



Queens Ground S62LJ

S62LJ

Punch - Mighty Local



Work Area
Sheffield



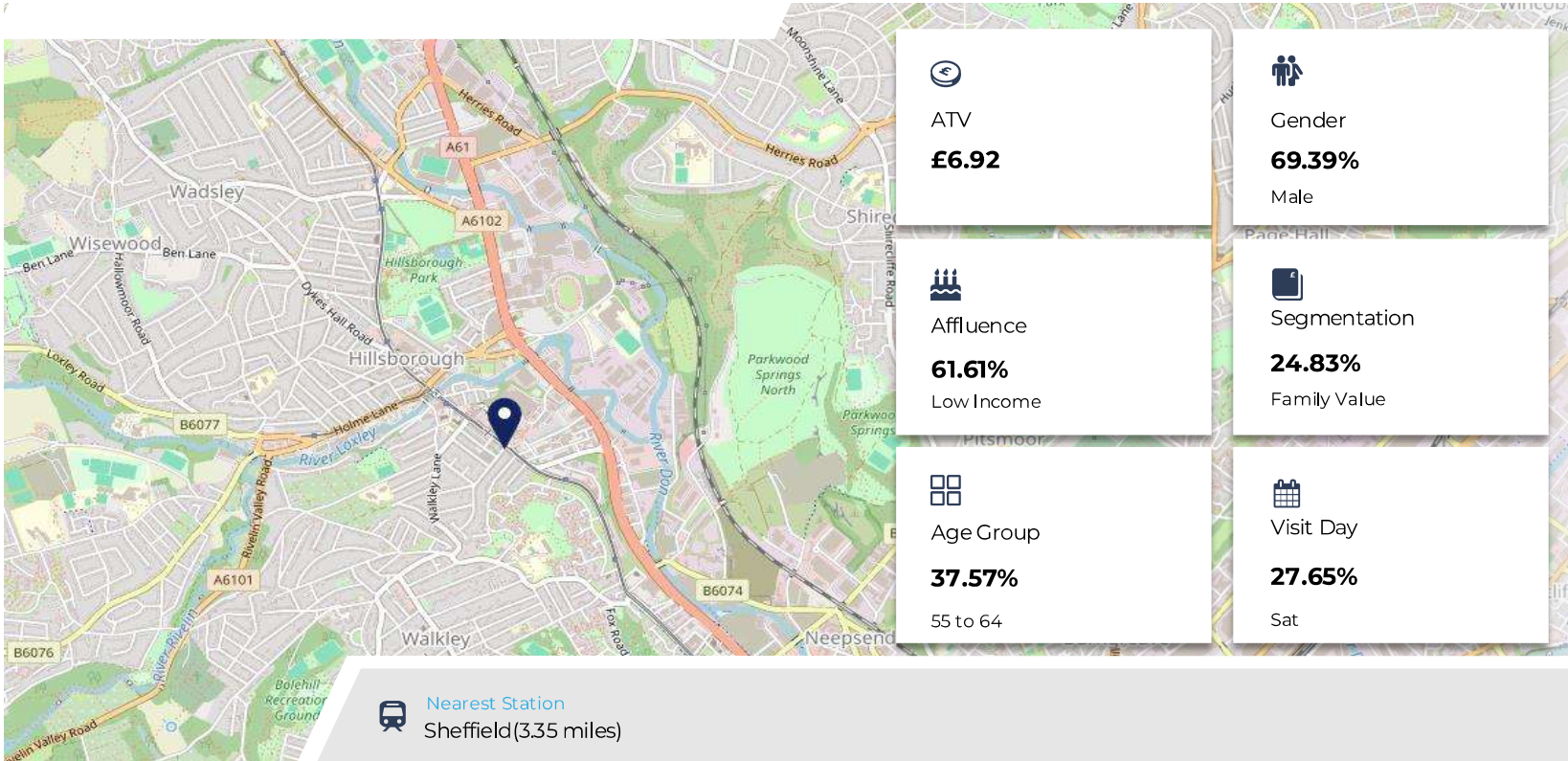
Region
Yorkshire and The Humber



TV Region
Yorkshire



Urbanicity
Urban minor conurbation



ATV
£6.92



Gender
69.39%
Male



Affluence
61.61%
Low Income



Segmentation
24.83%
Family Value



Age Group
37.57%
55 to 64



Visit Day
27.65%
Sat

Top Competitors



Shakey (Sheffield)
S62BY
 GK Urban Core

#1



The Rawson Spring
S62LN
 JD Wetherspoon

#2



The Park
S64EB
 Sizzling

#3



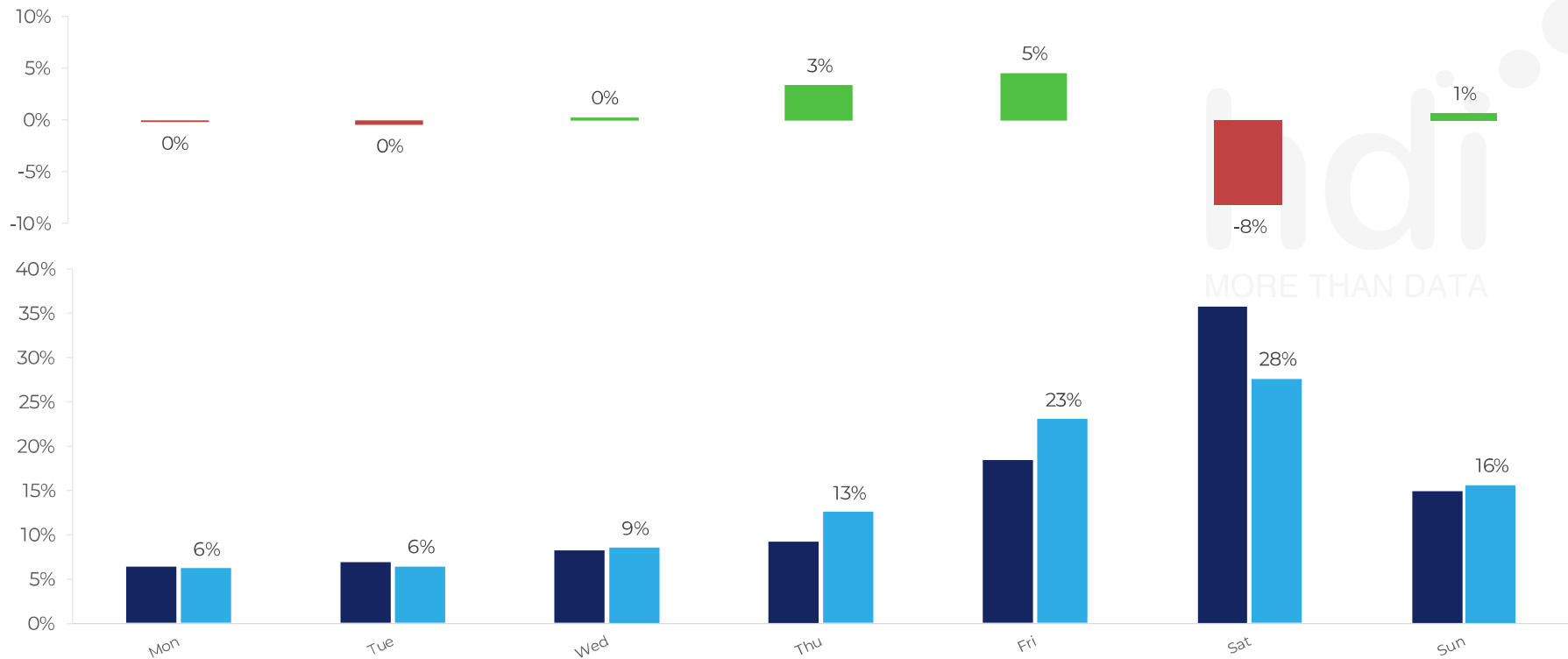
Nearest Station
Sheffield (3.35 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Queens Ground S62LJ versus its competitors?

% of spend for Queens Ground S62LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

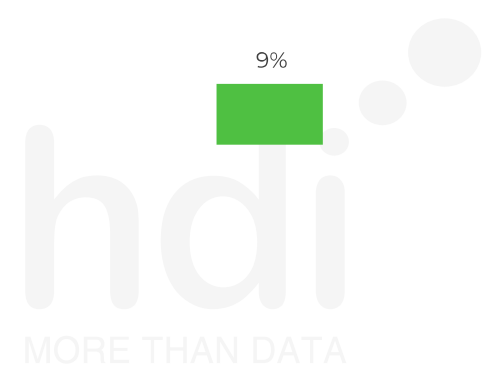
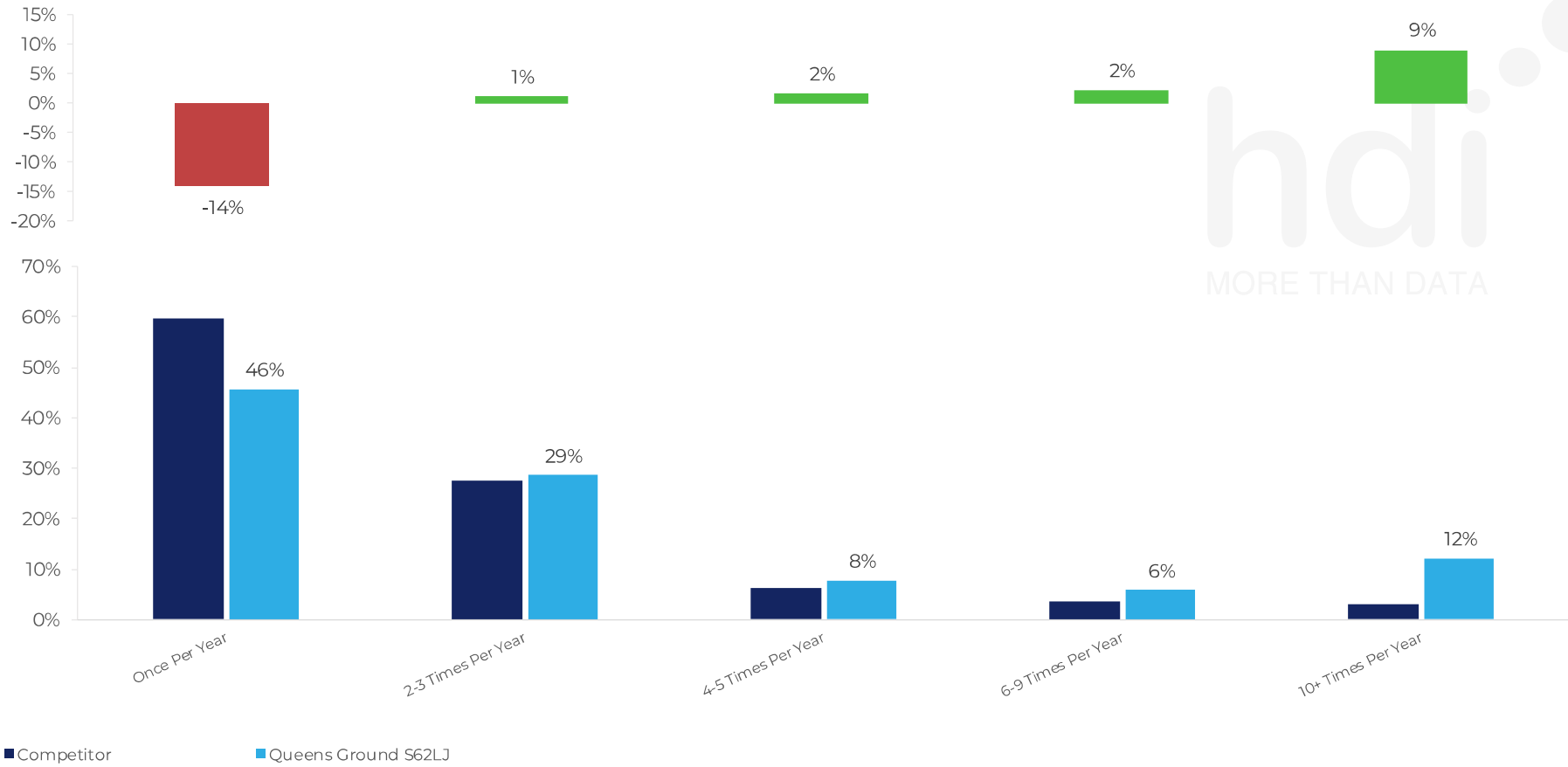
■ Queens Ground S62LJ



Visit Frequency

How frequently per year do customers visit Queens Ground S62LJ versus its competitors?

% of customer numbers for Queens Ground S62LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



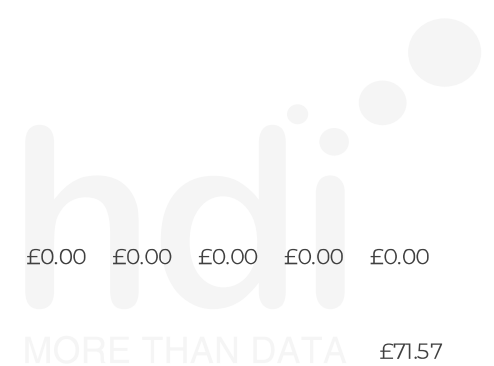
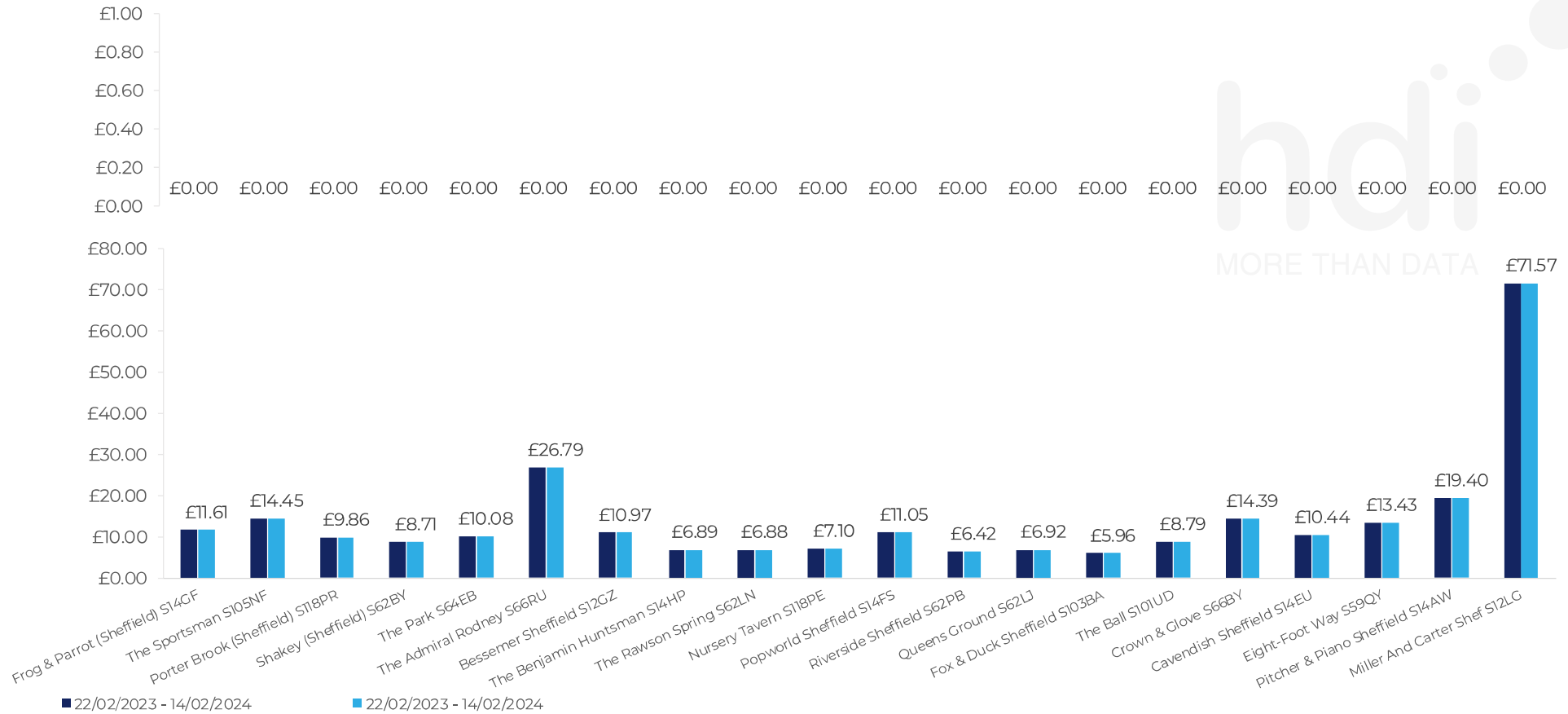
Competitor

Queens Ground S62LJ



ATV Change

How has ATV changed between two date ranges?

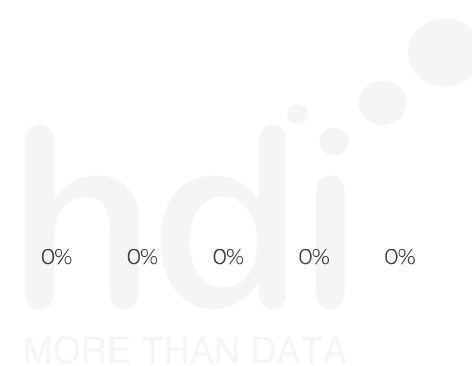
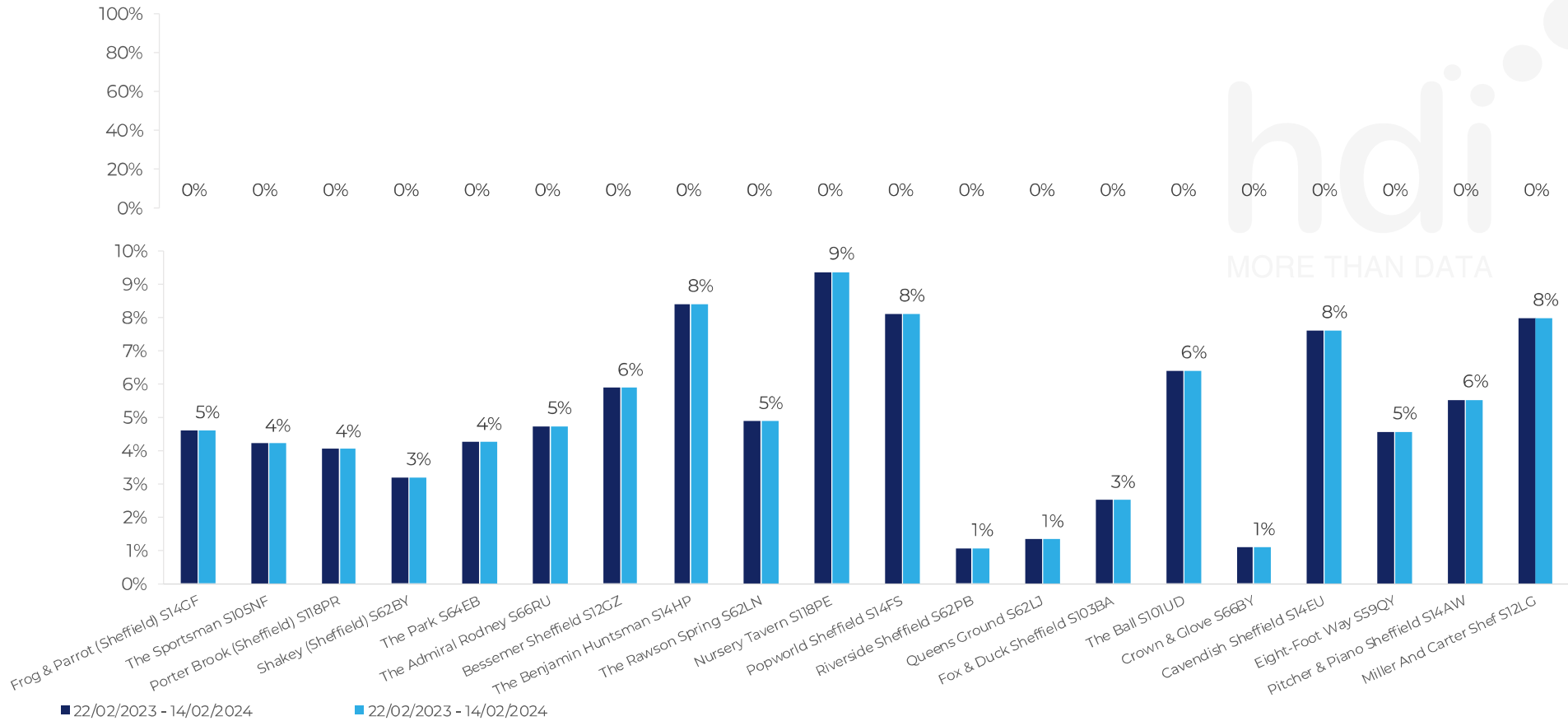




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Queens Ground S62LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

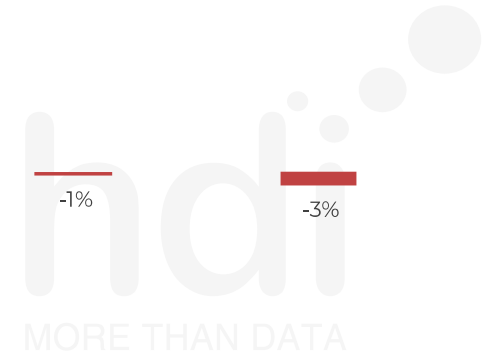
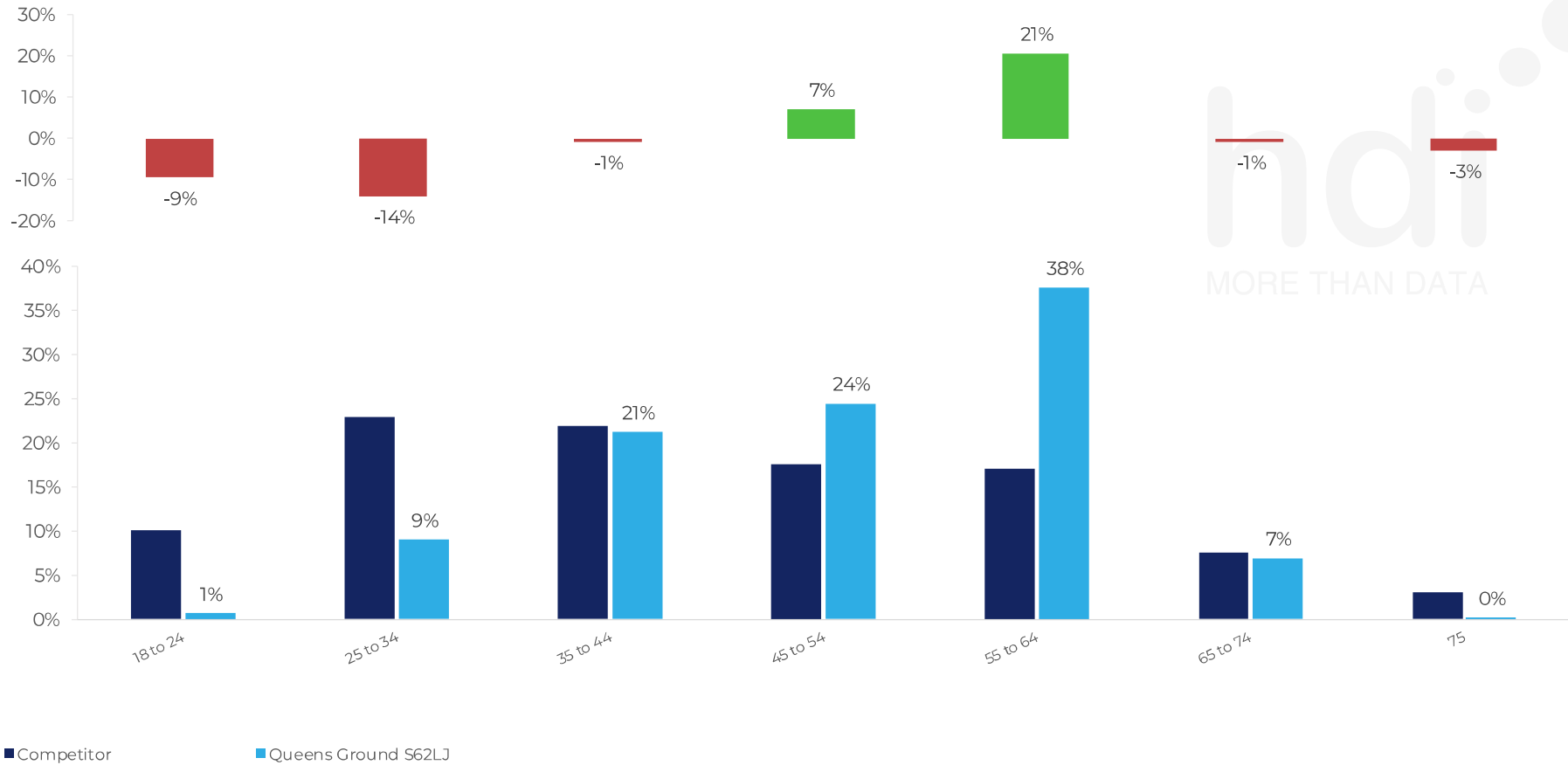




Age

How does the age profile of customers who visit Queens Ground S62LJ compare versus its competitors?

% of spend for Queens Ground S62LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



■ Competitor

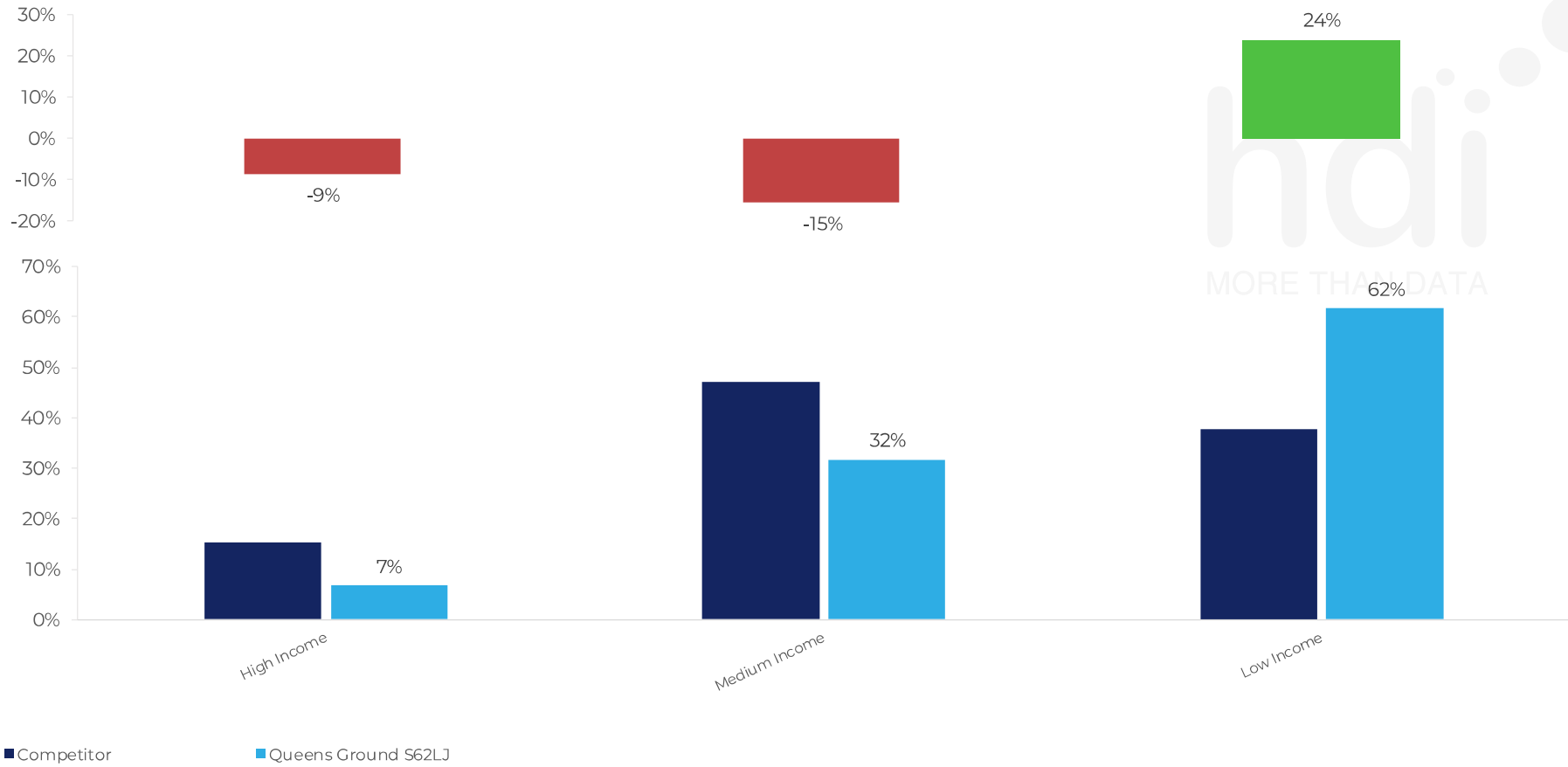
■ Queens Ground S62LJ



Affluence

How does the affluence of customers who visit Queens Ground S62LJ compare versus its competitors?

% of spend for Queens Ground S62LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



270 Site Customers

62 Competitors

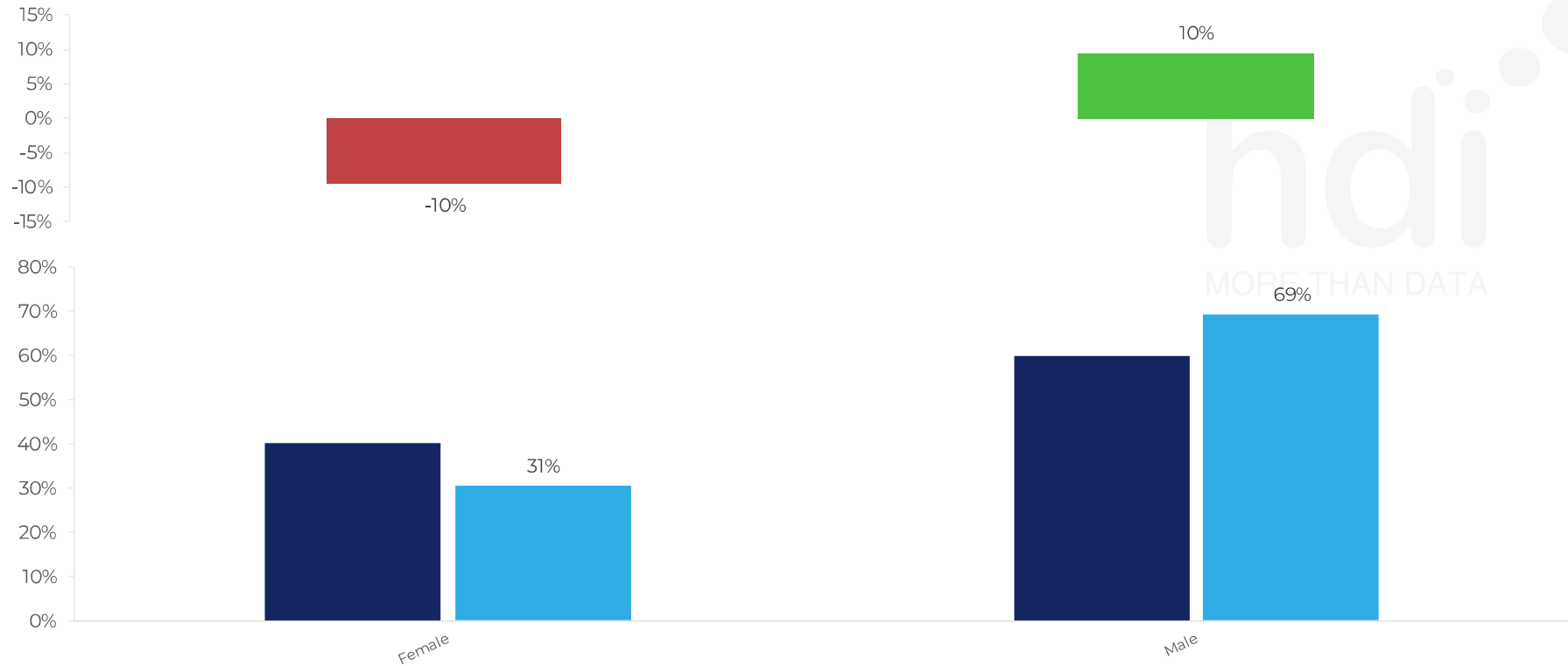
87776 Competitor Customers



Gender

How does the gender profile of customers who visit Queens Ground S62LJ compare versus its competitors?

% of spend for Queens Ground S62LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

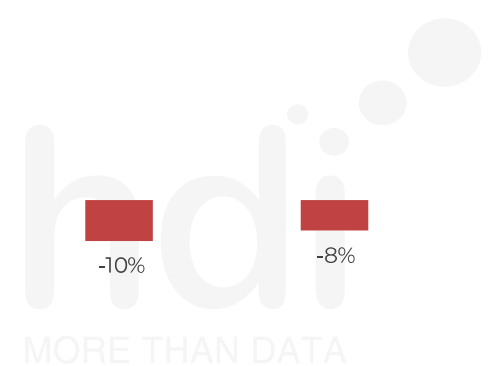
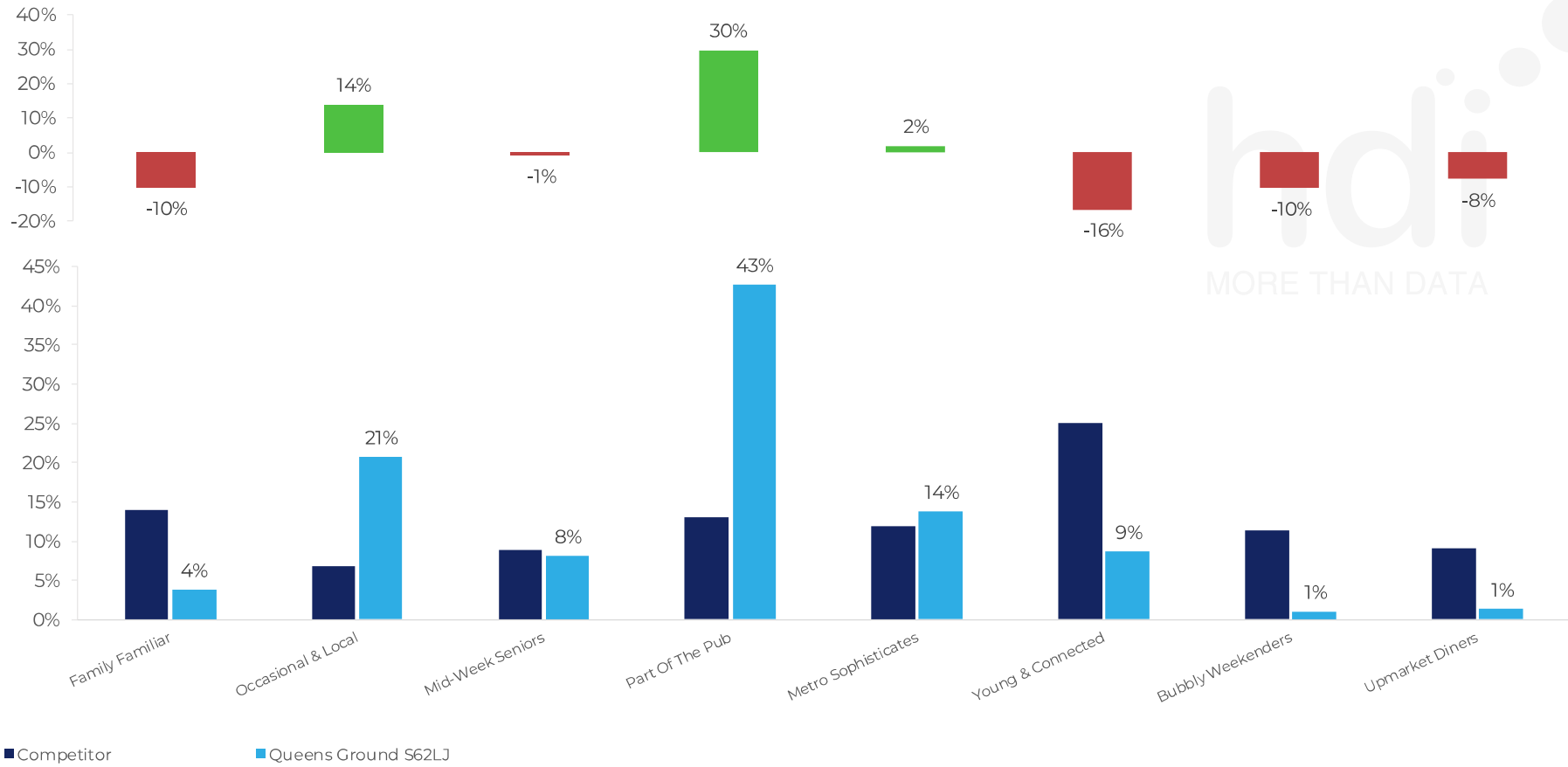
■ Queens Ground S62LJ



Punch Segmentation

How does the Custom segmentation profile of customers who visit Queens Ground S62LJ compare versus its competitors?

% of spend for Queens Ground S62LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



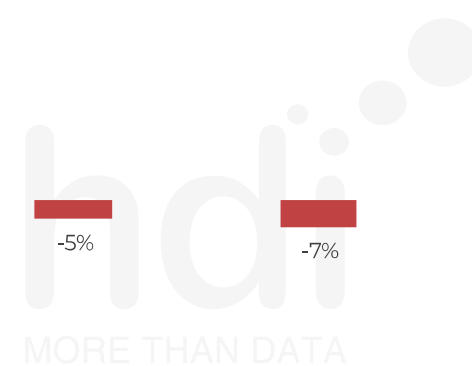
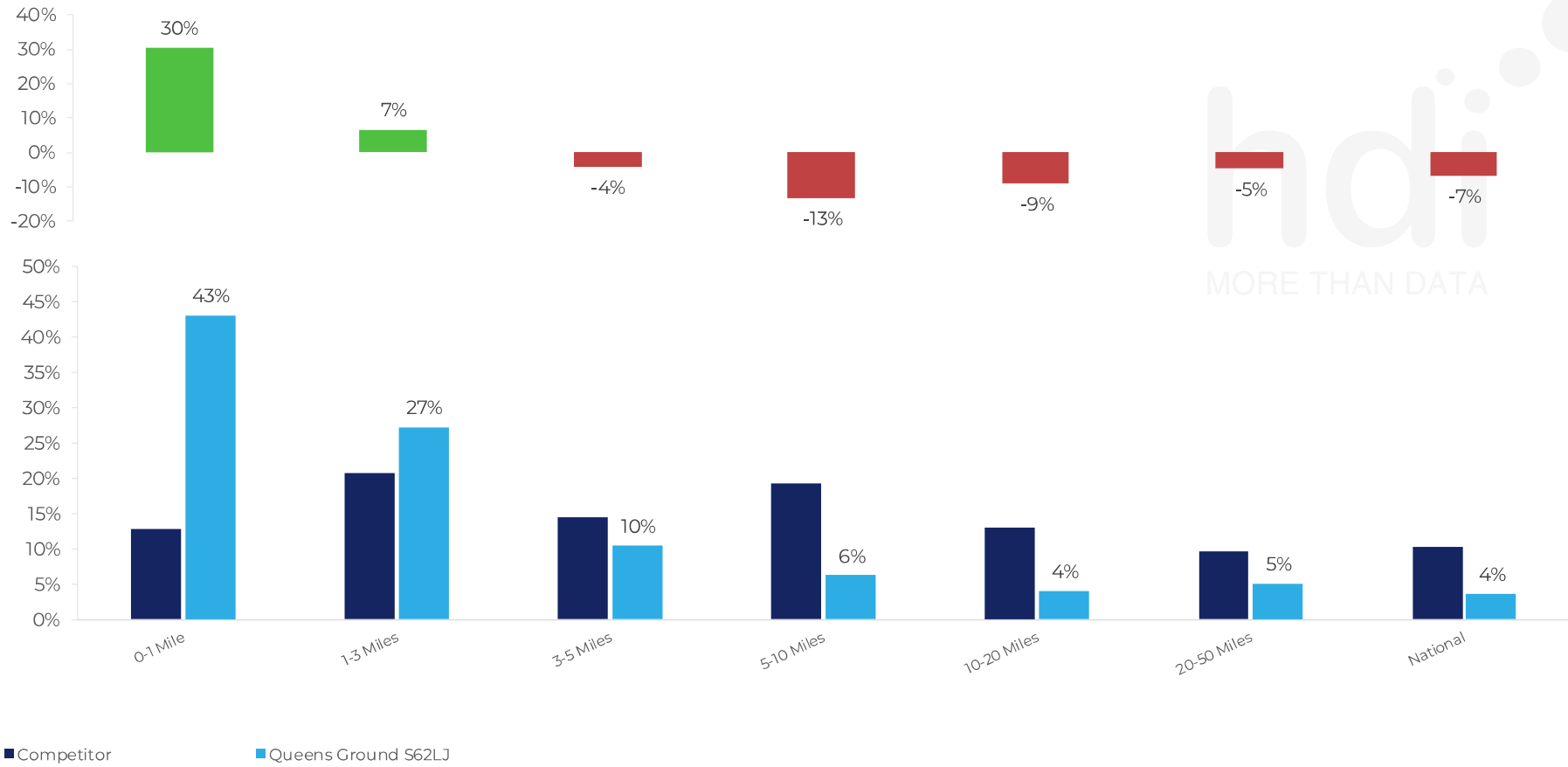
■ Competitor

■ Queens Ground S62LJ

Spend by Distance

How does the spend profile of Queens Ground S62LJ compare versus its competitors based on travel distances?

% of spend for Queens Ground S62LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



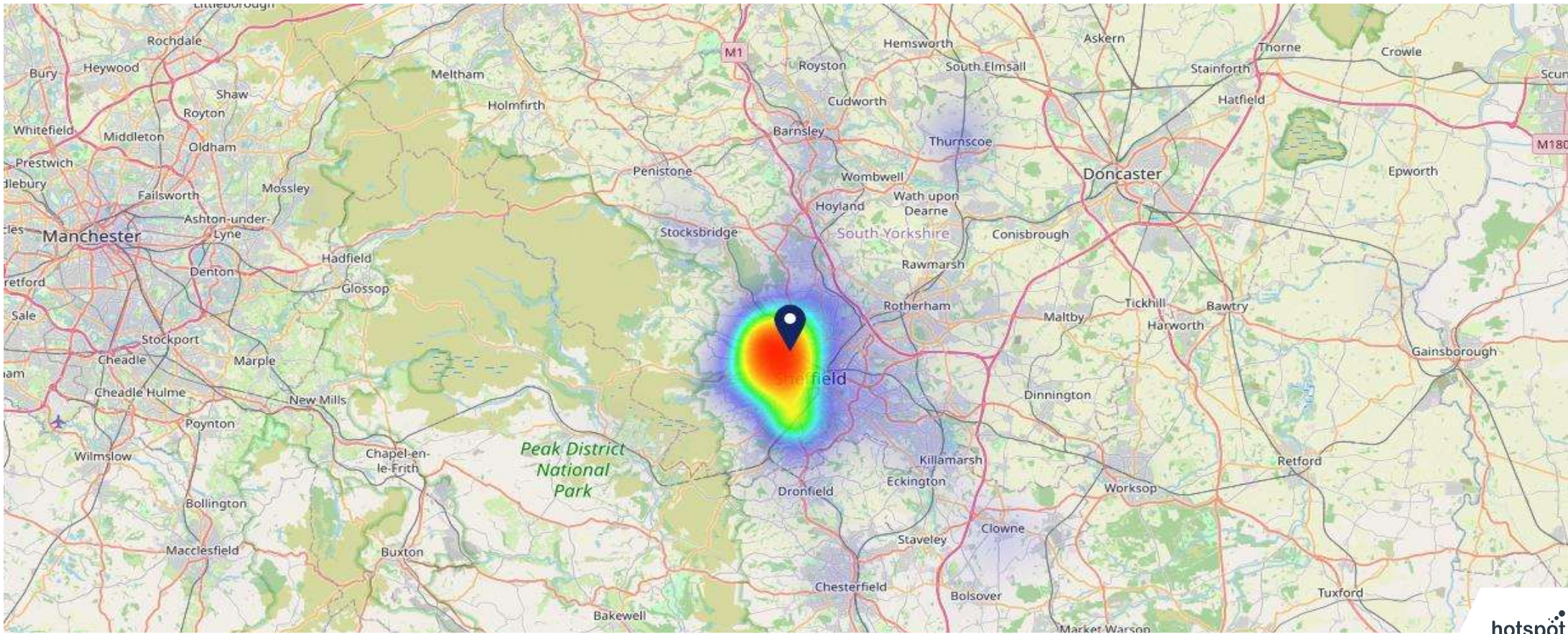
■ Competitor ■ Queens Ground S62LJ



Map of Guest Origin

Where do customers of Queens Ground S62LJ come from?

Where do customers of Queens Ground S62LJ for 22/02/2023 - 14/02/2024 live



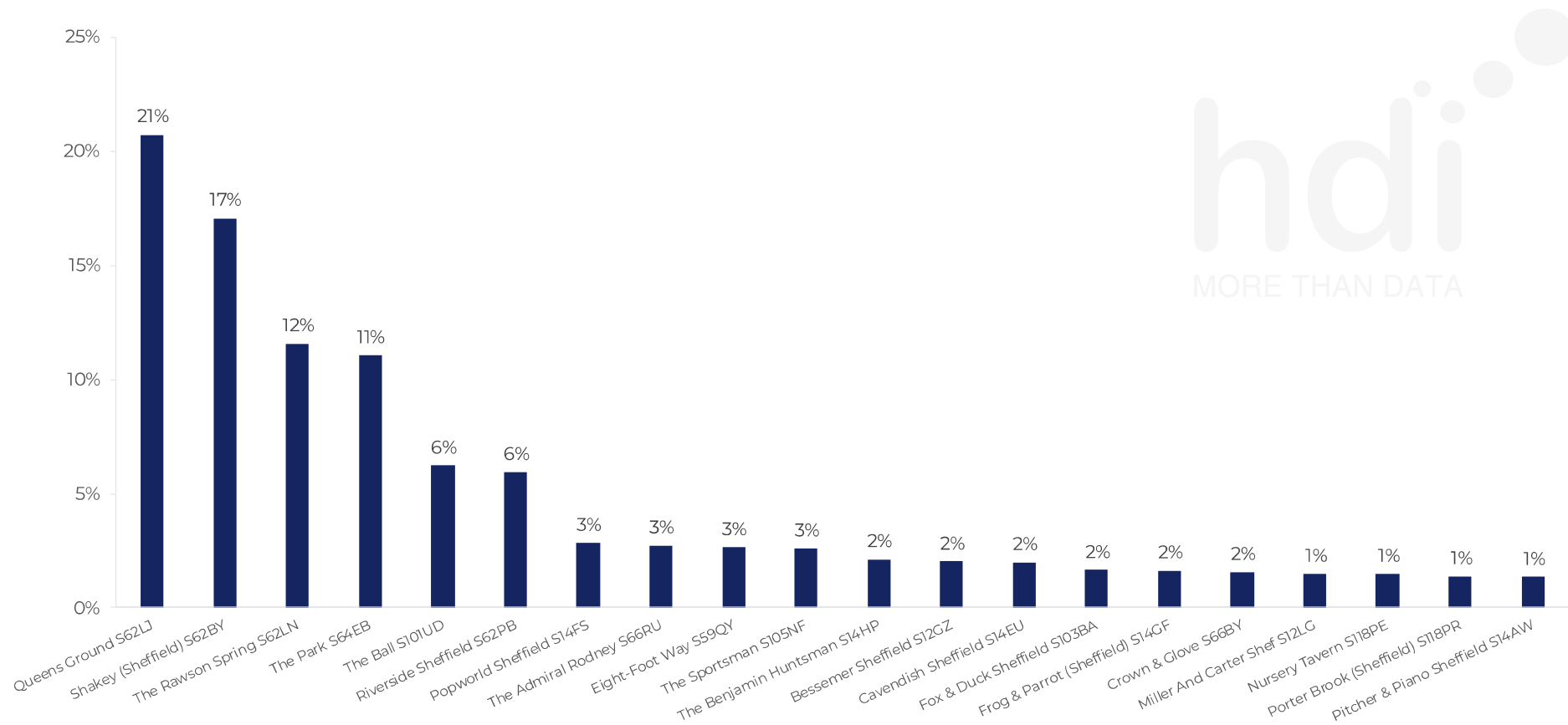
288 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of Queens Ground S62LJ also visit?

For customers of Queens Ground S62LJ, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue

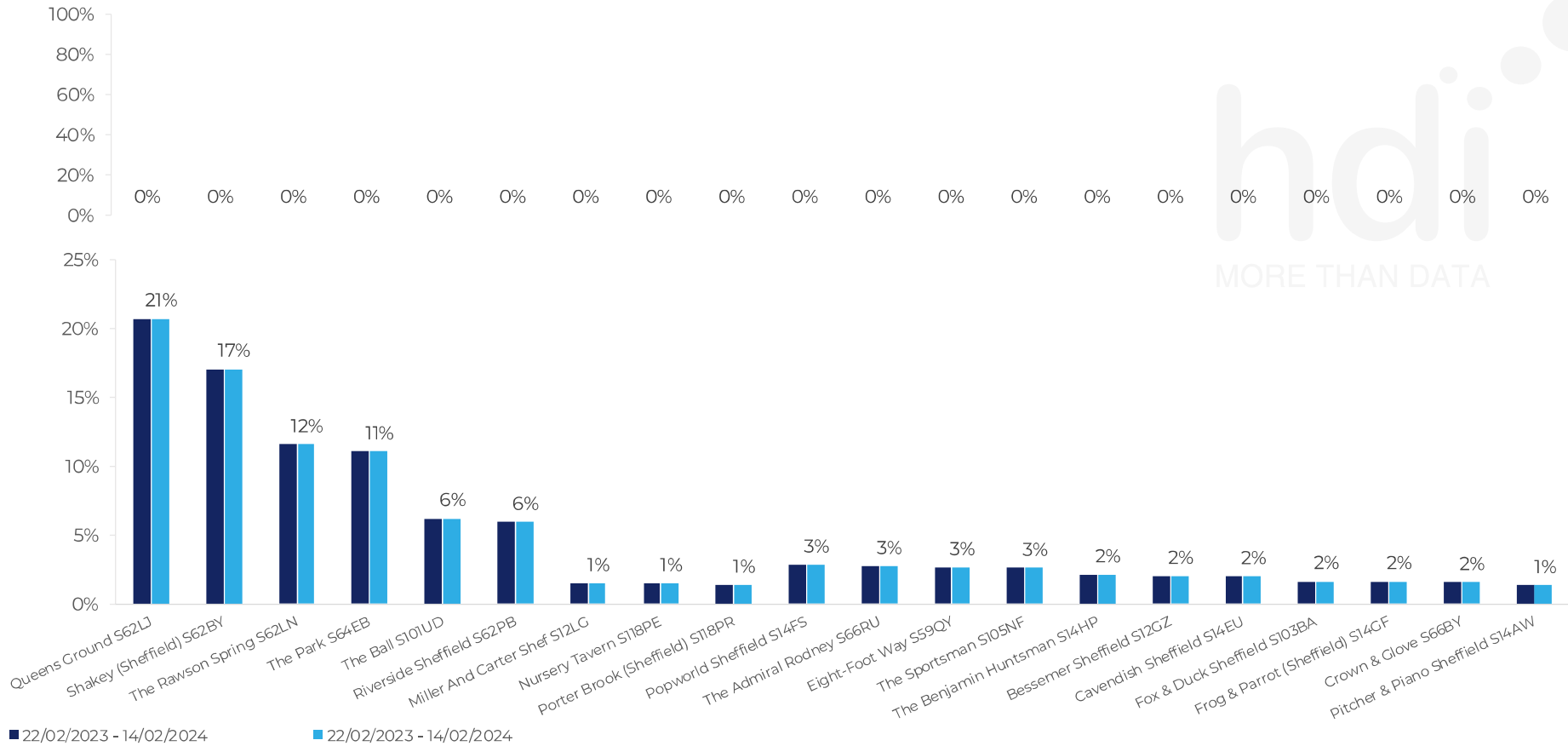
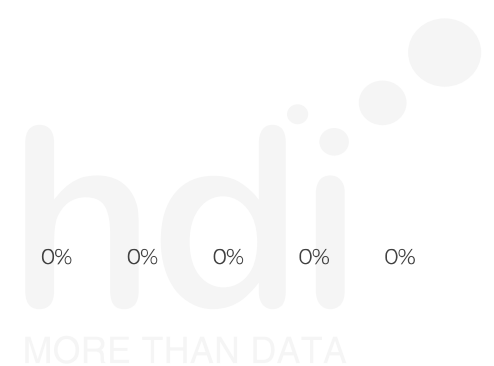


707 Site Customers



Share of Wallet Change

How has share of wallet of customers of Queens Ground S62LJ changed between two date ranges?



707 Site Customers



Market Summary

How does the local area for Queens Ground S62LJ 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	£138M	5	£18.32M	8	£48.99M	8	£461.81M	9
Weekpart	Mon - Thu	38.8%	4	46.7%	9	40.9%	5	38.6%	2
Weekpart	Fri - Sat	49.7%	9	38.4%	2	44.7%	7	47.2%	10
Weekpart	Sun	11.5%	3	14.9%	6	14.5%	4	14.2%	2
Age	18 to 24	4.6%	4	7.9%	7	6.4%	5	7.5%	6
Age	25 to 34	18.6%	4	21.8%	5	21.9%	5	21.3%	5
Age	35 to 44	27.1%	8	27.7%	9	28.2%	9	24.8%	7
Age	45 to 54	21.4%	7	18.7%	4	18.9%	4	19.2%	4
Age	55 to 64	17.4%	7	15.6%	6	15.8%	6	16.8%	7
Age	65 to 74	8.1%	7	6.8%	6	7.2%	6	7.6%	7
Age	75+	2.8%	7	1.5%	4	1.5%	3	2.7%	6
CAMEO	Business Elite	3.3%	3	1.6%	2	3.3%	3	6.7%	5
CAMEO	Prosperous Professionals	3.7%	3	3.3%	3	5.0%	4	6.3%	5
CAMEO	Flourishing Society	4.2%	2	2.6%	1	3.9%	1	5.5%	1
CAMEO	Content Communities	7.0%	2	7.2%	2	9.0%	2	11.6%	4
CAMEO	White Collar Neighbourhoods	7.3%	2	5.5%	1	7.5%	2	8.8%	2
CAMEO	Enterprising Mainstream	6.1%	4	5.3%	3	7.5%	5	7.7%	5
CAMEO	Paying The Mortgage	19.6%	9	16.7%	7	18.4%	8	17.6%	8
CAMEO	Cash Conscious Communities	22.7%	10	21.8%	10	19.0%	10	14.9%	10
CAMEO	On A Budget	12.5%	9	11.0%	9	9.8%	8	8.6%	8
CAMEO	Family Value	13.6%	10	24.9%	10	16.7%	10	12.2%	10
Affluence	AB	11.2%	2	7.6%	1	12.1%	2	18.6%	3
Affluence	C1C2	40.0%	3	34.7%	1	42.4%	3	45.8%	4
Affluence	DE	48.8%	10	57.7%	10	45.5%	10	35.7%	10



£3000

£18000

OCC Concept Fit

Mighty Local

Achievable Average Weekly Takings

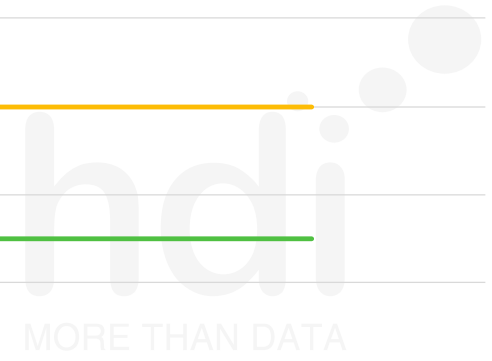
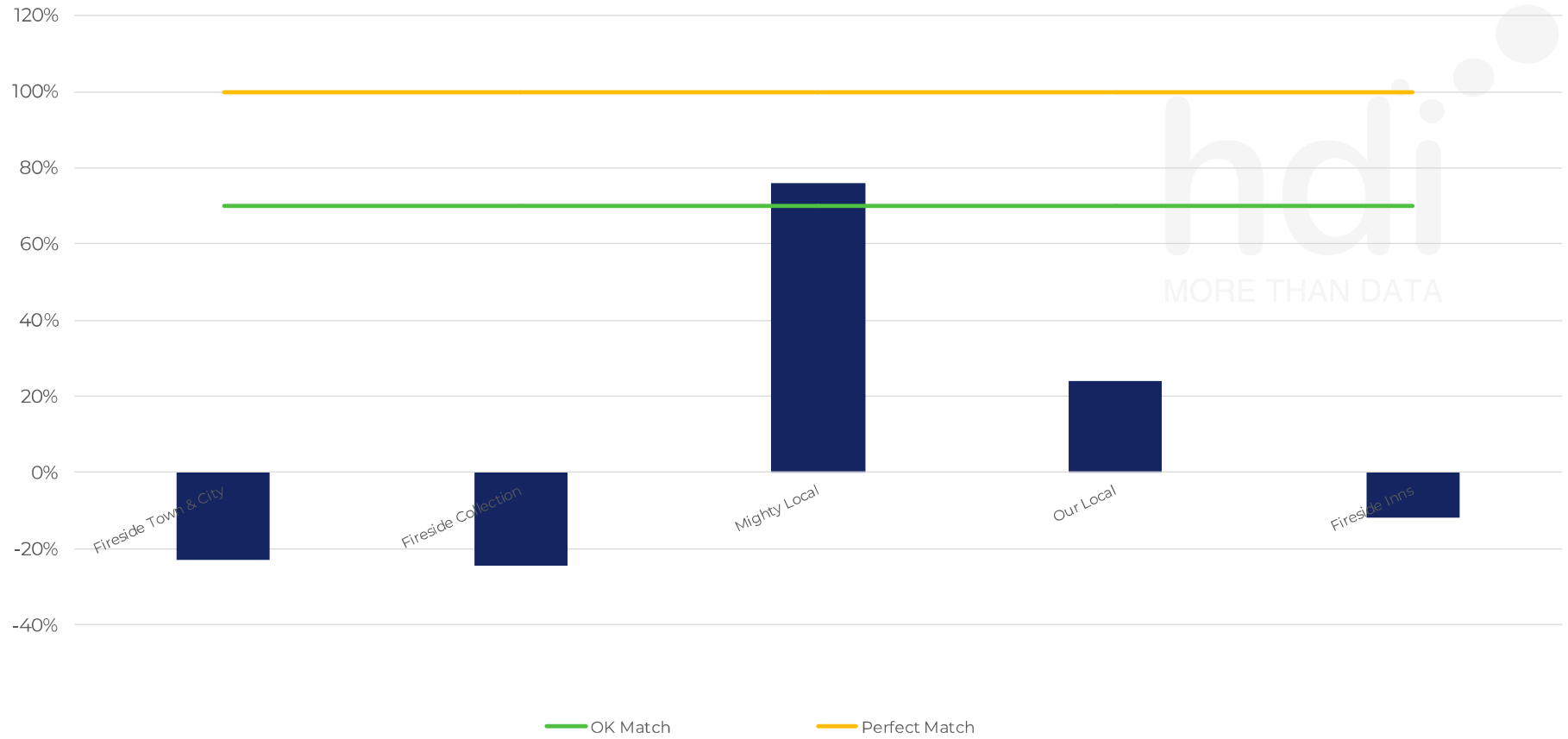
£11500



- 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

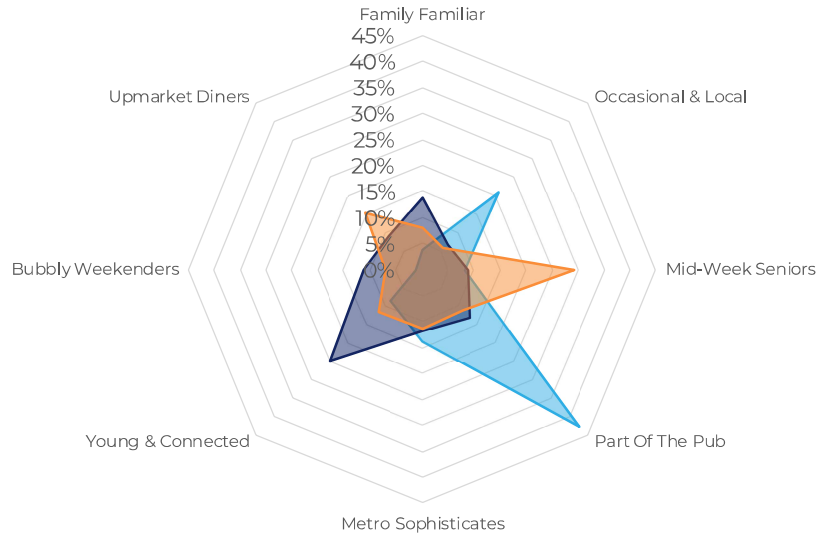


Concept Recommendation





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
Queens Ground	165	3.79%	20.71%	8.09%	42.66%	13.75%	8.64%	1.02%	1.30%
Local Catchment	16286	13.91%	6.85%	8.86%	13.01%	11.90%	25.08%	11.29%	9.06%
Punch T&L	111036	8.04%	5.88%	29.44%	11.21%	11.47%	11.51%	7.14%	15.28%
Queens Ground vs Local Catchment		-10.12%	13.86%	-0.77%	29.65%	1.85%	-16.44%	-10.27%	-7.76%
Queens Ground vs Punch T&L		-4.25%	14.83%	-21.35%	31.45%	2.28%	-2.87%	-6.12%	-13.98%
Local Catchment vs Punch T&L		5.87%	0.97%	-20.58%	1.80%	0.43%	13.57%	4.15%	-6.22%

Queens Ground

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
Queens Ground S62LJ	165	3.79%	20.71%	8.09%	42.66%	13.75%	8.64%	1.02%	1.30%
Shakey (Sheffield) S62BY	389	7.91%	7.72%	1.71%	28.39%	11.34%	38.55%	3.94%	0.40%
The Rawson Spring S62LN	992	9.97%	14.08%	5.41%	28.54%	8.18%	25.44%	6.09%	2.25%
The Park S64EB	454	16.15%	9.70%	5.45%	37.45%	4.67%	18.52%	6.88%	1.14%
The Ball S10IUD	615	3.88%	9.18%	9.14%	37.91%	16.27%	13.22%	6.87%	3.49%
Riverside Sheffield S62PB	165	4.85%	28.30%	0.83%	36.31%	3.62%	20.62%	2.69%	2.73%
Popworld Sheffield S14FS	1029	13.22%	1.78%	1.95%	7.37%	8.38%	50.63%	13.44%	3.17%
The Admiral Rodney S66RU	437	17.21%	5.86%	22.47%	5.59%	9.39%	13.18%	14.71%	11.55%
Eight-Foot Way S59QY	356	36.15%	7.81%	4.92%	22.59%	0.95%	22.16%	4.74%	0.63%
The Sportsman S10SNF	395	9.86%	8.70%	22.23%	20.84%	19.69%	7.63%	3.73%	7.27%
The Benjamin Huntsman S14HP	1810	17.65%	8.00%	6.97%	16.73%	7.20%	32.32%	9.18%	1.92%
Bessemer Sheffield S12GZ	1523	16.59%	5.89%	6.28%	18.65%	7.27%	27.89%	15.04%	2.36%
Cavendish Sheffield S14EU	1160	17.62%	5.71%	3.96%	11.01%	8.47%	40.65%	9.92%	2.63%
Fox & Duck Sheffield S103BA	349	5.91%	11.92%	7.79%	13.89%	24.11%	22.15%	7.98%	6.20%
Frog & Parrot (Sheffield) S14GF	1310	12.21%	5.70%	9.77%	8.76%	15.59%	26.64%	14.28%	7.01%
Crown & Glove S66BY	120	5.63%	2.86%	16.29%	6.91%	27.53%	12.65%	3.45%	24.64%
Miller And Carter Shef S12LG	467	15.68%	4.05%	11.85%	4.95%	11.93%	17.17%	11.12%	23.22%
Nursery Tavern S118PE	744	9.33%	4.07%	3.40%	6.76%	10.59%	56.31%	7.06%	2.45%
Porter Brook (Sheffield) S118PR	670	3.70%	9.92%	12.29%	22.32%	29.80%	10.47%	6.77%	4.68%
Pitcher & Piano Sheffield S14AW	1115	17.91%	2.88%	9.34%	7.95%	11.21%	21.44%	16.68%	12.54%
The Bankers Draft S12GH	1113	11.92%	8.06%	8.60%	33.99%	4.00%	27.57%	4.97%	0.86%
Yates Sheffield S14HP	1649	19.97%	3.58%	8.38%	11.88%	3.68%	38.53%	11.60%	2.35%
Browns Sheffield S12JL	872	15.16%	3.96%	15.25%	4.57%	12.99%	14.54%	10.08%	23.42%
Crosspool Tavern S105DT	315	18.76%	11.90%	5.49%	36.18%	3.34%	17.98%	4.07%	2.24%
The Bloomery Sheffield S102PQ	282	12.70%	7.30%	4.24%	17.84%	13.49%	25.71%	11.96%	6.71%