



**Customer Profile Report for STAR INN, ST EARTH (Punch Outlet Number: 203442)
1 CHURCH STREET, HAYLE, TR27 6HP (TR27 6HP)**



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

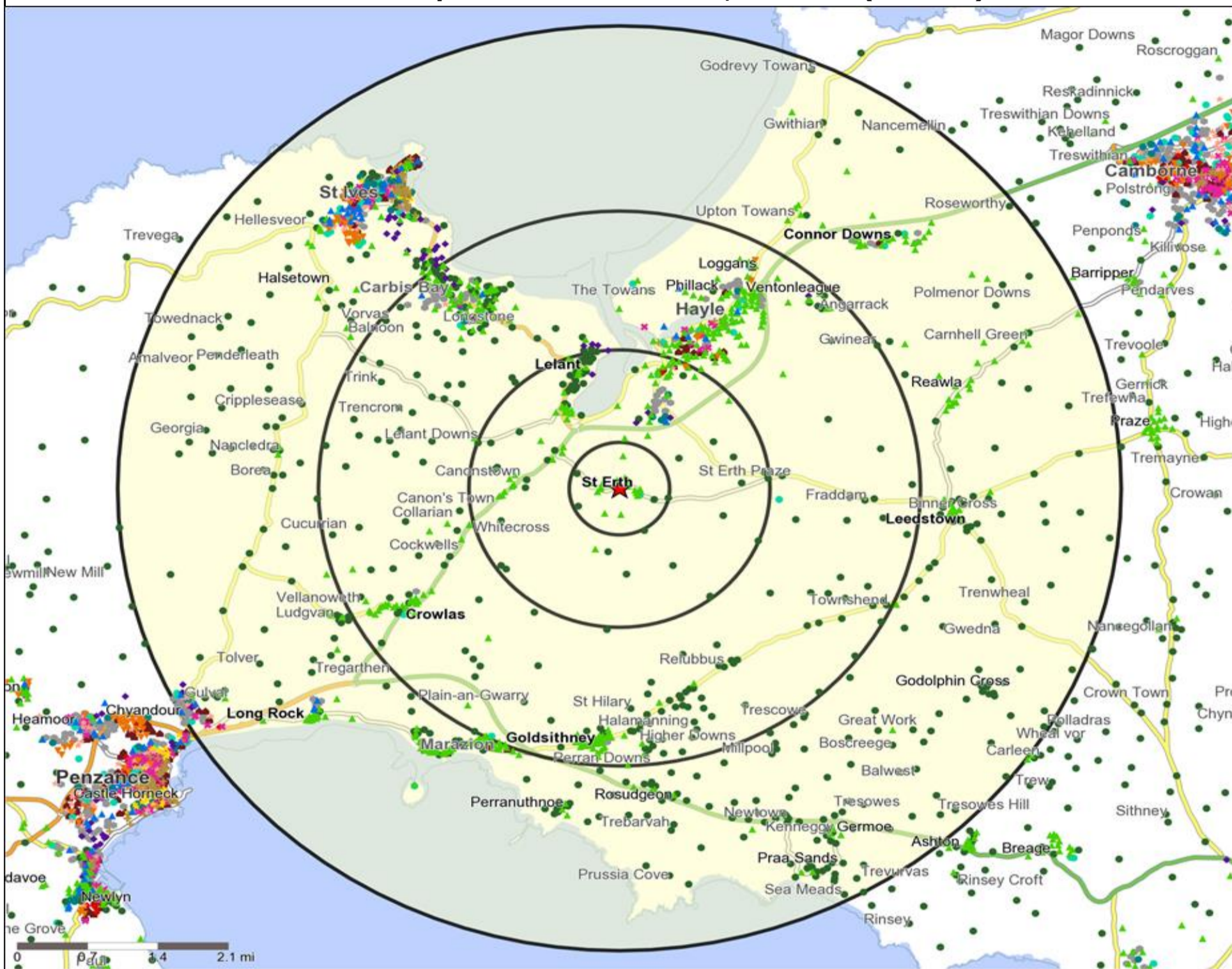
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	205	753	3,232	6,034	11,061	111	83	86	82	85
16-17	29	122	493	860	1,516	126	109	105	94	94
18-24	64	250	1,171	2,166	4,575	72	57	64	61	73
25-34	99	350	1,771	3,427	6,775	73	53	64	64	72
35-44	120	546	2,185	4,205	7,580	96	90	86	84	86
45-54	146	652	2,843	5,780	9,990	104	96	100	104	102
55-64	141	692	2,885	5,949	9,631	126	127	127	134	123
65+	184	1,441	5,547	10,918	18,027	103	166	153	154	145
Population estimate 2015	988	4,806	20,127	39,339	69,155	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	937	4,682	19,161	36,891	65,642	99%	98%	98%	98%	98%
Mixed / Multiple Ethnic Groups	6	39	173	306	628	1%	1%	1%	1%	1%
Asian / Asian British	5	40	112	241	504	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	0	2	14	30	71	0%	0%	0%	0%	0%
Other Ethnic Group	1	10	39	80	160	0%	0%	0%	0%	0%
All People (Ethnic Group)	949	4,773	19,499	37,548	67,005	100	100	100	100	100



Mosaic UK Map and Data: STAR INN, ST EARTH (203442)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

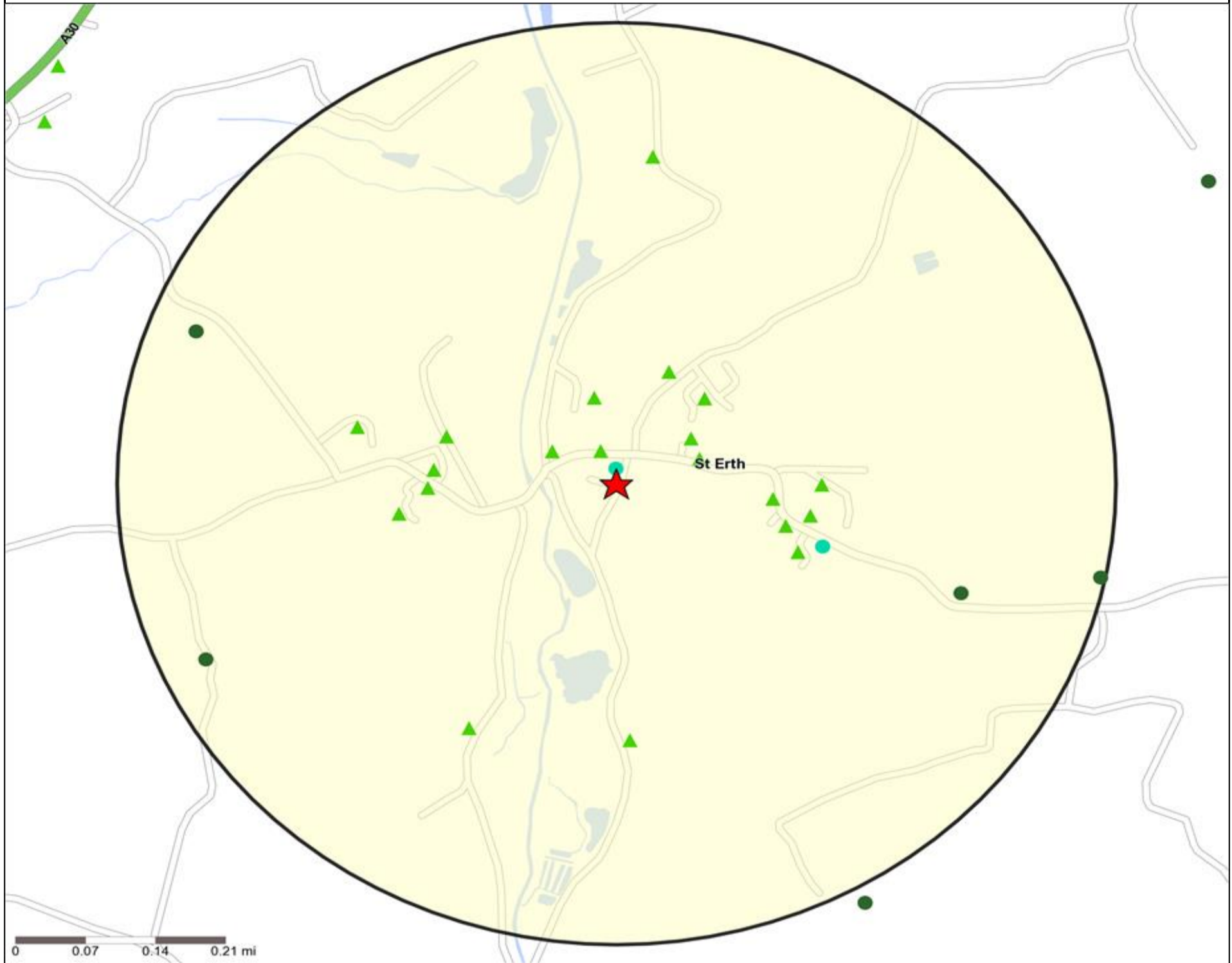
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	0	0	47	72	0	0	0	3	3
B Prestige Positions (18+)	0	43	118	448	624	0	15	10	19	15
C Country Living (18+)	38	1,025	3,748	8,367	9,787	73	376	330	372	249
D Rural Reality (18+)	695	1,851	8,758	12,818	14,069	1,332	680	773	571	359
E Senior Security (18+)	0	424	1,486	2,617	6,203	0	133	112	99	135
F Suburban Stability (18+)	0	9	215	878	1,986	0	4	22	44	58
G Domestic Success (18+)	0	271	307	809	1,278	0	82	22	30	27
H Aspiring Homemakers (18+)	20	34	420	1,038	2,346	29	10	28	35	46
I Family Basics (18+)	0	120	271	1,066	3,200	0	42	23	46	78
J Transient Renters (18+)	0	0	223	809	4,508	0	0	24	43	138
K Municipal Challenge (18+)	0	54	54	106	958	0	23	6	6	29
L Vintage Value (18+)	0	78	567	1,921	5,457	0	32	55	94	153
M Modest Traditions (18+)	0	6	55	394	2,892	0	3	7	26	108
N Urban Cohesion (18+)	0	0	0	350	1,332	0	0	0	21	45
O Rental Hubs (18+)	0	14	135	714	1,767	0	5	11	29	41
Adults 18+ estimate 2015	753	3,929	16,357	32,382	56,479	100	100	100	100	100



Mosaic UK Map and Data: STAR INN, ST EARTH (203442)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

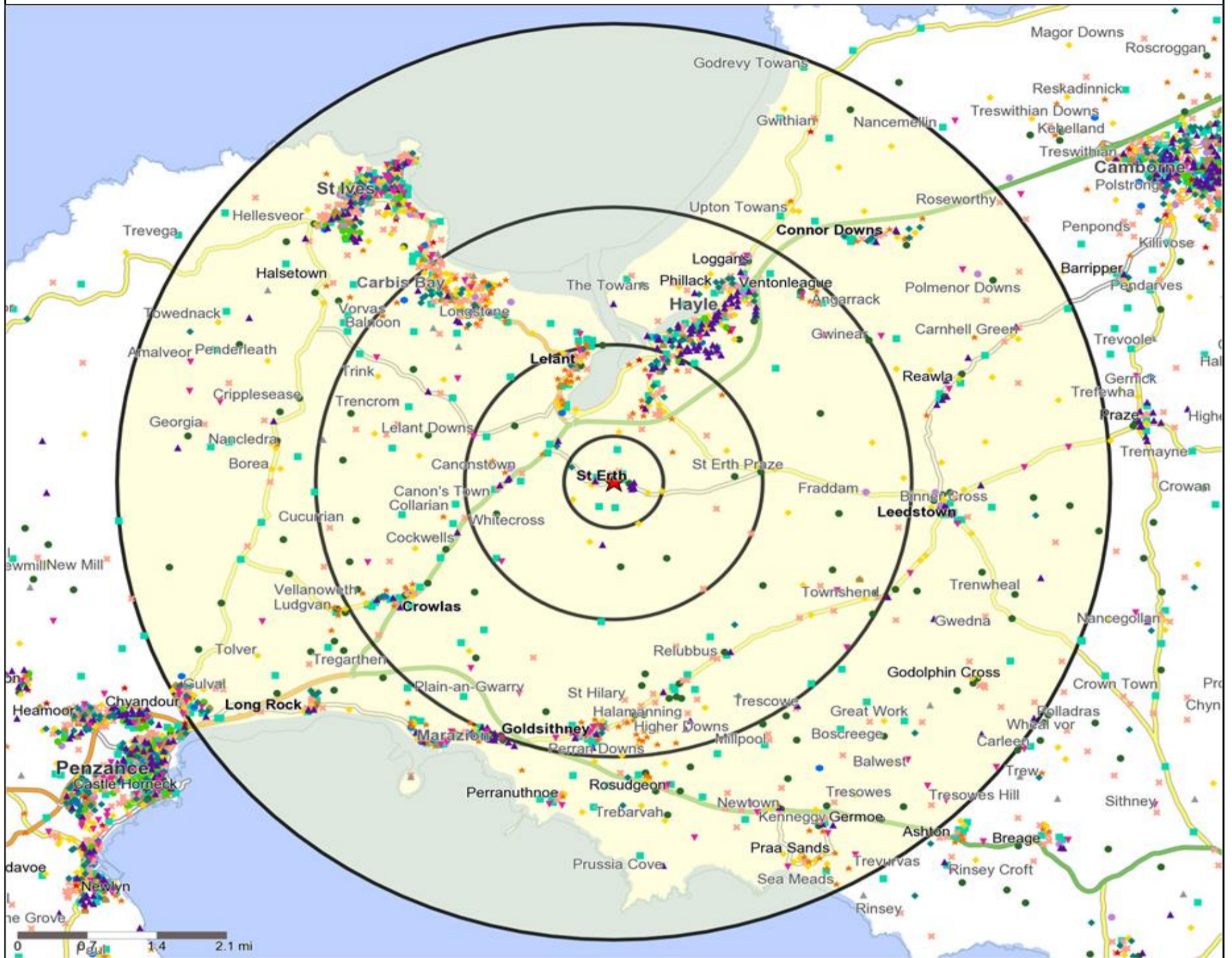
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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+)	38	73
D Rural Reality (18+)	695	1,332
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	20	29
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	753	100



Occasions Map and Data: STAR INN, ST EARTH (203442)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

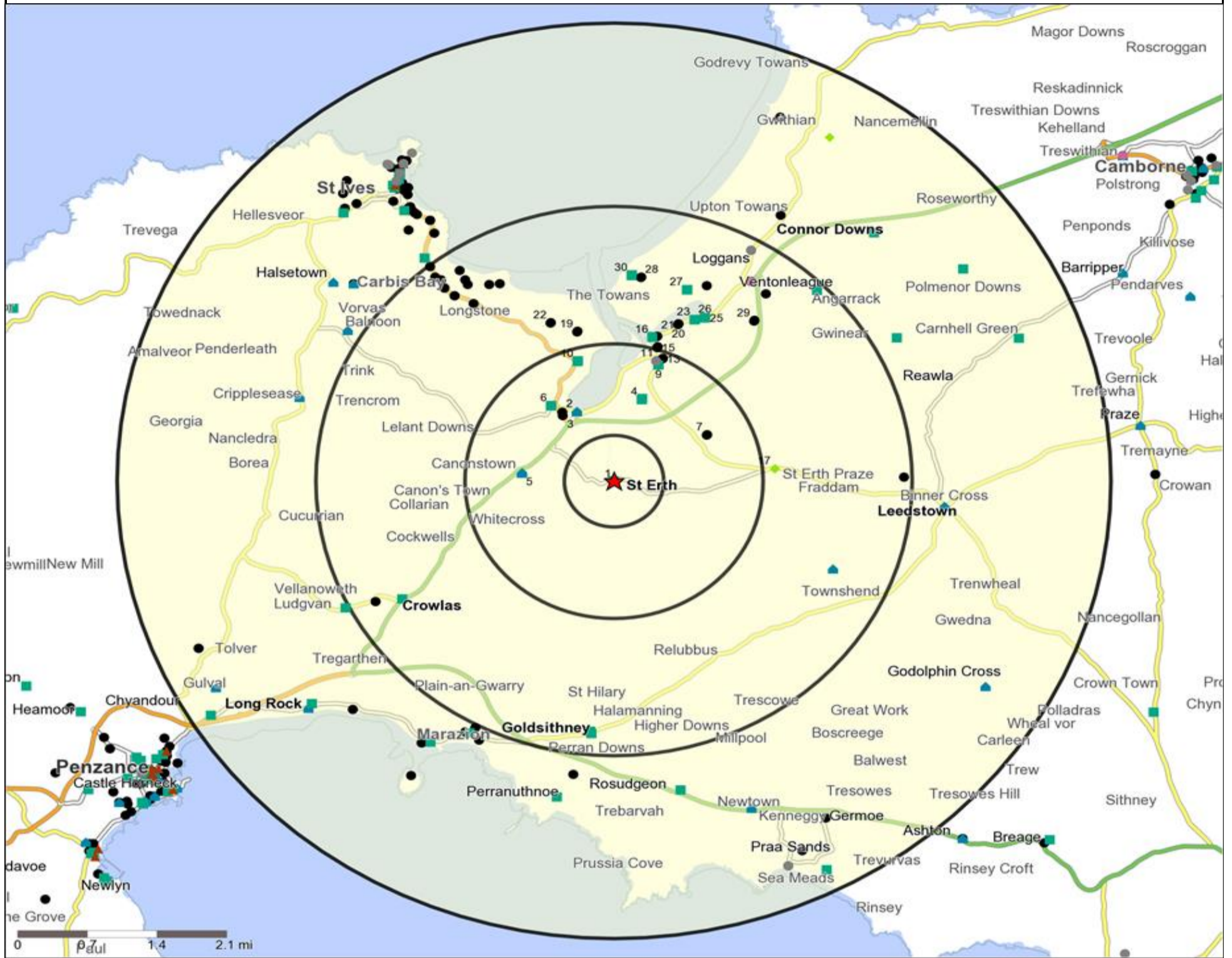
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- 10 Wining 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	62	301	1,252	2,376	4,930	135	121	122	121	127
02 Early Doors	41	271	1,159	2,192	4,463	106	130	135	133	137
03 Everyday is Friday	46	207	815	1,511	3,025	140	116	111	108	109
04 Weekend Millionaires	55	181	937	1,789	4,131	116	70	89	88	103
05 Out On The Town	15	125	566	1,132	2,994	33	51	56	58	78
06 Business and Pleasure	16	72	312	660	1,272	68	56	59	65	64
07 Sporting Pints	26	112	526	1,056	2,730	52	41	47	49	64
08 Student Social	22	121	576	1,072	1,581	103	105	121	118	88
09 Leisurely Lunch	54	310	1,248	2,379	4,308	120	128	125	124	114
10 Wining and Dining	54	319	1,249	2,412	4,116	106	115	110	111	95
11 Household Outing	29	138	661	1,276	3,212	72	63	73	74	94
12 Midweek Meal Deal	24	234	751	1,337	2,327	106	190	148	138	121
13 Date Night	49	309	1,171	2,265	3,521	135	158	145	146	115
14 Birthday Treat	46	233	863	1,632	2,973	127	119	107	105	97
15 Pre Show Meal	11	45	182	411	840	88	67	65	77	80
Number of Occasions	550	2,978	12,268	23,500	46,423	100	100	100	100	100



Competition Map and Data: STAR INN, ST EARTH (203442)



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

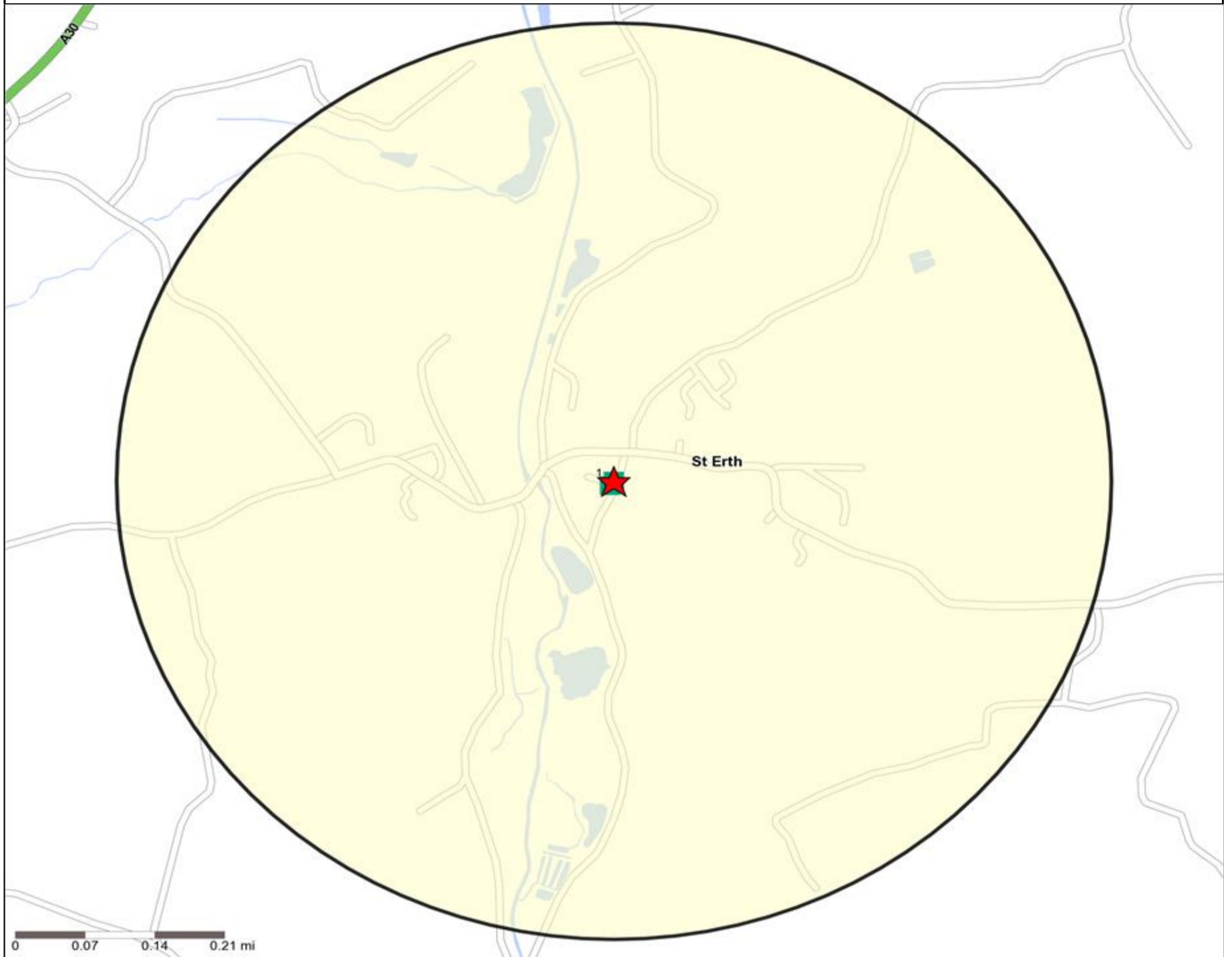
- ★ Location
- Branded Food
- ▲ Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

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	1	1	8
Circuit Bar	0	0	0	2
Community Local	1	5	14	35
Dry Led	0	2	4	15
Branded Food Pub	0	0	1	1
Rural	0	0	1	2
Other	0	5	36	104
Total	1	13	57	167



Competition Map and Data: STAR INN, ST EARTH (203442)



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: STAR INN, ST EARTH (203442)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	STAR INN, ST EARTH	1 CHURCH STREET, HAYLE, TR27 6HP	Punch Taverns	TR27 6HP	Punch Taverns	0.00
1	Star Inn	1 Church Street, St Erth, Hayle	Punch Pub Company	TR27 6HP	Community Local	0.01
2	Old Quay House	Griggs Quay, Hayle	Independent Free	TR27 6JG	Dry Led	0.84
3	Lelant Garden Centre	Nut Lane, Hayle	Wyevale Garden Centres	TR27 6LG	Other	0.88
4	Bird Paradise	14 Trelissick Road, Hayle	Independent Free	TR27 4HY	Community Local	0.93
5	Lamb & Flag	Canonstown, Hayle	Punch Pub Company	TR27 6LU	Dry Led	0.93
6	Watermill Inn	Lelant Downs, Hayle	Independent Free	TR27 6LQ	Community Local	1.04
7	Tolroy Manor Holiday Village	28 Tolroy Road, St Erth Praze, Hayle	Independent Free	TR27 6HG	Other	1.06
8	Hayle Masonic Club	9 Foundry Square, Hayle	Independent Free	TR27 4HQ	Other	1.34
9	White Hart Hotel	10 Foundry Square, Hayle	Independent Free	TR27 4HQ	Community Local	1.34
10	Badgers Inn	Fore Street, Lelant, St Ives	St Austell	TR26 3JT	Community Local	1.36
11	Salt Kitchen & Bar	25 Foundry Square, Hayle	Independent Free	TR27 4HH	Cafe / Wine Bar	1.38
12	Sanders Fish And Chips	5 Chapel Terrace, Hayle	Independent Free	TR27 4AB	Other	1.42
13	Antoninis	6-7 Chapel Terrace, Hayle	Independent Free	TR27 4AB	Other	1.42
14	Diing Tay	14 Penpol Terrace, Hayle	Independent Free	TR27 4BQ	Other	1.52
15	Harry's Cali-Style	25 Penpol Terrace, Hayle	Independent Free	TR27 4BQ	Other	1.52
16	Royal Standard	61 Penpol Terrace, Hayle	St Austell	TR27 4BH	Community Local	1.62
17	Smugglers Inn	3 Calais Road, St Erth Praze, Hayle	Independent Free	TR27 6EG	Rural Character	1.62
18	Grameen	4 Hayle Terrace, Hayle	Independent Free	TR27 4BS	Other	1.63
19	West Cornwall Golf Club	Church Lane, Lelant, St Ives	Independent Free	TR26 3DZ	Other	1.67
20	Eastern Empire	17-19 Commercial Road, Hayle	Independent Free	TR27 4DE	Other	1.83
21	Italian Kitchen	35 Commercial Road, Hayle	Independent Free	TR27 4DE	Other	1.83
22	St Ives Holiday Village	Church Lane, Lelant, St Ives	Independent Free	TR26 3HY	Other	1.84
23	Cornish Arms Inn	86 Commercial Road, Hayle	St Austell	TR27 4DJ	Community Local	1.94
24	Balti King Tandoori	53 Fore Street, Hayle	Independent Free	TR27 4DX	Other	2.00
25	Copper House Inn	11 Fore Street, Hayle	Trust Inns	TR27 4DX	Community Local	2.00
26	Cornubia Hotel	35 Fore Street, Hayle	St Austell	TR27 4DX	Dry Led	2.00
27	Bucket Of Blood Inn	14 Churchtown Road, Phillack, Hayle	St Austell	TR27 5AE	Community Local	2.21
28	Riviera Sands Holiday Park	4 Riviere Towans, Phillack, Hayle	Bourne Leisure	TR27 5AX	Other	2.24
29	Hayle Football Club	Viaduct Hill, Hayle	Independent Free	TR27 5HT	Other	2.25
30	Bluff	19 Riviere Towans, Phillack, Hayle	Independent Free	TR27 5AF	Community Local	2.25