



### Site Summary



## Royal Oak 1 GL75UP

GL75UP

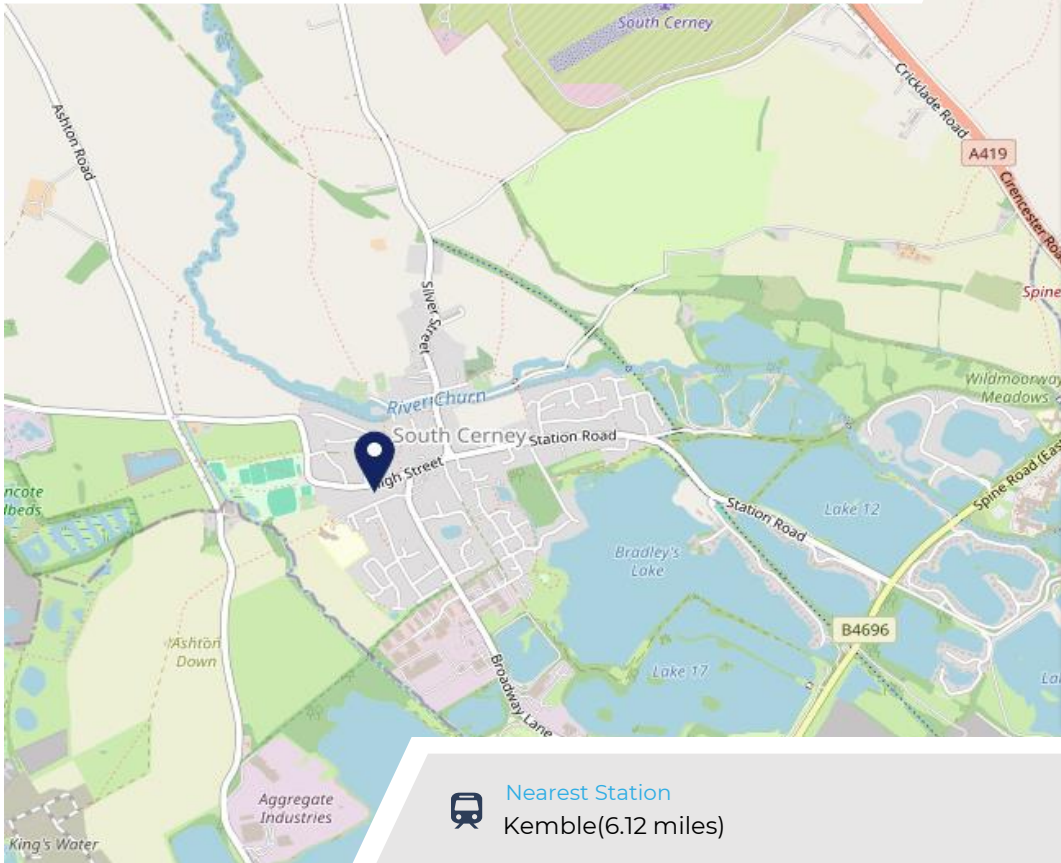
Pub / Bar

Work Area  
Swindon

Region  
South West

TV Region  
Central

Urbanicity  
Rural town and fringe



ATV  
**£21.55**



Gender  
**56.33%**  
Female



Affluence  
**64.08%**  
Middle Income



Segmentation  
**37.75%**  
White Collar Neighbourhoods



Age Group  
**25.35%**  
55 to 64



Visit Day  
**28.44%**  
Sun

#### Top Competitors

Old George Inn South C **#1**  
GL75UA  
 Stonegate PP

Eliot Arms **#2**  
GL75UA  
 Pub Restaurant

The Greyhound Inn **#3**  
GL76HR  
 Pub Restaurant

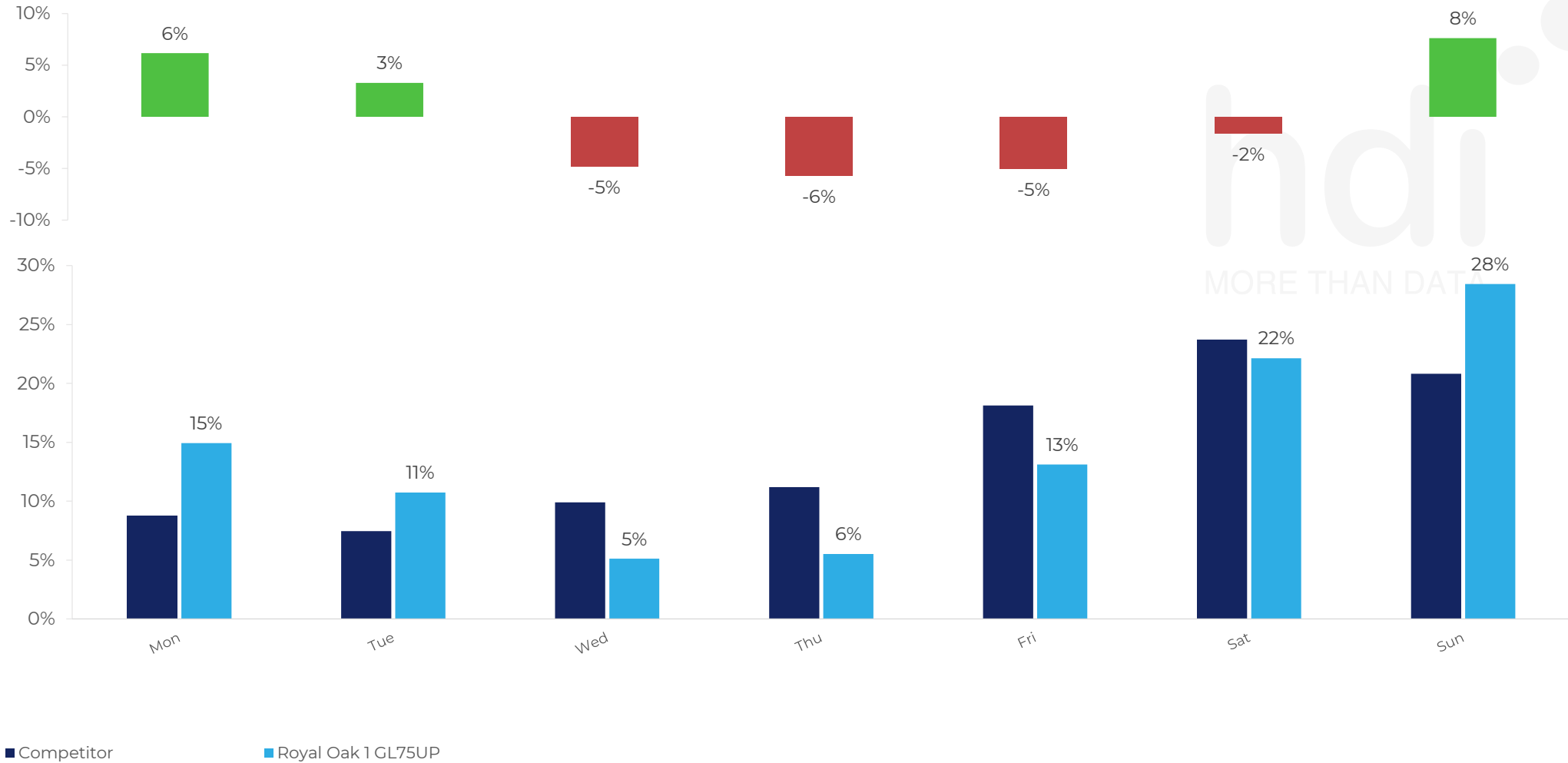


Nearest Station  
Kemble(6.12 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Royal Oak 1 GL75UP versus its competitors?

% of spend for Royal Oak 1 GL75UP and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Day of Week

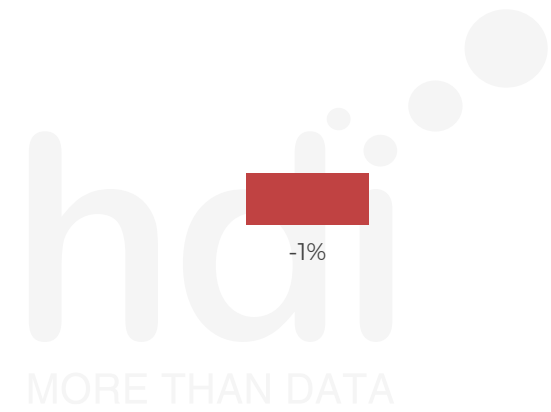
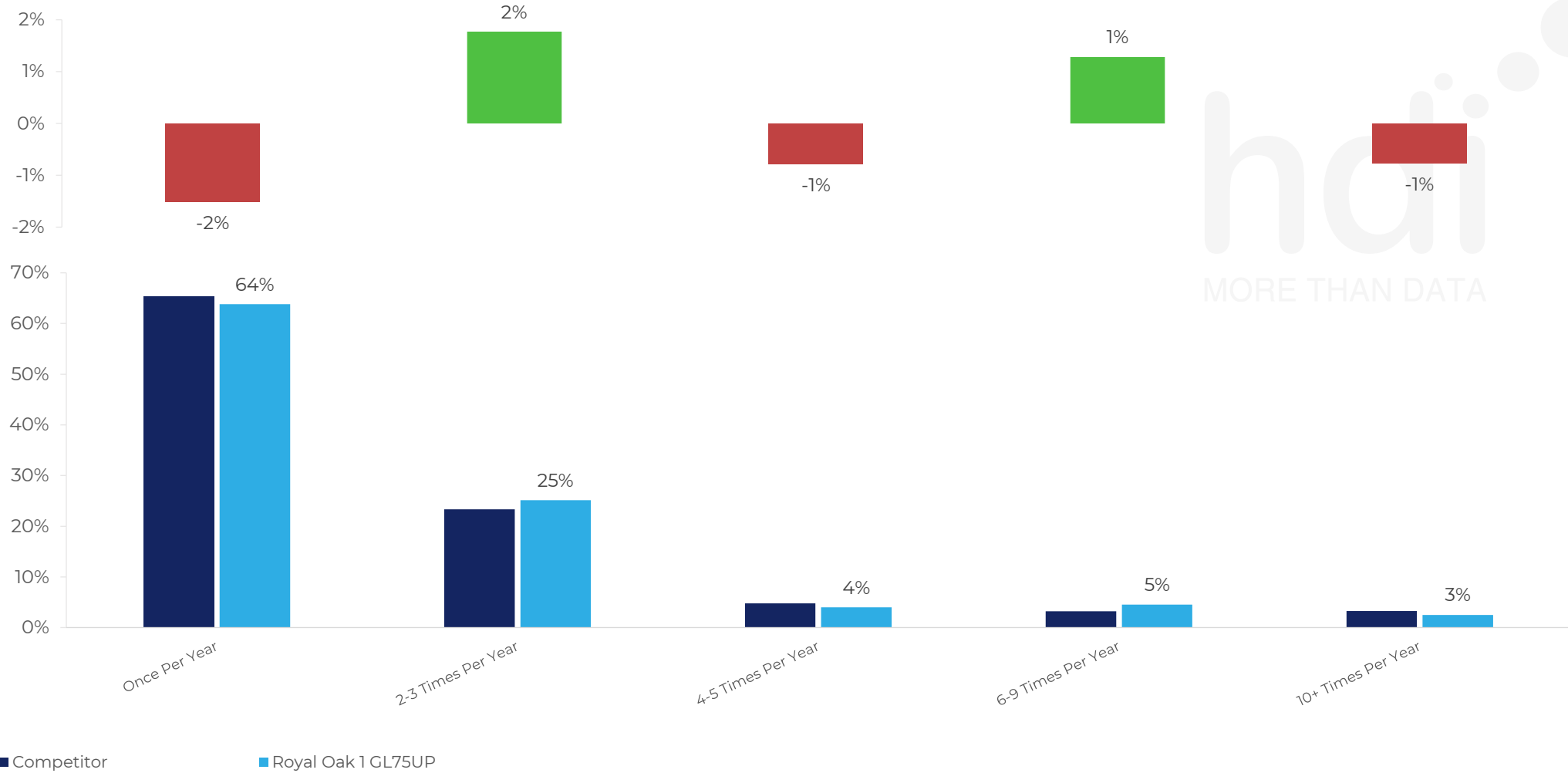




Visit Frequency

How frequently per year do customers visit Royal Oak 1 GL75UP versus its competitors?

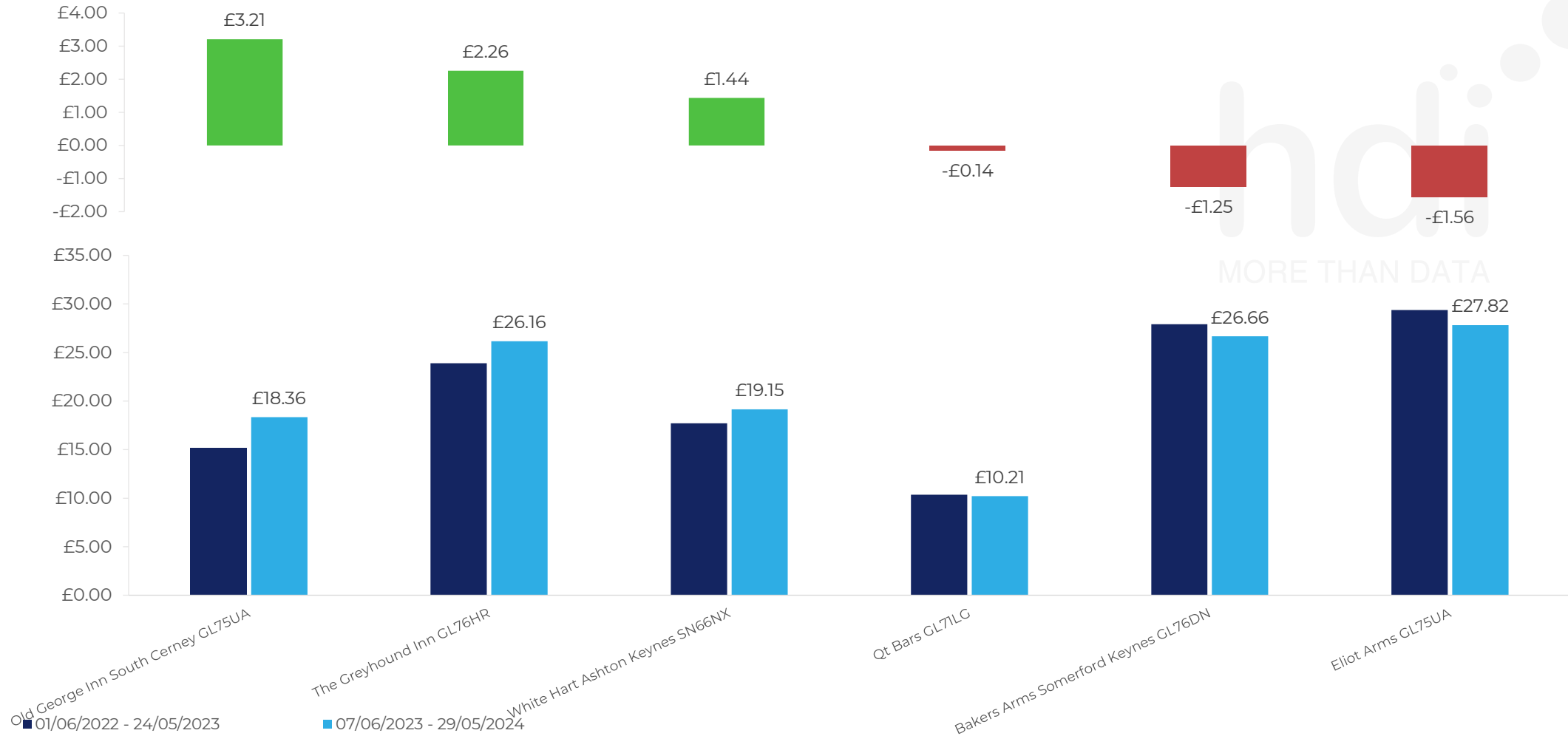
% of customer numbers for Royal Oak 1 GL75UP and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?



01/06/2022 - 24/05/2023

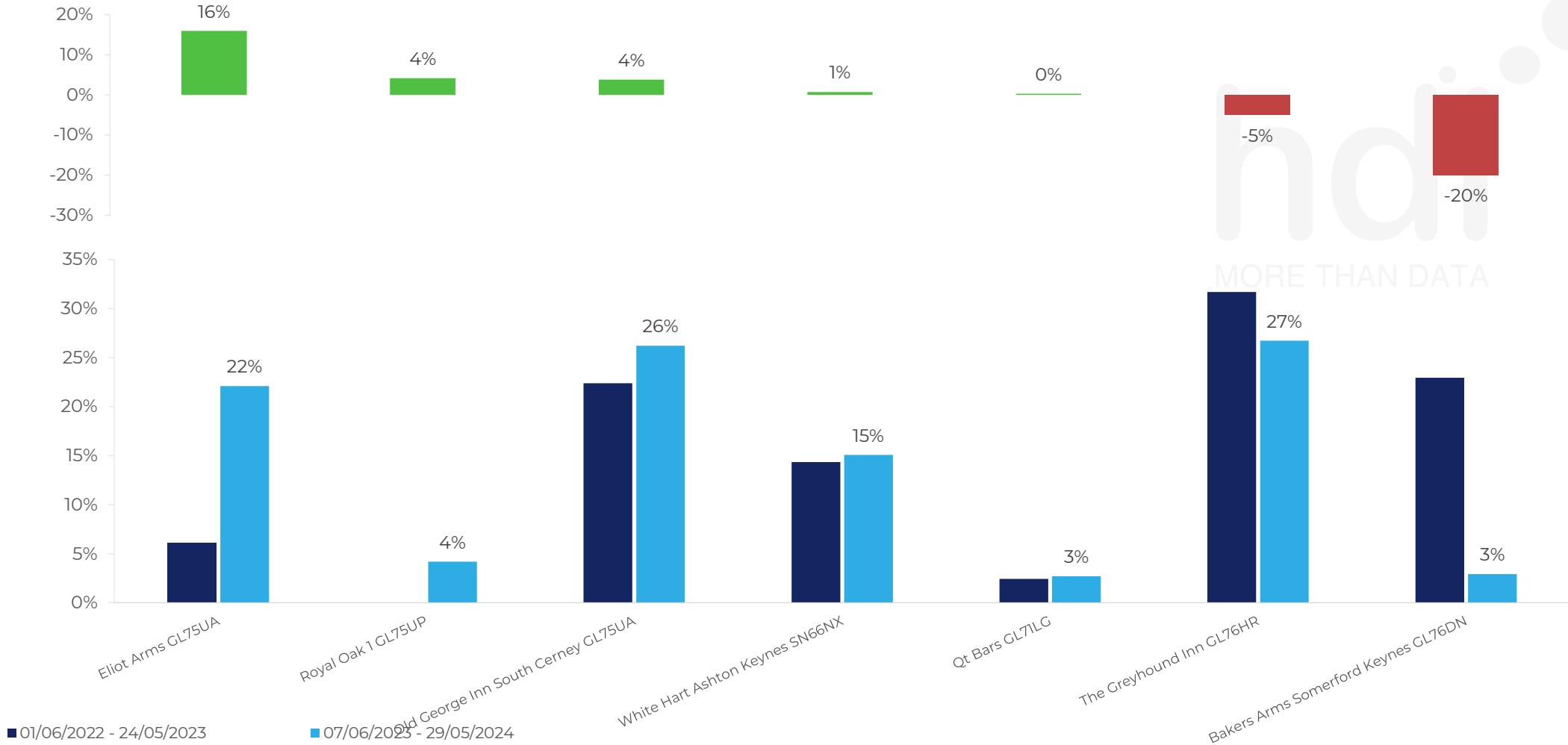
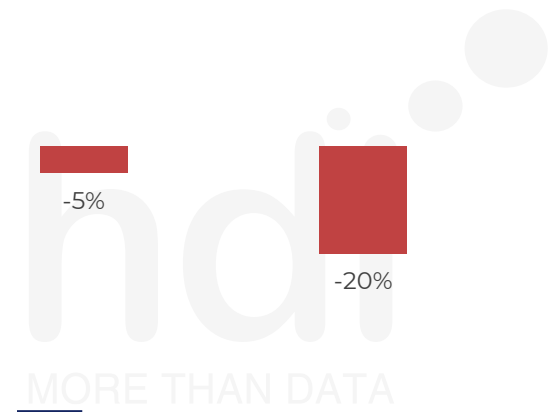
07/06/2023 - 29/05/2024



Market Share Change

How has market share changed between two date ranges?

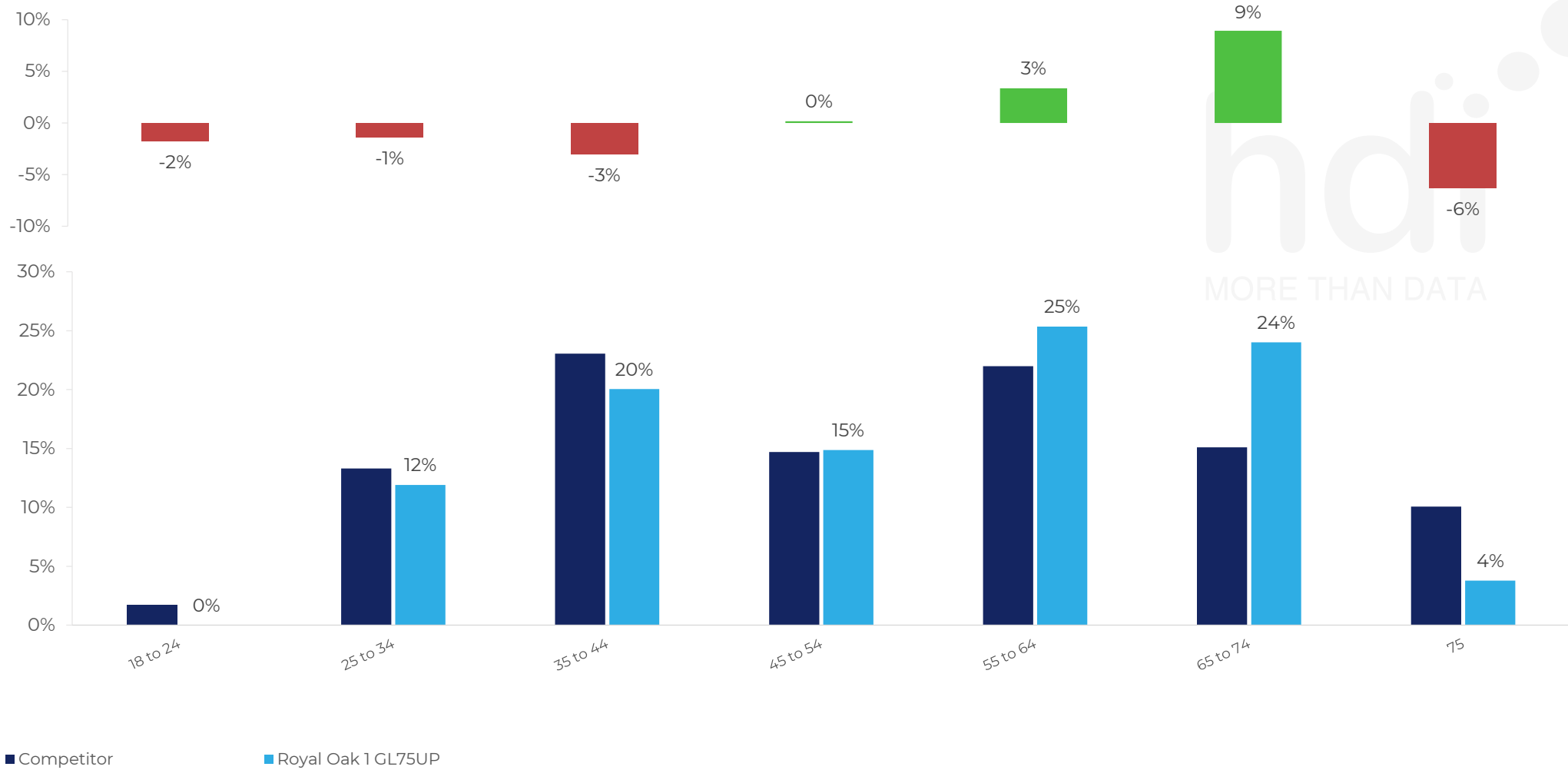
% of market share spend for Royal Oak 1 GL75UP and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024



Age

How does the age profile of customers who visit Royal Oak 1 GL75UP compare versus its competitors?

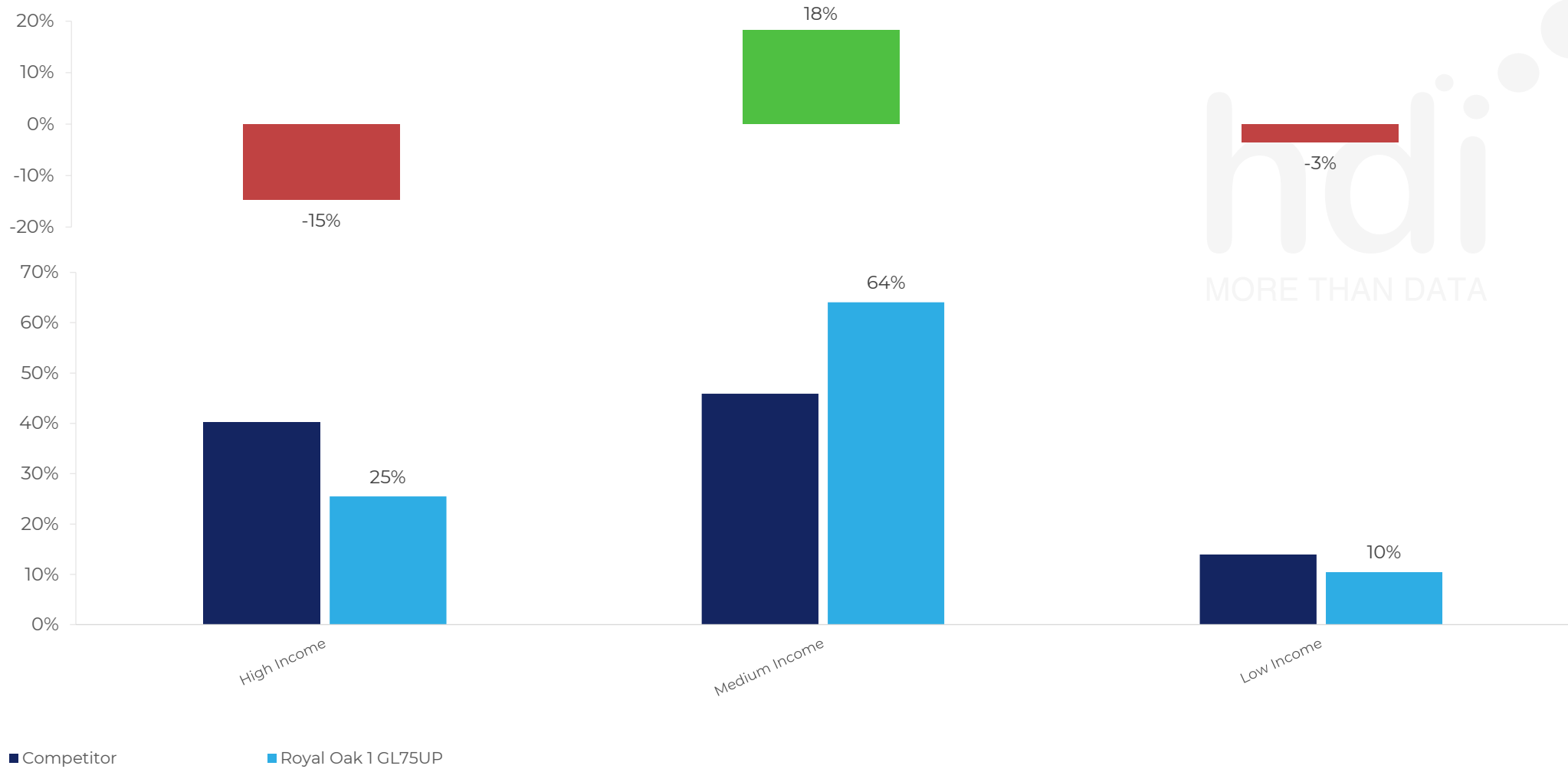
% of spend for Royal Oak 1 GL75UP and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Age Range



Affluence

How does the affluence of customers who visit Royal Oak 1 GL75UP compare versus its competitors?

% of spend for Royal Oak 1 GL75UP and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Affluence

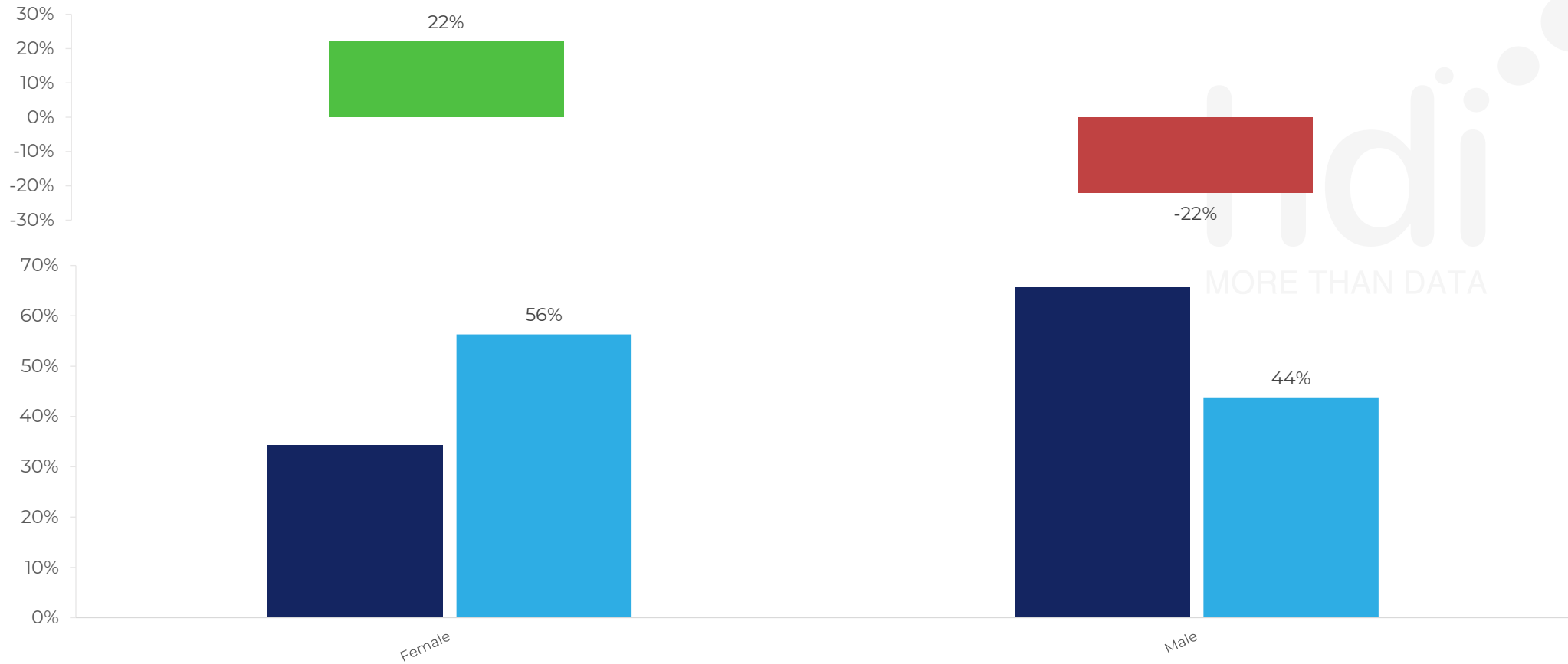




Gender

How does the gender profile of customers who visit Royal Oak 1 GL75UP compare versus its competitors?

% of spend for Royal Oak 1 GL75UP and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Gender



■ Competitor

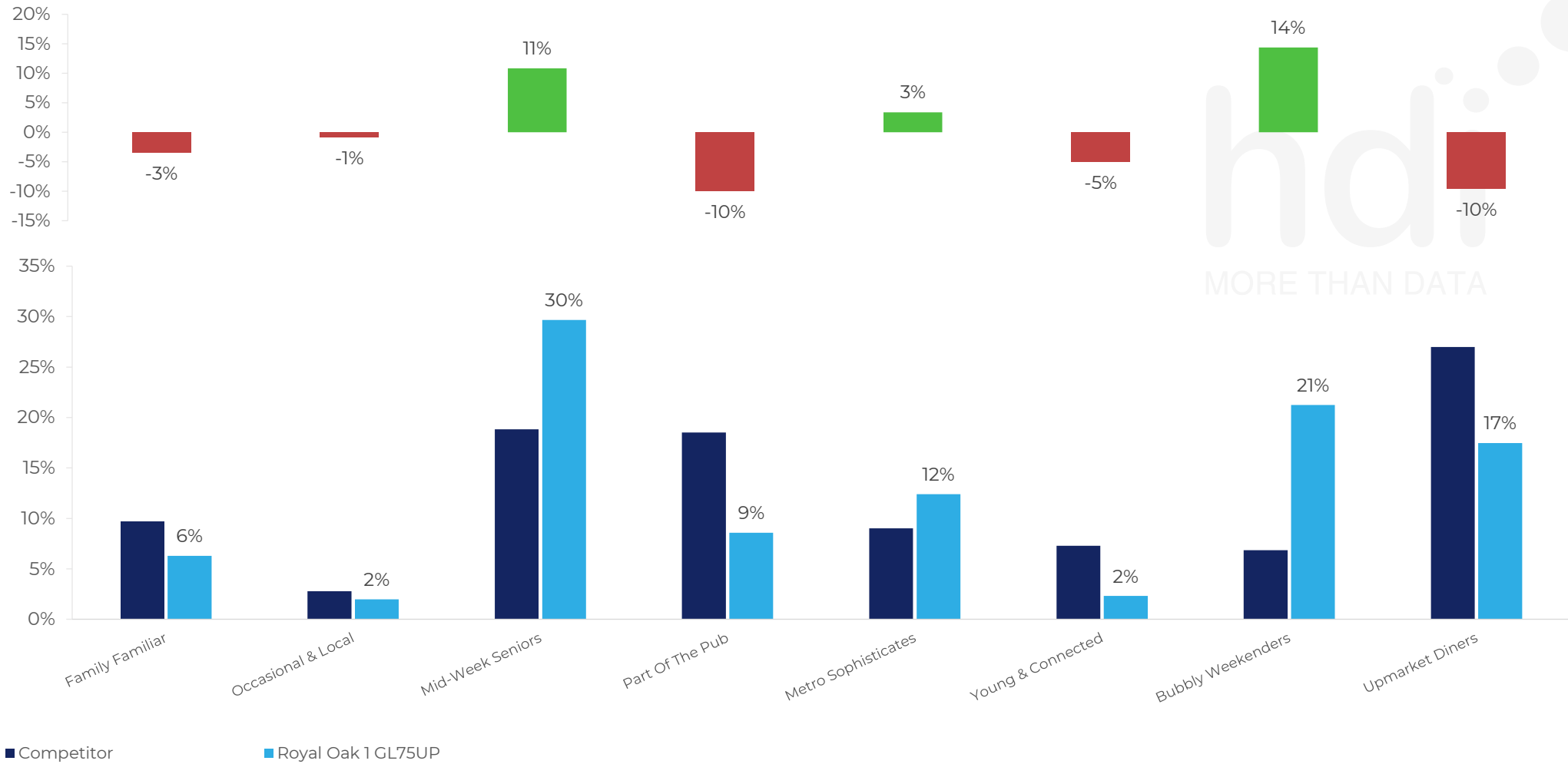
■ Royal Oak 1 GL75UP



Punch Segmentation

How does the Custom segmentation profile of customers who visit Royal Oak 1 GL75UP compare versus its competitors?

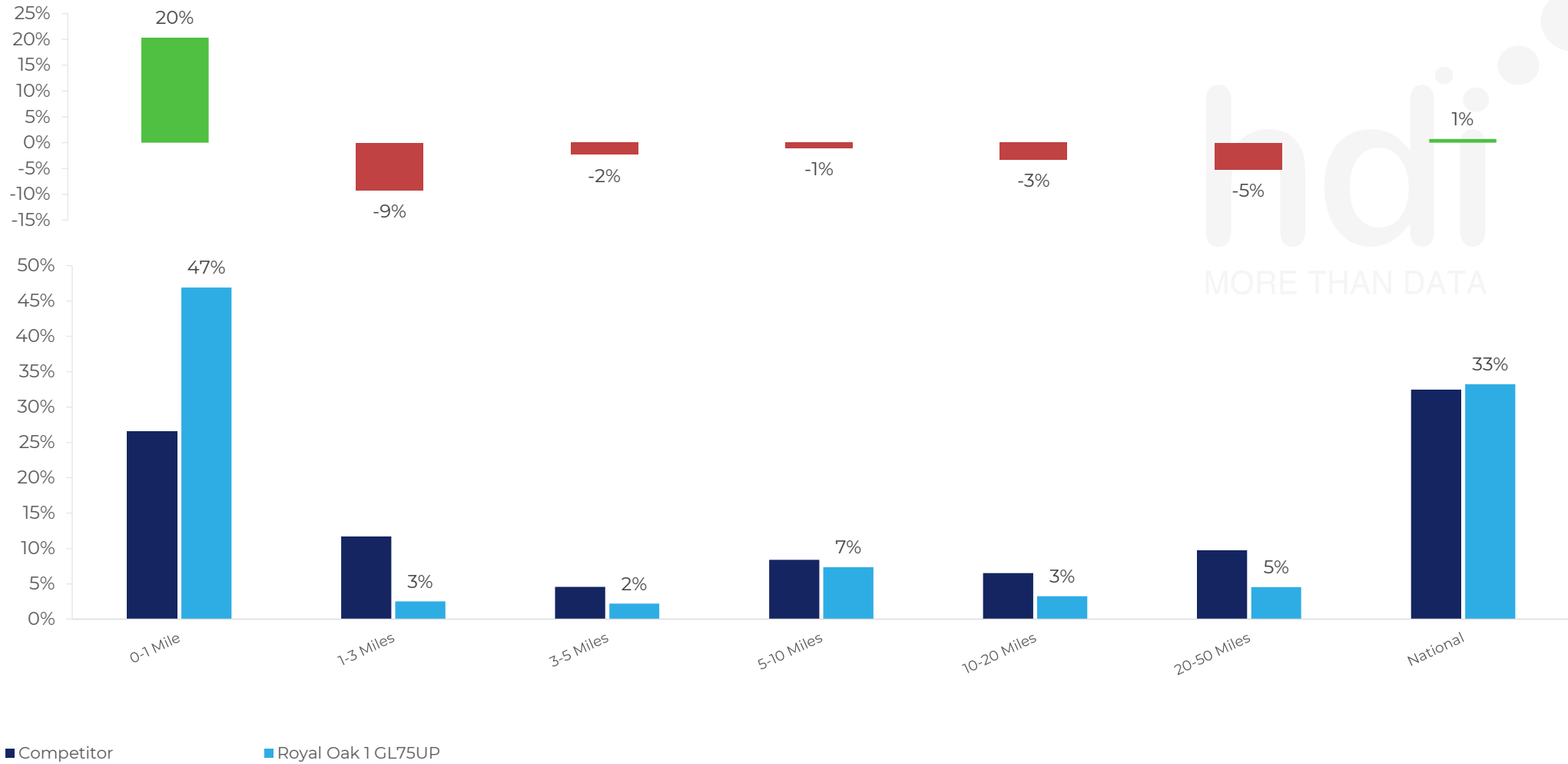
% of spend for Royal Oak 1 GL75UP and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Segment



Spend by Distance

How does the spend profile of Royal Oak 1 GL75UP compare versus its competitors based on travel distances?

% of spend for Royal Oak 1 GL75UP and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Distance travelled





### Map of Guest Origin

Where do customers of Royal Oak 1 GL75UP come from?

Where do customers of Royal Oak 1 GL75UP for 07/06/2023 - 29/05/2024 live

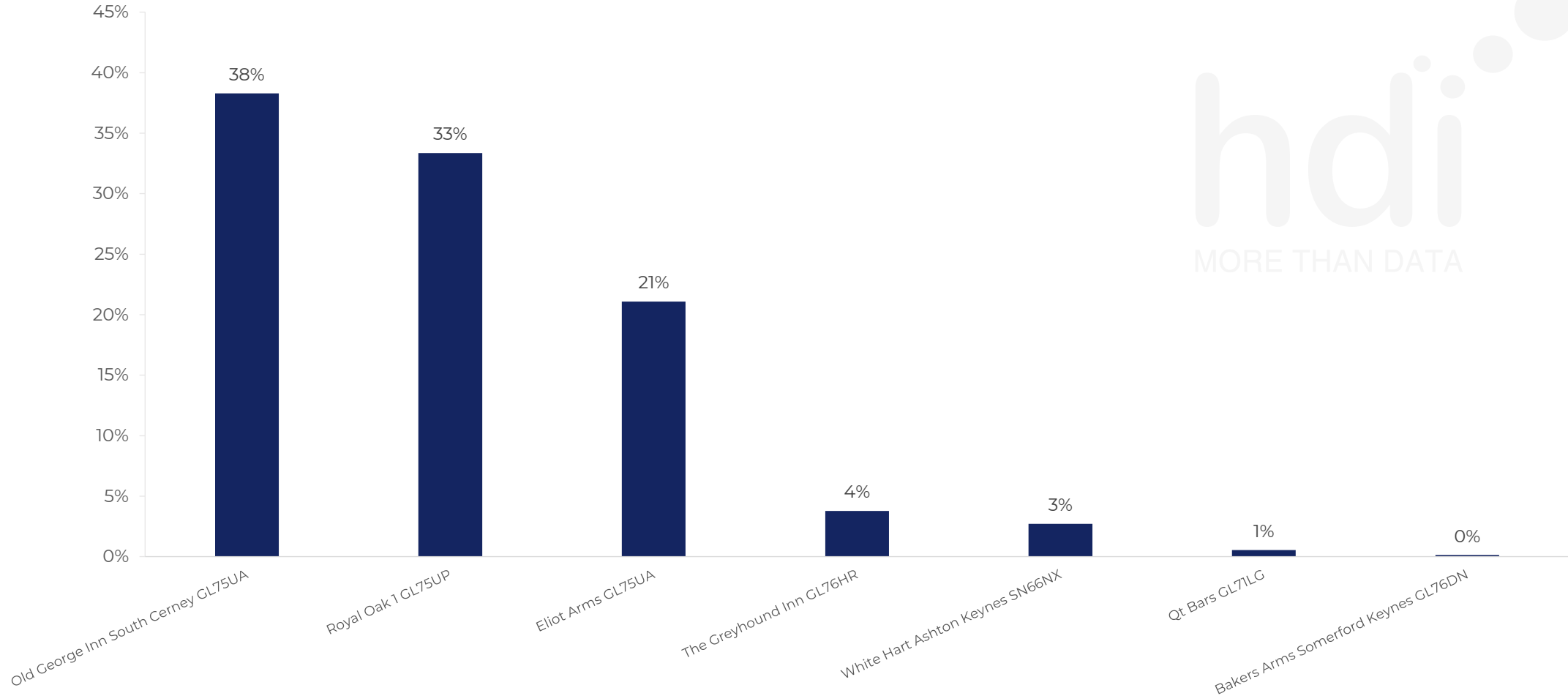




Share of Wallet

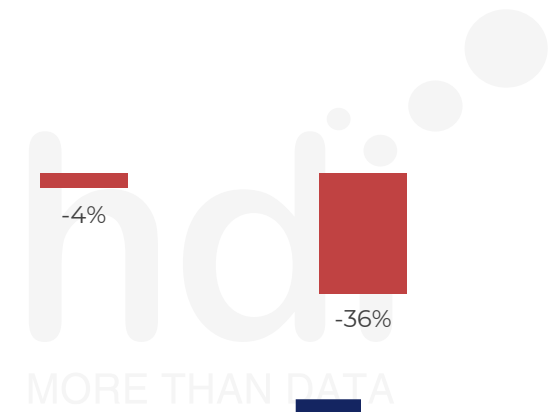
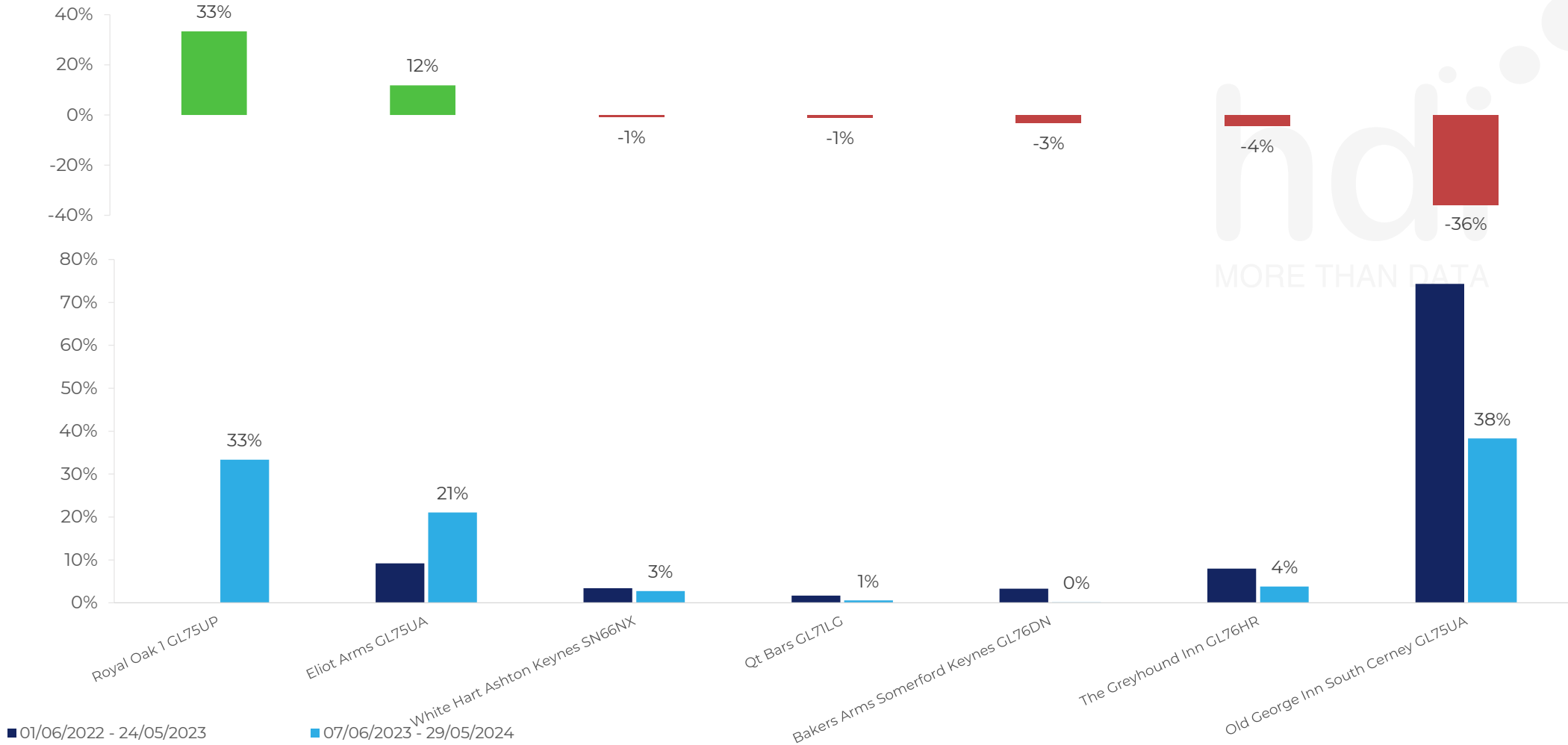
What are the Top 20 venues (by spend) that customers of Royal Oak 1 GL75UP also visit?

For customers of Royal Oak 1 GL75UP, who are the top 20 competitors from 97 Chains in 3 Miles for 07/06/2023 - 29/05/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Royal Oak 1 GL75UP changed between two date ranges?





## Market Summary

How does the local area for Royal Oak 1 GL75UP 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	£108K	2	£1.71M	4	£1.76M	2	£15.78M	2
Weekpart	Mon - Thu	36.3%	3	35.5%	2	36.5%	2	45.4%	9
Weekpart	Fri - Sat	35.3%	2	47.7%	8	47.2%	9	38.5%	1
Weekpart	Sun	28.4%	10	16.8%	8	16.3%	7	16.1%	7
Age	18 to 24	0.0%	0	1.9%	2	1.9%	1	6.4%	5
Age	25 to 34	11.9%	1	14.7%	2	14.7%	2	15.0%	1
Age	35 to 44	20.0%	3	21.5%	4	21.4%	4	25.4%	8
Age	45 to 54	14.9%	2	18.0%	3	18.2%	3	21.8%	8
Age	55 to 64	25.4%	10	22.8%	9	22.5%	10	17.5%	8
Age	65 to 74	24.0%	10	13.9%	10	14.3%	10	9.1%	8
Age	75+	3.8%	8	7.3%	10	7.2%	10	4.7%	9
CAMEO	Business Elite	4.7%	4	8.7%	7	8.6%	6	6.9%	5
CAMEO	Prosperous Professionals	9.5%	9	10.4%	9	10.9%	9	9.3%	9
CAMEO	Flourishing Society	11.3%	5	23.0%	9	23.5%	9	19.2%	8
CAMEO	Content Communities	8.2%	2	11.1%	4	10.9%	4	15.5%	9
CAMEO	White Collar Neighbourhoods	37.7%	10	11.7%	6	11.6%	6	11.1%	5
CAMEO	Enterprising Mainstream	3.2%	2	11.2%	8	11.0%	8	10.2%	7
CAMEO	Paying The Mortgage	15.0%	6	13.3%	5	13.1%	4	13.3%	4
CAMEO	Cash Conscious Communities	3.6%	1	5.0%	2	5.0%	2	6.9%	3
CAMEO	On A Budget	5.1%	4	3.9%	3	3.9%	2	6.0%	4
CAMEO	Family Value	1.8%	5	1.6%	4	1.6%	4	1.7%	4
Affluence	AB	25.5%	5	42.1%	8	43.0%	9	35.3%	7
Affluence	C1C2	64.1%	10	47.4%	5	46.6%	5	50.1%	6
Affluence	DE	10.4%	2	10.5%	2	10.4%	2	14.6%	3

# 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.

