



**Customer Profile Report for COLDSTREAMER, PENZANCE (Punch Outlet Number: 202588)
GULVAL, PENZANCE, TR18 3BB (TR18 3BB)**



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

Age Data Table

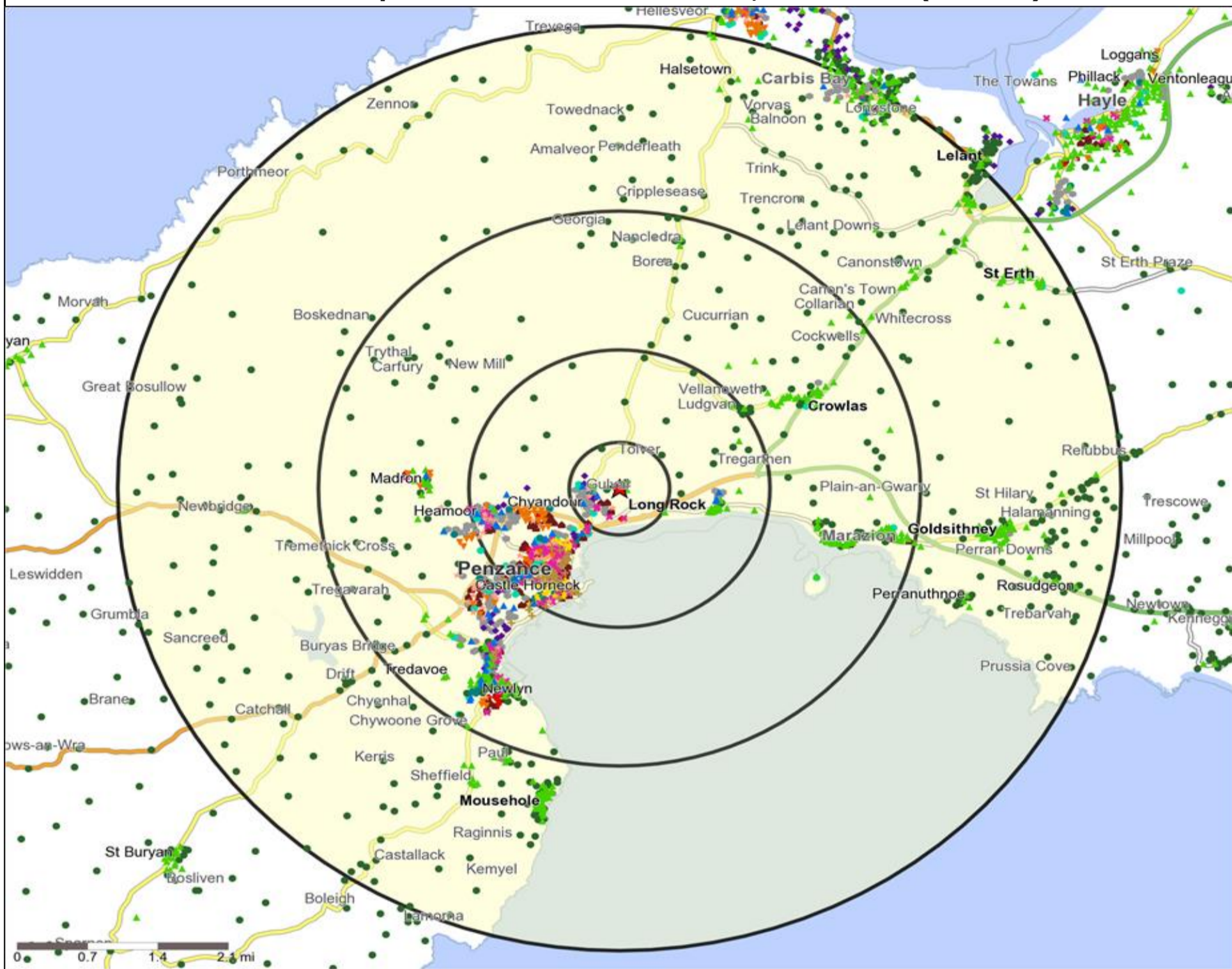
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	248	2,237	3,929	5,473	8,874	92	87	81	80	80
16-17	14	301	568	785	1,309	42	94	94	92	96
18-24	41	974	1,601	2,049	3,427	32	78	68	62	64
25-34	133	1,603	2,462	3,183	5,237	68	85	70	64	65
35-44	146	1,552	2,771	3,827	6,242	80	89	84	82	83
45-54	184	2,008	3,848	5,554	8,779	91	103	105	107	105
55-64	192	1,820	3,729	5,607	8,931	119	117	127	136	134
65+	473	3,239	6,965	10,108	16,169	184	131	149	153	152
Population estimate 2015	1,431	13,734	25,873	36,586	58,968	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	1,432	13,467	25,039	35,114	55,763	98%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	14	167	288	365	553	1%	1%	1%	1%	1%
Asian / Asian British	7	115	179	228	369	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	0	13	31	36	55	0%	0%	0%	0%	0%
Other Ethnic Group	2	44	71	94	141	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,455	13,806	25,608	35,837	56,881	100	100	100	100	100



Mosaic UK Map and Data: COLDSTREAMER, PENZANCE (202588)



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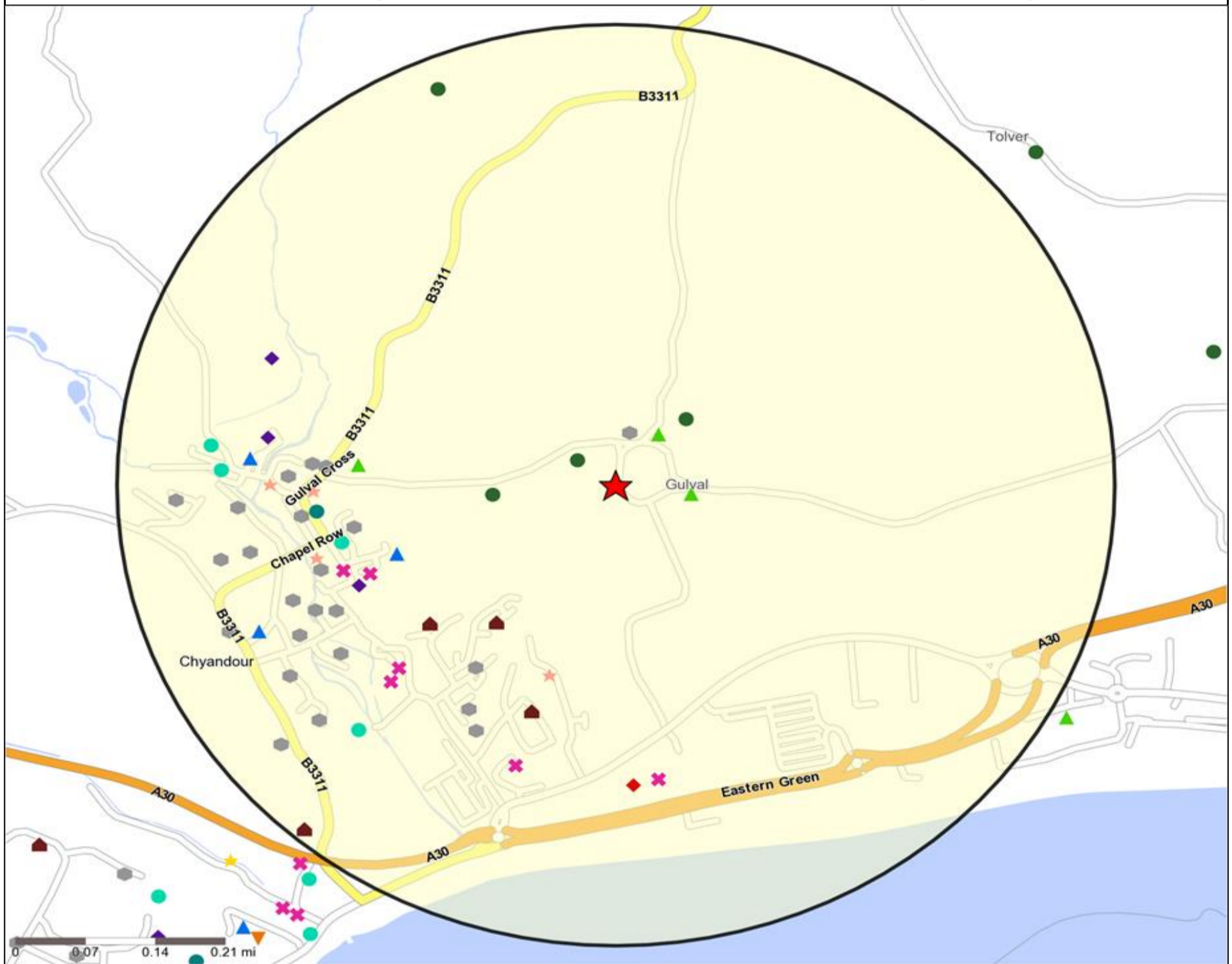
- ★ Location
- 0.5,1.5,3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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
A City Prosperity (18+)	0	25	25	25	72	0	5	3	2	3
B Prestige Positions (18+)	55	119	265	275	655	65	15	17	12	18
C Country Living (18+)	98	529	2,258	6,274	9,478	121	68	152	298	280
D Rural Reality (18+)	24	321	2,924	7,025	13,877	30	41	198	335	411
E Senior Security (18+)	392	1,763	3,273	3,767	5,263	413	194	189	153	133
F Suburban Stability (18+)	32	554	945	960	1,652	45	81	72	52	56
G Domestic Success (18+)	4	175	354	374	1,153	4	19	20	15	28
H Aspiring Homemakers (18+)	55	496	962	1,083	1,840	52	49	50	39	42
I Family Basics (18+)	0	631	1,297	1,298	2,353	0	78	84	59	67
J Transient Renters (18+)	207	2,354	2,861	2,888	3,442	307	365	232	165	122
K Municipal Challenge (18+)	53	543	788	788	845	77	83	63	44	30
L Vintage Value (18+)	148	1,622	2,383	2,420	3,743	201	230	177	127	122
M Modest Traditions (18+)	100	490	1,062	1,110	1,356	180	92	105	77	59
N Urban Cohesion (18+)	0	883	997	997	1,342	0	151	89	63	53
O Rental Hubs (18+)	0	675	951	1,010	1,635	0	78	58	43	44
Adults 18+ estimate 2015	1,168	11,180	21,345	30,294	48,706	100	100	100	100	100



Mosaic UK Map and Data: COLDSTREAMER, PENZANCE (202588)



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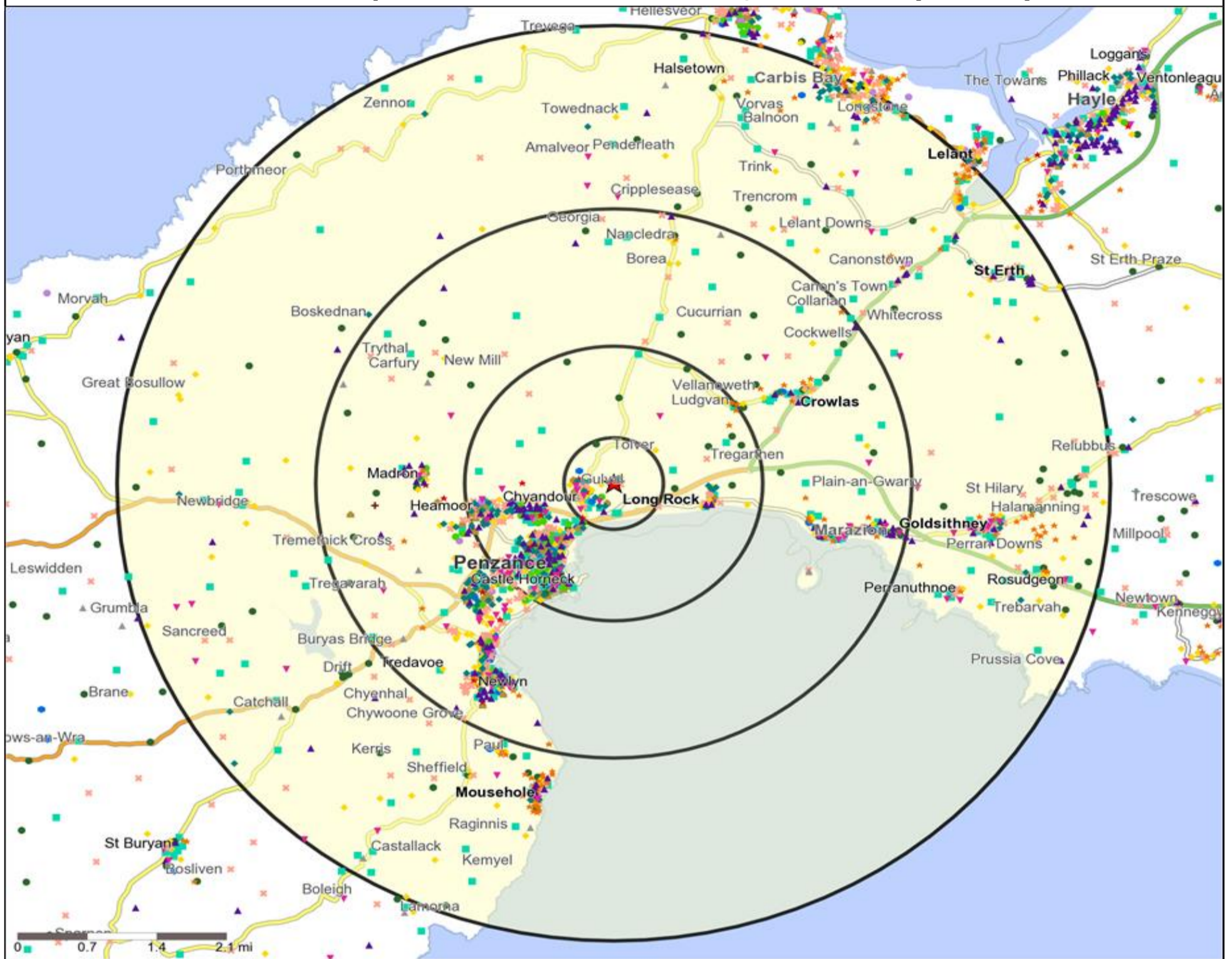
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- B Prestige Positions
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- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs

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+)	55	65
C Country Living (18+)	98	121
D Rural Reality (18+)	24	30
E Senior Security (18+)	392	413
F Suburban Stability (18+)	32	45
G Domestic Success (18+)	4	4
H Aspiring Homemakers (18+)	55	52
I Family Basics (18+)	0	0
J Transient Renters (18+)	207	307
K Municipal Challenge (18+)	53	77
L Vintage Value (18+)	148	201
M Modest Traditions (18+)	100	180
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,168	100



Occasions Map and Data: COLDSTREAMER, PENZANCE (202588)



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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	100	1,264	2,119	2,754	4,152	123	145	138	136	131
02 Early Doors	120	1,011	1,813	2,341	3,605	176	138	141	138	136
03 Everyday is Friday	64	679	1,178	1,488	2,456	110	109	107	103	108
04 Weekend Millionaires	87	1,037	1,701	2,076	3,199	104	115	107	100	98
05 Out On The Town	65	834	1,279	1,493	2,247	80	96	84	74	71
06 Business and Pleasure	23	303	509	675	1,048	55	68	65	65	64
07 Sporting Pints	58	818	1,219	1,375	2,110	65	86	72	62	61
08 Student Social	22	216	485	827	1,350	58	53	68	88	92
09 Leisurely Lunch	91	870	1,670	2,313	3,642	115	102	111	117	118
10 Wining and Dining	93	749	1,505	2,153	3,471	103	77	88	96	99
11 Household Outing	75	867	1,387	1,583	2,475	105	113	103	89	89
12 Midweek Meal Deal	33	409	805	1,242	1,919	82	95	106	124	123
13 Date Night	63	605	1,280	1,926	3,129	98	88	106	121	125
14 Birthday Treat	62	567	1,091	1,477	2,431	97	83	90	93	97
15 Pre Show Meal	16	204	338	431	654	73	86	81	79	76
Number of Occasions	972	10,433	18,379	24,154	37,888	100	100	100	100	100



Competition Map and Data: COLDSTREAMER, PENZANCE (202588)



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

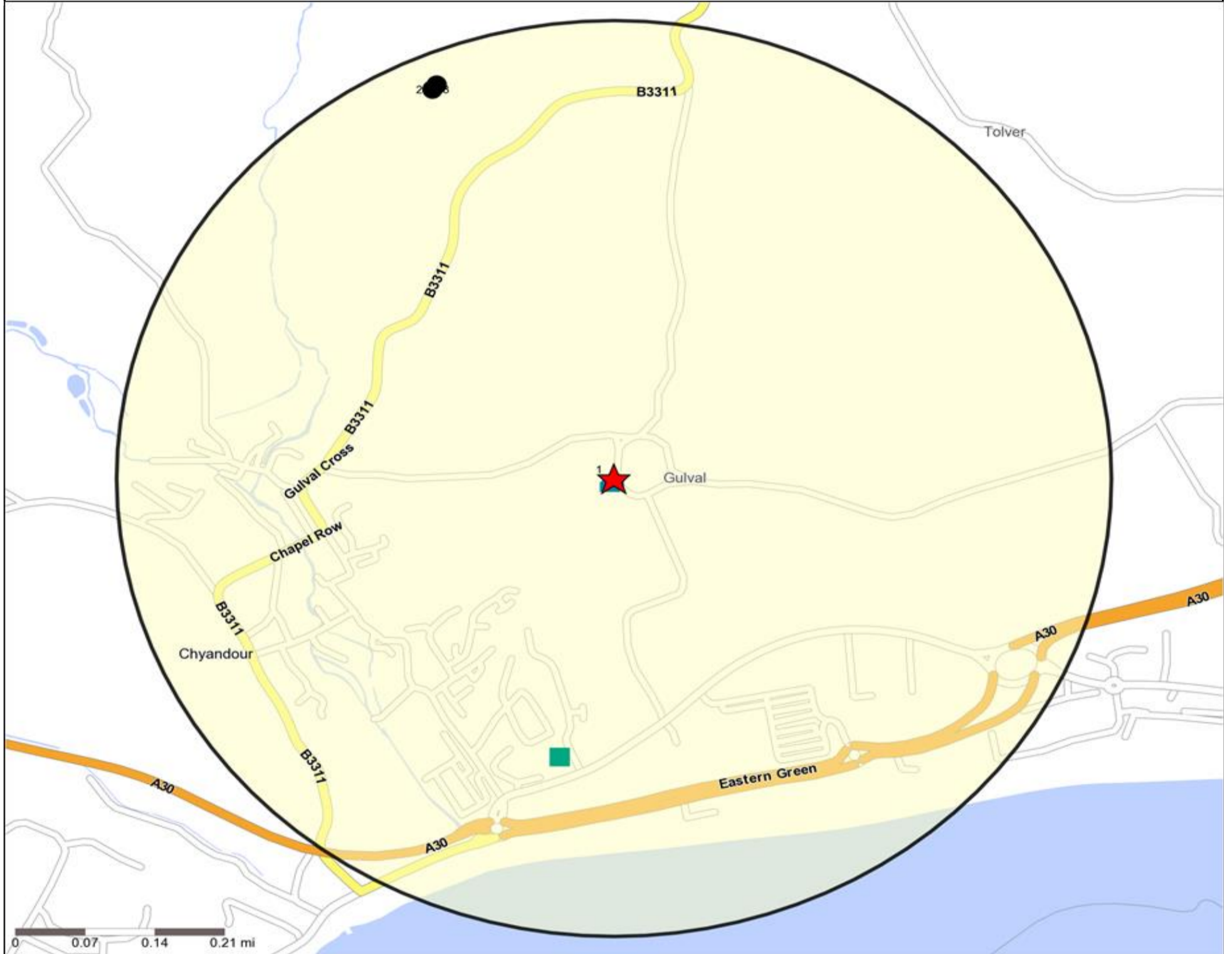
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

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	4	4	4
Circuit Bar	0	7	9	9
Community Local	0	16	26	35
Dry Led	1	8	10	18
Branded Food Pub	0	0	0	0
Rural	0	0	0	1
Other	2	44	68	84
Total	3	79	117	151



Competition Map and Data: COLDSTREAMER, PENZANCE (202588)



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	1
Branded Food Pub	0
Rural	0
Other	2
Total	3



Local Competition: COLDSTREAMER, PENZANCE (202588)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	COLDSTREAMER, PENZANCE	GULVAL, PENZANCE, TR18 3BB	Punch Taverns	TR18 3BB	Punch Taverns	0.00
1	Coldstreamer	Gulval Road, Gulval, Penzance	Punch Pub Company	TR18 3BB	Dry Led	0.01
2	Kenegie Manor	Gulval, Penzance	Independent Free	TR20 8YN	Other	0.46
3	Gulvan Cricket Club	Gulval, Penzance	Independent Free	TR20 8YN	Other	0.46
4	Bay	Lescudjack Terrace, Penzance	Independent Free	TR18 3AE	Other	0.77
5	Hotel Penzance	Lescudjack Terrace, Penzance	Independent Free	TR18 3AE	Other	0.77
6	Cliff Hotel	Chyandour Cliff, Penzance	Independent Free	TR18 2HH	Other	0.80
7	Flanagans	3 East Terrace, Penzance	Independent Free	TR18 2TD	Circuit Bar	0.86
8	Carnson Guest House	2 East Terrace, Penzance	Independent Free	TR18 2TD	Other	0.86
9	Branwell Mill Meadery	Station Road, Penzance	Independent Free	TR18 2LQ	Other	0.90
10	Longboat Hotel	Market Jew Street, Penzance	Star Pubs & Bars	TR18 2HZ	Circuit Bar	0.91
11	Haymakers	12 Leskinnick Place, Penzance	Pubfolio Ltd	TR18 2EZ	Community Local	0.91
12	Royal British Legion Club	Leskinnick Place, Penzance	Independent Free	TR18 2EZ	Other	0.91
13	Penzance Sailing Club	Albert Pier, Penzance	Independent Free	TR18 2LL	Other	0.92
14	Sound	68 Market Jew Street, Penzance	Independent Free	TR18 2LJ	Other	0.92
15	Fat Fish Cafe	Wharf Road, Penzance	Independent Free	TR18 2JY	Cafe / Wine Bar	0.94
16	Mexico Inn	Gladstone Terrace, Long Rock, Penzance	Independent Free	TR20 8JB	Dry Led	0.95
17	Renaissance Cafe	Unit6 Market Jew Street, Penzance	Independent Free	TR18 2GB	Cafe / Wine Bar	0.97
18	Drecklys	Wharf Road, Penzance	Independent Free	TR18 2GB	Other	0.97
19	Mount View Hotel	Long Rock, Penzance	Independent Free	TR20 8JJ	Community Local	0.98
20	Blue Snappa	35 Market Jew Street, Penzance	Independent Free	TR18 2HT	Other	0.98
21	Crown Inn	1 Victoria Square, Penzance	Independent Free	TR18 2EP	Community Local	0.99
22	Matt's Bar	96a Market Jew Street, Penzance	Independent Free	TR18 2LE	Circuit Bar	1.07
23	Studio	40-41 Bread Street, Penzance	Independent Free	TR18 2EQ	Circuit Bar	1.10
24	Farmers Arms	38 Causewayhead, Penzance	Enterprise Inns	TR18 2ST	Community Local	1.11
25	Fountain Tavern	St Clare Street, Penzance	Independent Free	TR18 2PD	Community Local	1.11
26	Star Inn	119 Market Jew Street, Penzance	Star Pubs & Bars	TR18 2LD	Dry Led	1.12
27	Old Lifeboat House Bistro	Wharf Road, Penzance	Independent Free	TR18 4AA	Other	1.12
28	Raob Buss Club	40 Market Place, Penzance	Independent Free	TR18 2JG	Other	1.13
29	Harris	46 New Street, Penzance	Independent Free	TR18 2LZ	Other	1.13
30	London Inn	75 Causewayhead, Penzance	Enterprise Inns	TR18 2SR	Community Local	1.15