



### Site Summary



## Old Forge Inn GL27NY

GL27NY

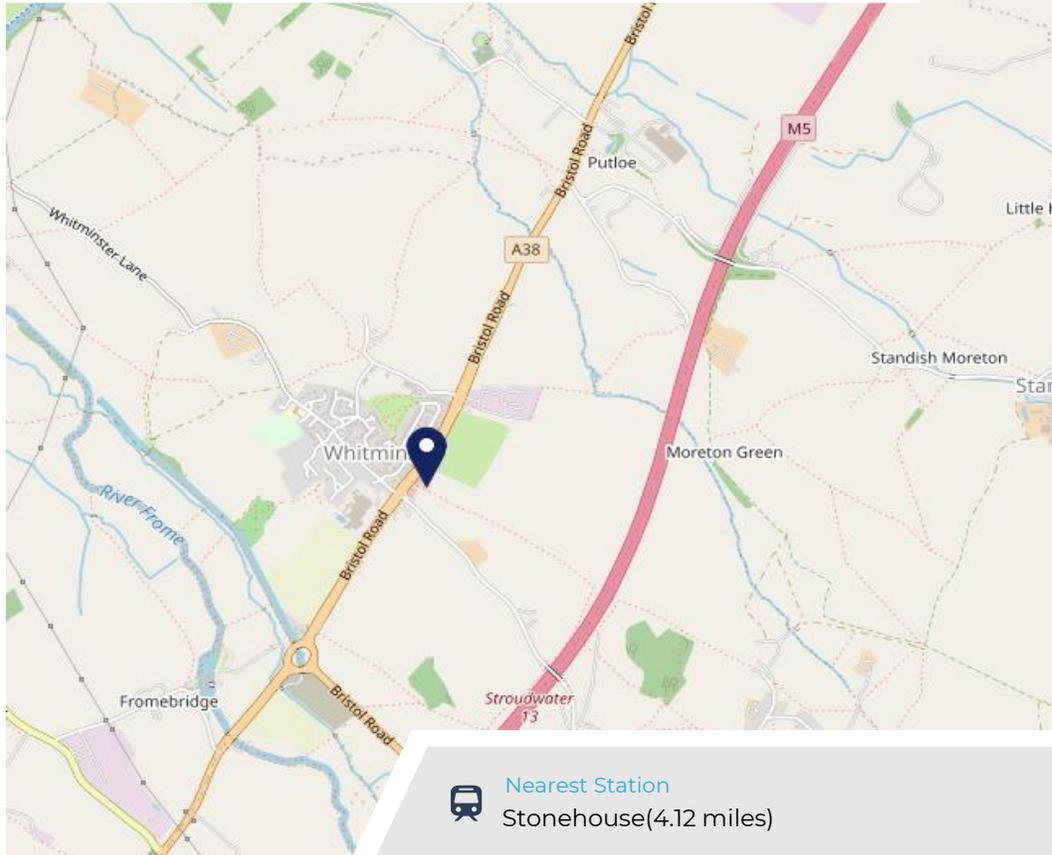
Punch T&L

**Work Area**  
Gloucester

**Region**  
South West

**TV Region**  
Central

**Urbanicity**  
Rural village



ATV  
**£11.31**



Gender  
**83.24%**  
Male



Affluence  
**79.07%**  
Middle Income



Segmentation  
**62.50%**  
Paying The Mortgage



Age Group  
**77.56%**  
55 to 64



Visit Day  
**30.22%**  
Fri

### Top Competitors



Old Badger Inn  
GL103AT  
 Pub / Bar

#1



Ross Pub Co  
GL27NY  
 Pub / Bar

#2



Whitminster Inn  
GL27NY  
 Pub / Bar

#3



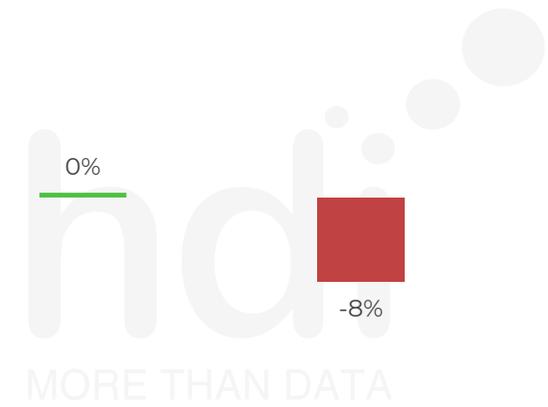
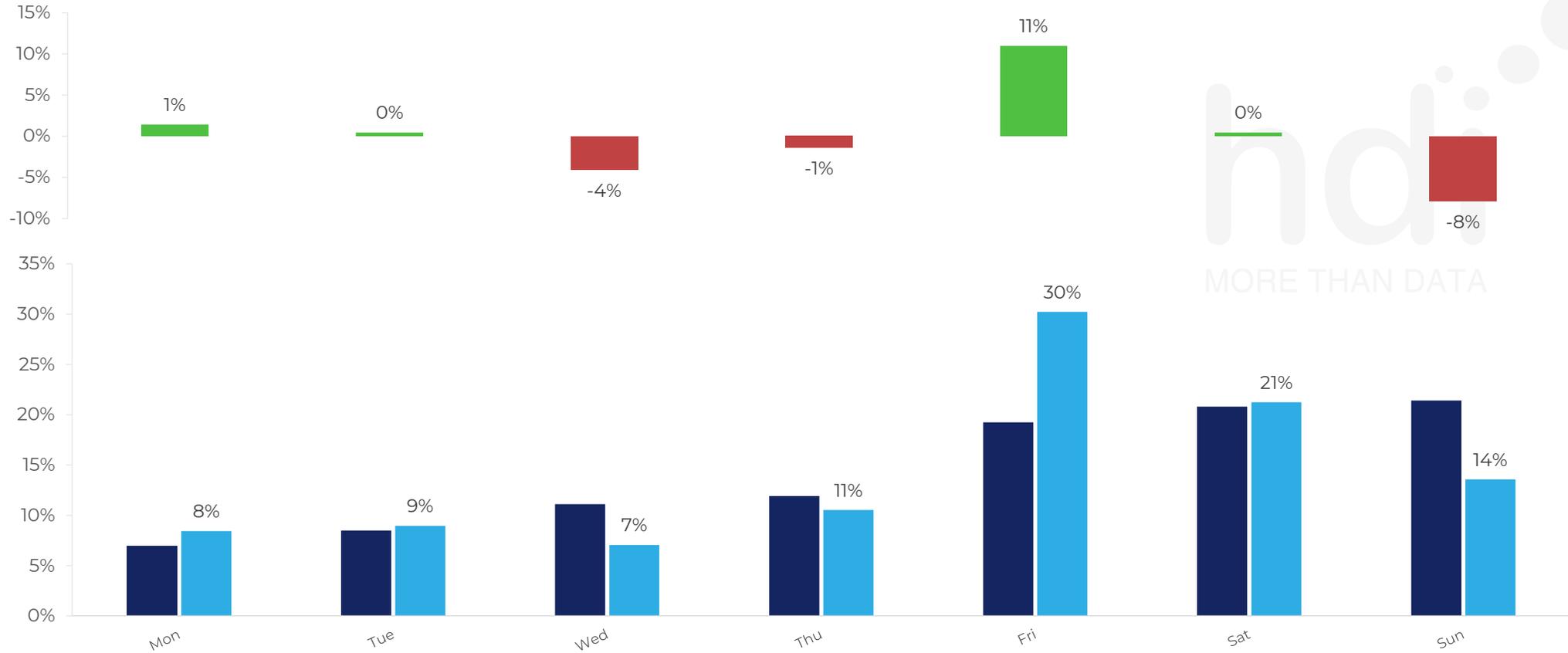
**Nearest Station**  
Stonehouse(4.12 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Old Forge Inn GL27NY versus its competitors?

% of spend for Old Forge Inn GL27NY and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Day of Week



■ Competitor

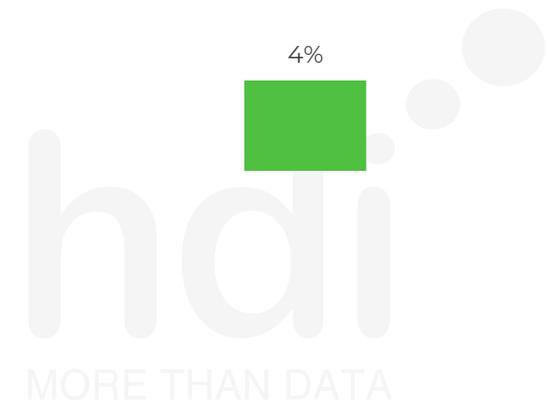
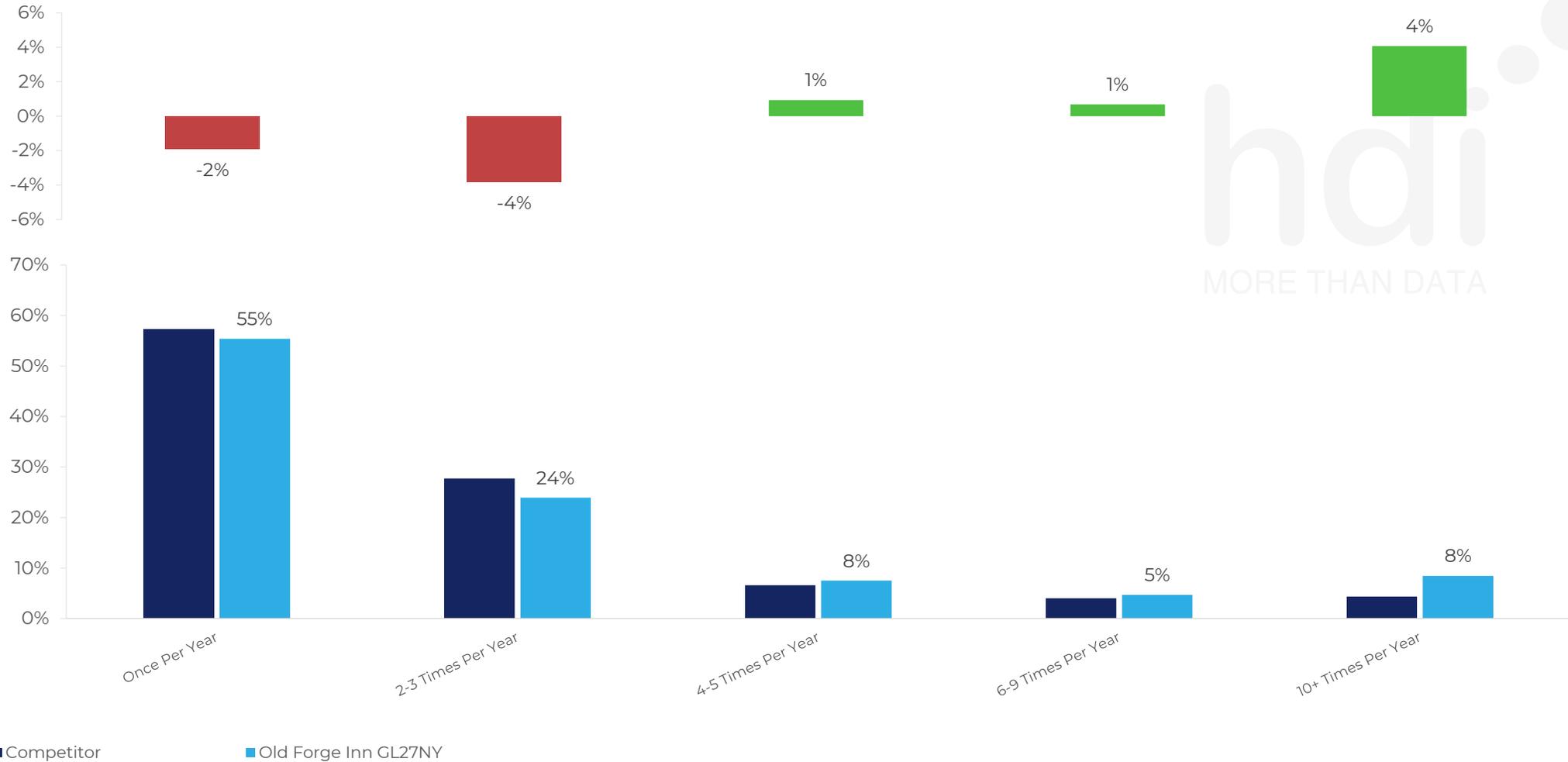
■ Old Forge Inn GL27NY



Visit Frequency

How frequently per year do customers visit Old Forge Inn GL27NY versus its competitors?

% of customer numbers for Old Forge Inn GL27NY and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 and the number of visits made Per Annum



■ Competitor

■ Old Forge Inn GL27NY

ATV Change

How has ATV changed between two date ranges?

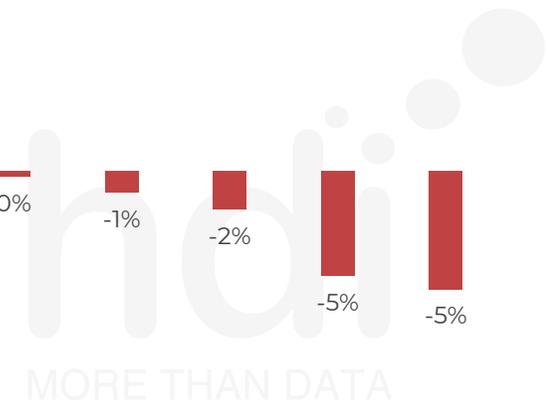
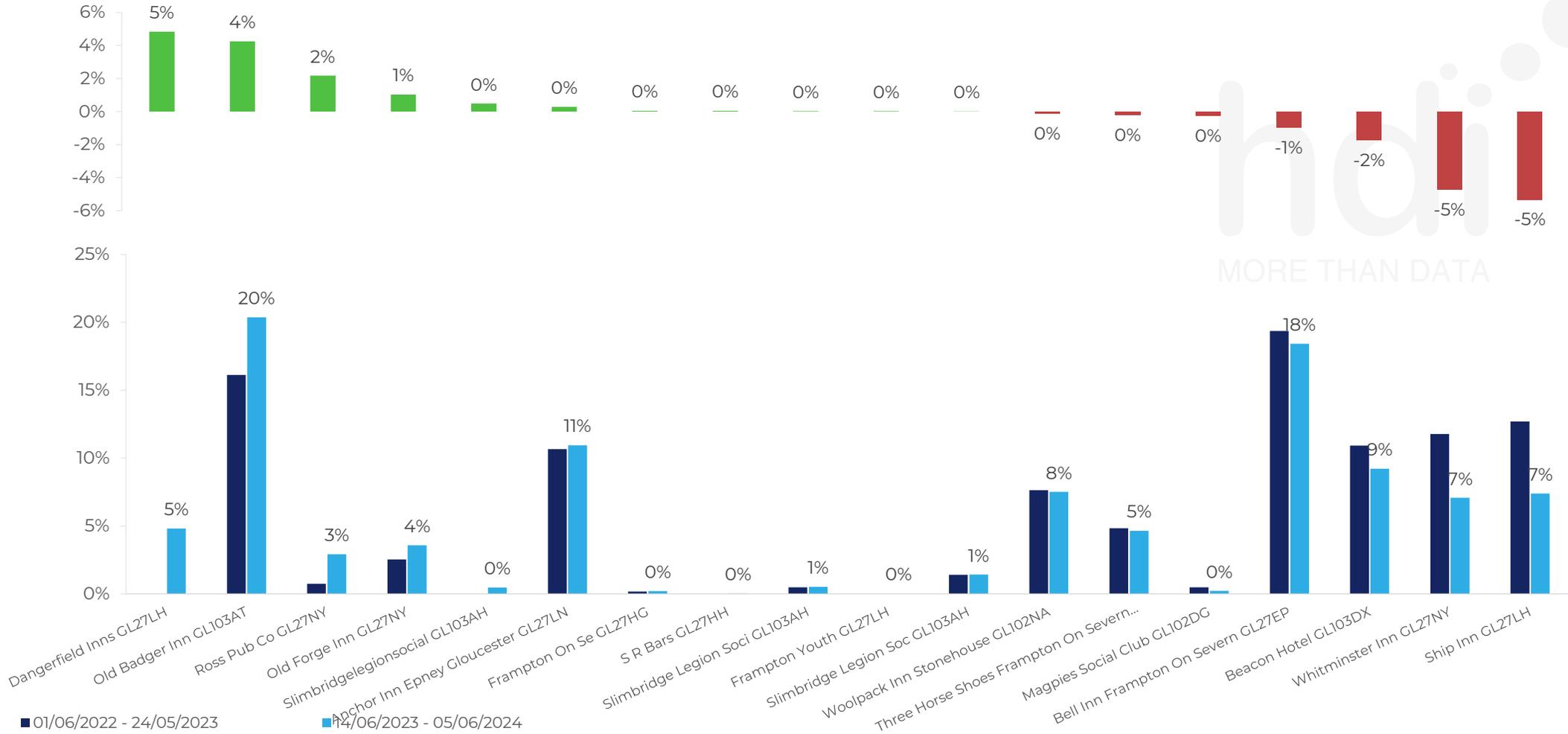




Market Share Change

How has market share changed between two date ranges?

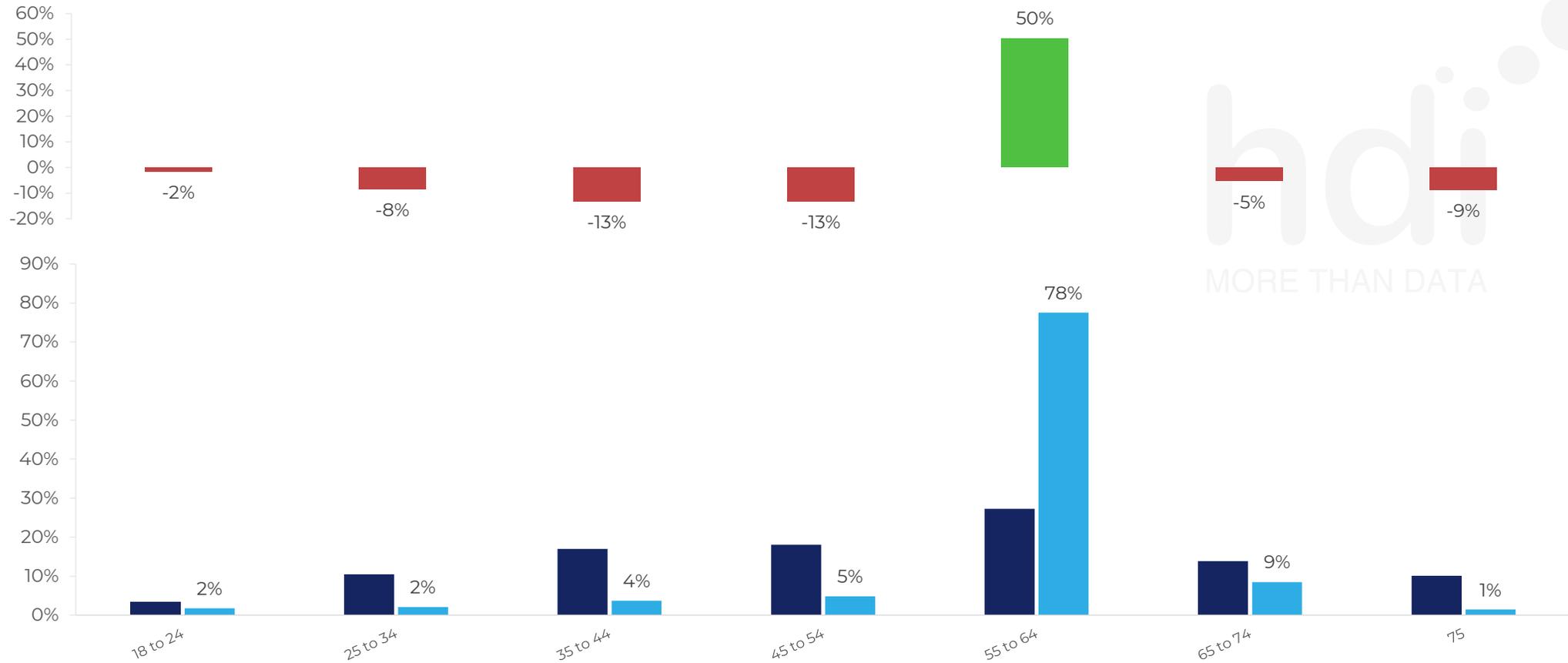
% of market share spend for Old Forge Inn GL27NY and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024



Age

How does the age profile of customers who visit Old Forge Inn GL27NY compare versus its competitors?

% of spend for Old Forge Inn GL27NY and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Age Range



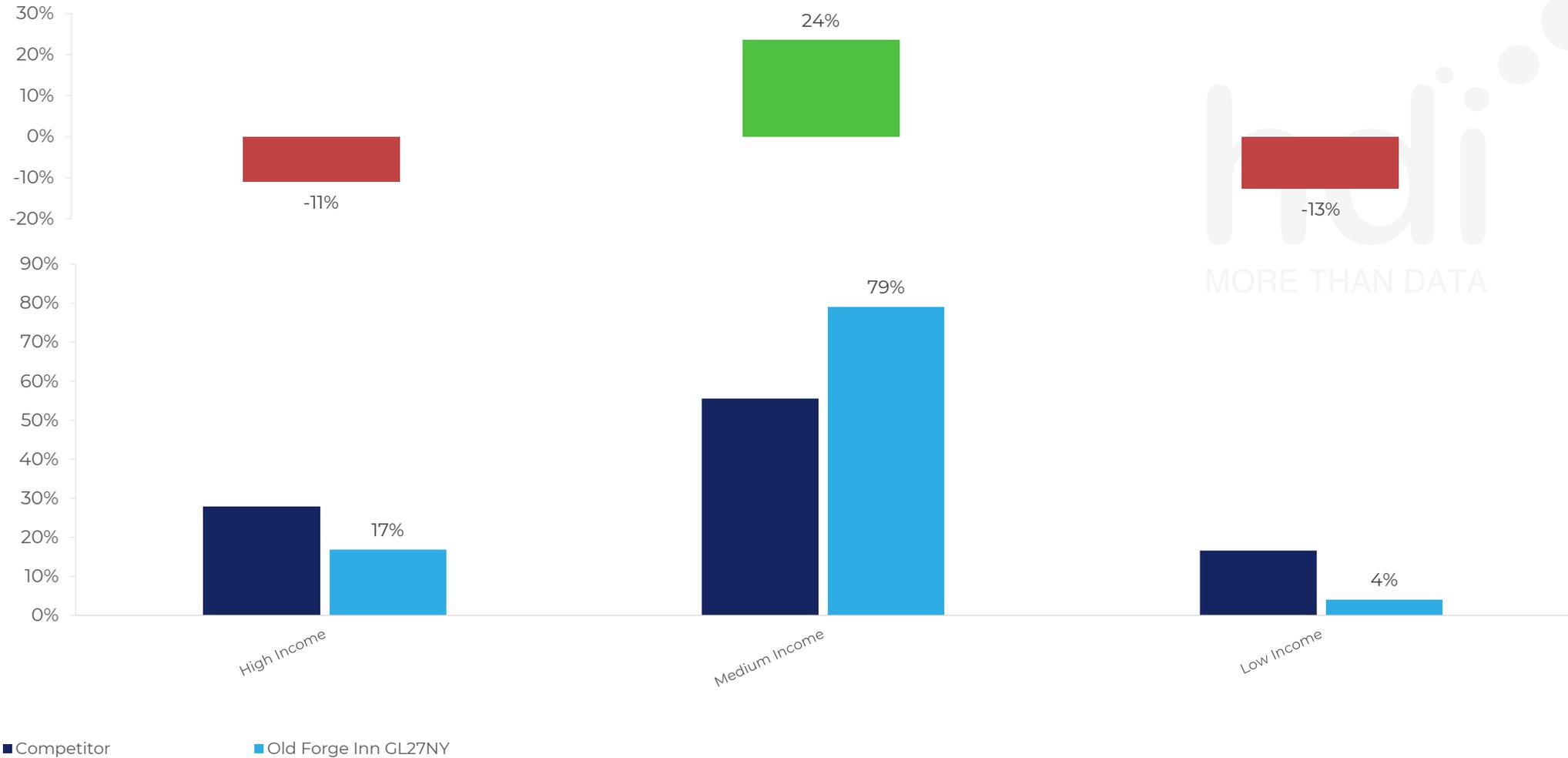
■ Competitor

■ Old Forge Inn GL27NY

Affluence

How does the affluence of customers who visit Old Forge Inn GL27NY compare versus its competitors?

% of spend for Old Forge Inn GL27NY and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Affluence

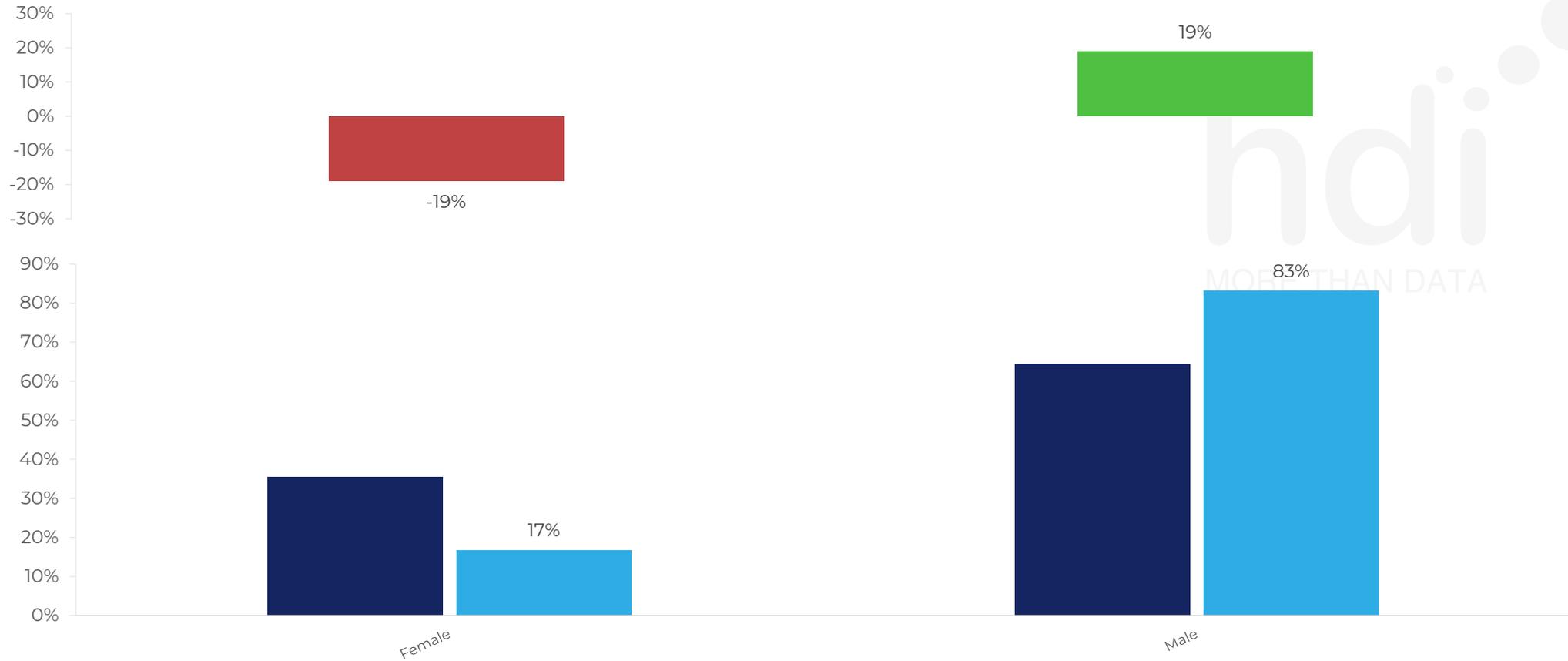




Gender

How does the gender profile of customers who visit Old Forge Inn GL27NY compare versus its competitors?

% of spend for Old Forge Inn GL27NY and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Gender



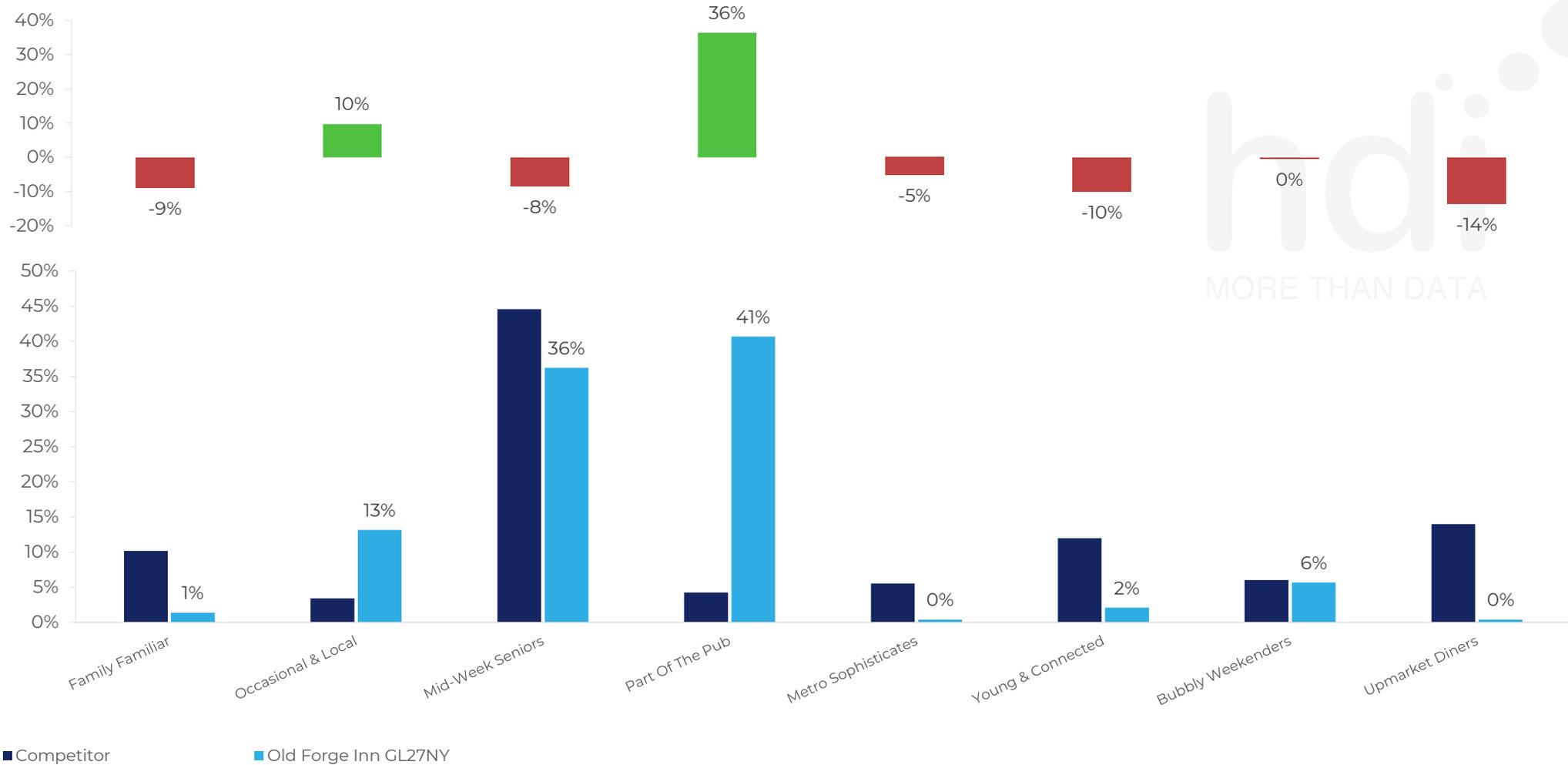
■ Competitor

■ Old Forge Inn GL27NY

Punch Segmentation

How does the Custom segmentation profile of customers who visit Old Forge Inn GL27NY compare versus its competitors?

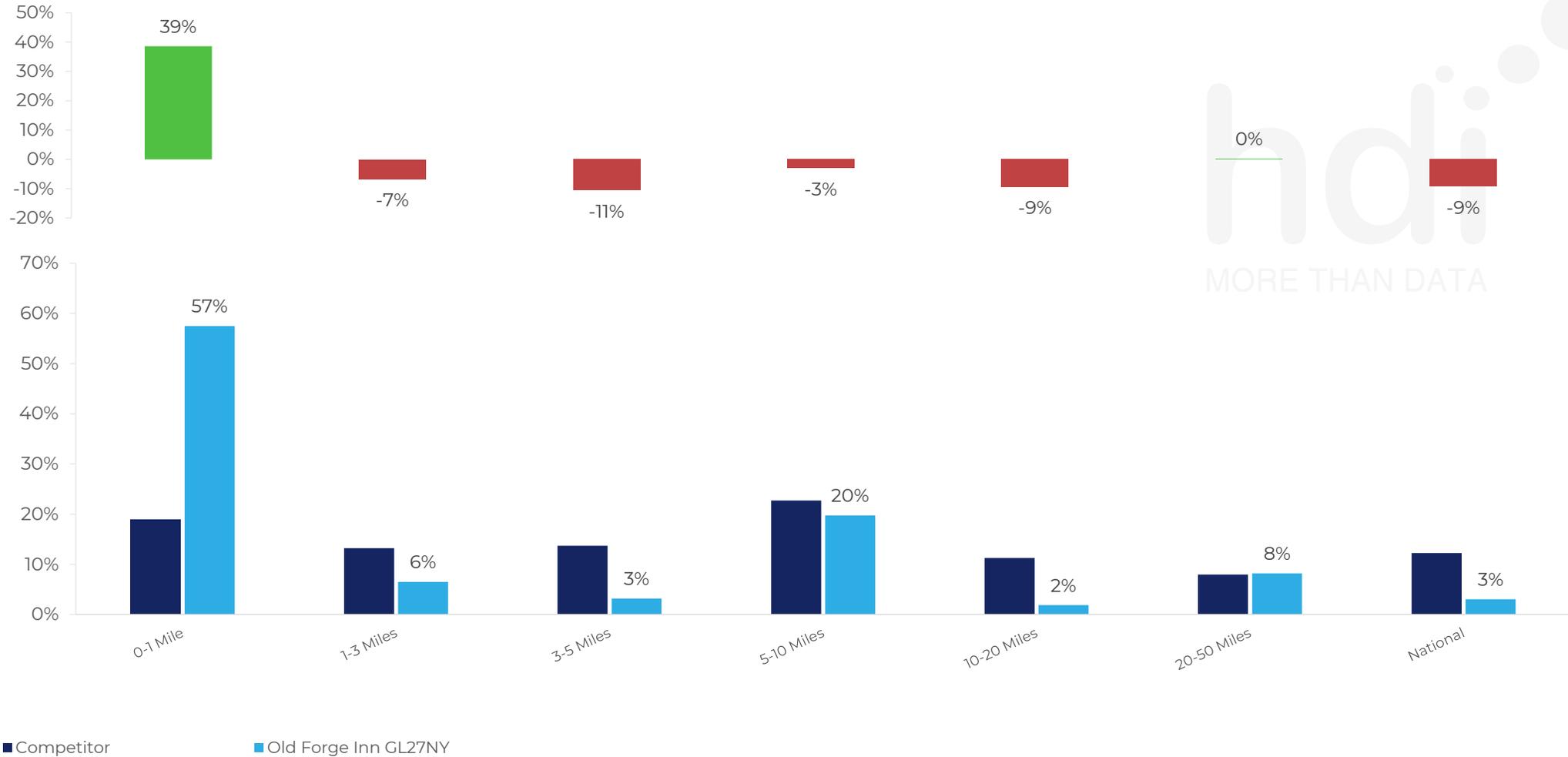
% of spend for Old Forge Inn GL27NY and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Segment



Spend by Distance

How does the spend profile of Old Forge Inn GL27NY compare versus its competitors based on travel distances?

% of spend for Old Forge Inn GL27NY and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Distance travelled

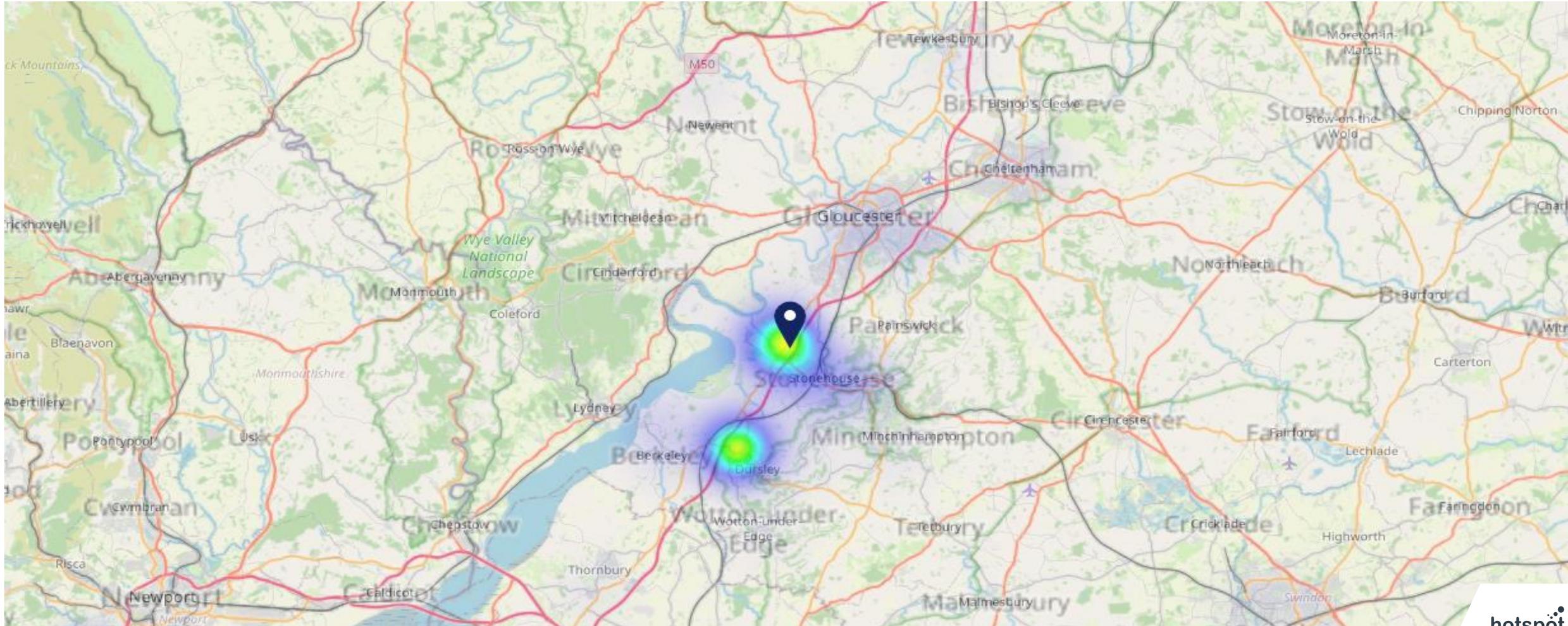




### Map of Guest Origin

Where do customers of Old Forge Inn GL27NY come from?

Where do customers of Old Forge Inn GL27NY for 14/06/2023 - 05/06/2024 live

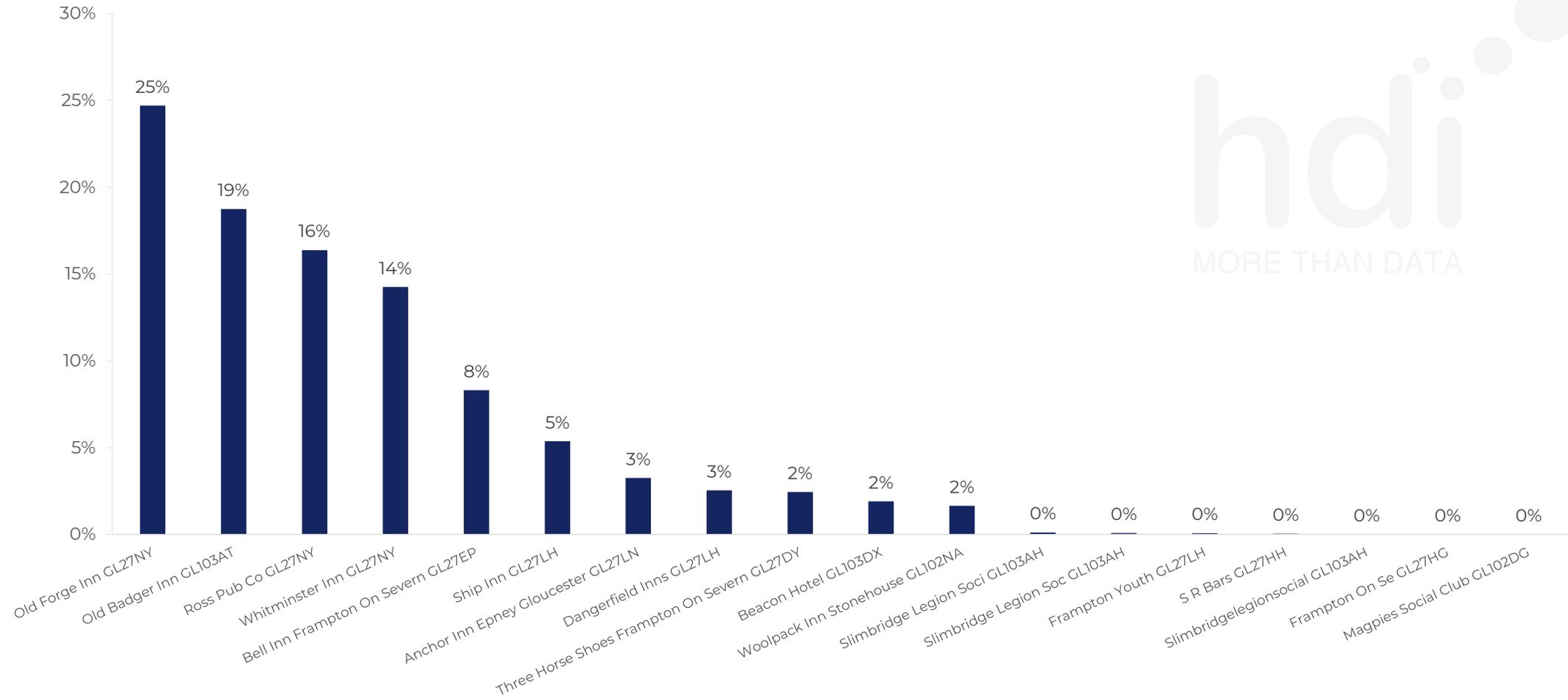




Share of Wallet

What are the Top 20 venues (by spend) that customers of Old Forge Inn GL27NY also visit?

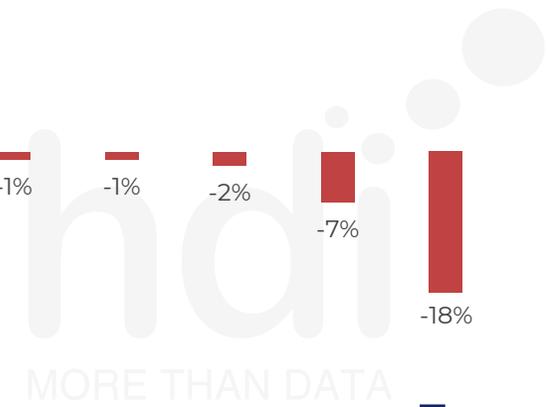
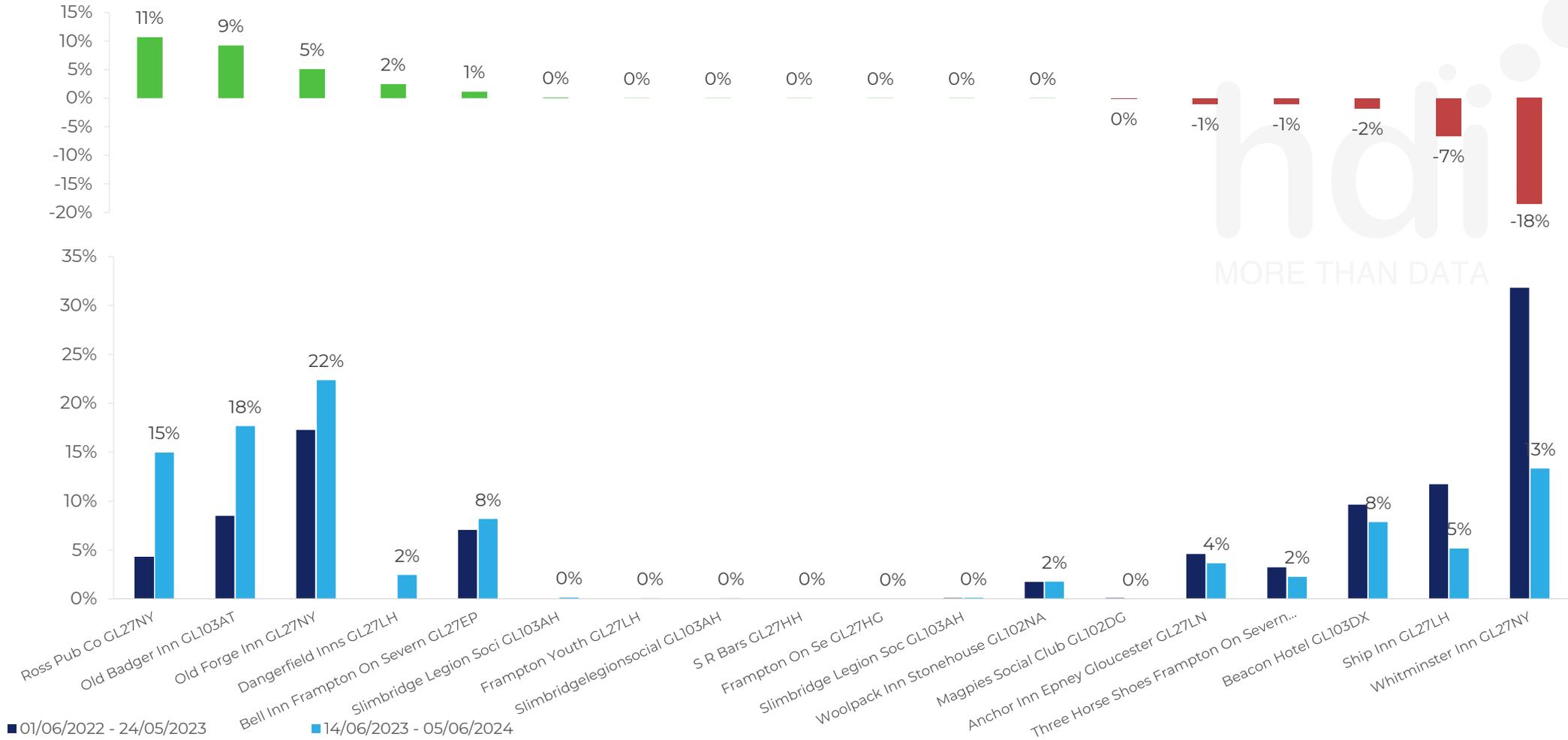
For customers of Old Forge Inn GL27NY, who are the top 20 competitors from 97 Chains in 3 Miles for 14/06/2023 - 05/06/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Old Forge Inn GL27NY changed between two date ranges?





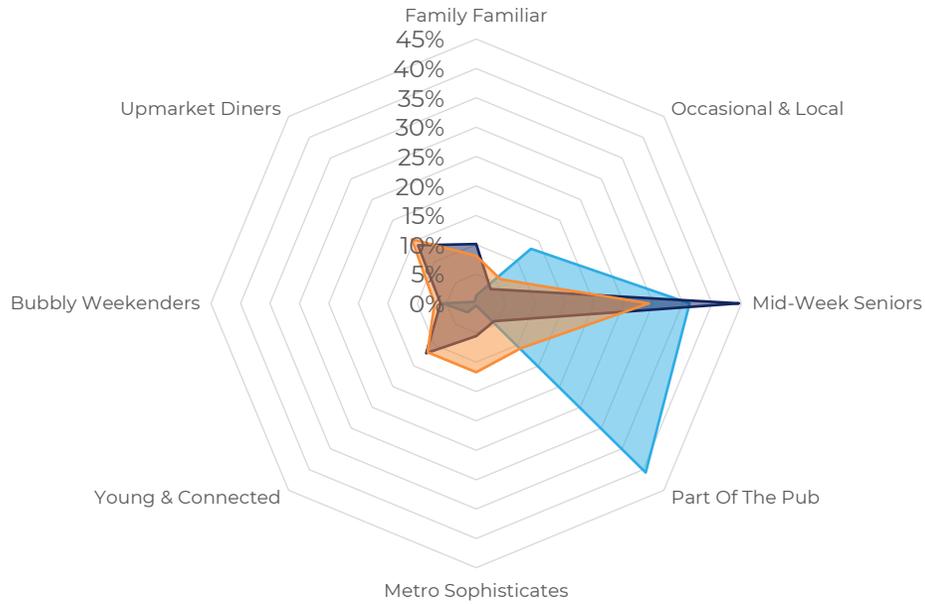
## Market Summary

How does the local area for Old Forge Inn GL27NY 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	£2.49M	6	£7.21M	7	£7.21M	4	£28.78M	3
Weekpart	Mon - Thu	35.1%	3	41.7%	6	41.7%	6	45.8%	9
Weekpart	Fri - Sat	50.7%	9	38.9%	3	38.9%	2	37.2%	1
Weekpart	Sun	14.2%	5	19.4%	9	19.4%	10	17.1%	9
Age	18 to 24	4.5%	4	3.6%	3	3.6%	2	6.9%	5
Age	25 to 34	13.0%	2	9.2%	1	9.2%	1	16.7%	2
Age	35 to 44	20.3%	3	15.3%	1	15.3%	1	23.2%	5
Age	45 to 54	18.6%	4	15.1%	1	15.1%	1	18.9%	3
Age	55 to 64	30.1%	10	24.9%	10	24.9%	10	17.8%	8
Age	65 to 74	9.4%	8	18.1%	10	18.1%	10	10.2%	9
Age	75+	4.1%	8	13.8%	10	13.8%	10	6.3%	10
CAMEO	Business Elite	4.4%	4	3.7%	3	3.7%	3	4.9%	4
CAMEO	Prosperous Professionals	7.6%	7	7.6%	7	7.6%	7	6.2%	5
CAMEO	Flourishing Society	11.4%	5	11.1%	5	11.1%	5	9.9%	4
CAMEO	Content Communities	14.5%	8	15.3%	8	15.3%	8	14.1%	7
CAMEO	White Collar Neighbourhoods	10.4%	5	12.0%	6	12.0%	6	12.5%	7
CAMEO	Enterprising Mainstream	10.1%	7	12.7%	9	12.7%	9	10.6%	7
CAMEO	Paying The Mortgage	25.5%	10	21.9%	9	21.9%	10	20.7%	10
CAMEO	Cash Conscious Communities	9.6%	6	8.6%	5	8.6%	5	10.3%	7
CAMEO	On A Budget	3.5%	2	3.8%	3	3.8%	2	6.9%	6
CAMEO	Family Value	3.1%	6	3.1%	6	3.1%	6	3.9%	6
Affluence	AB	23.4%	5	22.5%	4	22.5%	4	21.0%	3
Affluence	C1C2	60.5%	9	61.9%	10	61.9%	10	57.9%	10
Affluence	DE	16.2%	4	15.6%	4	15.6%	4	21.2%	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 Forge Inn	49	1.37%	13.16%	36.22%	40.68%	0.39%	2.09%	5.67%	0.39%
Local Catchment	1317	10.14%	3.43%	44.57%	4.26%	5.55%	11.99%	6.04%	13.98%
Punch T&L	105489	8.10%	5.83%	29.29%	10.79%	11.73%	11.71%	7.10%	15.42%
Old Forge Inn vs Local Catchment		-8.77%	9.73%	-8.35%	36.42%	-5.16%	-9.90%	-0.37%	-13.59%
Old Forge Inn vs Punch T&L		-6.73%	7.33%	6.93%	29.89%	-11.34%	-9.62%	-1.43%	-15.03%
Local Catchment vs Punch T&L		2.04%	-2.40%	15.28%	-6.53%	-6.18%	0.28%	-1.06%	-1.44%

■ Old Forge Inn

■ Local Catchment

■ Punch T&L

## 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
Old Forge Inn GL27NY	49	1.37%	13.16%	36.22%	40.68%	0.39%	2.09%	5.67%	0.39%
Old Badger Inn GL103AT	323	5.08%	4.12%	40.74%	2.48%	5.83%	20.12%	4.55%	17.04%
Ross Pub Co GL27NY	50	3.63%	10.56%	50.66%	12.95%	12.74%	3.12%	3.73%	2.56%
Whitminster Inn GL27NY	135	11.79%	9.74%	35.42%	12.68%	8.33%	6.36%	3.97%	11.66%
Bell Inn Frampton On Severn GL27EP	385	8.11%	3.32%	38.80%	5.15%	7.18%	7.85%	8.46%	21.09%
Ship Inn GL27LH	126	8.07%	2.63%	45.70%	1.09%	4.84%	11.18%	9.62%	16.84%
Anchor Inn Epney Gloucester GL27LN	203	22.45%	5.32%	30.68%	5.69%	3.56%	12.13%	12.37%	7.76%
Dangerfield Inns GL27LH	93	16.11%	0.00%	48.10%	0.07%	8.60%	7.70%	3.02%	16.36%
Three Horse Shoes Frampton On Severn GL27DY	115	5.37%	1.23%	46.08%	6.44%	7.86%	5.86%	10.05%	17.07%
Beacon Hotel GL103DX	127	7.92%	1.00%	65.87%	4.17%	2.24%	7.61%	1.38%	9.78%
Woolpack Inn Stonehouse GL102NA	144	17.46%	0.93%	40.91%	1.35%	3.63%	21.66%	7.33%	6.70%
Slimbridge Legion Soci GL103AH	26	28.97%	1.25%	55.74%	0.00%	2.66%	3.14%	5.72%	2.49%
Slimbridge Legion Soc GL103AH	27	11.13%	1.86%	50.95%	0.00%	4.14%	18.93%	4.62%	8.34%
Frampton Youth GL27LH	1	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%
S R Bars GL27HH	9	42.27%	5.00%	20.45%	24.54%	0.00%	0.00%	7.72%	0.00%
Slimbridgelegionsocial GL103AH	20	14.26%	0.00%	60.89%	2.10%	1.83%	15.32%	4.57%	1.01%
Frampton On Se GL27HG	13	0.00%	0.00%	24.51%	5.58%	0.00%	0.00%	3.32%	66.57%
Magpies Social Club GL102DG	8	77.85%	0.00%	14.22%	0.00%	2.61%	0.00%	0.00%	5.30%

# 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.

