Site Summary

Holt L358LA
L358LA   🔗 Punch T&L

Work Area 💼 Liverpool	**Region** 🏞 North West
TV Region 🖥 North West	**Urbanicity** 🏢 Urban major conurbation
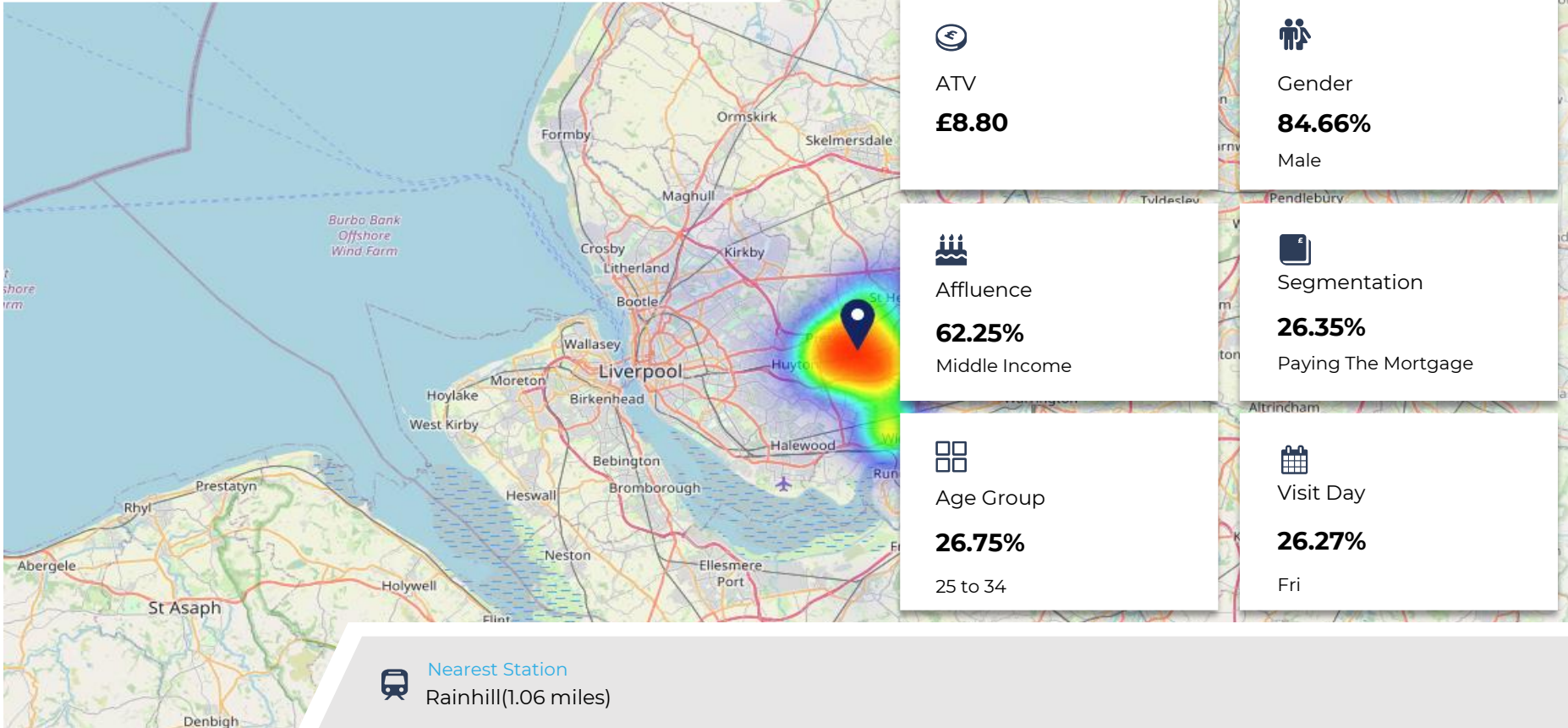
ATV
£8.80

Gender
84.66%
Male

Affluence
62.25%
Middle Income

Segmentation
26.35%
Paying The Mortgage

Age Group
26.75%
25 to 34

Visit Day
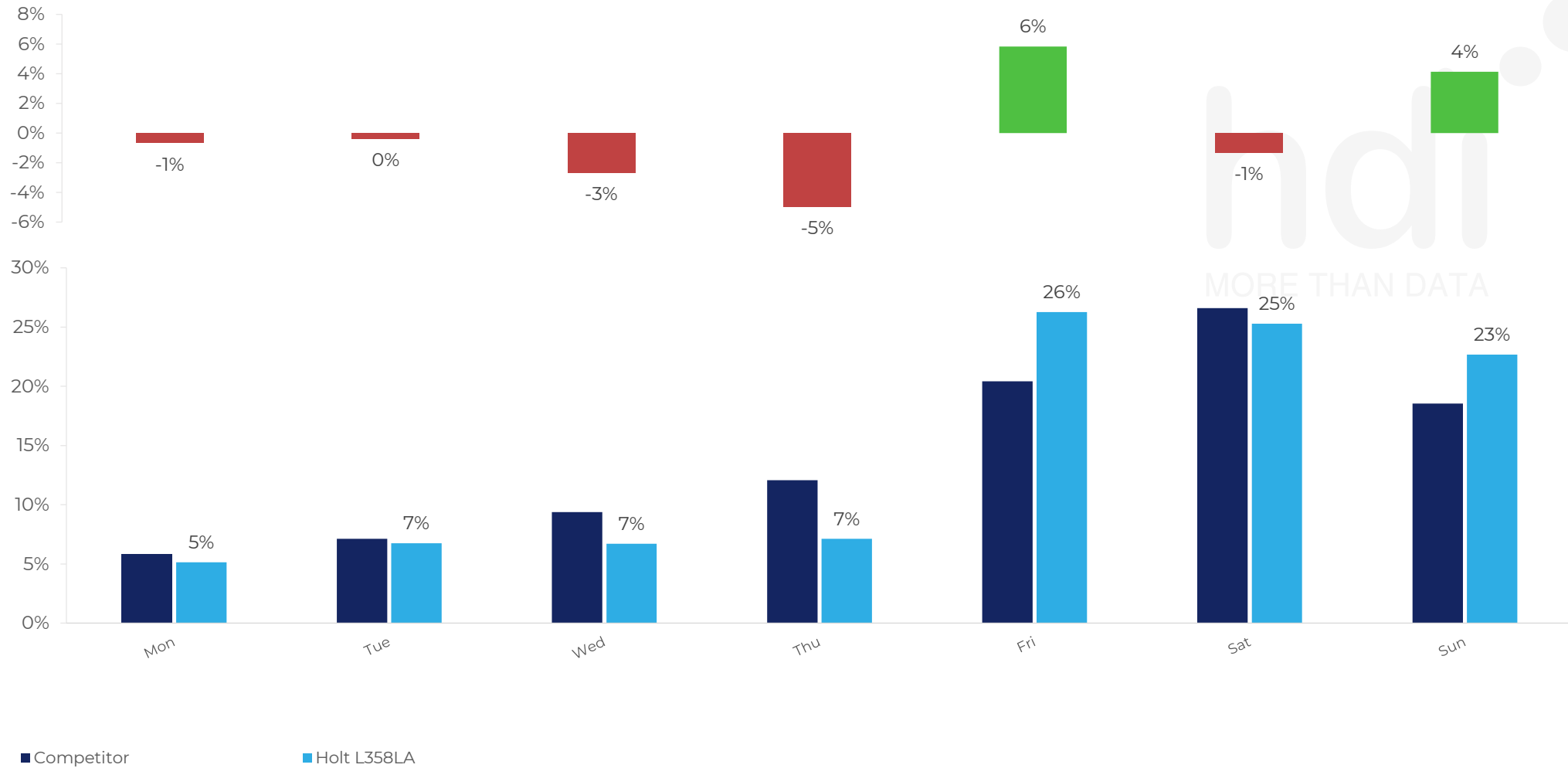26.27%
Fri

Top Competitors

Cook House Pub & Carvery #1
L350LR
🔗 Pub Restaurant

Commercial Hotel #2
L350LP
🔗 Amber Taverns

Rocket #3
L359JE
🔗 Punch - Our Local

🚉 **Nearest Station**
Rainhill(1.06 miles)

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565 Site Customers   19 Competitors   11327 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for Holt L358LA versus its competitors?

% of spend for Holt L358LA and 97 Chains in 1 Miles from 19/07/2023 - 10/07/2024 split by Day of Week

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Difference	-1%	0%	-3%	-5%	6%	-1%	4%
Holt L358LA	5%	7%	7%	7%	26%	25%	23%

■ Competitor   ■ Holt L358LA

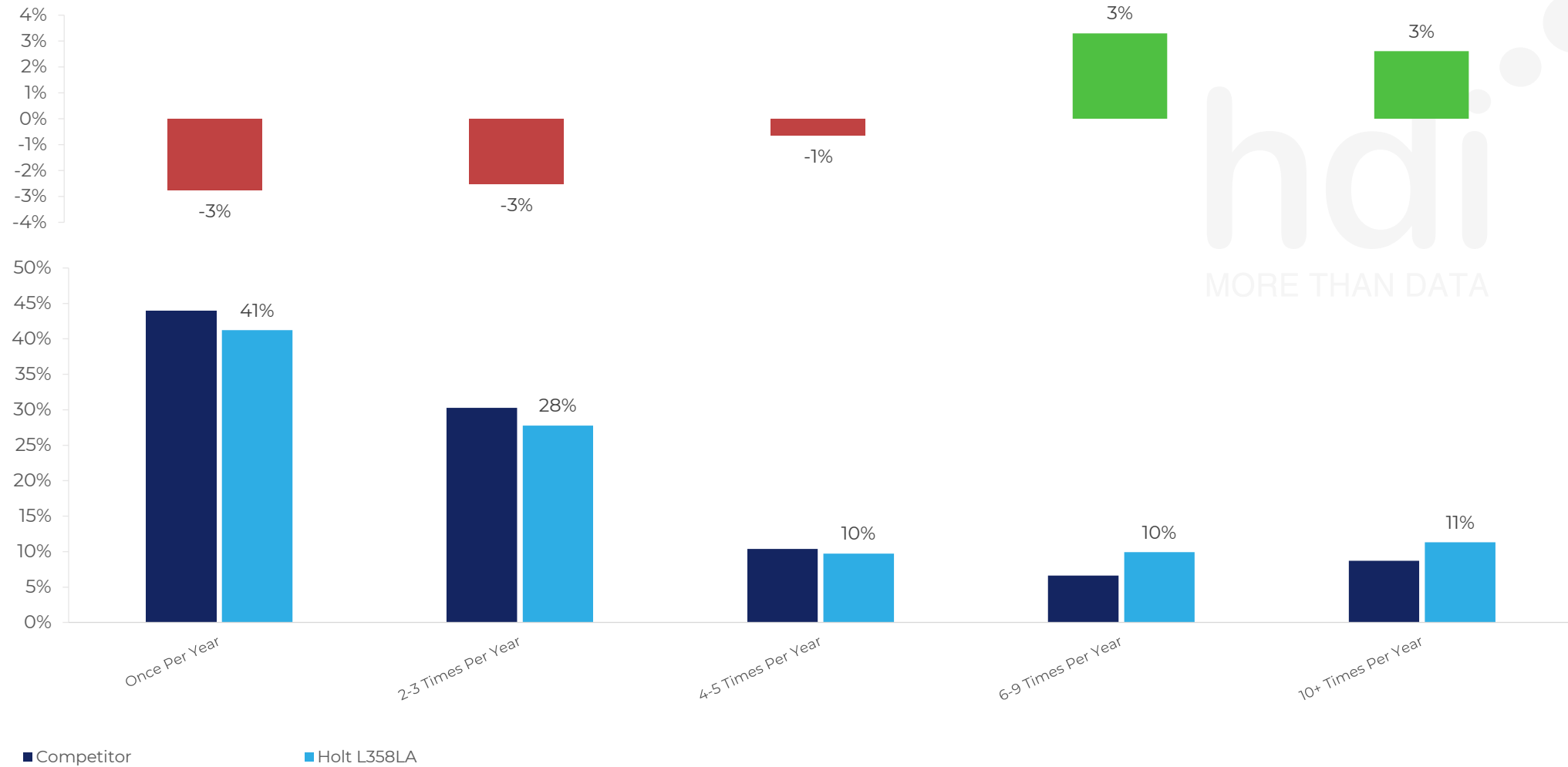565 Site Customers   19 Competitors   11327 Competitor Customers

Visit Frequency

How frequently per year do customers visit Holt L358LA versus its competitors?

% of customer numbers for Holt L358LA and 97 Chains in 1 Miles from 19/07/2023 - 10/07/2024 and the number of visits made Per Annum

Legend: ■ Competitor ■ Holt L358LA

Variance chart (top):
- Once Per Year: -3%
- 2-3 Times Per Year: -3%
- 4-5 Times Per Year: -1%
- 6-9 Times Per Year: 3%
- 10+ Times Per Year: 3%

Bar chart (Holt L358LA values):
- Once Per Year: 41%
- 2-3 Times Per Year: 28%
- 4-5 Times Per Year: 10%
- 6-9 Times Per Year: 10%
- 10+ Times Per Year: 11%

565 Site Customers | 19 Competitors | 11327 Competitor Customers

ATV Change

How has ATV changed between two date ranges?

ATV Change (top chart):

Site	Change
The Wine Club L354LU	£1.75
Rainhill Recreation Club L350LH	£0.69
Skew Bridge Ale House L354LU	£0.64
Holt L358LA	£0.50
Coach Bar & Spice Room L354NZ	£0.45
Carrs Whiston L353QU	£0.32
Rocket L359JE	£0.27
Commercial Hotel L350LP	£0.16
Royal Oak L345RE	-£0.08
Wellington (Eccleston Park) L342RH	-£0.16
Bar Next Door L350LR	-£0.39
Rainhill Ex-Servicemens Club L354LS	-£0.50
Cook House Pub & Carvery L350LR	-£0.69

ATV values (bottom chart, 19/07/2023 - 10/07/2024):

Site	ATV
The Wine Club L354LU	£38.49
Rainhill Recreation Club L350LH	£8.08
Skew Bridge Ale House L354LU	£7.89
Holt L358LA	£8.80
Coach Bar & Spice Room L354NZ	£8.29
Carrs Whiston L353QU	£9.50
Rocket L359JE	£8.91
Commercial Hotel L350LP	£7.60
Royal Oak L345RE	£7.14
Wellington (Eccleston Park) L342RH	£15.02
Bar Next Door L350LR	£12.96
Rainhill Ex-Servicemens Club L354LS	£9.22
Cook House Pub & Carvery L350LR	£15.67

Legend: ■ 13/07/2022 - 05/07/2023 ■ 19/07/2023 - 10/07/2024

565 Site Customers

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Market Share Change

How has market share changed between two date ranges?
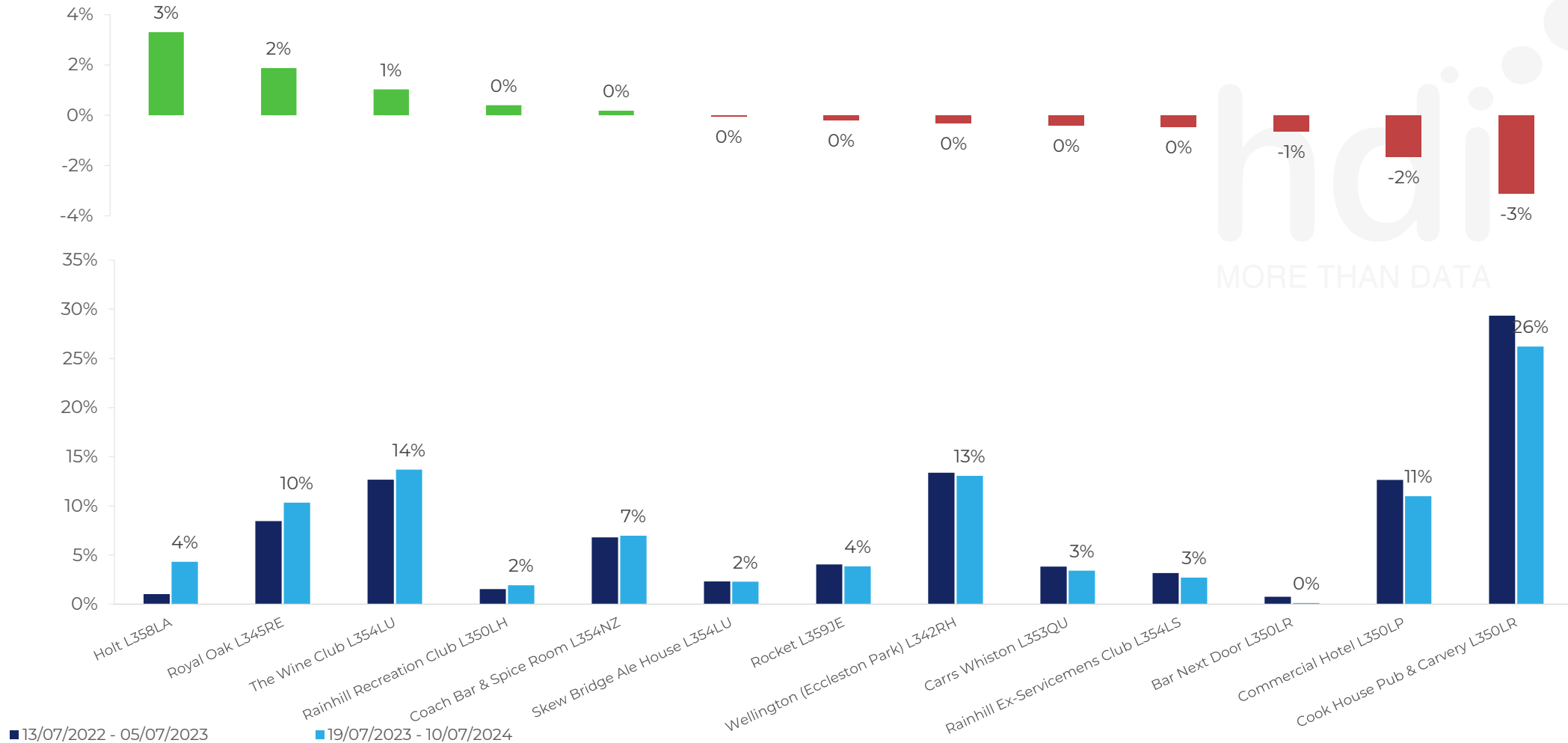
% of market share spend for Holt L358LA and 97 Chains in 1 Miles from 19/07/2023 - 10/07/2024

Top chart (market share change):
- 3%
- 2%
- 1%
- 0%
- 0%
- 0%
- 0%
- 0%
- 0%
- 0%
- -1%
- -2%
- -3%

Bottom chart (market share by site):

Site	13/07/2022 - 05/07/2023	19/07/2023 - 10/07/2024
Holt L358LA		4%
Royal Oak L345RE		10%
The Wine Club L354LU		14%
Rainhill Recreation Club L350LH		2%
Coach Bar & Spice Room L354NZ		7%
Skew Bridge Ale House L354LU		2%
Rocket L359JE		4%
Wellington (Eccleston Park) L342RH		13%
Carrs Whiston L353QU		3%
Rainhill Ex-Servicemens Club L354LS		3%
Bar Next Door L350LR		0%
Commercial Hotel L350LP		11%
Cook House Pub & Carvery L350LR		26%

Legend:
- 13/07/2022 - 05/07/2023
- 19/07/2023 - 10/07/2024

565 Site Customers

Age

How does the age profile of customers who visit Holt L358LA compare versus its competitors?

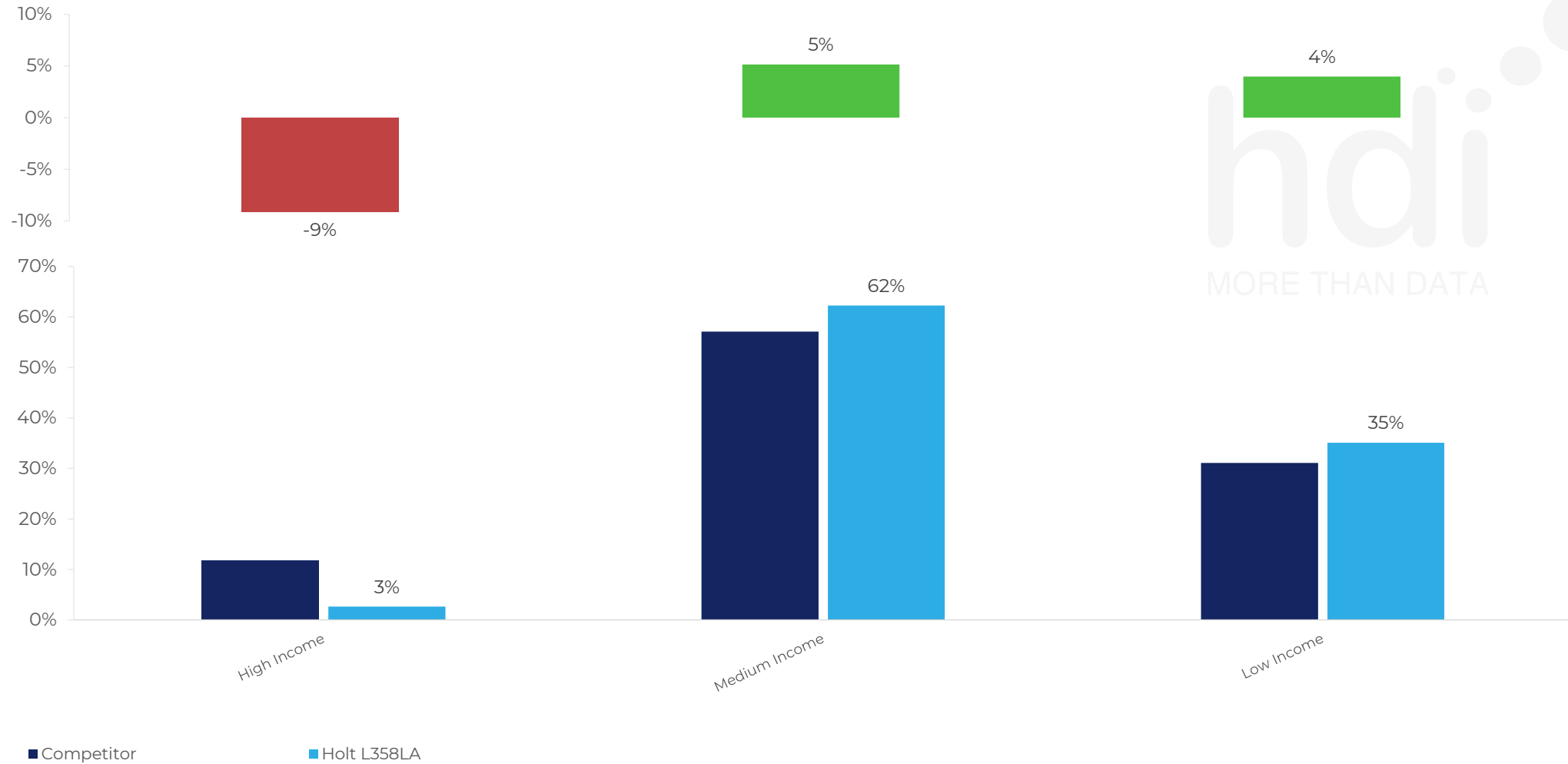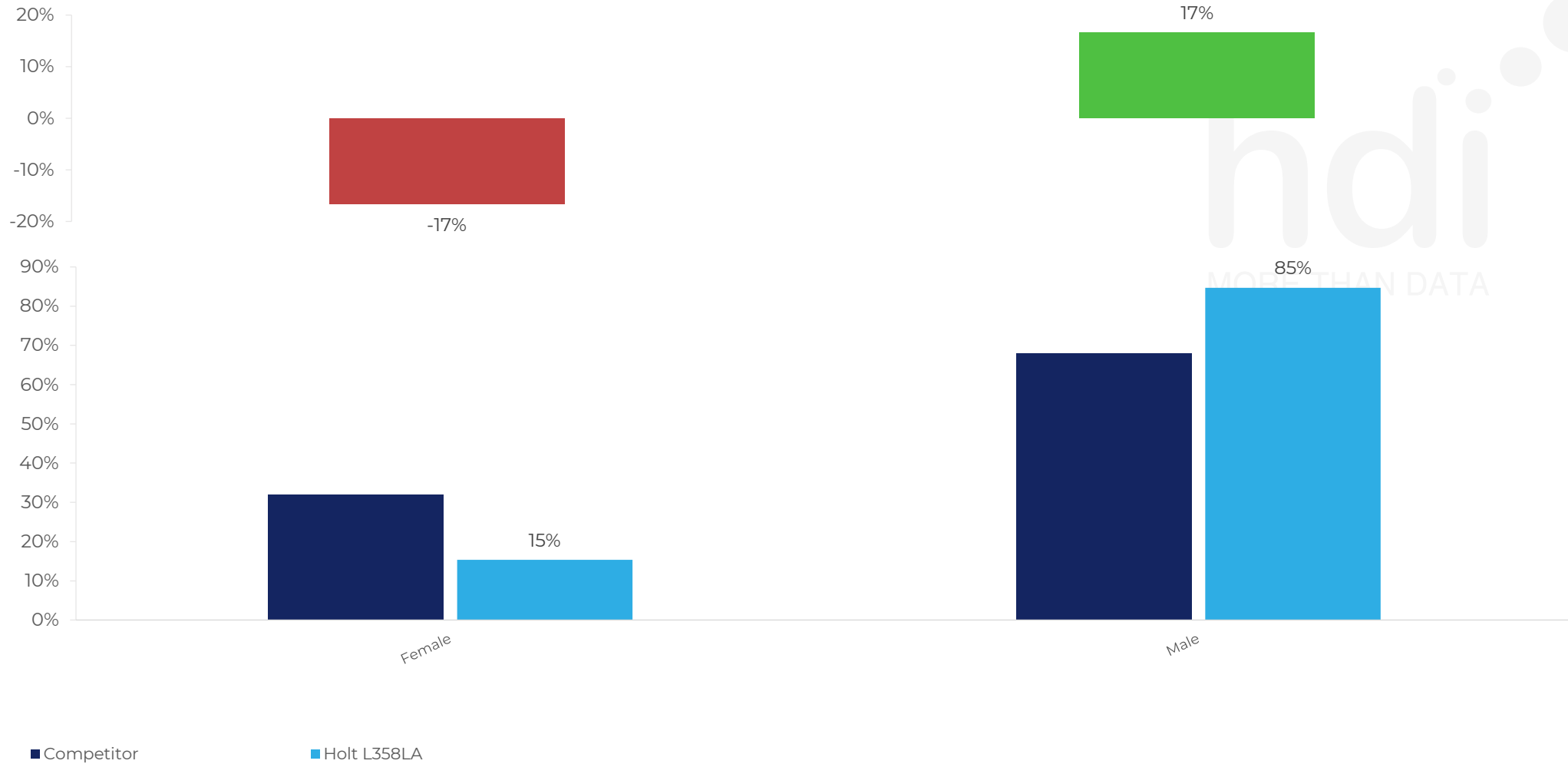% of spend for Holt L358LA and 97 Chains in 1 Miles from 19/07/2023 - 10/07/2024 split by Age Range

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75
Difference	9%	15%	5%	-5%	-8%	-11%	-4%
Competitor	4%	12%	17%	23%	27%	14%	4%
Holt L358LA	12%	27%	22%	17%	18%	3%	0%

Competitor   Holt L358LA

Affluence

How does the affluence of customers who visit Holt L358LA compare versus its competitors?

% of spend for Holt L358LA and 97 Chains in 1 Miles from 19/07/2023 - 10/07/2024 split by Affluence
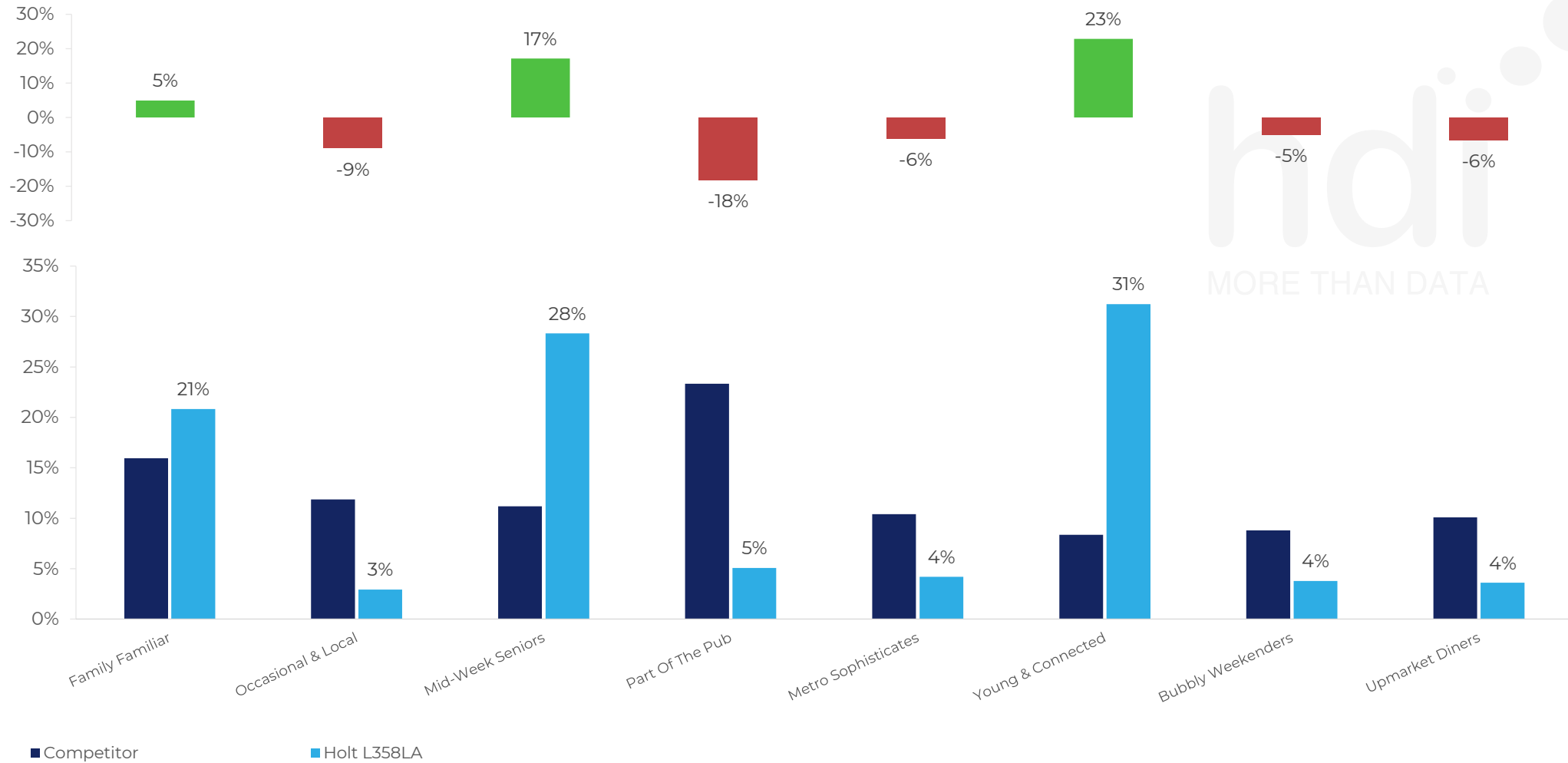

Legend: ■ Competitor   ■ Holt L358LA

Gender

How does the gender profile of customers who visit Holt L358LA compare versus its competitors?

% of spend for Holt L358LA and 97 Chains in 1 Miles from 19/07/2023 - 10/07/2024 split by Gender

-17%

17%

85%

15%

Female

Male

■ Competitor   ■ Holt L358LA

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Punch Segmentation

How does the Custom segmentation profile of customers who visit Holt L358LA compare versus its competitors?

% of spend for Holt L358LA and 97 Chains in 1 Miles from 19/07/2023 - 10/07/2024 split by Segment

Top chart (difference): Family Familiar 5%, Occasional & Local -9%, Mid-Week Seniors 17%, Part Of The Pub -18%, Metro Sophisticates -6%, Young & Connected 23%, Bubbly Weekenders -5%, Upmarket Diners -6%

Bottom chart (Competitor vs Holt L358LA):
- Family Familiar: Competitor ~16%, Holt L358LA 21%
- Occasional & Local: Competitor ~12%, Holt L358LA 3%
- Mid-Week Seniors: Competitor ~11%, Holt L358LA 28%
- Part Of The Pub: Competitor ~23%, Holt L358LA 5%
- Metro Sophisticates: Competitor ~10%, Holt L358LA 4%
- Young & Connected: Competitor ~8%, Holt L358LA 31%
- Bubbly Weekenders: Competitor ~9%, Holt L358LA 4%
- Upmarket Diners: Competitor ~10%, Holt L358LA 4%

Legend: ■ Competitor ■ Holt L358LA

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565 Site Customers | 19 Competitors | 11327 Competitor Customers

SEGMENT SNAPSHOTS

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MORE THAN DATA

1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.

2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.

3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.

4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.

5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.

6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.

7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.

8 – UPMARKET DINERS

- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.
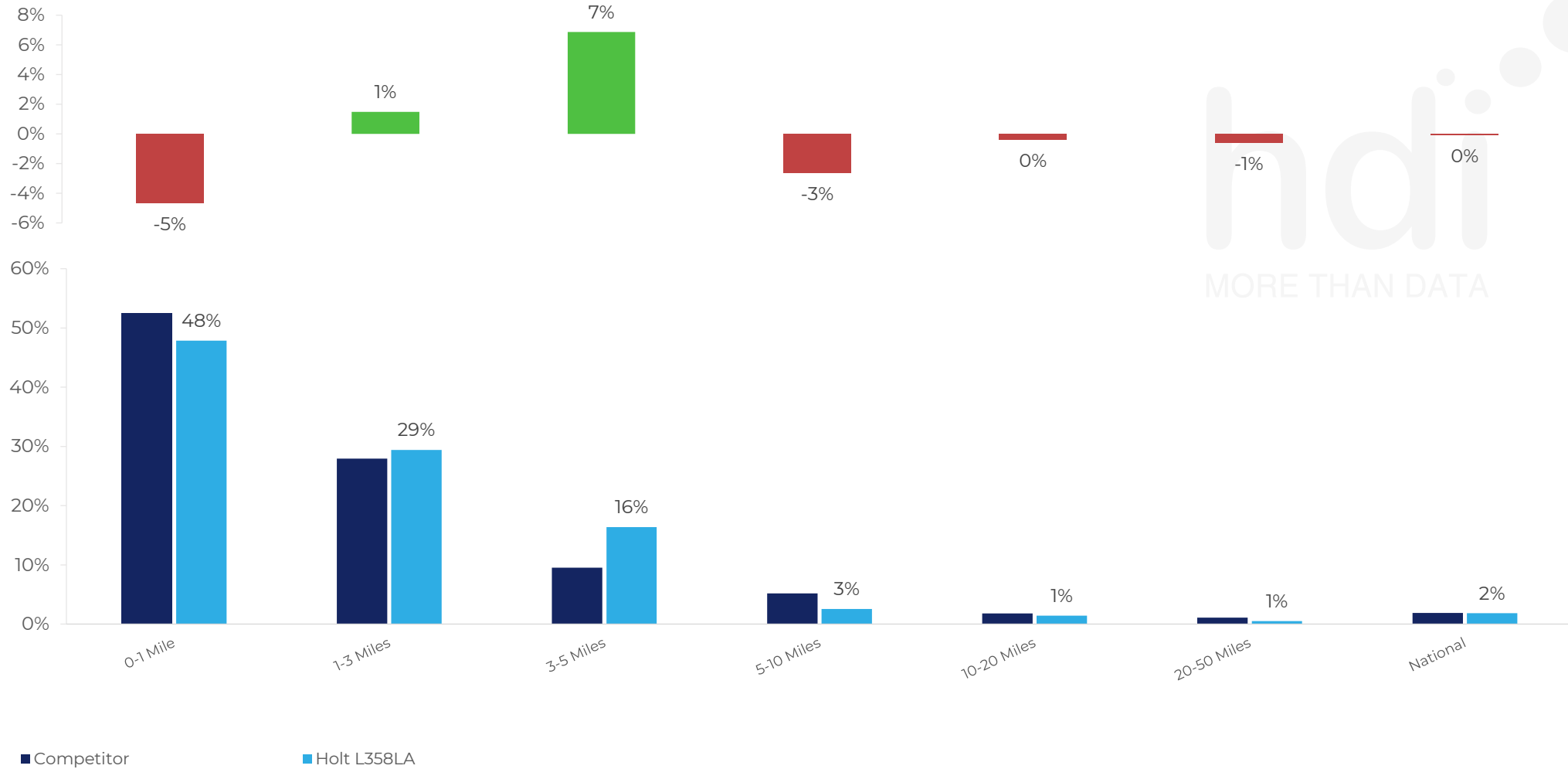
Spend by Distance

How does the spend profile of Holt L358LA compare versus its competitors based on travel distances?

% of spend for Holt L358LA and 97 Chains in 1 Miles from 19/07/2023 - 10/07/2024 split by Distance travelled
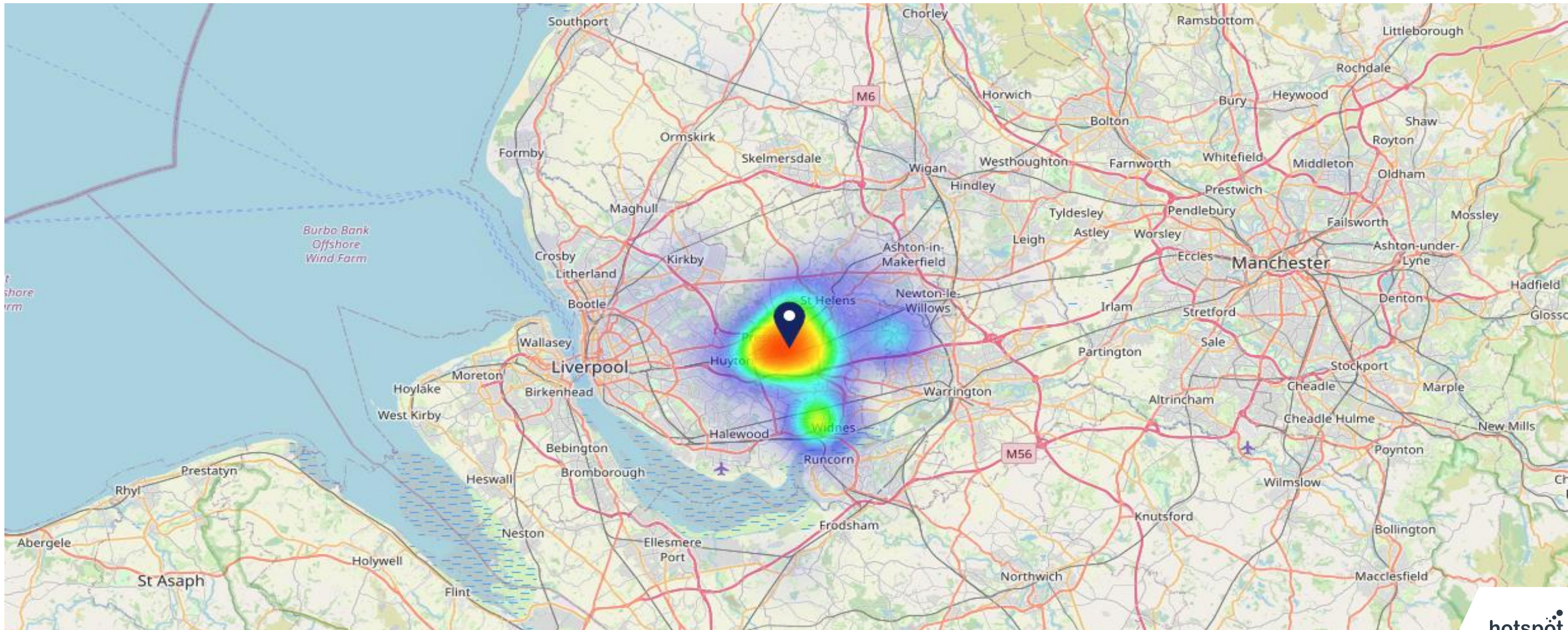

Legend: ■ Competitor ■ Holt L358LA

Map of Guest Origin

Where do customers of Holt L358LA come from?

Where do customers of Holt L358LA for 19/07/2023 - 10/07/2024 live
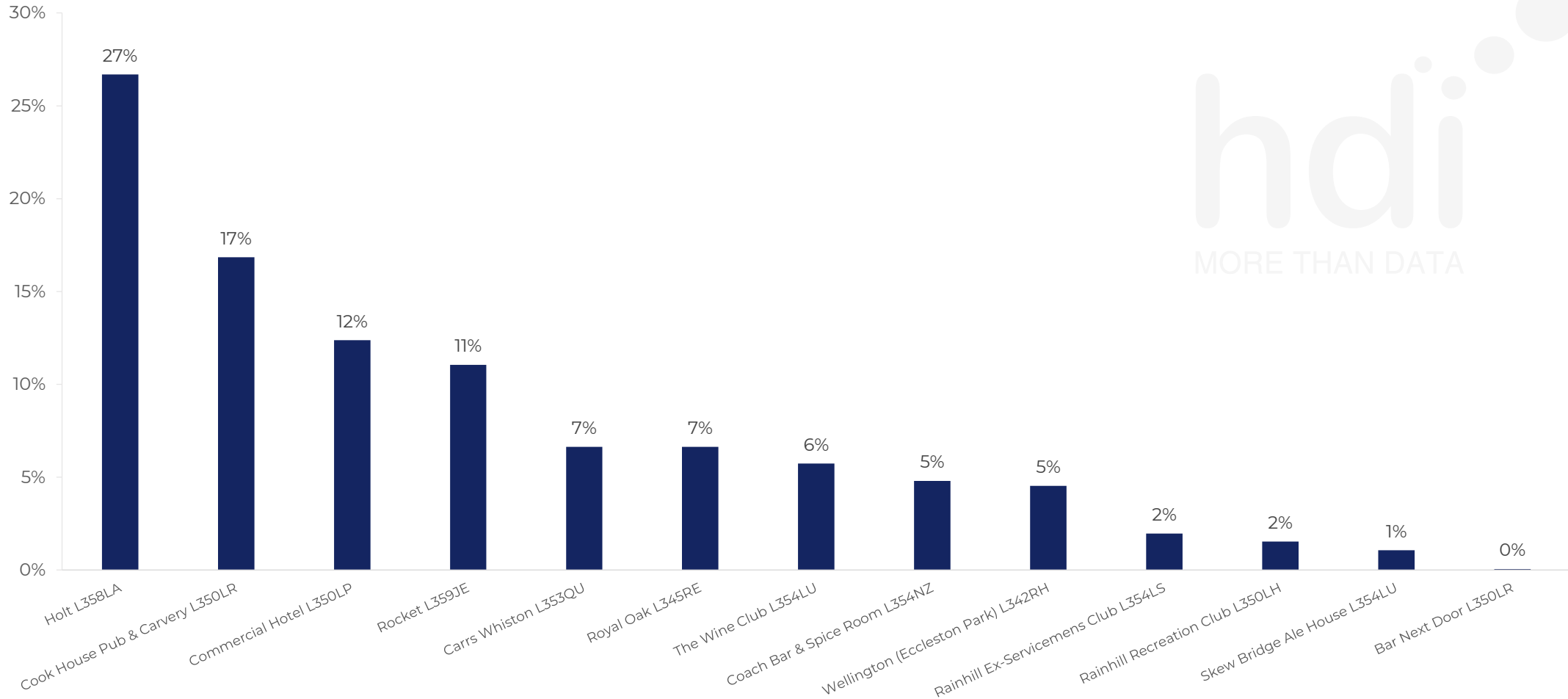

262 Site Customers

Share of Wallet

What are the Top 20 venues (by spend) that customers of Holt L358LA also visit?

For customers of Holt L358LA, who are the top 20 competitors from 97 Chains in 1 Miles for 19/07/2023 - 10/07/2024 split by Venue

Bar chart with the following values:

Venue	Percentage
Holt L358LA	27%
Cook House Pub & Carvery L350LR	17%
Commercial Hotel L350LP	12%
Rocket L359JE	11%
Carrs Whiston L353QU	7%
Royal Oak L345RE	7%
The Wine Club L354LU	6%
Coach Bar & Spice Room L354NZ	5%
Wellington (Eccleston Park) L342RH	5%
Rainhill Ex-Servicemens Club L354LS	2%
Rainhill Recreation Club L350LH	2%
Skew Bridge Ale House L354LU	1%
Bar Next Door L350LR	0%

565 Site Customers

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Share of Wallet Change

How has share of wallet of customers of Holt L358LA changed between two date ranges?

Top chart (Share of Wallet Change):
- Holt L358LA: 16%
- Carrs Whiston L353QU: 1%
- Rainhill Recreation Club L350LH: 1%
- Royal Oak L345RE: 0%
- Coach Bar & Spice Room L354NZ: 0%
- Bar Next Door L350LR: -1%
- Skew Bridge Ale House L354LU: -1%
- Rocket L359JE: -1%
- Rainhill Ex-Servicemens Club L354LS: -1%
- The Wine Club L354LU: -2%
- Cook House Pub & Carvery L350LR: -3%
- Wellington (Eccleston Park) L342RH: -3%
- Commercial Hotel L350LP: -7%

Bottom chart:
- Holt L358LA: 22%
- Carrs Whiston L353QU: 6%
- Rainhill Recreation Club L350LH: 1%
- Royal Oak L345RE: 7%
- Coach Bar & Spice Room L354NZ: 5%
- Bar Next Door L350LR: 0%
- Skew Bridge Ale House L354LU: 1%
- Rocket L359JE: 10%
- Rainhill Ex-Servicemens Club L354LS: 2%
- The Wine Club L354LU: 6%
- Cook House Pub & Carvery L350LR: 17%
- Wellington (Eccleston Park) L342RH: 10%
- Commercial Hotel L350LP: 12%

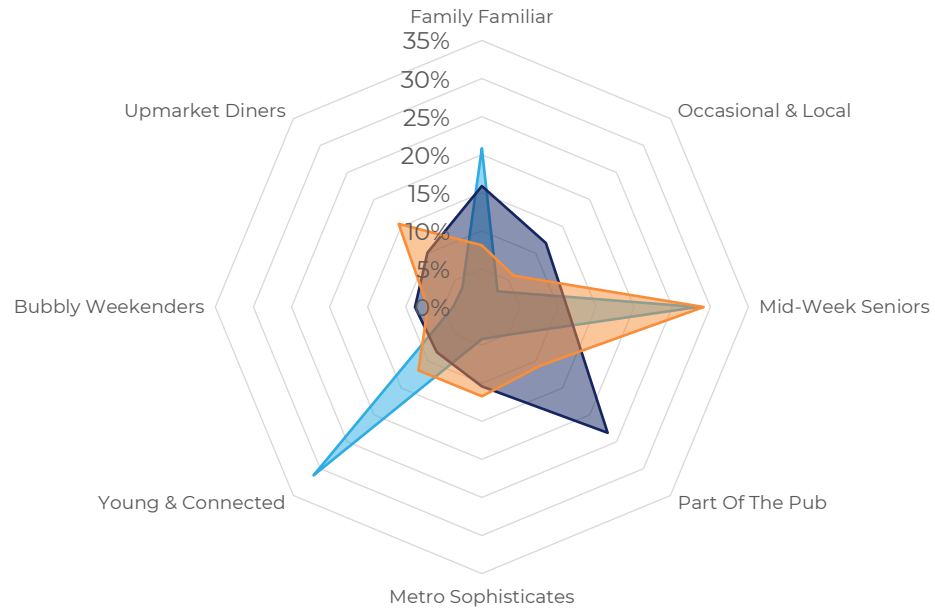Legend: ■ 13/07/2022 - 05/07/2023   ■ 19/07/2023 - 10/07/2024

565 Site Customers

Market Summary

How does the local area for Holt L358LA 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	£332K	3	£3.01M	5	£18.36M	6	£147.36M	7
Weekpart	Mon - Thu	25.8%	1	60.8%	10	41.8%	6	41.9%	6
Weekpart	Fri - Sat	51.6%	9	29.3%	1	42.0%	5	41.7%	5
Weekpart	Sun	22.7%	10	9.9%	1	16.2%	7	16.3%	7
Age	18 to 24	12.2%	9	4.3%	4	3.6%	2	6.8%	5
Age	25 to 34	26.7%	8	20.6%	5	14.1%	2	18.3%	3
Age	35 to 44	22.4%	5	25.7%	7	19.2%	2	24.7%	7
Age	45 to 54	17.4%	3	19.3%	4	21.6%	7	20.2%	6
Age	55 to 64	18.2%	7	17.8%	7	23.8%	10	17.7%	8
Age	65 to 74	3.0%	2	8.5%	7	12.4%	9	8.7%	8
Age	75+	0.0%	1	3.8%	8	5.3%	9	3.6%	7
CAMEO	Business Elite	0.3%	1	2.5%	2	3.7%	3	2.4%	1
CAMEO	Prosperous Professionals	0.4%	1	3.4%	3	2.5%	2	2.7%	1
CAMEO	Flourishing Society	2.0%	1	5.8%	2	5.0%	1	4.3%	1
CAMEO	Content Communities	4.9%	1	7.1%	1	8.1%	1	8.0%	1
CAMEO	White Collar Neighbourhoods	20.6%	10	13.0%	7	17.9%	10	15.1%	9
CAMEO	Enterprising Mainstream	10.4%	7	10.1%	7	9.0%	6	8.1%	5
CAMEO	Paying The Mortgage	26.4%	10	20.0%	9	19.9%	9	18.3%	8
CAMEO	Cash Conscious Communities	7.3%	4	12.6%	8	13.5%	9	13.5%	9
CAMEO	On A Budget	18.4%	10	12.6%	9	12.0%	9	13.2%	10
CAMEO	Family Value	9.4%	9	12.9%	9	8.3%	8	14.4%	10
Affluence	AB	2.7%	1	11.7%	2	11.3%	1	9.5%	1
Affluence	C1C2	62.3%	10	50.2%	6	54.9%	8	49.5%	6
Affluence	DE	35.1%	9	38.1%	9	33.8%	9	41.1%	10

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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
Holt	122	20.83%	2.93%	28.33%	5.08%	4.19%	31.23%	3.78%	3.60%
Local Catchment	1315	15.90%	11.87%	11.19%	23.33%	10.41%	8.37%	8.80%	10.09%
Punch T&L	103708	8.11%	5.86%	29.11%	10.87%	11.71%	11.75%	7.12%	15.44%
Holt vs Local Catchment		4.93%	-8.94%	17.14%	-18.25%	-6.22%	22.86%	-5.02%	-6.49%
Holt vs Punch T&L		12.72%	-2.93%	-0.78%	-5.79%	-7.52%	19.48%	-3.34%	-11.84%
Local Catchment vs Punch T&L		7.79%	6.01%	-17.92%	12.46%	-1.30%	-3.38%	1.68%	-5.35%

Legend: ■ Holt ■ Local Catchment ■ Punch T&L

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