



Customer Profile Report for DEVON & CORNWALL, MILLBROOK (Punch Outlet Number: 300001)
WEST STREET, PLYMOUTH, PL10 1AA (PL10 1AA)



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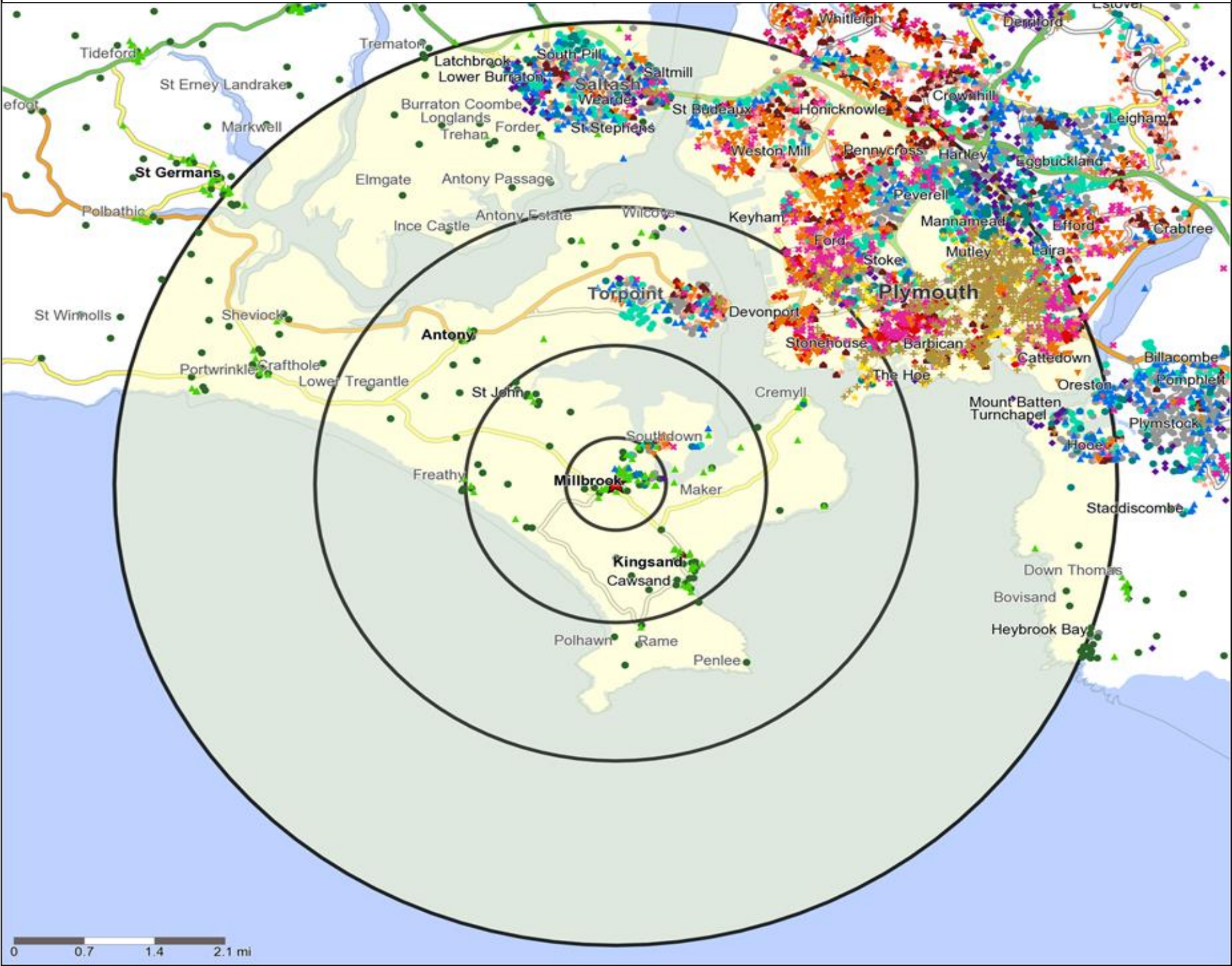
★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

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	312	554	4,415	25,841	2,469	95	85	104	88	91
16-17	29	51	560	3,268	352	71	63	106	90	105
18-24	65	157	2,203	27,149	904	41	50	107	192	69
25-34	149	303	3,120	22,893	1,367	62	64	100	107	69
35-44	177	356	2,470	17,059	1,496	80	81	86	86	82
45-54	244	511	3,253	19,884	2,243	98	104	101	90	109
55-64	314	605	2,770	15,803	2,164	159	154	108	90	132
65+	458	927	3,932	24,006	3,468	145	149	96	86	133
Population estimate 2015	1,748	3,464	22,723	155,903	14,463	100	100	100	100	100

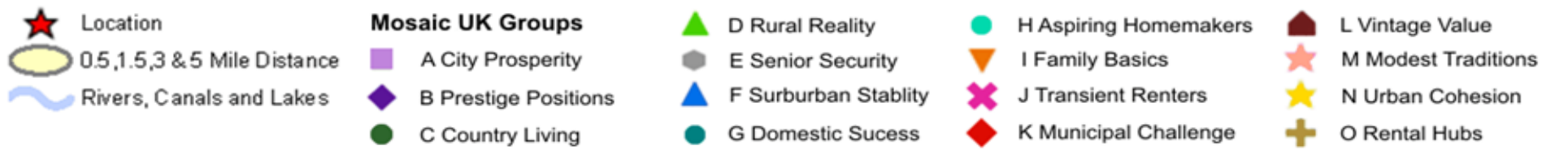
Ethnicity - Census 2011	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	1,687	3,251	20,921	145,854	14,058	98%	98%	97%	95%	98%
Mixed / Multiple Ethnic Groups	19	30	264	2,437	112	1%	1%	1%	2%	1%
Asian / Asian British	12	18	245	2,901	68	1%	1%	1%	2%	0%
Black / African / Caribbean / Black British	8	11	136	1,236	22	0%	0%	1%	1%	0%
Other Ethnic Group	3	6	85	893	26	0%	0%	0%	1%	0%
All People (Ethnic Group)	1,729	3,316	21,651	153,321	14,286	100	100	100	100	100



Mosaic UK Map and Data: DEVON & CORNWALL, MILLBROOK (300001)



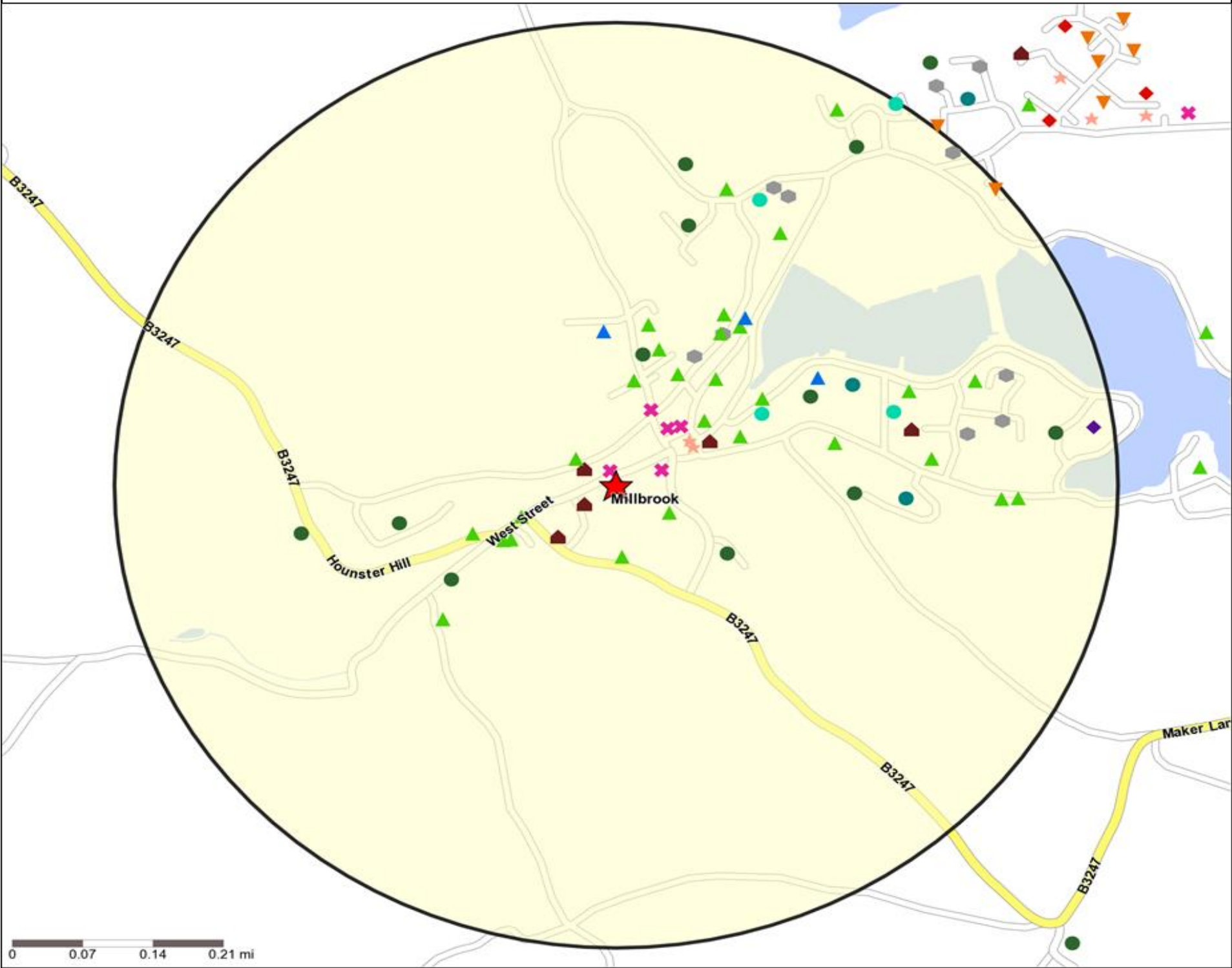
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	252	0	0	0	0	5	0
B Prestige Positions (18+)	10	10	82	1,874	75	10	5	6	21	9
C Country Living (18+)	249	856	1,249	2,187	2,377	254	431	102	26	295
D Rural Reality (18+)	542	1,048	1,293	1,659	2,121	555	529	106	19	264
E Senior Security (18+)	145	179	1,318	10,087	1,276	127	77	92	101	135
F Suburban Stability (18+)	33	40	1,181	5,969	1,181	38	23	110	79	167
G Domestic Success (18+)	67	83	332	3,635	216	57	35	22	35	22
H Aspiring Homemakers (18+)	111	137	1,498	12,748	1,424	87	53	93	114	135
I Family Basics (18+)	32	136	1,923	12,732	587	31	66	151	143	70
J Transient Renters (18+)	122	137	1,866	17,678	391	150	83	183	249	58
K Municipal Challenge (18+)	0	51	2,497	7,227	447	0	30	241	100	66
L Vintage Value (18+)	79	111	1,116	8,637	522	89	62	101	111	72
M Modest Traditions (18+)	19	70	897	7,109	878	28	52	107	121	159
N Urban Cohesion (18+)	0	0	366	3,789	0	0	0	40	59	0
O Rental Hubs (18+)	0	0	2,001	27,660	97	0	0	147	291	11
Adults 18+ estimate 2015	1,409	2,858	17,619	123,243	11,592	100	100	100	100	100



Mosaic UK Map and Data: DEVON & CORNWALL, MILLBROOK (300001)



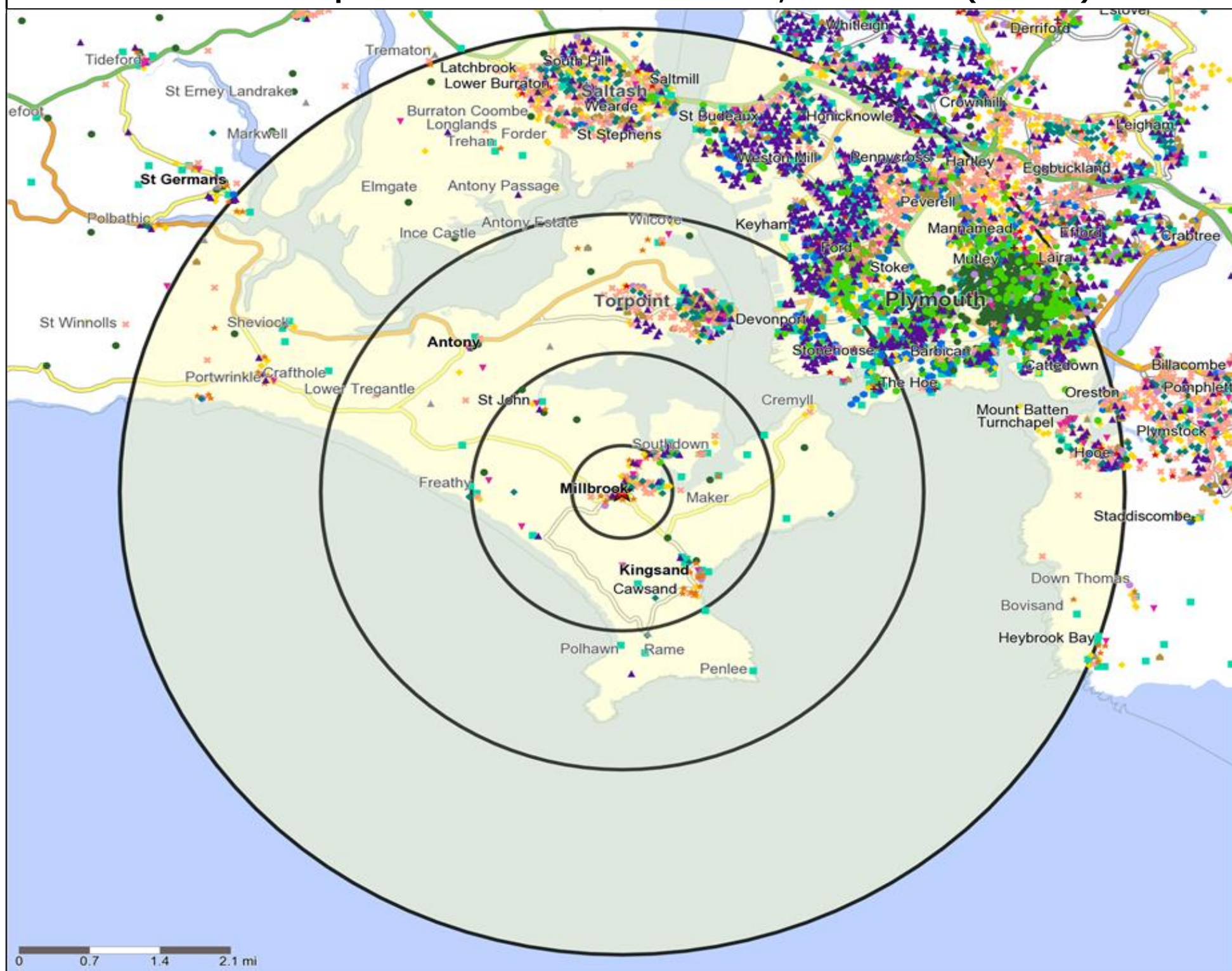
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	10	10
C Country Living (18+)	249	254
D Rural Reality (18+)	542	555
E Senior Security (18+)	145	127
F Suburban Stability (18+)	33	38
G Domestic Success (18+)	67	57
H Aspiring Homemakers (18+)	111	87
I Family Basics (18+)	32	31
J Transient Renters (18+)	122	150
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	79	89
M Modest Traditions (18+)	19	28
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,409	100



Occasions Map and Data: DEVON & CORNWALL, MILLBROOK (300001)



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★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 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	111	216	1,927	10,831	891	121	125	132	109	106
02 Early Doors	108	211	1,378	8,302	987	141	146	113	100	140
03 Everyday is Friday	78	149	1,242	8,038	710	119	121	119	114	118
04 Weekend Millionaires	77	152	2,073	12,323	904	82	85	138	121	105
05 Out On The Town	59	109	1,643	12,583	663	65	63	113	128	80
06 Business and Pleasure	22	45	515	3,896	241	47	51	69	77	56
07 Sporting Pints	38	83	1,587	11,528	497	38	44	99	106	54
08 Student Social	29	66	357	7,290	320	68	82	53	159	82
09 Leisurely Lunch	109	211	1,265	7,965	899	122	125	89	83	110
10 Wining and Dining	119	205	1,196	7,435	966	117	107	74	68	104
11 Household Outing	59	107	1,280	8,786	737	73	70	100	101	100
12 Midweek Meal Deal	75	152	998	5,931	623	166	178	138	121	150
13 Date Night	112	199	880	5,559	788	156	146	77	71	119
14 Birthday Treat	87	148	821	5,525	634	121	109	71	71	96
15 Pre Show Meal	9	13	306	2,214	172	36	28	77	83	76
Number of Occasions	1,092	2,066	17,468	118,206	10,032	100	100	100	100	100

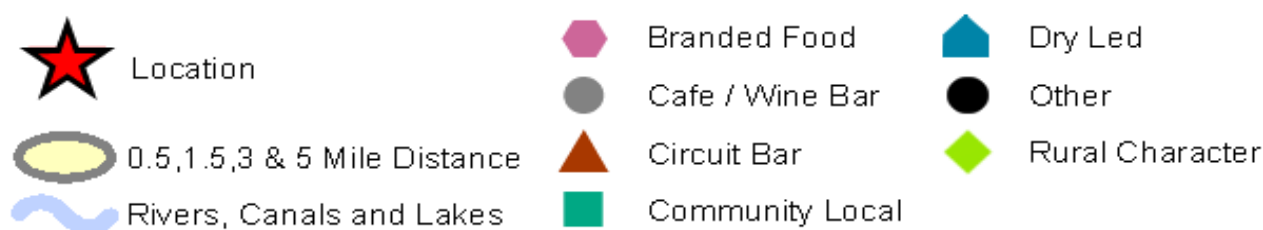
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Competition Map and Data: DEVON & CORNWALL, MILLBROOK (300001)



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

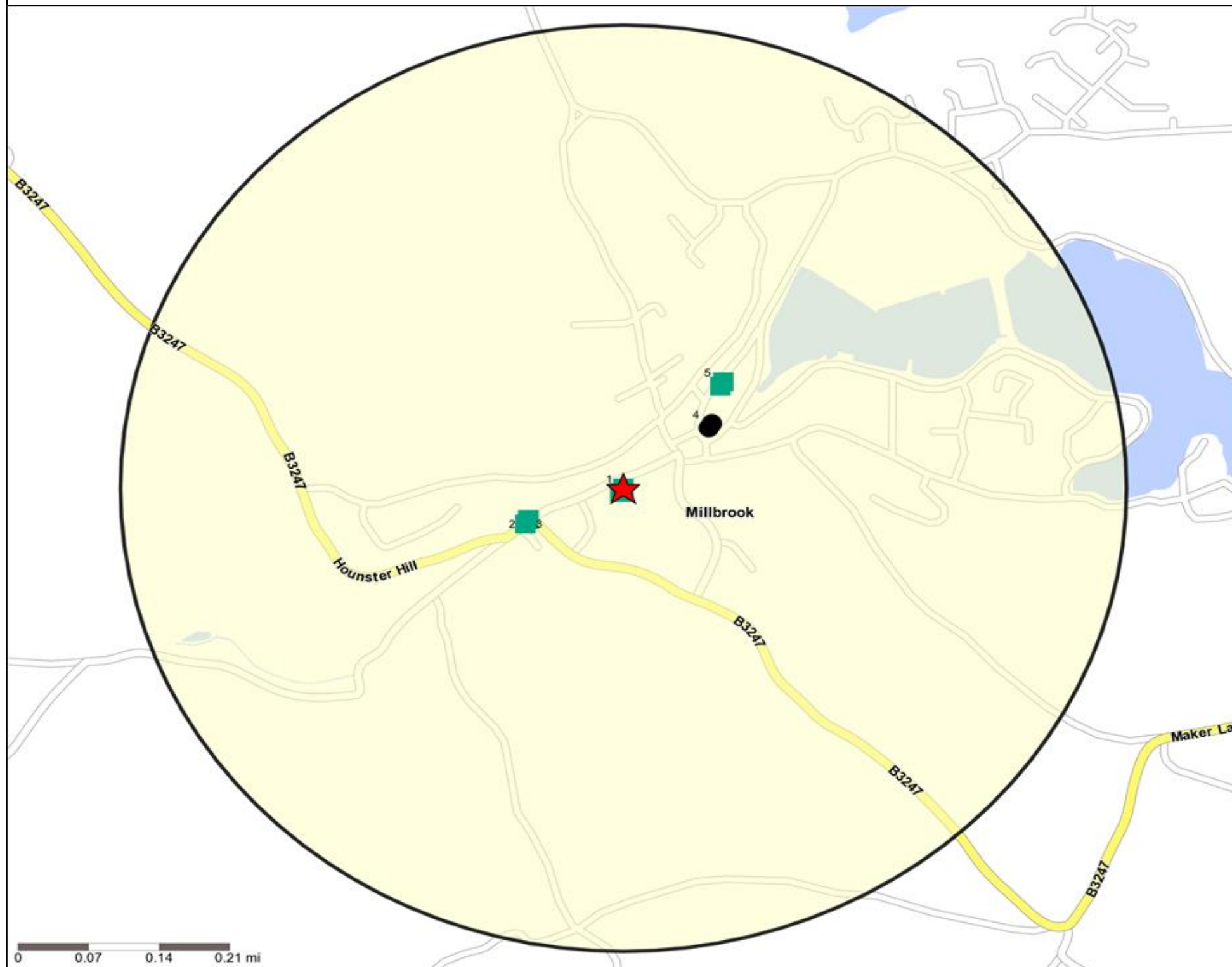


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	5	33
Circuit Bar	0	0	3	57
Community Local	3	6	26	90
Dry Led	0	0	3	6
Branded Food Pub	0	0	0	2
Rural	0	1	1	2
Other	2	4	40	251
Total	5	11	78	441



Competition Map and Data: DEVON & CORNWALL, MILLBROOK (300001)



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	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	2
Total	5



Local Competition: DEVON & CORNWALL, MILLBROOK (300001)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	DEVON & CORNWALL, MILLBROOK	WEST STREET, PLYMOUTH, PL10 1AA	Punch Taverns	PL10 1AA	Punch Taverns	0.00
1	Devon & Cornwall Hotel	1 West Street, Millbrook, Torpoint	Punch Pub Company	PL10 1AA	Community Local	0.01
2	Millbrook Afc Social Club	West Street, Millbrook, Torpoint	Independent Free	PL10 1AE	Other	0.10
3	Heart In Hand	66 West Street, Millbrook, Torpoint	Independent Free	PL10 1AE	Community Local	0.10
4	Millbrook Masonic Club	The Parade, Millbrook, Torpoint	Independent Free	PL10 1AX	Other	0.11
5	Mark Of Friendship	5 New Street, Millbrook, Torpoint	Punch Pub Company	PL10 1BY	Community Local	0.15
6	View Cafe	Treninnow Cliff, Millbrook, Torpoint	Independent Free	PL10 1JY	Other	0.85
7	Whitsand Bay Holiday Park	Millbrook, Torpoint	Independent Free	PL10 1JZ	Other	1.03
8	Rising Sun	The Green, Kingsand, Torpoint	Independent Free	PL10 1NH	Community Local	1.18
9	Devonport Inn	The Cleave, Kingsand, Torpoint	Independent Free	PL10 1NF	Community Local	1.21
10	Cross Keys Inn	The Square, Cawsand, Torpoint	Independent Free	PL10 1PF	Community Local	1.32
11	Cawsand Bay Hotel	The Bound, Cawsand, Torpoint	Independent Free	PL10 1PG	Rural Character	1.36
12	Friary Manor Restaurant	Makers Heights, Maker, Torpoint	Independent Free	PL10 1JB	Other	1.66
13	Mount Edgcumbe House & Country Park	Mount Edgcumbe, Torpoint	Independent Free	PL10 1HZ	Other	1.86
14	Hms Rayleigh	Torpoint	Independent Free	PL11 2PD	Other	1.86
15	Torpoint Athletic Football Club	Mill Lane, Torpoint	Independent Free	PL11 2DU	Other	1.96
16	Torpoint Mosquito Saling Club	Marine Drive, Torpoint	Independent Free	PL11 2EH	Other	1.98
17	Carbeile Inn	Trevol Road, Torpoint	St Austell	PL11 2NJ	Dry Led	2.04
18	Edgcumbe Arms	Cremyll, Torpoint	St Austell	PL10 1HX	Dry Led	2.09
19	Elms Guest House	16 St James Road, Torpoint	Independent Free	PL11 2BH	Other	2.12
20	Ring O Bells	Antony, Torpoint	Independent Free	PL11 3AB	Community Local	2.14
21	Jetty	1 Ferry Street, Torpoint	Independent Free	PL11 2AX	Other	2.16
22	Torpoint Rowing Club	1 Ferry Street, Torpoint	Independent Free	PL11 2AX	Other	2.16
23	Kings Arms	37 Fore Street, Torpoint	Enterprise Inns	PL11 2AG	Circuit Bar	2.16
24	Torpoint & District Comrades Club	Moor View, Torpoint	Independent Free	PL11 2LH	Other	2.17
25	Wongs	10 Tamar Street, Torpoint	Independent Free	PL11 2AW	Other	2.21
26	Wheelers Hotel	48 Fore Street, Torpoint	Independent Free	PL11 2AD	Cafe / Wine Bar	2.21
27	Fahad	23 Fore Street, Torpoint	Independent Free	PL11 2AD	Other	2.21
28	Torpoint & District Unionist Club	30 Macey Street, Torpoint	Independent Free	PL11 2AH	Other	2.23
29	Trot Inn	11 Fore Street, Torpoint	Enterprise Inns	PL11 2AB	Community Local	2.23
30	Standard Inn	10 Fore Street, Torpoint	Independent Free	PL11 2AB	Community Local	2.23