## Site Summary

# Carters Arms OL26BU

OL26BU

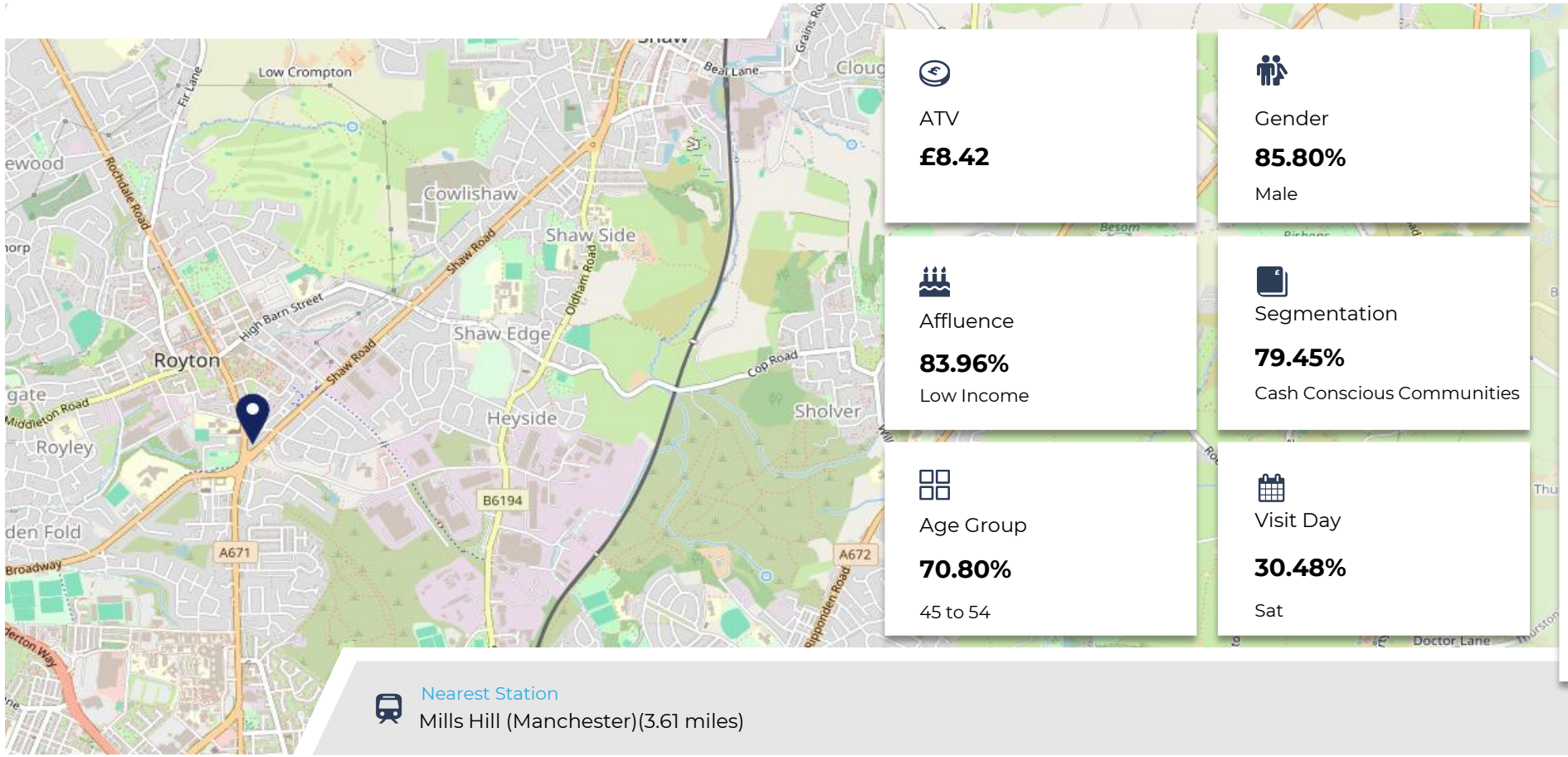
Punch T&L

Work Area
Manchester

Region
North West

TV Region
North West

Urbanicity
Urban major conurbation




ATV
**£8.42**

Gender
**85.80%**
Male

Affluence
**83.96%**
Low Income

Segmentation
**79.45%**
Cash Conscious Communities

Age Group
**70.80%**
45 to 54

Visit Day
**30.48%**
Sat

Top Competitors

**#1** Railway Hotel
OL26DN
Pub / Bar

**#2** Halfway House
OL25RY
Pub / Bar

**#3** Morning Star
OL28HZ
Pub Restaurant

Nearest Station
Mills Hill (Manchester)(3.61 miles)

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495 Site Customers

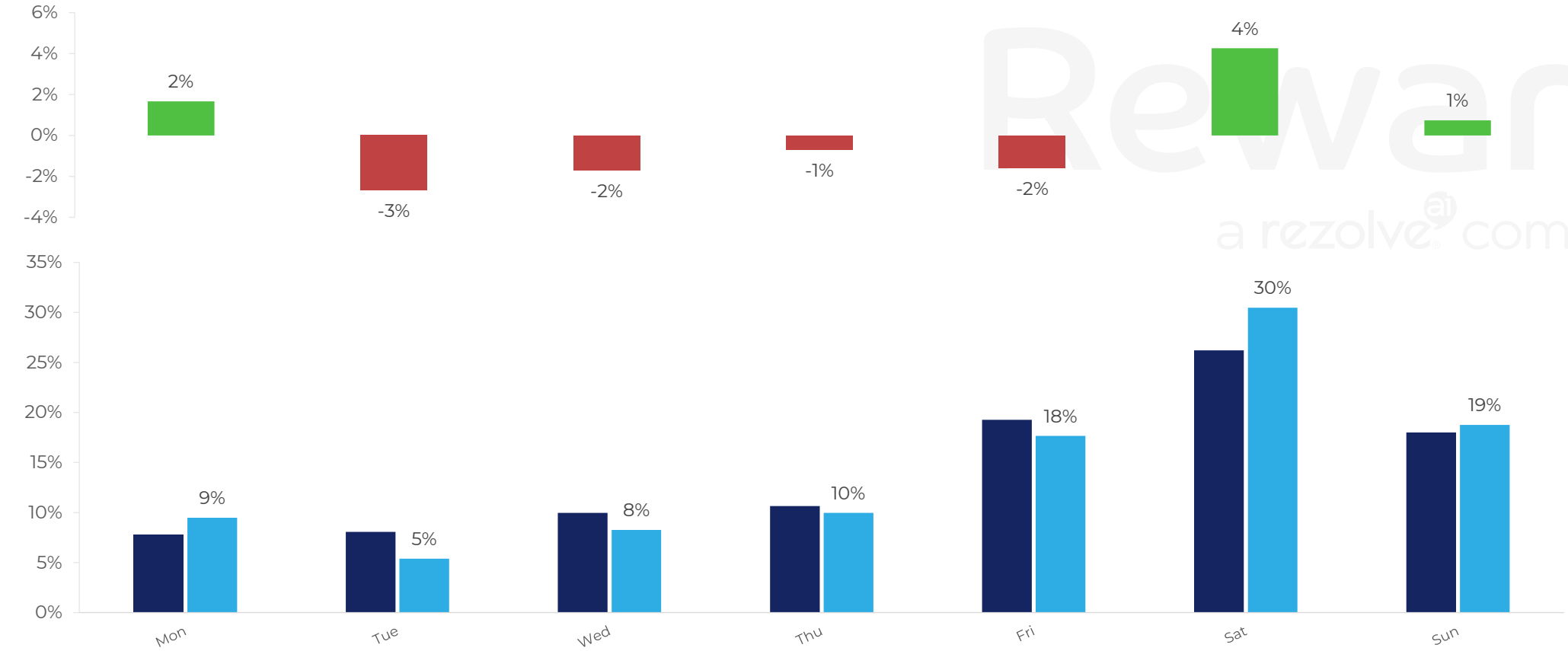
772 Competitors

460801 Competitor Customers

## Spend by Weekpart

How is customer spend distributed throughout the week for Carters Arms OL26BU versus its competitors?

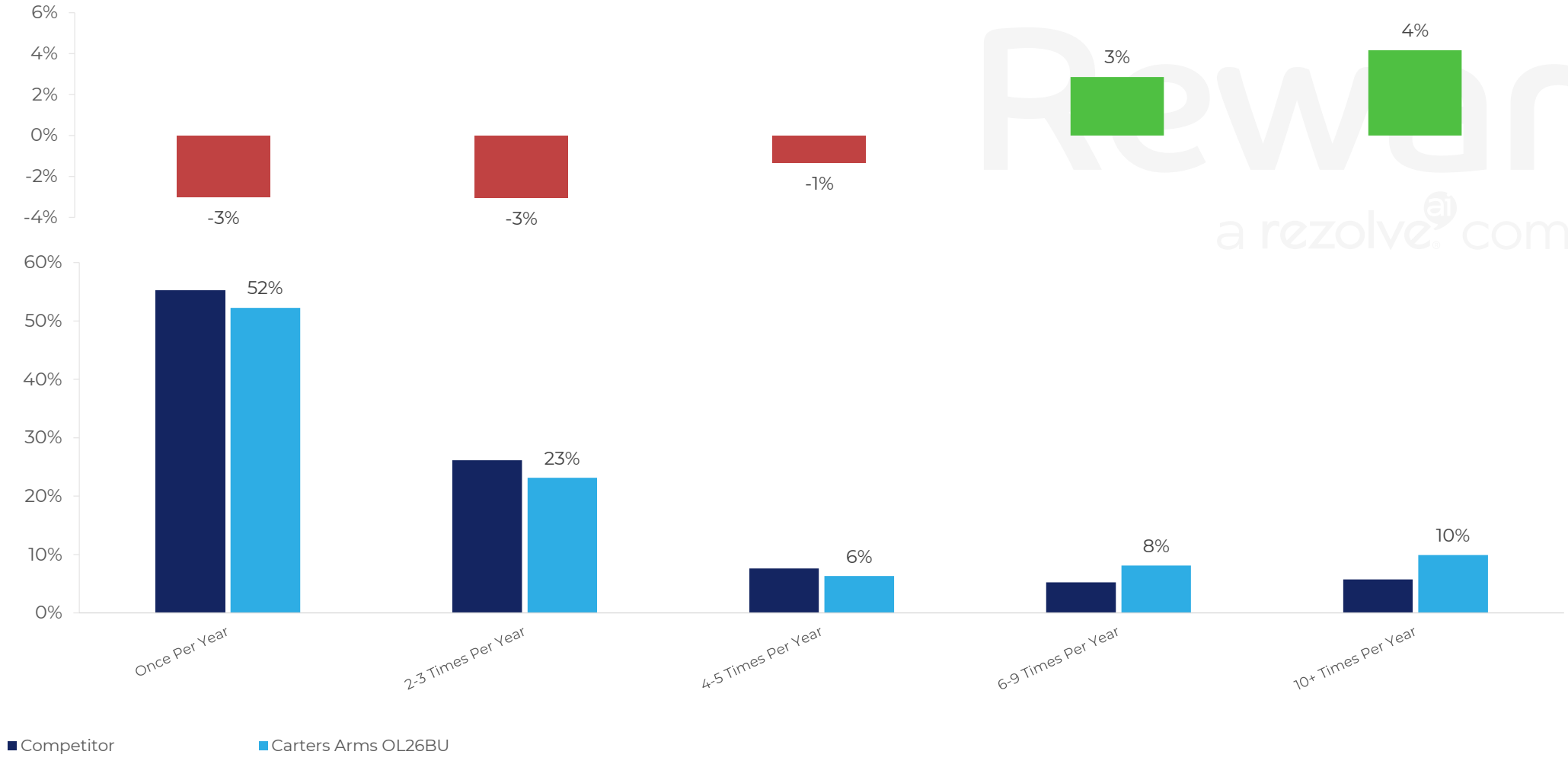
% of spend for Carters Arms OL26BU and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Day of Week



## Visit Frequency

How frequently per year do customers visit Carters Arms OL26BU versus its competitors?

% of customer numbers for Carters Arms OL26BU and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 and the number of visits made Per Annum

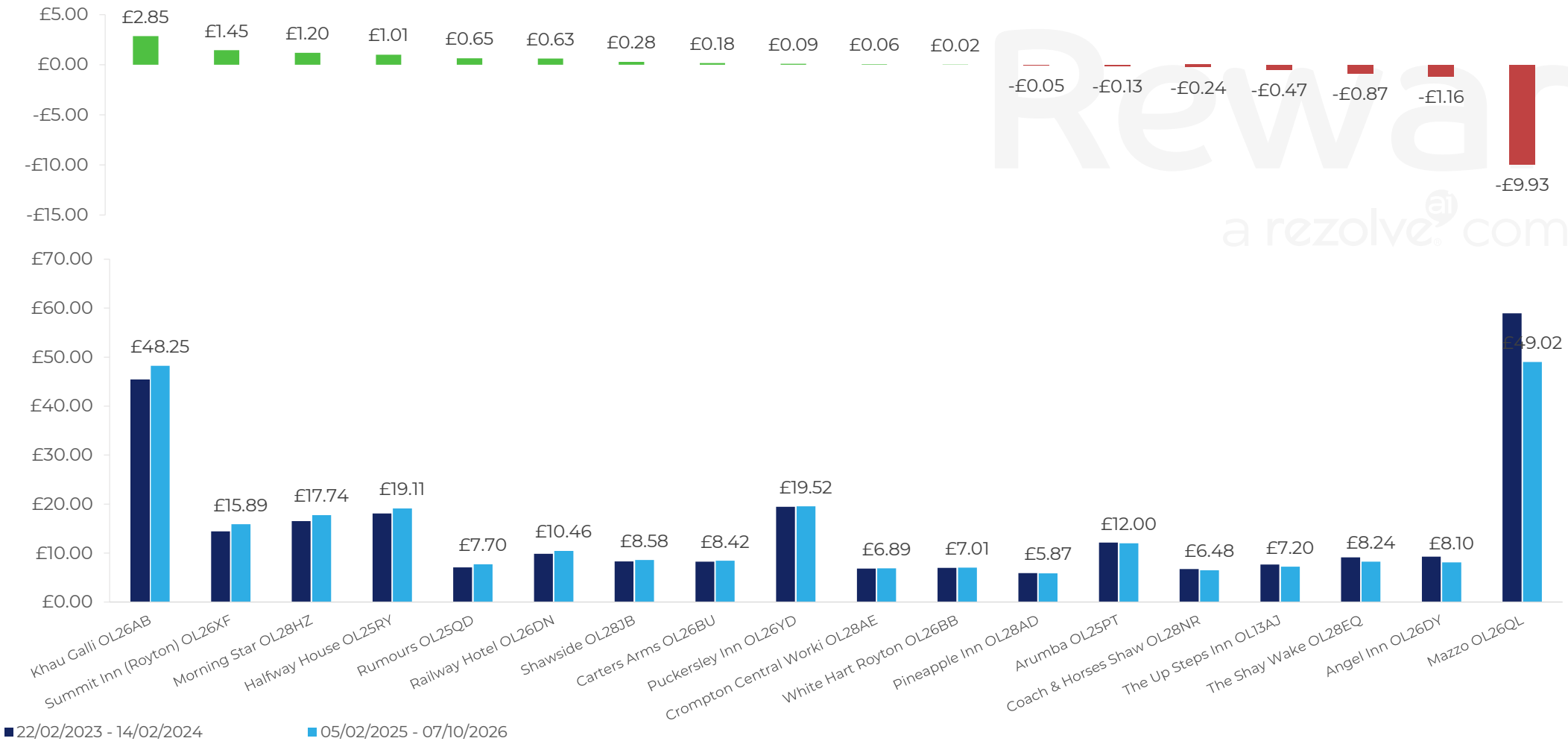



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# ATV Change

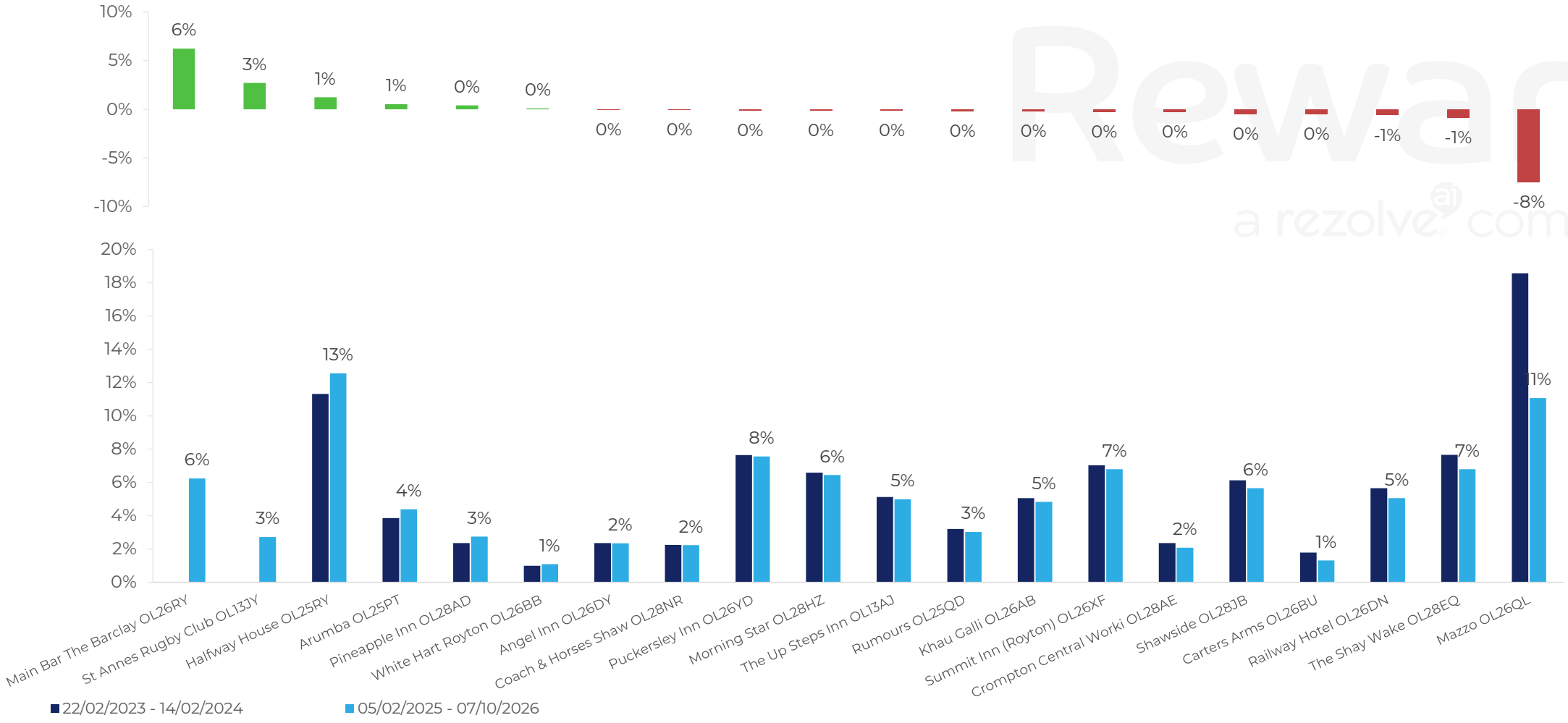
How has ATV changed between two date ranges?



## Market Share Change

How has market share changed between two date ranges?

% of market share spend for Carters Arms OL26BU and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026

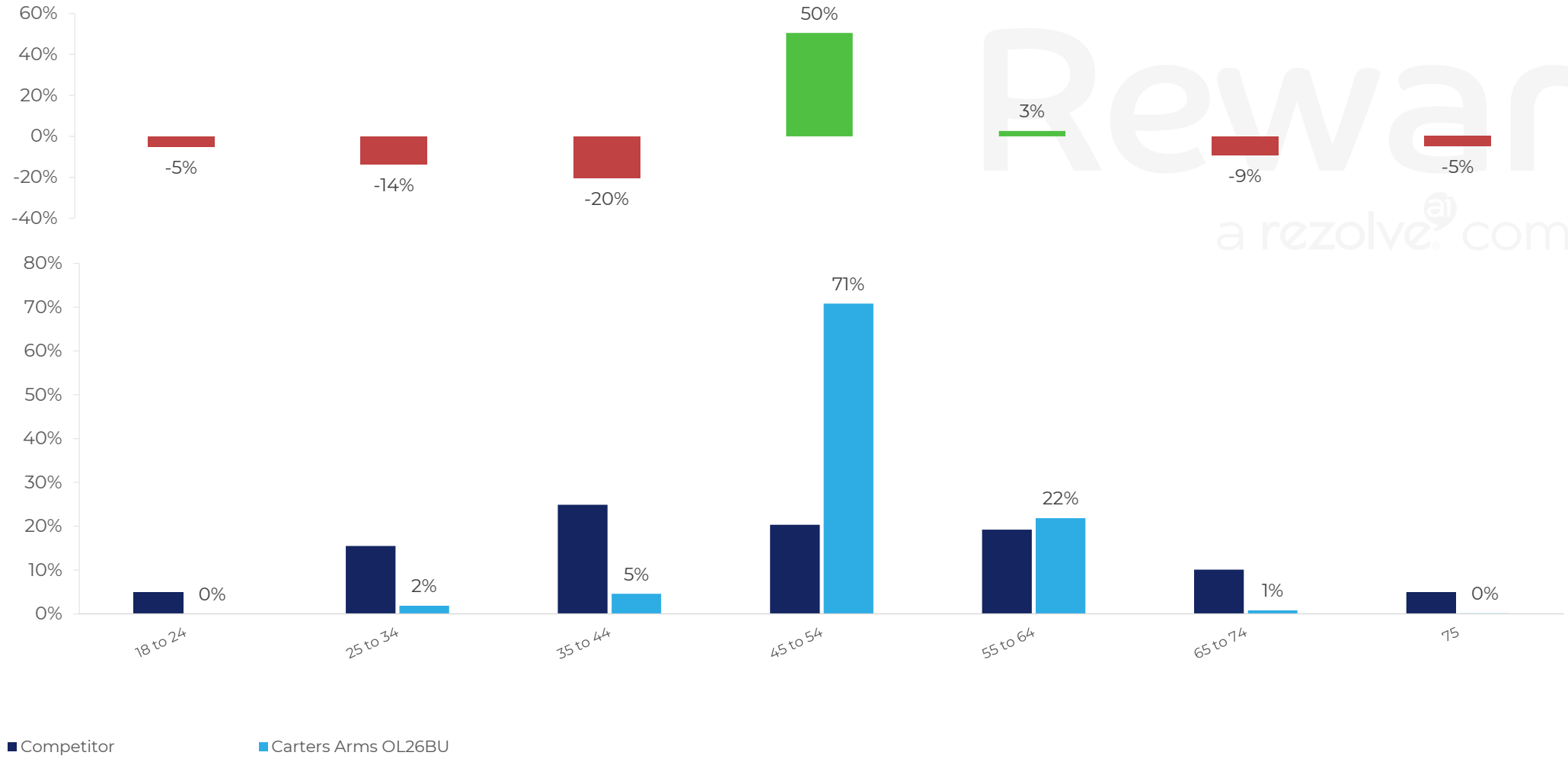



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## Age

How does the age profile of customers who visit Carters Arms OL26BU compare versus its competitors?

% of spend for Carters Arms OL26BU and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Age Range

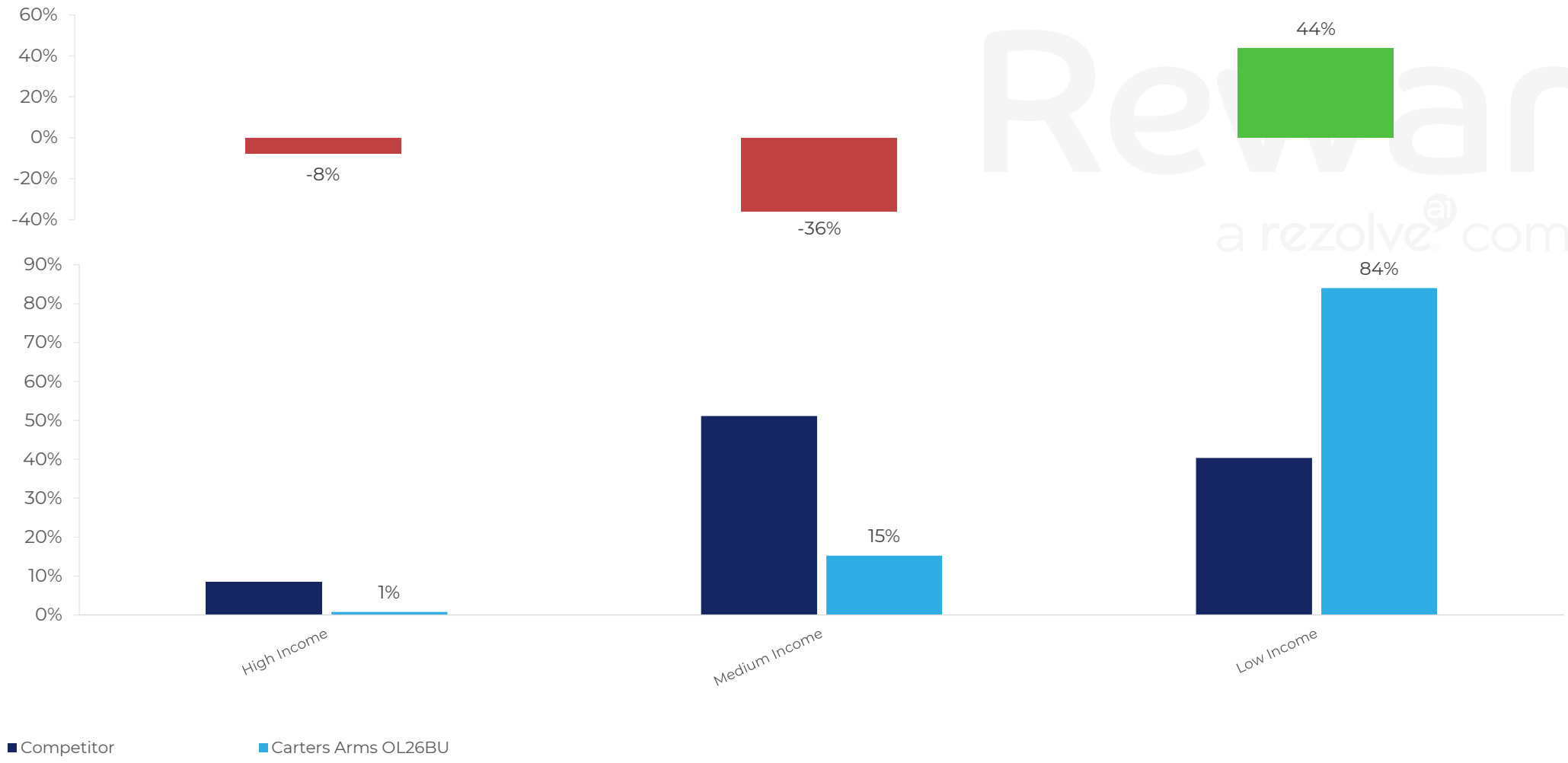



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## Affluence

How does the affluence of customers who visit Carters Arms OL26BU compare versus its competitors?

% of spend for Carters Arms OL26BU and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Affluence



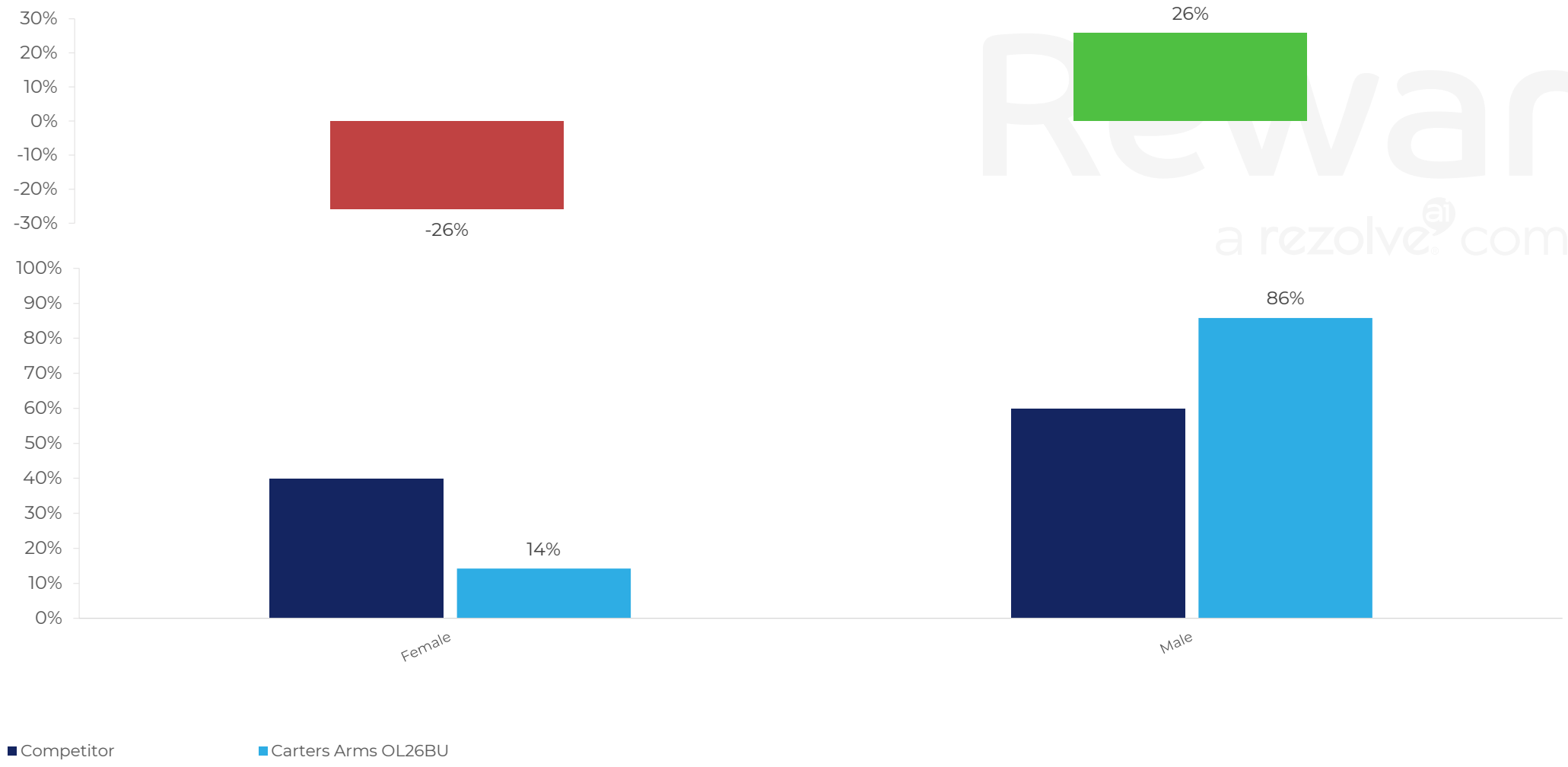

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# Gender

How does the gender profile of customers who visit Carters Arms OL26BU compare versus its competitors?

% of spend for Carters Arms OL26BU and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Gender




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# SEGMENT SNAPSHOTS

hdi
MORE THAN DATA

## 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

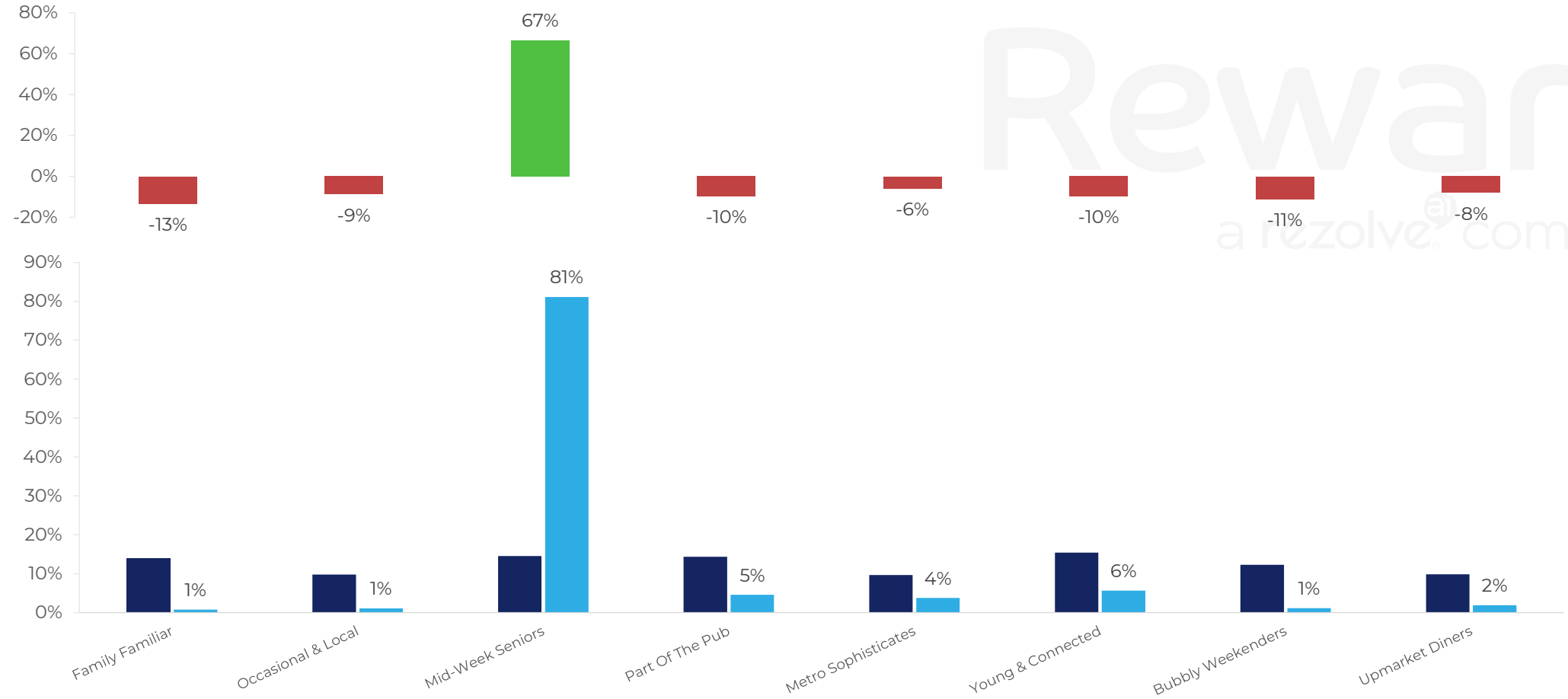
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



## Punch Segmentation

How does the Custom segmentation profile of customers who visit Carters Arms OL26BU compare versus its competitors?

% of spend for Carters Arms OL26BU and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Segment



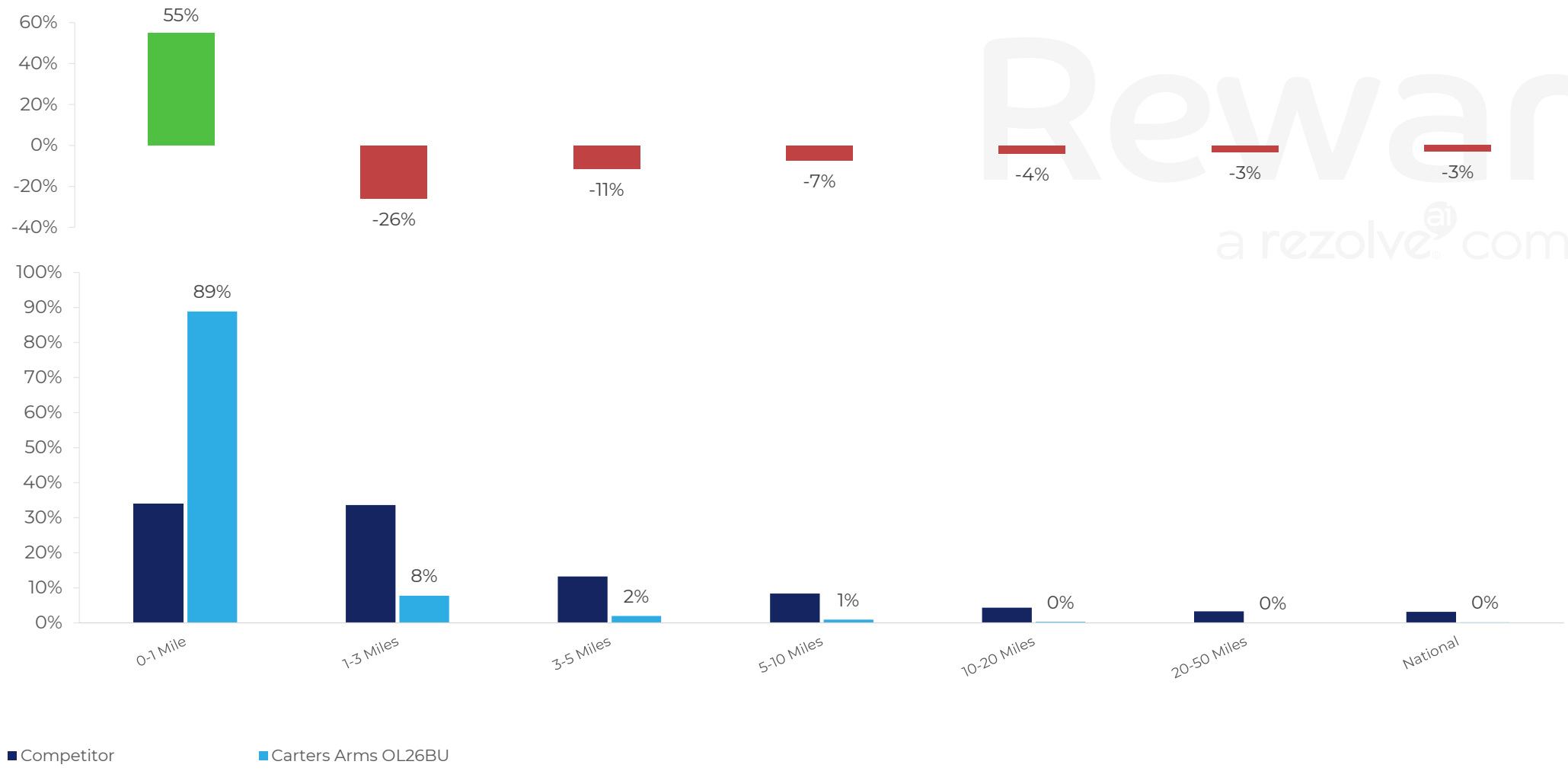

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## Spend by Distance

How does the spend profile of Carters Arms OL26BU compare versus its competitors based on travel distances?

% of spend for Carters Arms OL26BU and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Distance travelled



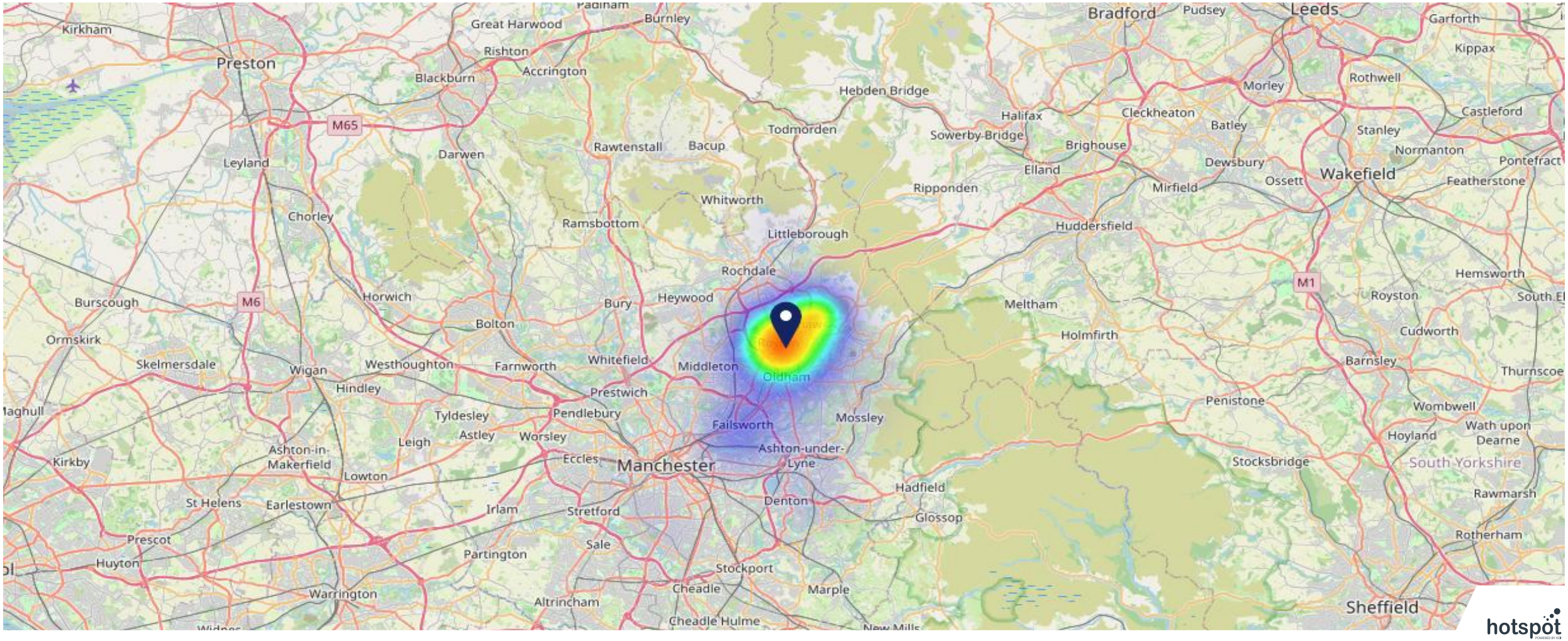

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# Map of Guest Origin

Where do customers of Carters Arms OL26BU come from?

Where do customers of Carters Arms OL26BU for 05/02/2025 - 07/10/2026 live

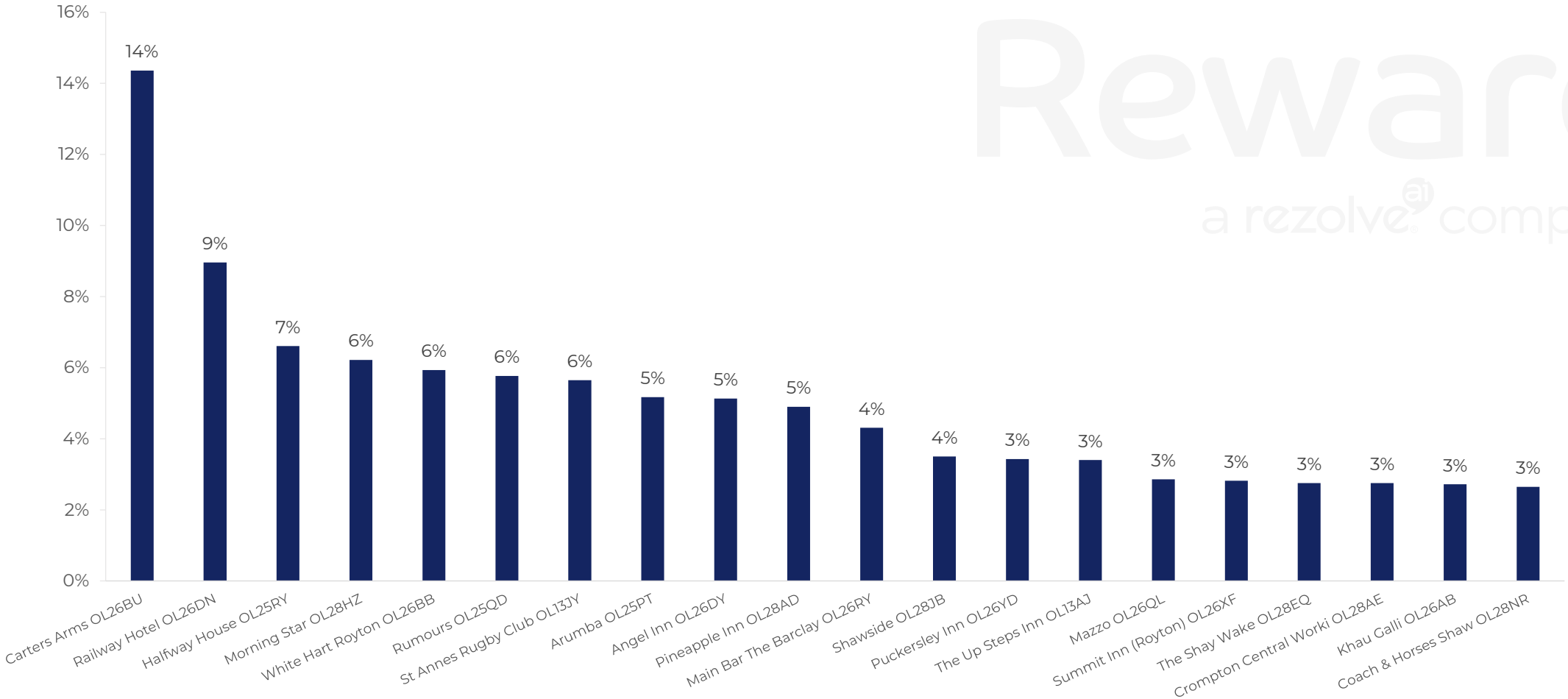



180 Site Customers

## Share of Wallet

What are the Top 20 venues (by spend) that customers of Carters Arms OL26BU also visit?

For customers of Carters Arms OL26BU, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 07/10/2026 split by Venue

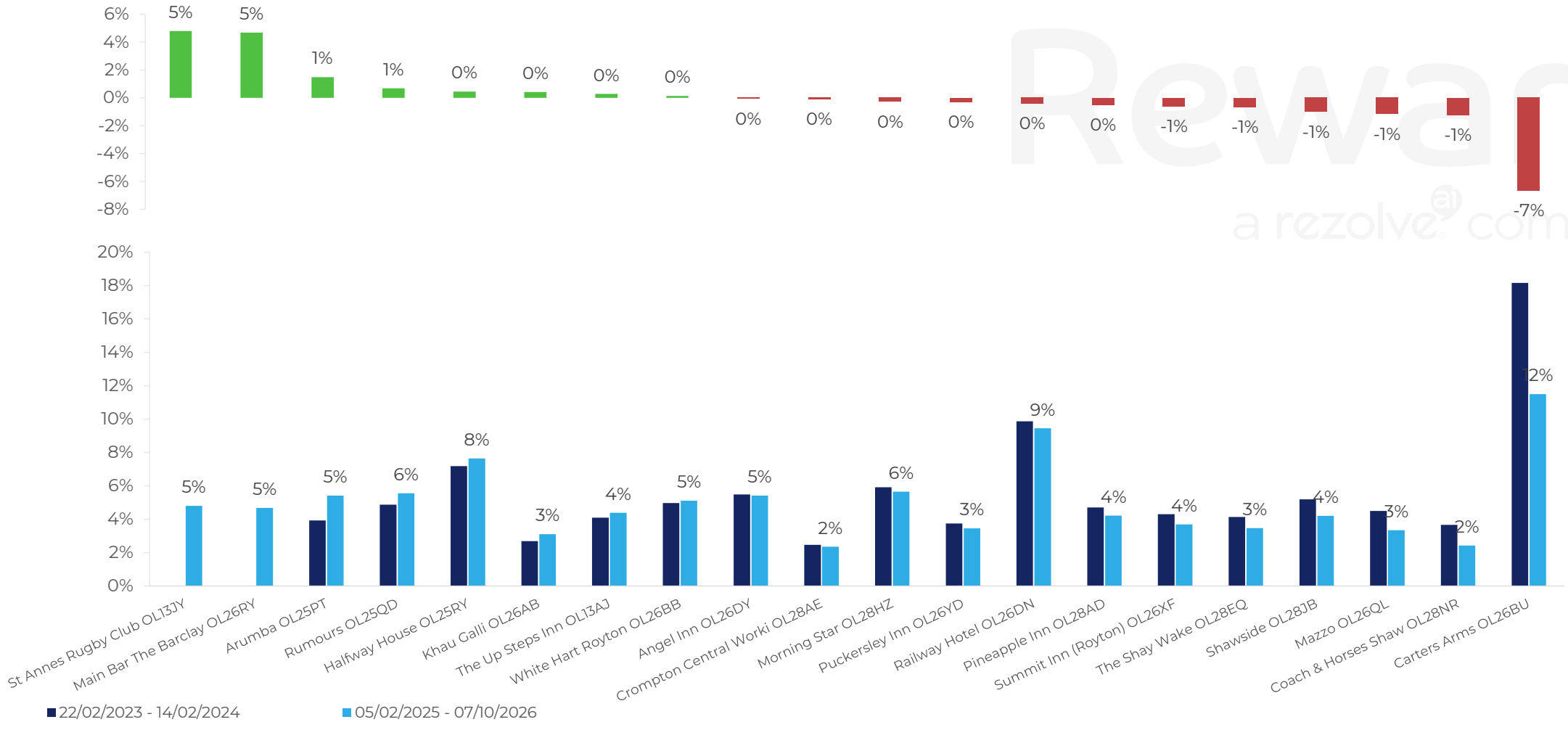



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## Share of Wallet Change

How has share of wallet of customers of Carters Arms OL26BU changed between two date ranges?




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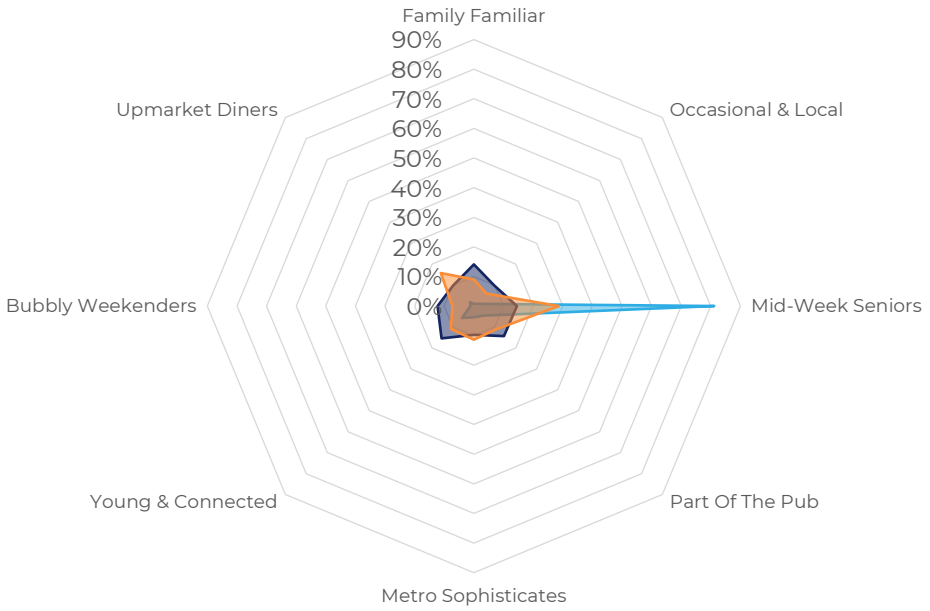
## Market Summary

How does the local area for Carters Arms OL26BU 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 | £329K | 3 | £5.80M | 6 | £44.04M | 8 | £199.61M | 8 |
| Weekpart | Mon - Thu | 32.0% | 2 | 23.4% | 1 | 38.1% | 3 | 41.0% | 5 |
| Weekpart | Fri - Sat | 49.3% | 8 | 60.5% | 10 | 44.8% | 7 | 42.2% | 6 |
| Weekpart | Sun | 18.7% | 9 | 16.1% | 7 | 17.1% | 8 | 16.8% | 8 |
| Age | 18 to 24 | 0.0% | 0 | 8.7% | 7 | 6.8% | 6 | 6.4% | 5 |
| Age | 25 to 34 | 1.9% | 1 | 16.2% | 3 | 19.3% | 4 | 17.8% | 2 |
| Age | 35 to 44 | 3.7% | 1 | 21.9% | 4 | 28.1% | 9 | 26.5% | 9 |
| Age | 45 to 54 | 73.2% | 10 | 28.2% | 10 | 20.9% | 6 | 19.8% | 5 |
| Age | 55 to 64 | 20.4% | 8 | 18.6% | 8 | 15.8% | 6 | 17.2% | 8 |
| Age | 65 to 74 | 0.7% | 1 | 5.3% | 4 | 6.4% | 5 | 8.3% | 8 |
| Age | 75+ | 0.1% | 1 | 1.1% | 3 | 2.7% | 6 | 4.0% | 8 |
| CAMEO | Business Elite | 0.0% | 0 | 1.2% | 1 | 1.6% | 1 | 1.5% | 1 |
| CAMEO | Prosperous Professionals | 0.3% | 1 | 1.7% | 1 | 1.8% | 1 | 2.0% | 1 |
| CAMEO | Flourishing Society | 0.4% | 1 | 5.1% | 2 | 4.5% | 1 | 4.5% | 1 |
| CAMEO | Content Communities | 4.8% | 1 | 7.7% | 2 | 8.1% | 1 | 7.6% | 1 |
| CAMEO | White Collar Neighbourhoods | 2.6% | 1 | 12.0% | 6 | 14.2% | 9 | 12.1% | 6 |
| CAMEO | Enterprising Mainstream | 1.3% | 1 | 11.3% | 8 | 10.7% | 8 | 10.0% | 7 |
| CAMEO | Paying The Mortgage | 6.1% | 1 | 22.1% | 9 | 20.2% | 9 | 19.4% | 9 |
| CAMEO | Cash Conscious Communities | 79.1% | 10 | 21.8% | 10 | 15.0% | 9 | 15.6% | 10 |
| CAMEO | On A Budget | 2.9% | 2 | 9.4% | 8 | 11.5% | 9 | 13.7% | 10 |
| CAMEO | Family Value | 2.5% | 6 | 7.7% | 8 | 12.3% | 9 | 13.6% | 10 |
| Affluence | AB | 0.6% | 1 | 8.0% | 1 | 8.0% | 1 | 8.1% | 1 |
| Affluence | C1C2 | 14.8% | 1 | 53.1% | 7 | 53.2% | 8 | 49.1% | 6 |
| Affluence | DE | 84.6% | 10 | 38.9% | 9 | 38.9% | 10 | 42.8% | 10 |

# 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 |
|---|---|---|---|---|---|---|---|---|---|
| Carters Arms | 70 | 0.76% | 1.06% | 81.13% | 4.57% | 3.75% | 5.67% | 1.14% | 1.89% |
| Local Catchment | 15008 | 14.08% | 9.76% | 14.54% | 14.36% | 9.67% | 15.41% | 12.26% | 9.87% |
| Punch T&L | 130208 | 8.97% | 5.98% | 28.68% | 11.00% | 11.34% | 11.01% | 7.20% | 15.78% |
| Carters Arms vs Local Catchment | | -13.32% | -8.70% | 66.59% | -9.79% | -5.92% | -9.74% | -11.12% | -7.98% |
| Carters Arms vs Punch T&L | | -8.21% | -4.92% | 52.45% | -6.43% | -7.59% | -5.34% | -6.06% | -13.89% |
| Local Catchment vs Punch T&L | | 5.11% | 3.78% | -14.14% | 3.36% | -1.67% | 4.40% | 5.06% | -5.91% |