



Site Summary



The Dog and Gun LE71GN

LE71GN

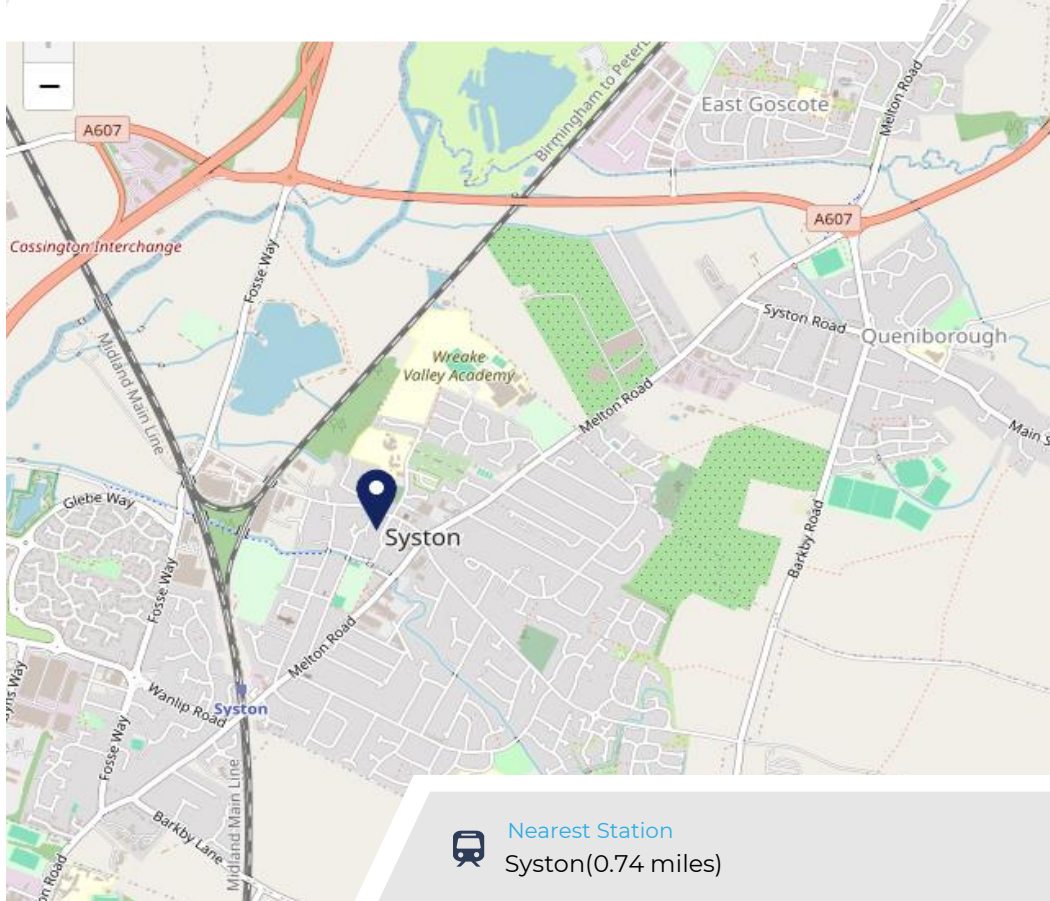
Pub / Bar

Work Area
Leicester

Region
East Midlands

TV Region
Central

Urbanicity
Urban city and town



ATV
£10.33

Gender
73.65%
Male

Affluence
60.61%
Middle Income

Segmentation
28.83%
Cash Conscious Communities

Age Group
25.30%
35 to 44

Visit Day
34.86%
Sat

Top Competitors

The Queen Victoria **#1**
LE71GQ
 Everards

Syston Working Mens C **#2**
LE71GG
 Clubs

Midland Railway Hotel **#3**
LE72JS
 Star Pubs & Bars

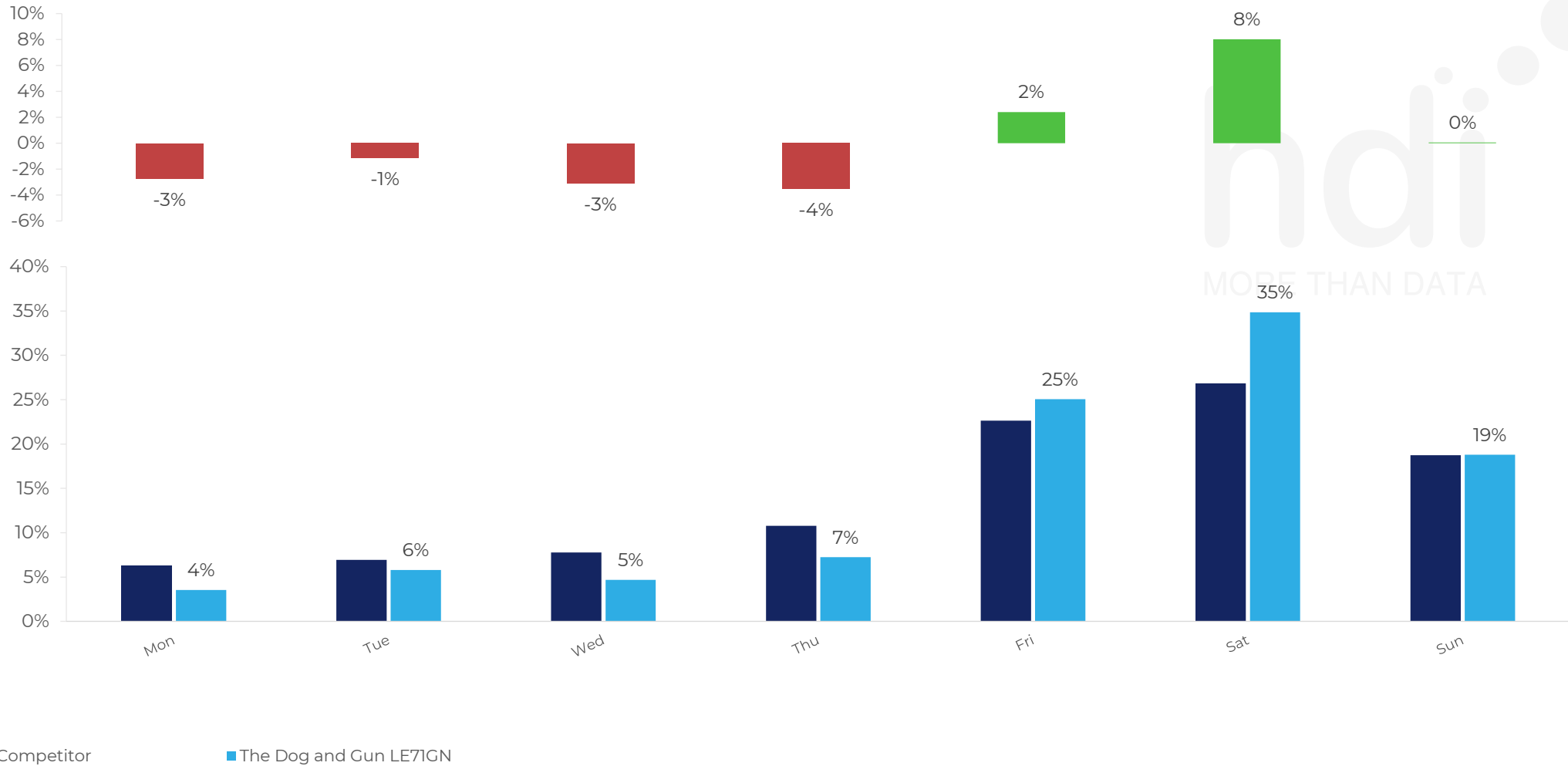
Nearest Station
Syston(0.74 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for The Dog and Gun LE71GN versus its competitors?

% of spend for The Dog and Gun LE71GN and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Day of Week

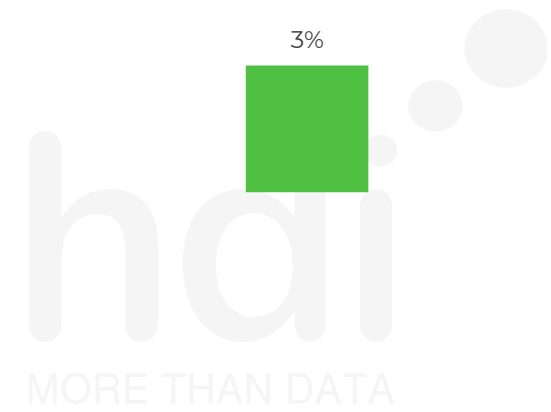
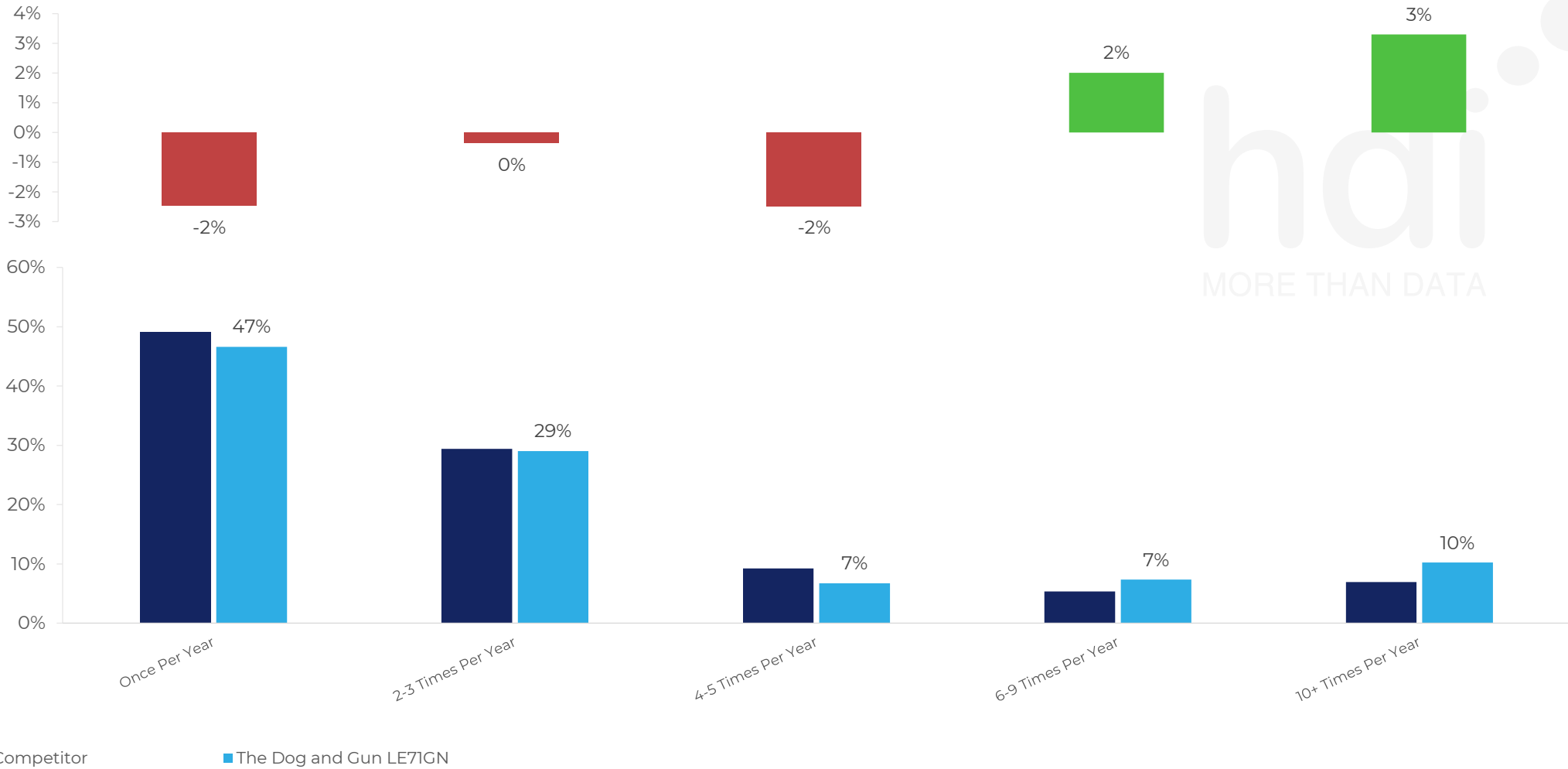




Visit Frequency

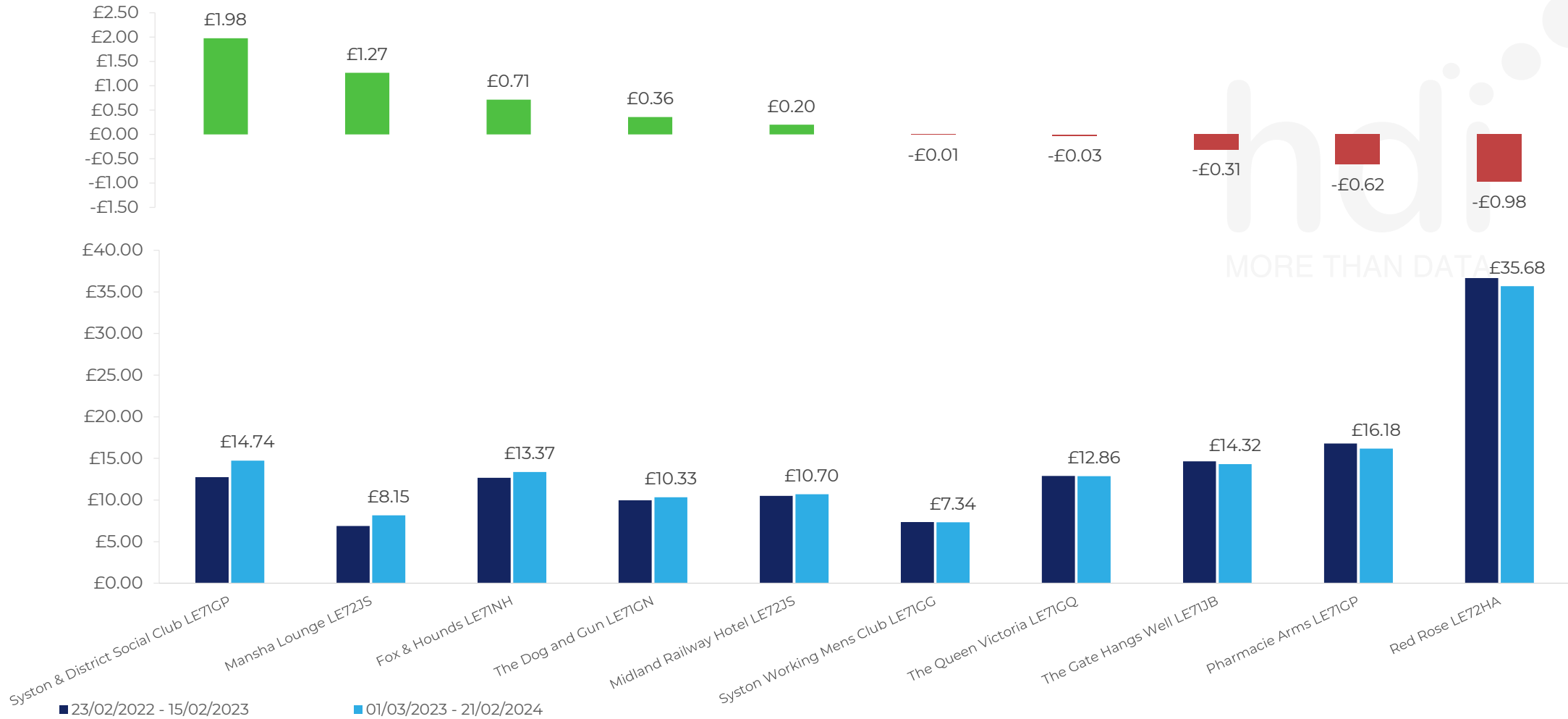
How frequently per year do customers visit The Dog and Gun LE71GN versus its competitors?

% of customer numbers for The Dog and Gun LE71GN and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

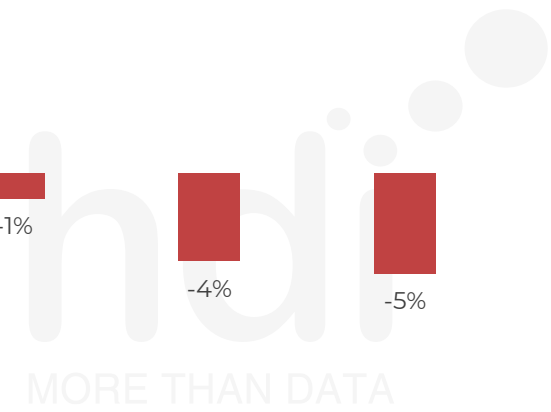
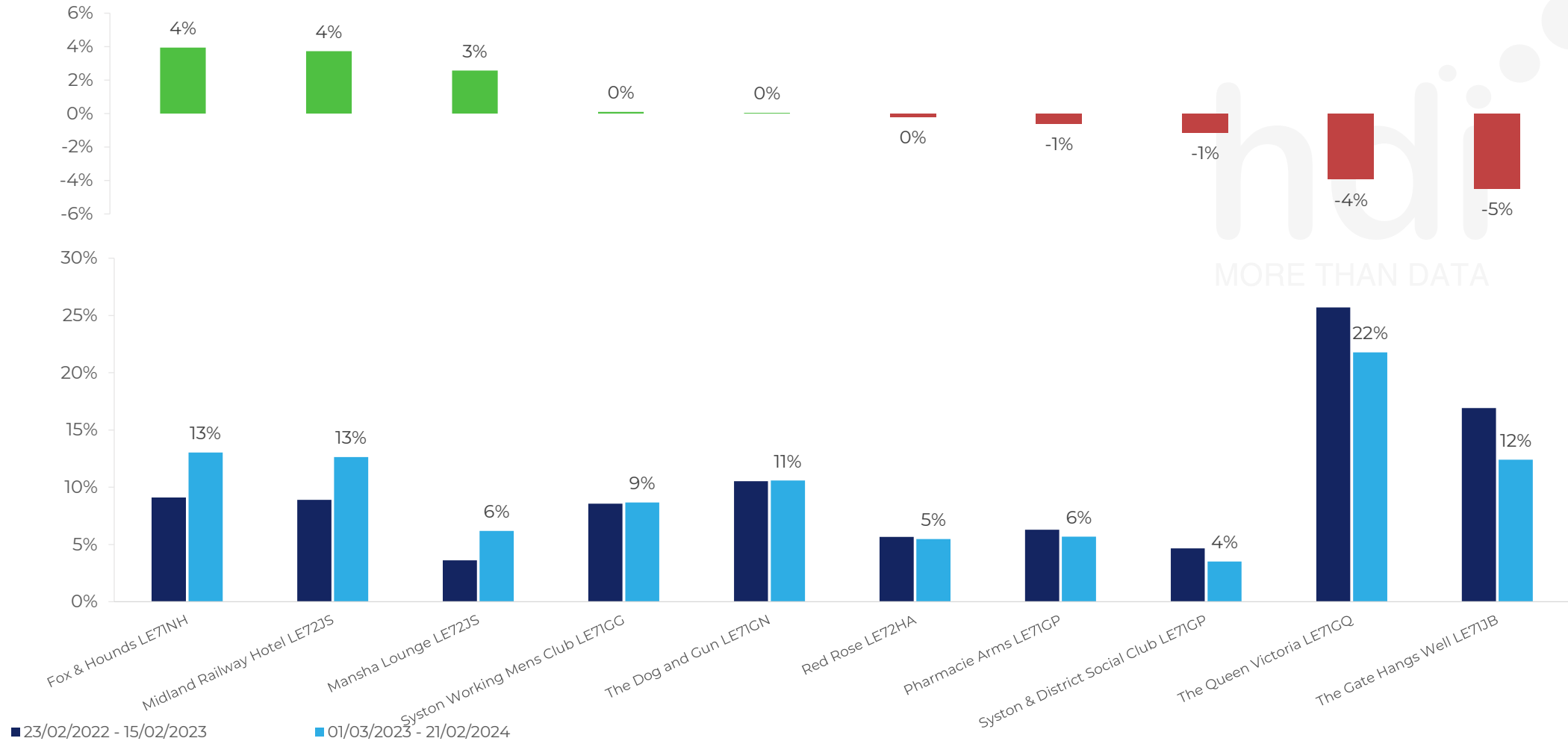




Market Share Change

How has market share changed between two date ranges?

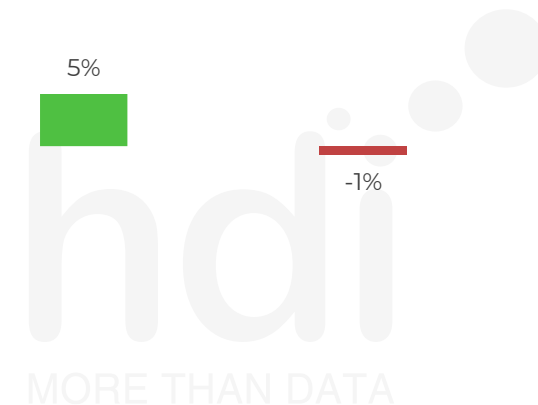
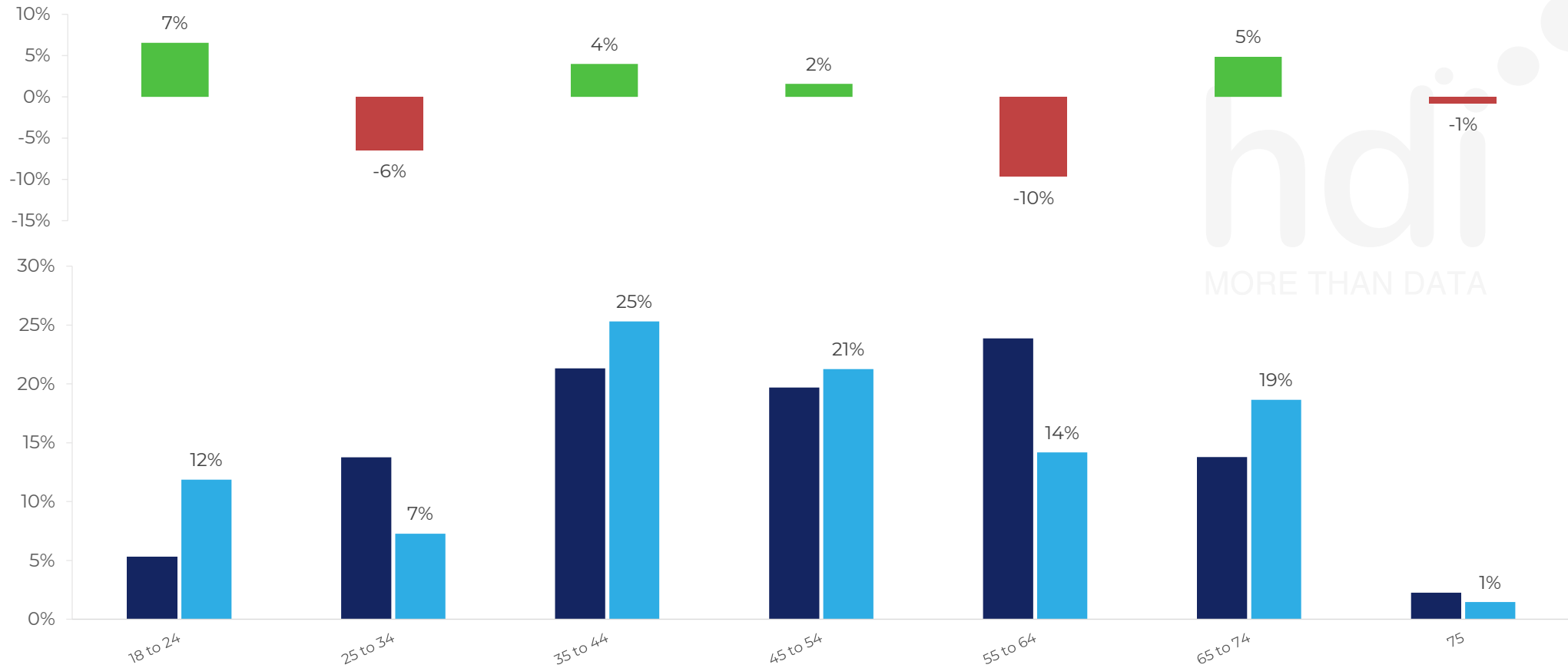
% of market share spend for The Dog and Gun LE71GN and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024



Age

How does the age profile of customers who visit The Dog and Gun LE71GN compare versus its competitors?

% of spend for The Dog and Gun LE71GN and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Age Range

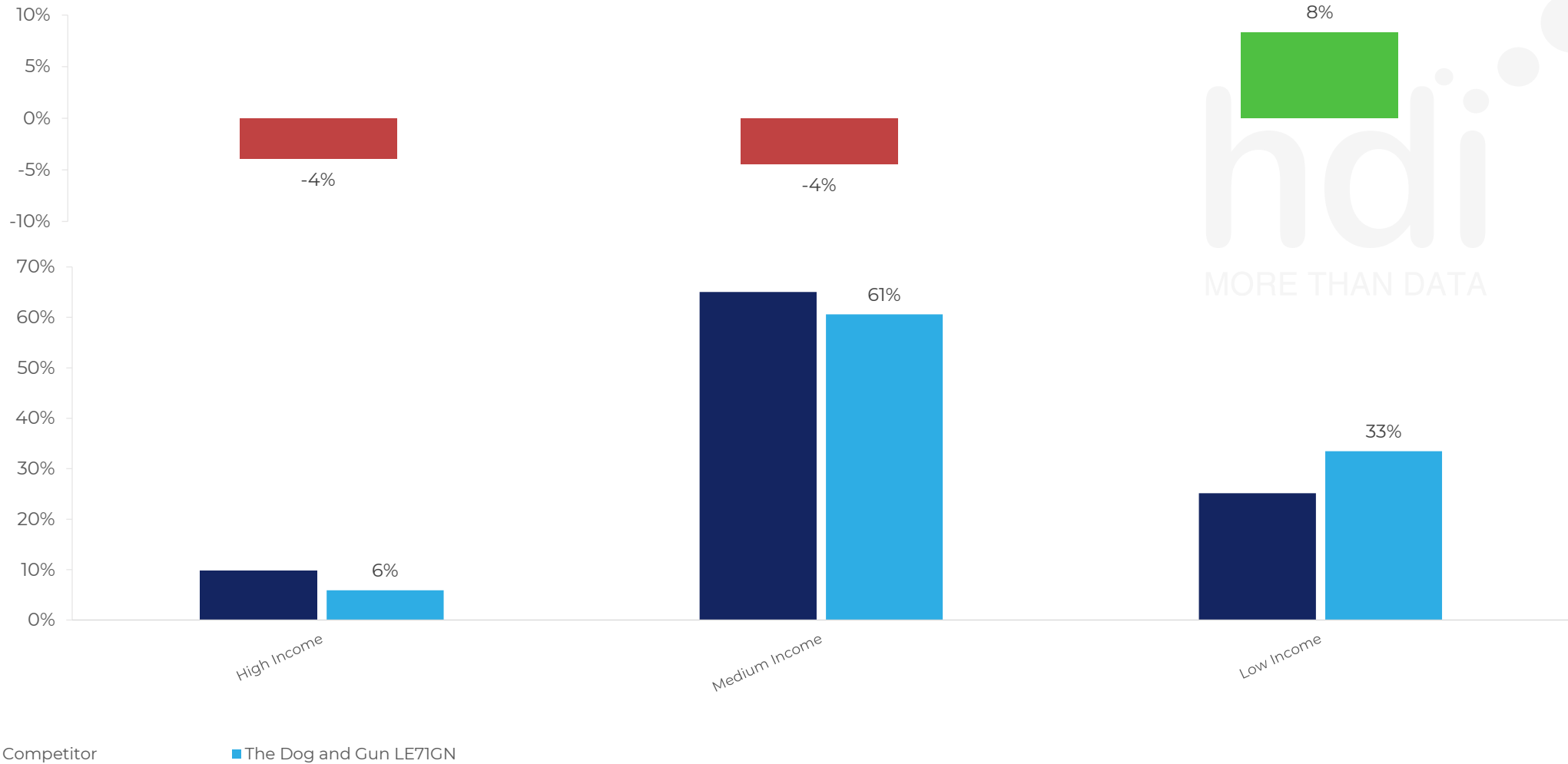


■ Competitor ■ The Dog and Gun LE71GN

Affluence

How does the affluence of customers who visit The Dog and Gun LE71GN compare versus its competitors?

% of spend for The Dog and Gun LE71GN and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Affluence

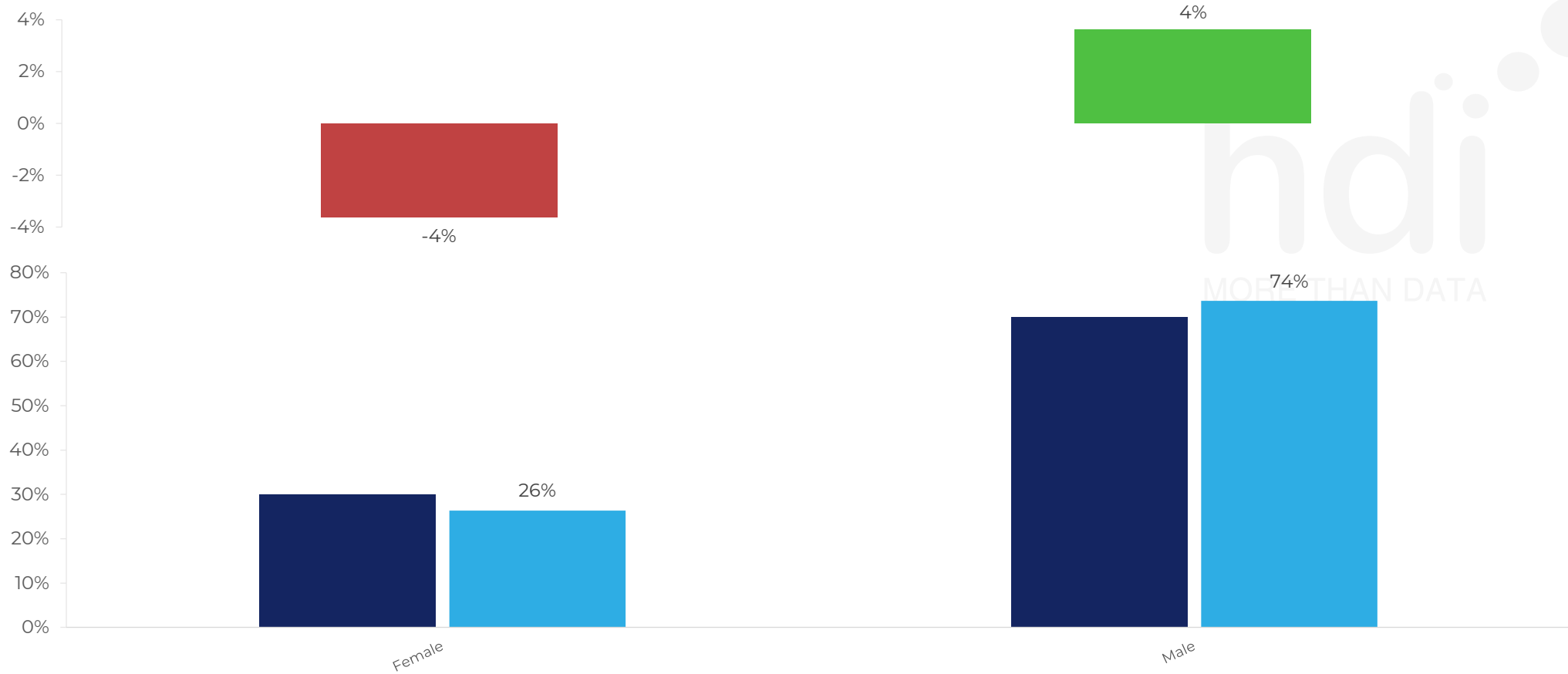




Gender

How does the gender profile of customers who visit The Dog and Gun LE71GN compare versus its competitors?

% of spend for The Dog and Gun LE71GN and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Gender



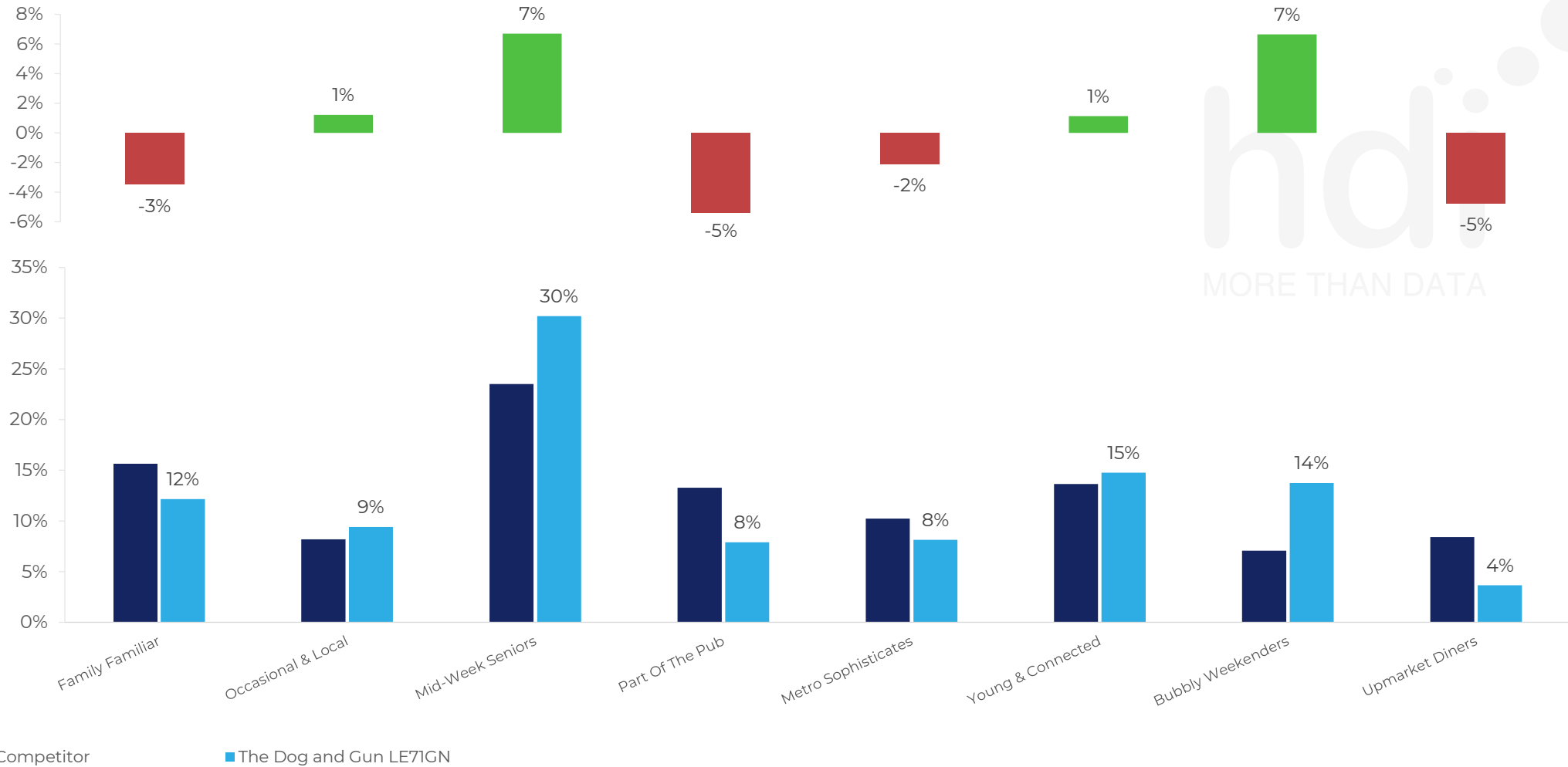
■ Competitor

■ The Dog and Gun LE71GN

Punch Segmentation

How does the Custom segmentation profile of customers who visit The Dog and Gun LE71GN compare versus its competitors?

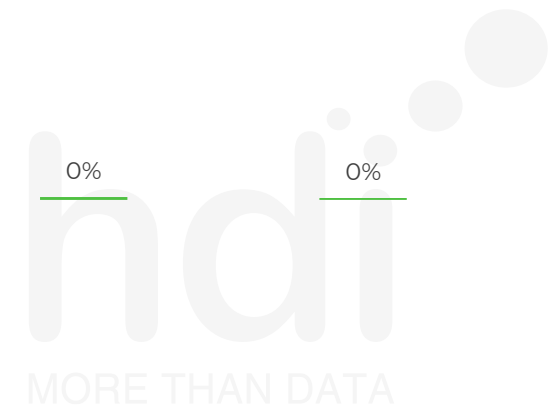
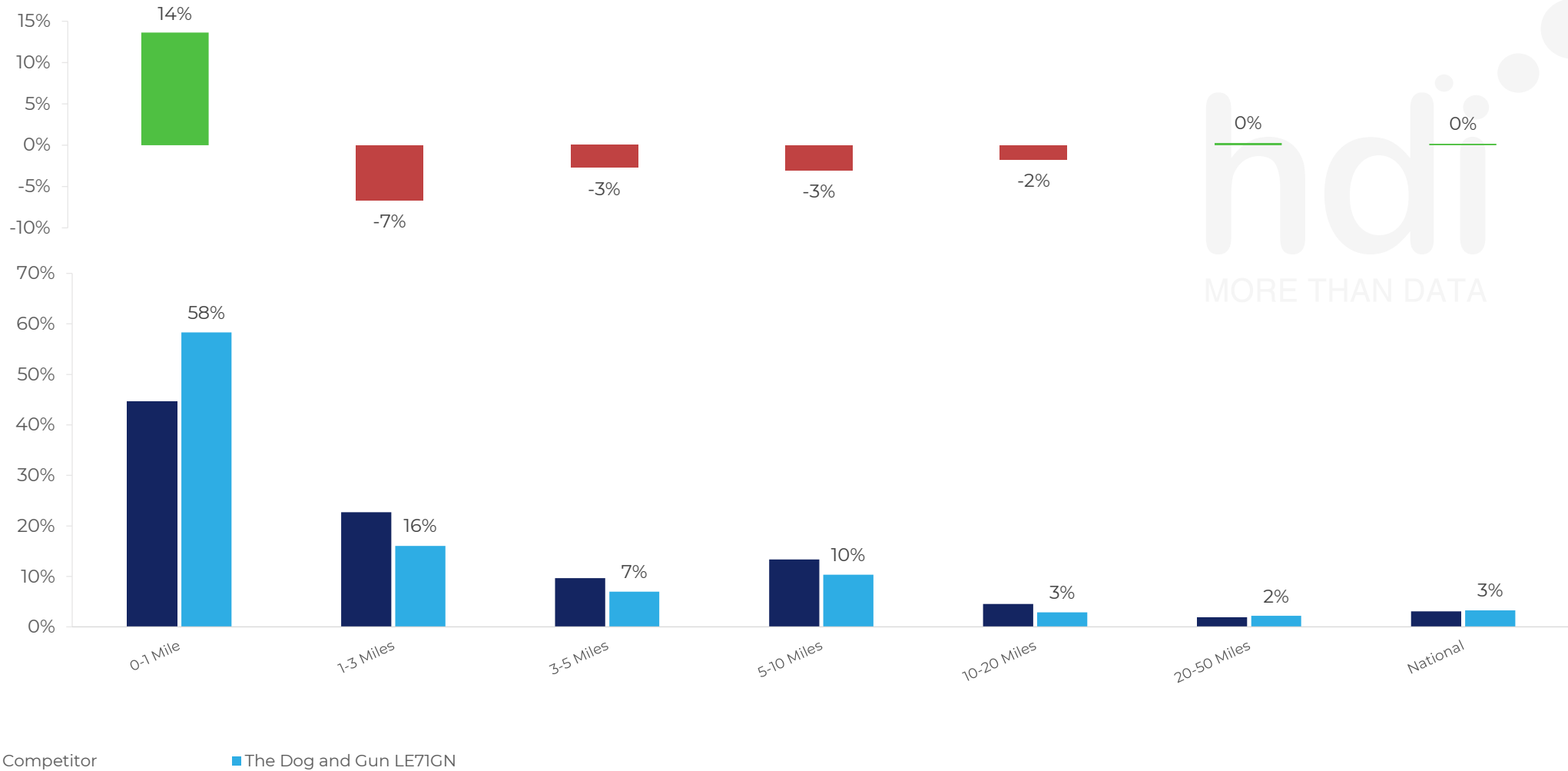
% of spend for The Dog and Gun LE71GN and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Segment



Spend by Distance

How does the spend profile of The Dog and Gun LE71GN compare versus its competitors based on travel distances?

% of spend for The Dog and Gun LE71GN and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Distance travelled

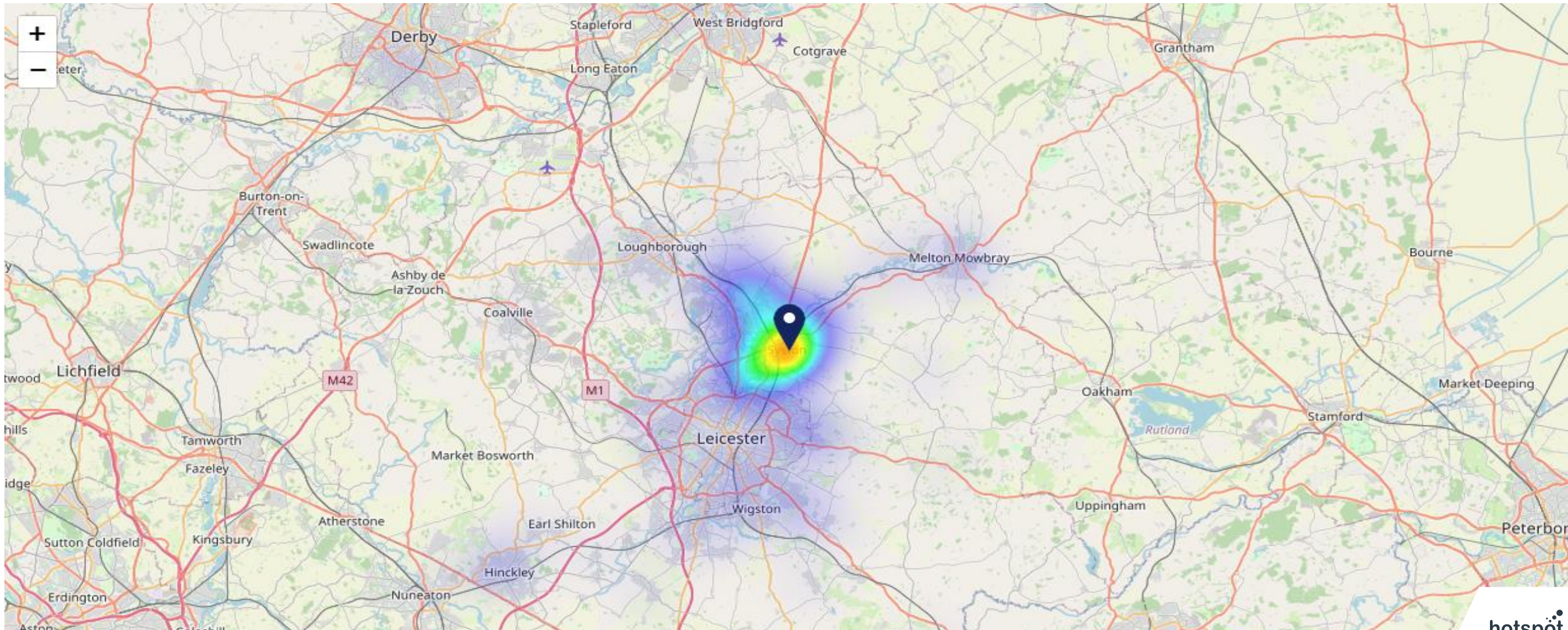




Map of Guest Origin

Where do customers of The Dog and Gun LE71GN come from?

Where do customers of The Dog and Gun LE71GN for 01/03/2023 - 21/02/2024 live

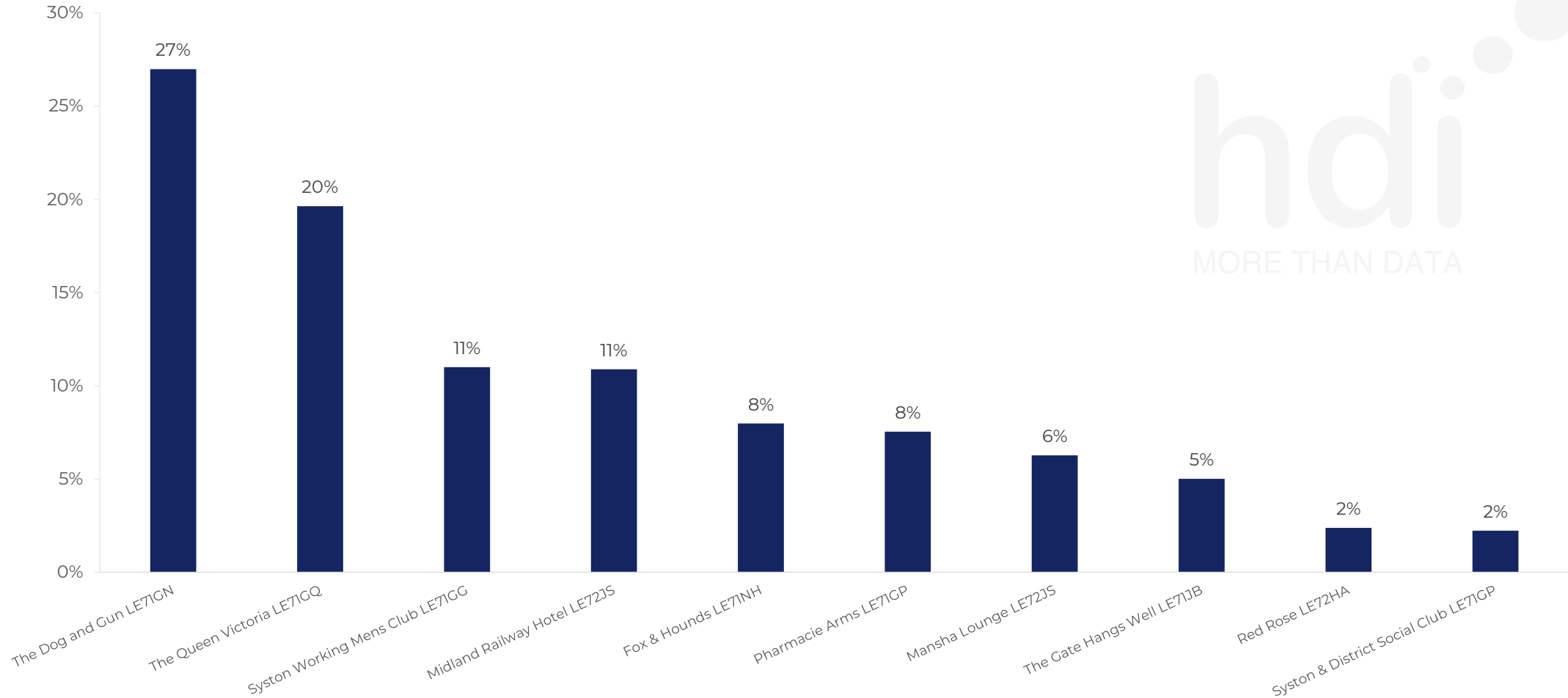




Share of Wallet

What are the Top 20 venues (by spend) that customers of The Dog and Gun LE71GN also visit?

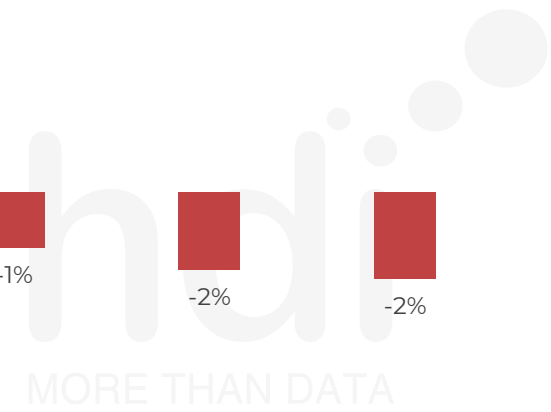
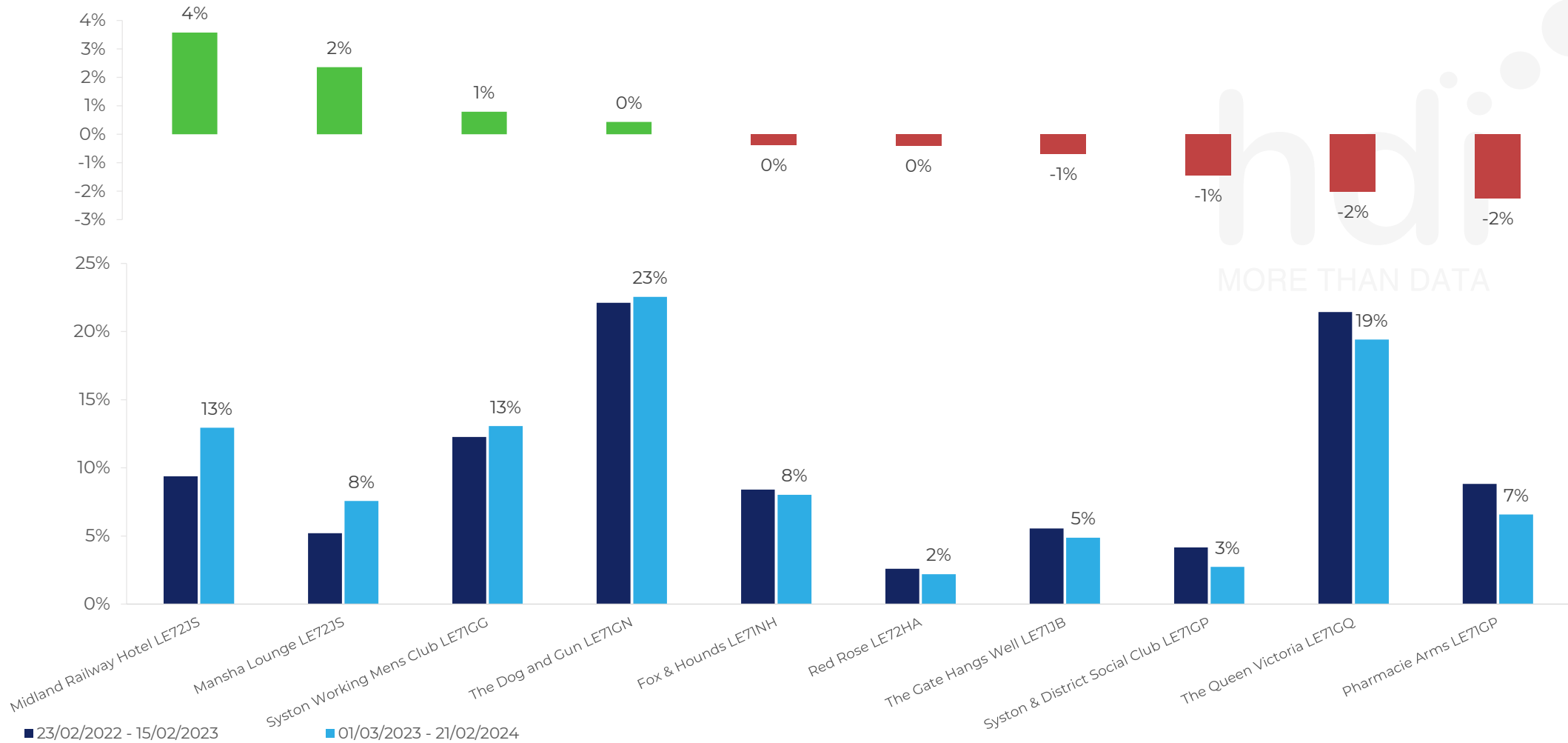
For customers of The Dog and Gun LE71GN, who are the top 20 competitors from 97 Chains in 1 Miles for 01/03/2023 - 21/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of The Dog and Gun LE71GN changed between two date ranges?





Market Summary

How does the local area for The Dog and Gun LE71GN 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	£4.07M	7	£4.67M	6	£9.44M	4	£39.82M	4
Weekpart	Mon - Thu	38.7%	4	39.2%	4	39.9%	4	40.5%	4
Weekpart	Fri - Sat	46.2%	7	46.4%	7	42.7%	5	43.1%	7
Weekpart	Sun	15.1%	6	14.4%	5	17.5%	9	16.4%	8
Age	18 to 24	5.6%	5	5.1%	5	3.8%	2	5.5%	4
Age	25 to 34	15.8%	3	15.8%	3	16.0%	2	17.1%	2
Age	35 to 44	23.4%	6	23.4%	6	23.7%	6	25.9%	8
Age	45 to 54	19.6%	5	19.9%	5	19.9%	5	19.5%	4
Age	55 to 64	20.7%	8	20.7%	9	20.1%	9	18.6%	9
Age	65 to 74	12.0%	9	11.8%	9	12.0%	9	9.9%	9
Age	75+	2.8%	7	3.3%	7	4.4%	8	3.5%	7
CAMEO	Business Elite	5.6%	5	5.4%	5	4.1%	3	5.4%	4
CAMEO	Prosperous Professionals	2.5%	2	2.6%	2	2.5%	2	3.4%	2
CAMEO	Flourishing Society	6.6%	3	6.3%	2	6.7%	2	6.7%	2
CAMEO	Content Communities	19.3%	10	18.5%	9	17.0%	9	18.5%	10
CAMEO	White Collar Neighbourhoods	7.2%	2	7.5%	2	7.7%	2	9.4%	3
CAMEO	Enterprising Mainstream	12.7%	9	12.7%	9	12.3%	9	11.7%	8
CAMEO	Paying The Mortgage	25.7%	10	26.9%	10	26.5%	10	22.5%	10
CAMEO	Cash Conscious Communities	13.8%	8	13.6%	8	12.8%	8	10.4%	7
CAMEO	On A Budget	2.8%	2	2.8%	2	4.4%	3	5.8%	4
CAMEO	Family Value	3.8%	7	3.7%	6	5.9%	8	6.2%	8
Affluence	AB	14.7%	3	14.3%	2	13.2%	2	15.5%	2
Affluence	C1C2	65.0%	10	65.6%	10	63.6%	10	62.1%	10
Affluence	DE	20.3%	6	20.1%	6	23.2%	7	22.4%	7