



Old White Hart LS118BZ

LS118BZ

Punch - Mighty Local



Work Area

Leeds



Region

Yorkshire and The Humber



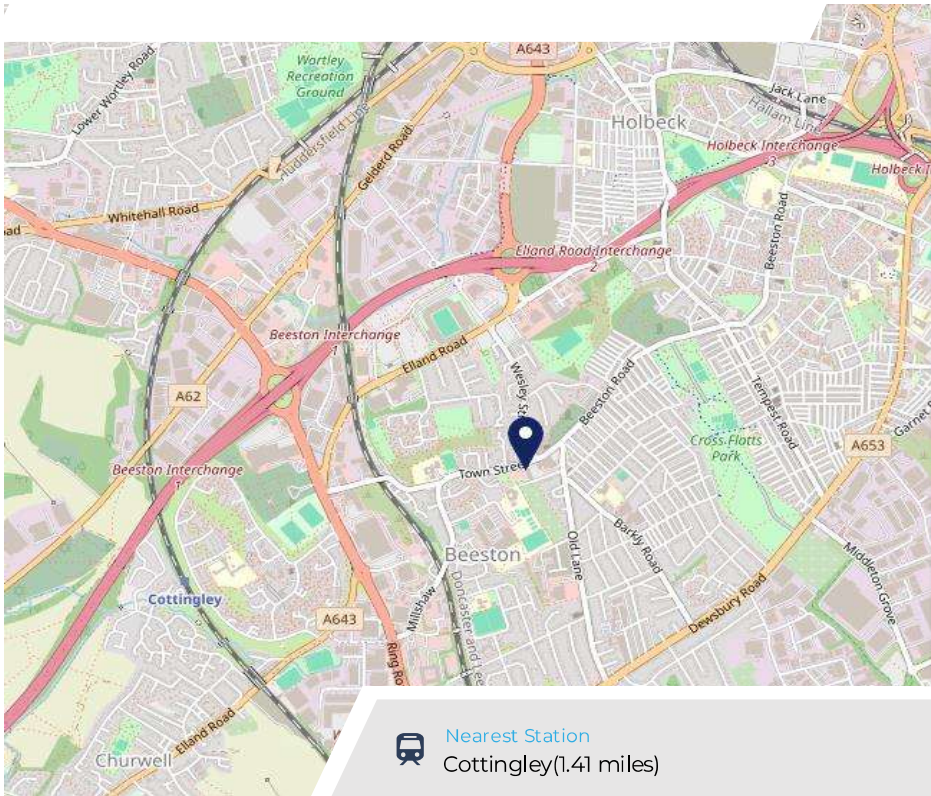
TV Region

Yorkshire



Urbanicity

Urban major conurbation



ATV
£9.14



Gender
83.63%
Male



Affluence
54.31%
Middle Income



Segmentation
19.28%
Family Value



Age Group
21.36%
35 to 44



Visit Day
34.86%
Sat

Top Competitors



Whistlestop
LS118DG

#1

Punch - Mighty Local



The Picture House
LS278HE

#2

JD Wetherspoon



Moot Hall Arms Leeds
LS15DQ

#3

Craft Union



Nearest Station

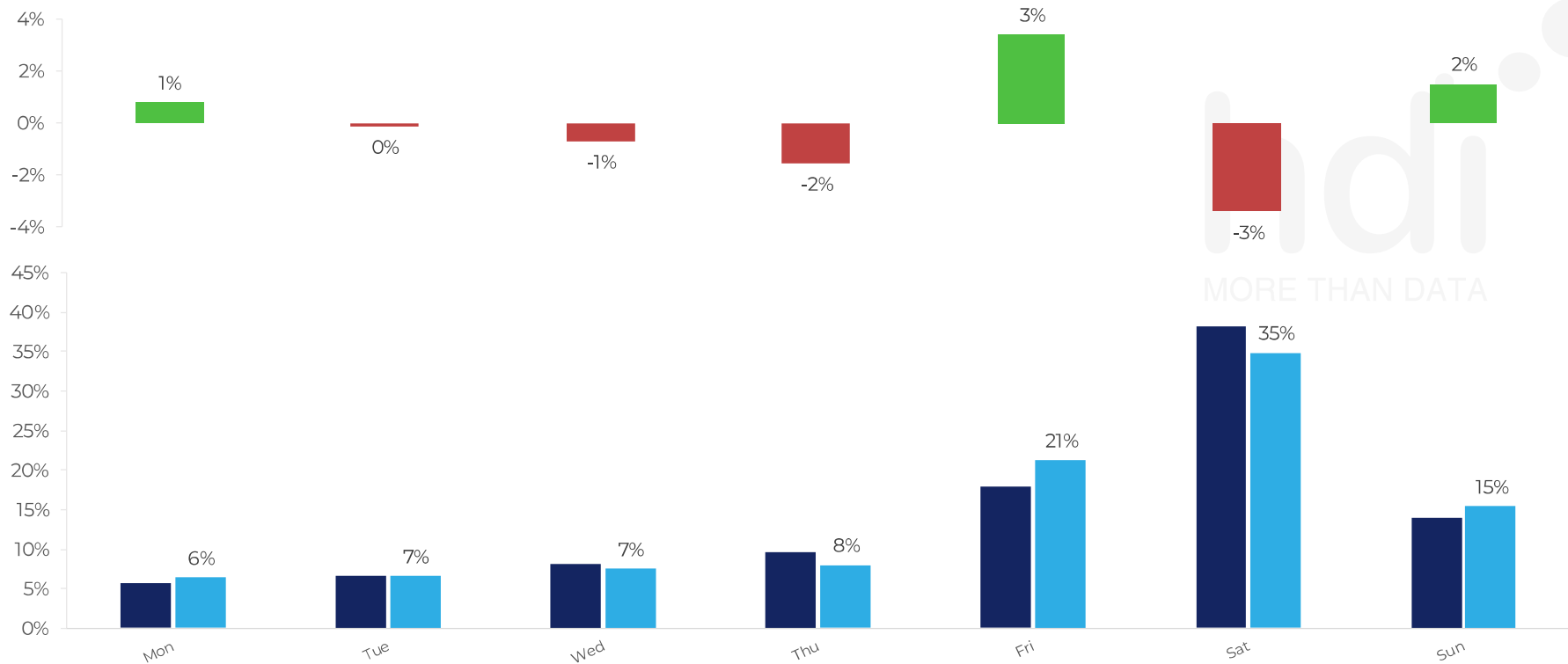
Cottingley(1.41 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Old White Hart LS118BZ versus its competitors?

% of spend for Old White Hart LS118BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



Competitor

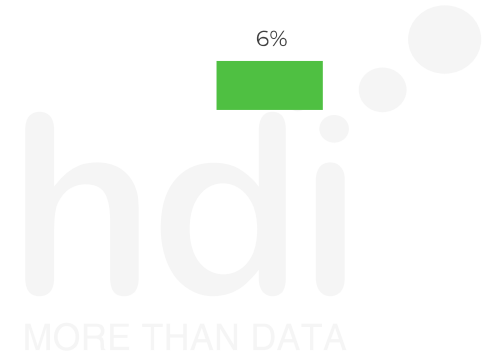
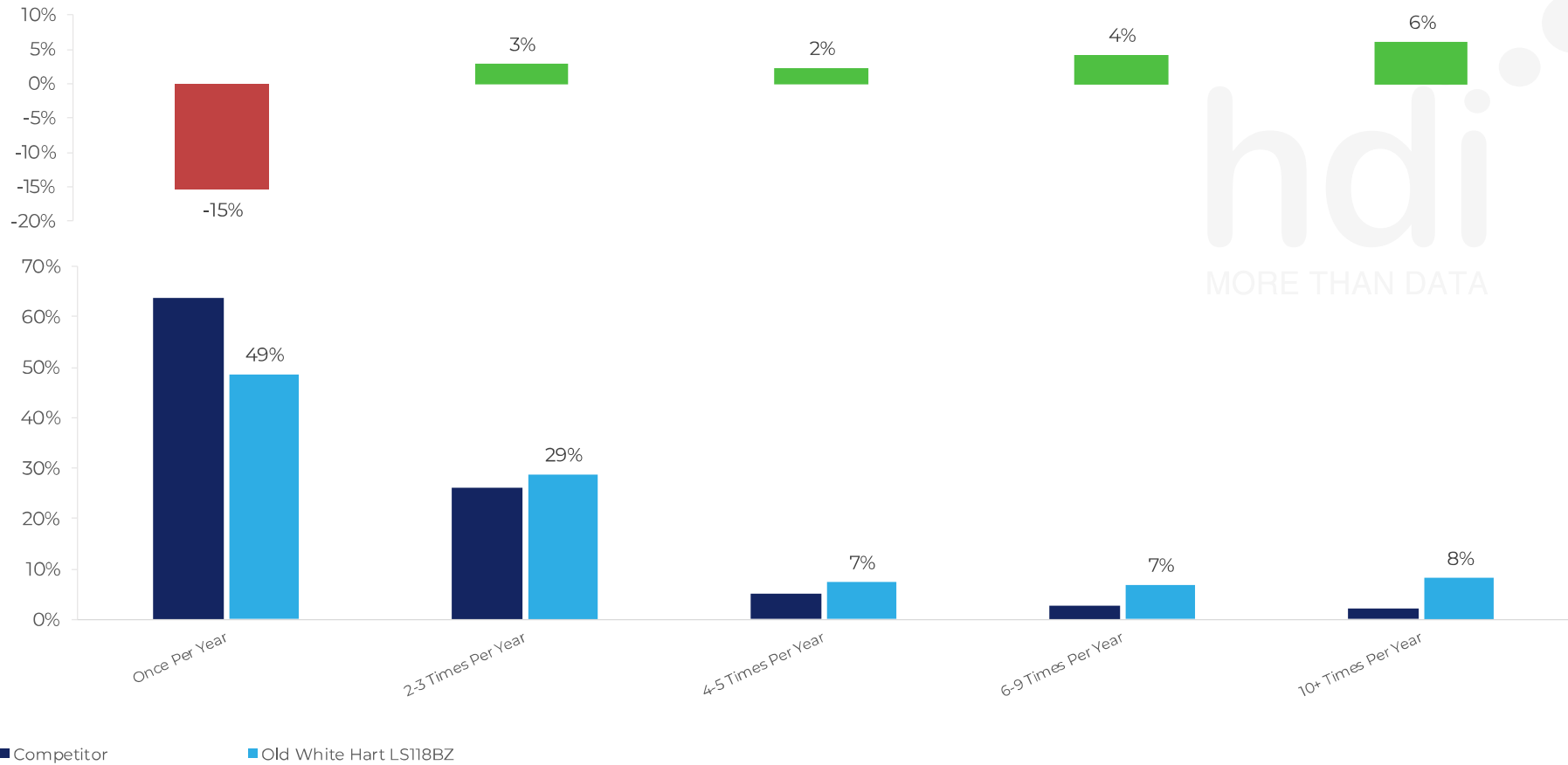
Old White Hart LS118BZ



Visit Frequency

How frequently per year do customers visit Old White Hart LS118BZ versus its competitors?

% of customer numbers for Old White Hart LS118BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



Competitor

Old White Hart LS118BZ



594 Site Customers

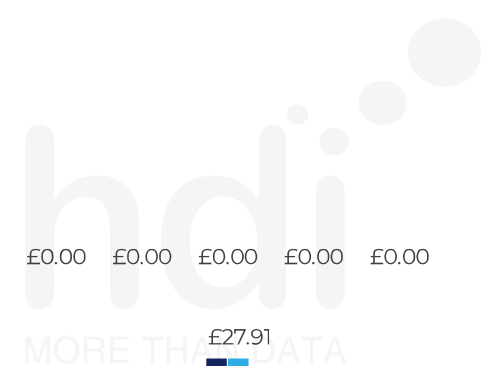
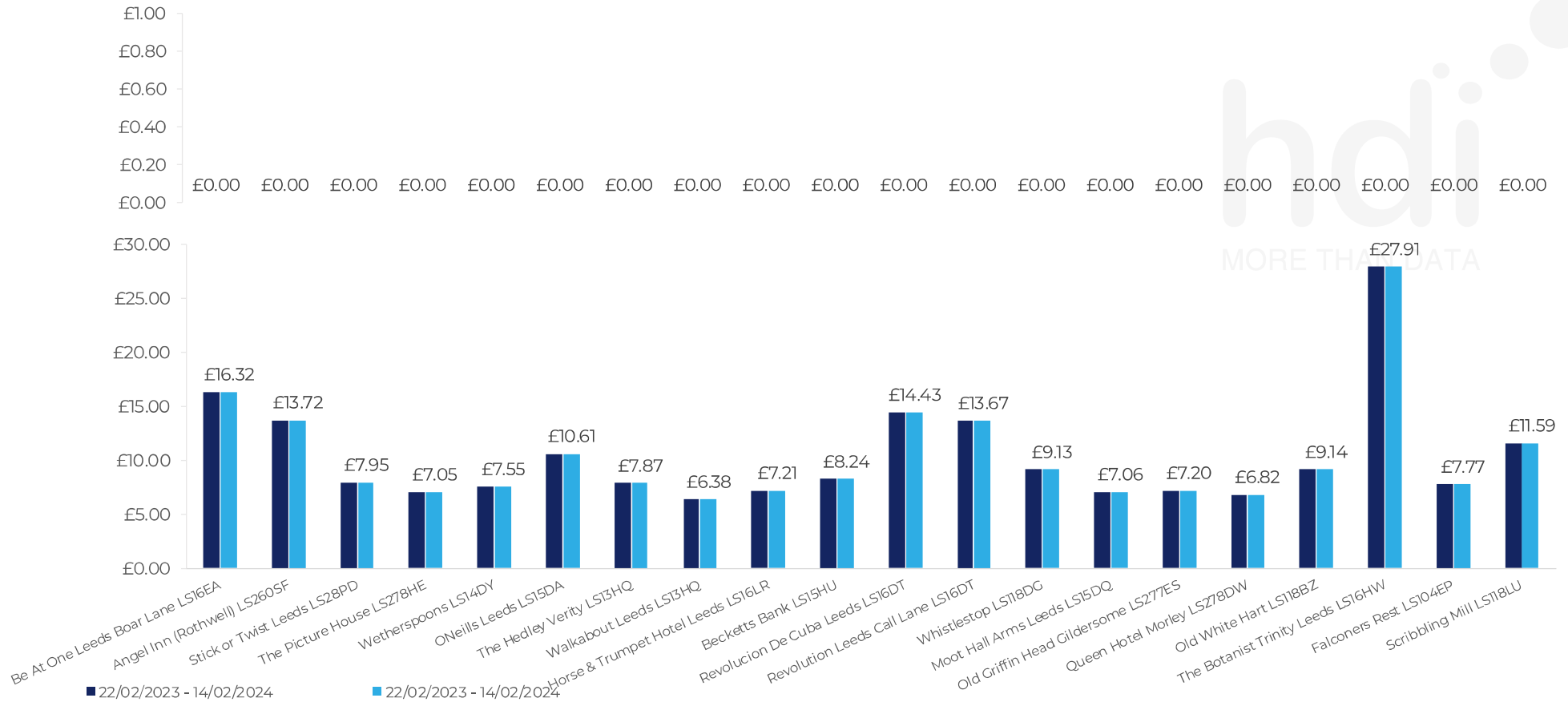
80 Competitors

341329 Competitor Customers



ATV Change

How has ATV changed between two date ranges?

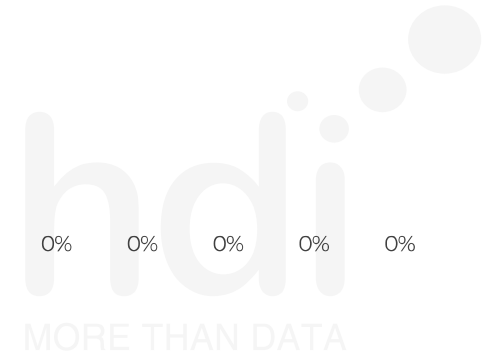
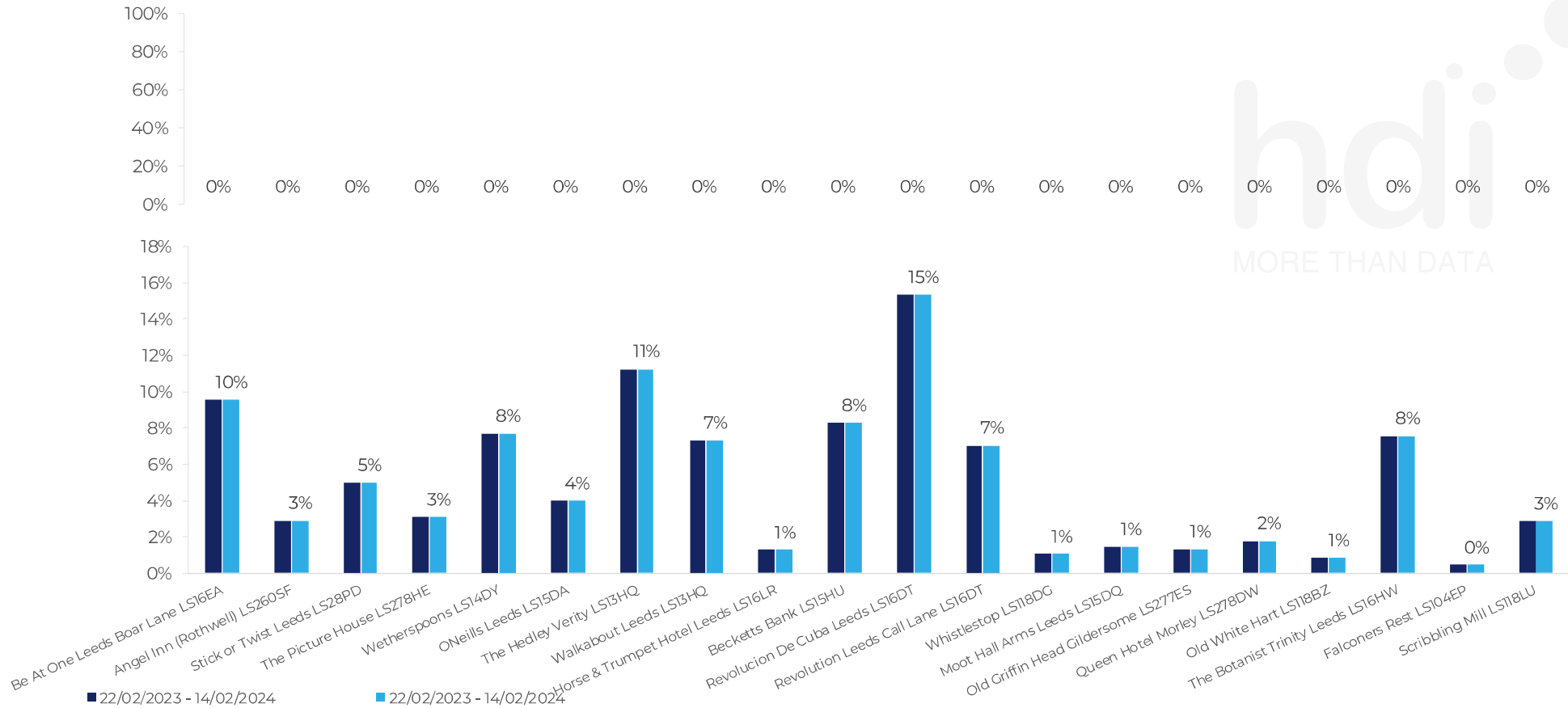




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Old White Hart LS118BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

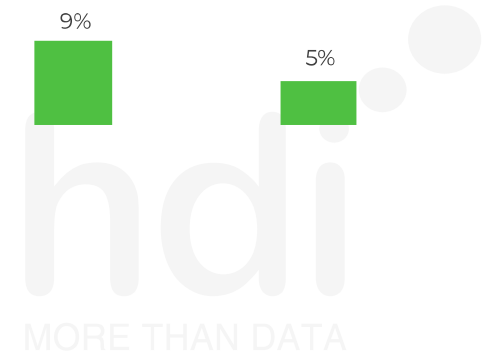
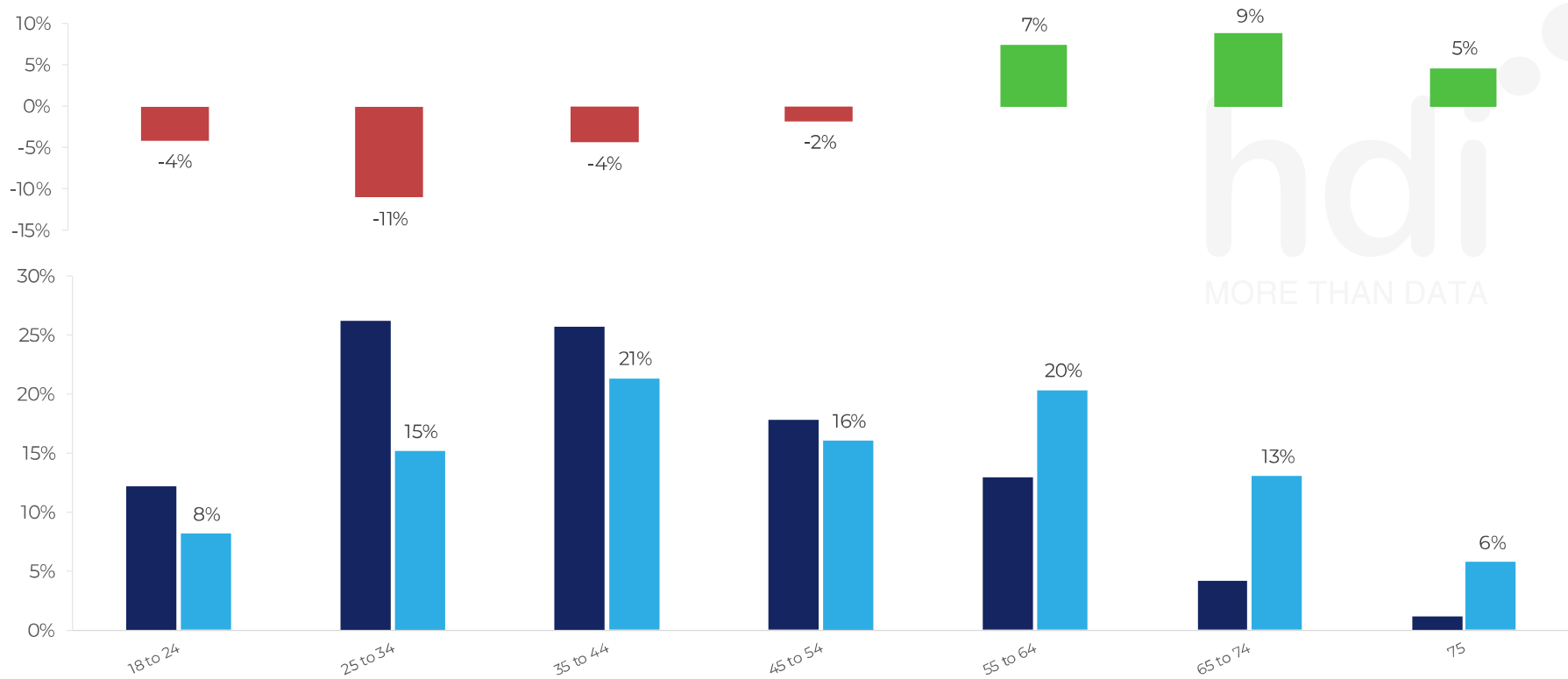




Age

How does the age profile of customers who visit Old White Hart LS118BZ compare versus its competitors?

% of spend for Old White Hart LS118BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



■ Competitor

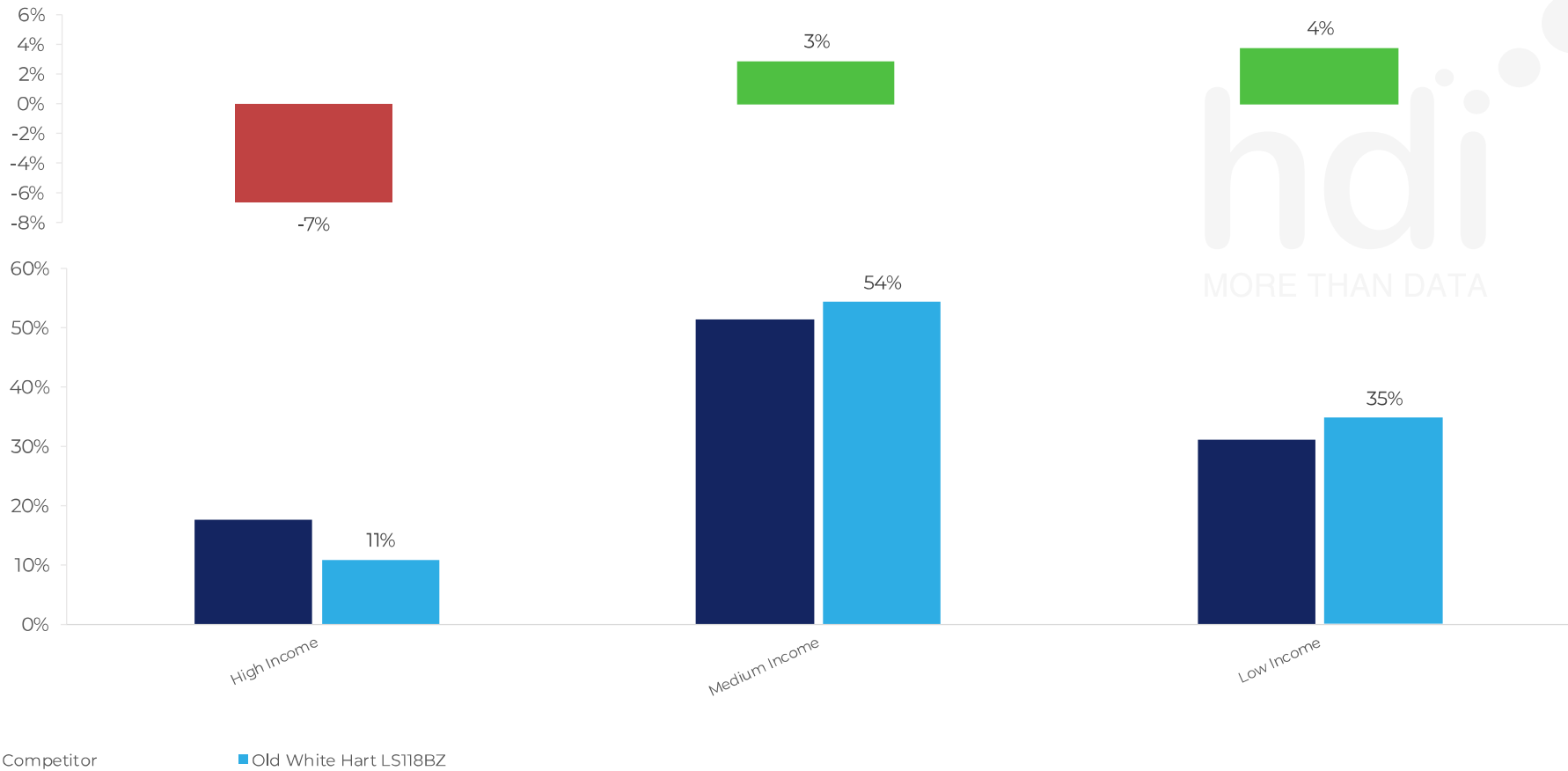
■ Old White Hart LS118BZ



Affluence

How does the affluence of customers who visit Old White Hart LS118BZ compare versus its competitors?

% of spend for Old White Hart LS118BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



233 Site Customers

80 Competitors

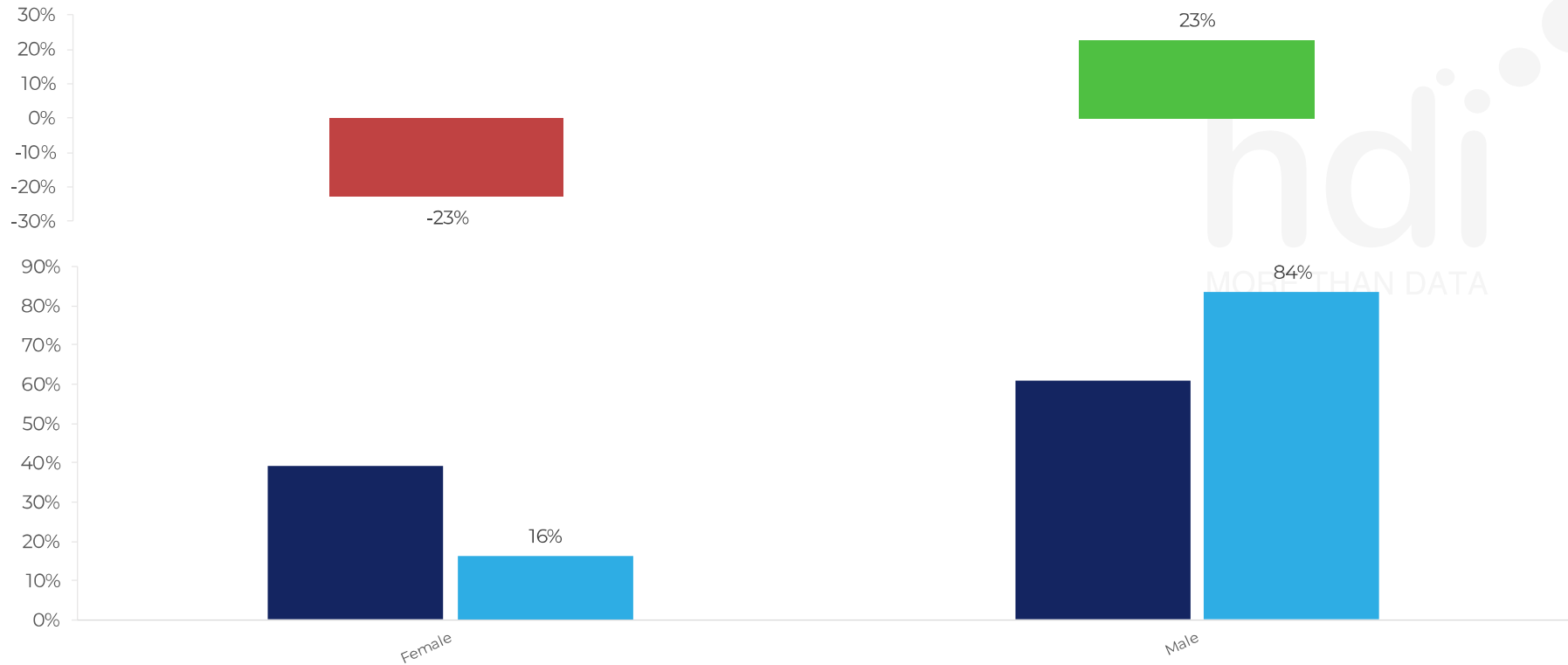
126648 Competitor Customers



Gender

How does the gender profile of customers who visit Old White Hart LS118BZ compare versus its competitors?

% of spend for Old White Hart LS118BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

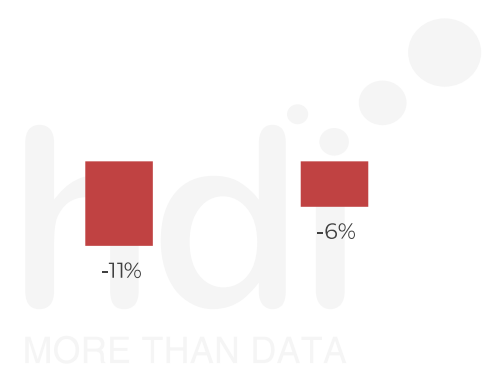
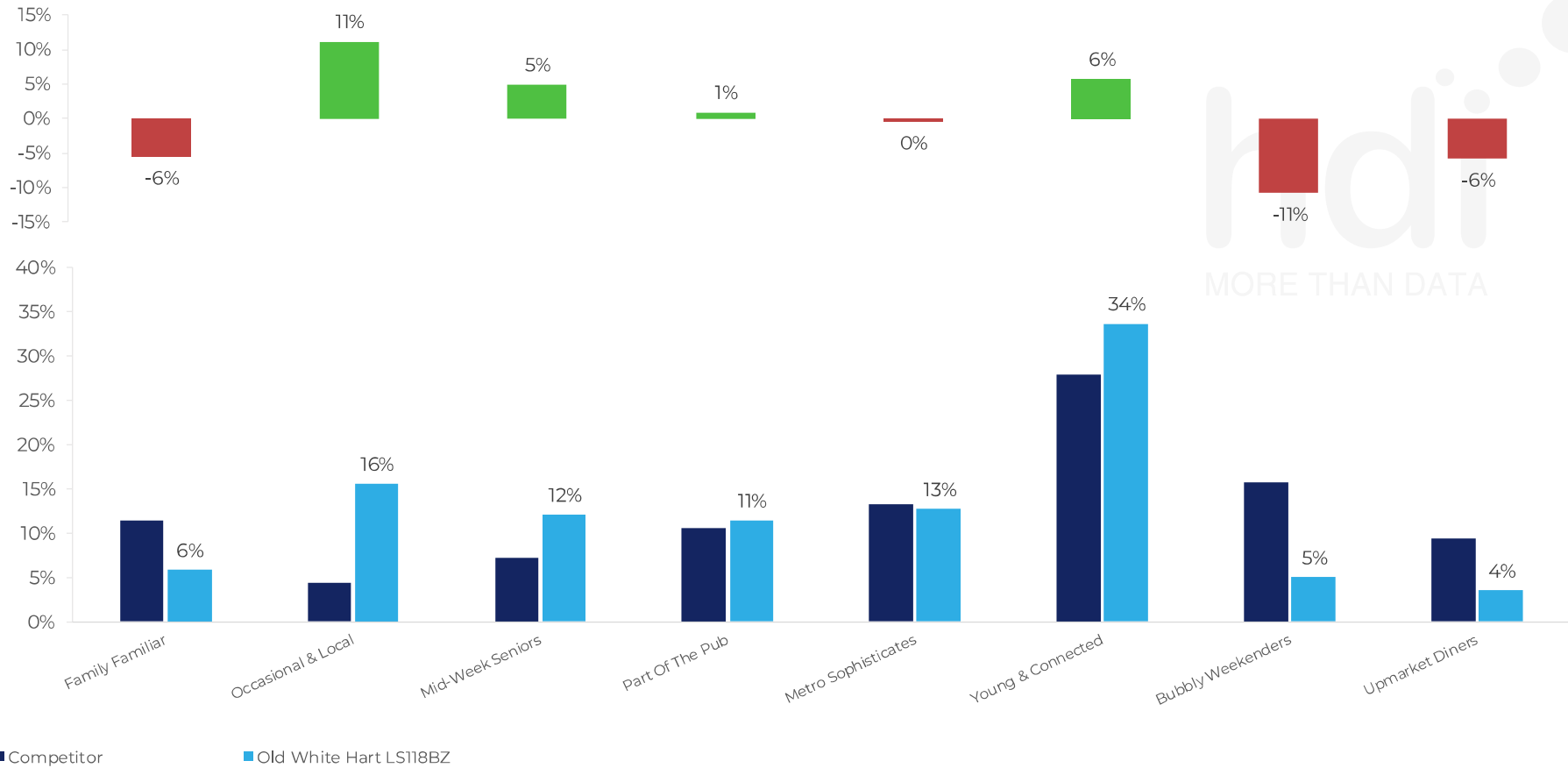
■ Old White Hart LS118BZ



Punch Segmentation

How does the Custom segmentation profile of customers who visit Old White Hart LS118BZ compare versus its competitors?

% of spend for Old White Hart LS118BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

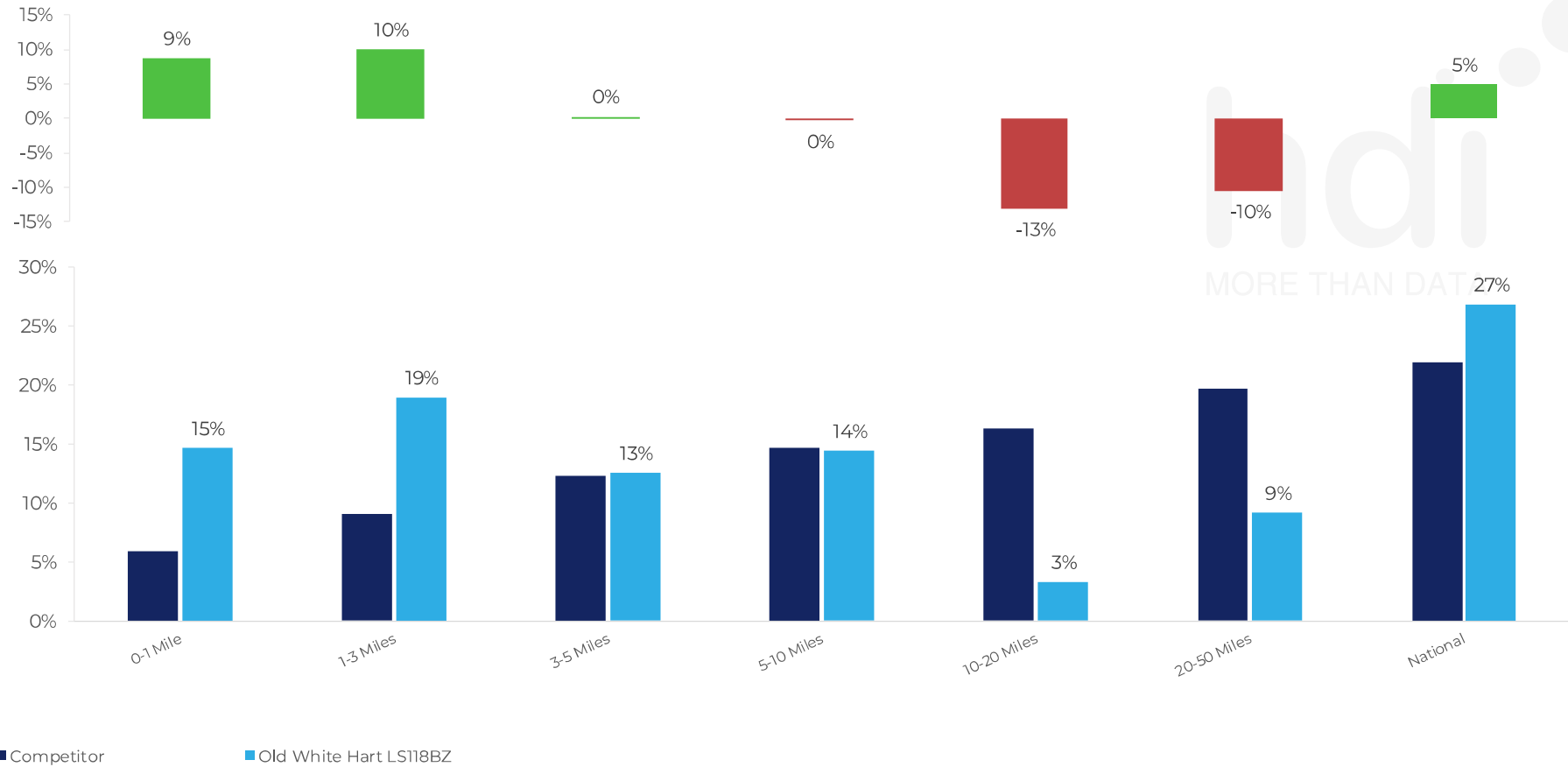




Spend by Distance

How does the spend profile of Old White Hart LS118BZ compare versus its competitors based on travel distances?

% of spend for Old White Hart LS118BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



Competitor

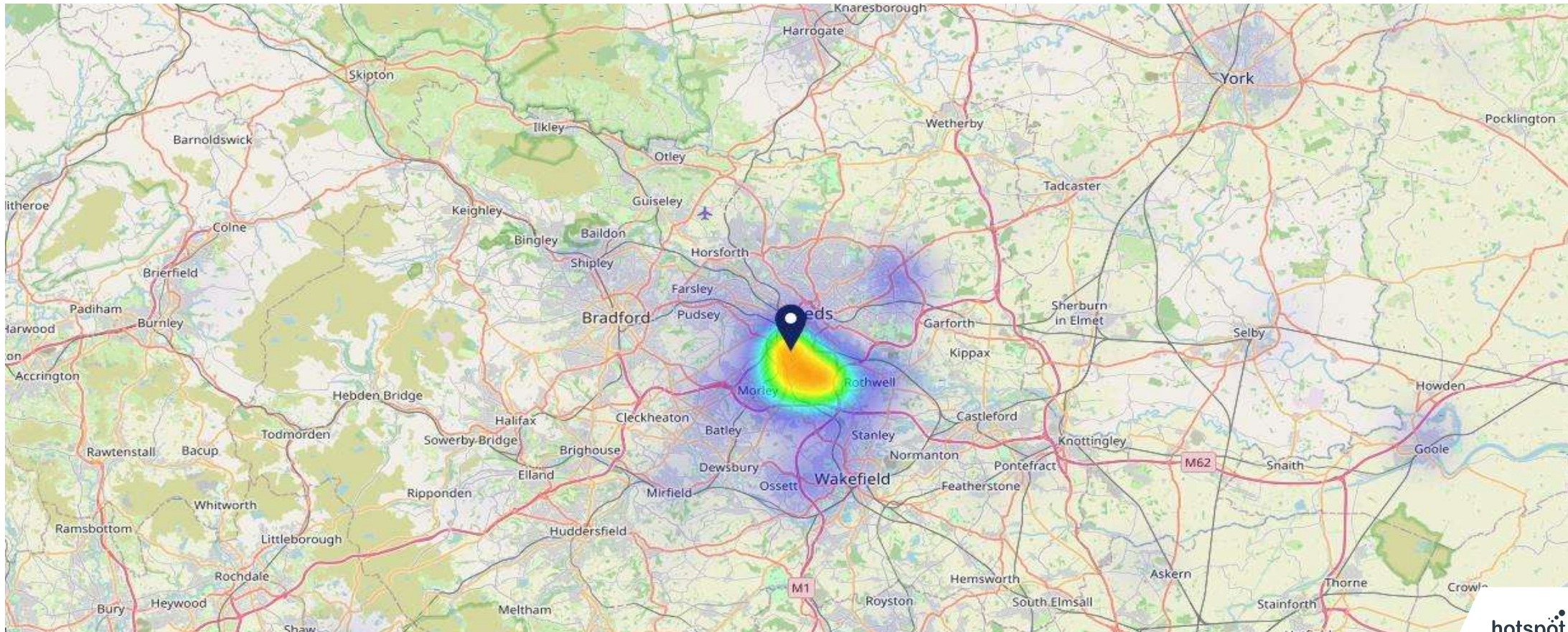
Old White Hart LS118BZ



Map of Guest Origin

Where do customers of Old White Hart LS118BZ come from?

Where do customers of Old White Hart LS118BZ for 22/02/2023 - 14/02/2024 live



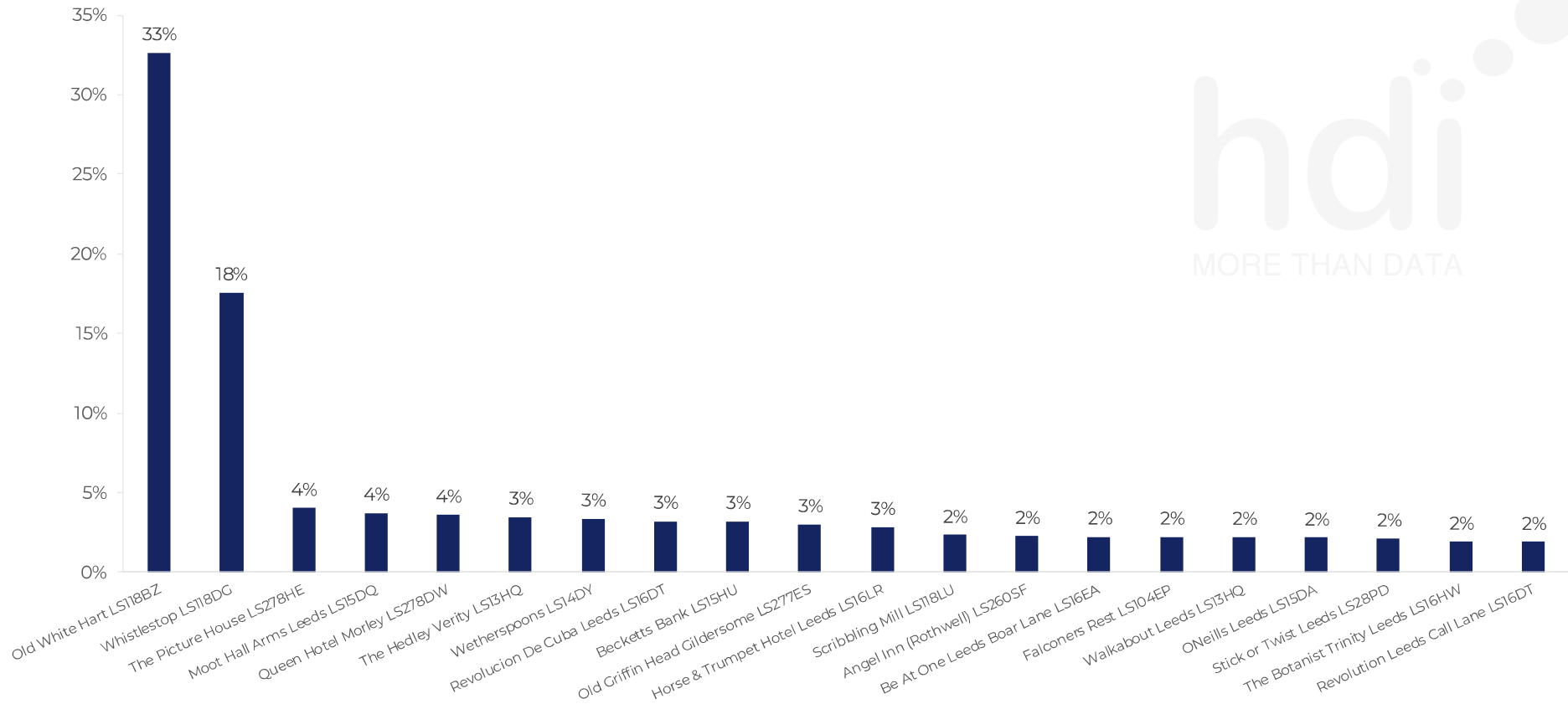
246 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of Old White Hart LS118BZ also visit?

For customers of Old White Hart LS118BZ, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue

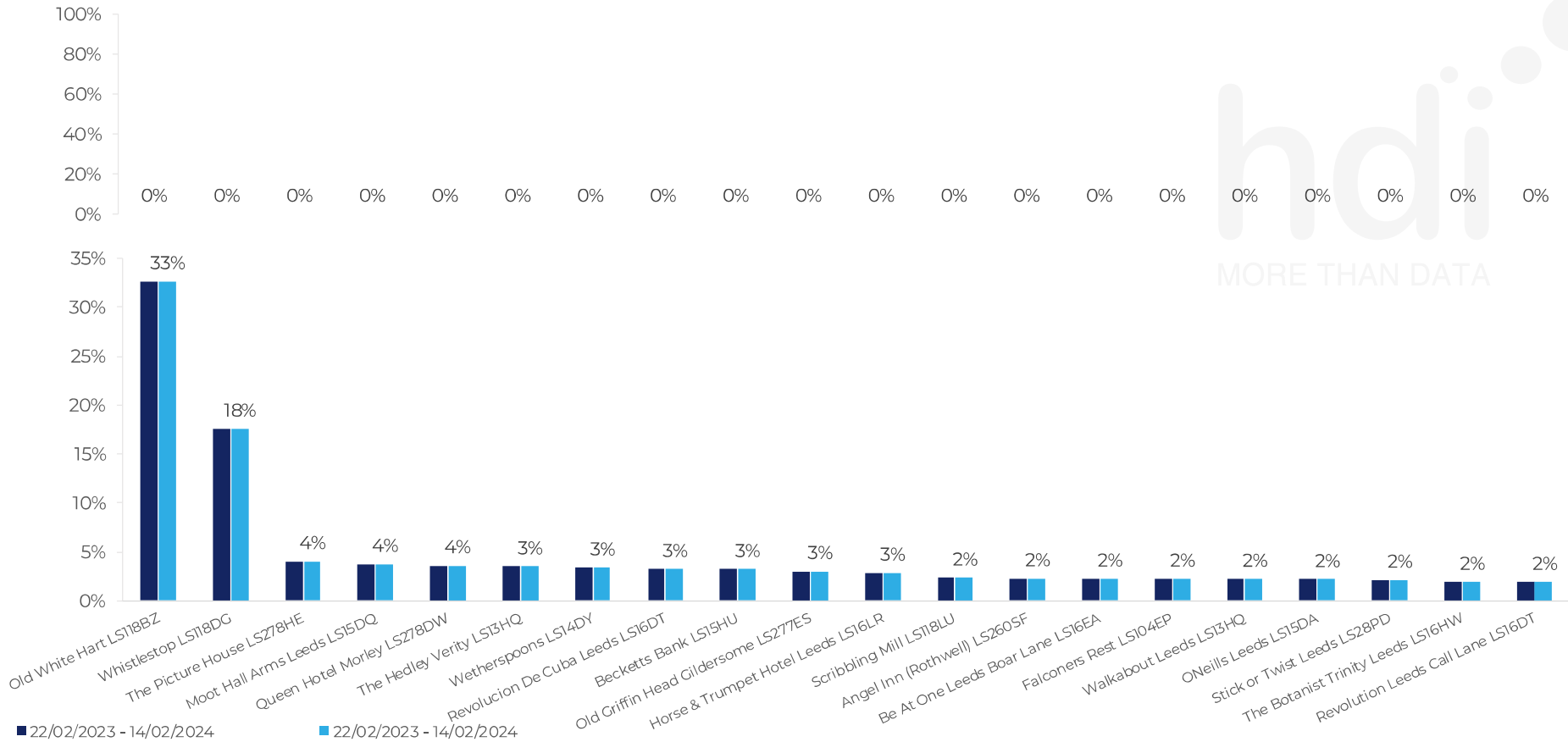
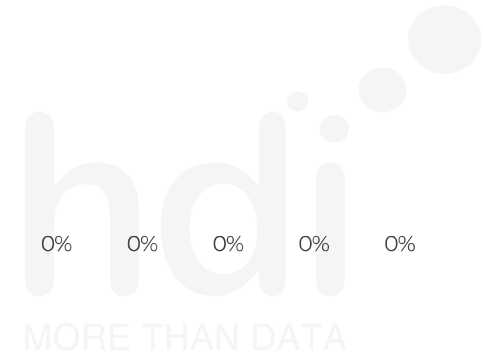


594 Site Customers



Share of Wallet Change

How has share of wallet of customers of Old White Hart LS118BZ changed between two date ranges?



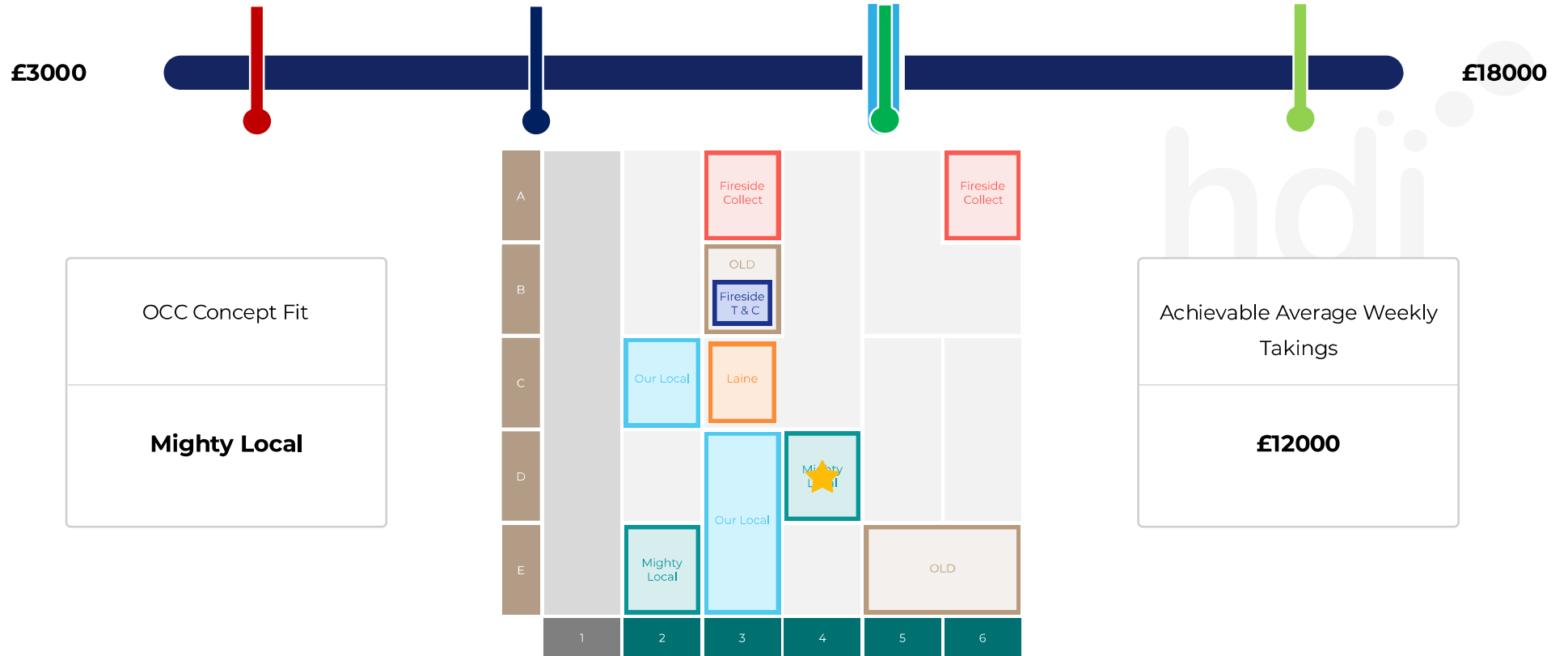
594 Site Customers



Market Summary

How does the local area for Old White Hart LS118BZ 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	£440K	3	£853K	3	£11.04M	5	£515.97M	9
Weekpart	Mon - Thu	23.9%	1	28.6%	1	4.32%	7	38.9%	2
Weekpart	Fri - Sat	61.8%	10	56.8%	10	41.6%	4	46.9%	10
Weekpart	Sun	14.3%	5	14.6%	5	15.2%	5	14.2%	2
Age	18 to 24	2.0%	2	2.2%	2	7.4%	6	8.2%	7
Age	25 to 34	10.5%	1	9.8%	1	19.5%	4	21.8%	5
Age	35 to 44	27.2%	8	26.0%	8	31.9%	10	27.8%	10
Age	45 to 54	22.3%	7	27.7%	10	20.3%	5	21.2%	7
Age	55 to 64	29.1%	10	23.9%	10	15.9%	6	14.8%	5
Age	65 to 74	8.9%	7	9.7%	8	4.5%	3	4.8%	3
Age	75+	0.1%	1	0.6%	2	0.5%	1	1.3%	2
CAMEO	Business Elite	0.4%	1	1.0%	1	3.1%	2	7.6%	6
CAMEO	Prosperous Professionals	2.1%	2	1.3%	1	3.1%	2	5.6%	4
CAMEO	Flourishing Society	5.4%	2	4.9%	2	6.6%	2	8.5%	3
CAMEO	Content Communities	14.6%	8	10.6%	4	8.5%	2	10.9%	3
CAMEO	White Collar Neighbourhoods	7.5%	2	6.6%	2	8.3%	2	11.5%	5
CAMEO	Enterprising Mainstream	10.5%	7	7.3%	5	8.8%	6	10.4%	7
CAMEO	Paying The Mortgage	10.7%	3	21.2%	9	21.5%	10	16.9%	7
CAMEO	Cash Conscious Communities	11.4%	7	18.1%	10	11.8%	8	11.1%	7
CAMEO	On A Budget	26.2%	10	17.7%	10	11.1%	9	7.0%	6
CAMEO	Family Value	11.2%	9	11.4%	9	17.1%	10	10.5%	9
Affluence	AB	7.9%	1	7.2%	1	12.8%	2	21.7%	3
Affluence	C1C2	43.2%	4	45.6%	4	47.1%	5	49.7%	6
Affluence	DE	48.8%	10	47.2%	10	40.1%	10	28.6%	8



OCC Concept Fit

Mighty Local

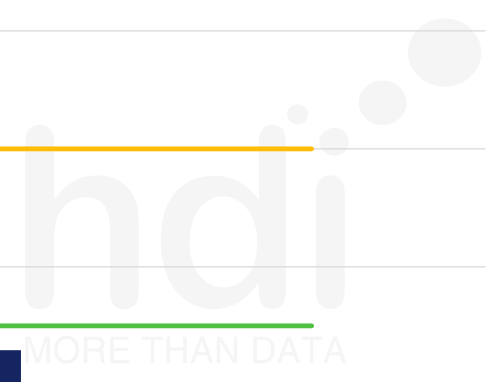
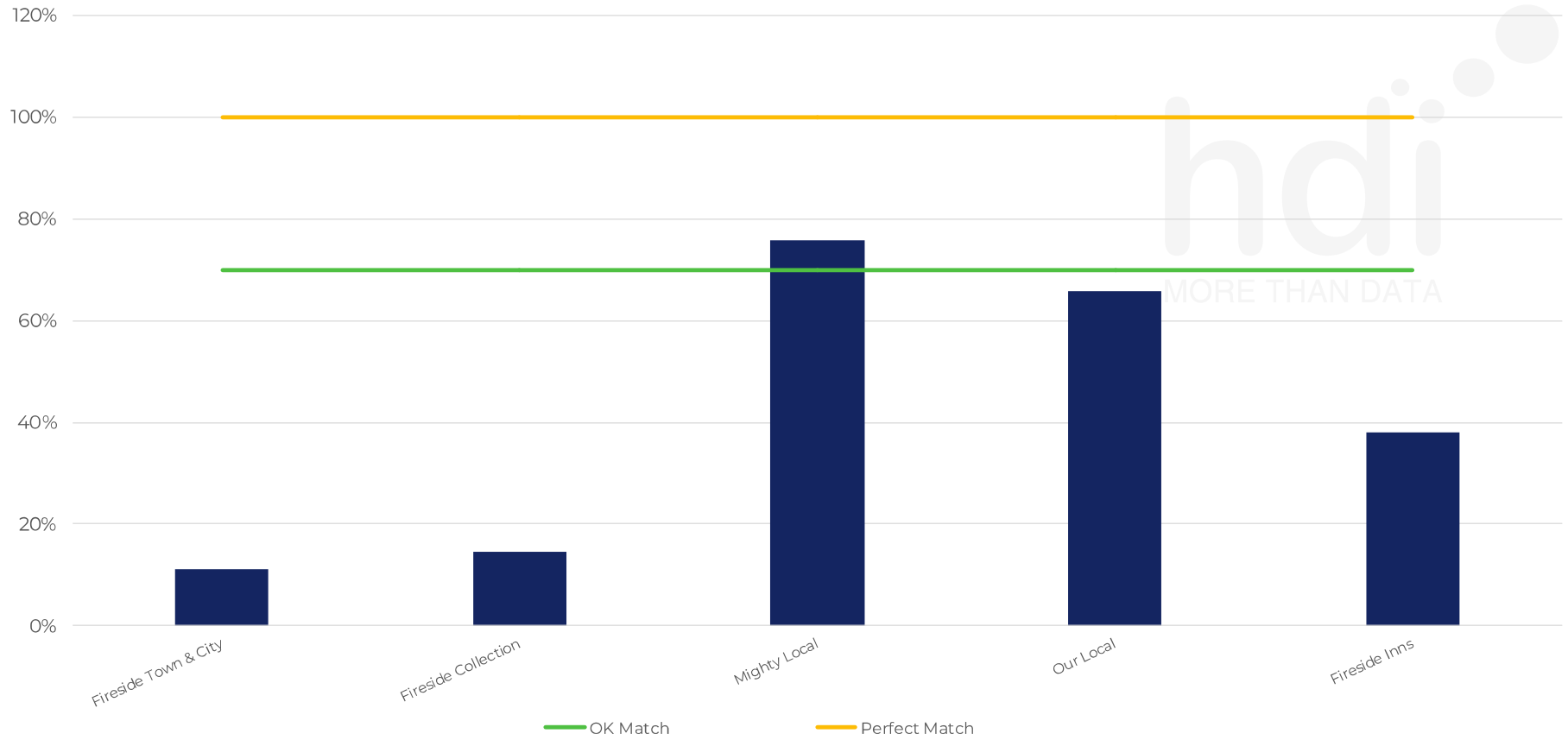
Achievable Average Weekly Takings

£12000

- A Food-Led High Affluence
- B Food-Led Mid Affluence
- C Wet-Led Mid/High Affluence
- D Wet-Led Low Affluence
- E Food-Led Low Affluence
- 1 AWT
- 2 Local Regulars
- 3 Local Passing Trade
- 4 Destination Wet-Led
- 5 Destination Food-Led
- 6 Destination Very Food-Led

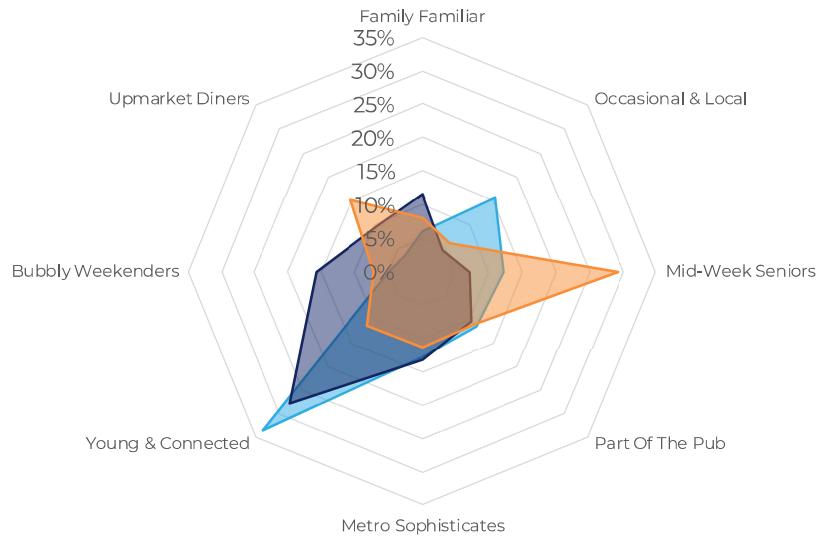


Concept Recommendation





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
Old White Hart	105	5.85%	15.59%	12.10%	11.45%	12.73%	33.68%	5.03%	3.54%
Local Catchment	27198	11.39%	4.42%	7.20%	10.56%	13.21%	27.98%	15.82%	9.37%
Punch T&L	11219	8.03%	5.92%	29.32%	11.26%	11.47%	11.50%	7.13%	15.33%
Old White Hart vs Local Catchment		-5.54%	11.17%	4.90%	0.89%	-0.48%	5.70%	-10.79%	-5.83%
Old White Hart vs Punch T&L		-2.18%	9.67%	-17.22%	0.19%	1.26%	22.18%	-2.10%	-11.79%
Local Catchment vs Punch T&L		3.36%	-1.50%	-22.12%	-0.70%	1.74%	16.48%	8.69%	-5.96%

■ Old White Hart

■ Local Catchment

■ Punch T&L



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
Old White Hart LS118BZ	105	5.85%	15.59%	12.10%	11.45%	12.73%	33.68%	5.03%	3.54%
Whistlstop LS118DG	93	7.42%	38.45%	6.07%	20.18%	2.12%	21.11%	3.97%	0.64%
The Picture House LS278HE	509	15.05%	10.23%	6.80%	14.84%	14.06%	24.89%	12.64%	1.45%
Moot Hall Arms Leeds LS15DQ	334	4.21%	9.22%	7.15%	25.64%	21.14%	23.95%	6.16%	2.48%
Queen Hotel Morley LS278DW	221	18.31%	13.17%	1.19%	17.82%	3.22%	30.55%	14.23%	1.48%
The Hedley Verity LS13HQ	1276	9.81%	5.97%	6.35%	18.36%	6.74%	38.17%	10.12%	4.42%
Wetherspoons LS14DY	3025	11.52%	3.77%	11.81%	13.58%	14.92%	27.14%	11.62%	5.60%
Revolucion De Cuba Leeds LS16DT	1953	9.18%	2.38%	3.91%	2.89%	12.39%	36.72%	23.45%	9.04%
Becketts Bank LS15HU	2592	11.71%	7.84%	8.73%	12.38%	8.97%	32.49%	14.58%	3.25%
Old Griffin Head Gildersome LS277ES	109	9.56%	6.94%	1.16%	22.47%	27.95%	27.26%	4.38%	0.24%
Horse & Trumpet Hotel Leeds LS16LR	395	5.97%	3.33%	5.10%	50.68%	8.79%	16.01%	7.77%	2.30%
Scribbling Mill LS118LU	623	28.10%	4.12%	10.58%	22.65%	6.50%	18.16%	6.23%	3.62%
Angel Inn (Rothwell) LS260SF	267	29.84%	6.40%	6.77%	28.82%	9.13%	13.18%	5.16%	0.67%
Be At One Leeds Boar Lane LS16EA	1510	11.21%	1.95%	4.03%	4.60%	13.29%	35.46%	22.36%	7.06%
Falconers Rest LS104EP	38	12.08%	6.51%	1.20%	52.22%	6.49%	16.13%	5.33%	0.00%
Walkabout Leeds LS13HQ	737	8.06%	4.10%	4.03%	15.78%	7.78%	46.21%	11.30%	2.71%
ONeills Leeds LS15DA	1231	8.27%	5.47%	7.55%	9.73%	15.50%	35.95%	12.25%	5.24%
Stick or Twist Leeds LS28PD	1450	13.00%	5.60%	10.01%	10.82%	10.35%	31.13%	13.68%	5.37%
The Botanist Trinity Leeds LS16HW	1105	13.82%	2.21%	10.98%	2.62%	10.78%	21.07%	18.43%	20.04%
Revolution Leeds Call Lane LS16DT	1014	12.22%	2.52%	4.05%	5.09%	7.47%	43.63%	20.07%	4.90%
Templar Hotel (Leeds) LS27NU	389	2.90%	7.18%	3.04%	66.73%	6.79%	8.66%	3.01%	1.65%
The Cuthbert Brodrick LS23AD	1504	11.30%	6.05%	6.71%	17.08%	10.52%	30.43%	13.55%	4.31%
Miller & Carter Leeds Light LS18TL	295	14.05%	3.54%	13.04%	2.76%	8.60%	30.05%	11.73%	16.19%
Queens Court & Pride LS16LY	968	9.60%	5.52%	3.94%	11.93%	10.76%	42.18%	13.39%	2.64%
Flight Club Leeds LS15QL	1596	10.45%	2.76%	7.69%	3.09%	16.21%	28.58%	15.87%	15.31%