




Rope Walk PRM Review



Generated on 5th October 2023

🔼 All Comp. Groups | 3 Miles | All Customers

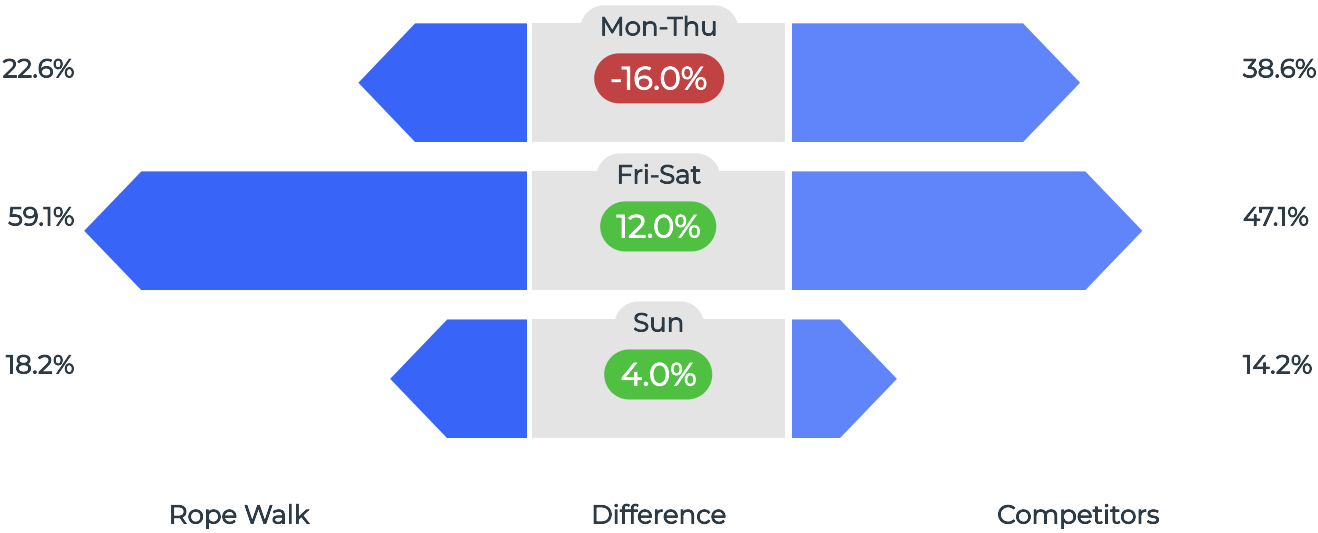


Trading Profile

	Weekly Sales Index Vs. Average Competitor	Rope Walk	26
		Competitor Groups	100
		Difference	 -74

	Avg. Trans. Value Vs. Average Competitor	Rope Walk	£10.60
		Competitor Groups	£14.64
		Difference	 £-4.04

Share of Spend by Weekpart



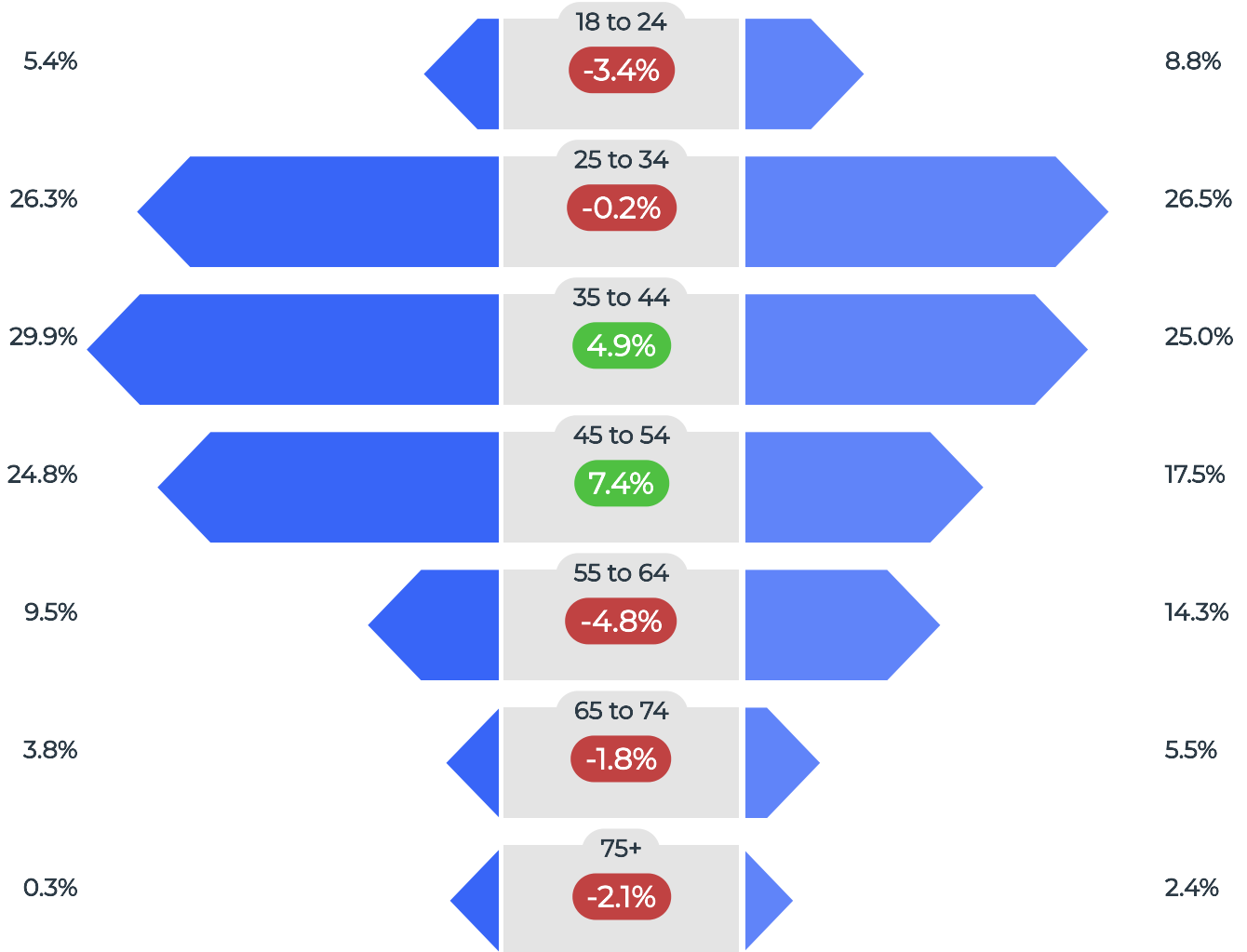
Average Transaction Value





Customer Demographics 1/2

Age Band



Rope Walk

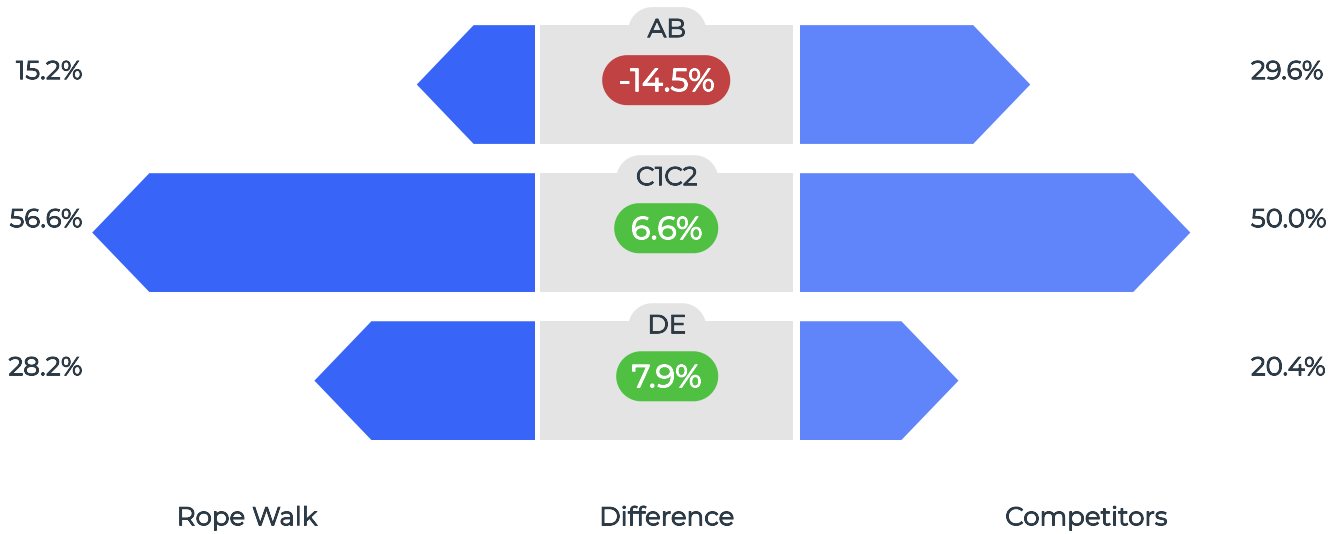
Difference

Competitors

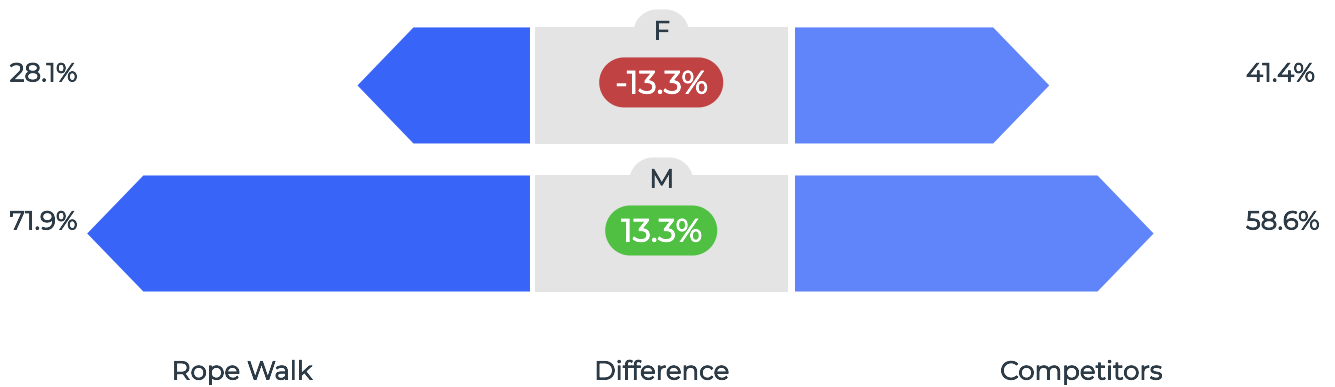


Customer Demographics 2/2

Socio-Economic Group



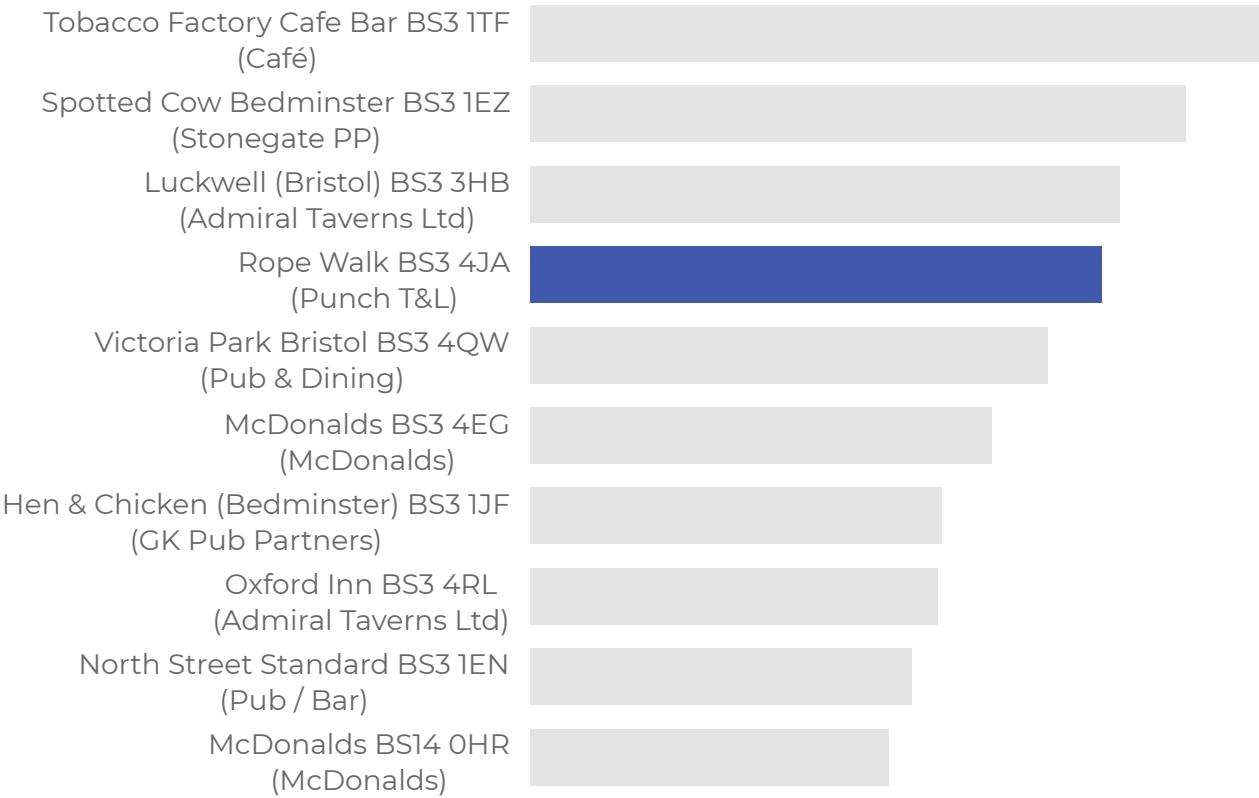
Gender





Competitor Usage

Local Venues

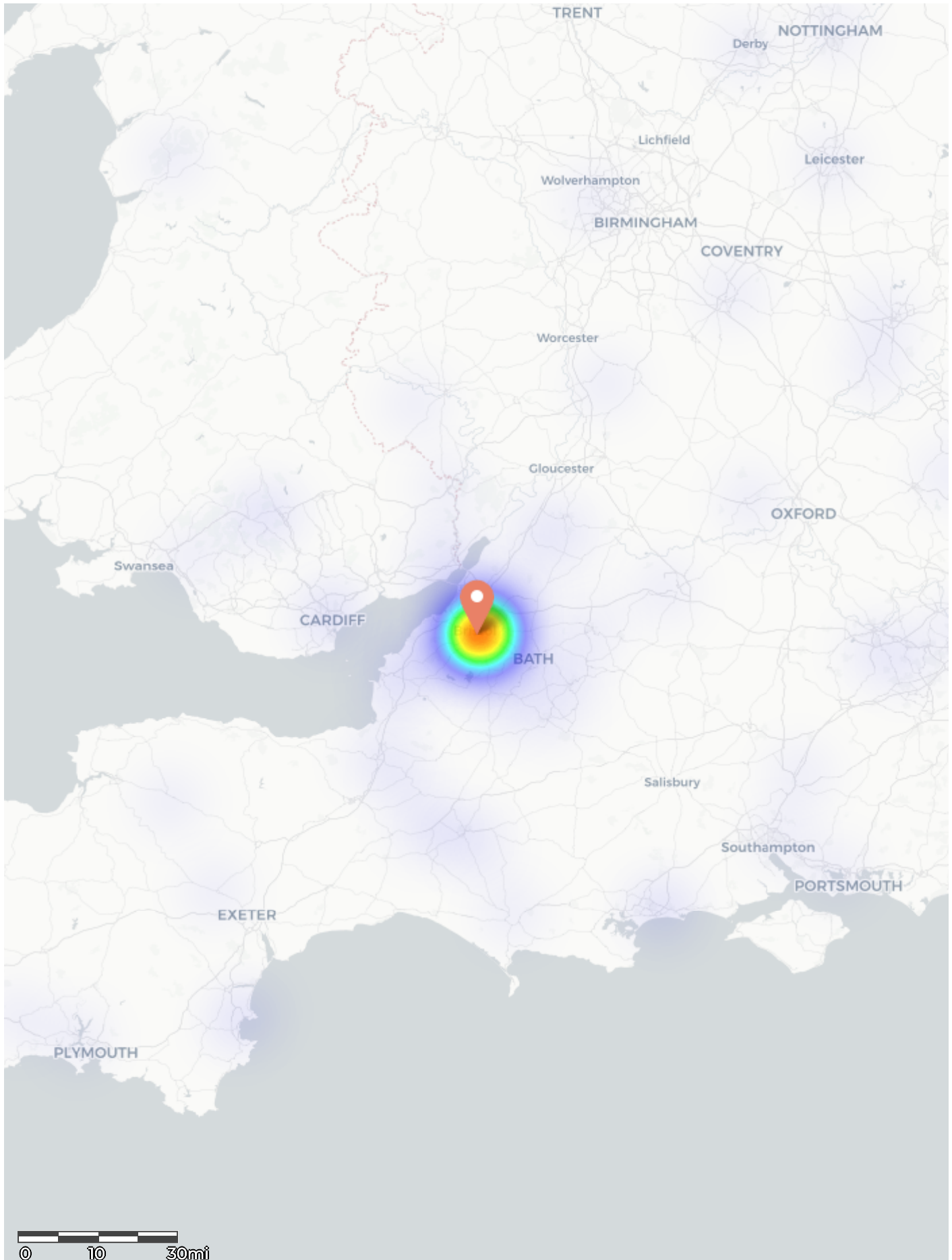


Online





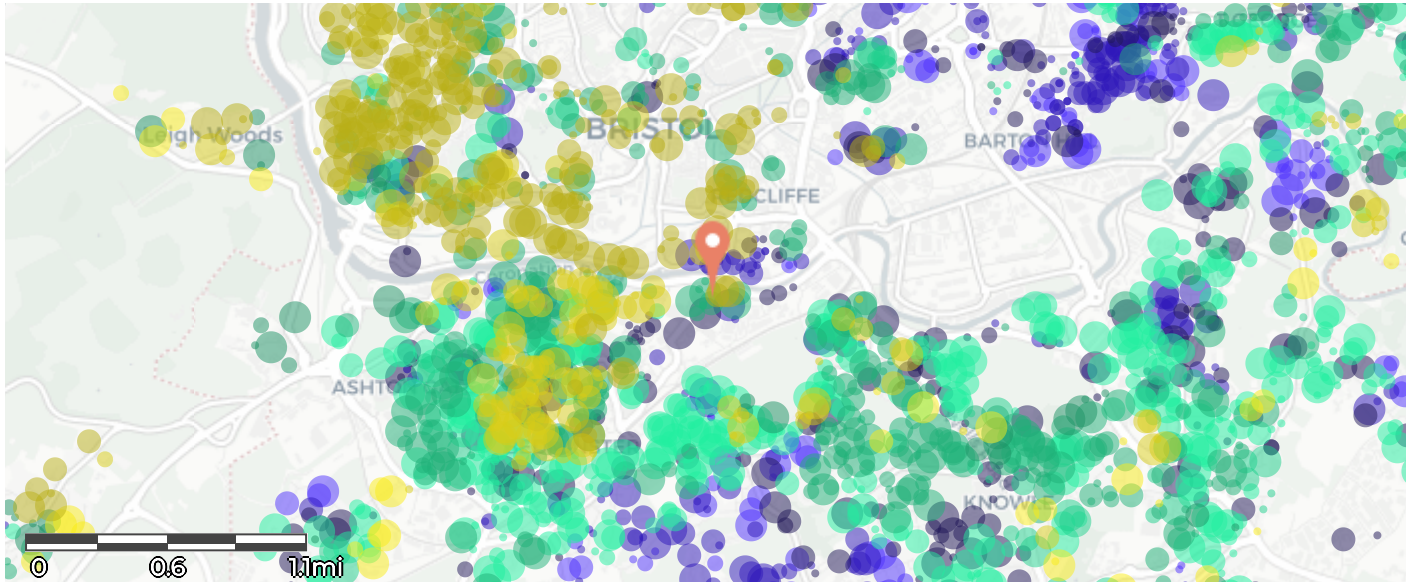
Guest Origin





Market Overview 1/2

Spend by Customer Postcode within 3 Miles



Local Market Turnover

	Within 250m	Within 500m	Within 1 Mile	Within 3 Miles
Annual Spend	£7M	£22M	£416M	£821M
Score 1-10 (1 = low)	10	10	10	10
% AB	32%	34%	28%	30%
Score 1-10, 1=low	7	7	6	6
% Over 45s	38%	40%	35%	40%
Score 1-10, 1=low	3	3	1	2
% Mon to Thurs	39%	41%	38%	40%
Score 1-10, 1=low	5	6	3	3
% Fri & Sat	51%	48%	48%	46%
Score 1-10, 1=low	9	8	9	9
% Sunday	9%	11%	14%	14%
Score 1-10, 1=low	2	2	3	3



Market Overview 2/2

Further Customer Spend Breakdown 1/2

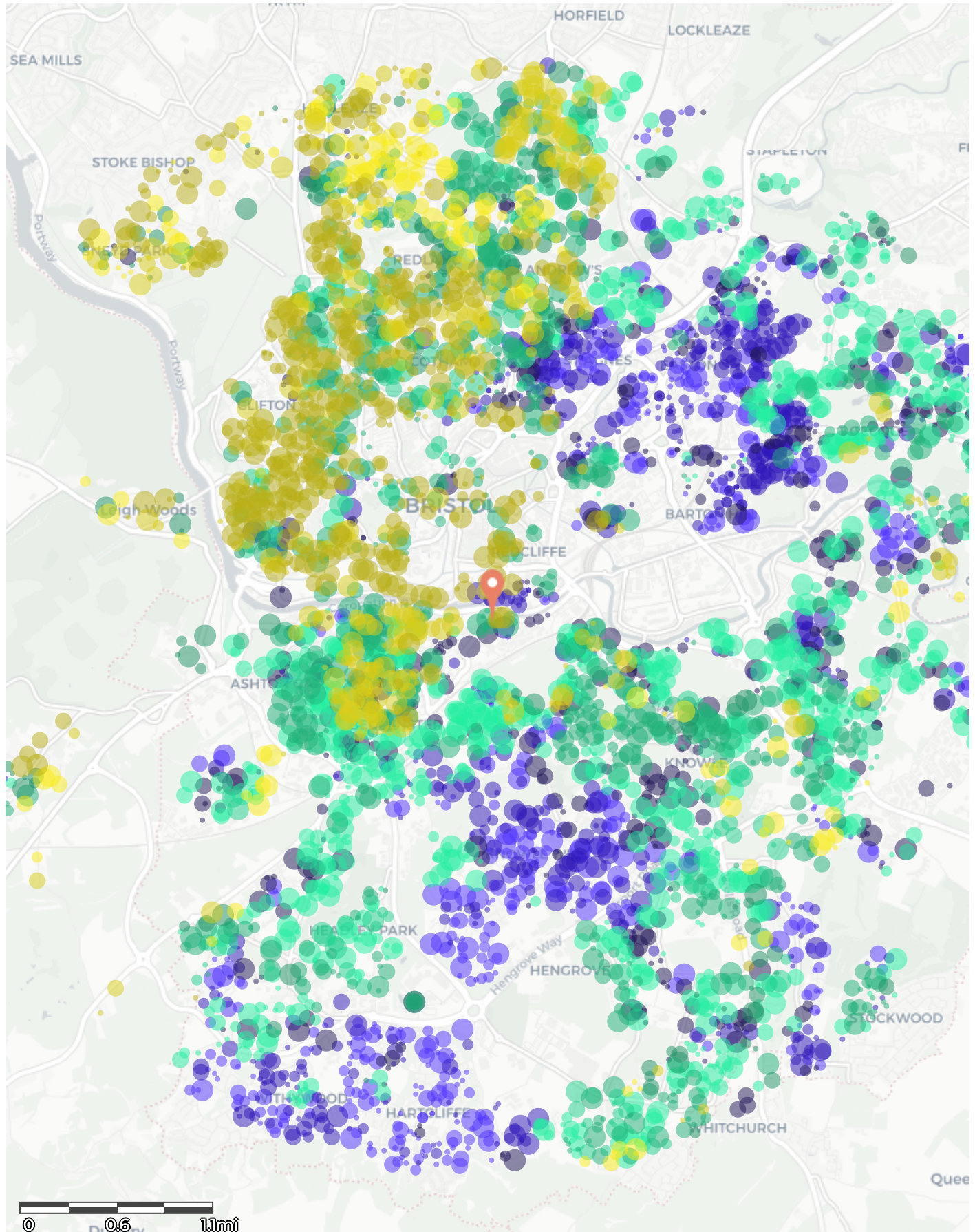
		Share Of Spend				Score 1-10 (1 = low)			
		Within 250m	Within 500m	Within 1 mile	Within 3 miles	Within 250m	Within 500m	Within 1 mile	Within 3 miles
Business Elite		10.6%	11.1%	8.0%	9.3%	8	8	7	7
Prosperous Professionals		11.3%	10.9%	8.4%	8.8%	9	9	8	9
Flourishing Society		10.3%	12.0%	11.6%	11.6%	5	6	5	5
Content Communities		7.4%	9.4%	10.1%	9.6%	2	3	3	2
White Collar Neighbourhoods		13.6%	13.6%	13.8%	13.3%	8	8	8	9
Enterprising Mainstream		5.8%	6.5%	8.2%	7.9%	4	4	5	5
Paying The Mortgage		17.5%	17.9%	19.8%	19.1%	7	8	9	9
Cash Conscious Communities		8.1%	7.5%	8.5%	8.0%	5	4	5	4
On A Budget		8.7%	6.8%	7.0%	7.3%	7	5	6	6
Family Value		6.6%	4.2%	4.5%	5.1%	8	6	6	7
18 to 24		6.3%	4.3%	10.0%	8.8%	6	4	8	7
25 to 34		27.4%	28.3%	29.1%	26.5%	9	10	10	10
35 to 44		28.6%	26.8%	25.5%	25.0%	9	8	7	7
45 to 54		17.6%	17.1%	16.6%	17.5%	3	2	1	1
55 to 64		13.9%	16.3%	12.5%	14.2%	3	5	2	2
65 to 74		4.9%	5.3%	4.5%	5.5%	3	3	2	2
75+		1.2%	1.7%	1.8%	2.4%	3	3	3	3
AB		32.3%	34.1%	28.0%	29.6%	7	7	6	6
C1C2		44.3%	47.5%	51.9%	50.0%	4	5	7	6
DE		23.4%	18.4%	20.1%	20.4%	6	4	5	5





Estate Planning 3/4

Customer Spending Within 3 Miles





Estate Planning 4/4

Local Competitor Customer Footprints

