



**Customer Profile Report for ENGINE INN, NANCLEDAR (Punch Outlet Number: 202681)
CRIPPLES EASE, PENZANCE, TR20 8NF (TR20 8NF)**



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

Age Data Table

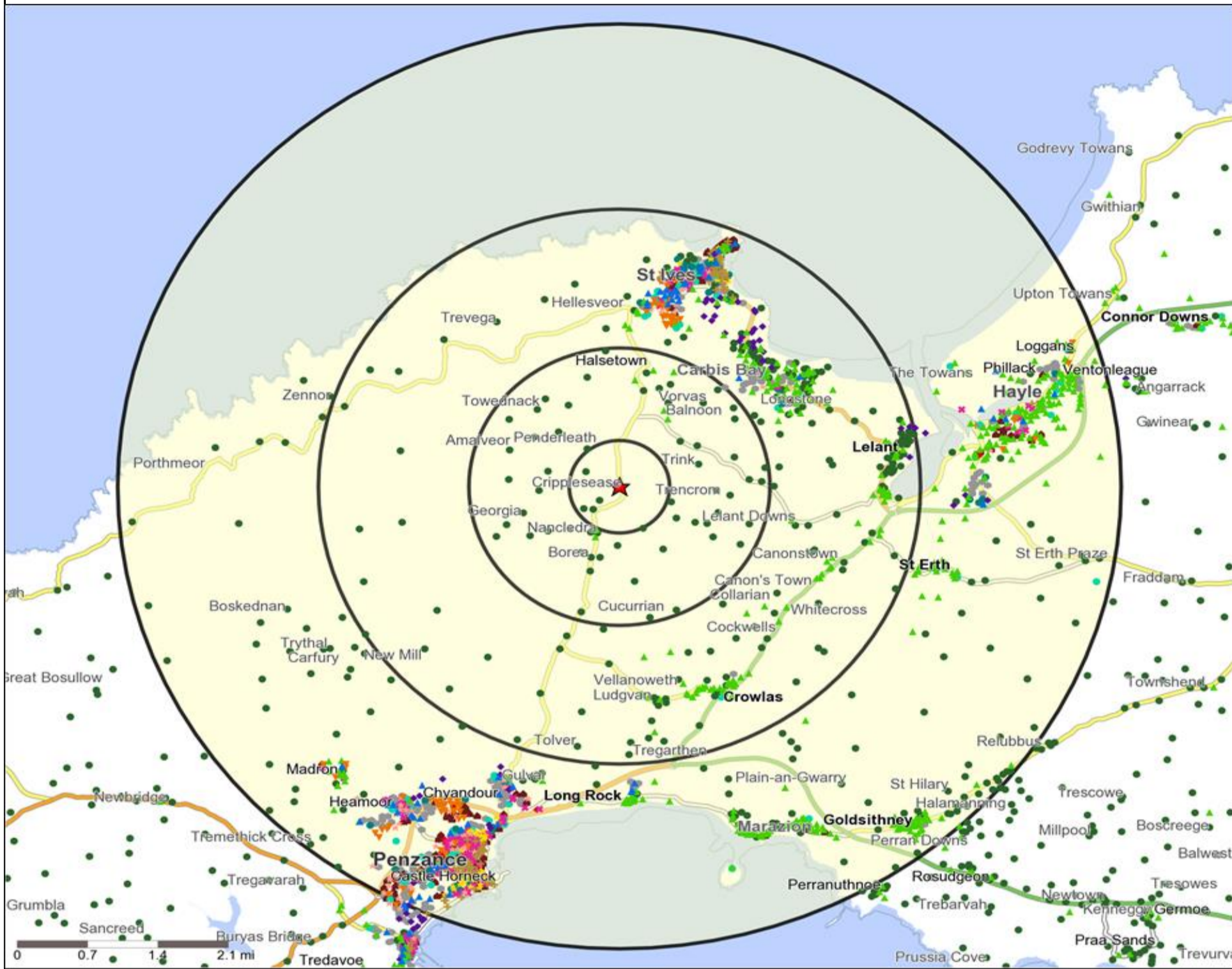
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	9	138	2,095	7,303	8,159	83	74	69	83	81
16-17	0	2	311	1,085	1,199	0	9	83	99	97
18-24	1	22	814	2,903	3,192	19	24	56	68	66
25-34	4	61	1,335	4,507	4,934	50	45	61	70	68
35-44	8	118	1,607	5,042	5,692	109	93	79	85	84
45-54	13	200	2,464	6,790	7,785	158	141	108	102	103
55-64	15	258	2,681	6,676	7,759	229	229	147	126	129
65+	8	199	4,782	12,667	14,649	77	111	165	150	152
Population estimate 2015	58	998	16,089	46,973	53,369	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	57	982	14,374	44,367	50,381	100%	99%	98%	98%	98%
Mixed / Multiple Ethnic Groups	0	4	132	463	502	0%	0%	1%	1%	1%
Asian / Asian British	0	4	90	312	373	0%	0%	1%	1%	1%
Black / African / Caribbean / Black British	0	0	14	46	49	0%	0%	0%	0%	0%
Other Ethnic Group	0	1	30	109	123	0%	0%	0%	0%	0%
All People (Ethnic Group)	57	991	14,640	45,297	51,428	100	100	100	100	100



Mosaic UK Map and Data: ENGINE INN, NANCLEDAR (202681)



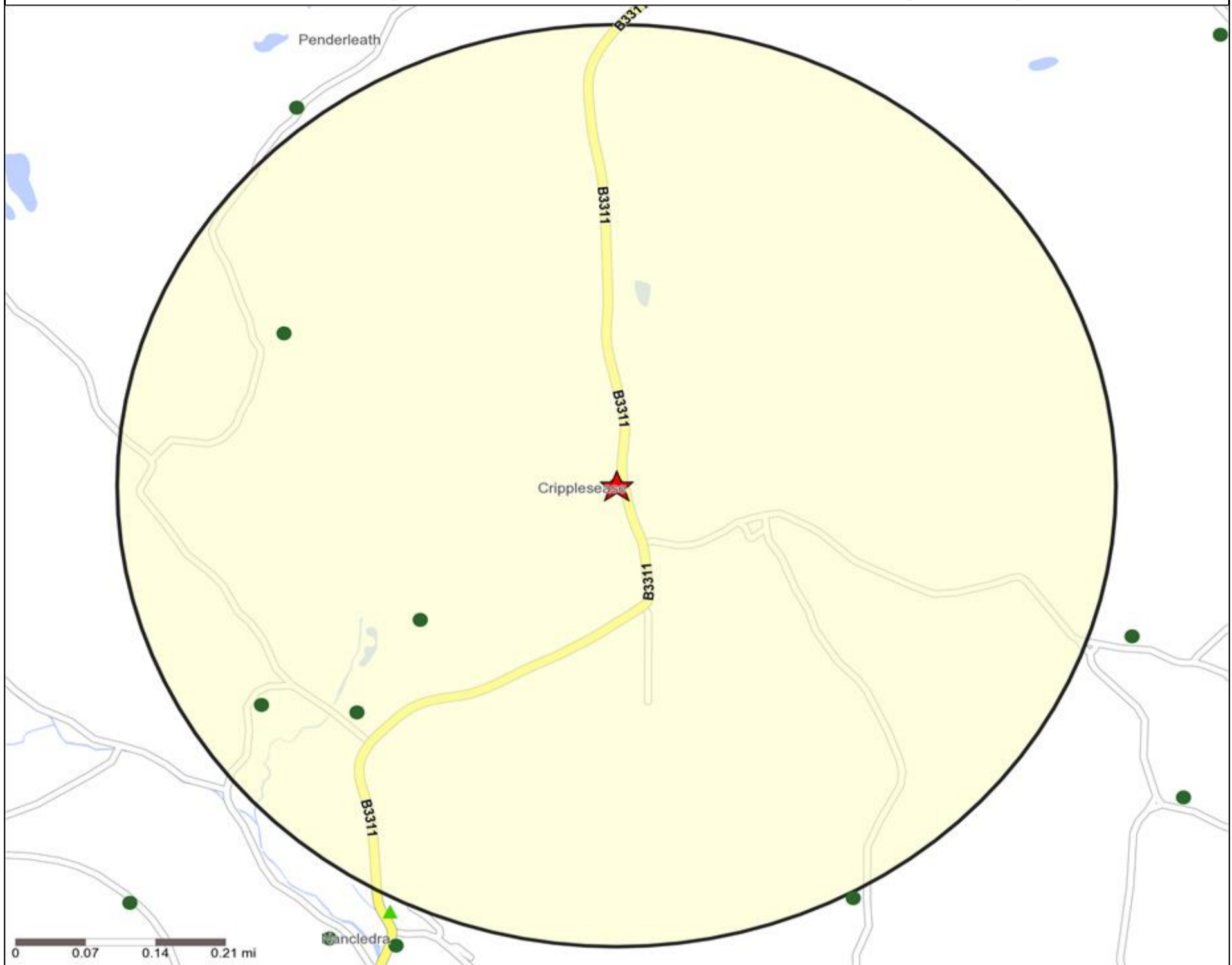
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- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs

	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	47	72	72	0	0	8	4	4
B Prestige Positions (18+)	0	0	363	530	657	0	0	37	19	21
C Country Living (18+)	41	721	3,466	5,457	6,933	1,205	1,208	366	204	227
D Rural Reality (18+)	8	138	3,438	10,266	11,849	236	232	364	385	389
E Senior Security (18+)	0	0	1,105	4,526	5,329	0	0	100	145	149
F Suburban Stability (18+)	0	0	528	1,416	1,541	0	0	63	60	57
G Domestic Success (18+)	0	0	520	1,030	1,075	0	0	45	32	29
H Aspiring Homemakers (18+)	0	0	582	1,552	1,790	0	0	47	44	45
I Family Basics (18+)	0	0	789	2,218	2,285	0	0	80	80	72
J Transient Renters (18+)	0	0	413	3,027	3,446	0	0	52	136	136
K Municipal Challenge (18+)	0	0	0	619	655	0	0	0	27	25
L Vintage Value (18+)	0	0	1,098	3,732	3,936	0	0	128	154	142
M Modest Traditions (18+)	0	0	288	1,167	1,348	0	0	44	64	65
N Urban Cohesion (18+)	0	0	350	1,347	1,347	0	0	49	67	59
O Rental Hubs (18+)	0	0	653	1,548	1,665	0	0	62	52	49
Adults 18+ estimate 2015	49	859	13,640	38,507	43,928	100	100	100	100	100



Mosaic UK Map and Data: ENGINE INN, NANCLEDAR (202681)



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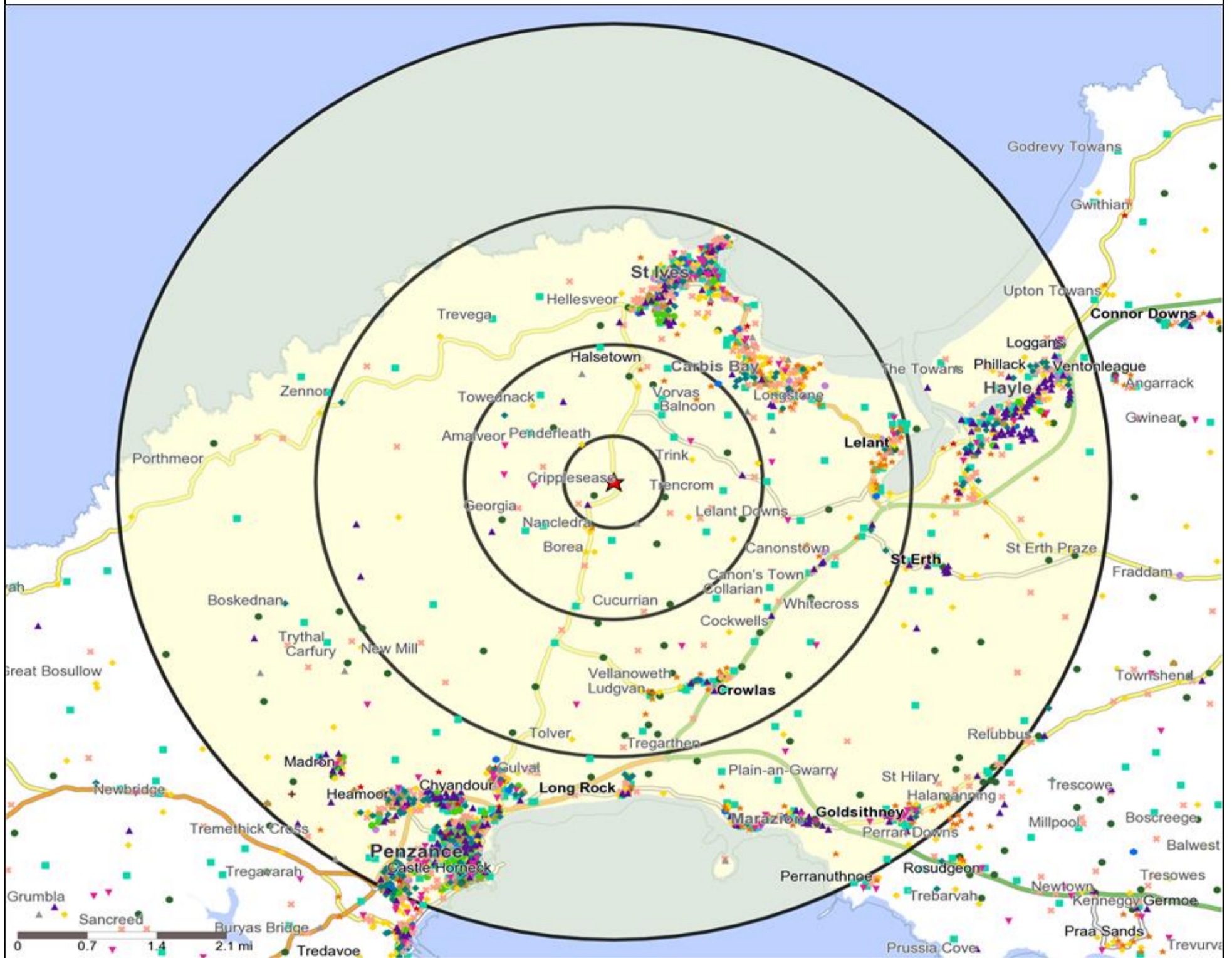
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	41	1,205
D Rural Reality (18+)	8	236
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	49	100



Occasions Map and Data: ENGINE INN, NANCLEDAR (202681)



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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	3	58	975	3,379	3,779	112	134	122	129	129
02 Early Doors	3	48	841	2,950	3,348	134	133	125	135	136
03 Everyday is Friday	1	13	618	2,080	2,313	52	42	108	112	110
04 Weekend Millionaires	2	29	658	2,693	2,938	72	65	80	100	97
05 Out On The Town	2	18	543	1,945	2,146	75	42	68	75	74
06 Business and Pleasure	1	29	304	873	972	73	131	74	65	65
07 Sporting Pints	0	3	454	1,896	2,026	0	6	52	66	63
08 Student Social	4	48	357	1,022	1,172	322	240	96	84	86
09 Leisurely Lunch	4	62	953	2,893	3,303	153	148	122	114	116
10 Wining and Dining	4	61	1,008	2,787	3,197	135	128	113	96	98
11 Household Outing	0	7	568	2,202	2,392	0	18	81	96	93
12 Midweek Meal Deal	2	31	536	1,488	1,726	151	146	135	115	119
13 Date Night	4	65	945	2,439	2,835	190	192	150	119	123
14 Birthday Treat	1	29	651	1,993	2,268	47	85	103	97	98
15 Pre Show Meal	1	14	166	558	621	138	120	76	79	78
Number of Occasions	32	515	9,577	31,198	35,036	100	100	100	100	100



Competition Map and Data: ENGINE INN, NANCLEDAR (202681)



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

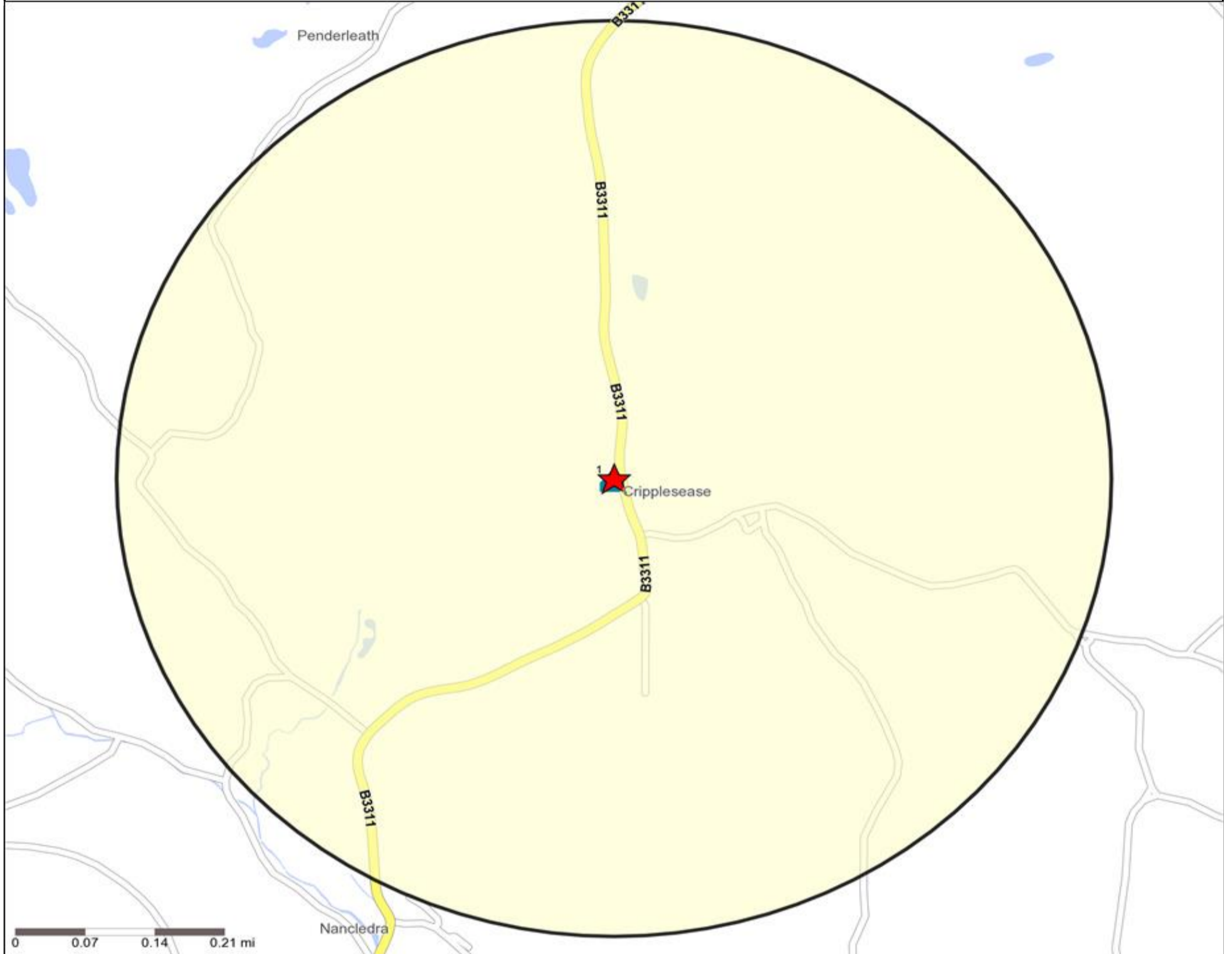
- ★ Location
- ⬠ Branded Food
- ⬠ Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

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	6	11
Circuit Bar	0	0	2	9
Community Local	0	0	14	45
Dry Led	1	4	8	18
Branded Food Pub	0	0	0	1
Rural	0	0	0	2
Other	0	1	68	146
Total	1	5	98	232



Competition Map and Data: ENGINE INN, NANCLEDAR (202681)



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
- Cafe / 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: ENGINE INN, NANCLEDAR (202681)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ENGINE INN, NANCLEDAR	CRIPPLES EASE, PENZANCE, TR20 8NF	Punch Taverns	TR20 8NF	Punch Taverns	0.00
1	Engine Inn	Cripples Ease, Nancledra, Penzance	Punch Pub Company	TR20 8NF	Dry Led	0.01
2	Balnoon Inn	Balnoon, Lelant, St Ives	Independent Free	TR26 3JB	Dry Led	0.87
3	Halsetown Inn	Halsetown, St Ives	Punch Pub Company	TR26 3NA	Dry Led	1.30
4	Polmanter Holiday Centre	Halestown, Halsetown, St Ives	Independent Free	TR26 3LX	Other	1.35
5	Stable Bar	Polmanter Farm, Halsetown, St Ives	Independent Free	TR26 3LX	Dry Led	1.35
6	Thurlestone	St Ives Road, Carbis Bay, St Ives	Independent Free	TR26 2RT	Other	1.88
7	St Kew Hotel	St Ives Road, Carbis Bay, St Ives	Independent Free	TR26 2RT	Other	1.88
8	Penderleith Caravan & Parking	Chy An Gweal, Carbis Bay, St Ives	Independent Free	TR26 2RS	Other	1.89
9	Atlantic	St Ives Road, Carbis Bay, St Ives	Independent Free	TR26 2SB	Other	1.91
10	Howard Hotel	St Ives Road, Carbis Bay, St Ives	Independent Free	TR26 2SB	Other	1.91
11	Casa Romano	St Ives Road, Carbis Bay, St Ives	Independent Free	TR26 2SB	Other	1.91
12	Beachcroft Guest House	Valley Road, Carbis Bay, St Ives	Independent Free	TR26 2QS	Other	1.91
13	St Merryn Hotel	St Ives Road, Carbis Bay, St Ives	Independent Free	TR26 2PN	Other	1.93
14	Cornish Arms	St Ives Road, St Ives	Punch Pub Company	TR26 2PG	Community Local	1.97
15	Penlee	St Ives Road, Carbis Bay, St Ives	Independent Free	TR26 2SX	Other	2.02
16	Croft	Higher Stennack, St Ives	Independent Free	TR26 2HA	Community Local	2.06
17	Boskerris Hotel	Boskerris Road, Carbis Bay, St Ives	Independent Free	TR26 2NQ	Other	2.07
18	Cottage Hotel	Boskerris Road, Carbis Bay, St Ives	Leisureplex Hotels	TR26 2PE	Other	2.10
19	Old Vicarage Hotel	Parc An Creet, St Ives	Independent Free	TR26 2ES	Other	2.12
20	Carbis Bay Hotel	Carbis Bay, St Ives	Independent Free	TR26 2NP	Other	2.12
21	Tregenna Castle Hotel	Trelvon Avenue, St Ives	Independent Free	TR26 2DE	Other	2.13
22	Royal British Legion Club	Nanjivey, St Ives	Independent Free	TR26 1DB	Other	2.19
23	Treloyhan Manor Hotel	Treloyhan Park Road, St Ives	Independent Free	TR26 2AL	Other	2.24
24	St Ives Rugby Club	Alexandra Road, St Ives	Independent Free	TR26 1ER	Other	2.26
25	Bay View Hotel	Headland Road, Carbis Bay, St Ives	Independent Free	TR26 2NS	Other	2.26
26	Chy-An-Albany Hotel	Albany Terrace, St Ives	Independent Free	TR26 2BS	Community Local	2.29
27	Hotel St Eia	Trelyon Avenue, St Ives	Independent Free	TR26 2AA	Other	2.31
28	Pedn Olva	Draycott Terrace, St Ives	St Austell	TR26 2EF	Other	2.32
29	Chy Morva Hotel	Bishops Road, St Ives	Independent Free	TR26 2BY	Other	2.33
30	Primrose Valley Hotel	Primrose Valley, St Ives	Independent Free	TR26 2ED	Other	2.33