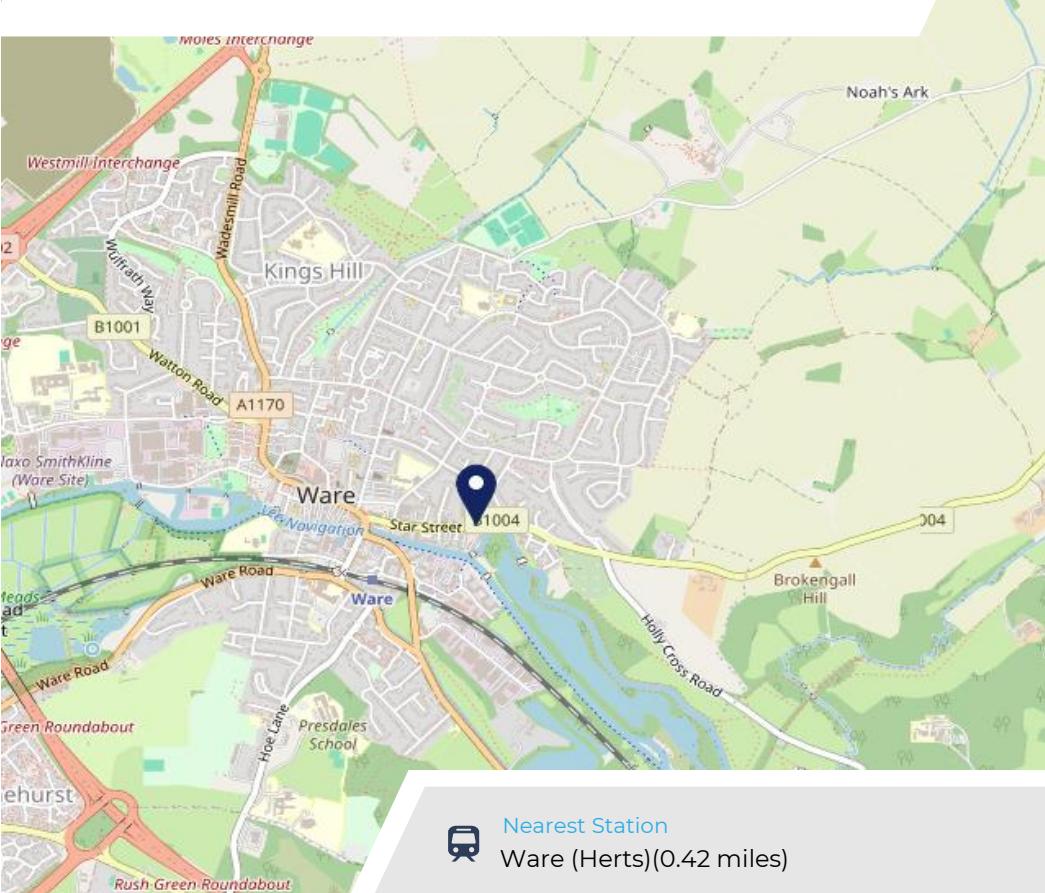


Site Summary

Angel SG127AQ

SG127AQ

Punch T&L

Work Area
CambridgeRegion
East of EnglandTV Region
LondonUrbanicity
Urban city and townATV
£9.46Affluence
38.60%
High IncomeAge Group
39.70%
35 to 44Gender
88.86%
MaleSegmentation
19.80%
Prosperous ProfessionalsVisit Day
23.16%
Sat

Top Competitors

 Snug Bar Ware
SG129BY
 Craft Union

#1

 The Waterside Inn Ware
SG129DW
 Heritage Pubs

#2

 Punch House (Ware)
SG129EE
 GK Heritage

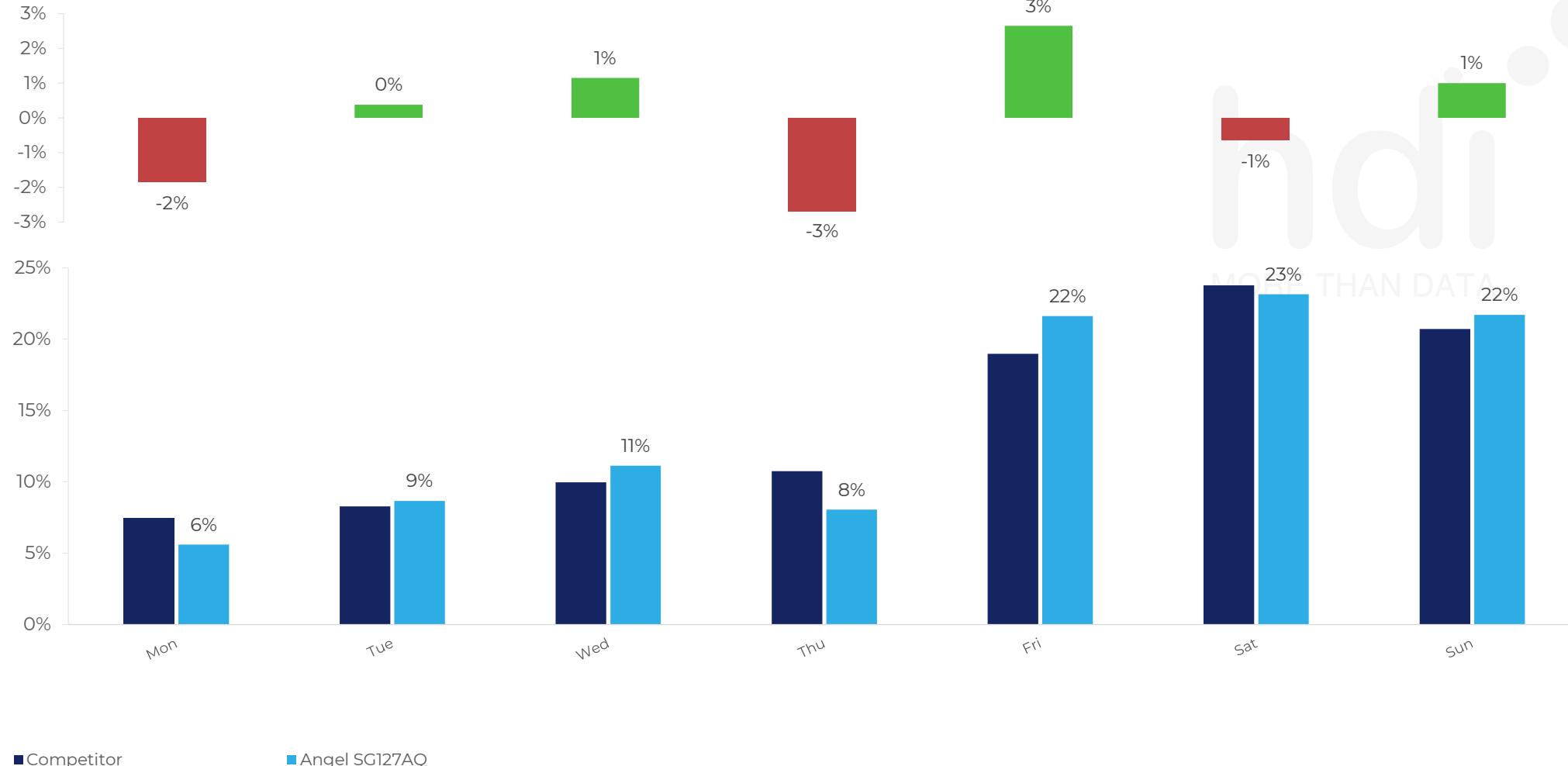
#3



Spend by Weekpart

How is customer spend distributed throughout the week for Angel SG127AQ versus its competitors?

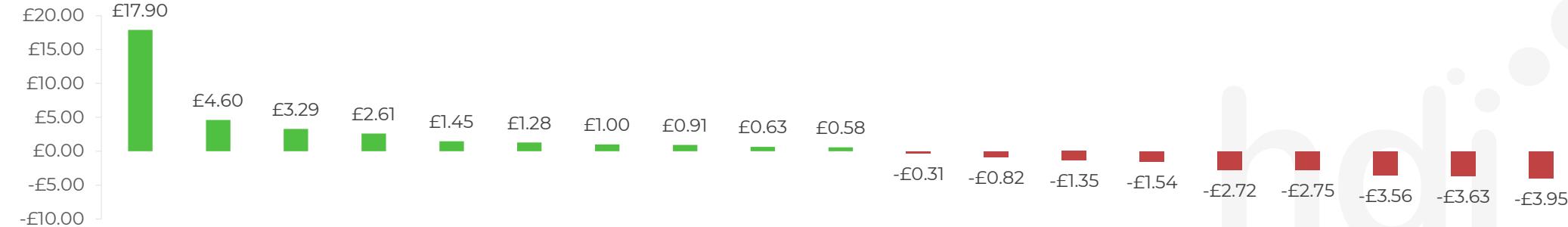
% of spend for Angel SG127AQ and 111 Chains in 5 Miles from 15/01/2025 - 07/01/2026 split by Day of Week





ATV Change

How has ATV changed between two date ranges?

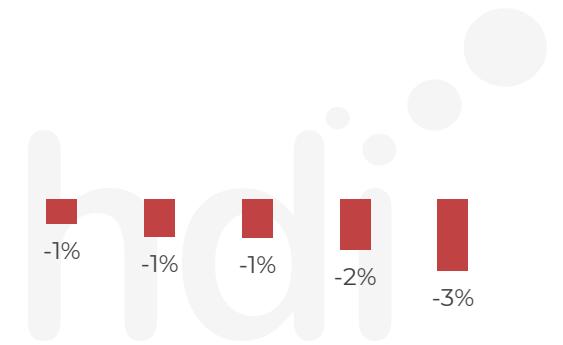
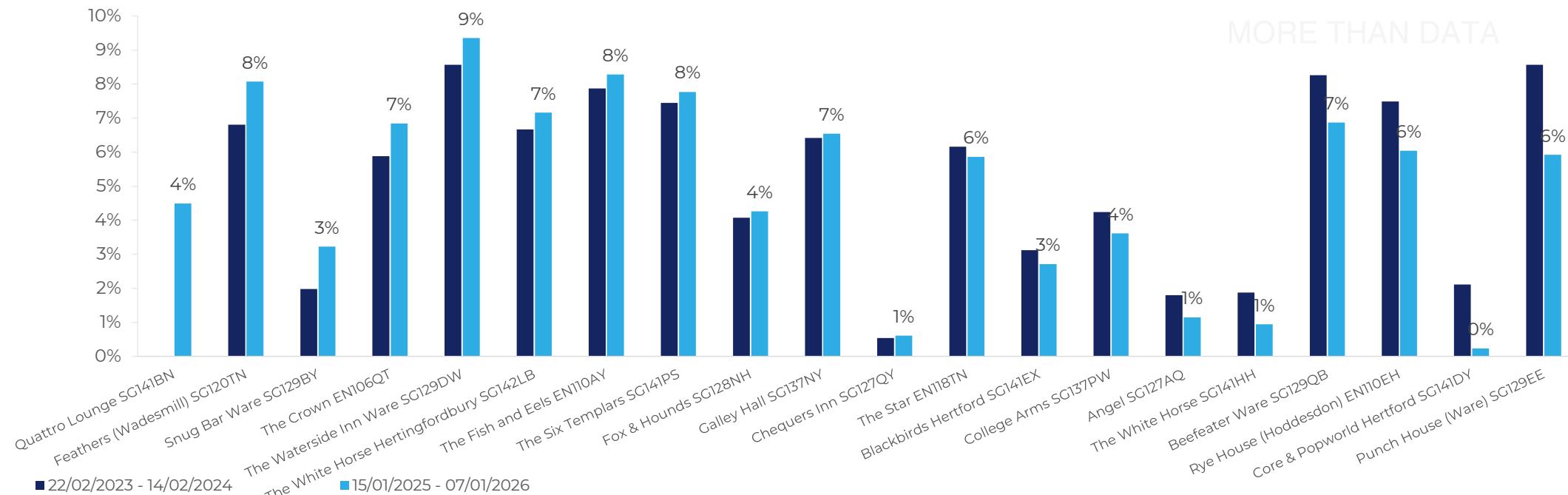
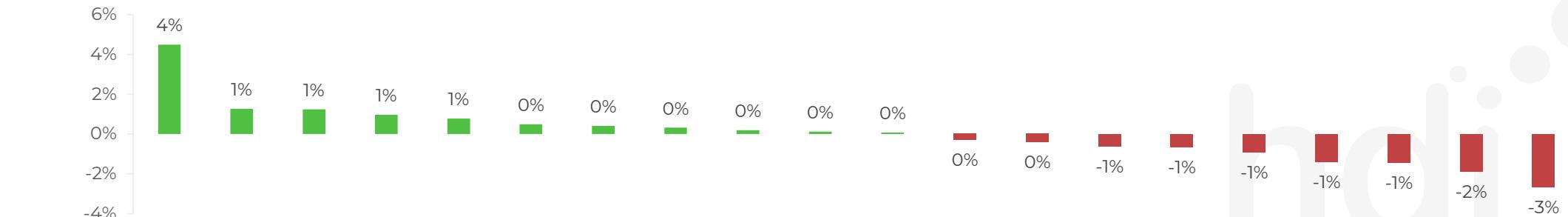




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Angel SG127AQ and 111 Chains in 5 Miles from 15/01/2025 - 07/01/2026

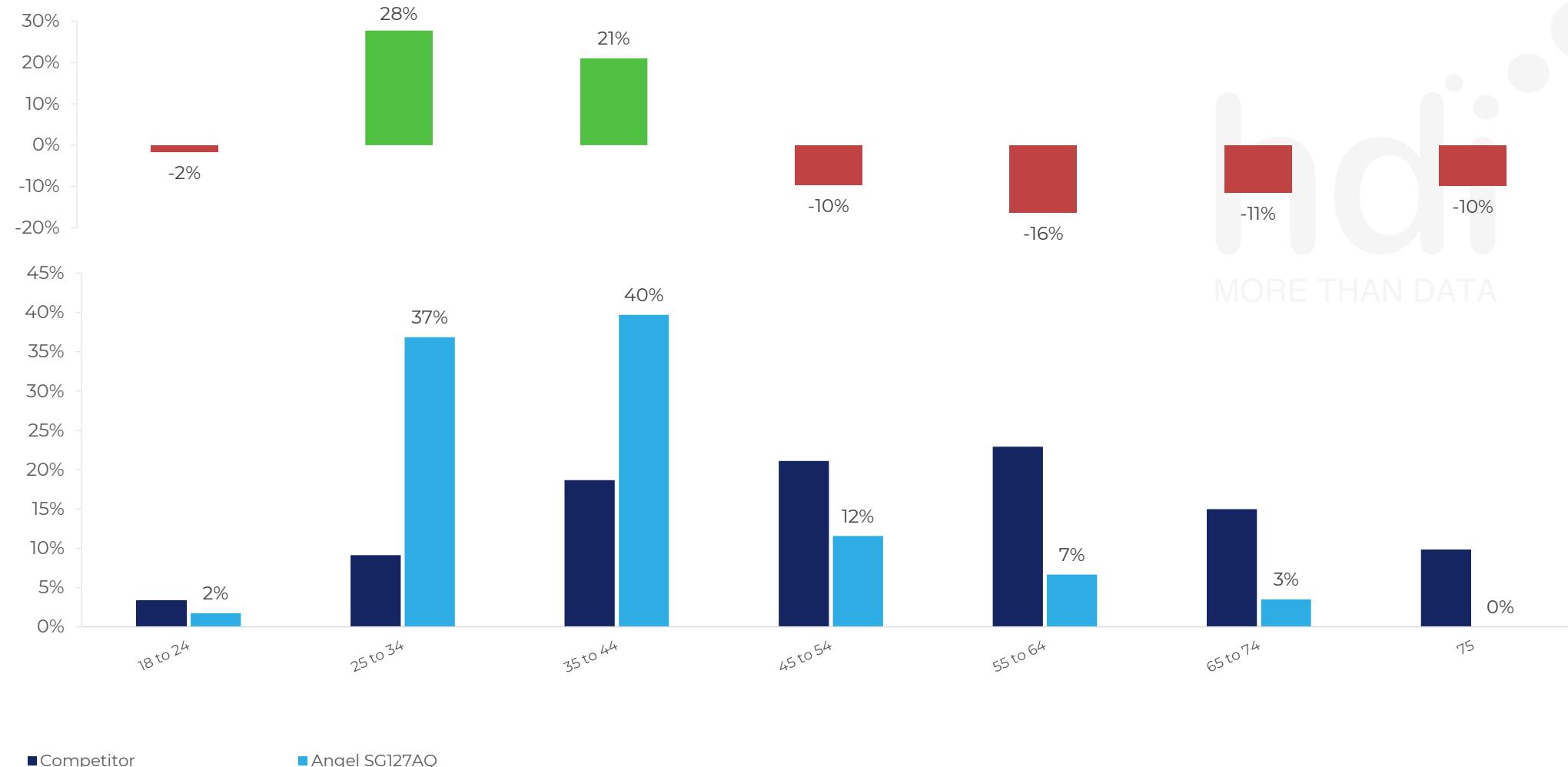




Age

How does the age profile of customers who visit Angel SG127AQ compare versus its competitors?

% of spend for Angel SG127AQ and 111 Chains in 5 Miles from 15/01/2025 - 07/01/2026 split by Age Range

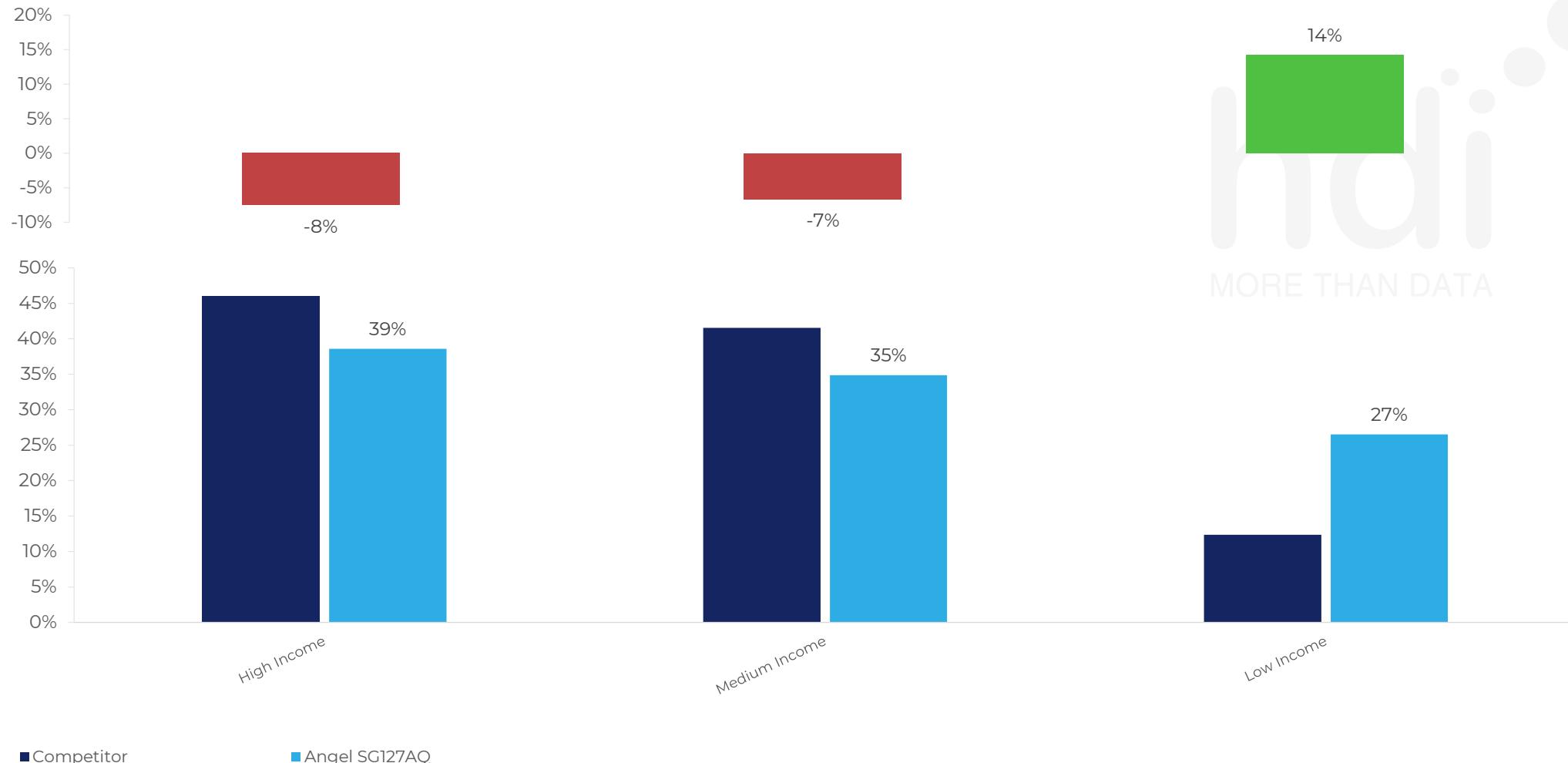




Affluence

How does the affluence of customers who visit Angel SG127AQ compare versus its competitors?

% of spend for Angel SG127AQ and 111 Chains in 5 Miles from 15/01/2025 - 07/01/2026 split by Affluence

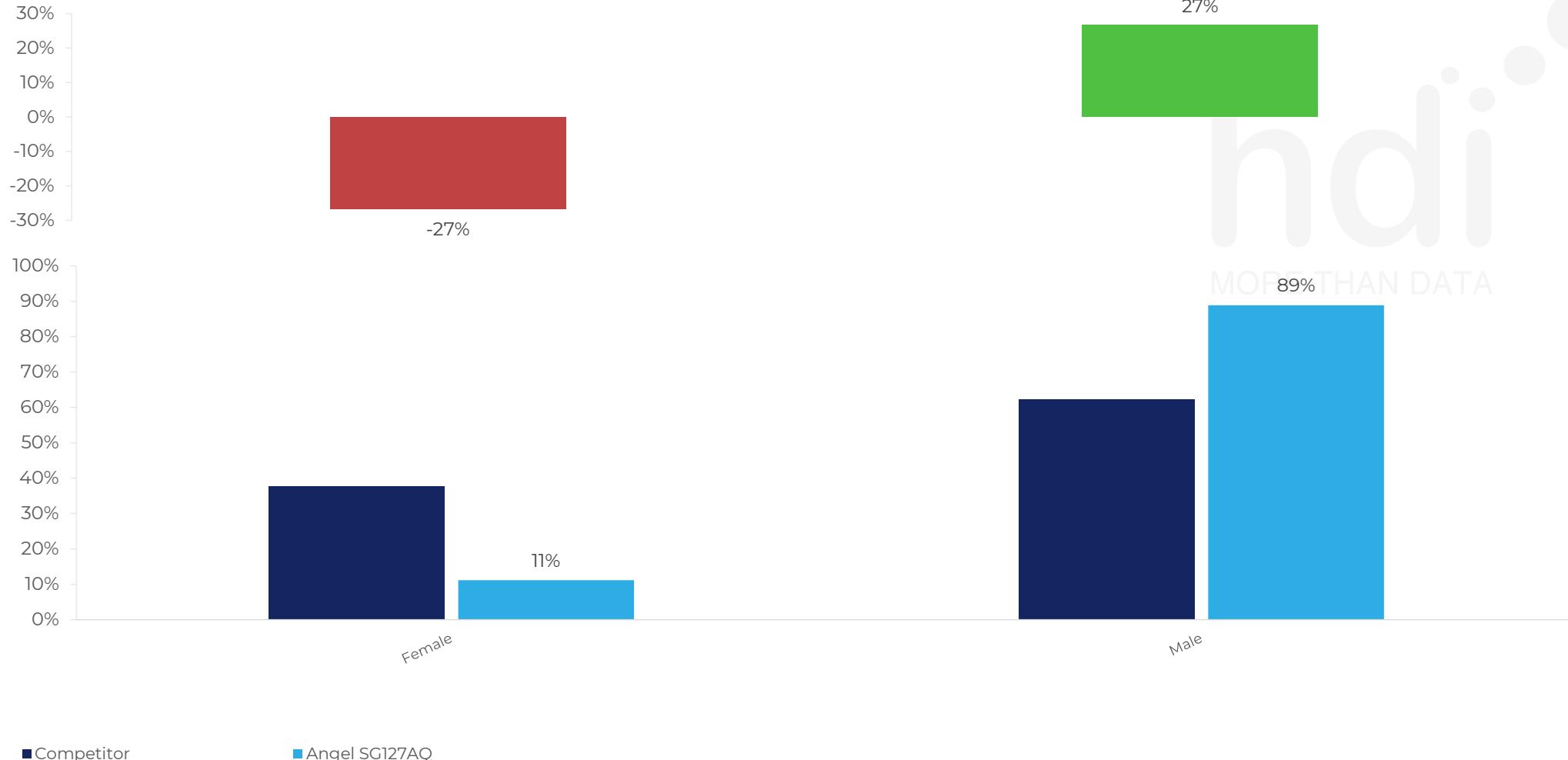




Gender

How does the gender profile of customers who visit Angel SG127AQ compare versus its competitors?

% of spend for Angel SG127AQ and 111 Chains in 5 Miles from 15/01/2025 - 07/01/2026 split by Gender



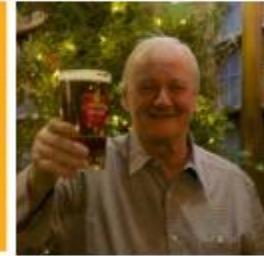
SEGMENT SNAPSHOTS

- 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.



1 – Family Familiar

- 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.



2 – Occasional & Local

- 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.



3 – Mid-week Seniors

- 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.



4 – PART OF THE PUB

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.

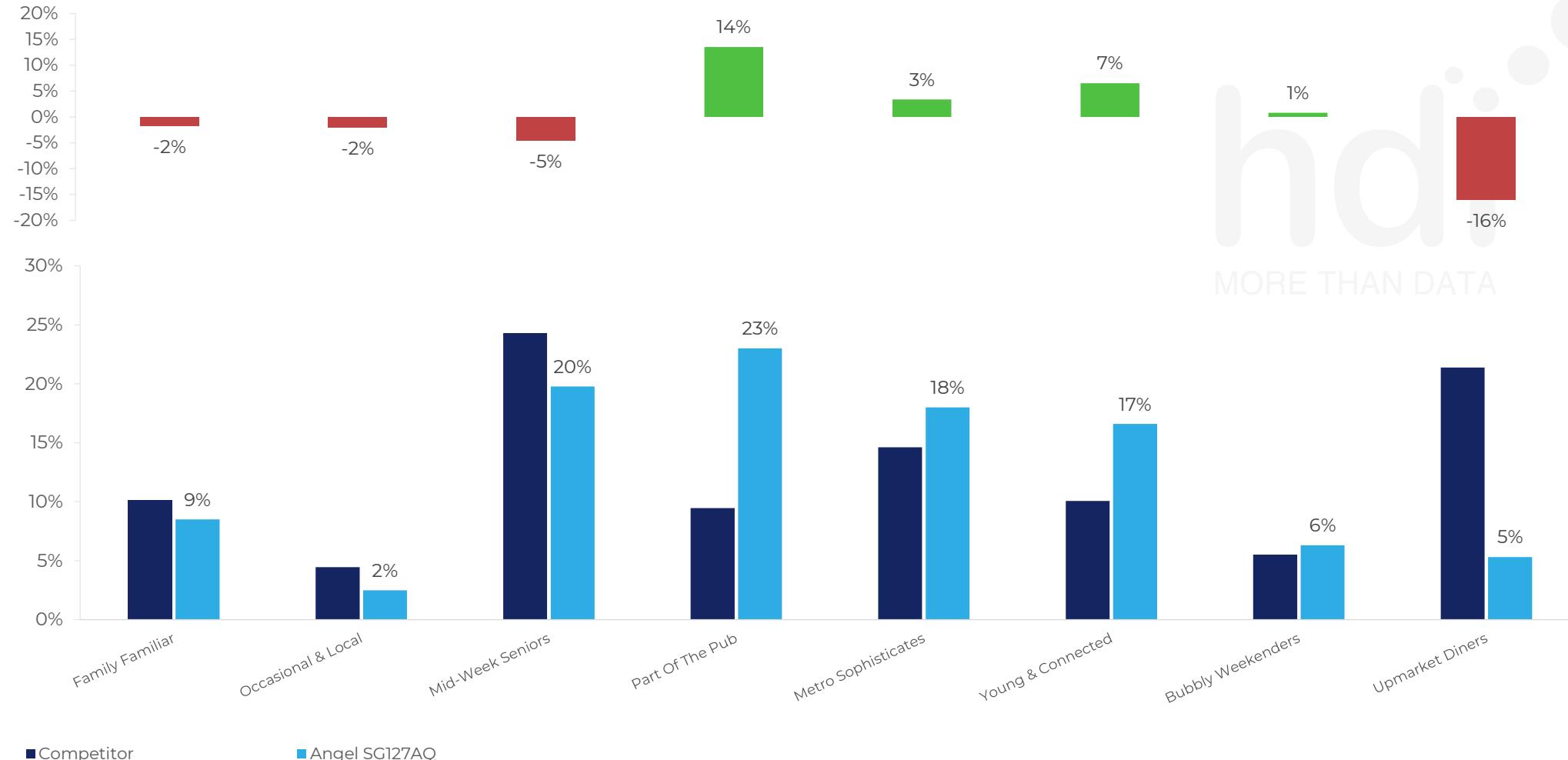




Punch Segmentation

How does the Custom segmentation profile of customers who visit Angel SG127AQ compare versus its competitors?

% of spend for Angel SG127AQ and 111 Chains in 5 Miles from 15/01/2025 - 07/01/2026 split by Segment

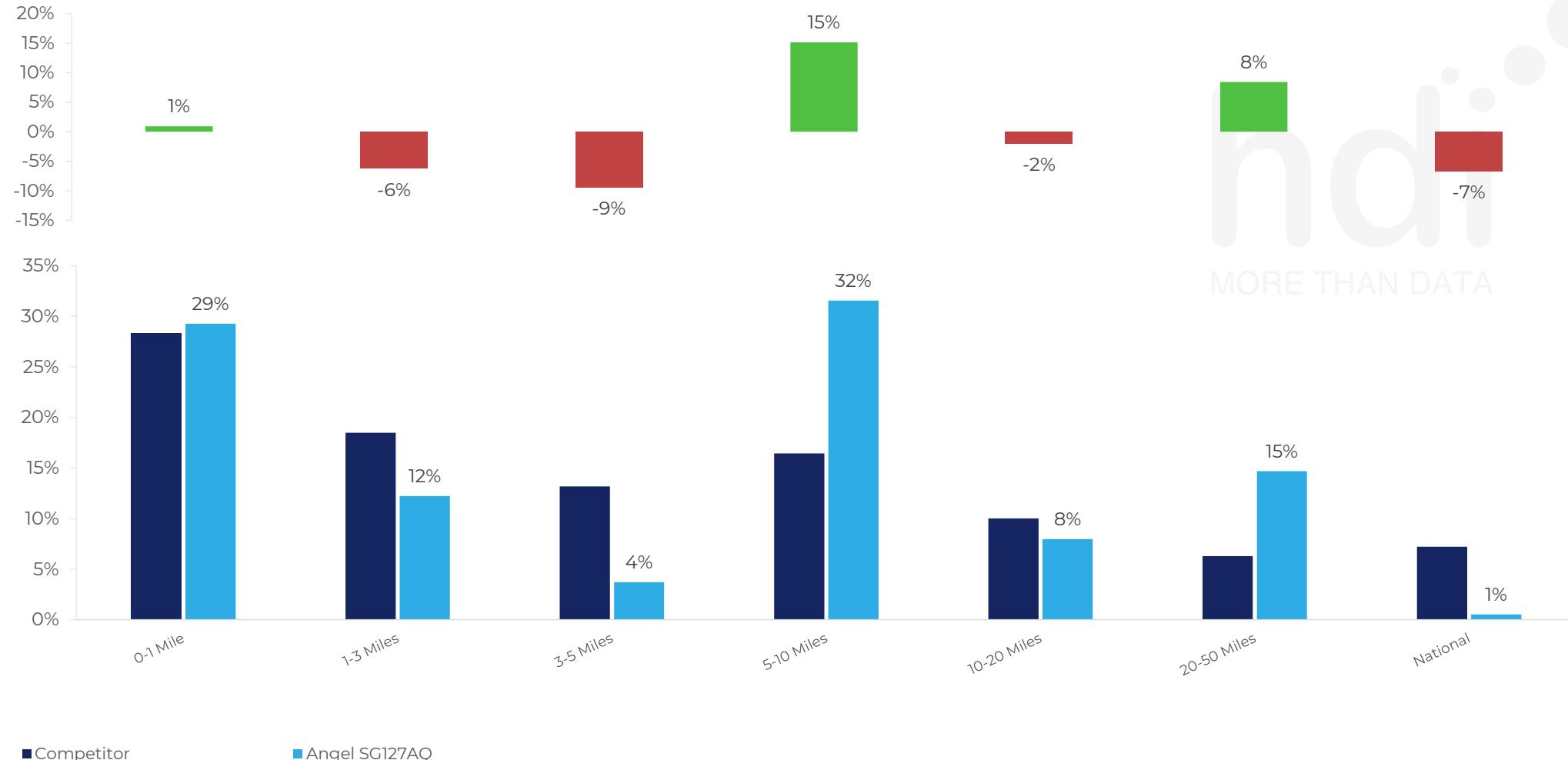




Spend by Distance

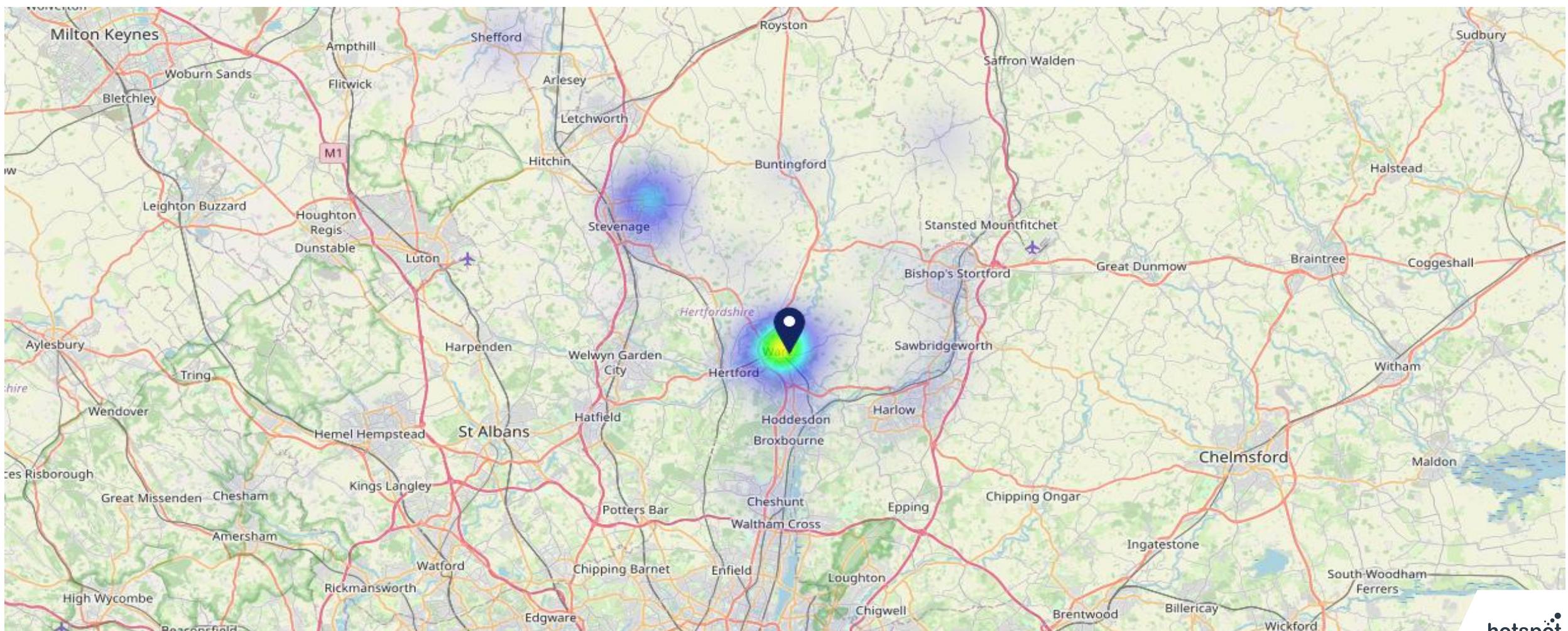
How does the spend profile of Angel SG127AQ compare versus its competitors based on travel distances?

% of spend for Angel SG127AQ and 111 Chains in 5 Miles from 15/01/2025 - 07/01/2026 split by Distance travelled





Map of Guest Origin



Where do customers of Angel SG127AQ come from?

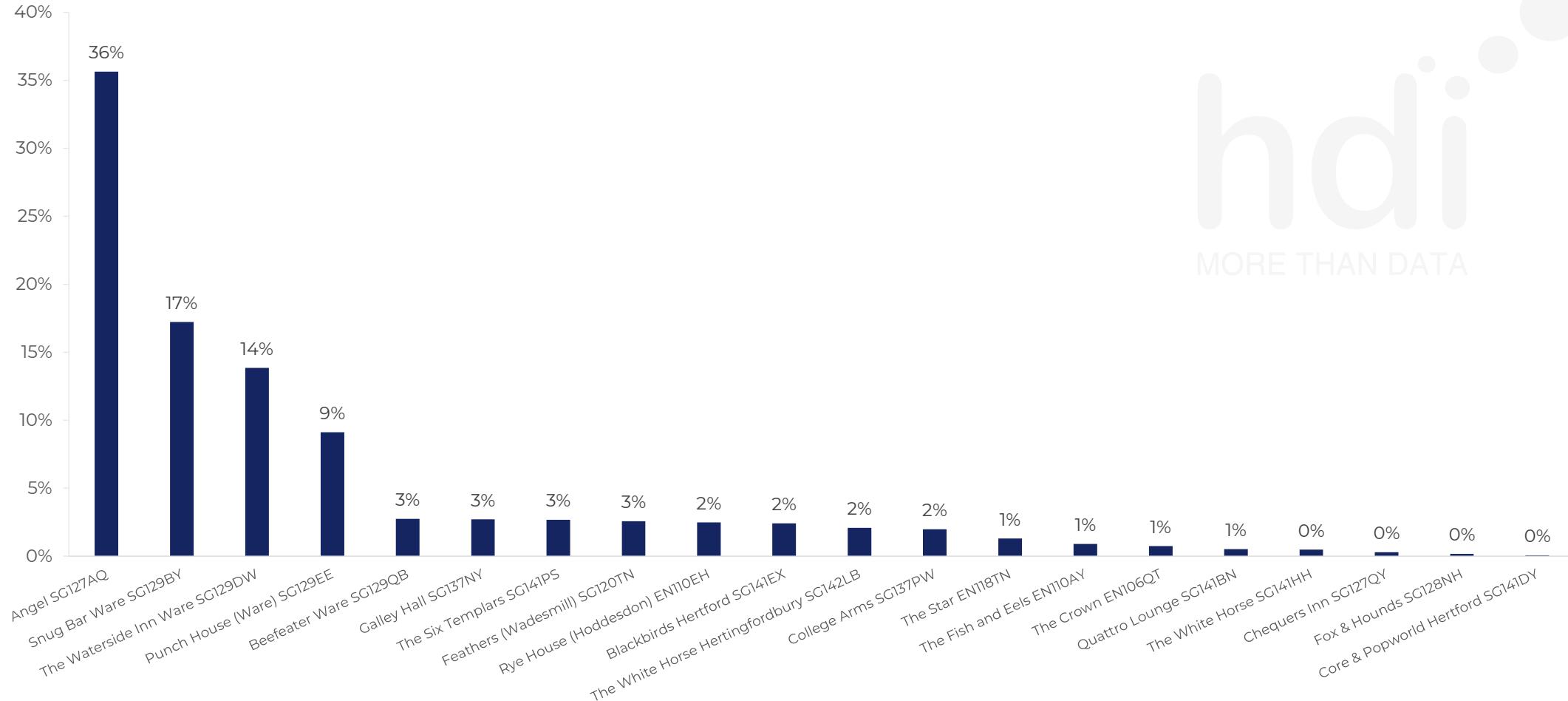
Where do customers of Angel SG127AQ for 15/01/2025 - 07/01/2026 live



Share of Wallet

What are the Top 20 venues (by spend) that customers of Angel SG127AQ also visit?

For customers of Angel SG127AQ, who are the top 20 competitors from 111 Chains in 5 Miles for 15/01/2025 - 07/01/2026 split by Venue

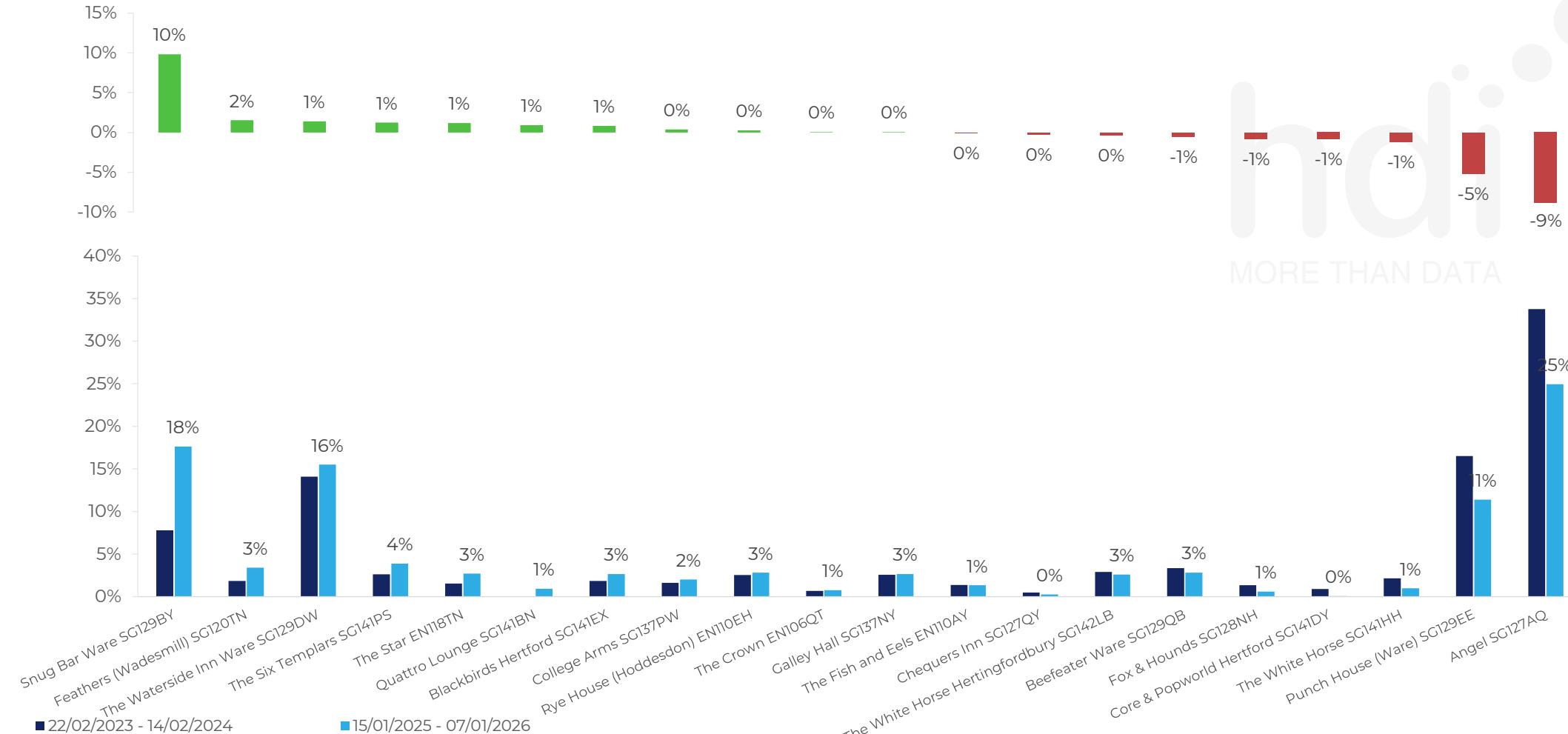


MORE THAN DATA



Share of Wallet Change

How has share of wallet of customers of Angel SG127AQ changed between two date ranges?



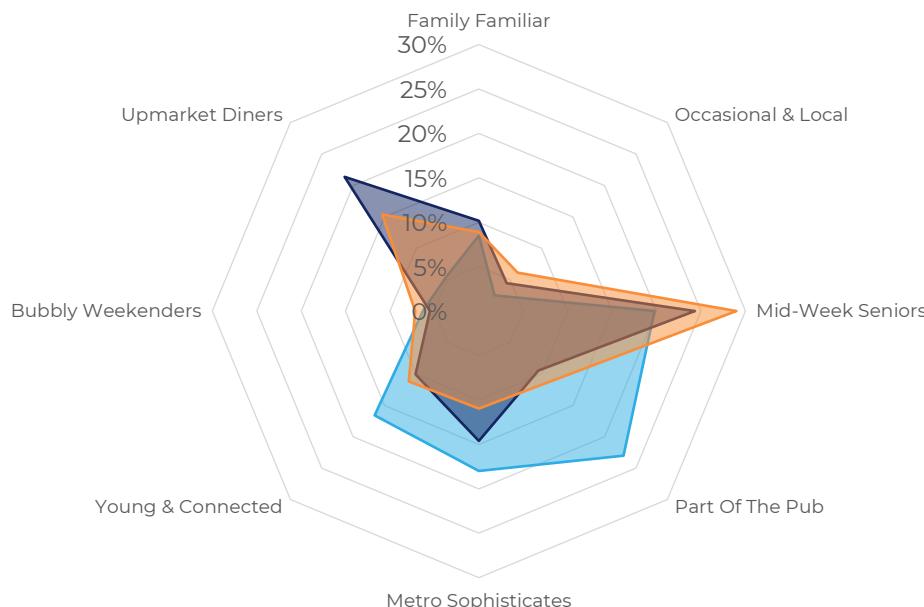


Market Summary

How does the local area for Angel SG127AQ 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	£175K	2	£11.75M	8	£23.51M	7	£73.10M	6
Weekpart	Mon - Thu	33.6%	2	37.0%	3	35.8%	1	37.0%	1
Weekpart	Fri - Sat	45.6%	6	48.2%	8	49.1%	10	46.9%	10
Weekpart	Sun	20.8%	9	14.8%	5	15.1%	5	16.1%	7
Age	18 to 24	1.8%	2	4.6%	4	3.9%	3	4.7%	2
Age	25 to 34	37.6%	10	13.8%	2	11.5%	1	12.7%	1
Age	35 to 44	40.1%	10	25.5%	7	23.8%	6	23.6%	6
Age	45 to 54	11.2%	1	21.3%	7	22.8%	9	22.6%	9
Age	55 to 64	5.7%	1	18.4%	8	19.3%	8	20.1%	9
Age	65 to 74	3.5%	3	10.5%	8	13.3%	10	10.5%	9
Age	75+	0.0%	0	6.0%	9	5.4%	9	5.8%	9
CAMEO	Business Elite	2.9%	3	8.9%	7	9.1%	7	11.3%	7
CAMEO	Prosperous Professionals	19.5%	10	8.1%	8	7.5%	7	7.6%	7
CAMEO	Flourishing Society	16.2%	7	25.8%	10	27.6%	10	27.2%	10
CAMEO	Content Communities	11.8%	5	9.9%	3	10.6%	3	10.9%	3
CAMEO	White Collar Neighbourhoods	18.8%	10	16.8%	10	16.0%	9	14.7%	9
CAMEO	Enterprising Mainstream	0.6%	1	6.5%	4	6.4%	4	4.5%	2
CAMEO	Paying The Mortgage	3.2%	1	14.0%	5	13.4%	5	14.1%	5
CAMEO	Cash Conscious Communities	17.3%	9	4.6%	2	4.0%	1	4.2%	1
CAMEO	On A Budget	9.5%	8	5.0%	4	4.7%	3	5.2%	3
CAMEO	Family Value	0.2%	1	0.5%	1	0.5%	1	0.4%	1
Affluence	AB	38.6%	8	42.8%	9	44.2%	9	46.0%	9
Affluence	C1C2	34.5%	2	47.1%	5	46.5%	4	44.2%	4
Affluence	DE	27.0%	7	10.0%	2	9.2%	1	9.8%	1

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
Angel	52	8.50%	2.49%	19.77%	23.00%	17.99%	16.59%	6.31%	5.31%
Local Catchment	2985	10.17%	4.45%	24.31%	9.47%	14.61%	10.06%	5.52%	21.37%
Punch T&L	95692	8.90%	6.15%	28.98%	11.25%	10.97%	11.17%	7.16%	15.38%
Angel vs Local Catchment		-1.67%	-1.96%	-4.54%	13.53%	3.38%	6.53%	0.79%	-16.06%
Angel vs Punch T&L		-0.40%	-3.66%	-9.21%	11.75%	7.02%	5.42%	-0.85%	-10.07%
Local Catchment vs Punch T&L		1.27%	-1.70%	-4.67%	-1.78%	3.64%	-1.11%	-1.64%	5.99%