



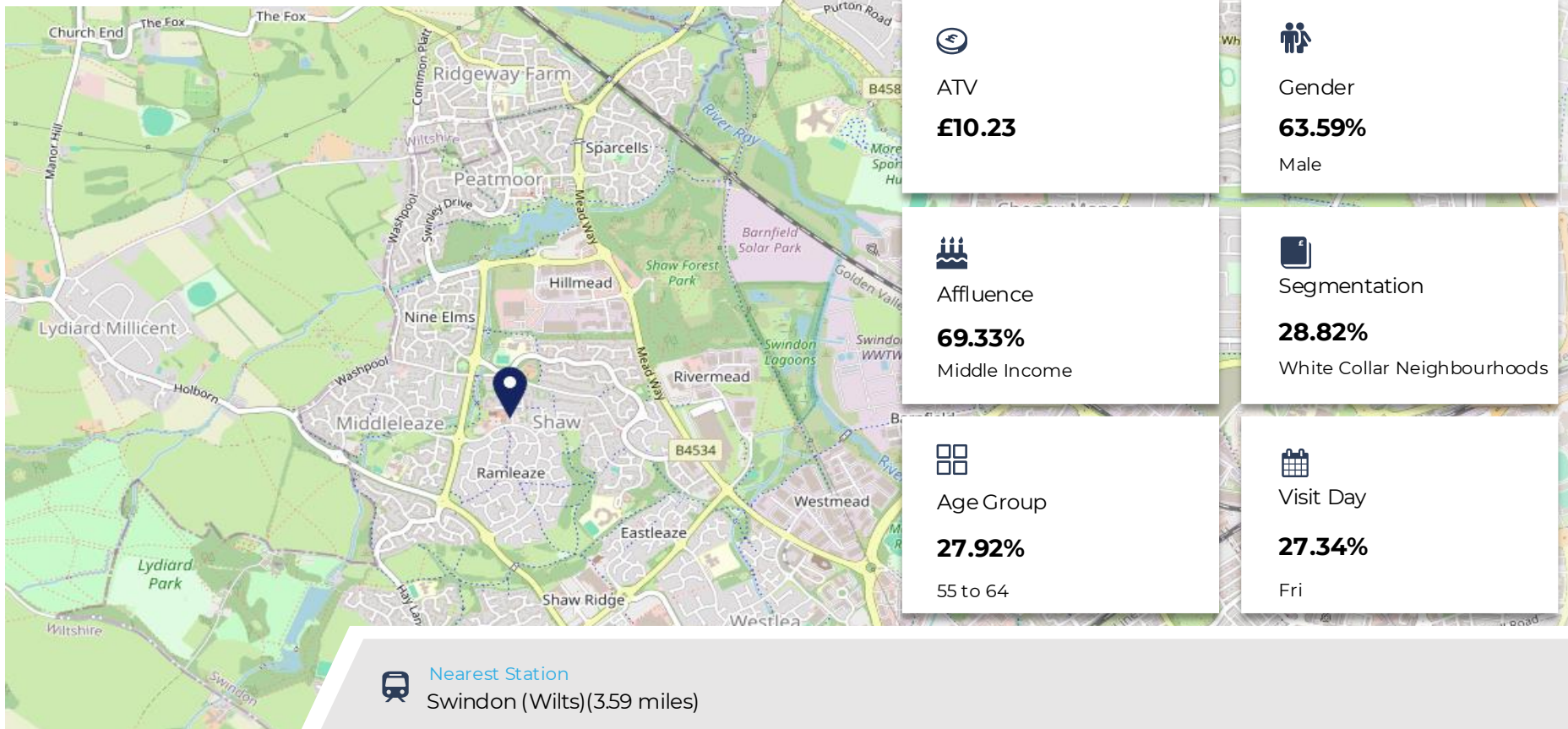
Site Summary



Village SN55PY

SN55PY

Punch T&L

**Work Area**
Swindon**Region**
South West**TV Region**
Central**Urbanicity**
Urban city and town**ATV**
£10.23**Gender**
63.59%
Male**Affluence**
69.33%
Middle Income**Segmentation**
28.82%
White Collar Neighbourhoods**Age Group**
27.92%
55 to 64**Visit Day**
27.34%
Fri

Top Competitors

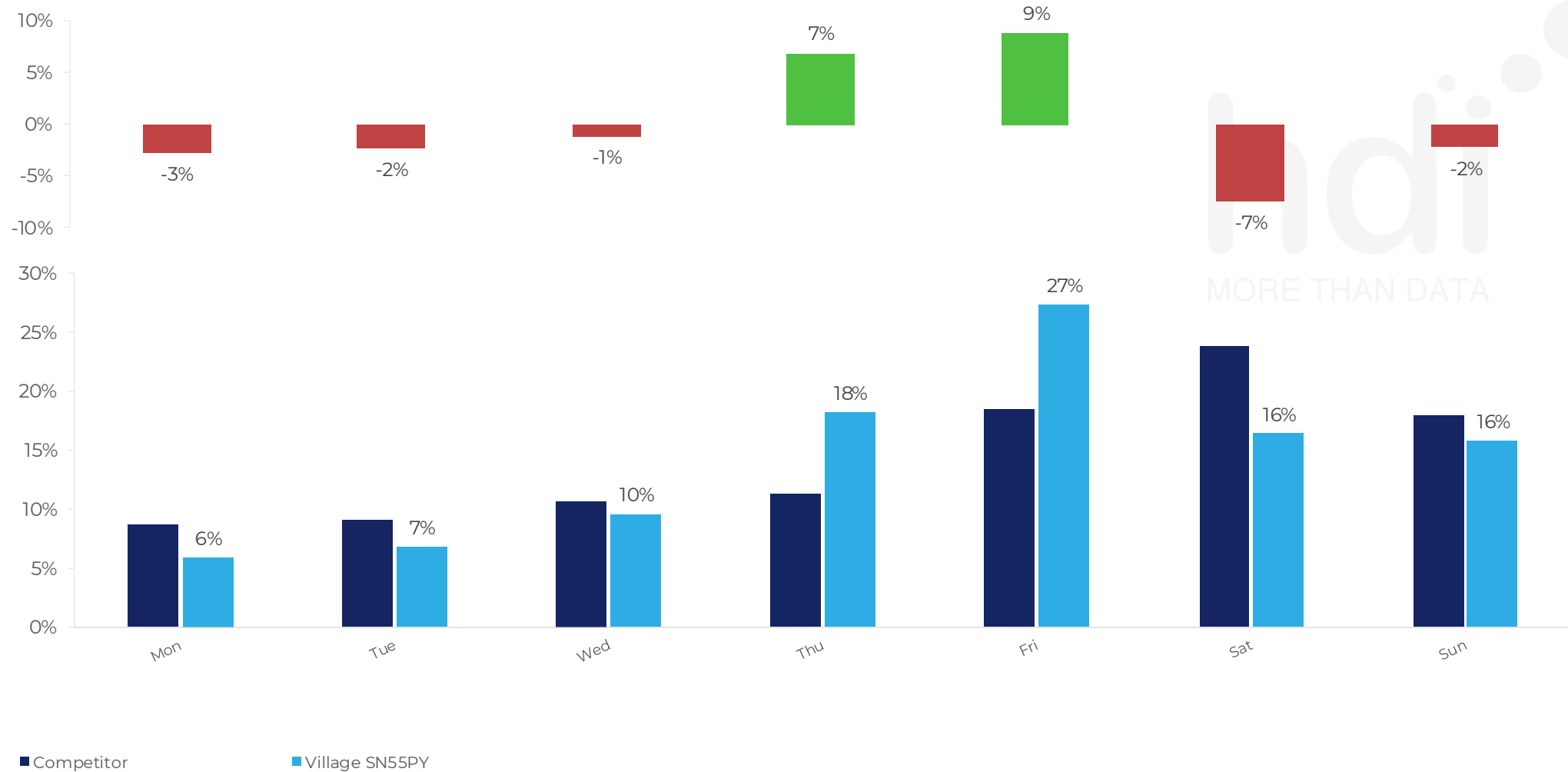
**Woodlands Edge (Swindon) #1**
SN55EZ
 Hungry Horse**Brookhouse Farm (Swindon) #2**
SN55TZ
 Hungry Horse**The Harvey (Swindon) #3**
SN57DL
 GK - Locals - Value**Nearest Station**
Swindon (Wilts)(3.59 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Village SN55PY versus its competitors?

% of spend for Village SN55PY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

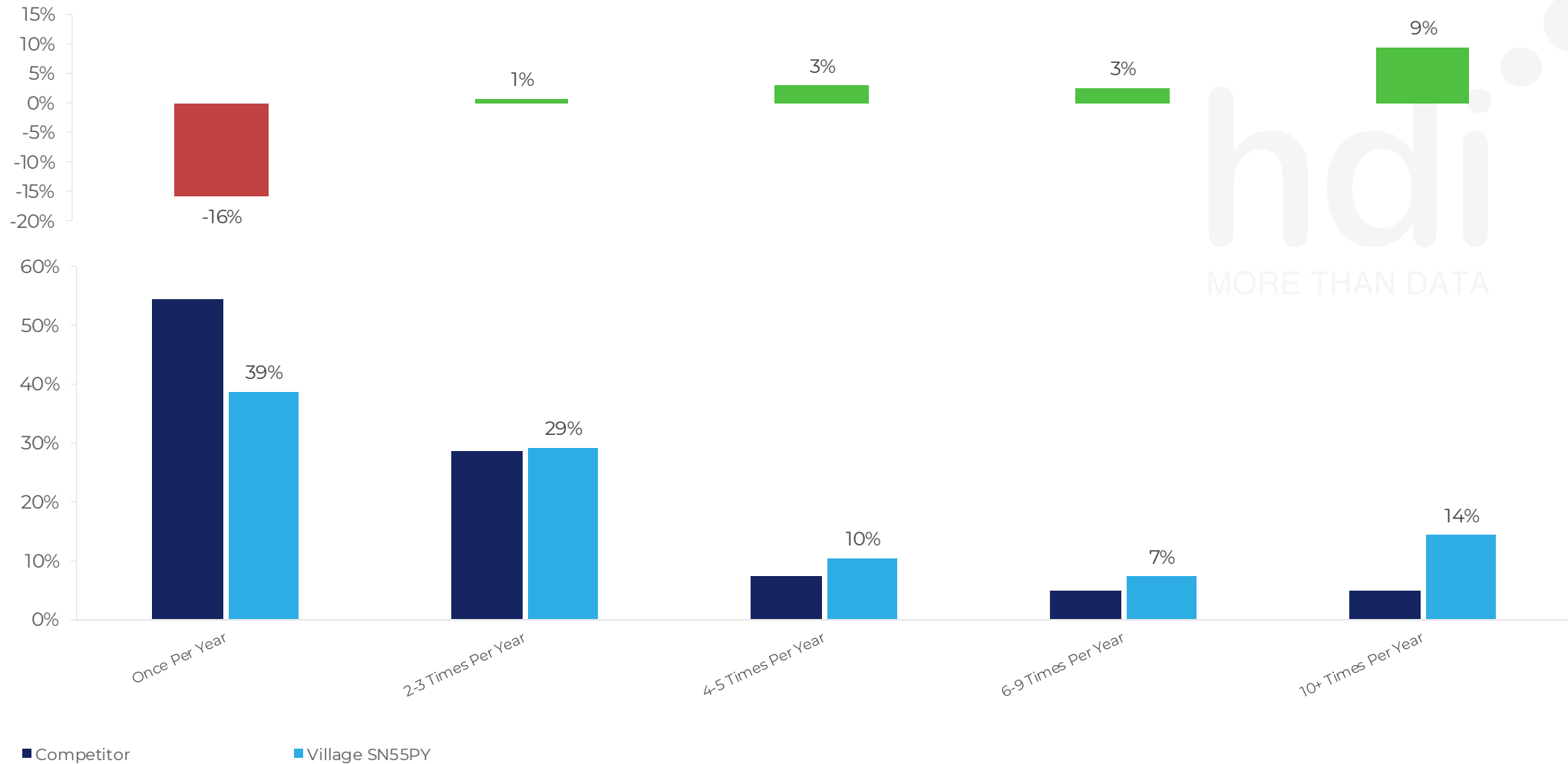




Visit Frequency

How frequently per year do customers visit Village SN55PY versus its competitors?

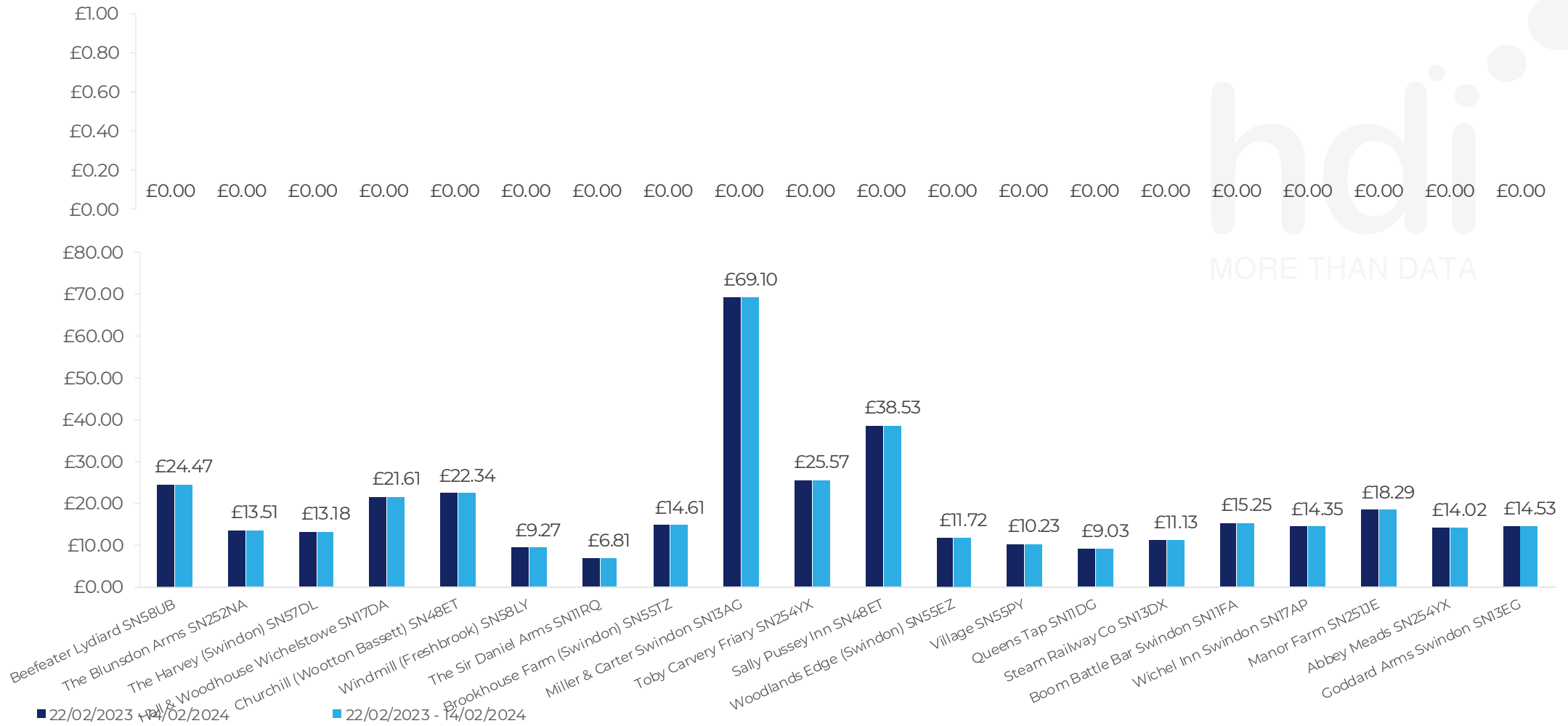
% of customer numbers for Village SN55PY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

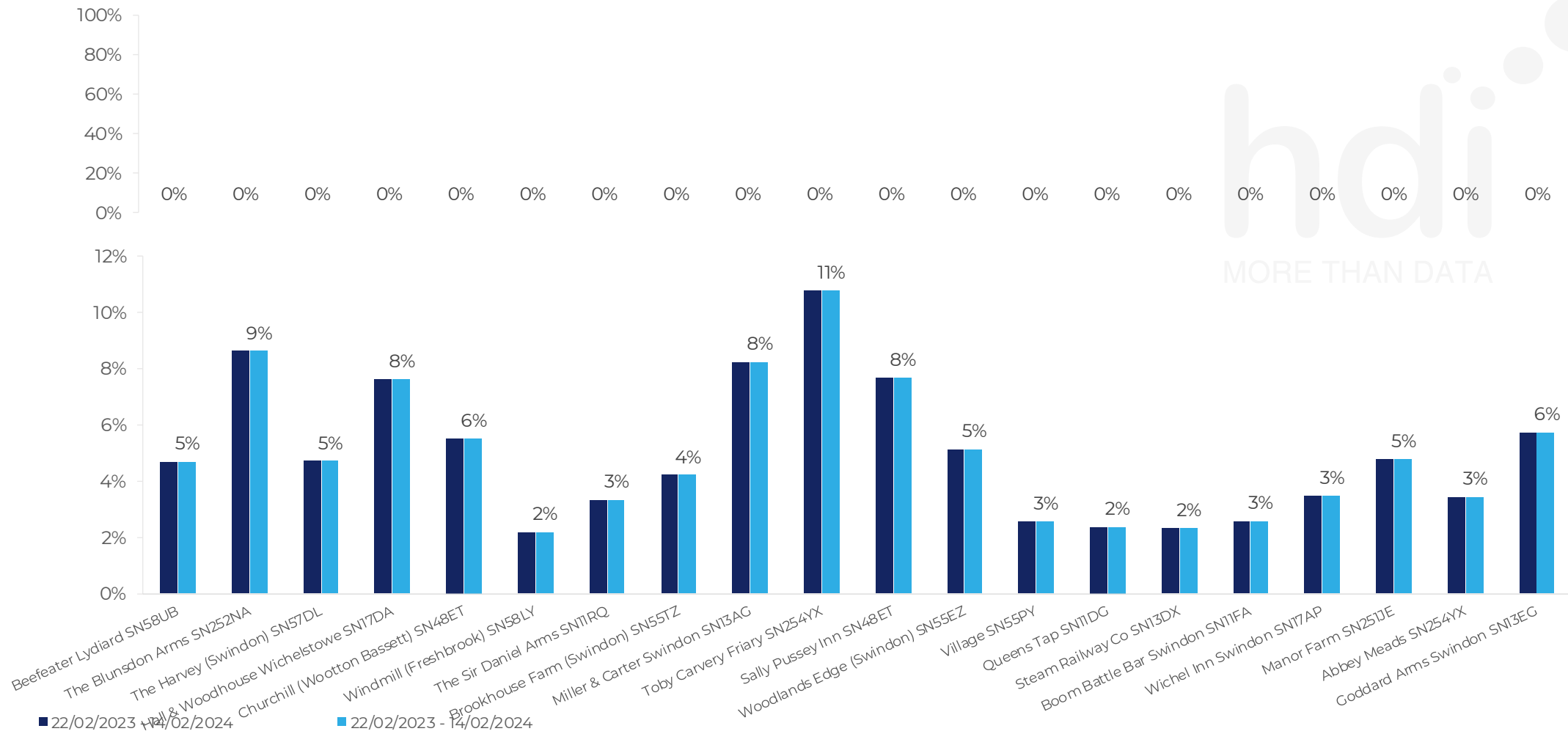




Market Share Change

How has market share changed between two date ranges?

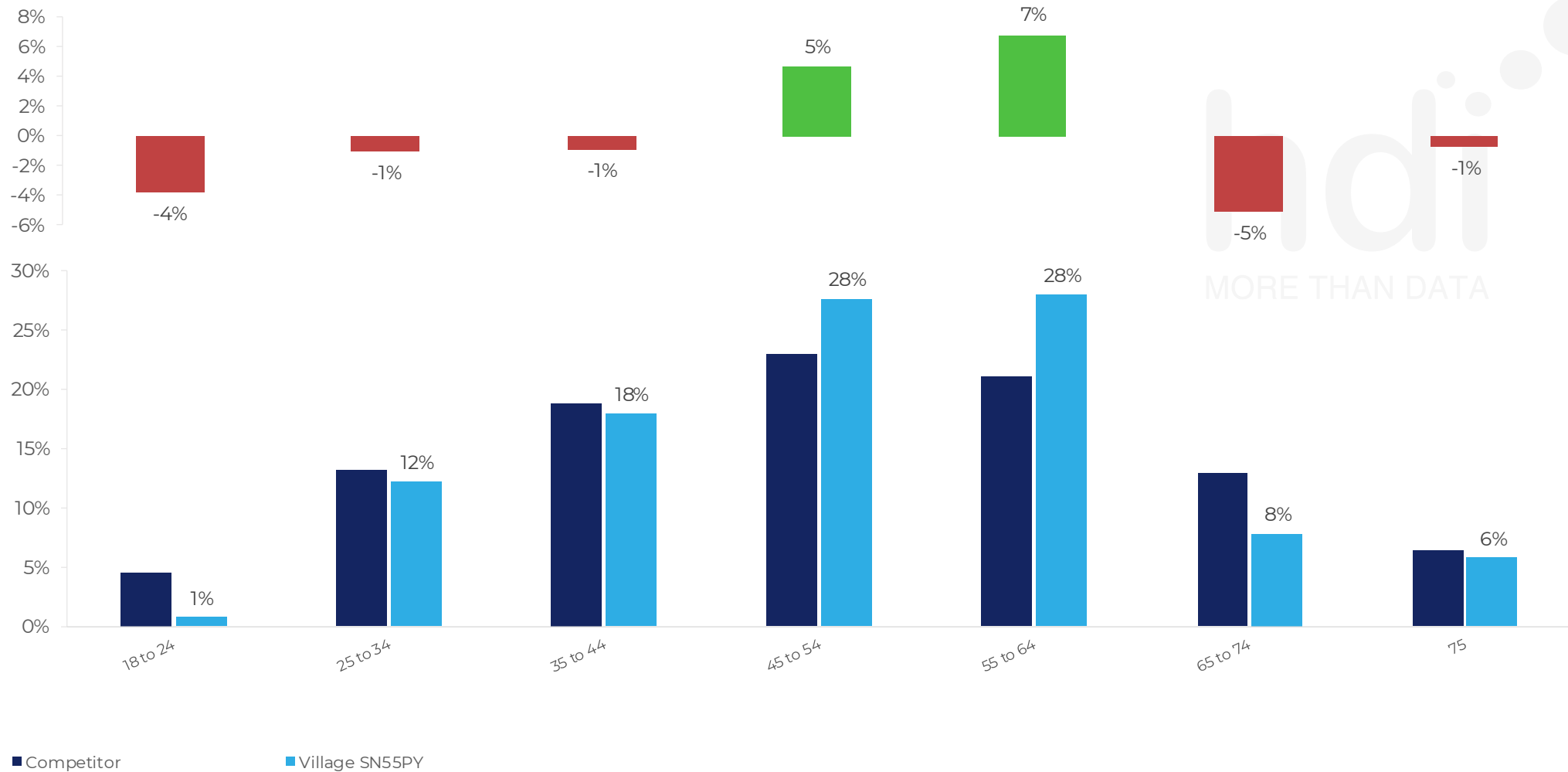
% of market share spend for Village SN55PY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024





How does the age profile of customers who visit Village SN55PY compare versus its competitors?

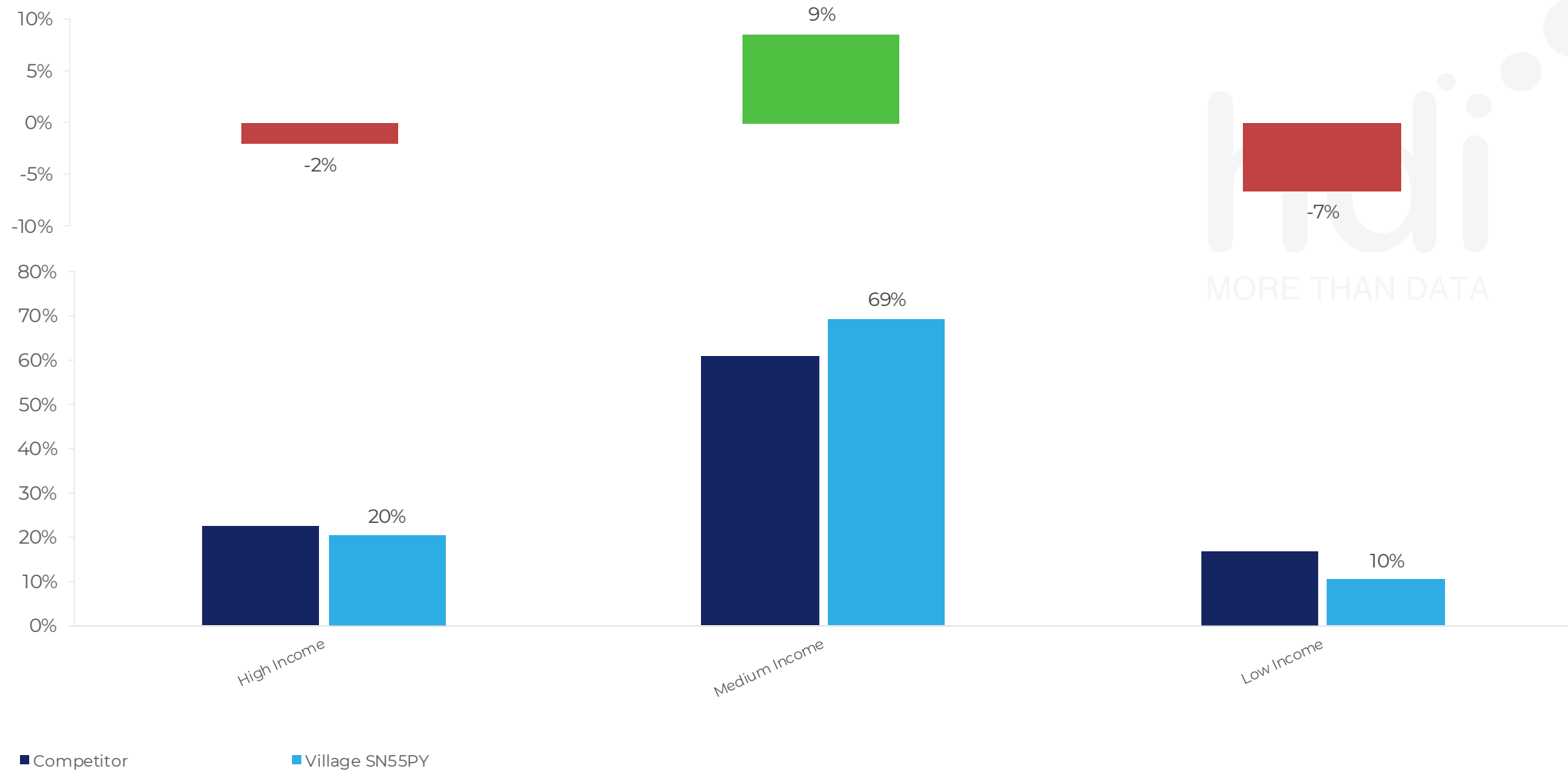
% of spend for Village SN55PY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range





How does the affluence of customers who visit Village SN55PY compare versus its competitors?

% of spend for Village SN55PY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

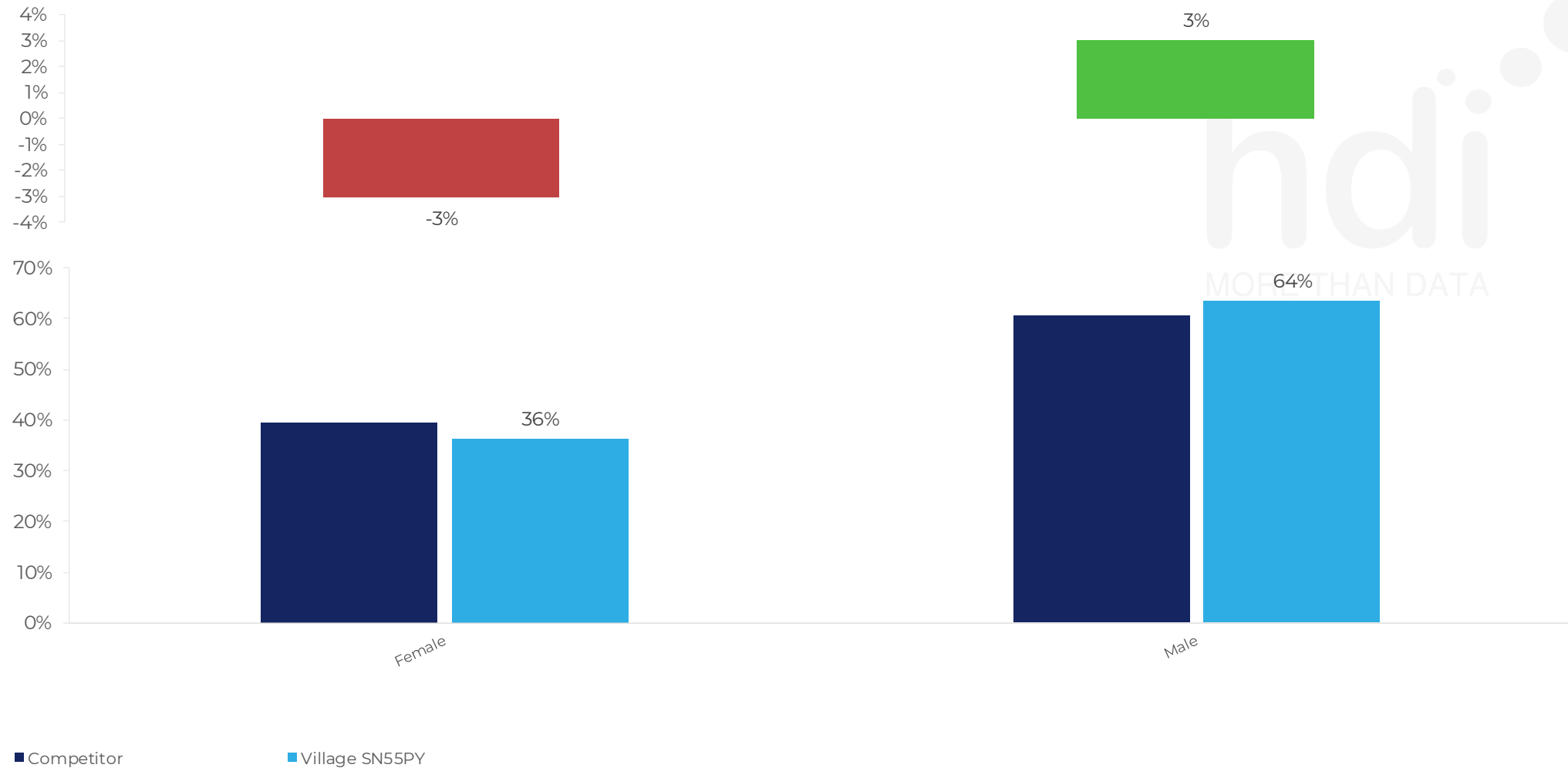




Gender

How does the gender profile of customers who visit Village SN55PY compare versus its competitors?

% of spend for Village SN55PY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

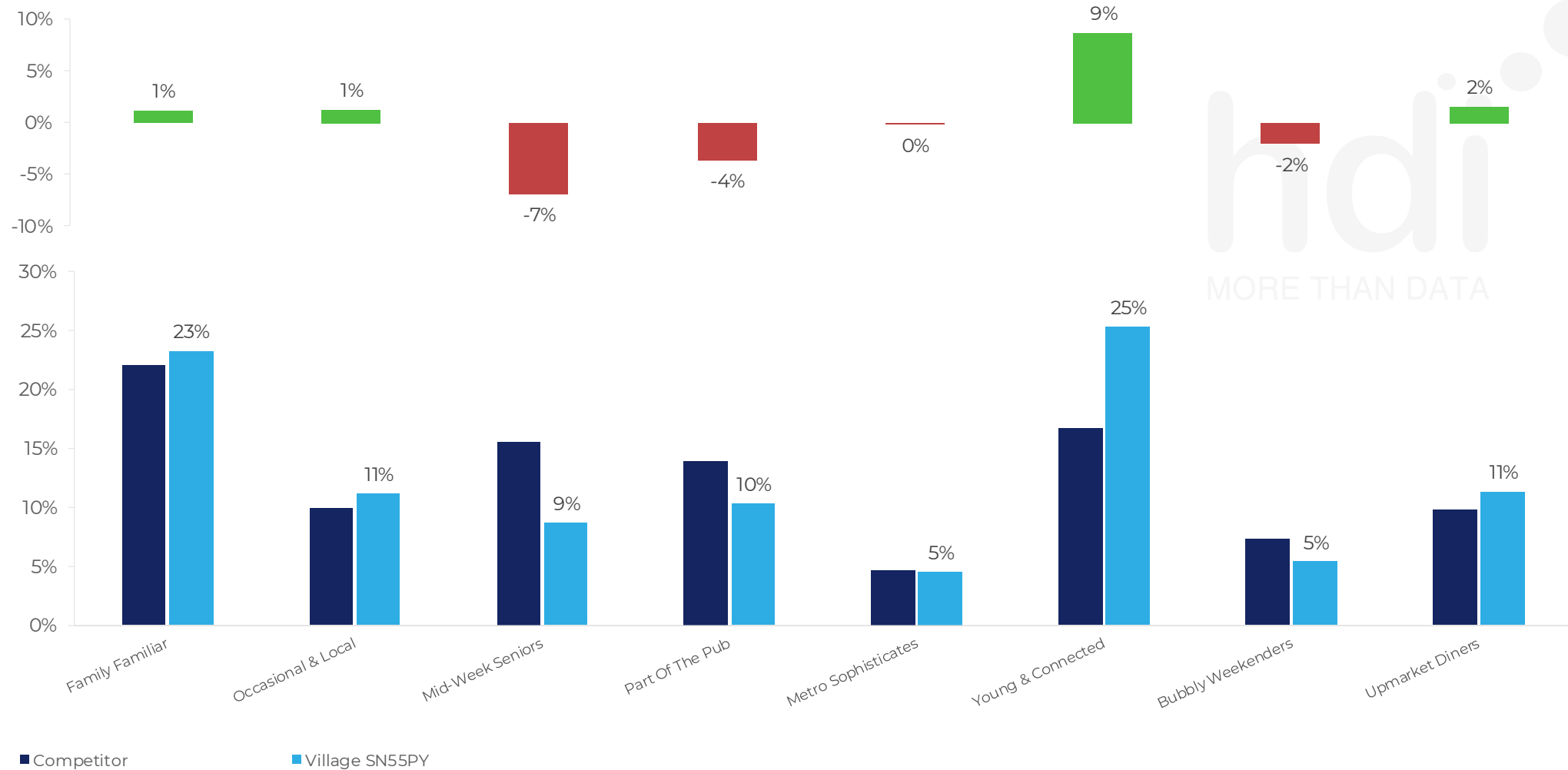




Punch Segmentation

How does the Custom segmentation profile of customers who visit Village SN55PY compare versus its competitors?

% of spend for Village SN55PY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

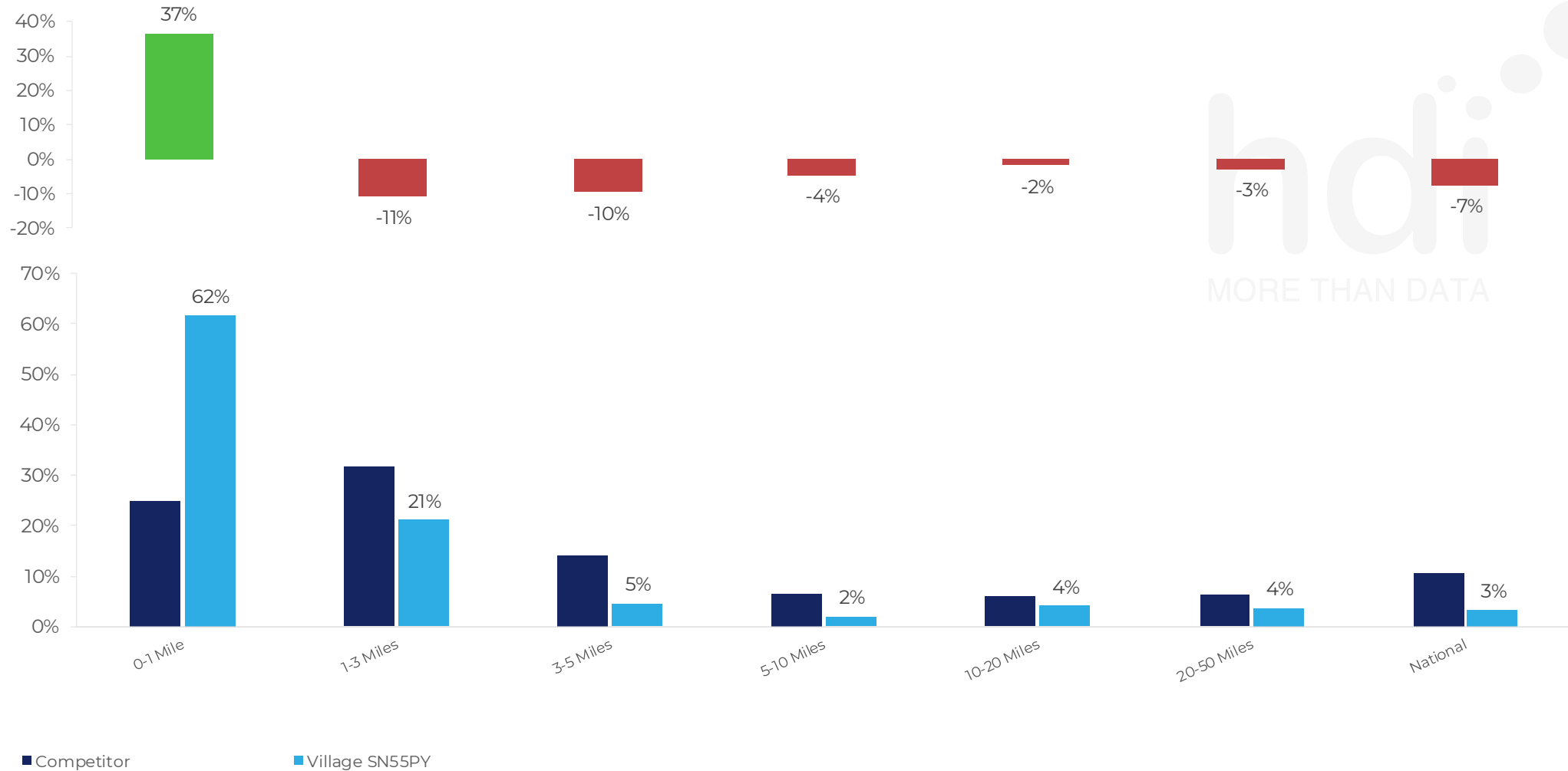




Spend by Distance

How does the spend profile of Village SN55PY compare versus its competitors based on travel distances?

% of spend for Village SN55PY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

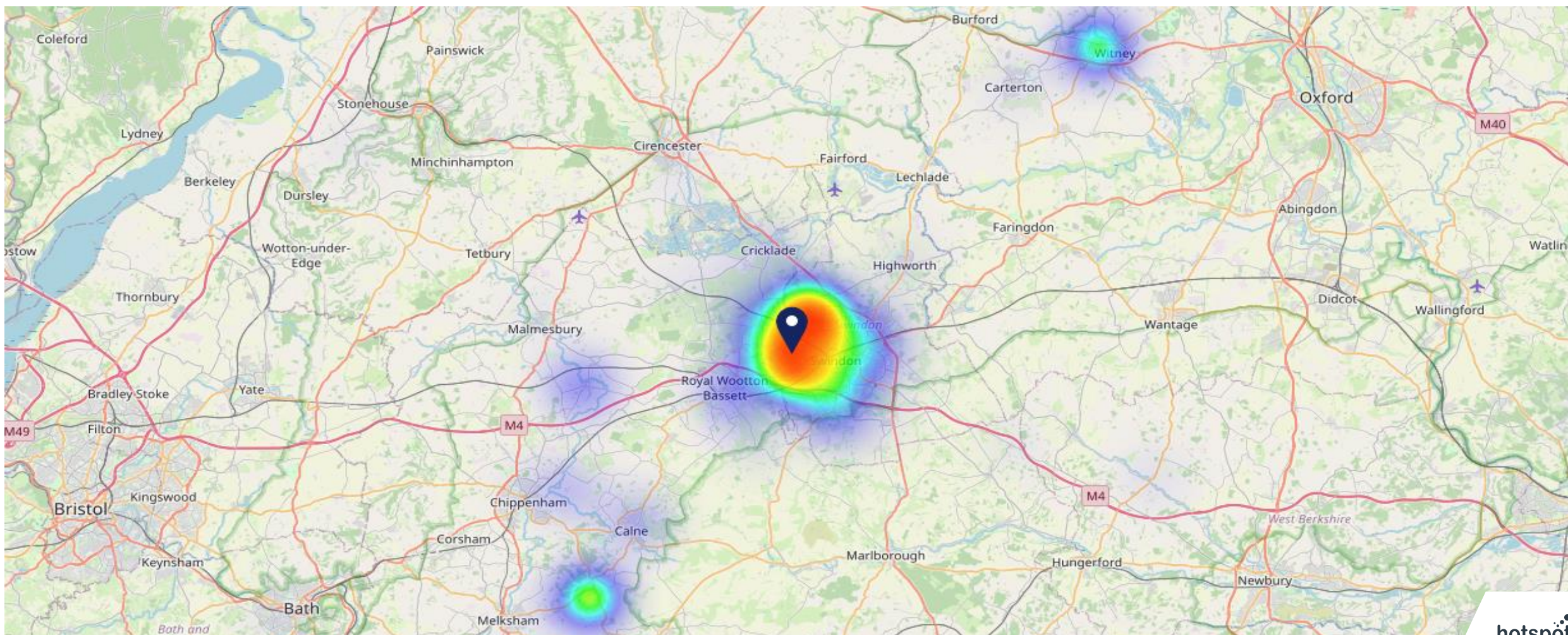




Map of Guest Origin

Where do customers of Village SN55PY come from?

Where do customers of Village SN55PY for 22/02/2023 - 14/02/2024 live

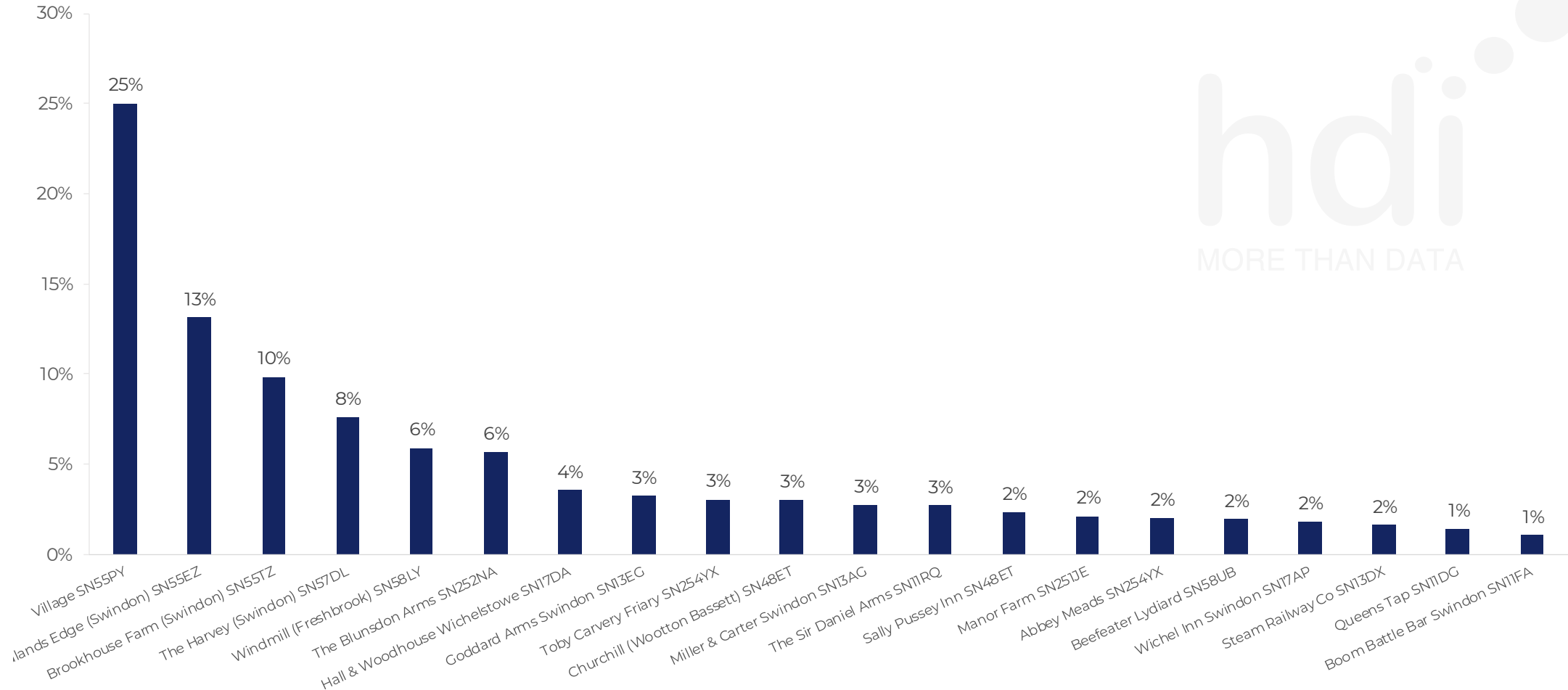




Share of Wallet

What are the Top 20 venues (by spend) that customers of Village SN55PY also visit?

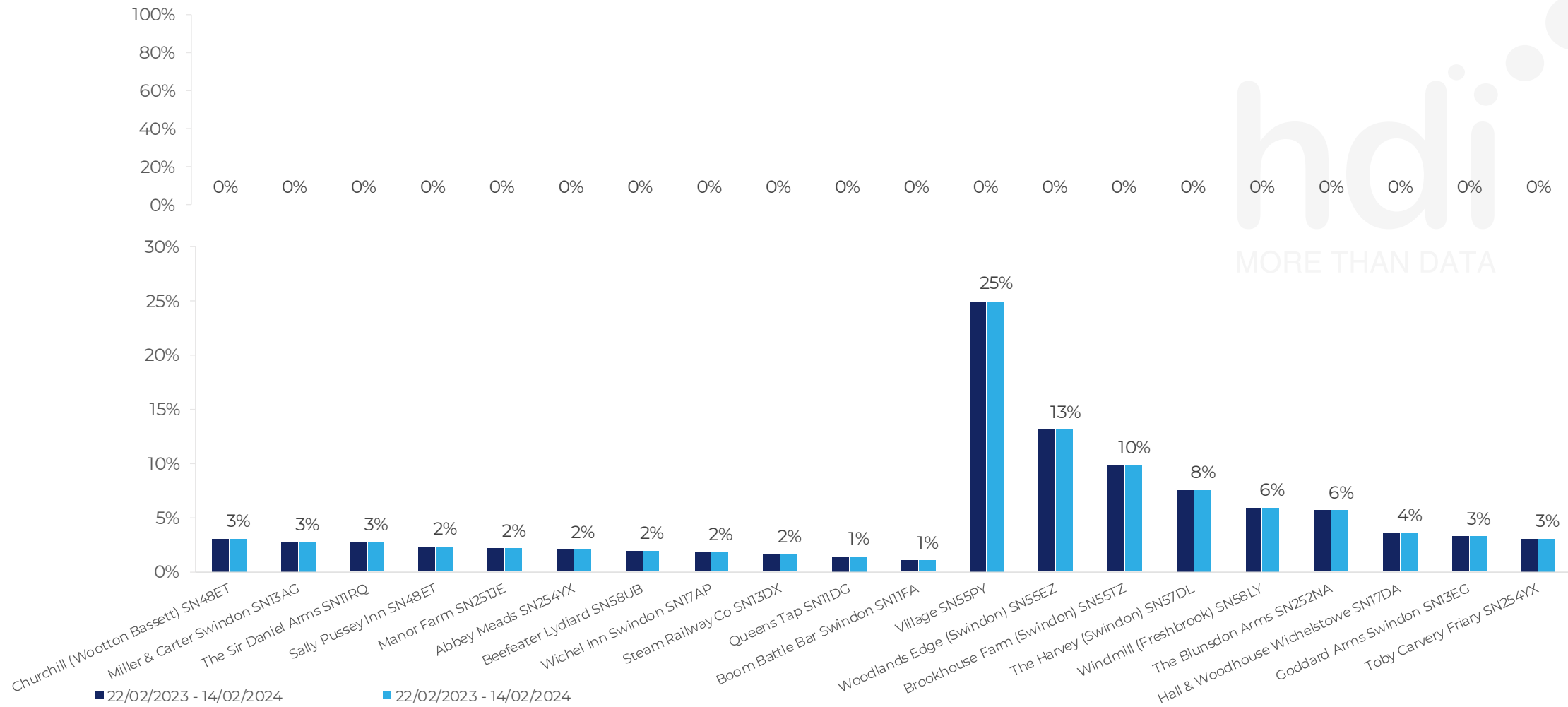
For customers of Village SN55PY, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Village SN55PY changed between two date ranges?





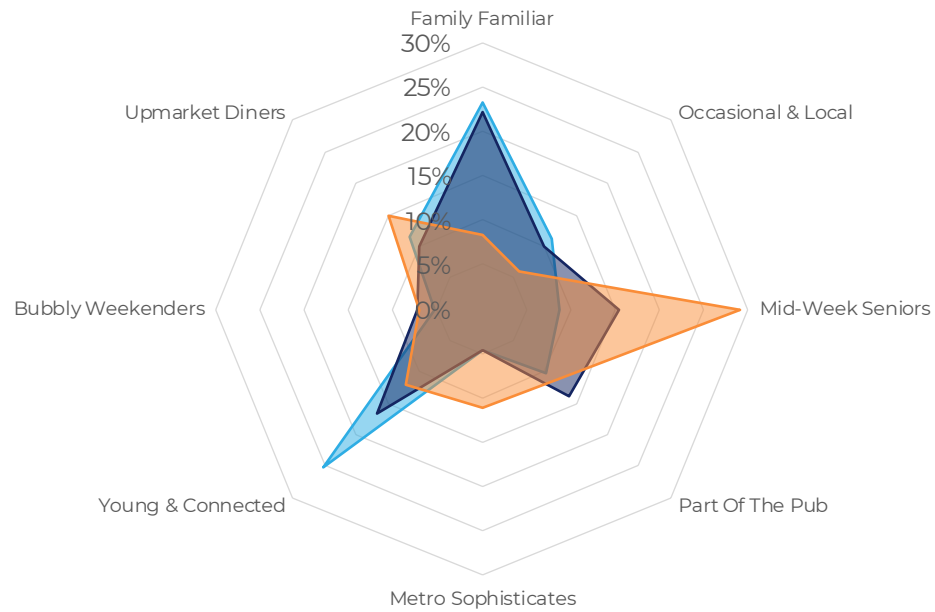
Market Summary

How does the local area for Village SN55PY 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	£420K	3	£619K	3	£13.76M	5	£130.19M	7
Weekpart	Mon - Thu	38.9%	5	38.1%	4	42.5%	7	41.0%	5
Weekpart	Fri - Sat	49.7%	9	48.3%	8	42.2%	5	43.0%	7
Weekpart	Sun	11.4%	2	13.6%	4	15.3%	6	16.0%	7
Age	18 to 24	1.1%	1	0.8%	1	5.0%	4	5.8%	4
Age	25 to 34	6.0%	1	6.5%	1	14.4%	2	16.1%	2
Age	35 to 44	19.6%	3	16.2%	1	26.8%	8	24.3%	7
Age	45 to 54	31.5%	10	30.2%	10	23.3%	9	23.3%	10
Age	55 to 64	25.1%	10	32.8%	10	16.8%	7	17.6%	8
Age	65 to 74	6.8%	6	5.6%	5	9.8%	8	9.3%	8
Age	75+	9.9%	10	7.8%	10	3.9%	8	3.6%	7
CAMEO	Business Elite	1.7%	2	1.6%	1	2.3%	2	3.1%	2
CAMEO	Prosperous Professionals	6.8%	6	14.6%	10	5.2%	4	5.2%	4
CAMEO	Flourishing Society	9.5%	4	9.9%	4	13.1%	6	15.0%	7
CAMEO	Content Communities	10.7%	4	9.9%	3	11.3%	4	11.4%	4
CAMEO	White Collar Neighbourhoods	32.1%	10	31.1%	10	18.9%	10	18.0%	10
CAMEO	Enterprising Mainstream	15.9%	10	13.8%	9	12.9%	9	11.0%	8
CAMEO	Paying The Mortgage	14.9%	6	11.9%	4	18.9%	9	18.5%	9
CAMEO	Cash Conscious Communities	4.0%	2	3.1%	1	6.8%	3	6.5%	3
CAMEO	On A Budget	2.0%	1	1.9%	1	5.3%	4	6.0%	4
CAMEO	Family Value	2.4%	5	2.2%	5	5.2%	7	5.2%	7
Affluence	AB	18.0%	3	26.1%	5	20.7%	4	23.3%	4
Affluence	C1C2	73.7%	10	66.7%	10	62.1%	10	58.9%	10
Affluence	DE	8.3%	1	7.2%	1	17.3%	4	17.8%	4



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
Village	177	23.25%	11.14%	8.69%	10.33%	4.53%	25.31%	5.37%	11.35%
Local Catchment	4323	22.08%	9.93%	15.53%	13.92%	4.67%	16.65%	7.35%	9.82%
Punch T&L	115554	8.24%	6.01%	29.08%	11.44%	11.18%	11.99%	7.12%	14.90%
Village vs Local Catchment		1.17%	1.21%	-6.84%	-3.59%	-0.14%	8.66%	-1.98%	1.53%
Village vs Punch T&L		15.01%	5.13%	-20.39%	-1.11%	-6.65%	13.32%	-1.75%	-3.55%
Local Catchment vs Punch T&L		13.84%	3.92%	-13.55%	2.48%	-6.51%	4.66%	0.23%	-5.08%

■ Village

■ Local Catchment

■ Punch T&L



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
Village SN55PY	177	23.25%	11.14%	8.69%	10.33%	4.53%	25.31%	5.37%	11.35%
Woodlands Edge (Swindon) SN55EZ	364	38.23%	3.90%	7.45%	22.55%	3.41%	16.92%	6.35%	1.16%
Brookhouse Farm (Swindon) SN55TZ	270	33.75%	2.40%	8.57%	26.30%	2.39%	19.60%	4.49%	2.46%
The Harvey (Swindon) SN57DL	220	9.05%	40.06%	11.67%	24.91%	2.87%	8.06%	3.24%	0.10%
Windmill (Freshbrook) SN58LY	163	28.52%	3.21%	11.92%	17.39%	8.39%	20.01%	7.21%	3.31%
The Blunsdon Arms SN252NA	585	28.56%	2.73%	17.29%	17.63%	5.73%	19.94%	3.54%	4.54%
Hall & Woodhouse Wichelstowe SN17DA	624	13.40%	2.44%	19.46%	3.02%	8.25%	16.94%	11.58%	24.86%
Goddard Arms Swindon SN13EG	675	10.74%	7.02%	22.99%	6.70%	11.21%	15.55%	12.76%	12.99%
Toby Carvery Friary SN254YX	669	36.51%	7.28%	16.92%	5.27%	1.60%	18.43%	5.78%	8.18%
Churchill (Wootton Bassett) SN48ET	388	22.09%	3.27%	31.31%	4.63%	2.06%	15.38%	11.43%	9.79%
Miller & Carter Swindon SN13AG	330	18.10%	2.18%	16.42%	1.89%	3.73%	17.66%	9.00%	30.99%
The Sir Daniel Arms SN11RQ	511	19.57%	11.20%	12.31%	14.93%	3.97%	28.24%	7.89%	1.85%
Sally Pussey Inn SN48ET	470	22.47%	1.88%	23.27%	2.76%	4.29%	12.58%	7.24%	25.47%
Manor Farm SN251JE	289	20.21%	25.01%	14.60%	20.14%	4.28%	10.43%	3.32%	1.97%
Abbey Meads SN254YX	170	18.91%	4.62%	6.55%	51.46%	4.21%	6.56%	3.02%	4.64%
Beefeater Lydiard SN58UB	465	31.65%	3.85%	23.45%	3.50%	1.26%	19.90%	8.14%	8.22%
Wichel Inn Swindon SN17AP	234	21.06%	8.35%	13.56%	17.63%	3.68%	17.83%	10.42%	7.43%
Steam Railway Co SN13DX	277	14.45%	5.22%	8.68%	6.28%	12.09%	31.14%	12.36%	9.74%
Queens Tap SN11DG	418	4.69%	29.41%	9.23%	13.76%	9.99%	17.02%	9.22%	6.64%
Boom Battle Bar Swindon SN11FA	315	17.92%	7.39%	5.45%	3.55%	5.46%	30.13%	17.96%	12.10%
Merlin (Swindon) SN13AF	237	15.21%	45.41%	3.75%	10.81%	3.62%	15.68%	3.86%	1.63%
Waiting Room Swindon SN11RA	115	23.06%	8.44%	6.52%	38.40%	3.46%	13.47%	6.38%	0.23%
Brewers Fayre Kembrey Inn SN28YS	356	33.50%	12.66%	12.87%	13.71%	1.84%	15.24%	3.74%	6.42%
The Savoy - JD Wetherspoon SN11JL	521	10.33%	17.21%	11.99%	26.27%	6.74%	18.19%	8.01%	1.24%
Shield & Dagger Swindon SN253NT	80	12.59%	2.89%	1.99%	46.63%	0.16%	19.63%	15.75%	0.31%