



Site Summary



# Straw Bear PE71XL

PE71XL

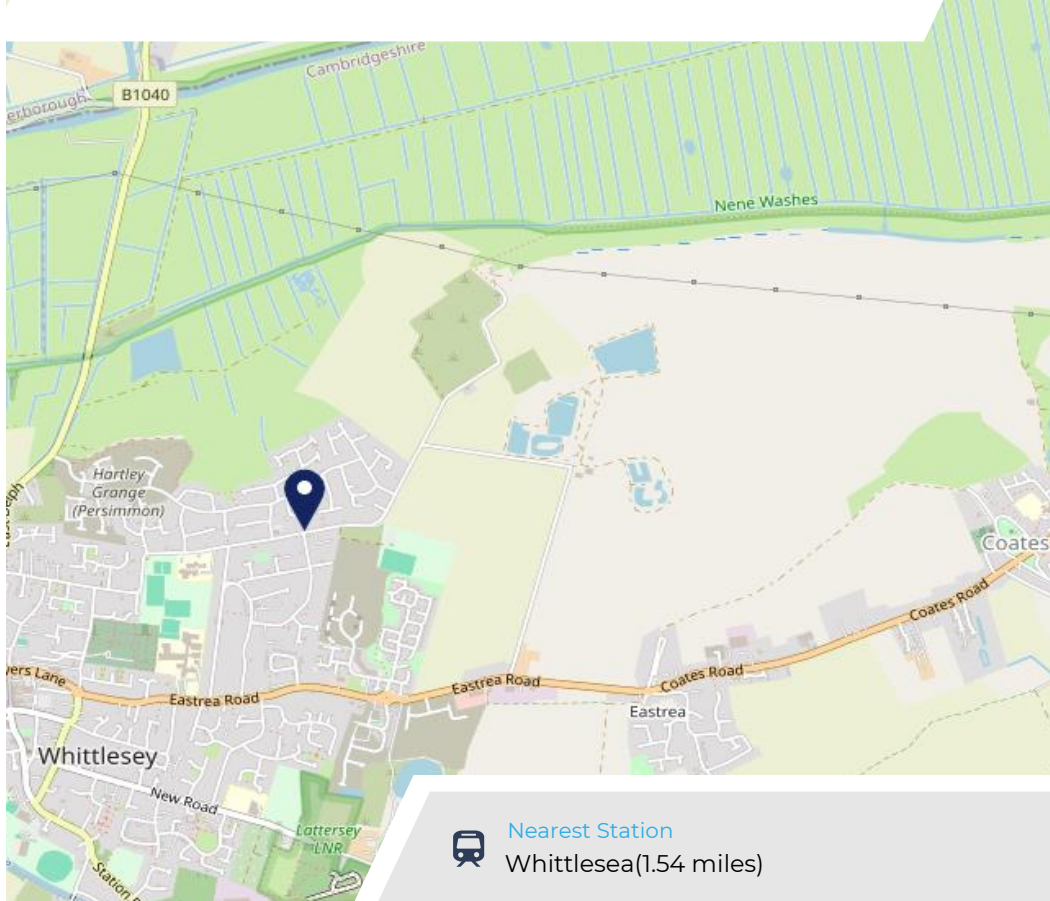
Punch T&L

**Work Area**  
Peterborough

**Region**  
East of England

**TV Region**  
Anglia

**Urbanicity**  
Urban city and town



ATV  
**£14.30**



Gender  
**84.44%**  
Male



Affluence  
**58.19%**  
Low Income



Segmentation  
**38.96%**  
Family Value



Age Group  
**35.48%**  
65 to 74



Visit Day  
**22.87%**  
Sun

### Top Competitors



#1



#2



#3

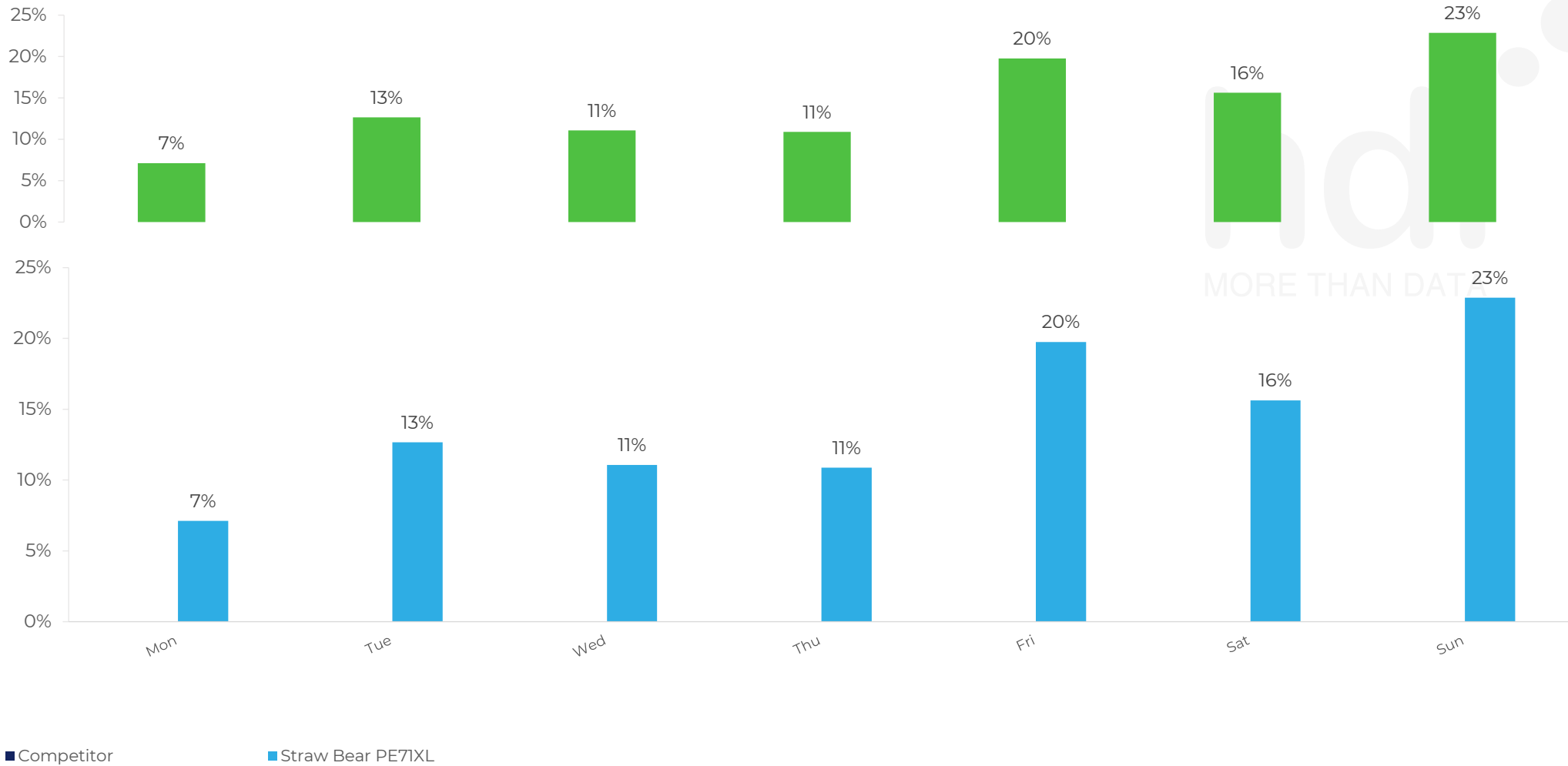


**Nearest Station**  
Whittlesea(1.54 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Straw Bear PE71XL versus its competitors?

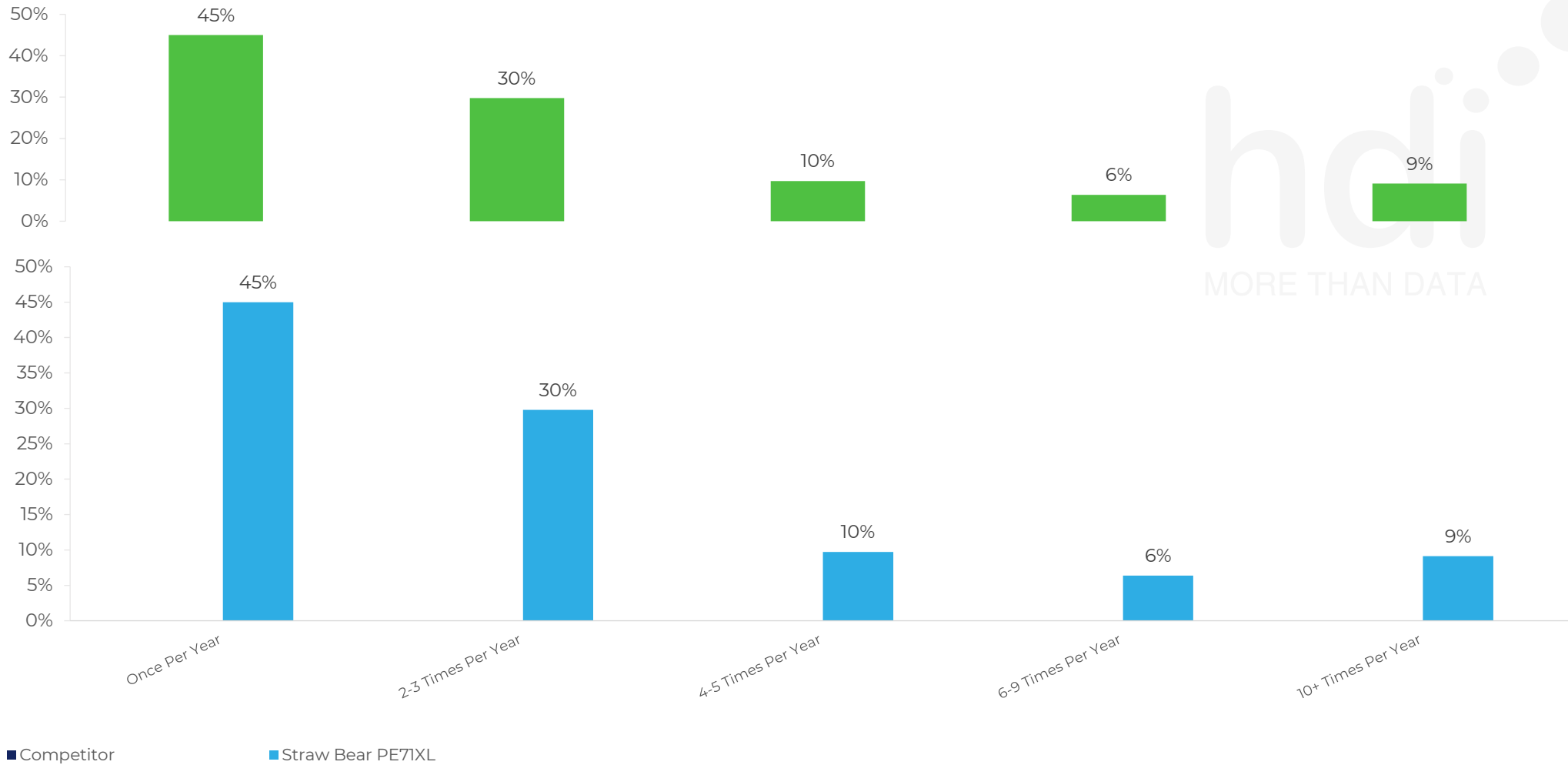
% of spend for Straw Bear PE71XL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week



Visit Frequency

How frequently per year do customers visit Straw Bear PE71XL versus its competitors?

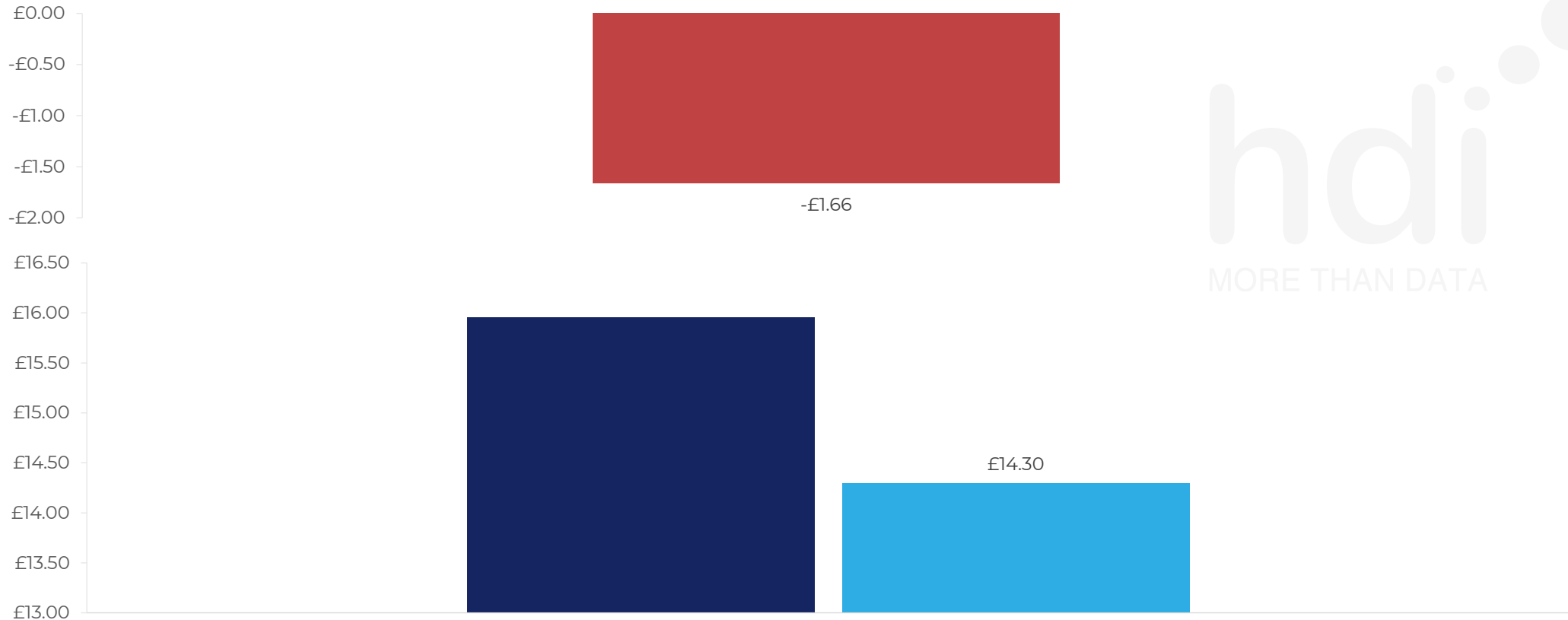
% of customer numbers for Straw Bear PE71XL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





### ATV Change

How has ATV changed between two date ranges?



■ 22/02/2023 - 14/02/2024

■ 06/12/2023 - 27/11/2024

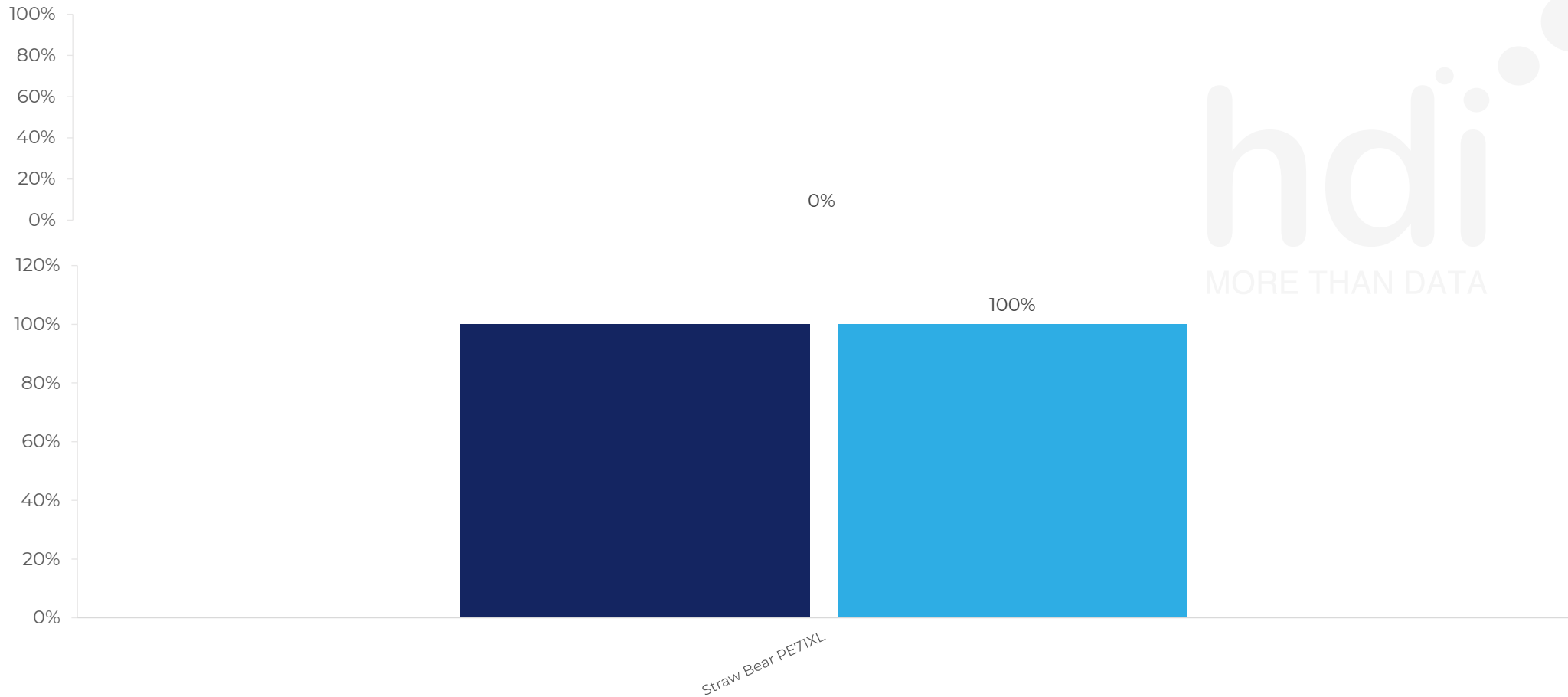
Straw Bear PE71XL



### Market Share Change

How has market share changed between two date ranges?

% of market share spend for Straw Bear PE71XL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024

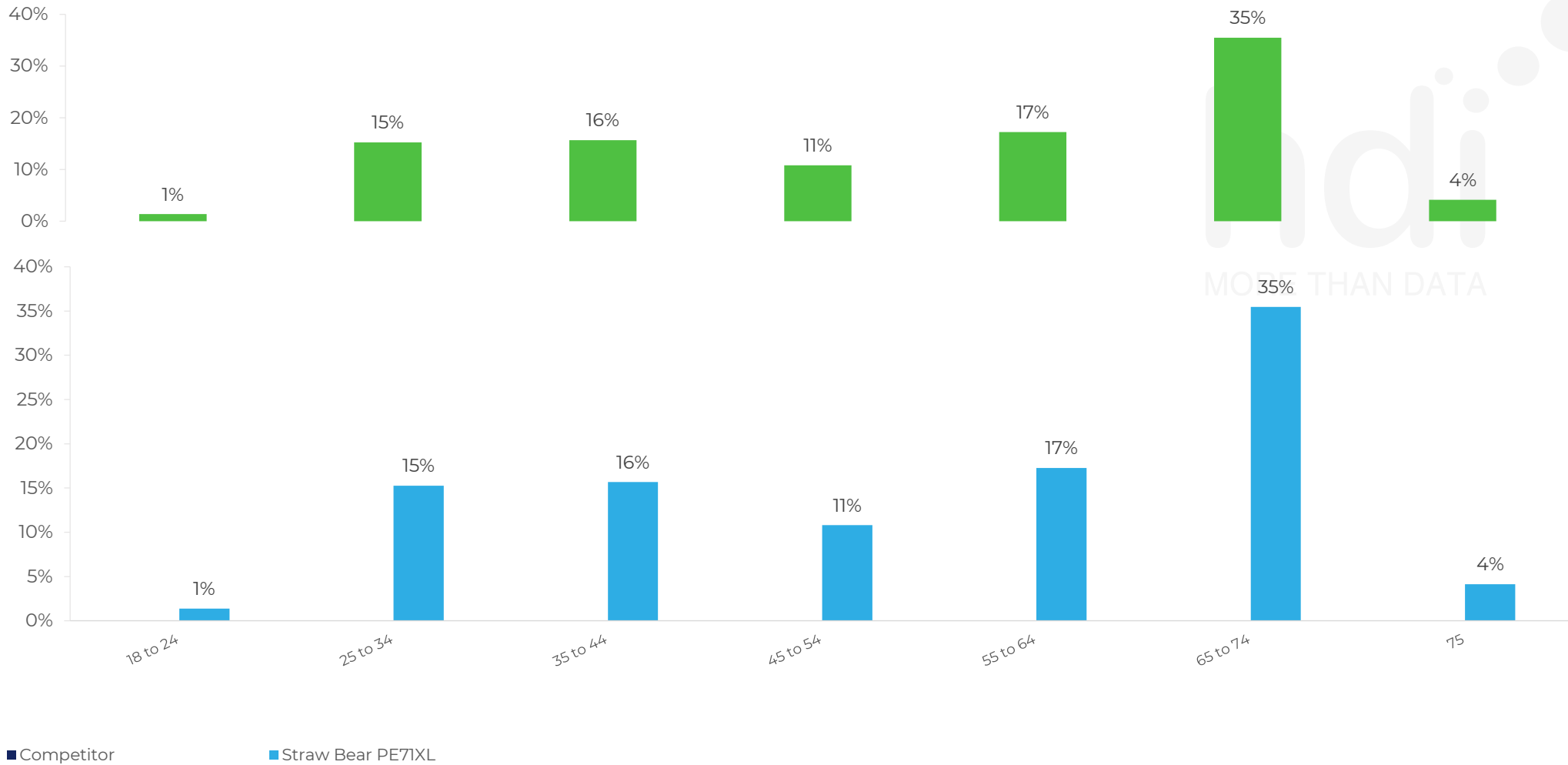


■ 22/02/2023 - 14/02/2024

■ 06/12/2023 - 27/11/2024

How does the age profile of customers who visit Straw Bear PE71XL compare versus its competitors?

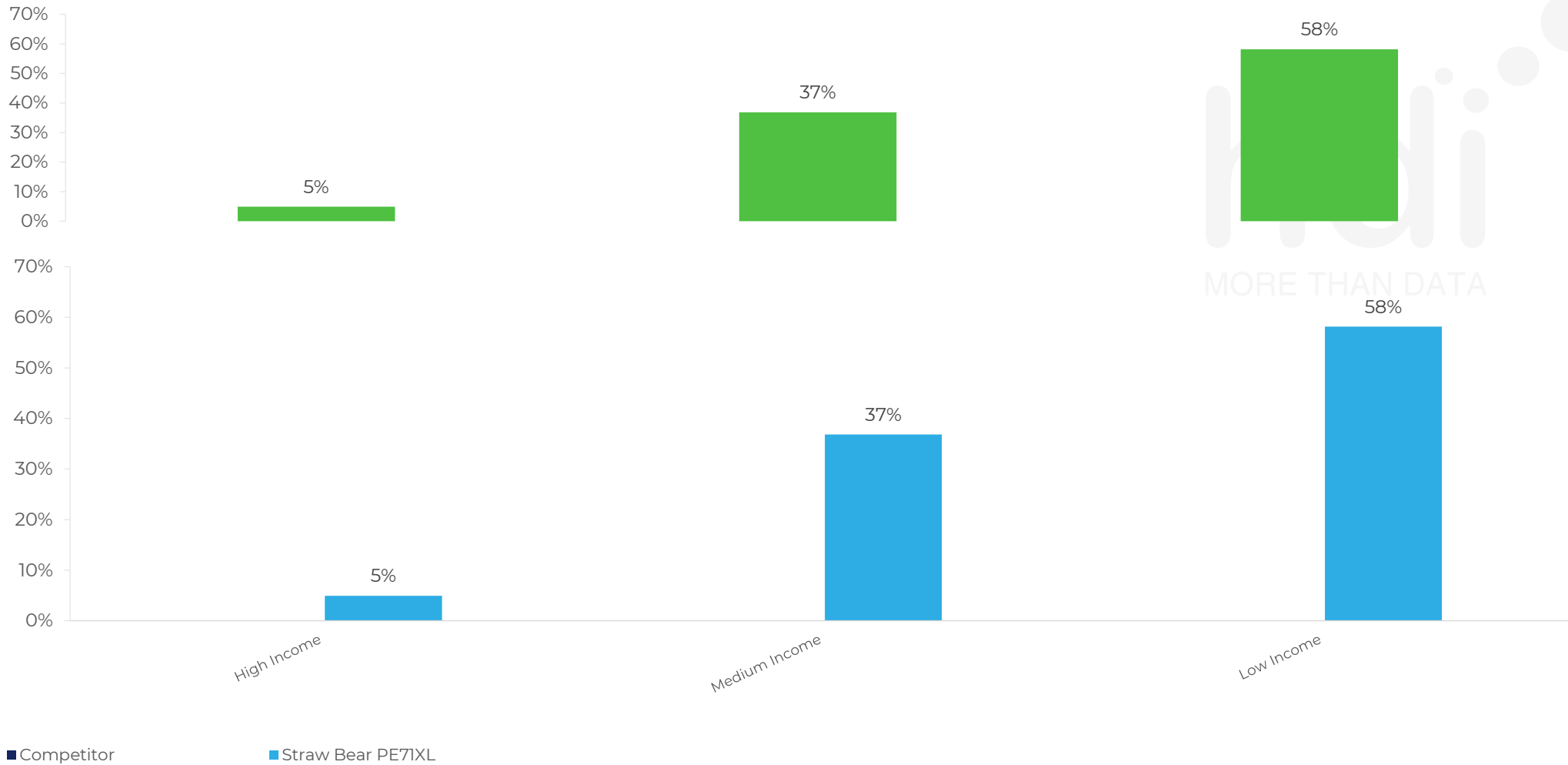
% of spend for Straw Bear PE71XL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range



Affluence

How does the affluence of customers who visit Straw Bear PE71XL compare versus its competitors?

% of spend for Straw Bear PE71XL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

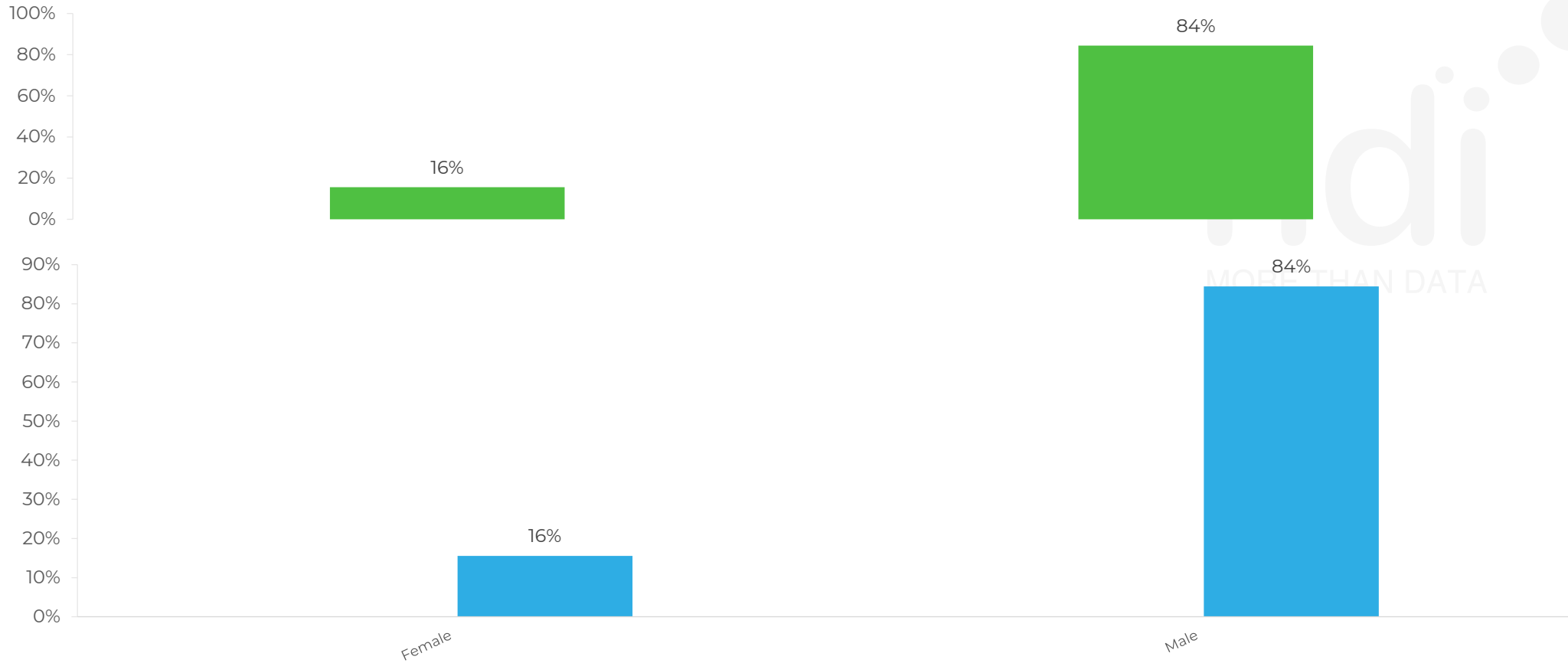




Gender

How does the gender profile of customers who visit Straw Bear PE71XL compare versus its competitors?

% of spend for Straw Bear PE71XL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



■ Competitor

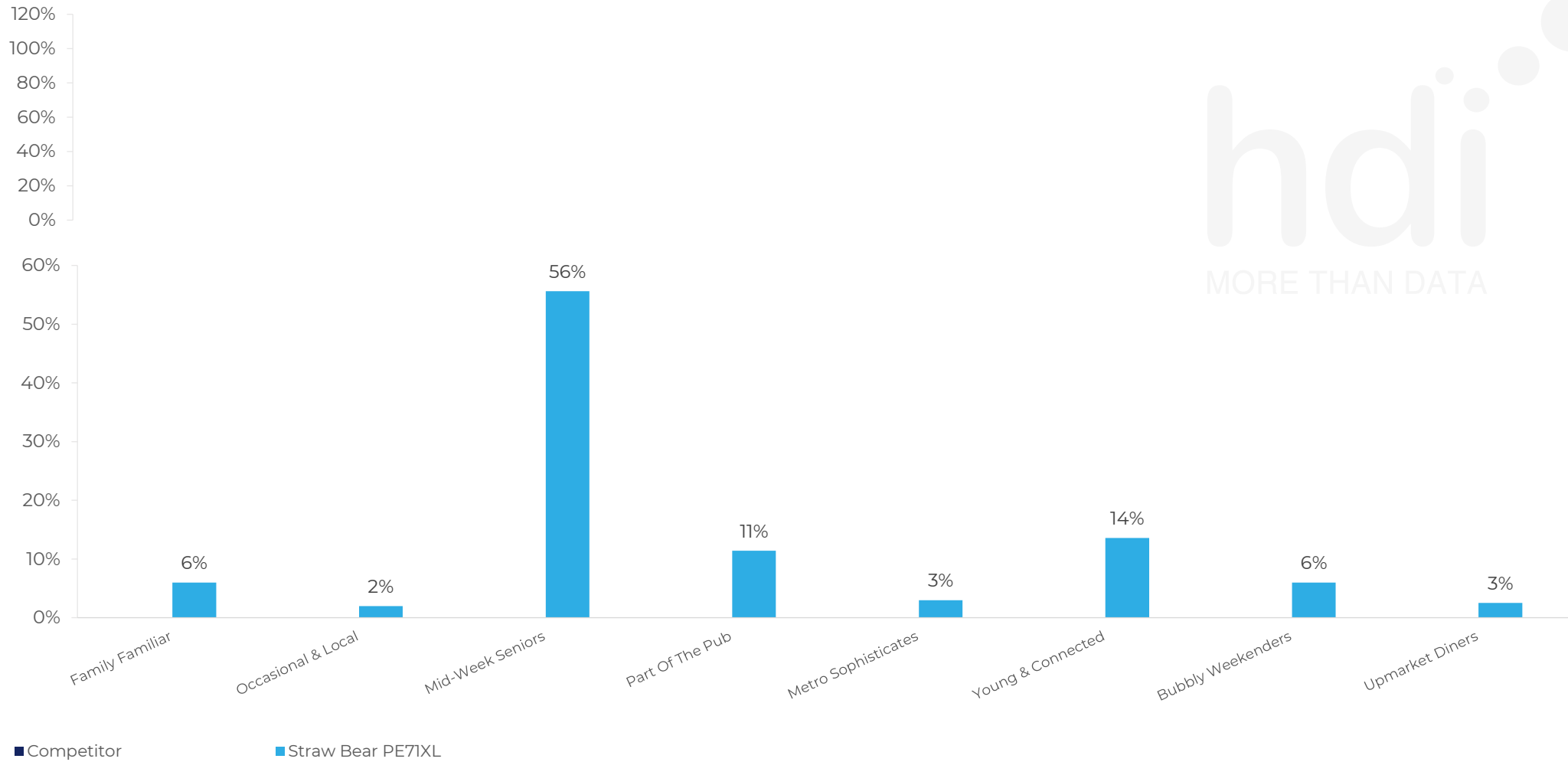
■ Straw Bear PE71XL



Punch Segmentation

How does the Custom segmentation profile of customers who visit Straw Bear PE71XL compare versus its competitors?

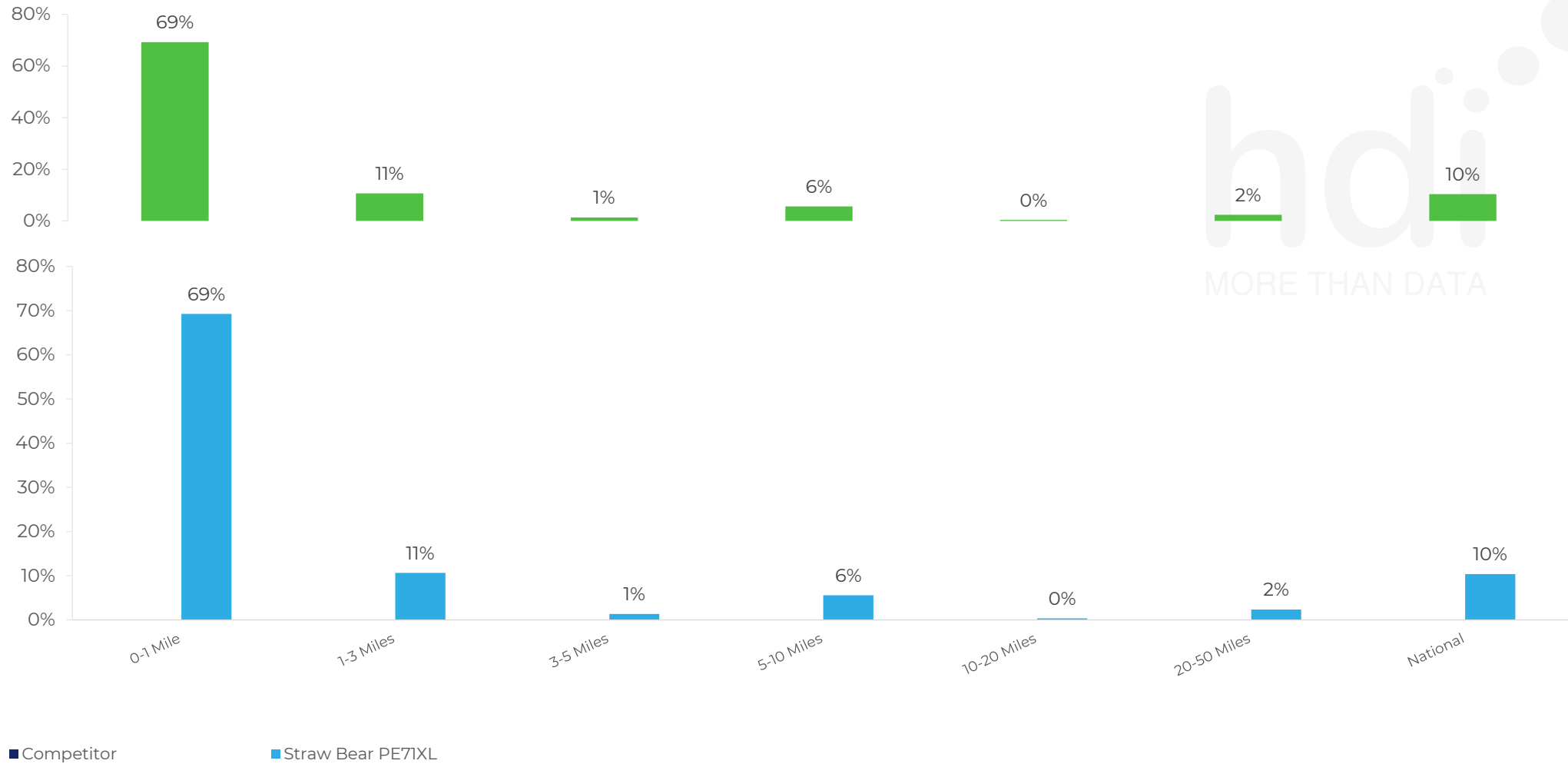
% of spend for Straw Bear PE71XL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment



Spend by Distance

How does the spend profile of Straw Bear PE71XL compare versus its competitors based on travel distances?

% of spend for Straw Bear PE71XL and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

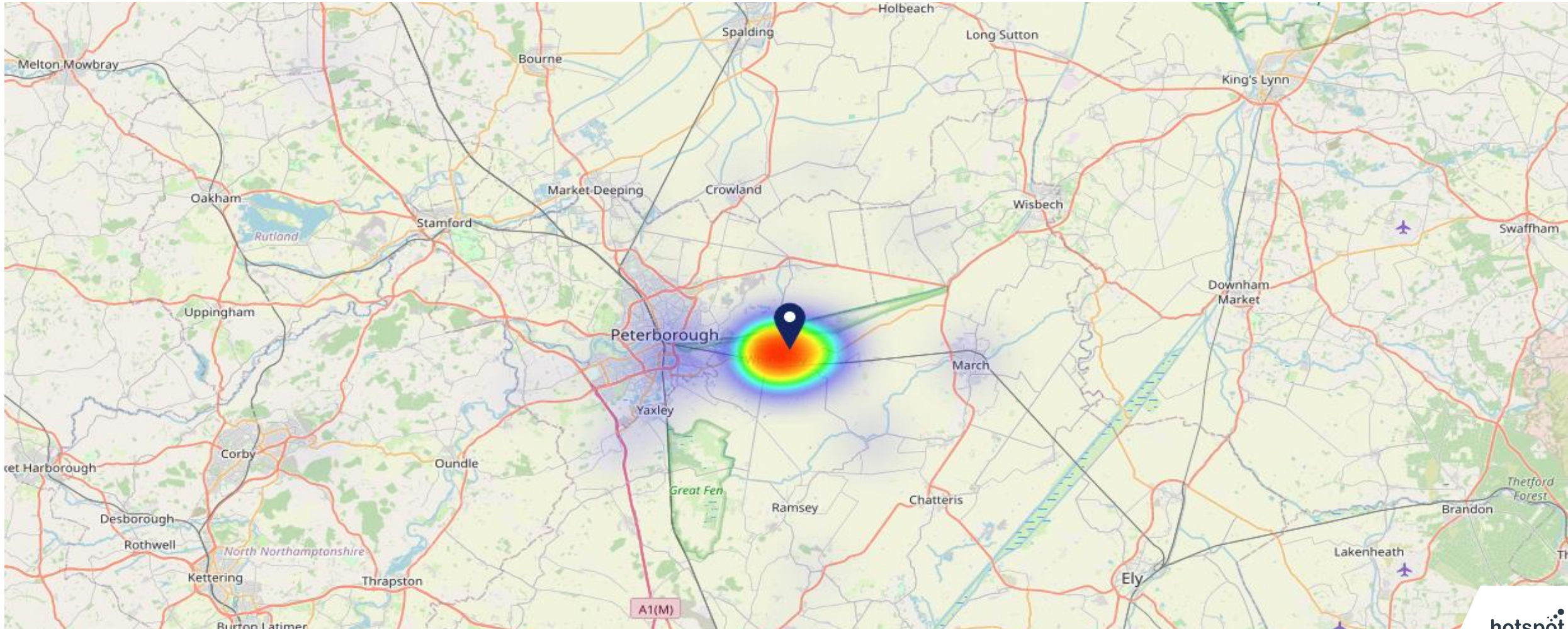




### Map of Guest Origin

Where do customers of Straw Bear PE71XL come from?

Where do customers of Straw Bear PE71XL for 06/12/2023 - 27/11/2024 live

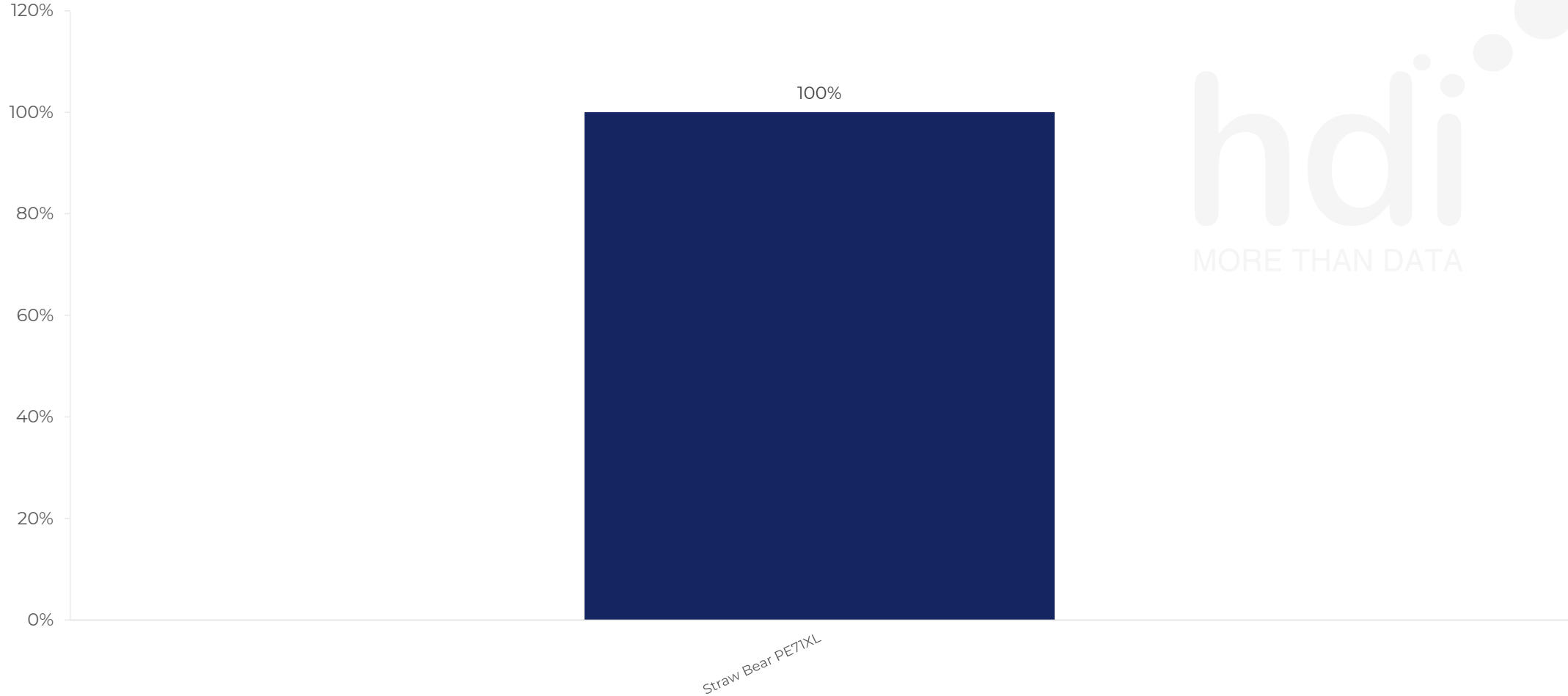




Share of Wallet

What are the Top 20 venues (by spend) that customers of Straw Bear PE71XL also visit?

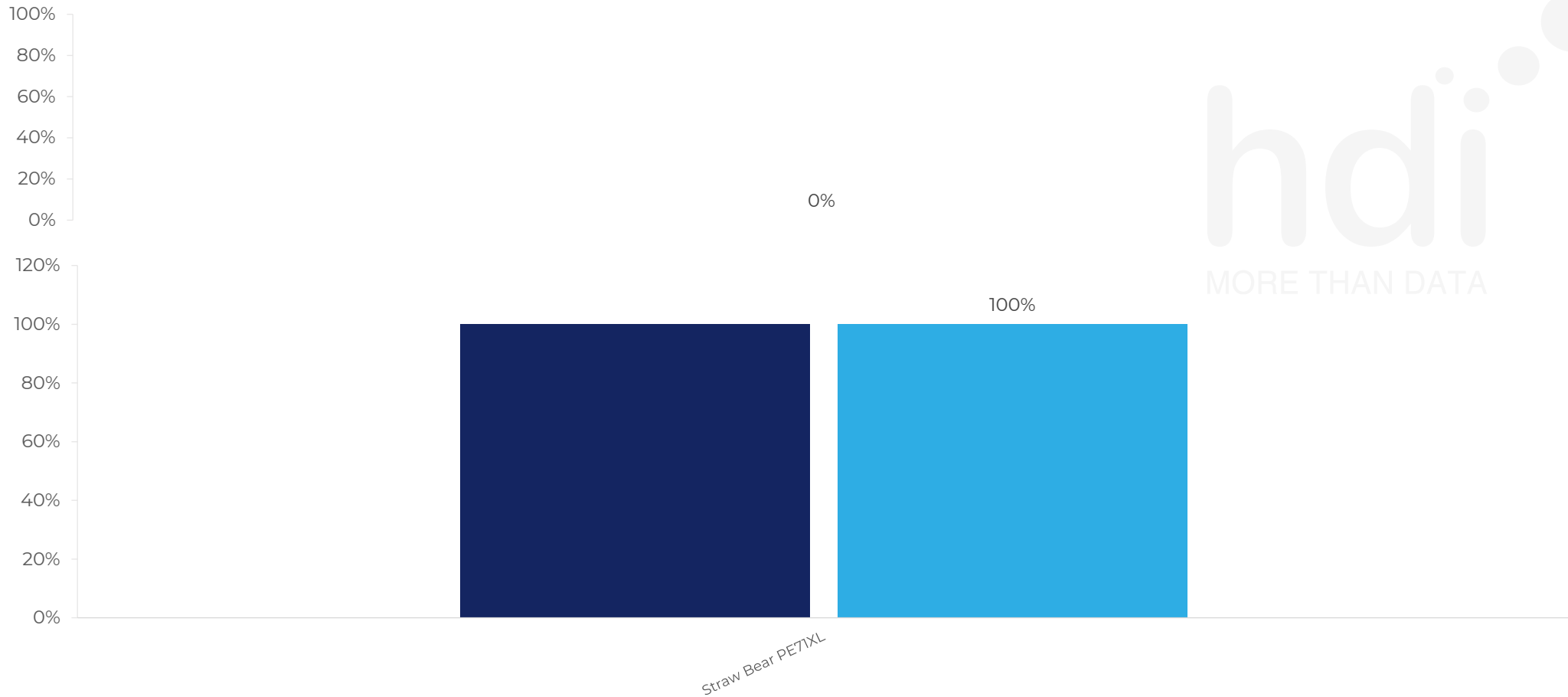
For customers of Straw Bear PE71XL, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





### Share of Wallet Change

How has share of wallet of customers of Straw Bear PE71XL changed between two date ranges?



■ 22/02/2023 - 14/02/2024

■ 06/12/2023 - 27/11/2024



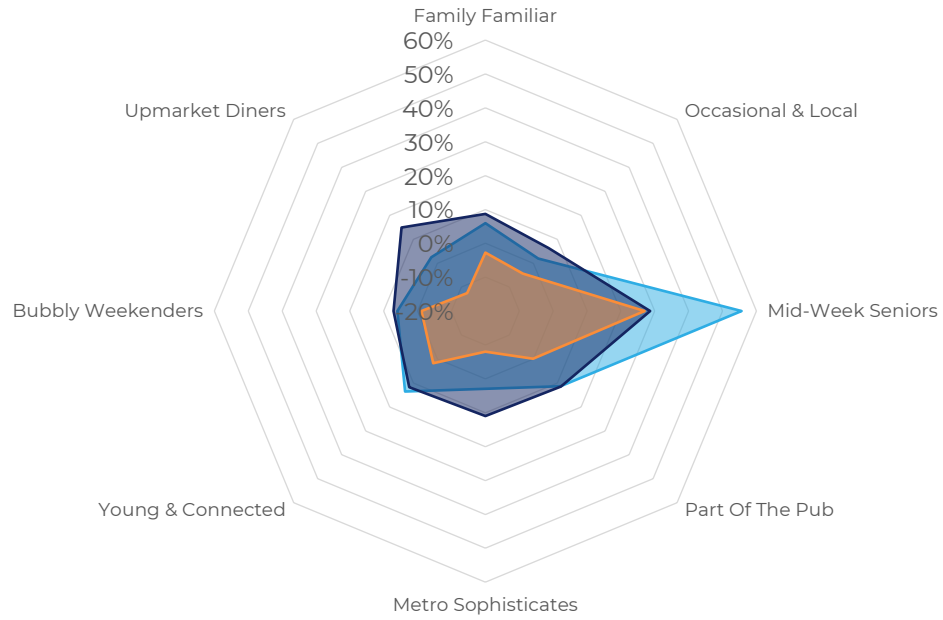
## Market Summary

How does the local area for Straw Bear PE71XL 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	£251K	3	£1.09M	4	£4.34M	3	£5.10M	1
Weekpart	Mon - Thu	40.5%	6	43.7%	7	38.6%	3	38.9%	2
Weekpart	Fri - Sat	38.5%	3	36.8%	2	46.0%	8	45.5%	9
Weekpart	Sun	21.0%	9	19.6%	9	15.4%	6	15.6%	5
Age	18 to 24	1.4%	2	8.1%	7	4.7%	3	4.4%	2
Age	25 to 34	13.2%	2	21.9%	5	18.0%	3	16.5%	2
Age	35 to 44	16.0%	1	26.9%	8	21.9%	4	20.9%	3
Age	45 to 54	11.2%	1	17.9%	3	18.4%	3	22.1%	8
Age	55 to 64	16.8%	6	11.1%	2	15.7%	6	15.8%	6
Age	65 to 74	38.9%	10	13.0%	9	13.9%	10	13.5%	10
Age	75+	2.4%	6	1.1%	3	7.3%	10	6.8%	10
CAMEO	Business Elite	0.2%	1	2.6%	2	0.9%	1	0.9%	1
CAMEO	Prosperous Professionals	1.0%	1	1.7%	1	1.4%	1	1.2%	1
CAMEO	Flourishing Society	4.3%	2	6.4%	2	6.5%	2	9.4%	3
CAMEO	Content Communities	5.3%	1	13.7%	7	14.5%	8	14.4%	8
CAMEO	White Collar Neighbourhoods	3.6%	1	8.5%	3	11.6%	6	10.9%	5
CAMEO	Enterprising Mainstream	13.1%	9	15.0%	10	21.6%	10	21.8%	10
CAMEO	Paying The Mortgage	12.2%	4	13.7%	5	15.9%	7	14.6%	5
CAMEO	Cash Conscious Communities	18.2%	10	14.6%	9	10.5%	7	10.8%	7
CAMEO	On A Budget	3.9%	3	8.2%	7	6.9%	6	6.4%	5
CAMEO	Family Value	38.2%	10	15.5%	10	10.1%	9	9.7%	9
Affluence	AB	5.4%	1	10.7%	2	8.8%	1	11.5%	1
Affluence	C1C2	34.2%	2	51.0%	6	63.7%	10	61.7%	10
Affluence	DE	60.4%	10	38.3%	9	27.5%	8	26.9%	8



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
Straw Bear	63	5.96%	1.98%	55.61%	11.39%	2.97%	13.56%	5.98%	2.51%
Punch T&L	105070	8.69%	6.30%	28.63%	11.49%	10.97%	11.81%	7.11%	14.96%
Straw Bear vs Punch T&L		-2.73%	-4.32%	26.98%	-0.10%	-8.00%	1.75%	-1.13%	-12.45%

■ Straw Bear    
 ■ Punch T&L    
 ■ Straw Bear vs Punch T&L



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
Straw Bear PE71XL	63	5.96%	1.98%	55.61%	11.39%	2.97%	13.56%	5.98%	2.51%