Site Summary

Kings Arms BA148AN

BA148AN

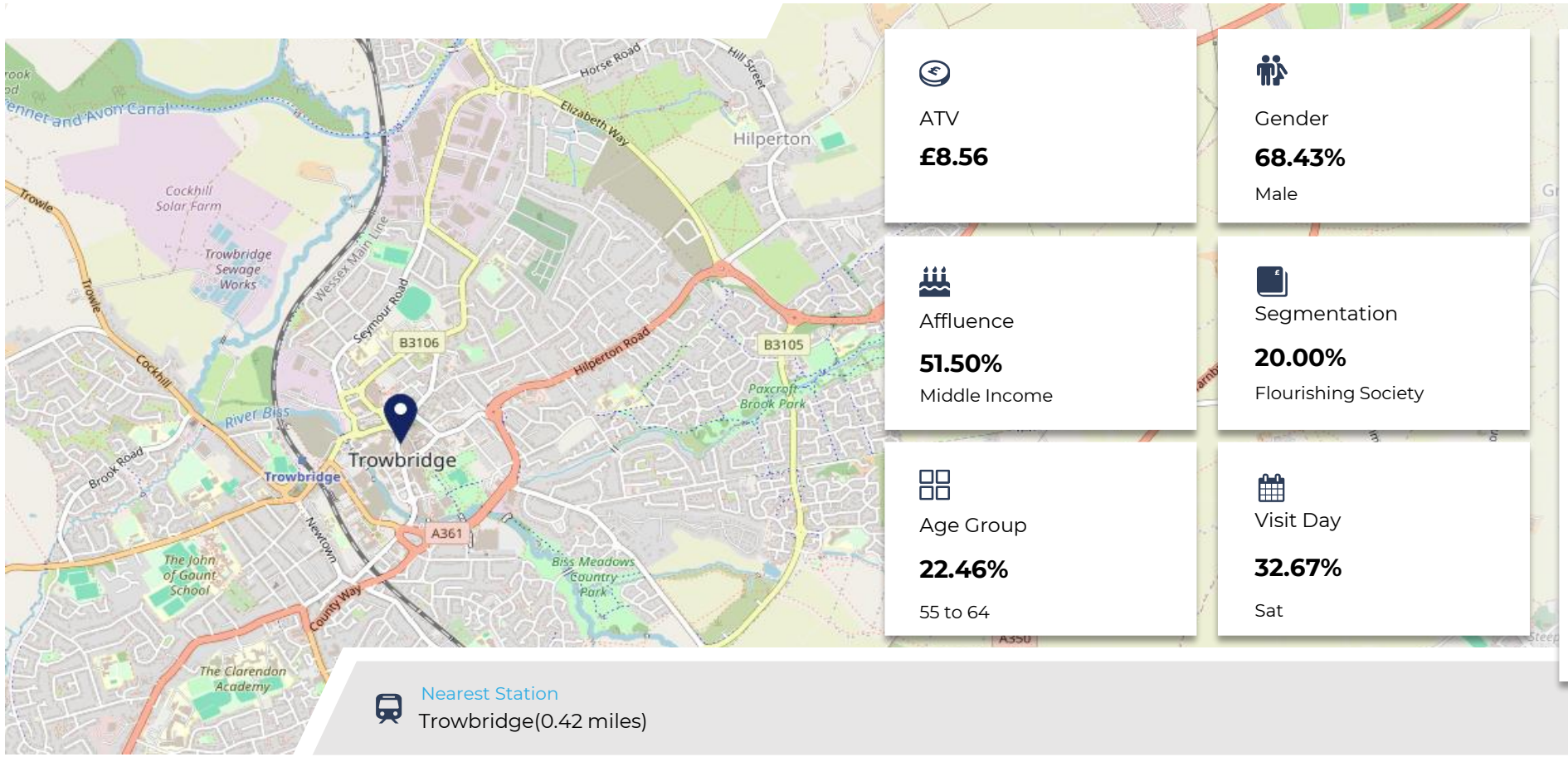
Pub / Bar

Work Area
Trowbridge

Region
South West

TV Region
HarWest

Urbanicity
Urban city and town



ATV
£8.56

Gender
68.43%
Male

Affluence
51.50%
Middle Income

Segmentation
20.00%
Flourishing Society

Age Group
22.46%
55 to 64

Visit Day
32.67%
Sat

Top Competitors

#1 The Albany Palace
BA148AQ
JD Wetherspoon

#2 Three Horseshoes
BA151LA
Pub / Bar

#3 Rose & Crown Trowbrid
BA149AA
Pub / Bar

Nearest Station
Trowbridge(0.42 miles)

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1534 Site Customers

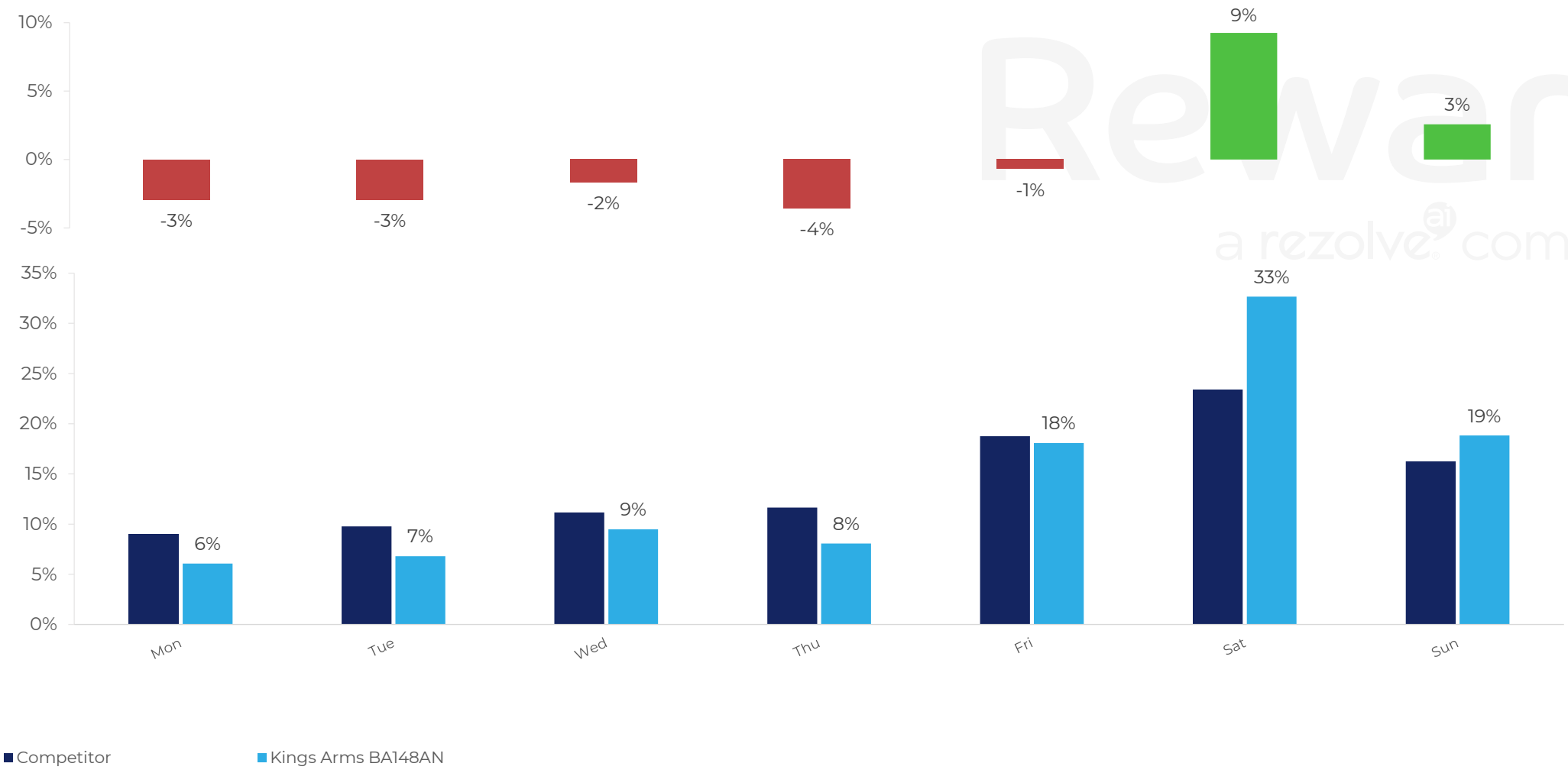
264 Competitors

121385 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for Kings Arms BA148AN versus its competitors?

% of spend for Kings Arms BA148AN and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Day of Week



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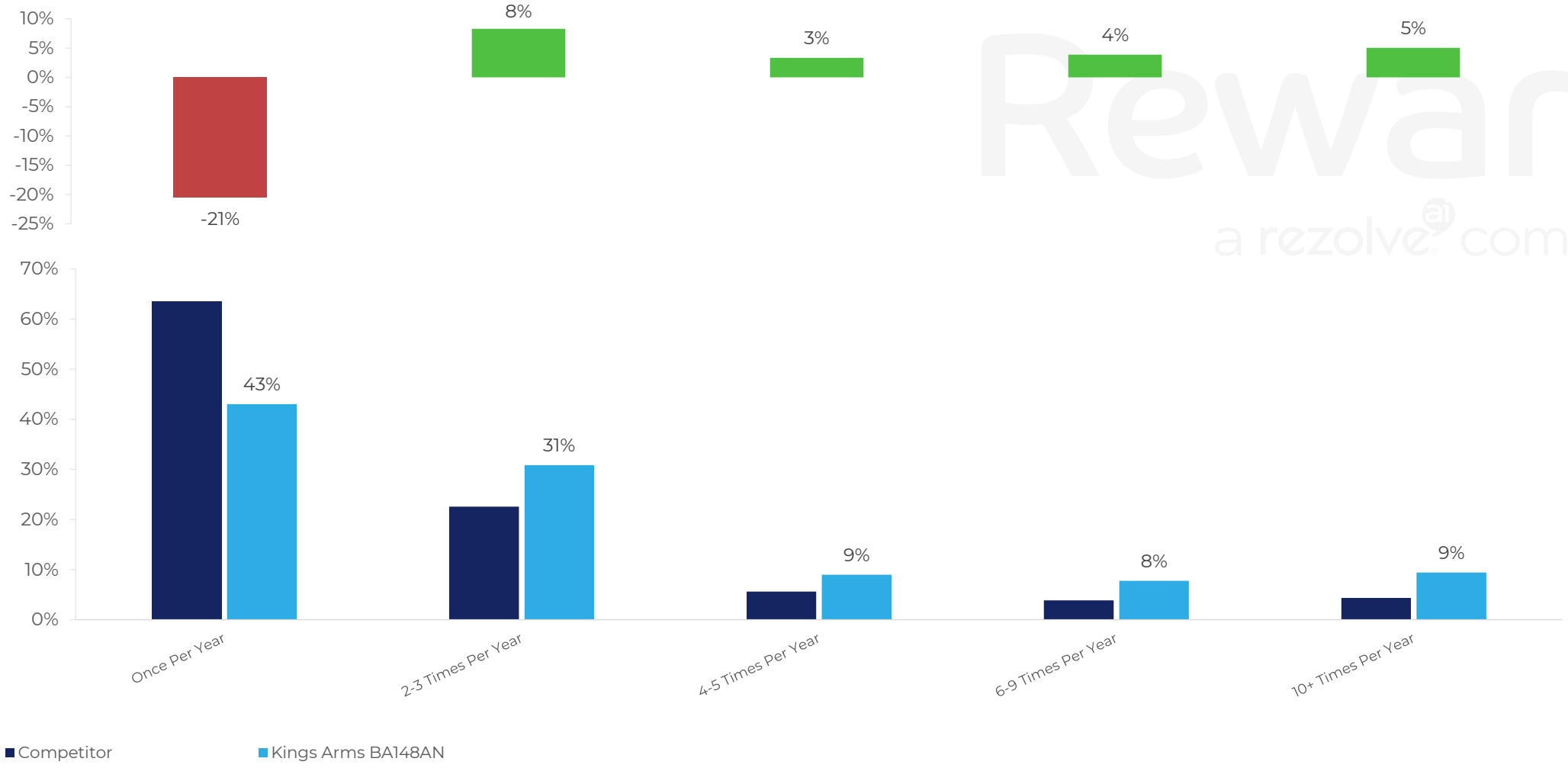
Visit Frequency

How frequently per year do customers visit Kings Arms BA148AN versus its competitors?

% of customer numbers for Kings Arms BA148AN and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 and the number of visits made Per Annum



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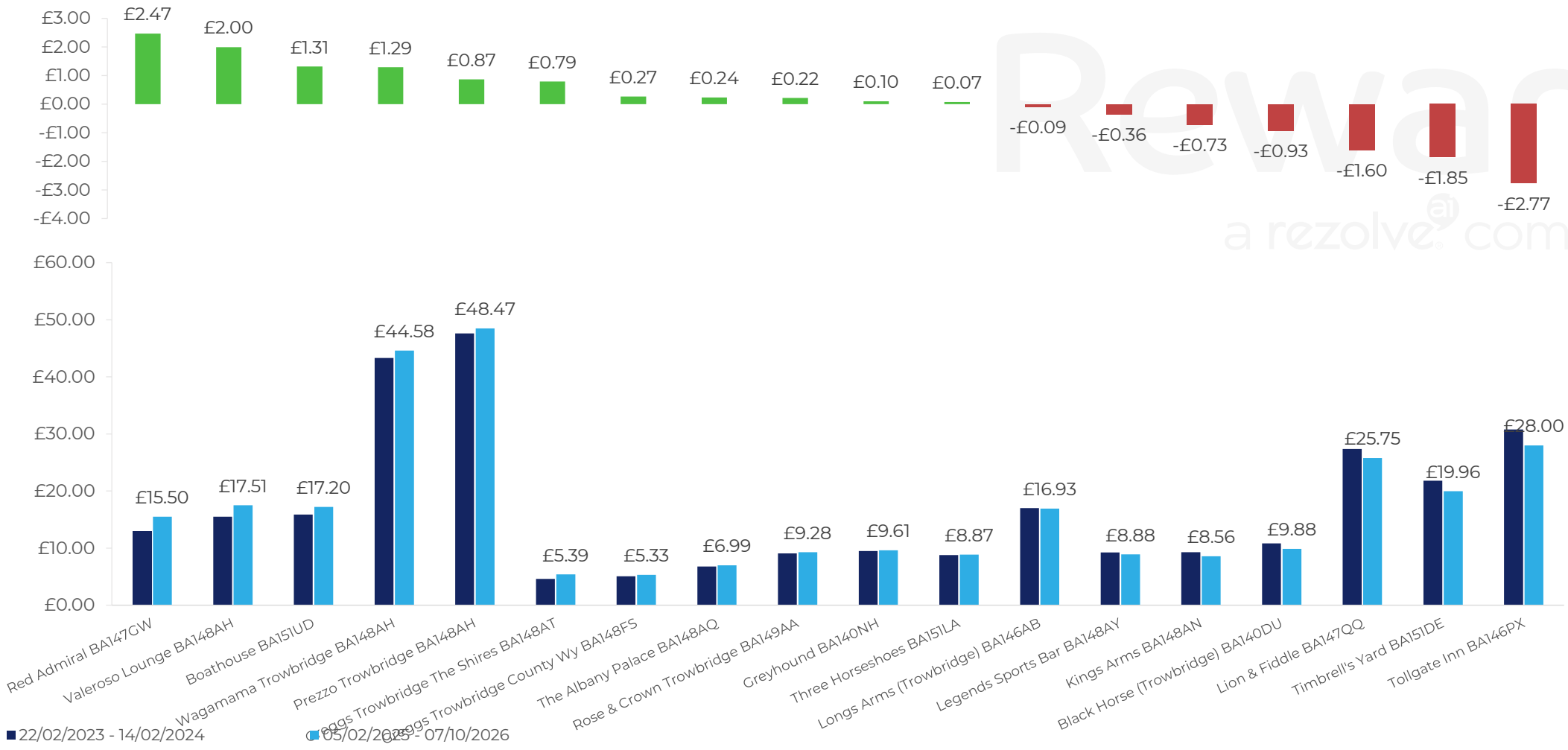
ATV Change

How has ATV changed between two date ranges?



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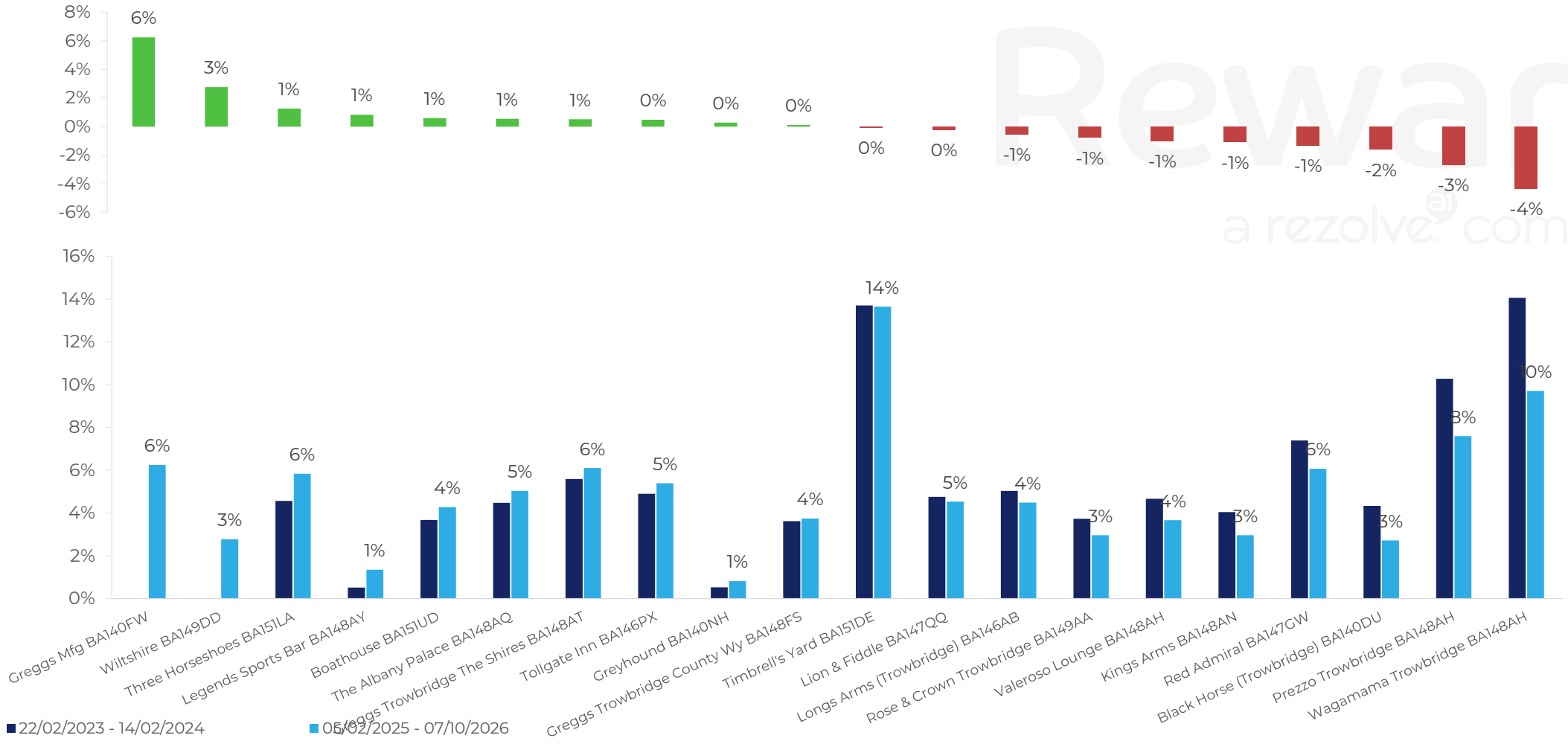
Market Share Change

How has market share changed between two date ranges?

% of market share spend for Kings Arms BA148AN and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026



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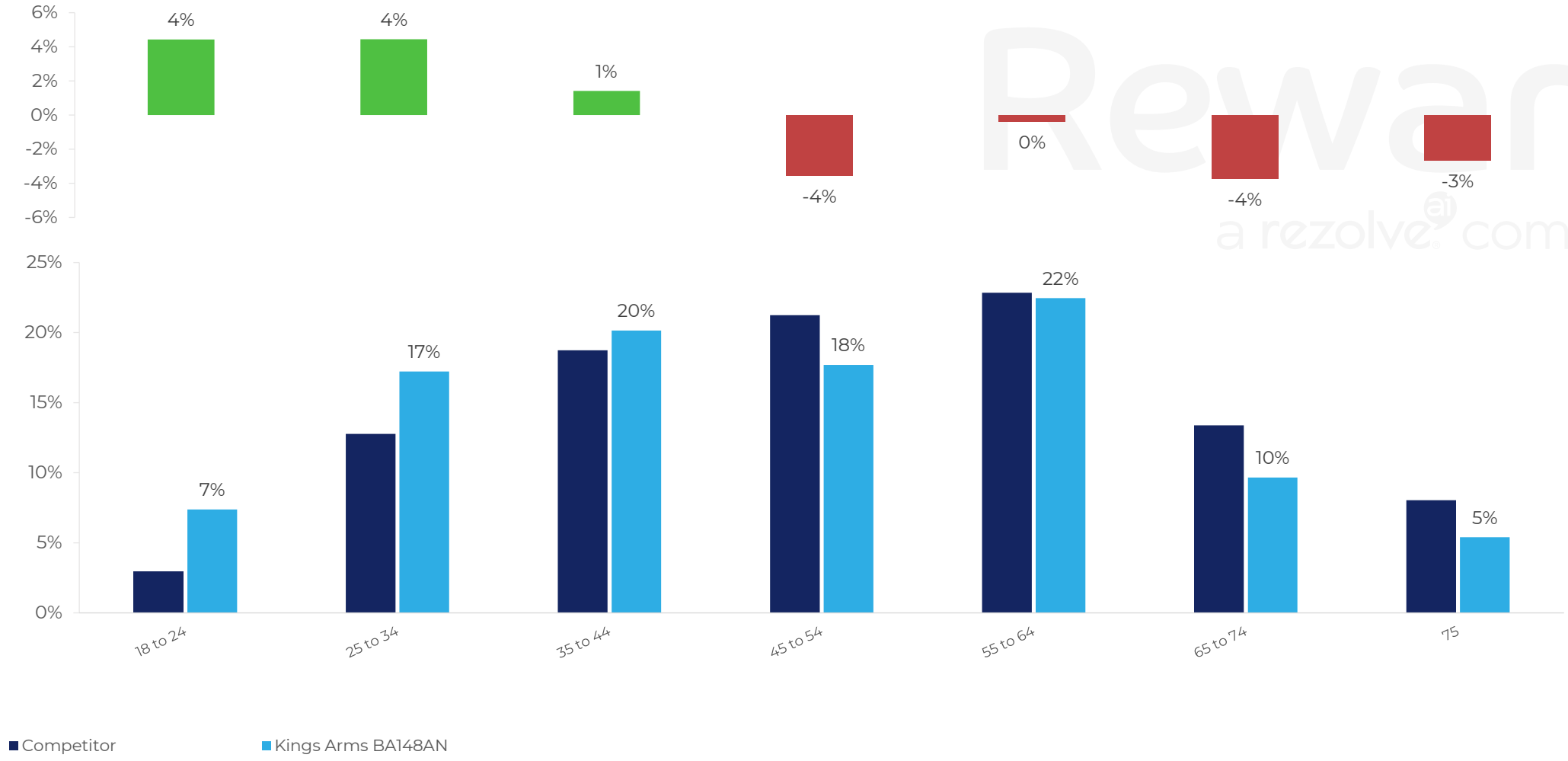
Age

How does the age profile of customers who visit Kings Arms BA148AN compare versus its competitors?

% of spend for Kings Arms BA148AN and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Age Range



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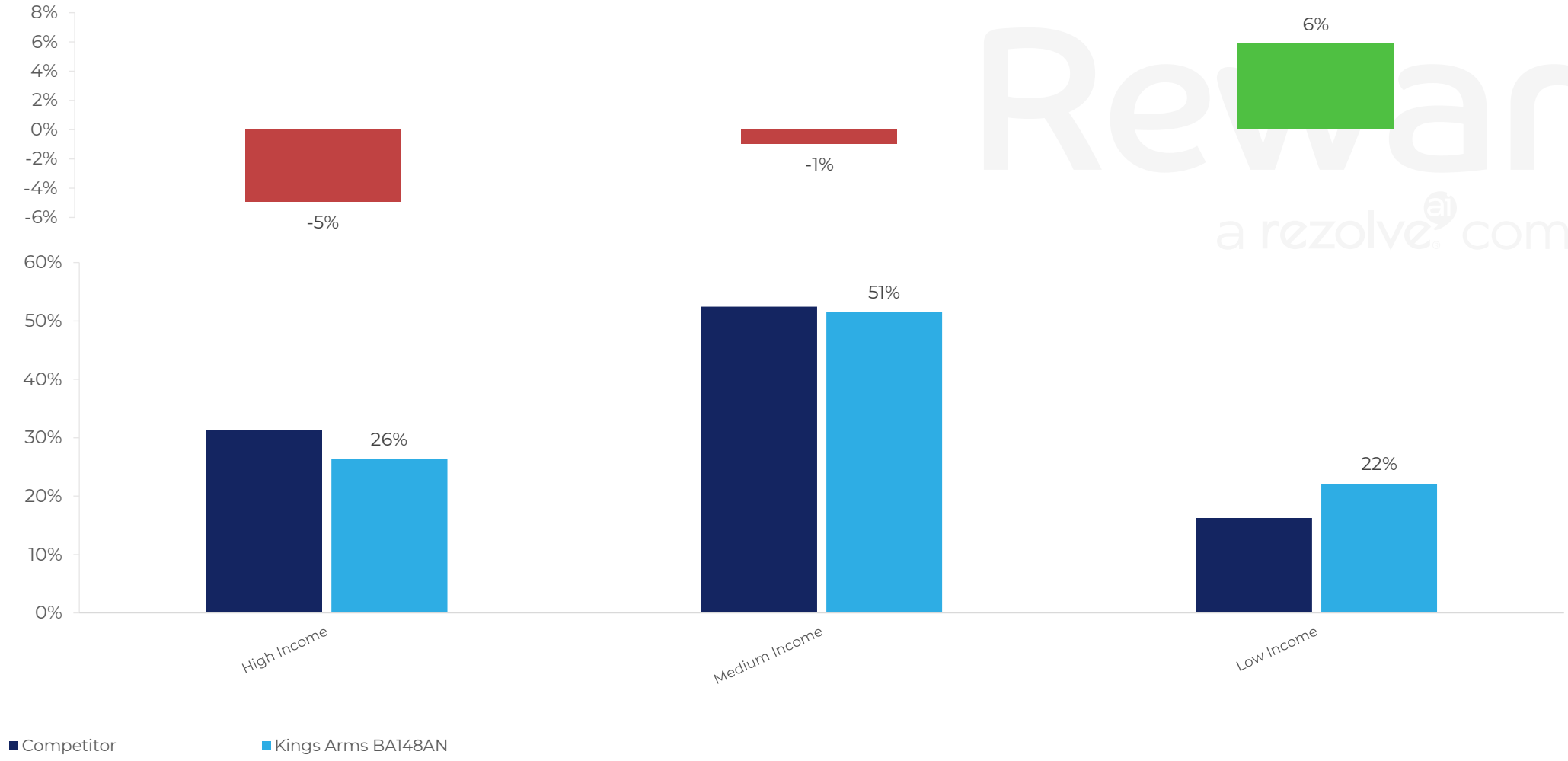
Affluence

How does the affluence of customers who visit Kings Arms BA148AN compare versus its competitors?

% of spend for Kings Arms BA148AN and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Affluence



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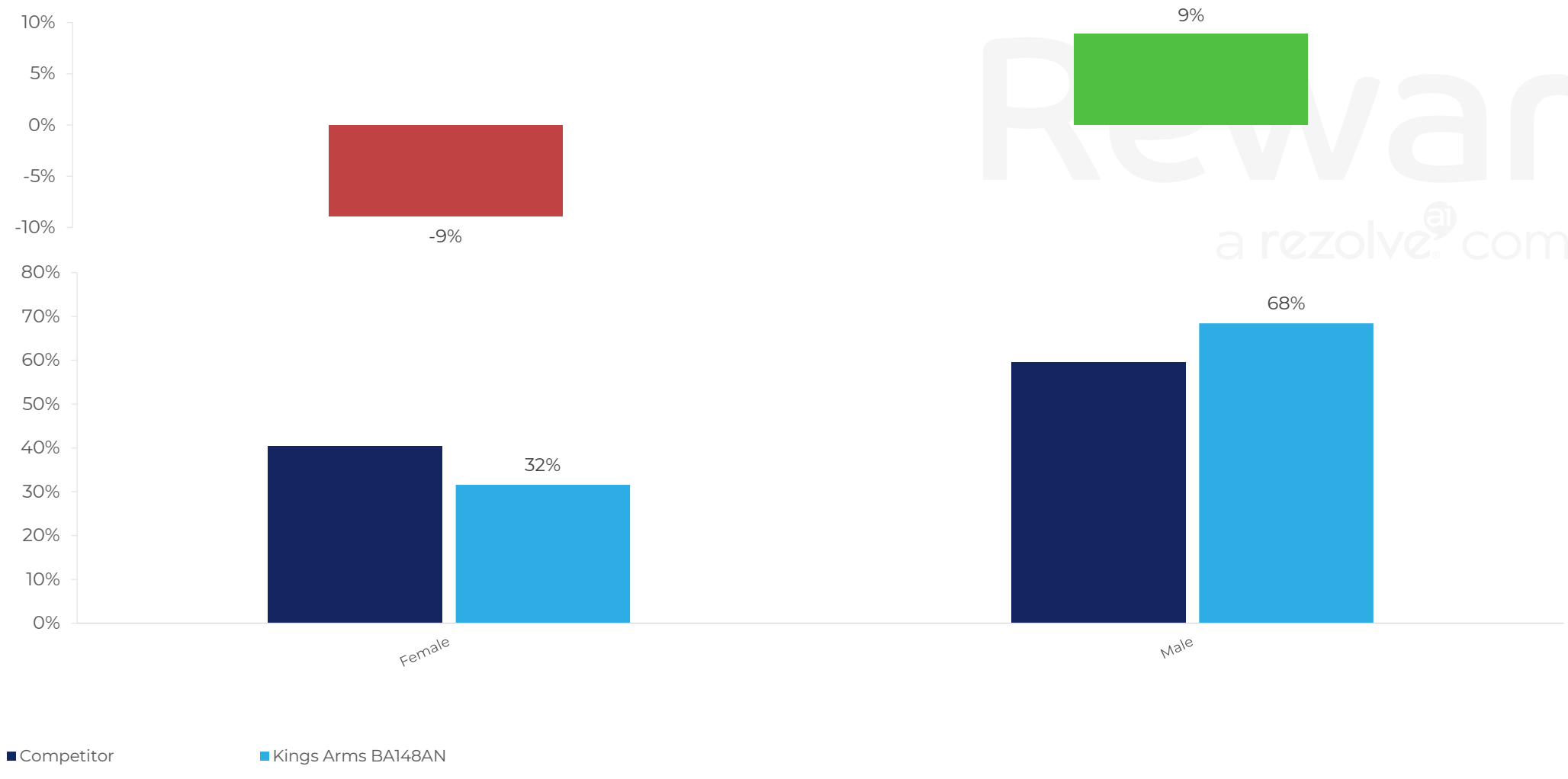
Gender

How does the gender profile of customers who visit Kings Arms BA148AN compare versus its competitors?

% of spend for Kings Arms BA148AN and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Gender



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SEGMENT SNAPSHOTS

hdi
MORE THAN DATA

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

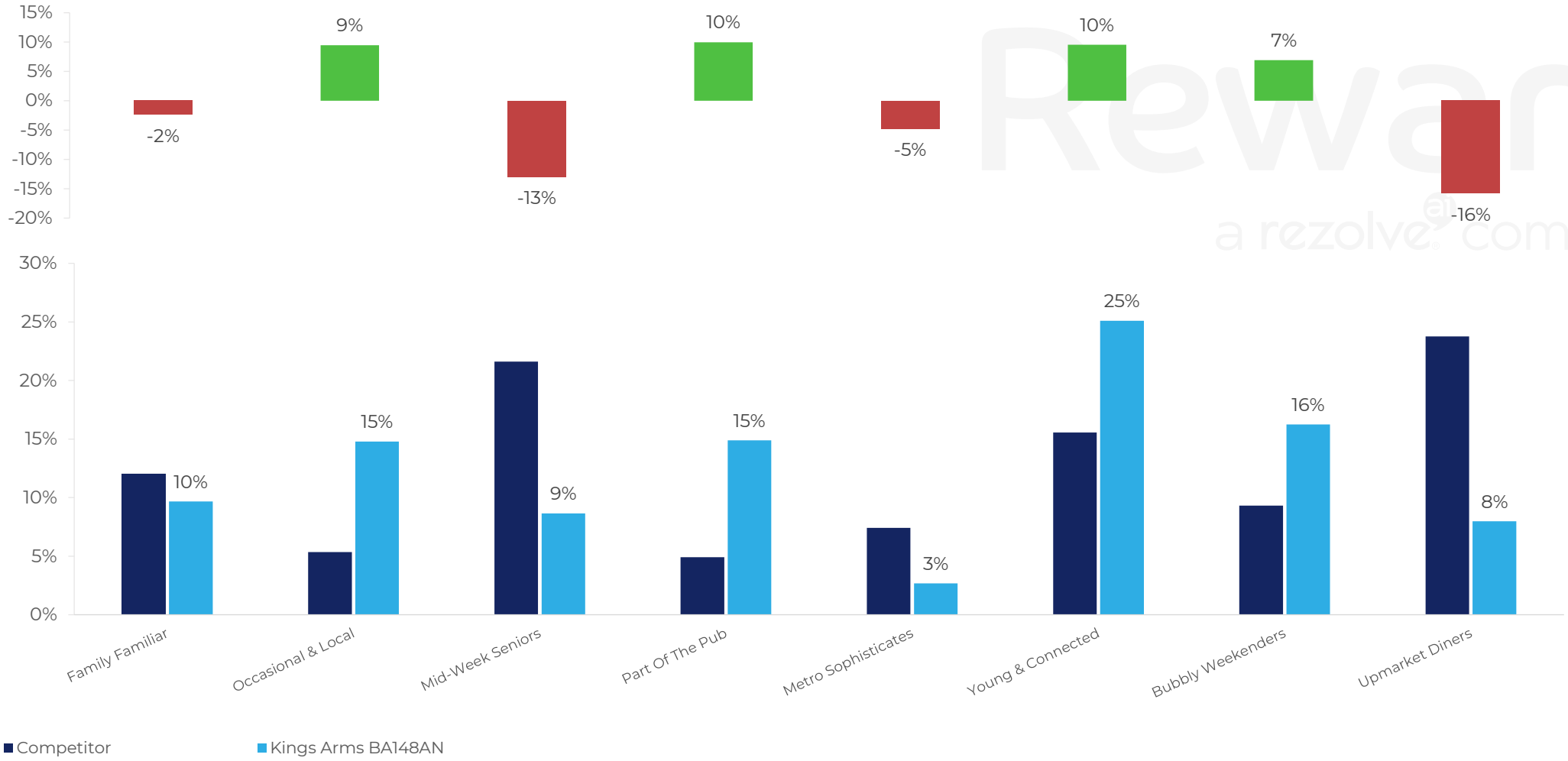
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Kings Arms BA148AN compare versus its competitors?

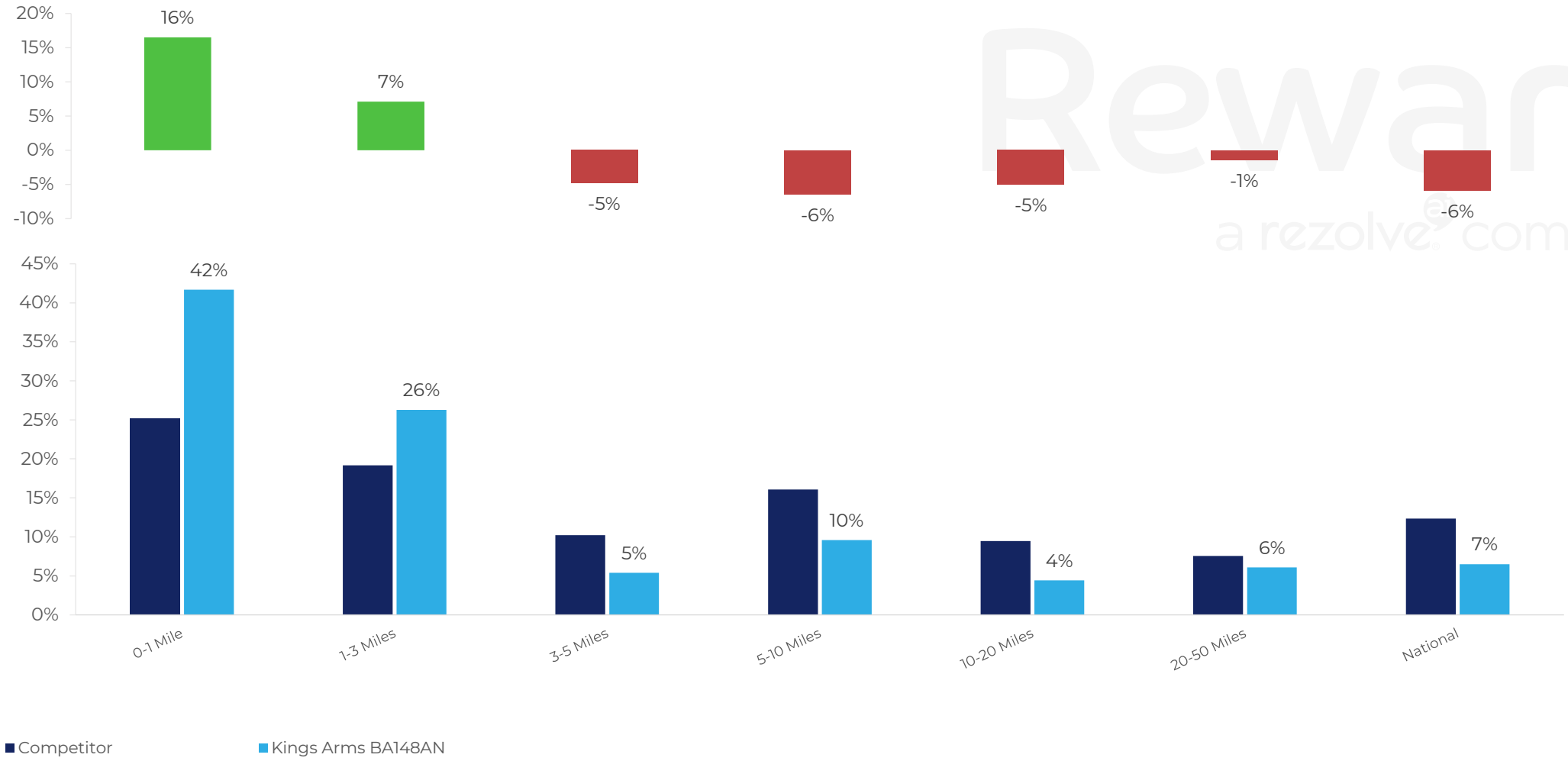
% of spend for Kings Arms BA148AN and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Segment



Spend by Distance

How does the spend profile of Kings Arms BA148AN compare versus its competitors based on travel distances?

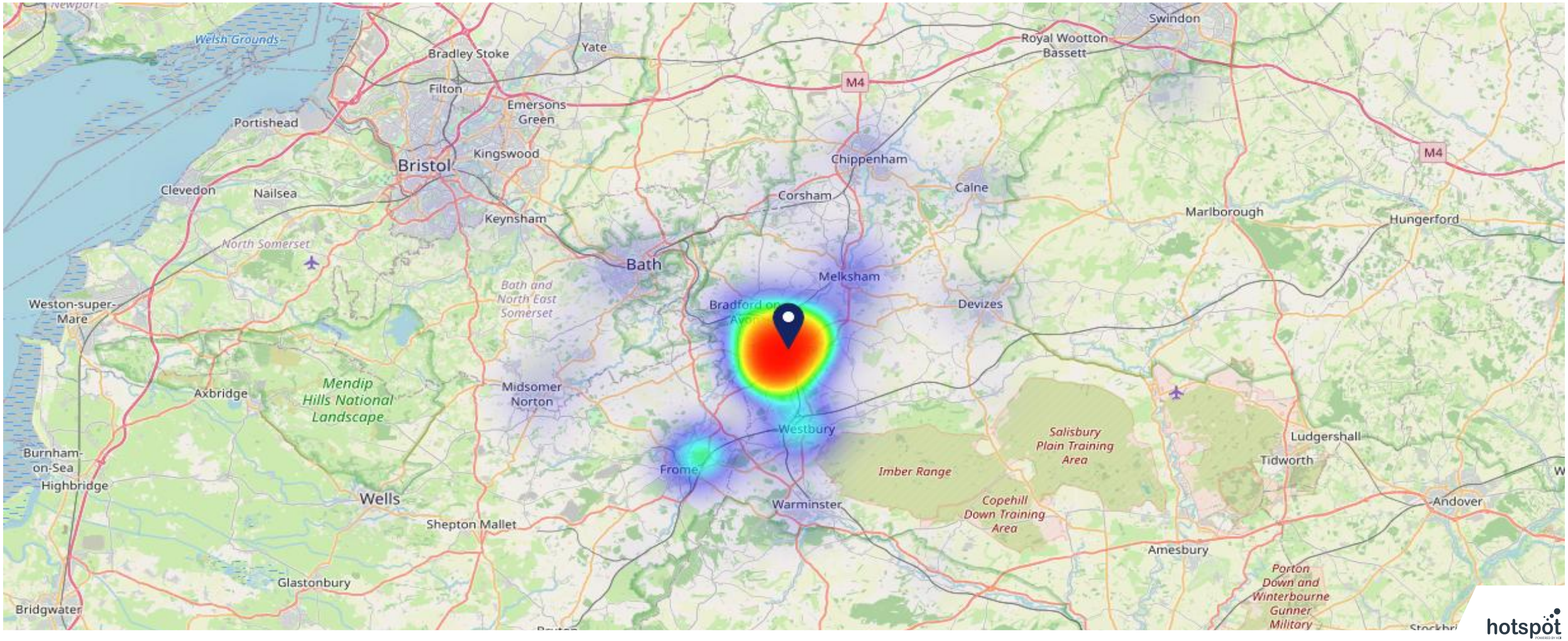
% of spend for Kings Arms BA148AN and 319 Chains in 3 Miles from 05/02/2025 - 07/10/2026 split by Distance travelled



Map of Guest Origin

Where do customers of Kings Arms BA148AN come from?

Where do customers of Kings Arms BA148AN for 05/02/2025 - 07/10/2026 live

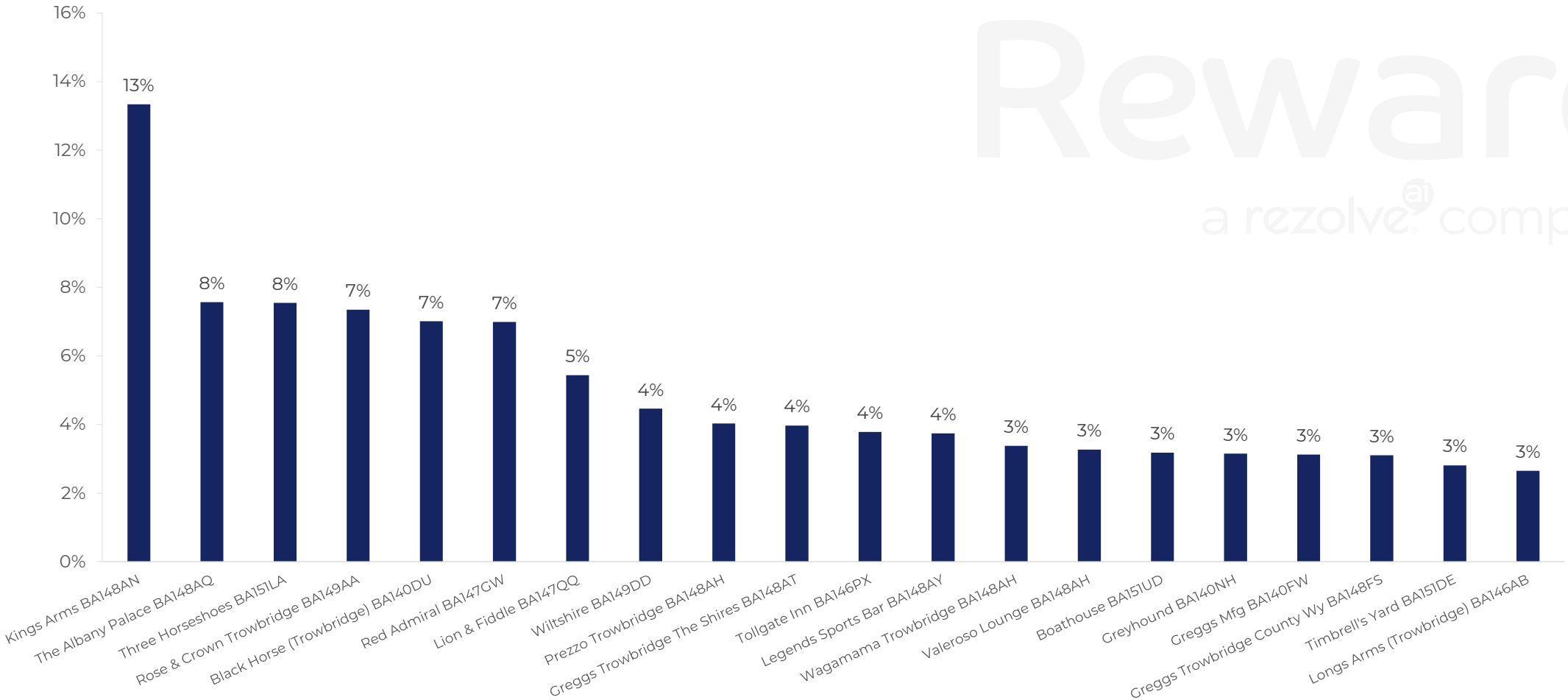


552 Site Customers

Share of Wallet

What are the Top 20 venues (by spend) that customers of Kings Arms BA148AN also visit?

For customers of Kings Arms BA148AN, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 07/10/2026 split by Venue



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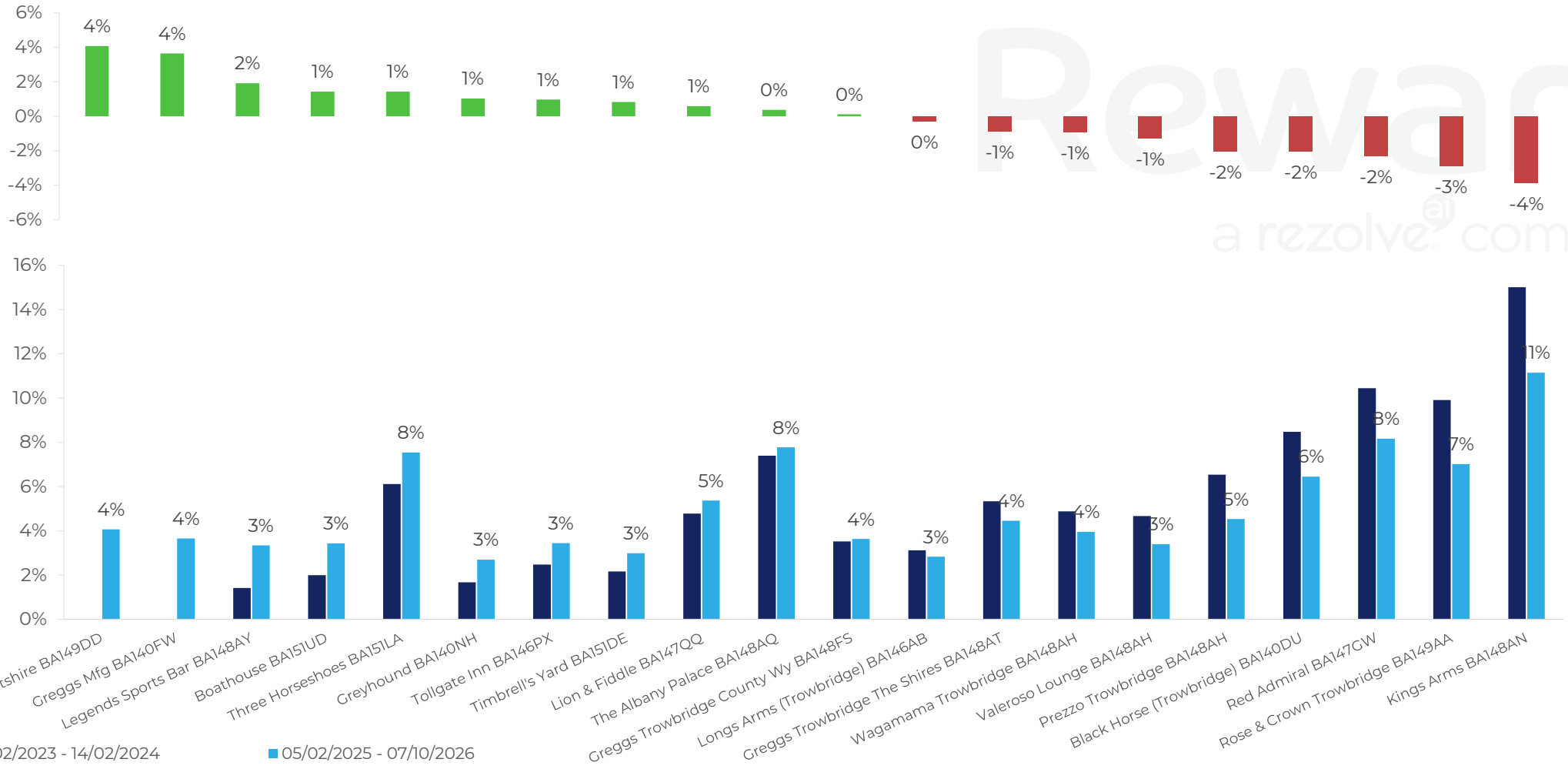
Share of Wallet Change

How has share of wallet of customers of Kings Arms BA148AN changed between two date ranges?



1534 Site Customers

Market Summary

How does the local area for Kings Arms BA148AN 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	£9.34M	8	£12.89M	8	£18.84M	6	£50.70M	5
Weekpart	Mon - Thu	43.8%	7	43.7%	7	43.7%	7	43.2%	7
Weekpart	Fri - Sat	42.9%	5	41.1%	4	41.9%	5	41.5%	5
Weekpart	Sun	13.2%	4	15.2%	6	14.4%	4	15.3%	4
Age	18 to 24	4.1%	4	4.6%	4	4.5%	3	3.9%	2
Age	25 to 34	14.5%	2	15.4%	2	15.0%	2	15.1%	1
Age	35 to 44	22.2%	5	22.4%	5	21.0%	3	19.9%	2
Age	45 to 54	20.6%	6	20.0%	5	21.5%	7	21.0%	7
Age	55 to 64	19.6%	8	20.4%	9	21.5%	9	20.9%	10
Age	65 to 74	12.3%	9	11.2%	9	11.0%	9	12.4%	10
Age	75+	6.7%	9	6.0%	9	5.6%	9	6.8%	10
CAMEO	Business Elite	3.3%	3	3.0%	3	2.7%	2	4.3%	3
CAMEO	Prosperous Professionals	4.3%	4	4.0%	3	4.4%	3	5.8%	4
CAMEO	Flourishing Society	18.0%	8	17.5%	8	16.1%	7	19.0%	8
CAMEO	Content Communities	13.1%	6	12.8%	6	12.6%	6	13.6%	7
CAMEO	White Collar Neighbourhoods	12.9%	7	12.9%	7	13.4%	8	12.4%	7
CAMEO	Enterprising Mainstream	15.4%	10	14.9%	10	15.2%	10	14.7%	10
CAMEO	Paying The Mortgage	13.7%	5	13.9%	5	14.6%	5	12.7%	4
CAMEO	Cash Conscious Communities	9.6%	6	10.3%	7	10.5%	7	9.5%	6
CAMEO	On A Budget	8.7%	7	9.4%	8	9.0%	8	6.9%	6
CAMEO	Family Value	1.1%	4	1.3%	4	1.4%	4	1.2%	3
Affluence	AB	25.6%	5	24.5%	5	23.2%	4	29.1%	5
Affluence	C1C2	55.0%	8	54.5%	8	55.8%	9	53.4%	8
Affluence	DE	19.4%	5	21.0%	6	21.0%	6	17.6%	4