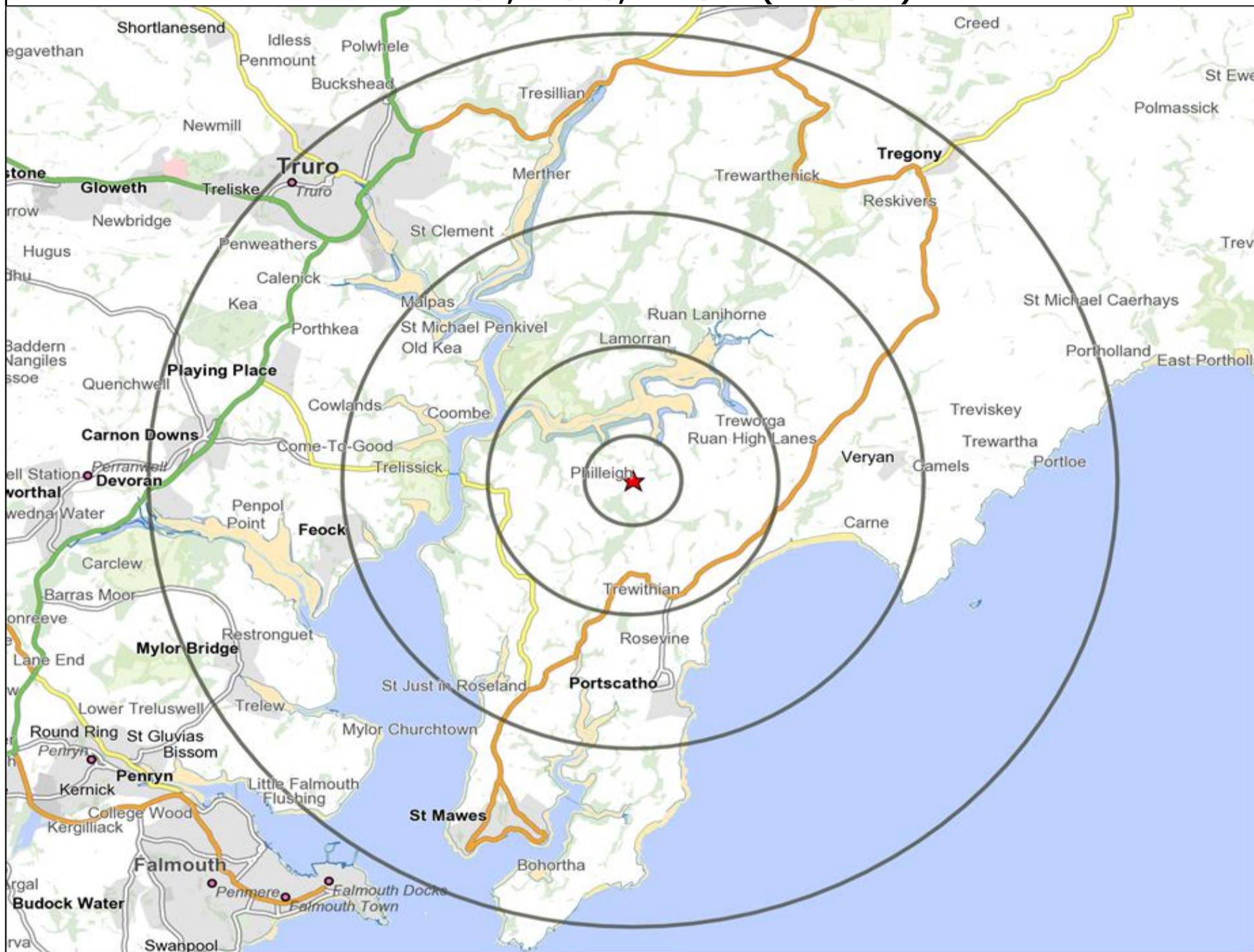




**Customer Profile Report for ROSELAND INN, TRURO (Punch Outlet Number: 203257)
PHILLEIGH, TRURO, TR2 5NB (TR 2 5NB)**



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

Age Data Table

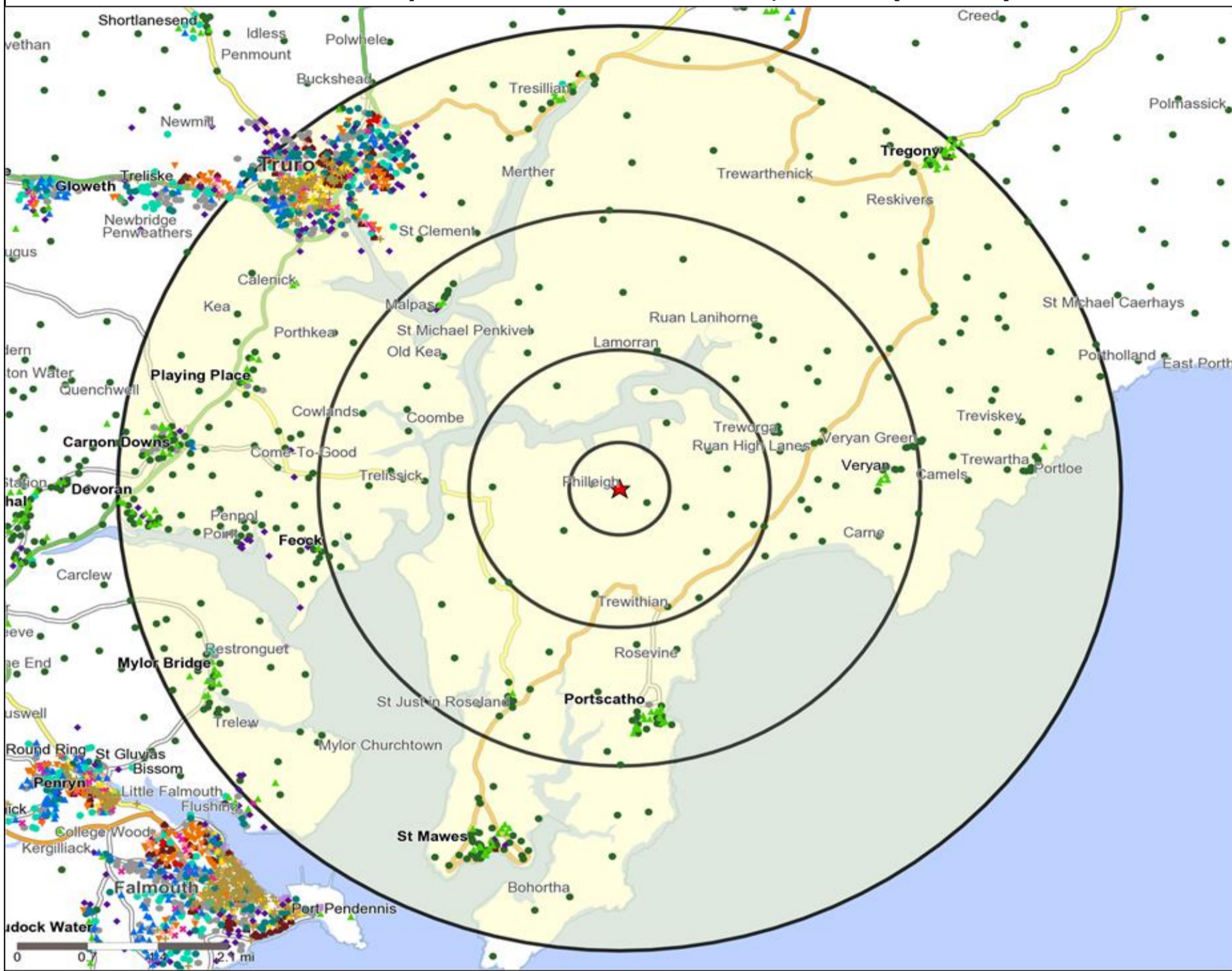
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	5	29	366	4,280	1,220	59	62	68	82	69
16-17	1	2	37	710	167	96	35	56	109	77
18-24	1	7	103	1,811	348	25	31	40	72	41
25-34	3	13	142	2,827	477	49	38	36	74	37
35-44	4	23	242	2,877	823	70	73	67	81	69
45-54	8	45	423	3,746	1,349	125	127	105	95	102
55-64	9	53	506	3,559	1,453	177	188	157	113	137
65+	14	77	1,029	8,104	3,520	173	172	201	161	209
Population estimate 2015	45	249	2,848	27,914	9,357	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	42	227	2,465	26,231	8,578	100%	100%	99%	97%	98%
Mixed / Multiple Ethnic Groups	0	0	17	273	67	0%	0%	1%	1%	1%
Asian / Asian British	0	0	10	322	48	0%	0%	0%	1%	1%
Black / African / Caribbean / Black British	0	0	1	26	5	0%	0%	0%	0%	0%
Other Ethnic Group	0	1	7	101	29	0%	0%	0%	0%	0%
All People (Ethnic Group)	42	228	2,500	26,953	8,727	100	100	100	100	100



Mosaic UK Map and Data: ROSELAND INN, TRURO (203257)



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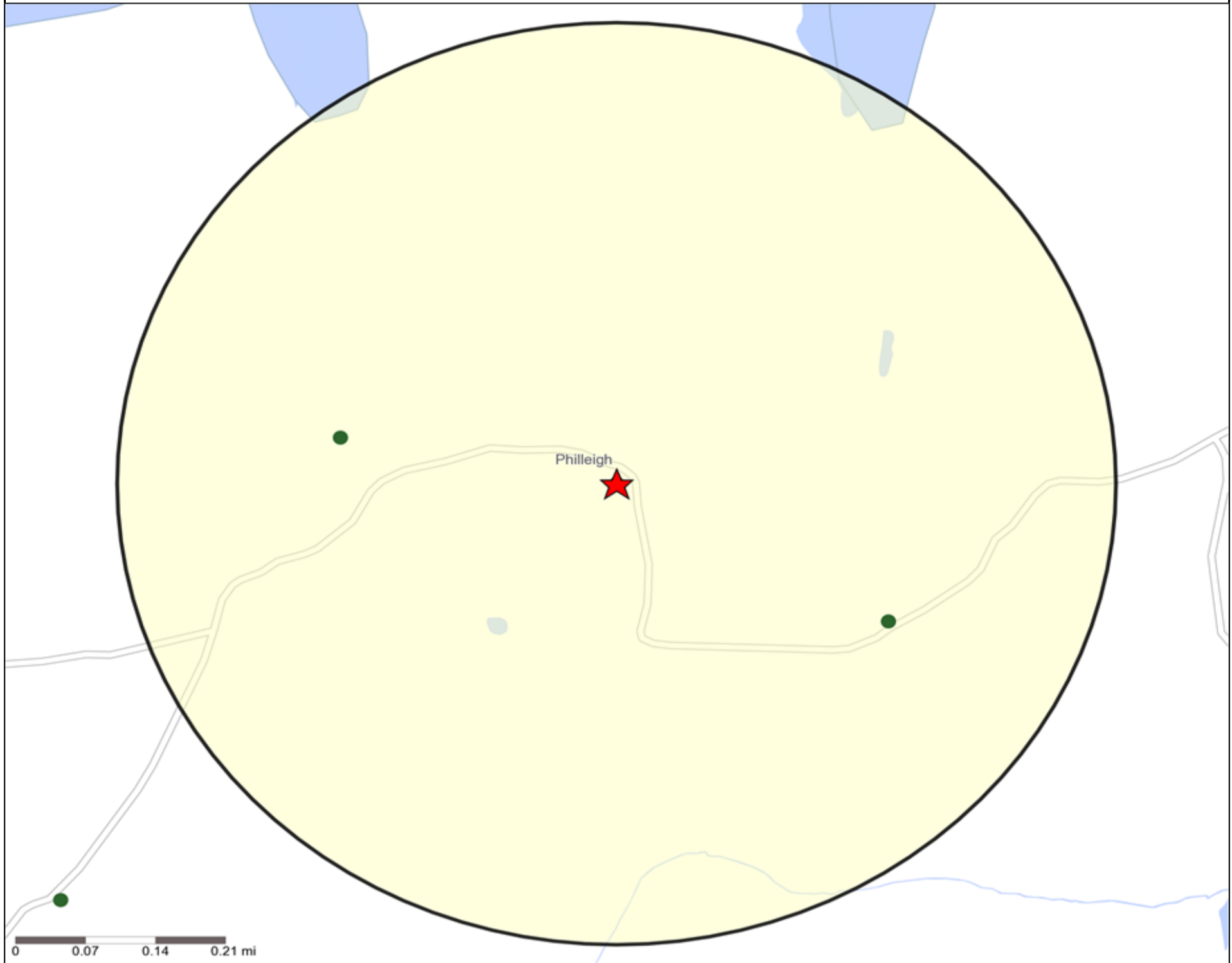
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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	0	0	12	0	0	0	0	1	0
B Prestige Positions (18+)	0	0	50	1,457	567	0	0	28	87	98
C Country Living (18+)	40	217	1,821	6,236	4,874	1,440	1,440	1,073	392	881
D Rural Reality (18+)	0	0	522	2,788	1,889	0	0	308	175	342
E Senior Security (18+)	0	0	51	2,308	431	0	0	26	124	66
F Suburban Stability (18+)	0	0	0	668	4	0	0	0	48	1
G Domestic Success (18+)	0	0	0	2,328	57	0	0	0	121	9
H Aspiring Homemakers (18+)	0	0	0	1,000	16	0	0	0	48	2
I Family Basics (18+)	0	0	0	937	0	0	0	0	57	0
J Transient Renters (18+)	0	0	0	609	0	0	0	0	46	0
K Municipal Challenge (18+)	0	0	0	205	0	0	0	0	15	0
L Vintage Value (18+)	0	0	0	1,709	112	0	0	0	118	22
M Modest Traditions (18+)	0	0	0	341	0	0	0	0	31	0
N Urban Cohesion (18+)	0	0	0	848	0	0	0	0	71	0
O Rental Hubs (18+)	0	0	0	1,479	19	0	0	0	84	3
Adults 18+ estimate 2015	40	217	2,444	22,925	7,969	100	100	100	100	100



Mosaic UK Map and Data: ROSELAND INN, TRURO (203257)



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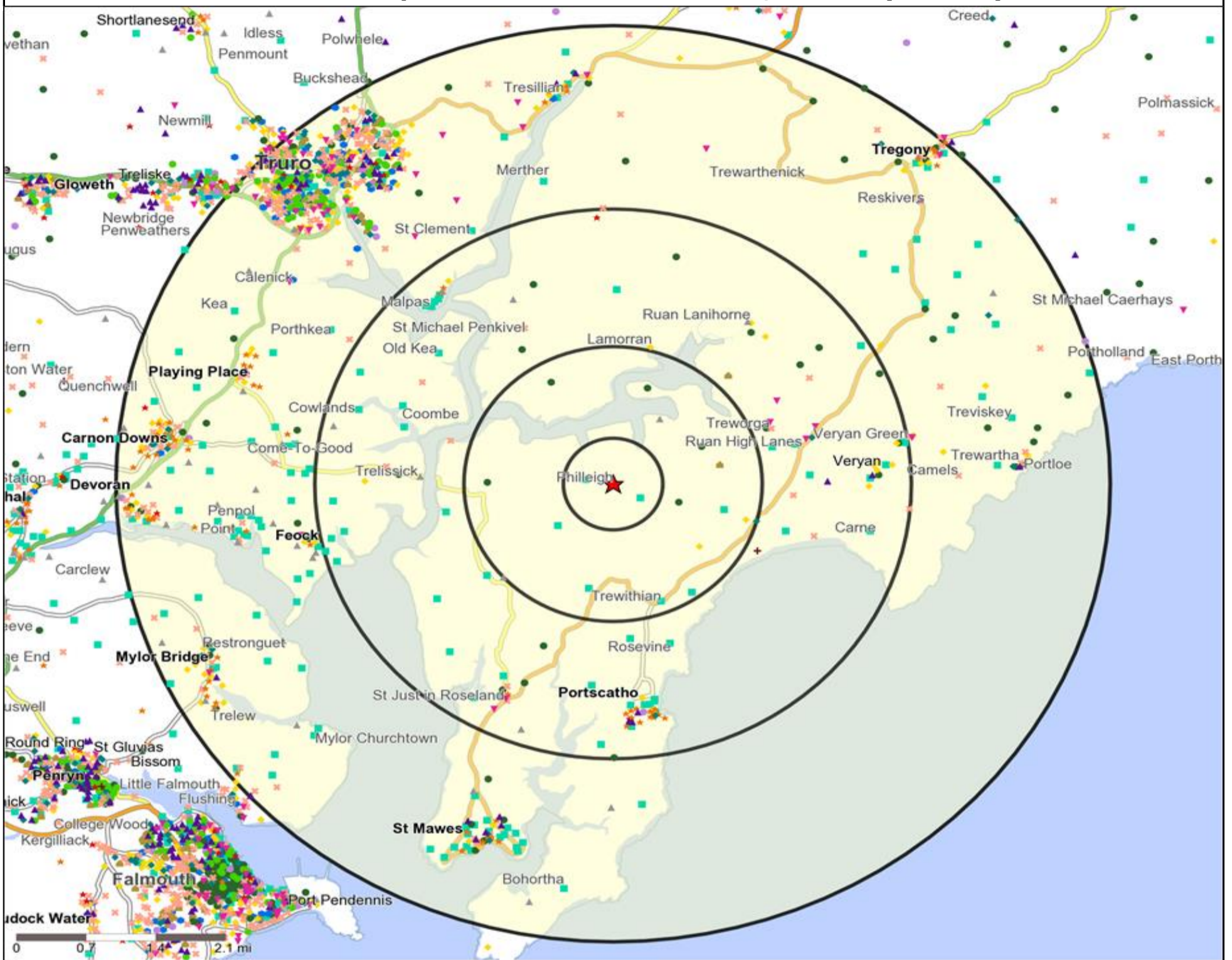
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	40	1,440
D Rural Reality (18+)	0	0
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	40	100



Occasions Map and Data: ROSELAND INN, TRURO (203257)



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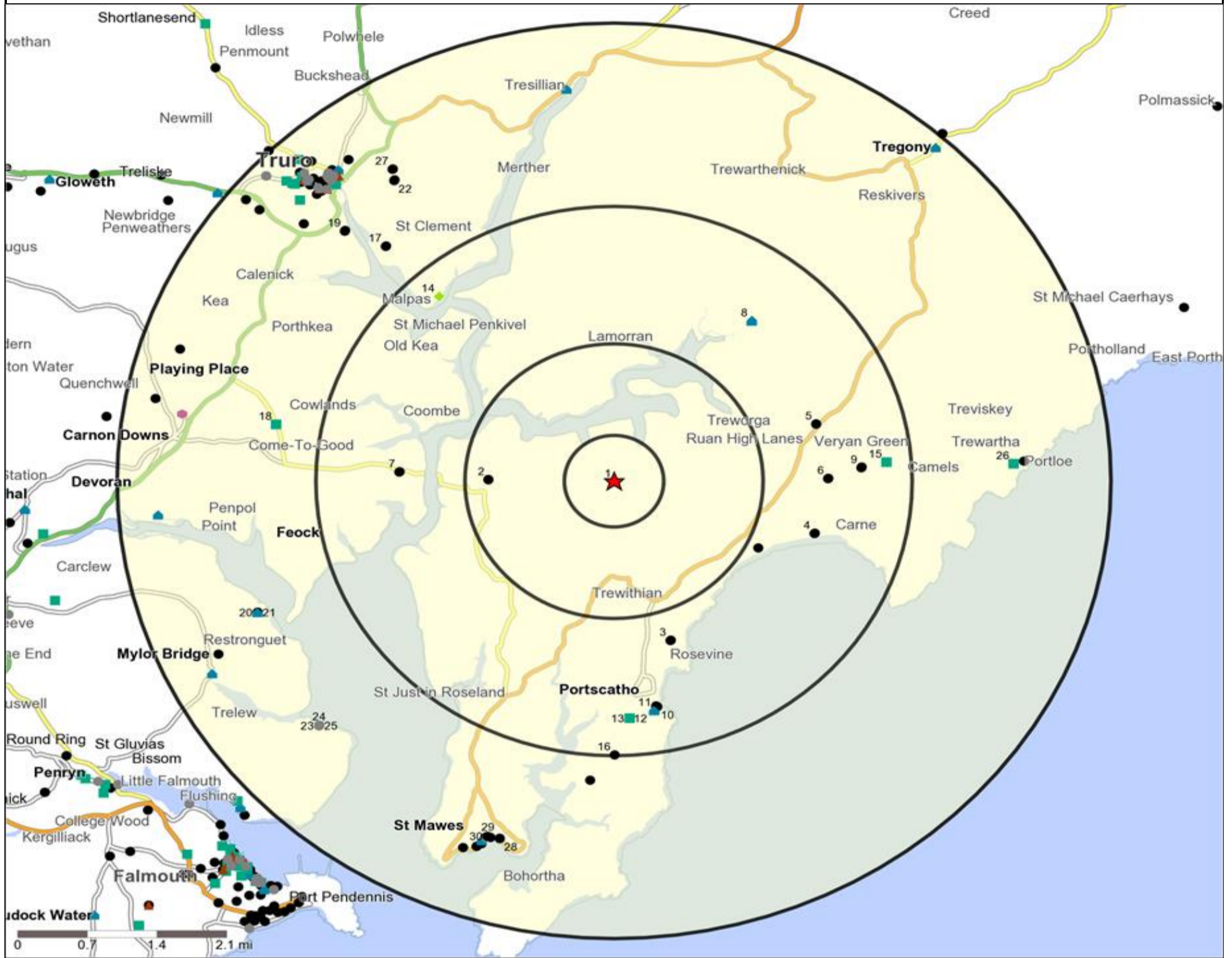
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 10 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	4	29	249	1,912	779	191	251	185	117	167
02 Early Doors	3	15	139	1,467	470	171	155	123	108	120
03 Everyday is Friday	0	3	68	1,163	263	0	36	71	100	79
04 Weekend Millionaires	1	7	66	1,126	201	46	59	48	67	42
05 Out On The Town	1	5	55	1,348	198	48	44	41	83	43
06 Business and Pleasure	2	14	105	876	330	186	236	152	105	138
07 Sporting Pints	1	3	28	1,102	91	44	24	19	62	18
08 Student Social	3	12	108	817	338	309	224	173	108	156
09 Leisurely Lunch	2	13	180	1,869	633	98	115	137	118	139
10 Wining and Dining	2	10	146	1,919	554	86	78	98	106	107
11 Household Outing	1	6	60	1,245	217	54	59	51	87	53
12 Midweek Meal Deal	1	2	114	980	439	97	35	171	122	190
13 Date Night	2	9	155	1,793	572	122	99	146	140	156
14 Birthday Treat	1	5	97	1,358	380	61	55	91	106	103
15 Pre Show Meal	1	5	40	471	115	176	160	110	107	91
Number of Occasions	25	138	1,610	19,446	5,580	100	100	100	100	100



Competition Map and Data: ROSELAND INN, TRURO (203257)



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

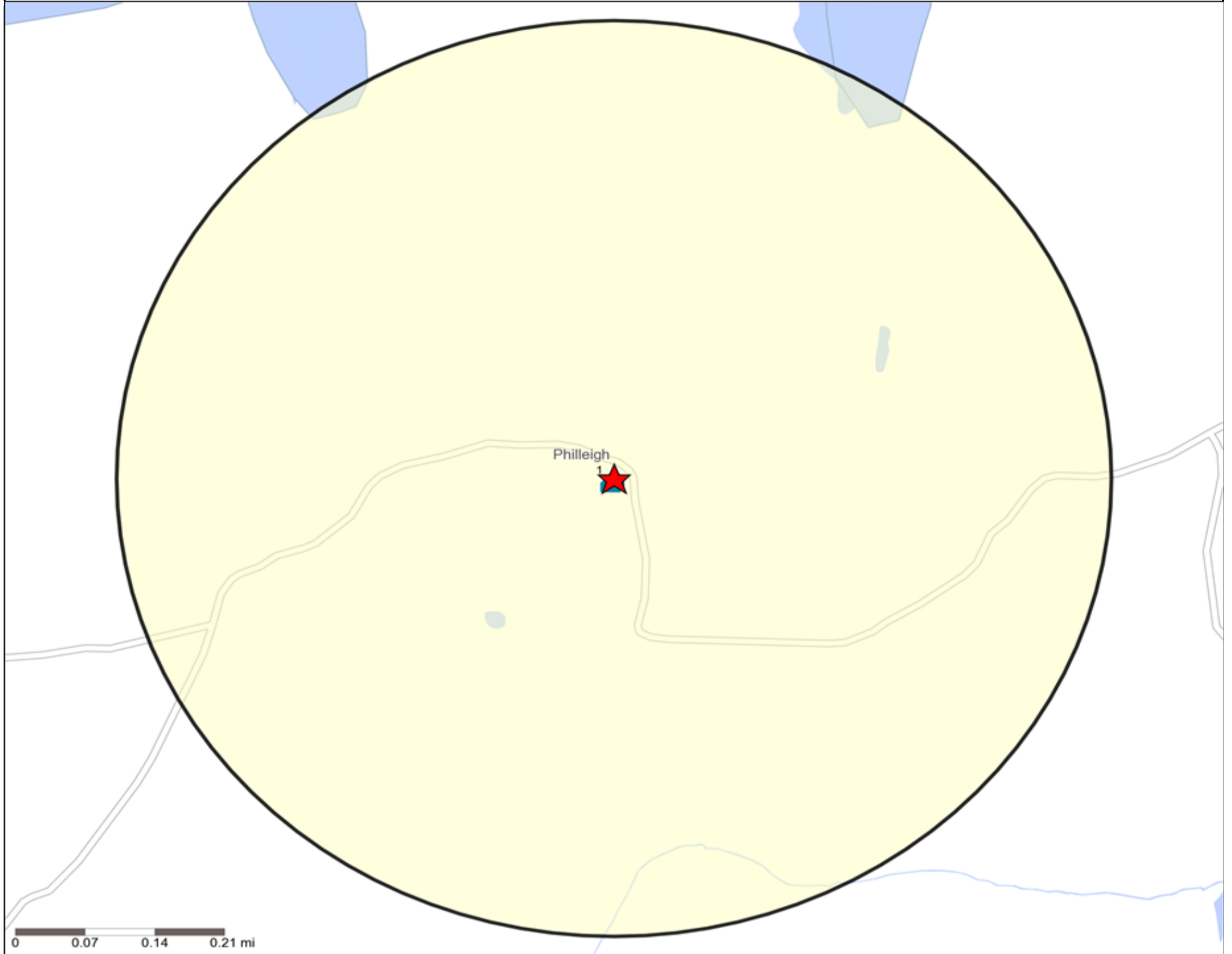
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	17
Circuit Bar	0	0	0	7
Community Local	0	0	2	10
Dry Led	1	1	3	11
Branded Food Pub	0	0	0	1
Rural	0	0	1	1
Other	0	1	10	62
Total	1	2	16	109



Competition Map and Data: ROSELAND INN, TRURO (203257)



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
-  Café / 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	0
Total	1



Local Competition: ROSELAND INN, TRURO (203257)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ROSELAND INN, TRURO	PHILLEIGH, TRURO, TR2 5NB	Punch Taverns	TR 2 5NB	Punch Taverns	0.00
1	Roseland Inn	Philleigh, Truro	Punch Pub Company	TR 2 5NB	Dry Led	0.01
2	Tolverne	Philleigh, Truro	Independent Free	TR 2 5NF	Other	1.27
3	Drift Wood Hotel	Rosevine, Portscatho, Truro	Independent Free	TR 2 5EW	Other	1.83
4	Nare Hotel	Veryan, Truro	Independent Free	TR 2 5PF	Other	2.10
5	Hundred House Hotel	Ruan High Lanes, Truro	Independent Free	TR 2 5JR	Other	2.12
6	Melinsey Mill	Melinsey Farm, Veryan, Truro	Independent Free	TR 2 5PX	Other	2.15
7	Trelissick Garden	Feock, Truro	National Trust	TR 3 6QL	Other	2.16
8	Kings Head	Ruanlanihorne, Ruan High Lanes, Truro	Independent Free	TR 2 5NX	Dry Led	2.23
9	Veryan Sports & Social Club	Vervan, Veryan, Truro	Independent Free	TR 2 5UW	Other	2.49
10	Portscatho Social Club	1 North Parade, Portscatho, Truro	Independent Free	TR 2 5HH	Other	2.50
11	Plume Of Feathers	10 The Square, Portscatho, Truro	St Austell	TR 2 5HW	Dry Led	2.54
12	Royal Standard	5 Gerrans, Portscatho, Truro	Unknown	TR 2 5EB	Community Local	2.60
13	Boathouse	11 Gerrans, Portscatho, Truro	Independent Free	TR 2 5EB	Other	2.60
14	Heron Inn	Trenhaile Terrace, Malpas, Truro	St Austell	TR 1 1SL	Rural Character	2.68
15	New Inn	Veryan, Truro	St Austell	TR 2 5QA	Community Local	2.75
16	Trewince Holiday Lodges	Portscatho, Truro	Independent Free	TR 2 5ET	Other	2.99
17	Trennick Mill House	Malpas Road, Truro	Independent Free	TR 1 1SG	Other	3.44
18	Punchbowl & Ladle	Penelewey, Feock, Truro	St Austell	TR 3 6QY	Community Local	3.46
19	Mandarin Garden Restaurant	114 Kenwyn Street, Newham, Truro	Independent Free	TR 1 1AA	Other	3.85
20	Restronquet Sailing Club	Restronquet, Mylor, Falmouth	Independent Free	TR11 5ST	Other	3.87
21	Pandora Inn	Restronquet, Mylor, Falmouth	St Austell	TR11 5ST	Dry Led	3.87
22	Truro Rugby Club	St Clements Hill, Truro	Independent Free	TR 1 1NY	Other	3.96
23	Cafe Mylor	Mylor Churchtown, Falmouth	Independent Free	TR11 5UF	Cafe / Wine Bar	3.99
24	Mylor Yacht Harbour	Mylor Churchtown, Falmouth	Independent Free	TR11 5UF	Other	3.99
25	Castaways	Mylor Churchtown, Falmouth	Independent Free	TR11 5UF	Cafe / Wine Bar	3.99
26	Ship Inn	Portloe, Truro	St Austell	TR 2 5RA	Community Local	4.02
27	Truro Squash Club	14 Penair View, Hendra, Truro	Independent Free	TR 1 1XR	Other	4.07
28	Idle Rocks Hotel	1 Tredenham Road, St Mawes, Truro	Independent Free	TR 2 5AN	Other	4.07
29	Rising Sun Hotel	5 The Square, St Mawes, Truro	St Austell	TR 2 5DJ	Other	4.08
30	Watch House Restaurant	1 The Square, St Mawes, Truro	Independent Free	TR 2 5DJ	Other	4.08