



Site Summary



Hare & Hounds CW82RN

CW82RN

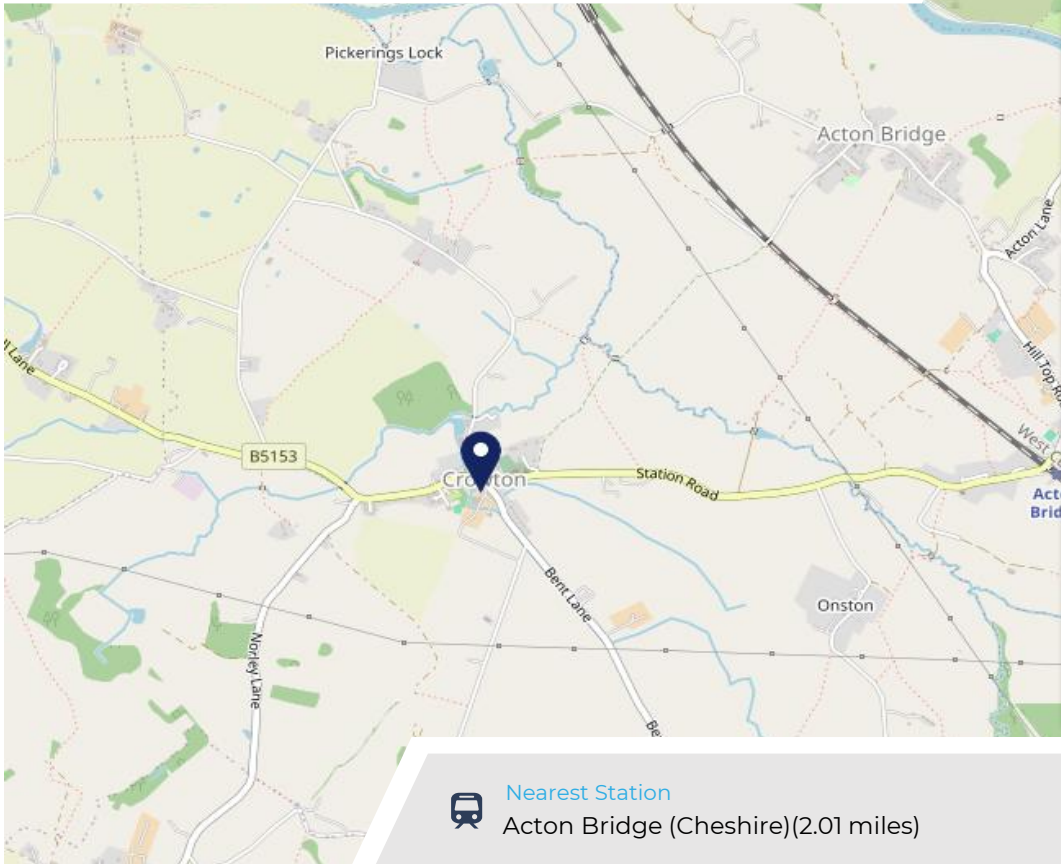
Punch T&L

Work Area
Warrington and Wigan

Region
North West

TV Region
North West

Urbanicity
Rural hamlet and isolated d



ATV
£17.86

Gender
69.30%
Male

Affluence
67.05%
High Income

Segmentation
30.50%
Flourishing Society

Age Group
25.33%
55 to 64

Visit Day
30.31%
Sun

Top Competitors

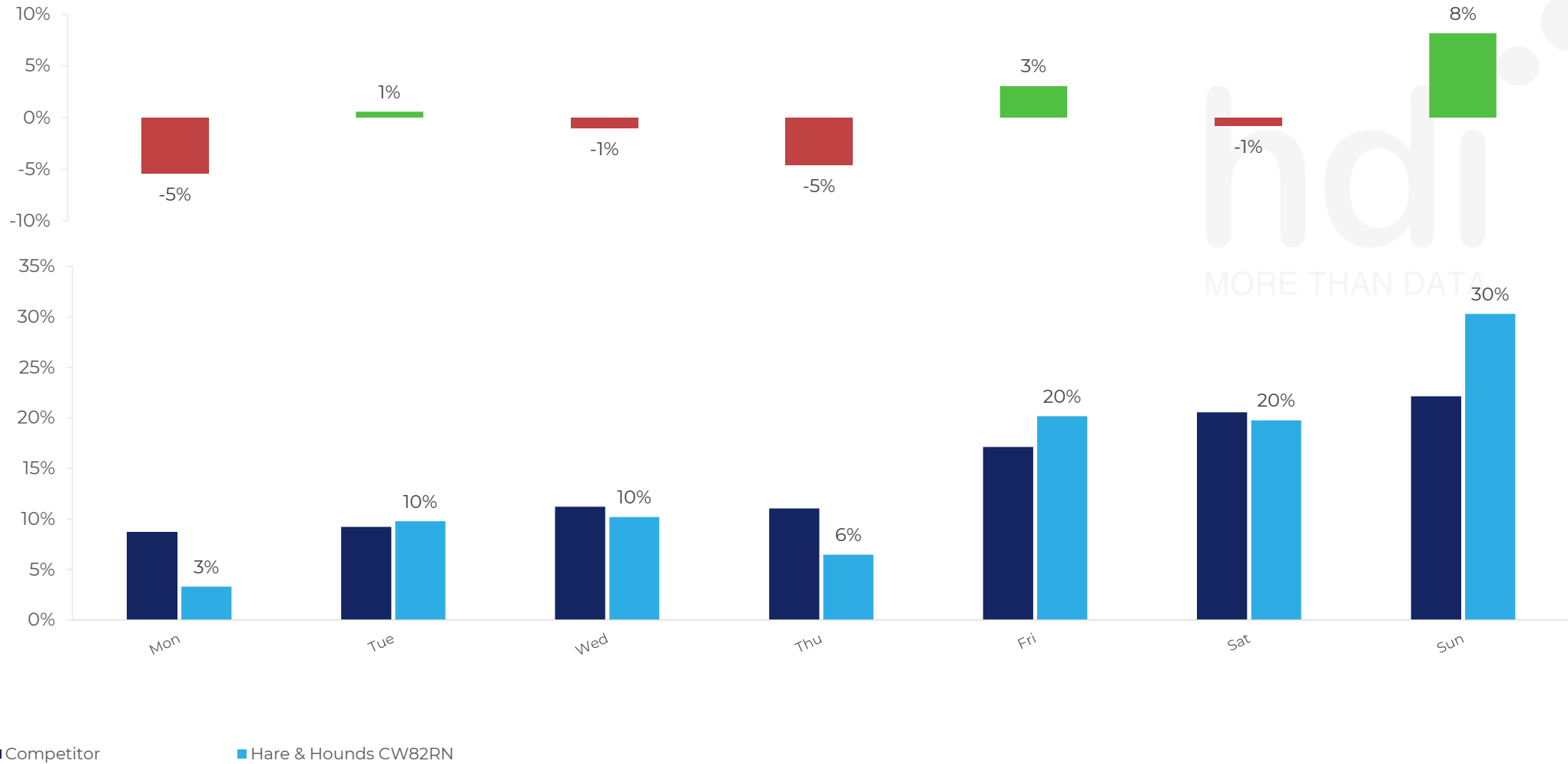
- Tigers Head Inn** **#1**
WA68NT
 Marstons Community Wet
- Hazel Pear** **#2**
CW83RA
 Punch - Fireside Inns
- White Barn (Cuddington)** **#3**
CW82LD
 Hungry Horse

Nearest Station
Acton Bridge (Cheshire)(2.01 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Hare & Hounds CW82RN versus its competitors?

% of spend for Hare & Hounds CW82RN and 111 Chains in 3 Miles from 12/03/2025 - 08/04/2026 split by Day of Week

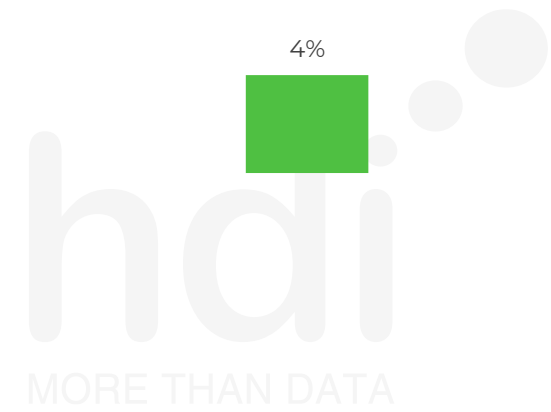
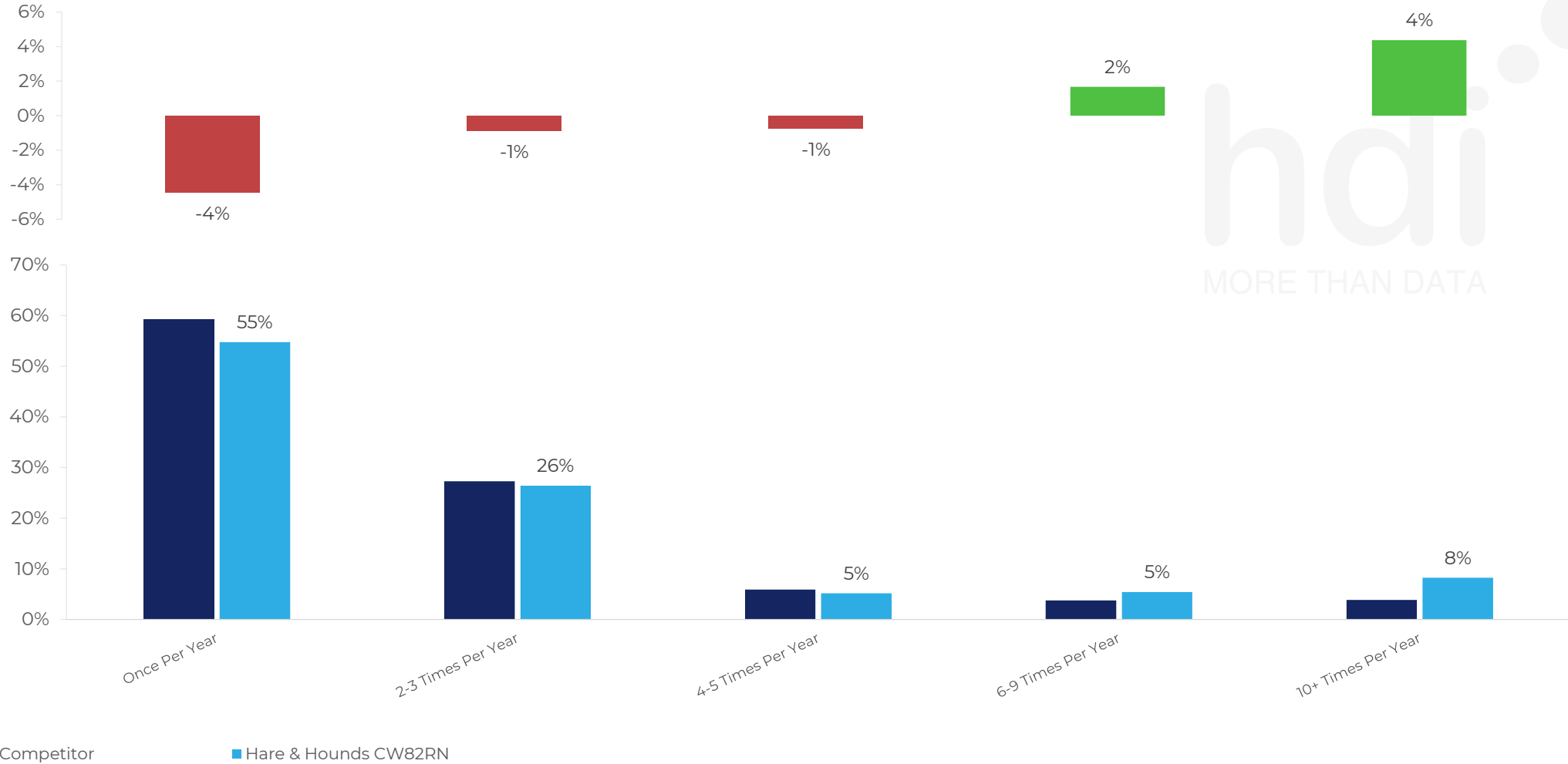




Visit Frequency

How frequently per year do customers visit Hare & Hounds CW82RN versus its competitors?

% of customer numbers for Hare & Hounds CW82RN and 111 Chains in 3 Miles from 12/03/2025 - 08/04/2026 and the number of visits made Per Annum



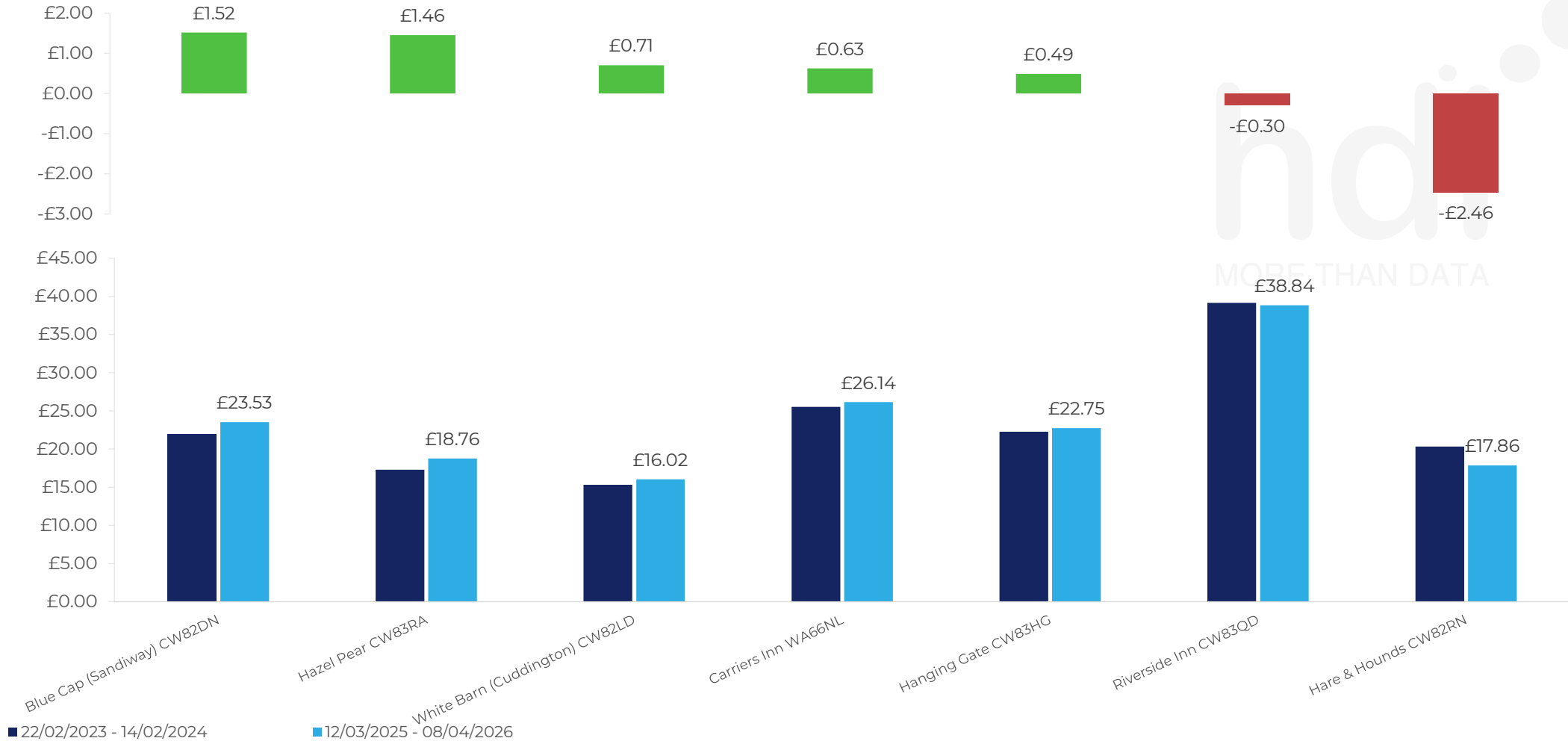
■ Competitor

■ Hare & Hounds CW82RN



ATV Change

How has ATV changed between two date ranges?

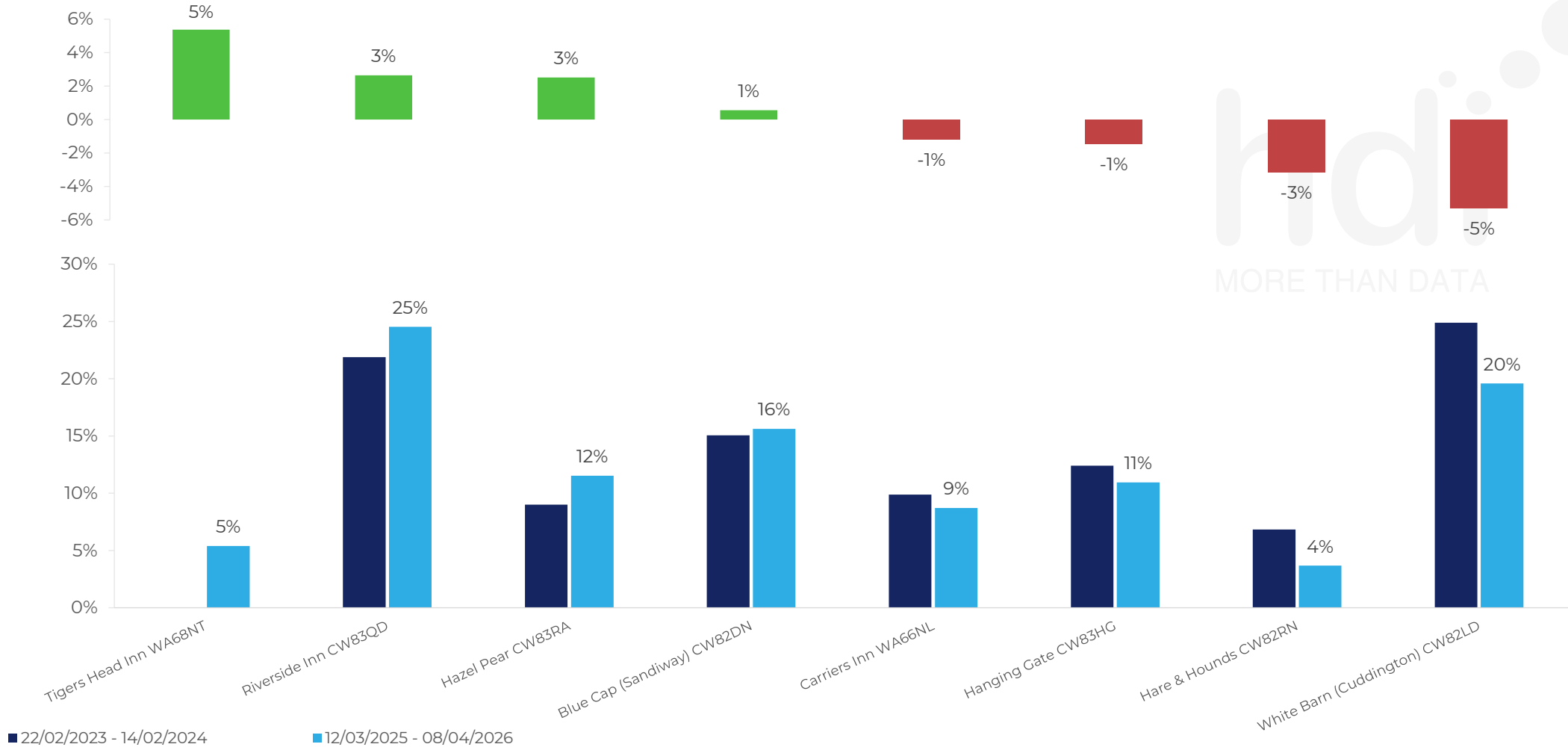
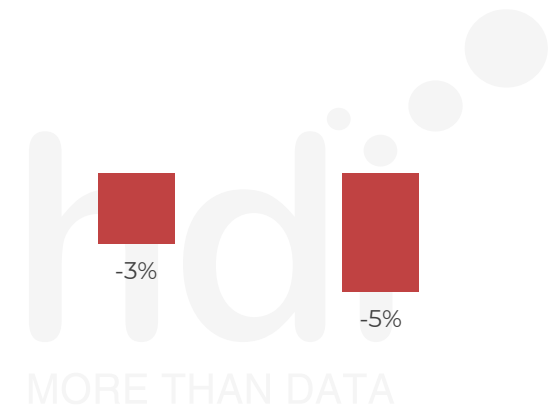




Market Share Change

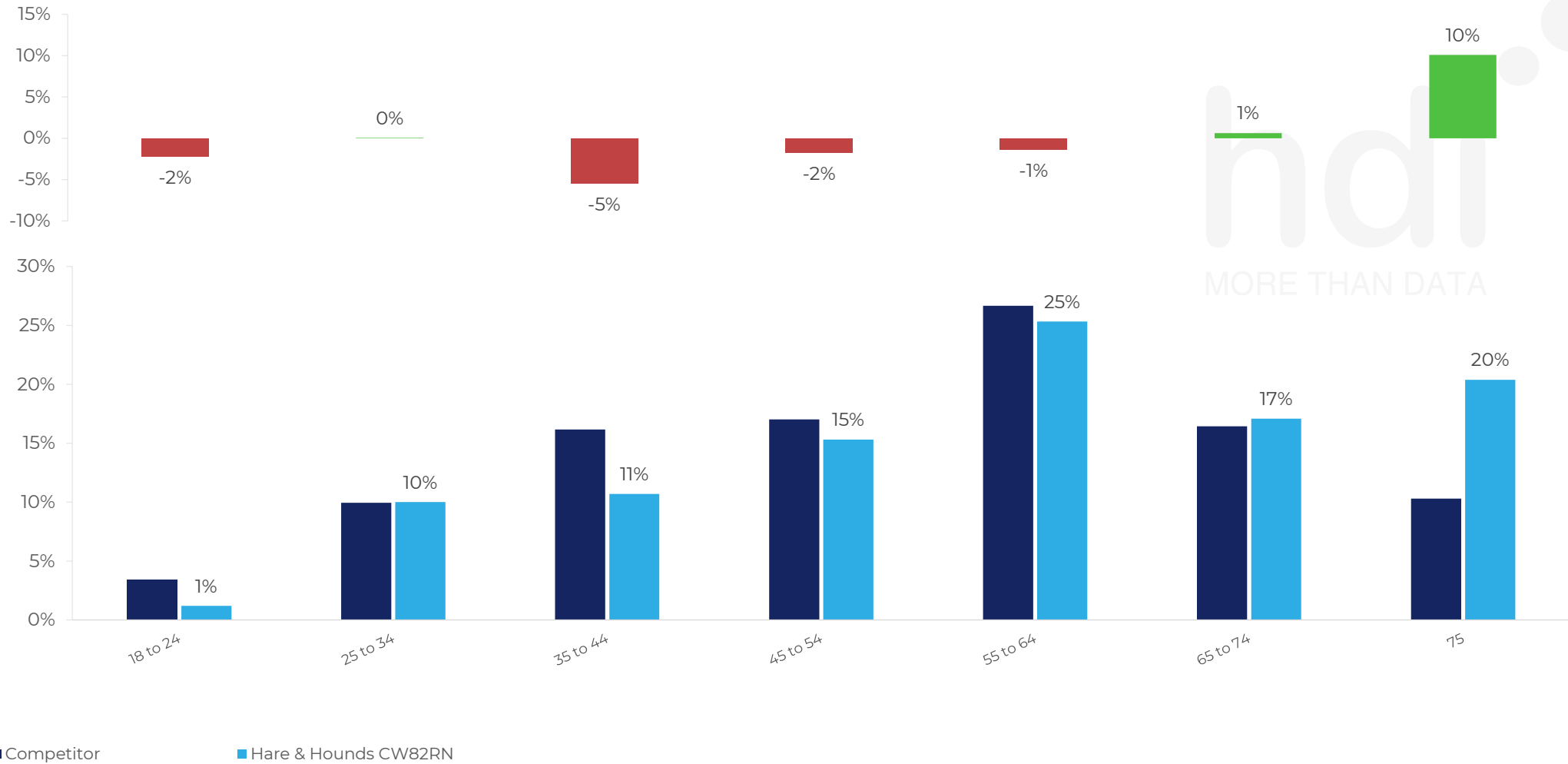
How has market share changed between two date ranges?

% of market share spend for Hare & Hounds CW82RN and 111 Chains in 3 Miles from 12/03/2025 - 08/04/2026



How does the age profile of customers who visit Hare & Hounds CW82RN compare versus its competitors?

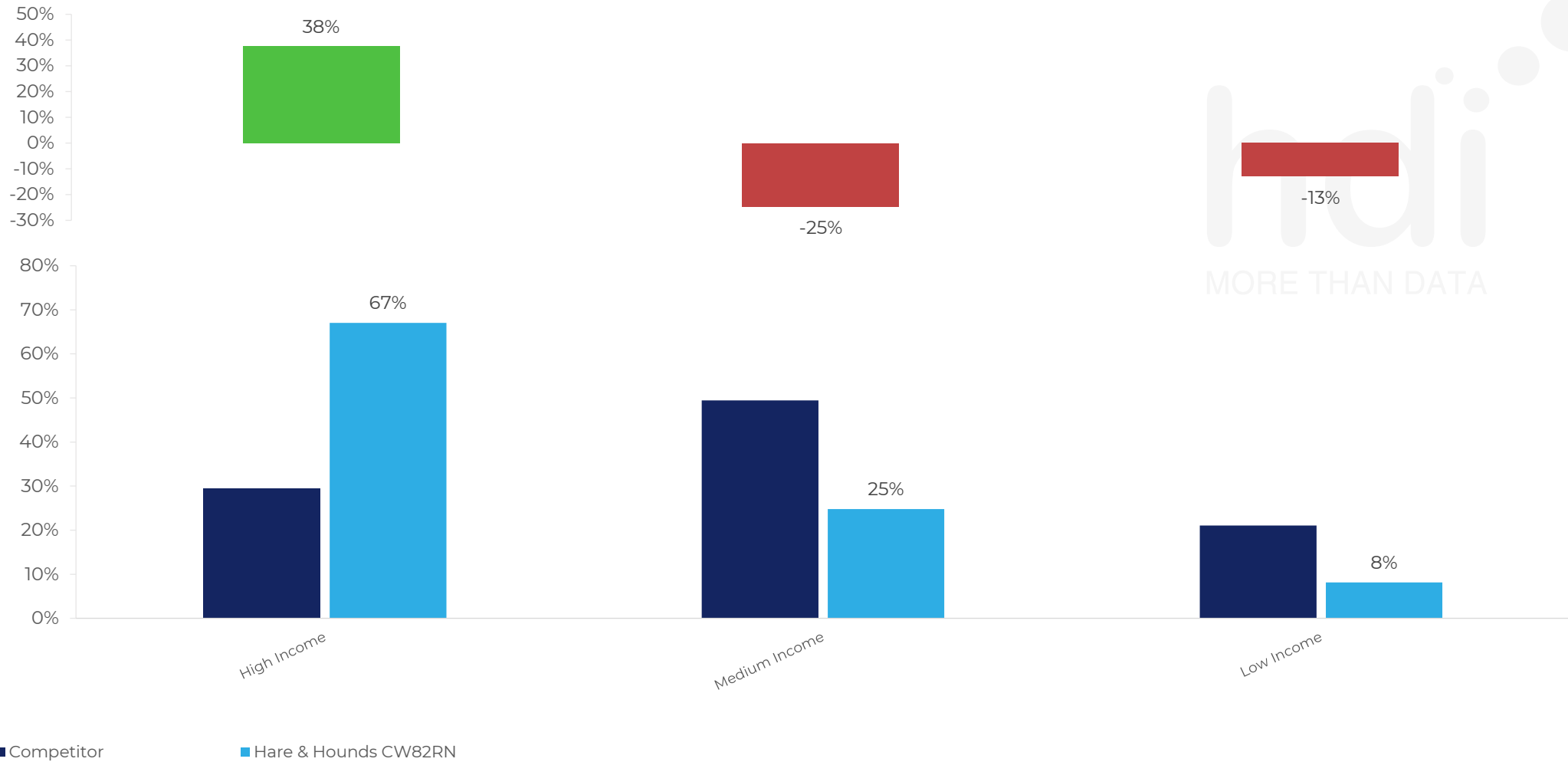
% of spend for Hare & Hounds CW82RN and 111 Chains in 3 Miles from 12/03/2025 - 08/04/2026 split by Age Range



Affluence

How does the affluence of customers who visit Hare & Hounds CW82RN compare versus its competitors?

% of spend for Hare & Hounds CW82RN and 111 Chains in 3 Miles from 12/03/2025 - 08/04/2026 split by Affluence

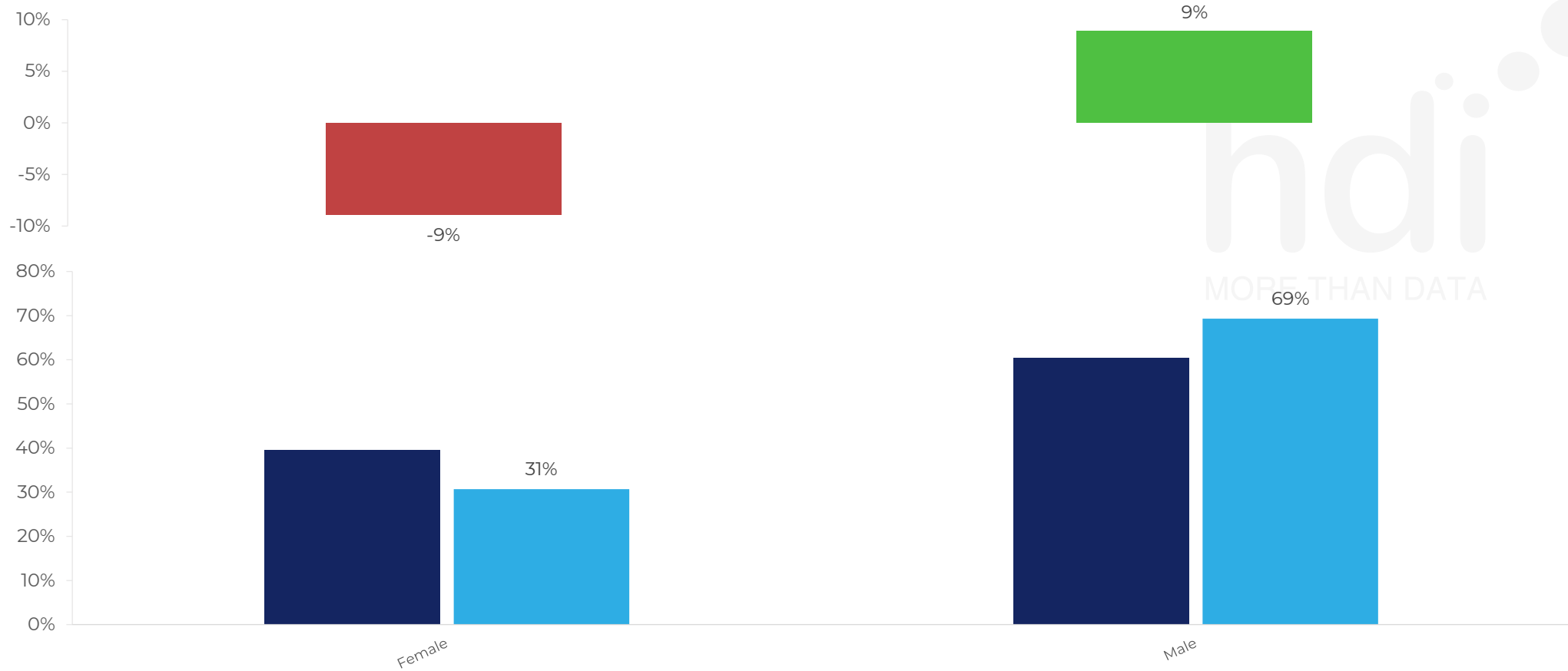




Gender

How does the gender profile of customers who visit Hare & Hounds CW82RN compare versus its competitors?

% of spend for Hare & Hounds CW82RN and 111 Chains in 3 Miles from 12/03/2025 - 08/04/2026 split by Gender



■ Competitor

■ Hare & Hounds CW82RN

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

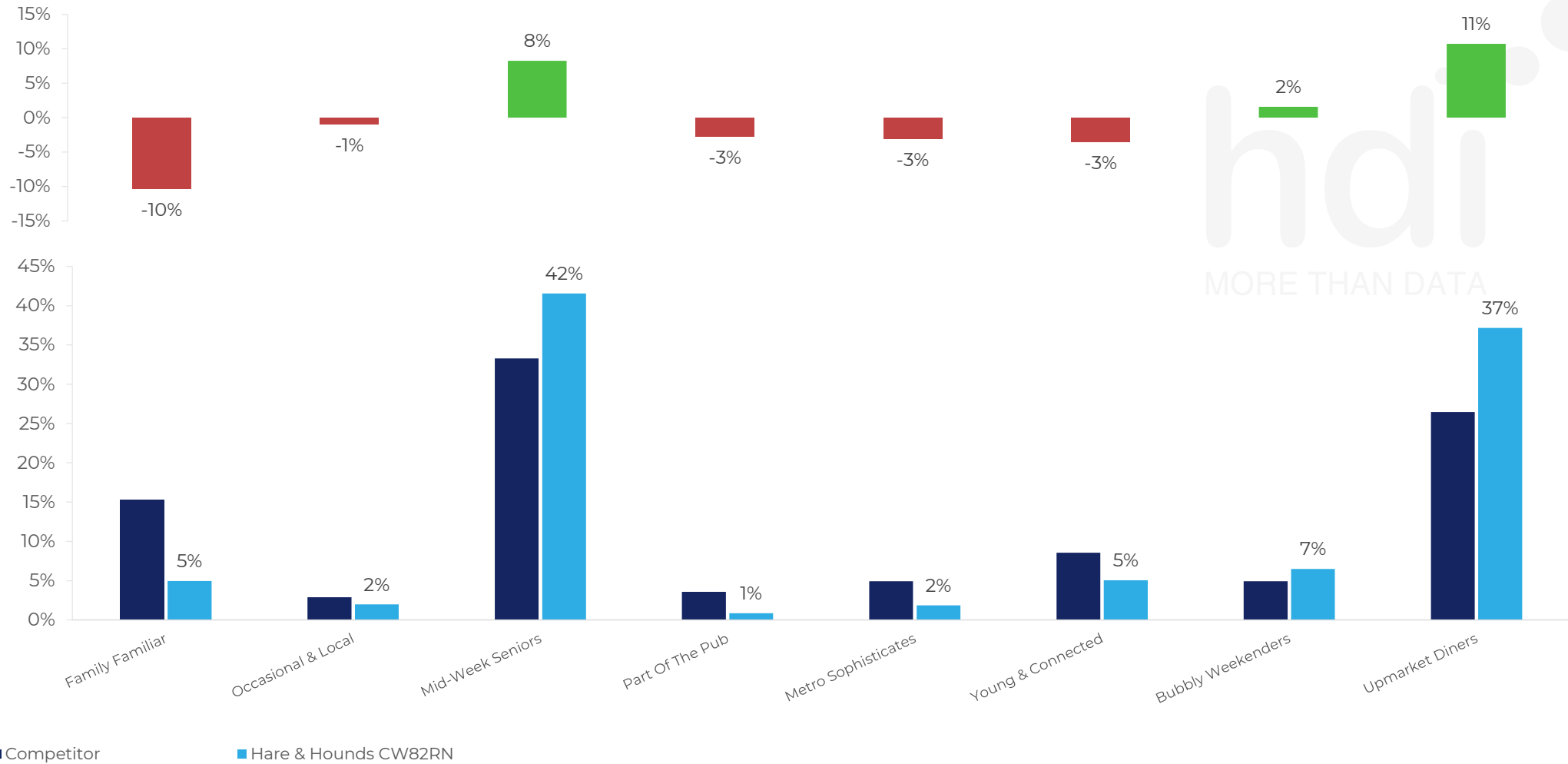
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Hare & Hounds CW82RN compare versus its competitors?

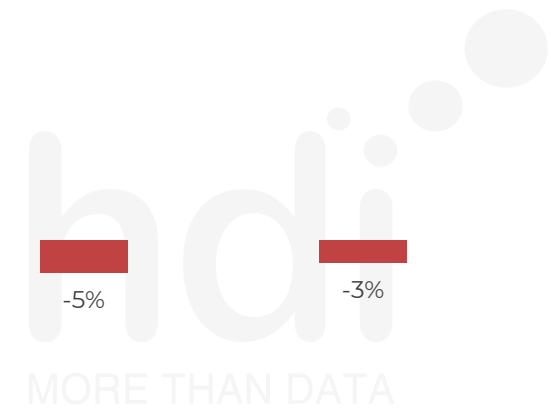
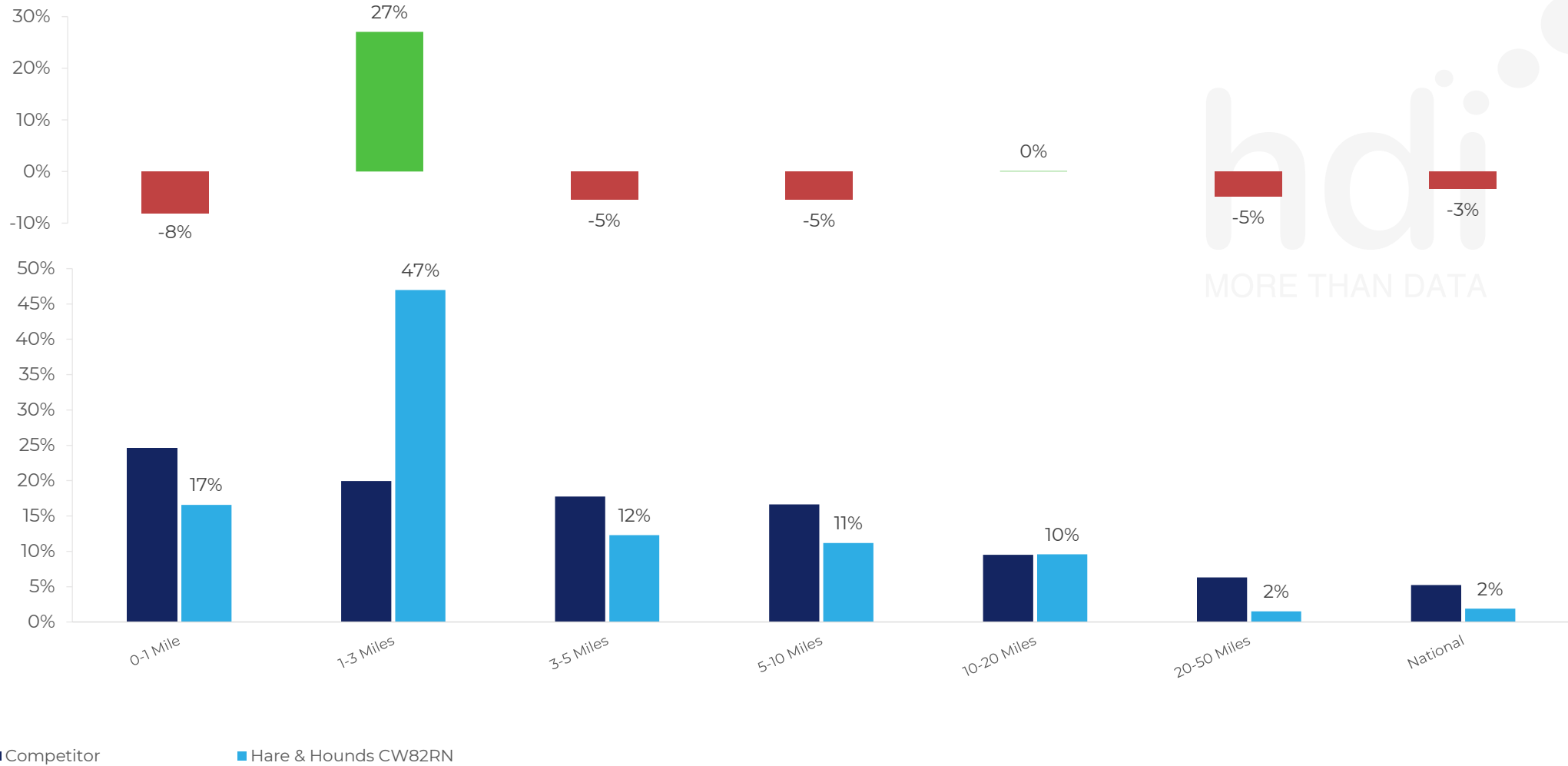
% of spend for Hare & Hounds CW82RN and 111 Chains in 3 Miles from 12/03/2025 - 08/04/2026 split by Segment



Spend by Distance

How does the spend profile of Hare & Hounds CW82RN compare versus its competitors based on travel distances?

% of spend for Hare & Hounds CW82RN and 111 Chains in 3 Miles from 12/03/2025 - 08/04/2026 split by Distance travelled

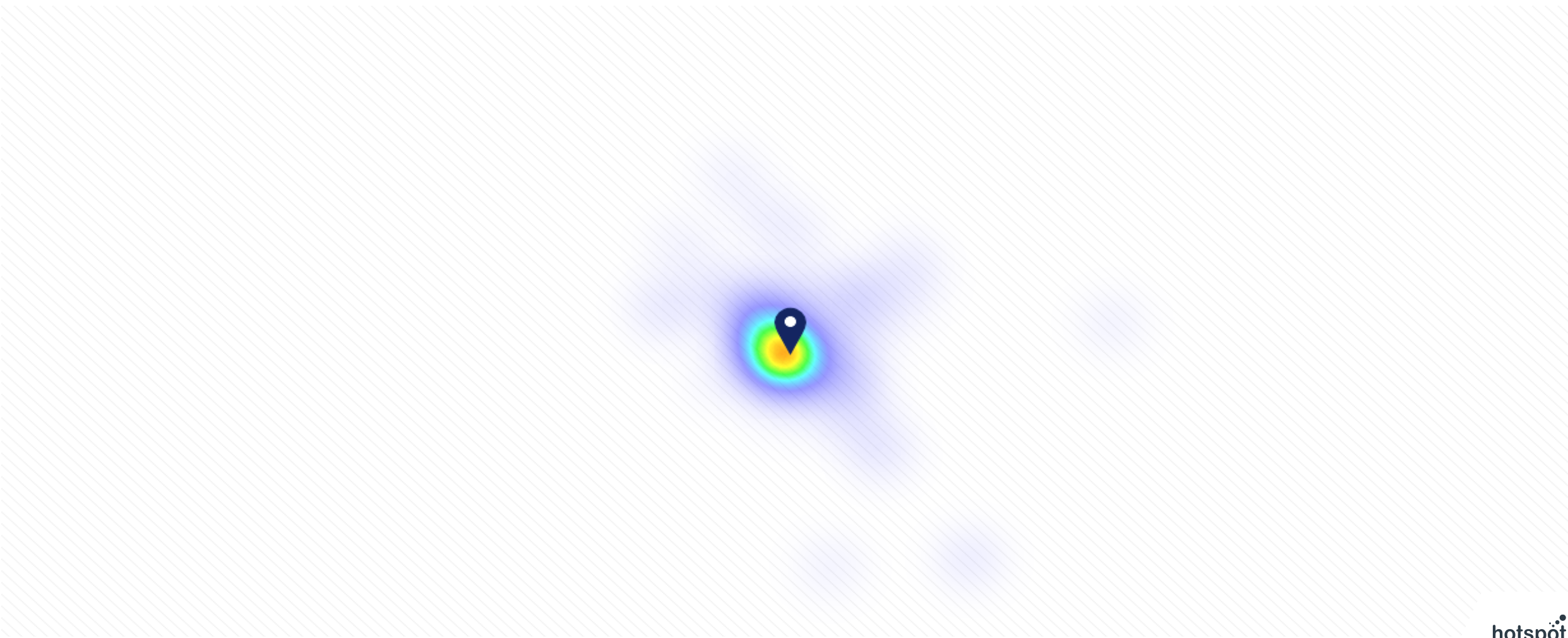




Map of Guest Origin

Where do customers of Hare & Hounds CW82RN come from?

Where do customers of Hare & Hounds CW82RN for 12/03/2025 - 08/04/2026 live

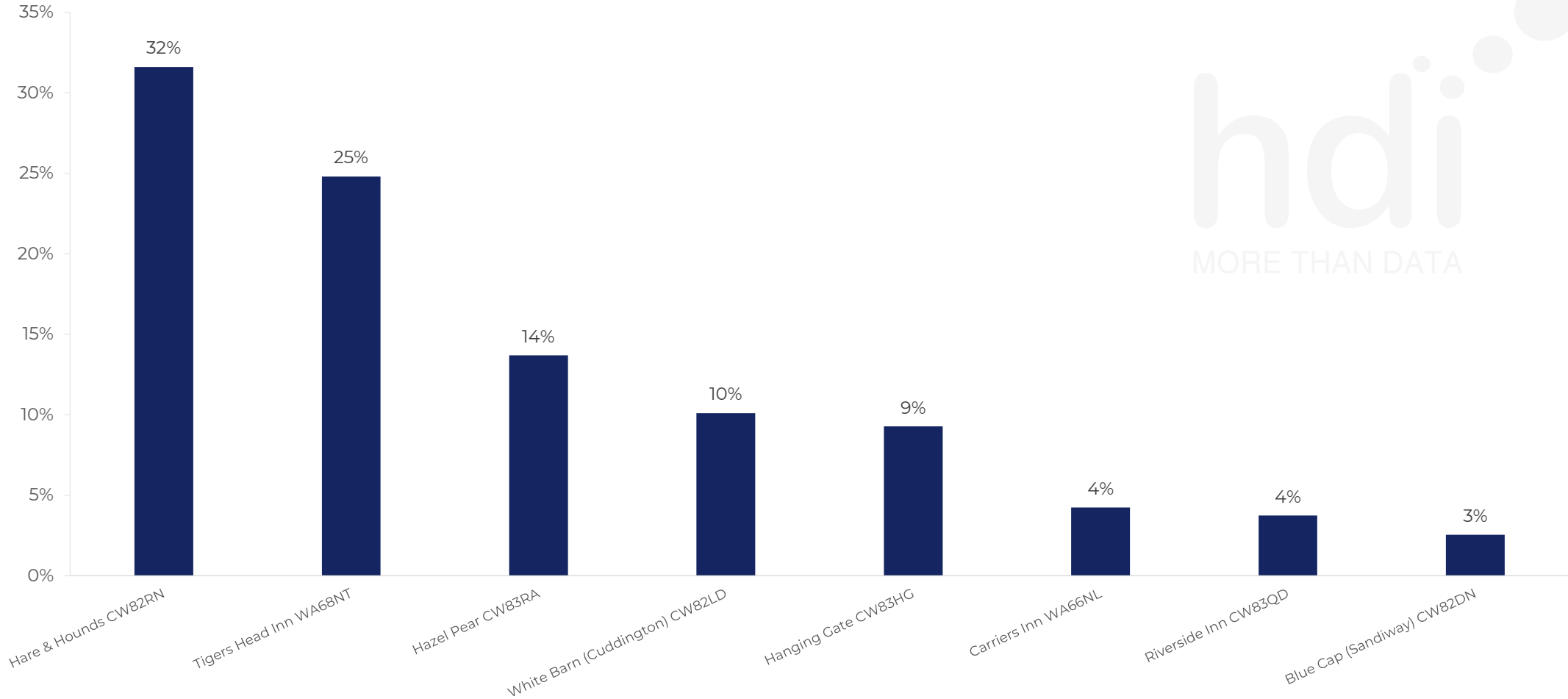




Share of Wallet

What are the Top 20 venues (by spend) that customers of Hare & Hounds CW82RN also visit?

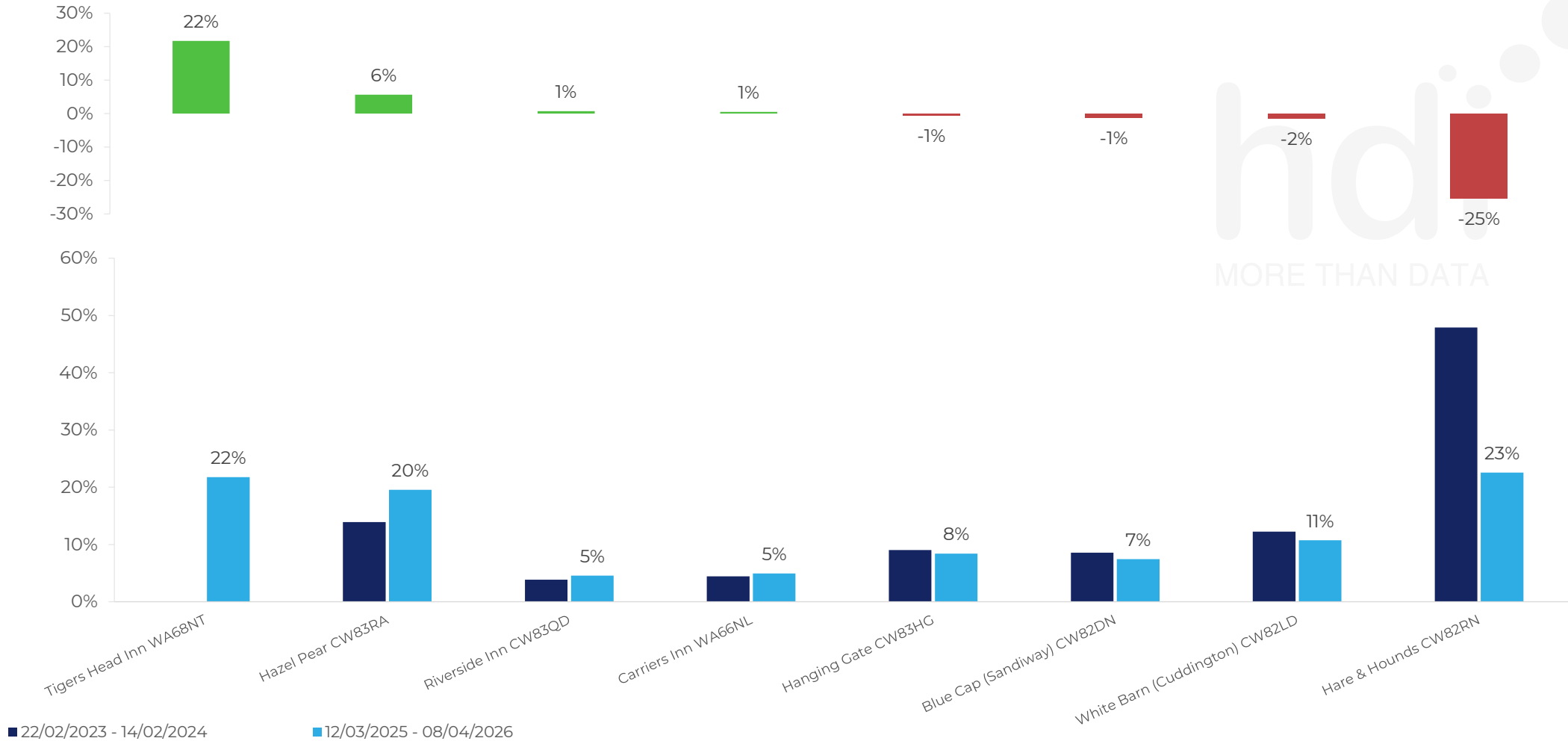
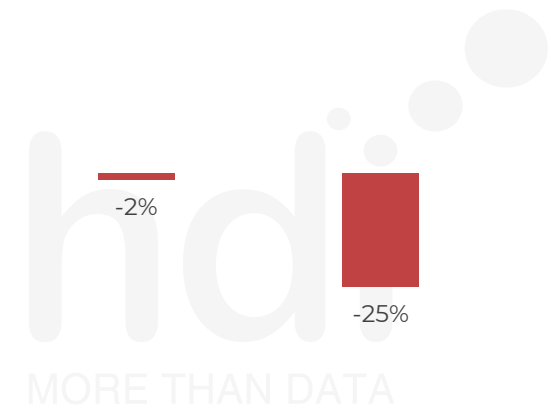
For customers of Hare & Hounds CW82RN, who are the top 20 competitors from 111 Chains in 3 Miles for 12/03/2025 - 08/04/2026 split by Venue





Share of Wallet Change

How has share of wallet of customers of Hare & Hounds CW82RN changed between two date ranges?





Market Summary

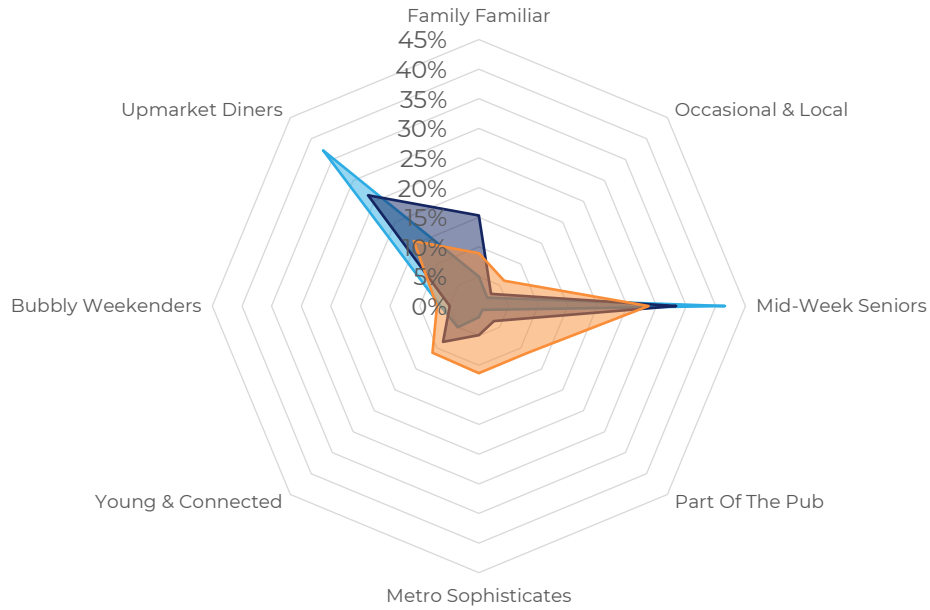
How does the local area for Hare & Hounds CW82RN compare to the national average (1 = low, 10 = high)

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	£308K	3	£308K	2	£343K	1	£25.81M	3
Weekpart	Mon - Thu	30.5%	1	30.5%	1	34.4%	1	41.6%	5
Weekpart	Fri - Sat	41.5%	4	41.5%	4	39.9%	3	38.8%	1
Weekpart	Sun	28.0%	10	28.0%	10	25.7%	10	19.5%	10
Age	18 to 24	1.4%	2	1.4%	1	1.4%	1	3.3%	1
Age	25 to 34	9.8%	1	9.8%	1	9.7%	1	11.9%	1
Age	35 to 44	10.9%	1	10.9%	1	10.8%	1	17.3%	1
Age	45 to 54	14.3%	2	14.3%	1	14.2%	1	18.3%	2
Age	55 to 64	26.4%	10	26.4%	10	27.2%	10	23.4%	10
Age	65 to 74	17.1%	10	17.1%	10	16.9%	10	16.9%	10
Age	75+	20.1%	10	20.1%	10	19.8%	10	8.9%	10
CAMEO	Business Elite	19.5%	9	19.5%	9	19.2%	9	11.4%	7
CAMEO	Prosperous Professionals	16.4%	10	16.4%	10	16.2%	10	8.6%	8
CAMEO	Flourishing Society	30.7%	10	30.7%	10	30.3%	10	12.8%	5
CAMEO	Content Communities	10.2%	4	10.2%	3	10.0%	3	15.0%	8
CAMEO	White Collar Neighbourhoods	9.0%	3	9.0%	3	9.0%	3	8.3%	2
CAMEO	Enterprising Mainstream	2.8%	1	2.8%	1	2.8%	1	7.2%	4
CAMEO	Paying The Mortgage	3.7%	1	3.7%	1	3.6%	1	17.6%	8
CAMEO	Cash Conscious Communities	5.6%	3	5.6%	3	5.6%	2	10.4%	7
CAMEO	On A Budget	1.5%	1	1.5%	1	2.8%	1	5.8%	4
CAMEO	Family Value	0.5%	2	0.5%	1	0.5%	1	3.0%	6
Affluence	AB	66.6%	10	66.6%	10	65.7%	10	32.8%	6
Affluence	C1C2	25.7%	1	25.7%	1	25.5%	1	48.0%	5
Affluence	DE	7.7%	1	7.7%	1	8.9%	1	19.2%	5



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
Hare & Hounds	96	4.96%	1.97%	41.55%	0.86%	1.87%	5.06%	6.50%	37.18%
Local Catchment	1835	15.32%	2.90%	33.30%	3.59%	4.92%	8.54%	4.93%	26.46%
Punch T&L	100636	8.93%	6.06%	28.65%	11.27%	11.32%	11.10%	7.10%	15.52%
Hare & Hounds vs Local Catchment		-10.36%	-0.93%	8.25%	-2.73%	-3.05%	-3.48%	1.57%	10.72%
Hare & Hounds vs Punch T&L		-3.97%	-4.09%	12.90%	-10.41%	-9.45%	-6.04%	-0.60%	21.66%
Local Catchment vs Punch T&L		6.39%	-3.16%	4.65%	-7.68%	-6.40%	-2.56%	-2.17%	10.94%

■ Hare & Hounds

■ Local Catchment

■ Punch T&L