

Site Summary



Wheel ST99QF

ST99QF

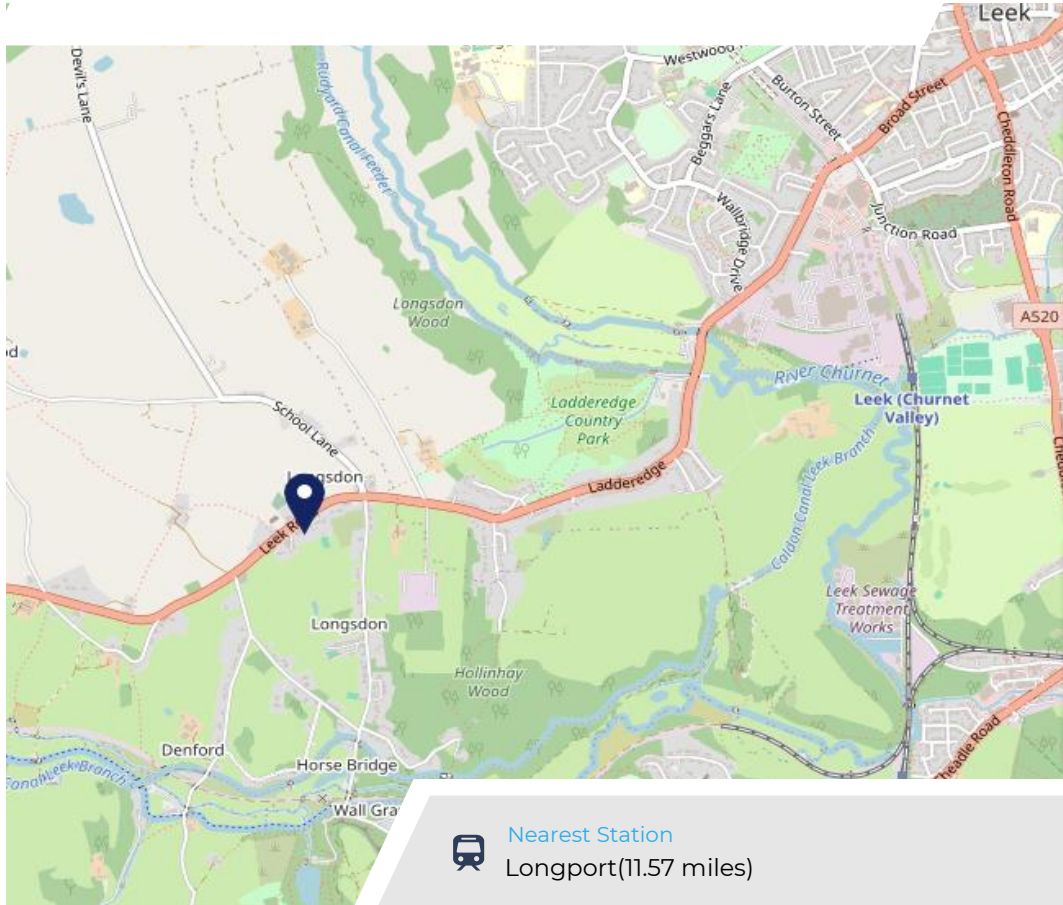
Punch T&L

Work Area
Stoke-on-Trent

Region
West Midlands

TV Region
Central

Urbanicity
Urban city and town



ATV
£31.70



Gender
61.96%
Male



Affluence
60.77%
Middle Income



Segmentation
33.34%
Paying The Mortgage



Age Group
36.90%
75+



Visit Day
43.19%
Sun

Top Competitors

Toby Carvery Endon **#1**
ST99BE
 Toby Carvery

The Green Dragon **#2**
ST135DS
 JD Wetherspoon

Leek Bargrill **#3**
ST136HU
 Restaurant

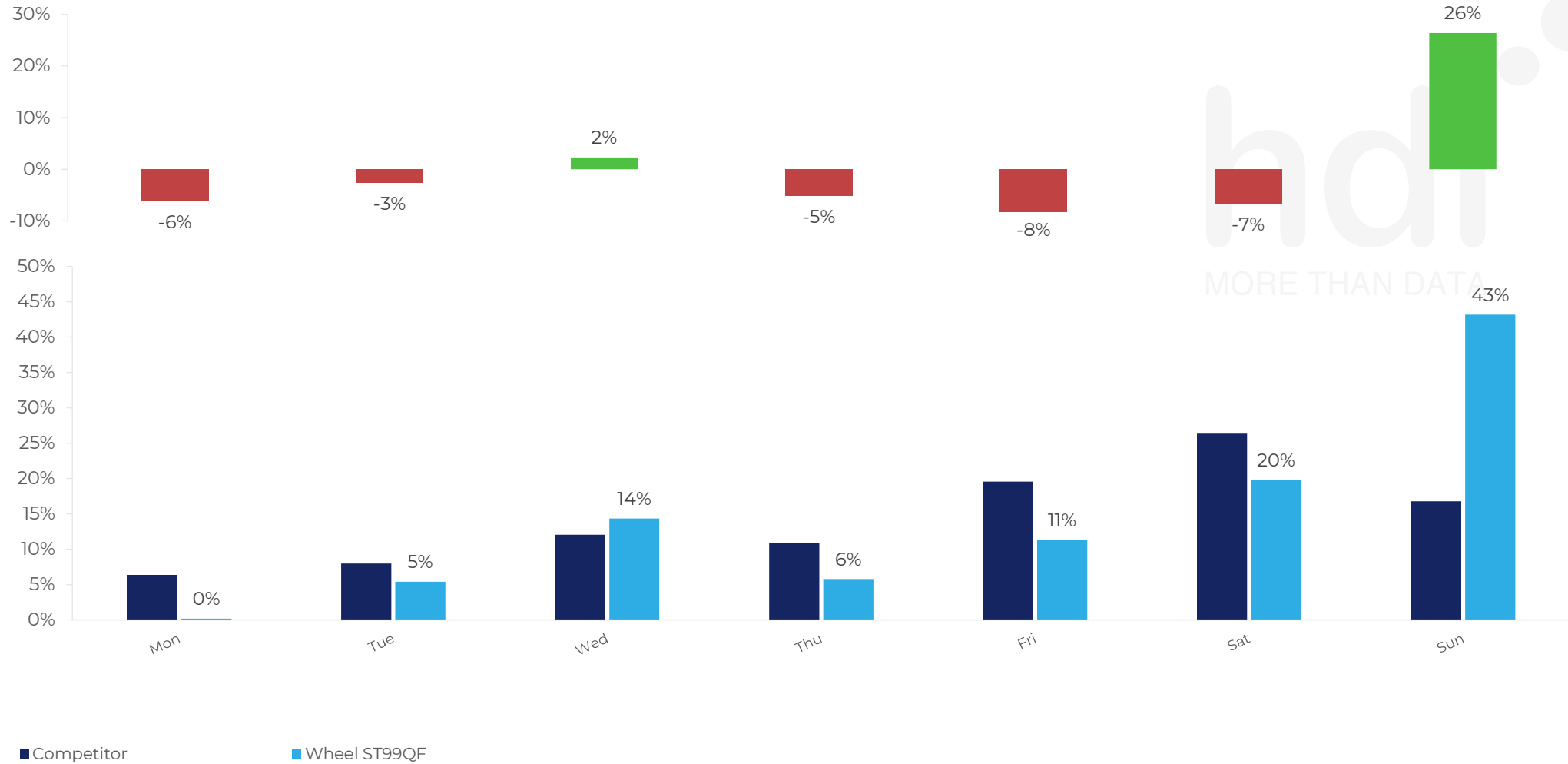


Nearest Station
Longport(11.57 miles)

Spend by Weekpart

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

% of spend for Wheel ST99QF and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Day of Week

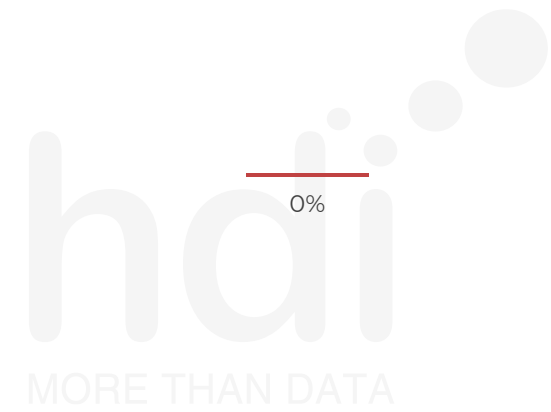
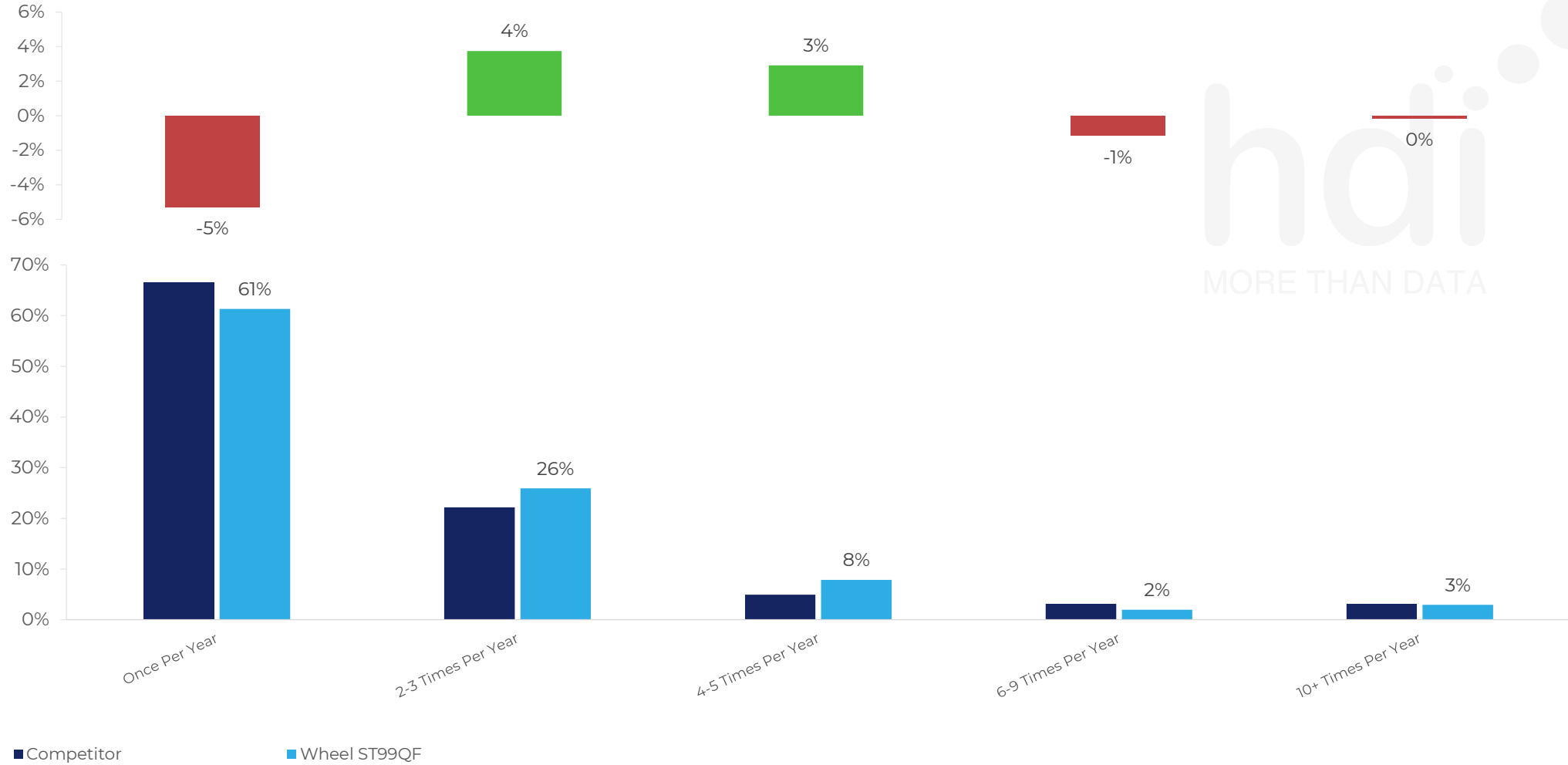




Visit Frequency

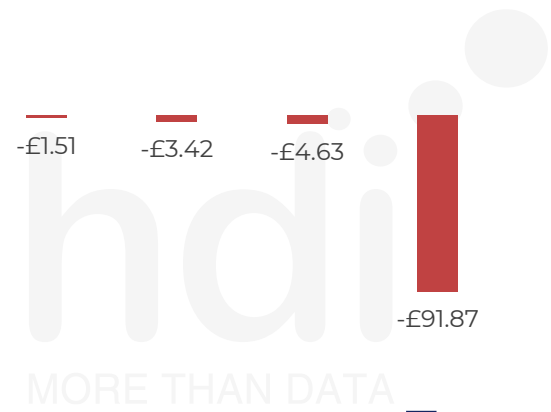
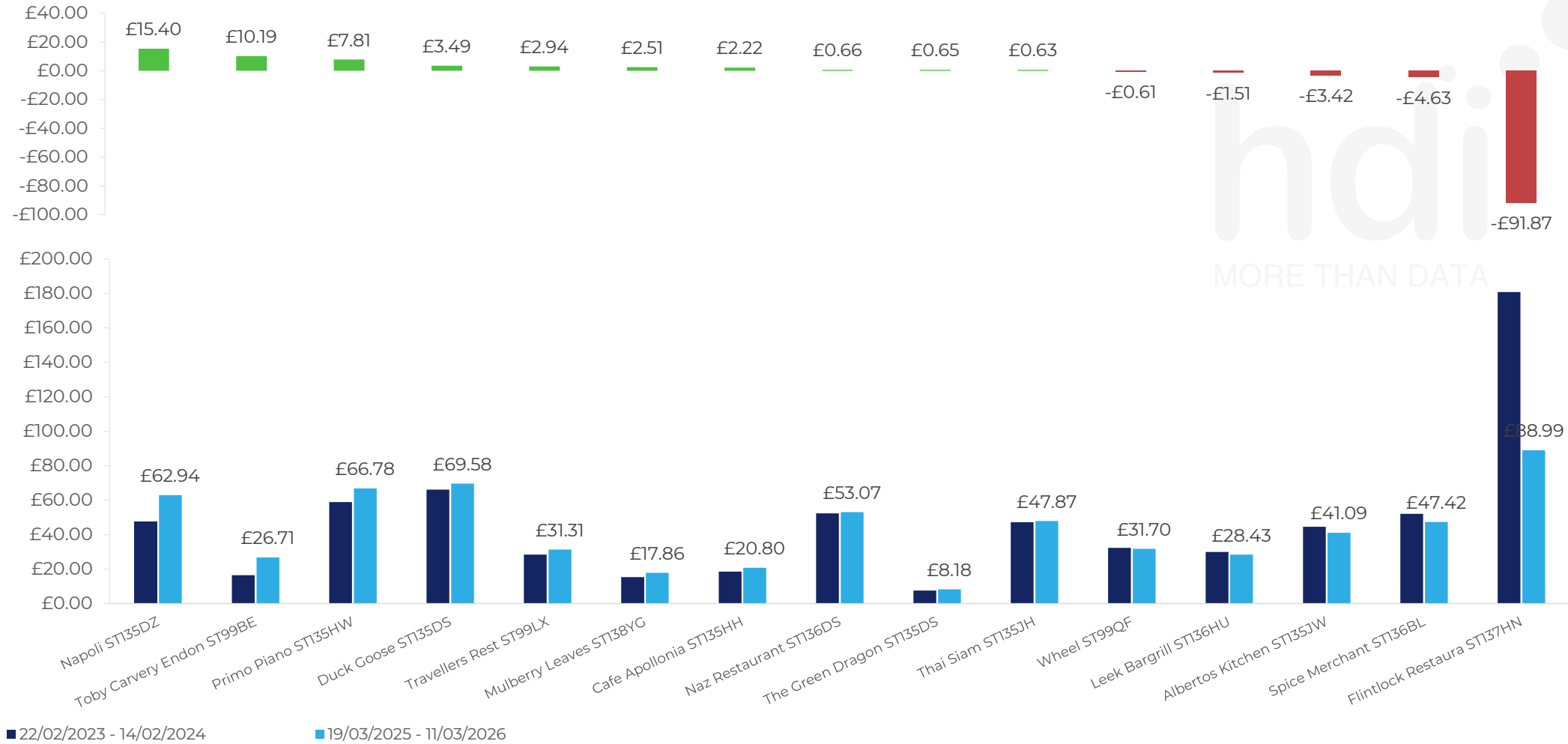
How frequently per year do customers visit Wheel ST99QF versus its competitors?

% of customer numbers for Wheel ST99QF and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 and the number of visits made Per Annum



ATV Change

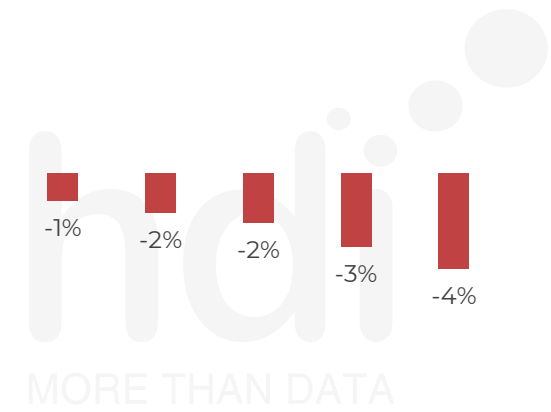
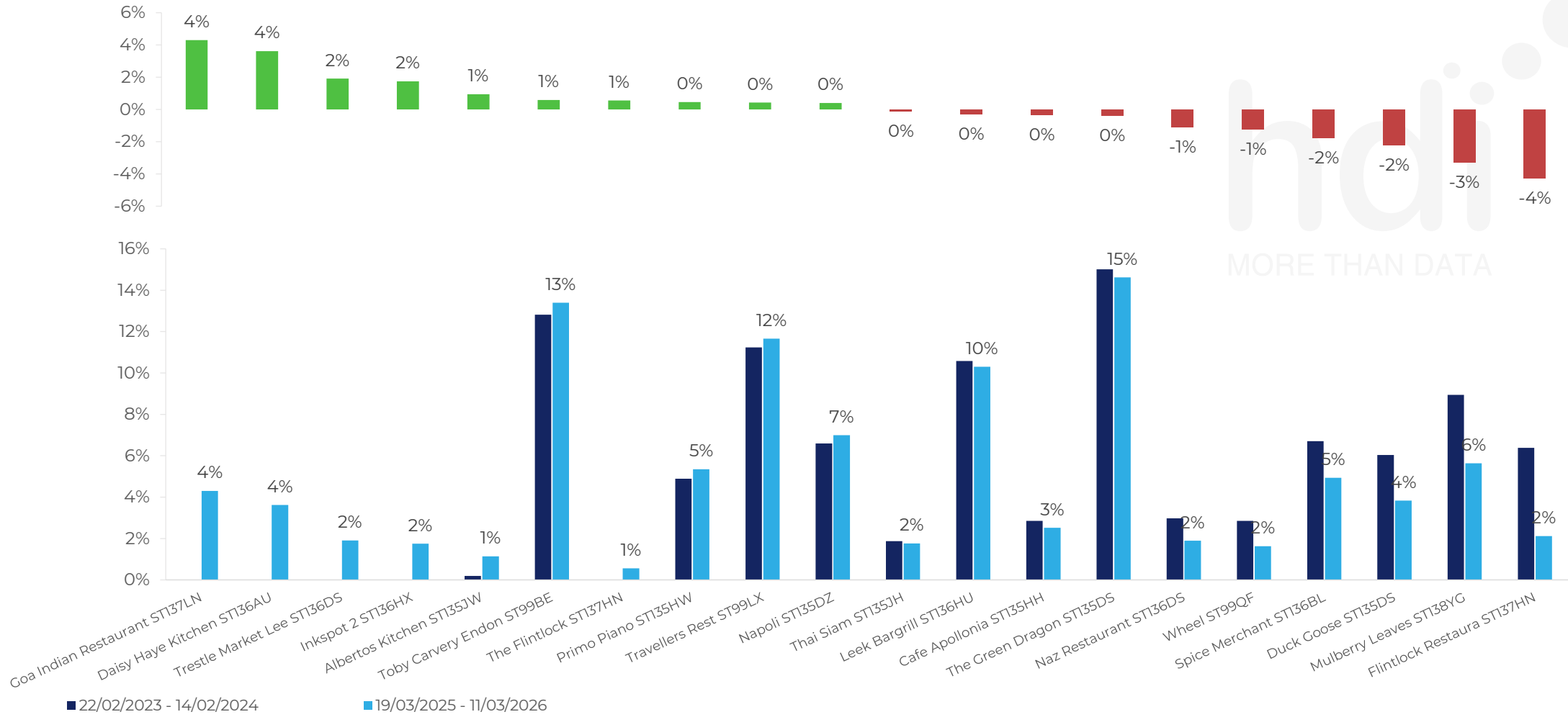
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

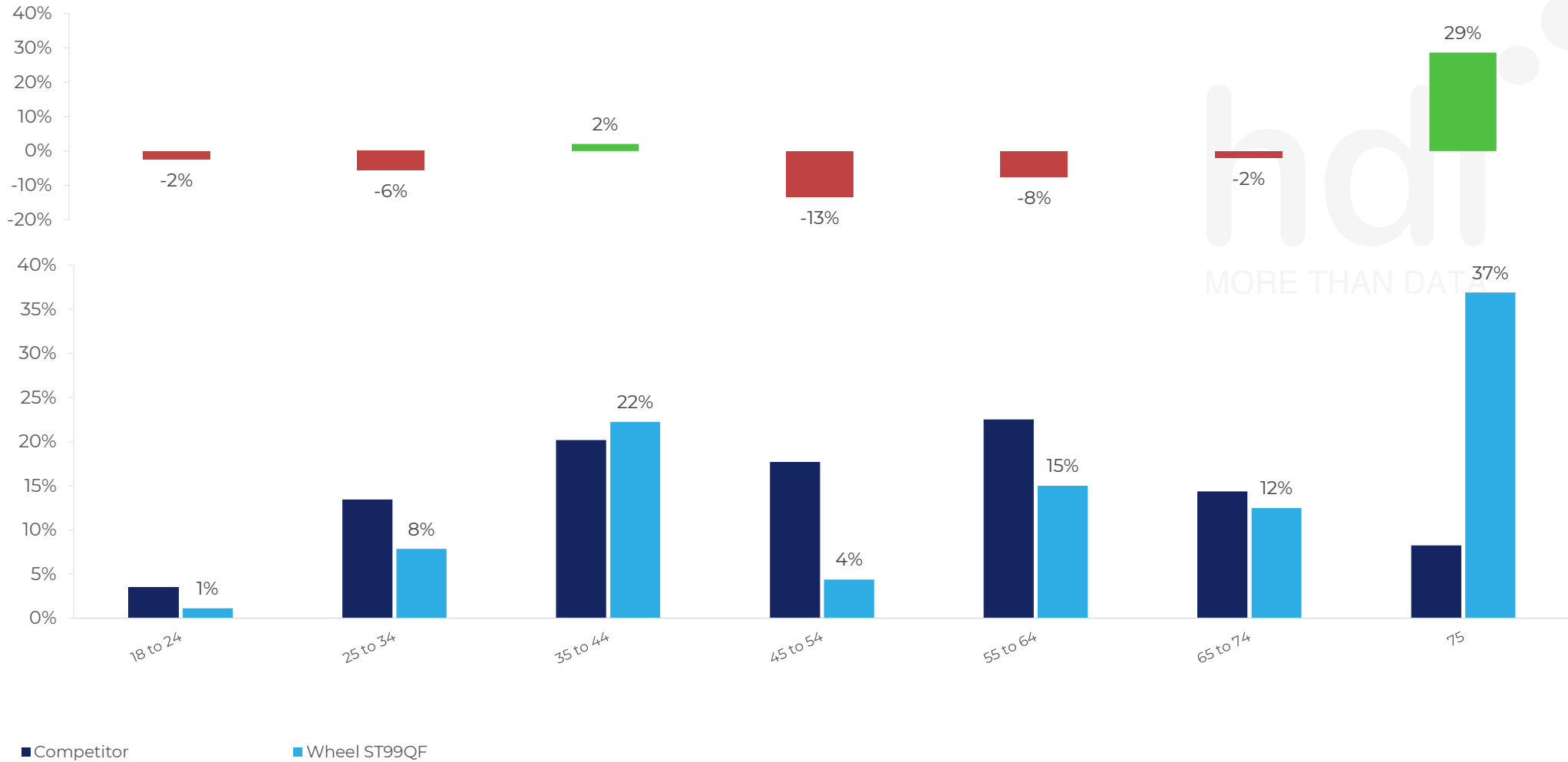
% of market share spend for Wheel ST99QF and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026



Age

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

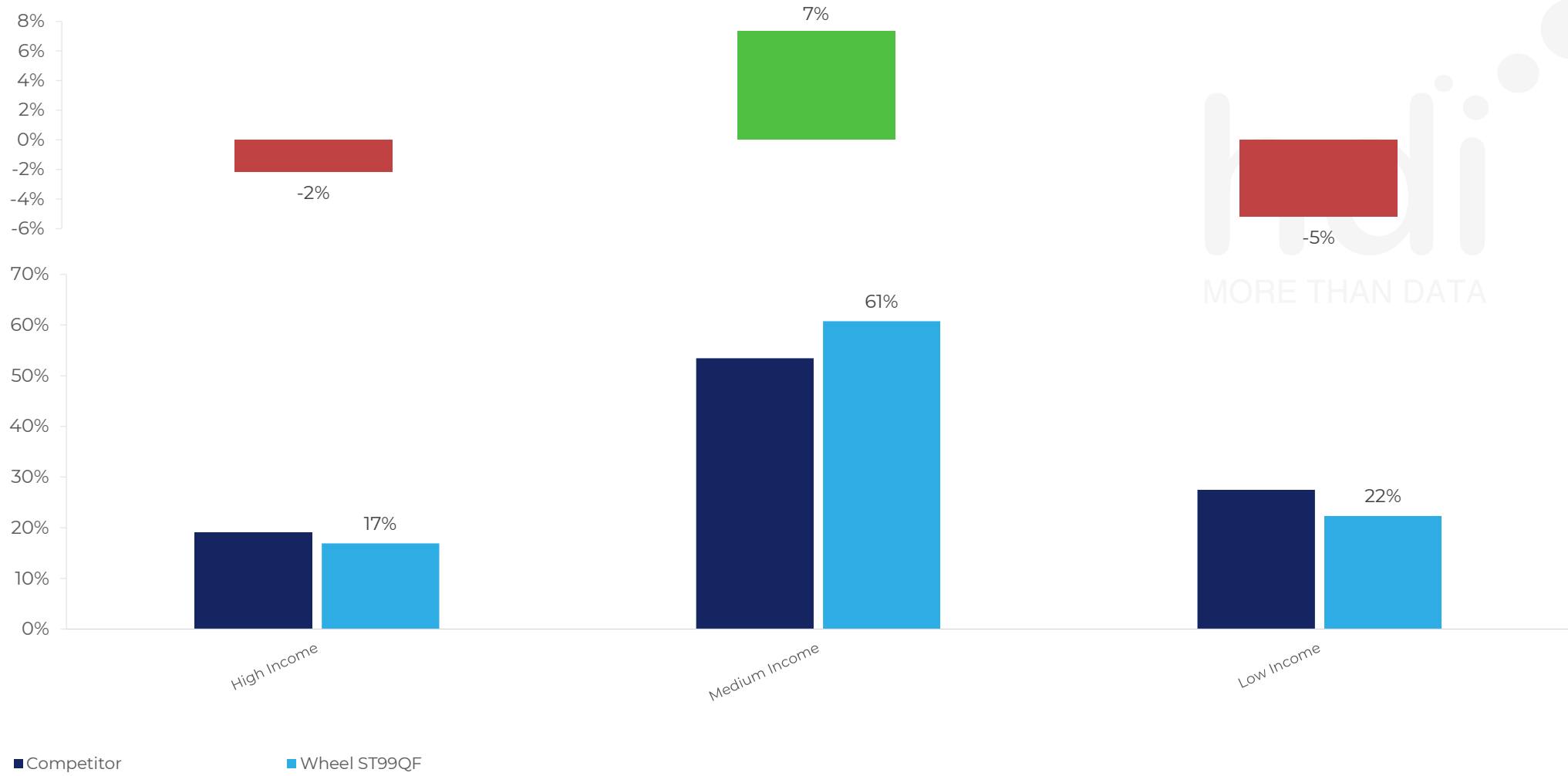
% of spend for Wheel ST99QF and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Age Range



Affluence

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

% of spend for Wheel ST99QF and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Affluence

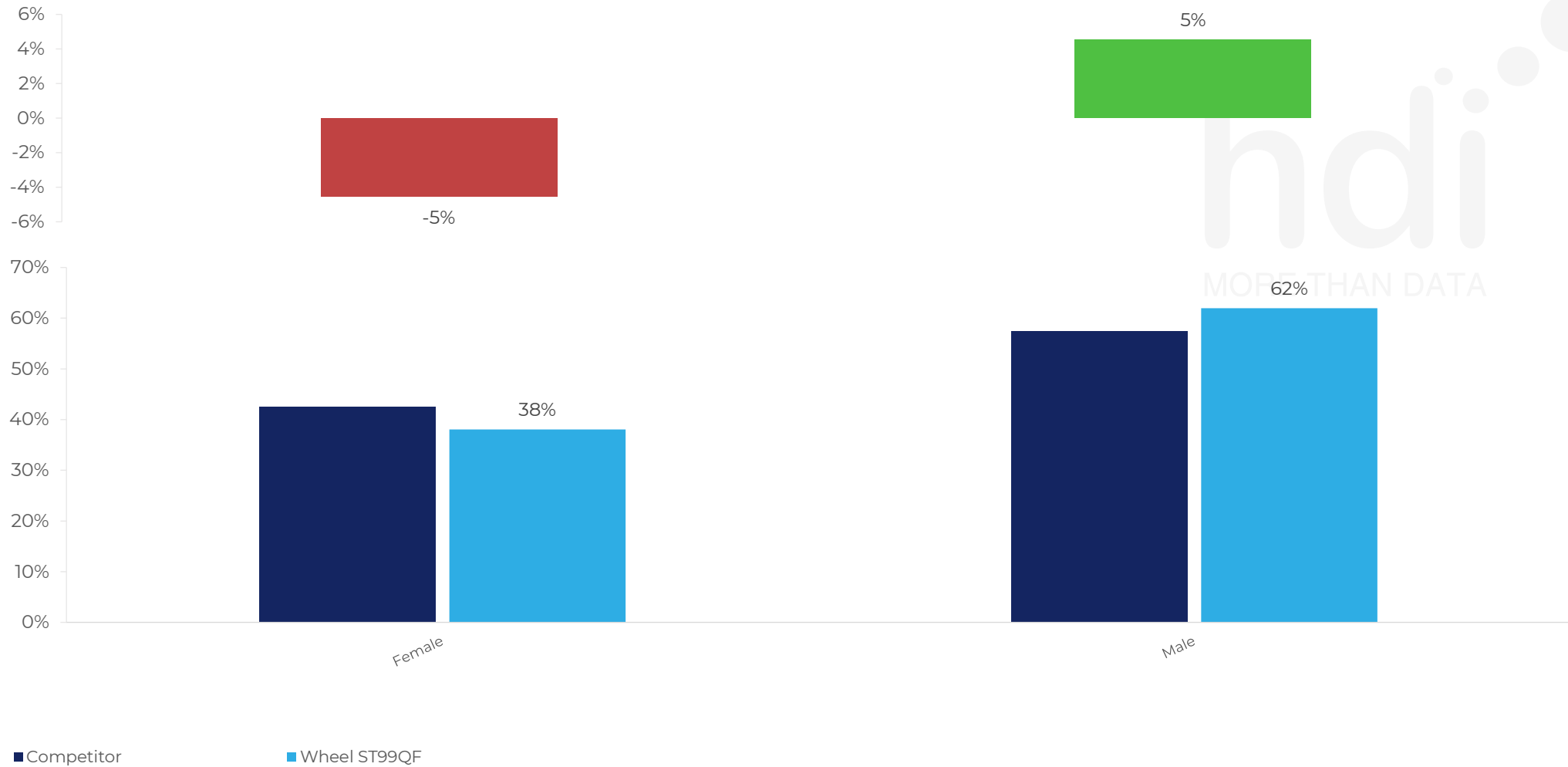




Gender

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

% of spend for Wheel ST99QF and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 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

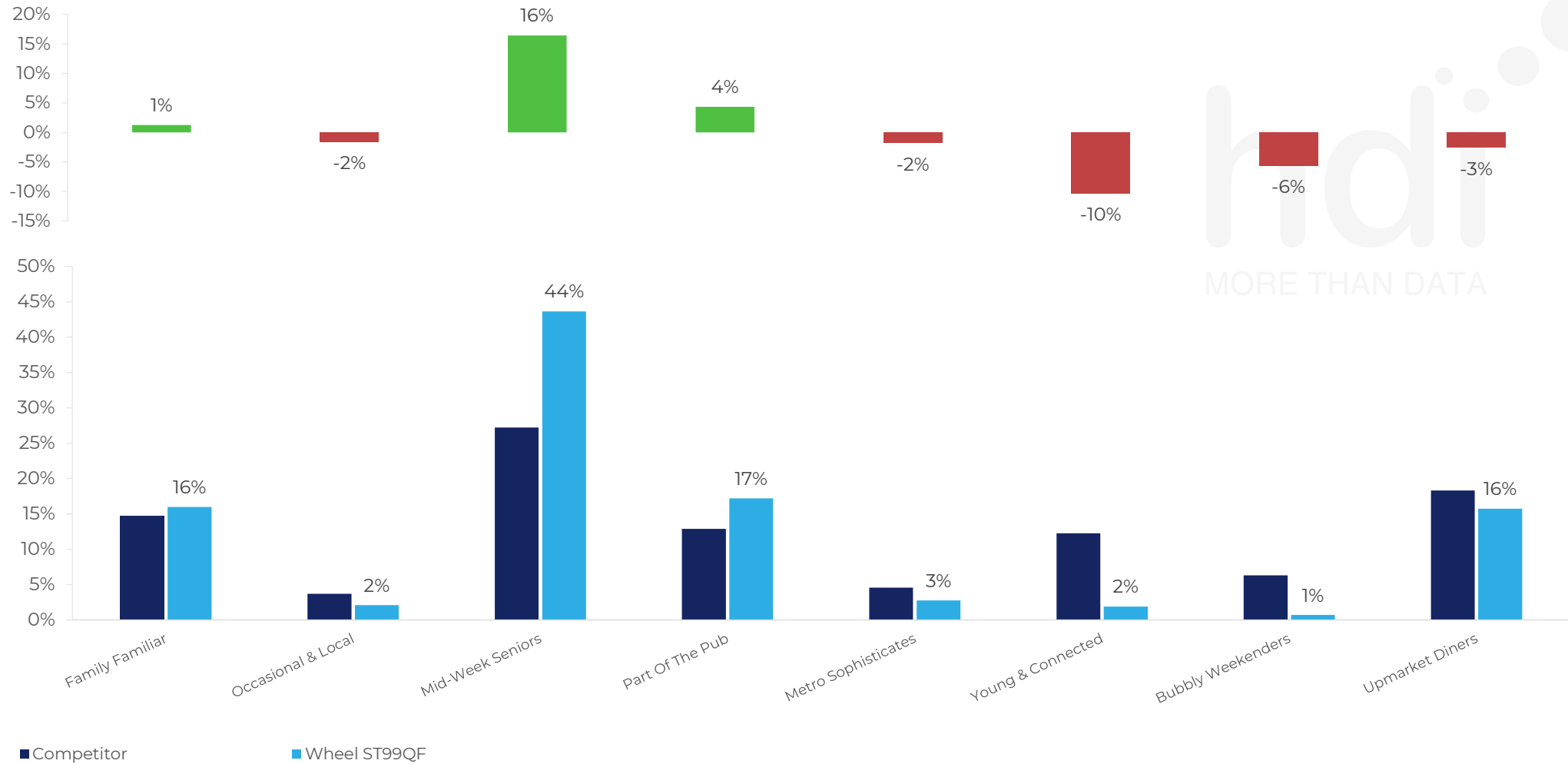
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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

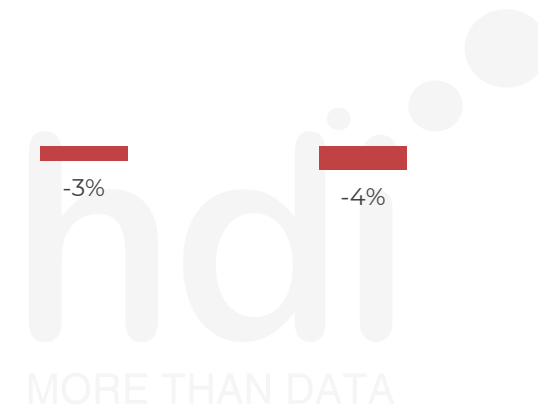
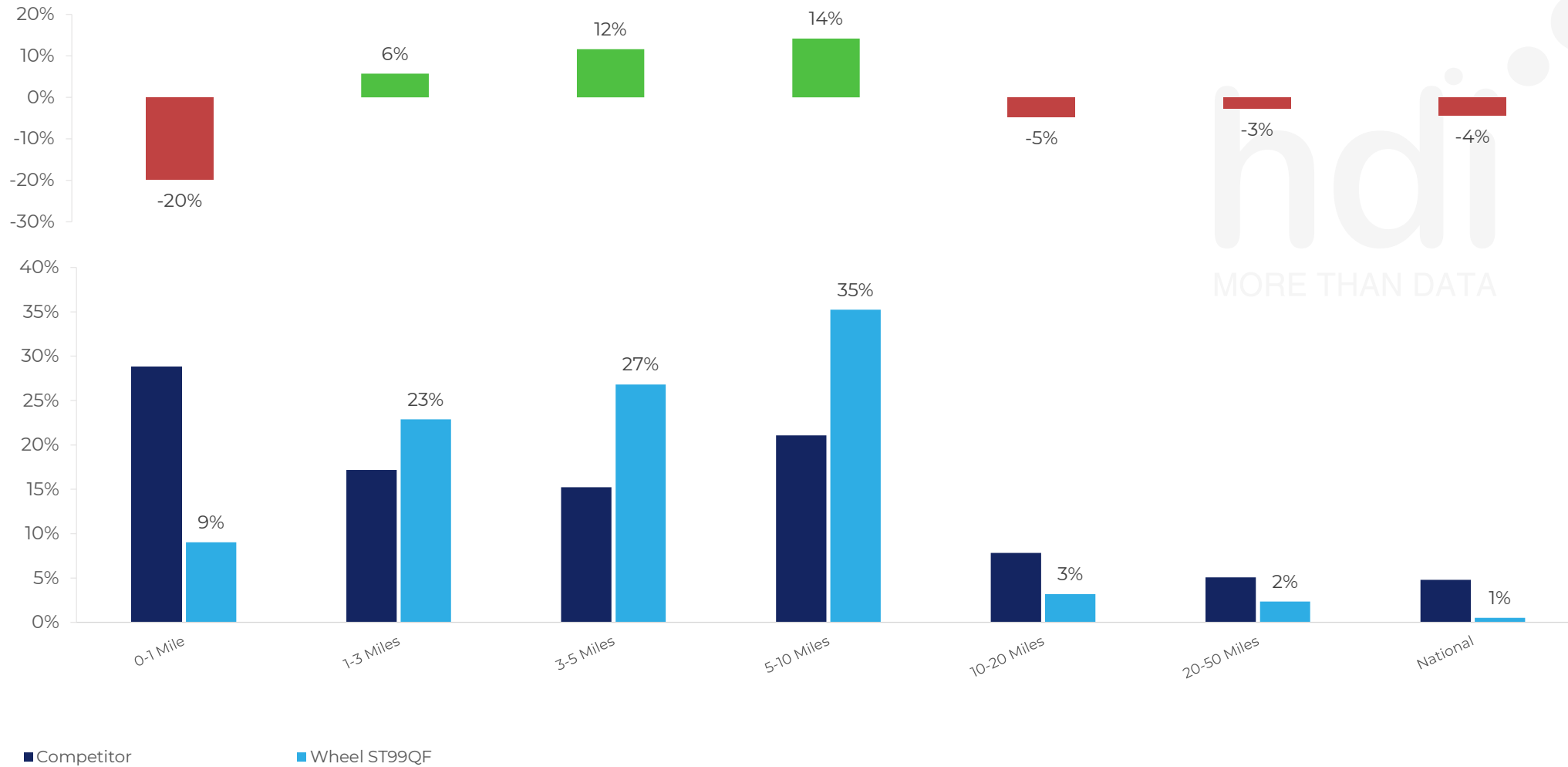
% of spend for Wheel ST99QF and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Segment



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 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Distance travelled

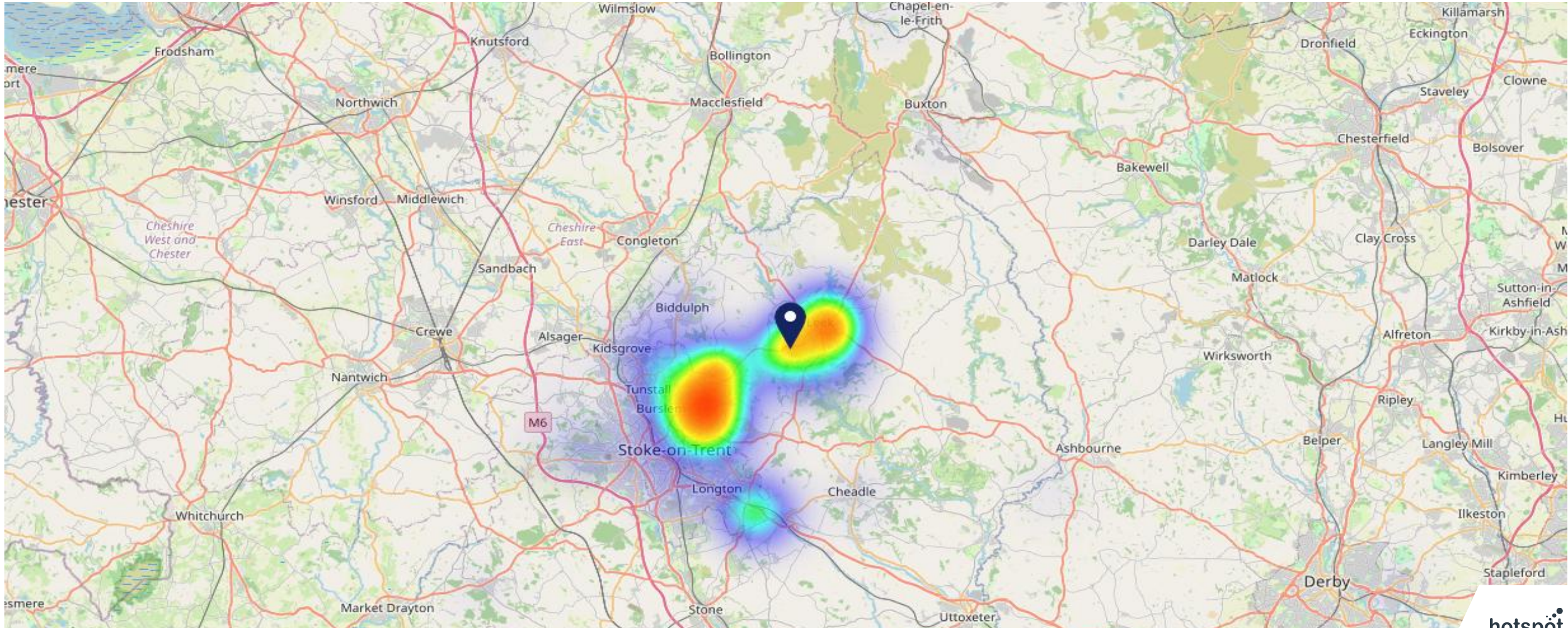




Map of Guest Origin

Where do customers of Wheel ST99QF come from?

Where do customers of Wheel ST99QF for 19/03/2025 - 11/03/2026 live

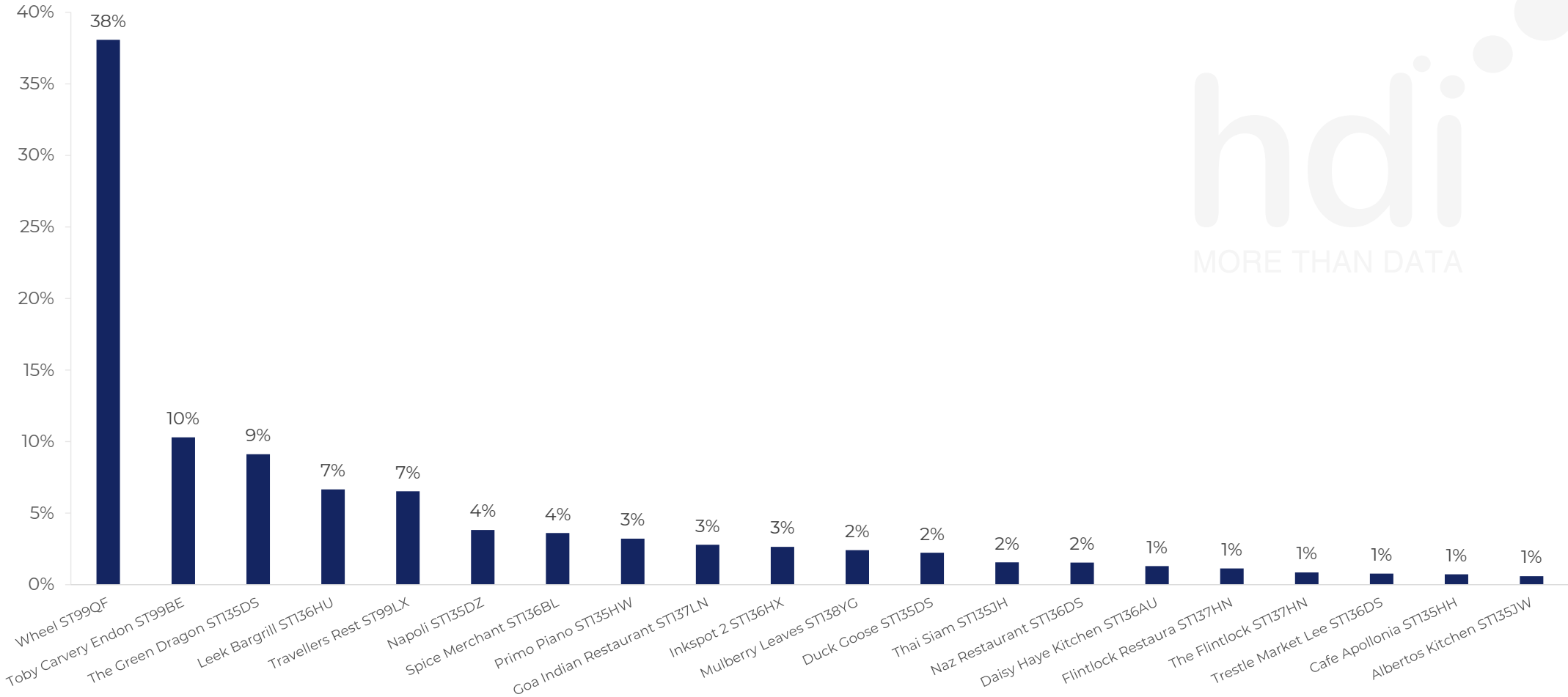




Share of Wallet

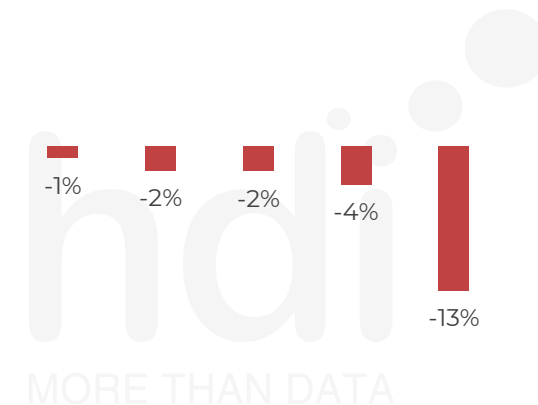
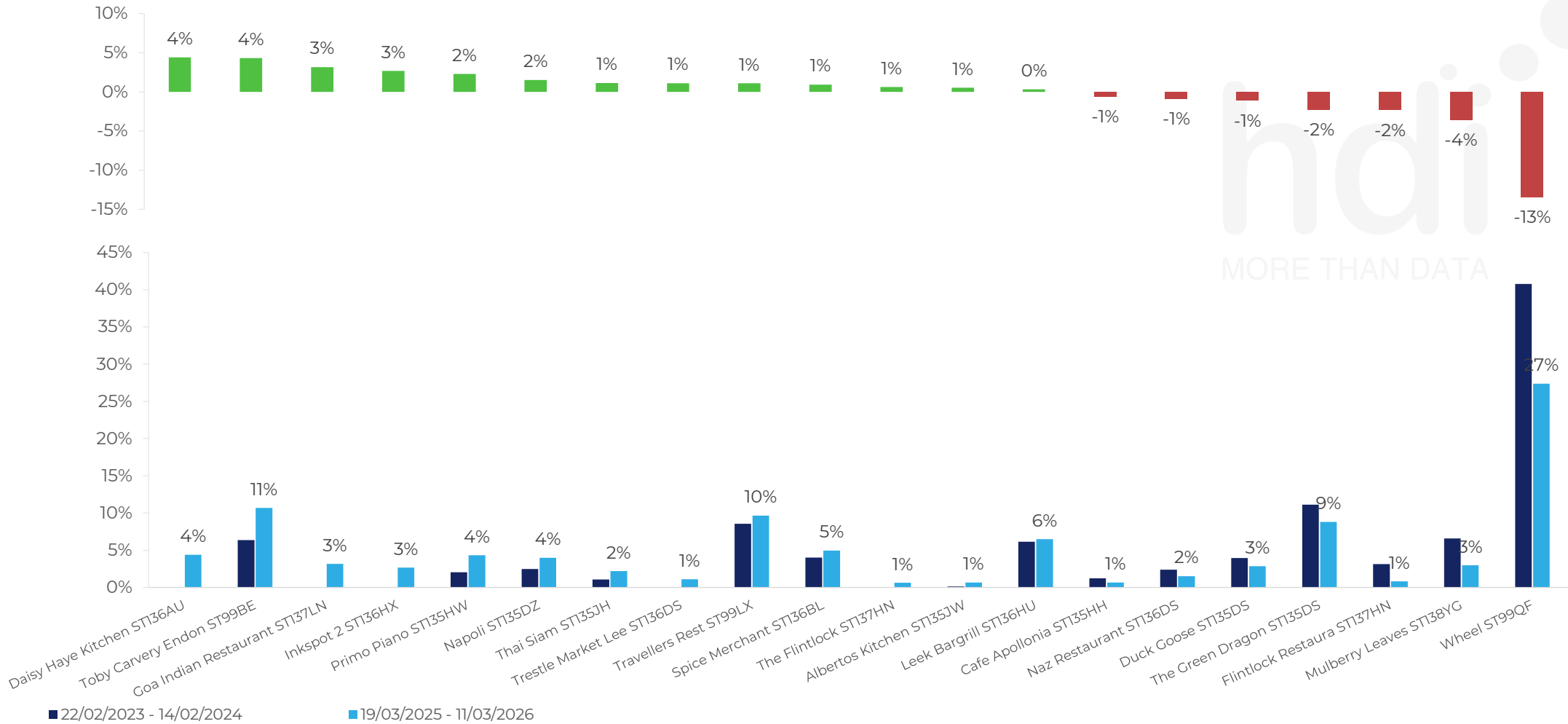
What are the Top 20 venues (by spend) that customers of Wheel ST99QF also visit?

For customers of Wheel ST99QF, who are the top 20 competitors from 238 Chains in 3 Miles for 19/03/2025 - 11/03/2026 split by Venue



Share of Wallet Change

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





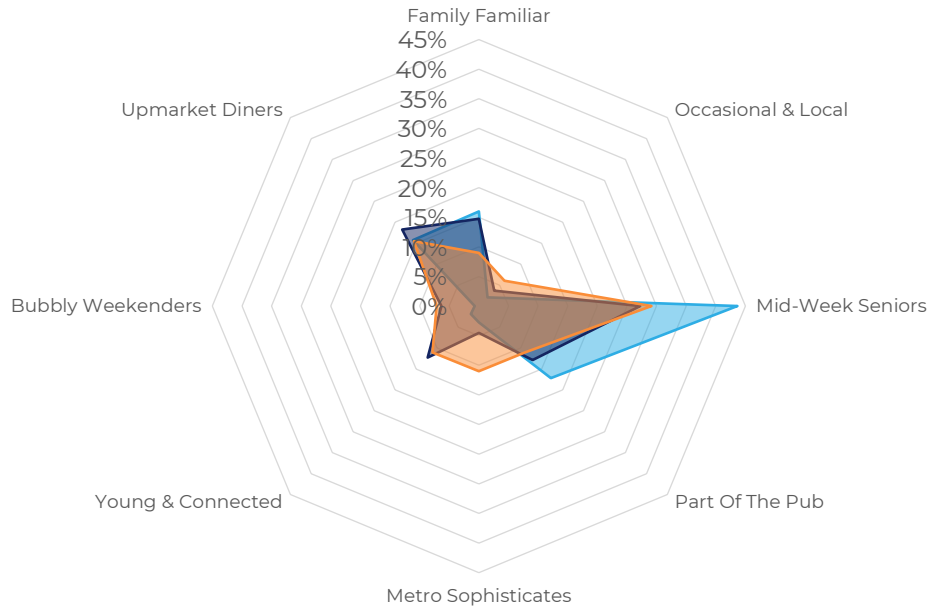
Market Summary

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	£191K	2	£191K	2	£1.32M	2	£43.90M	4
Weekpart	Mon - Thu	25.4%	1	25.4%	1	37.2%	2	39.2%	2
Weekpart	Fri - Sat	30.8%	1	30.8%	1	34.8%	1	45.2%	9
Weekpart	Sun	43.9%	10	43.9%	10	28.0%	10	15.6%	5
Age	18 to 24	1.2%	1	1.2%	1	3.7%	2	5.9%	4
Age	25 to 34	5.7%	1	5.7%	1	10.3%	1	17.4%	2
Age	35 to 44	23.2%	6	23.2%	6	24.0%	6	21.7%	3
Age	45 to 54	4.1%	1	4.1%	1	12.1%	1	17.0%	1
Age	55 to 64	15.7%	6	15.7%	6	19.8%	9	19.7%	9
Age	65 to 74	12.4%	9	12.4%	9	18.5%	10	12.4%	10
Age	75+	37.6%	10	37.6%	10	11.6%	10	5.9%	9
CAMEO	Business Elite	11.5%	8	11.5%	8	5.2%	4	5.2%	4
CAMEO	Prosperous Professionals	2.9%	3	2.9%	2	6.0%	5	5.1%	4
CAMEO	Flourishing Society	3.9%	1	3.9%	1	8.3%	3	8.8%	3
CAMEO	Content Communities	5.4%	1	5.4%	1	12.0%	5	14.3%	8
CAMEO	White Collar Neighbourhoods	3.2%	1	3.2%	1	9.7%	3	8.0%	2
CAMEO	Enterprising Mainstream	18.1%	10	18.1%	10	9.8%	7	10.7%	8
CAMEO	Paying The Mortgage	33.2%	10	33.2%	10	22.4%	10	17.9%	8
CAMEO	Cash Conscious Communities	4.5%	2	4.5%	2	12.2%	8	14.9%	10
CAMEO	On A Budget	6.4%	6	6.4%	5	6.2%	5	10.2%	9
CAMEO	Family Value	11.0%	9	11.0%	9	8.1%	8	5.0%	7
Affluence	AB	18.2%	3	18.2%	3	19.6%	3	19.1%	3
Affluence	C1C2	59.9%	9	59.9%	9	53.9%	8	50.8%	7
Affluence	DE	21.9%	6	21.9%	6	26.5%	8	30.1%	9



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
Wheel	51	15.98%	2.09%	43.64%	17.19%	2.76%	1.90%	0.69%	15.72%
Local Catchment	2396	14.74%	3.70%	27.23%	12.87%	4.55%	12.25%	6.31%	18.30%
Punch T&L	93514	8.99%	6.09%	29.13%	11.03%	10.99%	11.09%	7.13%	15.51%
Wheel vs Local Catchment		1.24%	-1.61%	16.41%	4.32%	-1.79%	-10.35%	-5.62%	-2.58%
Wheel vs Punch T&L		6.99%	-4.00%	14.51%	6.16%	-8.23%	-9.19%	-6.44%	0.21%
Local Catchment vs Punch T&L		5.75%	-2.39%	-1.90%	1.84%	-6.44%	1.16%	-0.82%	2.79%

Wheel

Local Catchment

Punch T&L