

Site Summary



Fox & Goose RG291BY

RG291BY

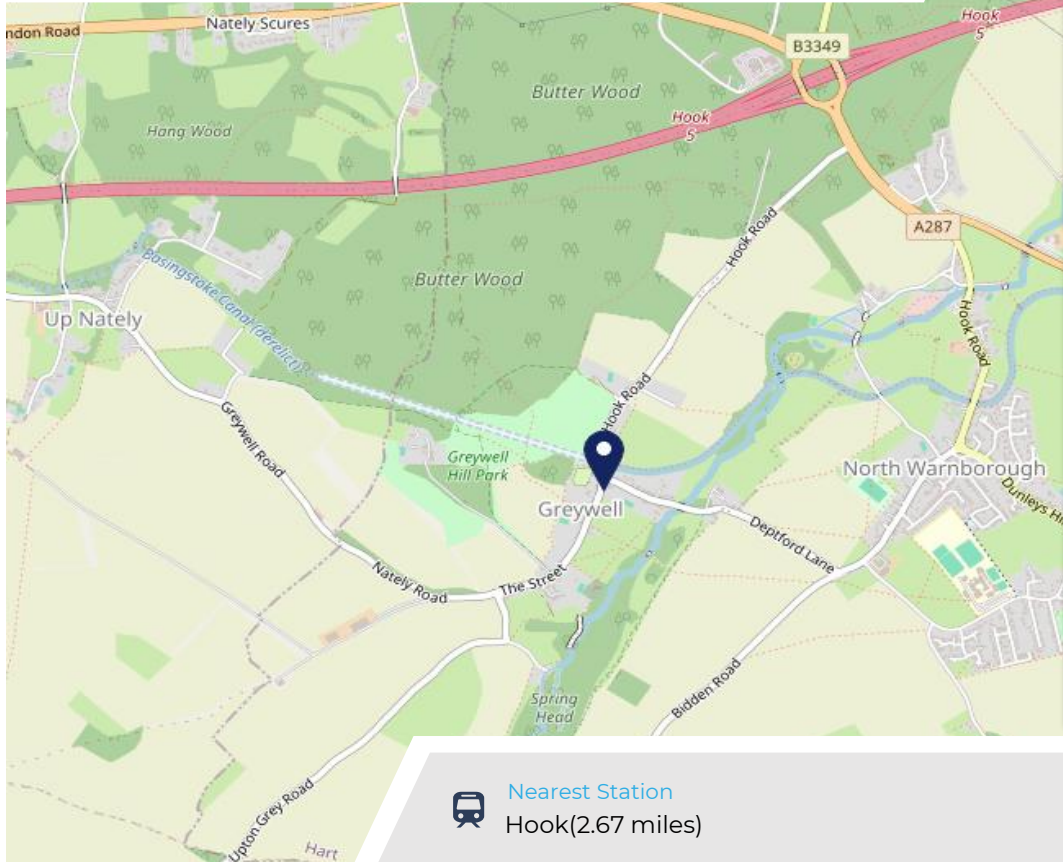
Punch T&L

Work Area
Basingstoke

Region
South East

TV Region
South

Urbanicity
Rural village



ATV
£20.06



Affluence
59.15%
High Income



Age Group
24.44%
35 to 44



Gender
68.23%
Male



Segmentation
36.22%
Flourishing Society



Visit Day
28.37%
Sun

Top Competitors



Mill House
RG291ET

#1

Brunning & Price



Crooked Billet
RG279EH

#2

Pub Restaurant



Bel & The Dragon (Odiham)
RG291LP

#3

Fullers Managed

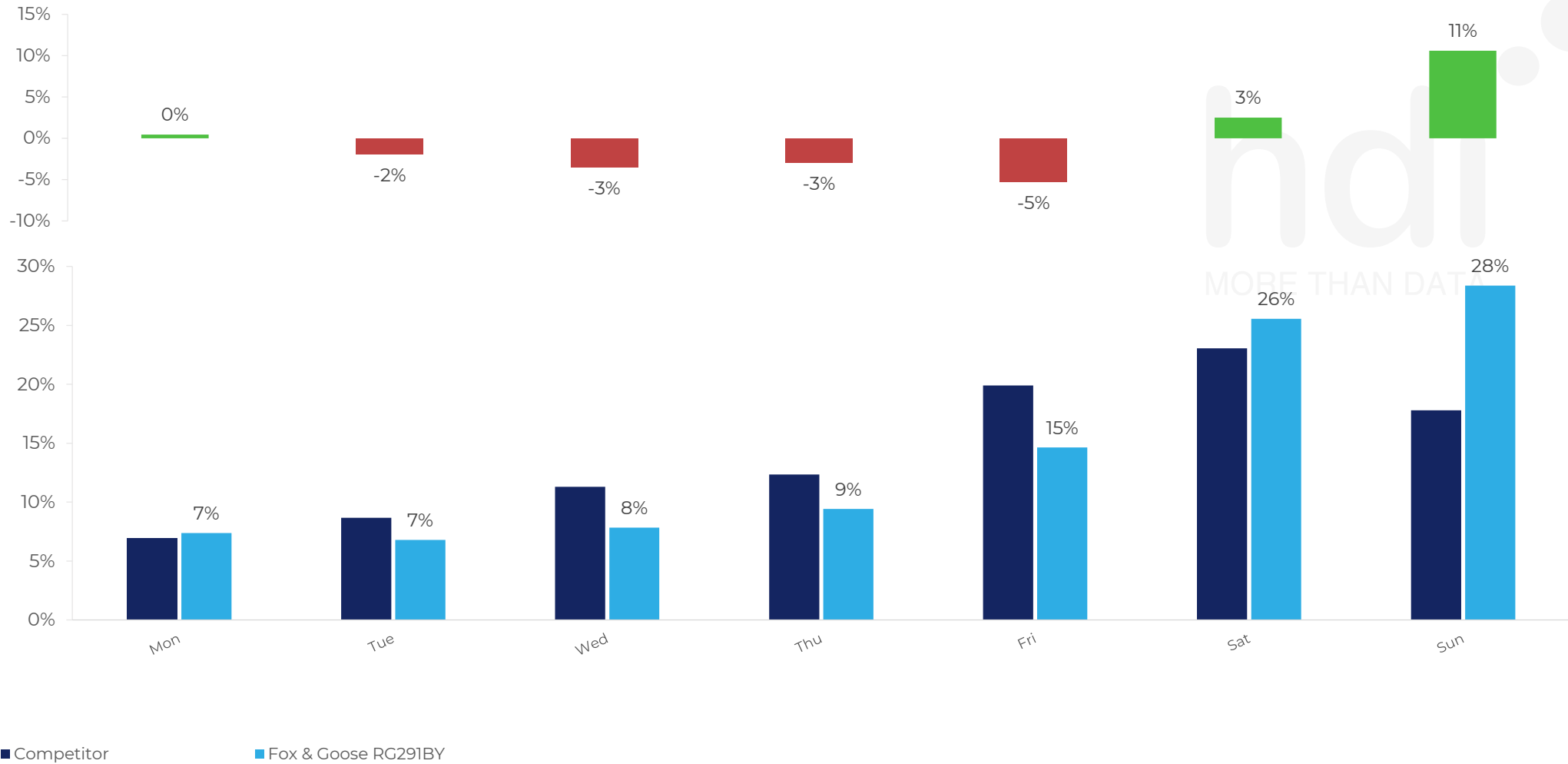


Nearest Station
Hook(2.67 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Fox & Goose RG291BY versus its competitors?

% of spend for Fox & Goose RG291BY and 238 Chains in 3 Miles from 14/05/2025 - 27/05/2026 split by Day of Week

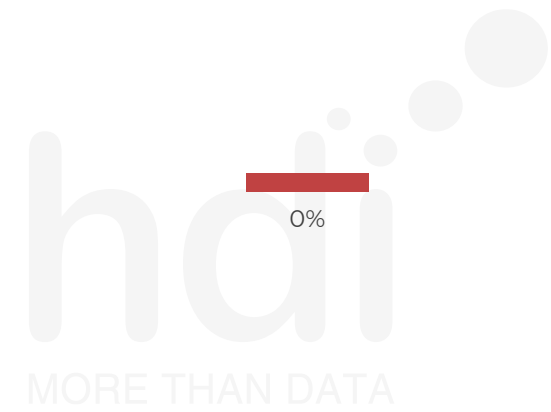
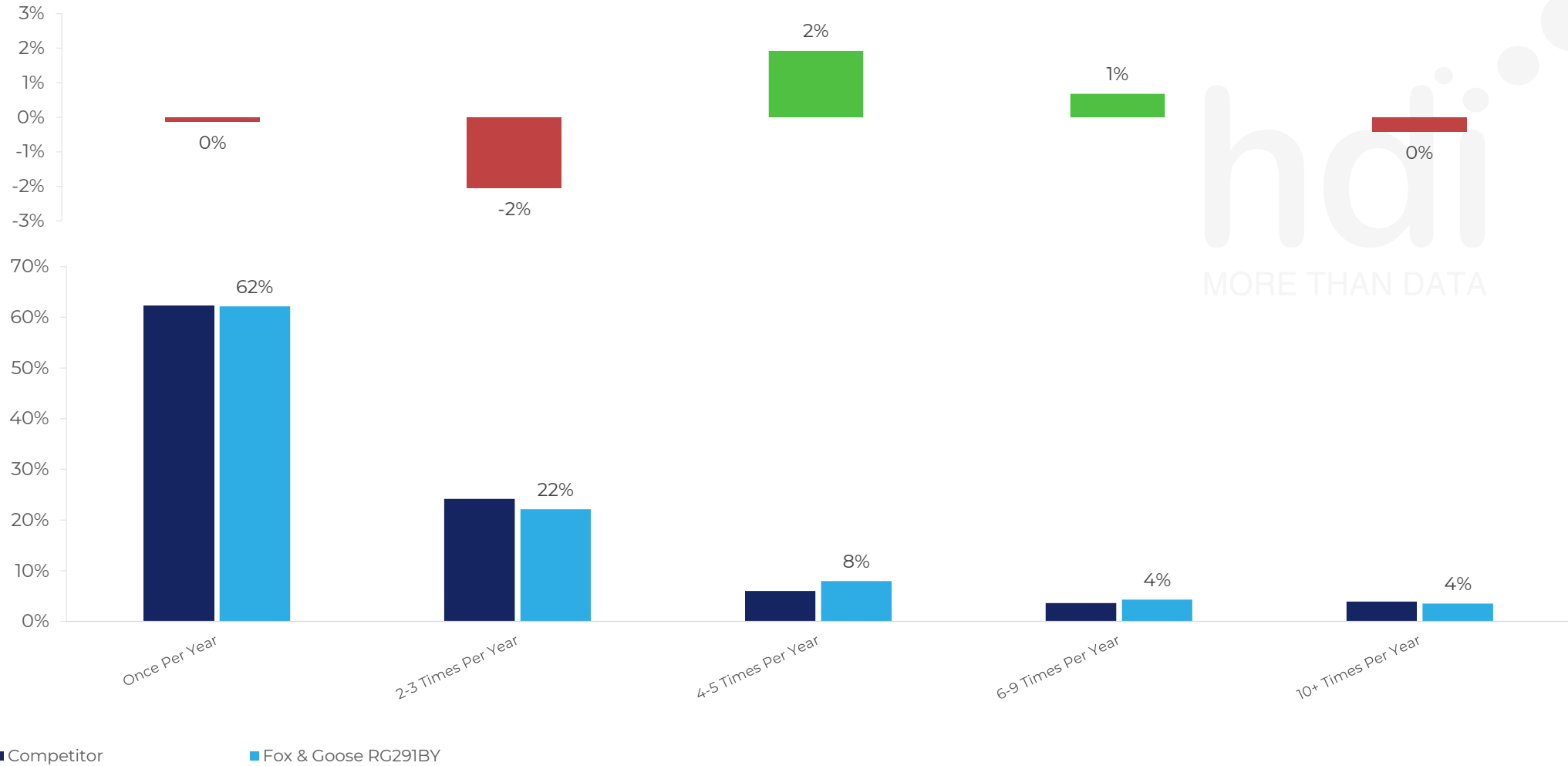




Visit Frequency

How frequently per year do customers visit Fox & Goose RG291BY versus its competitors?

% of customer numbers for Fox & Goose RG291BY and 238 Chains in 3 Miles from 14/05/2025 - 27/05/2026 and the number of visits made Per Annum

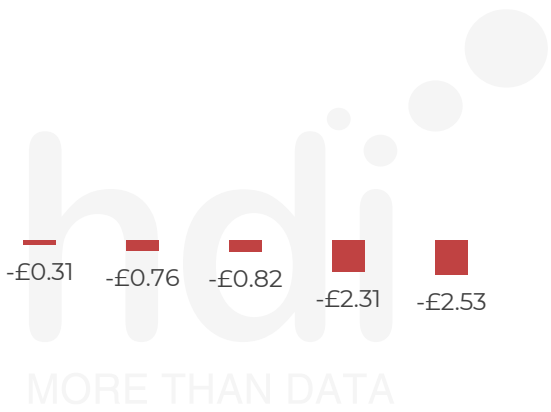
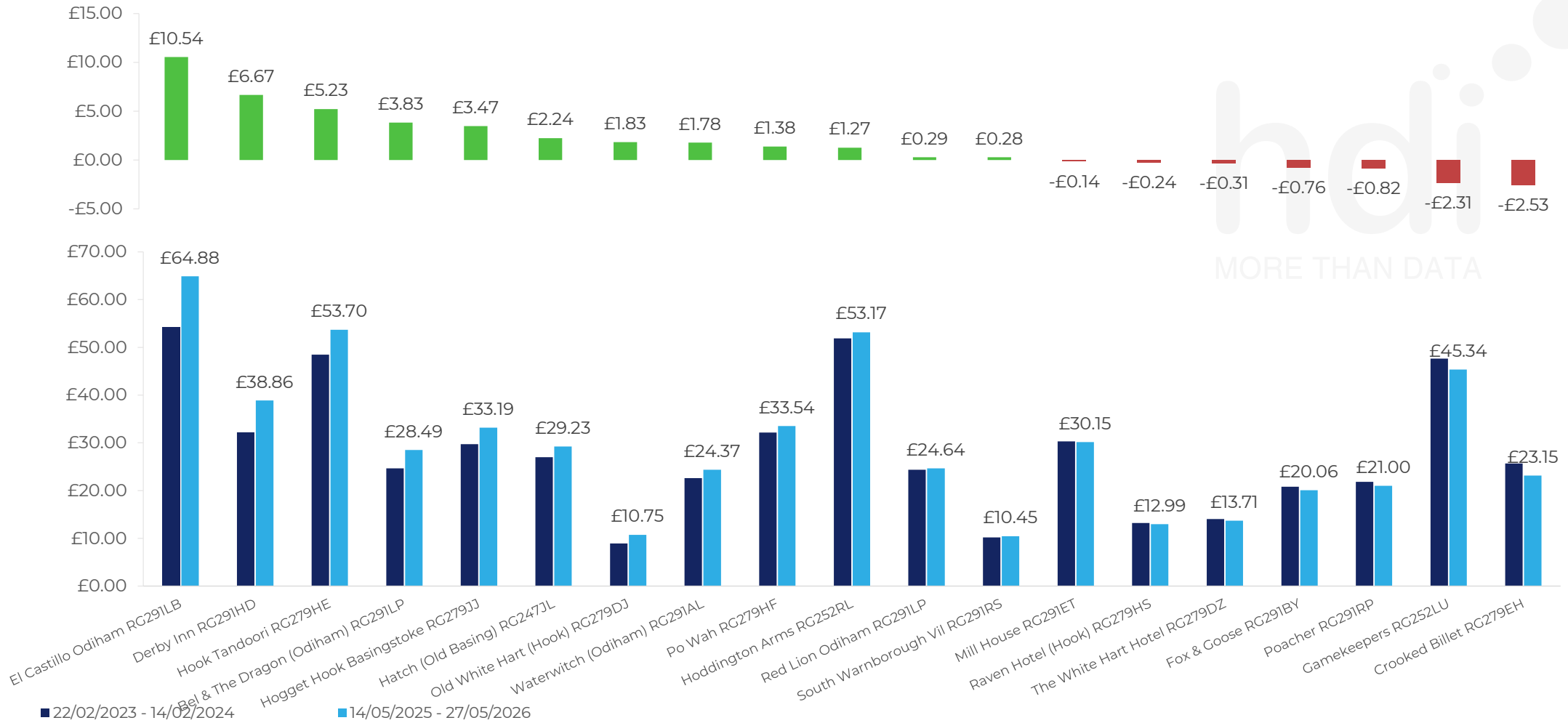


■ Competitor

■ Fox & Goose RG291BY

ATV Change

How has ATV changed between two date ranges?

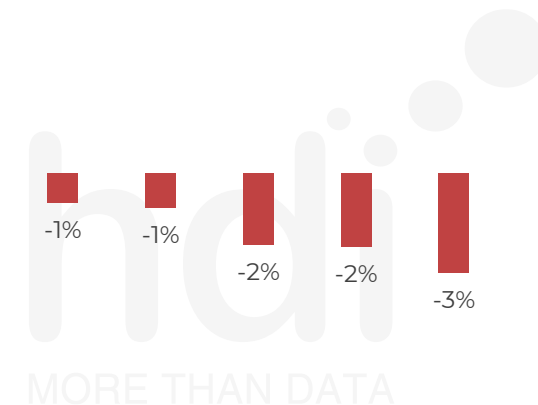
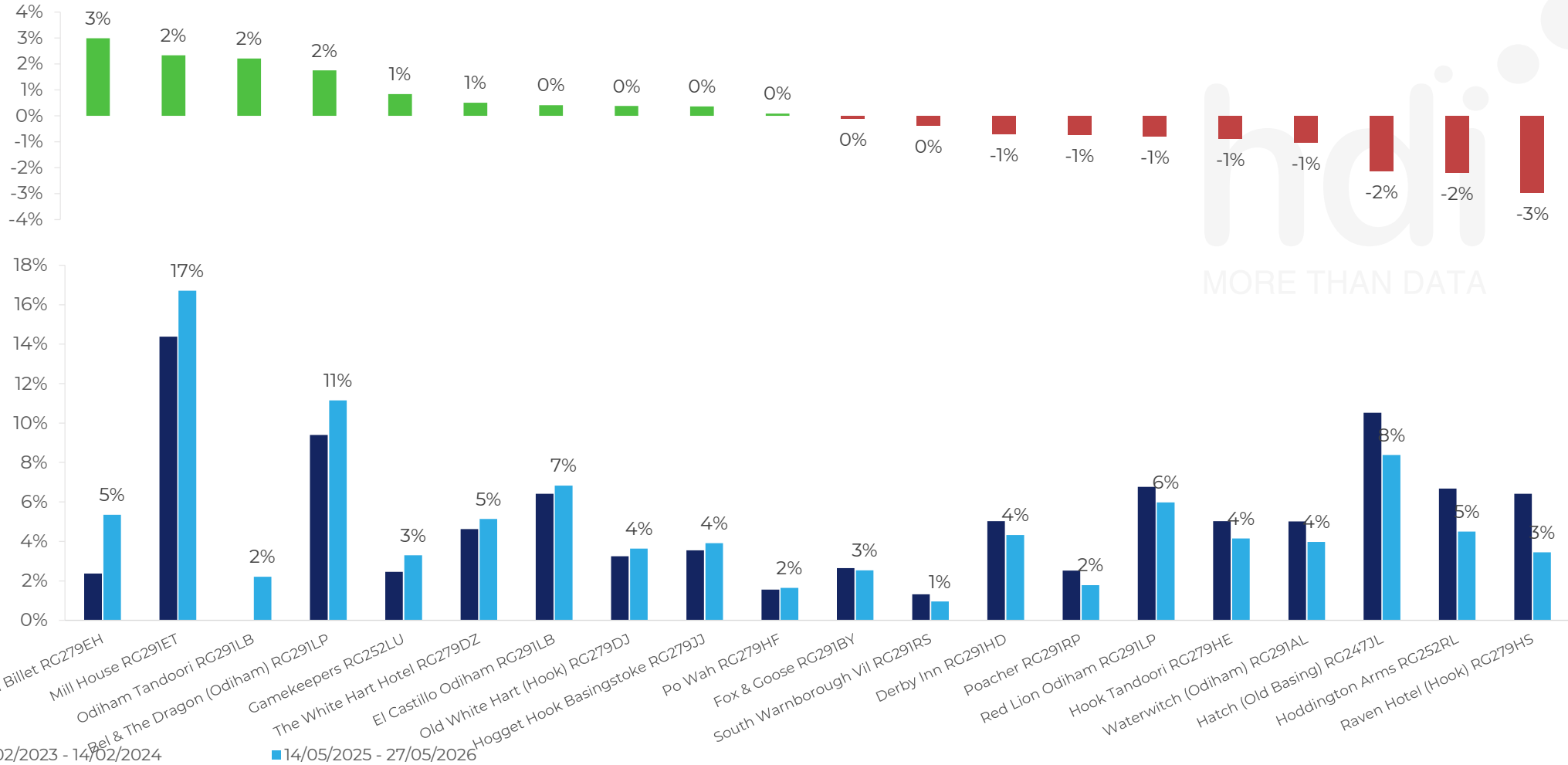




Market Share Change

How has market share changed between two date ranges?

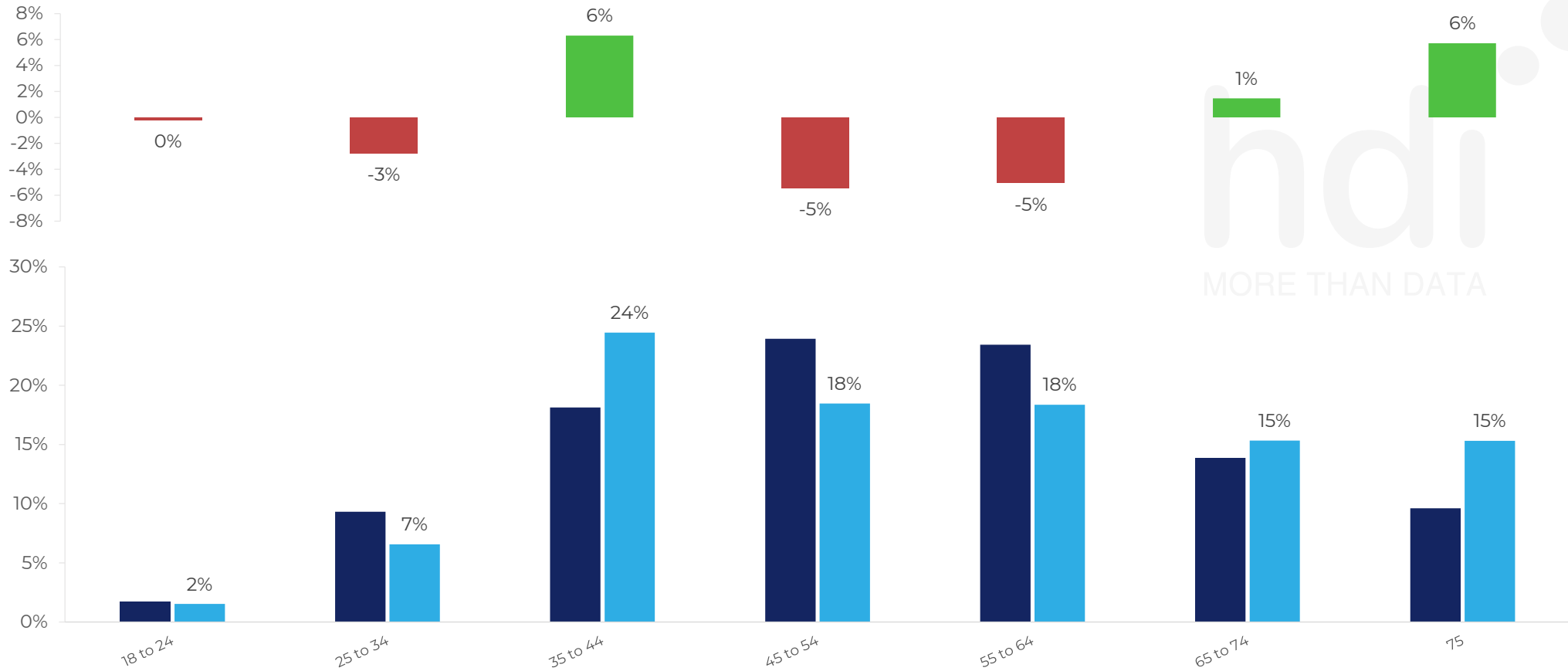
% of market share spend for Fox & Goose RG291BY and 238 Chains in 3 Miles from 14/05/2025 - 27/05/2026



Age

How does the age profile of customers who visit Fox & Goose RG291BY compare versus its competitors?

% of spend for Fox & Goose RG291BY and 238 Chains in 3 Miles from 14/05/2025 - 27/05/2026 split by Age Range



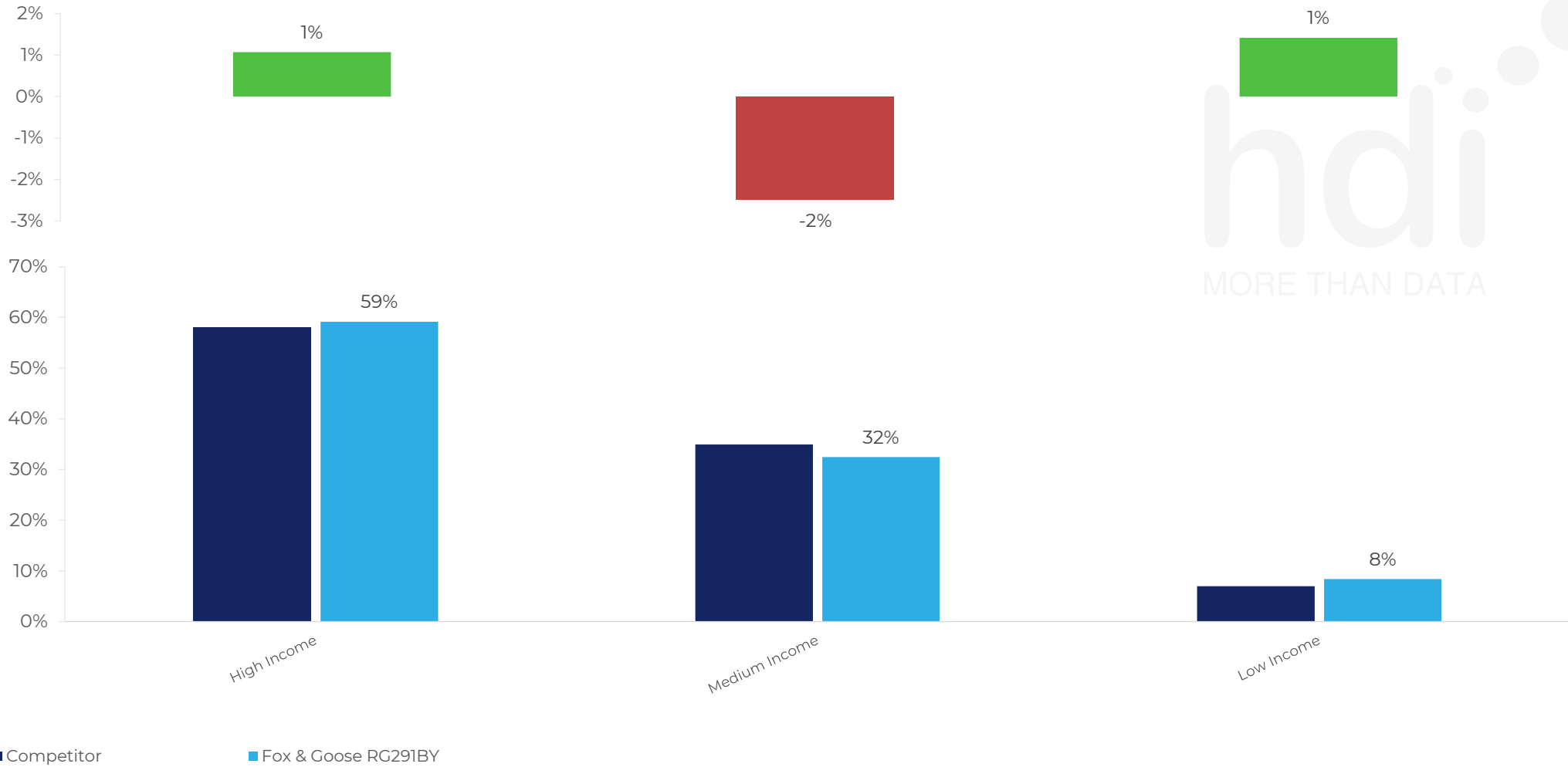
■ Competitor

■ Fox & Goose RG291BY

Affluence

How does the affluence of customers who visit Fox & Goose RG291BY compare versus its competitors?

% of spend for Fox & Goose RG291BY and 238 Chains in 3 Miles from 14/05/2025 - 27/05/2026 split by Affluence

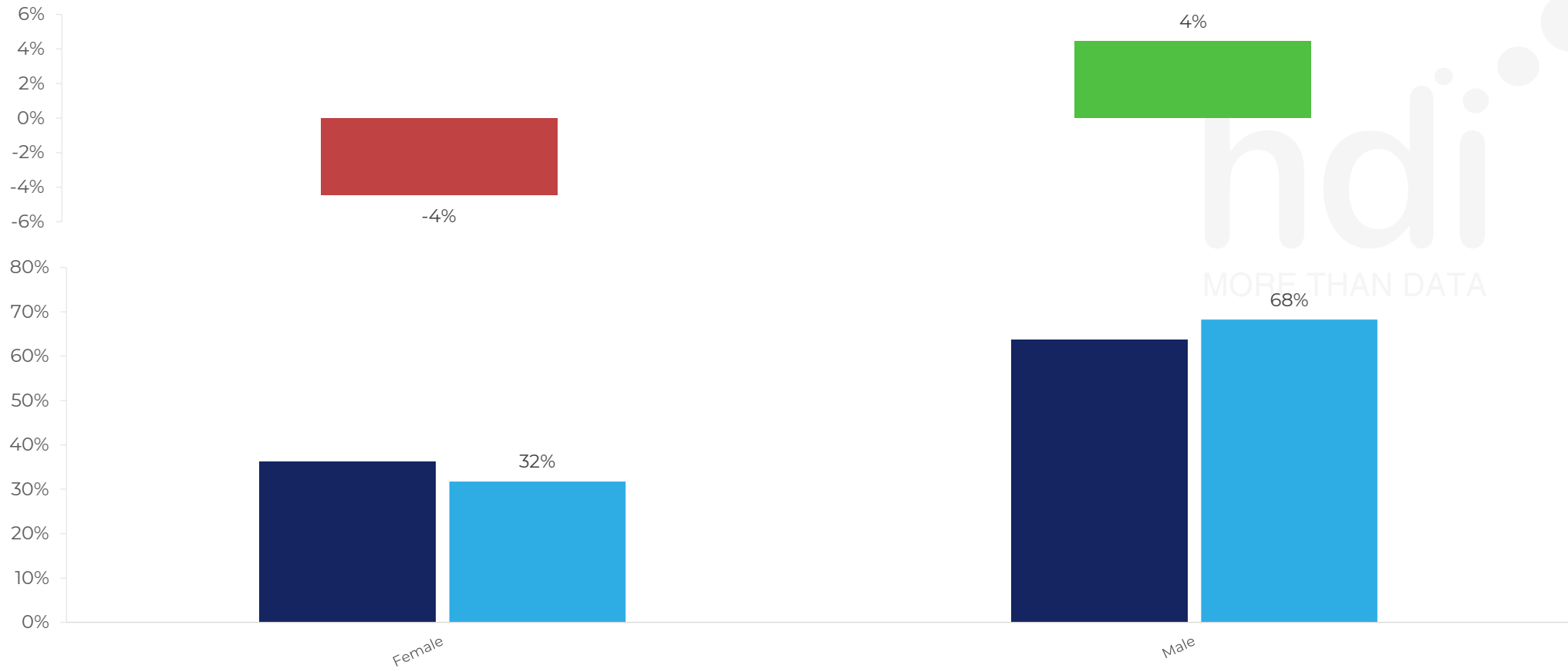




Gender

How does the gender profile of customers who visit Fox & Goose RG291BY compare versus its competitors?

% of spend for Fox & Goose RG291BY and 238 Chains in 3 Miles from 14/05/2025 - 27/05/2026 split by Gender



■ Competitor

■ Fox & Goose RG291BY

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

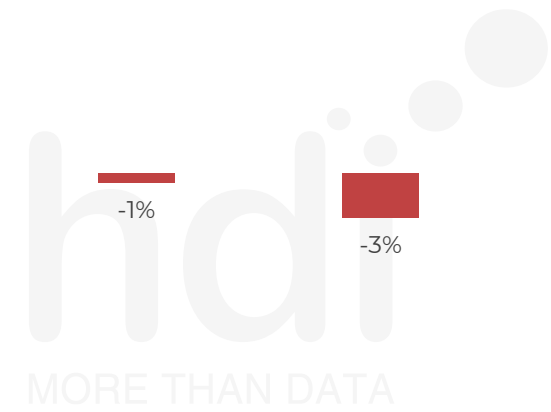
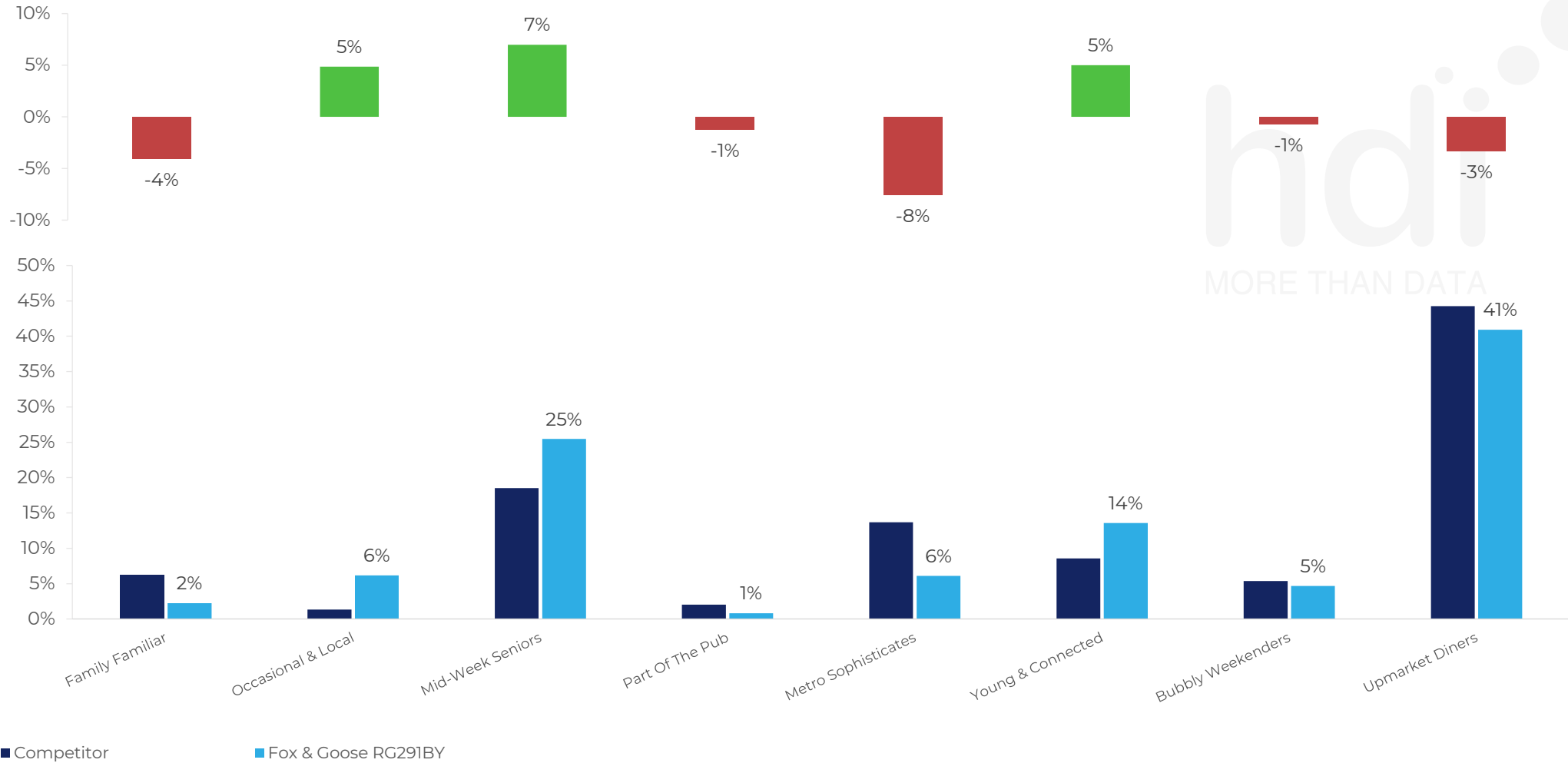
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Fox & Goose RG291BY compare versus its competitors?

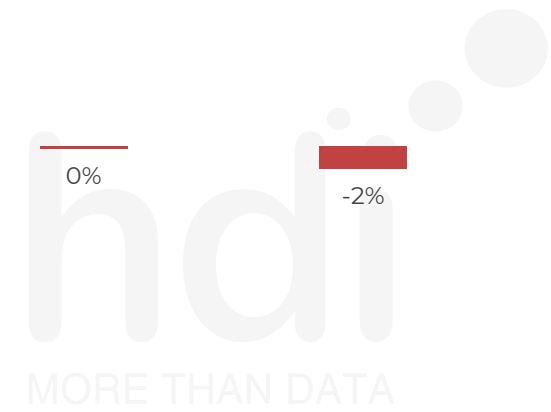
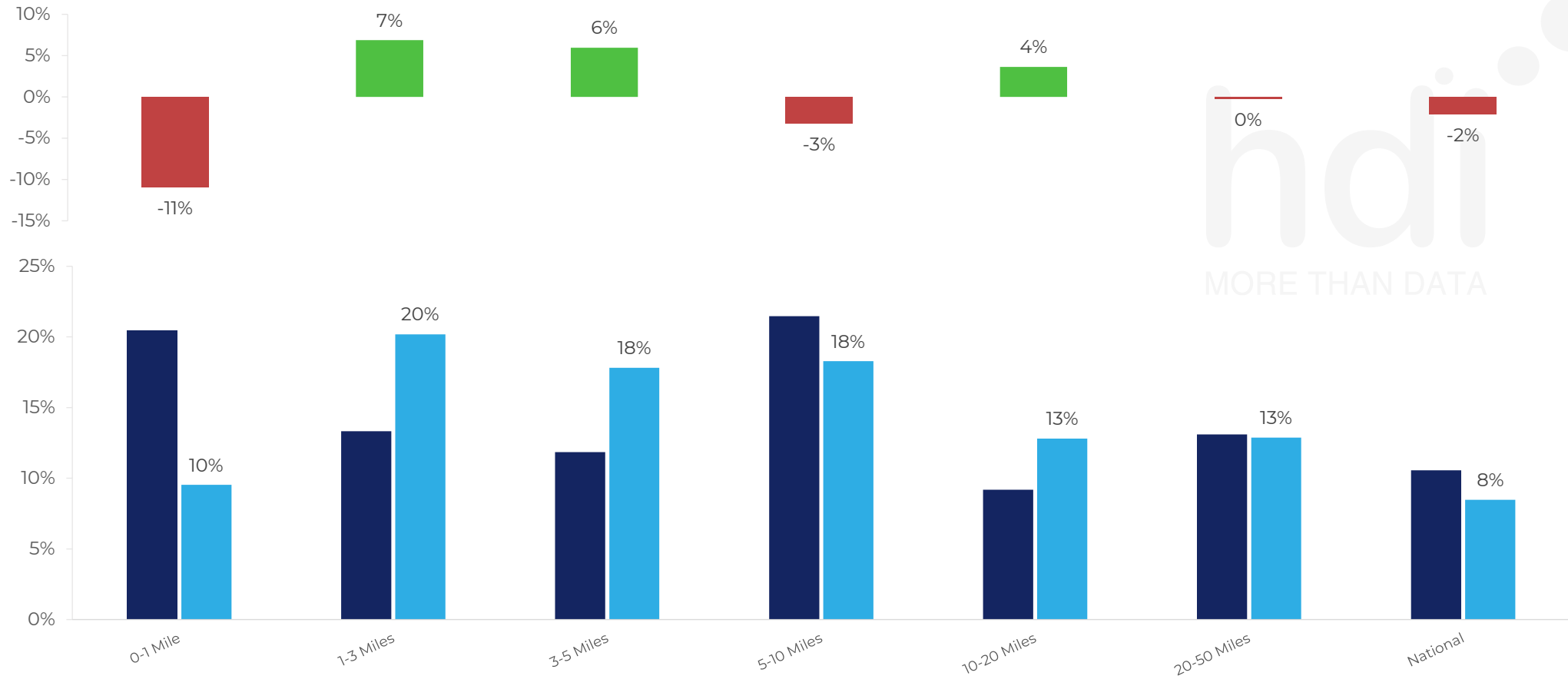
% of spend for Fox & Goose RG291BY and 238 Chains in 3 Miles from 14/05/2025 - 27/05/2026 split by Segment



Spend by Distance

How does the spend profile of Fox & Goose RG291BY compare versus its competitors based on travel distances?

% of spend for Fox & Goose RG291BY and 238 Chains in 3 Miles from 14/05/2025 - 27/05/2026 split by Distance travelled



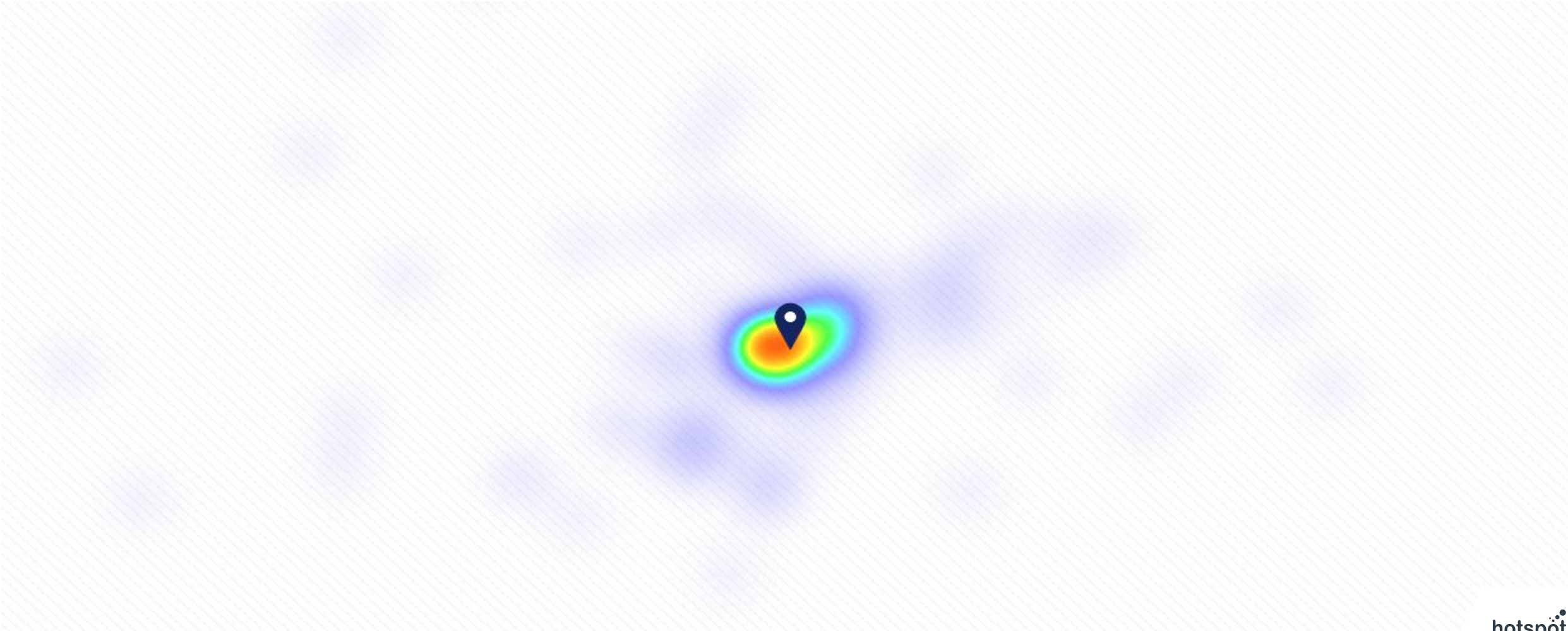
Competitor

Fox & Goose RG291BY



Where do customers of Fox & Goose RG291BY come from?

Where do customers of Fox & Goose RG291BY for 14/05/2025 - 27/05/2026 live

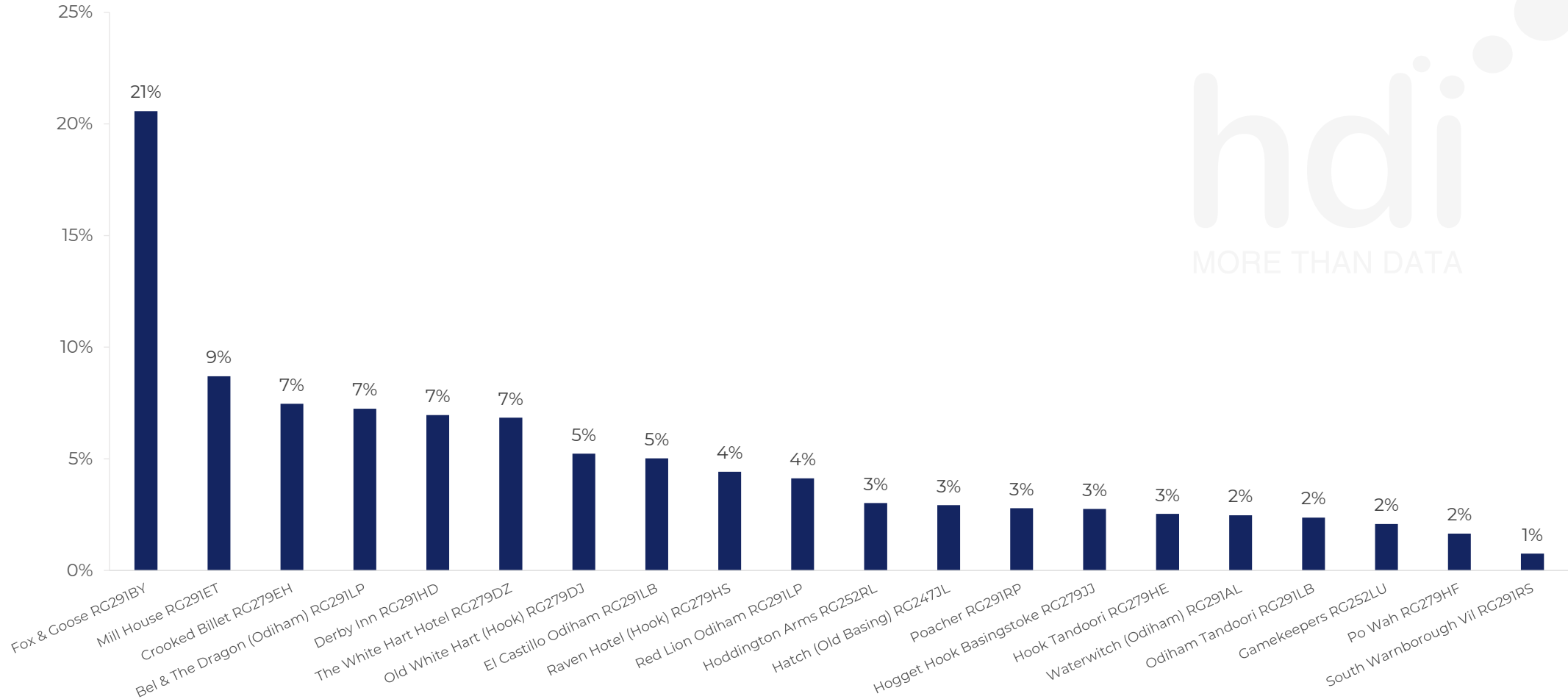




Share of Wallet

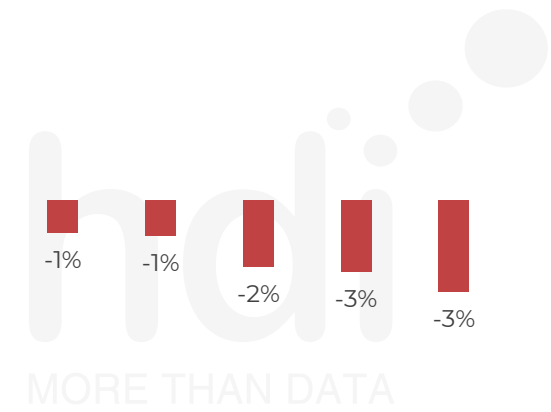
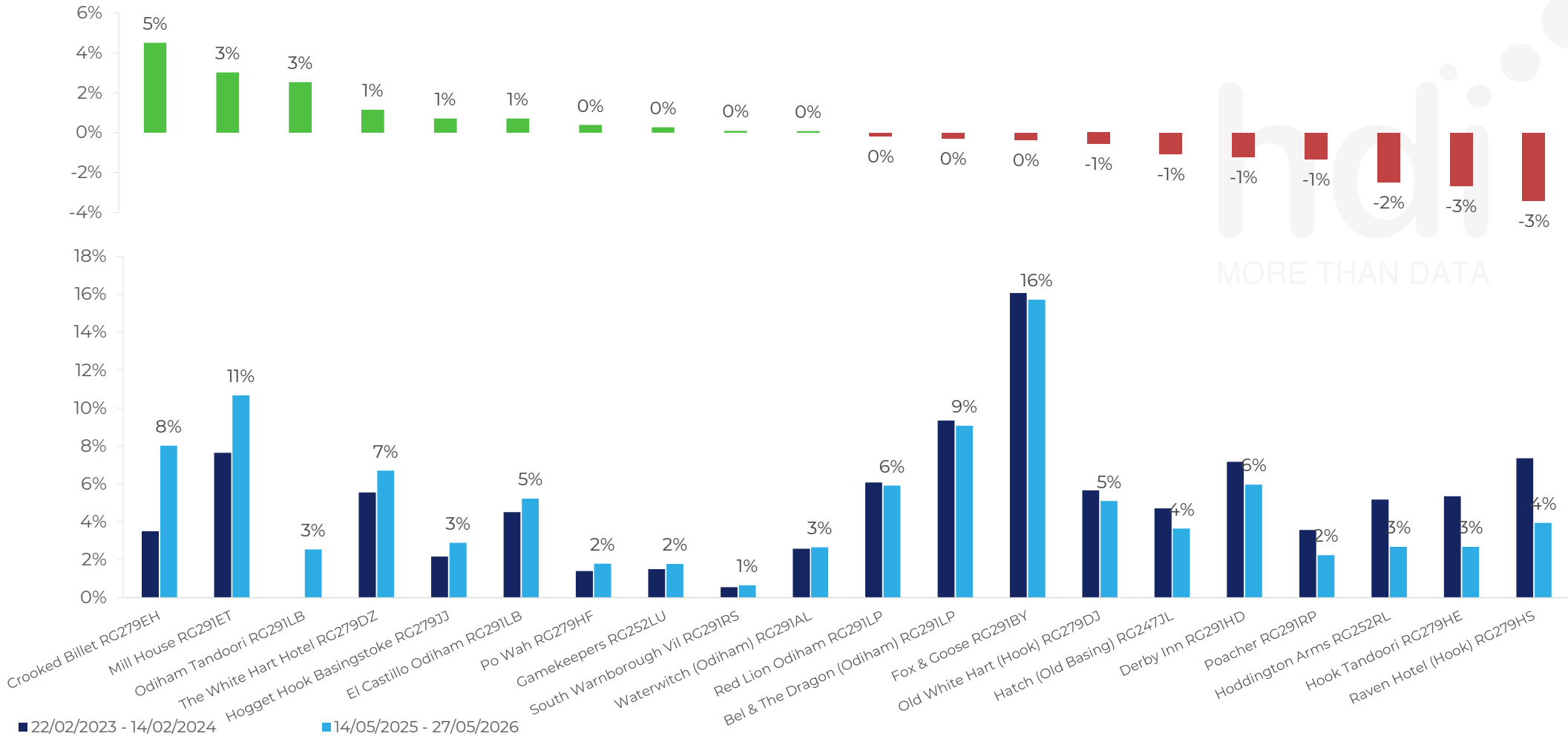
What are the Top 20 venues (by spend) that customers of Fox & Goose RG291BY also visit?

For customers of Fox & Goose RG291BY, who are the top 20 competitors from 238 Chains in 3 Miles for 14/05/2025 - 27/05/2026 split by Venue



Share of Wallet Change

How has share of wallet of customers of Fox & Goose RG291BY changed between two date ranges?





Market Summary

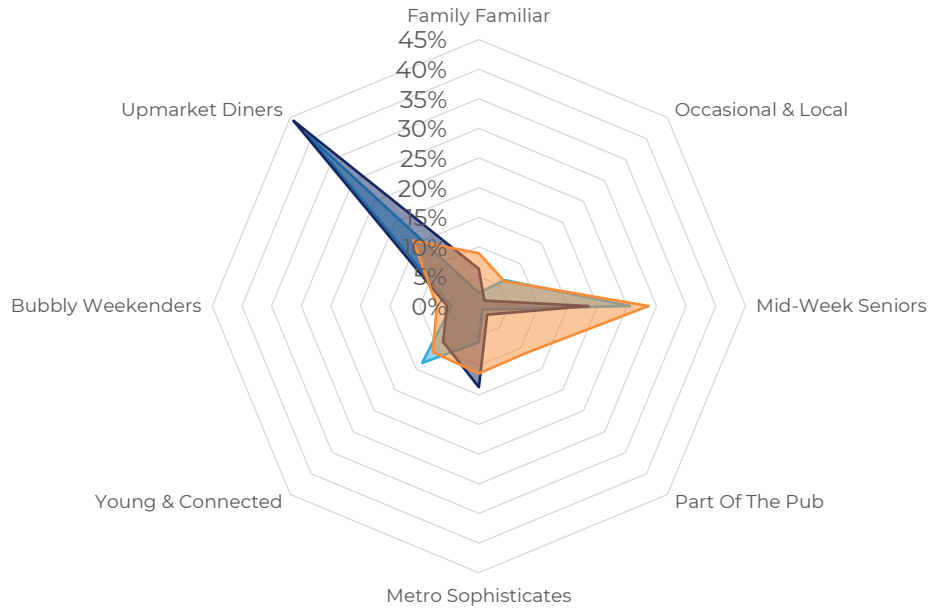
How does the local area for Fox & Goose RG291BY compare to the national average (1 = low, 10 = high)

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	£385K	3	£385K	2	£2.98M	2	£18.09M	3
Weekpart	Mon - Thu	31.1%	1	31.1%	1	40.7%	5	40.5%	4
Weekpart	Fri - Sat	41.0%	4	41.0%	4	37.6%	2	42.5%	6
Weekpart	Sun	27.9%	10	27.9%	10	21.8%	10	17.0%	8
Age	18 to 24	1.3%	1	1.3%	1	3.1%	2	2.6%	1
Age	25 to 34	6.5%	1	6.5%	1	10.1%	1	9.6%	1
Age	35 to 44	25.1%	7	25.1%	7	18.9%	2	19.0%	2
Age	45 to 54	18.4%	4	18.4%	3	16.7%	2	23.3%	10
Age	55 to 64	18.6%	7	18.6%	8	22.0%	9	22.8%	10
Age	65 to 74	15.2%	10	15.2%	10	16.1%	10	13.6%	10
Age	75+	15.0%	10	15.0%	10	13.0%	10	9.1%	10
CAMEO	Business Elite	8.8%	7	8.8%	7	13.7%	8	12.4%	8
CAMEO	Prosperous Professionals	14.5%	10	14.5%	10	12.6%	10	12.7%	10
CAMEO	Flourishing Society	36.1%	10	36.1%	10	29.3%	10	32.5%	10
CAMEO	Content Communities	7.9%	2	7.9%	2	14.8%	8	14.0%	7
CAMEO	White Collar Neighbourhoods	9.5%	4	9.5%	4	10.2%	4	9.0%	2
CAMEO	Enterprising Mainstream	3.2%	2	3.2%	1	4.3%	2	4.6%	2
CAMEO	Paying The Mortgage	11.6%	4	11.6%	4	9.2%	2	7.3%	1
CAMEO	Cash Conscious Communities	4.2%	2	4.2%	2	3.0%	1	2.9%	1
CAMEO	On A Budget	3.4%	2	3.4%	2	2.6%	1	3.9%	2
CAMEO	Family Value	0.8%	3	0.8%	2	0.4%	1	0.5%	1
Affluence	AB	59.4%	10	59.4%	10	55.6%	10	57.6%	10
Affluence	C1C2	32.3%	1	32.3%	1	38.5%	2	35.0%	1
Affluence	DE	8.3%	1	8.3%	1	6.0%	1	7.4%	1



Local Market Profile

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
Fox & Goose	153	2.23%	6.18%	25.48%	0.82%	6.11%	13.56%	4.67%	40.92%
Local Catchment	2392	6.28%	1.32%	18.50%	2.02%	13.68%	8.55%	5.36%	44.25%
Punch T&L	97157	8.92%	6.01%	28.65%	11.24%	11.37%	11.02%	7.07%	15.67%
Fox & Goose vs Local Catchment		-4.05%	4.86%	6.98%	-1.20%	-7.57%	5.01%	-0.69%	-3.33%
Fox & Goose vs Punch T&L		-6.69%	0.17%	-3.17%	-10.42%	-5.26%	2.54%	-2.40%	25.25%
Local Catchment vs Punch T&L		-2.64%	-4.69%	-10.15%	-9.22%	2.31%	-2.47%	-1.71%	28.58%