

Site Summary



Colliers Arms OL97JQ

OL97JQ

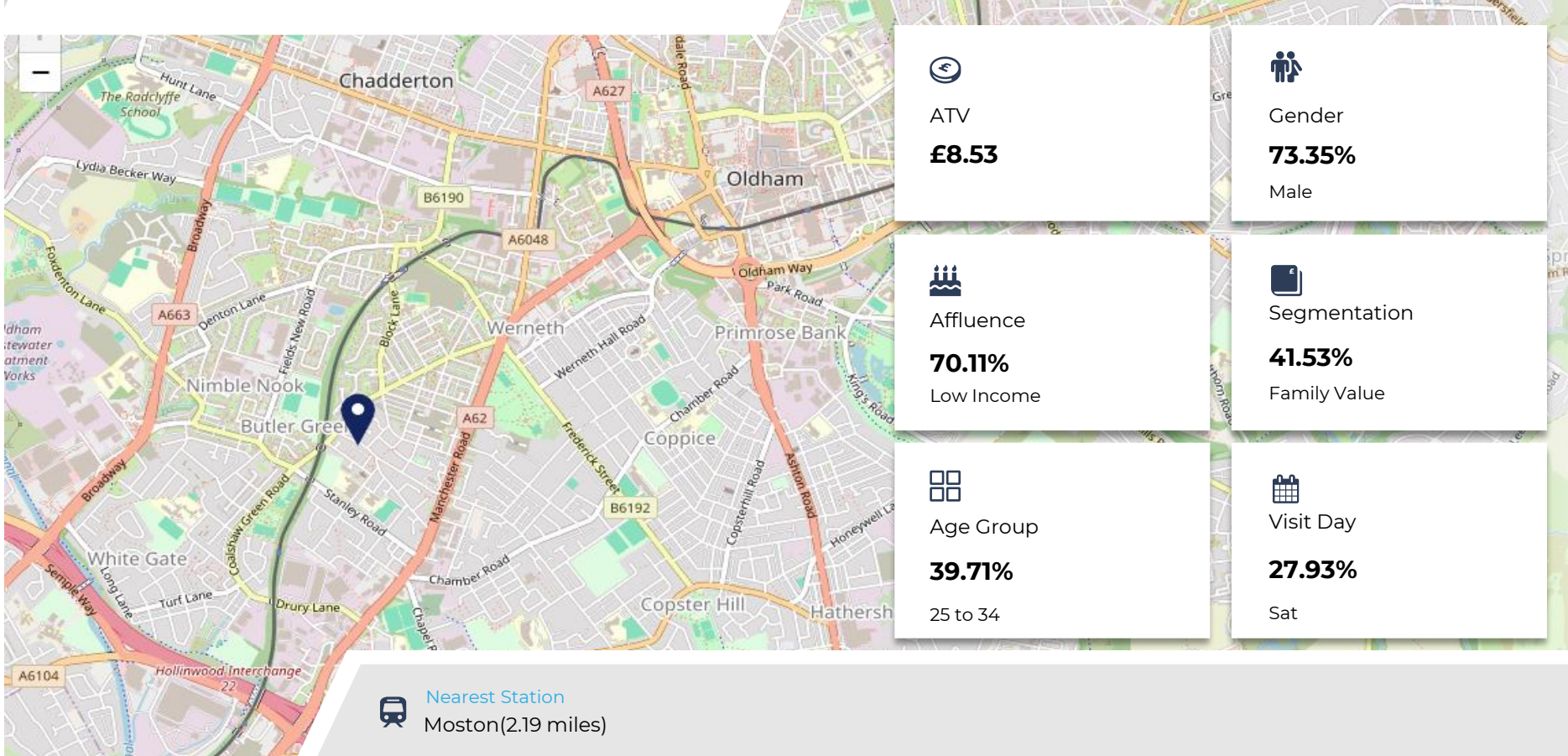
Punch - Mighty Local

Work Area
Manchester

Region
North West

TV Region
North West

Urbanicity
Urban major conurbation



ATV
£8.53



Gender
73.35%
Male



Affluence
70.11%
Low Income



Segmentation
41.53%
Family Value



Age Group
39.71%
25 to 34



Visit Day
27.93%
Sat

Top Competitors

Sportsmans Arms Oldham **#1**
OL99EA
 Stonegate PP

Boat & Horses **#2**
OL98AU
 Pub / Bar

Britannia Tavern **#3**
OL84LB
 Star Pubs & Bars

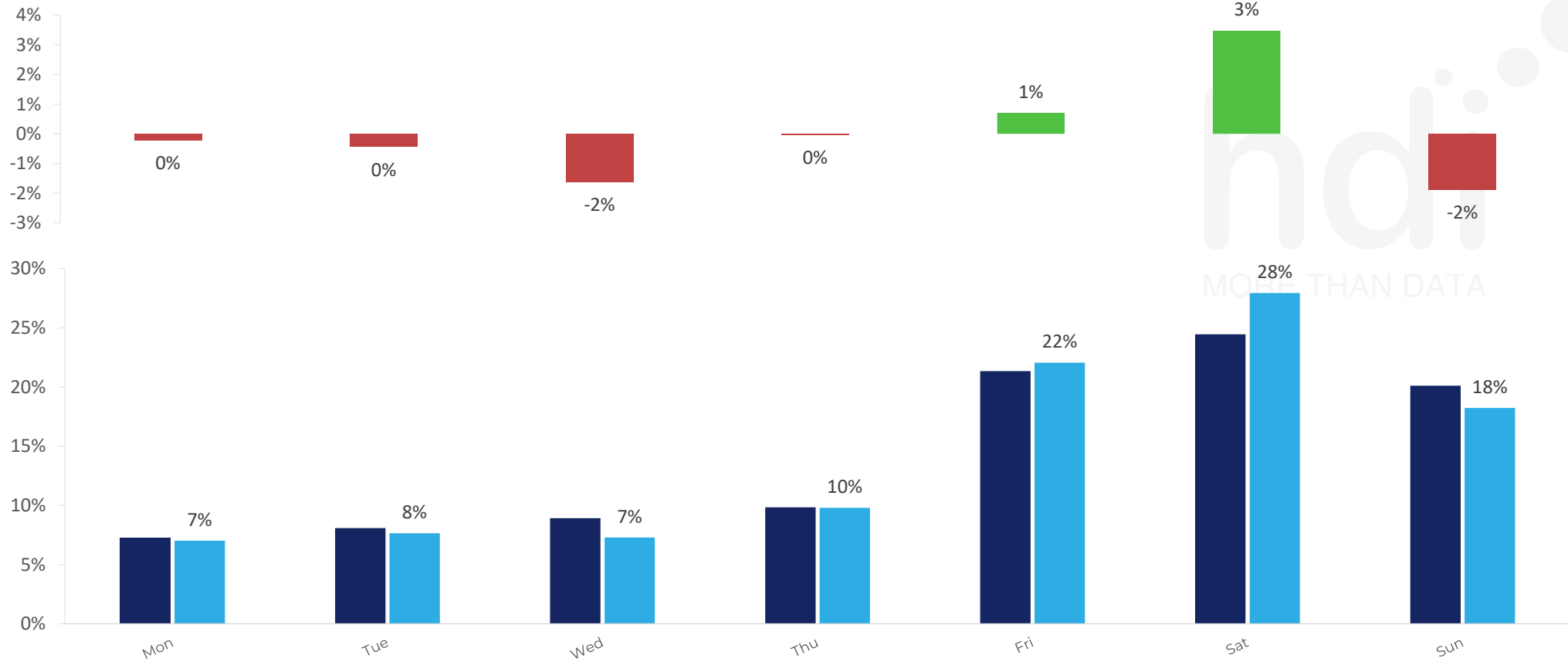
Nearest Station
Moston(2.19 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Colliers Arms OL97JQ versus its competitors?

% of spend for Colliers Arms OL97JQ and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Day of Week



■ Competitor

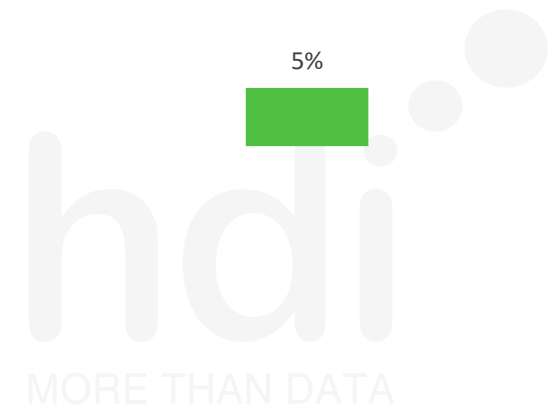
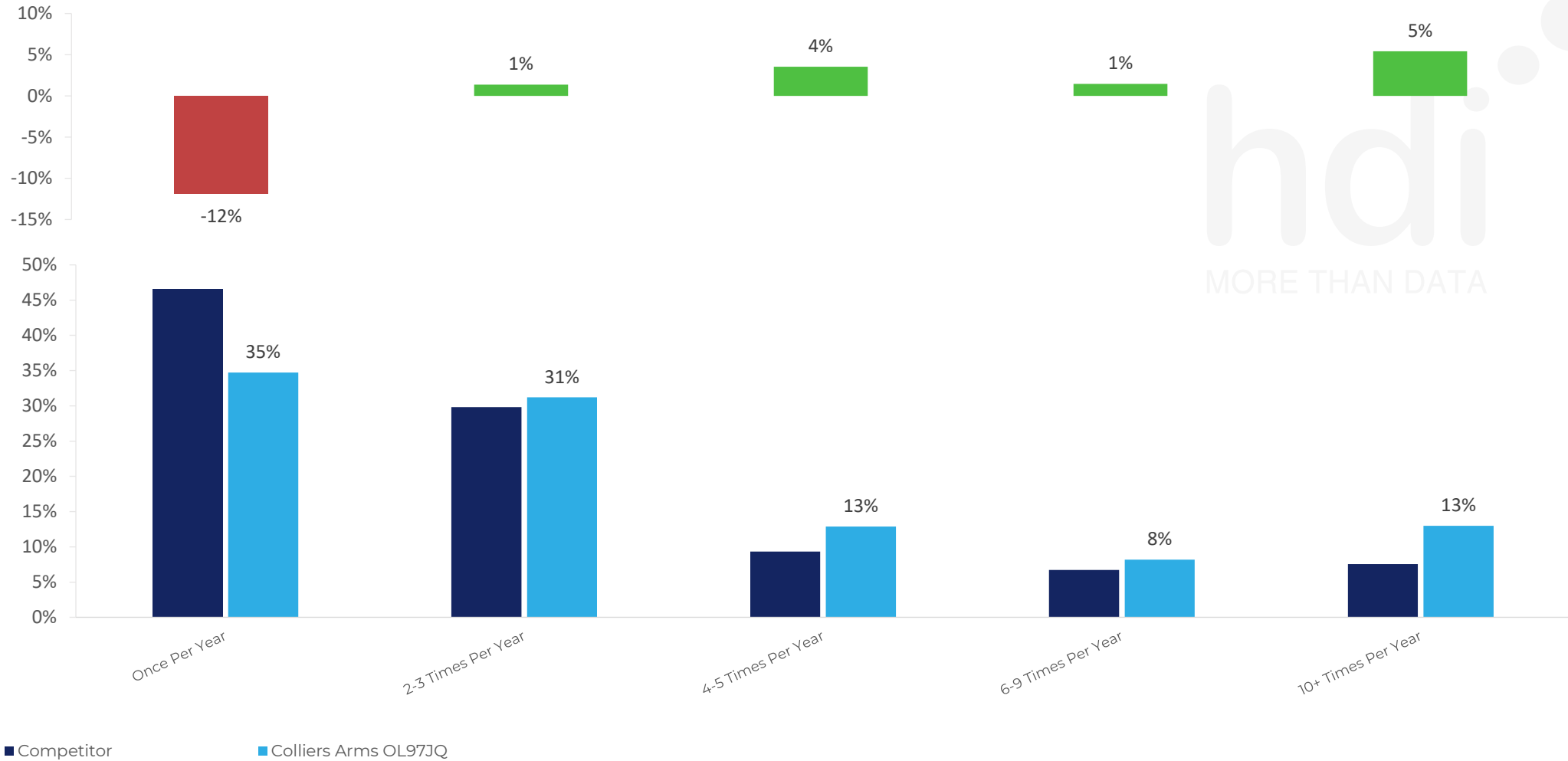
■ Colliers Arms OL97JQ



Visit Frequency

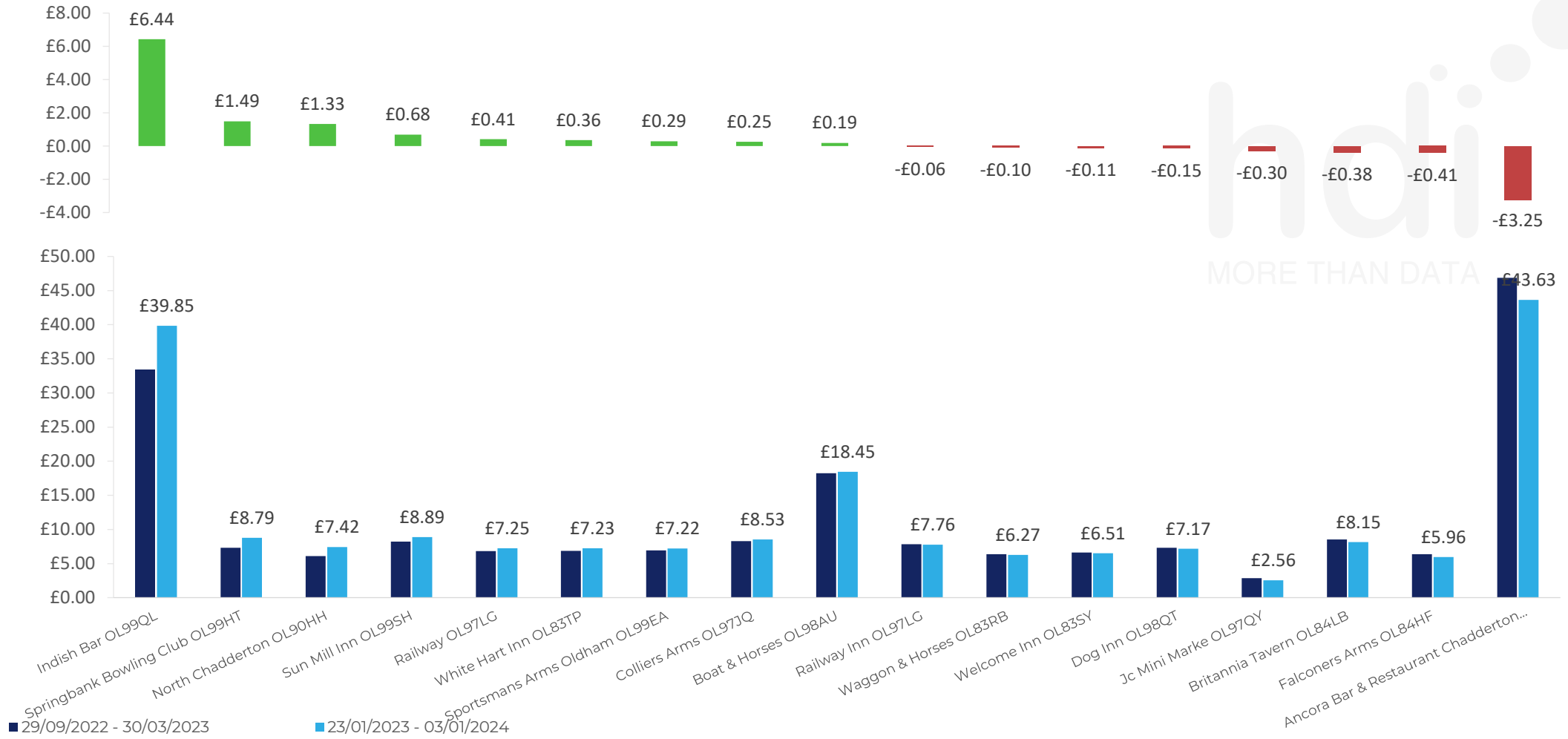
How frequently per year do customers visit Colliers Arms OL97JQ versus its competitors?

% of customer numbers for Colliers Arms OL97JQ and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

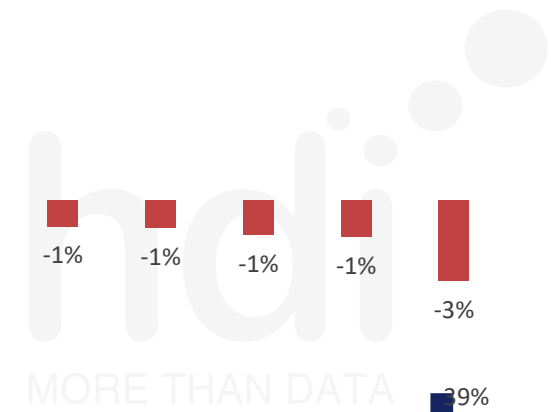
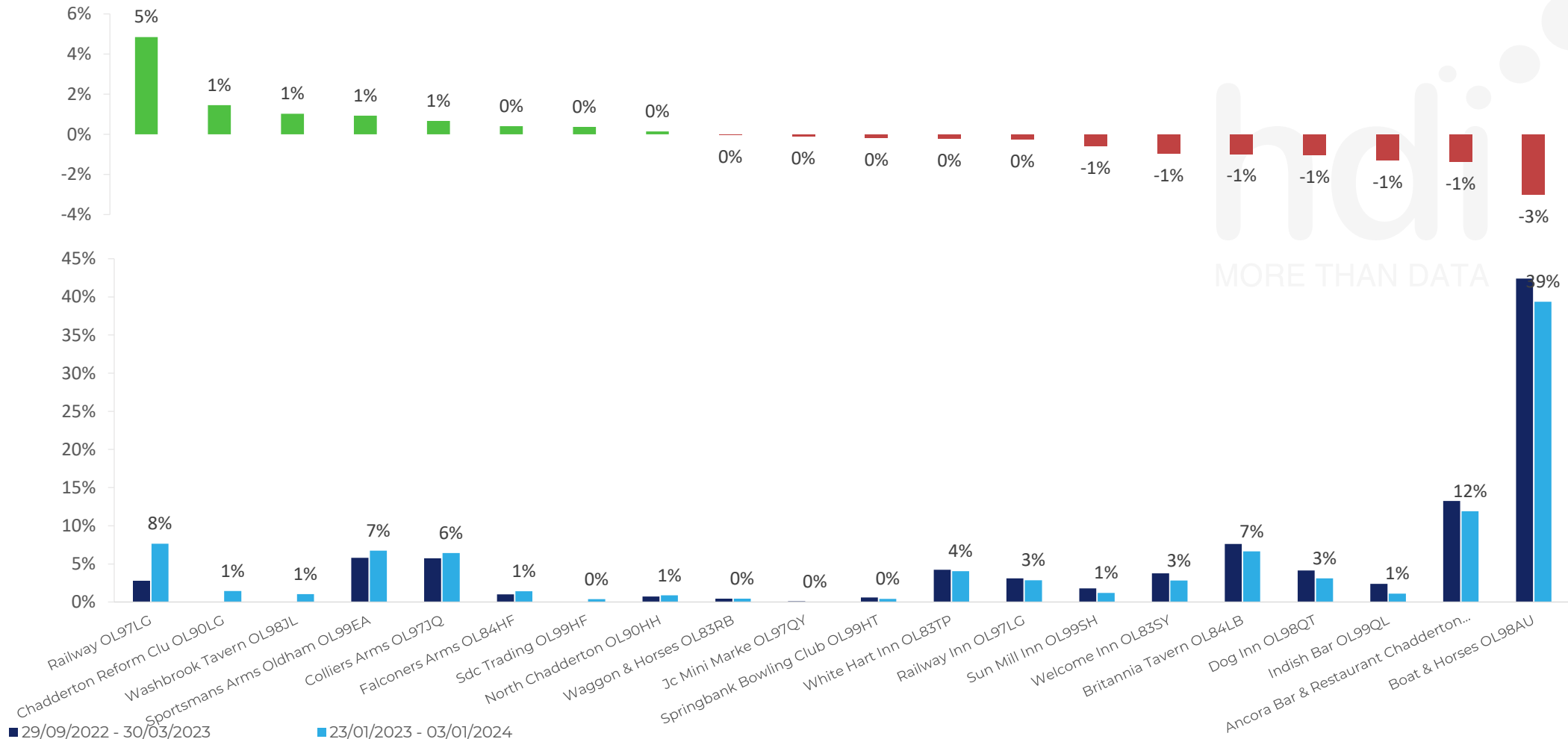




Market Share Change

How has market share changed between two date ranges?

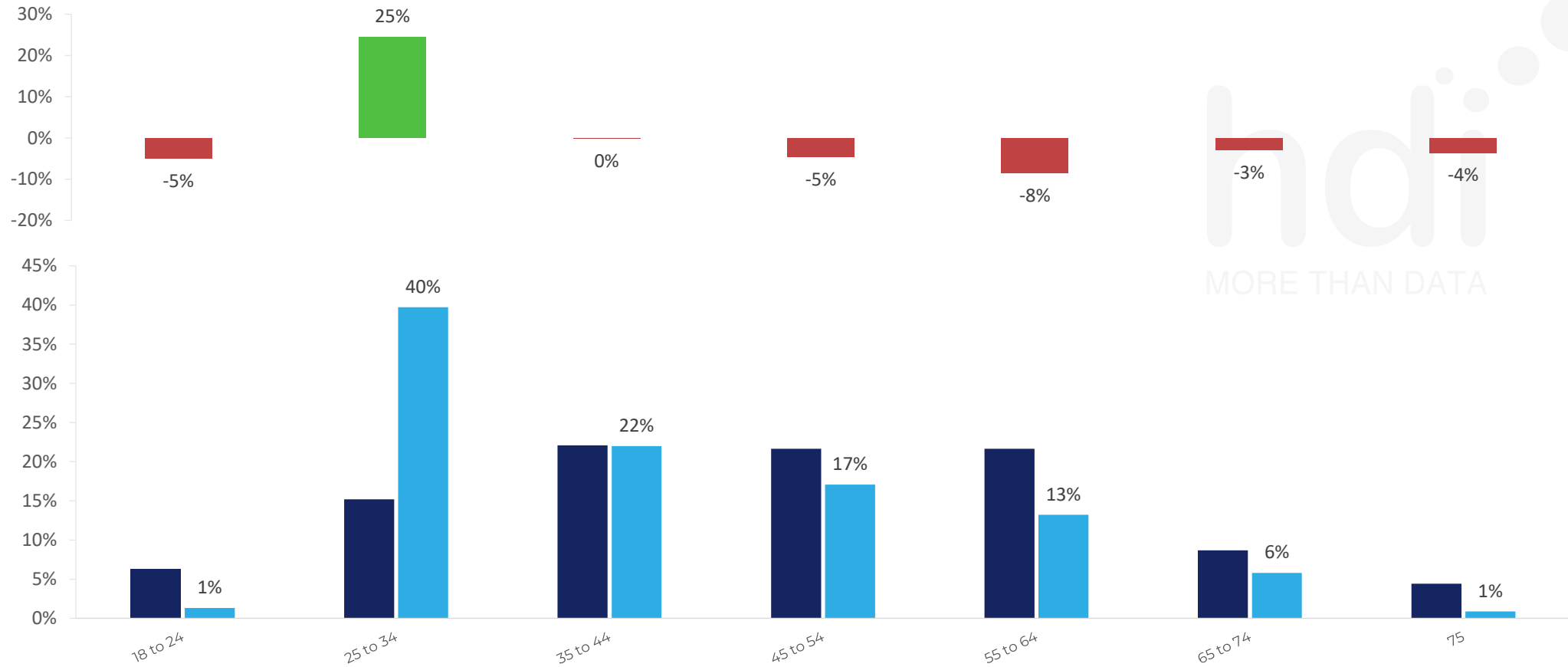
% of market share spend for Colliers Arms OL97JQ and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024



Age

How does the age profile of customers who visit Colliers Arms OL97JQ compare versus its competitors?

% of spend for Colliers Arms OL97JQ and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Age Range



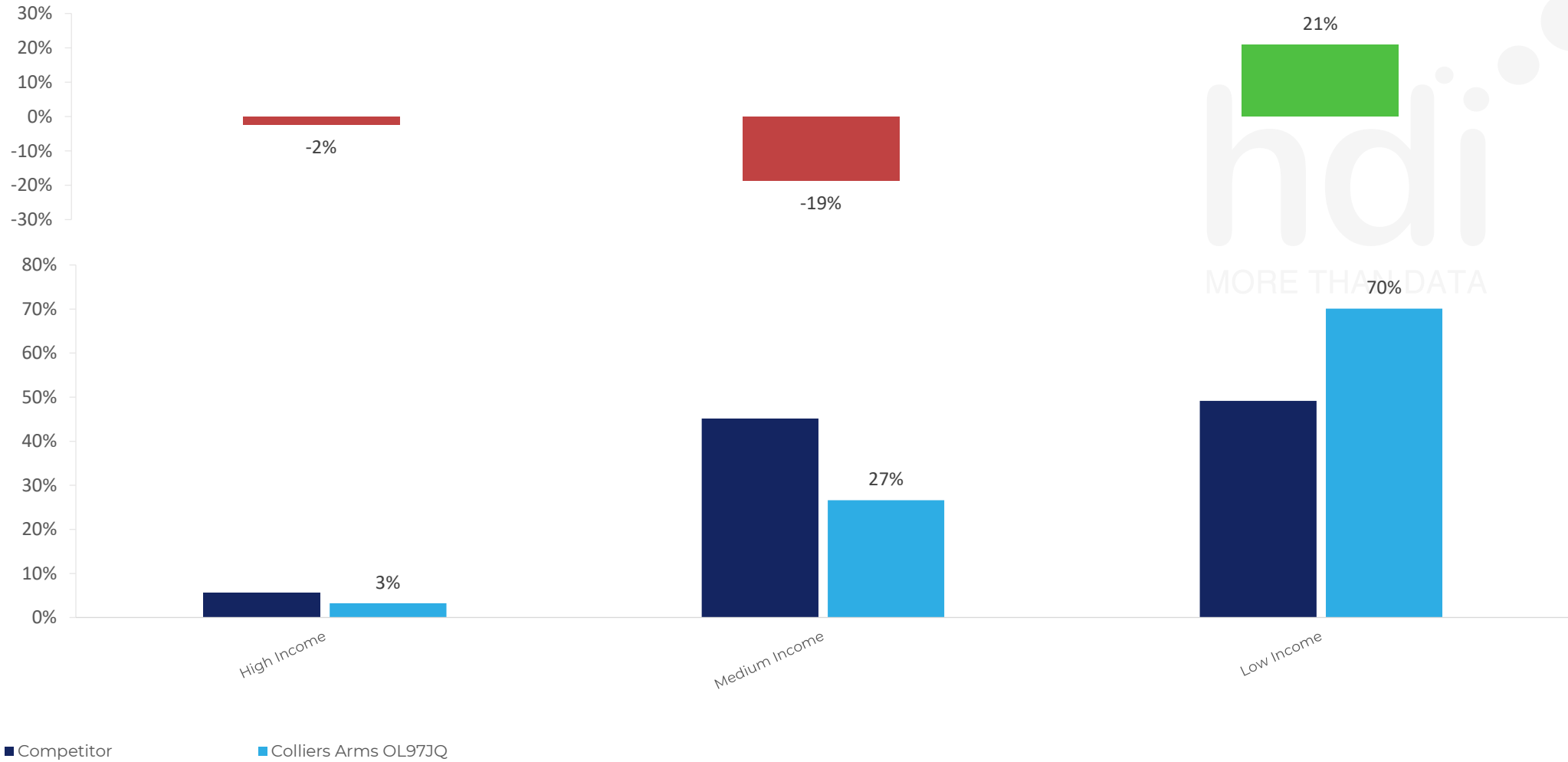
■ Competitor

■ Colliers Arms OL97JQ

Affluence

How does the affluence of customers who visit Colliers Arms OL97JQ compare versus its competitors?

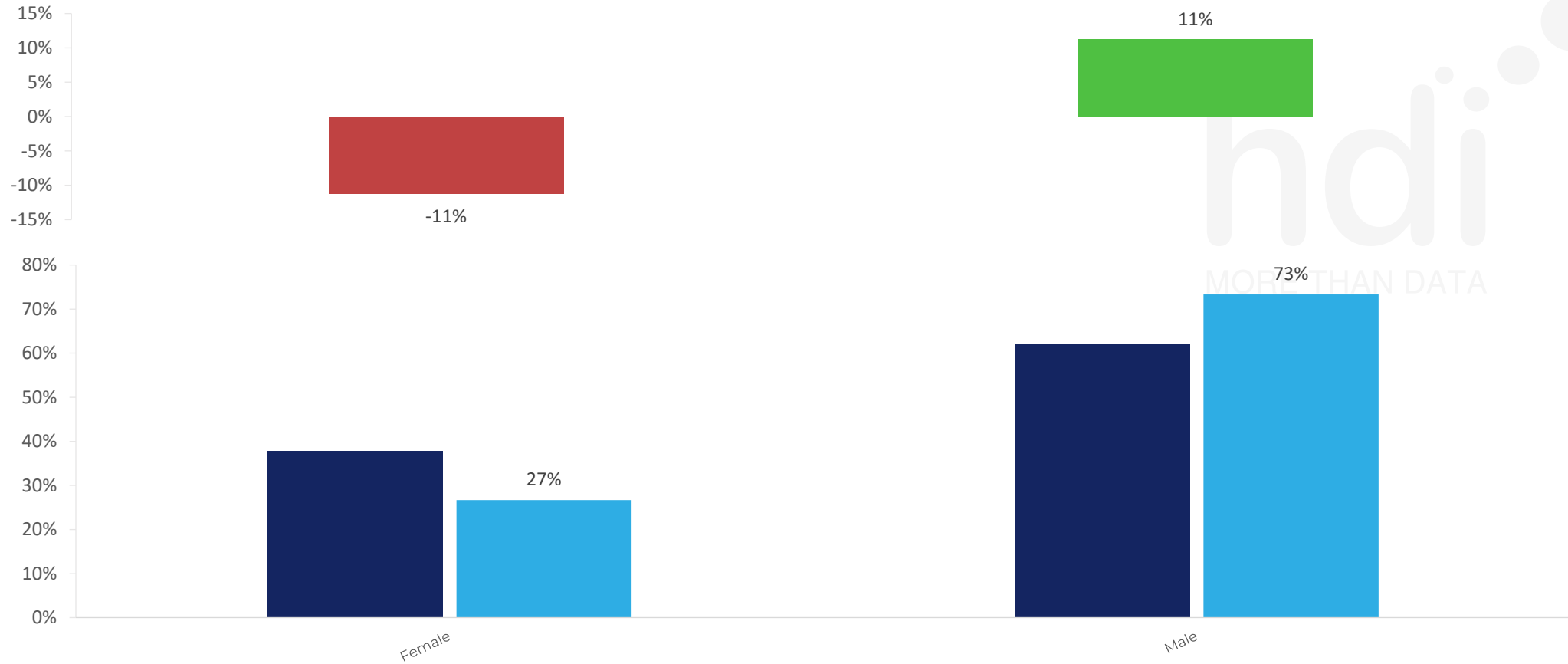
% of spend for Colliers Arms OL97JQ and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Affluence



Gender

How does the gender profile of customers who visit Colliers Arms OL97JQ compare versus its competitors?

% of spend for Colliers Arms OL97JQ and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Gender



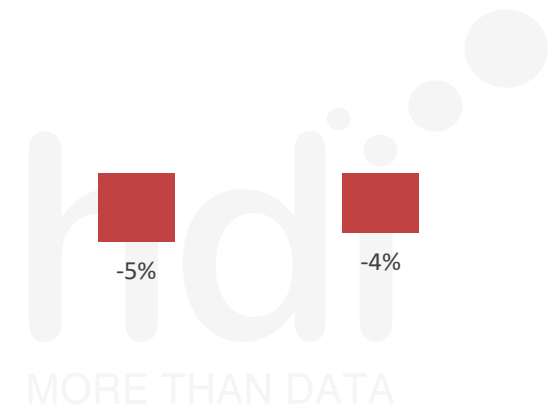
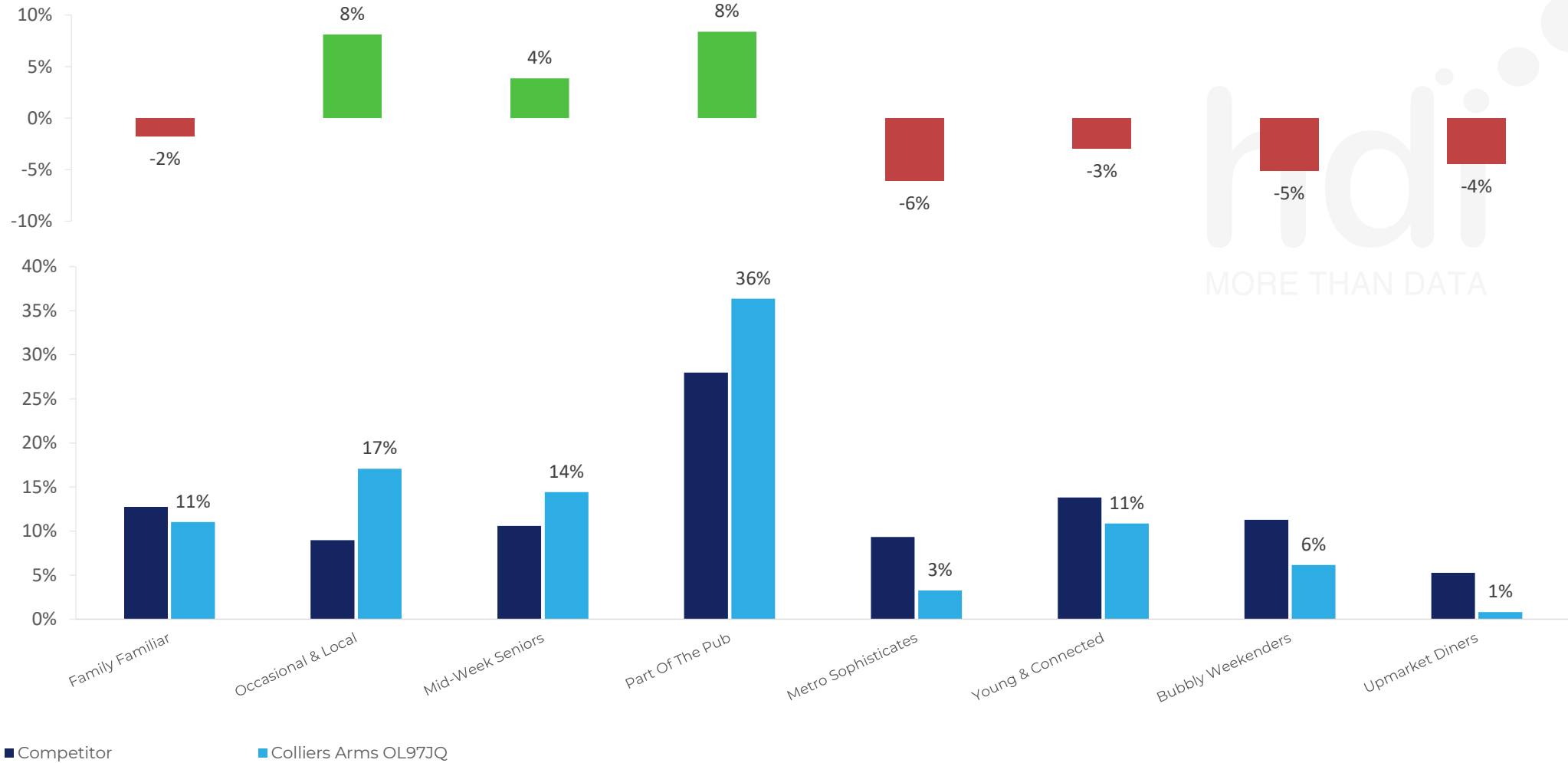
■ Competitor

■ Colliers Arms OL97JQ

Punch Segmentation

How does the Custom segmentation profile of customers who visit Colliers Arms OL97JQ compare versus its competitors?

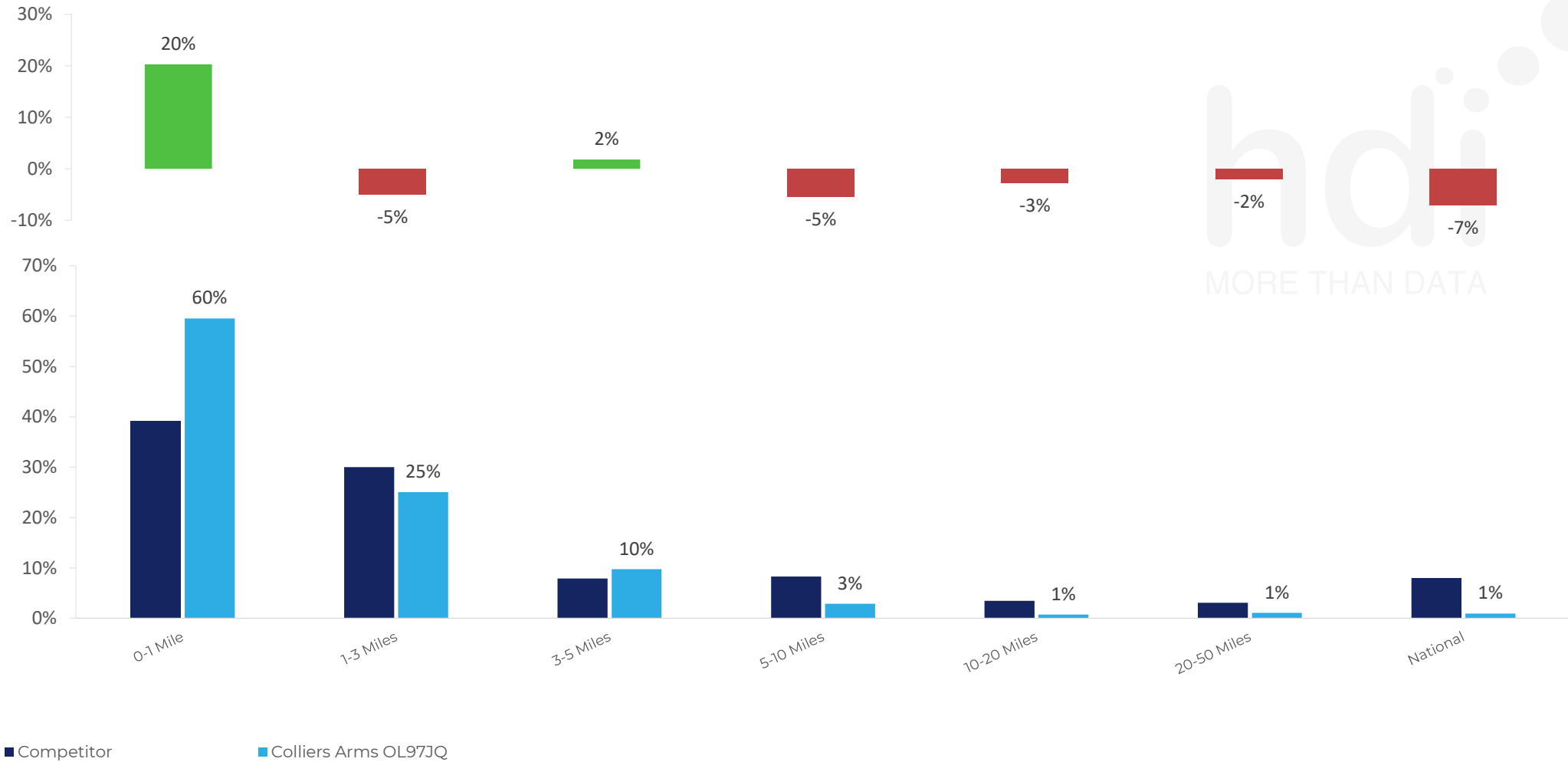
% of spend for Colliers Arms OL97JQ and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Segment



Spend by Distance

How does the spend profile of Colliers Arms OL97JQ compare versus its competitors based on travel distances?

% of spend for Colliers Arms OL97JQ and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Distance travelled

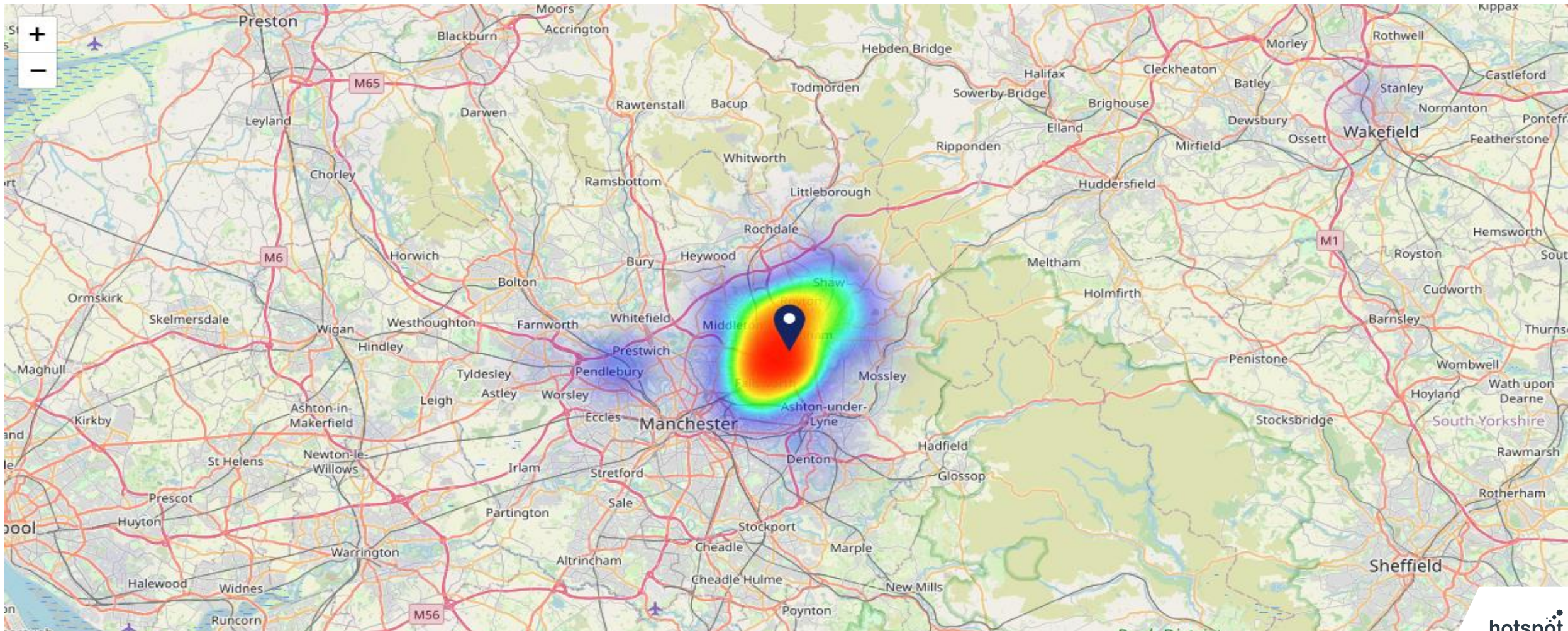




Map of Guest Origin

Where do customers of Colliers Arms OL97JQ come from?

Where do customers of Colliers Arms OL97JQ for 23/01/2023 - 03/01/2024 live

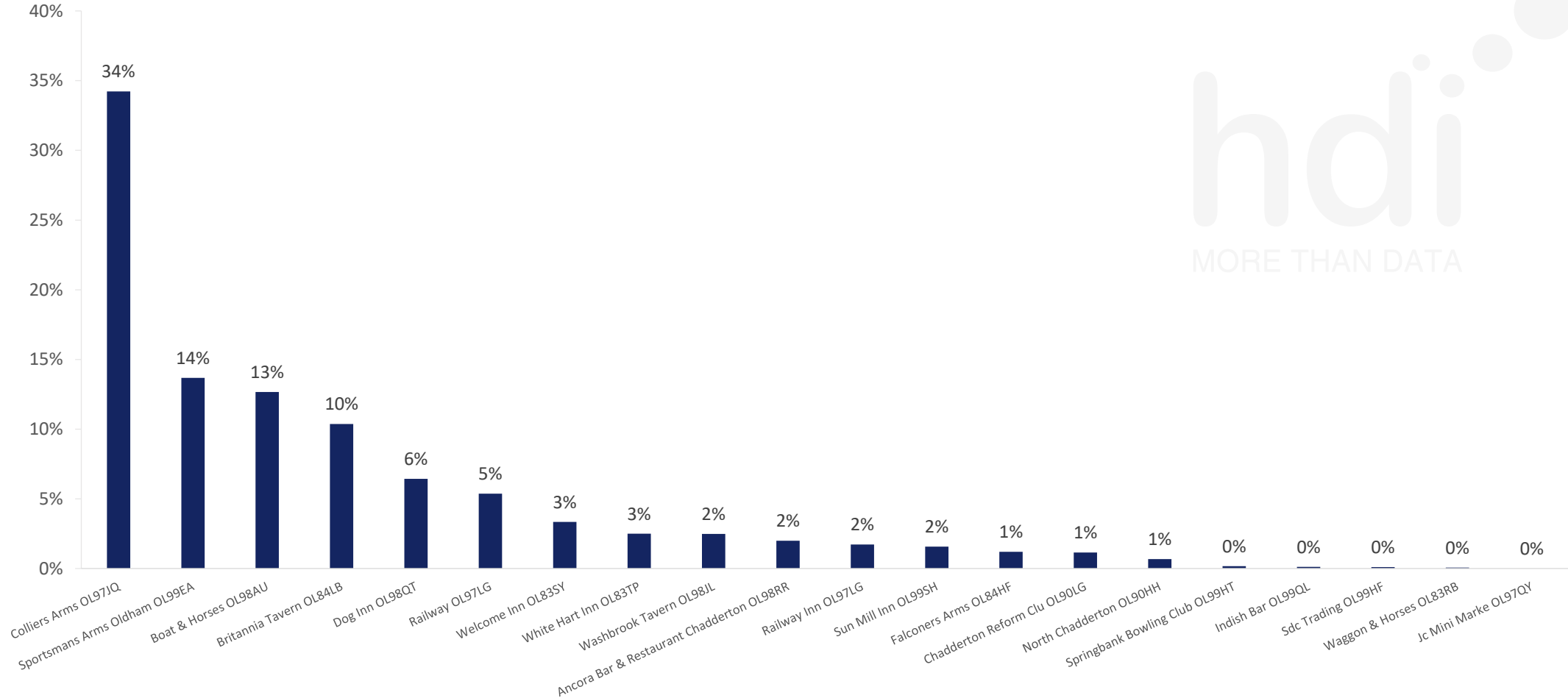




Share of Wallet

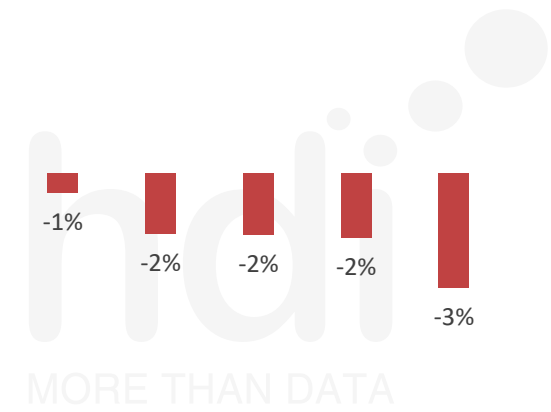
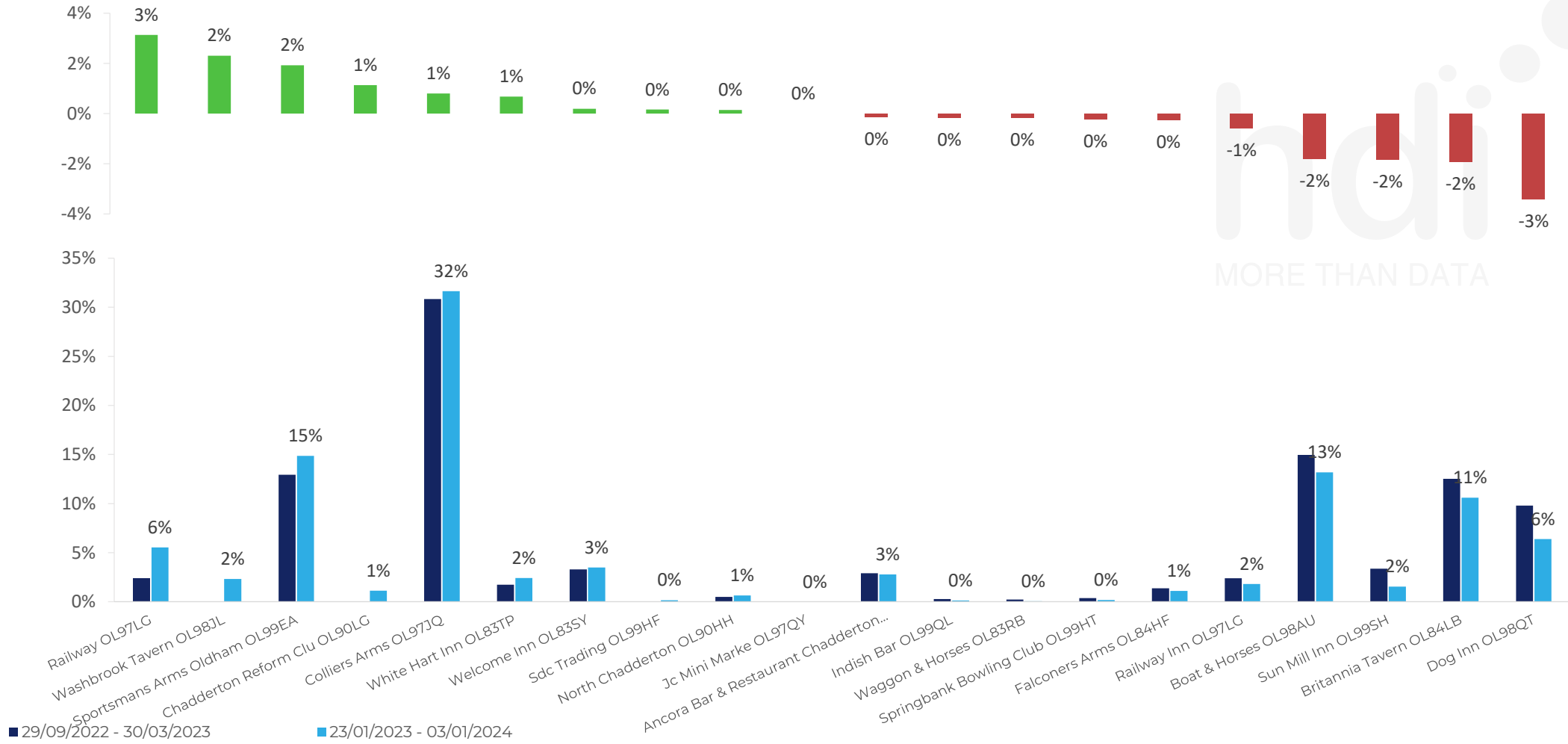
What are the Top 20 venues (by spend) that customers of Colliers Arms OL97JQ also visit?

For customers of Colliers Arms OL97JQ, who are the top 20 competitors from 97 Chains in 1 Miles for 23/01/2023 - 03/01/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Colliers Arms OL97JQ changed between two date ranges?





Market Summary

How does the local area for Colliers Arms OL97JQ 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	£748K	4	£751K	3	£24.30M	7	£219.49M	8
Weekpart	Mon - Thu	32.7%	2	32.8%	1	39.9%	4	40.1%	3
Weekpart	Fri - Sat	48.8%	8	48.8%	9	42.6%	5	42.6%	6
Weekpart	Sun	18.5%	9	18.5%	9	17.5%	9	17.3%	9
Age	18 to 24	2.1%	2	2.2%	2	8.2%	7	7.5%	6
Age	25 to 34	35.6%	10	35.5%	10	21.6%	5	19.5%	3
Age	35 to 44	22.1%	5	22.1%	5	26.9%	9	26.6%	9
Age	45 to 54	17.5%	3	17.5%	3	18.1%	3	18.3%	2
Age	55 to 64	17.2%	7	17.2%	7	16.3%	6	16.9%	7
Age	65 to 74	4.8%	4	4.8%	4	6.0%	5	7.5%	7
Age	75+	0.8%	3	0.8%	2	2.8%	6	3.7%	8
CAMEO	Business Elite	0.1%	1	0.1%	1	1.3%	1	1.6%	1
CAMEO	Prosperous Professionals	0.7%	1	0.7%	1	1.3%	1	1.7%	1
CAMEO	Flourishing Society	4.6%	2	4.6%	1	2.9%	1	3.9%	1
CAMEO	Content Communities	2.5%	1	2.5%	1	6.3%	1	6.6%	1
CAMEO	White Collar Neighbourhoods	1.7%	1	1.7%	1	8.1%	2	10.8%	4
CAMEO	Enterprising Mainstream	7.6%	5	7.6%	5	8.9%	6	9.0%	6
CAMEO	Paying The Mortgage	15.7%	7	15.7%	6	20.7%	9	21.1%	10
CAMEO	Cash Conscious Communities	9.7%	6	9.7%	6	13.3%	9	14.5%	10
CAMEO	On A Budget	19.3%	10	19.3%	10	18.4%	10	14.5%	10
CAMEO	Family Value	38.2%	10	38.2%	10	18.8%	10	16.3%	10
Affluence	AB	5.3%	1	5.3%	1	5.5%	1	7.2%	1
Affluence	C1C2	27.4%	1	27.5%	1	44.0%	4	47.5%	5
Affluence	DE	67.2%	10	67.2%	10	50.5%	10	45.3%	10