## Site Summary

# Masons Arms TF119LQ

TF119LQ

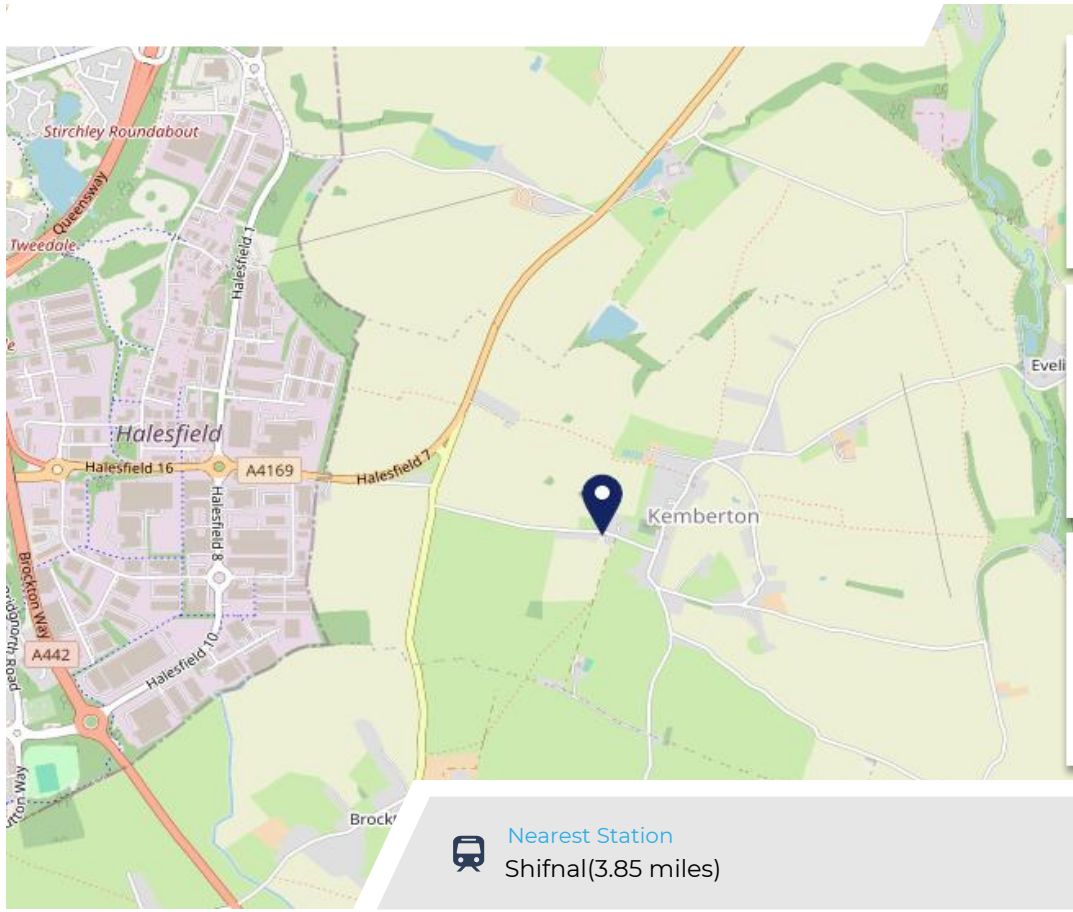
Punch T&L

Work Area
Telford

Region
West Midlands

TV Region
Central

Urbanicity
Rural village




ATV
**£23.66**

Gender
**83.98%**
Male

Affluence
**58.00%**
Middle Income

Segmentation
**19.56%**
Content Communities

Age Group
**50.41%**
45 to 54

Visit Day
**29.57%**
Sat

Top Competitors

Cuckoo Oak (Madeley) #1
TF74JD
Hungry Horse

Radici #2
TF119AZ
Restaurant

Half Moon Inn #3
TF87LP
Pub Restaurant

Nearest Station
Shifnal(3.85 miles)

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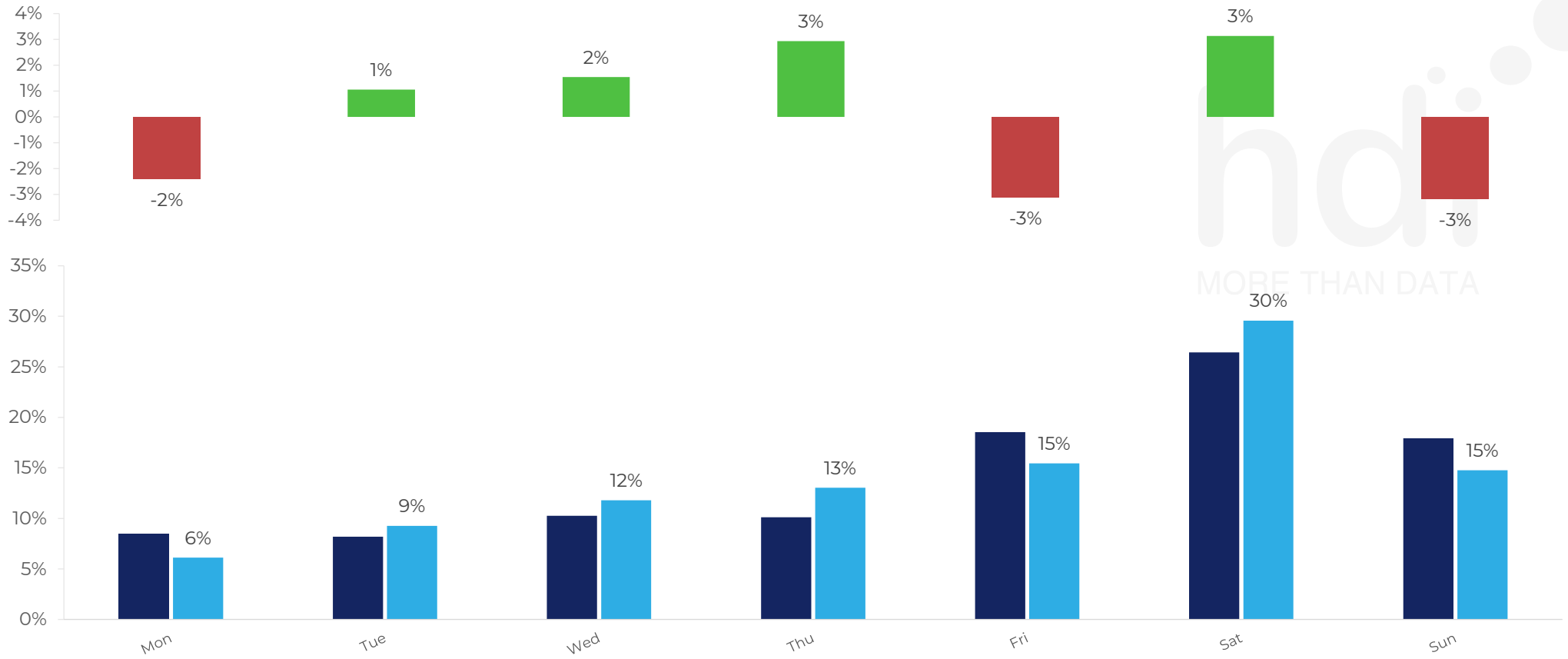
## Spend by Weekpart

How is customer spend distributed throughout the week for Masons Arms TF119LQ versus its competitors?

% of spend for Masons Arms TF119LQ and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Day of Week

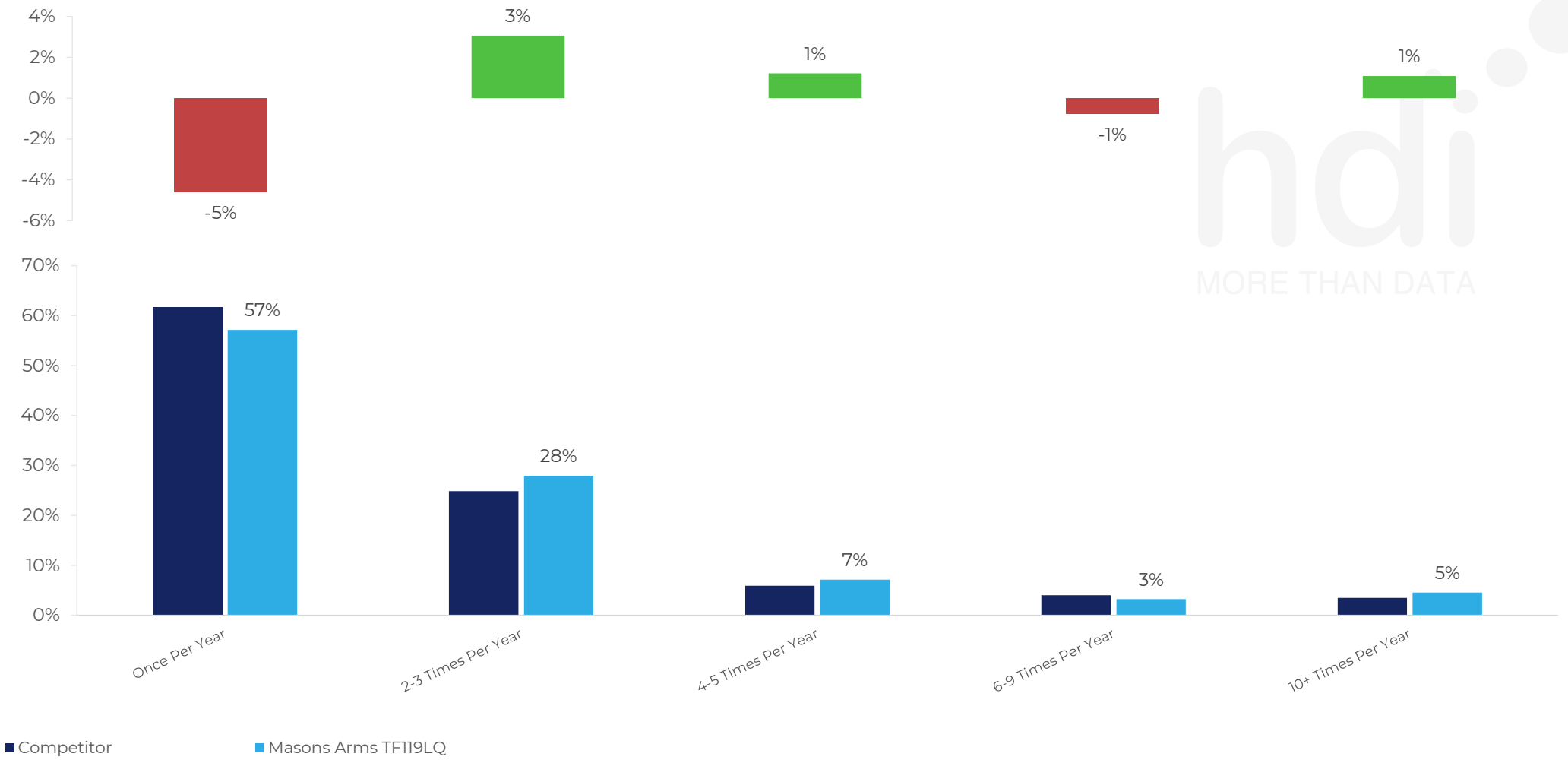



■ Competitor ■ Masons Arms TF119LQ

# Visit Frequency

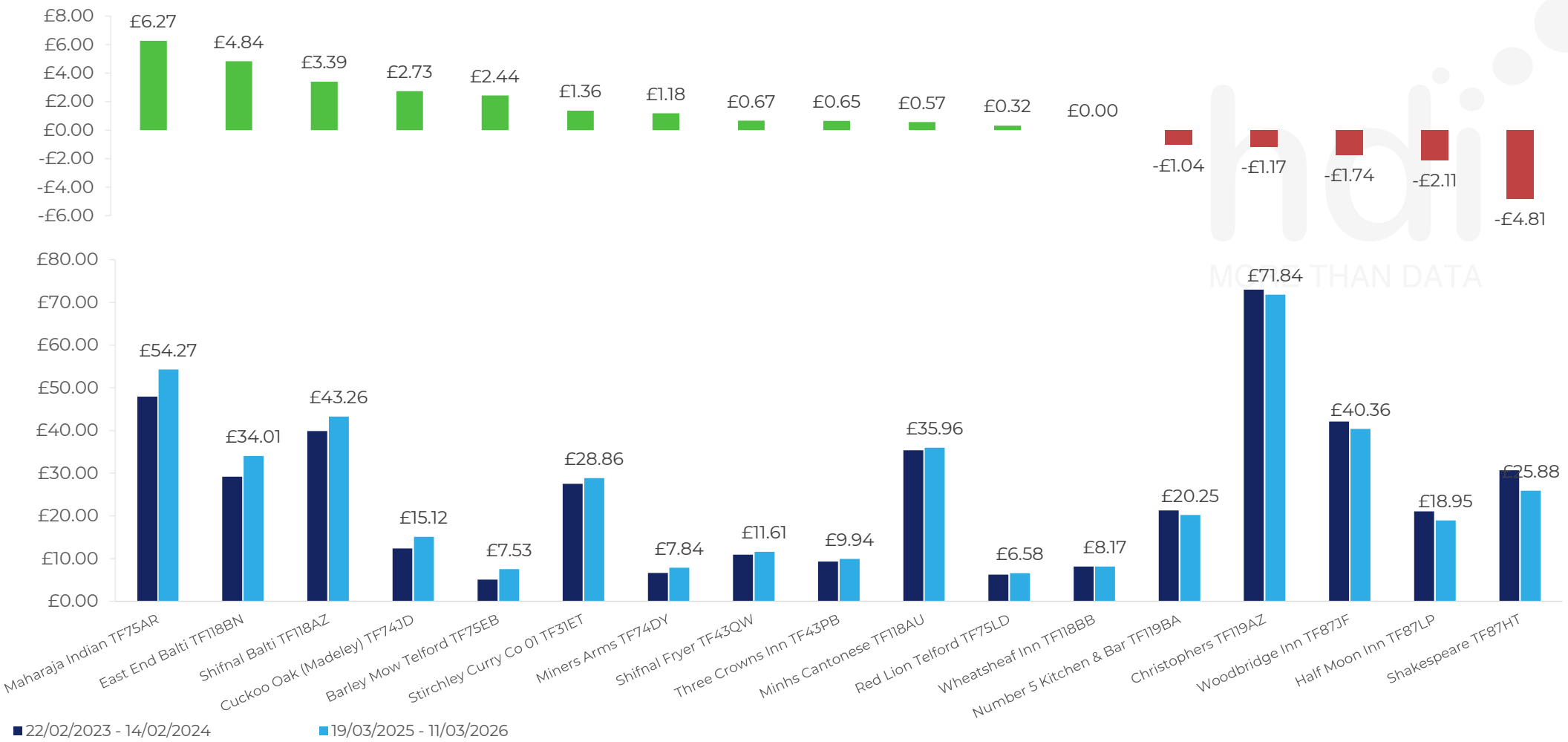
How frequently per year do customers visit Masons Arms TF119LQ versus its competitors?

% of customer numbers for Masons Arms TF119LQ and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 and the number of visits made Per Annum



## ATV Change

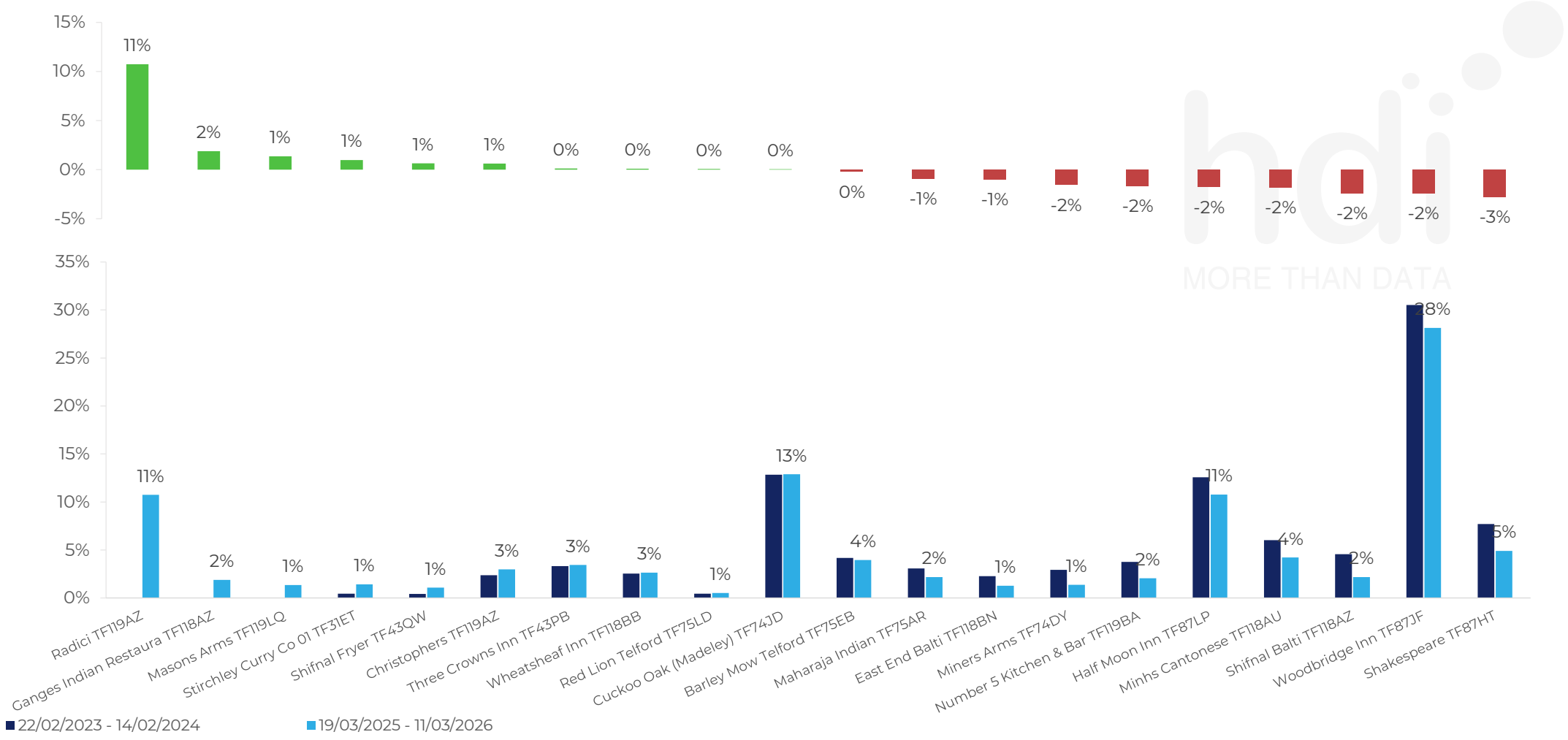
How has ATV changed between two date ranges?



# Market Share Change

How has market share changed between two date ranges?

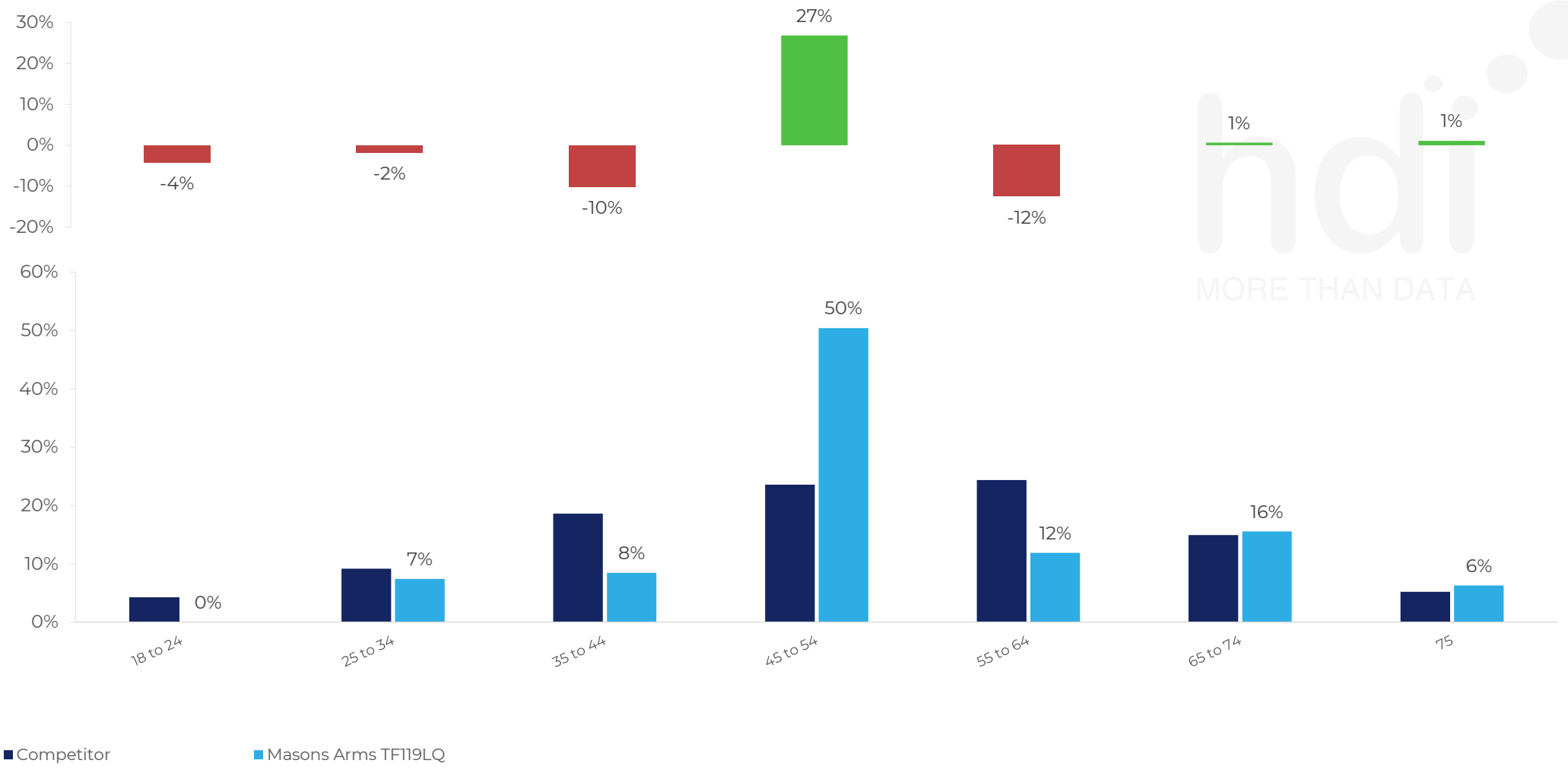
% of market share spend for Masons Arms TF119LQ and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026



# Age

How does the age profile of customers who visit Masons Arms TF119LQ compare versus its competitors?

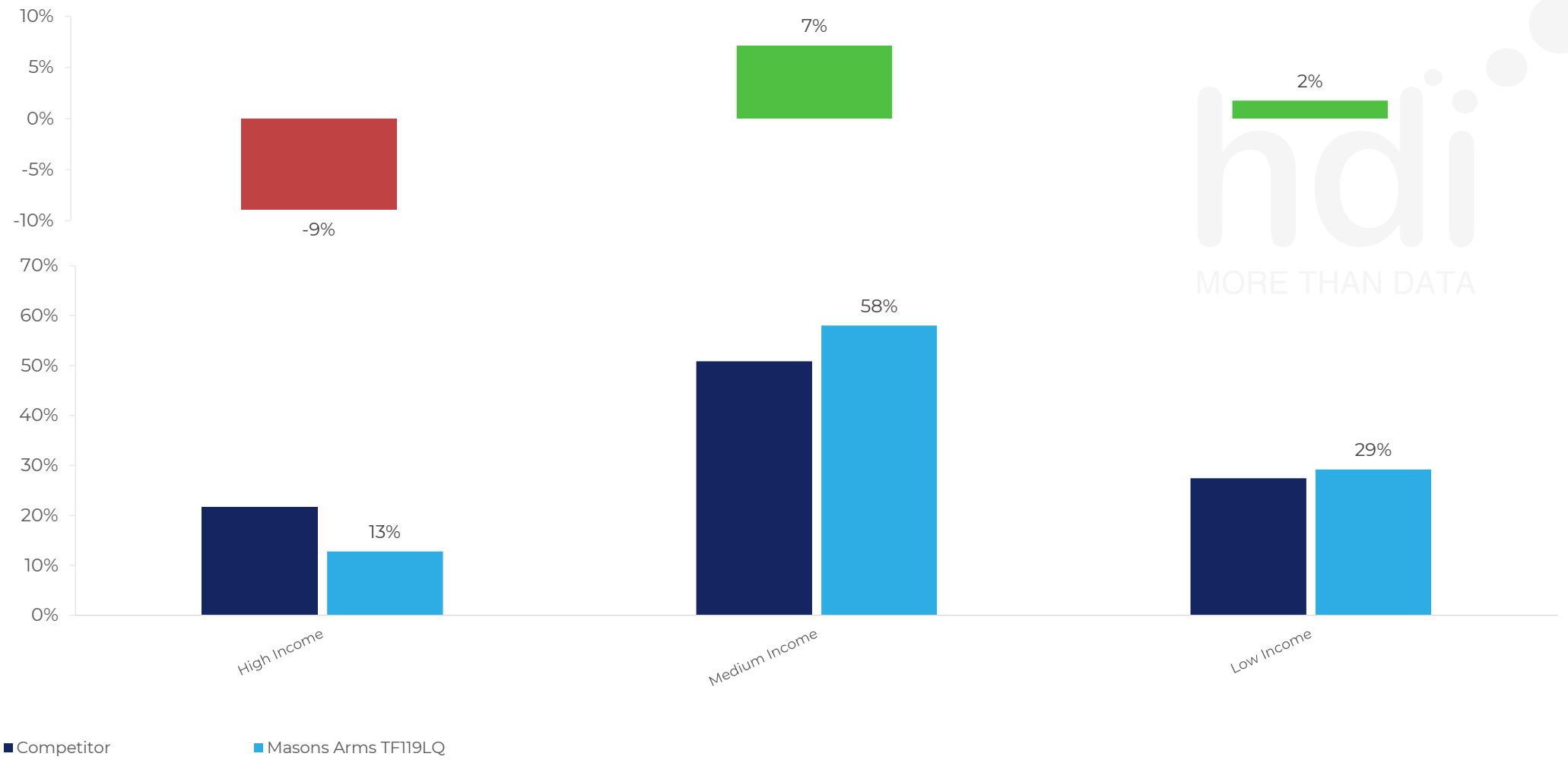
% of spend for Masons Arms TF119LQ and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Age Range



## Affluence

How does the affluence of customers who visit Masons Arms TF119LQ compare versus its competitors?

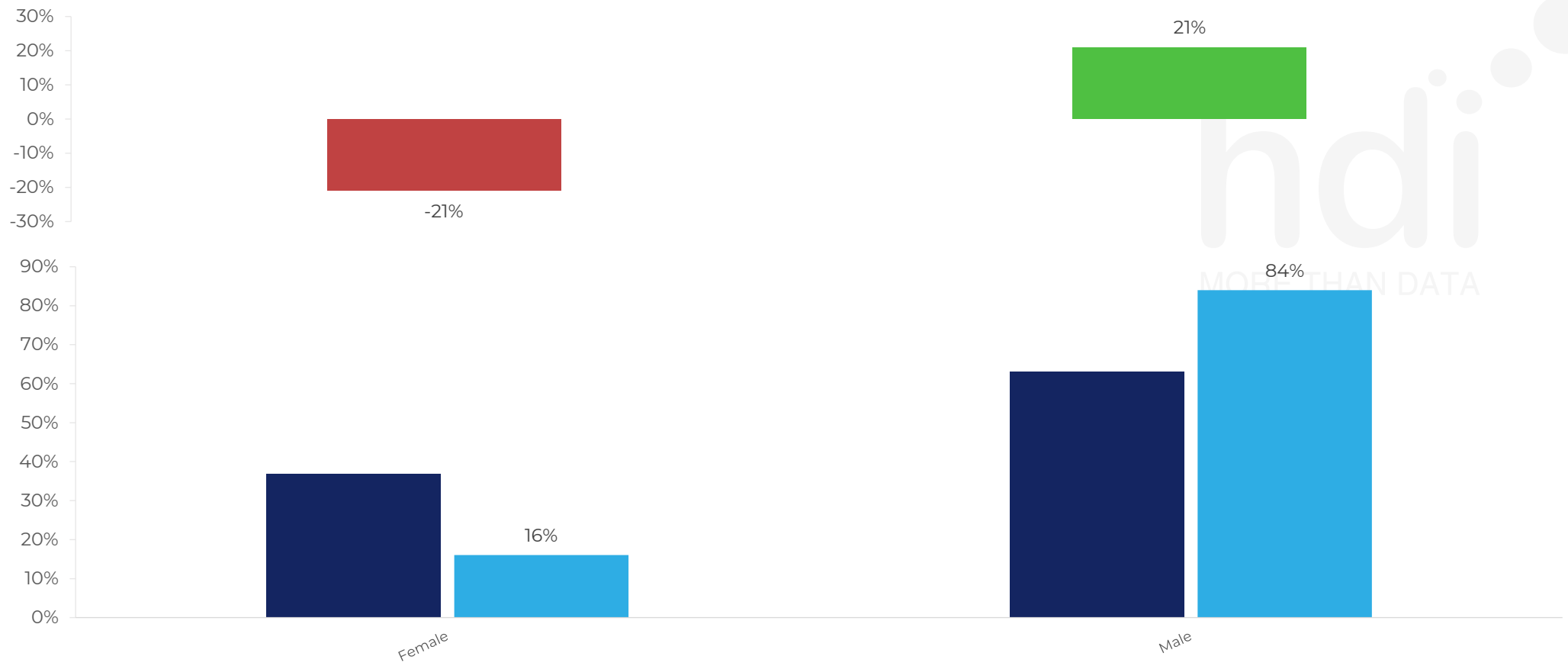
% of spend for Masons Arms TF119LQ and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Affluence



# Gender

How does the gender profile of customers who visit Masons Arms TF119LQ compare versus its competitors?

% of spend for Masons Arms TF119LQ and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Gender



# SEGMENT SNAPSHOTS

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## 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.

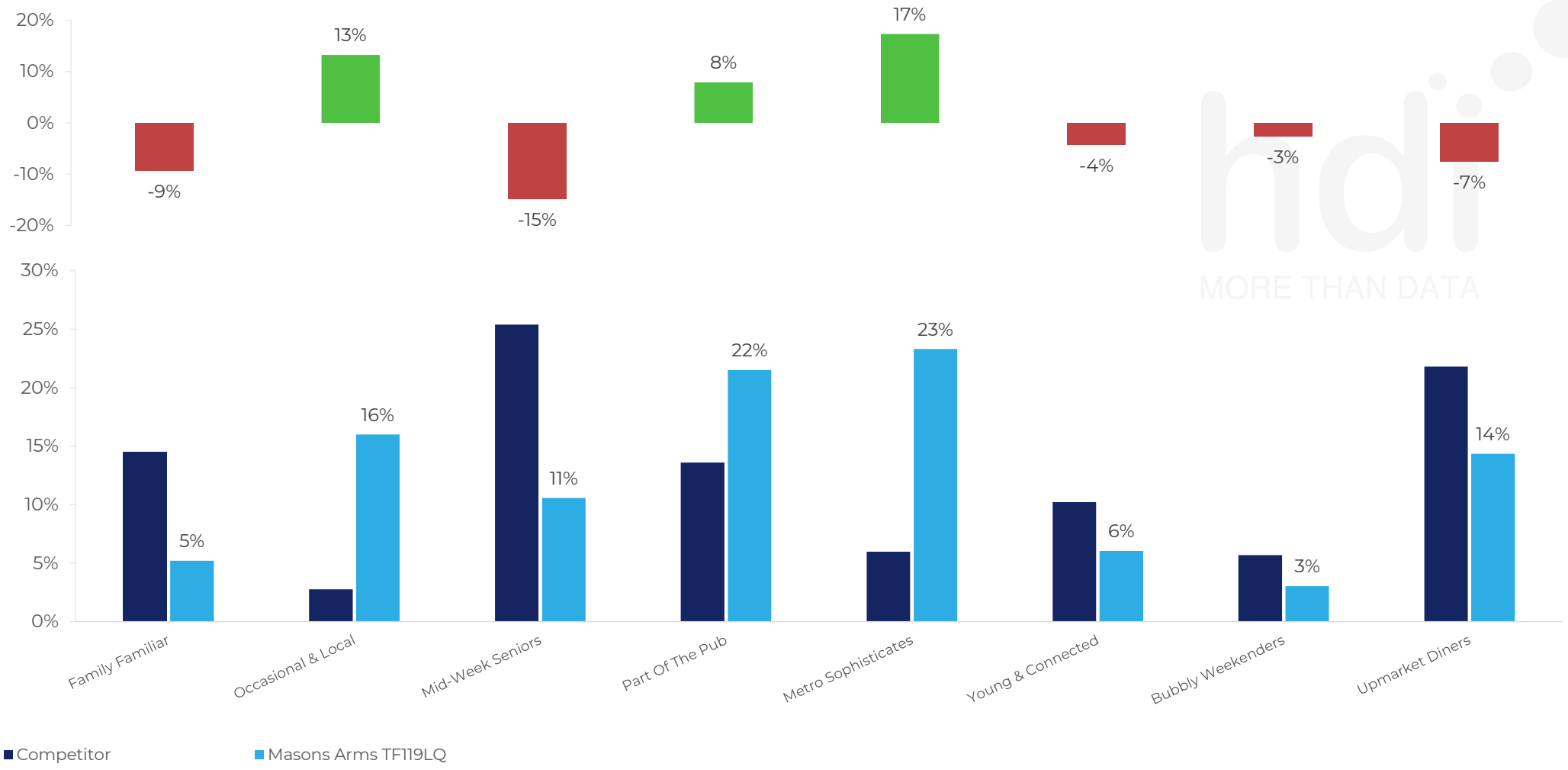
## 8 – UPMARKET DINERS

- 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 Masons Arms TF119LQ compare versus its competitors?

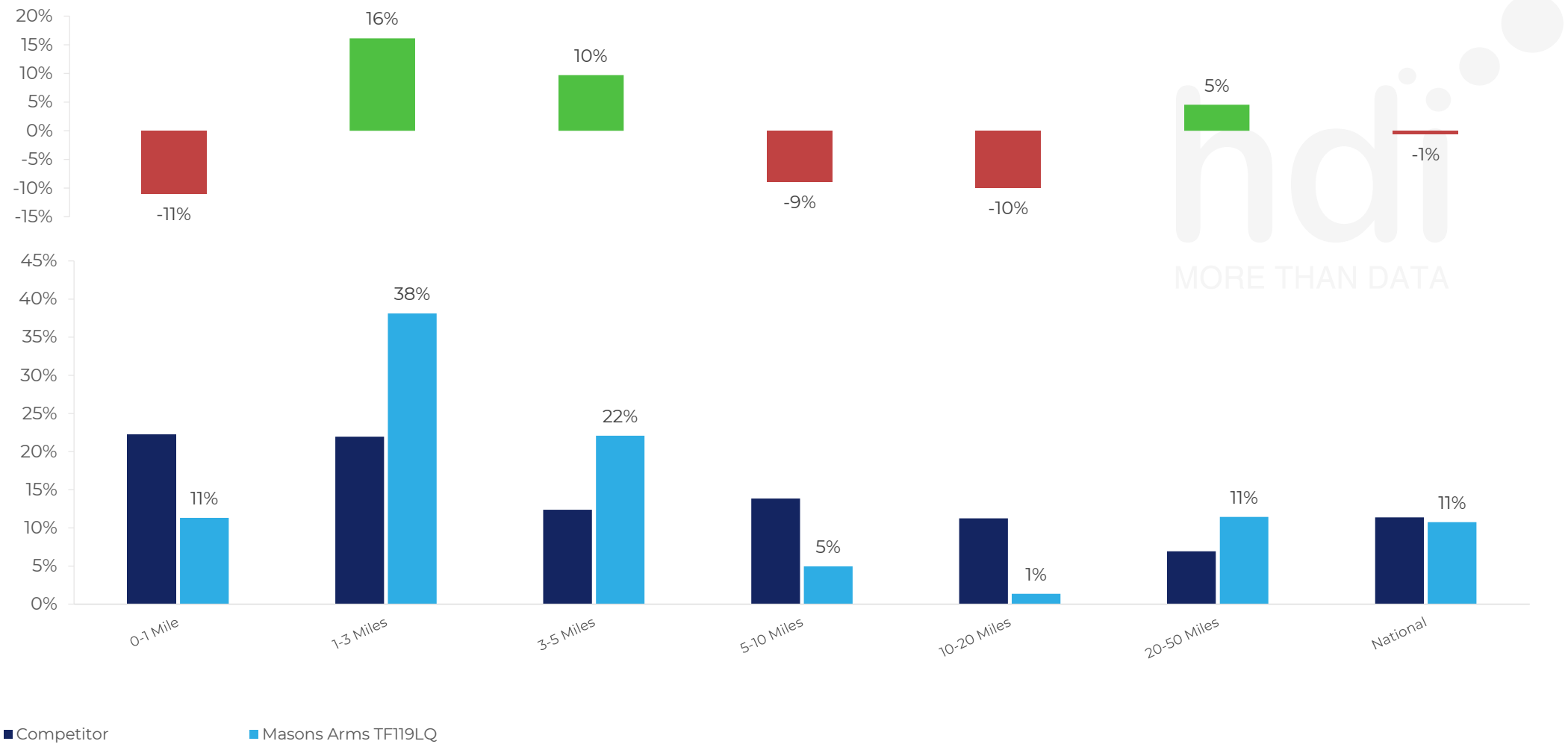
% of spend for Masons Arms TF119LQ and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Segment



## Spend by Distance

How does the spend profile of Masons Arms TF119LQ compare versus its competitors based on travel distances?

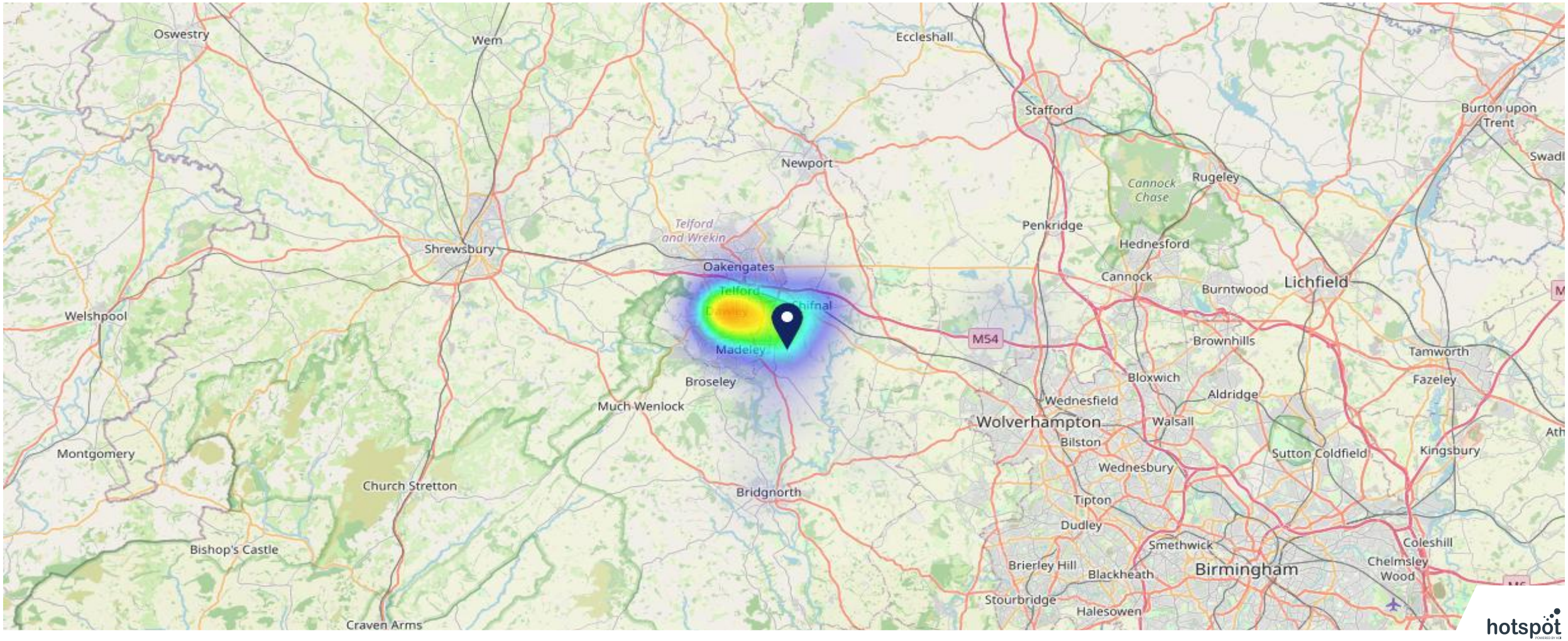
% of spend for Masons Arms TF119LQ and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Distance travelled



## Map of Guest Origin

Where do customers of Masons Arms TF119LQ come from?

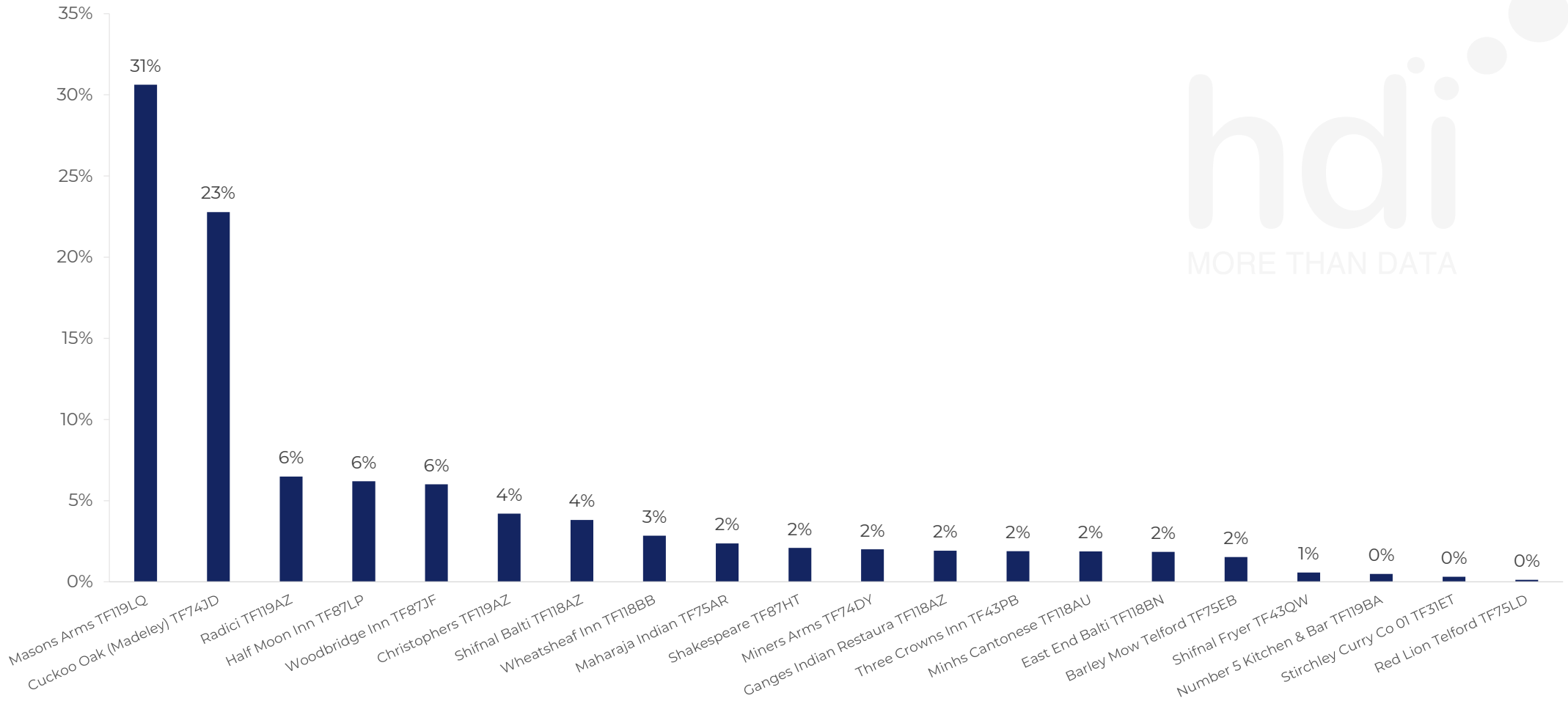
Where do customers of Masons Arms TF119LQ for 19/03/2025 - 11/03/2026 live



## Share of Wallet

What are the Top 20 venues (by spend) that customers of Masons Arms TF119LQ also visit?

For customers of Masons Arms TF119LQ, who are the top 20 competitors from 238 Chains in 3 Miles for 19/03/2025 - 11/03/2026 split by Venue

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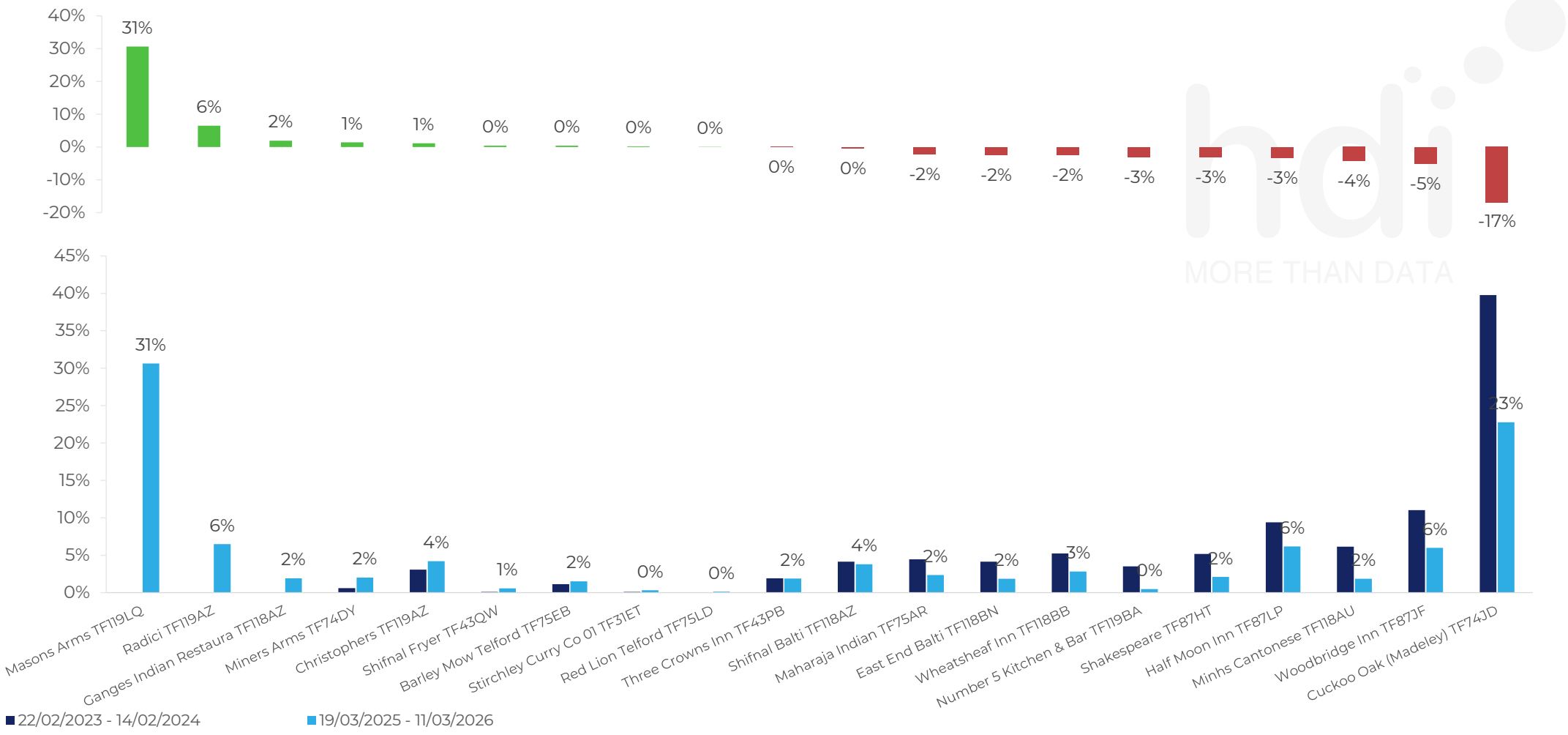
# Share of Wallet Change

How has share of wallet of customers of Masons Arms TF119LQ changed between two date ranges?

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## Market Summary

How does the local area for Masons Arms TF119LQ 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 | £93K | 2 | £93K | 1 | £192K | 1 | £20.71M | 3 |
| Weekpart | Mon - Thu | 40.2% | 5 | 40.2% | 5 | 45.2% | 8 | 39.6% | 3 |
| Weekpart | Fri - Sat | 45.0% | 6 | 45.0% | 6 | 43.0% | 5 | 44.2% | 8 |
| Weekpart | Sun | 14.8% | 6 | 14.8% | 5 | 11.9% | 1 | 16.2% | 7 |
| Age | 18 to 24 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 5.5% | 4 |
| Age | 25 to 34 | 7.4% | 1 | 7.4% | 1 | 10.8% | 1 | 11.0% | 1 |
| Age | 35 to 44 | 8.5% | 1 | 8.5% | 1 | 12.1% | 1 | 21.7% | 3 |
| Age | 45 to 54 | 50.4% | 10 | 50.4% | 10 | 42.9% | 10 | 25.2% | 10 |
| Age | 55 to 64 | 11.9% | 3 | 11.9% | 3 | 13.1% | 3 | 20.7% | 9 |
| Age | 65 to 74 | 15.6% | 10 | 15.6% | 10 | 13.4% | 10 | 12.2% | 10 |
| Age | 75+ | 6.3% | 9 | 6.3% | 9 | 5.1% | 9 | 3.7% | 7 |
| CAMEO | Business Elite | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 2.8% | 2 |
| CAMEO | Prosperous Professionals | 0.2% | 1 | 0.2% | 1 | 1.2% | 1 | 4.0% | 2 |
| CAMEO | Flourishing Society | 12.6% | 6 | 12.6% | 6 | 10.5% | 4 | 11.3% | 4 |
| CAMEO | Content Communities | 19.6% | 10 | 19.6% | 10 | 14.7% | 8 | 14.1% | 7 |
| CAMEO | White Collar Neighbourhoods | 10.4% | 5 | 10.4% | 4 | 6.7% | 1 | 9.6% | 3 |
| CAMEO | Enterprising Mainstream | 14.5% | 9 | 14.5% | 9 | 9.9% | 7 | 10.3% | 7 |
| CAMEO | Paying The Mortgage | 13.5% | 5 | 13.5% | 5 | 12.8% | 4 | 15.4% | 6 |
| CAMEO | Cash Conscious Communities | 17.7% | 10 | 17.7% | 10 | 16.4% | 10 | 12.2% | 8 |
| CAMEO | On A Budget | 7.6% | 7 | 7.6% | 7 | 13.6% | 10 | 9.6% | 8 |
| CAMEO | Family Value | 3.9% | 7 | 3.9% | 7 | 13.8% | 10 | 10.8% | 9 |
| Affluence | AB | 12.8% | 2 | 12.8% | 2 | 11.9% | 2 | 18.1% | 3 |
| Affluence | C1C2 | 58.0% | 9 | 58.0% | 9 | 44.2% | 4 | 49.4% | 6 |
| Affluence | DE | 29.2% | 8 | 29.2% | 8 | 43.9% | 10 | 32.5% | 9 |

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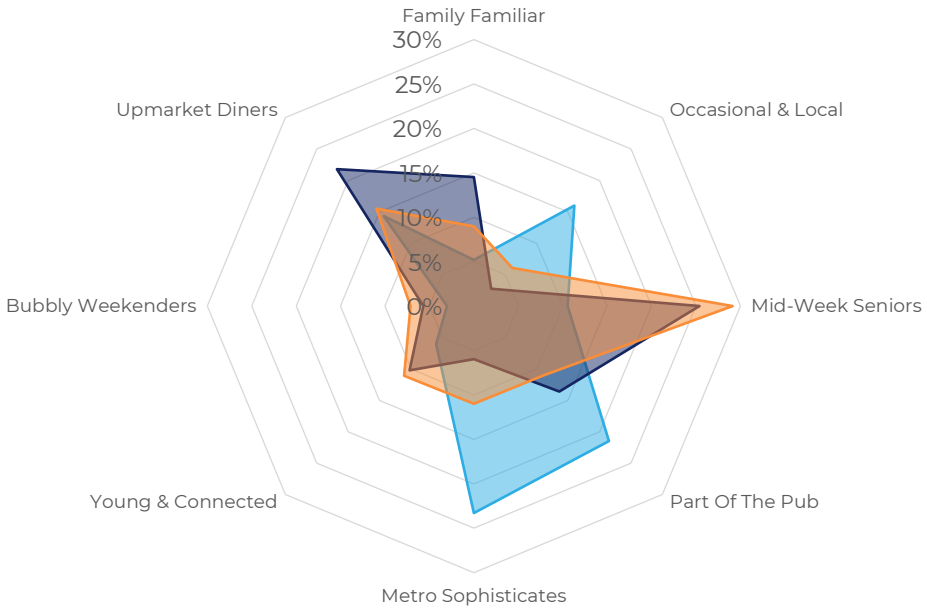
# Local Market Profile

## 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 |
|---|---|---|---|---|---|---|---|---|---|
| Masons Arms | 23 | 5.20% | 16.00% | 10.57% | 21.50% | 23.29% | 6.03% | 3.04% | 14.34% |
| Local Catchment | 1427 | 14.52% | 2.77% | 25.39% | 13.60% | 5.97% | 10.22% | 5.69% | 21.80% |
| Punch T&L | 93492 | 8.99% | 6.09% | 29.12% | 11.03% | 10.99% | 11.09% | 7.14% | 15.51% |
| Masons Arms vs Local Catchment | | -9.32% | 13.23% | -14.82% | 7.90% | 17.32% | -4.19% | -2.65% | -7.46% |
| Masons Arms vs Punch T&L | | -3.79% | 9.91% | -18.55% | 10.47% | 12.30% | -5.06% | -4.10% | -1.17% |
| Local Catchment vs Punch T&L | | 5.53% | -3.32% | -3.73% | 2.57% | -5.02% | -0.87% | -1.45% | 6.29% |

Masons Arms  Local Catchment  Punch T&L

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