



Site Summary



Railway IP241AH

IP241AH

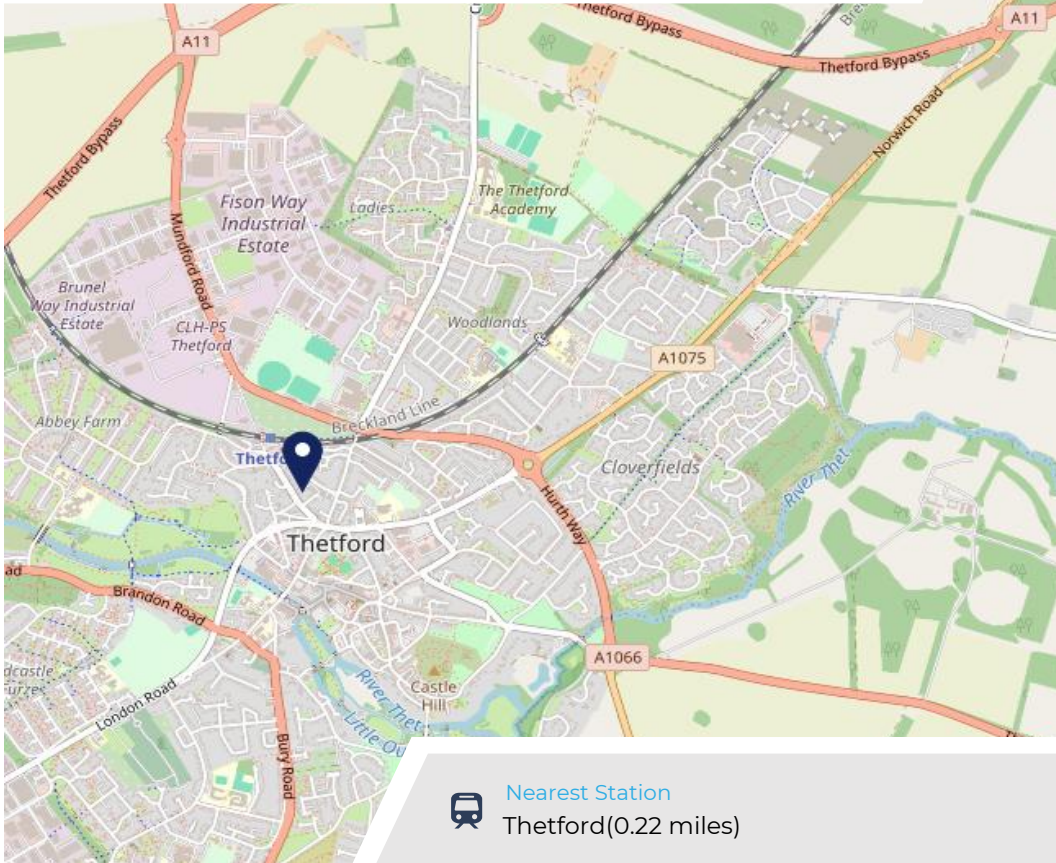
Punch T&L

Work Area
Thetford and Mildenhall

Region
East of England

TV Region
Anglia

Urbanicity
Urban city and town



ATV
£10.09



Gender
86.31%
Male



Affluence
65.58%
Middle Income



Segmentation
33.17%
Content Communities



Age Group
32.69%
55 to 64



Visit Day
28.69%
Sat

Top Competitors



The Warrener
IP243PG
 Whitbread

#1



Black Horse
IP242BP
 Pub / Bar

#2



The Red Lion
IP242AL
 JD Wetherspoon

#3



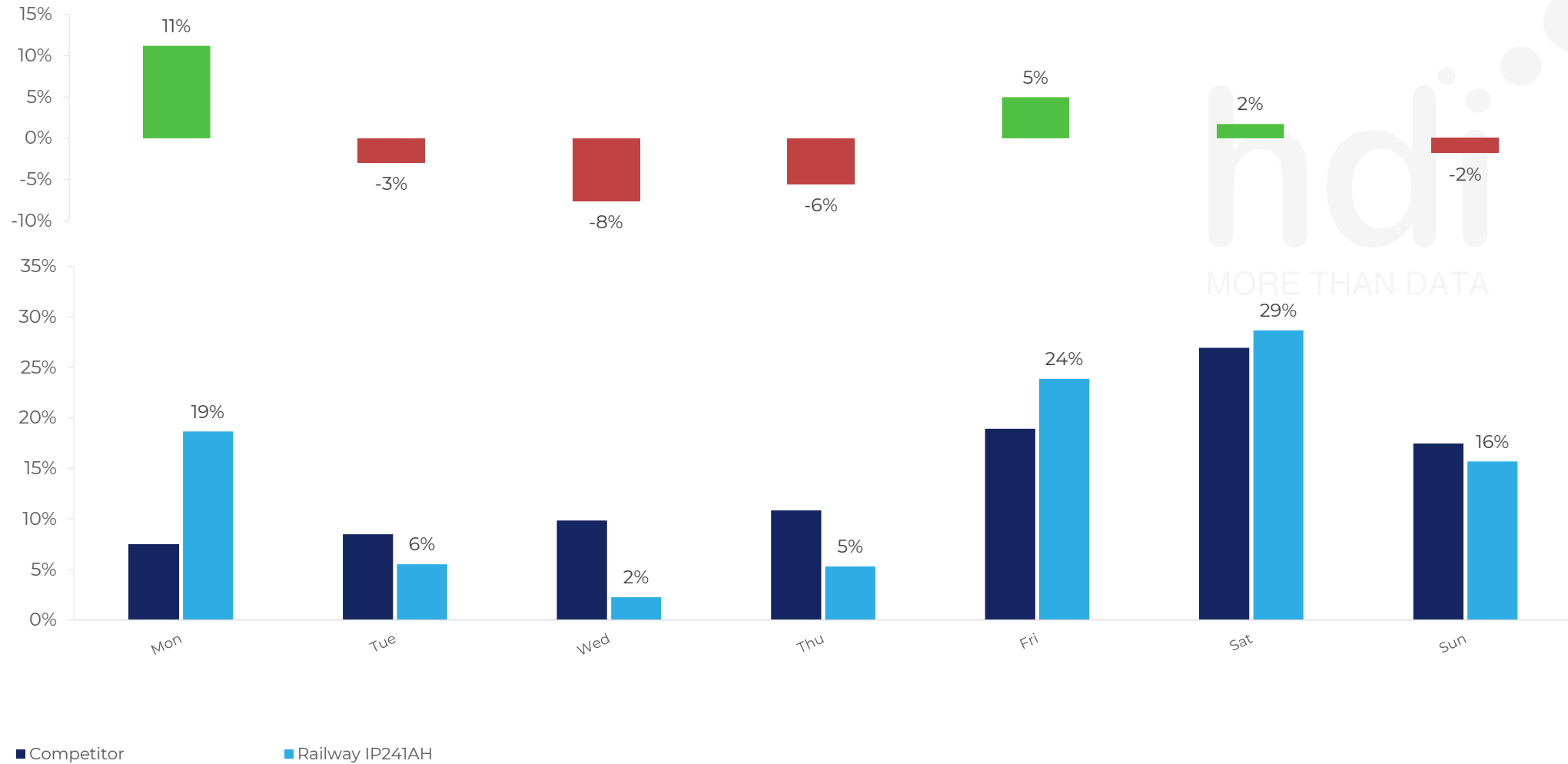
Nearest Station
Thetford(0.22 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Railway IP241AH versus its competitors?

% of spend for Railway IP241AH and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Day of Week

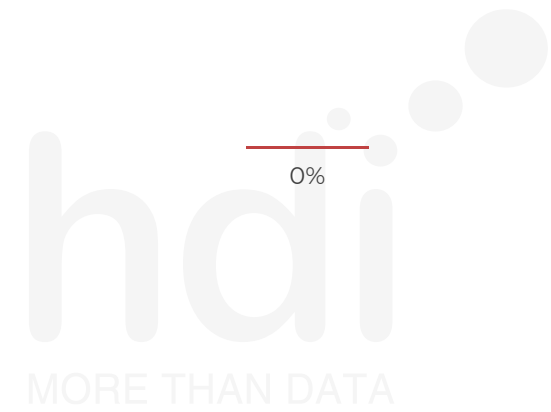
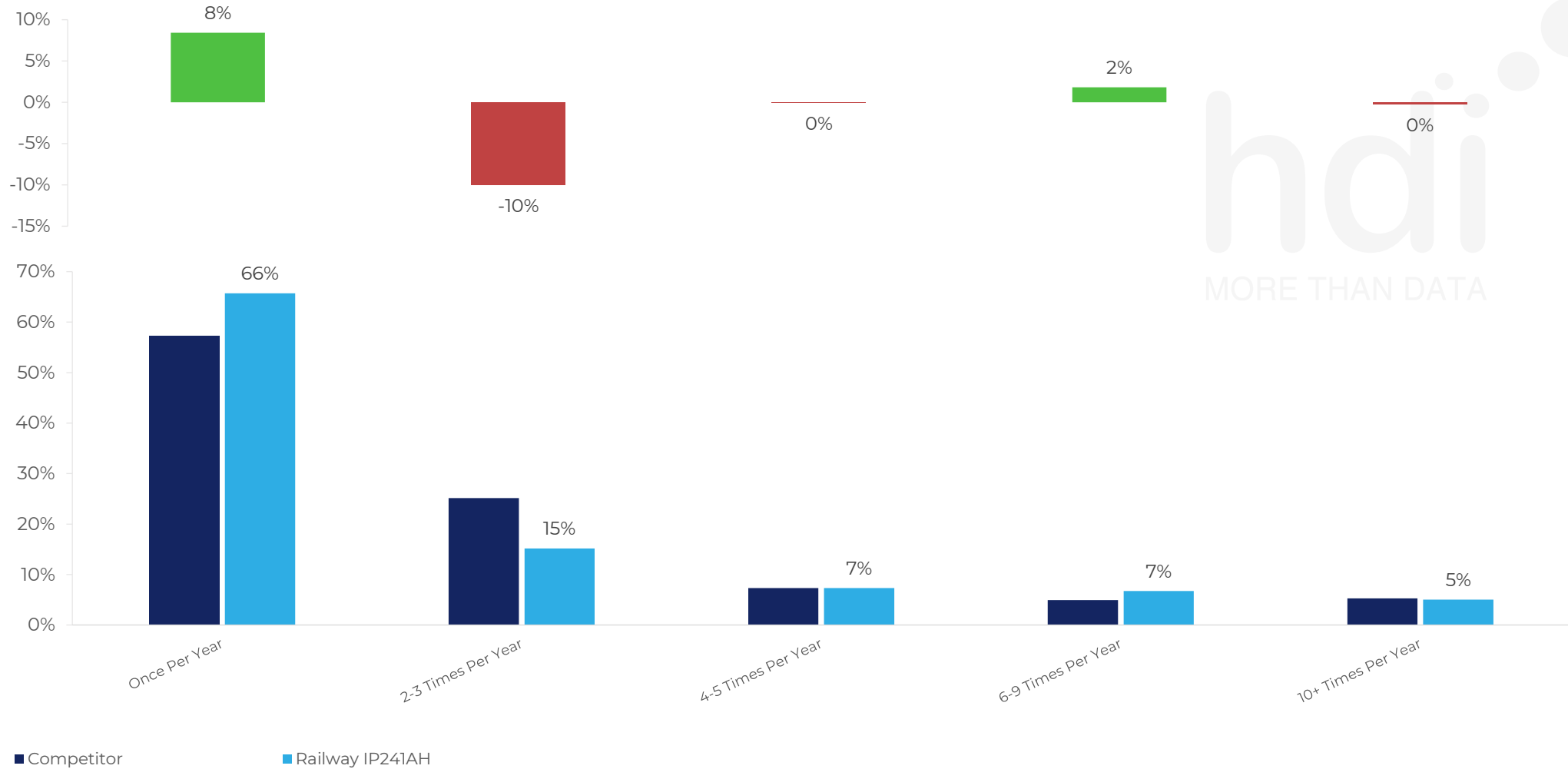




Visit Frequency

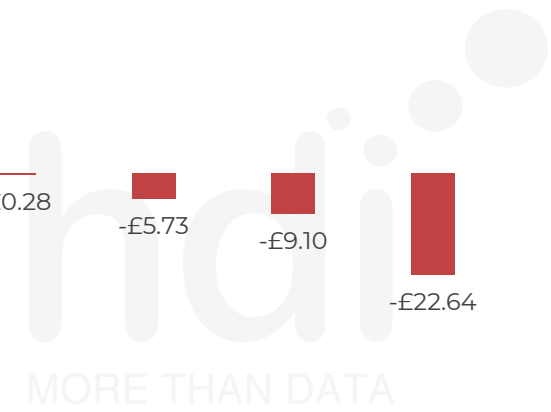
How frequently per year do customers visit Railway IP241AH versus its competitors?

% of customer numbers for Railway IP241AH and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?



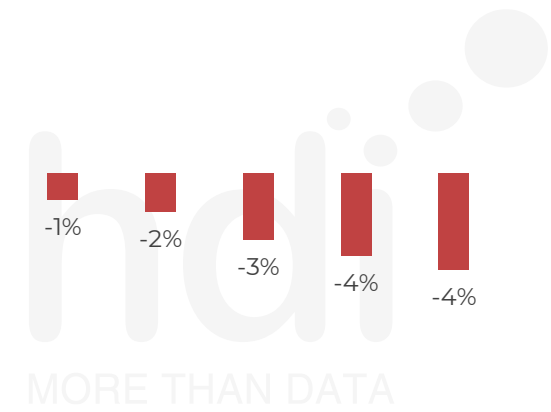
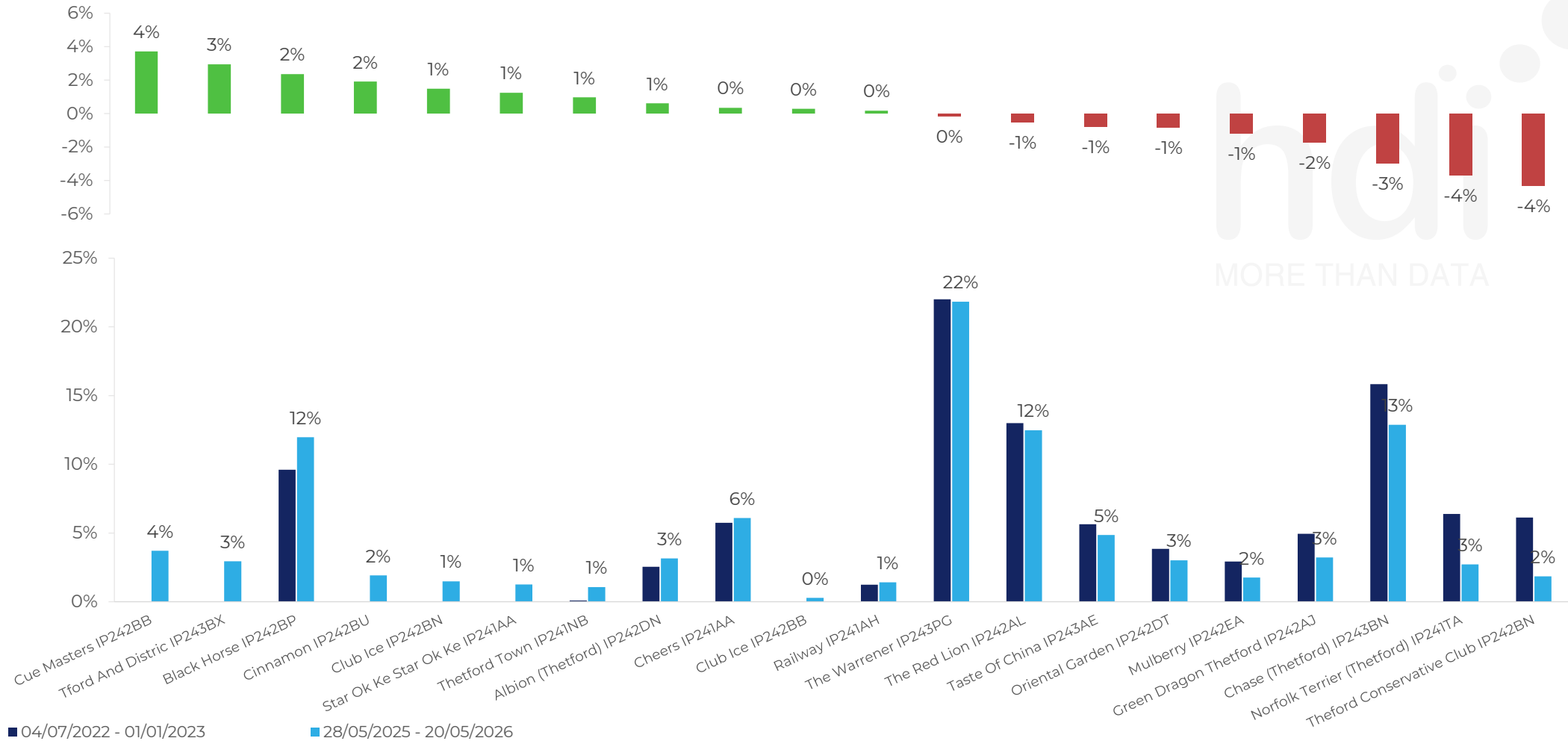
■ 04/07/2022 - 01/01/2023 ■ 28/05/2025 - 20/05/2026



Market Share Change

How has market share changed between two date ranges?

% of market share spend for Railway IP241AH and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026

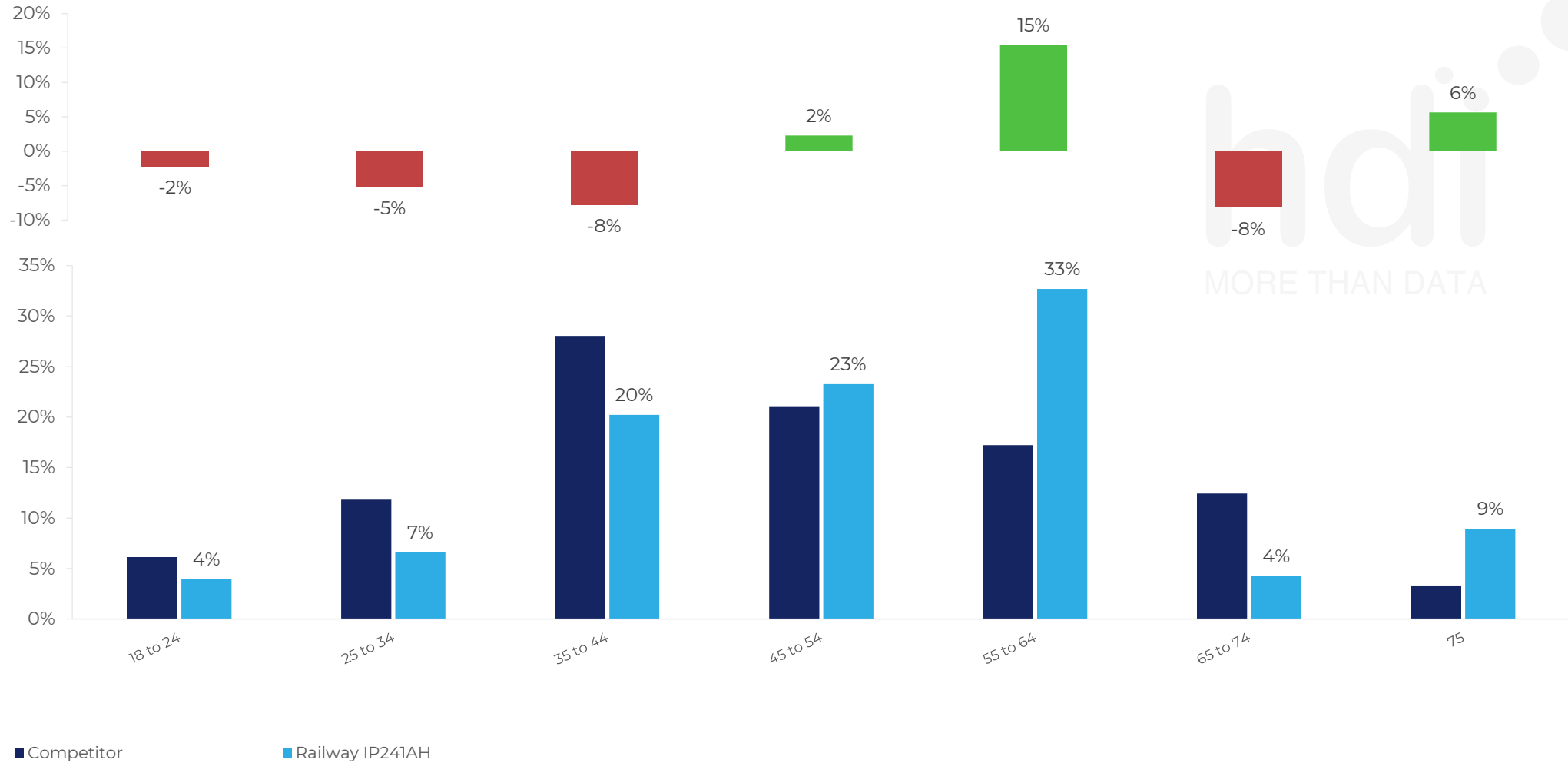




Age

How does the age profile of customers who visit Railway IP241AH compare versus its competitors?

% of spend for Railway IP241AH and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Age Range



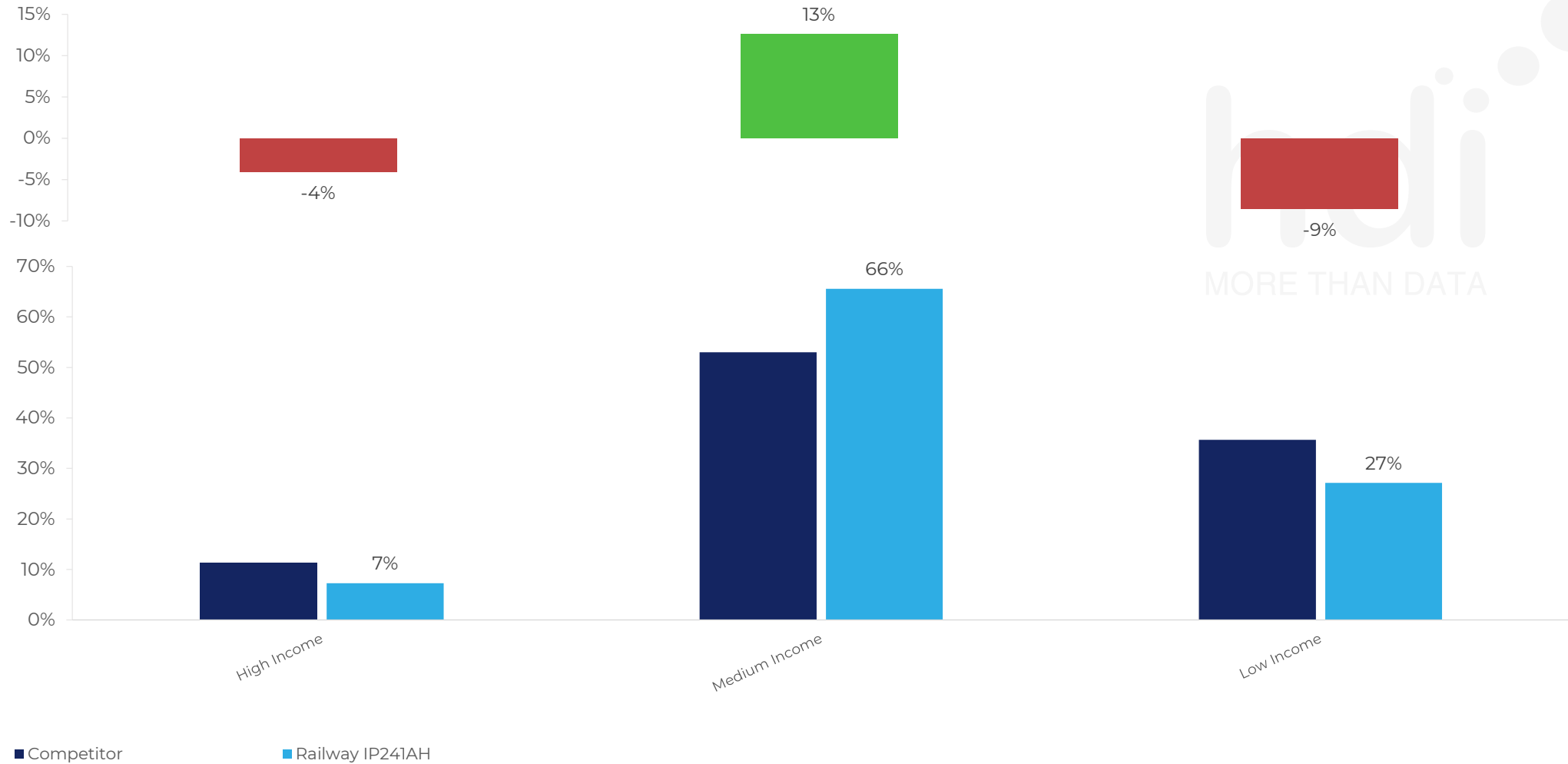
■ Competitor

■ Railway IP241AH

Affluence

How does the affluence of customers who visit Railway IP241AH compare versus its competitors?

% of spend for Railway IP241AH and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Affluence

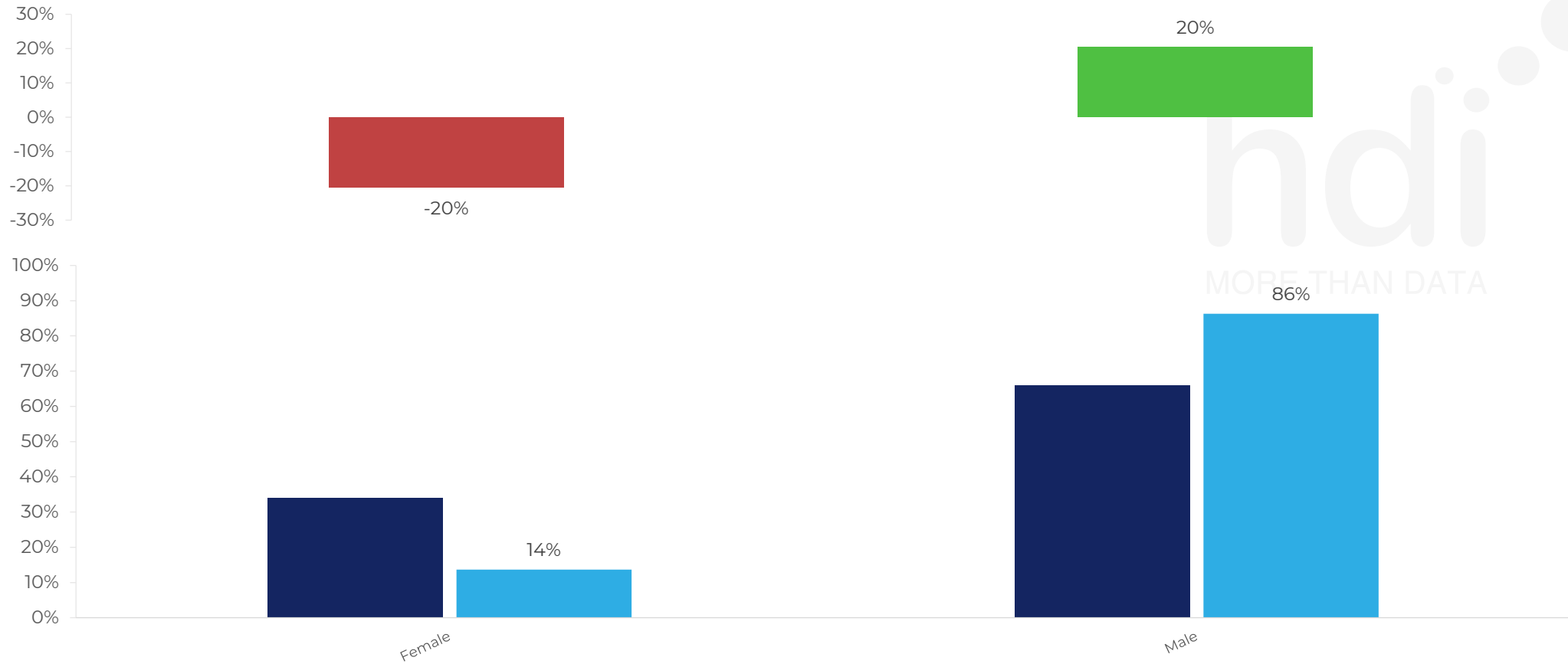




Gender

How does the gender profile of customers who visit Railway IP241AH compare versus its competitors?

% of spend for Railway IP241AH and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Gender



■ Competitor

■ Railway IP241AH

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

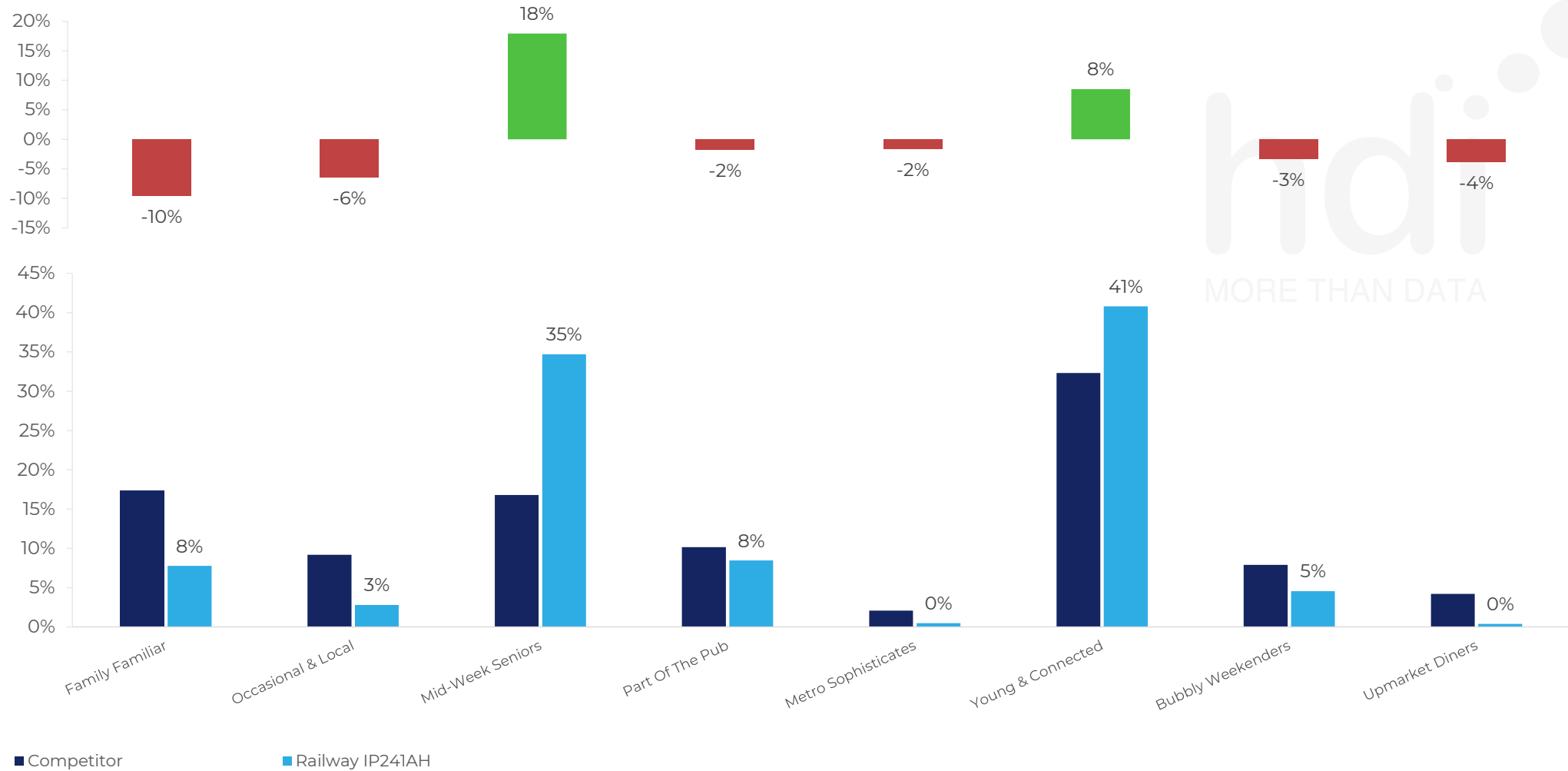
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Railway IP241AH compare versus its competitors?

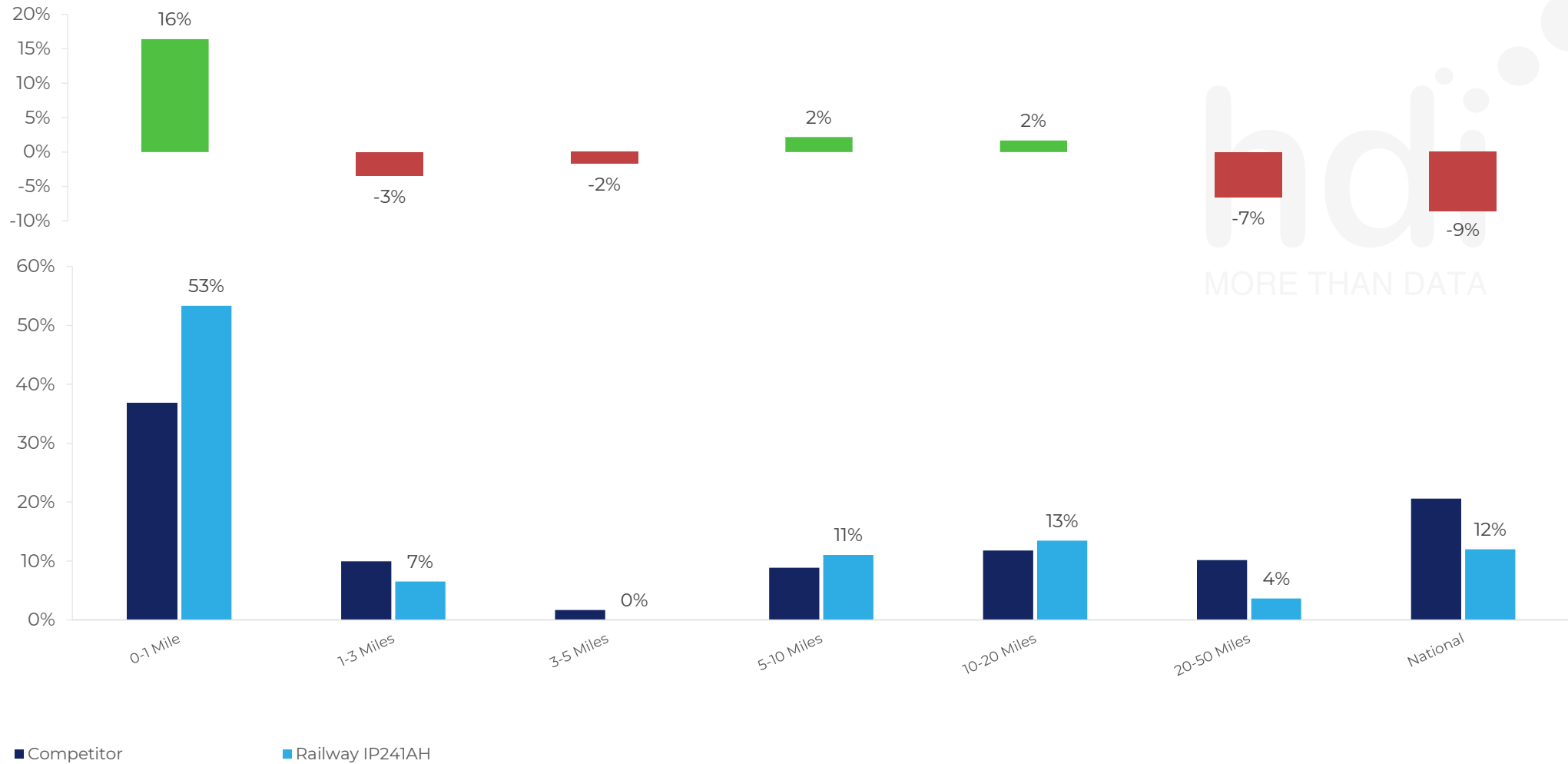
% of spend for Railway IP241AH and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Segment



Spend by Distance

How does the spend profile of Railway IP241AH compare versus its competitors based on travel distances?

% of spend for Railway IP241AH and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Distance travelled

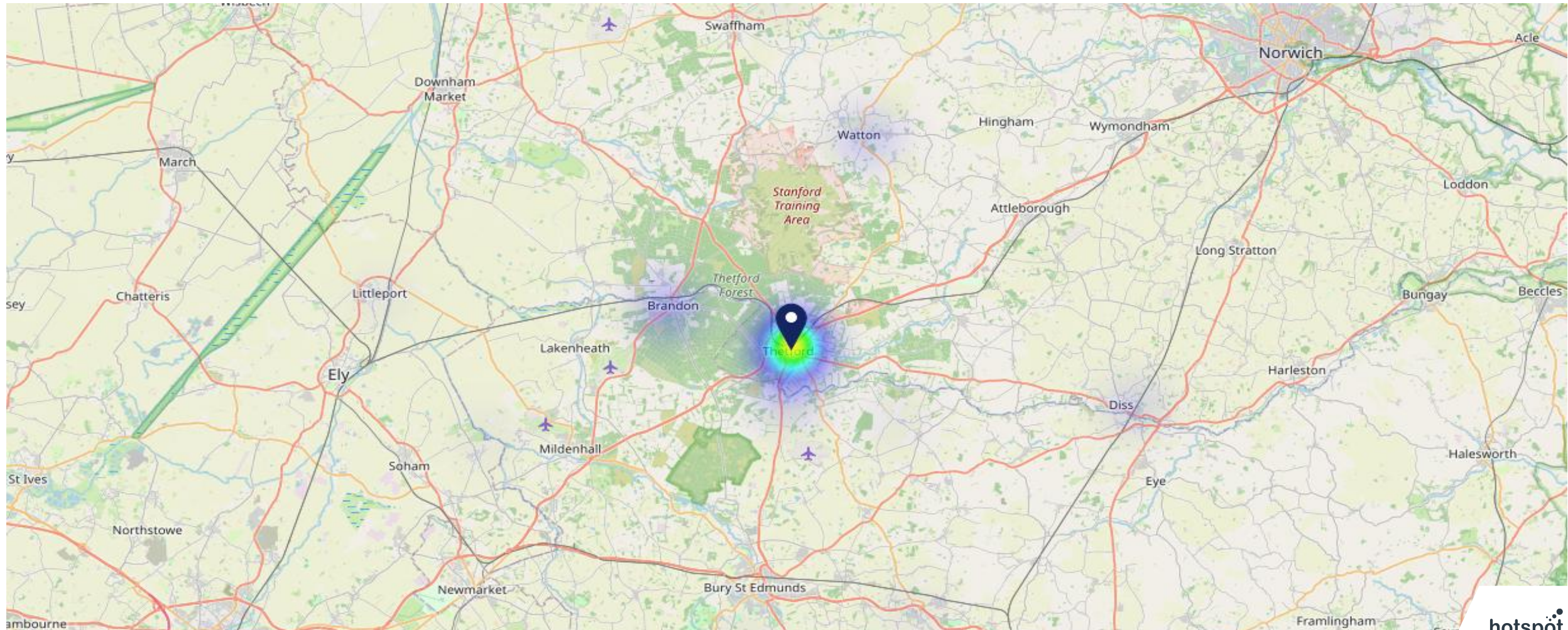




Map of Guest Origin

Where do customers of Railway IP241AH come from?

Where do customers of Railway IP241AH for 28/05/2025 - 20/05/2026 live

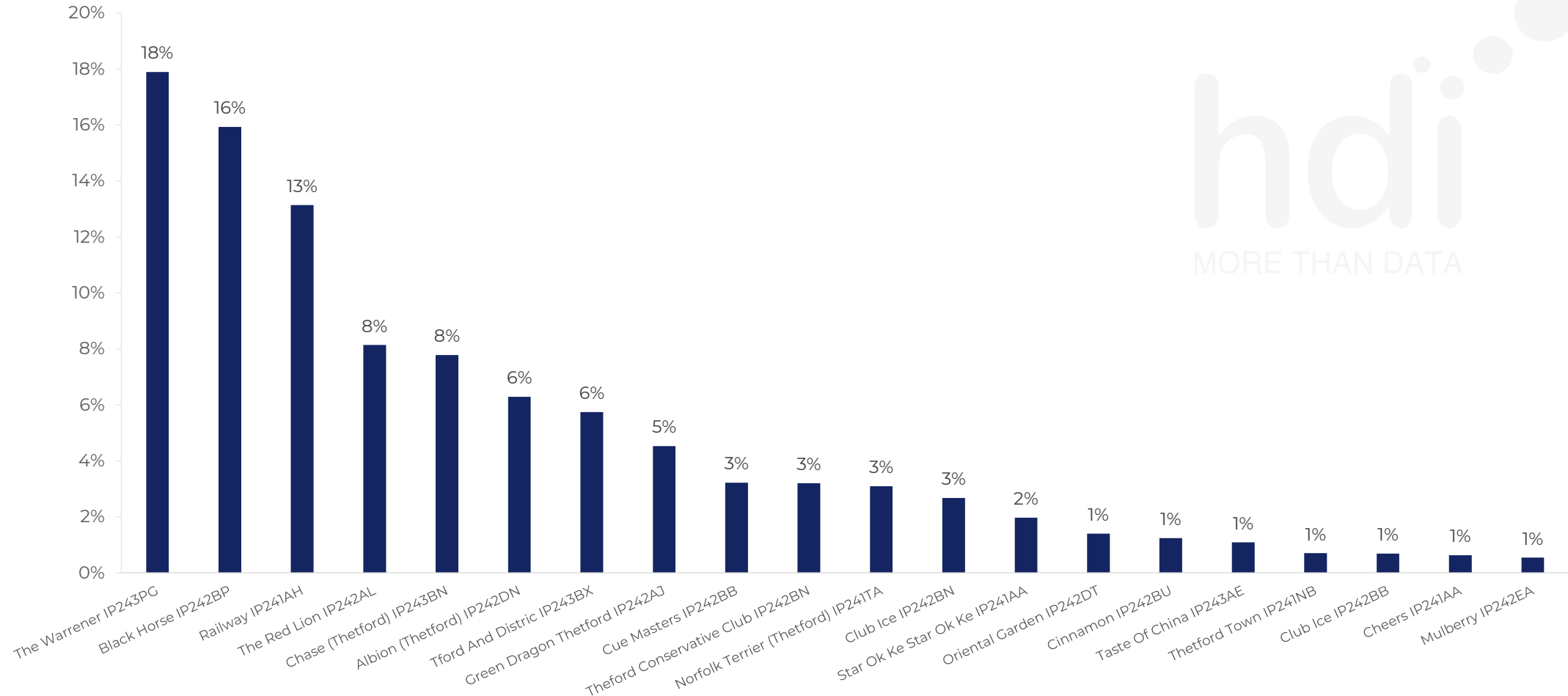




Share of Wallet

What are the Top 20 venues (by spend) that customers of Railway IP241AH also visit?

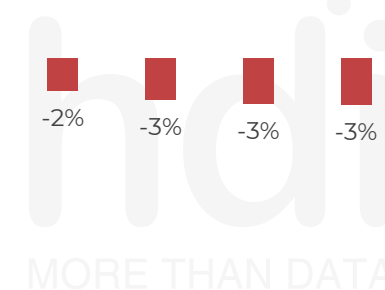
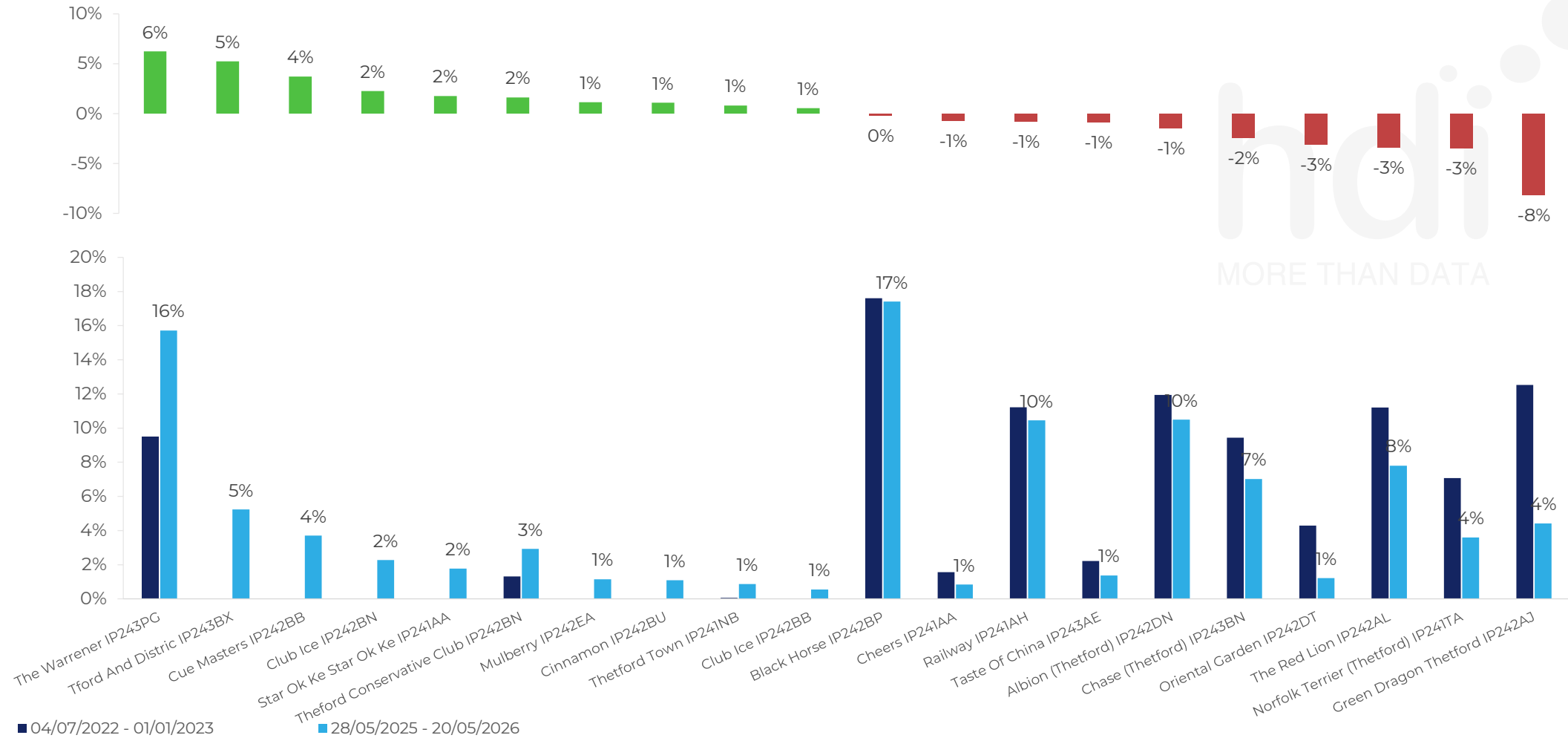
For customers of Railway IP241AH, who are the top 20 competitors from 276 Chains in 3 Miles for 28/05/2025 - 20/05/2026 split by Venue



hdi
MORE THAN DATA

Share of Wallet Change

How has share of wallet of customers of Railway IP241AH changed between two date ranges?



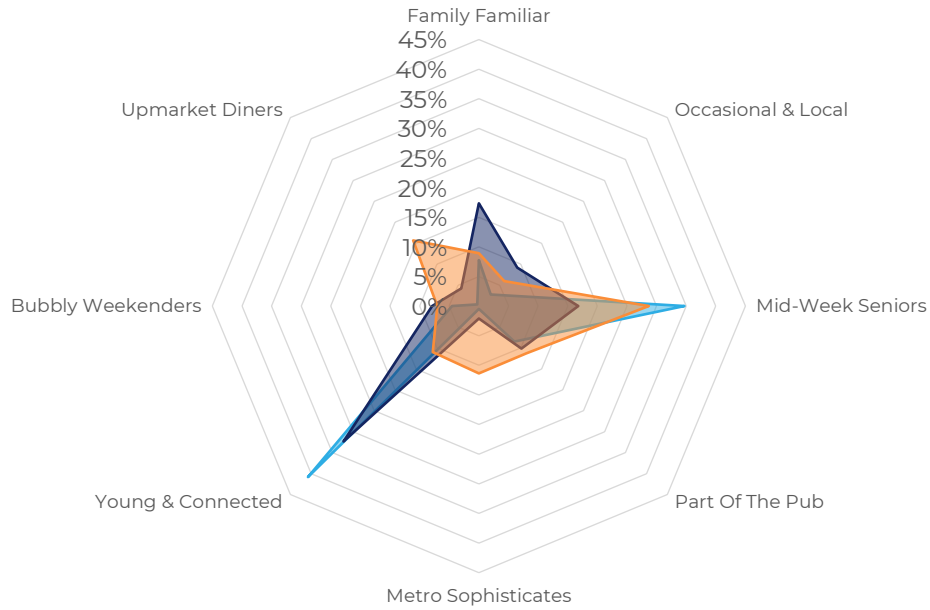
Market Summary

How does the local area for Railway IP241AH 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	£70K	2	£2.31M	5	£8.07M	4	£16.32M	2
Weekpart	Mon - Thu	31.3%	1	41.7%	6	41.8%	6	44.7%	9
Weekpart	Fri - Sat	53.1%	10	42.7%	5	42.9%	5	39.6%	3
Weekpart	Sun	15.7%	7	15.6%	7	15.3%	6	15.7%	6
Age	18 to 24	7.0%	6	7.3%	7	5.7%	5	6.6%	5
Age	25 to 34	8.2%	1	15.1%	2	12.8%	1	15.9%	2
Age	35 to 44	18.3%	2	26.0%	8	27.3%	9	28.9%	10
Age	45 to 54	22.7%	8	20.8%	6	21.0%	6	20.7%	6
Age	55 to 64	29.2%	10	17.8%	7	18.6%	8	16.2%	7
Age	65 to 74	6.9%	6	10.8%	9	11.6%	9	9.2%	8
Age	75+	7.7%	10	2.2%	5	3.0%	6	2.4%	5
CAMEO	Business Elite	0.8%	1	1.4%	1	1.2%	1	1.4%	1
CAMEO	Prosperous Professionals	2.5%	2	5.0%	4	3.8%	3	3.5%	2
CAMEO	Flourishing Society	3.8%	1	8.3%	3	6.8%	2	8.3%	3
CAMEO	Content Communities	28.1%	10	14.8%	8	13.1%	6	12.8%	6
CAMEO	White Collar Neighbourhoods	2.3%	1	5.7%	1	5.9%	1	6.7%	1
CAMEO	Enterprising Mainstream	10.8%	8	17.3%	10	16.6%	10	17.1%	10
CAMEO	Paying The Mortgage	23.5%	10	12.1%	4	17.5%	8	15.9%	7
CAMEO	Cash Conscious Communities	6.9%	4	10.0%	6	11.1%	7	11.4%	8
CAMEO	On A Budget	13.5%	9	13.2%	9	11.9%	9	11.8%	10
CAMEO	Family Value	7.7%	8	12.1%	9	12.1%	9	11.1%	9
Affluence	AB	7.1%	1	14.7%	2	11.8%	2	13.2%	1
Affluence	C1C2	64.8%	10	50.0%	6	53.0%	7	52.5%	7
Affluence	DE	28.1%	8	35.3%	9	35.2%	9	34.3%	9



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
Railway	33	7.76%	2.79%	34.70%	8.45%	0.49%	40.81%	4.56%	0.39%
Local Catchment	932	17.35%	9.19%	16.78%	10.16%	2.08%	32.32%	7.90%	4.19%
Punch T&L	93123	8.92%	6.01%	28.68%	11.28%	11.36%	10.99%	7.04%	15.68%
Railway vs Local Catchment		-9.59%	-6.40%	17.92%	-1.71%	-1.59%	8.49%	-3.34%	-3.80%
Railway vs Punch T&L		-1.16%	-3.22%	6.02%	-2.83%	-10.87%	29.82%	-2.48%	-15.29%
Local Catchment vs Punch T&L		8.43%	3.18%	-11.90%	-1.12%	-9.28%	21.33%	0.86%	-11.49%

■ Railway

■ Local Catchment

■ Punch T&L