

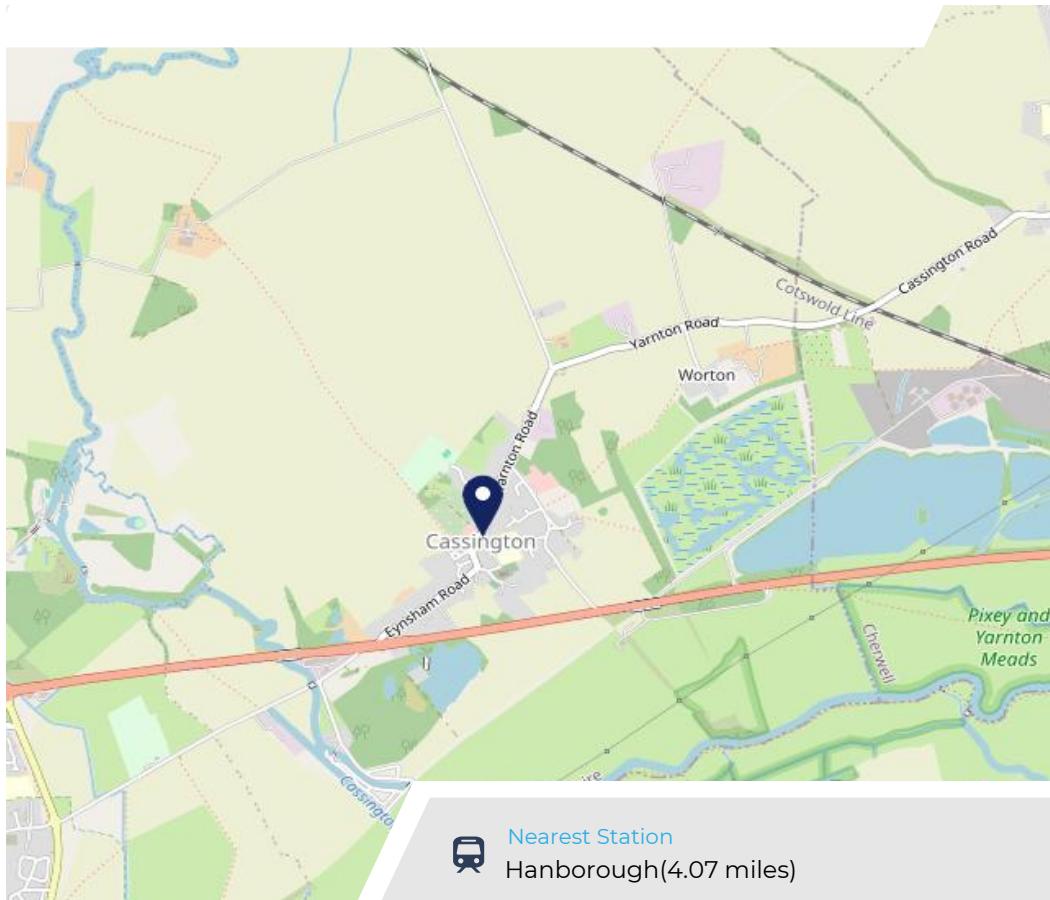


Site Summary

Red Lion OX294DN

OX294DN

Punch T&L

Work Area
OxfordRegion
South EastTV Region
CentralUrbanicity
Rural villageATV
£17.83Affluence
81.87%
High IncomeAge Group
59.62%
45 to 54Gender
86.36%
MaleSegmentation
77.39%
Flourishing SocietyVisit Day
20.67%
Thu

Top Competitors

The Turnpike
OX51PJ
Vintage InnsChequers Inn
OX294DG
Pub RestaurantTalbot Inn
OX294BT
Pub Restaurant

#1

#2

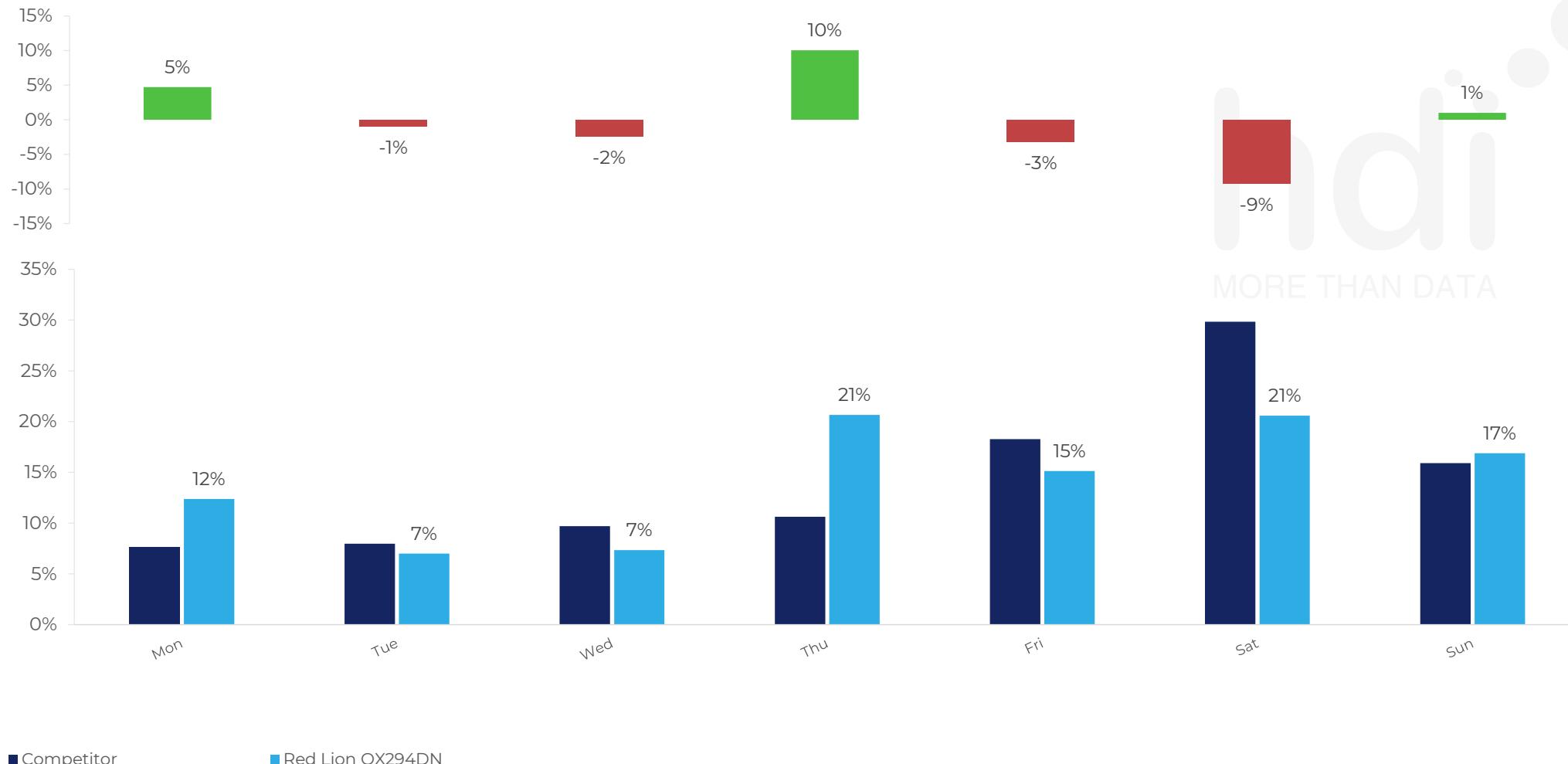
#3



Spend by Weekpart

How is customer spend distributed throughout the week for Red Lion OX294DN versus its competitors?

% of spend for Red Lion OX294DN and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Day of Week

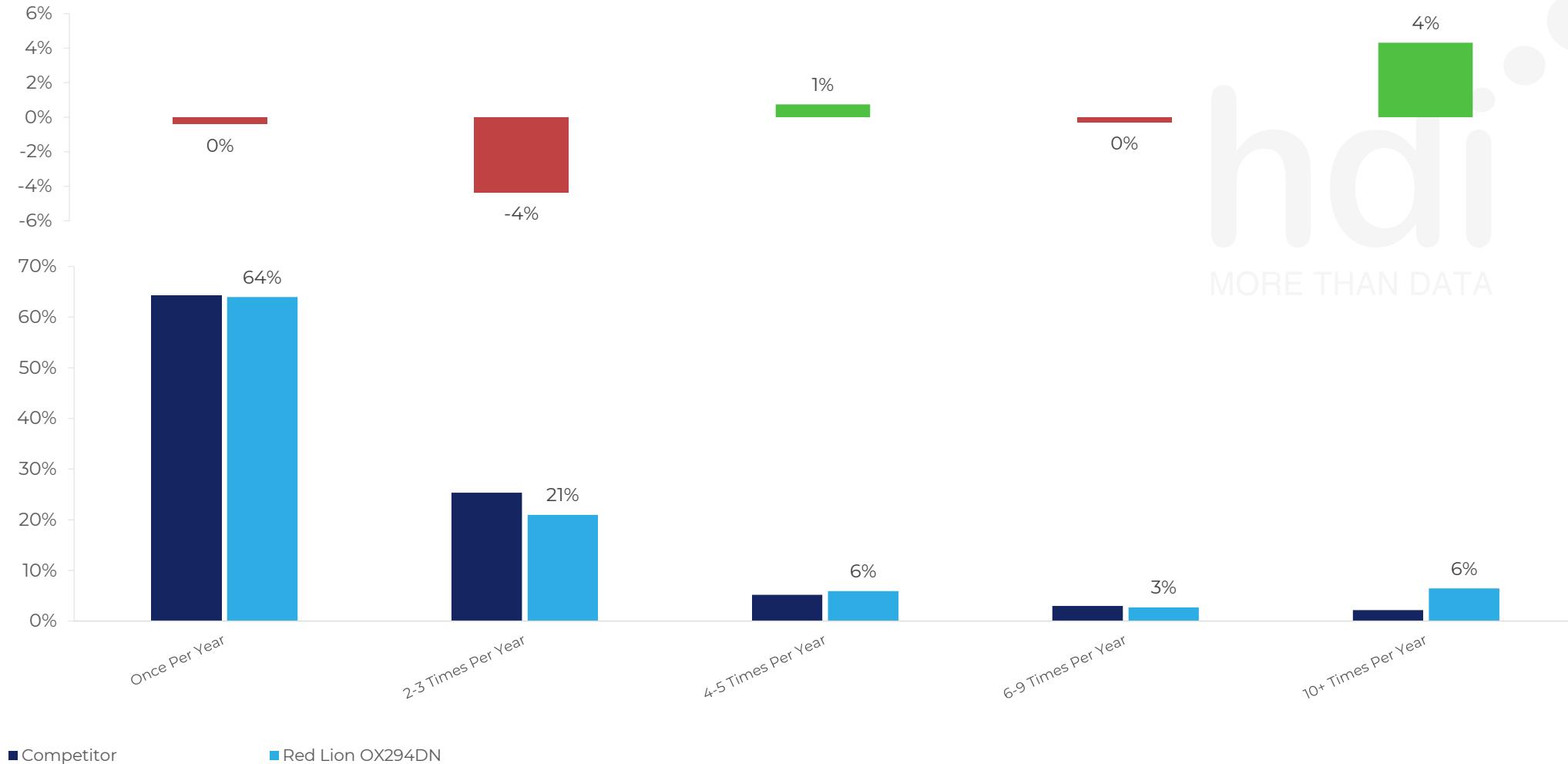




Visit Frequency

How frequently per year do customers visit Red Lion OX294DN versus its competitors?

% of customer numbers for Red Lion OX294DN and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?



■ 22/02/2023 - 14/02/2024

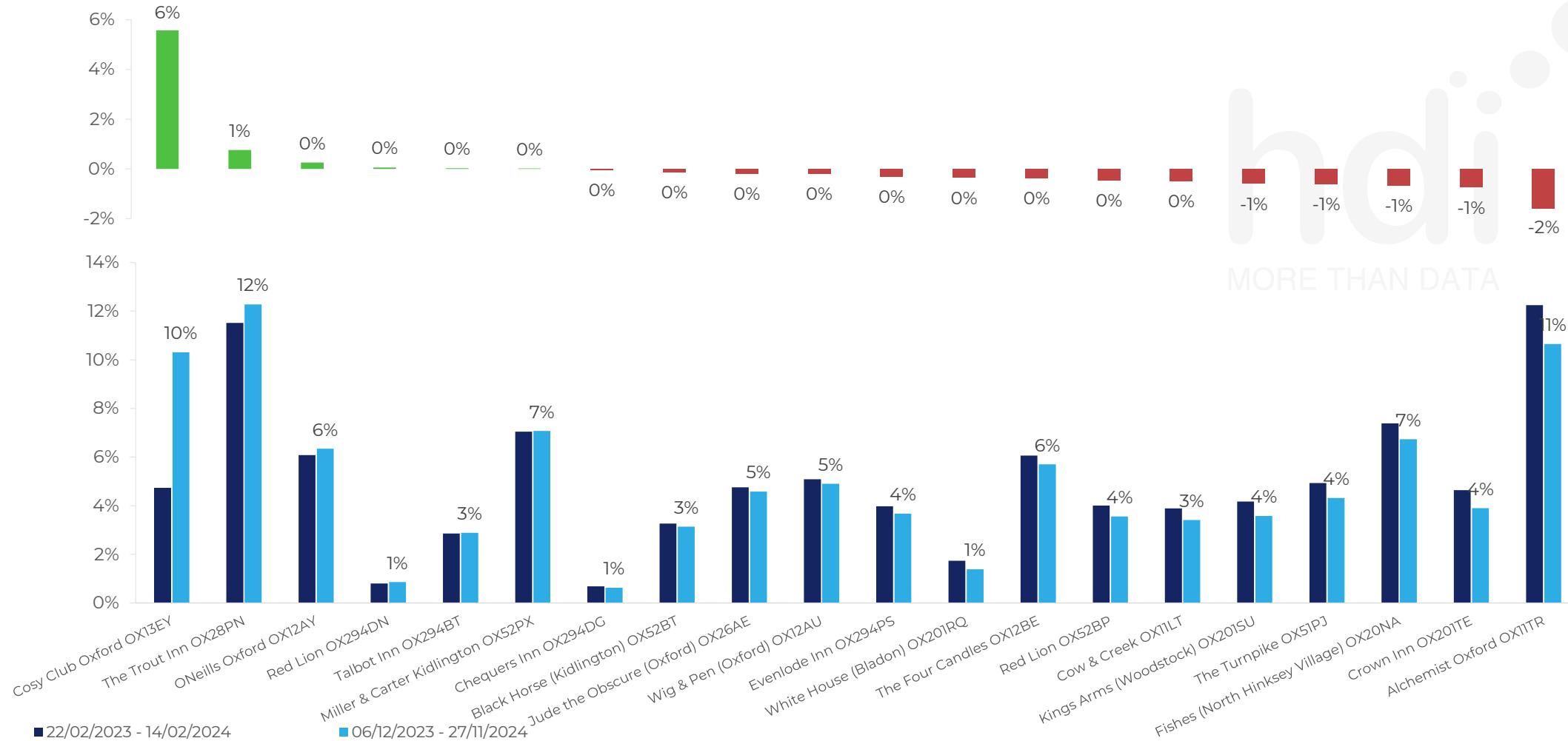
■ 06/12/2023 - 27/11/2024



Market Share Change

How has market share changed between two date ranges?

% of market share spend for Red Lion OX294DN and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024

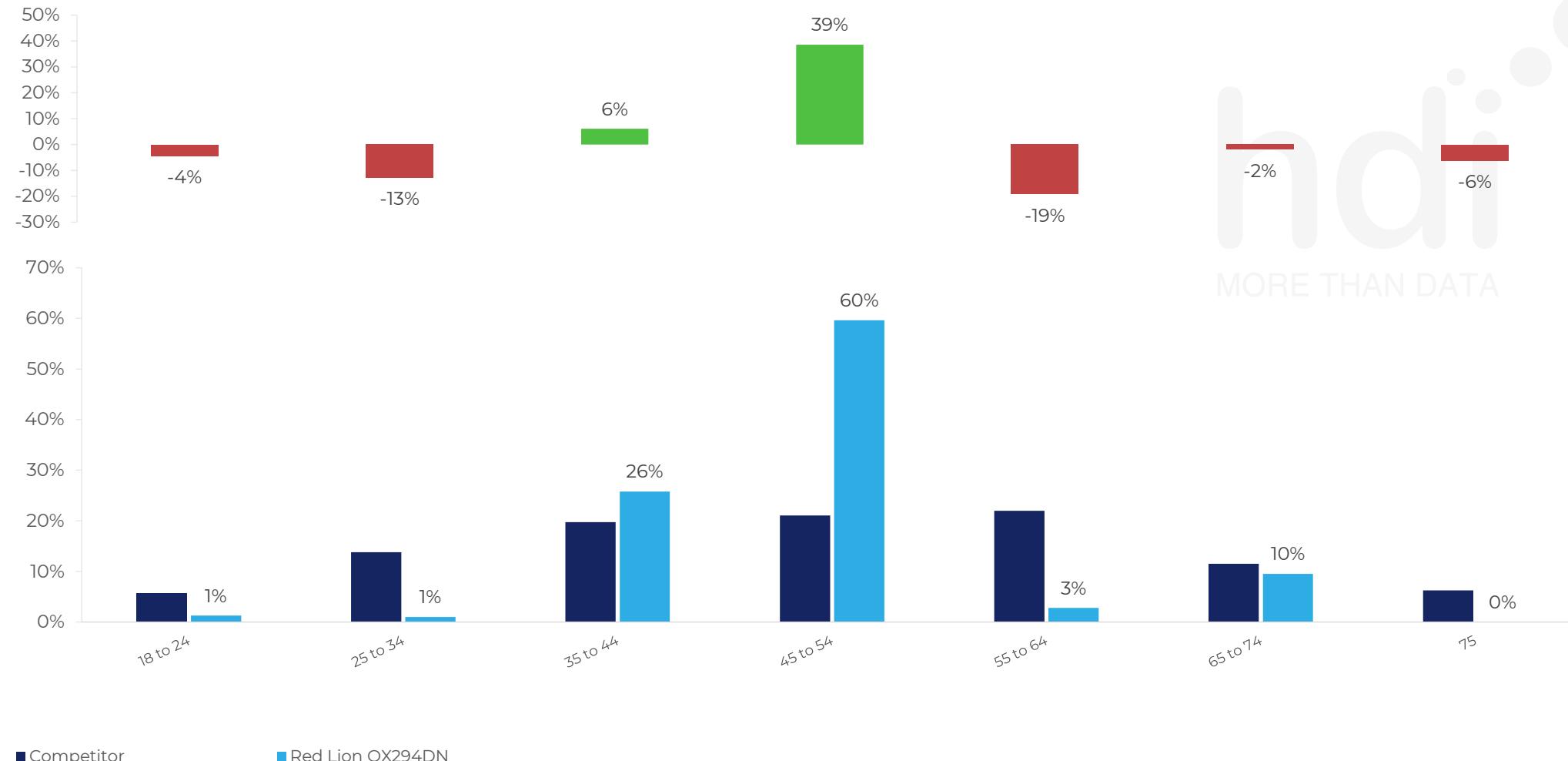




Age

How does the age profile of customers who visit Red Lion OX294DN compare versus its competitors?

% of spend for Red Lion OX294DN and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Age Range

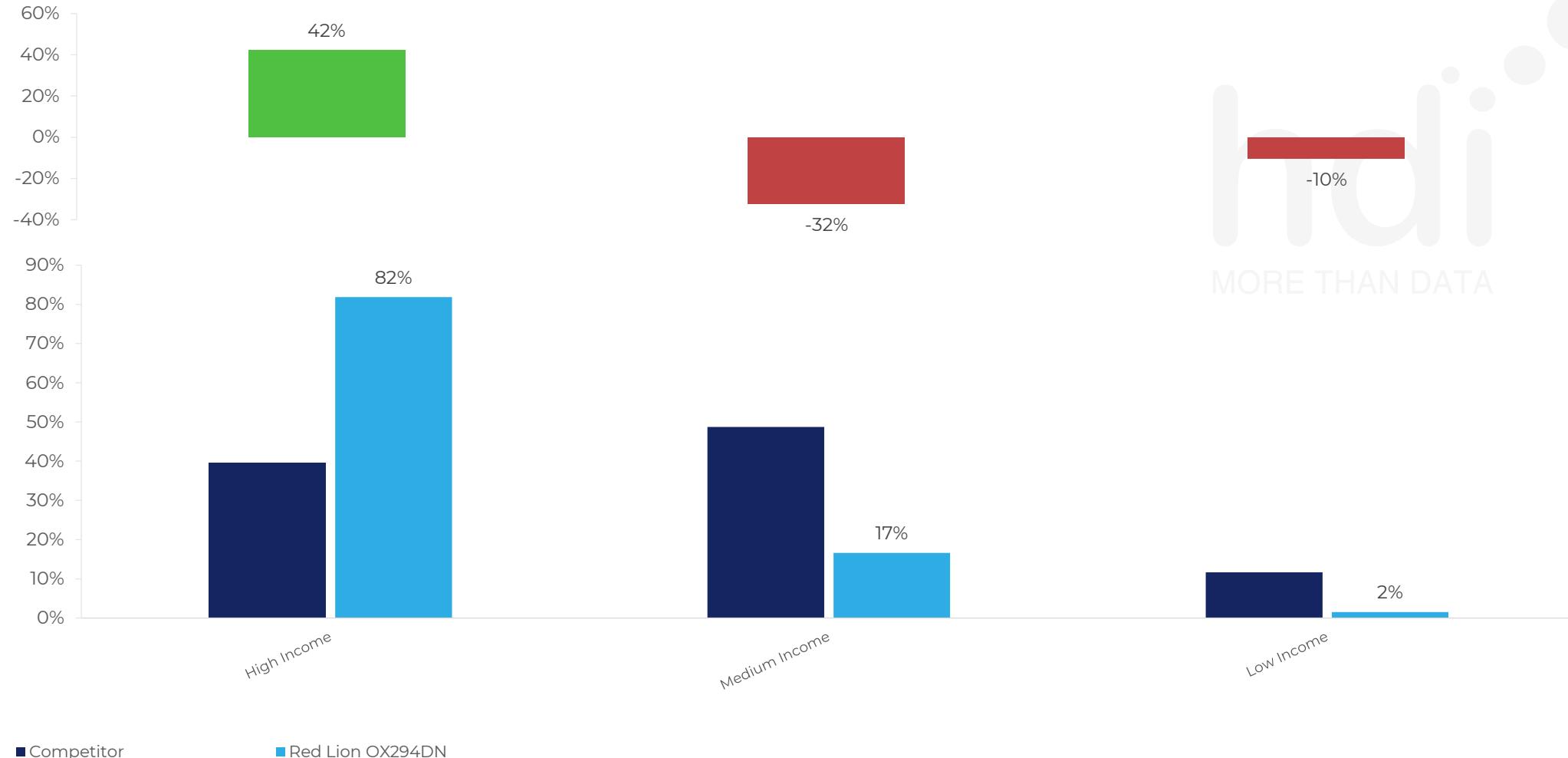




Affluence

How does the affluence of customers who visit Red Lion OX294DN compare versus its competitors?

% of spend for Red Lion OX294DN and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Affluence

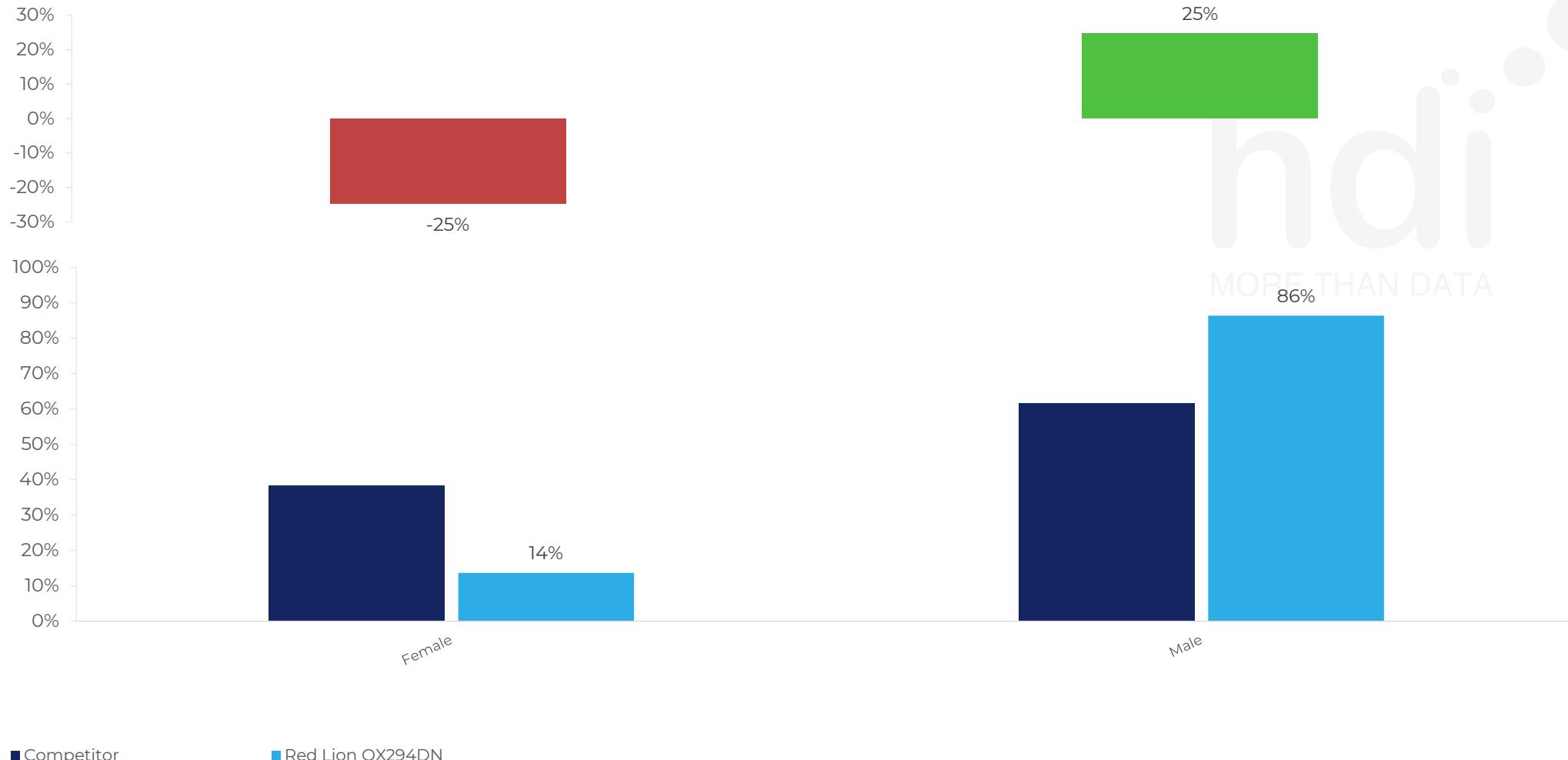




Gender

How does the gender profile of customers who visit Red Lion OX294DN compare versus its competitors?

% of spend for Red Lion OX294DN and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Gender



SEGMENT SNAPSHOTS

- 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.



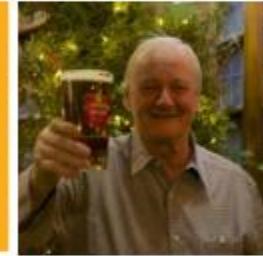
1 – Family Familiar

2 – Occasional & Local

3 – Mid-week Seniors

4 – PART OF THE PUB

- 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.



- 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.



- 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

6 – YOUNG & CONNECTED

7 - Bubbly Weekenders

8 – UPMARKET DINERS

- 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.



- 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.



- 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.



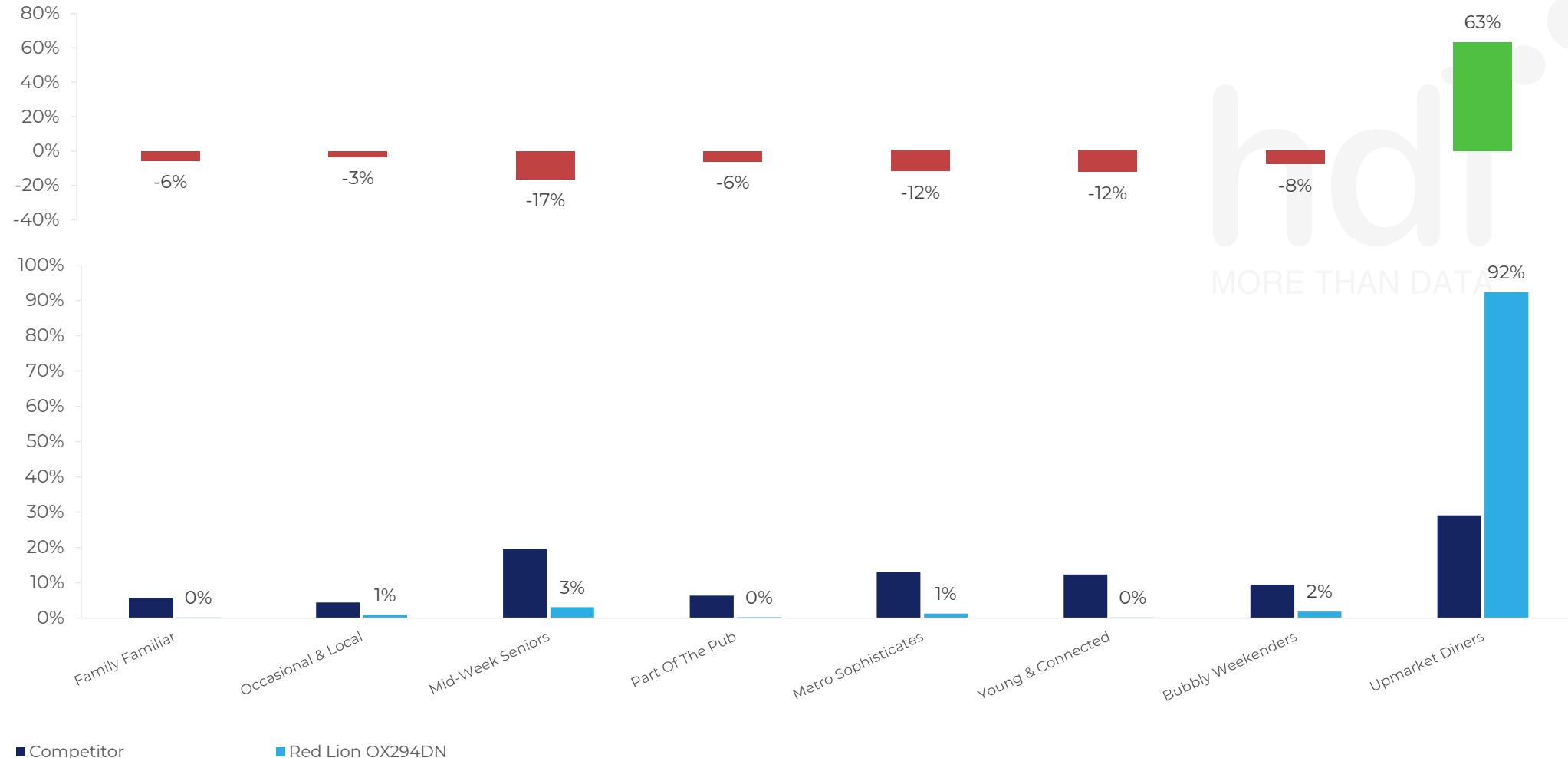
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Red Lion OX294DN compare versus its competitors?

% of spend for Red Lion OX294DN and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Segment

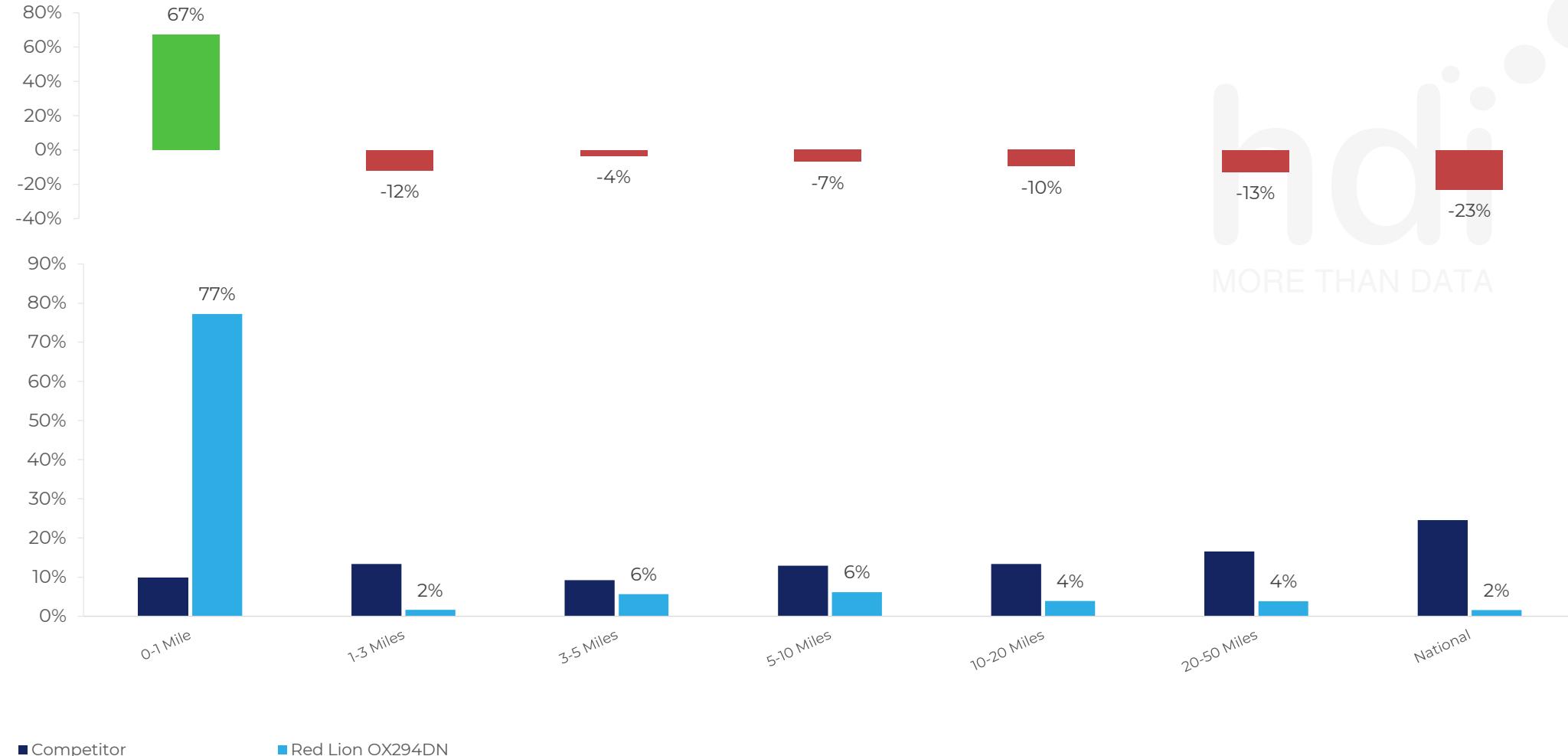




Spend by Distance

How does the spend profile of Red Lion OX294DN compare versus its competitors based on travel distances?

% of spend for Red Lion OX294DN and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

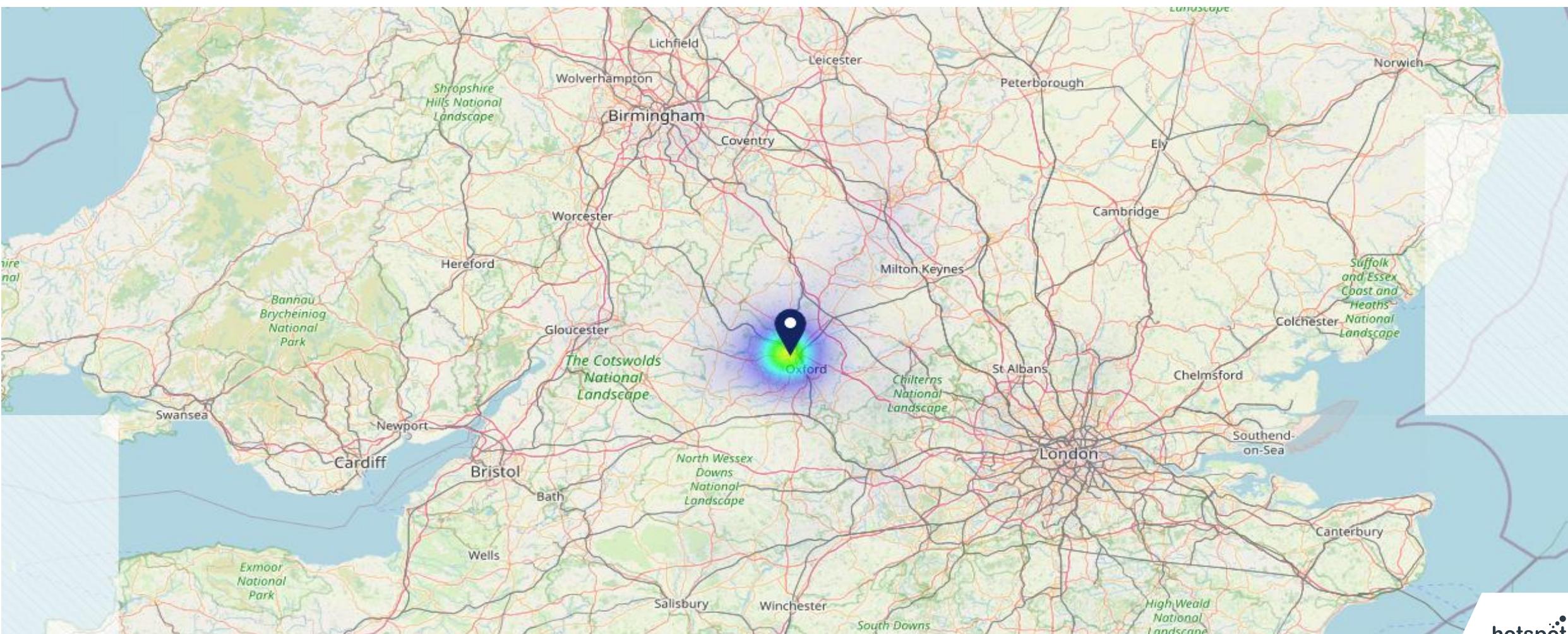




Map of Guest Origin

Where do customers of Red Lion OX294DN come from?

Where do customers of Red Lion OX294DN for 06/12/2023 - 27/11/2024 live

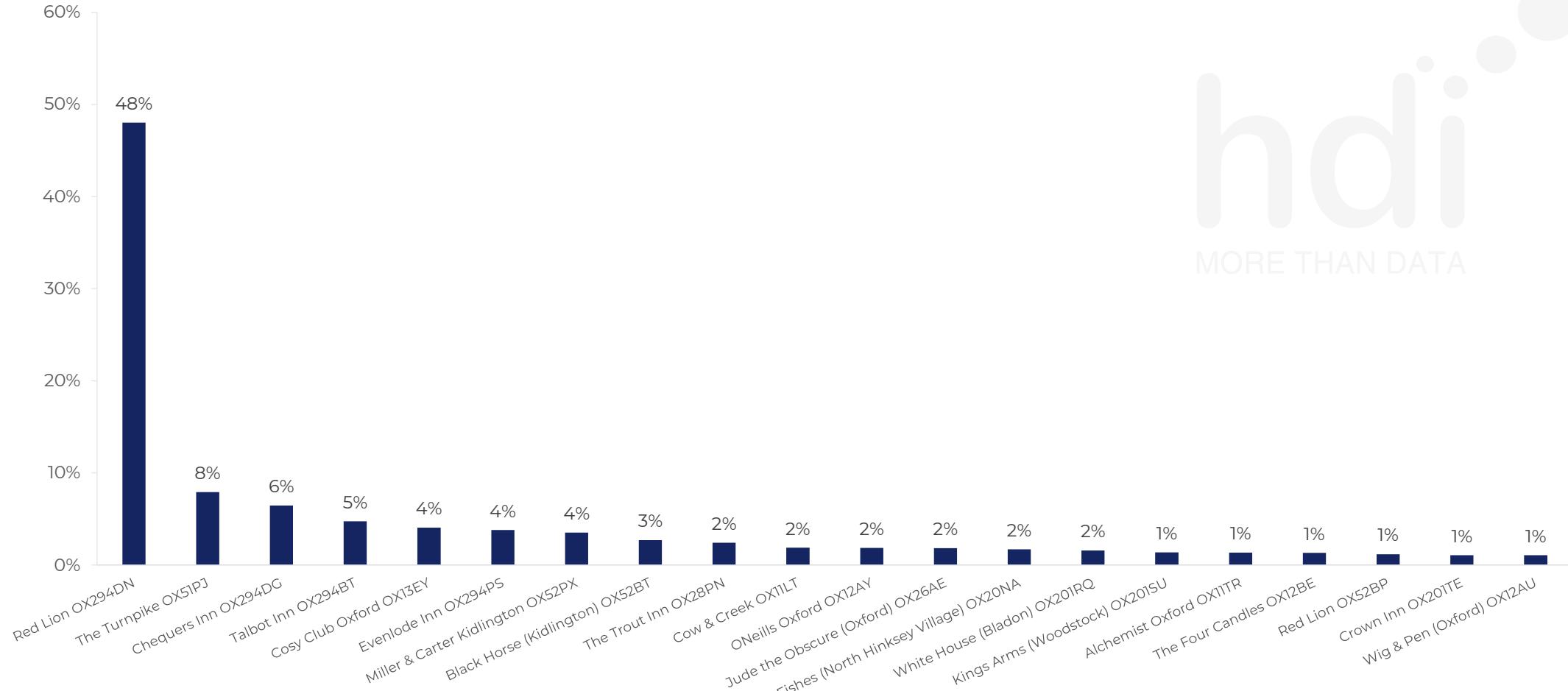




Share of Wallet

What are the Top 20 venues (by spend) that customers of Red Lion OX294DN also visit?

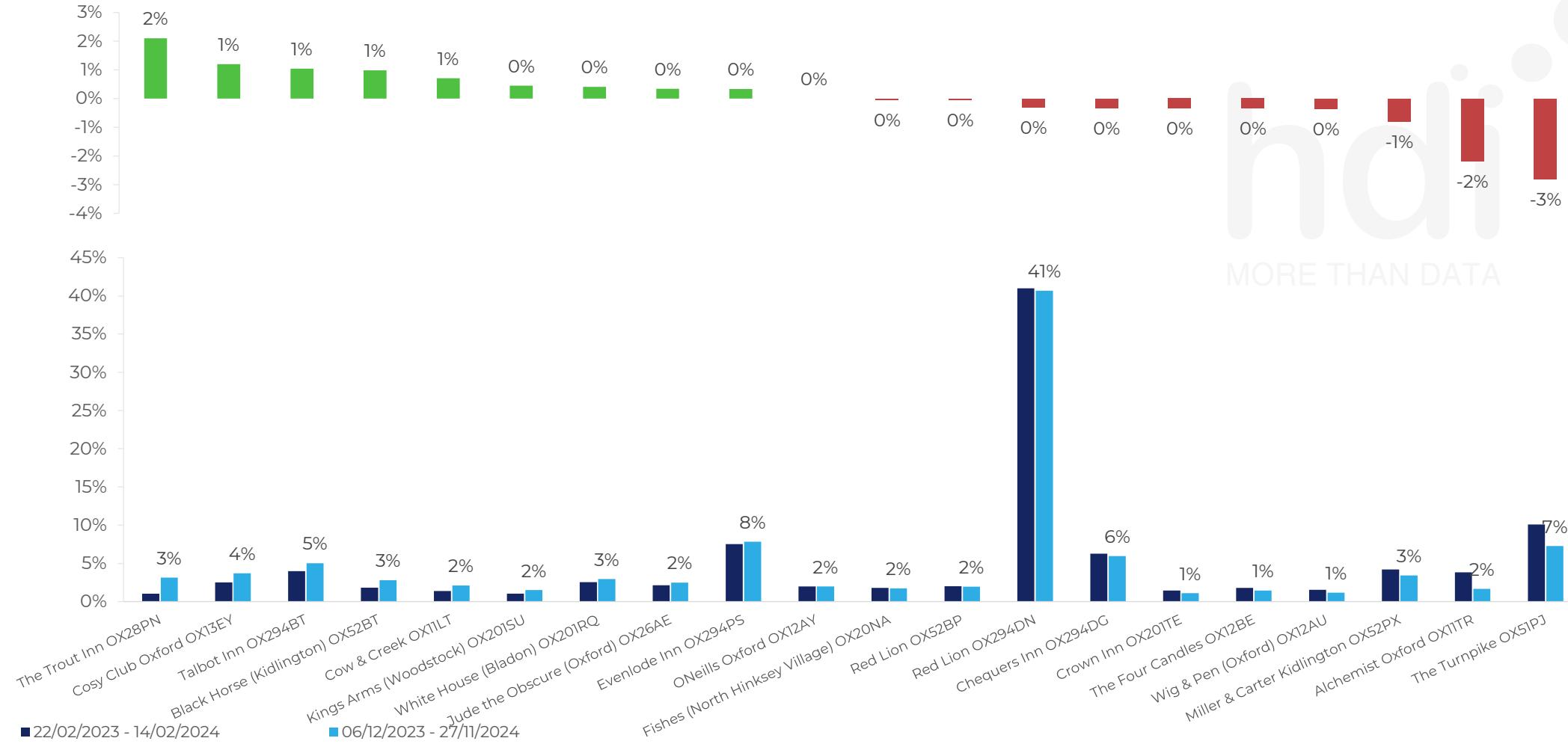
For customers of Red Lion OX294DN, who are the top 20 competitors from 112 Chains in 5 Miles for 06/12/2023 - 27/11/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Red Lion OX294DN changed between two date ranges?



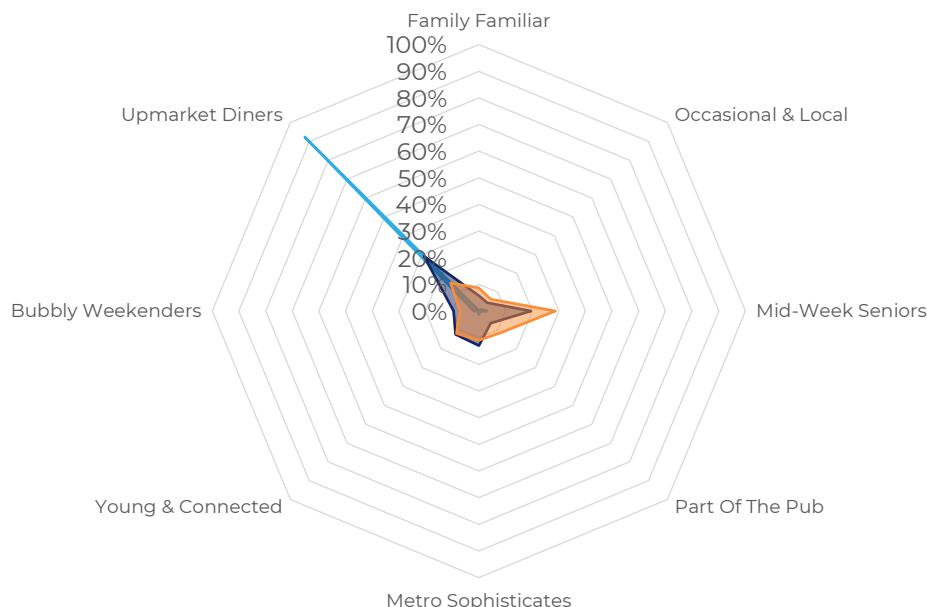


Market Summary

How does the local area for Red Lion OX294DN 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 | £317K | 3 | £317K | 2 | £644K | 1 | £18.09M | 3 |
| Weekpart | Mon - Thu | 50.4% | 9 | 50.4% | 10 | 36.4% | 2 | 40.6% | 4 |
| Weekpart | Fri - Sat | 37.7% | 2 | 37.7% | 2 | 45.0% | 7 | 40.5% | 3 |
| Weekpart | Sun | 11.9% | 3 | 11.9% | 2 | 18.6% | 9 | 18.9% | 10 |
| Age | 18 to 24 | 1.8% | 2 | 1.8% | 1 | 1.0% | 1 | 3.4% | 1 |
| Age | 25 to 34 | 1.6% | 1 | 1.6% | 1 | 4.2% | 1 | 11.5% | 1 |
| Age | 35 to 44 | 22.6% | 5 | 22.6% | 5 | 17.5% | 1 | 19.7% | 2 |
| Age | 45 to 54 | 47.4% | 10 | 47.4% | 10 | 27.7% | 10 | 21.5% | 8 |
| Age | 55 to 64 | 16.6% | 6 | 16.6% | 6 | 22.3% | 10 | 21.0% | 10 |
| Age | 65 to 74 | 8.3% | 7 | 8.3% | 7 | 18.8% | 10 | 14.0% | 10 |
| Age | 75+ | 1.8% | 5 | 1.8% | 5 | 8.5% | 10 | 9.0% | 10 |
| CAMEO | Business Elite | 7.2% | 6 | 7.2% | 6 | 13.4% | 8 | 7.8% | 6 |
| CAMEO | Prosperous Professionals | 3.5% | 3 | 3.5% | 3 | 11.6% | 10 | 9.1% | 9 |
| CAMEO | Flourishing Society | 57.4% | 10 | 57.4% | 10 | 39.3% | 10 | 24.2% | 10 |
| CAMEO | Content Communities | 7.0% | 2 | 7.0% | 1 | 9.8% | 3 | 17.4% | 10 |
| CAMEO | White Collar Neighbourhoods | 5.3% | 1 | 5.3% | 1 | 6.2% | 1 | 11.2% | 5 |
| CAMEO | Enterprising Mainstream | 7.7% | 5 | 7.7% | 5 | 5.1% | 3 | 8.8% | 6 |
| CAMEO | Paying The Mortgage | 6.7% | 1 | 6.7% | 1 | 6.0% | 1 | 11.7% | 3 |
| CAMEO | Cash Conscious Communities | 3.9% | 2 | 3.9% | 1 | 5.1% | 2 | 5.9% | 2 |
| CAMEO | On A Budget | 1.2% | 1 | 1.2% | 1 | 2.5% | 1 | 3.1% | 1 |
| CAMEO | Family Value | 0.0% | 0 | 0.0% | 0 | 1.0% | 3 | 0.9% | 2 |
| Affluence | AB | 68.0% | 10 | 68.0% | 10 | 64.3% | 10 | 41.1% | 8 |
| Affluence | C1C2 | 26.8% | 1 | 26.8% | 1 | 27.1% | 1 | 49.0% | 6 |
| Affluence | DE | 5.2% | 1 | 5.2% | 1 | 8.7% | 1 | 9.9% | 1 |

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 |
|------------------------------|----------------|-----------------|--------------------|------------------|-----------------|---------------------|-------------------|-------------------|-----------------|
| Red Lion | 39 | 0.16% | 0.91% | 3.06% | 0.23% | 1.25% | 0.15% | 1.85% | 92.35% |
| Local Catchment | 9592 | 5.79% | 4.38% | 19.57% | 6.34% | 12.95% | 12.32% | 9.51% | 29.09% |
| Punch T&L | 105103 | 8.64% | 6.31% | 28.68% | 11.50% | 10.94% | 11.81% | 7.09% | 15.00% |
| Red Lion vs Local Catchment | | -5.63% | -3.47% | -16.51% | -6.11% | -11.70% | -12.17% | -7.66% | 63.26% |
| Red Lion vs Punch T&L | | -8.48% | -5.40% | -25.62% | -11.27% | -9.69% | -11.66% | -5.24% | 77.35% |
| Local Catchment vs Punch T&L | | -2.85% | -1.93% | -9.11% | -5.16% | 2.01% | 0.51% | 2.42% | 14.09% |