



### Site Summary



## Poacher RG291RP

RG291RP

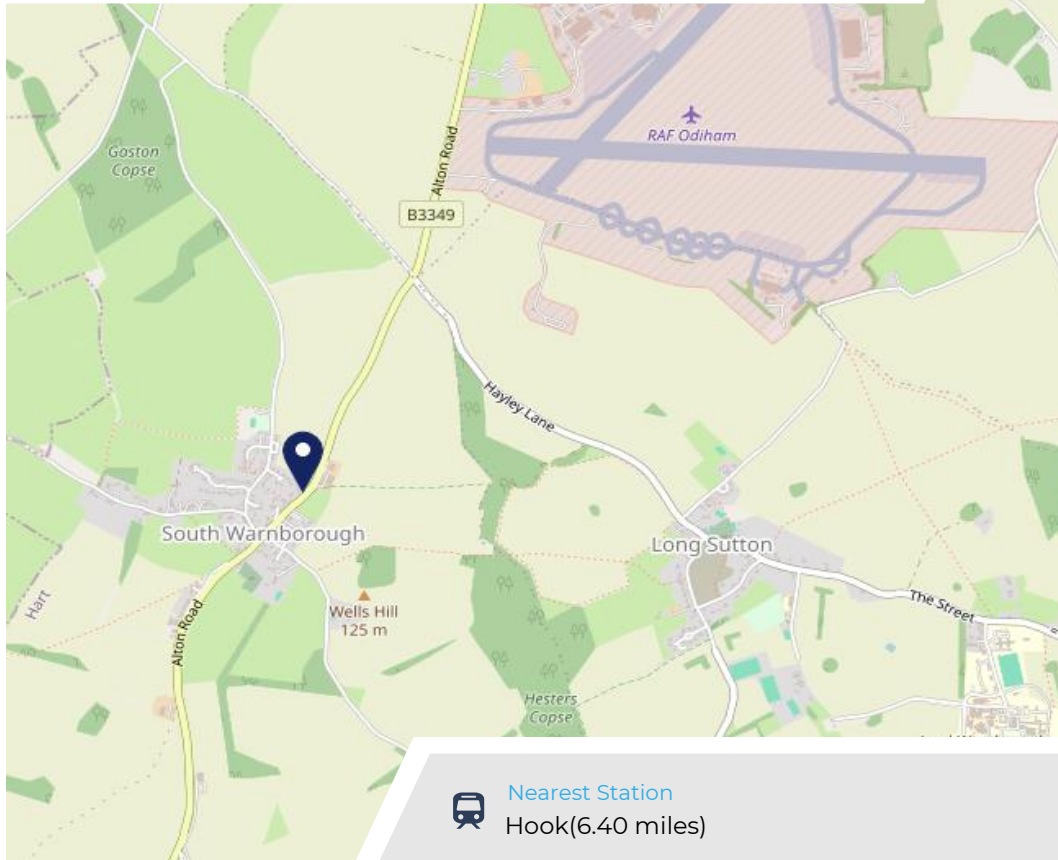
Punch - Fireside Inns

**Work Area**  
Basingstoke

**Region**  
South East

**TV Region**  
South

**Urbanicity**  
Rural village



ATV  
**£20.08**



Gender  
**71.90%**  
Male



Affluence  
**54.79%**  
High Income



Segmentation  
**26.15%**  
Flourishing Society



Age Group  
**23.97%**  
35 to 44



Visit Day  
**24.51%**  
Sat

### Top Competitors



**Hoddington Arms**  
RG252RL  
 Pub Restaurant

**#1**



**Red Lion Odiham**  
RG291LP  
 Pub Restaurant

**#2**



**#3**

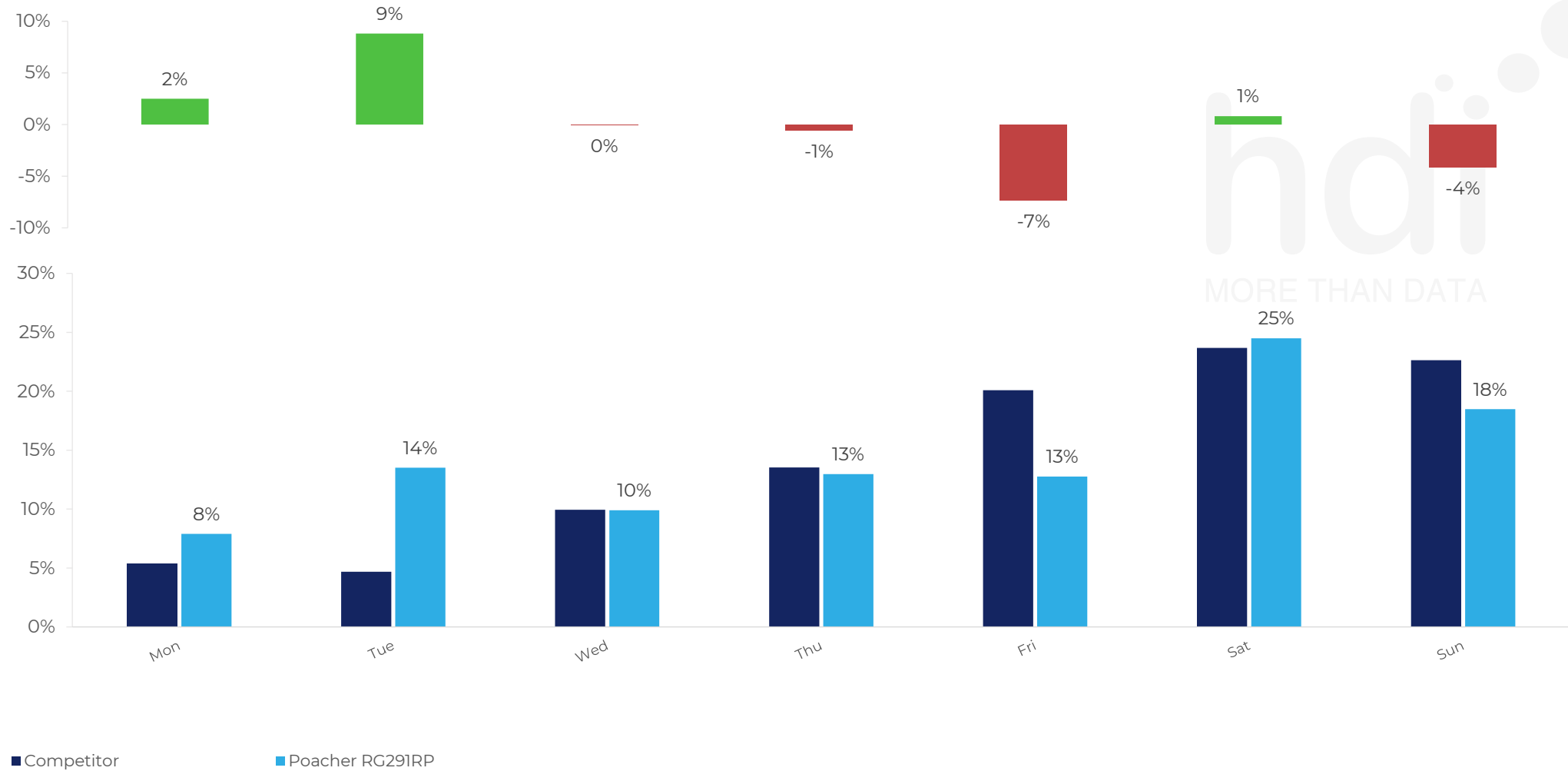


**Nearest Station**  
Hook(6.40 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Poacher RG291RP versus its competitors?

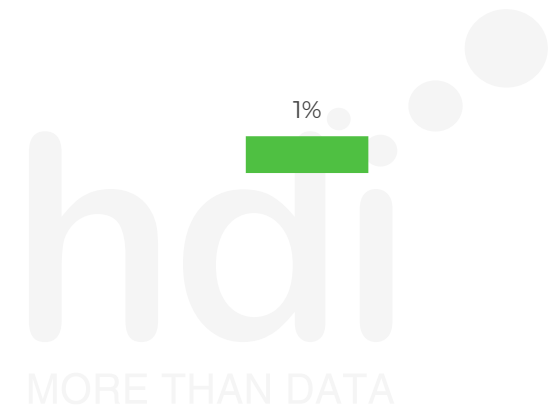
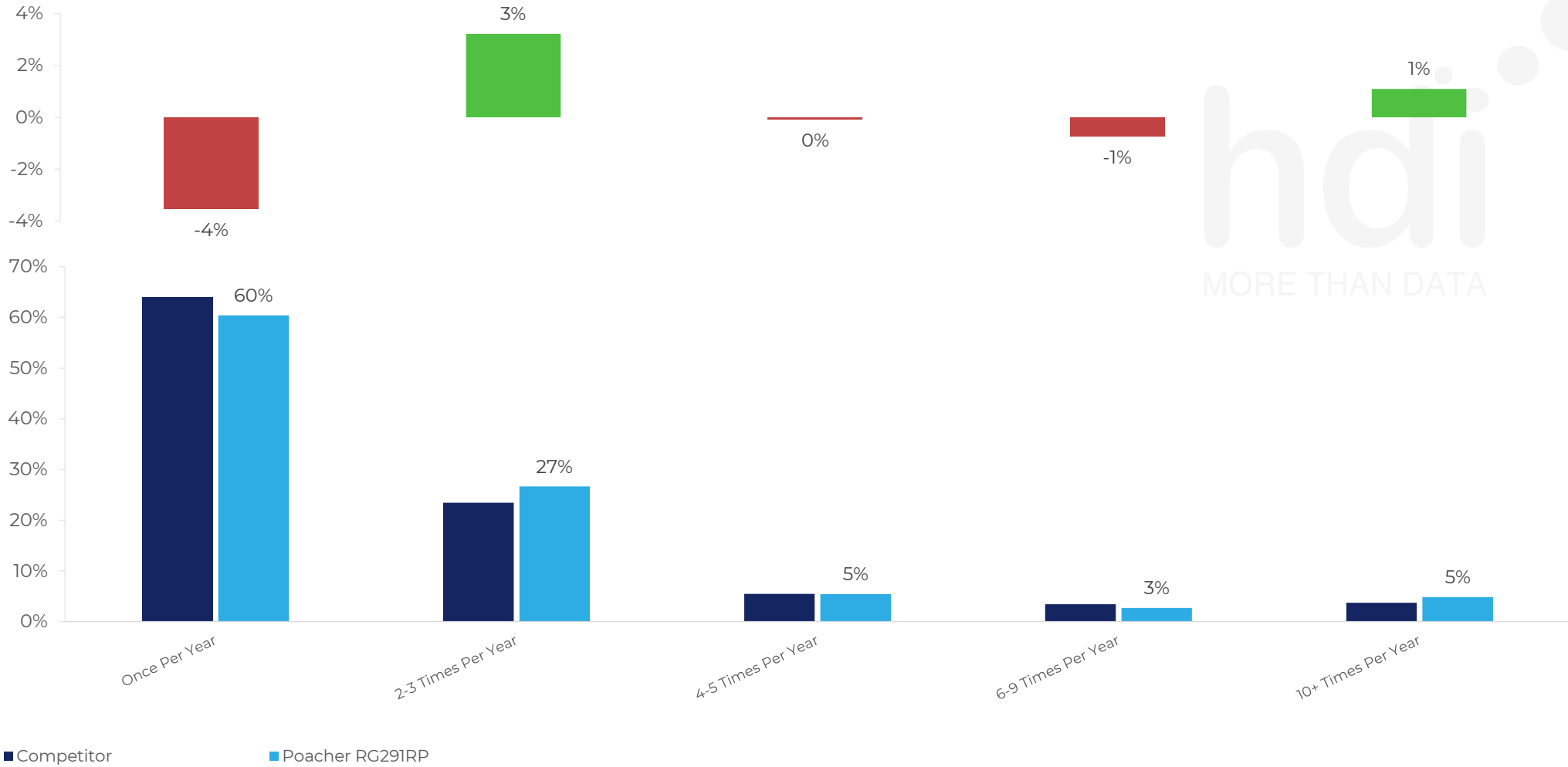
% of spend for Poacher RG291RP and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week



Visit Frequency

How frequently per year do customers visit Poacher RG291RP versus its competitors?

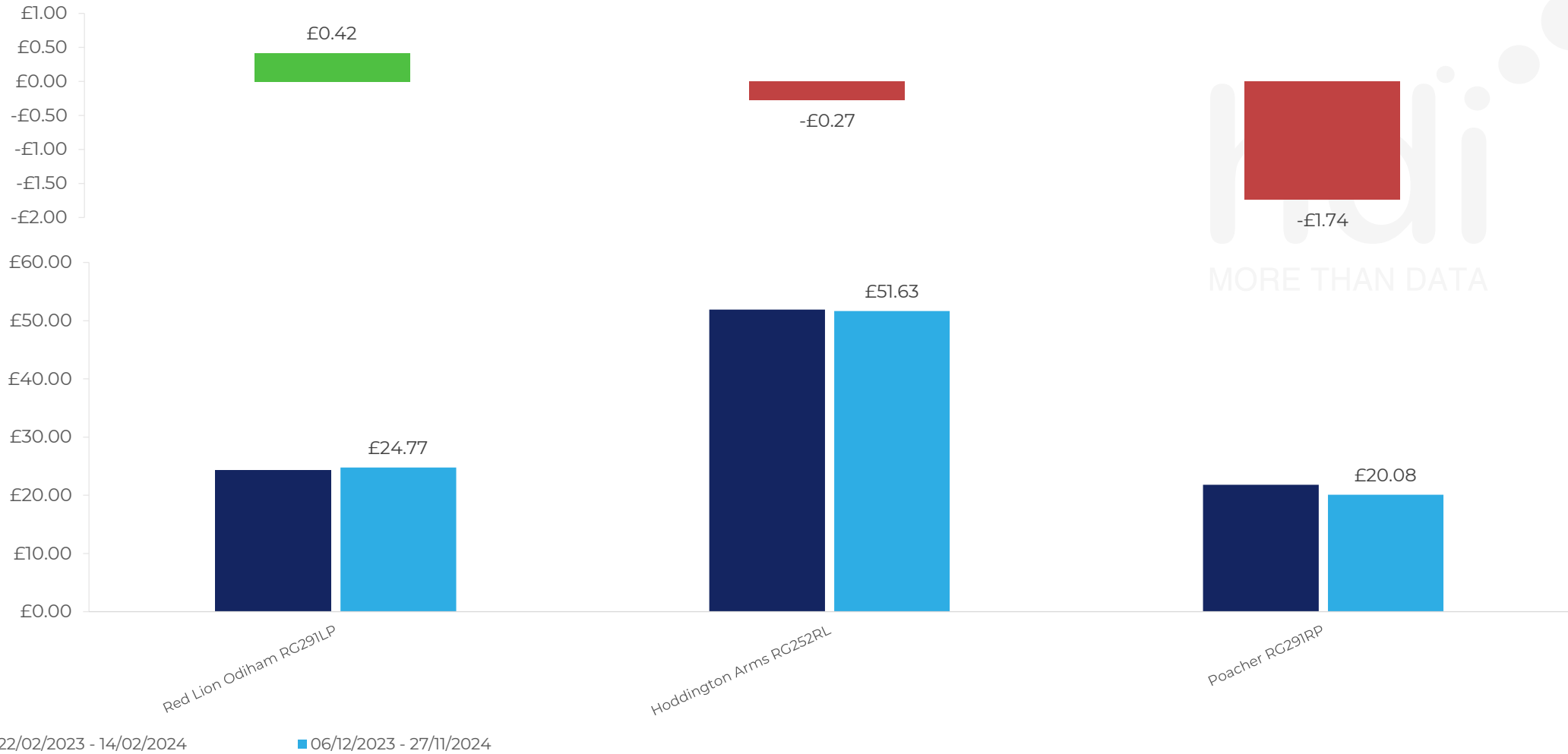
% of customer numbers for Poacher RG291RP and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

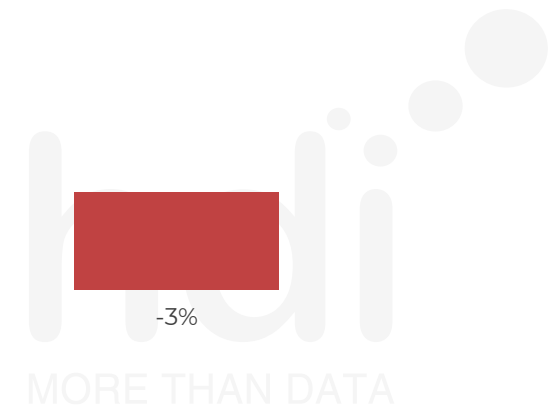
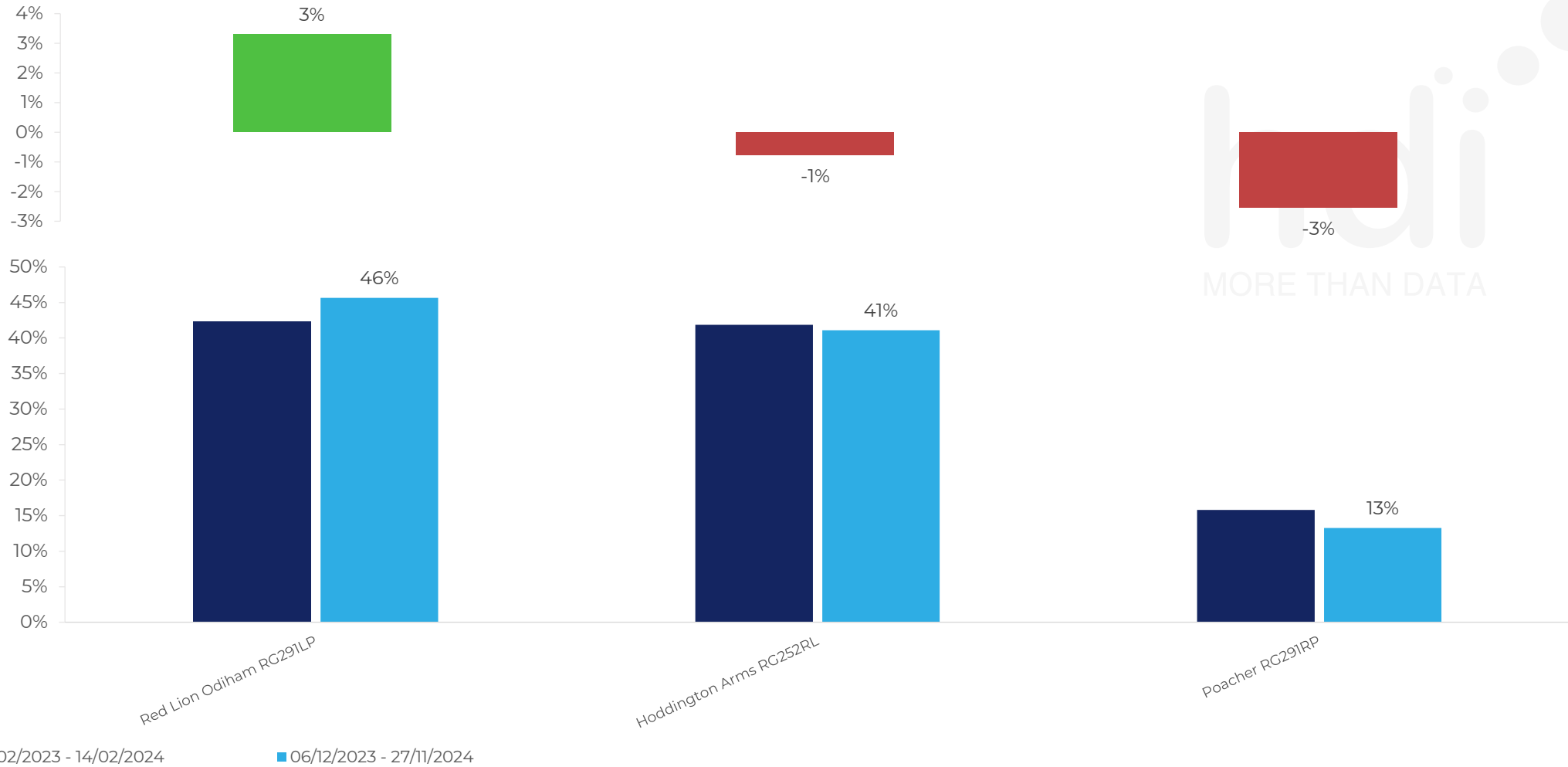




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Poacher RG291RP and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024



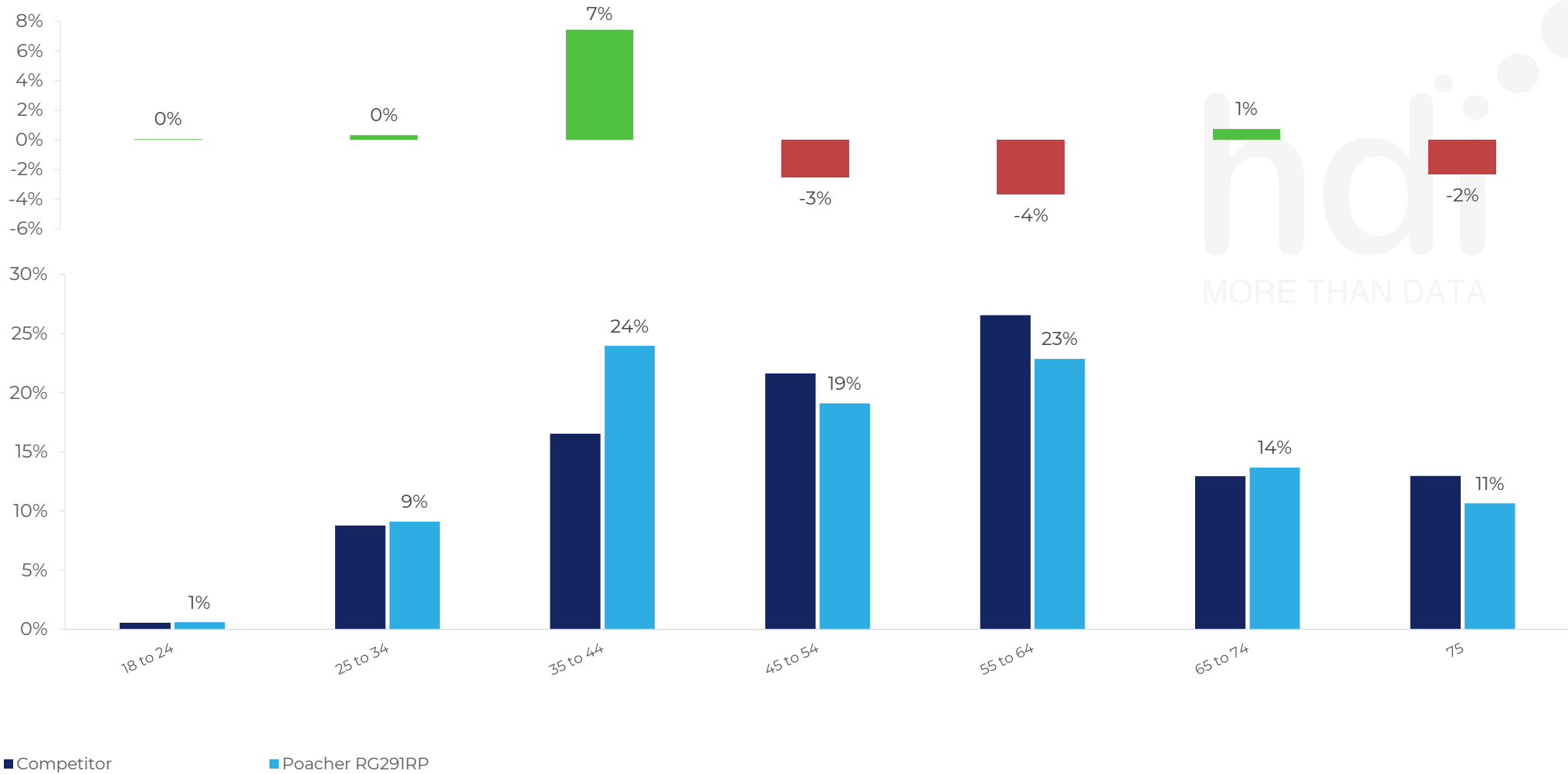
■ 22/02/2023 - 14/02/2024

■ 06/12/2023 - 27/11/2024

Age

How does the age profile of customers who visit Poacher RG29IRP compare versus its competitors?

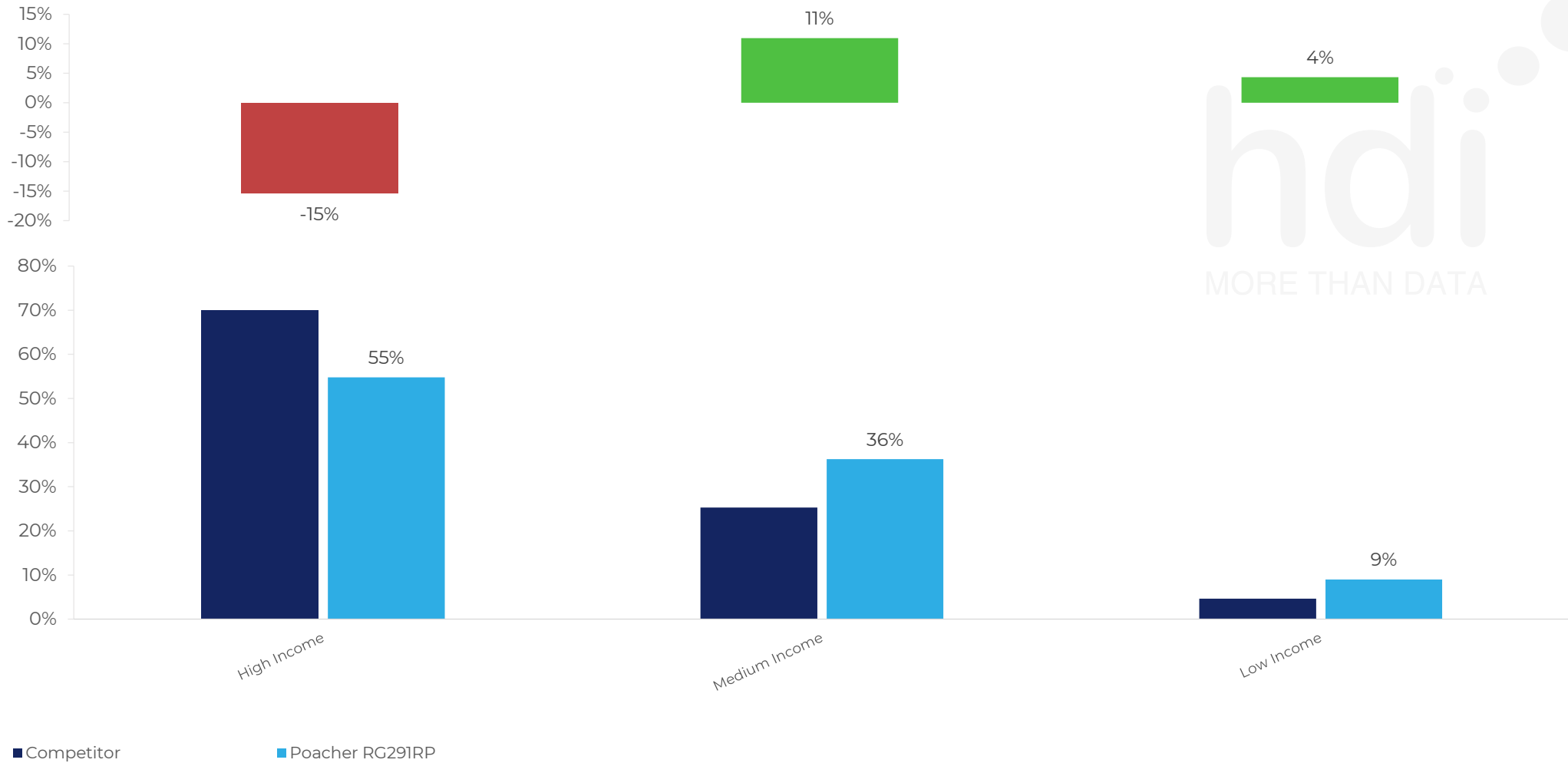
% of spend for Poacher RG29IRP and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range



Affluence

How does the affluence of customers who visit Poacher RG291RP compare versus its competitors?

% of spend for Poacher RG291RP and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

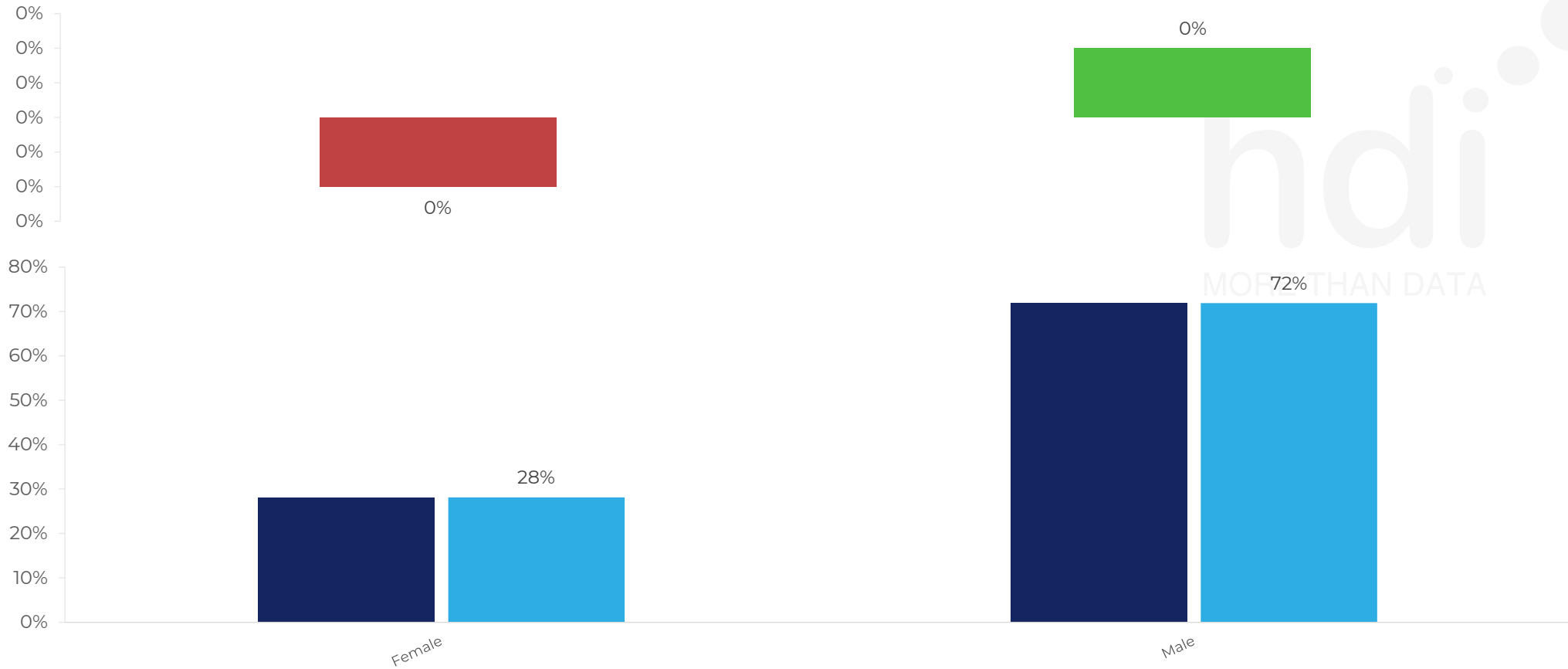




### Gender

How does the gender profile of customers who visit Poacher RG291RP compare versus its competitors?

% of spend for Poacher RG291RP and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



■ Competitor

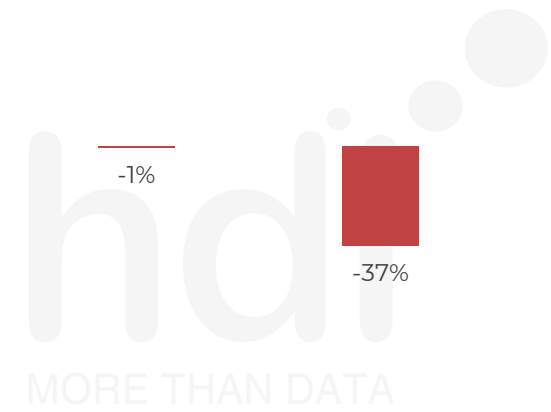
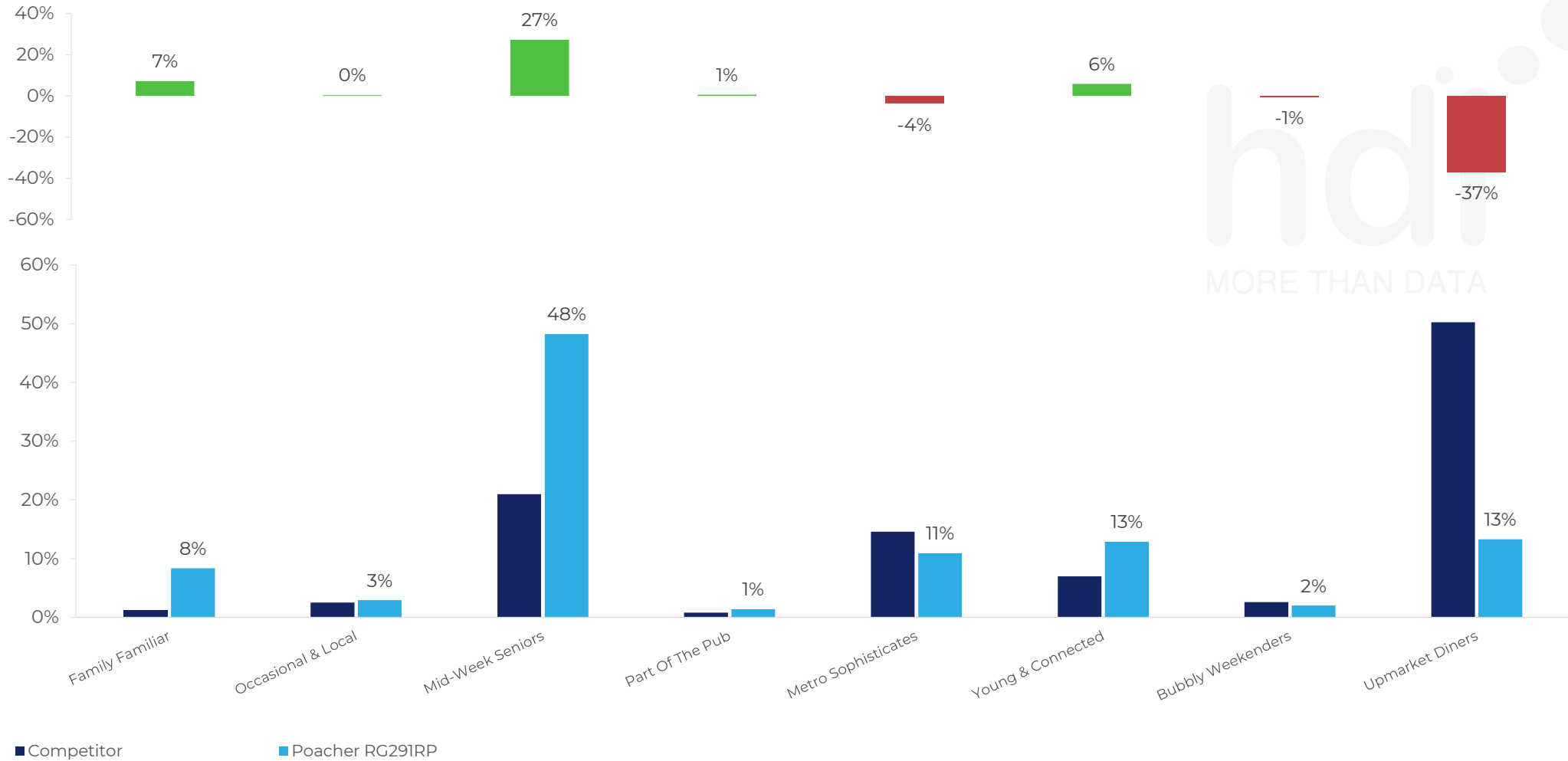
■ Poacher RG291RP



Punch Segmentation

How does the Custom segmentation profile of customers who visit Poacher RG291RP compare versus its competitors?

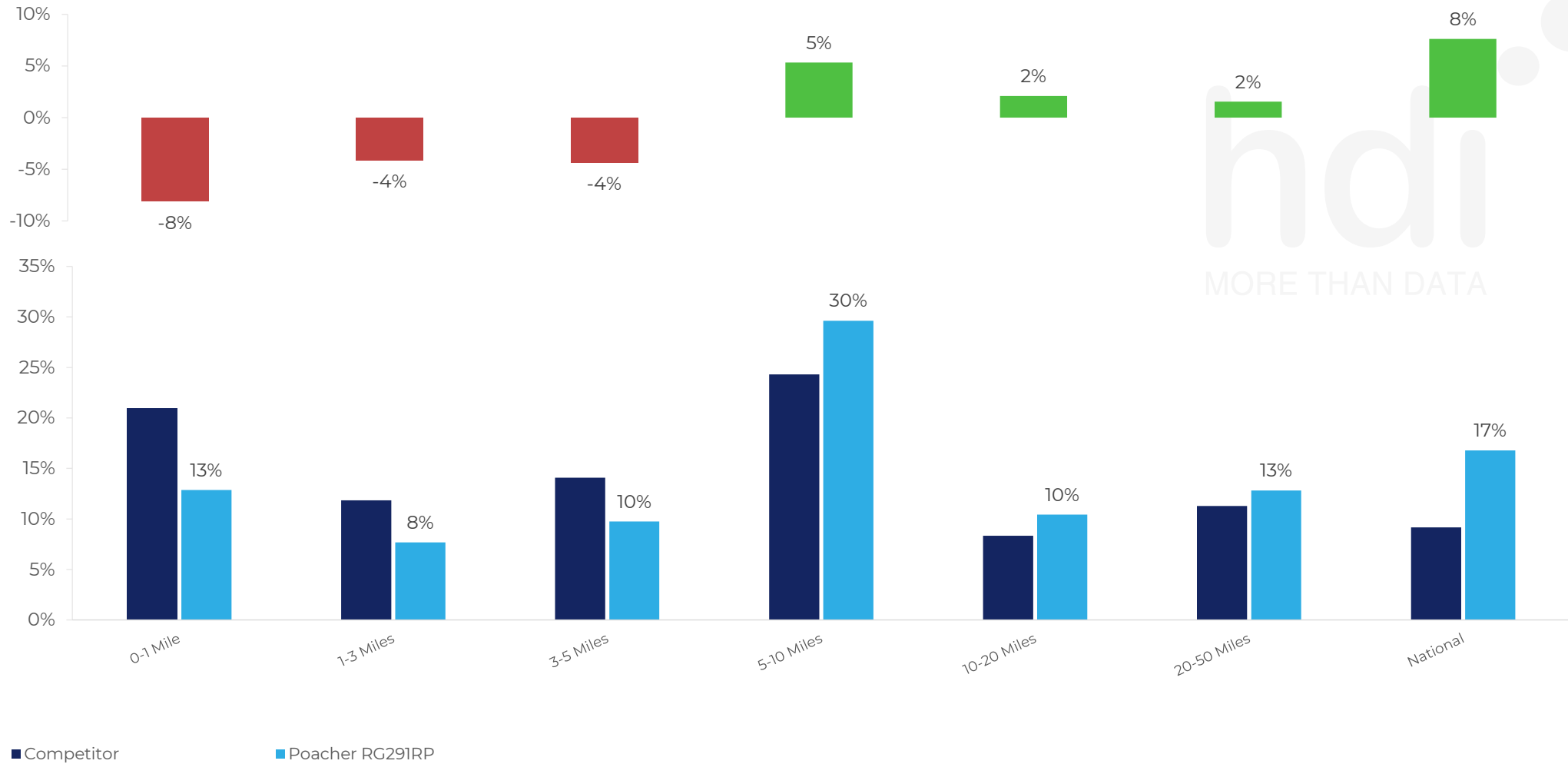
% of spend for Poacher RG291RP and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment



Spend by Distance

How does the spend profile of Poacher RG291RP compare versus its competitors based on travel distances?

% of spend for Poacher RG291RP and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

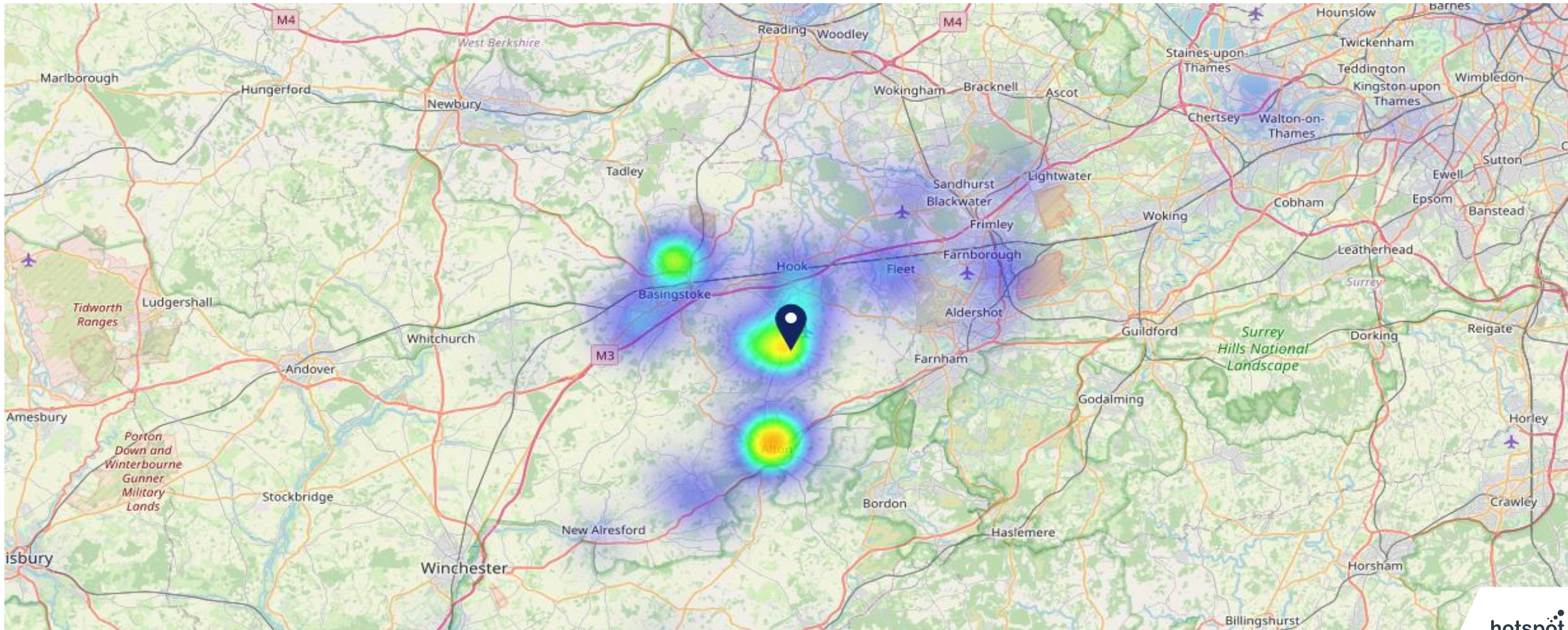




### Map of Guest Origin

Where do customers of Poacher RG291RP come from?

Where do customers of Poacher RG291RP for 06/12/2023 - 27/11/2024 live

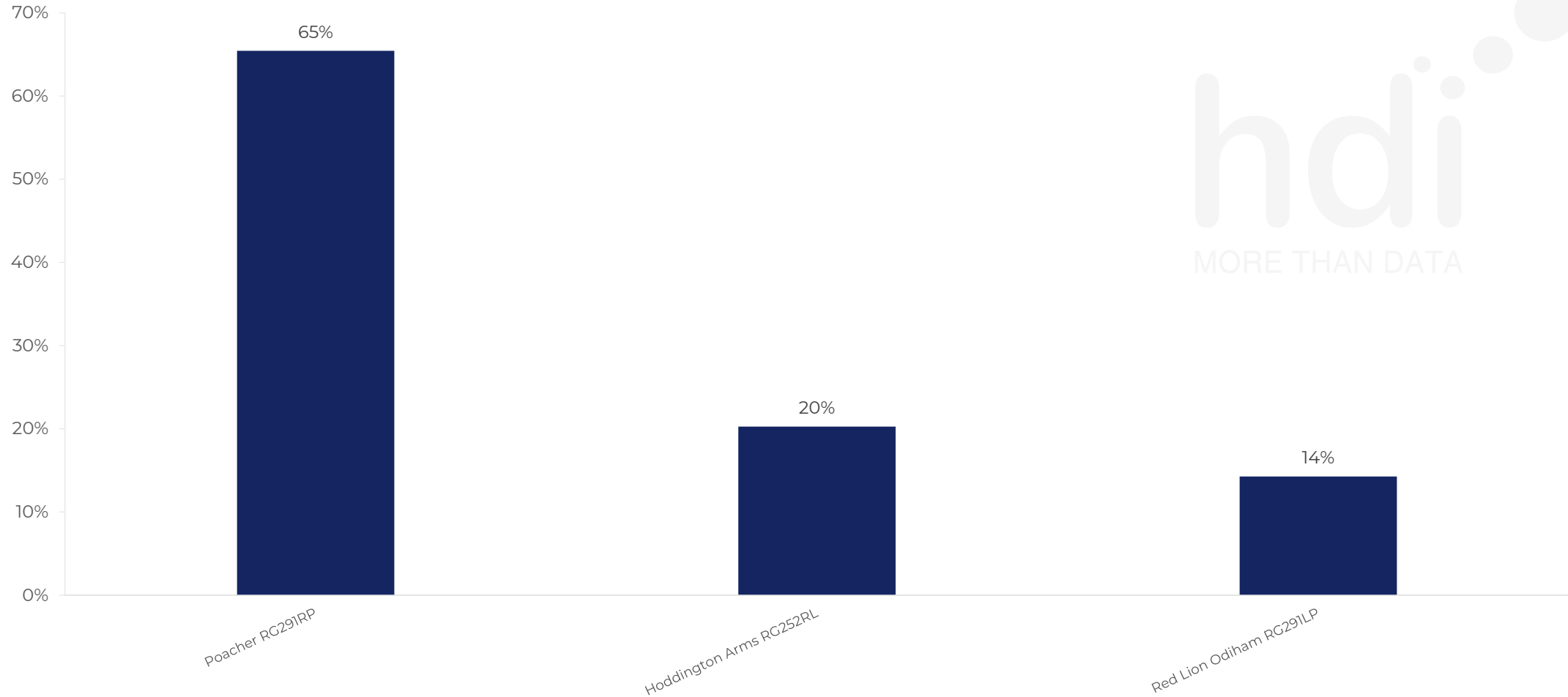




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Poacher RG291RP also visit?

For customers of Poacher RG291RP, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue

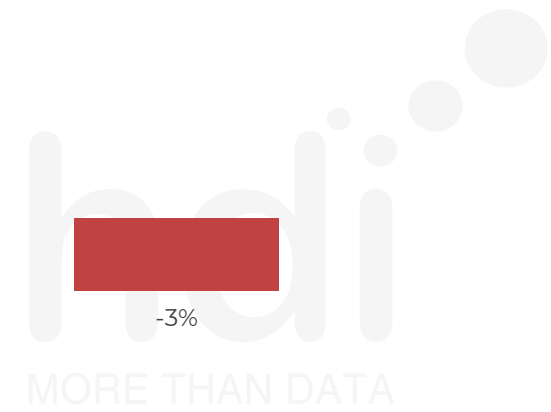
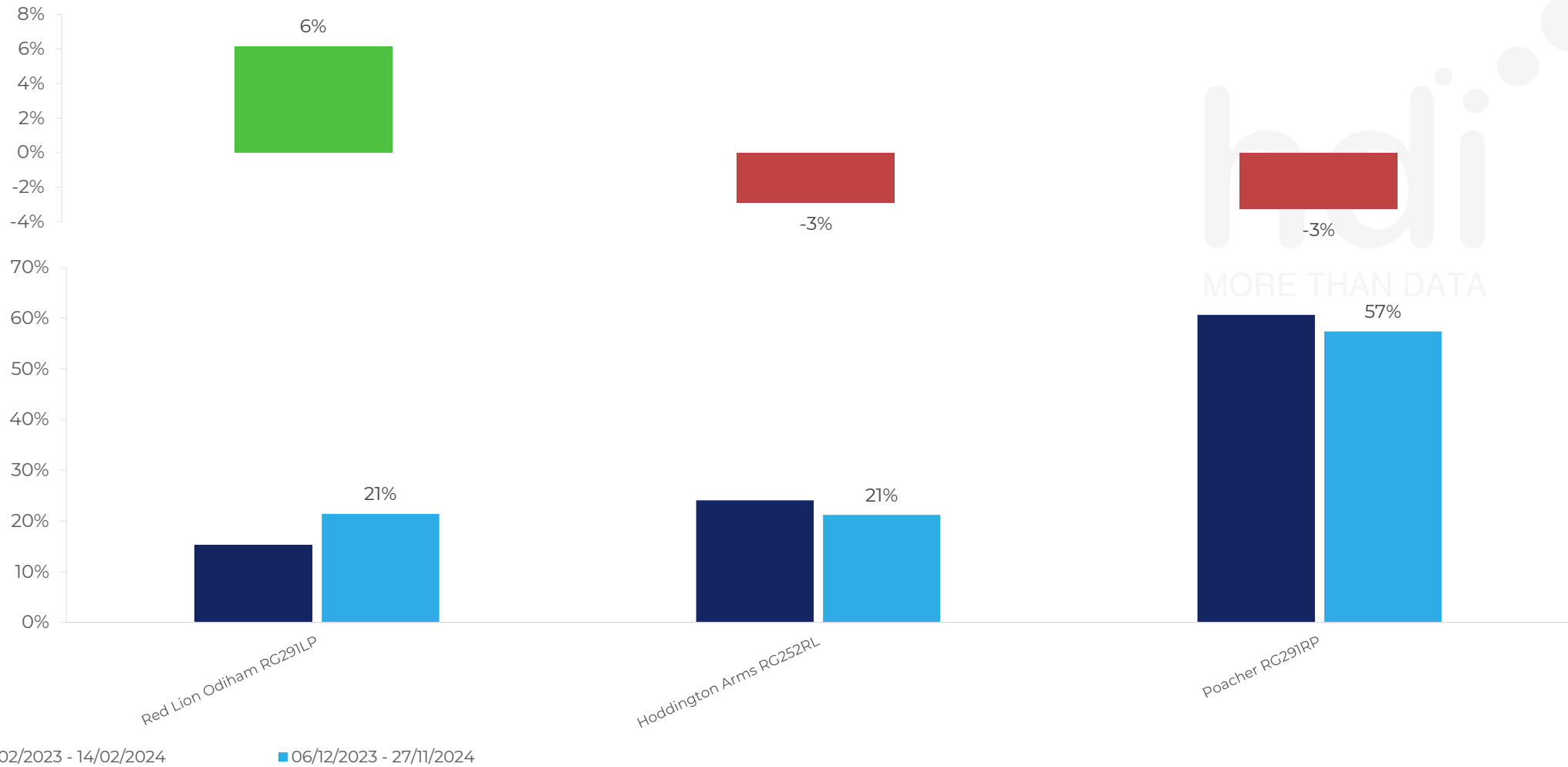






Share of Wallet Change

How has share of wallet of customers of Poacher RG29IRP changed between two date ranges?



■ 22/02/2023 - 14/02/2024

■ 06/12/2023 - 27/11/2024



## Market Summary

How does the local area for Poacher RG291RP 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                | £293K         | 3                      | £346K         | 2                      | £346K           | 1                        | £9.65M           | 2                        |
| Weekpart  | Mon - Thu                   | 47.6%         | 9                      | 48.3%         | 9                      | 48.3%           | 10                       | 39.6%            | 3                        |
| Weekpart  | Fri - Sat                   | 36.0%         | 2                      | 37.8%         | 2                      | 37.8%           | 2                        | 41.0%            | 4                        |
| Weekpart  | Sun                         | 16.4%         | 7                      | 13.9%         | 4                      | 13.9%           | 3                        | 19.4%            | 10                       |
| Age       | 18 to 24                    | 0.7%          | 1                      | 0.8%          | 1                      | 0.8%            | 1                        | 1.9%             | 1                        |
| Age       | 25 to 34                    | 8.8%          | 1                      | 9.8%          | 1                      | 9.8%            | 1                        | 8.9%             | 1                        |
| Age       | 35 to 44                    | 25.0%         | 7                      | 24.4%         | 6                      | 24.4%           | 6                        | 16.5%            | 1                        |
| Age       | 45 to 54                    | 18.2%         | 4                      | 20.1%         | 5                      | 20.1%           | 5                        | 20.2%            | 6                        |
| Age       | 55 to 64                    | 23.0%         | 9                      | 22.8%         | 9                      | 22.8%           | 10                       | 24.4%            | 10                       |
| Age       | 65 to 74                    | 13.0%         | 9                      | 12.5%         | 9                      | 12.5%           | 9                        | 15.9%            | 10                       |
| Age       | 75+                         | 11.2%         | 10                     | 9.6%          | 10                     | 9.6%            | 10                       | 12.3%            | 10                       |
| CAMEO     | Business Elite              | 13.8%         | 8                      | 13.1%         | 8                      | 13.1%           | 8                        | 15.3%            | 8                        |
| CAMEO     | Prosperous Professionals    | 14.6%         | 10                     | 13.7%         | 10                     | 13.7%           | 10                       | 13.1%            | 10                       |
| CAMEO     | Flourishing Society         | 25.2%         | 10                     | 26.6%         | 10                     | 26.6%           | 10                       | 35.2%            | 10                       |
| CAMEO     | Content Communities         | 19.1%         | 9                      | 17.7%         | 9                      | 17.7%           | 9                        | 13.6%            | 7                        |
| CAMEO     | White Collar Neighbourhoods | 11.9%         | 6                      | 10.9%         | 5                      | 10.9%           | 5                        | 7.0%             | 1                        |
| CAMEO     | Enterprising Mainstream     | 3.1%          | 1                      | 4.4%          | 2                      | 4.4%            | 2                        | 5.3%             | 4                        |
| CAMEO     | Paying The Mortgage         | 3.1%          | 1                      | 3.8%          | 1                      | 3.8%            | 1                        | 5.2%             | 1                        |
| CAMEO     | Cash Conscious Communities  | 2.7%          | 1                      | 2.7%          | 1                      | 2.7%            | 1                        | 2.6%             | 1                        |
| CAMEO     | On A Budget                 | 5.0%          | 4                      | 5.0%          | 4                      | 5.0%            | 3                        | 2.4%             | 1                        |
| CAMEO     | Family Value                | 1.5%          | 4                      | 2.1%          | 5                      | 2.1%            | 5                        | 0.4%             | 1                        |
| Affluence | AB                          | 53.6%         | 10                     | 53.3%         | 10                     | 53.3%           | 10                       | 63.5%            | 10                       |
| Affluence | C1C2                        | 37.2%         | 2                      | 36.8%         | 2                      | 36.8%           | 2                        | 31.1%            | 1                        |
| Affluence | DE                          | 9.2%          | 2                      | 9.8%          | 2                      | 9.8%            | 2                        | 5.4%             | 1                        |



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

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**Non-Core**

Achievable Average Weekly Takings

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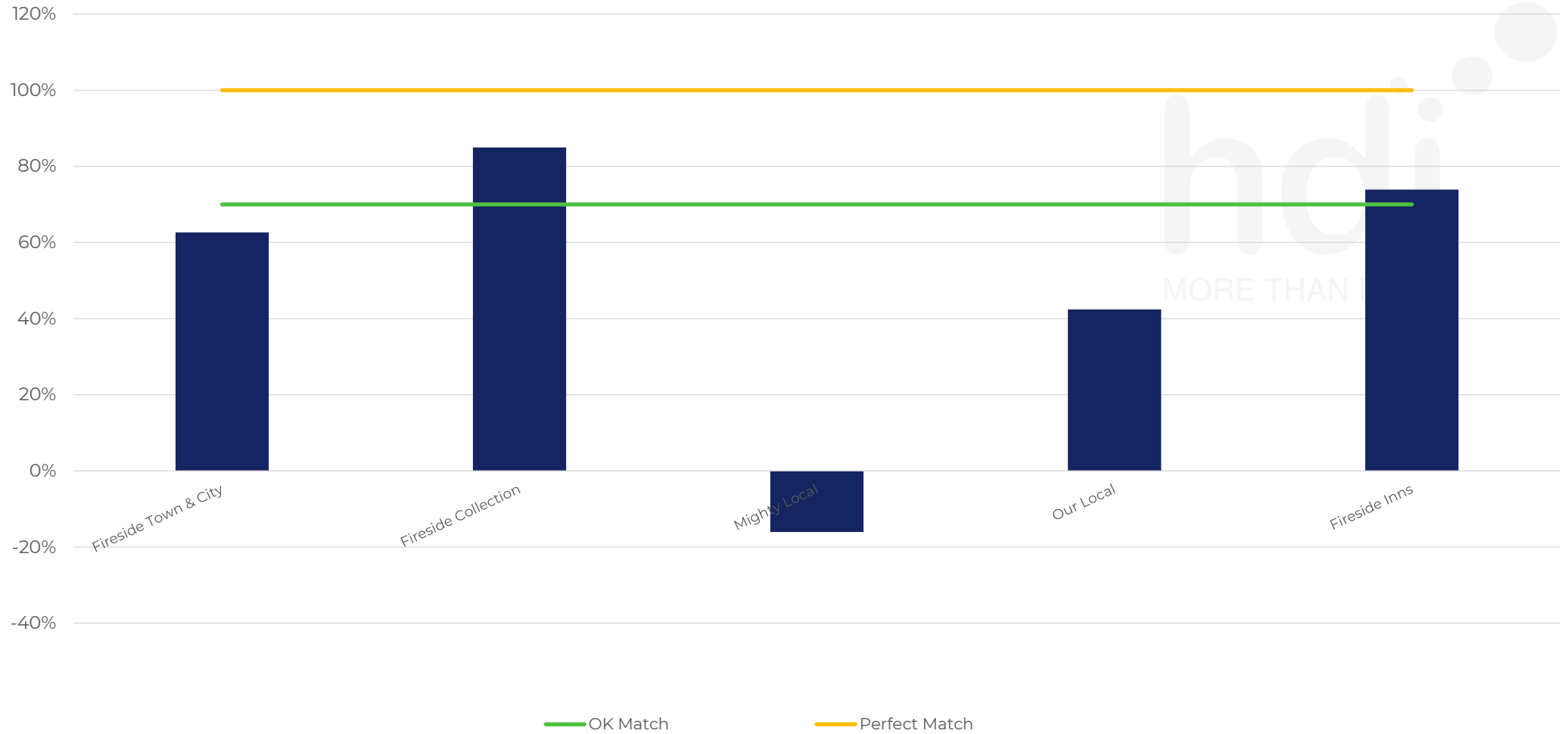
**£9500**



- A Food-Led High Affluence
- B Food-Led Mid Affluence
- C Wet-Led Mid/High Affluence
- D Wet-Led Low Affluence
- E Food-Led Low Affluence
- 1 AWT
- 2 Local Regulars
- 3 Local Passing Trade
- 4 Destination Wet-Led
- 5 Destination Food-Led
- 6 Destination Very Food-Led

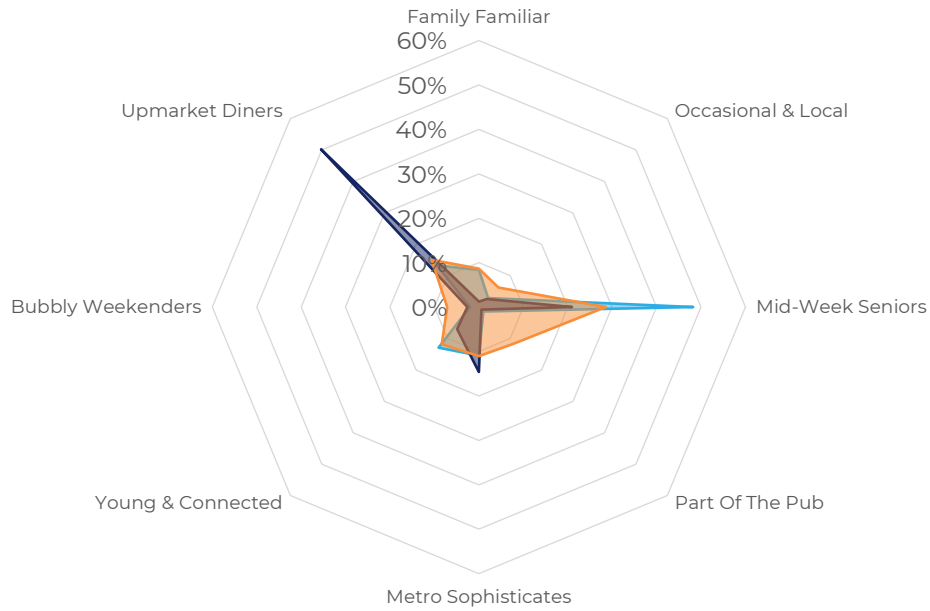


Concept Recommendation





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 |
|------------------------------|----------------|-----------------|--------------------|------------------|-----------------|---------------------|-------------------|-------------------|-----------------|
| Poacher                      | 101            | 8.38%           | 2.92%              | 48.23%           | 1.38%           | 10.91%              | 12.87%            | 2.01%             | 13.27%          |
| Local Catchment              | 453            | 1.27%           | 2.53%              | 20.96%           | 0.80%           | 14.60%              | 6.97%             | 2.60%             | 50.23%          |
| Punch T&L                    | 104709         | 8.67%           | 6.24%              | 28.58%           | 11.49%          | 11.03%              | 11.79%            | 7.10%             | 15.06%          |
| Poacher vs Local Catchment   |                | 7.11%           | 0.39%              | 27.27%           | 0.58%           | -3.69%              | 5.90%             | -0.59%            | -36.96%         |
| Poacher vs Punch T&L         |                | -0.29%          | -3.32%             | 19.65%           | -10.11%         | -0.12%              | 1.08%             | -5.09%            | -1.79%          |
| Local Catchment vs Punch T&L |                | -7.40%          | -3.71%             | -7.62%           | -10.69%         | 3.57%               | -4.82%            | -4.50%            | 35.17%          |

■ Poacher    
 ■ 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 |
|-------------------------|----------------|-----------------|--------------------|------------------|-----------------|---------------------|-------------------|-------------------|-----------------|
| Poacher RG291RP         | 101            | 8.38%           | 2.92%              | 48.23%           | 1.38%           | 10.91%              | 12.87%            | 2.01%             | 13.27%          |
| Hoddington Arms RG252RL | 181            | 0.00%           | 0.76%              | 12.84%           | 0.93%           | 18.81%              | 6.30%             | 1.81%             | 58.52%          |
| Red Lion Odiham RG291LP | 294            | 2.75%           | 4.64%              | 22.92%           | 0.74%           | 11.46%              | 8.32%             | 3.69%             | 45.43%          |