



Site Summary



# Hare & Hounds PE192TX

PE192TX

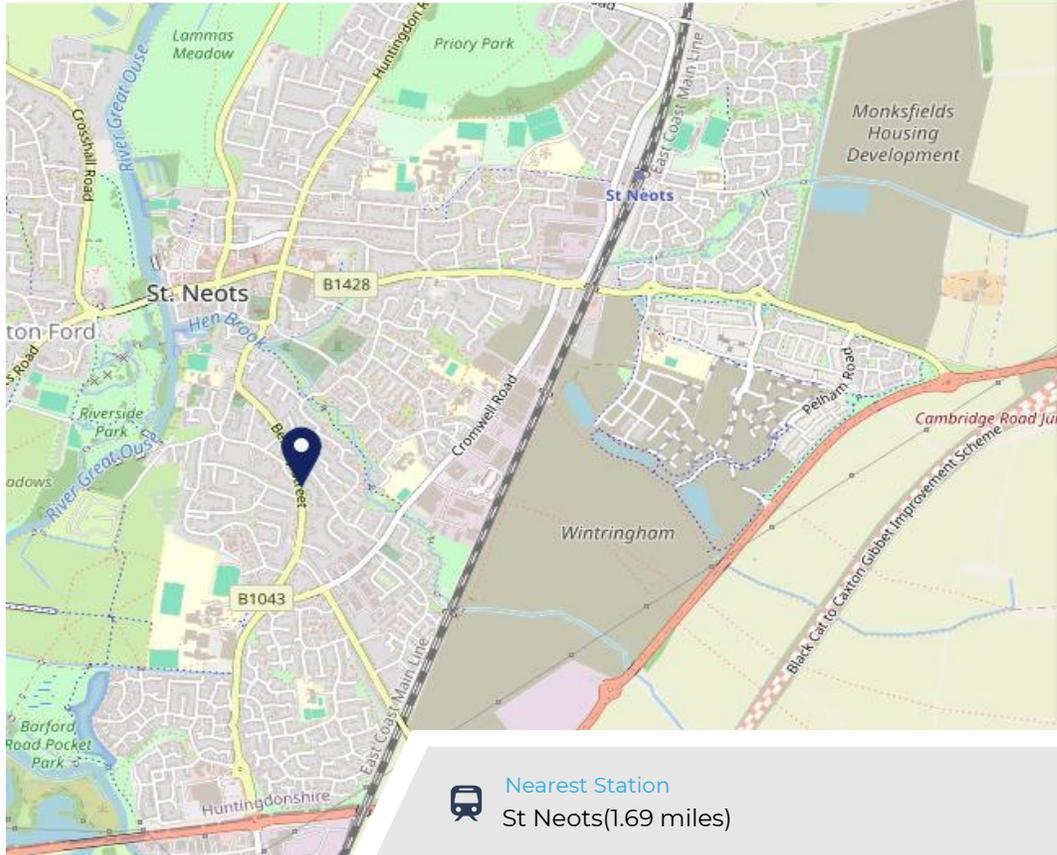
Punch T&L

**Work Area**  
Huntingdon

**Region**  
East of England

**TV Region**  
Anglia

**Urbanicity**  
Urban city and town



**ATV**  
**£9.15**



**Gender**  
**89.53%**  
Male



**Affluence**  
**57.77%**  
Middle Income



**Segmentation**  
**35.01%**  
White Collar Neighbourhoods



**Age Group**  
**33.65%**  
25 to 34



**Visit Day**  
**20.35%**  
Sun

### Top Competitors

**The Weeping Ash** **#1**  
PE191AE  
 JD Wetherspoon

**Waggon & Horses** **#2**  
PE198EF  
 Punch - Our Local

**Coach House (St Neots)** **#3**  
PE191JA  
 GK Urban Core



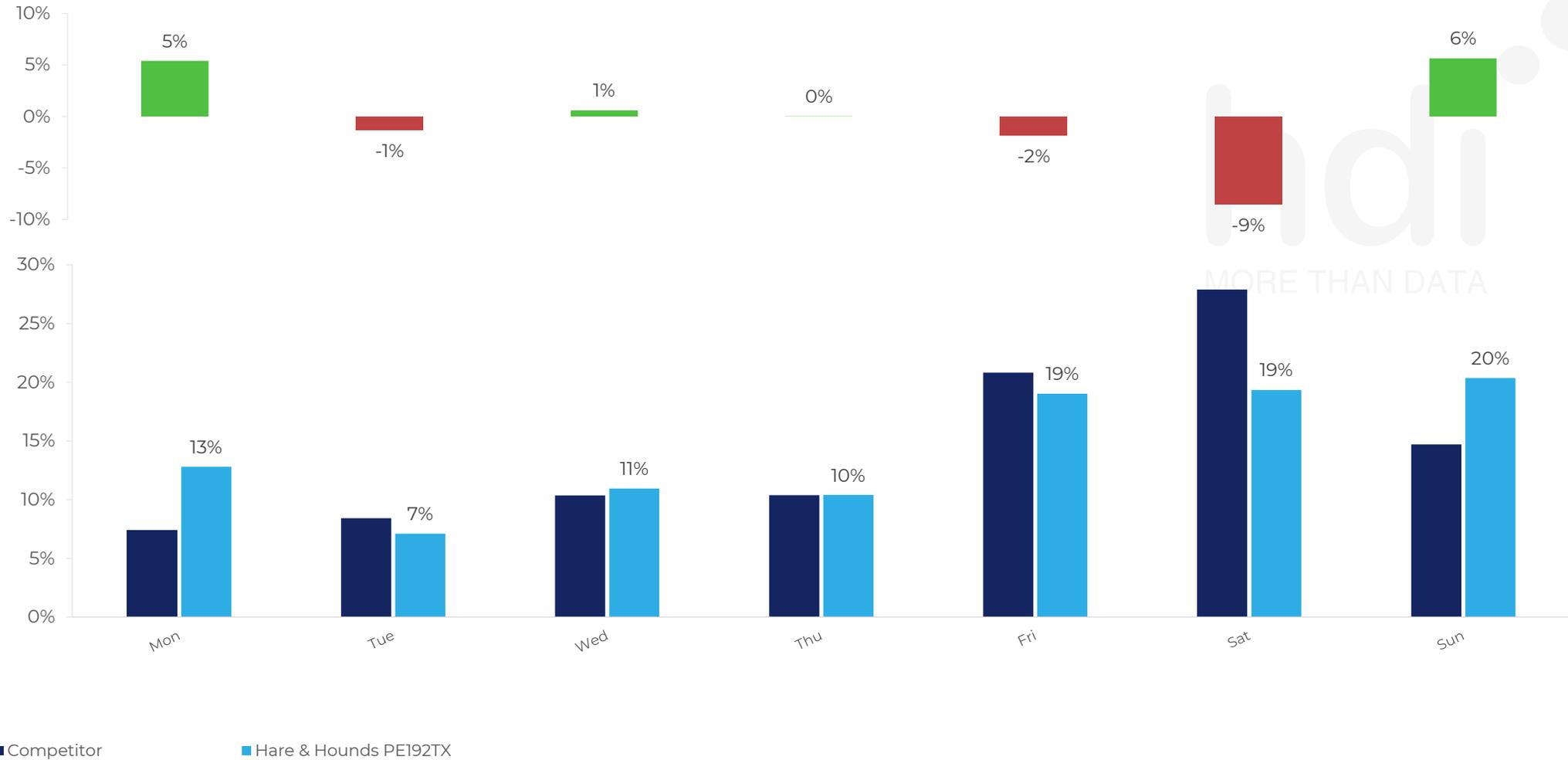
**Nearest Station**  
St Neots(1.69 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Hare & Hounds PE192TX versus its competitors?

% of spend for Hare & Hounds PE192TX and 238 Chains in 3 Miles from 19/02/2025 - 11/02/2026 split by Day of Week

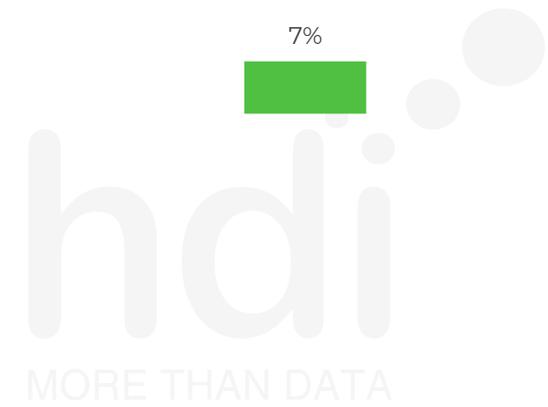
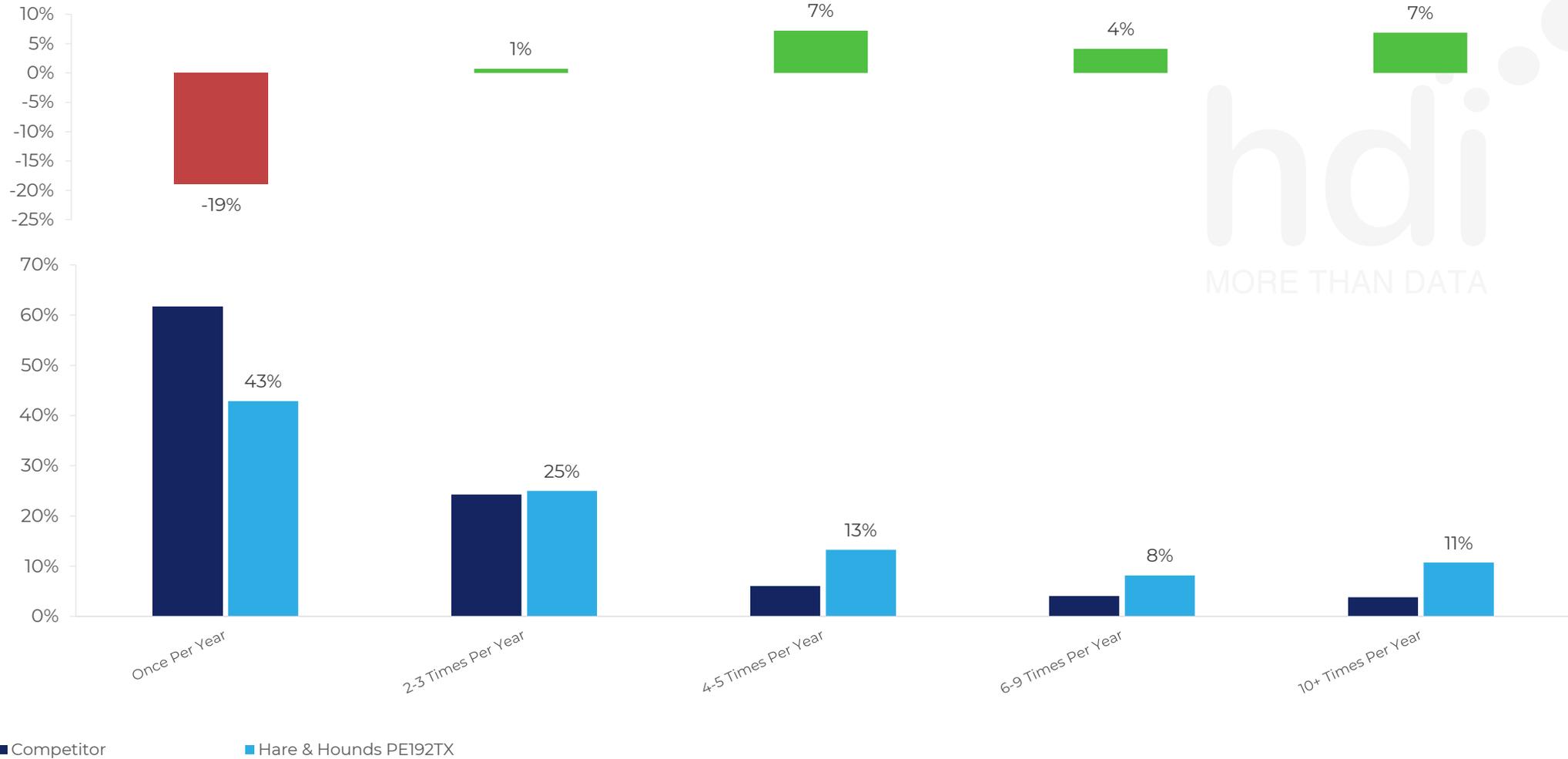




Visit Frequency

How frequently per year do customers visit Hare & Hounds PE192TX versus its competitors?

% of customer numbers for Hare & Hounds PE192TX and 238 Chains in 3 Miles from 19/02/2025 - 11/02/2026 and the number of visits made Per Annum

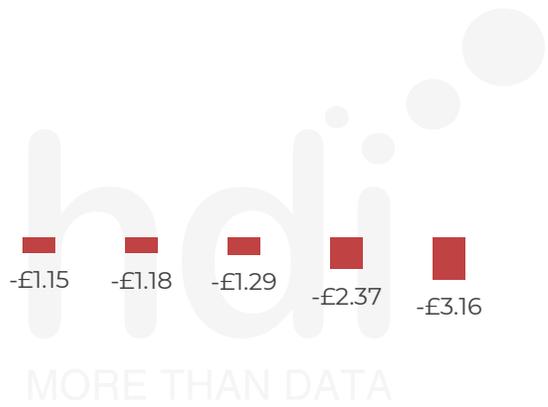
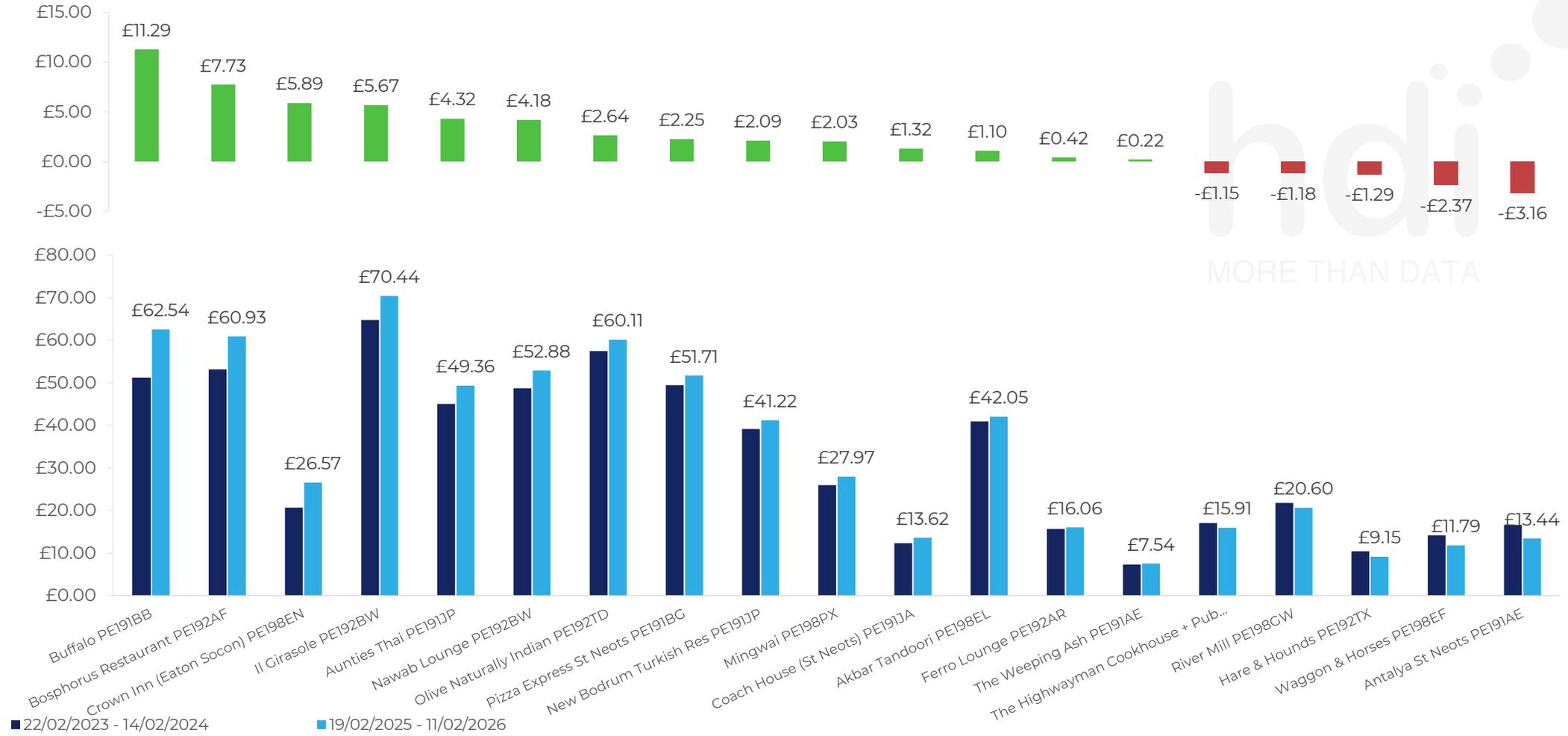


■ Competitor

■ Hare & Hounds PE192TX

ATV Change

How has ATV changed between two date ranges?

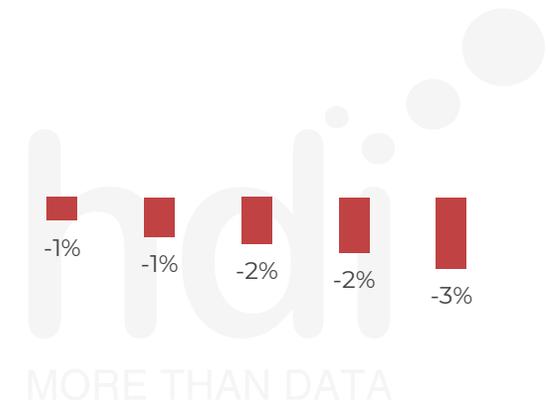
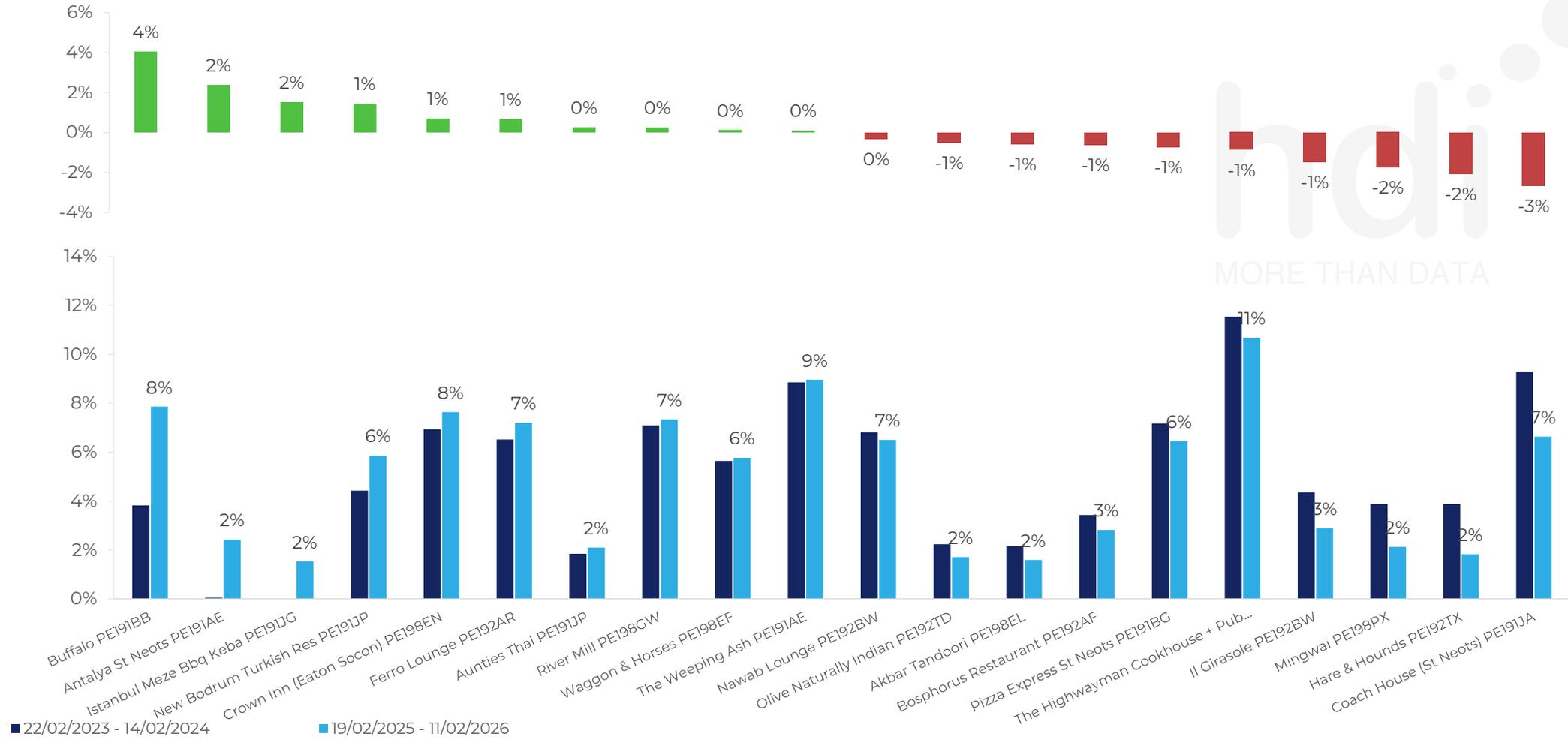




Market Share Change

How has market share changed between two date ranges?

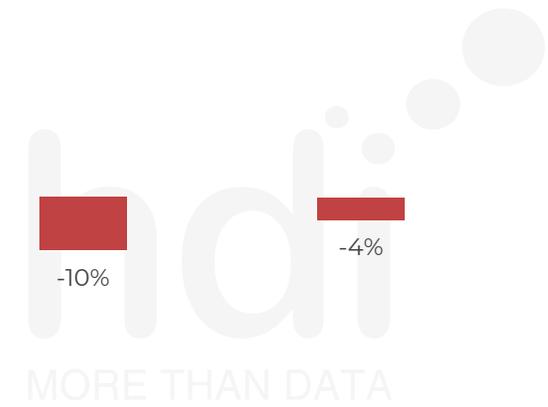
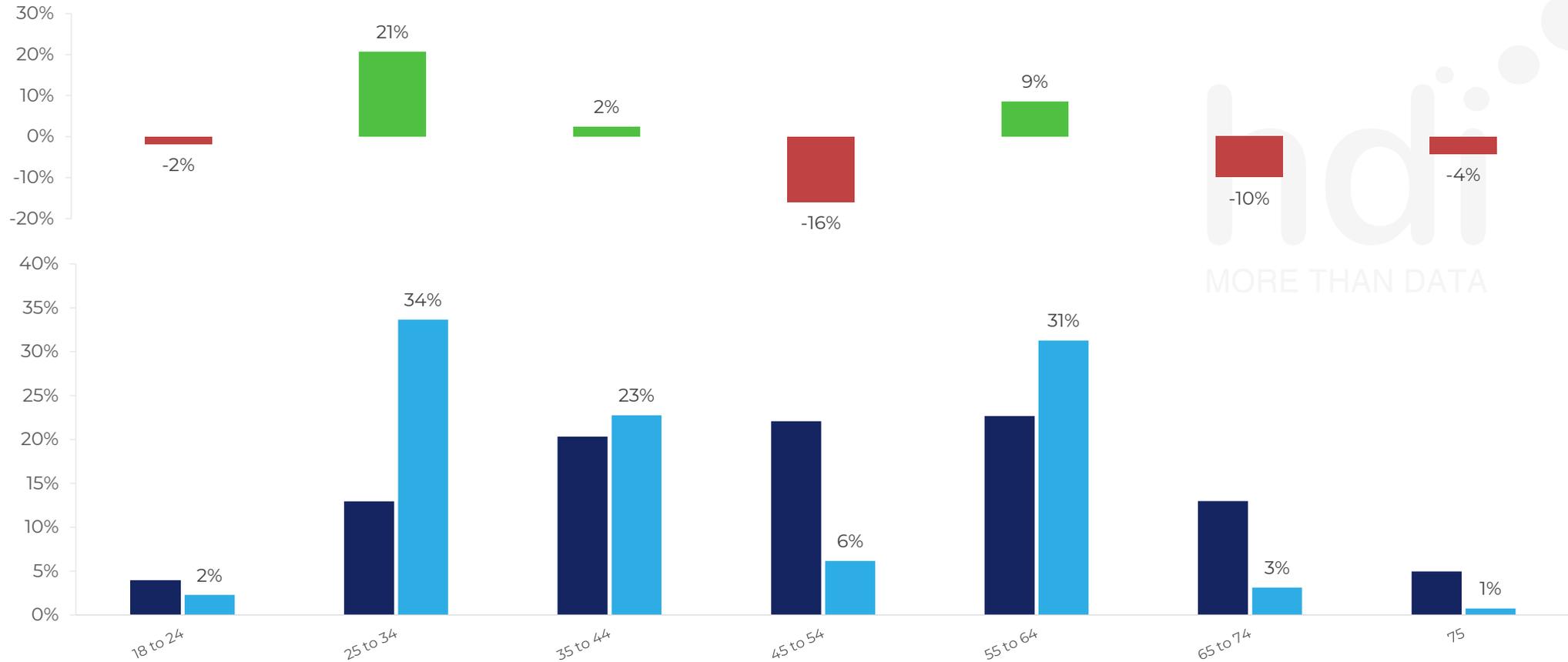
% of market share spend for Hare & Hounds PE192TX and 238 Chains in 3 Miles from 19/02/2025 - 11/02/2026



Age

How does the age profile of customers who visit Hare & Hounds PE192TX compare versus its competitors?

% of spend for Hare & Hounds PE192TX and 238 Chains in 3 Miles from 19/02/2025 - 11/02/2026 split by Age Range



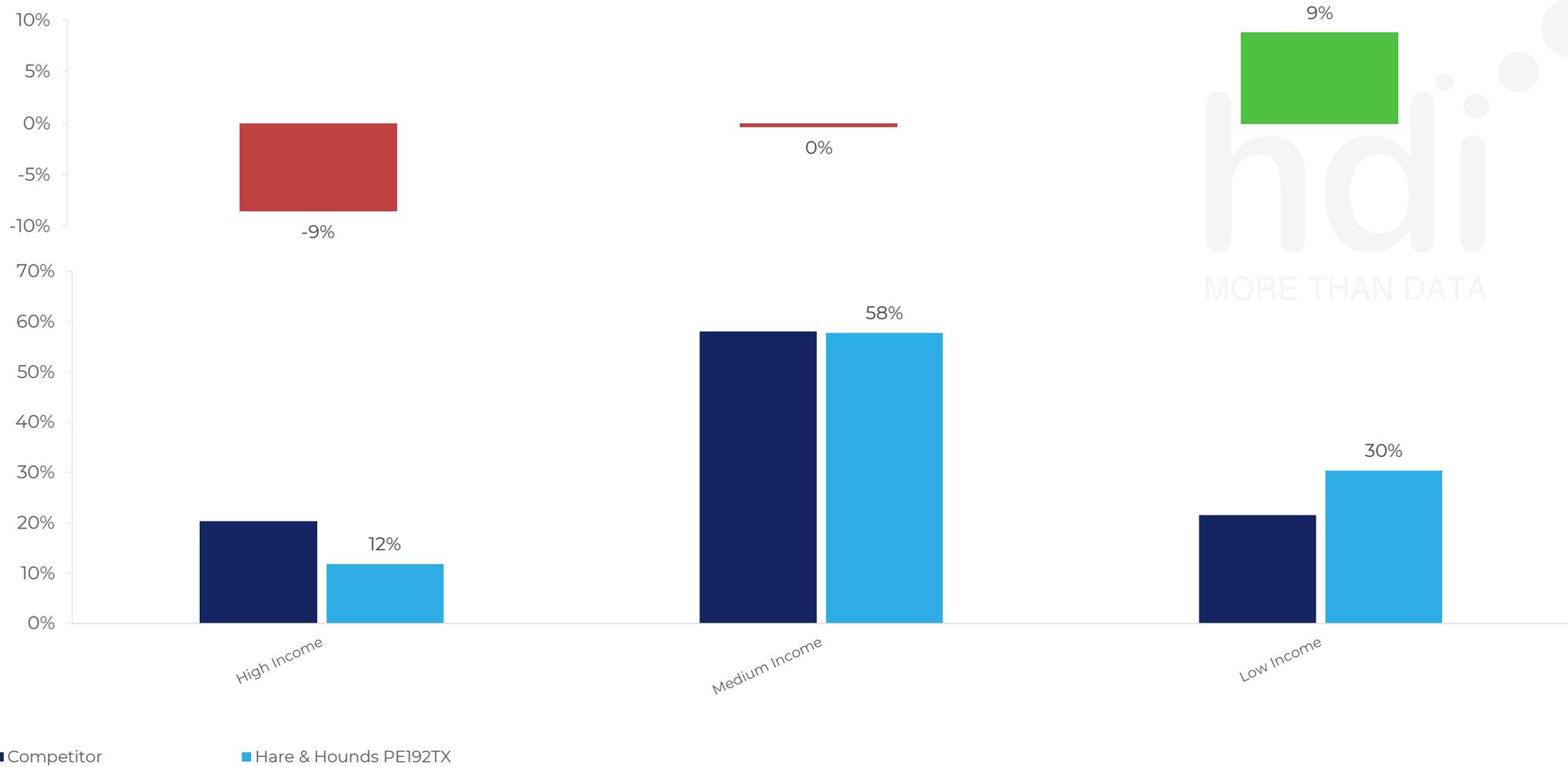
■ Competitor

■ Hare & Hounds PE192TX

Affluence

How does the affluence of customers who visit Hare & Hounds PE192TX compare versus its competitors?

% of spend for Hare & Hounds PE192TX and 238 Chains in 3 Miles from 19/02/2025 - 11/02/2026 split by Affluence

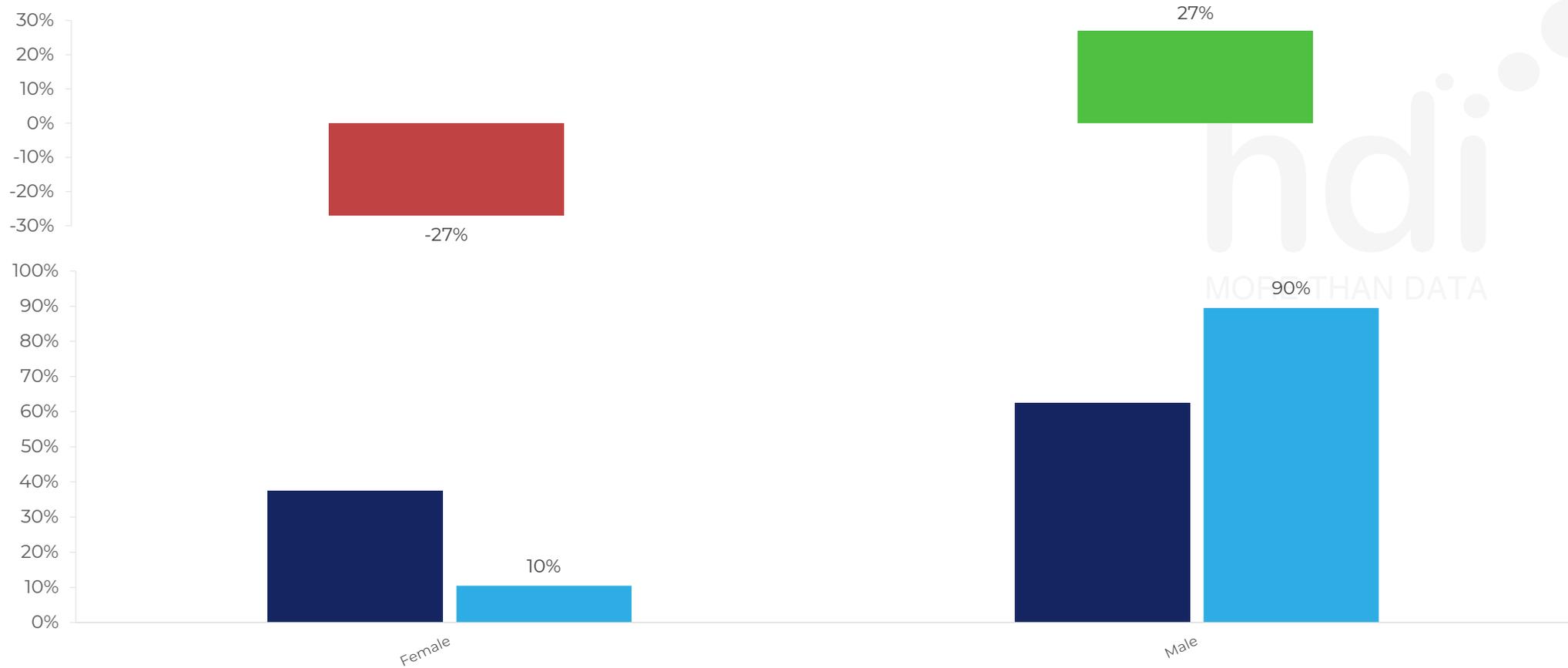




Gender

How does the gender profile of customers who visit Hare & Hounds PE192TX compare versus its competitors?

% of spend for Hare & Hounds PE192TX and 238 Chains in 3 Miles from 19/02/2025 - 11/02/2026 split by Gender



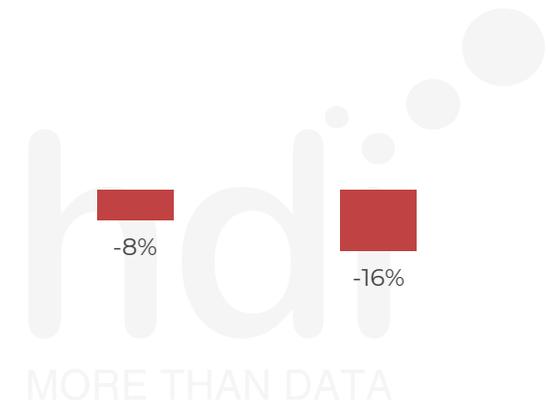
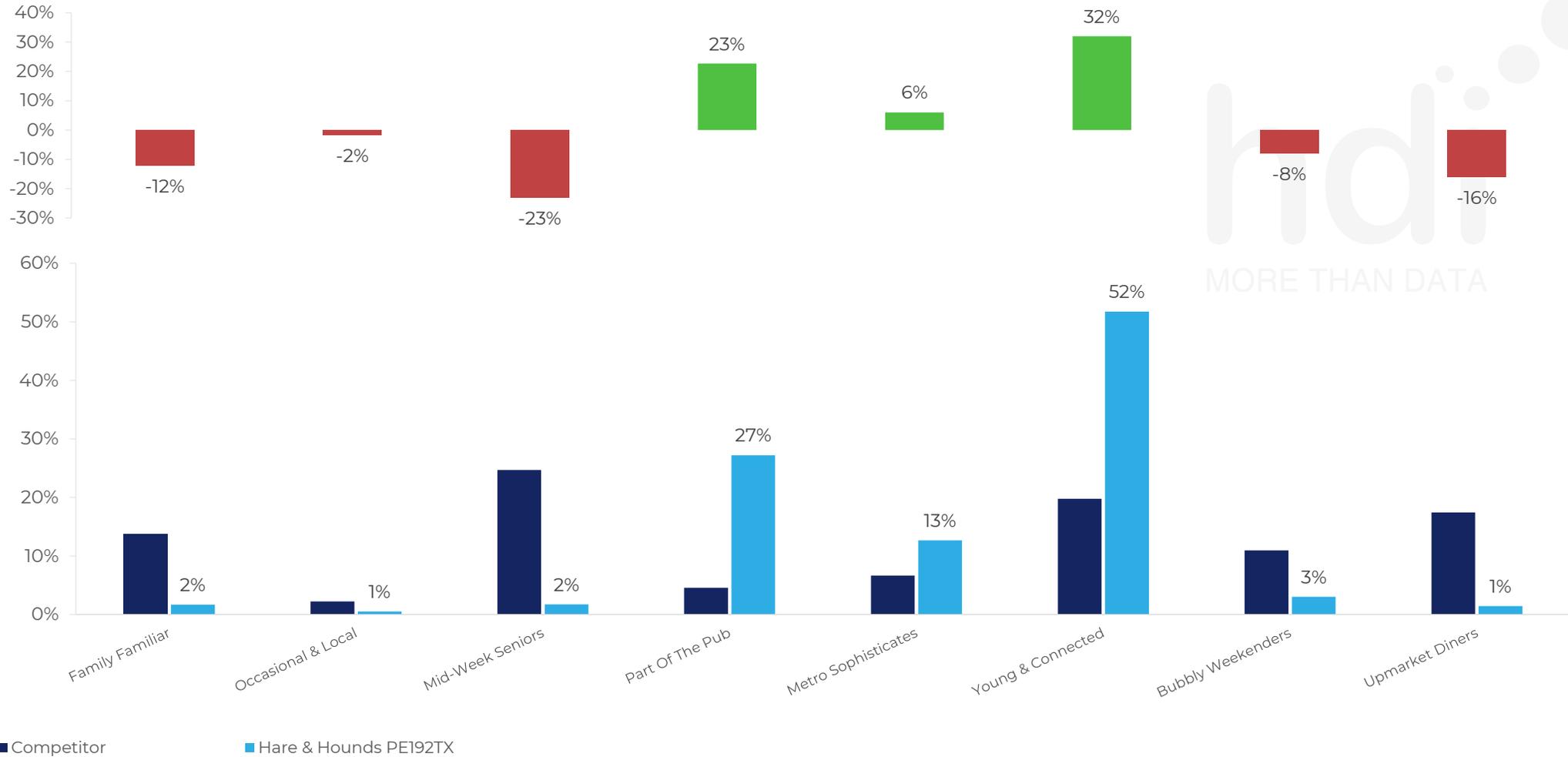
■ Competitor

■ Hare & Hounds PE192TX

Punch Segmentation

How does the Custom segmentation profile of customers who visit Hare & Hounds PE192TX compare versus its competitors?

% of spend for Hare & Hounds PE192TX and 238 Chains in 3 Miles from 19/02/2025 - 11/02/2026 split by Segment



# 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

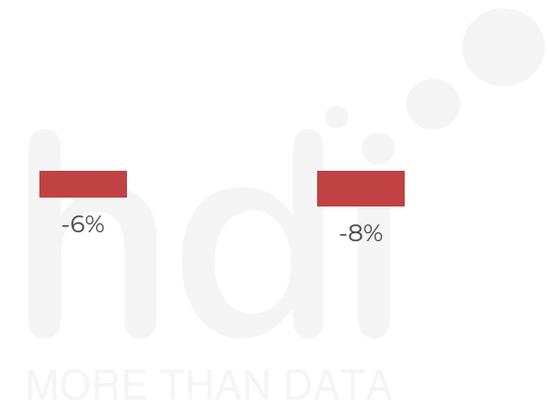
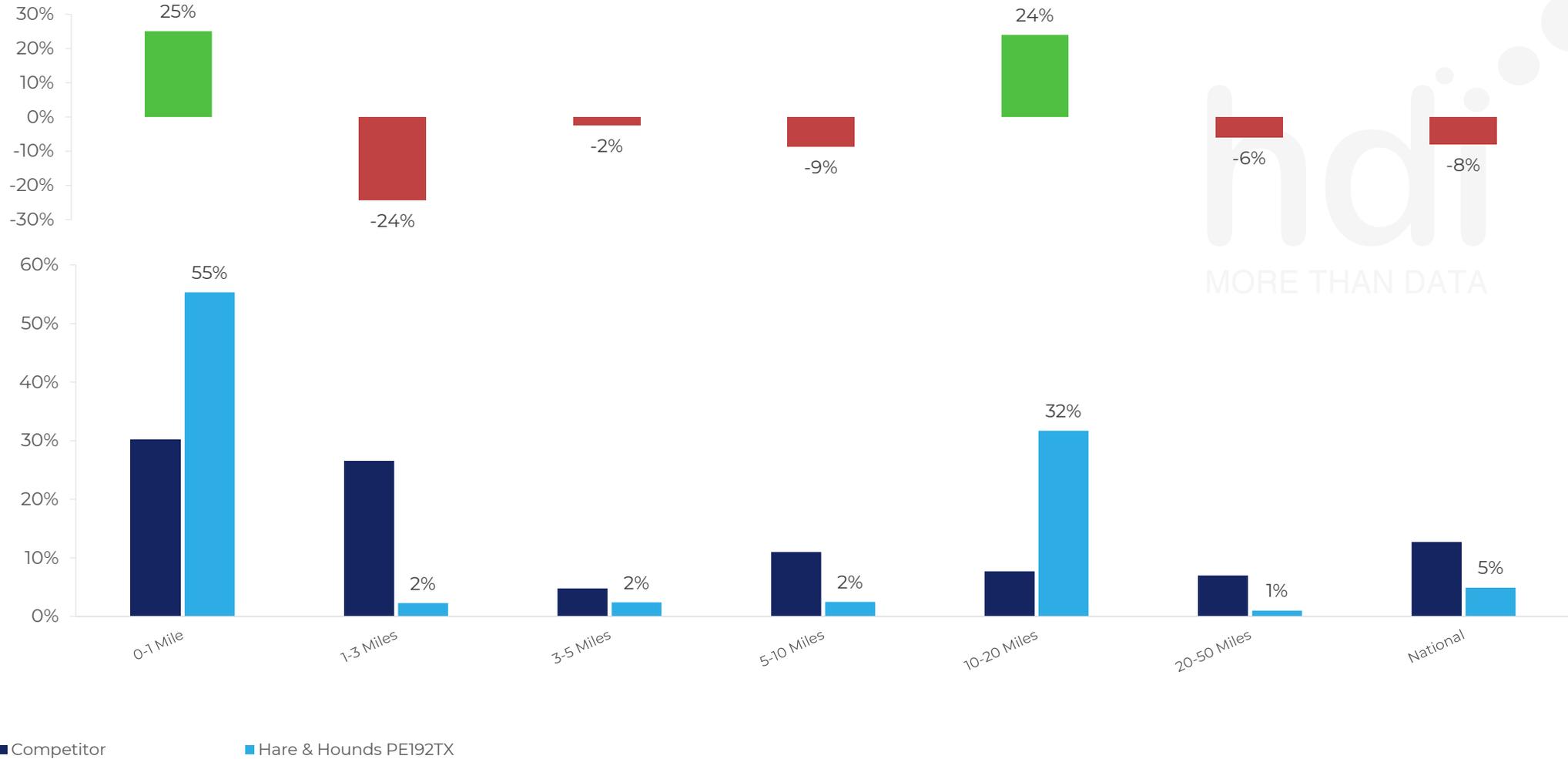
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Spend by Distance

How does the spend profile of Hare & Hounds PE192TX compare versus its competitors based on travel distances?

% of spend for Hare & Hounds PE192TX and 238 Chains in 3 Miles from 19/02/2025 - 11/02/2026 split by Distance travelled



Competitor

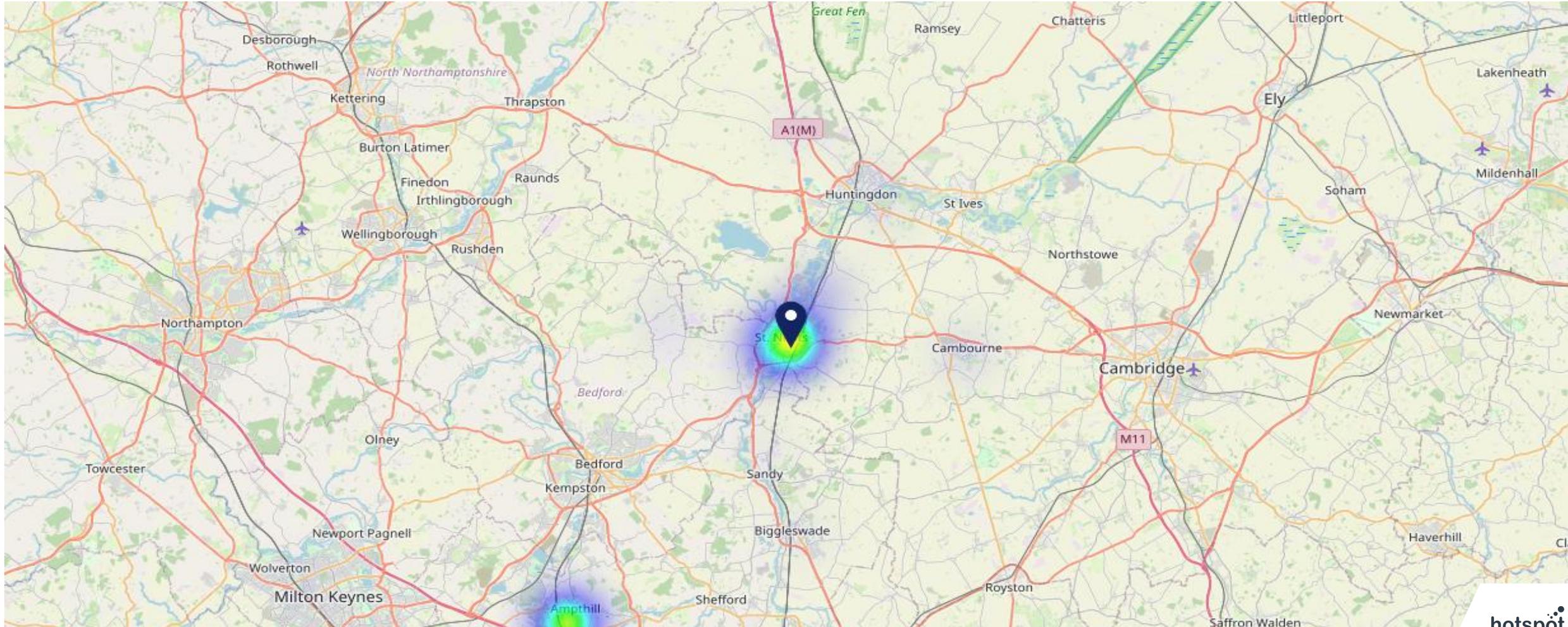
Hare & Hounds PE192TX



### Map of Guest Origin

Where do customers of Hare & Hounds PE192TX come from?

Where do customers of Hare & Hounds PE192TX for 19/02/2025 - 11/02/2026 live

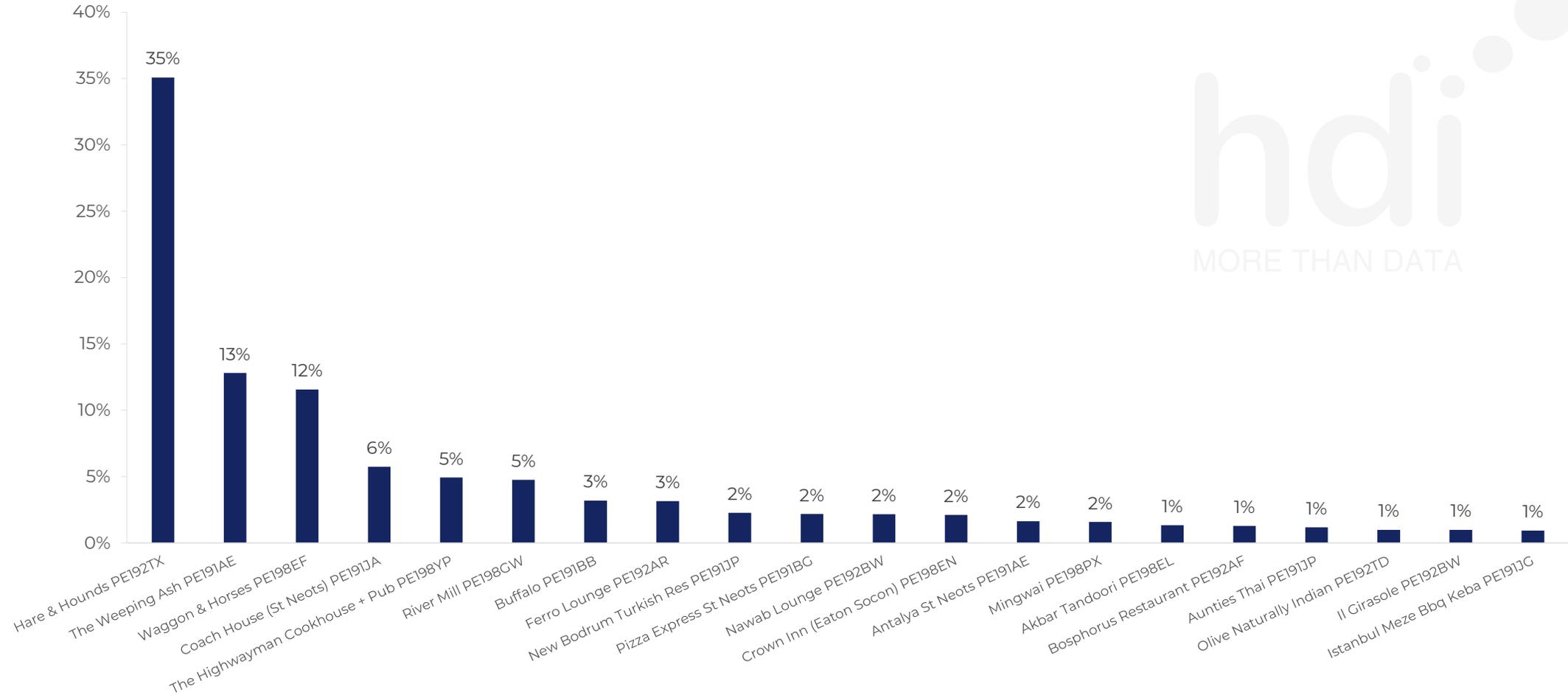




Share of Wallet

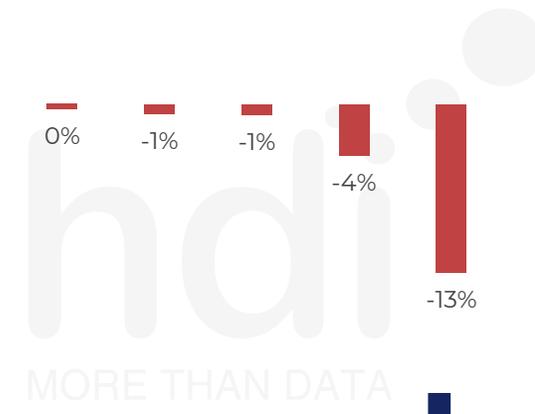
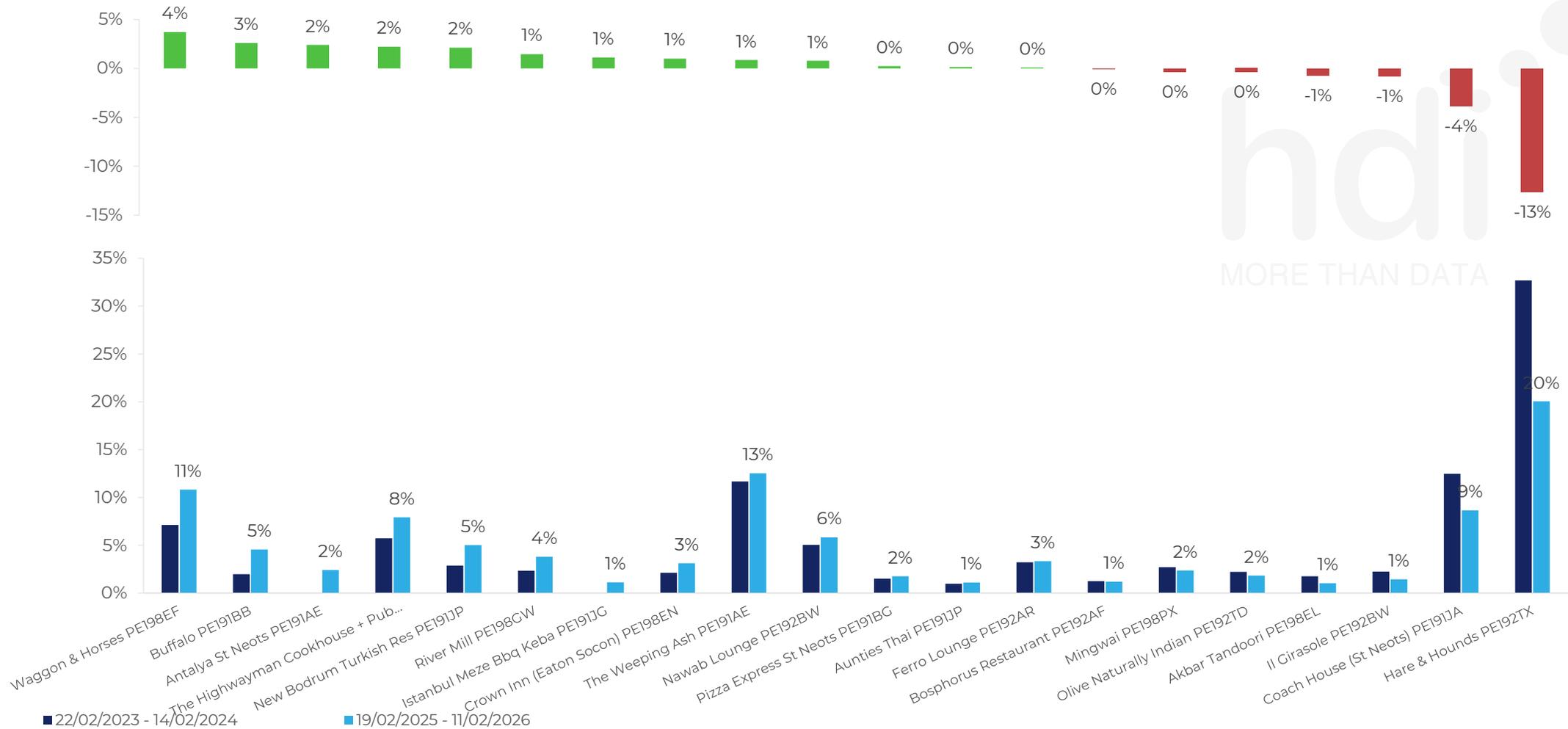
What are the Top 20 venues (by spend) that customers of Hare & Hounds PE192TX also visit?

For customers of Hare & Hounds PE192TX, who are the top 20 competitors from 238 Chains in 3 Miles for 19/02/2025 - 11/02/2026 split by Venue



Share of Wallet Change

How has share of wallet of customers of Hare & Hounds PE192TX changed between two date ranges?





## Market Summary

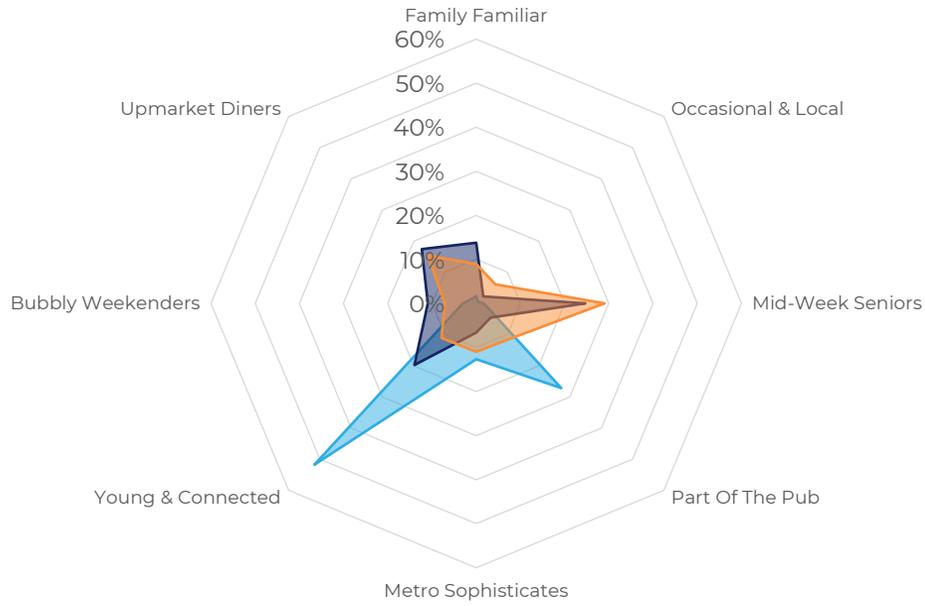
How does the local area for Hare & Hounds PE192TX compare to the national average (1 = low, 10 = high)

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	£836K	4	£1.08M	4	£17.38M	6	£31.10M	4
Weekpart	Mon - Thu	26.4%	1	27.6%	1	37.7%	2	41.0%	5
Weekpart	Fri - Sat	55.1%	10	55.2%	10	47.5%	9	43.8%	8
Weekpart	Sun	18.5%	9	17.2%	8	14.8%	5	15.2%	4
Age	18 to 24	23.9%	10	17.7%	10	4.9%	4	5.2%	3
Age	25 to 34	18.8%	4	16.8%	3	12.1%	1	13.8%	1
Age	35 to 44	17.5%	2	20.5%	3	17.8%	1	20.2%	2
Age	45 to 54	12.7%	1	14.3%	1	20.6%	6	21.0%	7
Age	55 to 64	23.9%	10	24.1%	10	22.8%	10	21.6%	10
Age	65 to 74	2.9%	2	5.4%	4	15.6%	10	13.0%	10
Age	75+	0.3%	1	1.2%	3	6.1%	9	5.1%	9
CAMEO	Business Elite	1.3%	1	1.8%	2	1.7%	1	1.8%	1
CAMEO	Prosperous Professionals	1.3%	1	2.3%	2	4.9%	4	4.3%	3
CAMEO	Flourishing Society	27.8%	10	24.4%	10	12.1%	5	13.6%	6
CAMEO	Content Communities	5.9%	1	8.5%	2	16.5%	9	15.7%	9
CAMEO	White Collar Neighbourhoods	15.4%	9	15.6%	9	14.7%	9	14.5%	9
CAMEO	Enterprising Mainstream	16.0%	10	14.9%	10	12.6%	9	12.7%	9
CAMEO	Paying The Mortgage	10.4%	3	11.0%	3	14.8%	6	14.7%	5
CAMEO	Cash Conscious Communities	5.6%	3	7.2%	4	10.4%	7	10.4%	7
CAMEO	On A Budget	16.1%	10	13.7%	10	10.8%	9	10.5%	9
CAMEO	Family Value	0.3%	1	0.5%	1	1.5%	4	1.8%	4
Affluence	AB	30.4%	6	28.5%	6	18.7%	3	19.8%	3
Affluence	C1C2	47.7%	5	50.0%	6	58.7%	9	57.5%	10
Affluence	DE	21.9%	6	21.5%	6	22.6%	6	22.7%	7



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	41	1.69%	0.50%	1.72%	27.20%	12.65%	51.75%	3.00%	1.44%
Local Catchment	1676	13.78%	2.22%	24.67%	4.56%	6.64%	19.75%	10.93%	17.41%
Punch T&L	94909	8.98%	6.13%	29.02%	11.17%	10.98%	11.12%	7.14%	15.42%
Hare & Hounds vs Local Catchment		-12.09%	-1.72%	-22.95%	22.64%	6.01%	32.00%	-7.93%	-15.97%
Hare & Hounds vs Punch T&L		-7.29%	-5.63%	-27.30%	16.03%	1.67%	40.63%	-4.14%	-13.98%
Local Catchment vs Punch T&L		4.80%	-3.91%	-4.35%	-6.61%	-4.34%	8.63%	3.79%	1.99%

■ Hare & Hounds

■ Local Catchment

■ Punch T&L