



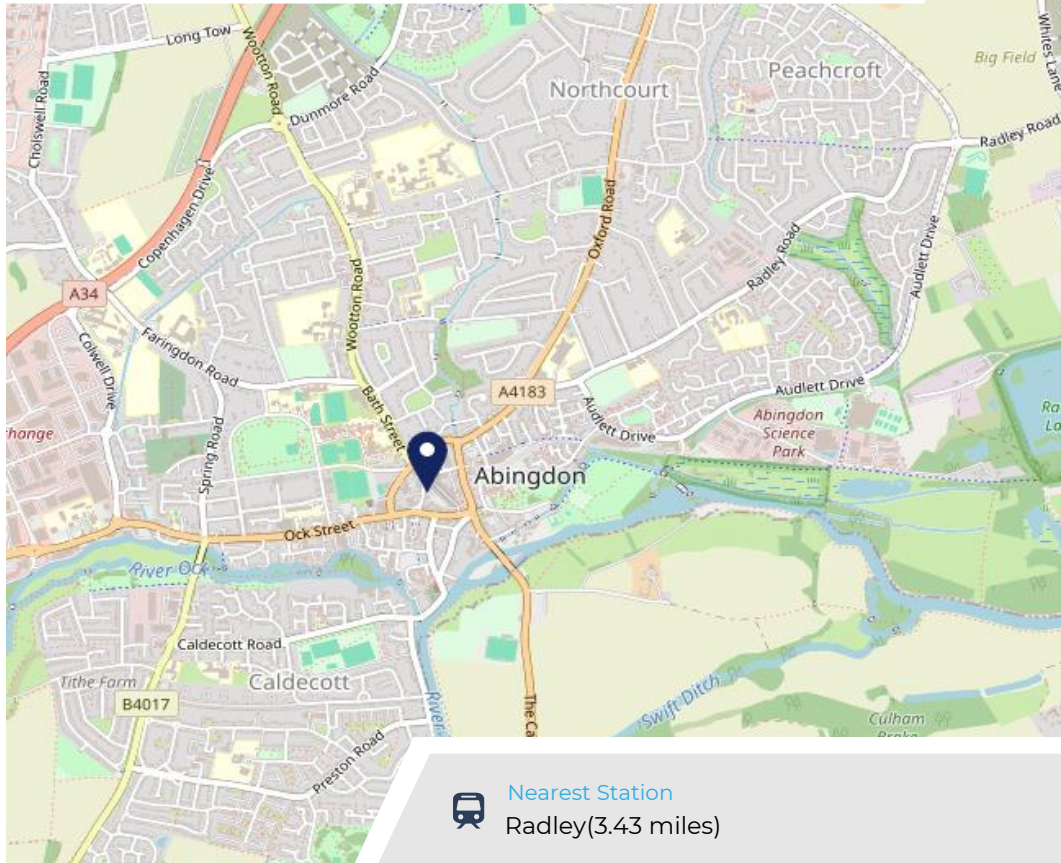
Site Summary



Blue Boar OX143QH

OX143QH

Punch T&L

**Work Area**
Oxford**Region**
South East**TV Region**
Central**Urbanicity**
Urban city and town**ATV**
£9.85**Affluence**
50.96%
Middle Income**Age Group**
31.34%
25 to 34**Gender**
75.08%
Male**Segmentation**
19.32%
Paying The Mortgage**Visit Day**
41.18%
Sat

Top Competitors

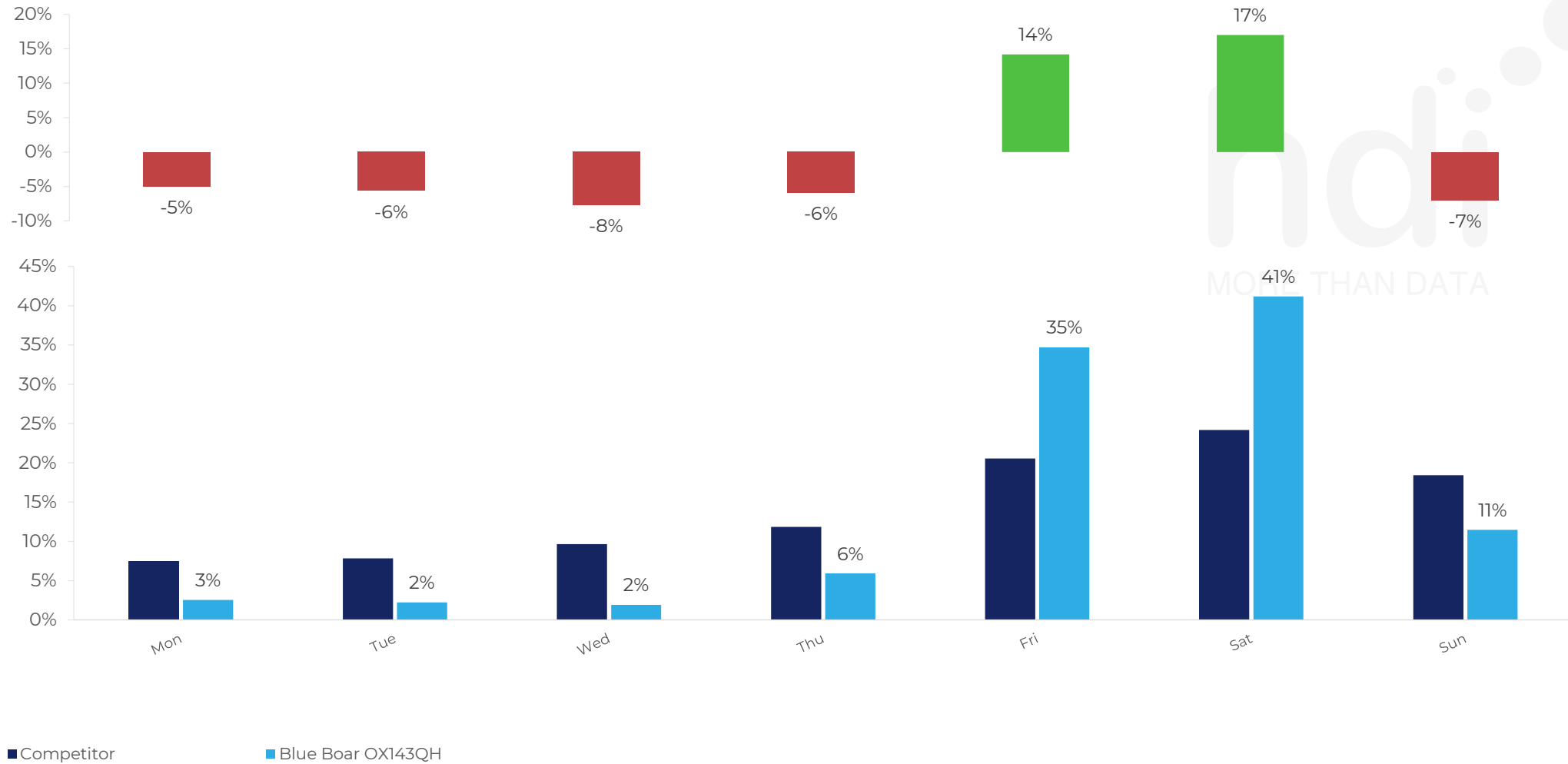
**Boundary House (Abingdon)** **#1**
OX142AA
 GK - Pub & Social**Kings Head & Bell** **#2**
OX145EA
 Pub / Bar**The Narrows** **#3**
OX145AA
 JD Wetherspoon**Nearest Station**
Radley(3.43 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Blue Boar OX143QH versus its competitors?

% of spend for Blue Boar OX143QH and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Day of Week

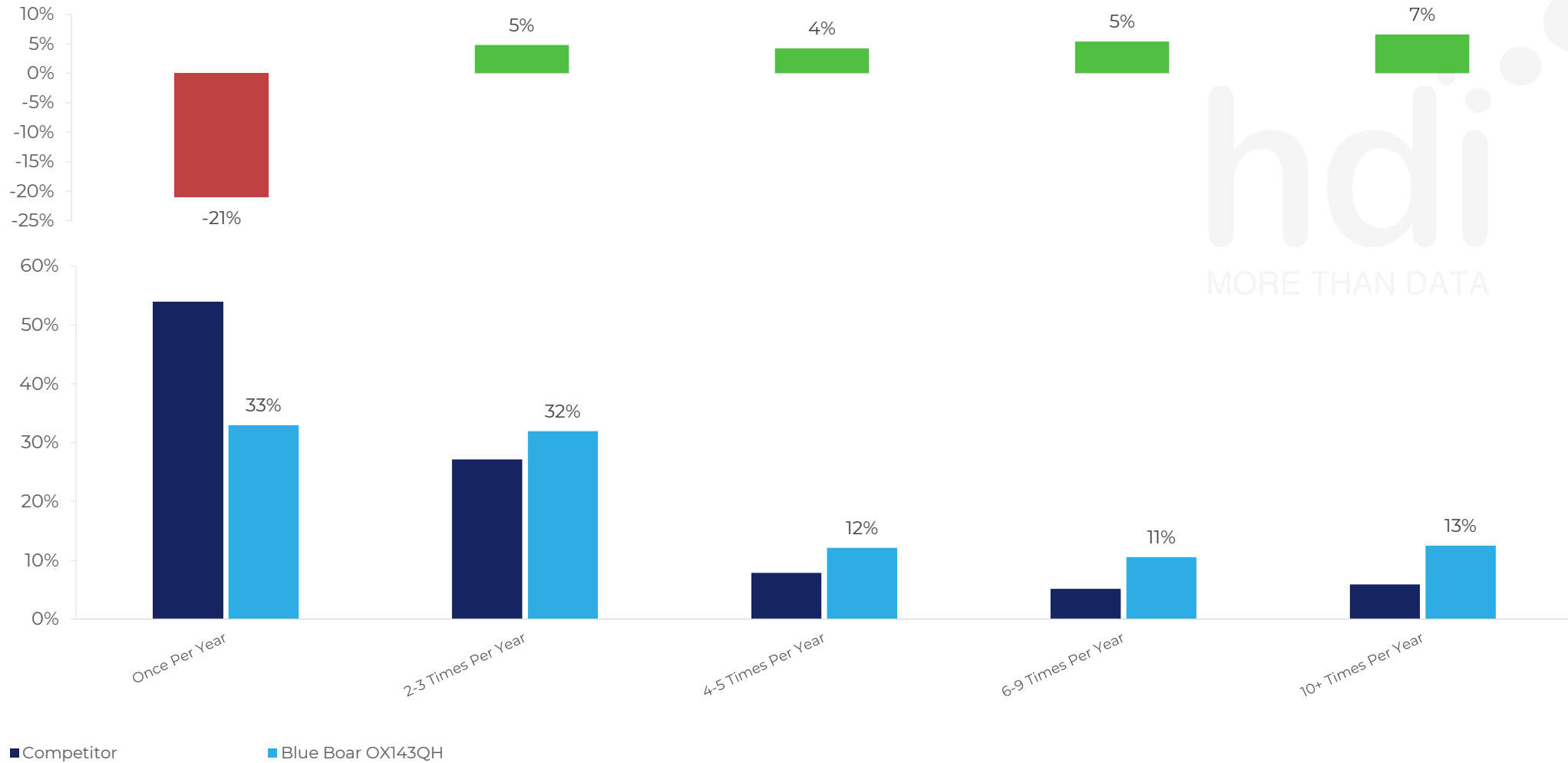




Visit Frequency

How frequently per year do customers visit Blue Boar OX143QH versus its competitors?

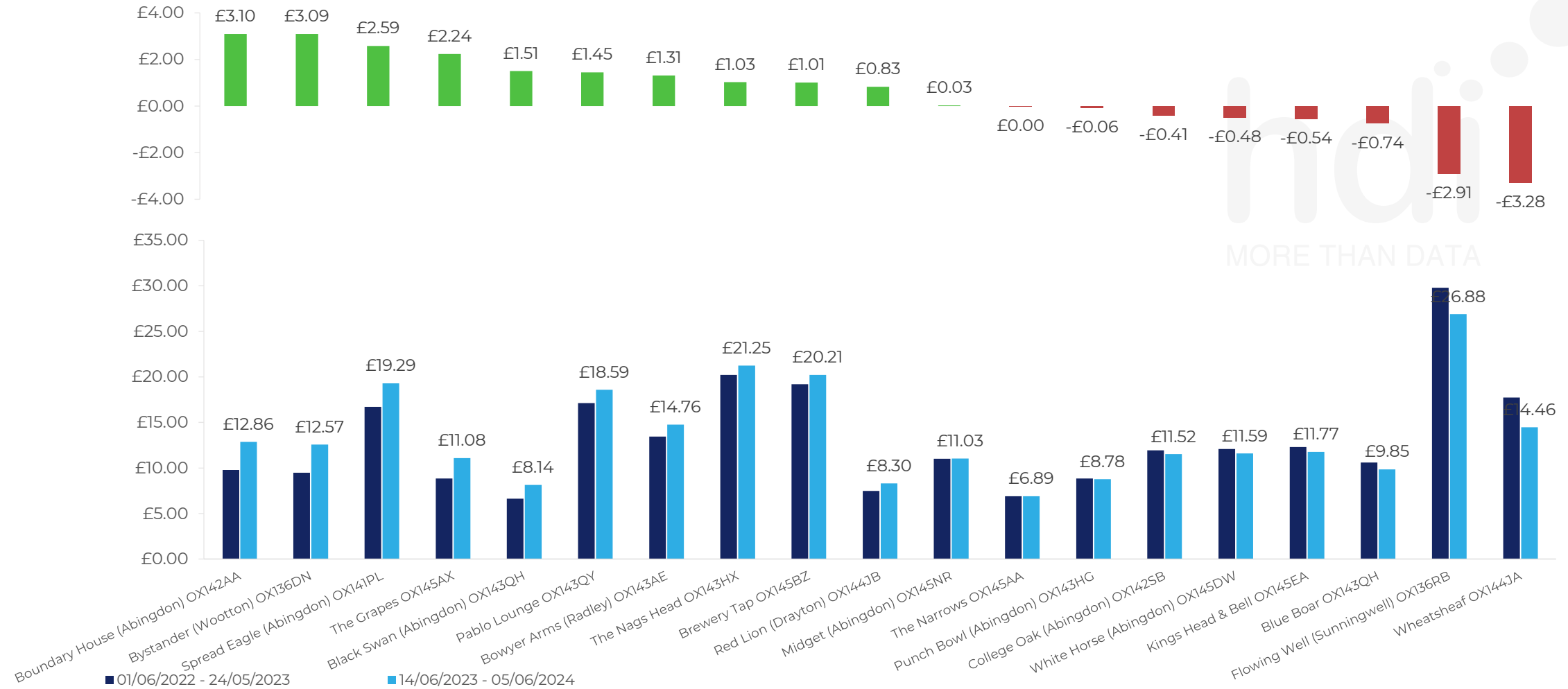
% of customer numbers for Blue Boar OX143QH and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

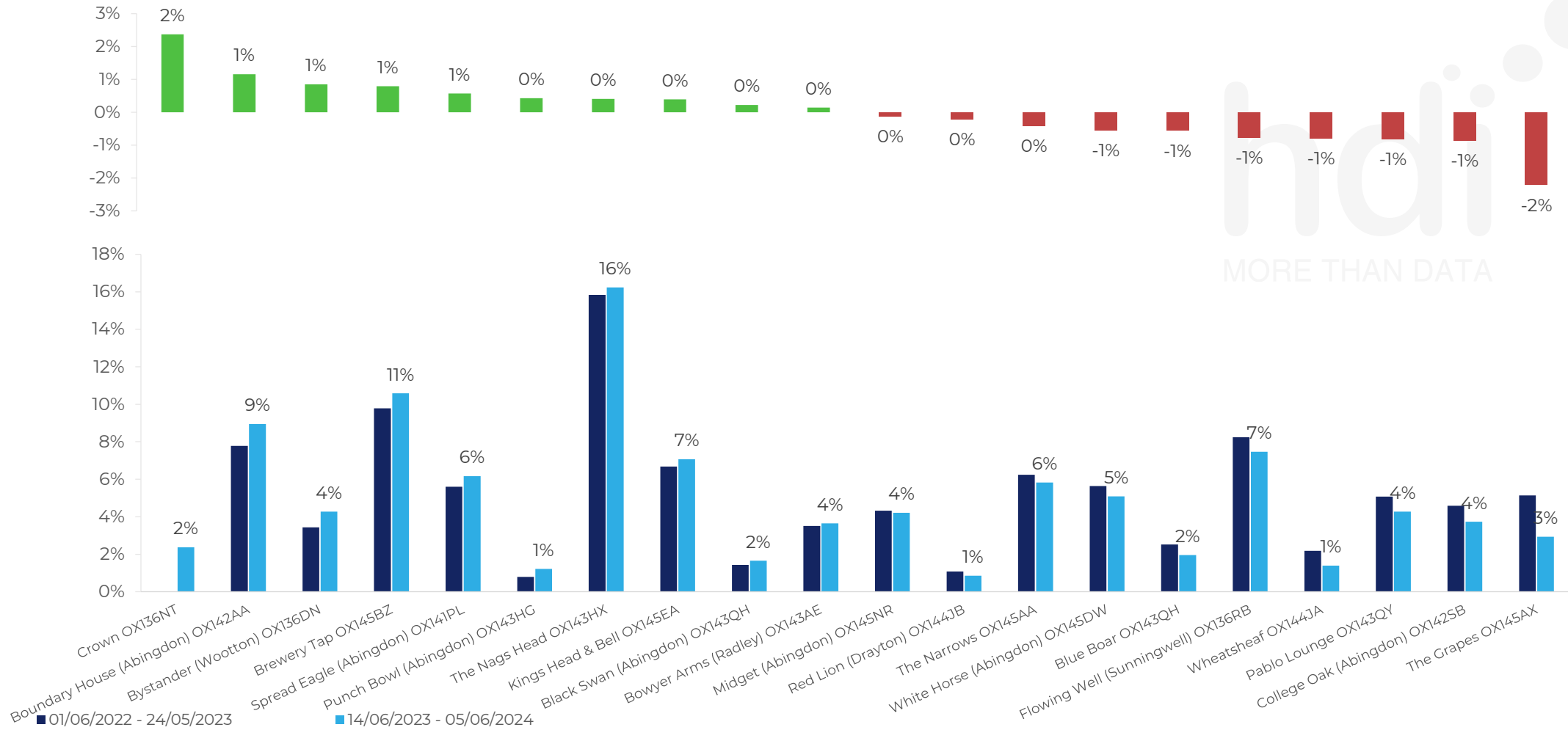




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Blue Boar OX143QH and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024

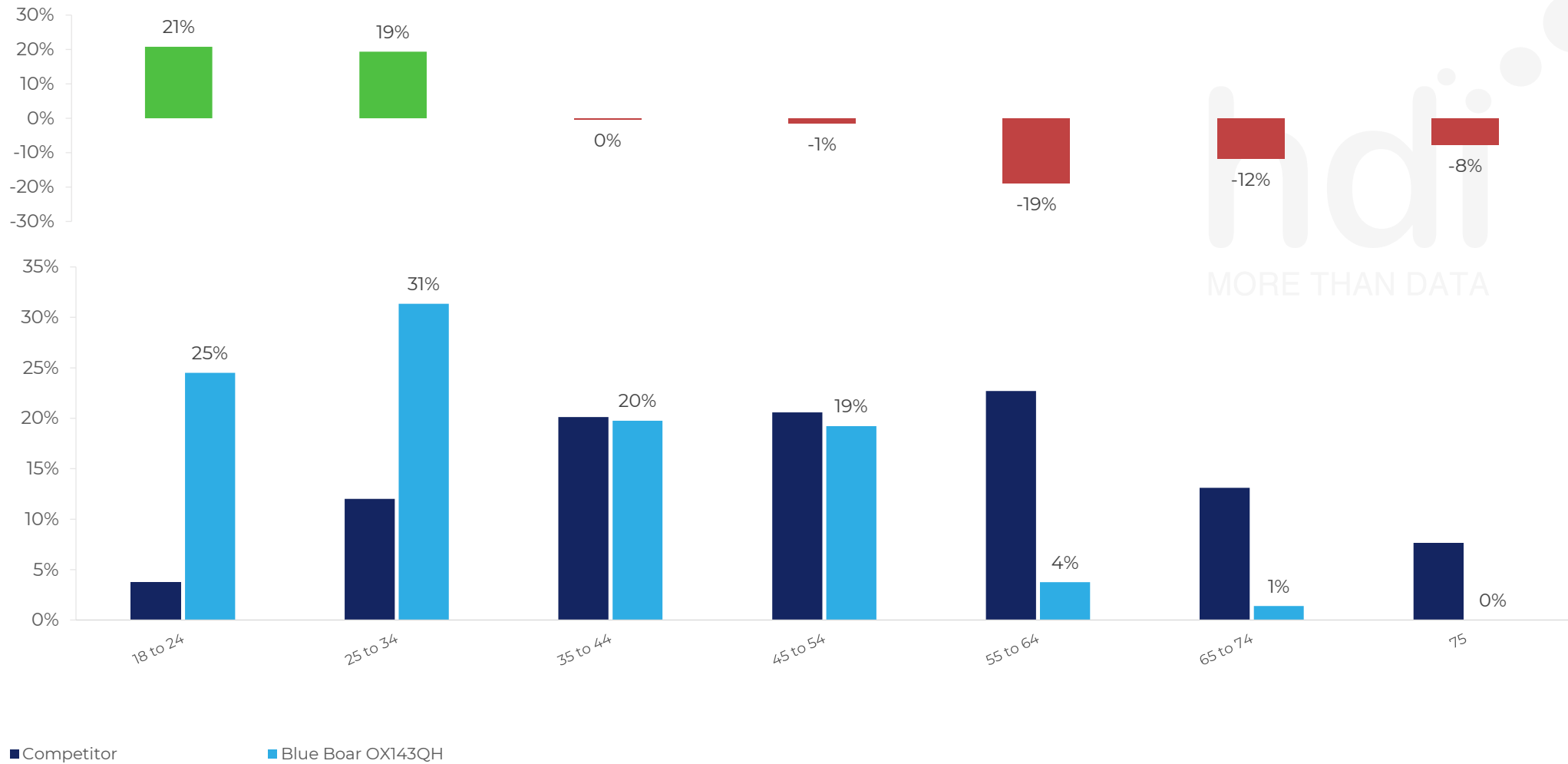




Age

How does the age profile of customers who visit Blue Boar OX143QH compare versus its competitors?

% of spend for Blue Boar OX143QH and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Age Range

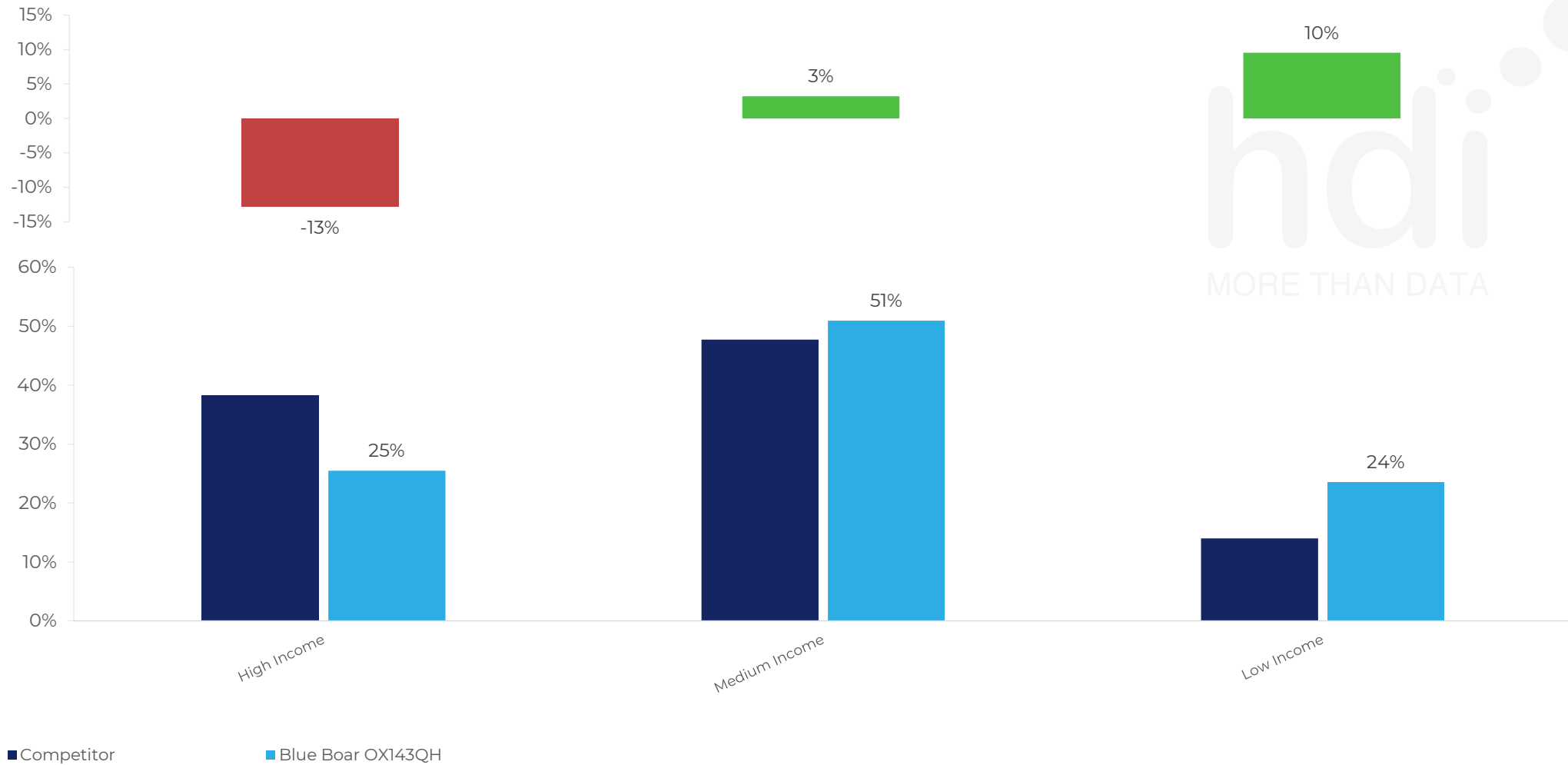




Affluence

How does the affluence of customers who visit Blue Boar OX143QH compare versus its competitors?

% of spend for Blue Boar OX143QH and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Affluence

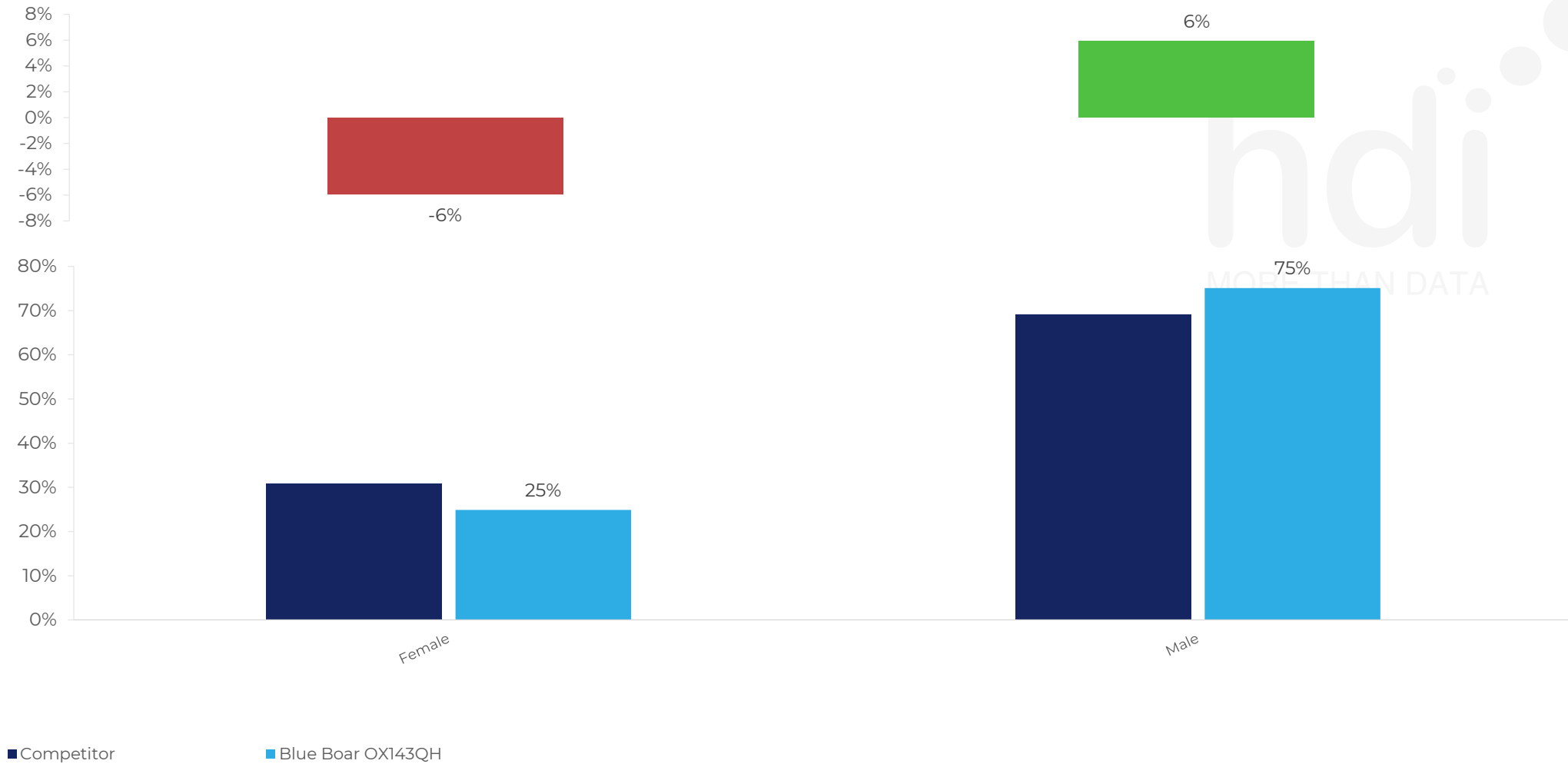




Gender

How does the gender profile of customers who visit Blue Boar OX143QH compare versus its competitors?

% of spend for Blue Boar OX143QH and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Gender

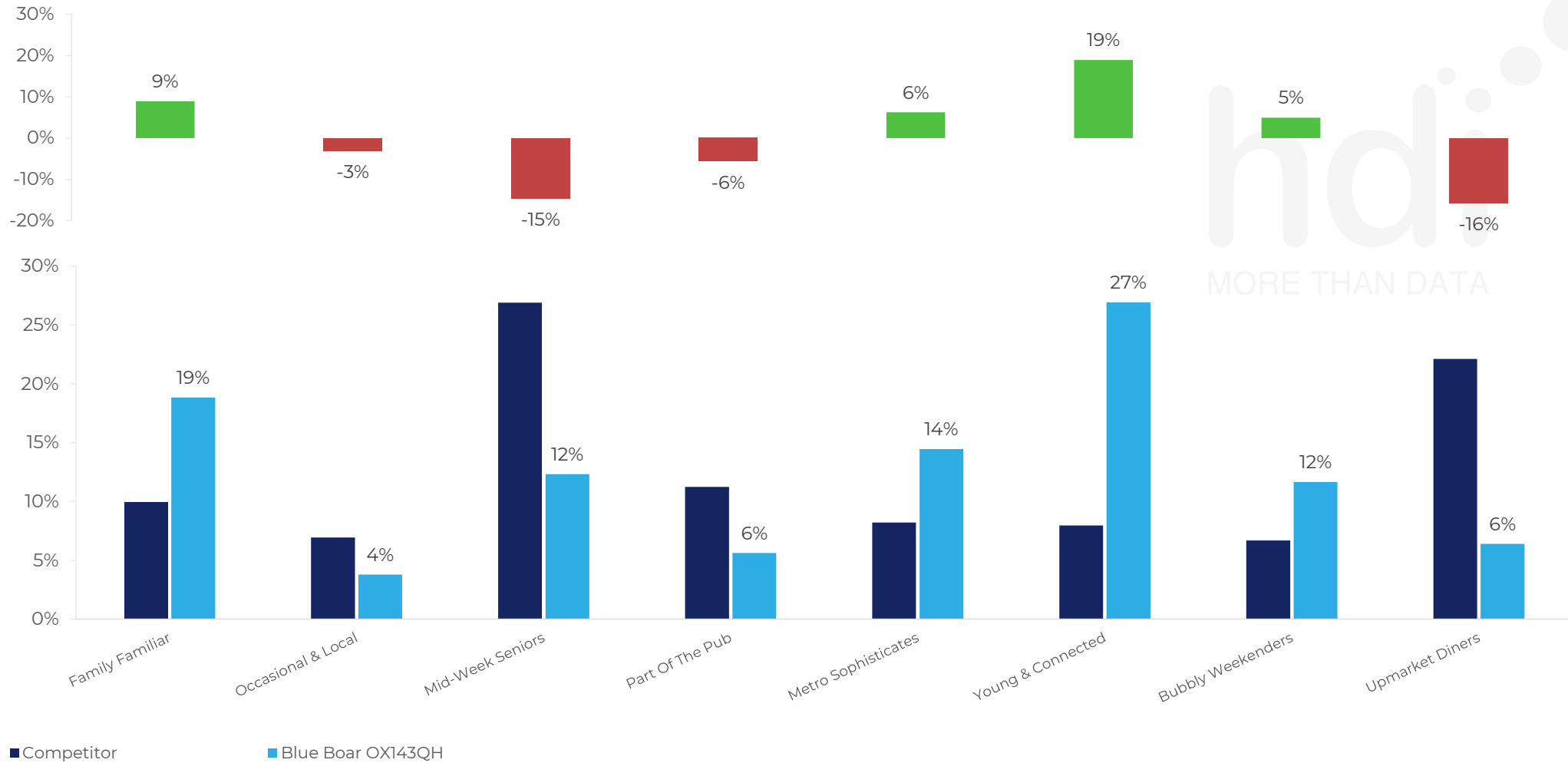




Punch Segmentation

How does the Custom segmentation profile of customers who visit Blue Boar OX143QH compare versus its competitors?

% of spend for Blue Boar OX143QH and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Segment

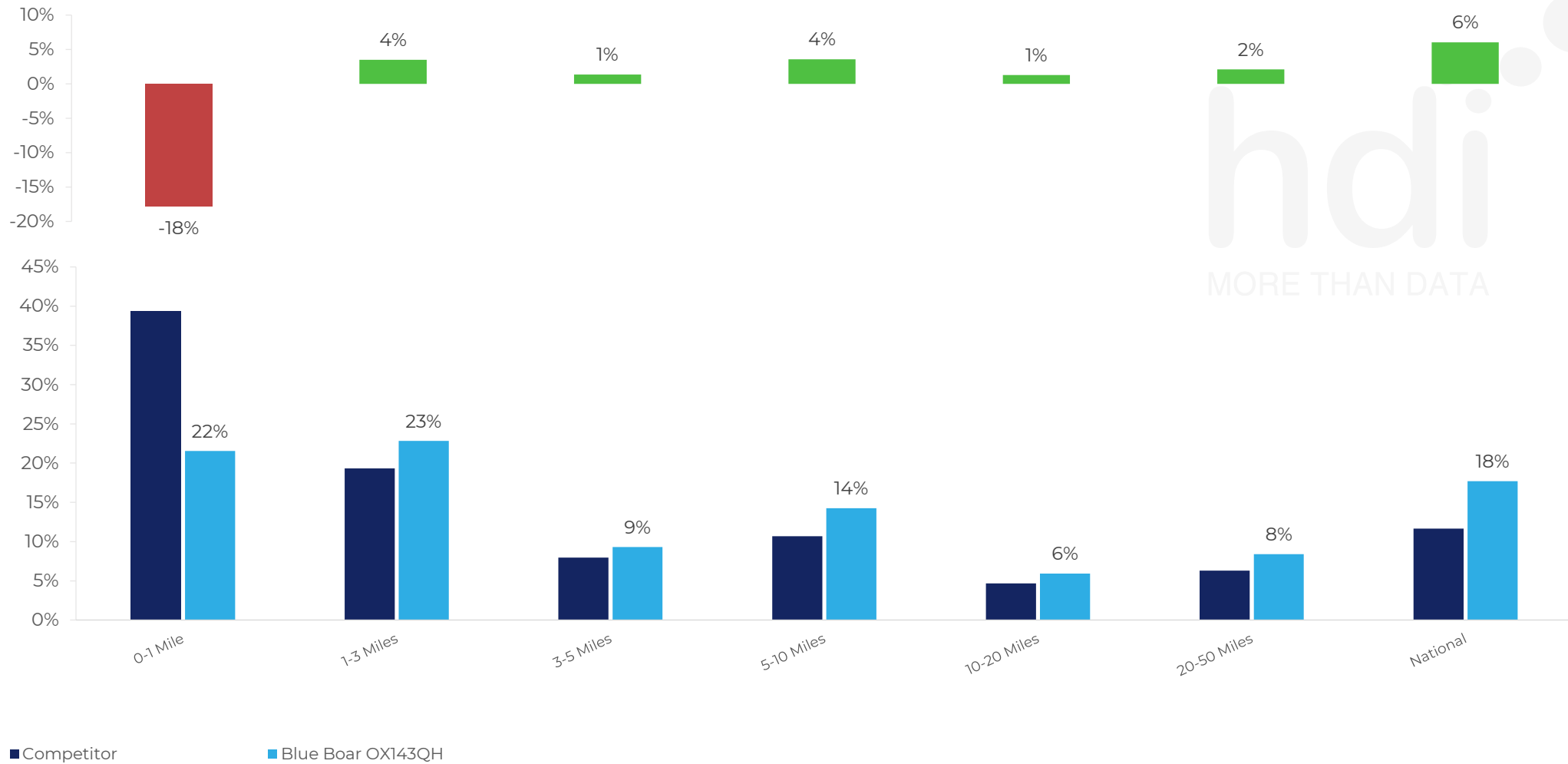




Spend by Distance

How does the spend profile of Blue Boar OX143QH compare versus its competitors based on travel distances?

% of spend for Blue Boar OX143QH and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Distance travelled

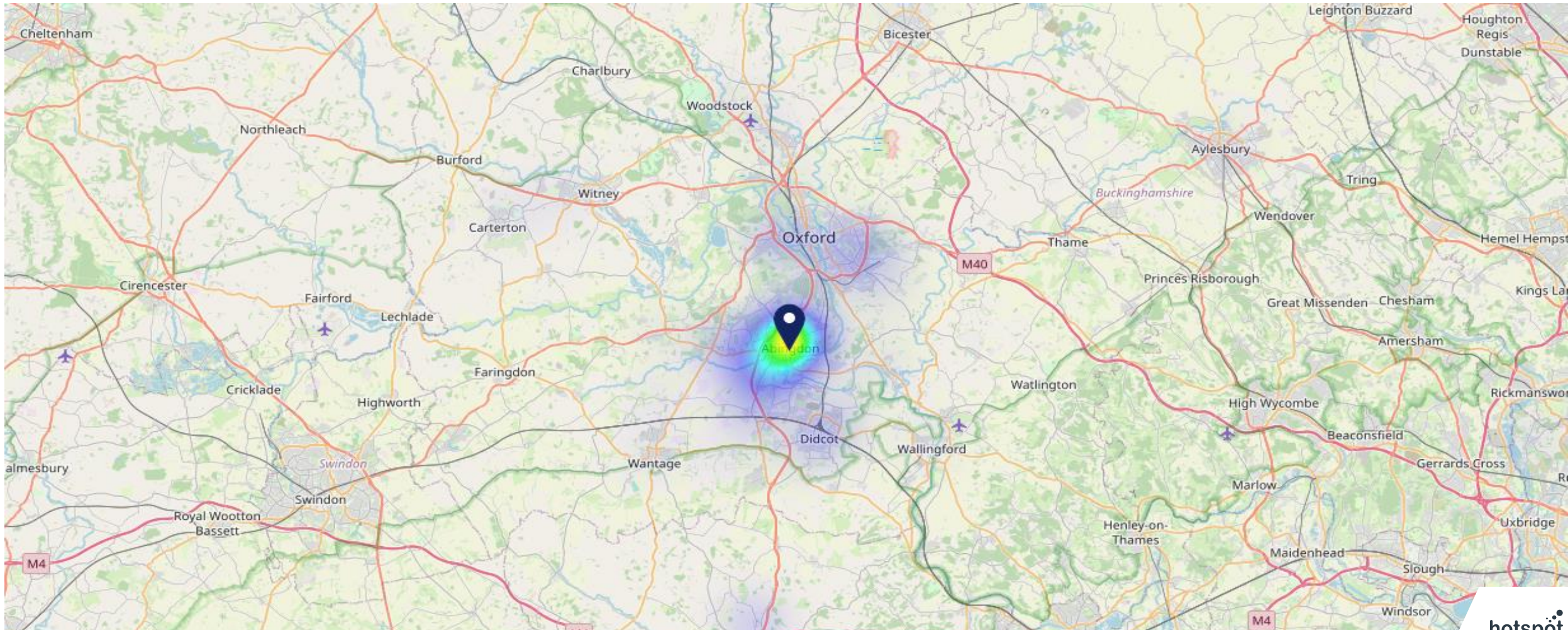




Map of Guest Origin

Where do customers of Blue Boar OX143QH come from?

Where do customers of Blue Boar OX143QH for 14/06/2023 - 05/06/2024 live

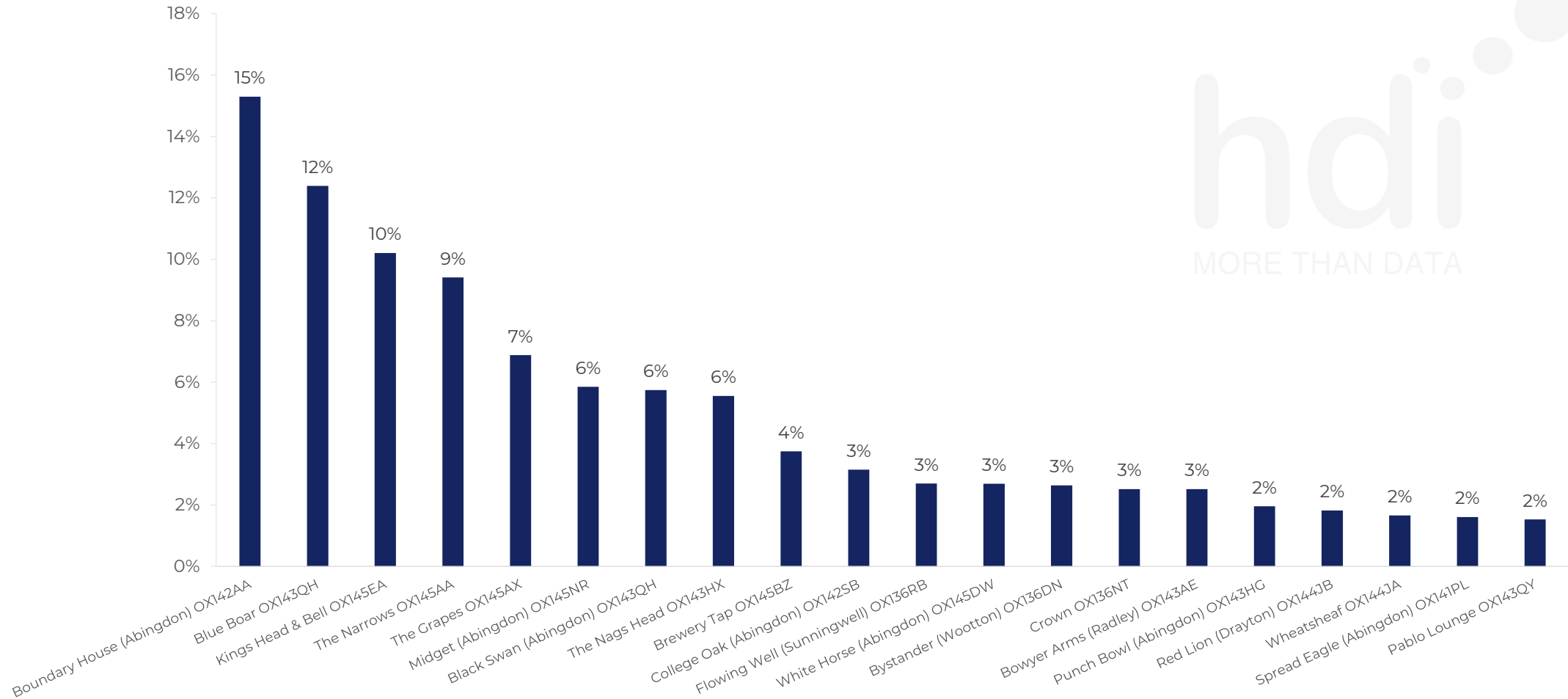




Share of Wallet

What are the Top 20 venues (by spend) that customers of Blue Boar OX143QH also visit?

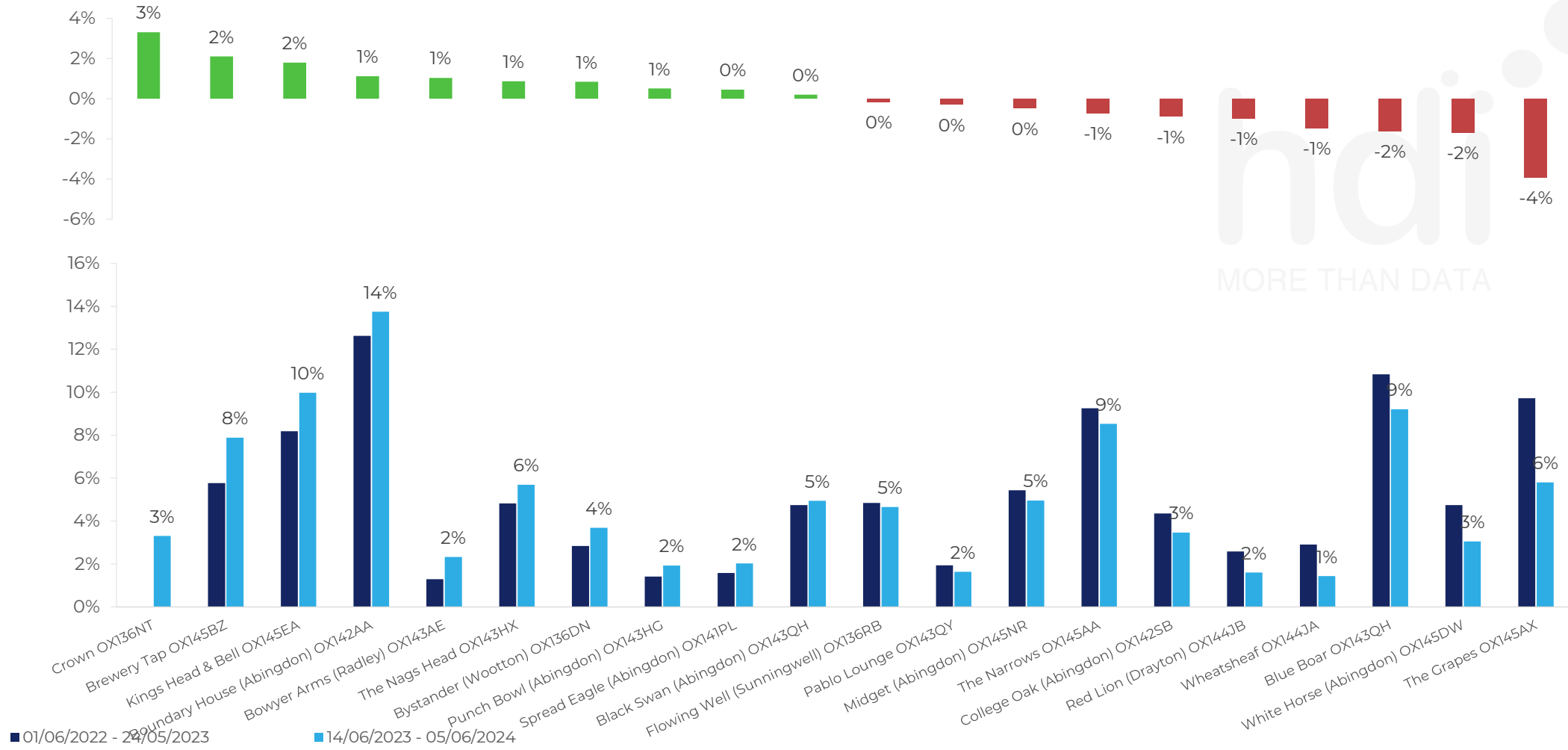
For customers of Blue Boar OX143QH, who are the top 20 competitors from 97 Chains in 3 Miles for 14/06/2023 - 05/06/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Blue Boar OX143QH changed between two date ranges?





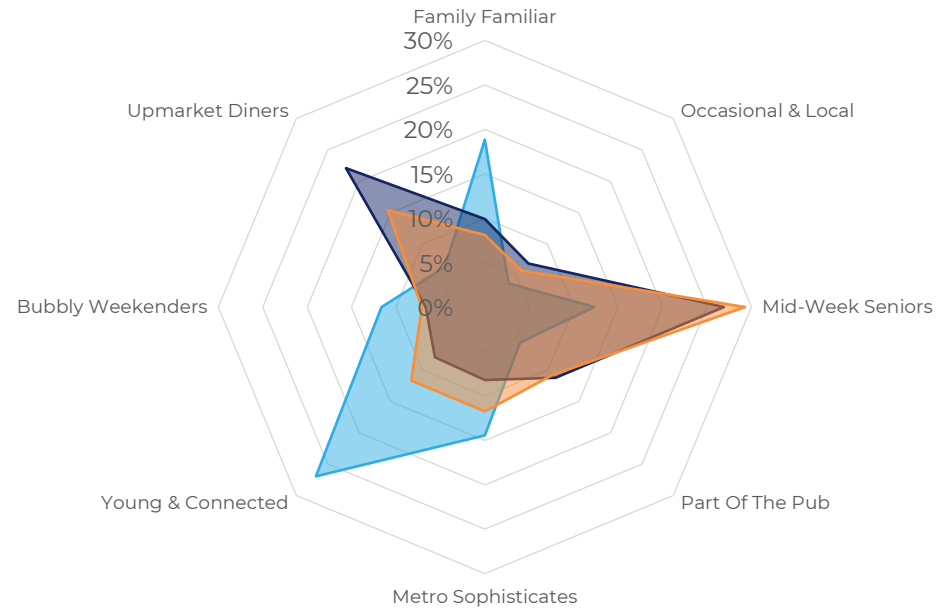
Market Summary

How does the local area for Blue Boar OX143QH 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	£11.85M	9	£16.52M	8	£29.43M	7	£36.26M	4
Weekpart	Mon - Thu	41.4%	6	39.1%	4	42.4%	6	41.6%	5
Weekpart	Fri - Sat	45.5%	6	45.3%	6	42.7%	5	42.6%	6
Weekpart	Sun	13.0%	4	15.6%	7	14.9%	5	15.8%	6
Age	18 to 24	3.9%	4	3.1%	3	4.3%	3	3.9%	2
Age	25 to 34	15.0%	2	14.6%	2	15.4%	2	14.0%	1
Age	35 to 44	21.7%	4	21.8%	4	23.2%	5	22.4%	4
Age	45 to 54	21.3%	6	20.5%	6	21.0%	6	20.7%	6
Age	55 to 64	20.9%	9	21.3%	9	19.6%	9	20.5%	9
Age	65 to 74	10.9%	9	12.1%	9	10.7%	9	11.6%	9
Age	75+	6.4%	9	6.6%	9	5.8%	9	6.8%	10
CAMEO	Business Elite	7.1%	6	7.8%	6	6.2%	5	6.3%	5
CAMEO	Prosperous Professionals	7.6%	7	8.5%	8	8.0%	8	8.4%	8
CAMEO	Flourishing Society	20.8%	9	21.6%	9	20.6%	9	22.3%	9
CAMEO	Content Communities	14.2%	7	14.8%	8	14.5%	8	14.4%	8
CAMEO	White Collar Neighbourhoods	18.0%	10	17.7%	10	15.9%	9	15.1%	9
CAMEO	Enterprising Mainstream	8.3%	6	7.7%	5	8.7%	6	8.8%	6
CAMEO	Paying The Mortgage	12.4%	4	11.4%	4	12.5%	4	11.7%	3
CAMEO	Cash Conscious Communities	5.2%	2	5.0%	2	6.4%	3	6.4%	3
CAMEO	On A Budget	6.0%	5	5.2%	4	6.6%	6	6.0%	4
CAMEO	Family Value	0.4%	2	0.4%	1	0.6%	1	0.5%	1
Affluence	AB	35.5%	7	37.9%	8	34.8%	7	37.0%	7
Affluence	C1C2	52.9%	7	51.6%	7	51.6%	7	50.1%	6
Affluence	DE	11.6%	2	10.5%	2	13.6%	3	12.9%	2



Mix of spend by customer segment in Punch site and local market



Blue Boar

Local Catchment

Punch T&L

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Blue Boar	49	18.84%	3.79%	12.33%	5.62%	14.44%	26.91%	11.65%	6.39%
Local Catchment	2558	9.93%	6.93%	26.90%	11.24%	8.20%	7.96%	6.68%	22.12%
Punch T&L	105489	8.10%	5.83%	29.29%	10.79%	11.73%	11.71%	7.10%	15.42%
Blue Boar vs Local Catchment		8.91%	-3.14%	-14.57%	-5.62%	6.24%	18.95%	4.97%	-15.73%
Blue Boar vs Punch T&L		10.74%	-2.04%	-16.96%	-5.17%	2.71%	15.20%	4.55%	-9.03%
Local Catchment vs Punch T&L		1.83%	1.10%	-2.39%	0.45%	-3.53%	-3.75%	-0.42%	6.70%



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
Boundary House (Abingdon) OX142AA	333	15.57%	9.84%	19.86%	25.02%	3.79%	9.76%	5.18%	10.93%
Blue Boar OX143QH	49	18.84%	3.79%	12.33%	5.62%	14.44%	26.91%	11.65%	6.39%
Kings Head & Bell OX145EA	355	15.70%	3.81%	32.02%	3.78%	9.24%	9.10%	12.90%	13.42%
The Narrows OX145AA	372	17.11%	3.28%	21.22%	14.52%	4.50%	21.16%	12.13%	6.04%
The Grapes OX145AX	118	7.01%	1.57%	53.70%	7.35%	12.71%	11.38%	3.10%	3.13%
Midget (Abingdon) OX145NR	97	8.56%	29.46%	16.52%	8.22%	2.76%	27.36%	3.12%	3.97%
Black Swan (Abingdon) OX143QH	71	16.08%	3.56%	19.60%	25.08%	18.65%	12.20%	1.14%	3.65%
The Nags Head OX143HX	824	6.91%	5.70%	23.86%	1.92%	9.87%	8.98%	8.67%	34.06%
Brewery Tap OX145BZ	388	3.62%	5.47%	36.35%	6.44%	7.45%	8.73%	8.22%	23.69%
College Oak (Abingdon) OX142SB	125	10.59%	27.14%	13.76%	29.99%	2.77%	2.55%	7.35%	5.80%
Flowing Well (Sunningwell) OX136RB	224	7.71%	4.78%	20.30%	2.40%	10.28%	3.53%	6.62%	44.35%
White Horse (Abingdon) OX145DW	250	6.09%	5.94%	18.49%	43.20%	5.70%	8.54%	4.09%	7.90%
Bystander (Wootton) OX136DN	136	16.22%	10.78%	35.11%	19.49%	3.78%	3.74%	4.70%	6.14%
Crown OX136NT	56	2.72%	12.22%	13.20%	0.17%	1.11%	22.60%	2.79%	45.14%
Bowyer Arms (Radley) OX143AE	138	34.99%	9.89%	25.39%	4.84%	1.95%	9.07%	5.08%	8.76%
Punch Bowl (Abingdon) OX143HG	79	10.11%	2.63%	25.63%	21.18%	8.11%	9.92%	15.75%	6.64%
Red Lion (Drayton) OX144JB	47	7.18%	1.84%	16.26%	21.79%	29.65%	3.24%	4.32%	15.67%
Wheatsheaf OX144JA	36	1.11%	0.91%	8.66%	5.67%	49.51%	8.07%	9.29%	16.74%
Spread Eagle (Abingdon) OX141PL	164	6.44%	15.70%	37.60%	13.01%	10.17%	1.65%	4.02%	11.38%
Pablo Lounge OX143QY	268	12.77%	3.33%	20.00%	1.95%	9.87%	8.71%	12.22%	31.12%
Croft Bar OX142RT	60	8.49%	11.88%	38.63%	38.14%	0.74%	0.70%	1.02%	0.37%
Mercer OX145AX	57	7.72%	1.21%	24.83%	3.60%	14.06%	11.62%	14.56%	22.36%
Broad Face (Abingdon) OX143HR	204	4.16%	1.44%	21.43%	13.76%	6.91%	5.79%	5.86%	40.62%
Wads Bar OX136DA	56	7.35%	0.85%	37.54%	6.34%	11.70%	25.84%	1.64%	8.70%
Loose Cannon Brew OX145JX	220	9.08%	2.57%	30.45%	1.41%	8.66%	8.70%	6.93%	32.18%

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.

