



Customer Profile Report for KINGS HEAD, CHACEWATER (Punch Outlet Number: 202916) THE SQUARE, TRURO, TR4 8PY (TR 4 8PY)



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

Age Data Table

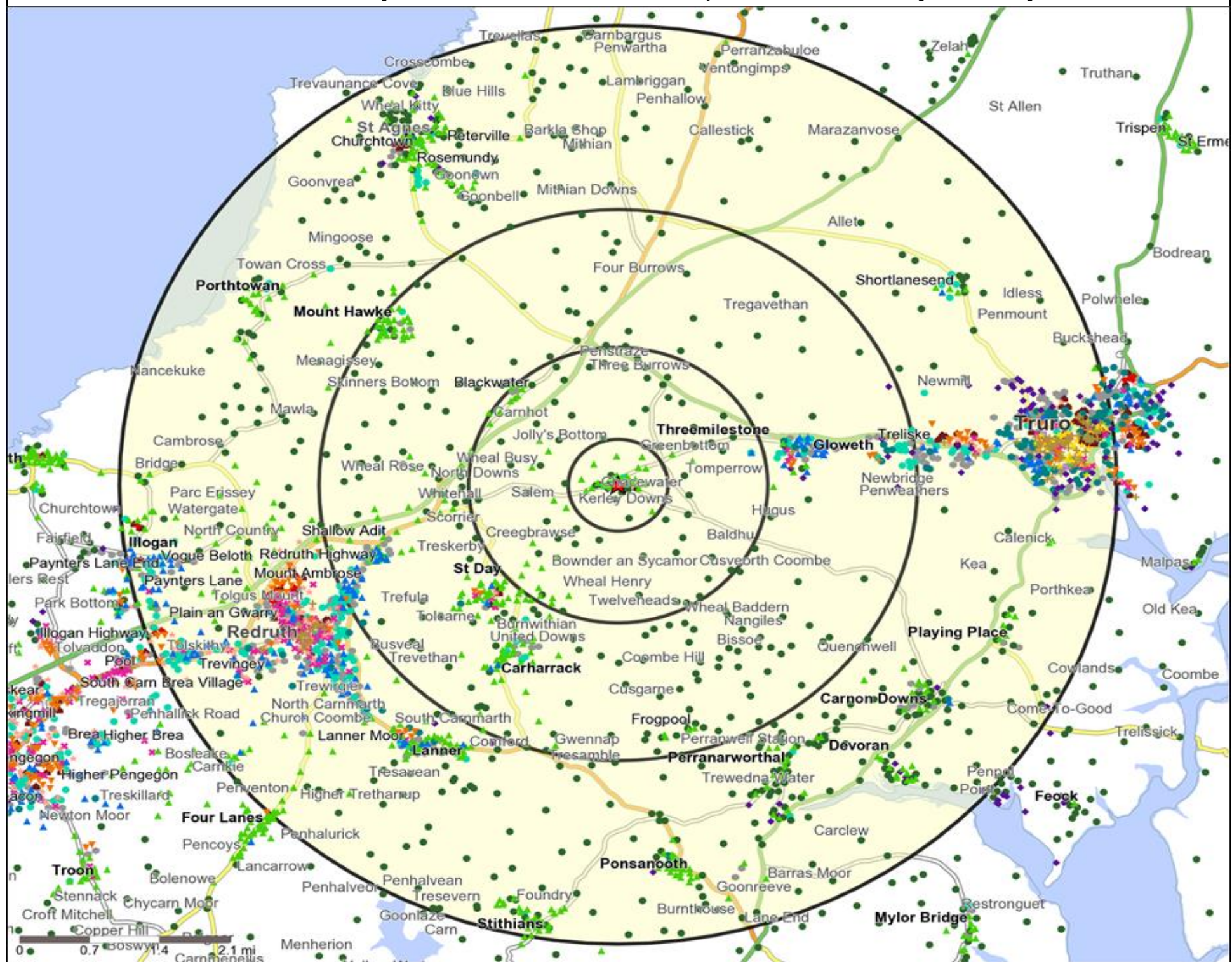
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	210	444	2,856	11,374	16,090	115	98	93	91	93
16-17	23	53	353	1,502	2,156	102	94	93	98	101
18-24	47	132	1,203	4,947	7,289	53	60	81	82	88
25-34	94	217	1,883	7,643	10,639	71	66	84	84	85
35-44	170	357	2,002	7,711	10,710	138	116	97	92	92
45-54	140	419	2,428	9,532	12,909	102	122	105	101	99
55-64	132	394	2,268	8,332	11,402	120	144	123	111	110
65+	155	407	3,320	15,255	20,769	89	93	113	128	125
Population estimate 2015	971	2,423	16,313	66,296	91,964	100	100	100	100	100

Ethnicity - Census 2011

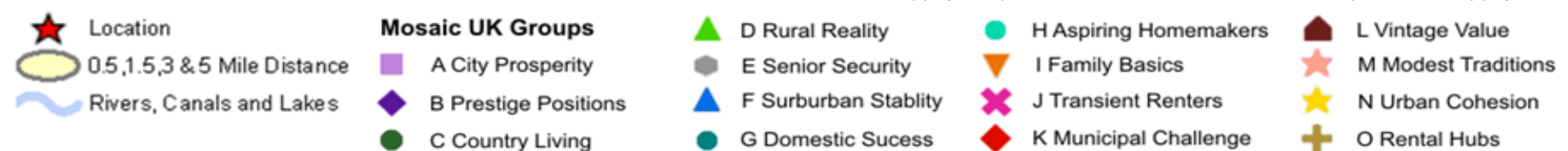
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	965	2,417	15,441	63,748	87,960	97%	98%	97%	98%	98%
Mixed / Multiple Ethnic Groups	9	16	120	532	738	1%	1%	1%	1%	1%
Asian / Asian British	15	22	204	651	891	2%	1%	1%	1%	1%
Black / African / Caribbean / Black British	1	5	43	92	132	0%	0%	0%	0%	0%
Other Ethnic Group	2	15	64	224	318	0%	1%	0%	0%	0%
All People (Ethnic Group)	992	2,475	15,872	65,247	90,039	100	100	100	100	100



Mosaic UK Map and Data: KINGS HEAD, CHACEWATER (202916)



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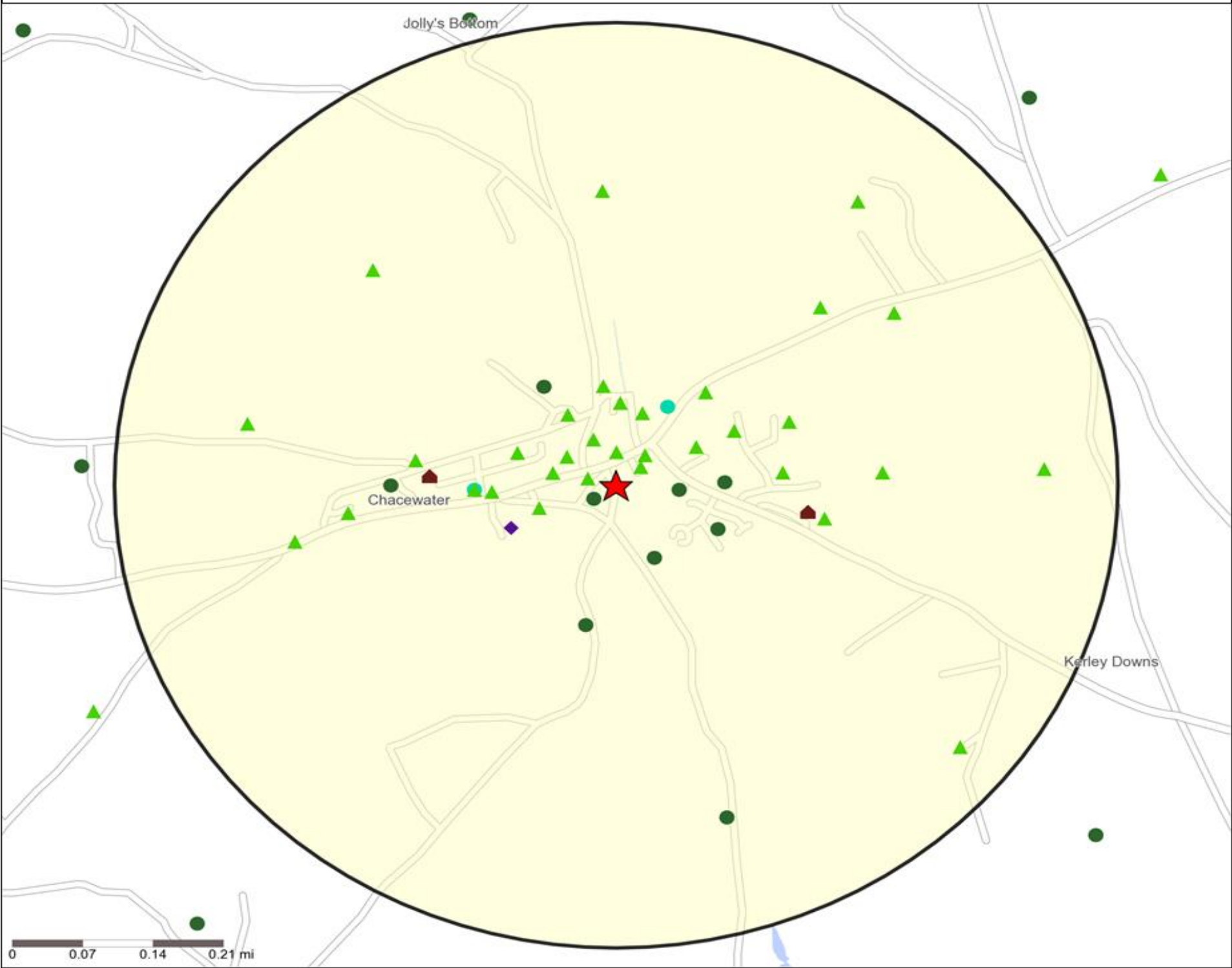
Mosaic UK Data Table (Residential)

	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	12	12	0	0	0	1	0
B Prestige Positions (18+)	5	8	180	1,286	1,854	9	6	19	33	35
C Country Living (18+)	189	879	3,075	9,254	11,749	369	656	343	250	231
D Rural Reality (18+)	478	857	3,978	10,532	12,969	936	641	445	286	255
E Senior Security (18+)	0	67	1,202	6,084	7,735	0	43	114	141	130
F Suburban Stability (18+)	0	16	1,377	3,983	5,153	0	14	175	123	115
G Domestic Success (18+)	0	0	336	2,362	3,334	0	0	31	53	54
H Aspiring Homemakers (18+)	19	48	1,555	5,988	8,224	28	27	132	124	123
I Family Basics (18+)	0	0	335	1,994	4,126	0	0	36	52	78
J Transient Renters (18+)	0	0	342	2,847	4,729	0	0	46	93	112
K Municipal Challenge (18+)	0	0	0	655	950	0	0	0	21	22
L Vintage Value (18+)	46	53	183	2,803	4,273	99	44	23	84	93
M Modest Traditions (18+)	0	0	150	2,373	4,354	0	0	24	94	125
N Urban Cohesion (18+)	0	0	0	833	850	0	0	0	30	22
O Rental Hubs (18+)	0	0	196	2,189	2,941	0	0	20	53	52
Adults 18+ estimate 2015	737	1,928	12,909	53,195	73,253	100	100	100	100	100

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Mosaic UK Map and Data: KINGS HEAD, CHACEWATER (202916)



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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

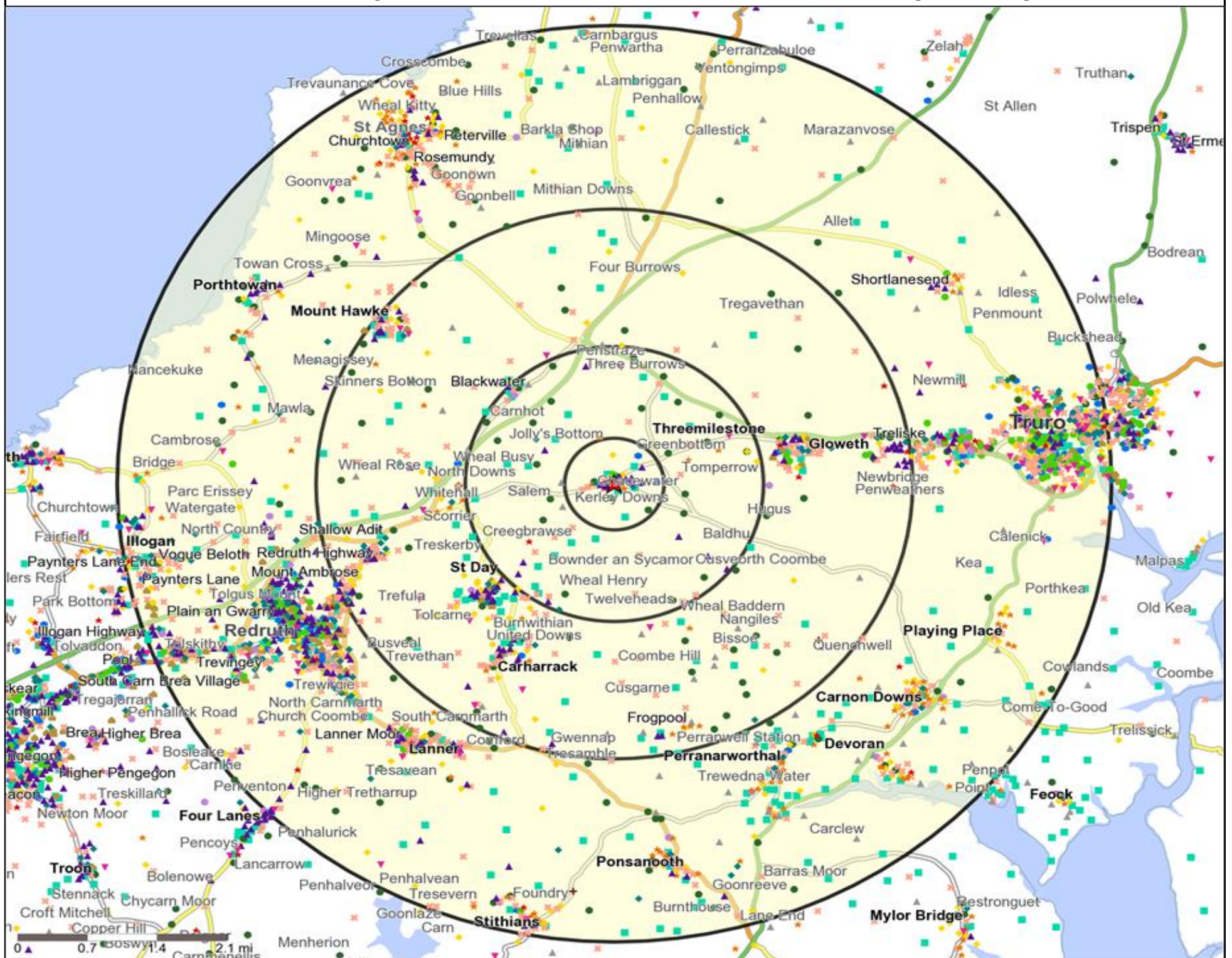
N Urban Cohesion

O Rental Hubs

Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	5	9
C Country Living (18+)	189	369
D Rural Reality (18+)	478	936
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	19	28
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	46	99
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	737	100



Occasions Map and Data: KINGS HEAD, CHACEWATER (202916)



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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	57	135	832	3,967	5,614	119	116	95	105	105
02 Early Doors	50	119	837	3,750	5,394	125	122	114	118	120
03 Everyday is Friday	38	74	662	2,915	4,191	111	89	106	108	109
04 Weekend Millionaires	46	101	929	3,828	5,615	93	84	103	98	102
05 Out On The Town	24	61	686	3,310	4,833	51	53	79	88	91
06 Business and Pleasure	16	60	385	1,607	2,192	65	101	86	83	80
07 Sporting Pints	26	49	501	2,600	3,863	50	38	52	63	66
08 Student Social	39	117	553	1,720	2,267	176	217	136	98	91
09 Leisurely Lunch	54	140	937	4,064	5,647	116	124	110	110	108
10 Wining and Dining	57	147	1,186	4,566	6,183	108	114	122	109	104
11 Household Outing	21	42	627	3,120	4,673	50	41	82	94	99
12 Midweek Meal Deal	38	81	477	2,223	3,216	161	141	110	119	121
13 Date Night	52	132	918	3,681	4,899	138	144	133	124	116
14 Birthday Treat	44	97	696	2,963	4,155	117	106	101	99	98
15 Pre Show Meal	9	34	224	939	1,299	70	108	95	92	89
Number of Occasions	571	1,389	10,450	45,253	64,041	100	100	100	100	100

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Competition Map and Data: KINGS HEAD, CHACEWATER (202916)



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

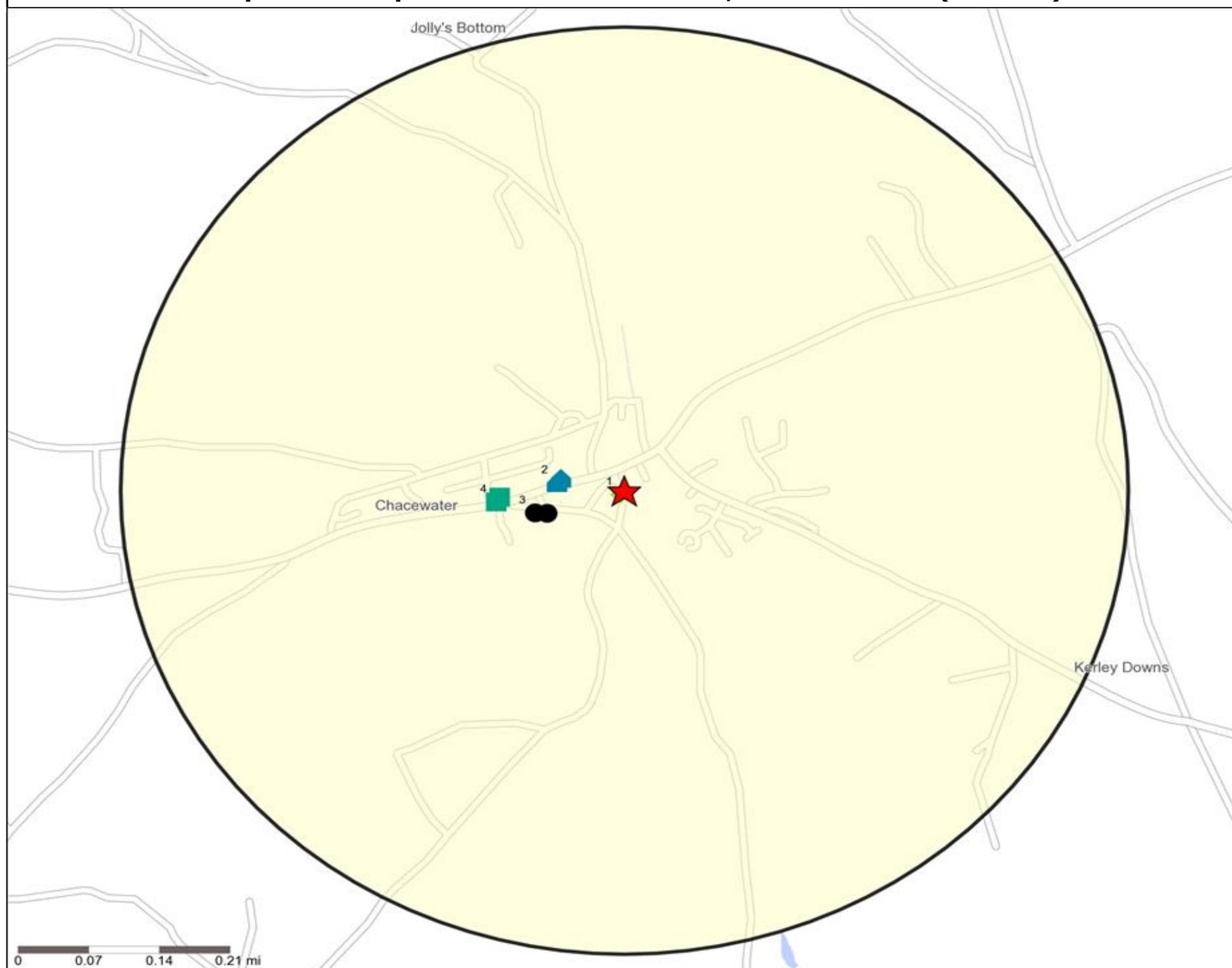


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	17
Circuit Bar	0	0	0	14
Community Local	1	2	10	33
Dry Led	1	1	4	15
Branded Food Pub	0	0	0	1
Rural	1	1	1	2
Other	1	1	10	87
Total	4	5	25	169



Competition Map and Data: KINGS HEAD, CHACEWATER (202916)



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	1
Dry Led	1
Branded Food Pub	0
Rural	1
Other	1
Total	4



Local Competition: KINGS HEAD, CHACEWATER (202916)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	KINGS HEAD, CHACEWATER	THE SQUARE, TRURO, TR4 8PY	Punch Taverns	TR 4 8PY	Punch Taverns	0.00
1	Kings Head Inn	The Square, Chacewater, Truro	Punch Pub Company	TR 4 8PY	Rural Character	0.01
2	Britannia Hotel	Fore Street, Chacewater, Truro	Independent Free	TR 4 8LN	Dry Led	0.07
3	Chacewater Bowling Club	Falmouth Road, Chacewater, Truro	Independent Free	TR 4 8LP	Other	0.09
4	Rambling Miner	13 High Street, Chacewater, Truro	Independent Free	TR 4 8LW	Community Local	0.13
5	Red Lion Inn	Blackwater, Truro	Punch Pub Company	TR 4 8EU	Community Local	1.41
6	Walkers Restaurant	Threemilestone Industrial Estate, Threemilestone, Truro	Independent Free	TR 4 9LD	Other	1.52
7	Chiverton Arms	Chiverton Cross, Blackwater, Truro	Independent Free	TR 4 8HS	Community Local	1.62
8	Fox & Hounds	Scorrier, Redruth	Punch Pub Company	TR16 5BS	Dry Led	1.65
9	Plume Of Feathers	Scorrier, Redruth	Punch Pub Company	TR16 5BN	Community Local	1.77
10	St Day Hotel	Fore Street, St Day, Redruth	Punch Pub Company	TR16 5JU	Community Local	1.77
11	Threemilestone Social Club	Pengelly Way, Threemilestone, Truro	Independent Free	TR 3 6DP	Other	1.83
12	Victoria Inn	Chyvelah Road, Threemilestone, Truro	St Austell	TR 3 6BY	Dry Led	1.95
13	Star Inn	Vogue, St Day, Redruth	Punch Pub Company	TR16 5NP	Community Local	2.04
14	Carharrack Stars	Fore Street, Carharrack, Redruth	Independent Free	TR16 5QS	Community Local	2.13
15	Goonearl Cottage	Wheal Rose, Scorrier, Redruth	Independent Free	TR16 5DF	Other	2.19
16	Carharrack Sports Club	2 Chapel Terrace, Carharrack, Redruth	Independent Free	TR16 5RR	Other	2.21
17	Pizza Hut	Threemilestone, Truro	Pizza Hut UK Ltd	TR 3 6BA	Other	2.42
18	Radnor Golf Club	Radnor Road, Redruth	Independent Free	TR16 5EL	Other	2.46
19	Mount Ambrose Cricket Club	College Lane, Redruth Highway, Redruth	Independent Free	TR15 1RL	Other	2.46
20	Mount Ambrose Inn	Mount Ambrose, Redruth	St Austell	TR15 1QR	Community Local	2.58
21	Cornish Arms	Frogpool, Truro	Independent Free	TR 4 8RP	Community Local	2.71
22	Trenithick Resident Association Club	34 Charlotte Close, Mount Hawke, Truro	Independent Free	TR 4 8TS	Other	2.74
23	Globe Vale Holiday Park	Radnor, Sinns Common, Redruth	Independent Free	TR16 4BH	Other	2.75
24	Old School Bar & Kitchen	Old School Road, Mount Hawke, Truro	Independent Free	TR 4 8BA	Dry Led	2.80
25	Treleigh Arms	Treleigh, Redruth	Independent Free	TR16 4AY	Community Local	2.96
26	Fox & Hounds Inn	Comford, Redruth	St Austell	TR16 6AX	Dry Led	3.00
27	Truro Golf Club	Tresawls Road, Truro	Independent Free	TR 1 3LG	Other	3.05
28	Truro Lawn Tennis Club	Newbridge Lane, Truro	Independent Free	TR 1 3JS	Other	3.09
29	Inn For All Seasons	Treleigh, Redruth	Independent Free	TR16 4AP	Other	3.19
30	Coppice Inn	Lanner Moor, Redruth	Punch Pub Company	TR16 6JB	Dry Led	3.23