



## White Hart WR38RP

WR38RP

Punch - Our Local +



Work Area

Worcester and Kidderminster



Region

West Midlands



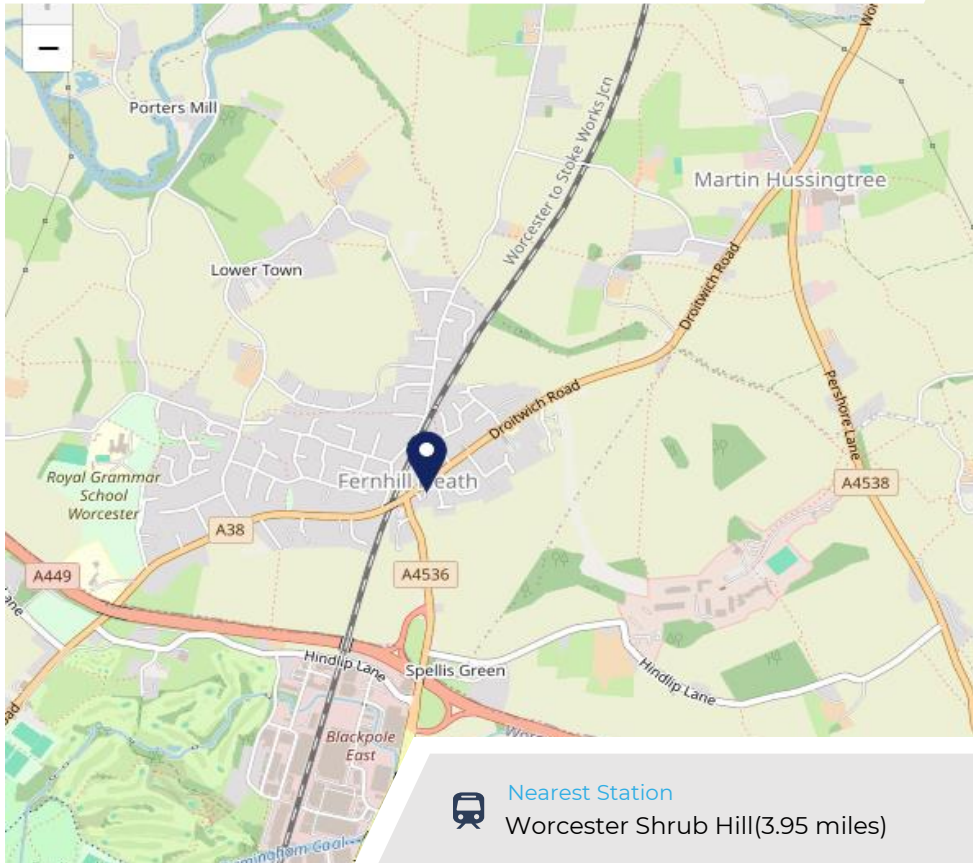
TV Region

Central



Urbanicity

Rural town and fringe



ATV

**£13.51**

Gender

**66.75%**

Male



Affluence

**50.16%**

High Income



Segmentation

**27.35%**

Flourishing Society



Age Group

**33.52%**

55 to 64



Visit Day

**23.94%**

Fri

## Top Competitors



Mug House

WR37RN

Marstons - T&amp;L

#1



Alma Tavern (Worcester)

WR37HT

Star Pubs &amp; Bars

#2



Bull Inn

WR38RS

Admiral Taverns Ltd

#3



Nearest Station

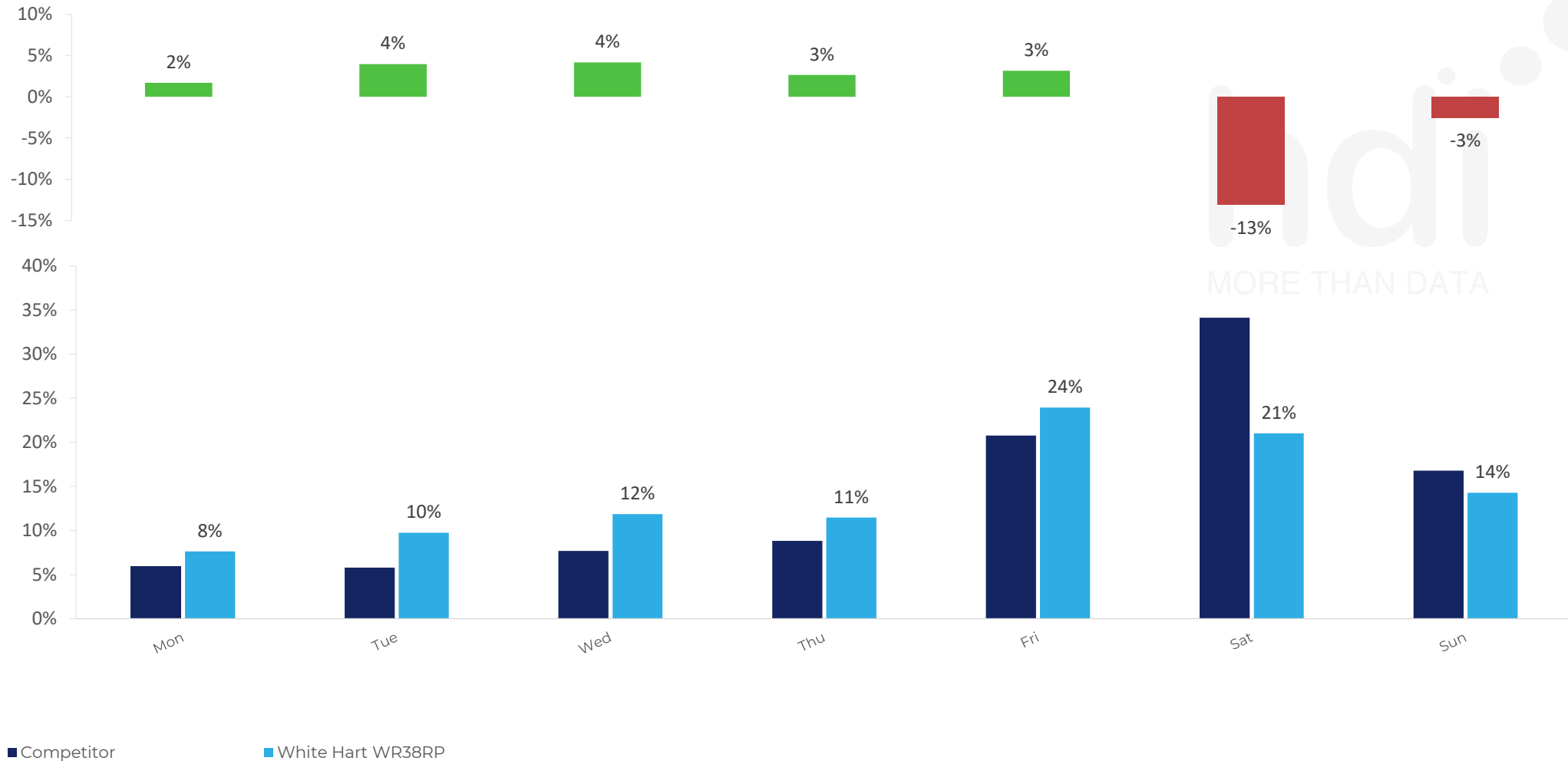
Worcester Shrub Hill(3.95 miles)



## Spend by Weekpart

How is customer spend distributed throughout the week for White Hart WR38RP versus its competitors?

% of spend for White Hart WR38RP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Day of Week

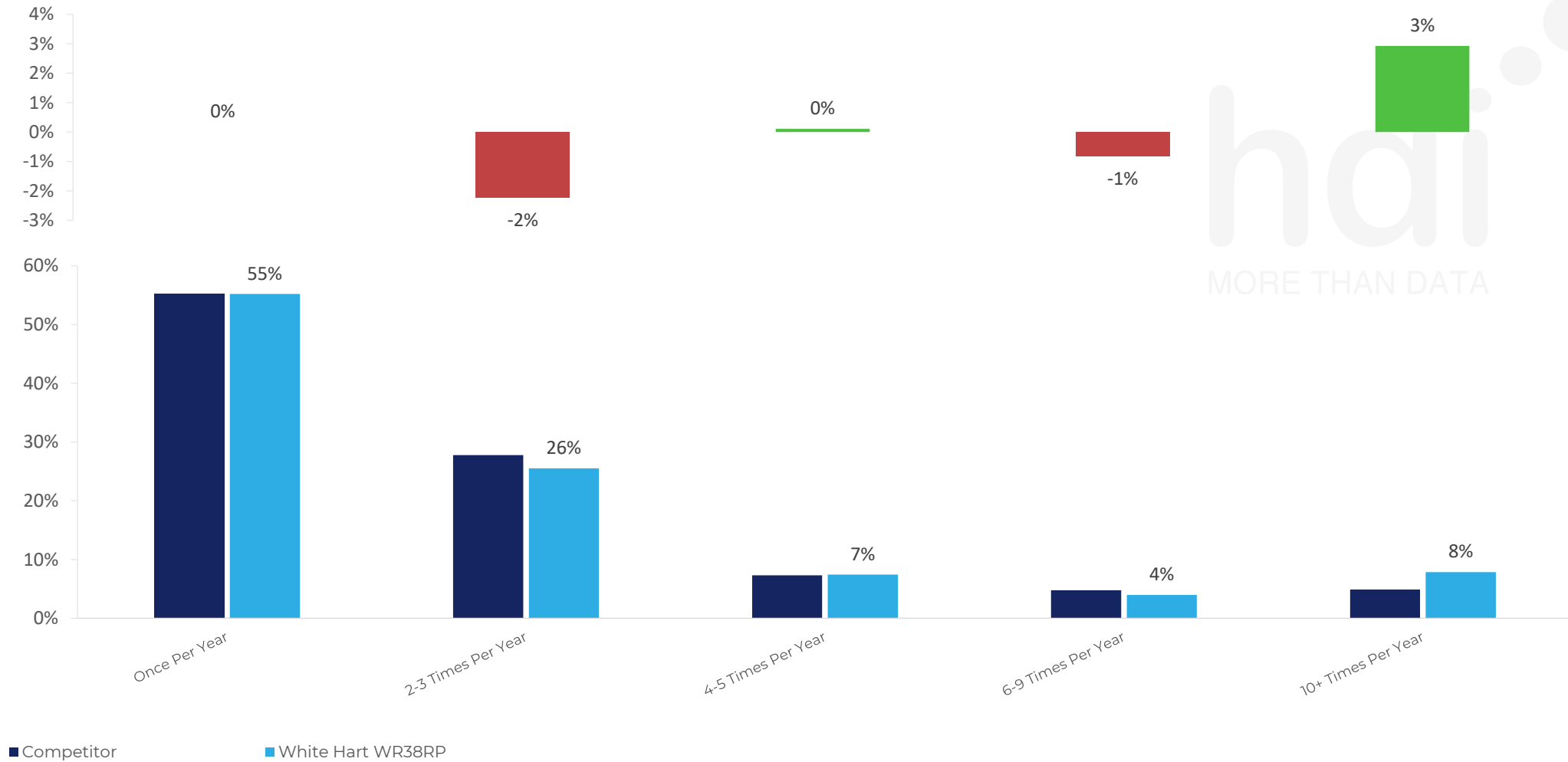




## Visit Frequency

How frequently per year do customers visit White Hart WR38RP versus its competitors?

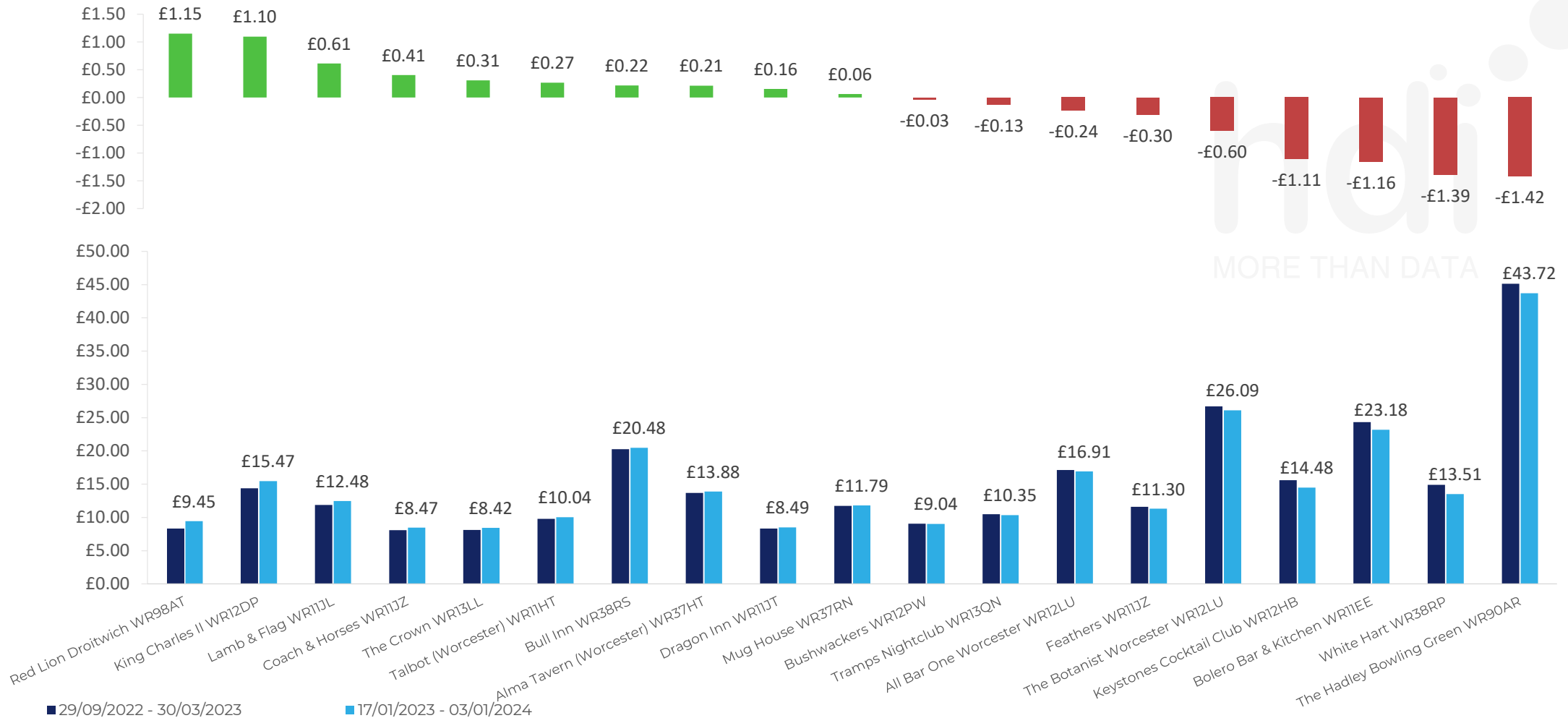
% of customer numbers for White Hart WR38RP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 and the number of visits made Per Annum





## ATV Change

How has ATV changed between two date ranges?

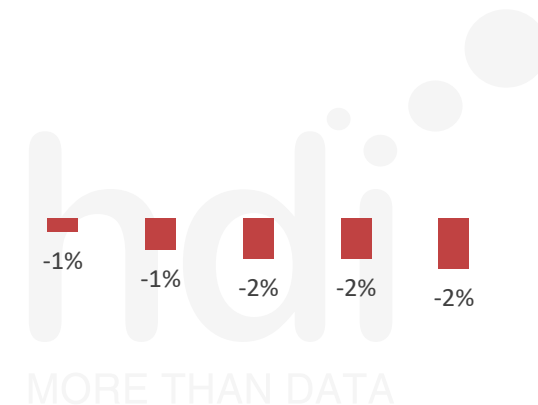
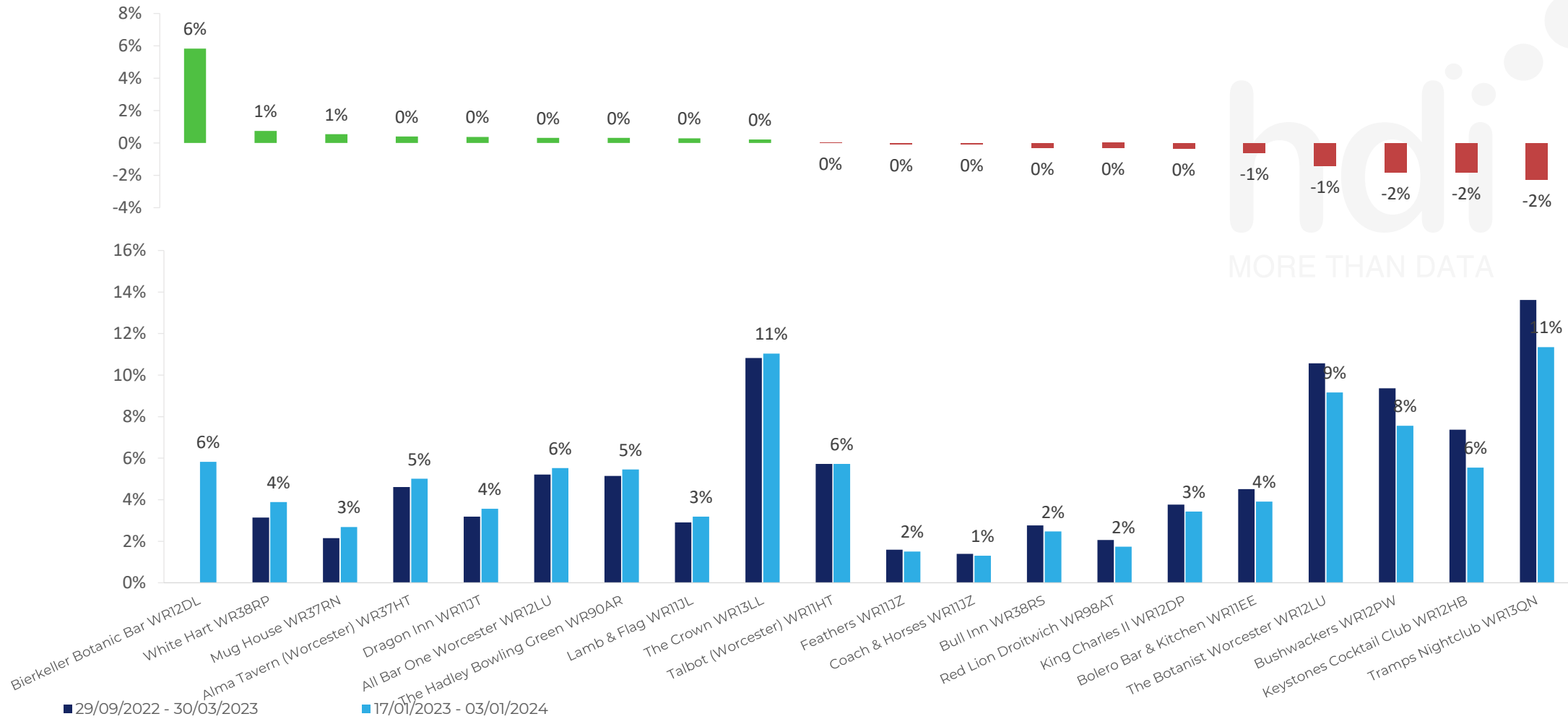




## Market Share Change

How has market share changed between two date ranges?

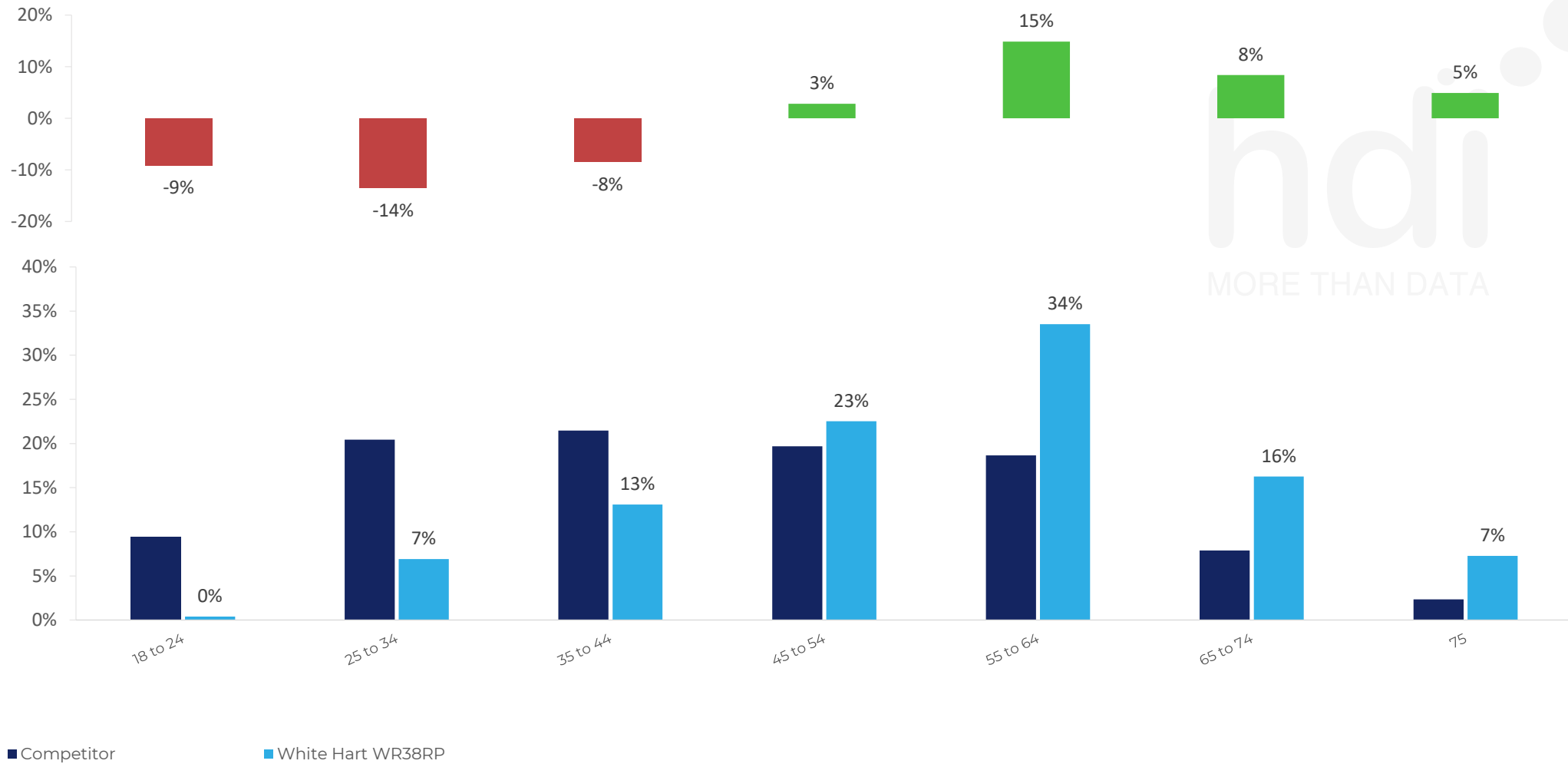
% of market share spend for White Hart WR38RP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024





How does the age profile of customers who visit White Hart WR38RP compare versus its competitors?

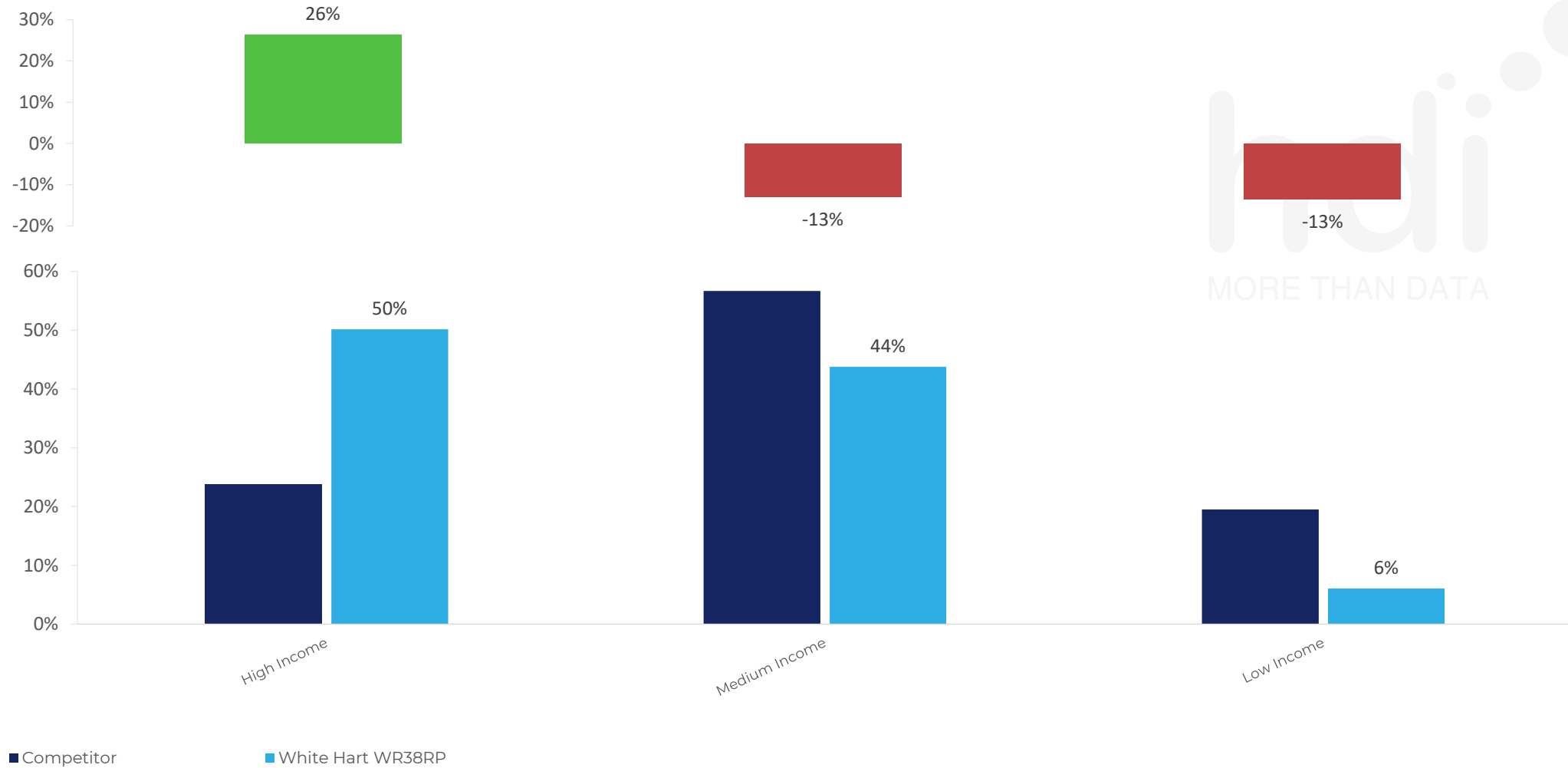
% of spend for White Hart WR38RP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Age Range





How does the affluence of customers who visit White Hart WR38RP compare versus its competitors?

% of spend for White Hart WR38RP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Affluence

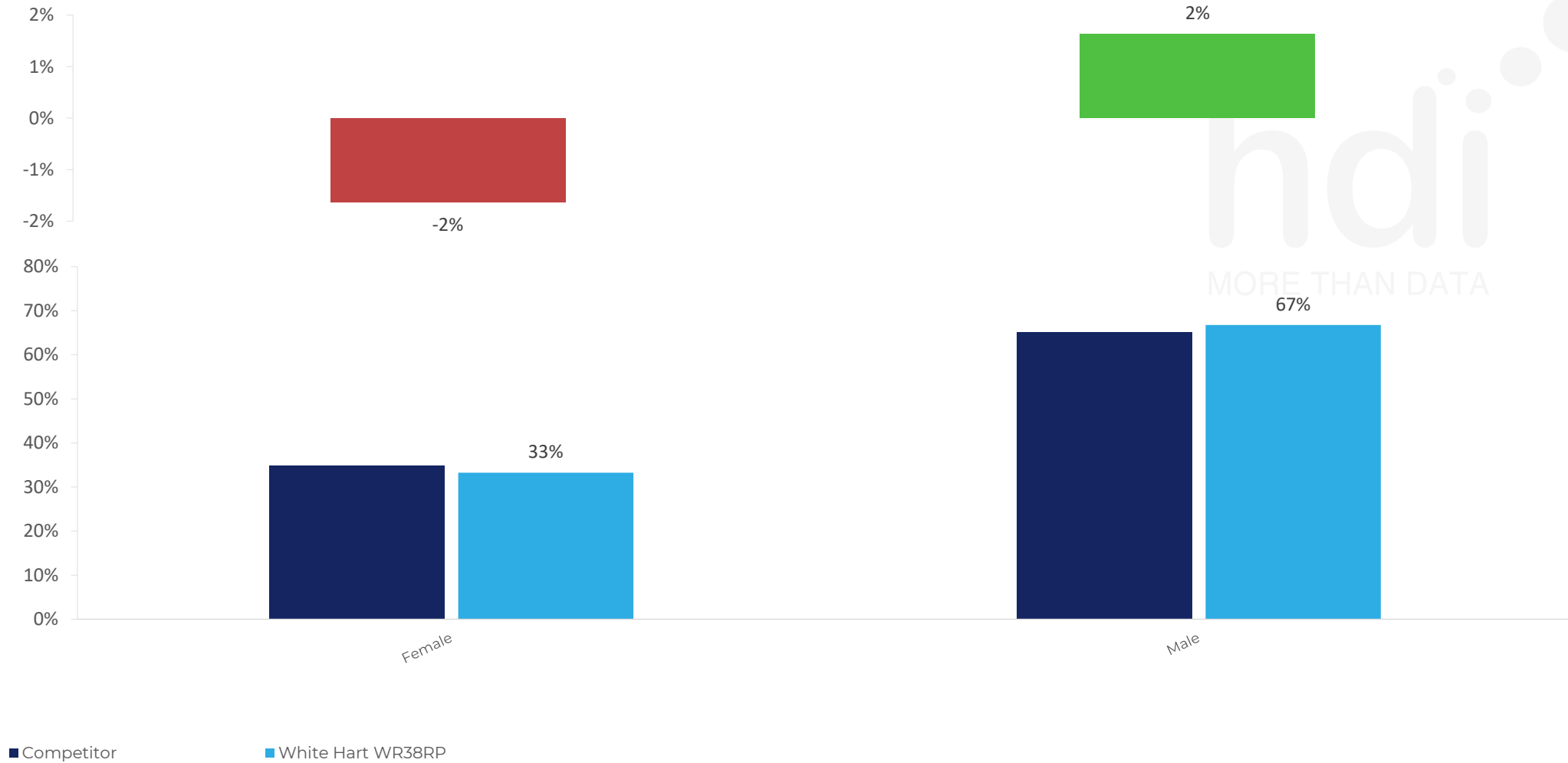




## Gender

How does the gender profile of customers who visit White Hart WR38RP compare versus its competitors?

% of spend for White Hart WR38RP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Gender



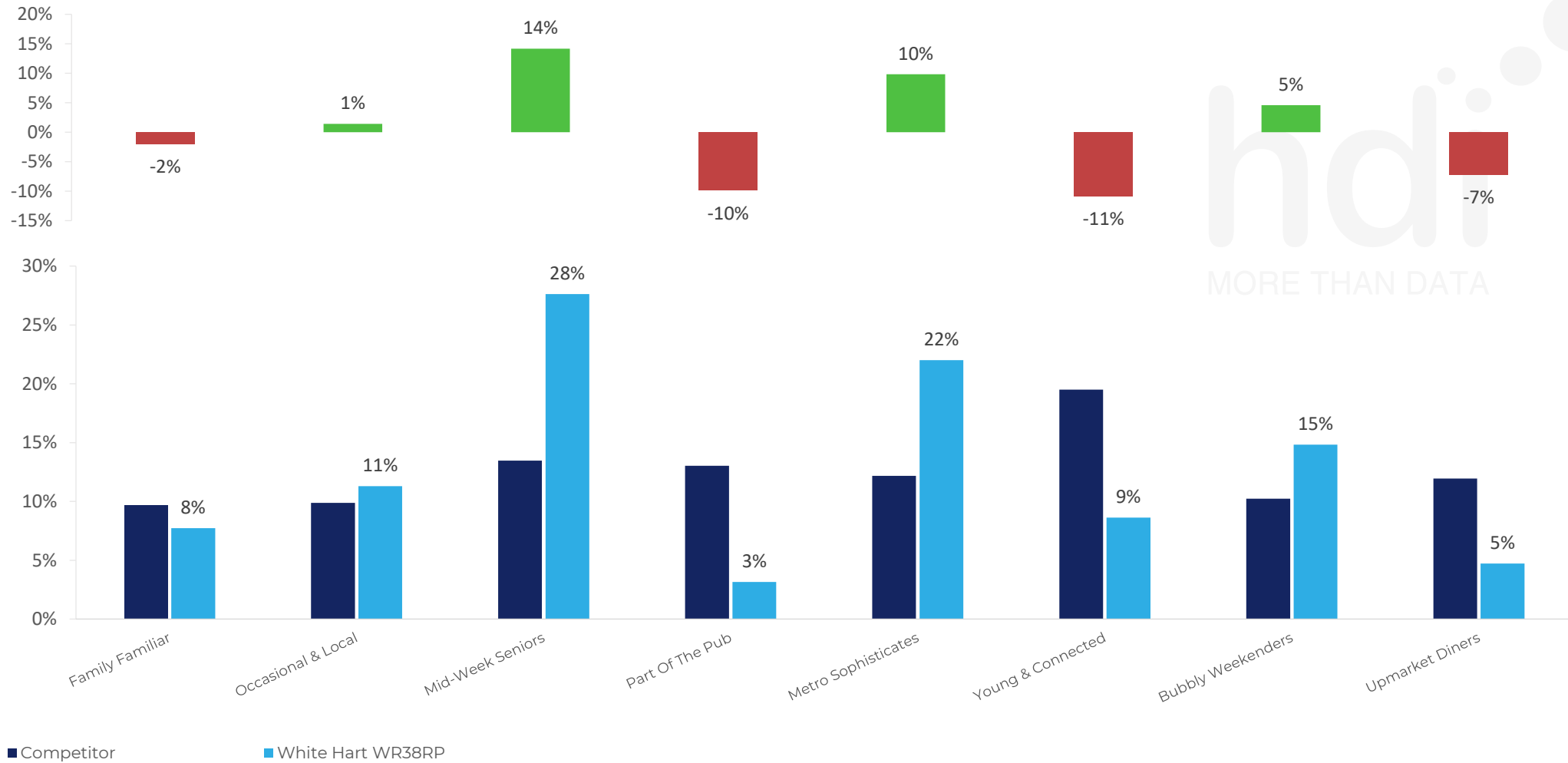




## Punch Segmentation

How does the Custom segmentation profile of customers who visit White Hart WR38RP compare versus its competitors?

% of spend for White Hart WR38RP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Segment

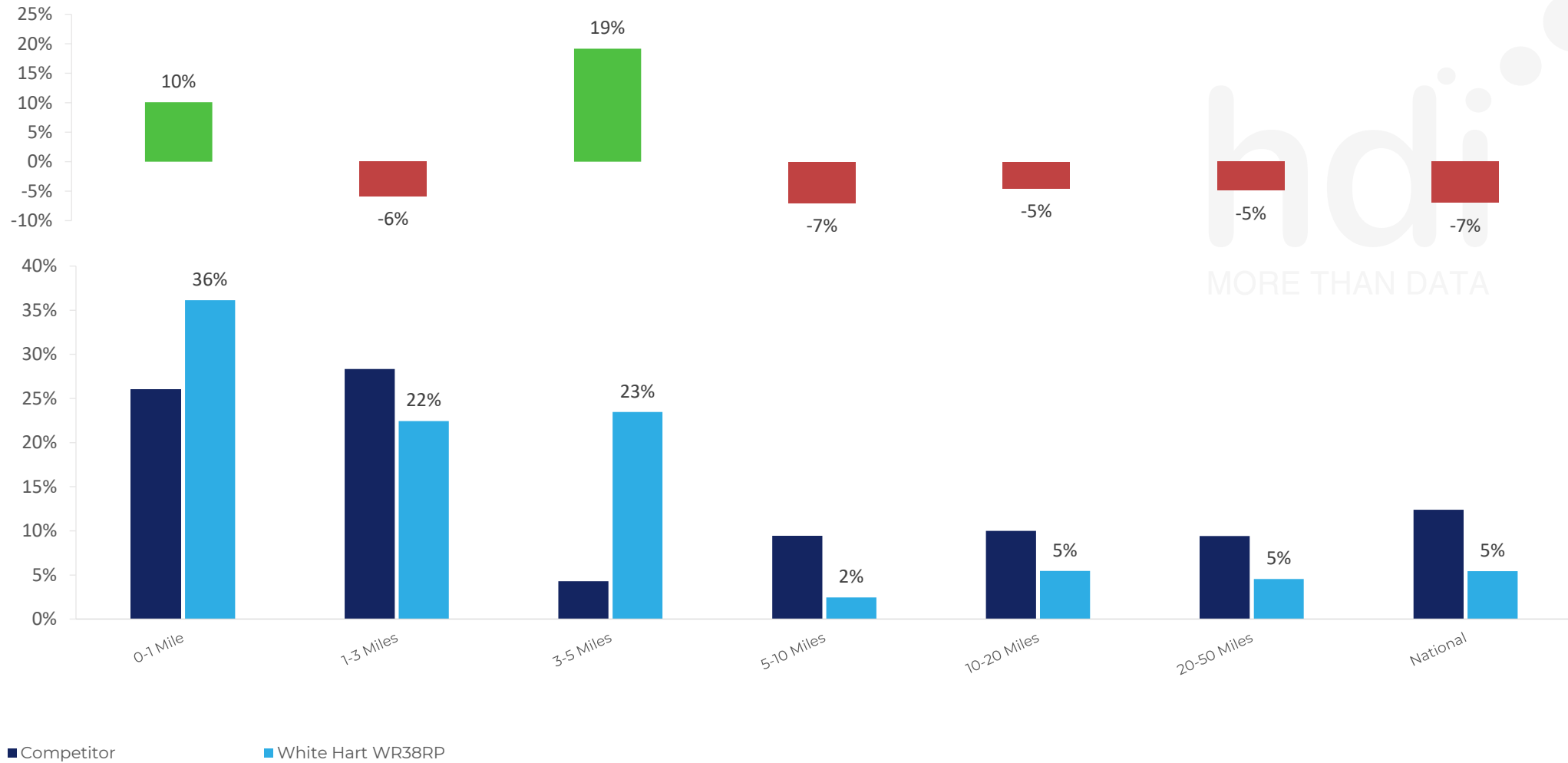




## Spend by Distance

How does the spend profile of White Hart WR38RP compare versus its competitors based on travel distances?

% of spend for White Hart WR38RP and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Distance travelled

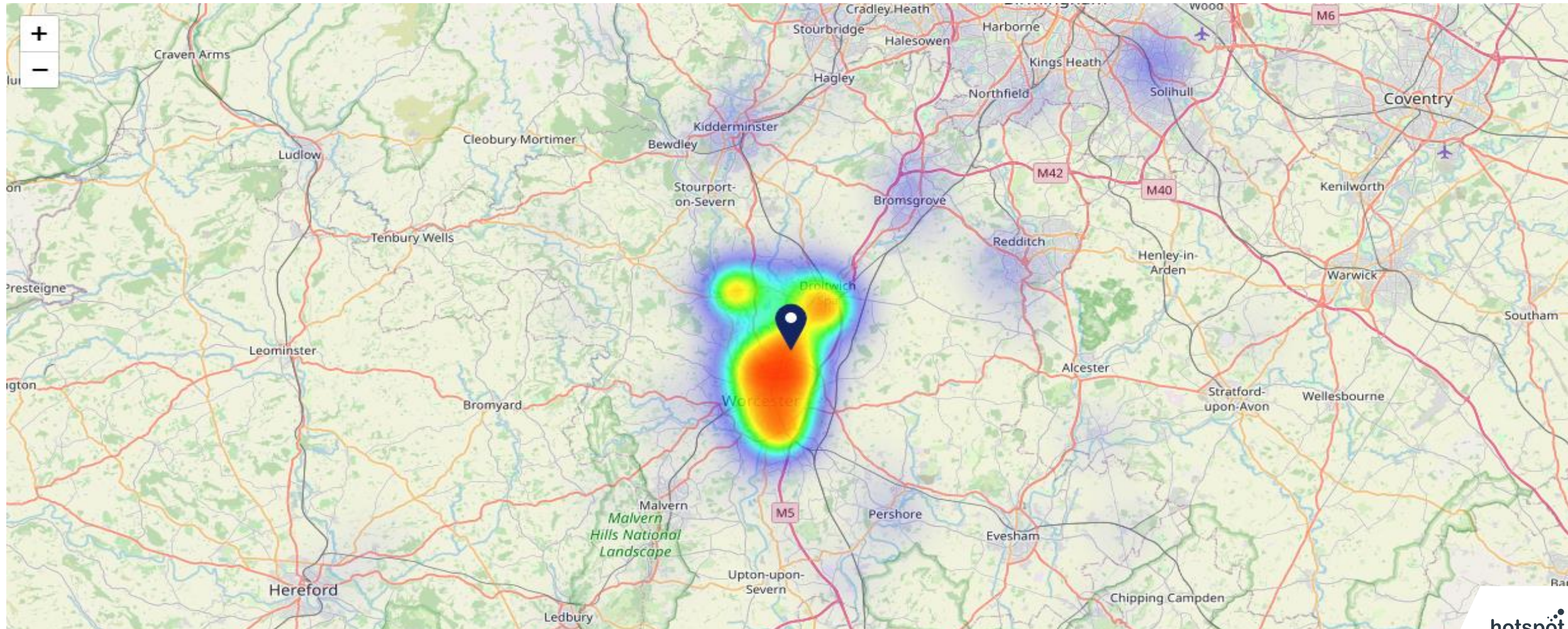




## Map of Guest Origin

Where do customers of White Hart WR38RP come from?

Where do customers of White Hart WR38RP for 17/01/2023 - 03/01/2024 live

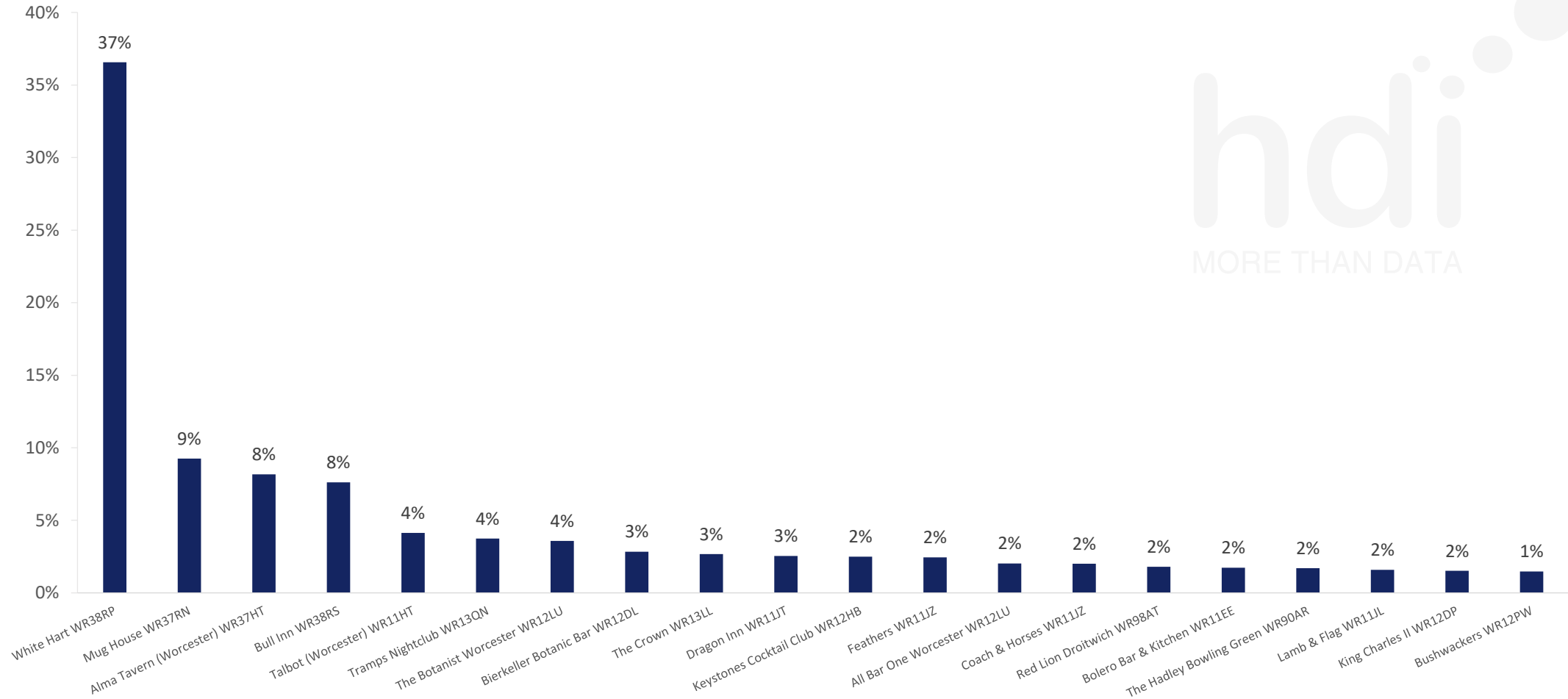




## Share of Wallet

What are the Top 20 venues (by spend) that customers of White Hart WR38RP also visit?

For customers of White Hart WR38RP, who are the top 20 competitors from 97 Chains in 3 Miles for 17/01/2023 - 03/01/2024 split by Venue

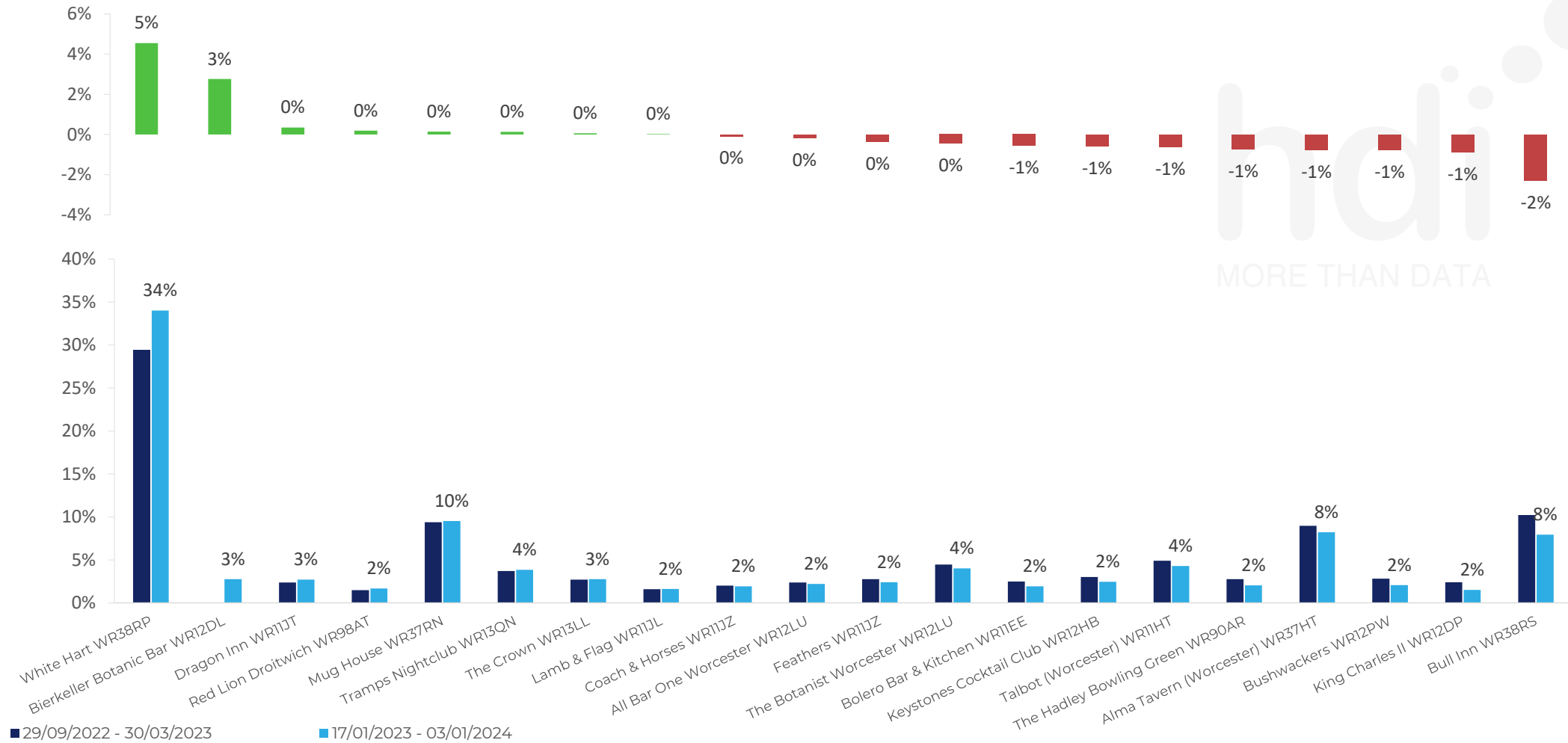






## Share of Wallet Change

How has share of wallet of customers of White Hart WR38RP changed between two date ranges?





## Market Summary

How does the local area for White Hart WR38RP 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	£1.12M	5	£1.12M	4	£1.29M	2	£105.00M	7
Weekpart	Mon - Thu	43.7%	7	43.7%	7	43.0%	7	39.1%	2
Weekpart	Fri - Sat	43.5%	5	43.5%	5	43.9%	6	45.7%	9
Weekpart	Sun	12.8%	4	12.8%	3	13.1%	2	15.2%	4
Age	18 to 24	0.6%	1	0.6%	1	0.5%	1	7.0%	5
Age	25 to 34	8.4%	1	8.4%	1	9.3%	1	19.0%	3
Age	35 to 44	13.2%	1	13.2%	1	14.8%	1	23.5%	5
Age	45 to 54	21.1%	6	21.1%	6	22.2%	8	20.1%	5
Age	55 to 64	28.8%	10	28.8%	10	28.3%	10	18.1%	8
Age	65 to 74	16.5%	10	16.5%	10	14.8%	10	8.8%	8
Age	75+	11.5%	10	11.5%	10	10.0%	10	3.5%	7
CAMEO	Business Elite	8.6%	6	8.6%	6	7.8%	6	4.6%	3
CAMEO	Prosperous Professionals	14.0%	10	14.0%	10	12.8%	10	7.5%	7
CAMEO	Flourishing Society	22.3%	9	22.3%	9	20.6%	9	14.0%	6
CAMEO	Content Communities	16.0%	8	16.0%	8	14.9%	8	12.6%	6
CAMEO	White Collar Neighbourhoods	12.7%	7	12.7%	7	12.2%	6	13.2%	8
CAMEO	Enterprising Mainstream	8.7%	6	8.7%	6	9.4%	6	12.3%	9
CAMEO	Paying The Mortgage	11.0%	3	11.0%	3	12.6%	4	16.5%	7
CAMEO	Cash Conscious Communities	3.4%	1	3.4%	1	4.7%	2	9.8%	6
CAMEO	On A Budget	2.9%	2	2.9%	2	3.7%	2	6.8%	6
CAMEO	Family Value	0.5%	2	0.5%	1	1.2%	3	2.7%	5
Affluence	AB	44.9%	9	44.9%	9	41.2%	8	26.1%	5
Affluence	C1C2	48.3%	5	48.3%	5	49.2%	6	54.6%	8
Affluence	DE	6.8%	1	6.8%	1	9.6%	1	19.3%	5