



Site Summary



Pickering Arms WA42SU

WA42SU

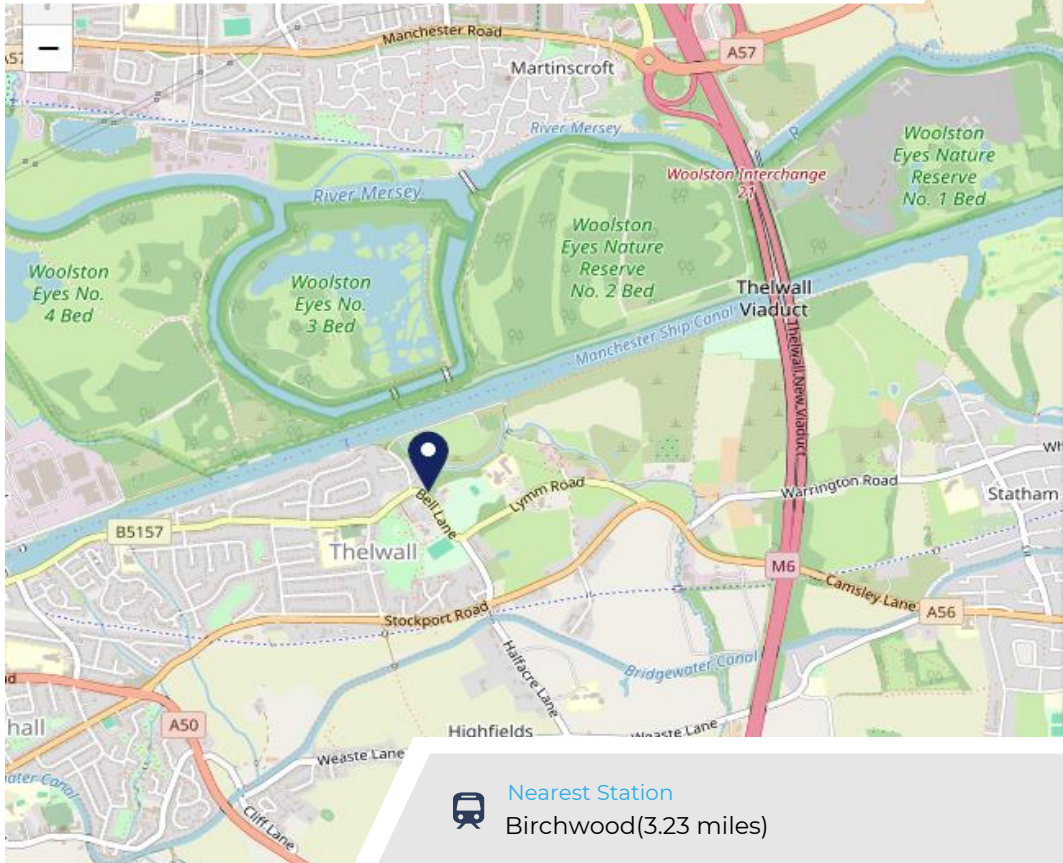
Punch - Fireside

Work Area
Warrington and Wigan

Region
North West

TV Region
North West

Urbanicity
Urban city and town



ATV
£21.51



Gender
63.47%
Male



Affluence
61.60%
Middle Income



Segmentation
21.86%
White Collar Neighbourhoods



Age Group
23.14%
55 to 64



Visit Day
24.71%
Sun

Top Competitors

Mulberry Tree Inn (Stockport) #1 (eath)
WA42AF
 GK - Pub & Social

Rams Head #2
WA43EP
 Punch T&L

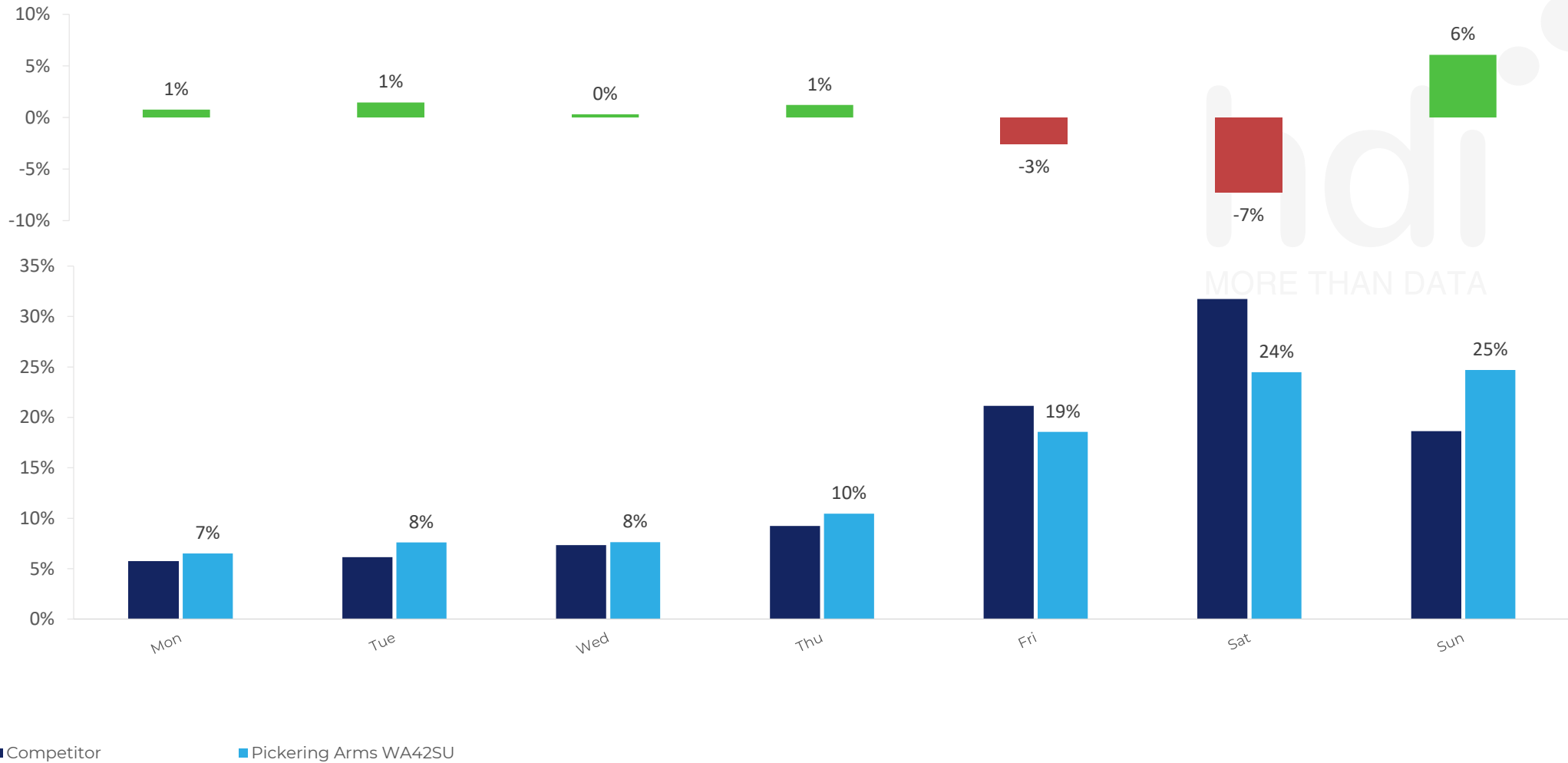
London Bridge #3
WA45BC
 Pub / Bar

Nearest Station
Birchwood(3.23 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Pickering Arms WA42SU versus its competitors?

% of spend for Pickering Arms WA42SU and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Day of Week

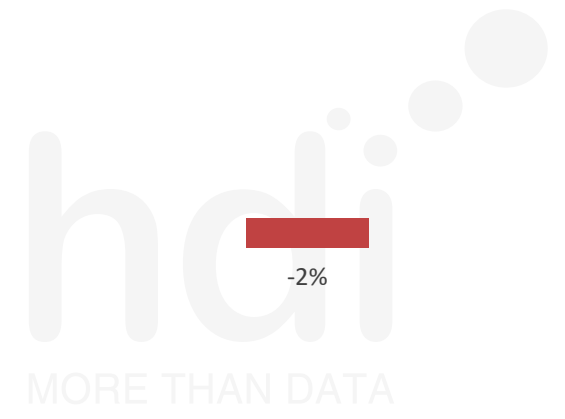
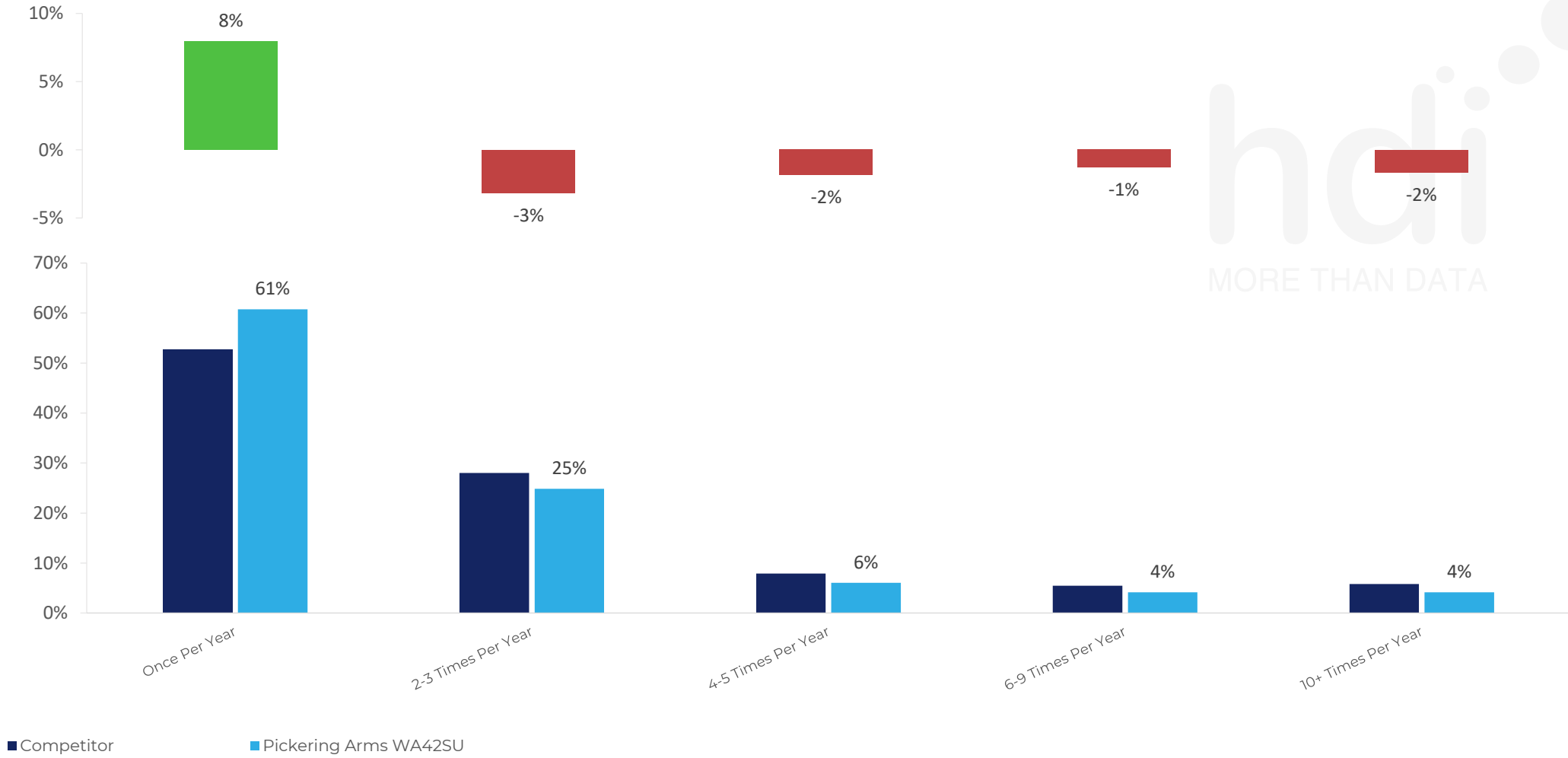




Visit Frequency

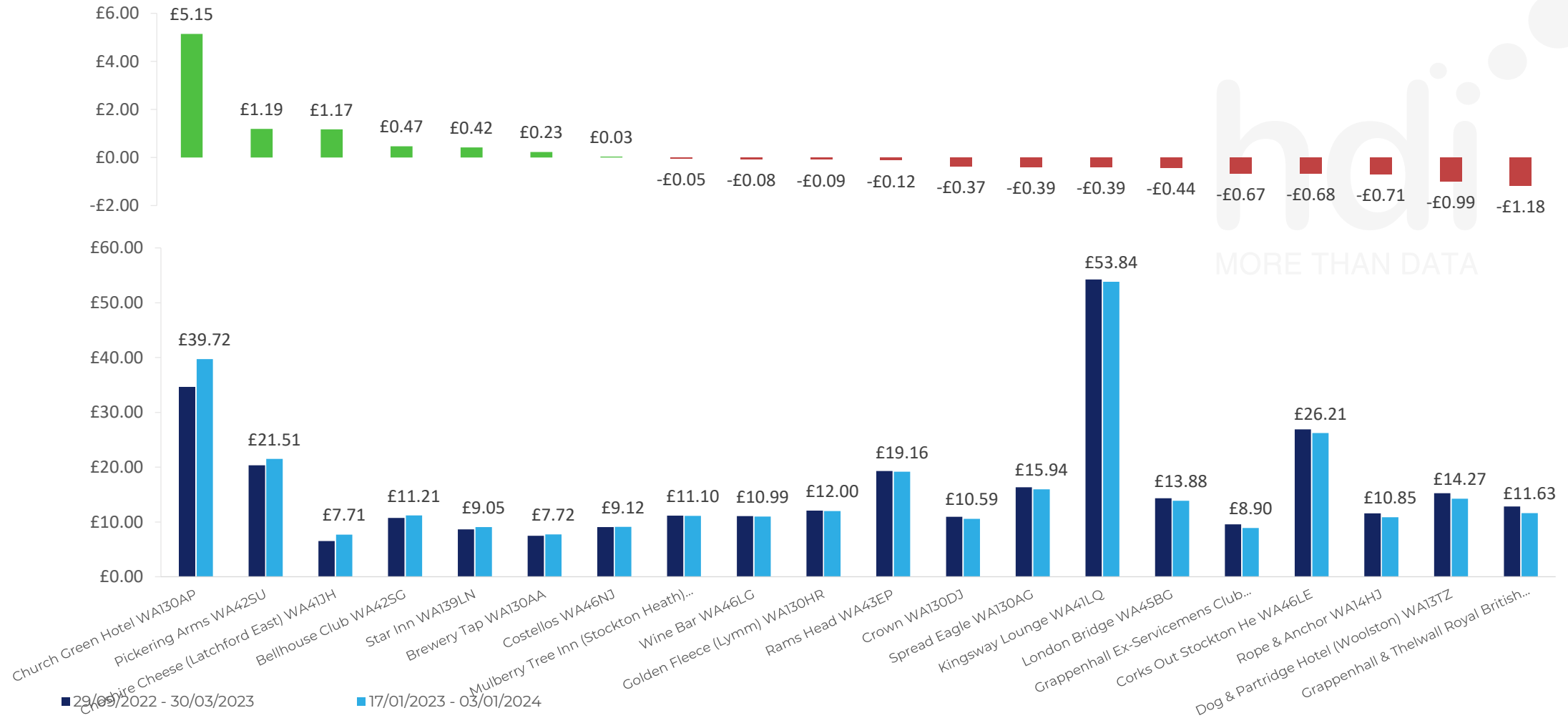
How frequently per year do customers visit Pickering Arms WA42SU versus its competitors?

% of customer numbers for Pickering Arms WA42SU 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?

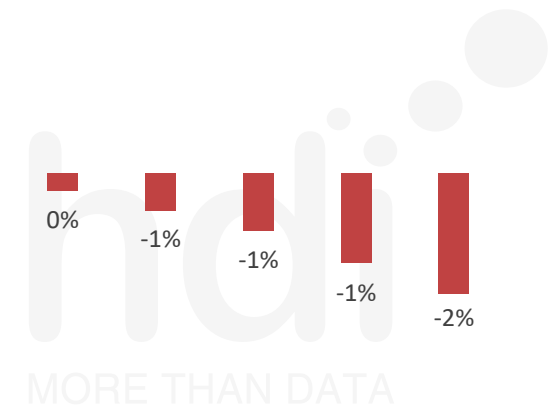
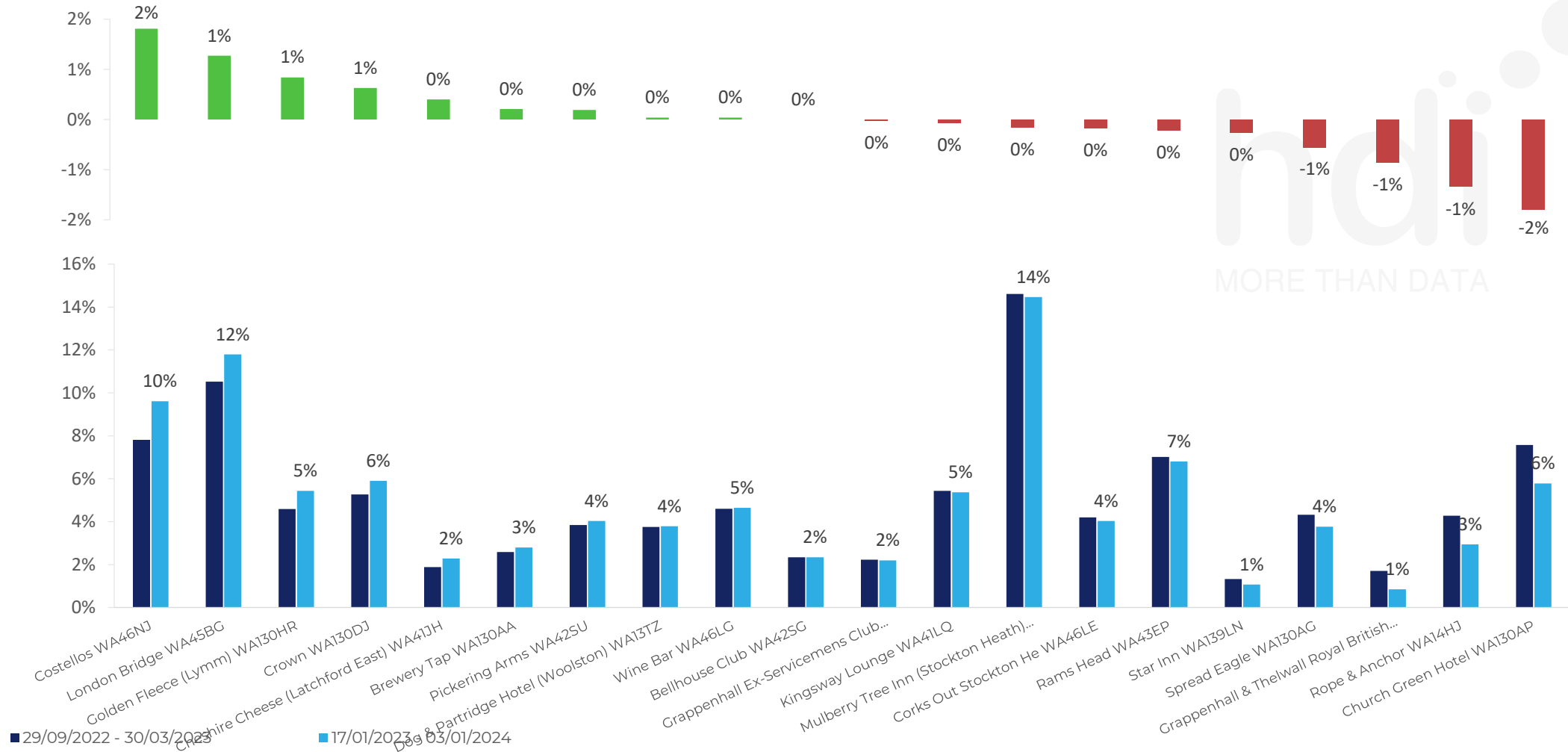




Market Share Change

How has market share changed between two date ranges?

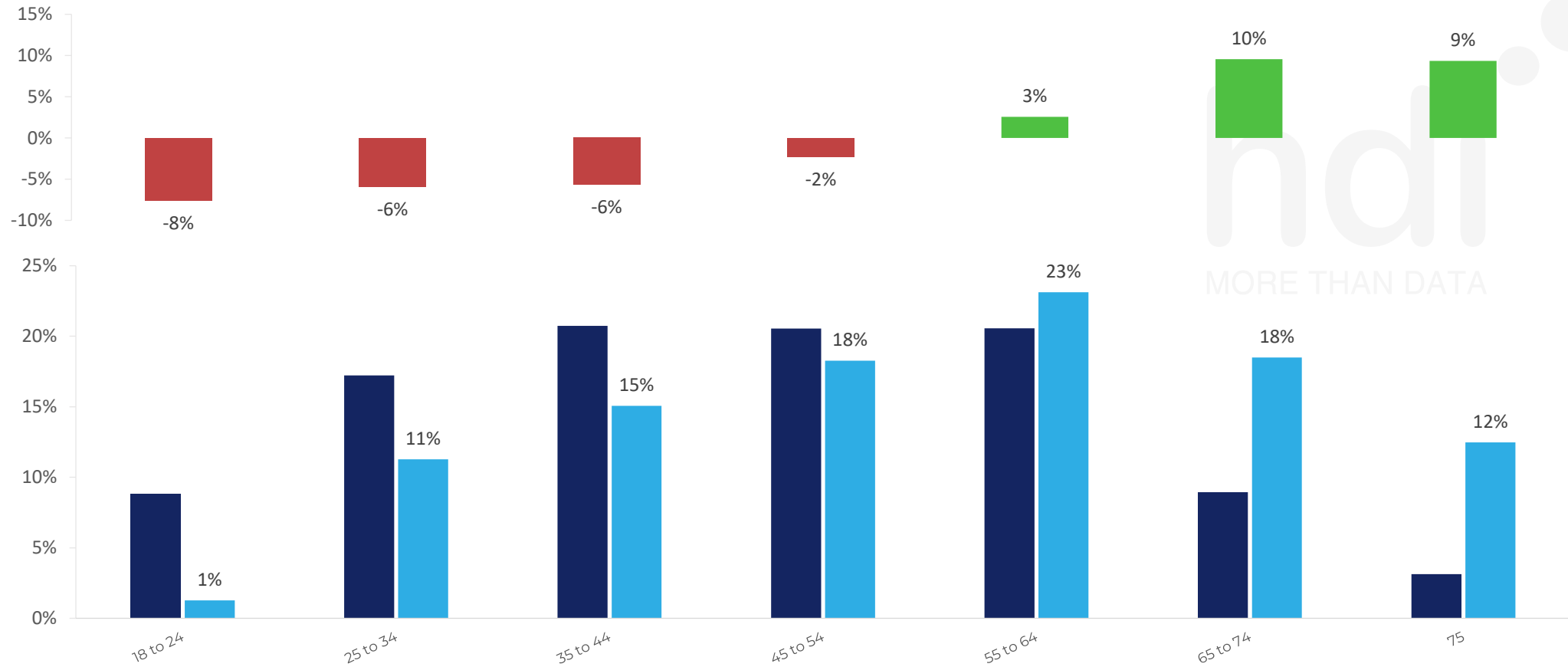
% of market share spend for Pickering Arms WA42SU and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024



Age

How does the age profile of customers who visit Pickering Arms WA42SU compare versus its competitors?

% of spend for Pickering Arms WA42SU and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Age Range



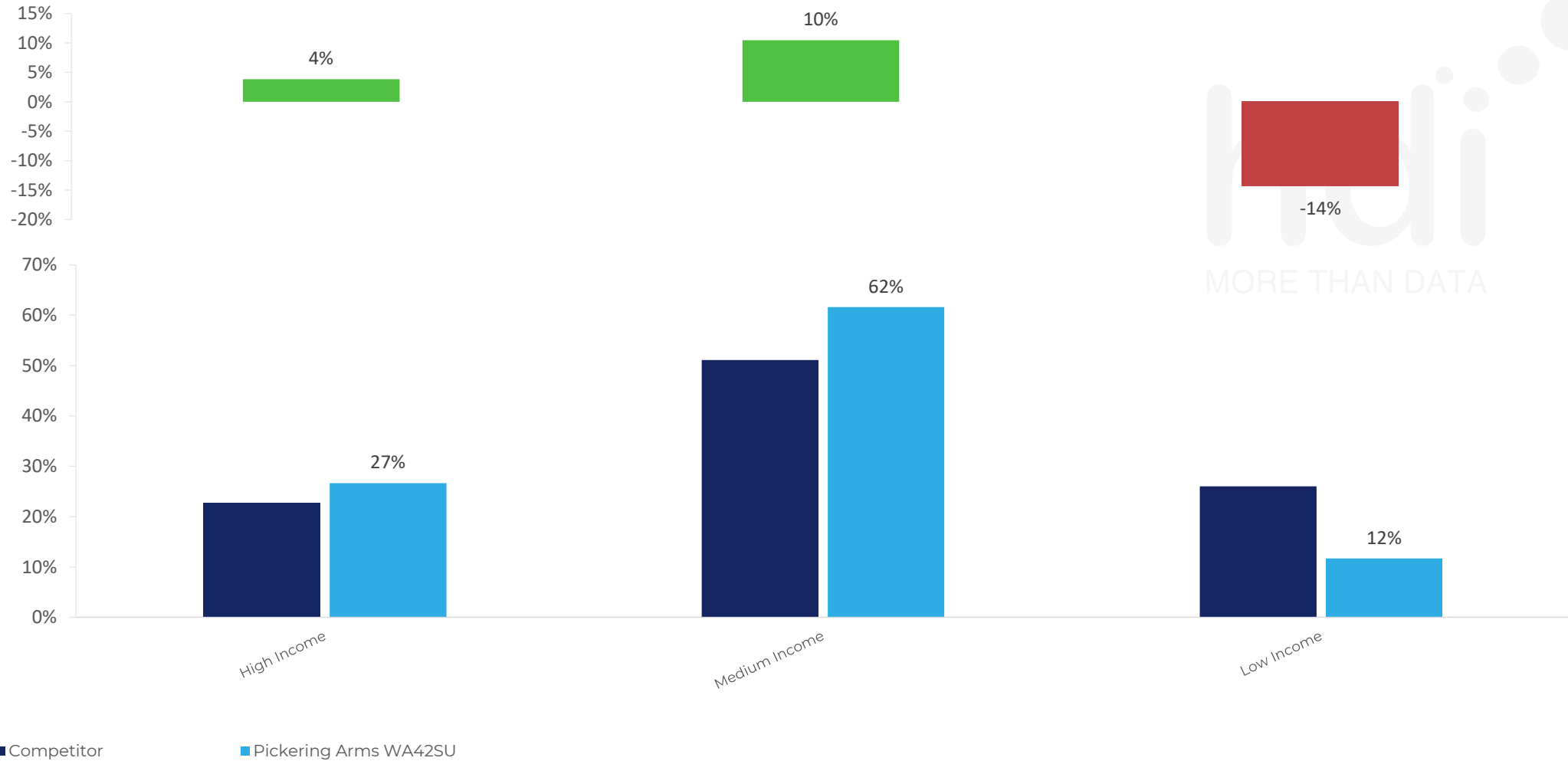
■ Competitor

■ Pickering Arms WA42SU

Affluence

How does the affluence of customers who visit Pickering Arms WA42SU compare versus its competitors?

% of spend for Pickering Arms WA42SU and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Affluence

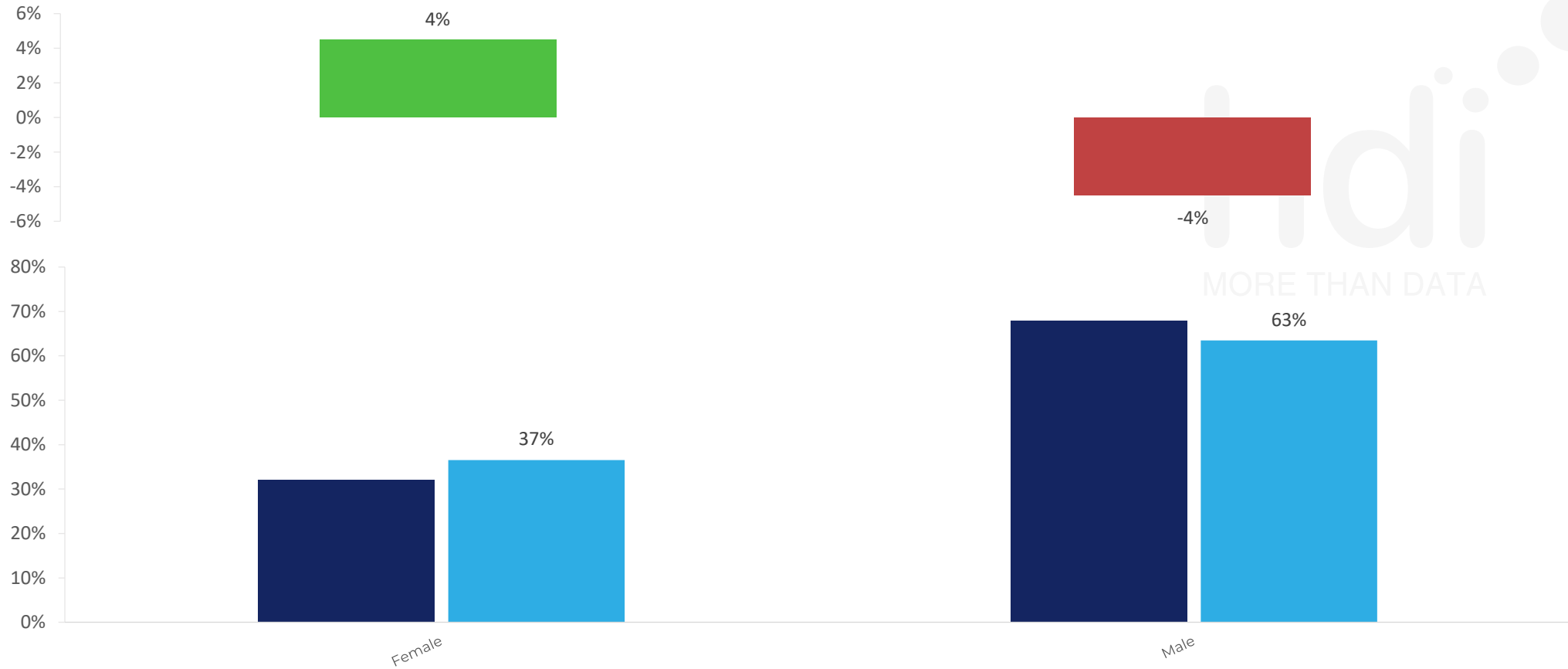




Gender

How does the gender profile of customers who visit Pickering Arms WA42SU compare versus its competitors?

% of spend for Pickering Arms WA42SU and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Gender



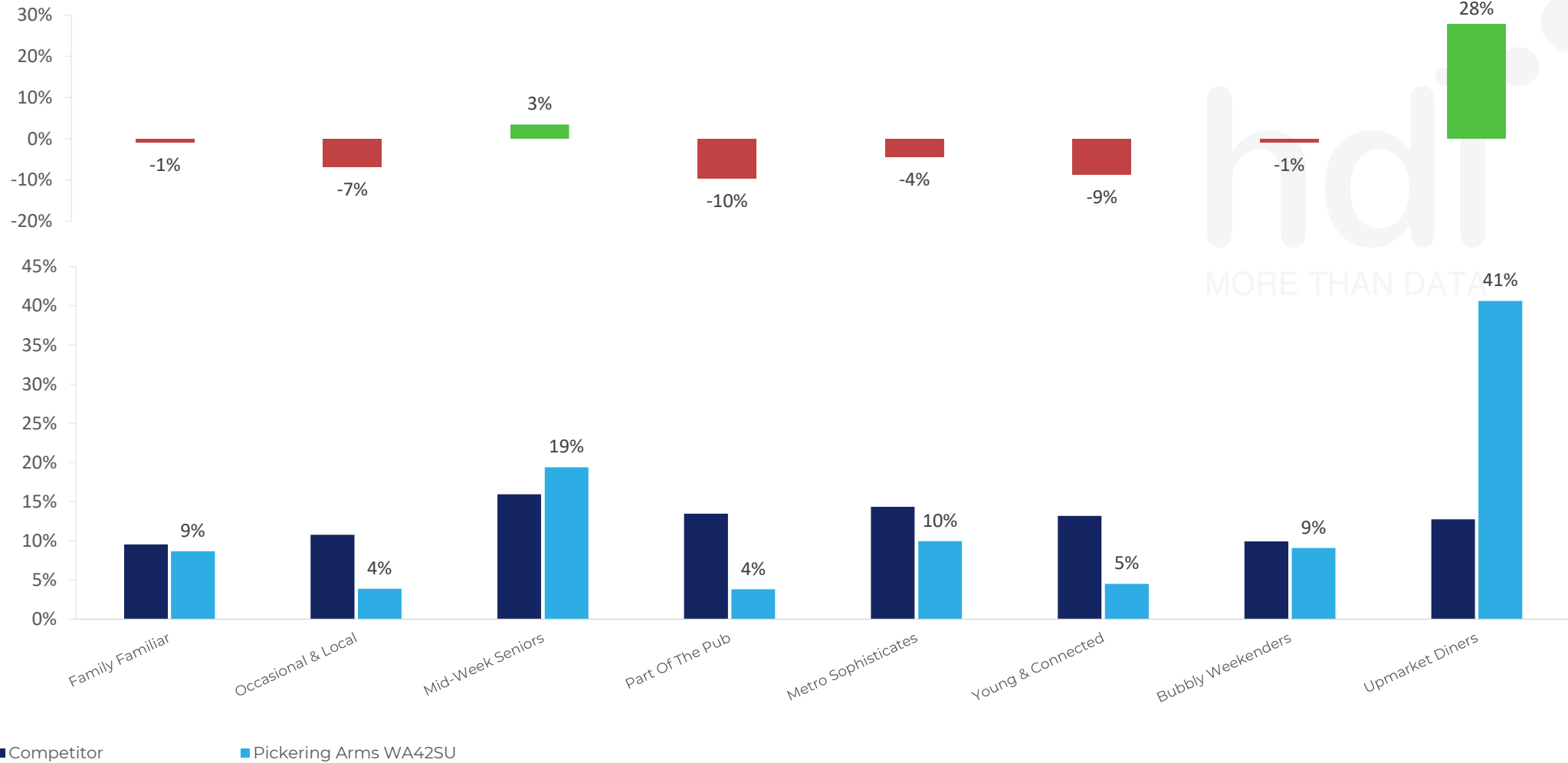
■ Competitor

■ Pickering Arms WA42SU

Punch Segmentation

How does the Custom segmentation profile of customers who visit Pickering Arms WA42SU compare versus its competitors?

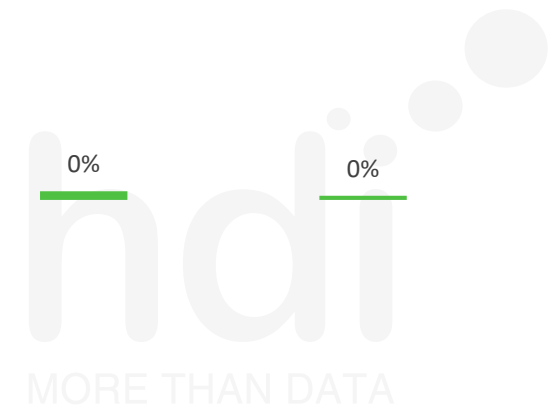
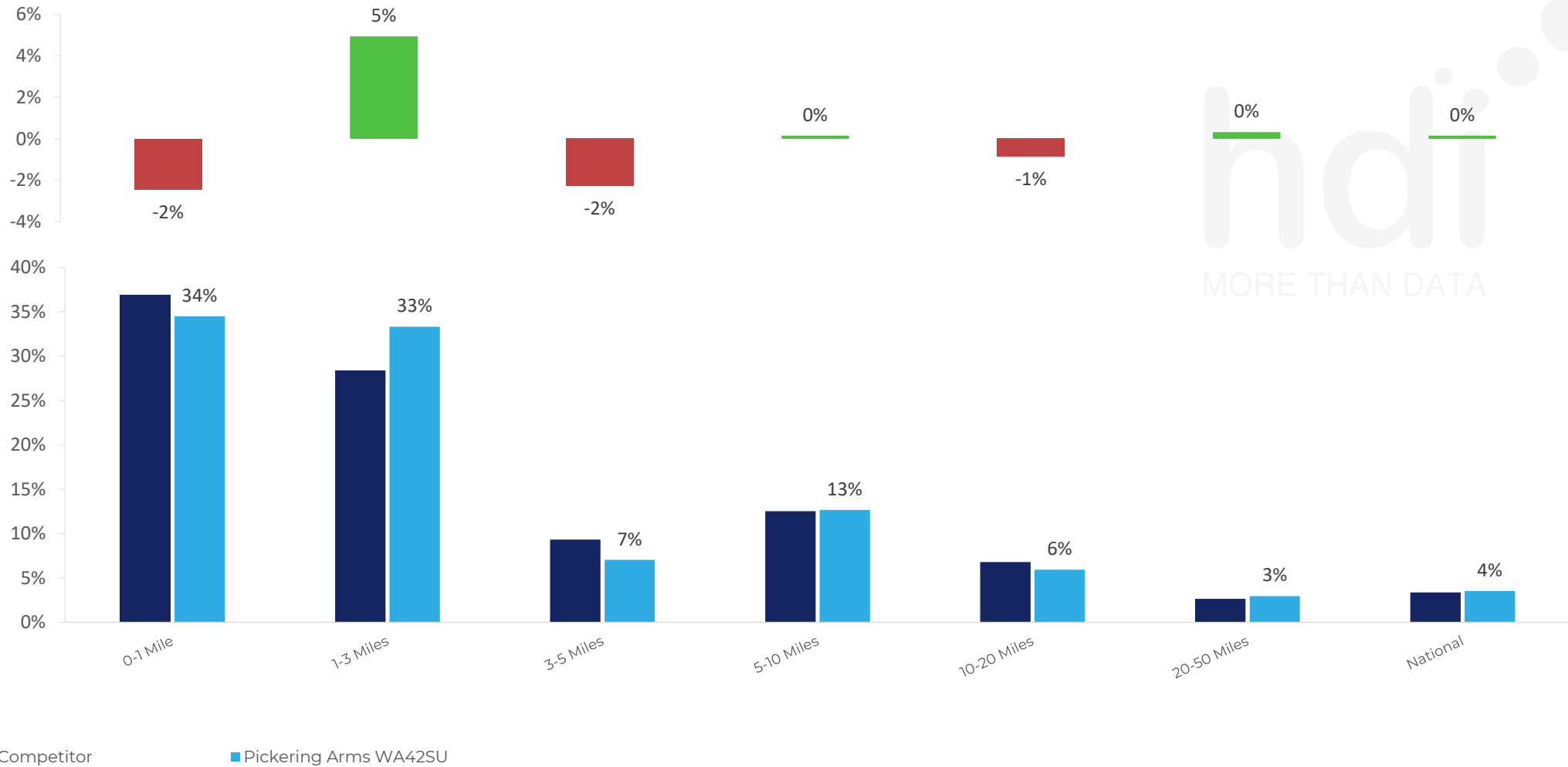
% of spend for Pickering Arms WA42SU and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Segment



Spend by Distance

How does the spend profile of Pickering Arms WA42SU compare versus its competitors based on travel distances?

% of spend for Pickering Arms WA42SU and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Distance travelled



Competitor

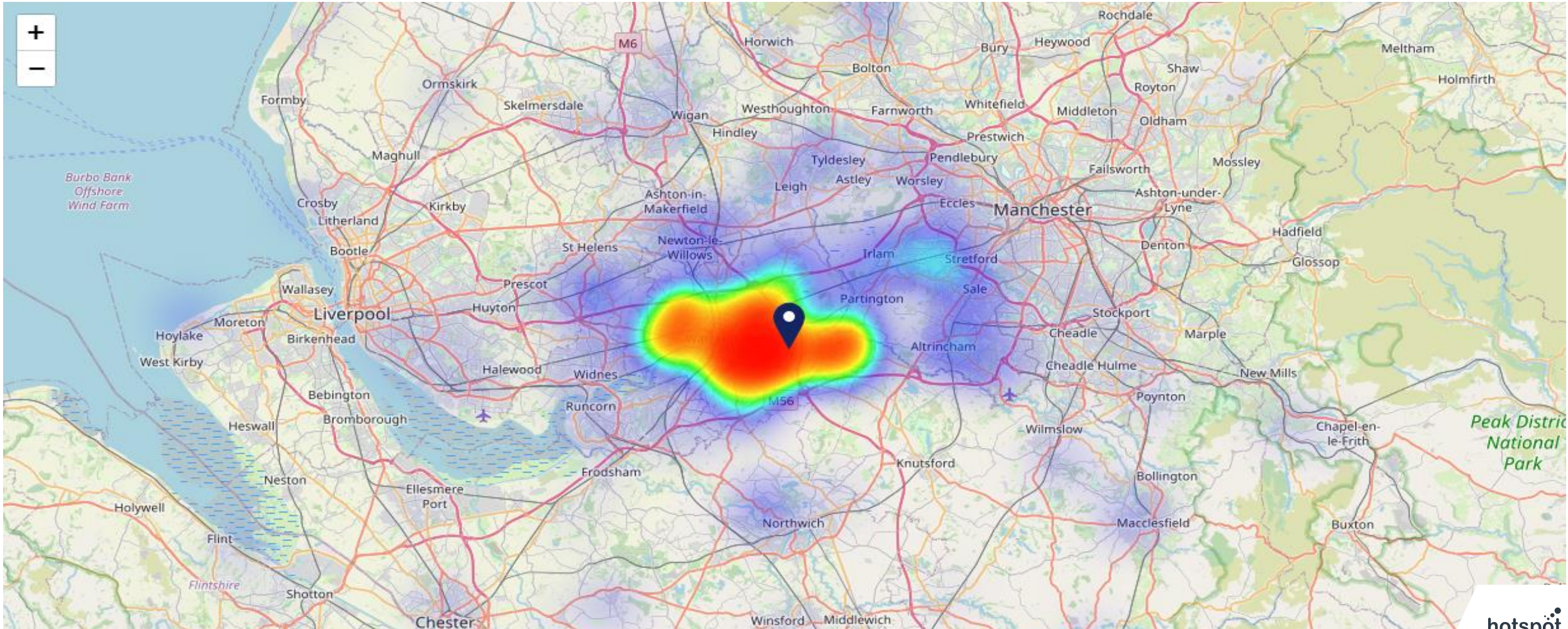
Pickering Arms WA42SU



Map of Guest Origin

Where do customers of Pickering Arms WA42SU come from?

Where do customers of Pickering Arms WA42SU for 17/01/2023 - 03/01/2024 live

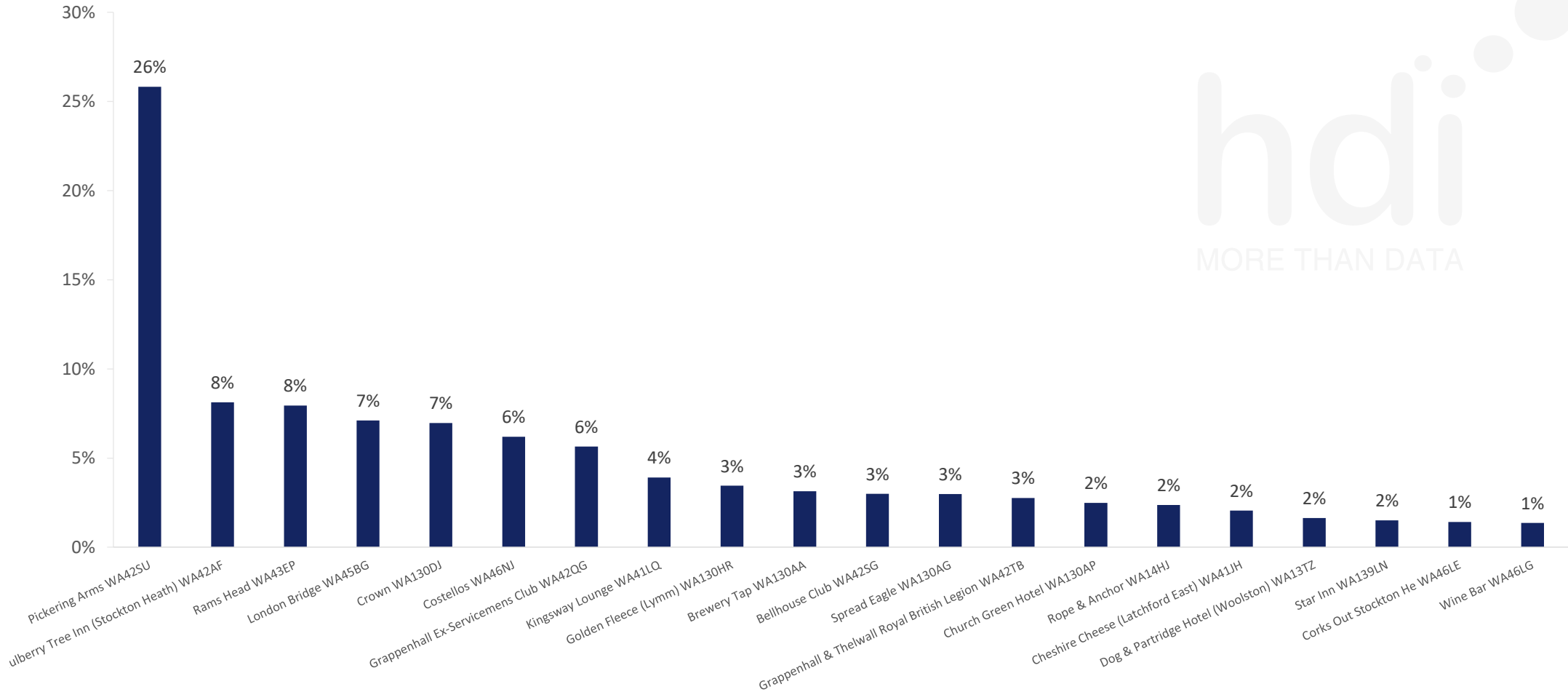




Share of Wallet

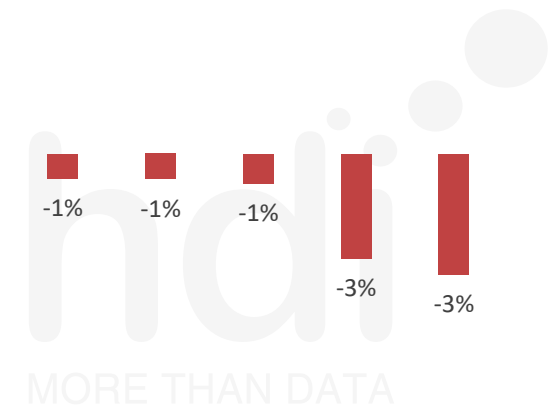
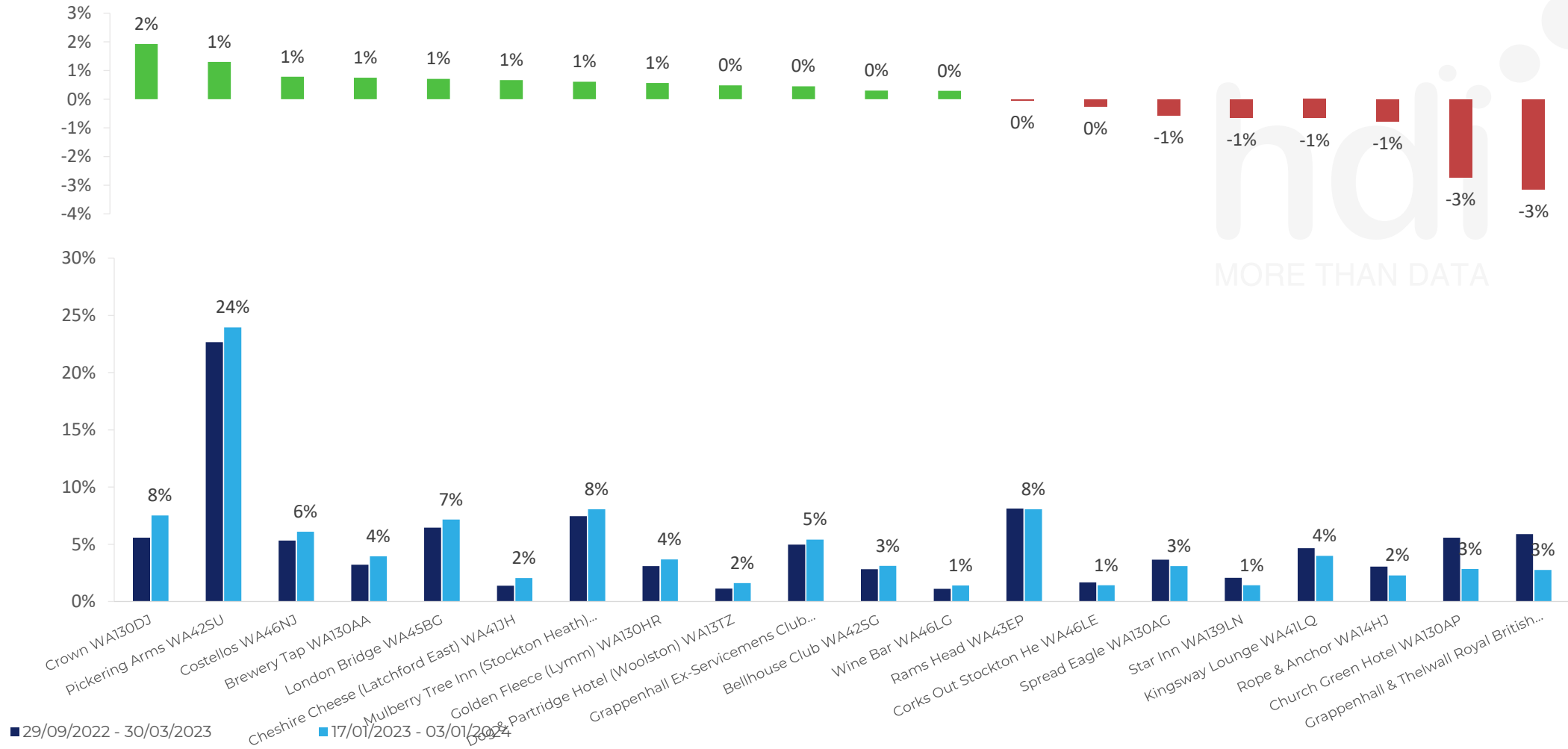
What are the Top 20 venues (by spend) that customers of Pickering Arms WA42SU also visit?

For customers of Pickering Arms WA42SU, 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 Pickering Arms WA42SU changed between two date ranges?





Market Summary

How does the local area for Pickering Arms WA42SU 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	£5.27M	7	£5.27M	6	£7.11M	4	£166.86M	8
Weekpart	Mon - Thu	38.7%	4	38.7%	4	38.0%	3	38.0%	1
Weekpart	Fri - Sat	37.5%	2	37.5%	2	40.6%	4	45.2%	9
Weekpart	Sun	23.9%	10	23.9%	10	21.5%	10	16.8%	8
Age	18 to 24	1.3%	2	1.3%	1	1.7%	1	7.5%	6
Age	25 to 34	12.3%	2	12.3%	1	12.1%	1	17.7%	2
Age	35 to 44	16.9%	2	16.9%	2	17.4%	1	23.2%	5
Age	45 to 54	16.0%	2	16.0%	2	17.5%	2	20.4%	6
Age	55 to 64	24.1%	10	24.1%	10	26.9%	10	18.5%	9
Age	65 to 74	16.9%	10	16.9%	10	14.4%	10	8.7%	8
Age	75+	12.4%	10	12.4%	10	9.9%	10	4.0%	8
CAMEO	Business Elite	14.8%	8	14.8%	8	13.9%	8	9.5%	6
CAMEO	Prosperous Professionals	10.0%	9	10.0%	9	9.4%	9	6.3%	5
CAMEO	Flourishing Society	11.5%	5	11.5%	5	10.3%	4	8.2%	3
CAMEO	Content Communities	13.9%	7	13.9%	7	13.5%	7	11.2%	4
CAMEO	White Collar Neighbourhoods	18.7%	10	18.7%	10	18.0%	10	13.5%	9
CAMEO	Enterprising Mainstream	8.8%	6	8.8%	6	11.2%	8	8.4%	5
CAMEO	Paying The Mortgage	13.4%	5	13.4%	5	13.9%	5	17.8%	8
CAMEO	Cash Conscious Communities	2.7%	1	2.7%	1	3.3%	1	8.6%	5
CAMEO	On A Budget	4.4%	3	4.4%	3	4.4%	3	9.6%	8
CAMEO	Family Value	1.7%	5	1.7%	4	2.0%	5	7.0%	8
Affluence	AB	36.3%	7	36.3%	7	33.7%	7	24.0%	4
Affluence	C1C2	54.8%	8	54.8%	8	56.6%	9	50.9%	7
Affluence	DE	8.9%	2	8.9%	1	9.7%	1	25.2%	7