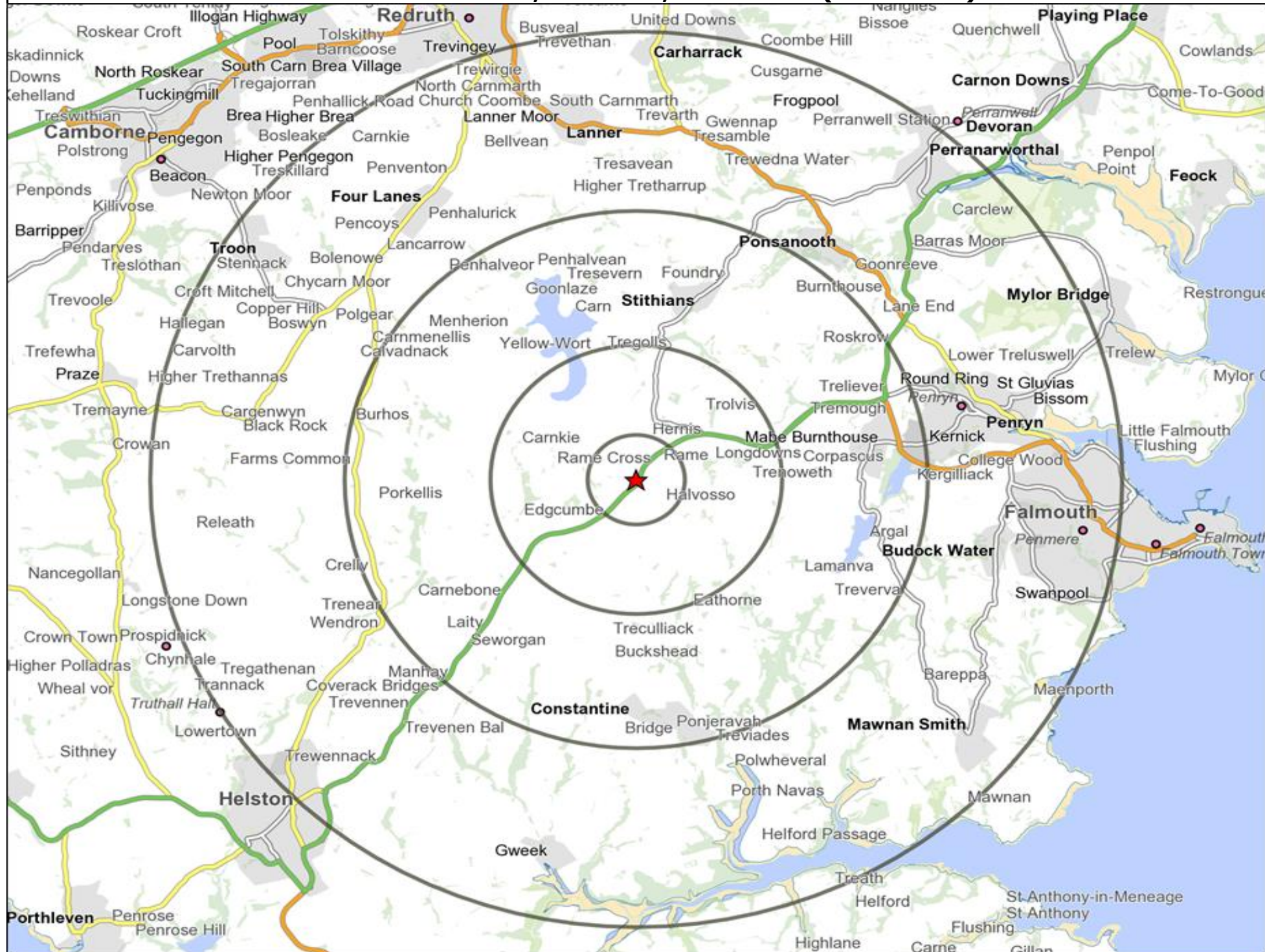




Customer Profile Report for HALFWAY HOUSE, RAME CROSS (Punch Outlet Number: 202829)
HALFWAY HOUSE, PENRYN, TR10 9ED (TR10 9ED)



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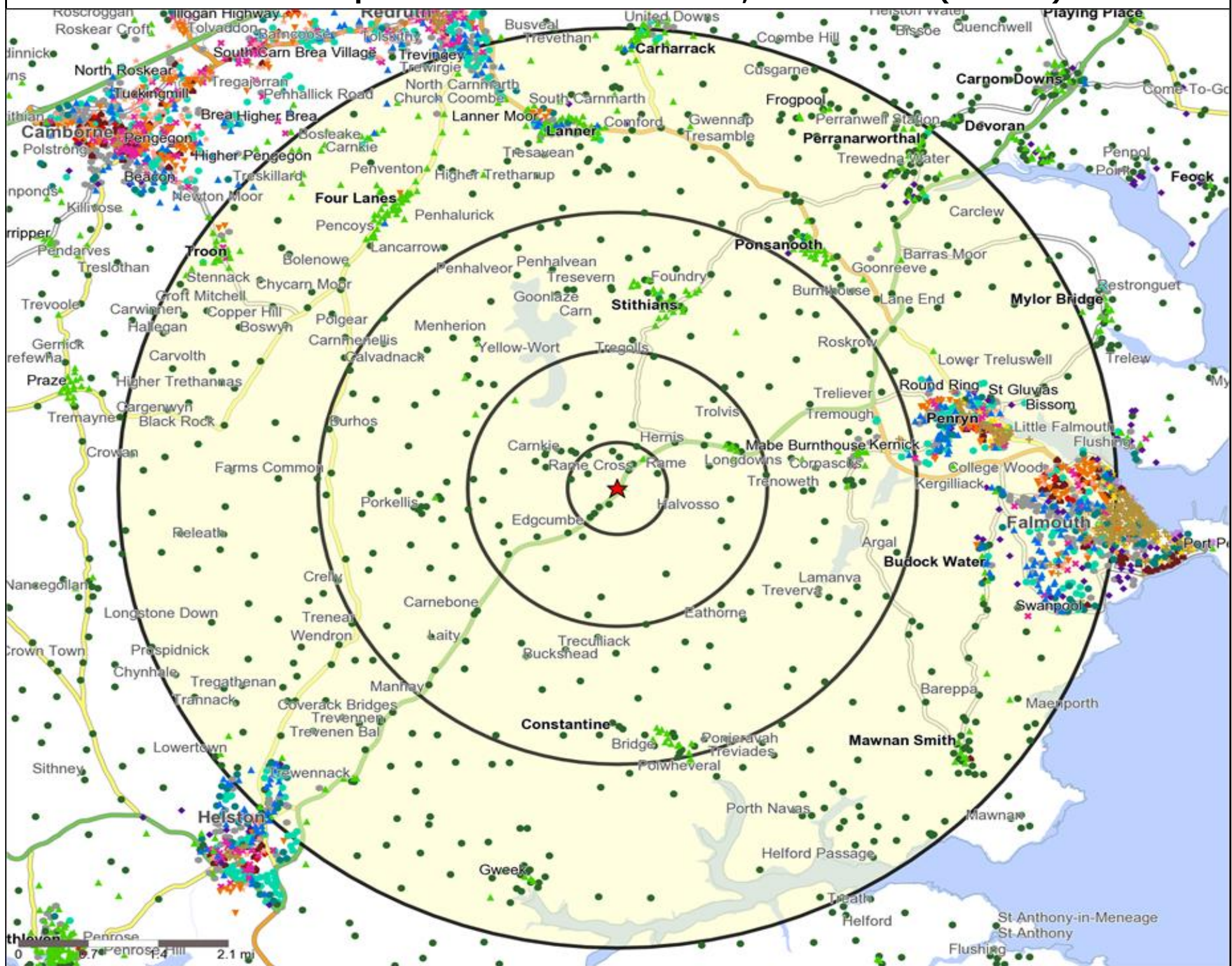
★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

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	72	237	1,146	8,416	11,983	108	98	72	84	84
16-17	11	33	153	1,217	1,685	133	110	78	99	96
18-24	20	71	1,847	8,134	11,239	62	61	242	169	164
25-34	39	109	543	5,228	8,114	80	62	47	72	78
35-44	52	182	876	5,545	7,878	115	112	82	82	82
45-54	58	232	1,197	7,018	9,747	115	127	100	93	91
55-64	52	211	1,104	6,350	8,843	129	145	116	106	103
65+	52	211	1,577	11,246	16,237	81	91	104	117	119
Population estimate 2015	356	1,286	8,443	53,154	75,726	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	377	1,310	7,462	49,704	71,645	99%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	1	12	66	476	713	0%	1%	1%	1%	1%
Asian / Asian British	1	7	46	299	465	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	0	2	23	94	192	0%	0%	0%	0%	0%
Other Ethnic Group	0	2	23	159	253	0%	0%	0%	0%	0%
All People (Ethnic Group)	379	1,333	7,620	50,732	73,268	100	100	100	100	100



Mosaic UK Map and Data: HALFWAY HOUSE, RAME CROSS (202829)



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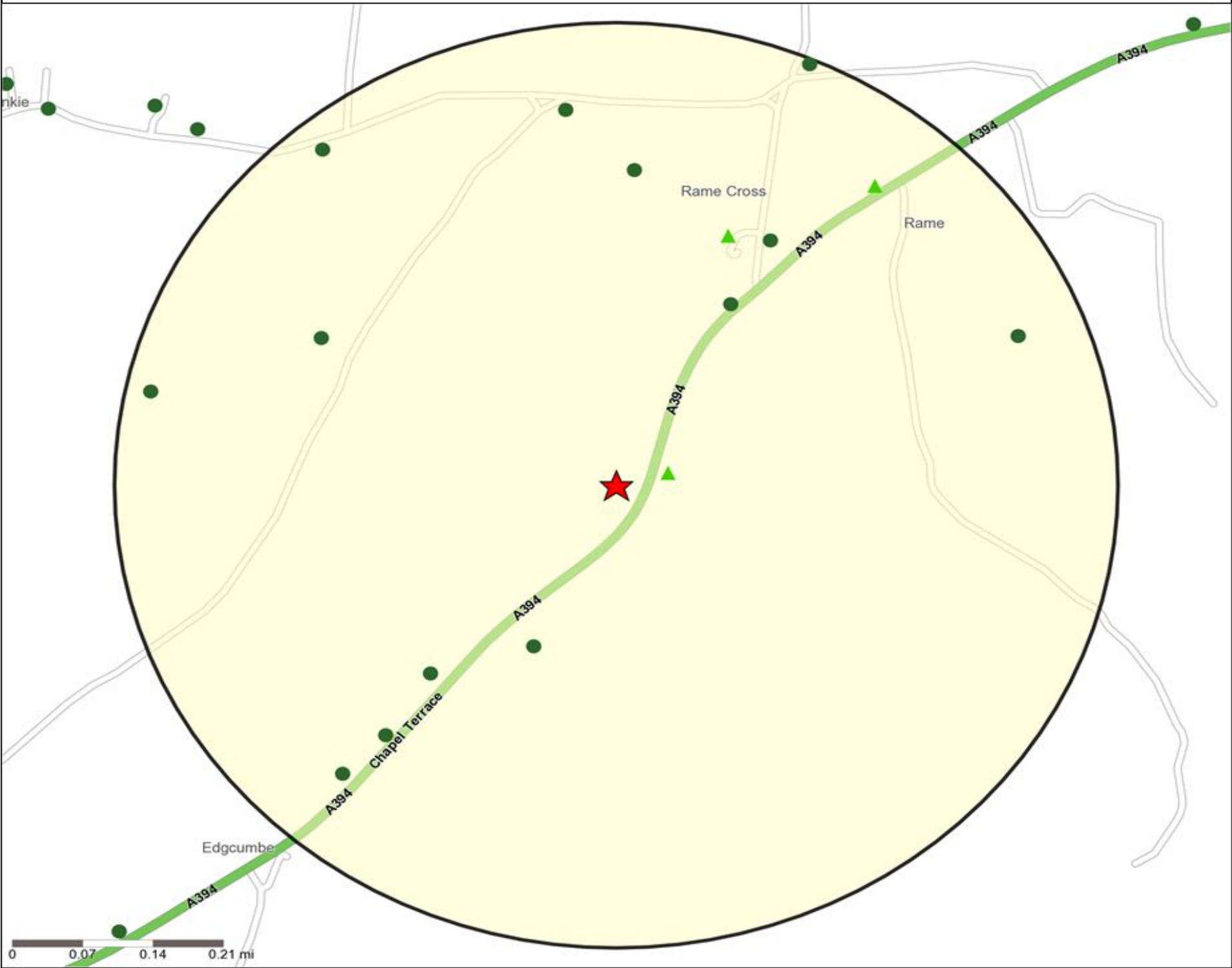
Mosaic UK Data Table (Residential)

	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	38	213	0	0	0	2	9
B Prestige Positions (18+)	0	0	21	596	1,451	0	0	5	20	34
C Country Living (18+)	219	824	3,249	8,641	11,702	1,168	1,165	822	306	288
D Rural Reality (18+)	51	194	1,719	6,915	9,061	273	275	436	245	224
E Senior Security (18+)	0	0	398	4,379	6,611	0	0	86	132	139
F Suburban Stability (18+)	0	0	13	3,594	4,274	0	0	4	145	120
G Domestic Success (18+)	0	0	8	2,037	3,179	0	0	2	60	65
H Aspiring Homemakers (18+)	0	0	150	5,121	6,804	0	0	29	138	128
I Family Basics (18+)	0	0	0	2,448	2,855	0	0	0	83	68
J Transient Renters (18+)	0	0	2	1,332	2,116	0	0	1	57	63
K Municipal Challenge (18+)	0	0	0	241	408	0	0	0	10	12
L Vintage Value (18+)	0	0	118	1,599	2,595	0	0	33	62	71
M Modest Traditions (18+)	0	0	0	771	1,140	0	0	0	40	41
N Urban Cohesion (18+)	0	0	0	415	695	0	0	0	19	23
O Rental Hubs (18+)	0	0	11	2,570	5,347	0	0	3	82	119
Adults 18+ estimate 2015	270	1,018	5,689	40,697	58,451	100	100	100	100	100

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Mosaic UK Map and Data: HALFWAY HOUSE, RAME CROSS (202829)



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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

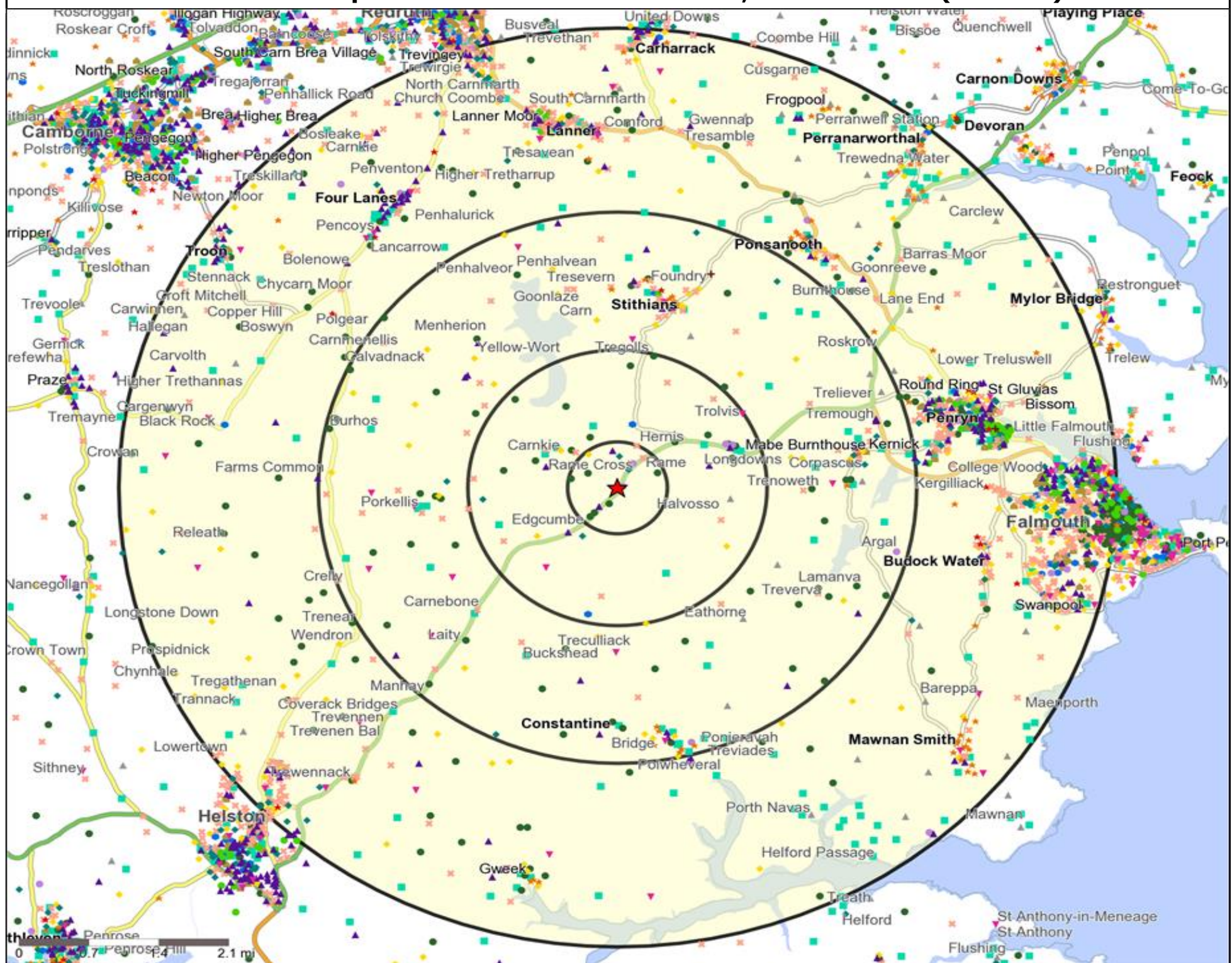
N Urban Cohesion

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+)	0	0
C Country Living (18+)	219	1,168
D Rural Reality (18+)	51	273
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	0	0
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	270	100



Occasions Map and Data: HALFWAY HOUSE, RAME CROSS (202829)



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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	15	59	359	2,984	4,196	88	96	107	103	101
02 Early Doors	15	59	345	2,738	3,884	105	114	123	113	112
03 Everyday is Friday	10	34	198	2,186	3,030	82	77	83	106	102
04 Weekend Millionaires	12	50	280	2,867	4,005	68	79	81	96	94
05 Out On The Town	9	34	170	2,493	3,656	53	56	51	87	89
06 Business and Pleasure	11	39	168	1,182	1,656	126	123	98	80	78
07 Sporting Pints	5	16	110	2,021	2,847	27	24	30	64	63
08 Student Social	25	86	335	1,898	3,187	316	301	216	142	166
09 Leisurely Lunch	20	77	427	3,030	4,353	120	128	131	108	108
10 Wining and Dining	25	89	463	3,407	4,913	132	130	125	106	107
11 Household Outing	3	10	115	2,327	3,161	20	18	39	92	87
12 Midweek Meal Deal	11	35	228	1,692	2,406	130	115	138	119	118
13 Date Night	21	77	421	2,722	3,995	156	159	160	120	123
14 Birthday Treat	14	46	267	2,165	3,118	104	95	101	95	96
15 Pre Show Meal	8	26	109	757	1,063	173	156	120	97	95
Number of Occasions	204	737	3,995	34,469	49,470	100	100	100	100	100

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Competition Map and Data: HALFWAY HOUSE, RAME CROSS (202829)



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

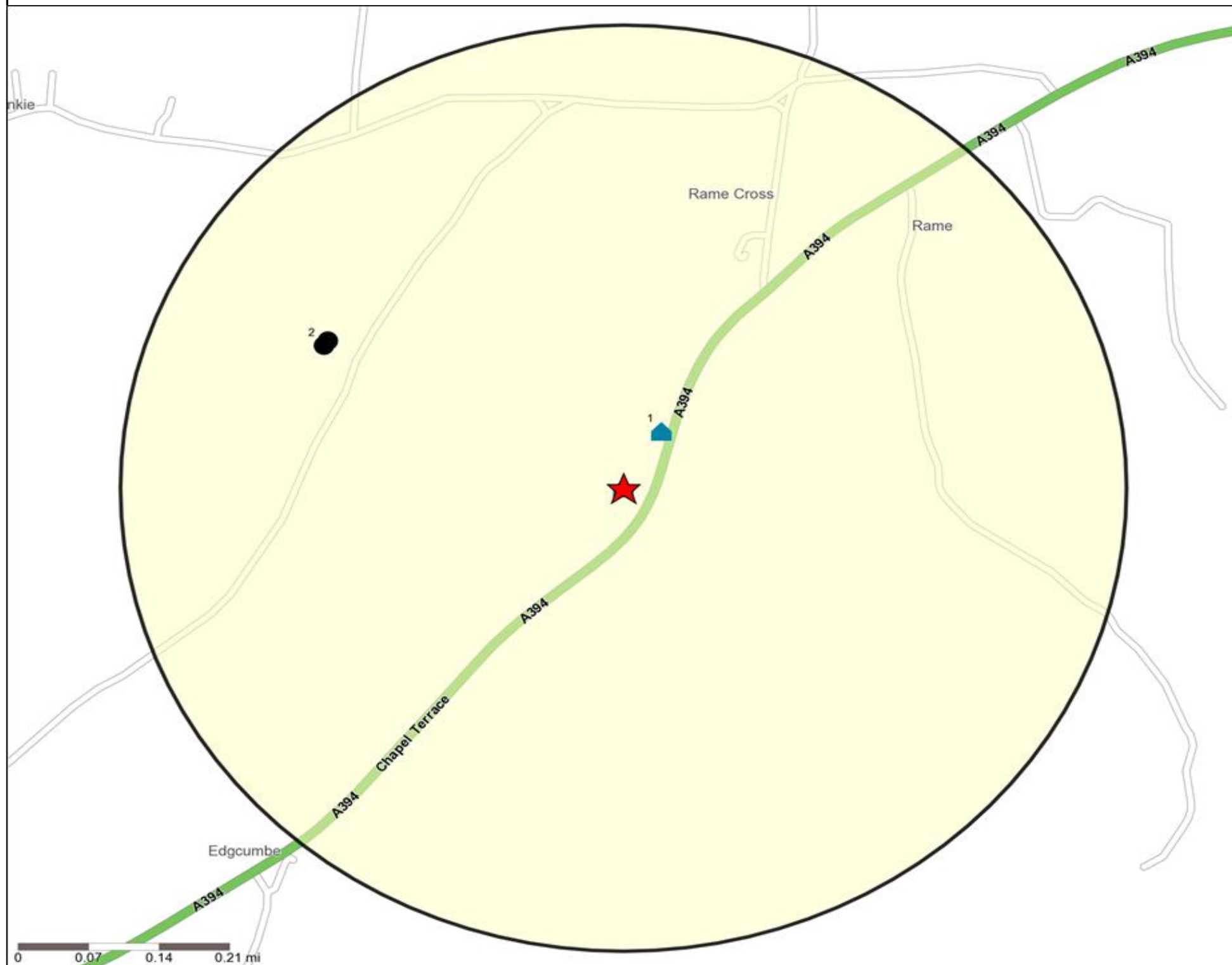


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	1	5
Circuit Bar	0	0	0	0
Community Local	0	0	3	20
Dry Led	1	1	3	9
Branded Food Pub	0	0	0	0
Rural	0	0	0	3
Other	1	1	8	51
Total	2	3	15	88



Competition Map and Data: HALFWAY HOUSE, RAME CROSS (202829)



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

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
Total	2



Local Competition: HALFWAY HOUSE, RAME CROSS (202829)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	HALFWAY HOUSE, RAME CROSS	HALFWAY HOUSE, PENRYN, TR10 9ED	Punch Taverns	TR10 9ED	Punch Taverns	0.00
1	Halfway House	Rame Street, Rame Cross, Penryn	Punch Pub Company	TR10 9ED	Dry Led	0.07
2	Wendron Cricket Club	Underlane, Helston	Independent Free	TR13 0EH	Other	0.34
3	Stonemasons	Longdowns, Penryn	Independent Free	TR10 9DL	Cafe / Wine Bar	1.34
4	Star Inn	Porkellis, Helston	Independent Free	TR13 0JR	Community Local	1.98
5	Waymarker	Gweek-Penryn Road, Constantine, Falmouth	Independent Free	TR11 5QD	Other	2.01
6	Seven Stars Inn	Church Road, Stithians, Truro	St Austell	TR 3 7DH	Dry Led	2.19
7	Stithians Cricket Club	Church Road, Stithians, Truro	Independent Free	TR 3 7DH	Other	2.19
8	Golden Lion Inn	Menherion, Redruth	St Austell	TR16 6NW	Community Local	2.39
9	New Inn	Church Road, Mabe Burnthouse, Penryn	Punch Pub Company	TR10 9HN	Dry Led	2.44
10	St Gluvias Cricket Club	Kernick Road, Penryn	Independent Free	TR10 9LZ	Other	2.68
11	Constantine Recreation Social Club	Trebarvah Road, Constantine, Falmouth	Independent Free	TR11 5AG	Other	2.68
12	Miners Restaurant	Hapenny Park, Trenear, Helston	Independent Free	TR13 0ES	Other	2.72
13	Stannary Bar	Treliever Road, Penryn	Independent Free	TR10 9EZ	Other	2.80
14	Falmouth College Of Arts	Treliever Road, Tremough, Penryn	Independent Free	TR10 9EZ	Other	2.80
15	Queens Arms	64 Fore Street, Constantine, Falmouth	Punch Pub Company	TR11 5AB	Community Local	2.86
16	Penryn Rugby Club	Kernick Road, Penryn	Independent Free	TR10 8NT	Other	3.25
17	Penryn Athletic Association Football Club	Kernick Road, Penryn	Independent Free	TR10 8NT	Other	3.25
18	Wendron Inn	Wendron, Helston	Independent Free	TR13 0EA	Rural Character	3.27
19	Stag Hunt	20 St Michaels Road, Ponsanooth, Truro	Punch Pub Company	TR 3 7EE	Community Local	3.28
20	Trengilly Wartha Inn	Constantine, Falmouth	Independent Free	TR11 5RP	Rural Character	3.37
21	Raob Club	Tresooth Lane, Penryn	Independent Free	TR10 8DL	Other	3.55
22	Thirsty Scholar	18 West Street, Penryn	Independent Free	TR10 8EW	Community Local	3.65
23	Seven Stars	73 The Terrace, Penryn	Independent Free	TR10 8EL	Community Local	3.68
24	Sportsmans Arms	Pencoys, Four Lanes, Redruth	Independent Free	TR16 6LR	Community Local	3.71
25	Victoria Inn	The Square, Four Lanes, Redruth	Unknown	TR16 6PZ	Community Local	3.76
26	Arthur's Table	Budock Water, Penryn	Independent Free	TR11 5DD	Other	3.77
27	Olive Grove	Perranarworthal, Truro	Independent Free	TR 3 7PE	Cafe / Wine Bar	3.78
28	Trelowarren Arms	Budock Water, Falmouth	Punch Pub Company	TR11 5DR	Dry Led	3.79
29	No 20	20 Lower Market Street, Penryn	Independent Free	TR10 8BG	Cafe / Wine Bar	3.80
30	Lanyon Park Bar	Loscombe Lane, Four Lanes, Redruth	Independent Free	TR16 6LP	Other	3.81