



Castle Of Comfort GU345LU

GU345LU

Punch T&L



Work Area

Basingstoke



Region

South East



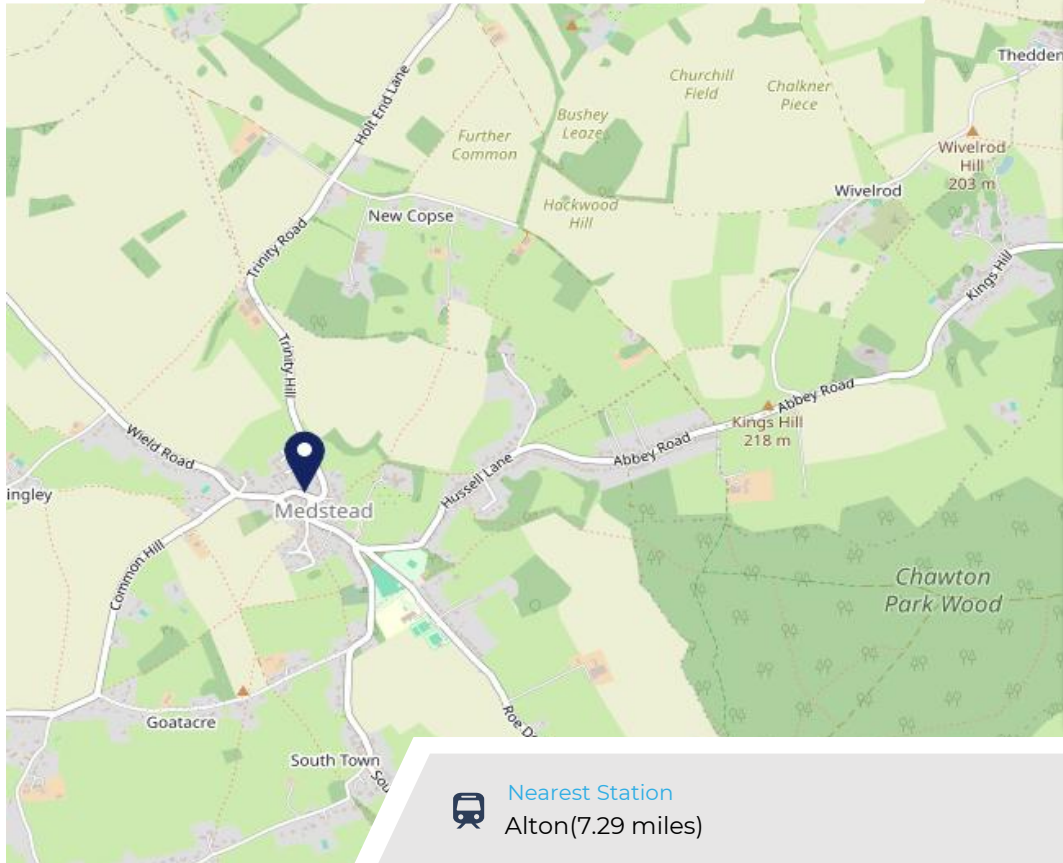
TV Region

South



Urbanicity

Rural village



ATV

£17.46

Gender

60.80%

Male



Affluence

34.83%

Low Income



Segmentation

32.11%

Family Value



Age Group

43.41%

35 to 44



Visit Day

33.33%

Sun

Top Competitors



Yew Tree

SO249RX

Pub Restaurant

#1



Triple Fff Brewery Lim

GU345HN

Pub / Bar

#2



Sun Inn

GU345JT

Pub Restaurant

#3



Nearest Station

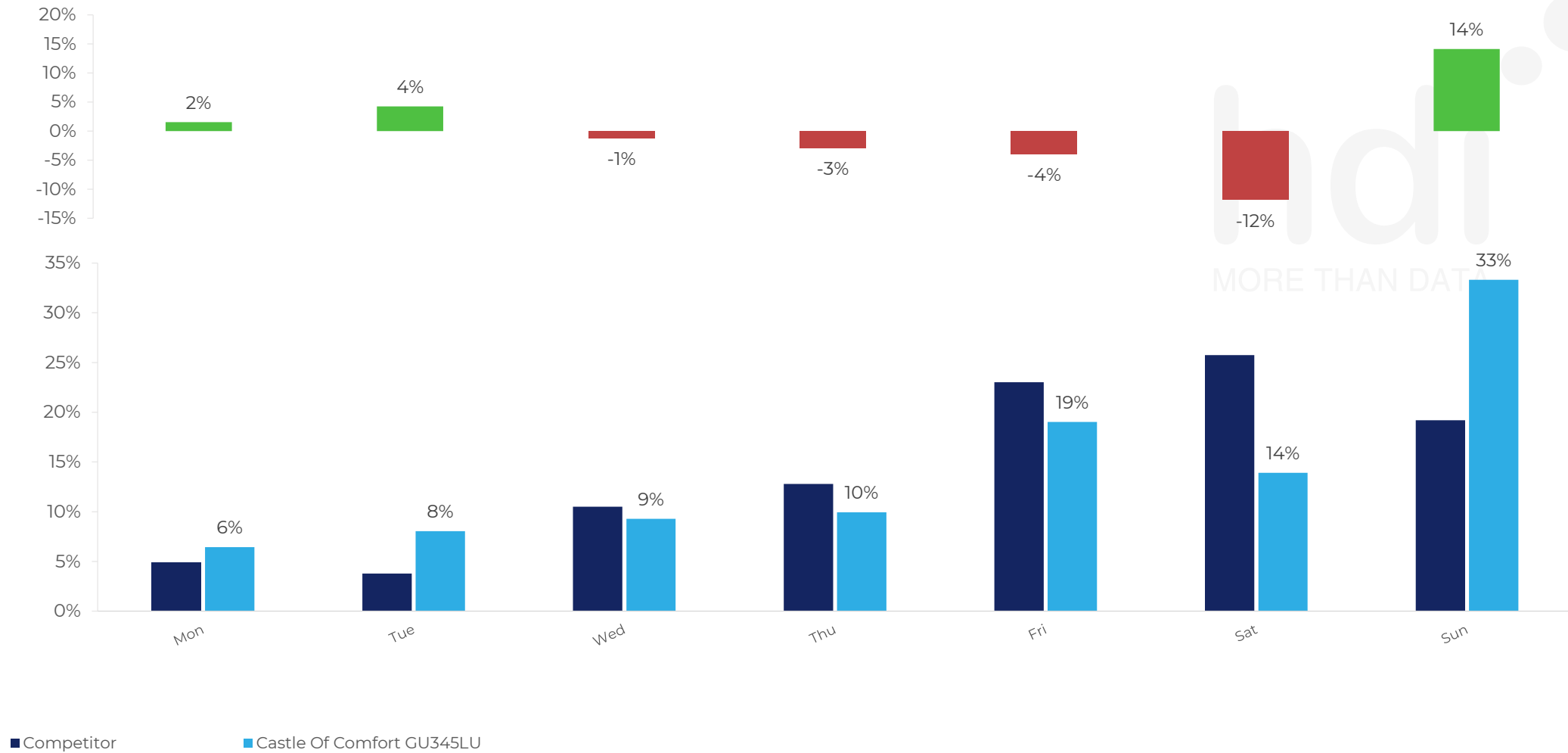
Alton(7.29 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Castle Of Comfort GU345LU versus its competitors?

% of spend for Castle Of Comfort GU345LU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Day of Week

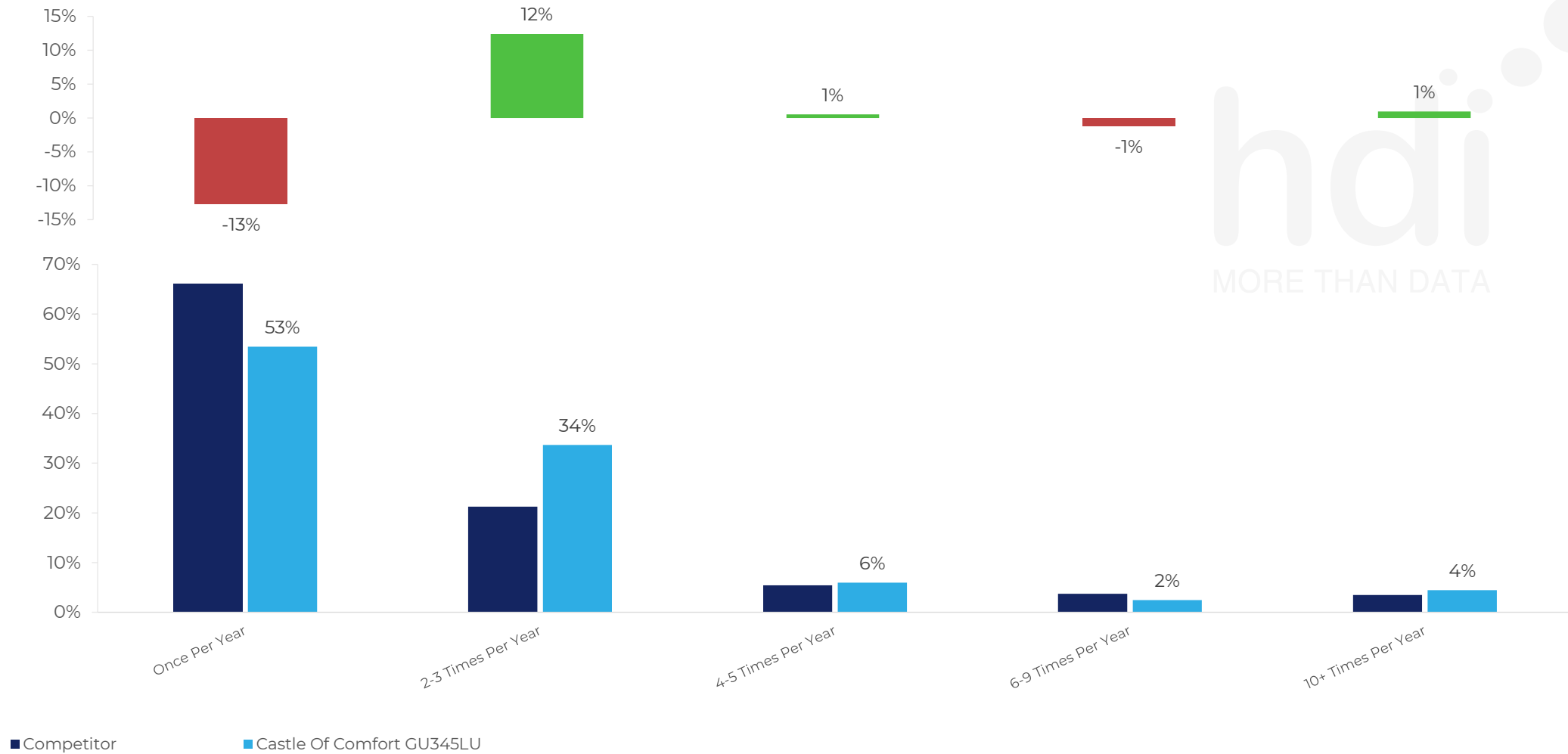




Visit Frequency

How frequently per year do customers visit Castle Of Comfort GU345LU versus its competitors?

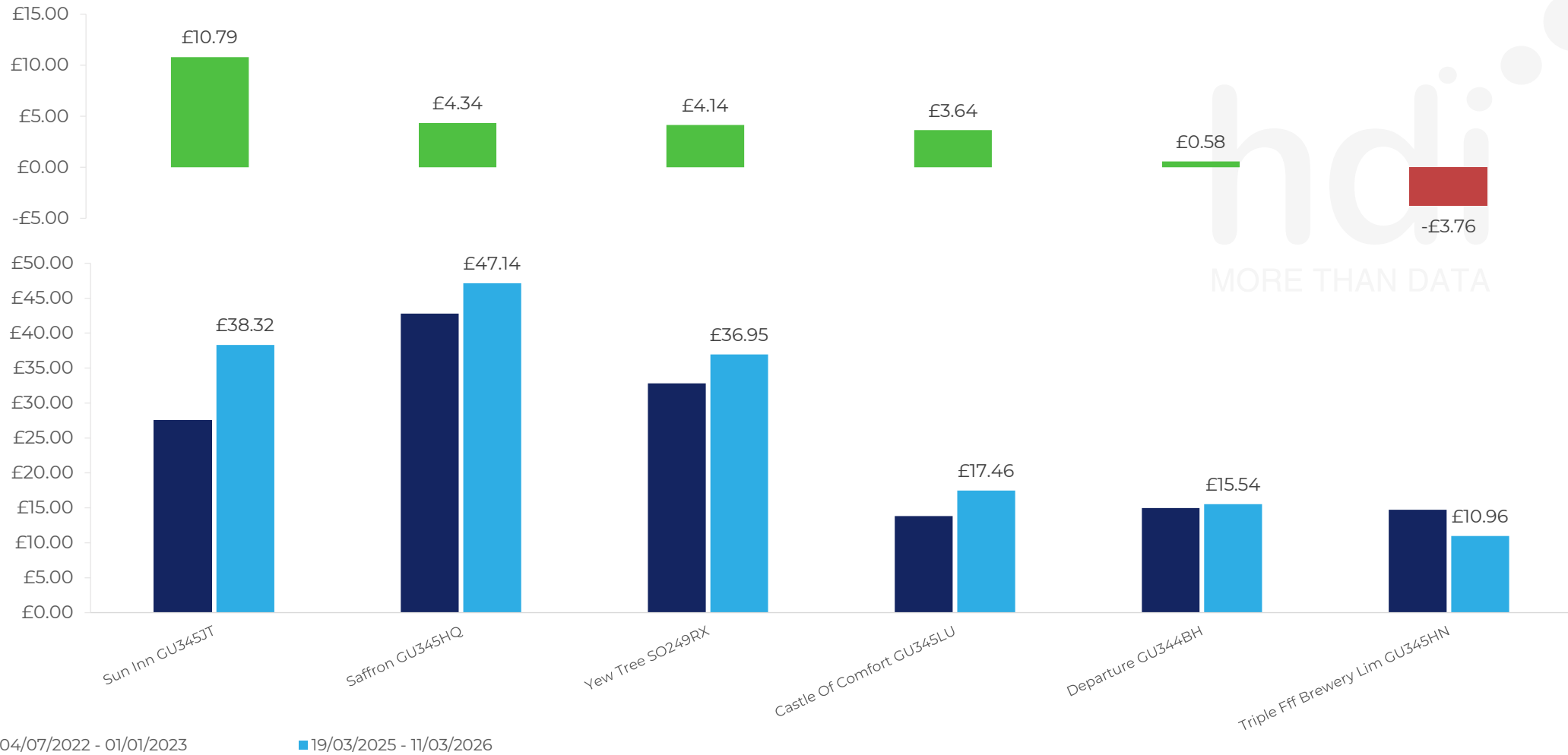
% of customer numbers for Castle Of Comfort GU345LU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

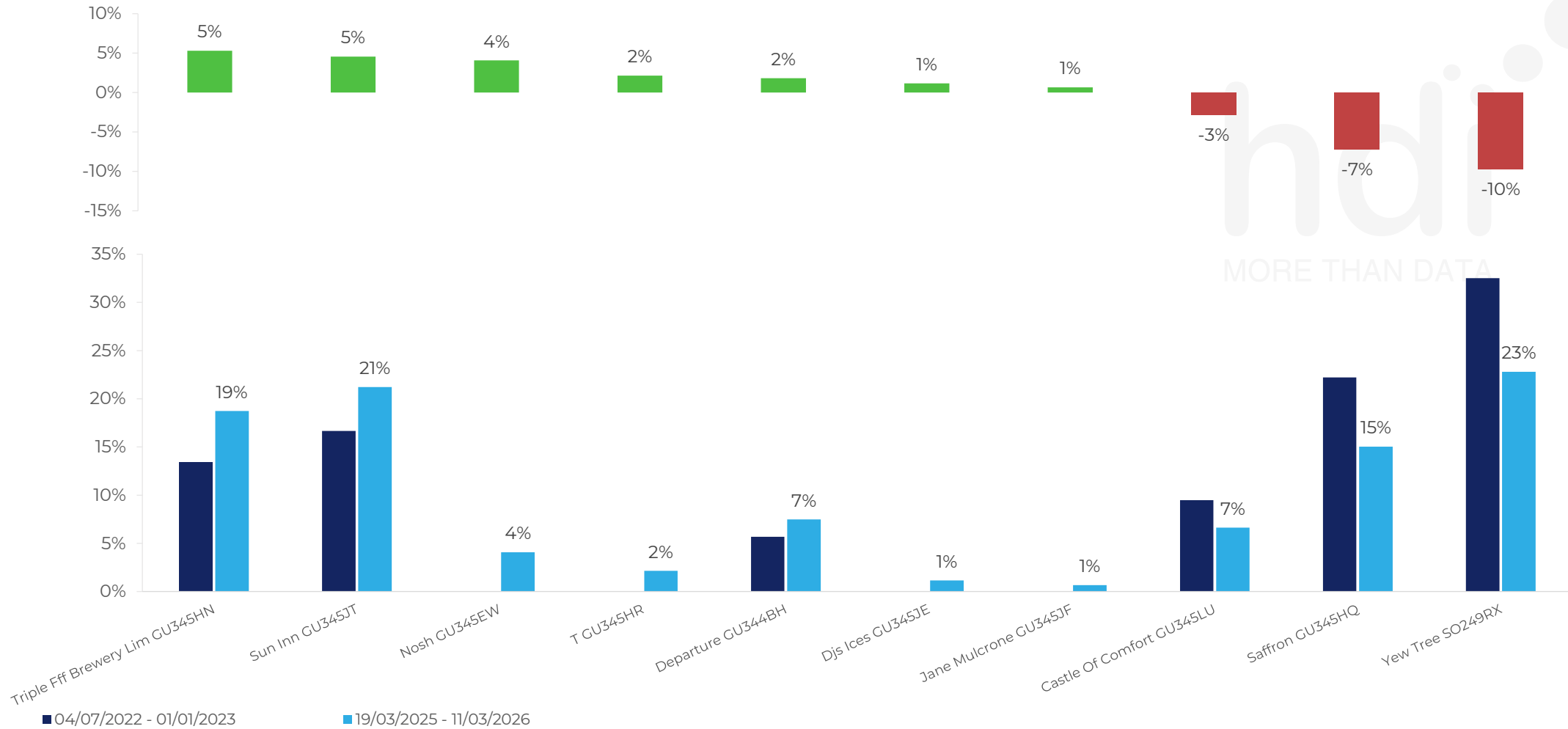




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Castle Of Comfort GU345LU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026

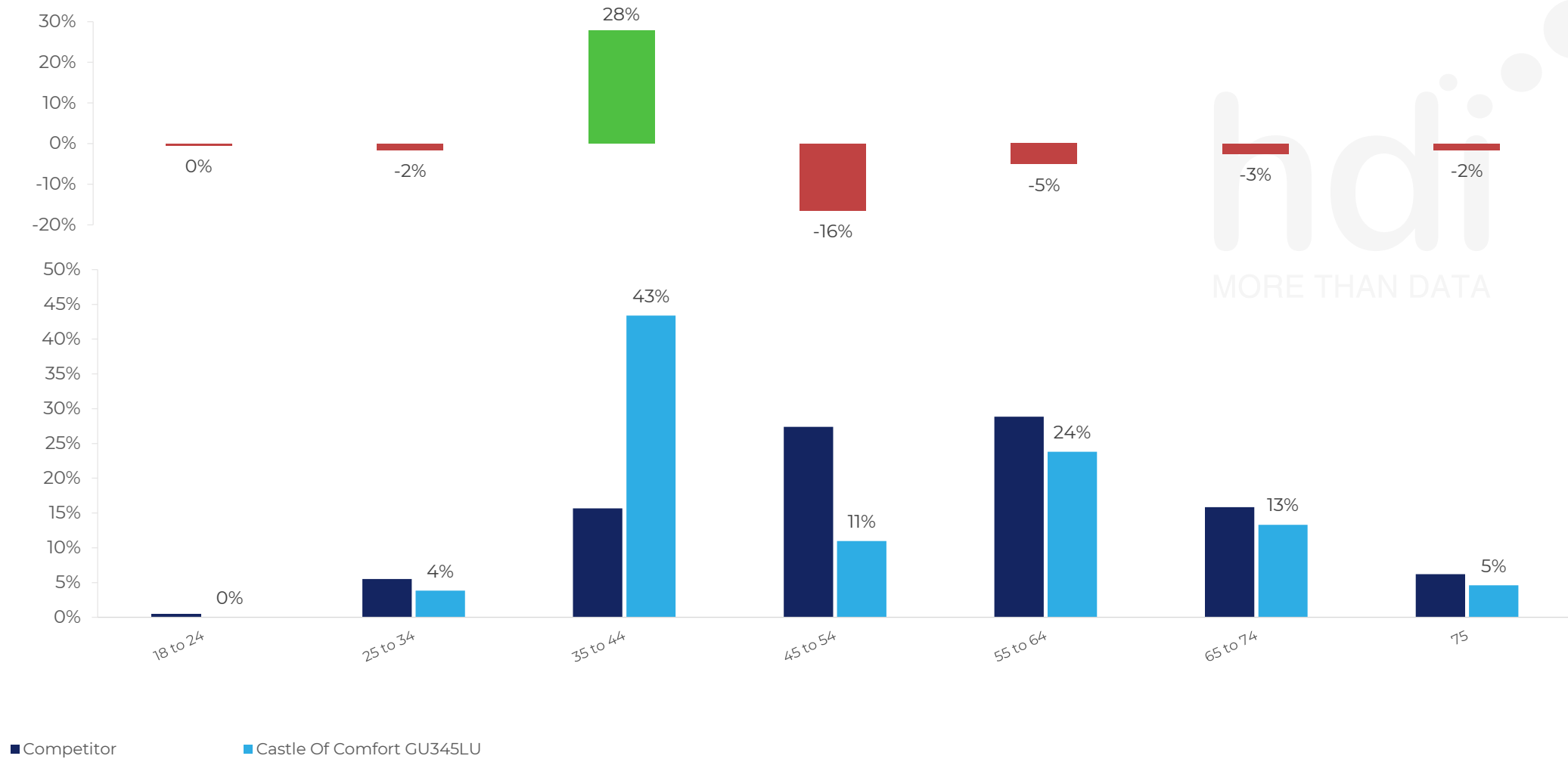




Age

How does the age profile of customers who visit Castle Of Comfort GU345LU compare versus its competitors?

% of spend for Castle Of Comfort GU345LU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Age Range

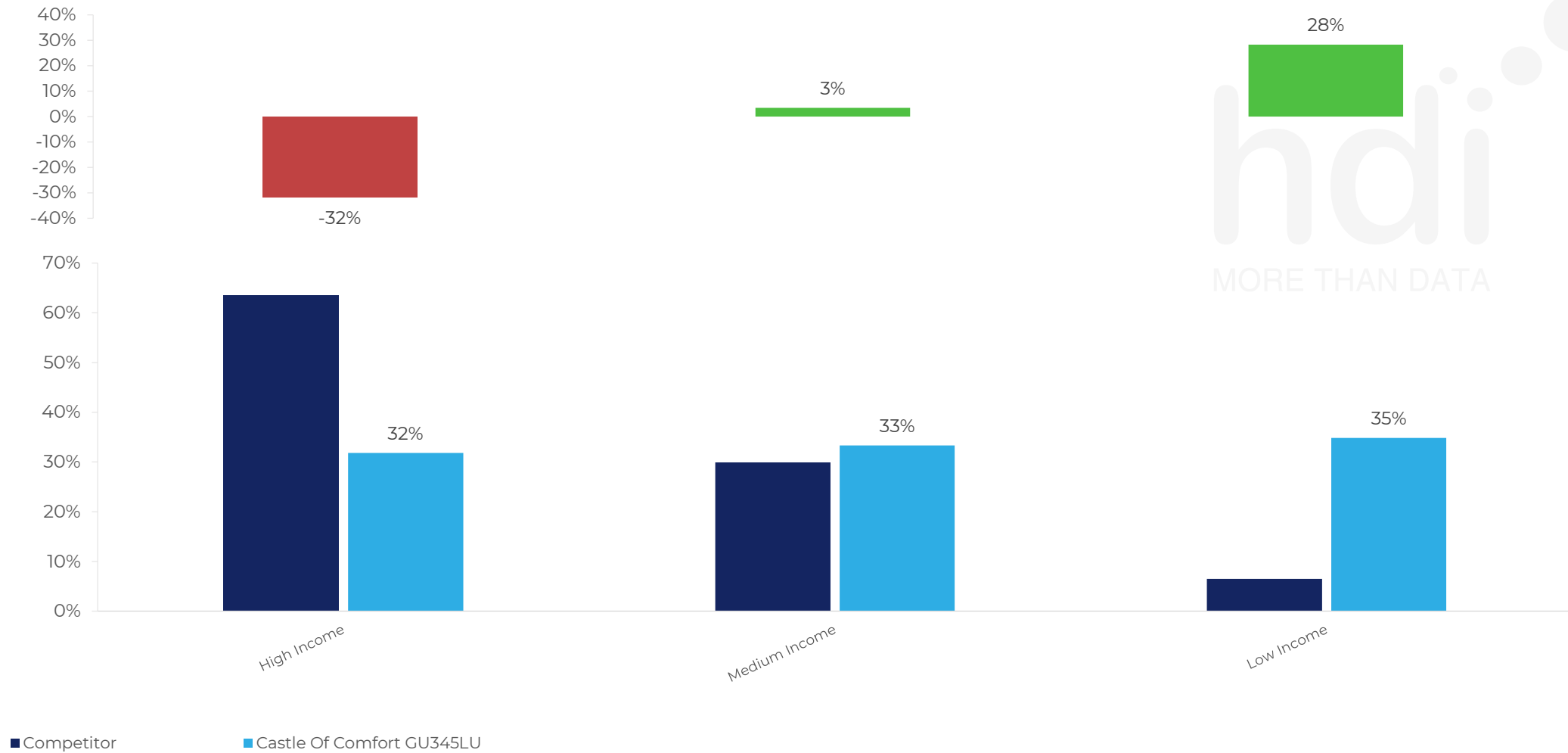




Affluence

How does the affluence of customers who visit Castle Of Comfort GU345LU compare versus its competitors?

% of spend for Castle Of Comfort GU345LU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Affluence

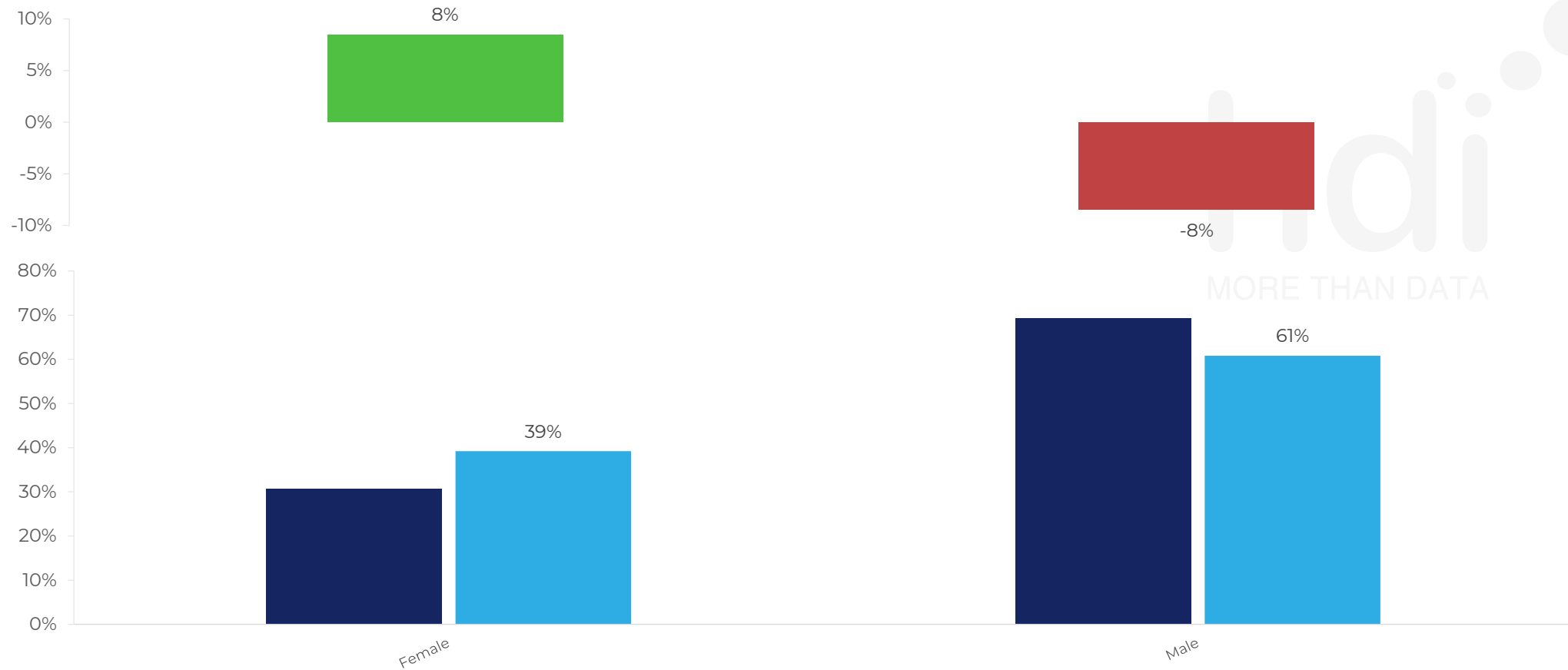




Gender

How does the gender profile of customers who visit Castle Of Comfort GU345LU compare versus its competitors?

% of spend for Castle Of Comfort GU345LU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Gender



■ Competitor

■ Castle Of Comfort GU345LU

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.

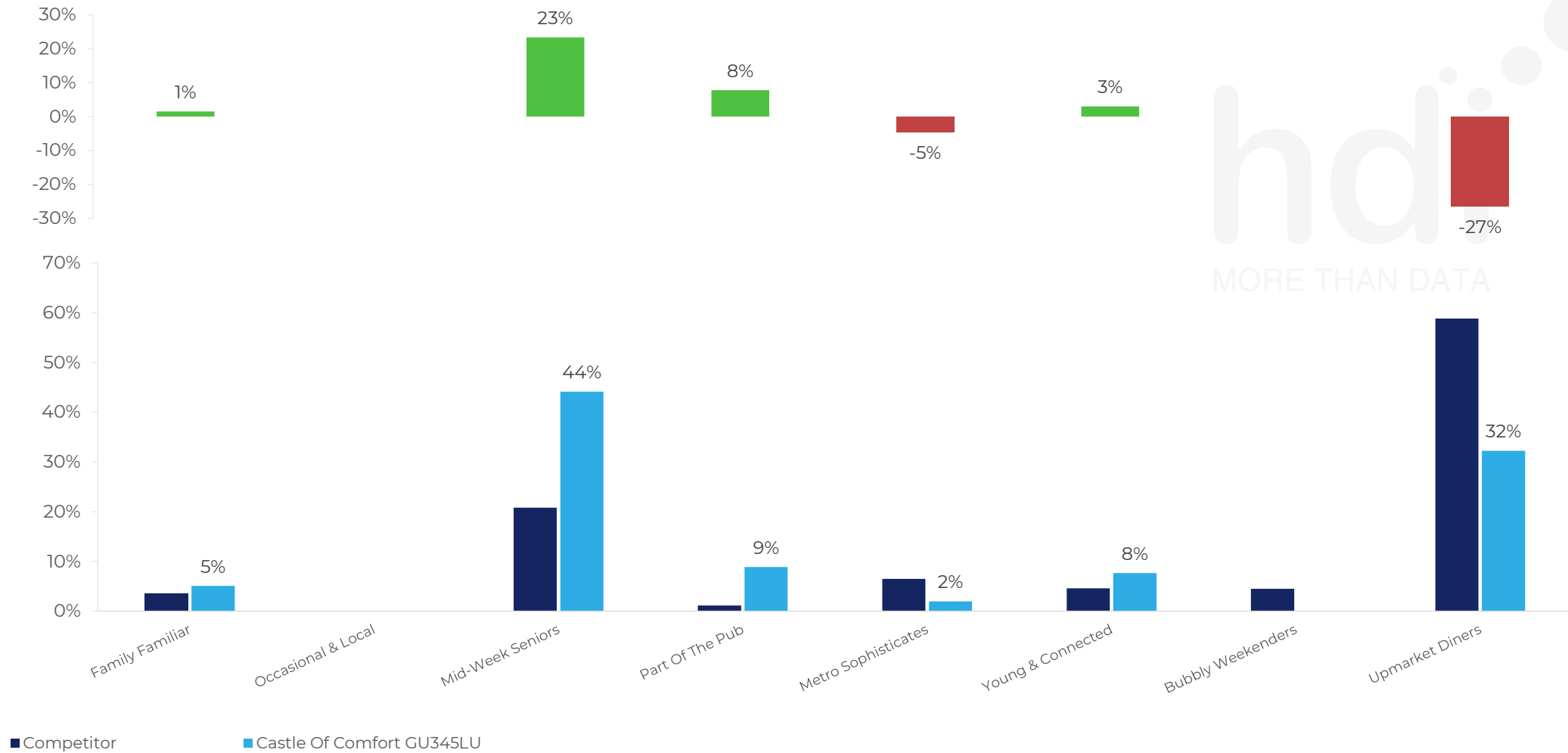




Punch Segmentation

How does the Custom segmentation profile of customers who visit Castle Of Comfort GU345LU compare versus its competitors?

% of spend for Castle Of Comfort GU345LU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Segment

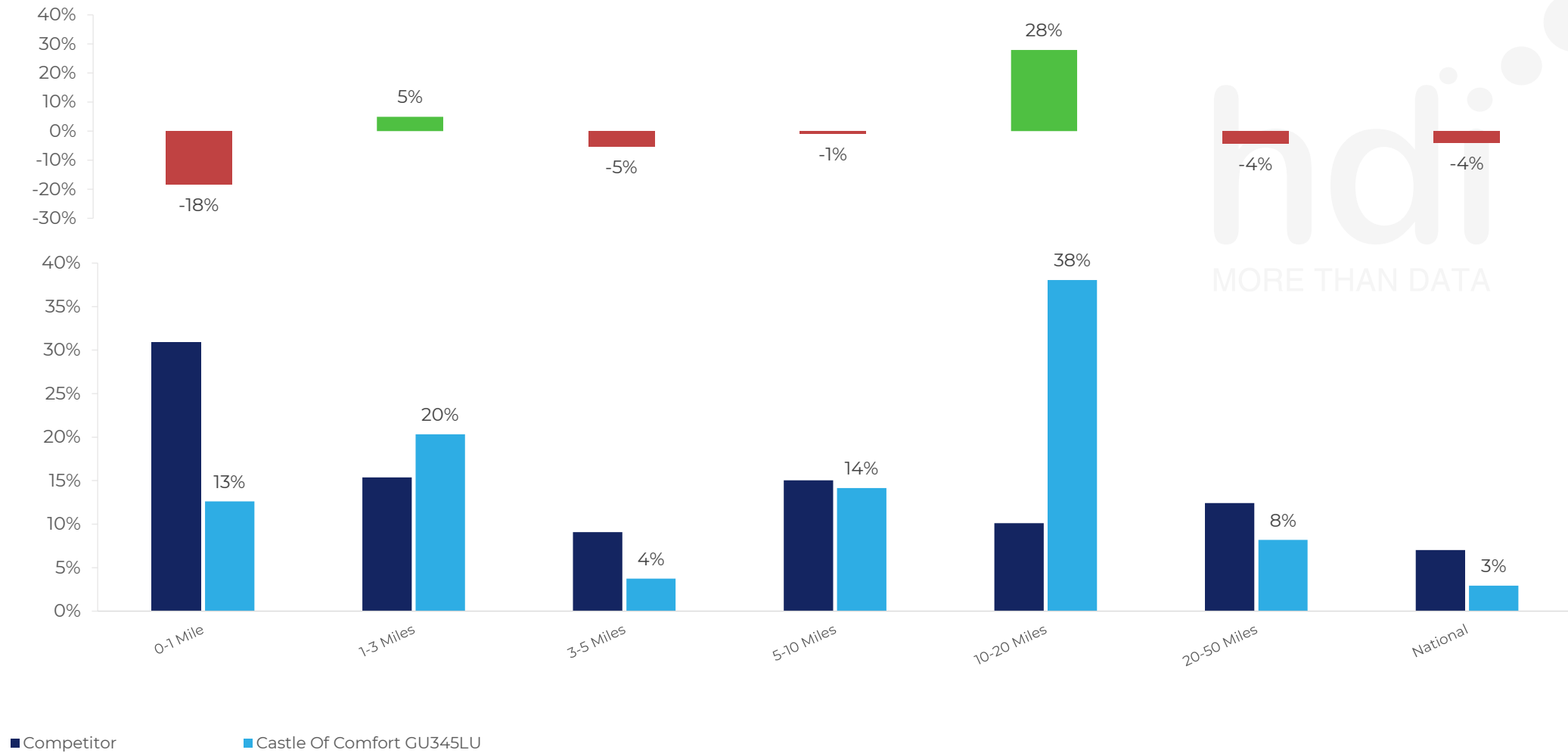




Spend by Distance

How does the spend profile of Castle Of Comfort GU345LU compare versus its competitors based on travel distances?

% of spend for Castle Of Comfort GU345LU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Distance travelled

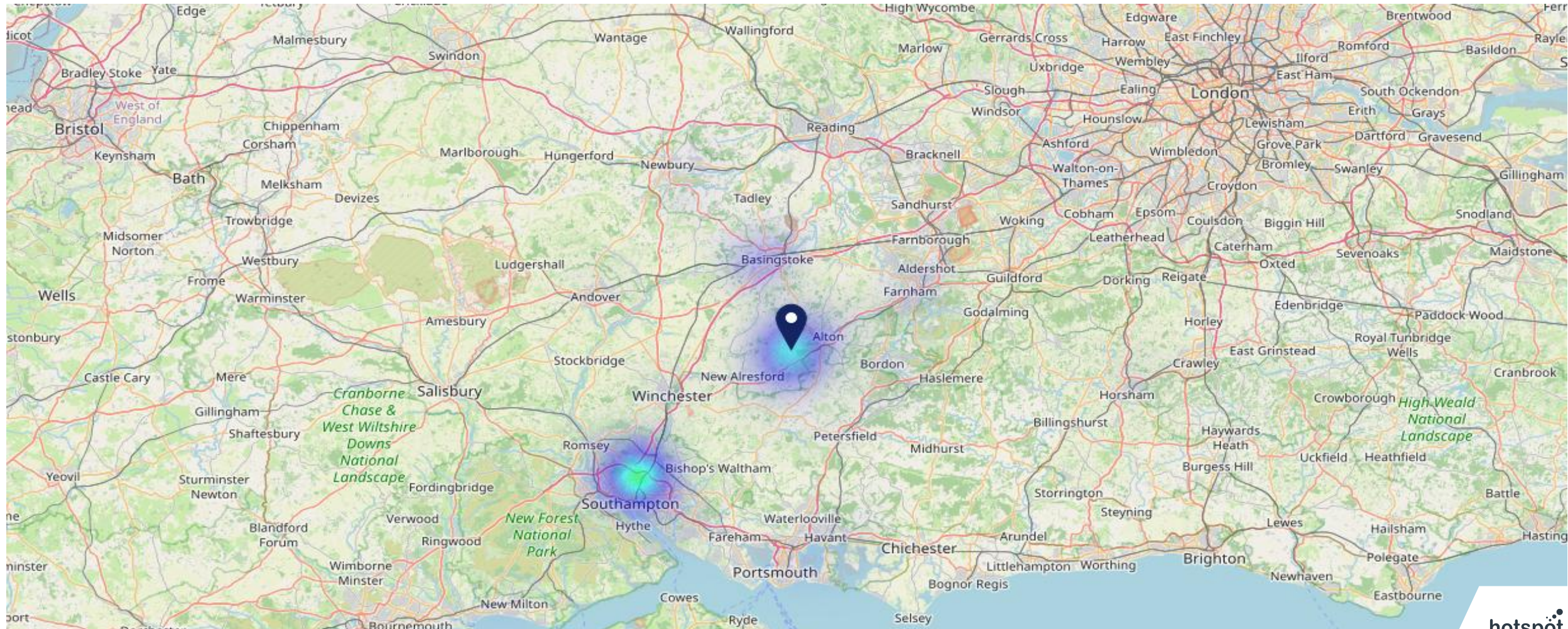




Map of Guest Origin

Where do customers of Castle Of Comfort GU345LU come from?

Where do customers of Castle Of Comfort GU345LU for 19/03/2025 - 11/03/2026 live

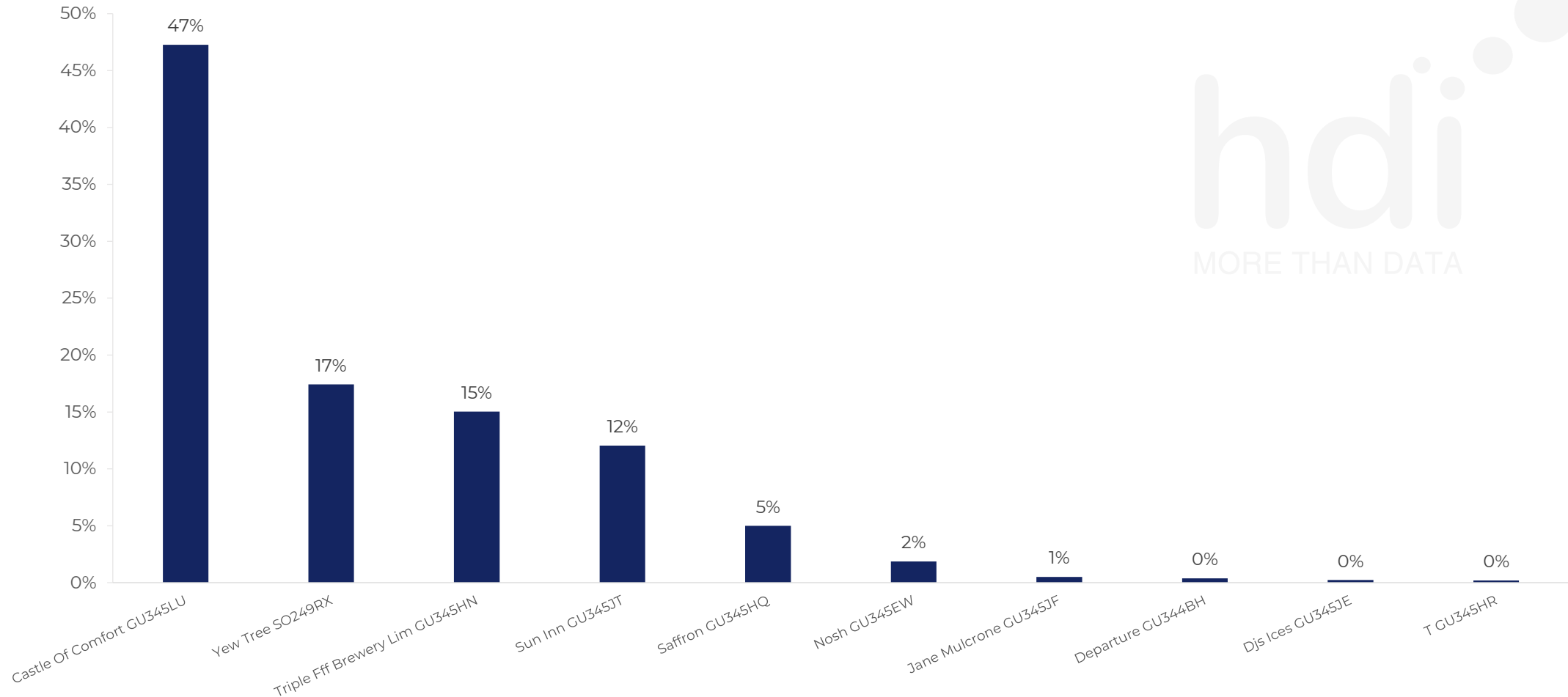




Share of Wallet

What are the Top 20 venues (by spend) that customers of Castle Of Comfort GU345LU also visit?

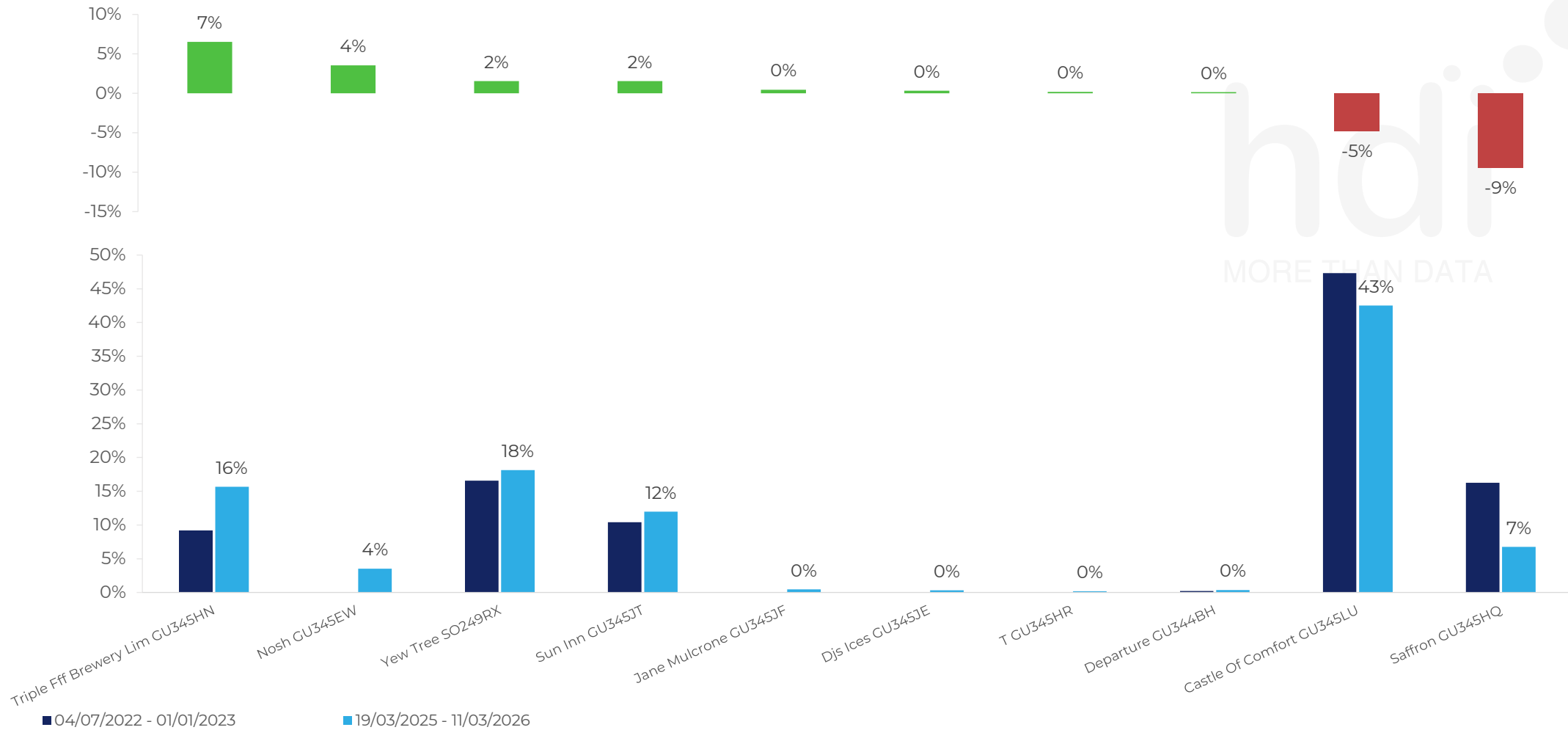
For customers of Castle Of Comfort GU345LU, who are the top 20 competitors from 276 Chains in 3 Miles for 19/03/2025 - 11/03/2026 split by Venue





Share of Wallet Change

How has share of wallet of customers of Castle Of Comfort GU345LU changed between two date ranges?





Market Summary

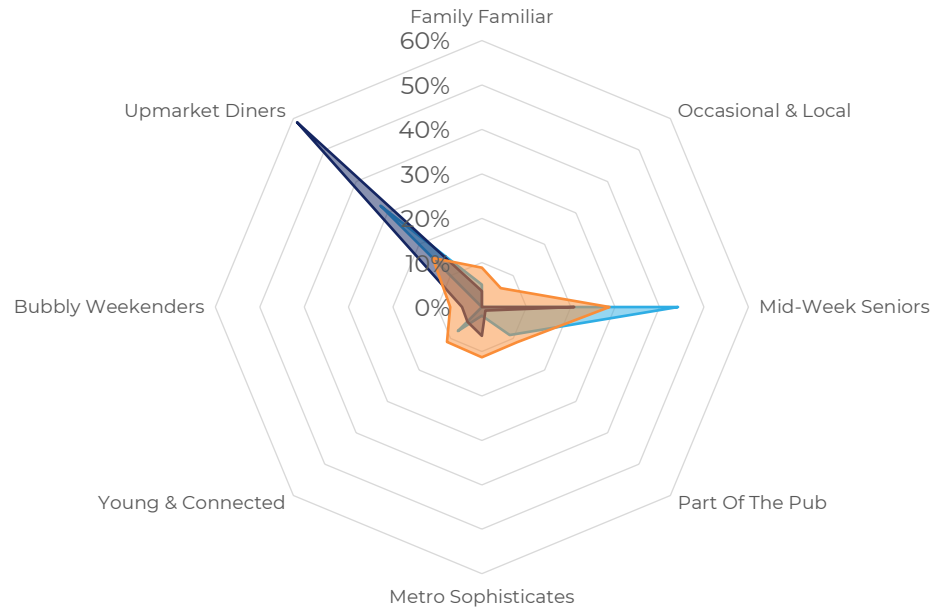
How does the local area for Castle Of Comfort GU345LU compare to the national average (1 = low, 10 = high)

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	£139K	2	£139K	1	£139K	1	£2.72M	1
Weekpart	Mon - Thu	31.7%	2	31.7%	1	31.7%	1	36.8%	1
Weekpart	Fri - Sat	32.8%	1	32.8%	1	32.9%	1	47.0%	10
Weekpart	Sun	35.5%	10	35.5%	10	35.5%	10	16.1%	7
Age	18 to 24	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Age	25 to 34	3.0%	1	3.0%	1	3.0%	1	6.9%	1
Age	35 to 44	41.7%	10	41.7%	10	41.7%	10	17.0%	1
Age	45 to 54	10.5%	1	10.5%	1	10.5%	1	26.7%	10
Age	55 to 64	23.4%	9	23.4%	10	23.4%	10	26.9%	10
Age	65 to 74	16.2%	10	16.2%	10	16.2%	10	14.9%	10
Age	75+	5.1%	9	5.1%	9	5.1%	9	7.0%	10
CAMEO	Business Elite	5.1%	5	5.1%	4	5.1%	4	15.8%	8
CAMEO	Prosperous Professionals	12.6%	10	12.6%	10	12.6%	10	18.9%	10
CAMEO	Flourishing Society	10.1%	5	10.1%	4	10.1%	4	26.6%	10
CAMEO	Content Communities	4.0%	1	4.0%	1	4.0%	1	14.1%	7
CAMEO	White Collar Neighbourhoods	10.3%	5	10.3%	4	10.3%	4	7.6%	1
CAMEO	Enterprising Mainstream	7.4%	5	7.4%	5	7.4%	5	4.4%	2
CAMEO	Paying The Mortgage	13.2%	5	13.2%	5	13.2%	5	5.4%	1
CAMEO	Cash Conscious Communities	1.7%	1	1.7%	1	1.7%	1	2.9%	1
CAMEO	On A Budget	0.3%	1	0.3%	1	0.3%	1	3.1%	1
CAMEO	Family Value	35.3%	10	35.3%	10	35.3%	10	1.1%	3
Affluence	AB	27.8%	6	27.8%	6	27.8%	5	61.3%	10
Affluence	C1C2	34.9%	2	34.9%	2	34.9%	1	31.5%	1
Affluence	DE	37.3%	9	37.3%	9	37.3%	9	7.1%	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
Castle Of Comfort	38	5.08%	0.00%	44.15%	8.89%	1.94%	7.65%	0.00%	32.27%
Local Catchment	439	3.61%	0.05%	20.79%	1.12%	6.47%	4.61%	4.49%	58.83%
Punch T&L	95645	8.89%	6.05%	28.71%	11.21%	11.29%	11.06%	7.10%	15.65%
Castle Of Comfort vs Local Catchment		1.47%	0.00%	23.36%	7.77%	-4.53%	3.04%	0.00%	-26.56%
Castle Of Comfort vs Punch T&L		-3.81%	0.00%	15.44%	-2.32%	-9.35%	-3.41%	0.00%	16.62%
Local Catchment vs Punch T&L		-5.28%	-6.00%	-7.92%	-10.09%	-4.82%	-6.45%	-2.61%	43.18%