



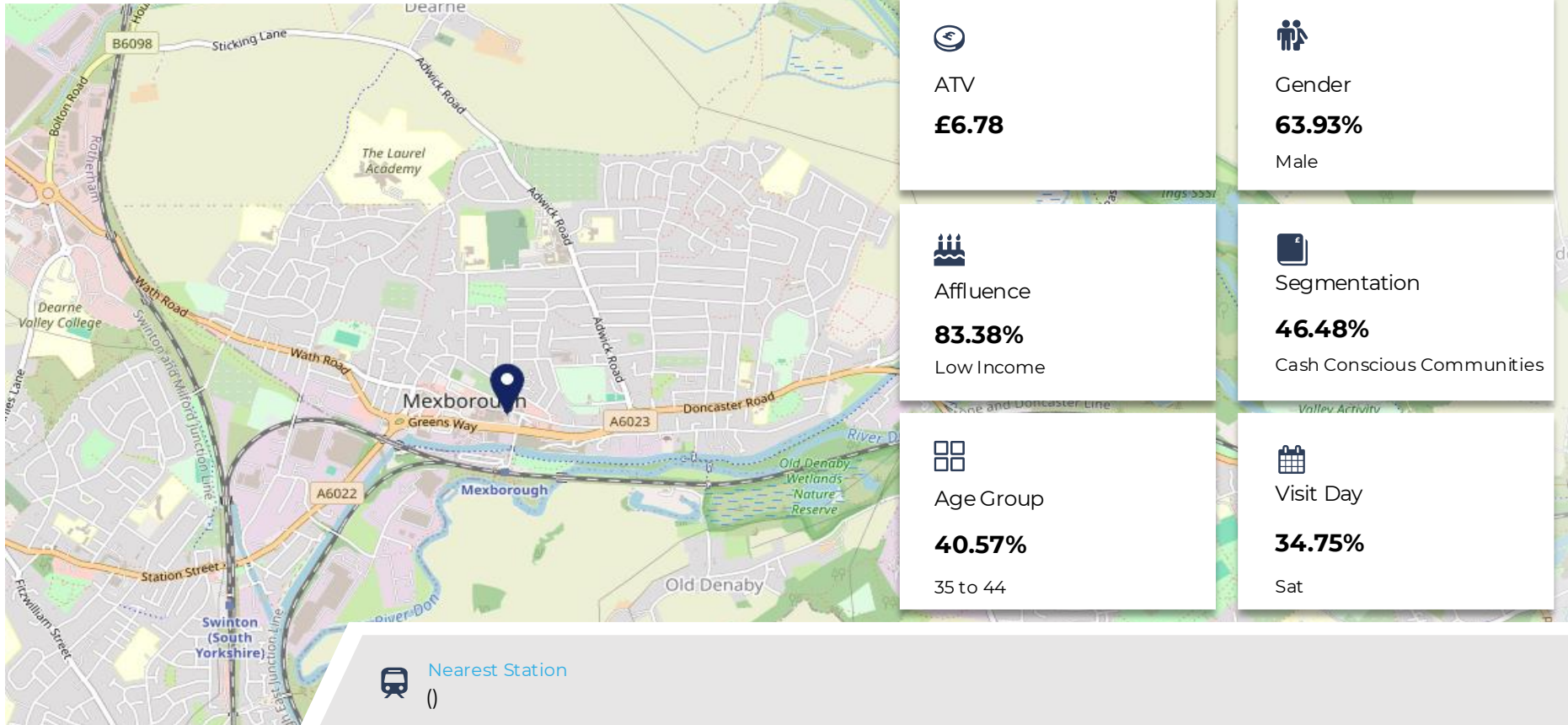
Site Summary



Montagu Arms S649AF

S649AF

Punch - Mighty Local

**Work Area**
Doncaster**Region**
Yorkshire and The Humber**TV Region**
Yorkshire**Urbanicity**
Urban minor conurbation**ATV**
£6.78**Gender**
63.93%
Male**Affluence**
83.38%
Low Income**Segmentation**
46.48%
Cash Conscious Communities**Age Group**
40.57%
35 to 44**Visit Day**
34.75%
Sat

Top Competitors

**The Old Market Hall**
S649QA
 JD Wetherspoon

#1

**Robin Hood Inn Swinton**
S648QA
 Craft Union

#2

**Pastures Lodge**
S640JJ
 Redcat

#3

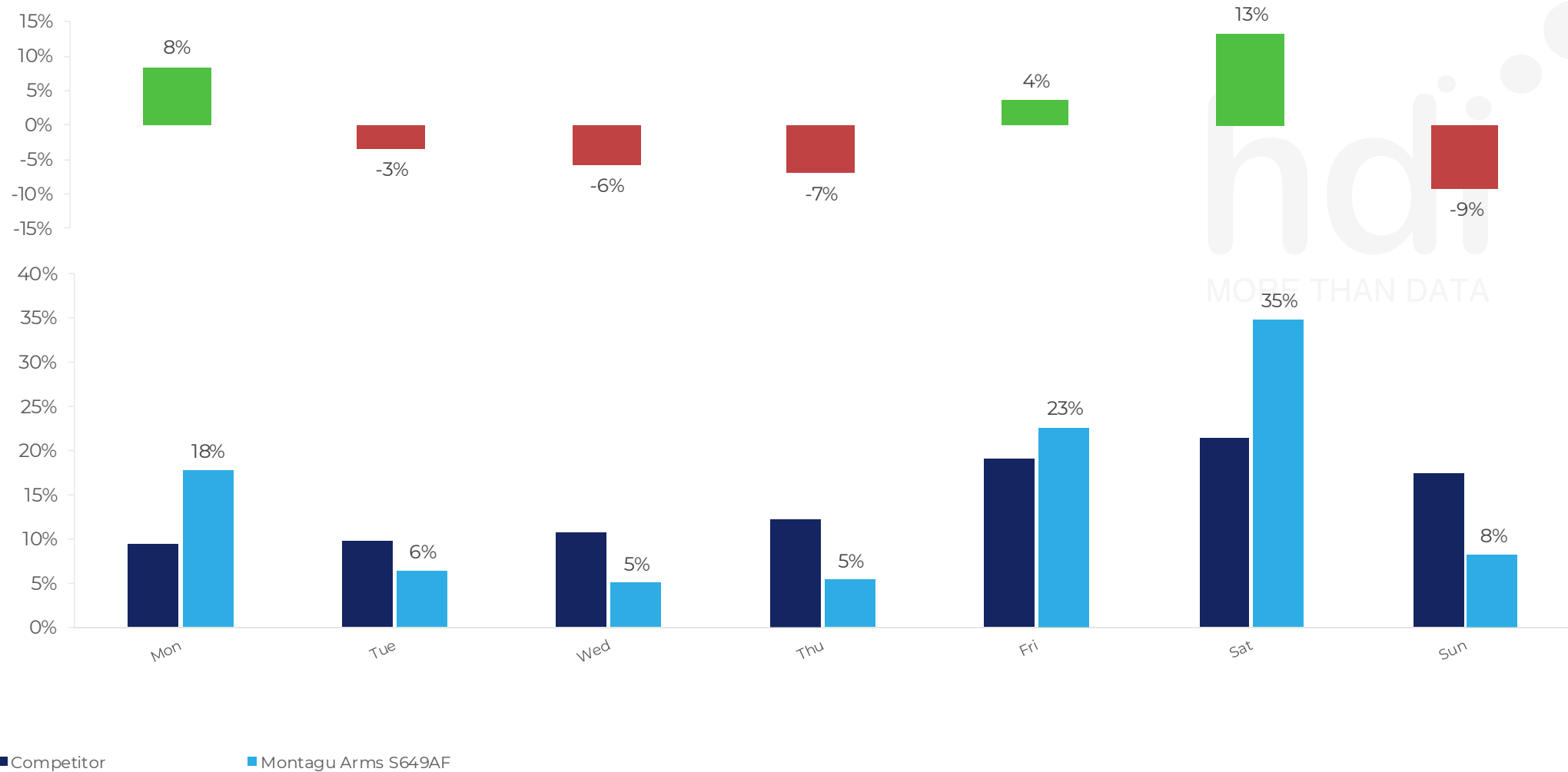
**Nearest Station**
()



Spend by Weekpart

How is customer spend distributed throughout the week for Montagu Arms S649AF versus its competitors?

% of spend for Montagu Arms S649AF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

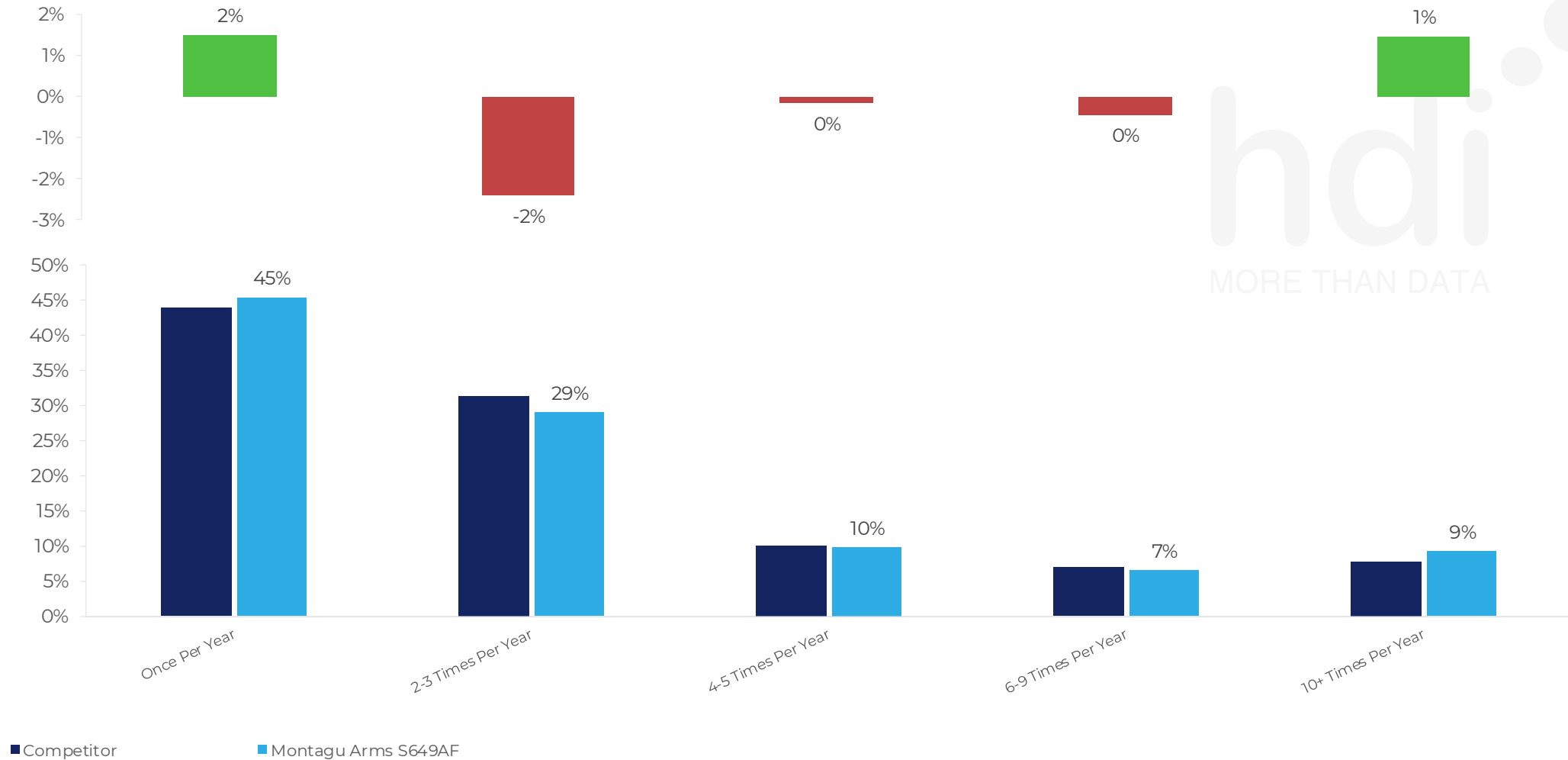




Visit Frequency

How frequently per year do customers visit Montagu Arms S649AF versus its competitors?

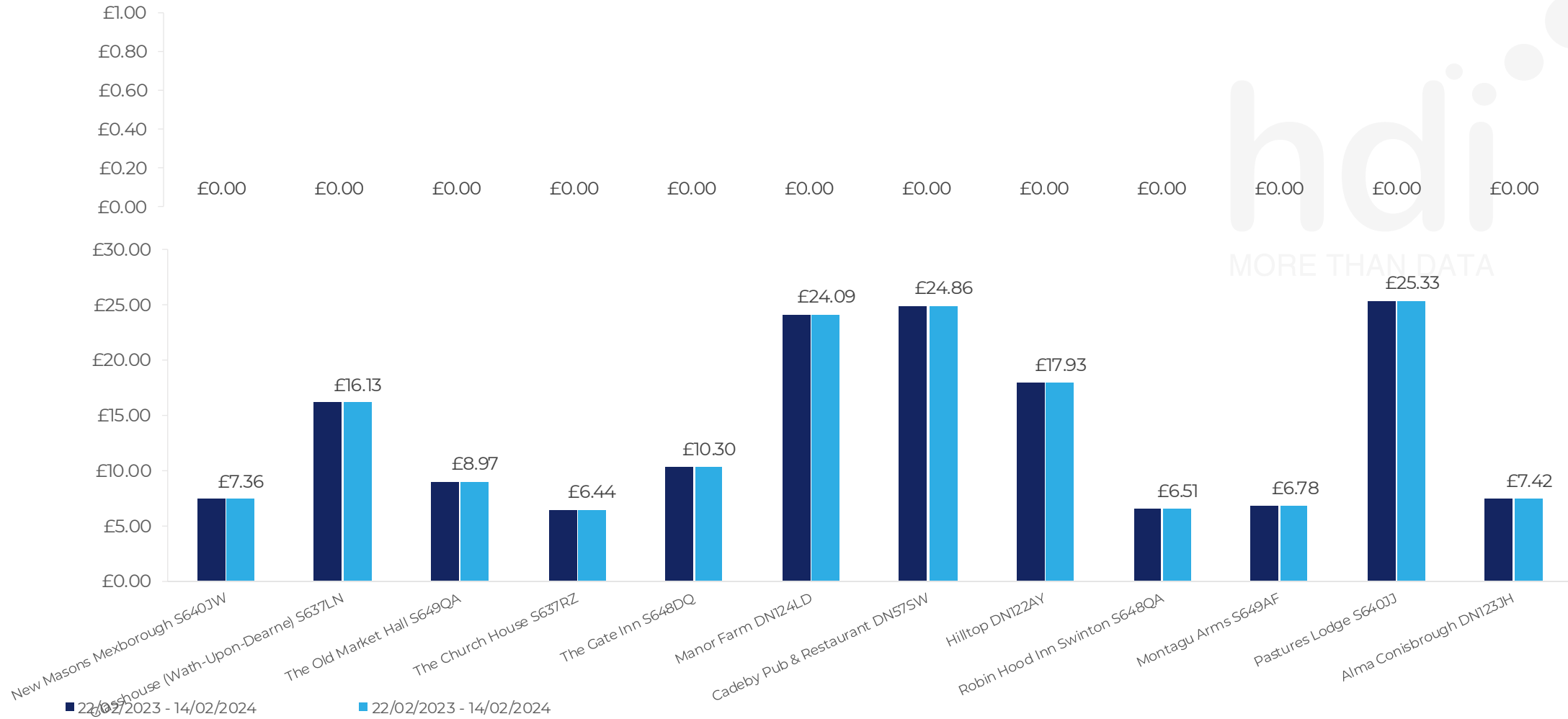
% of customer numbers for Montagu Arms S649AF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

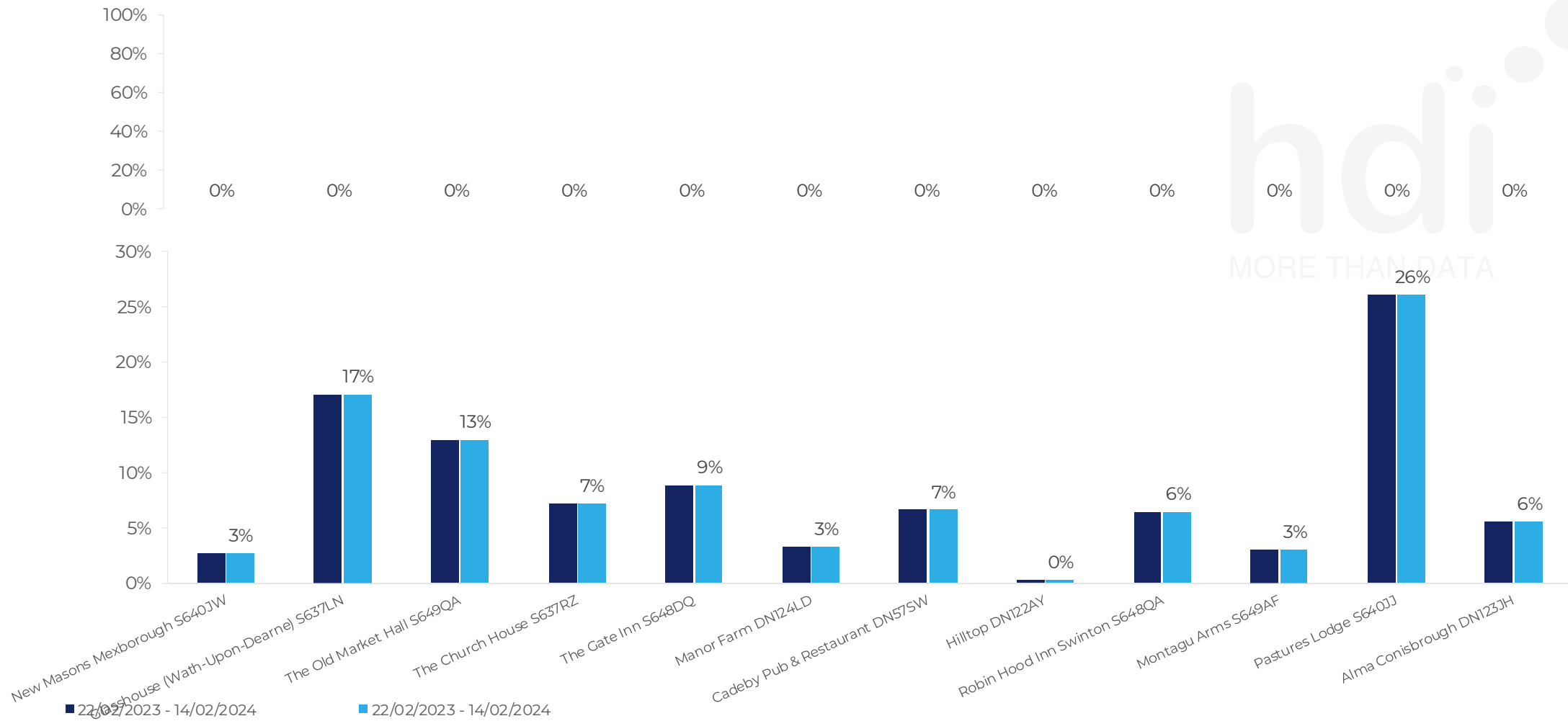




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Montagu Arms S649AF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

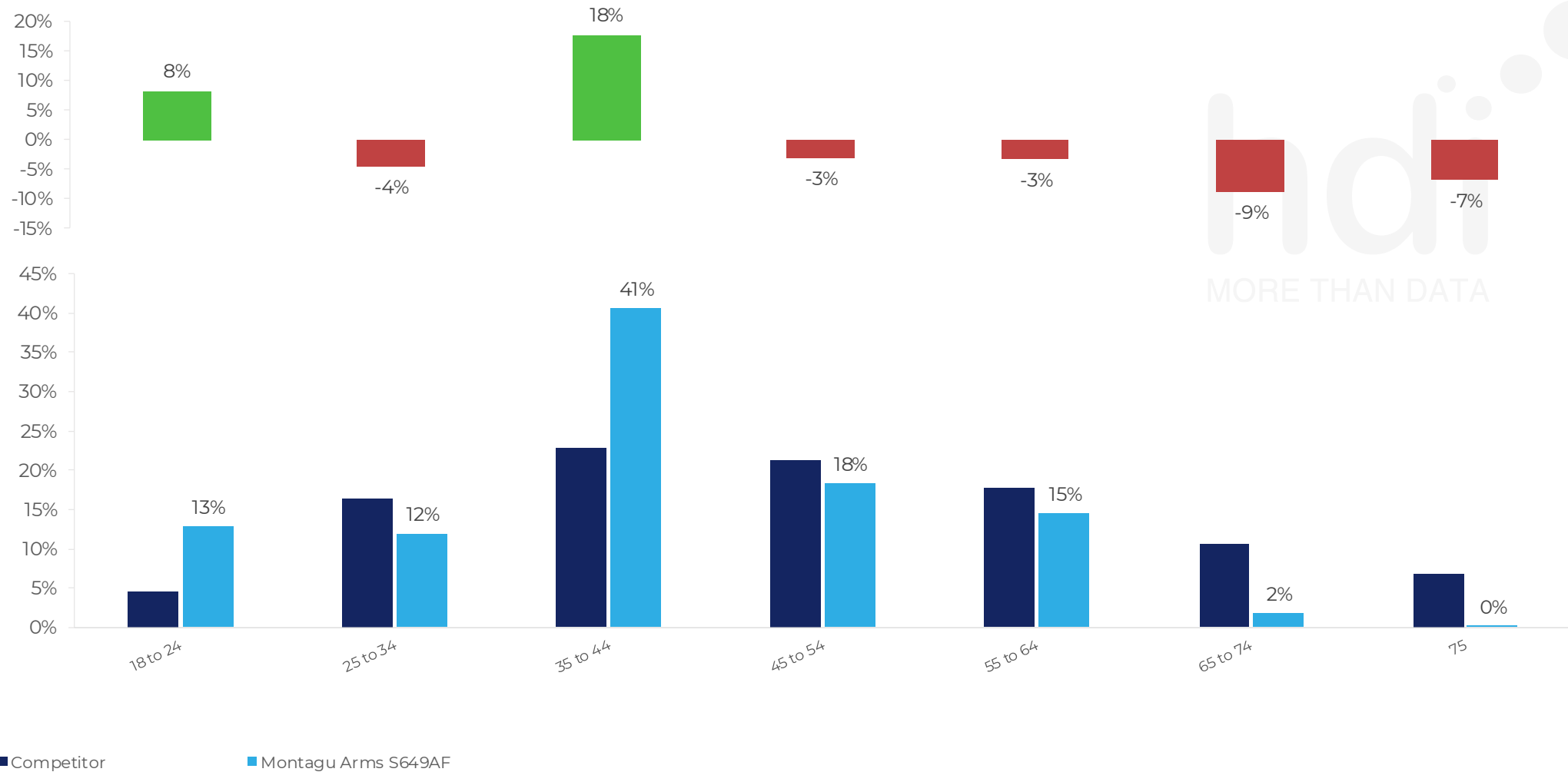




Age

How does the age profile of customers who visit Montagu Arms S649AF compare versus its competitors?

% of spend for Montagu Arms S649AF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

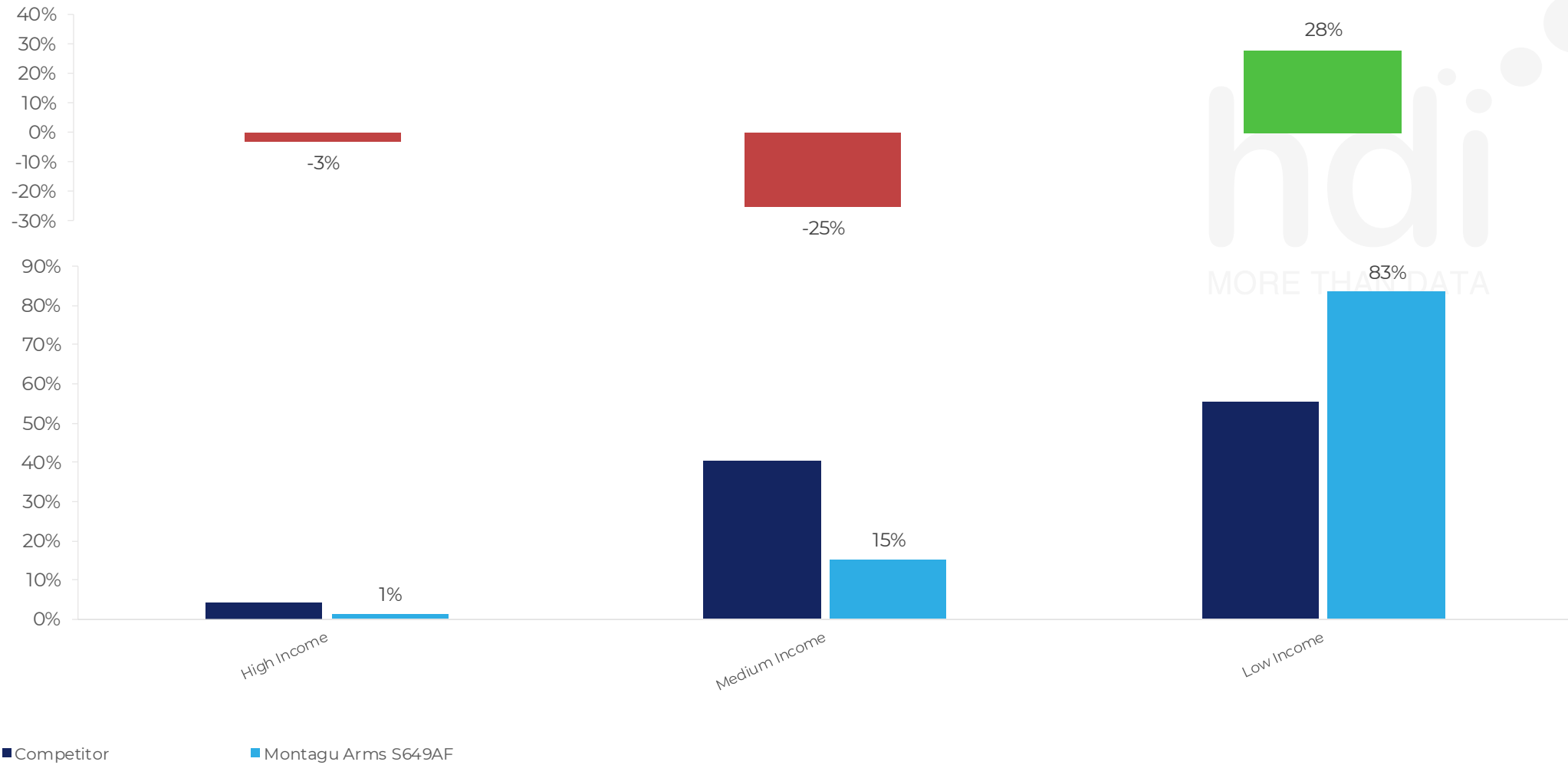




Affluence

How does the affluence of customers who visit Montagu Arms S649AF compare versus its competitors?

% of spend for Montagu Arms S649AF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

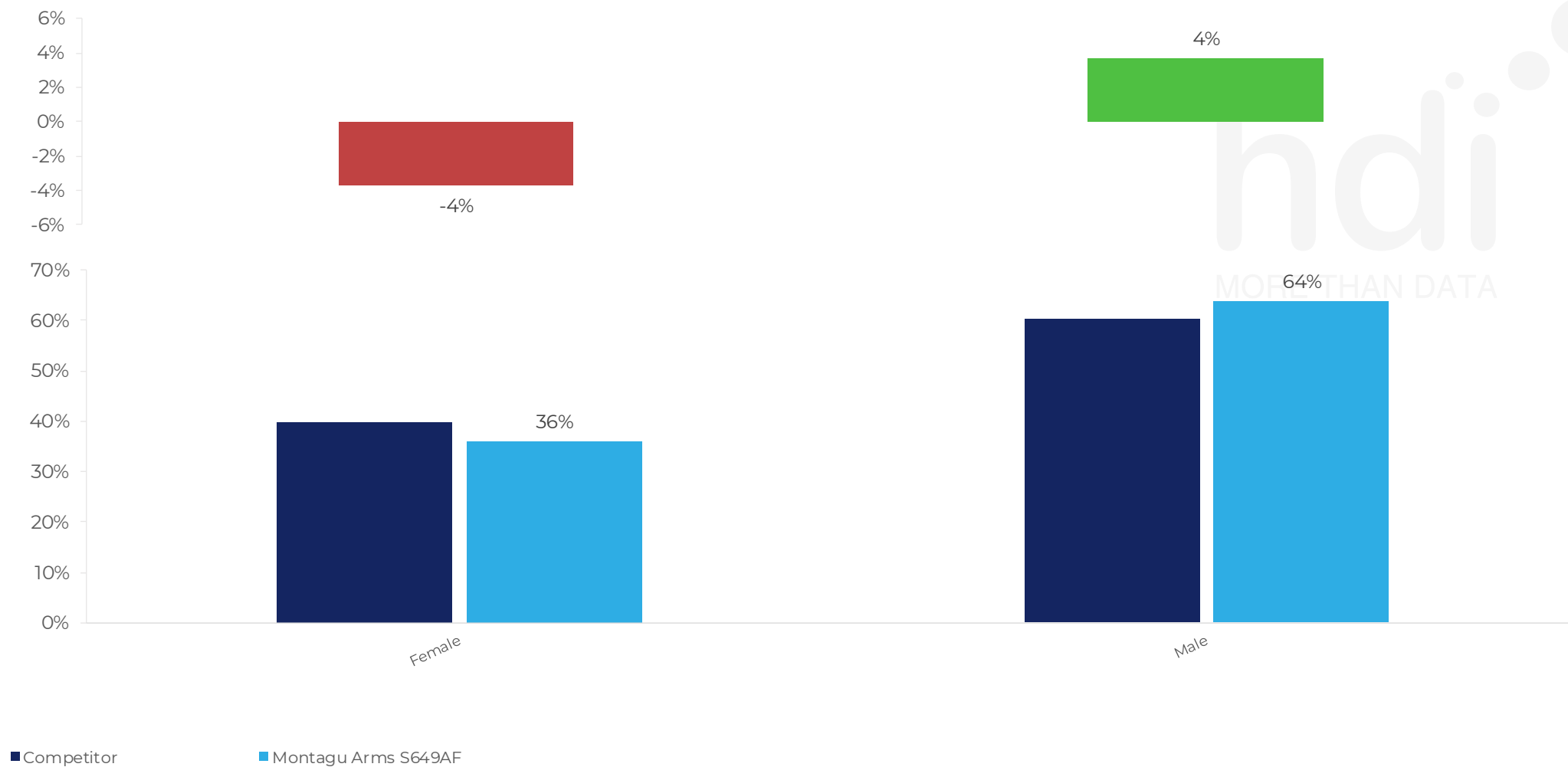




Gender

How does the gender profile of customers who visit Montagu Arms S649AF compare versus its competitors?

% of spend for Montagu Arms S649AF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

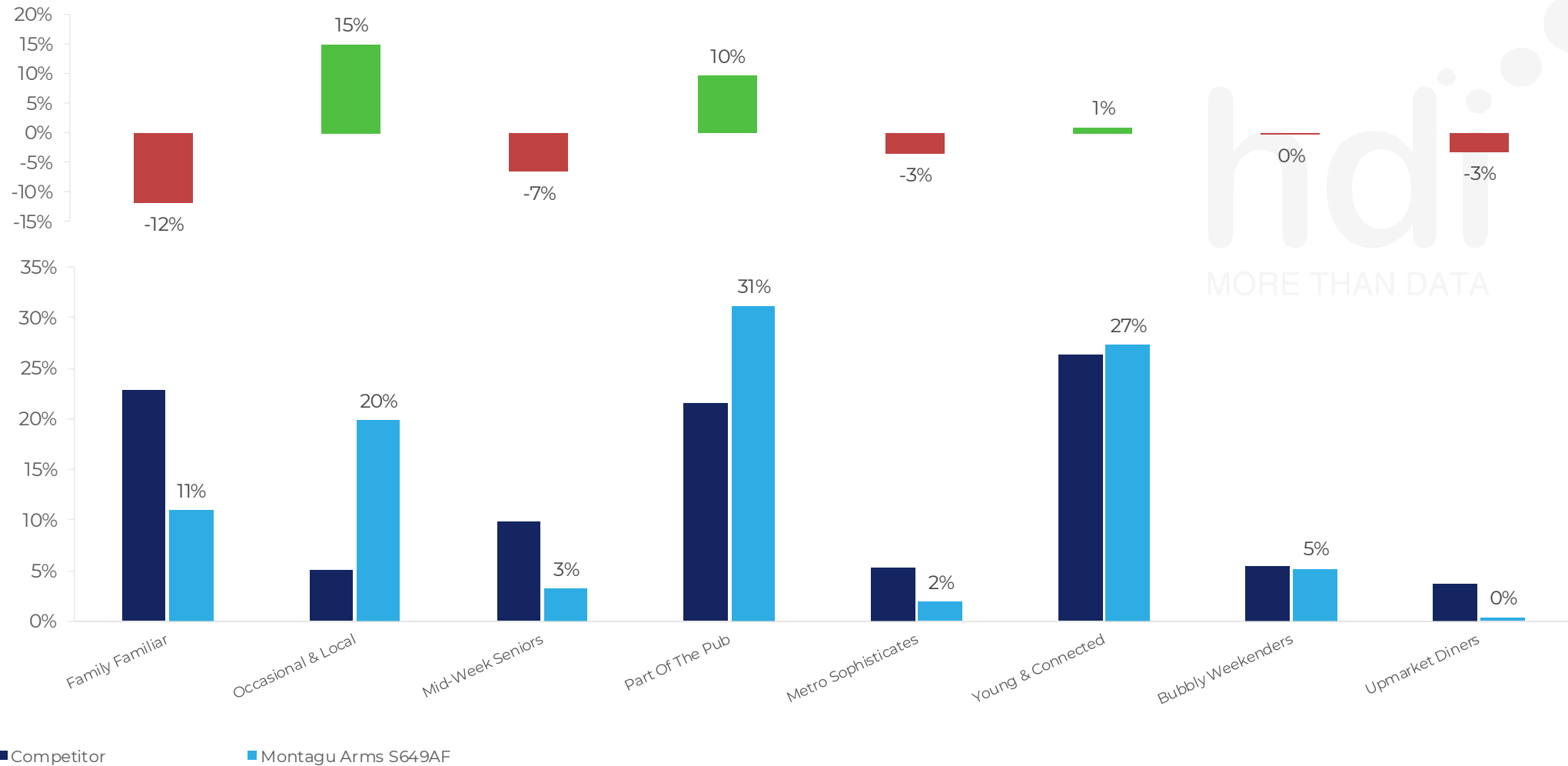




Punch Segmentation

How does the Custom segmentation profile of customers who visit Montagu Arms S649AF compare versus its competitors?

% of spend for Montagu Arms S649AF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

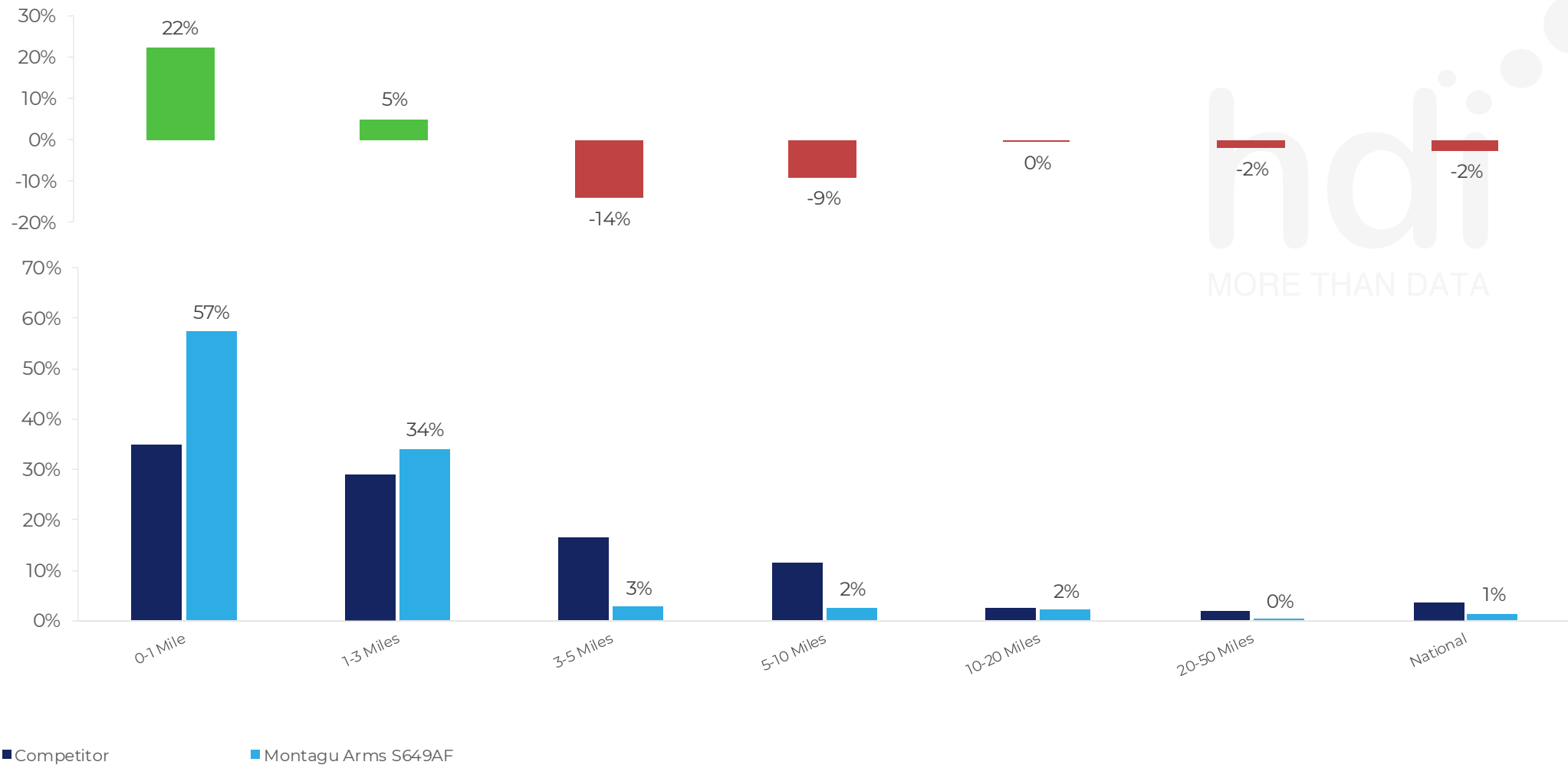




Spend by Distance

How does the spend profile of Montagu Arms S649AF compare versus its competitors based on travel distances?

% of spend for Montagu Arms S649AF and 113 Chains in 3 Miles from 22/02/2023- 14/02/2024 split by Distance travelled

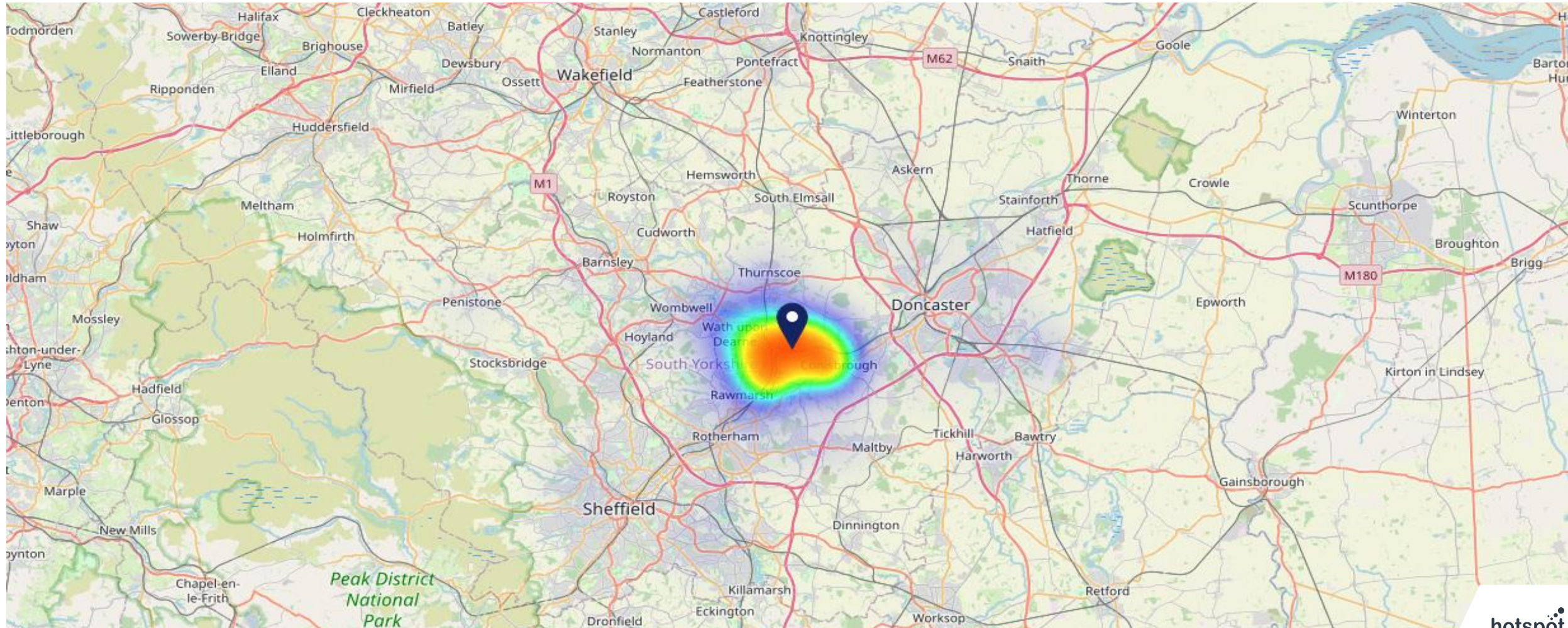




Map of Guest Origin

Where do customers of Montagu Arms S649AF come from?

Where do customers of Montagu Arms S649AF for 22/02/2023 - 14/02/2024 live

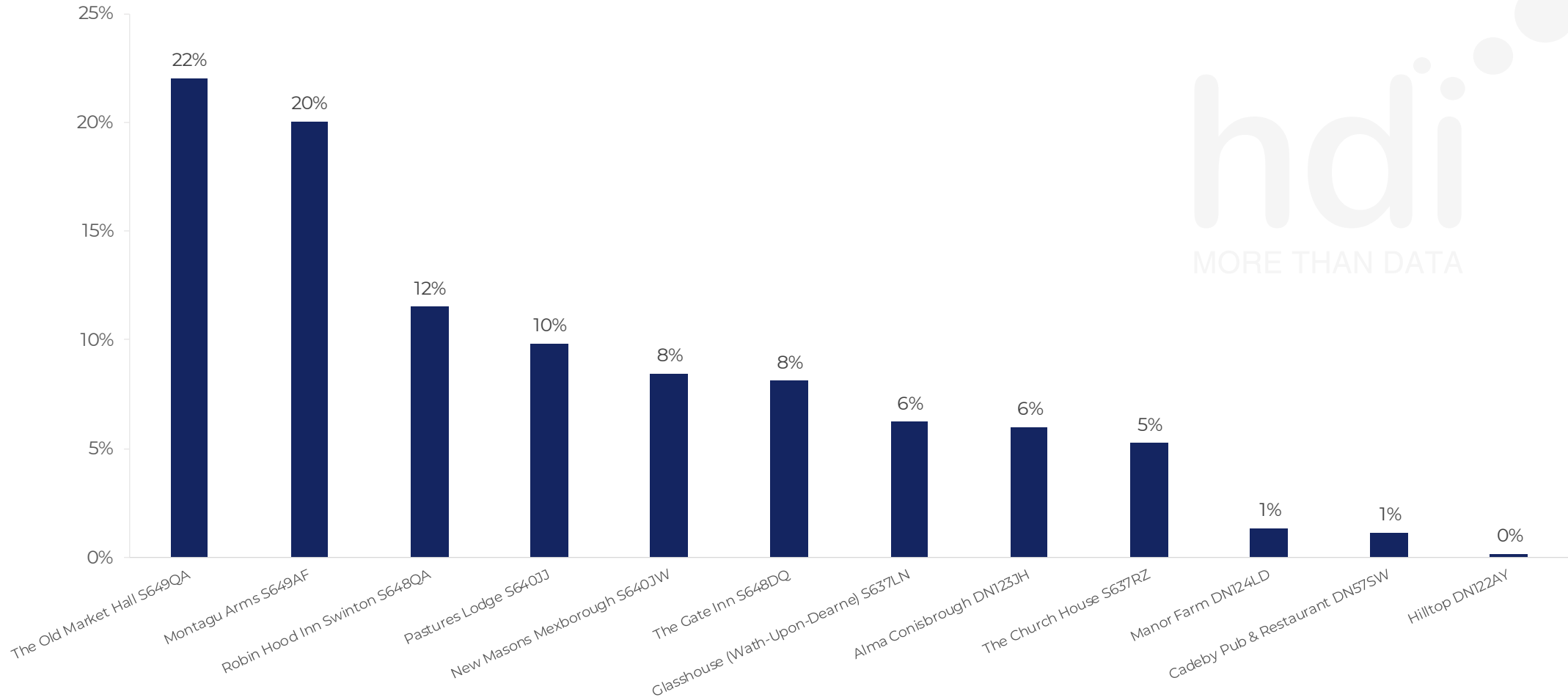




Share of Wallet

What are the Top 20 venues (by spend) that customers of Montagu Arms S649AF also visit?

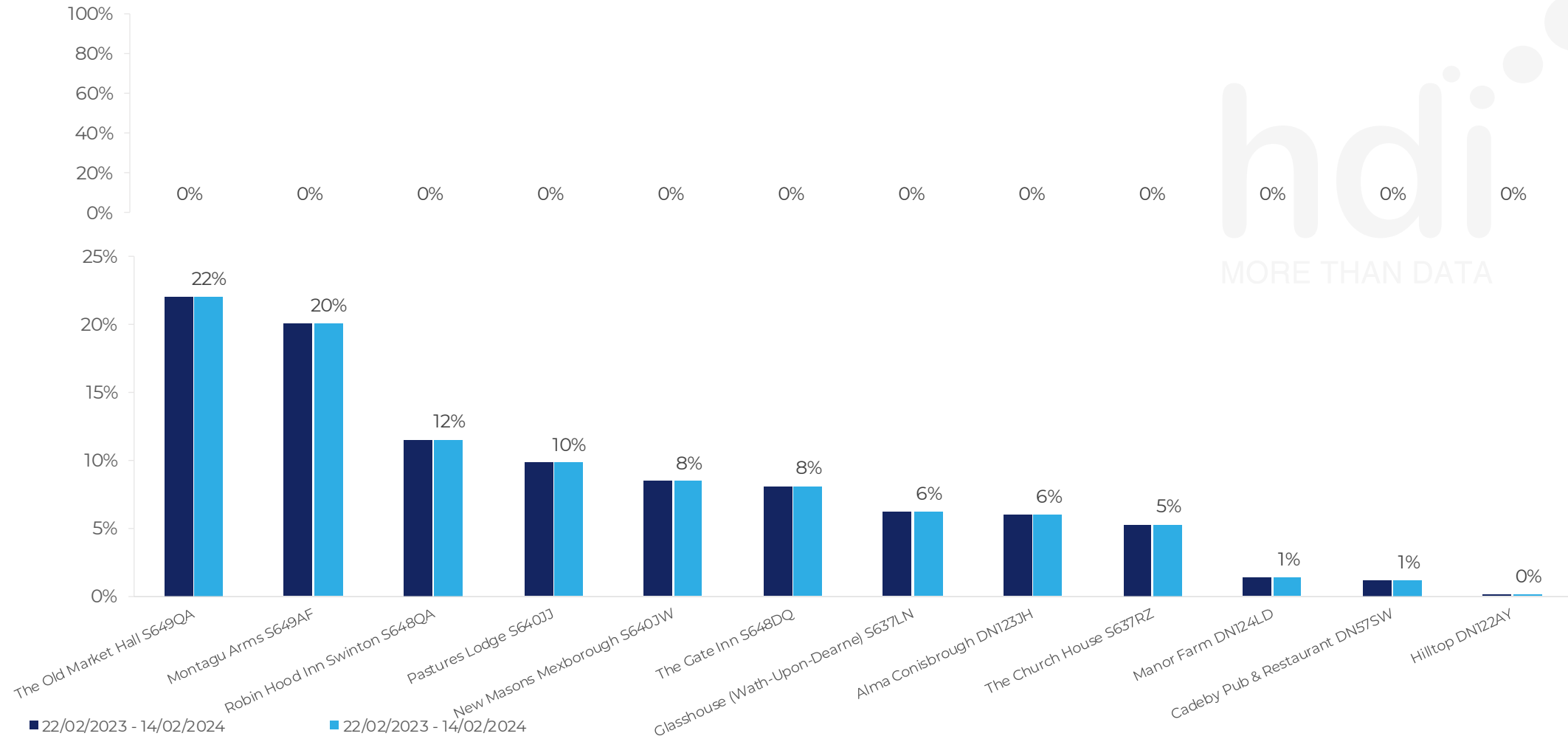
For customers of Montagu Arms S649AF, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Montagu Arms S649AF changed between two date ranges?





Market Summary

How does the local area for Montagu Arms S649AF 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	£3.85M	7	£5.66M	6	£10.29M	5	£56.01M	5
Weekpart	Mon - Thu	42.9%	7	39.6%	5	42.6%	7	41.8%	6
Weekpart	Fri - Sat	45.1%	6	46.9%	8	45.6%	8	42.0%	5
Weekpart	Sun	11.9%	3	13.4%	4	11.7%	1	16.1%	7
Age	18 to 24	4.1%	4	5.4%	5	6.4%	5	6.8%	5
Age	25 to 34	13.8%	2	14.8%	2	15.4%	2	17.6%	2
Age	35 to 44	23.0%	5	27.1%	8	26.4%	8	26.3%	8
Age	45 to 54	20.0%	5	19.6%	5	20.6%	6	19.5%	4
Age	55 to 64	20.7%	8	18.5%	8	18.4%	8	18.2%	8
Age	65 to 74	15.2%	10	11.8%	9	9.6%	8	8.5%	8
Age	75+	3.2%	7	2.8%	6	3.2%	7	3.2%	7
CAMEO	Business Elite	0.6%	1	0.5%	1	0.5%	1	0.9%	1
CAMEO	Prosperous Professionals	0.3%	1	0.2%	1	0.4%	1	1.2%	1
CAMEO	Flourishing Society	0.8%	1	0.8%	1	1.0%	1	2.3%	1
CAMEO	Content Communities	5.7%	1	5.8%	1	6.7%	1	7.7%	1
CAMEO	White Collar Neighbourhoods	5.1%	1	4.6%	1	3.9%	1	5.6%	1
CAMEO	Enterprising Mainstream	5.3%	4	4.5%	3	4.8%	3	6.8%	4
CAMEO	Paying The Mortgage	19.9%	9	18.2%	8	20.2%	9	19.7%	9
CAMEO	Cash Conscious Communities	28.0%	10	31.5%	10	28.5%	10	28.0%	10
CAMEO	On A Budget	13.9%	9	14.0%	10	13.5%	10	7.9%	7
CAMEO	Family Value	20.4%	10	19.8%	10	20.6%	10	19.7%	10
Affluence	AB	1.7%	1	1.5%	1	1.9%	1	4.4%	1
Affluence	C1C2	36.0%	2	33.2%	1	35.5%	1	39.9%	2
Affluence	DE	62.2%	10	65.3%	10	62.5%	10	55.7%	10



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Non-Core

Achievable Average Weekly
Takings

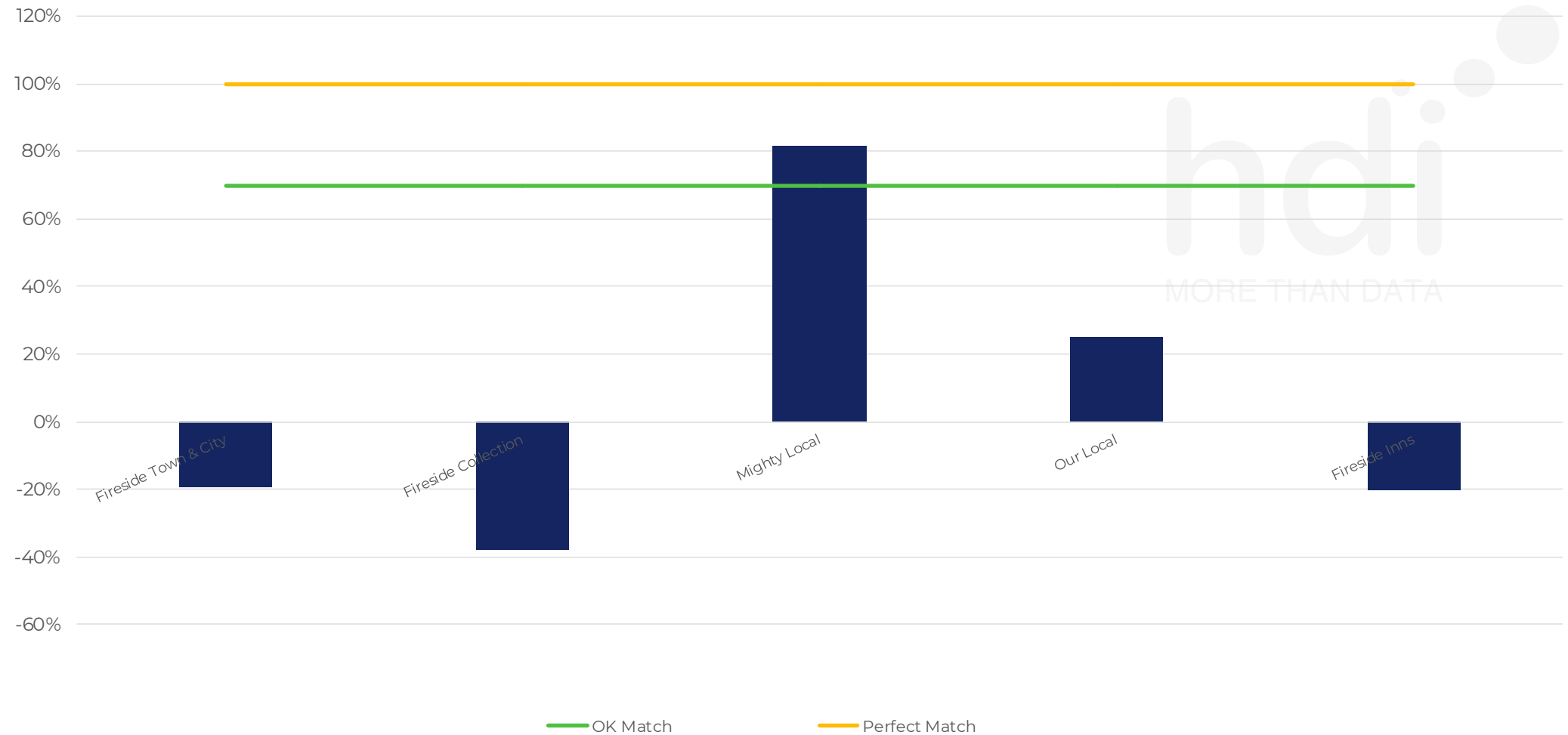
£10000

- 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

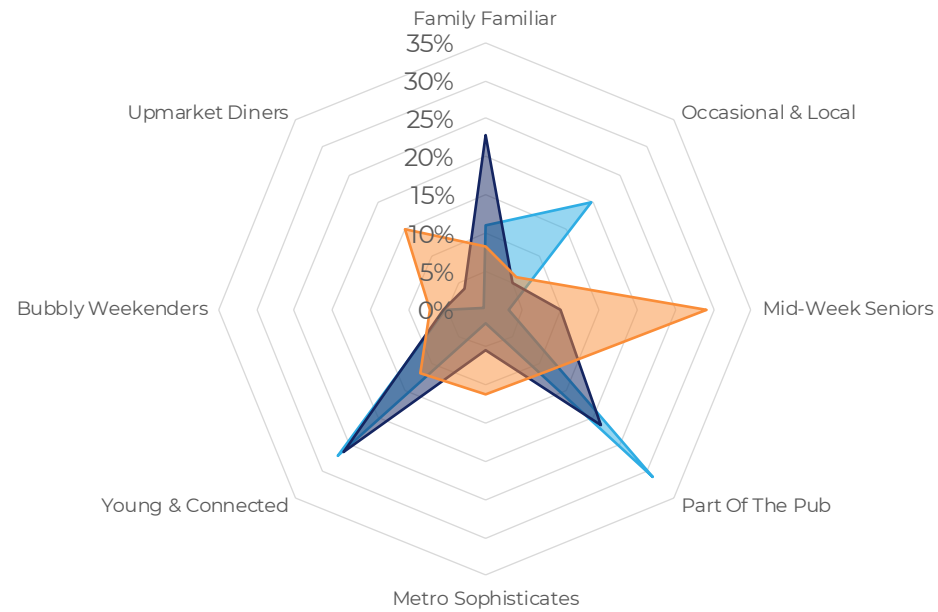
Concept Recommendation





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
Montagu Arms	160	10.93%	19.88%	3.20%	31.17%	1.88%	27.31%	5.22%	0.38%
Local Catchment	2136	22.79%	4.98%	9.84%	21.53%	5.34%	26.40%	5.44%	3.63%
Punch T&L	115572	8.24%	6.01%	29.09%	11.43%	11.18%	11.99%	7.12%	14.90%
Montagu Arms vs Local Catchment		-11.86%	14.90%	-6.64%	9.64%	-3.46%	0.91%	-0.22%	-3.25%
Montagu Arms vs Punch T&L		2.69%	13.87%	-25.89%	19.74%	-9.30%	15.32%	-1.90%	-14.52%
Local Catchment vs Punch T&L		14.55%	-1.03%	-19.25%	10.10%	-5.84%	14.41%	-1.68%	-11.27%

Montagu 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
The Old Market Hall S649QA	578	18.78%	6.06%	10.10%	25.77%	8.02%	27.40%	2.55%	1.28%
Montagu Arms S649AF	160	10.93%	19.88%	3.20%	31.17%	1.88%	27.31%	5.22%	0.38%
Robin Hood Inn Swinton S648QA	216	5.36%	3.73%	1.35%	57.17%	0.76%	29.15%	1.70%	0.75%
Pastures Lodge S640JJ	713	30.20%	4.19%	11.07%	13.39%	2.00%	31.02%	5.43%	2.66%
New Masons Mexborough S640JW	80	7.43%	2.13%	8.99%	32.90%	33.23%	13.41%	1.74%	0.12%
The Gate Inn S648DQ	389	22.89%	6.20%	4.54%	37.53%	4.98%	20.61%	2.44%	0.78%
Glasshouse (Wath-Upon-Dearne) S637LN	596	34.24%	6.45%	13.19%	11.49%	1.16%	26.03%	6.61%	0.77%
Alma Conisbrough DN123JH	144	29.98%	14.74%	3.01%	9.02%	1.58%	26.23%	15.27%	0.13%
The Church House S637RZ	416	17.74%	4.12%	5.09%	26.79%	4.60%	36.77%	3.83%	1.02%
Manor Farm DN124LD	121	24.09%	2.92%	8.15%	6.60%	6.91%	37.46%	7.67%	6.16%
Cadeby Pub & Restaurant DN57SW	218	8.15%	0.57%	22.16%	2.47%	8.51%	14.32%	14.30%	29.47%
Hilltop DN122AY	17	19.99%	3.93%	28.42%	23.46%	9.44%	11.69%	3.05%	0.00%