

Site Summary



Railway Medina PO305BU

PO305BU

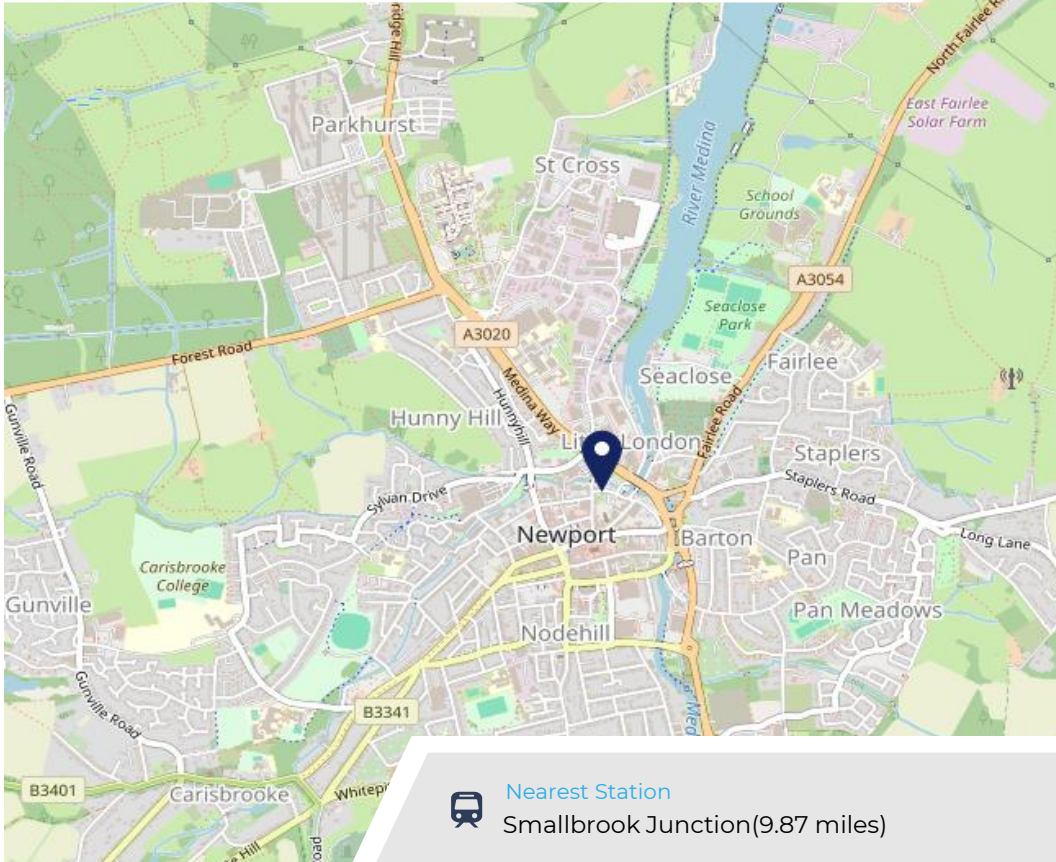
Punch T&L

Work Area
Isle of Wight

Region
South East

TV Region
South

Urbanicity
Urban city and town



ATV
£10.01



Gender
79.11%
Male



Affluence
60.28%
Middle Income



Segmentation
32.01%
Paying The Mortgage



Age Group
39.19%
45 to 54



Visit Day
26.87%
Sun

Top Competitors

Crispin
PO301BL
 Punch T&L **#1**

Hogshead Newport
PO301SS
 Proper Pubs **#2**

Bargemans Rest
PO305BS
 Pub / Bar **#3**



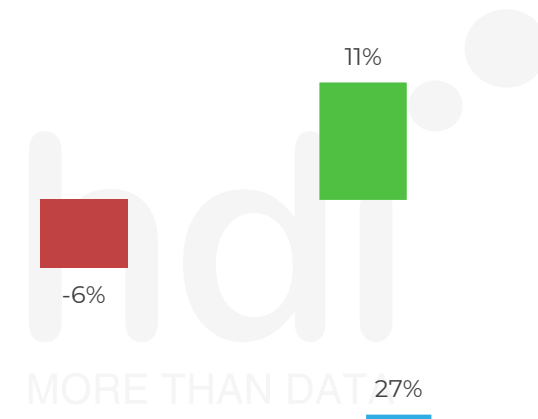
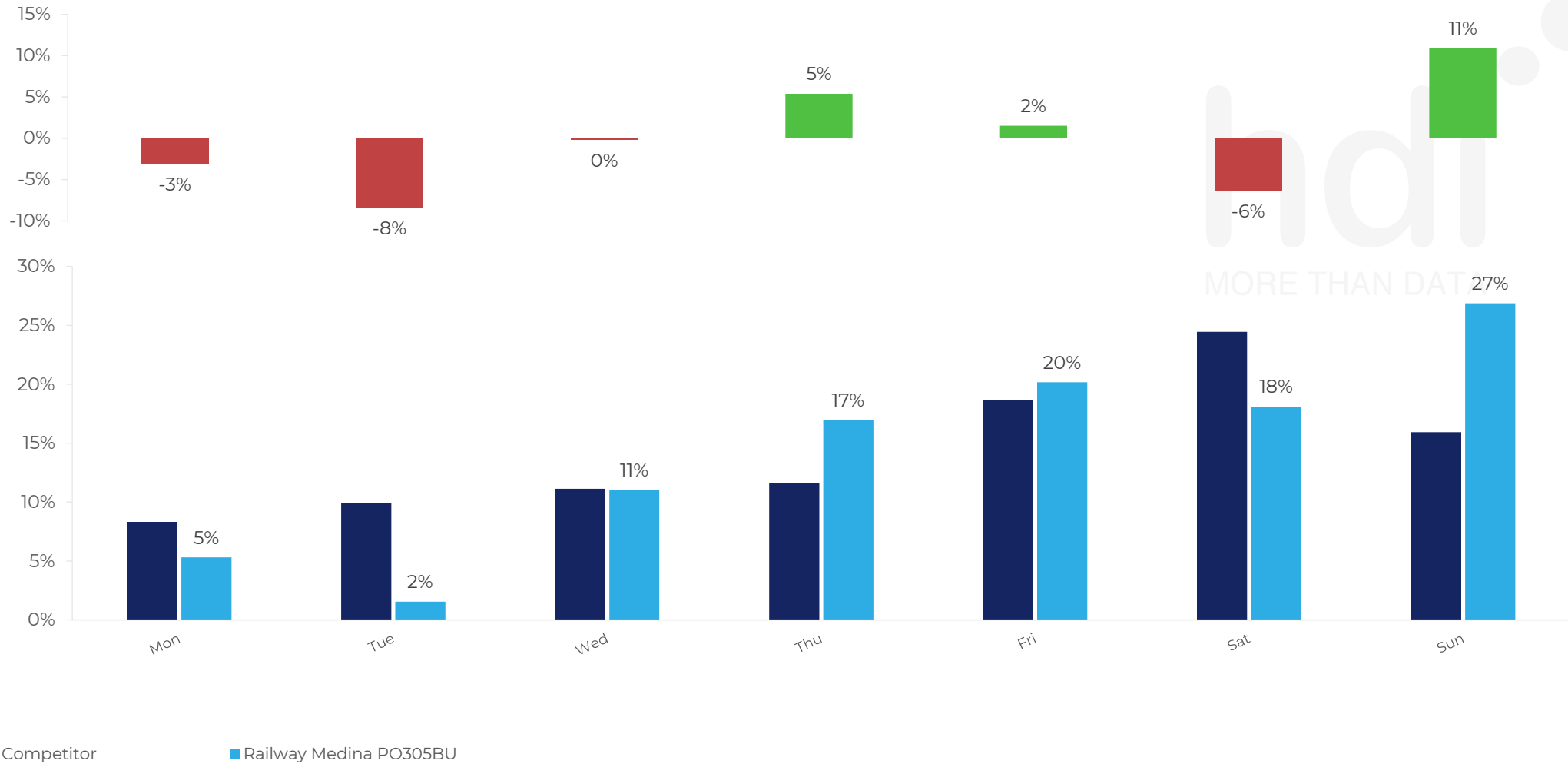
Nearest Station
Smallbrook Junction(9.87 miles)



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 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Day of Week



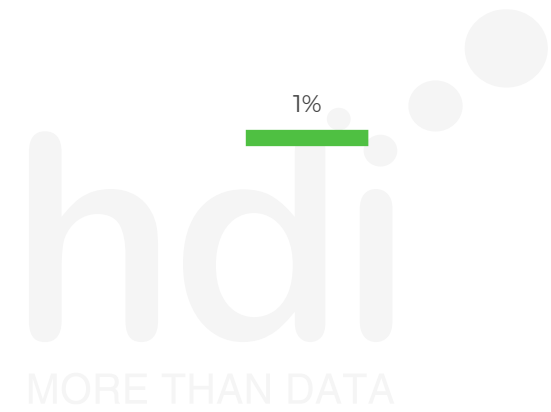
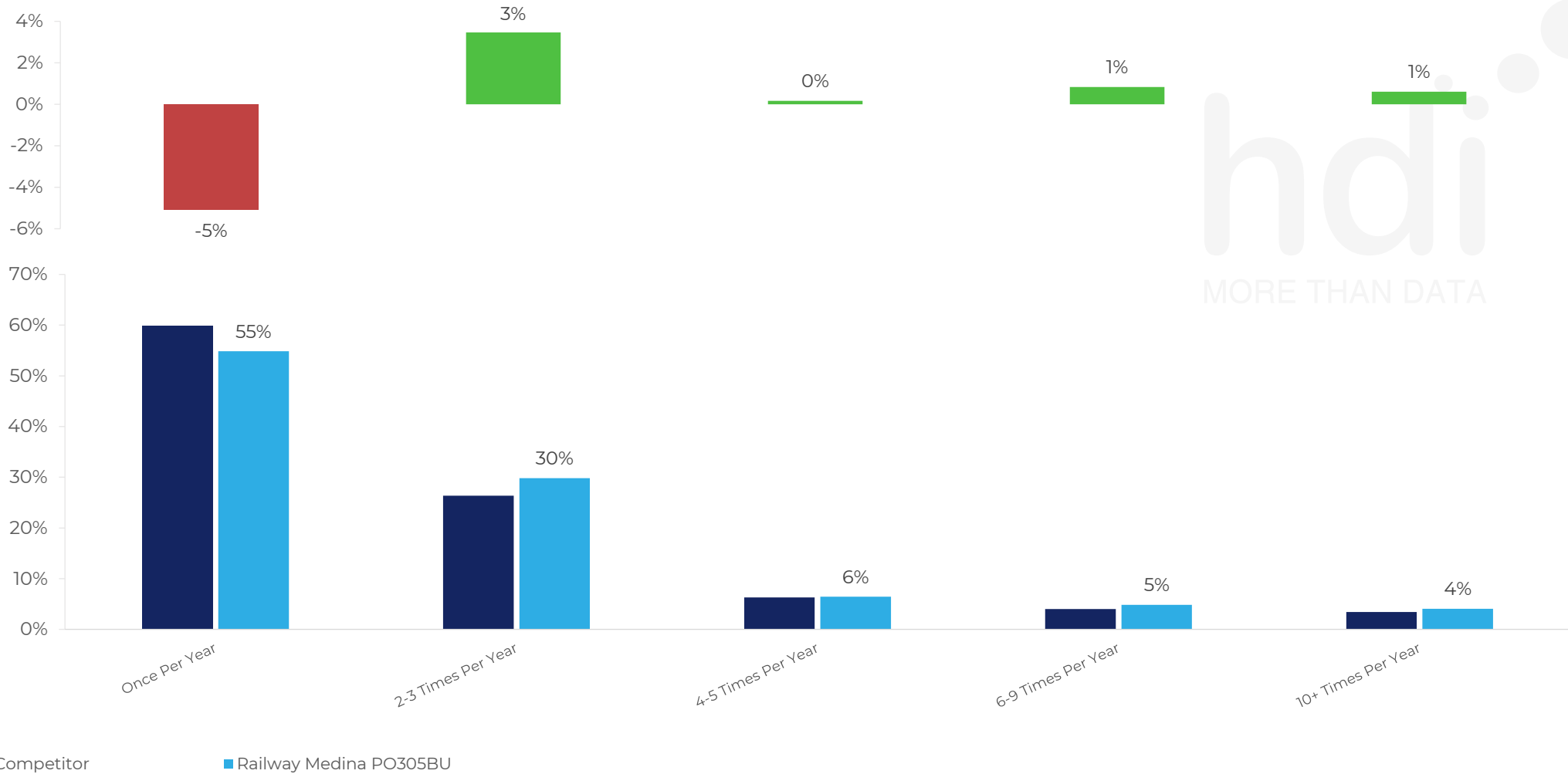
■ Competitor

■ Railway Medina PO305BU

Visit Frequency

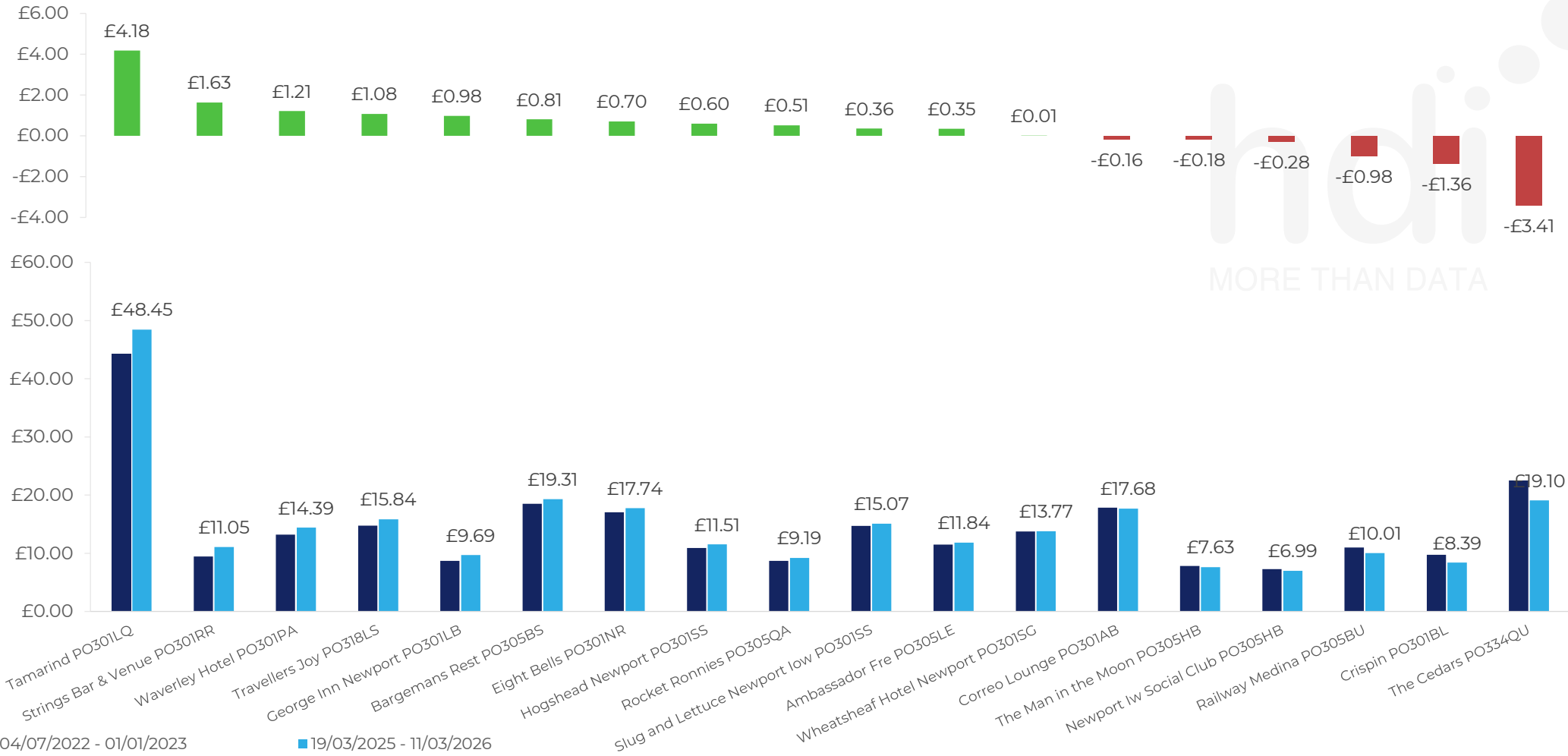
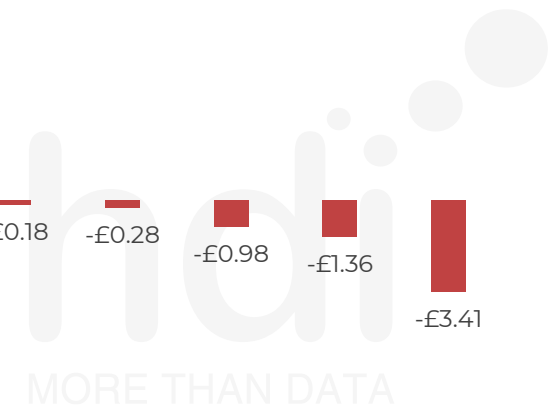
How frequently per year do customers visit Railway Medina PO305BU versus its competitors?

% of customer numbers for Railway Medina PO305BU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 and the number of visits made Per Annum



ATV Change

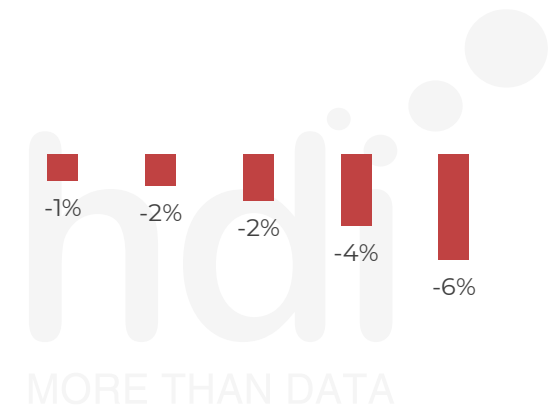
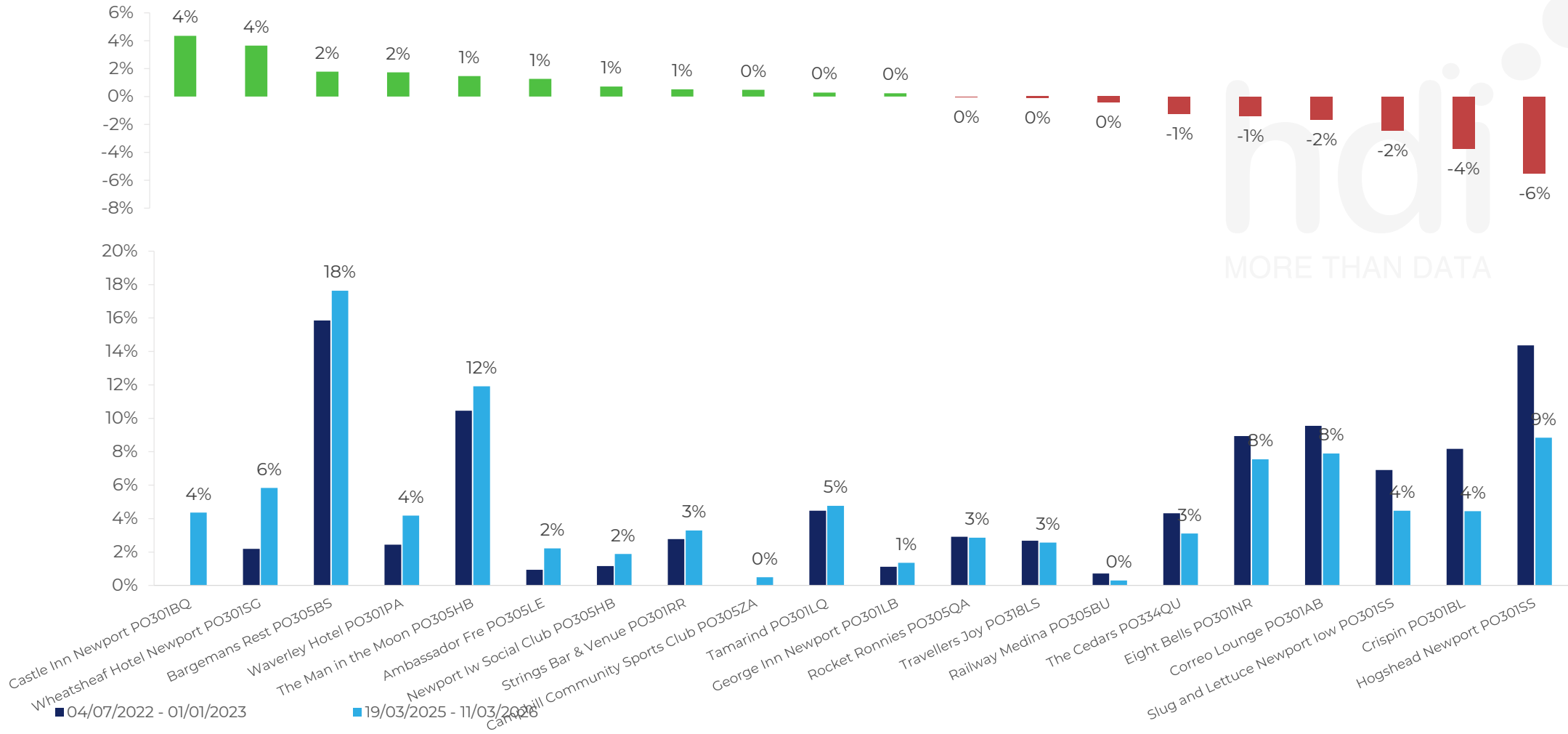
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

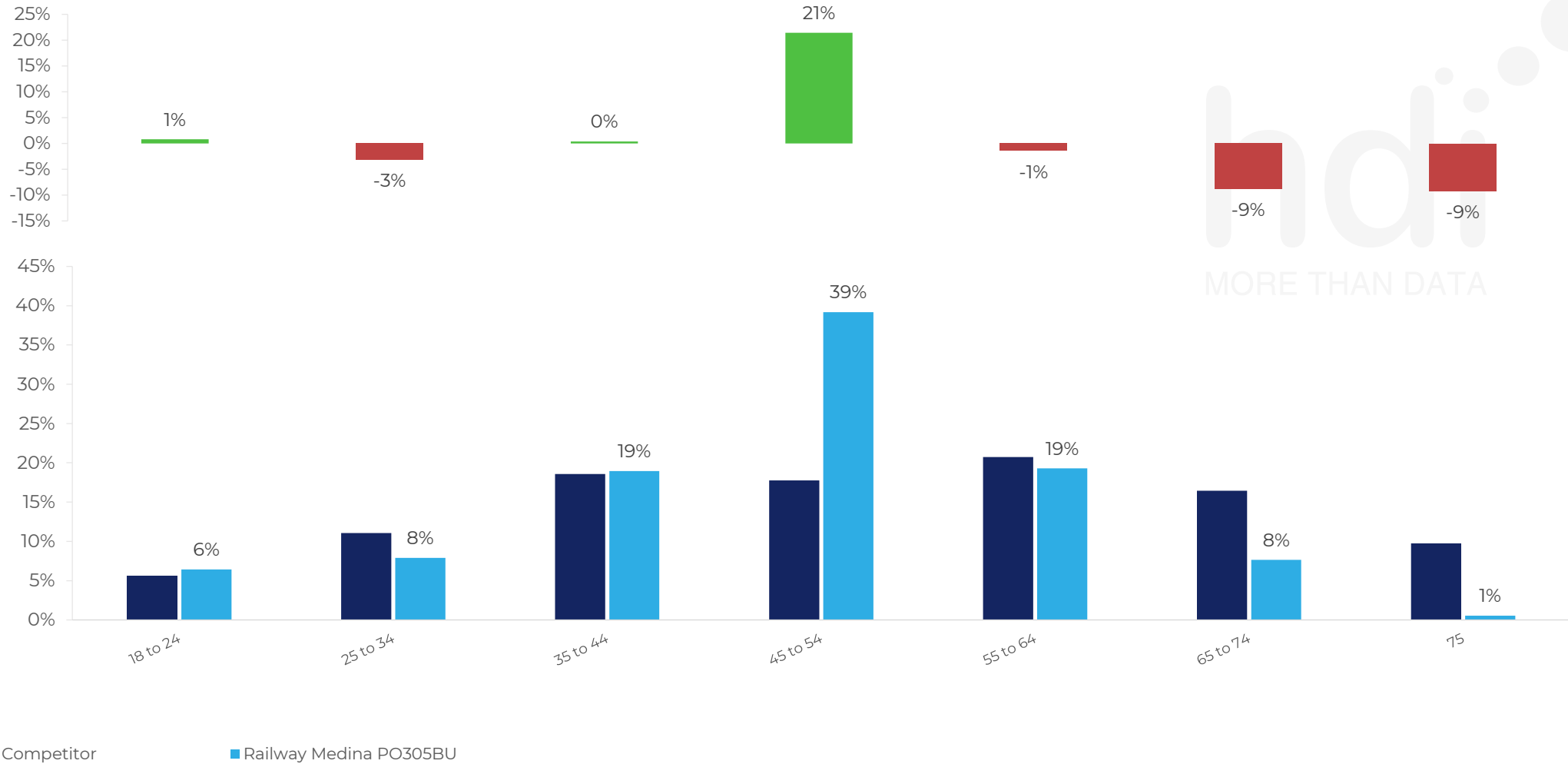
% of market share spend for Railway Medina PO305BU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026



Age

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

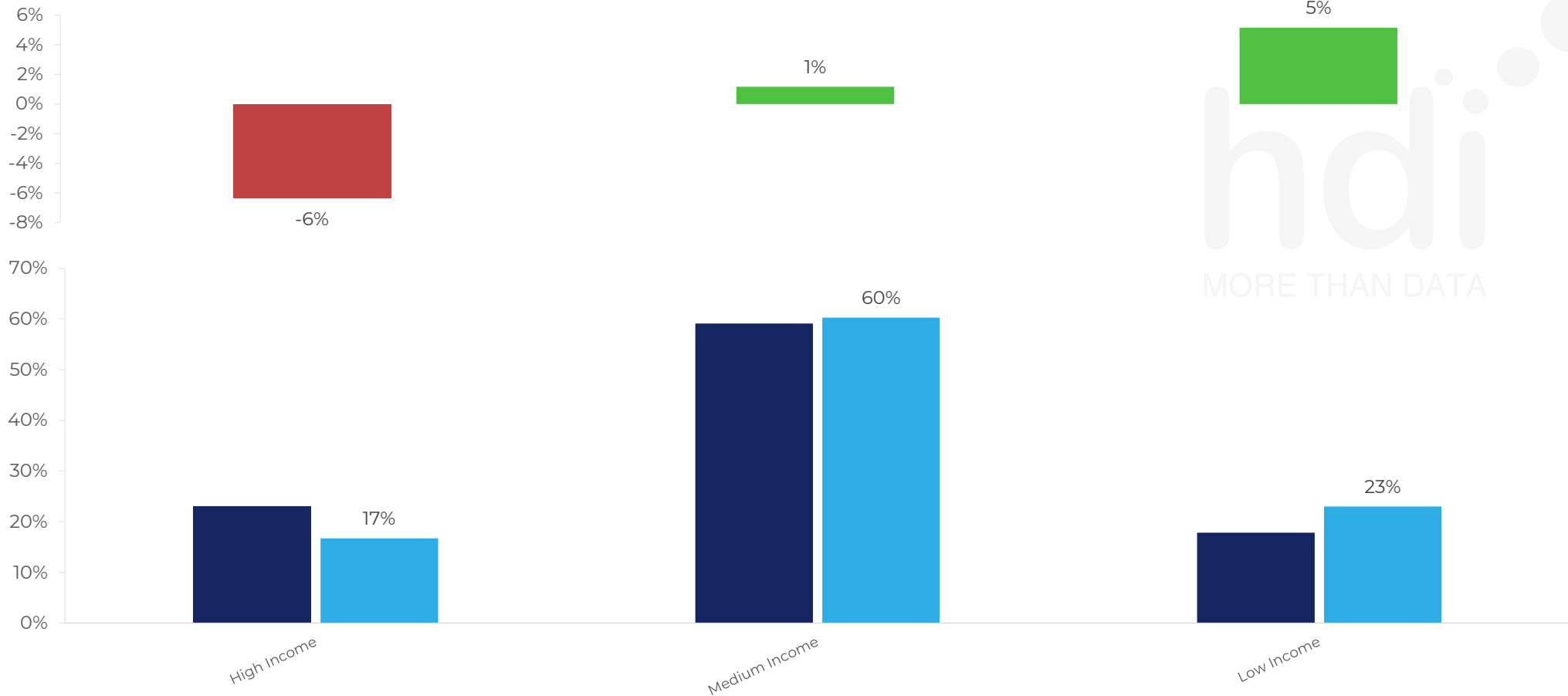
% of spend for Railway Medina PO305BU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Age Range



Affluence

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

% of spend for Railway Medina PO305BU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Affluence



■ Competitor

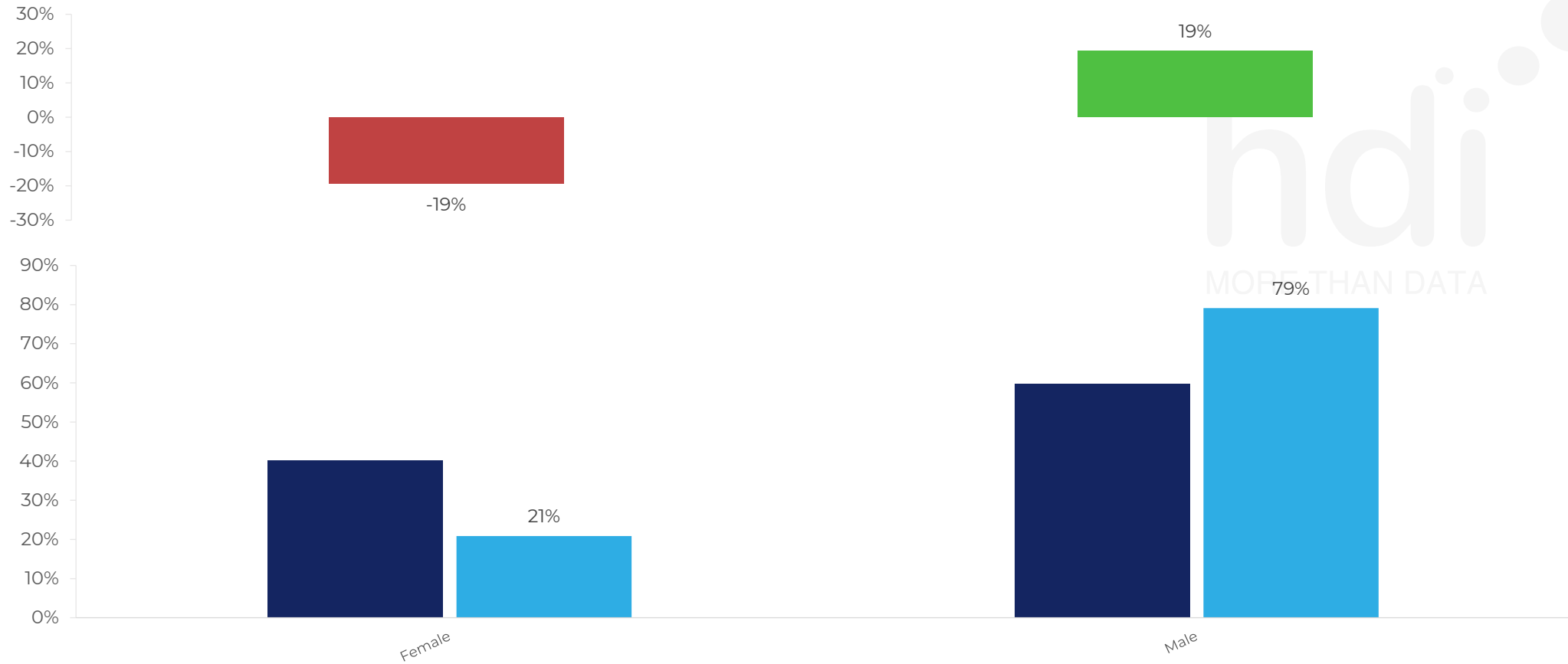
■ Railway Medina PO305BU



Gender

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

% of spend for Railway Medina PO305BU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 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

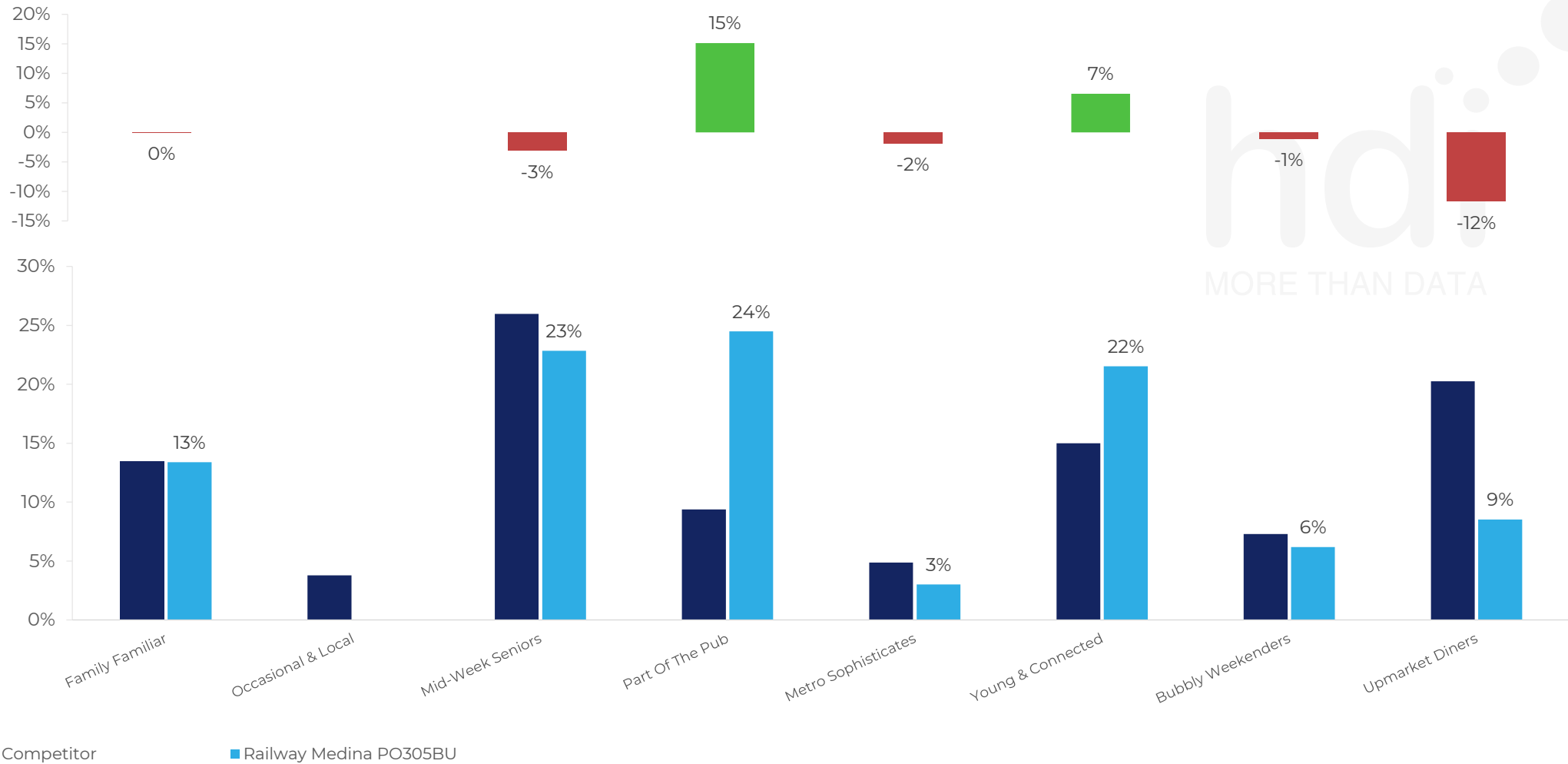
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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

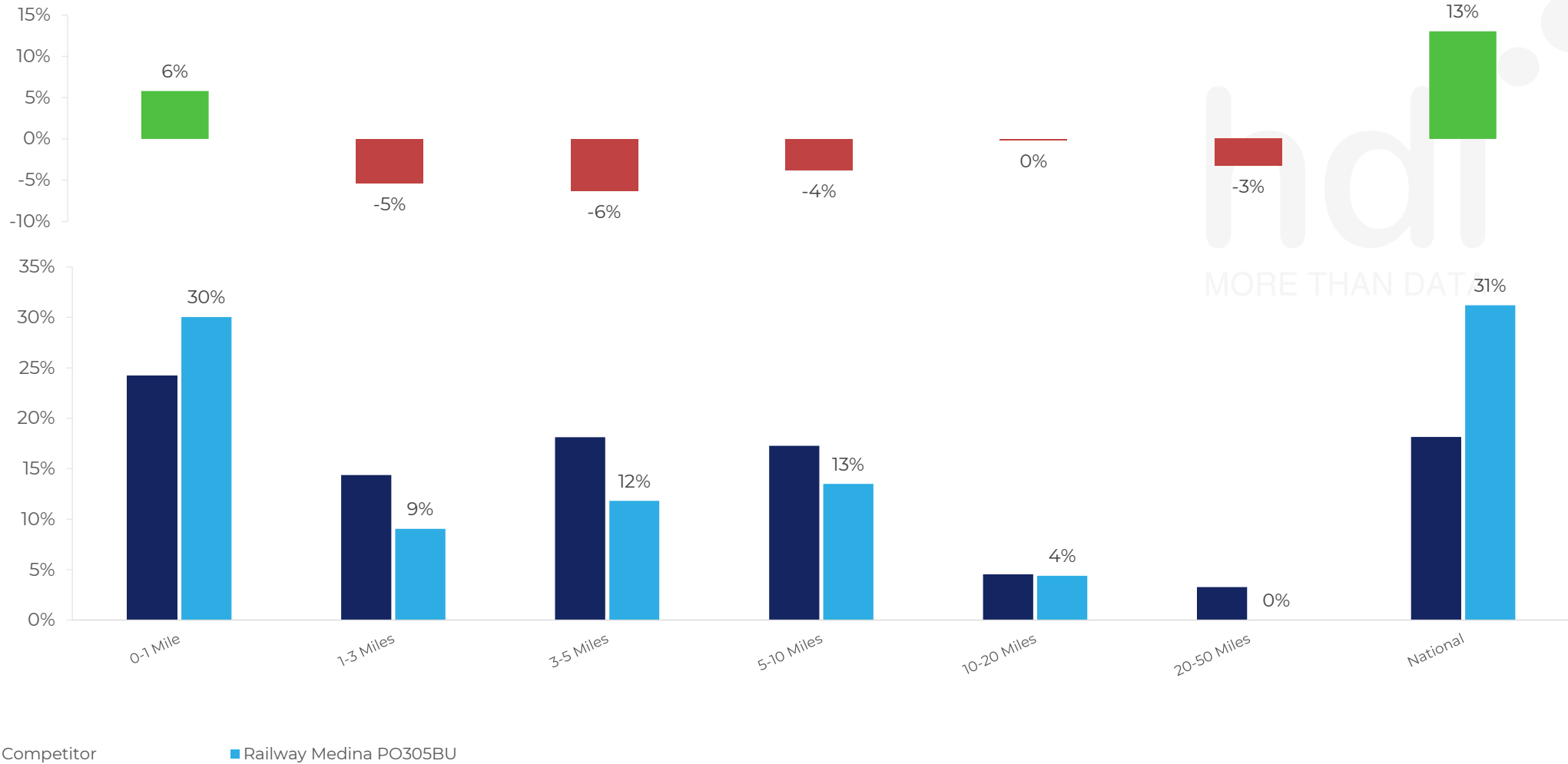
% of spend for Railway Medina PO305BU and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Segment



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 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Distance travelled

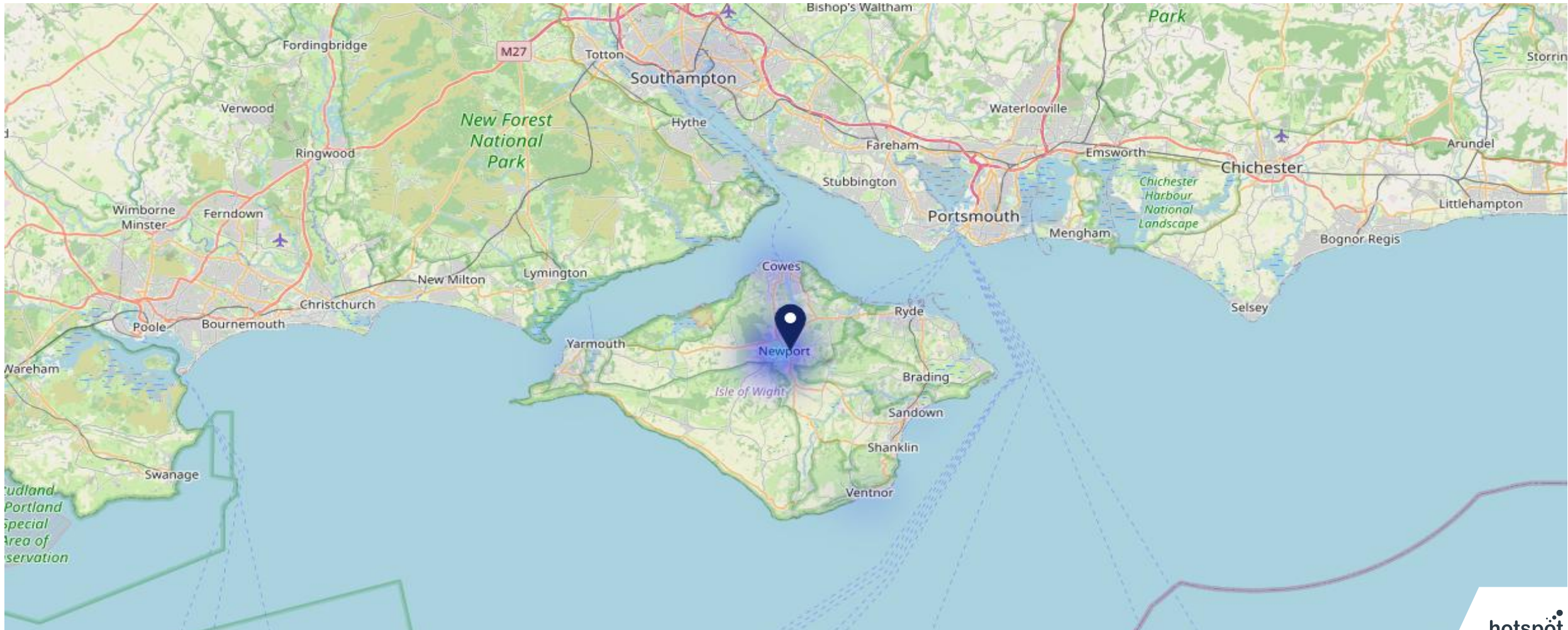




Map of Guest Origin

Where do customers of Railway Medina PO305BU come from?

Where do customers of Railway Medina PO305BU for 19/03/2025 - 11/03/2026 live

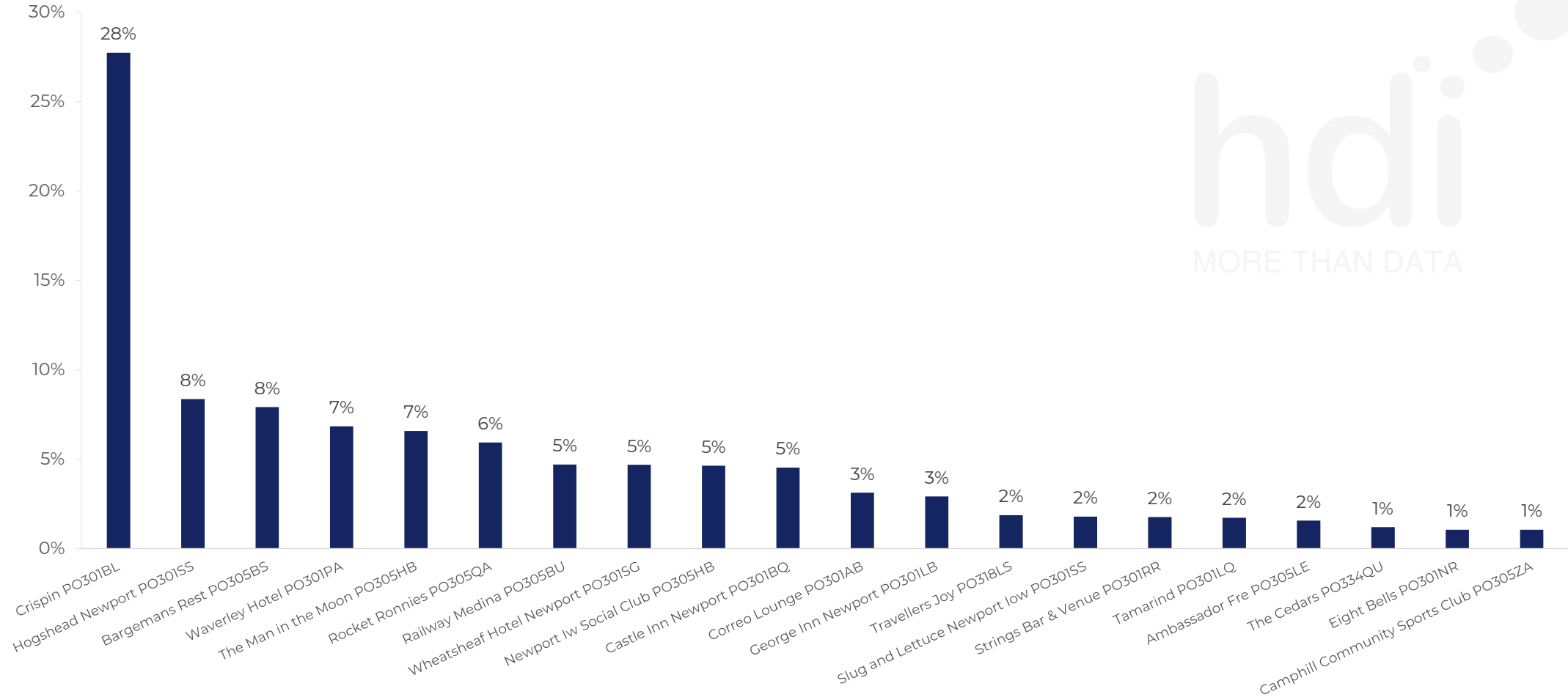




Share of Wallet

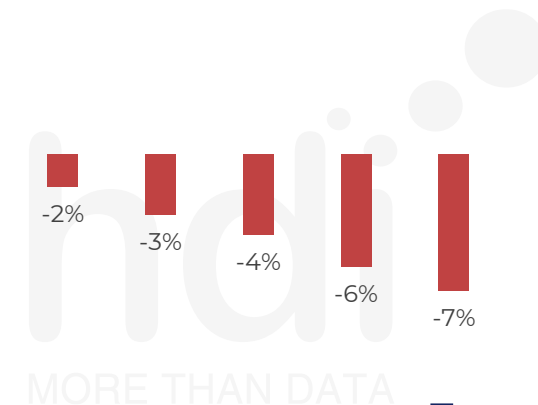
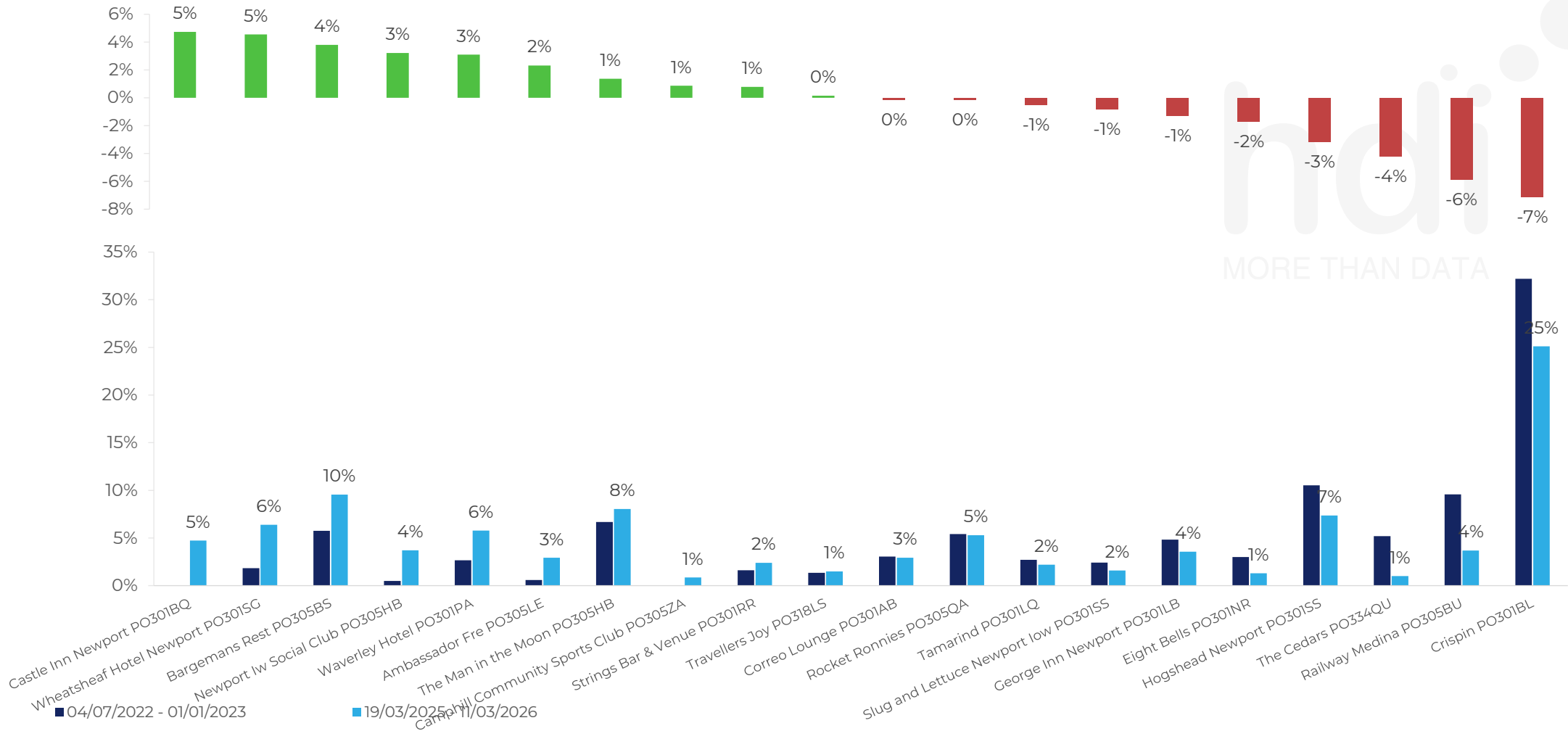
What are the Top 20 venues (by spend) that customers of Railway Medina PO305BU also visit?

For customers of Railway Medina PO305BU, who are the top 20 competitors from 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 Railway Medina PO305BU changed between two date ranges?





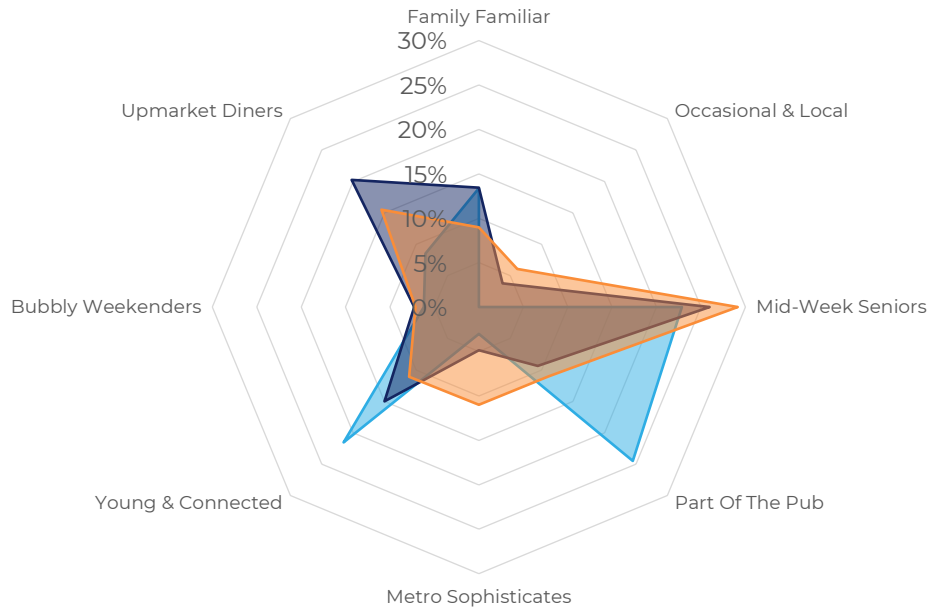
Market Summary

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	£5.68M	8	£23.45M	9	£27.13M	7	£38.14M	4
Weekpart	Mon - Thu	36.0%	3	46.2%	8	46.5%	9	45.8%	9
Weekpart	Fri - Sat	47.8%	8	40.5%	3	40.9%	4	39.8%	3
Weekpart	Sun	16.2%	7	13.3%	3	12.6%	2	14.5%	3
Age	18 to 24	9.7%	8	8.5%	7	8.0%	7	6.6%	5
Age	25 to 34	13.9%	2	16.3%	3	15.9%	2	14.1%	1
Age	35 to 44	17.8%	2	22.6%	5	22.6%	5	21.1%	3
Age	45 to 54	18.2%	4	17.9%	3	18.4%	3	17.8%	2
Age	55 to 64	19.7%	8	17.8%	7	17.8%	8	18.9%	9
Age	65 to 74	14.9%	10	11.4%	9	11.7%	9	13.7%	10
Age	75+	5.9%	9	5.5%	9	5.5%	9	7.7%	10
CAMEO	Business Elite	1.4%	2	1.2%	1	1.3%	1	2.0%	1
CAMEO	Prosperous Professionals	7.0%	7	5.6%	5	5.4%	5	6.2%	5
CAMEO	Flourishing Society	12.5%	6	11.5%	5	11.9%	5	13.3%	6
CAMEO	Content Communities	12.9%	6	12.8%	6	12.9%	6	14.0%	7
CAMEO	White Collar Neighbourhoods	9.6%	4	10.2%	4	9.9%	4	10.4%	4
CAMEO	Enterprising Mainstream	16.1%	10	17.4%	10	17.9%	10	17.2%	10
CAMEO	Paying The Mortgage	20.7%	9	18.5%	8	18.6%	8	17.3%	8
CAMEO	Cash Conscious Communities	11.1%	7	13.1%	8	12.9%	8	11.4%	8
CAMEO	On A Budget	7.9%	7	9.0%	8	8.6%	7	7.3%	6
CAMEO	Family Value	0.6%	2	0.6%	2	0.6%	1	0.7%	1
Affluence	AB	20.9%	4	18.4%	3	18.6%	3	21.5%	3
Affluence	C1C2	59.4%	9	58.9%	9	59.3%	10	59.0%	10
Affluence	DE	19.7%	5	22.7%	6	22.1%	6	19.5%	5



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
Railway Medina	27	13.38%	0.00%	22.85%	24.48%	3.01%	21.53%	6.18%	8.53%
Local Catchment	3225	13.44%	3.79%	25.97%	9.37%	4.86%	15.00%	7.28%	20.25%
Punch T&L	93514	8.99%	6.09%	29.13%	11.03%	10.99%	11.09%	7.13%	15.51%
Railway Medina vs Local Catchment		-0.06%	0.00%	-3.12%	15.11%	-1.85%	6.53%	-1.10%	-11.72%
Railway Medina vs Punch T&L		4.39%	0.00%	-6.28%	13.45%	-7.98%	10.44%	-0.95%	-6.98%
Local Catchment vs Punch T&L		4.45%	-2.30%	-3.16%	-1.66%	-6.13%	3.91%	0.15%	4.74%

■ Railway Medina

■ Local Catchment

■ Punch T&L