



Site Summary



Devon & Cornwall PL101AA

PL101AA

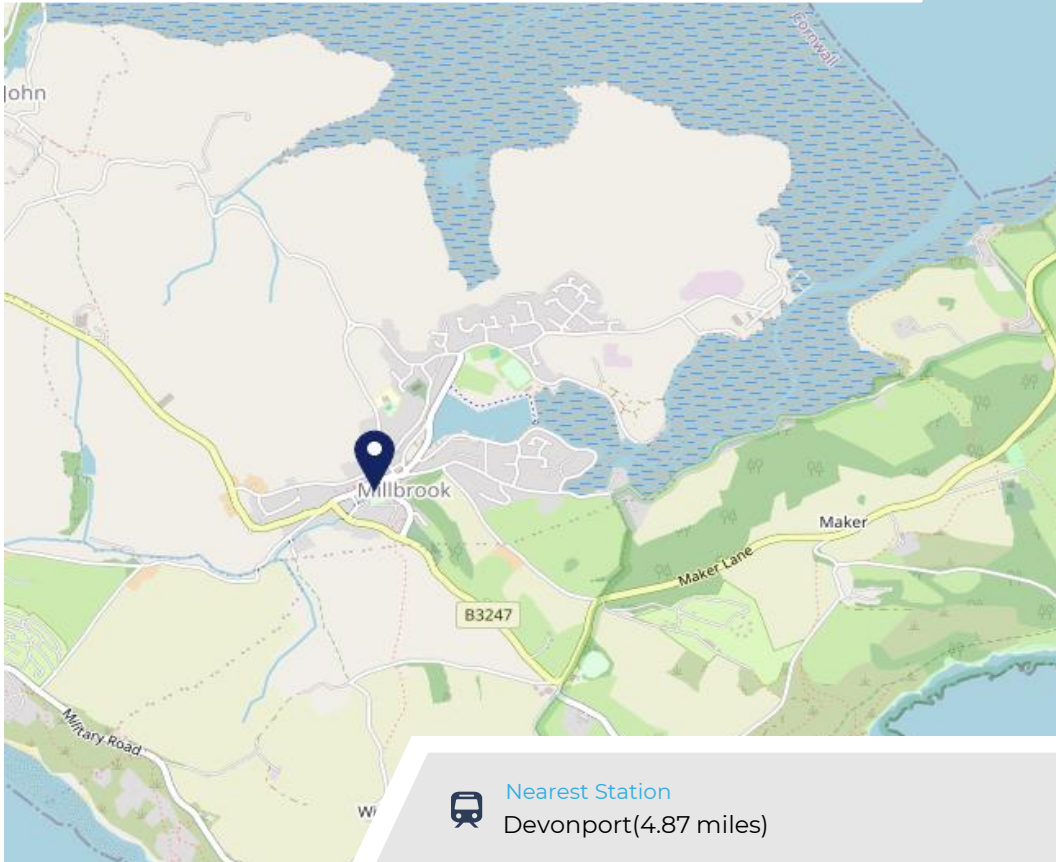
Punch T&L

Work Area
Plymouth

Region
South West

TV Region
HarWest

Urbanicity
Rural town and fringe



ATV
£9.51



Gender
79.69%
Male



Affluence
48.03%
Middle Income



Segmentation
36.48%
Prosperous Professionals



Age Group
37.30%
65 to 74



Visit Day
23.51%
Sat

Top Competitors



Bar Tusker
PL101AE
 Pub / Bar

#1



Millbilly
PL101AA
 Pub / Bar

#2



Rising Sun
PL101NH
 Pub / Bar

#3

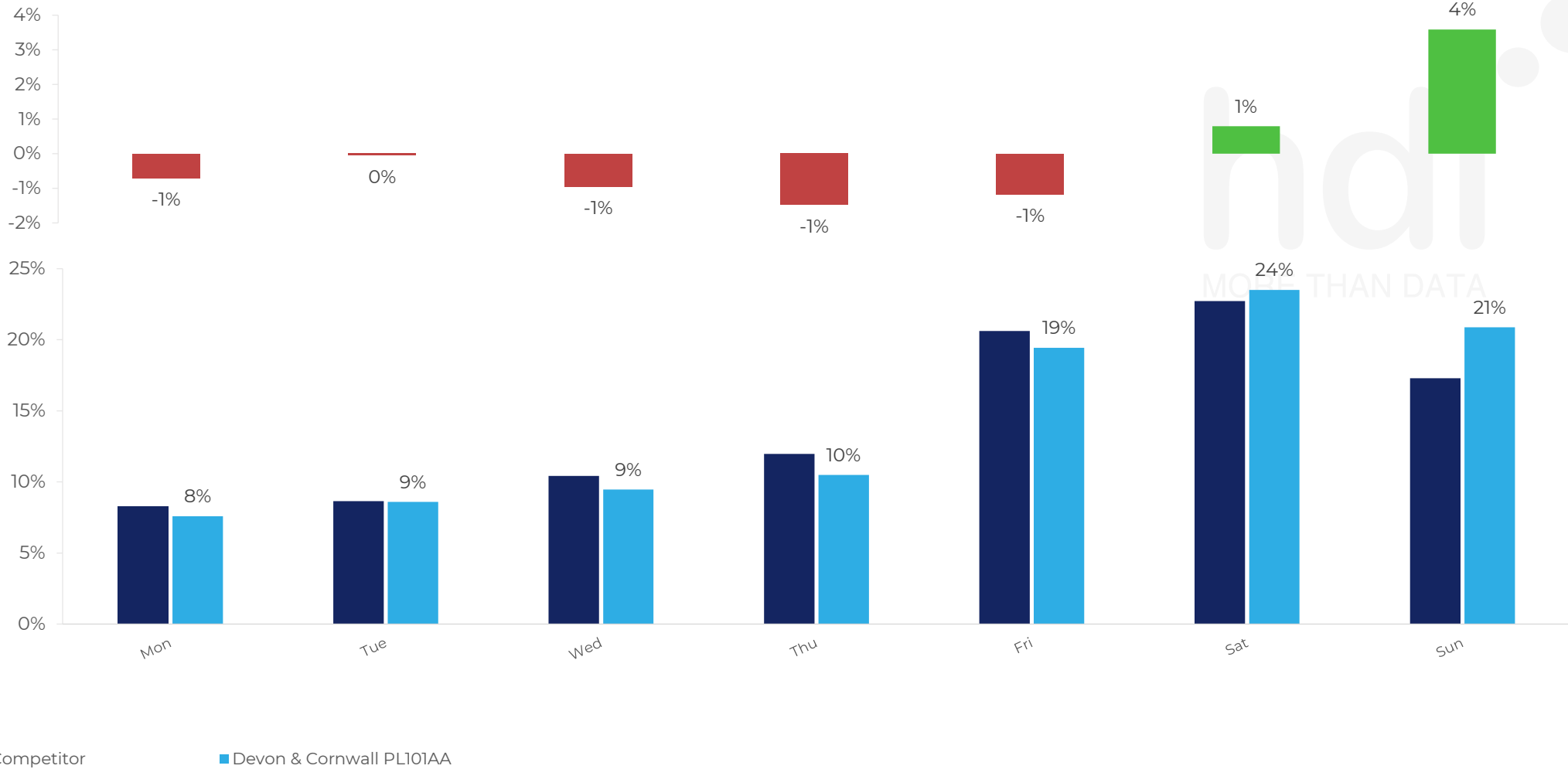


Nearest Station
Devonport(4.87 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Devon & Cornwall PL101AA versus its competitors?

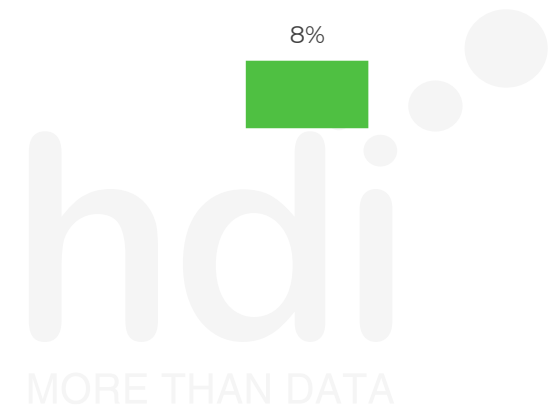
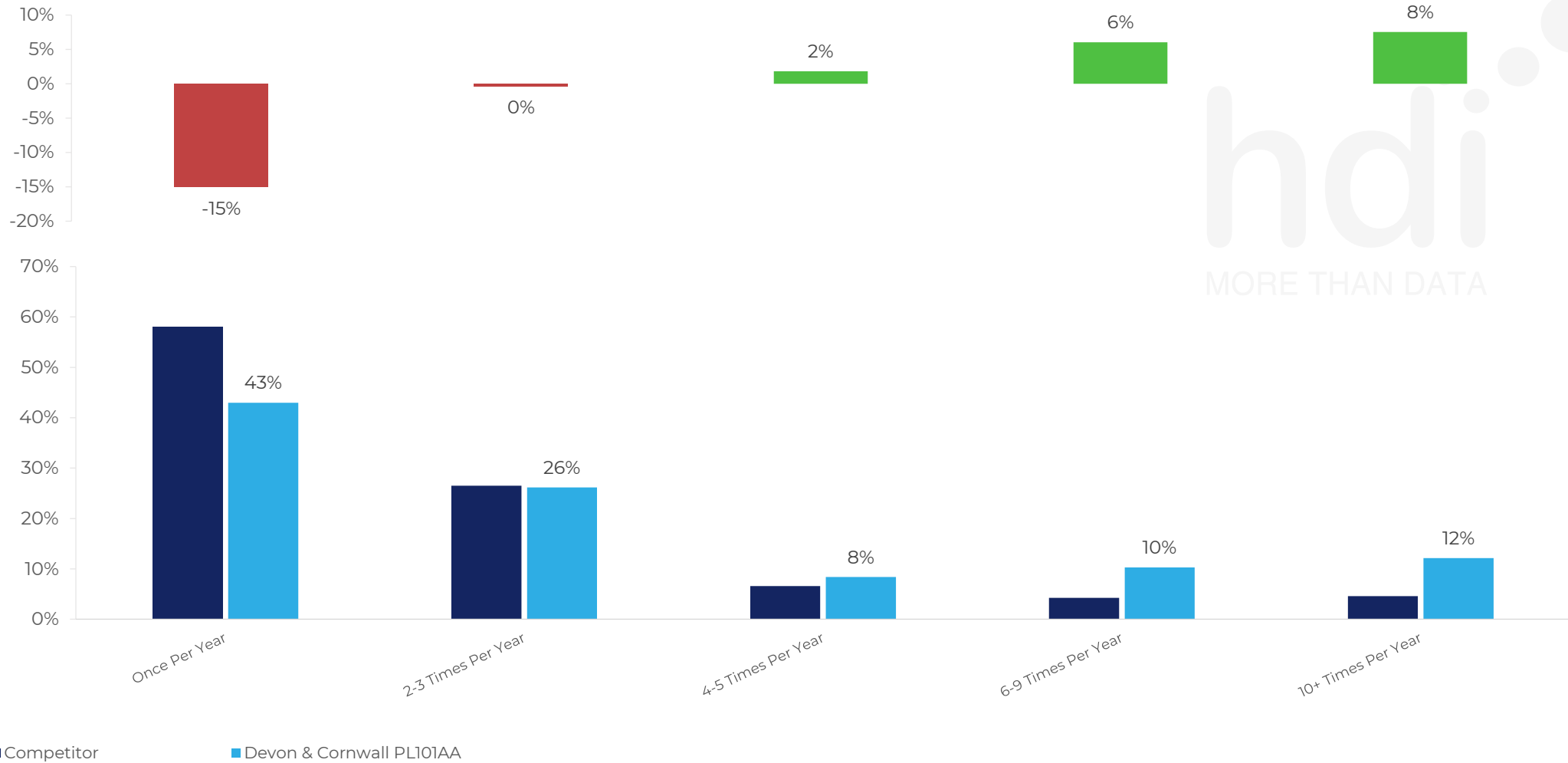
% of spend for Devon & Cornwall PL101AA and 97 Chains in 3 Miles from 31/05/2023 - 22/05/2024 split by Day of Week



Visit Frequency

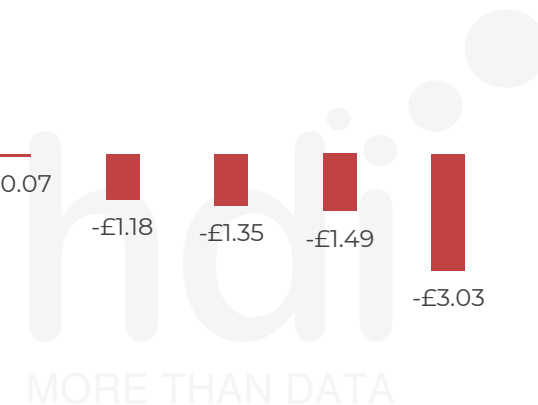
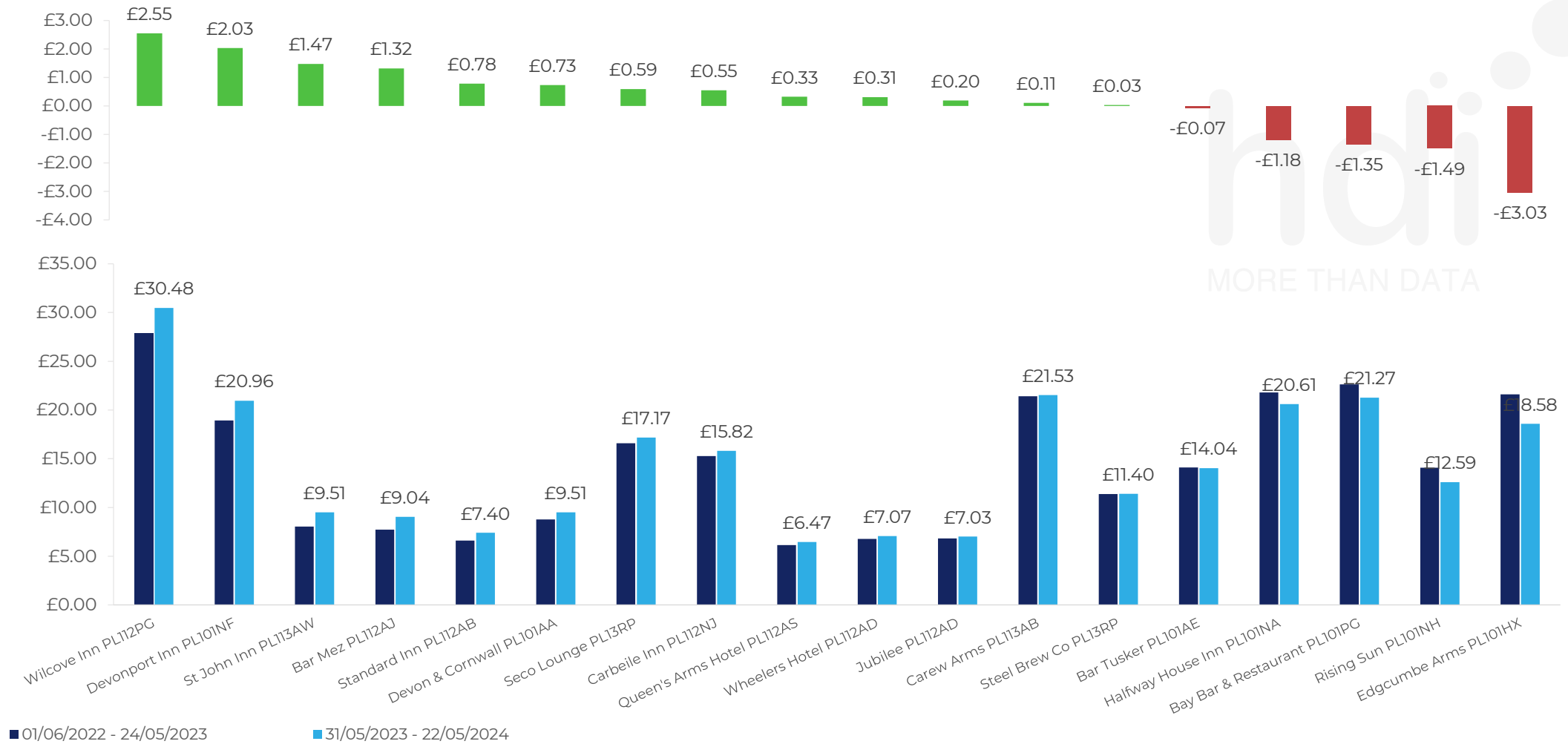
How frequently per year do customers visit Devon & Cornwall PL101AA versus its competitors?

% of customer numbers for Devon & Cornwall PL101AA and 97 Chains in 3 Miles from 31/05/2023 - 22/05/2024 and the number of visits made Per Annum



ATV Change

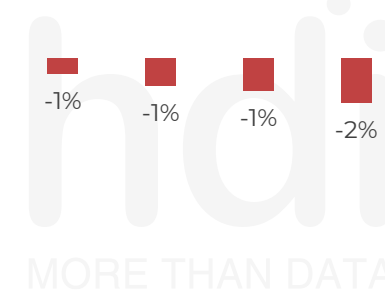
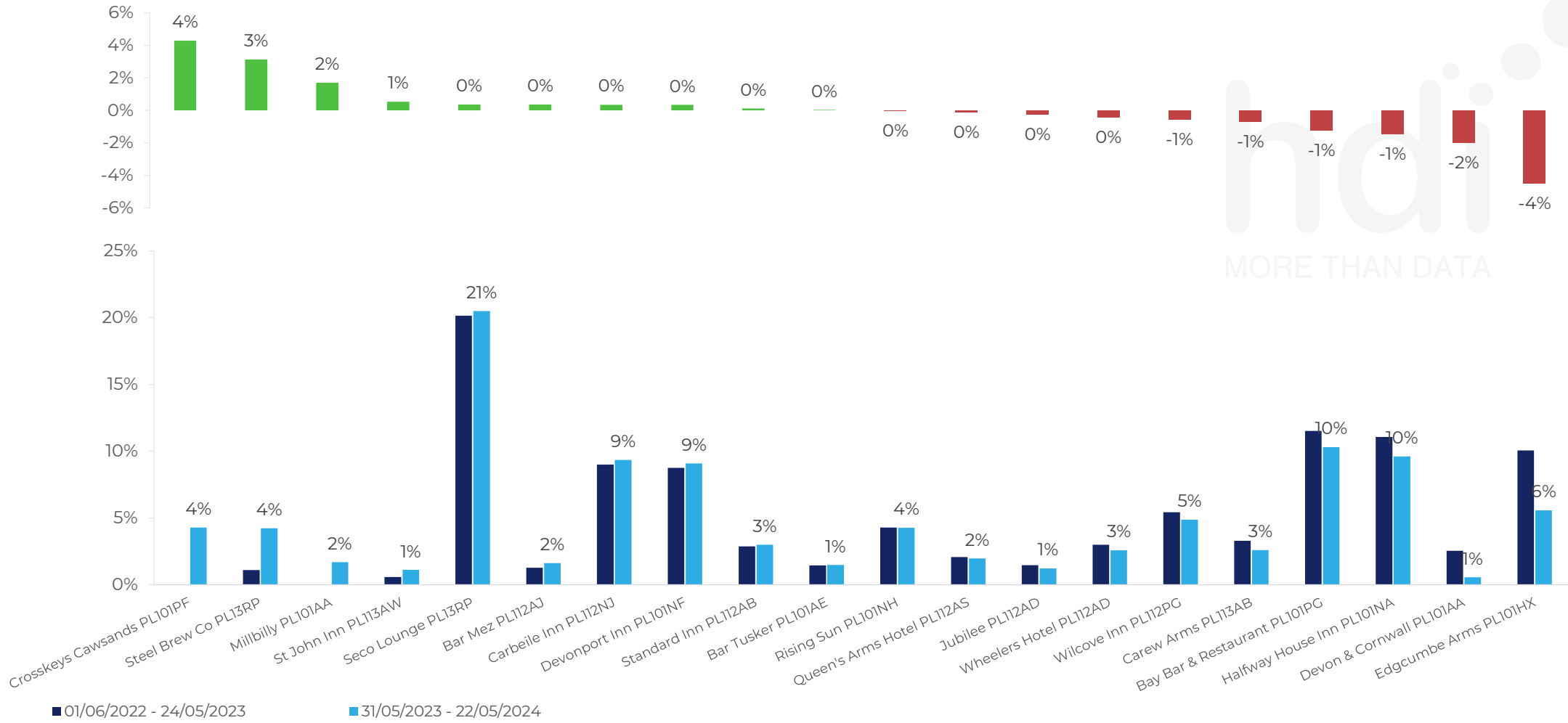
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

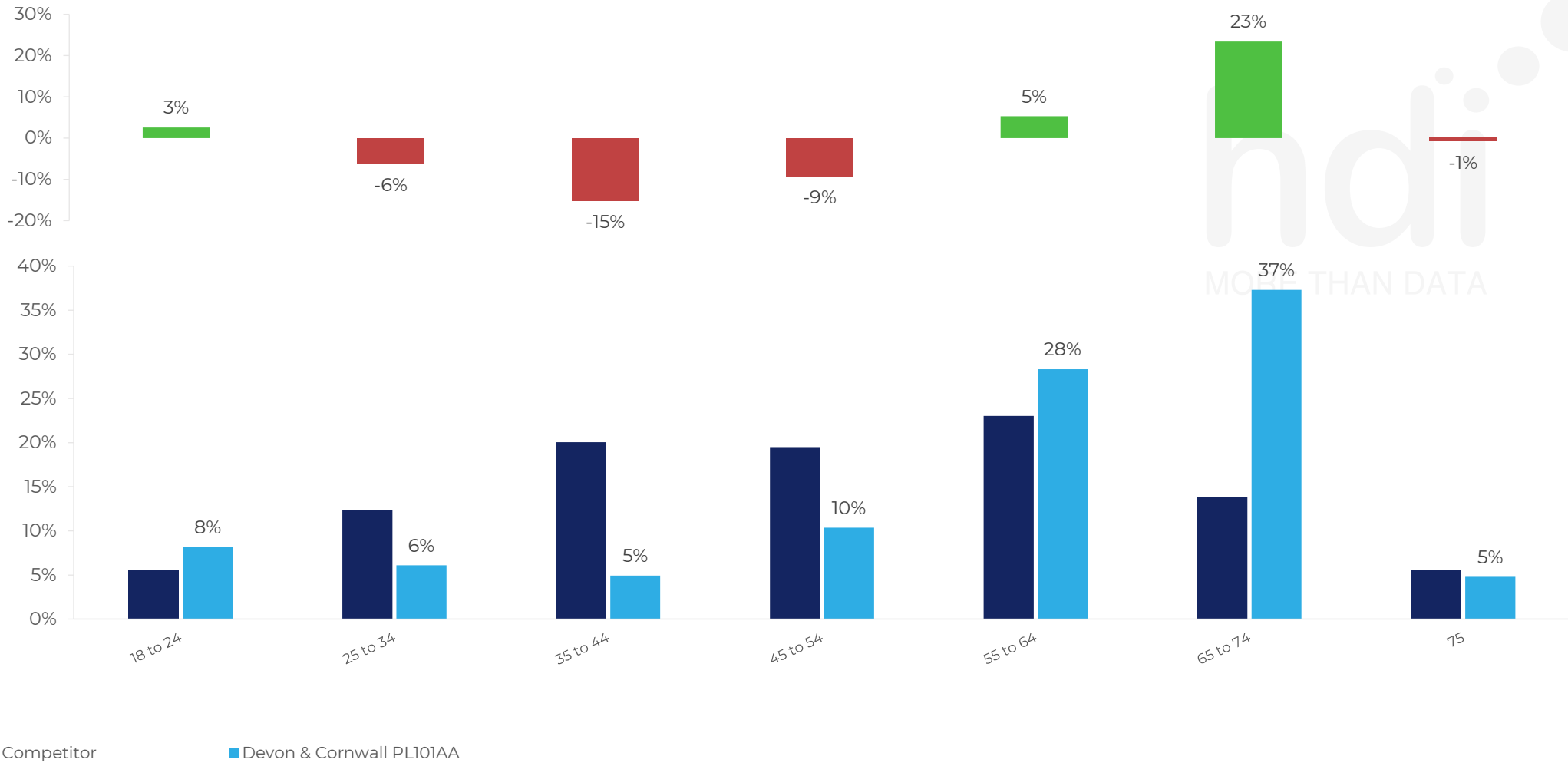
% of market share spend for Devon & Cornwall PL101AA and 97 Chains in 3 Miles from 31/05/2023 - 22/05/2024



Age

How does the age profile of customers who visit Devon & Cornwall PL101AA compare versus its competitors?

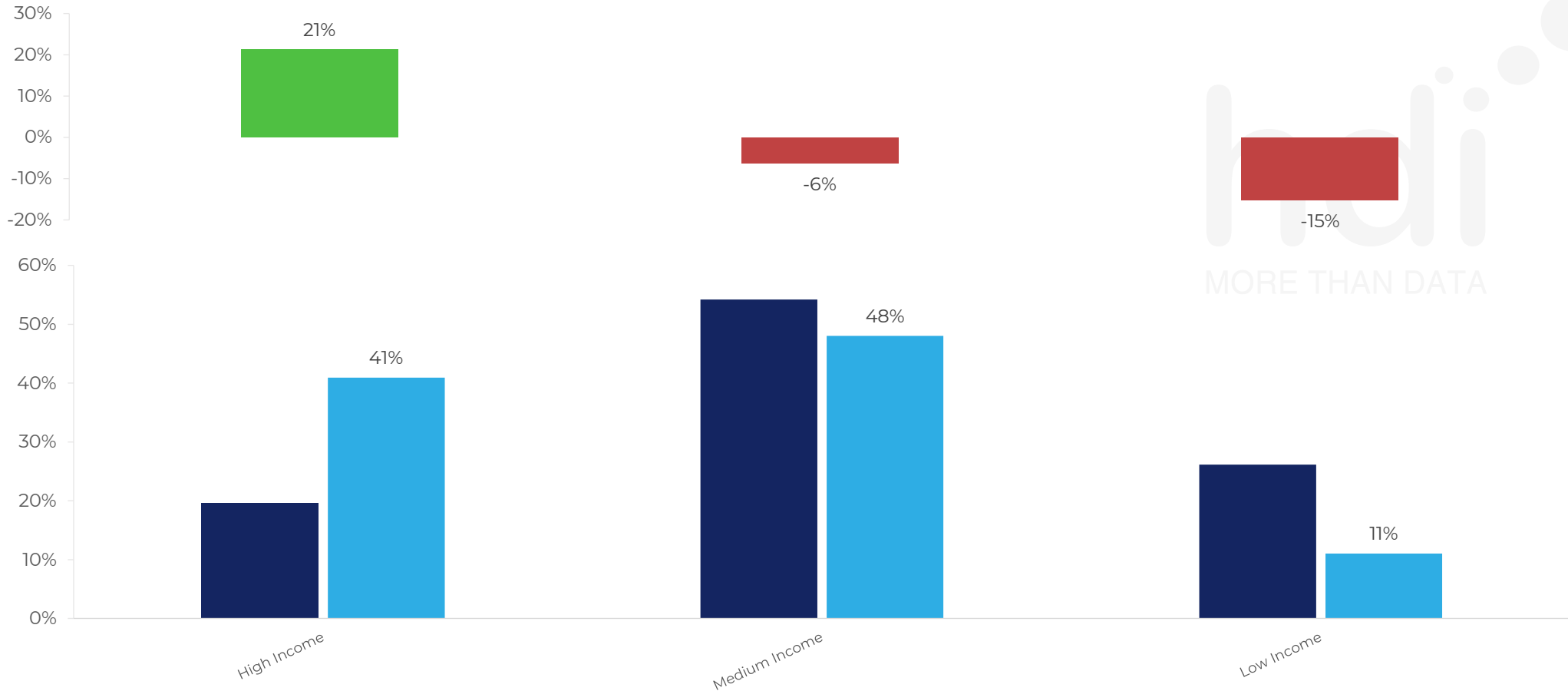
% of spend for Devon & Cornwall PL101AA and 97 Chains in 3 Miles from 31/05/2023 - 22/05/2024 split by Age Range



Affluence

How does the affluence of customers who visit Devon & Cornwall PL101AA compare versus its competitors?

% of spend for Devon & Cornwall PL101AA and 97 Chains in 3 Miles from 31/05/2023 - 22/05/2024 split by Affluence



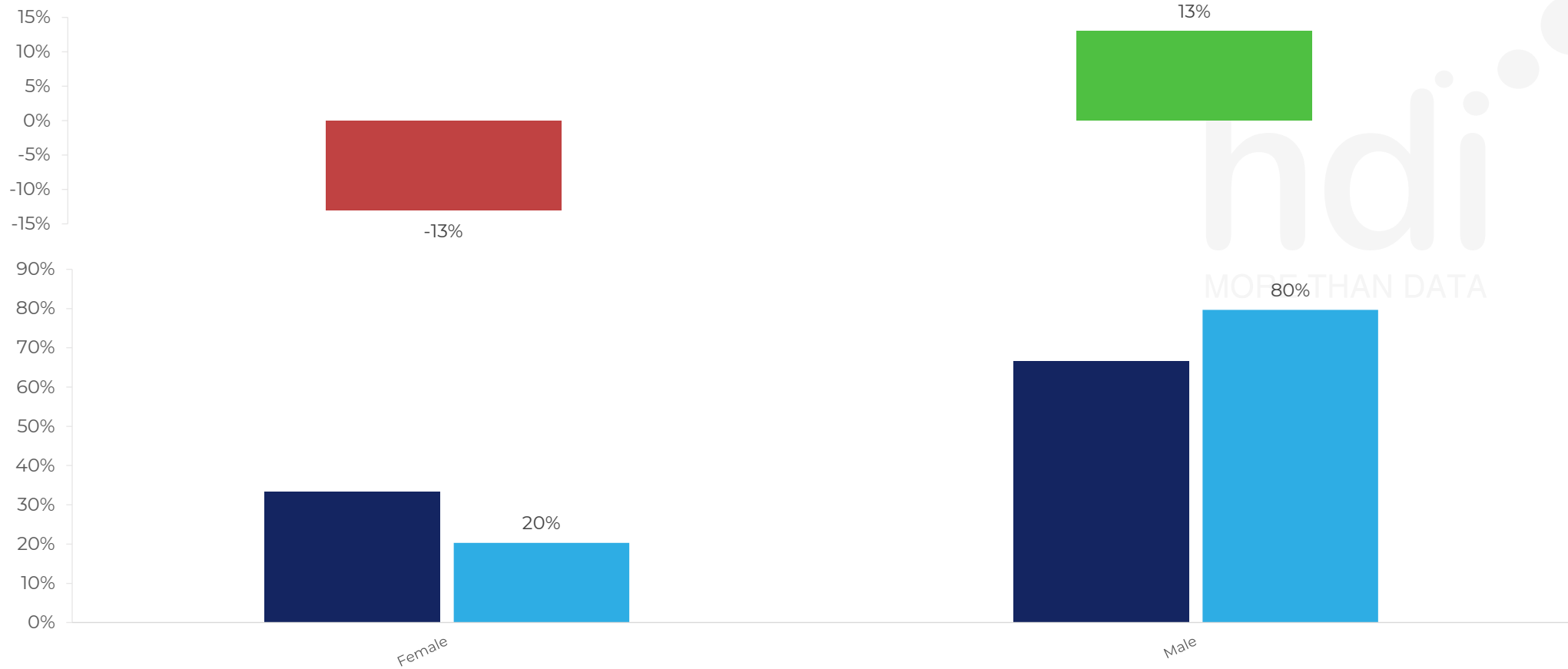
■ Competitor

■ Devon & Cornwall PL101AA

Gender

How does the gender profile of customers who visit Devon & Cornwall PL101AA compare versus its competitors?

% of spend for Devon & Cornwall PL101AA and 97 Chains in 3 Miles from 31/05/2023 - 22/05/2024 split by Gender



■ Competitor

■ Devon & Cornwall PL101AA

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

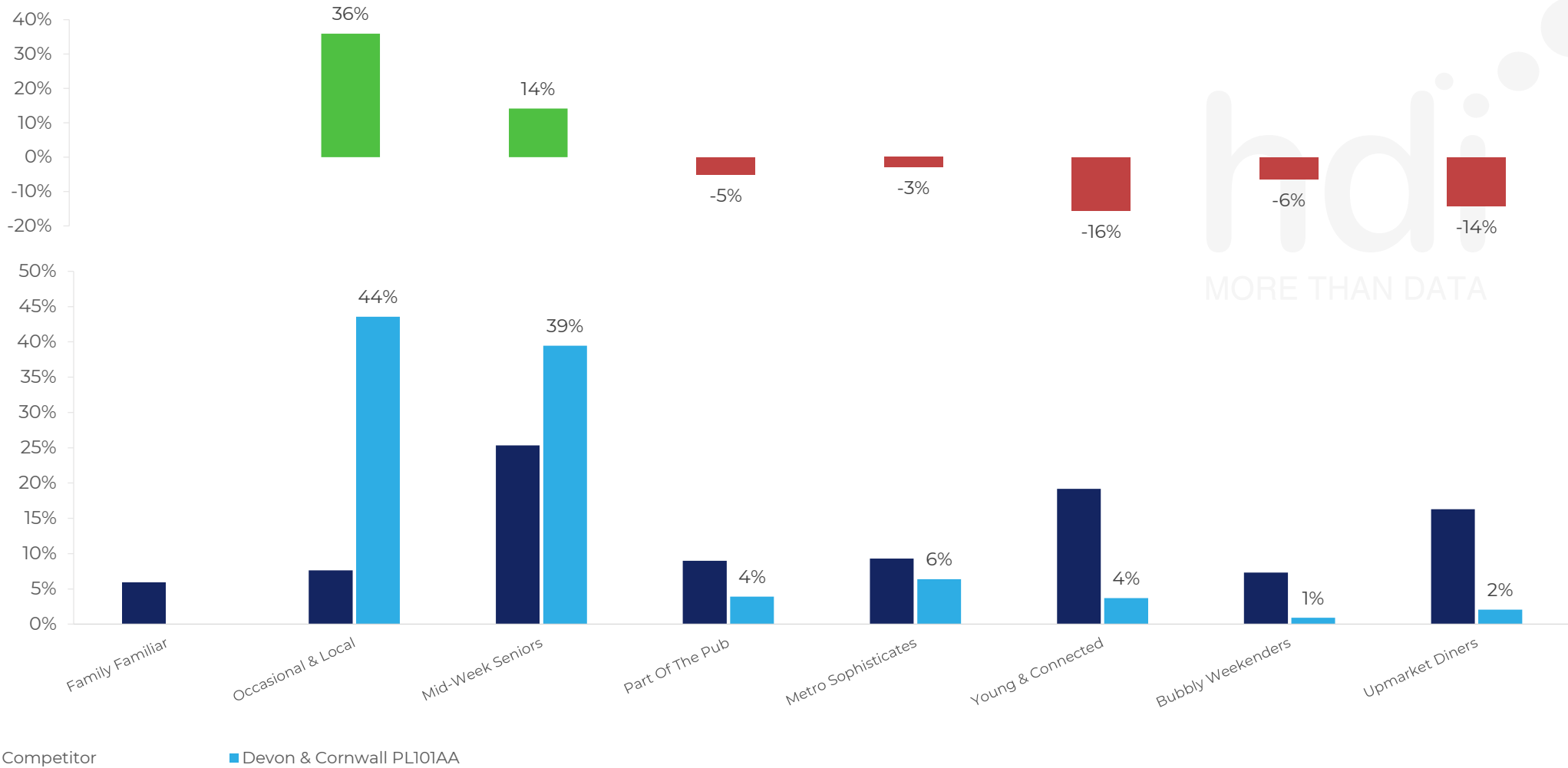
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Devon & Cornwall PL101AA compare versus its competitors?

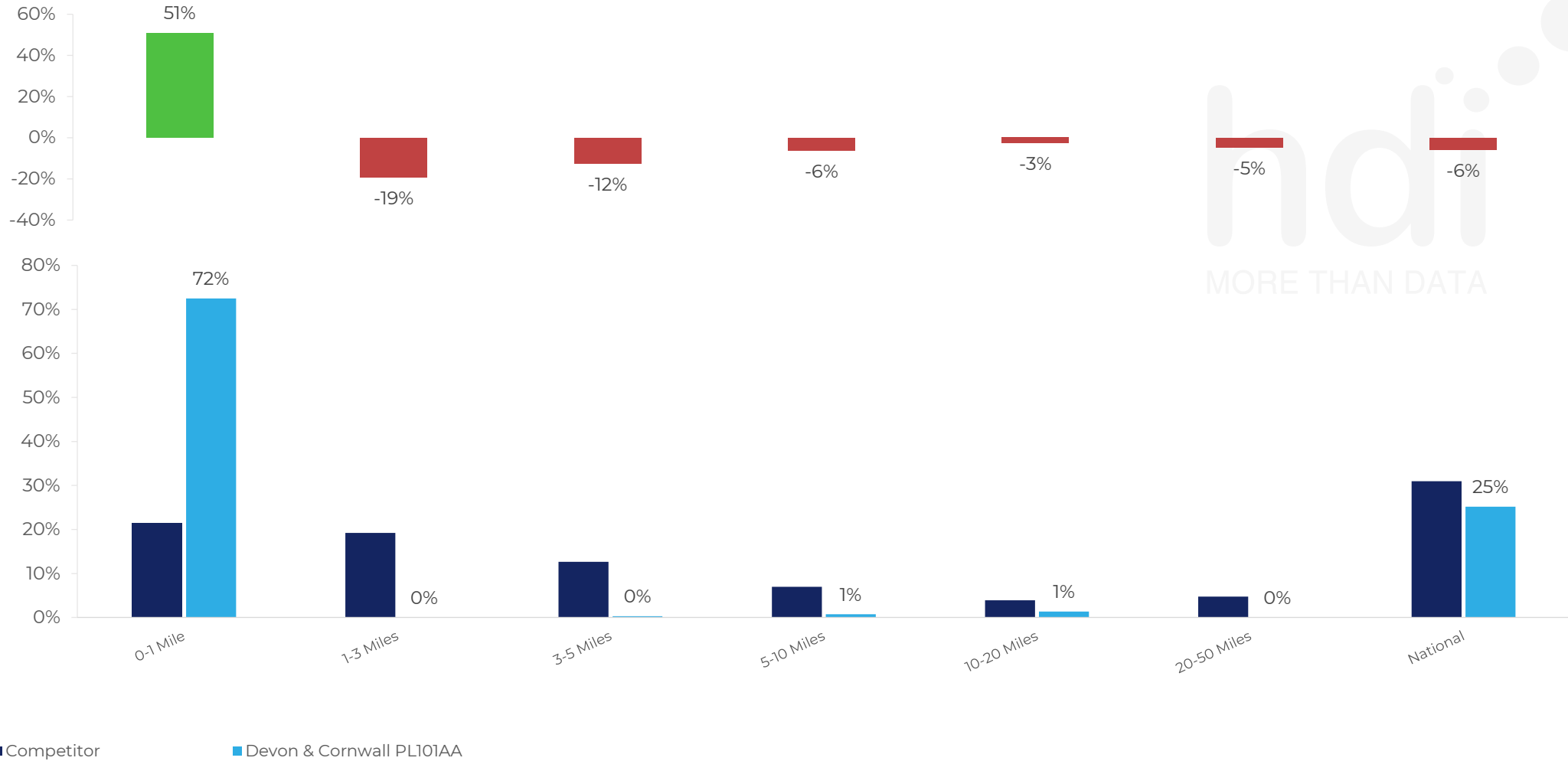
% of spend for Devon & Cornwall PL101AA and 97 Chains in 3 Miles from 31/05/2023 - 22/05/2024 split by Segment



Spend by Distance

How does the spend profile of Devon & Cornwall PL101AA compare versus its competitors based on travel distances?

% of spend for Devon & Cornwall PL101AA and 97 Chains in 3 Miles from 31/05/2023 - 22/05/2024 split by Distance travelled





Map of Guest Origin

Where do customers of Devon & Cornwall PL101AA come from?

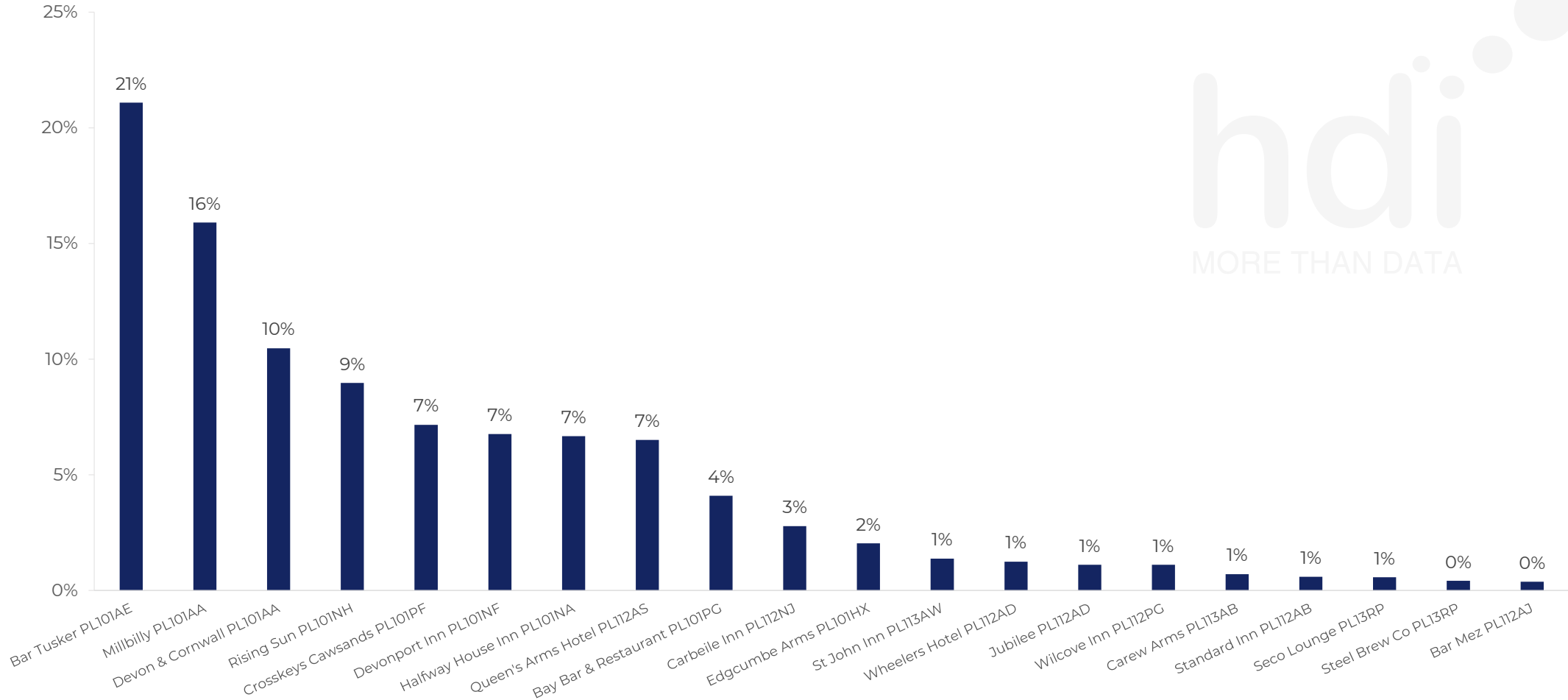
Where do customers of Devon & Cornwall PL101AA for 31/05/2023 - 22/05/2024 live



Share of Wallet

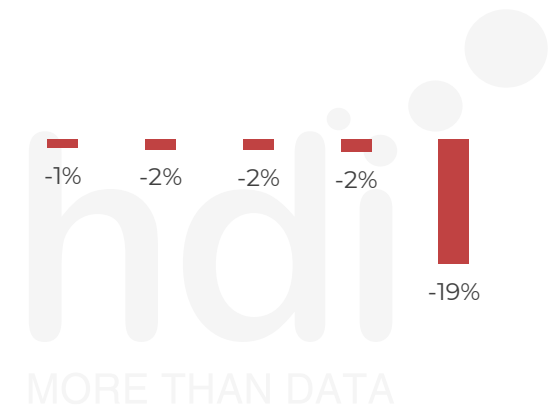
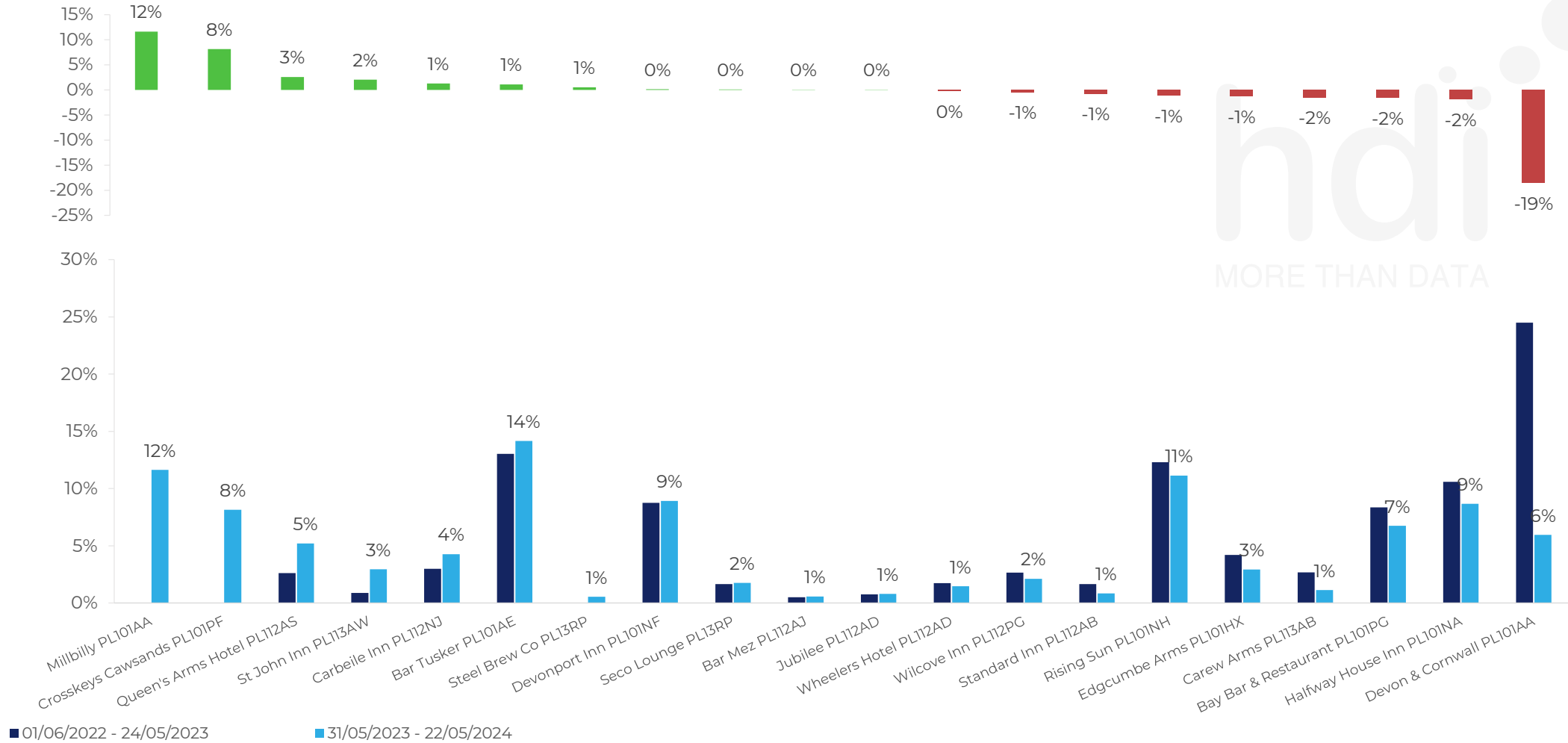
What are the Top 20 venues (by spend) that customers of Devon & Cornwall PL101AA also visit?

For customers of Devon & Cornwall PL101AA, who are the top 20 competitors from 97 Chains in 3 Miles for 31/05/2023 - 22/05/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Devon & Cornwall PL101AA changed between two date ranges?





Market Summary

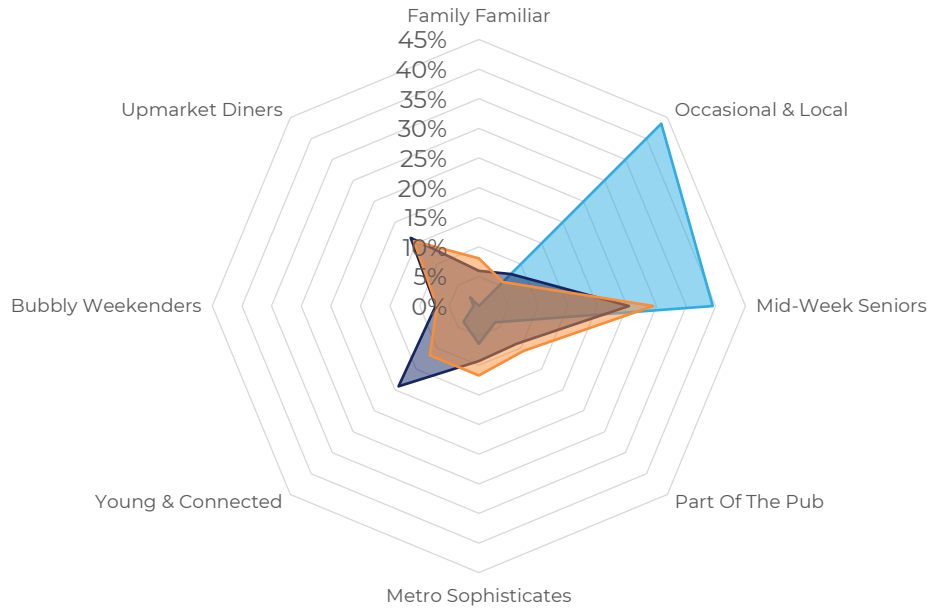
How does the local area for Devon & Cornwall PL101AA compare to the national average (1 = low, 10 = high)

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	£447K	3	£447K	2	£1.39M	2	£22.95M	3
Weekpart	Mon - Thu	39.0%	5	39.0%	4	39.7%	4	38.8%	2
Weekpart	Fri - Sat	43.1%	5	43.1%	5	40.8%	4	44.3%	8
Weekpart	Sun	17.9%	8	17.9%	9	19.5%	10	16.9%	8
Age	18 to 24	2.4%	2	2.4%	2	1.2%	1	6.3%	5
Age	25 to 34	9.0%	1	9.0%	1	8.1%	1	13.7%	1
Age	35 to 44	14.0%	1	14.0%	1	16.2%	1	21.1%	3
Age	45 to 54	15.9%	2	15.9%	2	20.6%	6	20.3%	6
Age	55 to 64	39.5%	10	39.5%	10	27.2%	10	20.8%	10
Age	65 to 74	15.4%	10	15.4%	10	17.0%	10	12.2%	10
Age	75+	3.7%	8	3.7%	8	9.6%	10	5.6%	9
CAMEO	Business Elite	3.0%	3	3.0%	3	4.9%	4	4.5%	3
CAMEO	Prosperous Professionals	11.6%	9	11.6%	10	10.6%	9	6.6%	6
CAMEO	Flourishing Society	9.8%	4	9.8%	4	11.4%	5	10.7%	4
CAMEO	Content Communities	14.3%	7	14.3%	7	12.7%	6	10.9%	3
CAMEO	White Collar Neighbourhoods	5.5%	1	5.5%	1	9.0%	3	12.6%	7
CAMEO	Enterprising Mainstream	4.9%	3	4.9%	3	7.0%	5	11.1%	8
CAMEO	Paying The Mortgage	34.6%	10	34.6%	10	27.9%	10	19.1%	9
CAMEO	Cash Conscious Communities	6.6%	4	6.6%	3	7.8%	4	10.5%	7
CAMEO	On A Budget	8.9%	8	8.9%	8	6.5%	6	9.0%	8
CAMEO	Family Value	0.7%	2	0.7%	2	2.1%	5	5.0%	7
Affluence	AB	24.4%	5	24.4%	5	26.9%	5	21.8%	3
Affluence	C1C2	59.3%	9	59.3%	9	56.6%	9	53.7%	8
Affluence	DE	16.3%	4	16.3%	4	16.4%	4	24.5%	7



Local Market Profile

Mix of spend by customer segment in Punch site and local market



	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Devon & Cornwall	27	0.00%	43.58%	39.47%	3.90%	6.37%	3.69%	0.90%	2.06%
Local Catchment	3163	5.93%	7.64%	25.34%	8.98%	9.28%	19.19%	7.31%	16.28%
Punch T&L	104833	8.08%	5.73%	29.44%	10.69%	11.71%	11.72%	7.10%	15.49%
Devon & Cornwall vs Local Catchment		0.00%	35.94%	14.13%	-5.08%	-2.91%	-15.50%	-6.41%	-14.22%
Devon & Cornwall vs Punch T&L		0.00%	37.85%	10.03%	-6.79%	-5.34%	-8.03%	-6.20%	-13.43%
Local Catchment vs Punch T&L		-2.15%	1.91%	-4.10%	-1.71%	-2.43%	7.47%	0.21%	0.79%

■ Devon & Cornwall

■ Local Catchment

■ Punch T&L