

Site Summary



Griffin Inn CH76TF

CH76TF

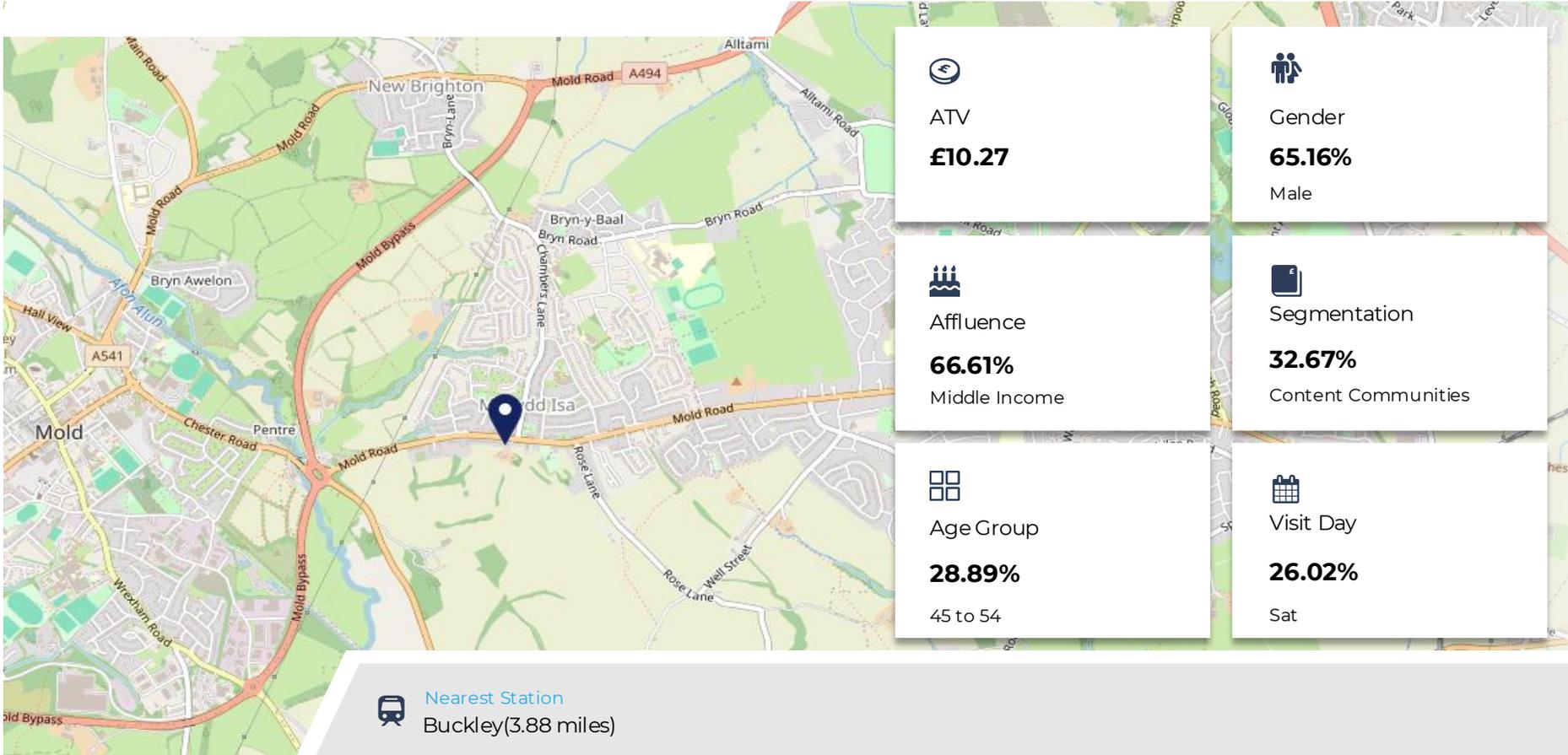
[Punch - Our Local](#)

Work Area
Chester

Region
Wales

TV Region
Harwest

Urbanicity
Urban city and town



ATV
£10.27

Gender
65.16%
Male

Affluence
66.61%
Middle Income

Segmentation
32.67%
Content Communities

Age Group
28.89%
45 to 54

Visit Day
26.02%
Sat

Top Competitors

- Glasfryn (Mold)** **#1**
CH76LR
[Brunning & Price](#)
- Pen Y Bont Farm Pub** **#2**
CH71UJ
[Marstons Premium Pubs](#)
- The Gold Cape** **#3**
CH71ES
[JD Wetherspoon](#)

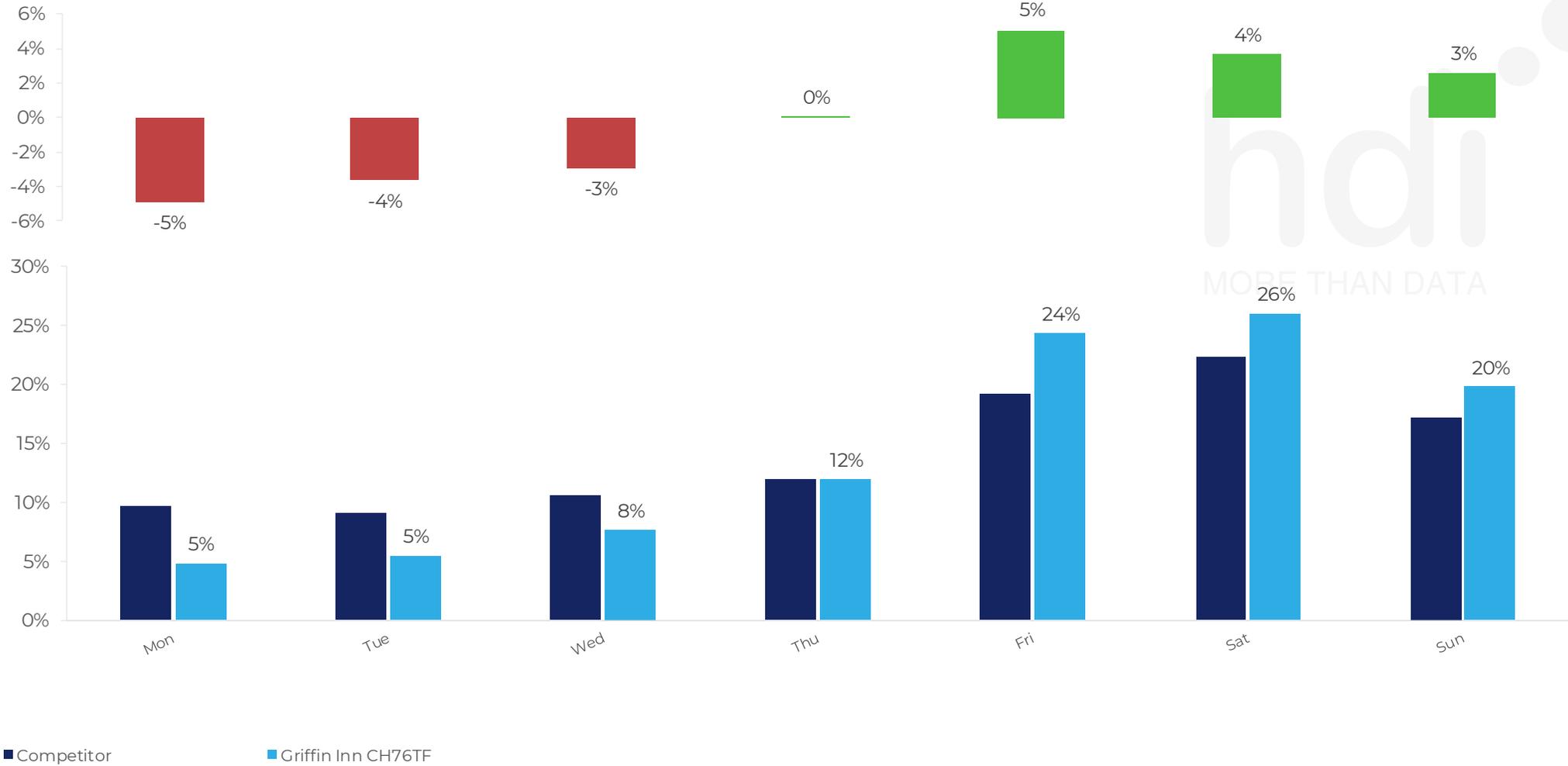
Nearest Station
Buckley(3.88 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Griffin Inn CH76TF versus its competitors?

% of spend for Griffin Inn CH76TF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

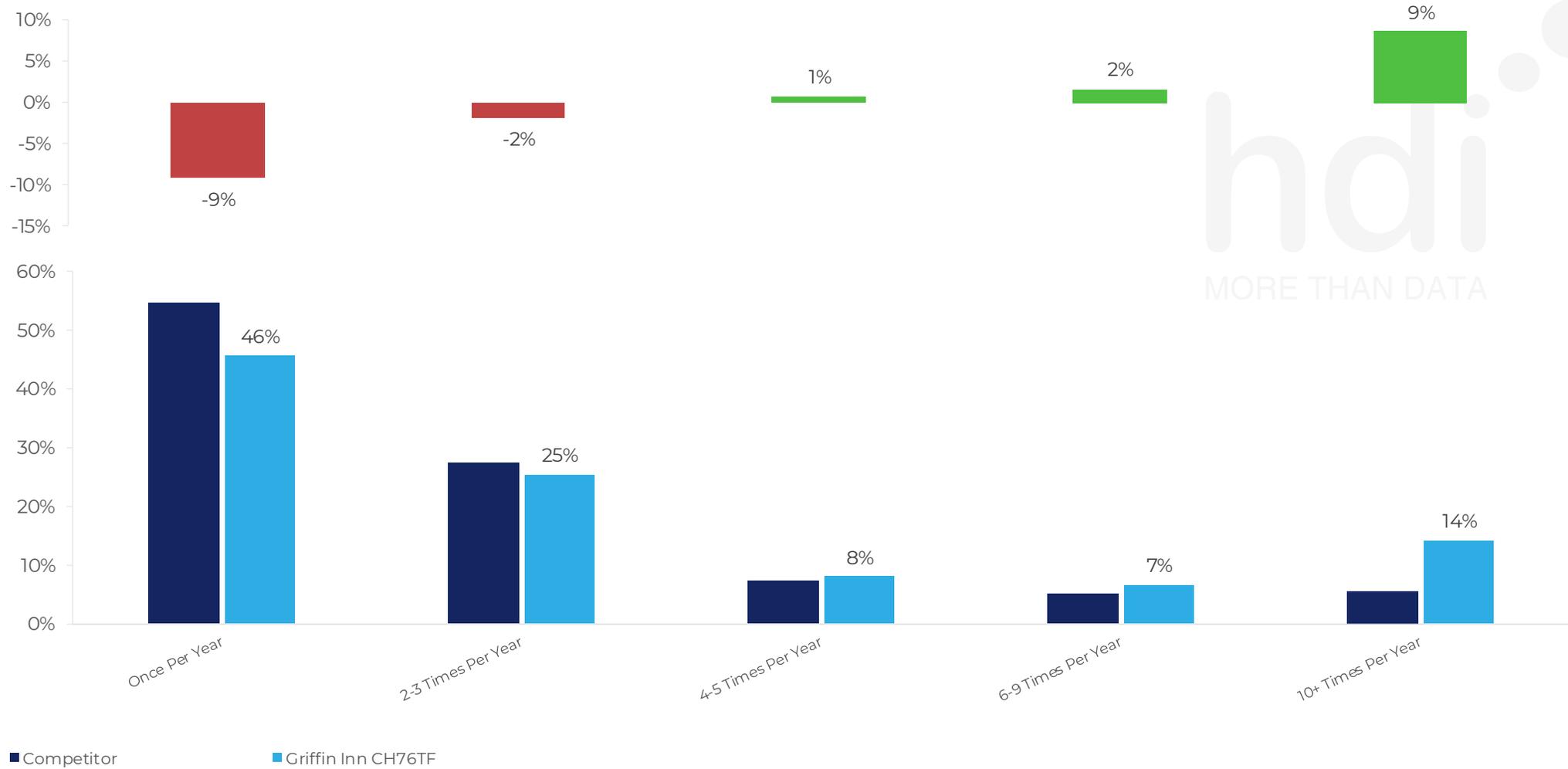




Visit Frequency

How frequently per year do customers visit Griffin Inn CH76TF versus its competitors?

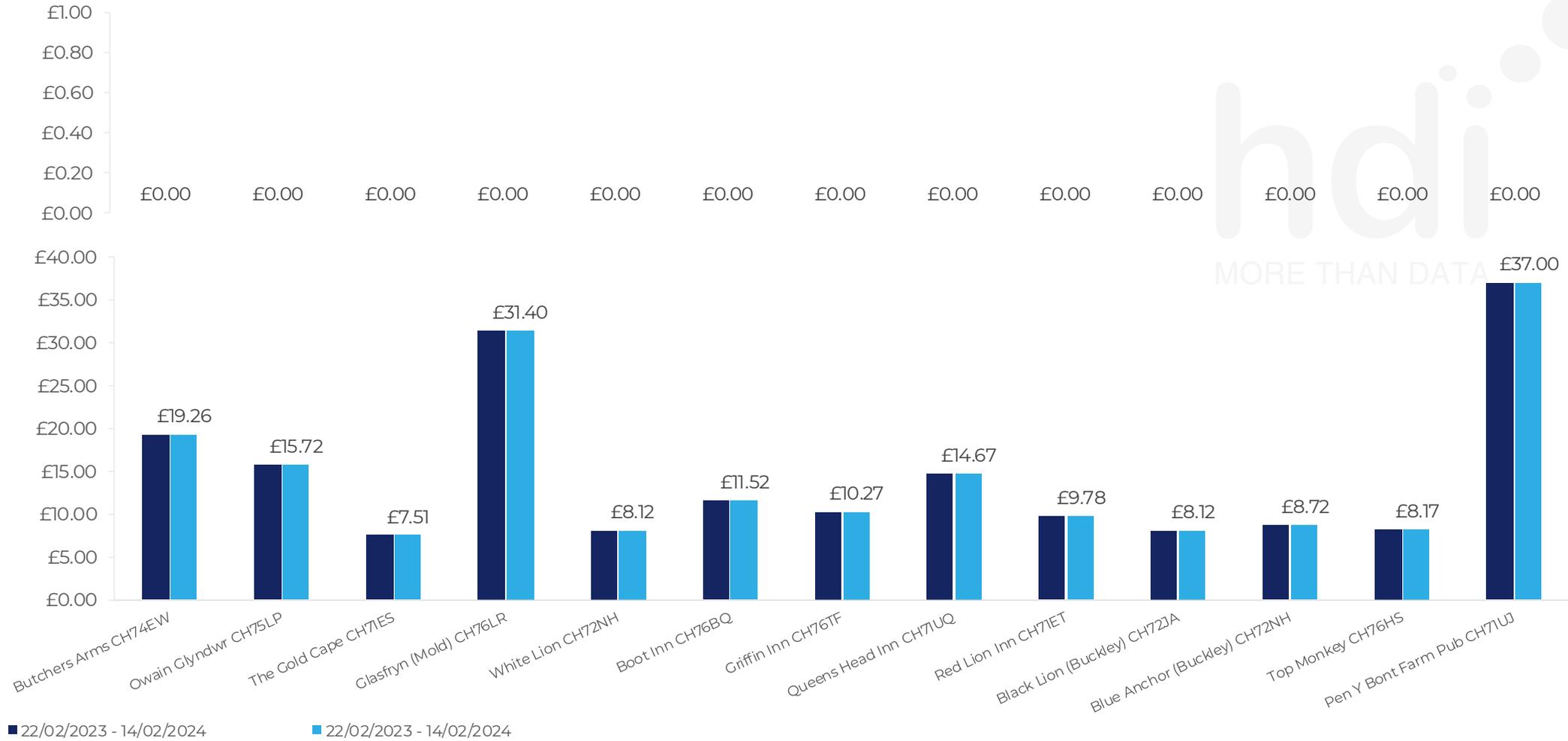
% of customer numbers for Griffin Inn CH76TF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

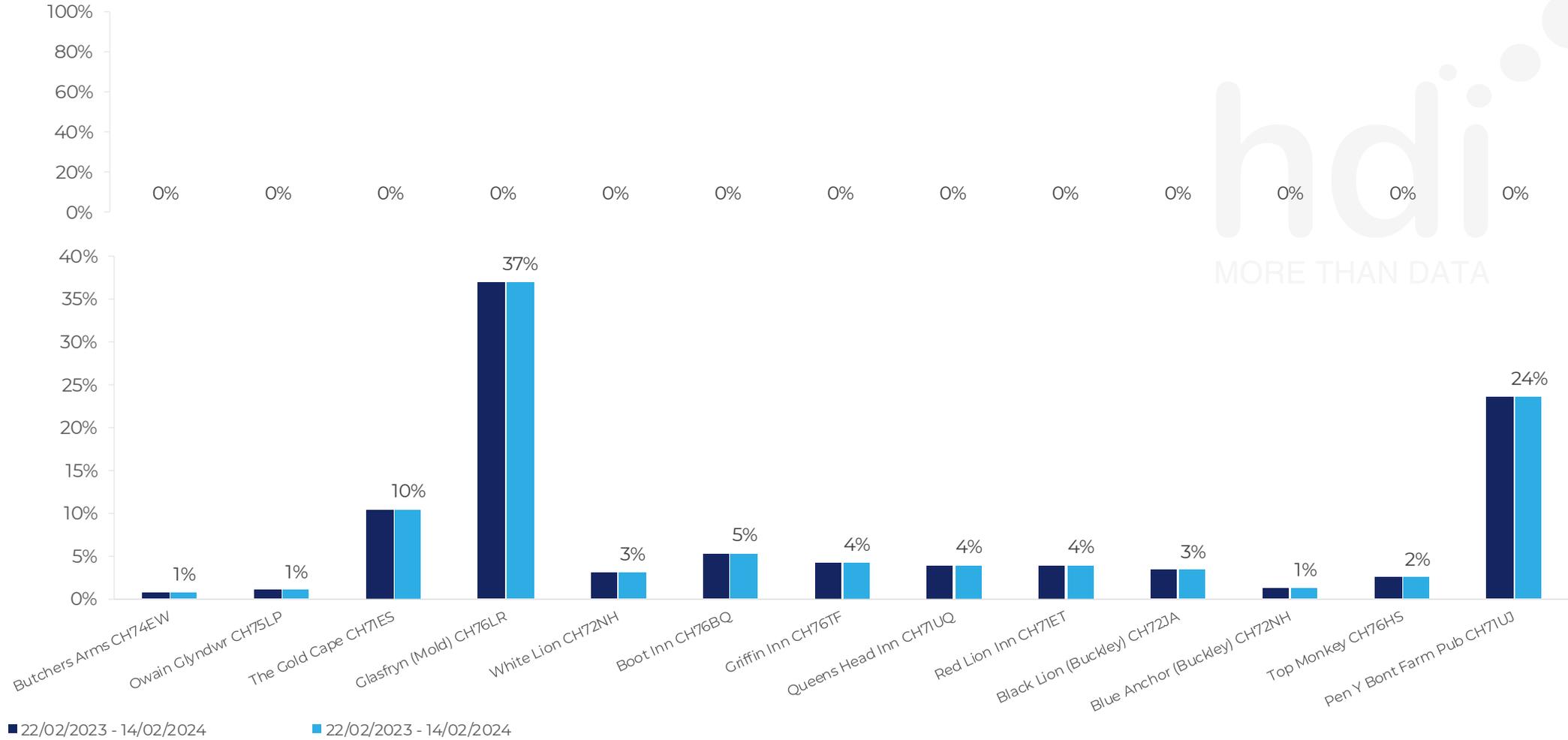
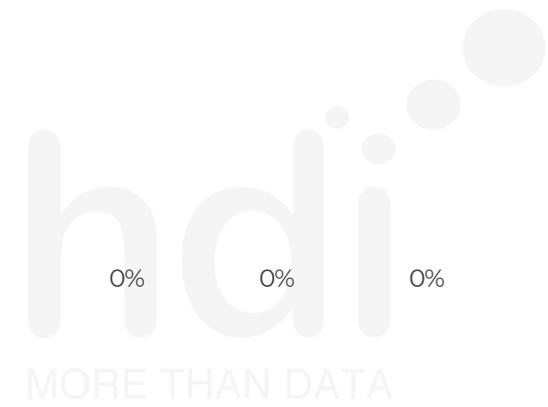




Market Share Change

How has market share changed between two date ranges?

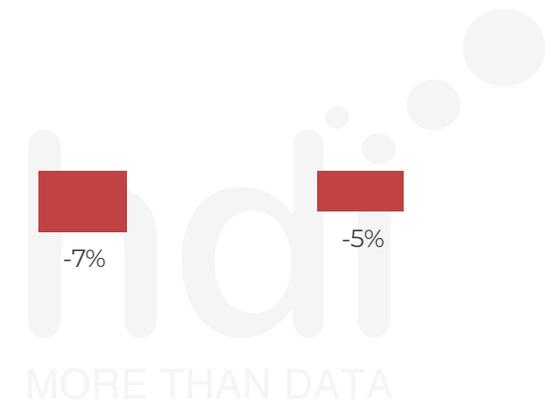
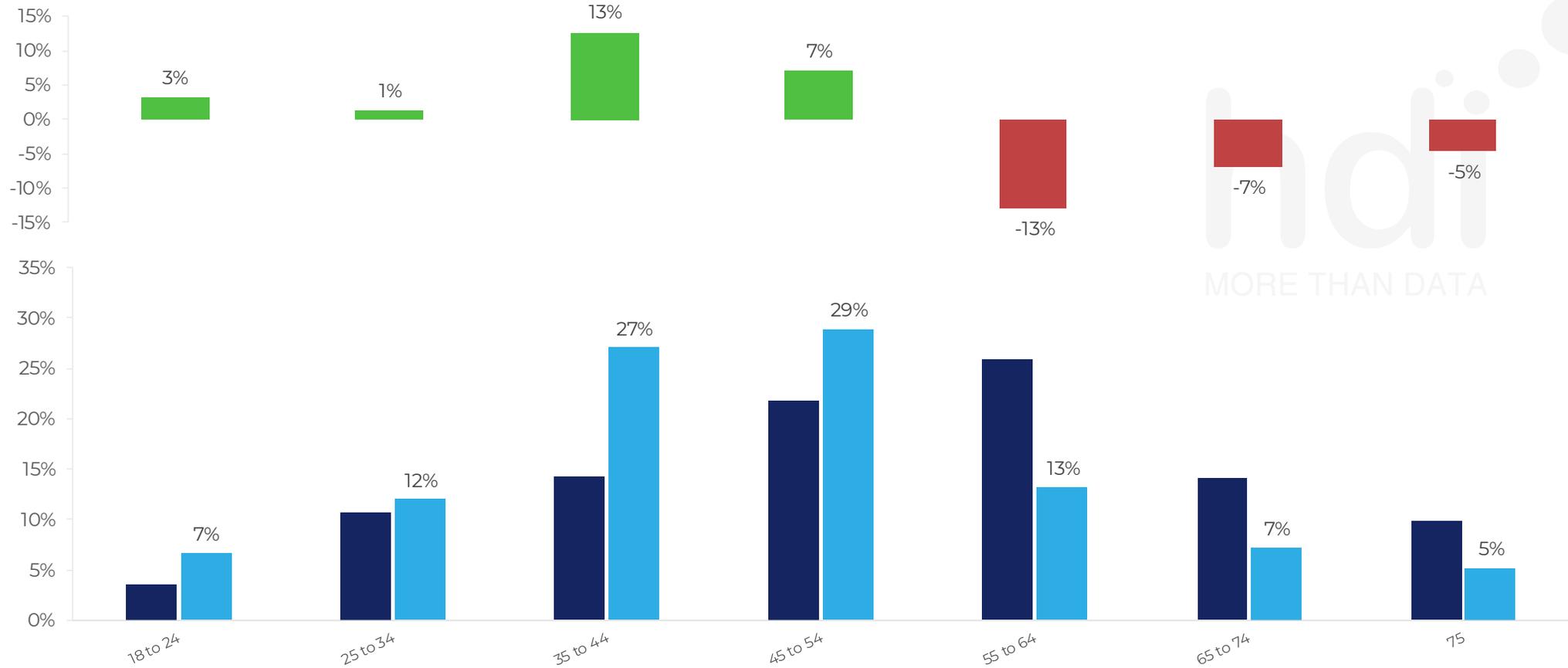
% of market share spend for Griffin Inn CH76TF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



Age

How does the age profile of customers who visit Griffin Inn CH76TF compare versus its competitors?

% of spend for Griffin Inn CH76TF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



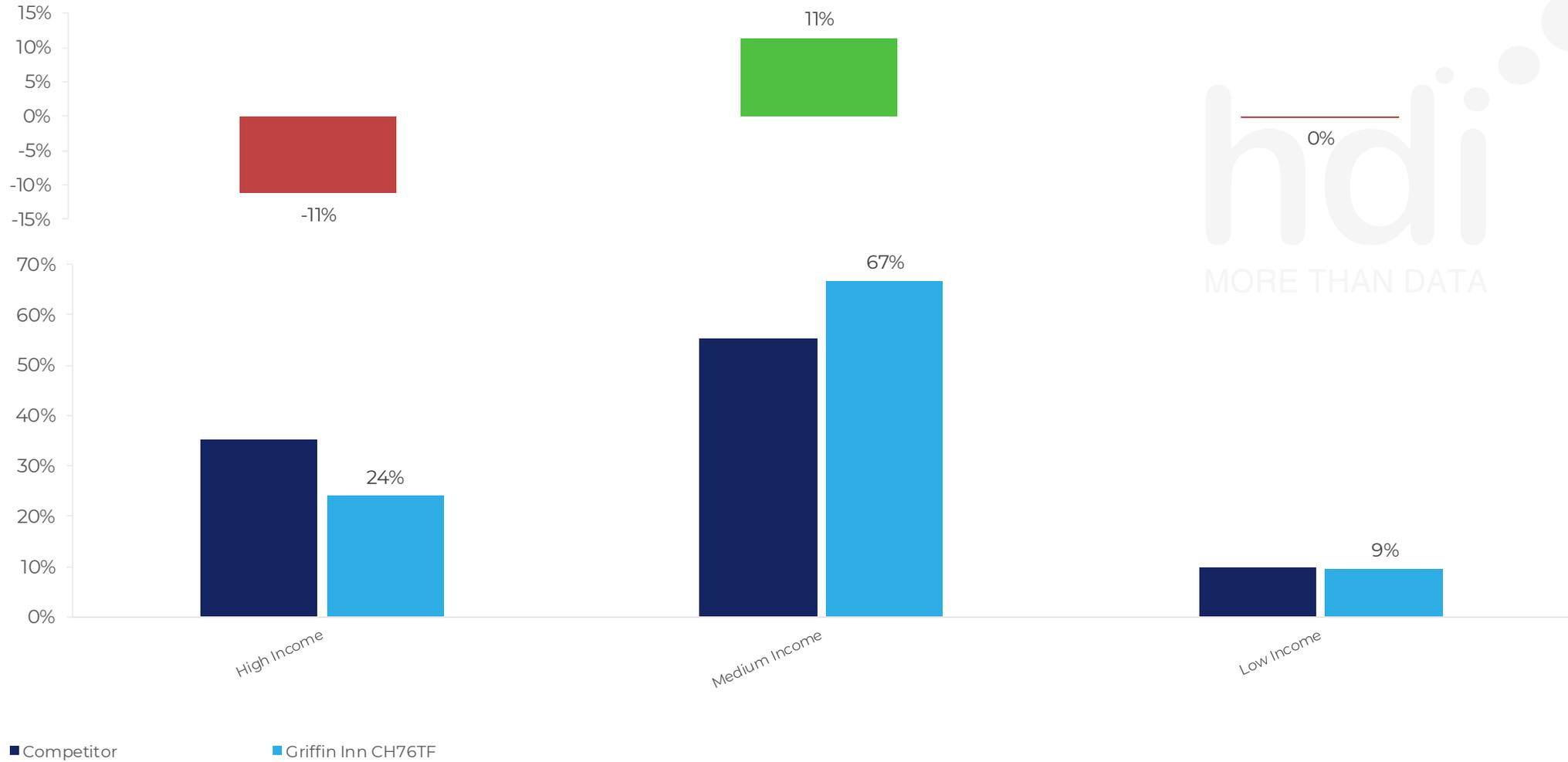
Competitor

Griffin Inn CH76TF

Affluence

How does the affluence of customers who visit Griffin Inn CH76TF compare versus its competitors?

% of spend for Griffin Inn CH76TF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

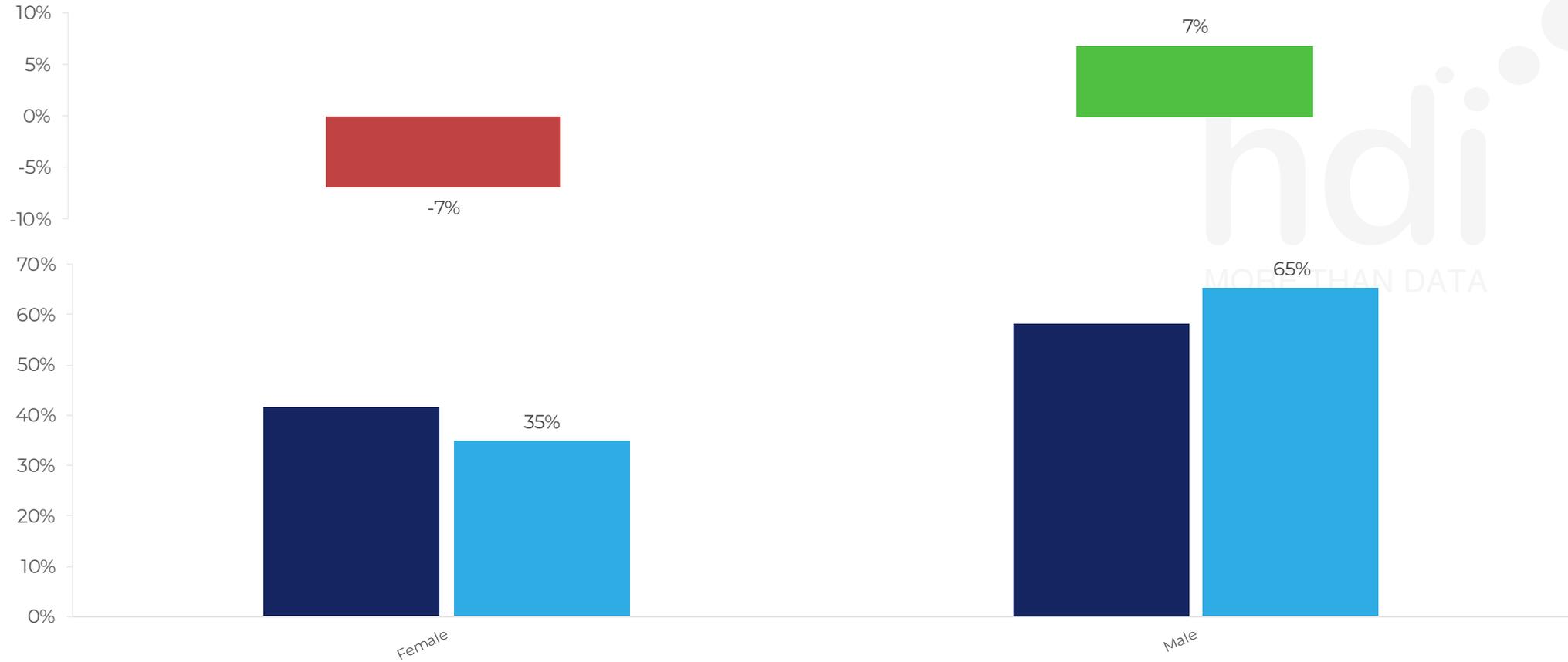




Gender

How does the gender profile of customers who visit Griffin Inn CH76TF compare versus its competitors?

% of spend for Griffin Inn CH76TF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



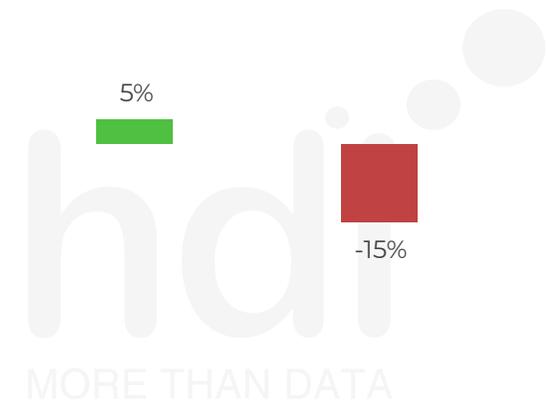
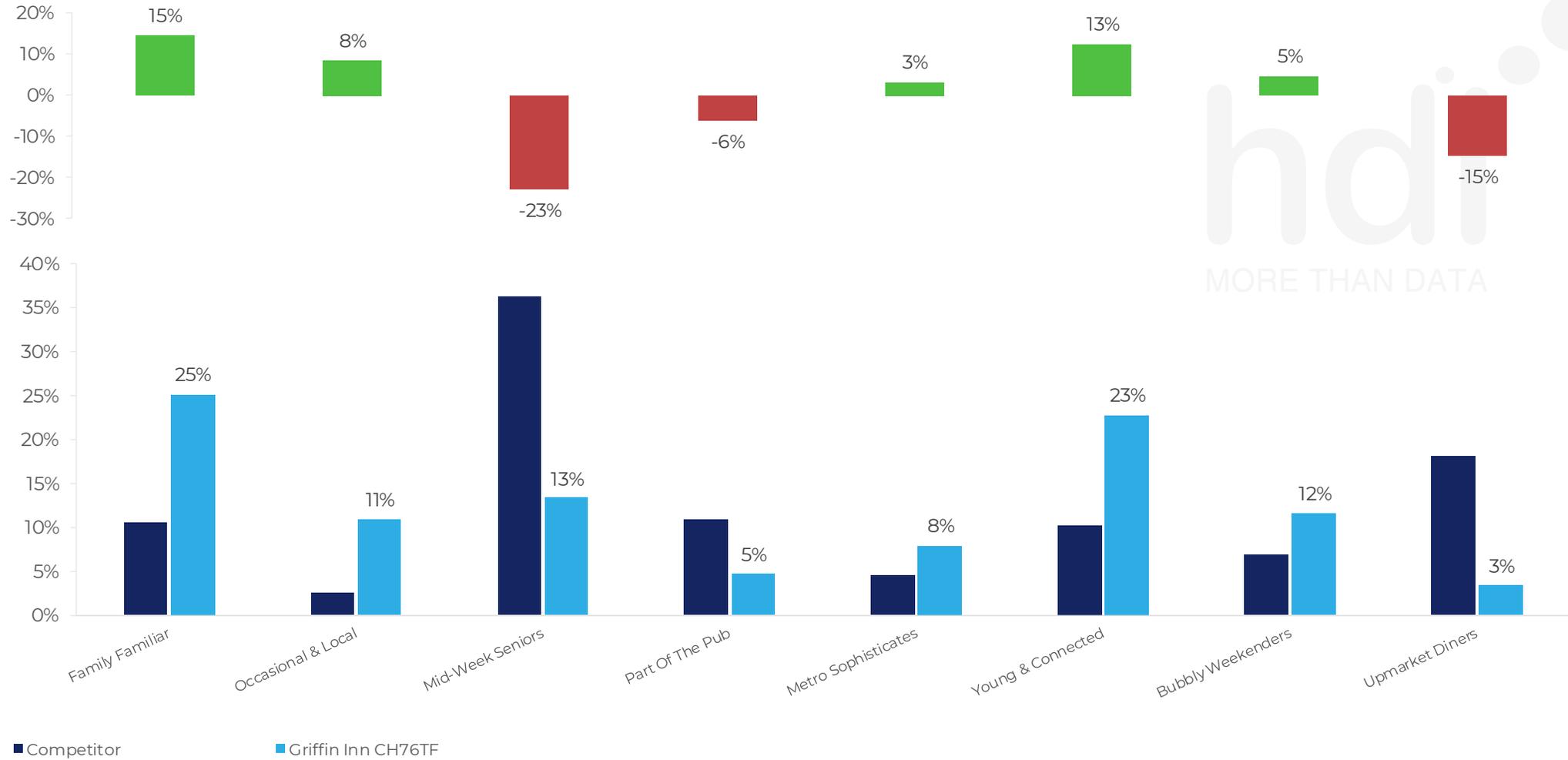
■ Competitor

■ Griffin Inn CH76TF

Punch Segmentation

How does the Custom segmentation profile of customers who visit Griffin Inn CH76TF compare versus its competitors?

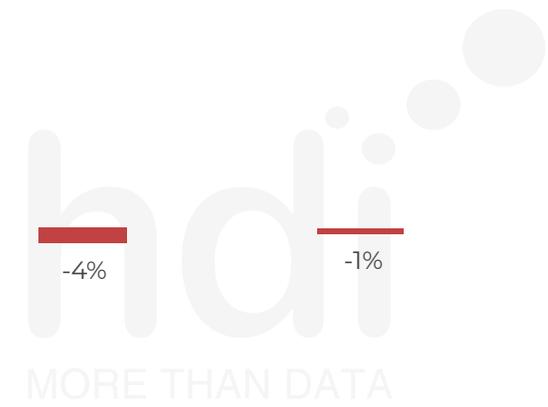
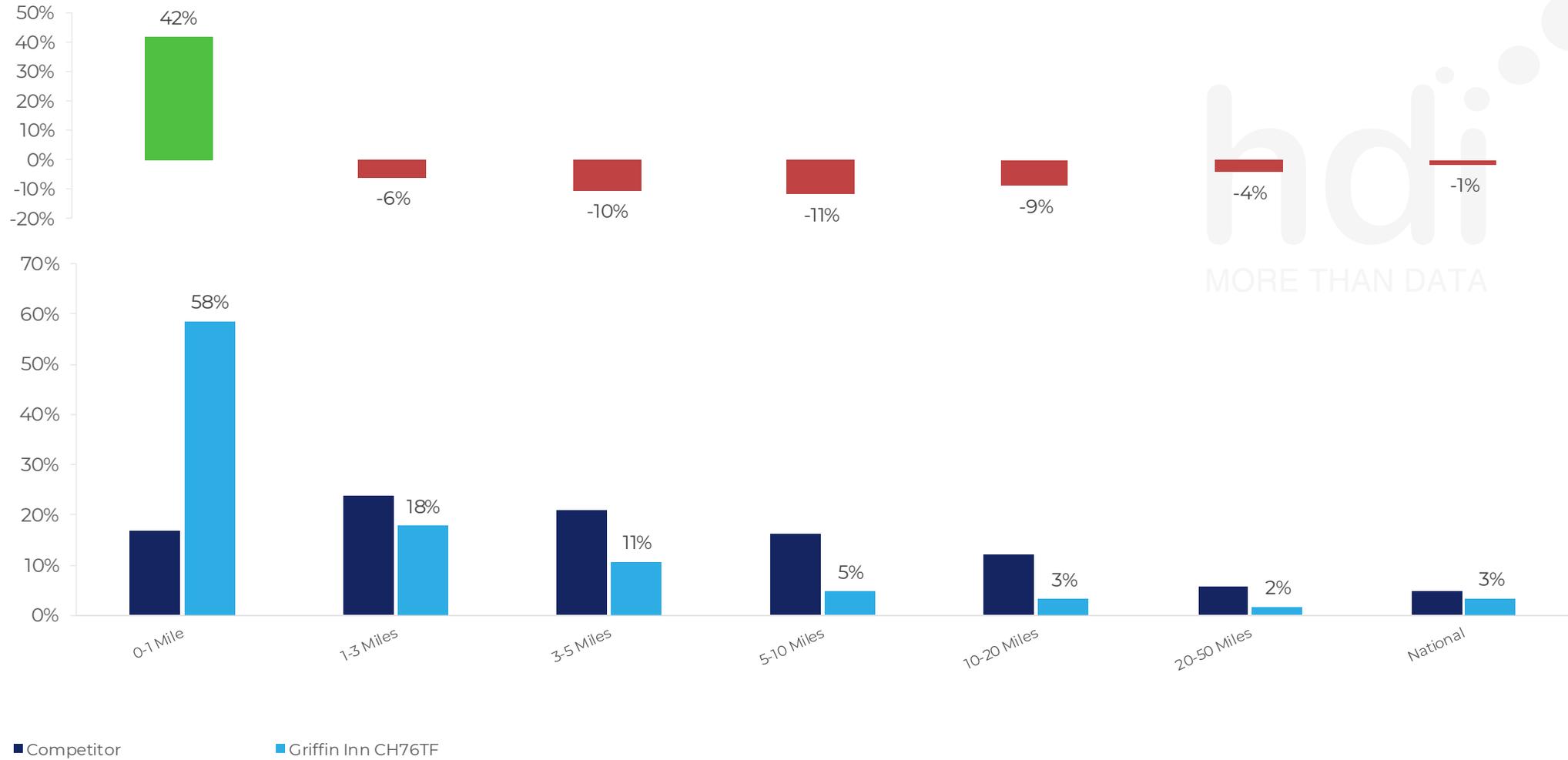
% of spend for Griffin Inn CH76TF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



Spend by Distance

How does the spend profile of Griffin Inn CH76TF compare versus its competitors based on travel distances?

% of spend for Griffin Inn CH76TF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

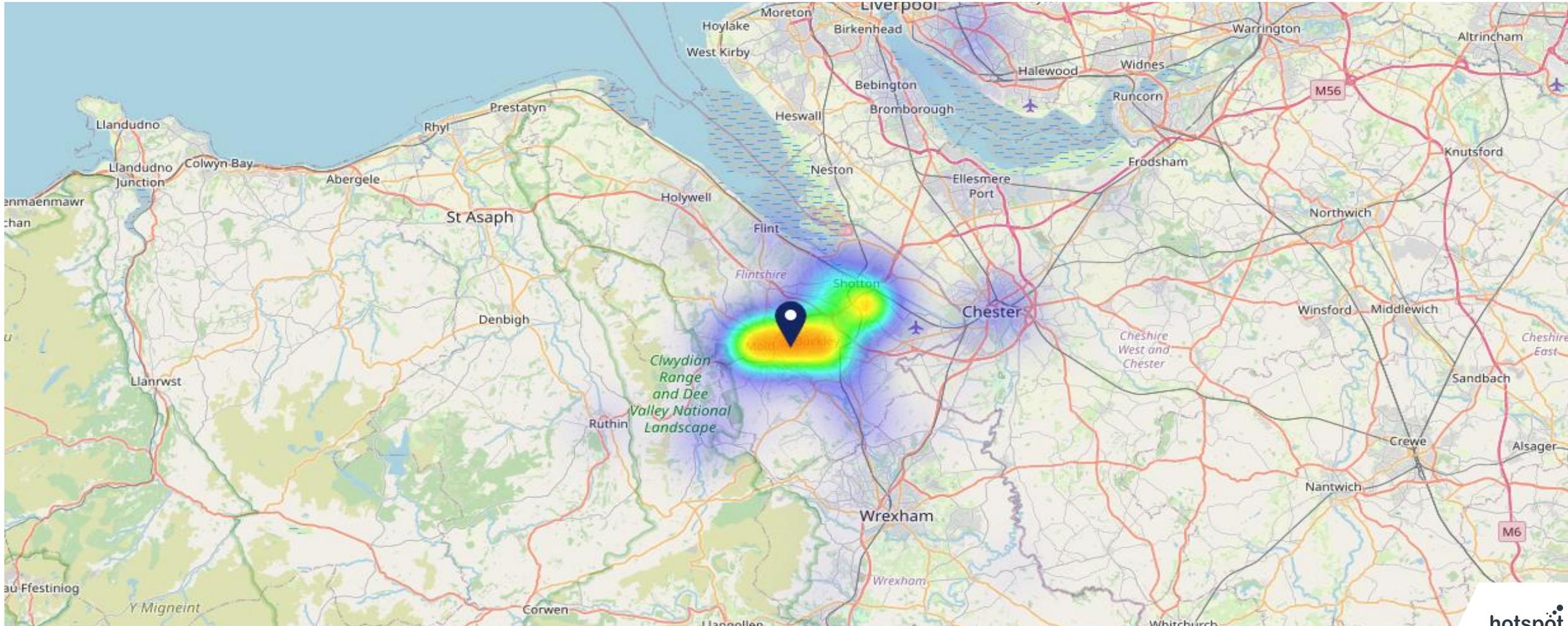




Map of Guest Origin

Where do customers of Griffin Inn CH76TF come from?

Where do customers of Griffin Inn CH76TF for 22/02/2023 - 14/02/2024 live

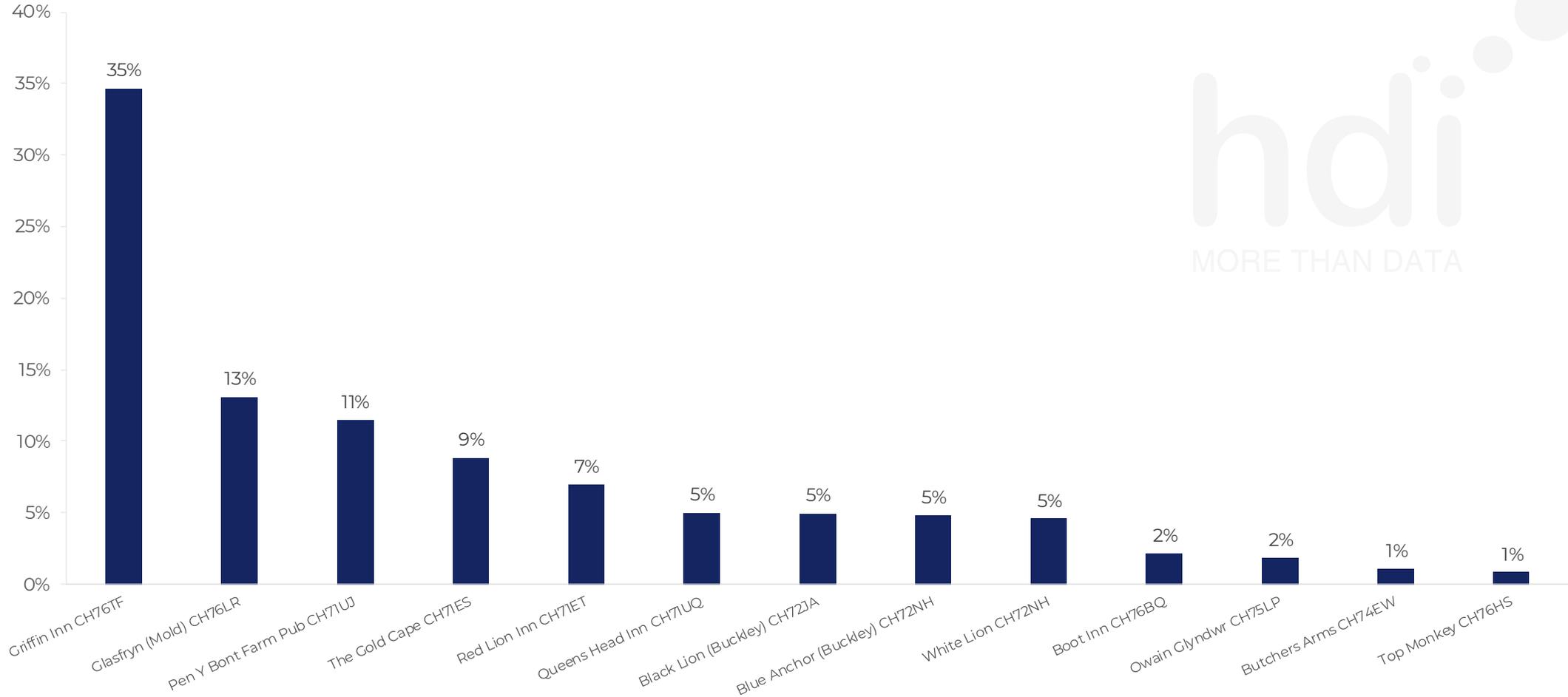




Share of Wallet

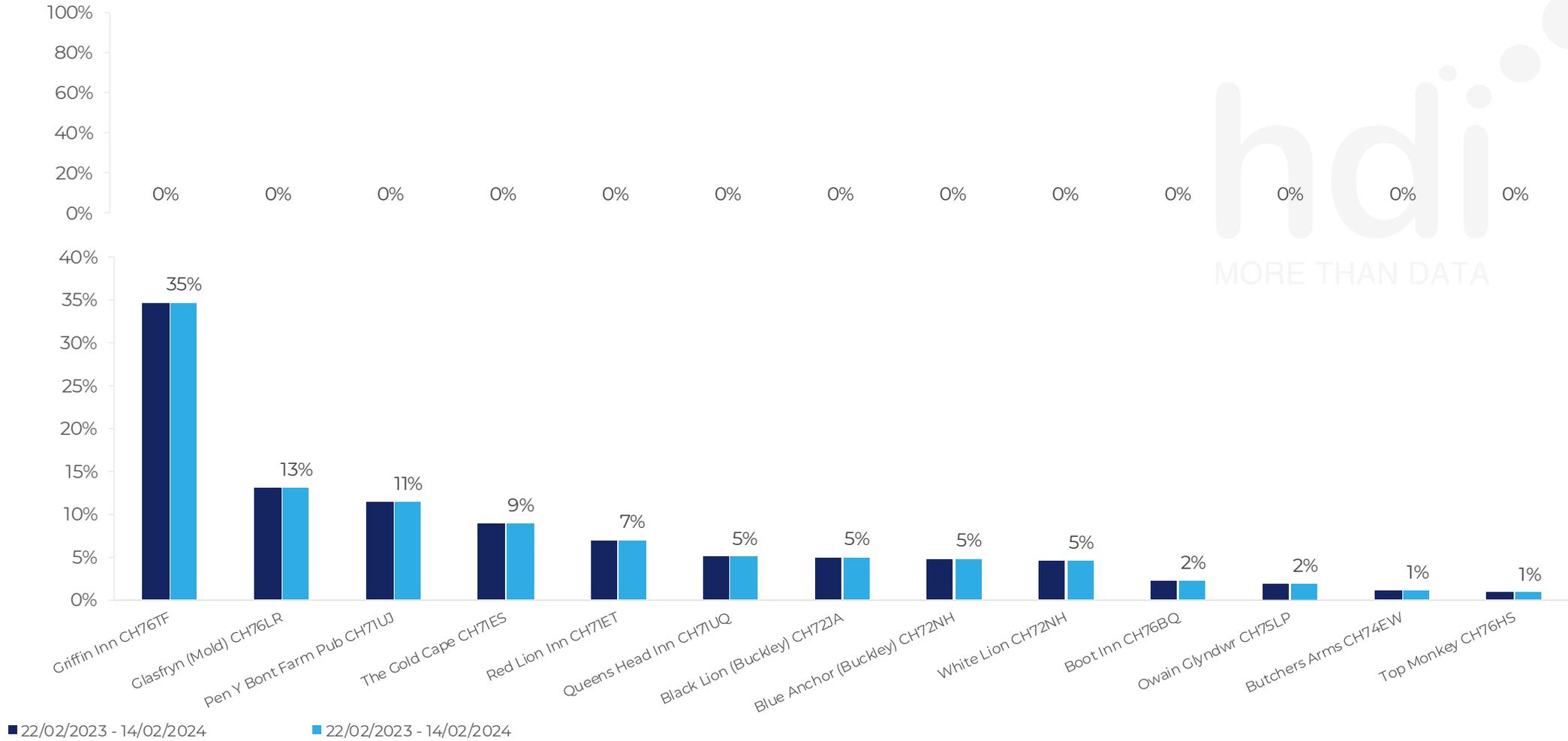
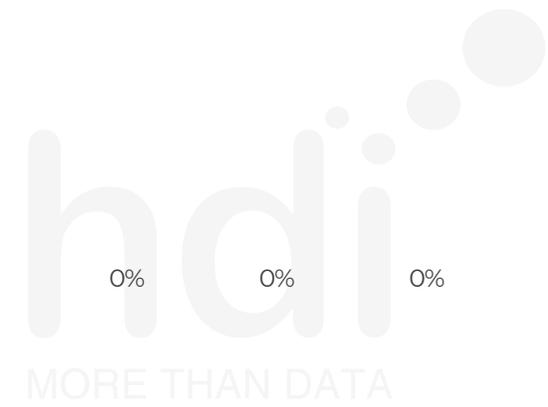
What are the Top 20 venues (by spend) that customers of Griffin Inn CH76TF also visit?

For customers of Griffin Inn CH76TF, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Griffin Inn CH76TF changed between two date ranges?





Market Summary

How does the local area for Griffin Inn CH76TF 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	£364K	3	£951K	3	£9.59M	4	£53.09M	5
Weekpart	Mon - Thu	38.6%	4	47.0%	9	45.7%	9	42.6%	7
Weekpart	Fri - Sat	47.8%	8	44.5%	6	38.9%	2	42.1%	5
Weekpart	Sun	13.6%	4	8.5%	1	15.4%	6	15.4%	5
Age	18 to 24	14.3%	9	6.5%	6	5.4%	4	5.0%	3
Age	25 to 34	20.2%	5	13.1%	2	14.6%	2	14.2%	1
Age	35 to 44	16.6%	2	17.7%	2	22.5%	5	22.2%	4
Age	45 to 54	23.2%	8	21.7%	7	20.4%	6	21.1%	7
Age	55 to 64	15.3%	5	19.6%	8	19.6%	9	20.4%	9
Age	65 to 74	8.0%	7	14.4%	10	11.1%	9	11.3%	9
Age	75+	2.4%	6	7.0%	10	6.6%	10	5.7%	9
CAMEO	Business Elite	8.6%	6	7.8%	6	6.8%	5	7.9%	6
CAMEO	Prosperous Professionals	8.9%	8	10.4%	9	12.2%	10	11.7%	10
CAMEO	Flourishing Society	8.9%	4	10.0%	4	13.2%	6	13.2%	6
CAMEO	Content Communities	14.6%	8	16.5%	9	15.8%	9	15.5%	9
CAMEO	White Collar Neighbourhoods	24.9%	10	23.0%	10	13.0%	7	11.9%	6
CAMEO	Enterprising Mainstream	16.0%	10	15.1%	10	9.3%	6	9.8%	7
CAMEO	Paying The Mortgage	9.7%	3	9.2%	2	15.7%	6	15.6%	6
CAMEO	Cash Conscious Communities	5.6%	3	3.2%	1	3.8%	1	4.1%	1
CAMEO	On A Budget	2.3%	2	3.2%	2	6.7%	6	6.3%	5
CAMEO	Family Value	0.4%	2	1.6%	4	3.4%	6	3.9%	6
Affluence	AB	26.4%	5	28.1%	6	32.3%	6	32.8%	6
Affluence	CIC2	65.3%	10	63.8%	10	53.8%	8	52.8%	8
Affluence	DE	8.3%	1	8.1%	1	14.0%	3	14.3%	3



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Our Local Destination

Achievable Average Weekly Takings

£10000

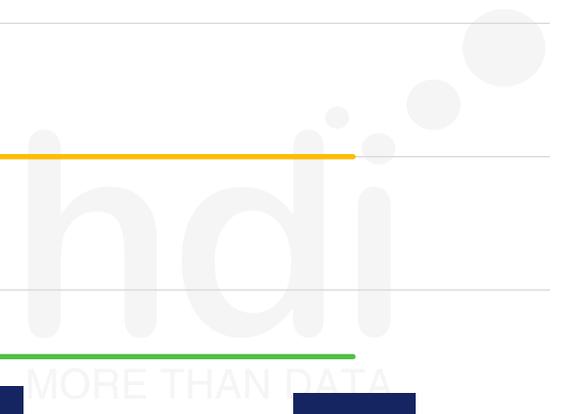
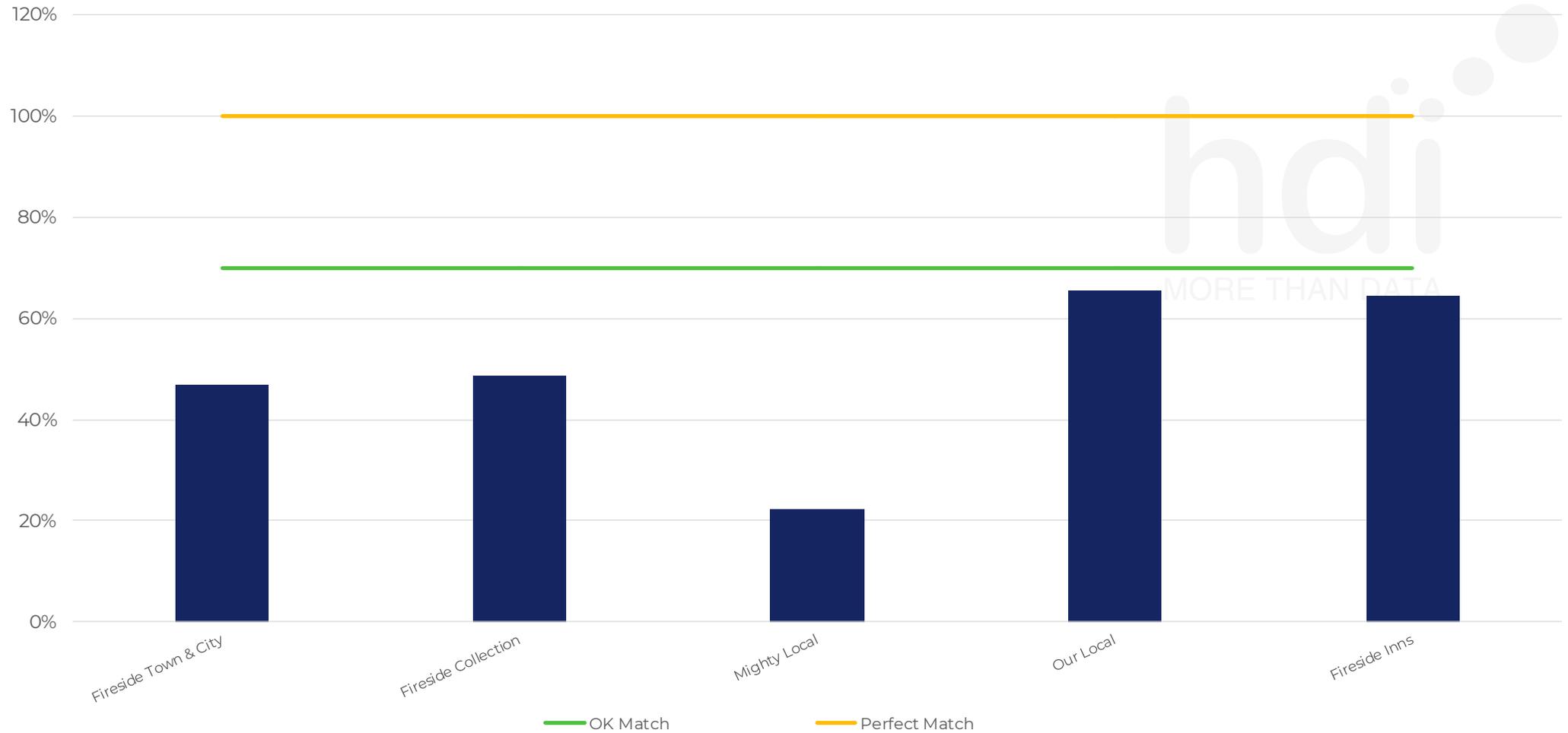


- A Food-Led High Affluence
- B Food-Led Mid Affluence
- C Wet-Led Mid/High Affluence
- D Wet-Led Low Affluence
- E Food-Led Low Affluence
- 1 AWT
- 2 Local Regulars
- 3 Local Passing Trade
- 4 Destination Wet-Led
- 5 Destination Food-Led
- 6 Destination Very Food-Led



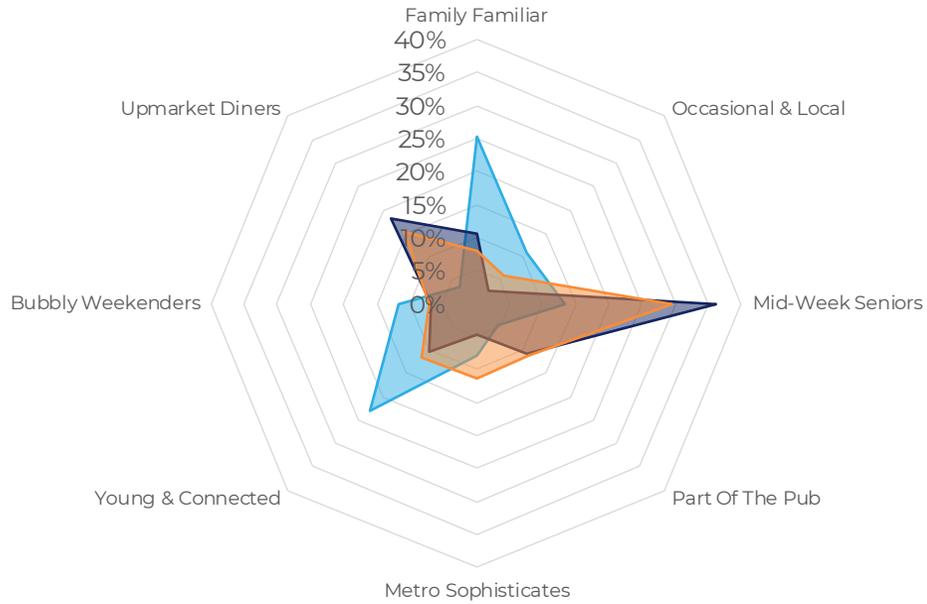
Site Potential 2

Concept Recommendation





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 Weekenders	Upmarket Diners
Griffin Inn	148	25.17%	10.92%	13.32%	4.72%	7.97%	22.81%	11.63%	3.43%
Local Catchment	2085	10.61%	2.50%	36.21%	10.87%	4.62%	10.16%	6.89%	18.11%
Punch T&L	110515	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Griffin Inn vs Local Catchment		14.56%	8.42%	-22.89%	-6.15%	3.35%	12.65%	4.74%	-14.68%
Griffin Inn vs Punch T&L		17.09%	5.00%	-16.22%	-6.46%	-3.32%	11.19%	4.48%	-11.76%
Local Catchment vs Punch T&L		25.3%	-3.42%	6.67%	-0.31%	-6.67%	-1.46%	-0.26%	2.92%

■ Griffin Inn

■ Local Catchment

■ Punch T&L

Local Competitor Profiles

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
Griffin Inn CH76TF	148	25.17%	10.92%	13.32%	4.72%	7.97%	22.81%	11.63%	3.43%
Glasfryn (Mold) CH76LR	996	6.21%	1.73%	40.13%	2.44%	7.03%	6.41%	6.68%	29.33%
Pen Y Bont Farm Pub CH71UJ	597	17.59%	1.69%	39.26%	2.35%	2.33%	9.72%	6.41%	20.61%
The Gold Cape CH71ES	623	19.18%	1.73%	18.70%	25.98%	6.87%	15.20%	6.60%	5.69%
Red Lion Inn CH71ET	199	13.67%	0.66%	6.53%	23.05%	3.98%	25.88%	17.47%	8.72%
Queens Head Inn CH71UQ	125	5.35%	9.31%	59.50%	9.98%	0.76%	6.91%	2.24%	5.90%
Black Lion (Buckley) CH72JA	120	5.73%	1.91%	7.80%	43.65%	1.78%	25.60%	10.45%	3.04%
Blue Anchor (Buckley) CH72NH	49	4.23%	0.67%	6.63%	59.04%	0.00%	19.79%	8.27%	1.33%
White Lion CH72NH	111	5.47%	1.66%	54.33%	11.73%	1.59%	20.11%	3.61%	1.46%
Boot Inn CH76BQ	155	12.45%	4.15%	55.03%	2.44%	5.35%	7.97%	6.82%	5.75%
Owain Glyndwr CH75LP	38	1.32%	20.78%	26.76%	11.89%	2.35%	24.30%	0.33%	12.23%
Butchers Arms CH74EW	26	5.36%	0.37%	60.30%	0.00%	5.74%	5.68%	13.78%	8.74%
Top Monkey CH76HS	98	11.57%	2.57%	11.62%	52.72%	1.65%	5.90%	10.06%	3.87%