

Site Summary



Rattlebone Inn SN160LR

SN160LR

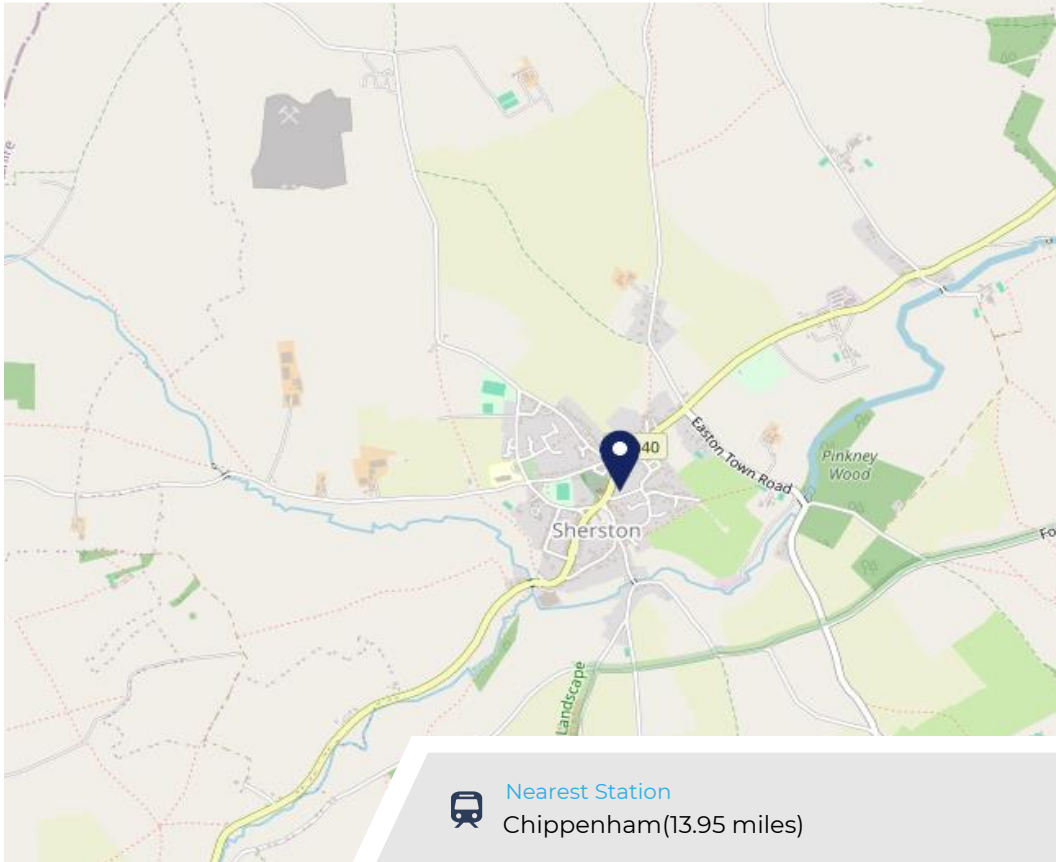
Punch T&L

Work Area
Swindon

Region
South West

TV Region
HarWest

Urbanicity
Rural town and fringe



ATV
£19.76



Gender
61.64%
Male



Affluence
65.52%
High Income



Segmentation
42.64%
Flourishing Society



Age Group
30.13%
45 to 54



Visit Day
24.03%
Sat

Top Competitors

Old Royal Ship Inn **#1**
SN146PA
 Pub Restaurant

The Kings Arms **#2**
GL91DT
 Liberation Group - Managed UK

Holford Arms **#3**
GL88QY
 Pub Restaurant



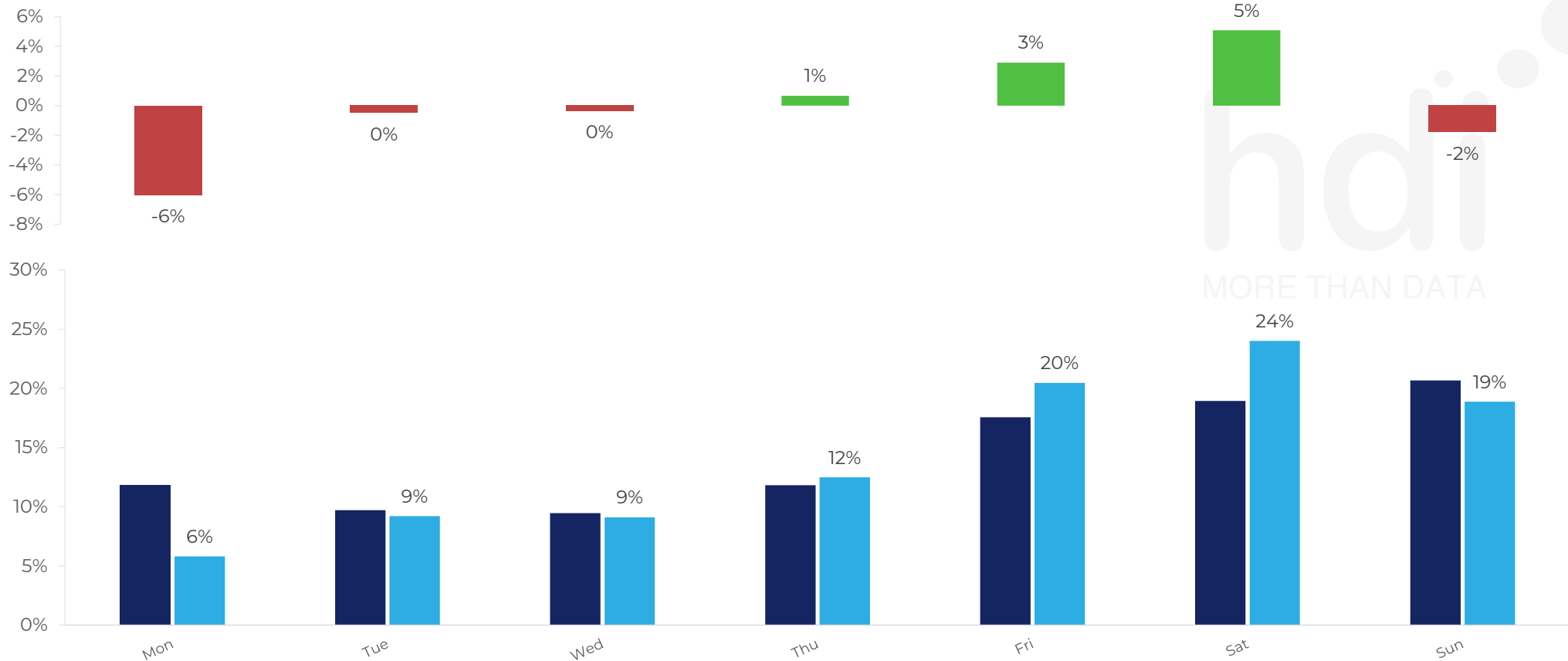
Nearest Station
Chippenham(13.95 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Rattlebone Inn SN160LR versus its competitors?

% of spend for Rattlebone Inn SN160LR and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Day of Week



■ Competitor

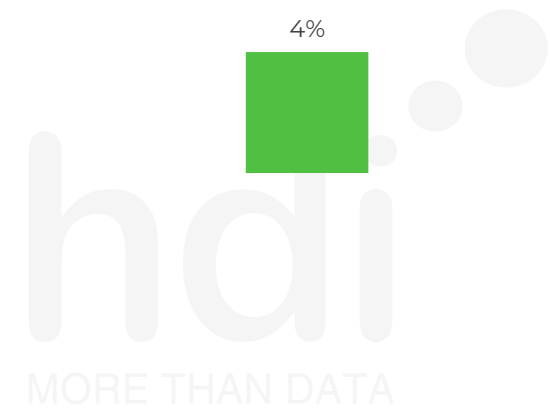
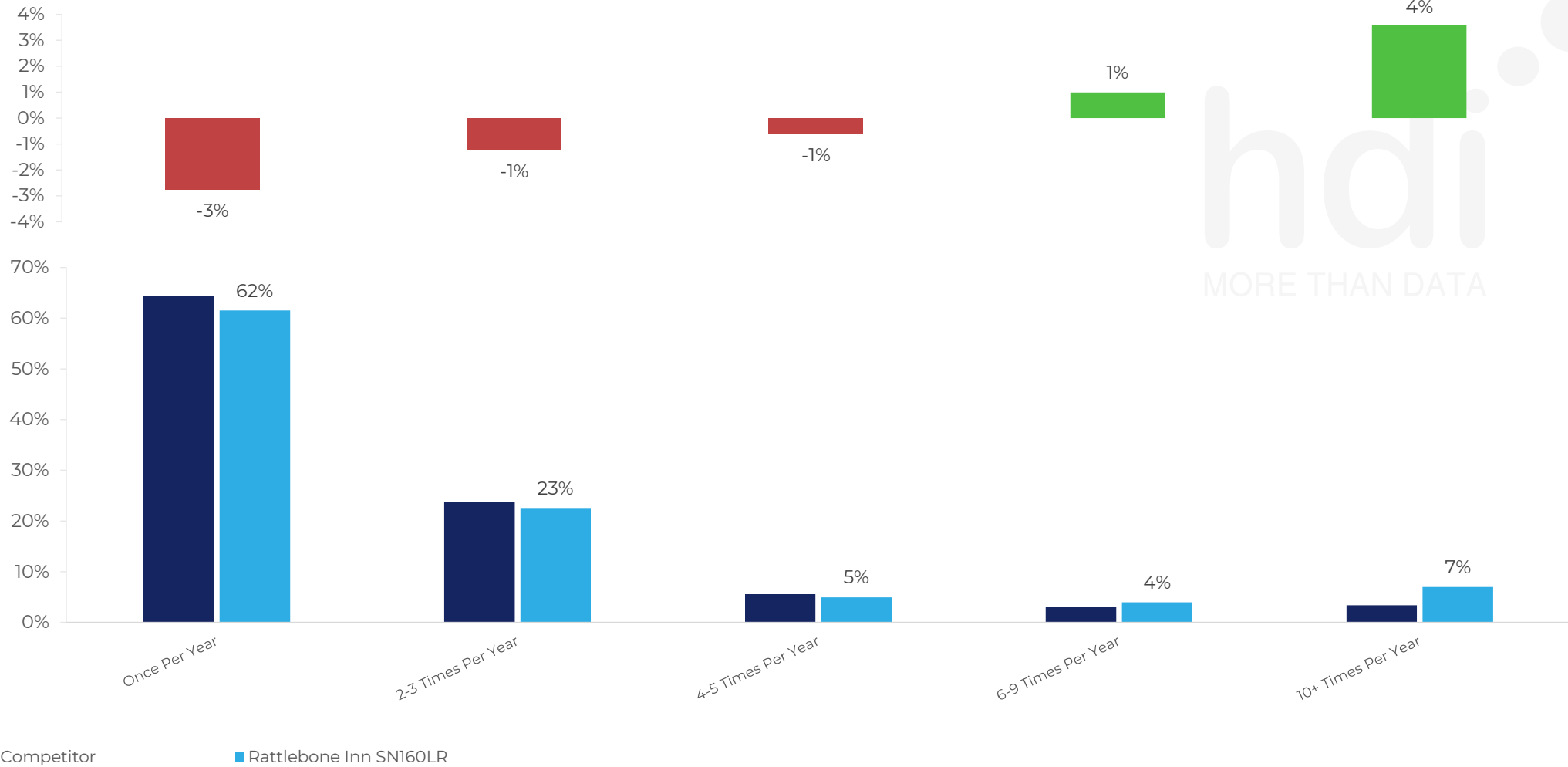
■ Rattlebone Inn SN160LR



Visit Frequency

How frequently per year do customers visit Rattlebone Inn SN160LR versus its competitors?

% of customer numbers for Rattlebone Inn SN160LR and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 and the number of visits made Per Annum



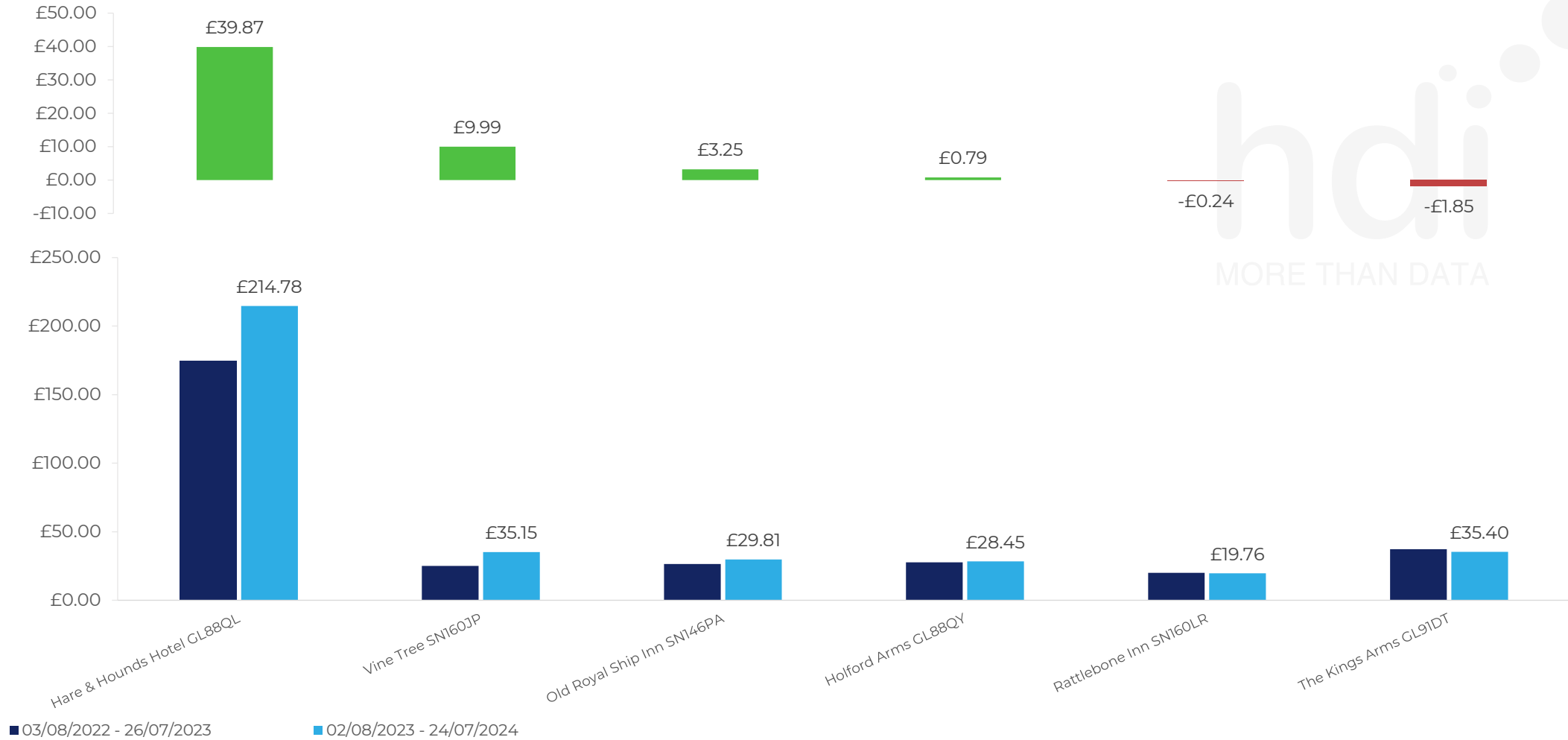
Competitor

Rattlebone Inn SN160LR



ATV Change

How has ATV changed between two date ranges?

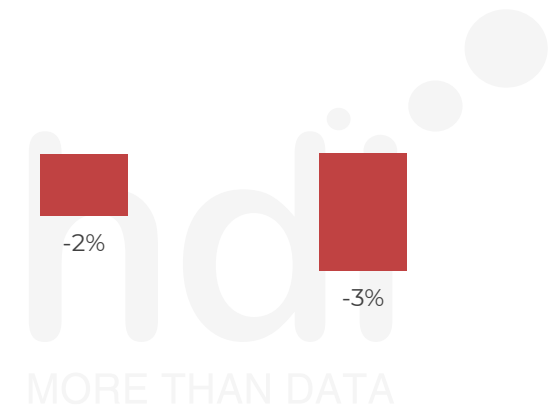
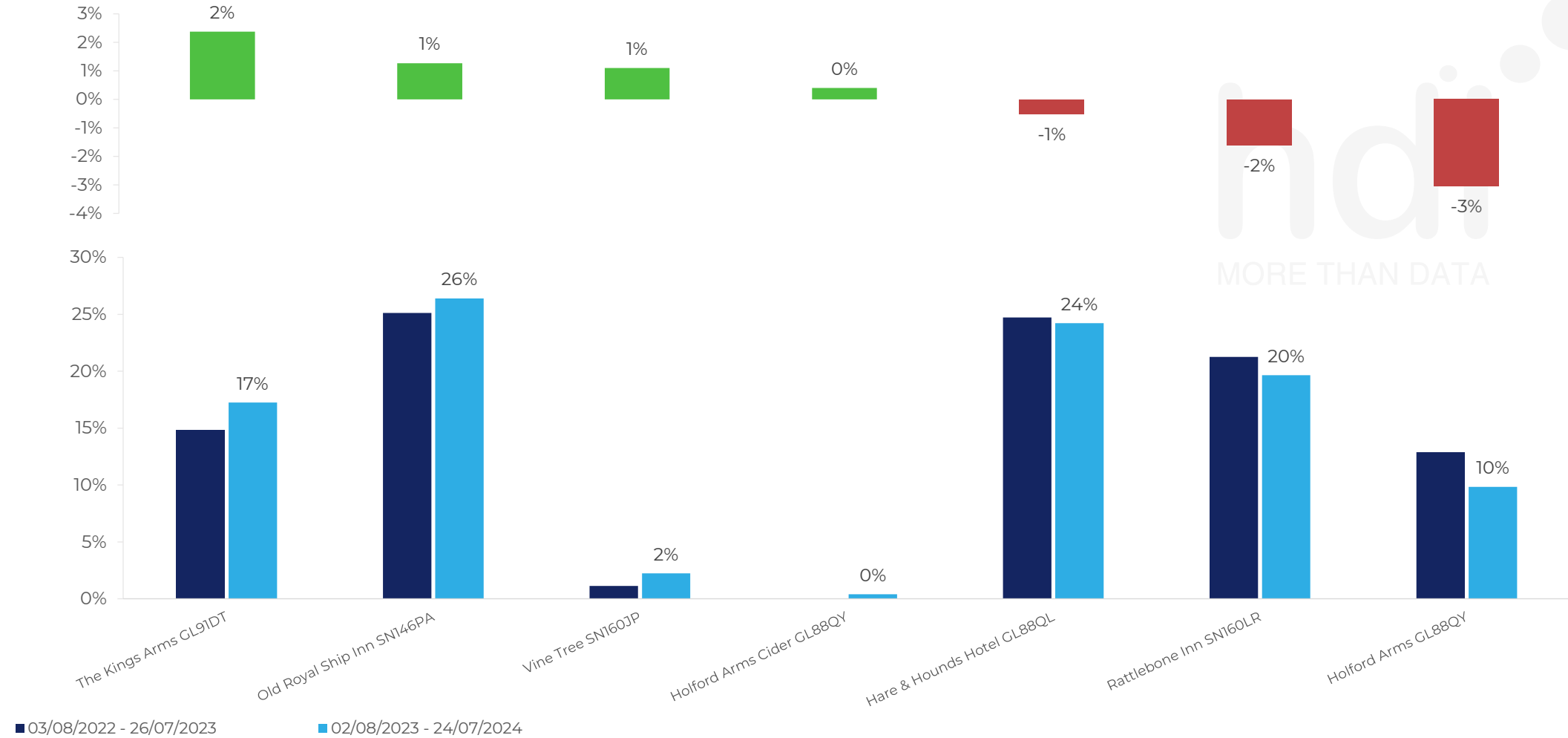




Market Share Change

How has market share changed between two date ranges?

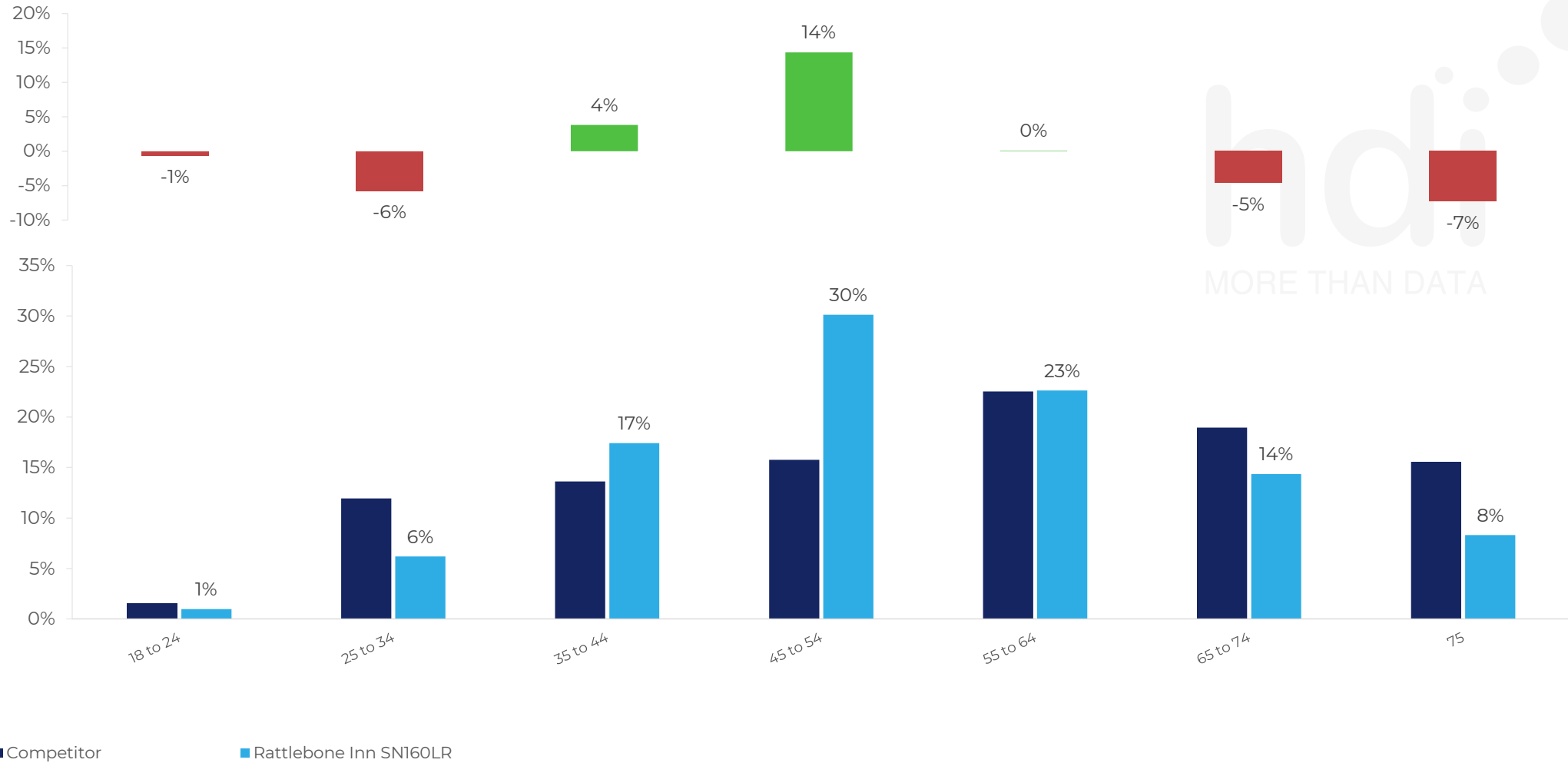
% of market share spend for Rattlebone Inn SN160LR and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024



Age

How does the age profile of customers who visit Rattlebone Inn SN160LR compare versus its competitors?

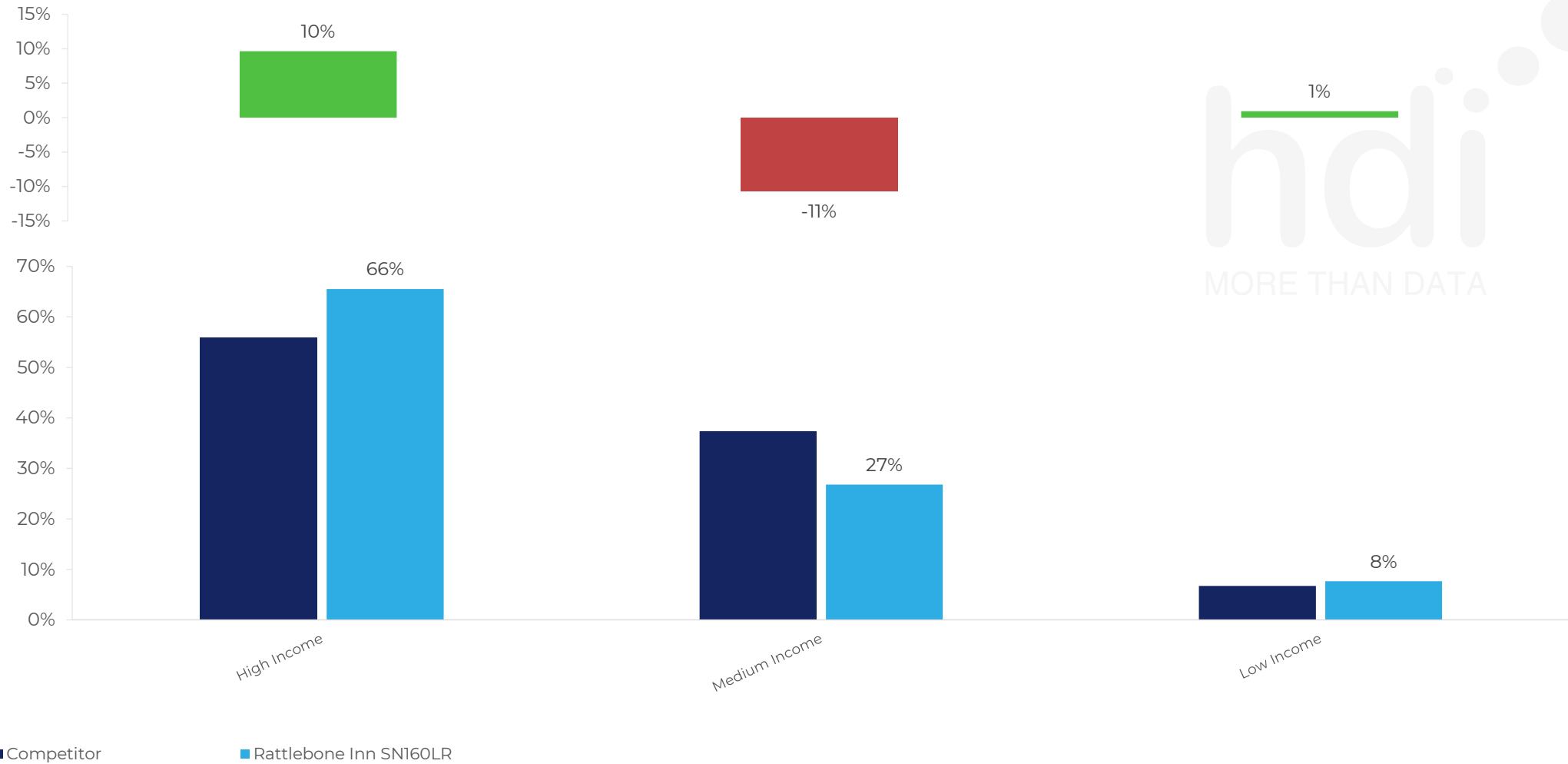
% of spend for Rattlebone Inn SN160LR and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Age Range



Affluence

How does the affluence of customers who visit Rattlebone Inn SN160LR compare versus its competitors?

% of spend for Rattlebone Inn SN160LR and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Affluence

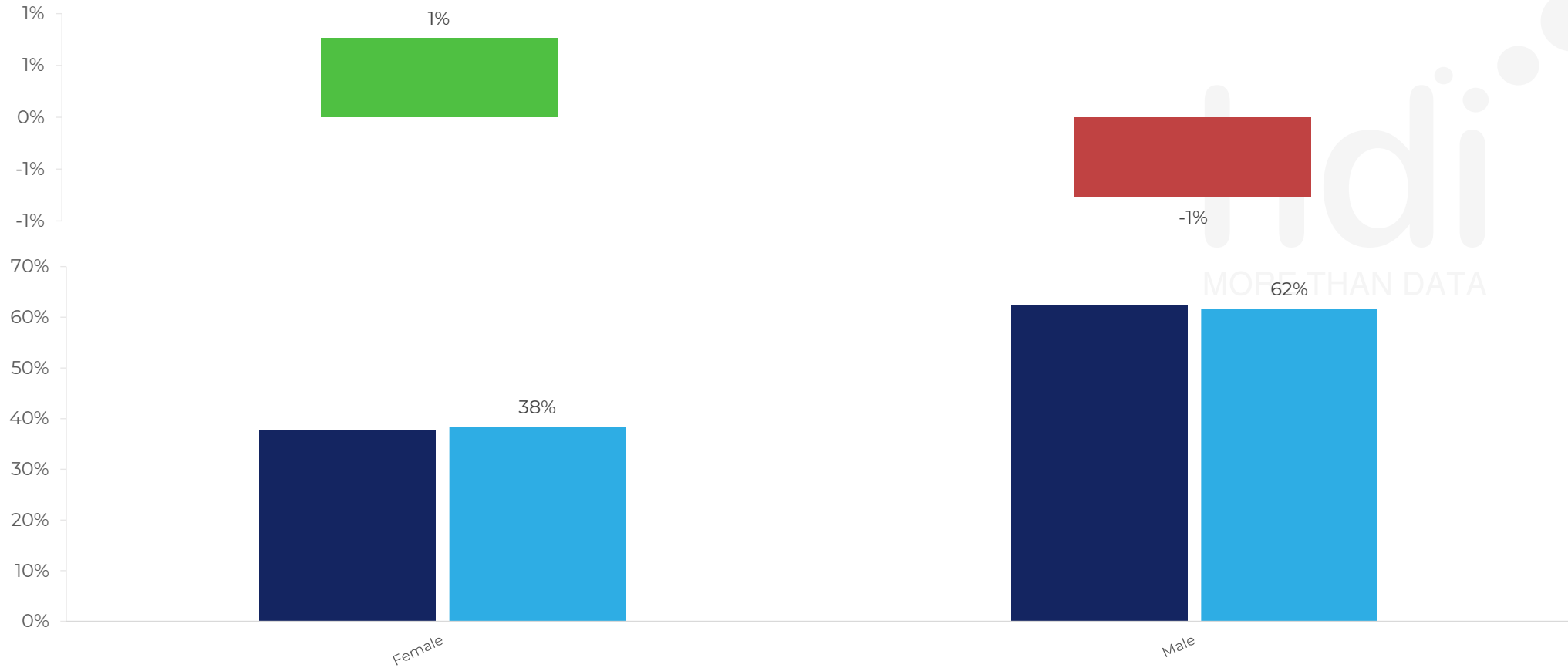




Gender

How does the gender profile of customers who visit Rattlebone Inn SN160LR compare versus its competitors?

% of spend for Rattlebone Inn SN160LR and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Gender



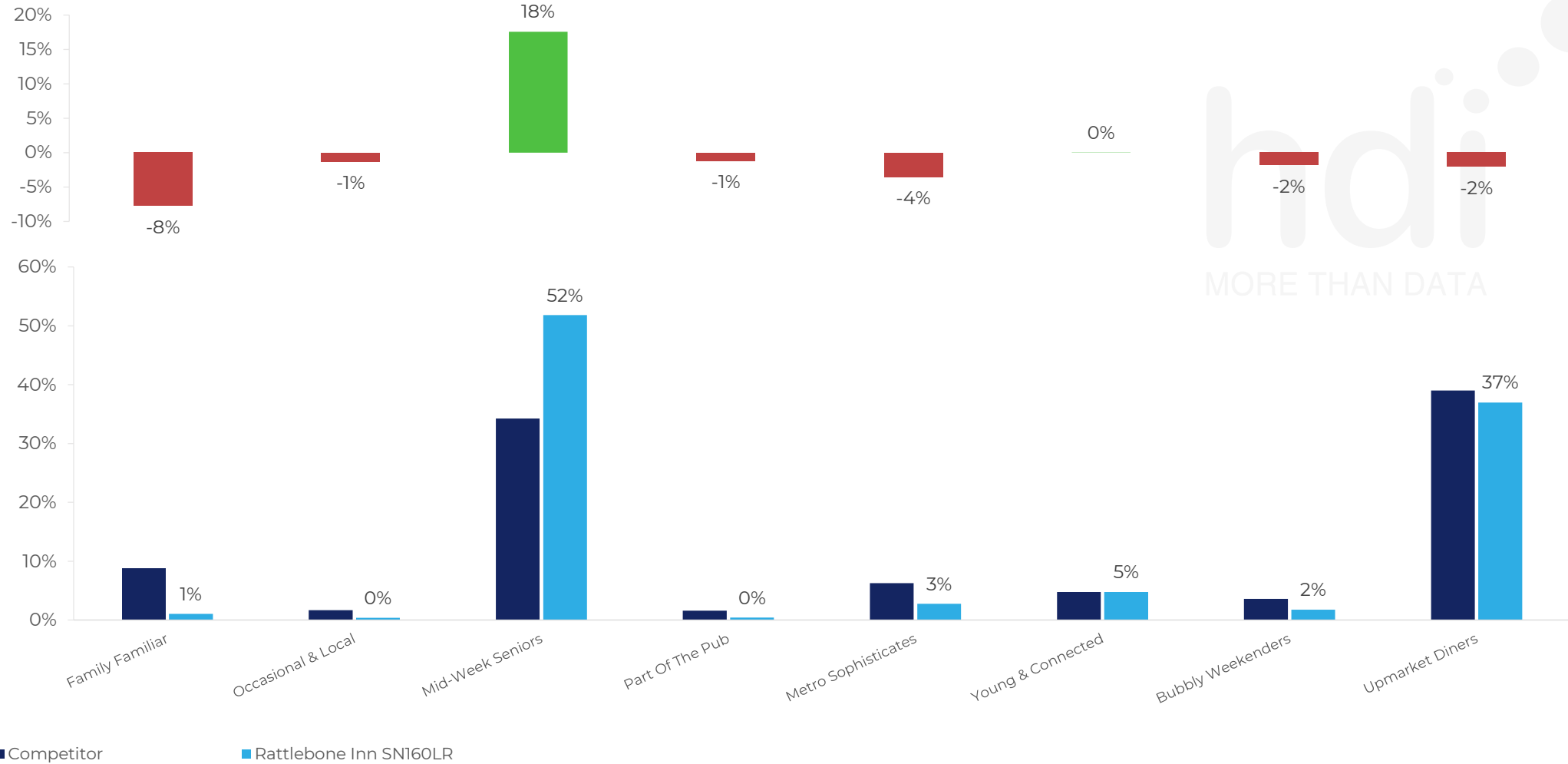
■ Competitor

■ Rattlebone Inn SN160LR

Punch Segmentation

How does the Custom segmentation profile of customers who visit Rattlebone Inn SN160LR compare versus its competitors?

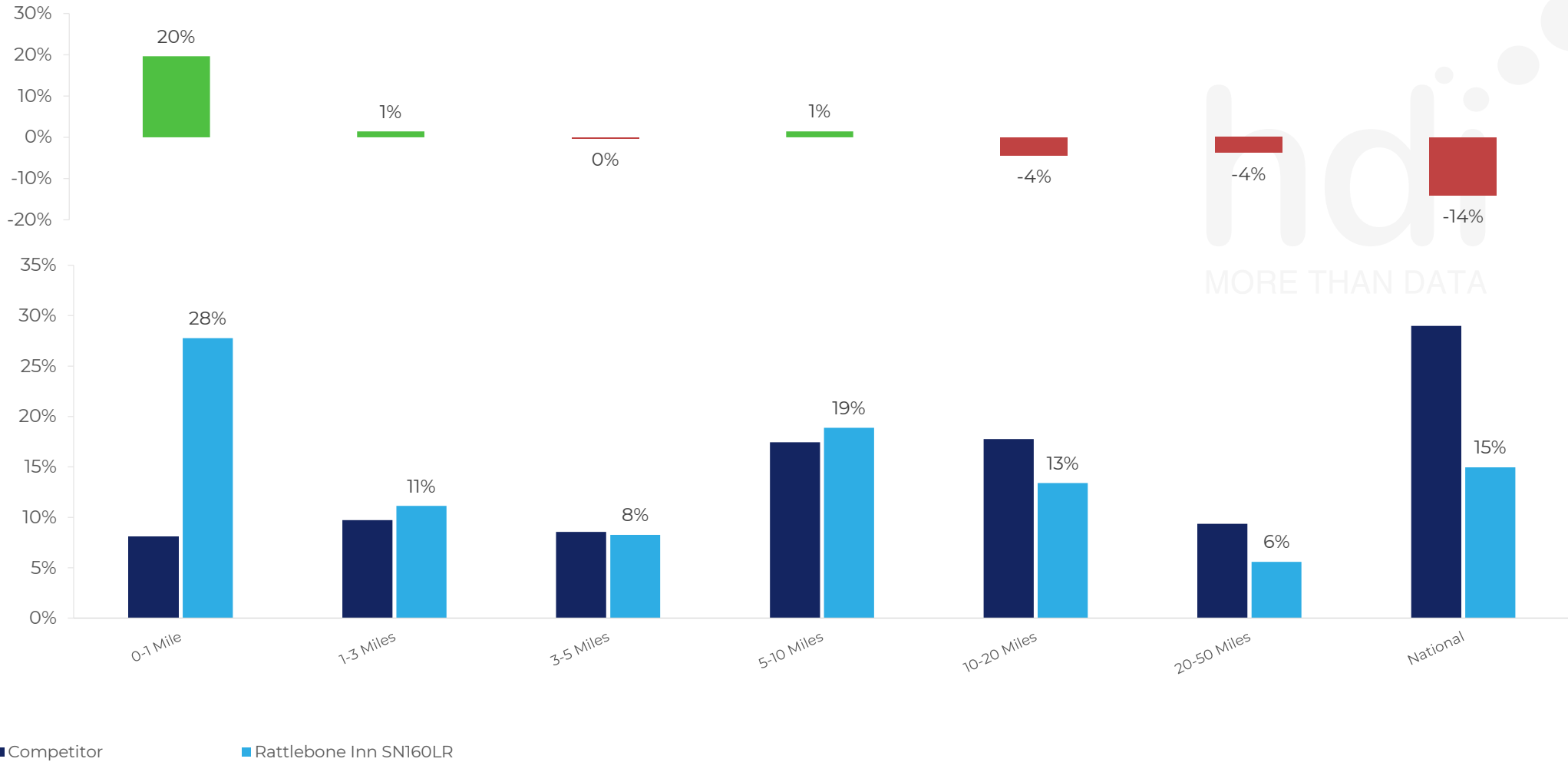
% of spend for Rattlebone Inn SN160LR and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Segment



Spend by Distance

How does the spend profile of Rattlebone Inn SN160LR compare versus its competitors based on travel distances?

% of spend for Rattlebone Inn SN160LR and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Distance travelled

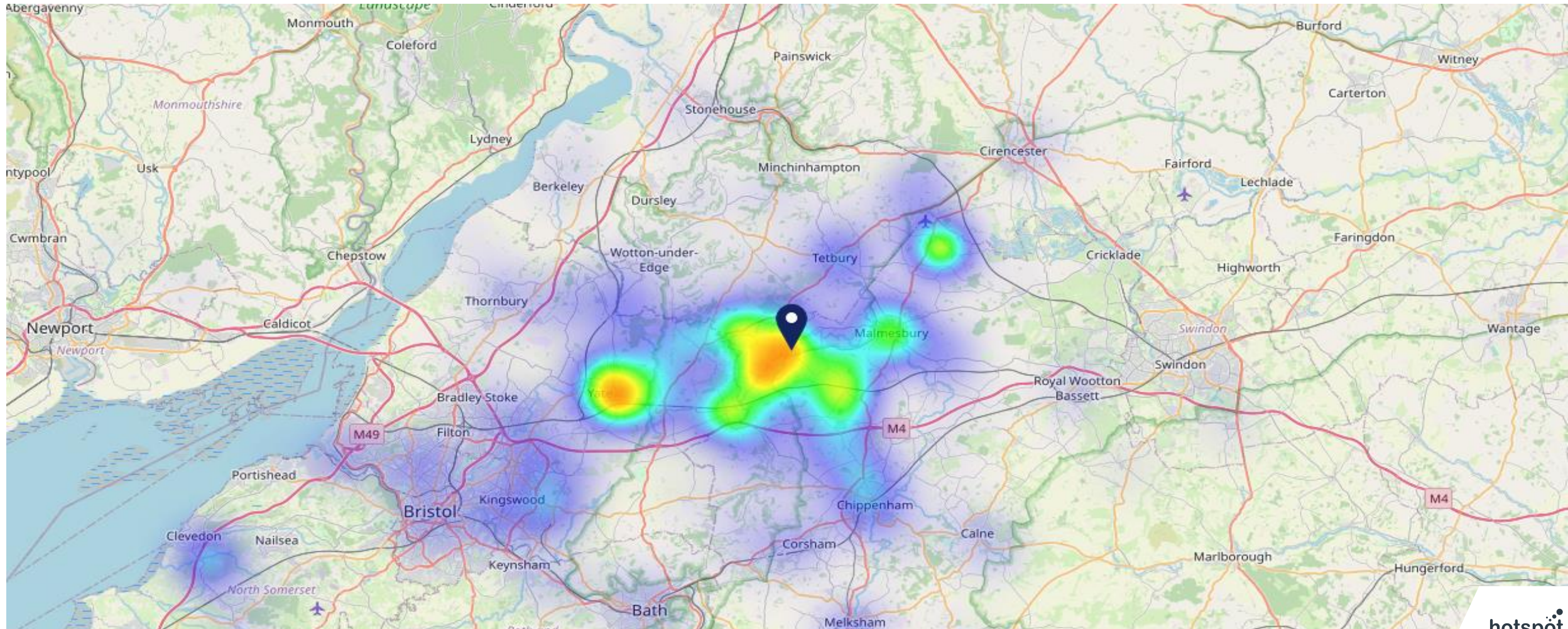




Map of Guest Origin

Where do customers of Rattlebone Inn SN160LR come from?

Where do customers of Rattlebone Inn SN160LR for 02/08/2023 - 24/07/2024 live

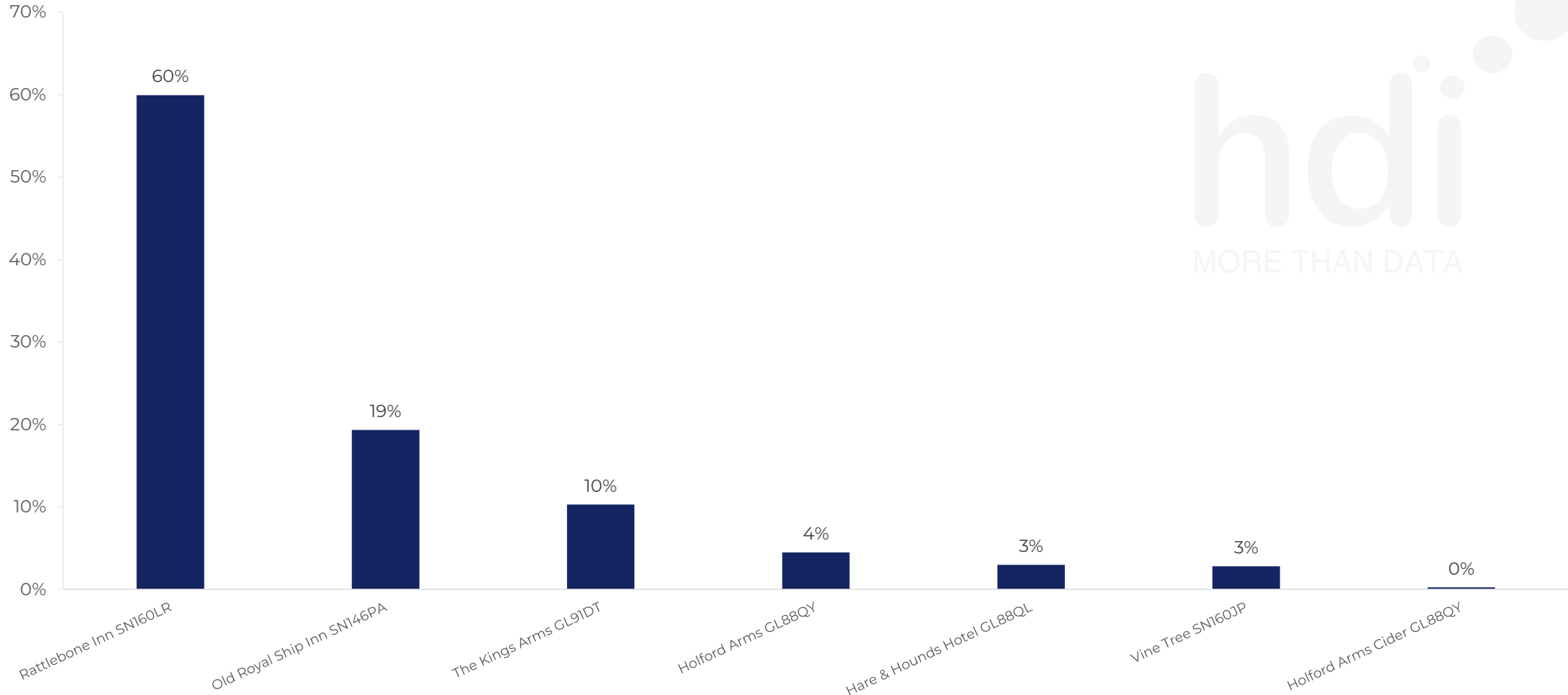




Share of Wallet

What are the Top 20 venues (by spend) that customers of Rattlebone Inn SN160LR also visit?

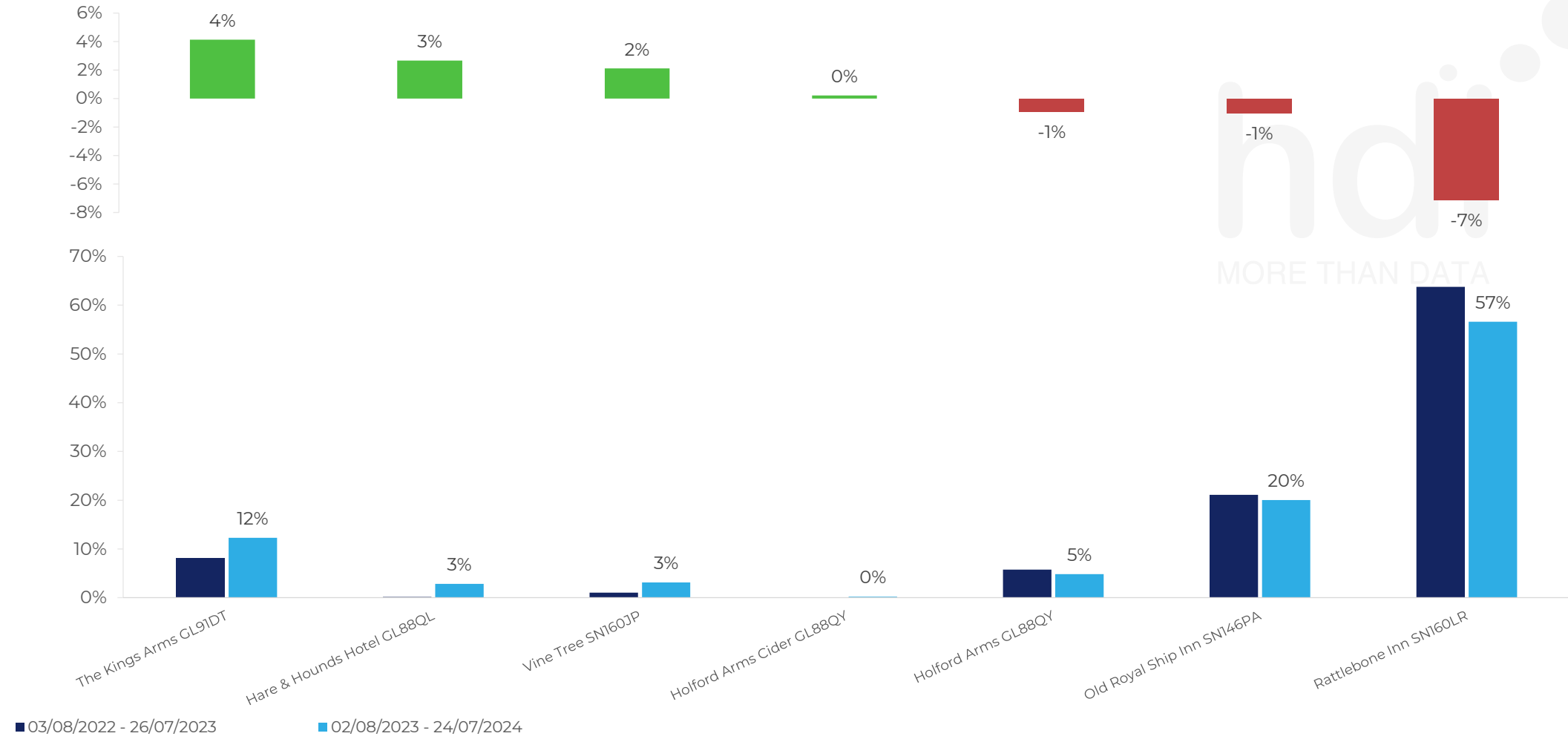
For customers of Rattlebone Inn SN160LR, who are the top 20 competitors from 97 Chains in 3 Miles for 02/08/2023 - 24/07/2024 split by Venue



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MORE THAN DATA

Share of Wallet Change

How has share of wallet of customers of Rattlebone Inn SN160LR changed between two date ranges?





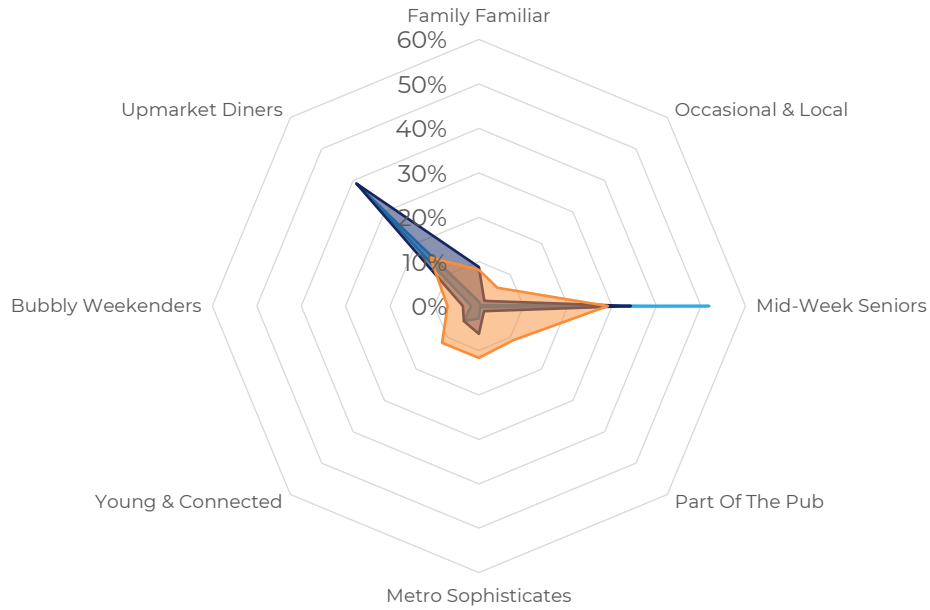
Market Summary

How does the local area for Rattlebone Inn SN160LR 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	£1.20M	5	£1.20M	4	£1.20M	2	£4.53M	1
Weekpart	Mon - Thu	36.5%	3	36.5%	3	36.5%	2	41.0%	5
Weekpart	Fri - Sat	44.5%	6	44.5%	6	44.5%	7	38.9%	1
Weekpart	Sun	18.9%	9	18.9%	9	18.9%	9	20.1%	10
Age	18 to 24	0.7%	1	0.7%	1	0.7%	1	1.4%	1
Age	25 to 34	6.5%	1	6.5%	1	6.5%	1	10.5%	1
Age	35 to 44	19.7%	3	19.7%	3	19.7%	2	16.0%	1
Age	45 to 54	26.0%	9	26.0%	10	26.0%	10	17.7%	2
Age	55 to 64	22.2%	9	22.2%	9	22.2%	10	22.7%	10
Age	65 to 74	16.9%	10	16.9%	10	16.9%	10	18.3%	10
Age	75+	8.0%	10	8.0%	10	8.0%	10	13.4%	10
CAMEO	Business Elite	7.0%	6	7.0%	6	7.0%	5	7.3%	5
CAMEO	Prosperous Professionals	16.6%	10	16.6%	10	16.6%	10	16.9%	10
CAMEO	Flourishing Society	39.3%	10	39.3%	10	39.3%	10	33.5%	10
CAMEO	Content Communities	7.6%	2	7.6%	2	7.6%	1	10.8%	3
CAMEO	White Collar Neighbourhoods	6.2%	2	6.2%	1	6.2%	1	6.1%	1
CAMEO	Enterprising Mainstream	12.6%	9	12.6%	9	12.6%	9	10.1%	7
CAMEO	Paying The Mortgage	4.1%	1	4.1%	1	4.1%	1	8.6%	1
CAMEO	Cash Conscious Communities	4.6%	2	4.6%	2	4.6%	1	3.9%	1
CAMEO	On A Budget	1.5%	1	1.5%	1	1.5%	1	1.6%	1
CAMEO	Family Value	0.5%	2	0.5%	2	0.5%	1	1.1%	3
Affluence	AB	63.0%	10	63.0%	10	63.0%	10	57.7%	10
Affluence	C1C2	30.4%	1	30.4%	1	30.4%	1	35.6%	1
Affluence	DE	6.6%	1	6.6%	1	6.6%	1	6.7%	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
Rattlebone Inn	207	1.04%	0.37%	51.83%	0.43%	2.76%	4.78%	1.76%	36.97%
Local Catchment	522	8.77%	1.70%	34.24%	1.61%	6.28%	4.76%	3.59%	39.01%
Punch T&L	103376	8.18%	5.88%	29.04%	10.91%	11.68%	11.73%	7.09%	15.46%
Rattlebone Inn vs Local Catchment		-7.73%	-1.33%	17.59%	-1.18%	-3.52%	0.02%	-1.83%	-2.04%
Rattlebone Inn vs Punch T&L		-7.14%	-5.51%	22.79%	-10.48%	-8.92%	-6.95%	-5.33%	21.51%
Local Catchment vs Punch T&L		0.59%	-4.18%	5.20%	-9.30%	-5.40%	-6.97%	-3.50%	23.55%

■ Rattlebone Inn

■ 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
Rattlebone Inn SN160LR	207	1.04%	0.37%	51.83%	0.43%	2.76%	4.78%	1.76%	36.97%
Old Royal Ship Inn SN146PA	164	5.80%	0.84%	42.17%	2.51%	0.88%	1.21%	4.53%	42.01%
The Kings Arms GL91DT	170	1.02%	1.18%	21.17%	3.27%	8.26%	5.13%	4.90%	55.03%
Holford Arms GL88QY	131	1.79%	4.03%	16.96%	0.17%	17.18%	14.38%	3.46%	42.00%
Hare & Hounds Hotel GL88QL	63	21.62%	2.14%	41.56%	0.18%	5.75%	3.56%	2.12%	23.02%
Vine Tree SN160JP	34	0.68%	0.00%	51.44%	0.90%	7.23%	2.66%	0.00%	37.07%
Holford Arms Cider GL88QY	11	0.00%	0.00%	0.00%	0.00%	0.00%	57.39%	0.00%	42.60%

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.

