



Site Summary



Railway Medina PO305BU

PO305BU

Punch T&L



Work Area
Isle of Wight



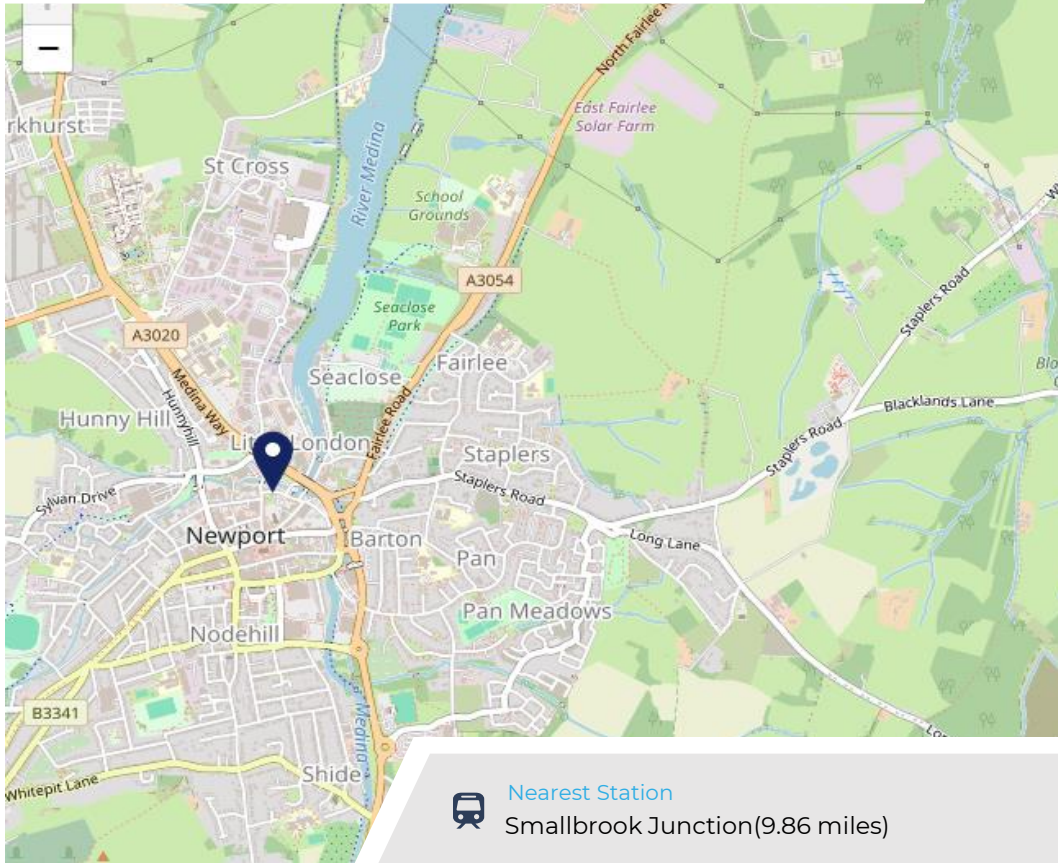
Region
South East



TV Region
South



Urbanicity
Urban city and town



ATV
£8.57



Gender
75.31%
Male



Affluence
68.25%
Middle Income



Segmentation
54.00%
Paying The Mortgage



Age Group
51.25%
45 to 54



Visit Day
24.54%
Fri

Top Competitors



Hogshead Newport
PO301SS
 Proper Pubs

#1



Crispin
PO301BL
 Punch T&L

#2



Prince of Wales
PO301JE
 Punch T&L

#3

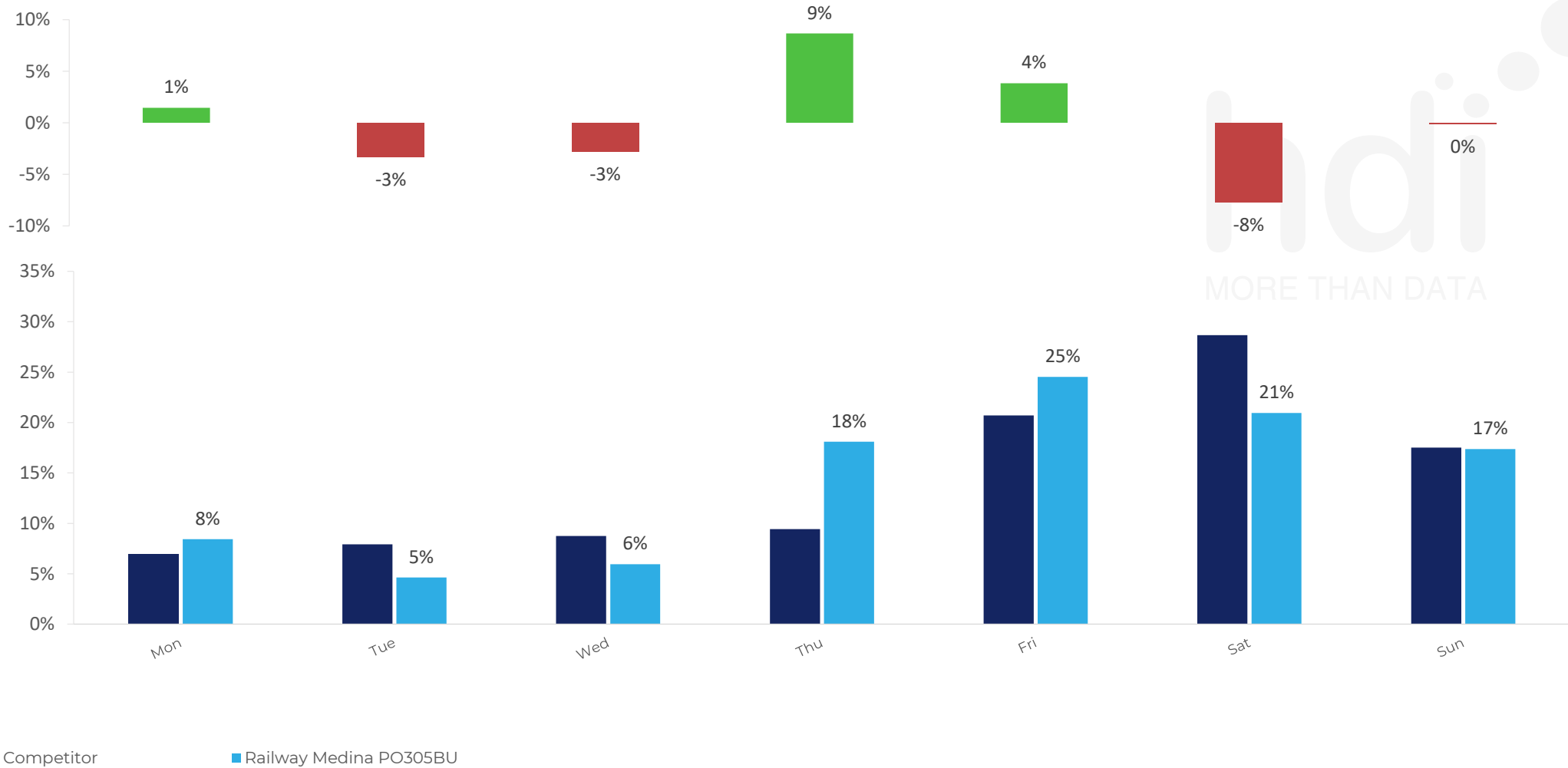


Nearest Station
Smallbrook Junction(9.86 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Railway Medina PO305BU versus its competitors?

% of spend for Railway Medina PO305BU and 97 Chains in 0.5 Miles from 30/01/2023 - 10/01/2024 split by Day of Week

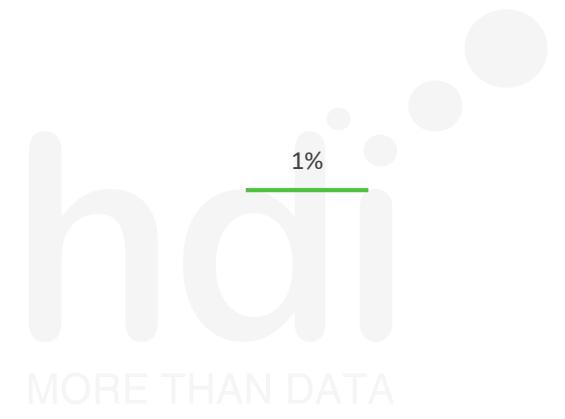
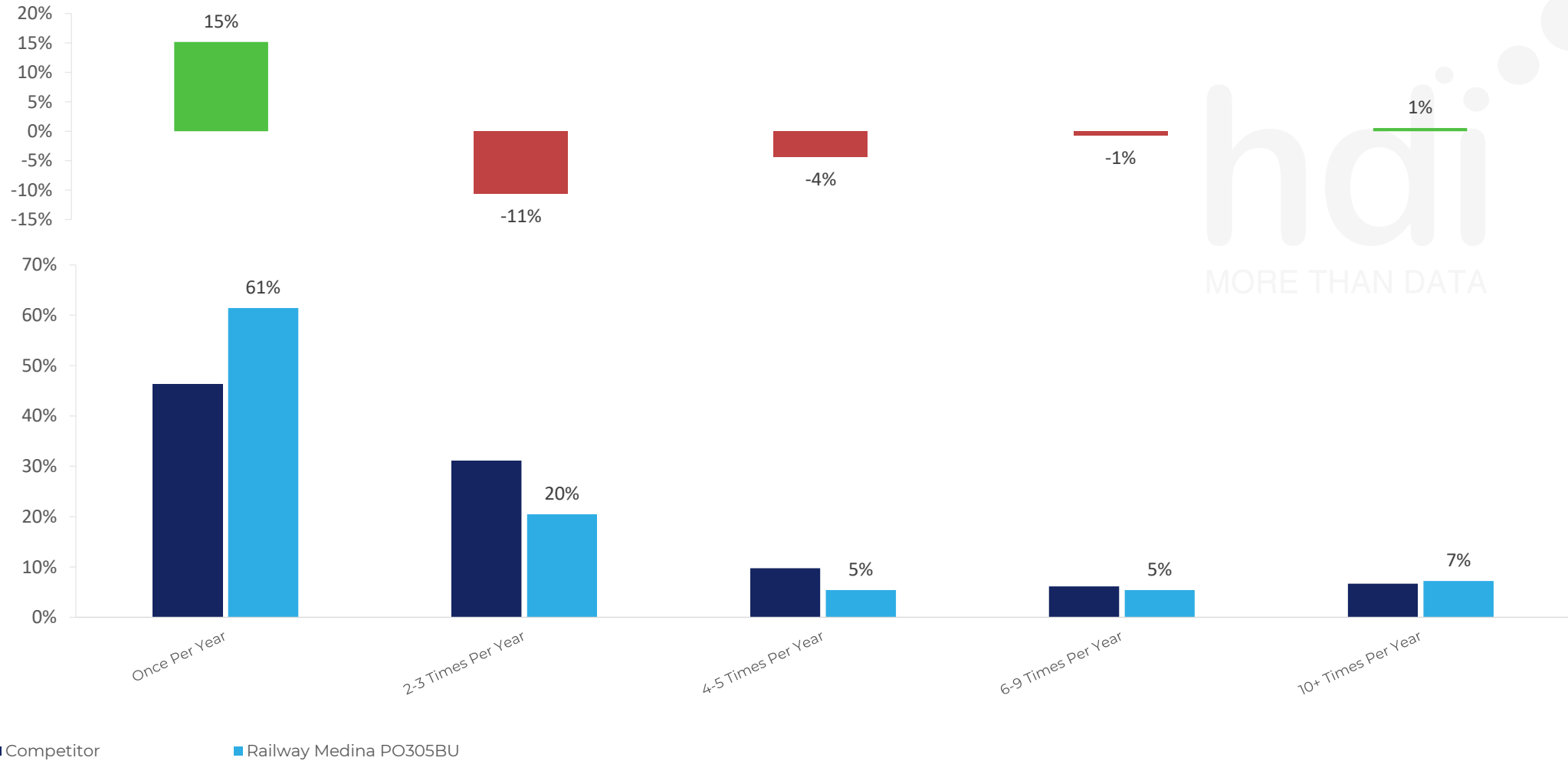




Visit Frequency

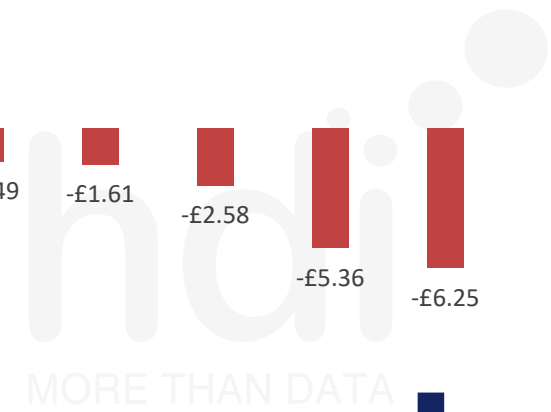
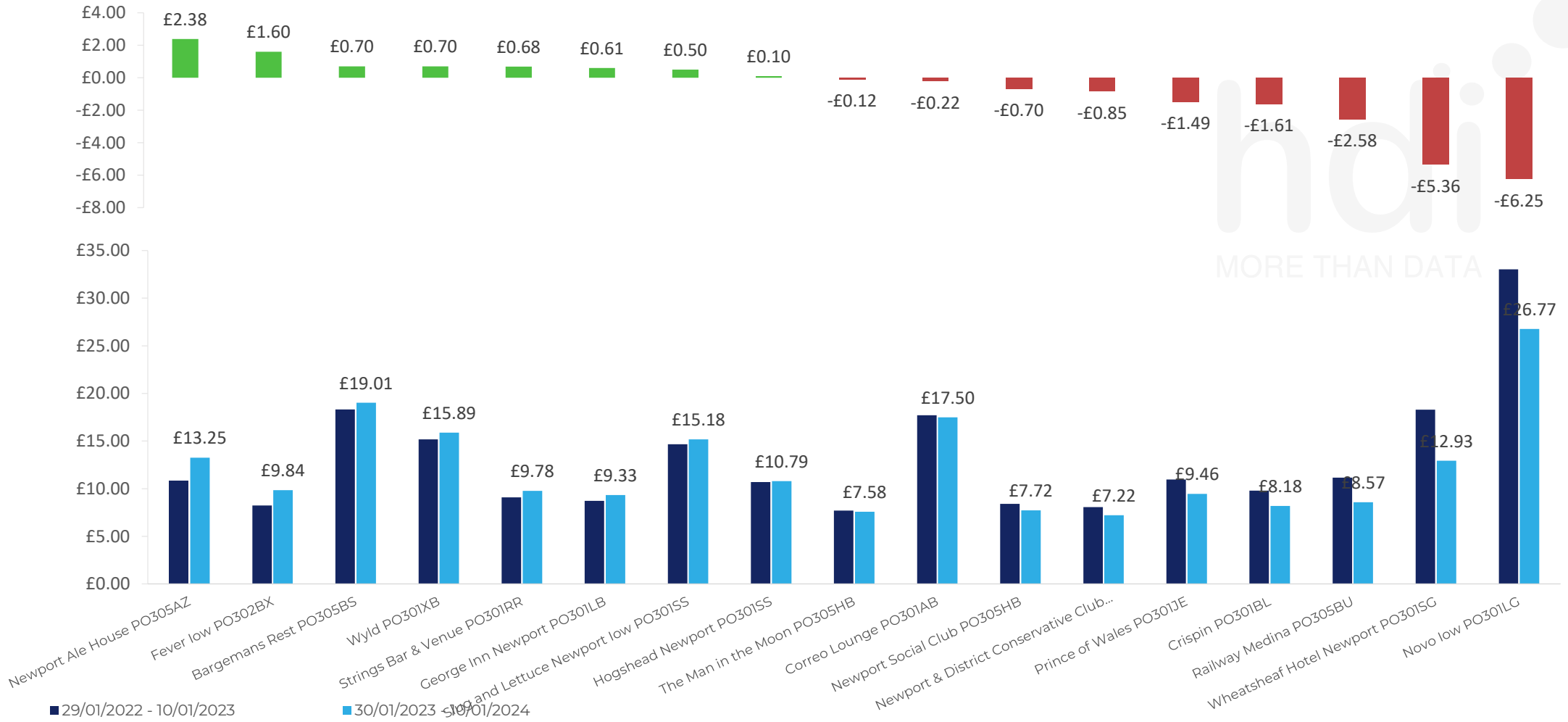
How frequently per year do customers visit Railway Medina PO305BU versus its competitors?

% of customer numbers for Railway Medina PO305BU and 97 Chains in 0.5 Miles from 30/01/2023 - 10/01/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

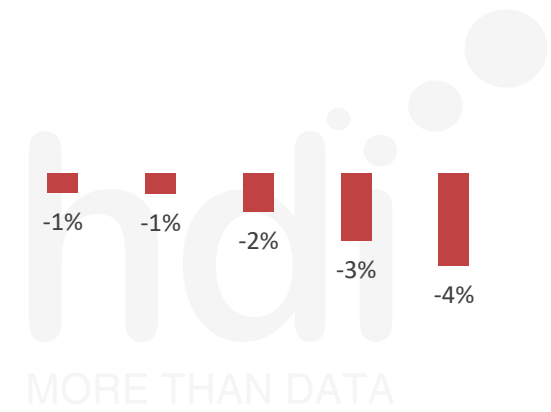
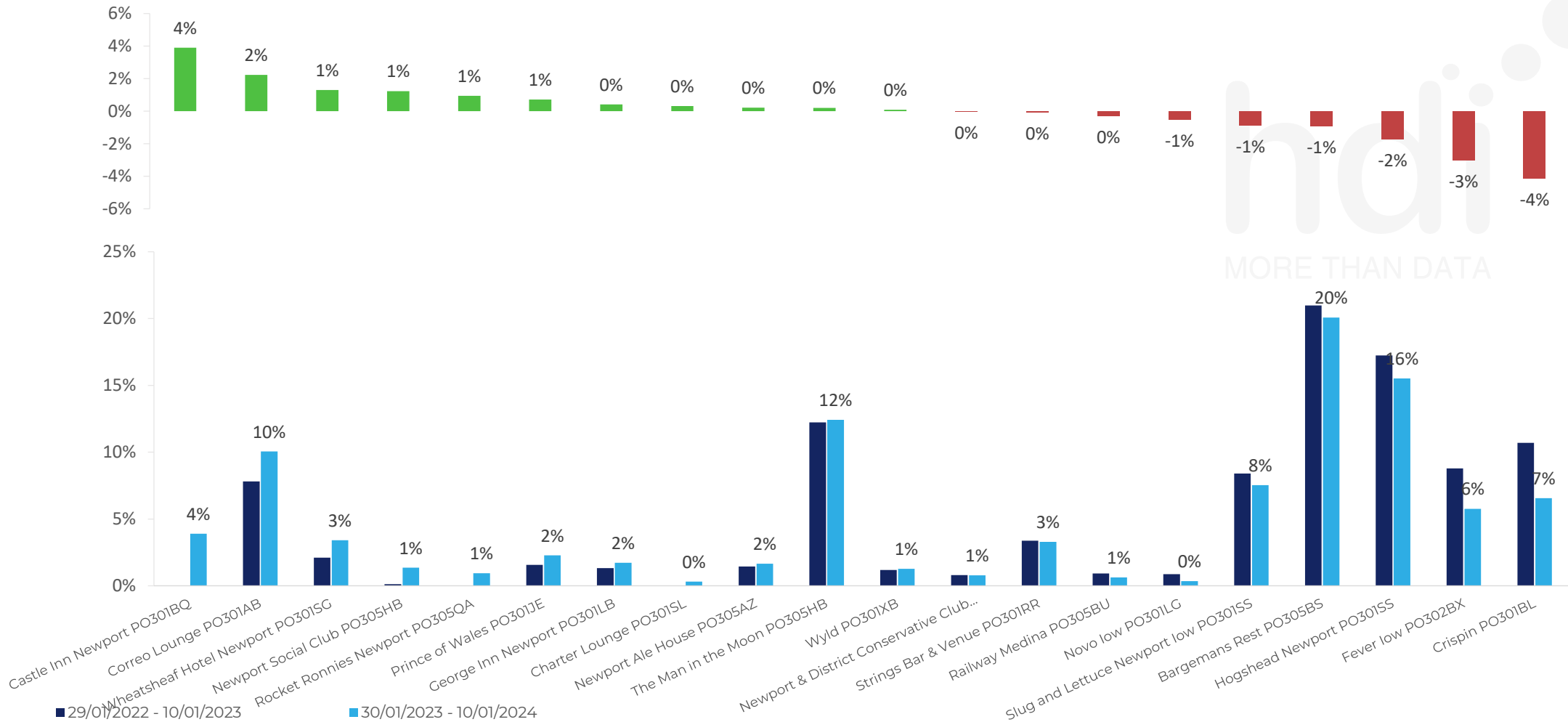




Market Share Change

How has market share changed between two date ranges?

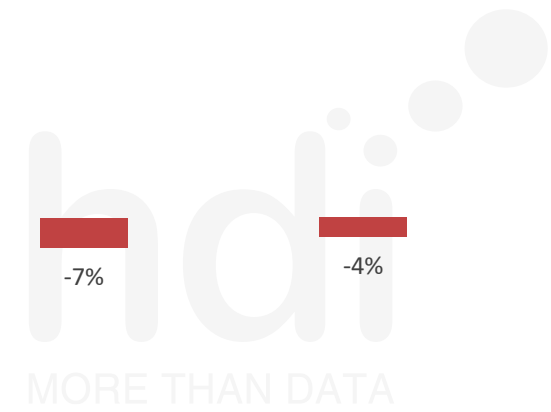
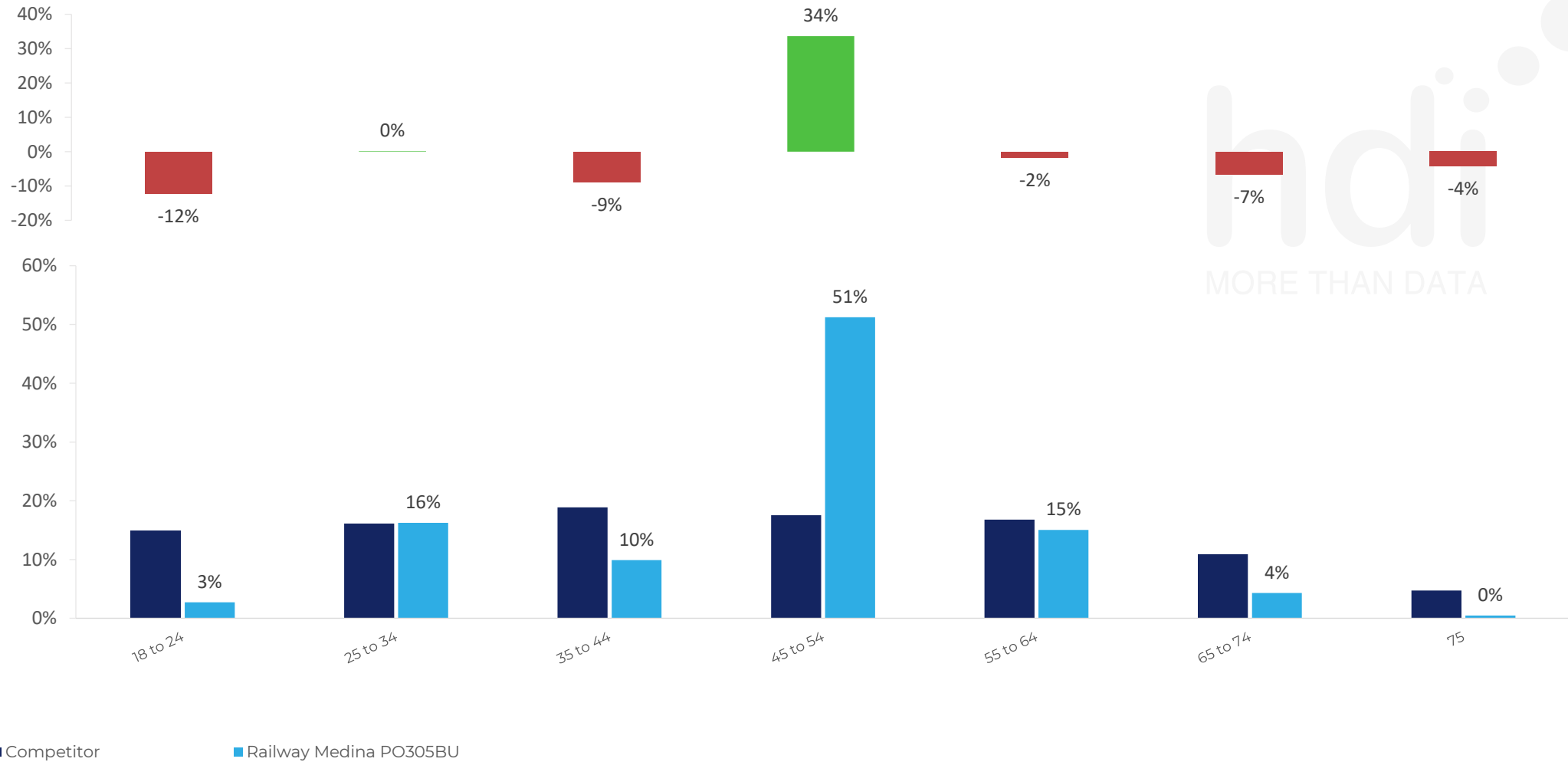
% of market share spend for Railway Medina PO305BU and 97 Chains in 0.5 Miles from 30/01/2023 - 10/01/2024



Age

How does the age profile of customers who visit Railway Medina PO305BU compare versus its competitors?

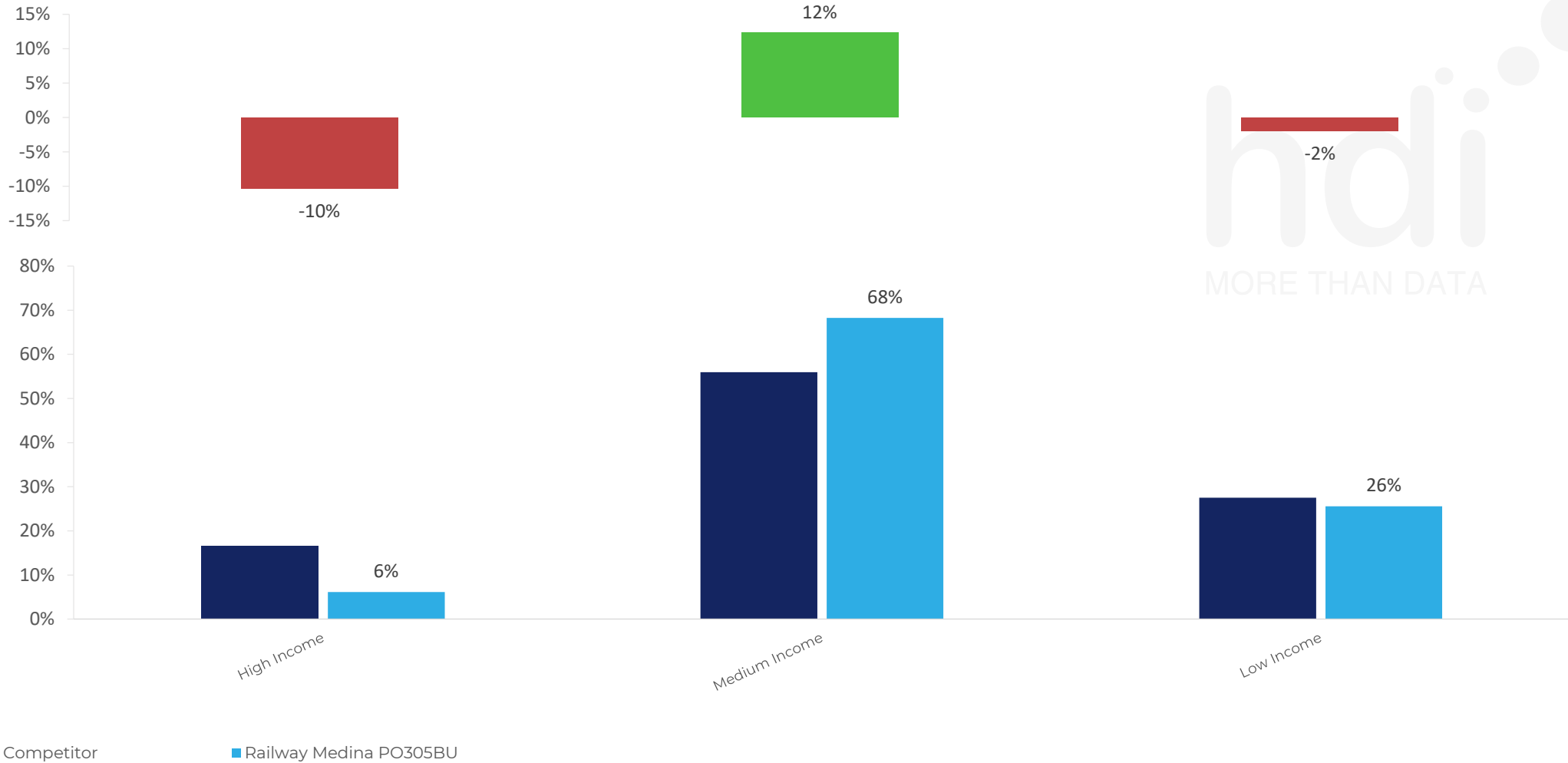
% of spend for Railway Medina PO305BU and 97 Chains in 0.5 Miles from 30/01/2023 - 10/01/2024 split by Age Range



Affluence

How does the affluence of customers who visit Railway Medina PO305BU compare versus its competitors?

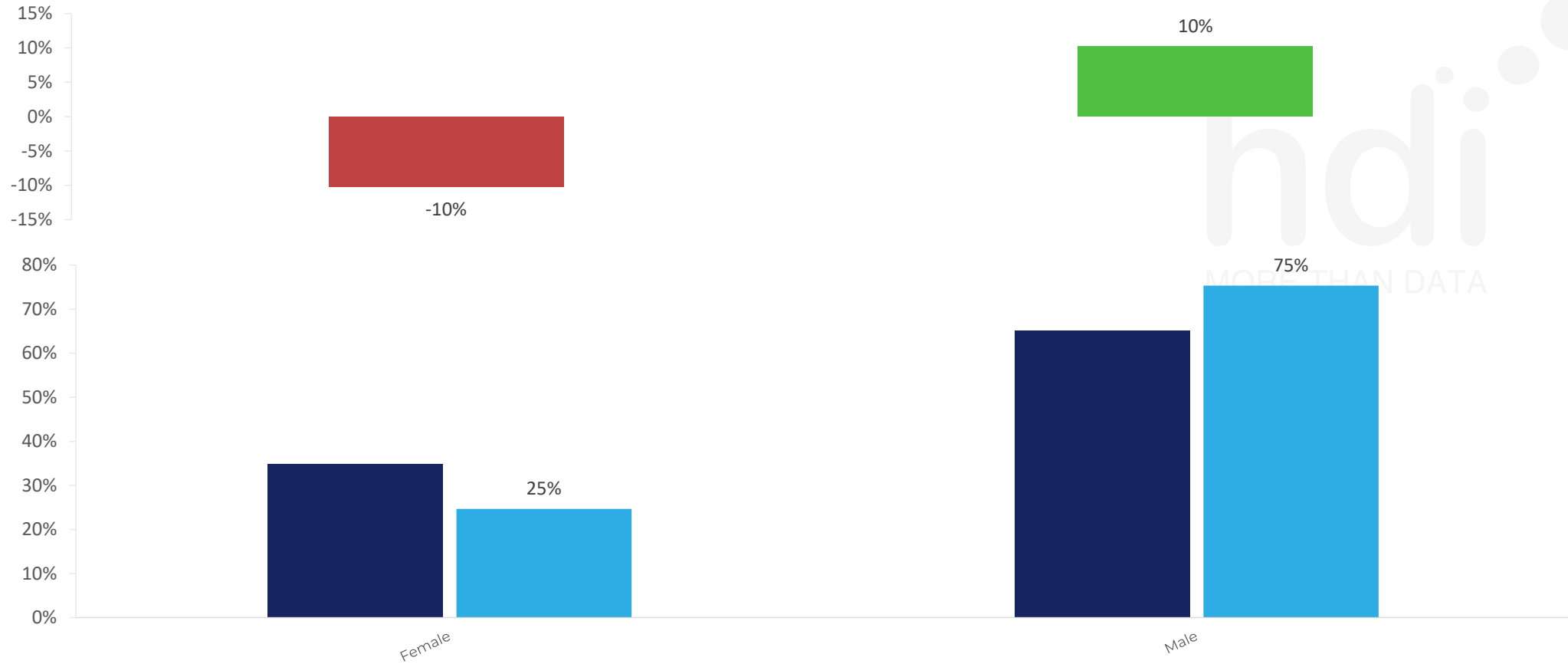
% of spend for Railway Medina PO305BU and 97 Chains in 0.5 Miles from 30/01/2023 - 10/01/2024 split by Affluence



Gender

How does the gender profile of customers who visit Railway Medina PO305BU compare versus its competitors?

% of spend for Railway Medina PO305BU and 97 Chains in 0.5 Miles from 30/01/2023 - 10/01/2024 split by Gender



■ Competitor

■ Railway Medina PO305BU

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

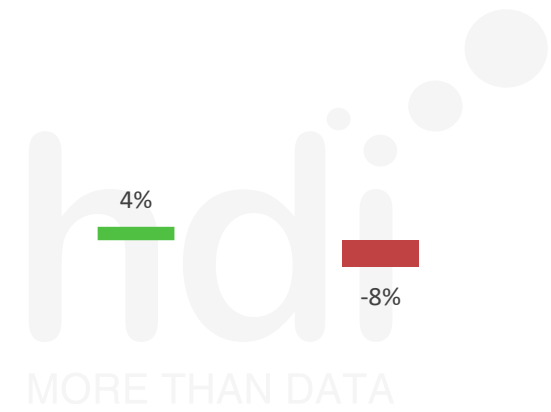
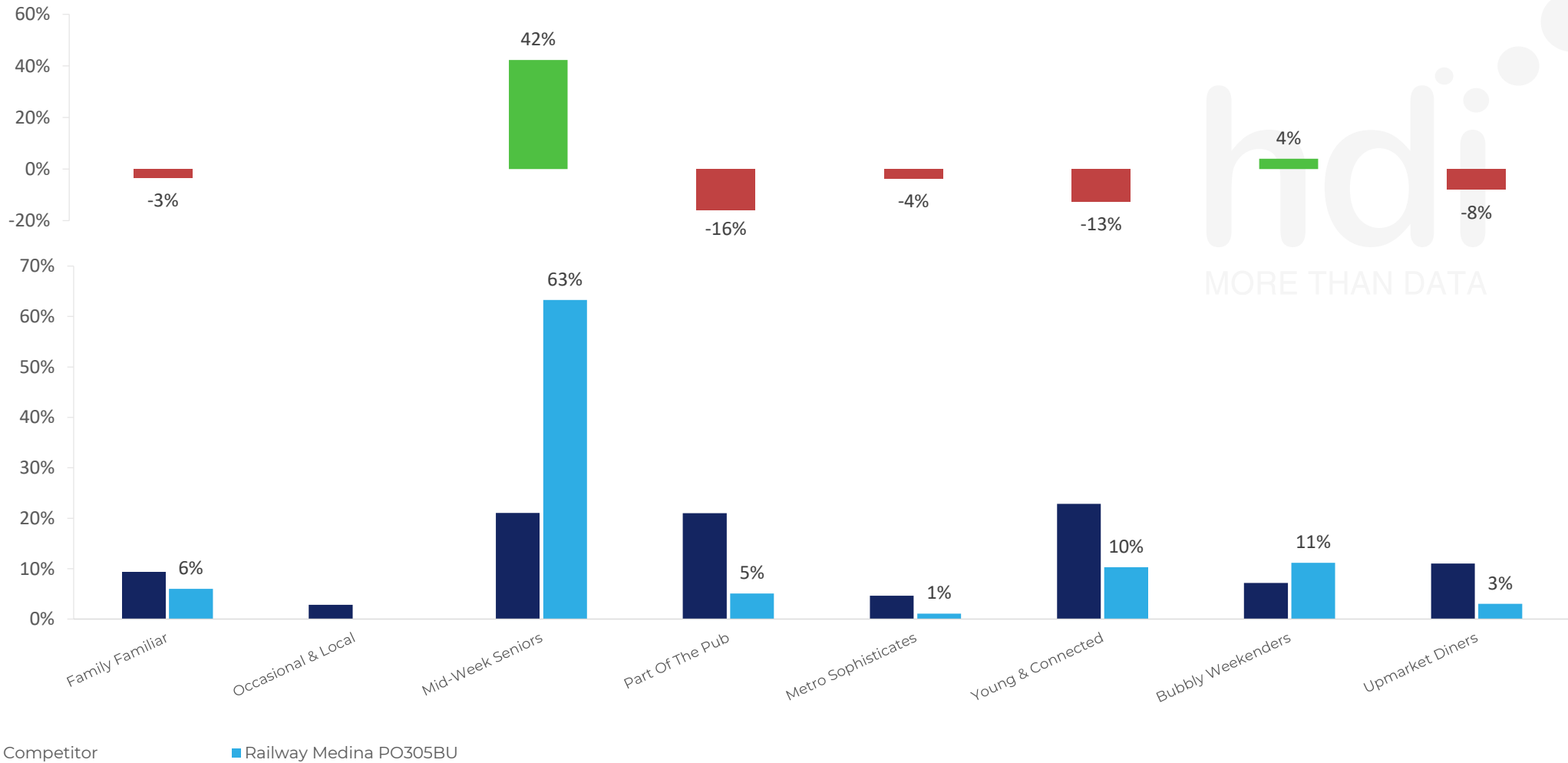
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Railway Medina PO305BU compare versus its competitors?

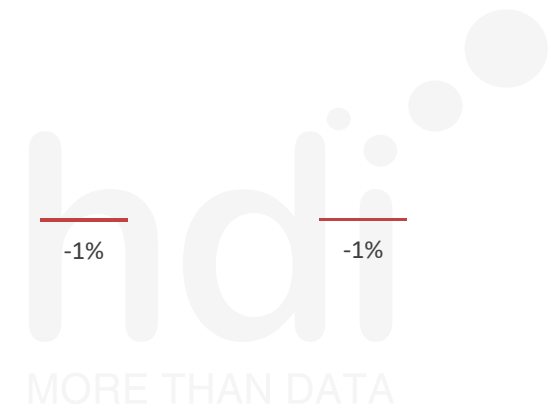
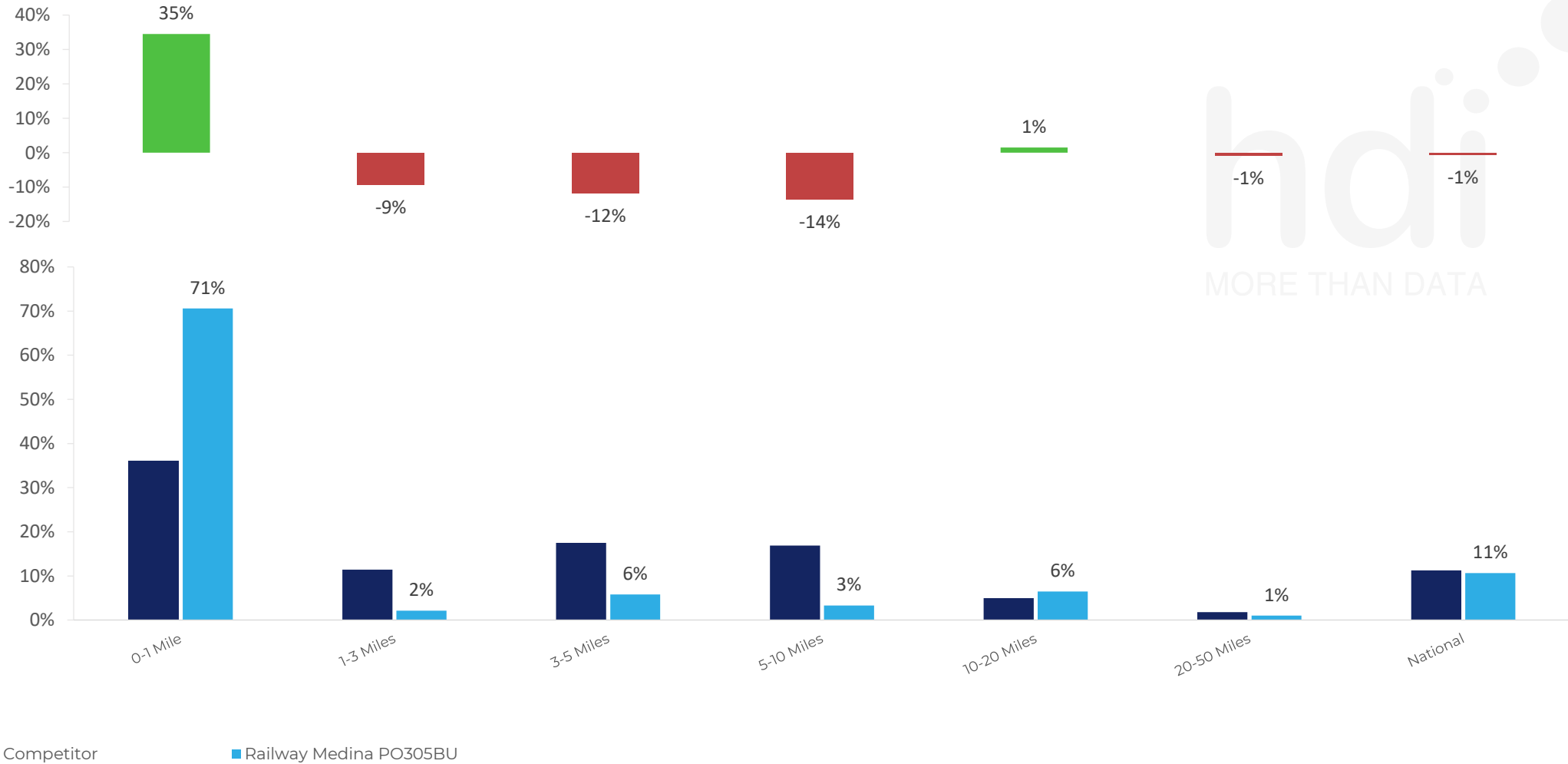
% of spend for Railway Medina PO305BU and 97 Chains in 0.5 Miles from 30/01/2023 - 10/01/2024 split by Segment



Spend by Distance

How does the spend profile of Railway Medina PO305BU compare versus its competitors based on travel distances?

% of spend for Railway Medina PO305BU and 97 Chains in 0.5 Miles from 30/01/2023 - 10/01/2024 split by Distance travelled



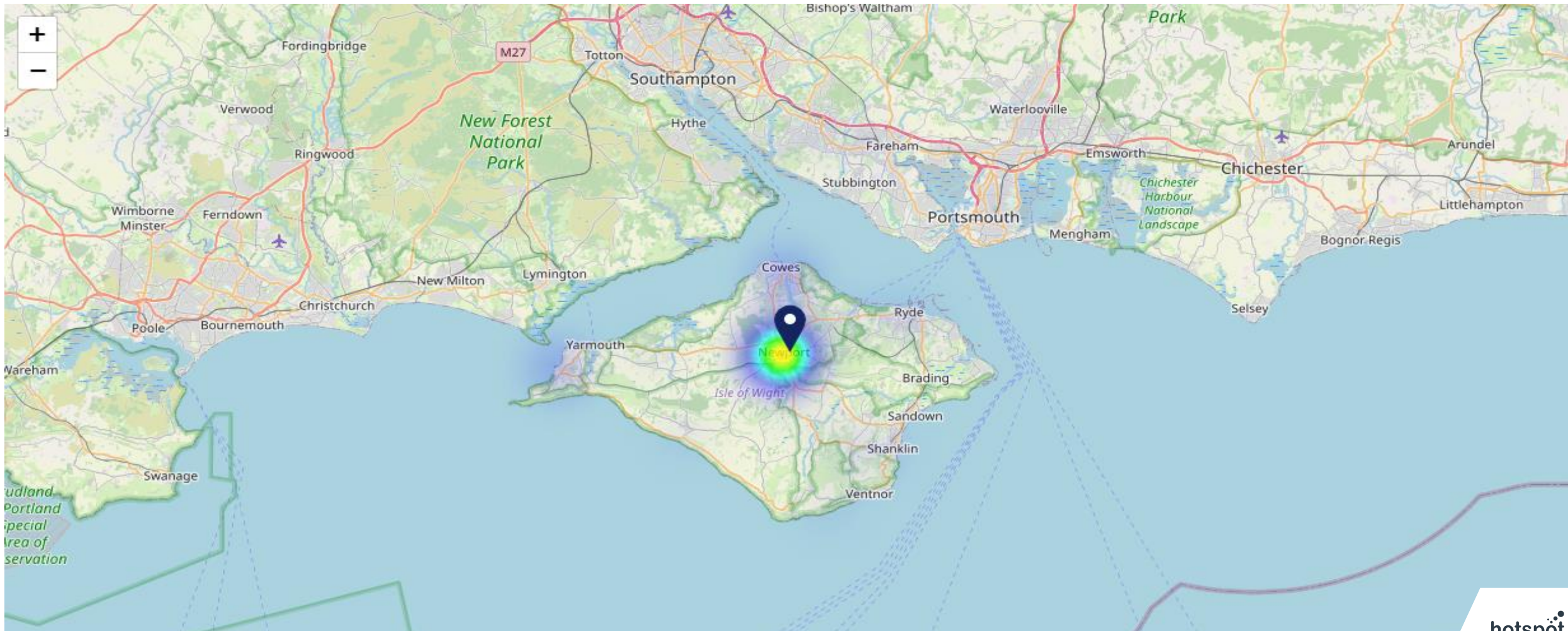
■ Competitor ■ Railway Medina PO305BU



Map of Guest Origin

Where do customers of Railway Medina PO305BU come from?

Where do customers of Railway Medina PO305BU for 30/01/2023 - 10/01/2024 live

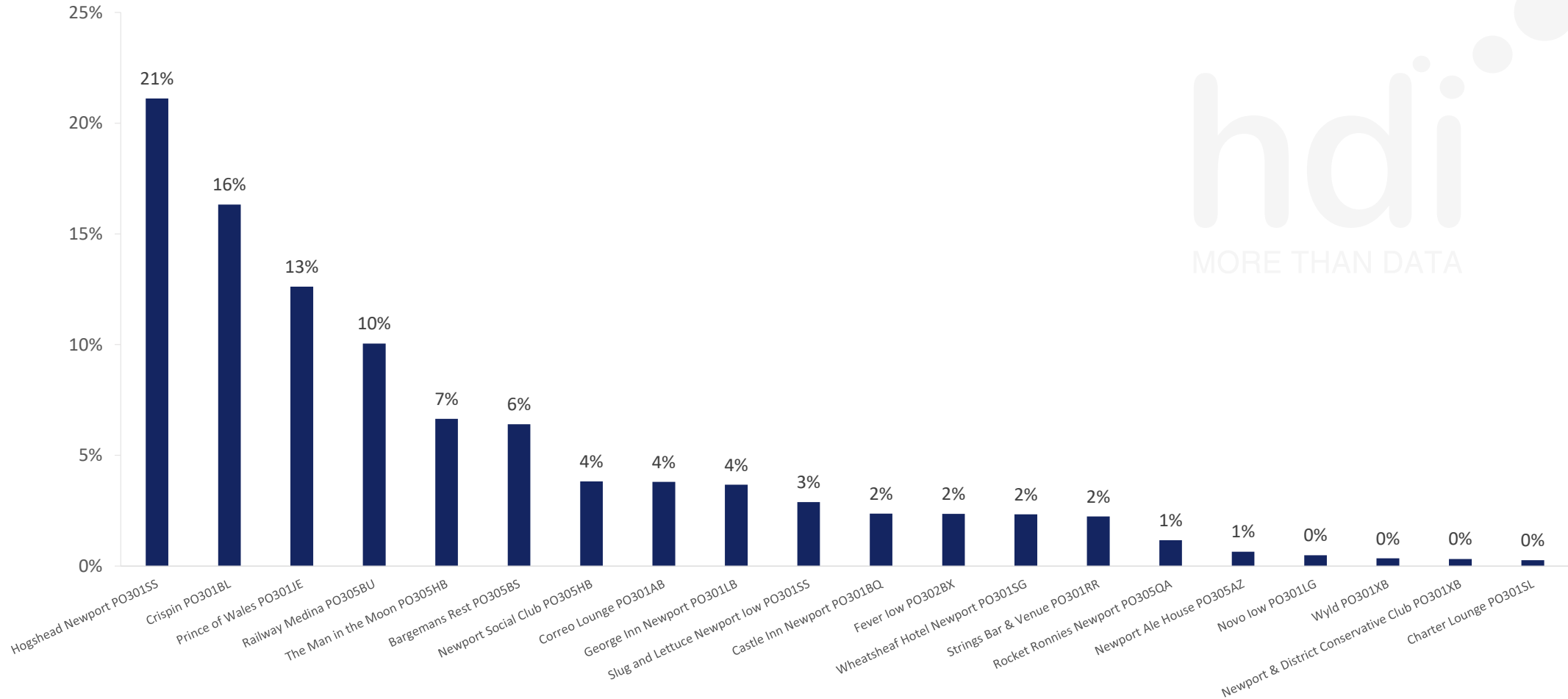




Share of Wallet

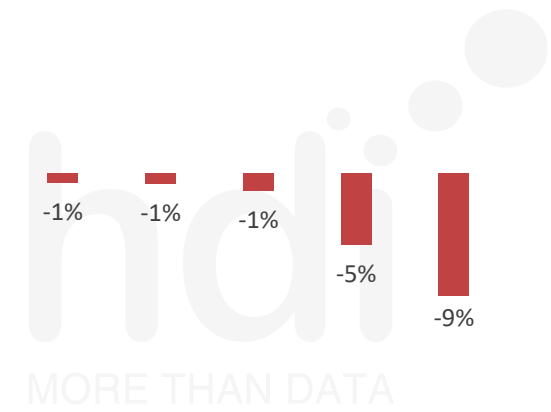
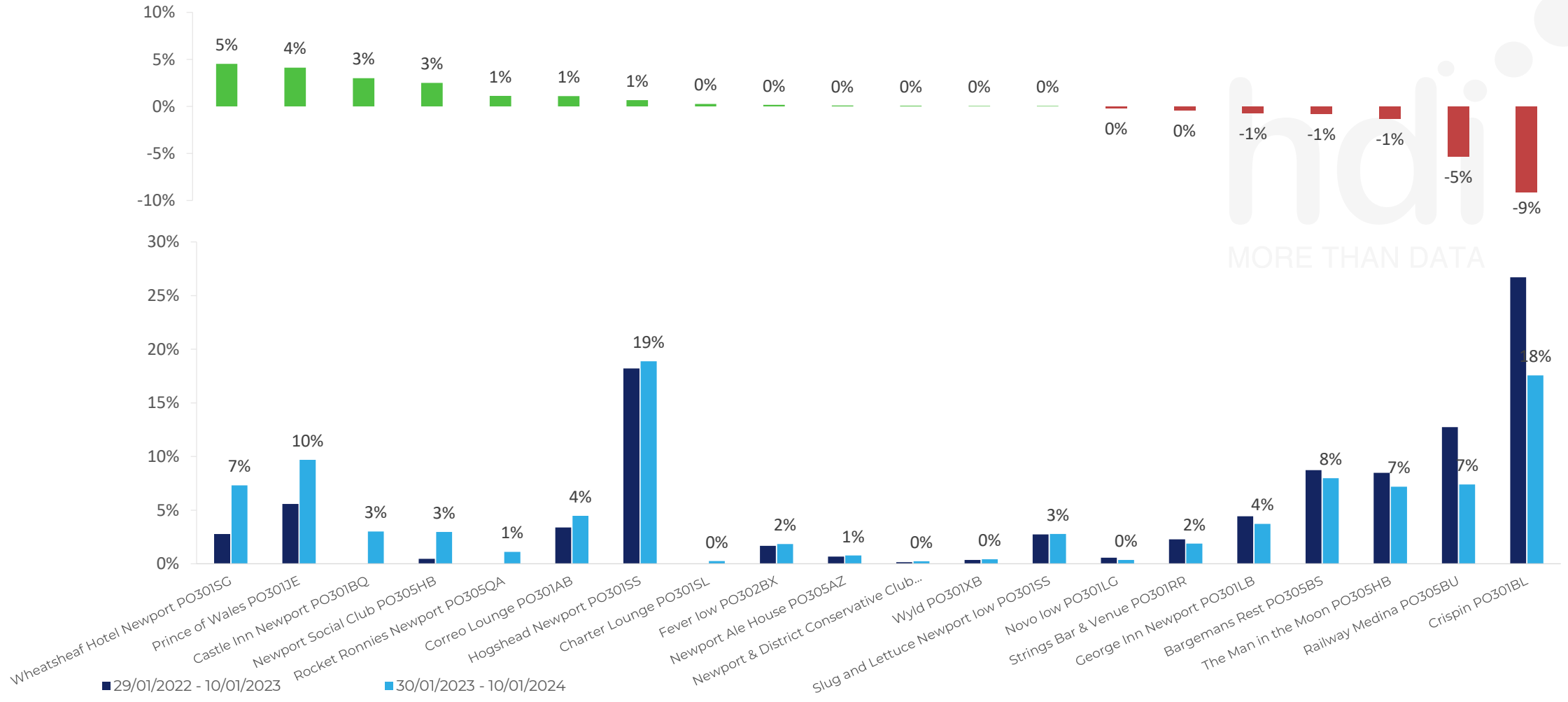
What are the Top 20 venues (by spend) that customers of Railway Medina PO305BU also visit?

For customers of Railway Medina PO305BU, who are the top 20 competitors from 97 Chains in 0.5 Miles for 30/01/2023 - 10/01/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Railway Medina PO305BU changed between two date ranges?





Market Summary

How does the local area for Railway Medina PO305BU 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	£5.97M	8	£21.02M	9	£25.92M	7	£35.67M	4
Weekpart	Mon - Thu	34.5%	2	42.9%	7	43.4%	7	43.9%	8
Weekpart	Fri - Sat	50.0%	9	42.2%	4	42.3%	5	40.9%	4
Weekpart	Sun	15.5%	7	14.9%	6	14.4%	4	15.1%	4
Age	18 to 24	11.1%	9	10.3%	8	10.0%	8	8.0%	6
Age	25 to 34	17.9%	4	18.2%	4	17.3%	3	15.4%	2
Age	35 to 44	18.9%	3	22.3%	5	22.1%	4	20.5%	2
Age	45 to 54	17.2%	3	17.3%	3	18.6%	3	18.2%	2
Age	55 to 64	17.2%	7	16.8%	6	16.7%	7	18.1%	8
Age	65 to 74	12.5%	9	10.3%	8	10.4%	9	12.6%	10
Age	75+	5.2%	9	4.8%	9	4.9%	9	7.2%	10
CAMEO	Business Elite	2.3%	2	1.6%	2	1.7%	1	2.4%	1
CAMEO	Prosperous Professionals	5.5%	5	4.6%	4	4.5%	4	5.1%	4
CAMEO	Flourishing Society	13.4%	6	11.9%	5	11.8%	5	13.1%	6
CAMEO	Content Communities	11.9%	5	12.9%	6	13.0%	6	13.9%	7
CAMEO	White Collar Neighbourhoods	11.0%	5	11.6%	6	11.2%	5	11.3%	5
CAMEO	Enterprising Mainstream	14.3%	9	15.0%	10	15.2%	10	15.2%	10
CAMEO	Paying The Mortgage	18.8%	8	17.7%	8	17.9%	8	17.2%	8
CAMEO	Cash Conscious Communities	14.5%	9	14.9%	9	15.2%	9	13.4%	9
CAMEO	On A Budget	7.9%	7	8.9%	8	8.5%	7	7.4%	7
CAMEO	Family Value	0.5%	2	1.0%	3	0.9%	2	1.0%	2
Affluence	AB	21.2%	4	18.1%	3	18.0%	3	20.5%	3
Affluence	C1C2	56.0%	8	57.1%	9	57.3%	9	57.6%	10
Affluence	DE	22.8%	6	24.8%	7	24.7%	7	21.8%	6



Site Competitors

