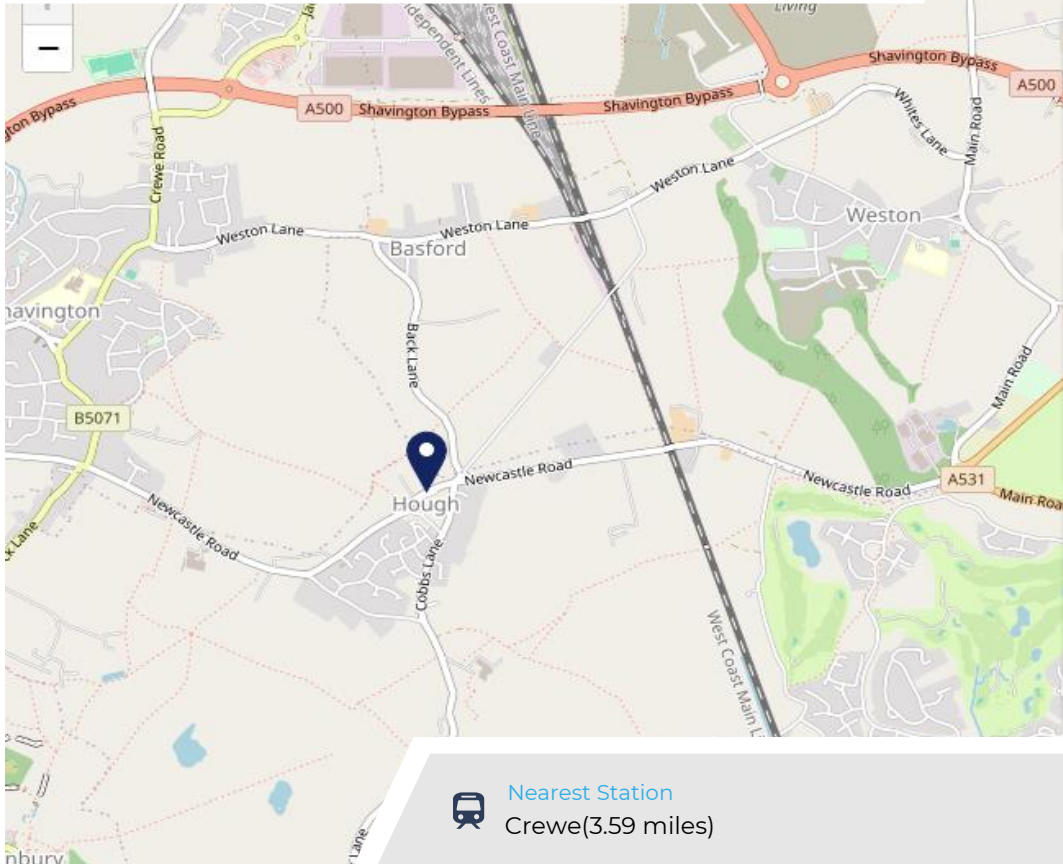




## White Hart CW25JS

CW25JS

Punch - Our Local +

**Work Area**  
Crewe**Region**  
North West**TV Region**  
North West**Urbanicity**  
Rural village**ATV**  
**£20.64****Affluence**  
**69.52%**  
Middle Income**Age Group**  
**21.86%**  
55 to 64**Gender**  
**69.85%**  
Male**Segmentation**  
**30.19%**  
Content Communities**Visit Day**  
**21.98%**  
Fri

## Top Competitors

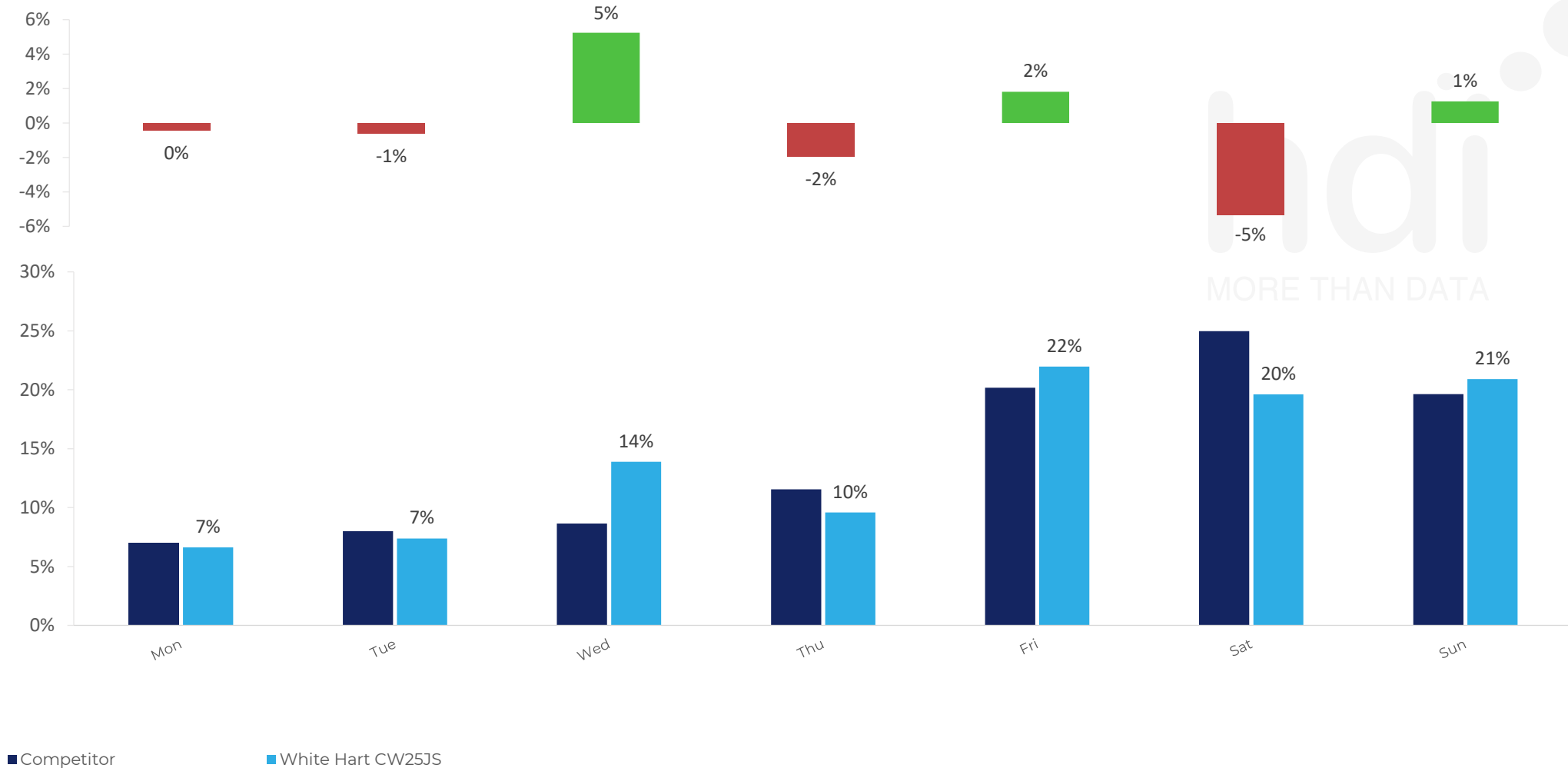
**White Lion Inn Weston** **#1**  
CW25NA  
 Stonegate PP**Swan Inn (Wybunbury)** **#2**  
CW57NA  
 Pub Restaurant**Boars Head** **#3**  
CW57LA  
 Pub Restaurant**Nearest Station**  
Crewe(3.59 miles)



## Spend by Weekpart

How is customer spend distributed throughout the week for White Hart CW25JS versus its competitors?

% of spend for White Hart CW25JS and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Day of Week

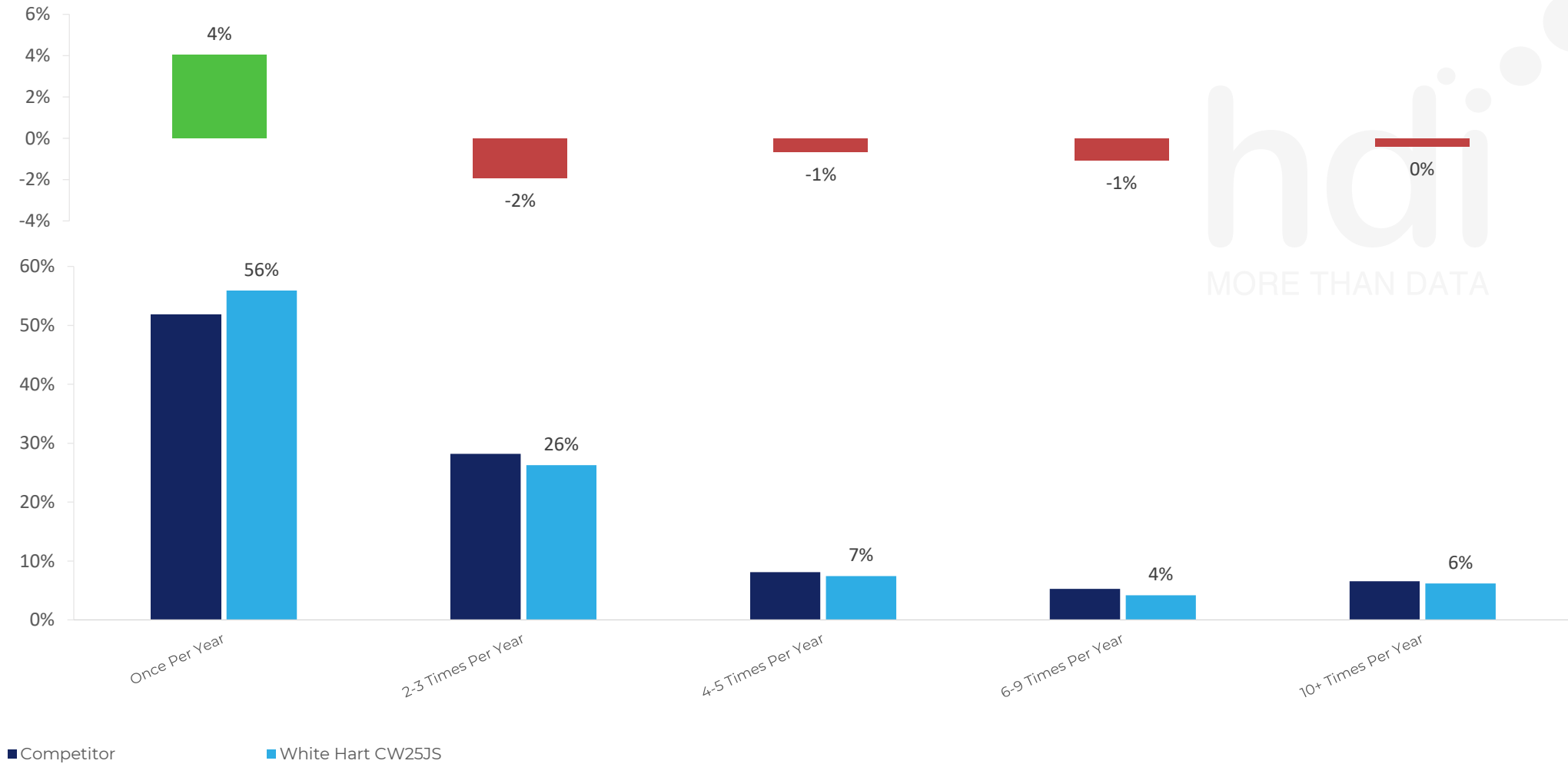




## Visit Frequency

How frequently per year do customers visit White Hart CW25JS versus its competitors?

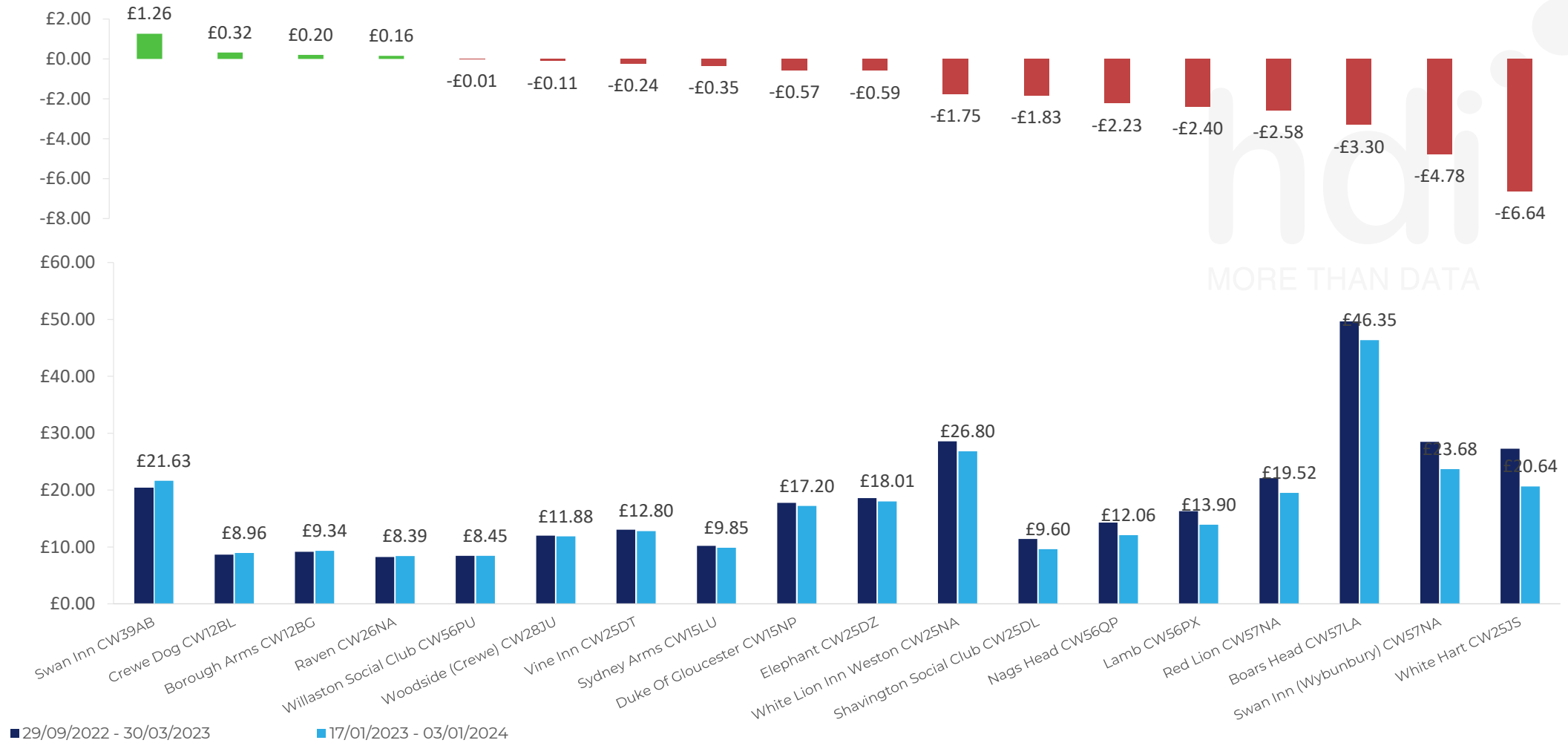
% of customer numbers for White Hart CW25JS and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 and the number of visits made Per Annum





## ATV Change

How has ATV changed between two date ranges?

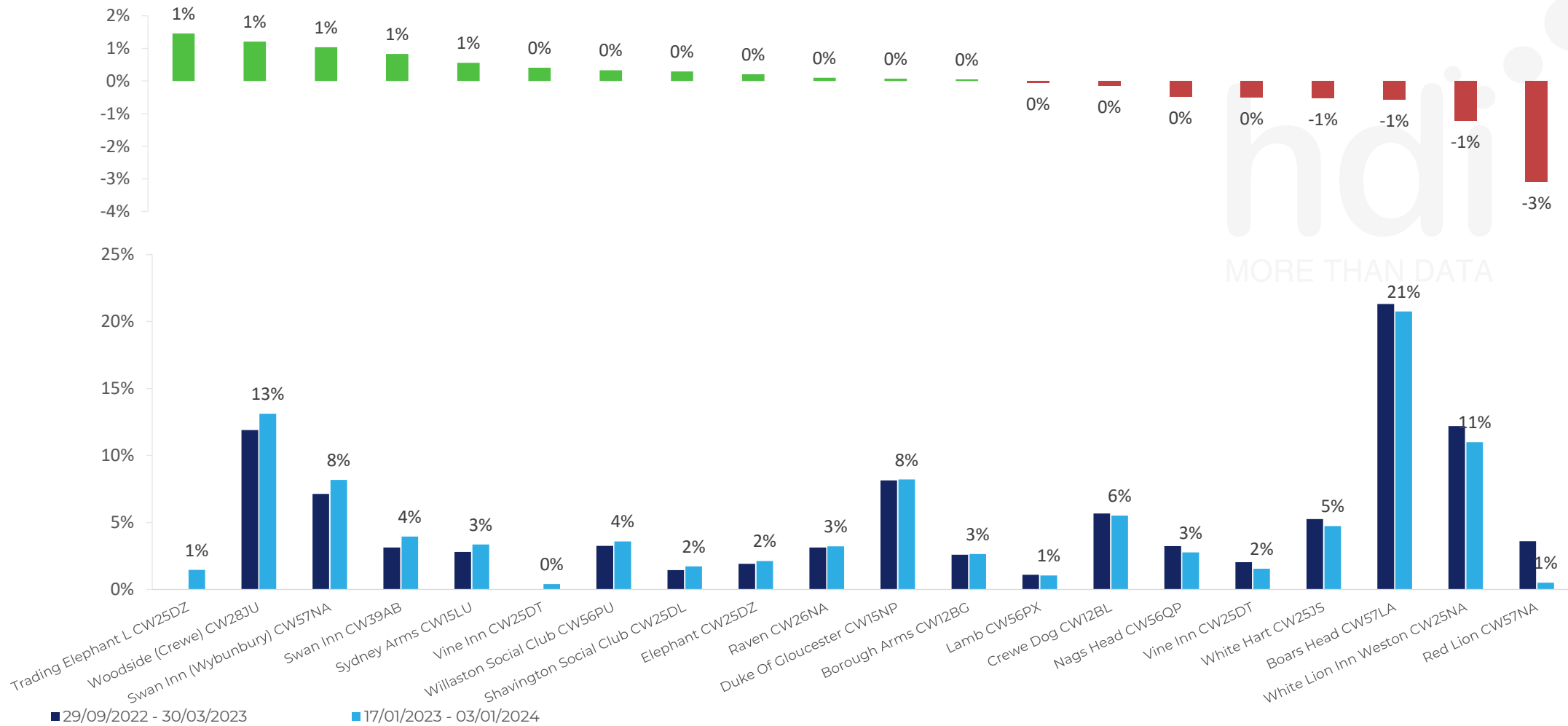




## Market Share Change

How has market share changed between two date ranges?

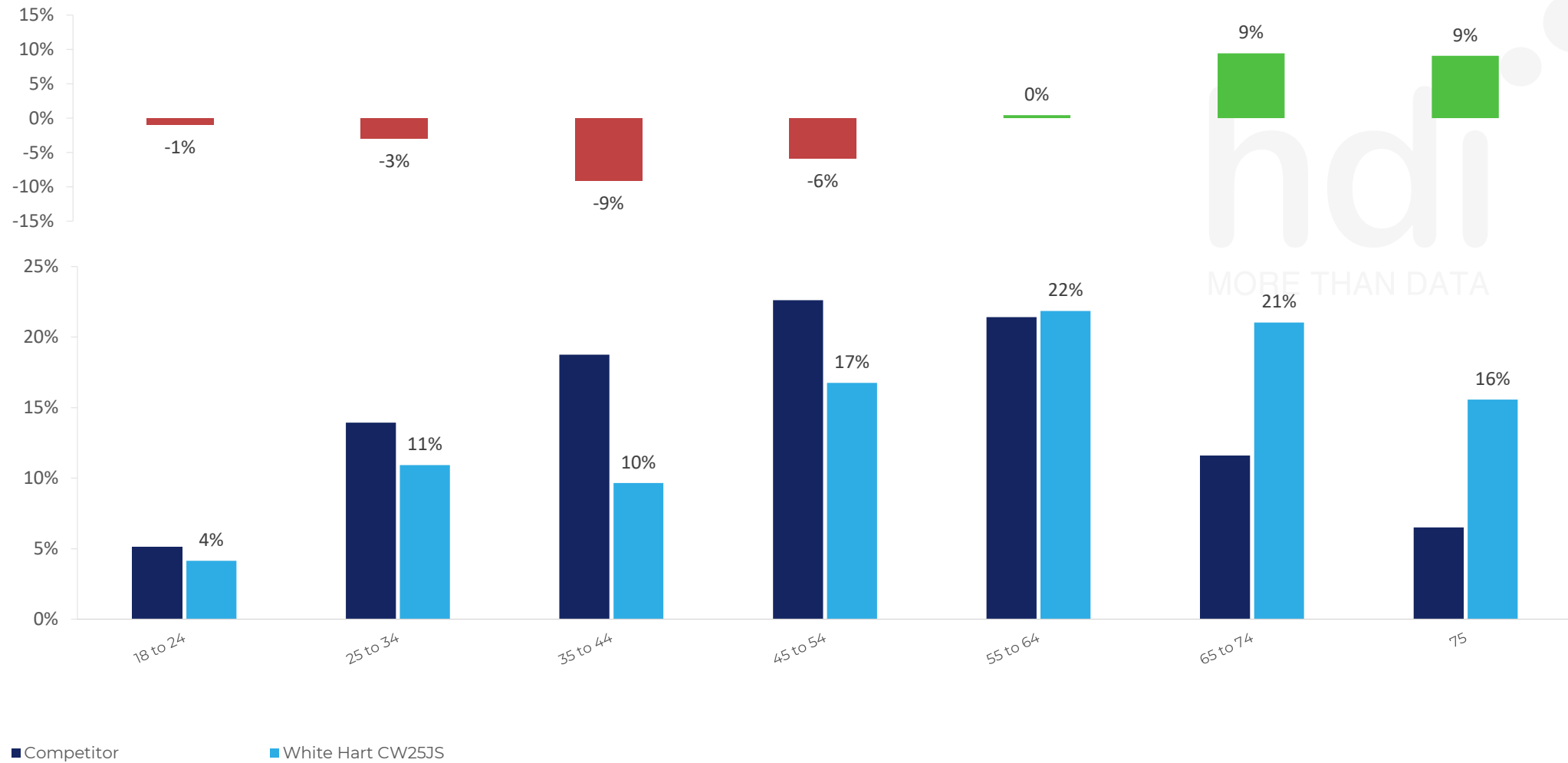
% of market share spend for White Hart CW25JS and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024





How does the age profile of customers who visit White Hart CW25JS compare versus its competitors?

% of spend for White Hart CW25JS and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Age Range

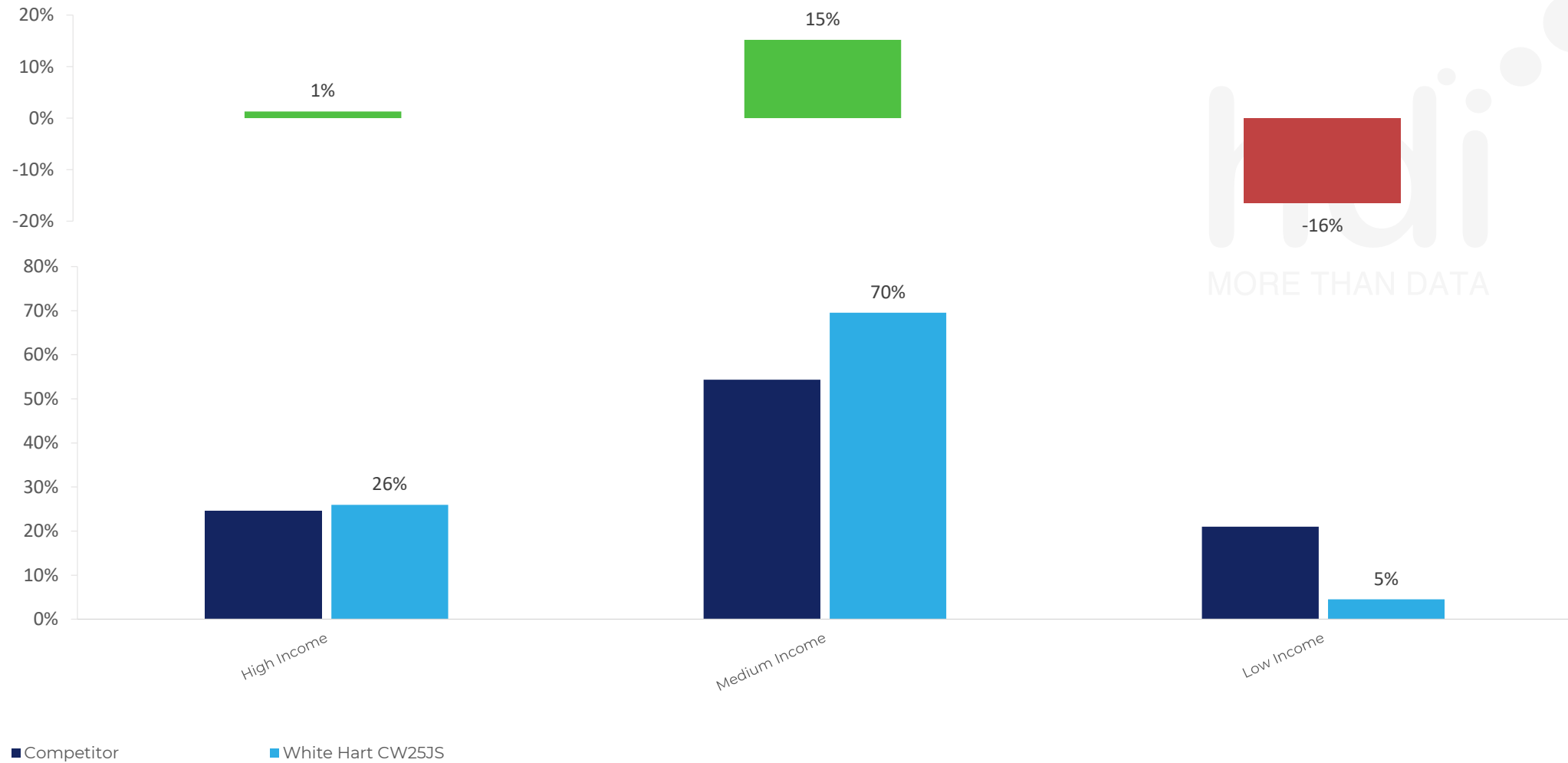




## Affluence

How does the affluence of customers who visit White Hart CW25JS compare versus its competitors?

% of spend for White Hart CW25JS and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Affluence

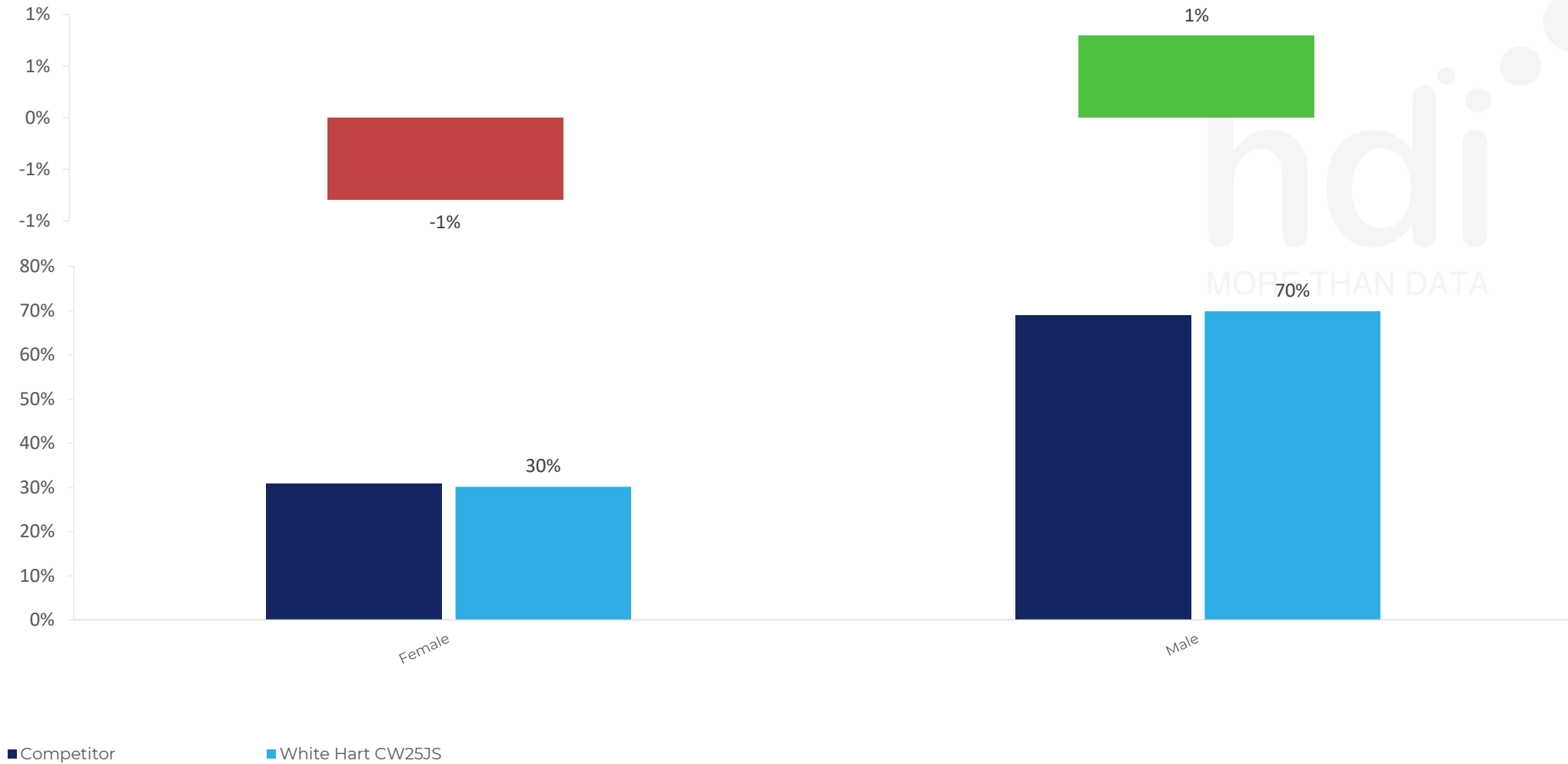




## Gender

How does the gender profile of customers who visit White Hart CW25JS compare versus its competitors?

% of spend for White Hart CW25JS and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Gender



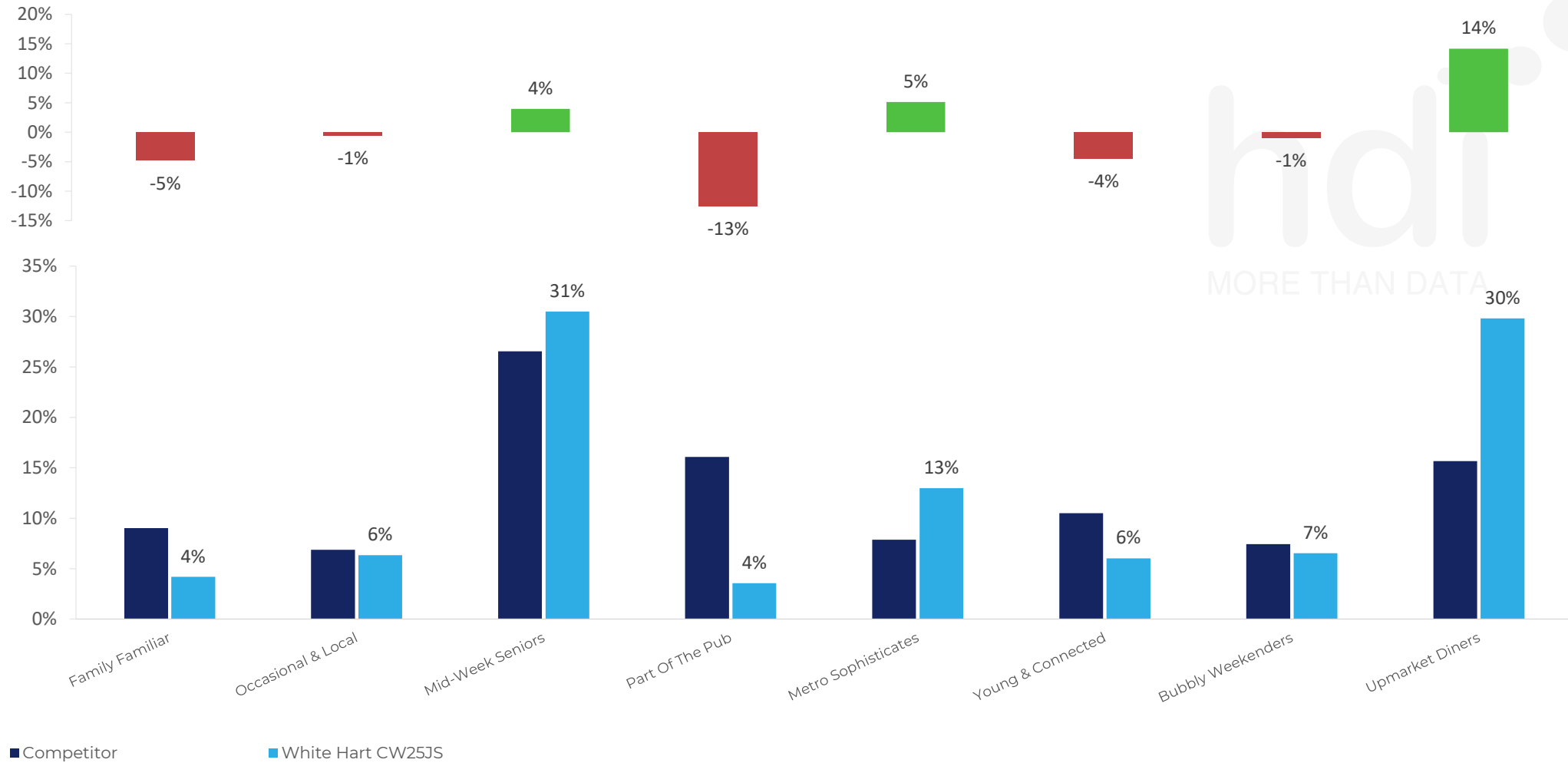




## Punch Segmentation

How does the Custom segmentation profile of customers who visit White Hart CW25JS compare versus its competitors?

% of spend for White Hart CW25JS and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Segment

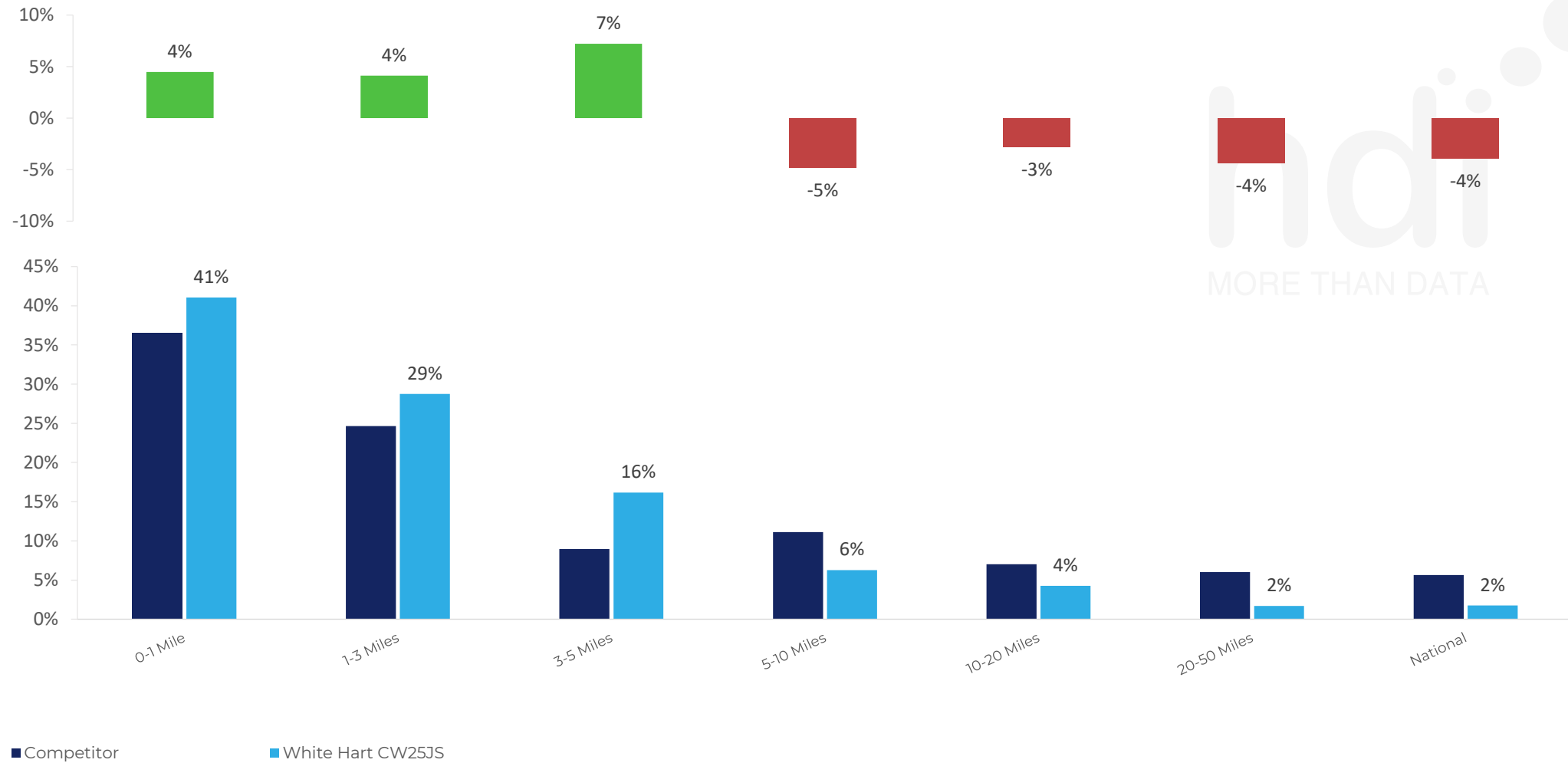




## Spend by Distance

How does the spend profile of White Hart CW25JS compare versus its competitors based on travel distances?

% of spend for White Hart CW25JS and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Distance travelled

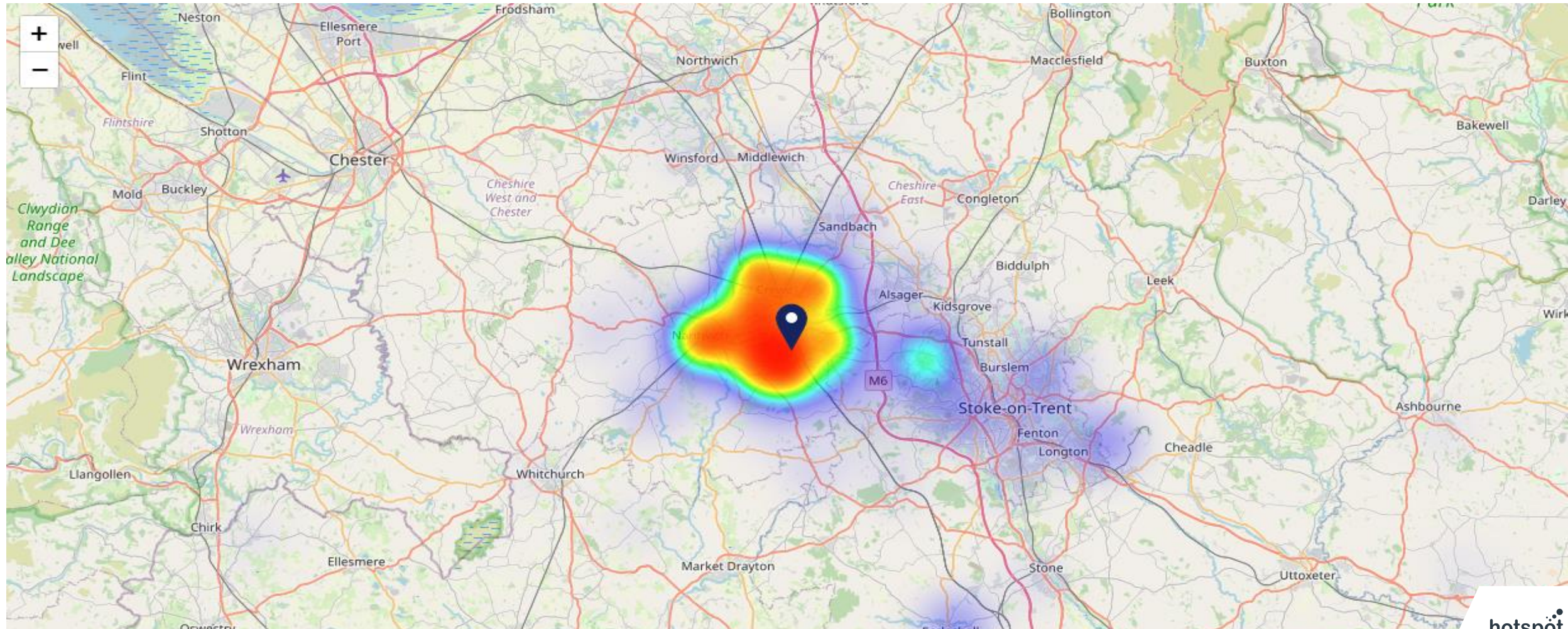




## Map of Guest Origin

Where do customers of White Hart CW25JS come from?

Where do customers of White Hart CW25JS for 17/01/2023 - 03/01/2024 live

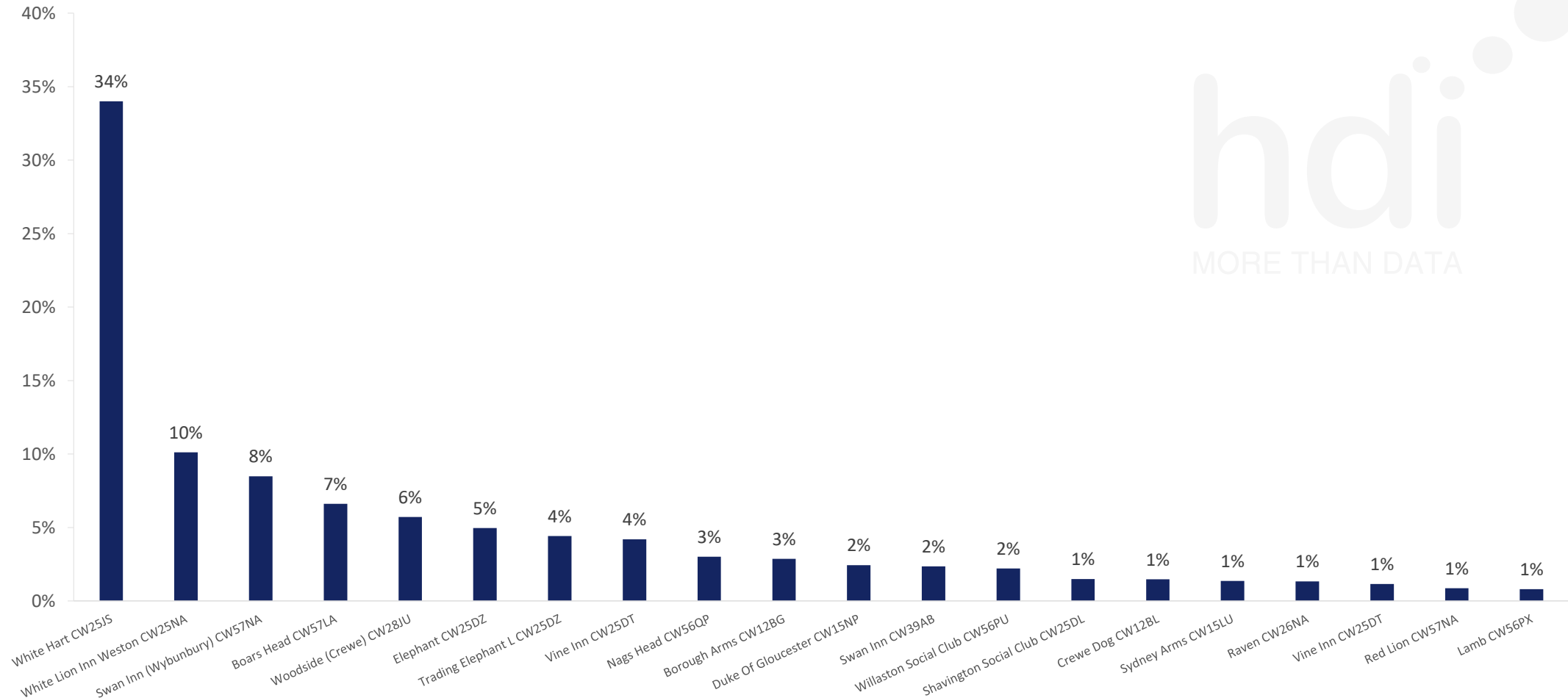




## Share of Wallet

What are the Top 20 venues (by spend) that customers of White Hart CW25JS also visit?

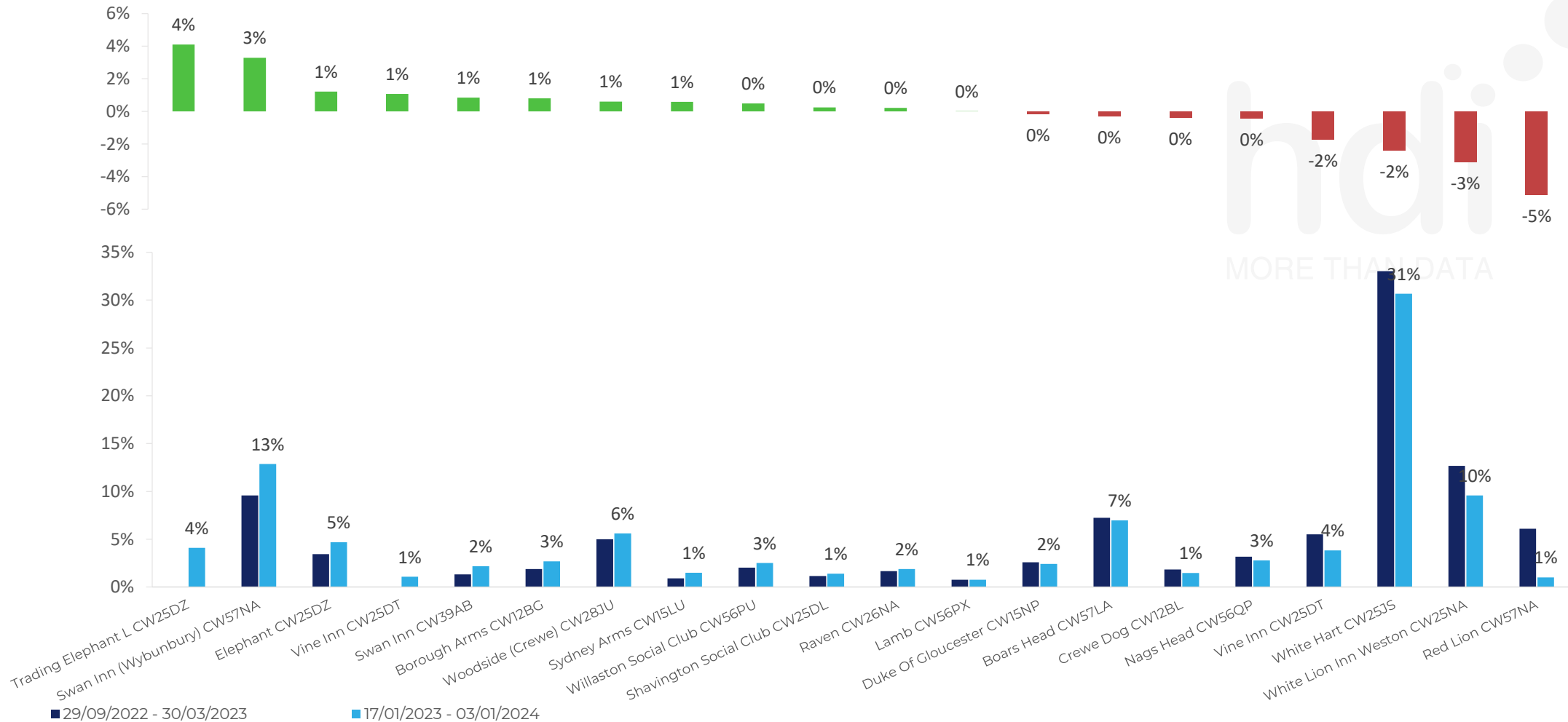
For customers of White Hart CW25JS, who are the top 20 competitors from 97 Chains in 3 Miles for 17/01/2023 - 03/01/2024 split by Venue





## Share of Wallet Change

How has share of wallet of customers of White Hart CW25JS changed between two date ranges?







## Market Summary

How does the local area for White Hart CW25JS 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	£937K	4	£937K	3	£2.70M	2	£67.21M	5
Weekpart	Mon - Thu	34.5%	2	34.5%	2	42.5%	7	42.9%	7
Weekpart	Fri - Sat	42.9%	5	42.9%	5	43.1%	6	40.2%	3
Weekpart	Sun	22.6%	10	22.6%	10	14.4%	4	16.9%	8
Age	18 to 24	3.8%	4	3.8%	3	4.0%	3	7.2%	6
Age	25 to 34	14.6%	2	14.6%	2	16.2%	2	20.3%	4
Age	35 to 44	17.8%	2	17.8%	2	20.4%	3	23.2%	5
Age	45 to 54	17.6%	3	17.6%	3	19.8%	5	19.4%	4
Age	55 to 64	18.3%	7	18.3%	7	19.1%	8	17.3%	8
Age	65 to 74	16.1%	10	16.1%	10	12.6%	9	8.3%	8
Age	75+	11.8%	10	11.8%	10	8.0%	10	4.2%	8
CAMEO	Business Elite	5.9%	5	5.9%	5	8.9%	7	6.4%	5
CAMEO	Prosperous Professionals	7.5%	7	7.5%	7	6.4%	6	5.9%	5
CAMEO	Flourishing Society	10.0%	4	10.0%	4	11.0%	5	10.3%	4
CAMEO	Content Communities	25.1%	10	25.1%	10	22.2%	10	15.2%	8
CAMEO	White Collar Neighbourhoods	7.1%	2	7.1%	2	7.1%	1	8.4%	2
CAMEO	Enterprising Mainstream	12.5%	9	12.5%	9	16.1%	10	13.1%	9
CAMEO	Paying The Mortgage	19.4%	9	19.4%	9	17.0%	7	17.9%	8
CAMEO	Cash Conscious Communities	4.5%	2	4.5%	2	3.7%	1	9.7%	6
CAMEO	On A Budget	3.6%	3	3.6%	2	3.3%	2	7.7%	7
CAMEO	Family Value	4.3%	7	4.3%	7	4.5%	7	5.4%	7
Affluence	AB	23.4%	5	23.4%	4	26.2%	5	22.6%	4
Affluence	C1C2	64.2%	10	64.2%	10	62.3%	10	54.6%	8
Affluence	DE	12.4%	3	12.4%	3	11.4%	2	22.8%	7