



Old Plough TR49DY

TR49DY

Punch T&L



Work Area

Redruth and Truro



Region

South West



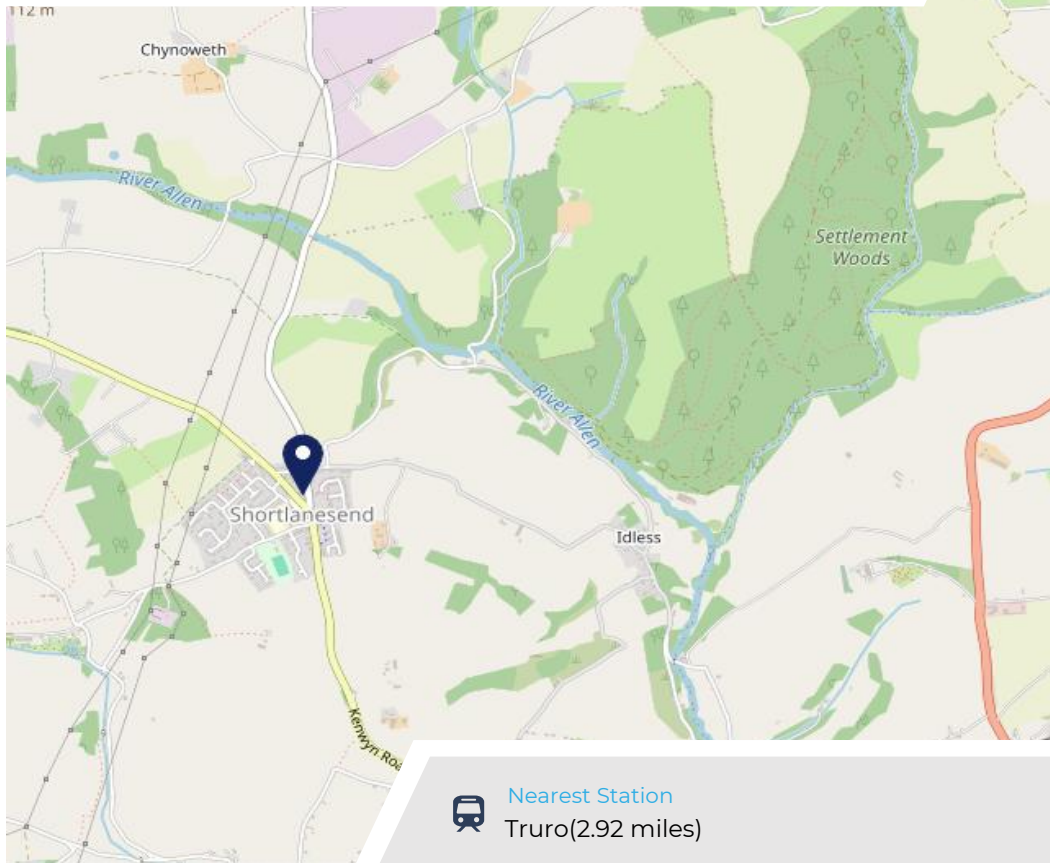
TV Region

HarWest



Urbanicity

Rural village



ATV

£19.14

Affluence

48.06%

Low Income



Age Group

50.50%

65 to 74



Gender

77.11%

Male



Segmentation

44.97%

Cash Conscious Communities



Visit Day

31.65%

Fri

Top Competitors



William IV

TR13DJ

SA-Tenanted

#1



Try Dowl

TR12LW

JD Wetherspoon

#2



County Arms

TR13PY

SA-Managed

#3



Nearest Station

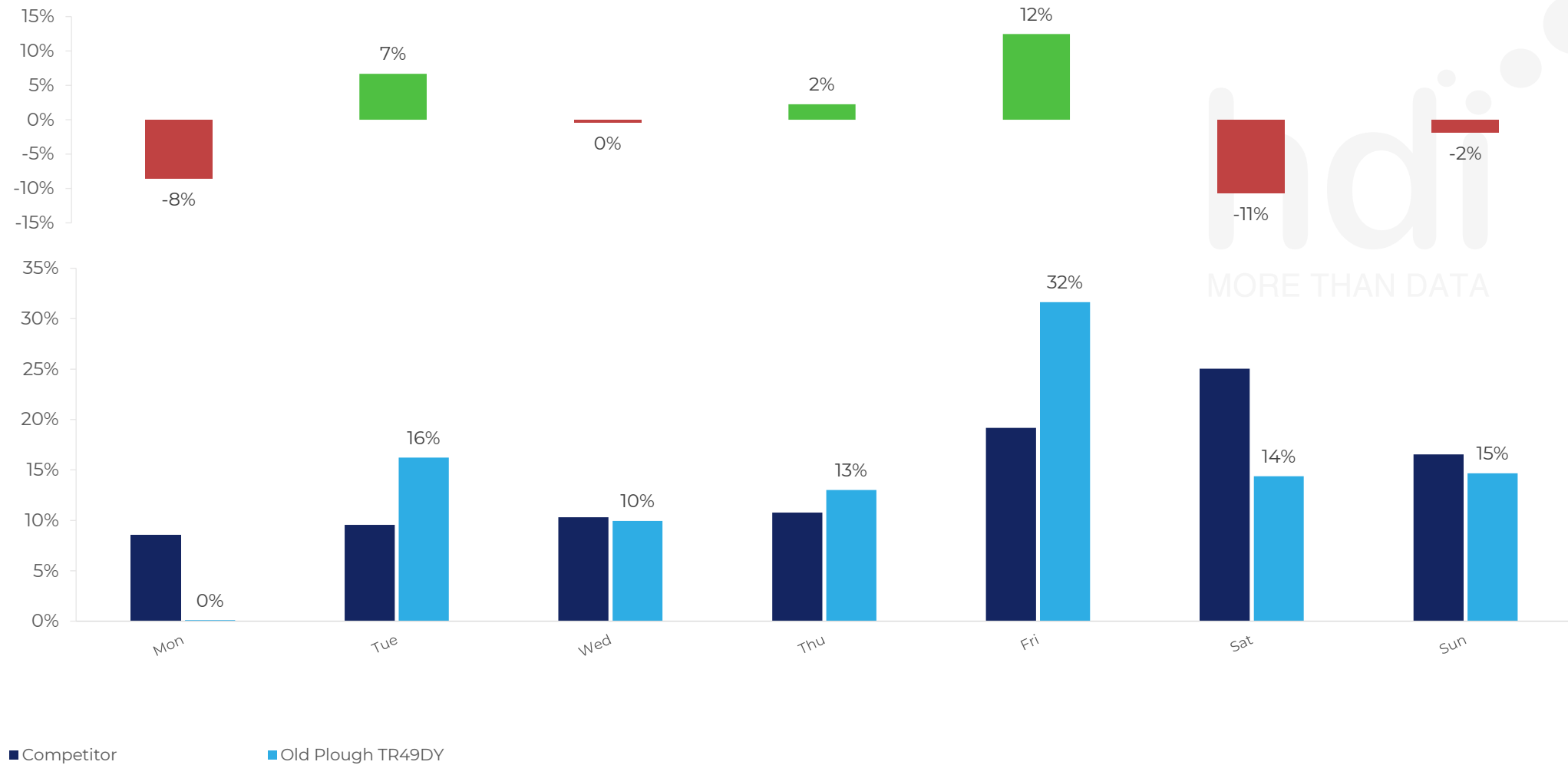
Truro(2.92 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Old Plough TR49DY versus its competitors?

% of spend for Old Plough TR49DY and 129 Chains in 3 Miles from 22/05/2024 - 14/05/2025 split by Day of Week

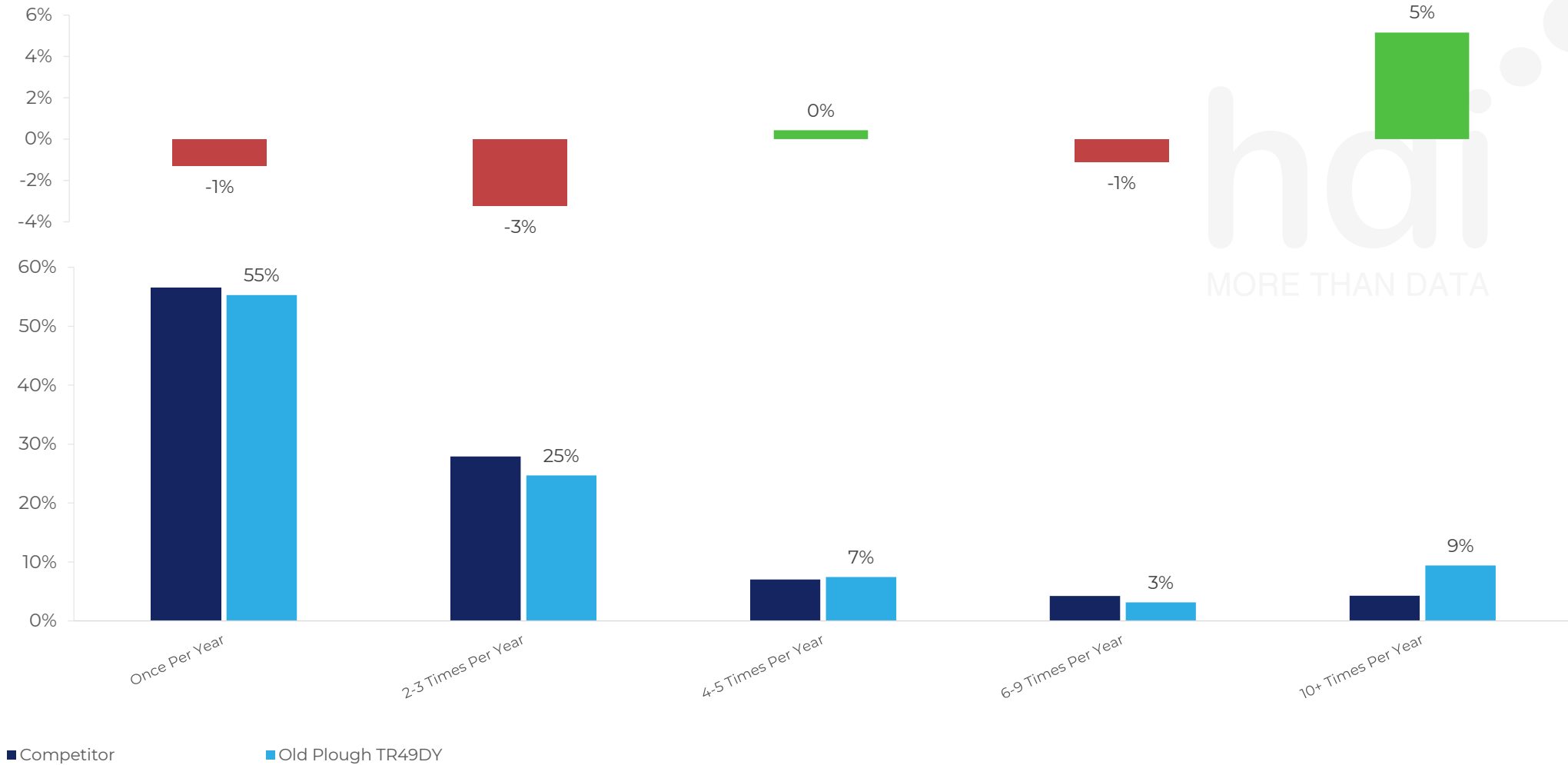




Visit Frequency

How frequently per year do customers visit Old Plough TR49DY versus its competitors?

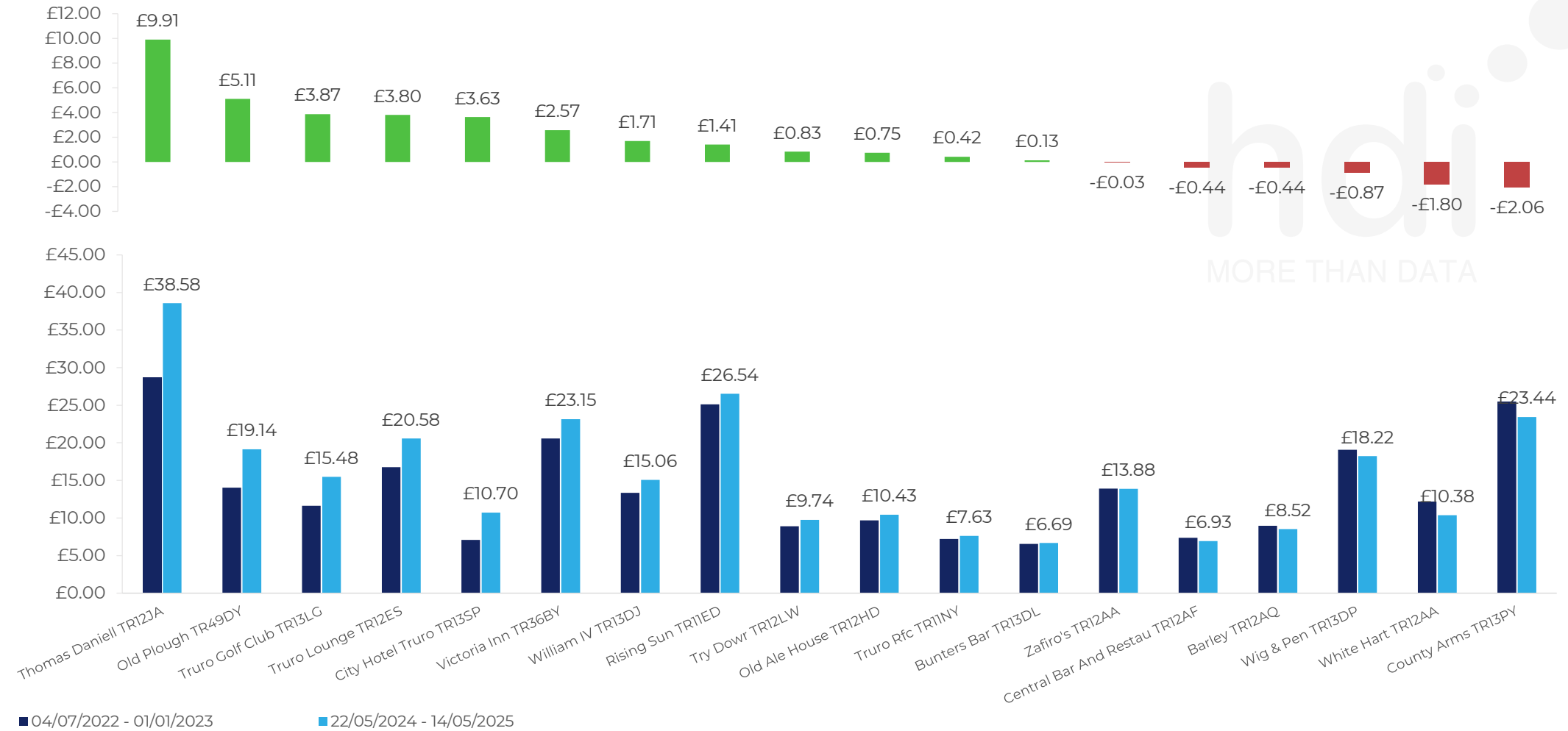
% of customer numbers for Old Plough TR49DY and 129 Chains in 3 Miles from 22/05/2024 - 14/05/2025 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

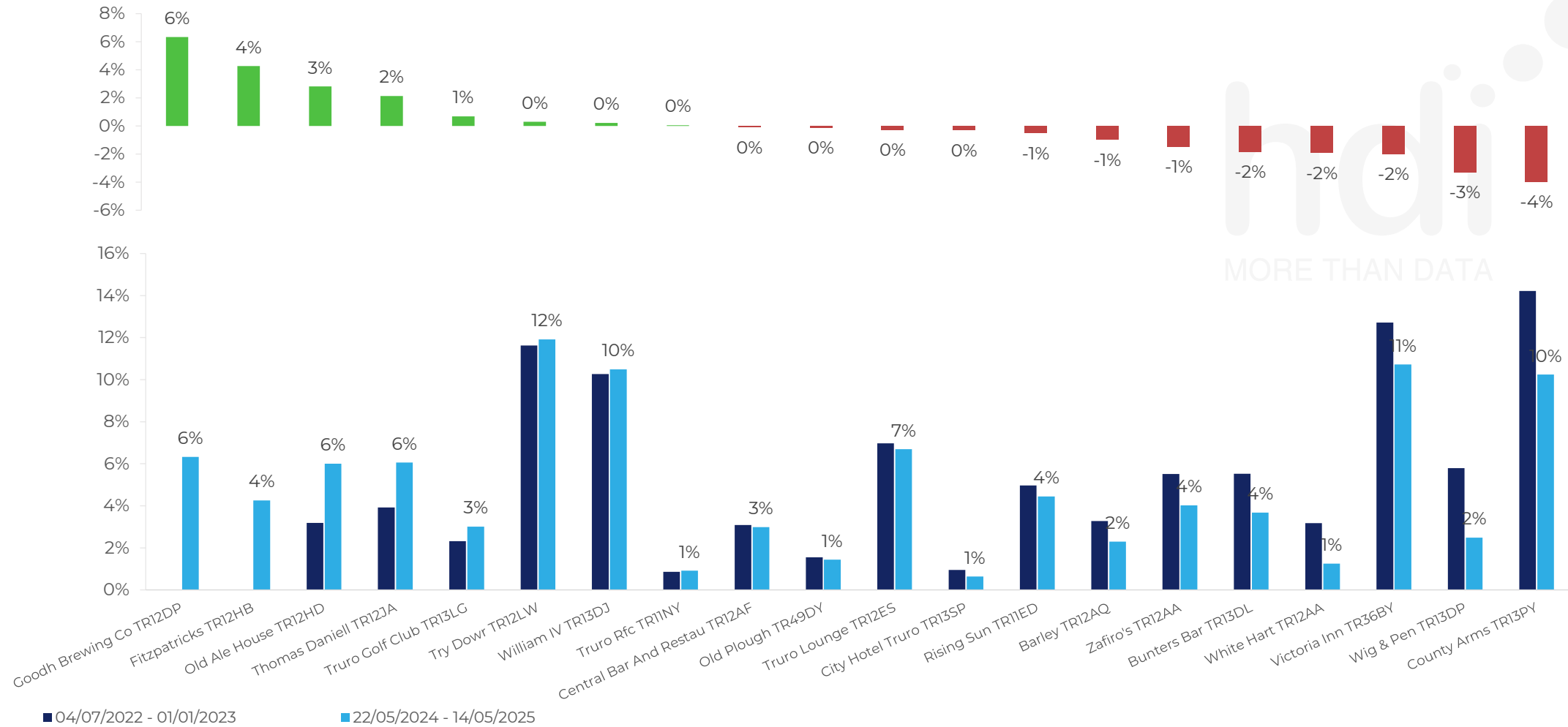




Market Share Change

How has market share changed between two date ranges?

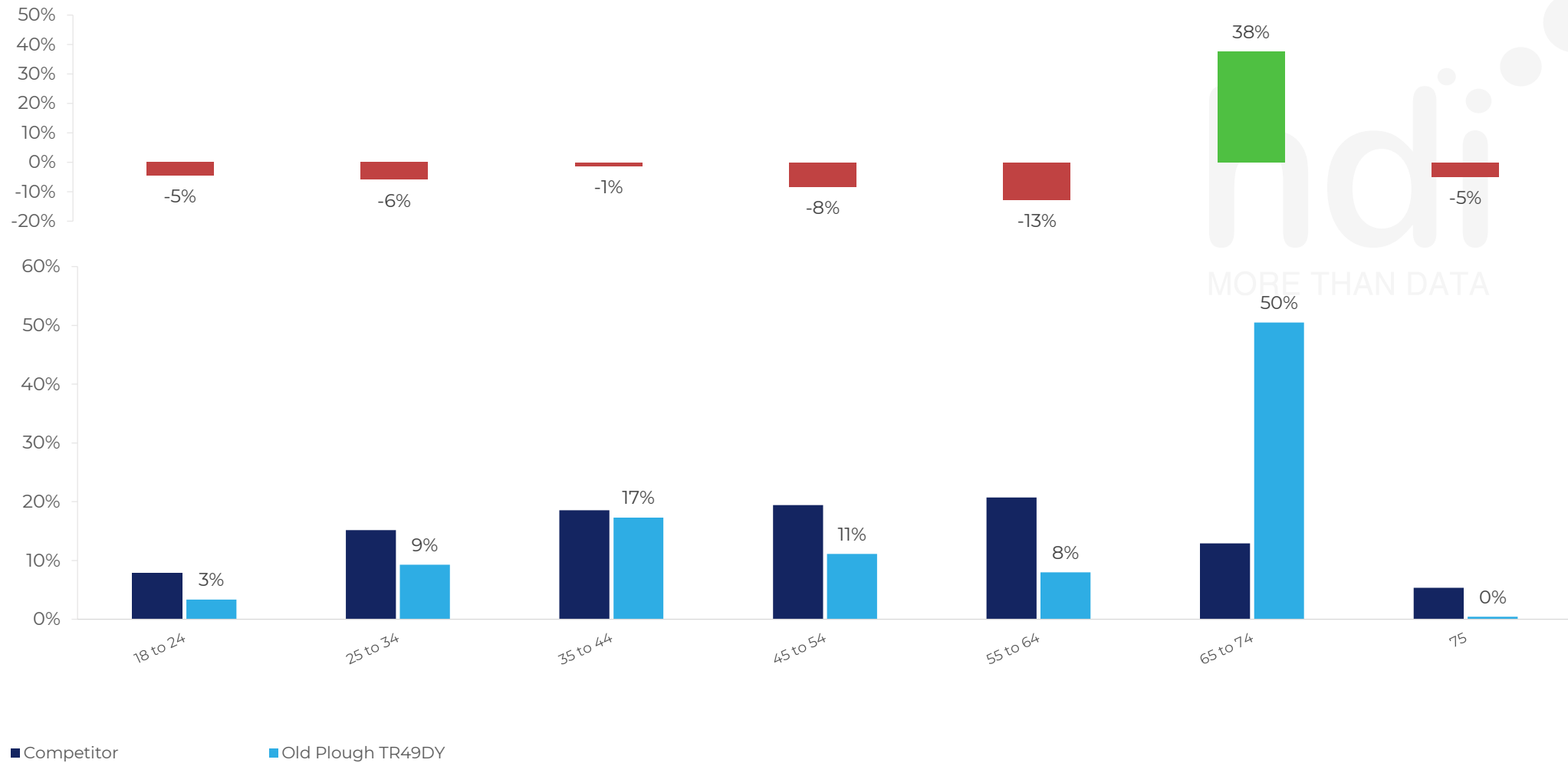
% of market share spend for Old Plough TR49DY and 129 Chains in 3 Miles from 22/05/2024 - 14/05/2025





How does the age profile of customers who visit Old Plough TR49DY compare versus its competitors?

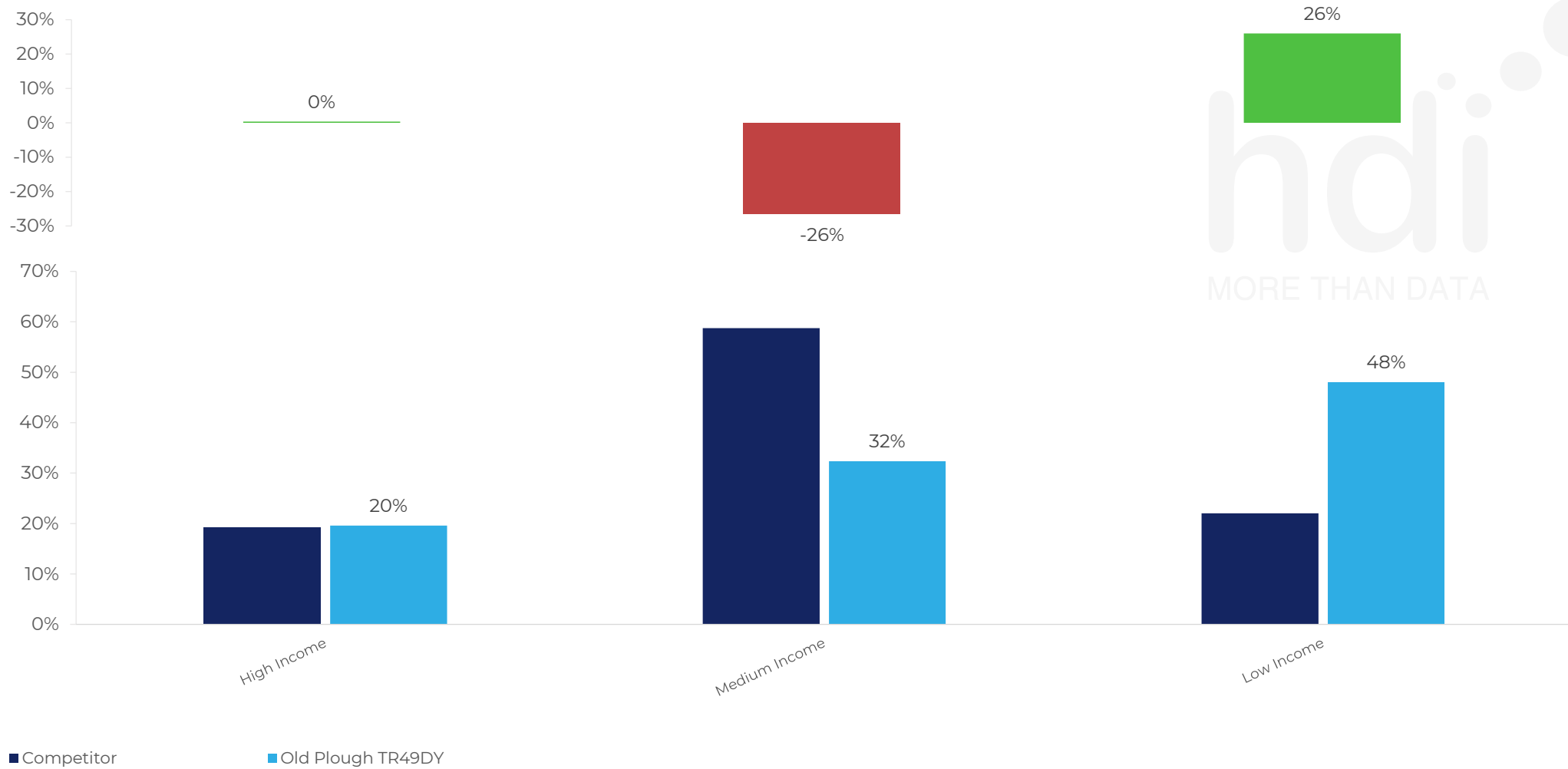
% of spend for Old Plough TR49DY and 129 Chains in 3 Miles from 22/05/2024 - 14/05/2025 split by Age Range





How does the affluence of customers who visit Old Plough TR49DY compare versus its competitors?

% of spend for Old Plough TR49DY and 129 Chains in 3 Miles from 22/05/2024 - 14/05/2025 split by Affluence

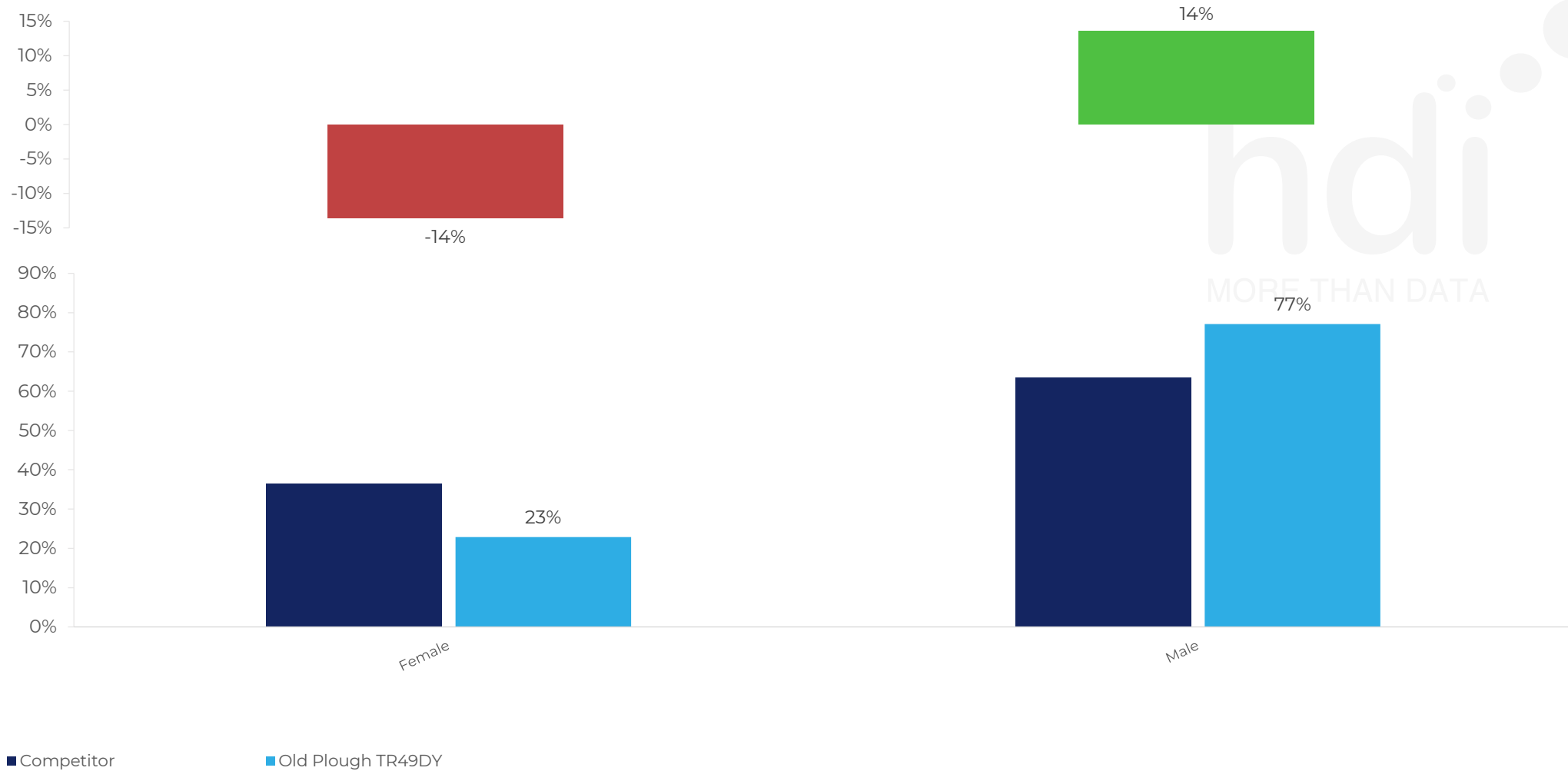




Gender

How does the gender profile of customers who visit Old Plough TR49DY compare versus its competitors?

% of spend for Old Plough TR49DY and 129 Chains in 3 Miles from 22/05/2024 - 14/05/2025 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.

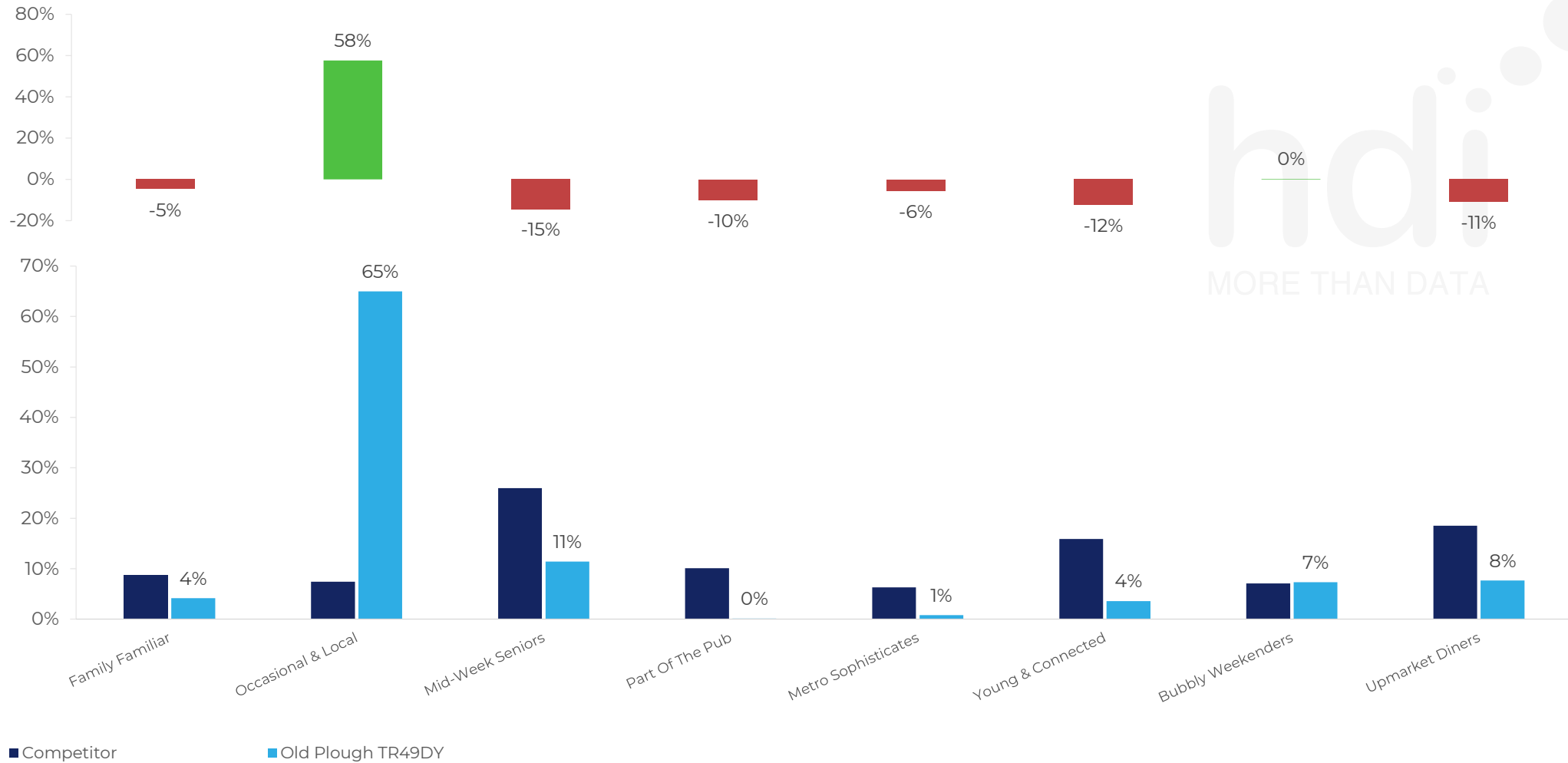




Punch Segmentation

How does the Custom segmentation profile of customers who visit Old Plough TR49DY compare versus its competitors?

% of spend for Old Plough TR49DY and 129 Chains in 3 Miles from 22/05/2024 - 14/05/2025 split by Segment

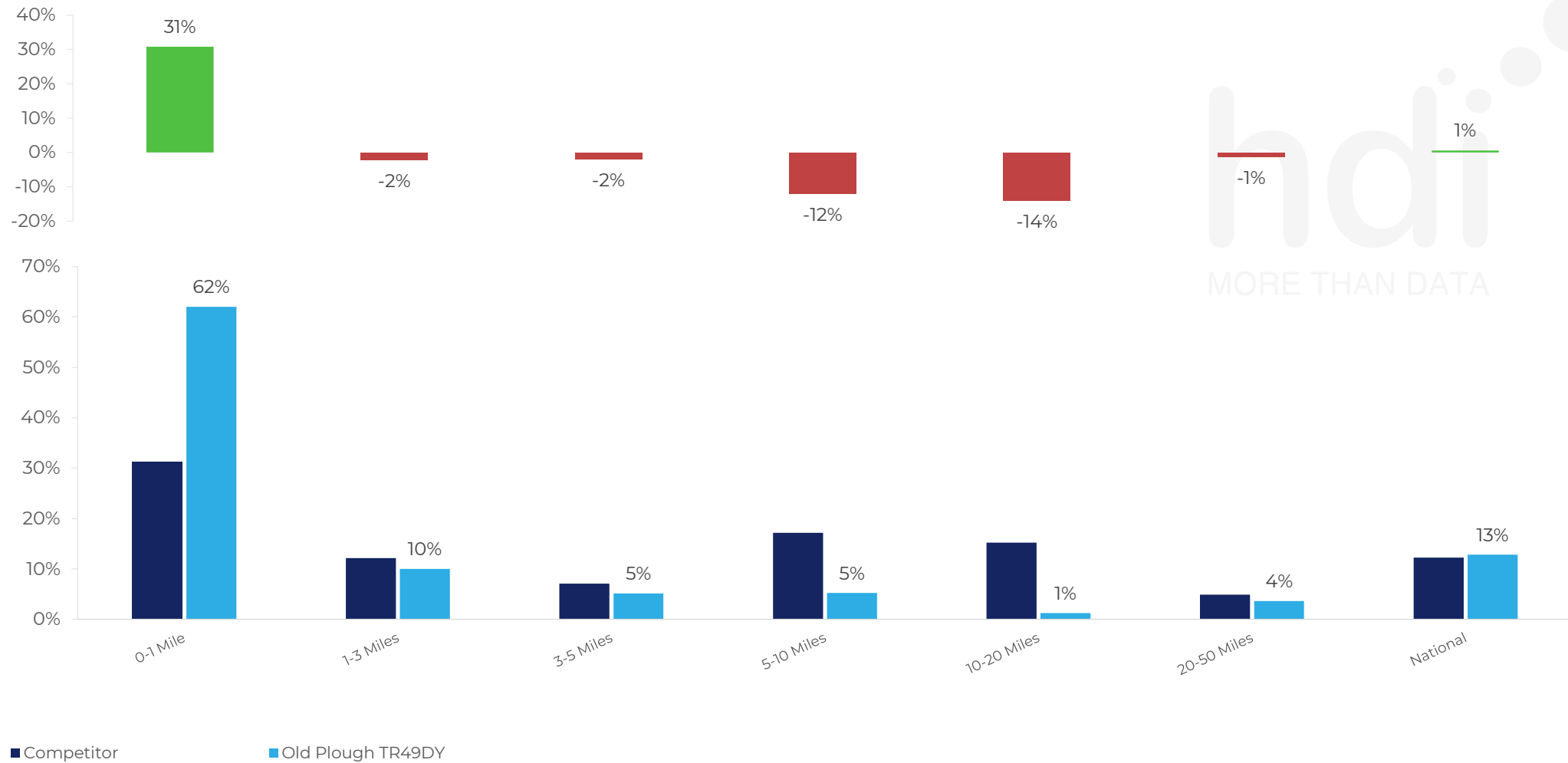




Spend by Distance

How does the spend profile of Old Plough TR49DY compare versus its competitors based on travel distances?

% of spend for Old Plough TR49DY and 129 Chains in 3 Miles from 22/05/2024 - 14/05/2025 split by Distance travelled

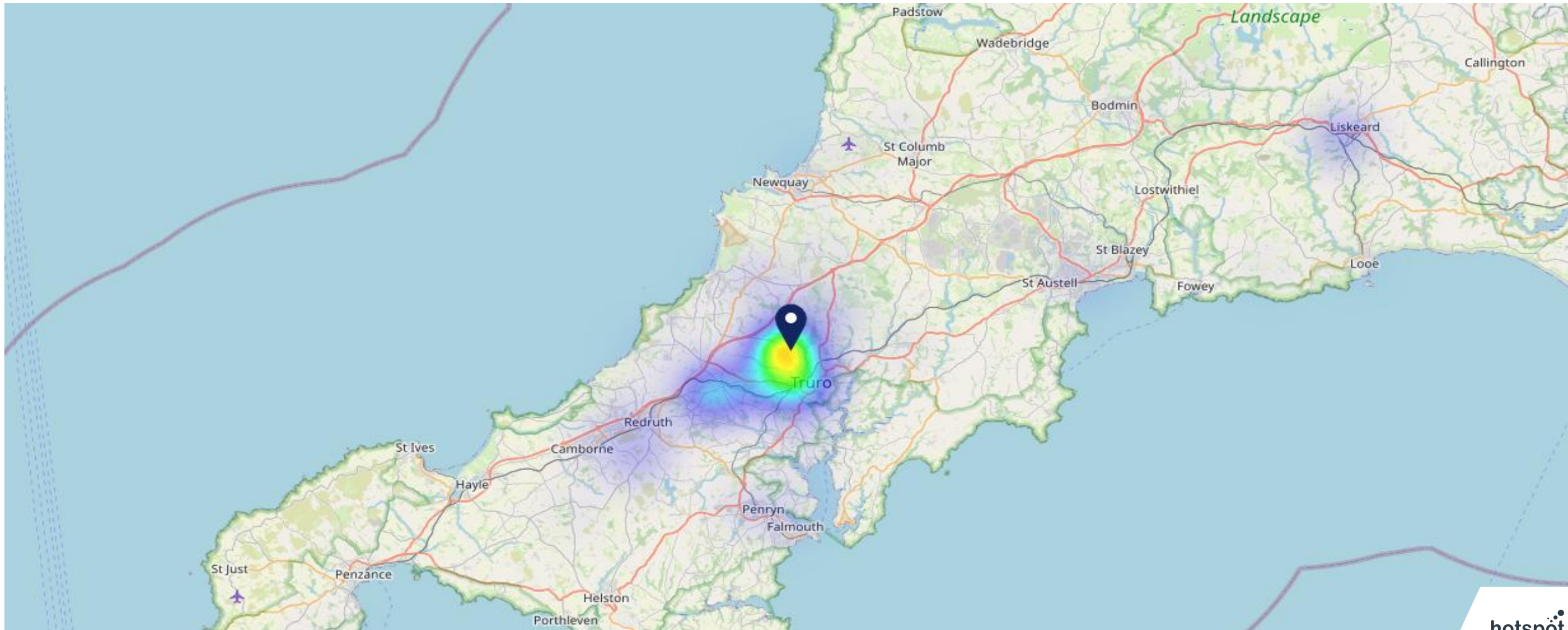




Map of Guest Origin

Where do customers of Old Plough TR49DY come from?

Where do customers of Old Plough TR49DY for 22/05/2024 - 14/05/2025 live

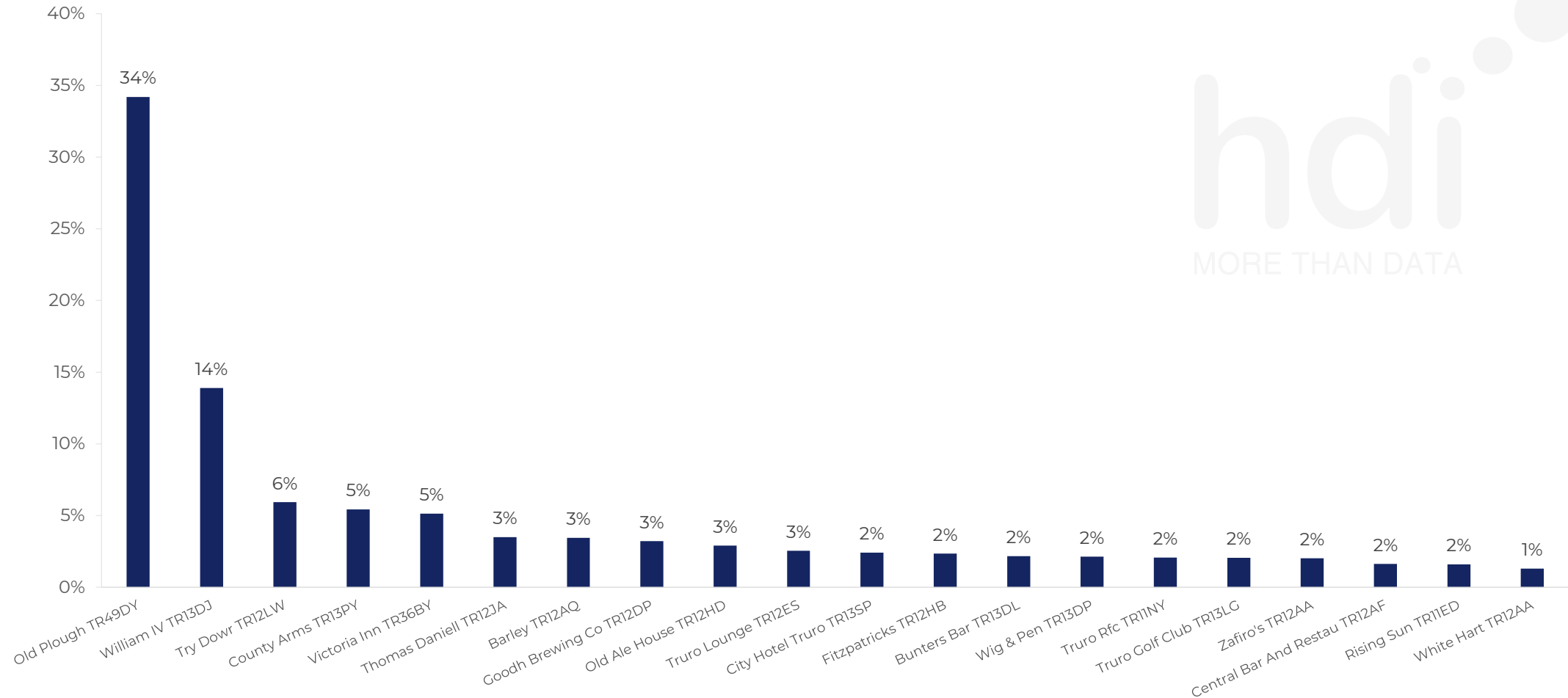




Share of Wallet

What are the Top 20 venues (by spend) that customers of Old Plough TR49DY also visit?

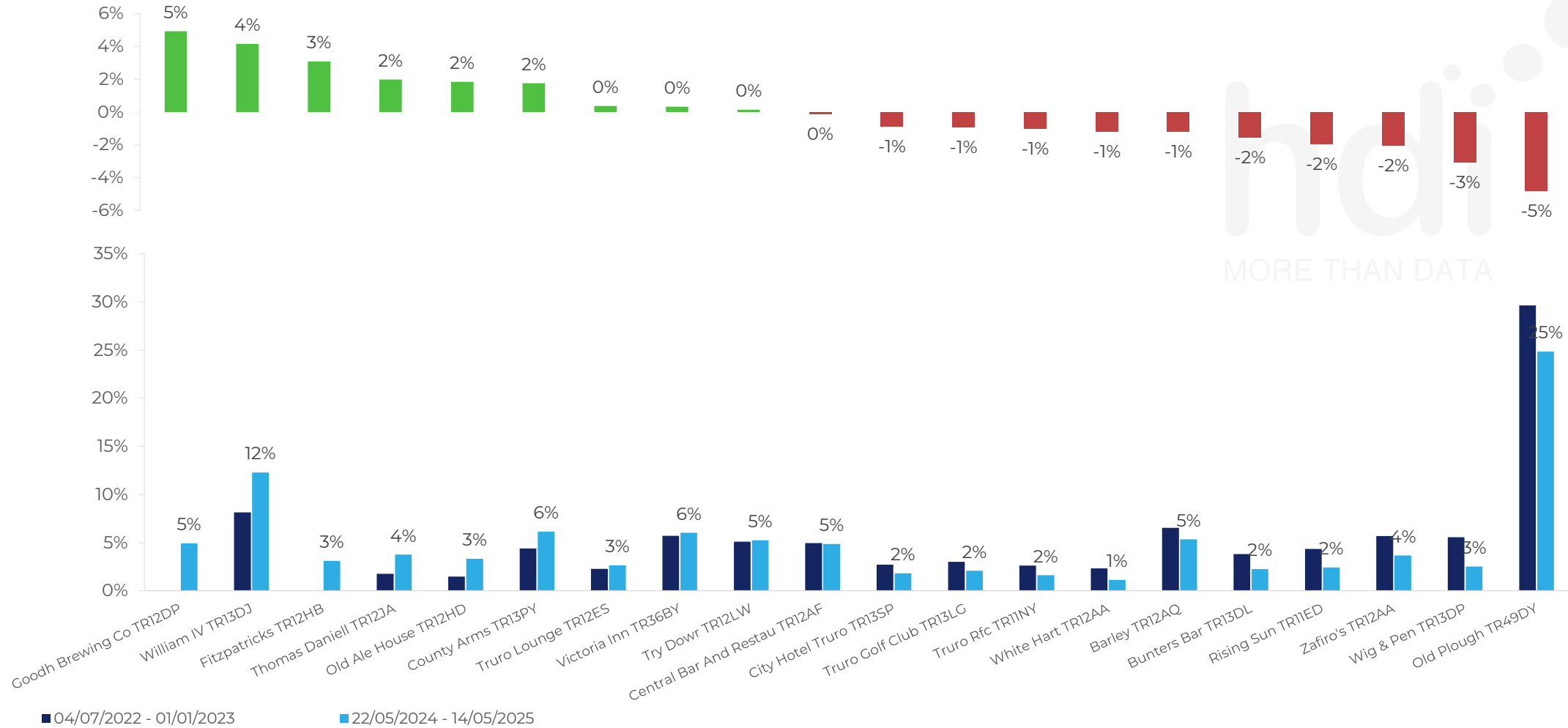
For customers of Old Plough TR49DY, who are the top 20 competitors from 129 Chains in 3 Miles for 22/05/2024 - 14/05/2025 split by Venue





Share of Wallet Change

How has share of wallet of customers of Old Plough TR49DY changed between two date ranges?





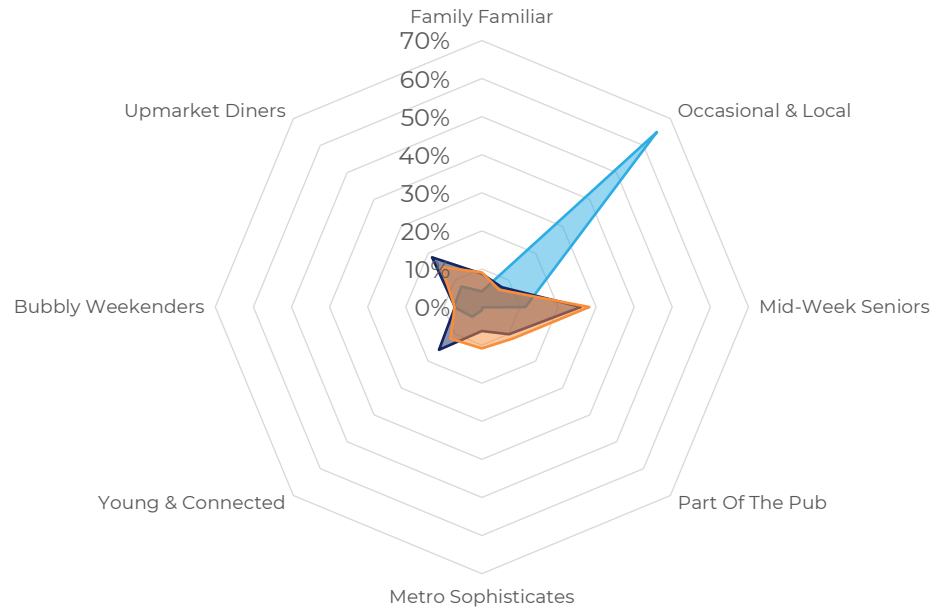
Market Summary

How does the local area for Old Plough TR49DY 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	£197K	2	£197K	2	£830K	1	£53.51M	5
Weekpart	Mon - Thu	41.7%	6	41.7%	6	36.3%	1	47.0%	10
Weekpart	Fri - Sat	44.8%	6	44.8%	6	44.4%	7	40.5%	3
Weekpart	Sun	13.5%	4	13.5%	4	19.3%	10	12.5%	1
Age	18 to 24	3.6%	4	3.6%	3	12.0%	9	6.8%	5
Age	25 to 34	9.3%	1	9.3%	1	20.5%	4	16.3%	2
Age	35 to 44	15.1%	1	15.1%	1	21.7%	4	21.8%	3
Age	45 to 54	13.8%	1	13.8%	1	11.4%	1	20.2%	6
Age	55 to 64	8.6%	1	8.6%	1	11.9%	2	18.4%	9
Age	65 to 74	49.1%	10	49.1%	10	19.2%	10	11.0%	9
Age	75+	0.4%	2	0.4%	1	3.3%	7	5.3%	9
CAMEO	Business Elite	1.0%	1	1.0%	1	1.7%	1	2.1%	1
CAMEO	Prosperous Professionals	0.8%	1	0.8%	1	5.1%	4	5.4%	4
CAMEO	Flourishing Society	18.8%	8	18.8%	8	17.2%	8	14.1%	6
CAMEO	Content Communities	4.1%	1	4.1%	1	9.2%	2	13.0%	6
CAMEO	White Collar Neighbourhoods	2.9%	1	2.9%	1	7.9%	2	12.2%	6
CAMEO	Enterprising Mainstream	6.1%	4	6.1%	4	18.0%	10	16.8%	10
CAMEO	Paying The Mortgage	19.7%	9	19.7%	9	19.7%	9	15.7%	7
CAMEO	Cash Conscious Communities	43.4%	10	43.4%	10	15.5%	9	10.0%	6
CAMEO	On A Budget	0.8%	1	0.8%	1	3.4%	2	5.8%	4
CAMEO	Family Value	2.5%	6	2.5%	5	2.2%	5	4.9%	7
Affluence	AB	20.6%	4	20.6%	4	24.0%	4	21.6%	3
Affluence	C1C2	32.8%	1	32.8%	1	54.9%	8	57.7%	10
Affluence	DE	46.7%	10	46.7%	10	21.1%	6	20.7%	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
Old Plough	54	4.13%	65.00%	11.40%	0.12%	0.78%	3.58%	7.31%	7.64%
Local Catchment	3236	8.74%	7.42%	25.98%	10.09%	6.30%	15.87%	7.06%	18.50%
Punch T&L	103655	9.09%	6.42%	28.20%	11.66%	10.84%	11.70%	7.14%	14.92%
Old Plough vs Local Catchment		-4.61%	57.58%	-14.58%	-9.97%	-5.52%	-12.29%	0.25%	-10.86%
Old Plough vs Punch T&L		-4.96%	58.58%	-16.80%	-11.54%	-10.06%	-8.12%	0.17%	-7.28%
Local Catchment vs Punch T&L		-0.35%	1.00%	-2.22%	-1.57%	-4.54%	4.17%	-0.08%	3.58%

■ Old Plough

■ Local Catchment

■ Punch T&L