



**Customer Profile Report for ST DAY HOTEL, REDRUTH (Punch Outlet Number: 203344)  
FORE STREET, REDRUTH, TR16 5JU (TR16 5JU)**



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

**Age Data Table**

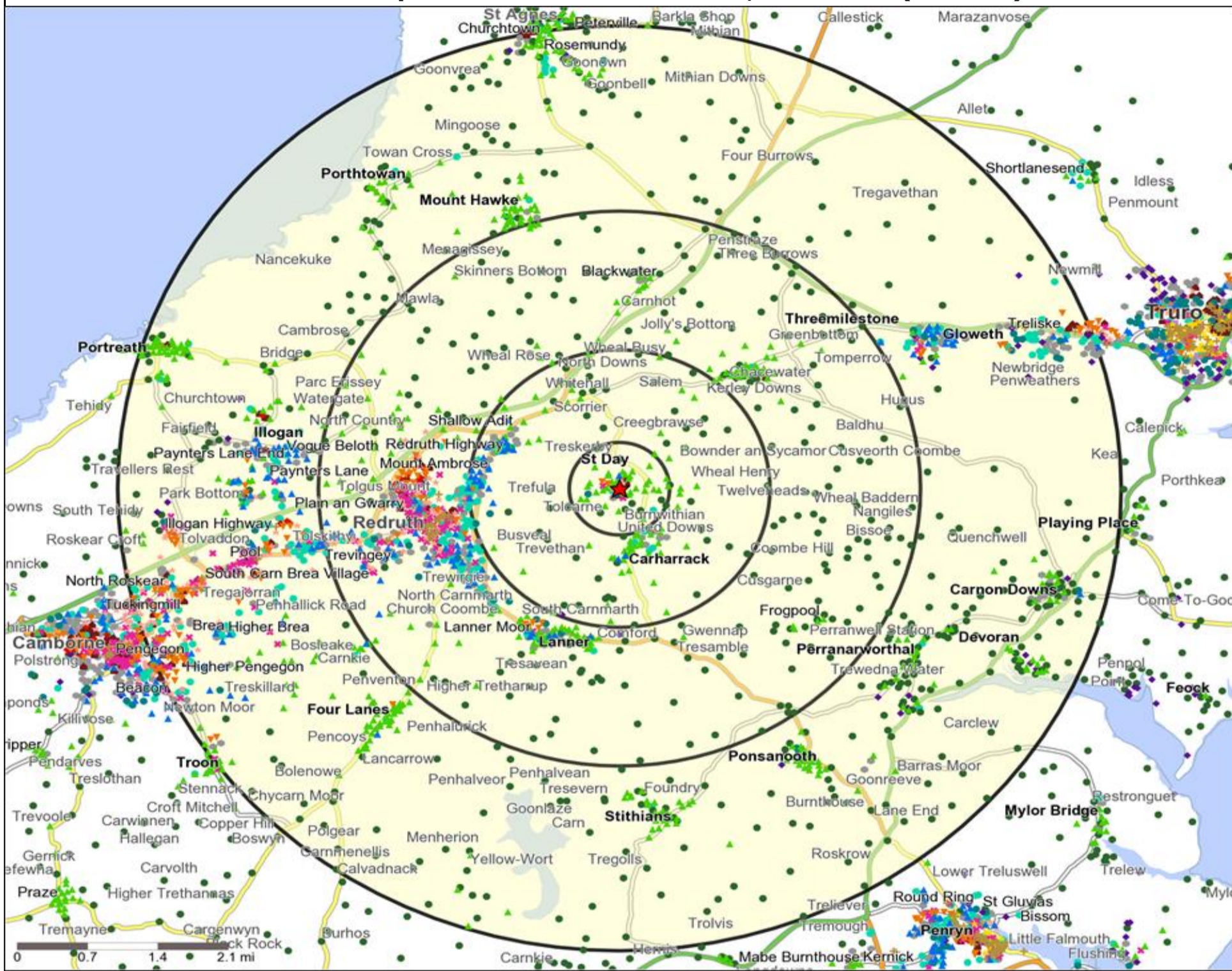
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	325	1,050	4,781	12,332	14,790	99	89	98	98	92
16-17	30	114	546	1,547	1,895	74	78	90	99	95
18-24	115	372	1,873	5,296	8,851	73	66	80	87	114
25-34	209	662	3,061	7,739	9,660	88	77	86	84	83
35-44	196	757	3,179	7,917	9,785	89	95	96	93	90
45-54	239	963	3,874	9,680	11,818	97	108	105	102	97
55-64	222	879	3,371	8,398	10,389	112	124	115	111	107
65+	409	1,476	5,324	14,274	18,365	130	131	114	118	119
<b>Population estimate 2015</b>	<b>1,745</b>	<b>6,273</b>	<b>26,009</b>	<b>67,183</b>	<b>85,553</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	1,712	6,169	25,172	64,164	80,759	98%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	13	35	162	478	630	1%	1%	1%	1%	1%
Asian / Asian British	10	24	150	528	711	1%	0%	1%	1%	1%
Black / African / Caribbean / Black British	3	10	36	107	150	0%	0%	0%	0%	0%
Other Ethnic Group	16	32	101	261	304	1%	1%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>1,754</b>	<b>6,270</b>	<b>25,621</b>	<b>65,538</b>	<b>82,554</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: ST DAY HOTEL, REDRUTH (203344)**



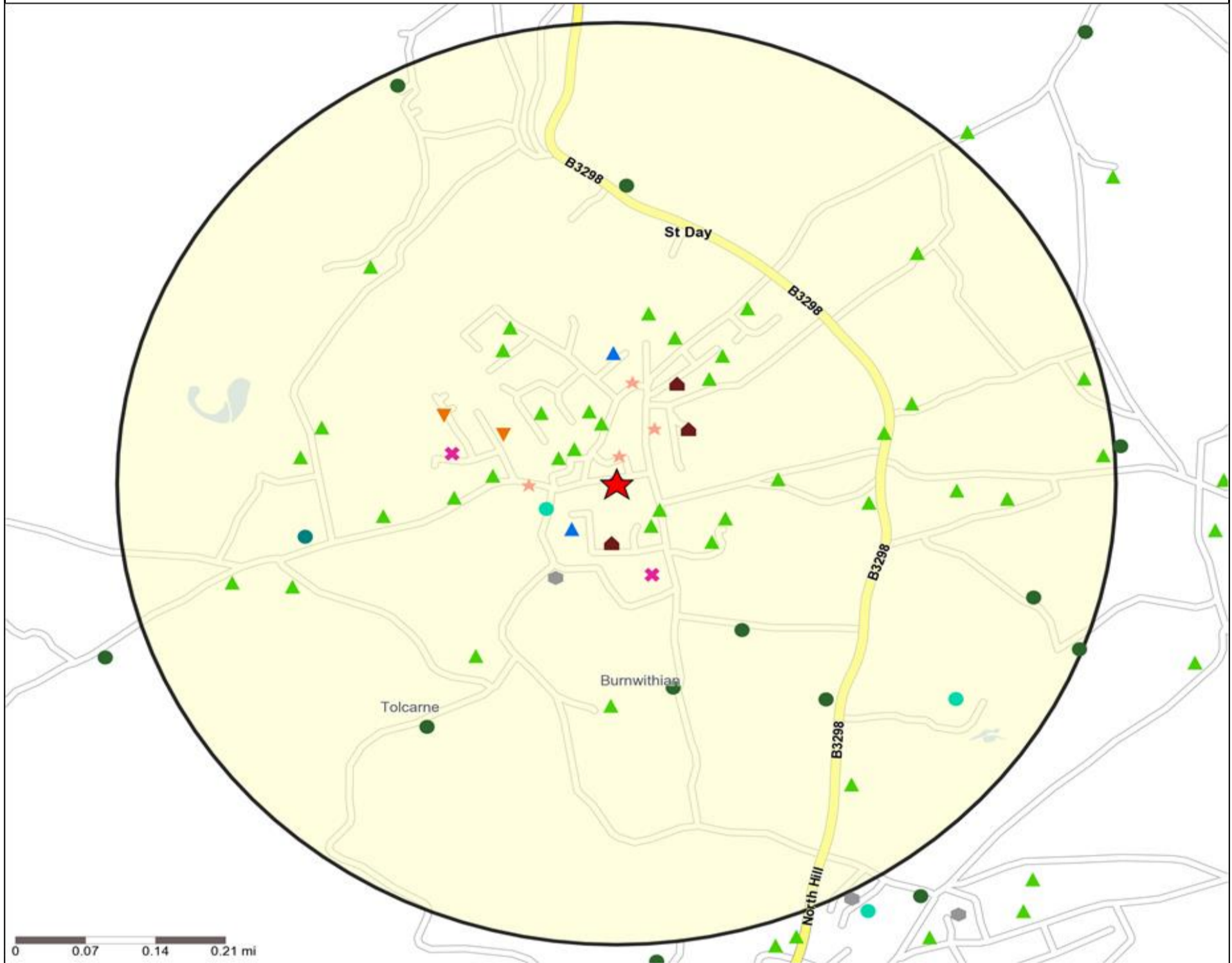
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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring 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
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	0	8	23	630	812	0	2	2	16	17
<b>C Country Living (18+)</b>	123	692	3,059	8,592	10,656	127	195	213	233	229
<b>D Rural Reality (18+)</b>	793	2,056	4,608	11,826	12,612	823	581	321	321	272
<b>E Senior Security (18+)</b>	6	668	2,356	5,145	6,985	5	161	140	119	128
<b>F Suburban Stability (18+)</b>	19	539	1,619	4,347	5,280	22	173	128	134	129
<b>G Domestic Success (18+)</b>	15	60	258	1,074	2,057	13	14	15	24	37
<b>H Aspiring Homemakers (18+)</b>	35	559	2,805	6,929	8,852	28	120	149	143	145
<b>I Family Basics (18+)</b>	78	79	834	3,549	3,749	78	21	56	93	78
<b>J Transient Renters (18+)</b>	127	171	2,098	3,965	4,880	158	58	176	129	126
<b>K Municipal Challenge (18+)</b>	0	0	290	657	829	0	0	24	21	21
<b>L Vintage Value (18+)</b>	90	130	800	1,976	3,105	103	40	61	59	74
<b>M Modest Traditions (18+)</b>	104	147	1,444	3,339	4,716	157	61	147	132	148
<b>N Urban Cohesion (18+)</b>	0	0	0	0	215	0	0	0	0	6
<b>O Rental Hubs (18+)</b>	0	0	488	1,050	2,269	0	0	31	26	44
<b>Adults 18+ estimate 2015</b>	<b>1,390</b>	<b>5,109</b>	<b>20,682</b>	<b>53,079</b>	<b>67,017</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: ST DAY HOTEL, REDRUTH (203344)**



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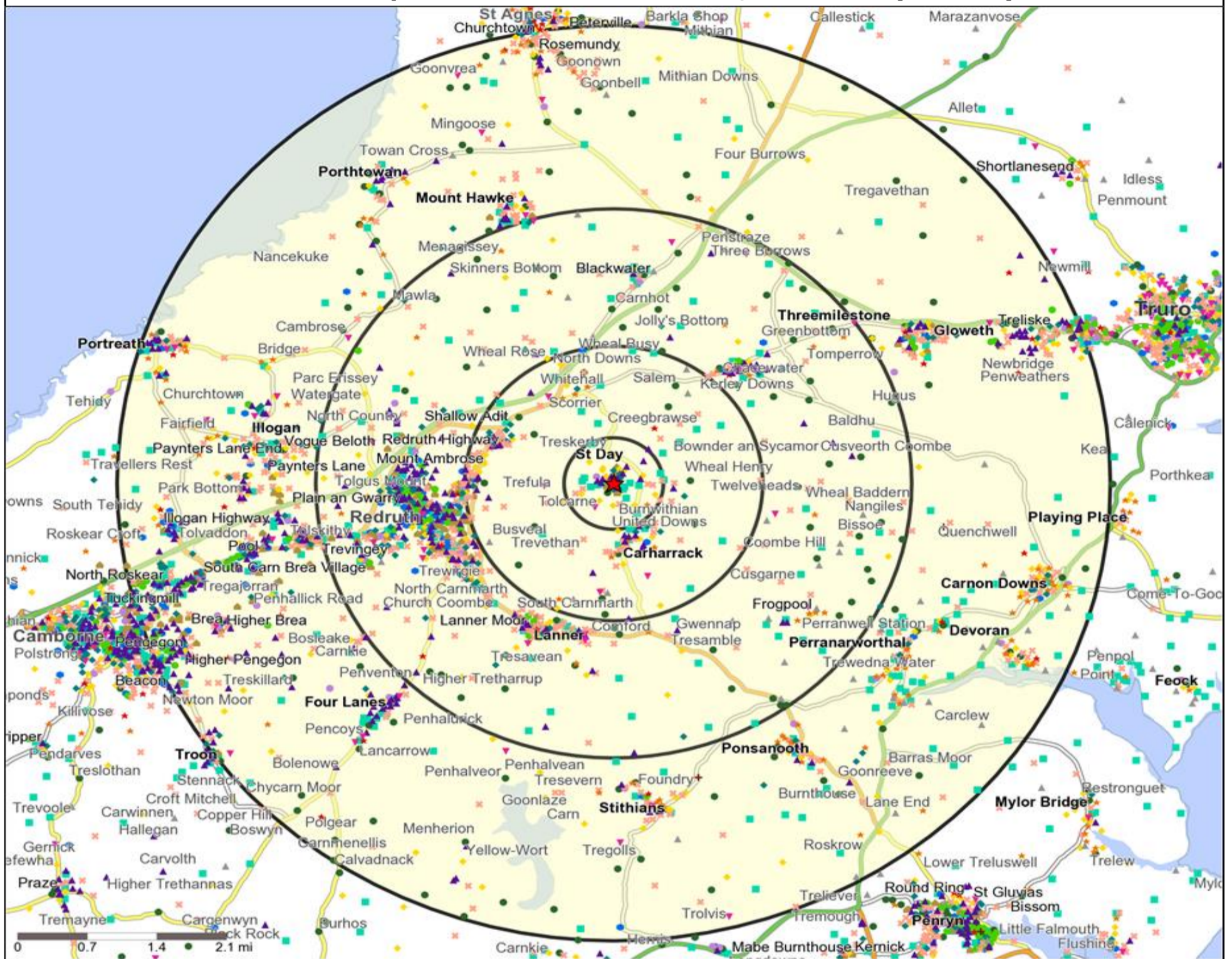
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | 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+)	123	127
D Rural Reality (18+)	793	823
E Senior Security (18+)	6	5
F Suburban Stability (18+)	19	22
G Domestic Success (18+)	15	13
H Aspiring Homemakers (18+)	35	28
I Family Basics (18+)	78	78
J Transient Renters (18+)	127	158
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	90	103
M Modest Traditions (18+)	104	157
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>1,390</b>	<b>100</b>



### Occasions Map and Data: ST DAY HOTEL, REDRUTH (203344)



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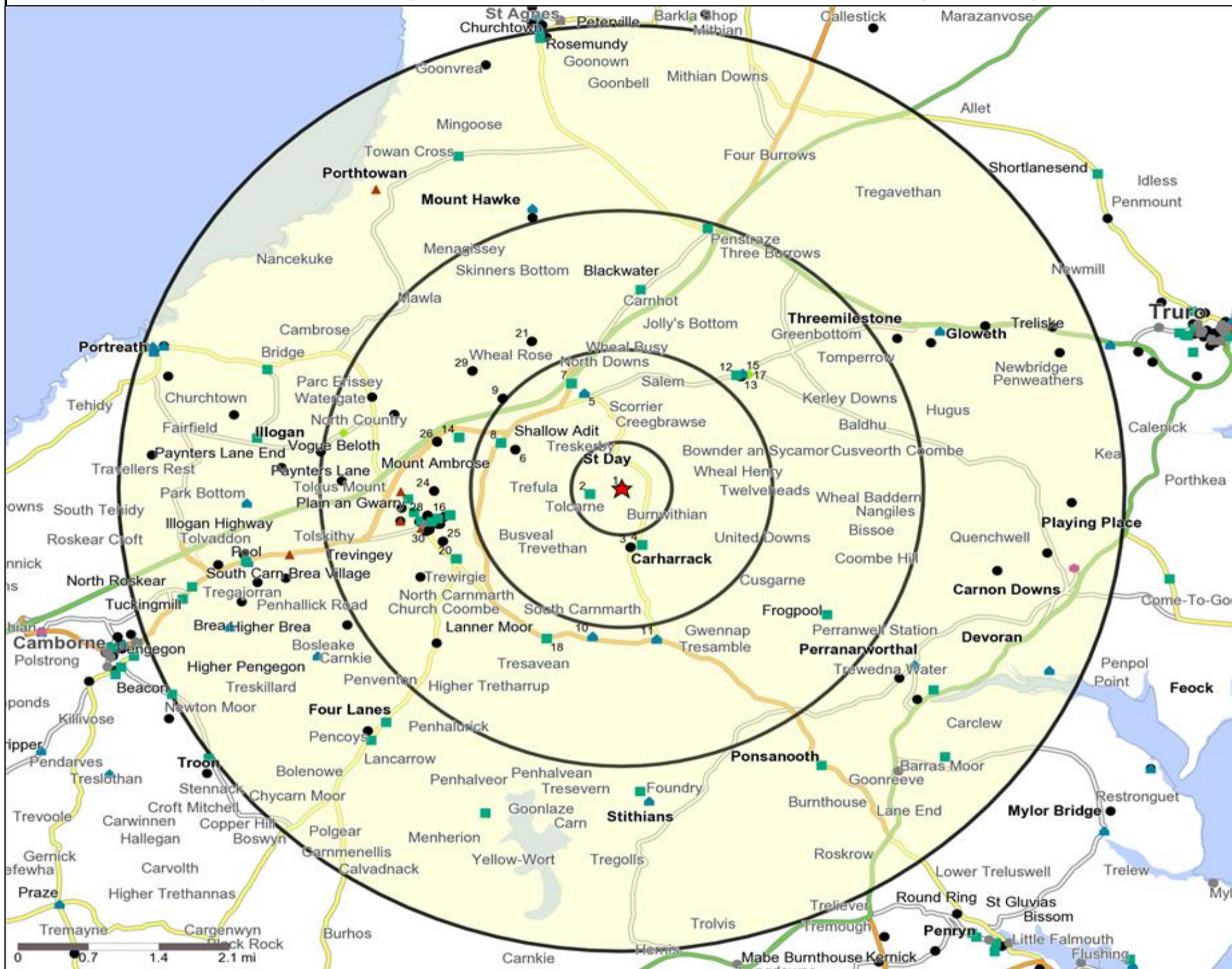
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- 10 Wining and Dining
- ▲ 11 Household Outing
- ★ 12 Midweek Meal Deal
- ◆ 13 Date Night
- ★ 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	112	360	1,590	4,021	5,135	120	108	108	105	105
02 Early Doors	126	386	1,577	3,889	4,986	161	138	128	121	122
03 Everyday is Friday	80	254	1,157	3,066	3,868	120	107	110	112	111
04 Weekend Millionaires	111	330	1,762	4,499	5,490	115	96	116	114	109
05 Out On The Town	69	245	1,314	3,402	4,398	74	74	90	89	91
06 Business and Pleasure	27	108	545	1,471	1,866	56	63	72	75	75
07 Sporting Pints	57	164	1,085	2,753	3,496	56	45	67	65	66
08 Student Social	35	165	601	1,604	2,072	81	107	88	90	92
09 Leisurely Lunch	101	369	1,513	3,954	5,022	111	113	105	106	106
10 Wining and Dining	96	455	1,664	4,384	5,522	92	123	102	103	102
11 Household Outing	84	266	1,341	3,419	4,306	102	91	103	101	101
12 Midweek Meal Deal	49	192	867	2,420	3,020	106	116	119	128	126
13 Date Night	80	351	1,249	3,310	4,246	109	134	108	110	111
14 Birthday Treat	79	271	1,031	2,845	3,664	107	103	89	94	96
15 Pre Show Meal	13	71	328	846	1,109	51	79	82	81	84
<b>Number of Occasions</b>	<b>1,119</b>	<b>3,987</b>	<b>17,624</b>	<b>45,883</b>	<b>58,200</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: ST DAY HOTEL, REDRUTH (203344)



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

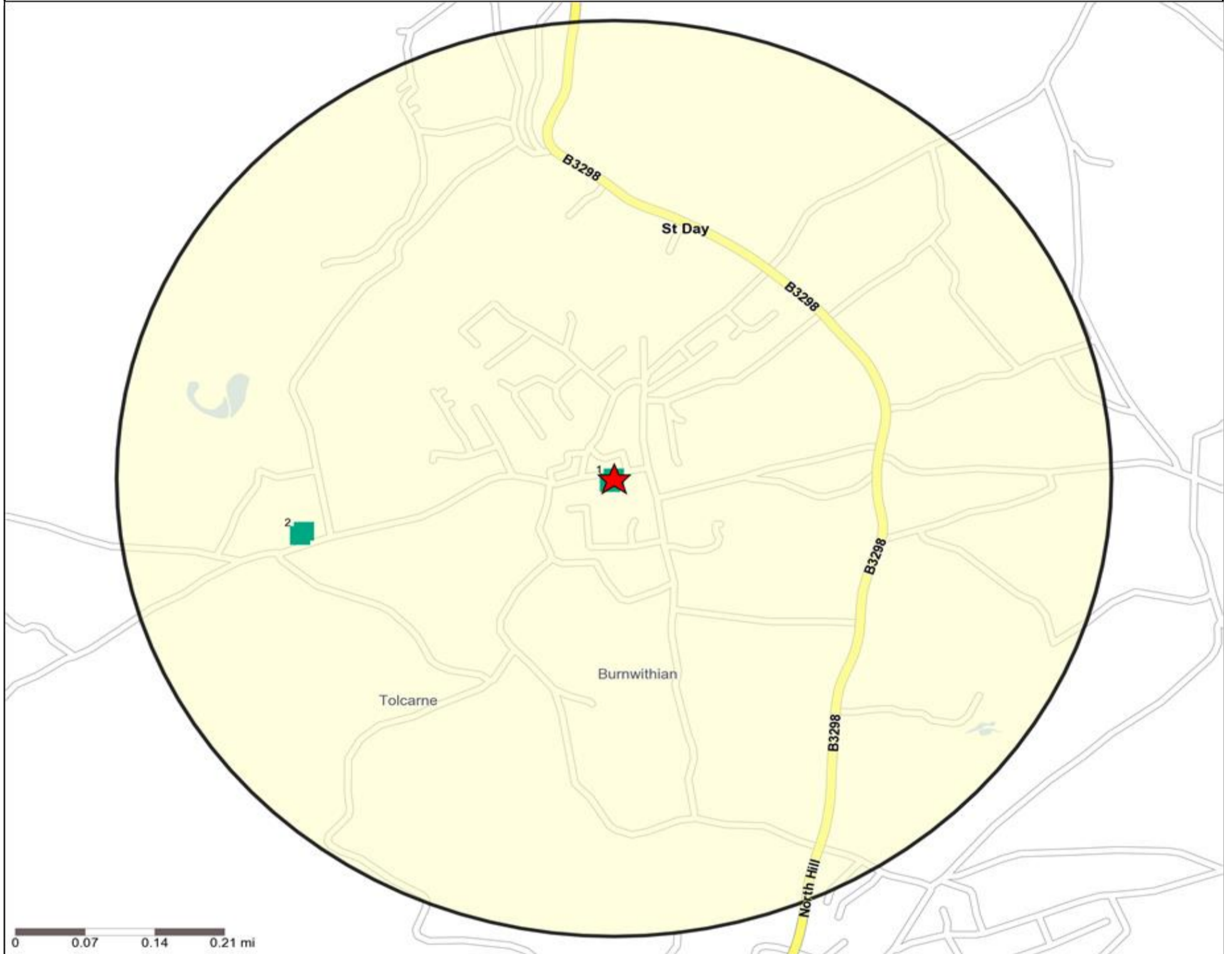
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### Competition Type Summary Table

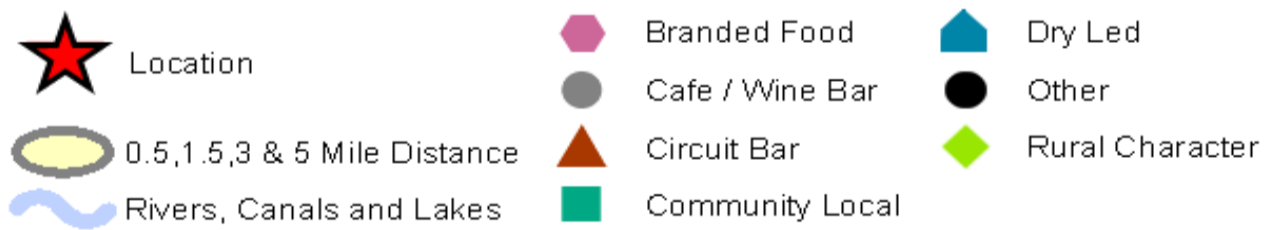
Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	1	3
Circuit Bar	0	0	3	5
Community Local	2	5	18	31
Dry Led	0	1	4	15
Branded Food Pub	0	0	0	1
Rural	0	0	1	1
Other	0	2	24	54
<b>Total</b>	<b>2</b>	<b>8</b>	<b>51</b>	<b>110</b>



## Competition Map and Data: ST DAY HOTEL, REDRUTH (203344)



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
Café / Wine Bar	0
Circuit Bar	0
Community Local	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
<b>Total</b>	<b>2</b>



## Local Competition: ST DAY HOTEL, REDRUTH (203344)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ST DAY HOTEL, REDRUTH	FORE STREET, REDRUTH, TR16 5JU	Punch Taverns	TR16 5JU	Punch Taverns	0.00
1	St Day Hotel	Fore Street, St Day, Redruth	Punch Pub Company	TR16 5JU	Community Local	0.01
2	Star Inn	Vogue, St Day, Redruth	Punch Pub Company	TR16 5NP	Community Local	0.32
3	Carharrack Sports Club	2 Chapel Terrace, Carharrack, Redruth	Independent Free	TR16 5RR	Other	0.64
4	Carharrack Stars	Fore Street, Carharrack, Redruth	Independent Free	TR16 5QS	Community Local	0.64
5	Fox & Hounds	Scorrier, Redruth	Punch Pub Company	TR16 5BS	Dry Led	1.09
6	Mount Ambrose Cricket Club	College Lane, Redruth Highway, Redruth	Independent Free	TR15 1RL	Other	1.14
7	Plume Of Feathers	Scorrier, Redruth	Punch Pub Company	TR16 5BN	Community Local	1.24
8	Mount Ambrose Inn	Mount Ambrose, Redruth	St Austell	TR15 1QR	Community Local	1.30
9	Radnor Golf Club	Radnor Road, Redruth	Independent Free	TR16 5EL	Other	1.53
10	Coppice Inn	Lanner Moor, Redruth	Punch Pub Company	TR16 6JB	Dry Led	1.62
11	Fox & Hounds Inn	Comford, Redruth	St Austell	TR16 6AX	Dry Led	1.66
12	Rambling Miner	13 High Street, Chacewater, Truro	Independent Free	TR 4 8LW	Community Local	1.67
13	Chacewater Bowling Club	Falmouth Road, Chacewater, Truro	Independent Free	TR 4 8LP	Other	1.69
14	Treleigh Arms	Treleigh, Redruth	Independent Free	TR16 4AY	Community Local	1.71
15	Britannia Hotel	Fore Street, Chacewater, Truro	Independent Free	TR 4 8LN	Dry Led	1.73
16	Collins Arms	18 Higher Fore Street, Redruth	Independent Free	TR15 2AP	Community Local	1.73
17	Kings Head Inn	The Square, Chacewater, Truro	Punch Pub Company	TR 4 8PY	Rural Character	1.76
18	Lanner Inn	The Square, Lanner, Redruth	Independent Free	TR16 6EH	Community Local	1.78
19	Amity Tandoori	5 Higher Fore Street, Redruth	Independent Free	TR15 2AJ	Other	1.79
20	Trefusis Arms	Clinton Road, Redruth	Independent Free	TR15 2LT	Community Local	1.81
21	Goonearl Cottage	Wheal Rose, Scorrier, Redruth	Independent Free	TR16 5DF	Other	1.82
22	Great Western Railway Staff Association Club	15 Station Road, Redruth	Independent Free	TR15 2AB	Other	1.85
23	Red Lion	35 Fore Street, Redruth	Trust Inns	TR15 2AE	Community Local	1.85
24	Redruth Rugby Club	Cardrew Lane, Redruth	Independent Free	TR15 1SY	Other	1.87
25	Redruth Meadery	6 Clinton Road, Redruth	Independent Free	TR15 2QE	Other	1.87
26	Inn For All Seasons	Treleigh, Redruth	Independent Free	TR16 4AP	Other	1.90
27	Oxford Inn	28 Fore Street, St Day, Redruth	Punch Pub Company	TR15 2BQ	Community Local	1.92
28	Redruth Masonic Club	13 Green Lane, Redruth	Independent Free	TR15 1JY	Other	1.95
29	Globe Vale Holiday Park	Radnor, Sinns Common, Redruth	Independent Free	TR16 4BH	Other	1.95
30	Gas Lights	Station Hill, Redruth	Independent Free	TR15 2PP	Other	1.97