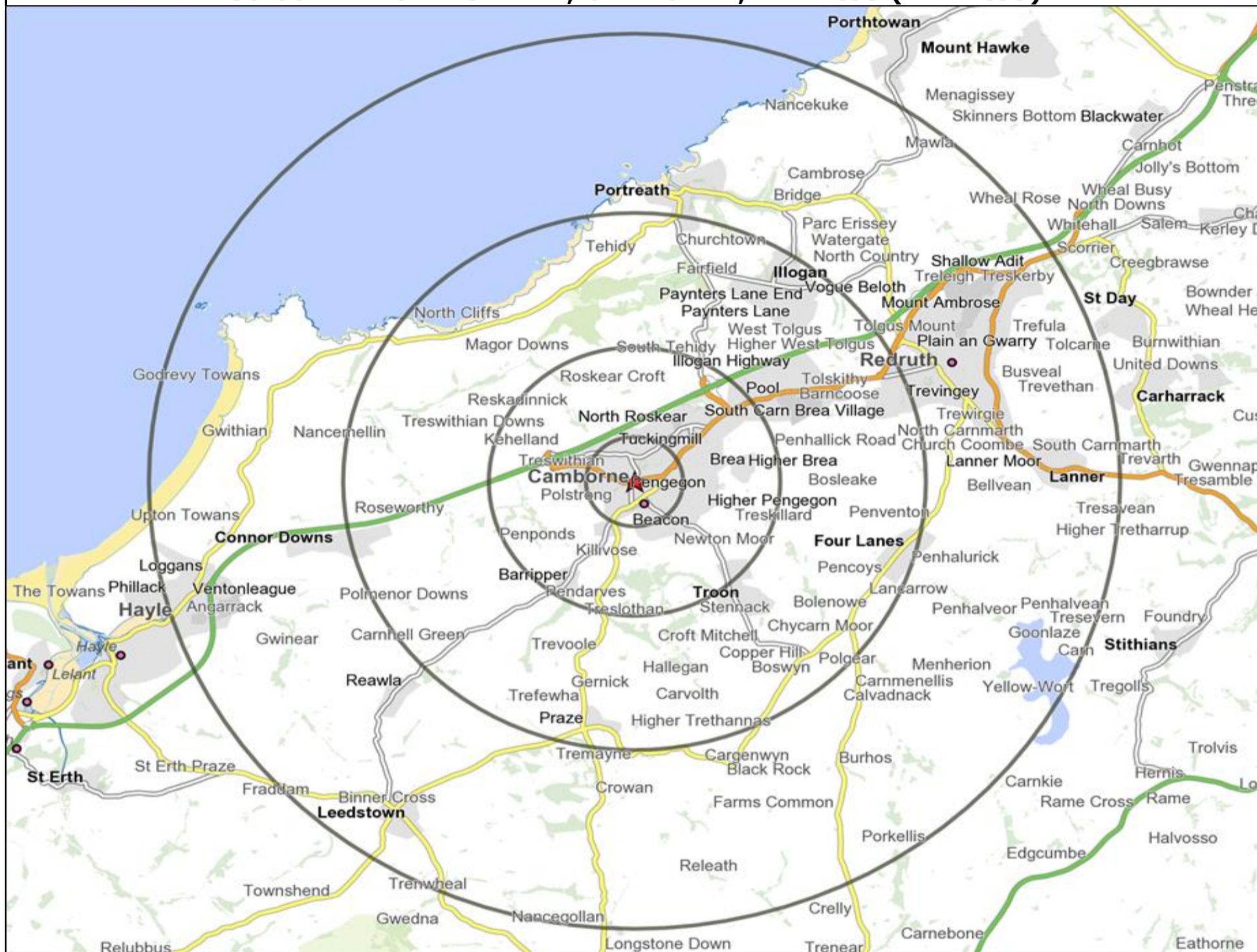




**Customer Profile Report for WHITE HART, CAMBORNE (Punch Outlet Number: 203589)
30 COMMERCIAL STREET, CAMBORNE, TR14 8JS (TR14 8JS)**



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

Age Data Table

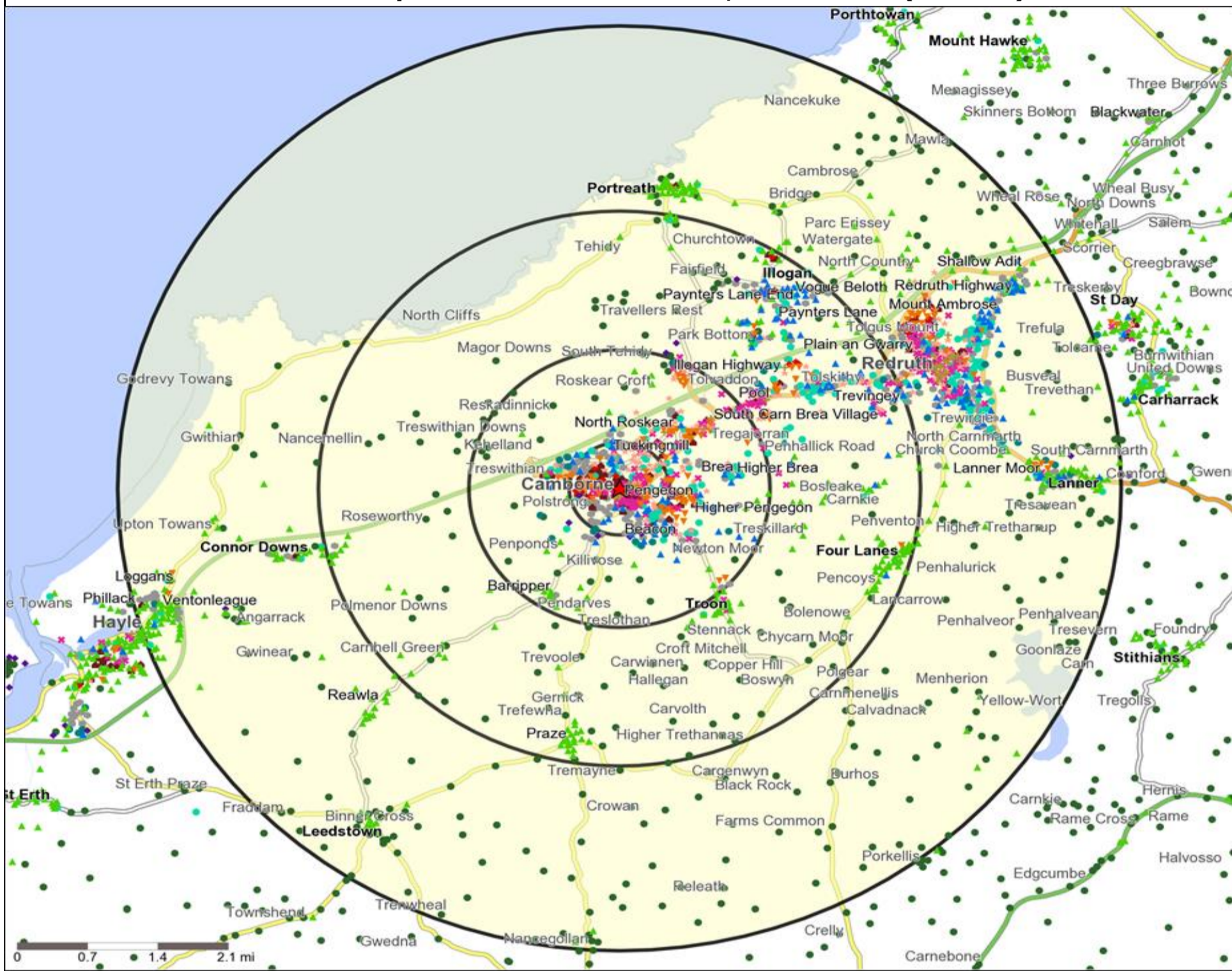
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,631	4,213	7,228	11,887	14,056	96	103	101	100	99
16-17	180	524	910	1,499	1,769	86	104	103	101	100
18-24	846	1,986	3,223	5,063	5,832	103	101	93	88	85
25-34	1,016	2,572	4,365	7,395	8,509	82	87	84	85	82
35-44	1,014	2,396	4,356	7,518	9,001	88	87	90	93	93
45-54	1,147	2,856	5,289	9,056	10,710	89	93	98	100	99
55-64	938	2,396	4,497	7,674	9,376	92	98	104	107	109
65+	2,274	4,767	8,229	13,492	16,735	140	122	120	118	122
Population estimate 2015	9,046	21,710	38,097	63,584	75,988	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	8,491	20,547	36,335	60,848	72,875	97%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	94	199	299	463	567	1%	1%	1%	1%	1%
Asian / Asian British	100	163	257	402	492	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	8	21	41	68	74	0%	0%	0%	0%	0%
Other Ethnic Group	23	71	155	231	269	0%	0%	0%	0%	0%
All People (Ethnic Group)	8,716	21,001	37,087	62,012	74,277	100	100	100	100	100



Mosaic UK Map and Data: WHITE HART, CAMBORNE (203589)



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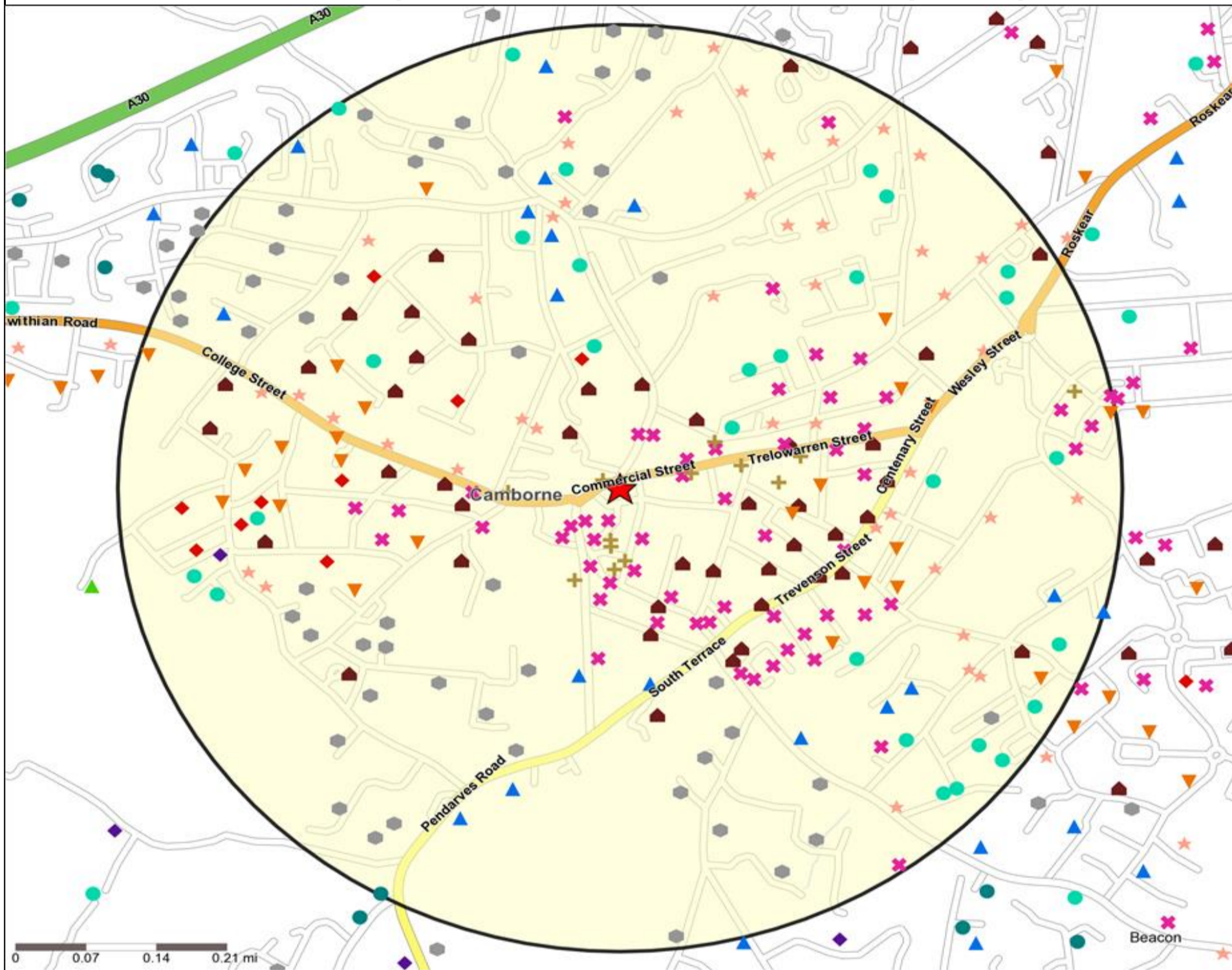
- ★ Location
- Mosaic UK Groups
- ▲ D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5,1.5,3 & 5 Mile Distance
- A City Prosperity
- E Senior Security
- I Family Basics
- M Modest Traditions
- ~ Rivers, Canals and Lakes
- ◆ B Prestige Positions
- ▲ F Suburban Stability
- J Transient Renters
- 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 - 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+)	16	116	196	215	259	3	9	9	6	6
C Country Living (18+)	0	506	1,849	4,553	7,105	0	43	89	131	170
D Rural Reality (18+)	7	672	4,343	10,347	15,374	1	57	209	298	369
E Senior Security (18+)	944	1,975	3,219	5,314	5,930	160	143	132	130	121
F Suburban Stability (18+)	492	1,498	2,975	4,408	4,566	111	144	163	144	124
G Domestic Success (18+)	67	507	694	943	1,115	11	36	28	22	22
H Aspiring Homemakers (18+)	667	1,873	3,699	6,188	6,332	101	121	136	135	116
I Family Basics (18+)	502	2,429	3,079	3,893	4,072	96	198	142	107	94
J Transient Renters (18+)	1,120	2,283	2,998	4,727	4,998	268	233	173	163	144
K Municipal Challenge (18+)	306	354	677	967	1,021	72	35	38	33	29
L Vintage Value (18+)	1,511	2,061	2,429	3,223	3,804	332	193	129	102	100
M Modest Traditions (18+)	1,481	2,436	3,408	4,529	4,627	430	302	239	190	162
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	124	263	391	875	941	22	20	17	23	20
Adults 18+ estimate 2015	7,237	16,973	29,957	50,182	60,144	100	100	100	100	100



Mosaic UK Map and Data: WHITE HART, CAMBORNE (203589)



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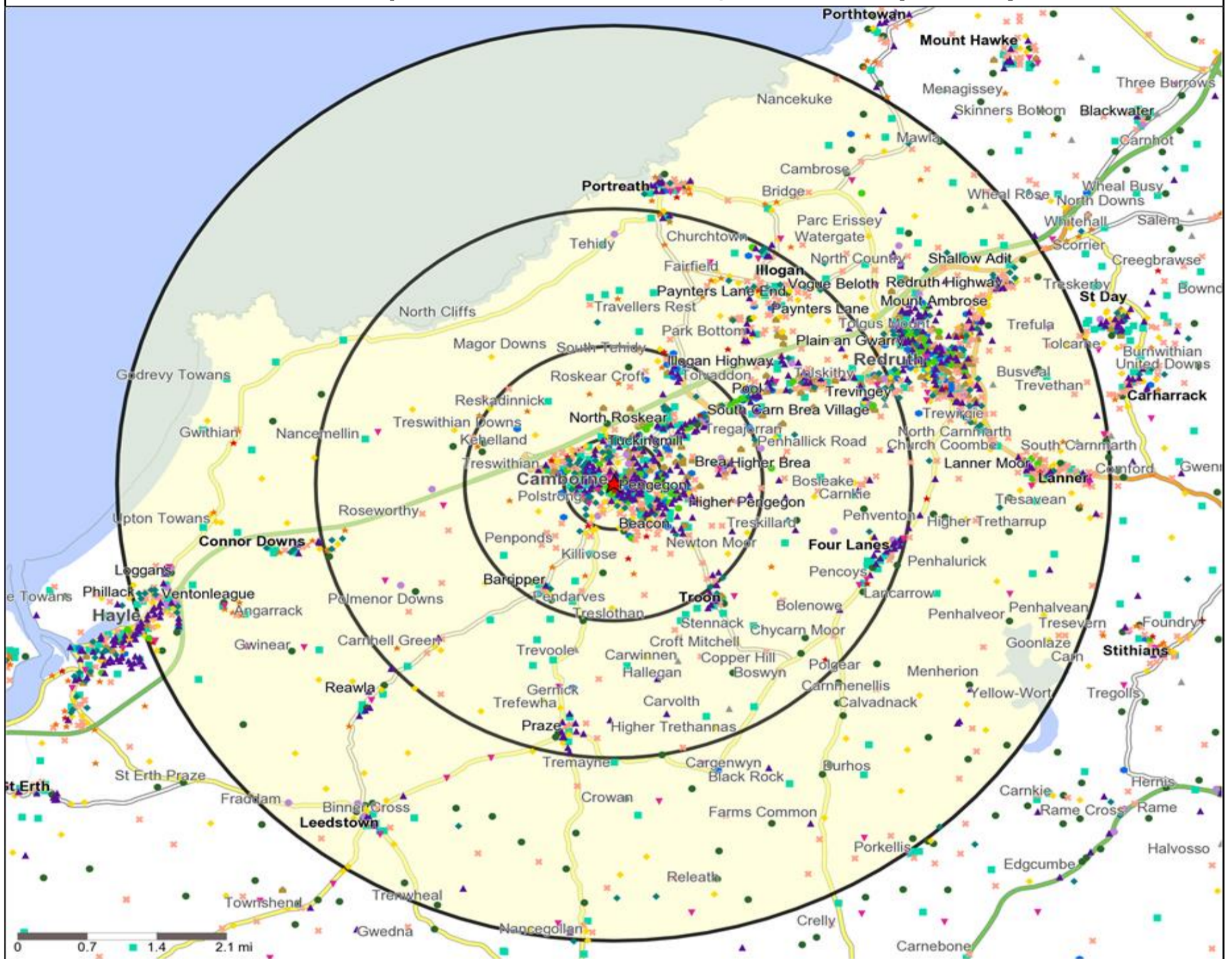
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- B Prestige Positions
- C Country Living
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- 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+)	16	3
C Country Living (18+)	0	0
D Rural Reality (18+)	7	1
E Senior Security (18+)	944	160
F Suburban Stability (18+)	492	111
G Domestic Success (18+)	67	11
H Aspiring Homemakers (18+)	667	101
I Family Basics (18+)	502	96
J Transient Renters (18+)	1,120	268
K Municipal Challenge (18+)	306	72
L Vintage Value (18+)	1,511	332
M Modest Traditions (18+)	1,481	430
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	124	22
Adults 18+ estimate 2015	7,237	100



Occasions Map and Data: WHITE HART, CAMBORNE (203589)



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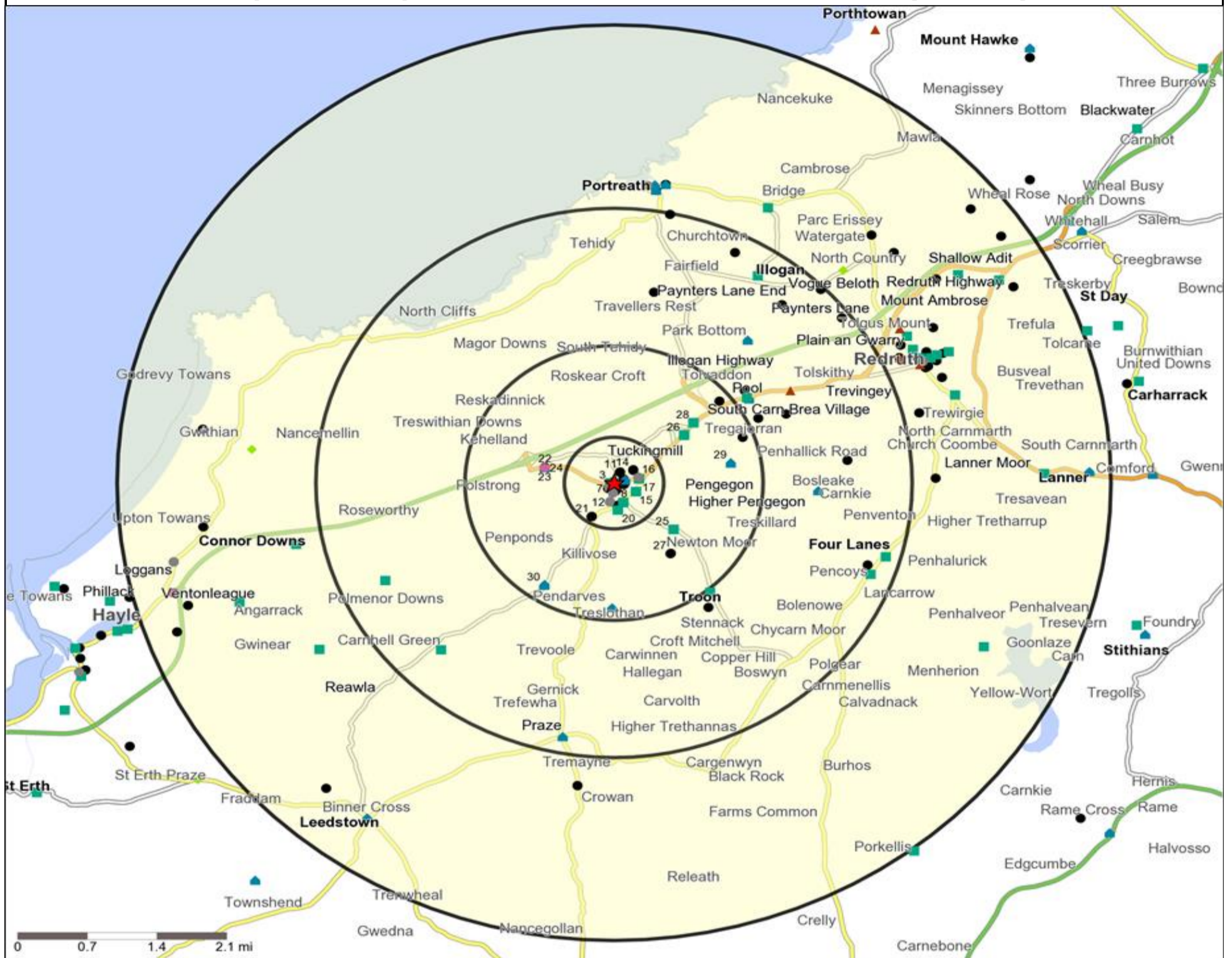
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ★ 10 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	785	1,643	2,604	4,130	4,921	128	116	112	110	112
02 Early Doors	793	1,609	2,609	4,106	4,867	154	136	134	131	132
03 Everyday is Friday	455	1,118	1,906	3,035	3,549	104	111	115	114	113
04 Weekend Millionaires	834	1,900	2,986	4,674	5,313	132	130	125	121	117
05 Out On The Town	659	1,500	2,222	3,440	3,839	108	107	96	93	88
06 Business and Pleasure	160	407	701	1,179	1,392	51	56	59	62	62
07 Sporting Pints	534	1,254	1,862	2,914	3,269	80	81	73	71	68
08 Student Social	116	306	656	1,297	1,668	41	47	61	75	82
09 Leisurely Lunch	614	1,354	2,309	3,762	4,554	103	98	102	103	106
10 Wining and Dining	512	1,301	2,342	3,946	4,696	75	83	91	95	96
11 Household Outing	662	1,543	2,395	3,622	4,059	123	124	117	110	105
12 Midweek Meal Deal	352	873	1,356	2,192	2,663	116	125	118	119	123
13 Date Night	293	809	1,621	2,882	3,569	61	73	89	98	103
14 Birthday Treat	441	1,001	1,697	2,704	3,251	91	90	93	92	94
15 Pre Show Meal	113	292	478	789	906	68	76	76	78	76
Number of Occasions	7,323	16,910	27,744	44,672	52,516	100	100	100	100	100



Competition Map and Data: WHITE HART, CAMBORNE (203589)



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

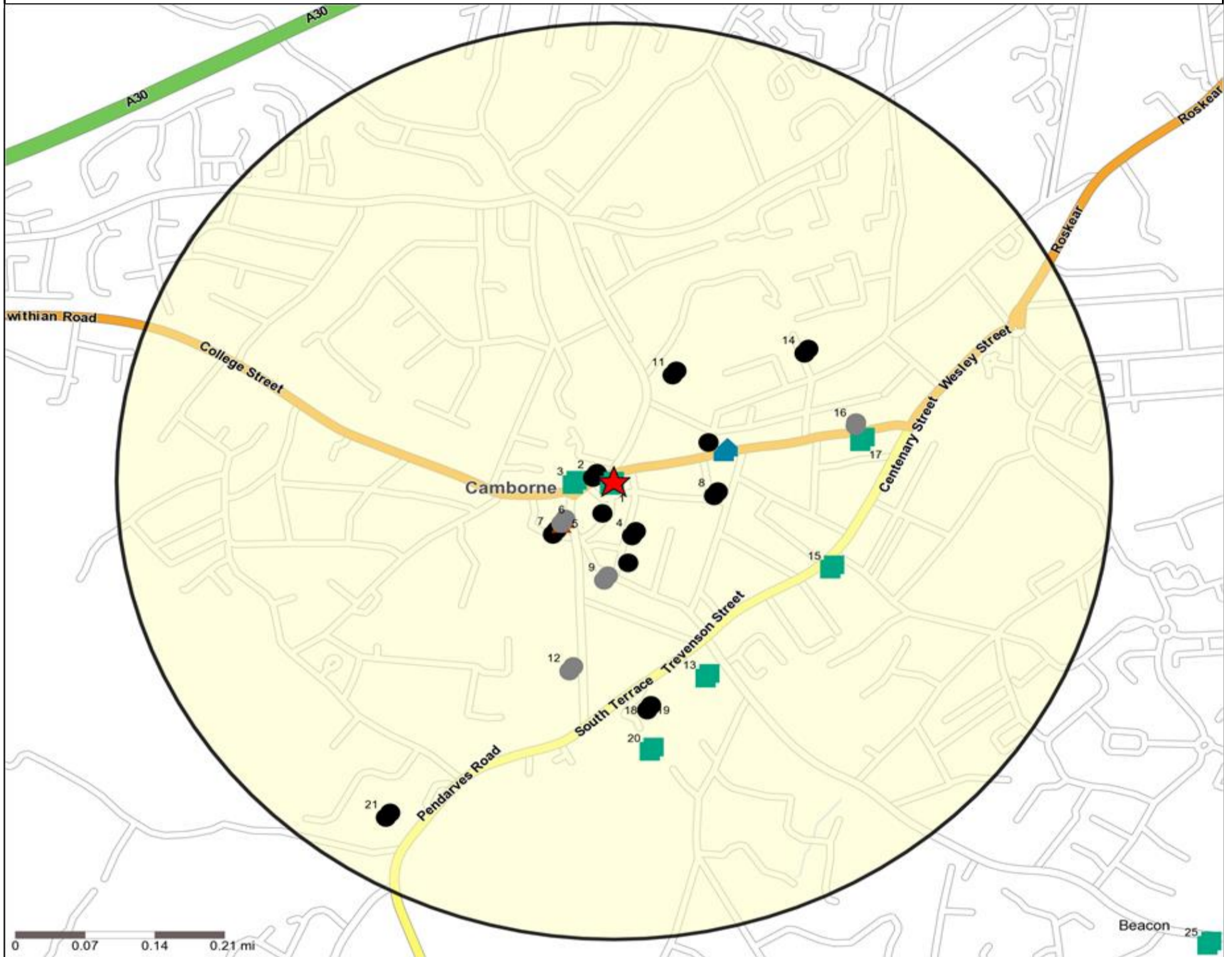
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	4	4	4	6
Circuit Bar	1	1	2	5
Community Local	6	9	16	31
Dry Led	1	5	8	13
Branded Food Pub	0	1	1	2
Rural	0	0	0	1
Other	9	12	27	57
Total	21	32	58	115



Competition Map and Data: WHITE HART, CAMBORNE (203589)



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	4
Circuit Bar	1
Community Local	6
Dry Led	1
Branded Food Pub	0
Rural	0
Other	9
Total	21



Local Competition: WHITE HART, CAMBORNE (203589)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WHITE HART, CAMBORNE	30 COMMERCIAL STREET, CAMBORNE, TR14 8JS	Punch Taverns	TR14 8JS	Punch Taverns	0.00
1	White Hart Hotel	30 Commercial Street, Camborne	Punch Pub Company	TR14 8JS	Community Local	0.01
2	Tse House	39-39a Commercial Street, Camborne	Independent Free	TR14 8JX	Other	0.02
3	Tyacks Hotel	27 Commercial Street, Camborne	St Austell	TR14 8LD	Community Local	0.04
4	Top Ten Bingo	Chapel Street, Camborne	Top Ten Holdings	TR14 8ED	Other	0.06
5	Clipper Bar	9 Commercial Street, Camborne	Independent Free	TR14 8JZ	Cafe / Wine Bar	0.07
6	John Francis Basset	19 Commercial Street, Camborne	Wetherspoon	TR14 8JZ	Circuit Bar	0.07
7	Regal Hotel	2 Church Lane, Camborne	Independent Free	TR14 7DH	Other	0.08
8	Italian	New Connexion Street, Camborne	Independent Free	TR14 8GE	Other	0.10
9	Soul Cafe	51 Cross Street, Camborne	Independent Free	TR14 8ET	Cafe / Wine Bar	0.11
10	Waggoners Arms	41 Trelowarren Street, Camborne	Punch Pub Company	TR14 8AQ	Dry Led	0.11
11	School Of Mines Student Club	Trevithick Road, Camborne	Independent Free	TR14 8TB	Other	0.13
12	Lowenac	34 Basset Road, Camborne	Independent Free	TR14 8SL	Cafe / Wine Bar	0.21
13	Railway Hotel	2 Trevu Road, Camborne	Independent Free	TR14 8SR	Community Local	0.23
14	Camborne Conservative Club	Parc Bracket Street, Camborne	Independent Free	TR14 8BN	Other	0.24
15	Red Jackets	66 Trevenson Street, Camborne	Unknown	TR14 8HZ	Community Local	0.24
16	Trelawney Cafe Bar	109 Trelowarren Street, Camborne	Independent Free	TR14 8AW	Cafe / Wine Bar	0.25
17	Vyvyan Arms	114 Trelowarren Street, Camborne	Punch Pub Company	TR14 8AN	Community Local	0.25
18	Camborne Rugby Club	5 Cranberry Road, Camborne	Independent Free	TR14 8SS	Other	0.25
19	Camborne Cricket Club	North Roskear Road, Camborne	Independent Free	TR14 8SS	Other	0.25
20	Railway Tavern	Trevu Road, Camborne	Independent Free	TR14 7AB	Community Local	0.30
21	Holman Sports Club	32 Pendarves Road, Camborne	Independent Free	TR14 7QG	Other	0.43
22	Cornish Choughs Inn	Treswithian, Camborne	Punch Pub Company	TR14 7NW	Dry Led	0.72
23	Premier Inn	Treswithian Road, Treswithian, Camborne	Whitbread	TR14 7NW	Other	0.72
24	Trevithick Inn	Treswithian Road, Treswithian, Camborne	Whitbread	TR14 7NW	Branded Food	0.72
25	Beacon Inn	80 Fore Street, Beacon, Camborne	Independent Free	TR14 7SE	Community Local	0.78
26	Pendarves Arms	20 Pendarves Street, Tuckingmill, Camborne	Punch Pub Company	TR14 8RF	Community Local	0.88
27	Beacon Cricket Club	Tolcarne Road, Beacon, Camborne	Independent Free	TR14 9AB	Other	0.96
28	Tuckingmill Hotel	109 Pendarves Street, Tuckingmill, Camborne	Independent Free	TR14 8NJ	Community Local	1.03
29	Brea Inn	Higher Brea, Camborne	Independent Free	TR14 9DA	Dry Led	1.19
30	St Michaels Mount Inn	9 Fore Street, Barripper, Camborne	Punch Pub Company	TR14 0QR	Dry Led	1.32