



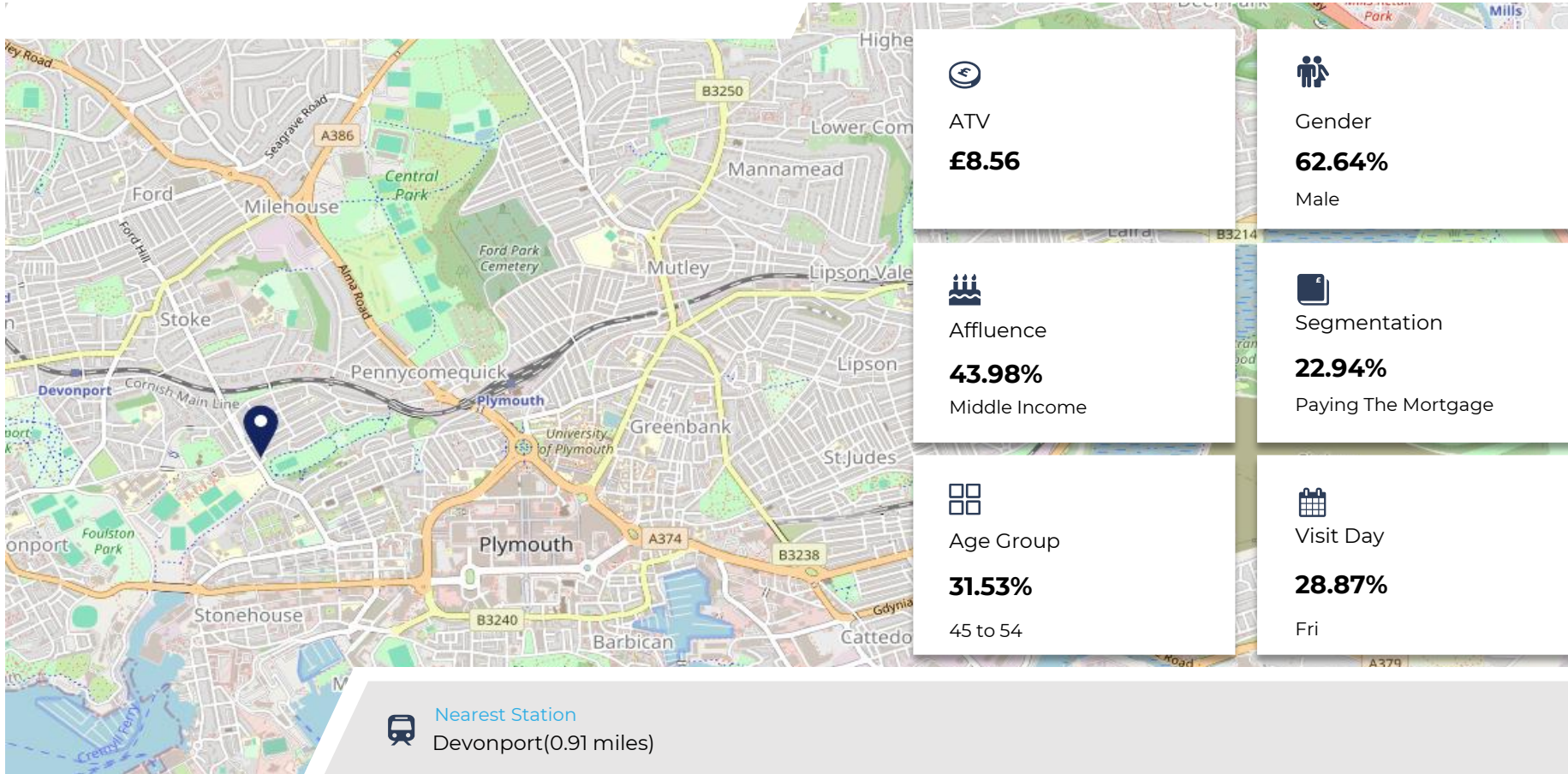
Site Summary



Millbridge Inn PL15LZ

PL15LZ

Pub / Bar

**Work Area**
Plymouth**Region**
South West**TV Region**
HarWest**Urbanicity**
Urban city and town**ATV**
£8.56**Gender**
62.64%
Male**Affluence**
43.98%
Middle Income**Segmentation**
22.94%
Paying The Mortgage**Age Group**
31.53%
45 to 54**Visit Day**
28.87%
Fri

Top Competitors

**Firkin Scholar**
PL15QU
 Pub / Bar

#1

**Bar Rakuda**
PL12JZ
 Pub / Bar

#2

**Dolphin**
PL12LS
 Pub / Bar

#3

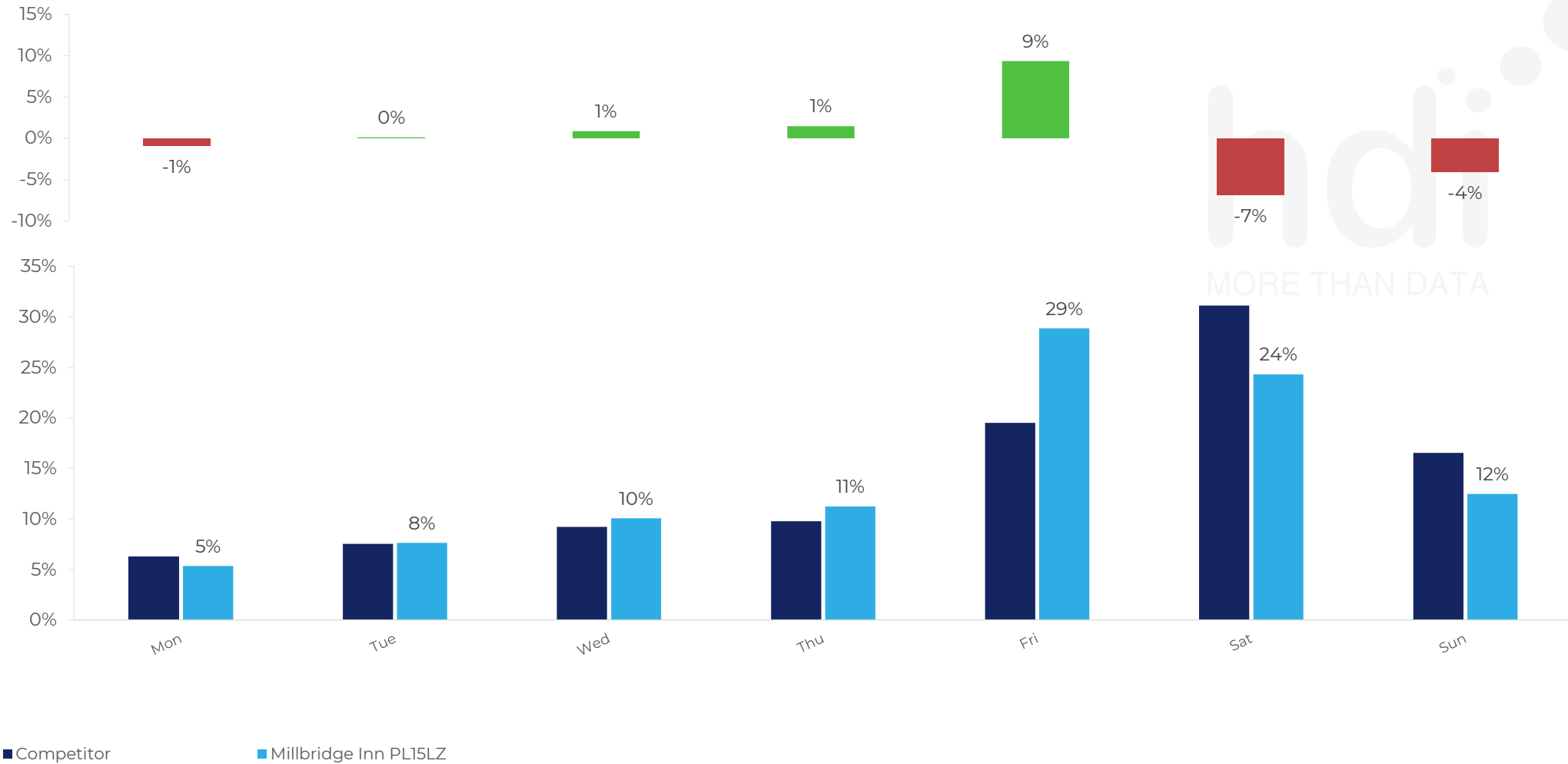
**Nearest Station**
Devonport(0.91 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Millbridge Inn PL15LZ versus its competitors?

% of spend for Millbridge Inn PL15LZ and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Day of Week

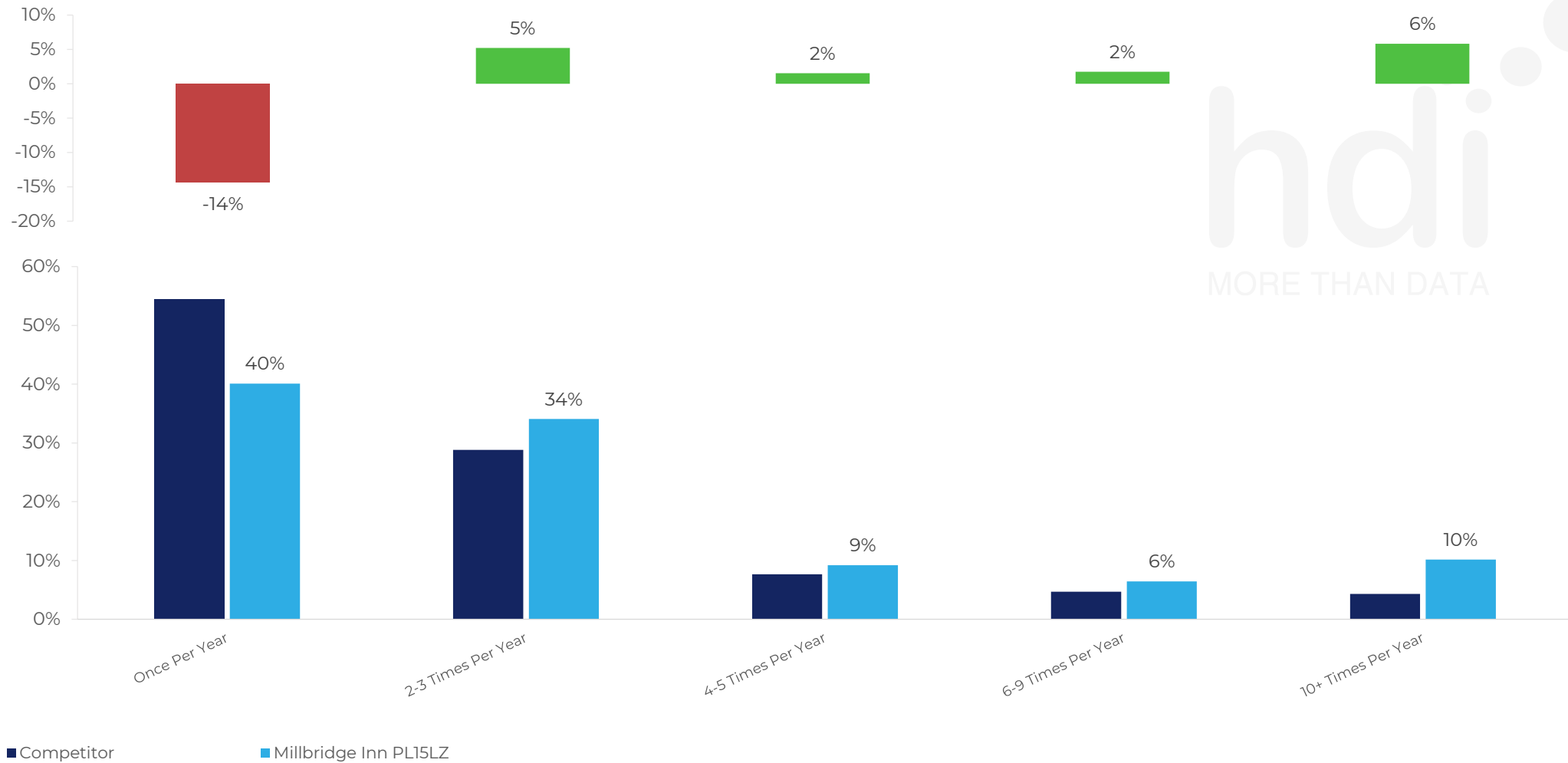




Visit Frequency

How frequently per year do customers visit Millbridge Inn PL15LZ versus its competitors?

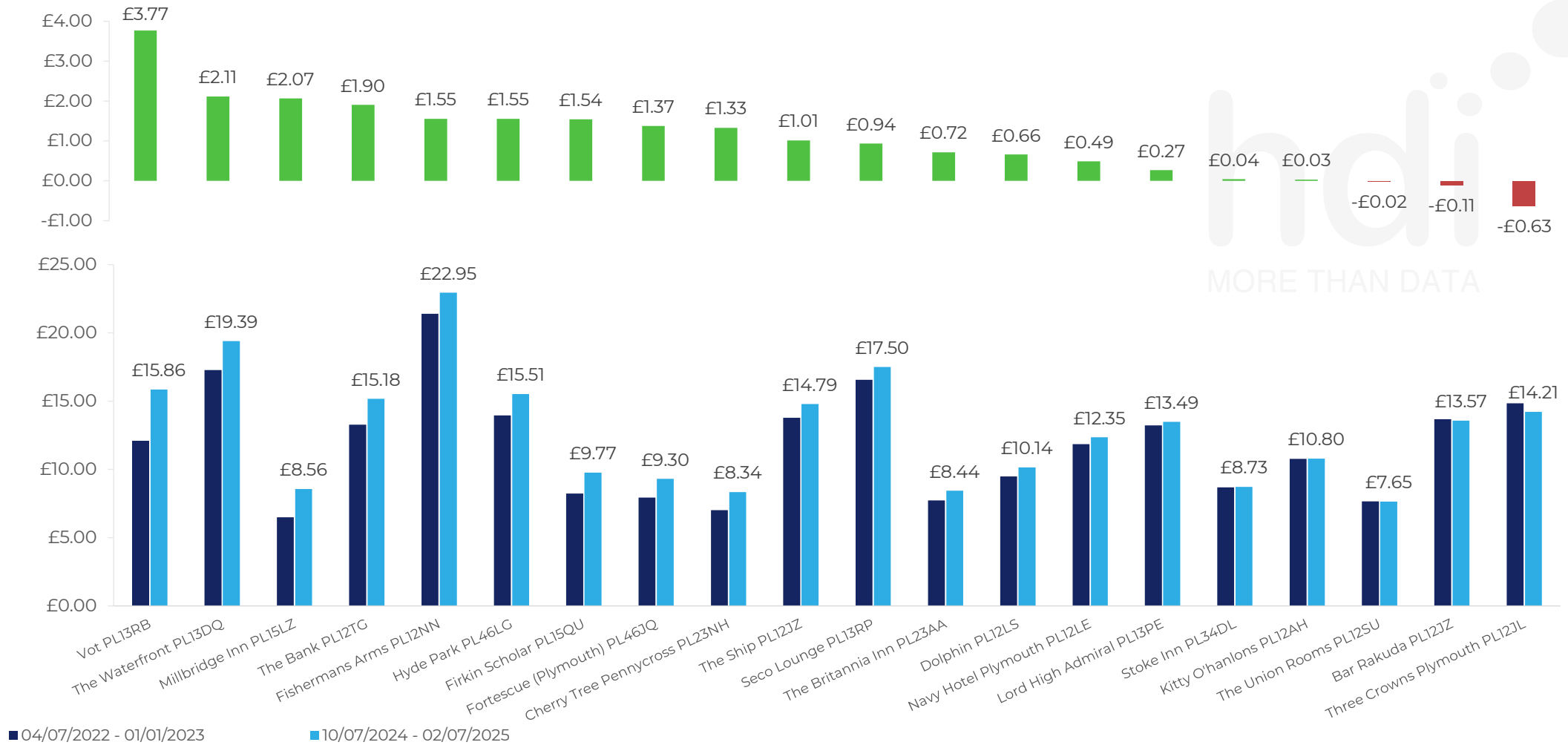
% of customer numbers for Millbridge Inn PL15LZ and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

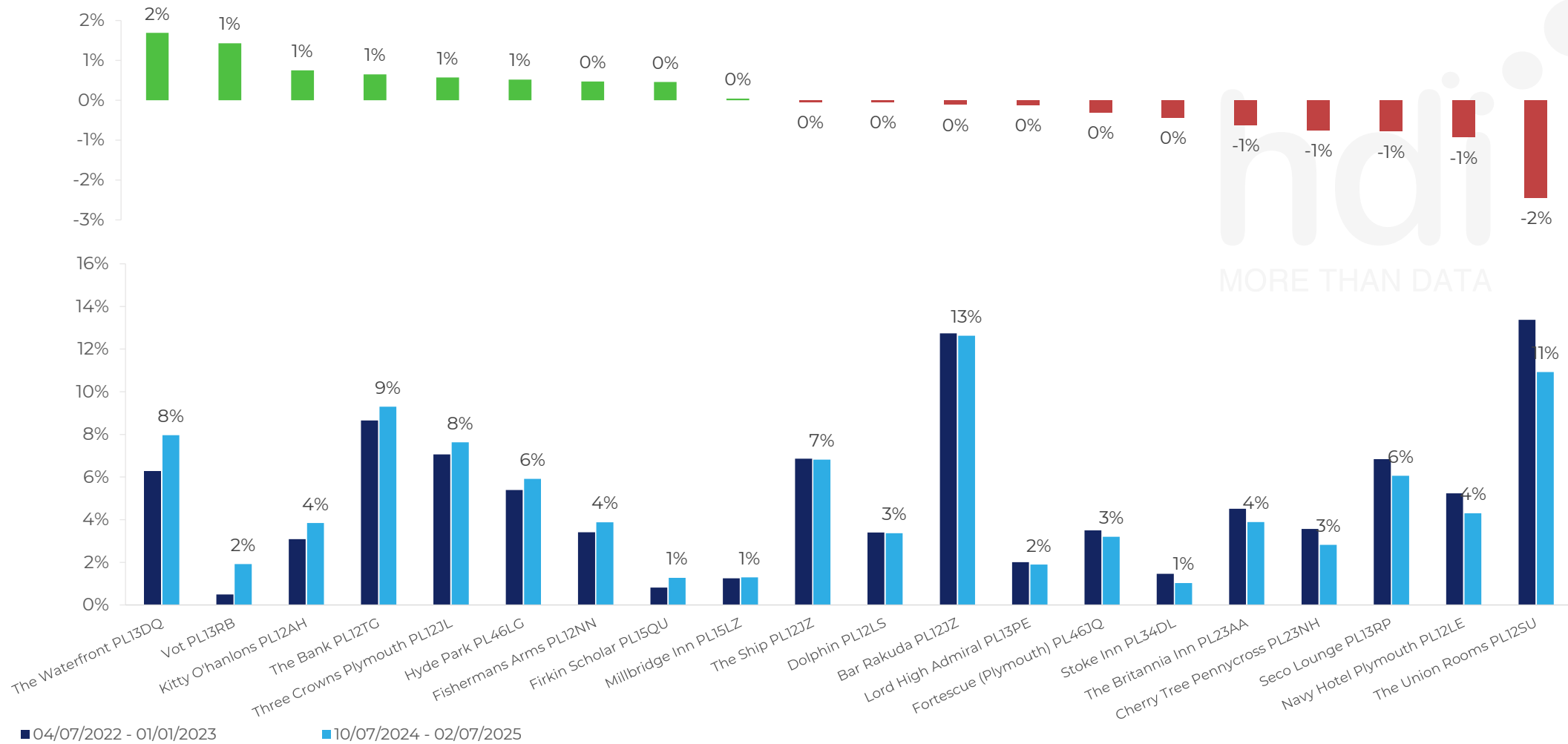




Market Share Change

How has market share changed between two date ranges?

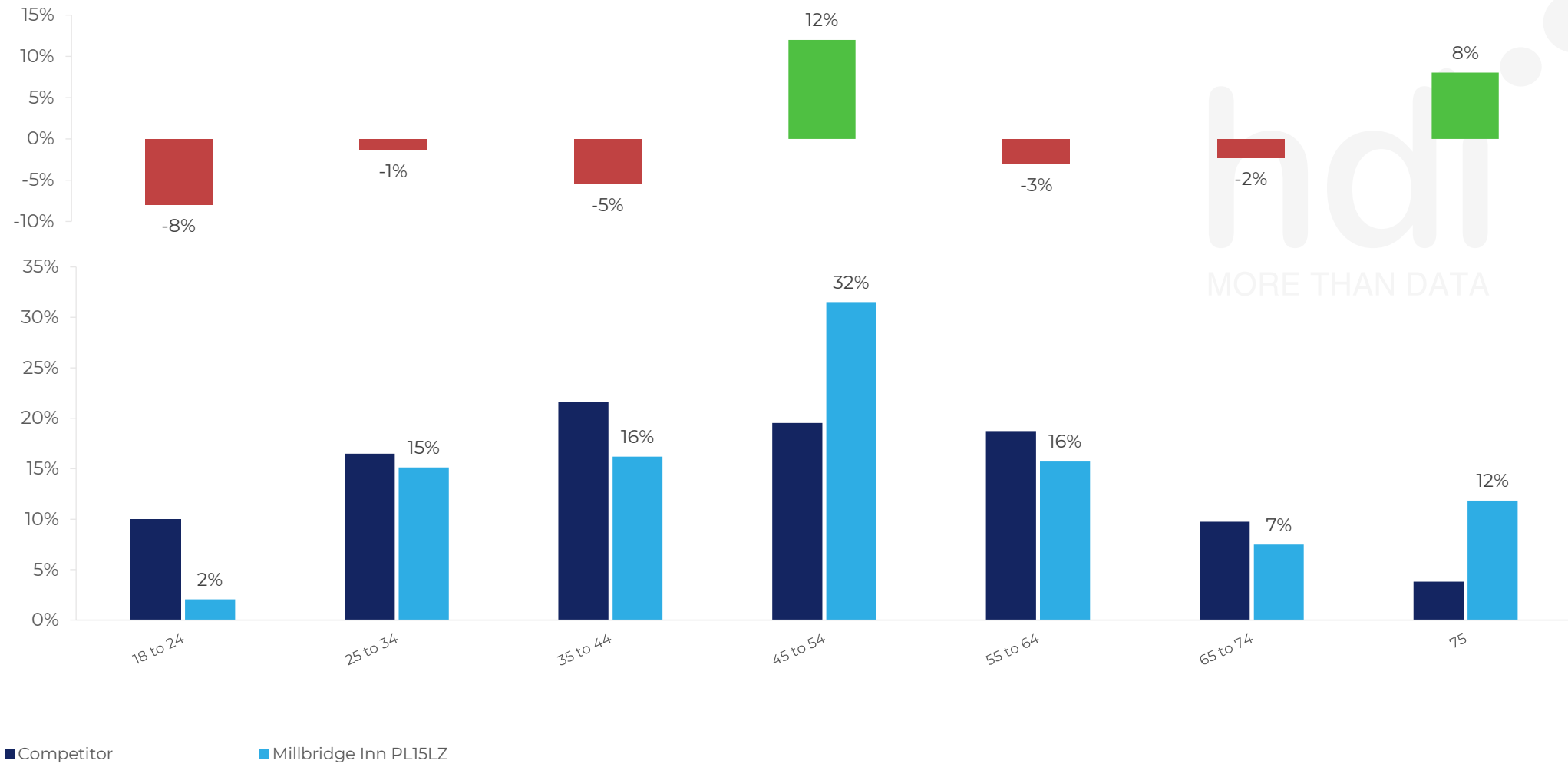
% of market share spend for Millbridge Inn PL15LZ and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025





How does the age profile of customers who visit Millbridge Inn PL15LZ compare versus its competitors?

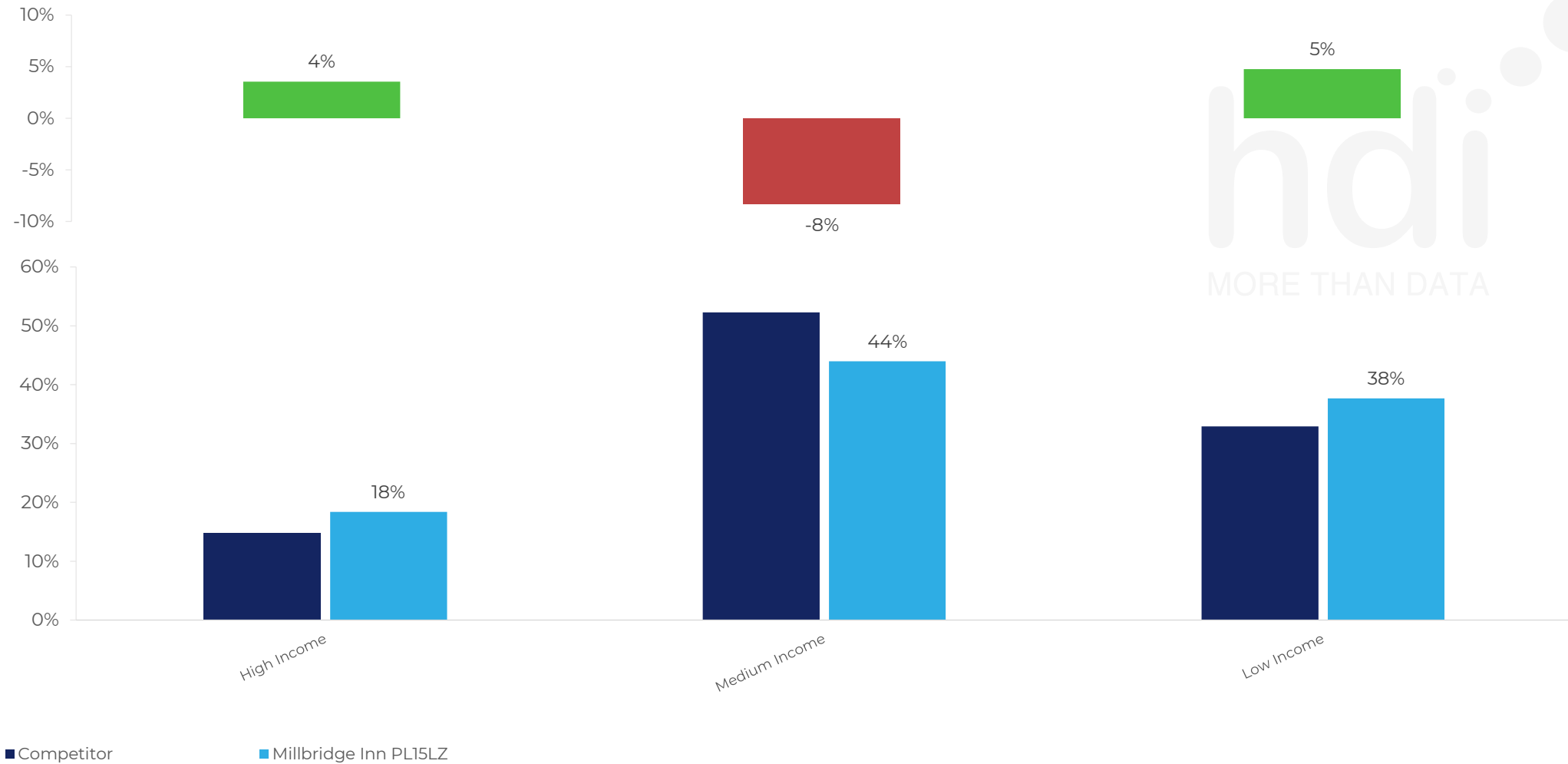
% of spend for Millbridge Inn PL15LZ and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Age Range





How does the affluence of customers who visit Millbridge Inn PL15LZ compare versus its competitors?

% of spend for Millbridge Inn PL15LZ and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Affluence

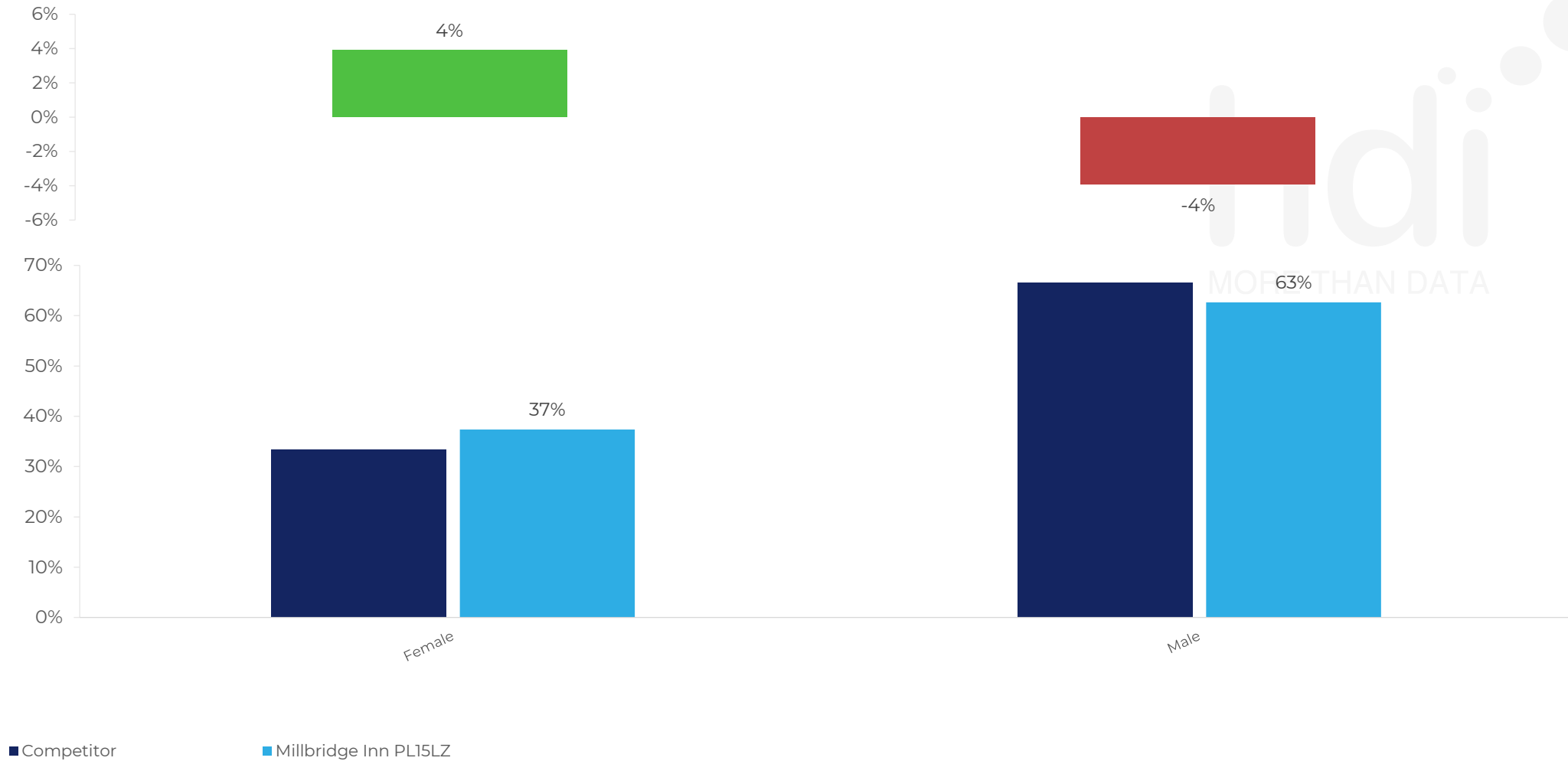




Gender

How does the gender profile of customers who visit Millbridge Inn PL15LZ compare versus its competitors?

% of spend for Millbridge Inn PL15LZ and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Gender



SEGMENT SNAPSHOTS

1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.



2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.



3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.



4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.



5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.



6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.



7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.



8 – UPMARKET DINERS

- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.

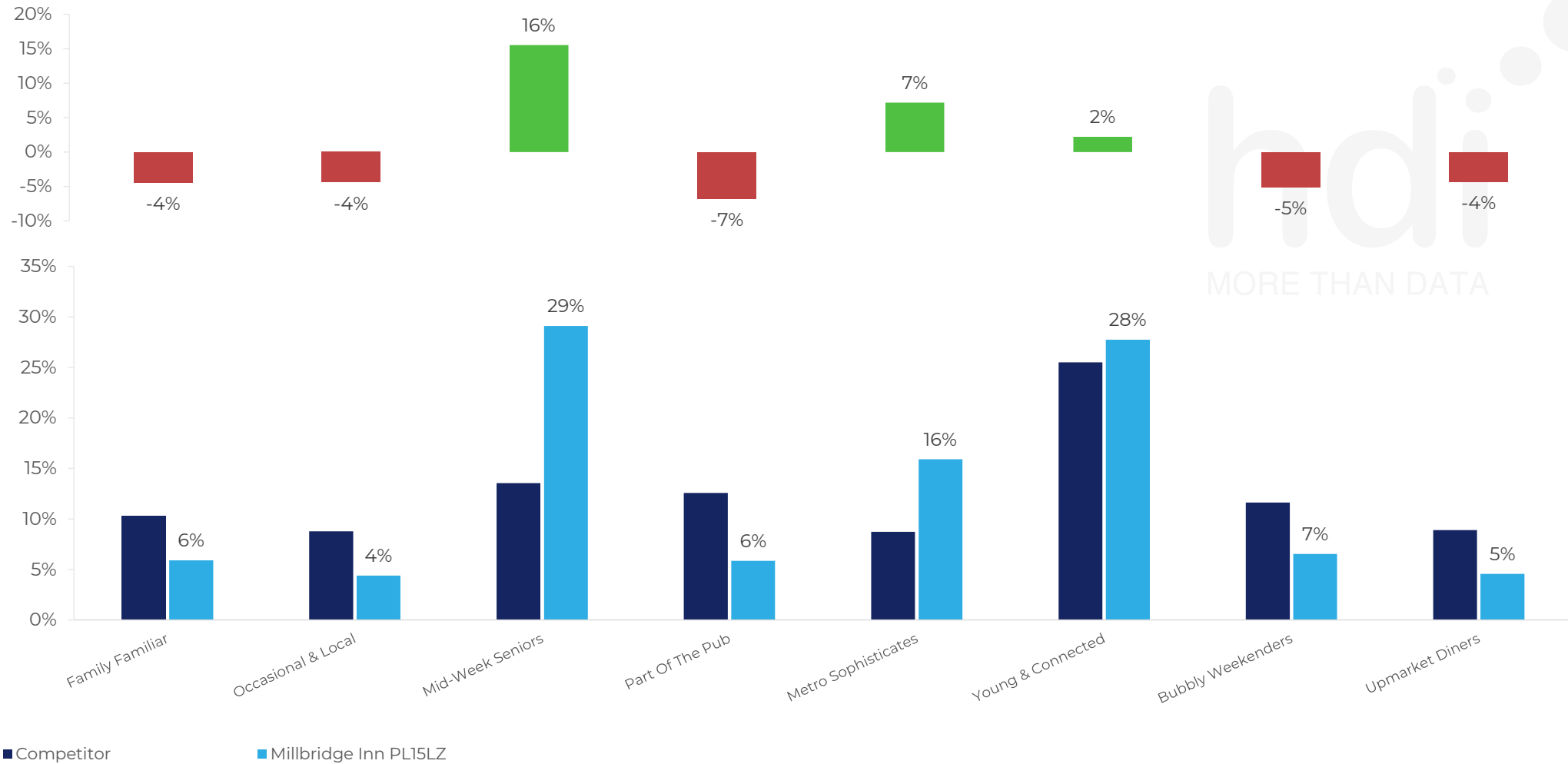




Punch Segmentation

How does the Custom segmentation profile of customers who visit Millbridge Inn PL15LZ compare versus its competitors?

% of spend for Millbridge Inn PL15LZ and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Segment

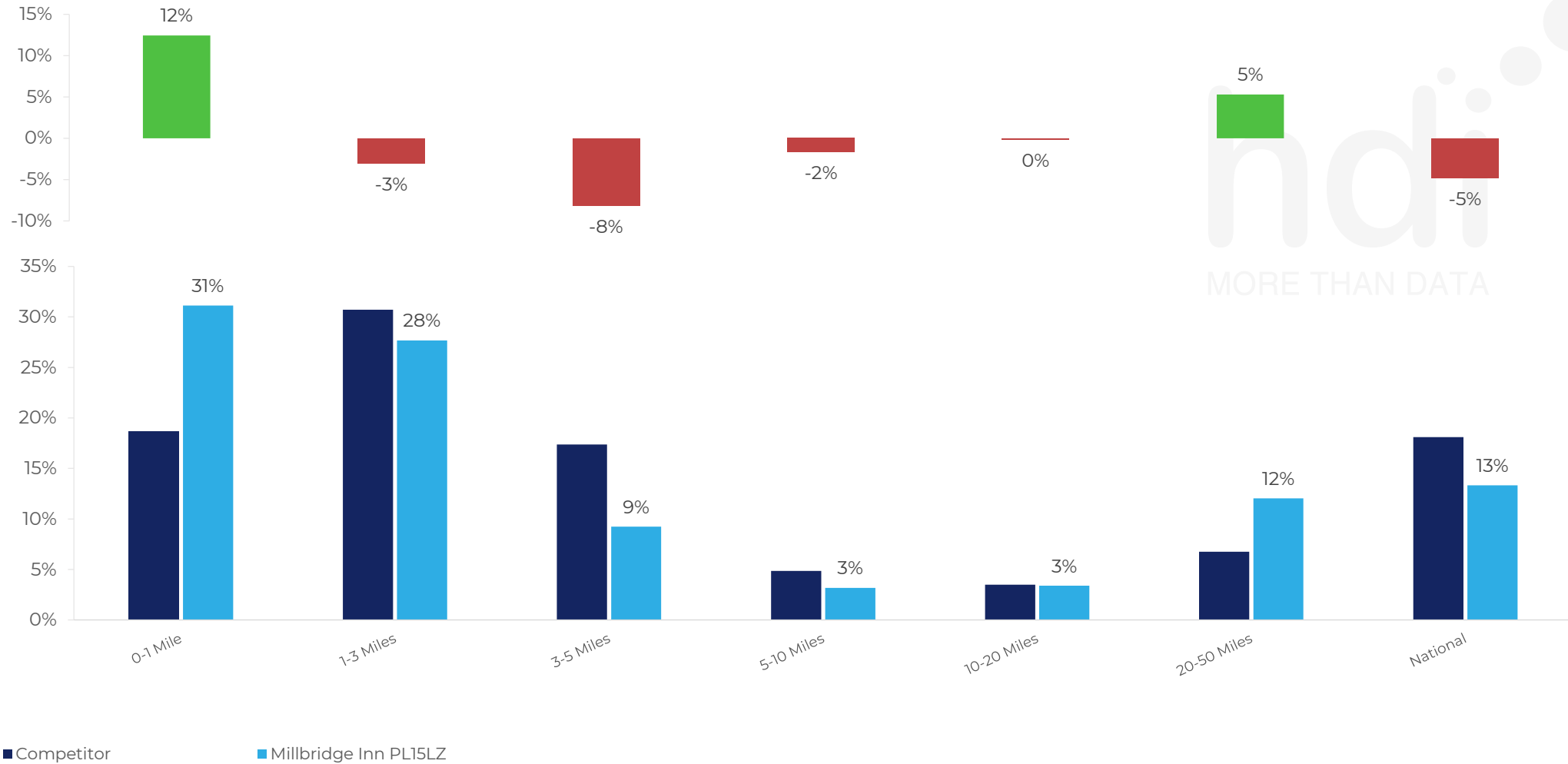




Spend by Distance

How does the spend profile of Millbridge Inn PL15LZ compare versus its competitors based on travel distances?

% of spend for Millbridge Inn PL15LZ and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Distance travelled

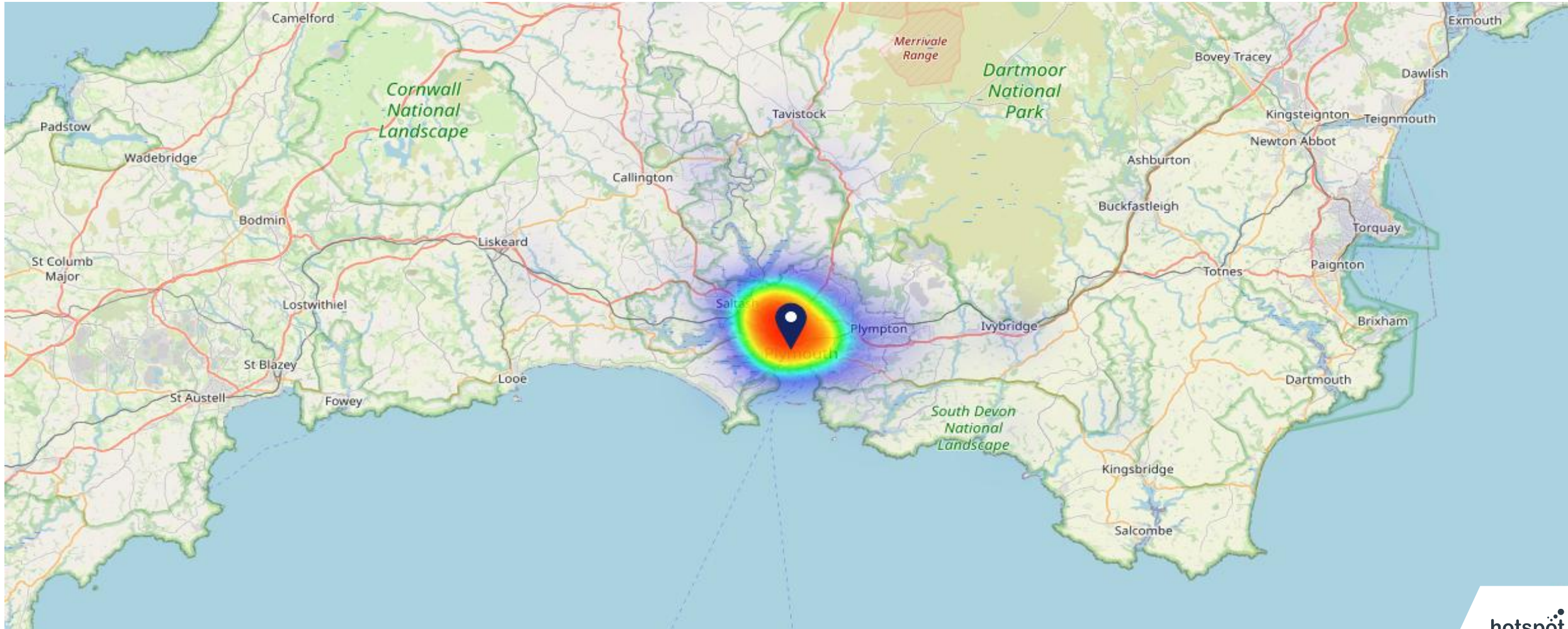




Map of Guest Origin

Where do customers of Millbridge Inn PL15LZ come from?

Where do customers of Millbridge Inn PL15LZ for 10/07/2024 - 02/07/2025 live

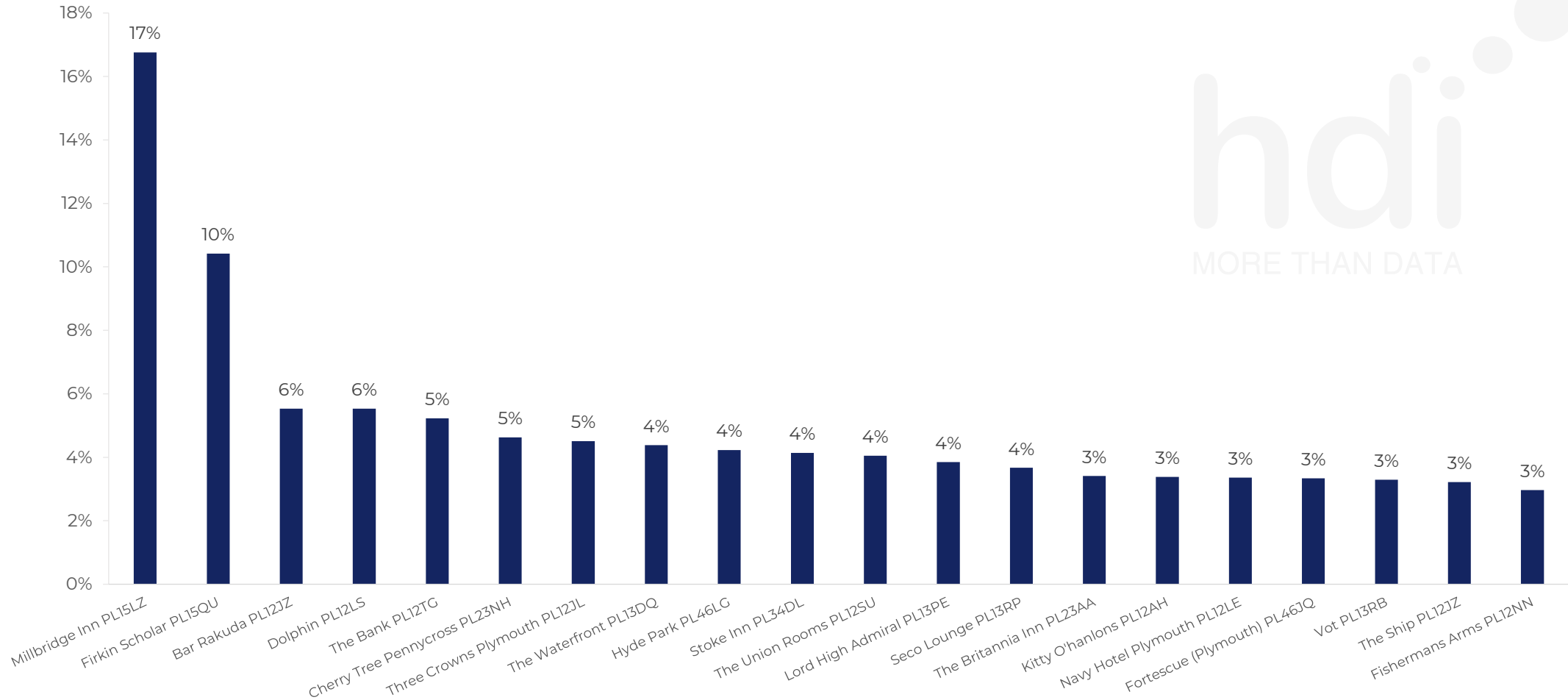




Share of Wallet

What are the Top 20 venues (by spend) that customers of Millbridge Inn PL15LZ also visit?

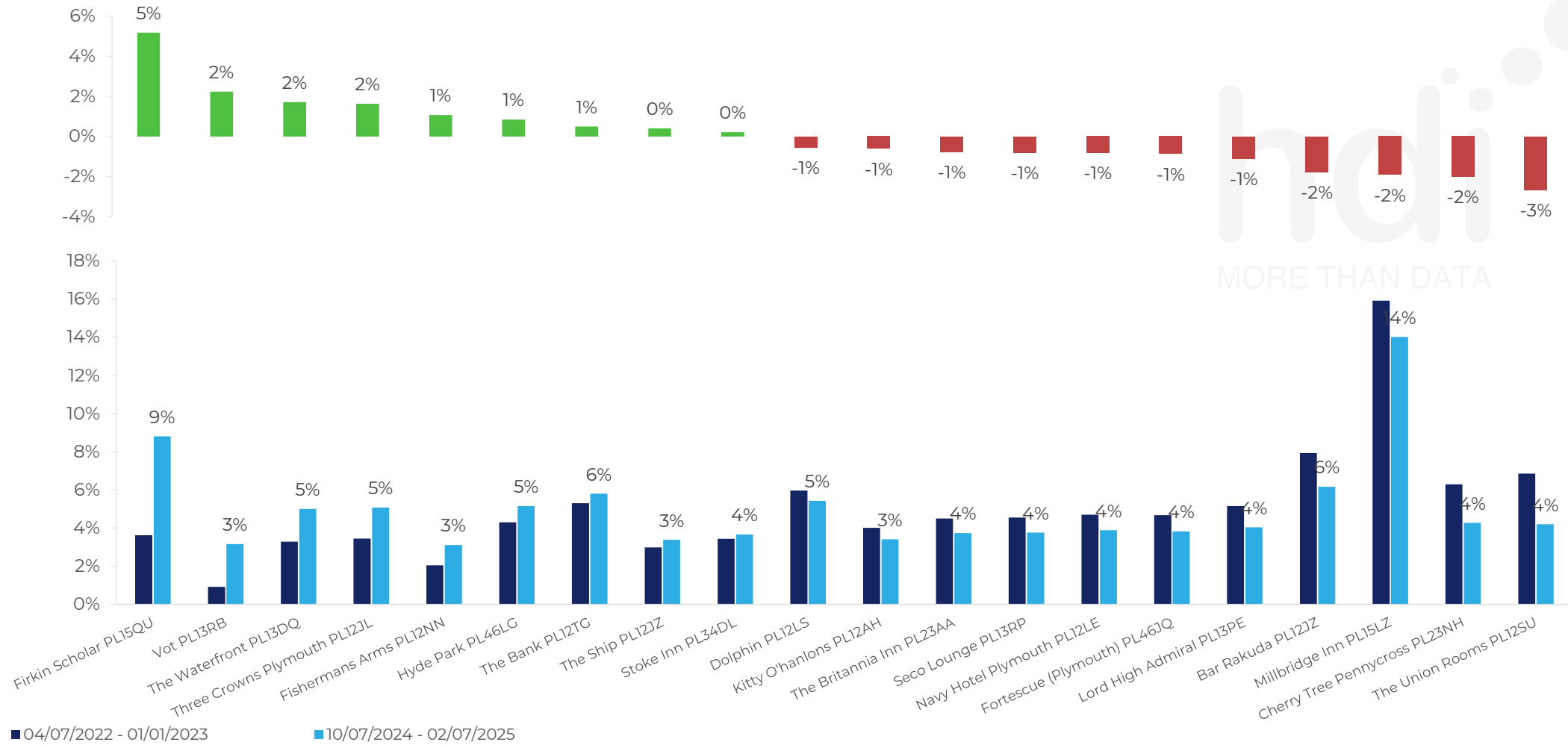
For customers of Millbridge Inn PL15LZ, who are the top 20 competitors from 129 Chains in 3 Miles for 10/07/2024 - 02/07/2025 split by Venue





Share of Wallet Change

How has share of wallet of customers of Millbridge Inn PL15LZ changed between two date ranges?





Market Summary

How does the local area for Millbridge Inn PL15LZ compare to the national average (1 = low, 10 = high)

Data Type	Name	Spend in 250m	250m Spend vs National	Spend in 500m	500m Spend vs National	Spend in 1 mile	1 mile Spend vs National	Spend in 3 miles	3 mile Spend vs National
Total	Annual Sales	£358K	3	£874K	3	£110.67M	9	£232.07M	8
Weekpart	Mon - Thu	33.8%	2	34.5%	2	41.2%	6	39.5%	2
Weekpart	Fri - Sat	53.3%	10	51.8%	10	44.2%	7	45.7%	9
Weekpart	Sun	12.9%	4	13.7%	4	14.6%	4	14.8%	3
Age	18 to 24	2.1%	2	2.4%	2	7.9%	7	7.8%	6
Age	25 to 34	14.8%	2	14.6%	2	16.8%	3	16.5%	2
Age	35 to 44	17.7%	2	25.6%	7	23.8%	6	23.4%	5
Age	45 to 54	28.5%	10	26.6%	10	19.2%	4	19.6%	5
Age	55 to 64	18.2%	7	16.0%	6	17.4%	7	18.2%	8
Age	65 to 74	6.5%	6	5.8%	5	10.1%	8	9.9%	9
Age	75+	12.1%	10	9.2%	10	4.8%	9	4.5%	8
CAMEO	Business Elite	2.1%	2	1.4%	1	2.7%	2	2.5%	1
CAMEO	Prosperous Professionals	2.5%	2	3.2%	3	5.0%	4	5.1%	4
CAMEO	Flourishing Society	14.3%	7	12.4%	6	7.9%	3	8.3%	3
CAMEO	Content Communities	4.3%	1	4.6%	1	9.2%	2	9.6%	2
CAMEO	White Collar Neighbourhoods	11.5%	6	10.3%	4	12.2%	6	12.6%	7
CAMEO	Enterprising Mainstream	5.6%	4	13.9%	9	11.2%	8	11.7%	8
CAMEO	Paying The Mortgage	22.5%	9	21.5%	9	17.6%	8	18.0%	8
CAMEO	Cash Conscious Communities	16.3%	9	12.2%	8	12.4%	8	11.4%	8
CAMEO	On A Budget	15.3%	10	12.5%	9	13.0%	10	12.3%	10
CAMEO	Family Value	5.7%	8	8.0%	8	8.8%	9	8.5%	8
Affluence	AB	18.9%	3	16.9%	3	15.7%	2	15.8%	2
Affluence	C1C2	43.8%	4	50.4%	6	50.2%	6	51.9%	7
Affluence	DE	37.3%	9	32.7%	9	34.2%	9	32.2%	9