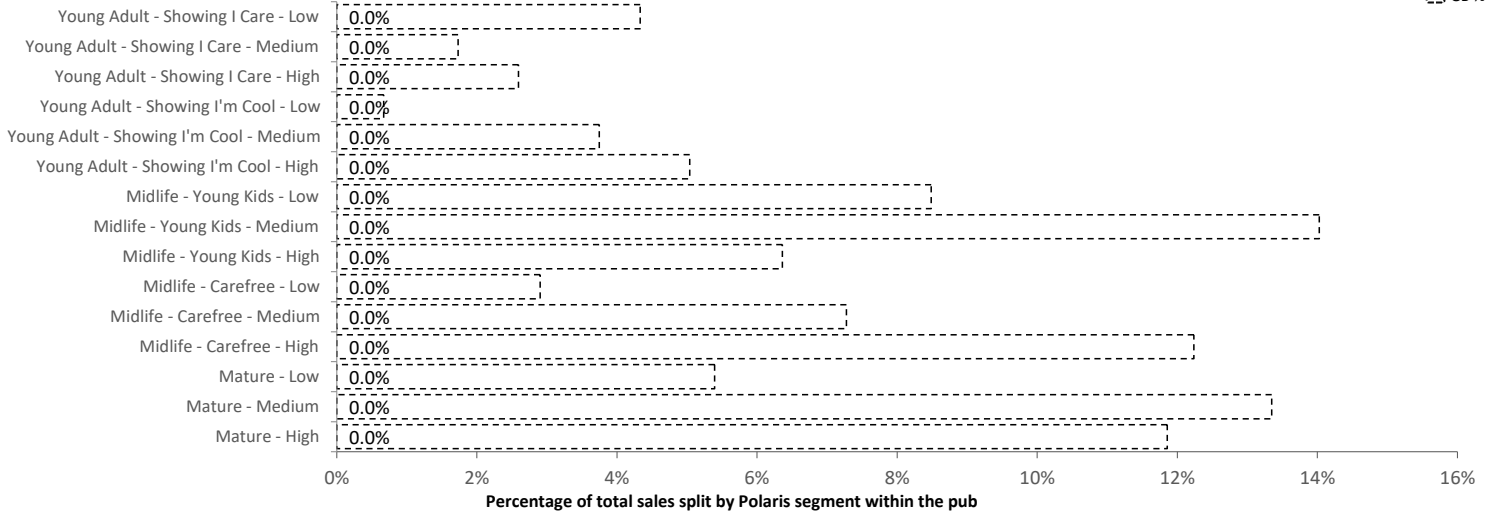


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Data Source © 2020 TomTom

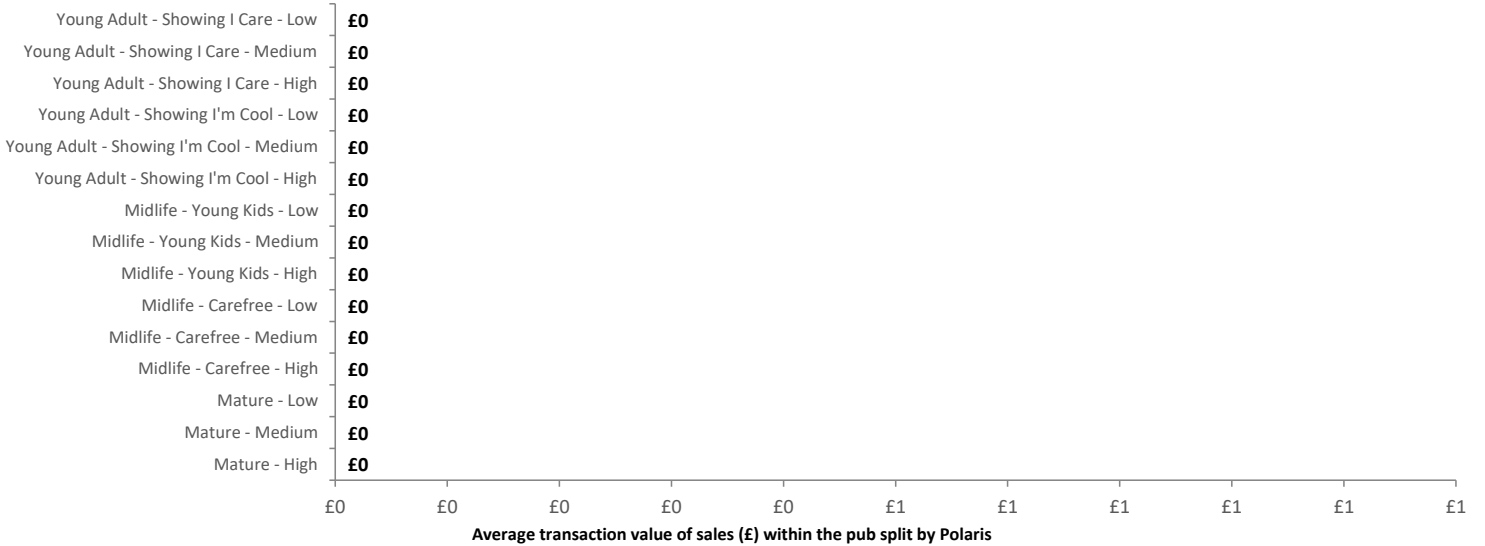


Spend by Polaris

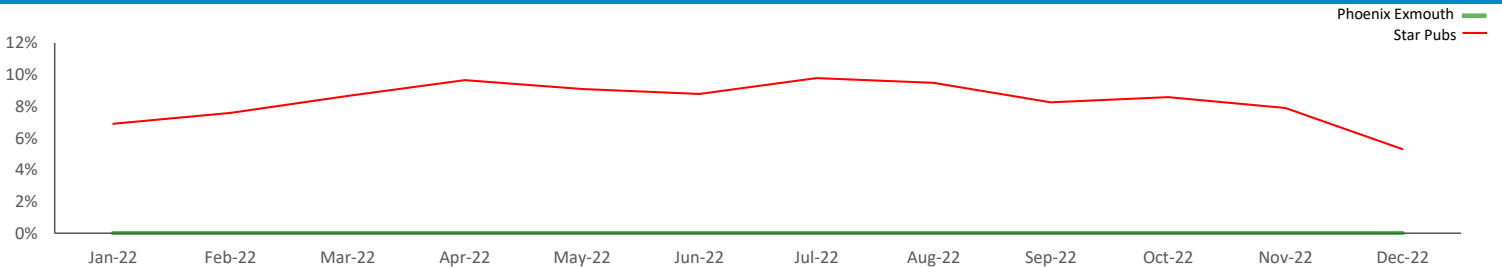
GB %



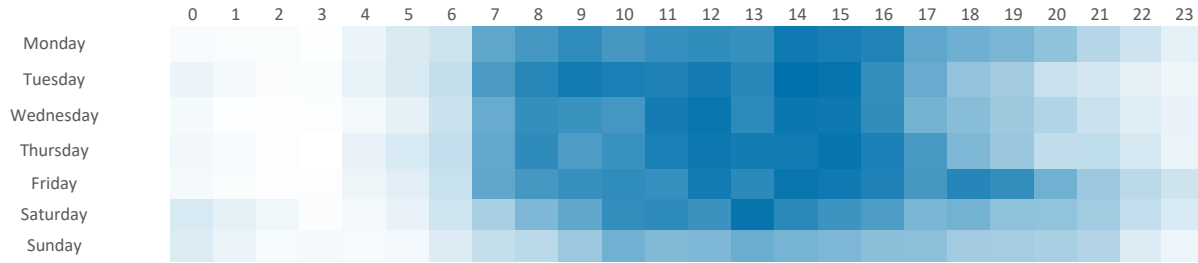
Average Transaction Values (£) by Polaris



Spend by Month

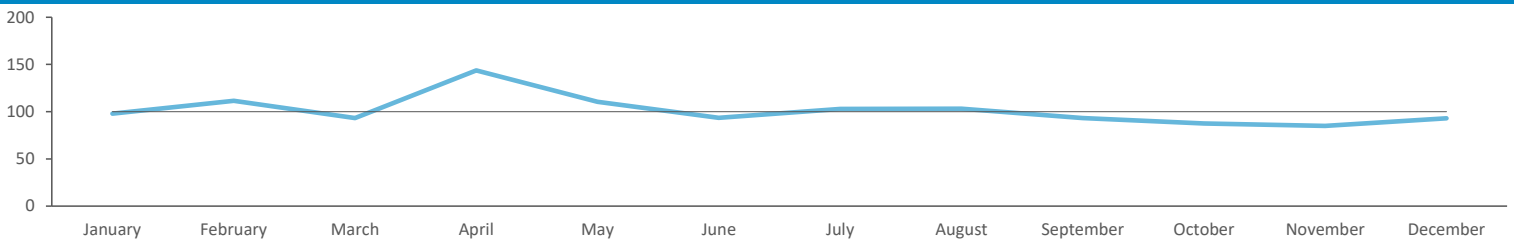


Time of Day/Day of Week



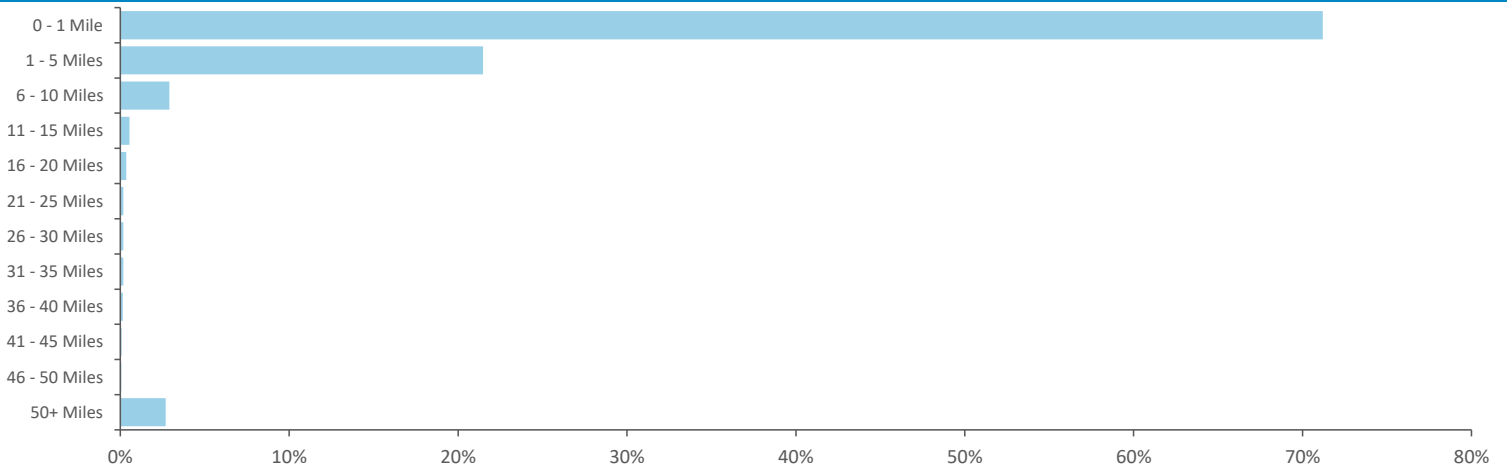
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



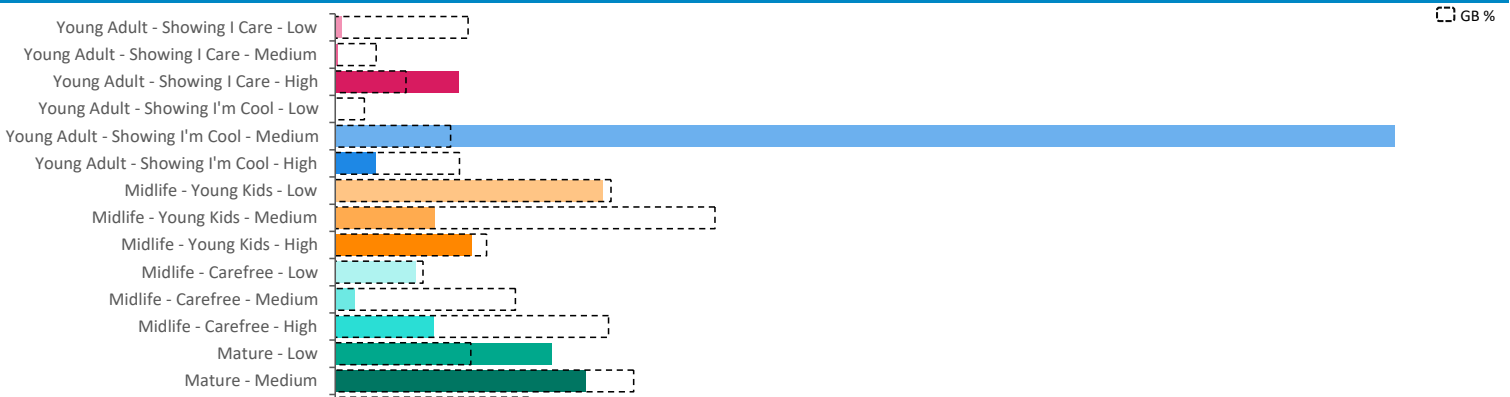
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

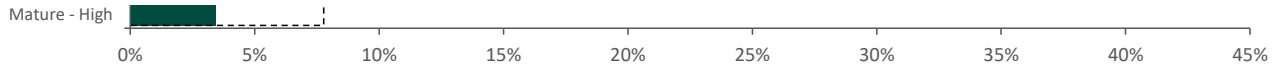


Mobile Data Summary - Phoenix Exmouth

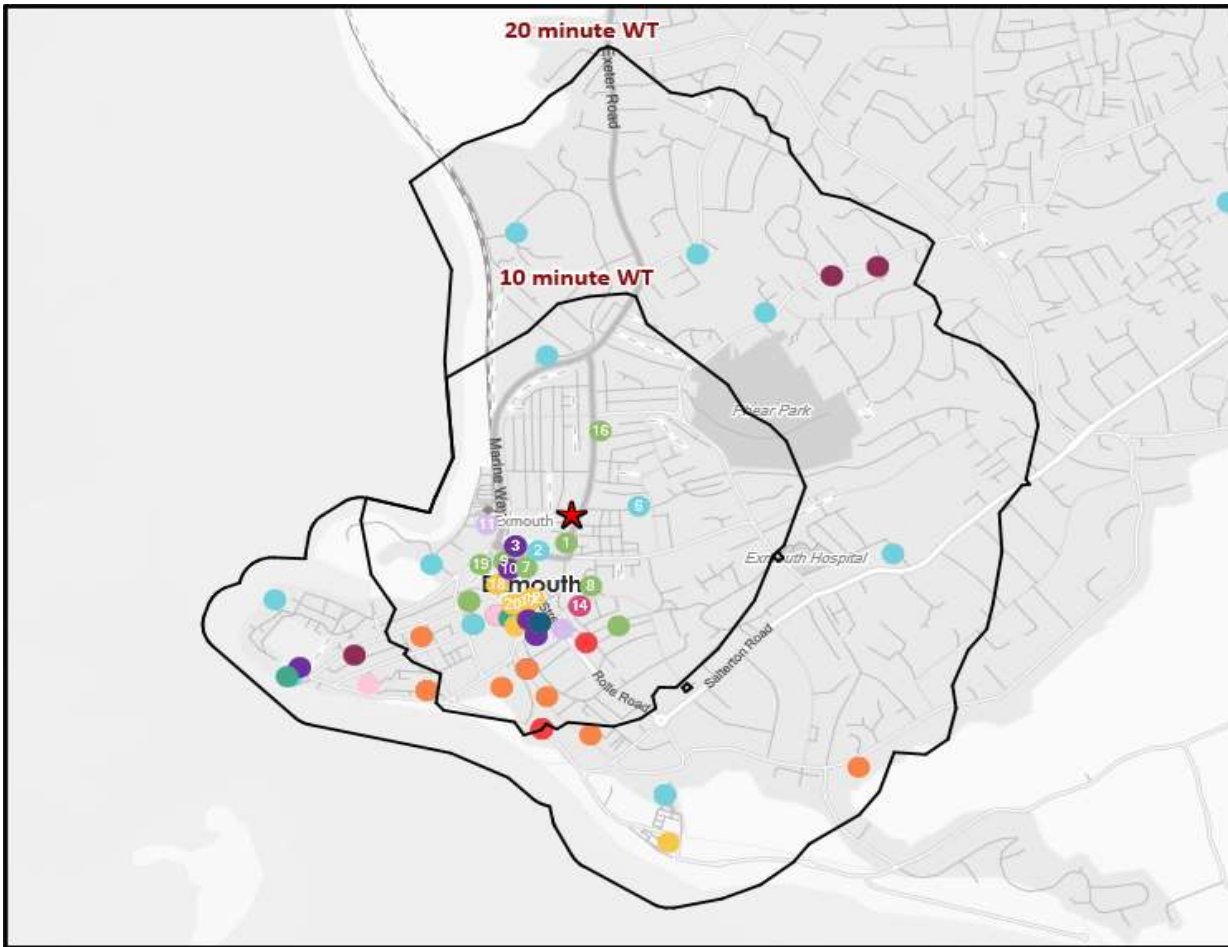


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Time of Day/Day of Week



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



★ Pub Sites
 N 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	Exmouth Arms	EX 8 1PN	Stonegate Pub Company	Circuit Bar	0.1
2	Exmouth Conservative Club	EX 8 1RH	Independent Free	Clubland	0.1
3	Strand Inn	EX 8 1RS	Stonegate Pub Company	Circuit Bar	0.1
3	Noodle Bowl	EX 8 1RS	Independent Free	Restaurants	0.1
3	Mexican	EX 8 1RS	Independent Free	Restaurants	0.1
6	Devon & Cornwall Constabulary SC	EX 8 1JZ	Independent Free	Clubland	0.1
7	Powder Monkey	EX 8 1RJ	Wetherspoons GB	Circuit Bar	0.1
8	Famous Old Barrel	EX 8 1JA	Star Pubs & Bars	Circuit Bar	0.1
9	York Hotel	EX 8 1BY	Independent Free	Circuit Bar	0.2
10	Tandoori Knights Restaurants	EX 8 1AB	Independent Free	Restaurants	0.2
11	Great Western Railway Staff Association	EX 8 1EN	Independent Free	Sports Clubs	0.2
12	Palm	EX 8 1HE	Independent Free	High Street Pub	0.2
12	Franklins	EX 8 1HE	Independent Free	High Street Pub	0.2
14	First & Last Inn	EX 8 1PE	Independent Free	Circuit Bar	0.2
14	Loft	EX 8 1PE	Independent Free	Family Pub Dining	0.2
16	Park Hotel	EX 8 1QH	Stonegate Pub Company	Circuit Bar	0.2
17	Old Warehouse	EX 8 1BR	Independent Free	High Street Pub	0.2
18	Bayleaf Cafe Bar	EX 8 1AF	Independent Free	High Street Pub	0.2
19	Wings Bar	EX 8 1DB	Independent Free	Circuit Bar	0.2
20	Spoken	EX 8 1AL	Independent Free	High Street Pub	0.2