



Sussex Brewery PO108AU

PO108AU

Punch T&L



Work Area

Chichester and Bognor Regis



Region

South East



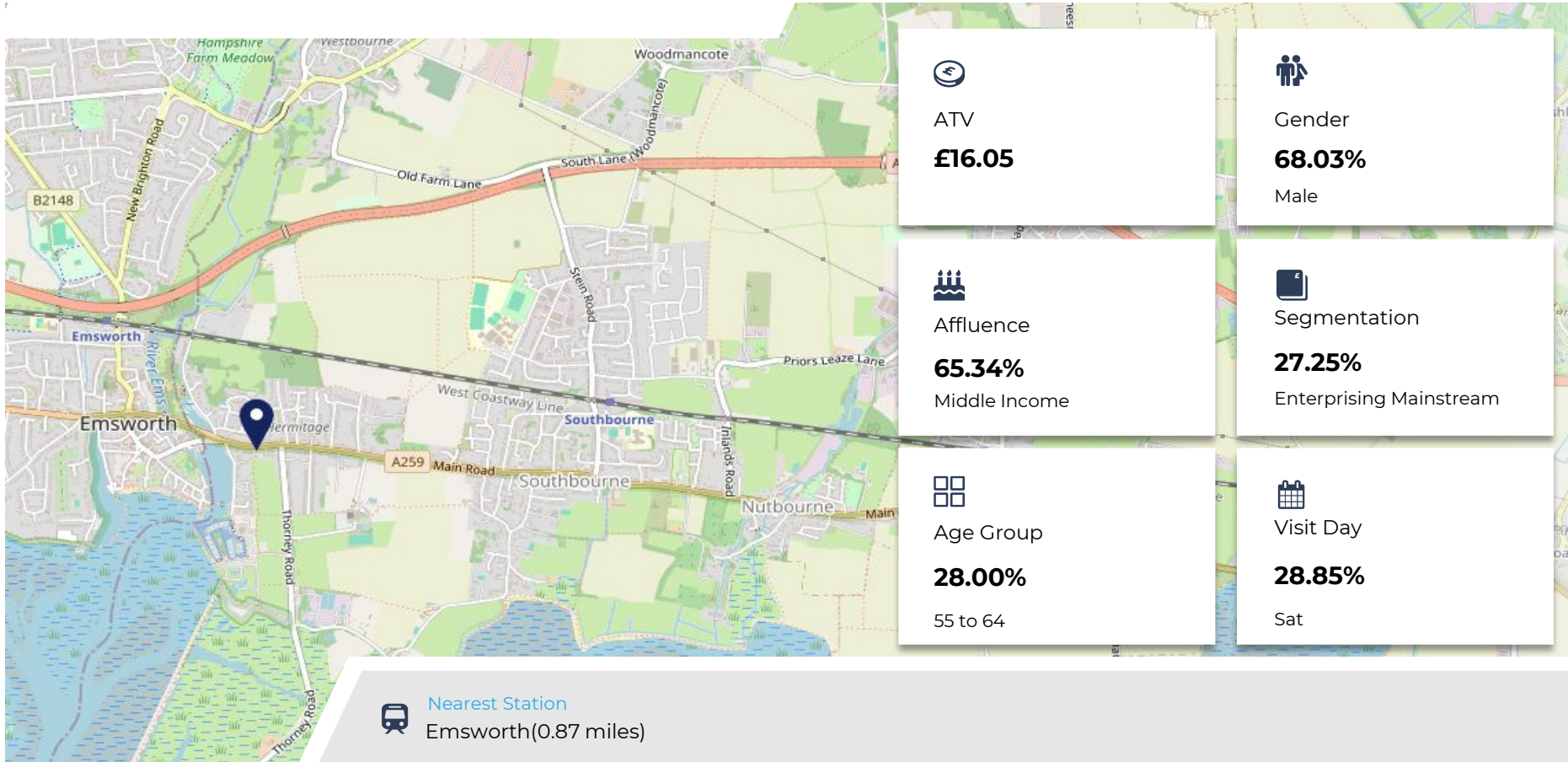
TV Region

South



Urbanicity

Urban city and town



ATV

£16.05

Gender

68.03%

Male



Affluence

65.34%

Middle Income



Segmentation

27.25%

Enterprising Mainstream



Age Group

28.00%

55 to 64



Visit Day

28.85%

Sat

Top Competitors



The Lord Raglan

PO107BJ

Admiral Taverns Ltd

#1



The Kings Arms

PO107JD

Fullers L&T

#2



The Ropemaker

PO107LF

Heartwood Inns

#3



Nearest Station

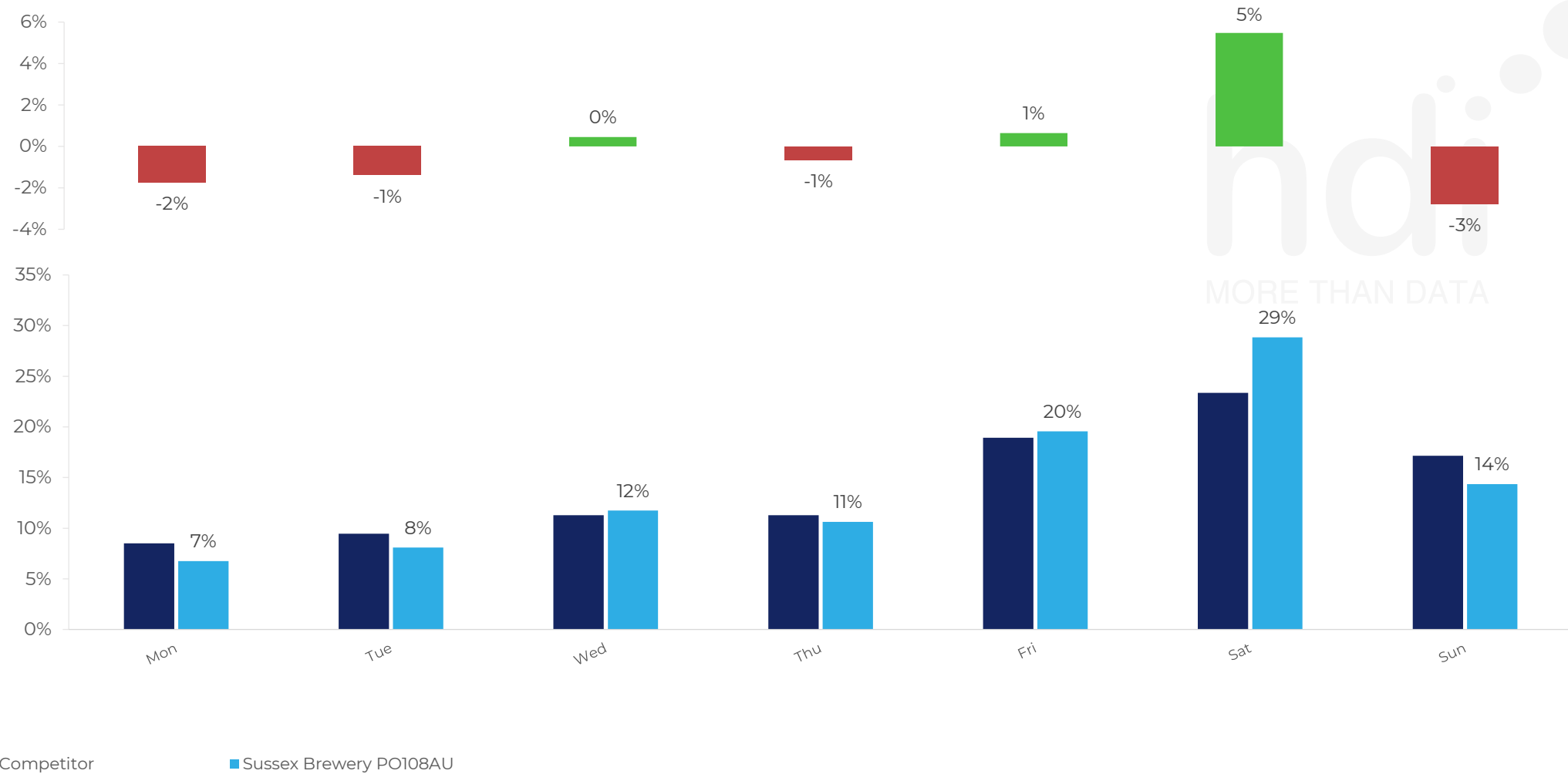
Emsworth(0.87 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Sussex Brewery PO108AU versus its competitors?

% of spend for Sussex Brewery PO108AU and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Day of Week

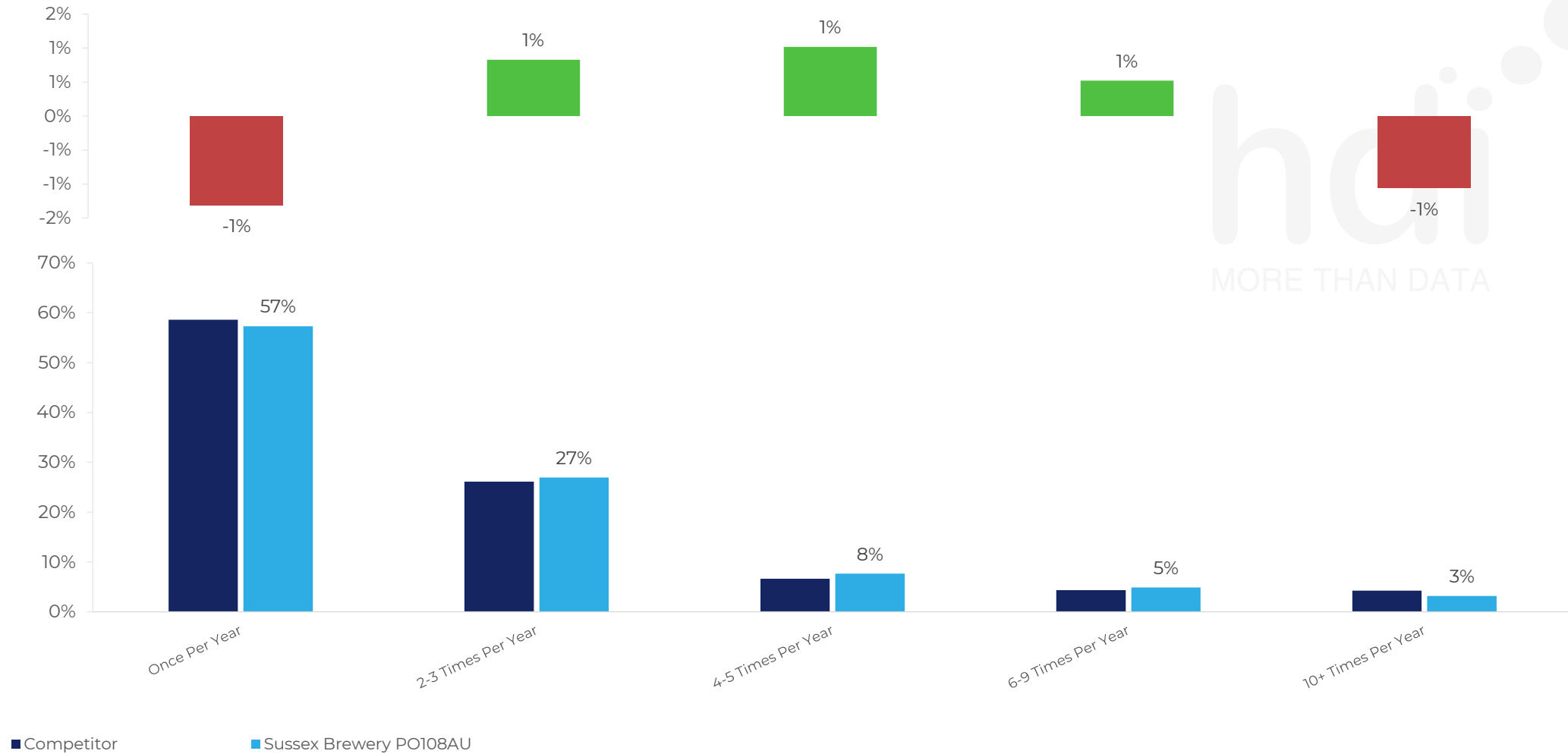




Visit Frequency

How frequently per year do customers visit Sussex Brewery PO108AU versus its competitors?

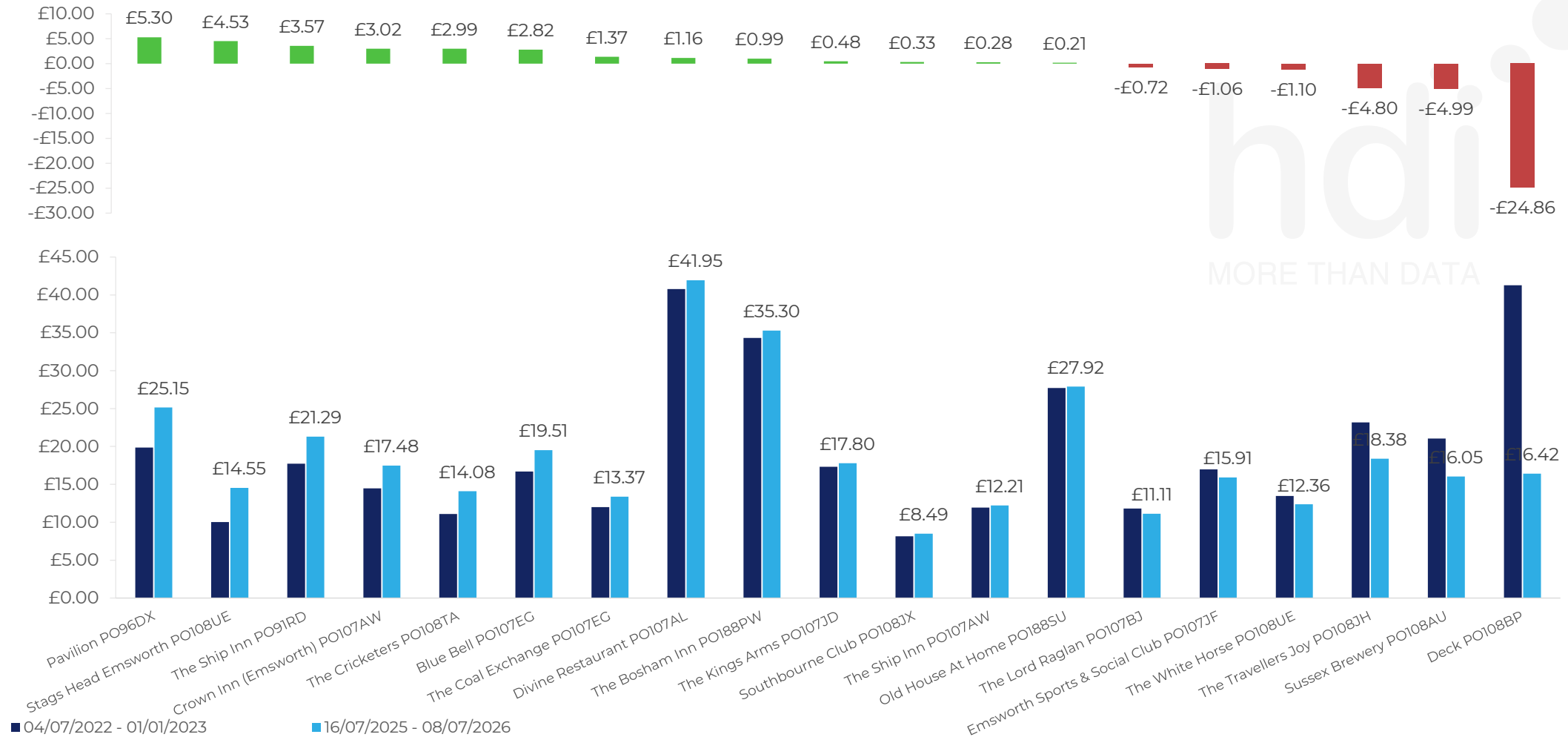
% of customer numbers for Sussex Brewery PO108AU and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

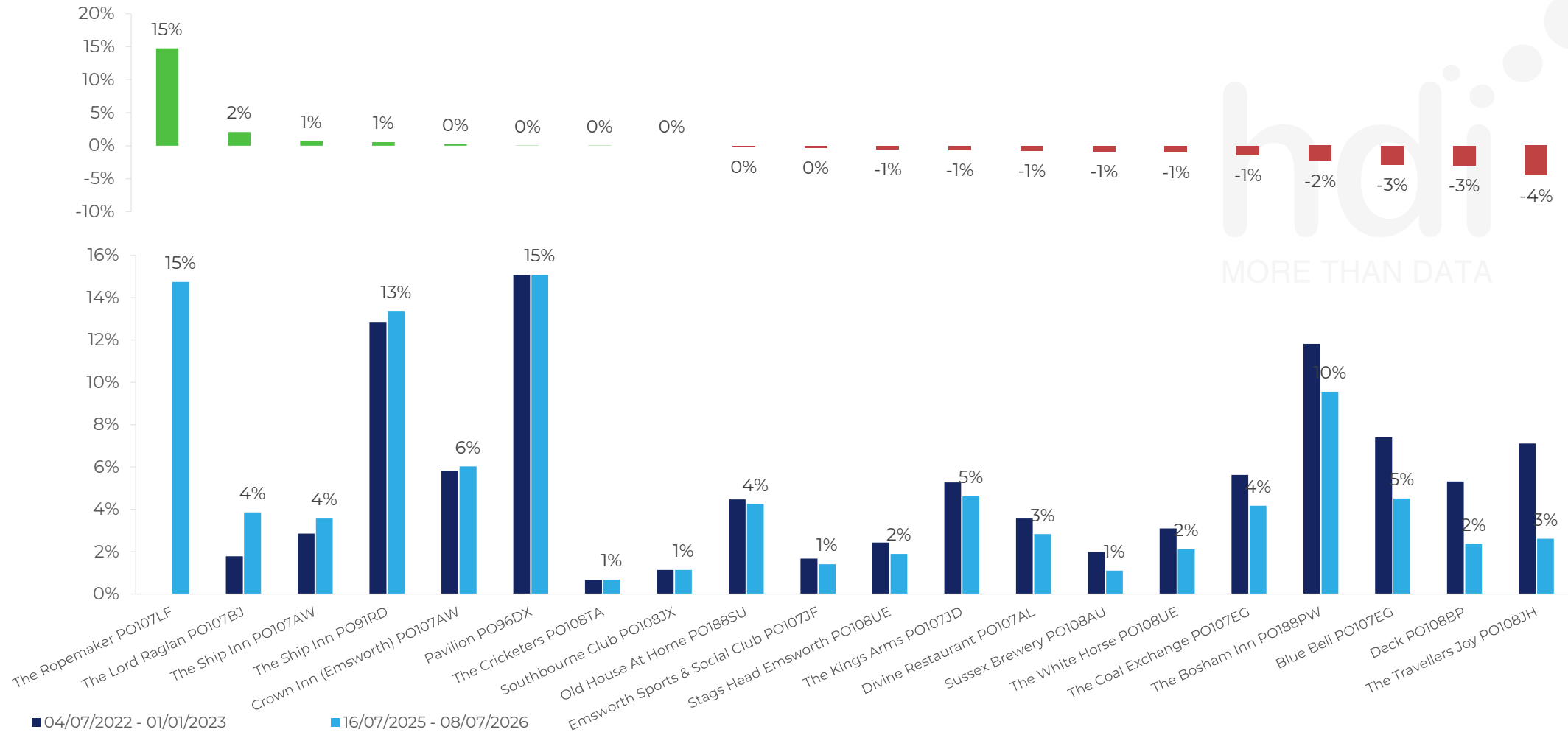




Market Share Change

How has market share changed between two date ranges?

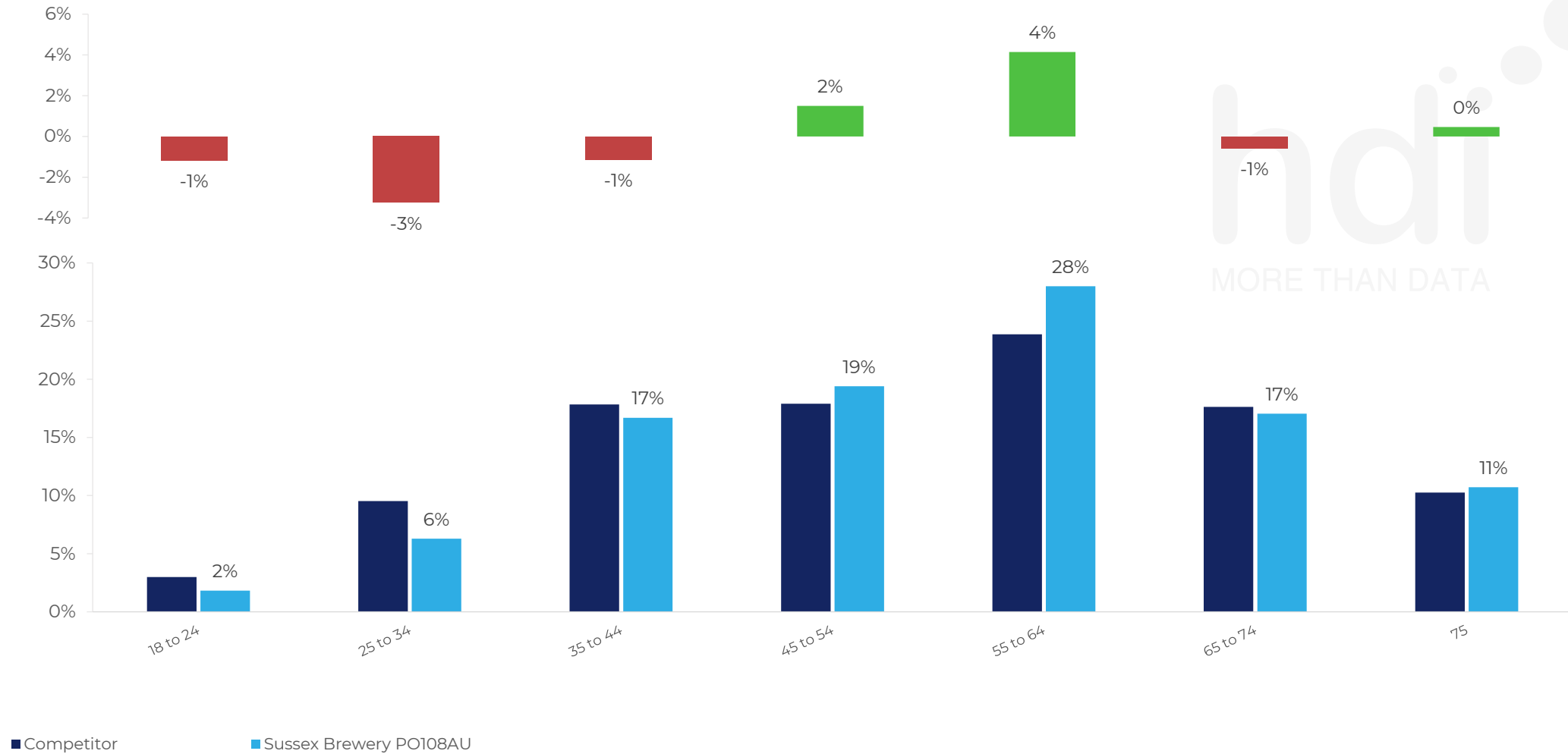
% of market share spend for Sussex Brewery PO108AU and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026





How does the age profile of customers who visit Sussex Brewery PO108AU compare versus its competitors?

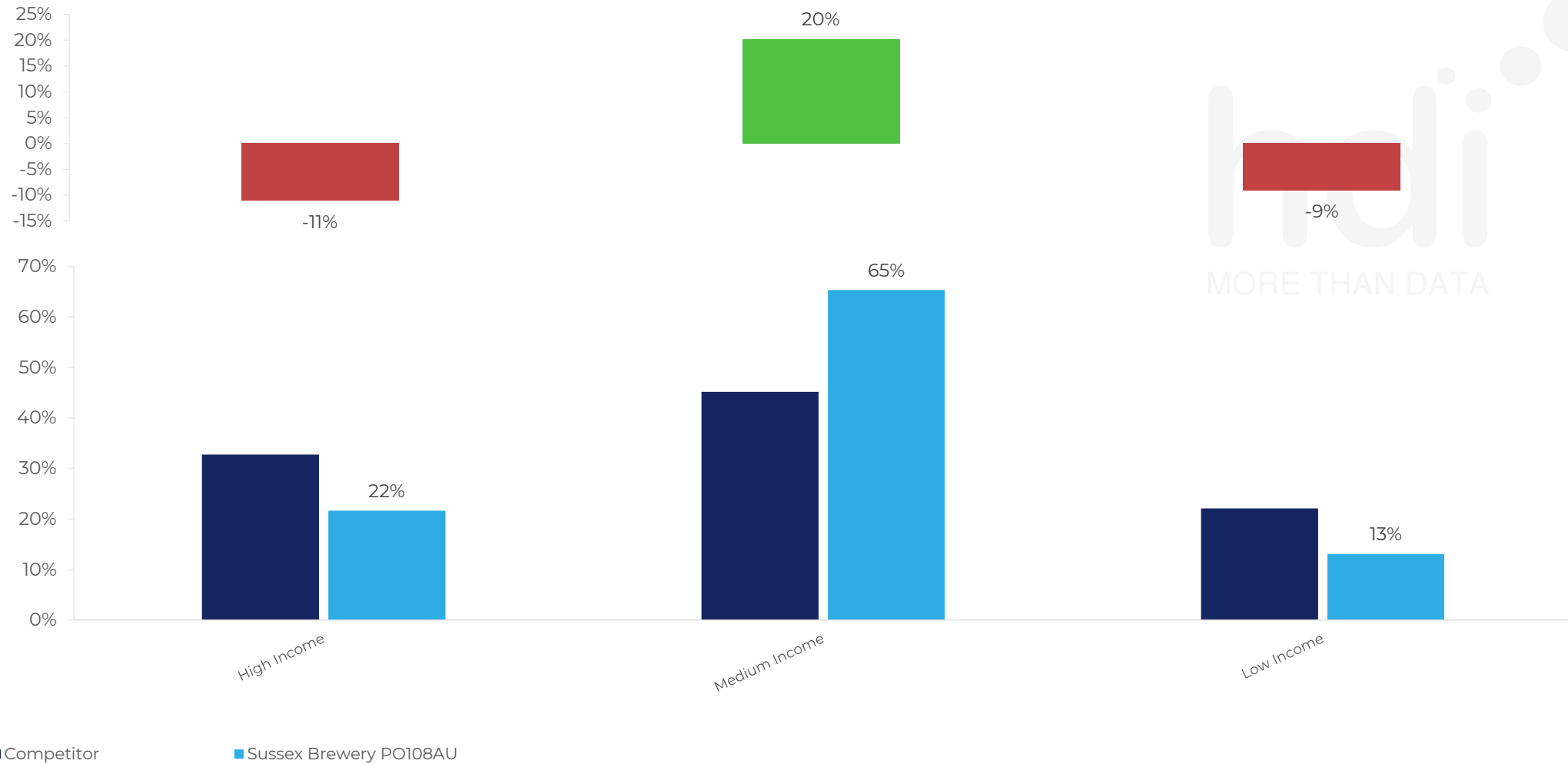
% of spend for Sussex Brewery PO108AU and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Age Range





How does the affluence of customers who visit Sussex Brewery PO108AU compare versus its competitors?

% of spend for Sussex Brewery PO108AU and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Affluence

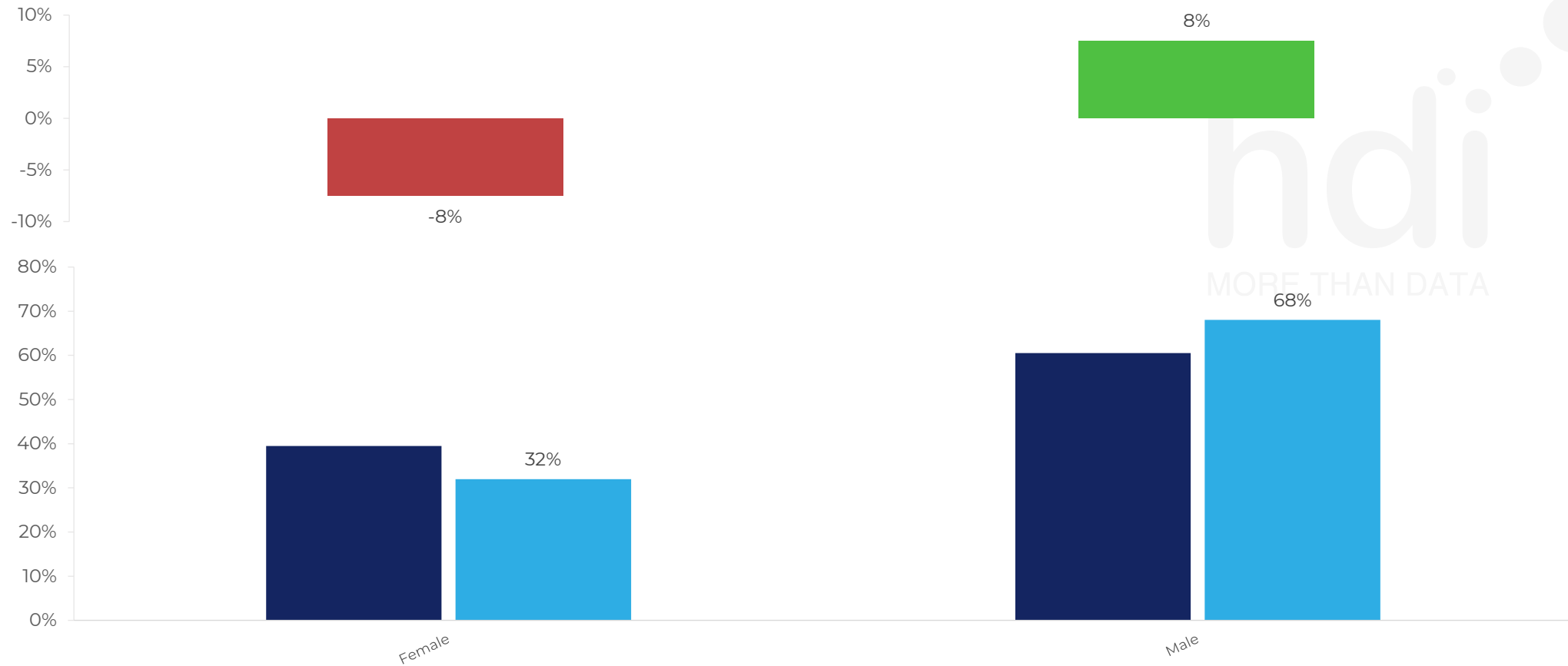




Gender

How does the gender profile of customers who visit Sussex Brewery PO108AU compare versus its competitors?

% of spend for Sussex Brewery PO108AU and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Gender



■ Competitor

■ Sussex Brewery PO108AU

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.

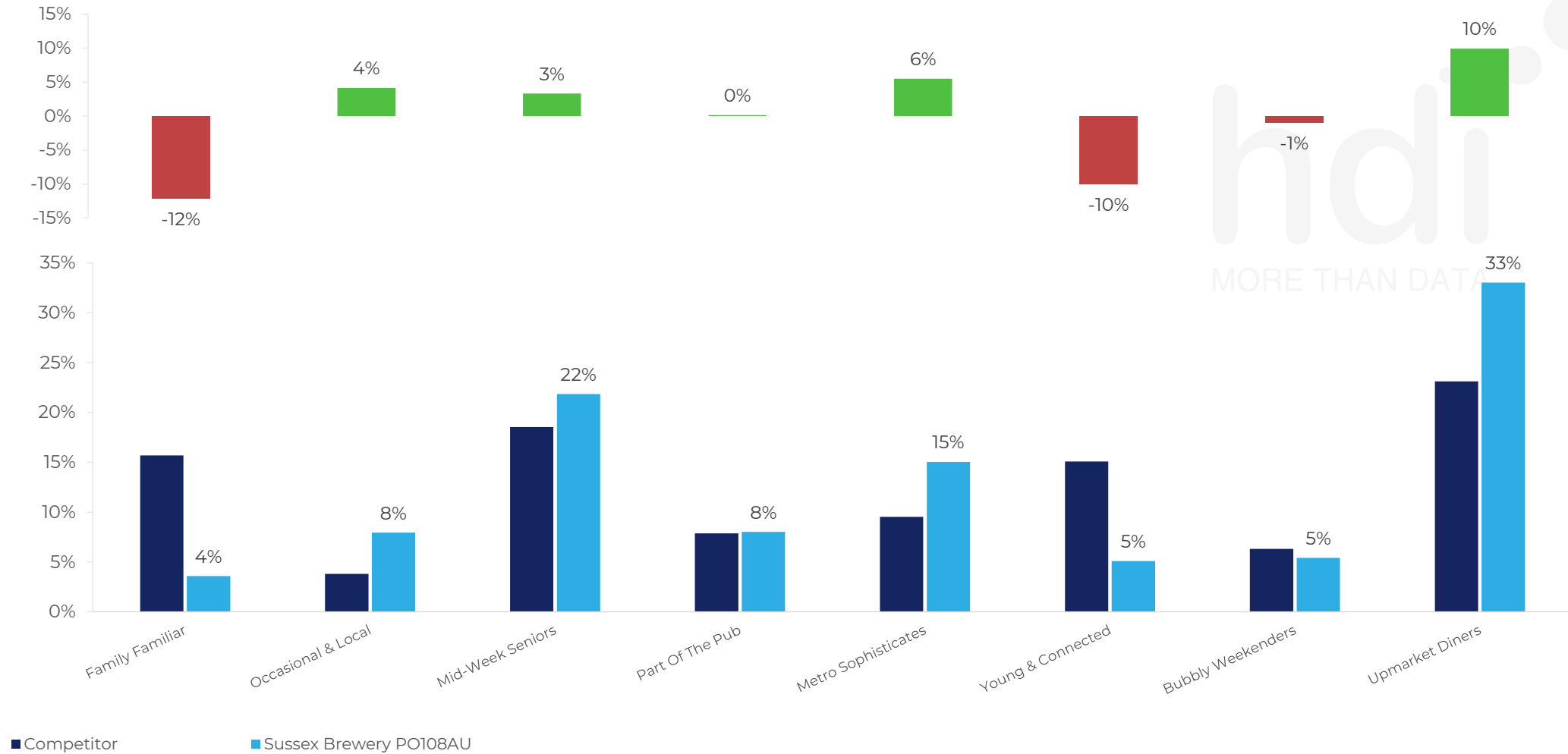




Punch Segmentation

How does the Custom segmentation profile of customers who visit Sussex Brewery PO108AU compare versus its competitors?

% of spend for Sussex Brewery PO108AU and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Segment

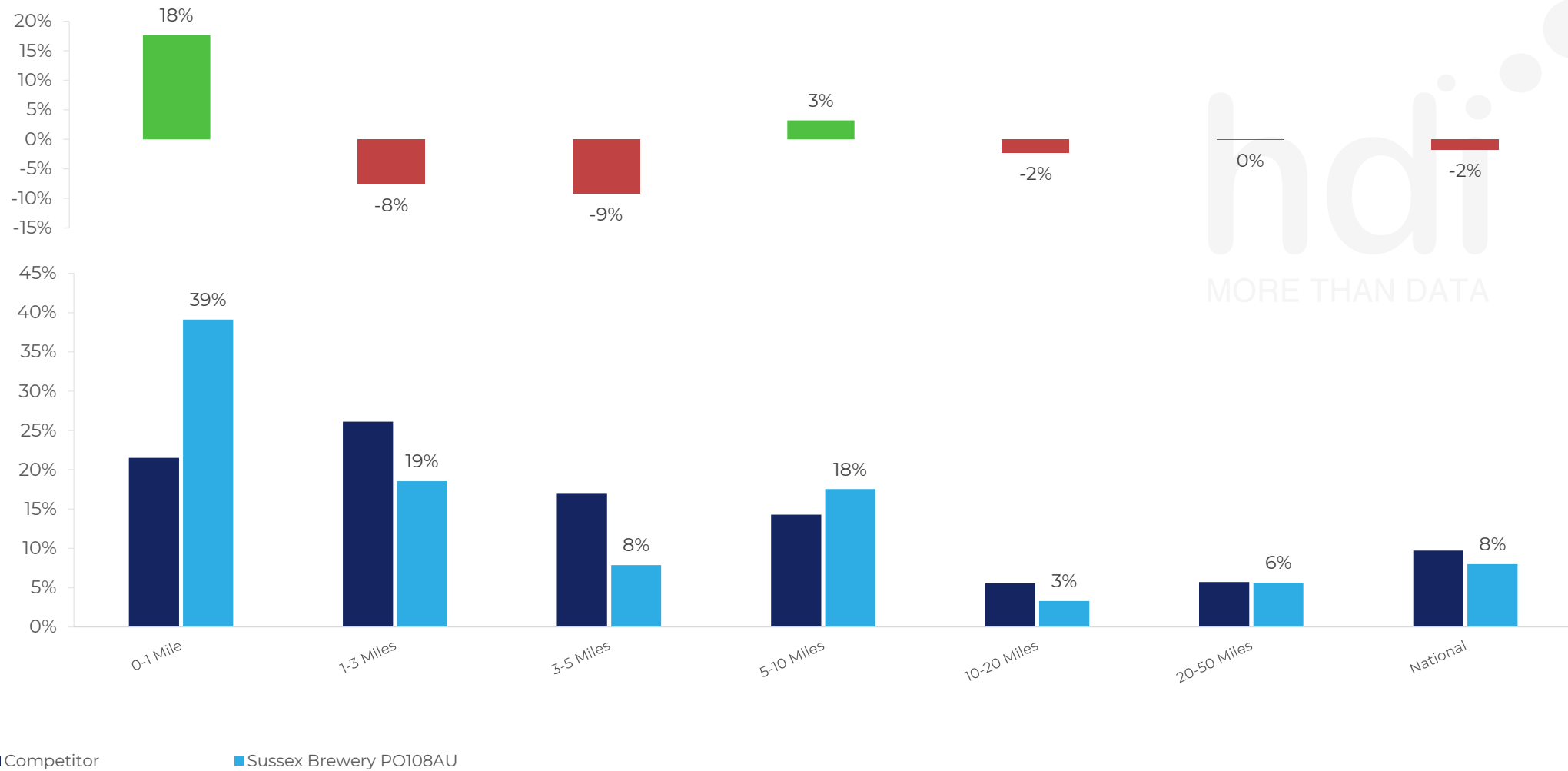




Spend by Distance

How does the spend profile of Sussex Brewery PO108AU compare versus its competitors based on travel distances?

% of spend for Sussex Brewery PO108AU and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Distance travelled

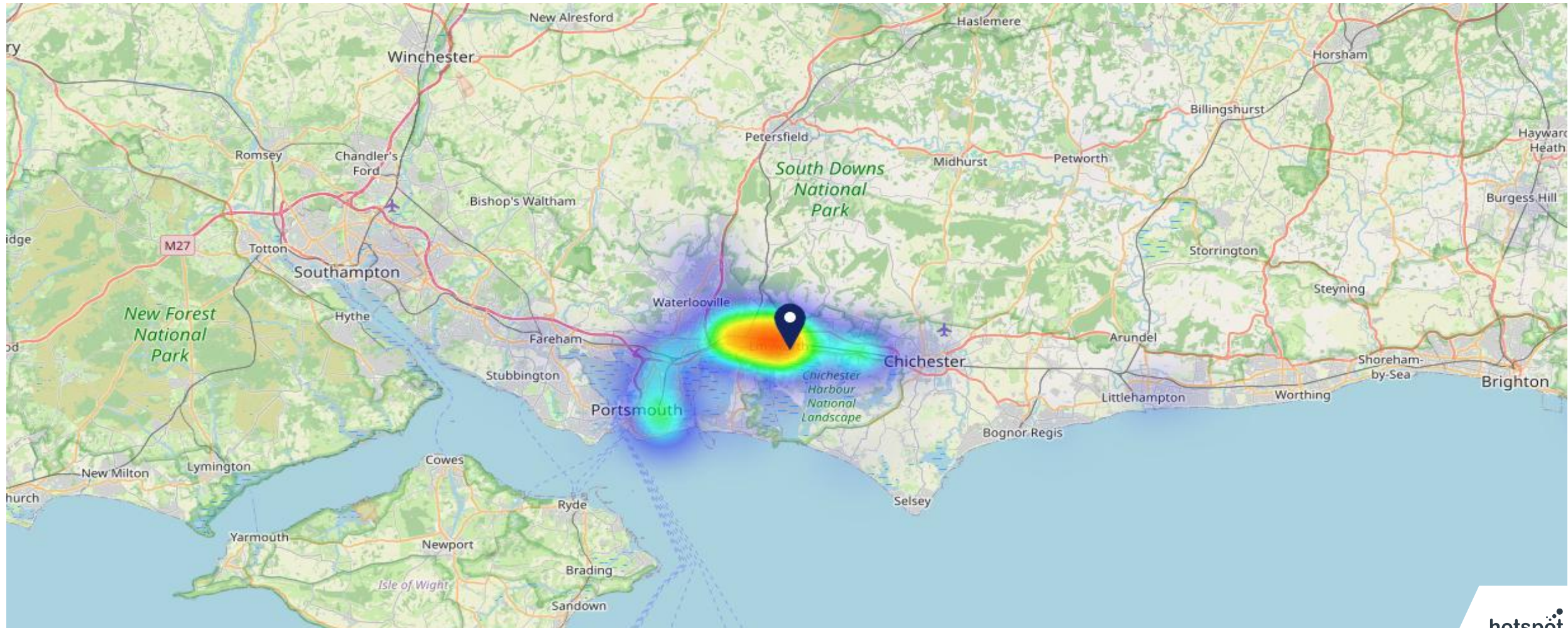




Map of Guest Origin

Where do customers of Sussex Brewery PO108AU come from?

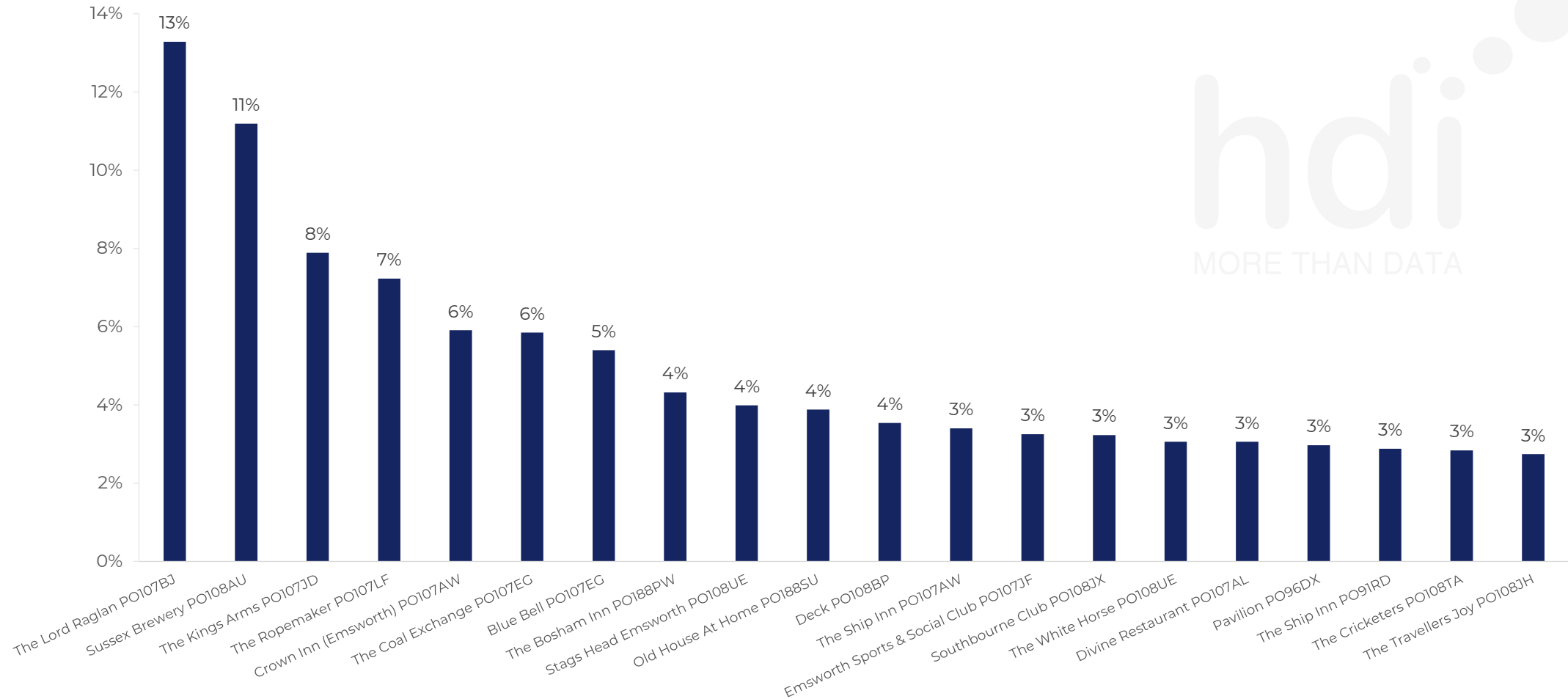
Where do customers of Sussex Brewery PO108AU for 16/07/2025 - 08/07/2026 live





What are the Top 20 venues (by spend) that customers of Sussex Brewery PO108AU also visit?

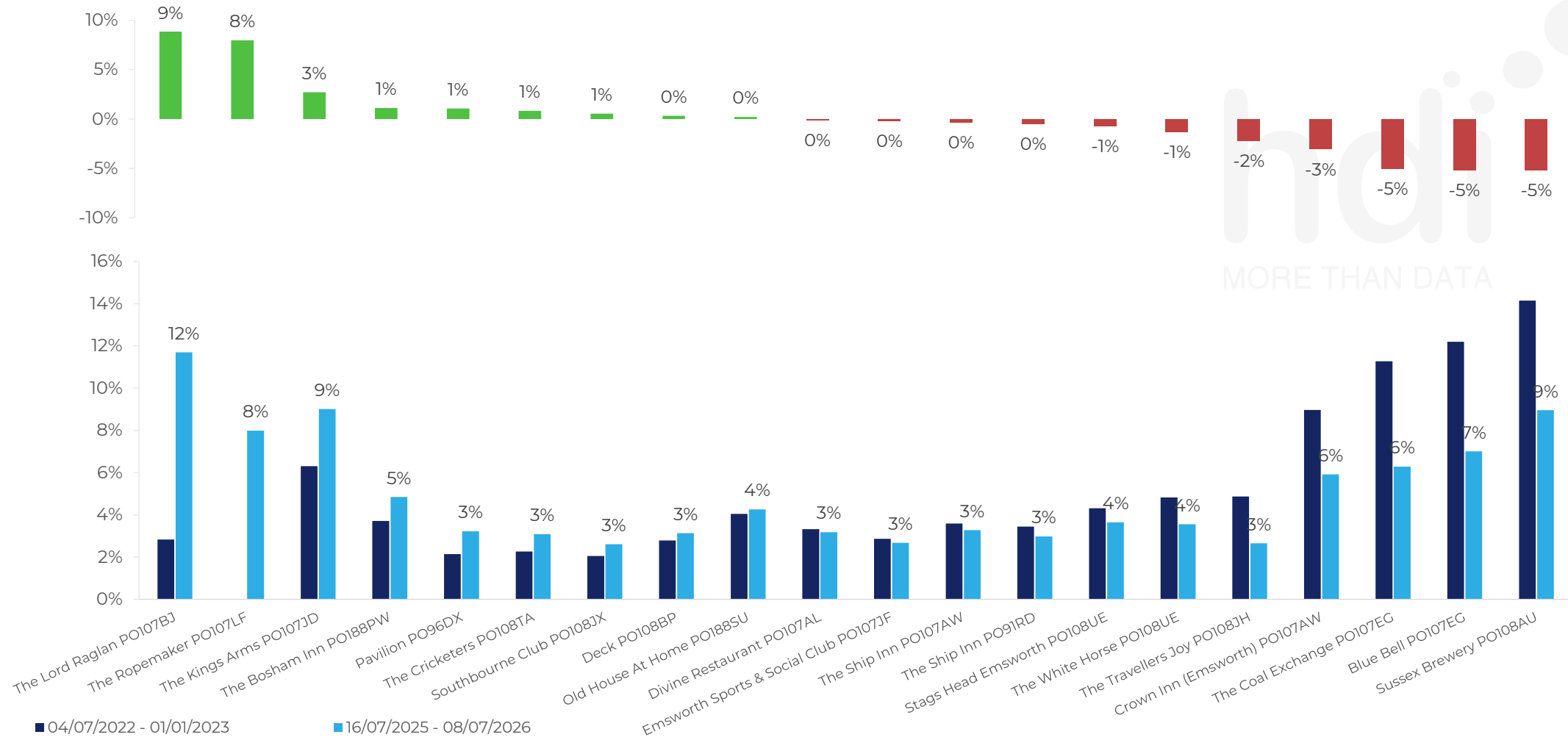
For customers of Sussex Brewery PO108AU, who are the top 20 competitors from 276 Chains in 3 Miles for 16/07/2025 - 08/07/2026 split by Venue





Share of Wallet Change

How has share of wallet of customers of Sussex Brewery PO108AU changed between two date ranges?





Market Summary

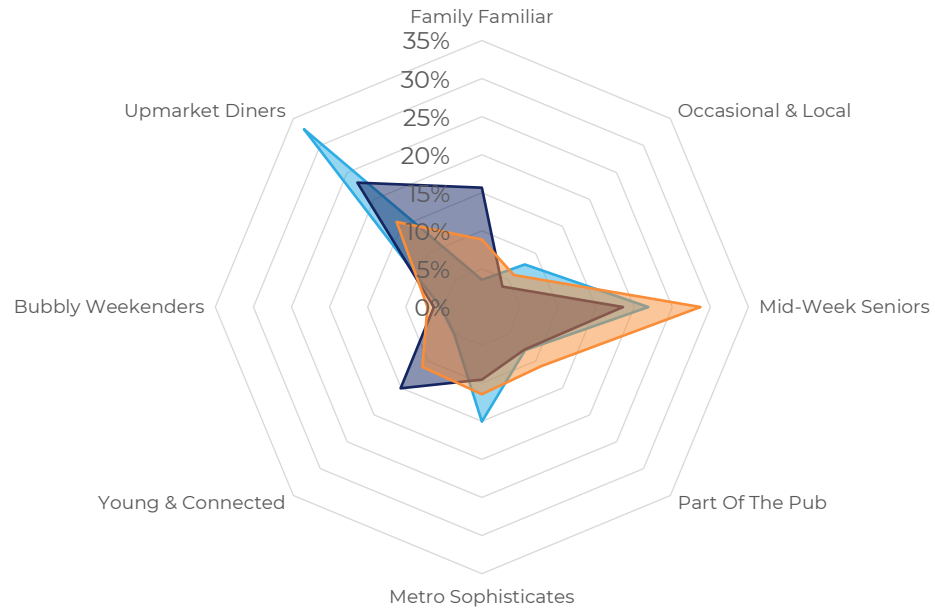
How does the local area for Sussex Brewery PO108AU compare to the national average (1 = low, 10 = high)

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	£263K	3	£7.15M	7	£17.05M	6	£76.31M	6
Weekpart	Mon - Thu	38.6%	4	41.6%	6	41.7%	6	44.9%	9
Weekpart	Fri - Sat	47.5%	8	44.4%	6	44.7%	7	39.6%	2
Weekpart	Sun	13.9%	5	14.0%	4	13.6%	3	15.5%	5
Age	18 to 24	0.7%	1	2.2%	2	2.7%	2	4.2%	2
Age	25 to 34	6.8%	1	9.0%	1	8.9%	1	12.8%	1
Age	35 to 44	17.5%	2	15.4%	1	16.3%	1	20.6%	2
Age	45 to 54	20.2%	5	16.5%	2	16.8%	2	17.5%	2
Age	55 to 64	26.6%	10	27.3%	10	26.8%	10	21.4%	10
Age	65 to 74	18.8%	10	18.8%	10	18.0%	10	15.0%	10
Age	75+	9.4%	10	10.8%	10	10.5%	10	8.6%	10
CAMEO	Business Elite	3.8%	4	7.2%	6	7.6%	6	5.8%	4
CAMEO	Prosperous Professionals	3.9%	3	6.6%	6	7.8%	7	7.4%	7
CAMEO	Flourishing Society	15.1%	7	21.1%	9	21.2%	9	15.2%	7
CAMEO	Content Communities	6.5%	1	11.9%	5	12.4%	5	12.9%	6
CAMEO	White Collar Neighbourhoods	18.5%	10	13.6%	8	12.8%	7	11.8%	6
CAMEO	Enterprising Mainstream	27.5%	10	15.8%	10	15.1%	10	8.5%	5
CAMEO	Paying The Mortgage	13.6%	5	8.3%	2	9.1%	2	11.1%	3
CAMEO	Cash Conscious Communities	7.7%	5	7.4%	4	6.1%	3	7.1%	3
CAMEO	On A Budget	3.0%	2	4.8%	4	5.2%	4	13.3%	10
CAMEO	Family Value	0.6%	2	3.4%	6	2.8%	6	6.9%	8
Affluence	AB	22.7%	4	34.9%	7	36.6%	7	28.4%	5
Affluence	C1C2	66.0%	10	49.6%	6	49.3%	6	44.4%	4
Affluence	DE	11.3%	2	15.5%	4	14.1%	3	27.2%	8



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
Sussex Brewery	121	3.59%	7.94%	21.85%	8.02%	15.04%	5.09%	5.41%	33.03%
Local Catchment	5744	15.70%	3.81%	18.53%	7.88%	9.53%	15.08%	6.31%	23.11%
Punch T&L	92126	8.87%	5.96%	28.70%	10.97%	11.44%	11.08%	7.13%	15.82%
Sussex Brewery vs Local Catchment		-12.11%	4.13%	3.32%	0.14%	5.51%	-9.99%	-0.90%	9.92%
Sussex Brewery vs Punch T&L		-5.28%	1.98%	-6.85%	-2.95%	3.60%	-5.99%	-1.72%	17.21%
Local Catchment vs Punch T&L		6.83%	-2.15%	-10.17%	-3.09%	-1.91%	4.00%	-0.82%	7.29%



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
The Lord Raglan PO107BJ	285	3.73%	2.60%	52.33%	17.25%	6.39%	5.07%	4.12%	8.47%
Sussex Brewery PO108AU	121	3.59%	7.94%	21.85%	8.02%	15.04%	5.09%	5.41%	33.03%
The Kings Arms PO107JD	209	3.12%	1.83%	14.84%	24.14%	12.48%	21.10%	3.58%	18.87%
The Ropemaker PO107LF	563	8.82%	1.23%	23.63%	1.66%	11.10%	8.23%	6.72%	38.56%
Crown Inn (Emsworth) PO107AW	389	4.86%	4.51%	24.28%	23.71%	7.34%	10.12%	7.88%	17.27%
The Coal Exchange PO107EG	407	6.47%	1.76%	38.07%	6.05%	10.97%	7.65%	5.68%	23.31%
Blue Bell PO107EG	408	4.03%	3.99%	25.19%	4.50%	8.73%	8.79%	5.52%	39.21%
The Bosham Inn PO188PW	406	15.56%	3.33%	15.47%	0.92%	14.98%	6.24%	9.81%	33.65%
Stags Head Emsworth PO108UE	108	10.75%	4.77%	19.98%	9.86%	16.79%	8.75%	3.66%	25.39%
Old House At Home PO188SU	225	1.46%	1.43%	21.43%	3.26%	25.99%	2.42%	2.44%	41.52%
Deck PO108BP	213	5.15%	2.24%	23.80%	0.86%	5.11%	6.66%	4.46%	51.67%
The Ship Inn PO107AW	289	9.37%	7.40%	9.52%	10.37%	13.27%	24.48%	13.04%	12.51%
Emsworth Sports & Social Club PO107JF	72	16.66%	3.72%	35.01%	6.86%	3.41%	2.50%	4.80%	27.00%
Southbourne Club PO108JX	33	15.79%	0.43%	44.93%	4.57%	5.77%	11.89%	9.92%	6.65%
The White Horse PO108UE	118	3.80%	0.30%	16.45%	3.75%	17.31%	3.91%	4.67%	49.77%
Divine Restaurant PO107AL	165	15.28%	1.93%	15.32%	2.93%	12.55%	10.68%	5.43%	35.84%
Pavilion PO96DX	715	12.73%	2.51%	16.54%	0.82%	4.00%	7.39%	7.71%	48.25%
The Ship Inn PO91RD	979	8.17%	3.27%	16.93%	4.17%	12.18%	23.44%	6.57%	25.23%
The Cricketers PO108TA	36	7.48%	0.79%	12.86%	28.35%	24.16%	21.00%	1.23%	4.08%
The Travellers Joy PO108JH	165	10.74%	2.85%	19.87%	3.80%	6.57%	15.20%	9.39%	31.54%
Wheelwright's Arms PO92SN	337	11.46%	3.13%	11.35%	1.27%	11.26%	22.76%	7.78%	30.94%
The Parchment Makers PO91HE	629	18.20%	4.52%	16.37%	28.69%	6.07%	19.13%	4.06%	2.92%
Mandarin PO107DG	113	32.45%	0.62%	16.60%	4.40%	5.96%	8.38%	5.76%	25.80%
Ls Mamawu PO188RY	188	19.95%	2.72%	19.59%	1.09%	3.20%	12.97%	4.34%	36.10%
Taste Of India PO107AL	111	5.66%	0.43%	23.87%	2.78%	9.84%	11.52%	6.63%	39.25%