



**Customer Profile Report for HALSETOWN INN, ST IVES (Punch Outlet Number: 202830)
HALSETOWN, ST. IVES, TR26 3NA (TR26 3NA)**



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

Age Data Table

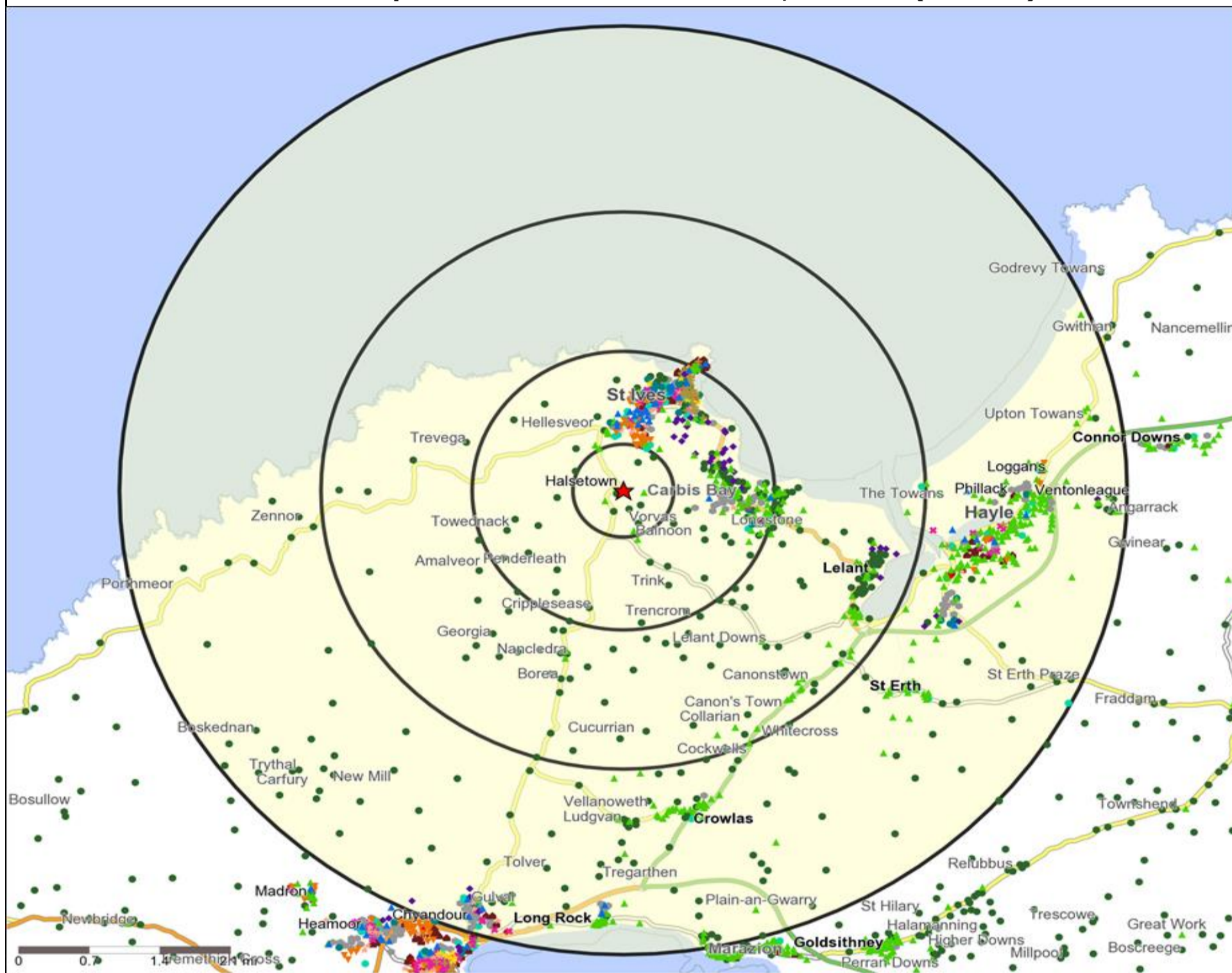
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	46	1,510	1,881	4,501	7,102	100	76	69	80	83
16-17	2	233	277	658	1,047	35	94	83	95	99
18-24	12	653	747	1,683	2,831	54	68	57	62	68
25-34	15	979	1,215	2,690	4,423	45	67	62	66	71
35-44	26	1,064	1,431	3,183	4,917	83	79	78	84	85
45-54	41	1,567	2,167	4,345	6,550	118	104	106	102	101
55-64	44	1,660	2,391	4,481	6,488	158	138	146	132	125
65+	60	2,957	4,339	8,404	12,384	135	155	167	156	150
Population estimate 2015	246	10,623	14,448	29,945	45,742	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	222	9,392	12,769	27,758	43,168	100%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	1	91	115	237	447	0%	1%	1%	1%	1%
Asian / Asian British	0	68	87	172	314	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	0	12	13	19	41	0%	0%	0%	0%	0%
Other Ethnic Group	0	22	28	56	102	0%	0%	0%	0%	0%
All People (Ethnic Group)	223	9,585	13,012	28,242	44,072	100	100	100	100	100



Mosaic UK Map and Data: HALSETOWN INN, ST IVES (202830)



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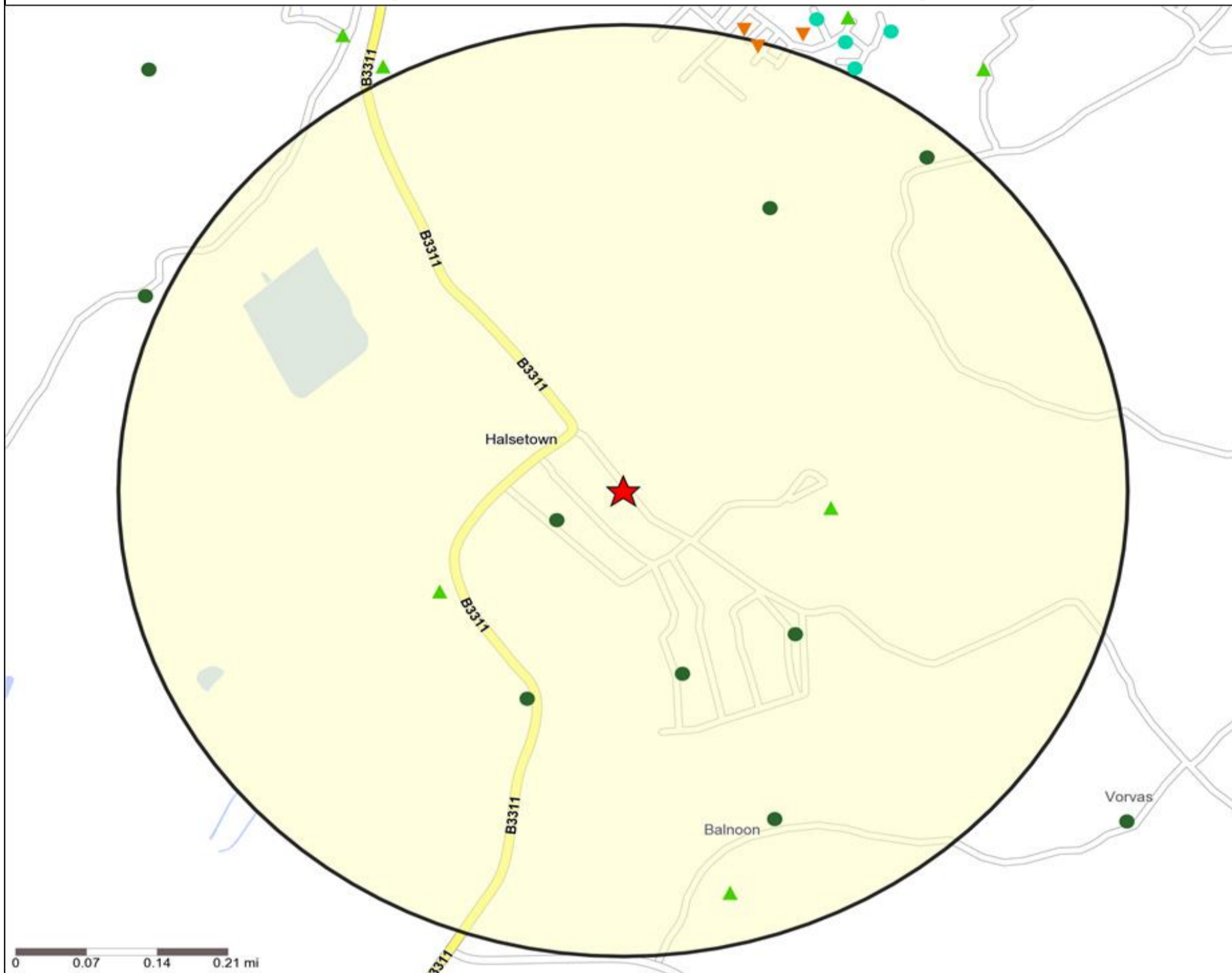
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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	47	47	47	72	0	13	9	4	5
B Prestige Positions (18+)	0	326	364	450	529	0	50	41	25	19
C Country Living (18+)	111	1,121	2,863	4,926	4,908	807	182	337	287	188
D Rural Reality (18+)	63	1,692	2,716	8,974	10,429	459	275	320	523	401
E Senior Security (18+)	0	1,045	1,065	2,485	4,380	0	145	107	123	144
F Suburban Stability (18+)	0	522	530	881	1,349	0	96	71	58	59
G Domestic Success (18+)	0	504	520	810	1,007	0	68	50	39	32
H Aspiring Homemakers (18+)	6	536	552	942	1,542	33	66	50	42	45
I Family Basics (18+)	16	789	789	1,066	2,002	112	123	89	60	74
J Transient Renters (18+)	0	413	413	820	2,984	0	81	58	57	138
K Municipal Challenge (18+)	0	0	0	106	622	0	0	0	7	28
L Vintage Value (18+)	1	699	1,098	1,776	3,749	8	125	142	114	159
M Modest Traditions (18+)	1	288	288	394	1,170	11	68	49	33	66
N Urban Cohesion (18+)	0	327	350	350	1,316	0	70	55	27	67
O Rental Hubs (18+)	0	559	653	714	1,456	0	82	69	37	50
Adults 18+ estimate 2015	198	8,868	12,248	24,741	37,515	100	100	100	100	100



Mosaic UK Map and Data: HALSETOWN INN, ST IVES (202830)



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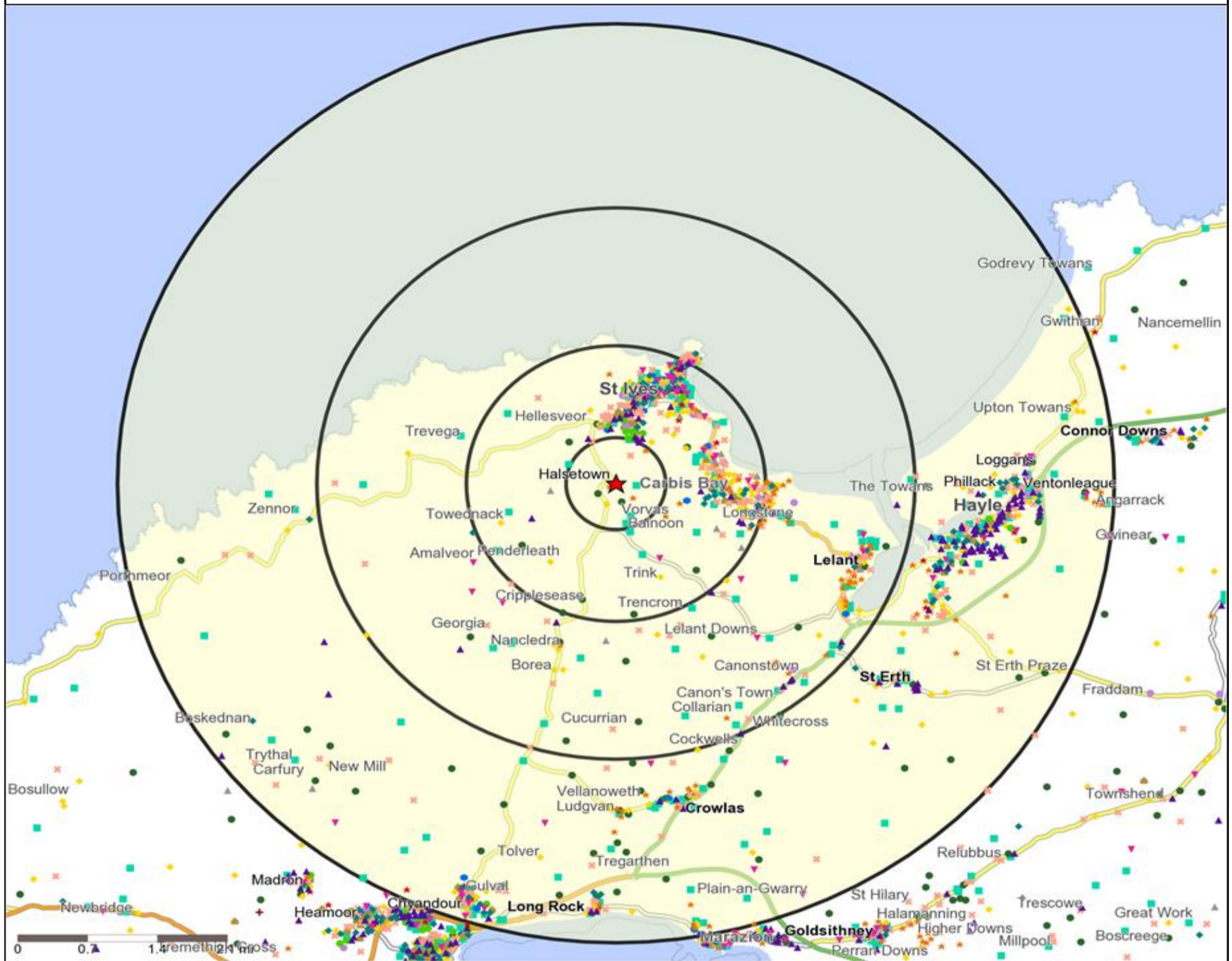
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient 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+)	111	807
D Rural Reality (18+)	63	459
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	6	33
I Family Basics (18+)	16	112
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	1	8
M Modest Traditions (18+)	1	11
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	198	100



Occasions Map and Data: HALSETOWN INN, ST IVES (202830)



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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	13	639	871	1,868	3,306	117	115	120	122	130
02 Early Doors	11	577	759	1,718	2,889	118	125	125	133	136
03 Everyday is Friday	7	462	572	1,232	2,045	88	117	110	112	113
04 Weekend Millionaires	8	496	584	1,405	2,606	70	87	78	89	100
05 Out On The Town	5	443	515	997	1,893	45	81	72	65	75
06 Business and Pleasure	7	214	276	511	846	123	75	74	65	65
07 Sporting Pints	5	397	429	906	1,841	41	66	54	54	66
08 Student Social	6	199	290	724	963	116	78	86	102	82
09 Leisurely Lunch	15	599	847	1,787	2,820	138	111	120	119	114
10 Wining and Dining	13	656	908	1,846	2,696	105	107	113	108	96
11 Household Outing	5	496	540	1,147	2,141	51	102	85	85	96
12 Midweek Meal Deal	12	275	478	958	1,459	218	101	134	126	116
13 Date Night	13	574	840	1,674	2,365	148	132	147	139	118
14 Birthday Treat	10	461	595	1,272	1,952	114	106	104	105	98
15 Pre Show Meal	3	120	155	311	538	99	80	79	75	78
Number of Occasions	133	6,608	8,659	18,356	30,360	100	100	100	100	100



Competition Map and Data: HALSETOWN INN, ST IVES (202830)



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

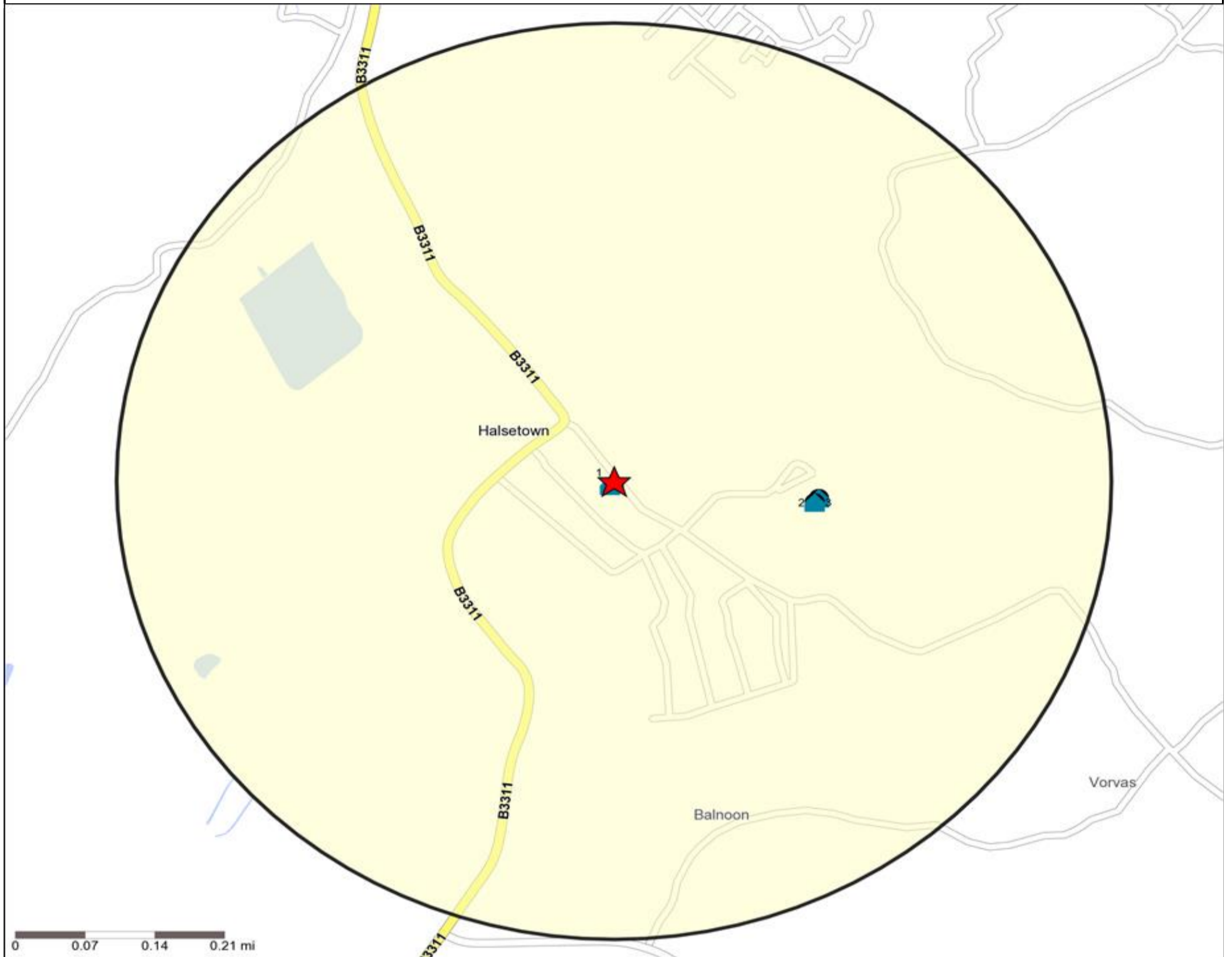


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	5	6	7
Circuit Bar	0	2	2	2
Community Local	0	10	12	25
Dry Led	2	6	8	11
Branded Food Pub	0	0	0	1
Rural	0	0	0	2
Other	1	58	65	88
Total	3	81	93	136



Competition Map and Data: HALSETOWN INN, ST IVES (202830)



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	0
Dry Led	2
Branded Food Pub	0
Rural	0
Other	1
Total	3



Local Competition: HALSETOWN INN, ST IVES (202830)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	HALSETOWN INN, ST IVES	HALSETOWN, ST. IVES, TR26 3NA	Punch Taverns	TR26 3NA	Punch Taverns	0.00
1	Halsetown Inn	Halsetown, St Ives	Punch Pub Company	TR26 3NA	Dry Led	0.01
2	Polmanter Holiday Centre	Halestown, Halsetown, St Ives	Independent Free	TR26 3LX	Other	0.20
3	Stable Bar	Polmanter Farm, Halsetown, St Ives	Independent Free	TR26 3LX	Dry Led	0.20
4	Balnoon Inn	Balnoon, Lelant, St Ives	Independent Free	TR26 3JB	Dry Led	0.55
5	Croft	Higher Stennack, St Ives	Independent Free	TR26 2HA	Community Local	0.76
6	Old Vicarage Hotel	Parc An Creet, St Ives	Independent Free	TR26 2ES	Other	0.82
7	Royal British Legion Club	Nanjivey, St Ives	Independent Free	TR26 1DB	Other	0.88
8	Tregenna Castle Hotel	Trelvon Avenue, St Ives	Independent Free	TR26 2DE	Other	0.94
9	Cornish Arms	St Ives Road, St Ives	Punch Pub Company	TR26 2PG	Community Local	0.95
10	St Ives Rugby Club	Alexandra Road, St Ives	Independent Free	TR26 1ER	Other	0.97
11	St Merryn Hotel	St Ives Road, Carbis Bay, St Ives	Independent Free	TR26 2PN	Other	0.98
12	Penderleith Caravan & Parking	Chy An Gweal, Carbis Bay, St Ives	Independent Free	TR26 2RS	Other	1.02
13	Chy-An-Albany Hotel	Albany Terrace, St Ives	Independent Free	TR26 2BS	Community Local	1.05
14	Chy Morva Hotel	Bishops Road, St Ives	Independent Free	TR26 2BY	Other	1.06
15	Chy Morvah Hotel	The Belyars, St Ives	Independent Free	TR26 2DB	Community Local	1.08
16	Beachcroft Guest House	Valley Road, Carbis Bay, St Ives	Independent Free	TR26 2QS	Other	1.08
17	St Ives Harbour Hotel	The Terrace, St Ives	*Other Small Retail Groups	TR26 2BN	Other	1.10
18	Primrose Valley Hotel	Primrose Valley, St Ives	Independent Free	TR26 2ED	Other	1.11
19	Pedn Olva	Draycott Terrace, St Ives	St Austell	TR26 2EF	Other	1.11
20	Garrack Hotel	Burthallan Lane, St Ives	Independent Free	TR26 3AA	Other	1.11
21	Hotel St Eia	Trelyon Avenue, St Ives	Independent Free	TR26 2AA	Other	1.11
22	Thurlestone	St Ives Road, Carbis Bay, St Ives	Independent Free	TR26 2RT	Other	1.12
23	St Kew Hotel	St Ives Road, Carbis Bay, St Ives	Independent Free	TR26 2RT	Other	1.12
24	Treloyhan Manor Hotel	Treloyhan Park Road, St Ives	Independent Free	TR26 2AL	Other	1.14
25	Porthminster Restaurant	Porthminster, St Ives	Independent Free	TR26 2EB	Other	1.18
26	Blue Hayes Hotel	Trelyon Avenue, St Ives	Independent Free	TR26 2AD	Other	1.18
27	Shun Lee House	Trelyon Avenue, St Ives	Independent Free	TR26 2AD	Other	1.18
28	Morwenstow	Trelyon Avenue, St Ives	Independent Free	TR26 2AD	Other	1.18
29	Western Hotel	Gabriel Street, St Ives	St Austell	TR26 2LU	Community Local	1.19
30	Rajpoot	5a-6 Gabriel Street, St Ives	Independent Free	TR26 2LU	Other	1.19