



Site Summary



Rising Sun M25HX

M25HX

Punch T&L



Work Area
Manchester



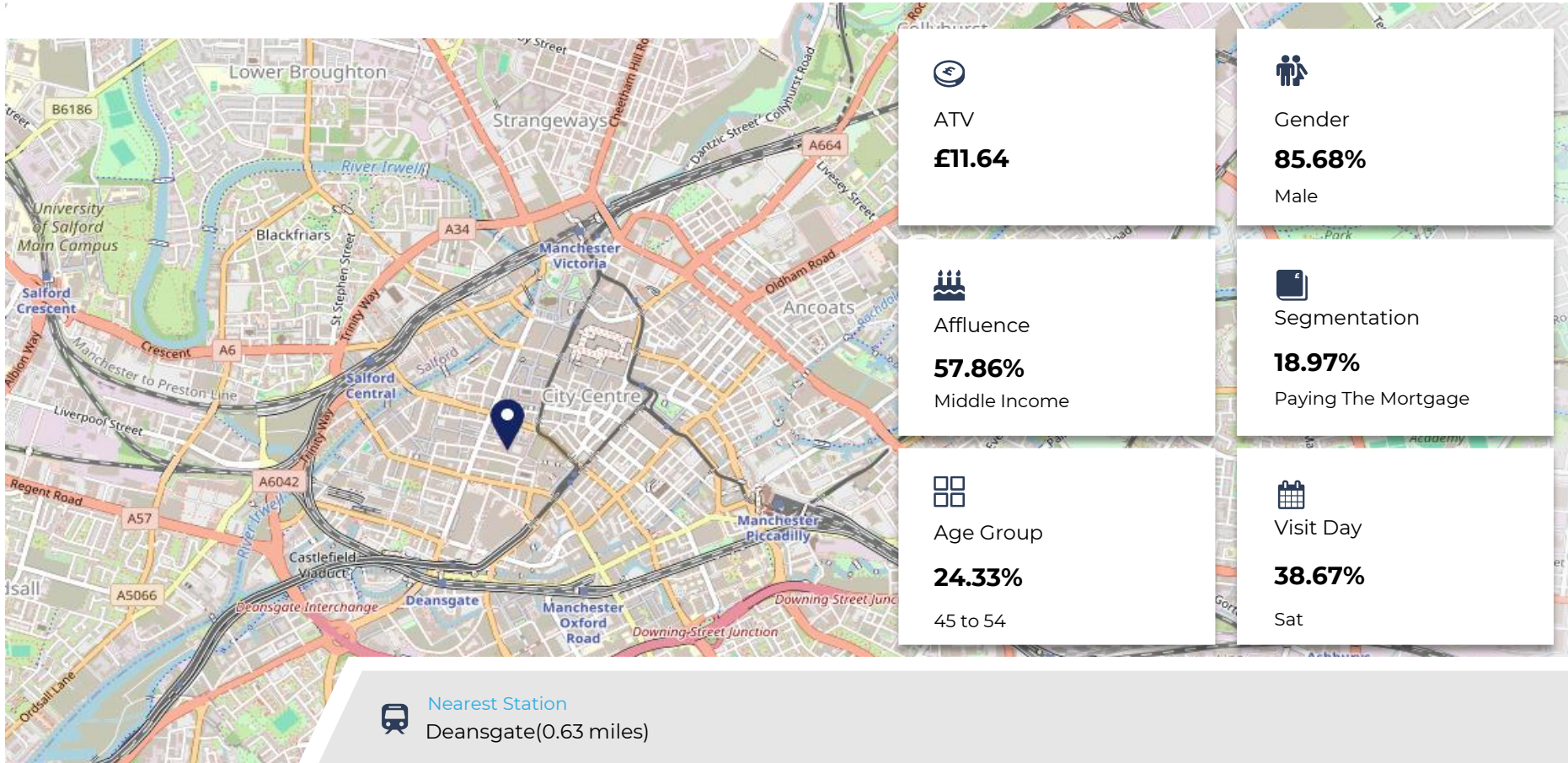
Region
North West



TV Region
North West



Urbanicity
Urban major conurbation



ATV
£11.64



Gender
85.68%
Male



Affluence
57.86%
Middle Income



Segmentation
18.97%
Paying The Mortgage



Age Group
24.33%
45 to 54



Visit Day
38.67%
Sat

Top Competitors



Lime
M503AG

Pub Restaurant

#1



Tariff & Dale
M12FF

Pub Restaurant

#2



Quarter House
M11DB

Pub Restaurant

#3



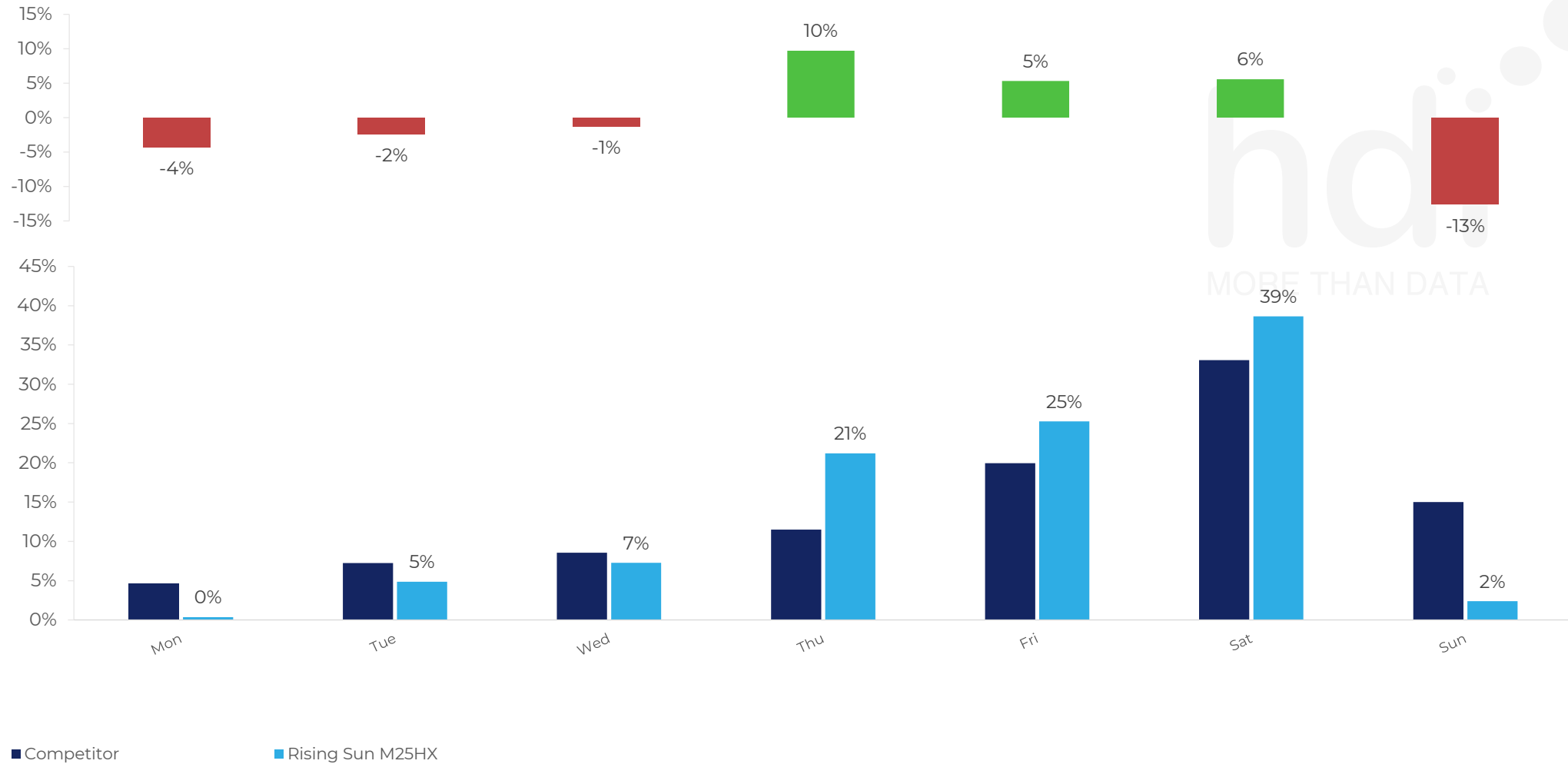
Nearest Station
Deansgate(0.63 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Rising Sun M25HX versus its competitors?

% of spend for Rising Sun M25HX and 1 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

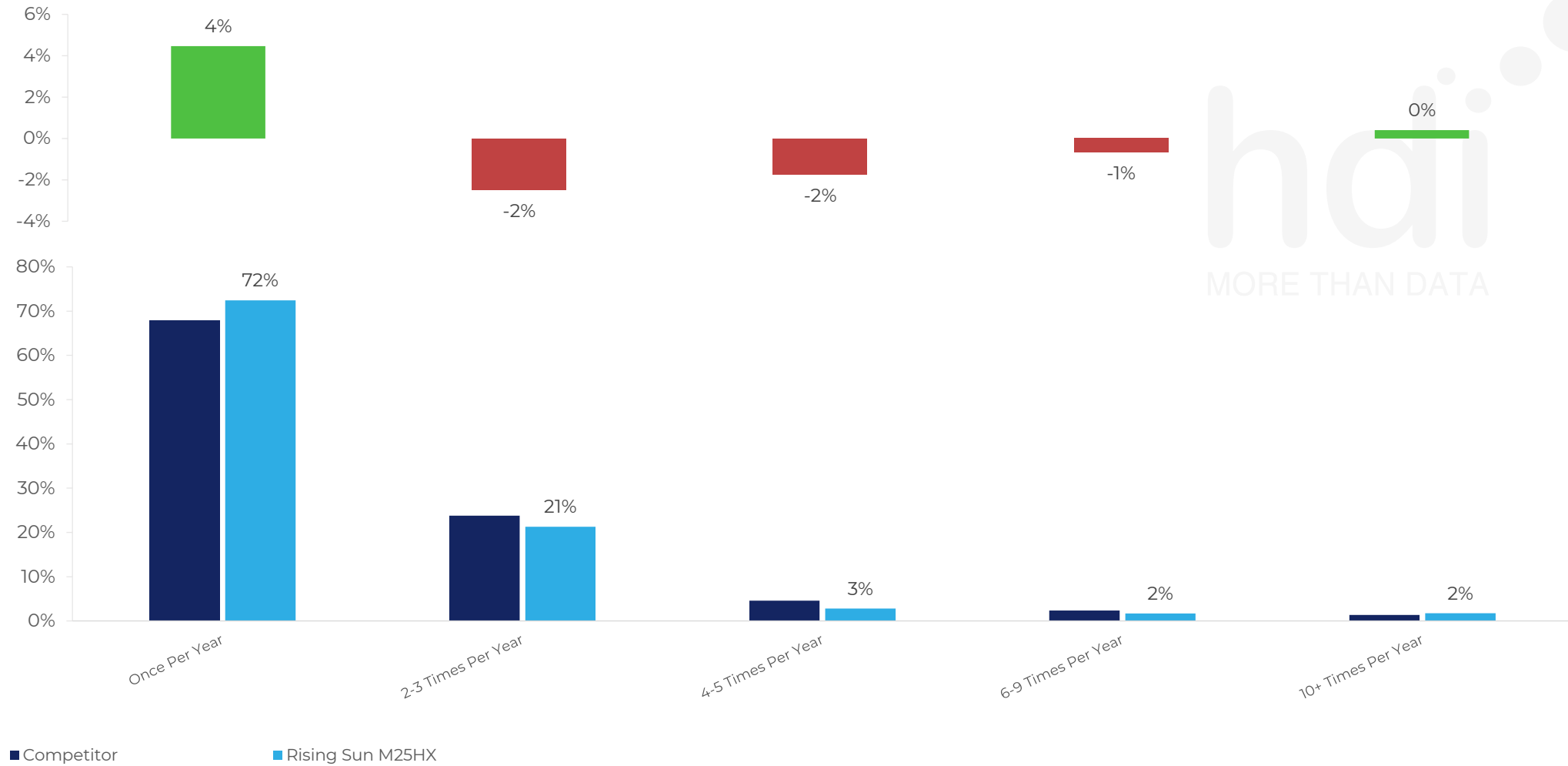




Visit Frequency

How frequently per year do customers visit Rising Sun M25HX versus its competitors?

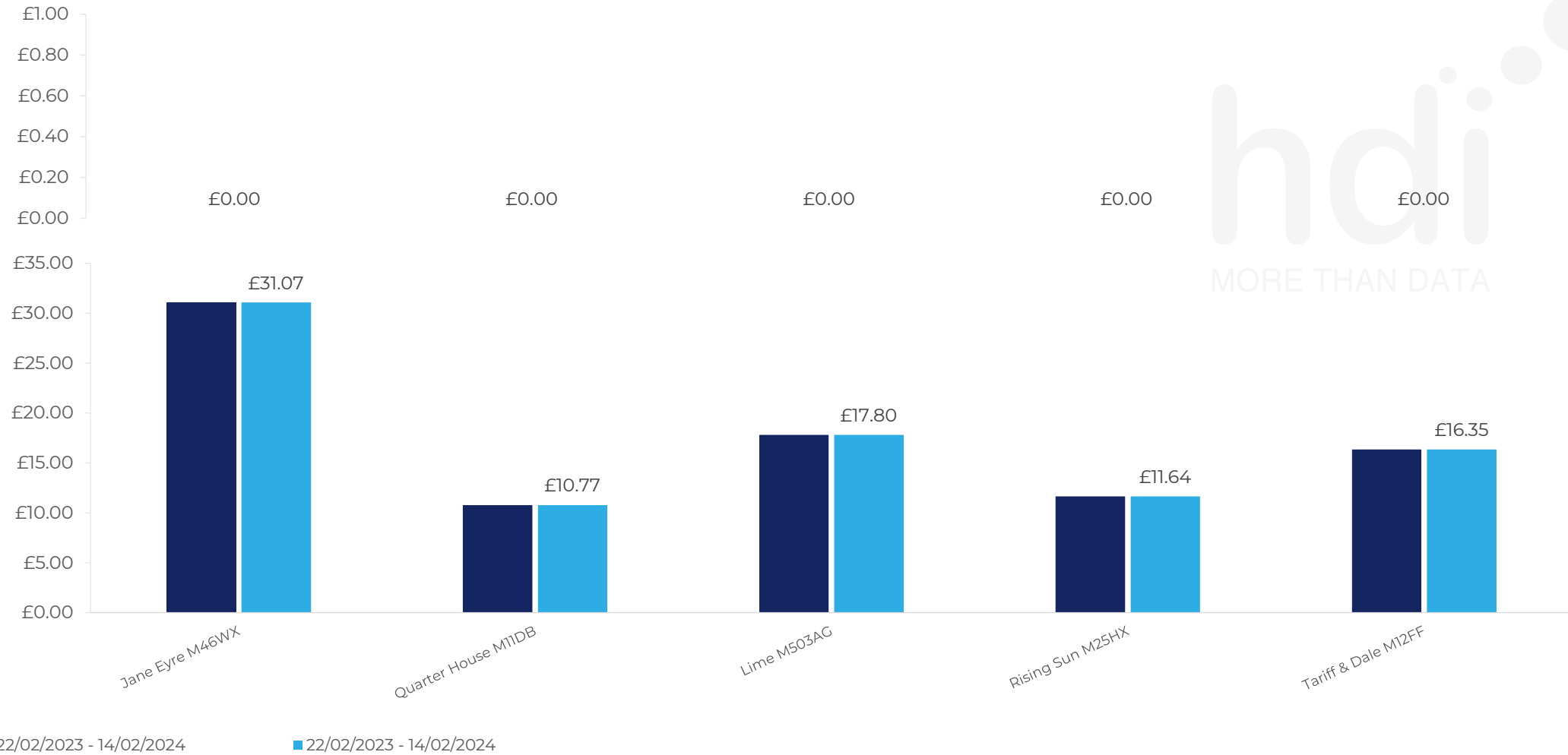
% of customer numbers for Rising Sun M25HX and 1 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

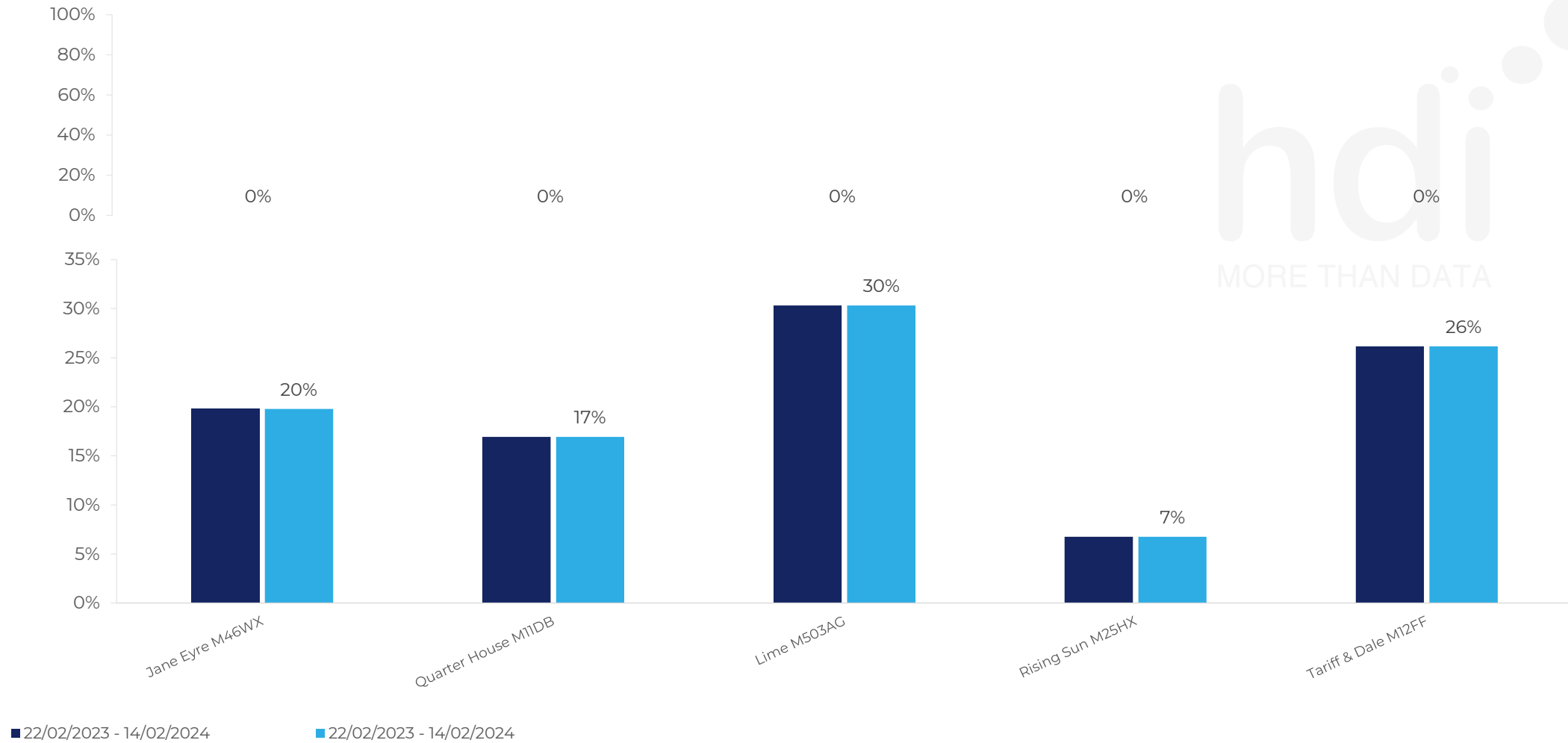




Market Share Change

How has market share changed between two date ranges?

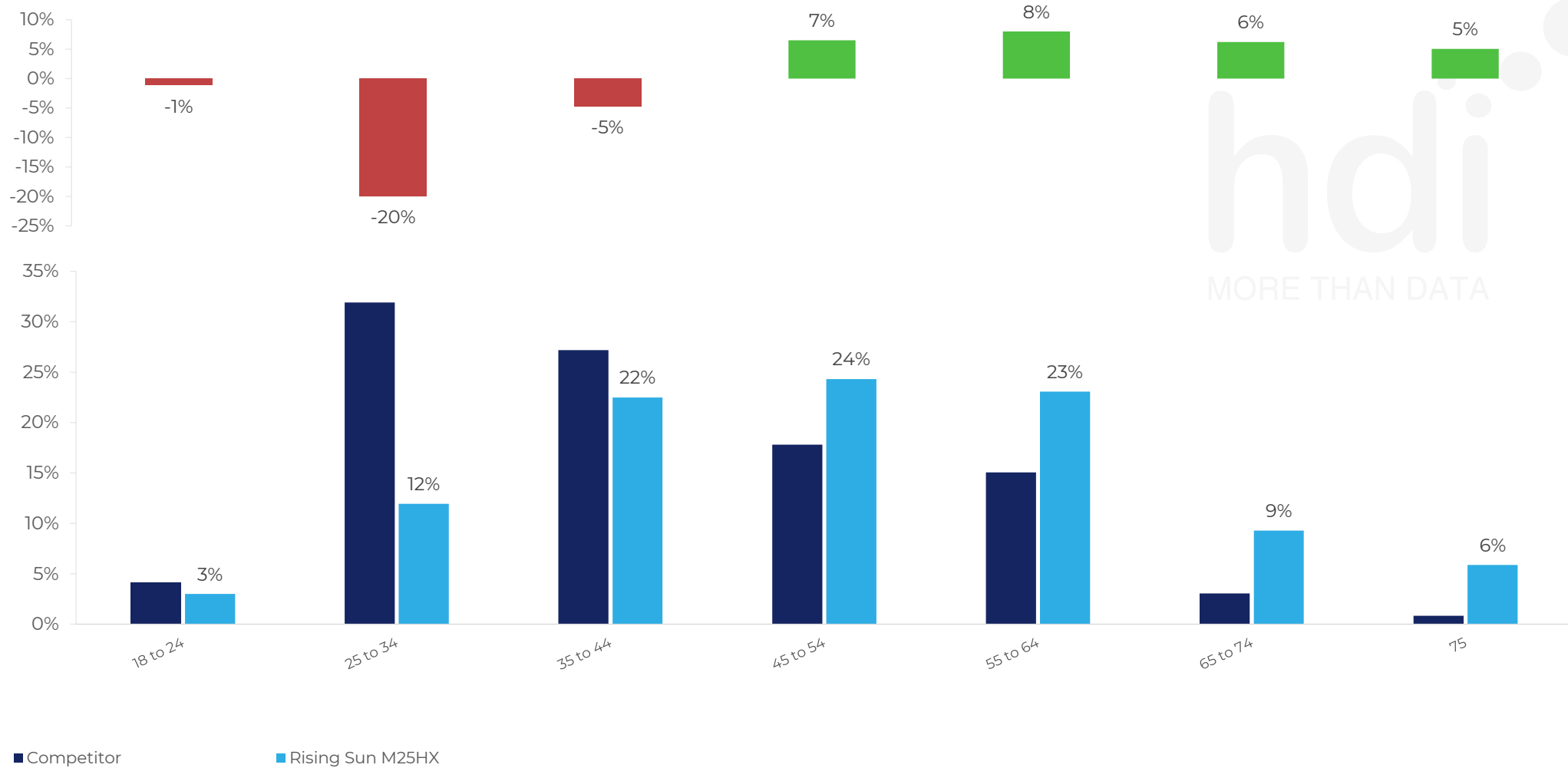
% of market share spend for Rising Sun M25HX and 1 Chains in 3 Miles from 22/02/2023 - 14/02/2024





How does the age profile of customers who visit Rising Sun M25HX compare versus its competitors?

% of spend for Rising Sun M25HX and 1 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

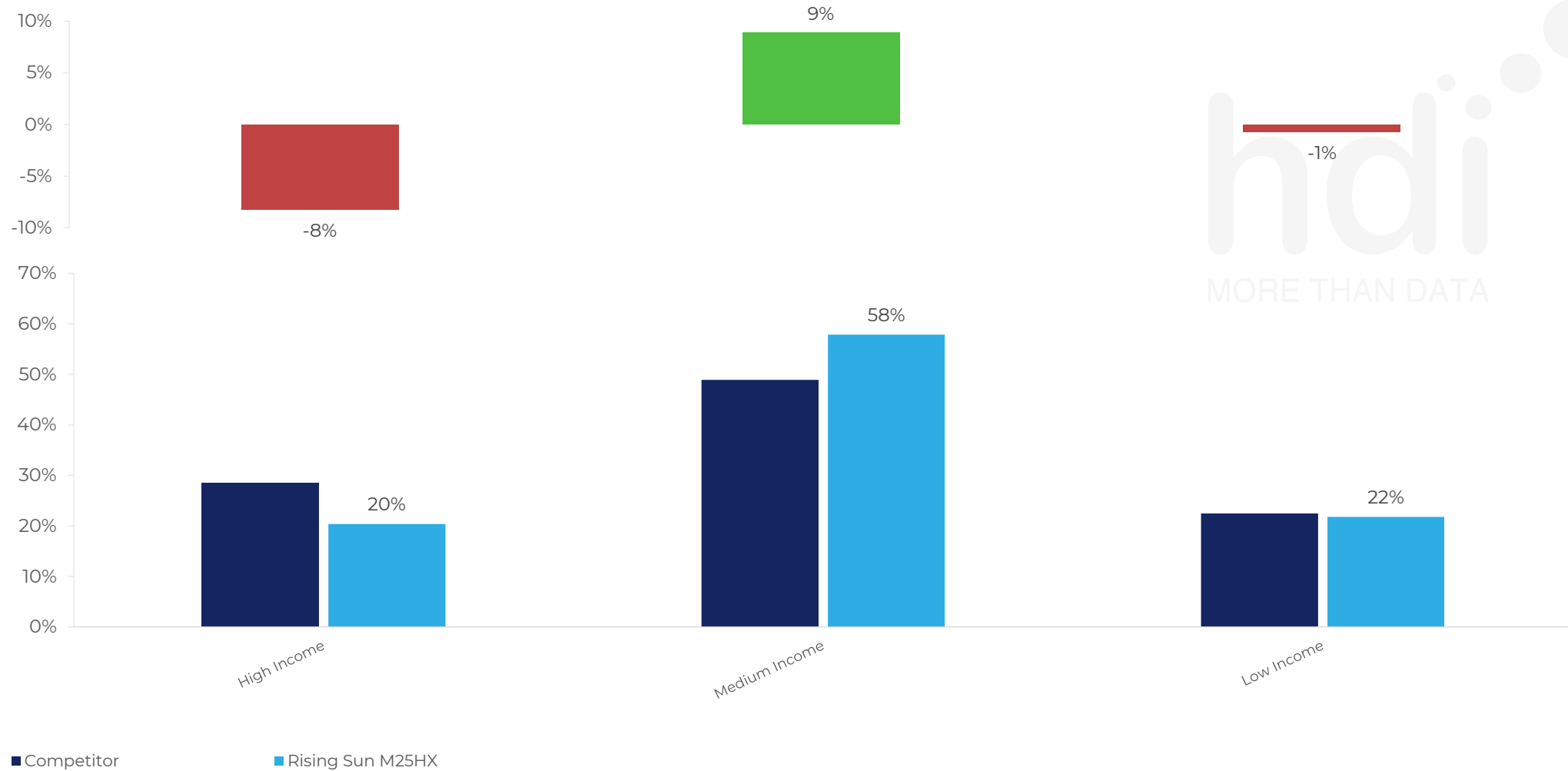




Affluence

How does the affluence of customers who visit Rising Sun M25HX compare versus its competitors?

% of spend for Rising Sun M25HX and 1 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

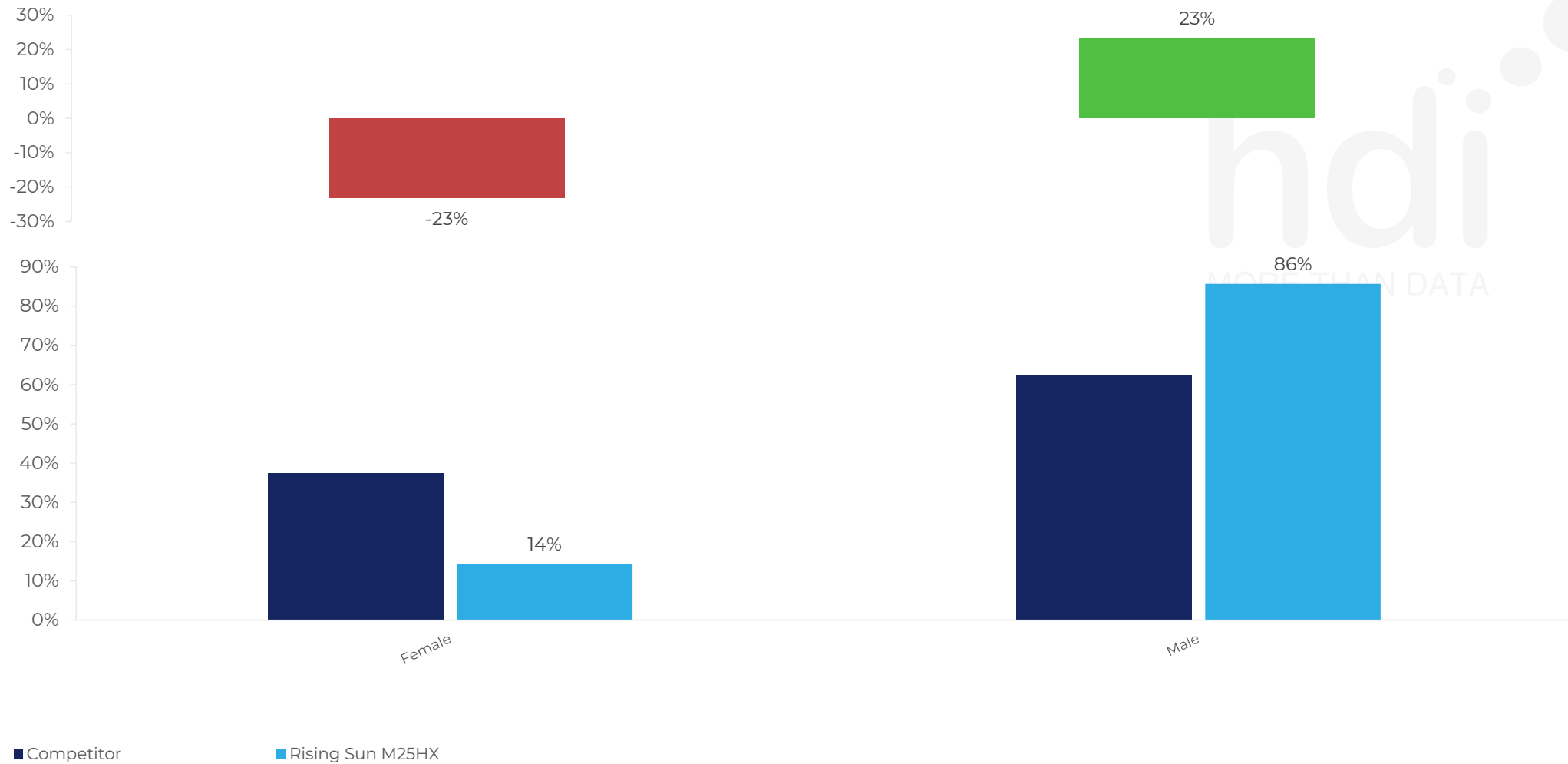




Gender

How does the gender profile of customers who visit Rising Sun M25HX compare versus its competitors?

% of spend for Rising Sun M25HX and 1 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

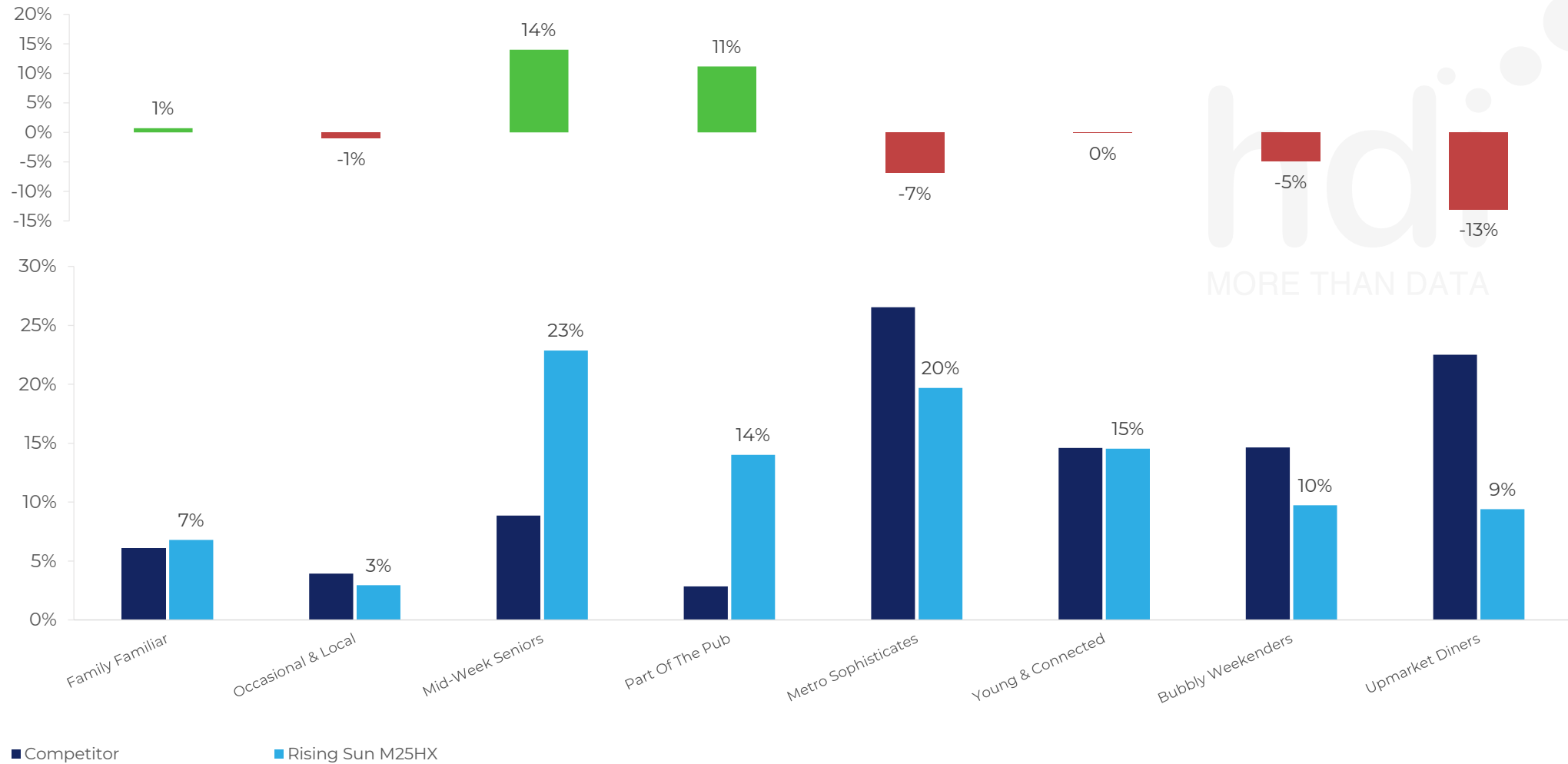




Punch Segmentation

How does the Custom segmentation profile of customers who visit Rising Sun M25HX compare versus its competitors?

% of spend for Rising Sun M25HX and 1 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

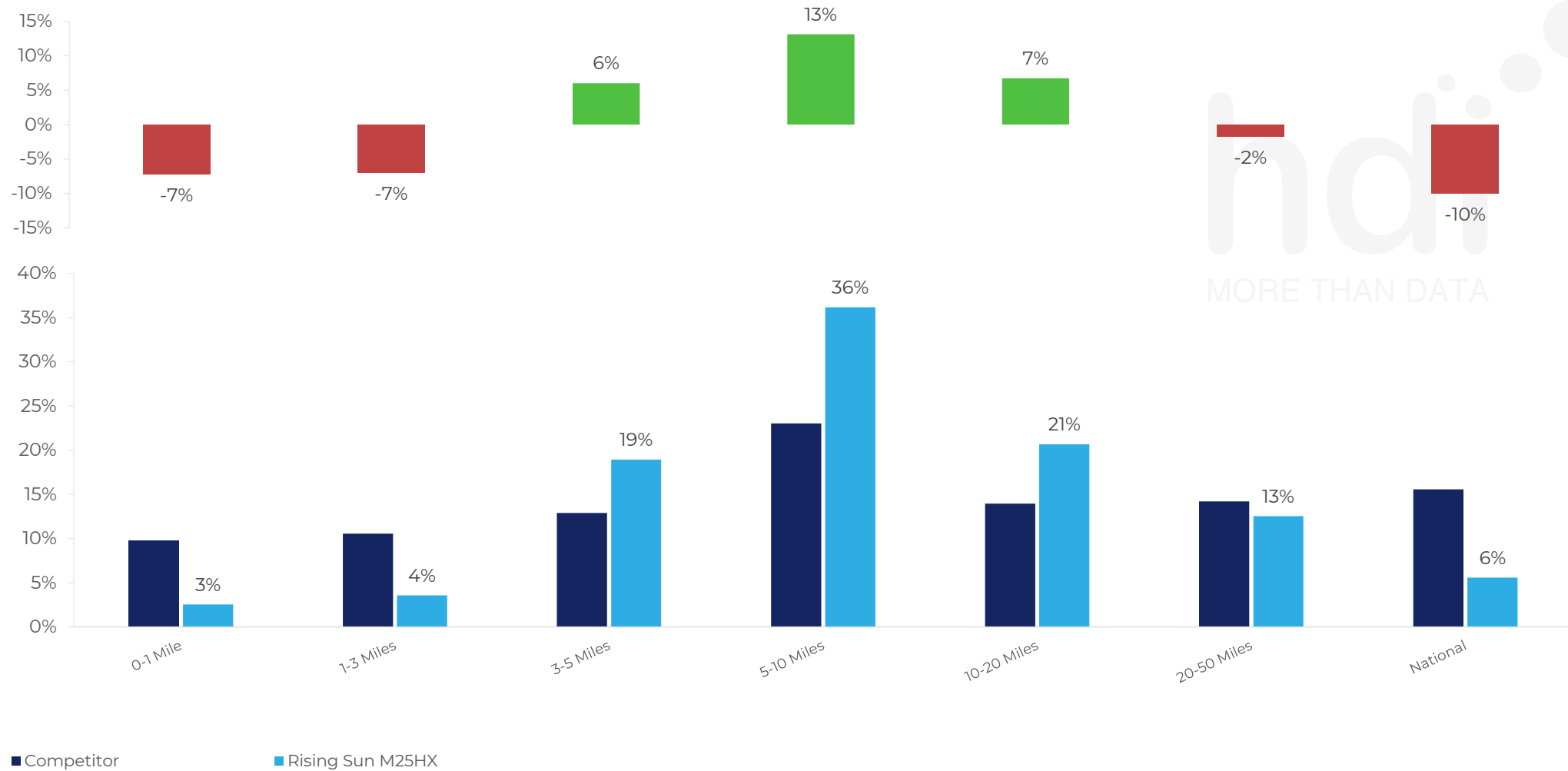




Spend by Distance

How does the spend profile of Rising Sun M25HX compare versus its competitors based on travel distances?

% of spend for Rising Sun M25HX and 1 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

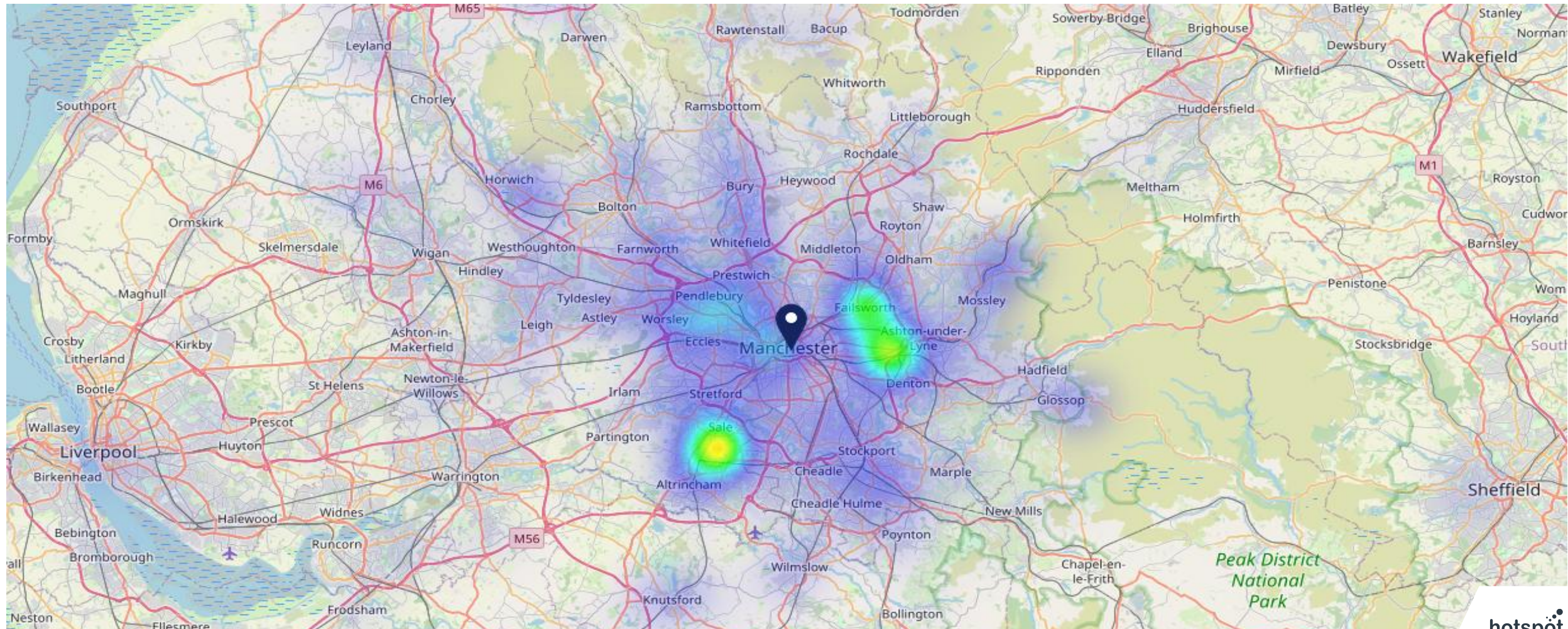




Map of Guest Origin

Where do customers of Rising Sun M25HX come from?

Where do customers of Rising Sun M25HX for 22/02/2023 - 14/02/2024 live

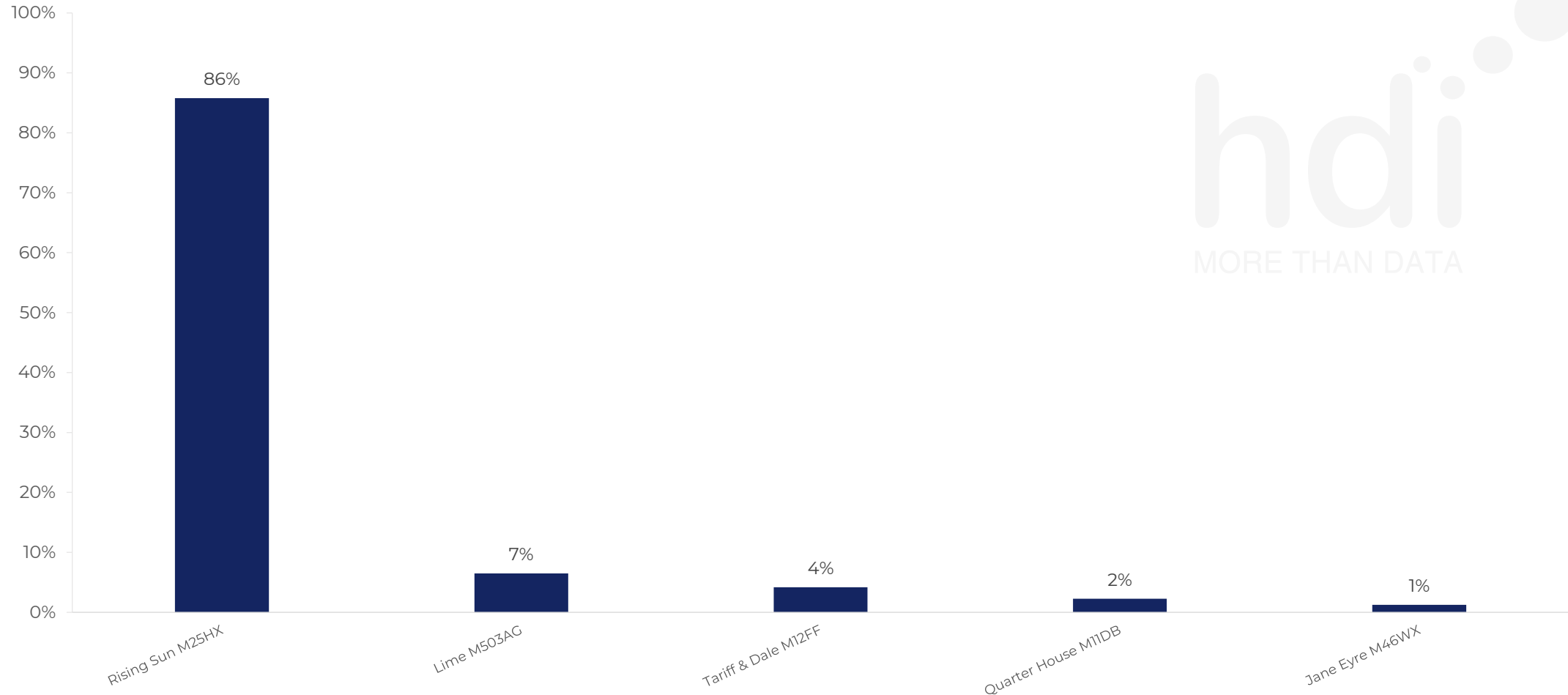




Share of Wallet

What are the Top 20 venues (by spend) that customers of Rising Sun M25HX also visit?

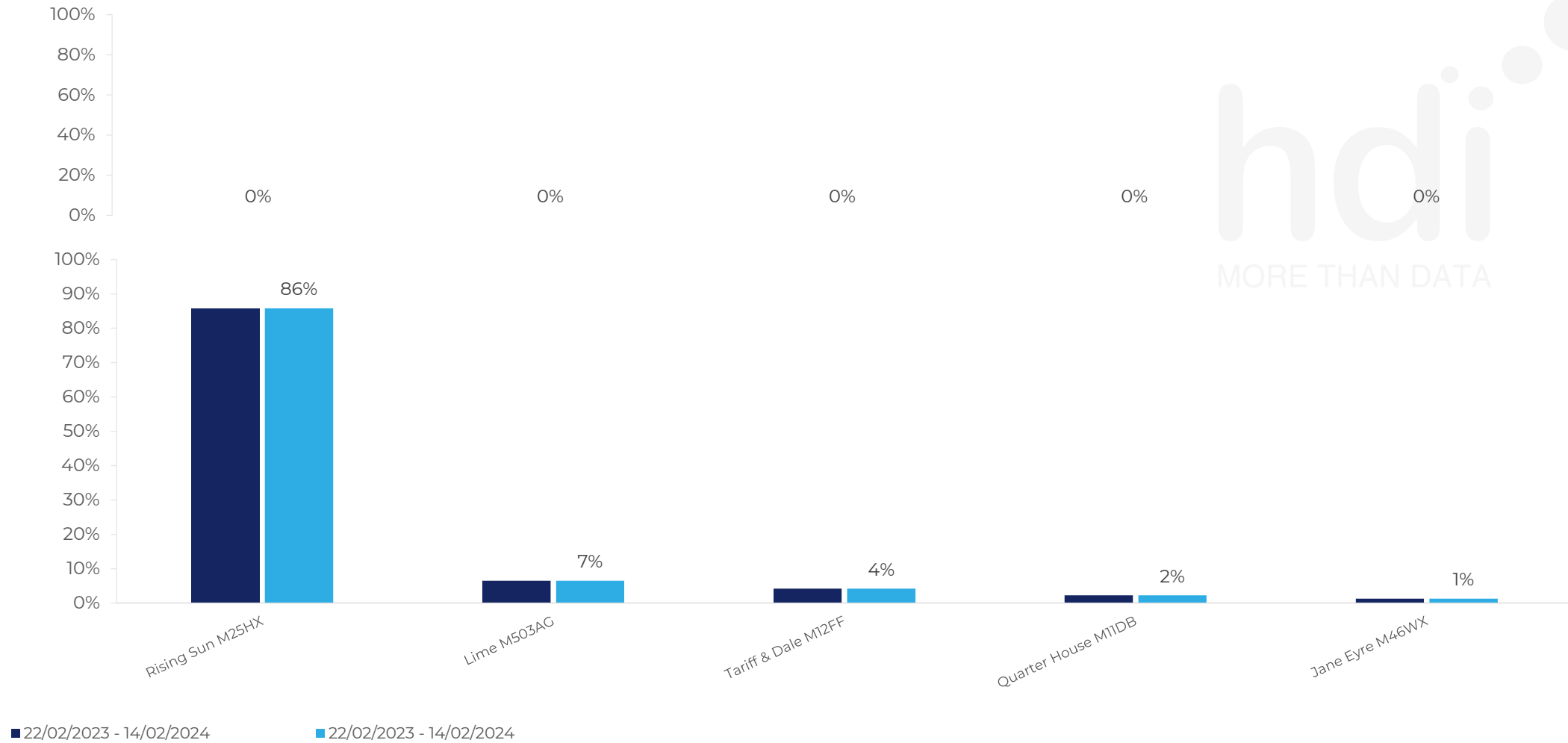
For customers of Rising Sun M25HX, who are the top 20 competitors from 1 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Rising Sun M25HX changed between two date ranges?





Market Summary

How does the local area for Rising Sun M25HX 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	£217.49M	10	£478.80M	10	£1.16B	10	£1.51B	10
Weekpart	Mon - Thu	31.3%	1	33.6%	1	35.0%	1	37.7%	1
Weekpart	Fri - Sat	51.1%	9	50.9%	10	49.8%	10	47.1%	10
Weekpart	Sun	17.6%	8	15.6%	7	15.2%	5	15.3%	4
Age	18 to 24	12.7%	9	11.2%	9	10.9%	9	10.3%	8
Age	25 to 34	24.9%	7	24.0%	6	26.3%	8	25.4%	8
Age	35 to 44	25.4%	7	25.1%	7	25.6%	7	26.3%	8
Age	45 to 54	17.9%	3	18.9%	4	18.0%	3	18.4%	2
Age	55 to 64	14.0%	5	14.7%	5	13.6%	4	13.6%	4
Age	65 to 74	4.1%	3	4.7%	3	4.4%	2	4.6%	2
Age	75+	1.1%	3	1.4%	4	1.3%	2	1.4%	2
CAMEO	Business Elite	11.1%	7	10.7%	7	10.1%	7	9.2%	6
CAMEO	Prosperous Professionals	6.8%	6	6.6%	6	5.7%	5	5.4%	4
CAMEO	Flourishing Society	10.1%	5	10.0%	4	8.8%	3	8.1%	3
CAMEO	Content Communities	11.6%	5	11.4%	5	10.8%	4	10.8%	3
CAMEO	White Collar Neighbourhoods	13.0%	7	12.8%	7	12.7%	7	12.3%	6
CAMEO	Enterprising Mainstream	9.5%	7	9.3%	7	9.3%	6	9.1%	6
CAMEO	Paying The Mortgage	16.7%	7	16.3%	7	16.3%	7	16.1%	7
CAMEO	Cash Conscious Communities	8.6%	5	9.0%	5	9.8%	6	9.8%	6
CAMEO	On A Budget	6.6%	6	7.2%	6	8.5%	7	9.6%	9
CAMEO	Family Value	5.9%	8	6.7%	8	7.9%	8	9.5%	9
Affluence	AB	28.1%	6	27.3%	5	24.7%	5	22.7%	4
Affluence	C1C2	50.8%	6	49.8%	6	49.1%	6	48.3%	5
Affluence	DE	21.1%	6	22.9%	6	26.2%	8	29.0%	8

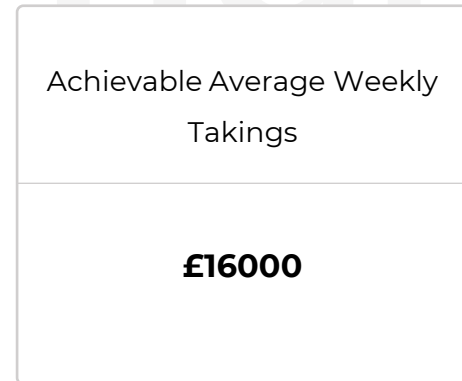
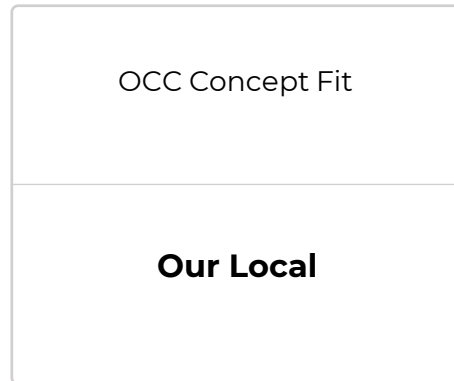


Site Potential 1

Site Characteristics

£3000

£18000

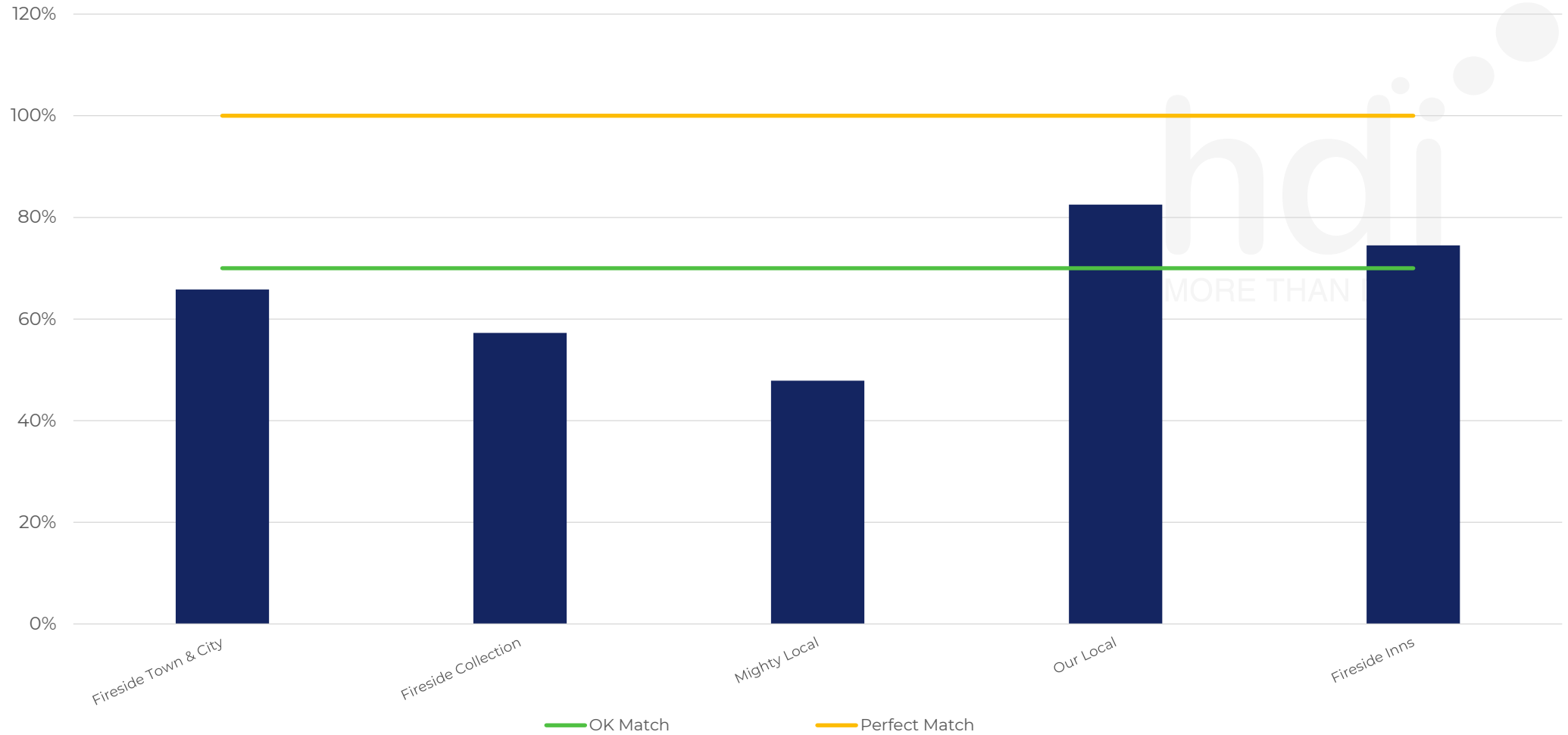


- A Food-Led High Affluence B Food-Led Mid Affluence C Wet-Led Mid/High Affluence D Wet-Led Low Affluence E Food-Led Low Affluence
- 1 AWT 2 Local Regulars 3 Local Passing Trade 4 Destination Wet-Led 5 Destination Food-Led 6 Destination Very Food-Led



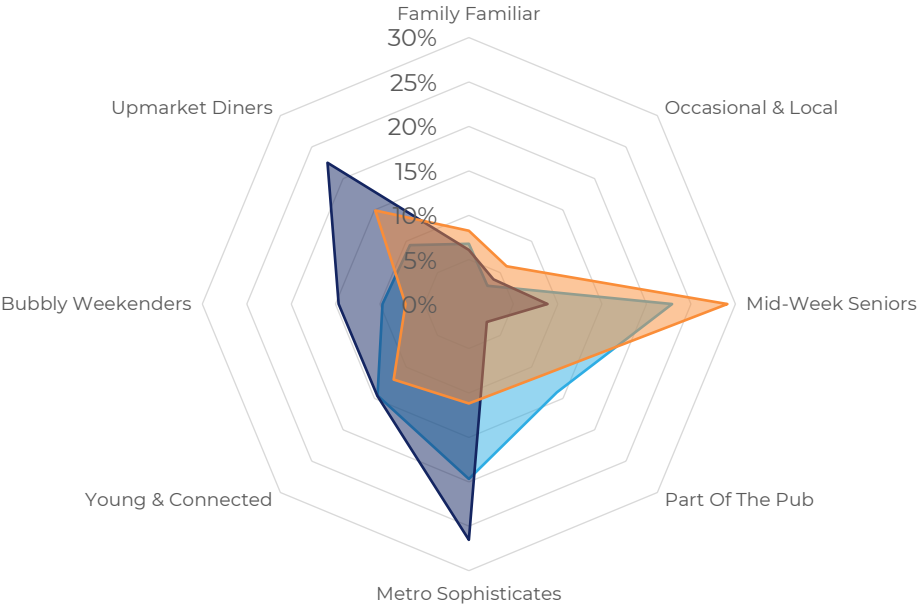
Site Potential 2

Concept Recommendation





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
Rising Sun	485	6.79%	2.94%	22.87%	14.02%	19.68%	14.54%	9.73%	9.39%
Local Catchment	3330	6.09%	3.92%	8.85%	2.84%	26.53%	14.59%	14.64%	22.50%
Punch T&L	115572	8.24%	6.01%	29.09%	11.43%	11.18%	11.99%	7.12%	14.90%
Rising Sun vs Local Catchment		0.70%	-0.98%	14.02%	11.18%	-6.85%	-0.05%	-4.91%	-13.11%
Rising Sun vs Punch T&L		-1.45%	-3.07%	-6.22%	2.59%	8.50%	2.55%	2.61%	-5.51%
Local Catchment vs Punch T&L		-2.15%	-2.09%	-20.24%	-8.59%	15.35%	2.60%	7.52%	7.60%



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
Rising Sun M25HX	485	6.79%	2.94%	22.87%	14.02%	19.68%	14.54%	9.73%	9.39%
Lime M503AG	1000	11.70%	5.50%	11.49%	5.67%	18.12%	19.09%	13.92%	14.47%
Tariff & Dale M12FF	1132	3.80%	2.32%	6.92%	1.65%	27.61%	14.34%	16.46%	26.85%
Quarter House M11DB	859	6.51%	2.87%	8.03%	3.64%	24.24%	23.54%	20.00%	11.13%
Jane Eyre M46WX	539	2.05%	4.69%	8.63%	0.53%	36.57%	4.39%	10.08%	33.02%