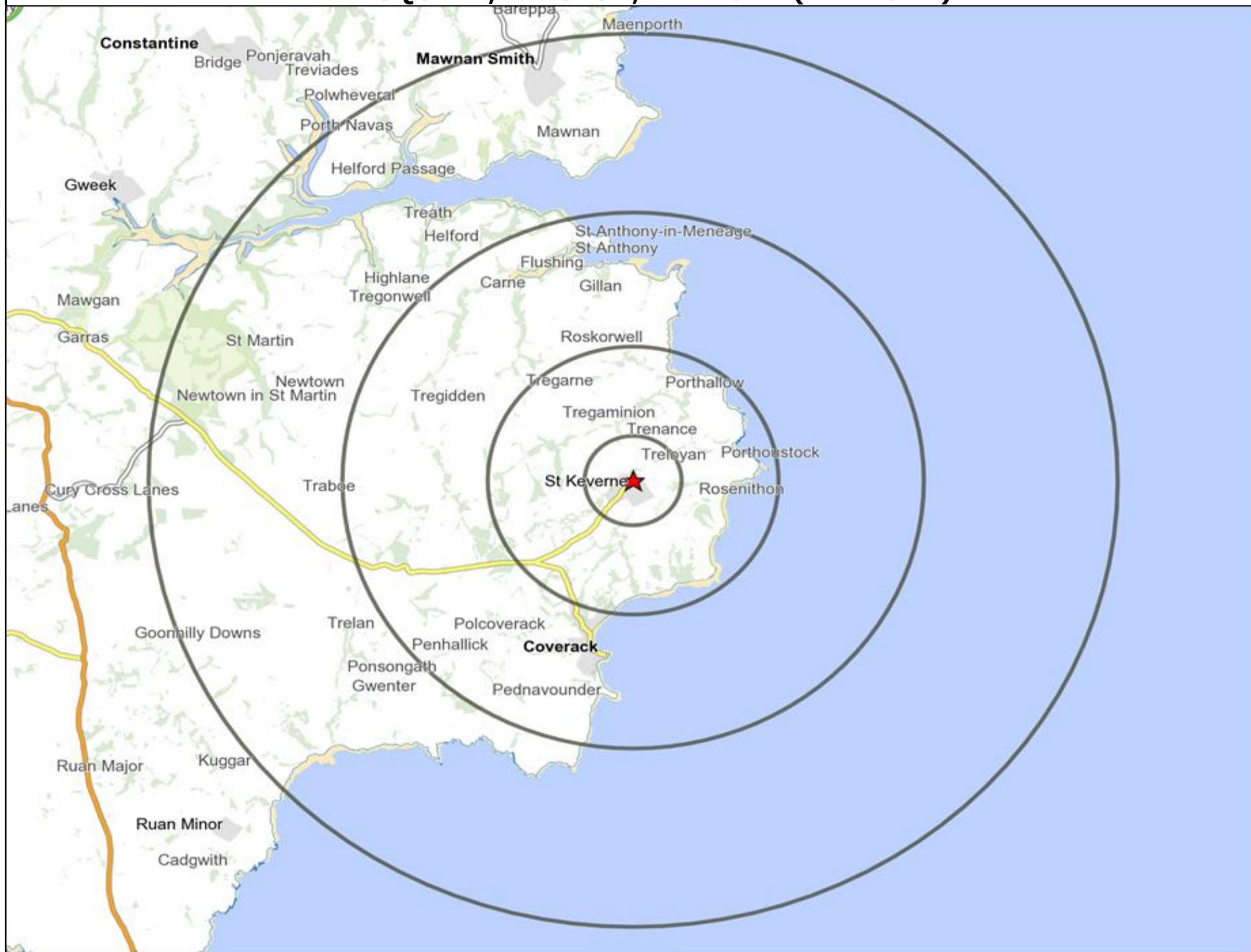




**Customer Profile Report for THREE TUNS, HELSTON (Punch Outlet Number: 203497)
THE SQUARE, HELSTON, TR12 6NA (TR12 6NA)**



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

Age Data Table

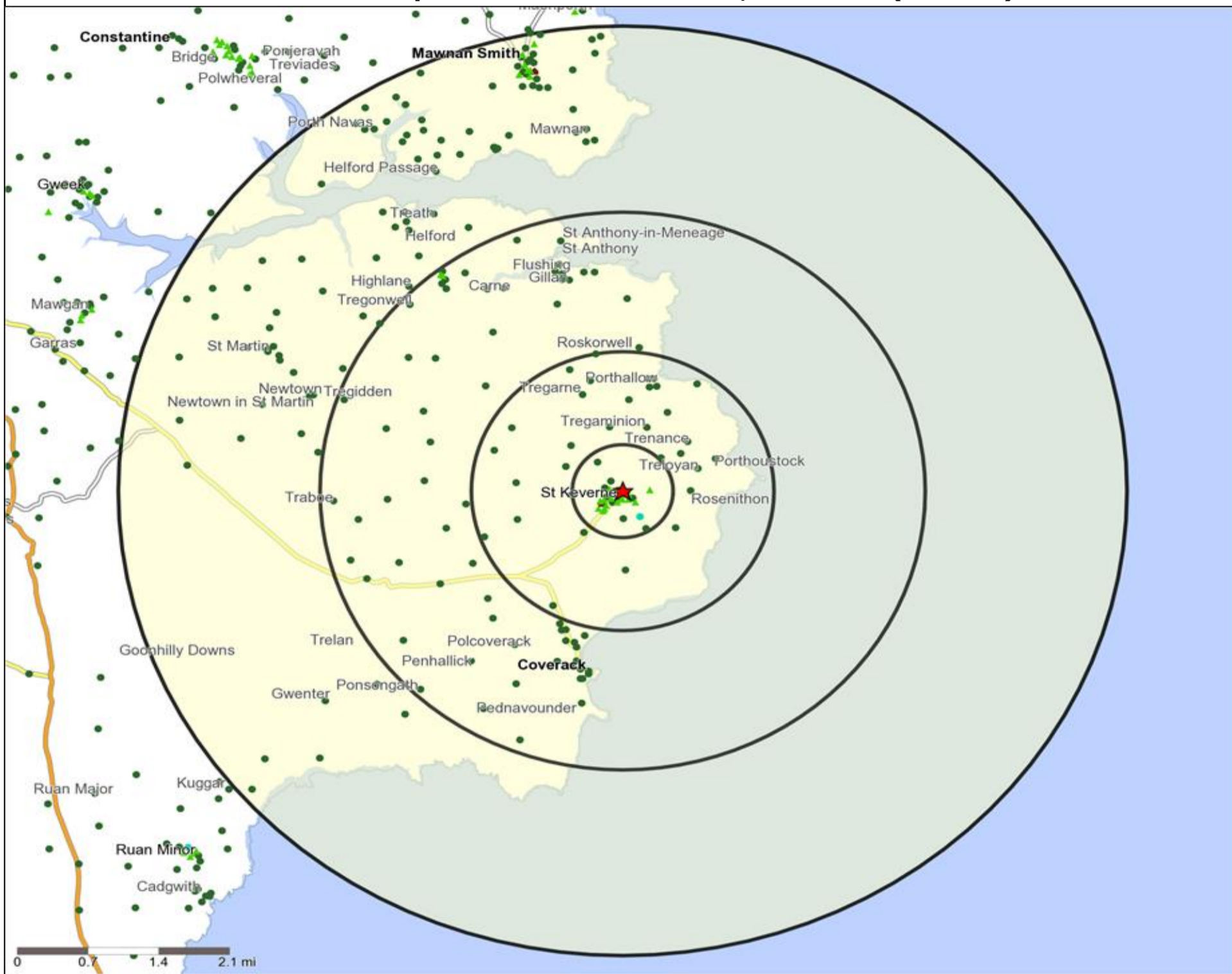
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	100	161	306	602	667	64	66	65	66	63
16-17	21	26	37	72	85	108	87	63	64	65
18-24	71	97	132	214	618	94	83	58	49	122
25-34	59	88	161	302	626	52	50	47	46	82
35-44	84	125	243	433	507	79	76	76	71	71
45-54	131	208	388	744	809	110	113	109	109	102
55-64	129	210	443	861	846	136	144	156	157	134
65+	242	378	799	1,607	1,440	161	162	177	185	143
Population estimate 2015	837	1,293	2,509	4,835	5,598	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	781	1,211	2,248	4,420	5,154	99%	99%	99%	99%	98%
Mixed / Multiple Ethnic Groups	1	3	9	27	33	0%	0%	0%	1%	1%
Asian / Asian British	3	3	6	14	13	0%	0%	0%	0%	0%
Black / African / Caribbean / Black British	0	0	0	3	24	0%	0%	0%	0%	0%
Other Ethnic Group	0	1	8	10	18	0%	0%	0%	0%	0%
All People (Ethnic Group)	785	1,218	2,271	4,474	5,242	100	100	100	100	100



Mosaic UK Map and Data: THREE TUNS, HELSTON (203497)



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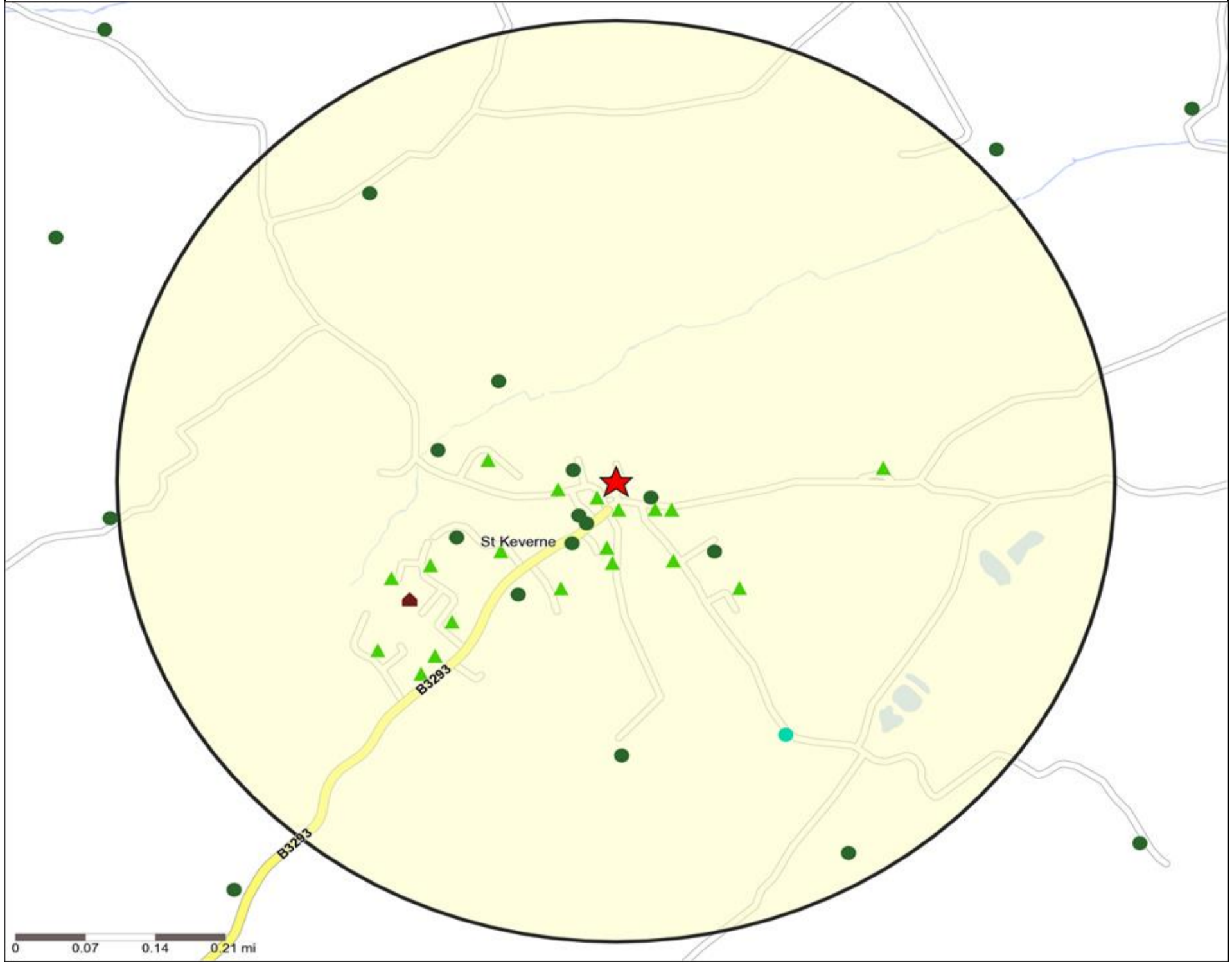
- Location
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- 0.5, 1.5, 3 & 5 Mile Distance
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- Rivers, Canals and Lakes
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- C 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+)	0	0	0	0	0	0	0	0	0	0
C Country Living (18+)	229	587	1,625	3,423	3,227	460	764	1,080	1,185	1,115
D Rural Reality (18+)	463	494	517	693	874	933	644	344	240	303
E Senior Security (18+)	0	0	0	0	0	0	0	0	0	0
F Suburban Stability (18+)	0	0	0	0	0	0	0	0	0	0
G Domestic Success (18+)	0	0	0	0	0	0	0	0	0	0
H Aspiring Homemakers (18+)	7	7	7	7	47	11	7	4	2	12
I Family Basics (18+)	0	0	0	0	0	0	0	0	0	0
J Transient Renters (18+)	0	0	0	0	0	0	0	0	0	0
K Municipal Challenge (18+)	0	0	0	0	0	0	0	0	0	0
L Vintage Value (18+)	17	18	18	36	18	38	26	13	14	7
M Modest Traditions (18+)	0	0	0	0	0	0	0	0	0	0
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	0	0	0	0	0	0	0
Adults 18+ estimate 2015	716	1,106	2,167	4,159	4,166	100	100	100	100	100



Mosaic UK Map and Data: THREE TUNS, HELSTON (203497)



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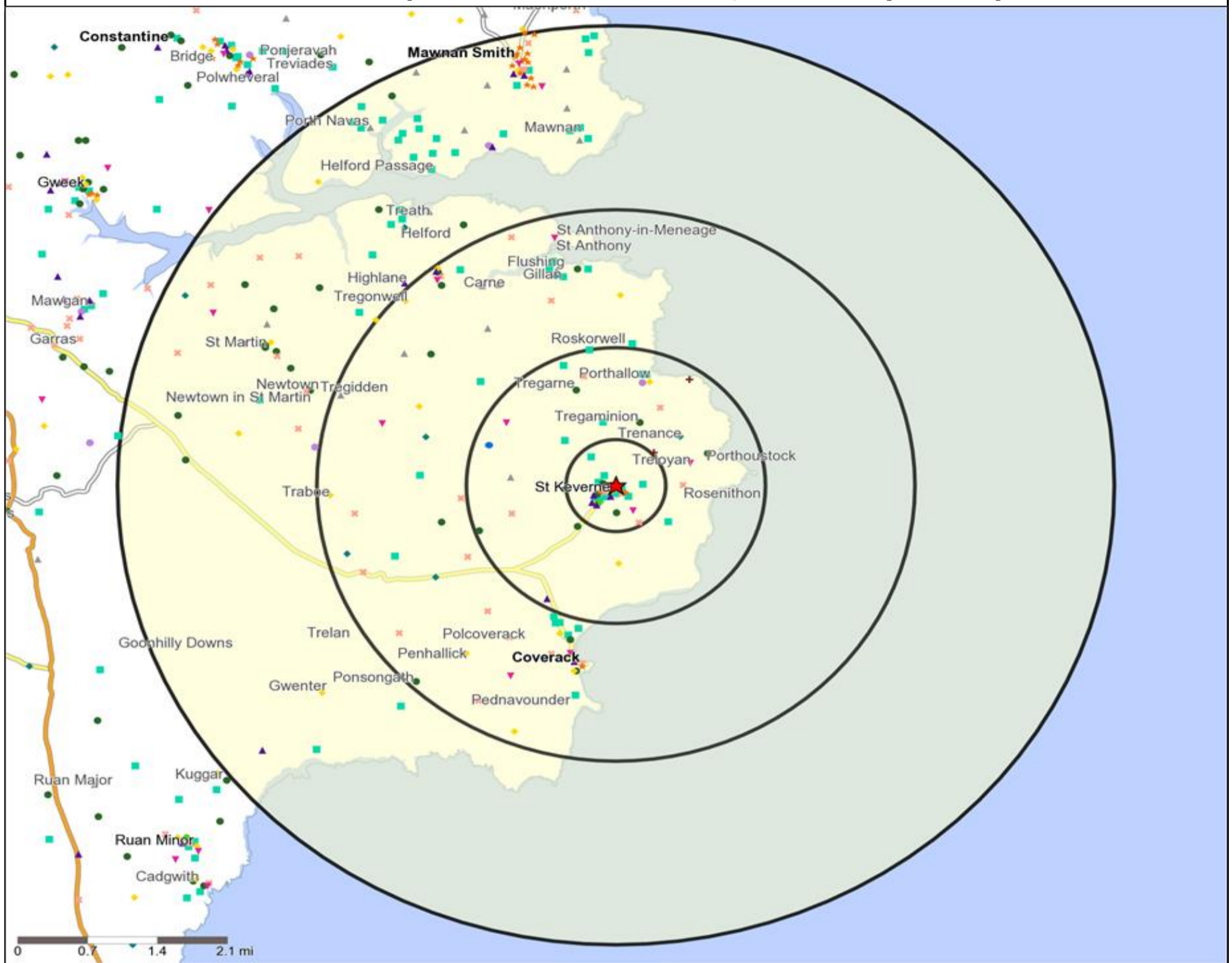
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	229	460
D Rural Reality (18+)	463	933
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	7	11
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	17	38
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	716	100



Occasions Map and Data: THREE TUNS, HELSTON (203497)



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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	58	85	164	398	311	153	152	159	180	147
02 Early Doors	44	66	124	251	241	138	141	143	136	136
03 Everyday is Friday	29	35	50	112	98	107	88	68	71	65
04 Weekend Millionaires	38	55	88	141	186	97	95	83	62	85
05 Out On The Town	8	15	33	80	79	21	27	32	37	38
06 Business and Pleasure	12	22	52	143	99	62	77	98	127	91
07 Sporting Pints	16	18	21	36	51	38	29	19	15	22
08 Student Social	38	57	104	200	242	216	220	217	196	247
09 Leisurely Lunch	53	80	152	311	306	143	147	151	145	148
10 Wining and Dining	40	66	131	251	270	95	106	114	103	115
11 Household Outing	15	18	36	92	71	45	37	40	47	38
12 Midweek Meal Deal	28	33	46	147	95	149	120	90	135	91
13 Date Night	44	71	138	267	285	147	161	170	154	171
14 Birthday Treat	26	35	58	133	120	87	80	71	77	72
15 Pre Show Meal	5	12	36	73	72	49	79	129	122	126
Number of Occasions	454	668	1,233	2,635	2,526	100	100	100	100	100



Competition Map and Data: THREE TUNS, HELSTON (203497)



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

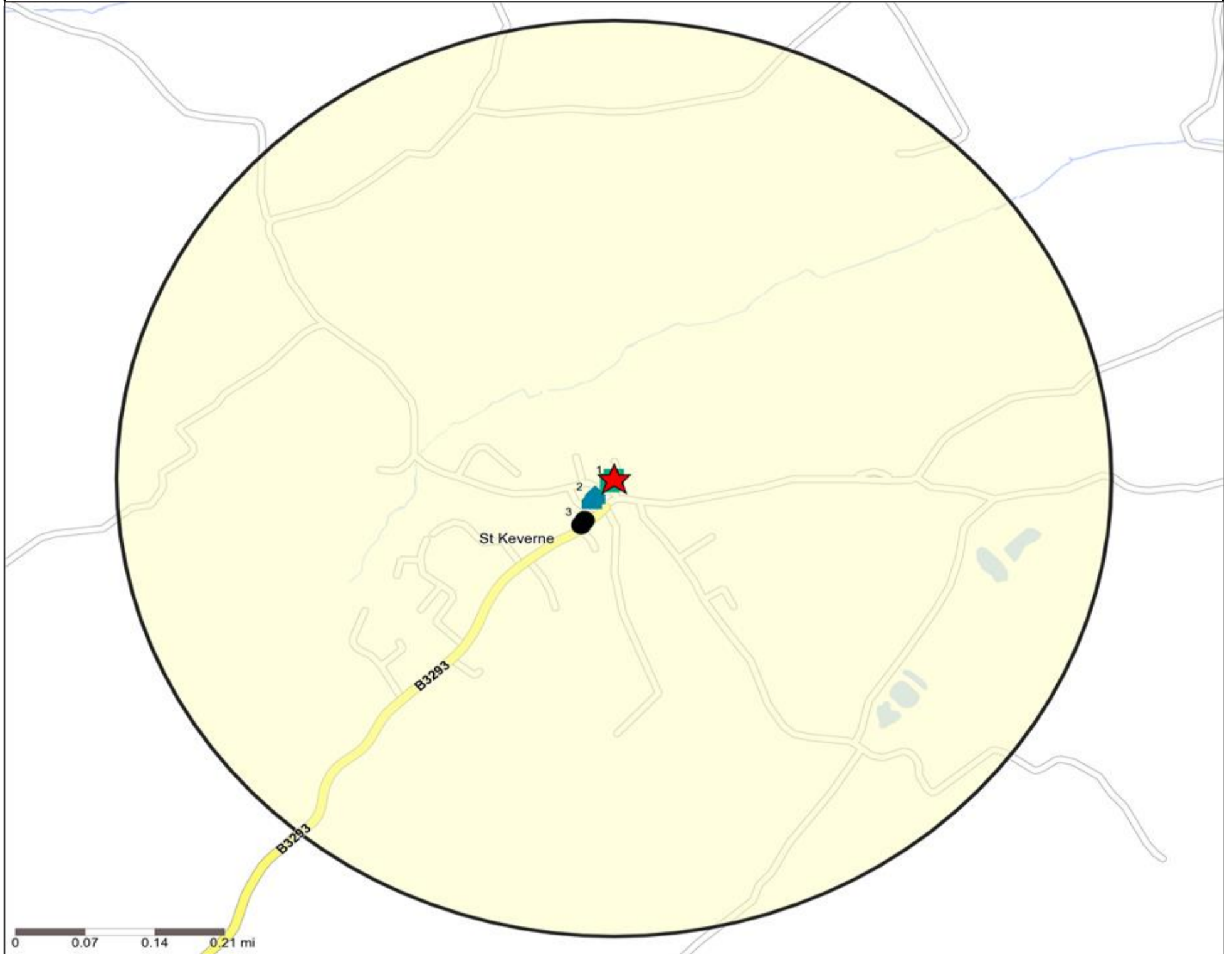
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	0
Circuit Bar	0	0	0	0
Community Local	1	3	3	5
Dry Led	1	1	3	4
Branded Food Pub	0	0	0	0
Rural	0	0	0	1
Other	1	1	4	15
Total	3	5	10	25



Competition Map and Data: THREE TUNS, HELSTON (203497)



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	1
Branded Food Pub	0
Rural	0
Other	1
Total	3



Local Competition: THREE TUNS, HELSTON (203497)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	THREE TUNS, HELSTON	THE SQUARE, HELSTON, TR12 6NA	Punch Taverns	TR12 6NA	Punch Taverns	0.00
1	Three Tuns	The Square, St Keverne, Helston	Punch Pub Company	TR12 6NA	Community Local	0.01
2	White Hart Inn	The Square, St Keverne, Helston	Punch Pub Company	TR12 6ND	Dry Led	0.03
3	Greenhouse	6 High Street, St Keverne, Helston	Independent Free	TR12 6NN	Other	0.06
4	Gallentreath Guest House	Porthallow, St Keverne, Helston	Independent Free	TR12 6PL	Community Local	1.14
5	Five Pilchards Inn	Porthallow, St Keverne, Helston	Independent Free	TR12 6PP	Community Local	1.17
6	Bay Hotel	North Corner, Coverack, Helston	Independent Free	TR12 6TF	Other	1.74
7	Harbour Lights Cafe	Mill Road, Coverack, Helston	Independent Free	TR12 6TE	Other	1.89
8	Old Lifeboat House	The Cove, Coverack, Helston	Independent Free	TR12 6SX	Other	1.97
9	Paris Hotel	The Cove, Coverack, Helston	St Austell	TR12 6SX	Dry Led	1.97
10	New Inn	Manaccan, Helston	Punch Pub Company	TR12 6HA	Dry Led	2.79
11	Prince Of Wales Inn	Newtown, St Martin, Helston	Unknown	TR12 6DP	Community Local	3.24
12	Helford River Sailing Club	Treath, Helford, Helston	Independent Free	TR12 6LB	Other	3.52
13	Shipwrights Inn	Helford, Helston	Independent Free	TR12 6JX	Dry Led	3.61
14	Ferry Boat Inn	Helford Passage, Falmouth	St Austell	TR11 5LB	Rural Character	3.90
15	Trebah Garden	Mawnan Smith, Falmouth	Independent Free	TR11 5JZ	Other	4.15
16	Budock Vean Hotel	Budock Vean Lane, Mawnan Smith, Falmouth	Independent Free	TR11 5LG	Other	4.33
17	Meudon Hotel	Maenporth Road, Maenporth, Falmouth	Independent Free	TR11 5HT	Other	4.55
18	Seaview Holiday Park	Gwendraath, Ruan Minor, Helston	Independent Free	TR12 7LZ	Other	4.58
19	Trelowarren Inn	Mawgan, Helston	Independent Free	TR12 6AF	Other	4.63
20	New Yard	Trelowarren, Mawgan, Helston	Independent Free	TR12 6AF	Other	4.63
21	Port Navas Yacht Club	Constantine, Falmouth	Independent Free	TR11 5RJ	Other	4.65
22	Red Lion	The Square, Mawnan Smith, Falmouth	Star Pubs & Bars	TR11 5EP	Community Local	4.68
23	Trelawne Hotel	Trelawney Close, Maenporth, Falmouth	Independent Free	TR11 5HS	Other	4.71
24	Giuseppes	Goldmartin Close, Mawnan Smith, Falmouth	Independent Free	TR11 5HG	Other	4.80
25	Sea Acres Holiday Park	Ruan Minor, Helston	Parkdean	TR12 7LT	Other	4.88
26	Kennack Sands Pottery	Kuggar, Ruan Minor, Helston	Independent Free	TR12 7LX	Cafe / Wine Bar	5.06
27	Cove Restaurant & Bar	Maenporth Beach, Maenporth, Falmouth	Independent Free	TR11 5HN	Other	5.17
28	Ship	Mawgan, Helston	Independent Free	TR12 6AD	Dry Led	5.55
29	Mullion Holiday Park	Ruan Minor, Helston	Parkdean	TR12 7LJ	Other	5.56
30	Tregilly Wartha Inn	Constantine, Falmouth	Independent Free	TR11 5RP	Rural Character	5.64