



### Site Summary



## Royal Oak S804QB

S804QB

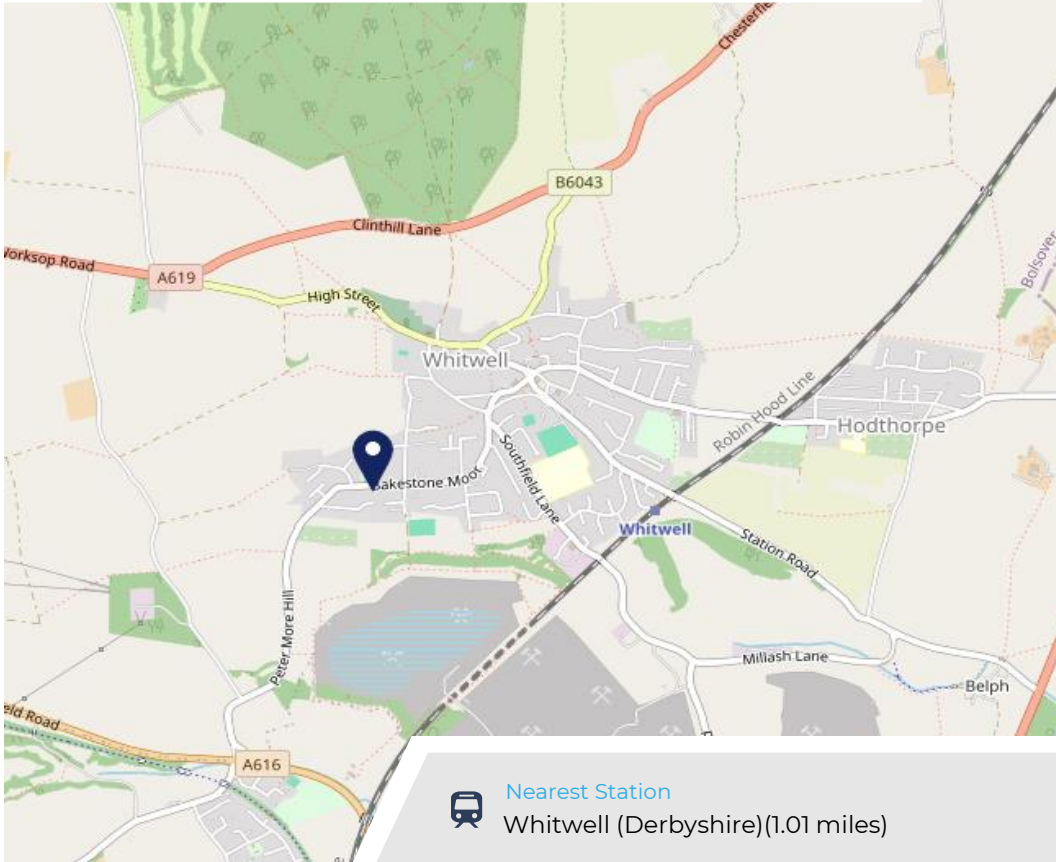
Punch T&L

**Work Area**  
Worksop and Retford

**Region**  
East Midlands

**TV Region**  
Yorkshire

**Urbanicity**  
Rural town and fringe



ATV  
**£9.20**



Gender  
**64.91%**  
Female



Affluence  
**56.88%**  
Middle Income



Segmentation  
**35.18%**  
Paying The Mortgage



Age Group  
**60.42%**  
25 to 34



Visit Day  
**29.38%**  
Sat

#### Top Competitors

- Sip N Savor **#1**  
S804QD  
 Pub / Bar
- Whitwell Social Club **#2**  
S804RP  
 Clubs
- Half Moon (Worksop) **#3**  
S803EE  
 Pub / Bar

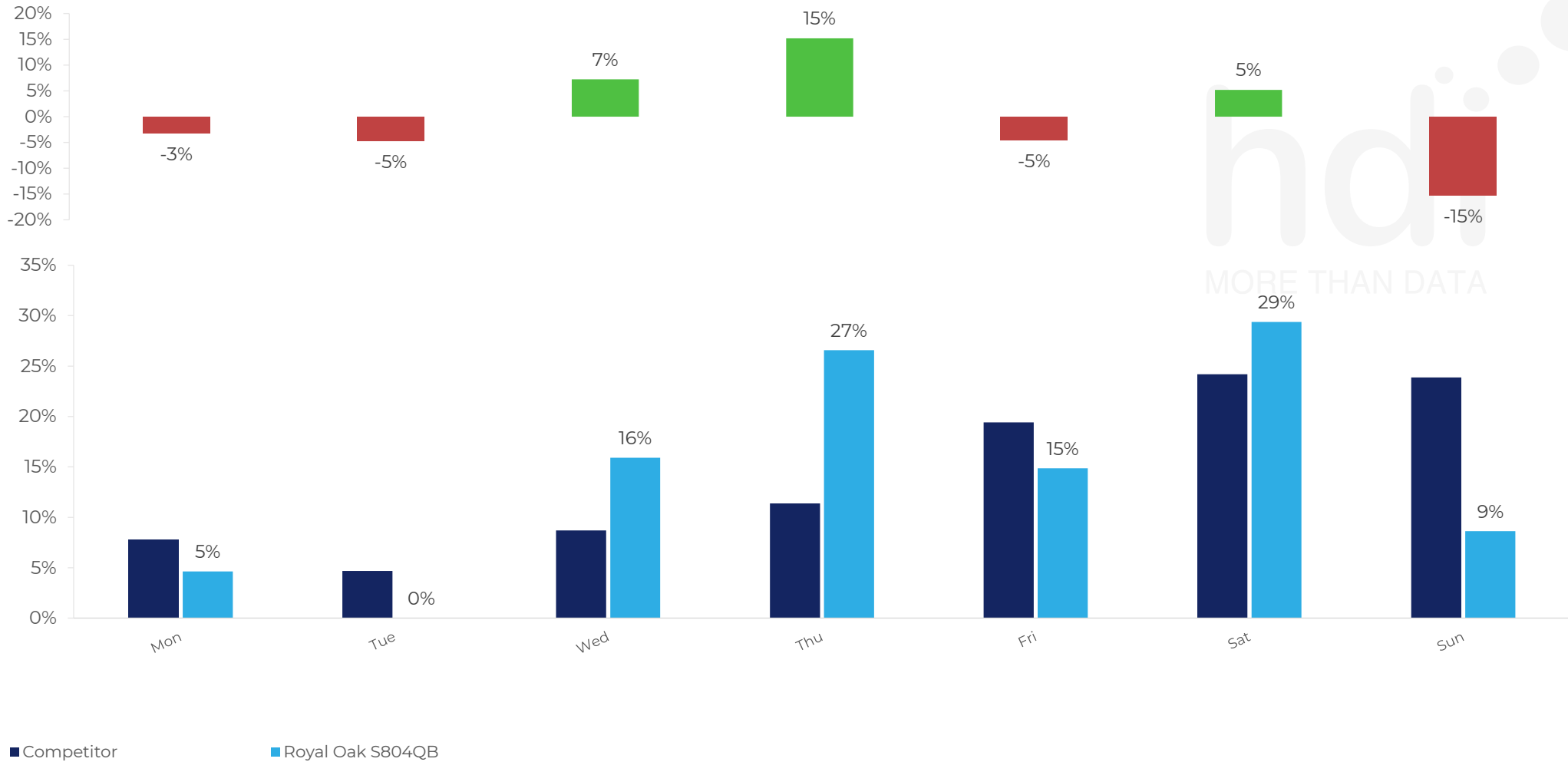


**Nearest Station**  
Whitwell (Derbyshire)(1.01 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Royal Oak S804QB versus its competitors?

% of spend for Royal Oak S804QB and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Day of Week

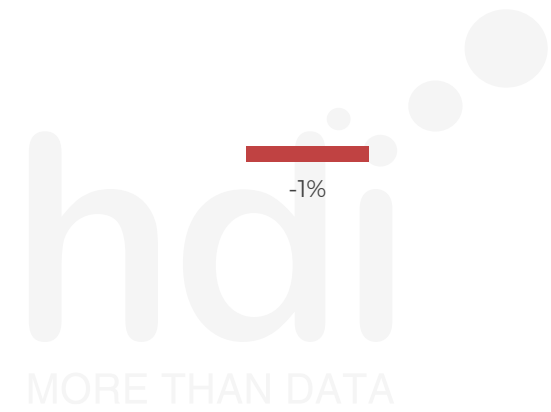
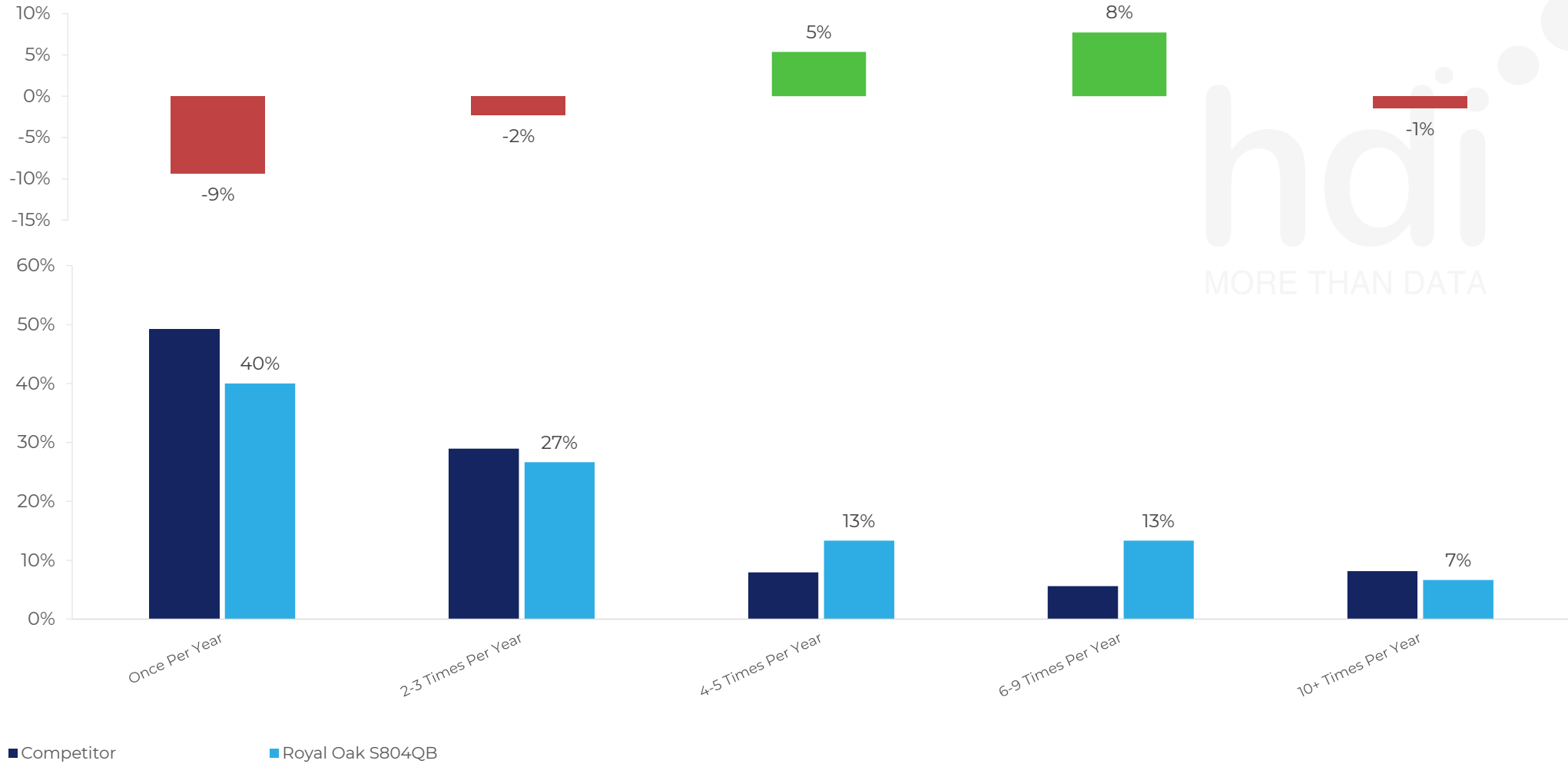




Visit Frequency

How frequently per year do customers visit Royal Oak S804QB versus its competitors?

% of customer numbers for Royal Oak S804QB and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 and the number of visits made Per Annum

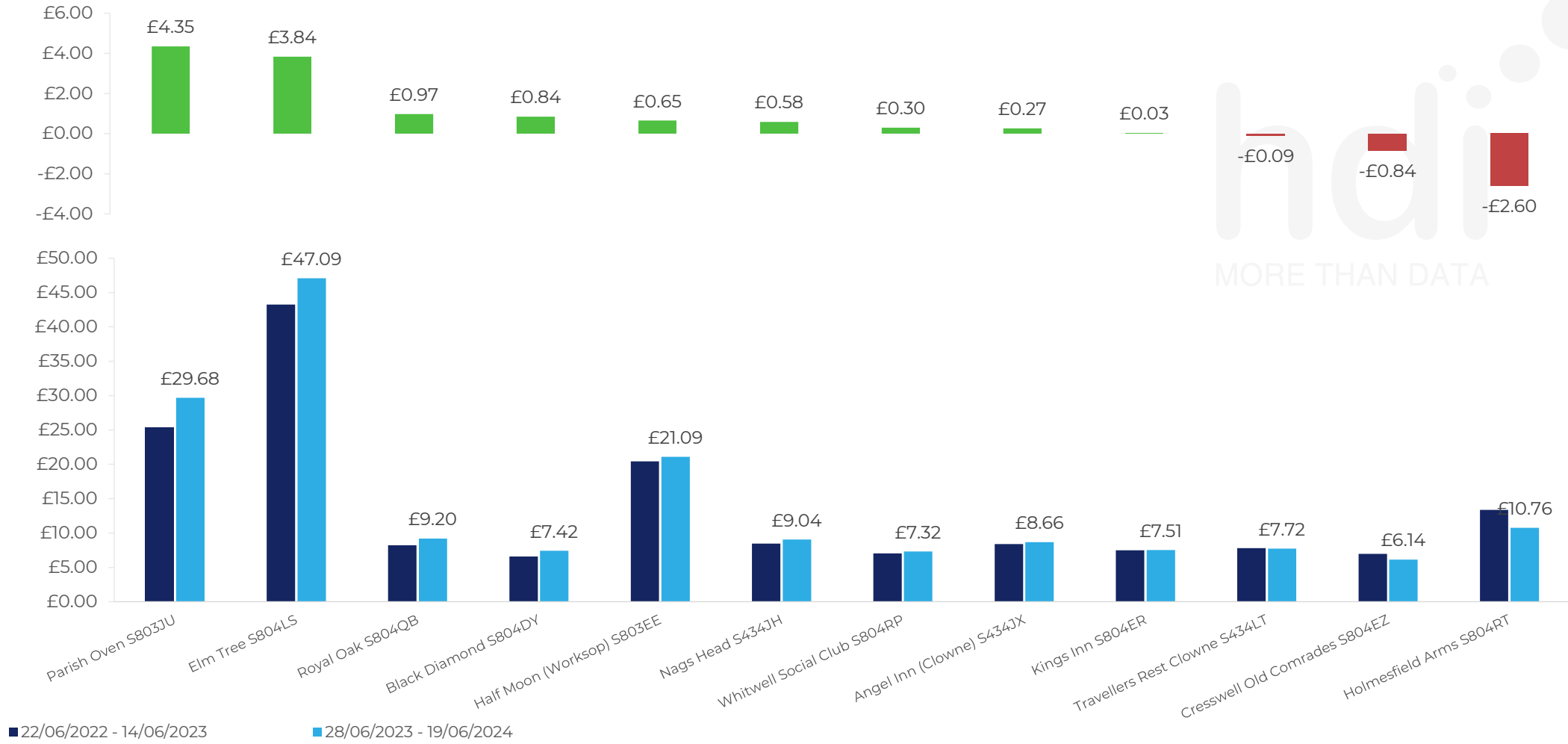
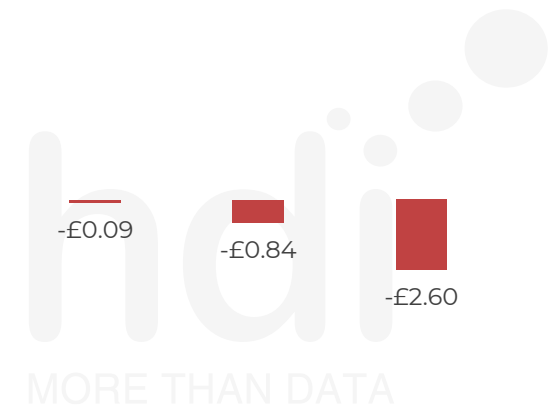


■ Competitor

■ Royal Oak S804QB

ATV Change

How has ATV changed between two date ranges?

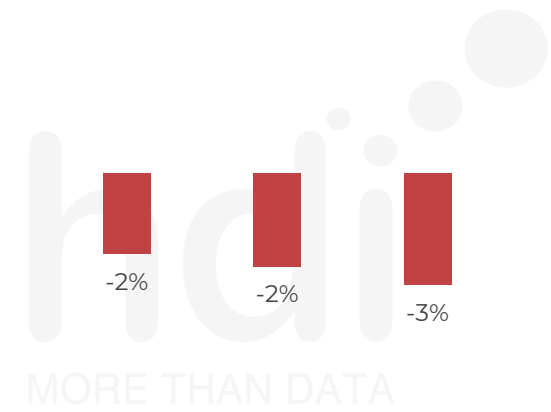
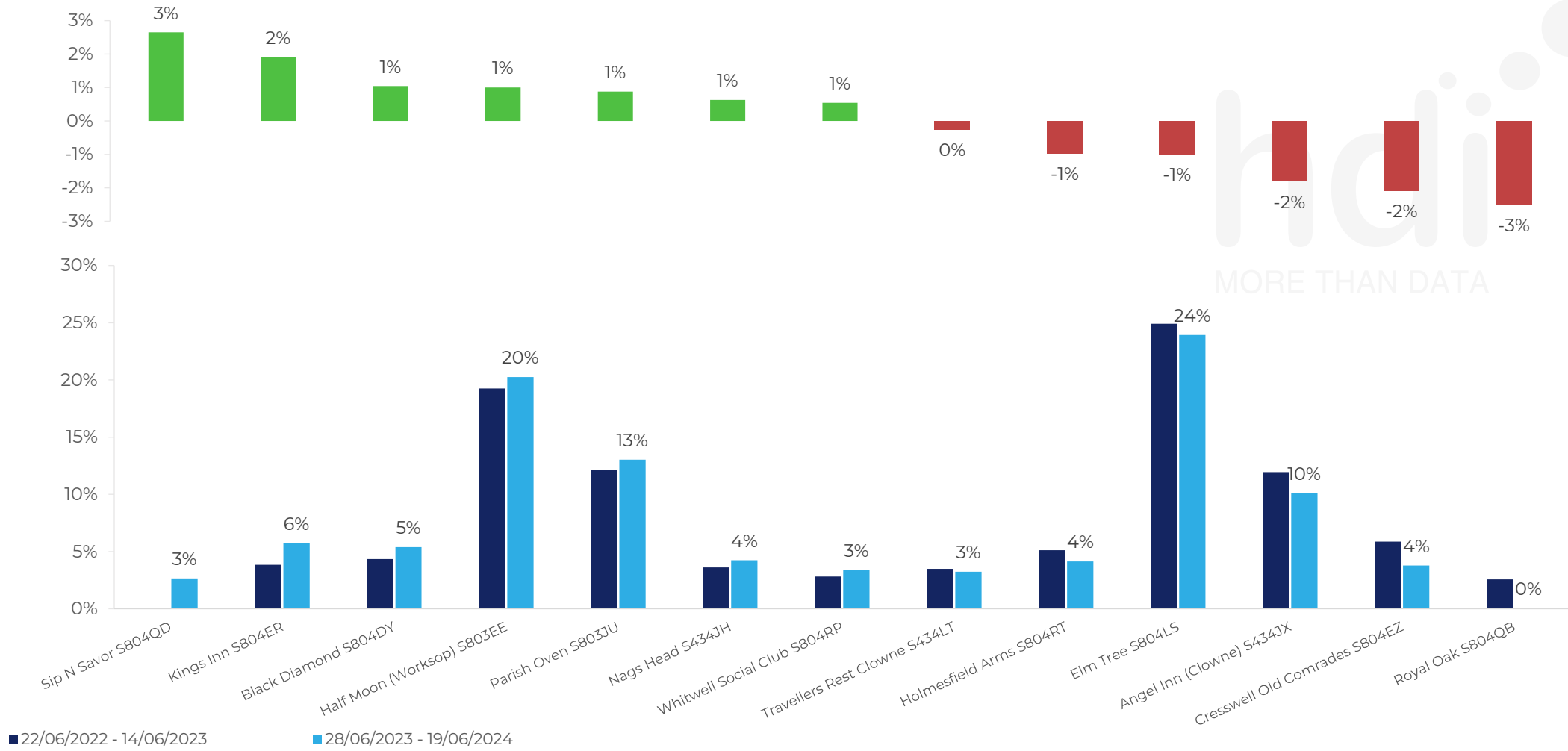




Market Share Change

How has market share changed between two date ranges?

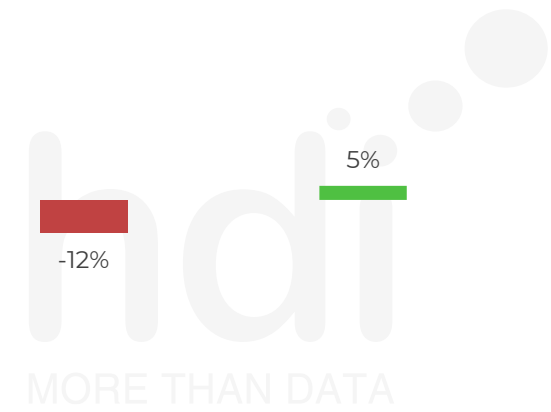
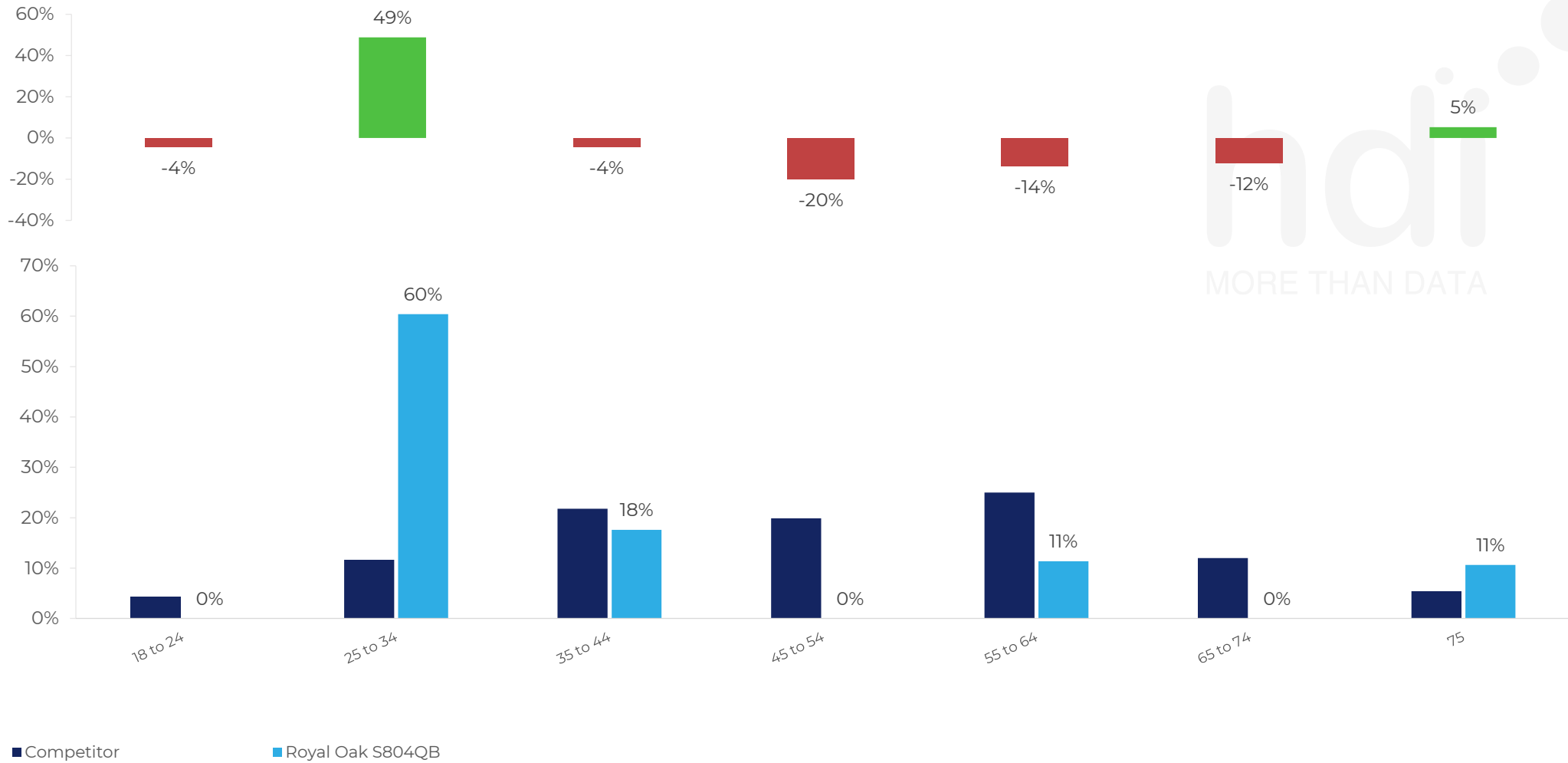
% of market share spend for Royal Oak S804QB and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024



Age

How does the age profile of customers who visit Royal Oak S804QB compare versus its competitors?

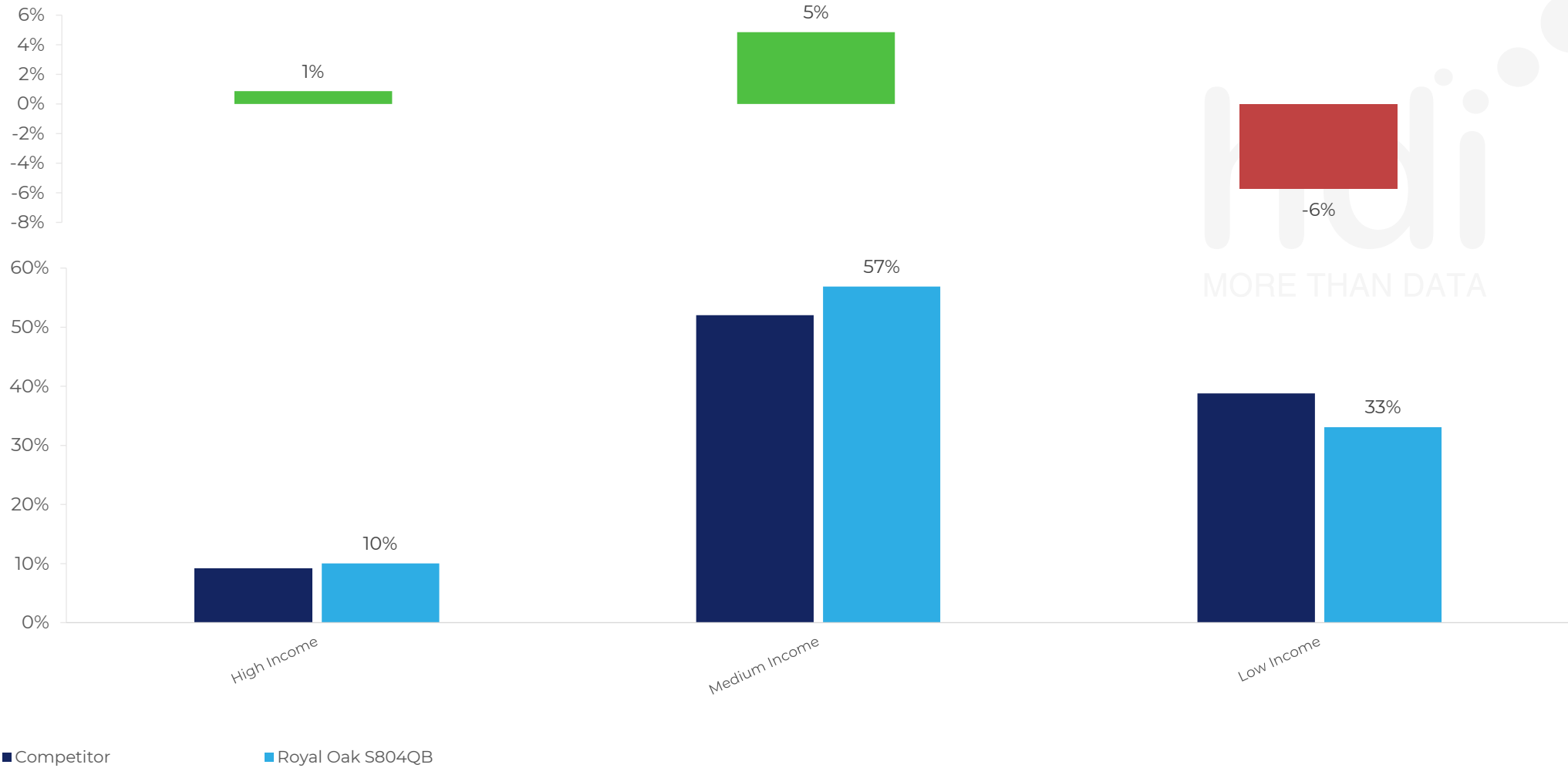
% of spend for Royal Oak S804QB and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Age Range



Affluence

How does the affluence of customers who visit Royal Oak S804QB compare versus its competitors?

% of spend for Royal Oak S804QB and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Affluence

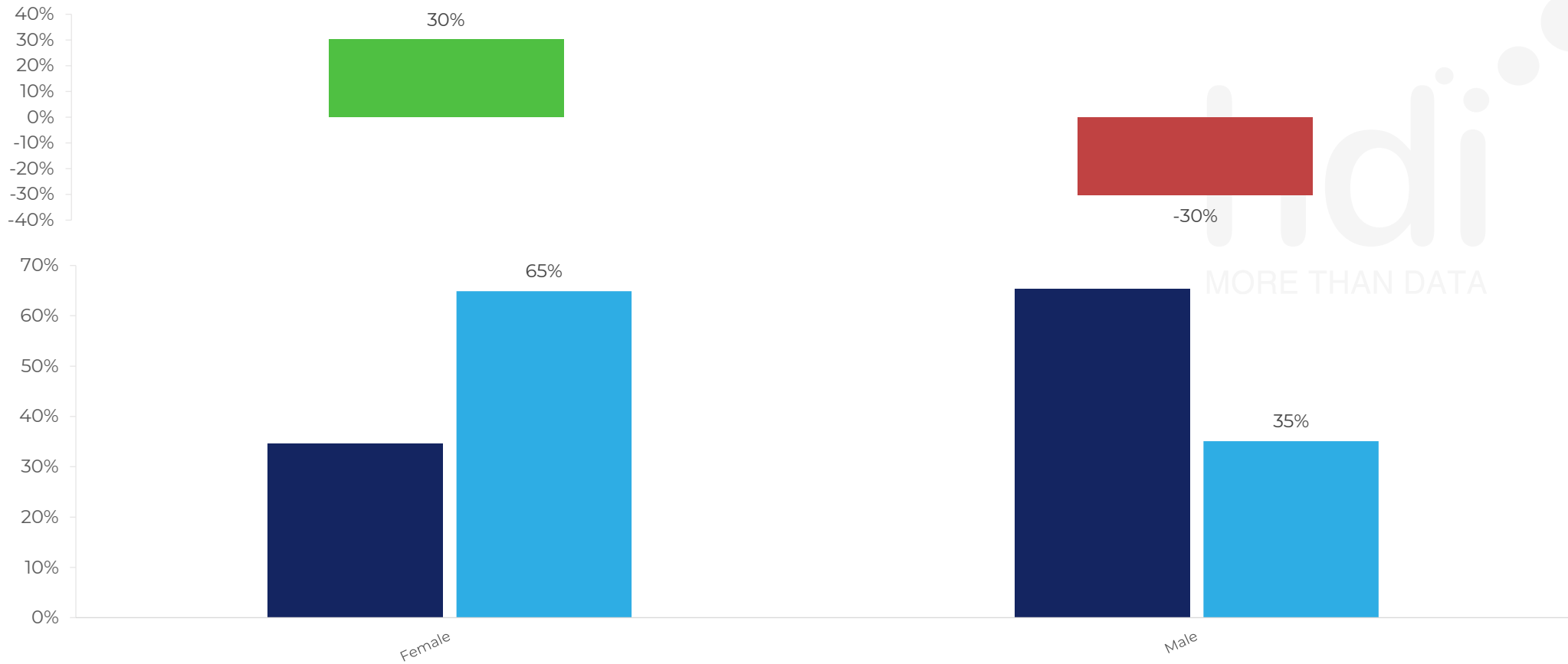




Gender

How does the gender profile of customers who visit Royal Oak S804QB compare versus its competitors?

% of spend for Royal Oak S804QB and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Gender



■ Competitor

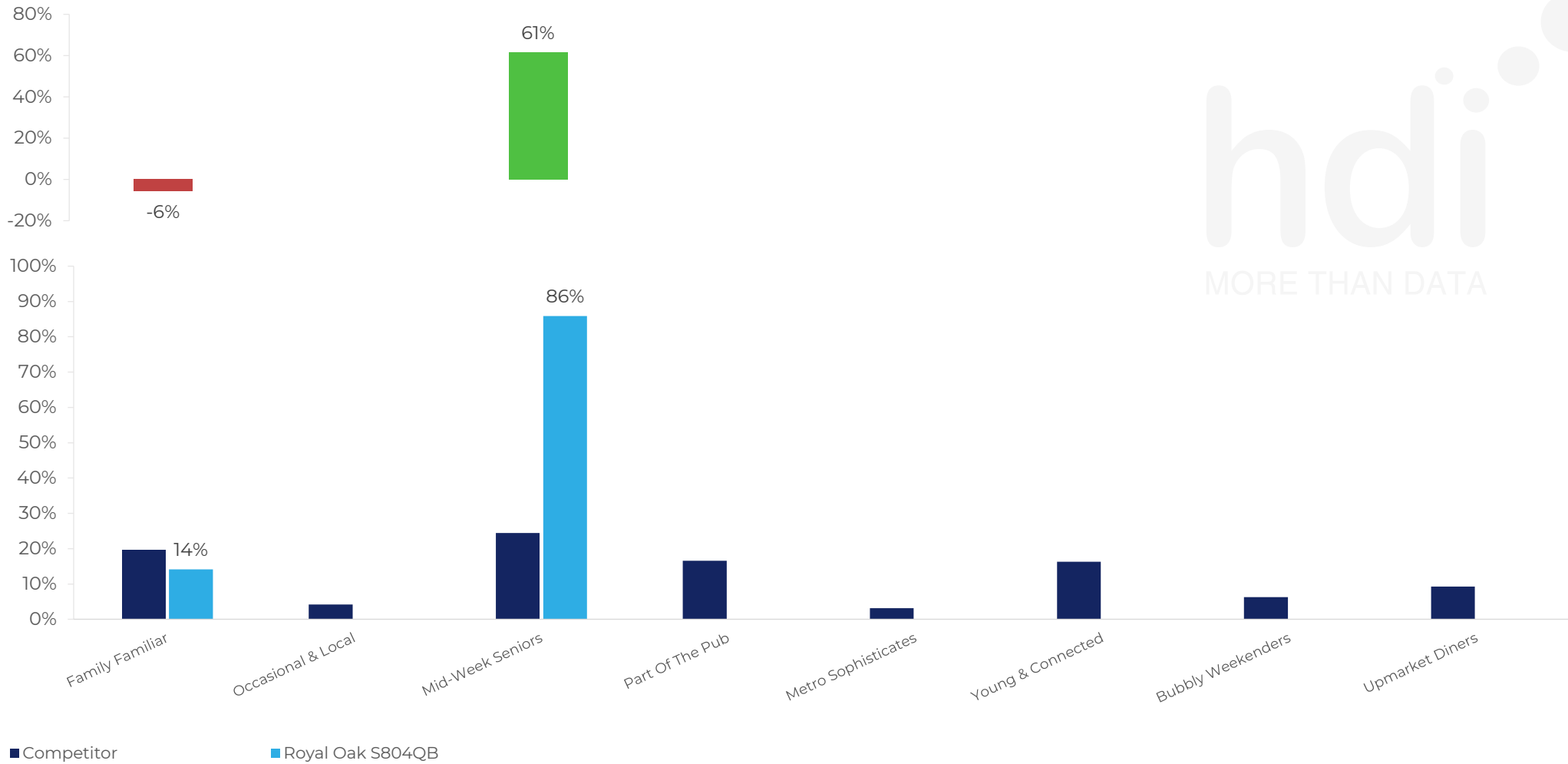
■ Royal Oak S804QB



Punch Segmentation

How does the Custom segmentation profile of customers who visit Royal Oak S804QB compare versus its competitors?

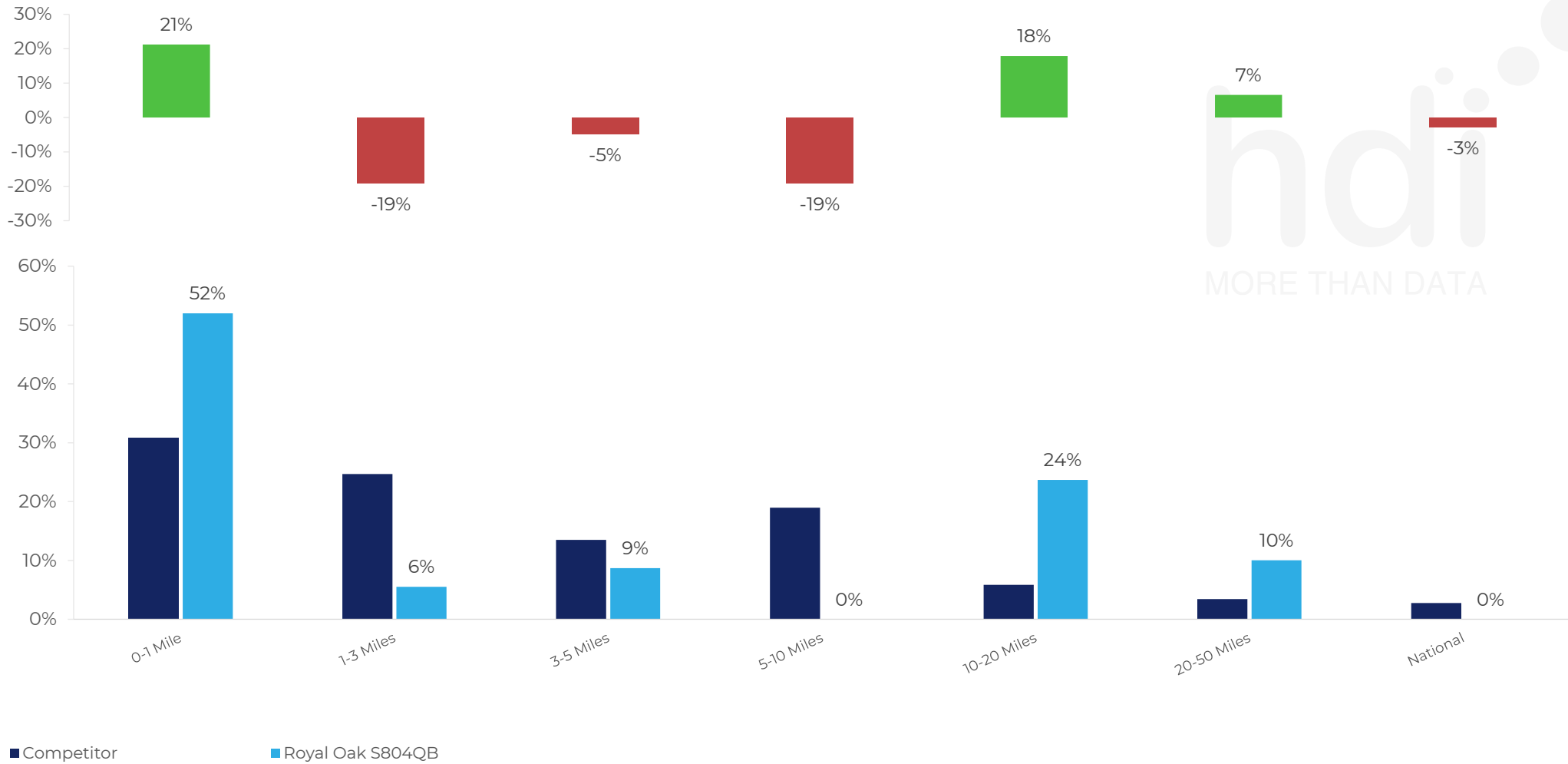
% of spend for Royal Oak S804QB and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Segment



Spend by Distance

How does the spend profile of Royal Oak S804QB compare versus its competitors based on travel distances?

% of spend for Royal Oak S804QB and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Distance travelled

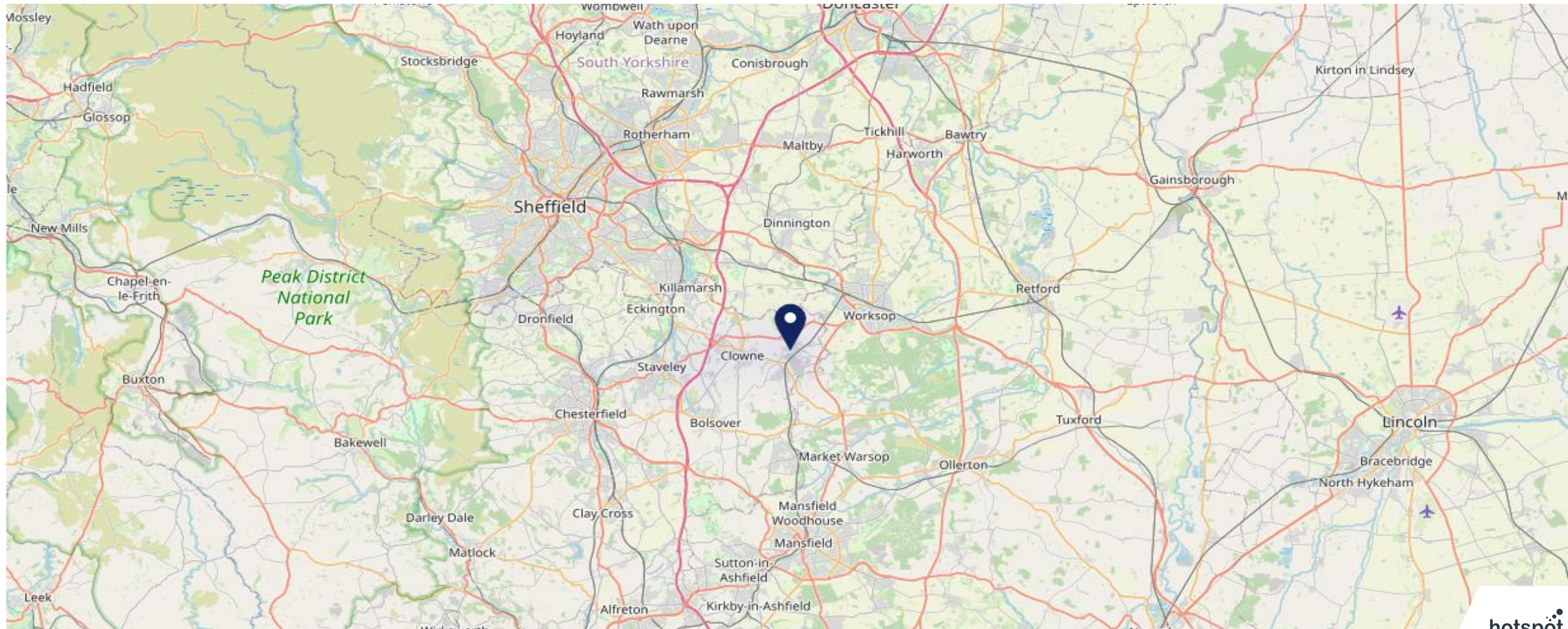




## Map of Guest Origin

Where do customers of Royal Oak S804QB come from?

Where do customers of Royal Oak S804QB for 28/06/2023 - 19/06/2024 live

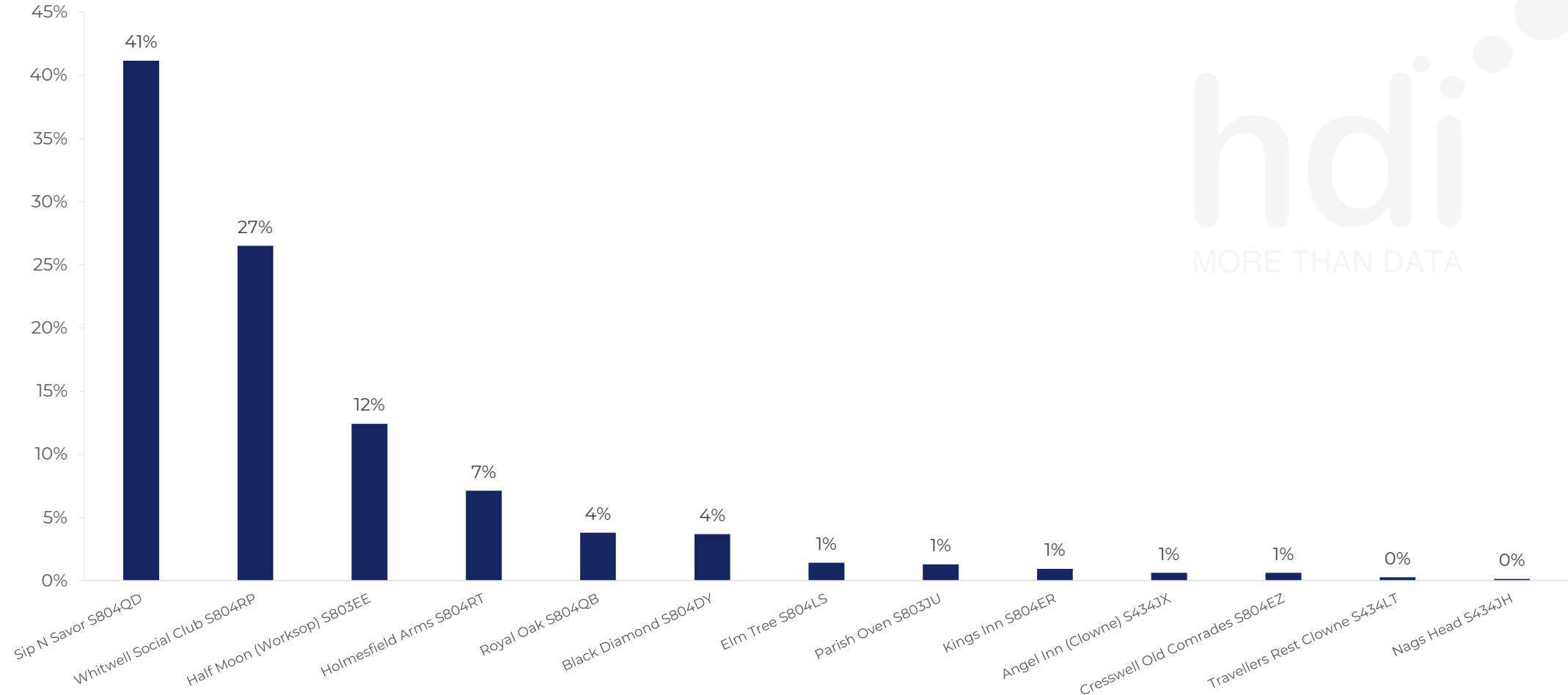




Share of Wallet

What are the Top 20 venues (by spend) that customers of Royal Oak S804QB also visit?

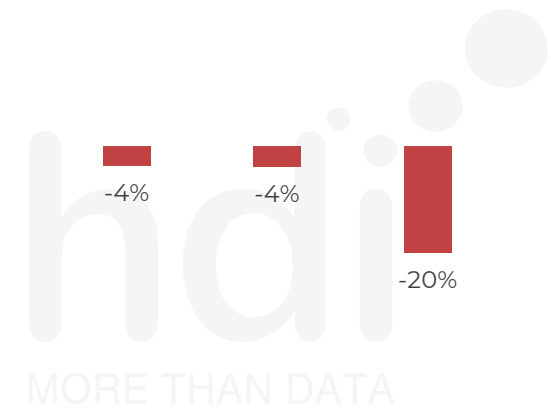
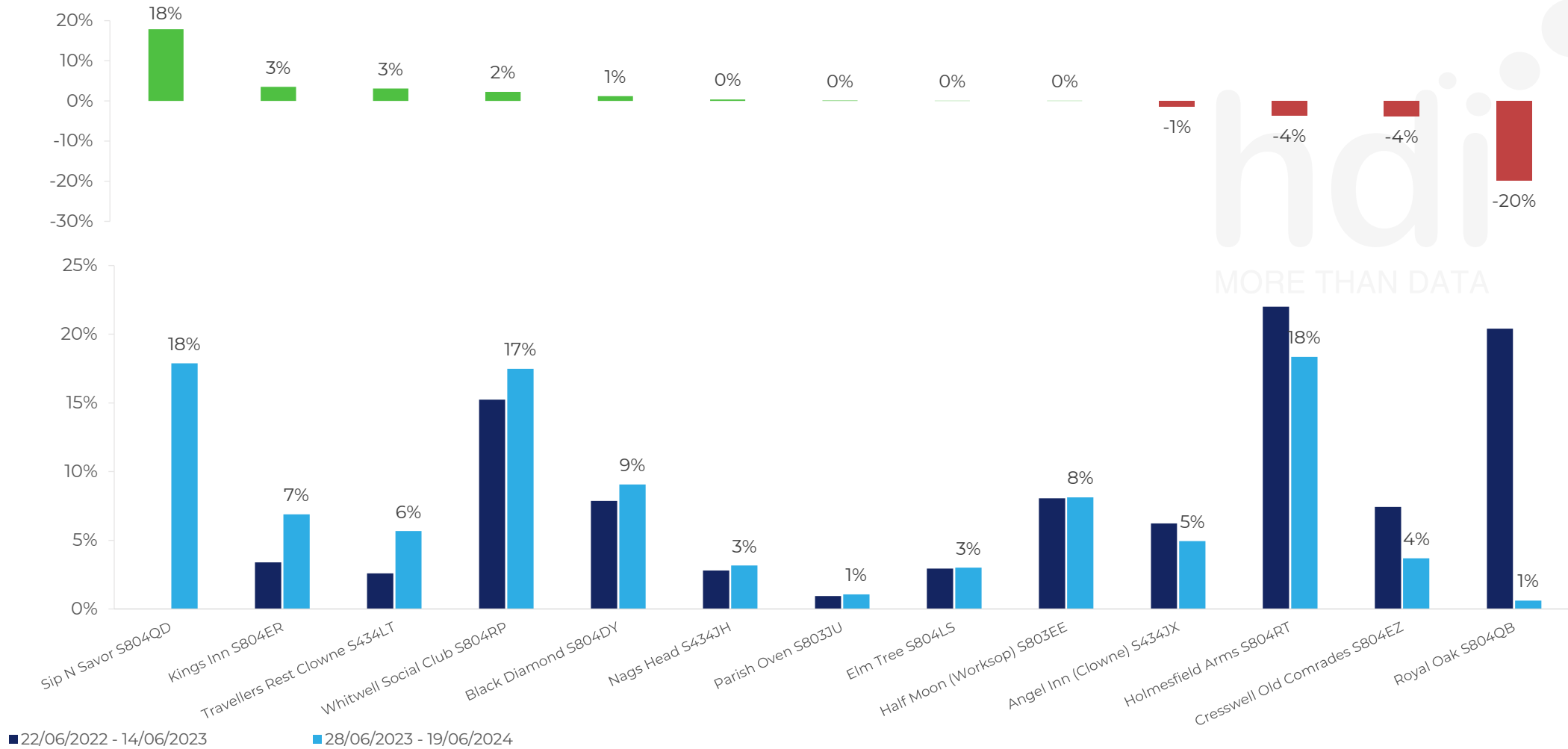
For customers of Royal Oak S804QB, who are the top 20 competitors from 97 Chains in 3 Miles for 28/06/2023 - 19/06/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Royal Oak S804QB changed between two date ranges?





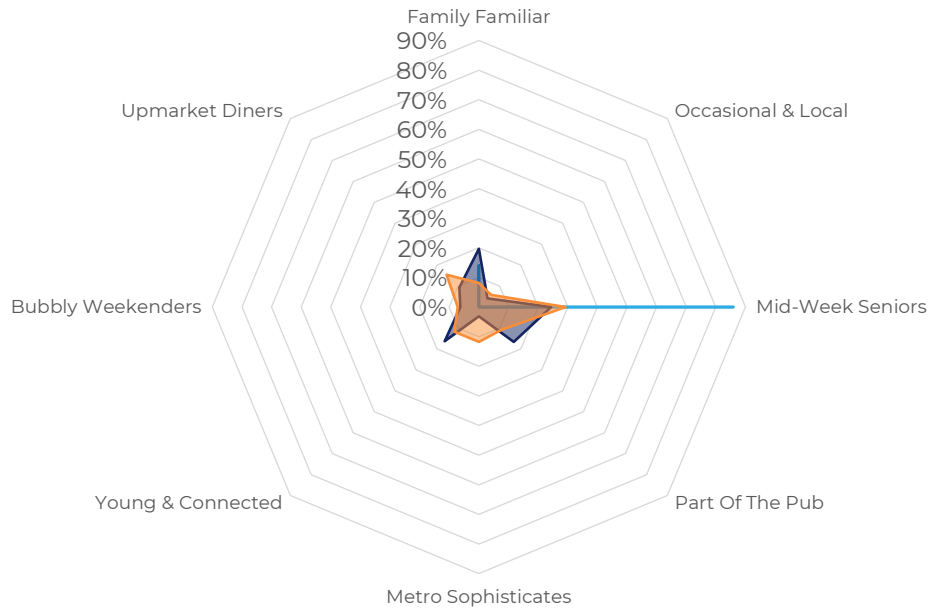
## Market Summary

How does the local area for Royal Oak S804QB 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	£152K	2	£152K	1	£1.82M	2	£10.69M	2
Weekpart	Mon - Thu	29.7%	1	29.7%	1	35.6%	1	36.2%	1
Weekpart	Fri - Sat	44.1%	5	44.1%	6	42.6%	5	41.3%	4
Weekpart	Sun	26.3%	10	26.3%	10	21.7%	10	22.5%	10
Age	18 to 24	0.6%	1	0.6%	1	1.8%	1	3.7%	2
Age	25 to 34	10.0%	1	10.0%	1	10.9%	1	12.4%	1
Age	35 to 44	23.2%	6	23.2%	6	26.0%	8	22.3%	4
Age	45 to 54	10.2%	1	10.2%	1	19.5%	4	18.8%	3
Age	55 to 64	50.0%	10	50.0%	10	27.0%	10	23.7%	10
Age	65 to 74	1.8%	1	1.8%	1	8.3%	7	12.2%	10
Age	75+	4.3%	8	4.3%	8	6.5%	9	6.9%	10
CAMEO	Business Elite	0.0%	0	0.0%	0	0.6%	1	1.8%	1
CAMEO	Prosperous Professionals	4.3%	4	4.3%	4	3.8%	3	3.0%	1
CAMEO	Flourishing Society	0.3%	1	0.3%	1	2.4%	1	2.8%	1
CAMEO	Content Communities	5.3%	1	5.3%	1	9.3%	2	12.8%	6
CAMEO	White Collar Neighbourhoods	1.1%	1	1.1%	1	3.9%	1	5.5%	1
CAMEO	Enterprising Mainstream	40.1%	10	40.1%	10	12.4%	9	12.9%	9
CAMEO	Paying The Mortgage	22.3%	9	22.3%	9	24.9%	10	20.1%	9
CAMEO	Cash Conscious Communities	14.0%	9	14.0%	9	26.3%	10	22.8%	10
CAMEO	On A Budget	9.3%	8	9.3%	8	3.4%	2	6.3%	5
CAMEO	Family Value	3.3%	6	3.3%	6	13.0%	10	11.9%	9
Affluence	AB	4.6%	1	4.6%	1	6.7%	1	7.6%	1
Affluence	C1C2	68.8%	10	68.8%	10	50.6%	6	51.4%	7
Affluence	DE	26.6%	7	26.6%	7	42.7%	10	41.0%	10



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
Royal Oak	4	14.11%	0.00%	85.88%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Catchment	1100	19.71%	4.20%	24.45%	16.58%	3.16%	16.32%	6.25%	9.30%
Punch T&L	104737	8.11%	5.81%	29.26%	10.80%	11.74%	11.71%	7.10%	15.43%
Royal Oak vs Local Catchment		-5.60%	0.00%	61.43%	0.00%	0.00%	0.00%	0.00%	0.00%
Royal Oak vs Punch T&L		6.00%	0.00%	56.62%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Catchment vs Punch T&L		11.60%	-1.61%	-4.81%	5.78%	-8.58%	4.61%	-0.85%	-6.13%

■ Royal Oak

■ Local Catchment

■ Punch T&L