





Old Sergeant PRM Review

Generated on 9th February 2024

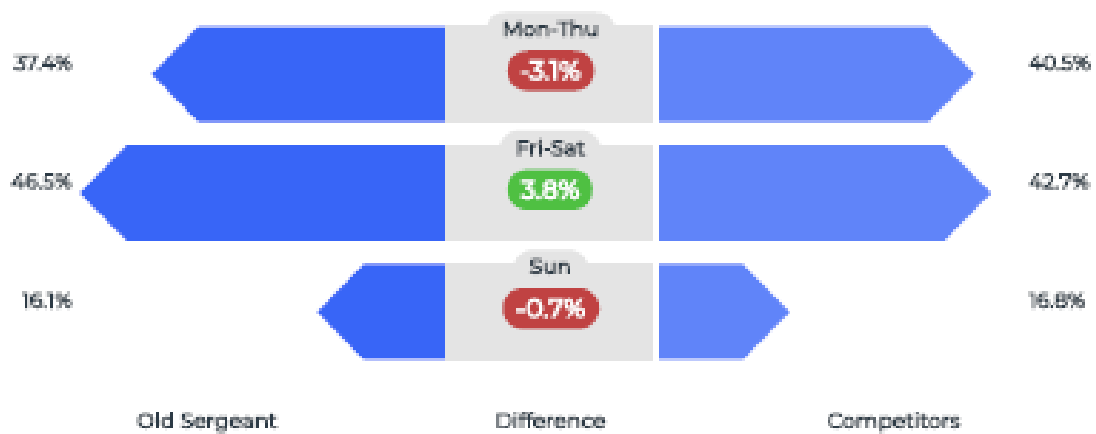
⌵ All Comp. Groups | 1 Mile | All Customers

Trading Profile

 Weekly Sales Index Vs. Average Competitor	Old Sergeant	43
	Competitor Groups	100
	Difference	▼ -57

 Avg. Trans. Value Vs. Average Competitor	Old Sergeant	£9.94
	Competitor Groups	£13.58
	Difference	▼ £-3.65

Share of Spend by Weekpart

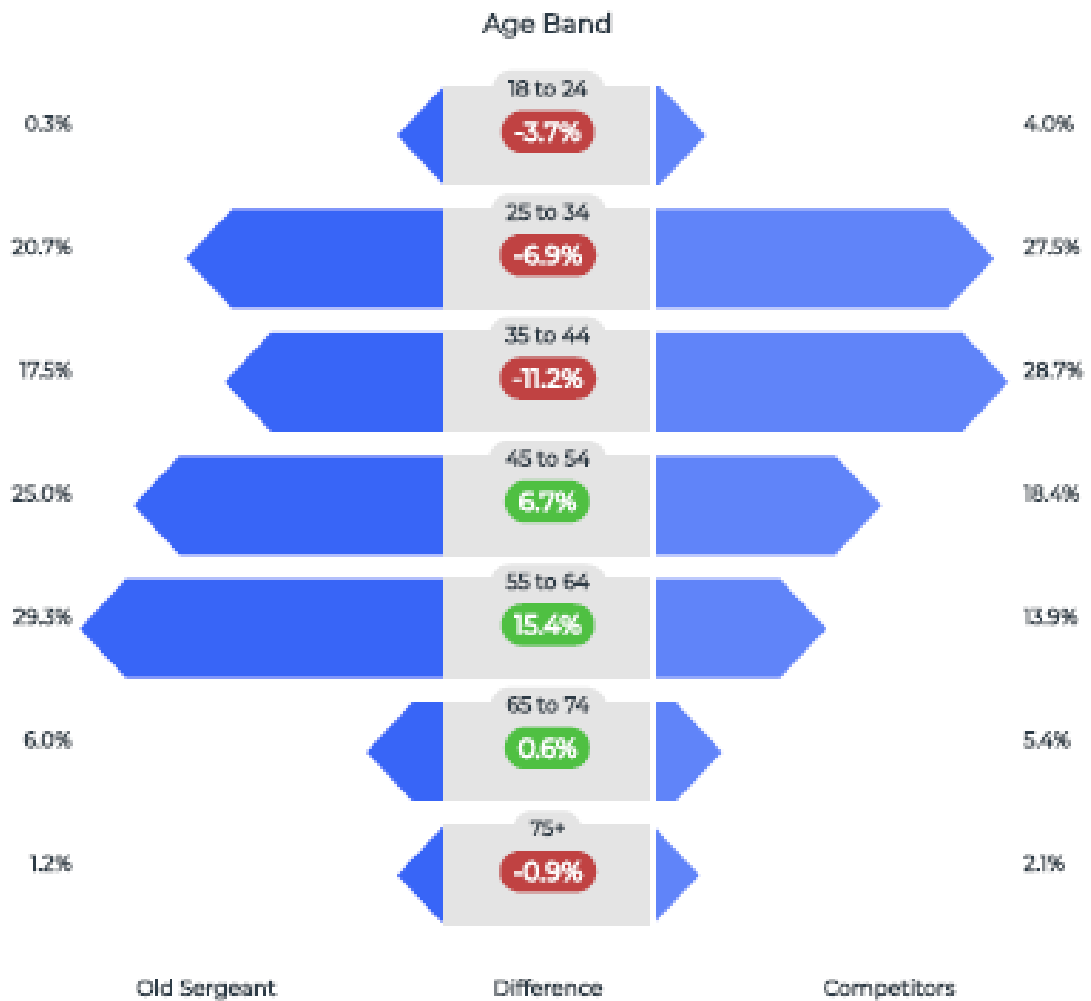


Average Transaction Value





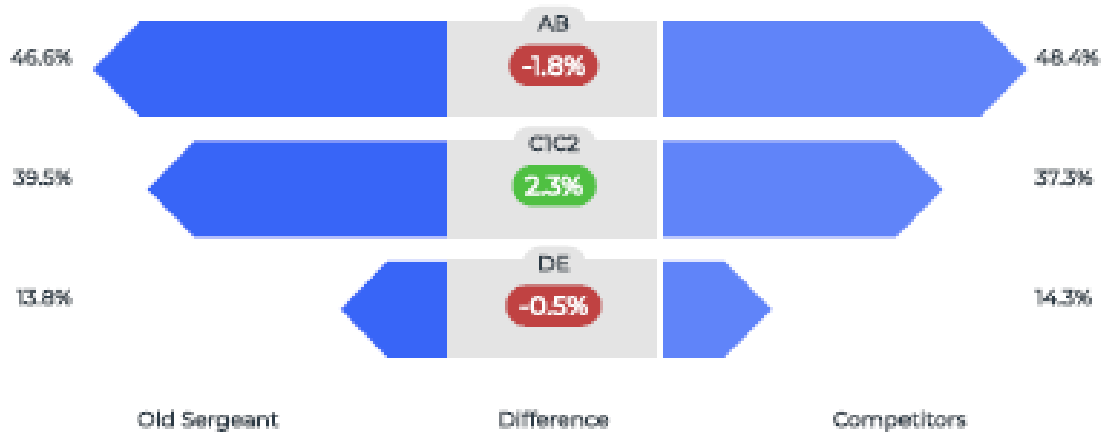
Customer Demographics 1/2



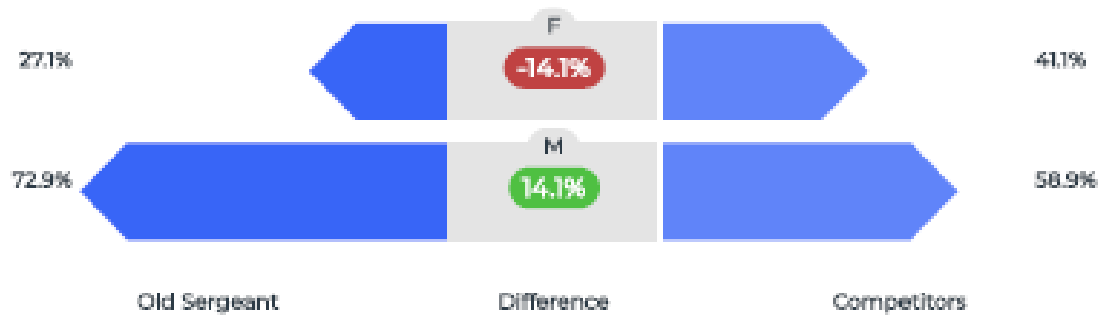


Customer Demographics 2/2

Socio-Economic Group

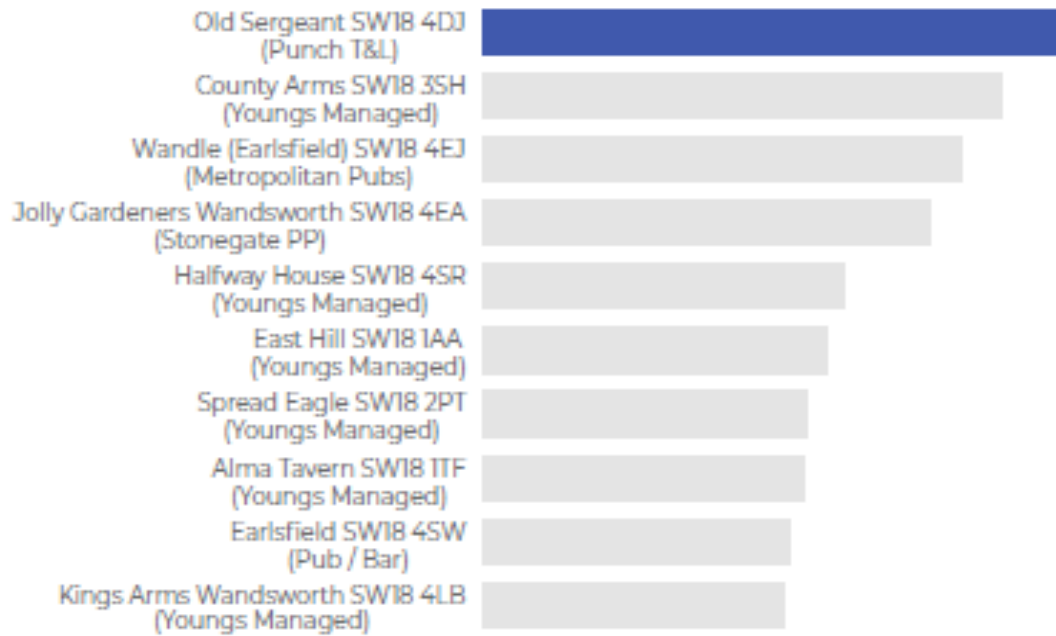


Gender



Competitor Usage

Local Venues

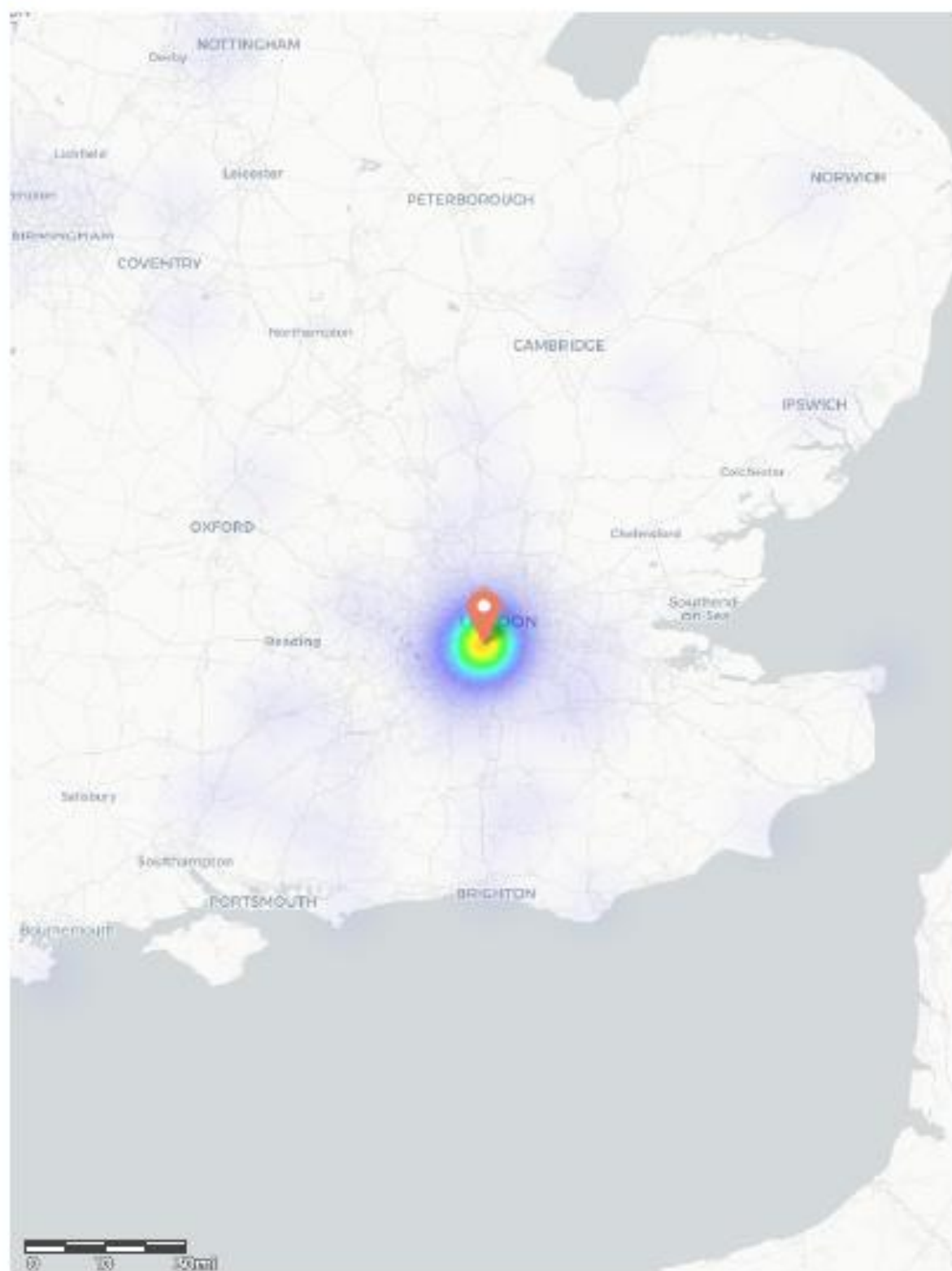


Online



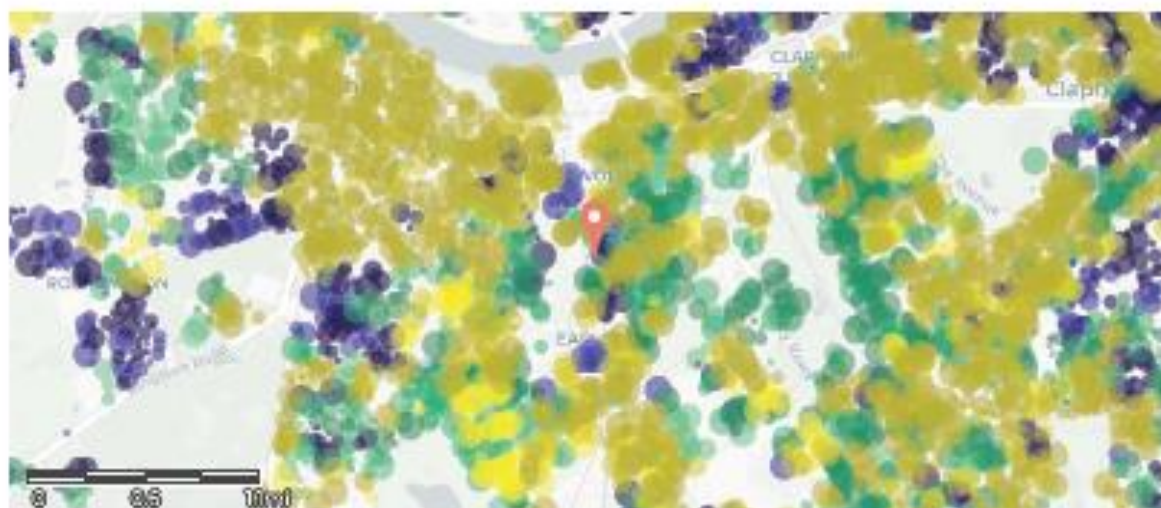


Guest Origin



Market Overview 1/2

Spend by Customer Postcode within 3 Miles



Local Market Turnover

	Within 250m	Within 500m	Within 1 Mile	Within 3 Miles
Annual Spend	£2M	£16M	£125M	£125M
Score 1-10 (1 = low)	9	10	10	10
% AB	42%	38%	48%	48%
Score 1-10, 1=low	9	8	9	10
% Over 45s	38%	41%	40%	40%
Score 1-10, 1=low	3	3	2	2
% Mon to Thurs	44%	45%	42%	42%
Score 1-10, 1=low	7	8	6	6
% Fri & Sat	43%	39%	42%	42%
Score 1-10, 1=low	5	3	4	5
% Sunday	13%	15%	16%	16%
Score 1-10, 1=low	4	7	8	8

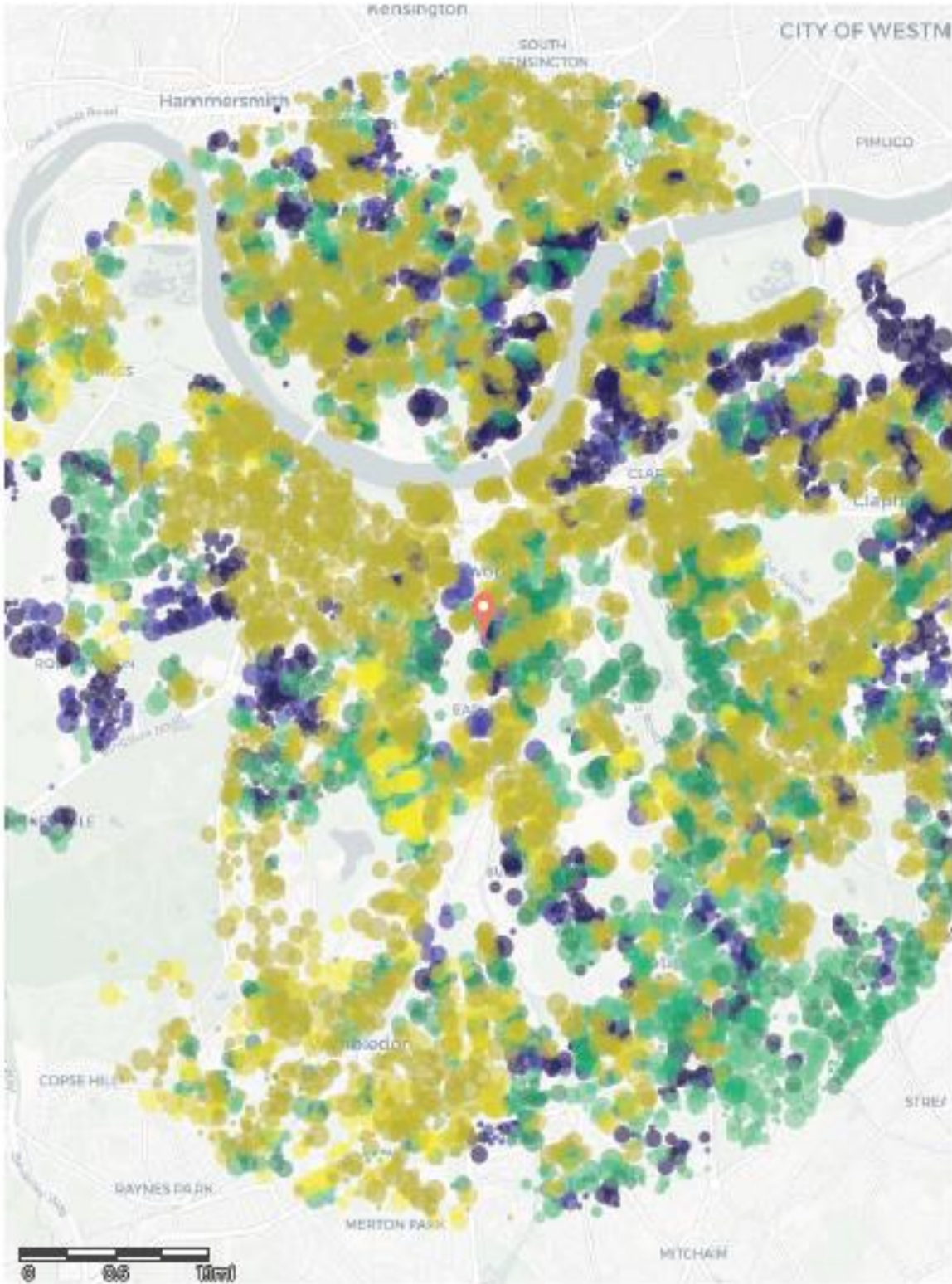


Market Overview 2/2

Further Customer Spend Breakdown 1/2

	Share Of Spend				Score 1-10 (1 = low)				
	Within 200m	Within 500m	Within 1 mile	Within 3 miles	Within 200m	Within 500m	Within 1 mile	Within 3 miles	
Business Elite	24.3%	22.1%	27.5%	27.5%	10	10	10	10	
Prosperous Professionals	8.9%	7.8%	10.0%	10.0%	8	8	9	9	
Thriving Society	8.7%	7.8%	10.8%	10.9%	4	4	5	4	
Content Communities	7.0%	12.2%	12.8%	12.8%	9	5	6	6	
White Collar Neighbourhoods	13.4%	13.2%	13.4%	13.4%	6	6	6	9	
Entreprising Mainstream	2.9%	3.5%	3.0%	3.0%	1	2	1	1	
Paying The Mortgage	7.8%	9.8%	8.1%	8.1%	2	2	1	1	
Cash Conscious Communities	12.0%	13.7%	8.9%	8.9%	7	8	5	5	
On A Budget	4.6%	9.1%	4.8%	4.8%	3	7	3	2	
Family Value	0.4%	1.7%	0.8%	0.8%	1	3	1	1	
18 to 24	4.5%	5.1%	4.0%	4.0%	4	4	3	2	
25 to 34	26.9%	22.0%	27.9%	27.9%	9	7	10	10	
35 to 44	30.1%	32.2%	28.7%	28.7%	9	10	10	10	
45 to 54	17.7%	23.0%	18.4%	18.4%	3	9	3	2	
55 to 64	14.0%	11.8%	13.9%	13.9%	3	2	3	2	
65 to 74	5.0%	4.8%	5.4%	5.4%	3	3	3	2	
75+	1.8%	1.4%	2.1%	2.1%	4	3	3	3	
AB	41.8%	37.7%	48.4%	48.4%	9	8	9	10	
BCD	41.1%	38.4%	37.3%	37.3%	3	2	2	1	
DE	17.1%	23.9%	14.3%	14.3%	4	6	3	2	

Customer Spending Within 3 Miles



Local Competitor Customer Footprints

