



Site Summary



Old Comical PO368ES

PO368ES

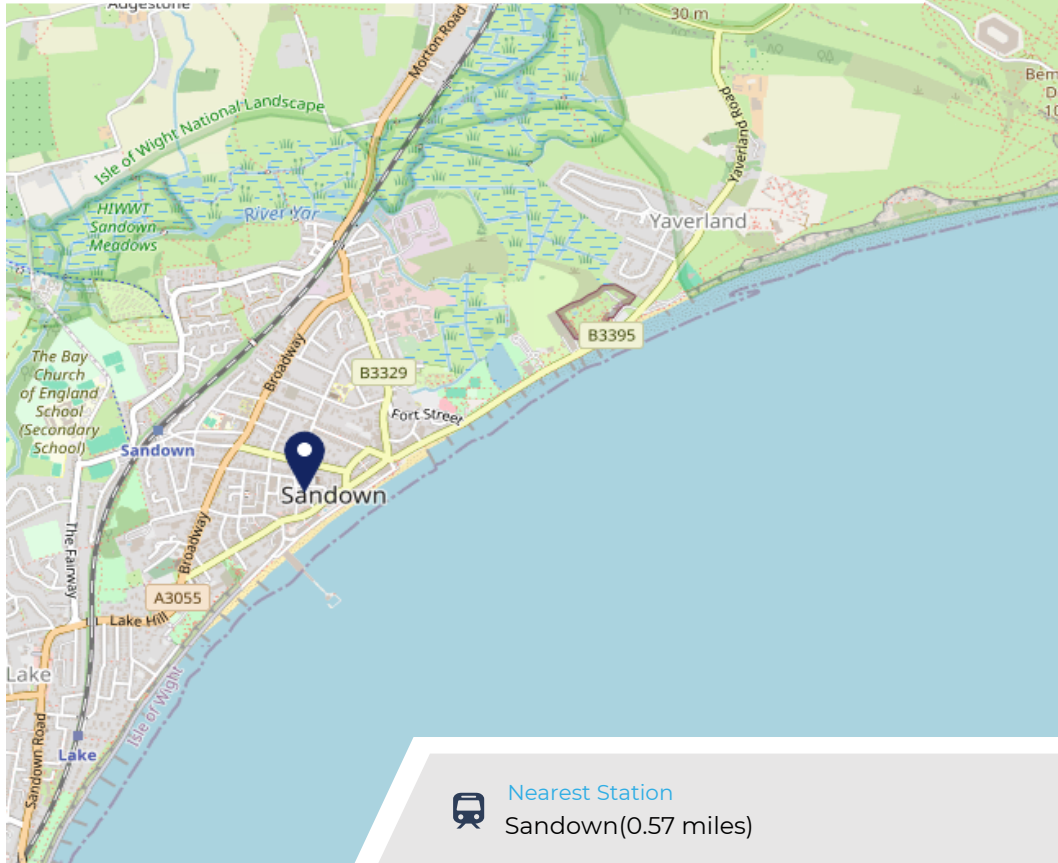
Punch T&L

Work Area
Isle of Wight

Region
South East

TV Region
South

Urbanicity
Urban city and town



ATV
£9.35



Gender
60.12%
Male



Affluence
71.41%
Middle Income



Segmentation
27.48%
White Collar Neighbourhoods



Age Group
28.40%
25 to 34



Visit Day
29.49%
Sat

Top Competitors

Tap Pub Sandown Lt **#1**
PO368AW
 Pub / Bar

Shanklin Conservative C **#2**
PO376AU
 Clubs

Castle **#3**
PO368HY
 Pub / Bar



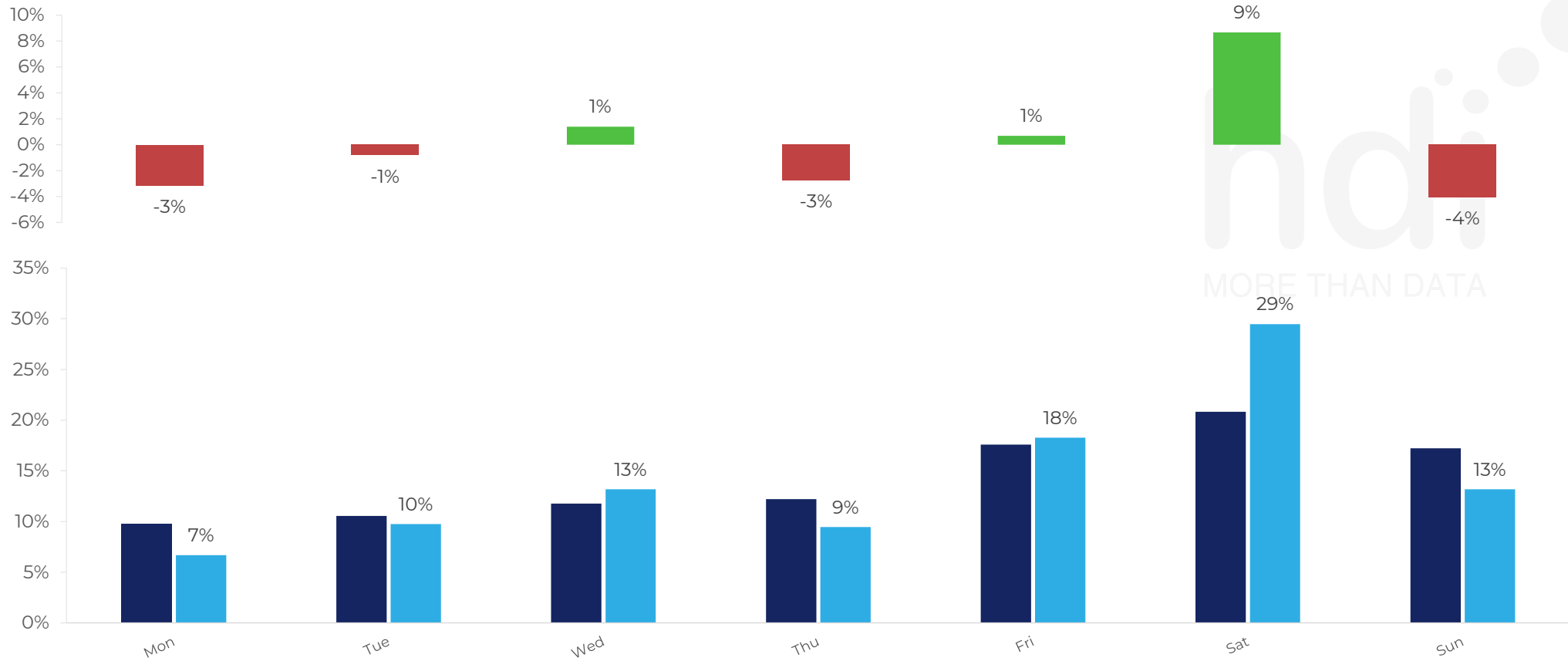
Nearest Station
Sandown(0.57 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Old Comical PO368ES versus its competitors?

% of spend for Old Comical PO368ES and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Day of Week



■ Competitor

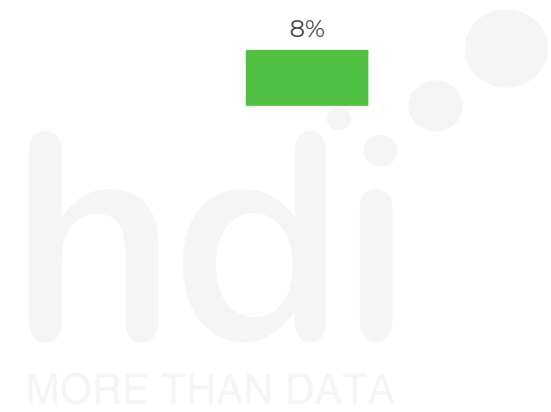
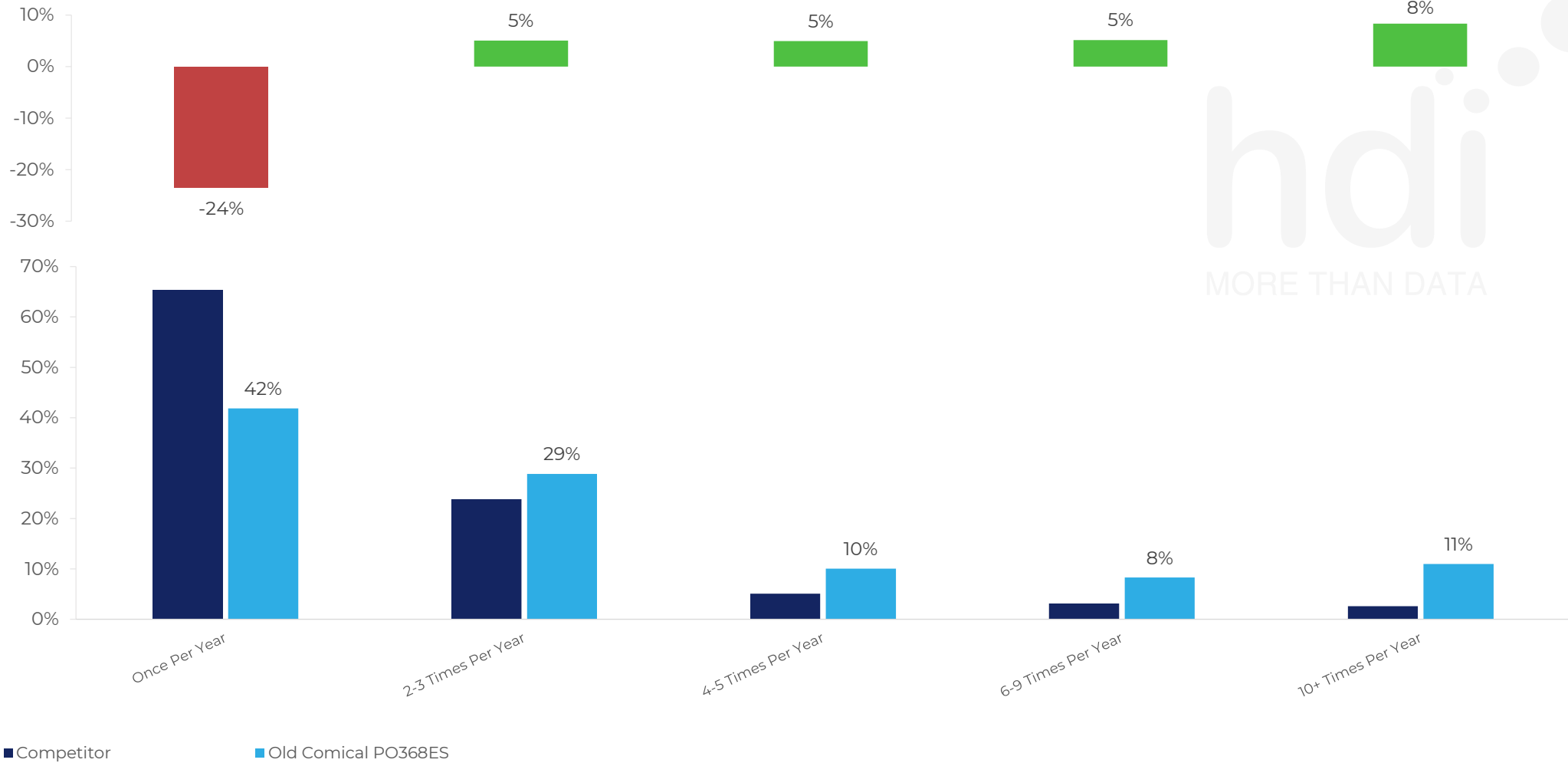
■ Old Comical PO368ES



Visit Frequency

How frequently per year do customers visit Old Comical PO368ES versus its competitors?

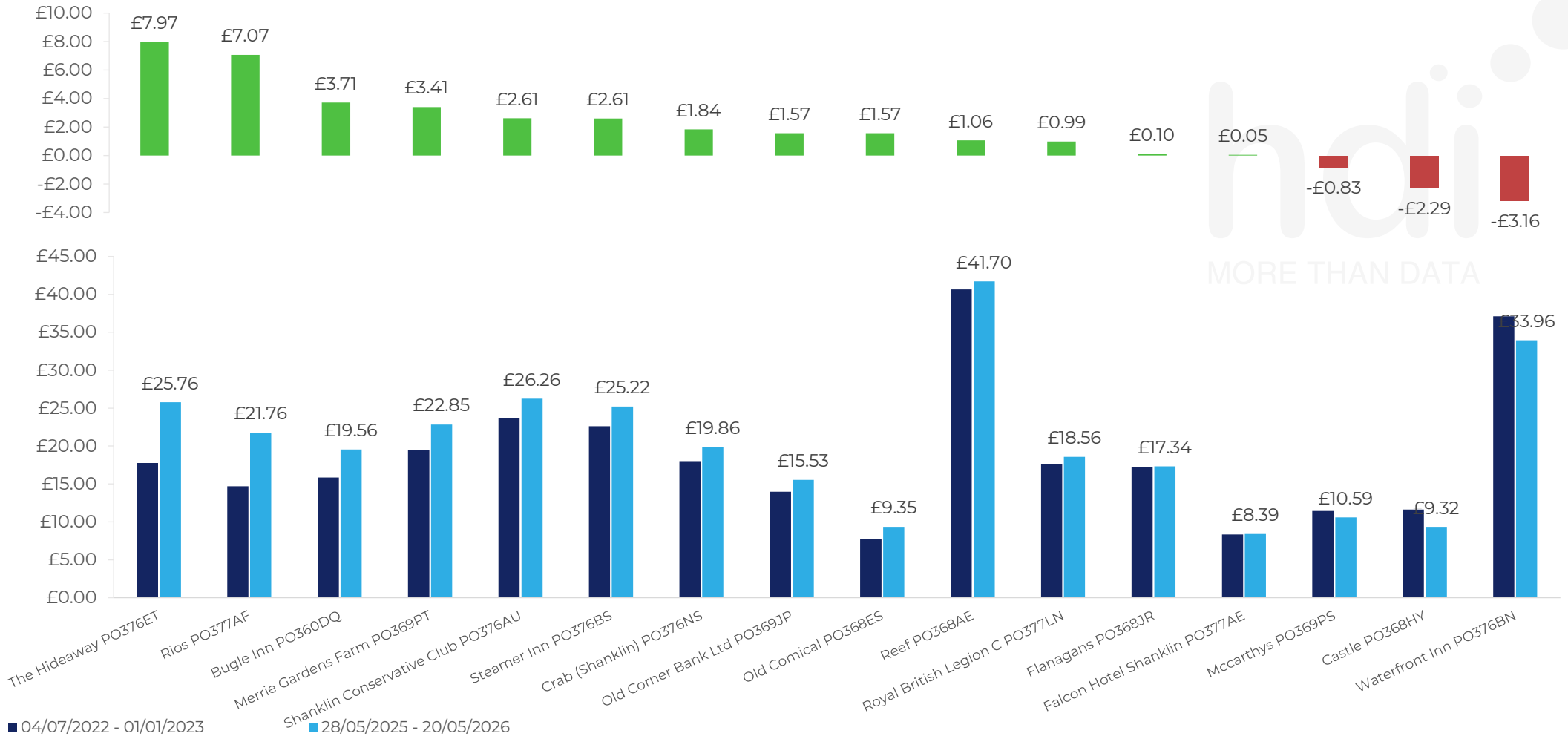
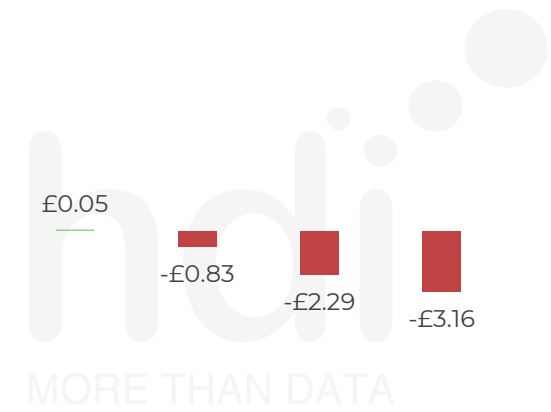
% of customer numbers for Old Comical PO368ES and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

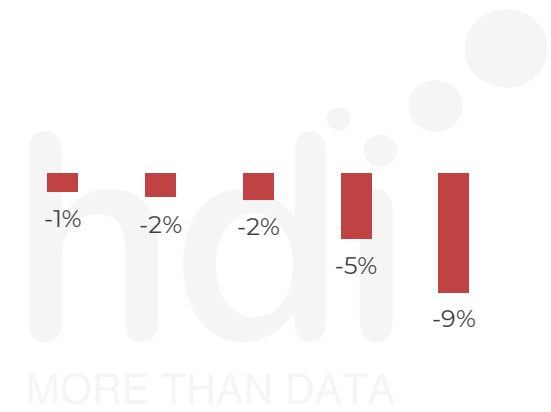
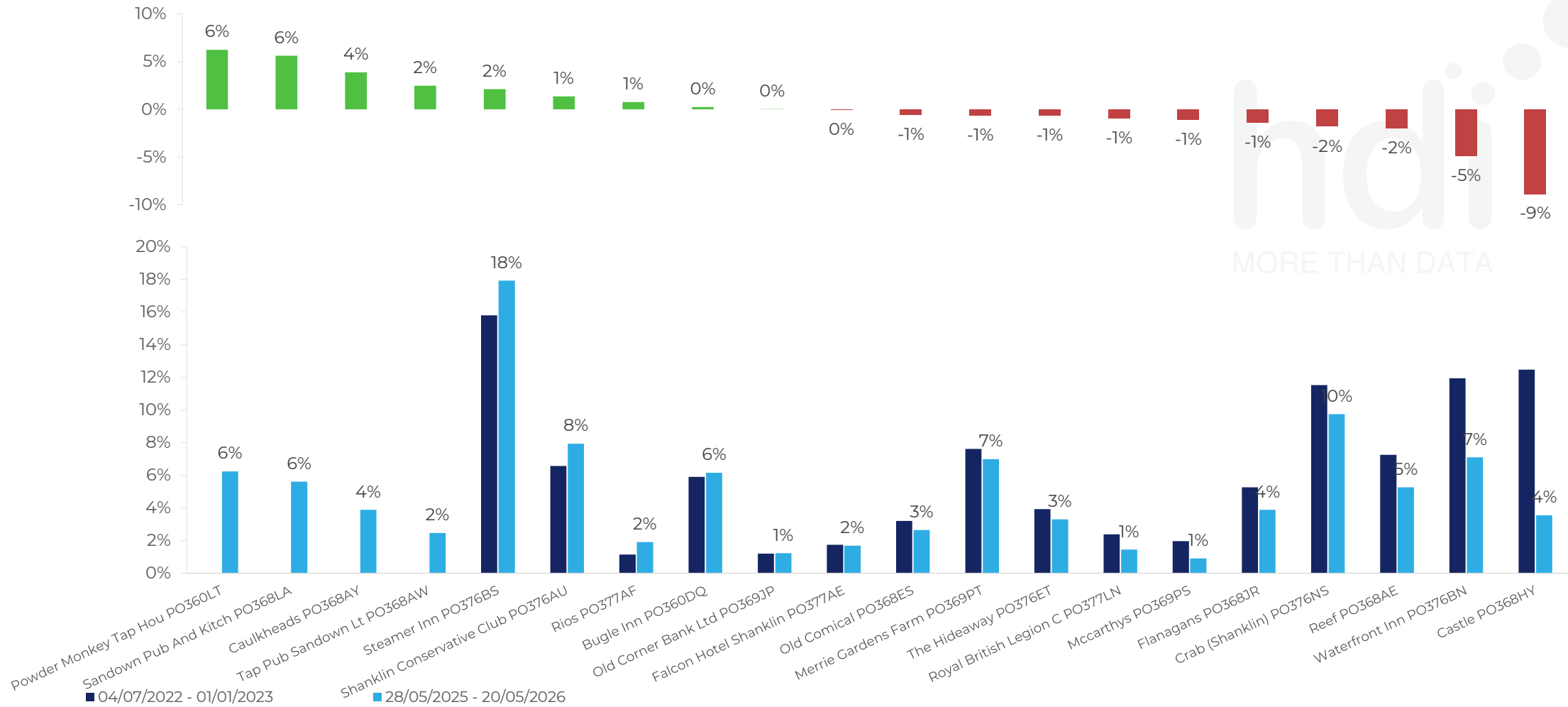




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Old Comical PO368ES and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026

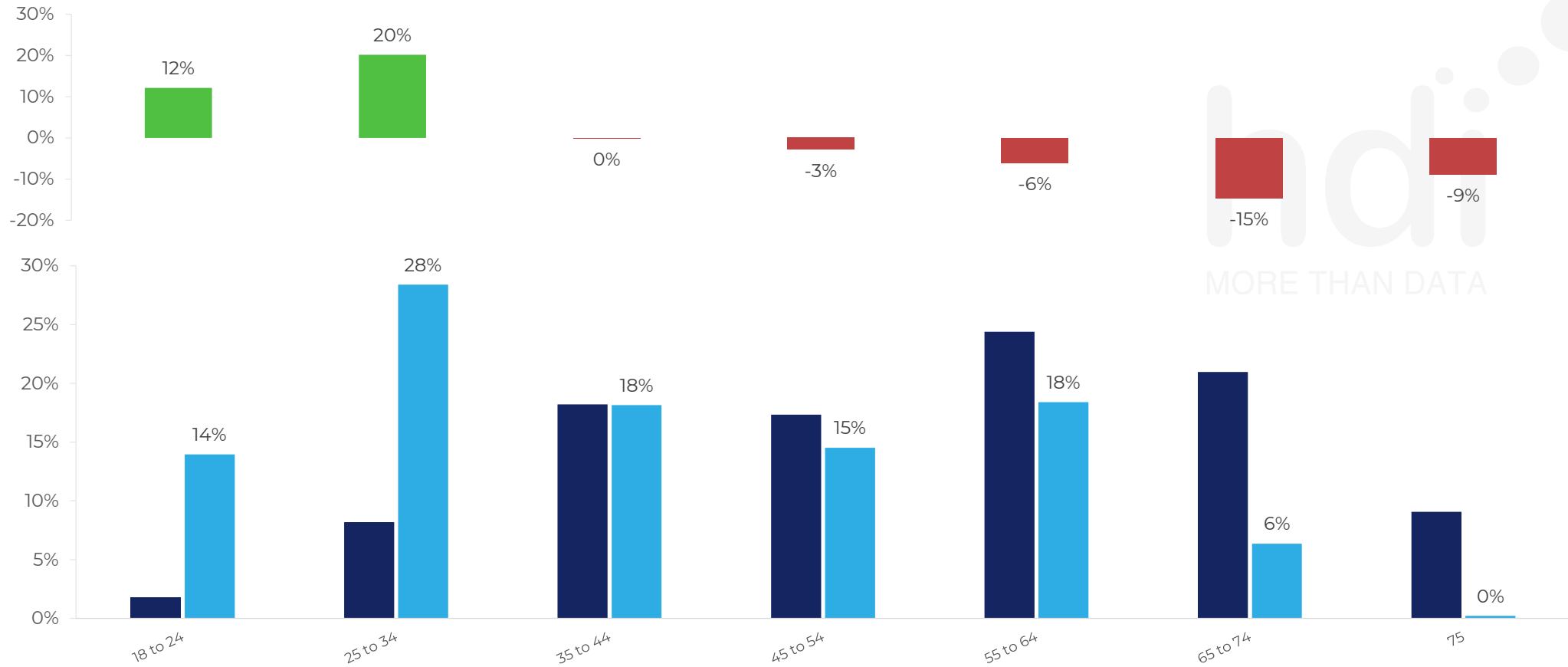




Age

How does the age profile of customers who visit Old Comical PO368ES compare versus its competitors?

% of spend for Old Comical PO368ES and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Age Range



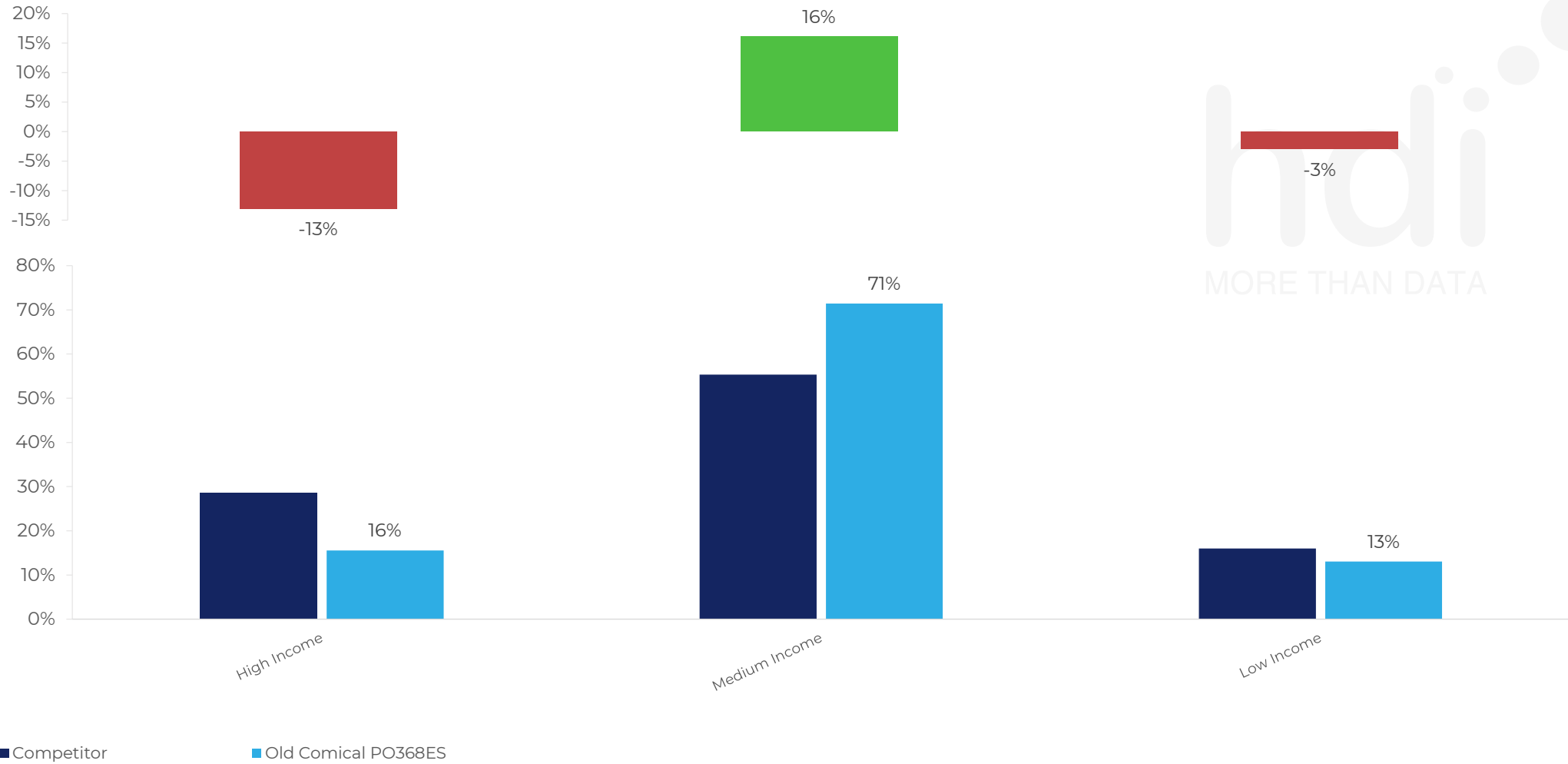
■ Competitor

■ Old Comical PO368ES

Affluence

How does the affluence of customers who visit Old Comical PO368ES compare versus its competitors?

% of spend for Old Comical PO368ES and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Affluence

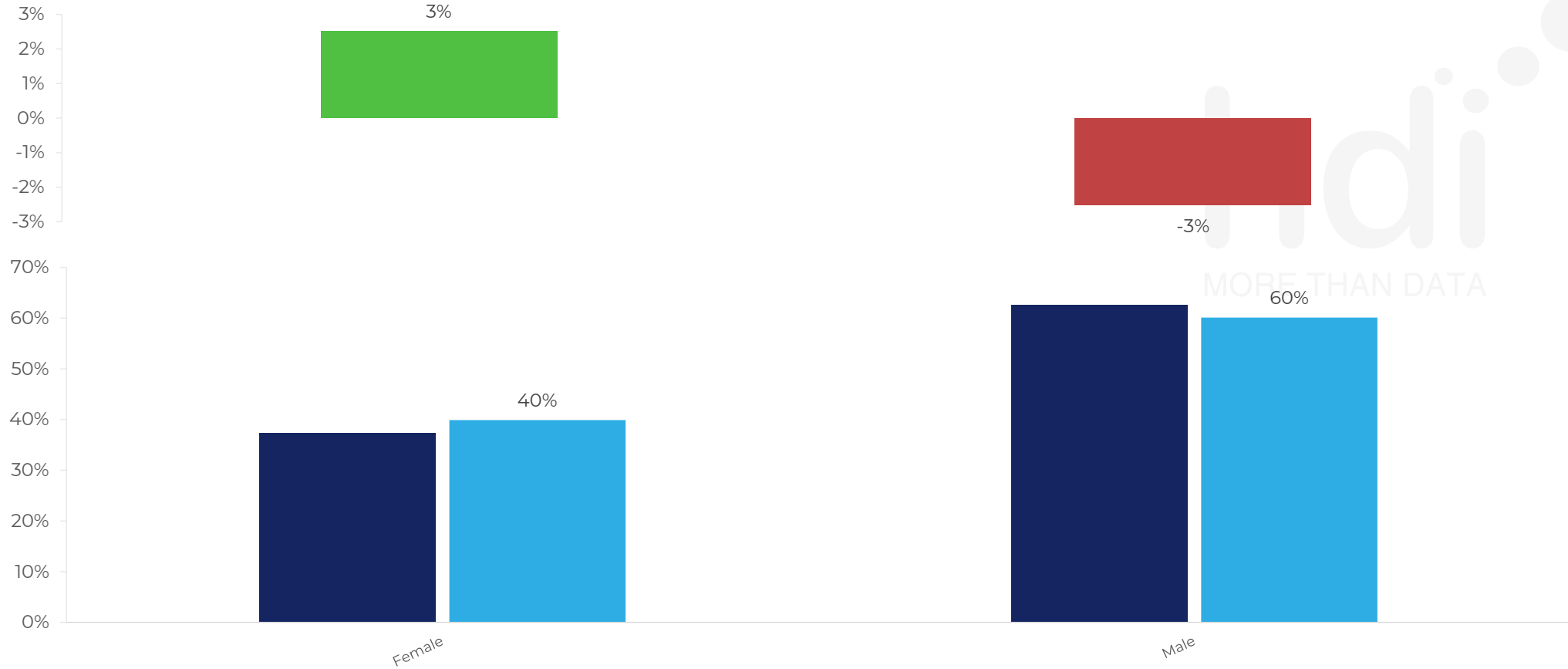




Gender

How does the gender profile of customers who visit Old Comical PO368ES compare versus its competitors?

% of spend for Old Comical PO368ES and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Gender



■ Competitor

■ Old Comical PO368ES

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

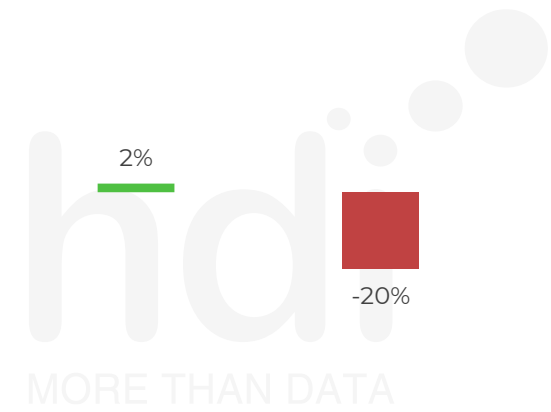
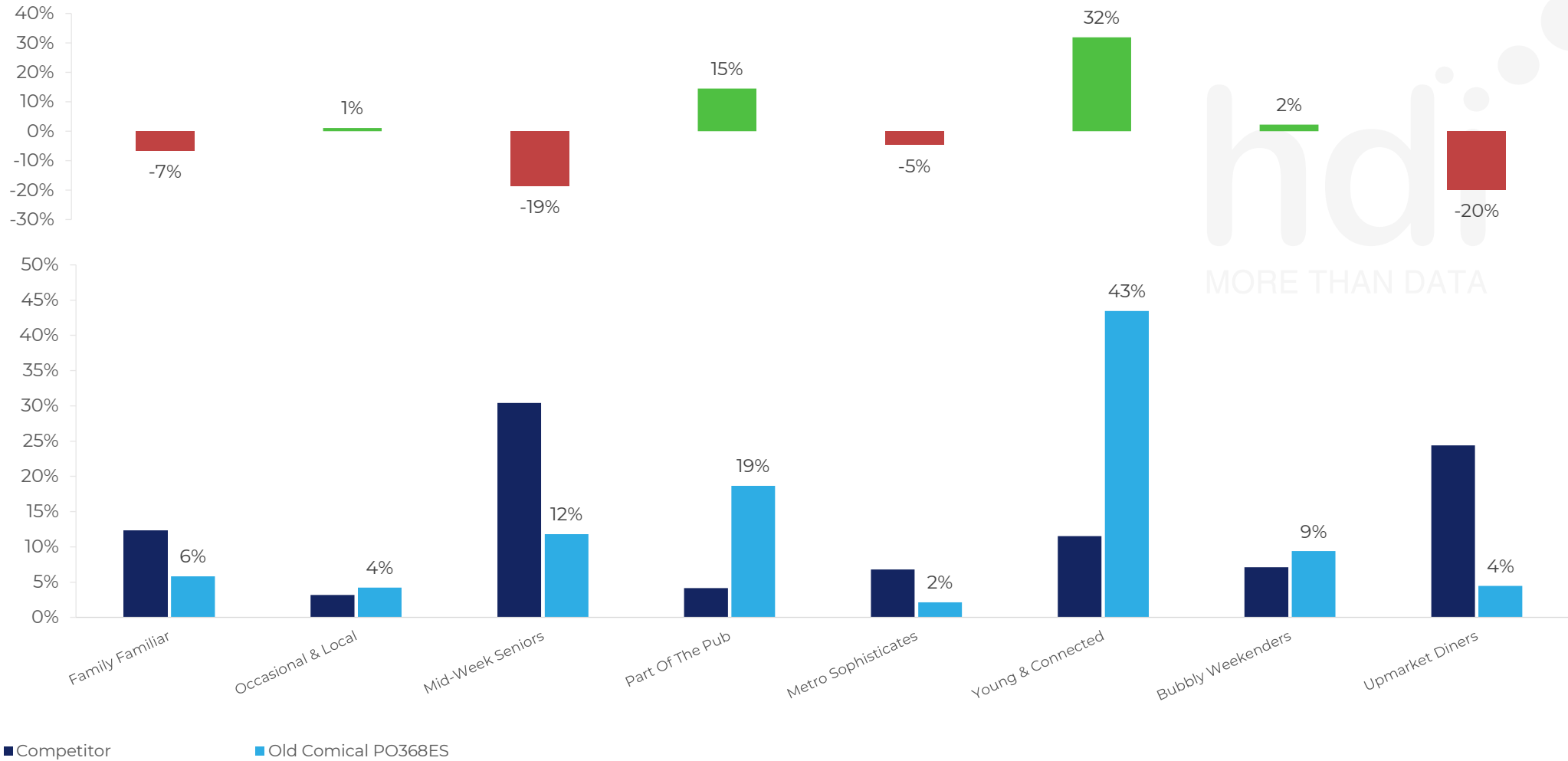
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Old Comical PO368ES compare versus its competitors?

% of spend for Old Comical PO368ES and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Segment



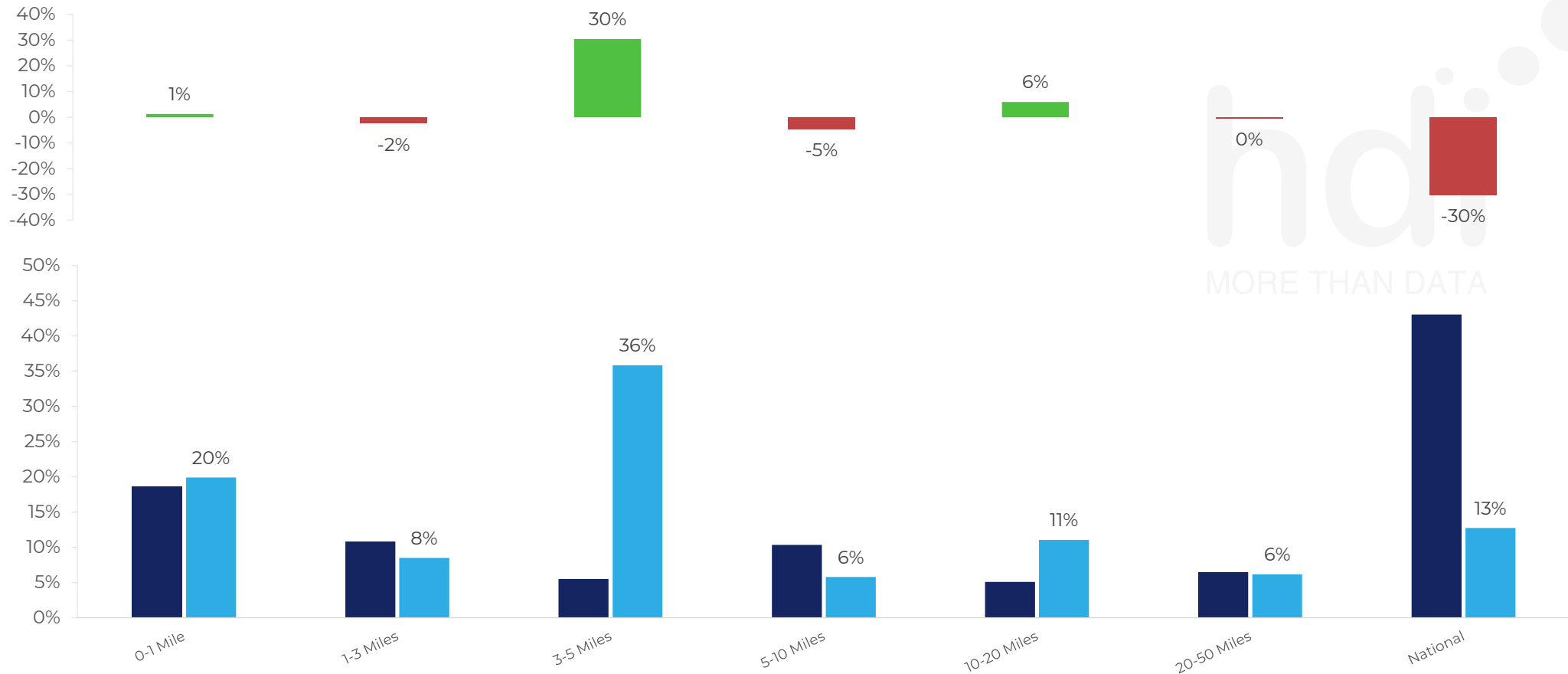
Competitor

Old Comical PO368ES

Spend by Distance

How does the spend profile of Old Comical PO368ES compare versus its competitors based on travel distances?

% of spend for Old Comical PO368ES and 276 Chains in 3 Miles from 28/05/2025 - 20/05/2026 split by Distance travelled



■ Competitor

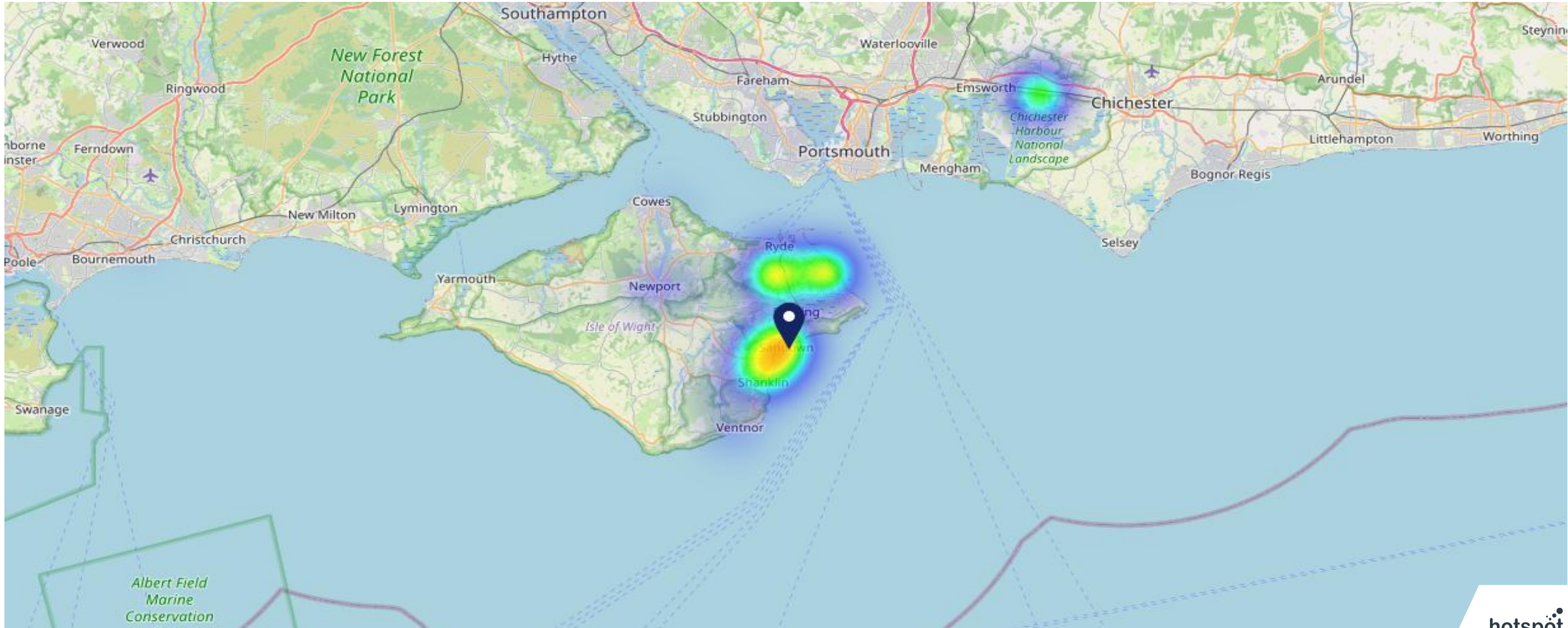
■ Old Comical PO368ES



Map of Guest Origin

Where do customers of Old Comical PO368ES come from?

Where do customers of Old Comical PO368ES for 28/05/2025 - 20/05/2026 live

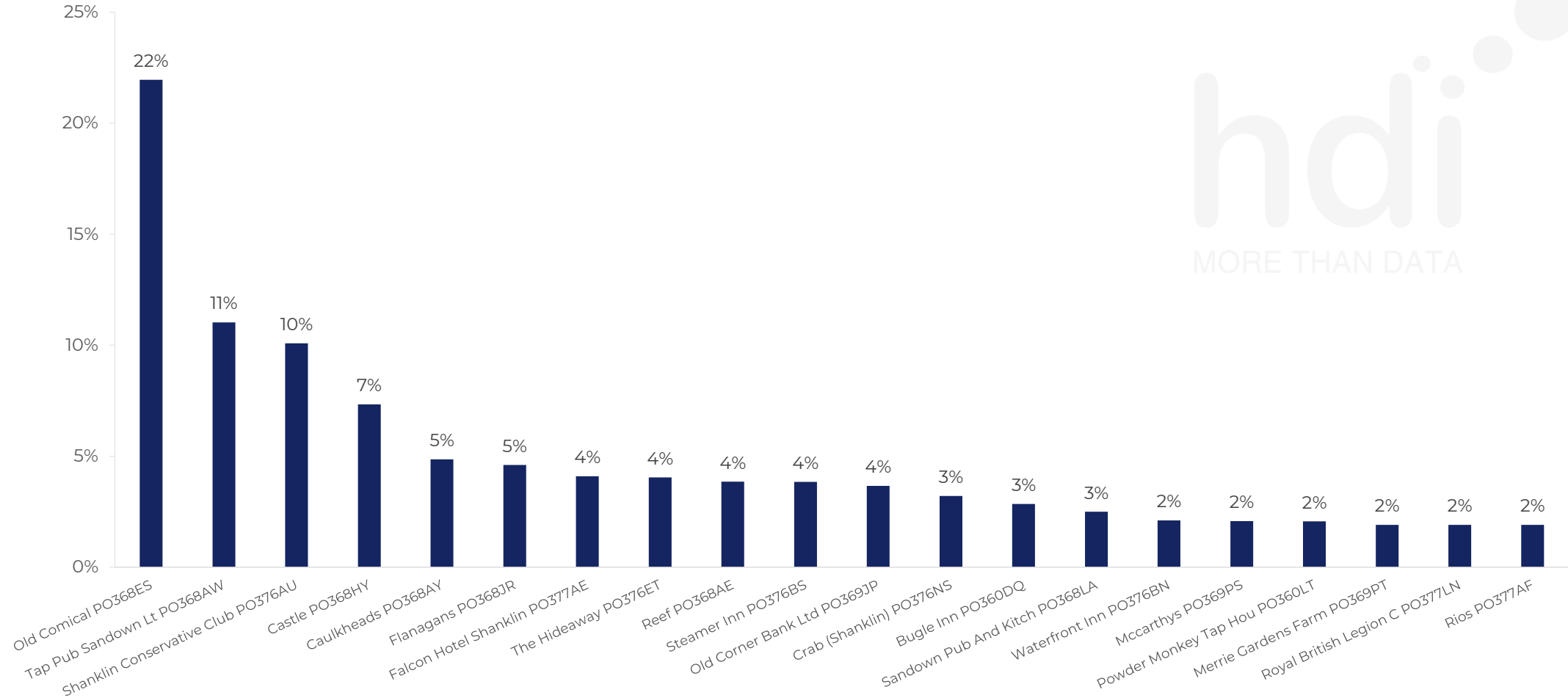




Share of Wallet

What are the Top 20 venues (by spend) that customers of Old Comical PO368ES also visit?

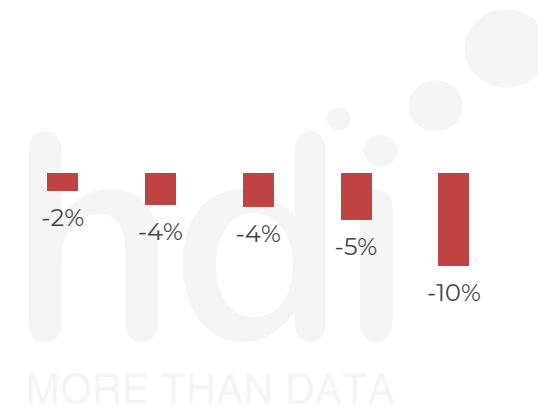
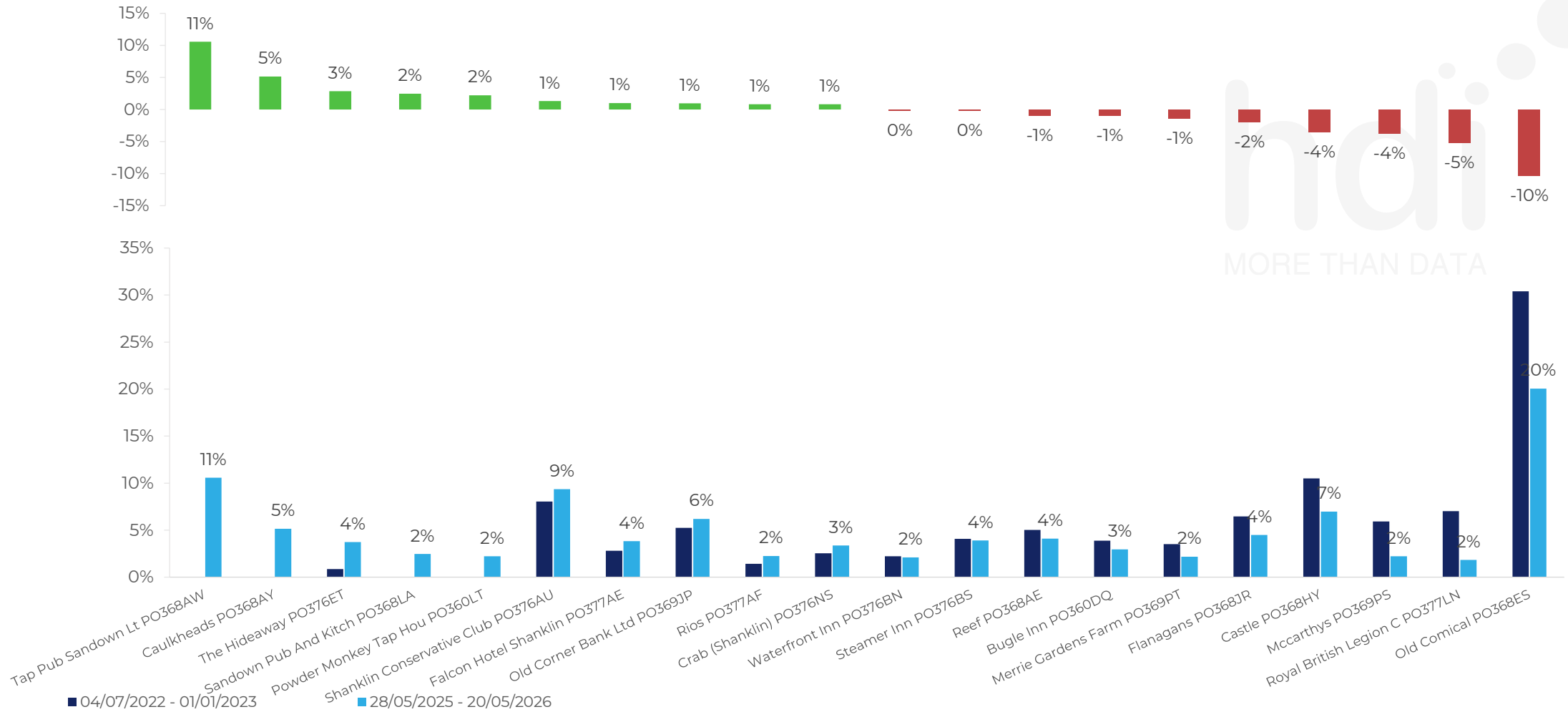
For customers of Old Comical PO368ES, who are the top 20 competitors from 276 Chains in 3 Miles for 28/05/2025 - 20/05/2026 split by Venue





Share of Wallet Change

How has share of wallet of customers of Old Comical PO368ES changed between two date ranges?





Market Summary

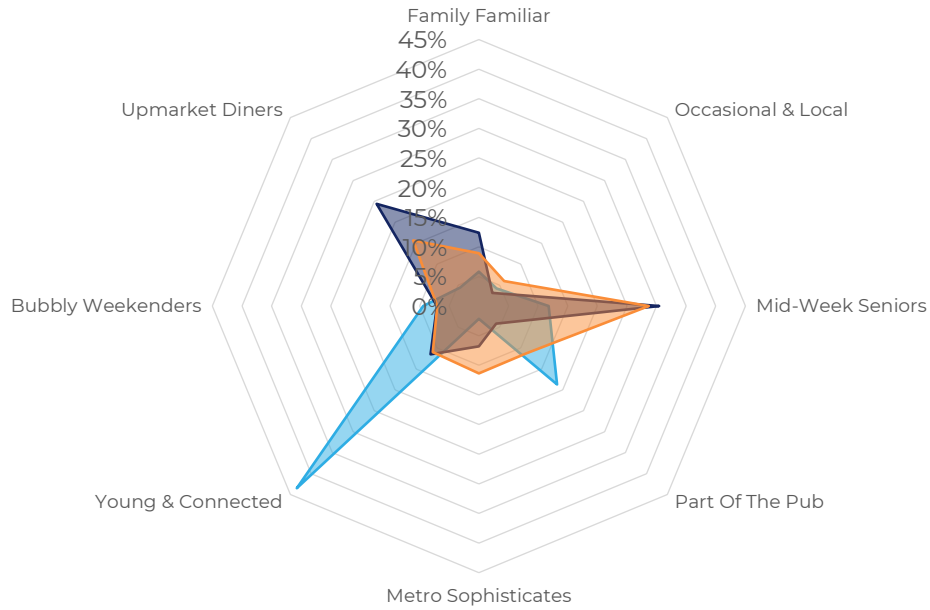
How does the local area for Old Comical PO368ES compare to the national average (1 = low, 10 = high)

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	£3.96M	7	£5.87M	6	£7.94M	4	£28.03M	3
Weekpart	Mon - Thu	45.6%	8	44.7%	8	44.4%	8	45.7%	9
Weekpart	Fri - Sat	39.7%	3	39.1%	3	39.9%	3	37.9%	1
Weekpart	Sun	14.8%	6	16.2%	7	15.7%	6	16.3%	7
Age	18 to 24	3.5%	3	3.6%	3	3.6%	2	2.4%	1
Age	25 to 34	9.5%	1	9.6%	1	10.7%	1	9.4%	1
Age	35 to 44	17.0%	2	18.7%	2	20.5%	3	19.9%	2
Age	45 to 54	17.6%	3	18.7%	4	19.4%	4	18.1%	2
Age	55 to 64	23.7%	10	22.6%	9	21.6%	9	22.8%	10
Age	65 to 74	23.4%	10	20.8%	10	18.7%	10	19.1%	10
Age	75+	5.3%	9	5.9%	9	5.5%	9	8.2%	10
CAMEO	Business Elite	2.7%	3	3.3%	3	3.4%	3	3.6%	3
CAMEO	Prosperous Professionals	5.8%	5	6.4%	6	6.5%	6	7.9%	8
CAMEO	Flourishing Society	12.0%	5	12.3%	5	13.4%	6	16.0%	7
CAMEO	Content Communities	13.3%	7	14.1%	7	14.2%	7	15.2%	8
CAMEO	White Collar Neighbourhoods	15.7%	9	14.4%	9	13.8%	8	13.3%	8
CAMEO	Enterprising Mainstream	12.6%	9	13.4%	9	14.1%	9	14.8%	10
CAMEO	Paying The Mortgage	12.7%	4	12.9%	5	13.2%	5	12.6%	4
CAMEO	Cash Conscious Communities	18.2%	10	15.5%	9	14.0%	9	9.6%	6
CAMEO	On A Budget	5.9%	5	6.5%	6	6.2%	5	5.6%	3
CAMEO	Family Value	1.2%	4	1.2%	4	1.2%	3	1.5%	4
Affluence	AB	20.4%	4	21.9%	4	23.3%	4	27.5%	5
Affluence	C1C2	54.3%	8	54.8%	8	55.3%	8	55.8%	9
Affluence	DE	25.3%	7	23.2%	6	21.4%	6	16.6%	3



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
Old Comical	87	5.81%	4.23%	11.79%	18.67%	2.14%	43.47%	9.39%	4.46%
Local Catchment	3496	12.39%	3.18%	30.43%	4.16%	6.79%	11.51%	7.10%	24.41%
Punch T&L	93123	8.92%	6.01%	28.68%	11.28%	11.36%	10.99%	7.04%	15.68%
Old Comical vs Local Catchment		-6.58%	1.05%	-18.64%	14.51%	-4.65%	31.96%	2.29%	-19.95%
Old Comical vs Punch T&L		-3.11%	-1.78%	-16.89%	7.39%	-9.22%	32.48%	2.35%	-11.22%
Local Catchment vs Punch T&L		3.47%	-2.83%	1.75%	-7.12%	-4.57%	0.52%	0.06%	8.73%

■ Old Comical

■ Local Catchment

■ Punch T&L