

Site Summary



Grey Goat CA117TH

CA117TH

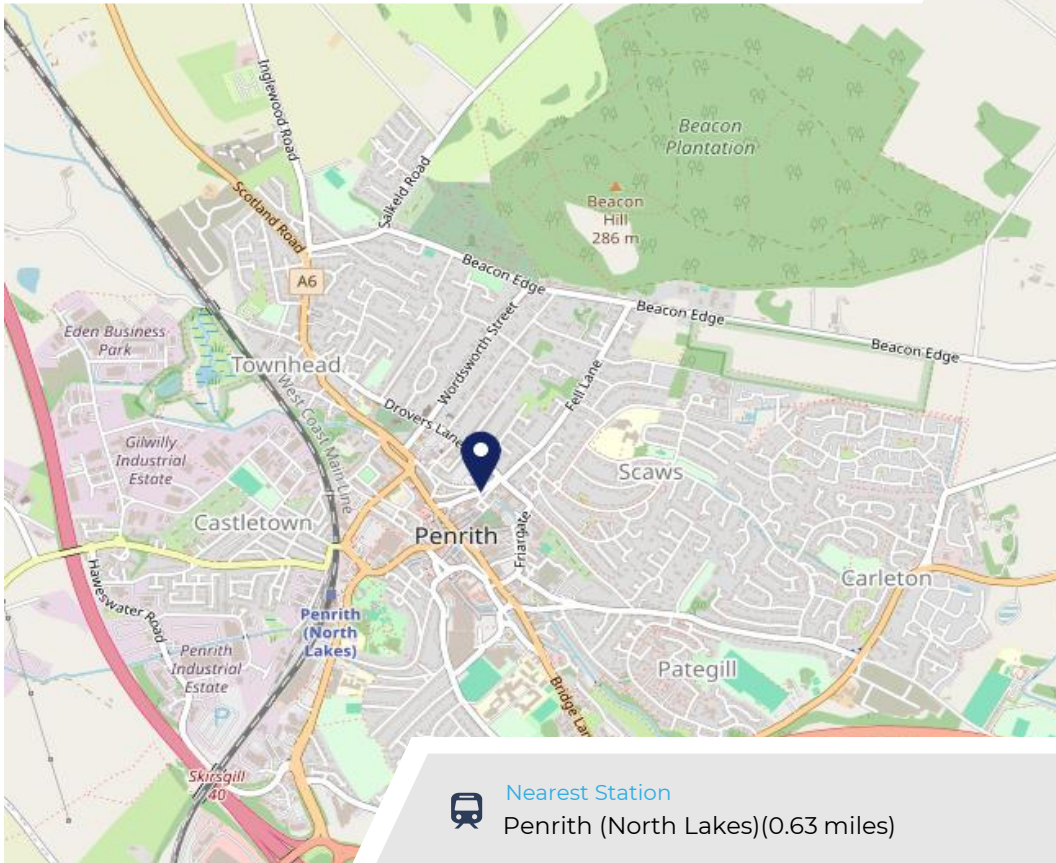
Punch T&L

Work Area
Penrith

Region
North West

TV Region
North West

Urbanicity
Urban city and town in a sp



ATV
£8.47



Gender
71.98%
Male



Affluence
50.49%
Low Income



Segmentation
34.92%
Cash Conscious Communities



Age Group
29.55%
25 to 34



Visit Day
24.01%
Sat

Top Competitors



Royal Penrith
CA117PZ
 Craft Union

#1



The Dog Beck
CA118JH
 JD Wetherspoon

#2



Board & Elbow
CA117HS
 Punch - Our Local

#3

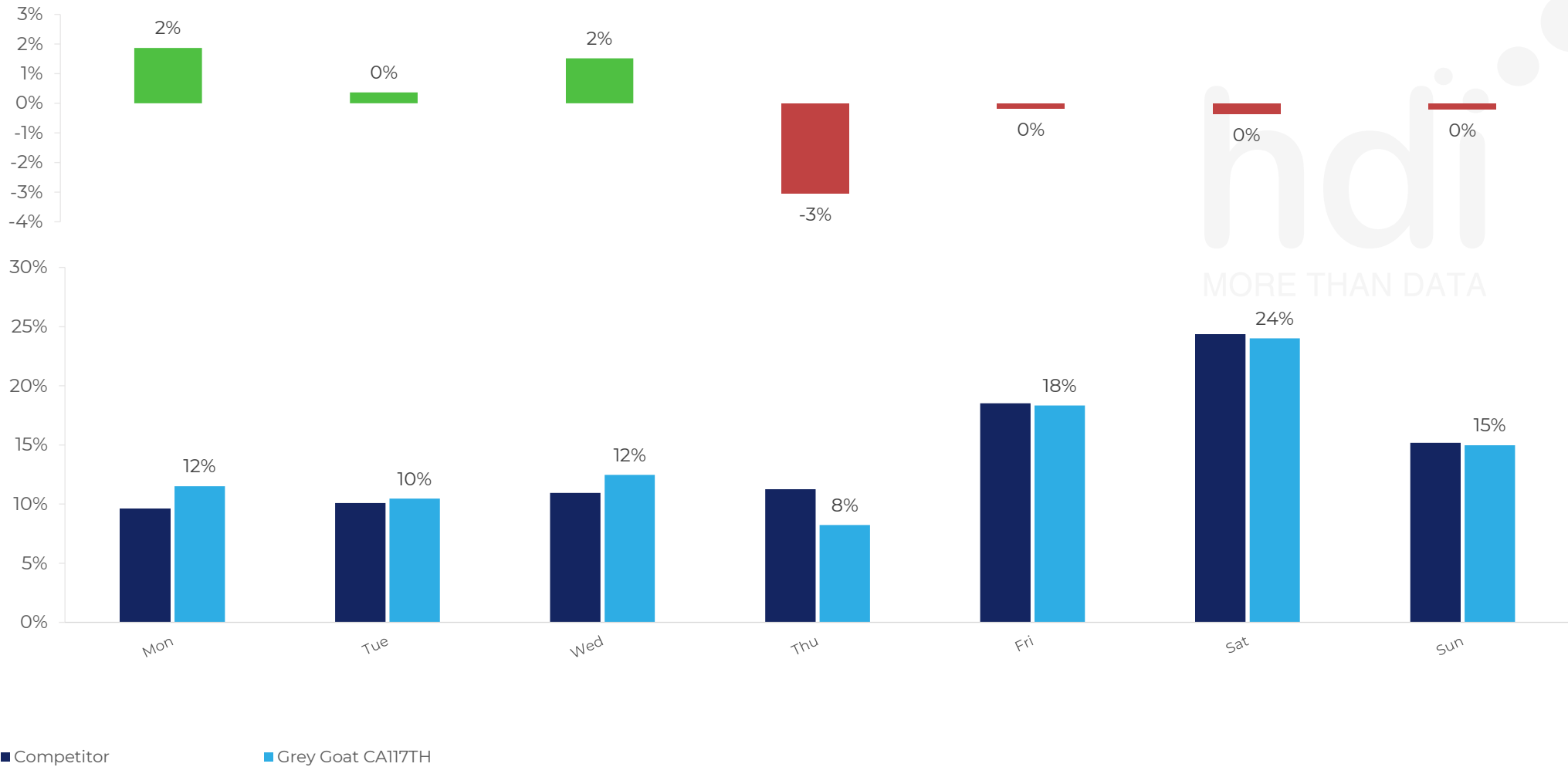


Nearest Station
Penrith (North Lakes)(0.63 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Grey Goat CA117TH versus its competitors?

% of spend for Grey Goat CA117TH and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Day of Week

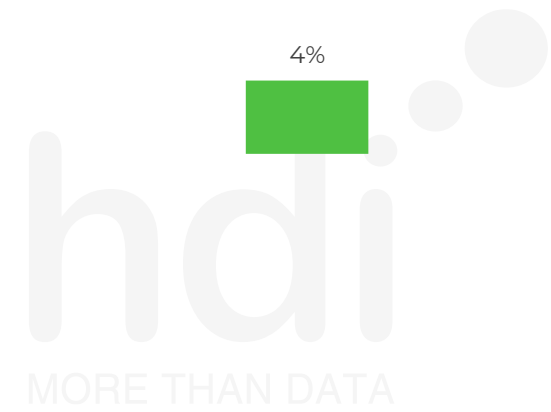
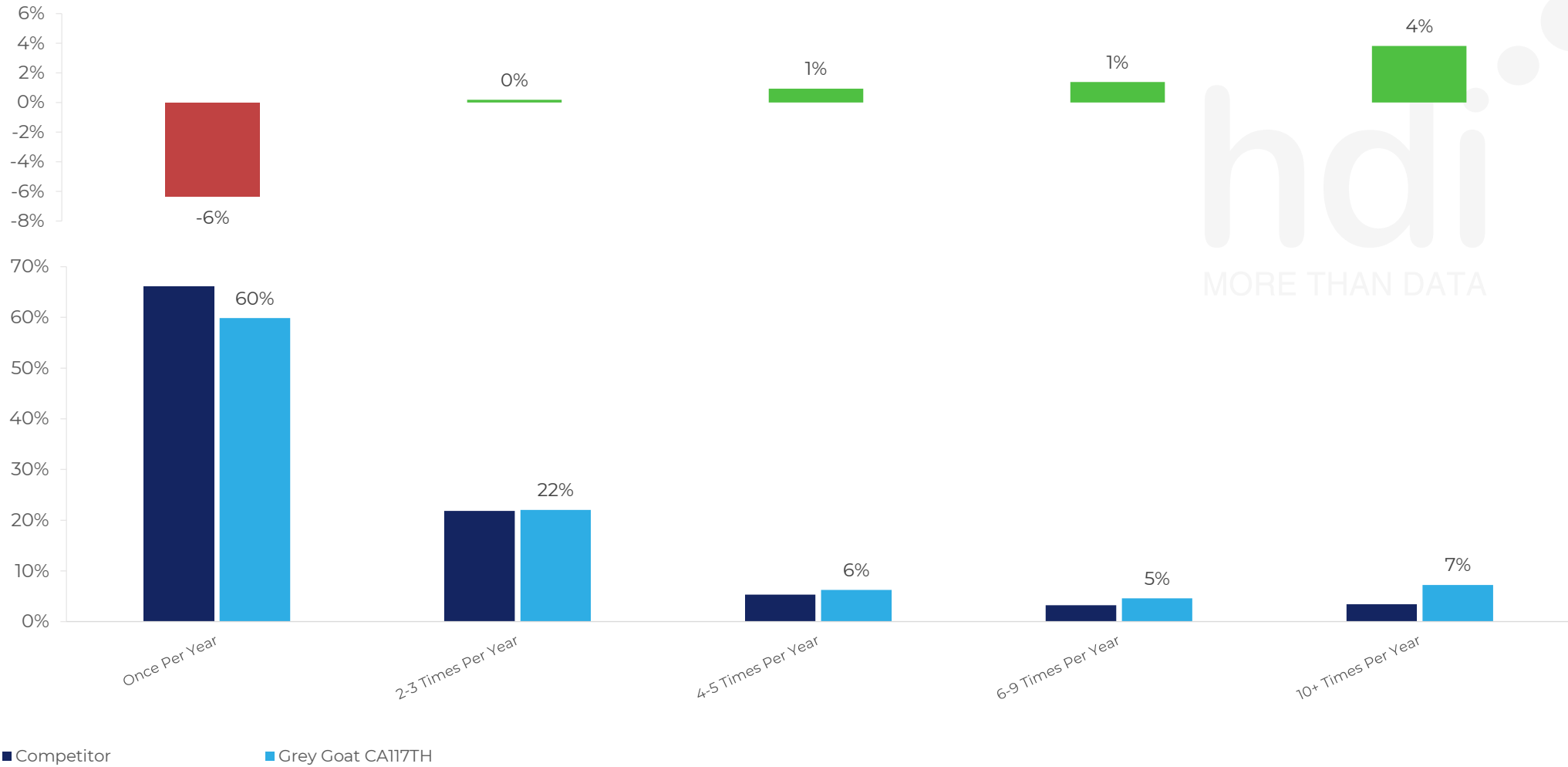




Visit Frequency

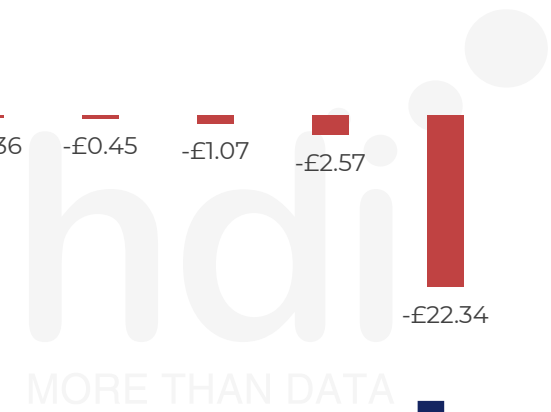
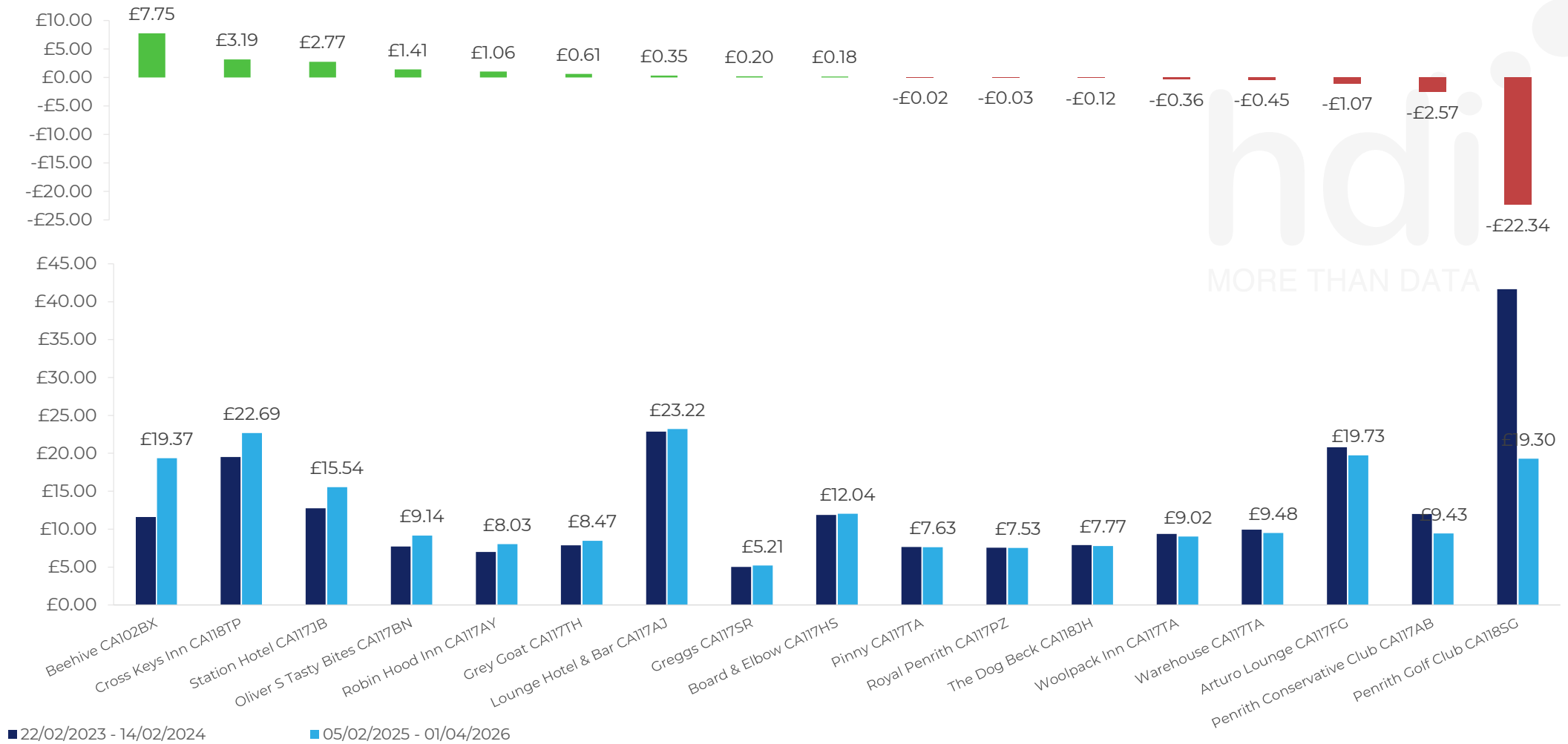
How frequently per year do customers visit Grey Goat CA117TH versus its competitors?

% of customer numbers for Grey Goat CA117TH and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

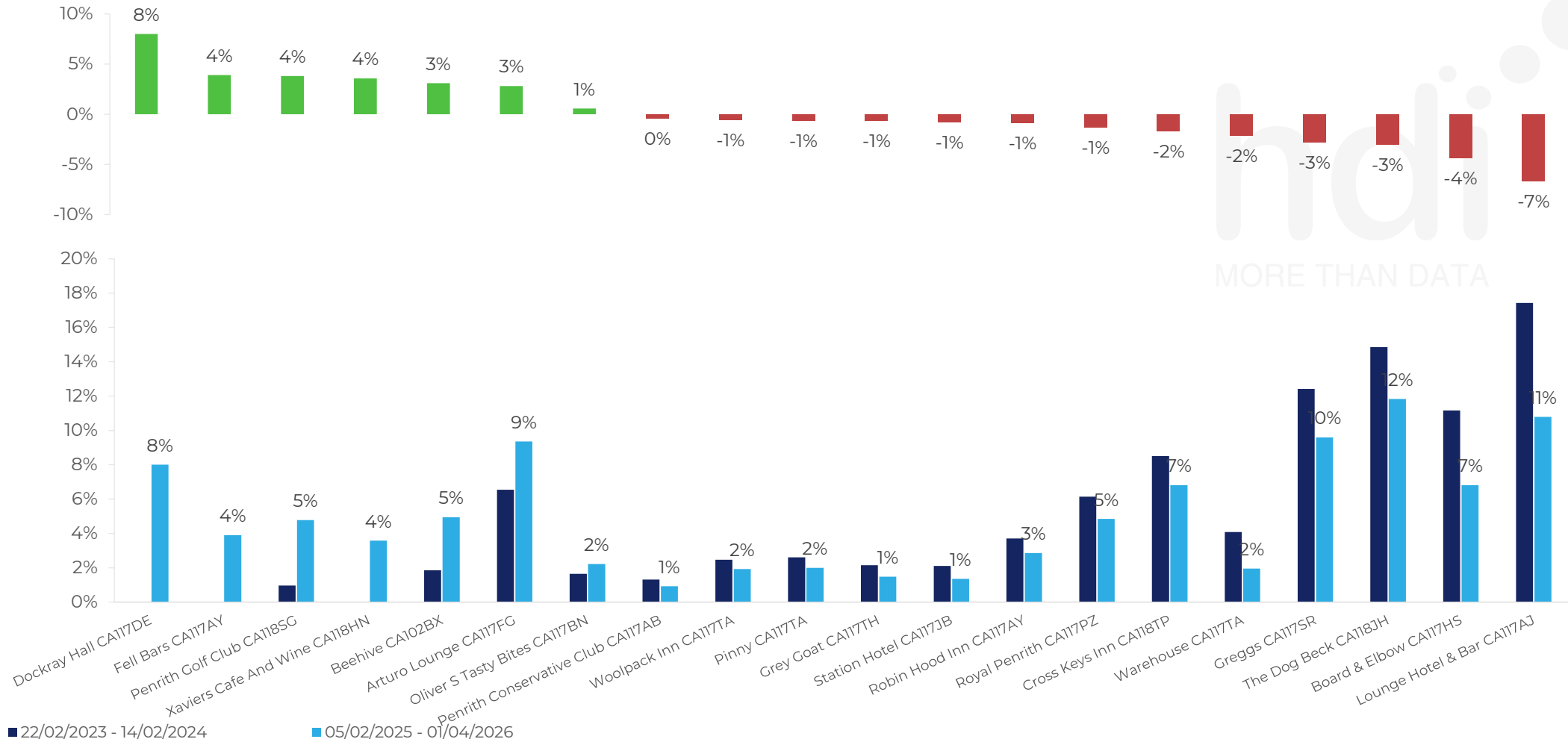
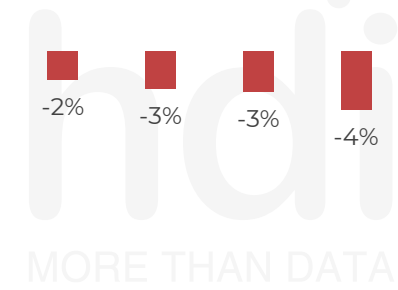




Market Share Change

How has market share changed between two date ranges?

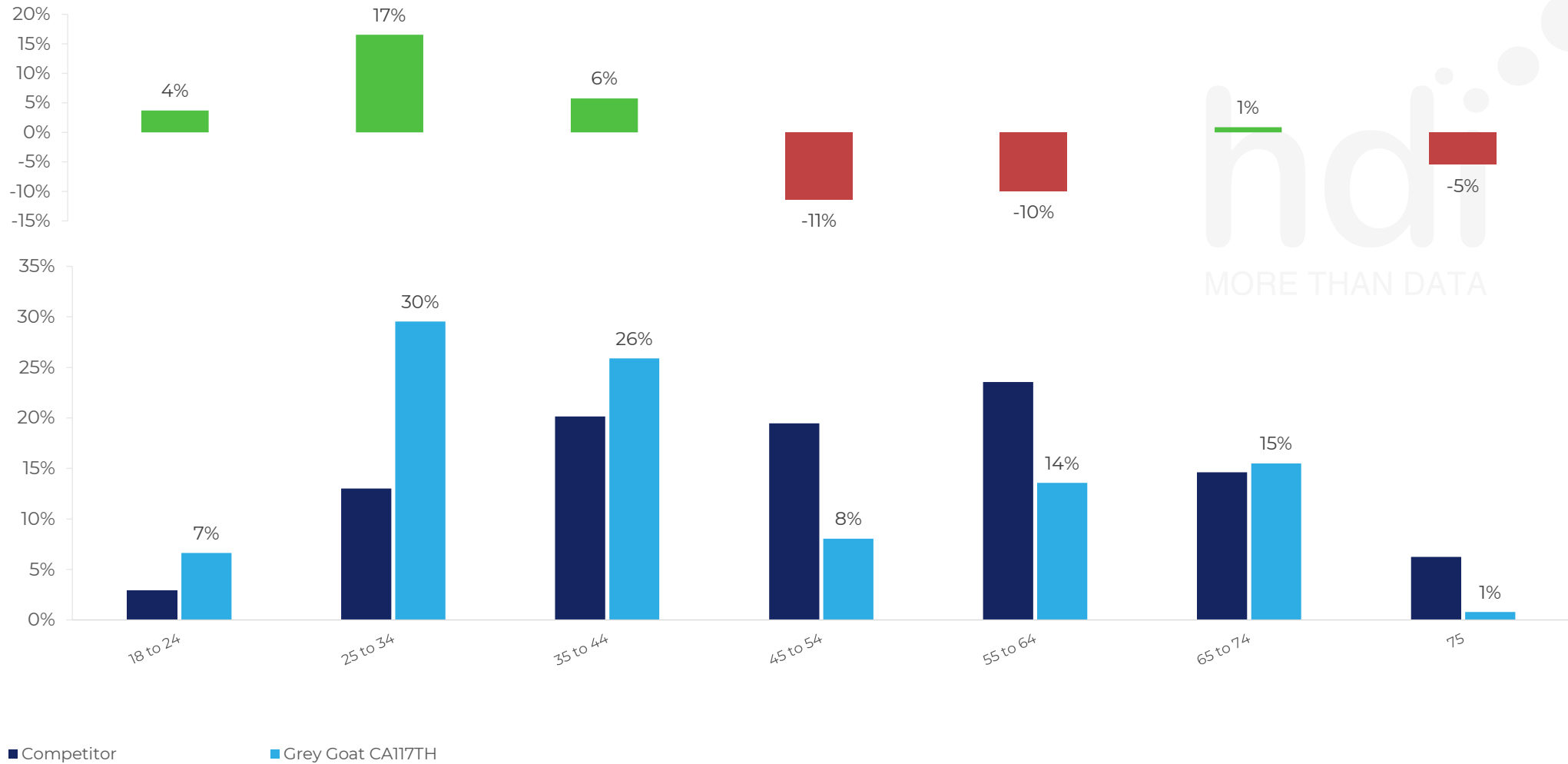
% of market share spend for Grey Goat CA117TH and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026



Age

How does the age profile of customers who visit Grey Goat CA117TH compare versus its competitors?

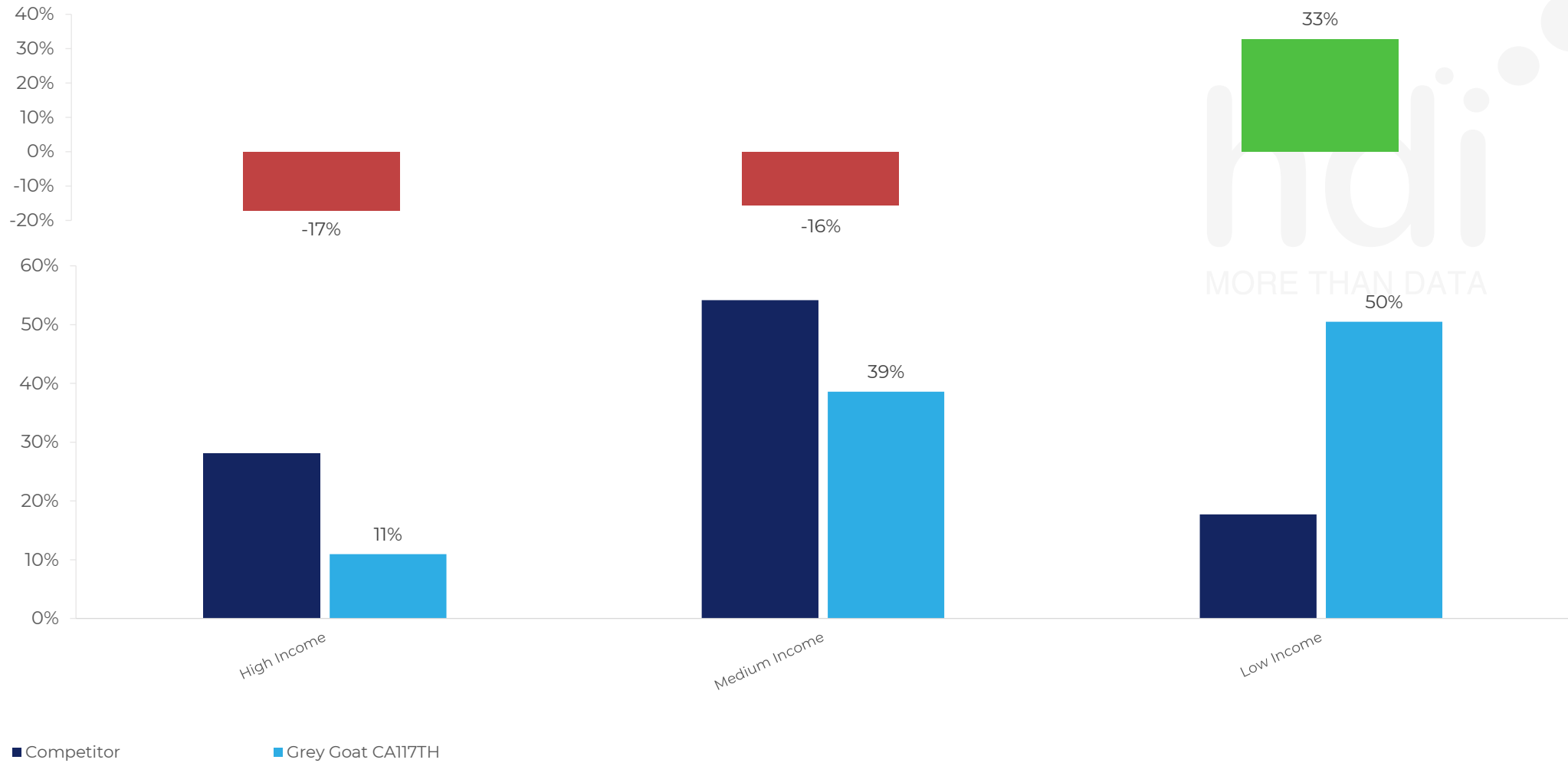
% of spend for Grey Goat CA117TH and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Age Range



Affluence

How does the affluence of customers who visit Grey Goat CA117TH compare versus its competitors?

% of spend for Grey Goat CA117TH and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Affluence

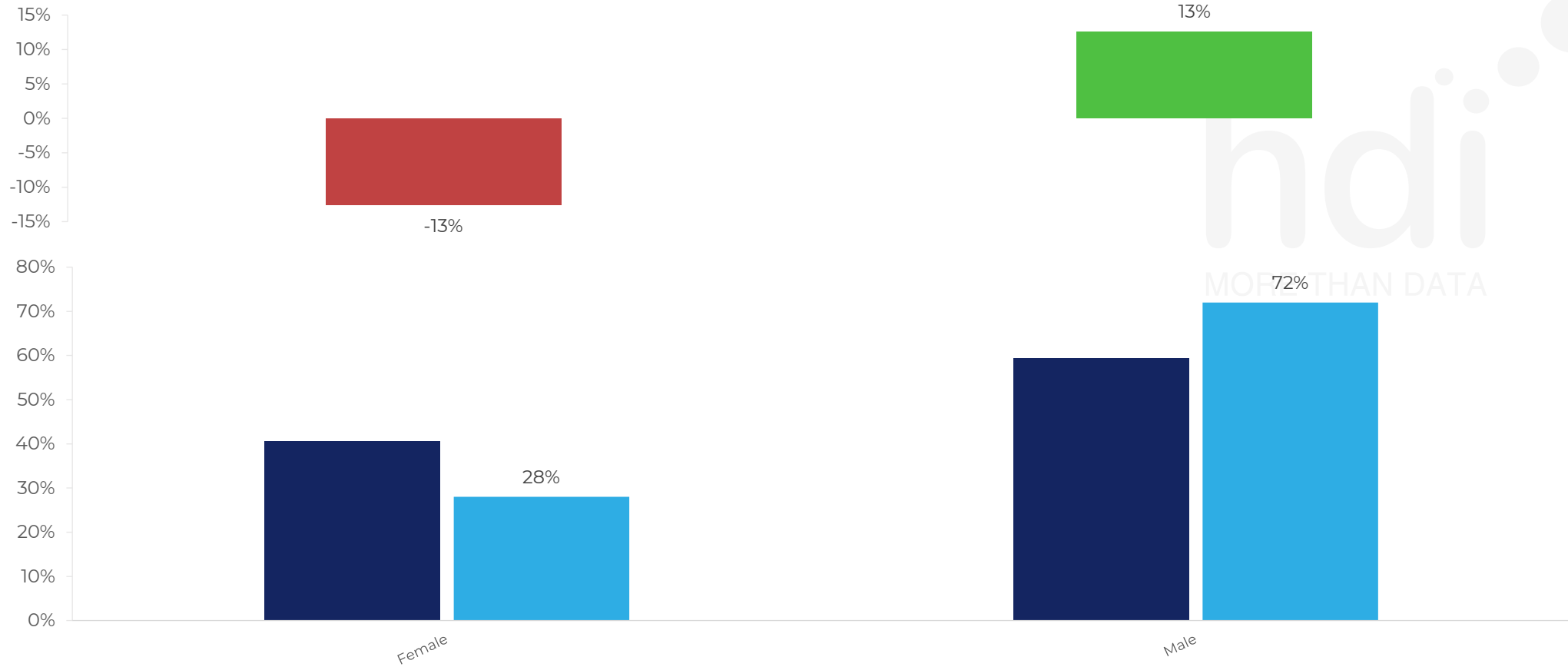




Gender

How does the gender profile of customers who visit Grey Goat CA117TH compare versus its competitors?

% of spend for Grey Goat CA117TH and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Gender



■ Competitor

■ Grey Goat CA117TH

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

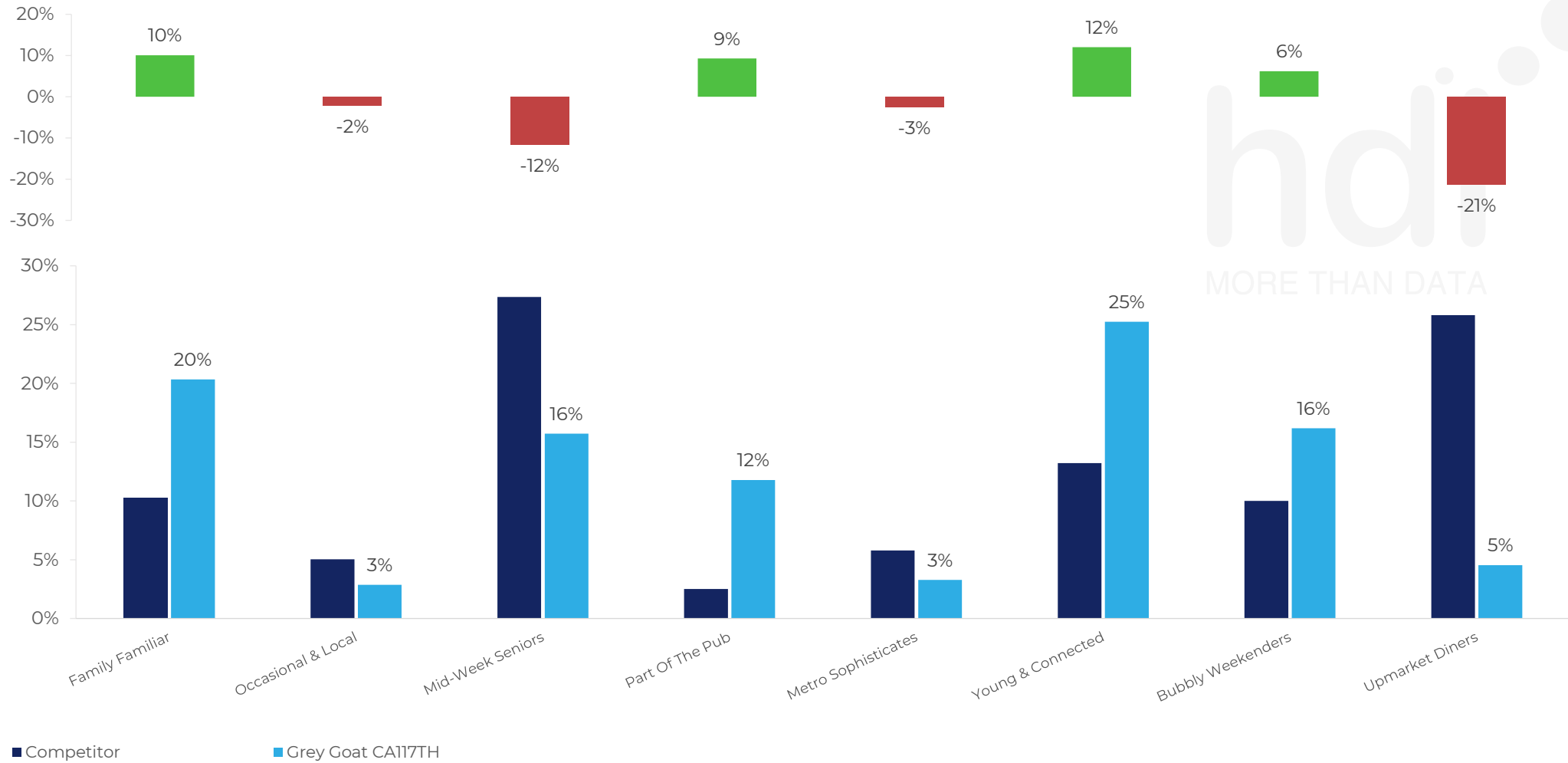
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.



Punch Segmentation

How does the Custom segmentation profile of customers who visit Grey Goat CA117TH compare versus its competitors?

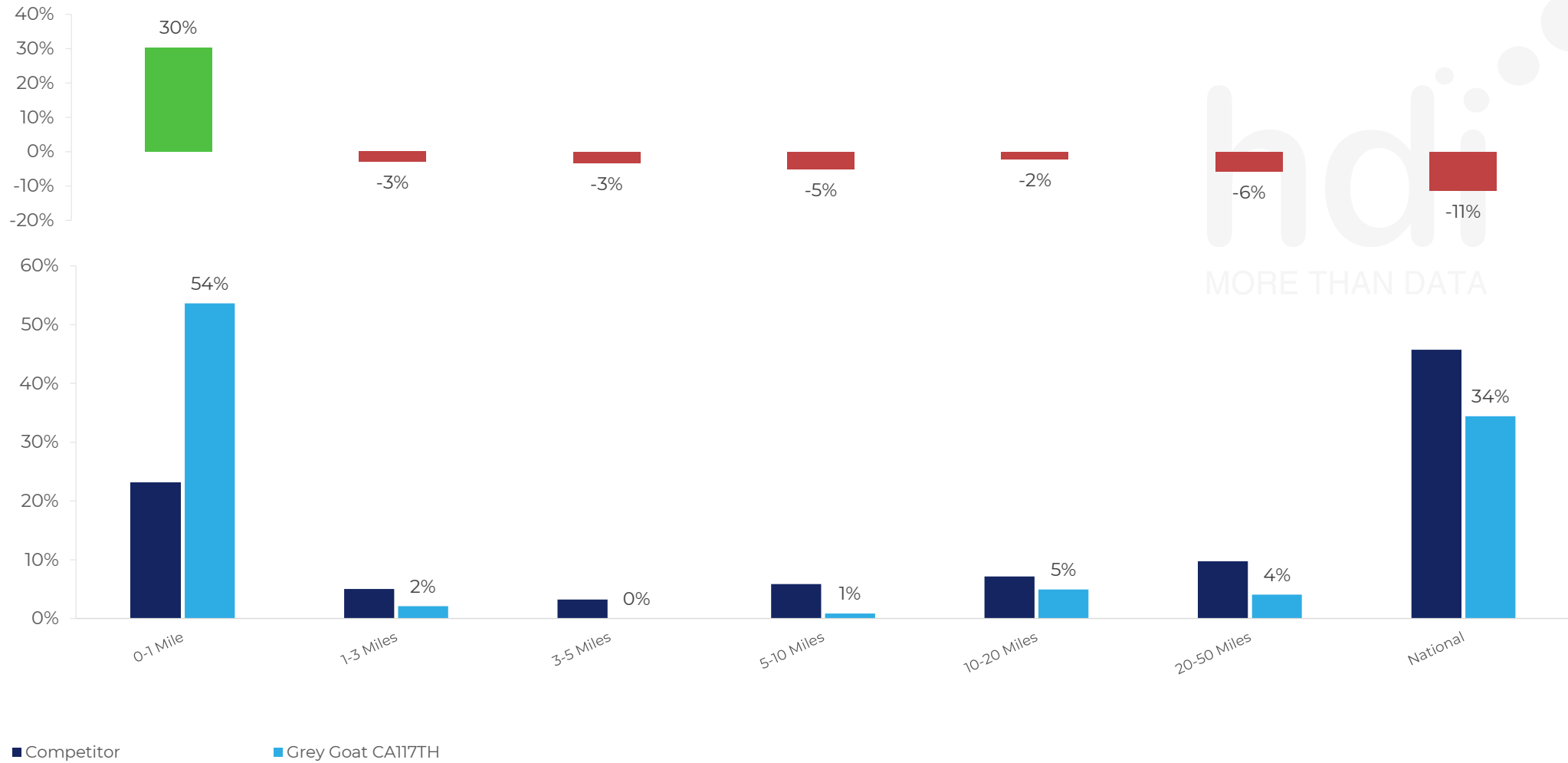
% of spend for Grey Goat CA117TH and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Segment



Spend by Distance

How does the spend profile of Grey Goat CA117TH compare versus its competitors based on travel distances?

% of spend for Grey Goat CA117TH and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Distance travelled

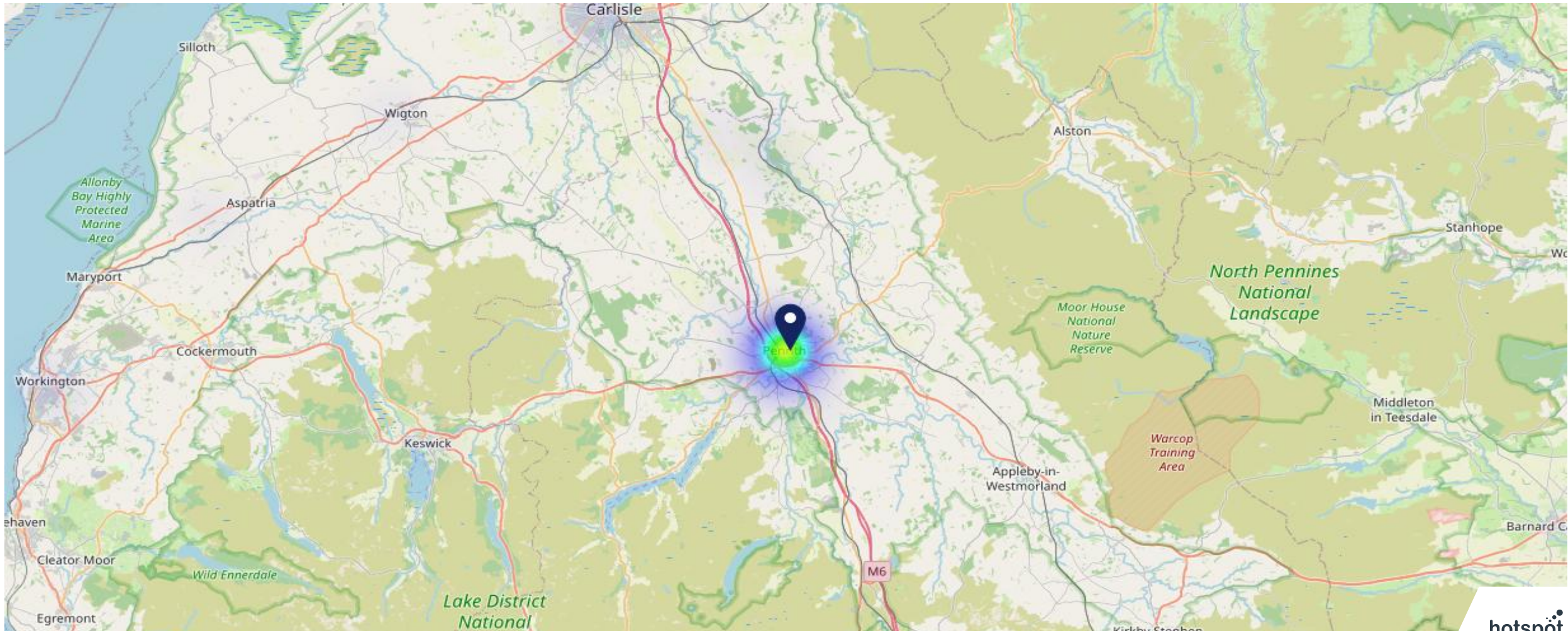




Map of Guest Origin

Where do customers of Grey Goat CA117TH come from?

Where do customers of Grey Goat CA117TH for 05/02/2025 - 01/04/2026 live

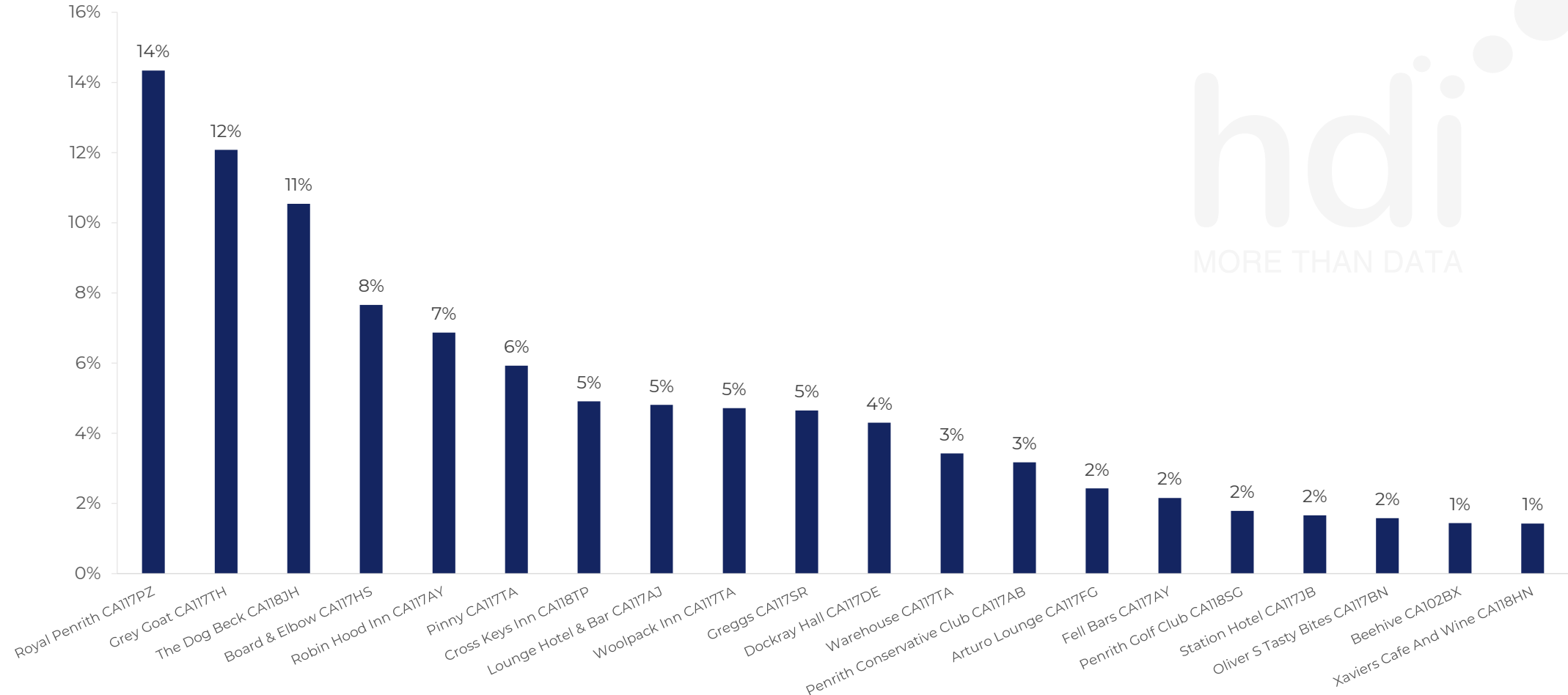




Share of Wallet

What are the Top 20 venues (by spend) that customers of Grey Goat CA117TH also visit?

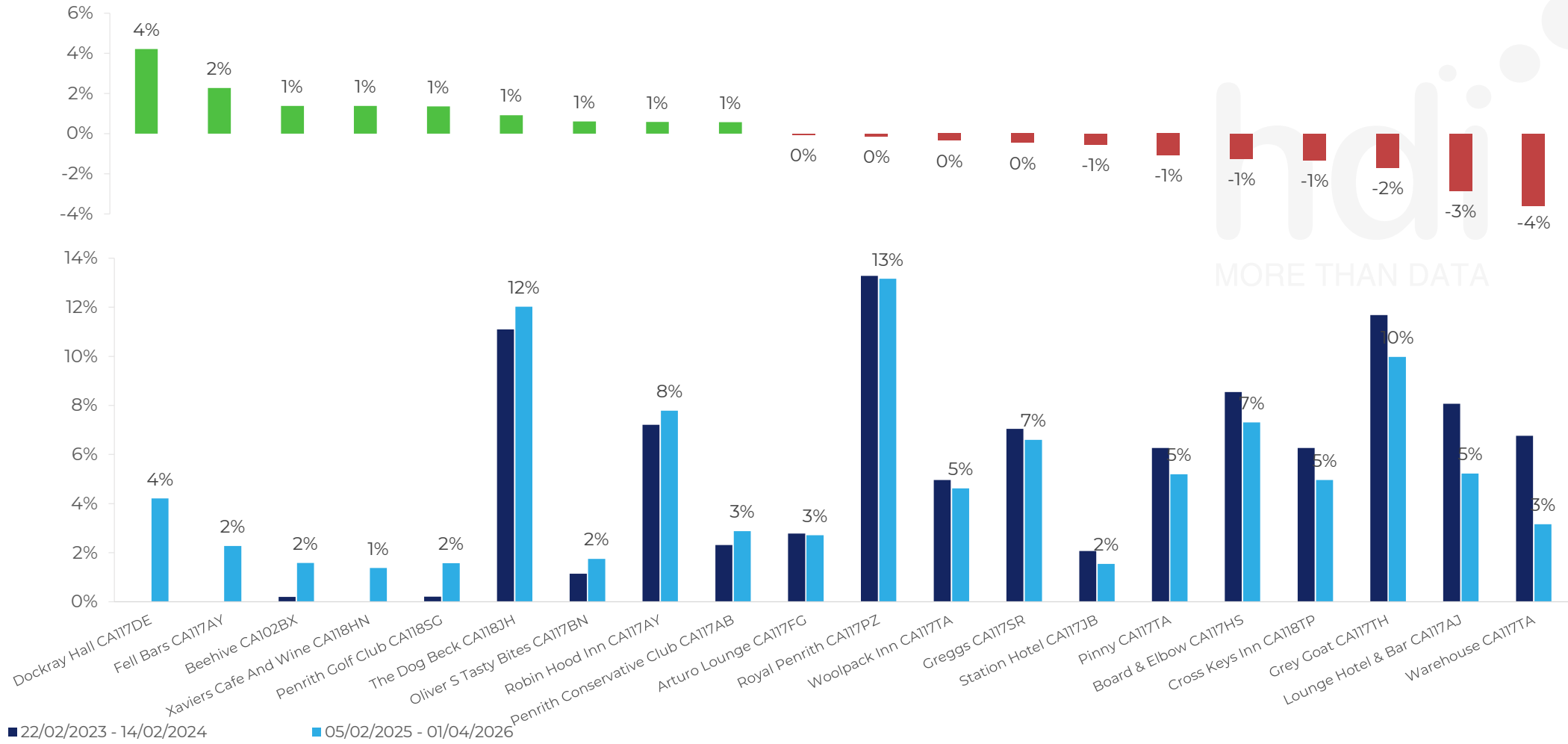
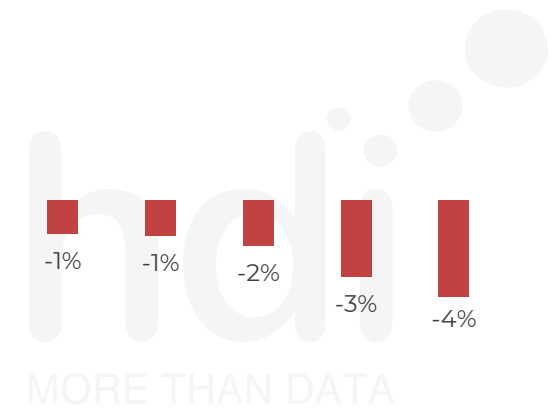
For customers of Grey Goat CA117TH, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 01/04/2026 split by Venue





Share of Wallet Change

How has share of wallet of customers of Grey Goat CA117TH changed between two date ranges?





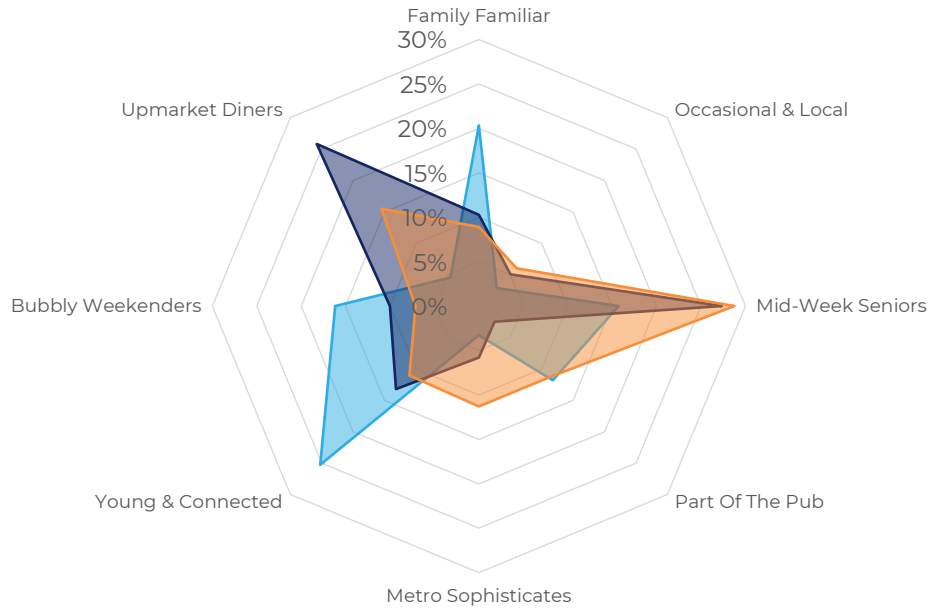
Market Summary

How does the local area for Grey Goat CA117TH 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	£6.49M	8	£13.04M	8	£23.66M	7	£27.11M	3
Weekpart	Mon - Thu	44.7%	8	43.4%	7	44.5%	8	44.6%	8
Weekpart	Fri - Sat	43.7%	5	43.8%	5	40.7%	4	40.0%	3
Weekpart	Sun	11.7%	3	12.7%	3	14.8%	5	15.4%	5
Age	18 to 24	3.5%	3	3.1%	3	4.7%	3	4.5%	2
Age	25 to 34	14.0%	2	13.2%	2	16.2%	2	15.6%	2
Age	35 to 44	18.5%	2	18.2%	2	22.8%	5	22.2%	4
Age	45 to 54	21.7%	7	20.9%	6	20.3%	6	20.2%	6
Age	55 to 64	21.7%	9	24.4%	10	20.4%	9	20.7%	9
Age	65 to 74	14.6%	10	14.1%	10	11.2%	9	11.8%	9
Age	75+	5.9%	9	6.1%	9	4.4%	8	4.9%	9
CAMEO	Business Elite	3.5%	3	3.0%	3	4.1%	3	4.4%	3
CAMEO	Prosperous Professionals	5.8%	5	5.6%	5	5.7%	5	6.1%	5
CAMEO	Flourishing Society	16.9%	8	16.5%	7	16.7%	8	17.1%	8
CAMEO	Content Communities	11.6%	5	11.6%	5	12.1%	5	12.2%	5
CAMEO	White Collar Neighbourhoods	11.0%	5	13.4%	8	11.9%	6	11.8%	6
CAMEO	Enterprising Mainstream	16.1%	10	15.6%	10	14.1%	9	14.4%	10
CAMEO	Paying The Mortgage	14.5%	6	14.8%	6	14.9%	6	14.3%	5
CAMEO	Cash Conscious Communities	10.5%	7	10.3%	7	10.2%	7	9.7%	6
CAMEO	On A Budget	7.6%	7	6.8%	6	6.7%	6	6.4%	5
CAMEO	Family Value	2.3%	5	2.5%	5	3.6%	6	3.7%	6
Affluence	AB	26.2%	5	25.1%	5	26.5%	5	27.6%	5
Affluence	C1C2	53.3%	7	55.3%	8	53.0%	7	52.7%	7
Affluence	DE	20.5%	6	19.6%	5	20.5%	6	19.7%	6



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
Grey Goat	59	20.33%	2.87%	15.73%	11.78%	3.28%	25.25%	16.18%	4.54%
Local Catchment	4013	10.28%	5.03%	27.34%	2.50%	5.79%	13.21%	10.01%	25.80%
Punch T&L	103836	8.91%	6.02%	28.76%	11.29%	11.29%	11.06%	7.12%	15.51%
Grey Goat vs Local Catchment		10.05%	-2.16%	-11.61%	9.28%	-2.51%	12.04%	6.17%	-21.26%
Grey Goat vs Punch T&L		11.42%	-3.15%	-13.03%	0.49%	-8.01%	14.19%	9.06%	-10.97%
Local Catchment vs Punch T&L		1.37%	-0.99%	-1.42%	-8.79%	-5.50%	2.15%	2.89%	10.29%