



Customer Profile Report for PLUME OF FEATHERS, REDRUTH (Punch Outlet Number: 203119)
SCORRIER, REDRUTH, TR16 5BN (TR16 5BN)



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

Age Data Table

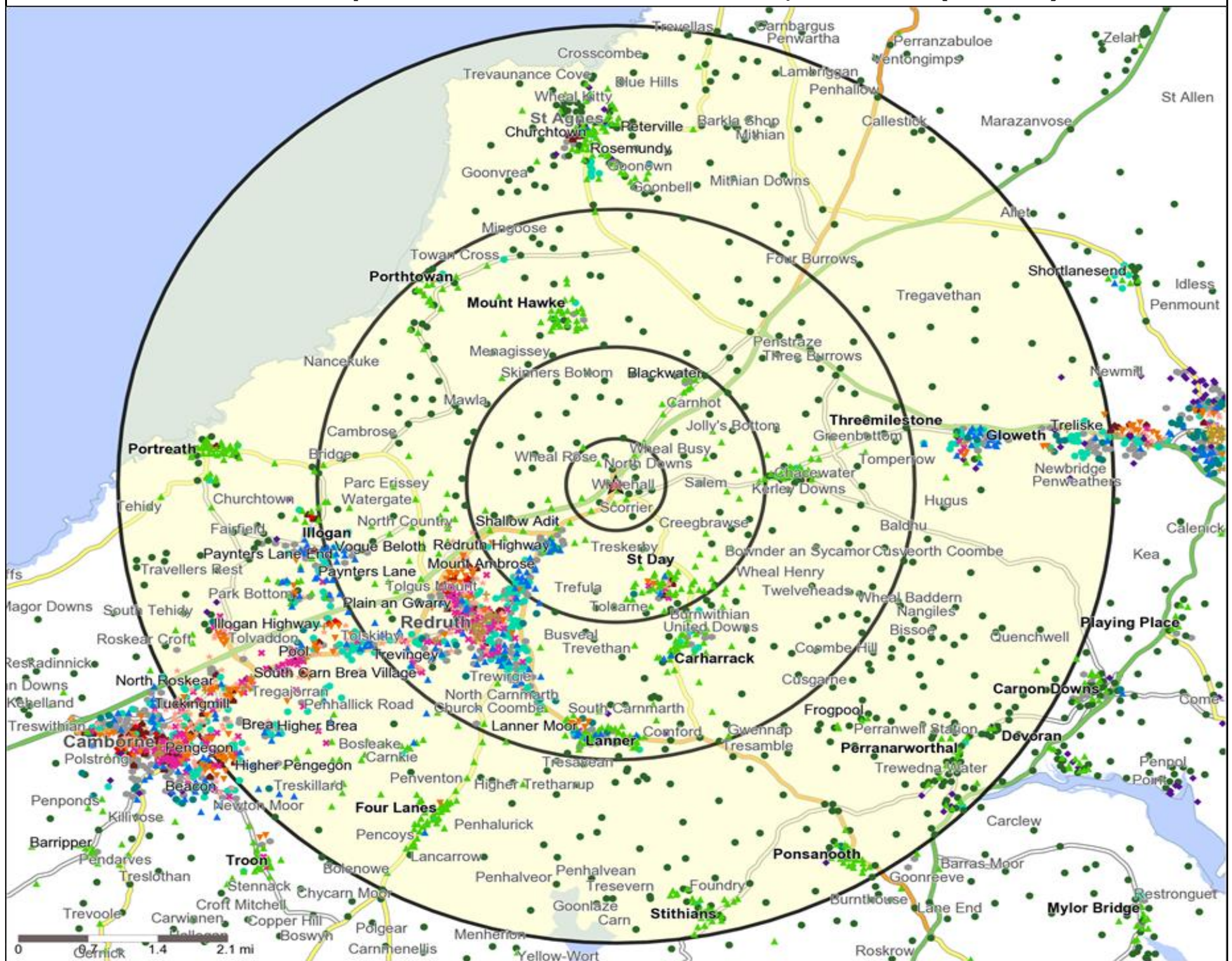
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	44	859	5,237	11,538	18,202	78	88	98	97	94
16-17	2	90	596	1,422	2,370	29	75	91	97	99
18-24	10	308	2,029	4,859	7,928	37	66	79	85	85
25-34	26	533	3,402	7,402	12,019	63	75	88	86	85
35-44	37	632	3,507	7,562	12,082	97	96	98	94	92
45-54	57	793	4,158	9,177	14,614	134	108	103	102	100
55-64	63	732	3,581	8,007	12,901	185	125	112	112	110
65+	62	1,246	5,822	13,182	23,385	114	133	114	116	125
Population estimate 2015	301	5,193	28,332	63,149	103,501	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	279	5,167	27,445	60,106	98,973	99%	99%	98%	98%	98%
Mixed / Multiple Ethnic Groups	1	30	173	444	838	0%	1%	1%	1%	1%
Asian / Asian British	0	21	168	487	933	0%	0%	1%	1%	1%
Black / African / Caribbean / Black British	0	4	38	101	132	0%	0%	0%	0%	0%
Other Ethnic Group	1	17	107	235	342	0%	0%	0%	0%	0%
All People (Ethnic Group)	281	5,239	27,931	61,373	101,218	100	100	100	100	100



Mosaic UK Map and Data: PLUME OF FEATHERS, REDRUTH (203119)



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★ Location	Mosaic UK Groups	▲ D Rural Reality	● H Aspiring Homemakers	■ L Vintage Value
○ 0.5, 1.5, 3.0 & 5.0 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

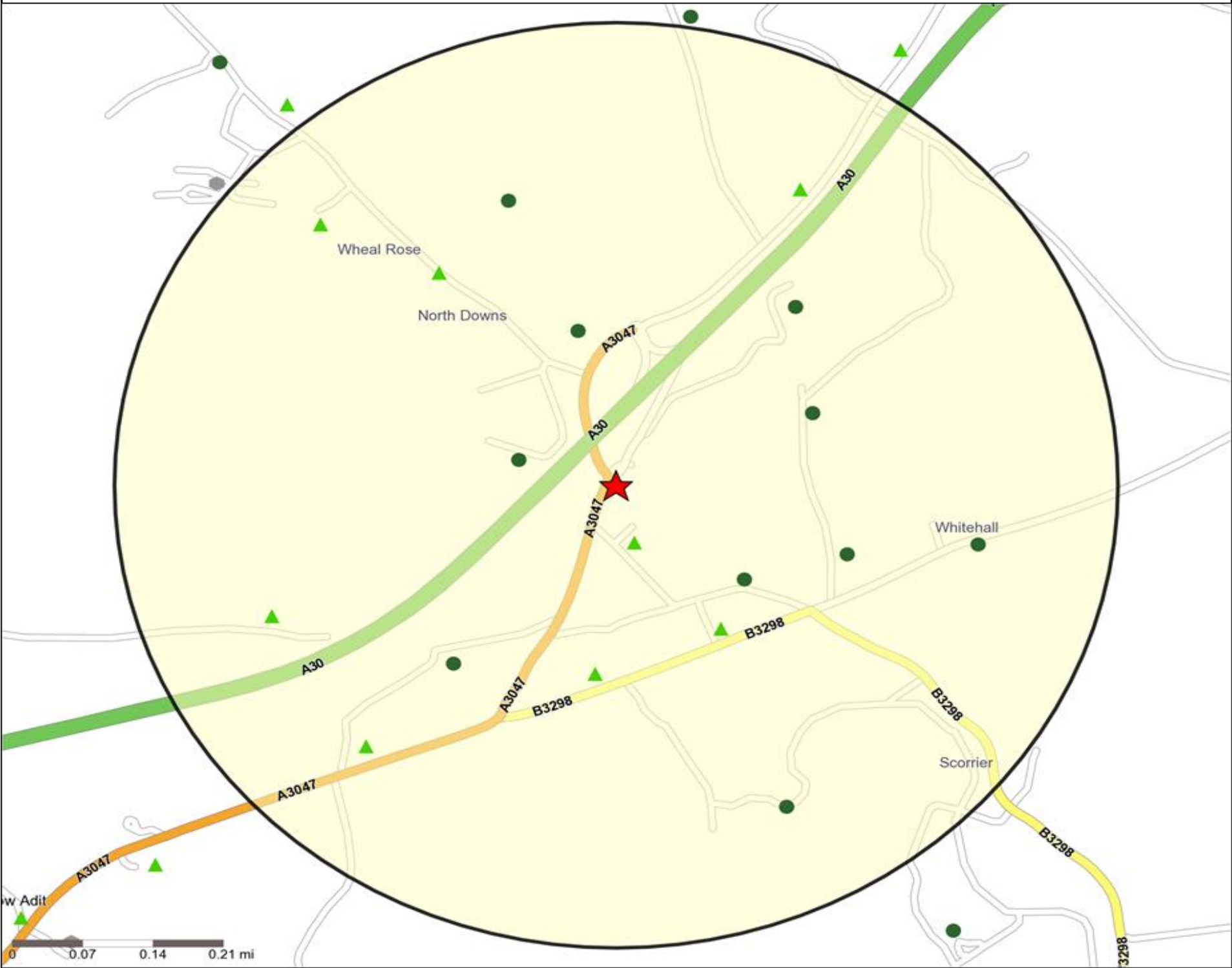
Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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	12	0	0	0	0	0
B Prestige Positions (18+)	0	2	21	479	1,385	0	1	1	13	23
C Country Living (18+)	129	792	2,915	7,790	11,635	723	269	187	224	203
D Rural Reality (18+)	77	1,395	5,887	11,769	16,970	432	474	378	340	296
E Senior Security (18+)	43	648	2,466	4,430	8,777	206	188	135	109	130
F Suburban Stability (18+)	0	537	1,923	4,252	5,967	0	207	140	139	118
G Domestic Success (18+)	4	30	265	1,032	3,065	19	8	14	25	44
H Aspiring Homemakers (18+)	4	343	2,983	6,742	8,796	17	89	146	148	117
I Family Basics (18+)	0	78	832	2,996	5,129	0	25	51	83	86
J Transient Renters (18+)	0	133	2,113	3,792	5,645	0	54	163	131	118
K Municipal Challenge (18+)	0	0	290	617	1,015	0	0	22	21	21
L Vintage Value (18+)	0	135	800	1,934	5,424	0	51	56	61	104
M Modest Traditions (18+)	0	151	1,444	3,092	5,159	0	75	135	130	131
N Urban Cohesion (18+)	0	0	0	0	835	0	0	0	0	19
O Rental Hubs (18+)	0	0	559	1,040	2,893	0	0	32	27	45
Adults 18+ estimate 2015	257	4,244	22,498	49,965	82,707	100	100	100	100	100

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Mosaic UK Map and Data: PLUME OF FEATHERS, REDRUTH (203119)



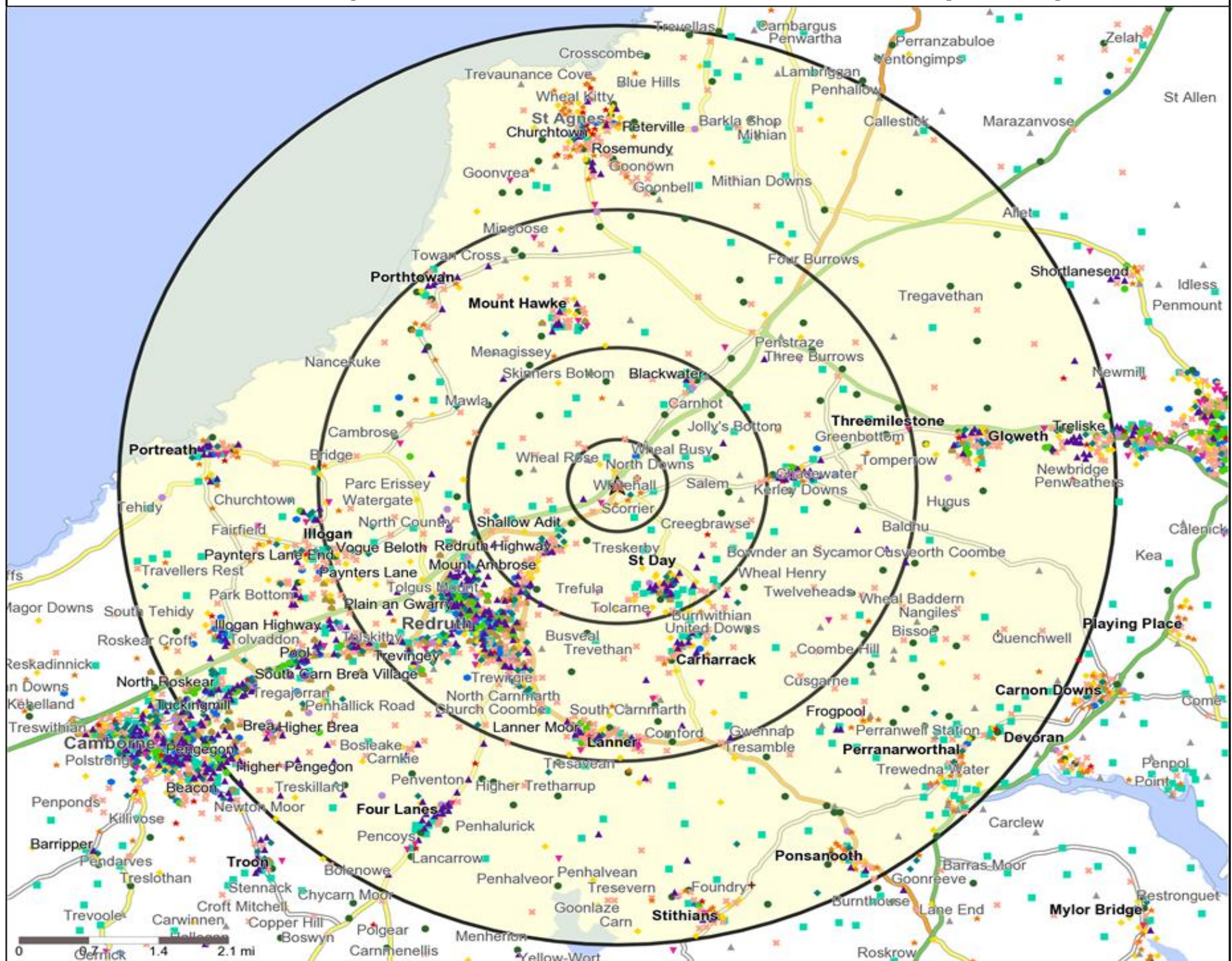
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J 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+)	129	723
D Rural Reality (18+)	77	432
E Senior Security (18+)	43	206
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	4	19
H Aspiring Homemakers (18+)	4	17
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	257	100



Occasions Map and Data: PLUME OF FEATHERS, REDRUTH (203119)



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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

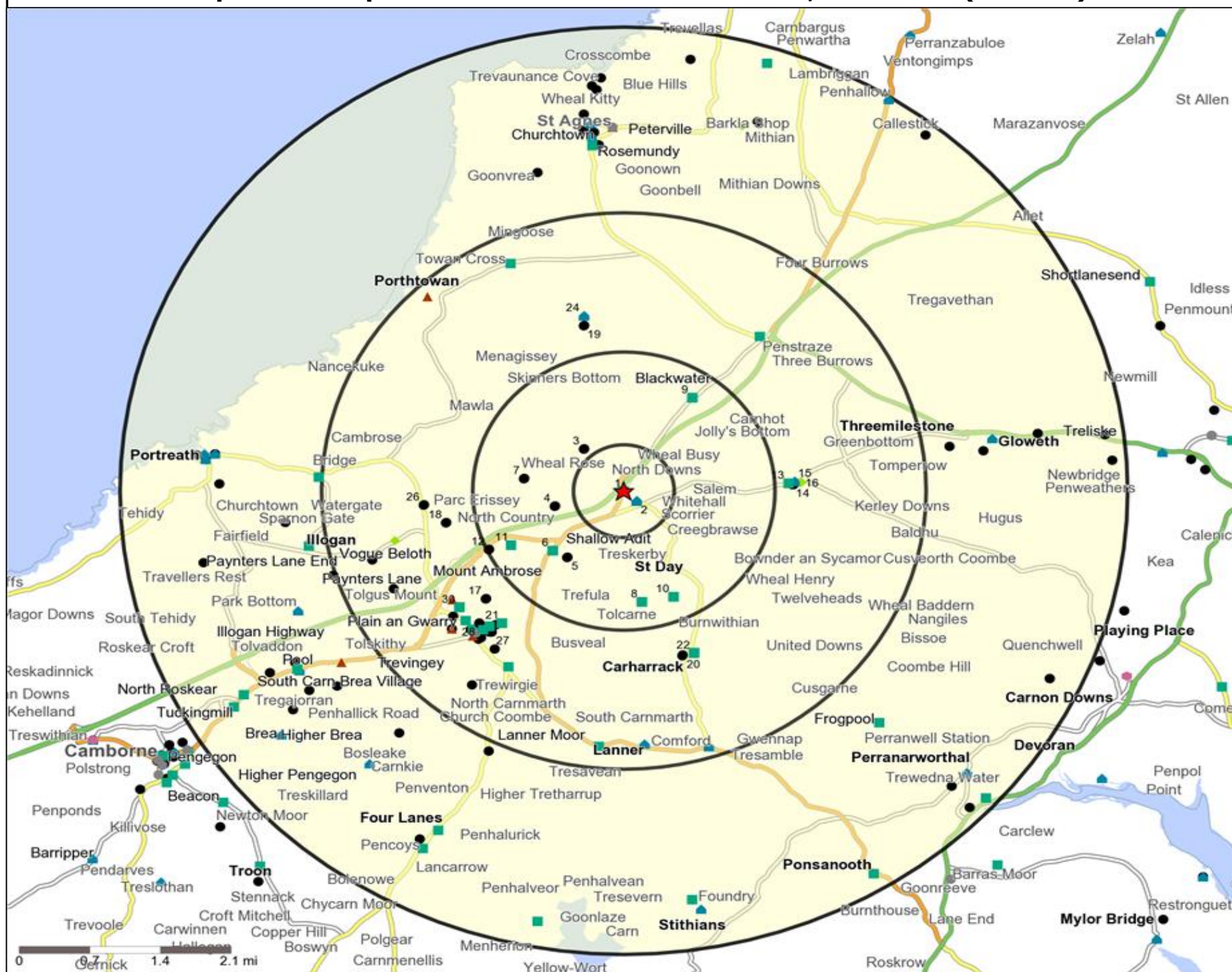
Occasions Data Table

	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	18	309	1,689	3,743	6,488	129	110	106	104	107
02 Early Doors	17	336	1,680	3,657	6,261	145	143	125	121	124
03 Everyday is Friday	6	206	1,274	2,889	4,742	60	103	112	112	110
04 Weekend Millionaires	7	265	1,924	4,230	6,635	49	92	117	114	107
05 Out On The Town	7	201	1,409	3,188	5,416	50	72	89	89	90
06 Business and Pleasure	6	94	580	1,389	2,291	84	65	71	75	74
07 Sporting Pints	3	134	1,163	2,554	4,397	20	44	66	65	66
08 Student Social	12	148	670	1,533	2,448	185	114	90	92	87
09 Leisurely Lunch	20	315	1,634	3,690	6,348	147	115	105	105	108
10 Wining and Dining	21	375	1,847	4,131	6,861	135	120	104	103	102
11 Household Outing	4	212	1,434	3,176	5,303	33	86	102	100	100
12 Midweek Meal Deal	11	164	917	2,238	3,604	159	118	116	126	121
13 Date Night	20	300	1,387	3,115	5,345	182	136	110	110	112
14 Birthday Treat	11	227	1,135	2,677	4,650	100	103	90	95	98
15 Pre Show Meal	4	66	350	785	1,417	106	87	81	81	87
Number of Occasions	167	3,352	19,093	42,995	72,206	100	100	100	100	100

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Competition Map and Data: PLUME OF FEATHERS, REDRUTH (203119)



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



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	0	1	3
Circuit Bar	0	0	4	7
Community Local	1	6	18	31
Dry Led	1	1	5	16
Branded Food Pub	0	0	0	0
Rural	0	0	1	2
Other	0	5	26	60
Total	2	12	55	119



Competition Map and Data: PLUME OF FEATHERS, REDRUTH (203119)



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 | | Rural Character |
| | 0.5, 1.5, 3 & 5 Mile Distance | | Circuit Bar | | Community Local |
| | Rivers, Canals and Lakes | | | | |

Competition Type Summary Table

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



Local Competition: PLUME OF FEATHERS, REDRUTH (203119)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PLUME OF FEATHERS, REDRUTH	SCORRIER, REDRUTH, TR16 5BN	Punch Taverns	TR16 5BN	Punch Taverns	0.00
1	Plume Of Feathers	Scorrier, Redruth	Punch Pub Company	TR16 5BN	Community Local	0.01
2	Fox & Hounds	Scorrier, Redruth	Punch Pub Company	TR16 5BS	Dry Led	0.16
3	Goonearl Cottage	Wheal Rose, Scorrier, Redruth	Independent Free	TR16 5DF	Other	0.60
4	Radnor Golf Club	Radnor Road, Redruth	Independent Free	TR16 5EL	Other	0.71
5	Mount Ambrose Cricket Club	College Lane, Redruth Highway, Redruth	Independent Free	TR15 1RL	Other	0.91
6	Mount Ambrose Inn	Mount Ambrose, Redruth	St Austell	TR15 1QR	Community Local	0.96
7	Globe Vale Holiday Park	Radnor, Sinns Common, Redruth	Independent Free	TR16 4BH	Other	1.00
8	Star Inn	Vogue, St Day, Redruth	Punch Pub Company	TR16 5NP	Community Local	1.21
9	Red Lion Inn	Blackwater, Truro	Punch Pub Company	TR 4 8EU	Community Local	1.21
10	St Day Hotel	Fore Street, St Day, Redruth	Punch Pub Company	TR16 5JU	Community Local	1.24
11	Treleigh Arms	Treleigh, Redruth	Independent Free	TR16 4AY	Community Local	1.26
12	Inn For All Seasons	Treleigh, Redruth	Independent Free	TR16 4AP	Other	1.48
13	Rambling Miner	13 High Street, Chacewater, Truro	Independent Free	TR 4 8LW	Community Local	1.63
14	Chacewater Bowling Club	Falmouth Road, Chacewater, Truro	Independent Free	TR 4 8LP	Other	1.67
15	Britannia Hotel	Fore Street, Chacewater, Truro	Independent Free	TR 4 8LN	Dry Led	1.70
16	Kings Head Inn	The Square, Chacewater, Truro	Punch Pub Company	TR 4 8PY	Rural Character	1.76
17	Redruth Rugby Club	Cardrew Lane, Redruth	Independent Free	TR15 1SY	Other	1.80
18	North Country Social Club	Trenoweth Estate, North Country, Redruth	Independent Free	TR16 4AJ	Other	1.80
19	Trenithick Resident Association Club	34 Charlotte Close, Mount Hawke, Truro	Independent Free	TR 4 8TS	Other	1.83
20	Carharrack Sports Club	2 Chapel Terrace, Carharrack, Redruth	Independent Free	TR16 5RR	Other	1.87
21	Collins Arms	18 Higher Fore Street, Redruth	Independent Free	TR15 2AP	Community Local	1.87
22	Carharrack Stars	Fore Street, Carharrack, Redruth	Independent Free	TR16 5QS	Community Local	1.88
23	Amity Tandoori	5 Higher Fore Street, Redruth	Independent Free	TR15 2AJ	Other	1.92
24	Old School Bar & Kitchen	Old School Road, Mount Hawke, Truro	Independent Free	TR 4 8BA	Dry Led	1.93
25	Red Lion	35 Fore Street, Redruth	Trust Inns	TR15 2AE	Community Local	1.98
26	Tolgus Tin	New Portreath Road, Redruth	Independent Free	TR16 4HN	Other	1.99
27	Great Western Railway Staff Association Club	15 Station Road, Redruth	Independent Free	TR15 2AB	Other	2.01
28	Redruth Masonic Club	13 Green Lane, Redruth	Independent Free	TR15 1JY	Other	2.03
29	Oxford Inn	28 Fore Street, St Day, Redruth	Punch Pub Company	TR15 2BQ	Community Local	2.05
30	Miners Arms	20 Plain-An-Gwarry, Redruth	Unknown	TR15 1JB	Community Local	2.06