



Site Summary



Hare & Hounds CW82RN

CW82RN

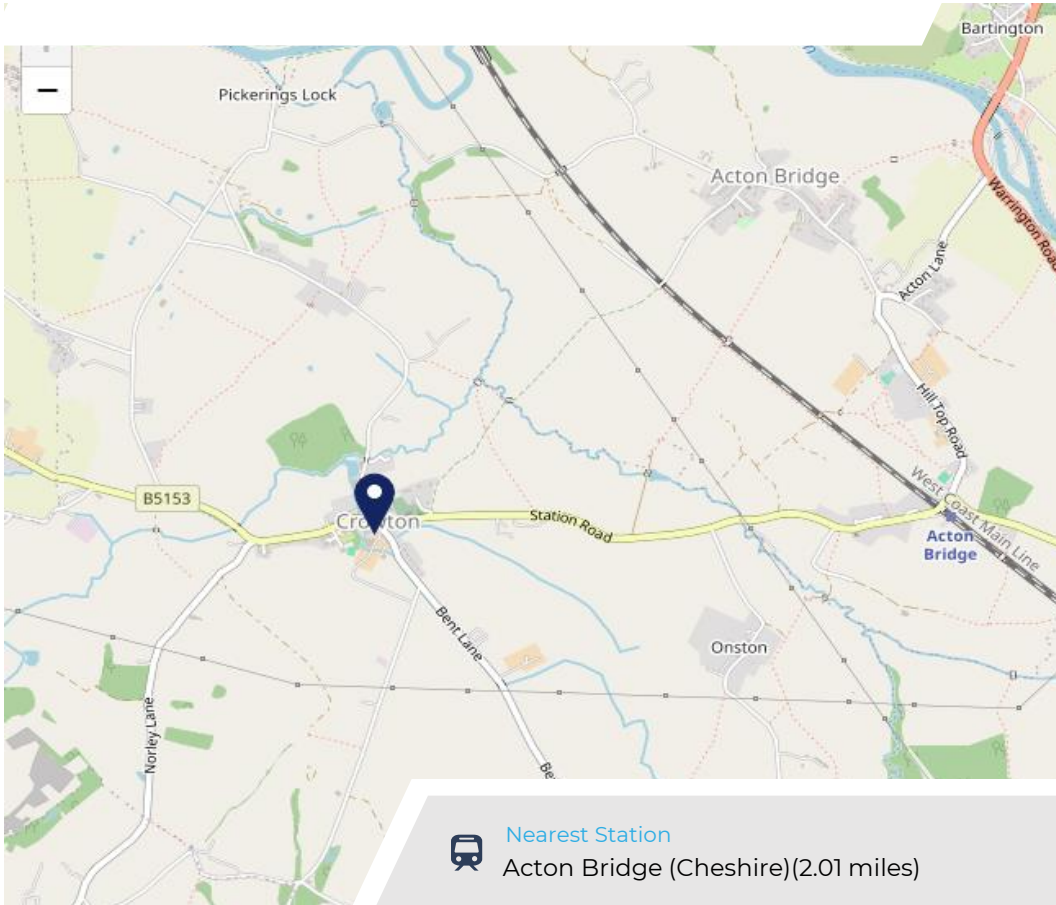
Punch T&L

Work Area
Warrington and Wigan

Region
North West

TV Region
North West

Urbanicity
Rural hamlet and isolated d



ATV
£20.19

Gender
71.29%
Male

Affluence
61.78%
High Income

Segmentation
35.07%
Flourishing Society

Age Group
27.07%
75+

Visit Day
27.32%
Sun

Top Competitors

- Leigh Arms CW84QT **#1**
 Pub Restaurant
- Hazel Pear CW83RA **#2**
 Punch - Our Local +
- Red Bull Hotel WA68AN **#3**
 Pub / Bar

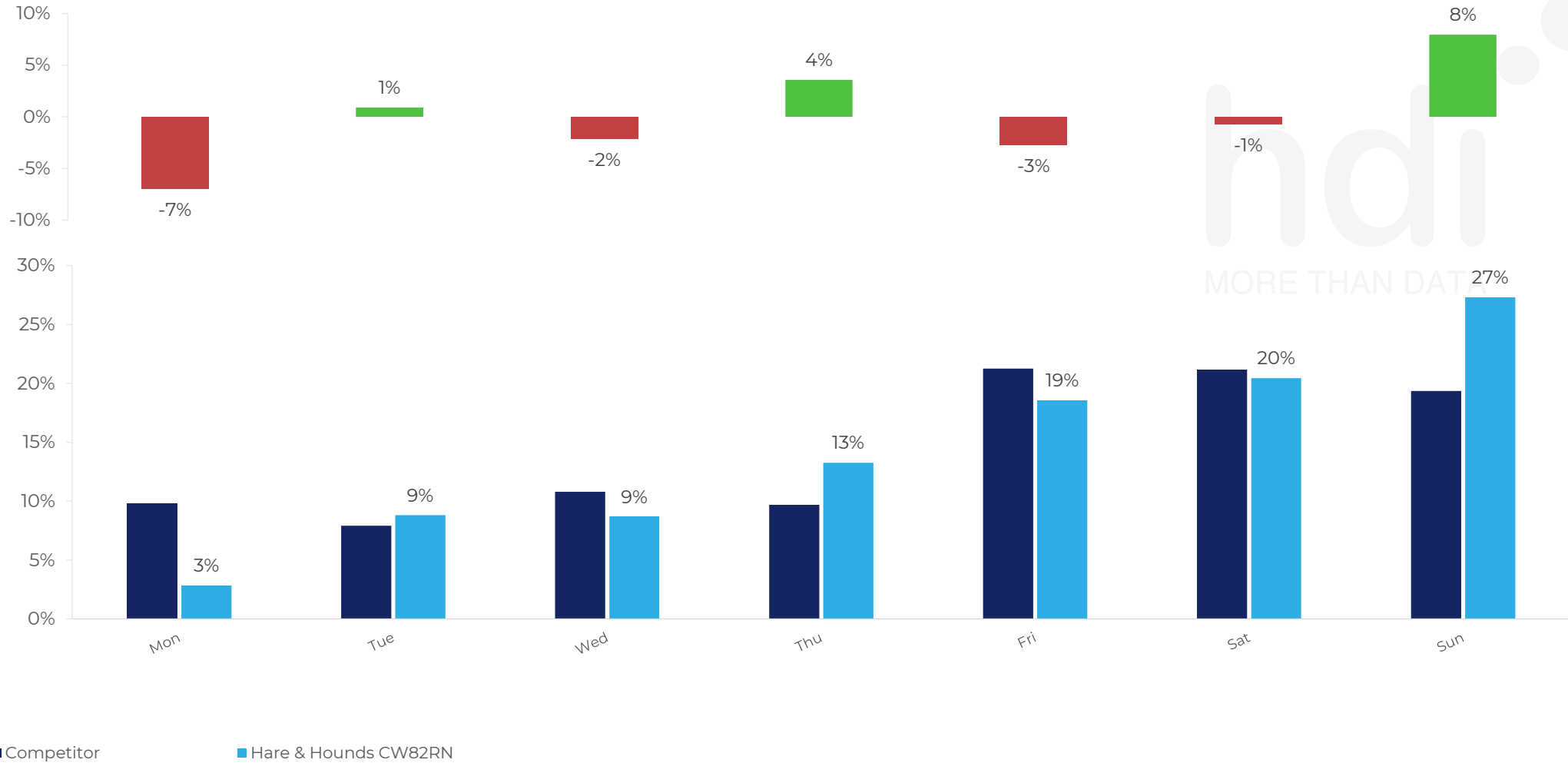
Nearest Station
Acton Bridge (Cheshire)(2.01 miles)



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 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Day of Week

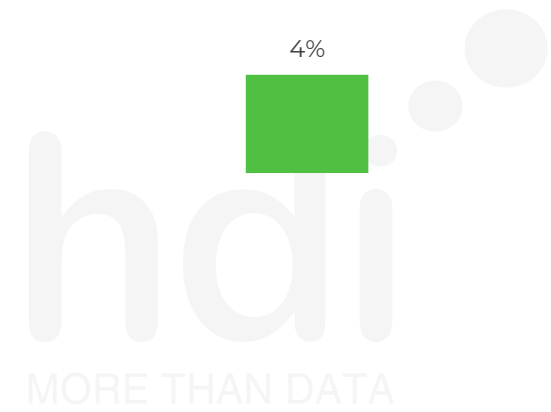
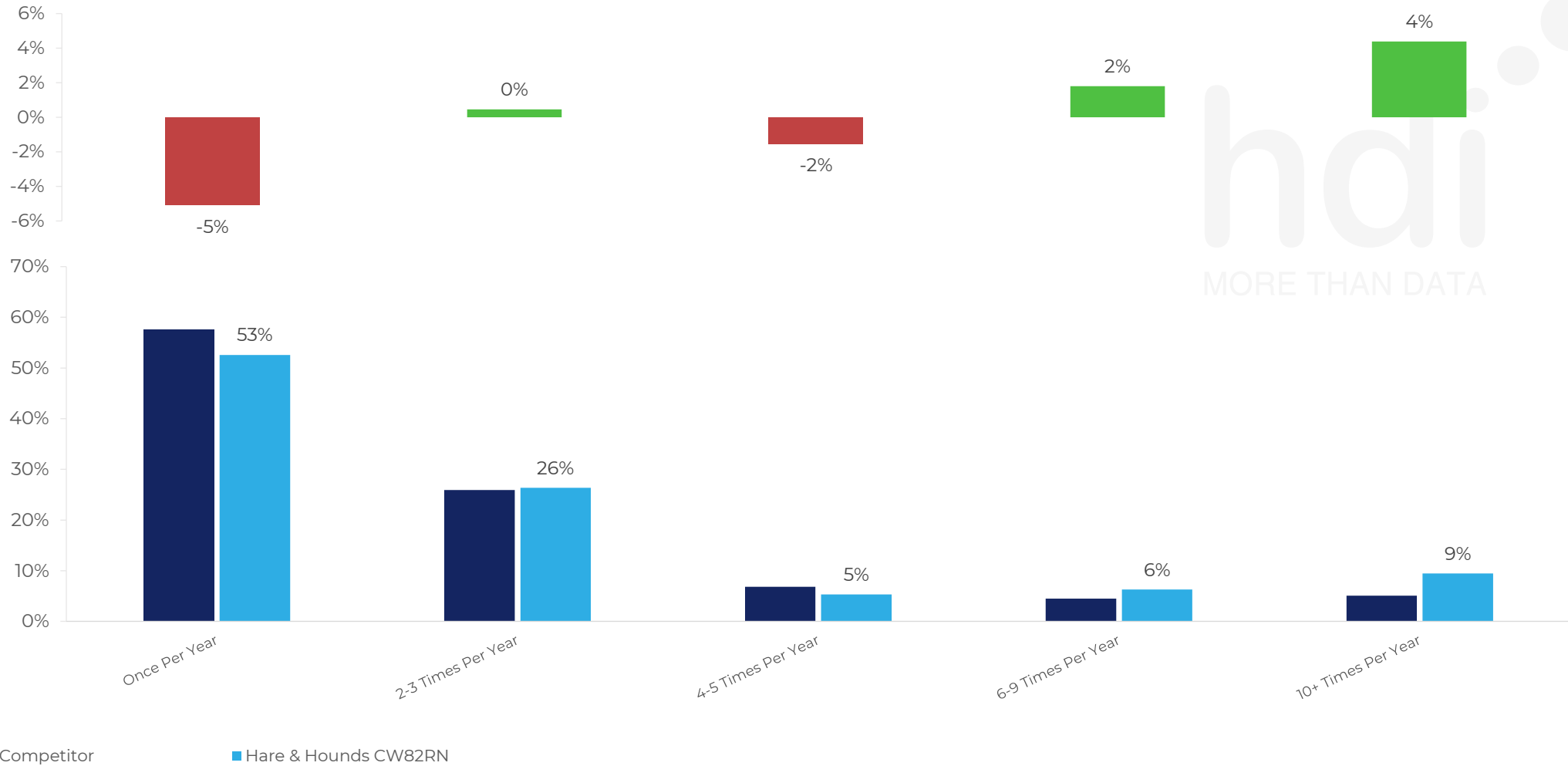




Visit Frequency

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

% of customer numbers for Hare & Hounds CW82RN and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 and the number of visits made Per Annum

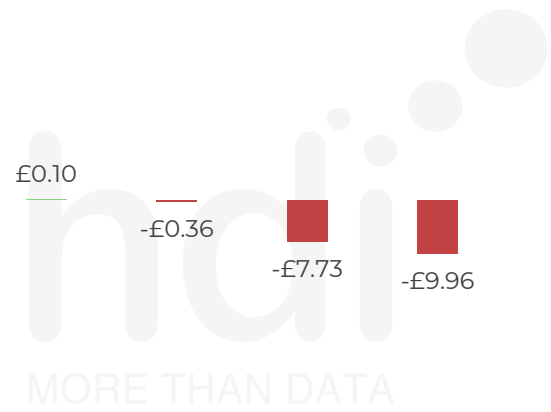
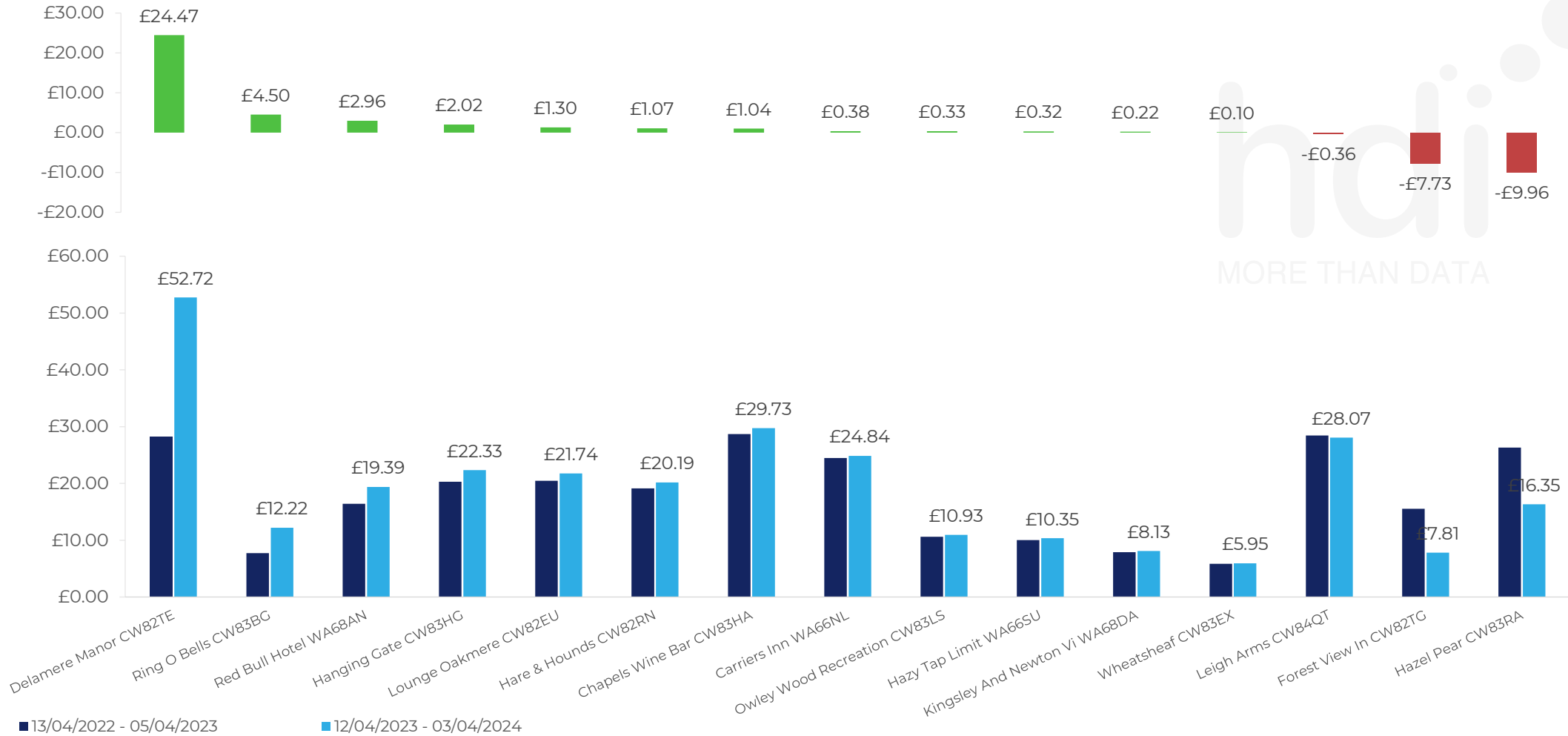


■ Competitor

■ Hare & Hounds CW82RN

ATV Change

How has ATV changed between two date ranges?

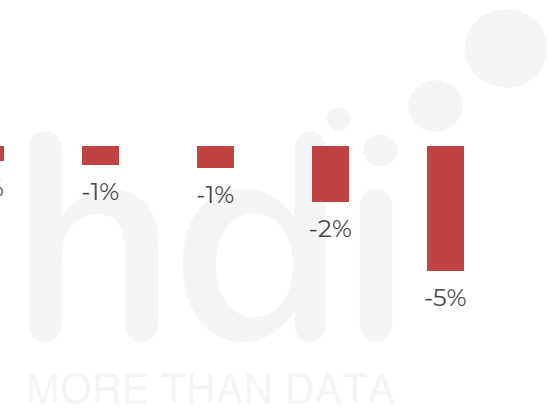
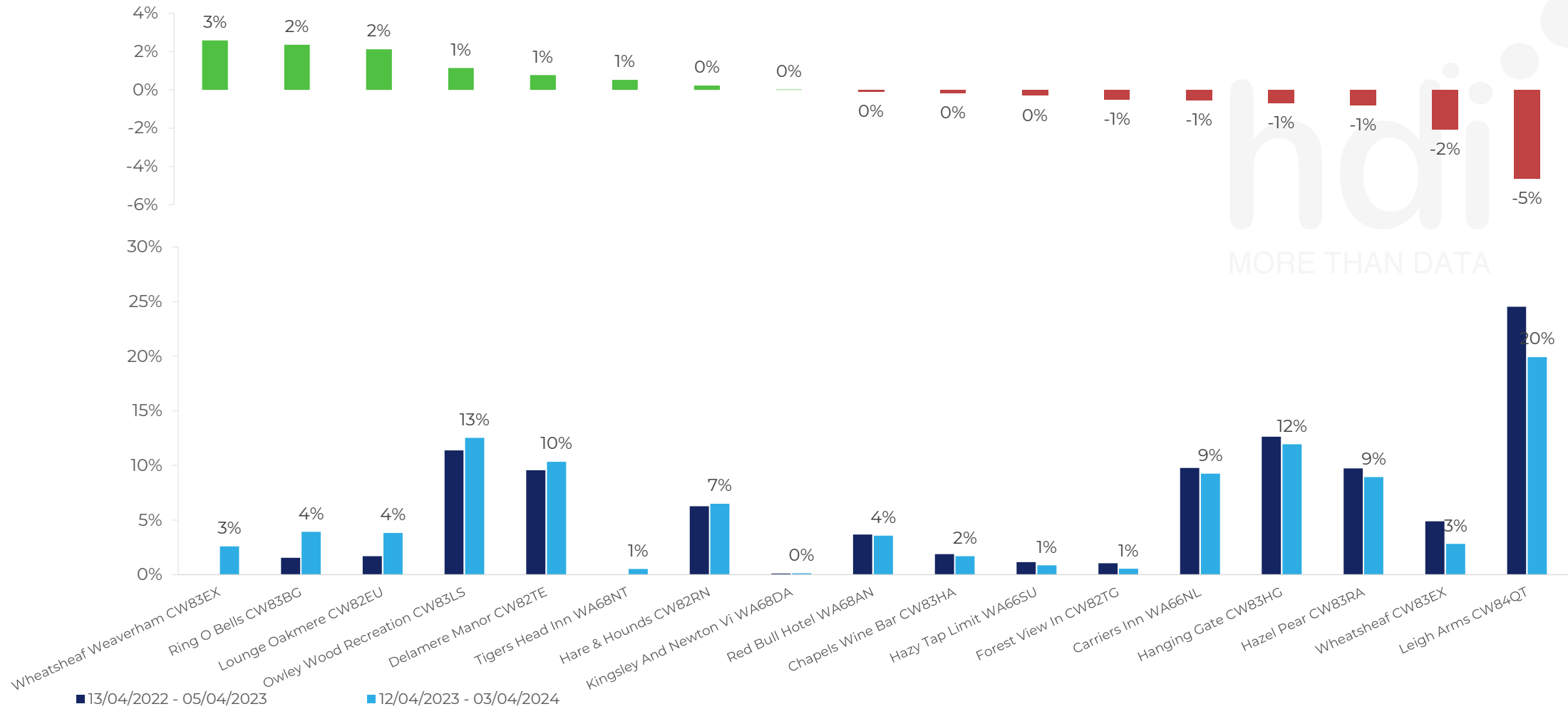




Market Share Change

How has market share changed between two date ranges?

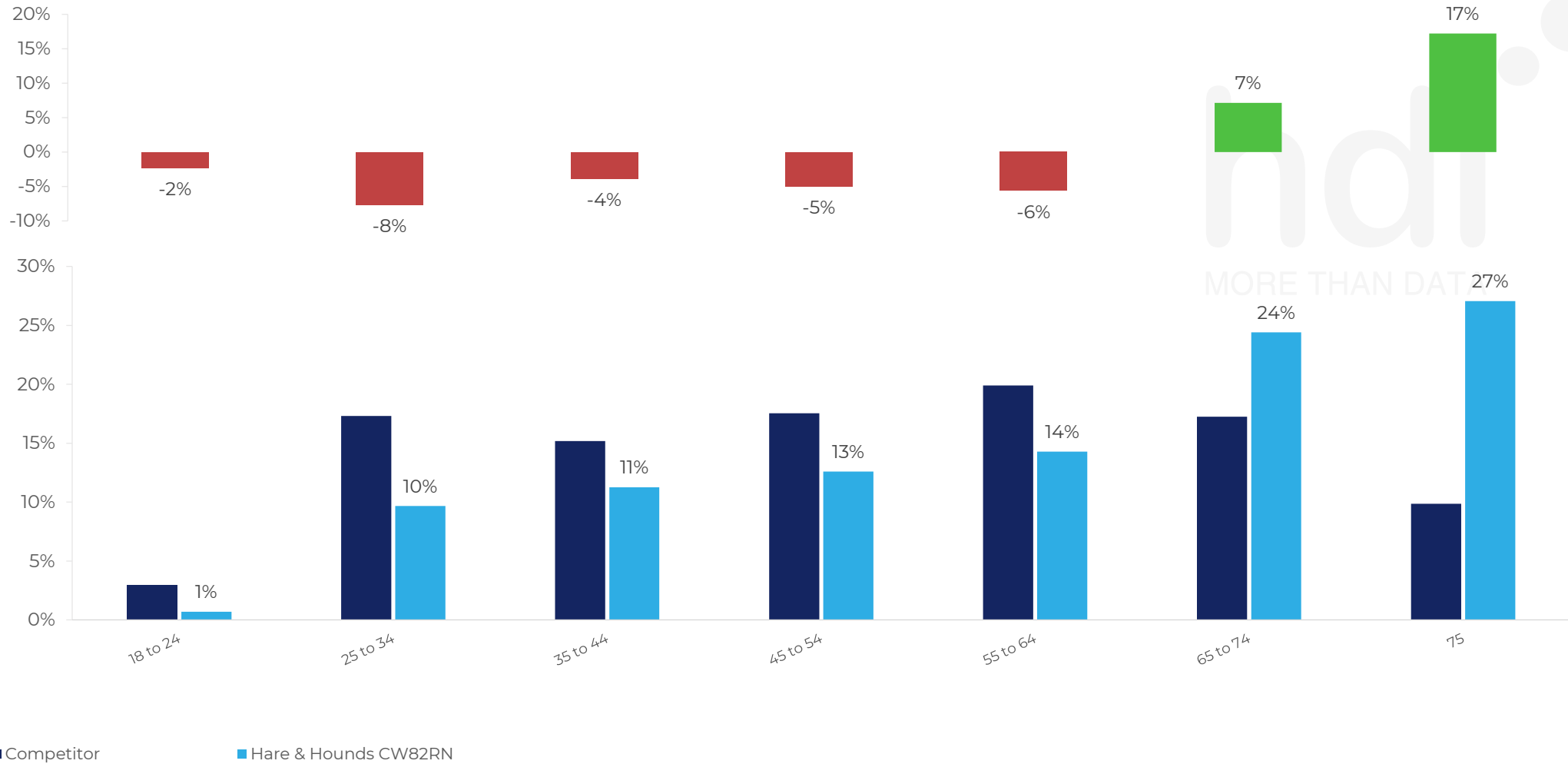
% of market share spend for Hare & Hounds CW82RN and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024



Age

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

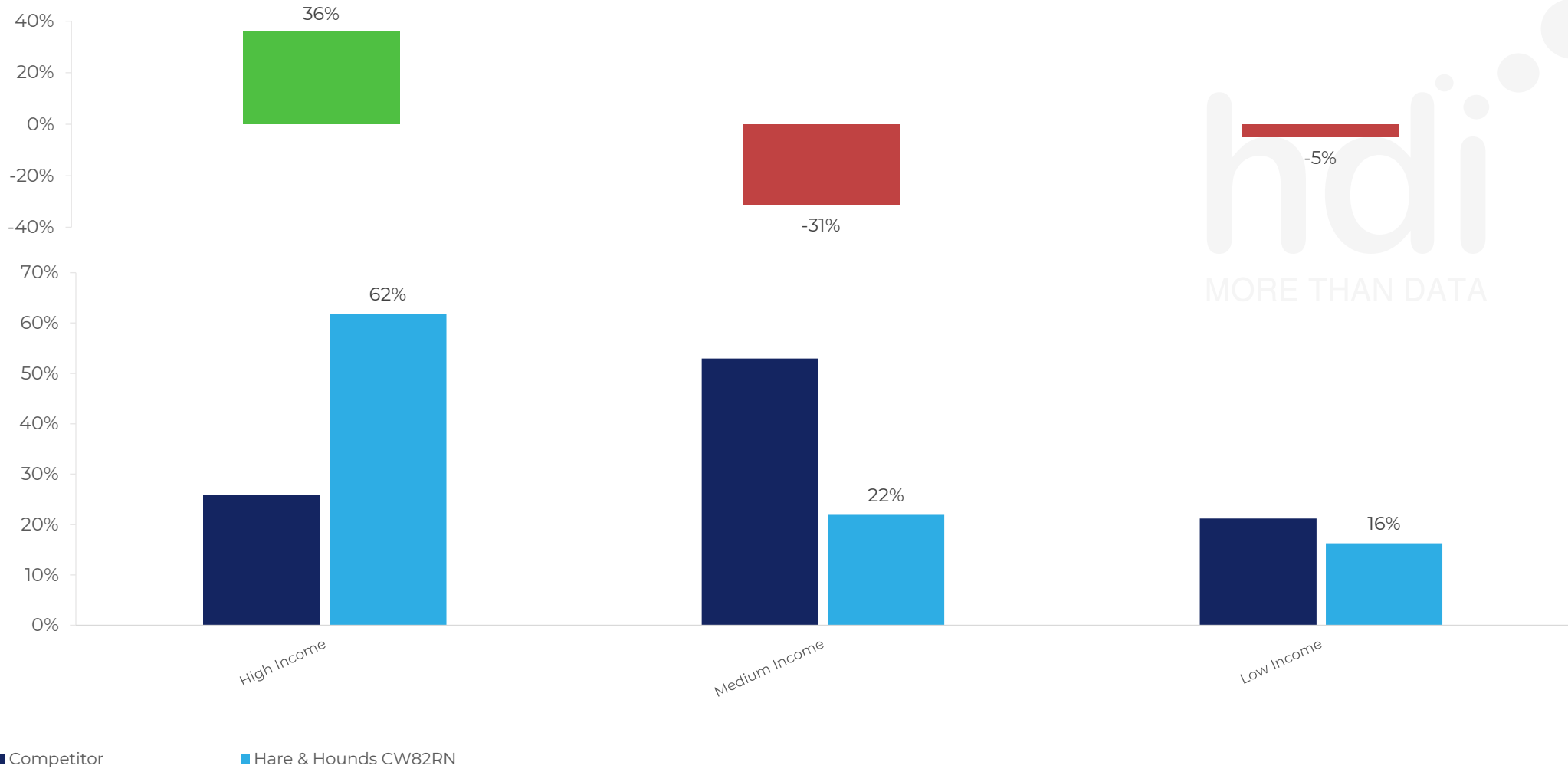
% of spend for Hare & Hounds CW82RN and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Age Range



Affluence

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

% of spend for Hare & Hounds CW82RN and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Affluence

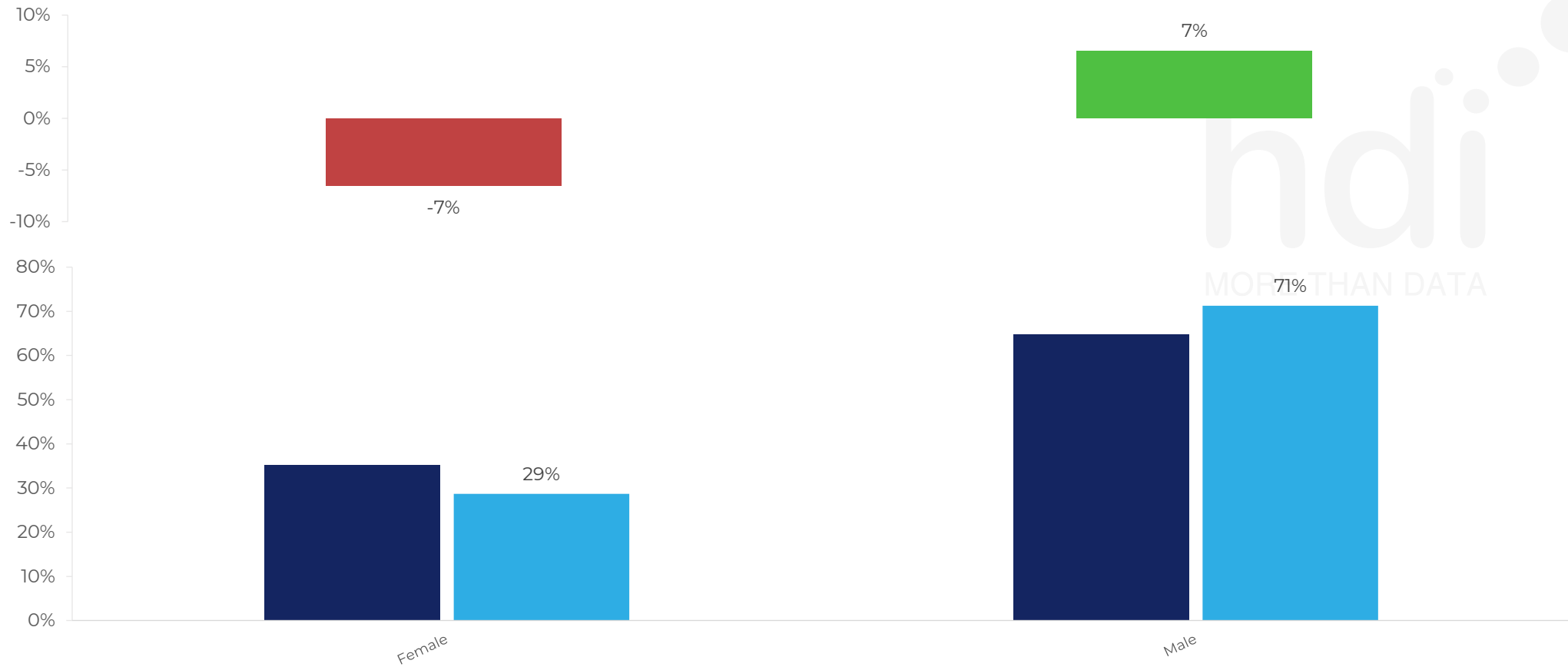




Gender

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

% of spend for Hare & Hounds CW82RN and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 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

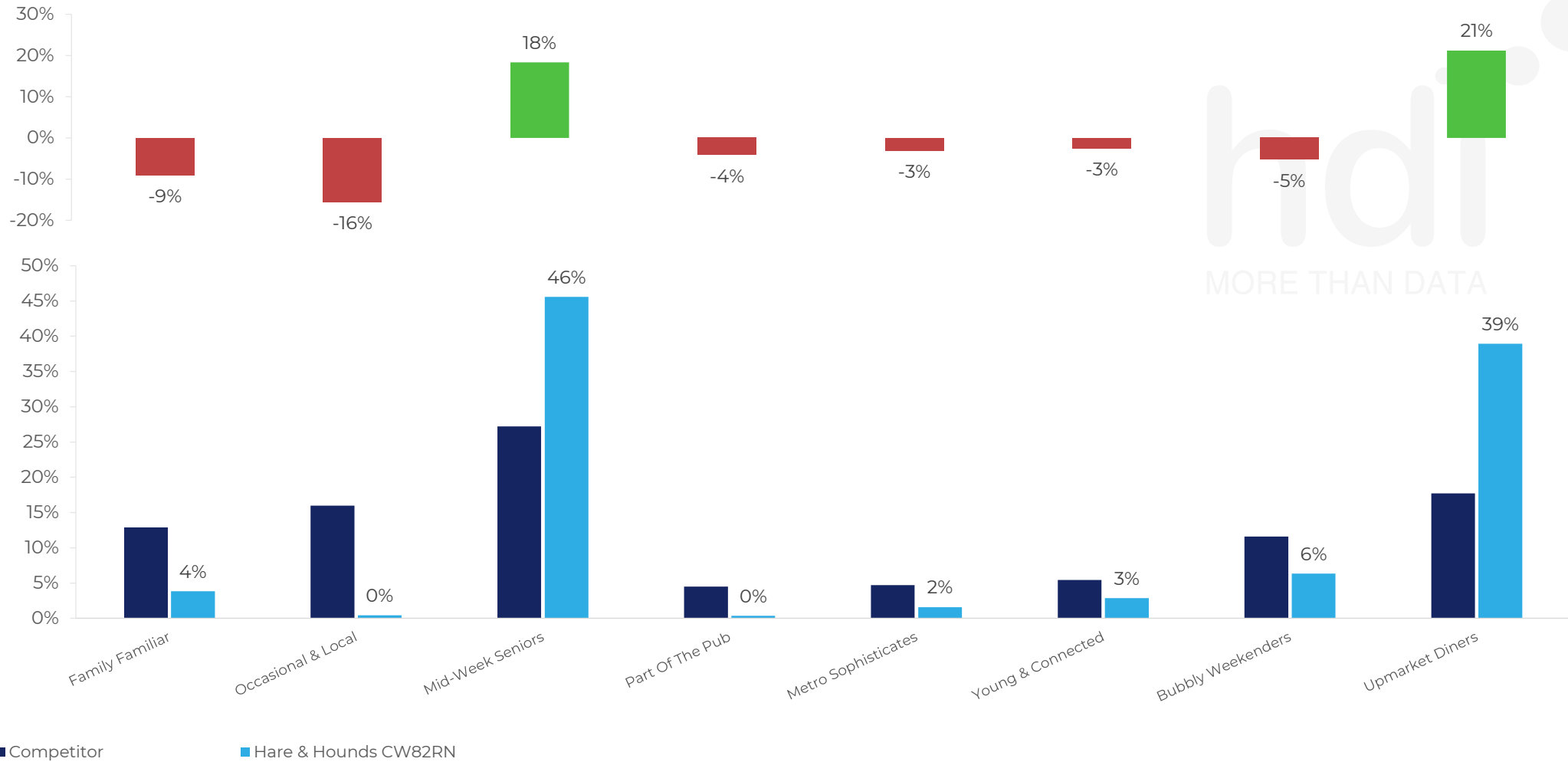
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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

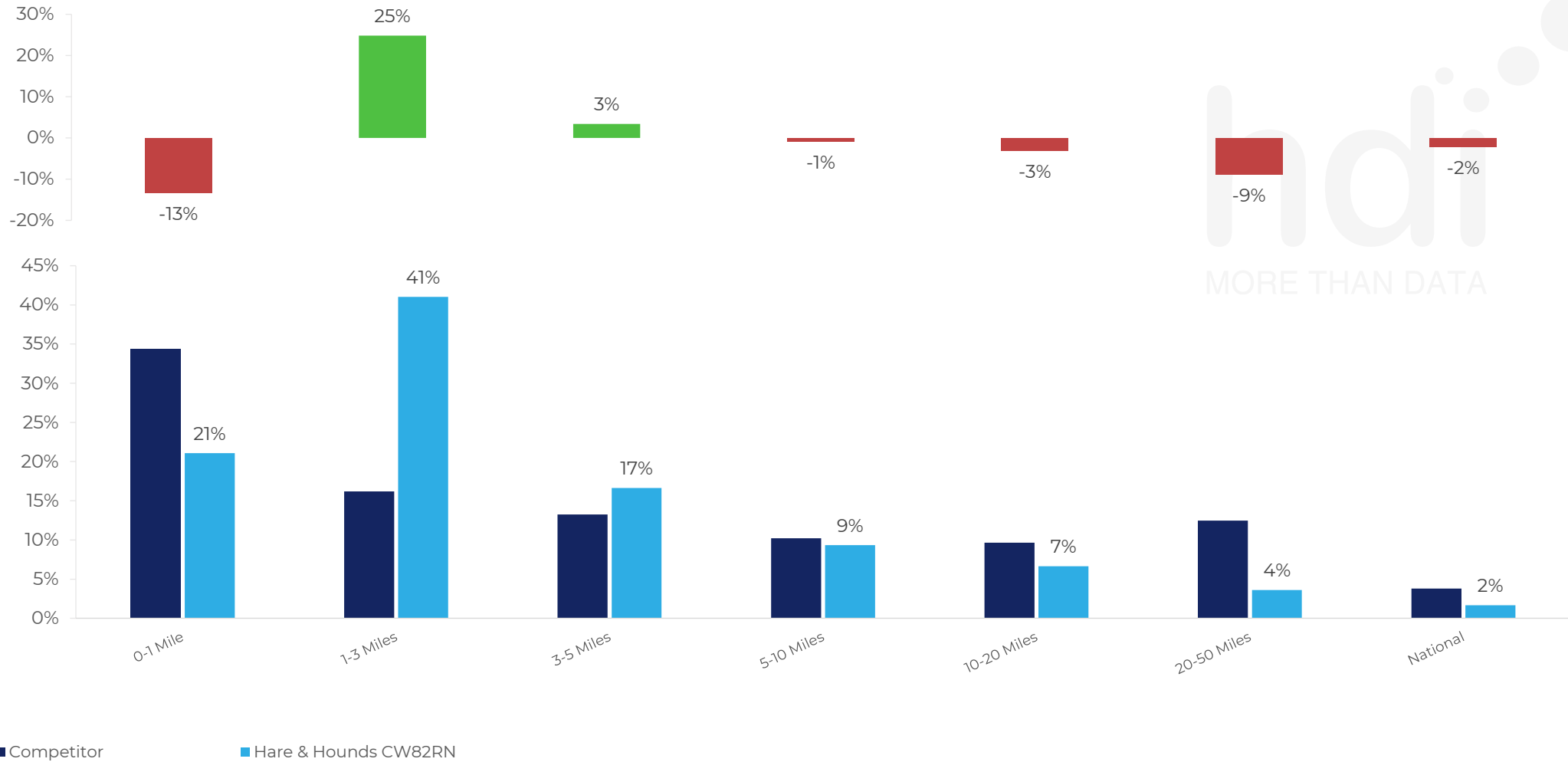
% of spend for Hare & Hounds CW82RN and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Segment



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 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Distance travelled

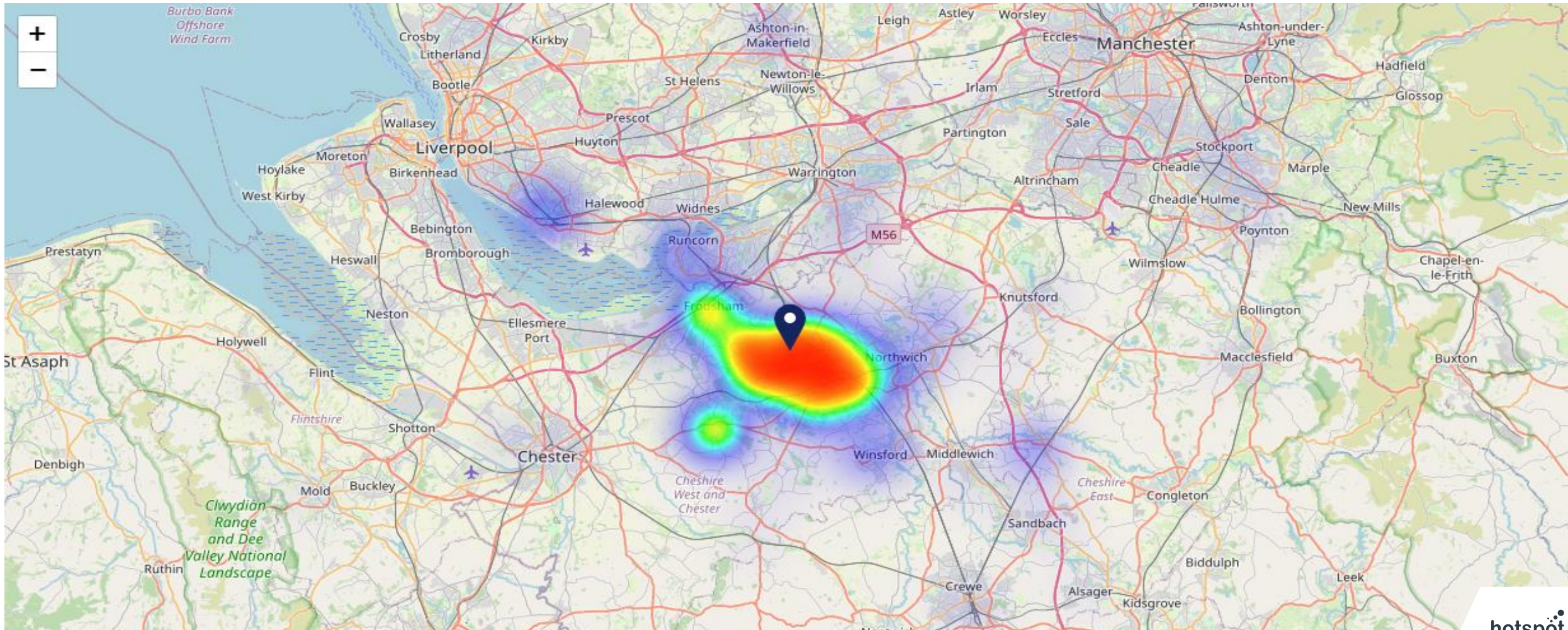




Map of Guest Origin

Where do customers of Hare & Hounds CW82RN come from?

Where do customers of Hare & Hounds CW82RN for 12/04/2023 - 03/04/2024 live

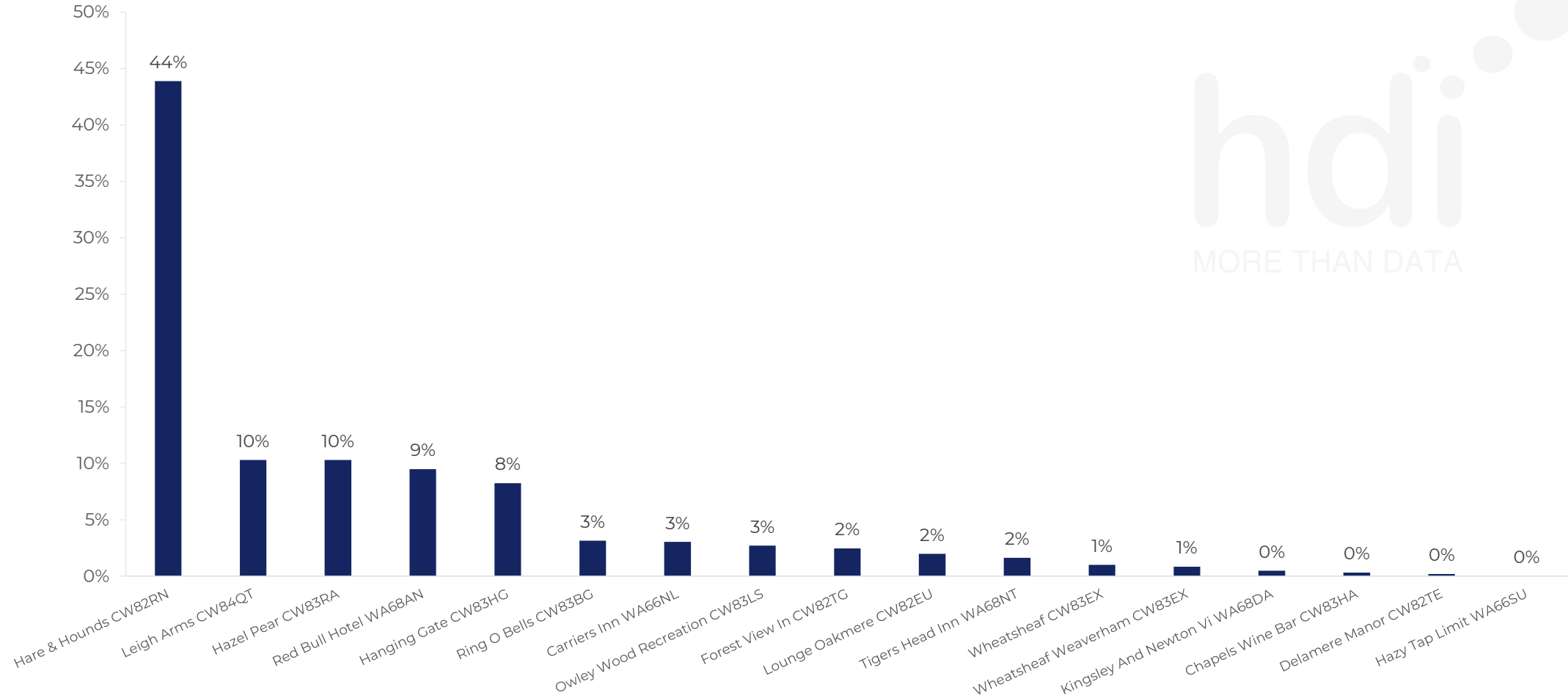




Share of Wallet

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

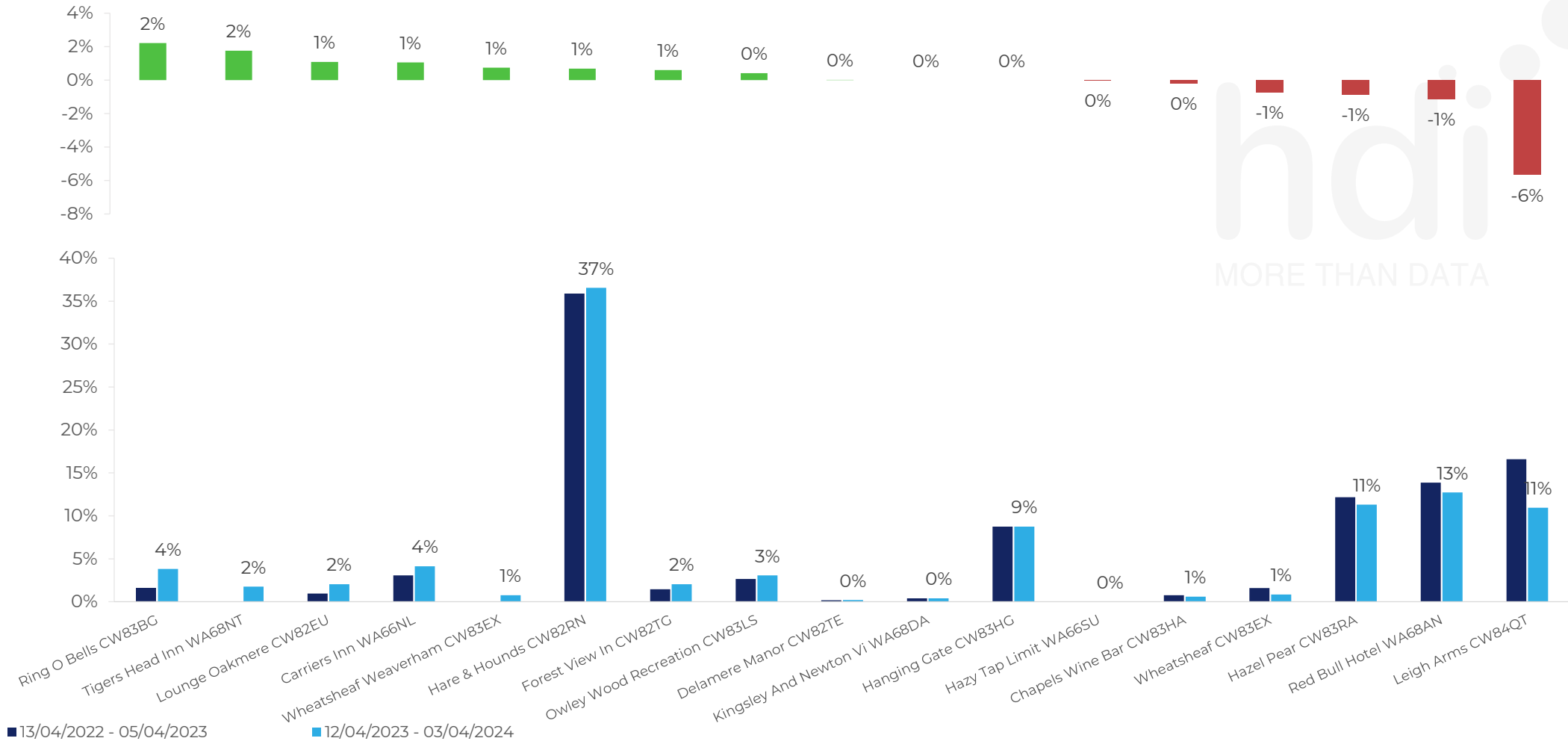
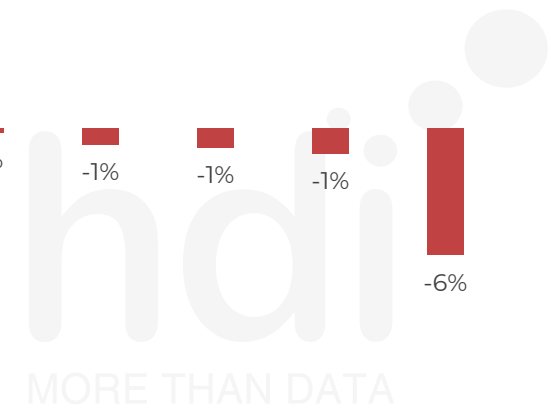
For customers of Hare & Hounds CW82RN, who are the top 20 competitors from 97 Chains in 3 Miles for 12/04/2023 - 03/04/2024 split by Venue





Share of Wallet Change

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





Market Summary

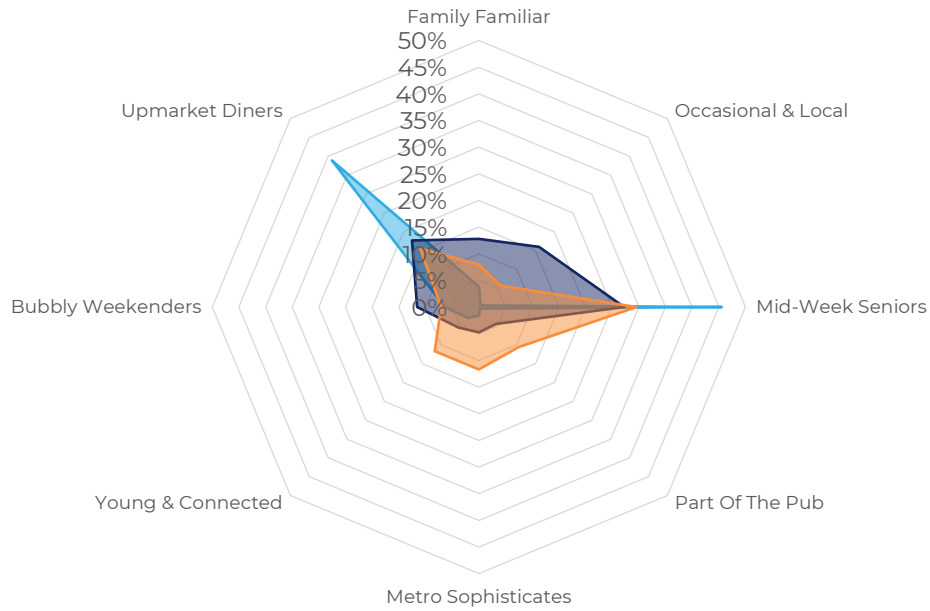
How does the local area for Hare & Hounds CW82RN compare to the national average (1 = low, 10 = high)

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	£580K	4	£580K	3	£580K	1	£22.03M	3
Weekpart	Mon - Thu	33.7%	2	33.7%	2	33.7%	1	38.2%	1
Weekpart	Fri - Sat	39.0%	3	39.0%	3	39.0%	2	41.7%	5
Weekpart	Sun	27.3%	10	27.3%	10	27.3%	10	20.1%	10
Age	18 to 24	0.7%	1	0.7%	1	0.7%	1	3.9%	2
Age	25 to 34	9.4%	1	9.4%	1	9.4%	1	15.1%	1
Age	35 to 44	11.7%	1	11.7%	1	11.7%	1	17.6%	1
Age	45 to 54	12.6%	1	12.6%	1	12.6%	1	18.7%	3
Age	55 to 64	14.5%	5	14.5%	5	14.5%	5	21.0%	10
Age	65 to 74	24.7%	10	24.7%	10	24.7%	10	14.9%	10
Age	75+	26.4%	10	26.4%	10	26.4%	10	8.8%	10
CAMEO	Business Elite	7.5%	6	7.5%	6	7.5%	6	10.3%	7
CAMEO	Prosperous Professionals	19.6%	10	19.6%	10	19.6%	10	6.9%	6
CAMEO	Flourishing Society	34.5%	10	34.5%	10	34.5%	10	12.6%	5
CAMEO	Content Communities	9.8%	3	9.8%	3	9.8%	3	16.2%	9
CAMEO	White Collar Neighbourhoods	6.3%	2	6.3%	1	6.3%	1	9.3%	3
CAMEO	Enterprising Mainstream	3.2%	2	3.2%	1	3.2%	1	7.2%	4
CAMEO	Paying The Mortgage	3.0%	1	3.0%	1	3.0%	1	16.6%	7
CAMEO	Cash Conscious Communities	12.3%	8	12.3%	8	12.3%	8	11.7%	8
CAMEO	On A Budget	3.0%	2	3.0%	2	3.0%	1	6.2%	5
CAMEO	Family Value	0.9%	3	0.9%	3	0.9%	2	3.1%	6
Affluence	AB	61.6%	10	61.6%	10	61.6%	10	29.7%	6
Affluence	C1C2	22.2%	1	22.2%	1	22.2%	1	49.3%	6
Affluence	DE	16.1%	4	16.1%	4	16.1%	4	21.0%	6



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	136	3.85%	0.44%	45.57%	0.37%	1.59%	2.85%	6.35%	38.94%
Local Catchment	1823	12.83%	15.96%	27.23%	4.49%	4.70%	5.42%	11.60%	17.72%
Punch T&L	107141	8.02%	5.72%	29.58%	10.60%	11.71%	11.72%	7.08%	15.53%
Hare & Hounds vs Local Catchment		-8.98%	-15.52%	18.34%	-4.12%	-3.11%	-2.57%	-5.25%	21.22%
Hare & Hounds vs Punch T&L		-4.17%	-5.28%	15.99%	-10.23%	-10.12%	-8.87%	-0.73%	23.41%
Local Catchment vs Punch T&L		4.81%	10.24%	-2.35%	-6.11%	-7.01%	-6.30%	4.52%	2.19%

■ Hare & Hounds

■ Local Catchment

■ Punch T&L