Site Summary

The Oak PR50JE

PR50JE

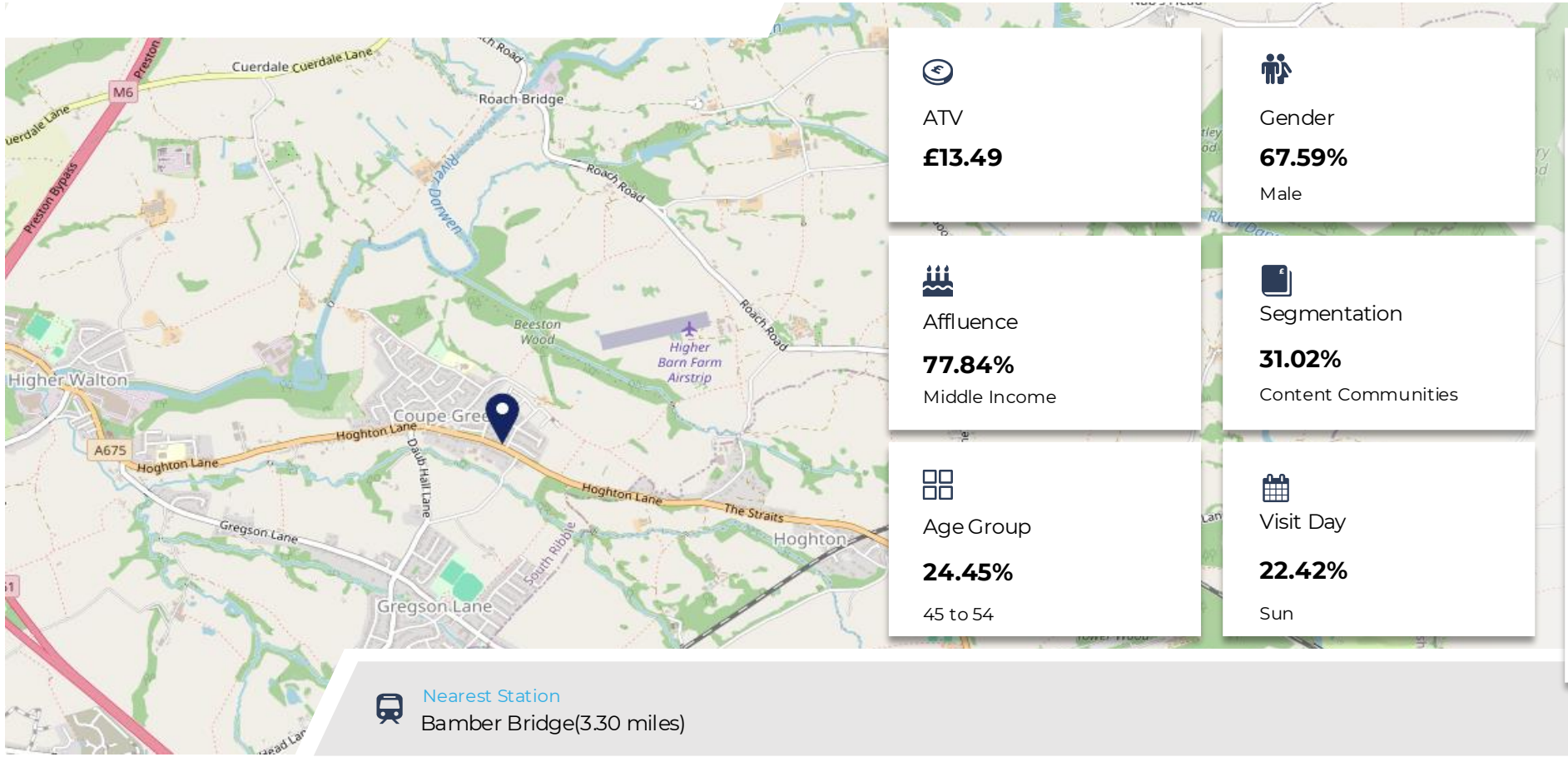
Punch - Our Local

Work Area
Preston

Region
North West

TV Region
North West

Urbanicity
Urban city and town



ATV
£13.49

Gender
67.59%
Male

Affluence
77.84%
Middle Income

Segmentation
31.02%
Content Communities

Age Group
24.45%
45 to 54

Visit Day
22.42%
Sun

Top Competitors

#1 Boars Head Hotel
PR50RX
Pub Restaurant

#2 Swan Inn
PR54DY
Pub Restaurant

#3 Beam & Brycg Bamber[illegible]
PR56QL
Craft Union

Nearest Station
Bamber Bridge(3.30 miles)

hotspot

958 Site Customers

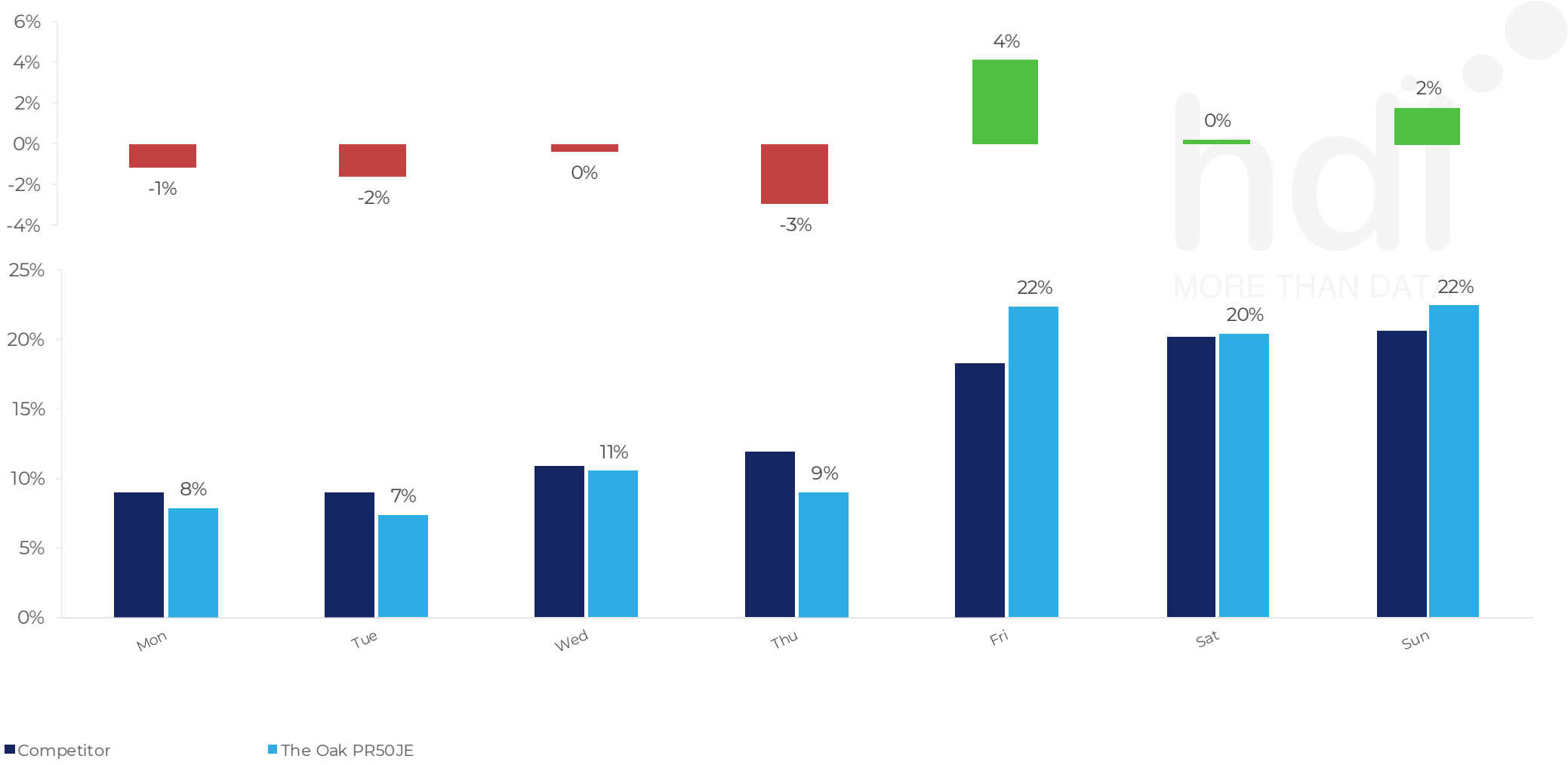
9 Competitors

18793 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for The Oak PR50JE versus its competitors?

% of spend for The Oak PR50JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

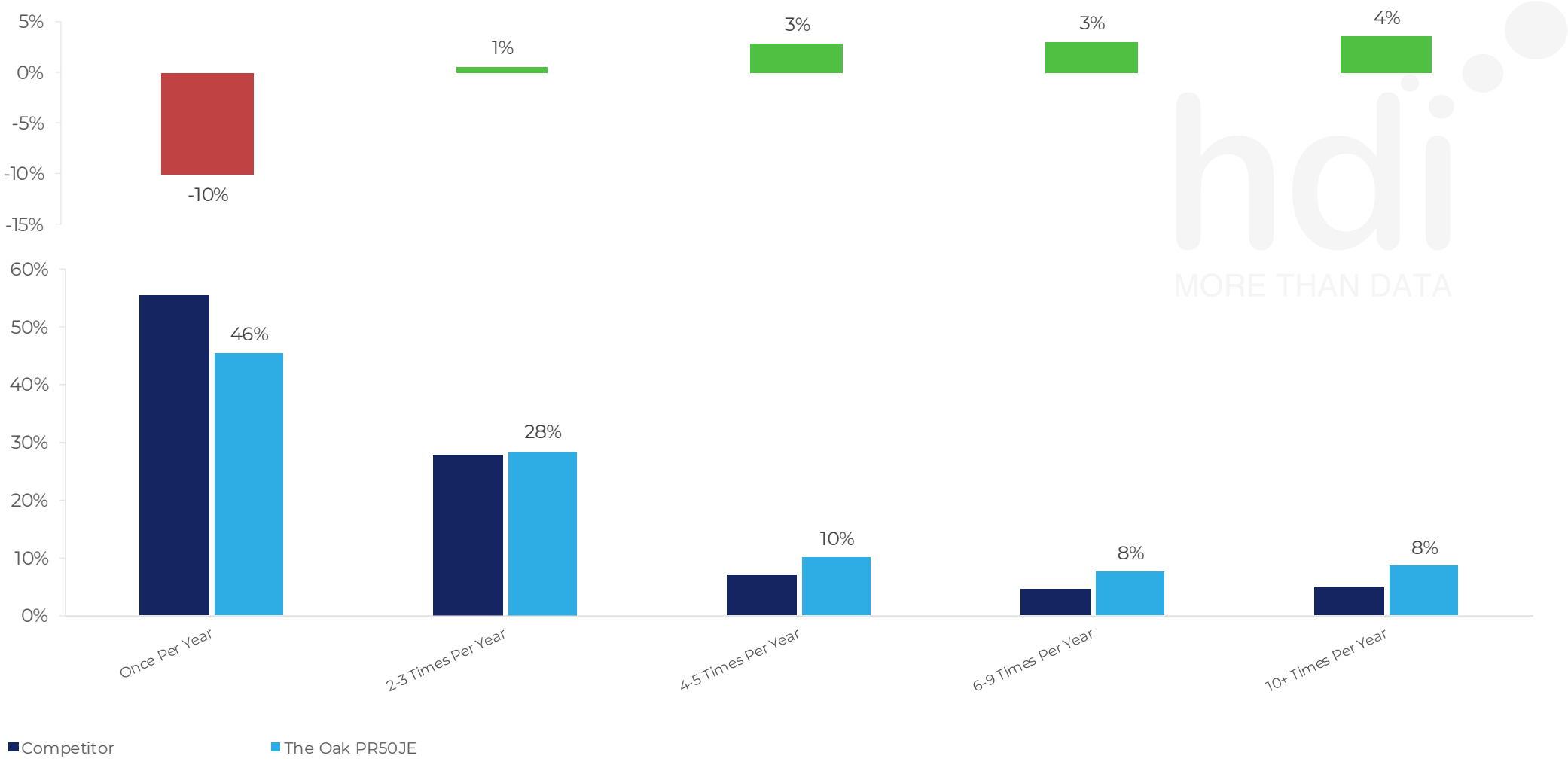


MORE THAN DATA

Visit Frequency

How frequently per year do customers visit The Oak PR50JE versus its competitors?

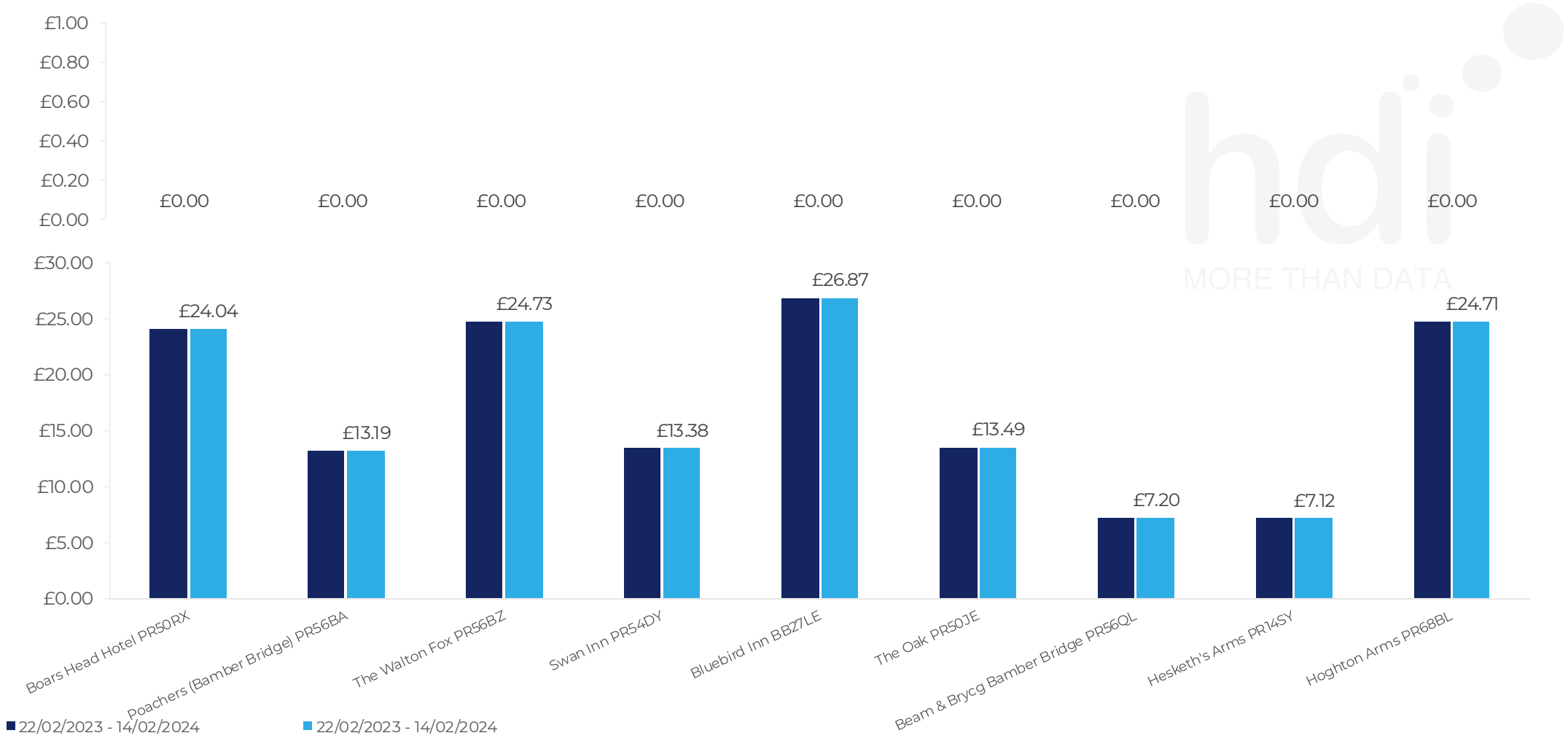
% of customer numbers for The Oak PR50JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



MORE THAN DATA

ATV Change

How has ATV changed between two date ranges?



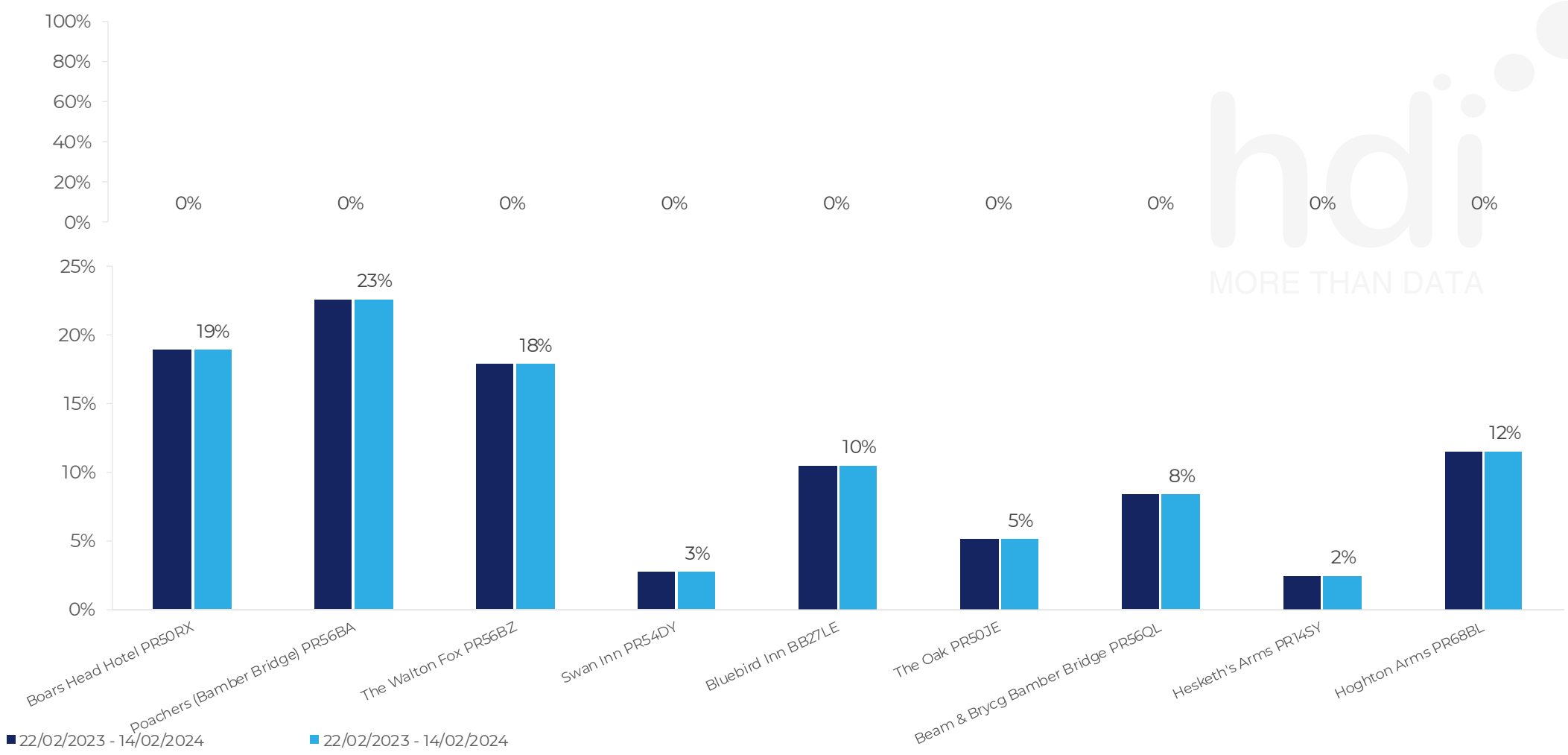
MORE THAN DATA

hotspot

Market Share Change

How has market share changed between two date ranges?

% of market share spend for The Oak PR50JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

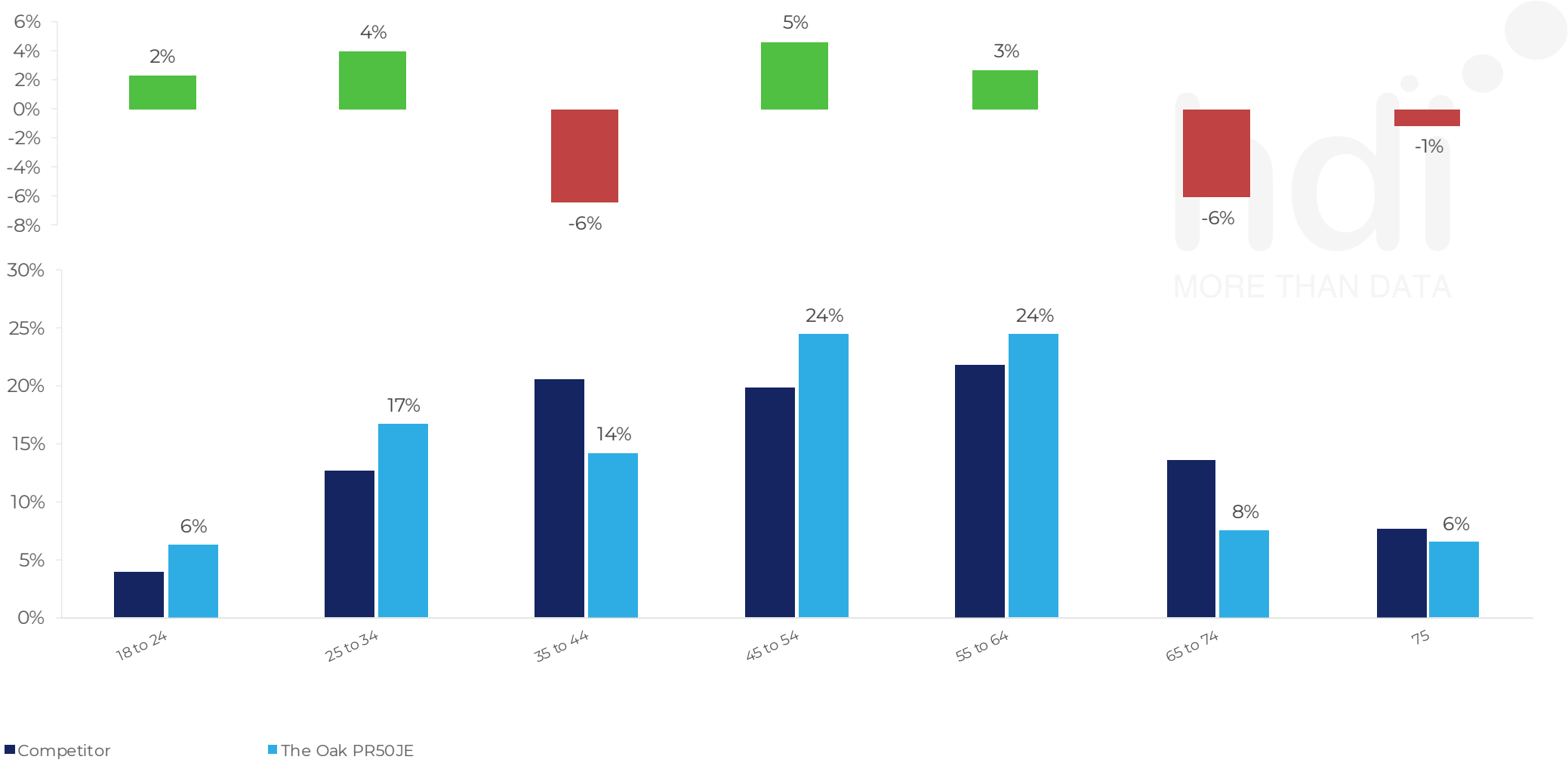


MORE THAN DATA

Age

How does the age profile of customers who visit The Oak PR50JE compare versus its competitors?

% of spend for The Oak PR50JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

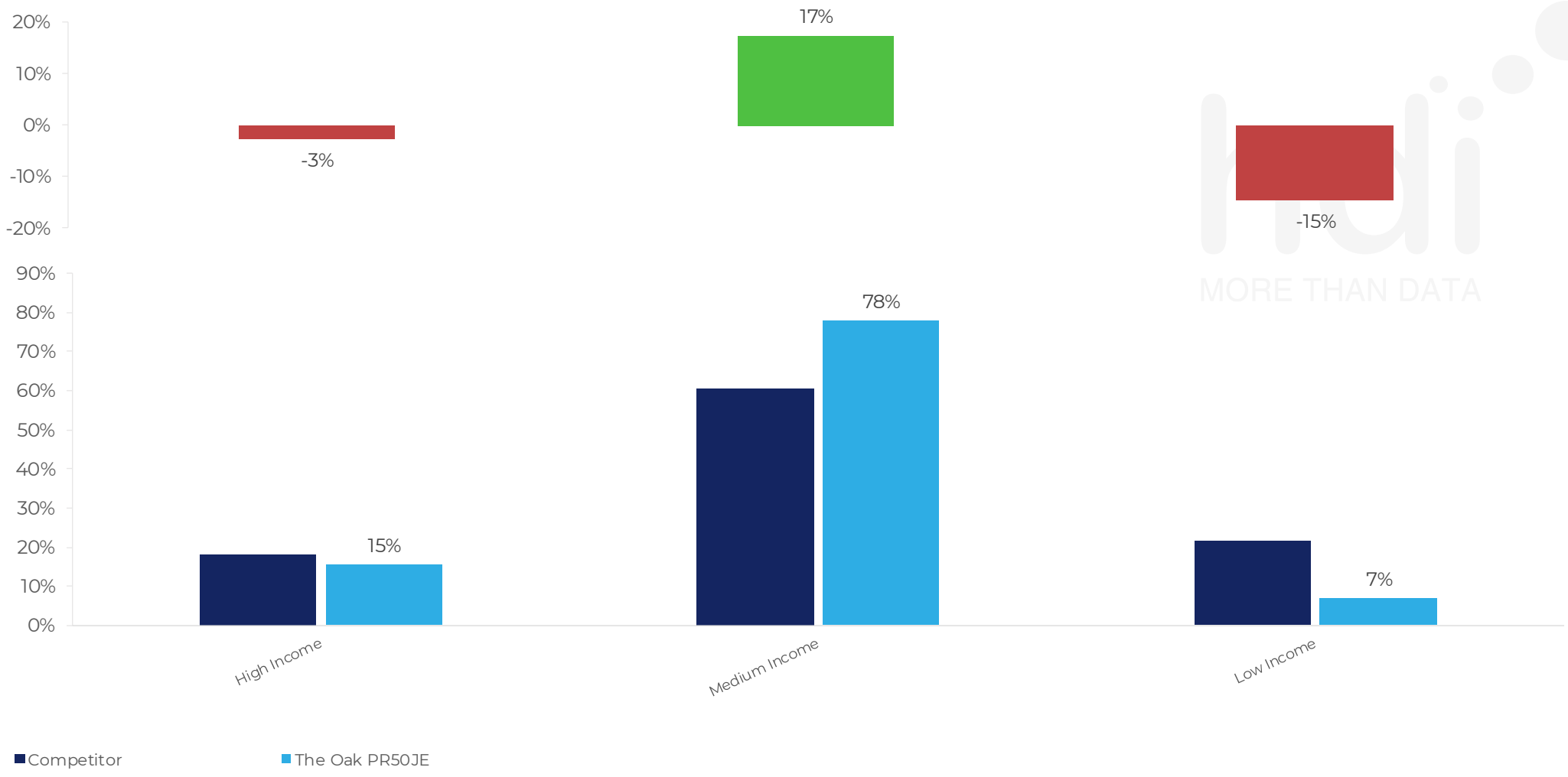


MORE THAN DATA

Affluence

How does the affluence of customers who visit The Oak PR50JE compare versus its competitors?

% of spend for The Oak PR50JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

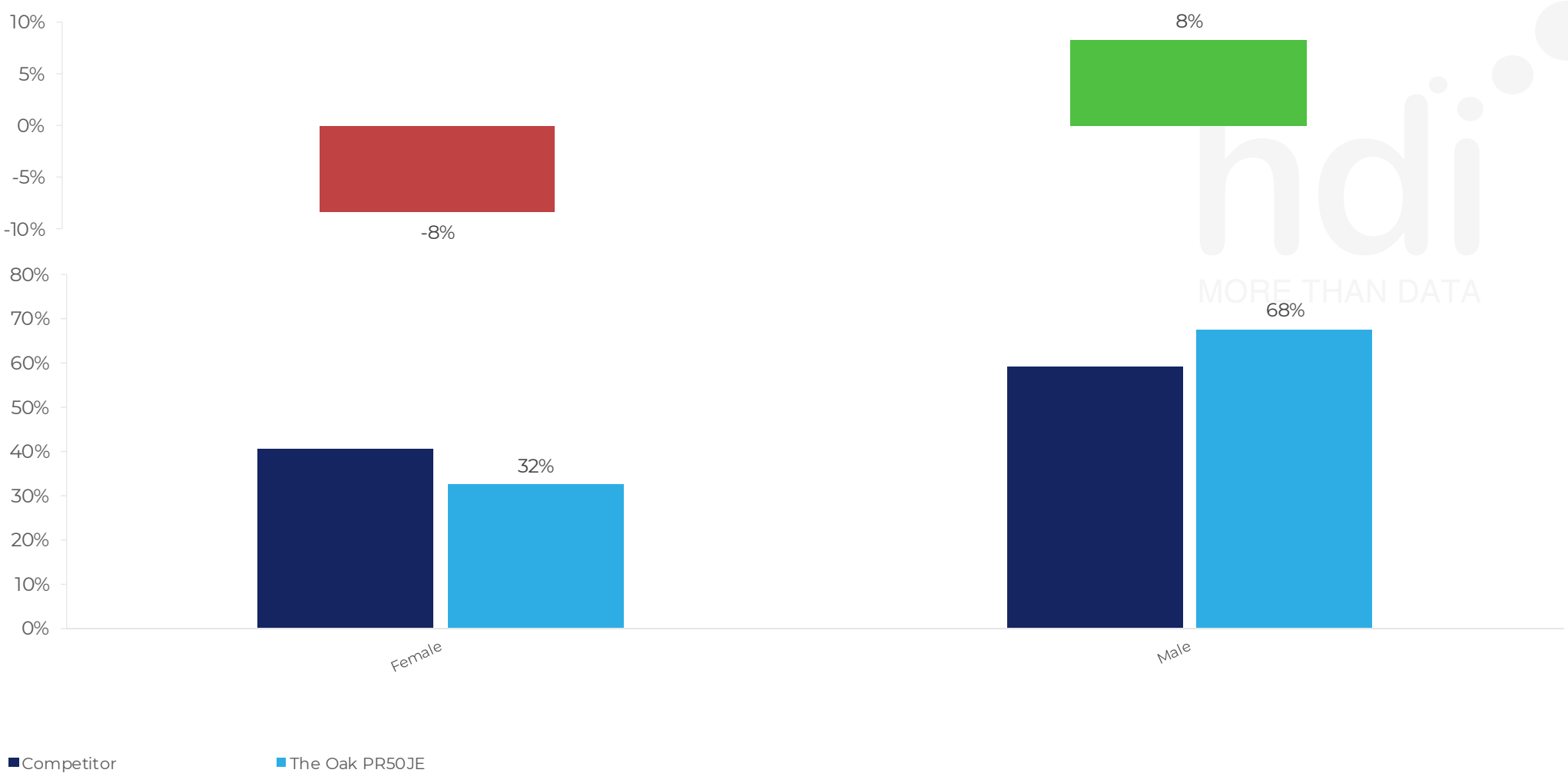


MORE THAN DATA

Gender

How does the gender profile of customers who visit The Oak PR50JE compare versus its competitors?

% of spend for The Oak PR50JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

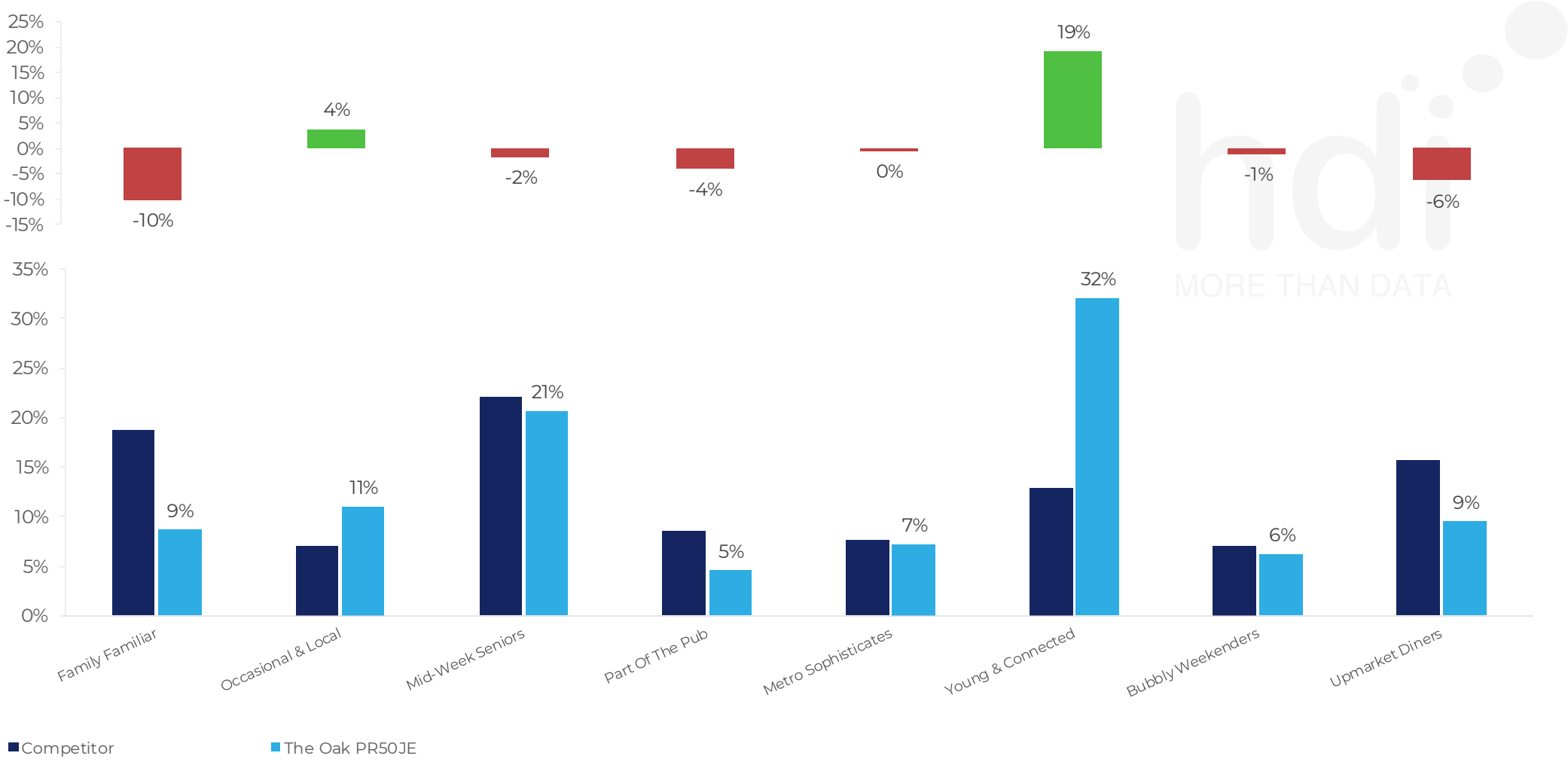


MORE THAN DATA

Punch Segmentation

How does the Custom segmentation profile of customers who visit The Oak PR50JE compare versus its competitors?

% of spend for The Oak PR50JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

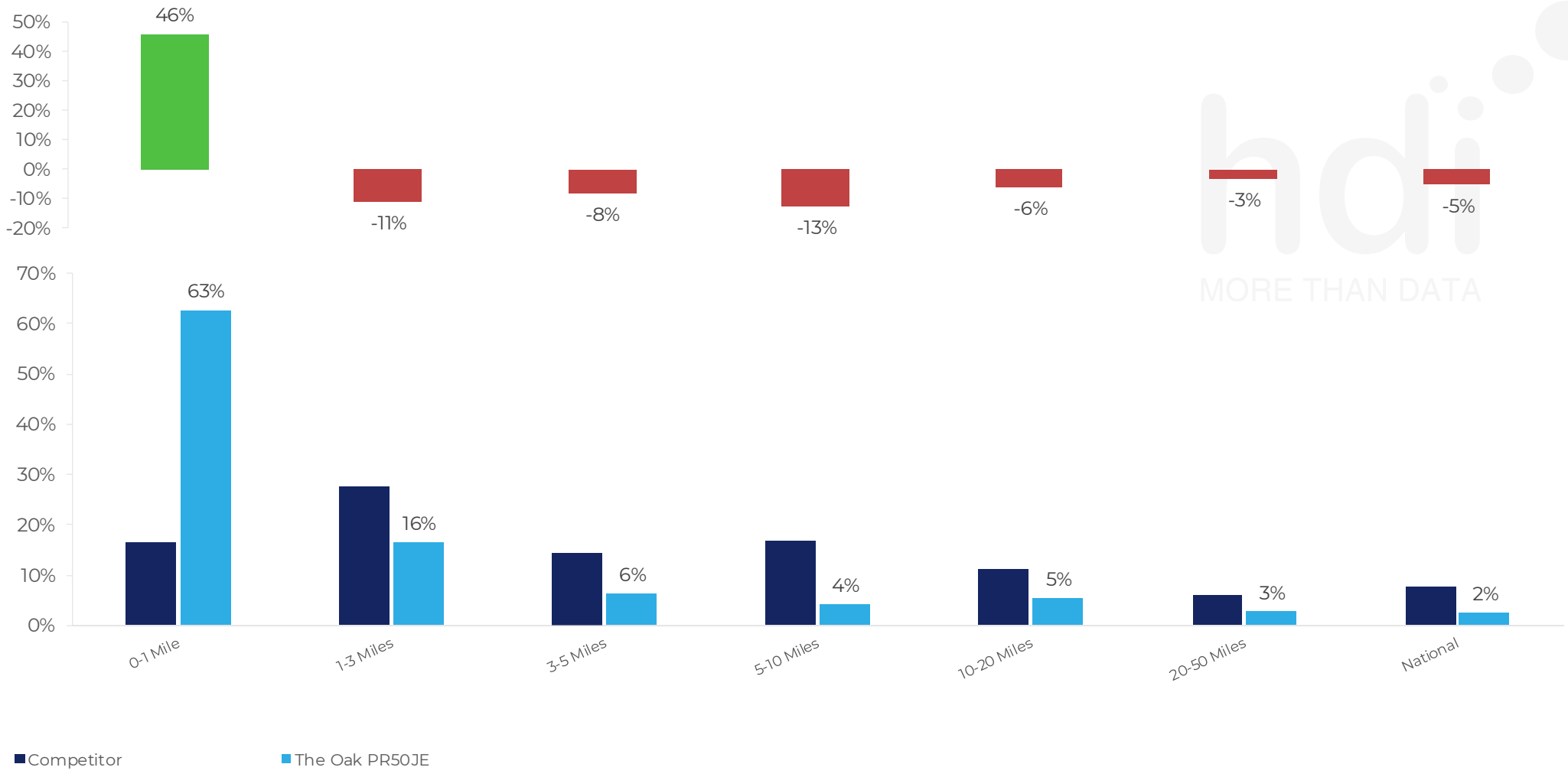


MORE THAN DATA

Spend by Distance

How does the spend profile of The Oak PR50JE compare versus its competitors based on travel distances?

% of spend for The Oak PR50JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

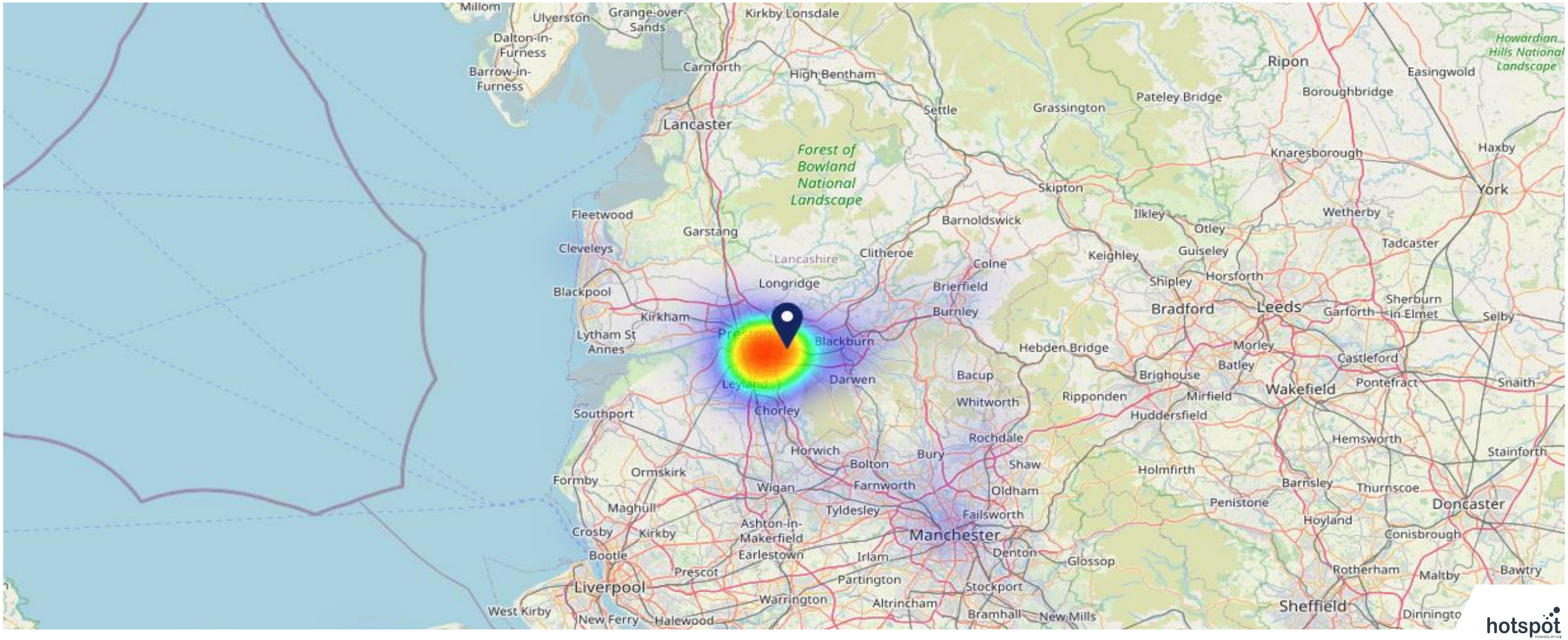


MORE THAN DATA

Map of Guest Origin

Where do customers of The Oak PR50JE come from?

Where do customers of The Oak PR50JE for 22/02/2023 - 14/02/2024 live



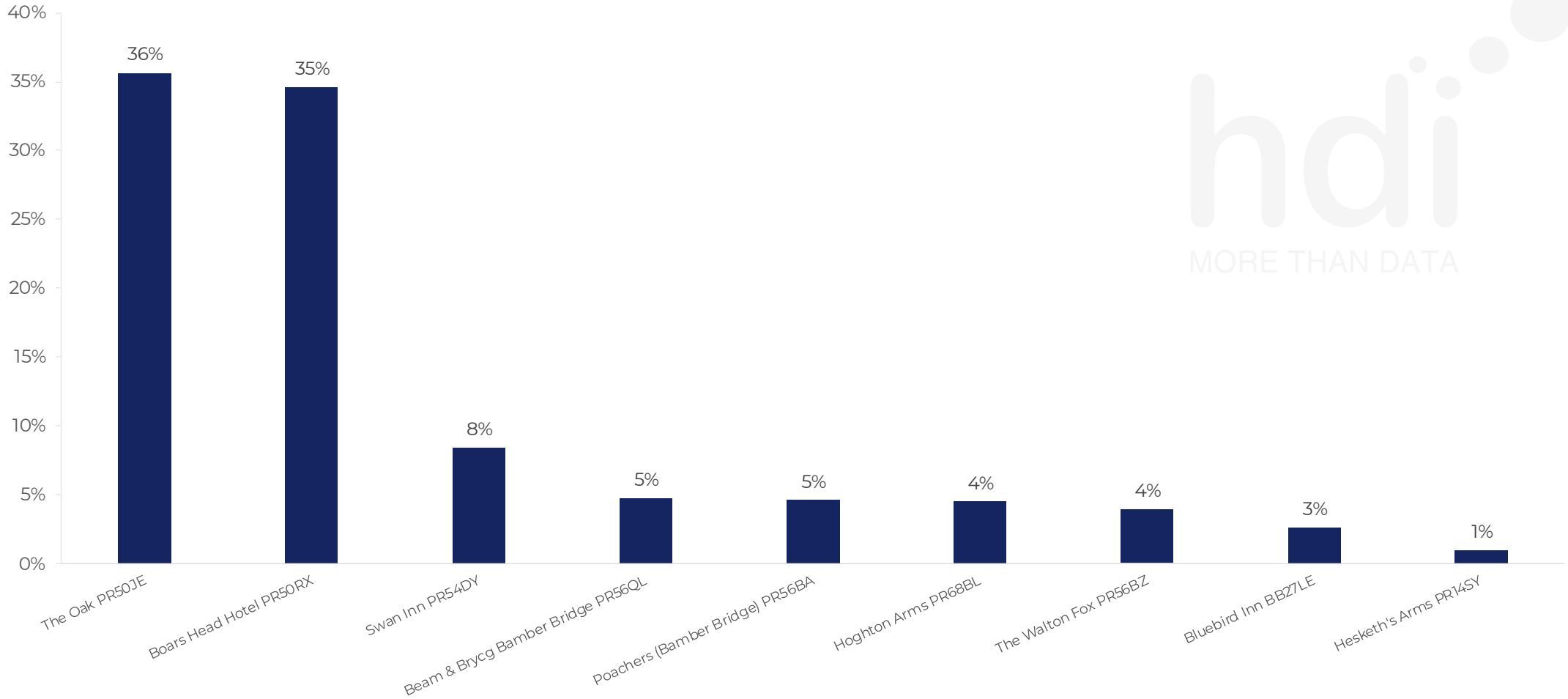
hotspot

423 Site Customers

Share of Wallet

What are the Top 20 venues (by spend) that customers of The Oak PR50JE also visit?

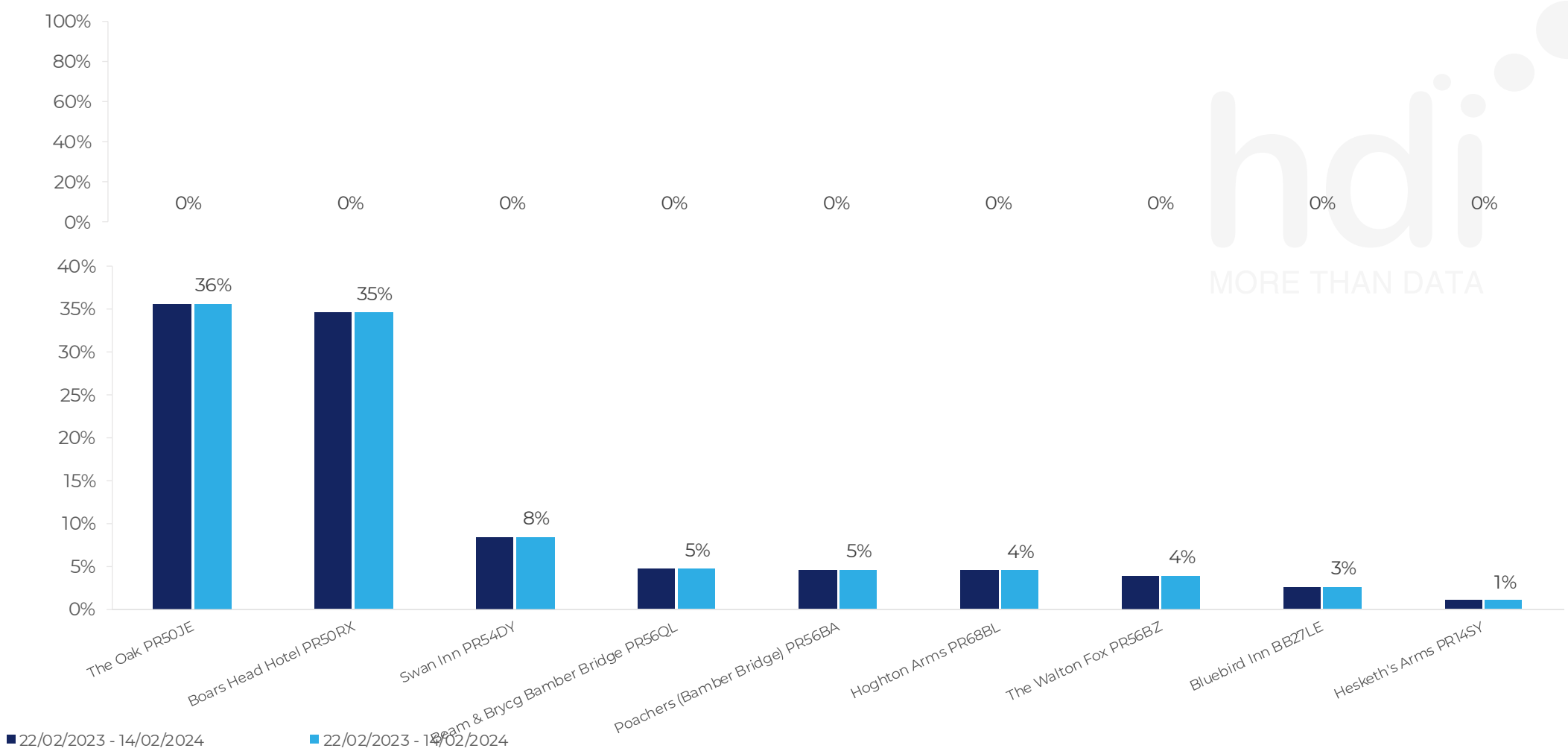
For customers of The Oak PR50JE, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue



MORE THAN DATA

Share of Wallet Change

How has share of wallet of customers of The Oak PR50JE changed between two date ranges?



MORE THAN DATA

Market Summary

How does the local area for The Oak PR50JE 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	£472K	3	£472K	2	£1.32M	2	£66.06M	5
Weekpart	Mon - Thu	41.8%	6	41.8%	6	37.8%	2	42.9%	7
Weekpart	Fri - Sat	39.5%	3	39.5%	3	46.2%	8	39.3%	2
Weekpart	Sun	18.8%	9	18.8%	9	16.0%	7	17.8%	9
Age	18 to 24	5.0%	5	5.0%	5	3.2%	2	5.8%	4
Age	25 to 34	13.6%	2	13.6%	2	11.8%	1	16.4%	2
Age	35 to 44	15.1%	1	15.1%	1	20.9%	3	23.7%	6
Age	45 to 54	16.3%	2	16.3%	2	21.1%	7	19.8%	5
Age	55 to 64	35.1%	10	35.1%	10	26.1%	10	19.0%	9
Age	65 to 74	12.5%	9	12.5%	9	14.0%	10	10.0%	9
Age	75+	2.5%	6	2.5%	6	3.0%	6	5.3%	9
CAMEO	Business Elite	6.0%	5	6.0%	5	6.4%	5	4.1%	3
CAMEO	Prosperous Professionals	1.8%	2	1.8%	1	2.4%	1	4.6%	3
CAMEO	Flourishing Society	2.6%	1	2.6%	1	4.1%	1	7.3%	2
CAMEO	Content Communities	33.6%	10	33.6%	10	22.2%	10	12.7%	6
CAMEO	White Collar Neighbourhoods	19.3%	10	19.3%	10	14.4%	9	12.7%	7
CAMEO	Enterprising Mainstream	9.9%	7	9.9%	7	15.6%	10	16.9%	10
CAMEO	Paying The Mortgage	16.3%	7	16.3%	7	24.3%	10	19.2%	9
CAMEO	Cash Conscious Communities	5.7%	3	5.7%	3	6.3%	3	7.8%	4
CAMEO	On A Budget	3.0%	2	3.0%	2	3.5%	2	10.6%	9
CAMEO	Family Value	1.6%	4	1.6%	4	0.9%	2	4.1%	6
Affluence	AB	10.5%	2	10.5%	2	12.9%	2	16.0%	2
Affluence	C1C2	79.1%	10	79.1%	10	76.5%	10	61.5%	10
Affluence	DE	10.4%	2	10.4%	2	10.6%	2	22.5%	7

Site Potential 1

Site Characteristics



OCC Concept Fit
Our Local



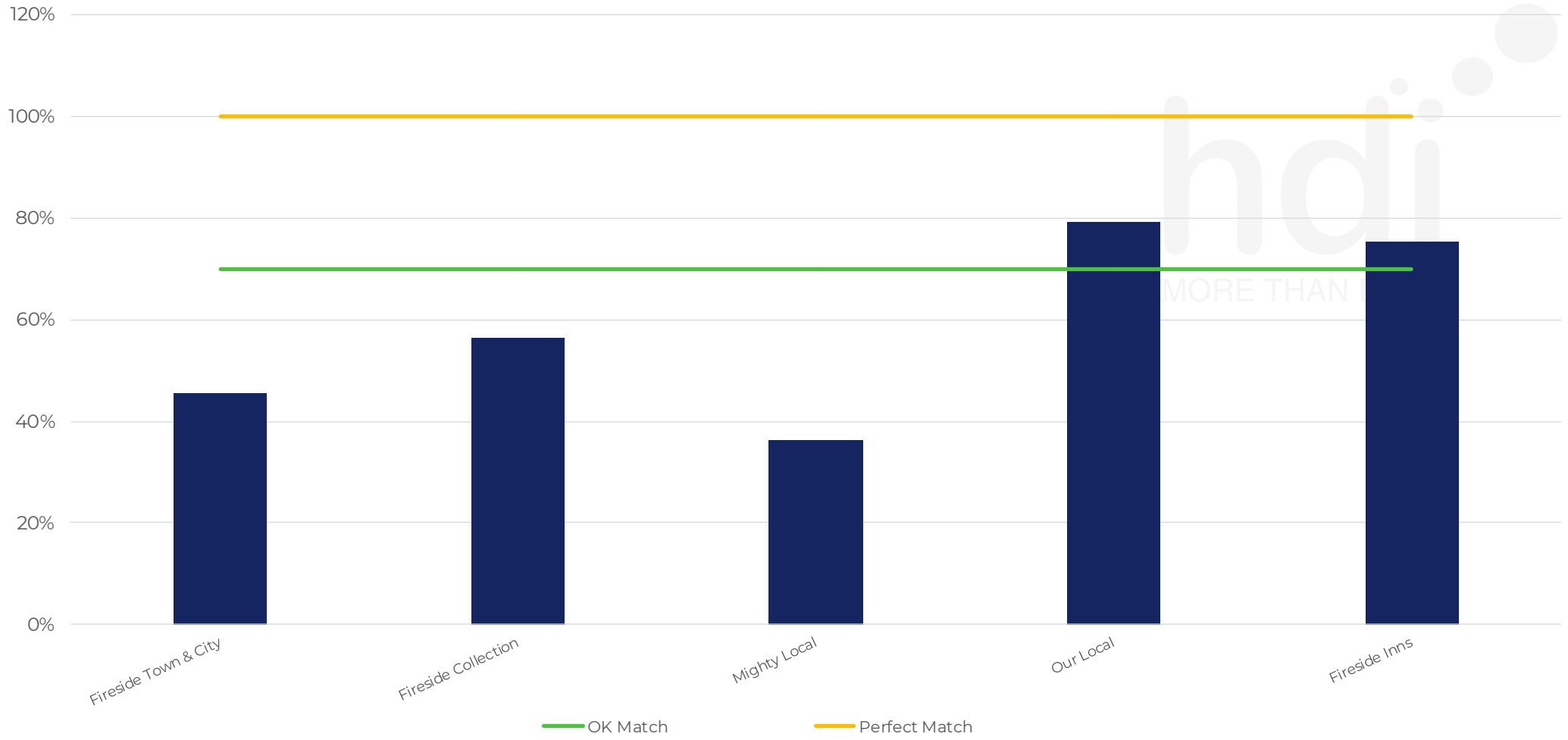
Achievable Average Weekly Takings
£9500

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

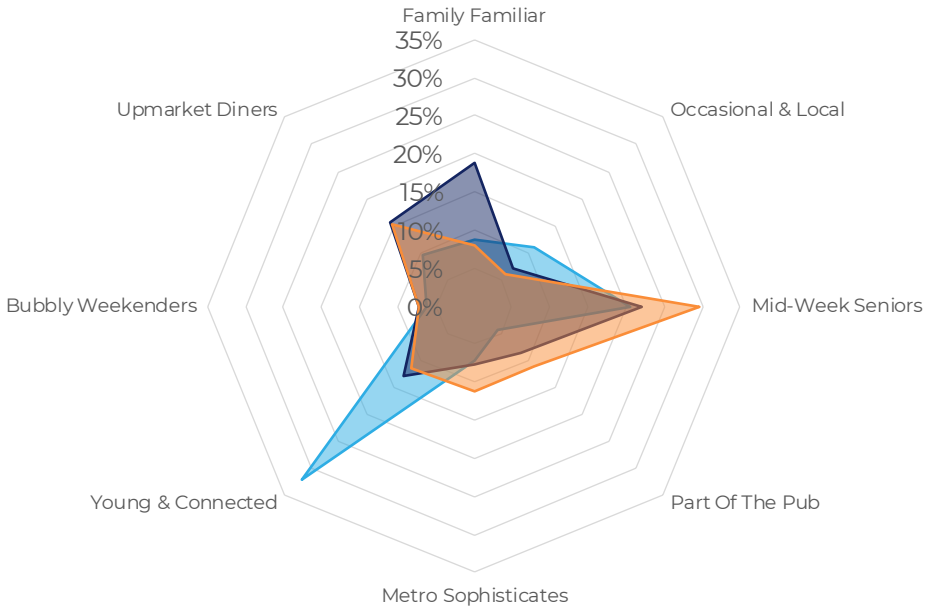
Concept Recommendation



hotspot

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 Weekenders	Upmarket Diners
The Oak	178	8.67%	11.05%	20.65%	4.58%	7.22%	32.10%	6.22%	9.47%
Local Catchment	2775	18.75%	7.12%	22.15%	8.57%	7.62%	12.91%	7.12%	15.72%
Punch T&L	110107	8.03%	5.92%	29.65%	11.15%	11.28%	11.54%	7.14%	15.25%
The Oak vs Local Catchment		-10.08%	3.93%	-1.50%	-3.99%	-0.40%	19.19%	-0.90%	-6.25%
The Oak vs Punch T&L		0.64%	5.13%	-9.00%	-6.57%	-4.06%	20.56%	-0.92%	-5.78%
Local Catchment vs Punch T&L		10.72%	1.20%	-7.50%	-2.58%	-3.66%	1.37%	-0.02%	0.47%

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
The Oak PR50JE	178	8.67%	11.05%	20.65%	4.58%	7.22%	32.10%	6.22%	9.47%
Boars Head Hotel PR50RX	464	5.91%	4.98%	36.17%	1.15%	9.26%	8.42%	6.31%	27.77%
Swan Inn PR54DY	65	3.71%	24.43%	10.55%	38.40%	8.57%	6.44%	7.39%	0.47%
Beam & Brycg Bamber Bridge PR56QL	329	14.46%	13.12%	13.07%	27.79%	9.98%	9.90%	8.64%	2.99%
Poachers (Bamber Bridge) PR56BA	868	35.20%	11.99%	7.99%	14.42%	2.71%	19.89%	5.94%	1.81%
Hoghton Arms PR68BL	506	22.23%	2.66%	26.67%	5.44%	10.10%	10.86%	6.51%	15.50%
The Walton Fox PR56BZ	711	18.53%	5.65%	22.72%	3.34%	8.91%	11.89%	8.07%	20.85%
Bluebird Inn BB27LE	350	15.90%	1.31%	25.63%	3.42%	6.78%	15.51%	8.36%	23.06%
Hesketh's Arms PR14SY	66	8.27%	24.86%	3.11%	30.50%	1.92%	21.67%	9.63%	0.00%