



### Site Summary



## Coach & Horses WS153BN

WS153BN

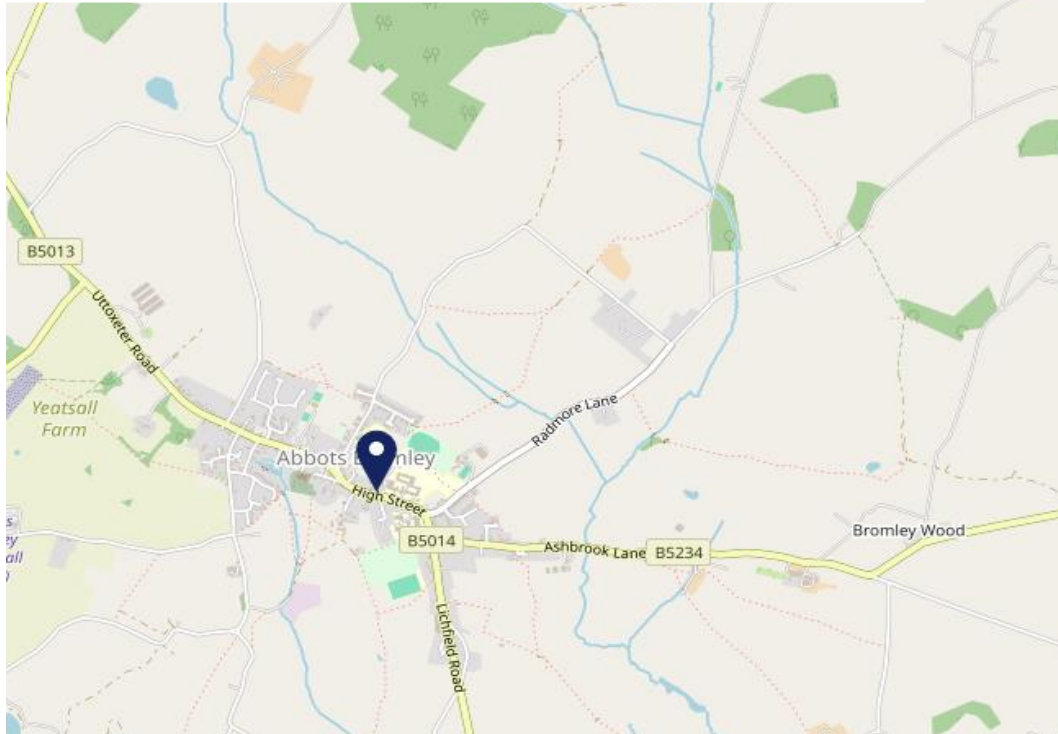
Punch T&L

**Work Area**  
Burton upon Trent

**Region**  
West Midlands

**TV Region**  
Central

**Urbanicity**  
Rural town and fringe



ATV  
**£10.09**



Gender  
**85.63%**  
Male



Affluence  
**50.60%**  
High Income



Segmentation  
**38.72%**  
Flourishing Society



Age Group  
**24.53%**  
18 to 24



Visit Day  
**30.38%**  
Fri

### Top Competitors

**Crown Inn Abbots Bromley** #1  
WS153BS  
 Stonegate PP

**Bagot Arms (Abbots Bromley)** #2  
WS153DB  
 Admiral Taverns Ltd

**Goats Head** #3  
WS153BP  
 Star Pubs & Bars

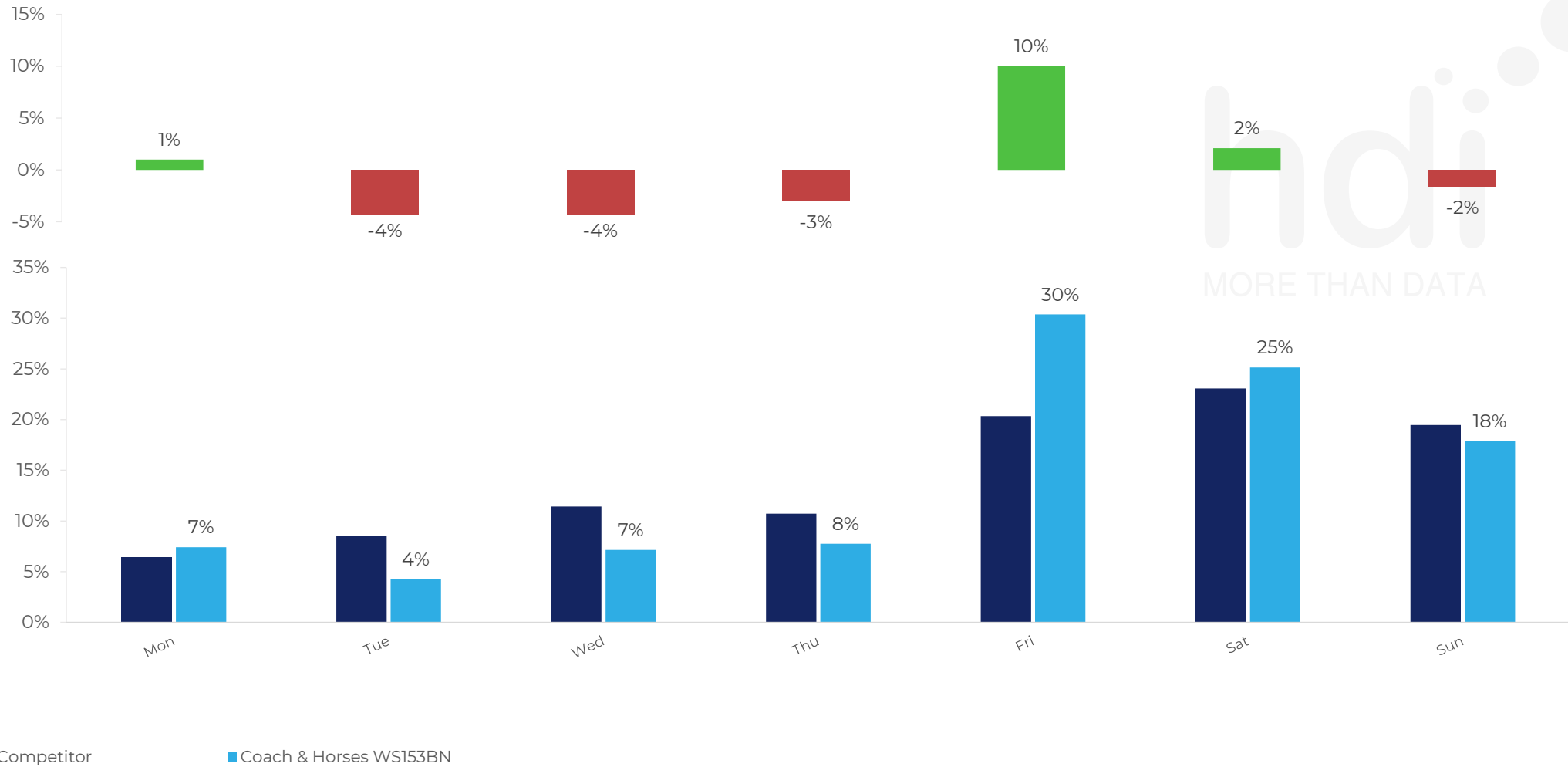


**Nearest Station**  
Rugeley Trent Valley(6.33 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Coach & Horses WS153BN versus its competitors?

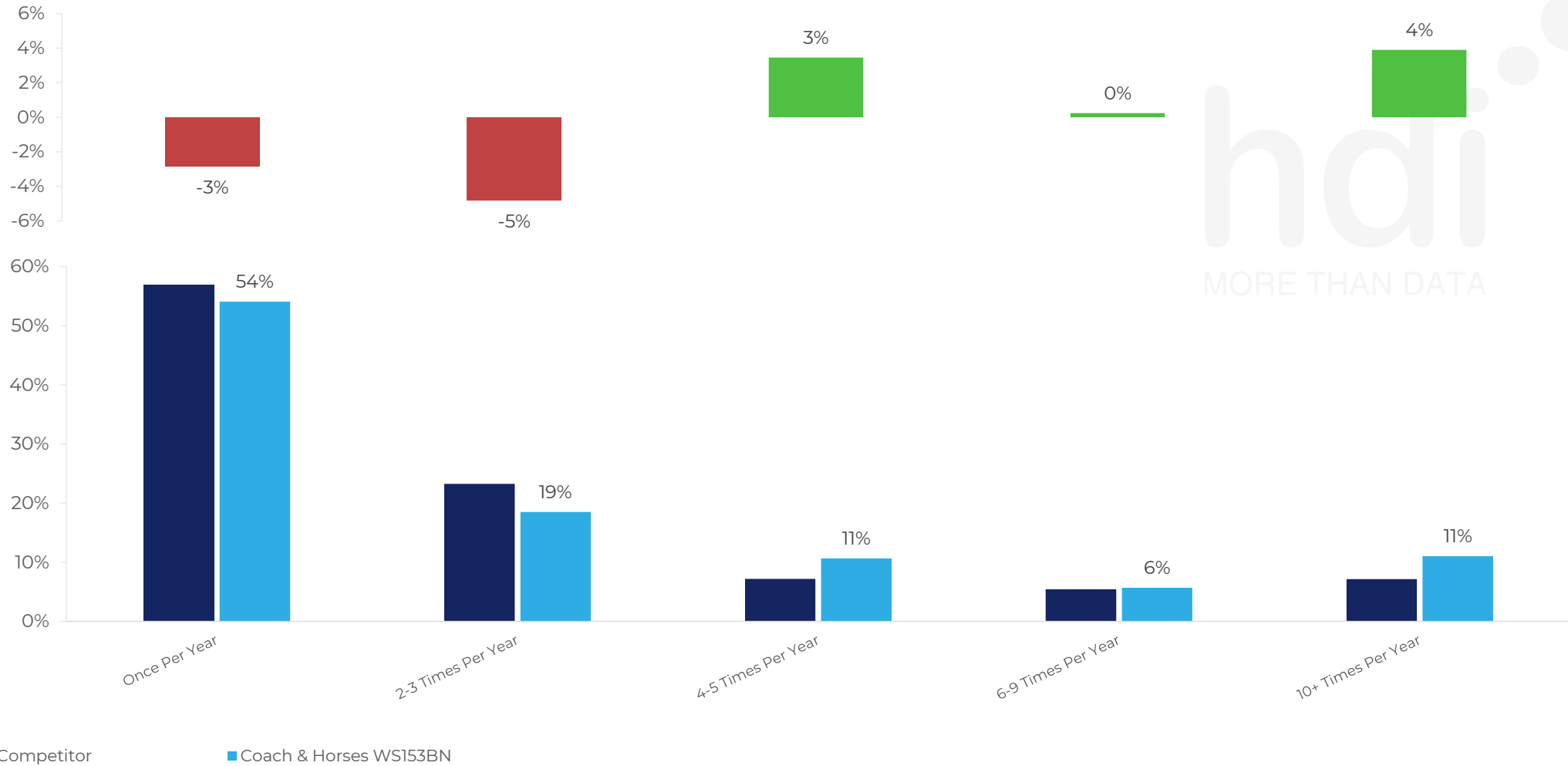
% of spend for Coach & Horses WS153BN and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Day of Week



Visit Frequency

How frequently per year do customers visit Coach & Horses WS153BN versus its competitors?

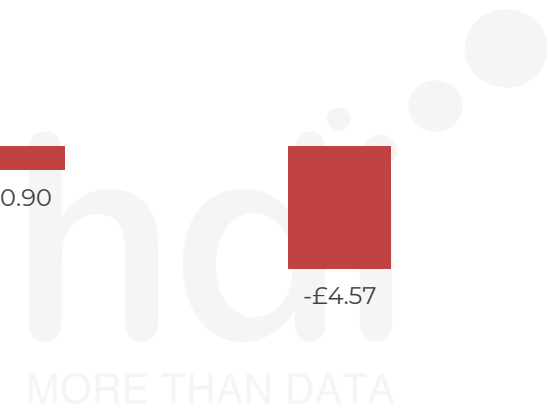
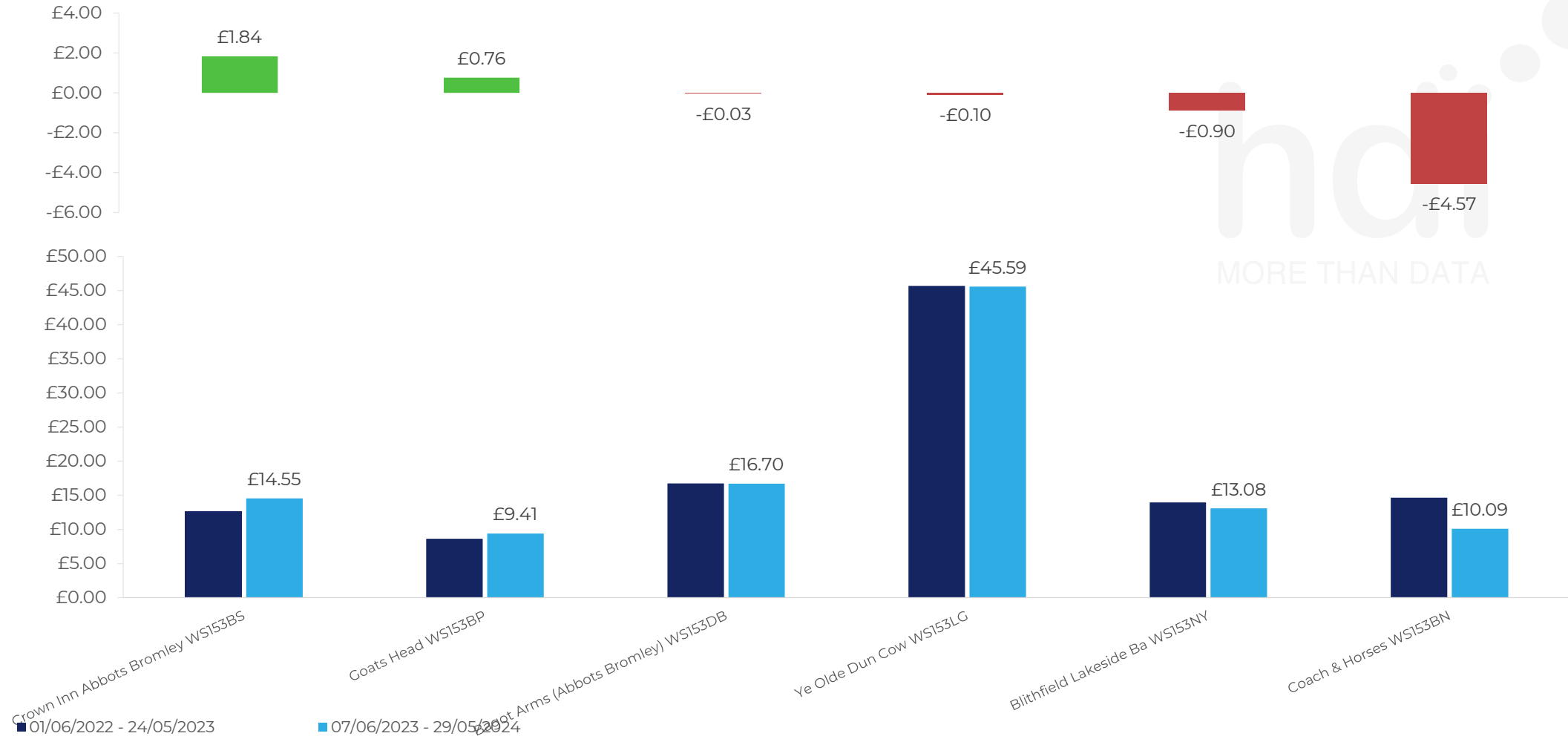
% of customer numbers for Coach & Horses WS153BN and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

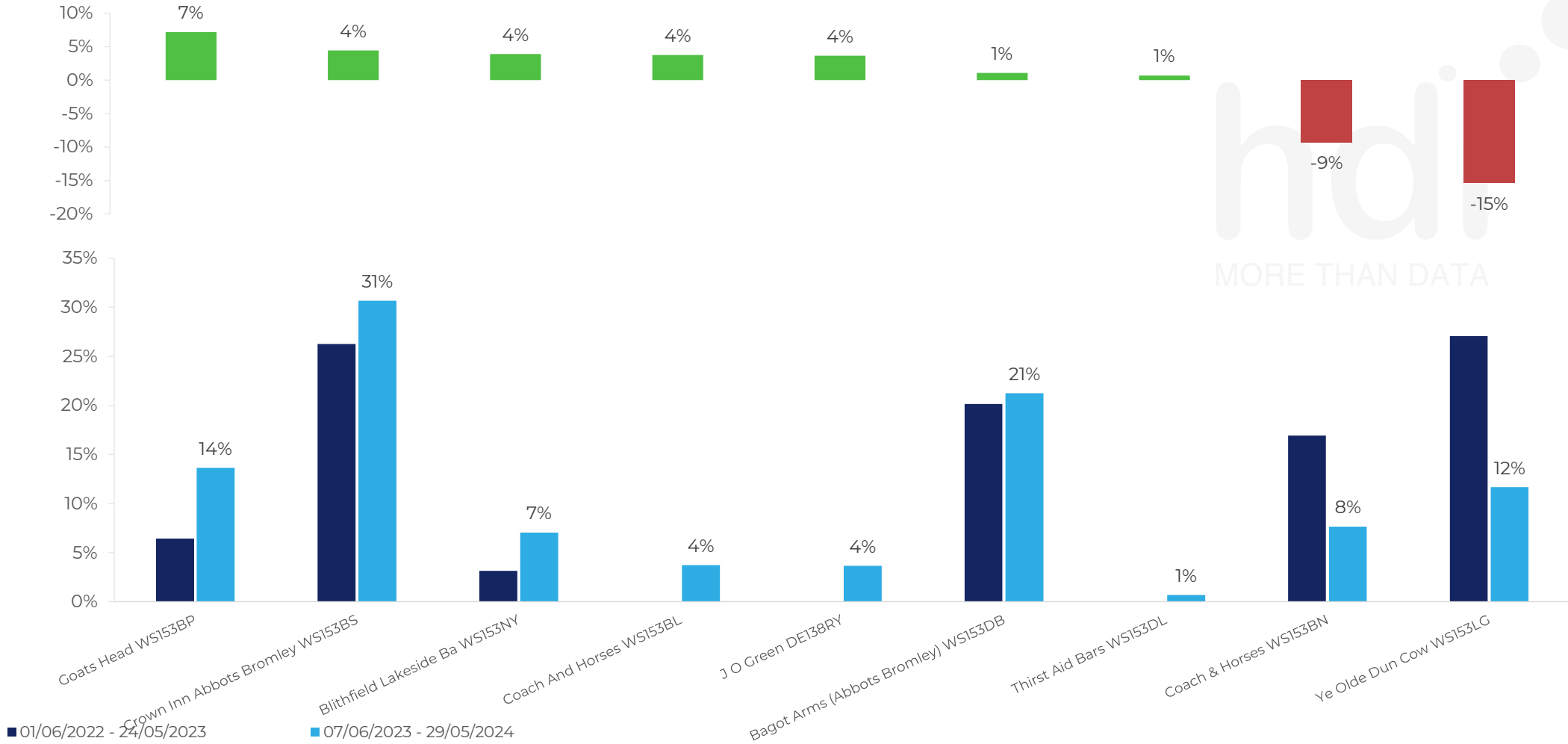
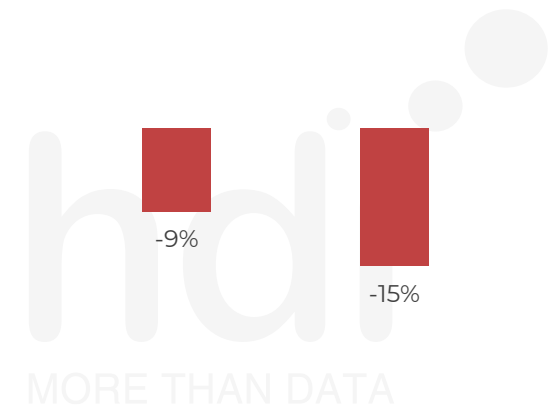




Market Share Change

How has market share changed between two date ranges?

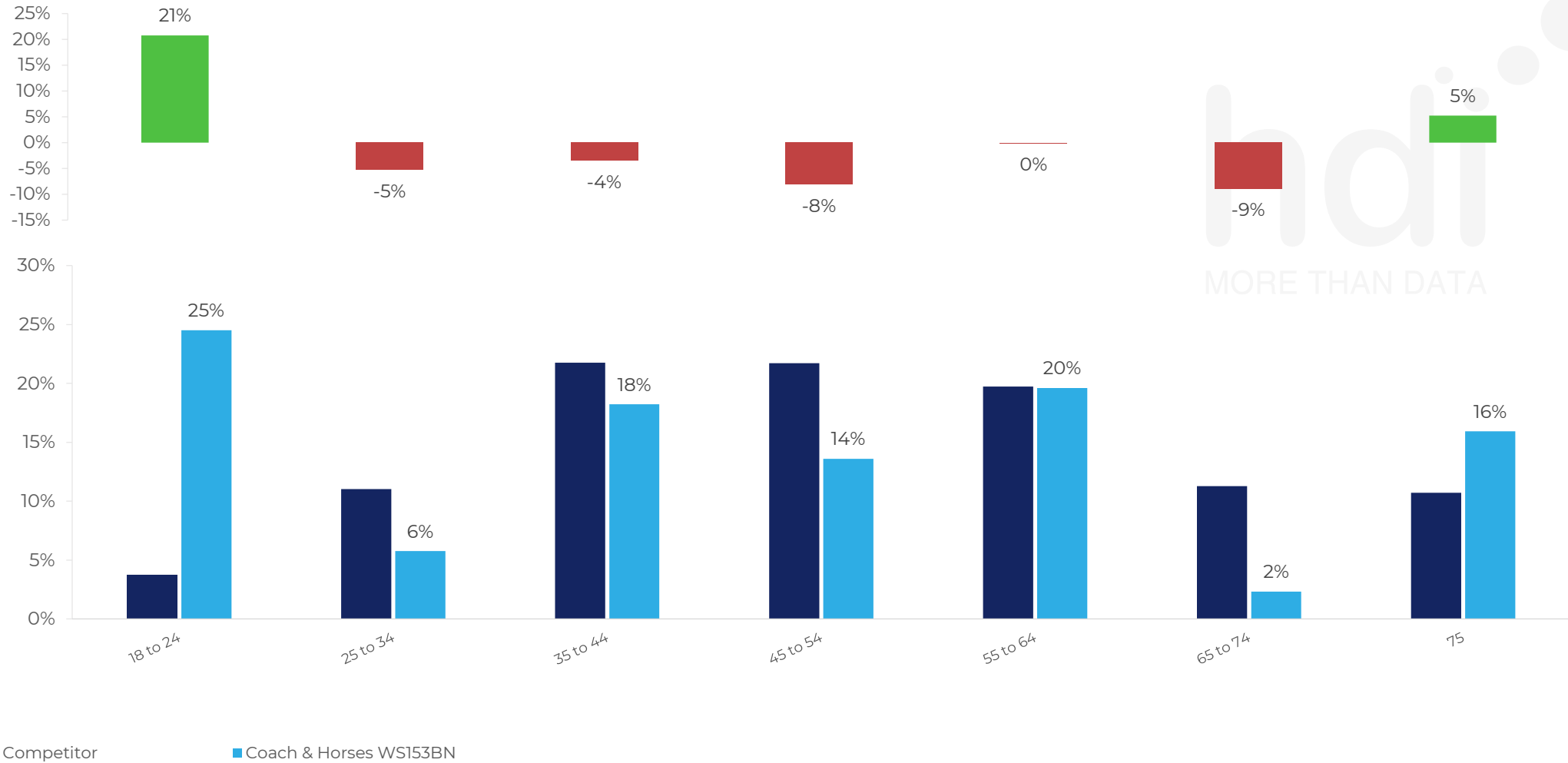
% of market share spend for Coach & Horses WS153BN and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024



Age

How does the age profile of customers who visit Coach & Horses WS153BN compare versus its competitors?

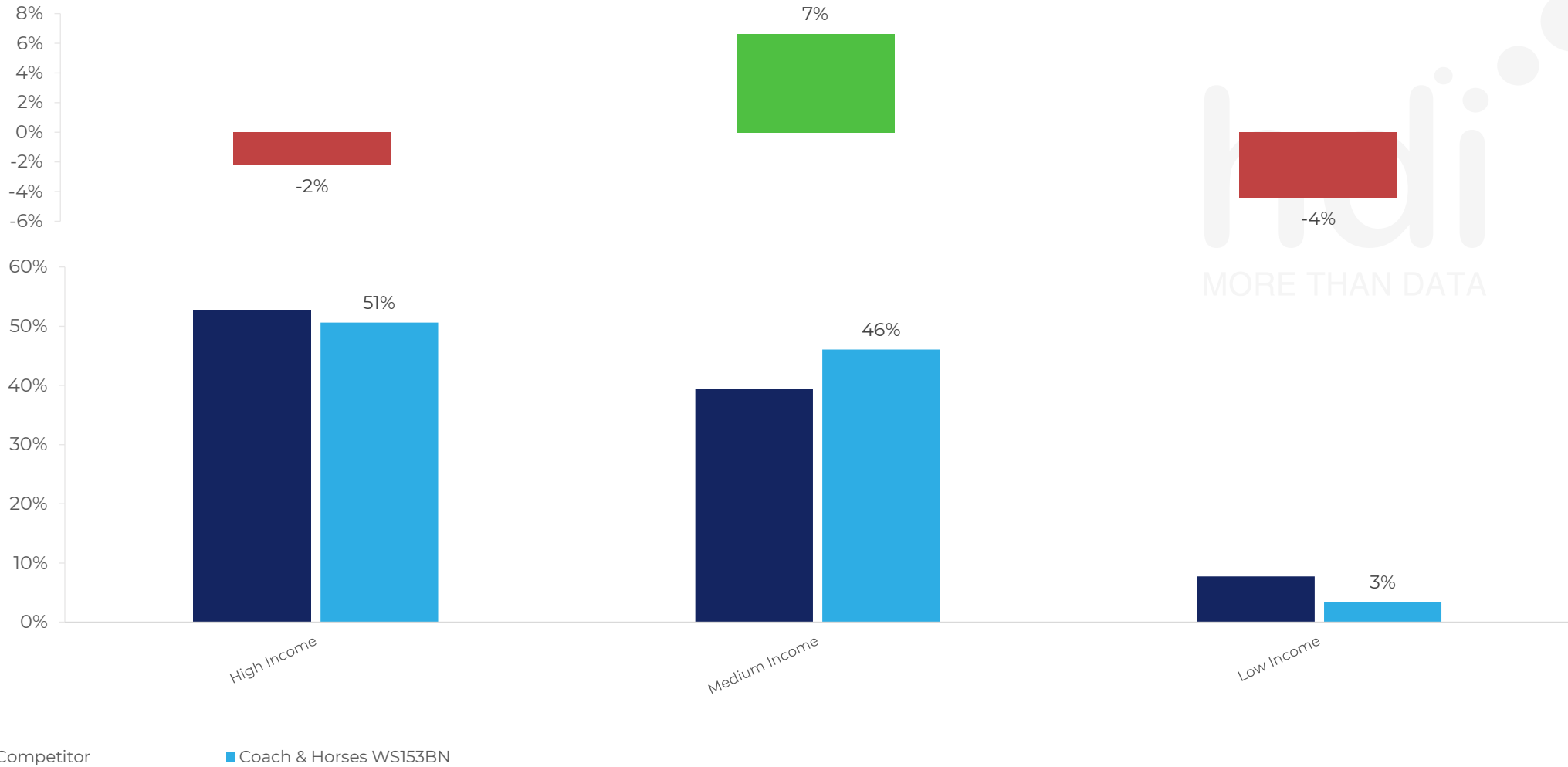
% of spend for Coach & Horses WS153BN and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Age Range



Affluence

How does the affluence of customers who visit Coach & Horses WS153BN compare versus its competitors?

% of spend for Coach & Horses WS153BN and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Affluence

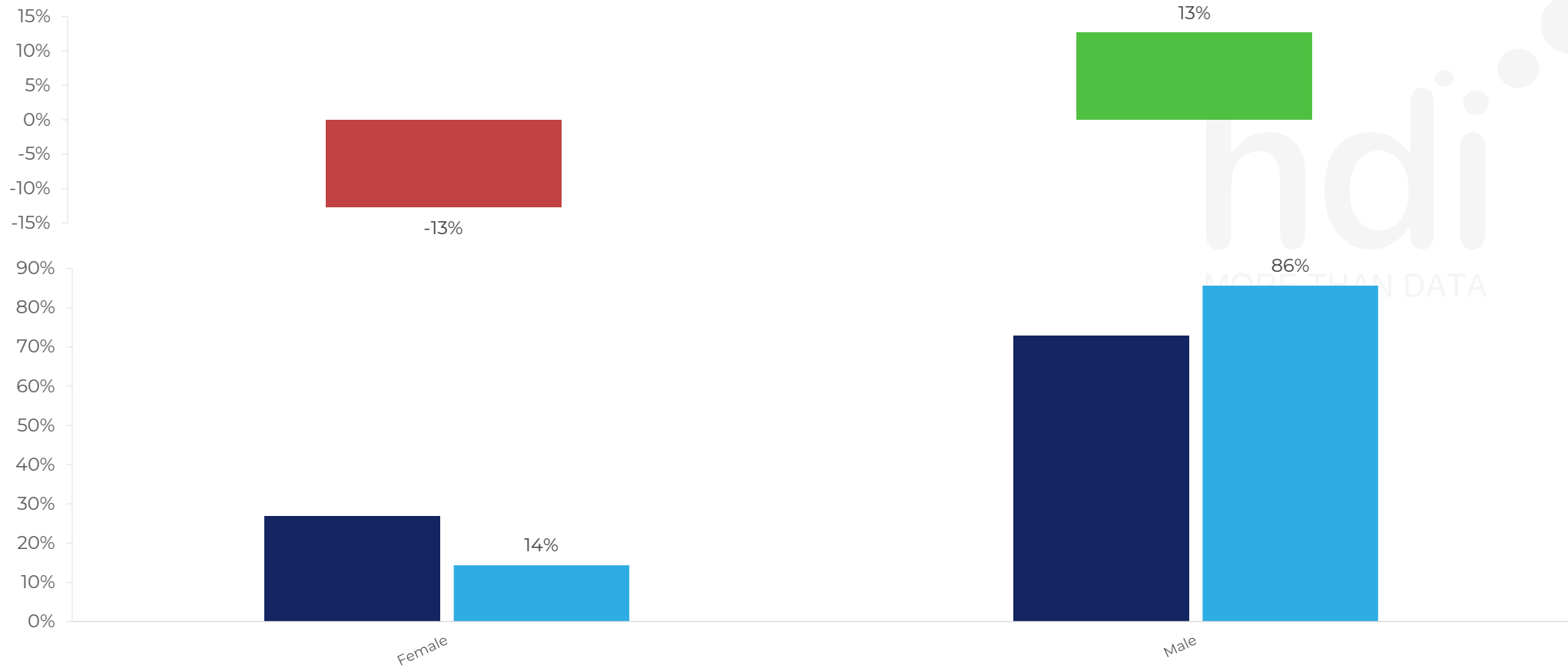




Gender

How does the gender profile of customers who visit Coach & Horses WS153BN compare versus its competitors?

% of spend for Coach & Horses WS153BN and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Gender



■ Competitor

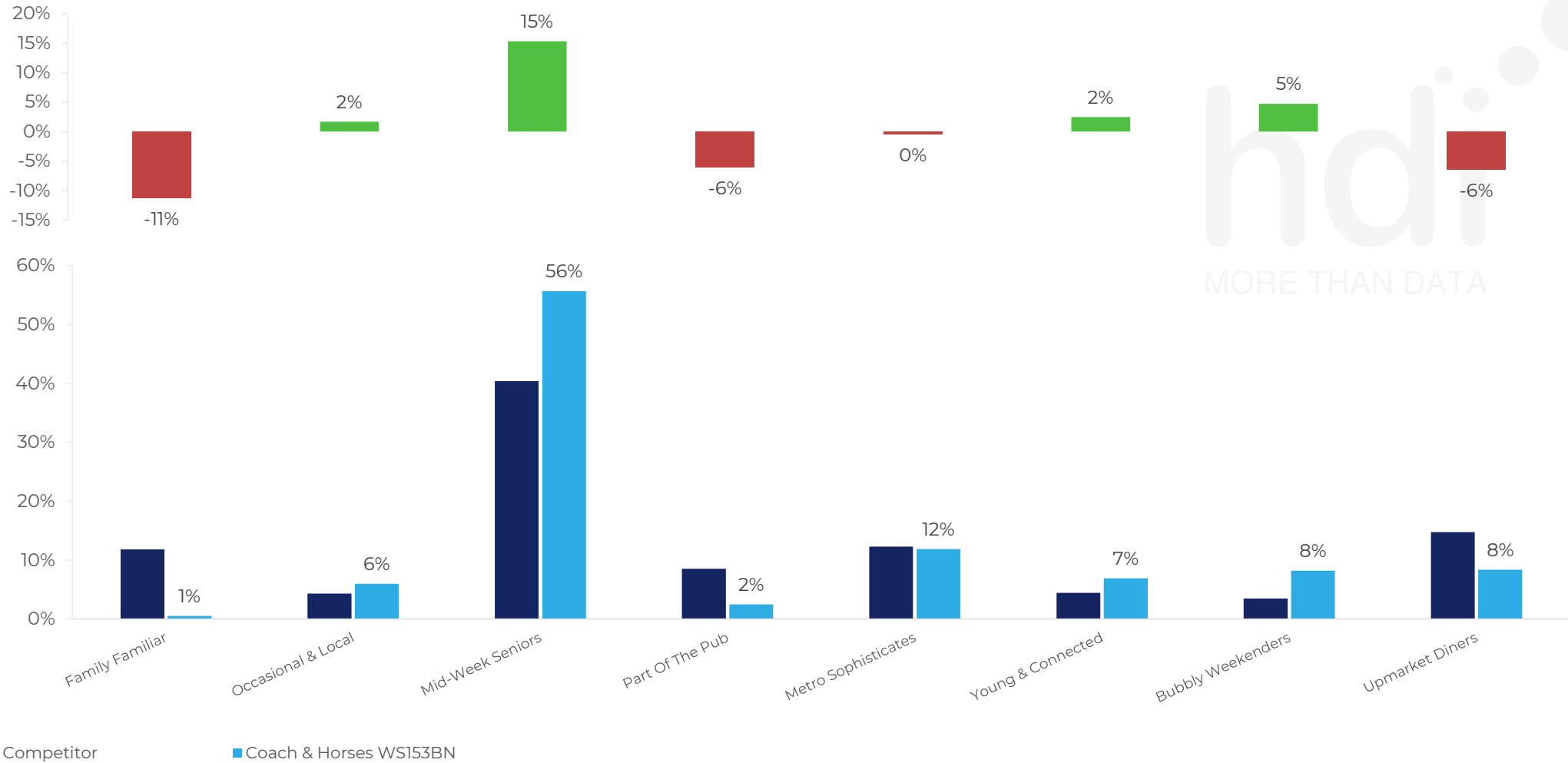
■ Coach & Horses WS153BN



Punch Segmentation

How does the Custom segmentation profile of customers who visit Coach & Horses WS153BN compare versus its competitors?

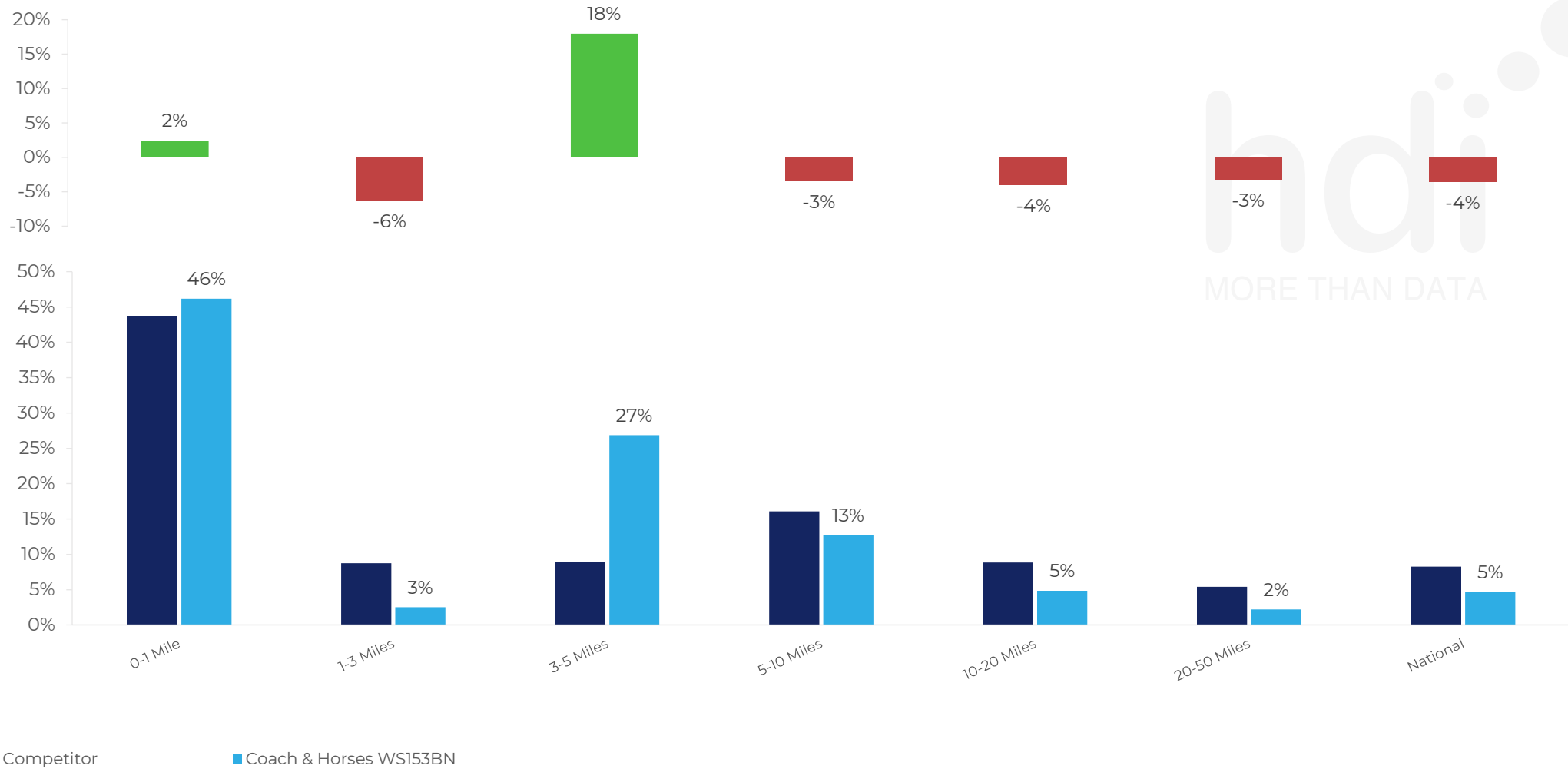
% of spend for Coach & Horses WS153BN and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Segment



Spend by Distance

How does the spend profile of Coach & Horses WS153BN compare versus its competitors based on travel distances?

% of spend for Coach & Horses WS153BN and 97 Chains in 3 Miles from 07/06/2023 - 29/05/2024 split by Distance travelled

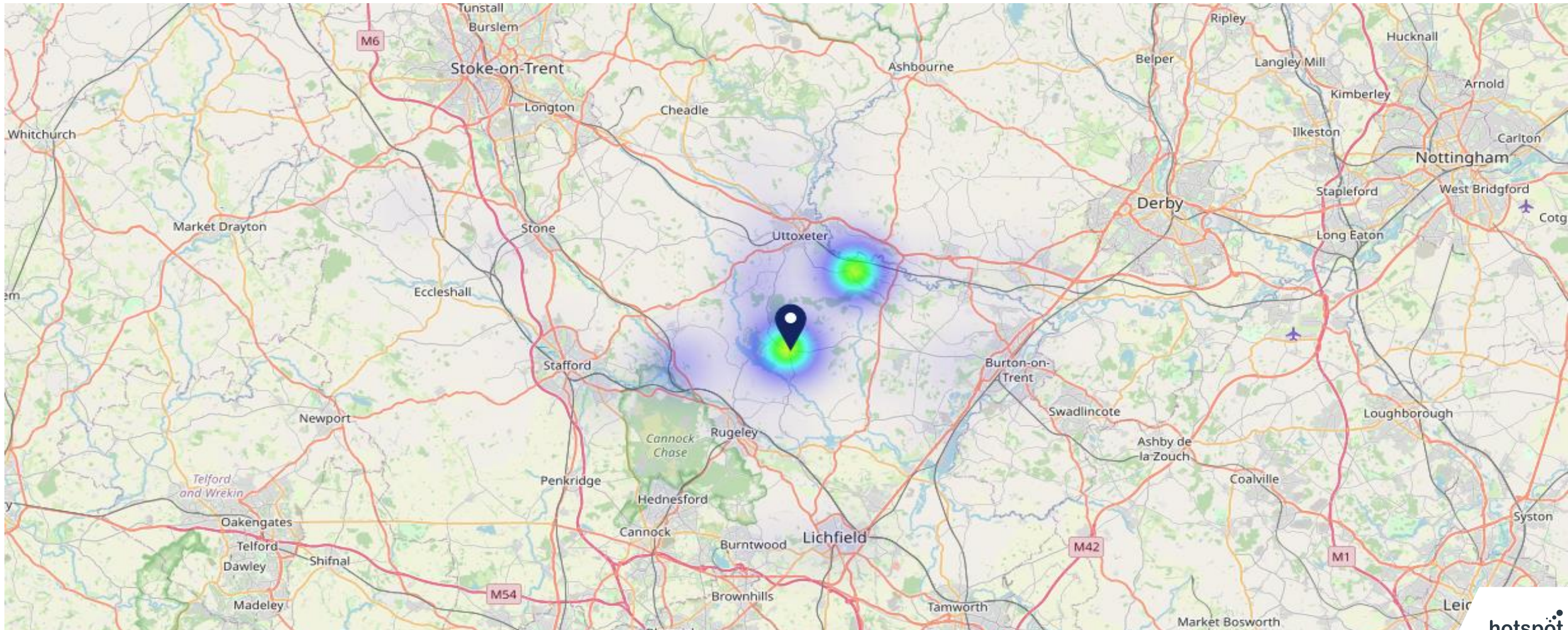




### Map of Guest Origin

Where do customers of Coach & Horses WS153BN come from?

Where do customers of Coach & Horses WS153BN for 07/06/2023 - 29/05/2024 live

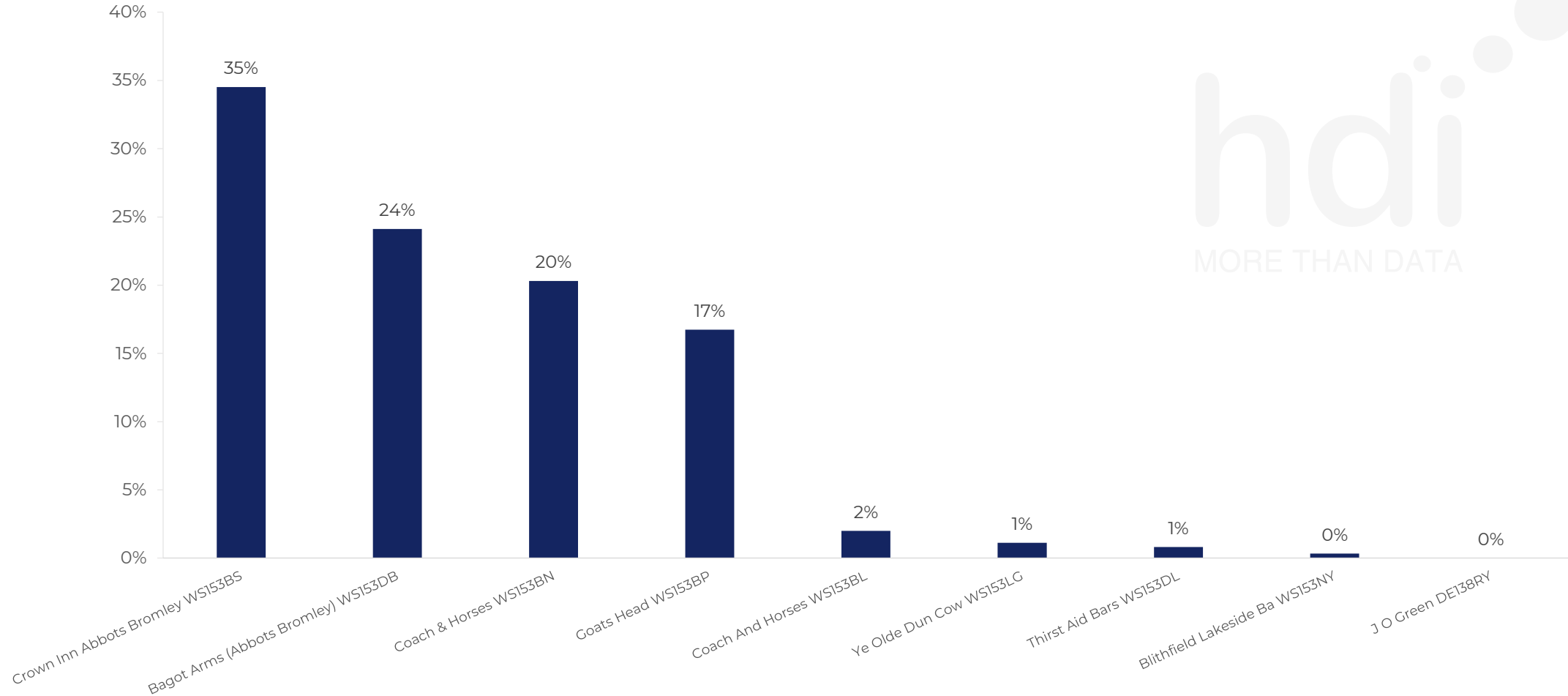




## Share of Wallet

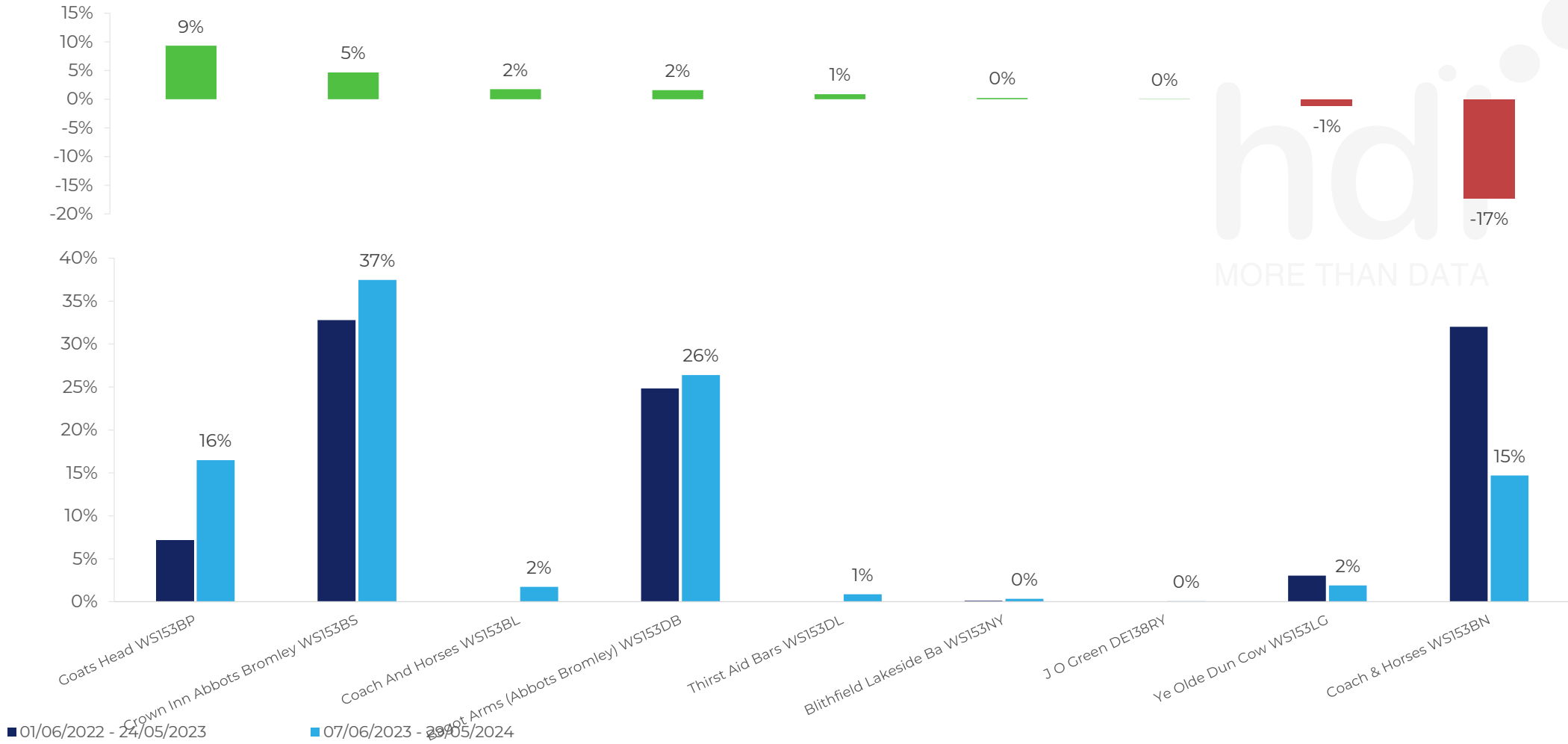
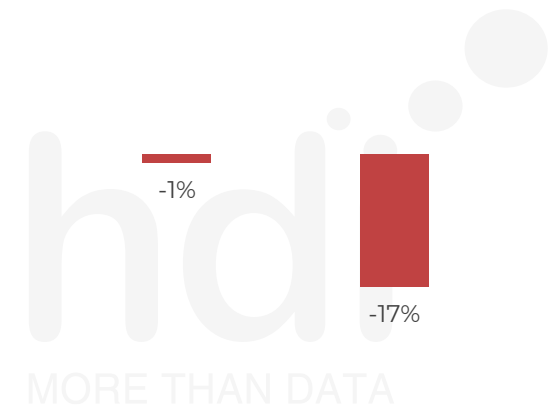
What are the Top 20 venues (by spend) that customers of Coach & Horses WS153BN also visit?

For customers of Coach & Horses WS153BN, who are the top 20 competitors from 97 Chains in 3 Miles for 07/06/2023 - 29/05/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Coach & Horses WS153BN changed between two date ranges?



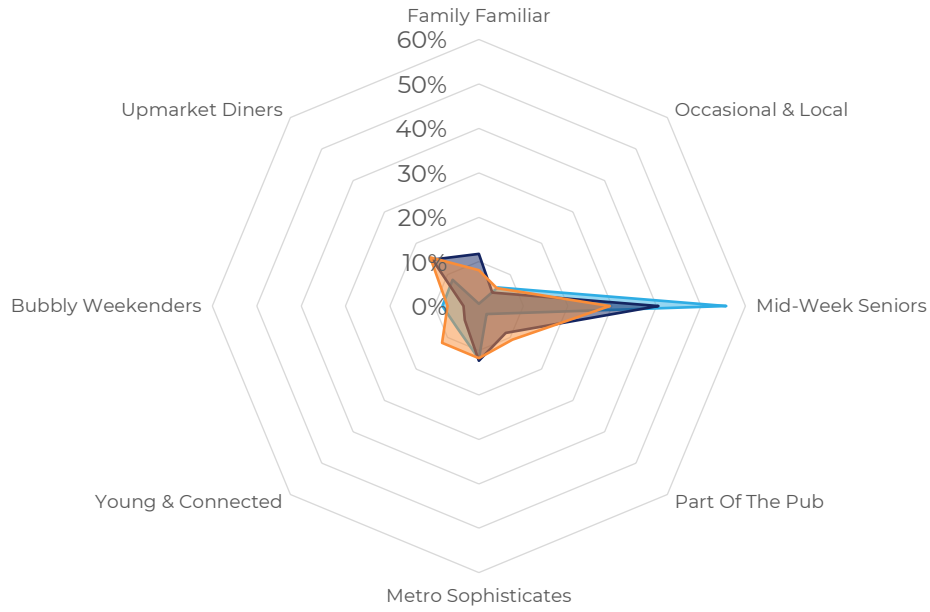
 Market Summary

How does the local area for Coach & Horses WS153BN 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	£1.30M	5	£2.07M	4	£2.07M	2	£2.67M	1
Weekpart	Mon - Thu	37.2%	4	39.1%	4	39.1%	4	36.9%	1
Weekpart	Fri - Sat	45.0%	6	42.9%	5	42.9%	5	44.0%	8
Weekpart	Sun	17.8%	8	17.9%	9	17.9%	9	19.1%	10
Age	18 to 24	5.4%	5	4.1%	4	4.1%	3	4.1%	2
Age	25 to 34	11.2%	1	10.3%	1	10.3%	1	11.9%	1
Age	35 to 44	23.6%	6	22.5%	5	22.5%	5	21.3%	3
Age	45 to 54	23.1%	8	22.4%	8	22.4%	8	20.7%	6
Age	55 to 64	15.6%	6	19.4%	8	19.4%	8	19.6%	9
Age	65 to 74	9.0%	8	10.3%	8	10.3%	9	11.1%	9
Age	75+	12.0%	10	10.9%	10	10.9%	10	11.3%	10
CAMEO	Business Elite	6.9%	6	6.8%	6	6.8%	5	6.8%	5
CAMEO	Prosperous Professionals	23.7%	10	19.7%	10	19.7%	10	17.6%	10
CAMEO	Flourishing Society	28.0%	10	28.8%	10	28.8%	10	26.7%	10
CAMEO	Content Communities	13.1%	6	17.0%	9	17.0%	9	16.6%	9
CAMEO	White Collar Neighbourhoods	7.4%	2	5.9%	1	5.9%	1	6.9%	1
CAMEO	Enterprising Mainstream	4.7%	3	5.4%	3	5.4%	3	6.7%	4
CAMEO	Paying The Mortgage	9.8%	3	9.9%	3	9.9%	3	10.4%	3
CAMEO	Cash Conscious Communities	3.8%	2	4.1%	2	4.1%	1	4.8%	1
CAMEO	On A Budget	1.6%	1	1.4%	1	1.4%	1	1.9%	1
CAMEO	Family Value	1.1%	3	0.9%	3	0.9%	2	1.7%	4
Affluence	AB	58.5%	10	55.3%	10	55.3%	10	51.1%	10
Affluence	C1C2	35.0%	2	38.2%	2	38.2%	2	40.5%	3
Affluence	DE	6.5%	1	6.4%	1	6.4%	1	8.4%	1



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
Coach & Horses	52	0.52%	5.96%	55.68%	2.48%	11.88%	6.89%	8.20%	8.36%
Local Catchment	410	11.77%	4.29%	40.38%	8.54%	12.28%	4.45%	3.48%	14.76%
Punch T&L	104416	8.08%	5.74%	29.47%	10.69%	11.73%	11.68%	7.08%	15.48%
Coach & Horses vs Local Catchment		-11.25%	1.67%	15.30%	-6.06%	-0.40%	2.44%	4.72%	-6.40%
Coach & Horses vs Punch T&L		-7.56%	0.22%	26.21%	-8.21%	0.15%	-4.79%	1.12%	-7.12%
Local Catchment vs Punch T&L		3.69%	-1.45%	10.91%	-2.15%	0.55%	-7.23%	-3.60%	-0.72%

■ Coach & Horses

■ 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
Crown Inn Abbots Bromley WS153BS	121	14.82%	4.53%	38.75%	7.42%	20.54%	1.83%	1.58%	10.49%
Bagot Arms (Abbots Bromley) WS153DB	89	9.20%	4.16%	53.83%	9.79%	5.98%	1.22%	2.68%	13.12%
Coach & Horses WS153BN	52	0.52%	5.96%	55.68%	2.48%	11.88%	6.89%	8.20%	8.36%
Goats Head WS153BP	96	5.98%	7.82%	38.64%	13.76%	11.94%	8.85%	7.18%	5.78%
Coach And Horses WS153BL	33	13.01%	9.16%	37.83%	16.59%	6.80%	1.66%	5.48%	9.43%
Ye Olde Dun Cow WS153LG	58	10.13%	2.03%	29.62%	0.65%	3.69%	9.09%	0.34%	44.43%
Thirst Aid Bars WS153DL	17	1.84%	0.00%	47.69%	0.00%	4.95%	0.00%	0.00%	45.50%
Bliethfield Lakeside Ba WS153NY	82	23.61%	1.54%	10.14%	12.78%	7.23%	18.14%	15.61%	10.91%
J O Green DE138RY	26	4.86%	0.00%	25.29%	0.79%	25.70%	5.17%	0.00%	38.15%



# 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.

