



Site Summary



Orchard TA93SA

TA93SA

Punch T&L

Work Area
Bridgwater

Region
South West

TV Region
HarWest

Urbanicity
Rural village



ATV
£33.89



Gender
70.80%
Male



Affluence
60.48%
Middle Income



Segmentation
18.58%
Content Communities



Age Group
30.04%
65 to 74



Visit Day
22.88%
Sun

Top Competitors



Crossways Inn
TA93RA
 Pub / Bar

#1



Watchfield Inn
TA94RD
 Pub / Bar

#2



Rosewood (Burnham-C... a)
TA81EZ
 Hungry Horse

#3

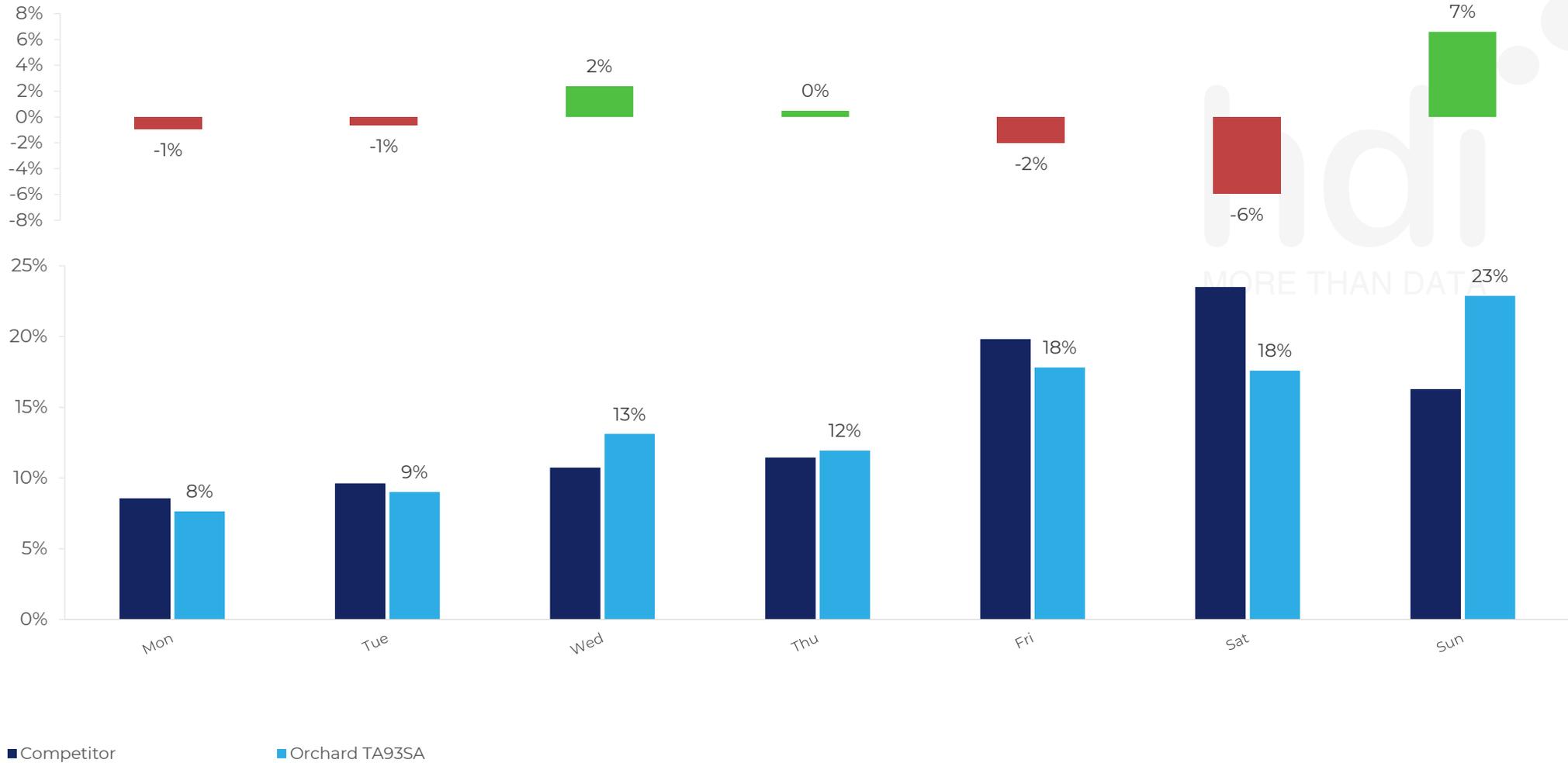


Nearest Station
Highbridge and Burnham(1.57 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Orchard TA93SA versus its competitors?

% of spend for Orchard TA93SA and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Day of Week



■ Competitor

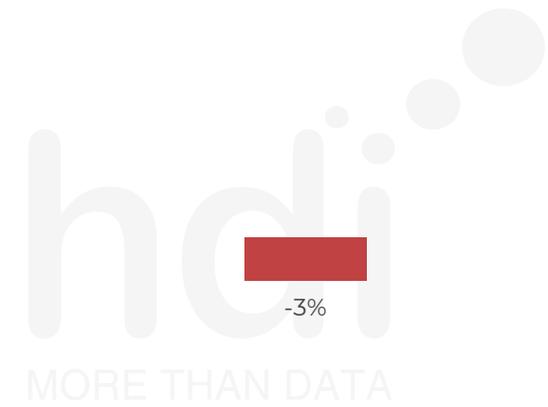
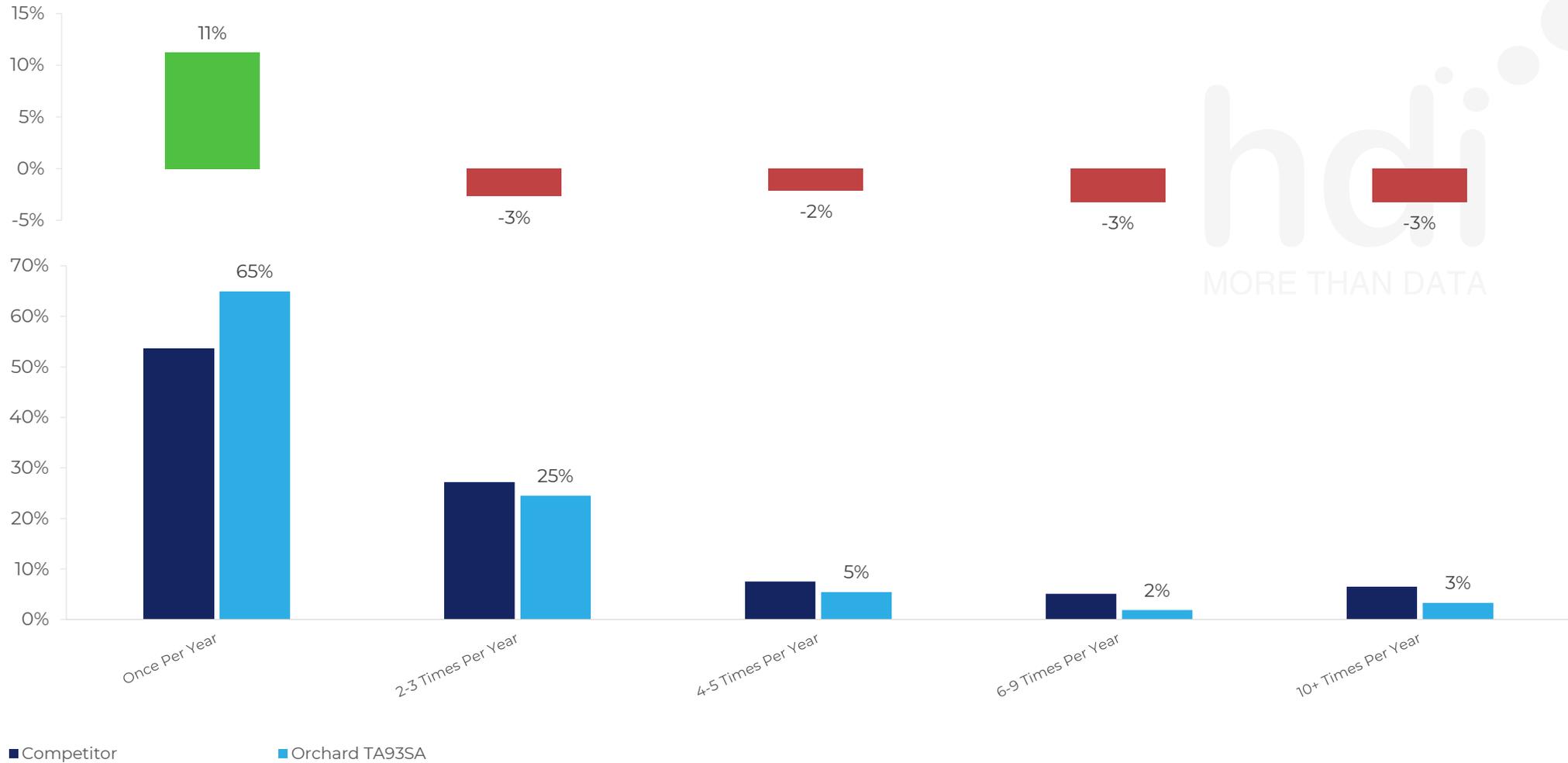
■ Orchard TA93SA



Visit Frequency

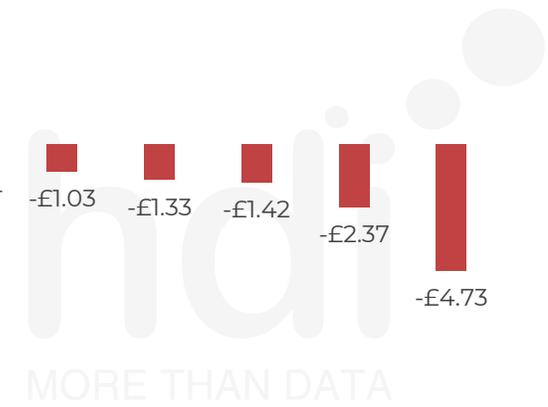
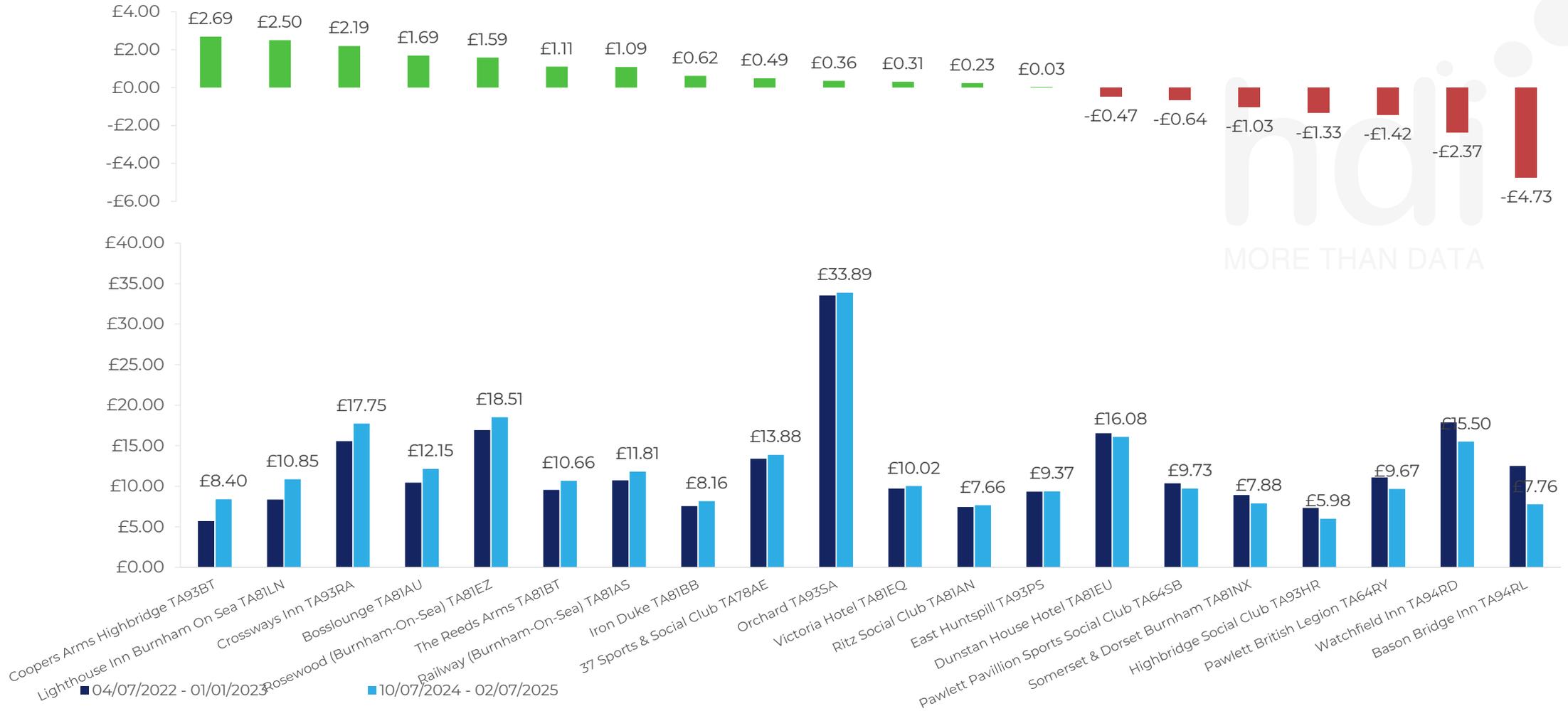
How frequently per year do customers visit Orchard TA93SA versus its competitors?

% of customer numbers for Orchard TA93SA and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 and the number of visits made Per Annum



ATV Change

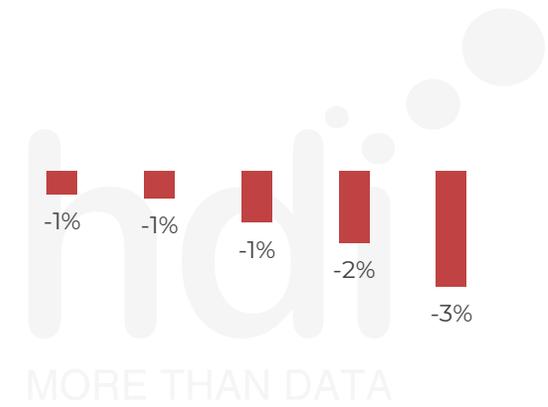
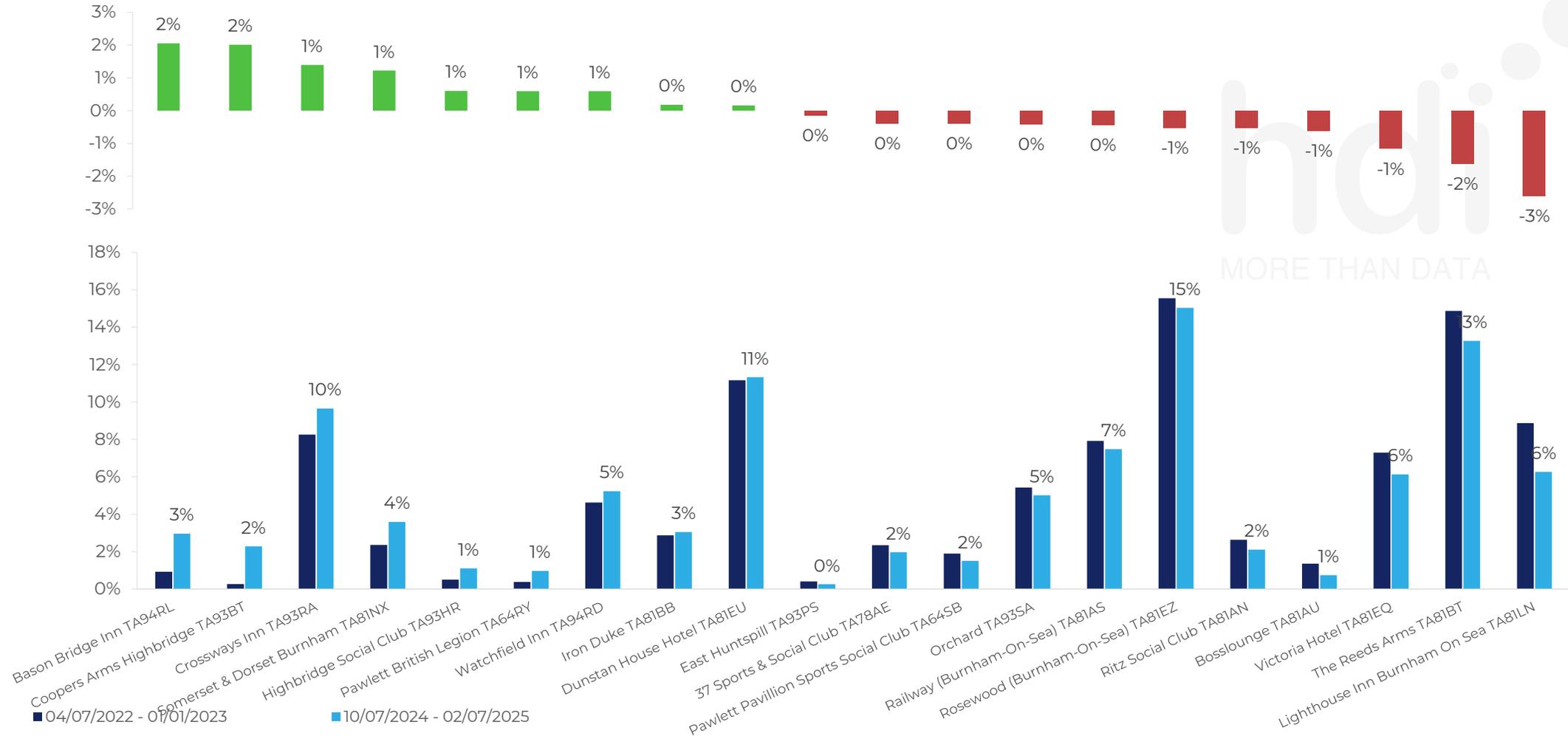
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

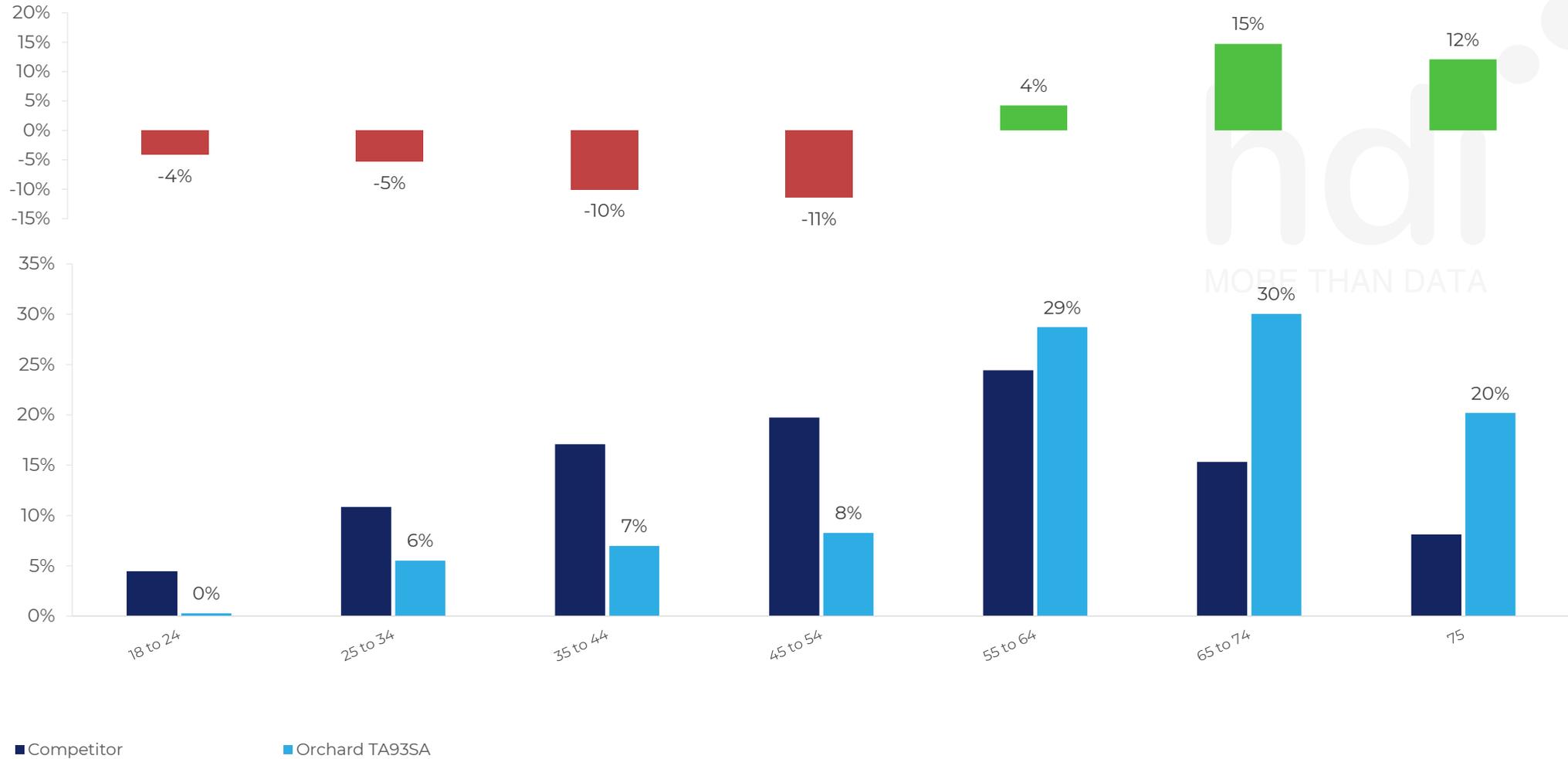
% of market share spend for Orchard TA93SA and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025



Age

How does the age profile of customers who visit Orchard TA93SA compare versus its competitors?

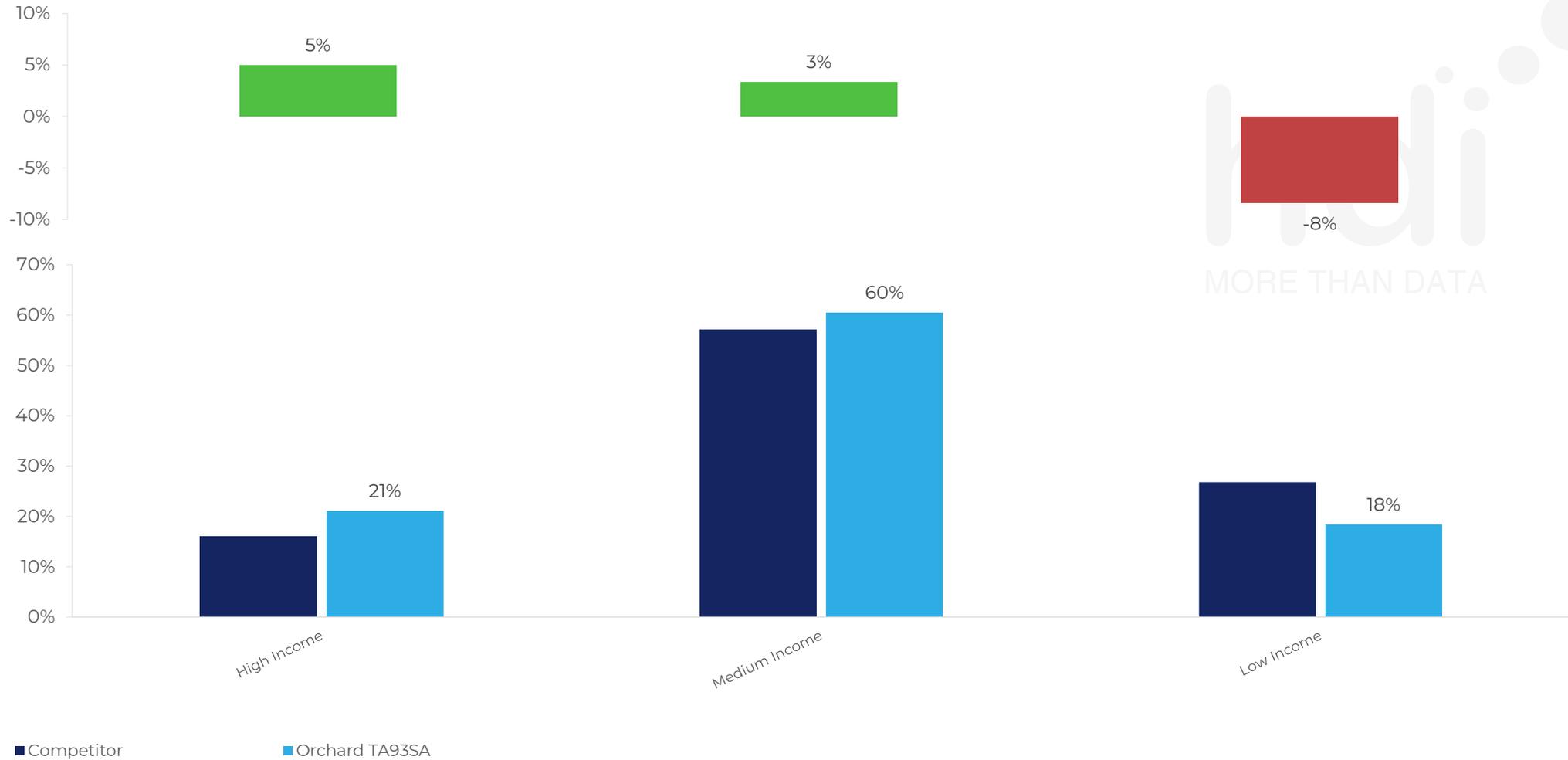
% of spend for Orchard TA93SA and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Age Range



Affluence

How does the affluence of customers who visit Orchard TA93SA compare versus its competitors?

% of spend for Orchard TA93SA and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Affluence

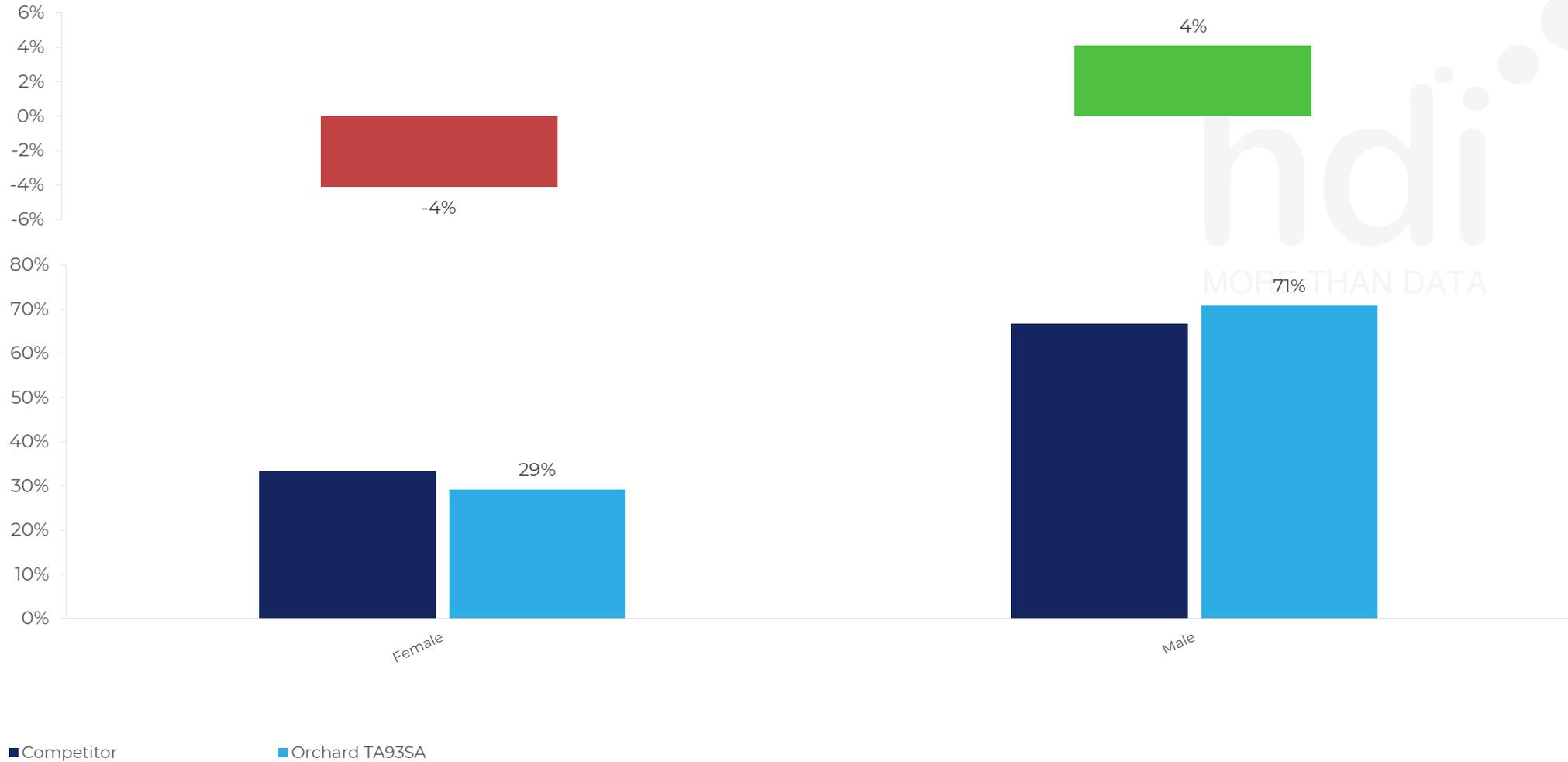




Gender

How does the gender profile of customers who visit Orchard TA93SA compare versus its competitors?

% of spend for Orchard TA93SA and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Gender



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

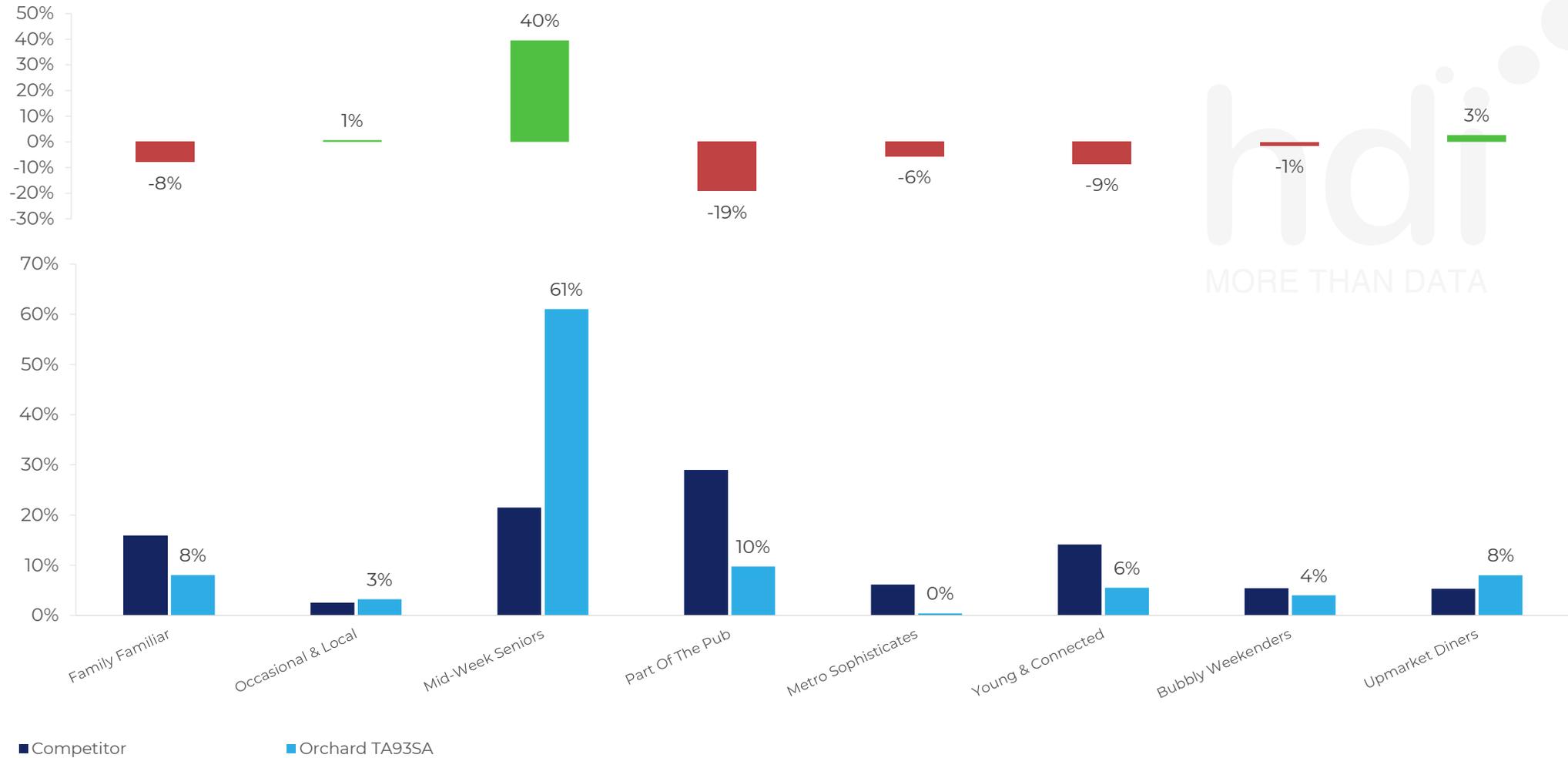
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Orchard TA93SA compare versus its competitors?

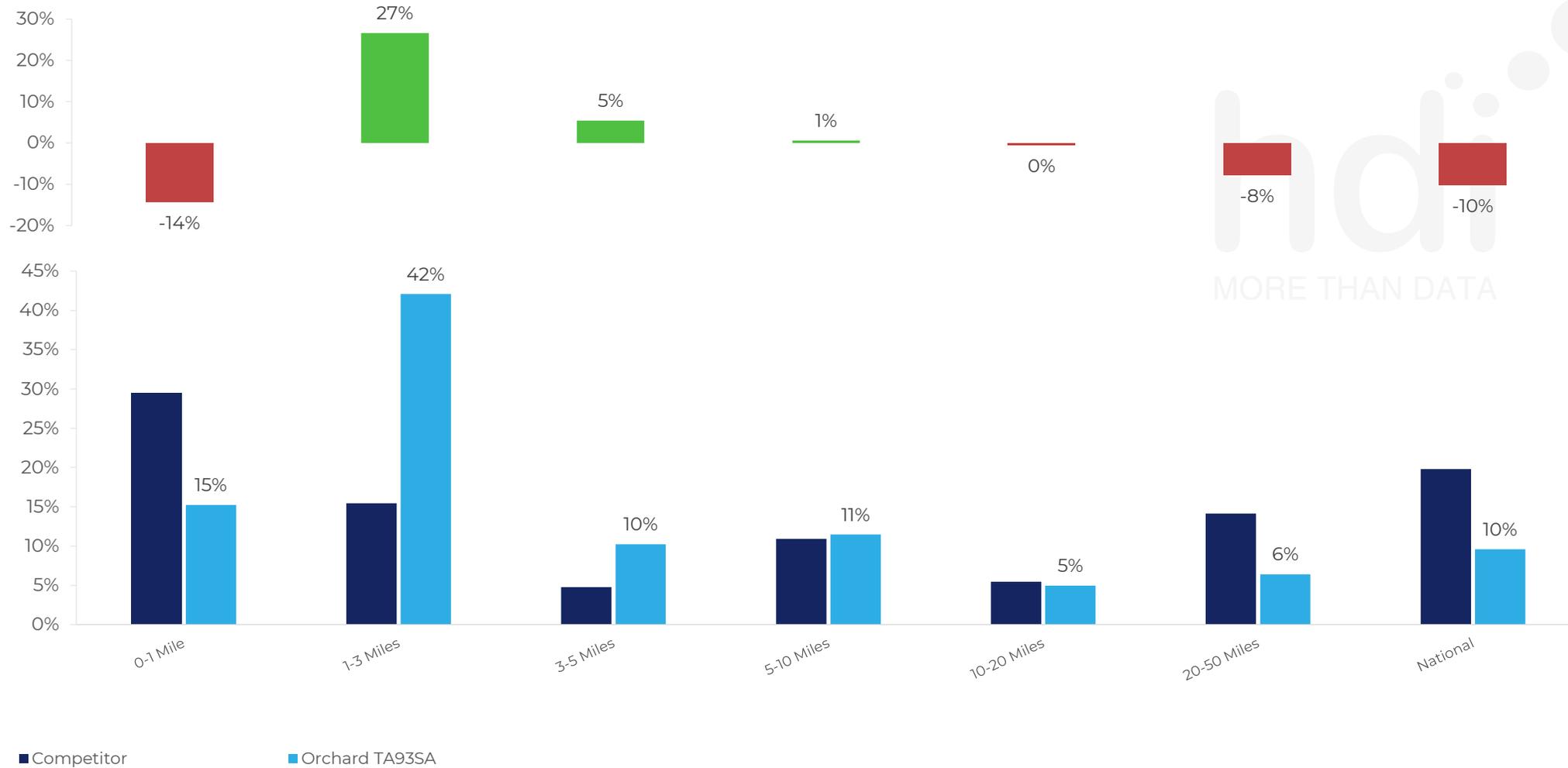
% of spend for Orchard TA93SA and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Segment



Spend by Distance

How does the spend profile of Orchard TA93SA compare versus its competitors based on travel distances?

% of spend for Orchard TA93SA and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Distance travelled

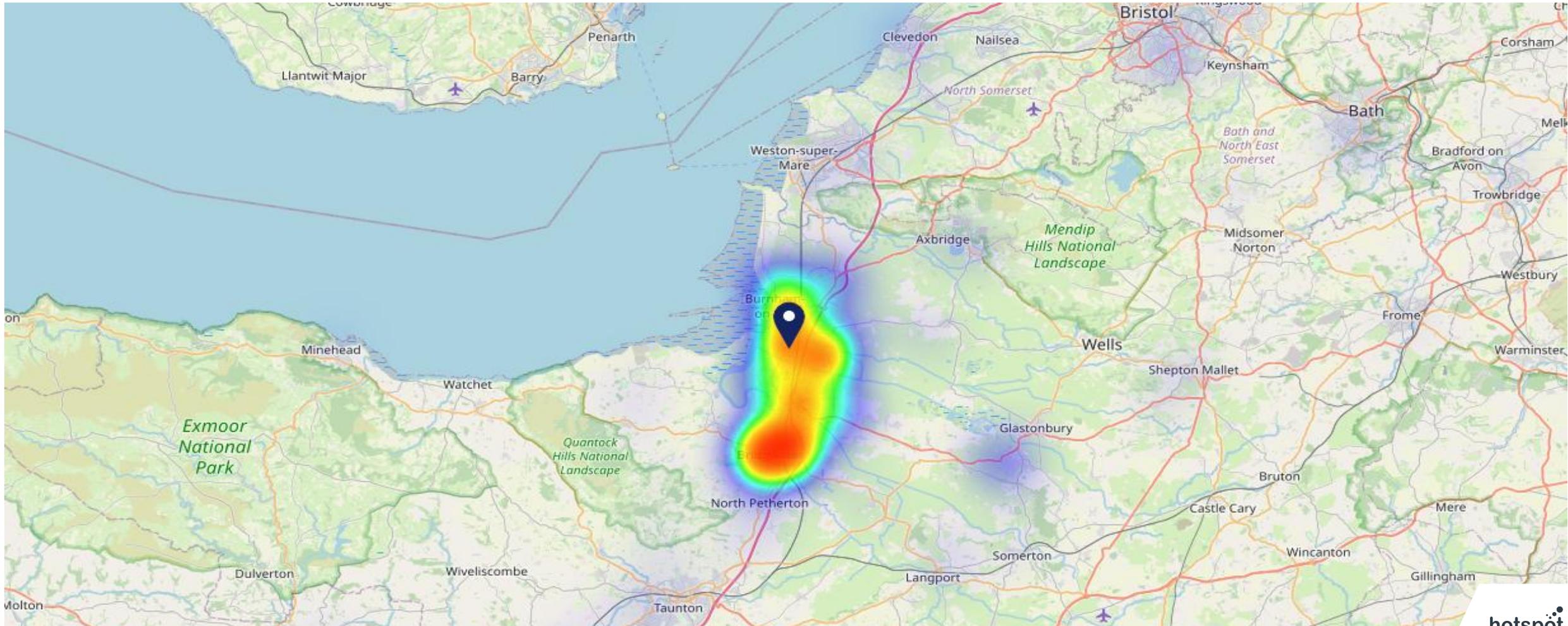




Map of Guest Origin

Where do customers of Orchard TA93SA come from?

Where do customers of Orchard TA93SA for 10/07/2024 - 02/07/2025 live

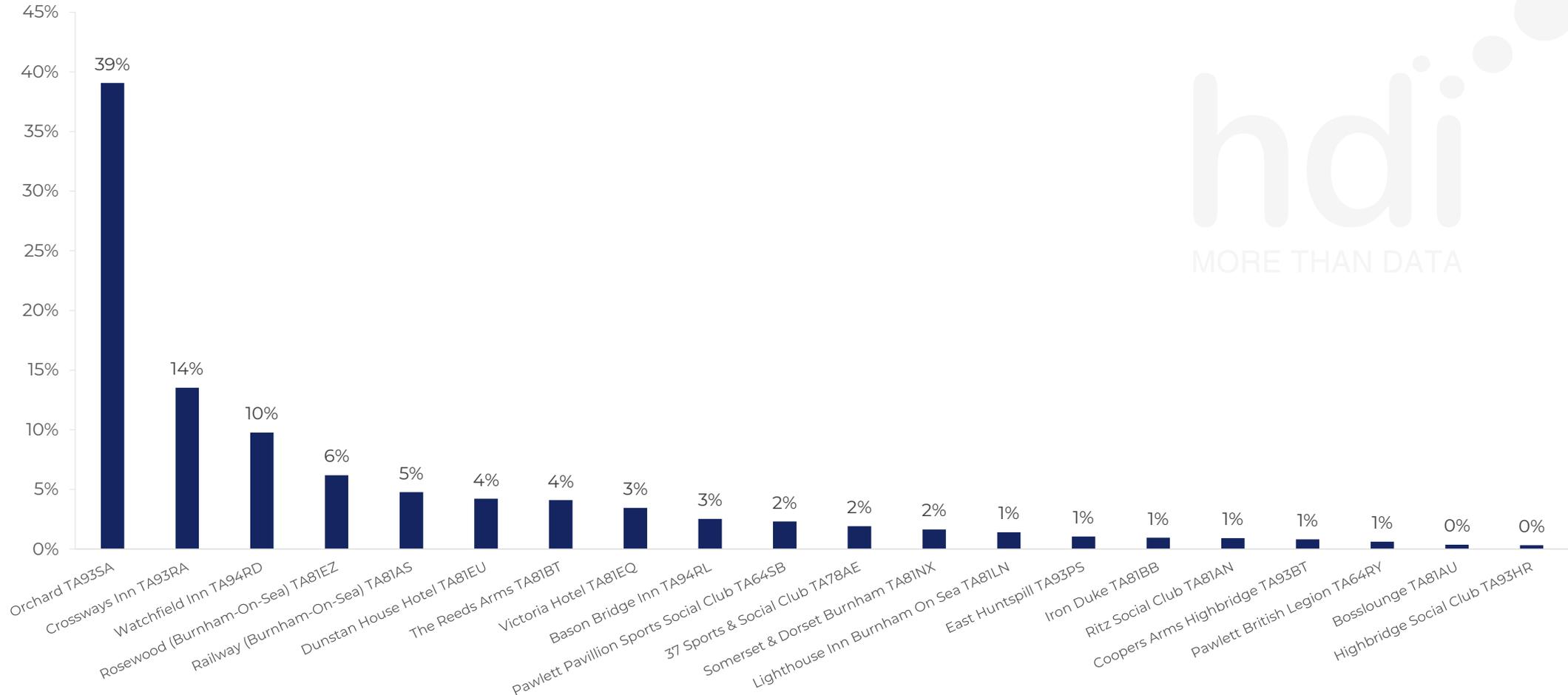




Share of Wallet

What are the Top 20 venues (by spend) that customers of Orchard TA93SA also visit?

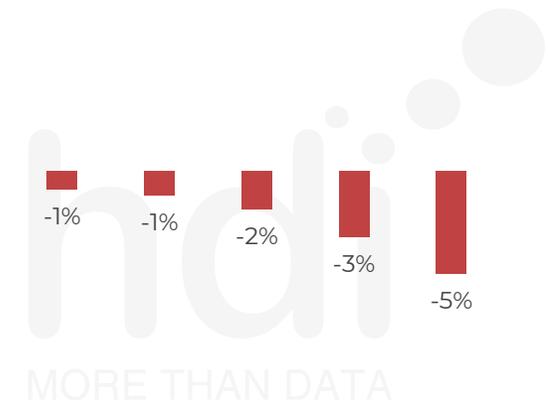
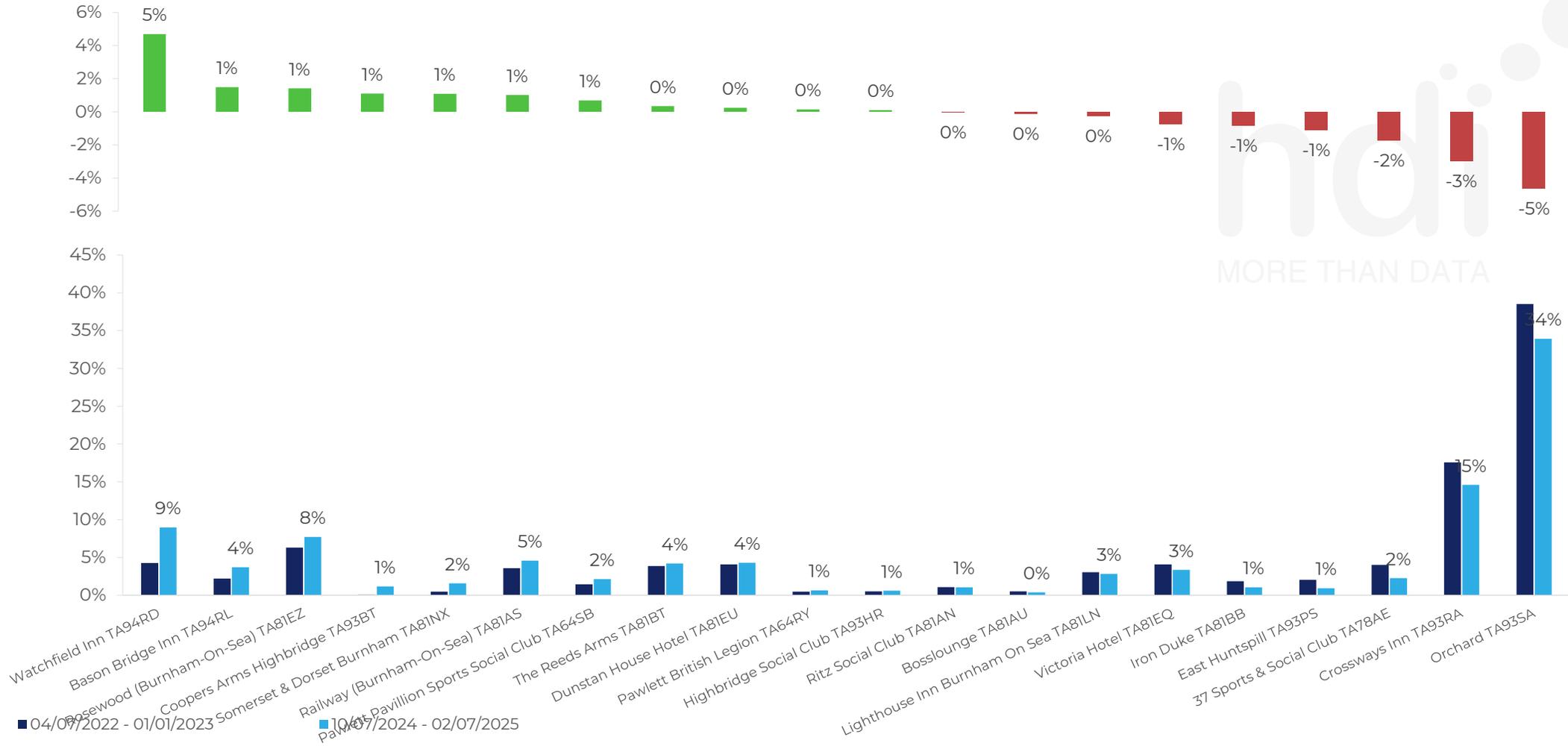
For customers of Orchard TA93SA, who are the top 20 competitors from 129 Chains in 3 Miles for 10/07/2024 - 02/07/2025 split by Venue





Share of Wallet Change

How has share of wallet of customers of Orchard TA93SA changed between two date ranges?





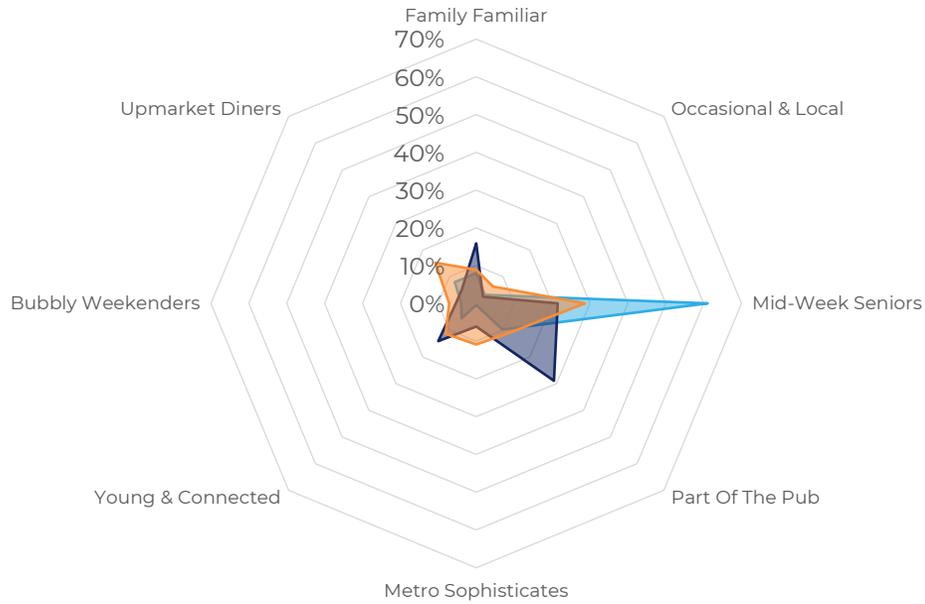
Market Summary

How does the local area for Orchard TA93SA 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 | £520K | 4 | £524K | 3 | £2.52M | 2 | £28.75M | 3 |
| Weekpart | Mon - Thu | 40.2% | 5 | 40.2% | 5 | 45.3% | 8 | 43.8% | 8 |
| Weekpart | Fri - Sat | 35.0% | 1 | 35.0% | 1 | 41.5% | 4 | 40.1% | 3 |
| Weekpart | Sun | 24.8% | 10 | 24.8% | 10 | 13.2% | 2 | 16.1% | 7 |
| Age | 18 to 24 | 1.1% | 1 | 1.1% | 1 | 1.4% | 1 | 4.7% | 2 |
| Age | 25 to 34 | 5.0% | 1 | 5.1% | 1 | 11.4% | 1 | 13.7% | 1 |
| Age | 35 to 44 | 4.4% | 1 | 4.8% | 1 | 14.0% | 1 | 18.2% | 1 |
| Age | 45 to 54 | 9.6% | 1 | 9.6% | 1 | 13.7% | 1 | 19.4% | 4 |
| Age | 55 to 64 | 32.6% | 10 | 32.4% | 10 | 25.2% | 10 | 21.8% | 10 |
| Age | 65 to 74 | 28.9% | 10 | 28.7% | 10 | 19.5% | 10 | 14.5% | 10 |
| Age | 75+ | 18.4% | 10 | 18.3% | 10 | 14.8% | 10 | 7.7% | 10 |
| CAMEO | Business Elite | 1.0% | 1 | 1.0% | 1 | 2.0% | 1 | 2.1% | 1 |
| CAMEO | Prosperous Professionals | 15.0% | 10 | 14.9% | 10 | 12.5% | 10 | 7.1% | 7 |
| CAMEO | Flourishing Society | 4.2% | 2 | 4.2% | 1 | 6.0% | 2 | 8.0% | 2 |
| CAMEO | Content Communities | 21.4% | 10 | 21.4% | 10 | 17.7% | 9 | 16.3% | 9 |
| CAMEO | White Collar Neighbourhoods | 15.7% | 9 | 15.6% | 9 | 9.4% | 3 | 10.4% | 4 |
| CAMEO | Enterprising Mainstream | 7.3% | 5 | 7.4% | 5 | 10.9% | 8 | 13.8% | 9 |
| CAMEO | Paying The Mortgage | 16.6% | 7 | 16.6% | 7 | 12.8% | 4 | 16.9% | 7 |
| CAMEO | Cash Conscious Communities | 5.6% | 3 | 5.7% | 3 | 7.4% | 4 | 11.5% | 8 |
| CAMEO | On A Budget | 10.3% | 8 | 10.3% | 8 | 17.0% | 10 | 9.1% | 8 |
| CAMEO | Family Value | 2.9% | 6 | 2.9% | 6 | 4.2% | 7 | 5.0% | 7 |
| Affluence | AB | 20.1% | 4 | 20.2% | 4 | 20.5% | 4 | 17.1% | 2 |
| Affluence | C1C2 | 61.0% | 10 | 60.9% | 10 | 50.8% | 6 | 57.3% | 10 |
| Affluence | DE | 18.9% | 5 | 18.9% | 5 | 28.6% | 8 | 25.6% | 8 |



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 |
|------------------------------|----------------|-----------------|--------------------|------------------|-----------------|---------------------|-------------------|-------------------|-----------------|
| Orchard | 111 | 8.03% | 3.22% | 61.05% | 9.75% | 0.40% | 5.52% | 3.99% | 8.01% |
| Local Catchment | 2285 | 15.92% | 2.54% | 21.50% | 28.98% | 6.15% | 14.16% | 5.41% | 5.30% |
| Punch T&L | 99343 | 8.93% | 6.32% | 28.70% | 11.41% | 10.86% | 11.35% | 7.13% | 15.27% |
| Orchard vs Local Catchment | | -7.89% | 0.68% | 39.55% | -19.23% | -5.75% | -8.64% | -1.42% | 2.71% |
| Orchard vs Punch T&L | | -0.90% | -3.10% | 32.35% | -1.66% | -10.46% | -5.83% | -3.14% | -7.26% |
| Local Catchment vs Punch T&L | | 6.99% | -3.78% | -7.20% | 17.57% | -4.71% | 2.81% | -1.72% | -9.97% |

■ Orchard

■ Local Catchment

■ Punch T&L