



Site Summary



The Western Sports & Social WD31BB

WD31BB

Punch - Our Local +



Work Area
London



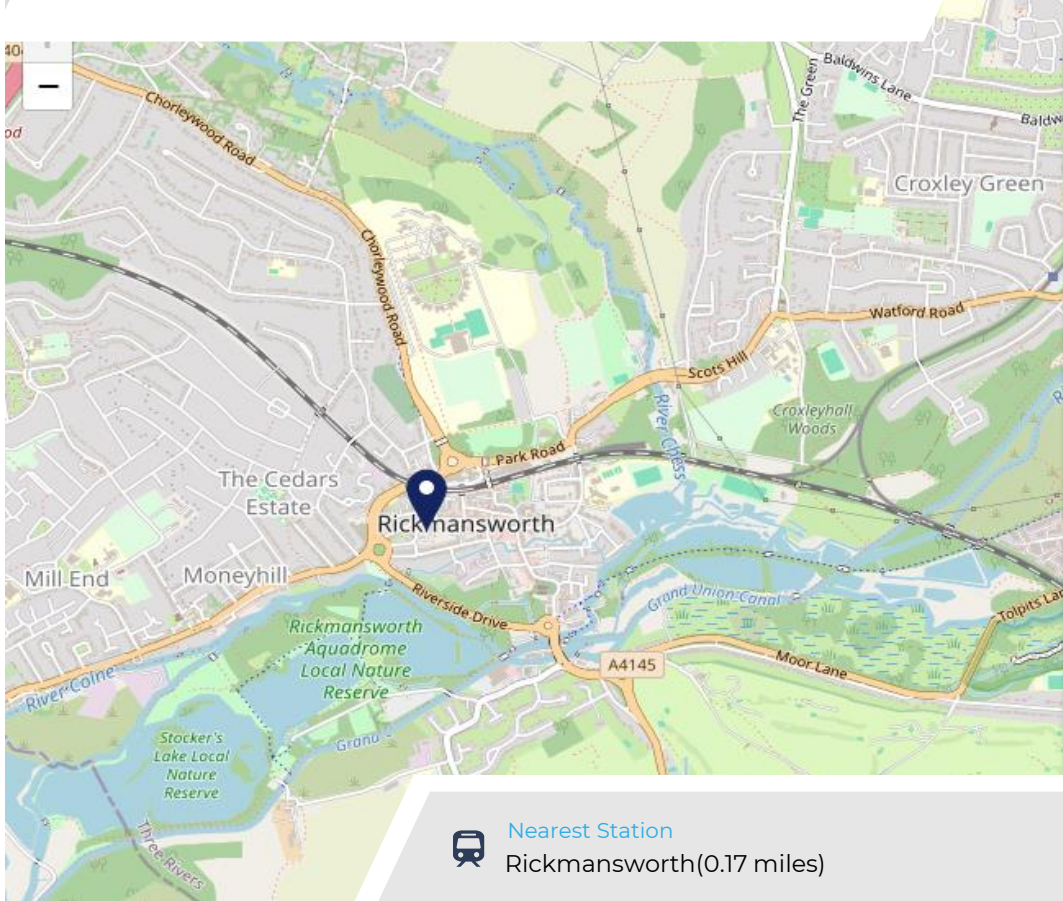
Region
East of England



TV Region
London



Urbanicity
Urban major conurbation



ATV
£11.43



Gender
83.61%
Male



Affluence
56.44%
Middle Income



Segmentation
39.57%
White Collar Neighbourhoods



Age Group
26.73%
45 to 54



Visit Day
32.62%
Sat

Top Competitors

Feathers (Rickmansworth) #1
WD31DJ
 GK Pub Partners

Fox & Hounds Rickmansworth #2
WD31AY
 Stonegate PP

White Bear (Rickmansworth) #3
WD31JQ
 GK Pub Partners

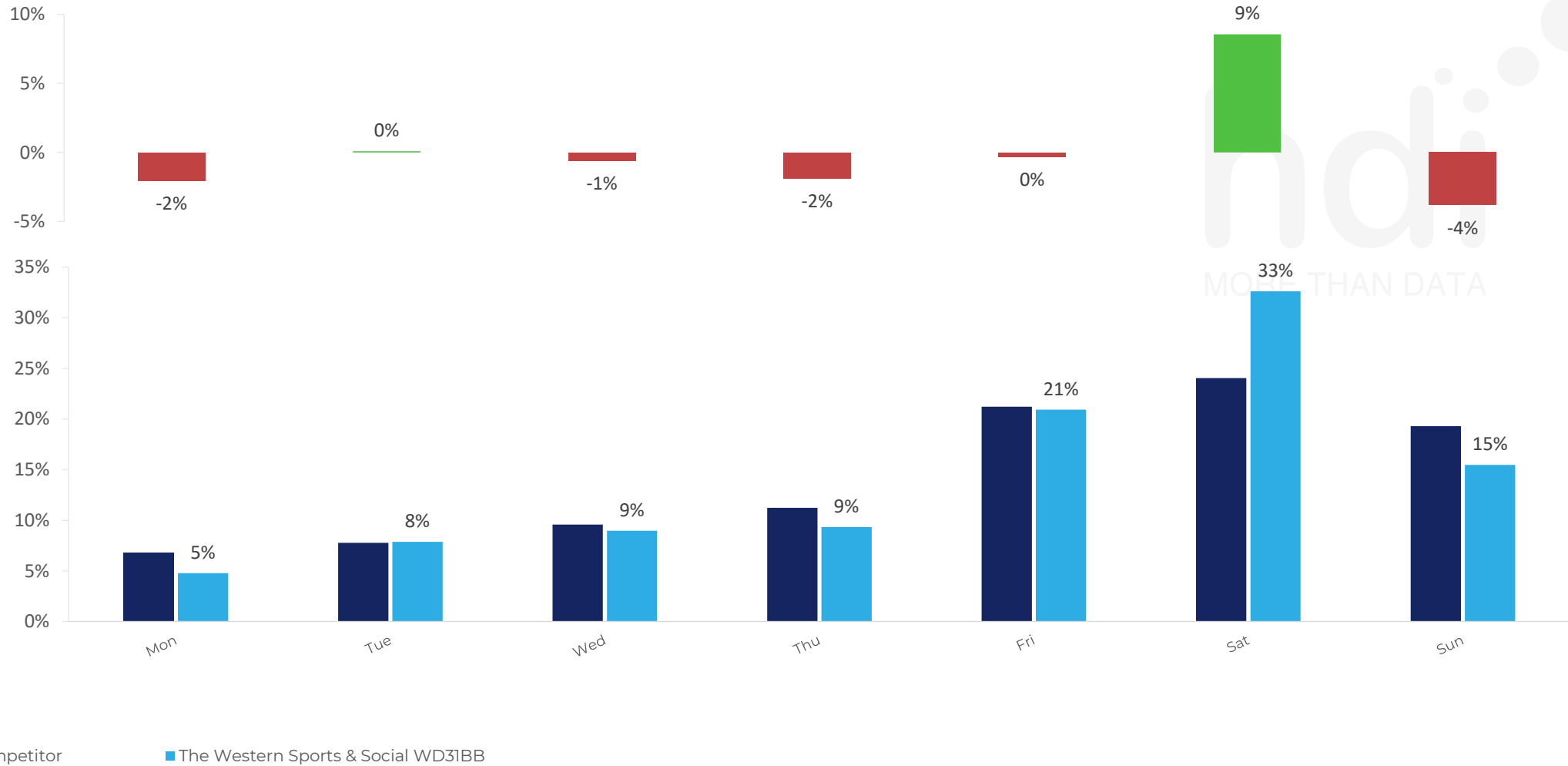


Nearest Station
Rickmansworth(0.17 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for The Western Sports & Social WD31BB versus its competitors?

% of spend for The Western Sports & Social WD31BB and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Day of Week

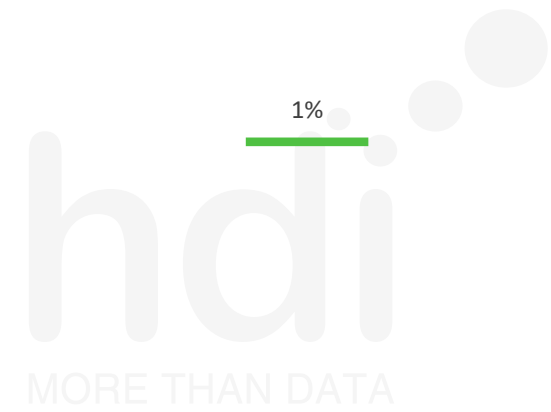
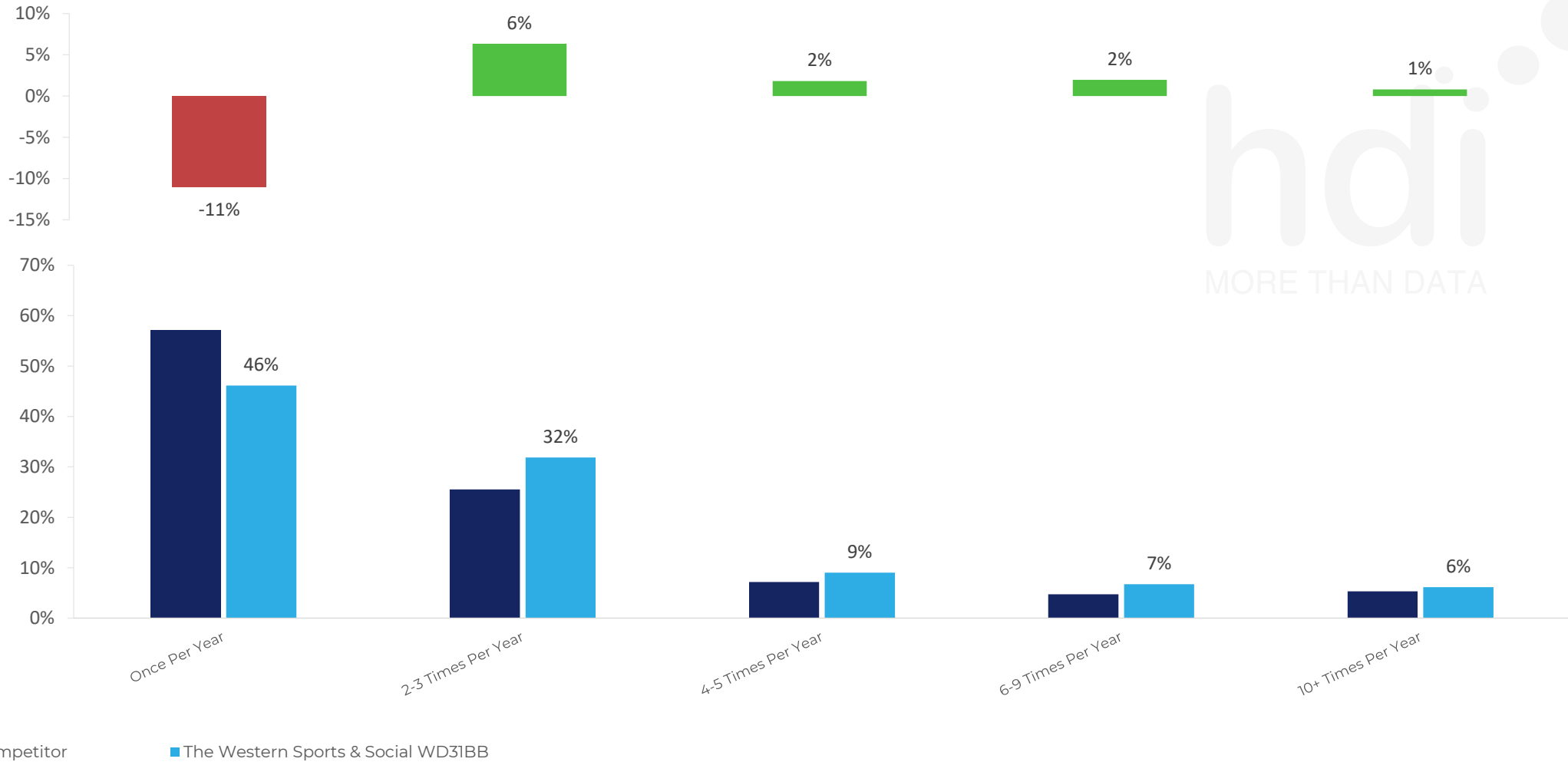




Visit Frequency

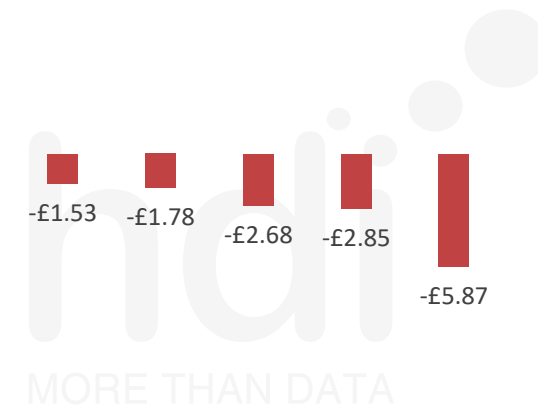
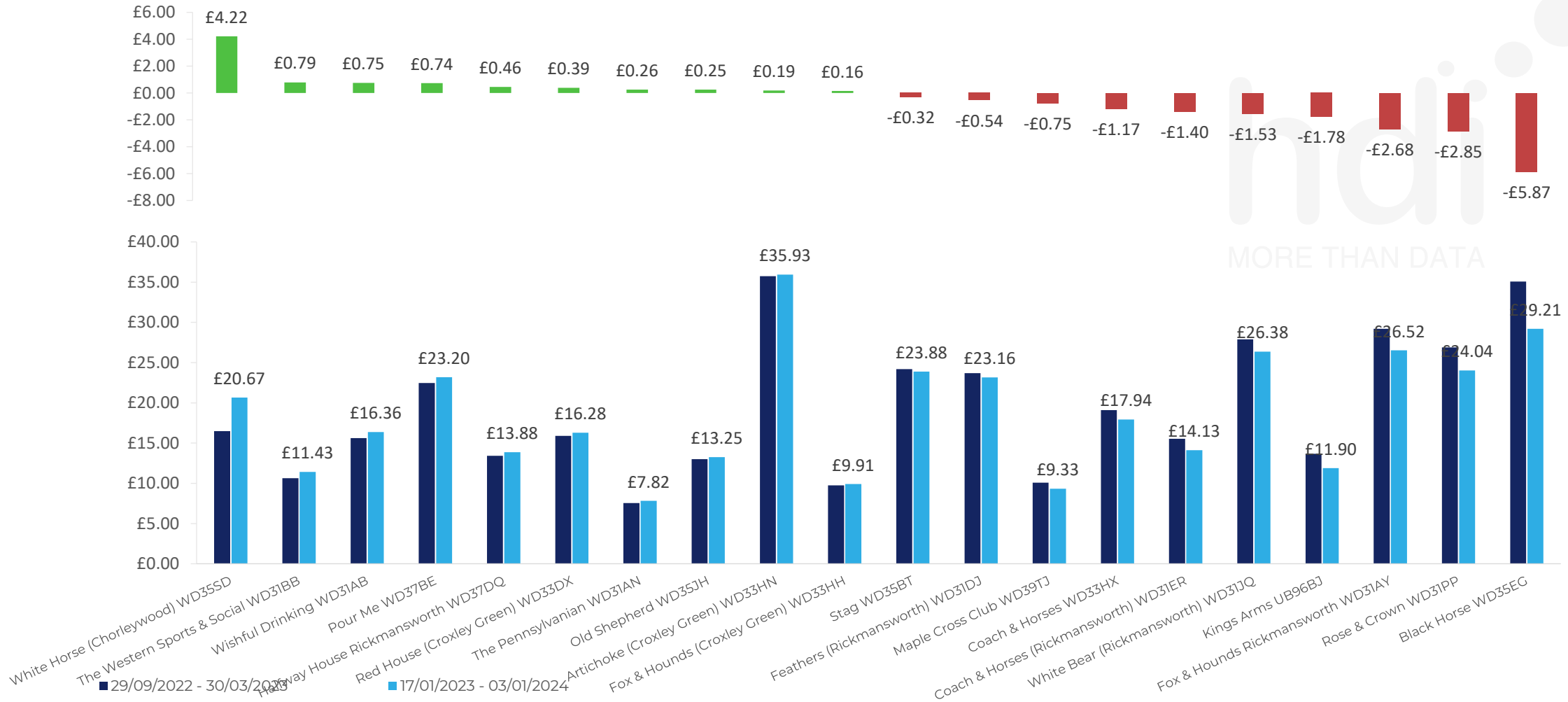
How frequently per year do customers visit The Western Sports & Social WD31BB versus its competitors?

% of customer numbers for The Western Sports & Social WD31BB and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 and the number of visits made Per Annum



ATV Change

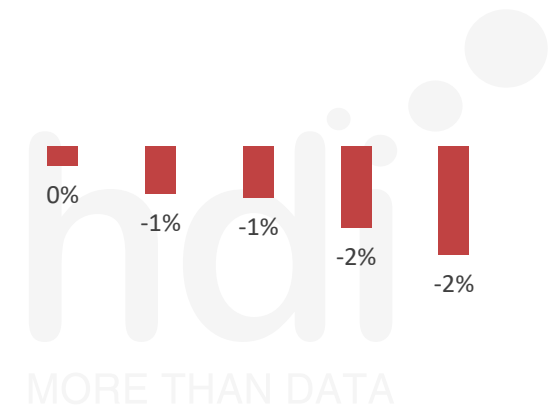
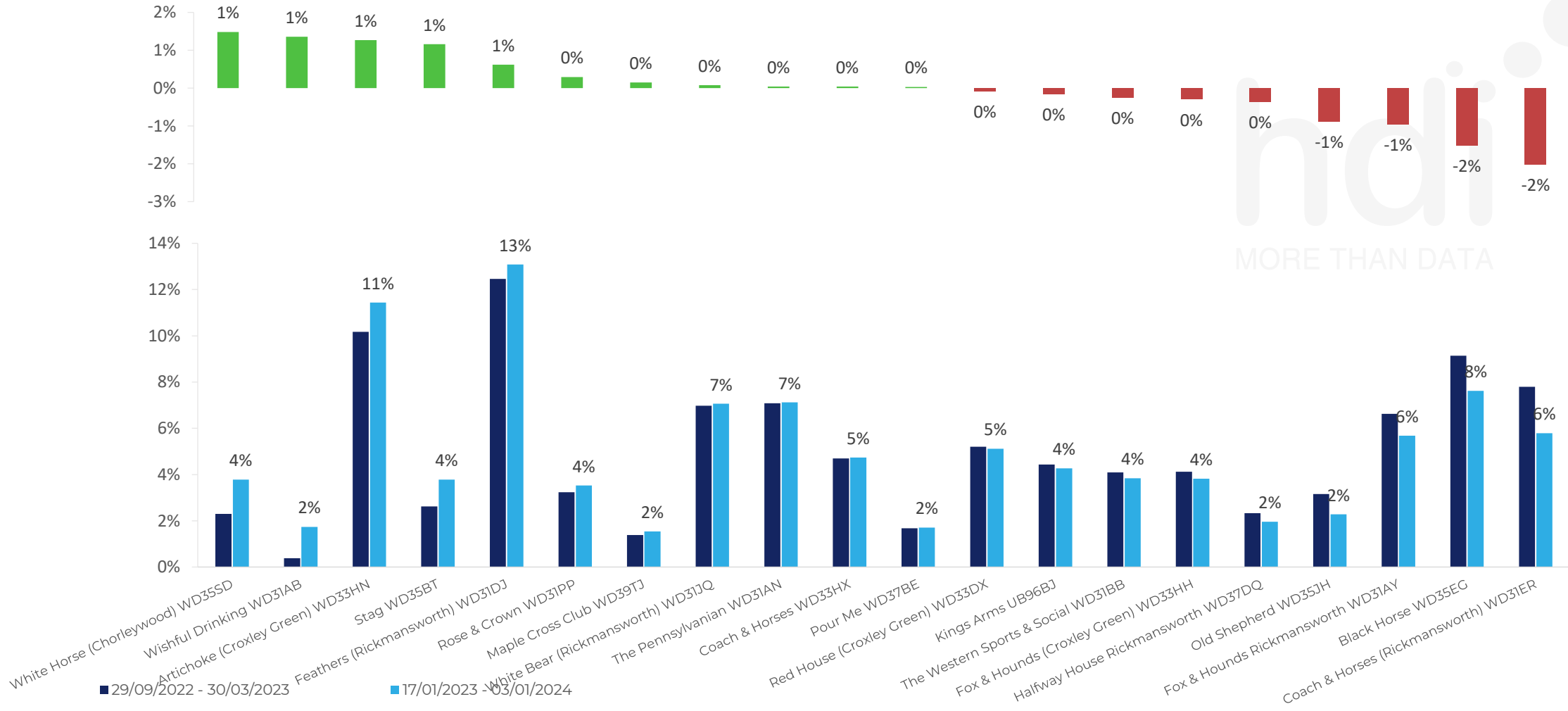
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

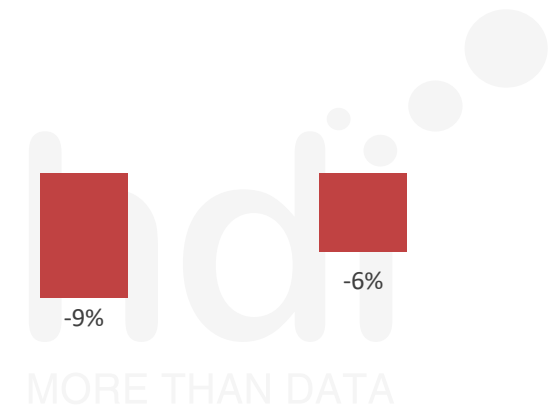
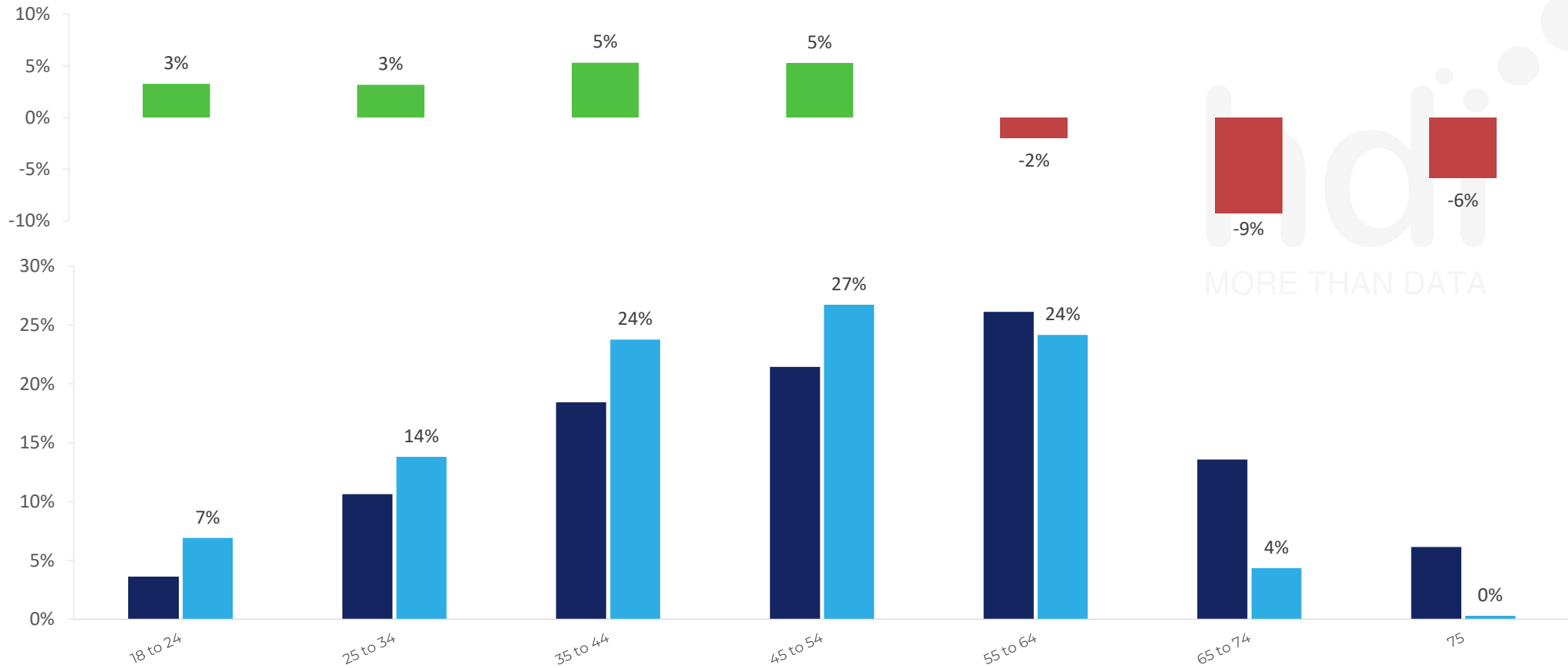
% of market share spend for The Western Sports & Social WD31BB and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024



Age

How does the age profile of customers who visit The Western Sports & Social WD31BB compare versus its competitors?

% of spend for The Western Sports & Social WD31BB and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Age Range



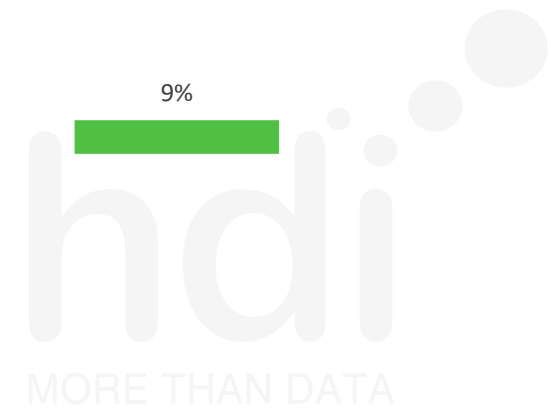
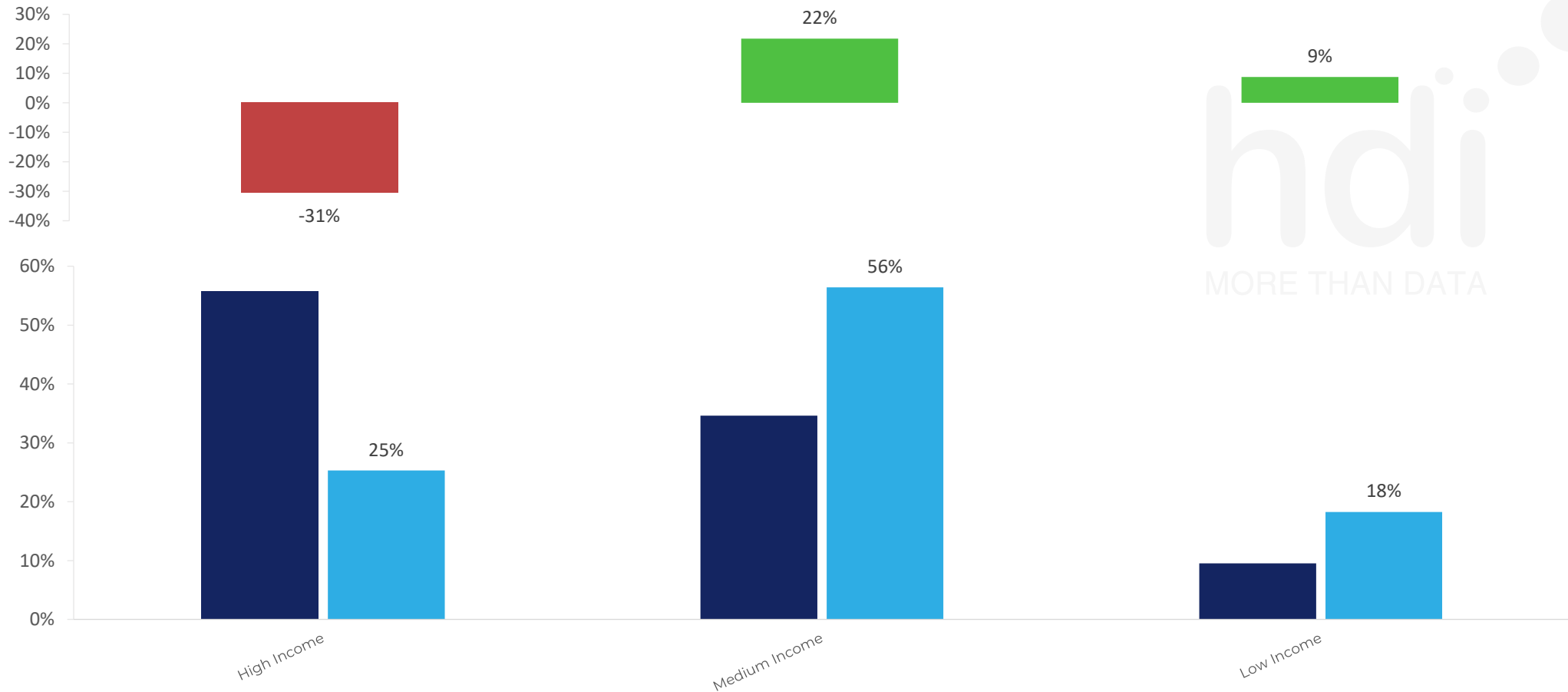
■ Competitor

■ The Western Sports & Social WD31BB

Affluence

How does the affluence of customers who visit The Western Sports & Social WD31BB compare versus its competitors?

% of spend for The Western Sports & Social WD31BB and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Affluence



■ Competitor

■ The Western Sports & Social WD31BB

429 Site Customers

73 Competitors

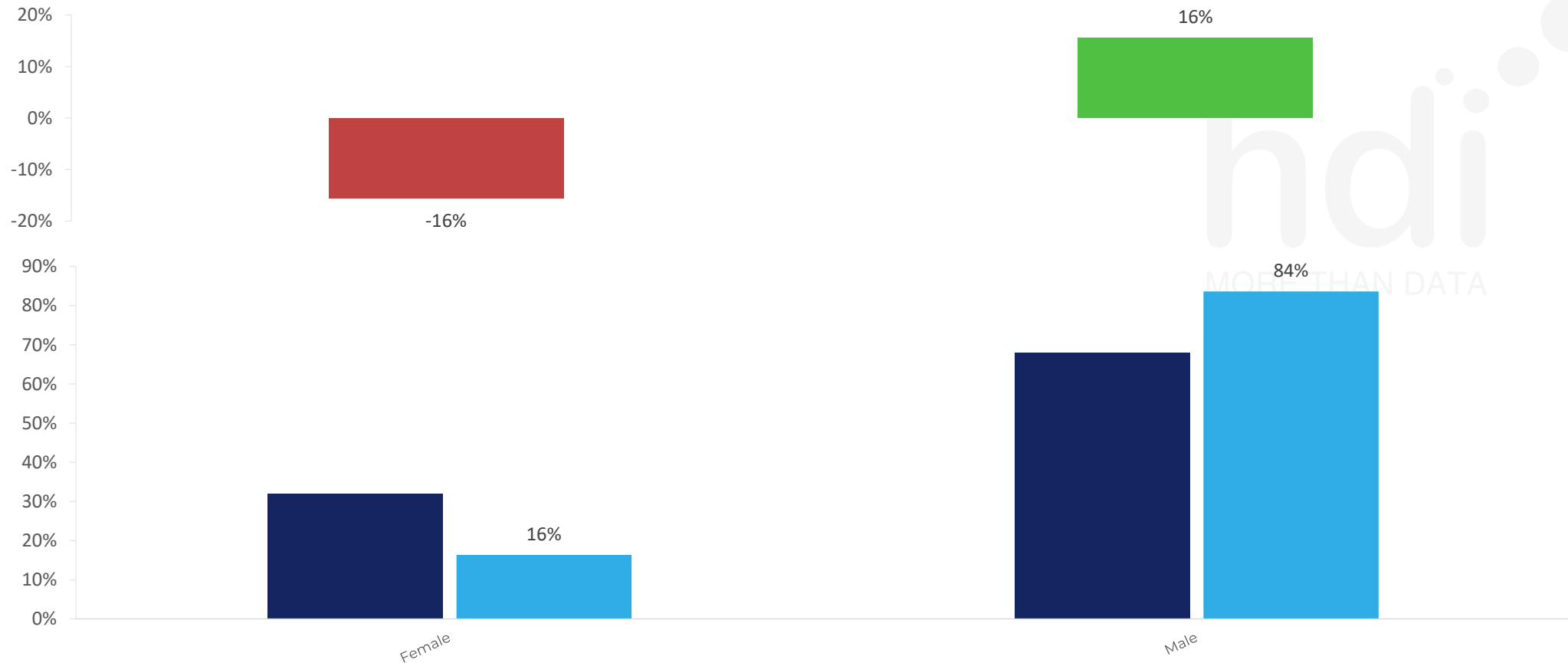
16279 Competitor Customers



Gender

How does the gender profile of customers who visit The Western Sports & Social WD31BB compare versus its competitors?

% of spend for The Western Sports & Social WD31BB and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Gender



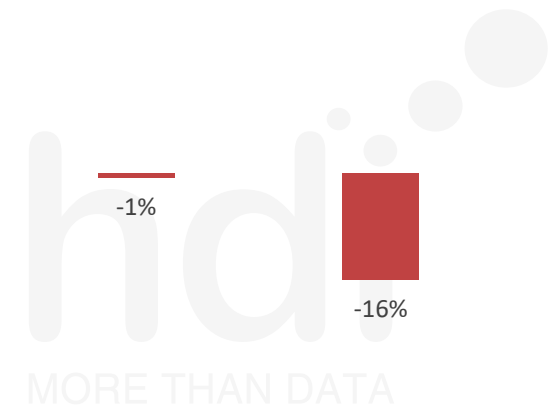
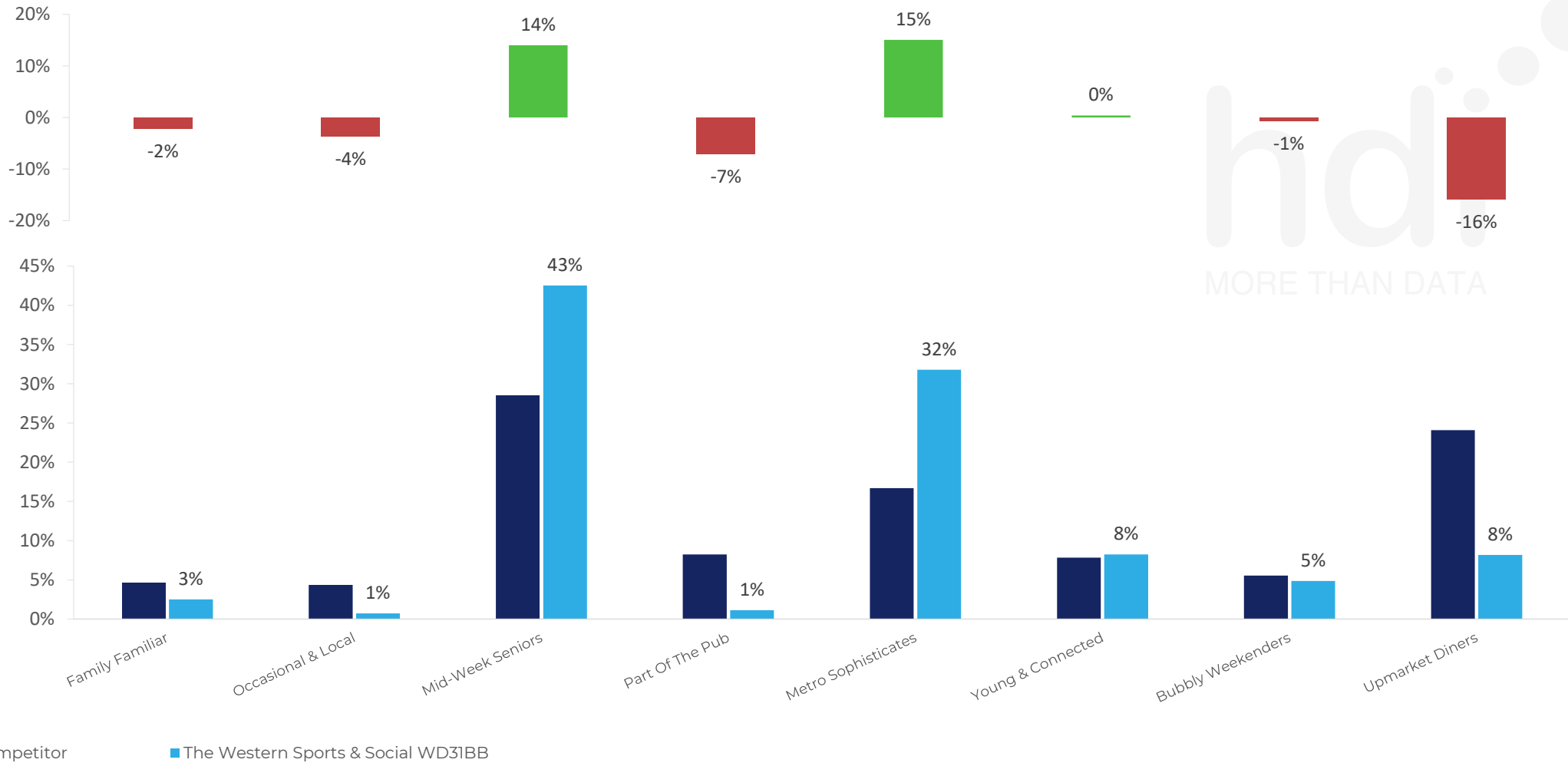
■ Competitor

■ The Western Sports & Social WD31BB

Punch Segmentation

How does the Custom segmentation profile of customers who visit The Western Sports & Social WD31BB compare versus its competitors?

% of spend for The Western Sports & Social WD31BB and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Segment



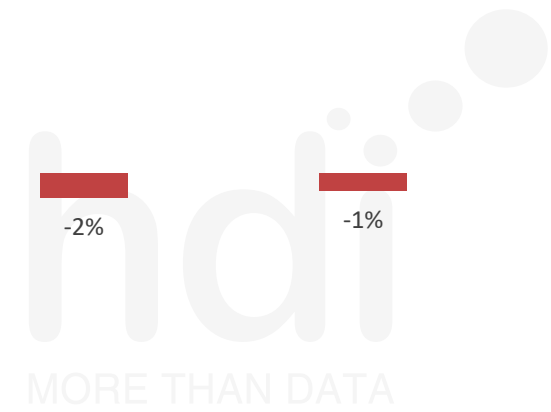
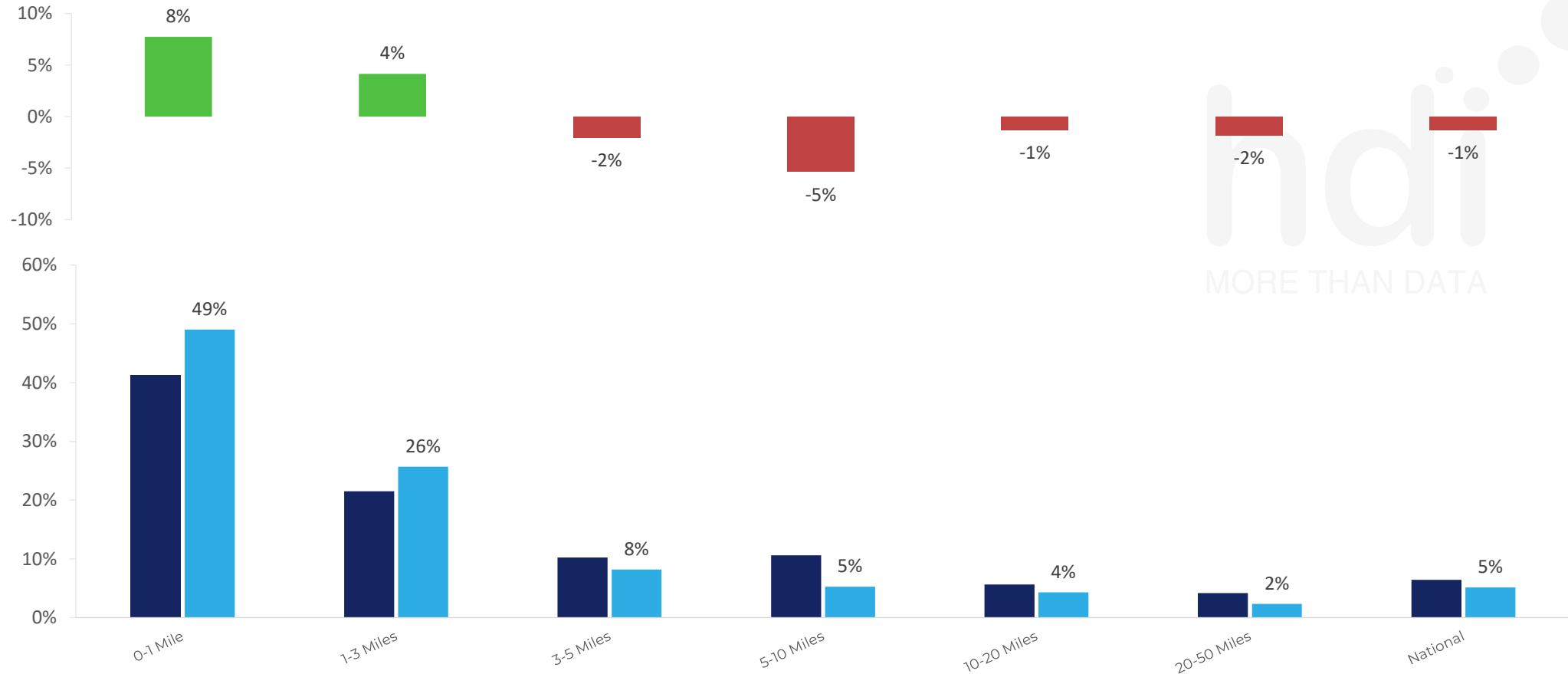
Competitor

The Western Sports & Social WD31BB

Spend by Distance

How does the spend profile of The Western Sports & Social WD31BB compare versus its competitors based on travel distances?

% of spend for The Western Sports & Social WD31BB and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Distance travelled



■ Competitor

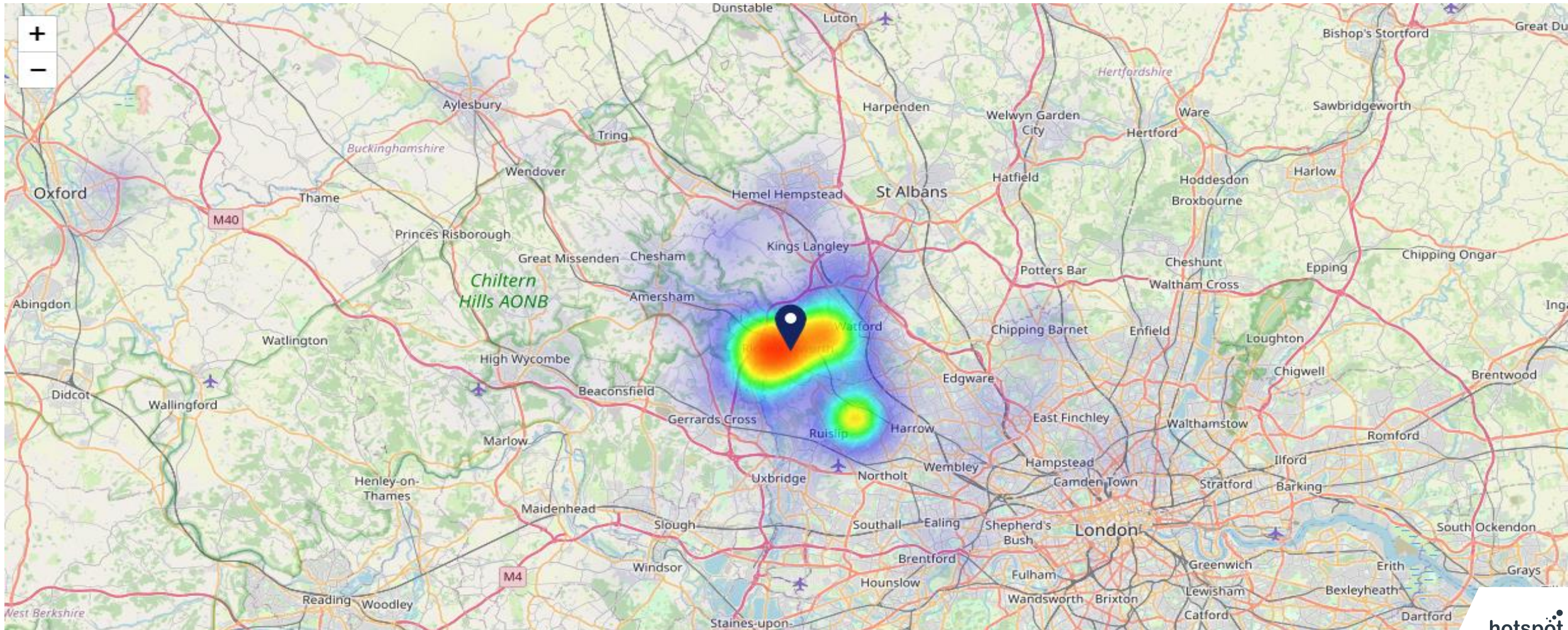
■ The Western Sports & Social WD31BB



Map of Guest Origin

Where do customers of The Western Sports & Social WD31BB come from?

Where do customers of The Western Sports & Social WD31BB for 17/01/2023 - 03/01/2024 live

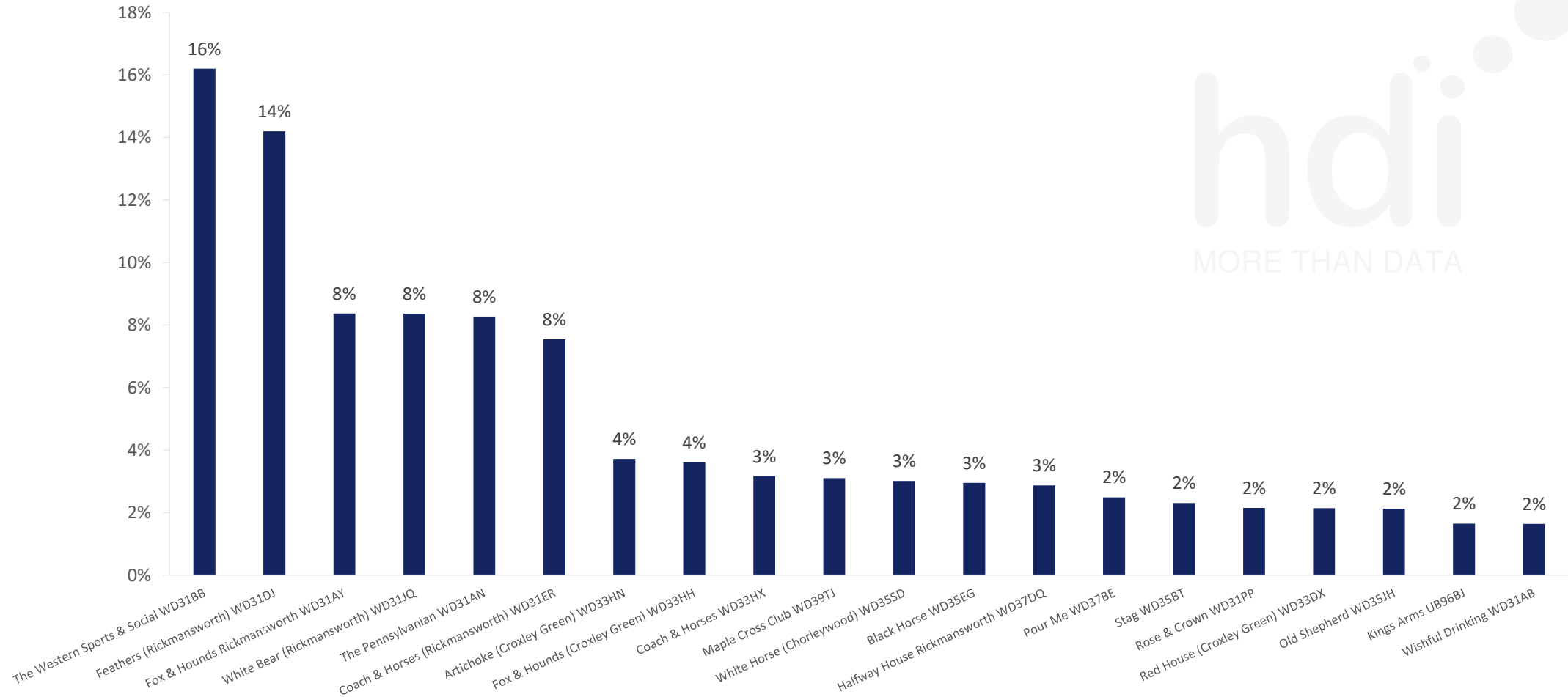




Share of Wallet

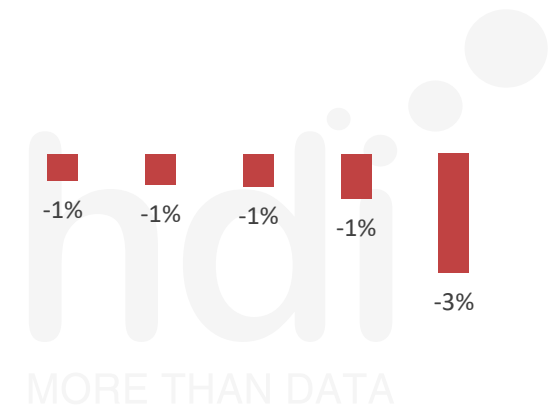
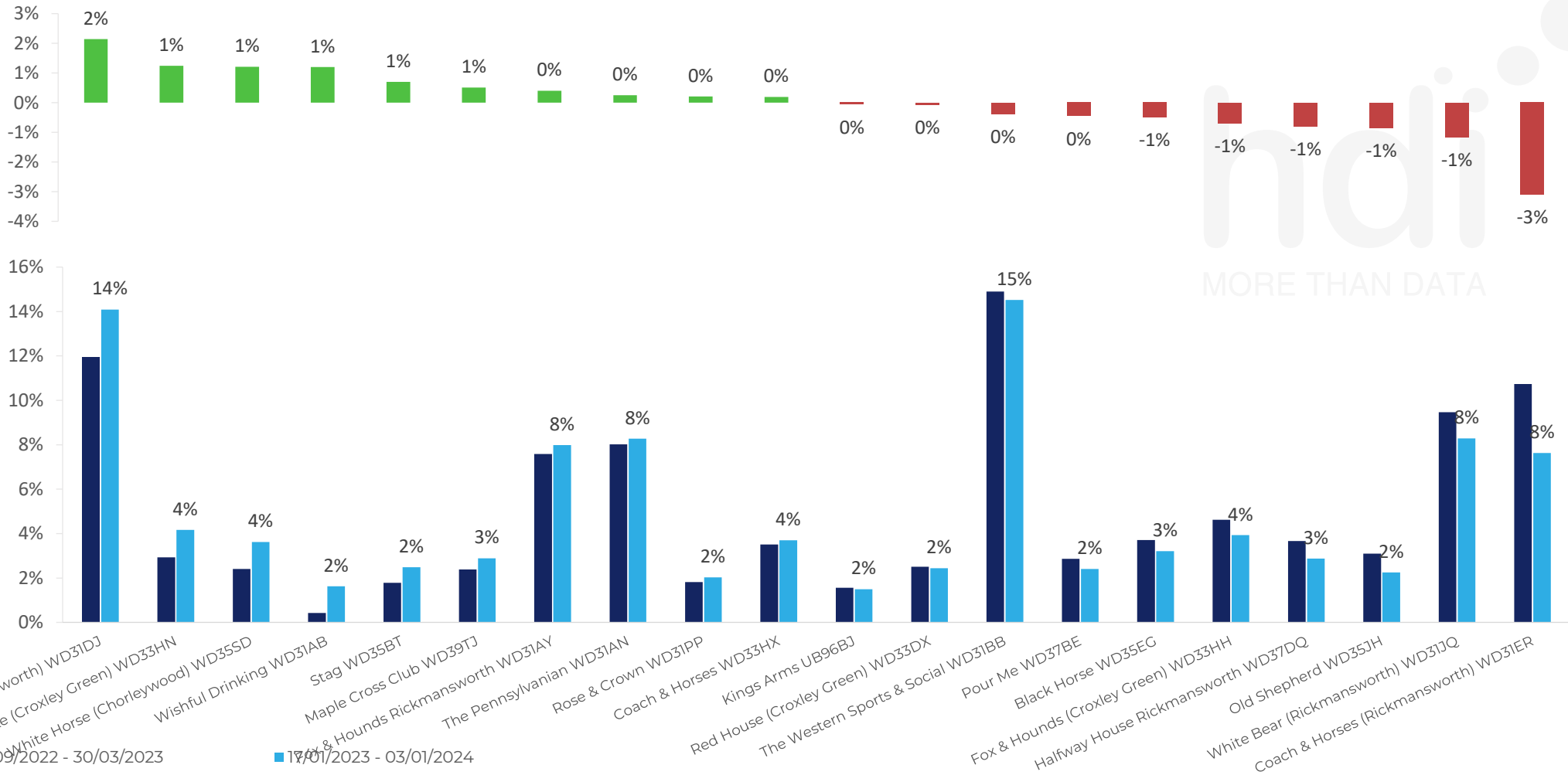
What are the Top 20 venues (by spend) that customers of The Western Sports & Social WD31BB also visit?

For customers of The Western Sports & Social WD31BB, who are the top 20 competitors from 97 Chains in 3 Miles for 17/01/2023 - 03/01/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of The Western Sports & Social WD31BB changed between two date ranges?





Market Summary

How does the local area for The Western Sports & Social WD31BB 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	£5.91M	8	£18.89M	8	£30.22M	7	£67.86M	5
Weekpart	Mon - Thu	46.5%	8	44.2%	8	42.2%	6	41.1%	5
Weekpart	Fri - Sat	40.5%	4	40.8%	4	42.1%	5	41.6%	5
Weekpart	Sun	13.0%	4	15.0%	6	15.7%	6	17.3%	9
Age	18 to 24	3.1%	3	7.0%	6	5.9%	5	4.5%	2
Age	25 to 34	10.2%	1	15.3%	2	14.0%	2	12.1%	1
Age	35 to 44	22.3%	5	23.6%	6	22.6%	5	21.6%	3
Age	45 to 54	22.7%	8	21.1%	6	22.2%	8	22.6%	9
Age	55 to 64	24.8%	10	19.5%	8	20.8%	9	21.5%	10
Age	65 to 74	11.6%	9	9.1%	8	9.9%	8	11.2%	9
Age	75+	5.5%	9	4.3%	8	4.6%	8	6.4%	10
CAMEO	Business Elite	24.1%	10	17.7%	9	19.2%	9	22.2%	10
CAMEO	Prosperous Professionals	13.0%	10	9.3%	9	8.1%	8	7.2%	7
CAMEO	Flourishing Society	22.8%	9	20.7%	9	21.6%	9	22.4%	9
CAMEO	Content Communities	8.6%	2	12.5%	6	12.2%	5	12.4%	5
CAMEO	White Collar Neighbourhoods	11.9%	6	12.2%	6	10.3%	4	8.7%	2
CAMEO	Enterprising Mainstream	1.5%	1	4.2%	2	3.5%	1	3.1%	1
CAMEO	Paying The Mortgage	8.4%	2	10.3%	3	12.8%	4	12.9%	4
CAMEO	Cash Conscious Communities	4.8%	2	6.6%	3	6.7%	3	6.1%	2
CAMEO	On A Budget	4.6%	3	5.7%	5	5.1%	3	4.2%	2
CAMEO	Family Value	0.3%	1	0.7%	2	0.7%	2	0.8%	1
Affluence	AB	59.9%	10	47.7%	9	48.9%	9	51.8%	10
Affluence	C1C2	30.4%	1	39.3%	2	38.7%	2	37.1%	1
Affluence	DE	9.7%	2	13.0%	3	12.4%	2	11.1%	1