

Site Summary



Beaumont Arms HD47EL

HD47EL

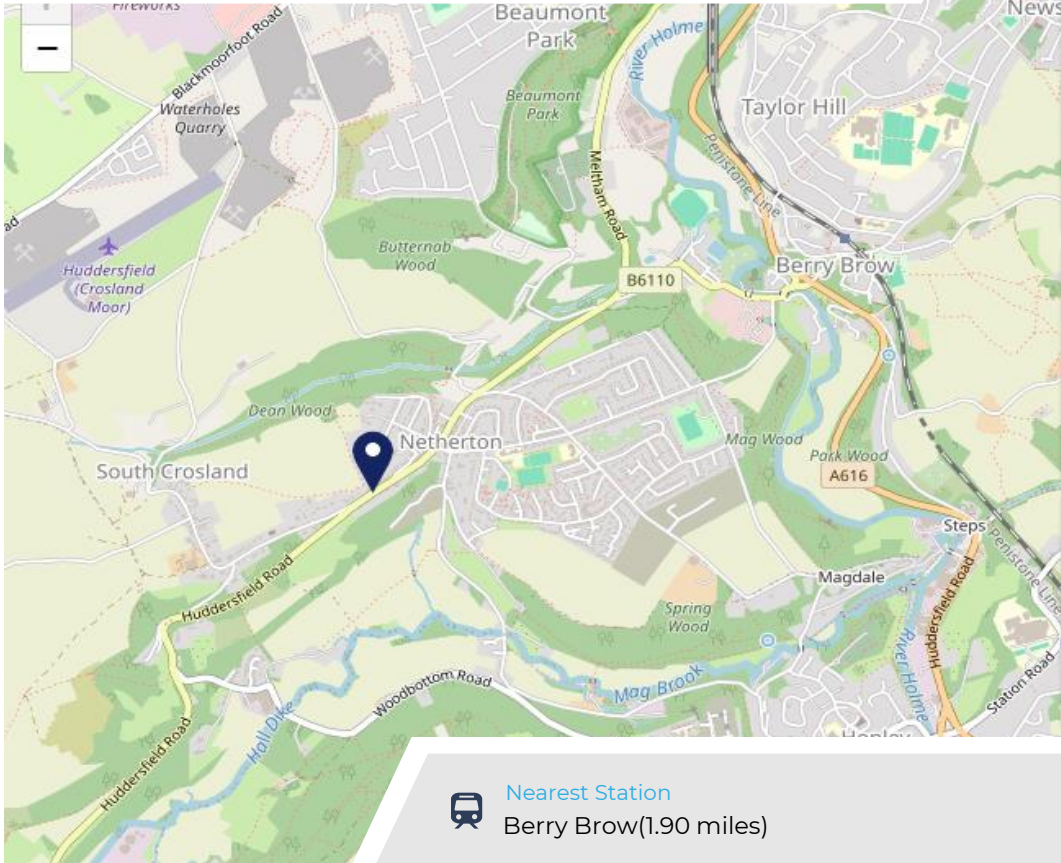
Punch T&L

Work Area
Huddersfield

Region
Yorkshire and The Humber

TV Region
Yorkshire

Urbanicity
Urban city and town



ATV
£13.49



Gender
81.05%
Male



Affluence
55.55%
Middle Income



Segmentation
26.81%
Prosperous Professionals



Age Group
32.56%
55 to 64



Visit Day
24.83%
Fri

Top Competitors

Armitage Bridge Club **#1**
HD47PB
 Clubs

Netherton South **#2**
HD47WJ
 Clubs

Waggon And Horses M **#3**
HD94AE
 Craft Union

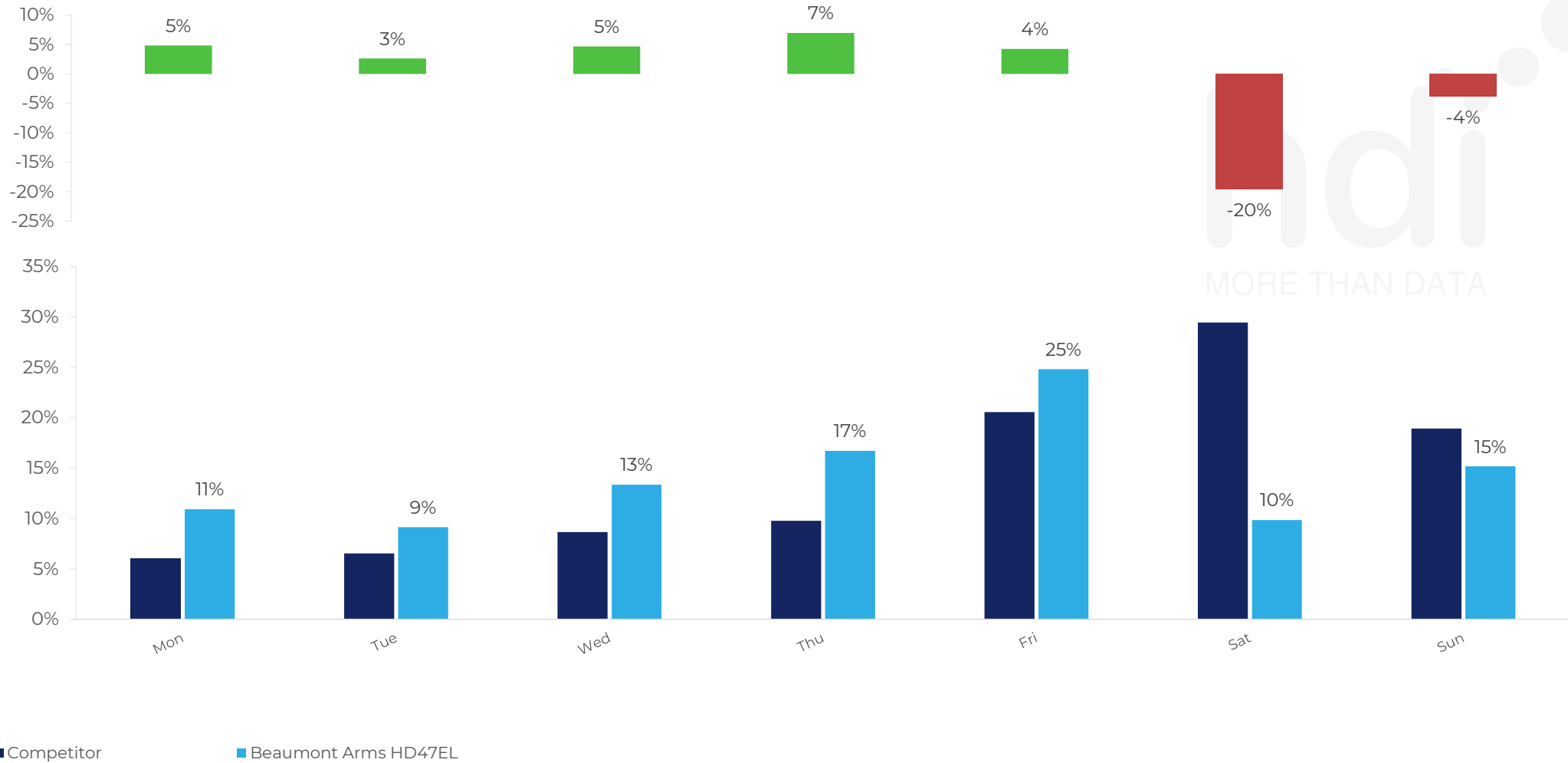


Nearest Station
Berry Brow(1.90 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Beaumont Arms HD47EL versus its competitors?

% of spend for Beaumont Arms HD47EL and 97 Chains in 3 Miles from 22/03/2023 - 13/03/2024 split by Day of Week

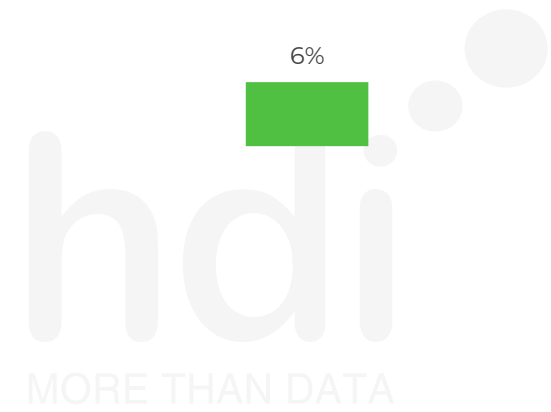
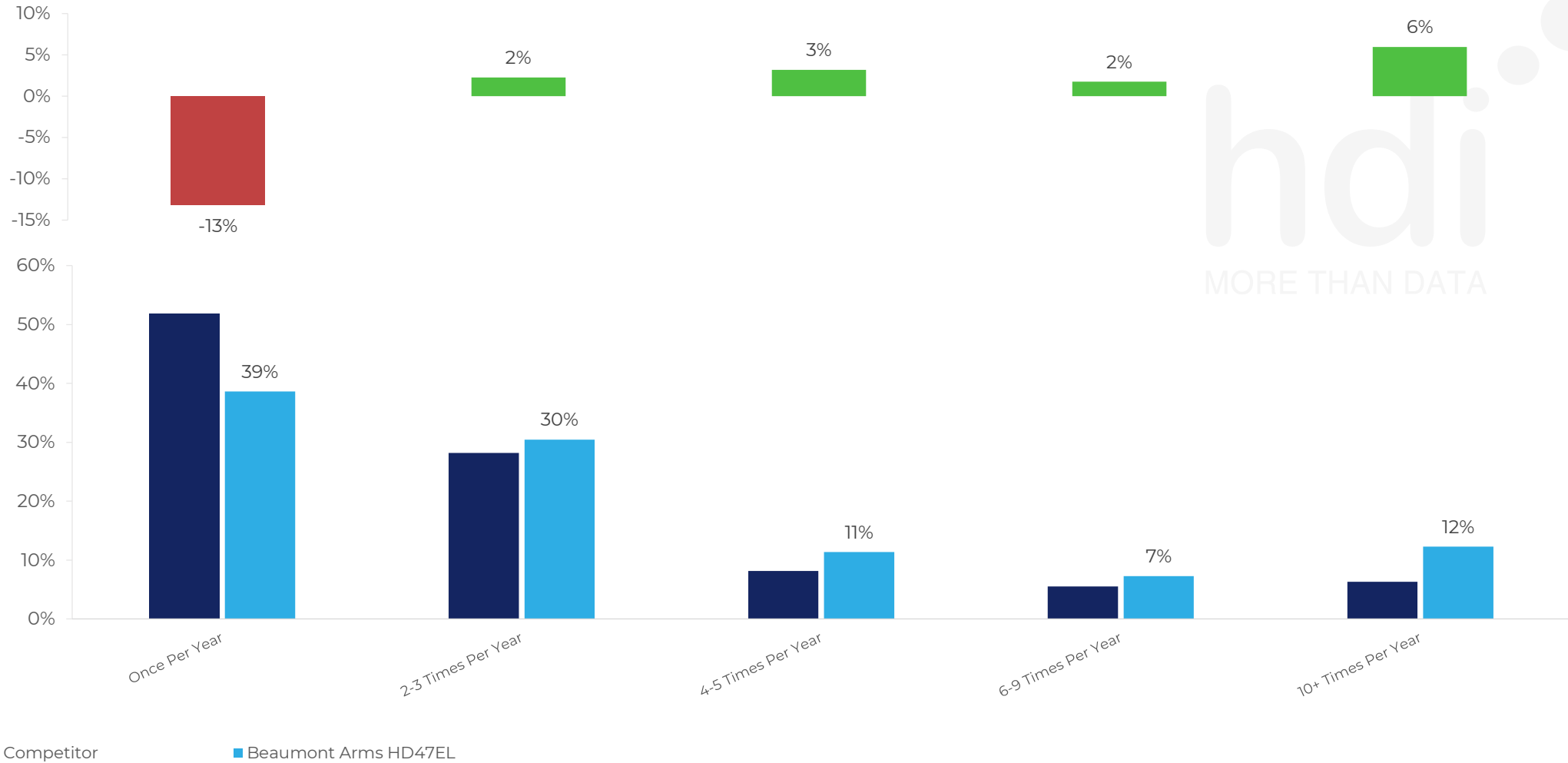




Visit Frequency

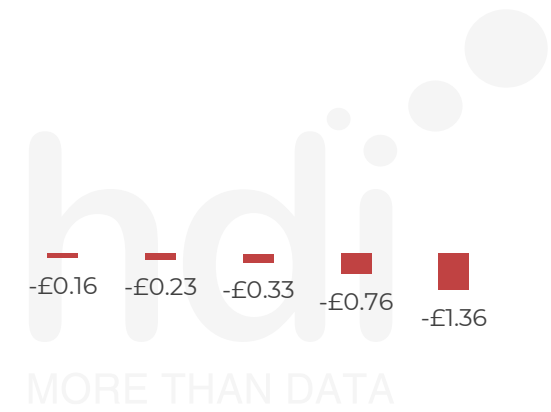
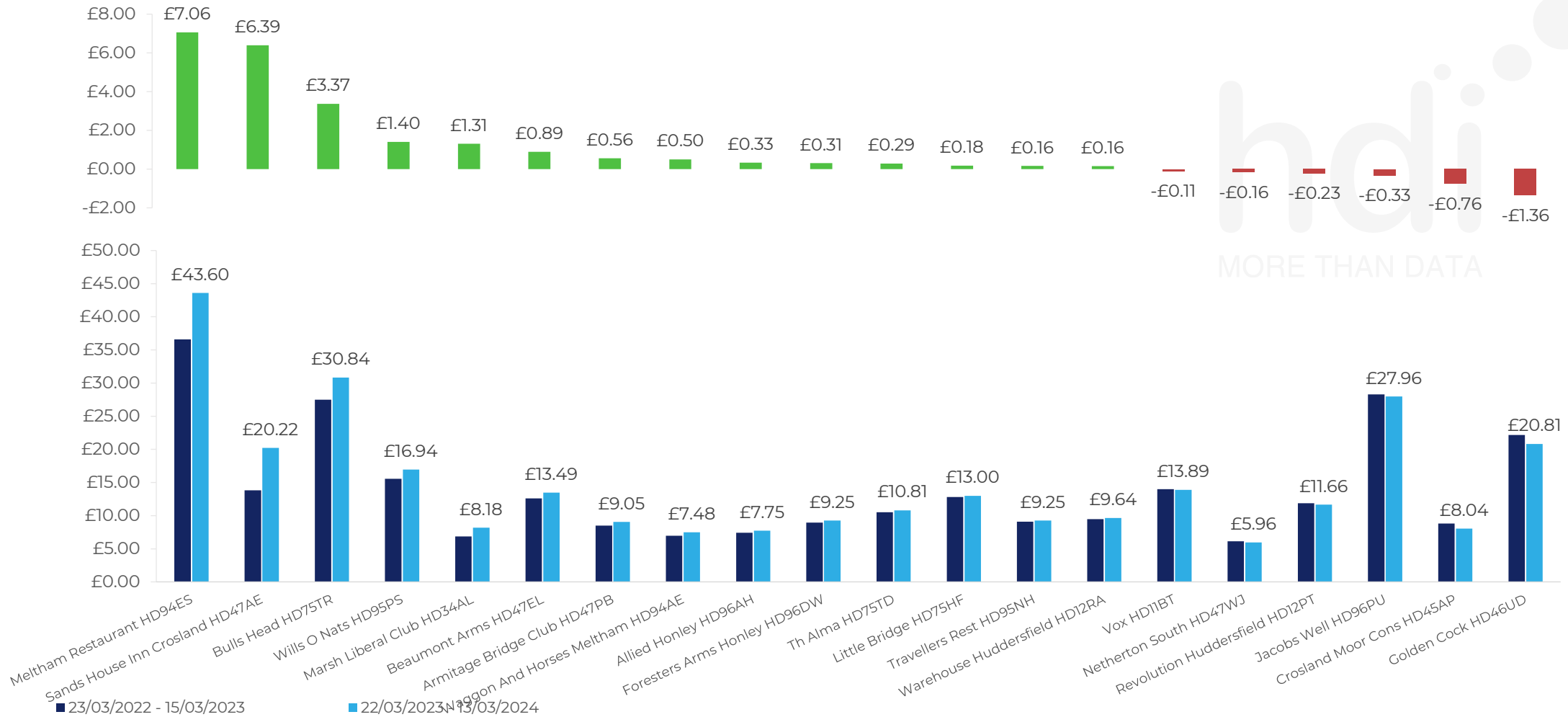
How frequently per year do customers visit Beaumont Arms HD47EL versus its competitors?

% of customer numbers for Beaumont Arms HD47EL and 97 Chains in 3 Miles from 22/03/2023 - 13/03/2024 and the number of visits made Per Annum



ATV Change

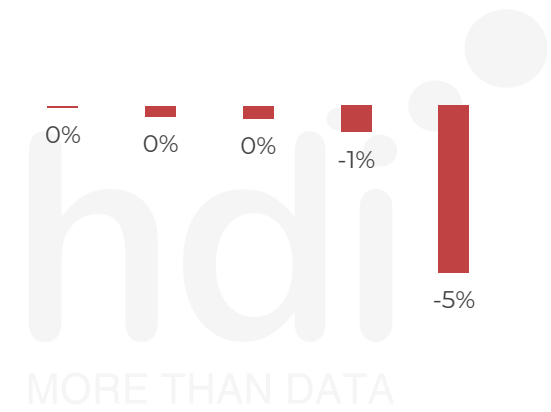
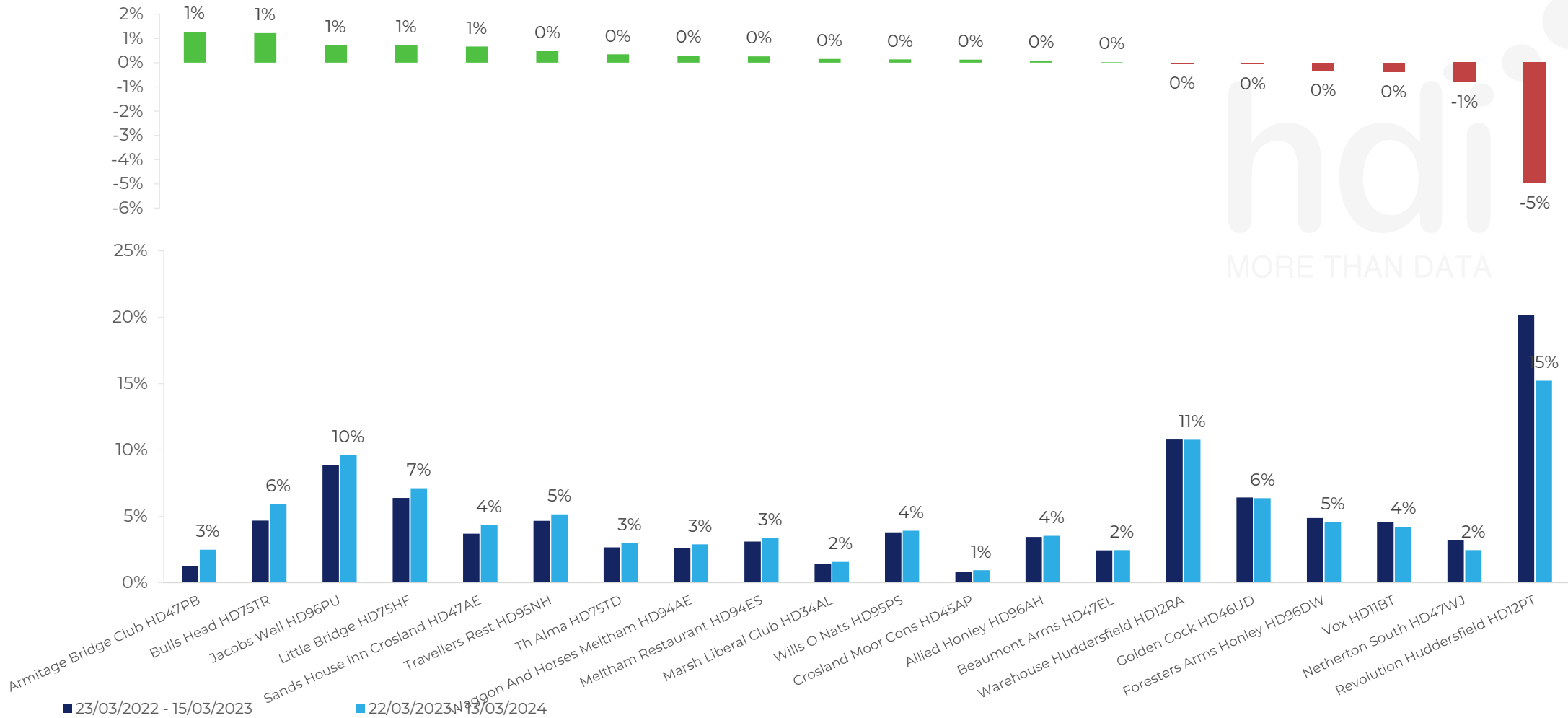
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

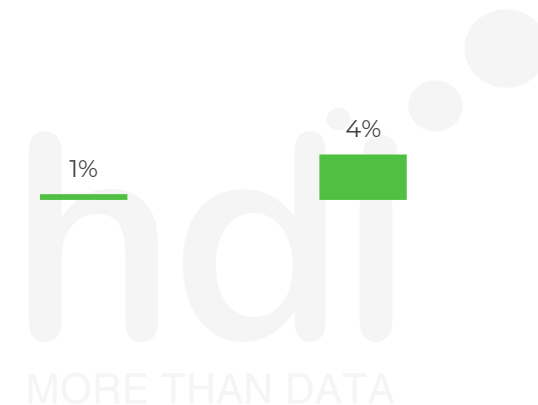
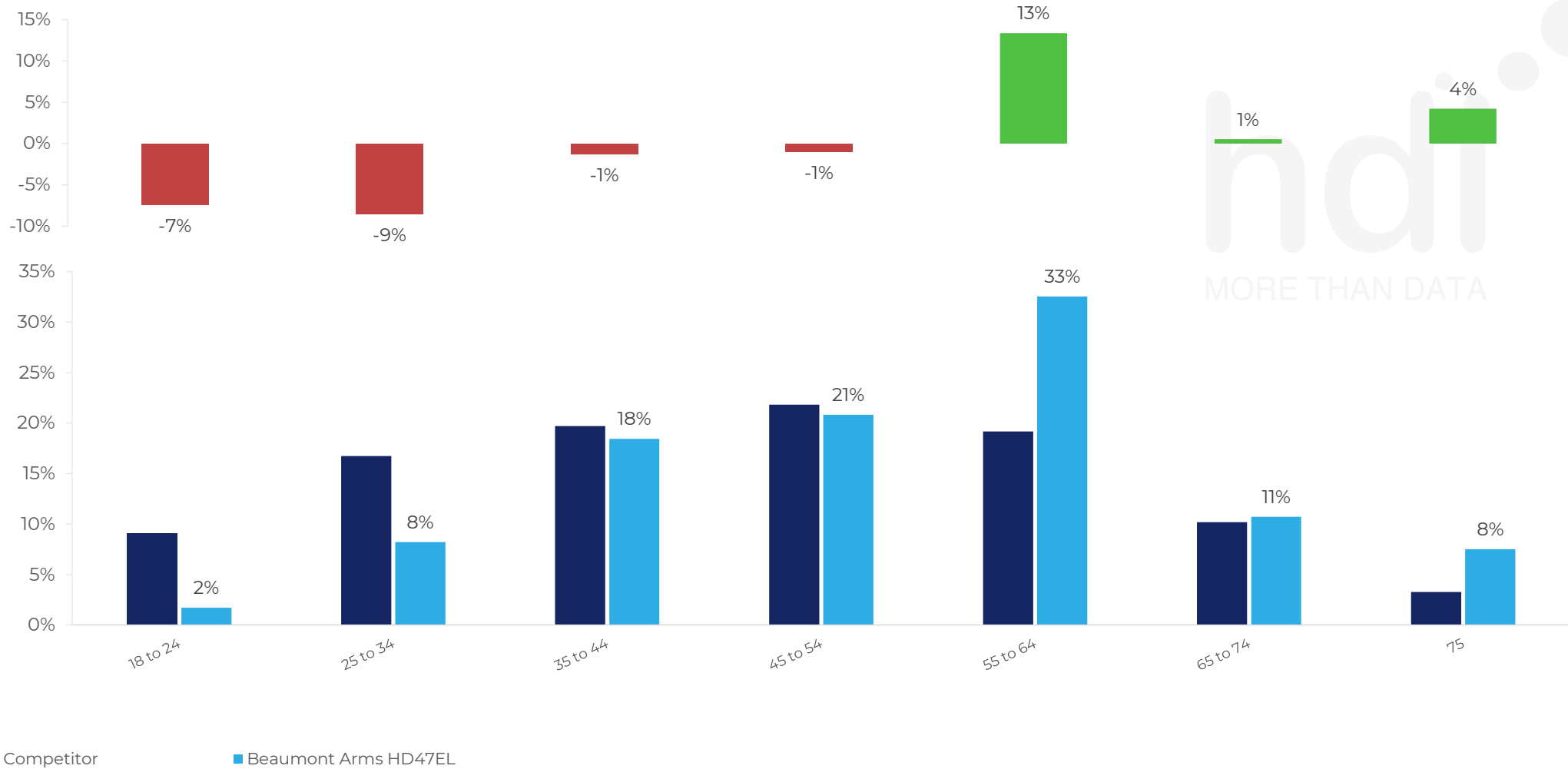
% of market share spend for Beaumont Arms HD47EL and 97 Chains in 3 Miles from 22/03/2023 - 13/03/2024



Age

How does the age profile of customers who visit Beaumont Arms HD47EL compare versus its competitors?

% of spend for Beaumont Arms HD47EL and 97 Chains in 3 Miles from 22/03/2023 - 13/03/2024 split by Age Range

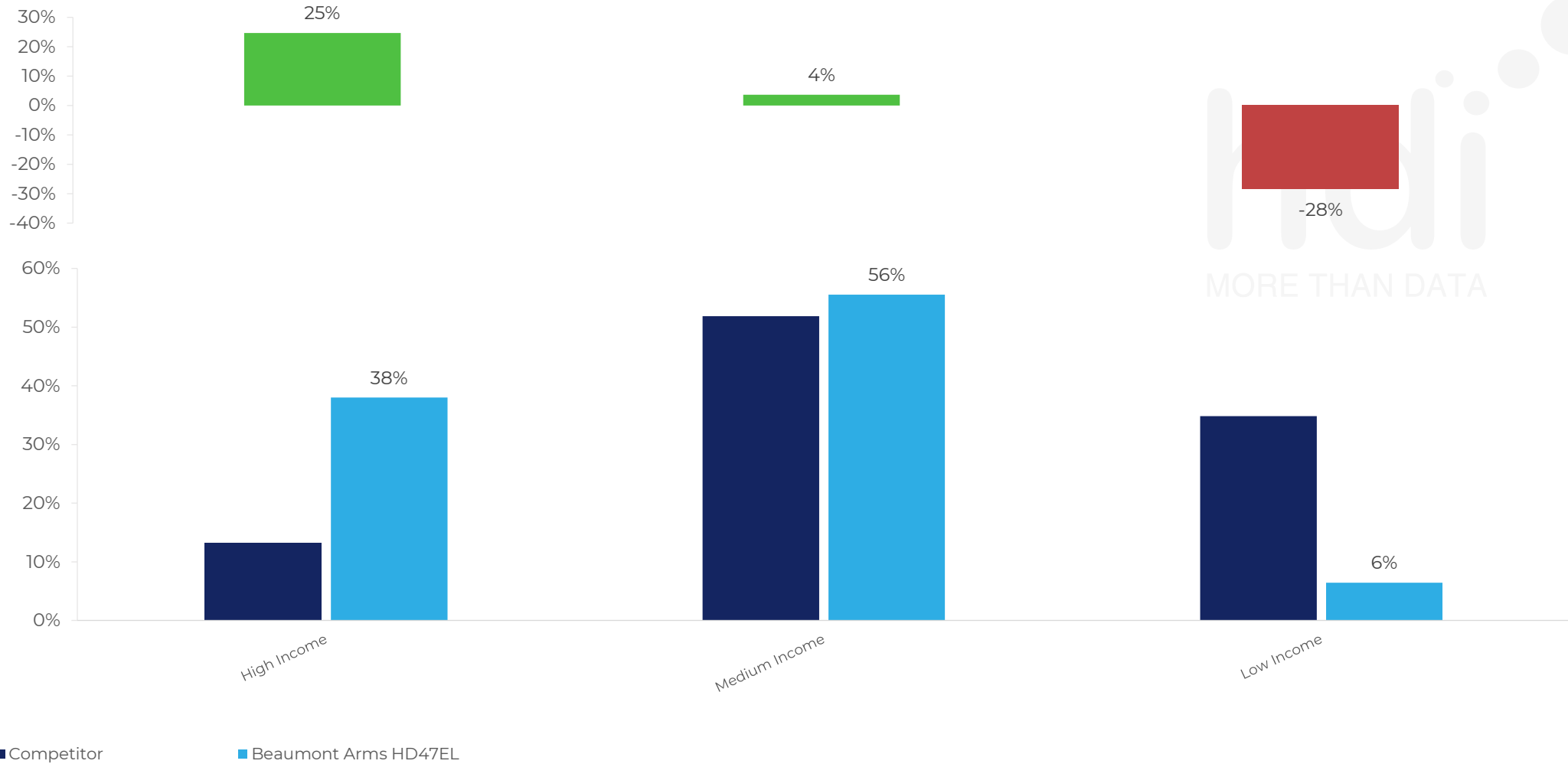


Competitor Beaumont Arms HD47EL

Affluence

How does the affluence of customers who visit Beaumont Arms HD47EL compare versus its competitors?

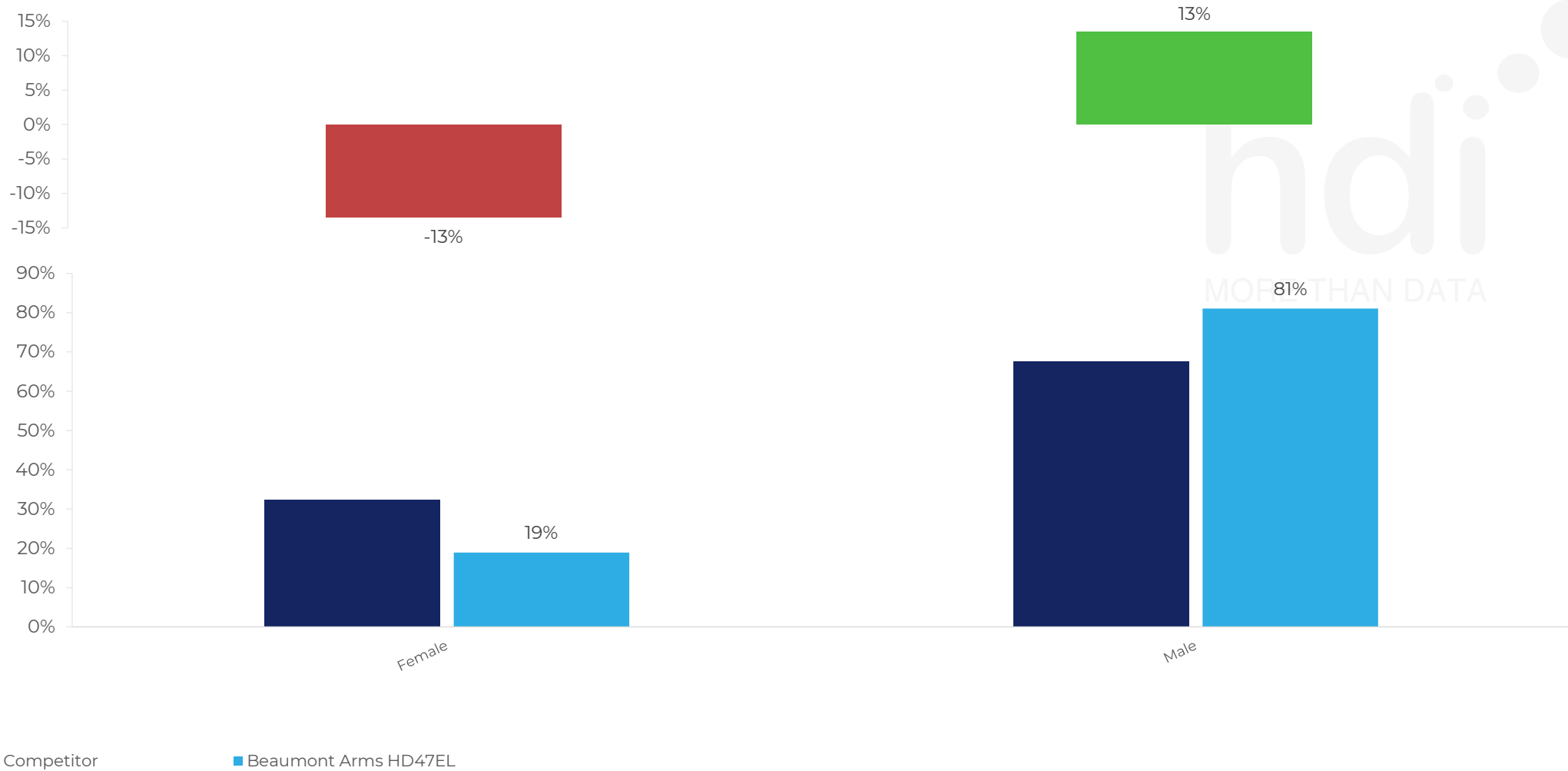
% of spend for Beaumont Arms HD47EL and 97 Chains in 3 Miles from 22/03/2023 - 13/03/2024 split by Affluence



Gender

How does the gender profile of customers who visit Beaumont Arms HD47EL compare versus its competitors?

% of spend for Beaumont Arms HD47EL and 97 Chains in 3 Miles from 22/03/2023 - 13/03/2024 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

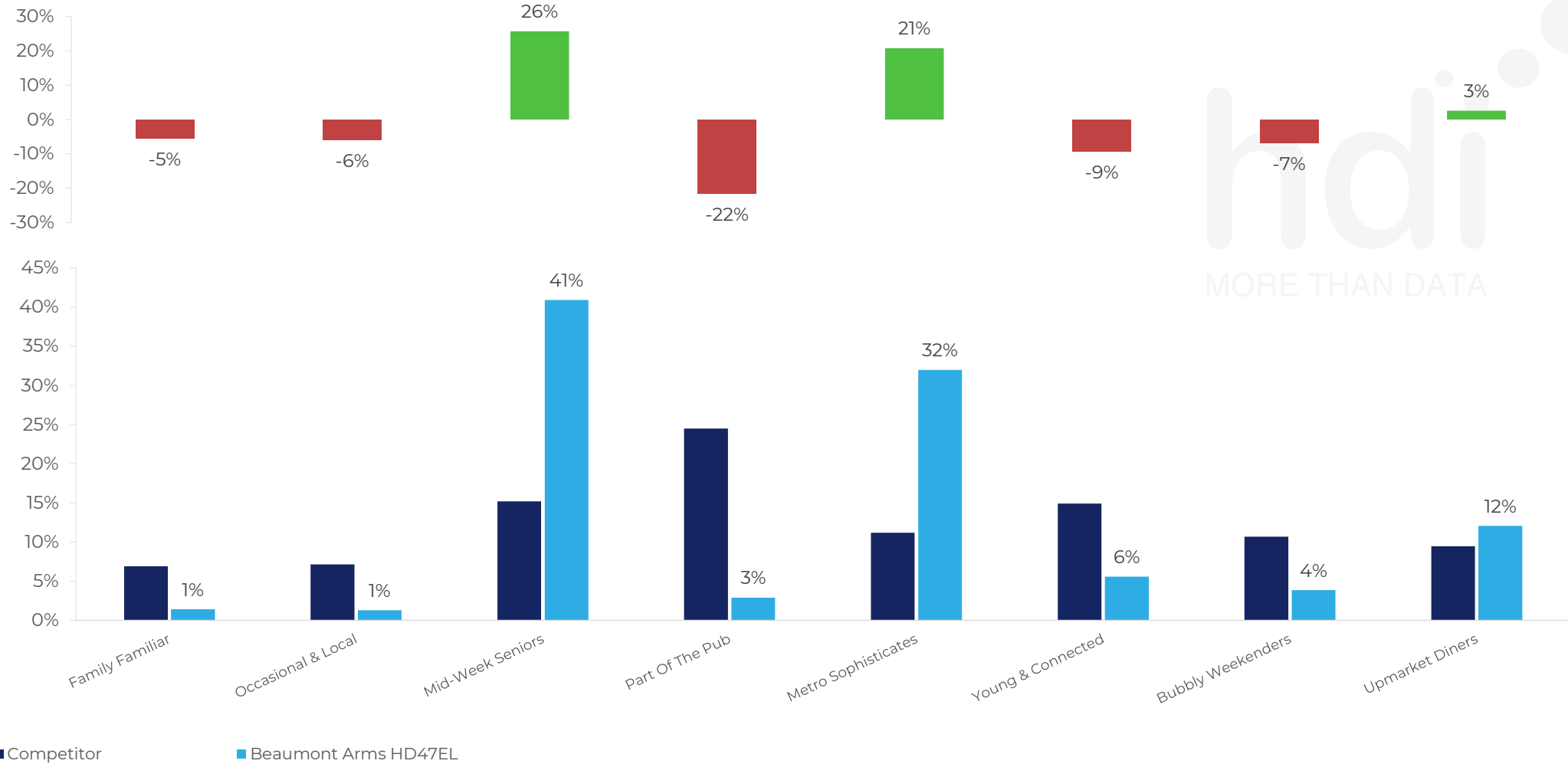
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Beaumont Arms HD47EL compare versus its competitors?

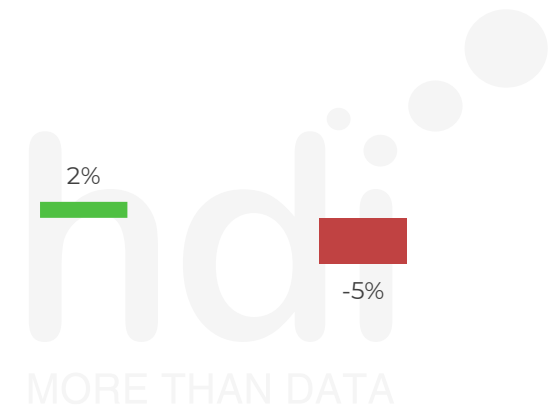
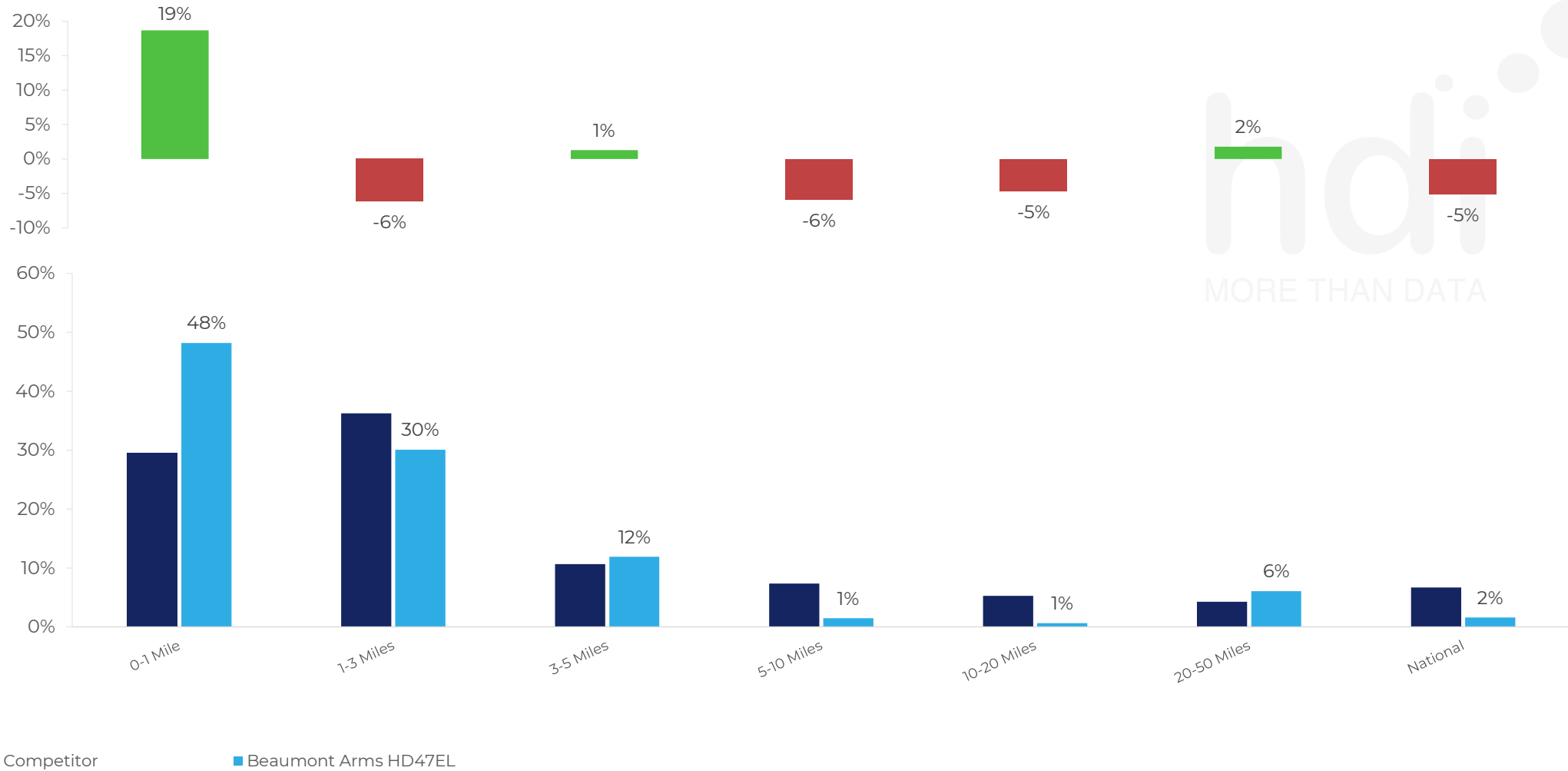
% of spend for Beaumont Arms HD47EL and 97 Chains in 3 Miles from 22/03/2023 - 13/03/2024 split by Segment



Spend by Distance

How does the spend profile of Beaumont Arms HD47EL compare versus its competitors based on travel distances?

% of spend for Beaumont Arms HD47EL and 97 Chains in 3 Miles from 22/03/2023 - 13/03/2024 split by Distance travelled



Competitor

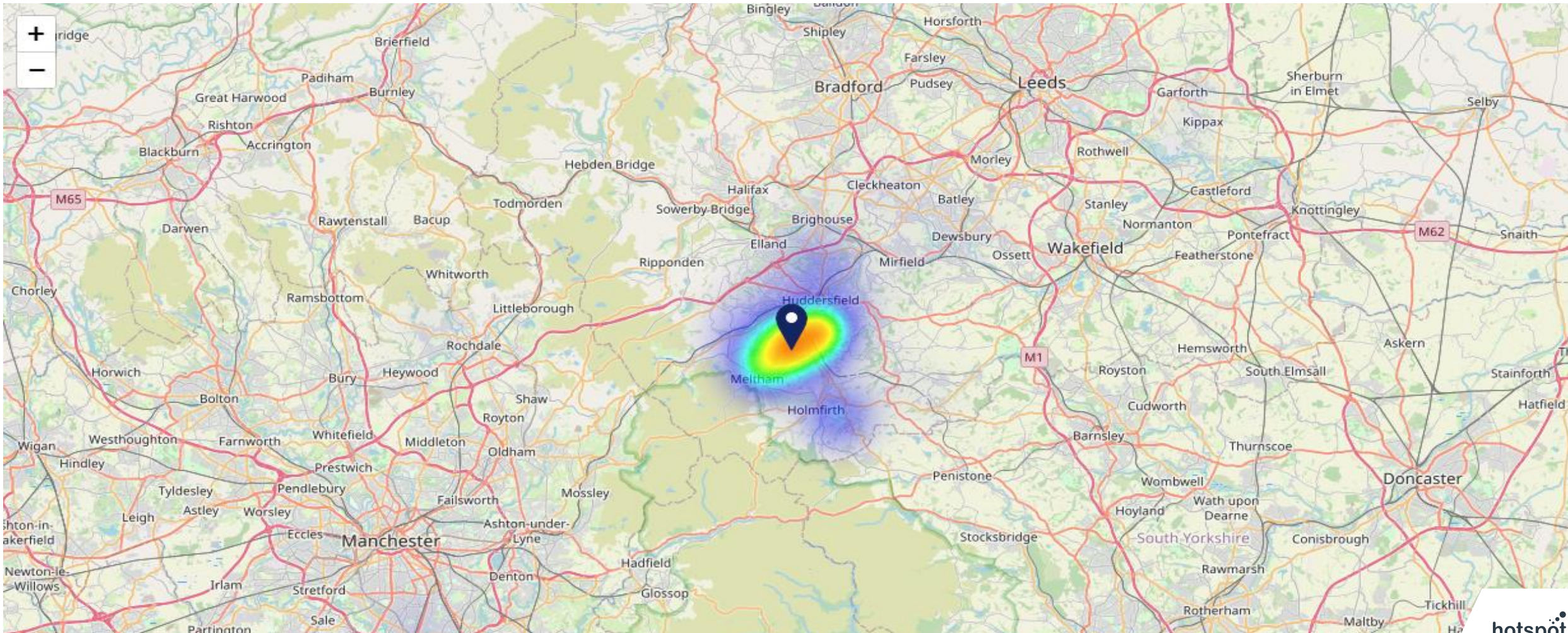
Beaumont Arms HD47EL



Map of Guest Origin

Where do customers of Beaumont Arms HD47EL come from?

Where do customers of Beaumont Arms HD47EL for 22/03/2023 - 13/03/2024 live

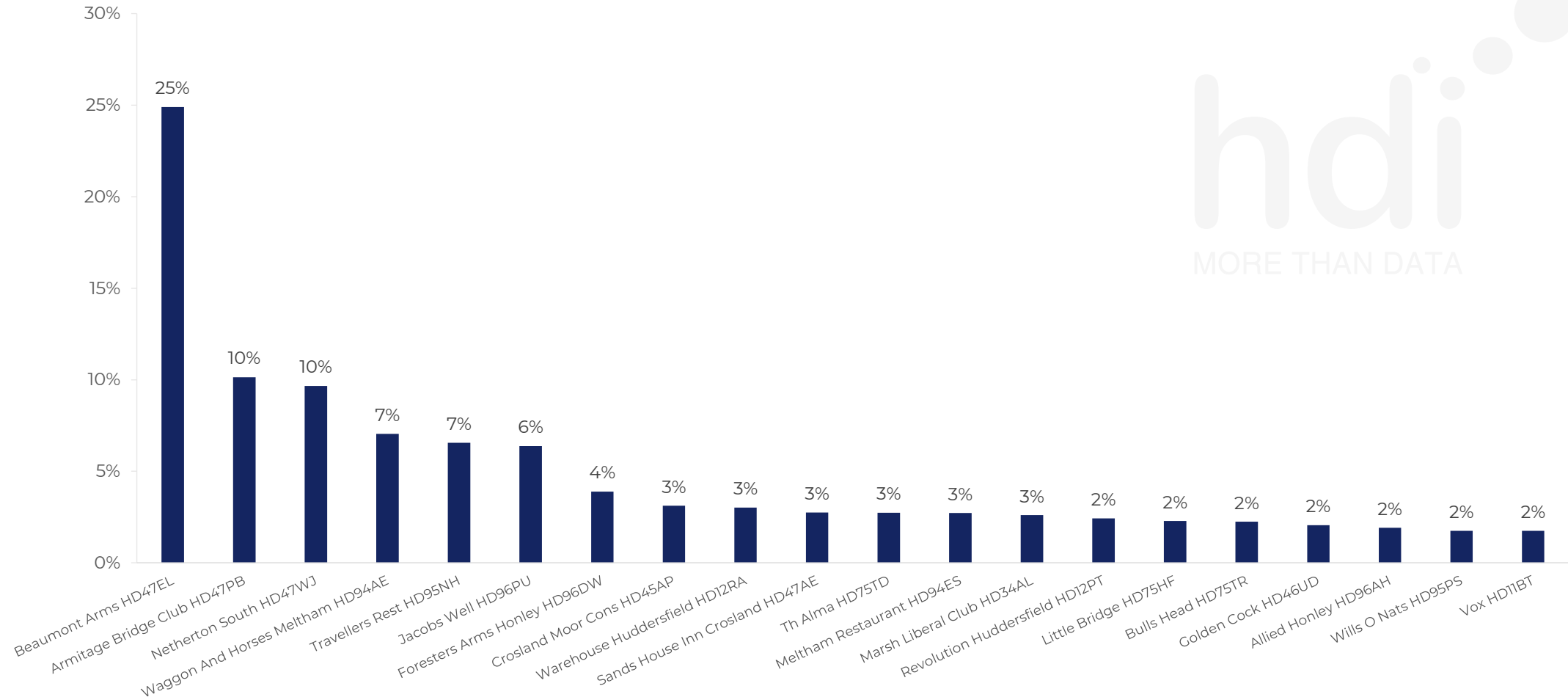




Share of Wallet

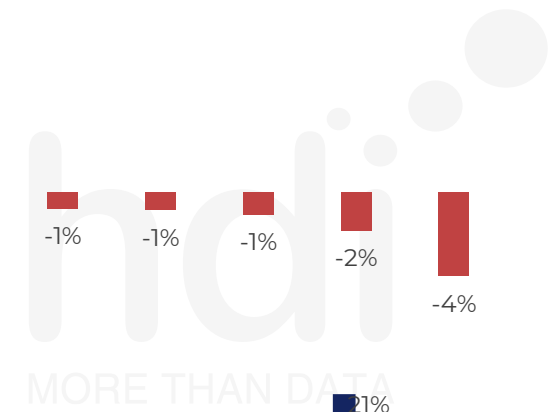
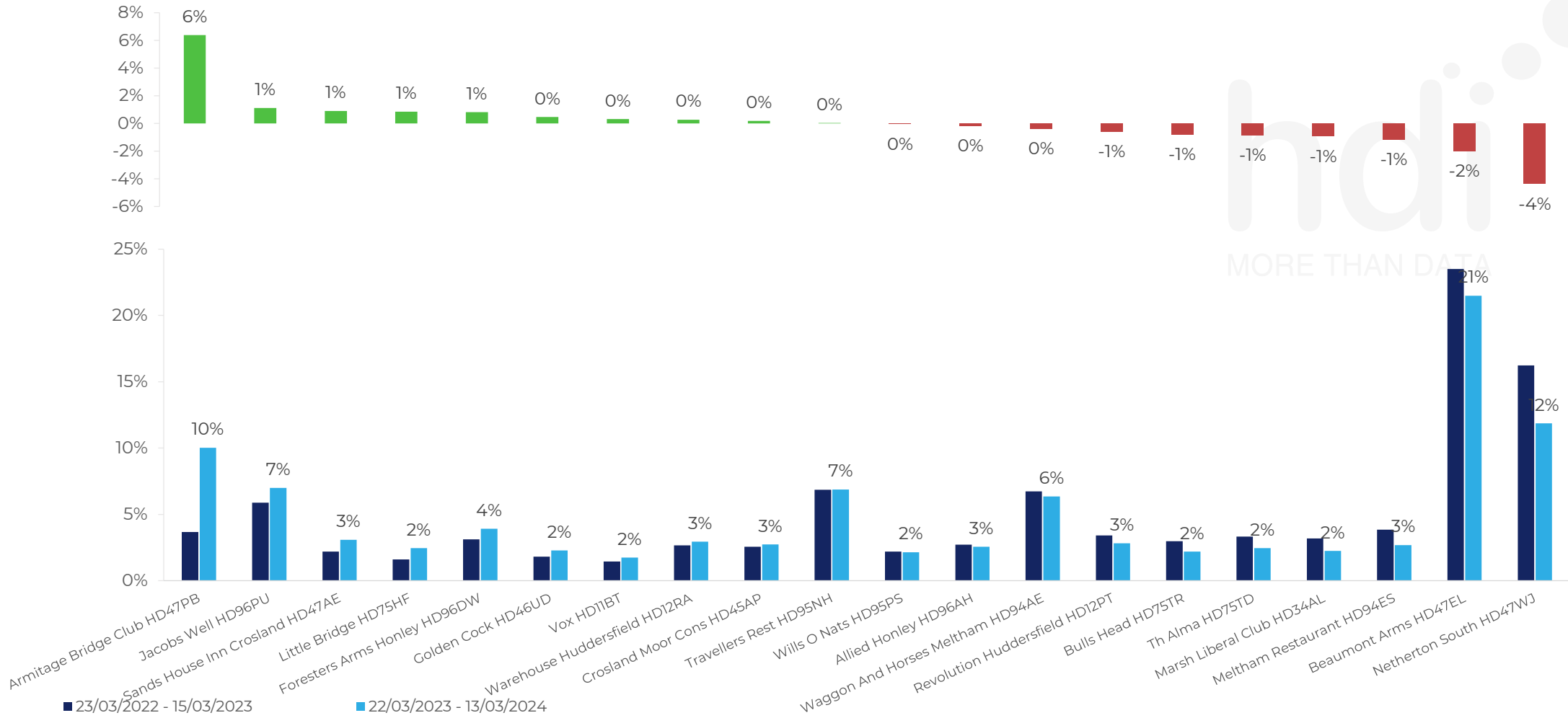
What are the Top 20 venues (by spend) that customers of Beaumont Arms HD47EL also visit?

For customers of Beaumont Arms HD47EL, who are the top 20 competitors from 97 Chains in 3 Miles for 22/03/2023 - 13/03/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Beaumont Arms HD47EL changed between two date ranges?





Market Summary

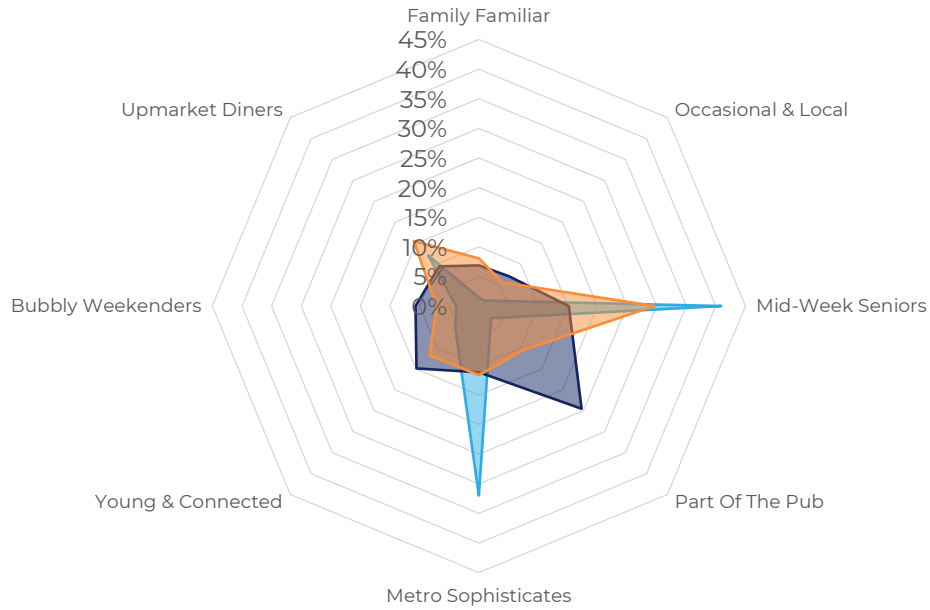
How does the local area for Beaumont Arms HD47EL compare to the national average (1 = low, 10 = high)

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	£273K	3	£501K	3	£3.98M	3	£67.82M	5
Weekpart	Mon - Thu	47.8%	9	36.6%	3	39.1%	4	39.5%	2
Weekpart	Fri - Sat	37.1%	2	44.3%	6	43.0%	6	45.0%	9
Weekpart	Sun	15.1%	6	19.1%	9	17.9%	9	15.5%	5
Age	18 to 24	1.3%	2	2.5%	2	0.7%	1	7.8%	6
Age	25 to 34	9.3%	1	10.2%	1	10.4%	1	16.9%	2
Age	35 to 44	22.4%	5	18.0%	2	13.5%	1	21.7%	3
Age	45 to 54	19.0%	4	21.6%	7	21.2%	7	21.2%	7
Age	55 to 64	27.2%	10	28.0%	10	21.7%	9	18.6%	9
Age	65 to 74	12.0%	9	13.4%	9	19.0%	10	9.8%	9
Age	75+	8.7%	10	6.3%	9	13.5%	10	4.0%	8
CAMEO	Business Elite	2.9%	3	2.0%	2	5.7%	5	4.2%	3
CAMEO	Prosperous Professionals	21.1%	10	14.7%	10	10.7%	9	4.6%	3
CAMEO	Flourishing Society	9.0%	4	6.6%	3	12.1%	5	6.6%	2
CAMEO	Content Communities	14.4%	7	21.2%	10	17.3%	9	10.5%	3
CAMEO	White Collar Neighbourhoods	14.6%	9	11.0%	5	8.1%	2	8.3%	2
CAMEO	Enterprising Mainstream	7.1%	5	6.8%	5	13.2%	9	12.8%	9
CAMEO	Paying The Mortgage	17.7%	8	21.1%	9	19.4%	9	19.7%	9
CAMEO	Cash Conscious Communities	8.3%	5	11.1%	7	8.4%	5	16.5%	10
CAMEO	On A Budget	2.6%	2	2.6%	1	2.3%	1	8.2%	7
CAMEO	Family Value	2.4%	5	3.0%	6	2.6%	6	8.7%	8
Affluence	AB	33.0%	7	23.3%	4	28.6%	6	15.4%	2
Affluence	C1C2	53.7%	8	60.1%	9	58.1%	9	51.3%	7
Affluence	DE	13.3%	3	16.6%	4	13.3%	3	33.3%	9



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
Beaumont Arms	53	1.41%	1.29%	40.89%	2.89%	31.98%	5.59%	3.85%	12.06%
Local Catchment	4633	6.85%	7.15%	15.20%	24.50%	11.19%	14.91%	10.70%	9.46%
Punch T&L	108003	8.04%	5.69%	29.67%	10.55%	11.63%	11.76%	7.11%	15.51%
Beaumont Arms vs Local Catchment		-5.44%	-5.86%	25.69%	-21.61%	20.79%	-9.32%	-6.85%	2.60%
Beaumont Arms vs Punch T&L		-6.63%	-4.40%	11.22%	-7.66%	20.35%	-6.17%	-3.26%	-3.45%
Local Catchment vs Punch T&L		-1.19%	1.46%	-14.47%	13.95%	-0.44%	3.15%	3.59%	-6.05%

■ Beaumont Arms

■ Local Catchment

■ Punch T&L

Local Competitor Profiles

Mix of spend by customer segment in Punch site and local competitors

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Beaumont Arms HD47EL	53	1.41%	1.29%	40.89%	2.89%	31.98%	5.59%	3.85%	12.06%
Armitage Bridge Club HD47PB	51	5.51%	53.49%	0.59%	1.42%	23.86%	1.98%	4.86%	8.24%
Netherton South HD47WJ	40	4.44%	4.63%	0.61%	0.78%	57.18%	7.28%	22.38%	2.66%
Waggon And Horses Meltham HD94AE	93	4.05%	1.07%	8.42%	64.43%	2.25%	15.56%	2.25%	1.94%
Travellers Rest HD95NH	209	3.30%	5.44%	28.59%	27.82%	10.55%	9.32%	8.85%	6.08%
Jacobs Well HD96PU	227	5.37%	2.01%	18.46%	4.67%	13.55%	6.31%	4.45%	45.14%
Foresters Arms Honley HD96DW	142	4.48%	2.44%	13.80%	16.82%	42.66%	5.74%	5.14%	8.88%
Crosland Moor Cons HD45AP	9	0.12%	8.07%	0.00%	91.69%	0.10%	0.00%	0.00%	0.00%
Warehouse Huddersfield HD12RA	451	6.17%	3.52%	4.61%	15.05%	9.76%	33.88%	22.40%	4.56%
Sands House Inn Crosland HD47AE	164	18.55%	3.80%	26.92%	9.28%	9.27%	17.98%	7.97%	6.18%
Th Alma HD75TD	55	26.38%	9.31%	13.98%	10.39%	13.96%	17.35%	8.60%	0.00%
Meltham Restaurant HD94ES	59	9.44%	0.88%	44.28%	6.78%	3.96%	8.08%	5.44%	21.11%
Marsh Liberal Club HD34AL	21	0.07%	3.54%	0.27%	85.30%	10.17%	0.37%	0.25%	0.00%
Revolution Huddersfield HD12PT	558	7.86%	4.23%	2.81%	10.84%	7.17%	35.47%	25.97%	5.61%
Little Bridge HD75HF	417	5.81%	2.66%	15.30%	7.11%	23.64%	18.15%	13.90%	13.38%
Bulls Head HD75TR	173	11.55%	5.73%	20.19%	9.61%	16.87%	4.50%	11.75%	19.75%
Golden Cock HD46UD	208	4.62%	2.56%	17.99%	1.44%	9.66%	7.45%	7.28%	48.95%
Allied Honley HD96AH	105	8.89%	0.22%	15.57%	47.88%	13.17%	4.79%	3.15%	6.31%
Wills O Nats HD95PS	151	8.39%	1.72%	45.70%	14.47%	6.49%	6.45%	5.90%	10.85%
Vox HD11BT	235	6.23%	2.88%	4.63%	10.24%	22.54%	22.09%	21.32%	10.03%
The Fourth Fiend Taphouse HD95NN	162	4.87%	9.34%	16.79%	26.66%	9.00%	12.12%	11.09%	10.09%
The Cherry Tree HD11BA	602	8.67%	10.76%	7.19%	35.55%	4.95%	25.97%	5.23%	1.64%
The Lord Wilson HD12PZ	681	12.68%	6.38%	8.52%	24.24%	4.55%	29.85%	11.31%	2.43%
Plumbers Arms HD12JY	385	5.79%	14.91%	4.18%	34.64%	8.41%	13.51%	15.92%	2.61%
Shoulder Of Mutton HD75AS	284	3.49%	3.34%	17.84%	6.93%	23.64%	23.36%	13.11%	8.26%