Site Intel | Horse & Jockey SK74HJ

hdi

3 Miles | 97 Chains | 17/01/2023 - 03/01/2024

Site Summary

Horse & Jockey SK74HJ

SK74HJ

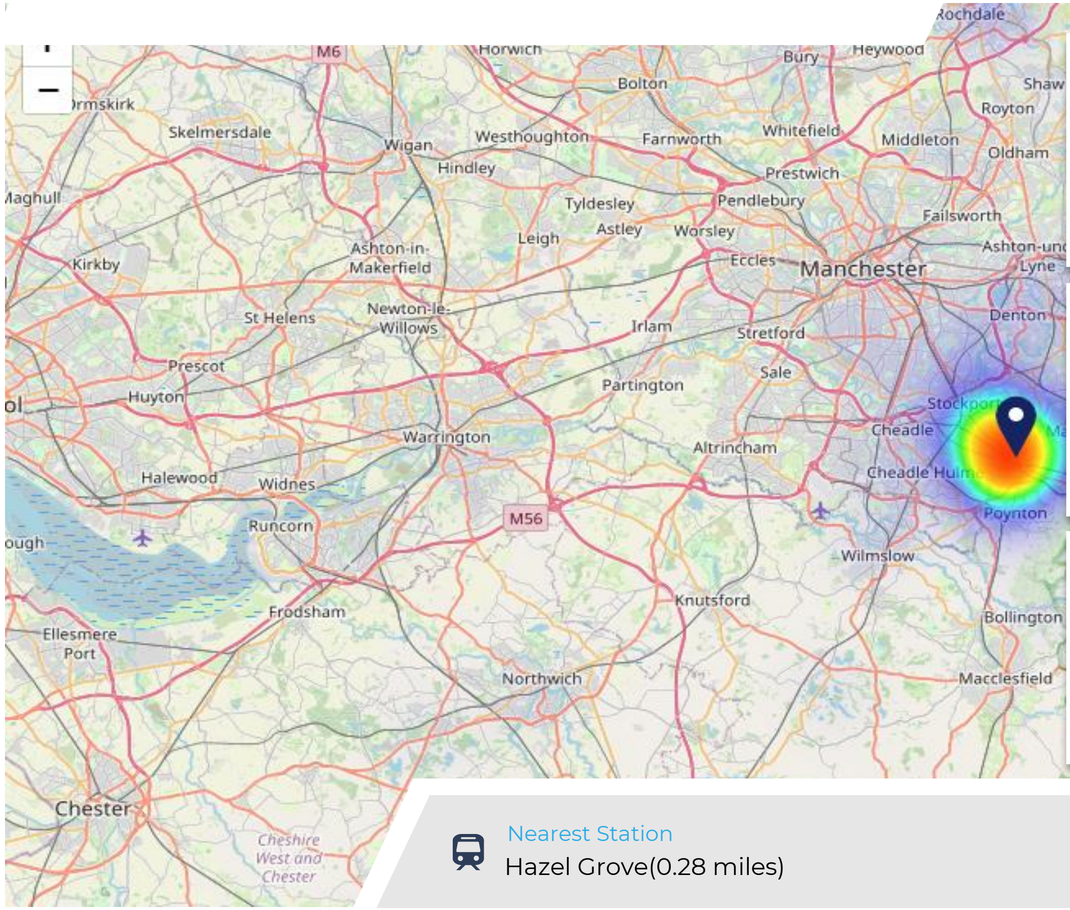
Punch T&L

Work Area
Manchester

Region
North West

TV Region
North West

Urbanicity
Urban major conurbation



ATV
£8.13

Gender
77.94%
Male

Affluence
49.48%
Low Income

Segmentation
28.39%
Family Value

Age Group
28.70%
55 to 64

Visit Day
33.82%
Sat

Top Competitors

The Grapes Hazel Grove #1
SK74DQ
Pub / Bar

The Wilfred Wood #2
SK74DF
JD Wetherspoon

George & Dragon (Haze #3 ve)
SK74AH
GK - Pub & Social

Nearest Station
Hazel Grove(0.28 miles)

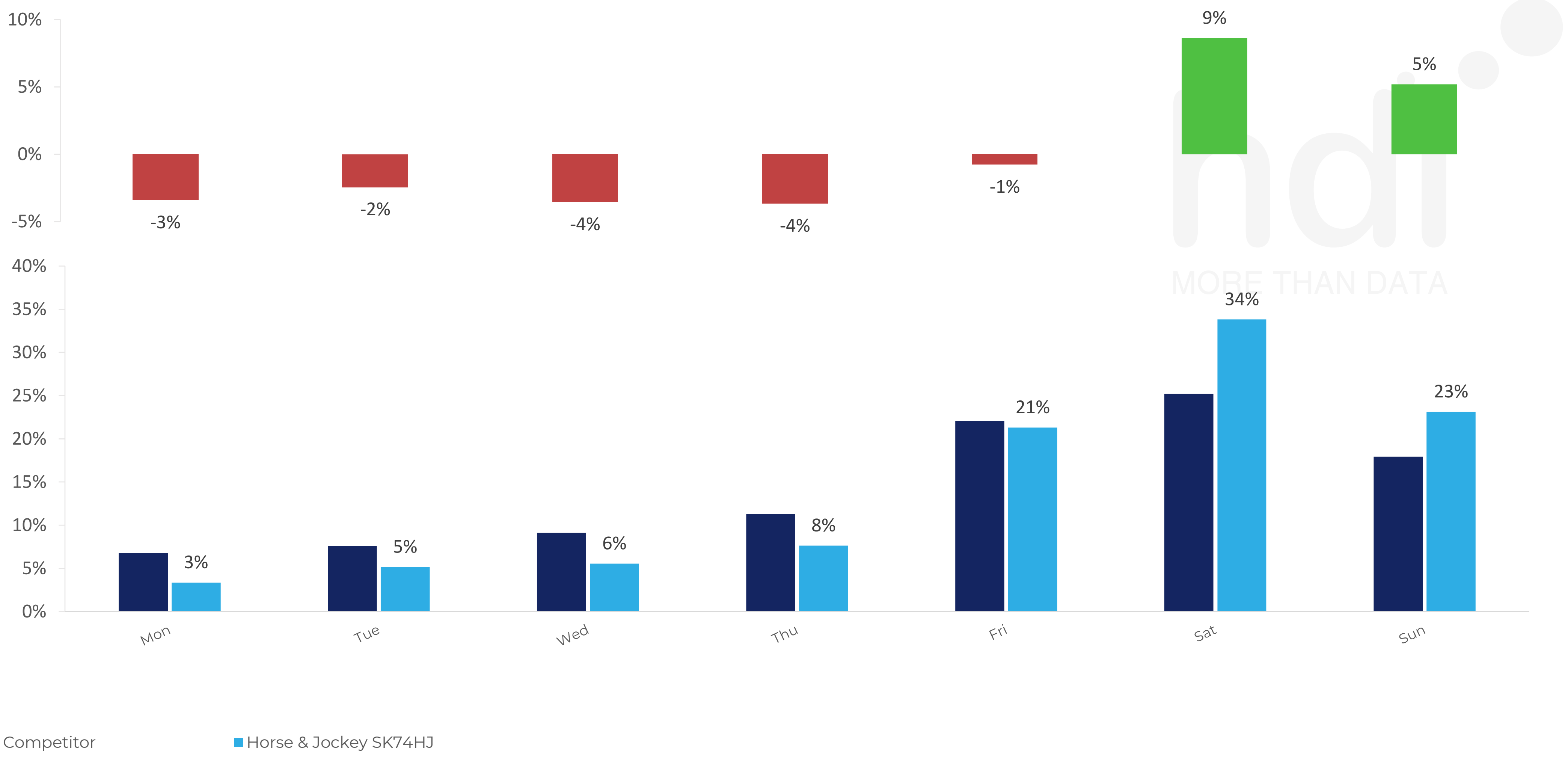
hotspot

763 Site Customers | 363 Competitors | 264368 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for Horse & Jockey SK74HJ versus its competitors?

% of spend for Horse & Jockey SK74HJ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Day of Week



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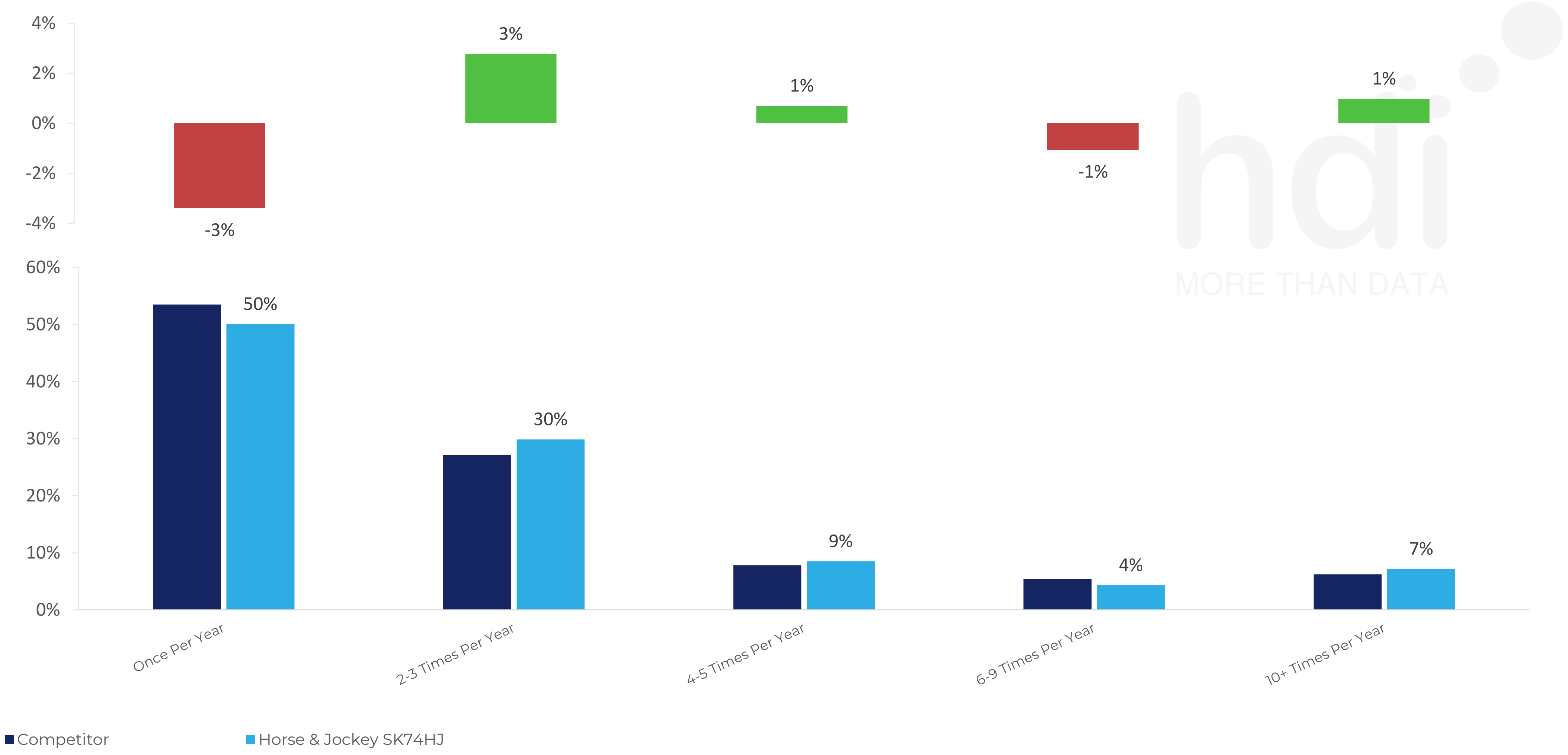
Visit Frequency

How frequently per year do customers visit Horse & Jockey SK74HJ versus its competitors?

% of customer numbers for Horse & Jockey SK74HJ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 and the number of visits made Per Annum



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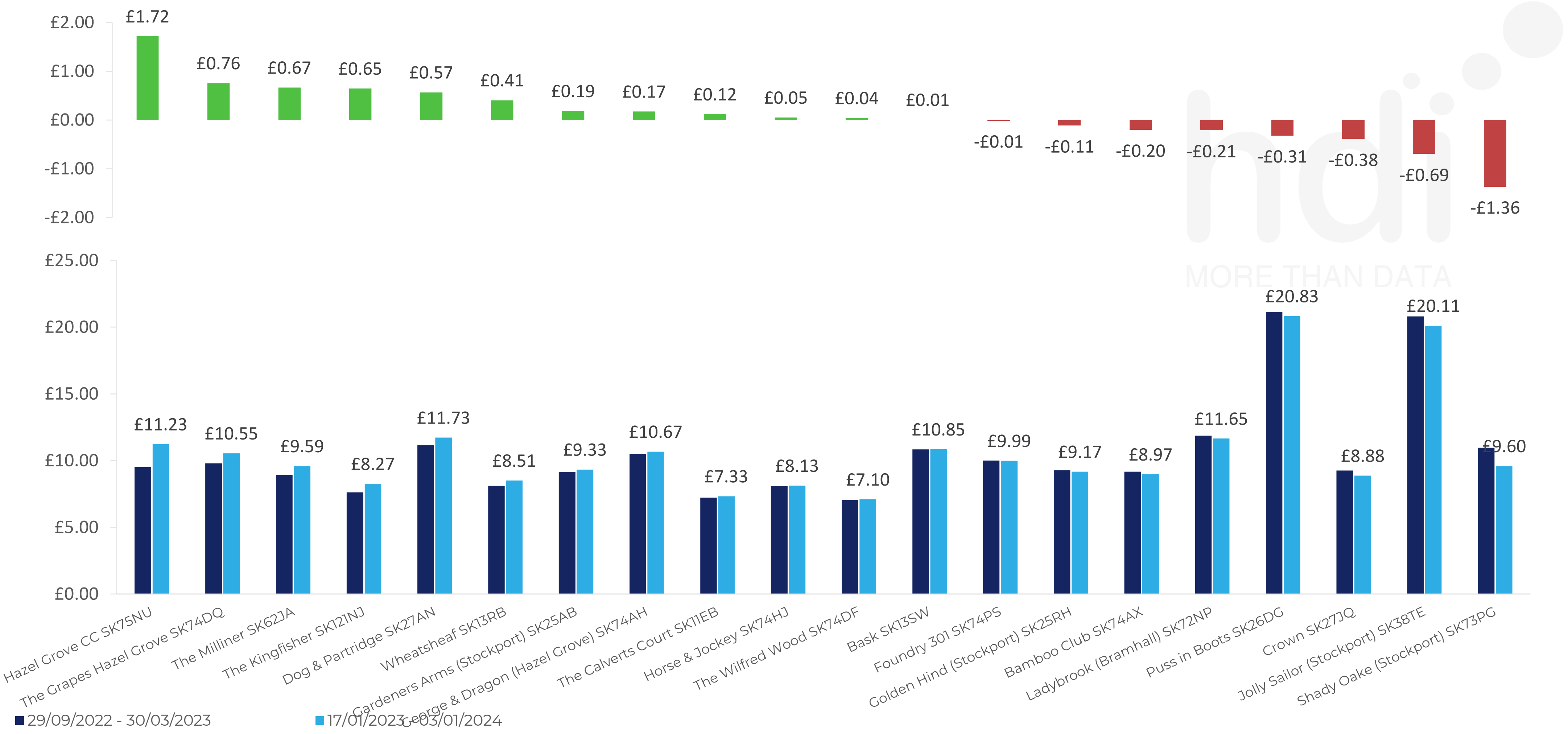
ATV Change

How has ATV changed between two date ranges?



763 Site Customers

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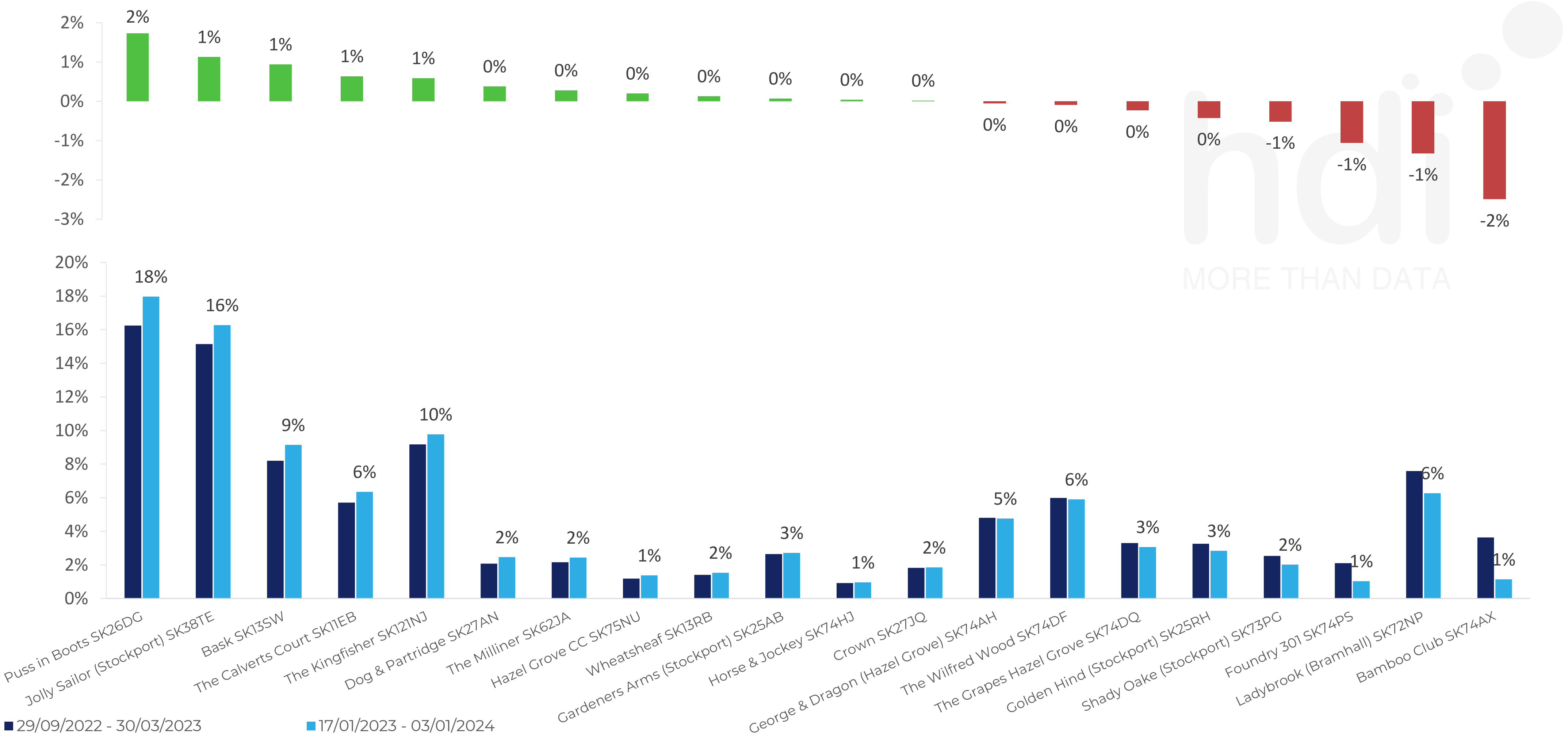
Market Share Change

How has market share changed between two date ranges?

% of market share spend for Horse & Jockey SK74HJ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024

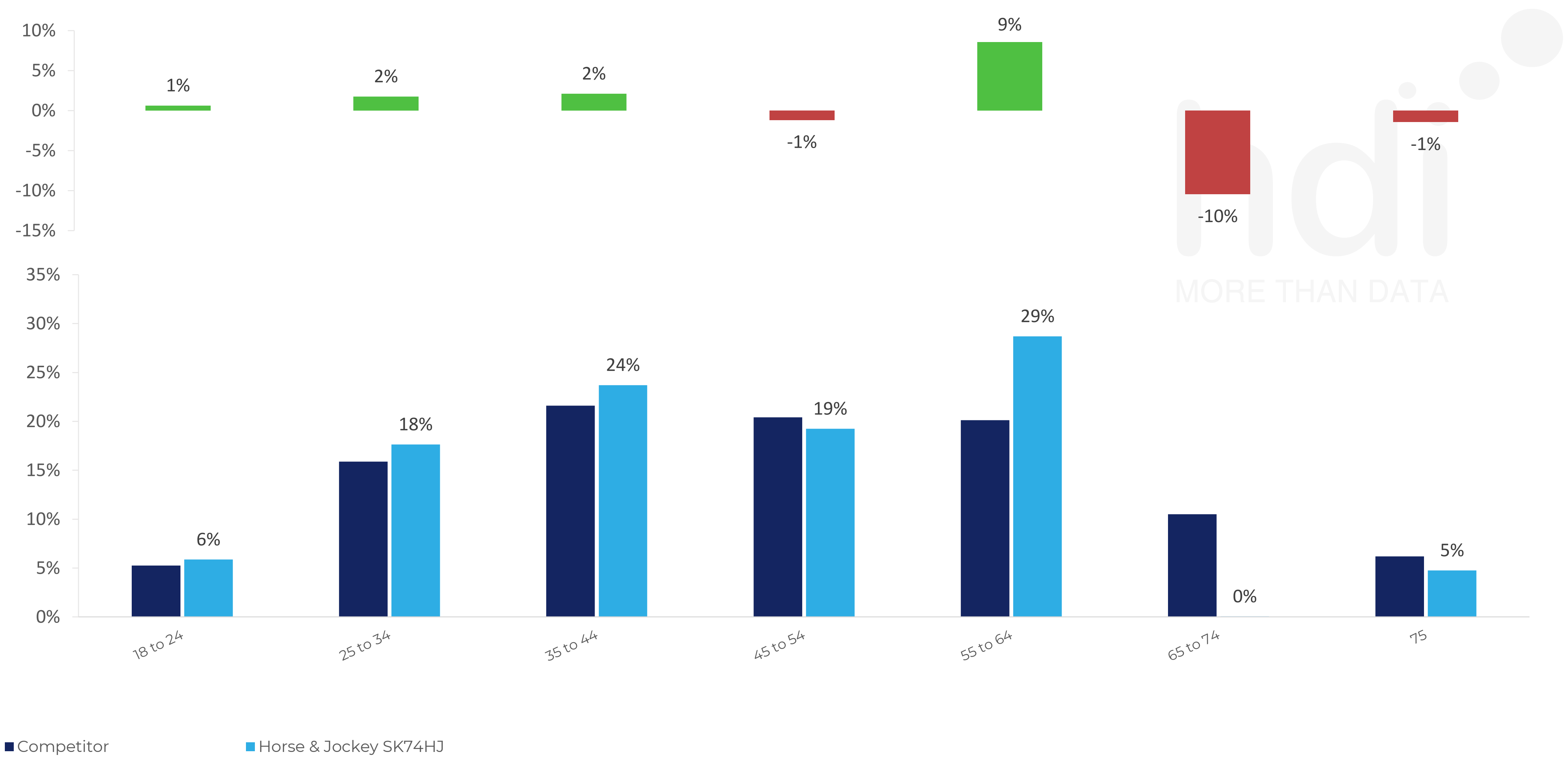


763 Site Customers

Age

How does the age profile of customers who visit Horse & Jockey SK74HJ compare versus its competitors?

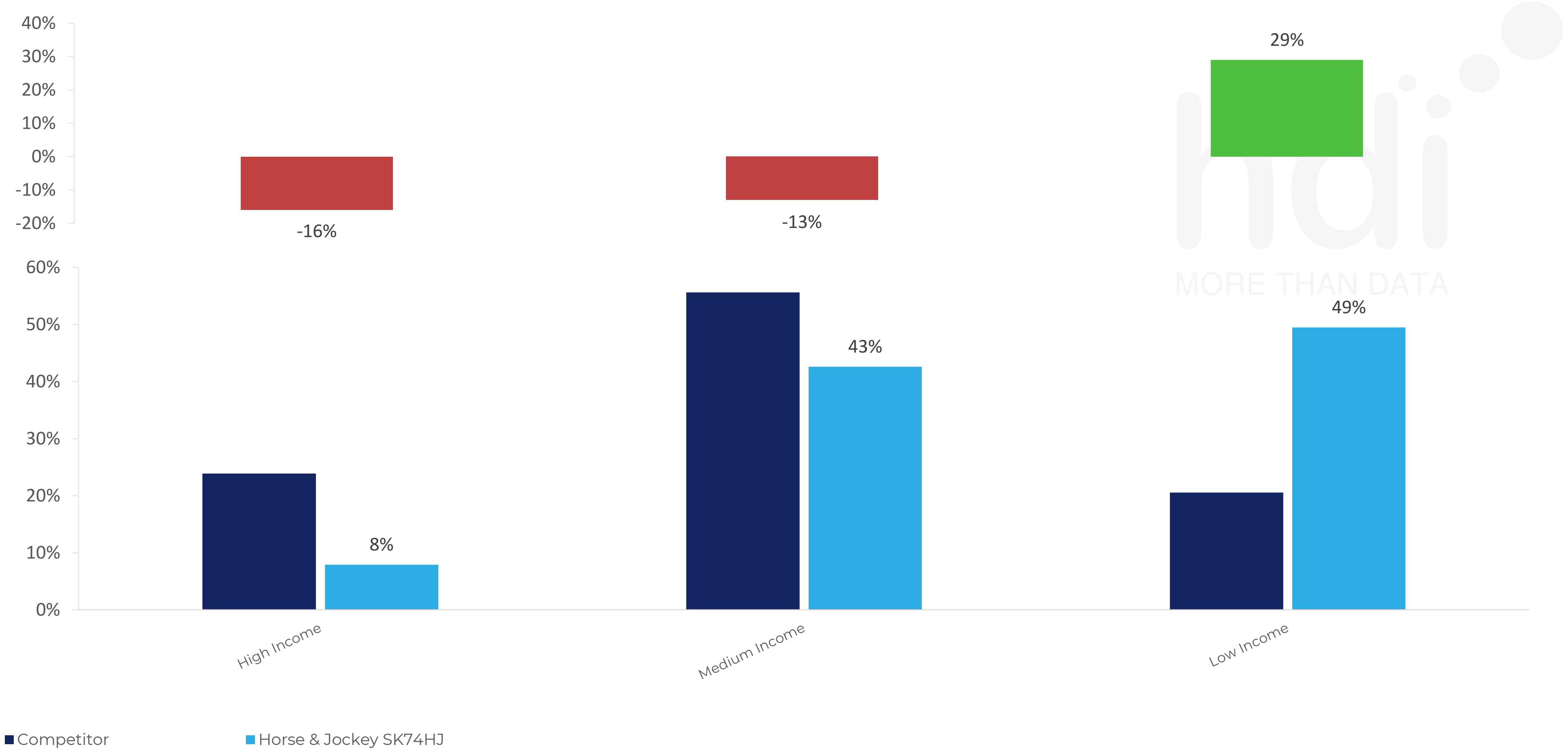
% of spend for Horse & Jockey SK74HJ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Age Range



Affluence

How does the affluence of customers who visit Horse & Jockey SK74HJ compare versus its competitors?

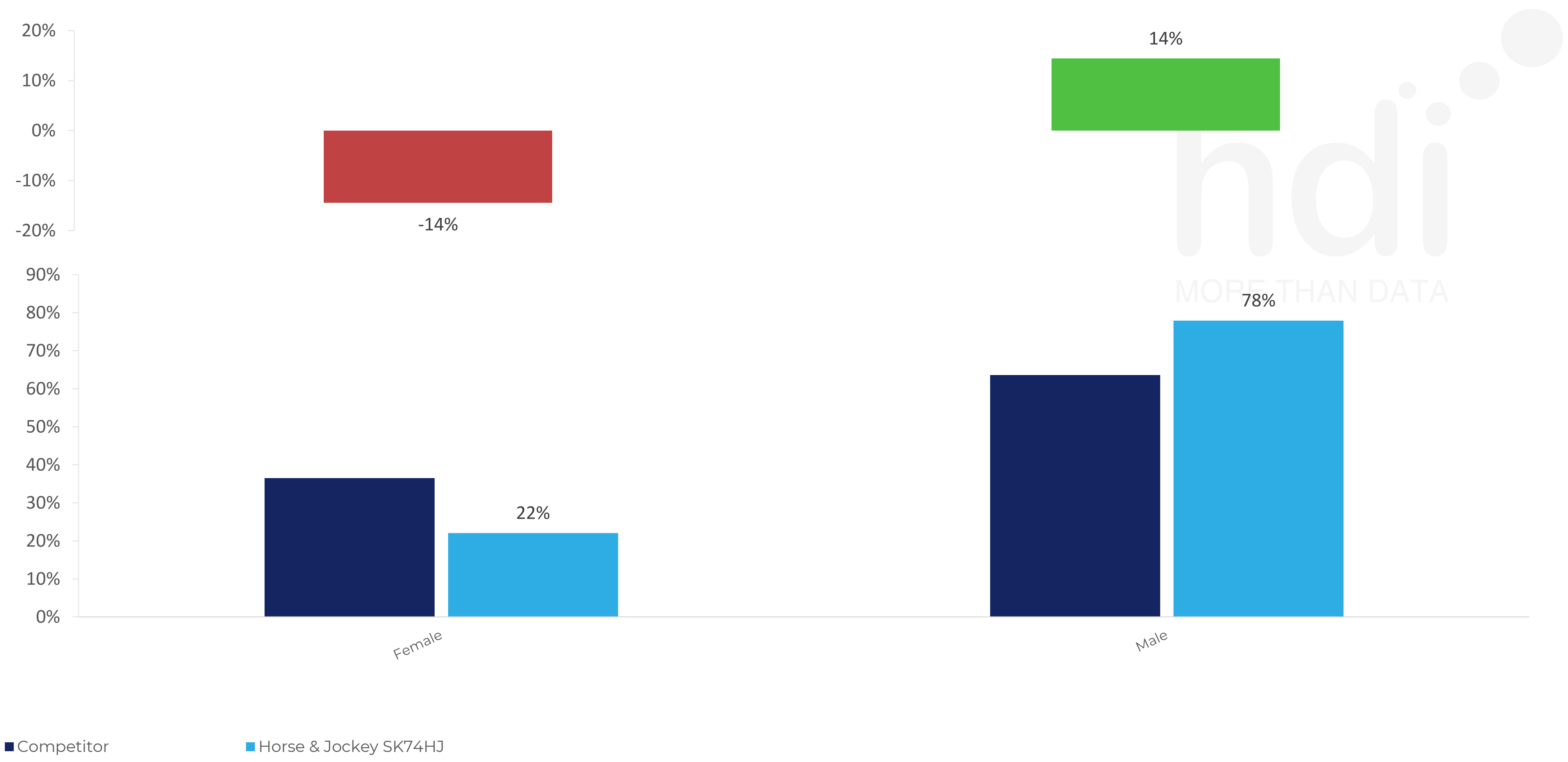
% of spend for Horse & Jockey SK74HJ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Affluence



Gender

How does the gender profile of customers who visit Horse & Jockey SK74HJ compare versus its competitors?

% of spend for Horse & Jockey SK74HJ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Gender



SEGMENT SNAPSHOTS

hdi
MORE THAN DATA

1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.

2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.

3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.

4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.

5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.

6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.

7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.

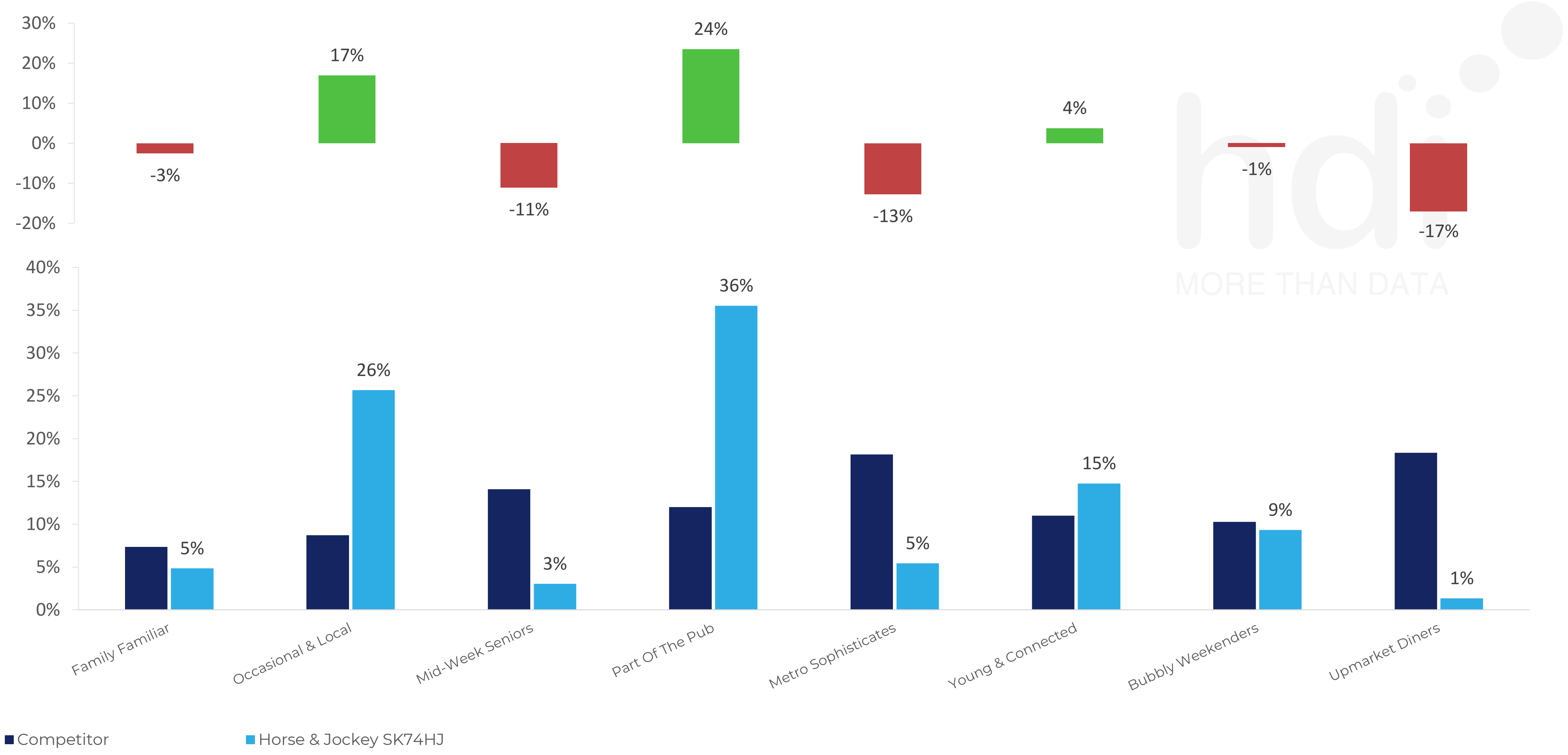
8 – UPMARKET DINERS

- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.

Punch Segmentation

How does the Custom segmentation profile of customers who visit Horse & Jockey SK74HJ compare versus its competitors?

% of spend for Horse & Jockey SK74HJ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Segment



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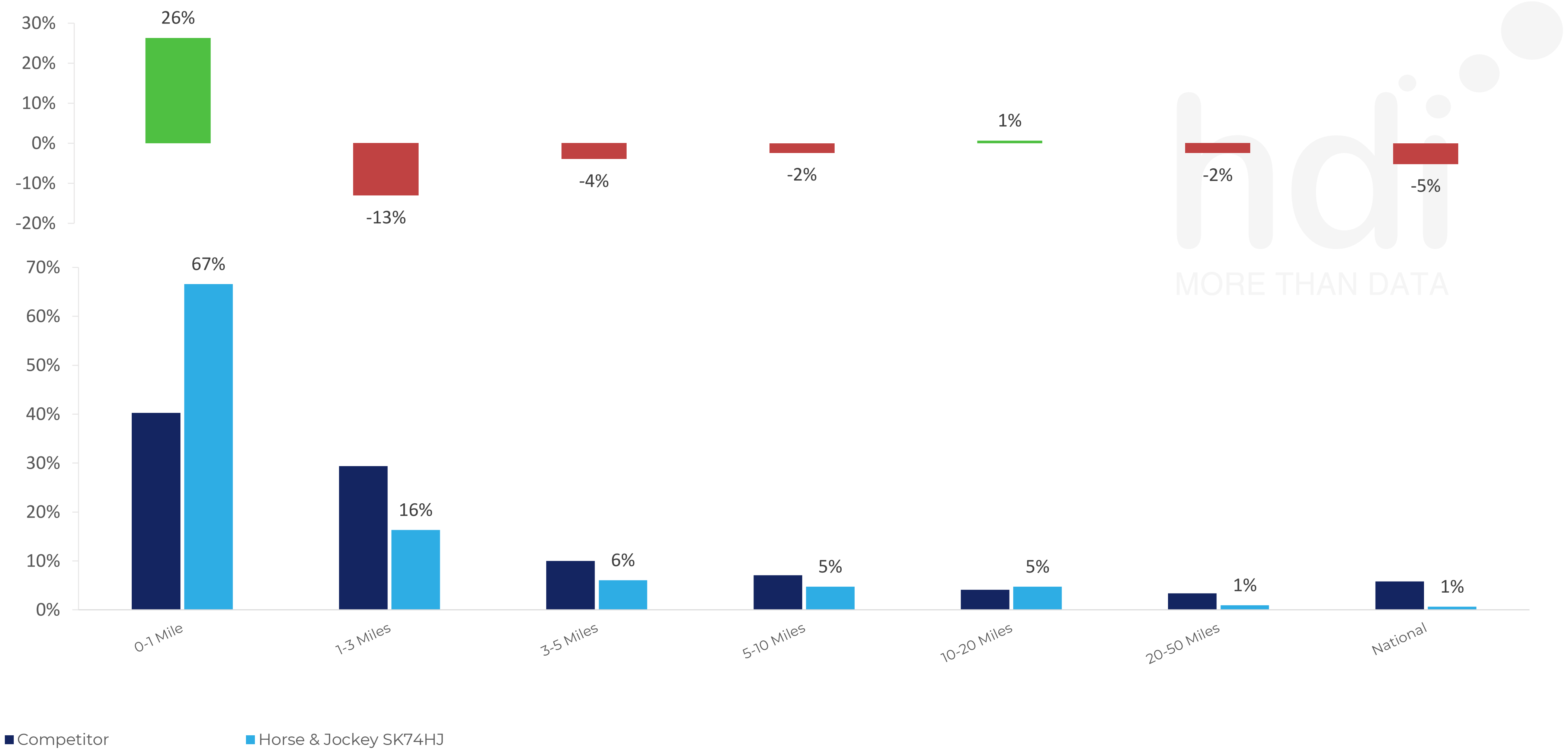
Spend by Distance

How does the spend profile of Horse & Jockey SK74HJ compare versus its competitors based on travel distances?

% of spend for Horse & Jockey SK74HJ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Distance travelled



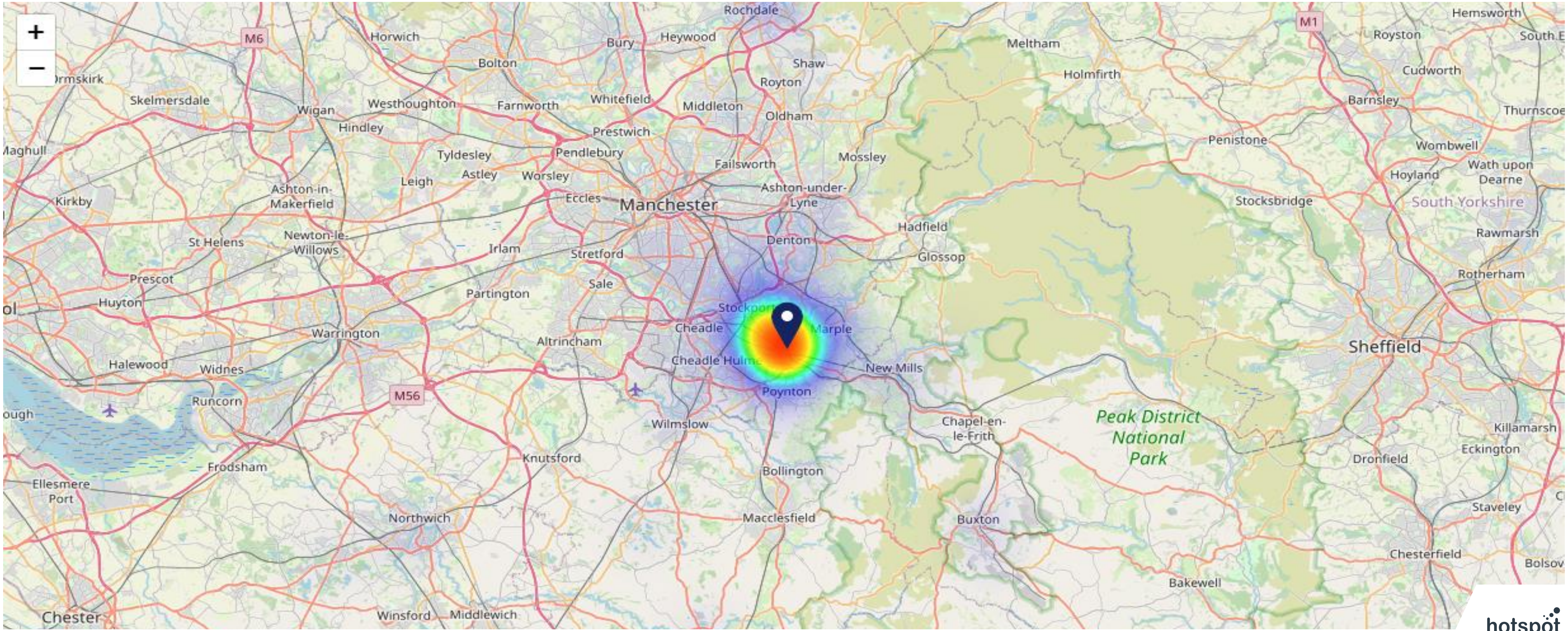
Site Intel | Horse & Jockey SK74HJ

17/01/2023 - 03/01/2024

Map of Guest Origin

Where do customers of Horse & Jockey SK74HJ come from?

Where do customers of Horse & Jockey SK74HJ for 17/01/2023 - 03/01/2024 live



228 Site Customers

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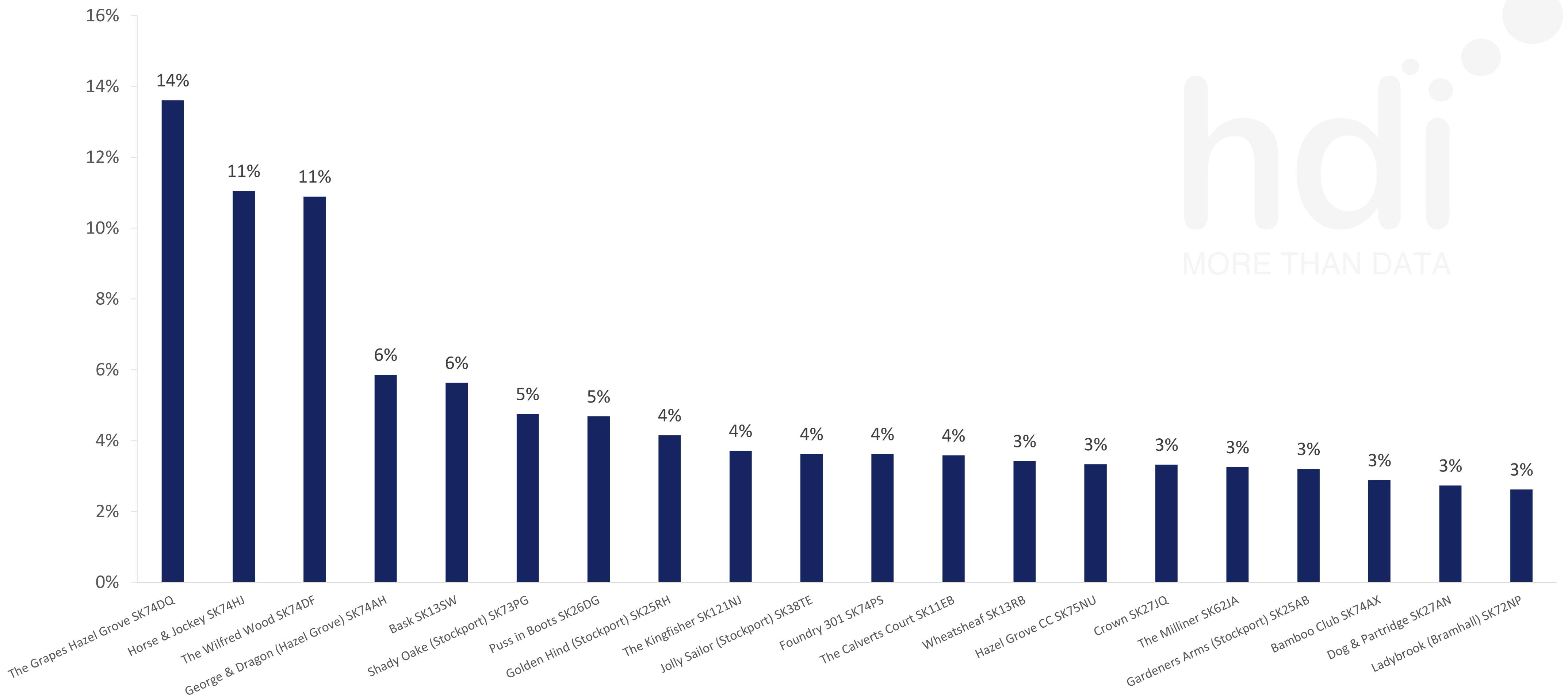
Share of Wallet

What are the Top 20 venues (by spend) that customers of Horse & Jockey SK74HJ also visit?

For customers of Horse & Jockey SK74HJ, who are the top 20 competitors from 97 Chains in 3 Miles for 17/01/2023 - 03/01/2024 split by Venue



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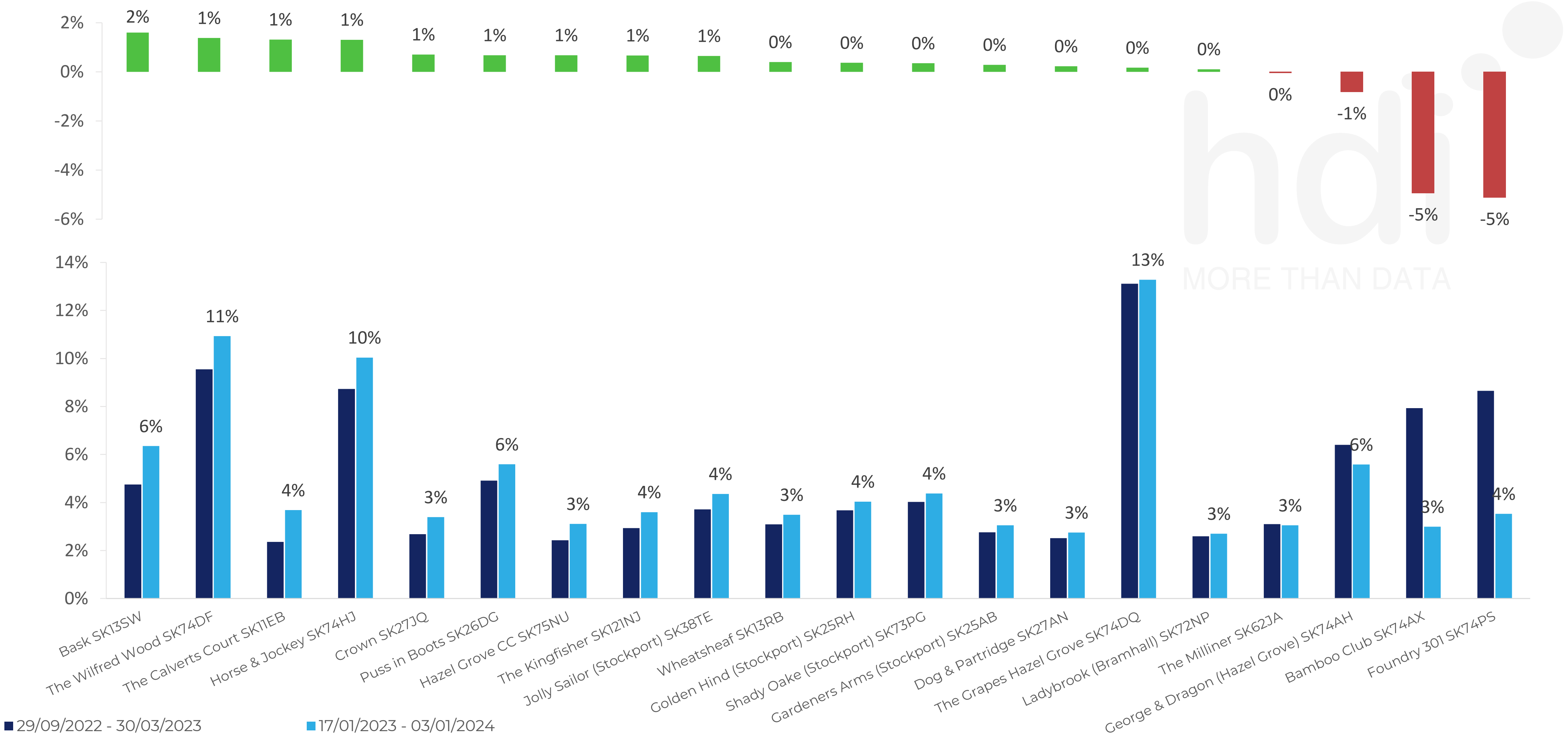
Share of Wallet Change

How has share of wallet of customers of Horse & Jockey SK74HJ changed between two date ranges?



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763 Site Customers

Market Summary

How does the local area for Horse & Jockey SK74HJ 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	£7.06M	8	£28.41M	9	£45.69M	8	£322.17M	9
Weekpart	Mon - Thu	34.4%	2	42.9%	7	41.6%	6	39.5%	2
Weekpart	Fri - Sat	50.9%	9	40.2%	3	42.0%	5	44.4%	8
Weekpart	Sun	14.7%	6	16.9%	8	16.4%	8	16.2%	7
Age	18 to 24	4.3%	4	10.4%	8	7.8%	6	5.8%	4
Age	25 to 34	11.7%	1	19.3%	4	16.9%	3	16.8%	2
Age	35 to 44	19.1%	3	26.7%	8	24.2%	6	24.2%	6
Age	45 to 54	20.8%	6	20.4%	6	20.4%	6	20.0%	5
Age	55 to 64	22.4%	9	13.7%	4	16.4%	7	17.8%	8
Age	65 to 74	15.8%	10	6.9%	6	9.6%	8	9.6%	8
Age	75+	5.9%	9	2.6%	6	4.8%	9	5.7%	9
CAMEO	Business Elite	3.7%	3	7.0%	6	7.0%	5	10.0%	7
CAMEO	Prosperous Professionals	7.3%	7	6.2%	6	7.3%	7	7.8%	8
CAMEO	Flourishing Society	4.0%	1	4.9%	2	5.0%	1	7.5%	2
CAMEO	Content Communities	11.6%	5	13.2%	6	14.0%	7	14.0%	7
CAMEO	White Collar Neighbourhoods	16.3%	9	14.5%	9	16.1%	9	12.8%	7
CAMEO	Enterprising Mainstream	10.8%	8	10.3%	7	9.5%	7	8.7%	6
CAMEO	Paying The Mortgage	24.1%	10	22.5%	10	21.9%	10	18.0%	8
CAMEO	Cash Conscious Communities	9.5%	6	9.1%	6	8.4%	5	8.5%	5
CAMEO	On A Budget	4.9%	4	5.6%	4	4.9%	3	6.6%	6
CAMEO	Family Value	7.8%	8	6.9%	8	5.9%	8	6.0%	7
Affluence	AB	15.0%	3	18.0%	3	19.3%	3	25.3%	4
Affluence	C1C2	62.9%	10	60.5%	10	61.4%	10	53.5%	8
Affluence	DE	22.1%	6	21.5%	6	19.3%	5	21.2%	6

Site Intel | Horse & Jockey SK74HJ

Site Competitors