



Site Summary



Angel Inn OL43BW

OL43BW

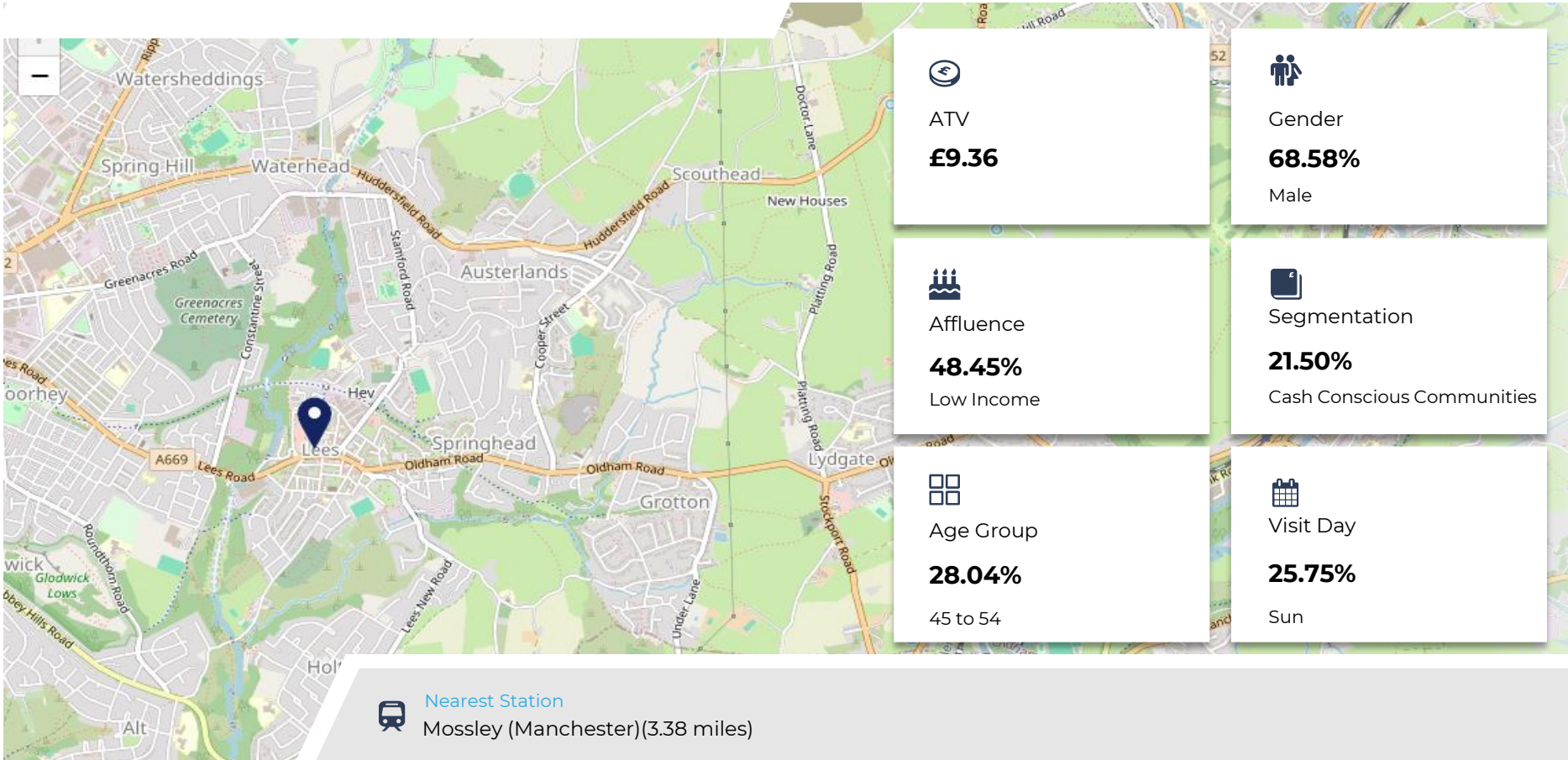
Punch T&L

Work Area
Manchester

Region
North West

TV Region
North West

Urbanicity
Urban major conurbation



ATV
£9.36



Gender
68.58%
Male



Affluence
48.45%
Low Income



Segmentation
21.50%
Cash Conscious Communities



Age Group
28.04%
45 to 54



Visit Day
25.75%
Sun

Top Competitors



Red Lion
OL44LY
 Punch T&L

#1



Grapes
OL43DR
 Punch - Mighty Local

#2



Milan Bar & Grill
OL43DY
 Pub / Bar

#3

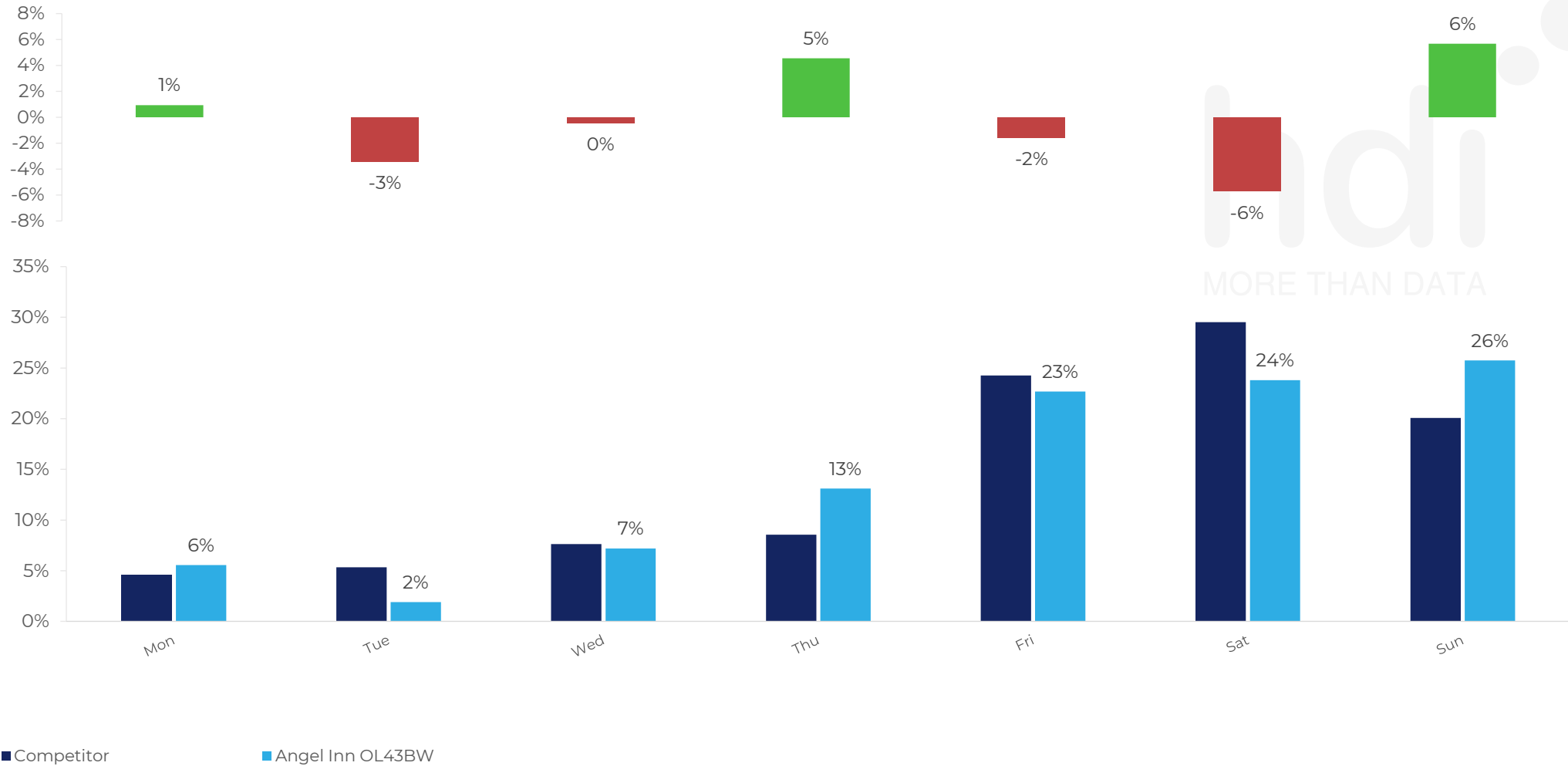


Nearest Station
Mossley (Manchester)(3.38 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Angel Inn OL43BW versus its competitors?

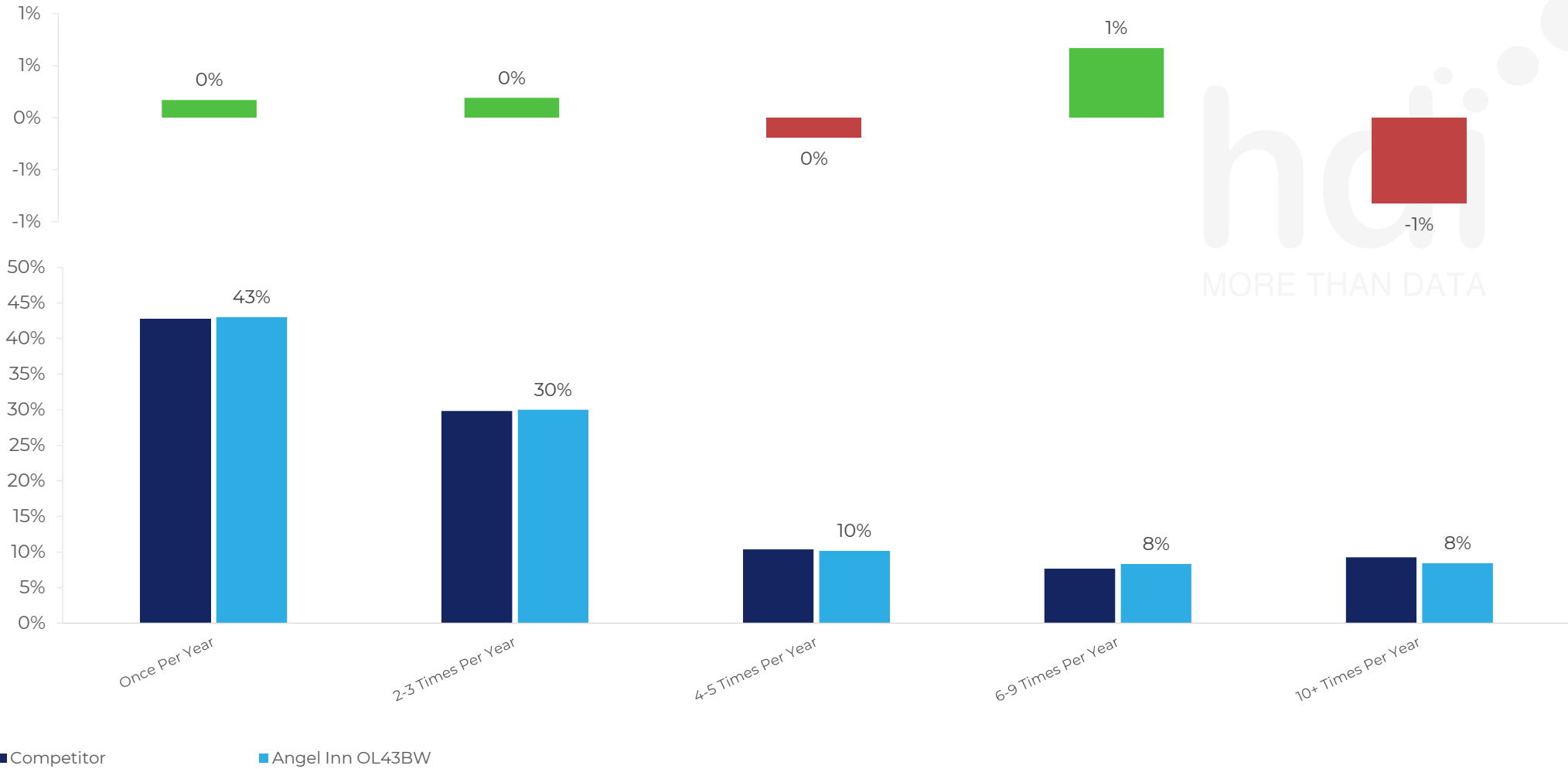
% of spend for Angel Inn OL43BW and 97 Chains in 1 Miles from 08/02/2023 - 31/01/2024 split by Day of Week



Visit Frequency

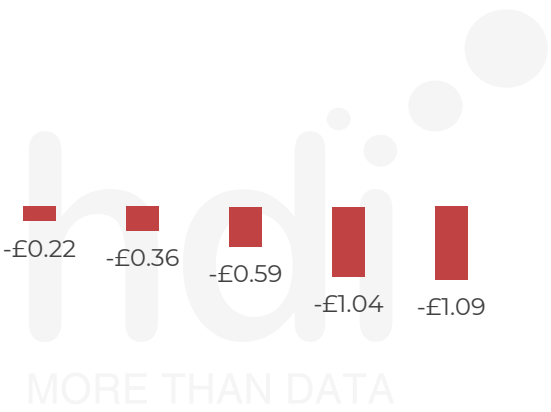
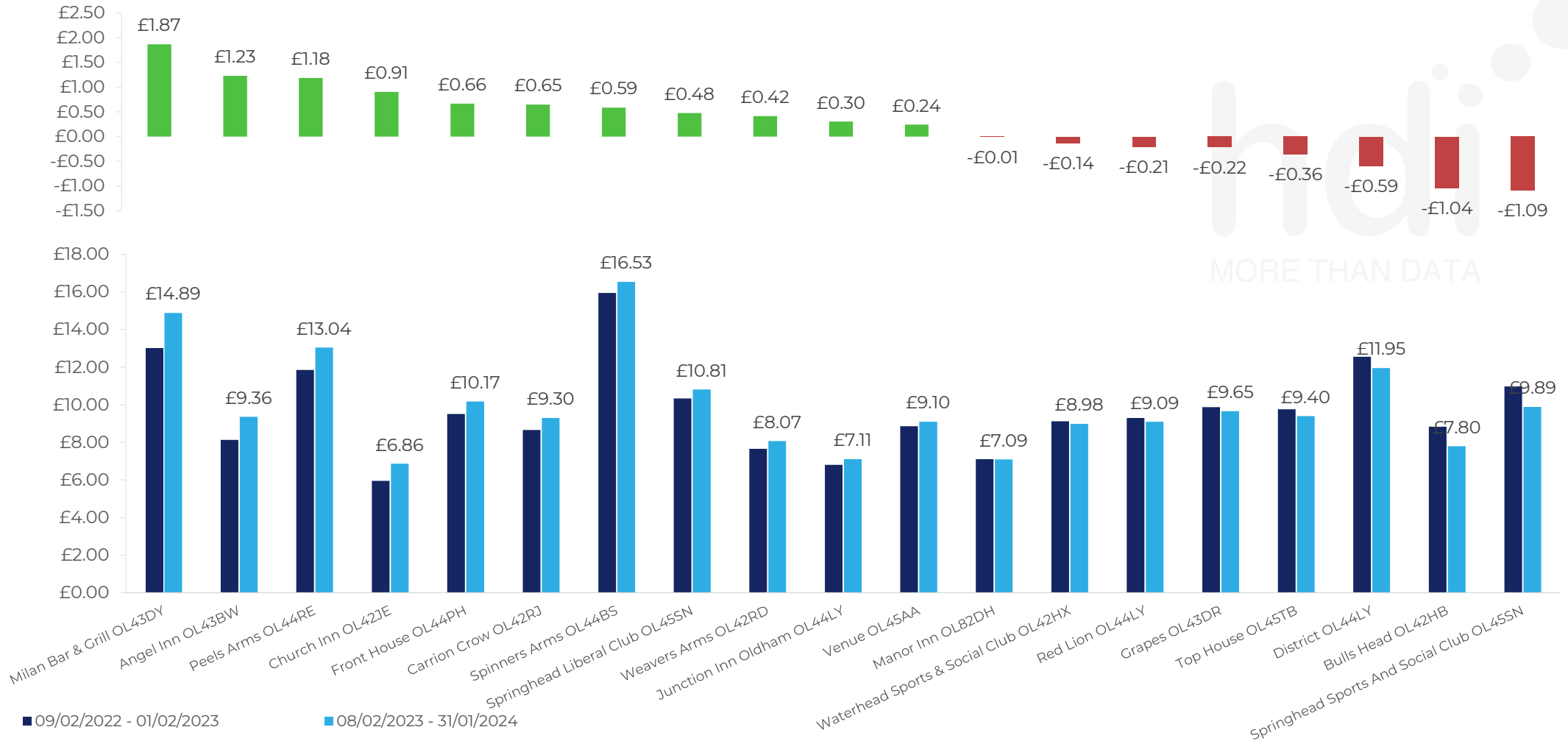
How frequently per year do customers visit Angel Inn OL43BW versus its competitors?

% of customer numbers for Angel Inn OL43BW and 97 Chains in 1 Miles from 08/02/2023 - 31/01/2024 and the number of visits made Per Annum



ATV Change

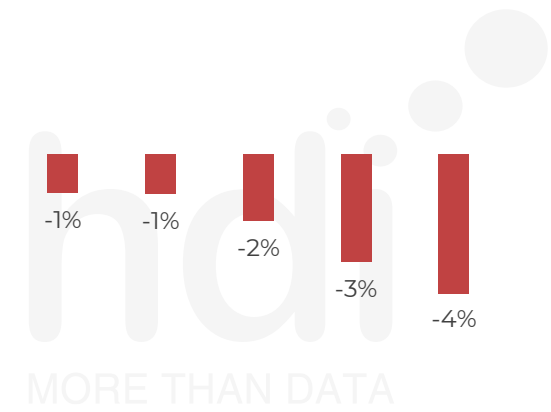
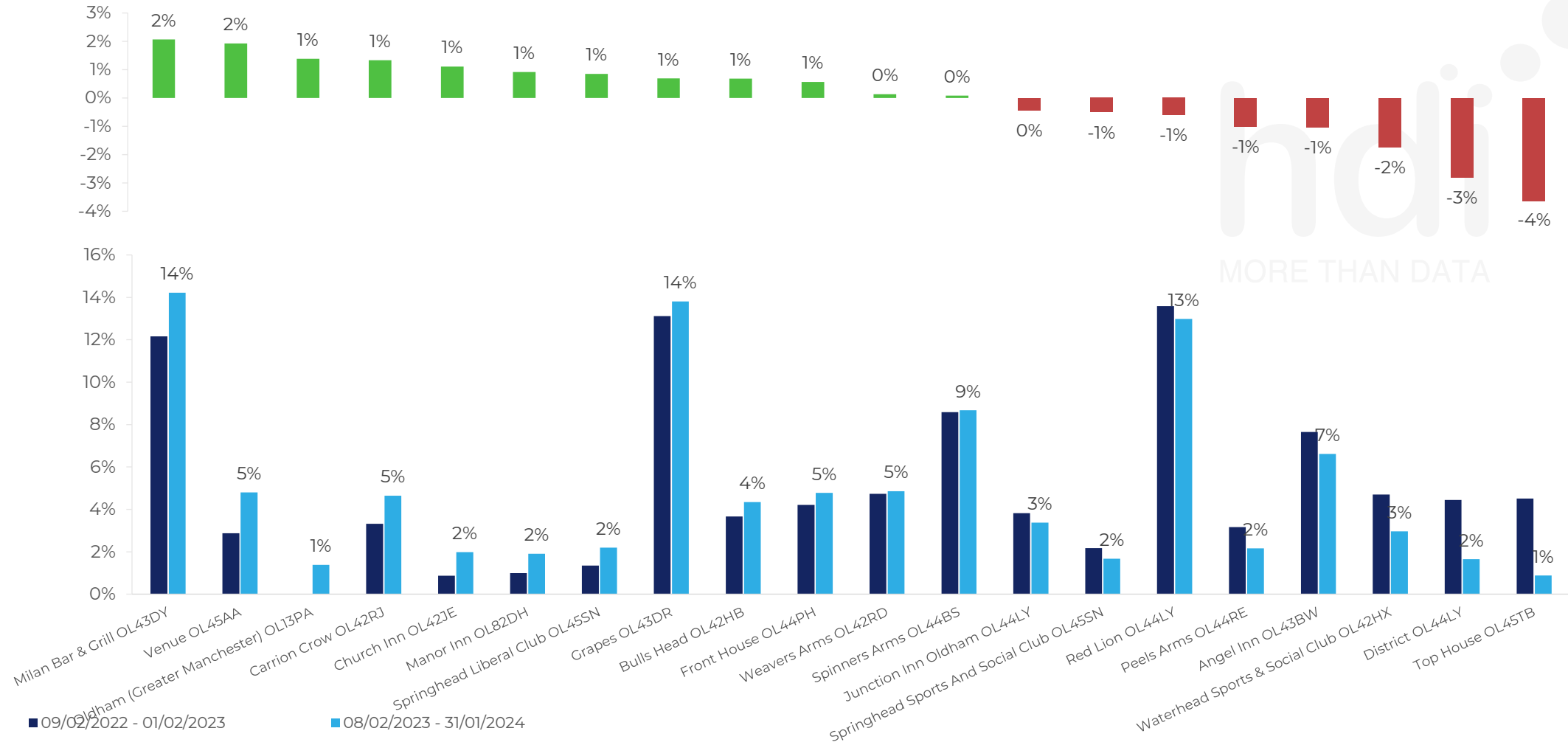
How has ATV changed between two date ranges?



Market Share Change

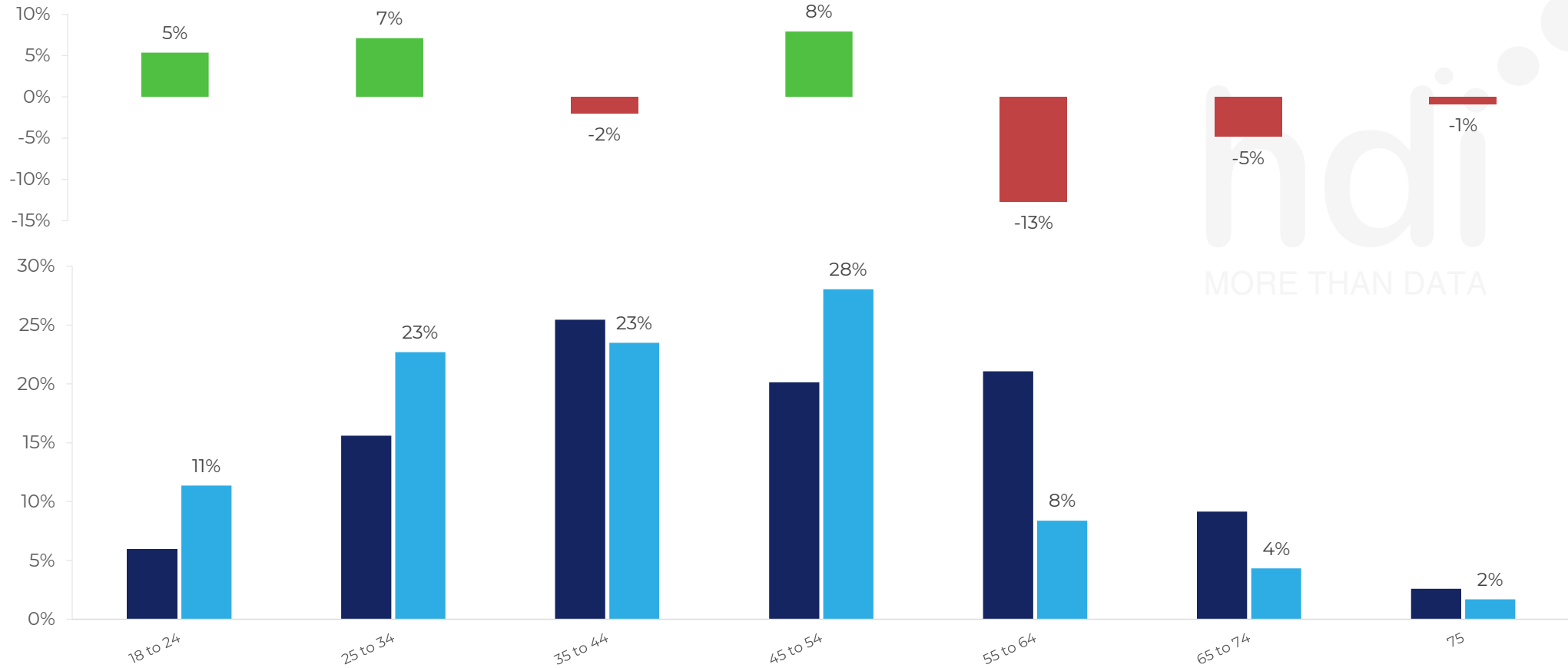
How has market share changed between two date ranges?

% of market share spend for Angel Inn OL43BW and 97 Chains in 1 Miles from 08/02/2023 - 31/01/2024



How does the age profile of customers who visit Angel Inn OL43BW compare versus its competitors?

% of spend for Angel Inn OL43BW and 97 Chains in 1 Miles from 08/02/2023 - 31/01/2024 split by Age Range



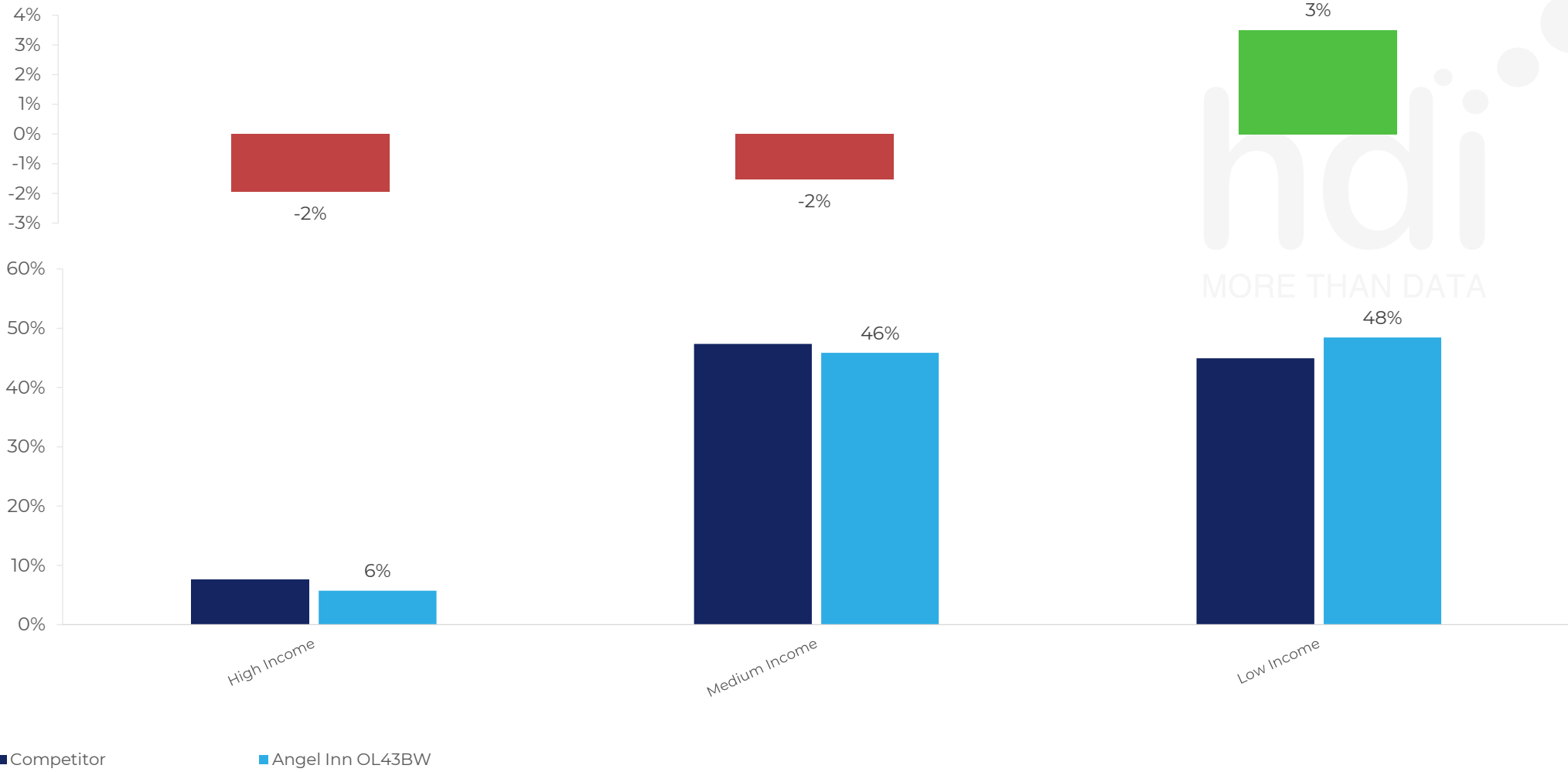
■ Competitor

■ Angel Inn OL43BW

Affluence

How does the affluence of customers who visit Angel Inn OL43BW compare versus its competitors?

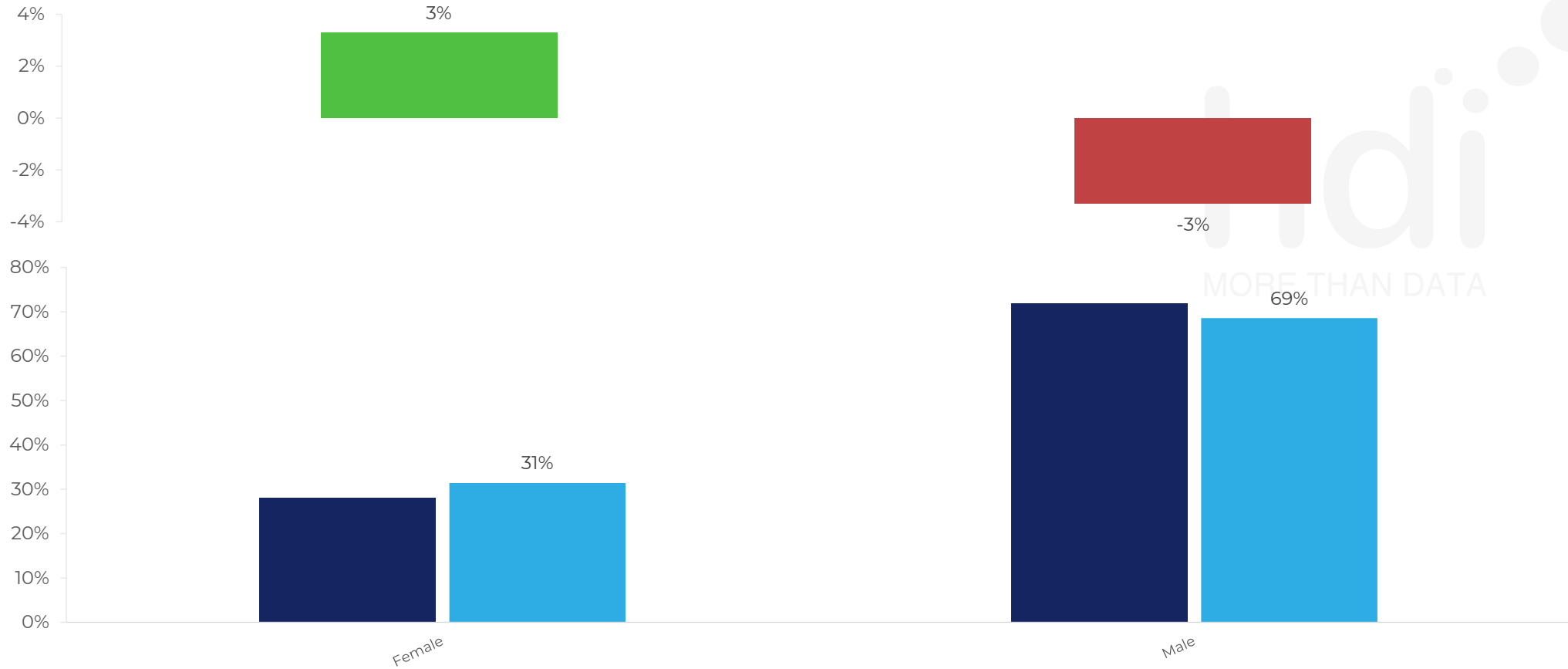
% of spend for Angel Inn OL43BW and 97 Chains in 1 Miles from 08/02/2023 - 31/01/2024 split by Affluence



Gender

How does the gender profile of customers who visit Angel Inn OL43BW compare versus its competitors?

% of spend for Angel Inn OL43BW and 97 Chains in 1 Miles from 08/02/2023 - 31/01/2024 split by Gender



■ Competitor

■ Angel Inn OL43BW

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

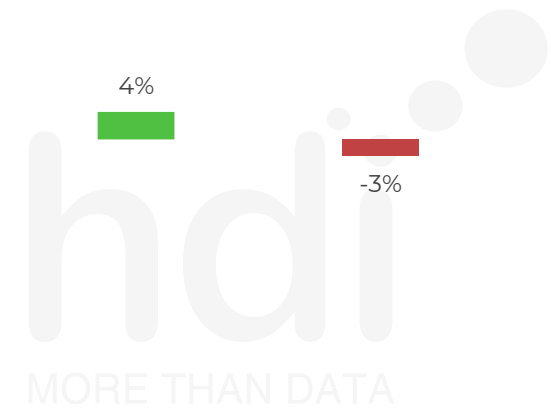
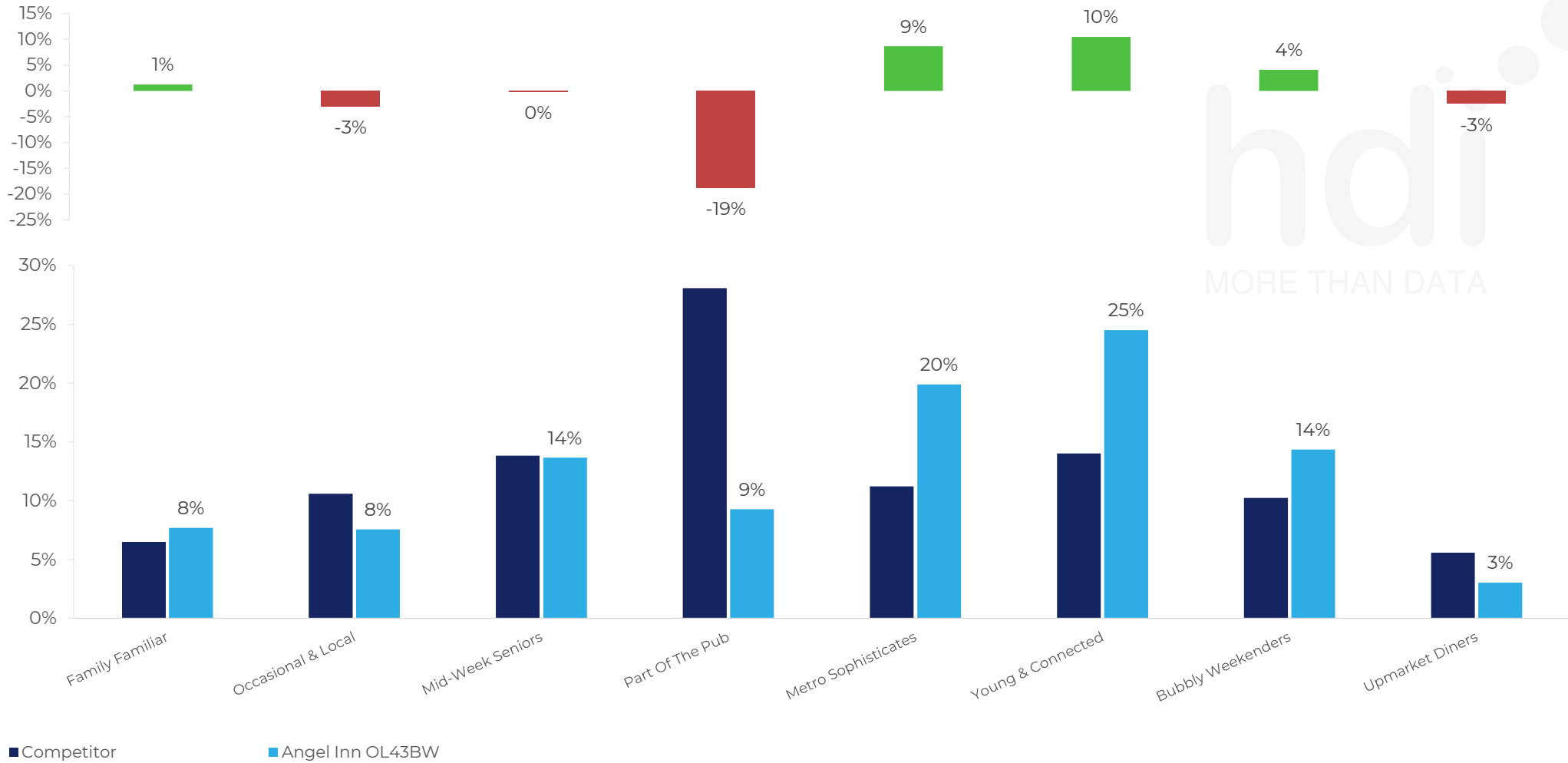
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Angel Inn OL43BW compare versus its competitors?

% of spend for Angel Inn OL43BW and 97 Chains in 1 Miles from 08/02/2023 - 31/01/2024 split by Segment

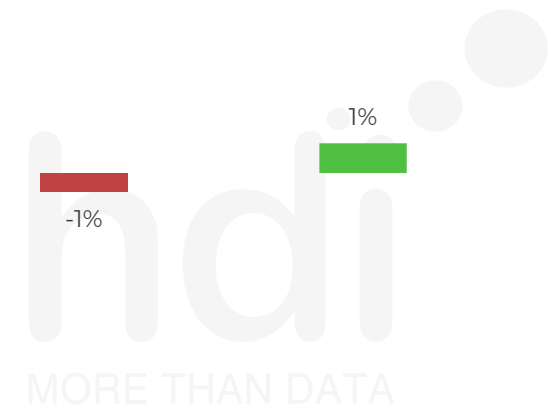
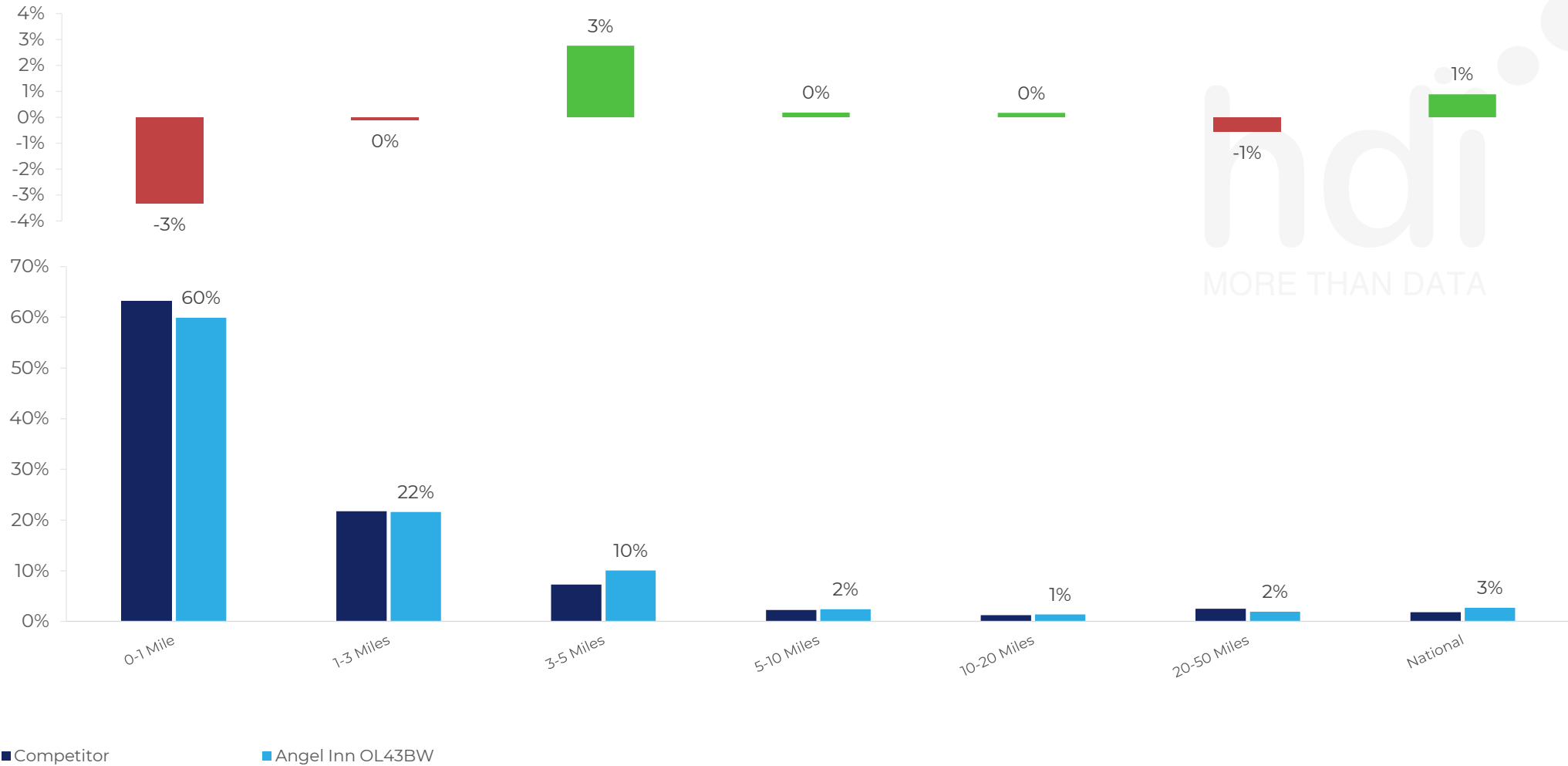


■ Competitor ■ Angel Inn OL43BW

Spend by Distance

How does the spend profile of Angel Inn OL43BW compare versus its competitors based on travel distances?

% of spend for Angel Inn OL43BW and 97 Chains in 1 Miles from 08/02/2023 - 31/01/2024 split by Distance travelled

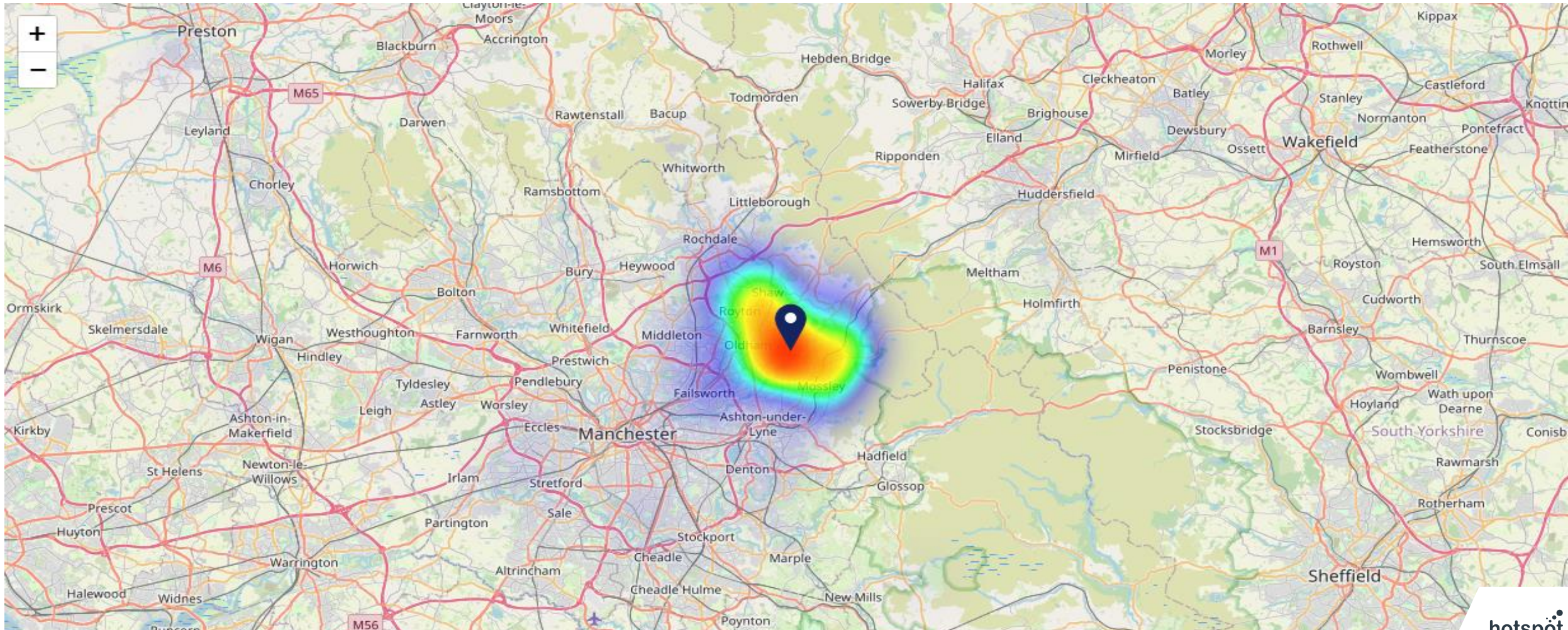




Map of Guest Origin

Where do customers of Angel Inn OL43BW come from?

Where do customers of Angel Inn OL43BW for 08/02/2023 - 31/01/2024 live

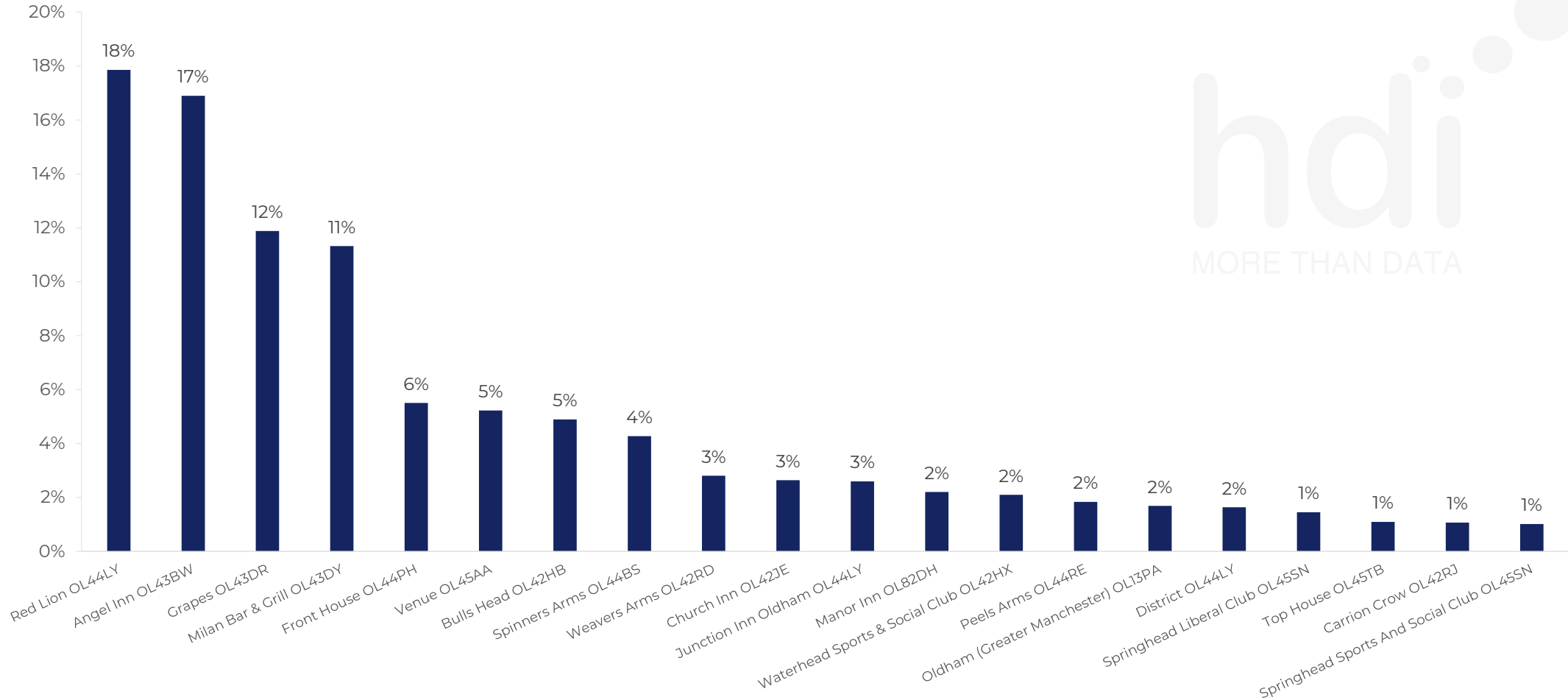




Share of Wallet

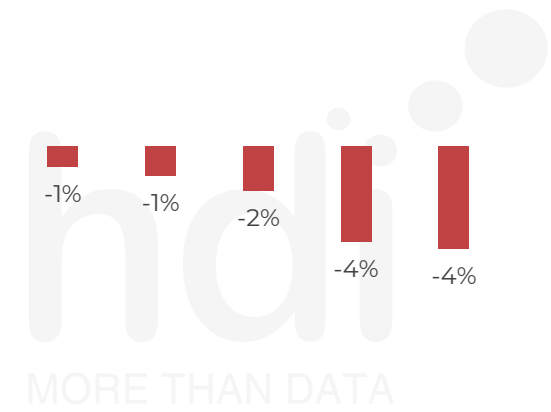
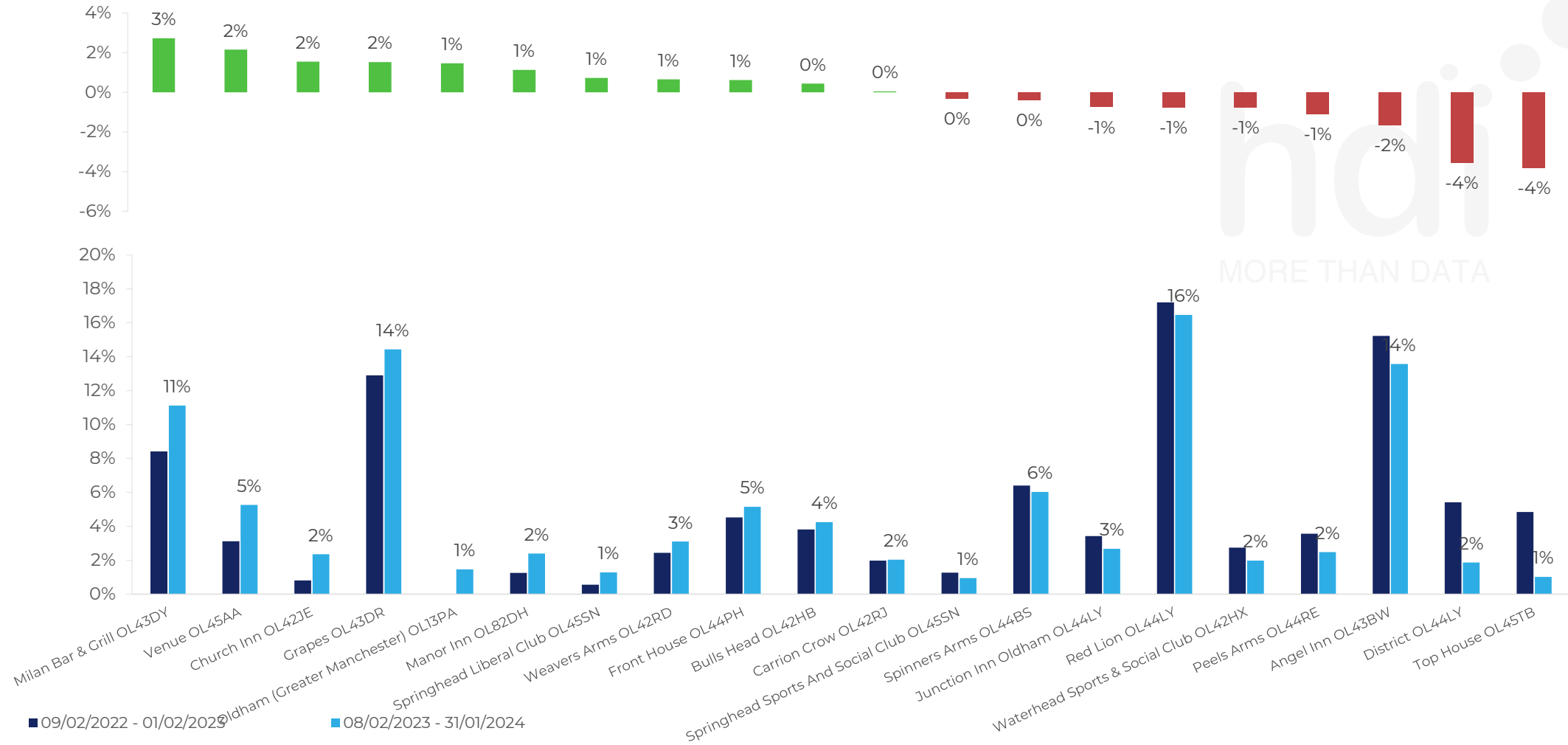
What are the Top 20 venues (by spend) that customers of Angel Inn OL43BW also visit?

For customers of Angel Inn OL43BW, who are the top 20 competitors from 97 Chains in 1 Miles for 08/02/2023 - 31/01/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Angel Inn OL43BW changed between two date ranges?





Market Summary

How does the local area for Angel Inn OL43BW 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	£4.71M	7	£5.59M	6	£23.46M	7	£198.46M	8
Weekpart	Mon - Thu	22.6%	1	24.3%	1	39.1%	4	37.8%	1
Weekpart	Fri - Sat	57.5%	10	56.3%	10	43.2%	6	44.1%	8
Weekpart	Sun	19.9%	9	19.4%	9	17.7%	9	18.1%	10
Age	18 to 24	6.2%	6	6.1%	5	8.6%	7	6.7%	5
Age	25 to 34	20.5%	5	18.9%	4	20.8%	5	18.4%	3
Age	35 to 44	23.9%	6	24.0%	6	28.2%	9	24.9%	7
Age	45 to 54	24.6%	9	24.9%	9	19.9%	5	19.5%	4
Age	55 to 64	16.0%	6	17.5%	7	15.4%	6	17.5%	8
Age	65 to 74	6.9%	6	7.0%	6	5.5%	4	8.8%	8
Age	75+	1.9%	5	1.6%	4	1.7%	4	4.3%	8
CAMEO	Business Elite	2.1%	2	1.9%	2	2.1%	2	3.0%	2
CAMEO	Prosperous Professionals	1.4%	1	1.3%	1	1.8%	1	3.0%	1
CAMEO	Flourishing Society	10.8%	5	9.4%	4	6.6%	2	7.0%	2
CAMEO	Content Communities	7.2%	2	7.1%	1	6.6%	1	9.0%	2
CAMEO	White Collar Neighbourhoods	14.2%	8	13.5%	8	10.8%	5	12.7%	7
CAMEO	Enterprising Mainstream	12.7%	9	14.5%	9	11.6%	8	11.0%	8
CAMEO	Paying The Mortgage	16.9%	7	17.2%	7	16.9%	7	17.4%	8
CAMEO	Cash Conscious Communities	14.4%	9	14.2%	9	17.0%	10	13.8%	9
CAMEO	On A Budget	10.7%	8	10.1%	8	13.7%	10	12.3%	10
CAMEO	Family Value	9.6%	9	10.8%	9	12.7%	9	10.8%	9
Affluence	AB	14.3%	3	12.7%	2	10.6%	1	13.0%	1
Affluence	C1C2	51.0%	6	52.3%	7	45.9%	4	50.1%	6
Affluence	DE	34.6%	9	35.0%	9	43.5%	10	36.9%	10

