



Site Summary



White Horse IP119NF

IP119NF

Punch T&L



Work Area
Ipswich



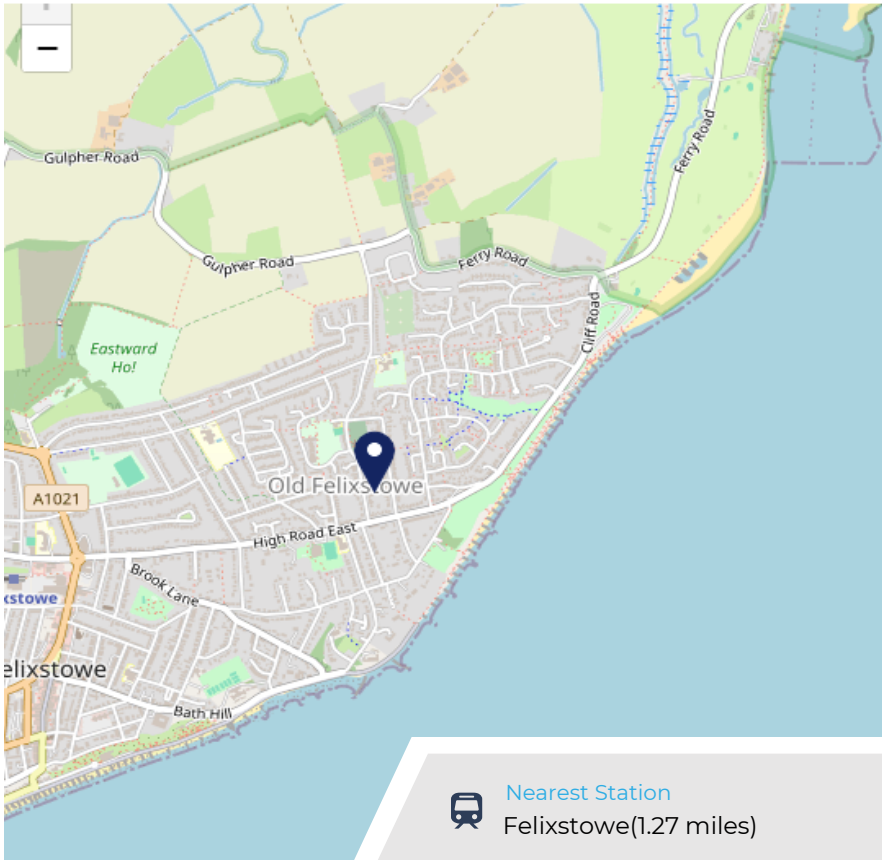
Region
East of England



TV Region
Anglia



Urbanicity
Urban city and town



Nearest Station
Felixstowe(1.27 miles)



ATV
£13.48



Gender
78.89%
Male



Affluence
75.79%
Middle Income



Segmentation
45.72%
Content Communities



Age Group
43.88%
55 to 64



Visit Day
33.75%
Sat

Top Competitors



Grosvenor (Felixstowe) **#1**
IP117HA
 GK - Pub & Social



Grand **#2**
IP117DG
 Pub / Bar

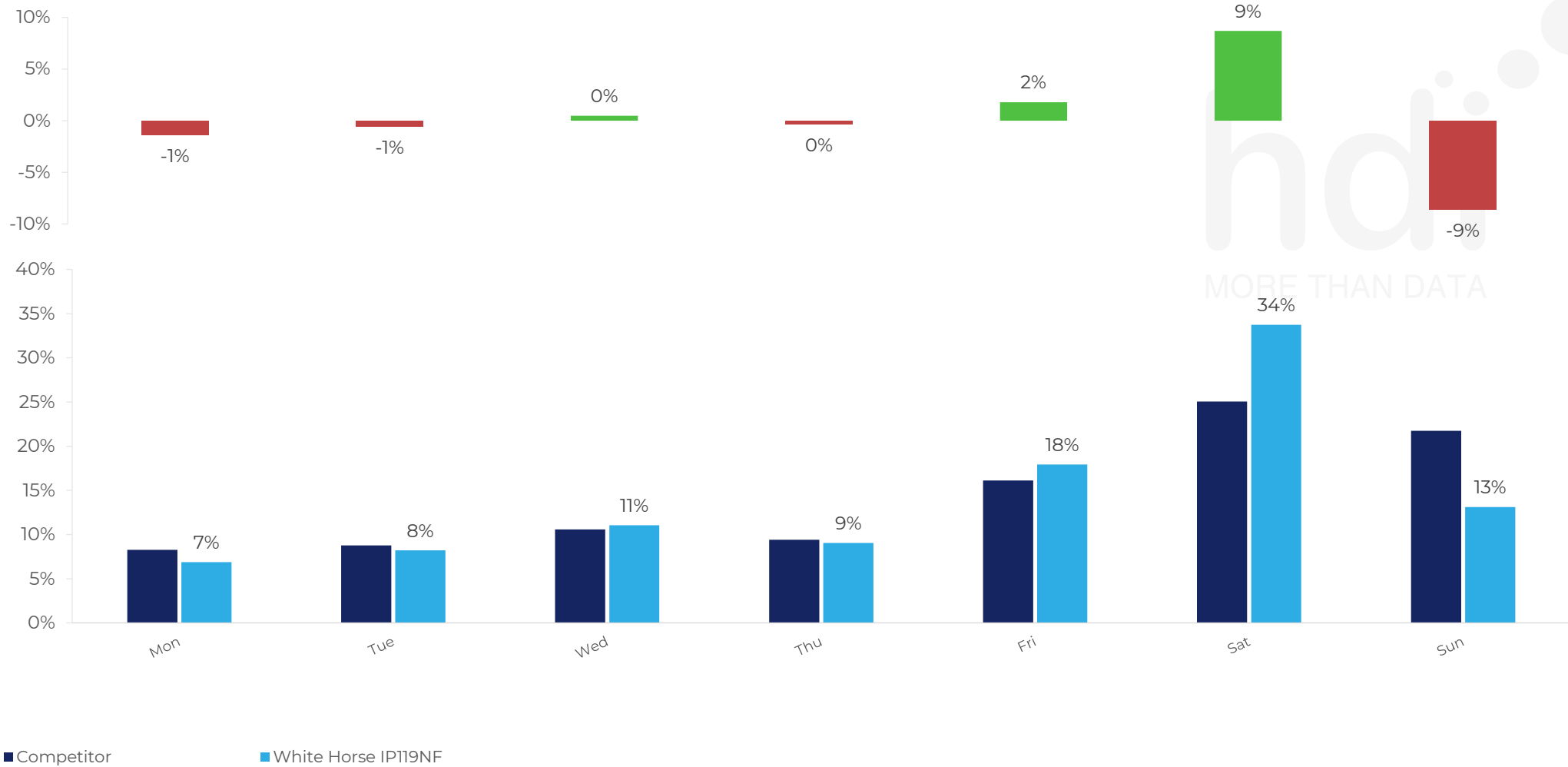


Felixstowe Conservativ **#3**
IP119JB
 Clubs

Spend by Weekpart

How is customer spend distributed throughout the week for White Horse IP119NF versus its competitors?

% of spend for White Horse IP119NF and 97 Chains in 1 Miles from 22/03/2023 - 13/03/2024 split by Day of Week

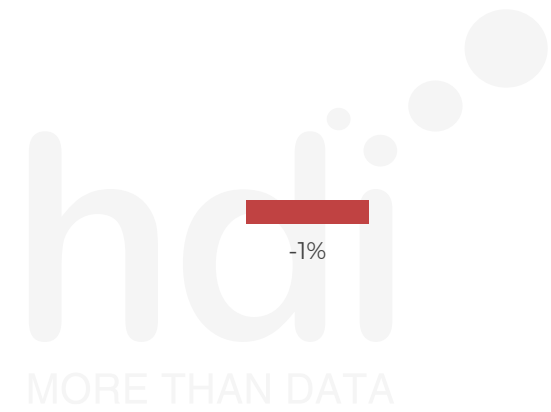
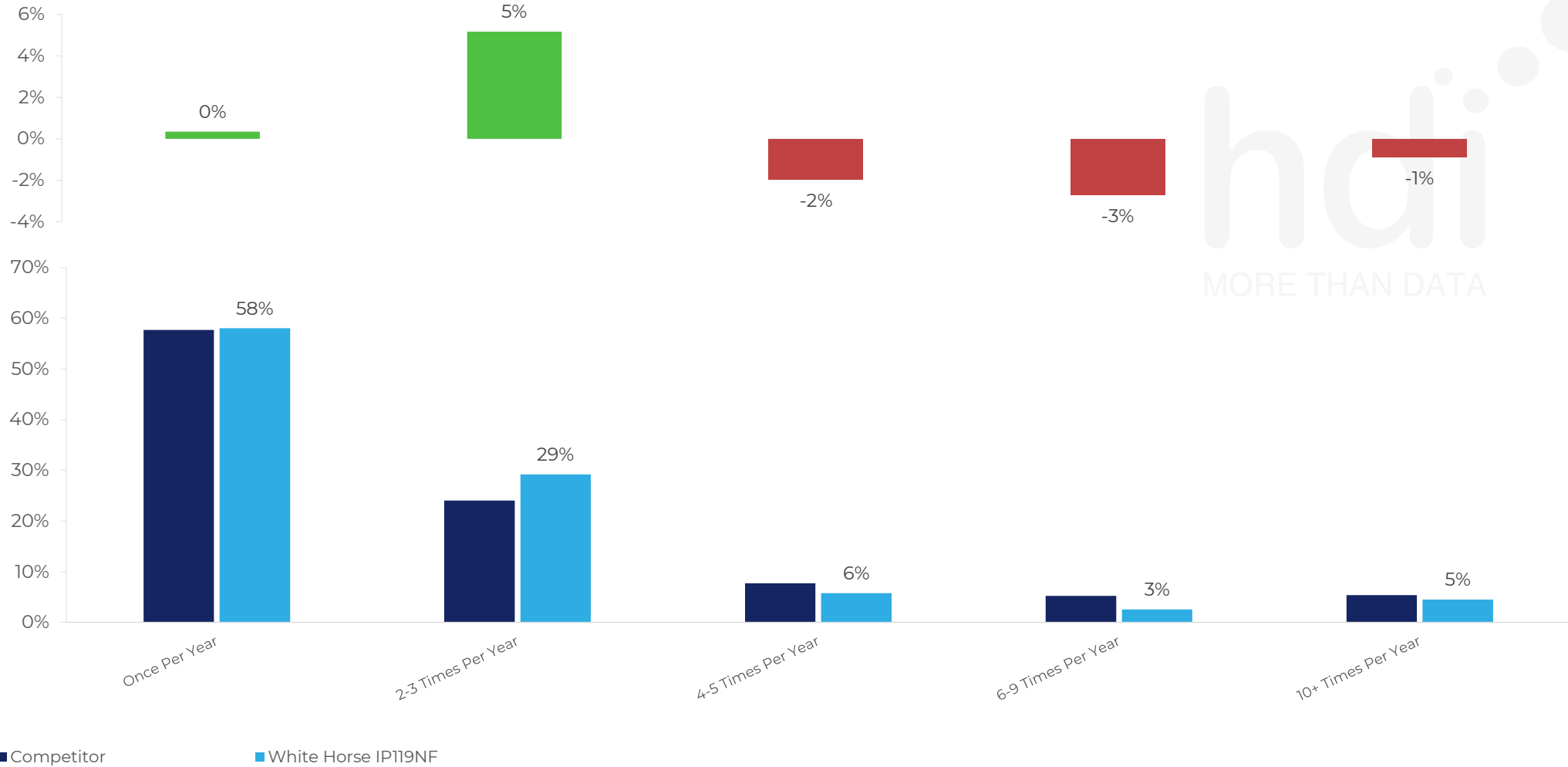




Visit Frequency

How frequently per year do customers visit White Horse IP119NF versus its competitors?

% of customer numbers for White Horse IP119NF and 97 Chains in 1 Miles from 22/03/2023 - 13/03/2024 and the number of visits made Per Annum



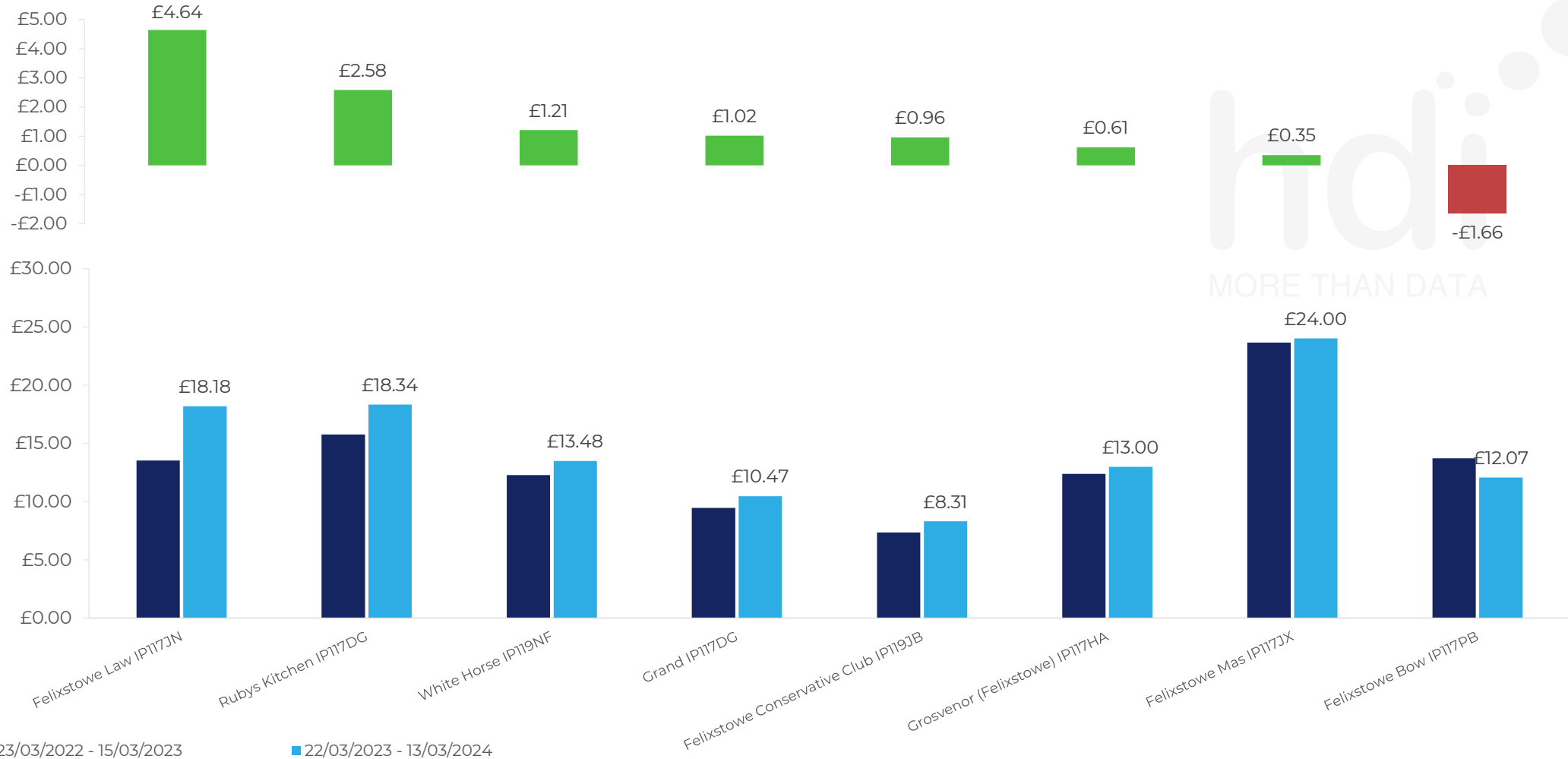
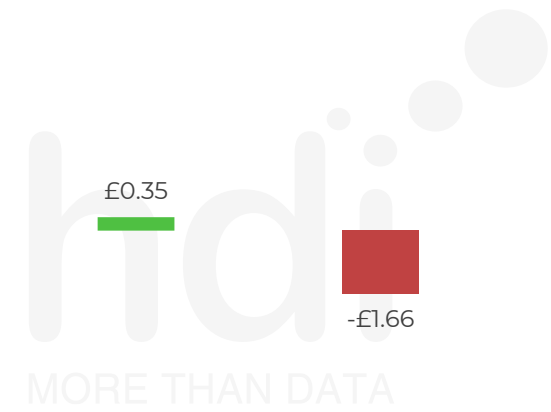
■ Competitor

■ White Horse IP119NF



ATV Change

How has ATV changed between two date ranges?

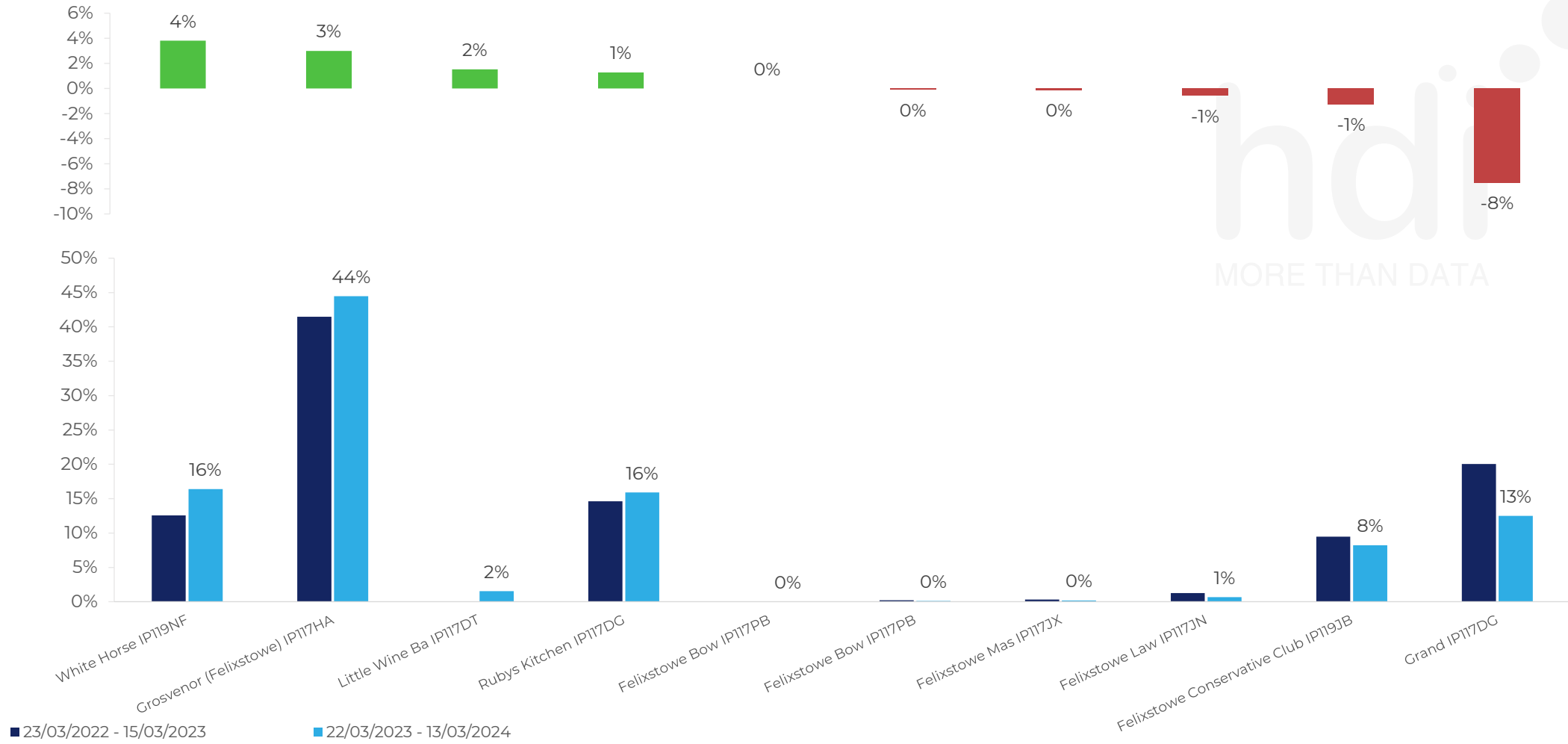




Market Share Change

How has market share changed between two date ranges?

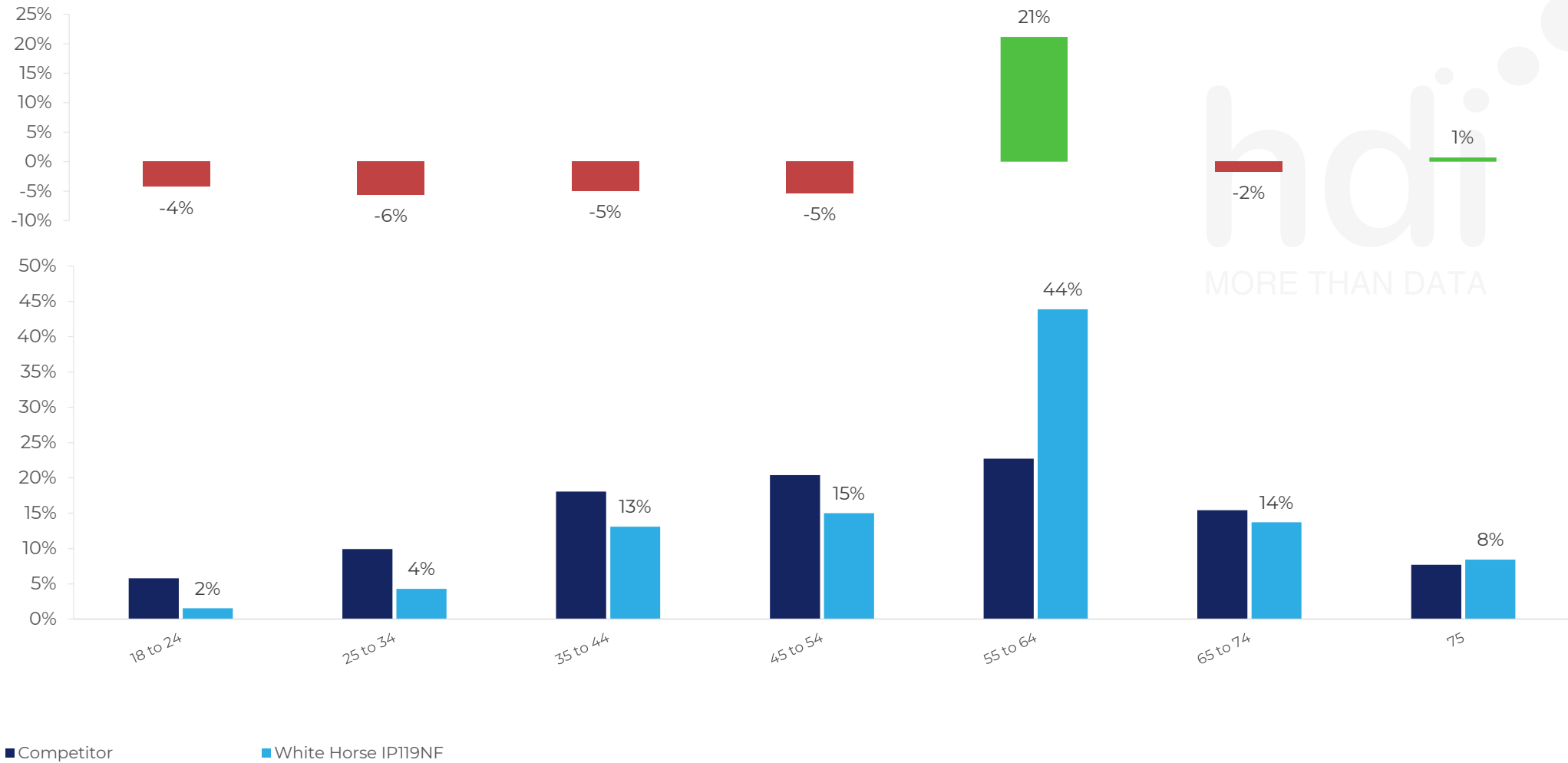
% of market share spend for White Horse IP119NF and 97 Chains in 1 Miles from 22/03/2023 - 13/03/2024



Age

How does the age profile of customers who visit White Horse IP119NF compare versus its competitors?

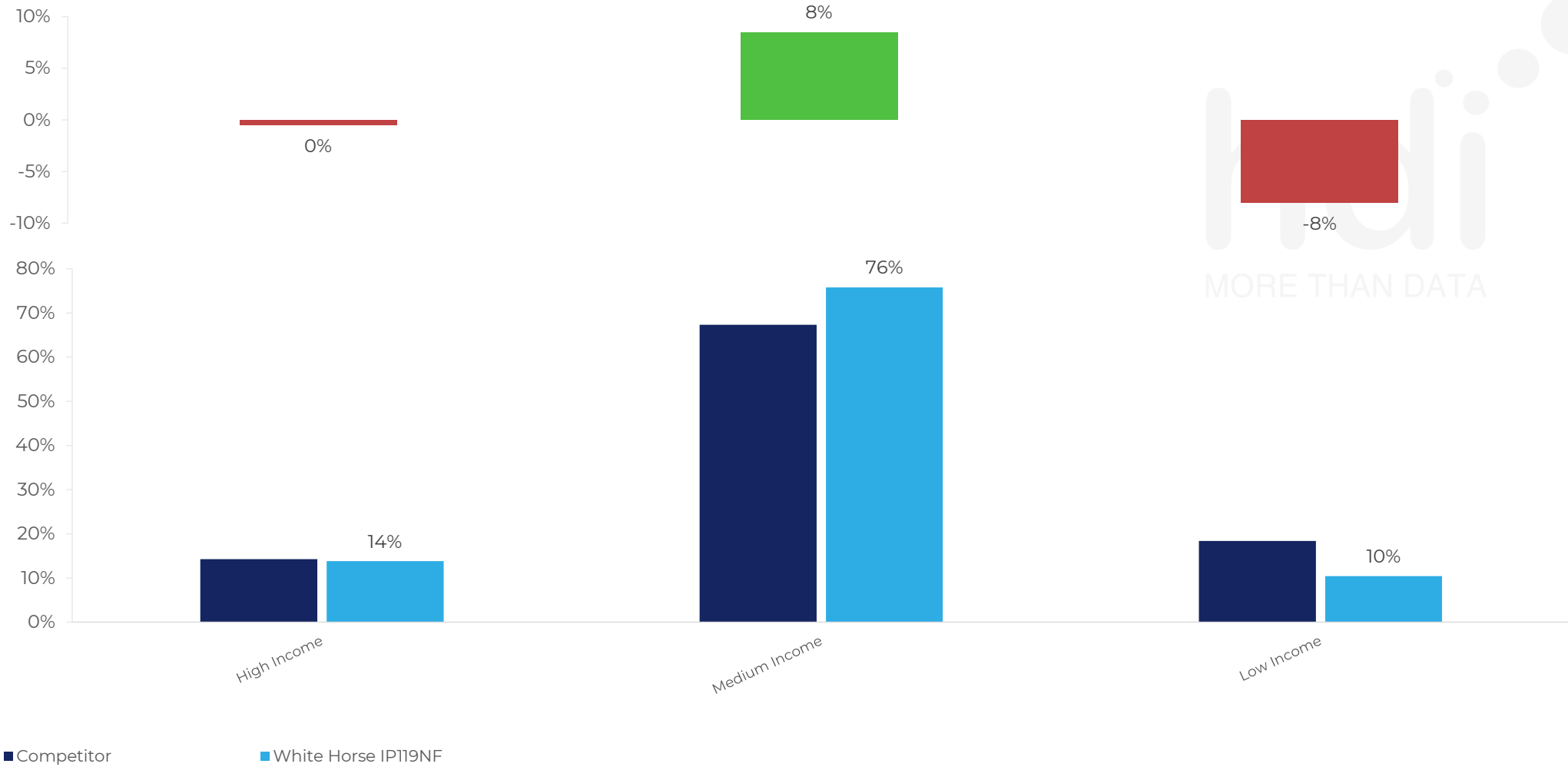
% of spend for White Horse IP119NF and 97 Chains in 1 Miles from 22/03/2023 - 13/03/2024 split by Age Range



Affluence

How does the affluence of customers who visit White Horse IP119NF compare versus its competitors?

% of spend for White Horse IP119NF and 97 Chains in 1 Miles from 22/03/2023 - 13/03/2024 split by Affluence

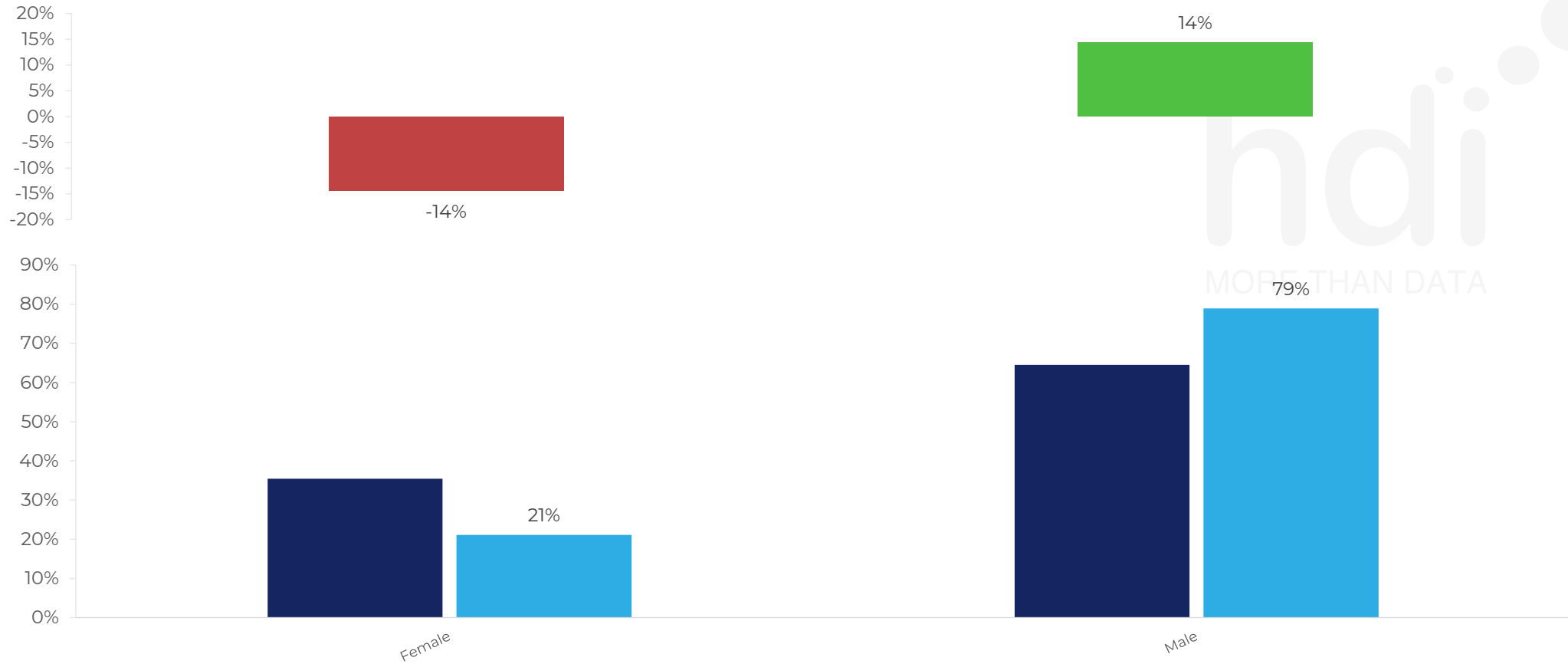




Gender

How does the gender profile of customers who visit White Horse IP119NF compare versus its competitors?

% of spend for White Horse IP119NF and 97 Chains in 1 Miles from 22/03/2023 - 13/03/2024 split by Gender



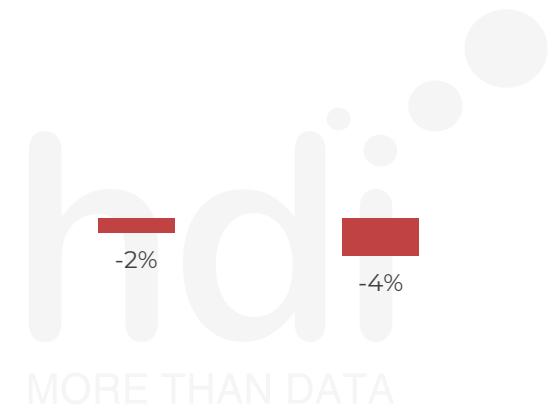
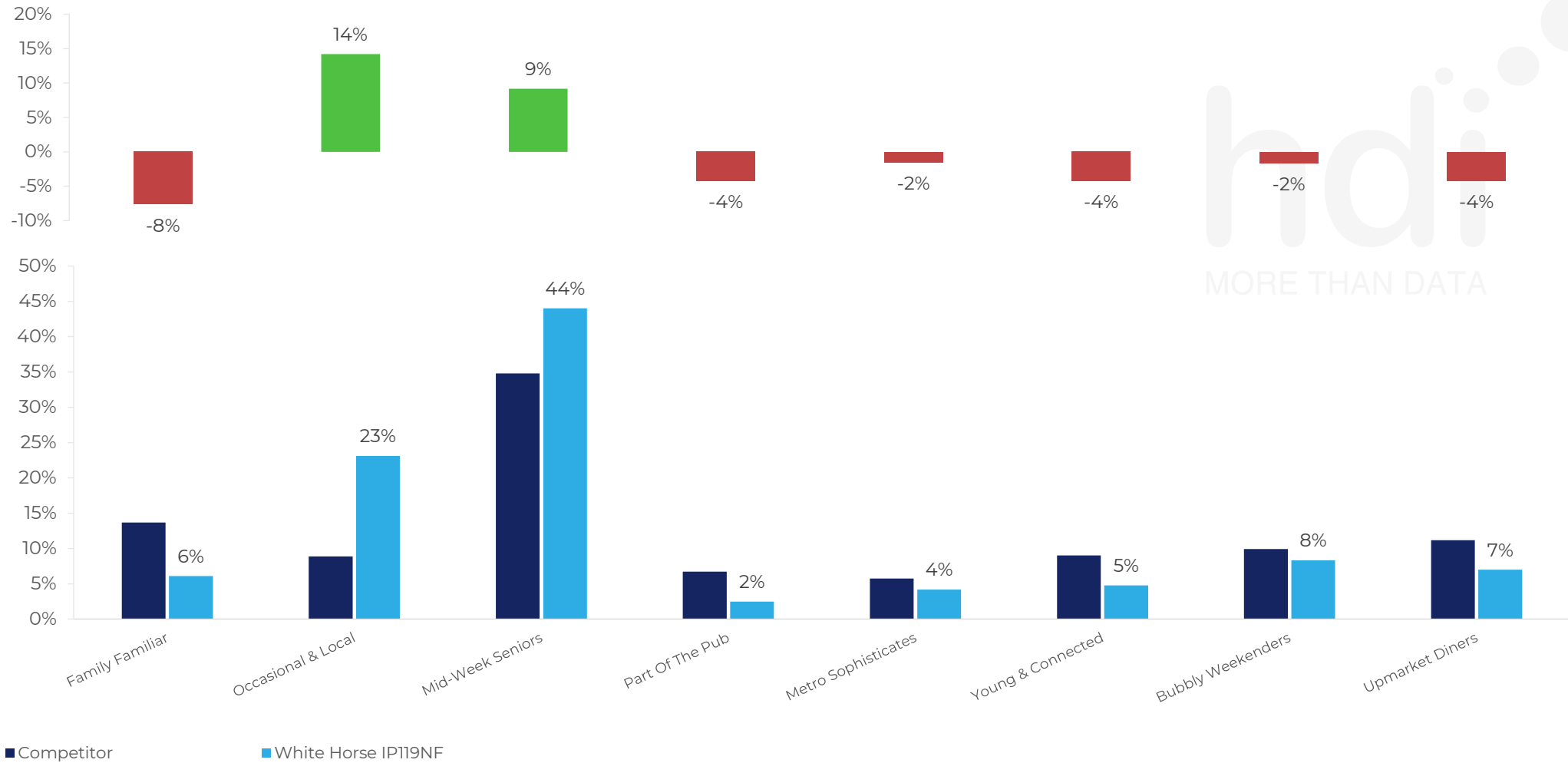
■ Competitor

■ White Horse IP119NF

Punch Segmentation

How does the Custom segmentation profile of customers who visit White Horse IP119NF compare versus its competitors?

% of spend for White Horse IP119NF and 97 Chains in 1 Miles from 22/03/2023 - 13/03/2024 split by Segment



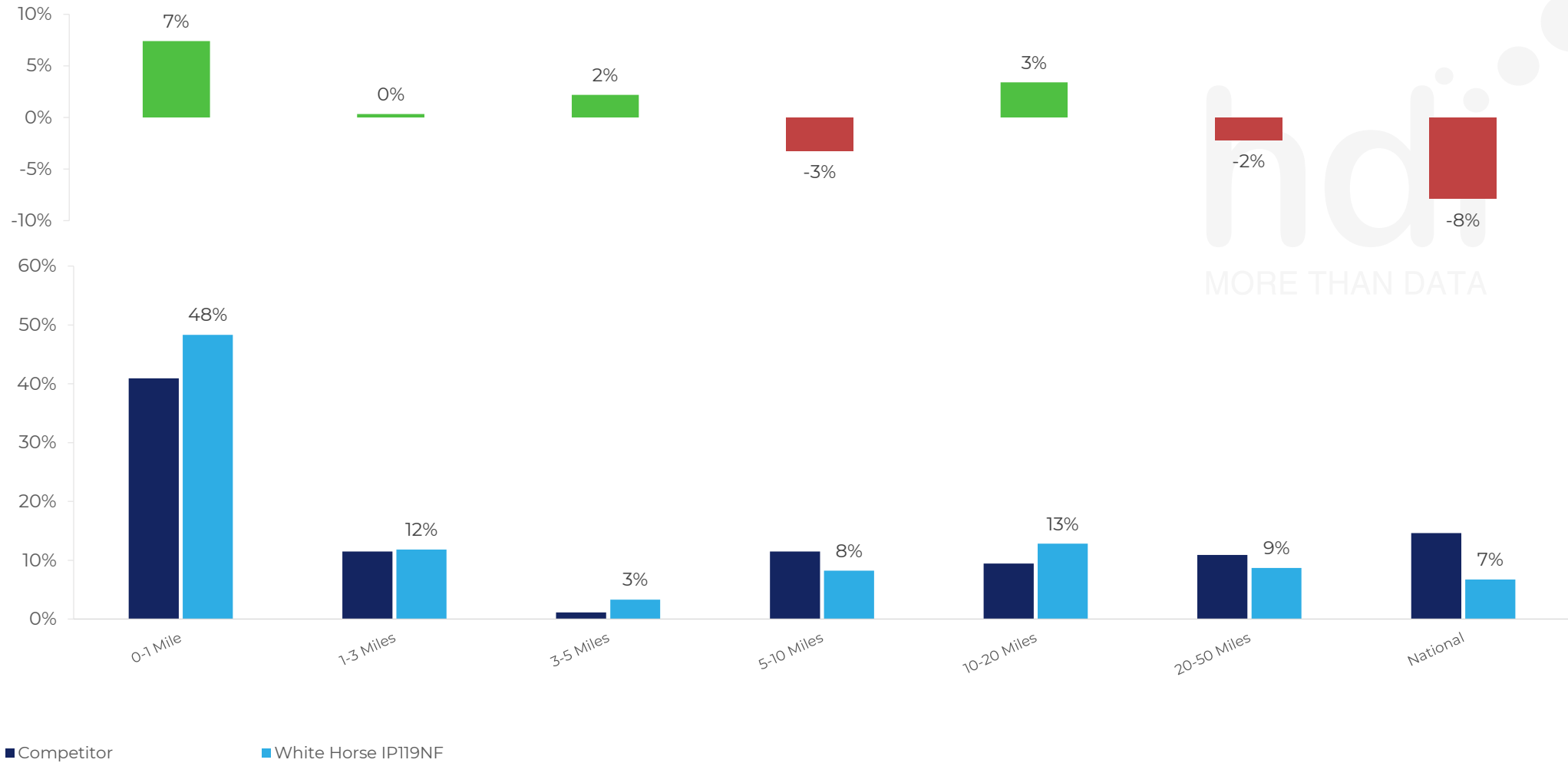
■ Competitor

■ White Horse IP119NF

Spend by Distance

How does the spend profile of White Horse IP119NF compare versus its competitors based on travel distances?

% of spend for White Horse IP119NF and 97 Chains in 1 Miles from 22/03/2023 - 13/03/2024 split by Distance travelled

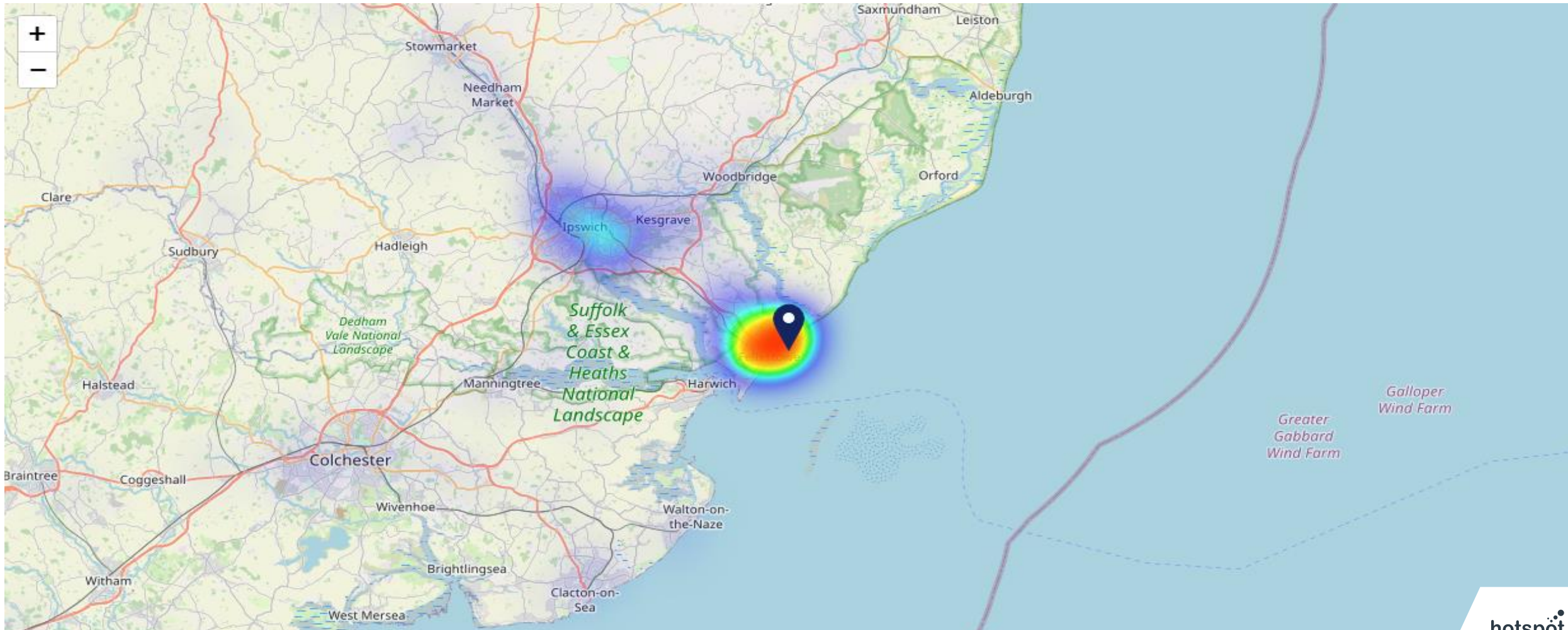




Map of Guest Origin

Where do customers of White Horse IP119NF come from?

Where do customers of White Horse IP119NF for 22/03/2023 - 13/03/2024 live

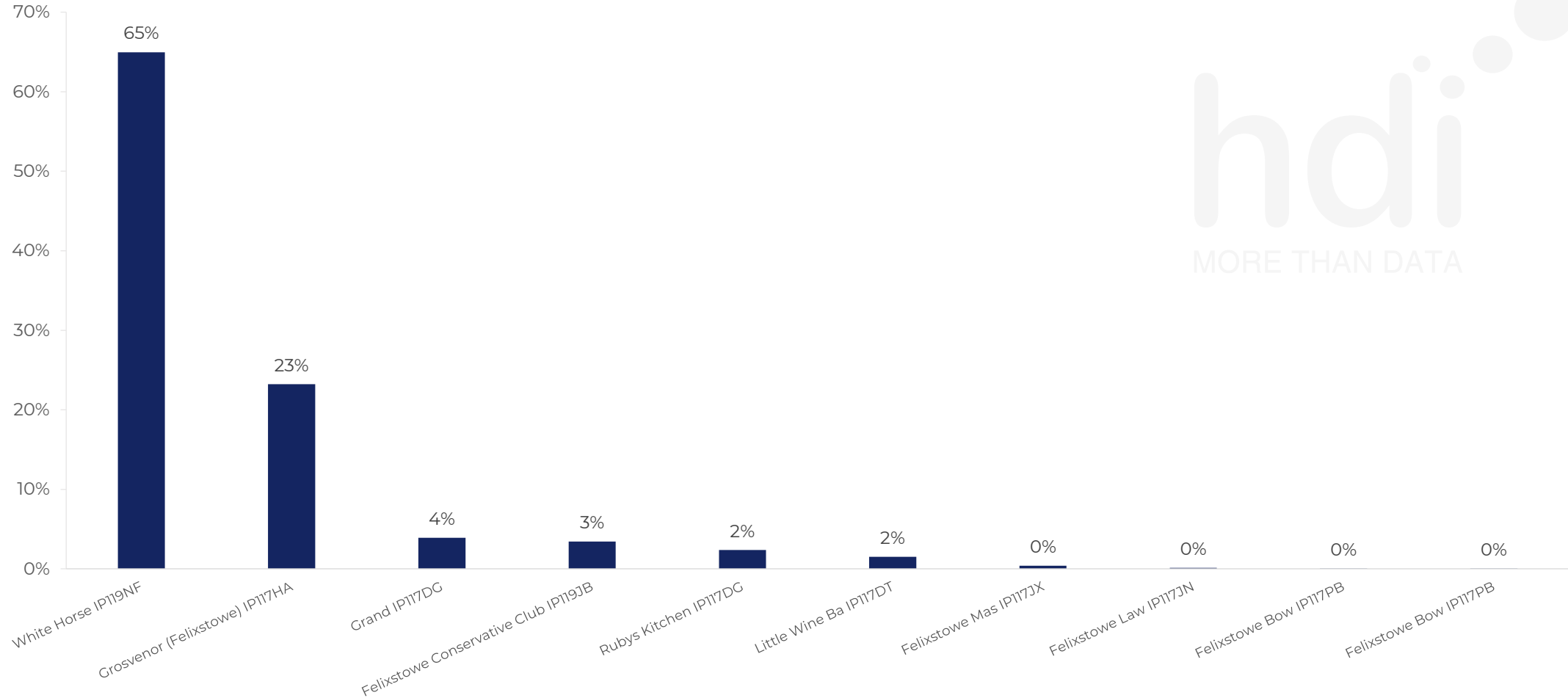




Share of Wallet

What are the Top 20 venues (by spend) that customers of White Horse IP119NF also visit?

For customers of White Horse IP119NF, who are the top 20 competitors from 97 Chains in 1 Miles for 22/03/2023 - 13/03/2024 split by Venue

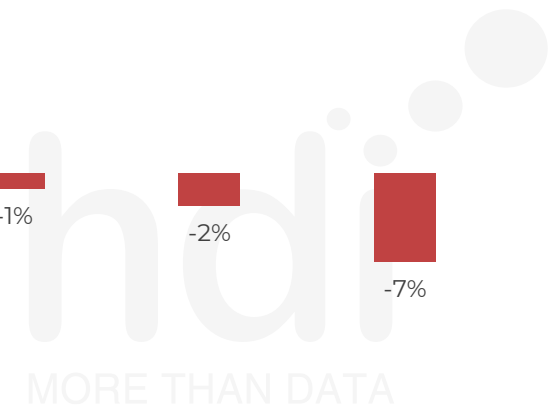
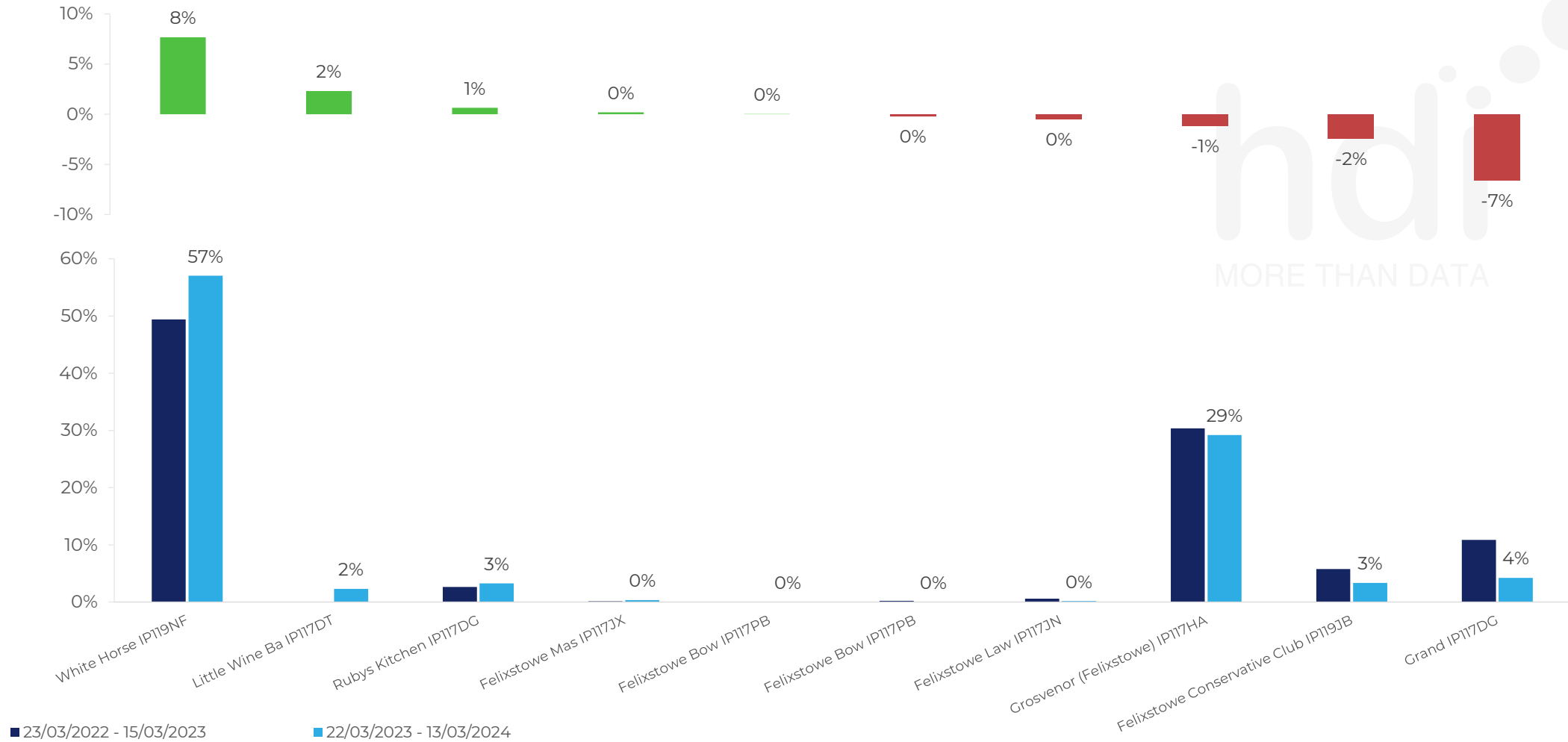


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MORE THAN DATA



Share of Wallet Change

How has share of wallet of customers of White Horse IP119NF changed between two date ranges?





Market Summary

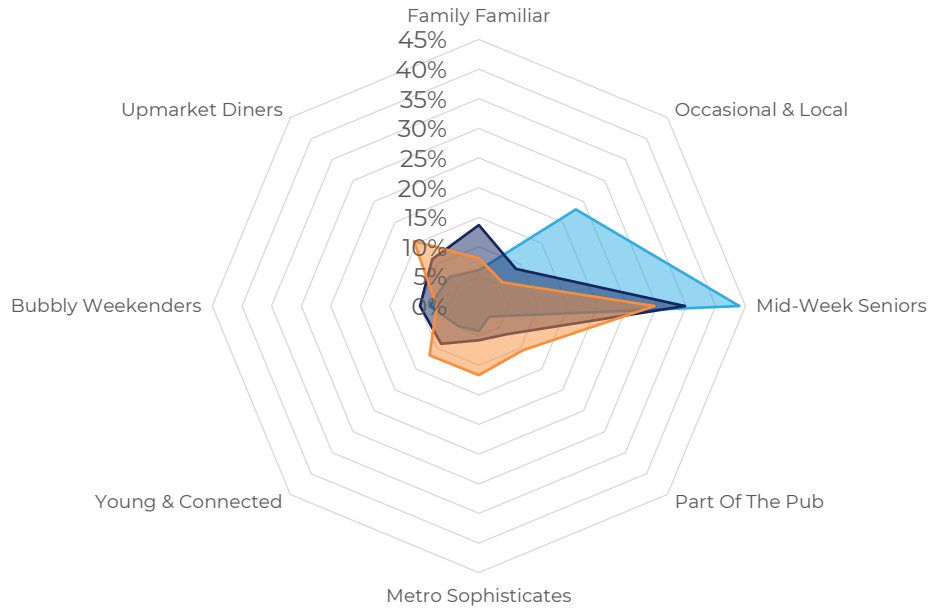
How does the local area for White Horse IP119NF compare to the national average (1 = low, 10 = high)

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	£451K	3	£454K	2	£7.56M	4	£25.47M	3
Weekpart	Mon - Thu	51.0%	9	51.3%	10	43.9%	8	40.9%	5
Weekpart	Fri - Sat	42.5%	5	42.3%	4	41.4%	4	41.3%	4
Weekpart	Sun	6.5%	1	6.5%	1	14.7%	4	17.8%	9
Age	18 to 24	1.5%	2	1.5%	1	2.4%	1	3.8%	2
Age	25 to 34	8.2%	1	8.2%	1	7.9%	1	10.8%	1
Age	35 to 44	17.0%	2	17.0%	2	17.5%	1	20.1%	2
Age	45 to 54	17.3%	3	17.3%	3	19.6%	5	19.6%	4
Age	55 to 64	33.5%	10	33.4%	10	24.1%	10	21.4%	10
Age	65 to 74	13.5%	9	13.6%	9	19.2%	10	16.5%	10
Age	75+	9.0%	10	9.1%	10	9.5%	10	7.9%	10
CAMEO	Business Elite	2.6%	3	2.5%	2	2.5%	2	3.7%	3
CAMEO	Prosperous Professionals	3.4%	3	3.5%	3	5.1%	4	4.9%	3
CAMEO	Flourishing Society	11.1%	5	11.1%	5	9.0%	4	9.6%	3
CAMEO	Content Communities	34.1%	10	34.1%	10	20.5%	10	17.6%	10
CAMEO	White Collar Neighbourhoods	6.0%	2	6.0%	1	11.6%	6	10.5%	4
CAMEO	Enterprising Mainstream	20.5%	10	20.5%	10	19.1%	10	17.8%	10
CAMEO	Paying The Mortgage	7.5%	2	7.5%	1	13.6%	5	14.6%	5
CAMEO	Cash Conscious Communities	4.7%	2	4.7%	2	8.0%	4	10.3%	6
CAMEO	On A Budget	8.0%	7	8.0%	7	8.1%	7	8.2%	7
CAMEO	Family Value	2.2%	5	2.2%	5	2.5%	5	2.7%	5
Affluence	AB	17.0%	3	17.1%	3	16.6%	3	18.1%	3
Affluence	C1C2	68.2%	10	68.1%	10	64.8%	10	60.6%	10
Affluence	DE	14.8%	4	14.8%	3	18.6%	5	21.2%	6



Local Market Profile

Mix of spend by customer segment in Punch site and local market



	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekendenders	Upmarket Diners
White Horse	113	6.08%	23.12%	44.00%	2.47%	4.20%	4.78%	8.33%	6.99%
Local Catchment	360	13.69%	8.89%	34.81%	6.72%	5.74%	9.02%	9.94%	11.16%
Punch T&L	108003	8.04%	5.69%	29.67%	10.55%	11.63%	11.76%	7.11%	15.51%
White Horse vs Local Catchment		-7.61%	14.23%	9.19%	-4.25%	-1.54%	-4.24%	-1.61%	-4.17%
White Horse vs Punch T&L		-1.96%	17.43%	14.33%	-8.08%	-7.43%	-6.98%	1.22%	-8.52%
Local Catchment vs Punch T&L		5.65%	3.20%	5.14%	-3.83%	-5.89%	-2.74%	2.83%	-4.35%

■ White Horse

■ Local Catchment

■ Punch T&L



Mix of spend by customer segment in Punch site and local competitors

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
White Horse IP119NF	113	6.08%	23.12%	44.00%	2.47%	4.20%	4.78%	8.33%	6.99%
Grosvenor (Felixstowe) IP117HA	223	11.74%	12.38%	26.95%	8.55%	7.02%	9.22%	11.21%	12.89%
Grand IP117DG	67	20.40%	3.31%	4.81%	12.81%	7.03%	27.92%	18.79%	4.89%
Felixstowe Conservative Club IP119JB	21	12.94%	1.80%	79.45%	1.44%	0.00%	0.84%	0.45%	3.03%
Rubys Kitchen IP117DC	97	18.05%	6.63%	52.85%	0.18%	3.45%	2.46%	2.90%	13.44%
Little Wine Ba IP117DT	11	9.32%	0.00%	17.13%	1.29%	0.00%	0.00%	36.71%	35.52%
Felixstowe Mas IP117JX	1	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
Felixstowe Law IP117JN	6	3.70%	0.00%	0.00%	0.00%	56.94%	0.00%	30.09%	9.25%
Felixstowe Bow IP117PB	2	0.00%	0.00%	47.88%	52.11%	0.00%	0.00%	0.00%	0.00%