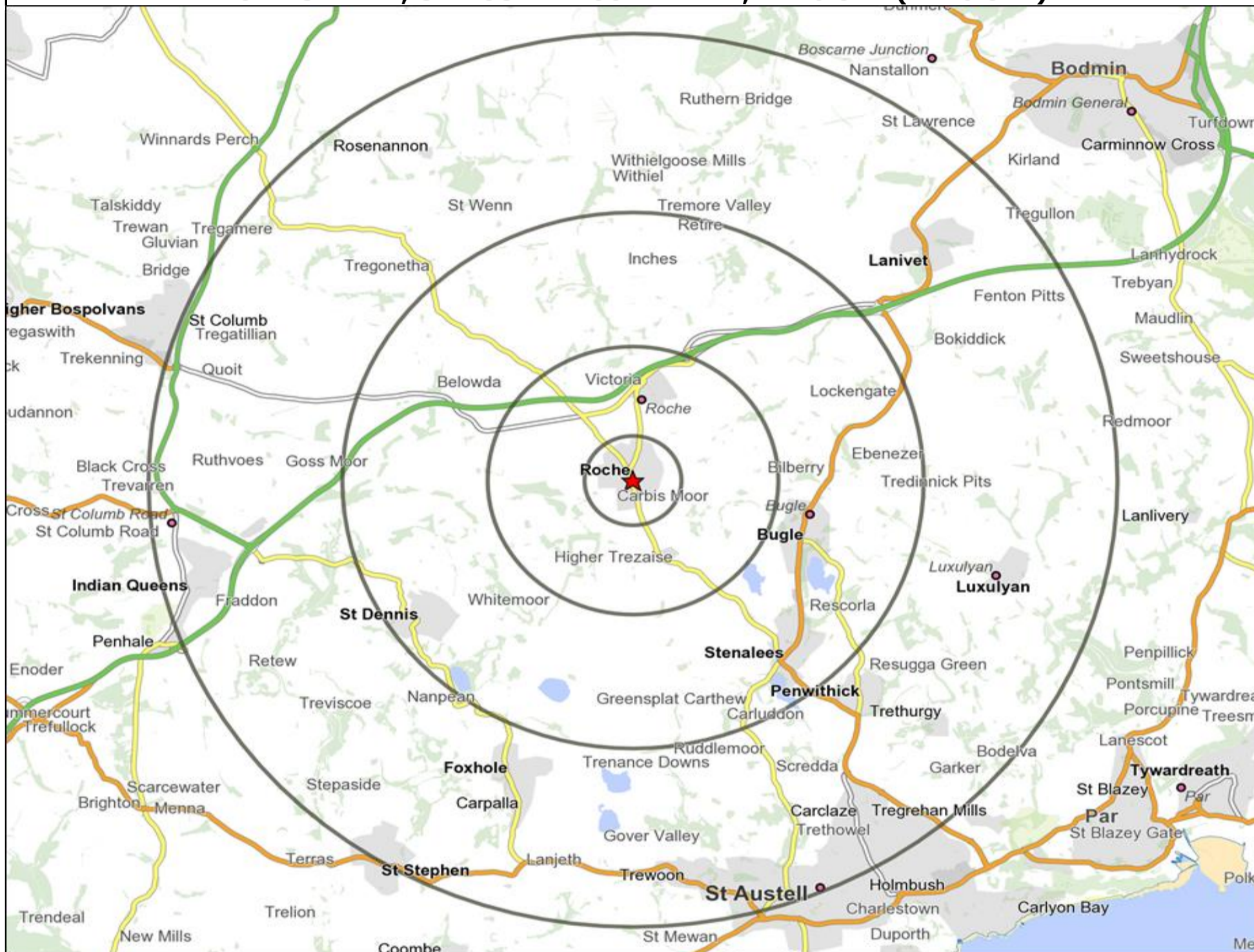




**Customer Profile Report for ROCK INN, ROCHE (Punch Outlet Number: 203245)
FORE STREET, ST AUSTELL CORNWALL, PL26 8EP (PL26 8EP)**



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

Age Data Table

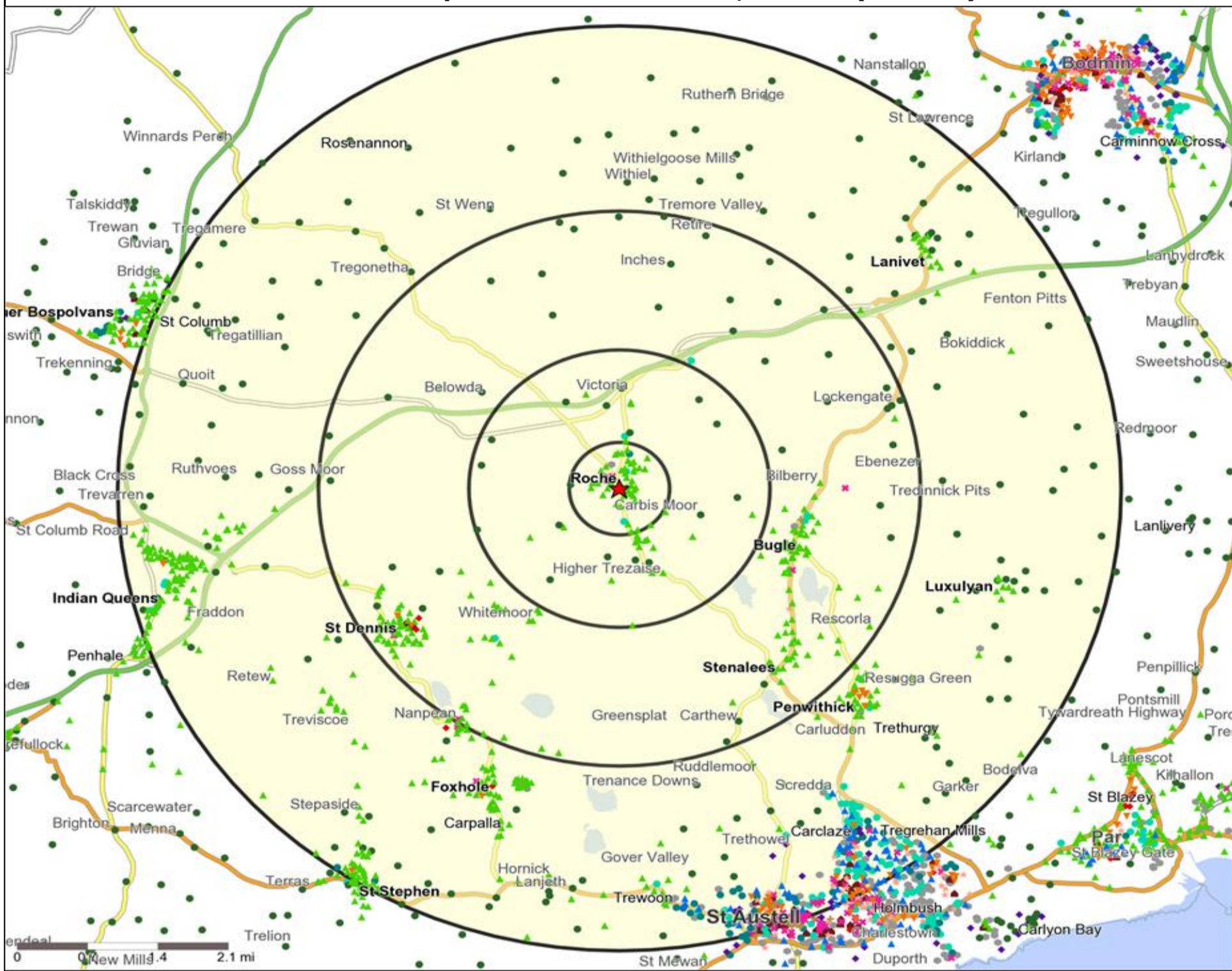
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	472	595	2,322	7,807	12,664	102	98	113	108	104
16-17	56	66	327	1,106	1,894	98	88	128	124	126
18-24	178	224	939	3,205	5,308	80	77	94	92	91
25-34	303	388	1,348	4,470	7,636	90	88	90	85	86
35-44	283	385	1,308	4,463	7,406	91	94	94	91	90
45-54	335	466	1,564	5,429	9,079	96	102	100	100	99
55-64	288	417	1,282	4,557	7,375	104	114	103	105	101
65+	544	680	1,904	7,436	13,219	123	117	96	107	114
Population estimate 2015	2,459	3,221	10,994	38,473	64,581	100	100	100	100	100

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	2,334	3,062	10,687	37,319	62,787	98%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	14	18	105	298	497	1%	1%	1%	1%	1%
Asian / Asian British	15	19	55	170	343	1%	1%	1%	0%	1%
Black / African / Caribbean / Black British	1	1	8	44	86	0%	0%	0%	0%	0%
Other Ethnic Group	12	13	84	173	234	1%	0%	1%	0%	0%
All People (Ethnic Group)	2,376	3,113	10,939	38,004	63,947	100	100	100	100	100



Mosaic UK Map and Data: ROCK INN, ROCHE (203245)



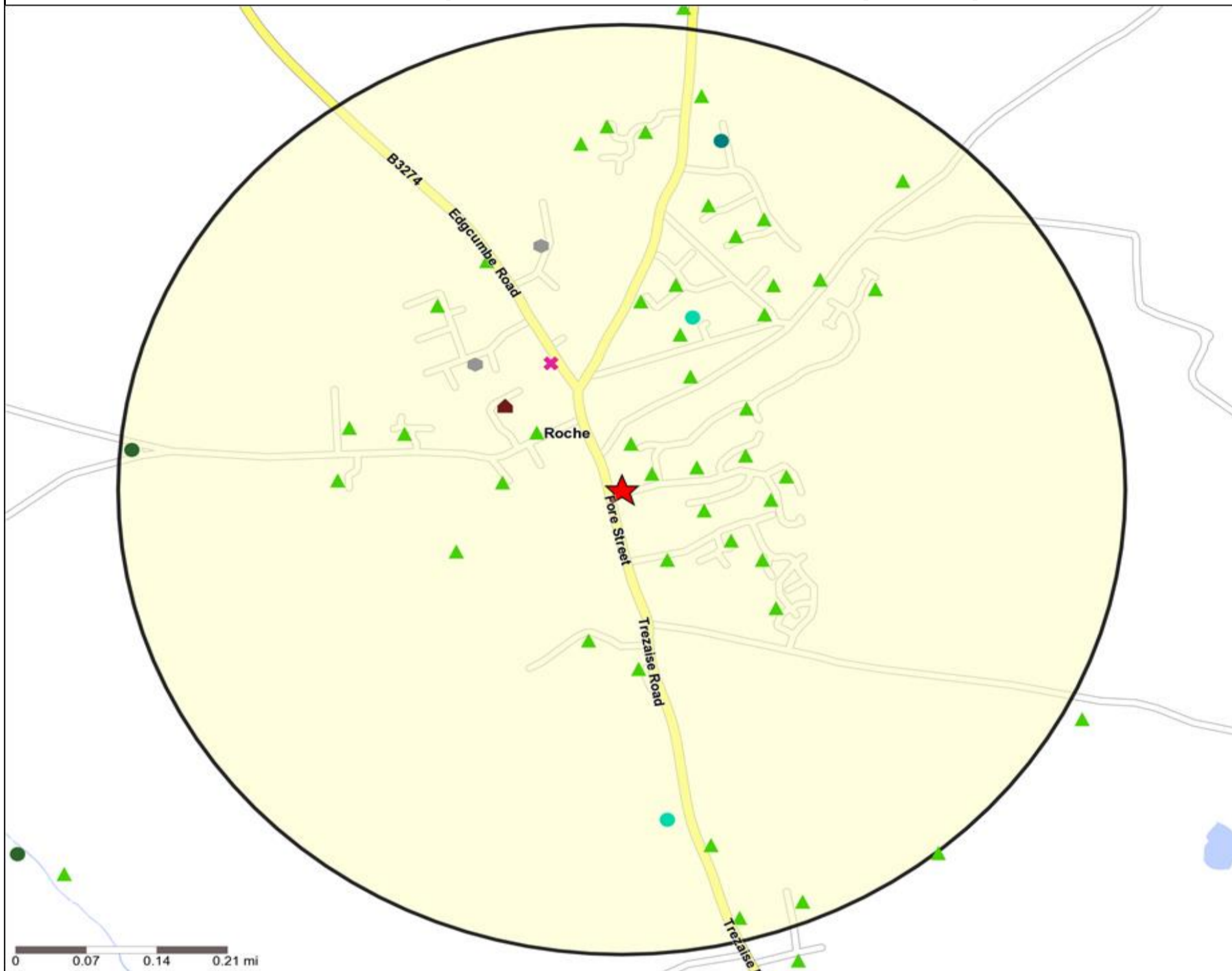
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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring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

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
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	0	0	265	559	0	0	0	12	15
C Country Living (18+)	120	263	879	3,586	5,515	89	148	152	175	159
D Rural Reality (18+)	1,508	1,971	6,487	14,313	18,193	1,127	1,112	1,122	699	525
E Senior Security (18+)	77	84	137	1,076	3,668	49	40	20	45	90
F Suburban Stability (18+)	0	0	0	1,863	3,088	0	0	0	103	101
G Domestic Success (18+)	17	17	17	1,398	2,158	10	8	2	56	51
H Aspiring Homemakers (18+)	53	67	208	3,146	5,307	30	29	27	117	117
I Family Basics (18+)	0	0	42	916	3,341	0	0	7	43	93
J Transient Renters (18+)	90	90	221	1,052	2,827	81	61	46	62	98
K Municipal Challenge (18+)	0	0	191	311	787	0	0	39	18	27
L Vintage Value (18+)	66	66	128	1,116	2,525	54	41	24	60	80
M Modest Traditions (18+)	0	0	1	335	1,435	0	0	0	24	60
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	34	180	575	0	0	5	8	15
Adults 18+ estimate 2015	1,931	2,558	8,345	29,557	49,978	100	100	100	100	100



Mosaic UK Map and Data: ROCK INN, ROCHE (203245)



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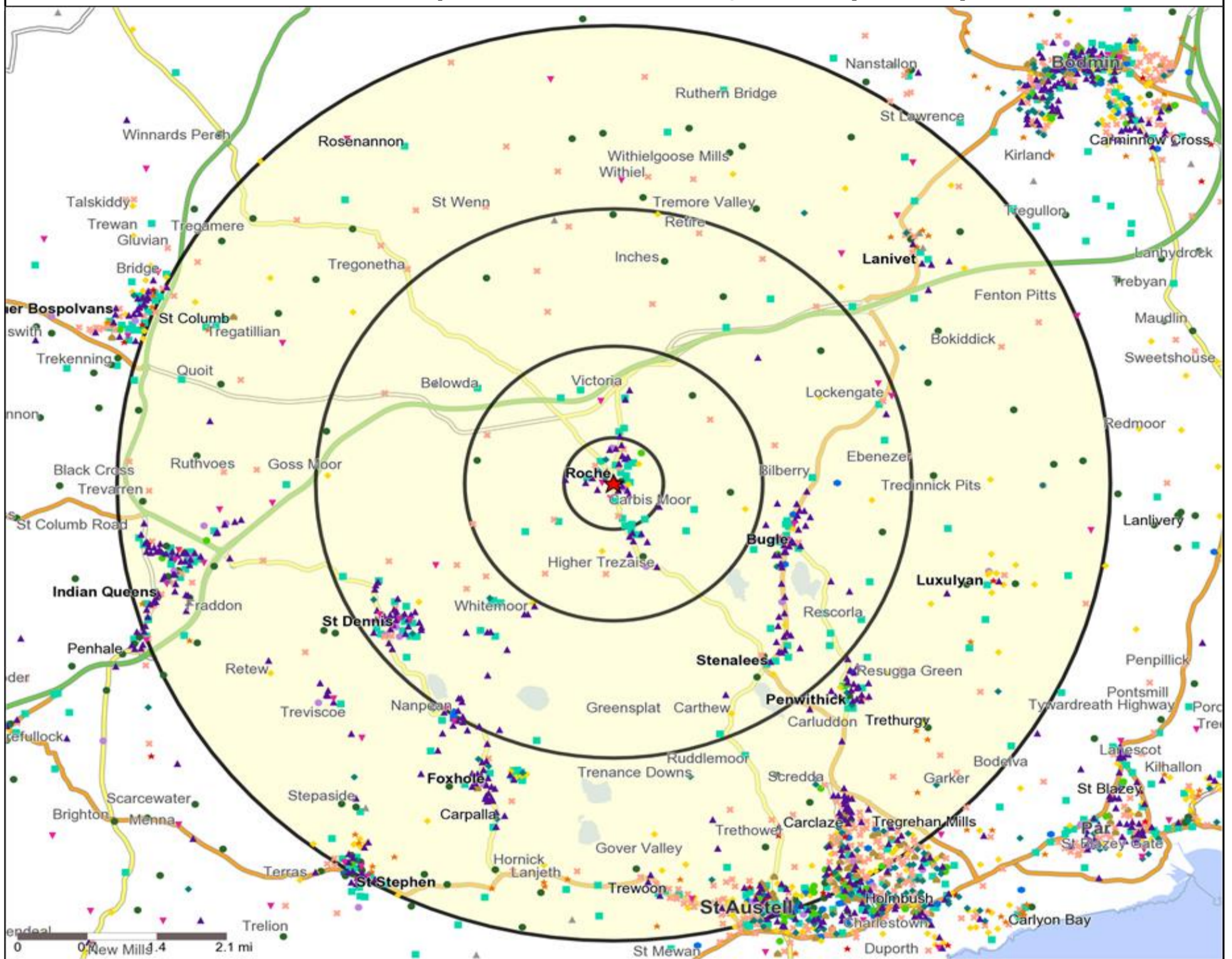
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | I Family Basics | M Modest Traditions |
| Rivers, Canals and Lakes | B Prestige Positions | F Suburban Stability | J Transient Renters | N Urban Cohesion |
| | C Country Living | G Domestic Success | 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+)	0	0
C Country Living (18+)	120	89
D Rural Reality (18+)	1,508	1,127
E Senior Security (18+)	77	49
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	17	10
H Aspiring Homemakers (18+)	53	30
I Family Basics (18+)	0	0
J Transient Renters (18+)	90	81
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	66	54
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,931	100



Occasions Map and Data: ROCK INN, ROCHE (203245)



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- ★ Location
- Occasions Types
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- 01 Mine's a Pint
- 05 Out On The Town
- 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- ◆ 02 Early Doors
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 03 Everyday is Friday
- 07 Sporting Pints
- ▲ 11 Household Outing
- ✕ 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	160	207	708	2,254	4,021	128	131	128	108	110
02 Early Doors	133	168	548	2,043	3,748	127	127	118	117	122
03 Everyday is Friday	116	144	508	1,703	2,949	130	127	129	114	113
04 Weekend Millionaires	172	217	870	2,907	4,924	134	133	153	135	131
05 Out On The Town	44	54	239	1,391	2,813	35	34	44	67	77
06 Business and Pleasure	38	49	184	705	1,196	59	60	65	66	64
07 Sporting Pints	88	108	435	1,489	2,759	64	62	72	65	69
08 Student Social	79	105	361	1,228	1,800	136	143	141	127	106
09 Leisurely Lunch	142	183	639	2,256	3,839	117	118	119	111	108
10 Wining and Dining	130	171	535	2,336	3,914	94	97	87	101	96
11 Household Outing	84	98	353	1,599	3,123	77	70	73	87	97
12 Midweek Meal Deal	55	64	238	1,074	1,999	89	82	87	104	111
13 Date Night	122	162	490	1,930	3,106	124	130	113	118	108
14 Birthday Treat	109	137	418	1,605	2,733	111	110	96	98	95
15 Pre Show Meal	20	26	73	426	777	59	61	49	75	78
Number of Occasions	1,492	1,893	6,599	24,946	43,701	100	100	100	100	100



Competition Map and Data: ROCK INN, ROCHE (203245)



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

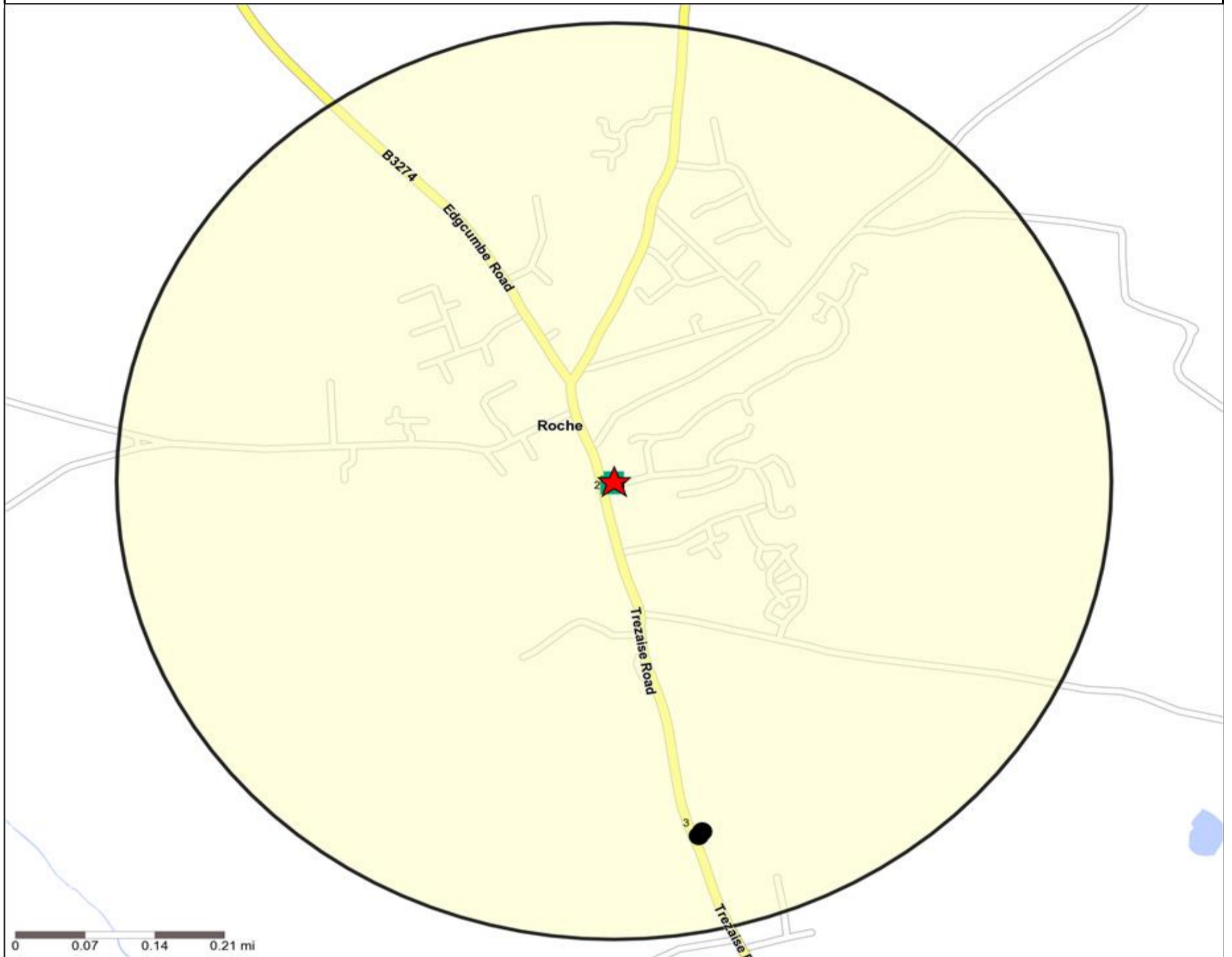
- ★ Location
- Branded Food
- 🏠 Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- 🌊 Rivers, Canals and Lakes
- Community Local

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	1	1	2
Circuit Bar	0	0	0	1
Community Local	1	1	5	15
Dry Led	0	0	0	2
Branded Food Pub	0	0	0	1
Rural	1	1	1	1
Other	1	2	9	36
Total	3	5	16	58



Competition Map and Data: ROCK INN, ROCHE (203245)



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
-  Café / 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
Café / Wine Bar	0
Circuit Bar	0
Community Local	1
Dry Led	0
Branded Food Pub	0
Rural	1
Other	1
Total	3



Local Competition: ROCK INN, ROCHE (203245)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ROCK INN, ROCHE	FORE STREET, ST AUSTELL CORNWALL, PL26 8EP	Punch Taverns	PL26 8EP	Punch Taverns	0.00
1	Poachers	23 Fore Street, Roche, St Austell	Independent Free	PL26 8EP	Community Local	0.01
2	Rock Inn	39 Fore Street, Roche, St Austell	Punch Pub Company	PL26 8EP	Rural Character	0.01
3	Roche Football Social Club	Trezaise Road, Roche, St Austell	Independent Free	PL26 8HD	Other	0.40
4	Sizzlers	Roche, St Austell	Independent Free	PL26 8LQ	Other	1.09
5	Victoria Inn & Lodge	Victoria, Roche, St Austell	St Austell	PL26 8LQ	Cafe / Wine Bar	1.09
6	Bugle Inn	57 Fore Street, Bugle, St Austell	St Austell	PL26 8PB	Community Local	1.84
7	Bugle Working Mens Club	4 Rosevear Road, Bugle, St Austell	Independent Free	PL26 8PH	Other	1.89
8	Auberge Asterisk	Roche, St Austell	Independent Free	PL26 8LH	Other	2.00
9	Sawles Arms Inn	Carbean, St Austell	St Austell	PL26 8XH	Community Local	2.55
10	Old Kerrow Farm Holiday Park	Bugle, St Austell	Independent Free	PL26 8RH	Other	2.56
11	Commercial Inn	10 Trelavour Square, St Dennis, St Austell	Independent Free	PL26 8AX	Community Local	2.60
12	Boscowen Hotel	Fore Street, St Dennis, St Austell	Independent Free	PL26 8AD	Community Local	2.76
13	St Dennis War Memorial Ins & Working Mens	79 Fore Street, St Dennis, St Austell	Independent Free	PL26 8AD	Other	2.76
14	Wheal Martyn	Carthew, St Austell	Independent Free	PL26 8XG	Other	2.78
15	St Dennis Football Club	Arundel Close, St Dennis, St Austell	Independent Free	PL26 8DT	Other	2.87
16	Lakeview Country Club	Old Coach Road, Lanivet, Bodmin	Independent Free	PL30 5JS	Other	2.93
17	Grenville Arms	Fore Street, Nanpean, St Austell	Independent Free	PL26 7YE	Community Local	3.00
18	Nanpean Association Football Club	Victoria Terrace, Nanpean, St Austell	Independent Free	PL26 7YQ	Other	3.04
19	Penwithick Social Club	57 Penwithick Road, Penwithick, St Austell	Independent Free	PL26 8UQ	Other	3.33
20	Foxhole Afc Social Club	Goverseth Road, Foxhole, St Austell	Independent Free	PL26 7XD	Other	3.40
21	Innis Inn & Trout Farm	Innis Moor, Penwithick, St Austell	Independent Free	PL26 8YH	Community Local	3.51
22	Foxhole Working Mens Club	Chapel Road, Foxhole, St Austell	Independent Free	PL26 7UG	Other	3.65
23	Kings Arms	Bridges Moor Luxulya, Luxulyan, Bodmin	St Austell	PL30 5EN	Community Local	3.72
24	St Benets Abbey Hotel & Restaurant	Truro Road, Lanivet, Bodmin	Independent Free	PL30 5HF	Other	3.92
25	Welcome Stranger Restaurant	Truro Road, Lanivet, Bodmin	Independent Free	PL30 5HF	Other	3.92
26	Lanivet Inn	Truro Road, Lanivet, Bodmin	St Austell	PL30 5ET	Community Local	4.04
27	Knightor	Trethurgy, St Austell	Independent Free	PL26 8YQ	Other	4.05
28	Carclaze	Treverbyn Road, Carclaze, St Austell	Whitbread	PL25 4EL	Branded Food	4.06
29	Bodmin Rugby Club	Carmminow Cross, Luxulyan, Bodmin	Independent Free	PL30 5EA	Other	4.19
30	Waterwheel	Bodmin Road, Trethowel, St Austell	Independent Free	PL25 5RR	Dry Led	4.19