



Site Summary



Dunblane Hotel FK159EP

FK159EP

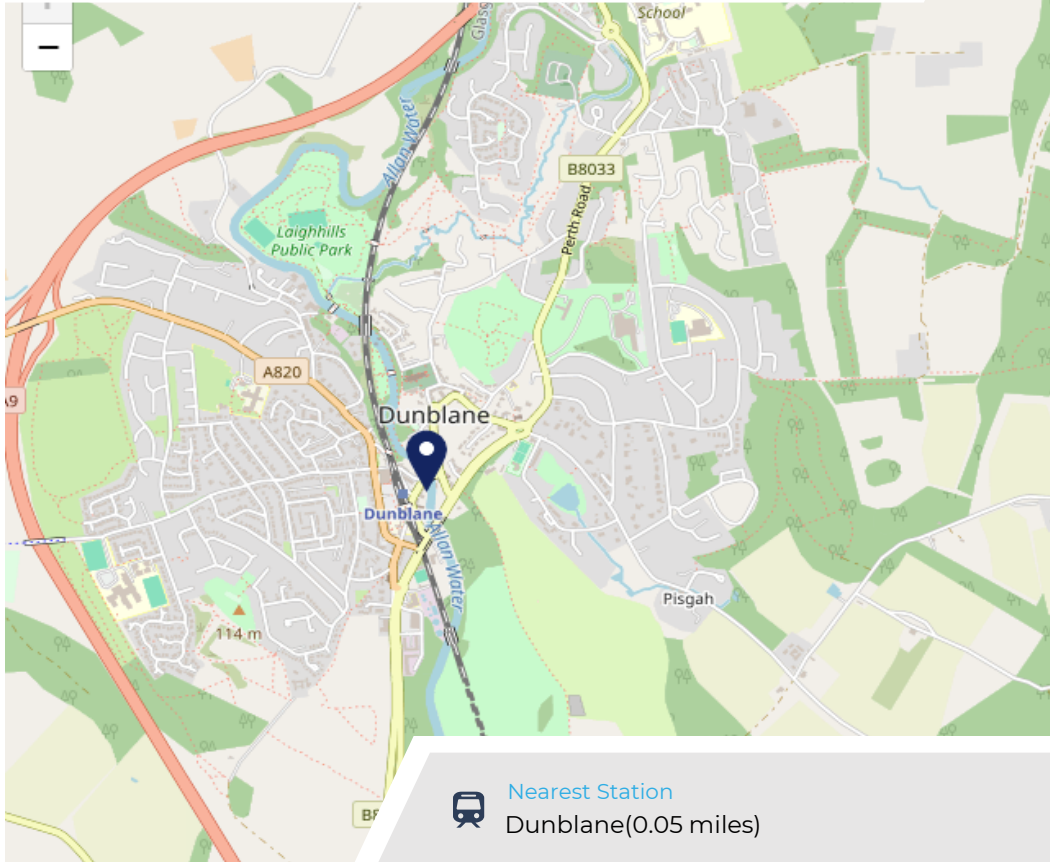
Punch T&L

Work Area
Falkirk and Stirling

Region
Scotland

TV Region
Scotland

Urbanicity
Accessible small town



Nearest Station
Dunblane(0.05 miles)



ATV
£8.11



Affluence
45.50%
Middle Income



Age Group
30.54%
25 to 34



Gender
52.19%
Male



Segmentation
30.81%
Paying The Mortgage



Visit Day
40.82%
Sat

Top Competitors

Village Inn (Dunblane) **#1**
FK159EP
 GK Pub Partners

Tappit Hen (Dunblane) **#2**
FK150AL
 GK Urban Core

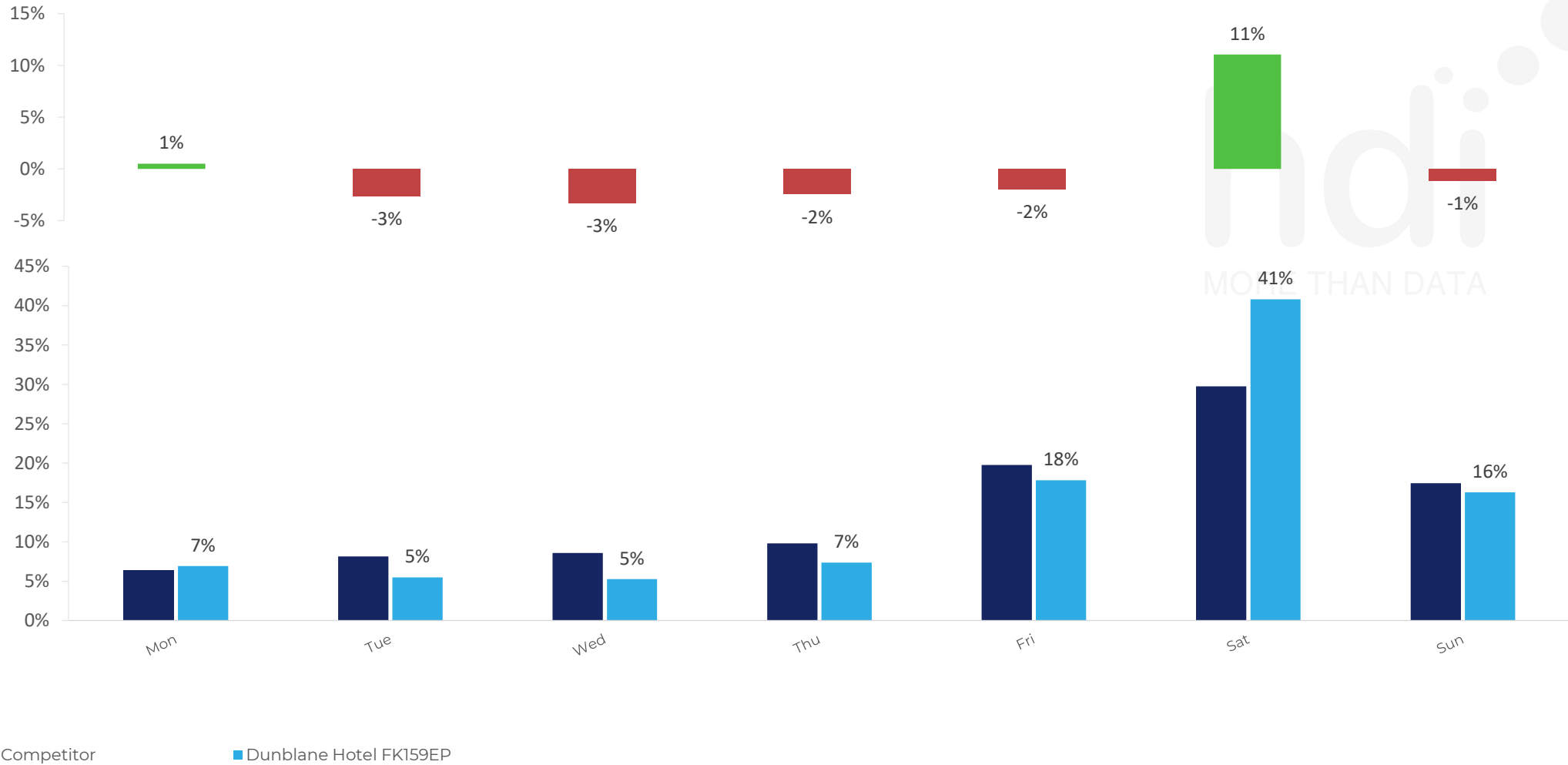
Westerton Arms **#3**
FK94HR
 Pub / Bar



Spend by Weekpart

How is customer spend distributed throughout the week for Dunblane Hotel FK159EP versus its competitors?

% of spend for Dunblane Hotel FK159EP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Day of Week

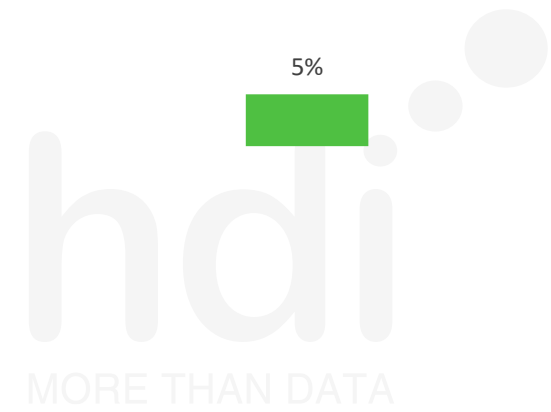
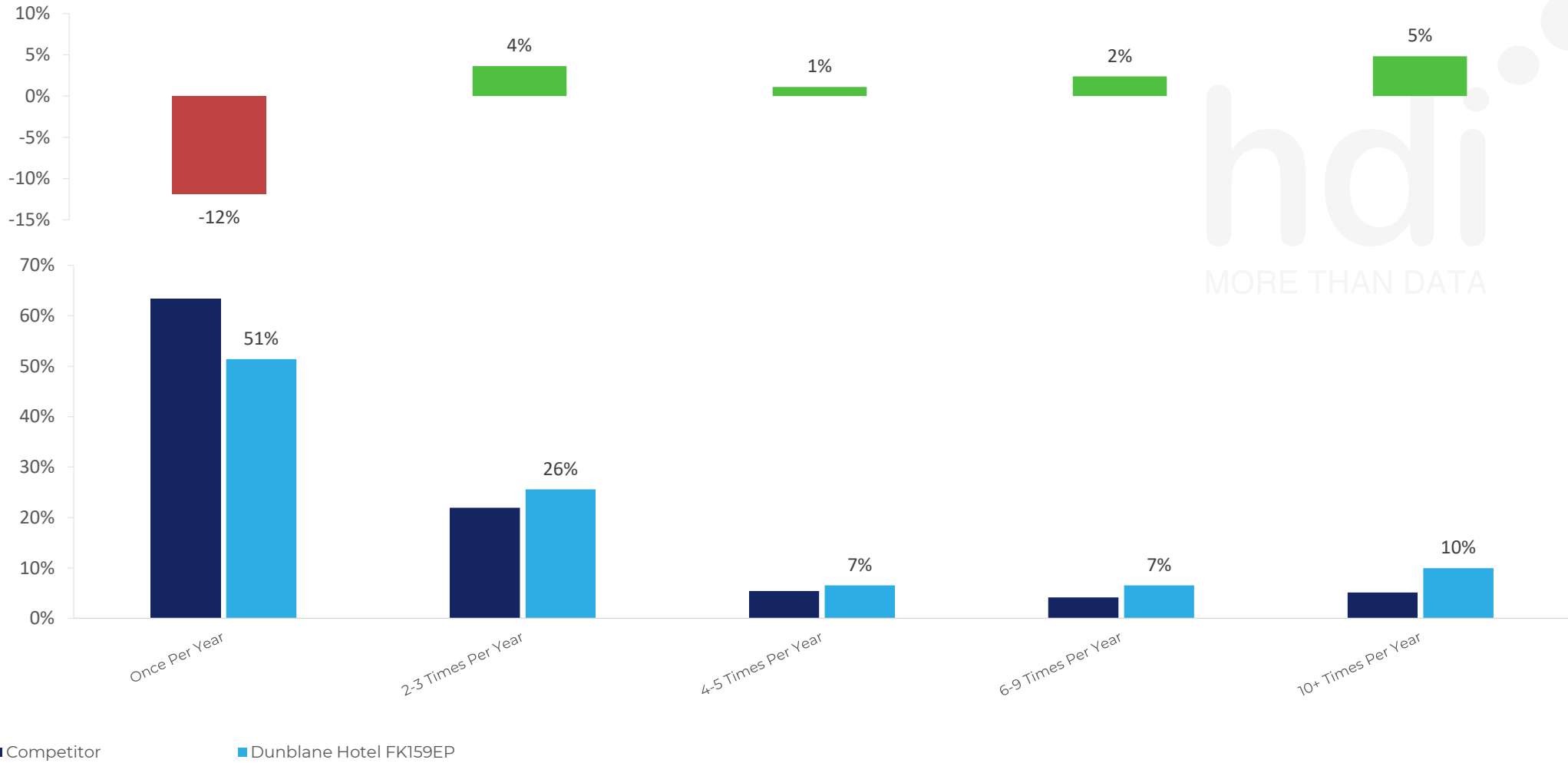




Visit Frequency

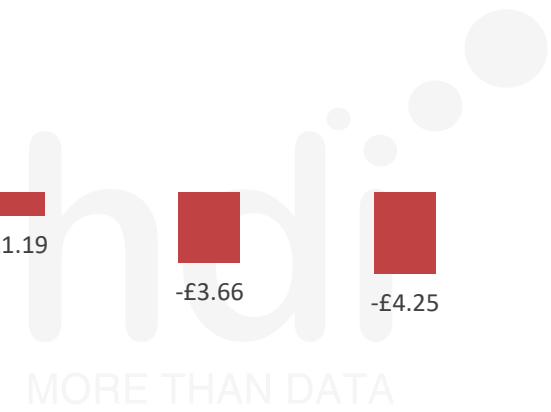
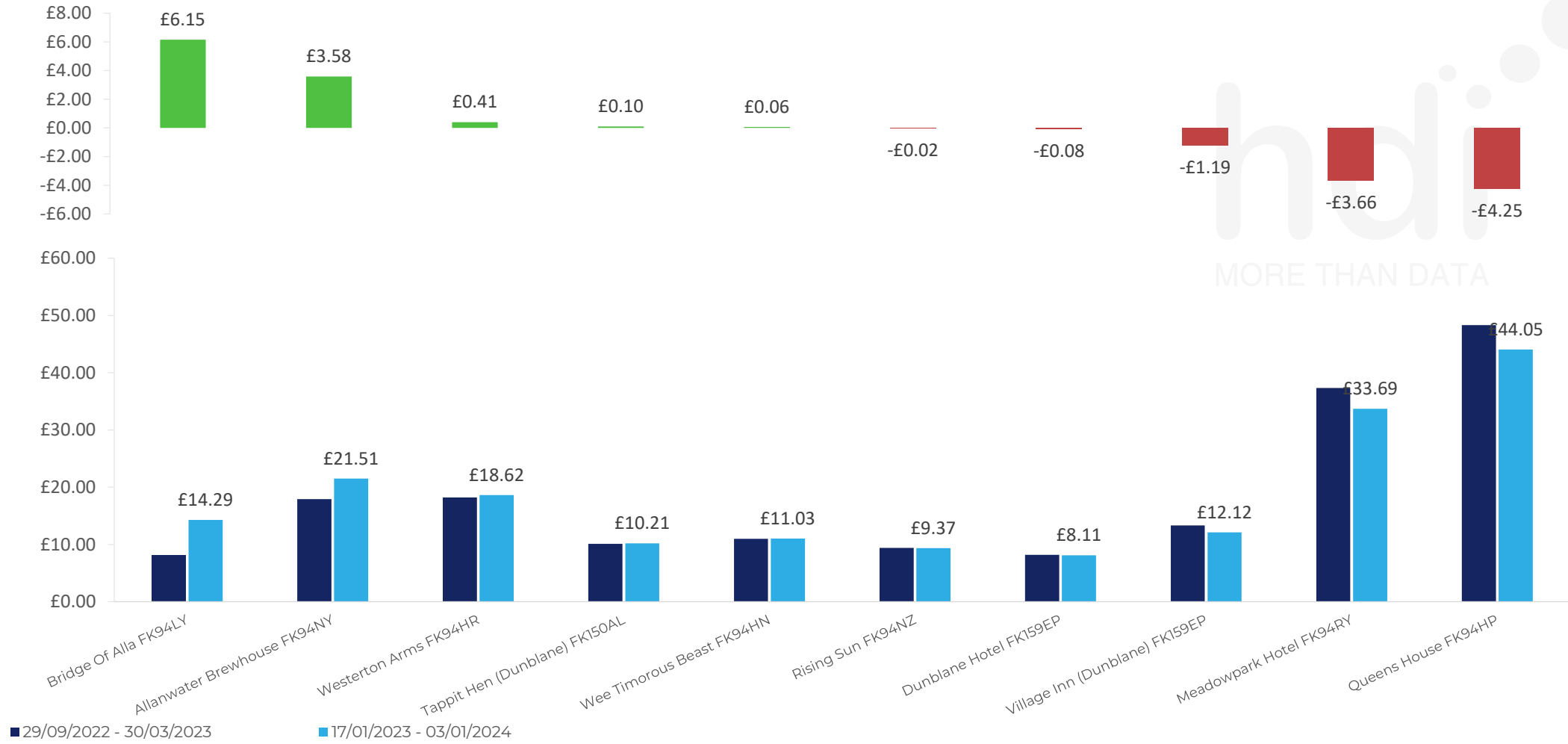
How frequently per year do customers visit Dunblane Hotel FK159EP versus its competitors?

% of customer numbers for Dunblane Hotel FK159EP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?



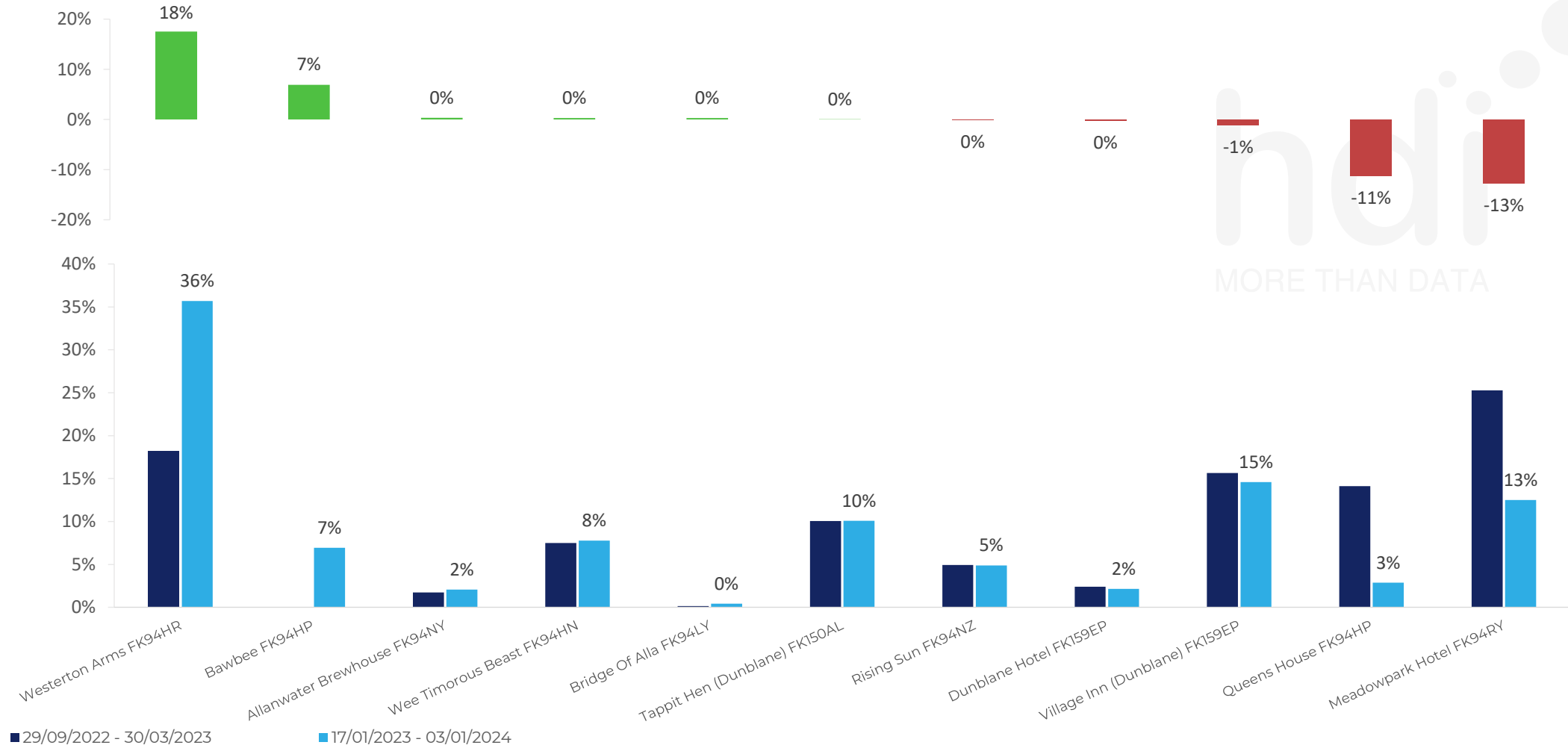
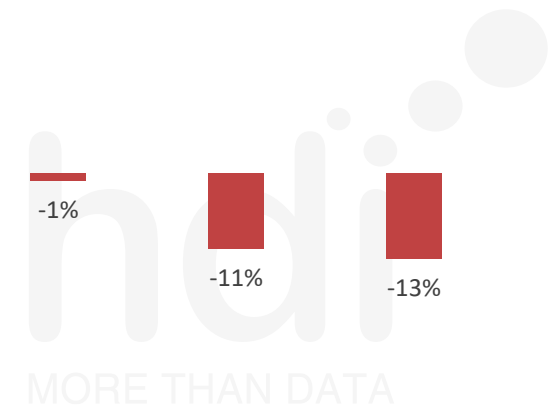
■ 29/09/2022 - 30/03/2023 ■ 17/01/2023 - 03/01/2024



Market Share Change

How has market share changed between two date ranges?

% of market share spend for Dunblane Hotel FK159EP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024

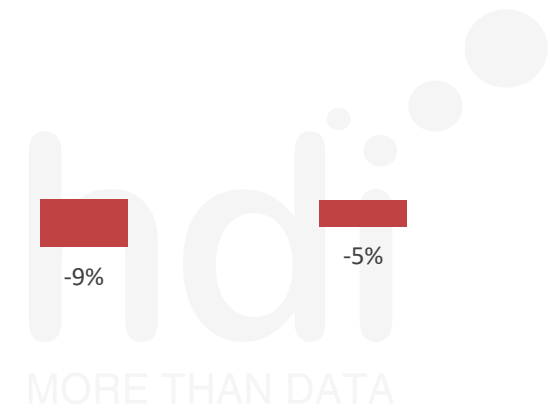
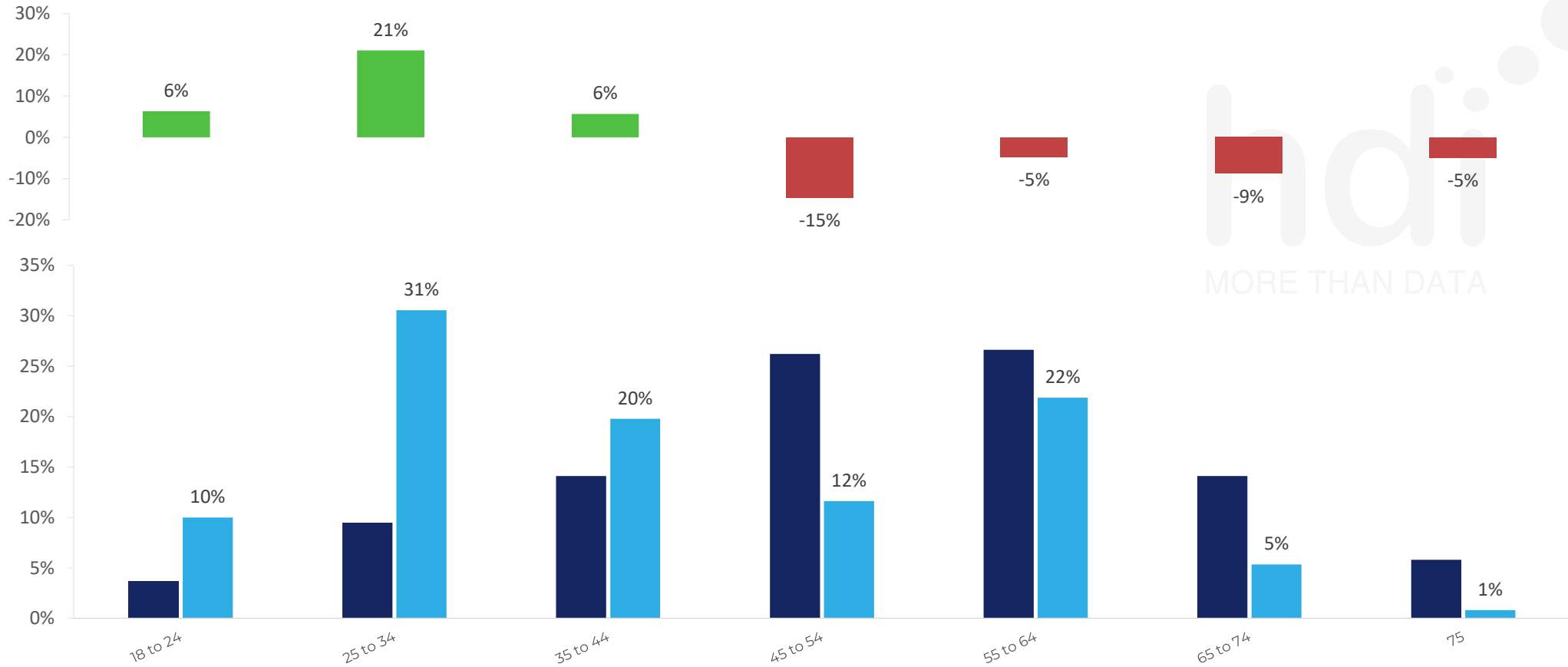




Age

How does the age profile of customers who visit Dunblane Hotel FK159EP compare versus its competitors?

% of spend for Dunblane Hotel FK159EP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Age Range



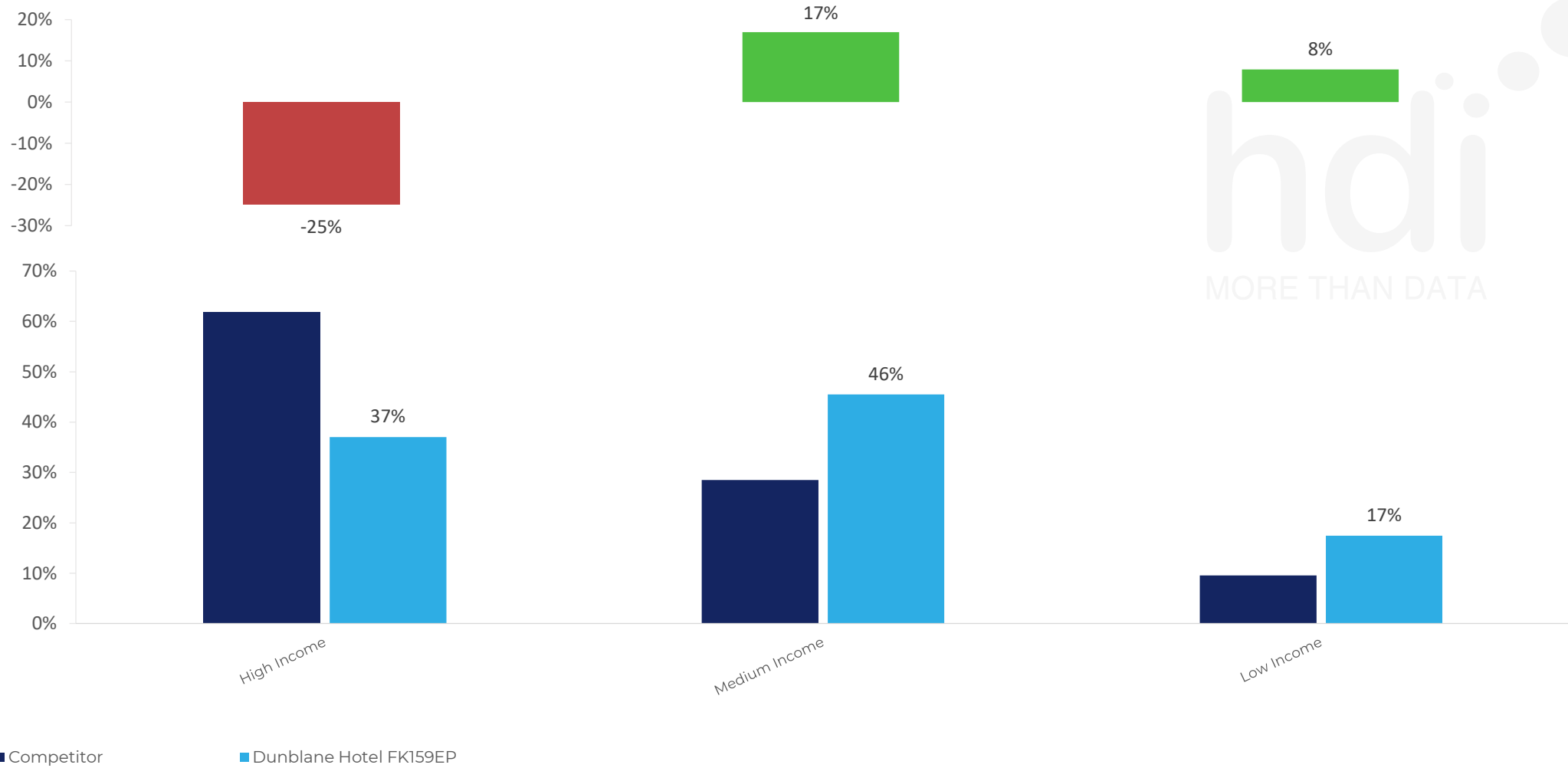
■ Competitor

■ Dunblane Hotel FK159EP

Affluence

How does the affluence of customers who visit Dunblane Hotel FK159EP compare versus its competitors?

% of spend for Dunblane Hotel FK159EP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Affluence

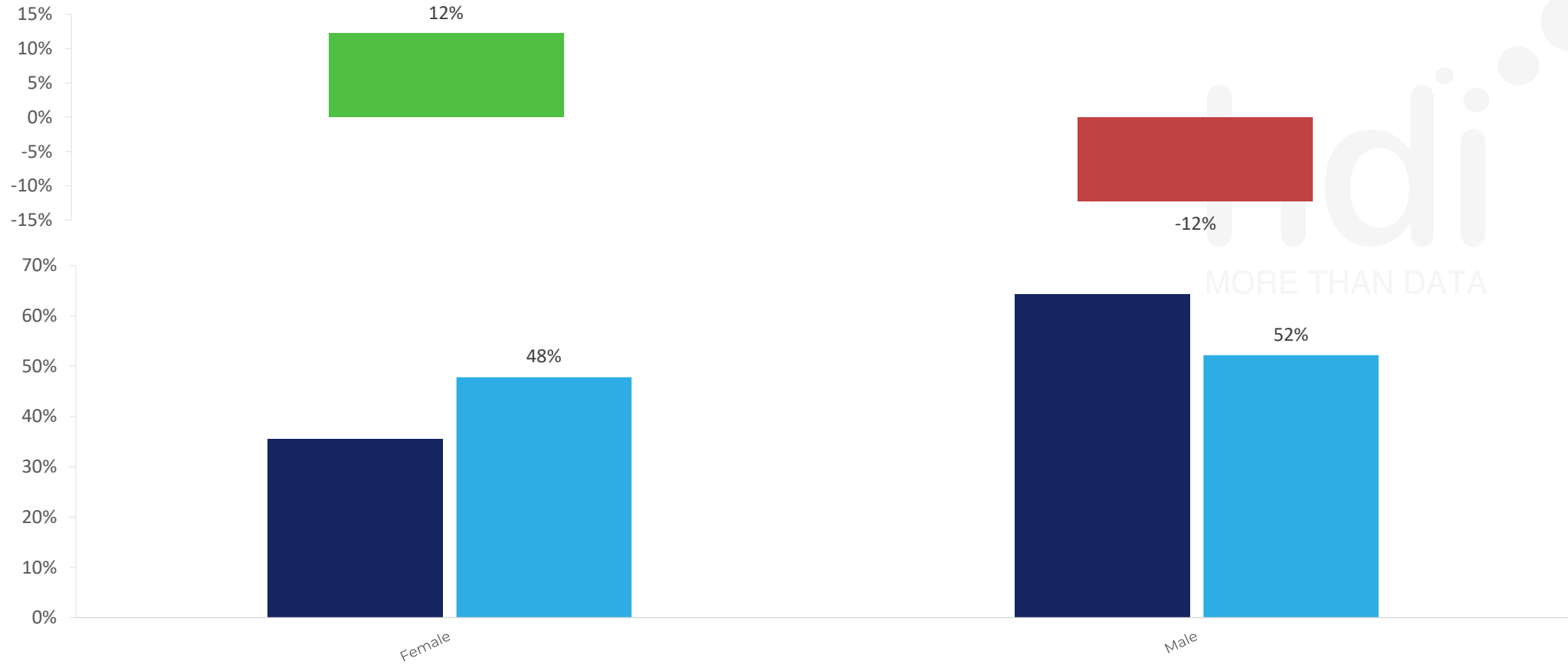




Gender

How does the gender profile of customers who visit Dunblane Hotel FK159EP compare versus its competitors?

% of spend for Dunblane Hotel FK159EP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Gender



■ Competitor

■ Dunblane Hotel FK159EP

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

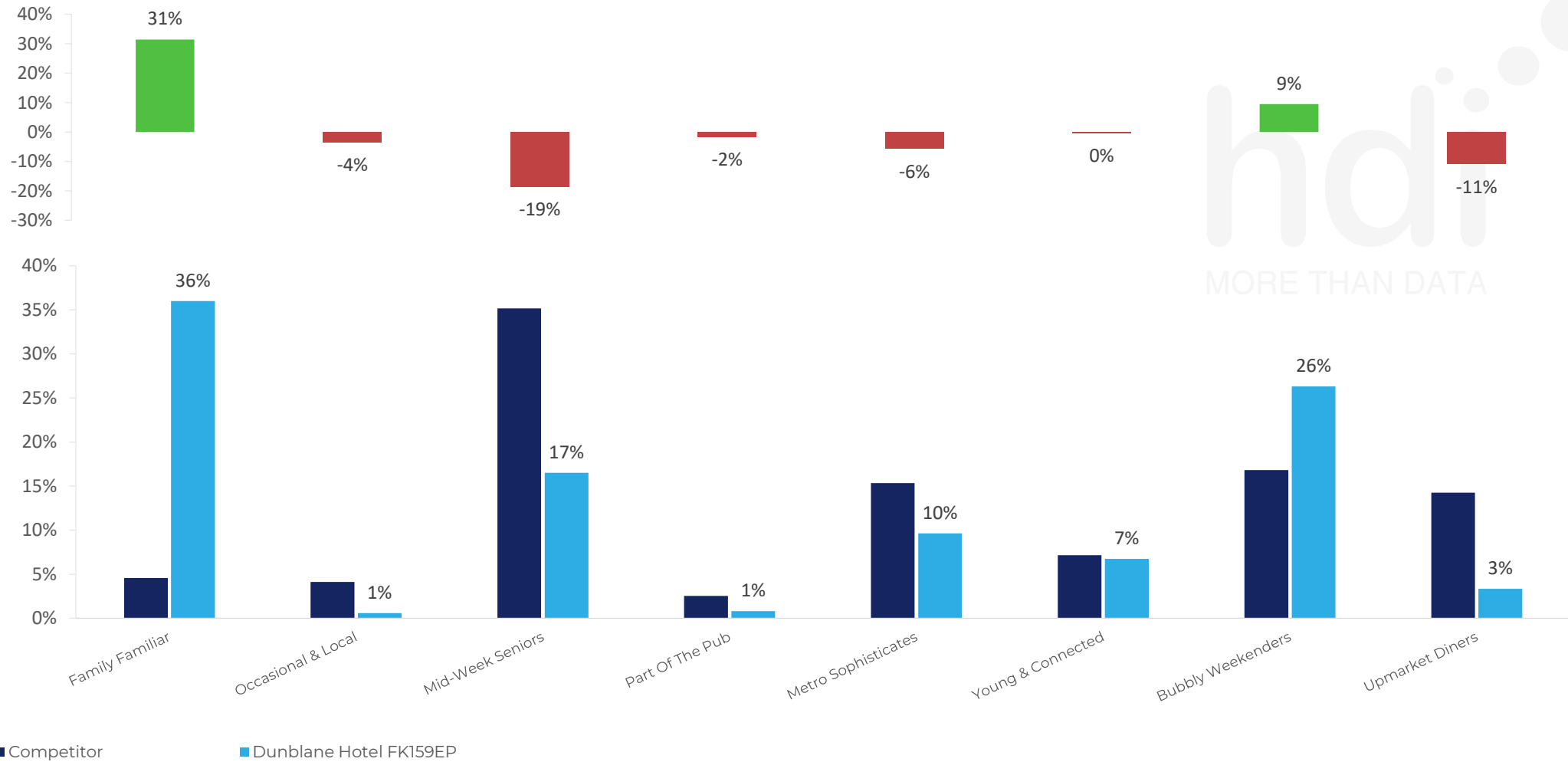
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Dunblane Hotel FK159EP compare versus its competitors?

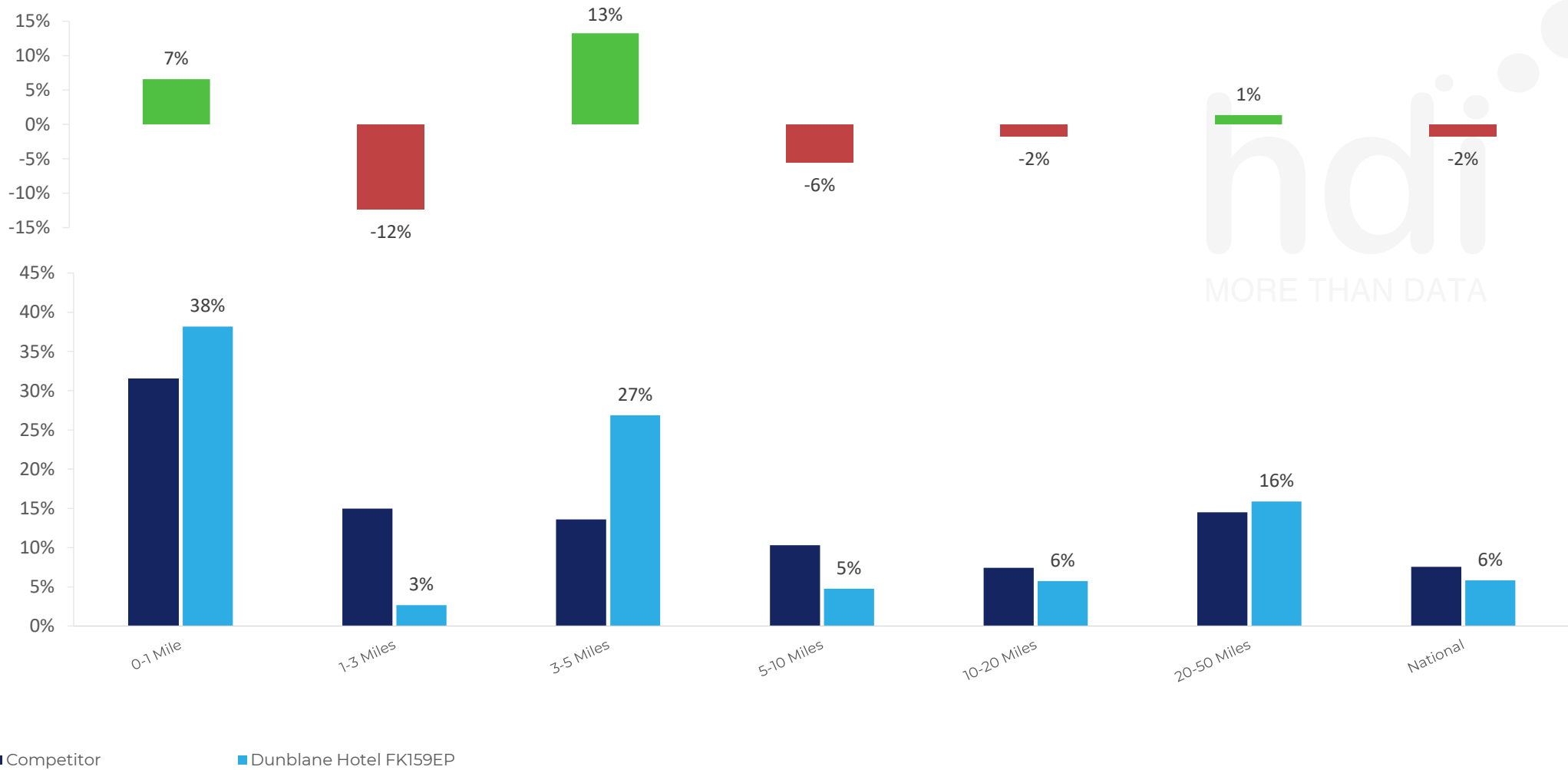
% of spend for Dunblane Hotel FK159EP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Segment



Spend by Distance

How does the spend profile of Dunblane Hotel FK159EP compare versus its competitors based on travel distances?

% of spend for Dunblane Hotel FK159EP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Distance travelled

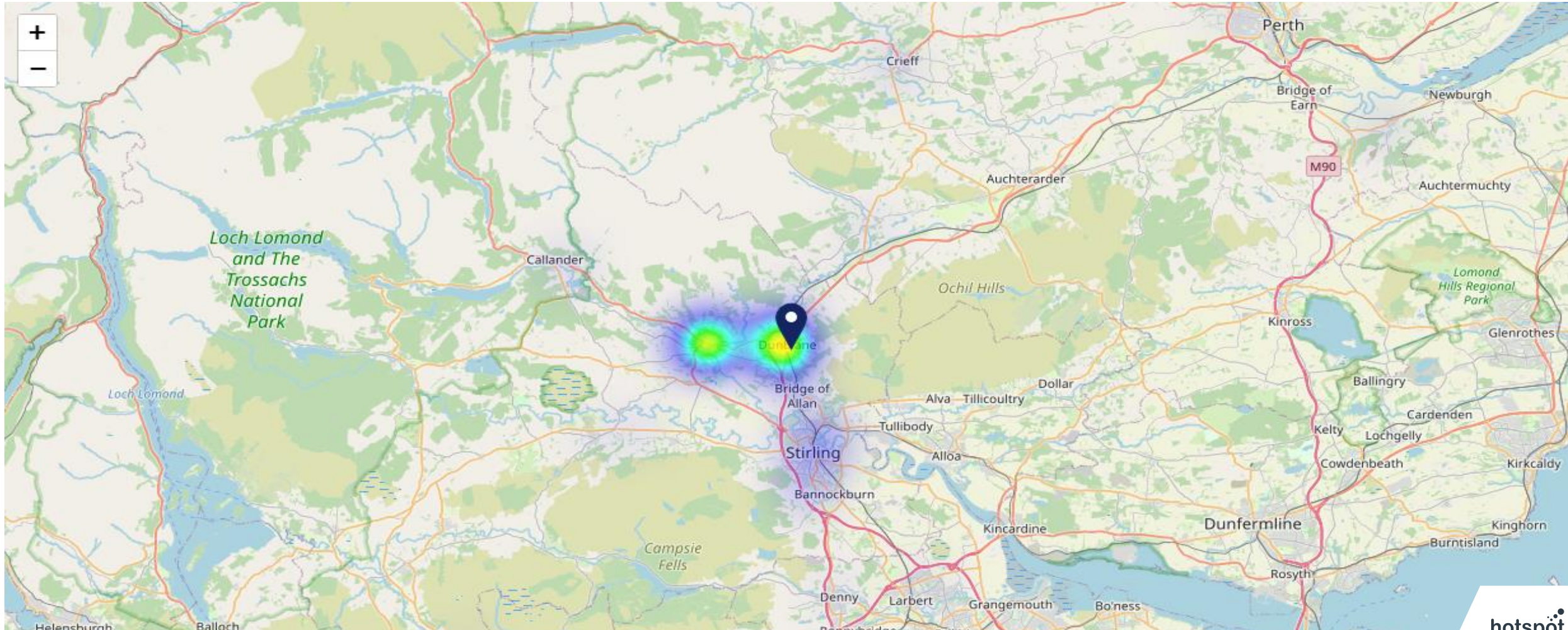




Map of Guest Origin

Where do customers of Dunblane Hotel FK159EP come from?

Where do customers of Dunblane Hotel FK159EP for 17/01/2023 - 03/01/2024 live

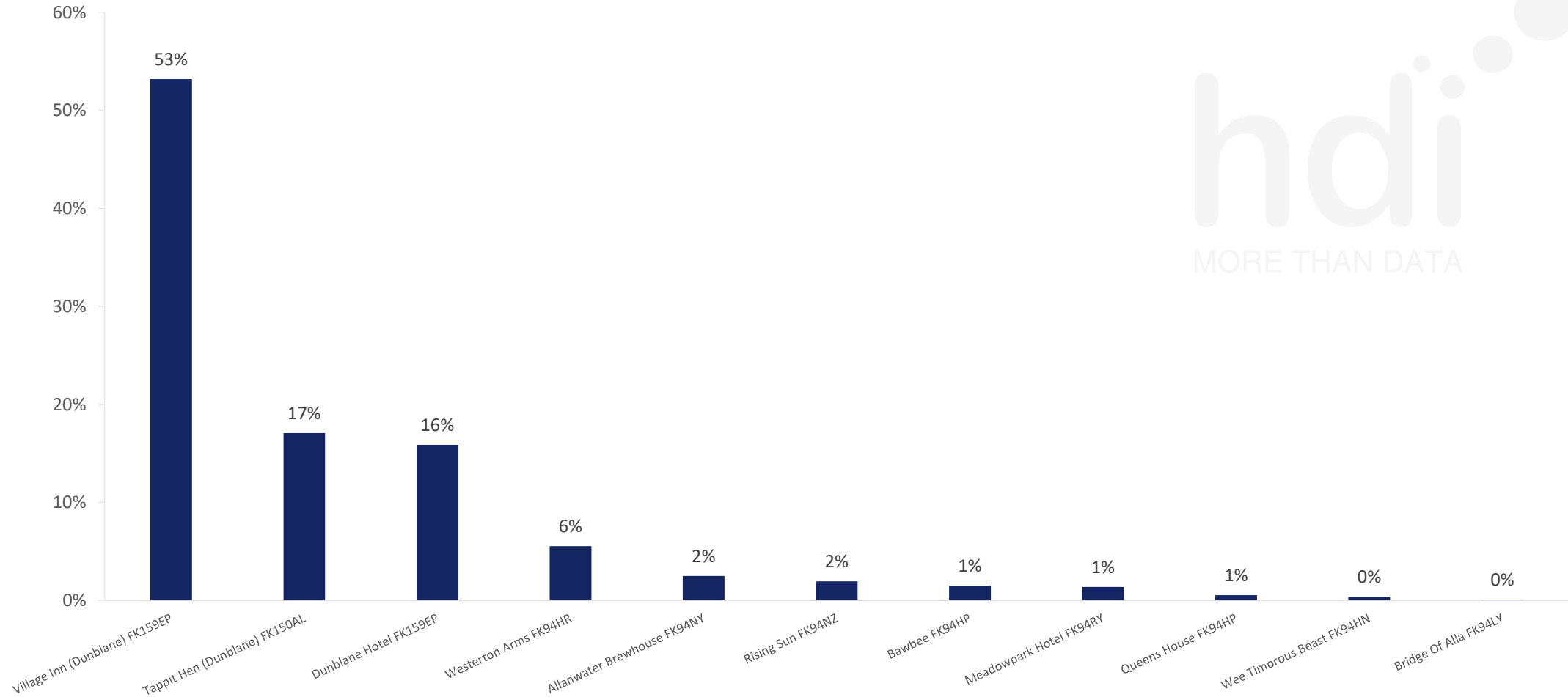




Share of Wallet

What are the Top 20 venues (by spend) that customers of Dunblane Hotel FK159EP also visit?

For customers of Dunblane Hotel FK159EP, who are the top 20 competitors from 97 Chains in 3 Miles for 17/01/2023 - 03/01/2024 split by Venue

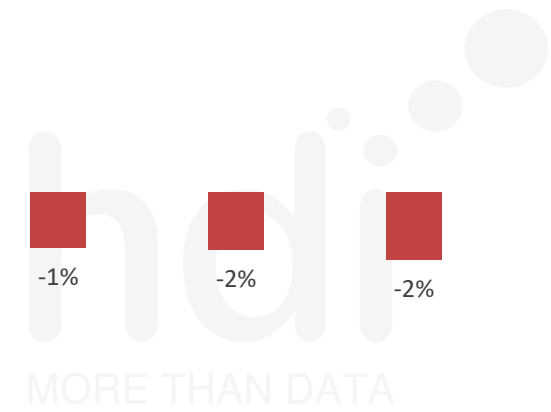
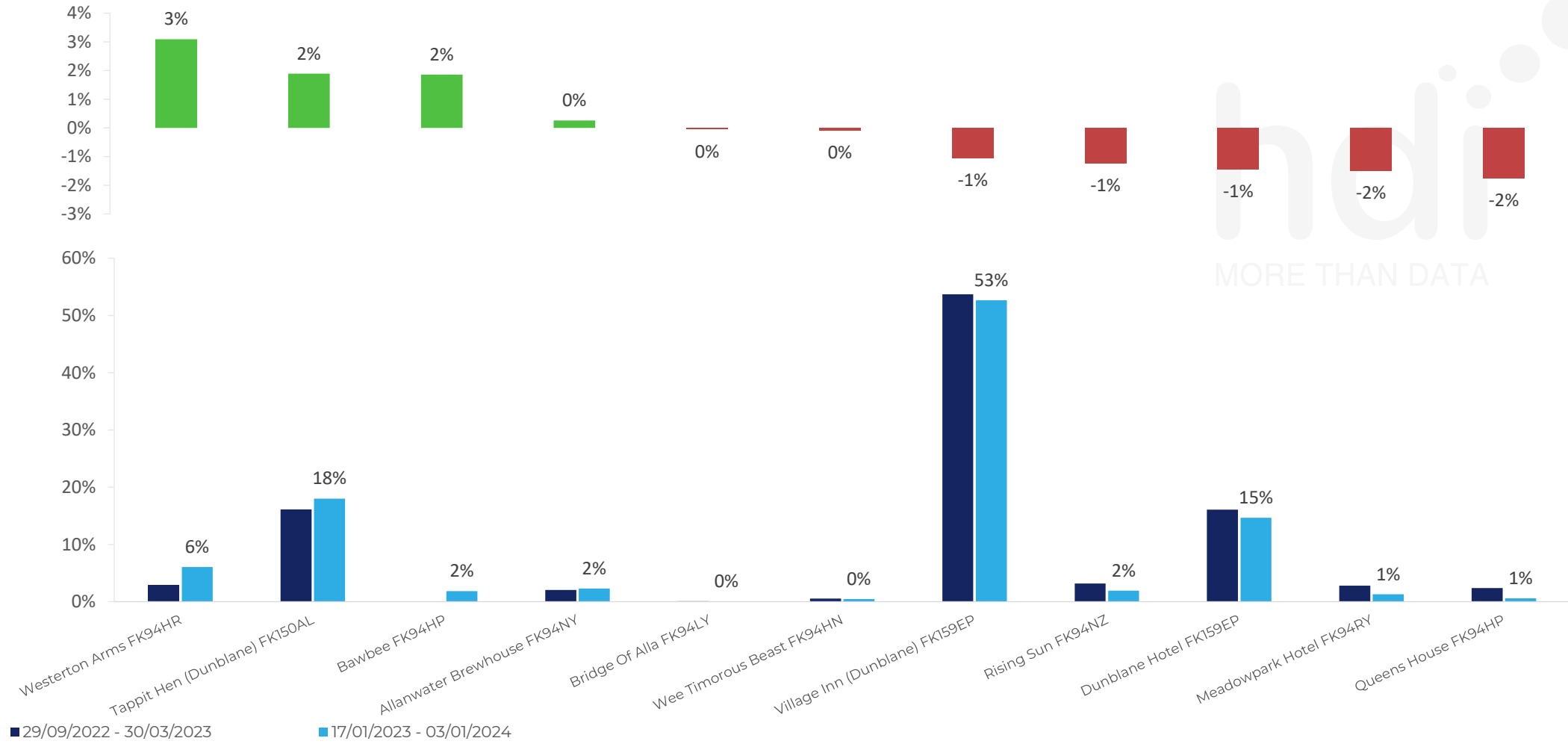


hdi
MORE THAN DATA



Share of Wallet Change

How has share of wallet of customers of Dunblane Hotel FK159EP changed between two date ranges?





Market Summary

How does the local area for Dunblane Hotel FK159EP 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	£1.96M	6	£4.59M	6	£4.59M	3	£18.16M	3
Weekpart	Mon - Thu	38.7%	4	38.6%	4	38.6%	3	37.8%	1
Weekpart	Fri - Sat	48.6%	8	46.8%	8	46.8%	9	46.3%	10
Weekpart	Sun	12.8%	4	14.6%	5	14.6%	4	15.9%	6
Age	18 to 24	5.6%	5	3.6%	3	3.6%	2	3.0%	1
Age	25 to 34	13.3%	2	9.6%	1	9.6%	1	8.8%	1
Age	35 to 44	17.4%	2	16.2%	1	16.2%	1	15.5%	1
Age	45 to 54	23.7%	9	24.2%	9	24.2%	10	25.2%	10
Age	55 to 64	22.5%	9	25.2%	10	25.2%	10	26.8%	10
Age	65 to 74	14.2%	10	15.1%	10	15.1%	10	13.6%	10
Age	75+	3.3%	7	6.0%	9	6.0%	9	7.1%	10
CAMEO	Business Elite	18.8%	9	26.2%	10	26.2%	10	23.8%	10
CAMEO	Prosperous Professionals	17.0%	10	18.6%	10	18.6%	10	18.4%	10
CAMEO	Flourishing Society	20.9%	9	22.0%	9	22.0%	9	23.8%	10
CAMEO	Content Communities	6.4%	1	7.3%	2	7.3%	1	8.2%	1
CAMEO	White Collar Neighbourhoods	5.7%	1	4.2%	1	4.2%	1	6.3%	1
CAMEO	Enterprising Mainstream	2.1%	1	1.6%	1	1.6%	1	2.4%	1
CAMEO	Paying The Mortgage	18.1%	8	12.2%	4	12.2%	4	8.8%	1
CAMEO	Cash Conscious Communities	7.5%	4	4.7%	2	4.7%	2	3.4%	1
CAMEO	On A Budget	2.1%	1	1.8%	1	1.8%	1	2.7%	1
CAMEO	Family Value	1.5%	4	1.4%	4	1.4%	4	2.2%	5
Affluence	AB	56.7%	10	66.8%	10	66.8%	10	66.0%	10
Affluence	C1C2	32.2%	1	25.3%	1	25.3%	1	25.7%	1
Affluence	DE	11.0%	2	7.8%	1	7.8%	1	8.3%	1



Site Competitors

