

Site Summary



Coldstreamer TR183BB

TR183BB

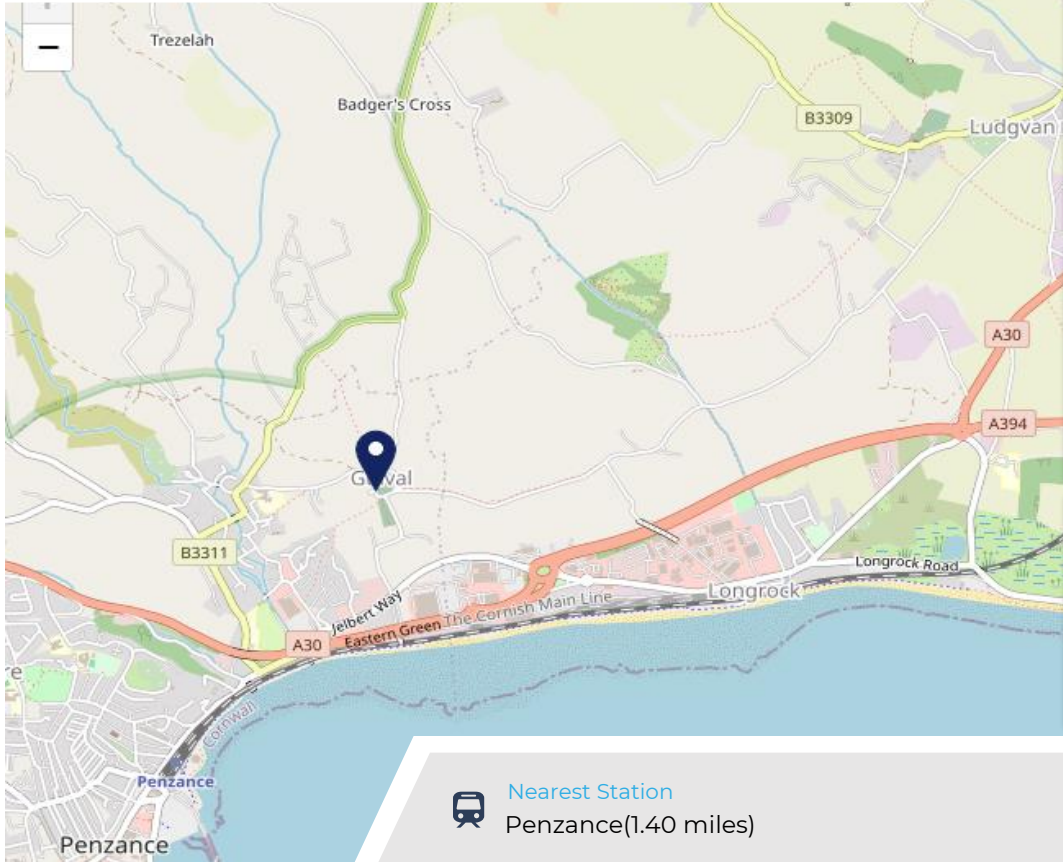
[Punch T&L](#)

Work Area
Penzance

Region
South West

TV Region
HarWest

Urbanicity
Urban city and town



ATV
£20.29



Gender
59.90%
Male



Affluence
45.67%
Middle Income



Segmentation
18.28%
On A Budget



Age Group
30.50%
55 to 64



Visit Day
23.73%
Fri

Top Competitors



The Tremenheere **#1**
TR182JA
[JD Wetherspoon](#)



Dolphin Tavern **#2**
TR184BD
[SA-Tenanted](#)



London Inn Penzance **#3**
TR182SR
[Stonegate PP](#)

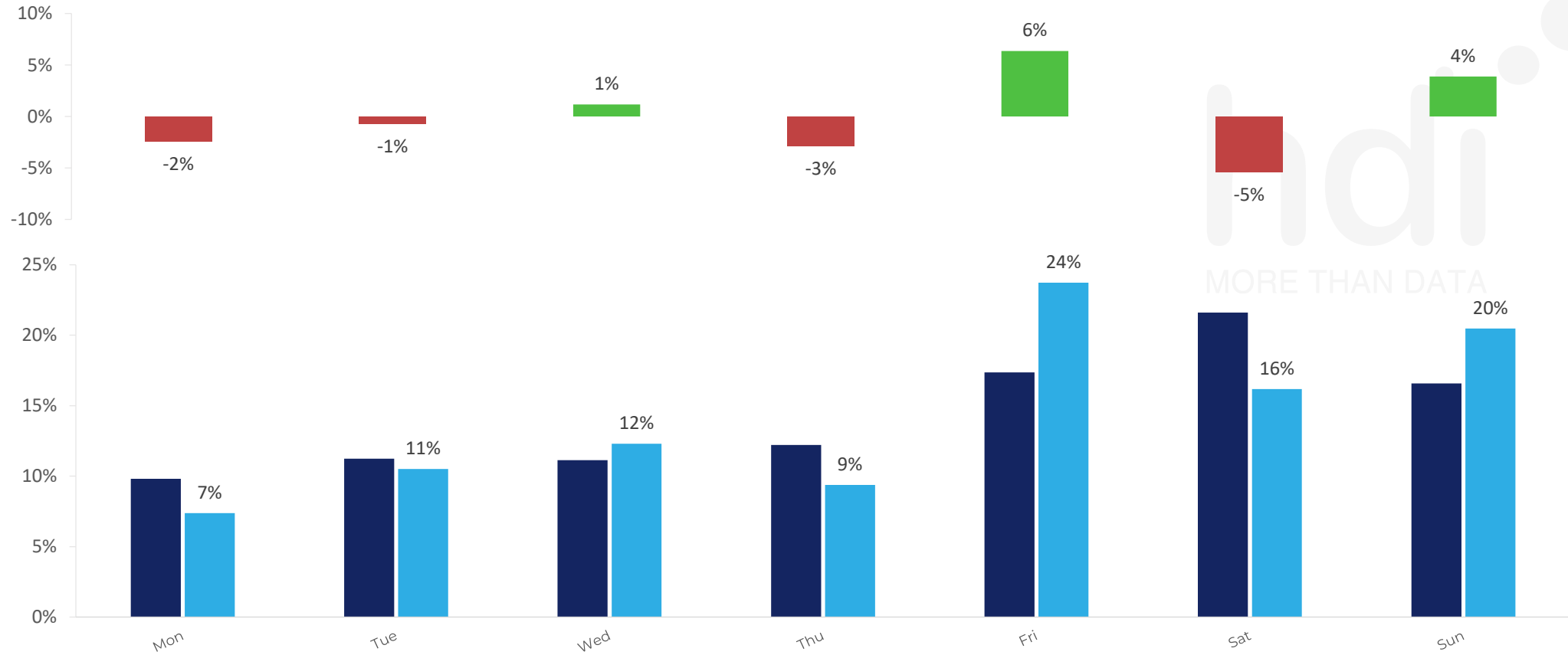


Nearest Station
Penzance(1.40 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Coldstreamer TR183BB versus its competitors?

% of spend for Coldstreamer TR183BB and 97 Chains in 3 Miles from 19/12/2022 - 05/12/2023 split by Day of Week



■ Competitor

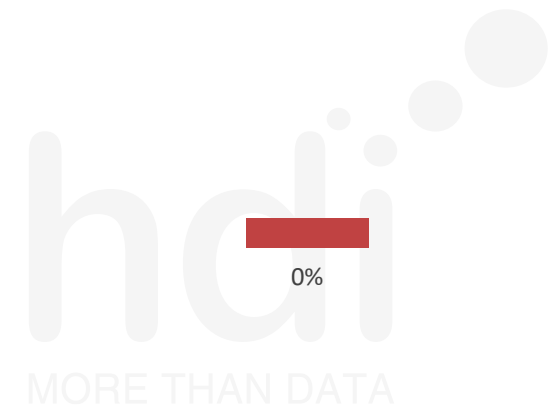
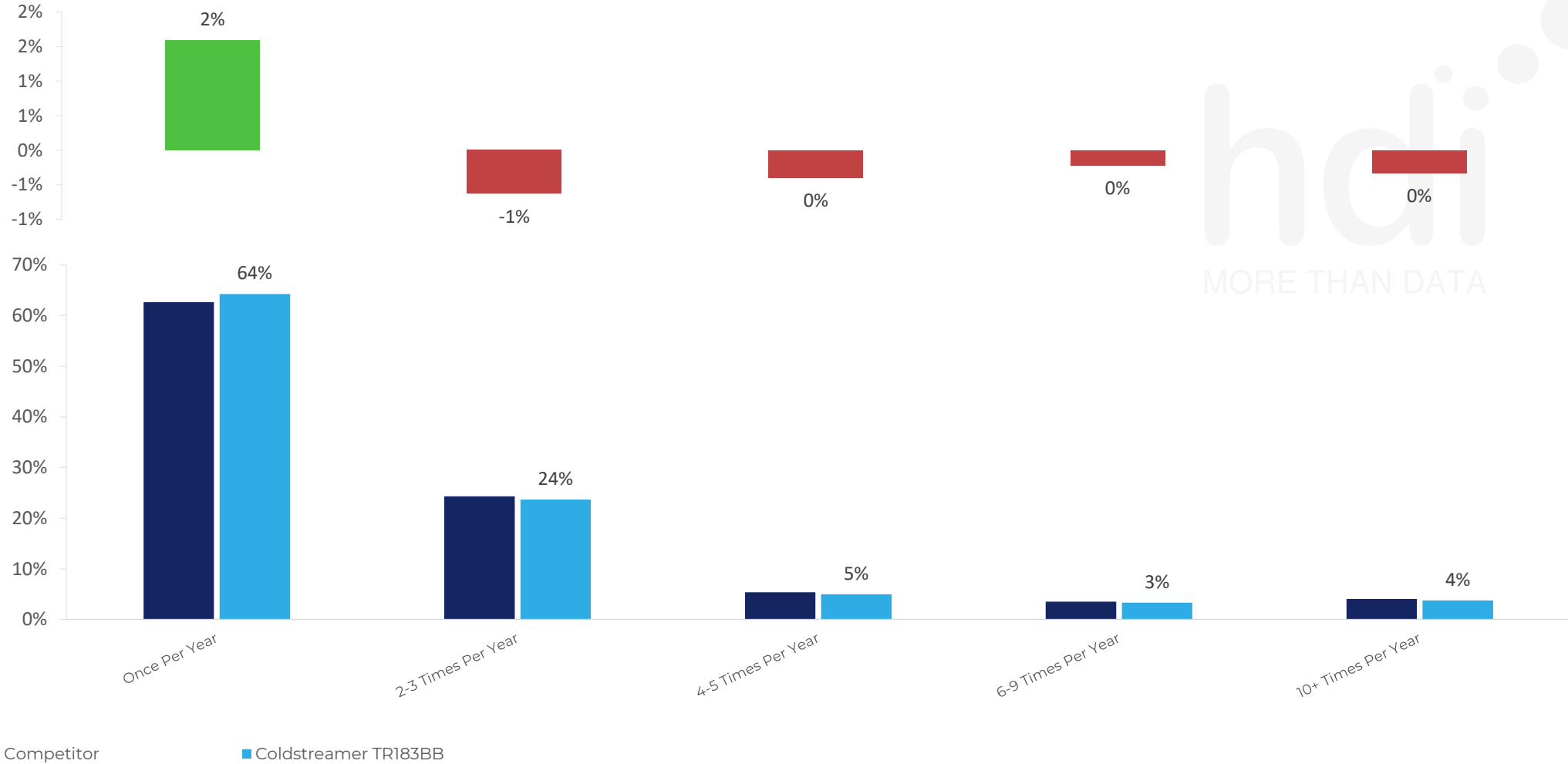
■ Coldstreamer TR183BB



Visit Frequency

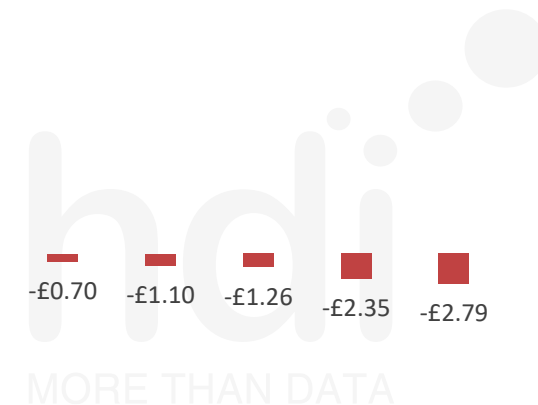
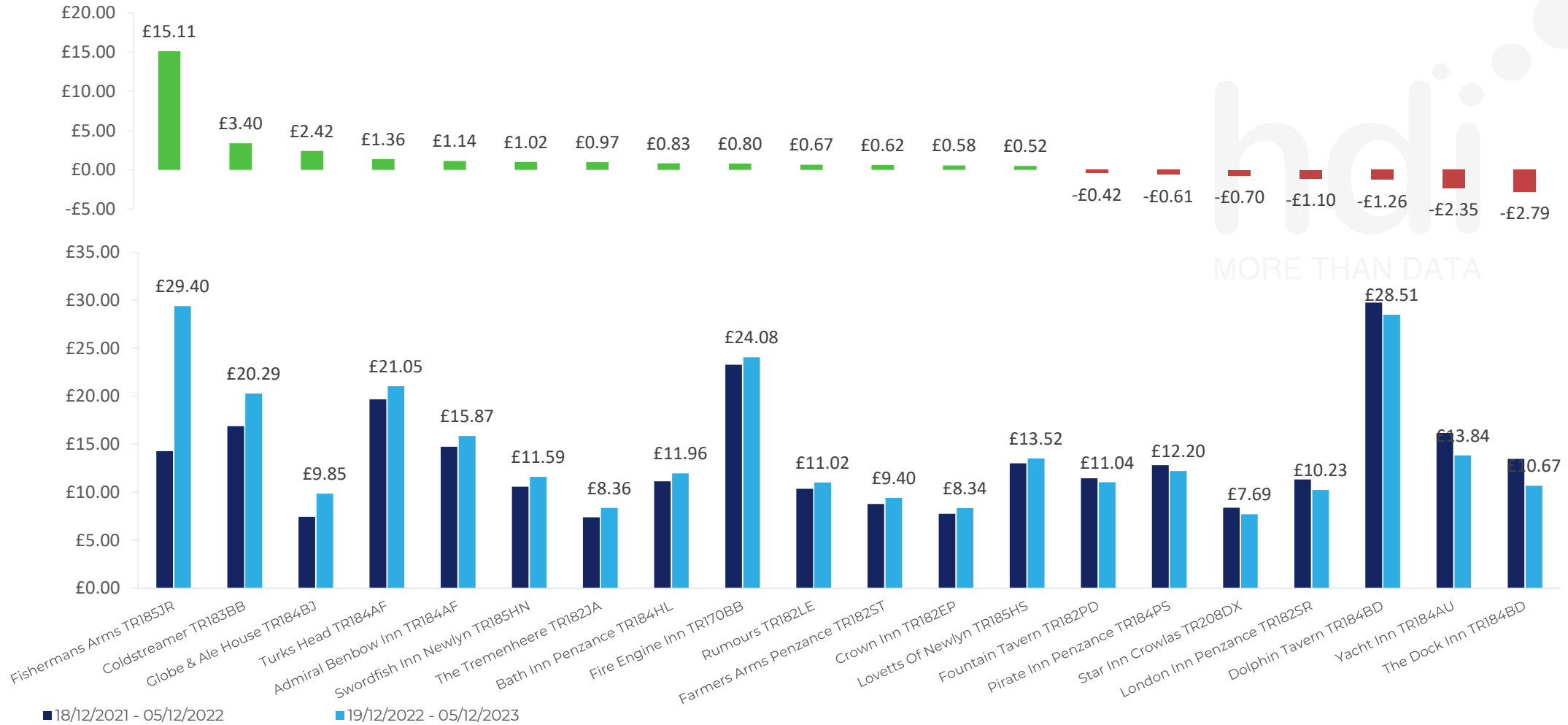
How frequently per year do customers visit Coldstreamer TR183BB versus its competitors?

% of customer numbers for Coldstreamer TR183BB and 97 Chains in 3 Miles from 19/12/2022 - 05/12/2023 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

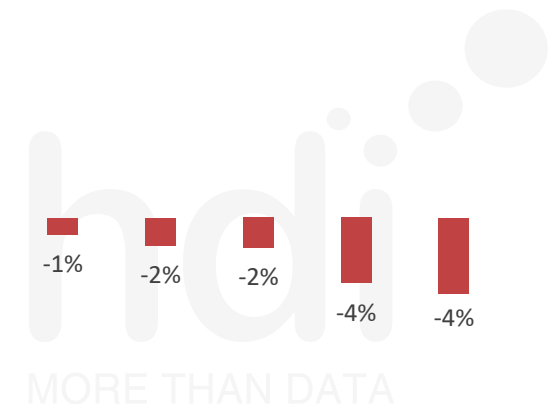
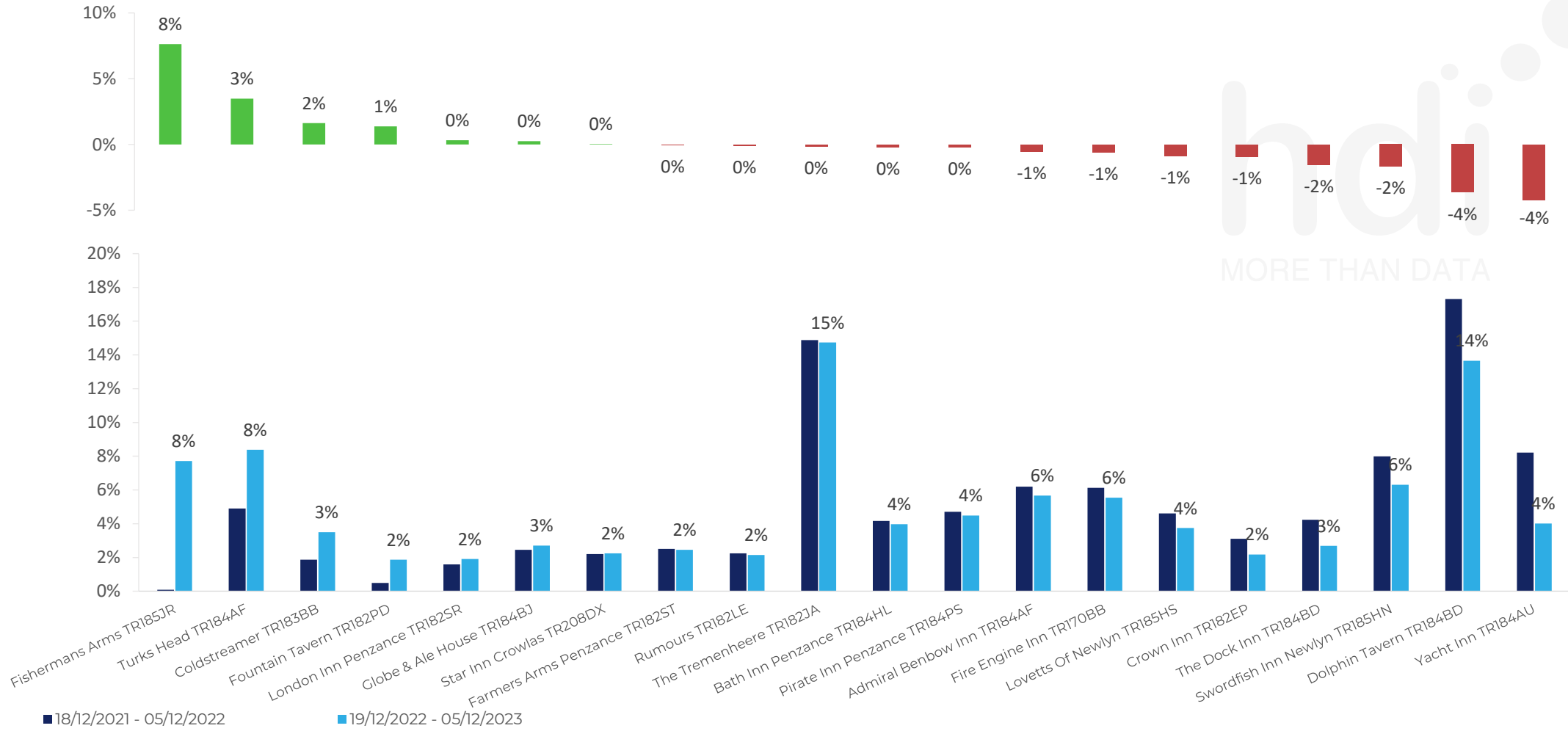




Market Share Change

How has market share changed between two date ranges?

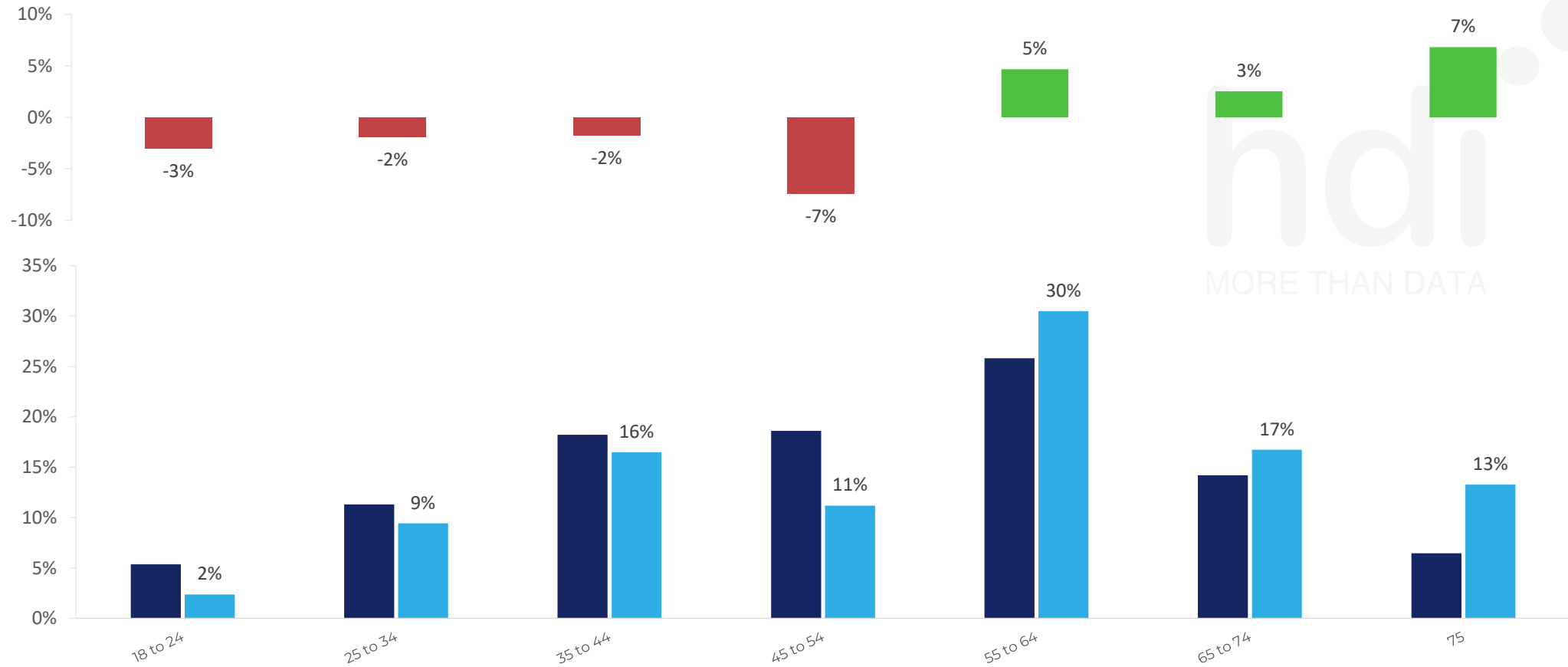
% of market share spend for Coldstreamer TR183BB and 97 Chains in 3 Miles from 19/12/2022 - 05/12/2023



Age

How does the age profile of customers who visit Coldstreamer TR183BB compare versus its competitors?

% of spend for Coldstreamer TR183BB and 97 Chains in 3 Miles from 19/12/2022 - 05/12/2023 split by Age Range



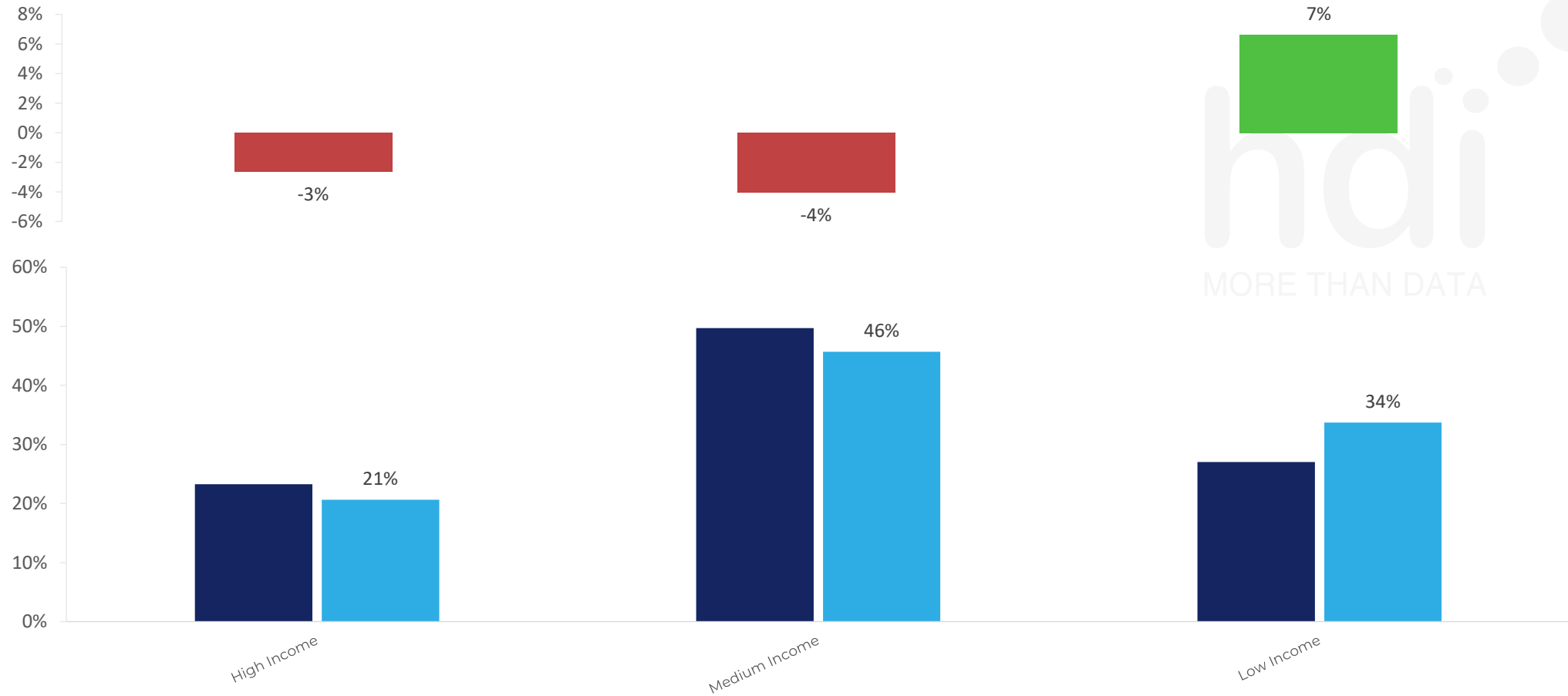
■ Competitor

■ Coldstreamer TR183BB

Affluence

How does the affluence of customers who visit Coldstreamer TR183BB compare versus its competitors?

% of spend for Coldstreamer TR183BB and 97 Chains in 3 Miles from 19/12/2022 - 05/12/2023 split by Affluence



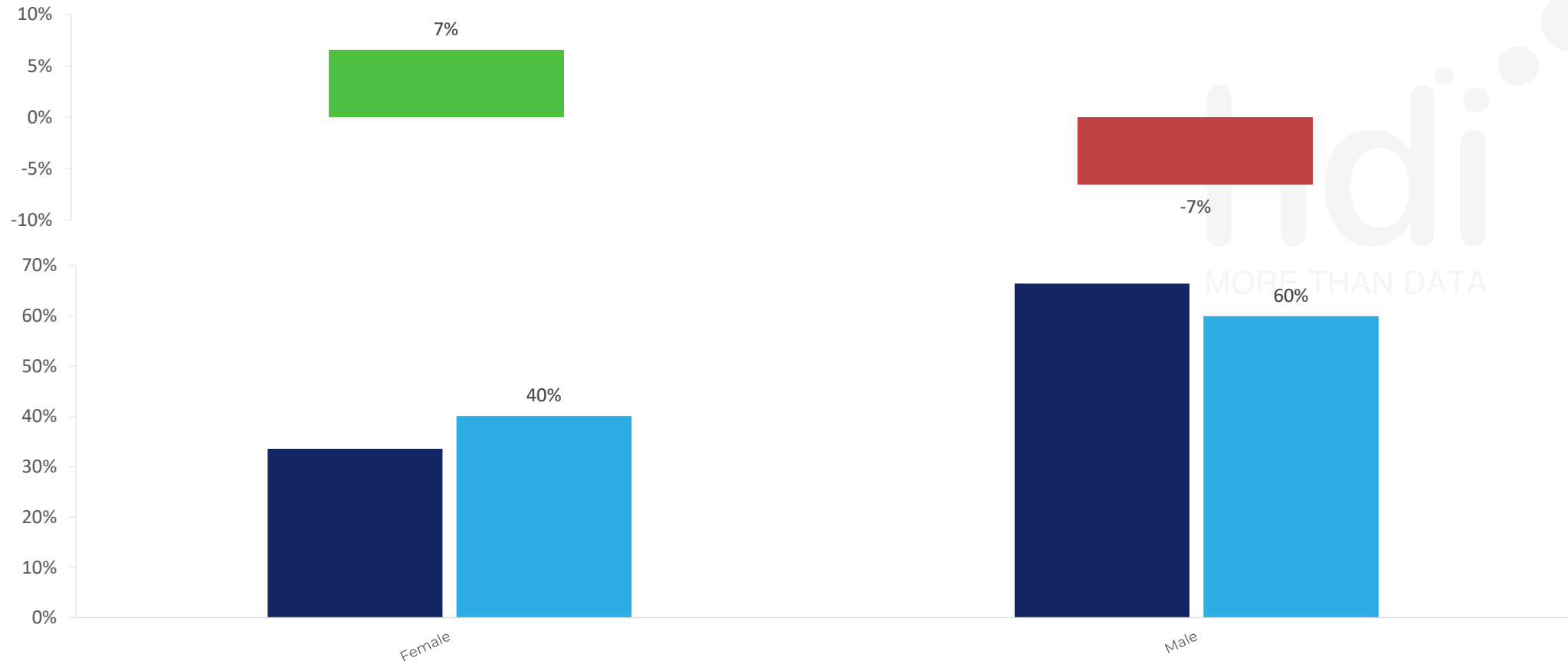
■ Competitor

■ Coldstreamer TR183BB

Gender

How does the gender profile of customers who visit Coldstreamer TR183BB compare versus its competitors?

% of spend for Coldstreamer TR183BB and 97 Chains in 3 Miles from 19/12/2022 - 05/12/2023 split by Gender



■ Competitor

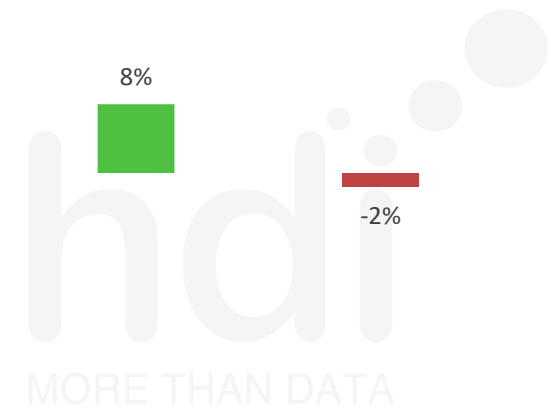
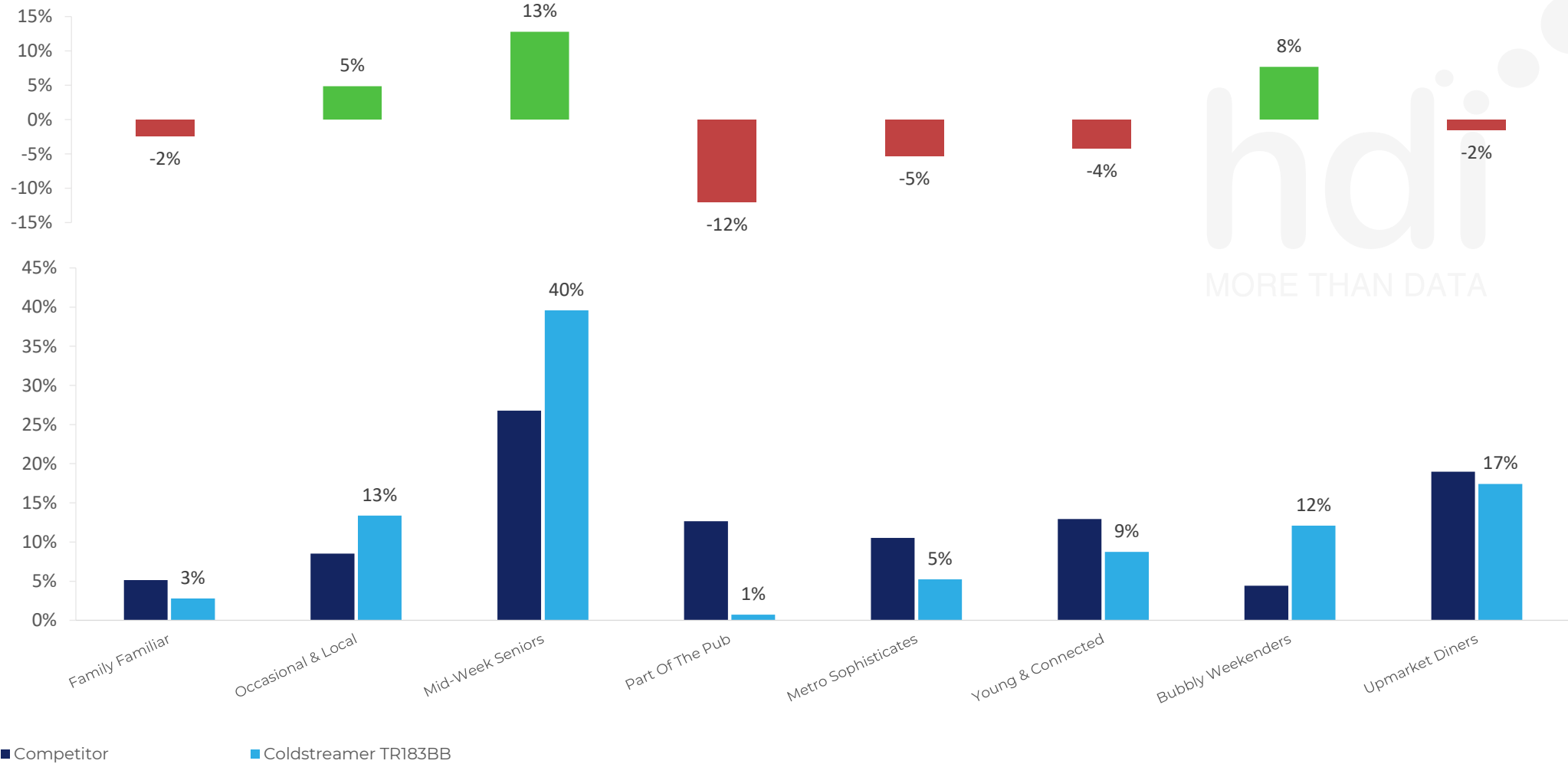
■ Coldstreamer TR183BB



Custom Segmentation

How does the Custom segmentation profile of customers who visit Coldstreamer TR183BB compare versus its competitors?

% of spend for Coldstreamer TR183BB and 97 Chains in 3 Miles from 19/12/2022 - 05/12/2023 split by Segment





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.



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.



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.



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.



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.



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.



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.



8 – UPMARKET DINERS

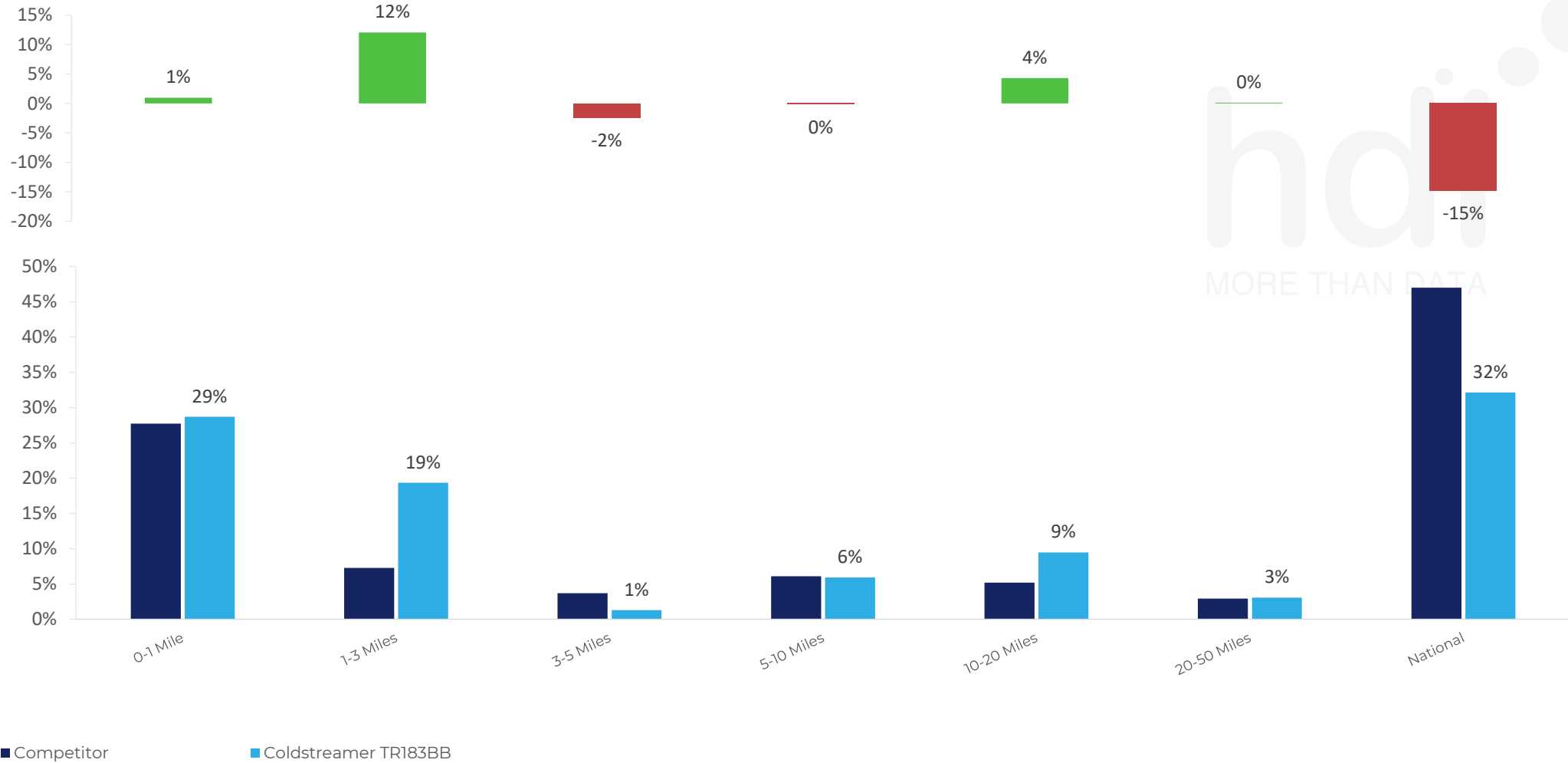
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Spend by Distance

How does the spend profile of Coldstreamer TR183BB compare versus its competitors based on travel distances?

% of spend for Coldstreamer TR183BB and 97 Chains in 3 Miles from 19/12/2022 - 05/12/2023 split by Distance travelled

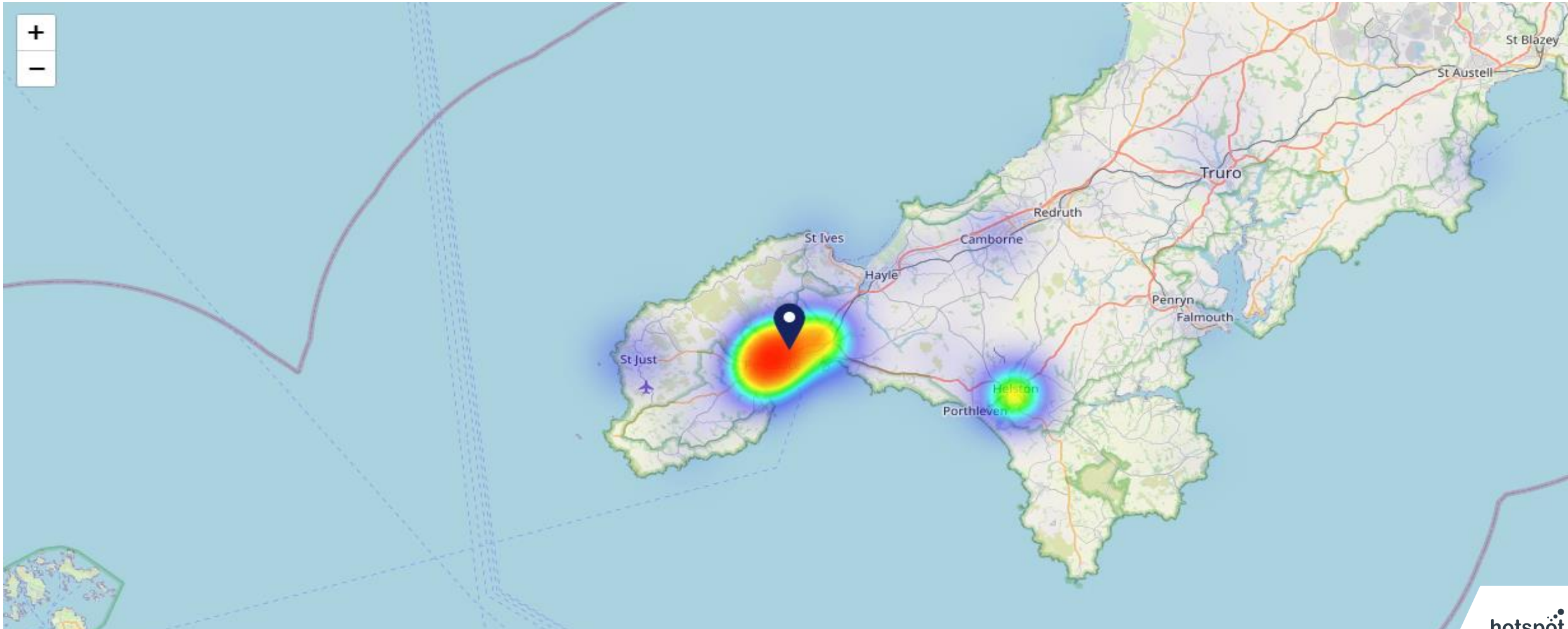




Map of Guest Origin

Where do customers of Coldstreamer TR183BB come from?

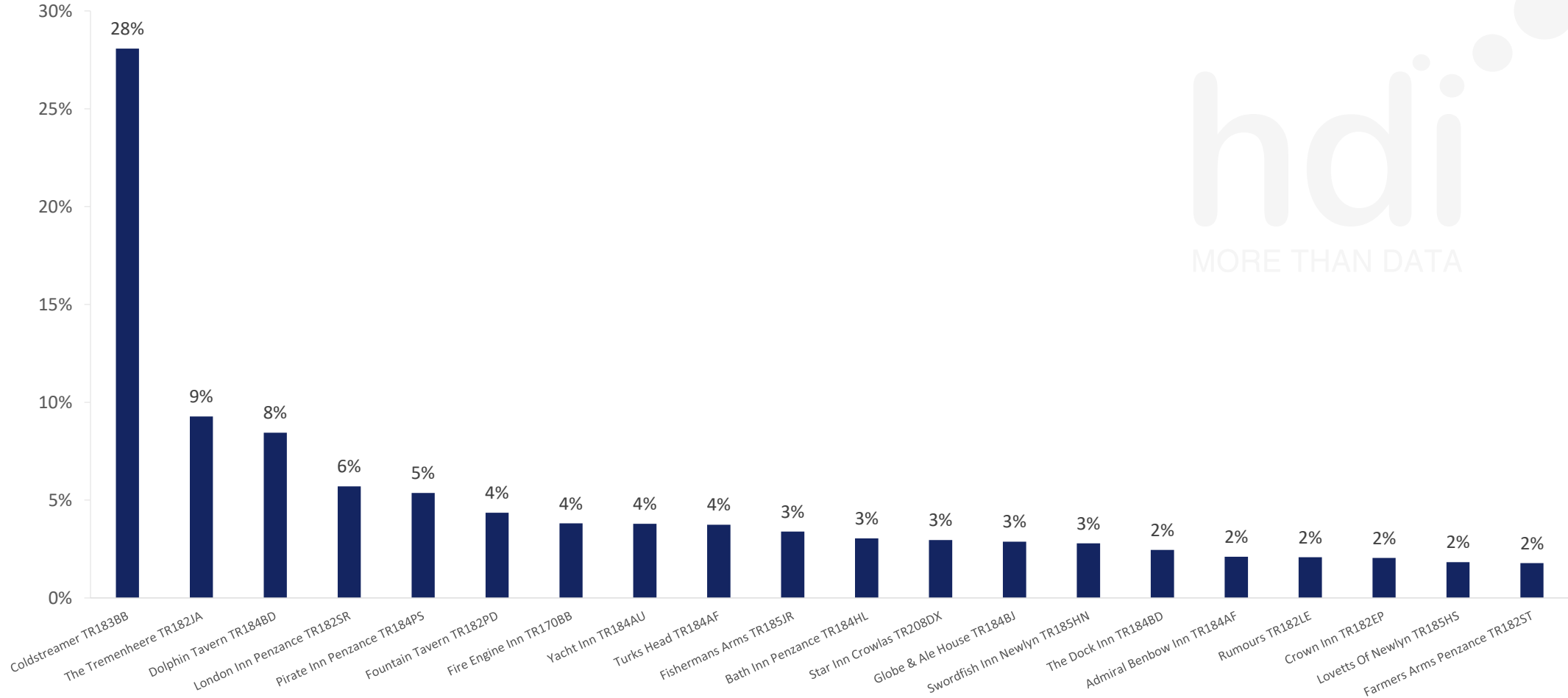
Where do customers of Coldstreamer TR183BB for 19/12/2022 - 05/12/2023 live



Share of Wallet

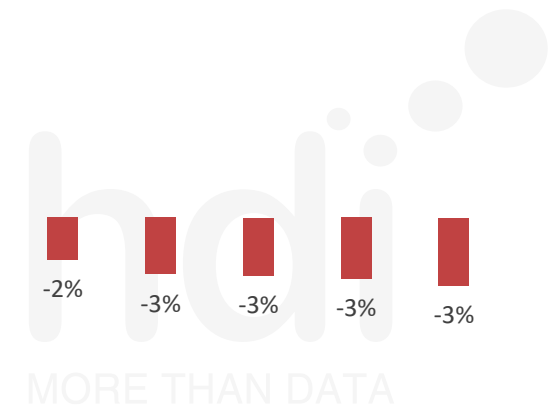
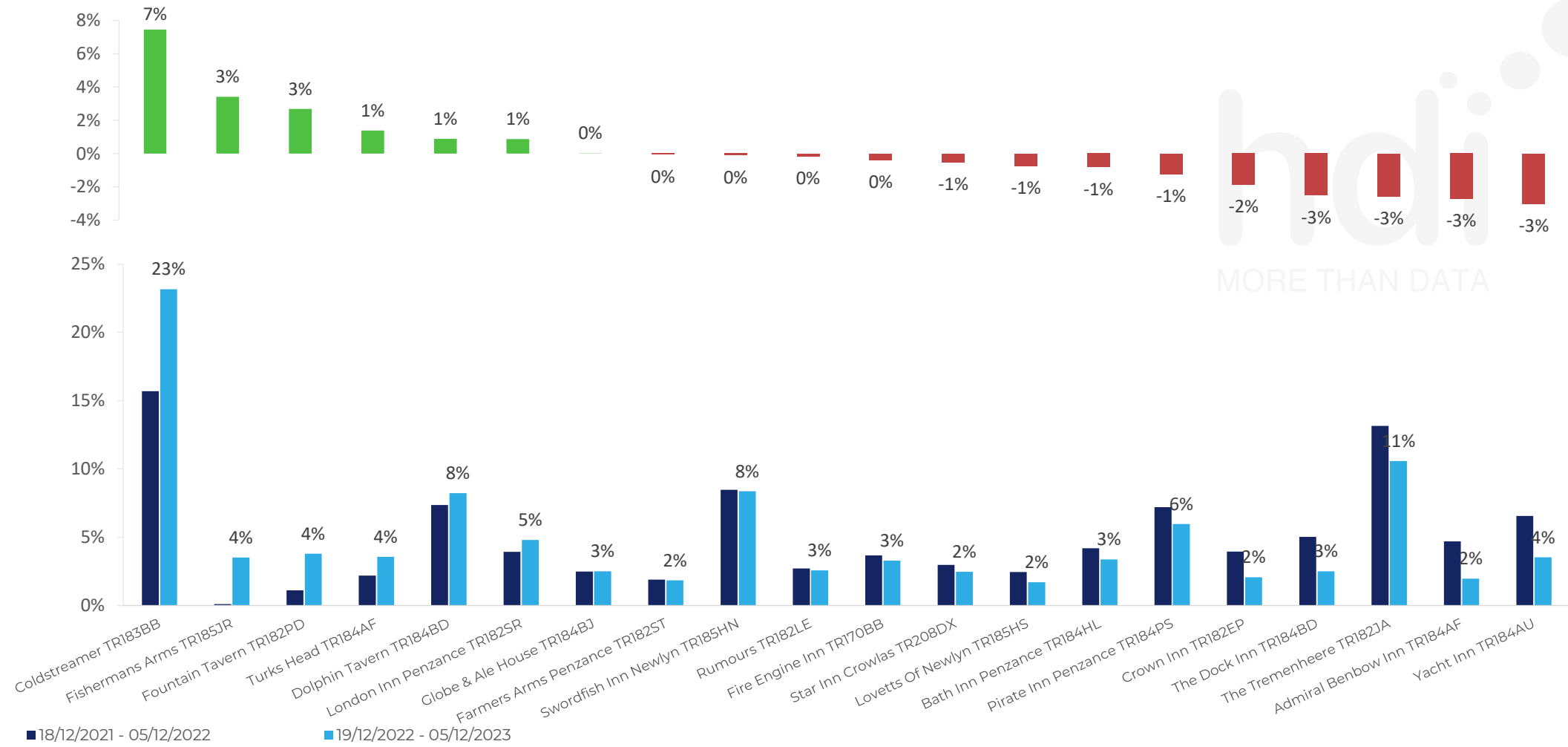
What are the Top 20 venues (by spend) that customers of Coldstreamer TR183BB also visit?

For customers of Coldstreamer TR183BB, who are the top 20 competitors from 97 Chains in 3 Miles for 19/12/2022 - 05/12/2023 split by Venue



Share of Wallet Change

How has share of wallet of customers of Coldstreamer TR183BB changed between two date ranges?





Market Summary

How does the local area for Coldstreamer TR183BB 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	£256K	3	£256K	2	£11.60M	5	£35.27M	4
Weekpart	Mon - Thu	39.6%	5	39.6%	5	50.1%	10	48.9%	10
Weekpart	Fri - Sat	39.9%	3	39.9%	3	33.9%	1	37.1%	1
Weekpart	Sun	20.5%	9	20.5%	10	16.0%	7	14.0%	2
Age	18 to 24	2.4%	2	2.4%	2	5.9%	5	4.4%	2
Age	25 to 34	9.4%	1	9.4%	1	15.4%	2	12.8%	1
Age	35 to 44	16.5%	2	16.5%	1	21.9%	4	19.9%	2
Age	45 to 54	11.2%	1	11.2%	1	21.7%	7	19.8%	5
Age	55 to 64	30.5%	10	30.5%	10	19.4%	8	23.2%	10
Age	65 to 74	16.7%	10	16.7%	10	9.6%	8	12.8%	10
Age	75+	13.3%	10	13.3%	10	6.0%	9	7.0%	10
CAMEO	Business Elite	3.4%	3	3.4%	3	2.2%	2	4.6%	3
CAMEO	Prosperous Professionals	5.9%	5	5.9%	5	5.8%	5	6.6%	6
CAMEO	Flourishing Society	11.3%	5	11.3%	5	12.3%	5	14.2%	6
CAMEO	Content Communities	7.2%	2	7.2%	1	10.0%	3	11.0%	3
CAMEO	White Collar Neighbourhoods	15.3%	9	15.3%	9	11.1%	5	11.4%	5
CAMEO	Enterprising Mainstream	16.9%	10	16.9%	10	18.8%	10	15.4%	10
CAMEO	Paying The Mortgage	6.3%	1	6.3%	1	12.3%	4	12.7%	4
CAMEO	Cash Conscious Communities	14.8%	9	14.8%	9	12.6%	8	11.7%	8
CAMEO	On A Budget	18.3%	10	18.3%	10	11.5%	9	9.7%	9
CAMEO	Family Value	0.6%	2	0.6%	2	3.5%	6	2.7%	5
Affluence	AB	20.6%	4	20.6%	4	20.2%	3	25.4%	4
Affluence	C1C2	45.7%	5	45.7%	4	52.2%	7	50.5%	6
Affluence	DE	33.7%	9	33.7%	9	27.6%	8	24.2%	7



Site Competitors

