



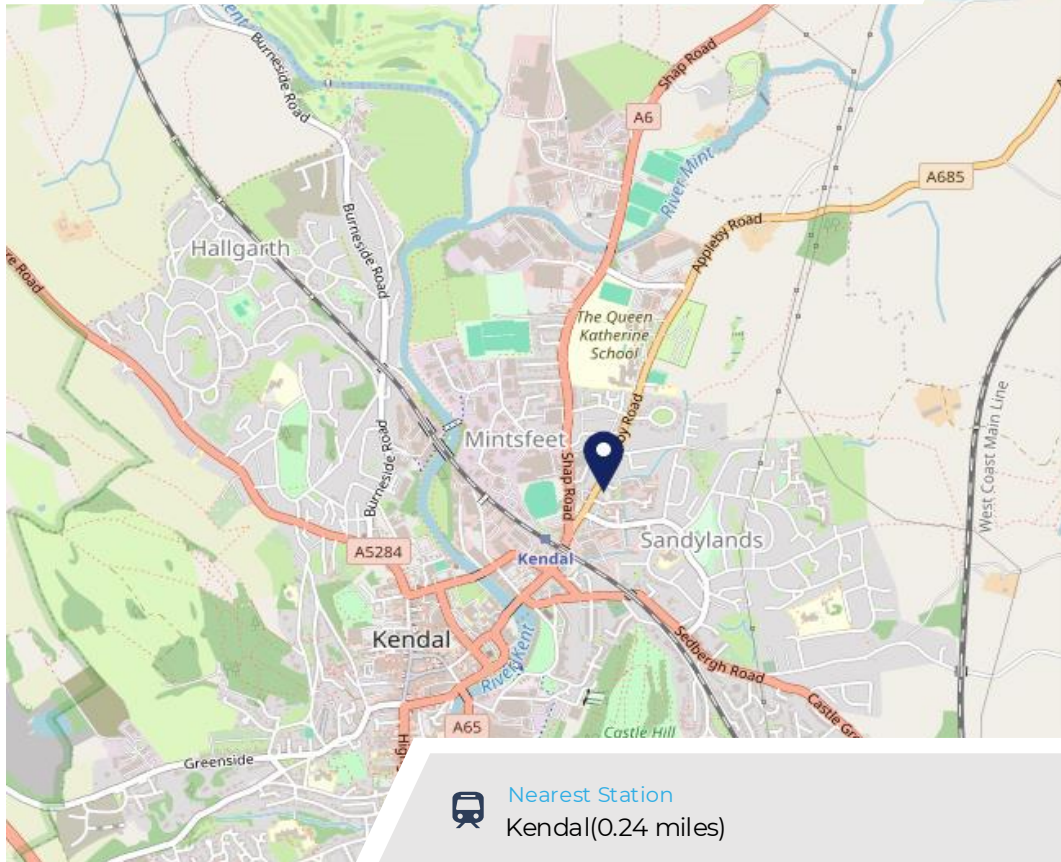
Site Summary



Duke Of Cumberland LA96ES

LA96ES

Punch T&L

**Work Area**
Kendal**Region**
North West**TV Region**
North West**Urbanicity**
Urban city and town**ATV**
£11.18**Gender**
59.30%
Male**Affluence**
49.92%
Middle Income**Segmentation**
16.98%
Paying The Mortgage**Age Group**
20.47%
25 to 34**Visit Day**
23.51%
Sat

Top Competitors

**Romneys**
LA95HG

#1

Pub Restaurant

**George And Dragon Ken**
LA94TN

#2

Craft Union

**The Miles Thompson**
LA94JH

#3

JD Wetherspoon

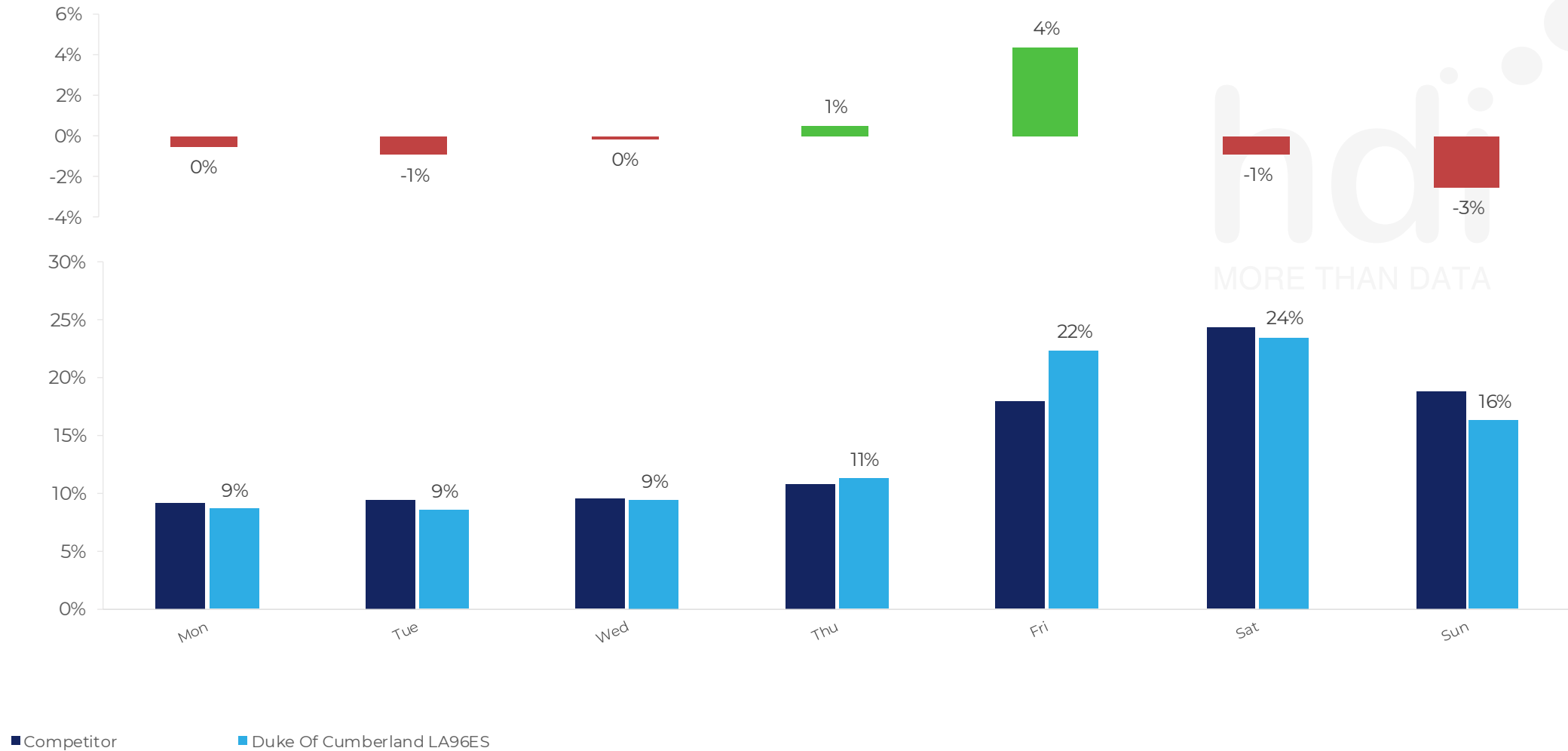
**Nearest Station**
Kendal(0.24 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Duke Of Cumberland LA96ES versus its competitors?

% of spend for Duke Of Cumberland LA96ES and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

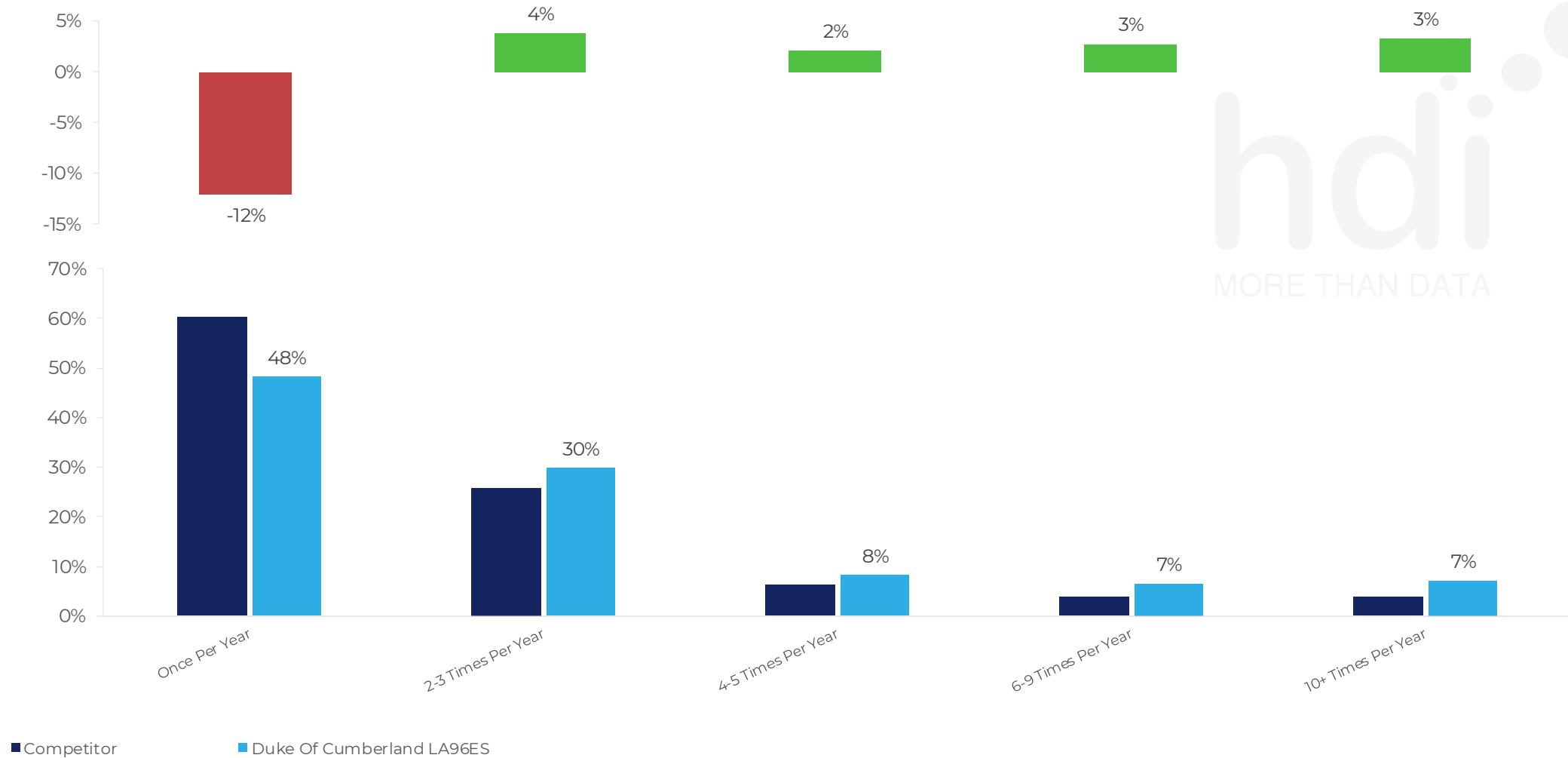




Visit Frequency

How frequently per year do customers visit Duke Of Cumberland LA96ES versus its competitors?

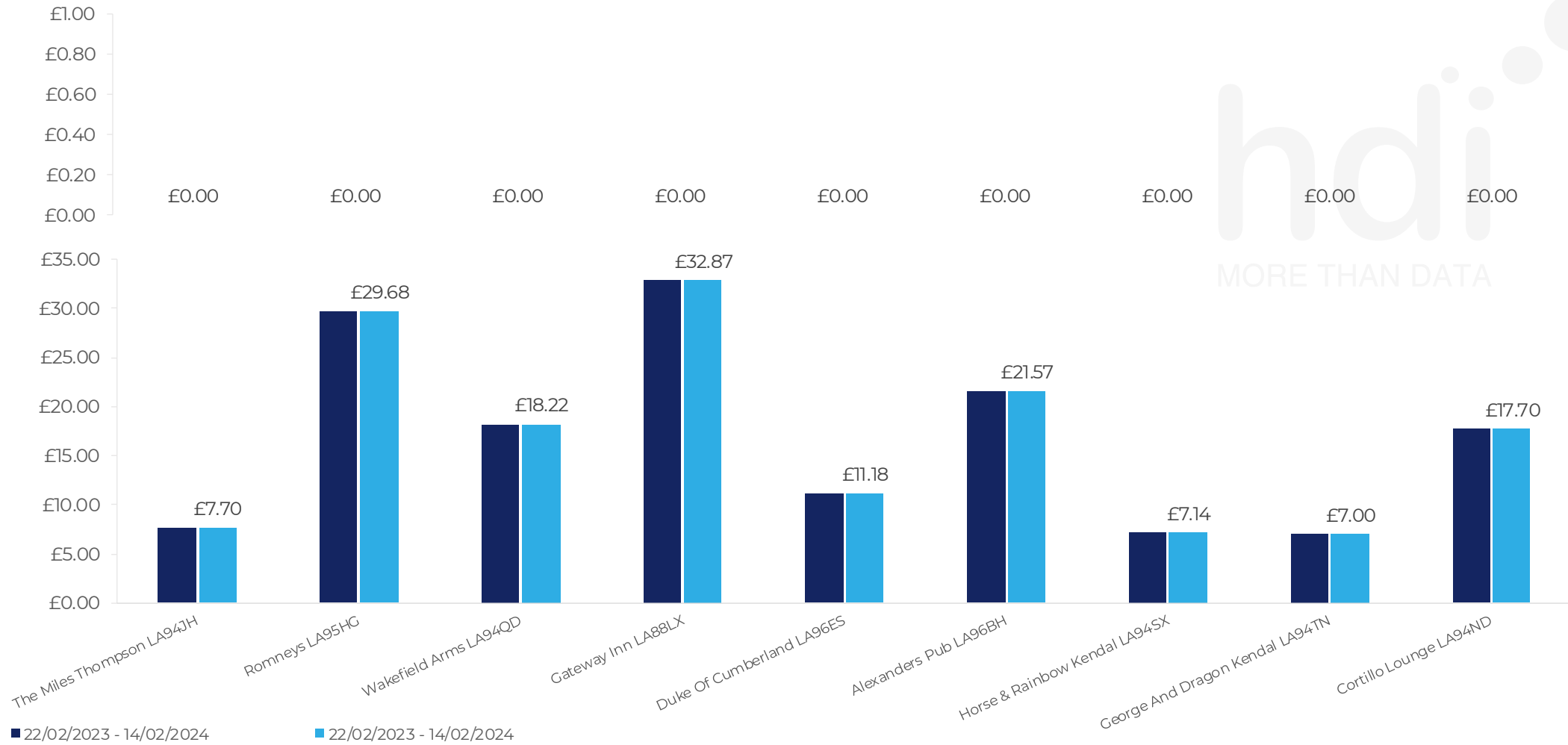
% of customer numbers for Duke Of Cumberland LA96ES and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

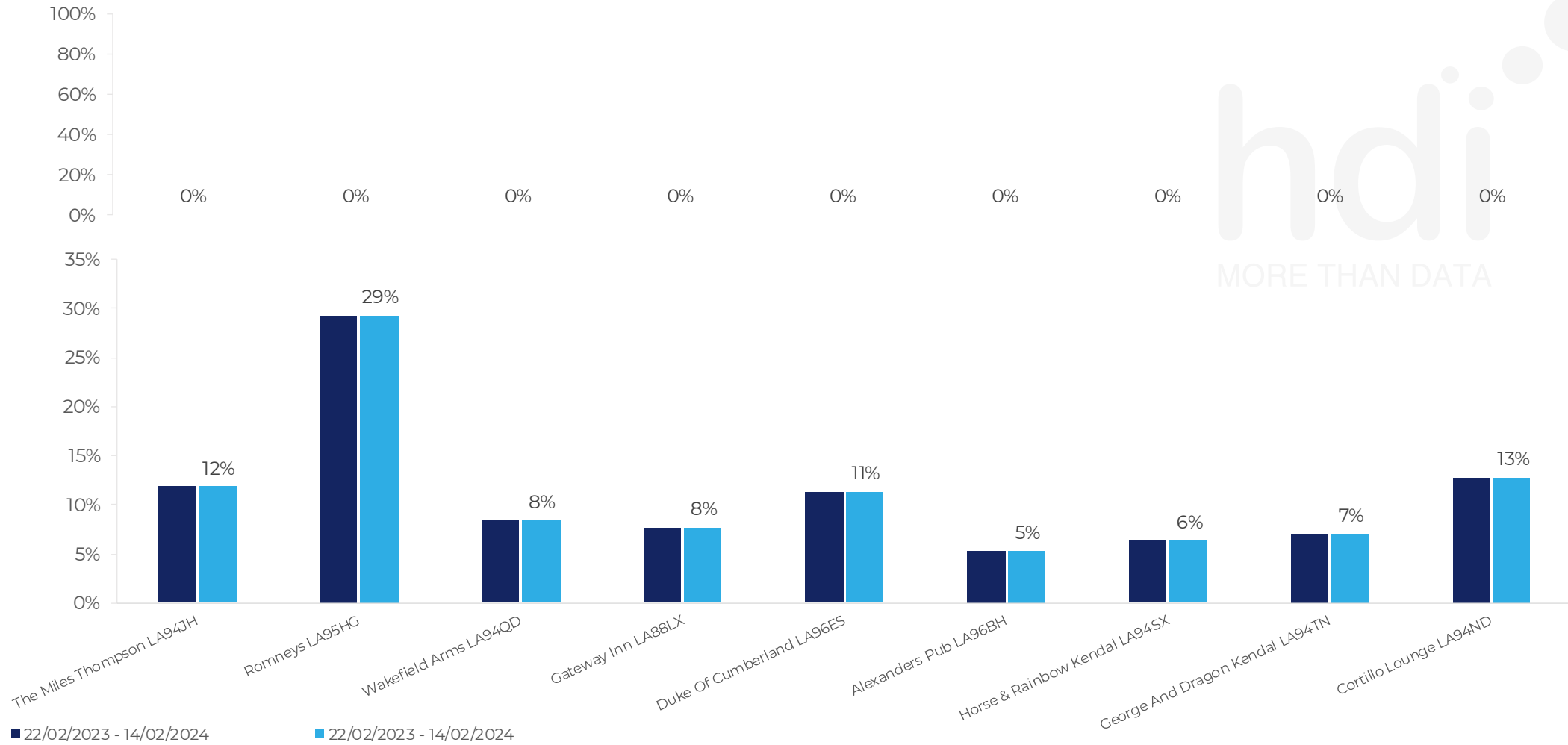
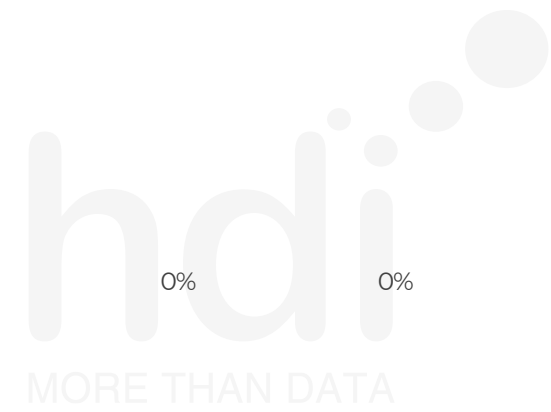




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Duke Of Cumberland LA96ES and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

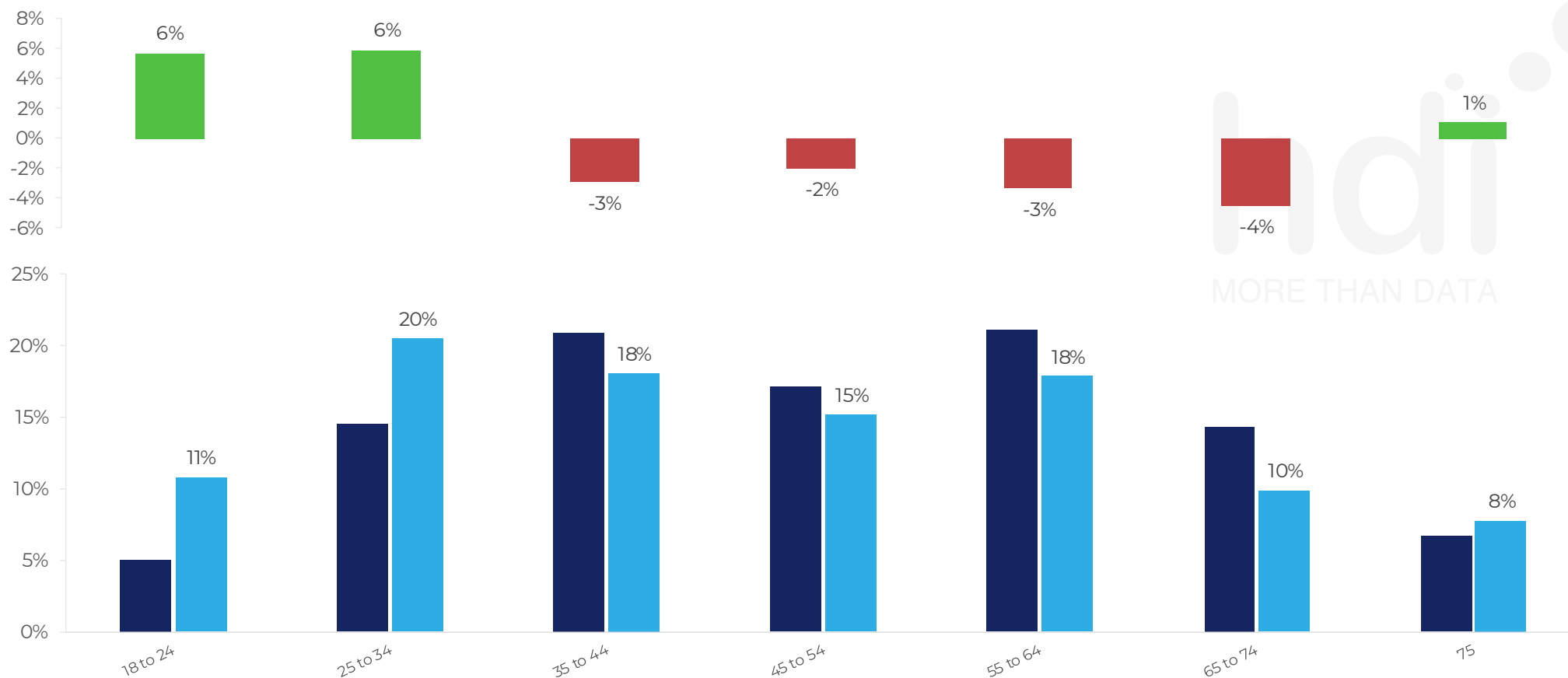




Age

How does the age profile of customers who visit Duke Of Cumberland LA96ES compare versus its competitors?

% of spend for Duke Of Cumberland LA96ES and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



■ Competitor

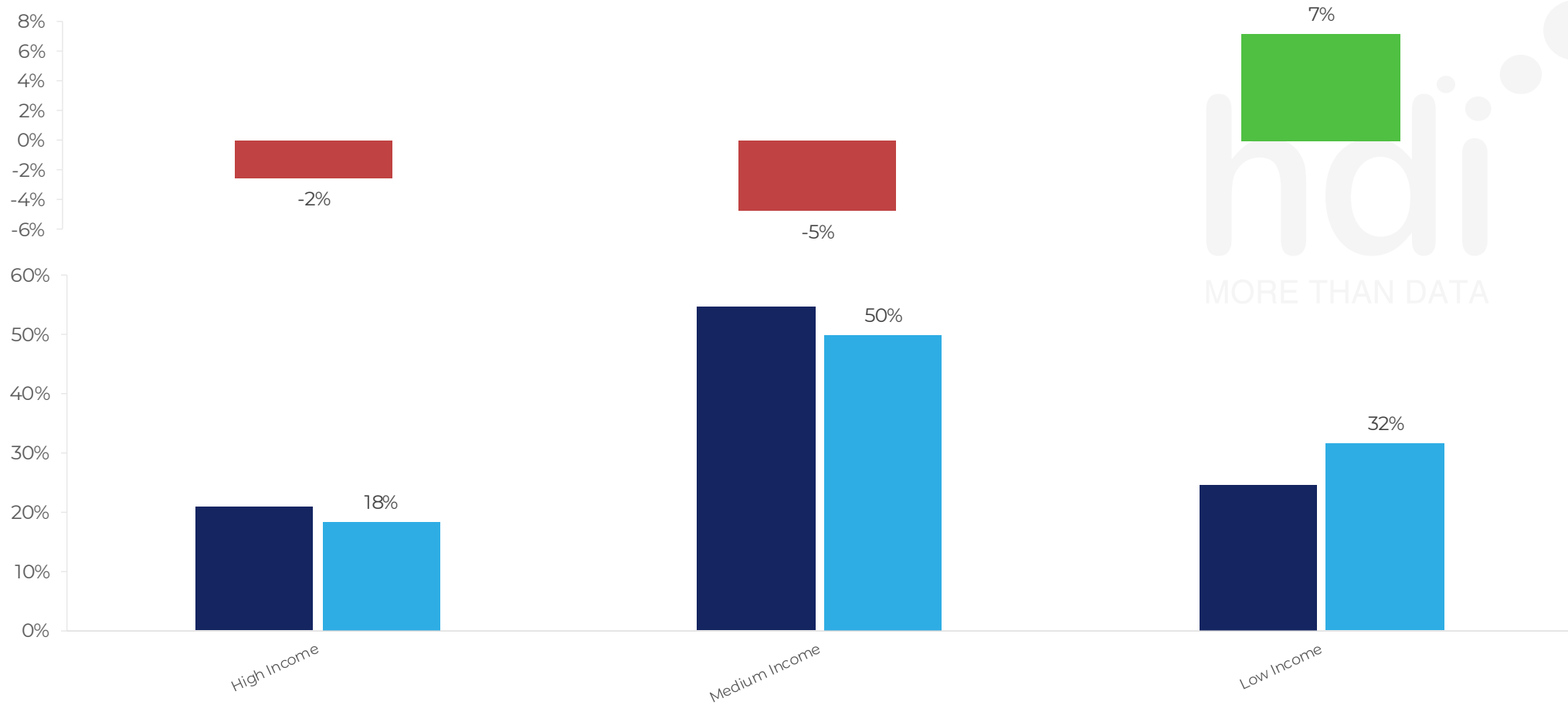
■ Duke Of Cumberland LA96ES



Affluence

How does the affluence of customers who visit Duke Of Cumberland LA96ES compare versus its competitors?

% of spend for Duke Of Cumberland LA96ES and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



■ Competitor

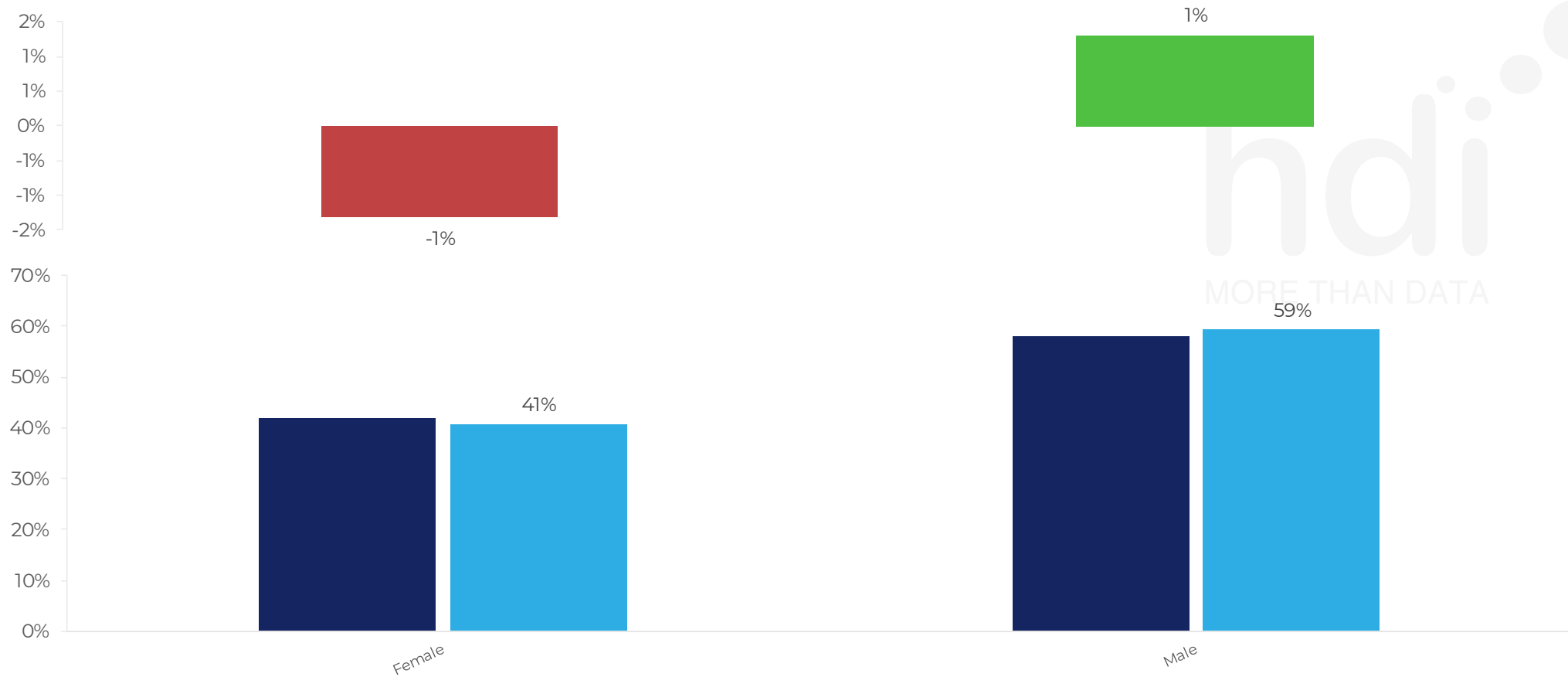
■ Duke Of Cumberland LA96ES



Gender

How does the gender profile of customers who visit Duke Of Cumberland LA96ES compare versus its competitors?

% of spend for Duke Of Cumberland LA96ES and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

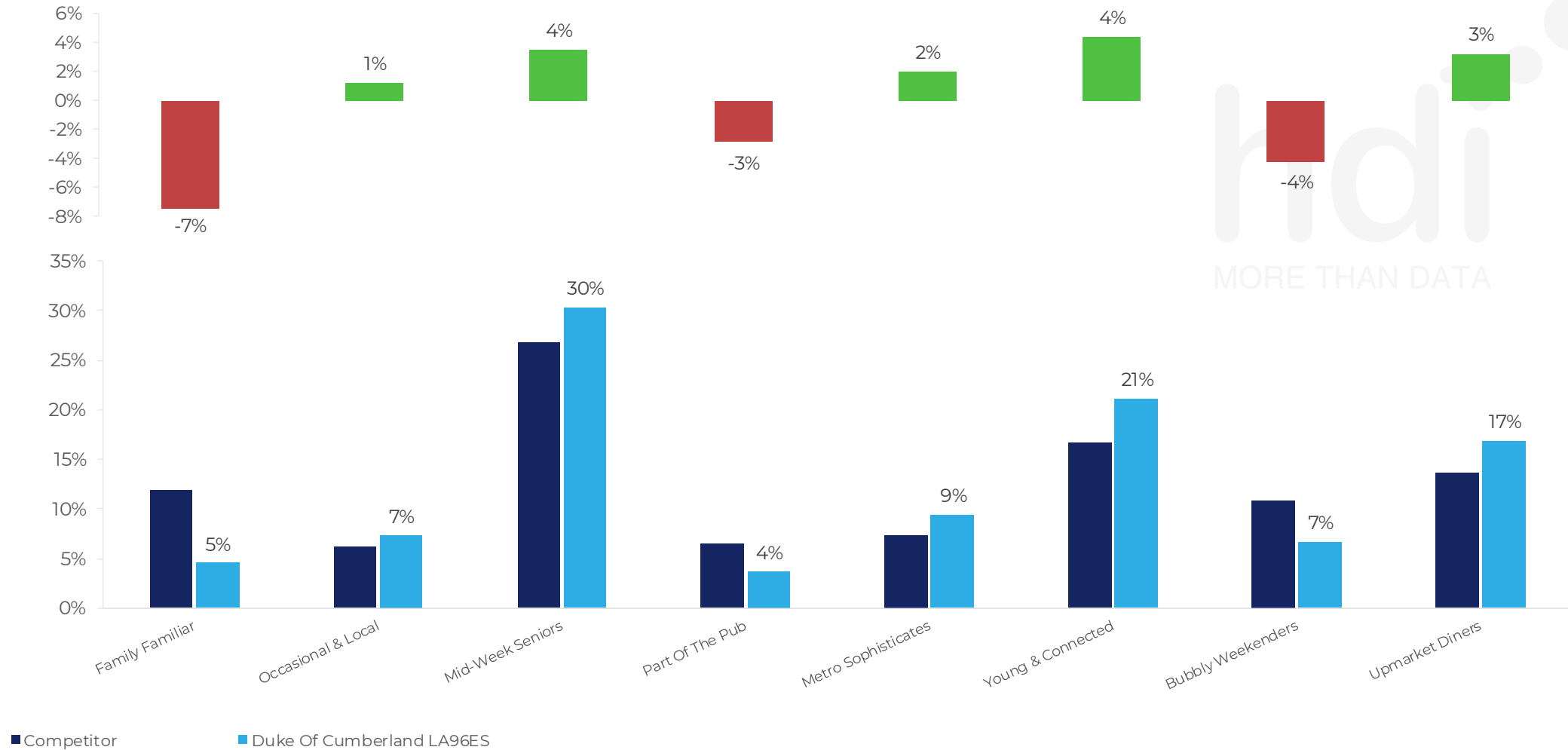
■ Duke Of Cumberland LA96ES



Punch Segmentation

How does the Custom segmentation profile of customers who visit Duke Of Cumberland LA96ES compare versus its competitors?

% of spend for Duke Of Cumberland LA96ES and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

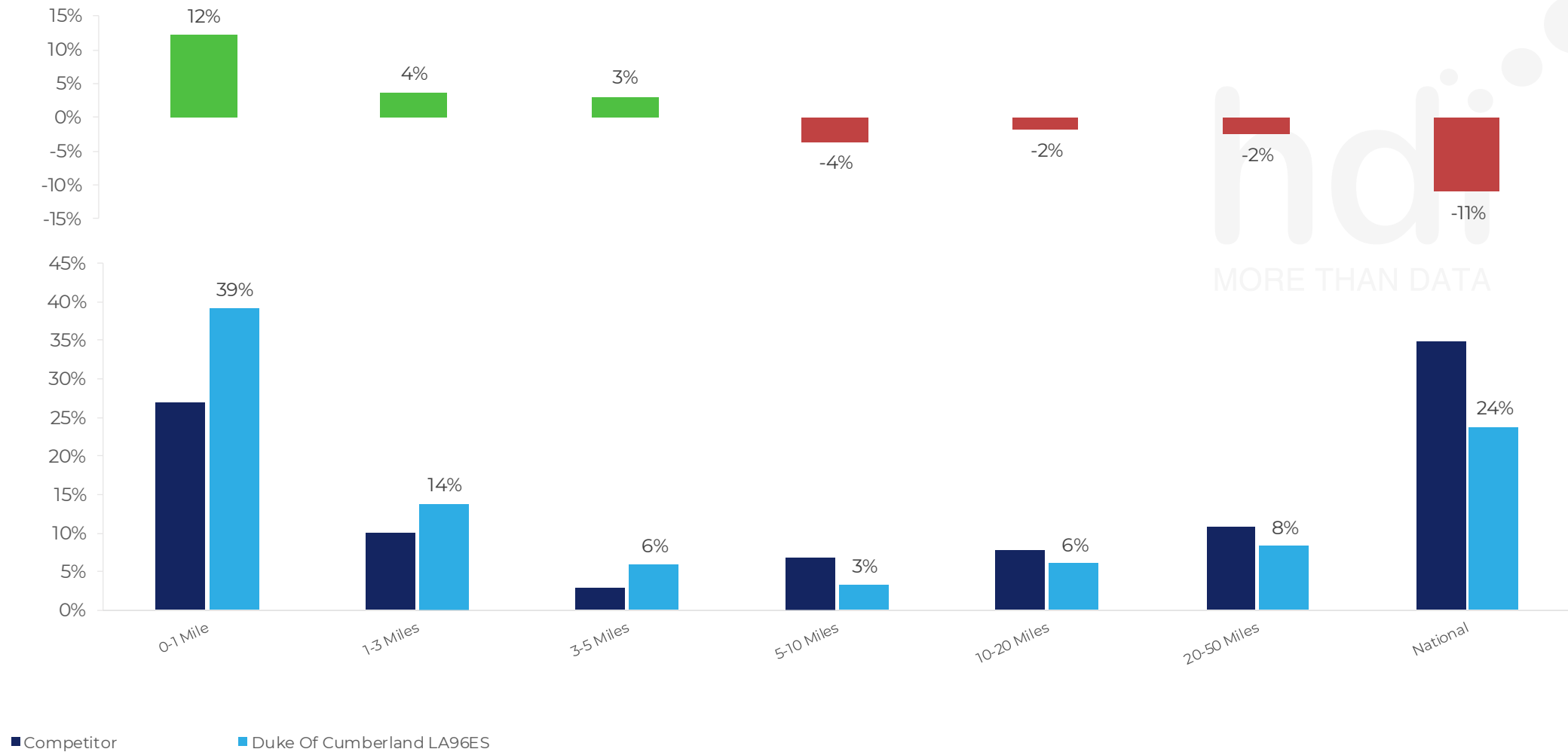




Spend by Distance

How does the spend profile of Duke Of Cumberland LA96ES compare versus its competitors based on travel distances?

% of spend for Duke Of Cumberland LA96ES and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

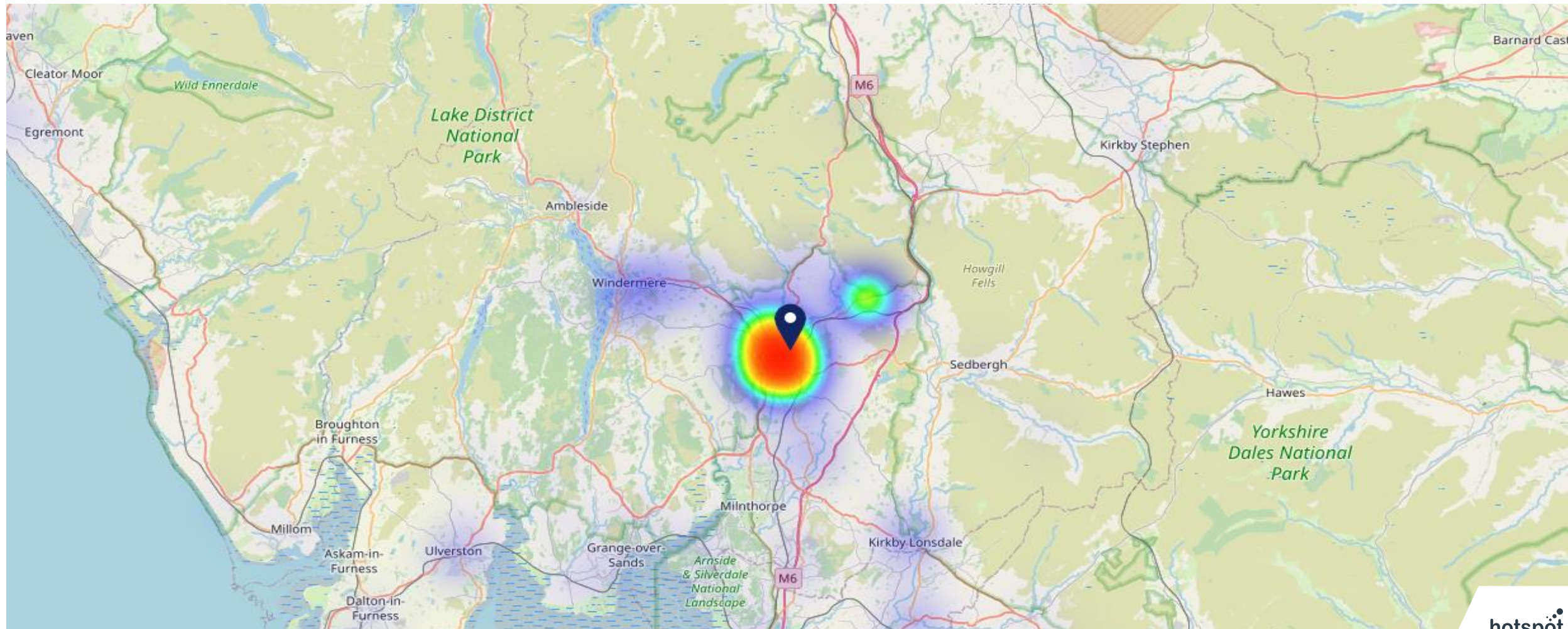




Map of Guest Origin

Where do customers of Duke Of Cumberland LA96ES come from?

Where do customers of Duke Of Cumberland LA96ES for 22/02/2023 - 14/02/2024 live

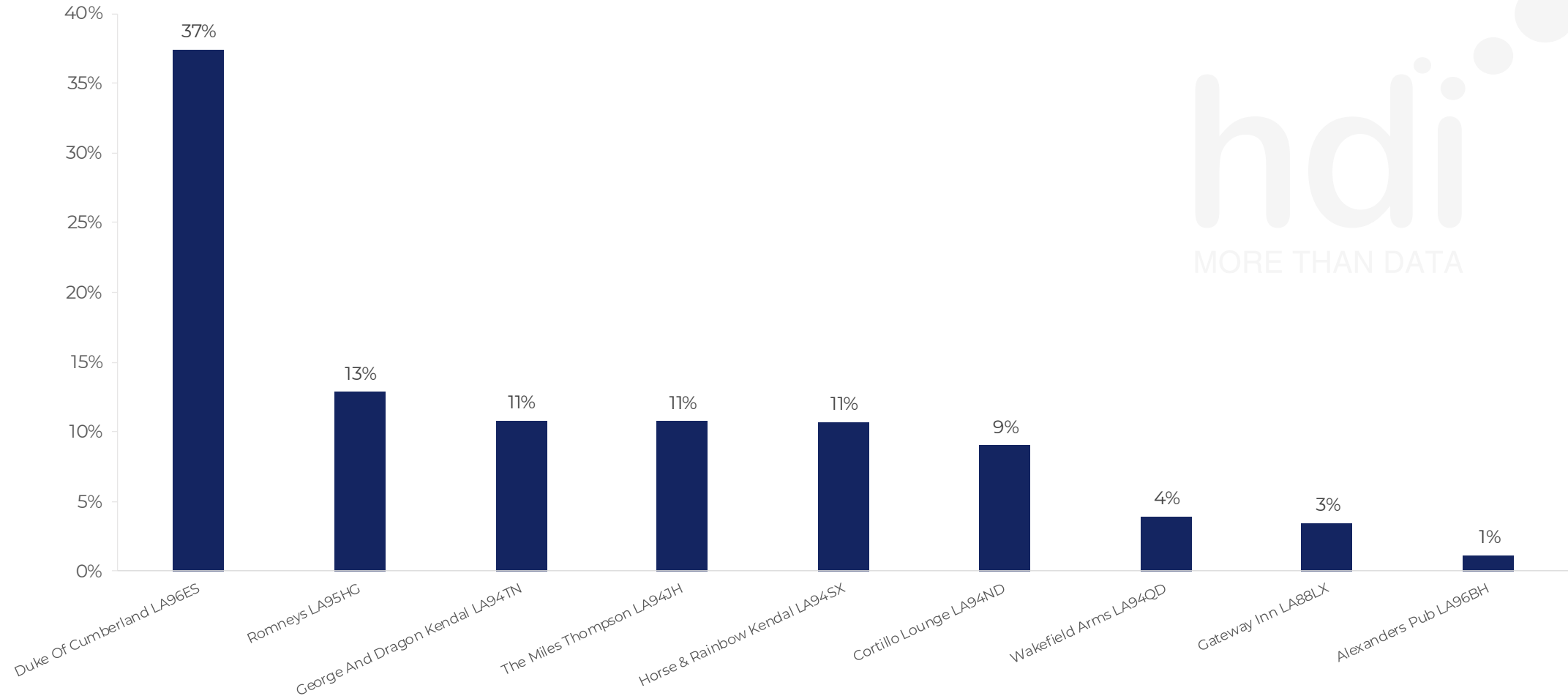




Share of Wallet

What are the Top 20 venues (by spend) that customers of Duke Of Cumberland LA96ES also visit?

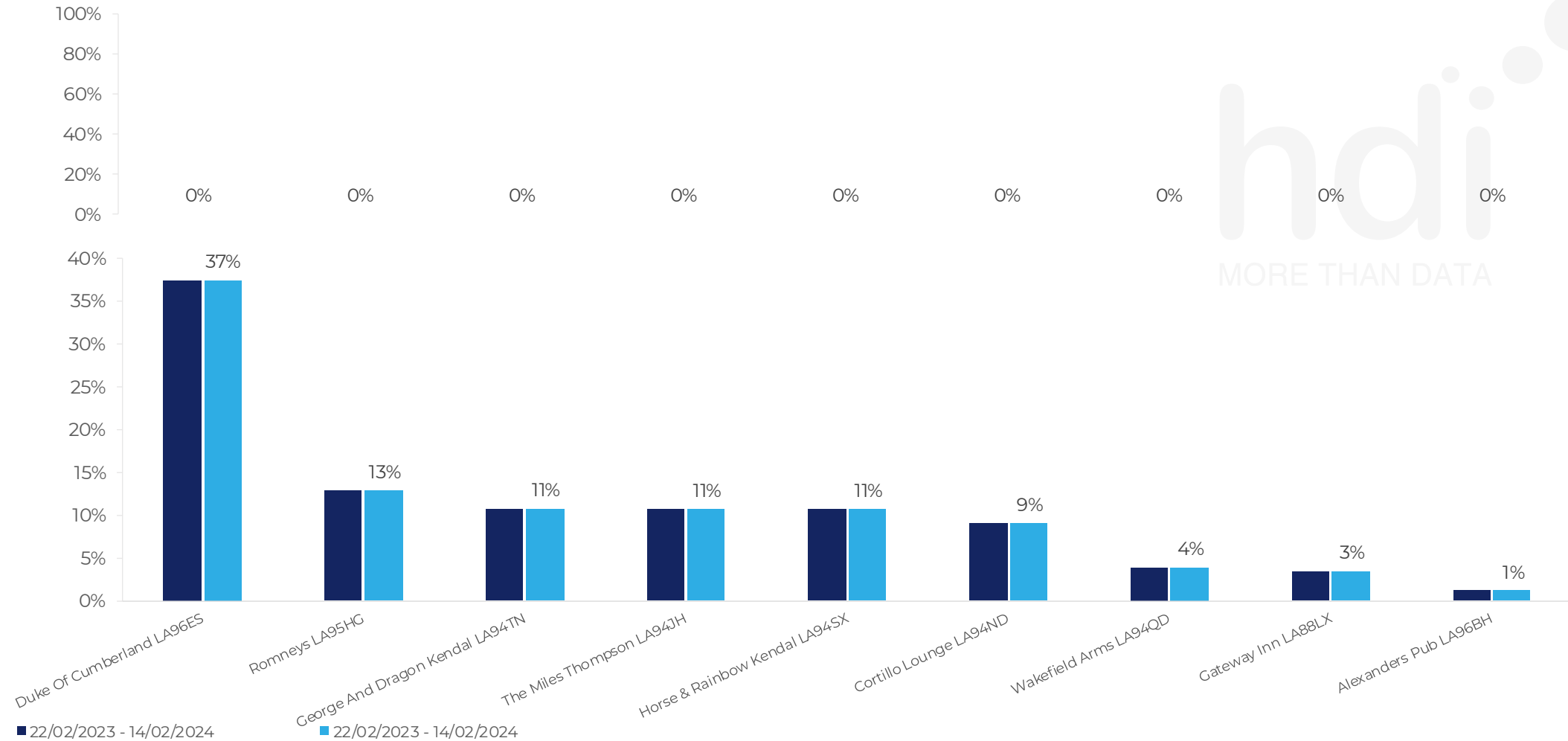
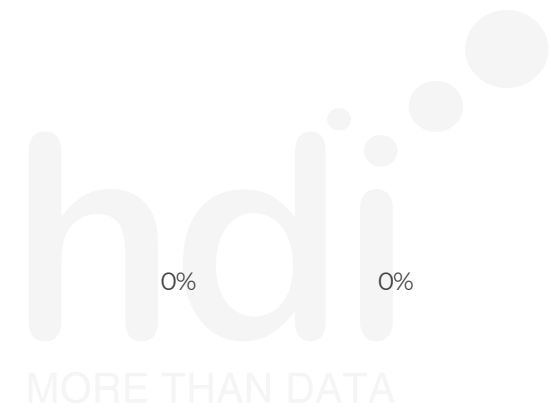
For customers of Duke Of Cumberland LA96ES, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Duke Of Cumberland LA96ES changed between two date ranges?





Market Summary

How does the local area for Duke Of Cumberland LA96ES 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	£1.97M	6	£2.64M	5	£35.90M	7	£44.98M	4
Weekpart	Mon - Thu	49.8%	9	46.2%	8	4.38%	8	4.3.6%	8
Weekpart	Fri - Sat	43.4%	5	45.4%	6	44.3%	7	43.4%	7
Weekpart	Sun	6.8%	1	8.5%	1	11.9%	1	13.0%	1
Age	18 to 24	5.5%	5	4.7%	4	5.0%	4	4.5%	2
Age	25 to 34	27.1%	8	26.7%	8	16.4%	2	15.7%	2
Age	35 to 44	20.5%	4	21.5%	4	21.9%	4	21.5%	3
Age	45 to 54	17.3%	3	17.5%	3	18.4%	3	18.7%	3
Age	55 to 64	18.9%	8	19.1%	8	21.0%	9	20.7%	9
Age	65 to 74	6.9%	6	7.0%	6	12.6%	9	13.1%	10
Age	75+	3.8%	8	3.5%	7	4.7%	8	5.7%	9
CAMEO	Business Elite	3.3%	3	5.3%	5	4.5%	4	4.6%	3
CAMEO	Prosperous Professionals	3.7%	3	6.2%	6	7.9%	7	7.9%	8
CAMEO	Flourishing Society	8.4%	4	11.7%	5	14.0%	6	14.3%	6
CAMEO	Content Communities	11.2%	5	10.5%	4	12.3%	5	13.0%	6
CAMEO	White Collar Neighbourhoods	12.8%	7	11.6%	6	12.9%	7	12.5%	7
CAMEO	Enterprising Mainstream	16.6%	10	14.4%	9	11.8%	8	11.9%	8
CAMEO	Paying The Mortgage	18.6%	8	18.6%	8	16.6%	7	16.5%	7
CAMEO	Cash Conscious Communities	14.2%	9	12.1%	8	8.8%	5	8.5%	5
CAMEO	On A Budget	6.3%	5	5.5%	4	6.3%	5	6.1%	5
CAMEO	Family Value	4.8%	7	4.1%	7	4.9%	7	4.7%	7
Affluence	AB	15.4%	3	23.2%	4	26.4%	5	26.8%	5
Affluence	C1C2	59.3%	9	55.0%	8	53.6%	8	53.9%	8
Affluence	DE	25.2%	7	21.7%	6	20.1%	6	19.3%	5



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Our Local Destination

Achievable Average Weekly
Takings

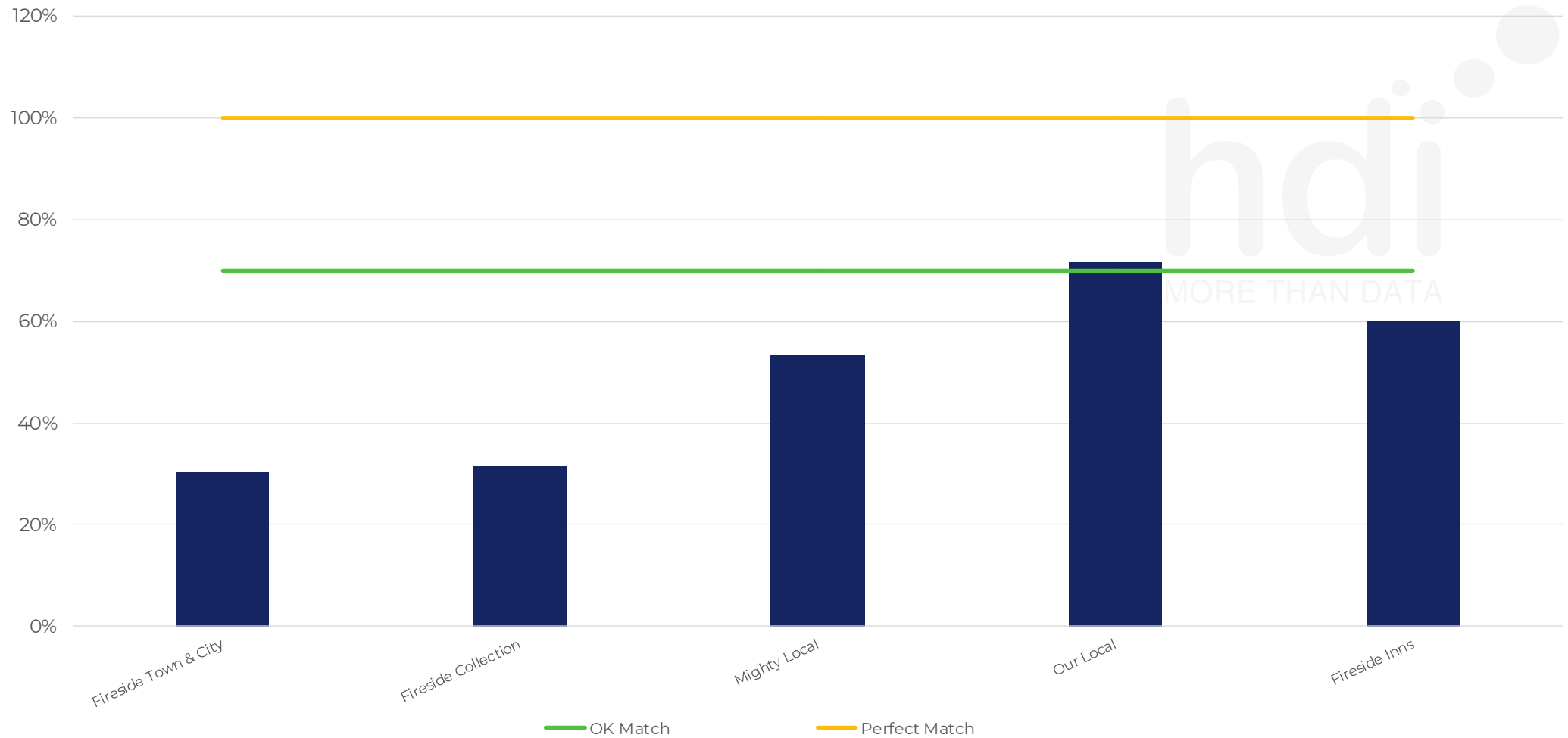
£7000

- 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



Site Potential 2

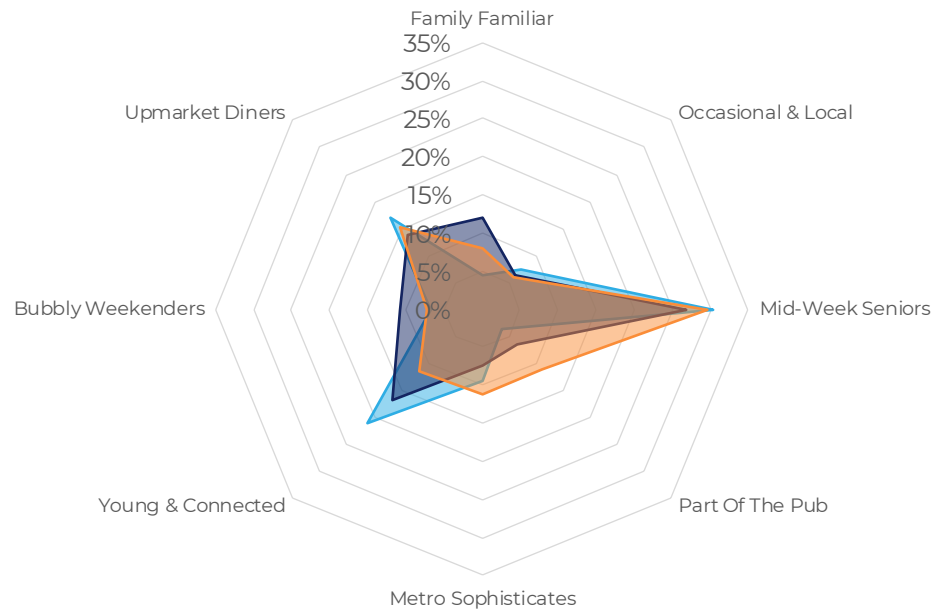
Concept Recommendation





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
Duke Of Cumberland	323	4.52%	7.34%	30.32%	3.66%	9.41%	21.15%	6.67%	16.87%
Local Catchment	1836	11.90%	6.11%	26.80%	6.51%	7.40%	16.74%	10.86%	13.63%
Punch T&L	110504	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Duke Of Cumberland vs Local Catchment		-7.38%	1.23%	3.52%	-2.85%	2.01%	4.41%	-4.19%	3.24%
Duke Of Cumberland vs Punch T&L		-3.56%	1.42%	0.78%	-7.52%	-1.88%	9.53%	-0.48%	1.68%
Local Catchment vs Punch T&L		3.82%	0.19%	-2.74%	-4.67%	-3.89%	5.12%	3.71%	-1.56%



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
Duke Of Cumberland LA96ES	323	4.52%	7.34%	30.32%	3.66%	9.41%	21.15%	6.67%	16.87%
Romneys LA95HG	478	10.22%	6.12%	31.59%	0.99%	8.87%	15.02%	10.50%	16.64%
George And Dragon Kendal LA94TN	247	9.73%	4.18%	9.26%	31.86%	3.15%	29.03%	9.99%	2.76%
The Miles Thompson LA94JH	578	15.75%	4.61%	27.30%	17.27%	4.00%	16.02%	11.54%	3.48%
Horse & Rainbow Kendal LA94SX	238	6.75%	17.07%	6.95%	16.60%	9.72%	30.07%	10.08%	2.73%
Cortillo Lounge LA94ND	406	14.90%	3.38%	28.22%	0.62%	7.53%	14.32%	11.90%	19.09%
Wakefield Arms LA94QD	280	18.24%	10.78%	30.16%	4.28%	5.19%	11.62%	9.52%	10.16%
Gateway Inn LA88LX	182	9.00%	1.03%	26.68%	1.06%	6.60%	17.00%	13.70%	24.88%
Alexanders Pub LA96BH	124	11.31%	1.83%	32.34%	3.93%	10.55%	10.92%	9.83%	19.25%