

# Catchment Summary - Malt House Seaton



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\*WT= Walktime, \*\*DT= Drivetime

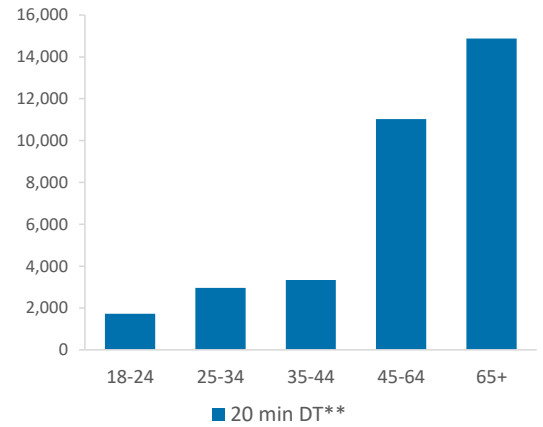
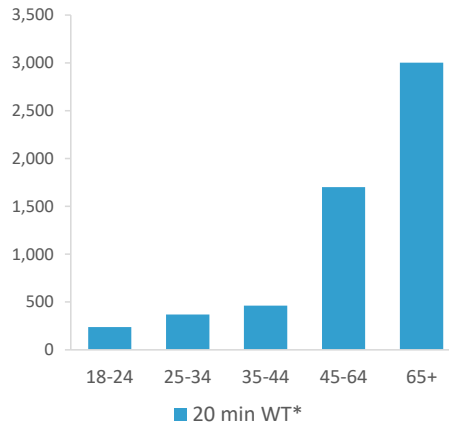
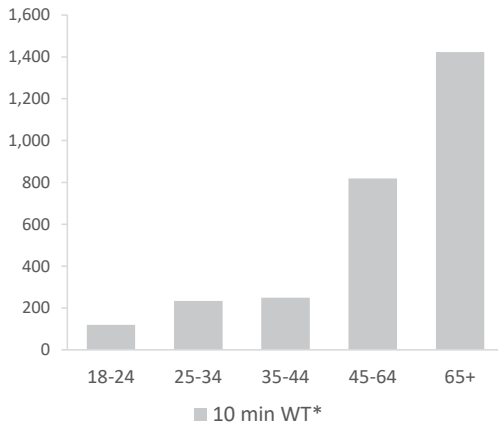
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,219	6,560	40,078	61	45	11
Adults 18+	2,845	5,774	33,932	65	32	11
Competition Pubs	8	9	59	53	28	16
Adults 18+ per Competition Pub	356	642	575	43	78	70
% Adults Likely to Drink	82.9%	83.2%	83.8%	100	101	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	30.4%	32.4%	22.1%	118	126	86
	Medium	52.1%	52.8%	46.8%	132	134	119
	High	8.6%	9.7%	28.7%	26	29	86

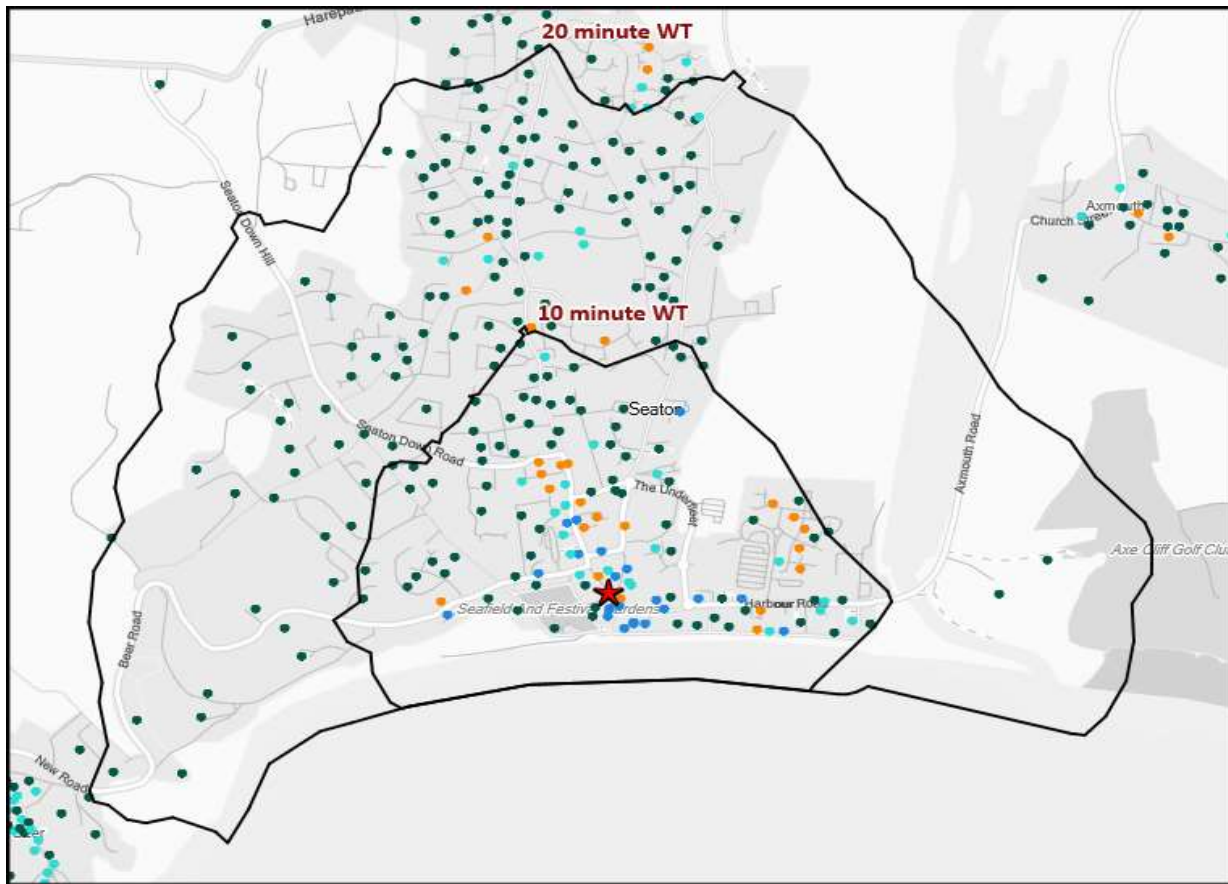
\*Affluence does not include Not Private Households

Age Profile	18-24	120	238	1,722	46	45	53
	25-34	234	370	2,966	55	42	56
	35-44	249	461	3,340	60	55	65
	45-64	819	1,702	11,029	100	102	108
	65+	1,423	3,003	14,875	231	240	194



	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	1,496 (46%)	3,045 (46%)	19,023 (47%)	94	94	96
	Female	1,723 (54%)	3,515 (54%)	21,055 (53%)	106	106	104
Economic Status (16-74)							
	Employed: Full-time	686 (33%)	1,234 (29%)	8,203 (31%)	80	71	74
	Employed: Part-time	291 (14%)	631 (15%)	3,930 (15%)	109	116	113
	Self employed	263 (13%)	514 (12%)	4,075 (15%)	134	128	160
	Unemployed	19 (1%)	33 (1%)	263 (1%)	39	33	42
	Retired	544 (26%)	1,317 (31%)	7,143 (27%)	192	228	194
	Other	253 (12%)	465 (11%)	3,079 (12%)	62	56	58
Total Worker Count		1,679	2,249	15,802			

See the Glossary page for further information on the above variables



- 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	0	0	0	0	0	0
Young Adult - Showing I'm Cool	460	483	934	176	91	30
Midlife - Young Kids	566	722	4,862	63	40	46
Midlife - Carefree	326	541	6,070	54	45	85
Mature	1,240	3,737	21,251	156	231	224
<b>Not Private Households</b>	253	291	815	618	350	167
<b>Total</b>	2,845	5,774	33,932			

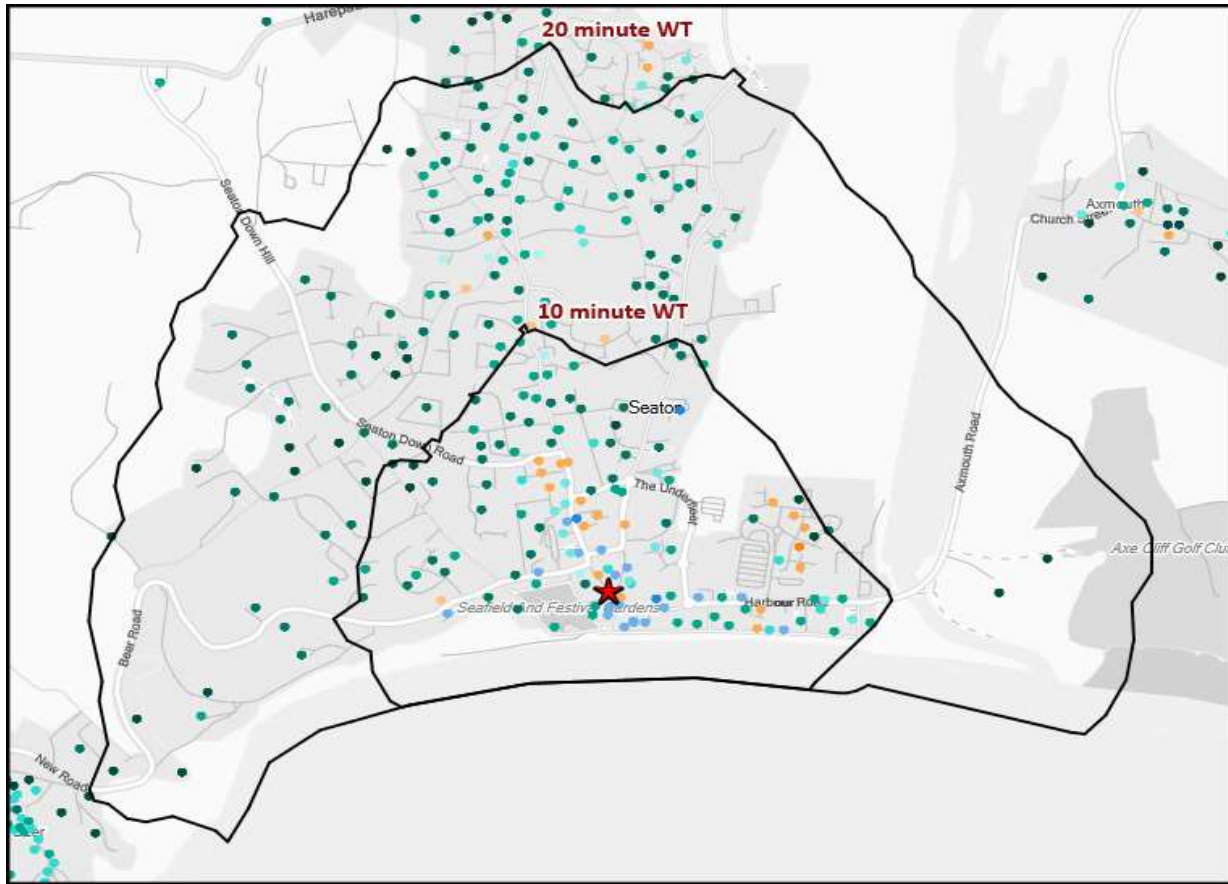
# Polaris Summary - Malt House Seaton



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★ 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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	437	437	592	415	205	47
High	23	46	342	18	18	23
<b>Midlife - Young Kids</b>						
Low	64	215	1,383	20	34	37
Medium	485	490	3,393	114	57	67
High	17	17	86	11	5	5
<b>Midlife - Carefree</b>						
Low	52	126	976	54	64	85
Medium	97	161	1,747	51	42	77
High	177	254	3,347	57	40	90
<b>Mature</b>						
Low	748	1,532	5,148	443	447	256
Medium	463	1,962	10,134	129	268	236
High	29	243	5,969	11	45	188
<b>Not Private Households</b>	253	291	815	618	350	167

# Polaris Summary - Malt House Seaton



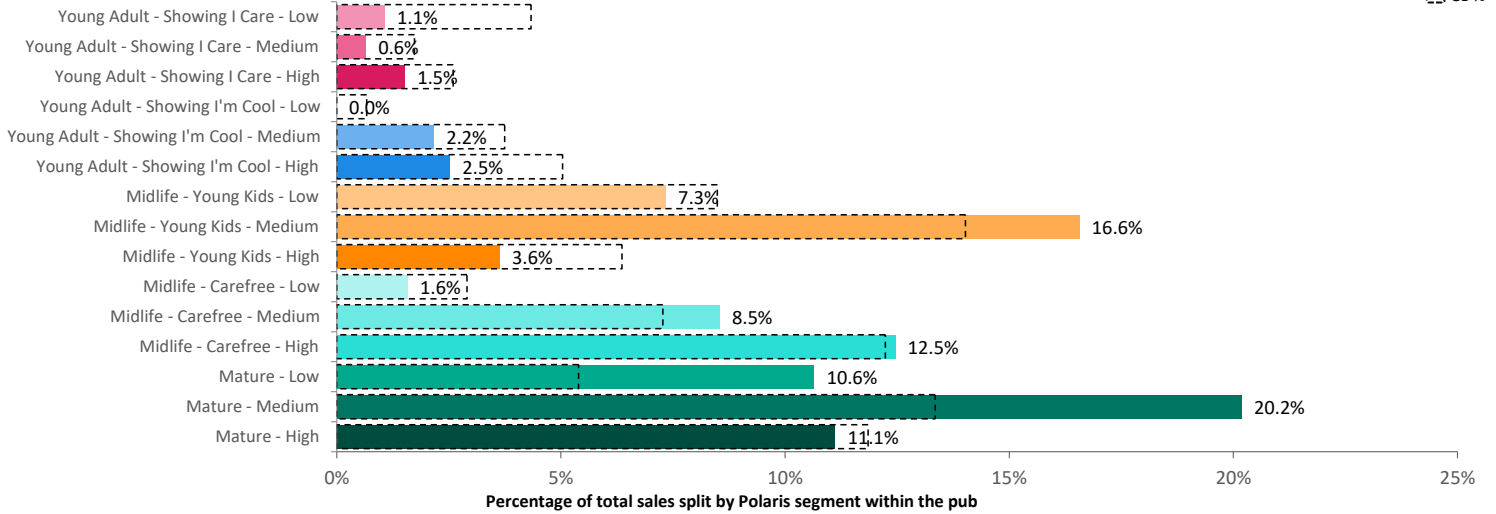
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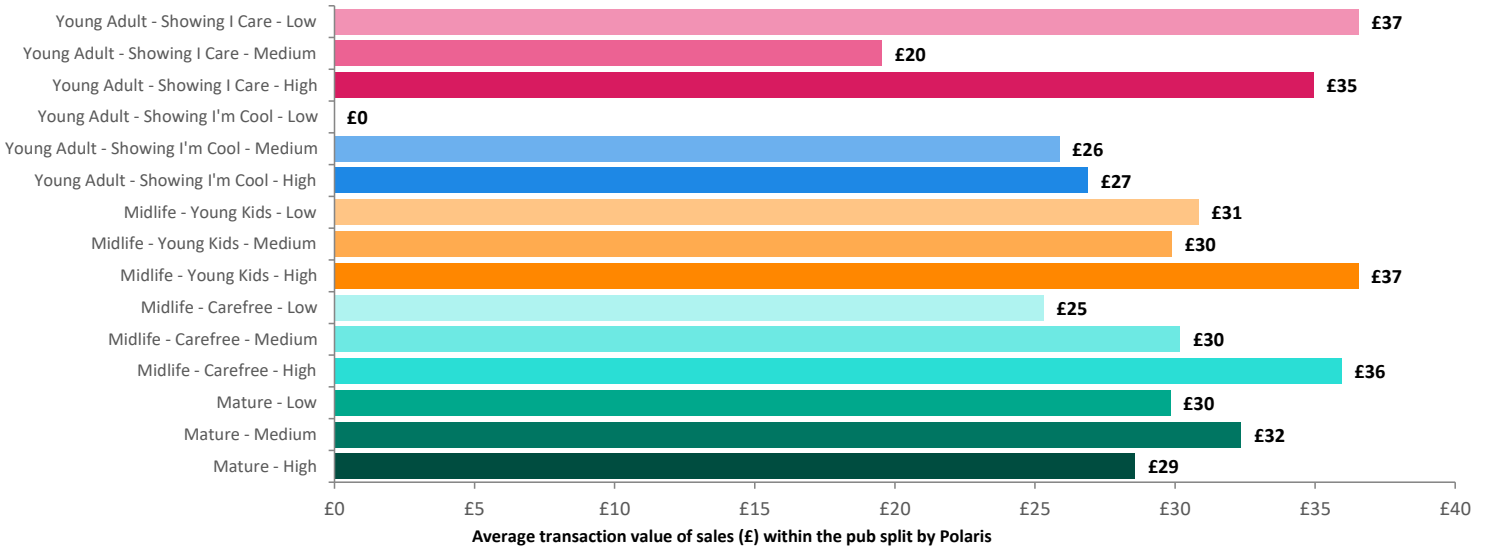
Total 2,845 5,774 33,932

Spend by Polaris

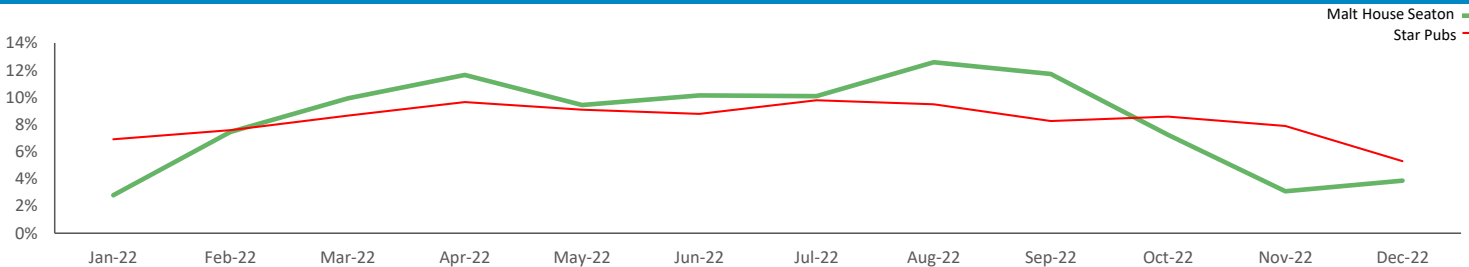
GB %



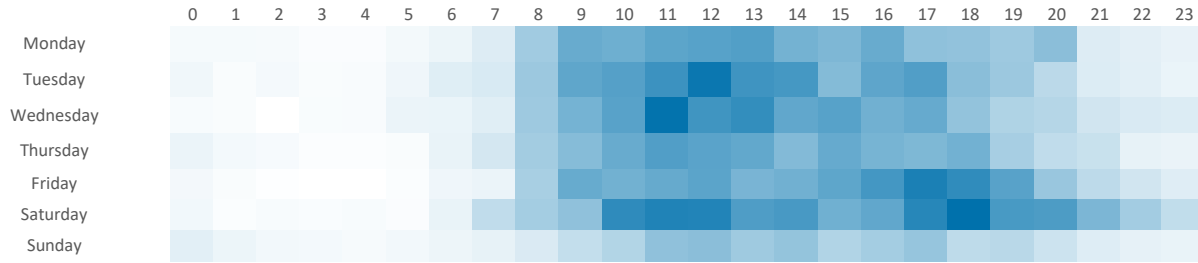
Average Transaction Values (£) by Polaris



Spend by Month

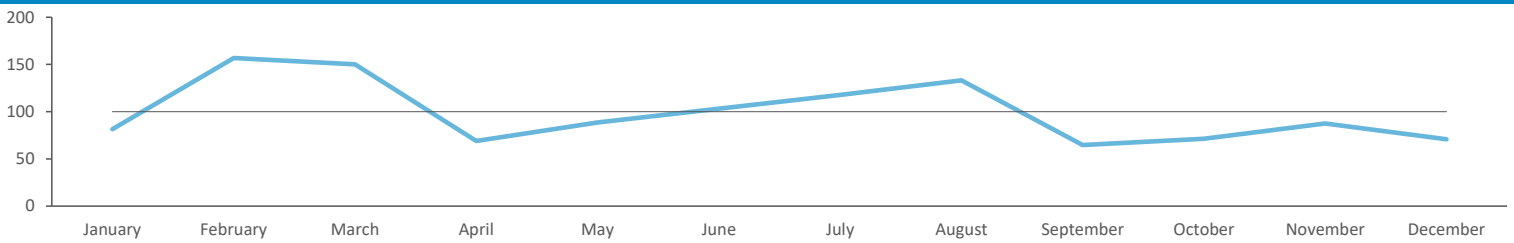


### Time of Day/Day of Week



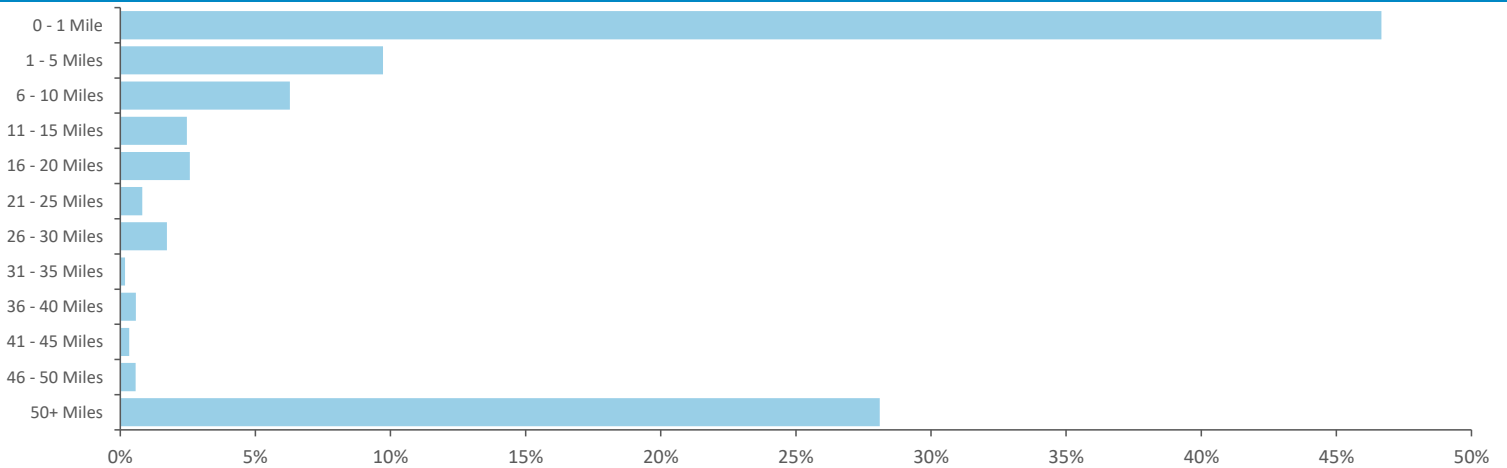
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



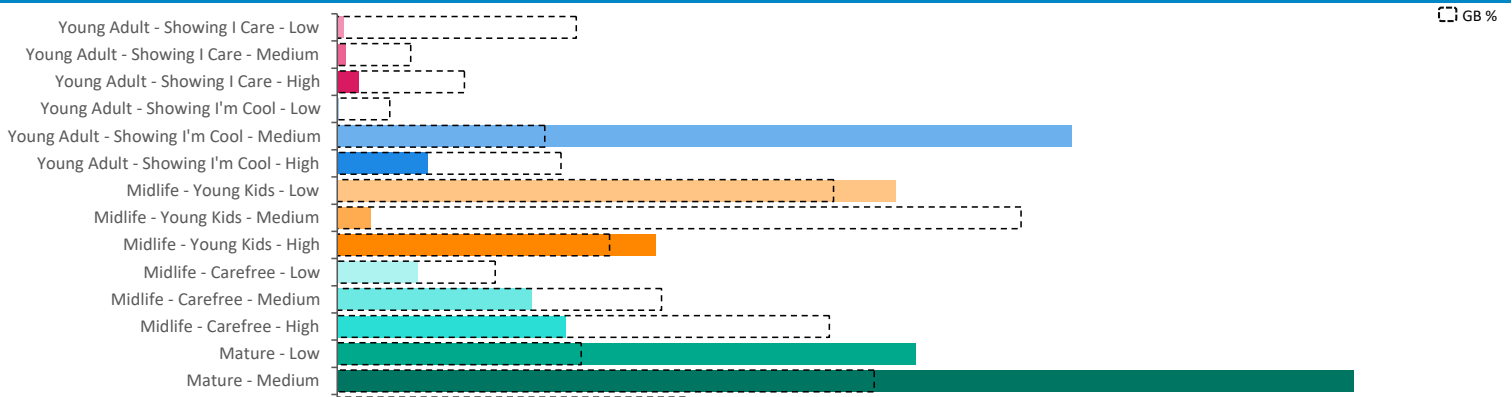
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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 - Malt House Seaton



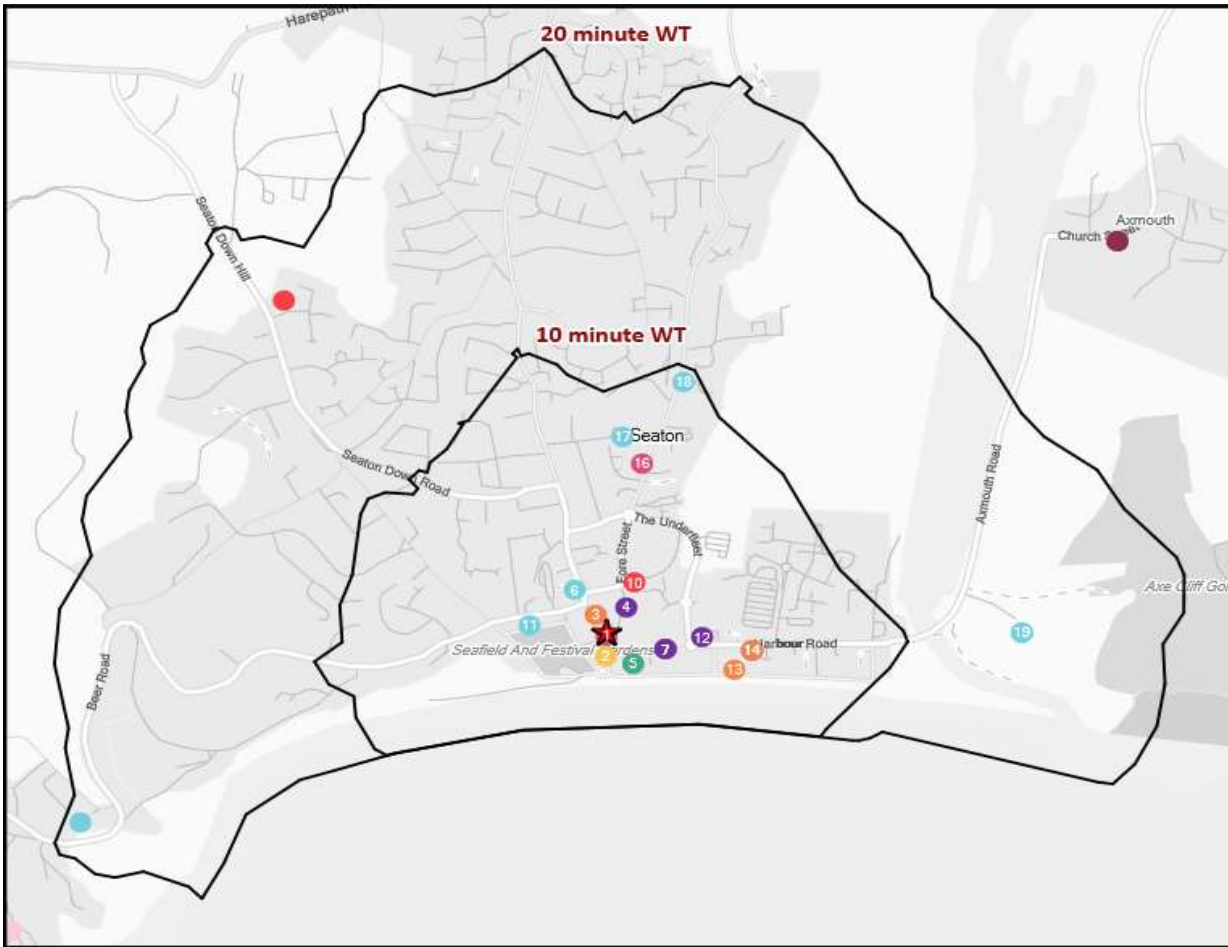
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## Time of Day/Day of Week



**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	Malt House	EX12 2NX	Star Pubs & Bars	Family Pub Dining	0.0
2	Terrace Restaurant&Bar	EX12 2QN	Independent Free	High Street Pub	0.0
3	Eyre Court Hotel	EX12 2NY	Greene King	Hotel	0.0
4	Le Pisani	EX12 2LE	Independent Free	Restaurants	0.1
5	Shed Steakhouse & Grill	EX12 2LS	Independent Free	Casual Dining	0.1
6	De La Pole Masonic Club	EX12 2RB	Independent Free	Clubland	0.1
7	Royal Clarence	EX12 2LX	Independent Free	Circuit Bar	0.1
7	Old Picture House	EX12 2LX	Unknown	Family Pub Dining	0.1
7	Tandoori Tonight	EX12 2LX	Independent Free	Restaurants	0.1
10	Seaton's Voice	EX12 2LD	Independent Free	Large Venue	0.1
11	Seaton Bowling Club	EX12 2QS	Independent Free	Clubland	0.1
12	Monsoon	EX12 2WD	Independent Free	Restaurants	0.1
13	Mariners Hotel	EX12 2NP	Independent Free	Hotel	0.2
14	Flipside	EX12 2NA	Independent Free	Restaurants	0.2
14	Premier Inn	EX12 2NA	Whitbread	Hotel	0.2
16	Kings Arms	EX12 2AN	Independent Free	Family Pub Dining	0.3
17	Seaton Cricket & Tennis Club	EX12 2AR	Independent Free	Clubland	0.3
18	Seasiders Club	EX12 2DF	Independent Free	Clubland	0.4
19	Axe Yacht Club	EX12 4AB	Independent Free	Clubland	0.6
19	Axecliffe Golf Club	EX12 4AB	Independent Free	Clubland	0.6