



**Customer Profile Report for PHEASANT INN, NEWQUAY (Punch Outlet Number: 203095)
CHURCHTOWN, NEWQUAY, TR8 5LJ (TR 8 5LJ)**



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

Age Data Table

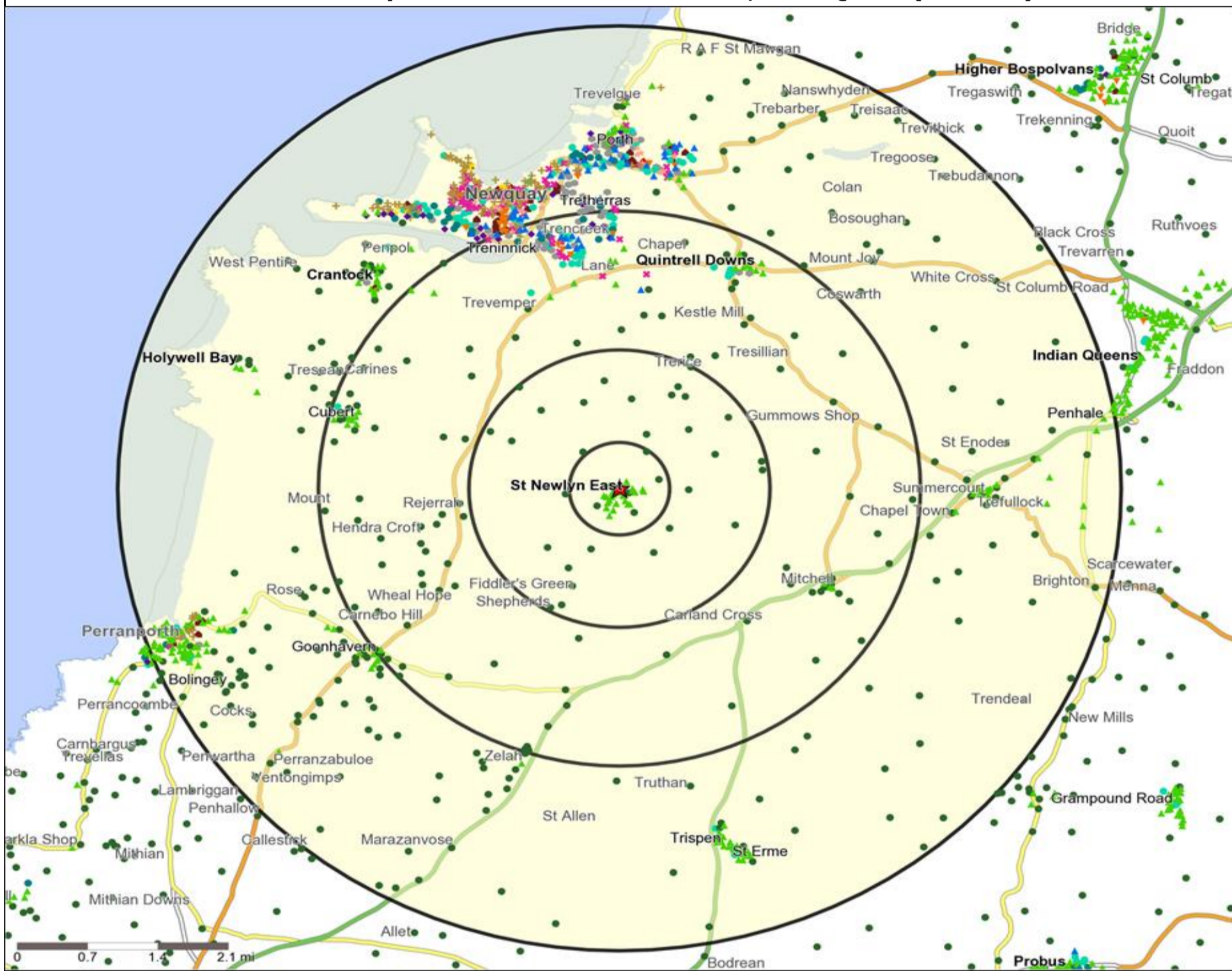
| | Count: | | | | | Index: | | | | |
|---------------------------------|---------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|------------------|
| | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime |
| 0-15 | 200 | 224 | 1,601 | 5,796 | 7,094 | 113 | 101 | 96 | 91 | 93 |
| 16-17 | 8 | 8 | 238 | 735 | 873 | 37 | 29 | 116 | 93 | 92 |
| 18-24 | 72 | 79 | 567 | 2,442 | 2,934 | 85 | 74 | 71 | 79 | 79 |
| 25-34 | 73 | 82 | 918 | 4,441 | 5,235 | 57 | 51 | 76 | 95 | 94 |
| 35-44 | 136 | 178 | 1,149 | 4,429 | 5,310 | 114 | 119 | 102 | 103 | 103 |
| 45-54 | 148 | 213 | 1,308 | 4,702 | 5,788 | 111 | 127 | 104 | 97 | 100 |
| 55-64 | 93 | 164 | 1,133 | 4,222 | 5,074 | 87 | 123 | 113 | 110 | 110 |
| 65+ | 210 | 231 | 1,928 | 7,259 | 8,485 | 124 | 109 | 121 | 118 | 115 |
| Population estimate 2015 | 940 | 1,179 | 8,842 | 34,026 | 40,793 | 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 | 903 | 1,134 | 8,607 | 32,203 | 38,827 | 99% | 99% | 99% | 98% | 98% |
| Mixed / Multiple Ethnic Groups | 6 | 9 | 62 | 308 | 355 | 1% | 1% | 1% | 1% | 1% |
| Asian / Asian British | 0 | 1 | 49 | 241 | 271 | 0% | 0% | 1% | 1% | 1% |
| Black / African / Caribbean / Black British | 1 | 2 | 7 | 55 | 60 | 0% | 0% | 0% | 0% | 0% |
| Other Ethnic Group | 0 | 0 | 4 | 70 | 86 | 0% | 0% | 0% | 0% | 0% |
| All People (Ethnic Group) | 910 | 1,146 | 8,729 | 32,877 | 39,599 | 100 | 100 | 100 | 100 | 100 |



Mosaic UK Map and Data: PHEASANT INN, NEWQUAY (203095)



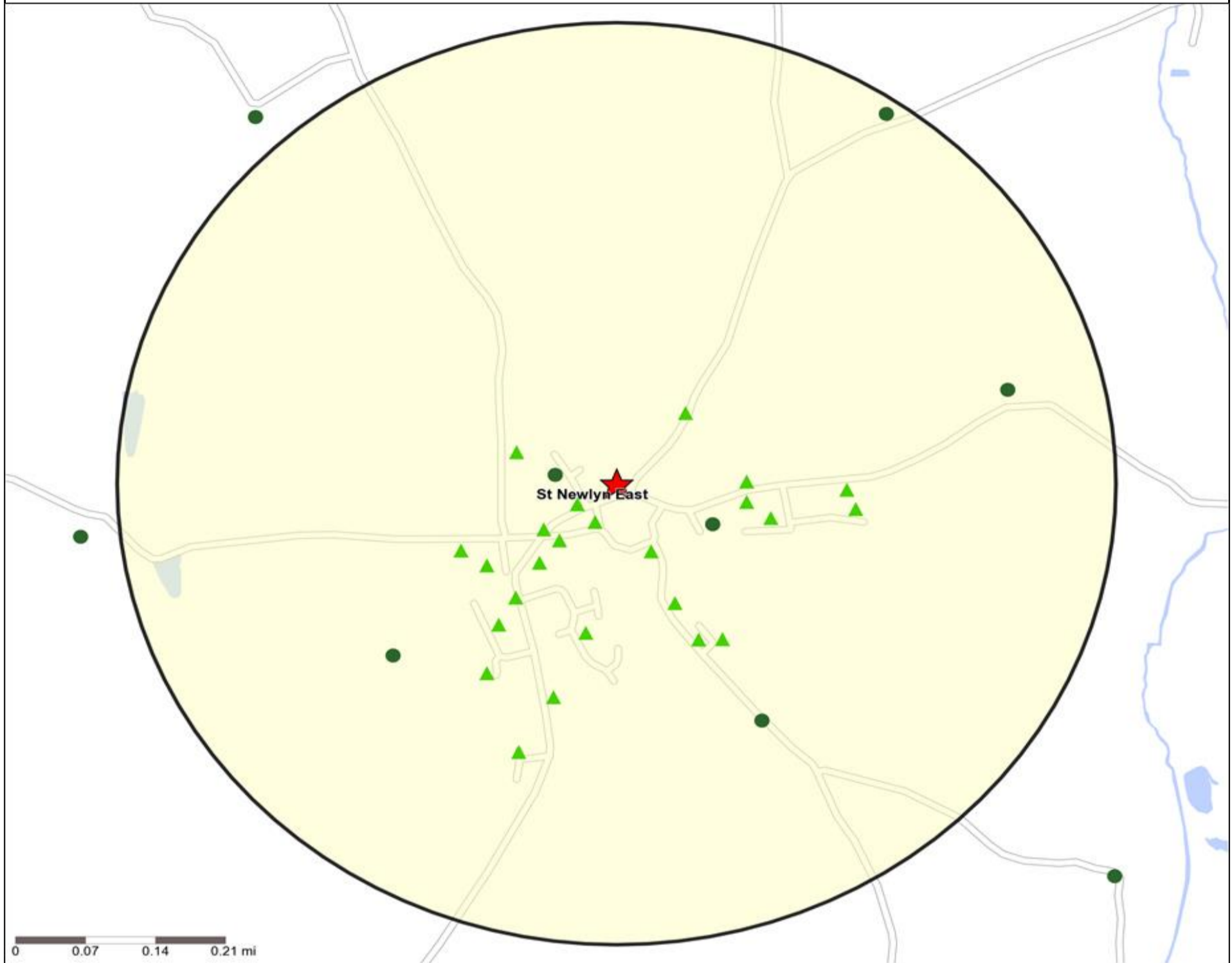
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- ★ Location
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- ▼ I Family Basics
- ★ M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ 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 - 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 | 0 | 0 | 0 | 0 | 0 | 0 |
| B Prestige Positions (18+) | 0 | 0 | 245 | 739 | 787 | 0 | 0 | 48 | 37 | 33 |
| C Country Living (18+) | 39 | 247 | 1,389 | 4,340 | 5,920 | 77 | 376 | 286 | 227 | 260 |
| D Rural Reality (18+) | 695 | 699 | 1,965 | 5,499 | 8,514 | 1,366 | 1,066 | 405 | 289 | 374 |
| E Senior Security (18+) | 0 | 0 | 1,038 | 2,609 | 2,672 | 0 | 0 | 182 | 117 | 100 |
| F Suburban Stability (18+) | 0 | 0 | 378 | 1,524 | 1,621 | 0 | 0 | 88 | 91 | 81 |
| G Domestic Success (18+) | 0 | 0 | 266 | 1,081 | 1,118 | 0 | 0 | 45 | 47 | 41 |
| H Aspiring Homemakers (18+) | 0 | 0 | 1,001 | 2,965 | 3,410 | 0 | 0 | 157 | 119 | 114 |
| I Family Basics (18+) | 0 | 0 | 275 | 748 | 764 | 0 | 0 | 54 | 38 | 32 |
| J Transient Renters (18+) | 0 | 0 | 347 | 2,406 | 2,406 | 0 | 0 | 86 | 152 | 127 |
| K Municipal Challenge (18+) | 0 | 0 | 0 | 22 | 22 | 0 | 0 | 0 | 1 | 1 |
| L Vintage Value (18+) | 0 | 0 | 31 | 1,576 | 1,596 | 0 | 0 | 7 | 91 | 77 |
| M Modest Traditions (18+) | 0 | 0 | 44 | 600 | 600 | 0 | 0 | 13 | 46 | 38 |
| N Urban Cohesion (18+) | 0 | 0 | 0 | 271 | 271 | 0 | 0 | 0 | 19 | 16 |
| O Rental Hubs (18+) | 0 | 0 | 22 | 3,105 | 3,104 | 0 | 0 | 4 | 147 | 123 |
| Adults 18+ estimate 2015 | 734 | 946 | 7,001 | 27,485 | 32,805 | 100 | 100 | 100 | 100 | 100 |



Mosaic UK Map and Data: PHEASANT INN, NEWQUAY (203095)



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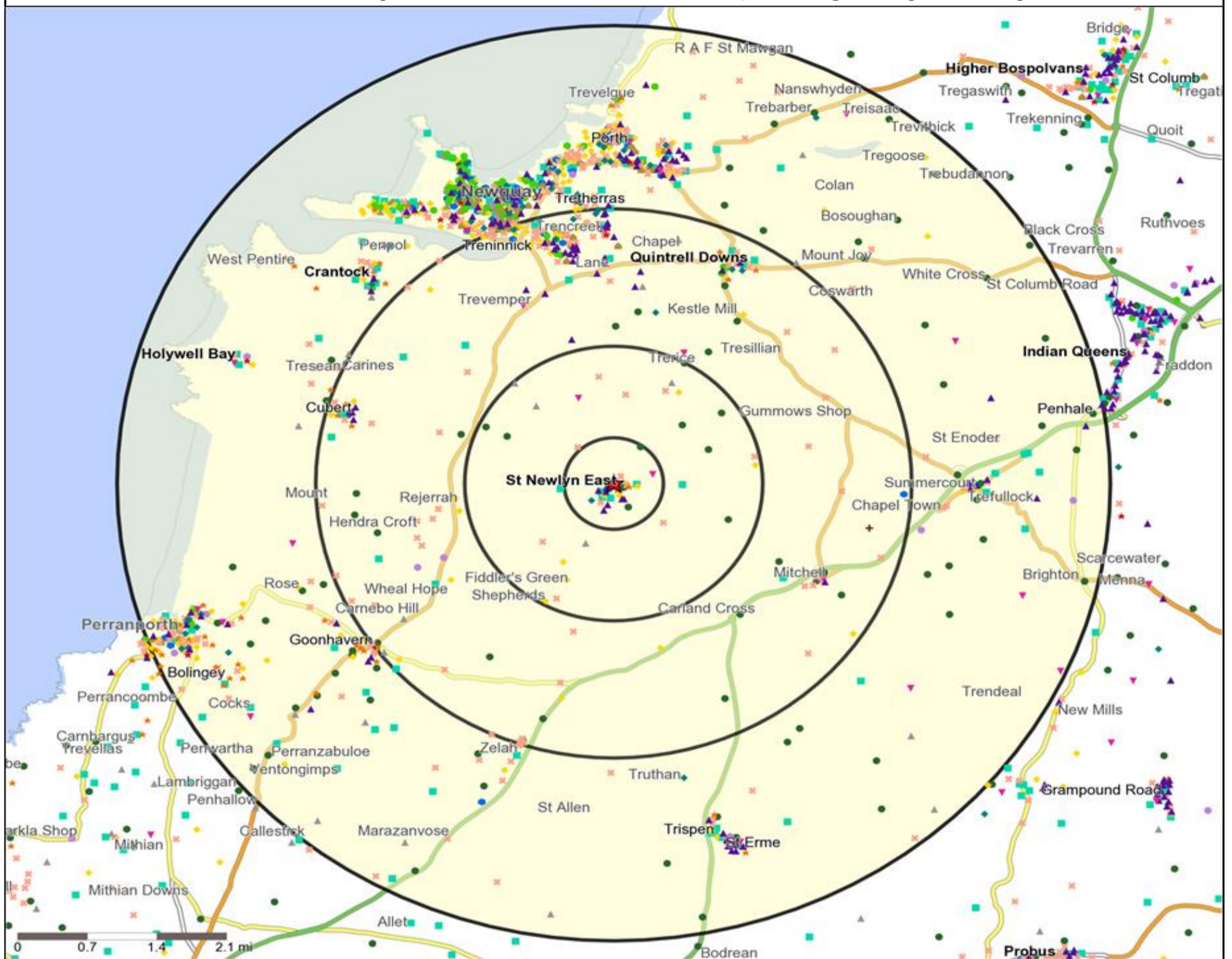
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+) | 39 | 77 |
| D Rural Reality (18+) | 695 | 1,366 |
| 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 | 734 | 100 |



Occasions Map and Data: PHEASANT INN, NEWQUAY (203095)



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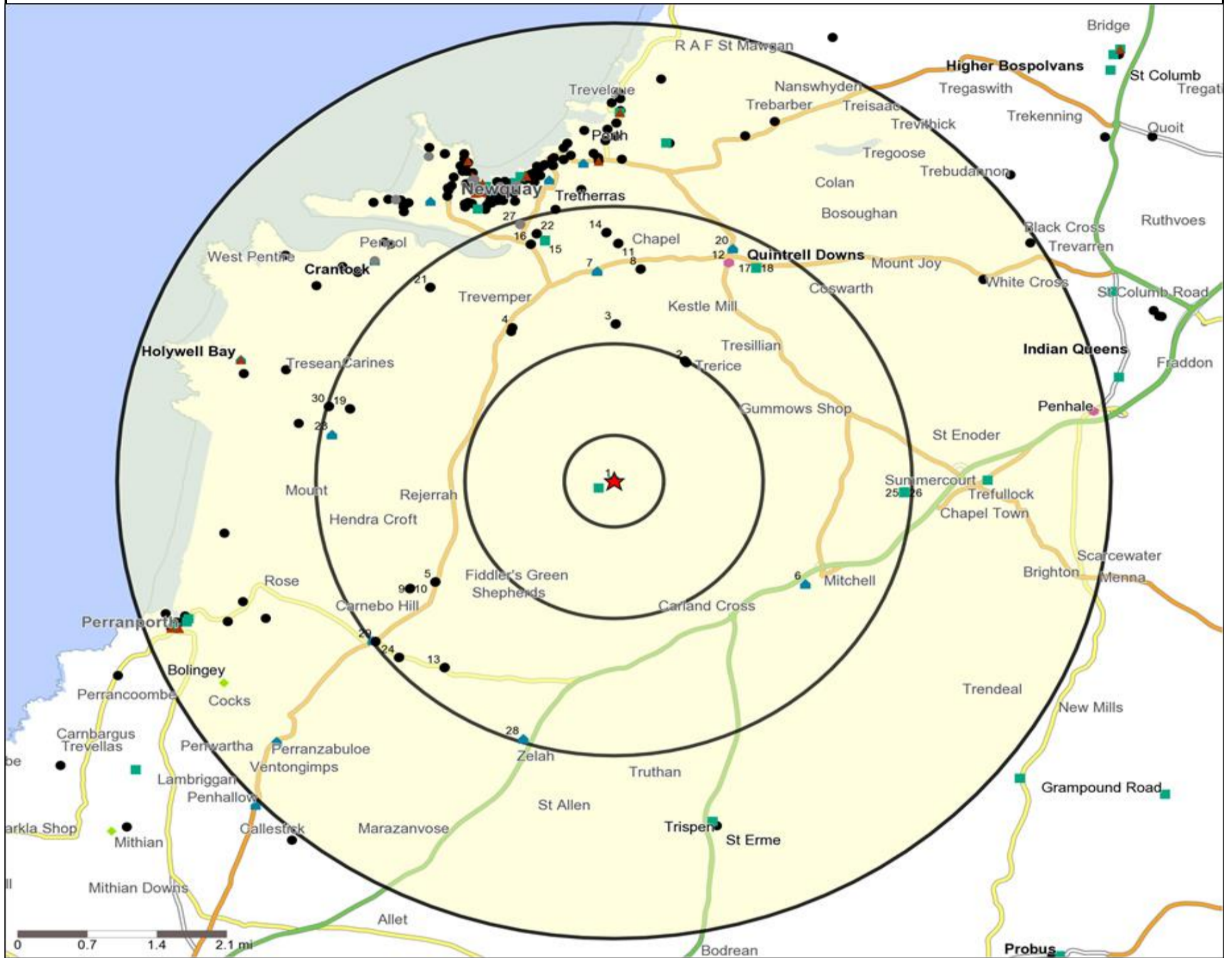
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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 | 59 | 68 | 434 | 2,002 | 2,394 | 131 | 126 | 88 | 101 | 103 |
| 02 Early Doors | 40 | 49 | 472 | 1,851 | 2,161 | 106 | 109 | 114 | 111 | 111 |
| 03 Everyday is Friday | 40 | 42 | 375 | 1,504 | 1,776 | 124 | 109 | 106 | 106 | 107 |
| 04 Weekend Millionaires | 47 | 54 | 532 | 2,100 | 2,527 | 101 | 97 | 105 | 103 | 106 |
| 05 Out On The Town | 13 | 18 | 393 | 1,895 | 2,041 | 29 | 34 | 80 | 96 | 88 |
| 06 Business and Pleasure | 14 | 21 | 185 | 824 | 975 | 61 | 76 | 73 | 81 | 82 |
| 07 Sporting Pints | 23 | 24 | 321 | 1,671 | 1,871 | 47 | 41 | 59 | 77 | 74 |
| 08 Student Social | 34 | 51 | 285 | 917 | 1,198 | 163 | 204 | 125 | 100 | 111 |
| 09 Leisurely Lunch | 54 | 65 | 530 | 2,010 | 2,410 | 123 | 124 | 110 | 104 | 106 |
| 10 Wining and Dining | 53 | 66 | 611 | 2,262 | 2,656 | 106 | 110 | 112 | 103 | 103 |
| 11 Household Outing | 19 | 20 | 433 | 1,630 | 1,831 | 48 | 42 | 100 | 93 | 90 |
| 12 Midweek Meal Deal | 38 | 41 | 266 | 1,021 | 1,205 | 171 | 154 | 109 | 104 | 105 |
| 13 Date Night | 52 | 63 | 529 | 2,062 | 2,406 | 147 | 149 | 136 | 132 | 132 |
| 14 Birthday Treat | 44 | 49 | 386 | 1,447 | 1,721 | 124 | 116 | 99 | 93 | 94 |
| 15 Pre Show Meal | 9 | 13 | 139 | 526 | 595 | 74 | 89 | 104 | 98 | 95 |
| Number of Occasions | 539 | 644 | 5,891 | 23,722 | 27,767 | 100 | 100 | 100 | 100 | 100 |



Competition Map and Data: PHEASANT INN, NEWQUAY (203095)



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

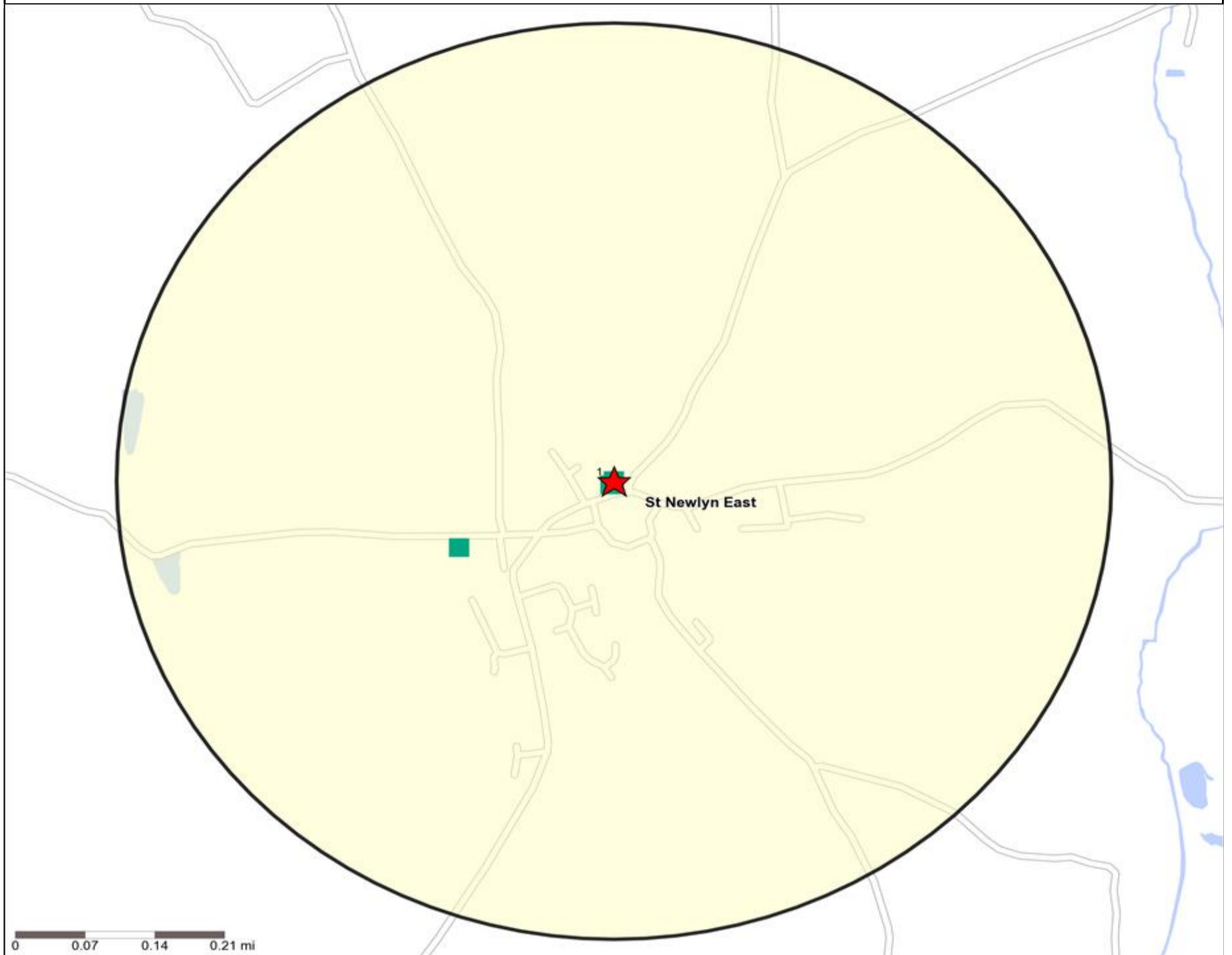
- ★ Location
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

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 | 12 |
| Circuit Bar | 0 | 0 | 0 | 13 |
| Community Local | 1 | 1 | 4 | 16 |
| Dry Led | 0 | 0 | 6 | 13 |
| Branded Food Pub | 0 | 0 | 1 | 2 |
| Rural | 0 | 0 | 0 | 1 |
| Other | 0 | 1 | 19 | 197 |
| Total | 1 | 2 | 31 | 254 |



Competition Map and Data: PHEASANT INN, NEWQUAY (203095)



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



Local Competition: PHEASANT INN, NEWQUAY (203095)

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

| Rank | Pub name | Address | Owner | Postcode | Category | Distance (Miles) |
|------|--|---------------------------------------|-----------------------------------|----------|-----------------|------------------|
| N/A | PHEASANT INN, NEWQUAY | CHURCHTOWN, NEWQUAY, TR8 5LJ | Punch Taverns | TR 8 5LJ | Punch Taverns | 0.00 |
| 1 | Pheasant Inn | Churchtown, St Newlyn East, Newquay | Punch Pub Company | TR 8 5LJ | Community Local | 0.01 |
| 2 | Trerice | Kestle Mill, Newquay | National Trust | TR 8 4PG | Other | 1.48 |
| 3 | U Tow Caravans | Lane, Newquay | Independent Free | TR 8 4PE | Other | 1.71 |
| 4 | Rosecliston | Trevemper, Newquay | Independent Free | TR 8 5JT | Other | 1.96 |
| 5 | Monkey Tree Tour Park | Scotland Road, Hendra Croft, Newquay | Independent Free | TR 8 5QL | Other | 2.11 |
| 6 | Plume Of Feathers | Mitchell, Newquay | Independent Free | TR 8 5AX | Dry Led | 2.23 |
| 7 | Kings Head | Lane, Newquay | St Austell | TR 8 4QB | Dry Led | 2.30 |
| 8 | Hendra Holiday Park | Hendra Tourist Park, Lane, Newquay | Independent Free | TR 8 4NY | Other | 2.33 |
| 9 | New Paragon Holiday Park | Hendra Croft, Newquay | Independent Free | TR 8 5QJ | Other | 2.37 |
| 10 | Braefel Inn | Hendra Croft, Newquay | Independent Free | TR 8 5QJ | Other | 2.37 |
| 11 | Ranch House | Higher Tren creek, Newquay | Independent Free | TR 8 4NN | Other | 2.59 |
| 12 | Treffry Tavern | South Way, Quintrell Downs, Newquay | Whitbread | TR 8 4LE | Branded Food | 2.65 |
| 13 | Oakridge Farm | Goonhavern, Truro | Independent Free | TR 4 9QG | Other | 2.66 |
| 14 | Tren creek Holiday Park | Tren creek Road, Tren creek, Newquay | Independent Free | TR 8 4NS | Other | 2.71 |
| 15 | Tavern | Mellanbane Lane, Treninnick, Newquay | St Austell | TR 7 2LQ | Community Local | 2.72 |
| 16 | Trotters Restaurant | 15 Trevemper Road, Newquay | Independent Free | TR 7 2HS | Other | 2.72 |
| 17 | Trethiggey Holiday Park | Quintrell Downs, Newquay | Independent Free | TR 8 4PD | Other | 2.73 |
| 18 | Two Clomes | East Road, Quintrell Downs, Newquay | Independent Free | TR 8 4PD | Community Local | 2.73 |
| 19 | Anvil Grill & Griddle | Holywell Road, Cubert, Newquay | Independent Free | TR 8 5EQ | Other | 2.77 |
| 20 | Quintrell Inn | 2 North Way, Quintrell Downs, Newquay | Enterprise Inns | TR 8 4LA | Dry Led | 2.80 |
| 21 | Trevella Holiday Park | Crantock, Newquay | Independent Free | TR 8 5EW | Other | 2.81 |
| 22 | Glen Court Hotel | 13 Mellanvrane Lane, Newquay | Independent Free | TR 7 2LB | Other | 2.81 |
| 23 | Smugglers Den Inn | Cubert, Newquay | Independent Free | TR 8 5PY | Dry Led | 2.88 |
| 24 | Penrose Holiday Park | Truro | Independent Free | TR 4 9QF | Other | 2.90 |
| 25 | Carvynick Country Cottages | Summercourt, Newquay | Independent Free | TR 8 5AF | Other | 2.92 |
| 26 | Viners | Summercourt, Newquay | Independent Free | TR 8 5AF | Community Local | 2.92 |
| 27 | Lakeside Cafe | Trenance Lane, Newquay | Independent Free | TR 7 2HX | Cafe / Wine Bar | 2.96 |
| 28 | Hawkins Arms | Myrtle Villas, Zelah, Truro | Independent Free | TR 4 9HU | Dry Led | 2.96 |
| 29 | Bay Tree Restaurant | Newquay Road, Goonhavern, Truro | Independent Free | TR 4 9QQ | Other | 2.97 |
| 30 | Offshore Bar And Bistro | Holywell Road, Newquay | Independent Free | TR 8 5SP | Other | 2.98 |