

Site Summary



Barley Mow WV45JN

WV45JN

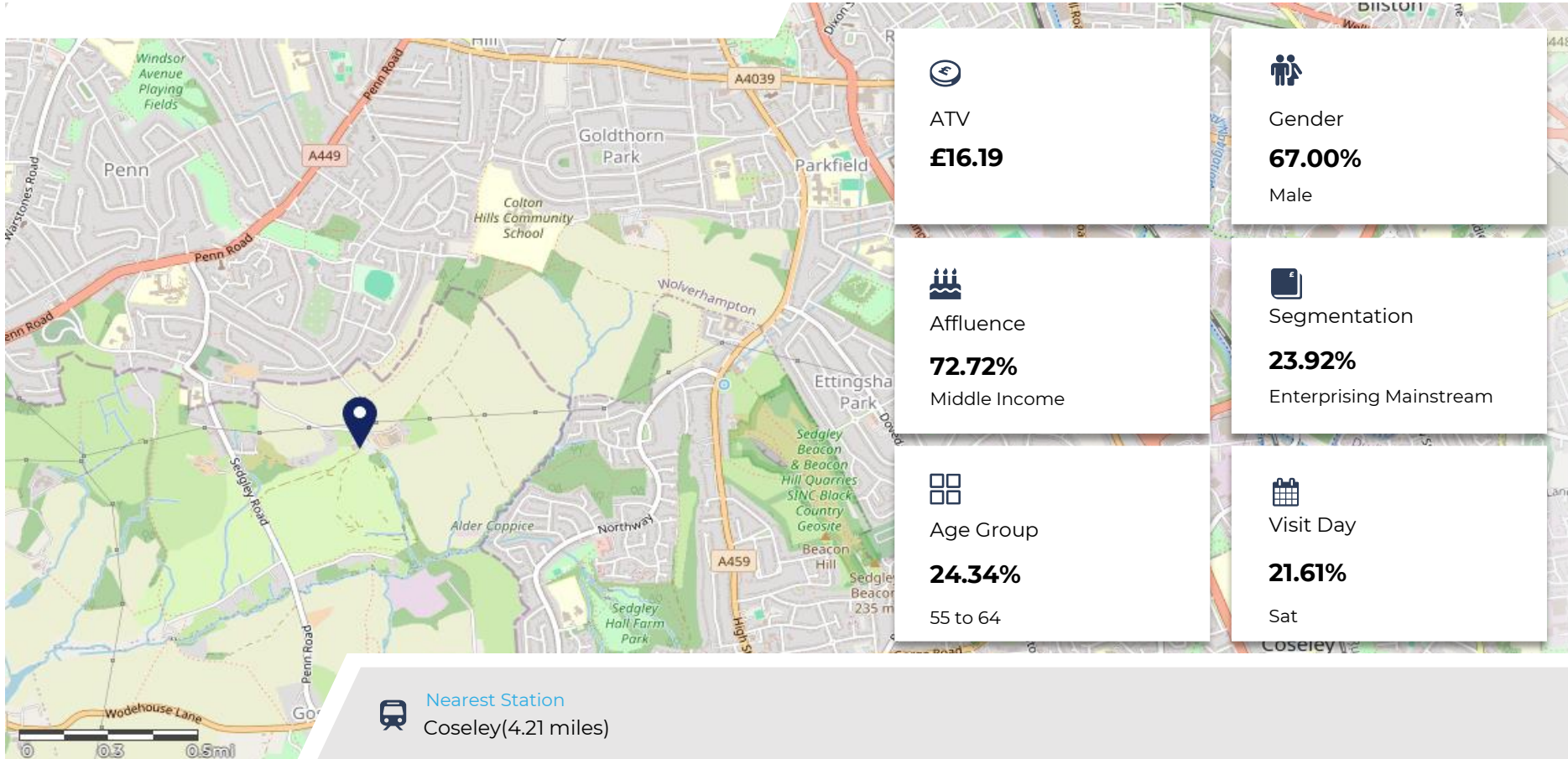
Punch T&L

Work Area
Wolverhampton and Walsall

Region
West Midlands

TV Region
Central

Urbanicity
Urban major conurbation



ATV
£16.19



Gender
67.00%
Male



Affluence
72.72%
Middle Income



Segmentation
23.92%
Enterprising Mainstream



Age Group
24.34%
55 to 64



Visit Day
21.61%
Sat

Top Competitors

Springhill **#1**
WV44LB
 Pub Restaurant

Old Bush Wombourne **#2**
WV59DT
 Pub Restaurant

Mount Tavern **#3**
WV45SF
 Punch T&L

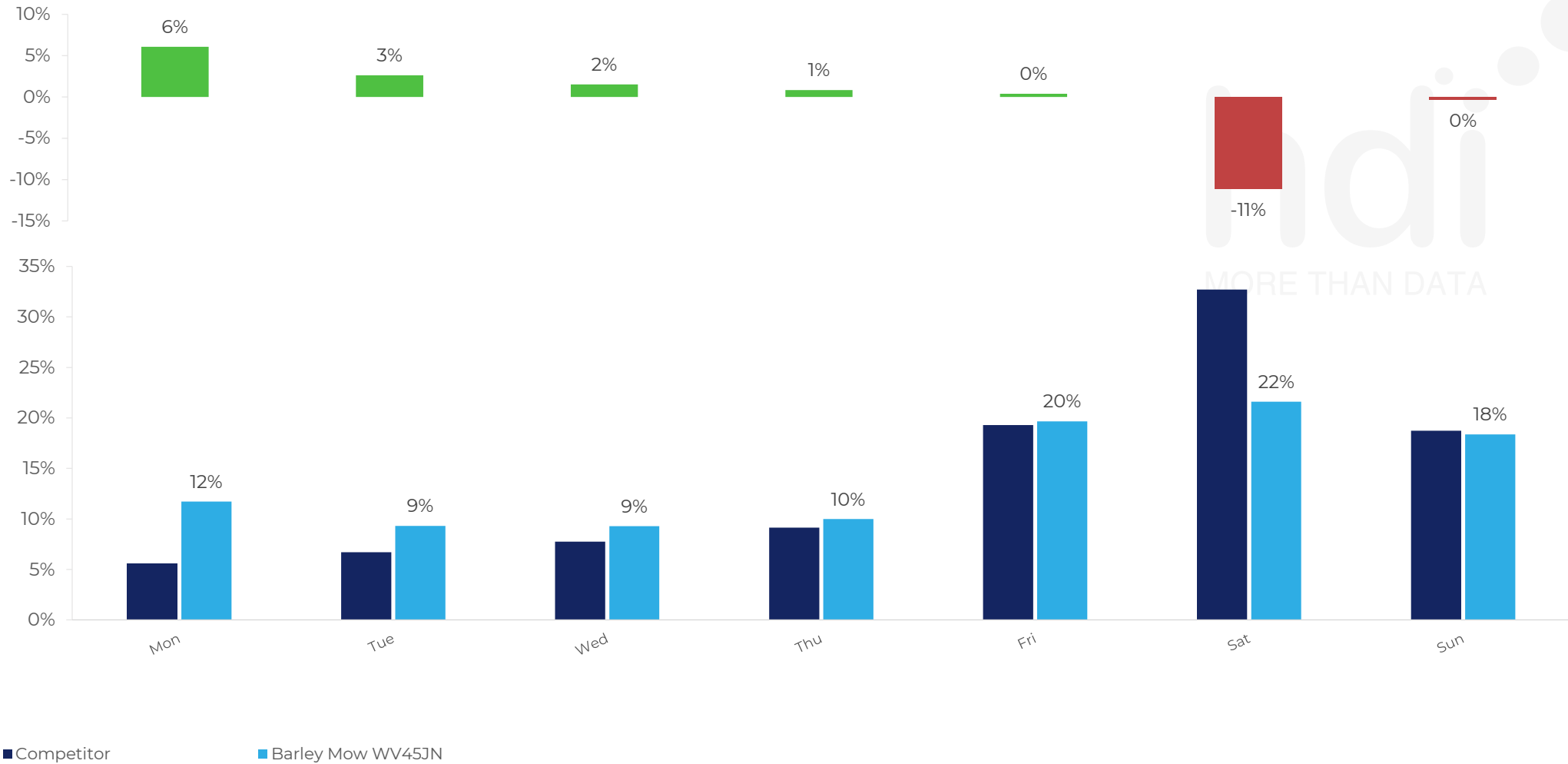


Nearest Station
Coseley(4.21 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Barley Mow WV45JN versus its competitors?

% of spend for Barley Mow WV45JN and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Day of Week

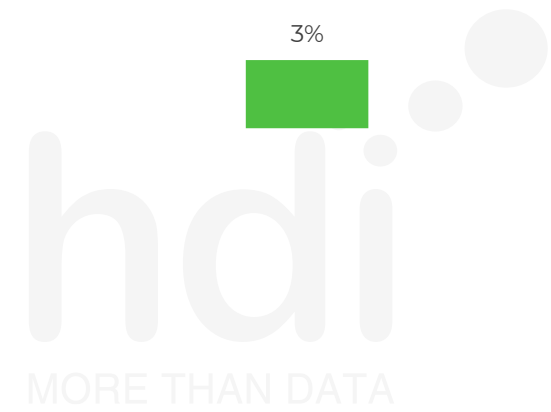
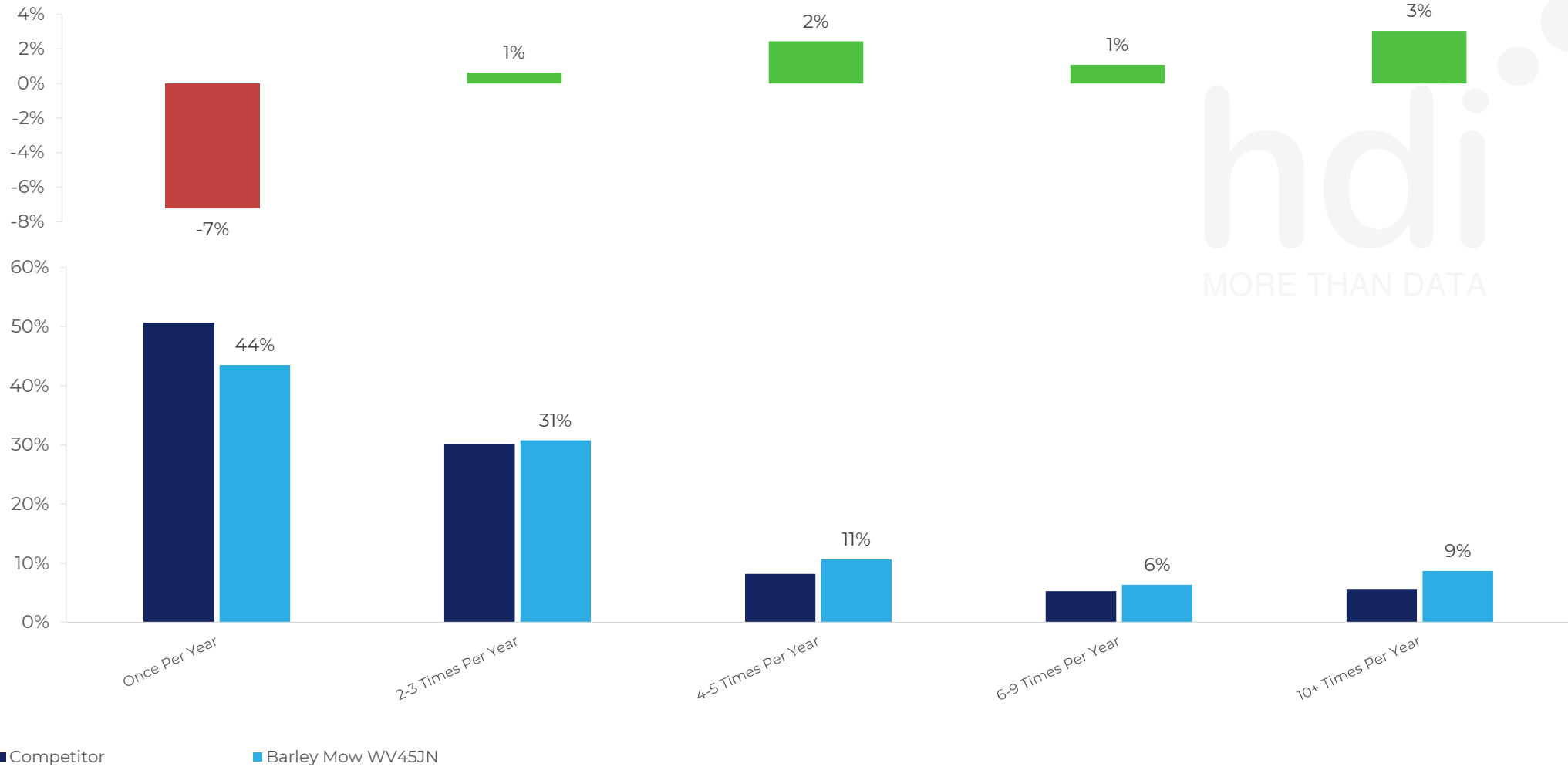




Visit Frequency

How frequently per year do customers visit Barley Mow WV45JN versus its competitors?

% of customer numbers for Barley Mow WV45JN and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 and the number of visits made Per Annum

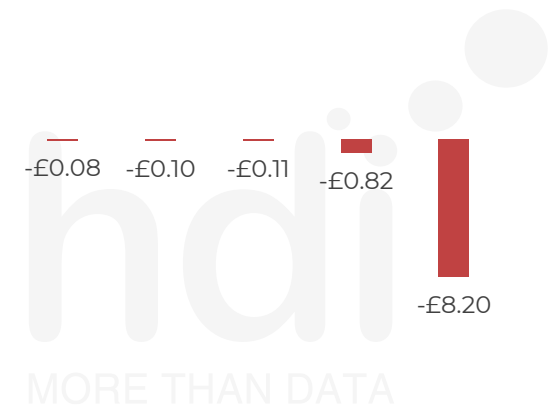
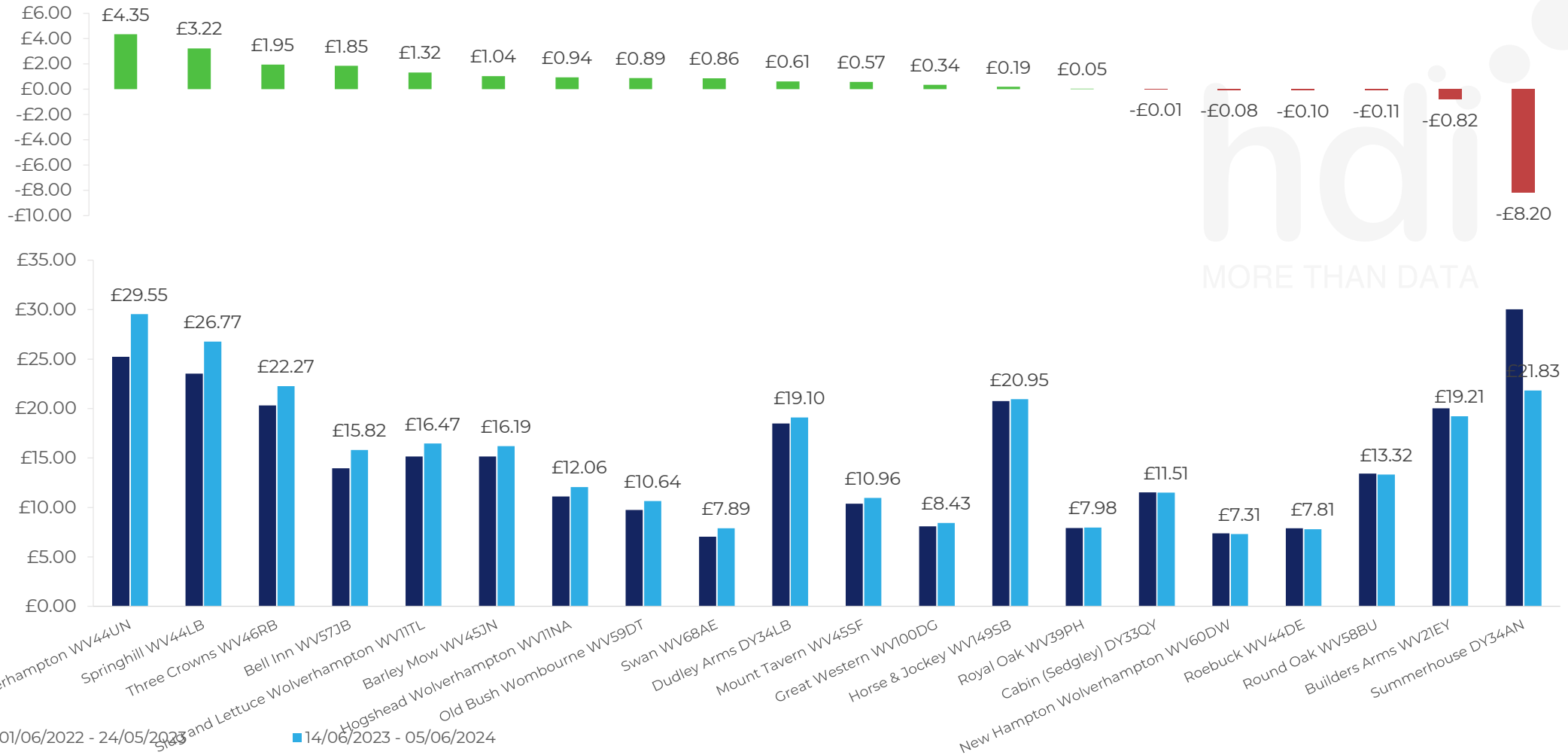


■ Competitor

■ Barley Mow WV45JN

ATV Change

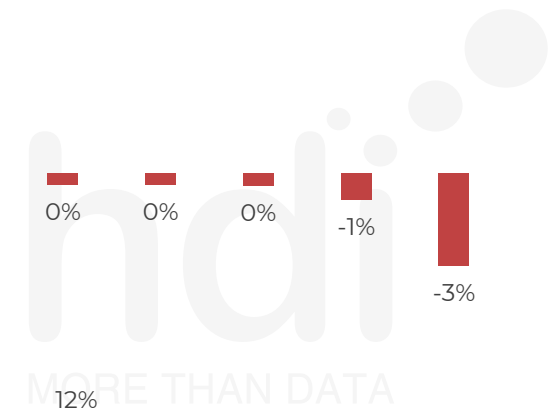
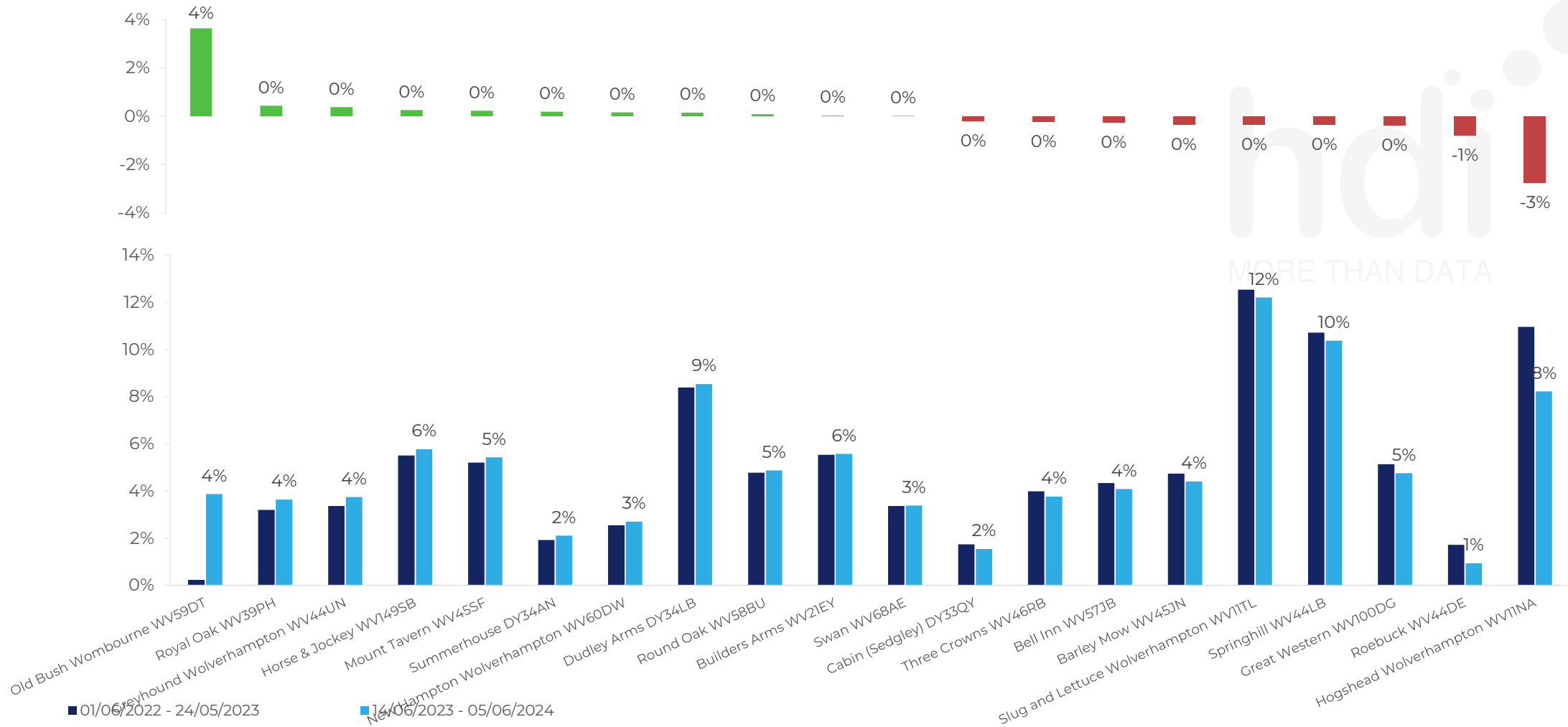
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

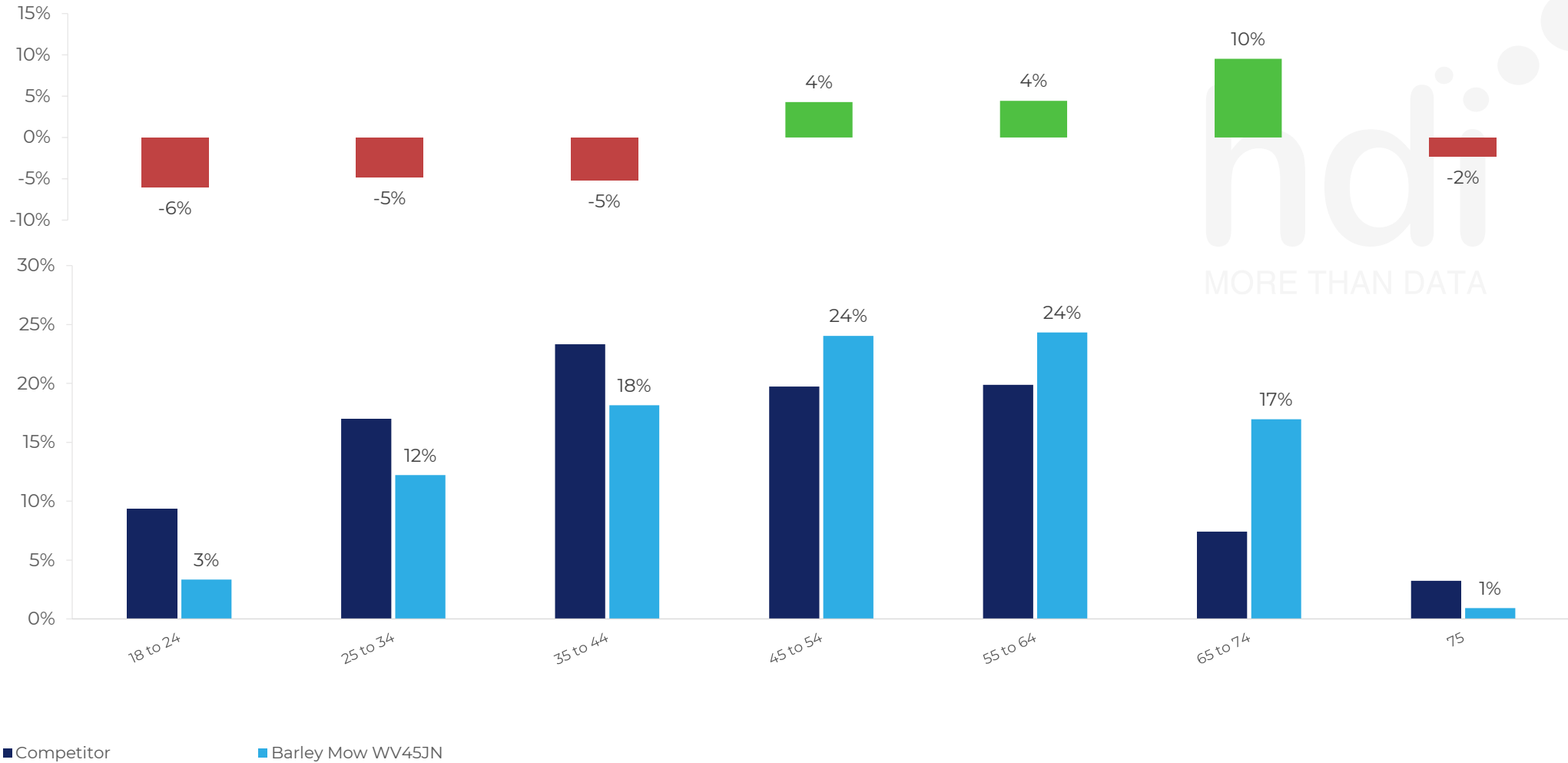
% of market share spend for Barley Mow WV45JN and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024



Age

How does the age profile of customers who visit Barley Mow WV45JN compare versus its competitors?

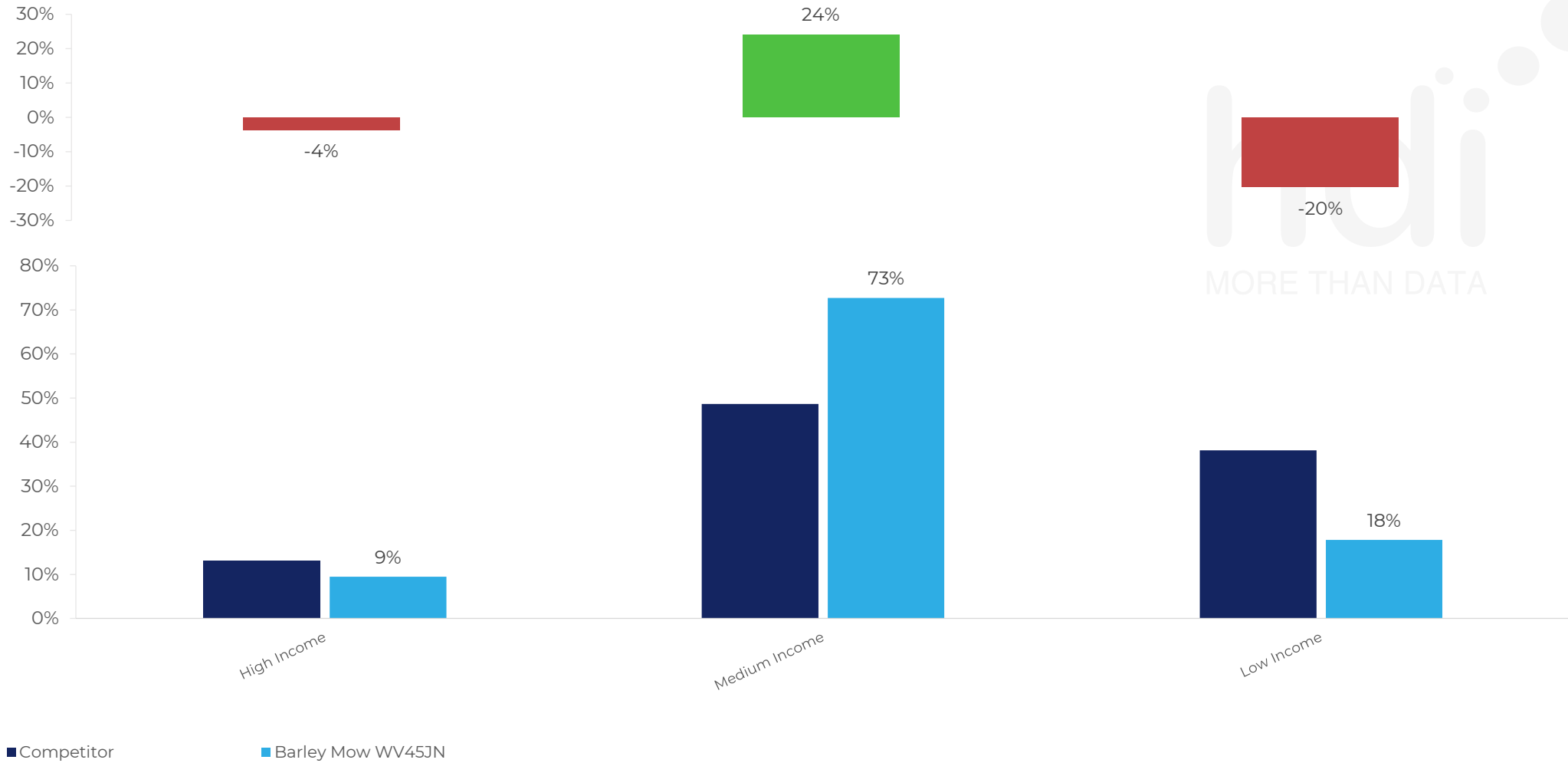
% of spend for Barley Mow WV45JN and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Age Range



Affluence

How does the affluence of customers who visit Barley Mow WV45JN compare versus its competitors?

% of spend for Barley Mow WV45JN and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Affluence

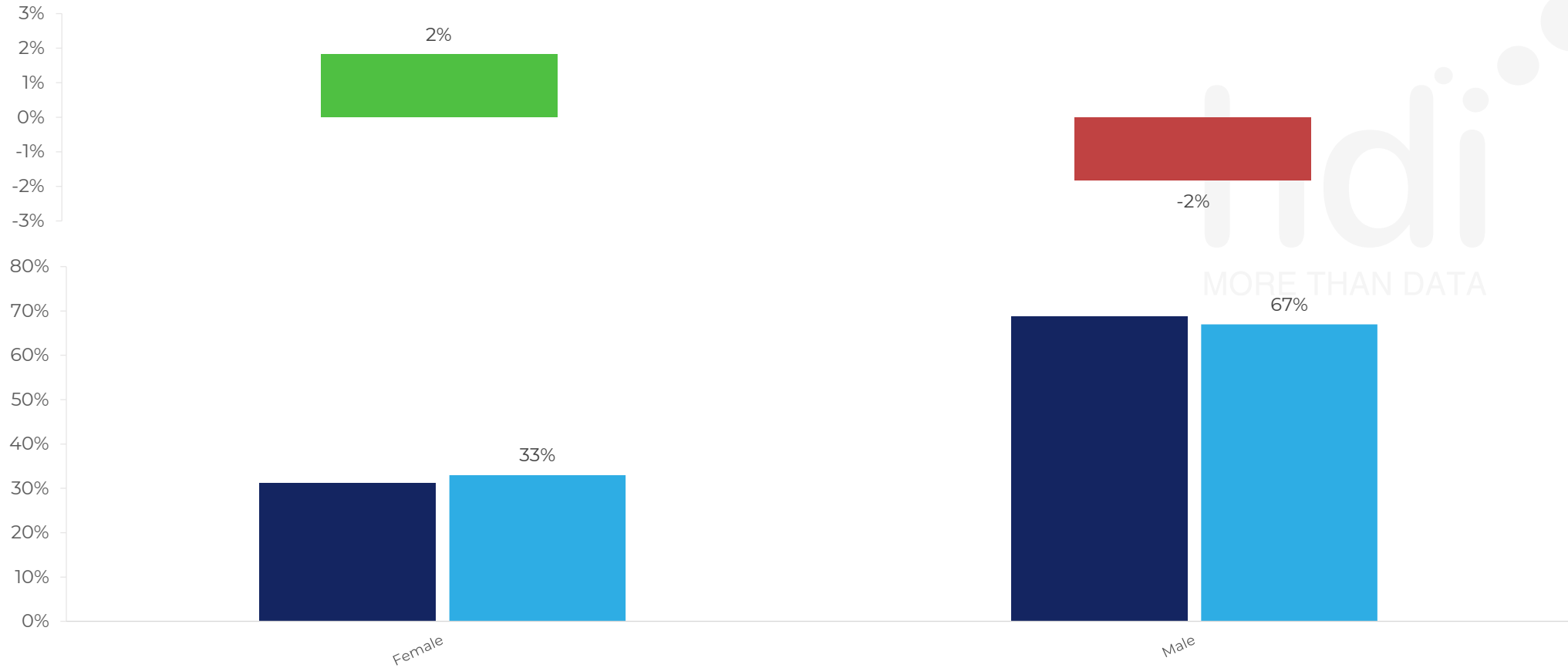




Gender

How does the gender profile of customers who visit Barley Mow WV45JN compare versus its competitors?

% of spend for Barley Mow WV45JN and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Gender



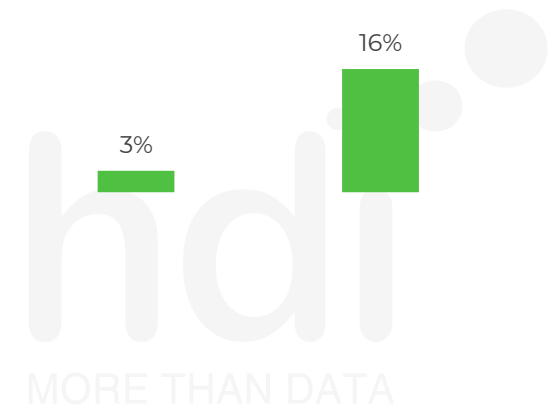
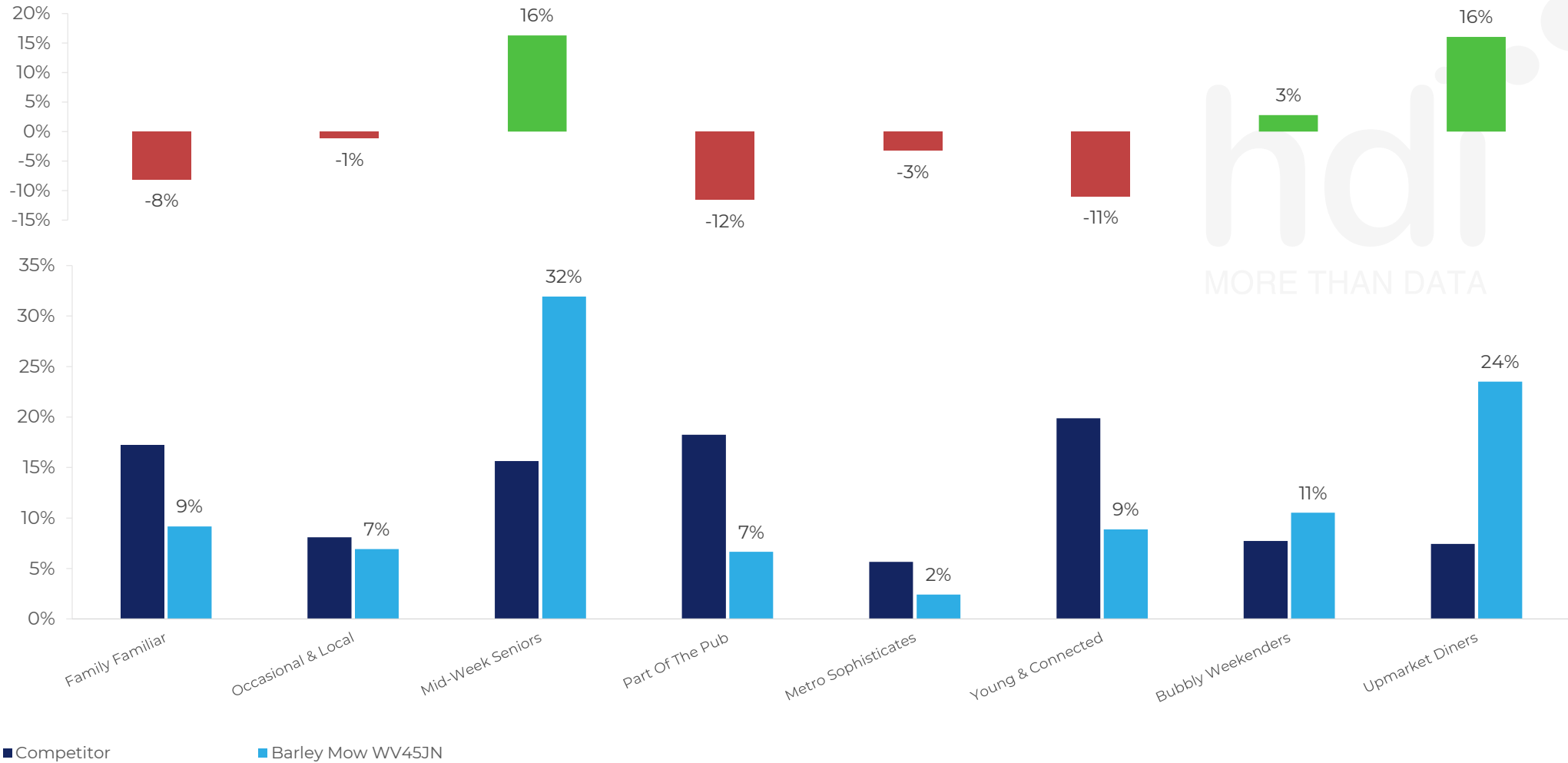
■ Competitor

■ Barley Mow WV45JN

Punch Segmentation

How does the Custom segmentation profile of customers who visit Barley Mow WV45JN compare versus its competitors?

% of spend for Barley Mow WV45JN and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Segment



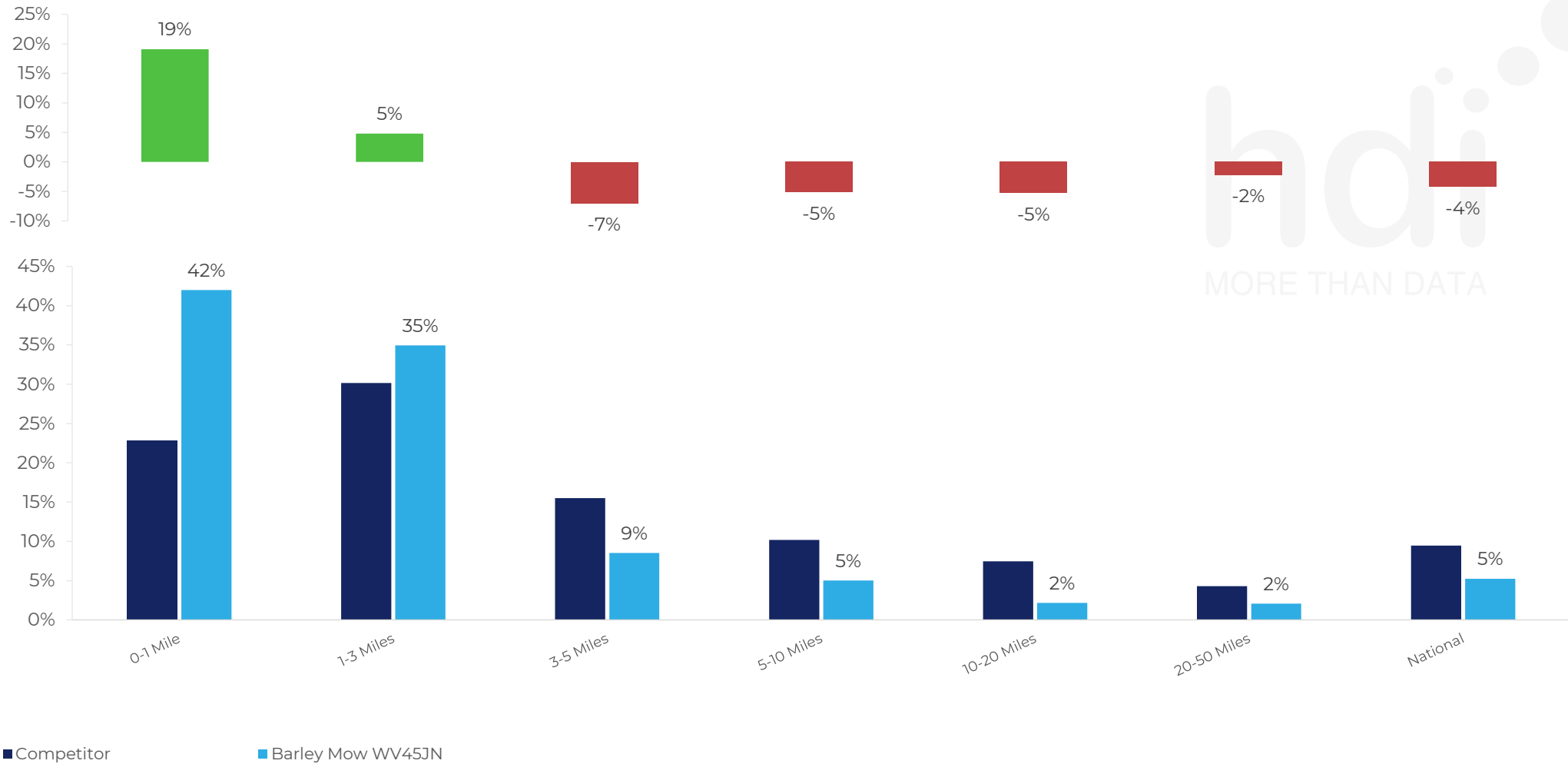
Competitor

Barley Mow WV45JN

Spend by Distance

How does the spend profile of Barley Mow WV45JN compare versus its competitors based on travel distances?

% of spend for Barley Mow WV45JN 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 Barley Mow WV45JN come from?

Where do customers of Barley Mow WV45JN for 14/06/2023 - 05/06/2024 live

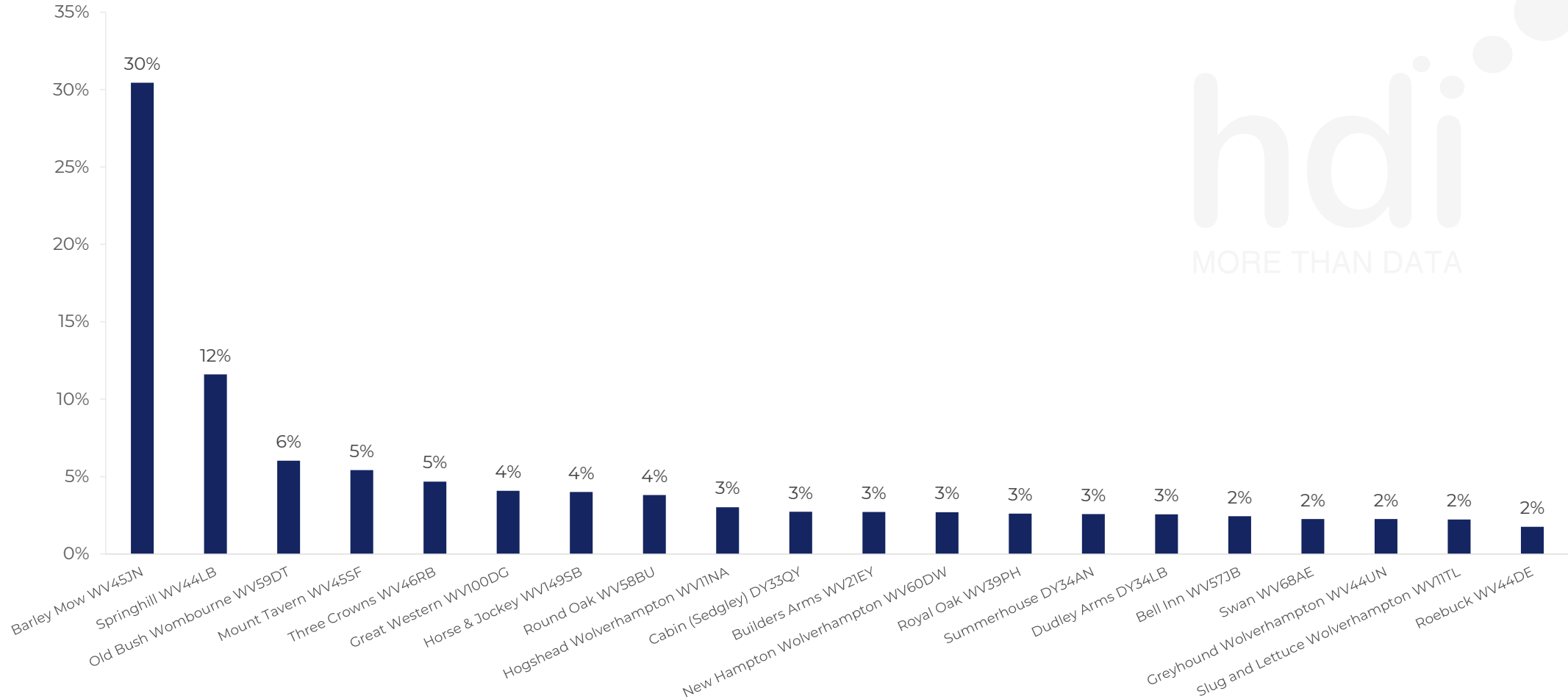




Share of Wallet

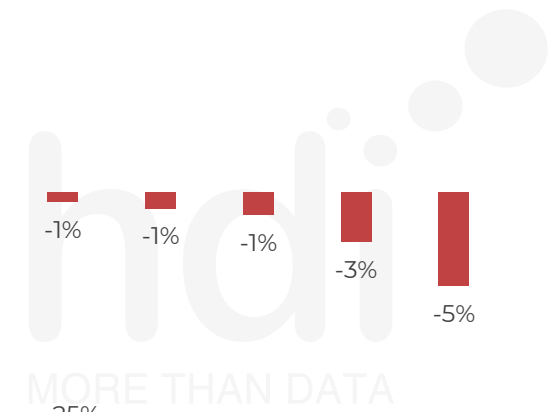
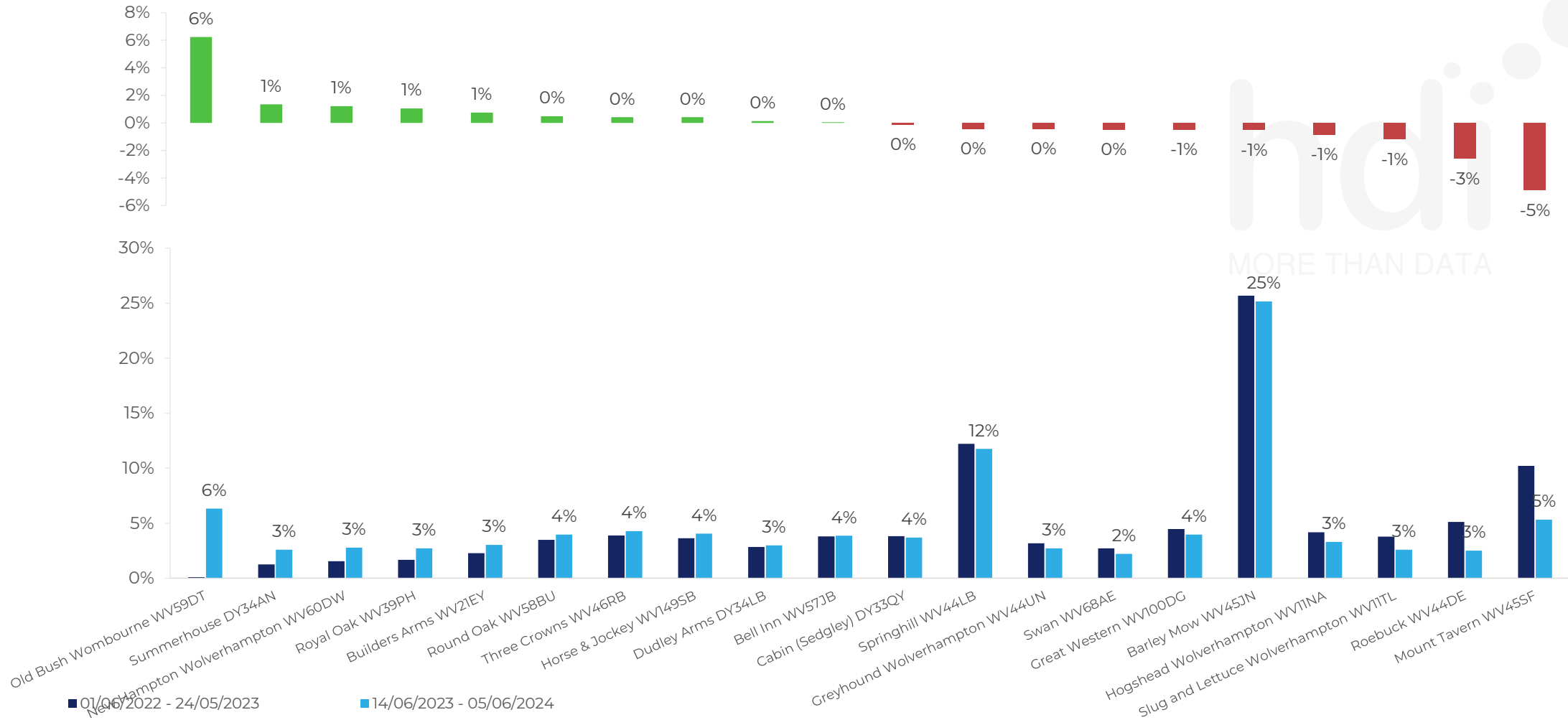
What are the Top 20 venues (by spend) that customers of Barley Mow WV45JN also visit?

For customers of Barley Mow WV45JN, who are the top 20 competitors from 97 Chains in 3 Miles for 14/06/2023 - 05/06/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Barley Mow WV45JN changed between two date ranges?





Market Summary

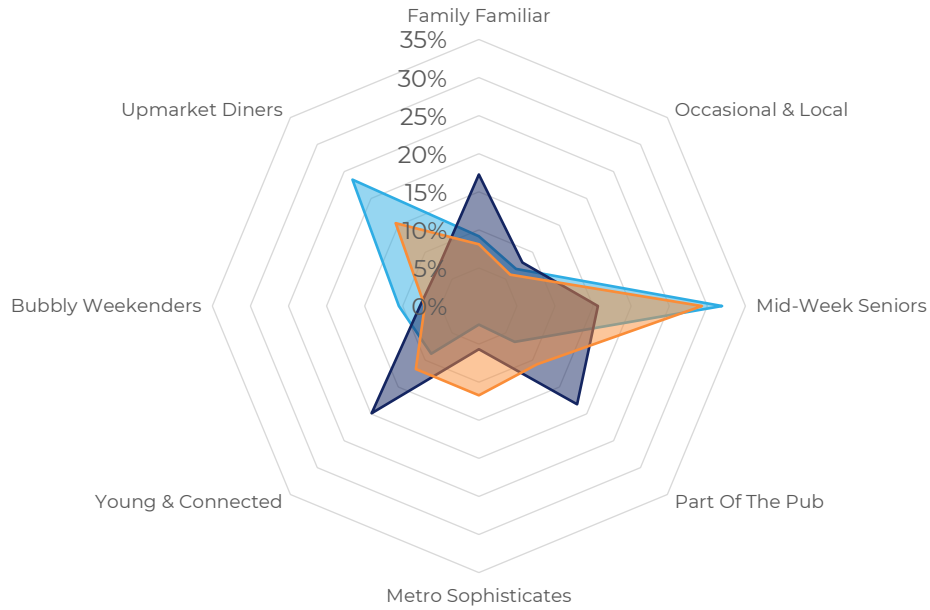
How does the local area for Barley Mow WV45JN compare to the national average (1 = low, 10 = high)

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	£583K	4	£583K	3	£7.90M	4	£105.52M	7
Weekpart	Mon - Thu	39.9%	5	39.9%	5	38.4%	3	39.2%	2
Weekpart	Fri - Sat	41.6%	4	41.6%	4	44.6%	7	45.6%	9
Weekpart	Sun	18.5%	9	18.5%	9	17.1%	8	15.2%	4
Age	18 to 24	3.2%	3	3.2%	3	6.3%	5	8.9%	7
Age	25 to 34	12.5%	2	12.5%	1	15.5%	2	17.2%	2
Age	35 to 44	18.0%	2	18.0%	2	23.2%	5	25.3%	8
Age	45 to 54	23.7%	8	23.7%	9	25.0%	10	21.9%	8
Age	55 to 64	24.6%	10	24.6%	10	19.5%	9	17.6%	8
Age	65 to 74	17.2%	10	17.2%	10	7.4%	6	6.7%	6
Age	75+	0.9%	3	0.9%	2	3.1%	7	2.4%	5
CAMEO	Business Elite	2.8%	3	2.8%	3	3.3%	3	3.4%	2
CAMEO	Prosperous Professionals	2.7%	2	2.7%	2	5.0%	4	5.0%	4
CAMEO	Flourishing Society	3.9%	1	3.9%	1	5.5%	2	4.4%	1
CAMEO	Content Communities	12.9%	6	12.9%	6	17.8%	9	14.5%	8
CAMEO	White Collar Neighbourhoods	18.1%	10	18.1%	10	10.8%	5	8.9%	2
CAMEO	Enterprising Mainstream	24.1%	10	24.1%	10	10.6%	7	8.0%	5
CAMEO	Paying The Mortgage	17.5%	8	17.5%	8	19.4%	9	18.1%	8
CAMEO	Cash Conscious Communities	6.9%	4	6.9%	4	9.2%	6	11.7%	8
CAMEO	On A Budget	4.9%	4	4.9%	4	6.3%	5	8.6%	8
CAMEO	Family Value	6.2%	8	6.2%	8	12.0%	9	17.4%	10
Affluence	AB	9.4%	2	9.4%	1	13.8%	2	12.8%	1
Affluence	C1C2	72.6%	10	72.6%	10	58.6%	9	49.4%	6
Affluence	DE	18.0%	5	18.0%	5	27.6%	8	37.7%	10



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
Barley Mow	193	9.17%	6.92%	31.94%	6.65%	2.41%	8.86%	10.52%	23.50%
Local Catchment	6120	17.26%	8.10%	15.65%	18.24%	5.66%	19.88%	7.73%	7.44%
Punch T&L	105489	8.10%	5.83%	29.29%	10.79%	11.73%	11.71%	7.10%	15.42%
Barley Mow vs Local Catchment		-8.09%	-1.18%	16.29%	-11.59%	-3.25%	-11.02%	2.79%	16.06%
Barley Mow vs Punch T&L		1.07%	1.09%	2.65%	-4.14%	-9.32%	-2.85%	3.42%	8.08%
Local Catchment vs Punch T&L		9.16%	2.27%	-13.64%	7.45%	-6.07%	8.17%	0.63%	-7.98%

■ Barley Mow

■ Local Catchment

■ Punch T&L

Local Competitor Profiles

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
Barley Mow WV45JN	193	9.17%	6.92%	31.94%	6.65%	2.41%	8.86%	10.52%	23.50%
Springhill WV44LB	345	21.62%	15.43%	19.09%	11.11%	4.66%	7.33%	5.59%	15.14%
Old Bush Wombourne WV59DT	229	8.42%	5.40%	19.51%	18.92%	12.44%	5.10%	3.19%	26.98%
Mount Tavern WV45SF	231	23.38%	3.58%	10.60%	15.48%	13.31%	24.98%	3.52%	5.11%
Three Crowns WV46RB	100	23.06%	8.96%	24.70%	7.98%	1.01%	17.65%	7.66%	8.94%
Great Western WV100DG	388	8.83%	1.40%	17.05%	36.56%	8.93%	8.72%	2.03%	16.44%
Horse & Jockey WV149SB	163	13.60%	11.76%	45.92%	5.85%	2.19%	10.64%	4.81%	5.18%
Round Oak WV58BU	246	16.27%	1.41%	26.60%	15.10%	6.92%	16.07%	3.34%	14.25%
Hogshead Wolverhampton WV11NA	648	18.42%	3.90%	10.13%	8.81%	7.51%	35.70%	9.42%	6.07%
Cabin (Sedgley) DY33QY	60	8.47%	0.80%	1.83%	46.43%	2.18%	30.54%	1.74%	7.97%
Builders Arms WV21EY	203	20.78%	6.61%	8.13%	6.29%	5.00%	30.85%	12.53%	9.77%
New Hampton Wolverhampton WV60DW	103	4.35%	38.41%	8.97%	26.63%	7.81%	9.49%	2.22%	2.08%
Royal Oak WV39PH	133	3.18%	2.23%	40.99%	34.81%	4.30%	5.03%	6.06%	3.36%
Summerhouse DY34AN	111	31.58%	0.71%	21.77%	11.96%	2.00%	16.43%	3.11%	12.40%
Dudley Arms DY34LB	398	42.35%	6.91%	10.92%	12.00%	1.87%	11.18%	4.59%	10.13%
Bell Inn WV57JB	144	7.18%	2.27%	18.63%	5.75%	5.46%	11.91%	15.49%	33.26%
Swan WV68AE	128	2.64%	51.03%	5.82%	28.70%	2.71%	6.20%	0.93%	1.92%
Greyhound Wolverhampton WV44UN	126	17.59%	2.73%	20.47%	30.99%	6.88%	2.76%	4.84%	13.71%
Slug and Lettuce Wolverhampton WV11TL	765	26.73%	4.54%	9.38%	7.45%	4.78%	30.33%	12.76%	3.99%
Roebuck WV44DE	61	17.60%	9.72%	3.47%	43.77%	0.83%	17.66%	5.47%	1.44%
White Horse DY31SA	129	18.24%	7.30%	3.07%	18.80%	1.69%	34.34%	3.51%	13.01%
Starting Gate WV37BC	44	6.69%	10.13%	5.96%	49.58%	1.78%	19.13%	3.07%	3.62%
The Clifton DY31RX	201	23.04%	2.92%	8.61%	17.65%	2.43%	26.69%	6.15%	12.48%
Lupo Lounge WV13EY	351	27.67%	1.99%	16.77%	4.75%	6.90%	18.15%	8.47%	15.25%
Summer House WV60RS	122	11.31%	5.26%	13.06%	31.88%	7.01%	13.53%	6.19%	11.72%

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.

