



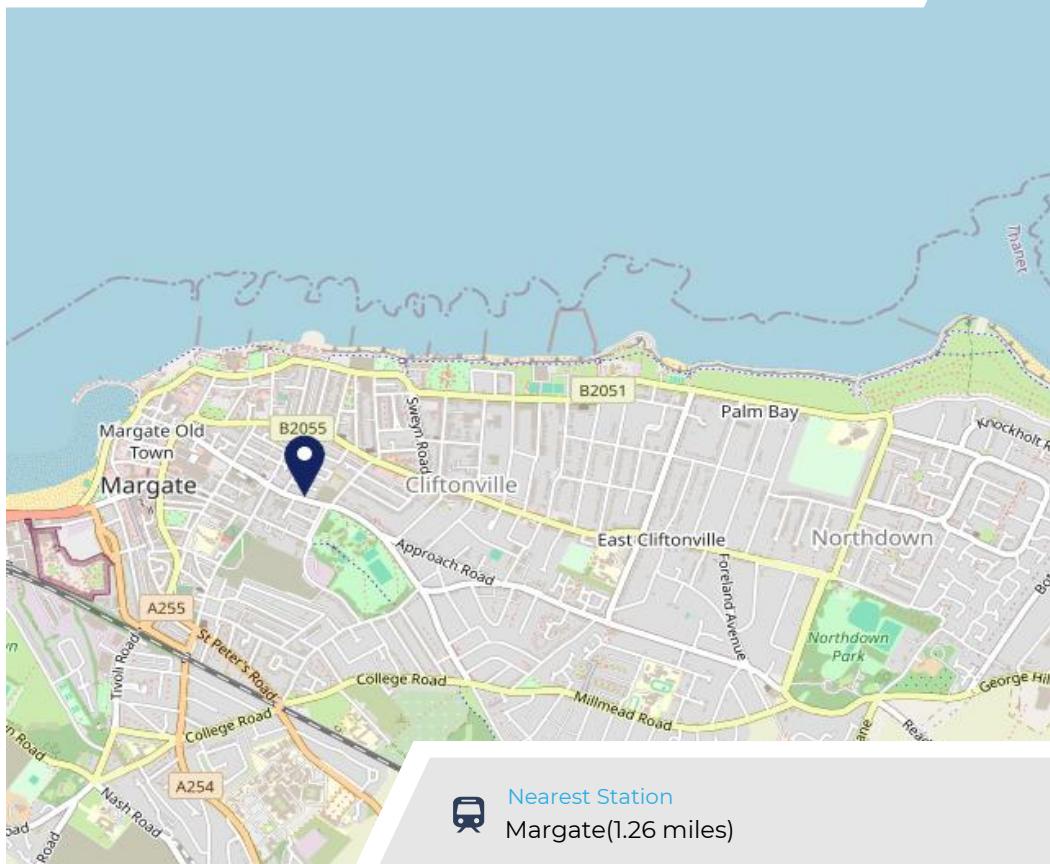
Site Summary



Mulberry Tree CT92AE

CT92AE

Punch T&L



Nearest Station

Margate(1.26 miles)



Work Area

Margate and Ramsgate



Region

South East



TV Region

South



Urbanicity

Urban city and town



ATV

£8.31

Affluence

66.12%

Middle Income



Age Group

33.32%

55 to 64



Gender

73.55%

Male



Segmentation

51.67%

Paying The Mortgage



Visit Day

24.85%

Fri

Top Competitors



Barnacles

CT91DD

Pub / Bar

#1



New Odds Club

CT91PU

Clubs

#2



Wheatsheaf (Margate)

CT93LN

Hungry Horse

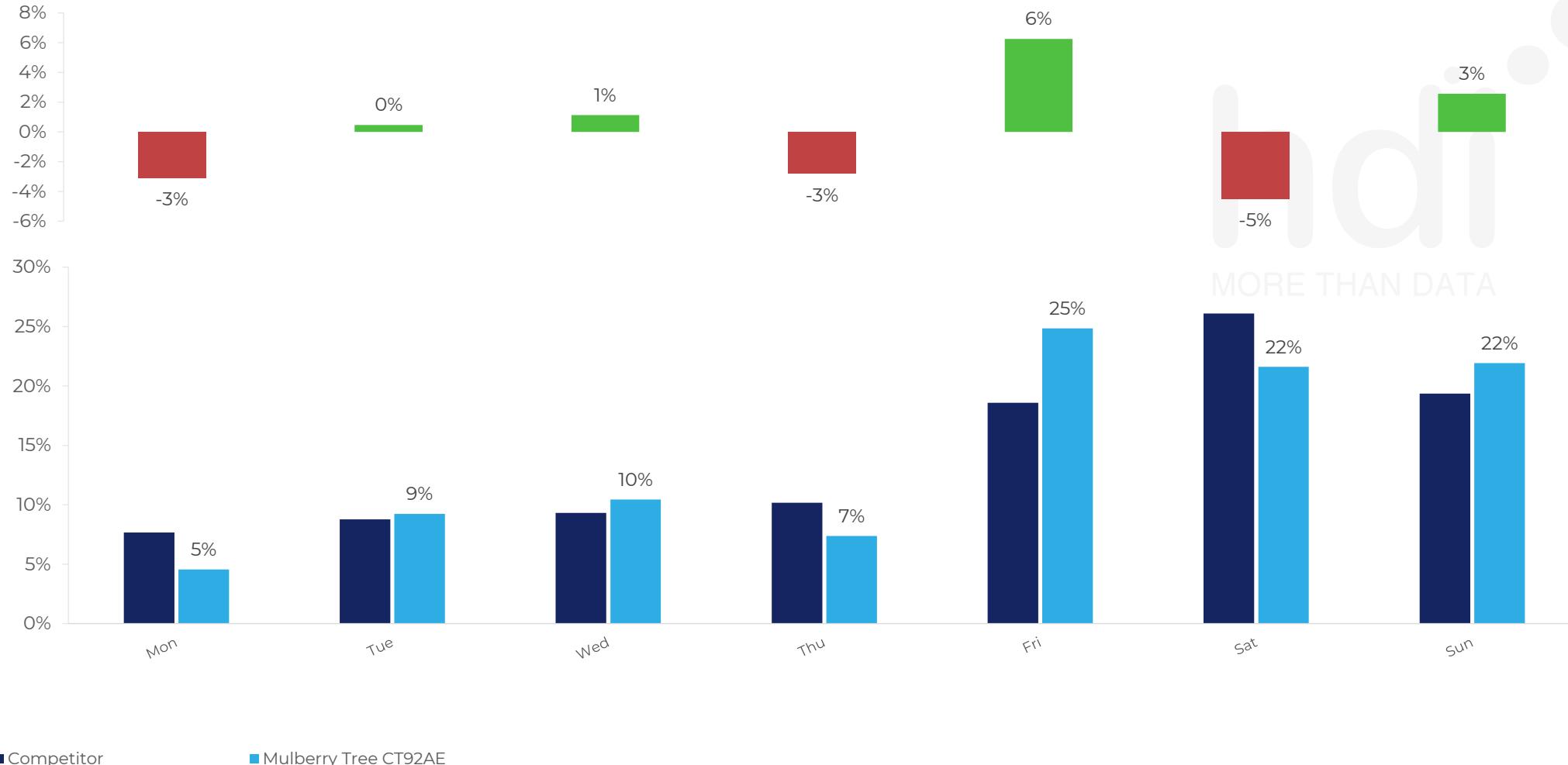
#3



Spend by Weekpart

How is customer spend distributed throughout the week for Mulberry Tree CT92AE versus its competitors?

% of spend for Mulberry Tree CT92AE and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Day of Week

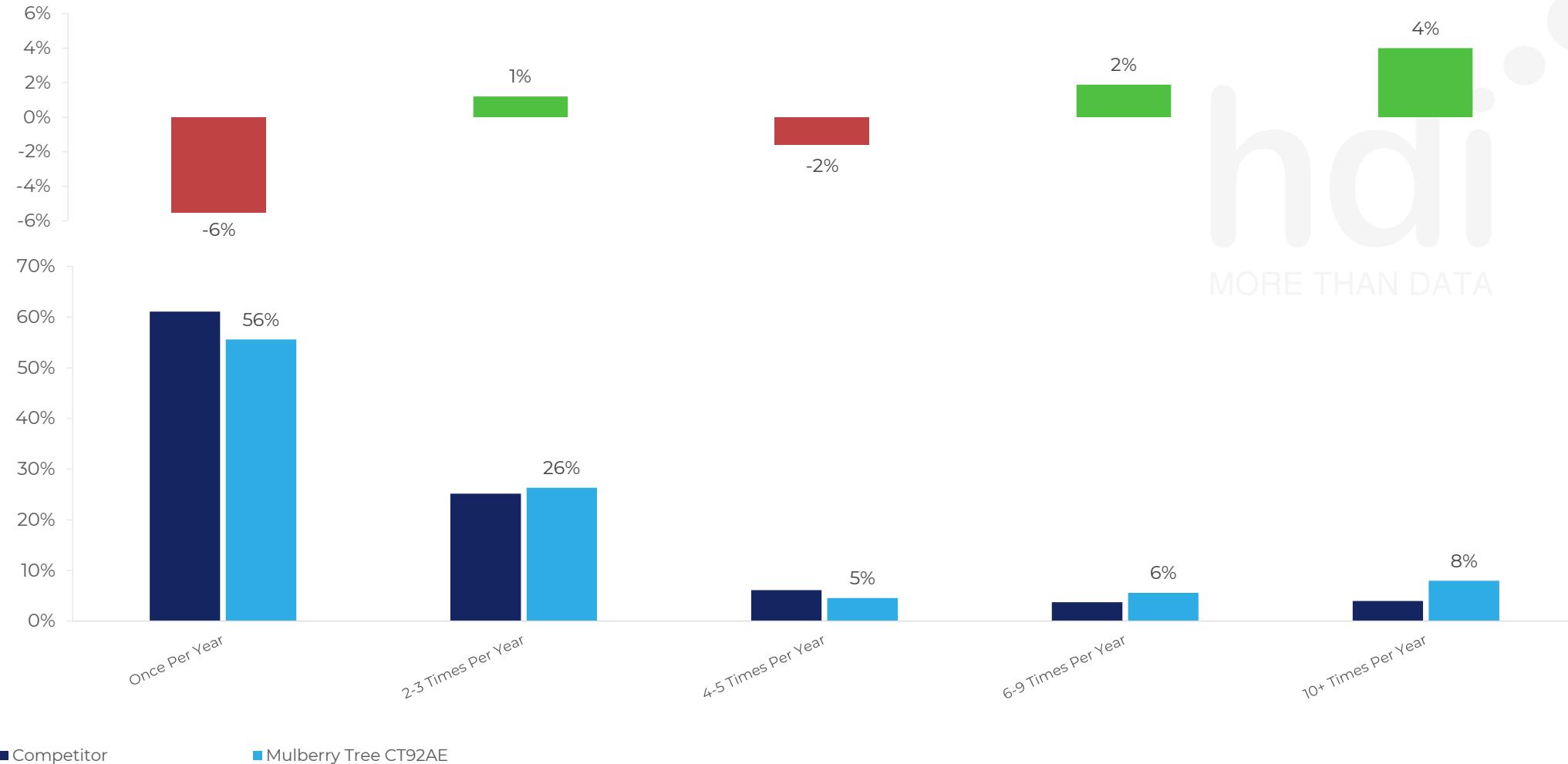




Visit Frequency

How frequently per year do customers visit Mulberry Tree CT92AE versus its competitors?

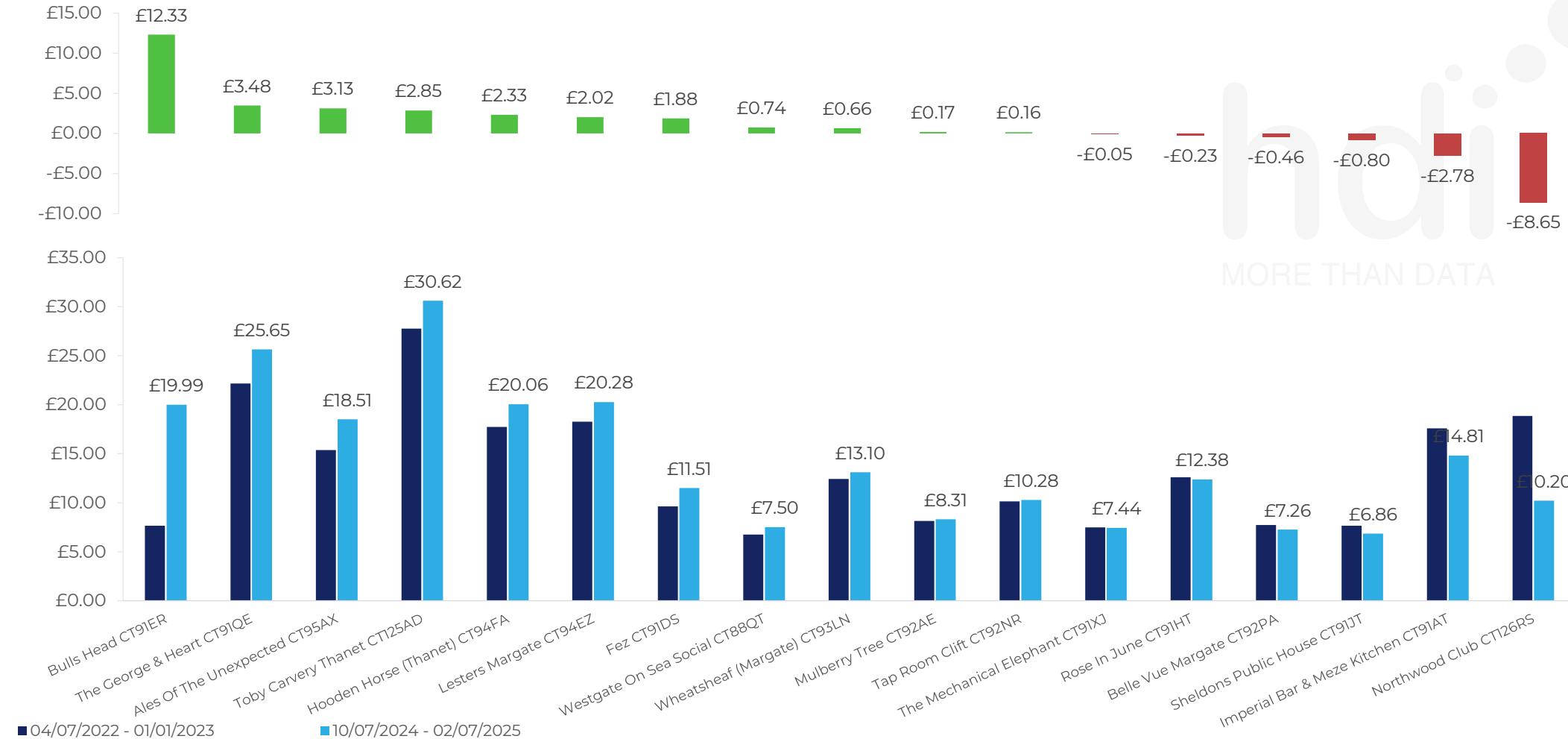
% of customer numbers for Mulberry Tree CT92AE and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

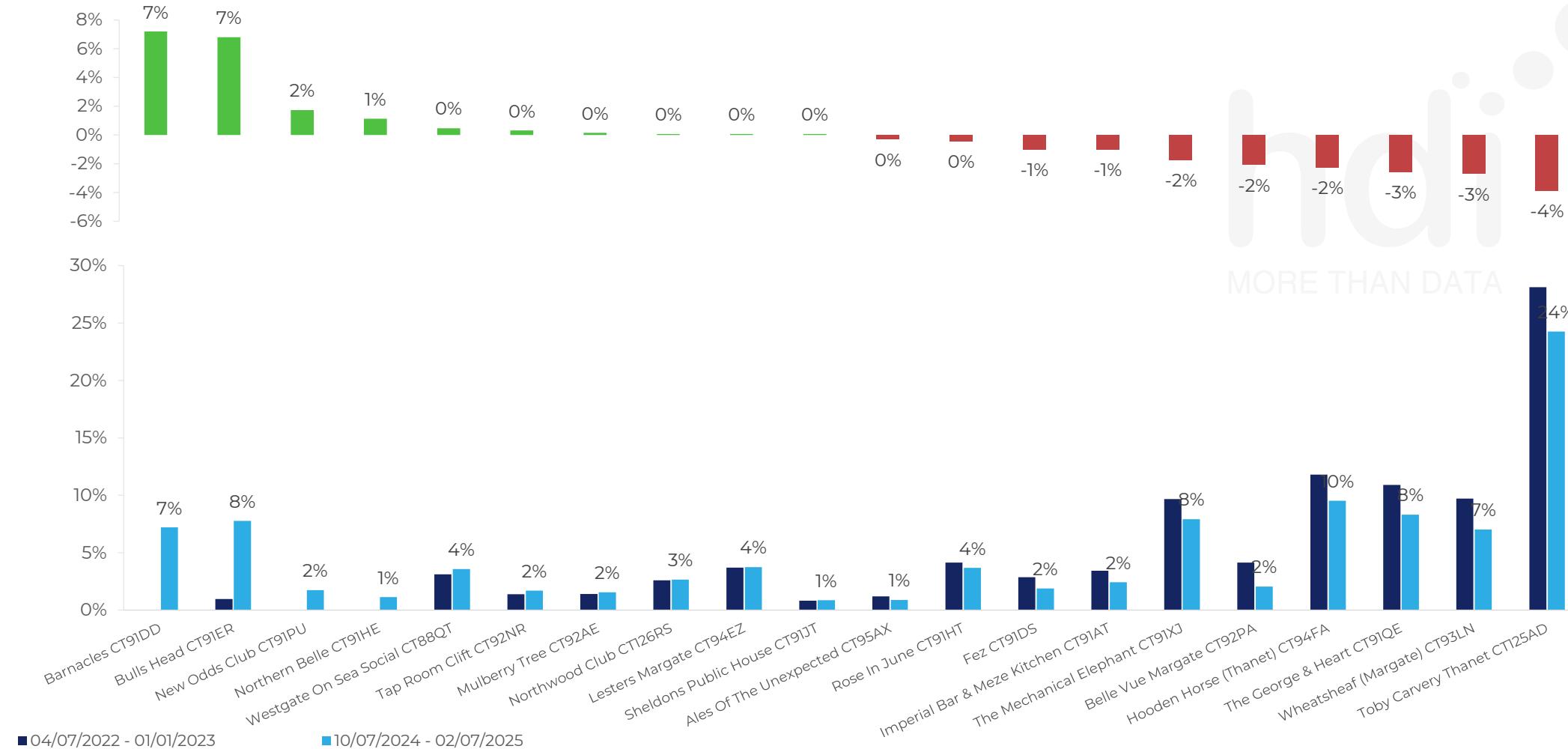




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Mulberry Tree CT92AE and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025

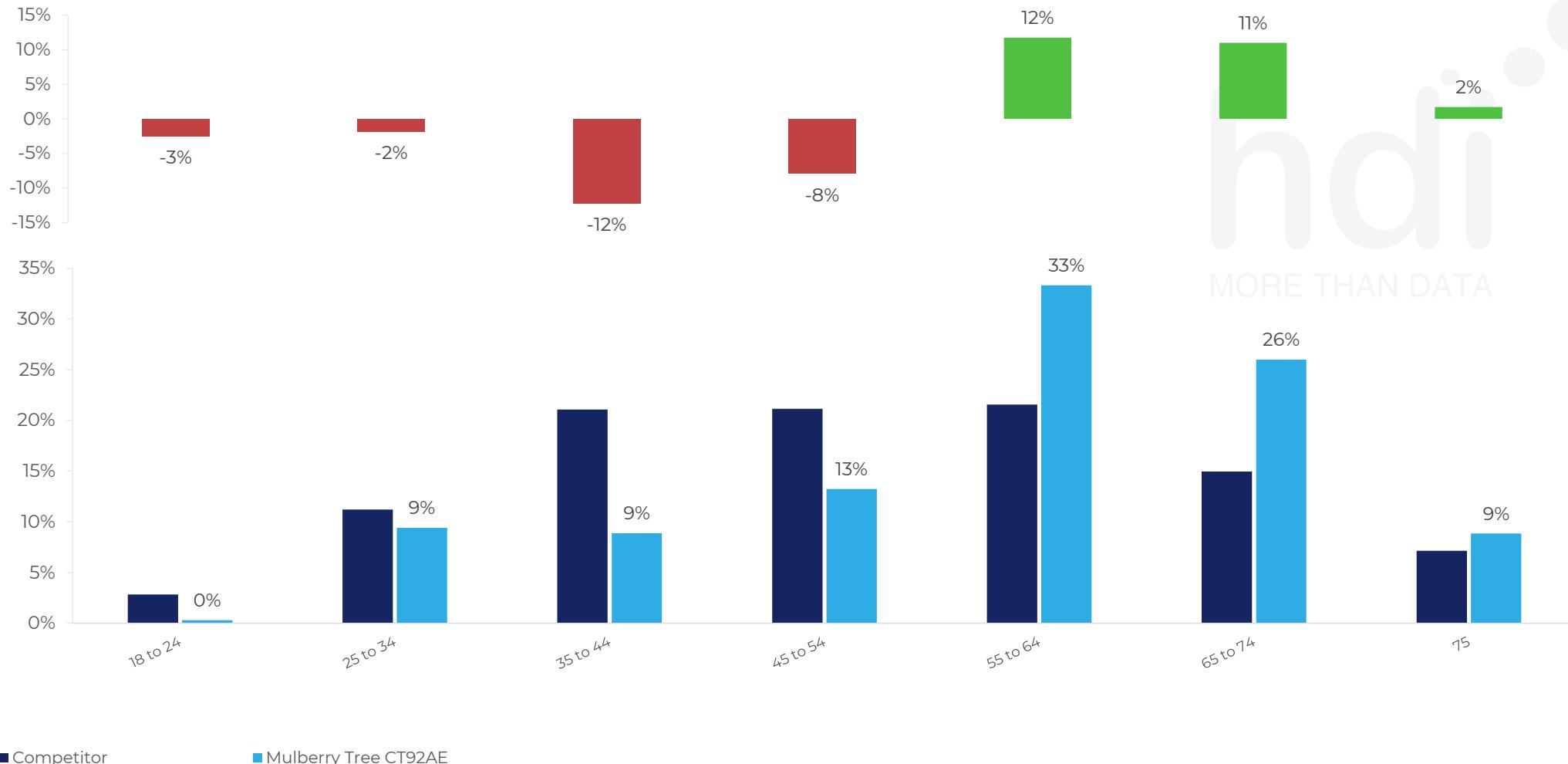




Age

How does the age profile of customers who visit Mulberry Tree CT92AE compare versus its competitors?

% of spend for Mulberry Tree CT92AE and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Age Range

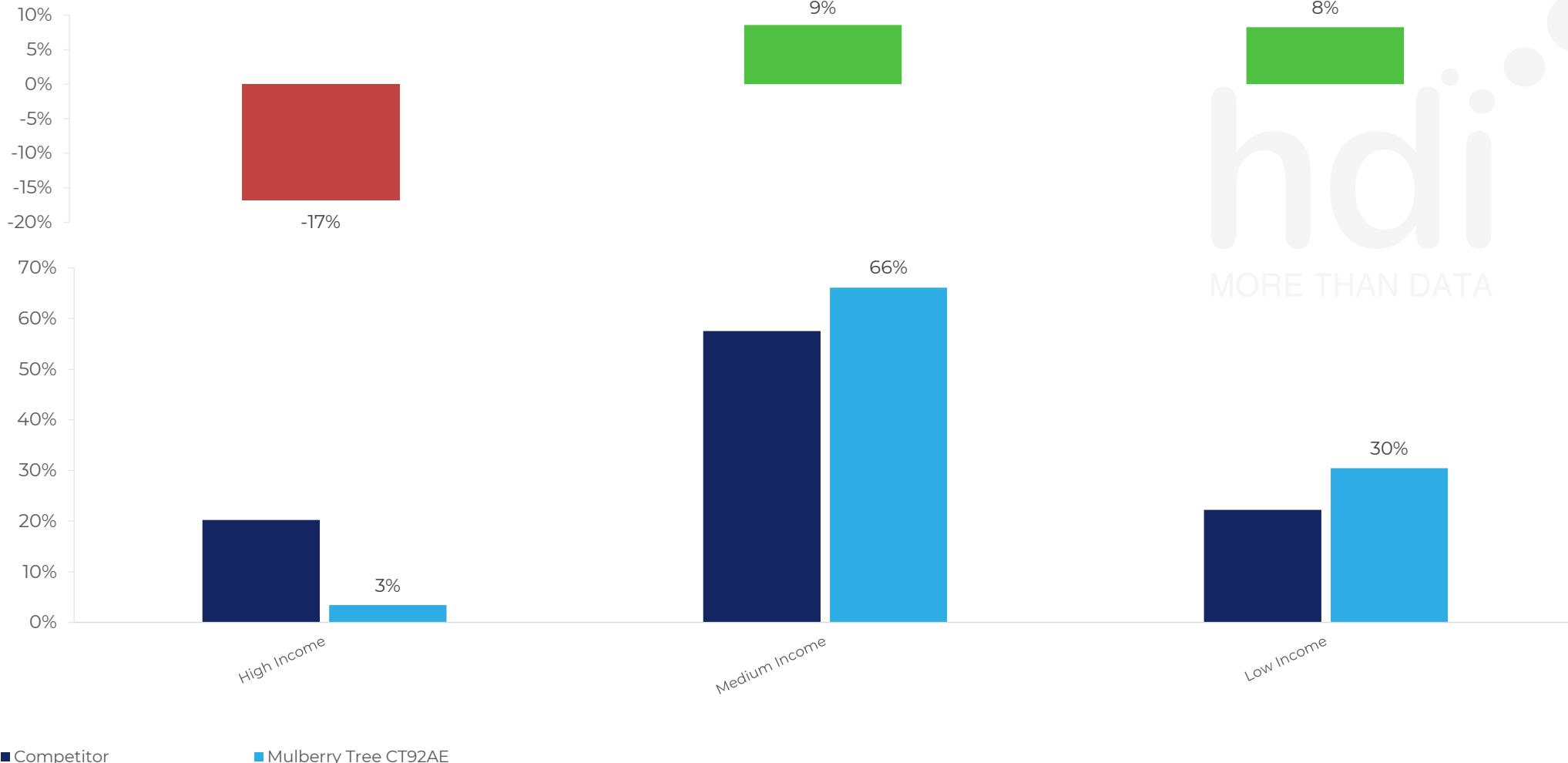




Affluence

How does the affluence of customers who visit Mulberry Tree CT92AE compare versus its competitors?

% of spend for Mulberry Tree CT92AE and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Affluence

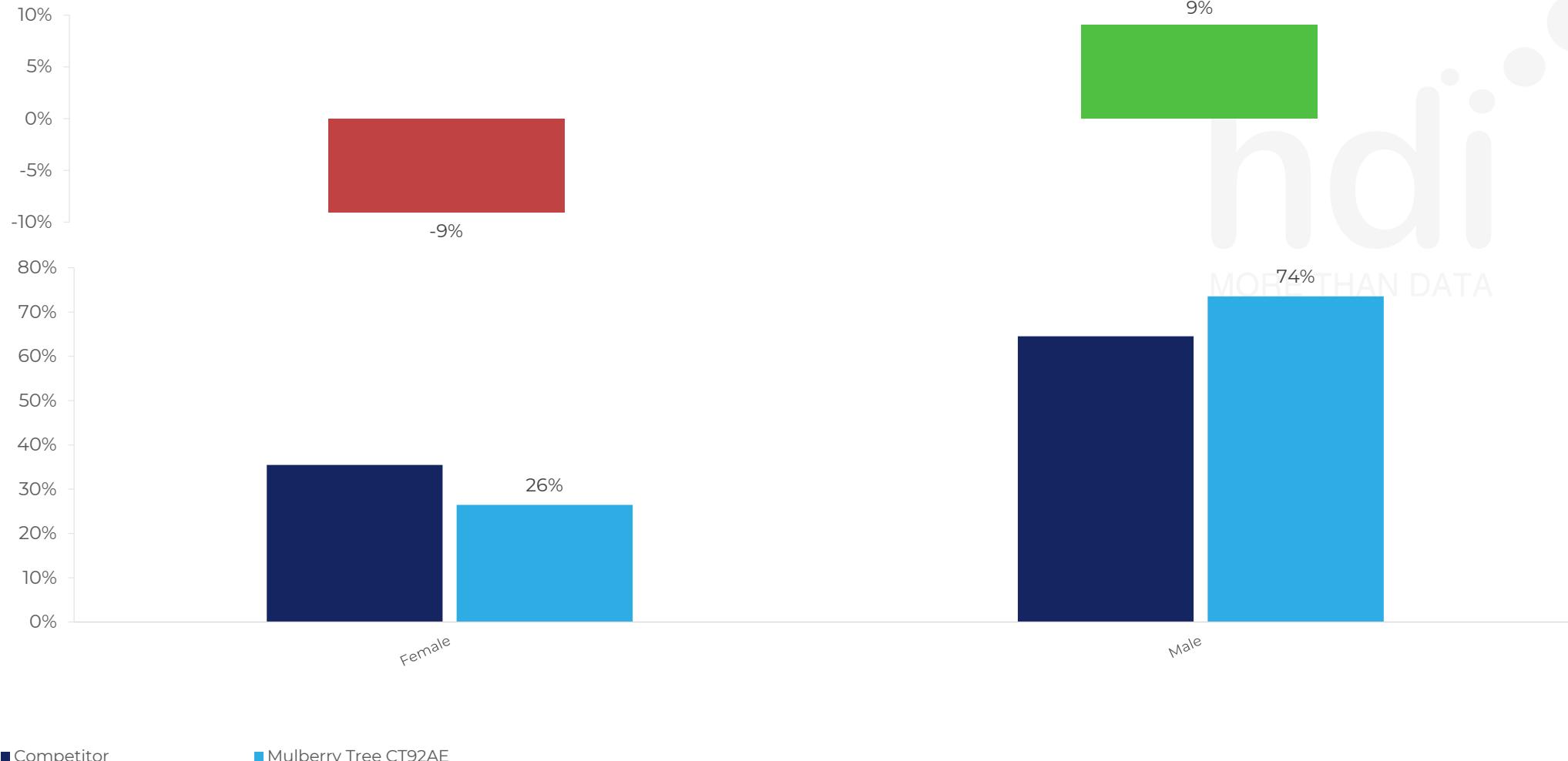




Gender

How does the gender profile of customers who visit Mulberry Tree CT92AE compare versus its competitors?

% of spend for Mulberry Tree CT92AE and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Gender



Competitor

Mulberry Tree CT92AE

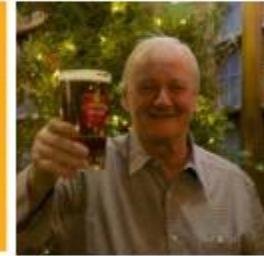
SEGMENT SNAPSHOTS

- 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.



1 – Family Familiar

- 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.



2 – Occasional & Local

- 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.



3 – Mid-week Seniors

- 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.



4 – PART OF THE PUB

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.

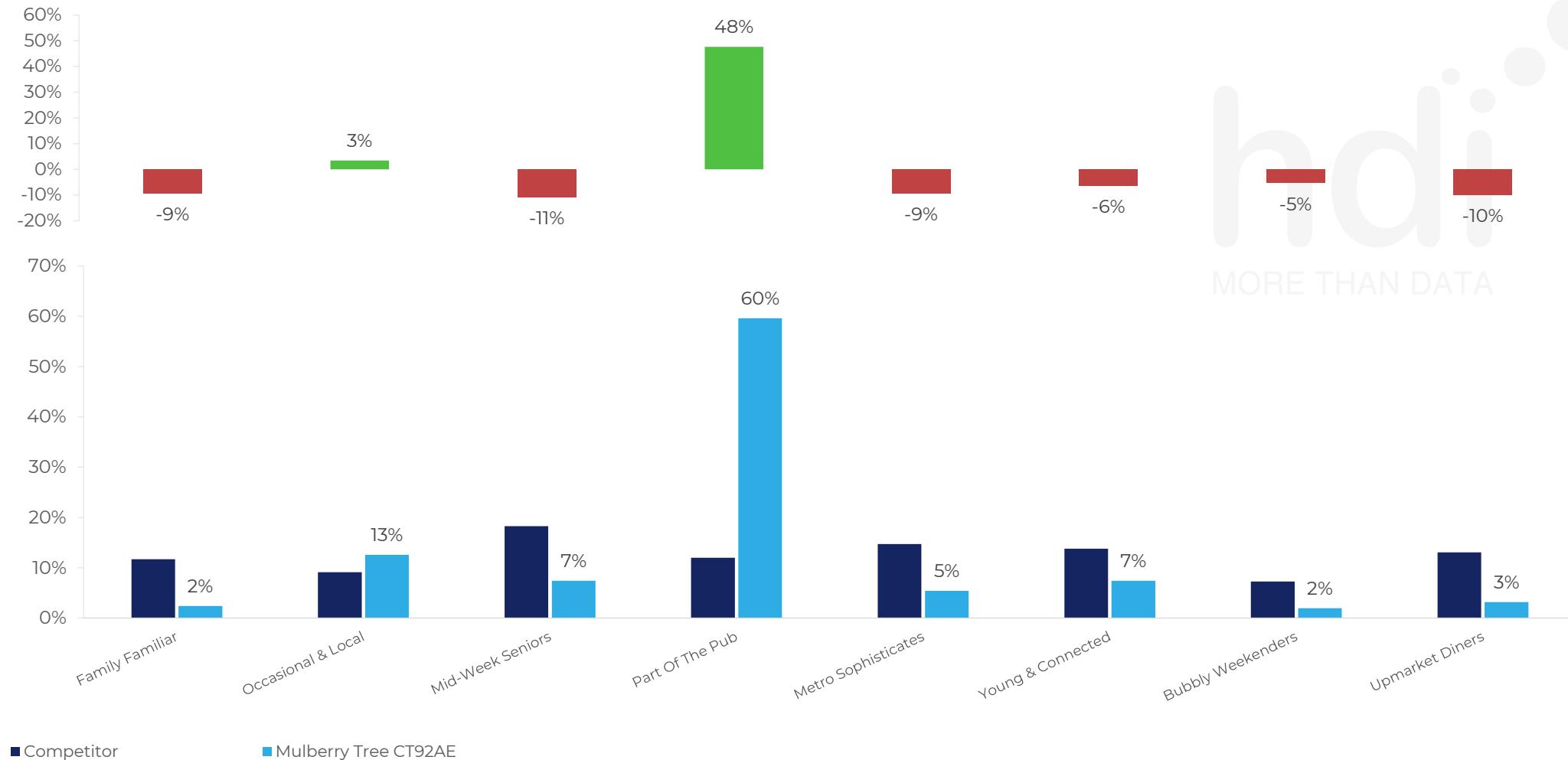




Punch Segmentation

How does the Custom segmentation profile of customers who visit Mulberry Tree CT92AE compare versus its competitors?

% of spend for Mulberry Tree CT92AE and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Segment

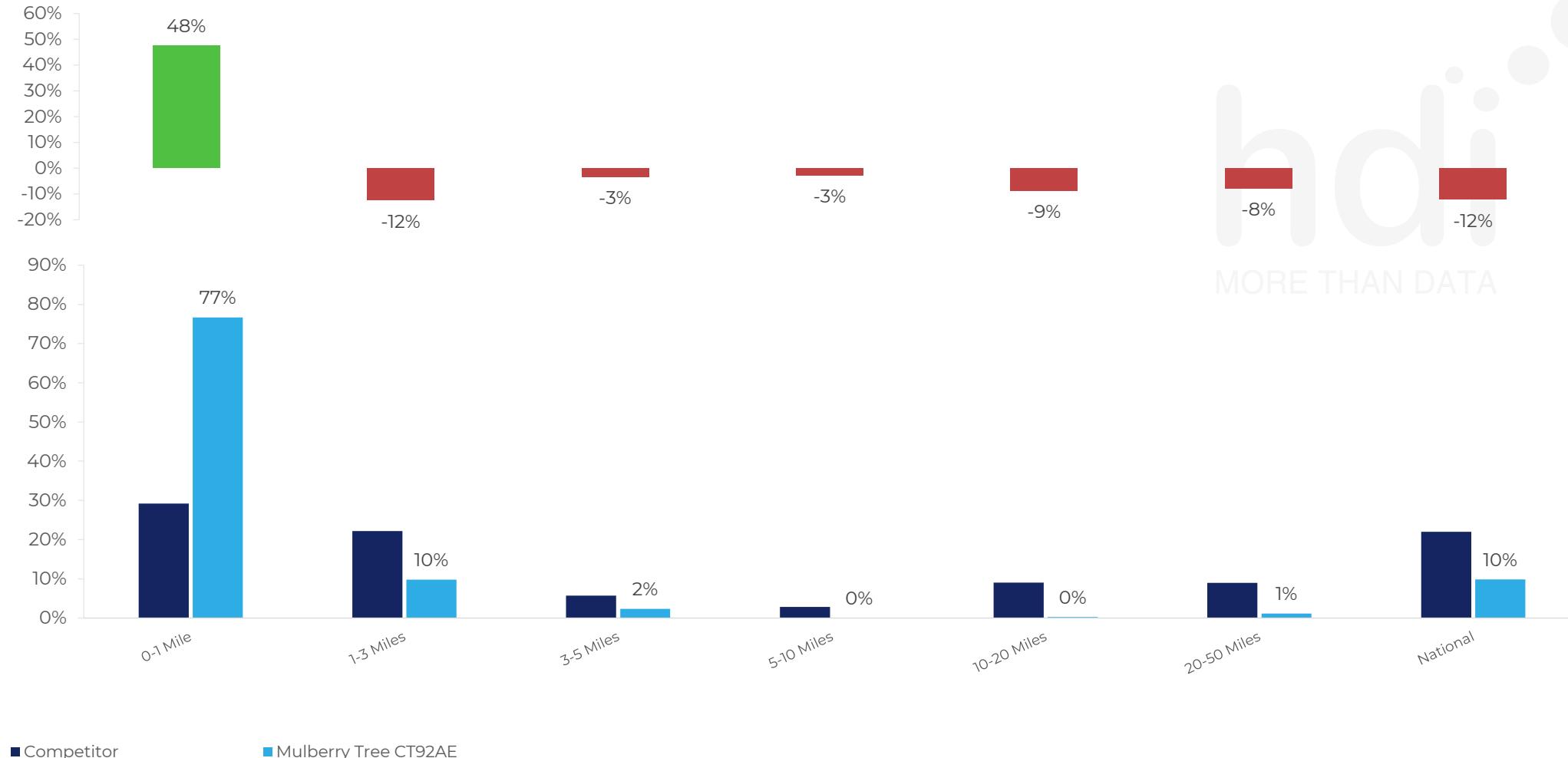




Spend by Distance

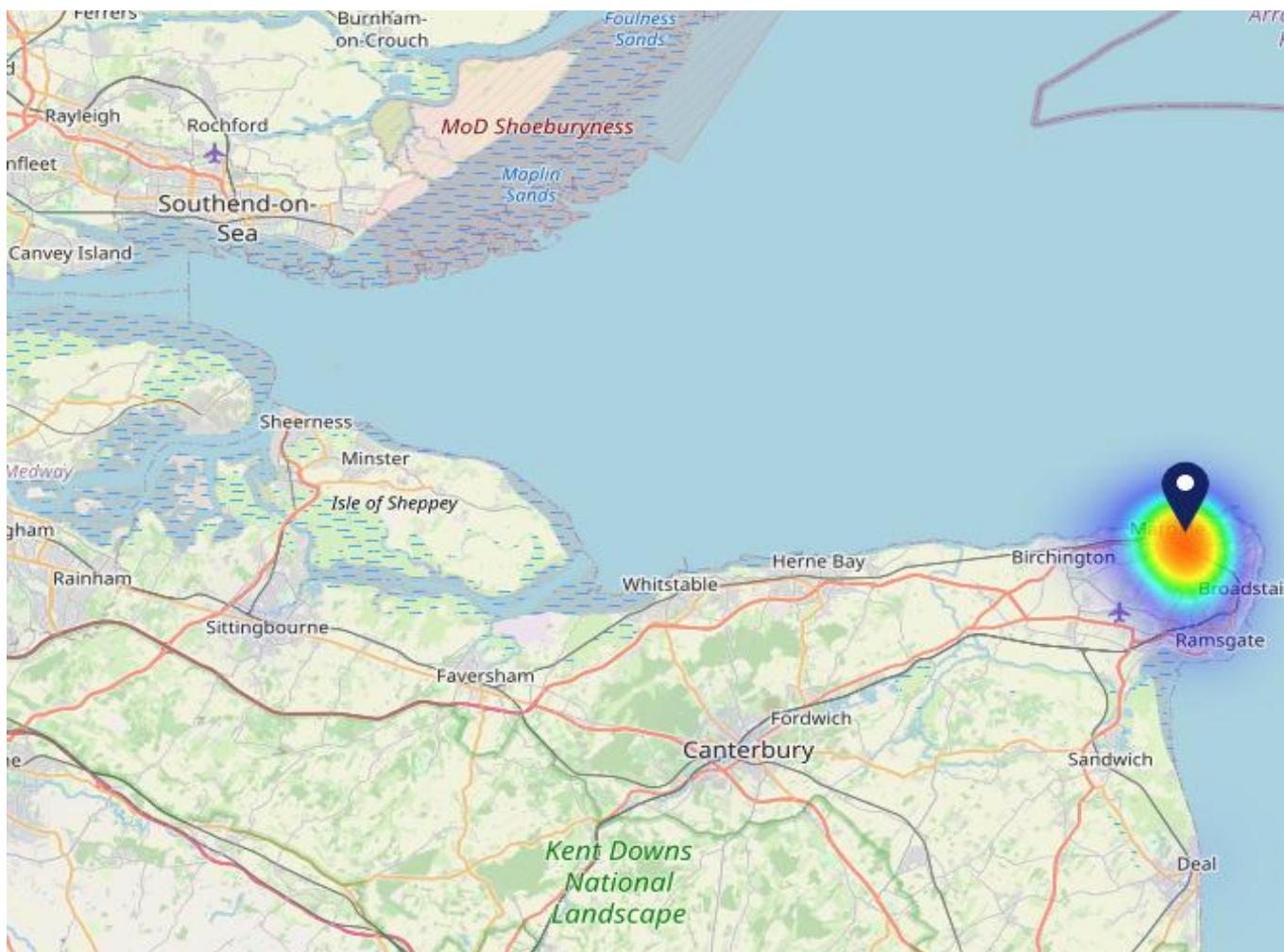
How does the spend profile of Mulberry Tree CT92AE compare versus its competitors based on travel distances?

% of spend for Mulberry Tree CT92AE and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Distance travelled





Map of Guest Origin



Where do customers of Mulberry Tree CT92AE come from?

Where do customers of Mulberry Tree CT92AE for 10/07/2024 - 02/07/2025 live

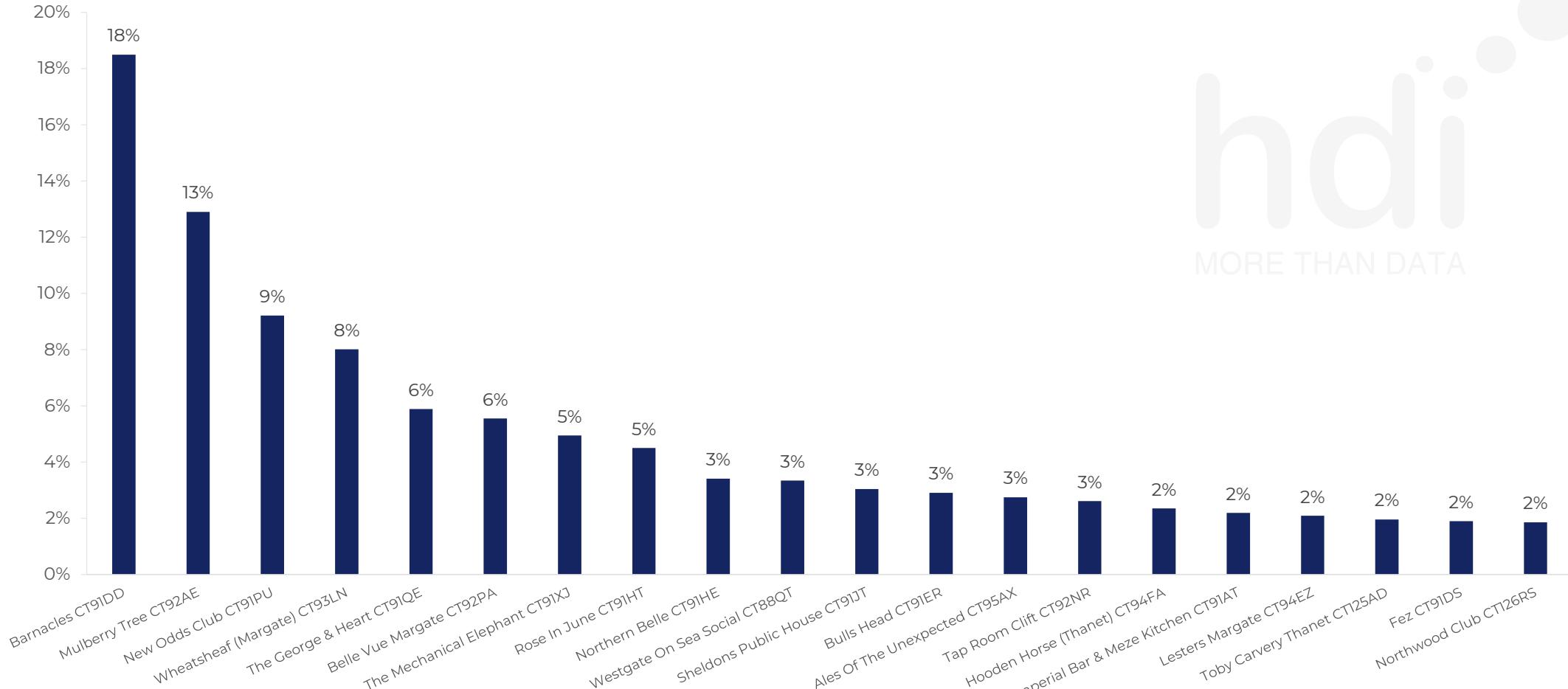




Share of Wallet

What are the Top 20 venues (by spend) that customers of Mulberry Tree CT92AE also visit?

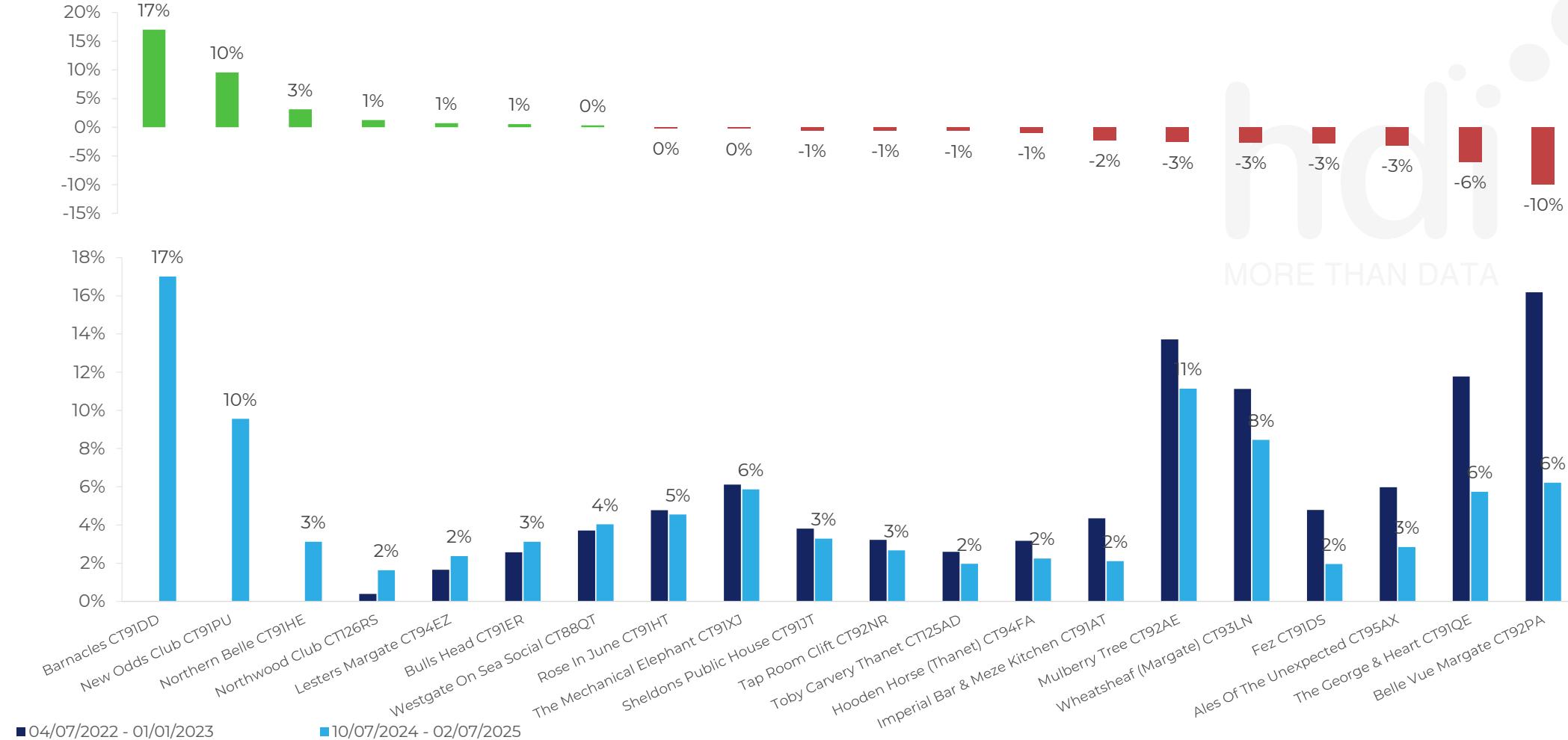
For customers of Mulberry Tree CT92AE, who are the top 20 competitors from 129 Chains in 3 Miles for 10/07/2024 - 02/07/2025 split by Venue





Share of Wallet Change

How has share of wallet of customers of Mulberry Tree CT92AE changed between two date ranges?



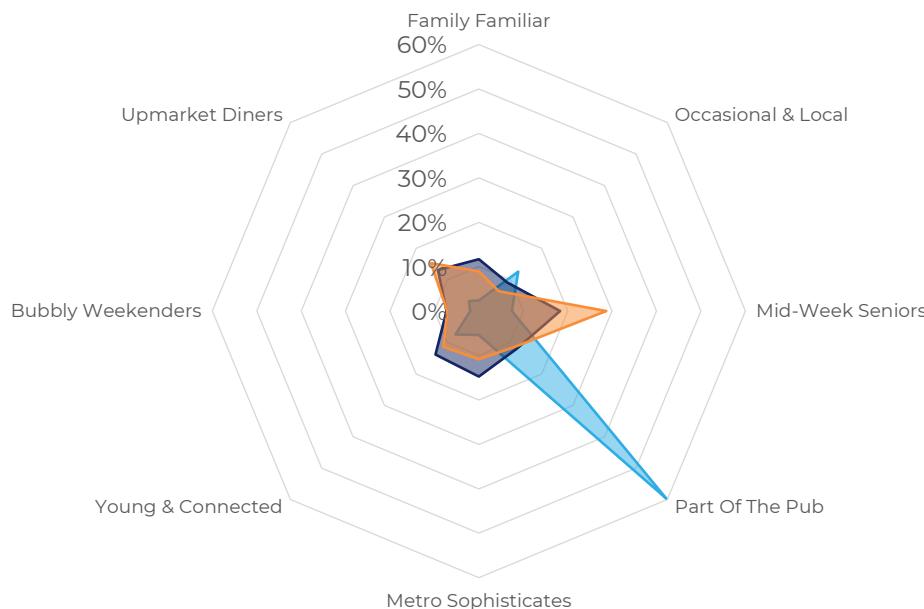


Market Summary

How does the local area for Mulberry Tree CT92AE 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	£605K	4	£6.68M	6	£38.62M	8	£97.16M	6
Weekpart	Mon - Thu	31.3%	1	28.4%	1	34.3%	1	39.8%	3
Weekpart	Fri - Sat	53.0%	10	51.7%	10	49.3%	10	43.4%	7
Weekpart	Sun	15.6%	7	19.9%	9	16.5%	8	16.8%	8
Age	18 to 24	2.4%	2	1.0%	1	2.3%	1	3.6%	2
Age	25 to 34	17.0%	3	17.4%	3	16.2%	2	14.7%	1
Age	35 to 44	27.8%	8	31.7%	10	28.0%	9	25.1%	7
Age	45 to 54	19.6%	5	25.3%	9	22.5%	8	21.1%	7
Age	55 to 64	19.9%	8	16.5%	6	19.1%	8	18.6%	9
Age	65 to 74	9.9%	8	6.7%	6	9.0%	8	11.6%	9
Age	75+	3.3%	7	1.3%	3	2.9%	6	5.3%	9
CAMEO	Business Elite	4.8%	4	7.5%	6	6.5%	5	4.9%	4
CAMEO	Prosperous Professionals	1.7%	2	5.8%	5	5.0%	4	4.6%	3
CAMEO	Flourishing Society	7.4%	3	10.0%	4	10.5%	4	10.6%	4
CAMEO	Content Communities	9.2%	3	12.3%	6	10.8%	4	11.2%	4
CAMEO	White Collar Neighbourhoods	10.7%	5	13.1%	7	15.5%	9	14.0%	9
CAMEO	Enterprising Mainstream	7.6%	5	9.3%	7	10.0%	7	14.4%	10
CAMEO	Paying The Mortgage	23.5%	10	17.2%	7	16.8%	7	16.8%	7
CAMEO	Cash Conscious Communities	21.3%	10	16.5%	9	15.4%	9	12.8%	9
CAMEO	On A Budget	7.7%	7	5.8%	5	7.4%	6	8.2%	7
CAMEO	Family Value	6.1%	8	2.4%	5	2.0%	5	2.4%	5
Affluence	AB	13.9%	2	23.4%	4	22.0%	4	20.1%	3
Affluence	C1C2	50.9%	6	51.9%	7	53.1%	8	56.5%	9
Affluence	DE	35.2%	9	24.7%	7	24.9%	7	23.4%	7

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
Mulberry Tree	58	2.38%	12.57%	7.42%	59.65%	5.41%	7.43%	1.95%	3.16%
Local Catchment	5691	11.68%	9.11%	18.29%	12.00%	14.73%	13.81%	7.26%	13.08%
Punch T&L	99167	8.94%	6.33%	28.67%	11.42%	10.85%	11.35%	7.13%	15.27%
Mulberry Tree vs Local Catchment		-9.30%	3.46%	-10.87%	47.65%	-9.32%	-6.38%	-5.31%	-9.92%
Mulberry Tree vs Punch T&L		-6.56%	6.24%	-21.25%	48.23%	-5.44%	-3.92%	-5.18%	-12.11%
Local Catchment vs Punch T&L		2.74%	2.78%	-10.38%	0.58%	3.88%	2.46%	0.13%	-2.19%