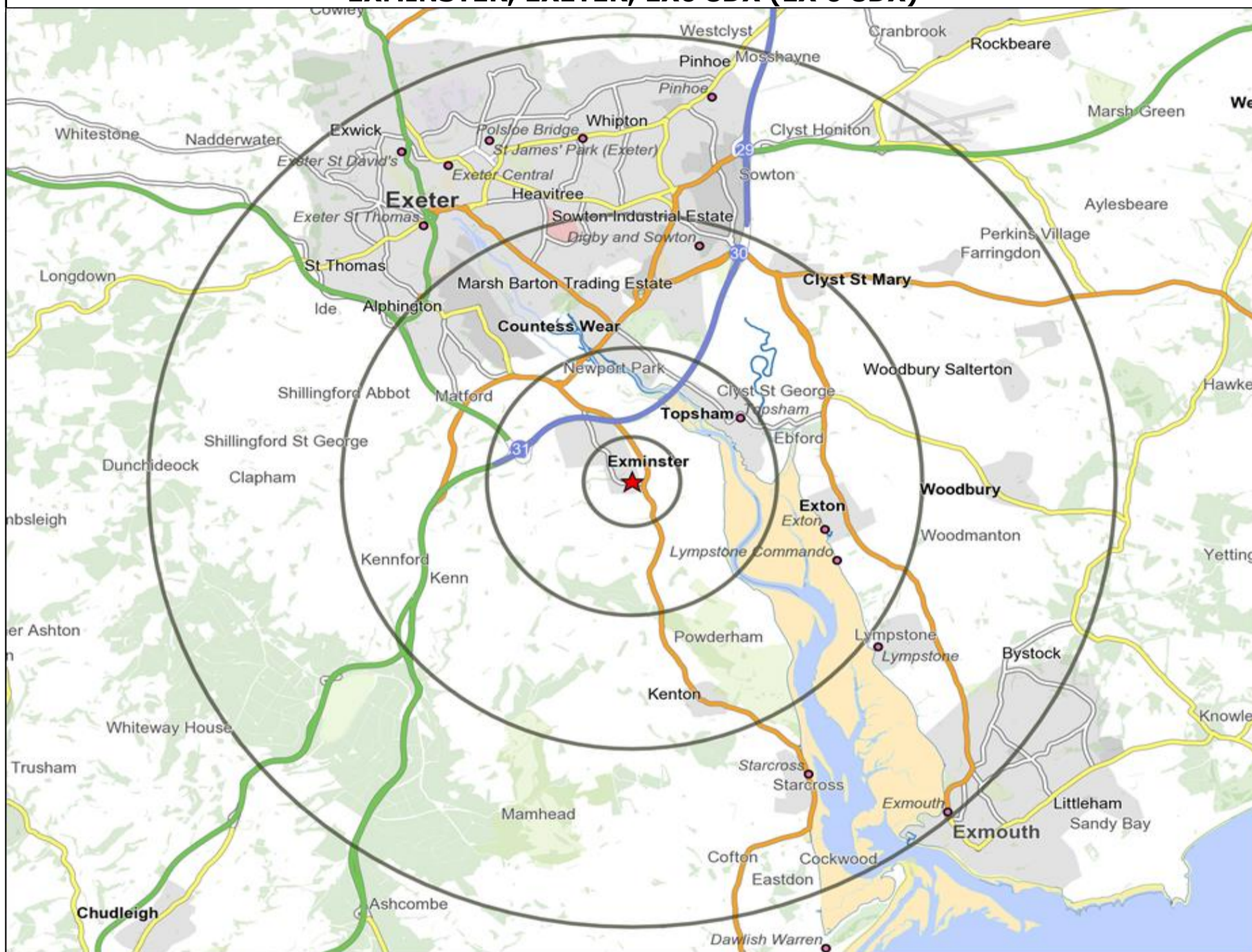




**Customer Profile Report for ROYAL OAK INN, EXETER (Punch Outlet Number: 203281)  
EXMINSTER, EXETER, EX6 8DX (EX 6 8DX)**



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★ Location      ○ 0.5, 1.5, 3 & 5 Mile Distance

**Age Data Table**

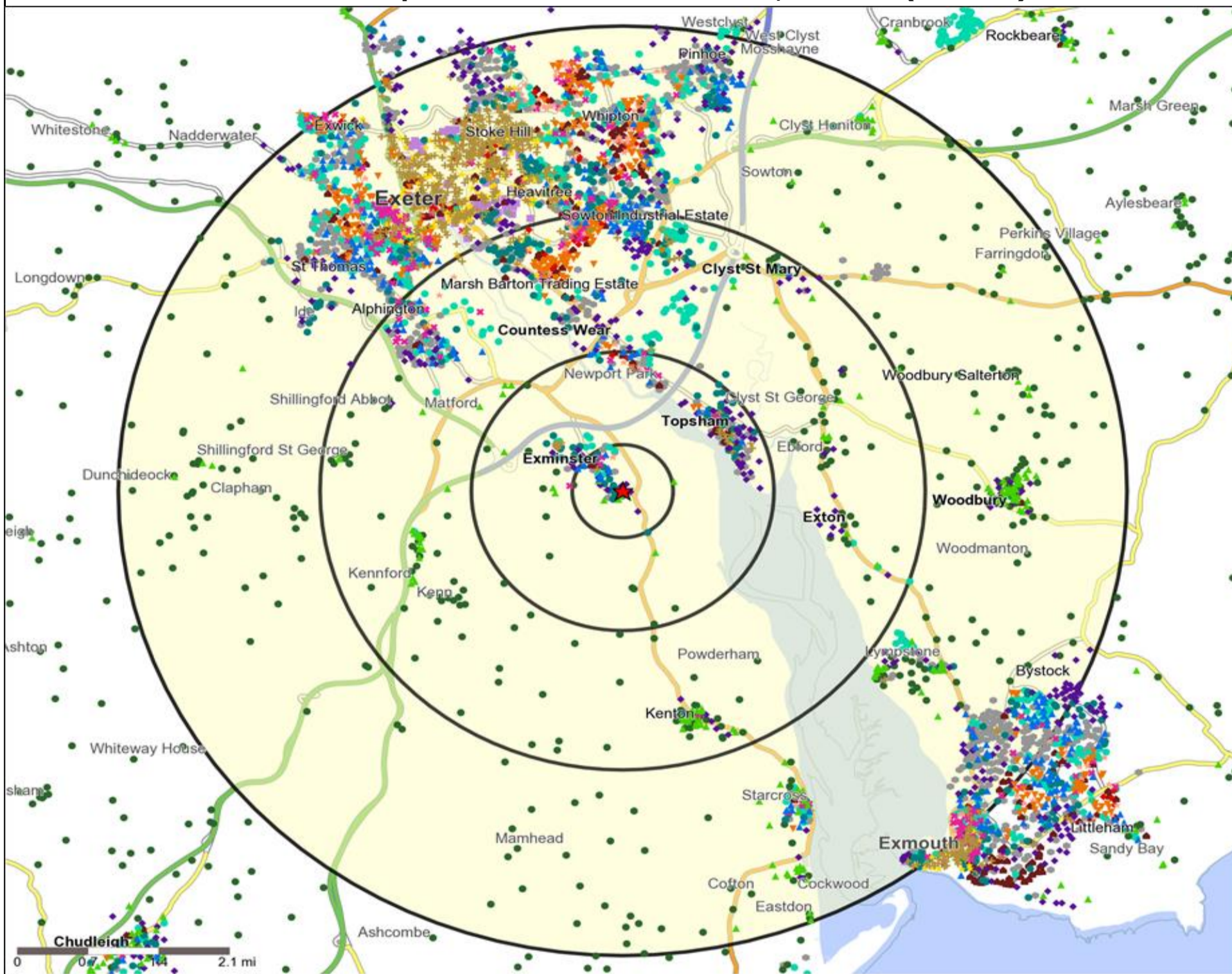
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	275	1,556	7,042	25,438	22,766	77	88	100	87	88
16-17	41	171	894	3,174	2,794	92	78	102	88	87
18-24	95	395	2,665	22,983	19,978	55	47	78	163	160
25-34	233	1,018	5,102	22,678	20,432	89	79	99	106	108
35-44	217	1,140	4,805	18,072	16,275	90	96	101	91	93
45-54	252	1,250	5,146	19,665	17,737	93	94	96	89	91
55-64	224	1,120	4,356	16,096	14,137	104	106	102	91	91
65+	573	2,734	7,654	27,732	23,957	167	162	113	99	96
<b>Population estimate 2015</b>	<b>1,910</b>	<b>9,384</b>	<b>37,664</b>	<b>155,838</b>	<b>138,076</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Ethnicity - Census 2011**

	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	1,846	8,221	33,793	137,791	120,706	99%	98%	96%	94%	94%
Mixed / Multiple Ethnic Groups	17	92	410	2,108	1,887	1%	1%	1%	1%	1%
Asian / Asian British	4	69	550	4,583	4,023	0%	1%	2%	3%	3%
Black / African / Caribbean / Black British	2	11	150	686	626	0%	0%	0%	0%	0%
Other Ethnic Group	2	25	156	1,107	1,006	0%	0%	0%	1%	1%
<b>All People (Ethnic Group)</b>	<b>1,871</b>	<b>8,418</b>	<b>35,059</b>	<b>146,275</b>	<b>128,248</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: ROYAL OAK INN, EXETER (203281)**



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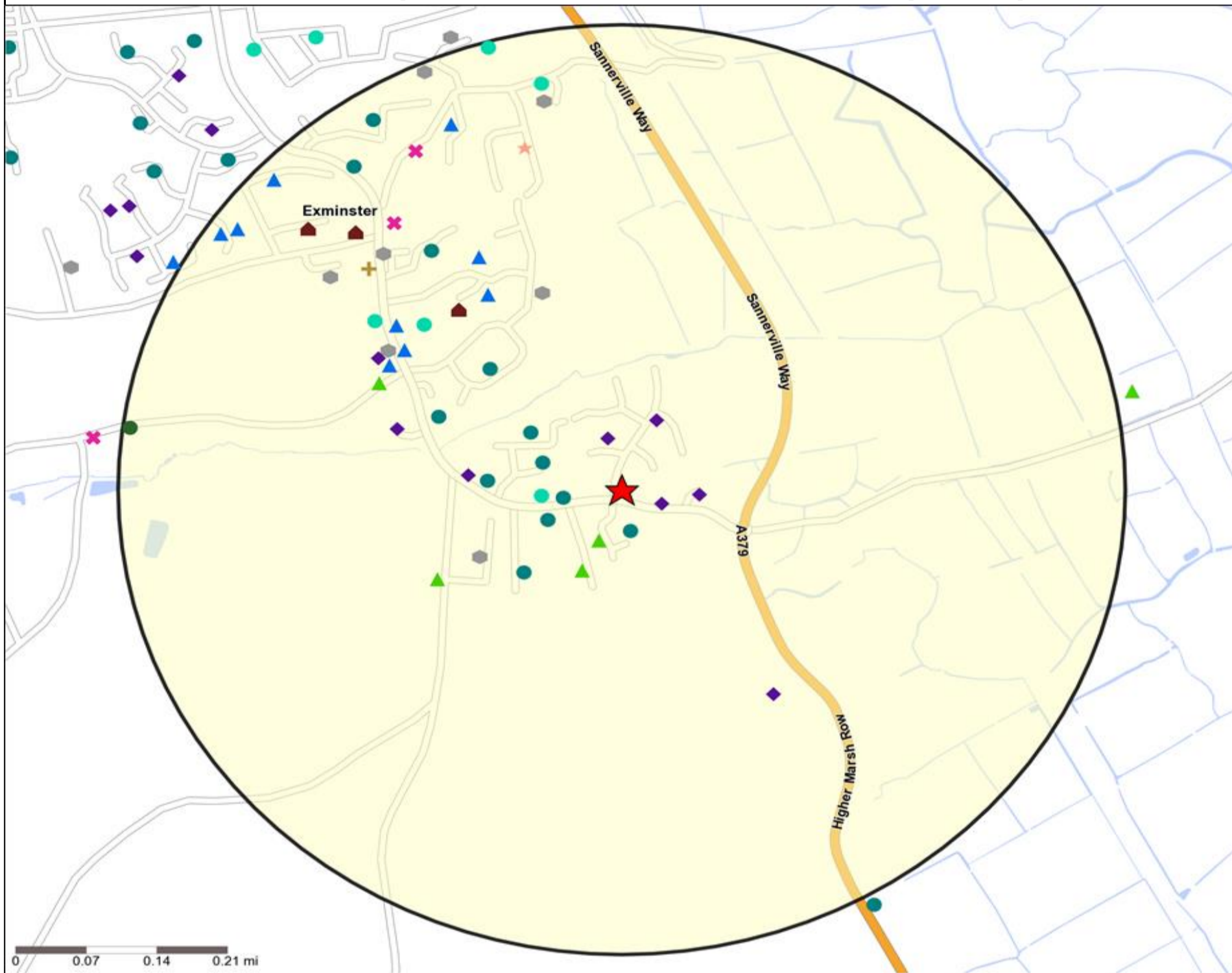
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs
- C Country Living

**Mosaic UK Data Table (Residential)**

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
<b>A City Prosperity (18+)</b>	0	8	18	1,338	1,292	0	2	1	26	29
<b>B Prestige Positions (18+)</b>	194	1,040	3,236	7,050	4,922	167	186	154	81	63
<b>C Country Living (18+)</b>	15	124	1,965	4,591	5,081	14	23	98	55	69
<b>D Rural Reality (18+)</b>	157	210	1,115	3,077	3,929	142	40	56	37	53
<b>E Senior Security (18+)</b>	166	1,444	4,148	17,019	12,865	128	232	177	175	148
<b>F Suburban Stability (18+)</b>	280	542	1,945	7,456	6,041	287	116	110	102	93
<b>G Domestic Success (18+)</b>	393	1,583	3,662	9,206	8,531	293	246	151	92	95
<b>H Aspiring Homemakers (18+)</b>	96	851	4,067	15,394	14,053	66	122	155	141	145
<b>I Family Basics (18+)</b>	0	121	2,293	8,154	7,413	0	22	110	94	96
<b>J Transient Renters (18+)</b>	43	222	1,319	6,579	5,020	47	50	79	95	81
<b>K Municipal Challenge (18+)</b>	0	59	475	2,215	2,053	0	13	28	32	33
<b>L Vintage Value (18+)</b>	108	532	1,660	7,116	6,394	108	110	91	95	95
<b>M Modest Traditions (18+)</b>	115	463	1,203	3,519	2,865	152	127	88	62	56
<b>N Urban Cohesion (18+)</b>	0	9	250	4,192	4,060	0	2	17	67	73
<b>O Rental Hubs (18+)</b>	28	451	1,522	22,690	22,275	23	76	68	246	271
<b>Adults 18+ estimate 2015</b>	<b>1,595</b>	<b>7,659</b>	<b>28,878</b>	<b>119,596</b>	<b>106,794</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: ROYAL OAK INN, EXETER (203281)**



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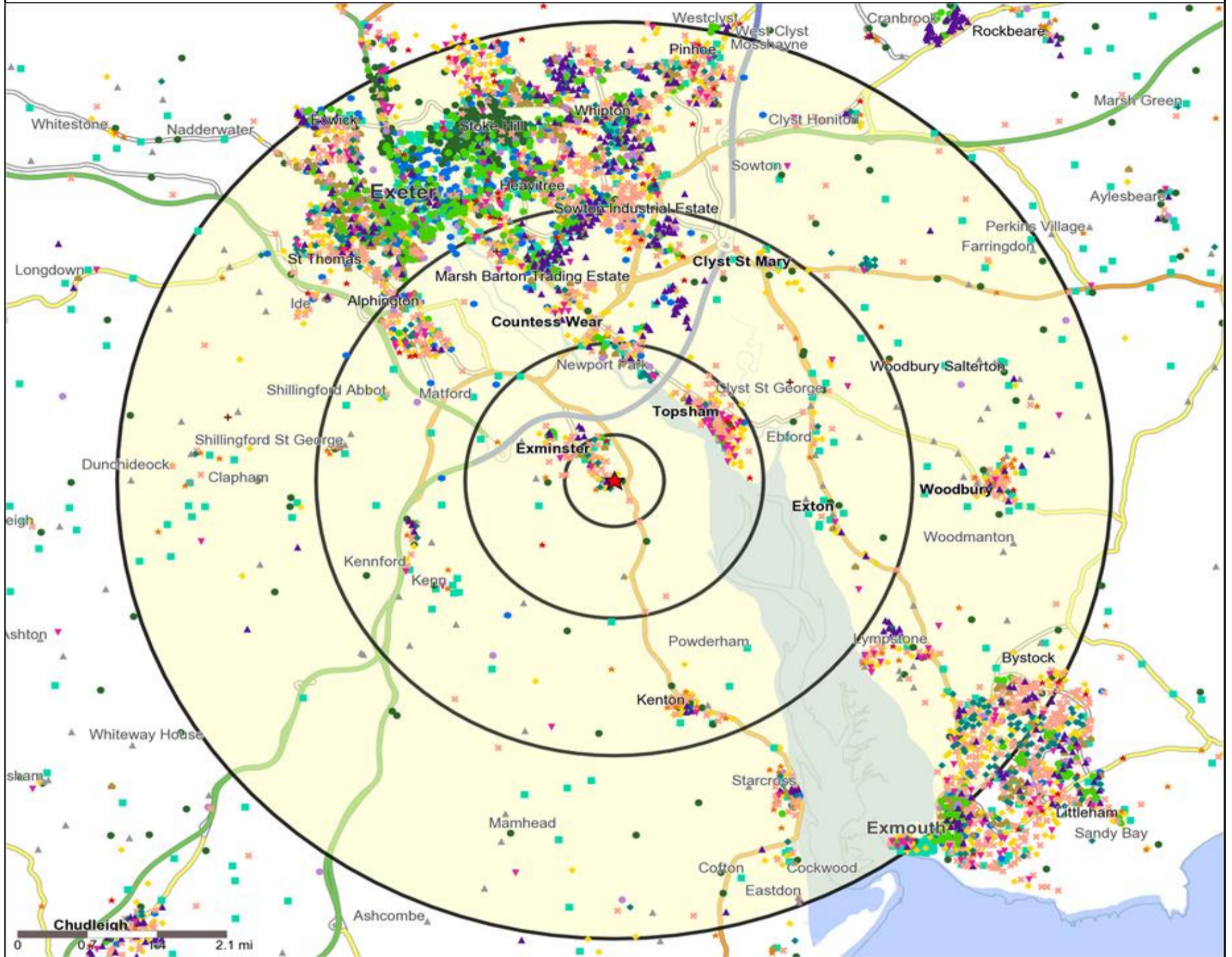
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- F Suburban Stability
- G Domestic Success
- J Transient Renters
- N Urban Cohesion
- C Country Living
- K Municipal Challenge
- O Rental Hubs

**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	194	167
C Country Living (18+)	15	14
D Rural Reality (18+)	157	142
E Senior Security (18+)	166	128
F Suburban Stability (18+)	280	287
G Domestic Success (18+)	393	293
H Aspiring Homemakers (18+)	96	66
I Family Basics (18+)	0	0
J Transient Renters (18+)	43	47
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	108	108
M Modest Traditions (18+)	115	152
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	28	23
<b>Adults 18+ estimate 2015</b>	<b>1,595</b>	<b>100</b>



### Occasions Map and Data: ROYAL OAK INN, EXETER (203281)



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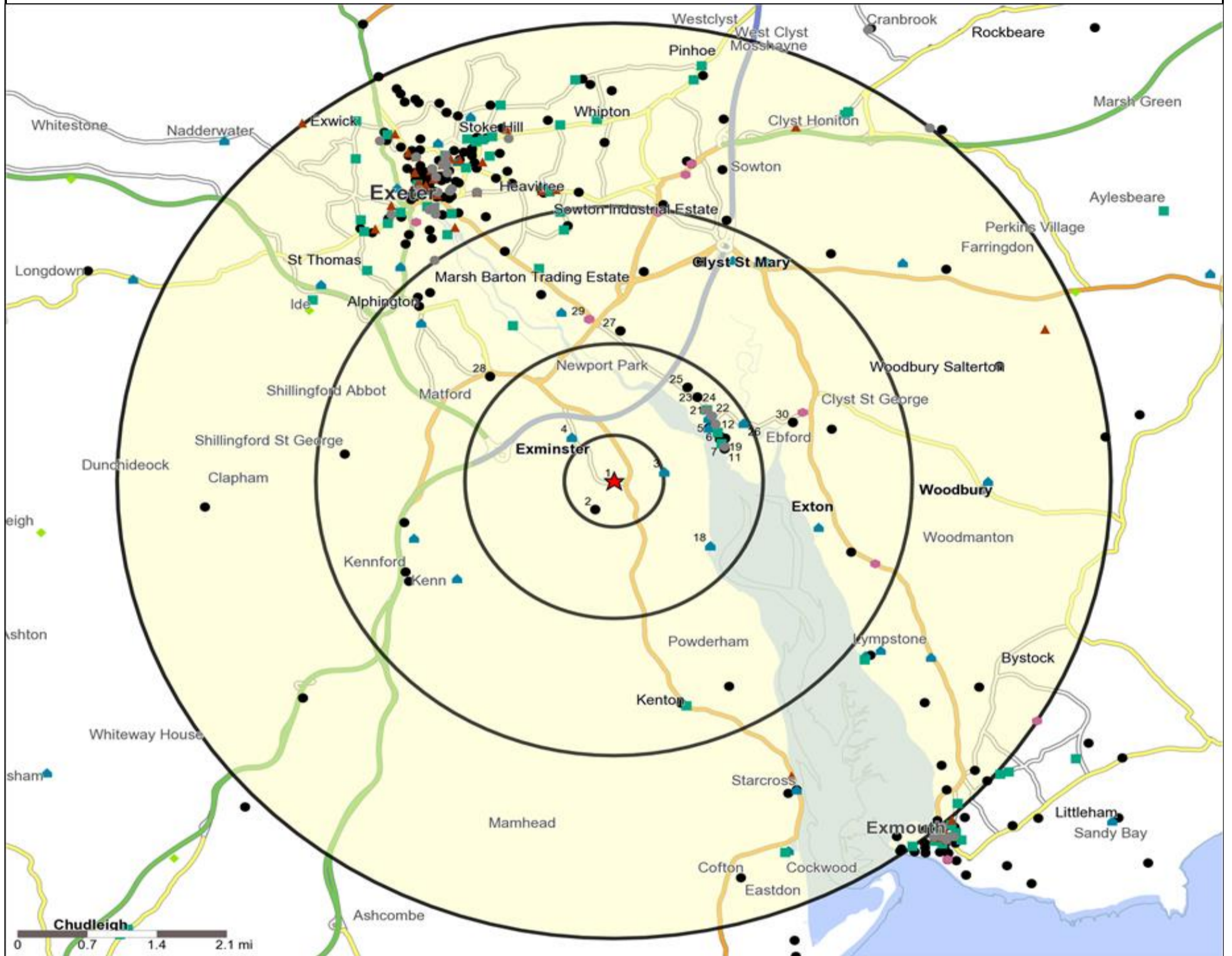
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✳ 10 Wining and Dining
- ★ 12 Midweek Meal Deal
- ✳ 14 Birthday Treat
- ✳ 15 Pre Show Meal

#### Occasions Data Table

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	88	393	1,761	7,430	6,702	85	73	80	83	84
02 Early Doors	124	469	1,659	6,770	5,809	144	104	90	90	87
03 Everyday is Friday	75	352	1,665	7,098	6,333	102	92	106	111	111
04 Weekend Millionaires	86	517	2,433	8,159	7,358	81	94	107	88	89
05 Out On The Town	91	489	2,289	10,525	9,516	89	92	105	118	120
06 Business and Pleasure	34	198	1,062	4,180	3,829	64	72	94	91	93
07 Sporting Pints	57	342	1,833	9,058	8,270	51	58	76	92	94
08 Student Social	34	188	886	7,846	7,452	71	76	87	188	201
09 Leisurely Lunch	116	654	2,278	8,221	7,151	116	125	106	94	92
10 Wining and Dining	151	837	2,797	9,321	8,086	132	141	115	94	91
11 Household Outing	101	495	2,058	7,964	6,982	112	105	107	101	99
12 Midweek Meal Deal	28	138	901	4,030	3,669	55	52	83	91	93
13 Date Night	113	676	2,279	7,826	6,699	140	160	132	111	106
14 Birthday Treat	99	468	1,761	6,319	5,464	122	111	102	89	87
15 Pre Show Meal	33	186	619	2,516	2,241	118	128	104	103	103
<b>Number of Occasions</b>	<b>1,230</b>	<b>6,402</b>	<b>26,281</b>	<b>107,263</b>	<b>95,561</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: ROYAL OAK INN, EXETER (203281)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

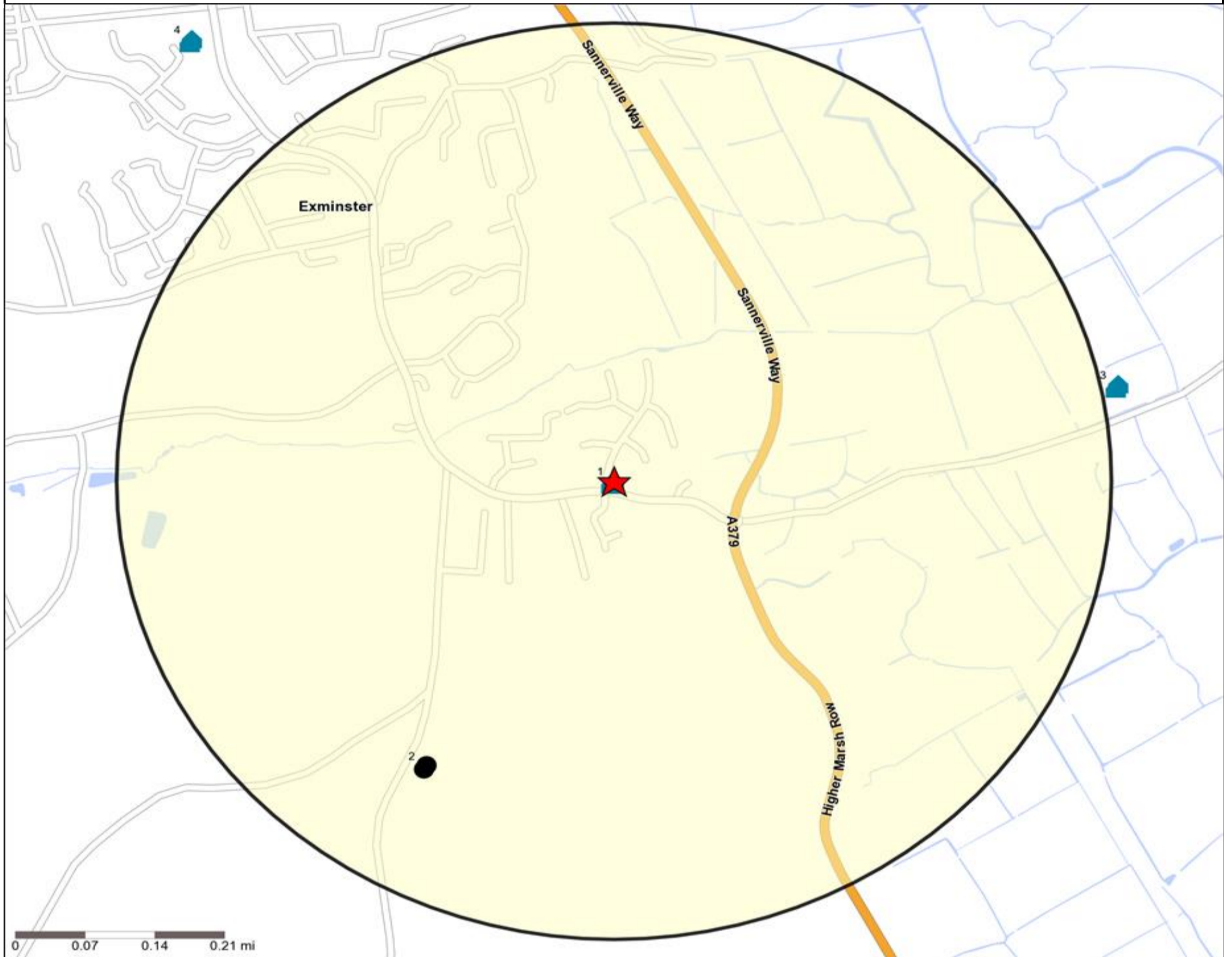
- ★ Location
- ⬠ Branded Food
- 🏠 Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- 🌊 Rivers, Canals and Lakes
- Community Local

#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	4	4	27
Circuit Bar	0	0	0	34
Community Local	0	3	9	44
Dry Led	1	7	14	29
Branded Food Pub	0	0	4	8
Rural	0	0	0	1
Other	1	12	36	203
<b>Total</b>	<b>2</b>	<b>26</b>	<b>67</b>	<b>346</b>



**Competition Map and Data: ROYAL OAK INN, EXETER (203281)**



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- ★ Location
- Café / Wine Bar
- ▲ Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- Other
- ~ Rivers, Canals and Lakes
- Community Local
- ◆ Rural Character

**Competition Type Summary Table**

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	0
Dry Led	1
Branded Food Pub	0
Rural	0
Other	1
<b>Total</b>	<b>2</b>



## Local Competition: ROYAL OAK INN, EXETER (203281)

### List of Pubs (sorted by distance from Punch outlet) - Top 30 by Distance

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ROYAL OAK INN, EXETER	EXMINSTER, EXETER, EX6 8DX	Punch Taverns	EX 6 8DX	Punch Taverns	0.00
1	Royal Oak	Exminster, Exeter	Punch Pub Company	EX 6 8DX	Dry Led	0.00
2	Exminster Golf Centre	Exminster Hill, Exminster, Exeter	Independent Free	EX 6 8GA	Other	0.37
3	Swans Nest	Station Road, Exminster, Exeter	Independent Free	EX 6 8DZ	Dry Led	0.51
4	Stowey Arms	Exminster, Exeter	Enterprise Inns	EX 6 8AT	Dry Led	0.64
5	Passage House Inn	Ferry Road, Topsham, Exeter	Heavitree	EX 3 0JN	Dry Led	1.11
6	Topsham Sailing Club	Ferry Road, Topsham, Exeter	Independent Free	EX 3 0JN	Other	1.11
7	Lighter Inn	Fore Street, Topsham, Exeter	Hall & Woodhouse	EX 3 0HZ	Community Local	1.16
8	Globe	34 Fore Street, Topsham, Exeter	St Austell	EX 3 0HR	Other	1.16
9	La Petite Maison	35 Fore Street, Topsham, Exeter	Independent Free	EX 3 0HR	Other	1.16
10	Galley	41 Fore Street, Topsham, Exeter	Independent Free	EX 3 0HU	Other	1.16
11	L'estuaire Bistro Bar	6 The Strand, Exeter	Independent Free	EX 3 0JB	Other	1.17
12	Salutation	68 Fore Street, Topsham, Exeter	Punch Pub Company	EX 3 0HL	Community Local	1.17
13	Marcello Italian Restaurant	33a Fore Street, Topsham, Exeter	Independent Free	EX 3 0HD	Other	1.17
14	Topsham Conservative Club	29 Fore Street, Topsham, Exeter	Independent Free	EX 3 0HD	Other	1.17
15	Lord Nelson Inn	High Street, Topsham, Exeter	Enterprise Inns	EX 3 0DU	Dry Led	1.17
16	Route 2	1-2 Monmouth Hill, Topsham, Exeter	Independent Free	EX 3 0JQ	Cafe / Wine Bar	1.17
17	Drakes Wine & Ale House	14 Fore Street, Topsham, Exeter	Heavitree	EX 3 0HF	Cafe / Wine Bar	1.19
18	Turf Hotel	Exminster, Exeter	Independent Free	EX 6 8EE	Dry Led	1.20
19	Topsham White Ensign	37 White Street, Topsham, Exeter	Independent Free	EX 3 0AA	Other	1.21
20	Exeter Inn	68 High Street, Topsham, Exeter	Independent Free	EX 3 0DY	Community Local	1.21
21	Denleys Wine Bar	63 High Street, Topsham, Exeter	Independent Free	EX 3 0DY	Cafe / Wine Bar	1.21
22	Georgian Tea Room	35 High Street, Topsham, Exeter	Independent Free	EX 3 0ED	Cafe / Wine Bar	1.21
23	Topsham Association Football Club	Exeter Road, Topsham, Exeter	Independent Free	EX 3 0LT	Other	1.24
24	Topsham Bowling Club	Exeter Road, Topsham, Exeter	Independent Free	EX 3 0LT	Other	1.24
25	Topsham Rugby Club	Exeter Road, Topsham, Exeter	Independent Free	EX 3 0LY	Other	1.26
26	Bridge Inn	Bridge Hill, Topsham, Exeter	Independent Free	EX 3 0QQ	Dry Led	1.45
27	Exeter Golf & Country Club	Topsham Road, Countess Wear, Exeter	Independent Free	EX 2 7AE	Other	1.64
28	Devon Hotel	Matford, Exeter	Brend Hotels	EX 2 8XU	Other	1.69
29	Countess Wear Lodge	398 Topsham Road, Countess Wear, Exeter	Whitbread	EX 2 6HE	Branded Food	1.78
30	Darts Farm	Clyst St George, Exeter	Independent Free	EX 3 0QH	Other	1.91