



### Site Summary



## Fox & Grapes CH53DH

CH53DH

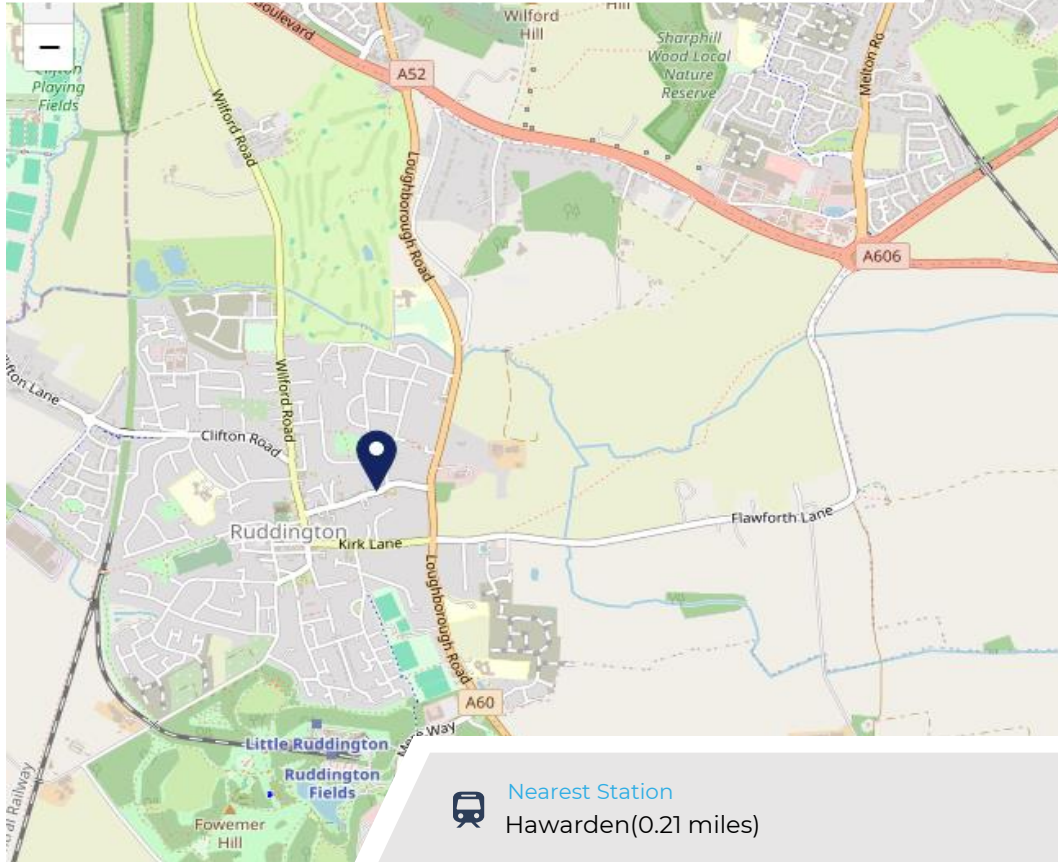
Punch T&L

**Work Area**  
Chester

**Region**  
Wales

**TV Region**  
North West

**Urbanicity**  
Urban city and town



ATV  
**£15.13**



Affluence  
**45.34%**  
High Income



Age Group  
**26.96%**  
55 to 64



Gender  
**64.07%**  
Male



Segmentation  
**17.69%**  
Business Elite



Visit Day  
**25.53%**  
Fri

### Top Competitors



Crown & Liver  
CH53DN

#1

Marstons - Great Local Non Catering



Glynne Arms  
CH53NS

#2

Pub / Bar



White Bear  
CH52AH

#3

Marstons - Great Local Non Catering

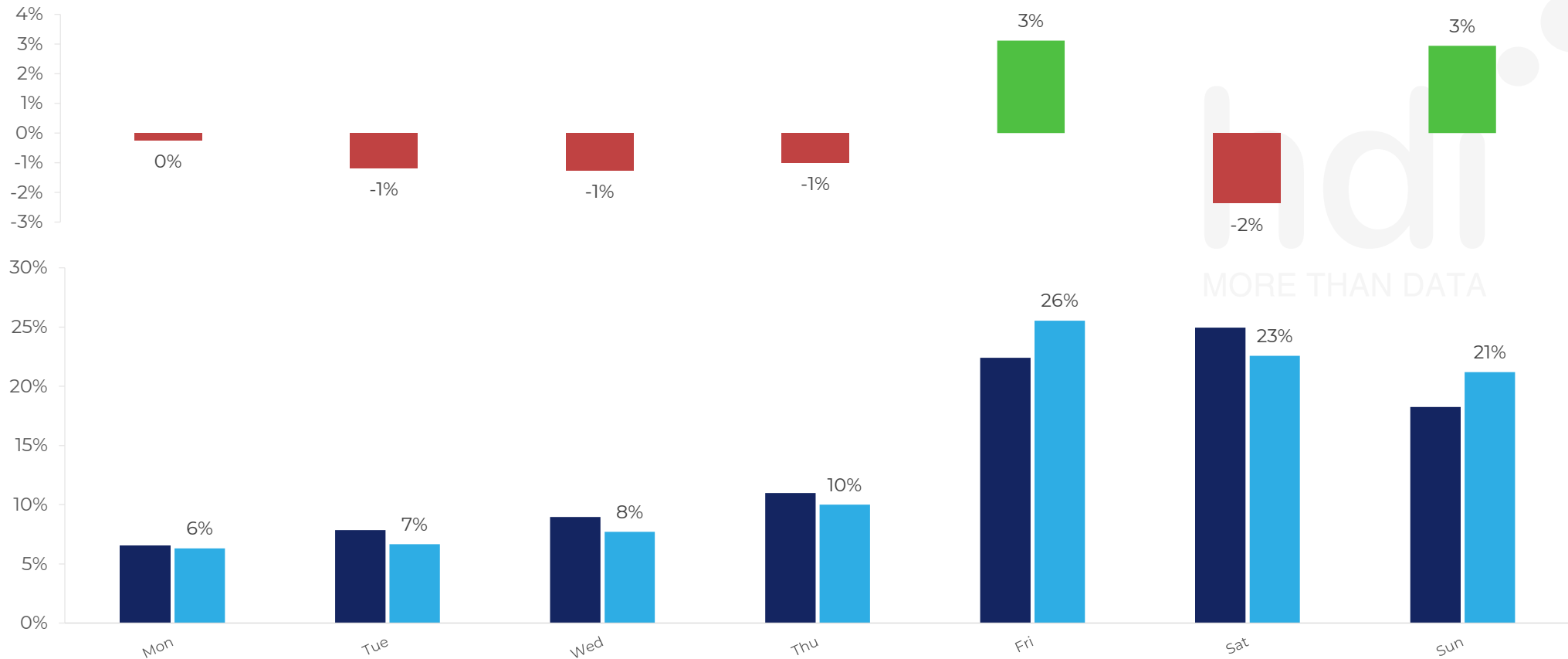


**Nearest Station**  
Hawarden(0.21 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Fox & Grapes CH53DH versus its competitors?

% of spend for Fox & Grapes CH53DH and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Day of Week



■ Competitor

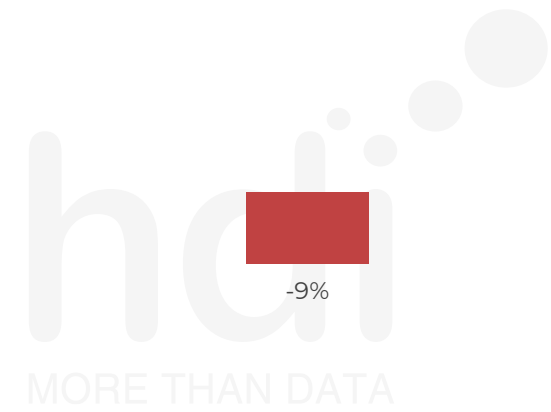
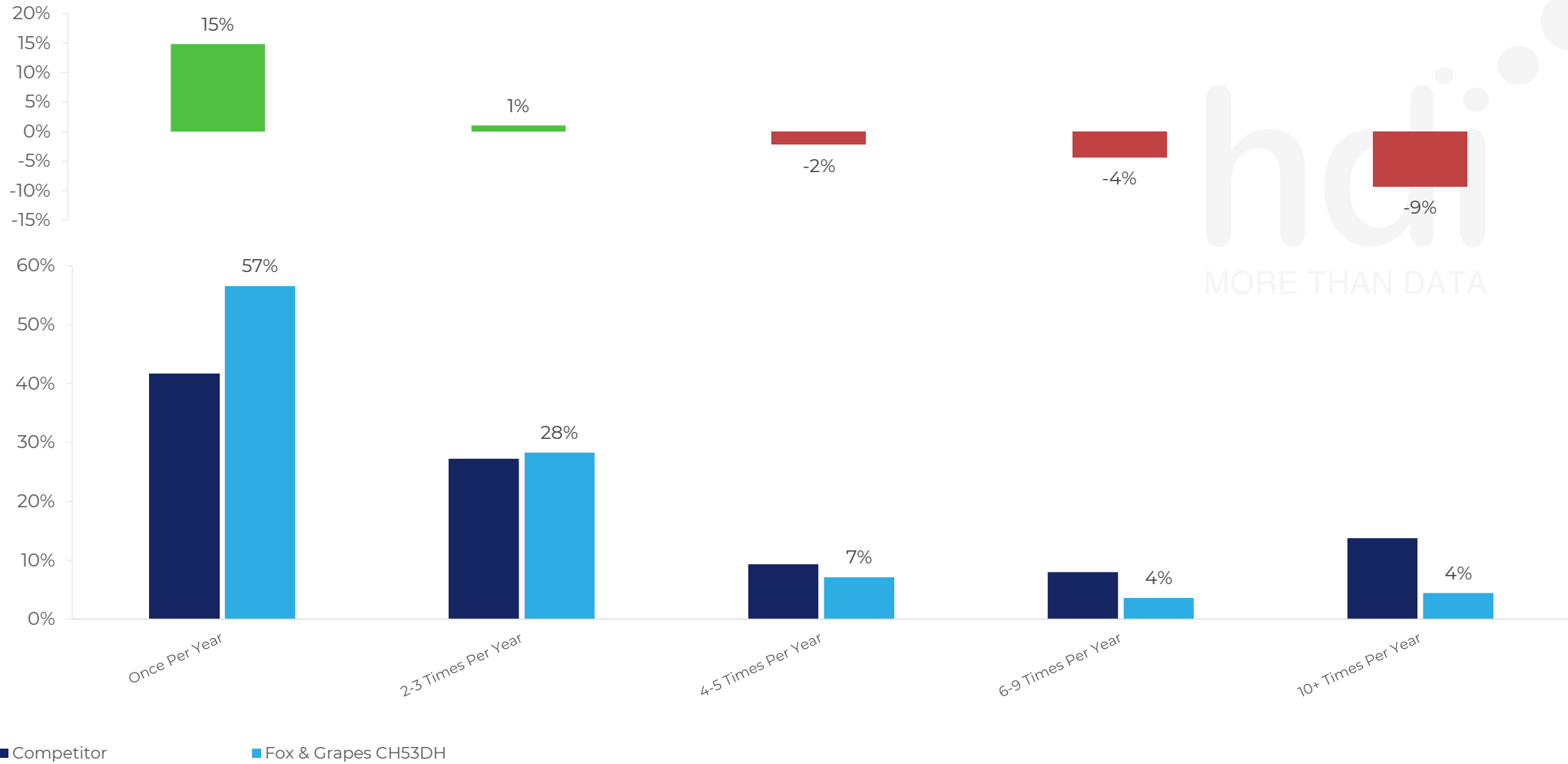
■ Fox & Grapes CH53DH



Visit Frequency

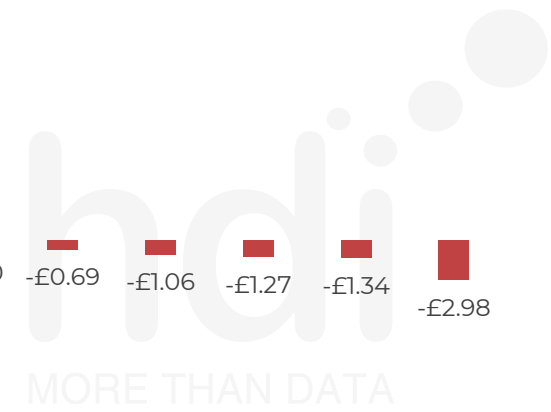
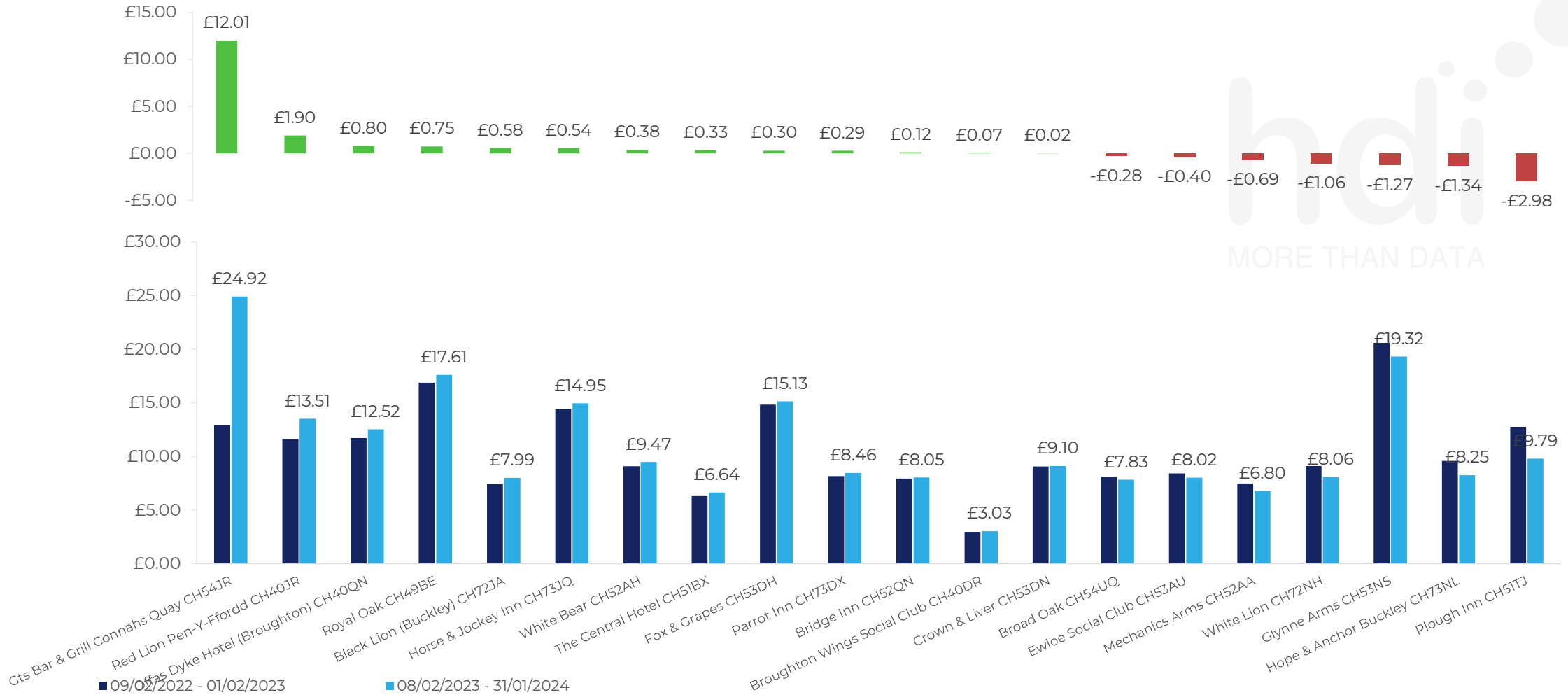
How frequently per year do customers visit Fox & Grapes CH53DH versus its competitors?

% of customer numbers for Fox & Grapes CH53DH and 97 Chains in 3 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?

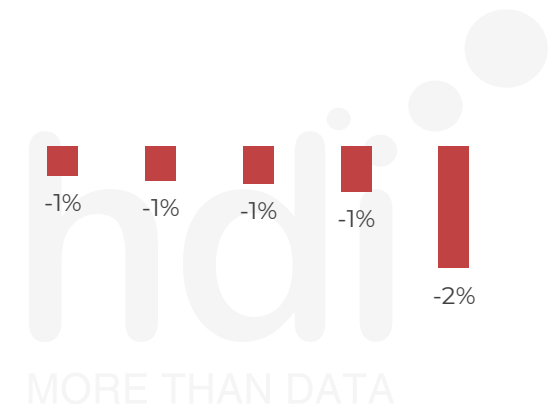
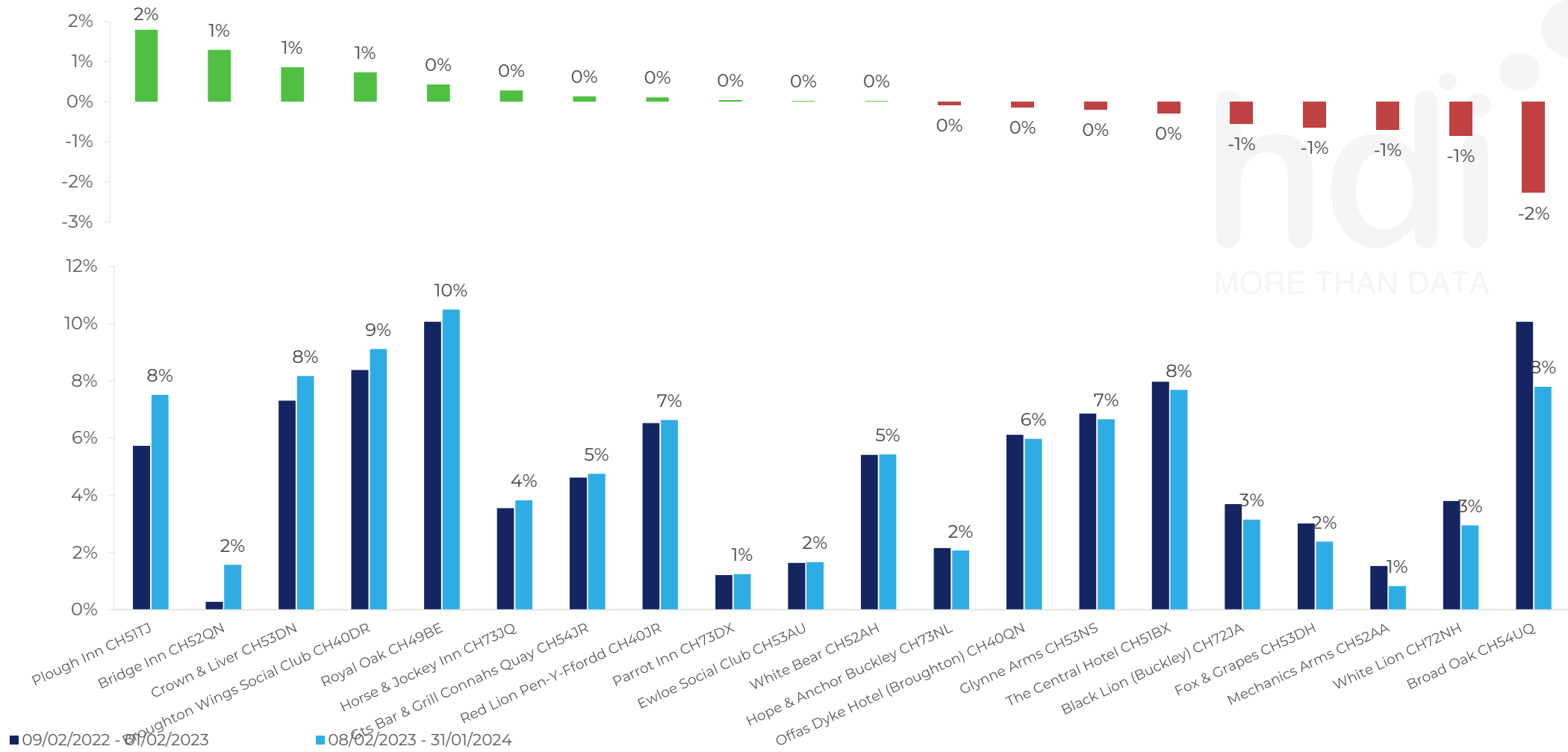




### Market Share Change

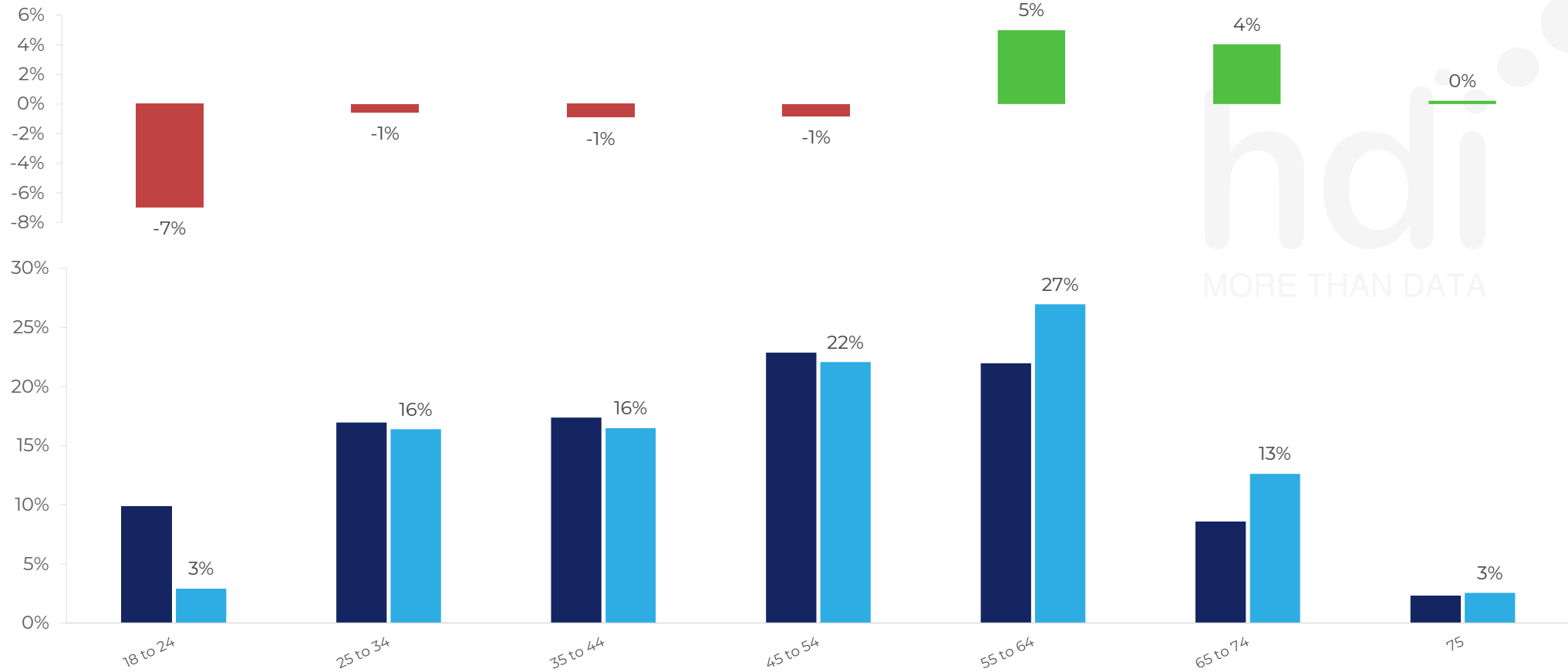
How has market share changed between two date ranges?

% of market share spend for Fox & Grapes CH53DH and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024



How does the age profile of customers who visit Fox & Grapes CH53DH compare versus its competitors?

% of spend for Fox & Grapes CH53DH and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Age Range



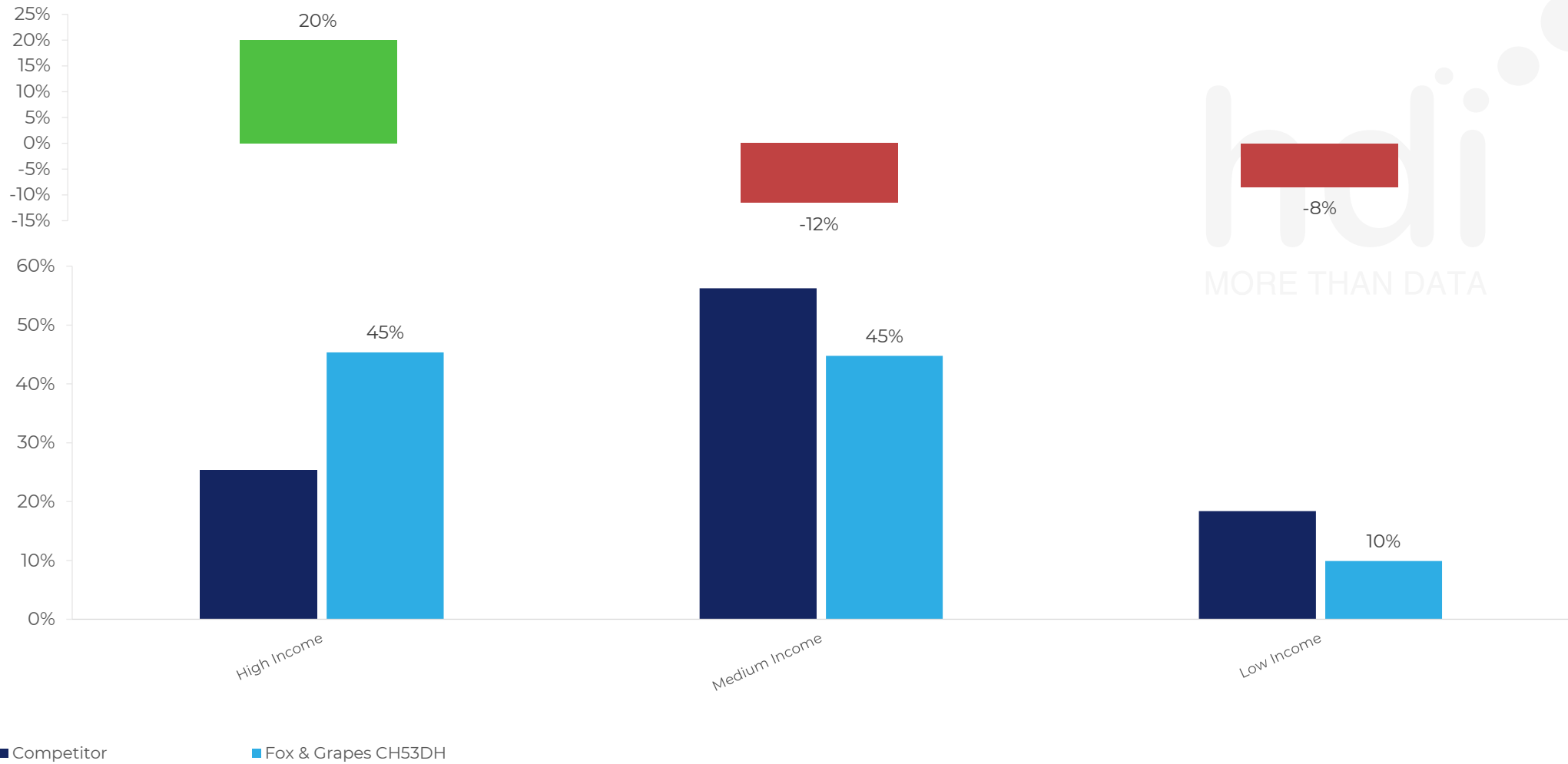
■ Competitor

■ Fox & Grapes CH53DH

Affluence

How does the affluence of customers who visit Fox & Grapes CH53DH compare versus its competitors?

% of spend for Fox & Grapes CH53DH and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Affluence

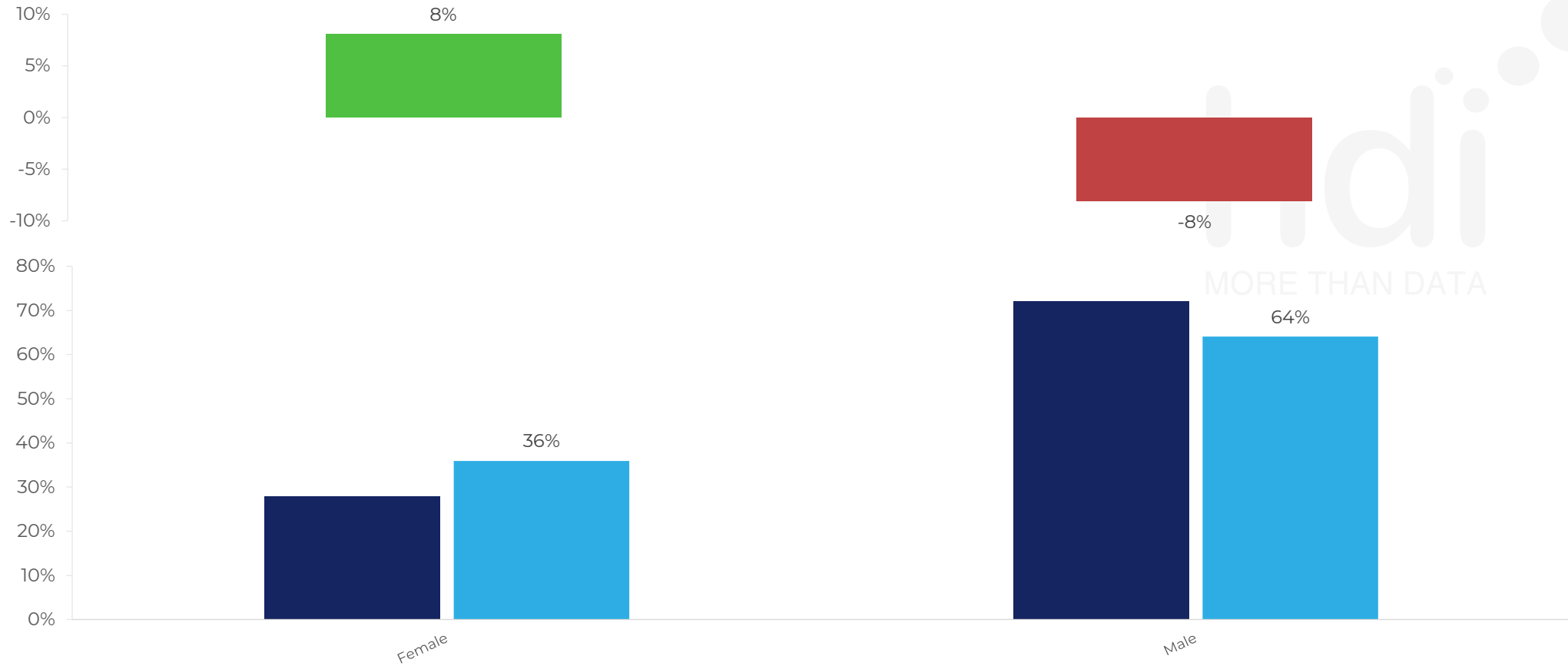




Gender

How does the gender profile of customers who visit Fox & Grapes CH53DH compare versus its competitors?

% of spend for Fox & Grapes CH53DH and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Gender



■ Competitor

■ Fox & Grapes CH53DH



# 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

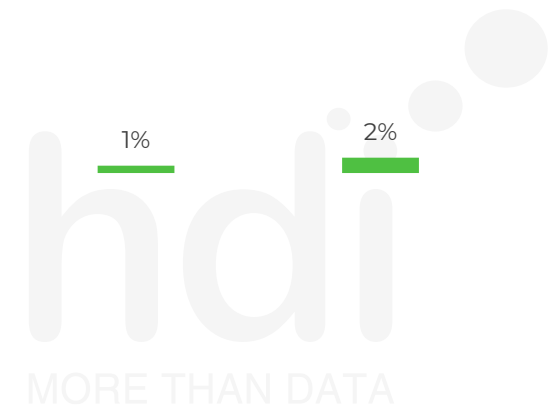
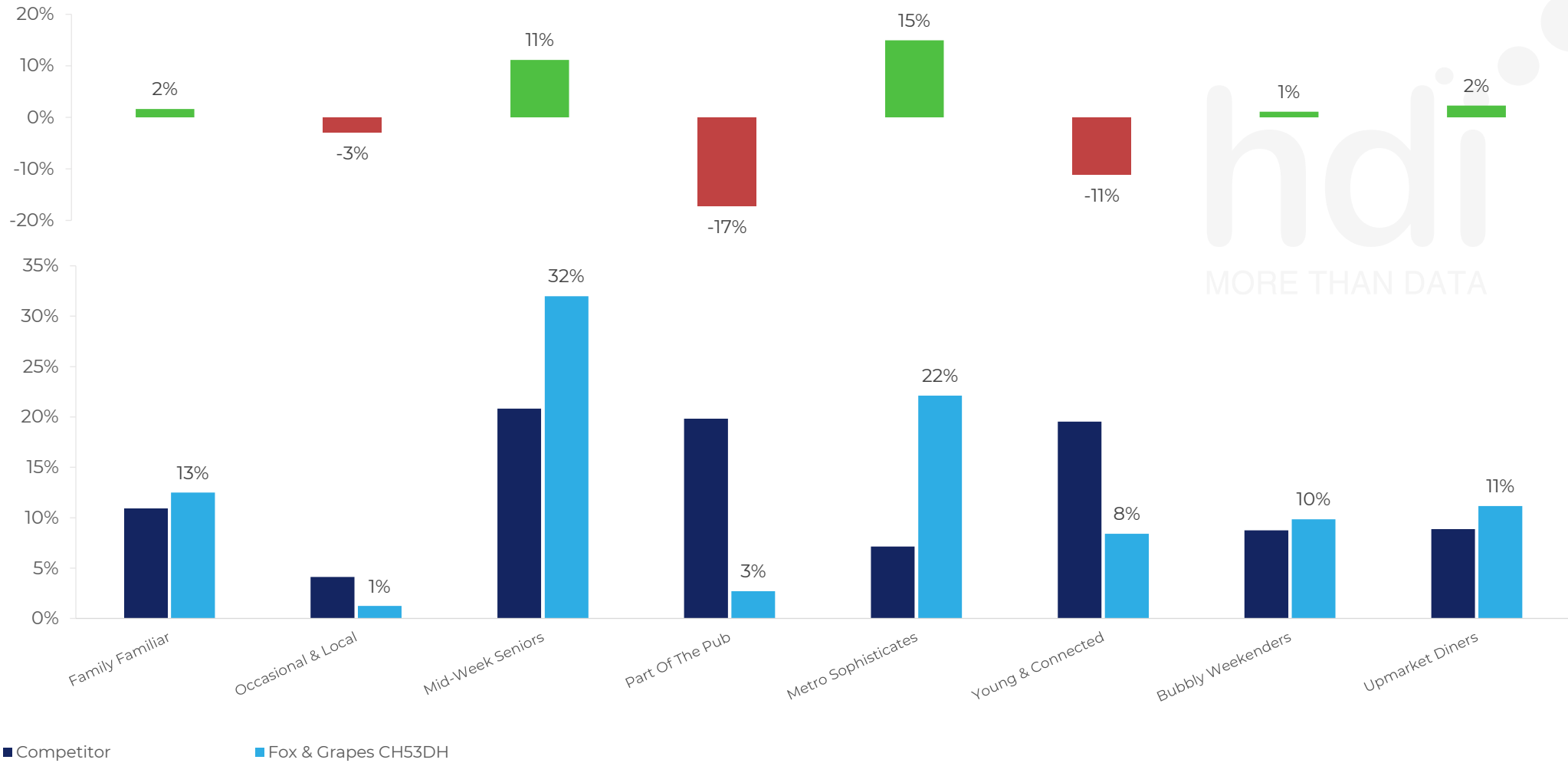
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Fox & Grapes CH53DH compare versus its competitors?

% of spend for Fox & Grapes CH53DH and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Segment



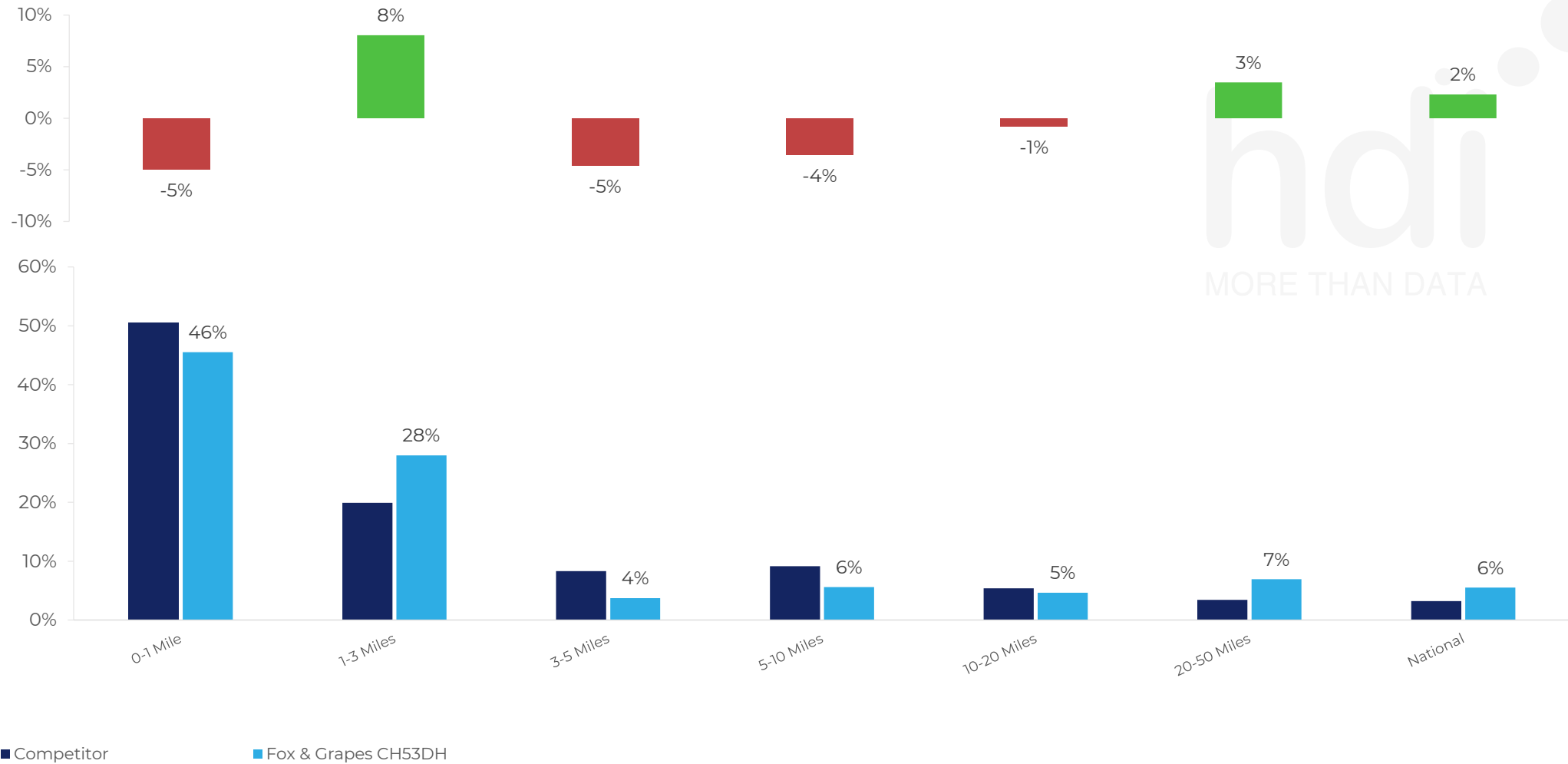
Competitor

Fox & Grapes CH53DH

Spend by Distance

How does the spend profile of Fox & Grapes CH53DH compare versus its competitors based on travel distances?

% of spend for Fox & Grapes CH53DH and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Distance travelled

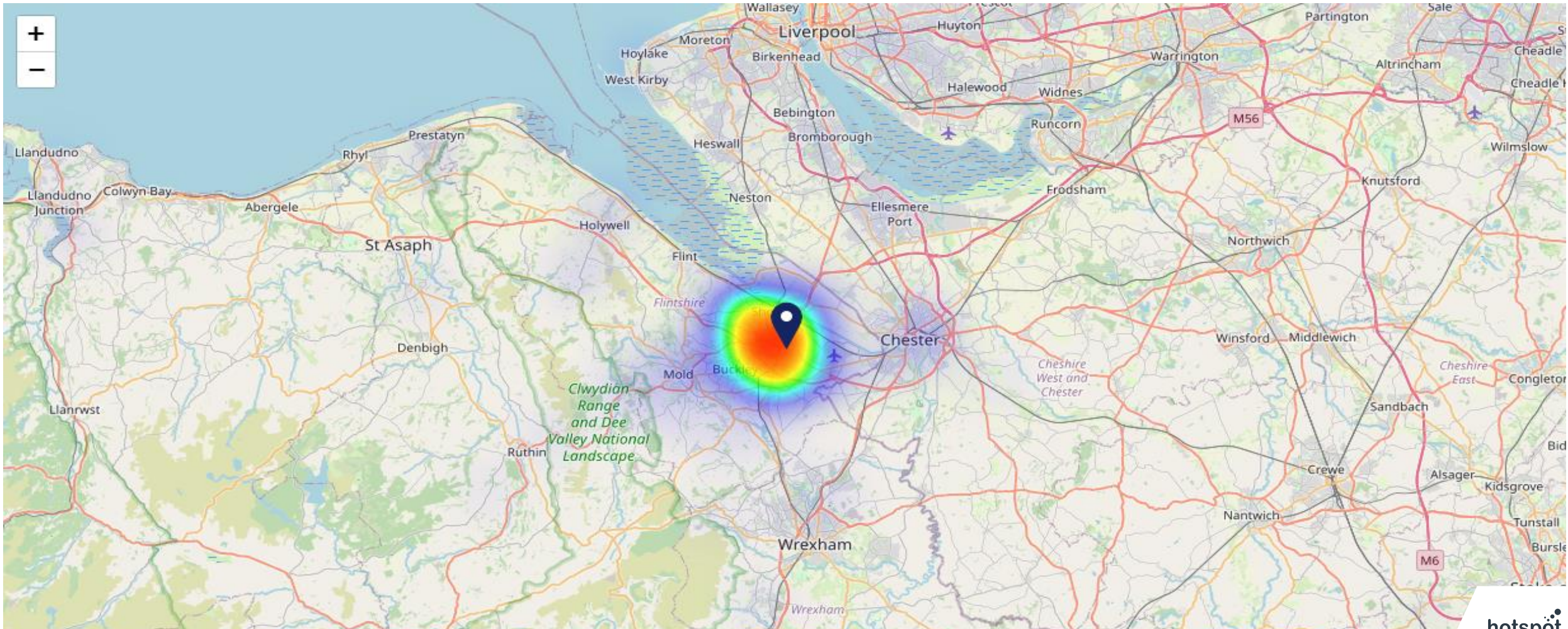




### Map of Guest Origin

Where do customers of Fox & Grapes CH53DH come from?

Where do customers of Fox & Grapes CH53DH for 08/02/2023 - 31/01/2024 live

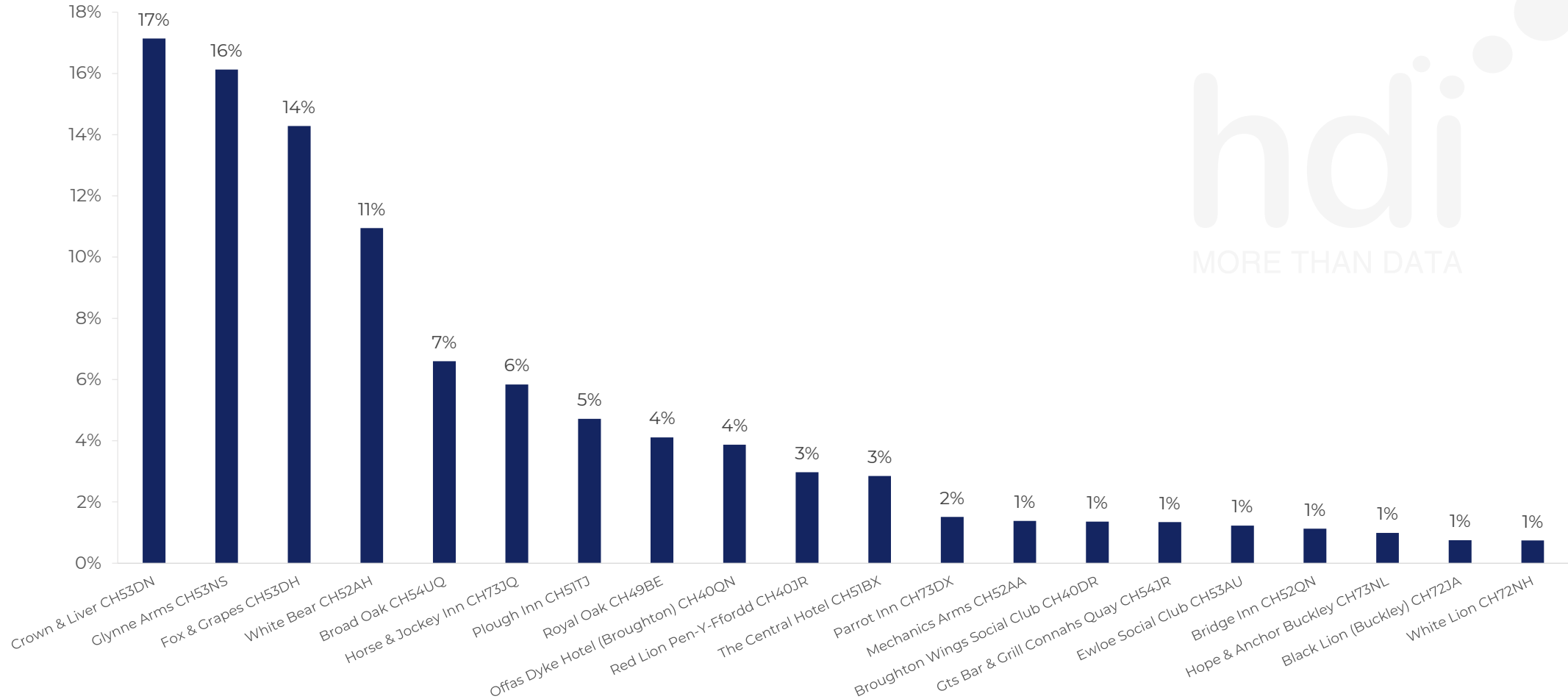




Share of Wallet

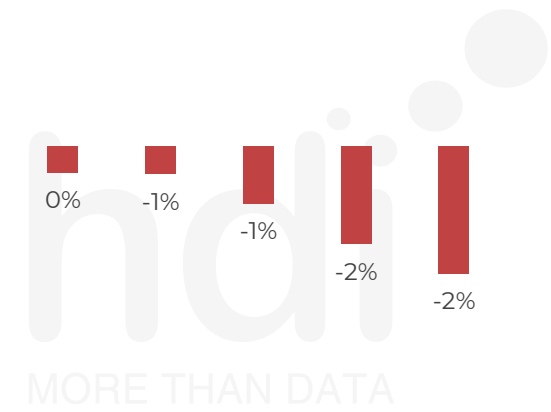
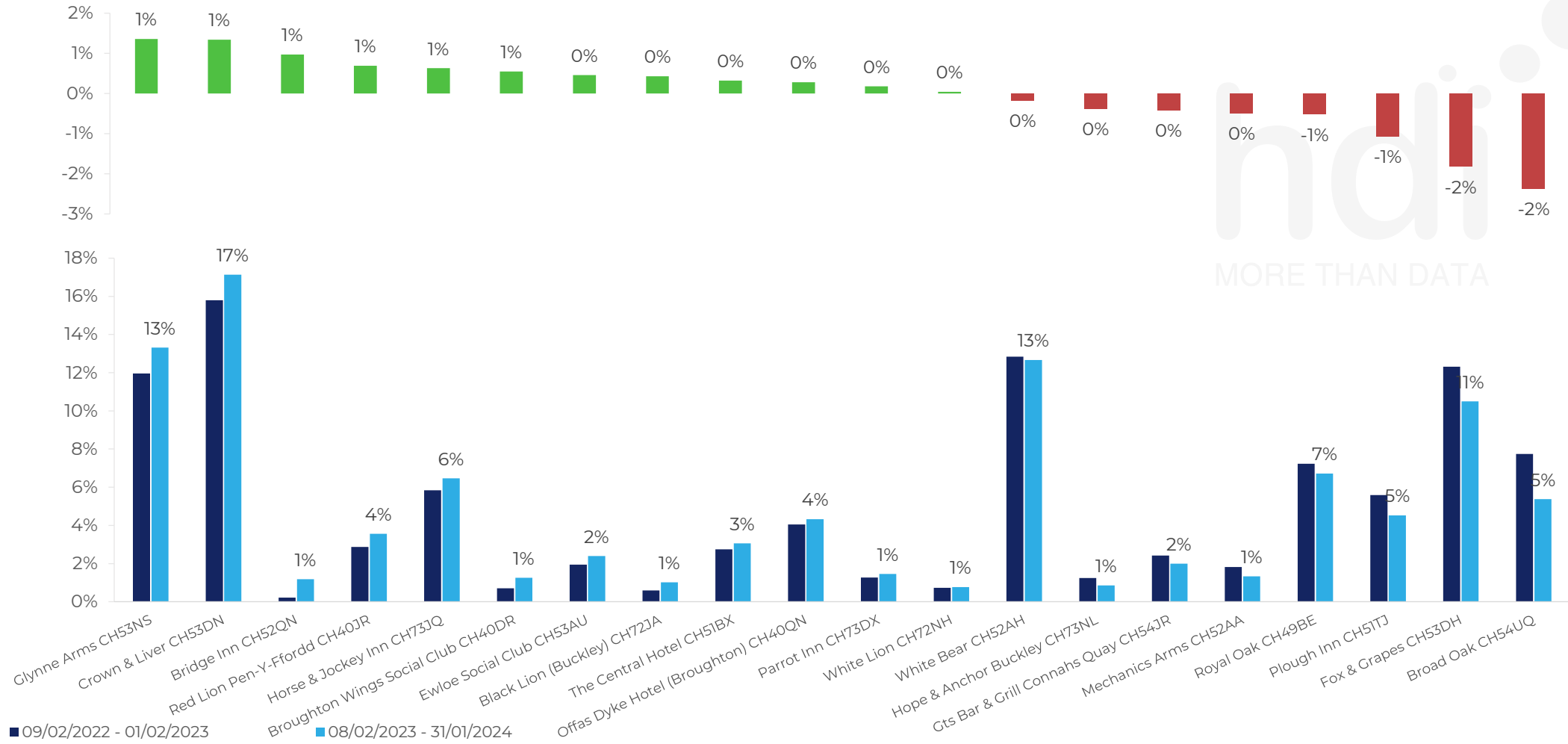
What are the Top 20 venues (by spend) that customers of Fox & Grapes CH53DH also visit?

For customers of Fox & Grapes CH53DH, who are the top 20 competitors from 97 Chains in 3 Miles for 08/02/2023 - 31/01/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Fox & Grapes CH53DH changed between two date ranges?





## Market Summary

How does the local area for Fox & Grapes CH53DH 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	£593K	4	£1.46M	4	£3.19M	3	£56.32M	5
Weekpart	Mon - Thu	36.1%	3	34.2%	2	32.2%	1	43.1%	7
Weekpart	Fri - Sat	43.9%	5	46.0%	7	51.3%	10	40.2%	3
Weekpart	Sun	20.0%	9	19.8%	9	16.6%	8	16.7%	8
Age	18 to 24	3.8%	4	2.6%	2	7.1%	6	8.2%	7
Age	25 to 34	13.9%	2	12.4%	1	12.5%	1	18.2%	3
Age	35 to 44	15.0%	1	17.1%	2	14.7%	1	23.8%	6
Age	45 to 54	19.4%	5	22.6%	8	24.4%	10	21.0%	7
Age	55 to 64	26.1%	10	27.0%	10	27.7%	10	17.8%	8
Age	65 to 74	16.9%	10	15.3%	10	11.0%	9	7.8%	7
Age	75+	4.9%	9	2.9%	7	2.6%	6	3.2%	7
CAMEO	Business Elite	18.4%	9	19.0%	9	15.6%	9	5.4%	4
CAMEO	Prosperous Professionals	11.0%	9	13.4%	10	13.7%	10	8.5%	8
CAMEO	Flourishing Society	17.6%	8	17.0%	8	14.8%	7	12.6%	5
CAMEO	Content Communities	17.1%	9	15.8%	8	14.7%	8	12.8%	6
CAMEO	White Collar Neighbourhoods	12.0%	6	10.6%	5	9.9%	4	12.1%	6
CAMEO	Enterprising Mainstream	3.4%	2	5.3%	3	4.3%	2	10.7%	7
CAMEO	Paying The Mortgage	11.7%	4	10.7%	3	15.2%	6	18.2%	8
CAMEO	Cash Conscious Communities	2.7%	1	2.5%	1	6.3%	3	5.5%	2
CAMEO	On A Budget	3.2%	2	3.4%	2	3.1%	2	8.3%	7
CAMEO	Family Value	2.8%	6	2.6%	6	2.5%	5	5.8%	7
Affluence	AB	47.1%	9	49.3%	9	44.1%	9	26.5%	5
Affluence	C1C2	44.2%	4	42.3%	3	44.1%	4	53.8%	8
Affluence	DE	8.7%	2	8.4%	1	11.9%	2	19.6%	5



Site Competitors

Site Competitors

