



Site Summary



Wheel ST99QF

ST99QF

Punch T&L



Work Area

Stoke-on-Trent



Region

West Midlands



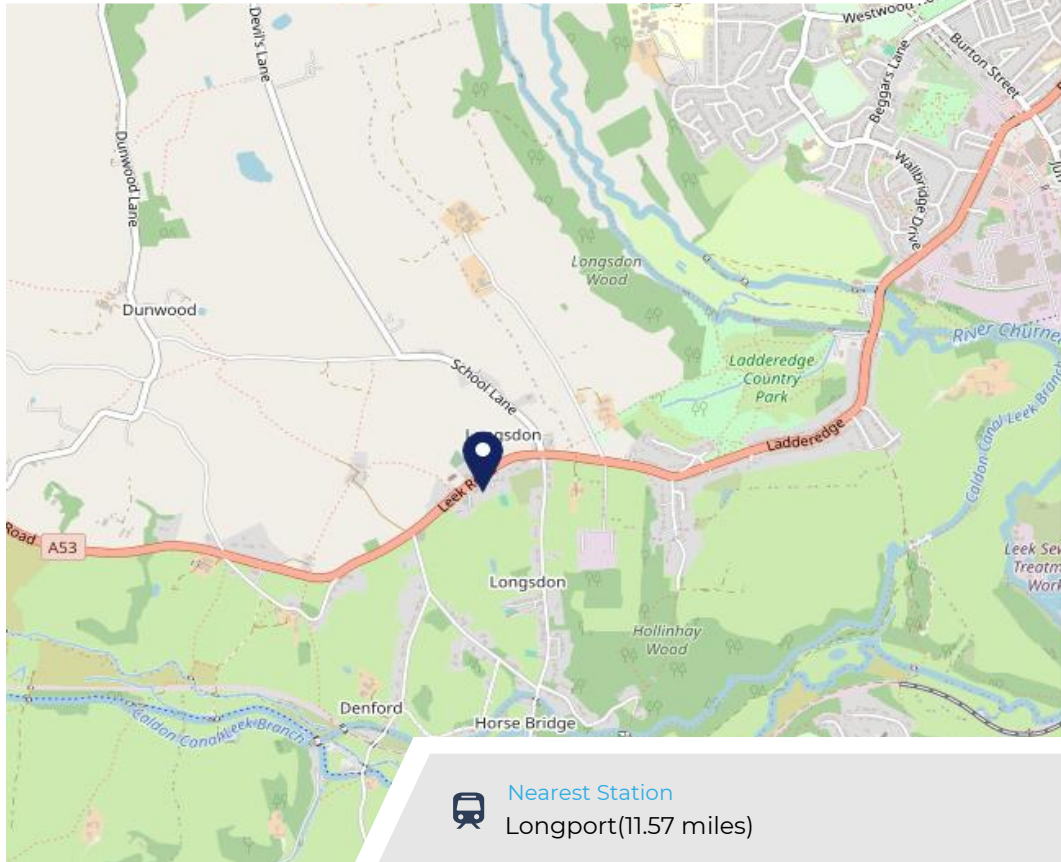
TV Region

Central



Urbanicity

Urban city and town



ATV

£30.88

Affluence

66.08%

Middle Income



Age Group

37.13%

75+



Gender

58.98%

Male



Segmentation

39.65%

Paying The Mortgage



Visit Day

43.87%

Sun

Top Competitors



Toby Carvery Endon

#1

ST99BE

Toby Carvery



The Green Dragon

#2

ST135DS

JD Wetherspoon



Mulberry Leaves

#3

ST138YG

Marstons Community Wet



Nearest Station

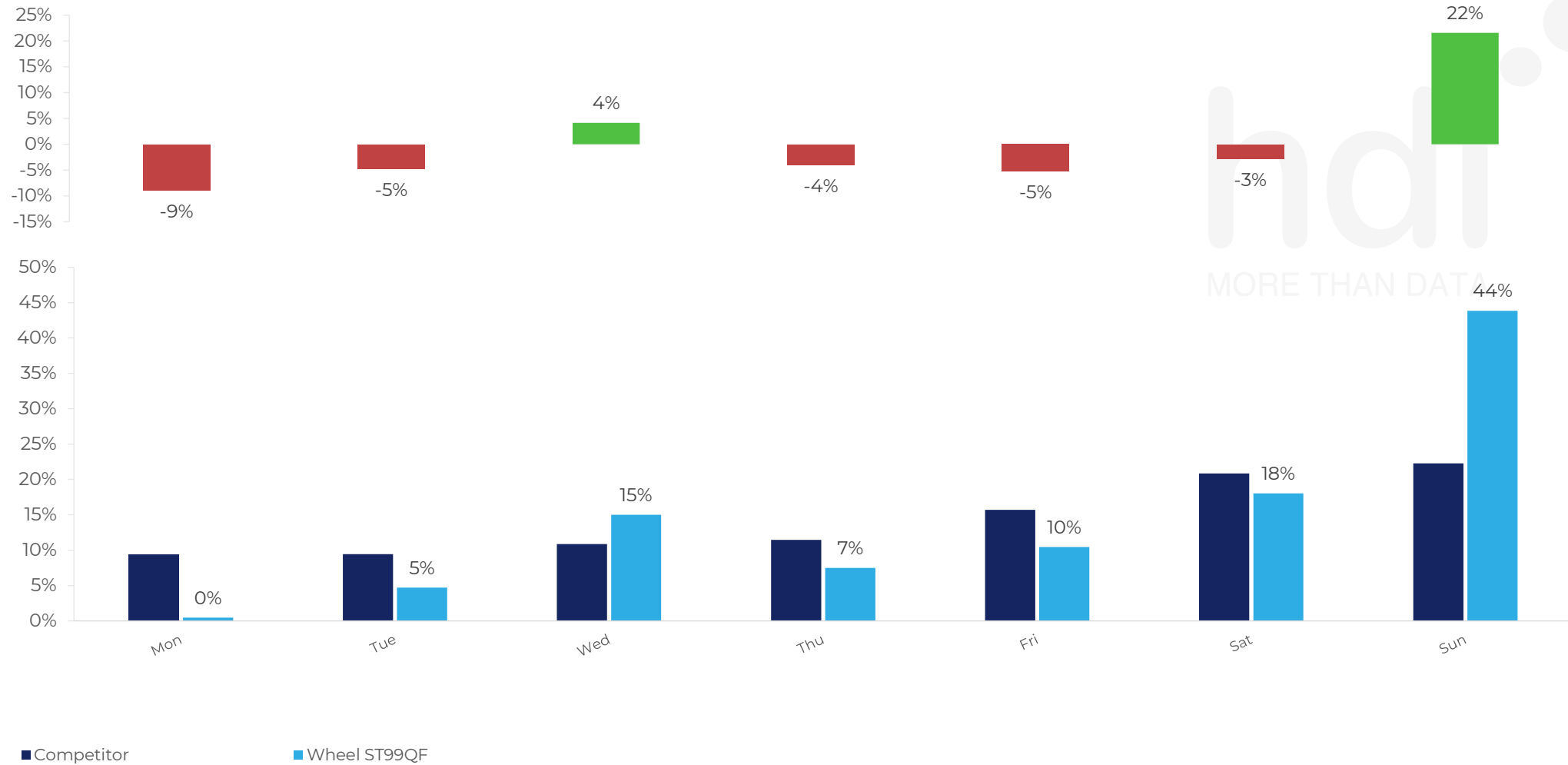
Longport(11.57 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Wheel ST99QF versus its competitors?

% of spend for Wheel ST99QF and 111 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week

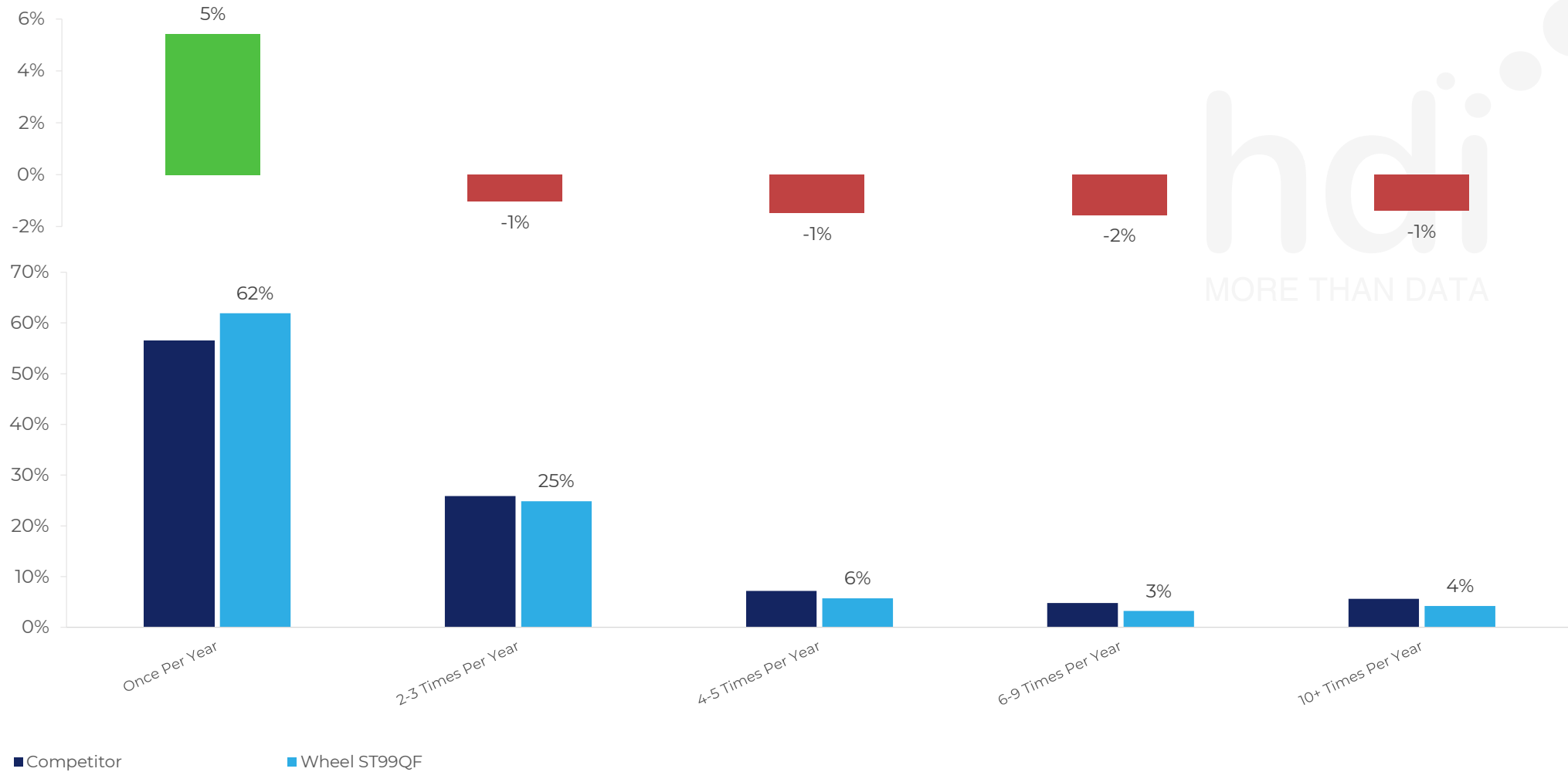




Visit Frequency

How frequently per year do customers visit Wheel ST99QF versus its competitors?

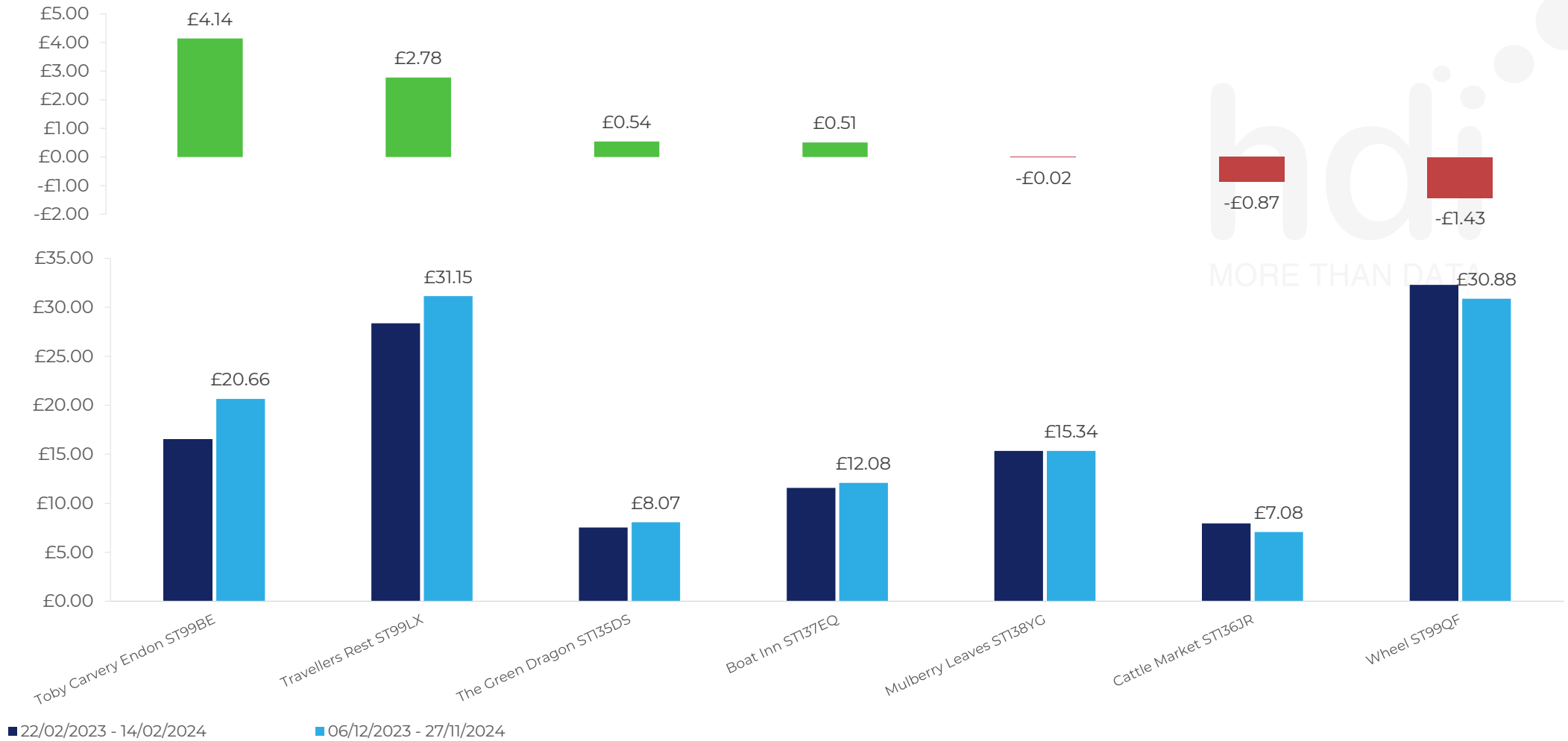
% of customer numbers for Wheel ST99QF and 111 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

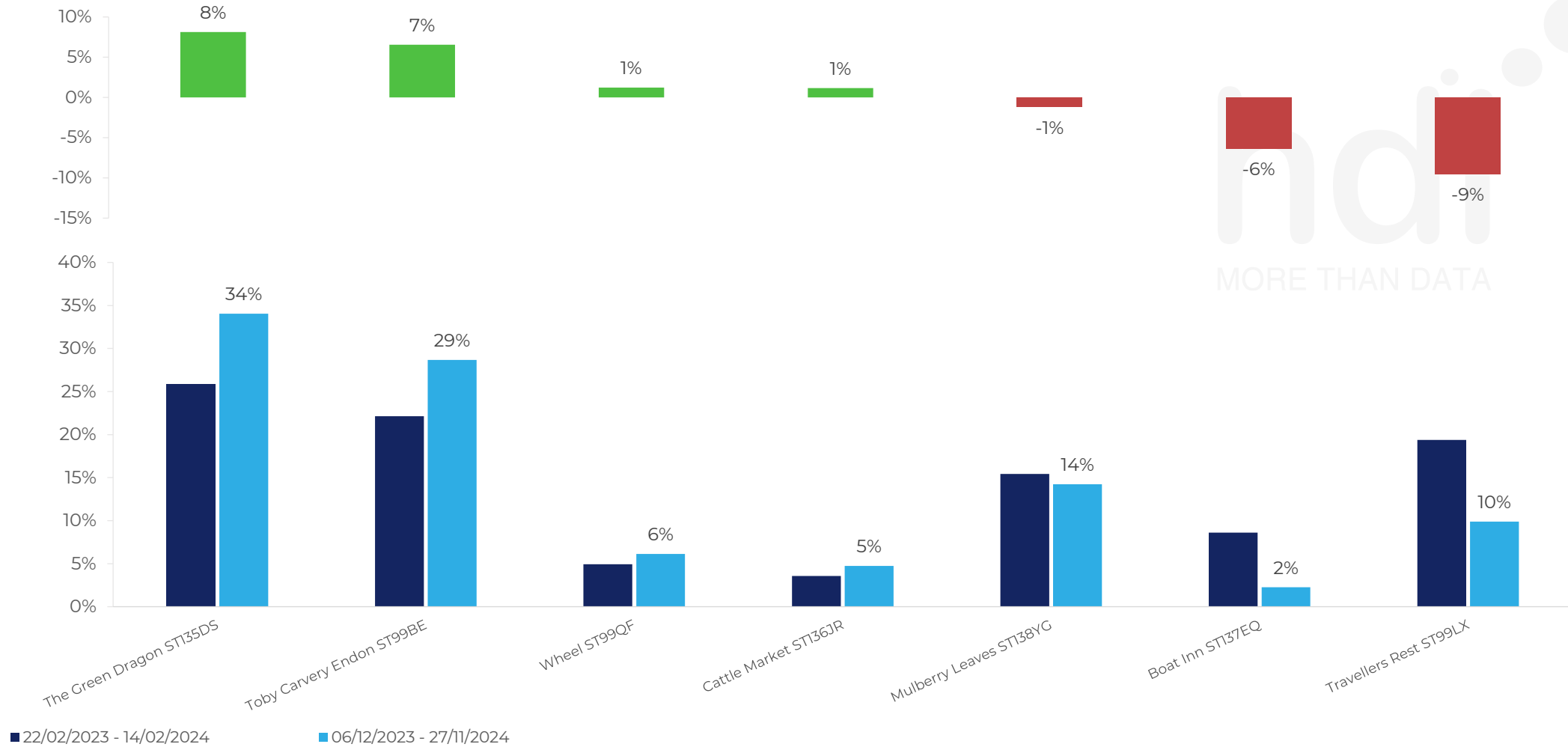




Market Share Change

How has market share changed between two date ranges?

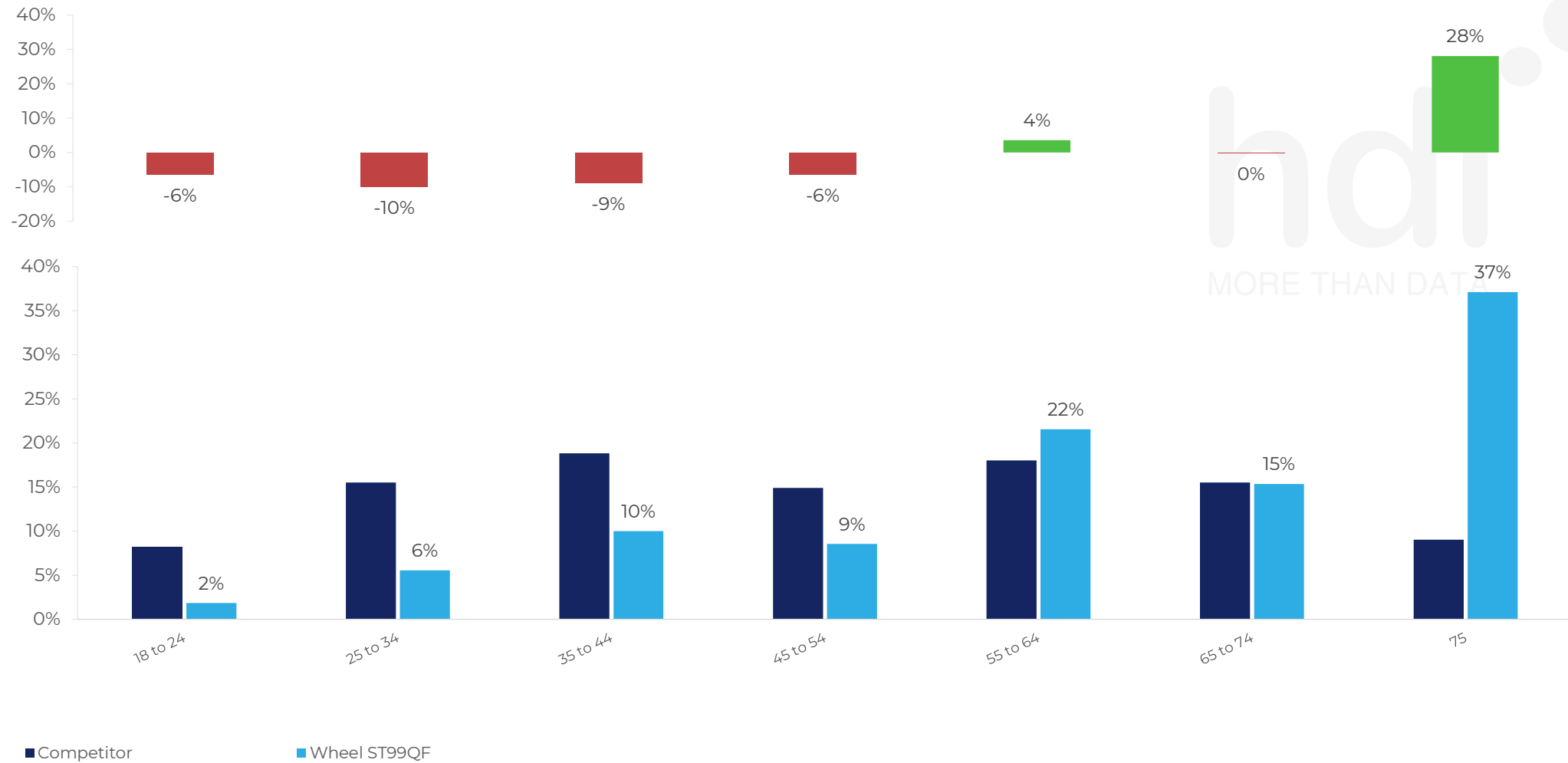
% of market share spend for Wheel ST99QF and 111 Chains in 3 Miles from 06/12/2023 - 27/11/2024





How does the age profile of customers who visit Wheel ST99QF compare versus its competitors?

% of spend for Wheel ST99QF and 111 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range

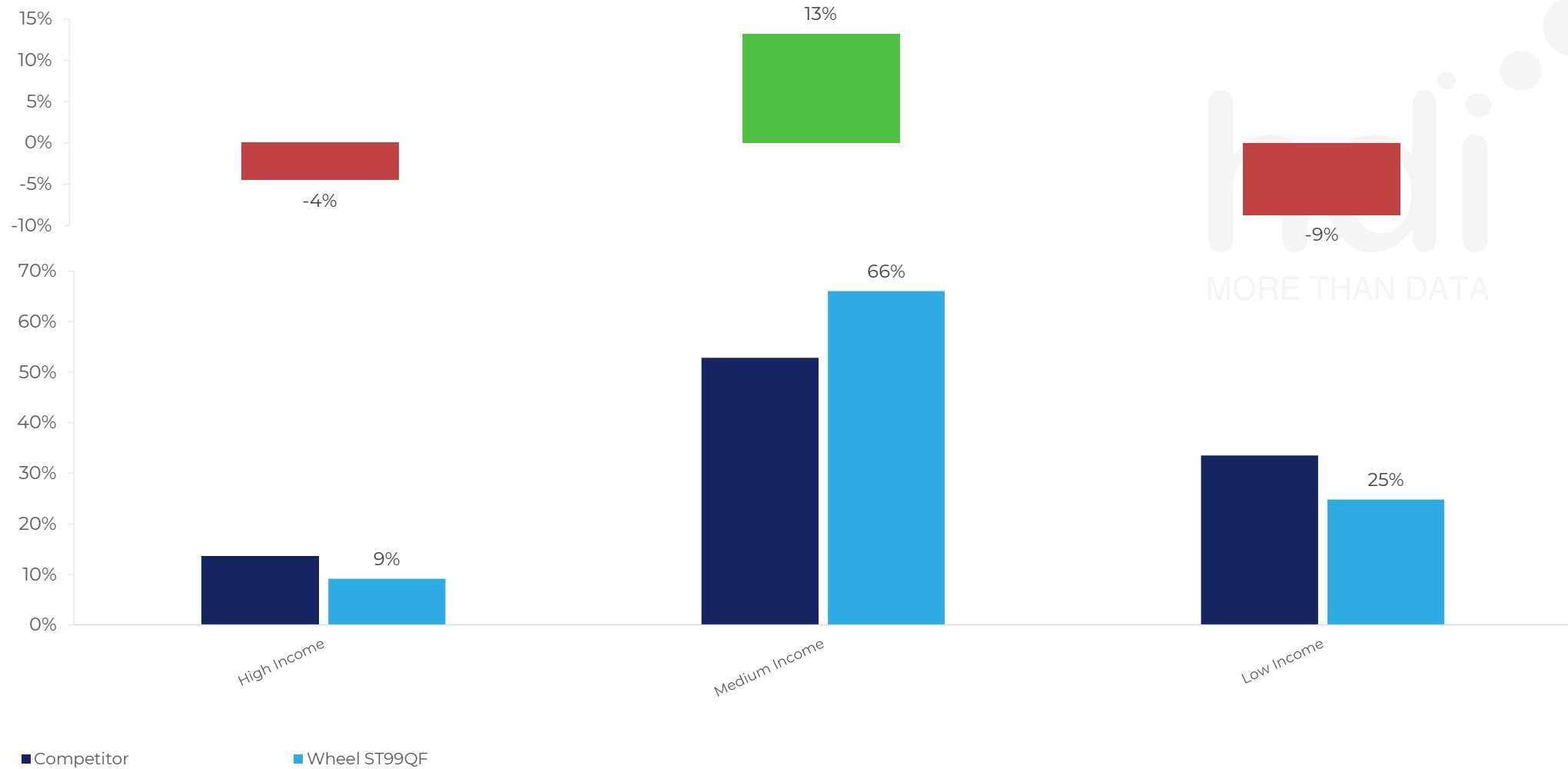




Affluence

How does the affluence of customers who visit Wheel ST99QF compare versus its competitors?

% of spend for Wheel ST99QF and 111 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

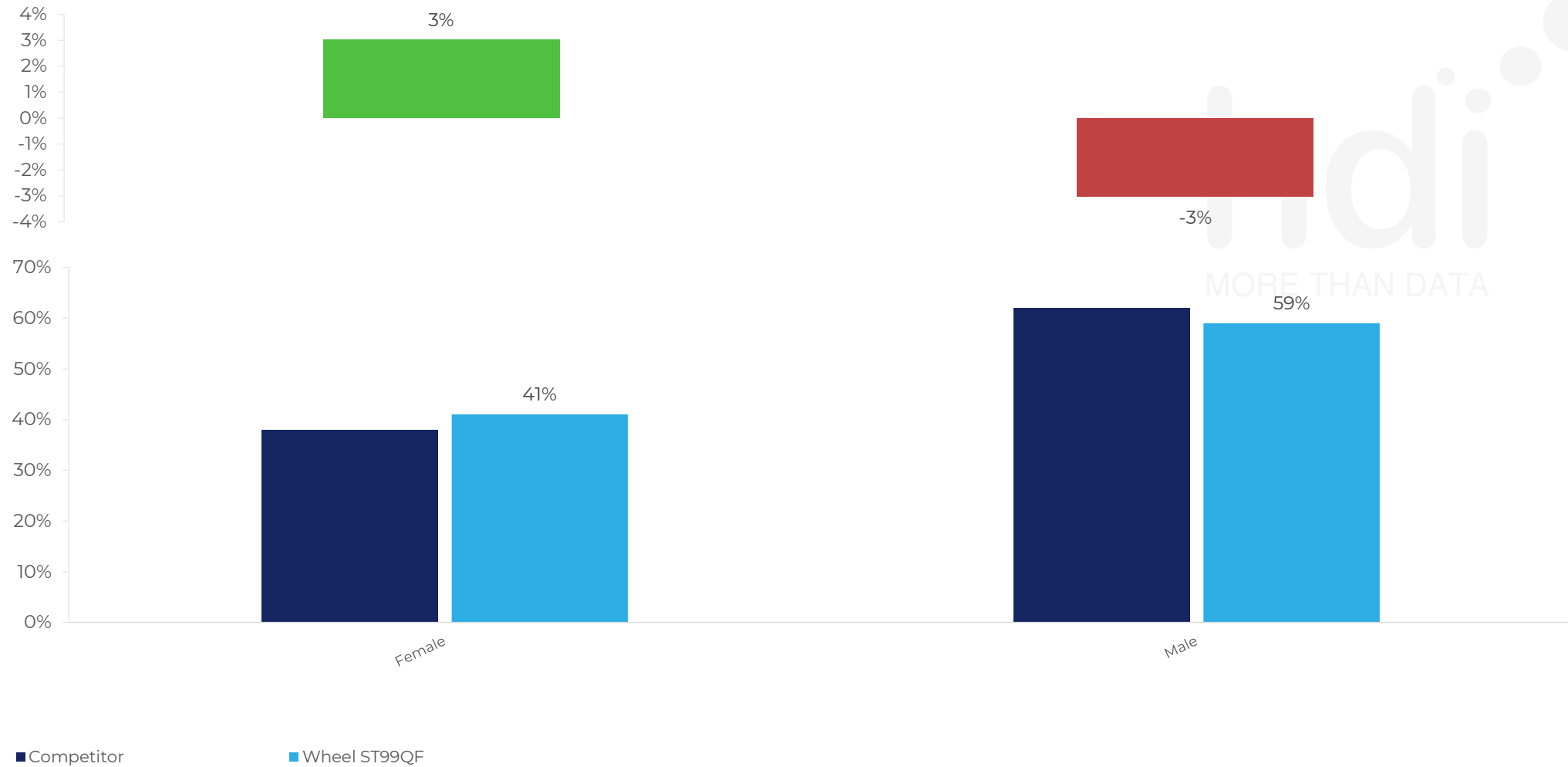




Gender

How does the gender profile of customers who visit Wheel ST99QF compare versus its competitors?

% of spend for Wheel ST99QF and 111 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



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.

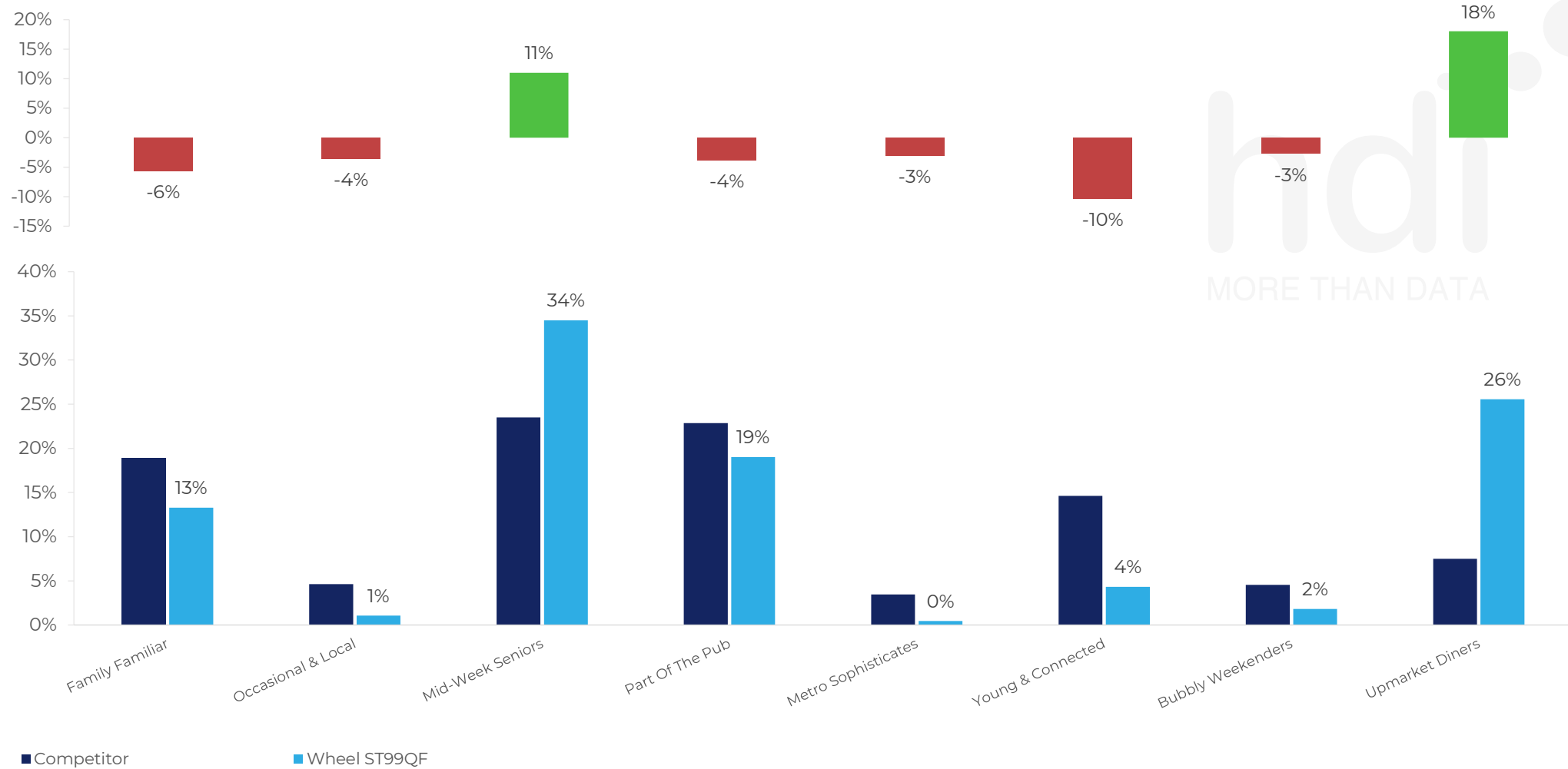




Punch Segmentation

How does the Custom segmentation profile of customers who visit Wheel ST99QF compare versus its competitors?

% of spend for Wheel ST99QF and 111 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment

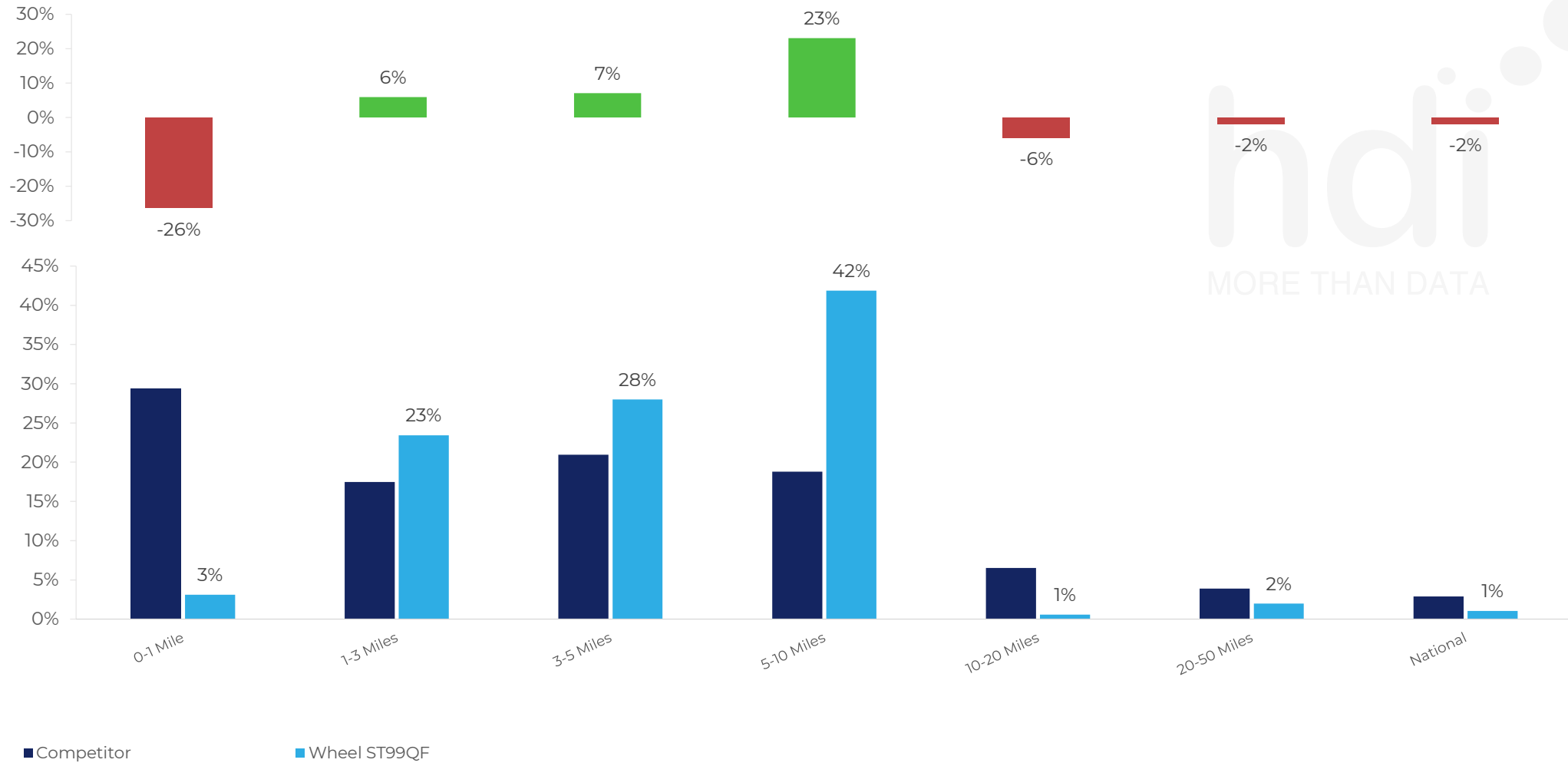




Spend by Distance

How does the spend profile of Wheel ST99QF compare versus its competitors based on travel distances?

% of spend for Wheel ST99QF and 111 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

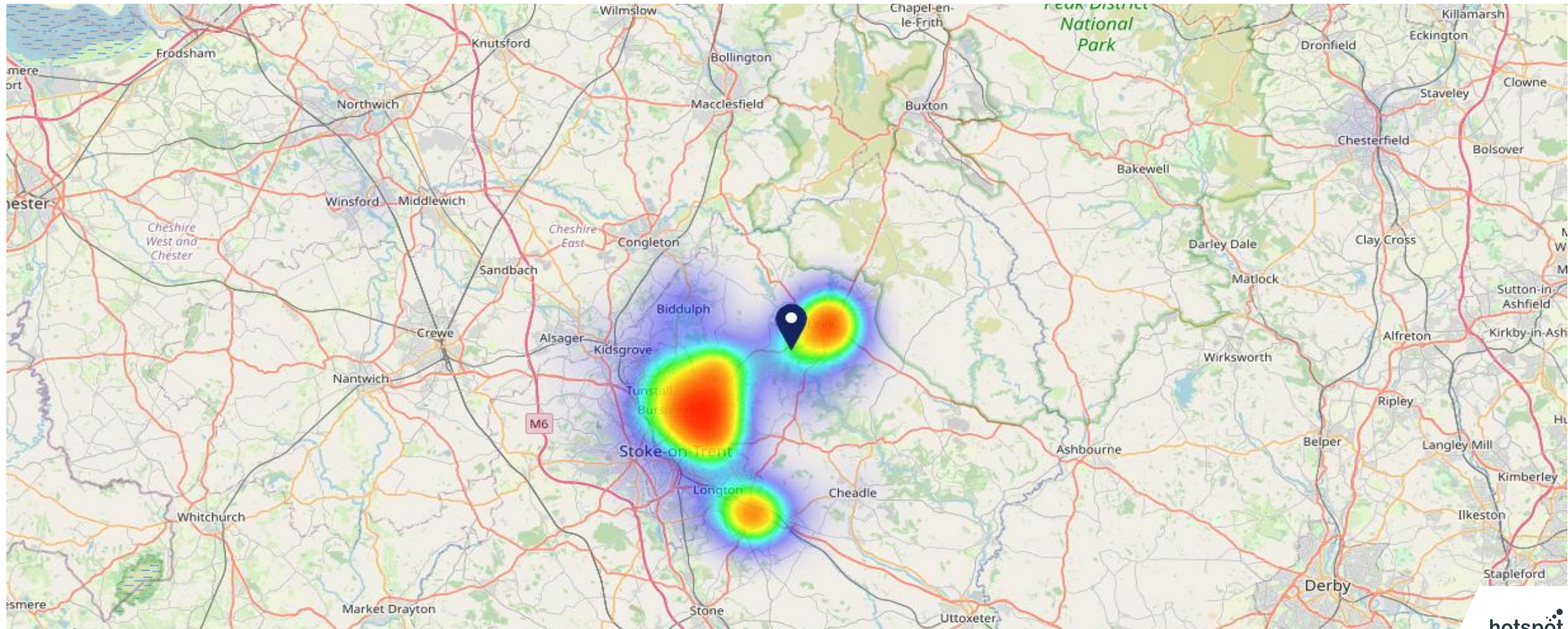




Map of Guest Origin

Where do customers of Wheel ST99QF come from?

Where do customers of Wheel ST99QF for 06/12/2023 - 27/11/2024 live

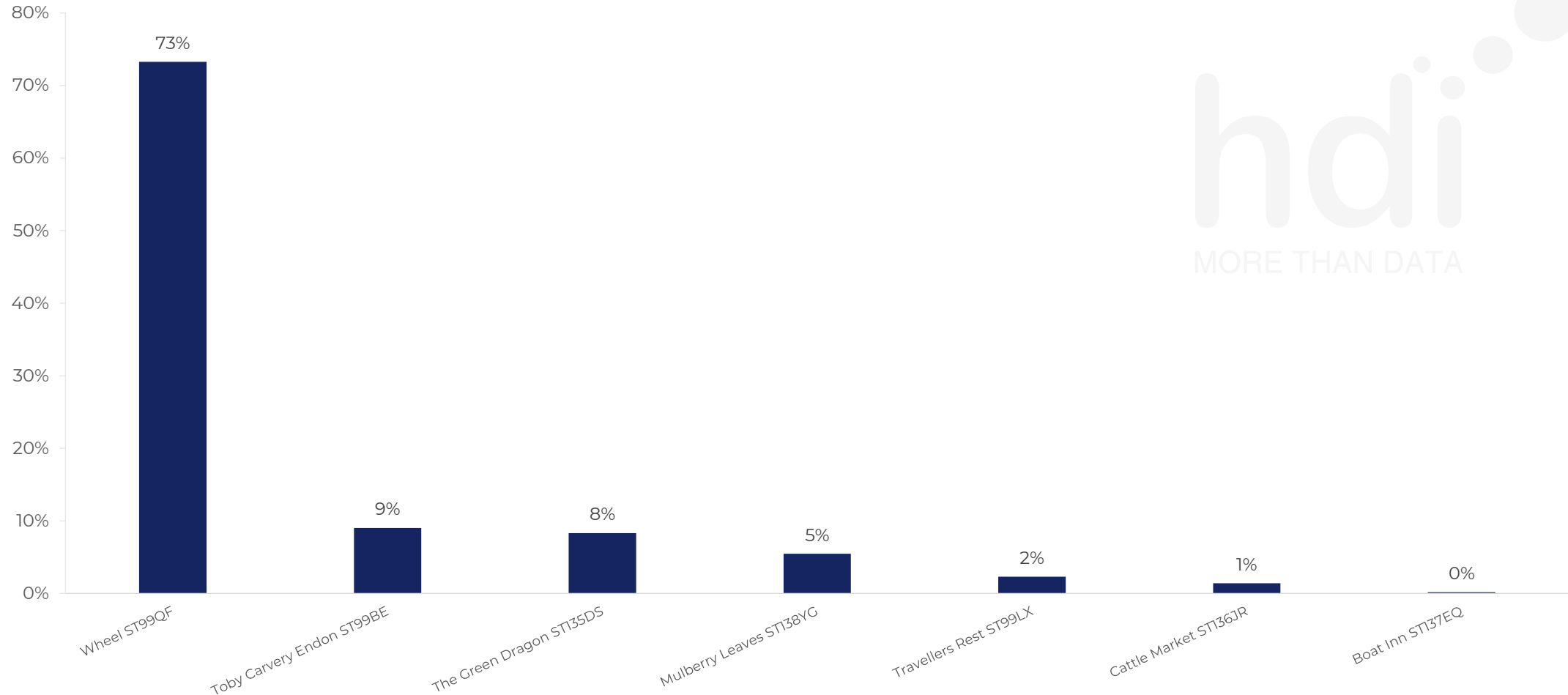




Share of Wallet

What are the Top 20 venues (by spend) that customers of Wheel ST99QF also visit?

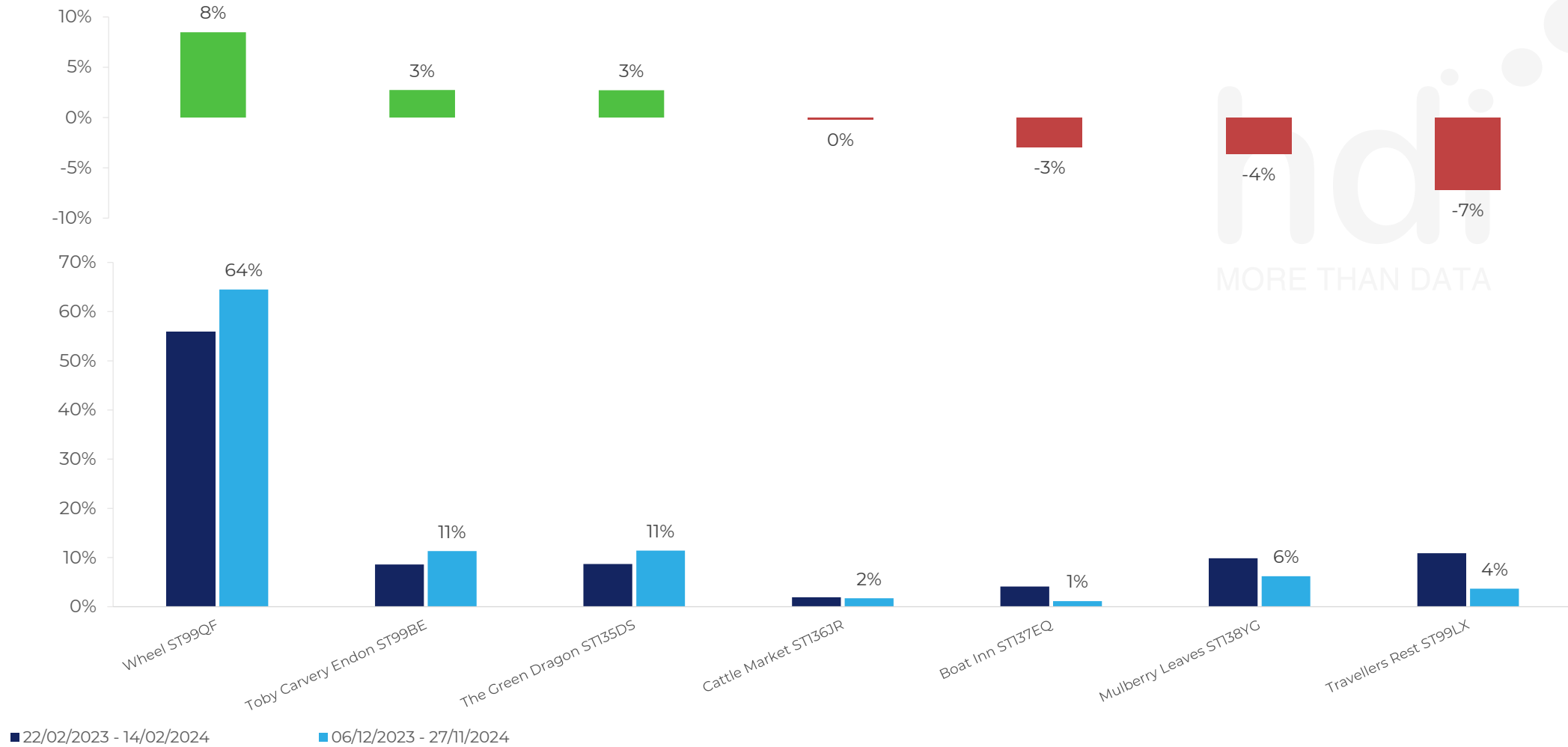
For customers of Wheel ST99QF, who are the top 20 competitors from 111 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Wheel ST99QF changed between two date ranges?





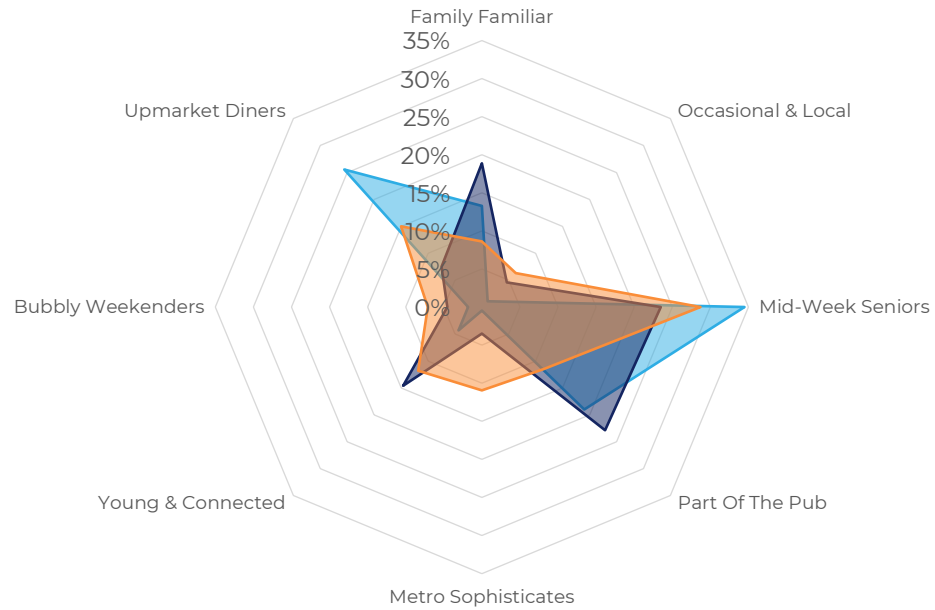
Market Summary

How does the local area for Wheel ST99QF 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	£287K	3	£287K	2	£1.46M	2	£44.20M	4
Weekpart	Mon - Thu	25.6%	1	25.6%	1	37.6%	2	38.2%	1
Weekpart	Fri - Sat	32.5%	1	32.5%	1	34.1%	1	45.5%	9
Weekpart	Sun	41.9%	10	41.9%	10	28.3%	10	16.3%	7
Age	18 to 24	3.4%	3	3.4%	3	4.9%	4	6.1%	4
Age	25 to 34	6.3%	1	6.3%	1	11.4%	1	18.3%	3
Age	35 to 44	13.1%	1	13.1%	1	21.4%	4	22.2%	4
Age	45 to 54	9.0%	1	9.0%	1	13.5%	1	16.4%	1
Age	55 to 64	16.3%	6	16.3%	6	19.1%	8	18.7%	9
Age	65 to 74	15.0%	10	15.0%	10	16.6%	10	12.2%	10
Age	75+	36.9%	10	36.9%	10	12.9%	10	6.0%	9
CAMEO	Business Elite	4.3%	4	4.3%	4	5.7%	5	5.1%	4
CAMEO	Prosperous Professionals	1.5%	1	1.5%	1	5.1%	4	5.0%	4
CAMEO	Flourishing Society	2.7%	1	2.7%	1	6.9%	2	8.8%	3
CAMEO	Content Communities	5.6%	1	5.6%	1	12.7%	6	14.5%	8
CAMEO	White Collar Neighbourhoods	4.0%	1	4.0%	1	6.4%	1	7.4%	1
CAMEO	Enterprising Mainstream	17.0%	10	17.0%	10	10.7%	8	11.0%	8
CAMEO	Paying The Mortgage	39.2%	10	39.2%	10	24.5%	10	17.3%	8
CAMEO	Cash Conscious Communities	5.3%	3	5.3%	2	12.7%	8	15.4%	10
CAMEO	On A Budget	10.5%	8	10.5%	8	6.9%	6	10.5%	9
CAMEO	Family Value	10.0%	9	10.0%	9	8.5%	9	5.0%	7
Affluence	AB	8.5%	1	8.5%	1	17.7%	3	18.9%	3
Affluence	C1C2	65.7%	10	65.7%	10	54.3%	8	50.1%	6
Affluence	DE	25.8%	7	25.8%	7	28.0%	8	31.0%	9



Mix of spend by customer segment in Punch site and local market



Wheel

Local Catchment

Punch T&L

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Wheel	61	13.27%	1.07%	34.48%	19.01%	0.45%	4.33%	1.81%	25.55%
Local Catchment	1481	18.88%	4.62%	23.49%	22.86%	3.47%	14.62%	4.53%	7.50%
Punch T&L	105151	8.63%	6.32%	28.70%	11.49%	10.93%	11.80%	7.08%	15.00%
Wheel vs Local Catchment		-5.61%	-3.55%	10.99%	-3.85%	-3.02%	-10.29%	-2.72%	18.05%
Wheel vs Punch T&L		4.64%	-5.25%	5.78%	7.52%	-10.48%	-7.47%	-5.27%	10.55%
Local Catchment vs Punch T&L		10.25%	-1.70%	-5.21%	11.37%	-7.46%	2.82%	-2.55%	-7.50%