



Site Summary



Castle IP139BP

IP139BP

Punch T&L



Work Area
Ipswich



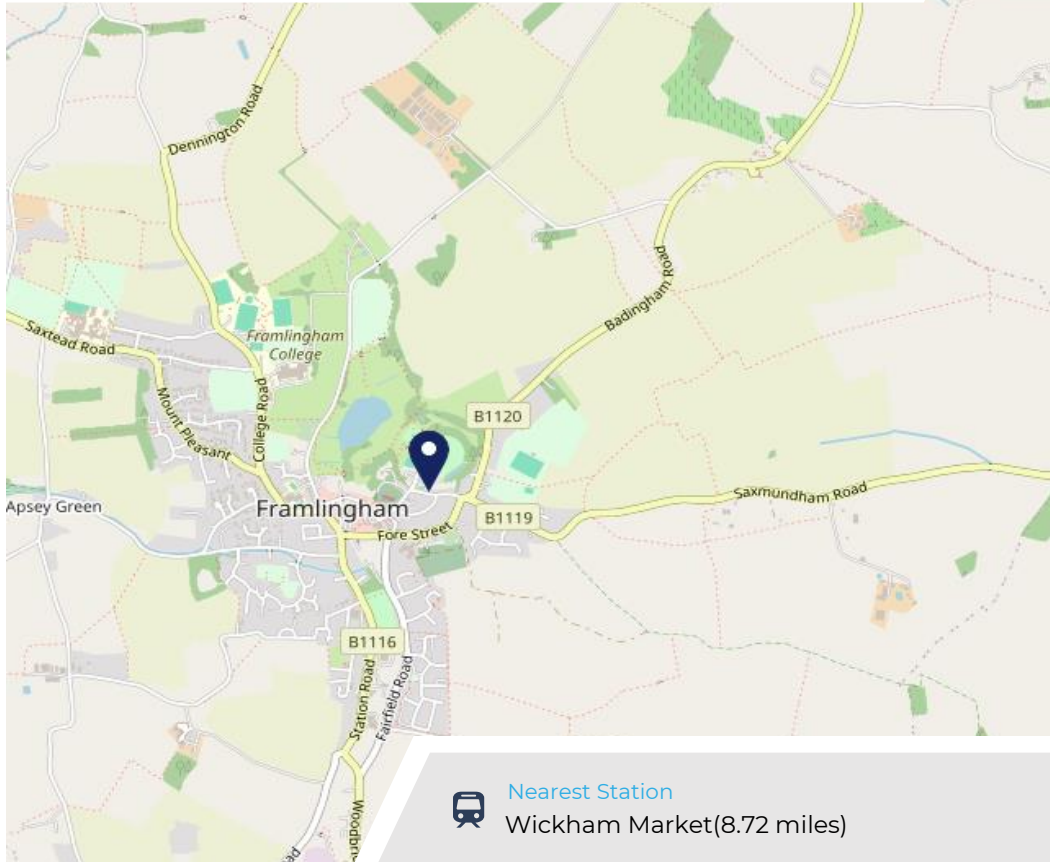
Region
East of England



TV Region
Anglia



Urbanicity
Rural town and fringe



ATV
£8.68



Gender
89.11%
Male



Affluence
66.23%
Low Income



Segmentation
63.38%
On A Budget



Age Group
35.88%
25 to 34



Visit Day
29.59%
Fri

Top Competitors



Station Hotel
IP139EE
 Pub Restaurant

#1



Crown (Framlingham)
IP139AP
 GK Pub Partners

#2



Old Mill House (Saxtead)
IP139QE
 Admiral Taverns Ltd

#3

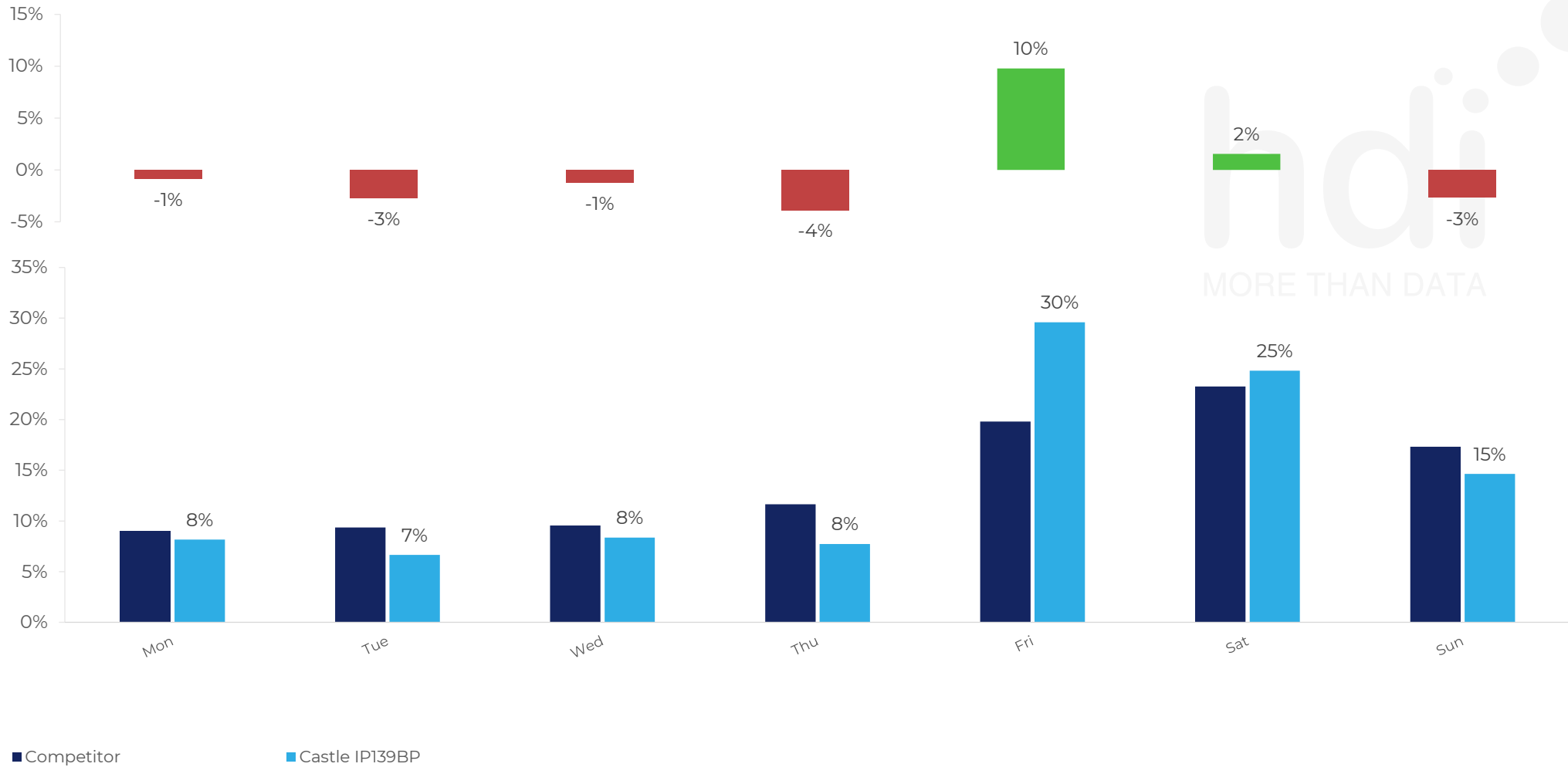


Nearest Station
Wickham Market(8.72 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Castle IP139BP versus its competitors?

% of spend for Castle IP139BP and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Day of Week

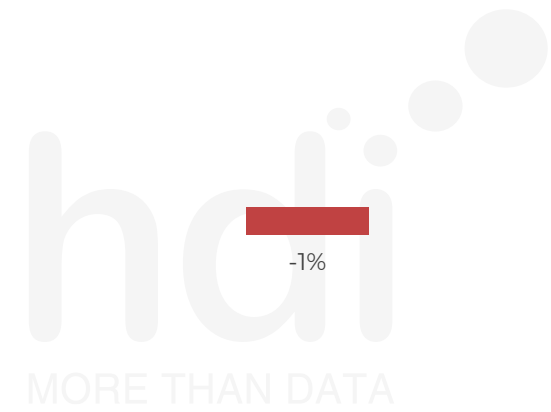
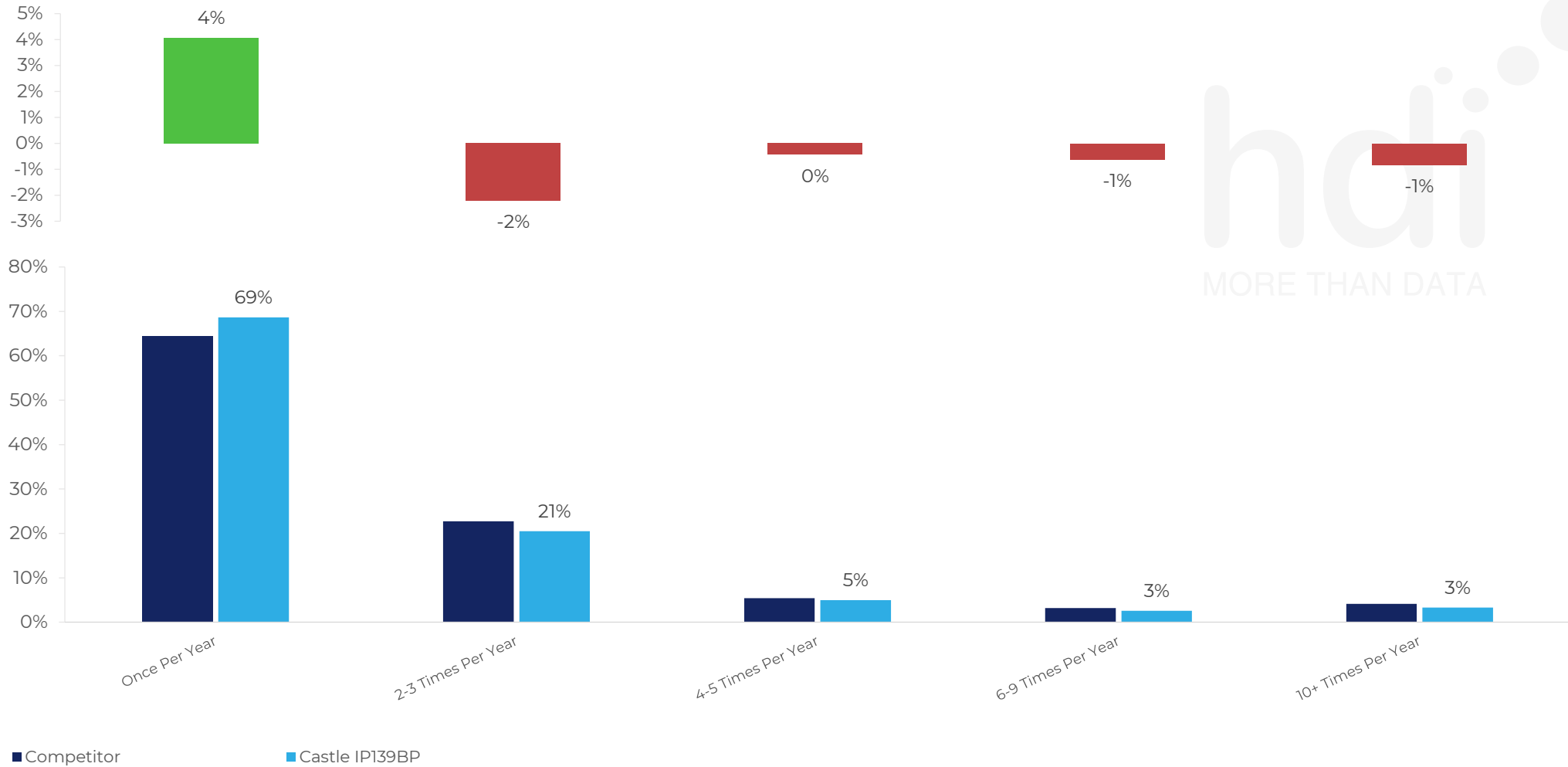




Visit Frequency

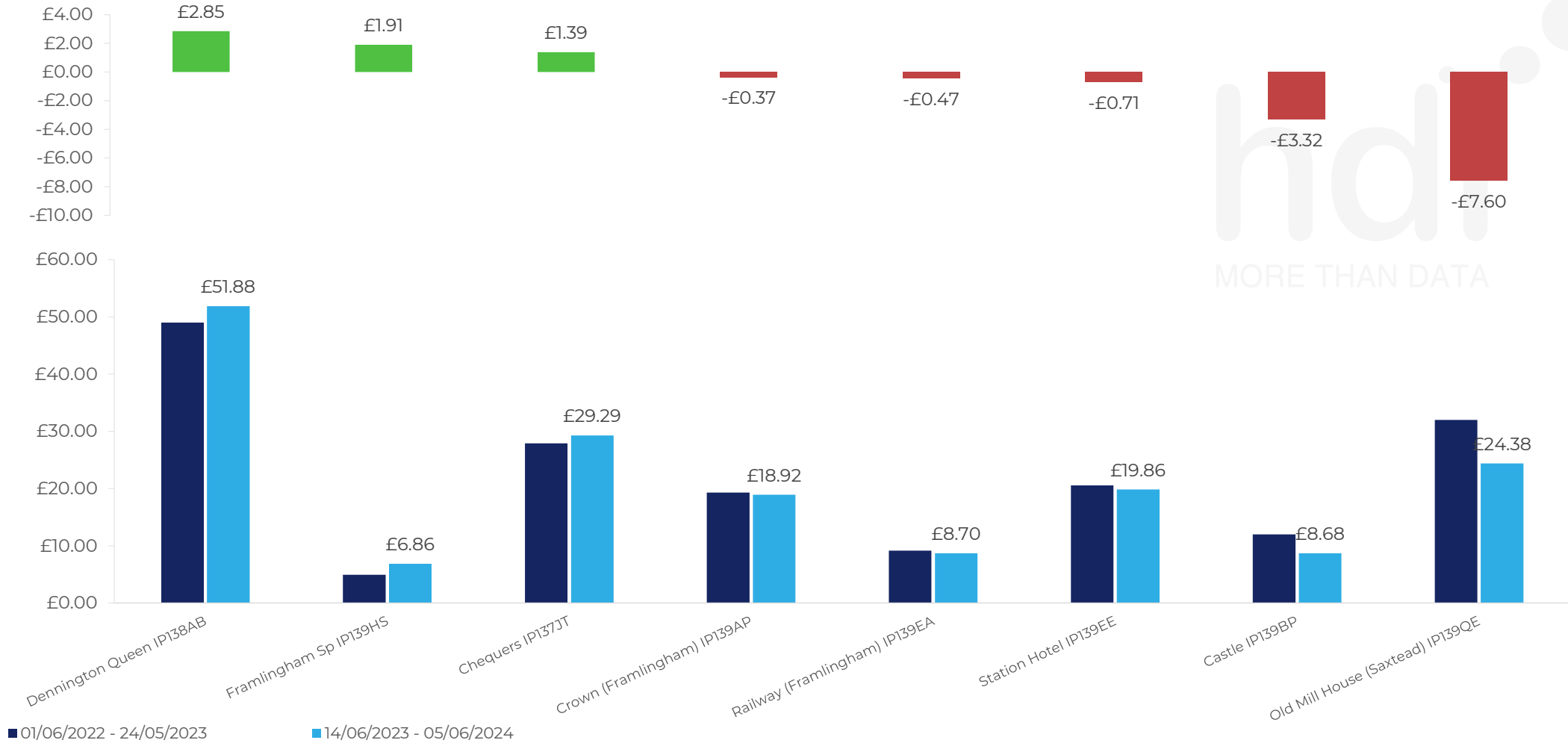
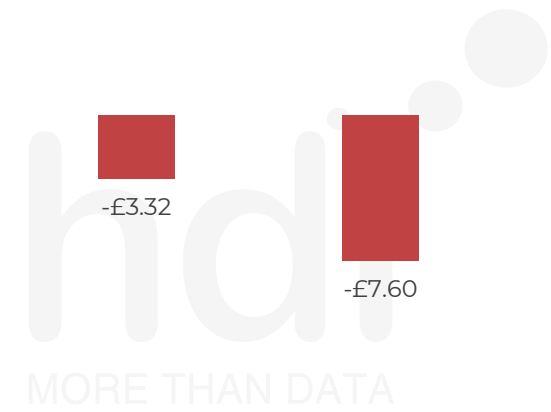
How frequently per year do customers visit Castle IP139BP versus its competitors?

% of customer numbers for Castle IP139BP and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

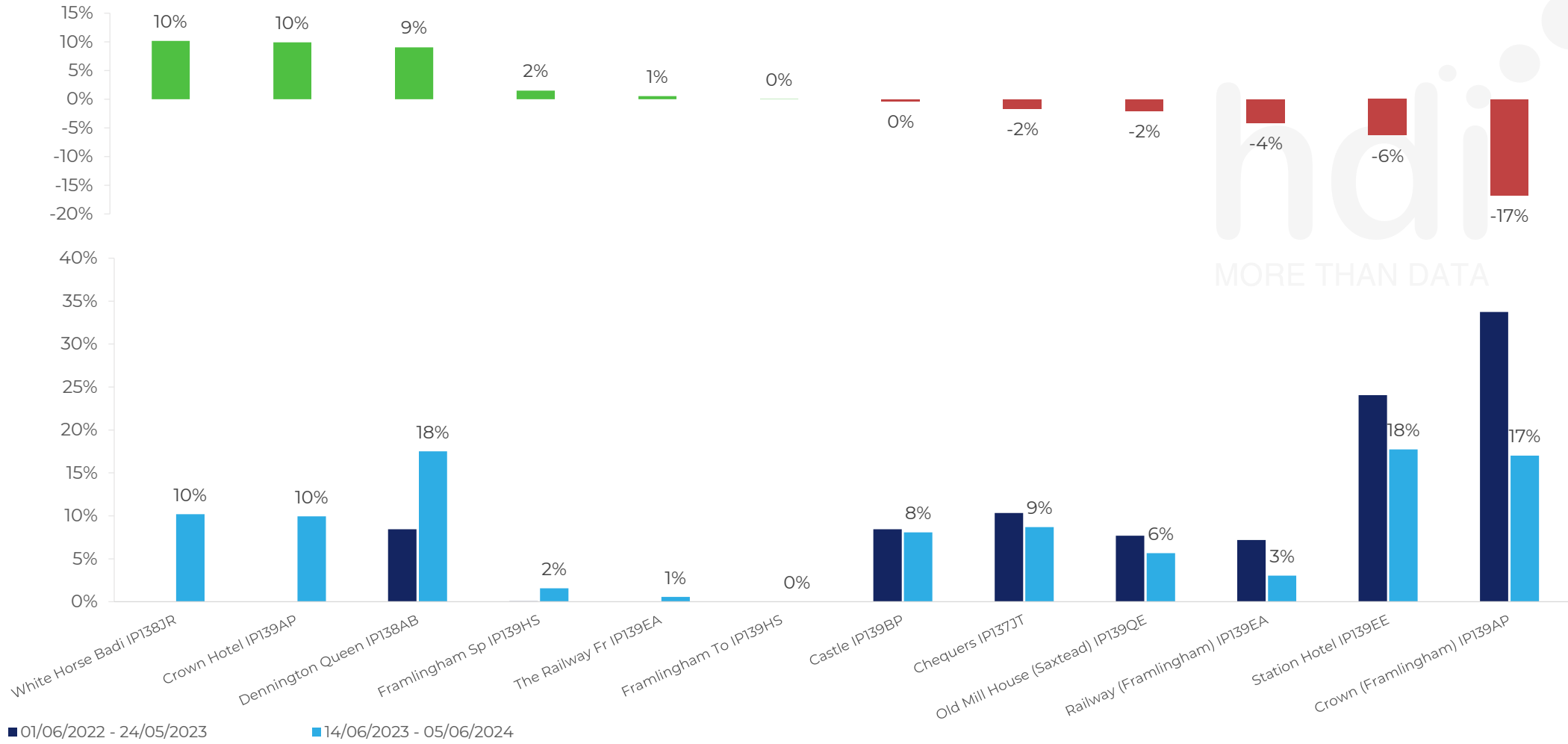
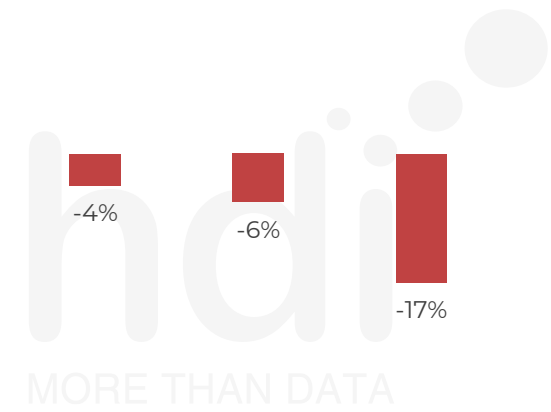




Market Share Change

How has market share changed between two date ranges?

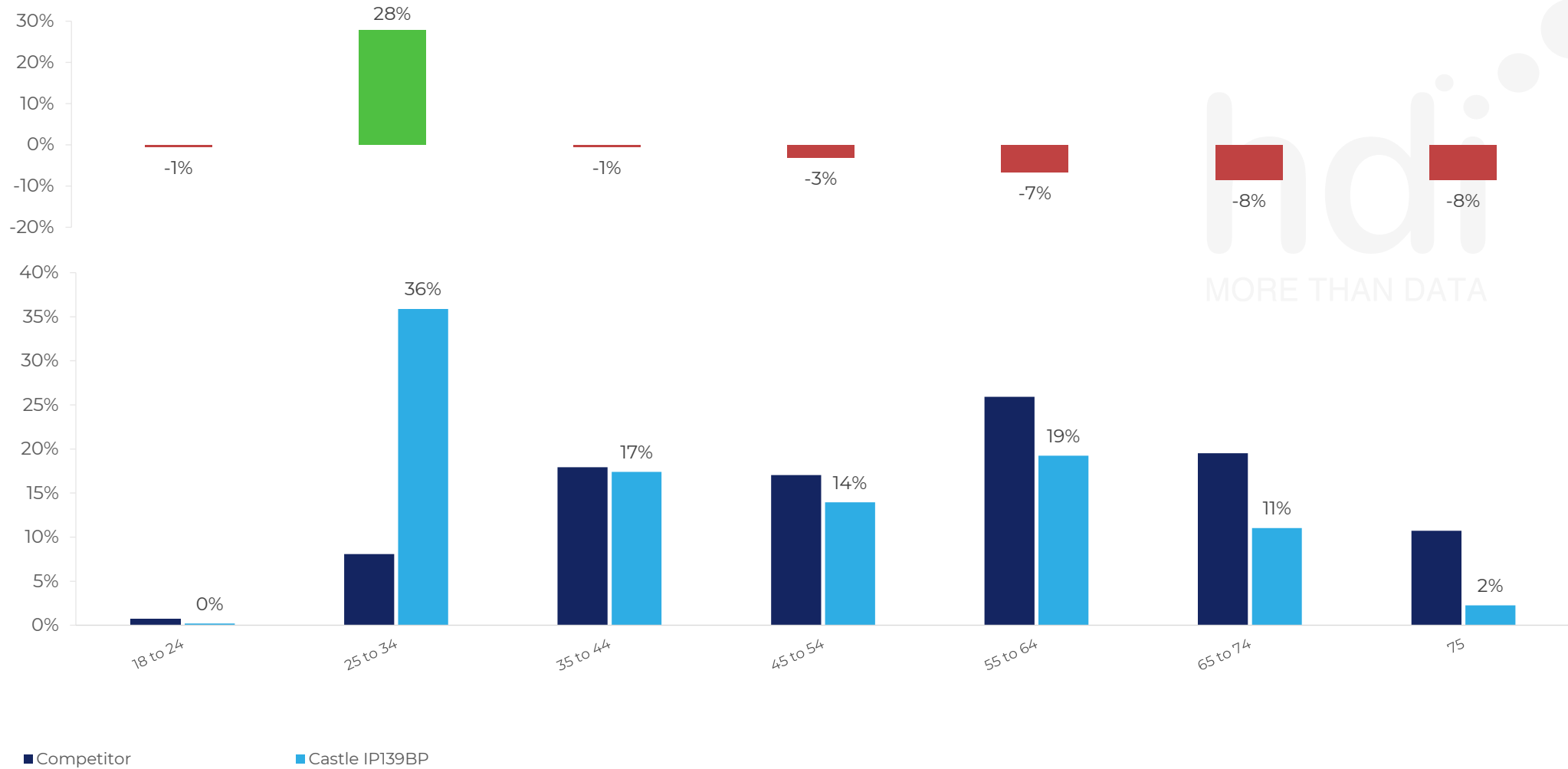
% of market share spend for Castle IP139BP and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024



Age

How does the age profile of customers who visit Castle IP139BP compare versus its competitors?

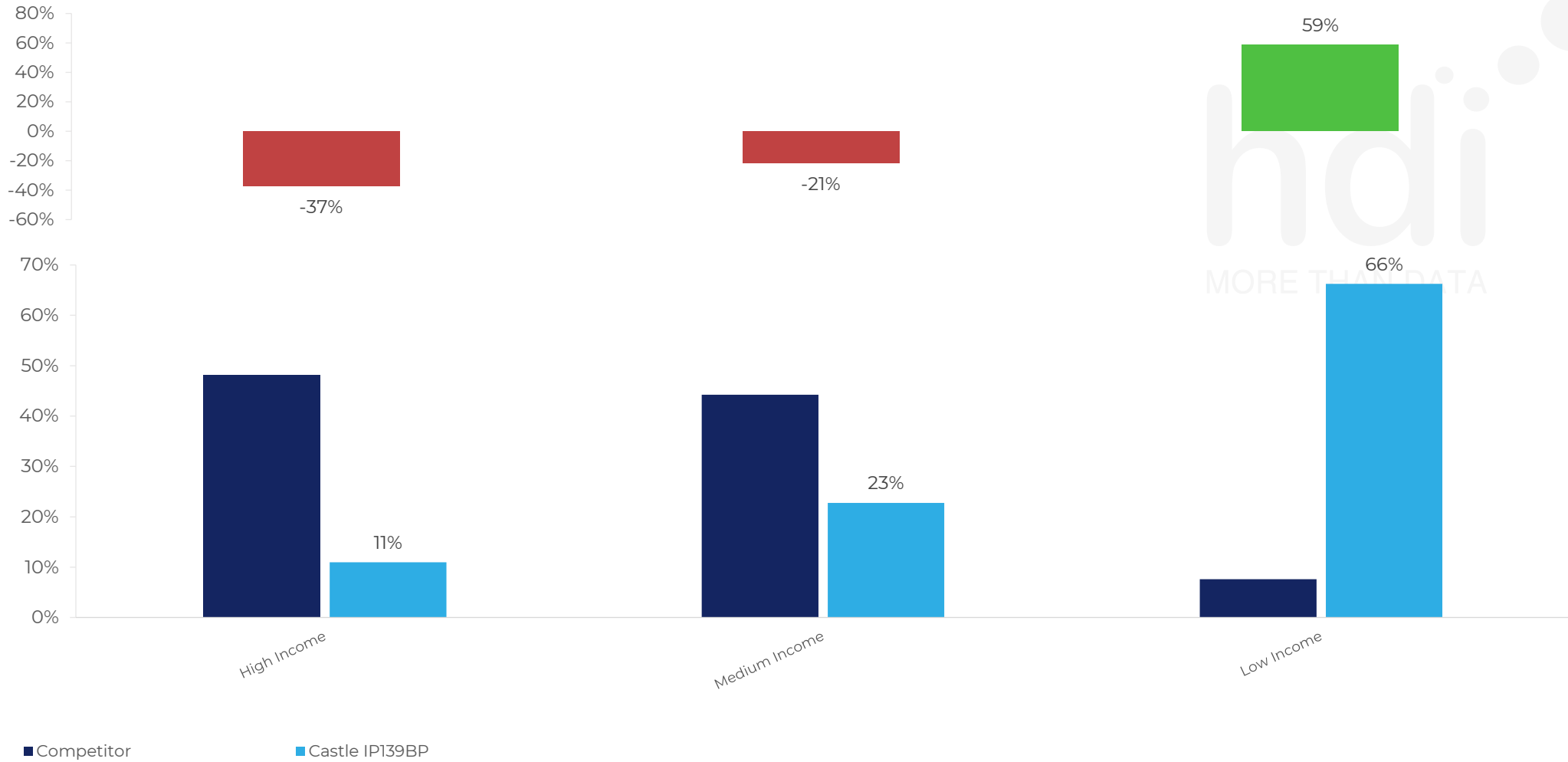
% of spend for Castle IP139BP and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Age Range



Affluence

How does the affluence of customers who visit Castle IP139BP compare versus its competitors?

% of spend for Castle IP139BP and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Affluence

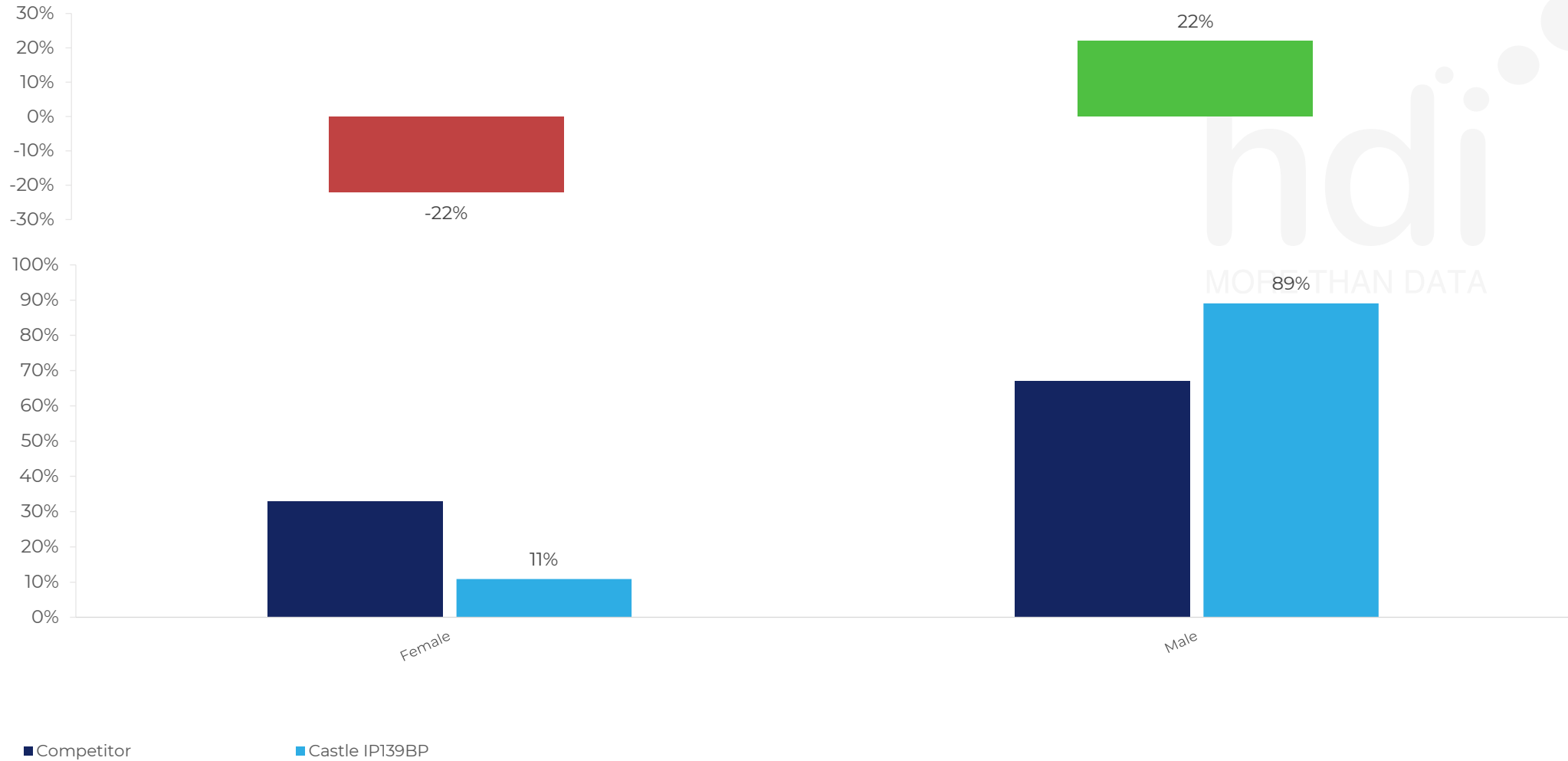




Gender

How does the gender profile of customers who visit Castle IP139BP compare versus its competitors?

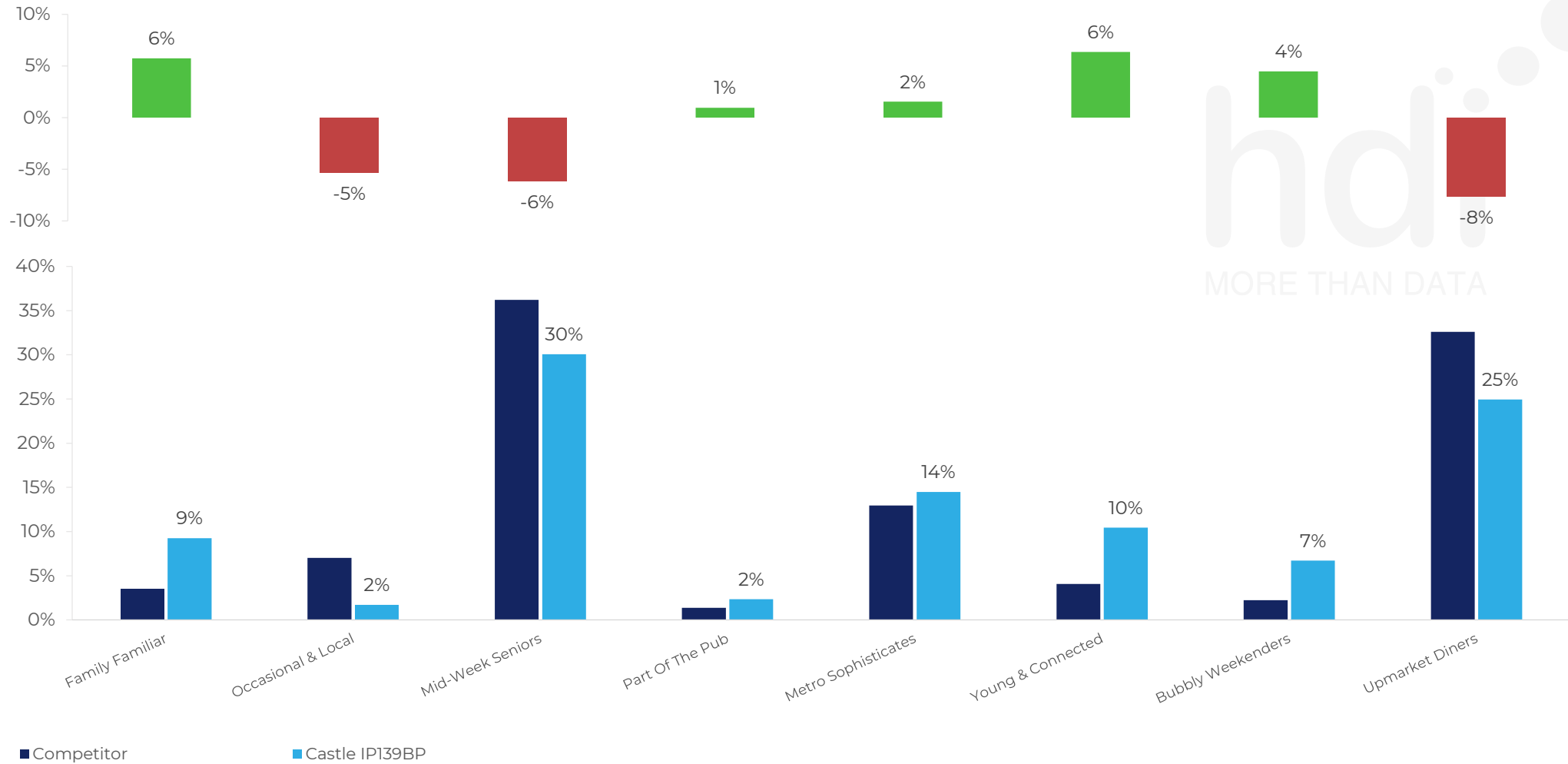
% of spend for Castle IP139BP and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Gender



Punch Segmentation

How does the Custom segmentation profile of customers who visit Castle IP139BP compare versus its competitors?

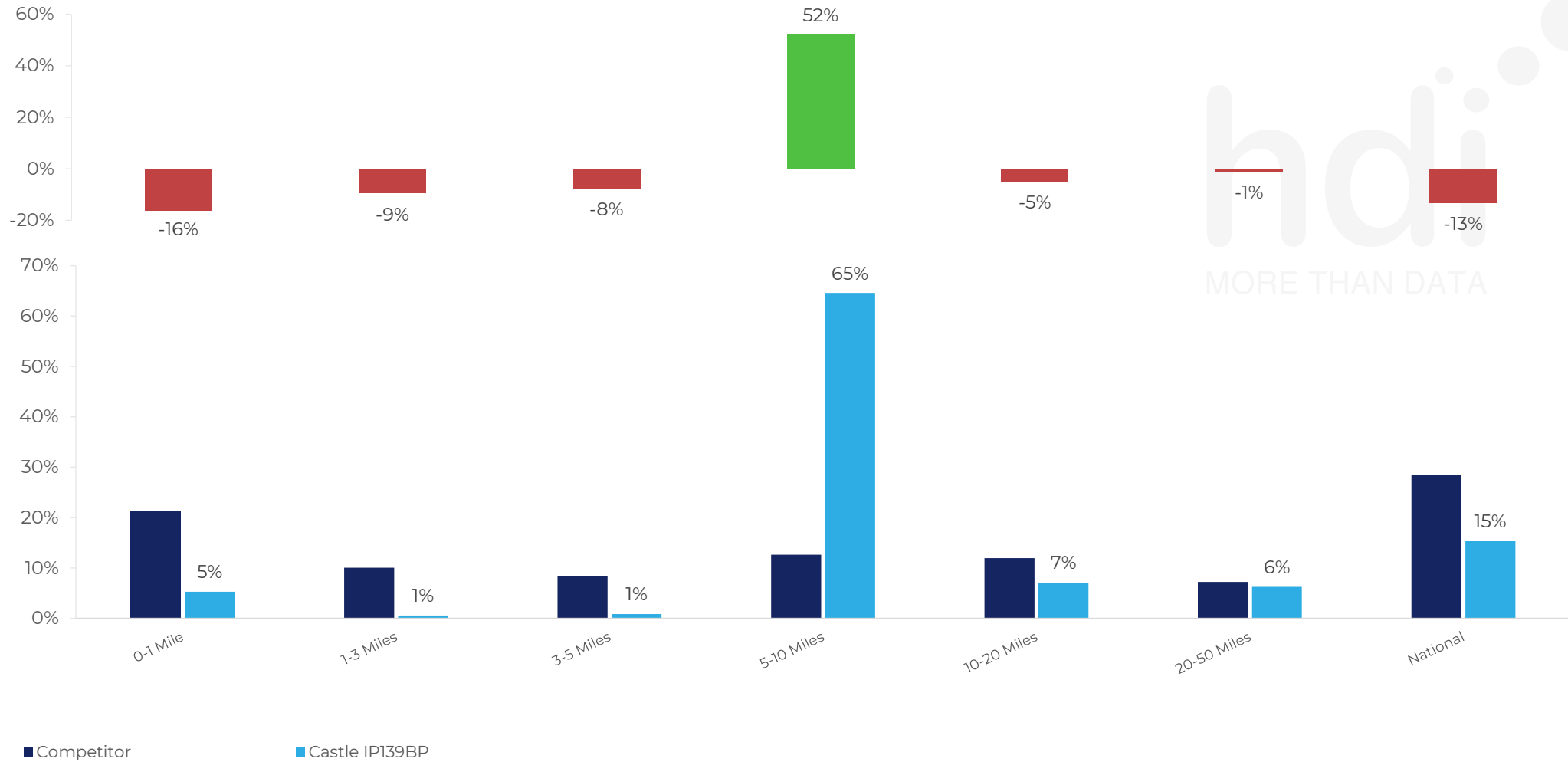
% of spend for Castle IP139BP and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Segment



Spend by Distance

How does the spend profile of Castle IP139BP compare versus its competitors based on travel distances?

% of spend for Castle IP139BP and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Distance travelled

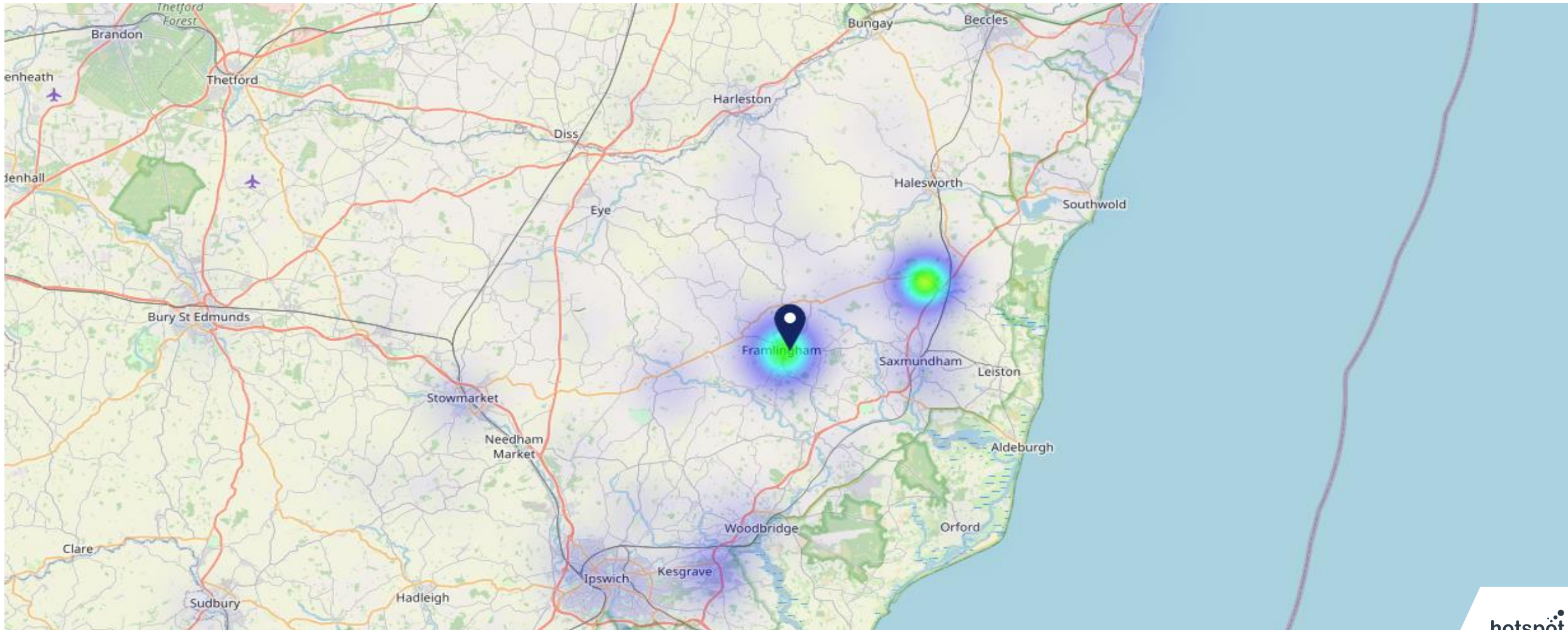




Map of Guest Origin

Where do customers of Castle IP139BP come from?

Where do customers of Castle IP139BP for 14/06/2023 - 05/06/2024 live

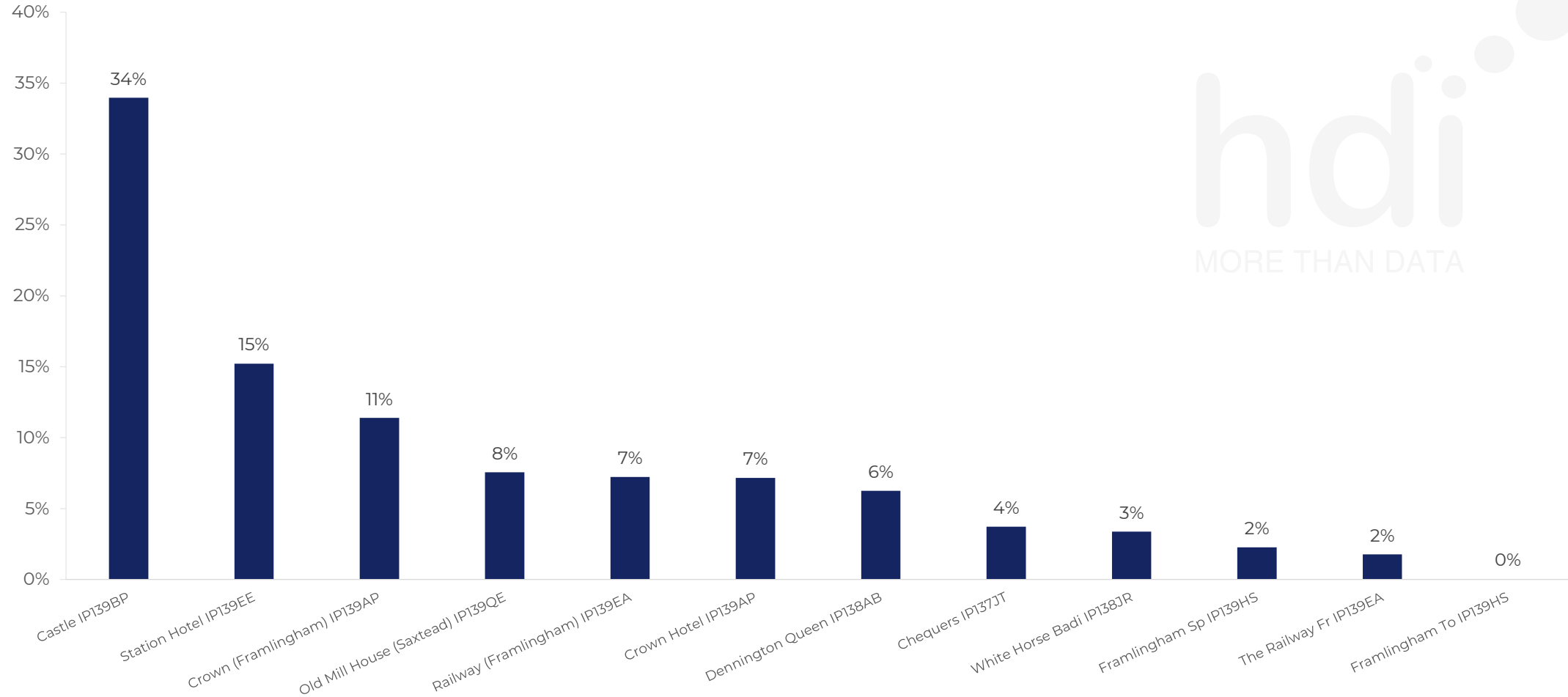




Share of Wallet

What are the Top 20 venues (by spend) that customers of Castle IP139BP also visit?

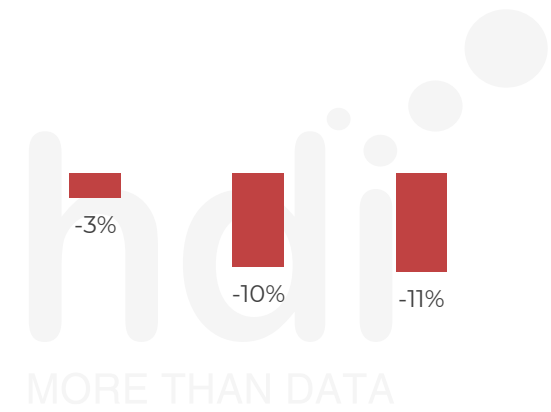
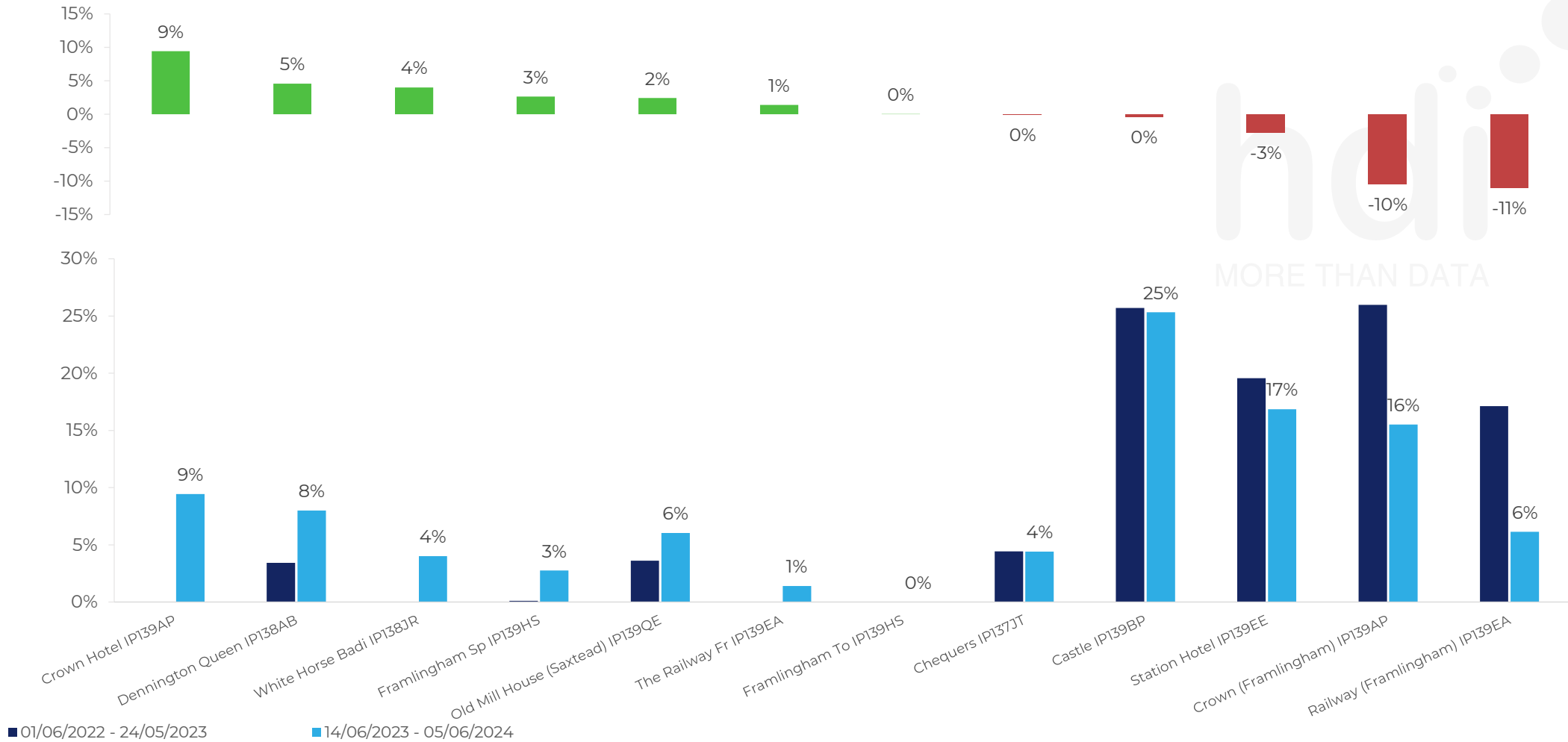
For customers of Castle IP139BP, who are the top 20 competitors from 97 Chains in 3 Miles for 14/06/2023 - 05/06/2024 split by Venue



hdi
MORE THAN DATA

Share of Wallet Change

How has share of wallet of customers of Castle IP139BP changed between two date ranges?





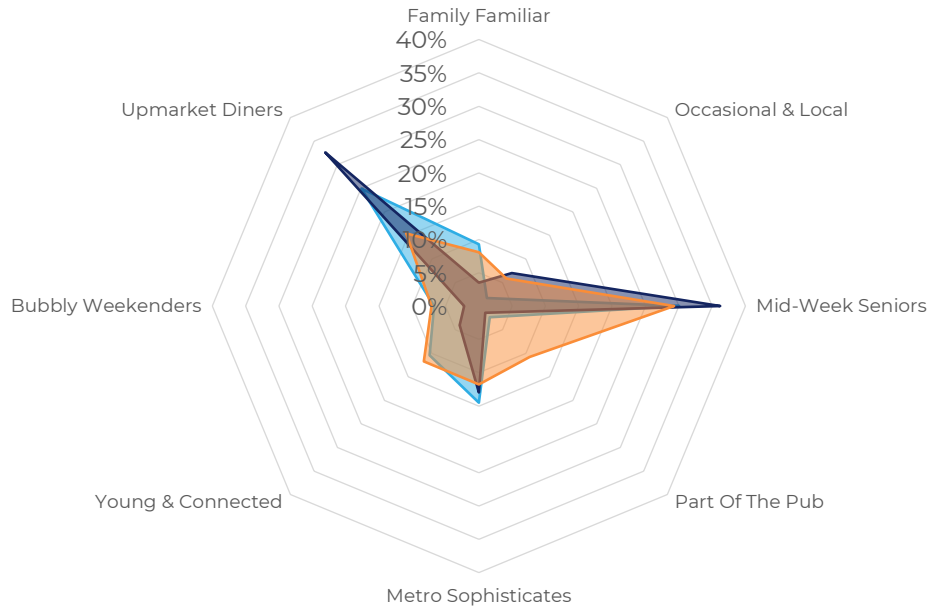
Market Summary

How does the local area for Castle IP139BP 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	£2.07M	6	£3.15M	5	£3.78M	3	£5.31M	1
Weekpart	Mon - Thu	40.3%	5	41.6%	6	40.7%	5	40.3%	4
Weekpart	Fri - Sat	50.8%	9	47.6%	8	47.8%	9	45.6%	9
Weekpart	Sun	8.9%	2	10.8%	2	11.5%	1	14.1%	2
Age	18 to 24	0.9%	1	1.1%	1	1.1%	1	0.9%	1
Age	25 to 34	10.5%	1	10.9%	1	11.1%	1	9.3%	1
Age	35 to 44	18.1%	2	20.2%	3	20.6%	3	18.5%	1
Age	45 to 54	14.6%	2	15.6%	2	16.0%	1	16.9%	1
Age	55 to 64	29.9%	10	27.4%	10	27.1%	10	26.8%	10
Age	65 to 74	19.0%	10	16.9%	10	16.5%	10	18.0%	10
Age	75+	7.0%	10	7.9%	10	7.7%	10	9.5%	10
CAMEO	Business Elite	5.2%	5	5.1%	4	5.8%	5	6.0%	4
CAMEO	Prosperous Professionals	9.6%	9	8.9%	8	9.2%	9	10.2%	9
CAMEO	Flourishing Society	27.0%	10	27.9%	10	28.6%	10	28.5%	10
CAMEO	Content Communities	17.5%	9	17.0%	9	17.1%	9	17.1%	9
CAMEO	White Collar Neighbourhoods	7.1%	2	7.7%	2	7.4%	2	7.0%	1
CAMEO	Enterprising Mainstream	10.2%	7	10.7%	8	11.0%	8	12.3%	9
CAMEO	Paying The Mortgage	7.1%	1	8.0%	2	7.5%	1	7.7%	1
CAMEO	Cash Conscious Communities	3.9%	2	4.5%	2	4.2%	1	3.7%	1
CAMEO	On A Budget	11.8%	9	9.6%	8	8.5%	7	6.8%	6
CAMEO	Family Value	0.7%	2	0.8%	2	0.6%	1	0.6%	1
Affluence	AB	41.8%	8	41.8%	8	43.6%	9	44.7%	9
Affluence	C1C2	41.8%	3	43.3%	4	43.1%	3	44.2%	4
Affluence	DE	16.4%	4	14.8%	3	13.4%	3	11.1%	1



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
Castle	111	9.26%	1.70%	30.07%	2.34%	14.49%	10.44%	6.71%	24.94%
Local Catchment	618	3.53%	7.02%	36.22%	1.38%	12.95%	4.07%	2.22%	32.59%
Punch T&L	105489	8.10%	5.83%	29.29%	10.79%	11.73%	11.71%	7.10%	15.42%
Castle vs Local Catchment		5.73%	-5.32%	-6.15%	0.96%	1.54%	6.37%	4.49%	-7.65%
Castle vs Punch T&L		1.16%	-4.13%	0.78%	-8.45%	2.76%	-1.27%	-0.39%	9.52%
Local Catchment vs Punch T&L		-4.57%	1.19%	6.93%	-9.41%	1.22%	-7.64%	-4.88%	17.17%

■ Castle

■ Local Catchment

■ Punch T&L



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

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Castle IPI39BP	111	9.26%	1.70%	30.07%	2.34%	14.49%	10.44%	6.71%	24.94%
Station Hotel IPI39EE	125	0.28%	5.65%	32.66%	0.03%	13.67%	11.94%	0.96%	34.77%
Crown (Framlingham) IPI39AP	224	3.50%	15.56%	29.91%	1.94%	12.13%	1.62%	2.13%	33.16%
Old Mill House (Saxtead) IPI39QE	41	6.89%	0.00%	21.23%	19.32%	17.86%	0.68%	9.36%	24.63%
Railway (Framlingham) IPI39EA	53	3.89%	5.74%	38.64%	6.44%	10.10%	6.39%	3.85%	24.91%
Crown Hotel IPI39AP	125	3.84%	15.78%	26.71%	0.26%	22.06%	3.21%	2.37%	25.72%
Dennington Queen IPI38AB	89	5.55%	0.00%	38.92%	0.00%	7.87%	0.20%	0.37%	47.05%
Chequers IPI37JT	74	5.05%	2.48%	60.98%	0.00%	7.21%	0.00%	0.43%	23.82%
White Horse Badi IPI38JR	92	4.86%	0.00%	48.52%	0.08%	5.19%	4.56%	1.52%	35.24%
Framlingham Sp IPI39HS	35	2.47%	1.38%	3.71%	0.00%	52.02%	2.72%	26.40%	11.26%
The Railway Fr IPI39EA	8	0.00%	0.00%	24.70%	0.00%	16.57%	15.63%	0.00%	43.08%
Framlingham To IPI39HS	3	23.80%	38.09%	0.00%	0.00%	38.09%	0.00%	0.00%	0.00%

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.

