

Catchment Summary - Market Inn Truro

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	Over GB Average
	Around GB Average
	Under GB Average

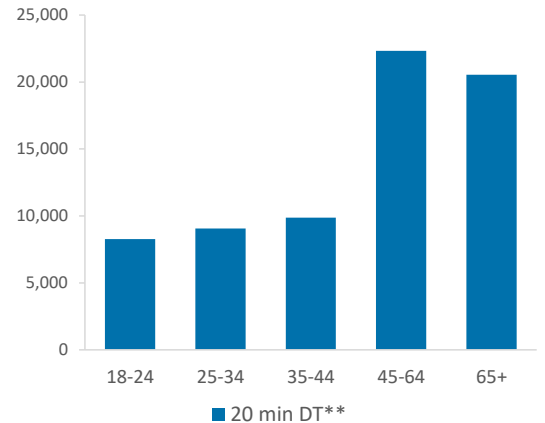
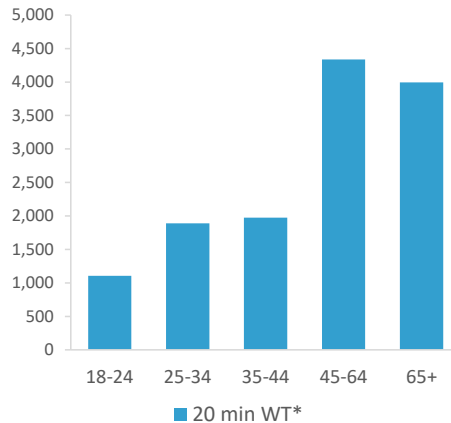
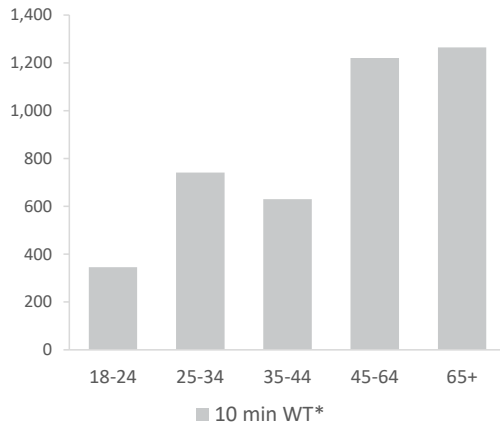
*WT= Walktime, **DT= Drivetime

	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	5,010	16,521	87,155	95	113	23
Population & Adults 18+ index is based on all pubs						
Adults 18+	4,202	13,300	70,065	97	74	23
Competition Pubs	29	33	115	193	103	32
Adults 18+ per Competition Pub	145	403	609	18	49	74
% Adults Likely to Drink	83.6%	83.6%	83.4%	101	101	101

Affluence	Low	33.3%	26.7%	15.9%	130	104	62
	Medium	17.7%	27.7%	41.4%	45	70	105
	High	47.0%	44.7%	42.0%	140	133	125

*Affluence does not include Not Private Households

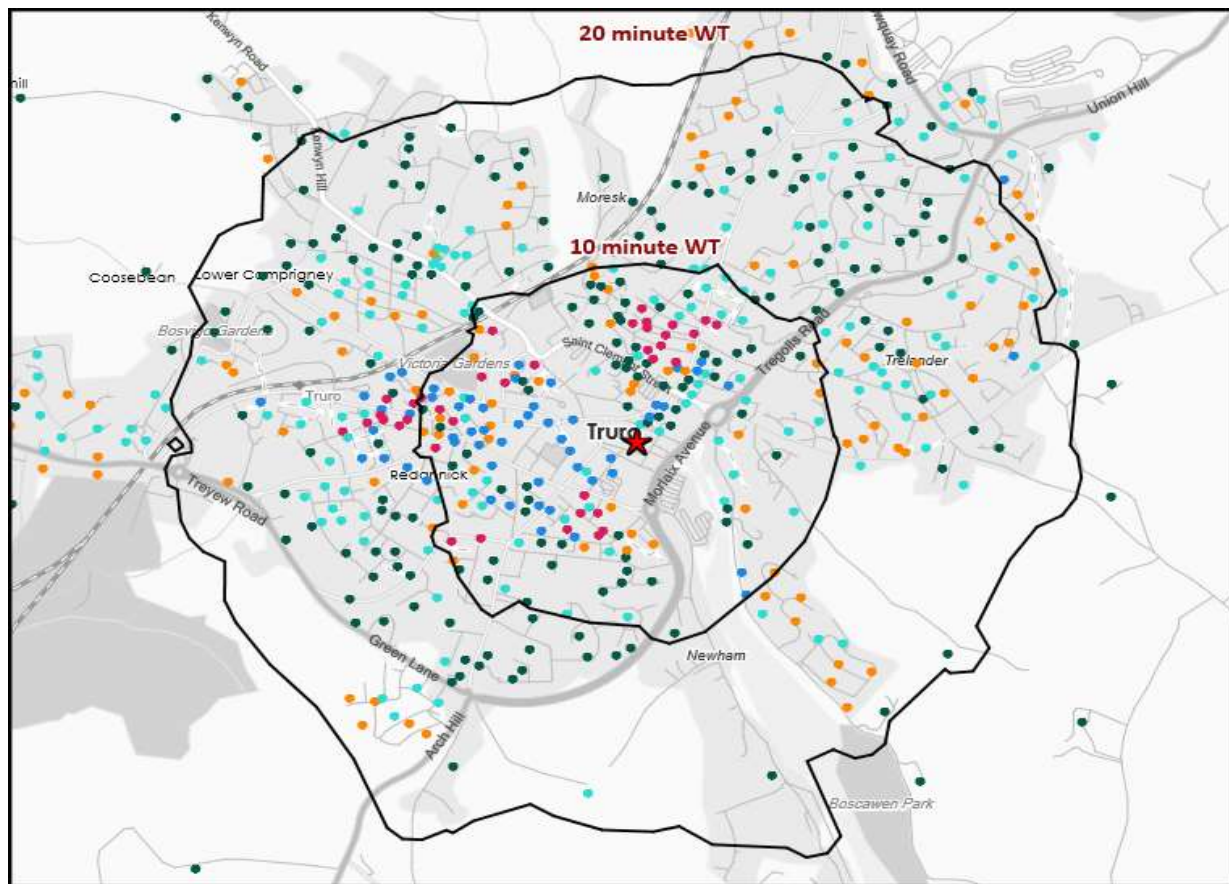
Age Profile	18-24	346	1,105	8,272	85	82	117
	25-34	741	1,889	9,053	111	86	78
	35-44	630	1,975	9,870	98	93	88
	45-64	1,220	4,337	22,325	95	103	100
	65+	1,265	3,994	20,545	132	126	123



		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	2,360 (47%)	7,786 (47%)	42,059 (48%)	95	95	98
	Female	2,650 (53%)	8,735 (53%)	45,096 (52%)	105	105	102
Economic Status (16-74)	Employed: Full-time	1,511 (42%)	4,722 (41%)	22,704 (37%)	101	98	88
	Employed: Part-time	532 (15%)	1,782 (15%)	8,854 (14%)	114	118	110
	Self employed	360 (10%)	1,159 (10%)	7,580 (12%)	105	104	128
	Unemployed	53 (1%)	179 (2%)	854 (1%)	62	65	58
	Retired	561 (16%)	1,871 (16%)	10,455 (17%)	113	117	123
	Other	578 (16%)	1,904 (16%)	11,379 (18%)	82	83	93
Total Worker Count		7,717	16,136	58,347			

See the Glossary page for further information on the above variables

Polaris Summary - Market Inn Truro



- ★ Pub Sites
- ⌘ Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	707	861	3,432	189	73	55
Young Adult - Showing I'm Cool	606	1,024	3,133	157	84	49
Midlife - Young Kids	674	3,055	14,250	51	73	65
Midlife - Carefree	930	3,753	13,691	105	134	93
Mature	1,197	4,490	35,093	102	121	179
Not Private Households	88	117	466	146	61	46
Total	4,202	13,300	70,065			

Polaris Summary - Market Inn Truro

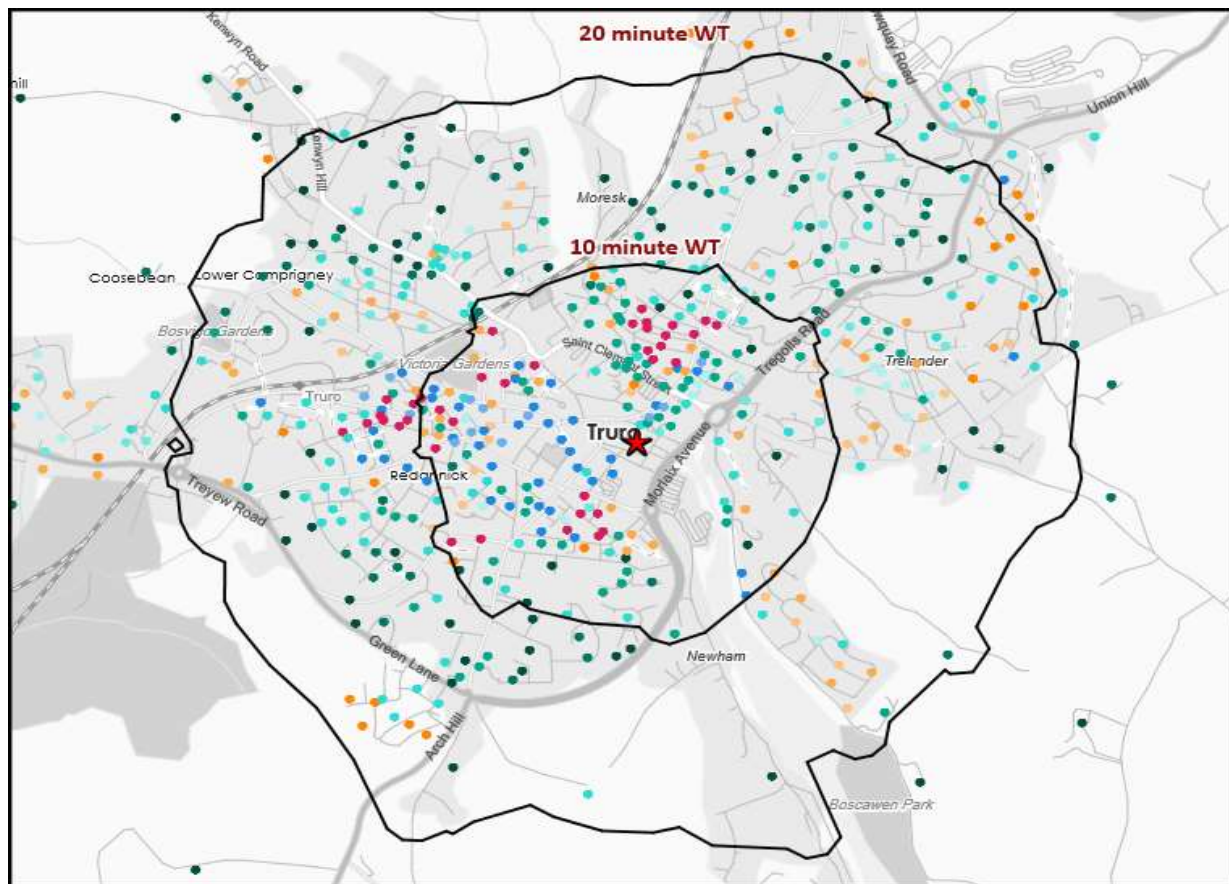


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★ Pub Sites

Polaris Summary - Market Inn Truro



★ 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	2,055	0	0	70
Medium	0	0	0	0	0	0
High	707	861	1,377	500	192	58
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	126	273	912	81	56	35
High	480	751	2,221	255	126	71
Midlife - Young Kids						
Low	265	1,071	3,158	57	72	41
Medium	380	1,078	7,938	61	54	76
High	29	906	3,154	13	126	84
Midlife - Carefree						
Low	149	654	1,410	104	145	59
Medium	141	604	2,163	50	68	46
High	640	2,495	10,118	139	172	132
Mature						
Low	984	1,820	4,512	394	231	108
Medium	96	1,734	17,990	18	103	203
High	117	936	12,591	30	75	192
Not Private Households	88	117	466	146	61	46

Polaris Summary - Market Inn Truro



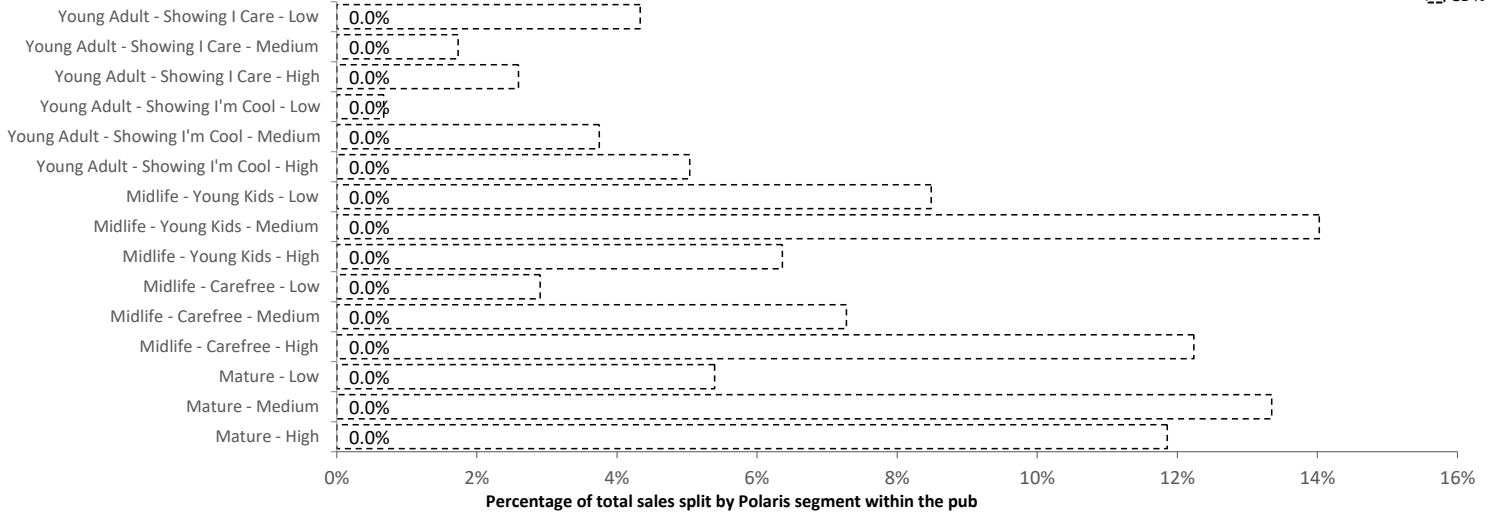
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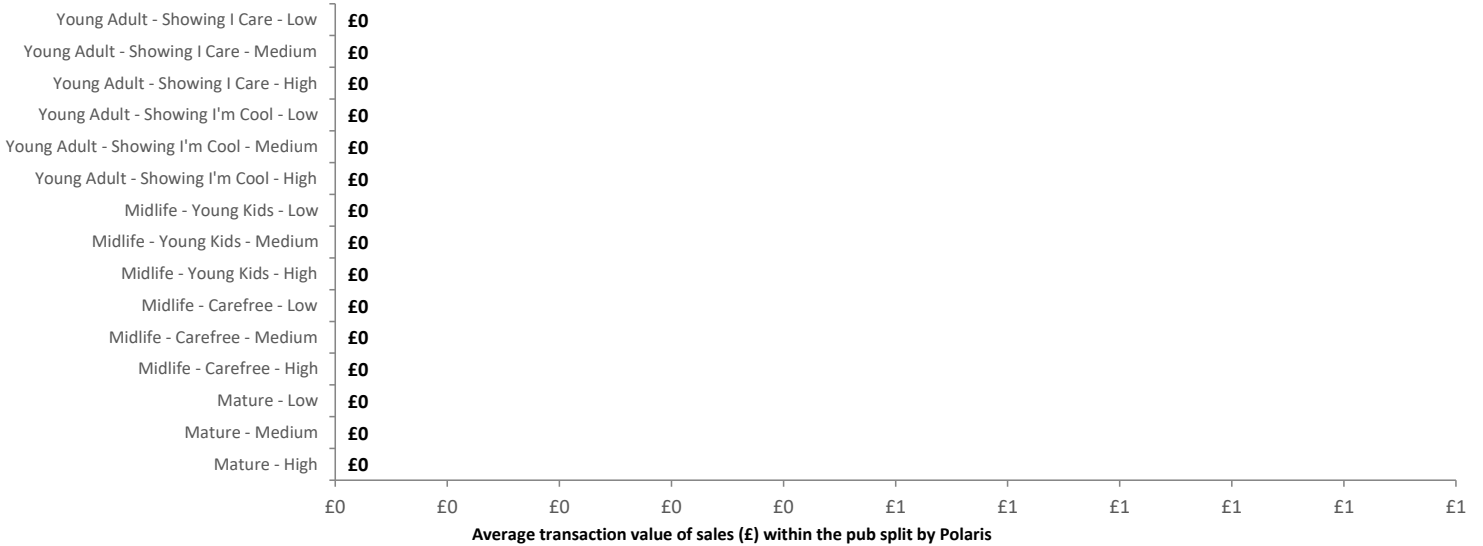
Transactional Data Summary - Market Inn Truro

Spend by Polaris

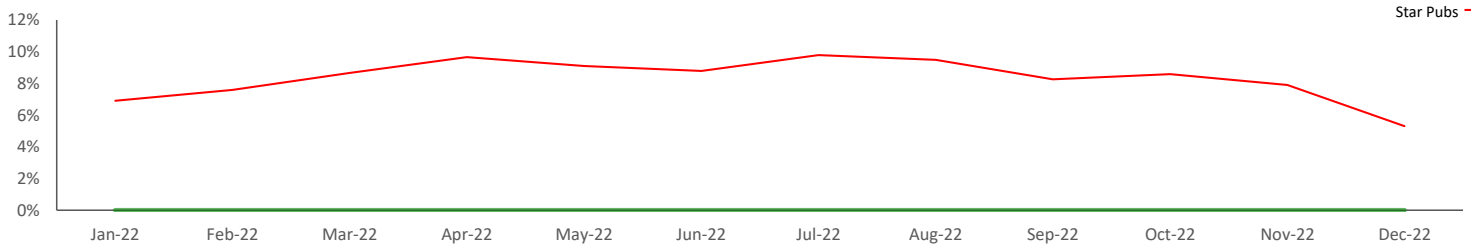
GB %



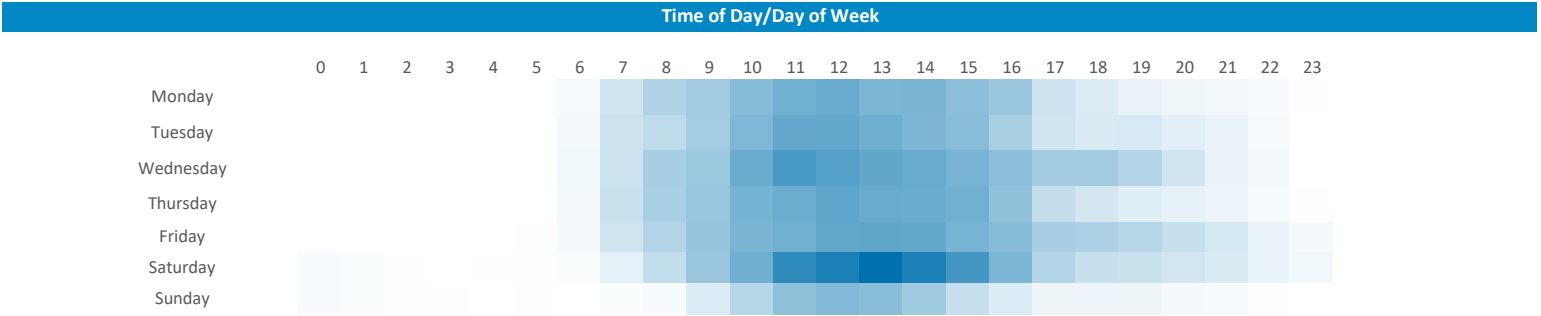
Average Transaction Values (£) by Polaris



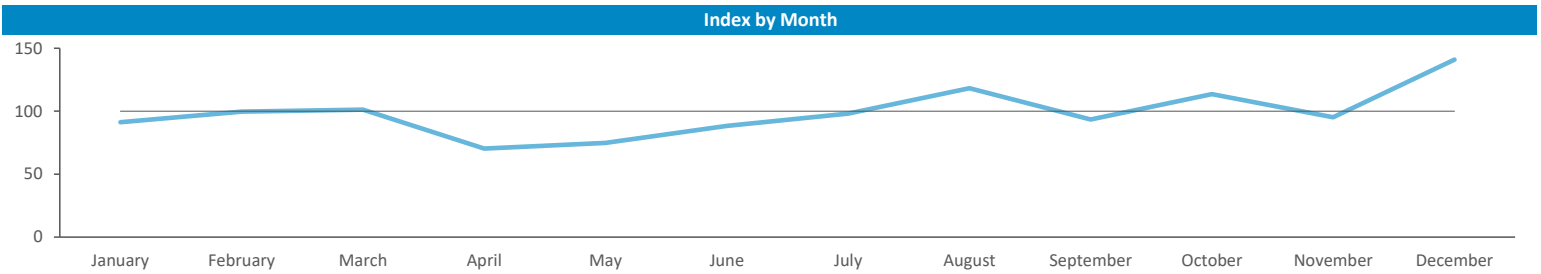
Spend by Month



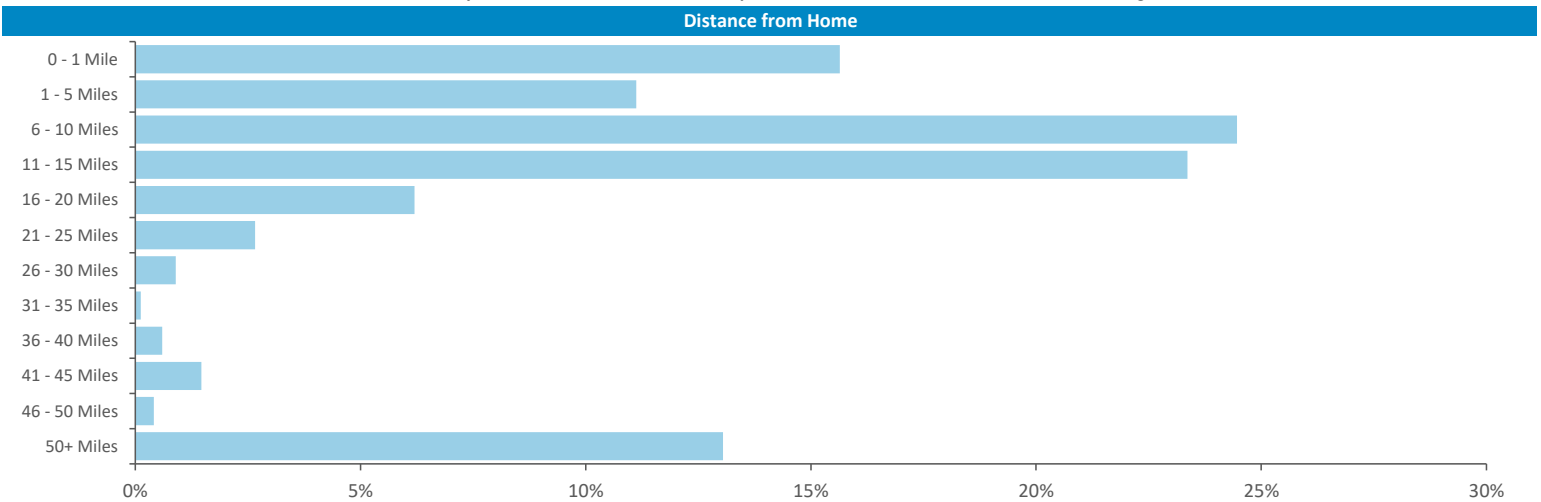
Mobile Data Summary - Market Inn Truro



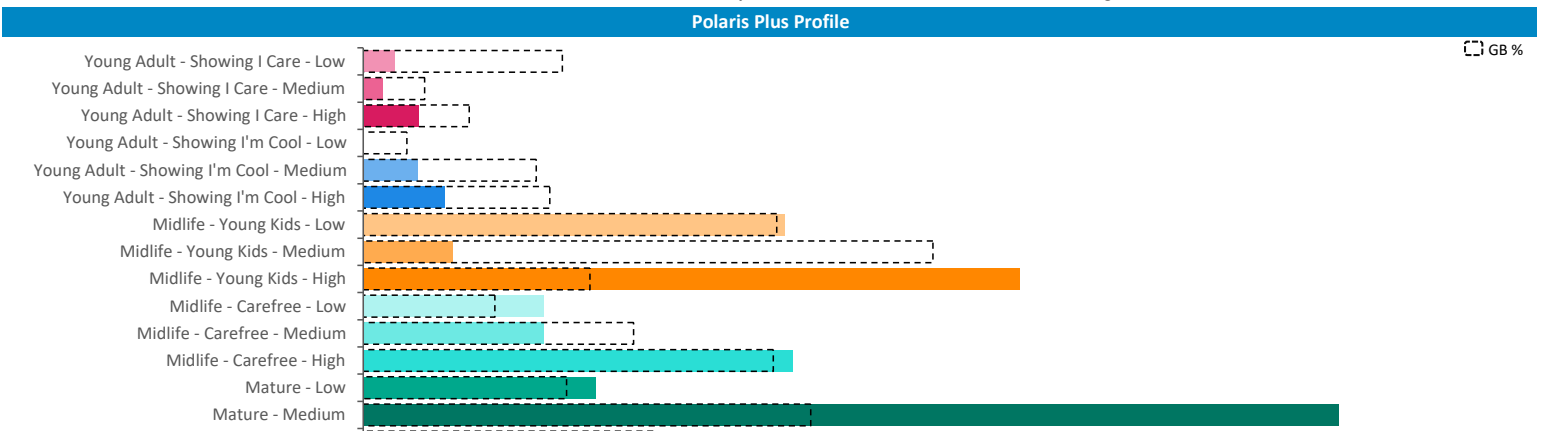
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



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

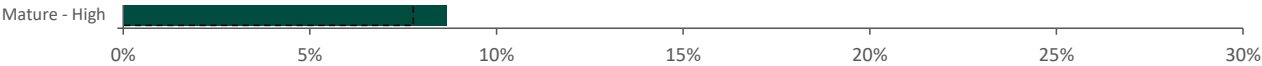


Mobile Data Summary - Market Inn Truro

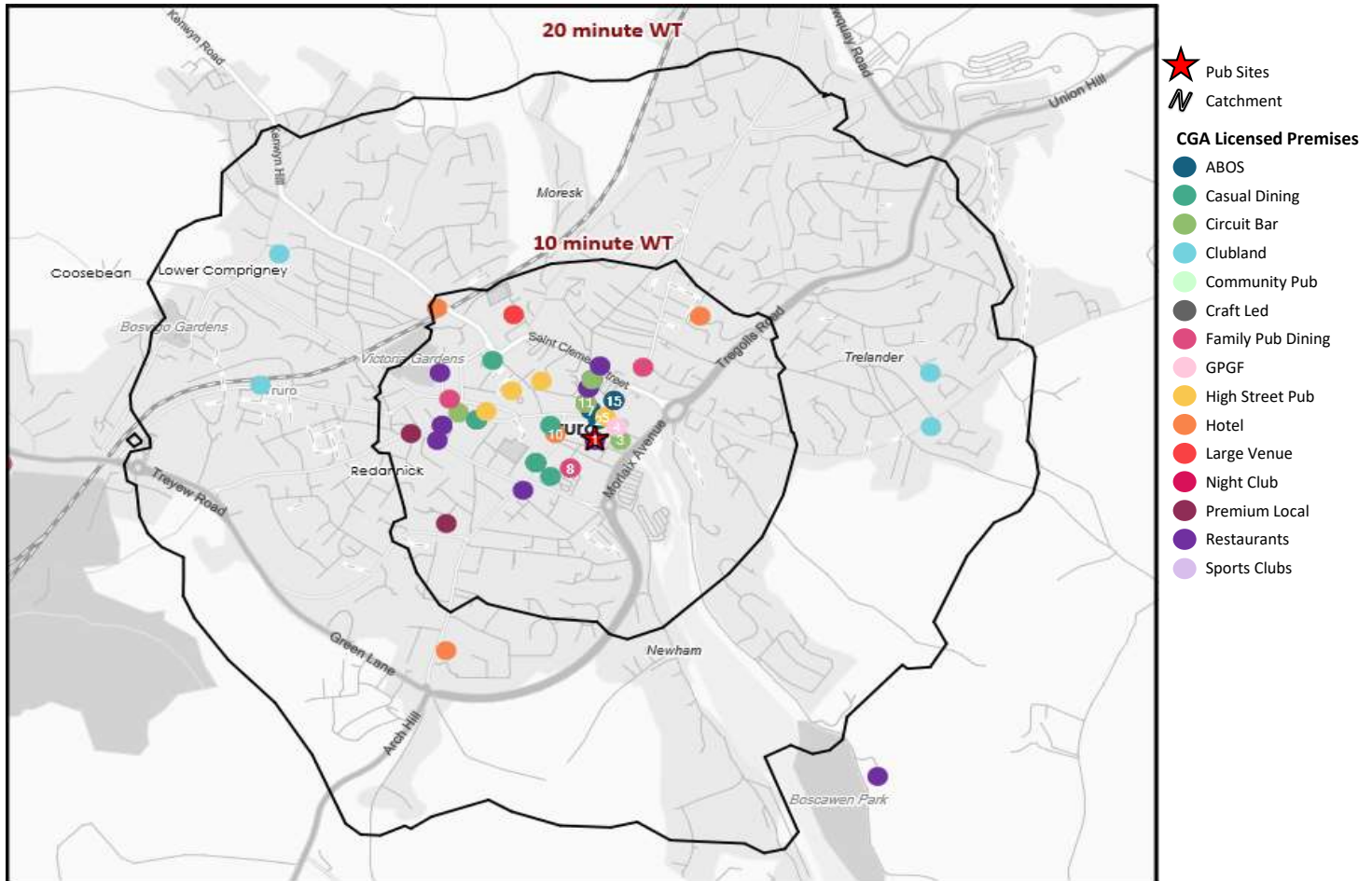


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Time of Day/Day of Week



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



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Fodders Restaurant	TR 1 2LL	Independent Free	Restaurants	0.0
2	Truro Lounge	TR 1 2ES	Loungers	ABOS	0.0
3	Britannia	TR 1 2HE	Stonegate Pub Company	Circuit Bar	0.0
4	Old Ale House	TR 1 2HD	Ei Group	GPGF	0.1
5	Bear	TR 1 2HB	Punch Pub Company	High Street Pub	0.1
5	Back Quay Bar	TR 1 2HB	Independent Free	High Street Pub	0.1
7	On The Rocks	TR 1 2QE	Independent Free	ABOS	0.1
8	Try Dower	TR 1 2LW	Wetherspoons GB	Circuit Bar	0.1
8	Market Inn	TR 1 2LW	Star Pubs & Bars	Family Pub Dining	0.1
10	Mannings Hotel	TR 1 2QB	Independent Free	Hotel	0.1
11	Central Bar	TR 1 2AF	Independent Free	Community Pub	0.1
11	Old Grammar School	TR 1 2AF	Independent Free	GPGF	0.1
11	Office	TR 1 2AF	Independent Free	Night Club	0.1
11	Vertigo	TR 1 2AF	Independent Free	Circuit Bar	0.1
15	Roccos	TR 1 2AA	Independent Free	High Street Pub	0.1
15	White Hart	TR 1 2AA	Punch Pub Company	Family Pub Dining	0.1
15	Sams In The City	TR 1 2AA	Independent Free	Circuit Bar	0.1
15	Lawrances Bakery & Bar	TR 1 2AA	Independent Free	High Street Pub	0.1
15	Shanghai Lounge	TR 1 2AA	Independent Free	Restaurants	0.1
15	Zafiros	TR 1 2AA	Independent Free	ABOS	0.1