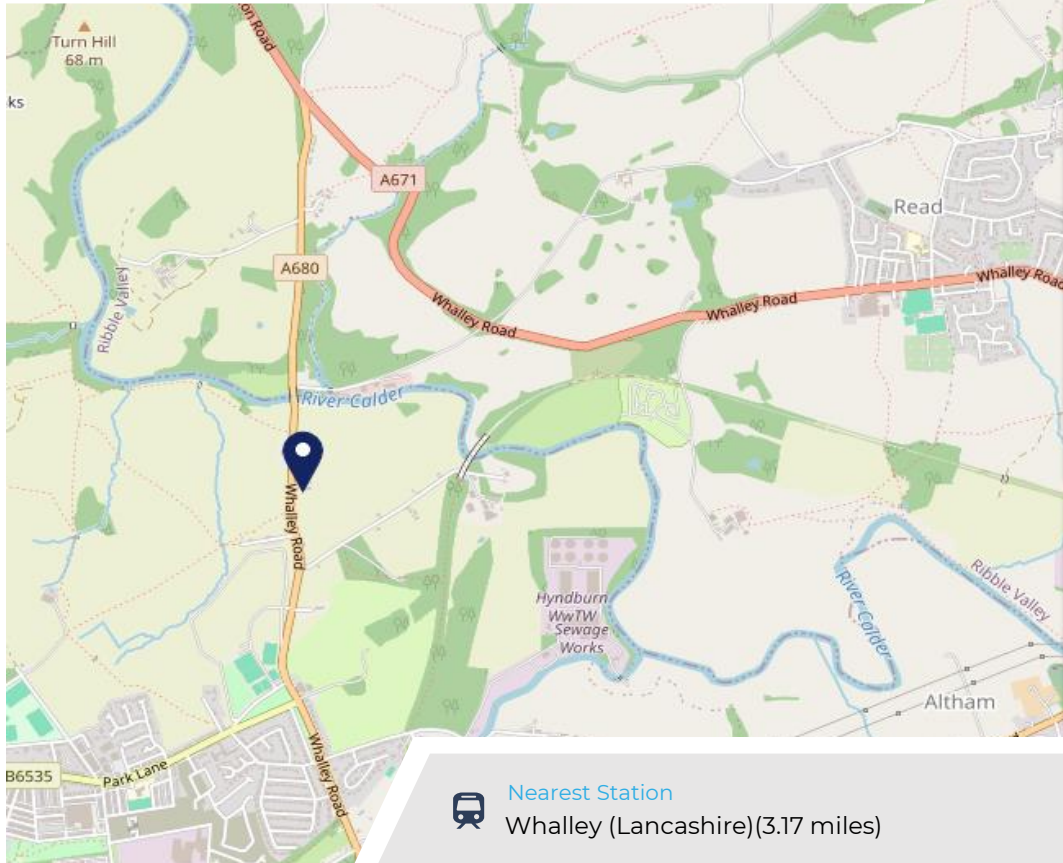




## Gamecock Inn BB67UH

BB67UH

Punch T&amp;L

**Work Area**  
Blackburn**Region**  
North West**TV Region**  
North West**Urbanicity**  
Urban city and town**ATV**  
**£18.27****Affluence**  
**46.17%**  
Middle Income**Age Group**  
**20.82%**  
55 to 64**Gender**  
**54.70%**  
Male**Segmentation**  
**18.19%**  
On A Budget**Visit Day**  
**35.23%**  
Sun

## Top Competitors

**Walton Arms**  
BB55UL

#1

Pub Restaurant

**Forum**  
BB79SP

#2

Pub Restaurant

**Freemasons Arms**  
BB79DF

#3

Pub Restaurant

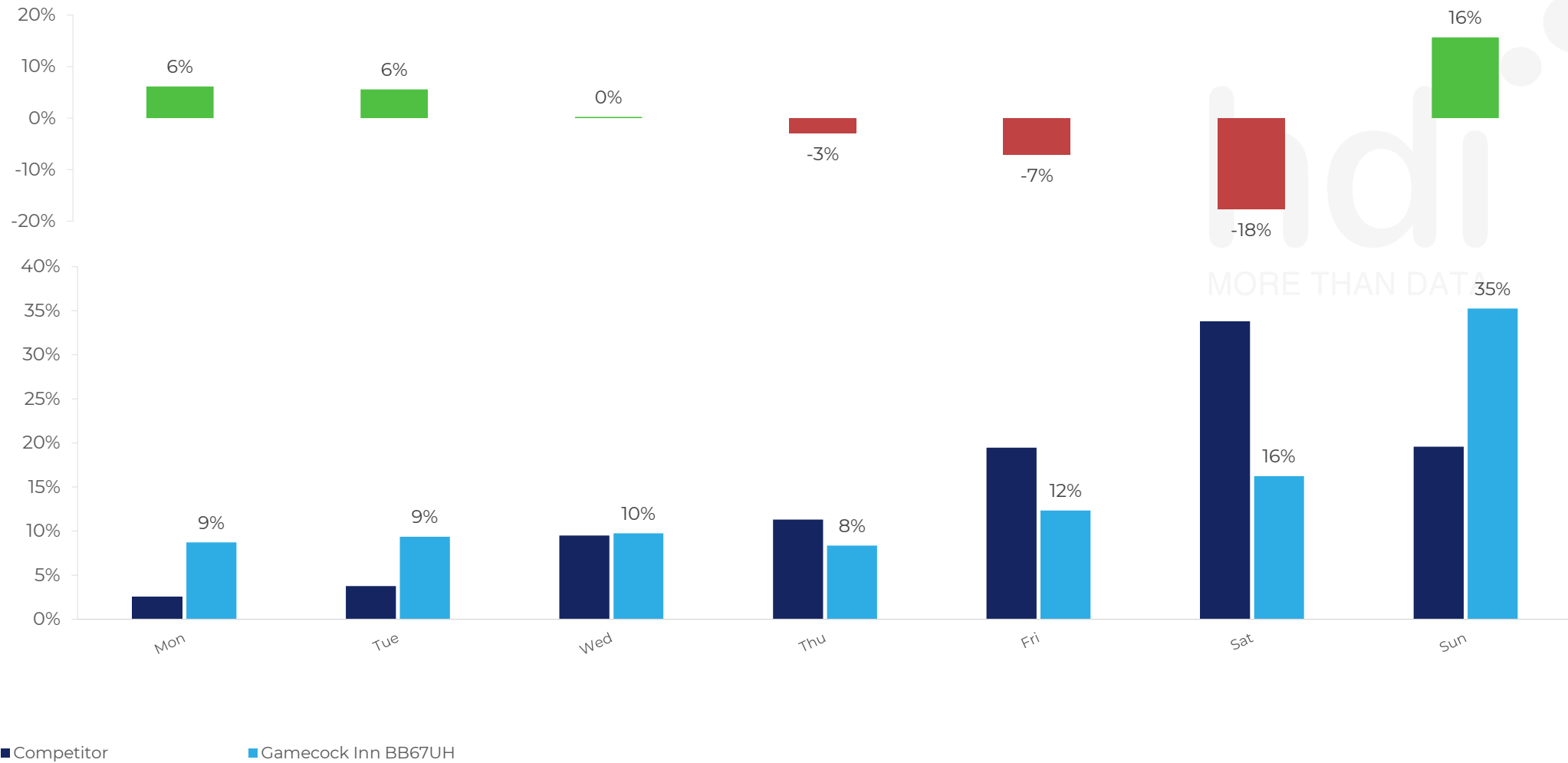
**Nearest Station**  
Whalley (Lancashire)(3.17 miles)



## Spend by Weekpart

How is customer spend distributed throughout the week for Gamecock Inn BB67UH versus its competitors?

% of spend for Gamecock Inn BB67UH and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week

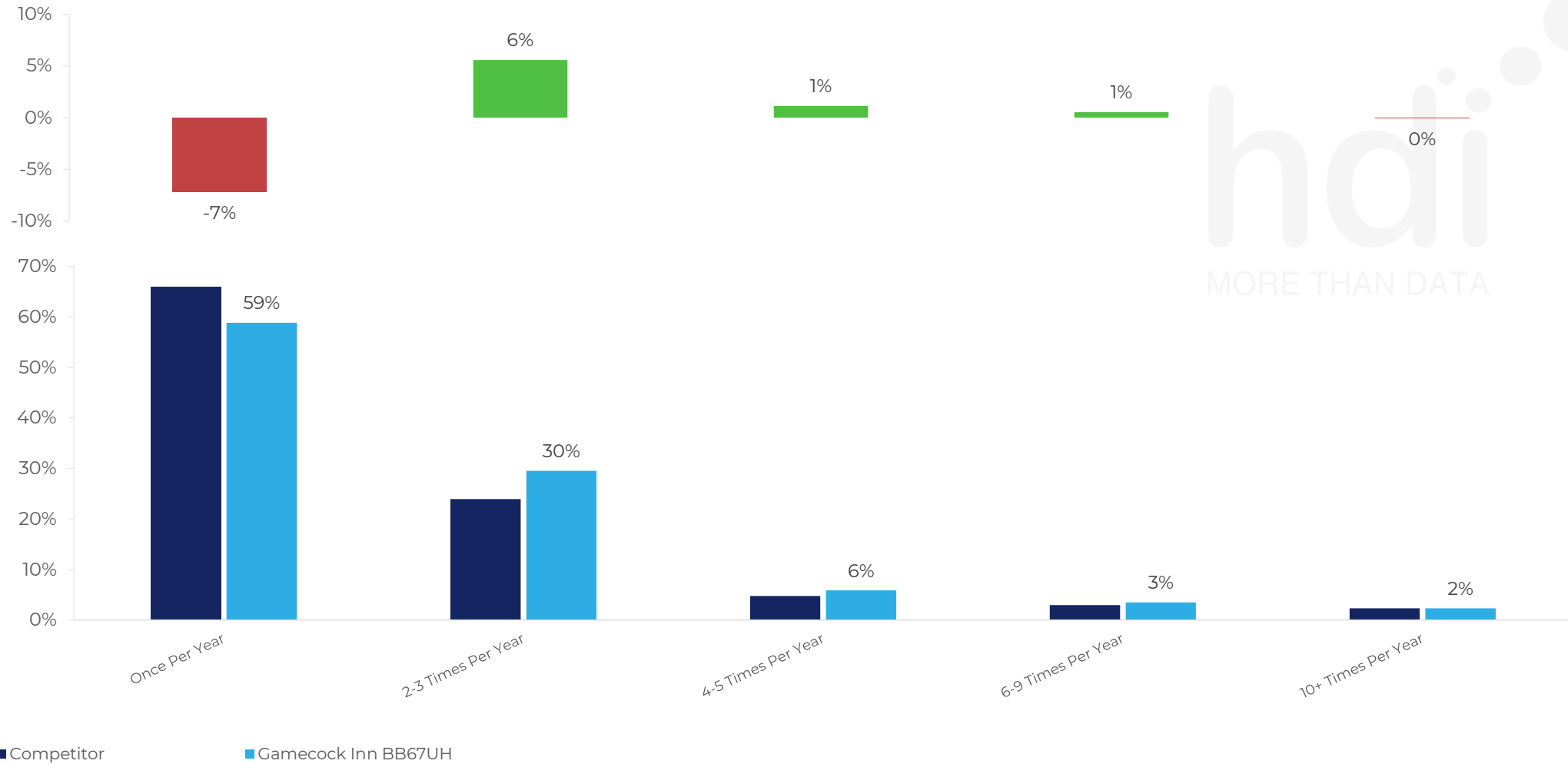




## Visit Frequency

How frequently per year do customers visit Gamecock Inn BB67UH versus its competitors?

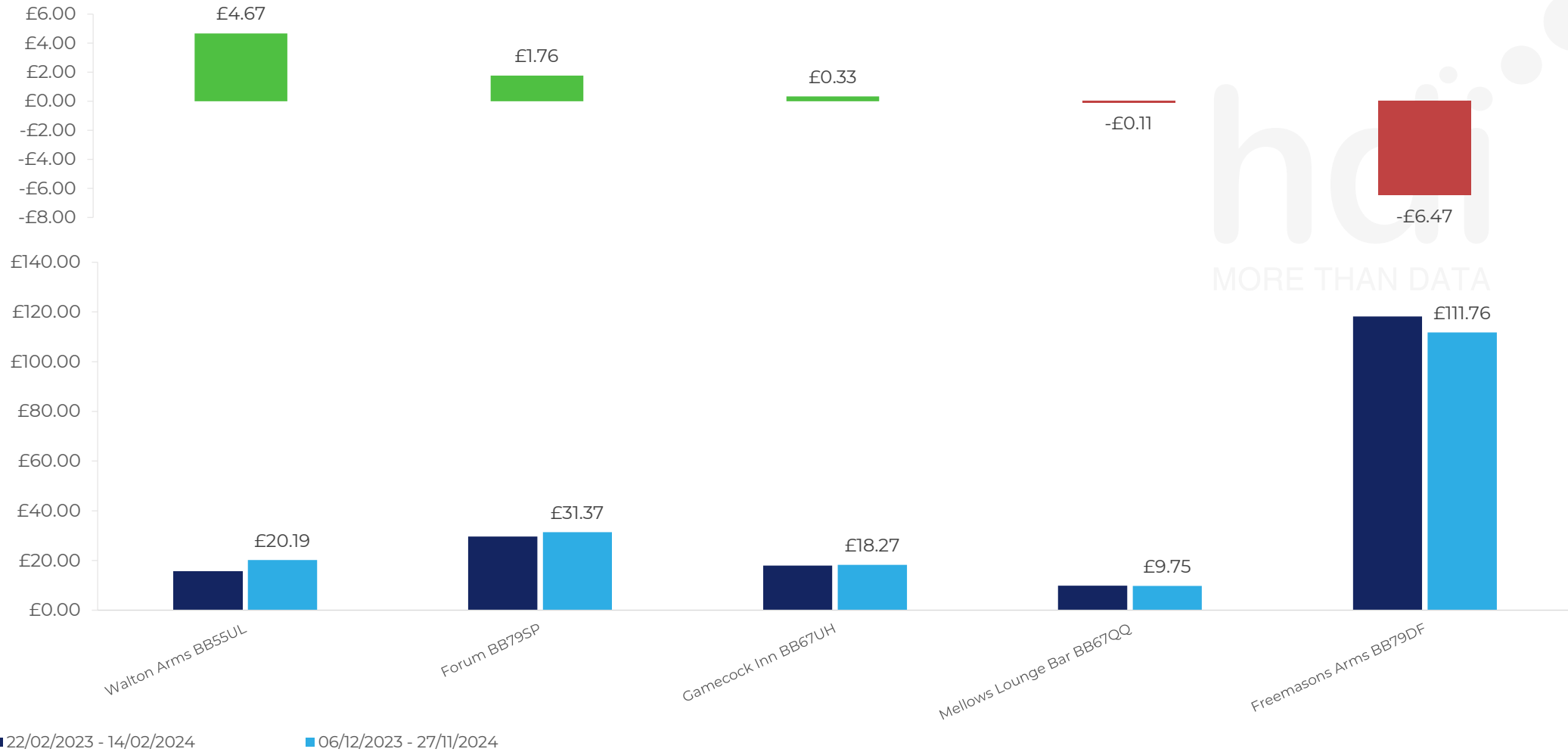
% of customer numbers for Gamecock Inn BB67UH and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





## ATV Change

How has ATV changed between two date ranges?

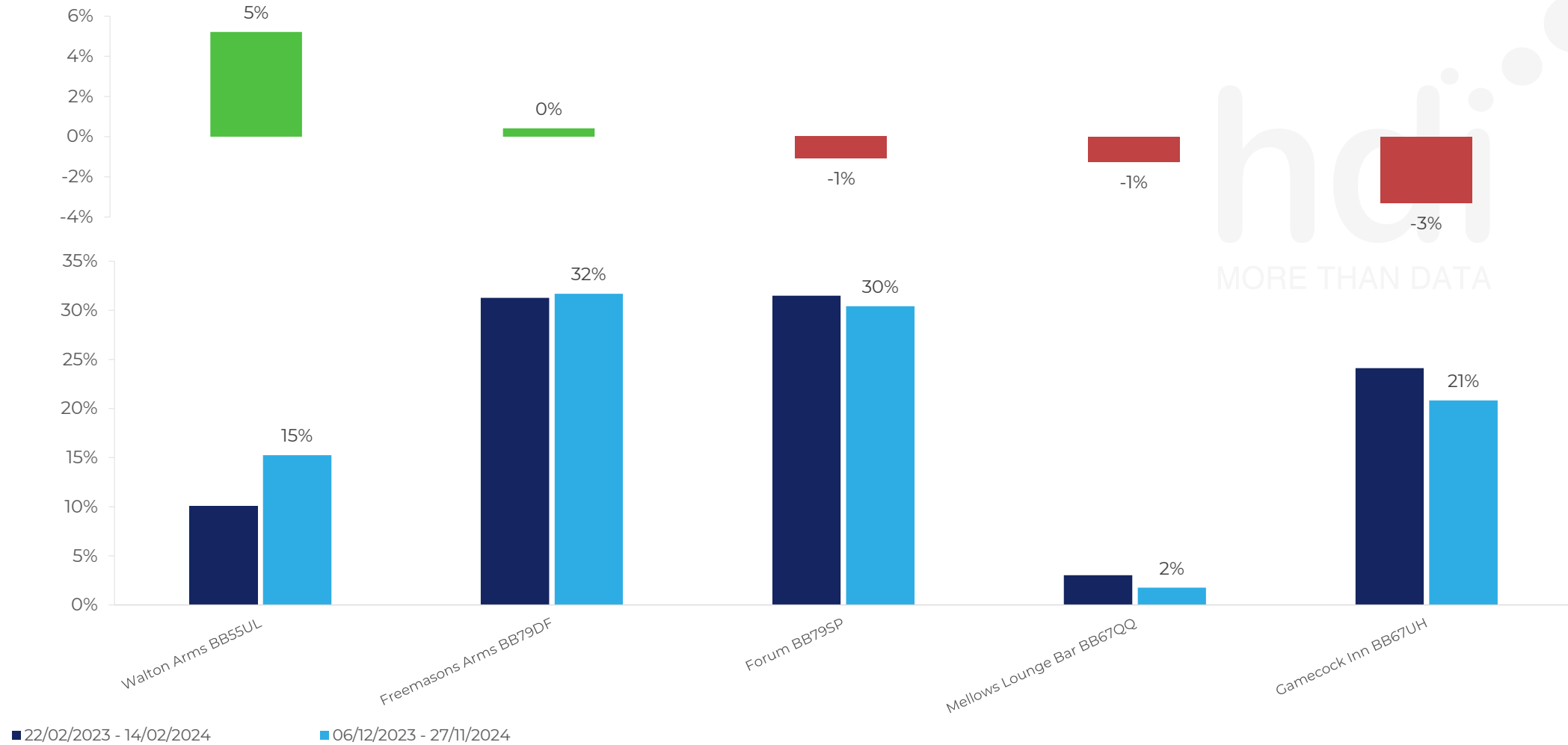




## Market Share Change

How has market share changed between two date ranges?

% of market share spend for Gamecock Inn BB67UH and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024

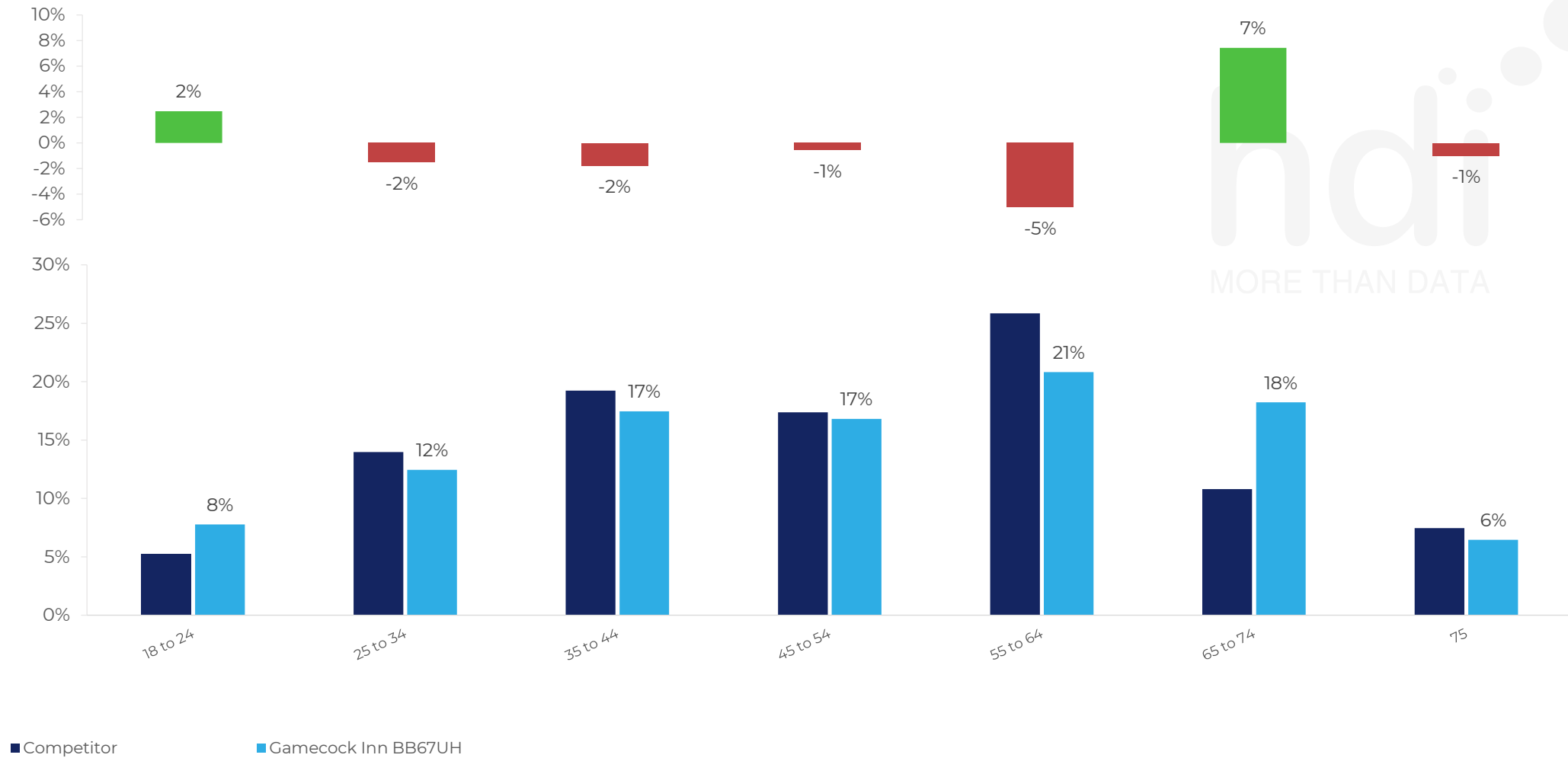




Age

How does the age profile of customers who visit Gamecock Inn BB67UH compare versus its competitors?

% of spend for Gamecock Inn BB67UH and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range

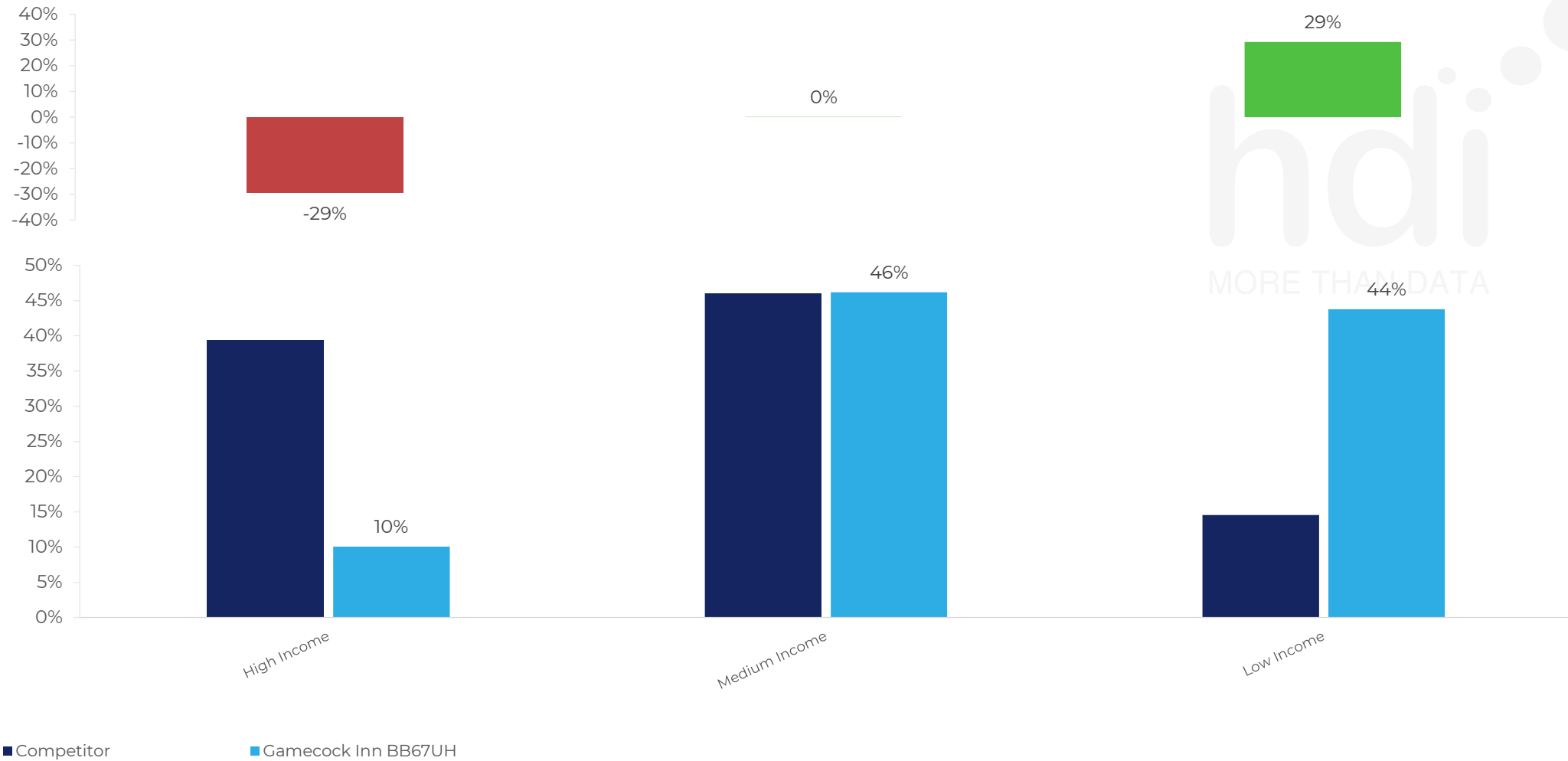




## Affluence

How does the affluence of customers who visit Gamecock Inn BB67UH compare versus its competitors?

% of spend for Gamecock Inn BB67UH and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

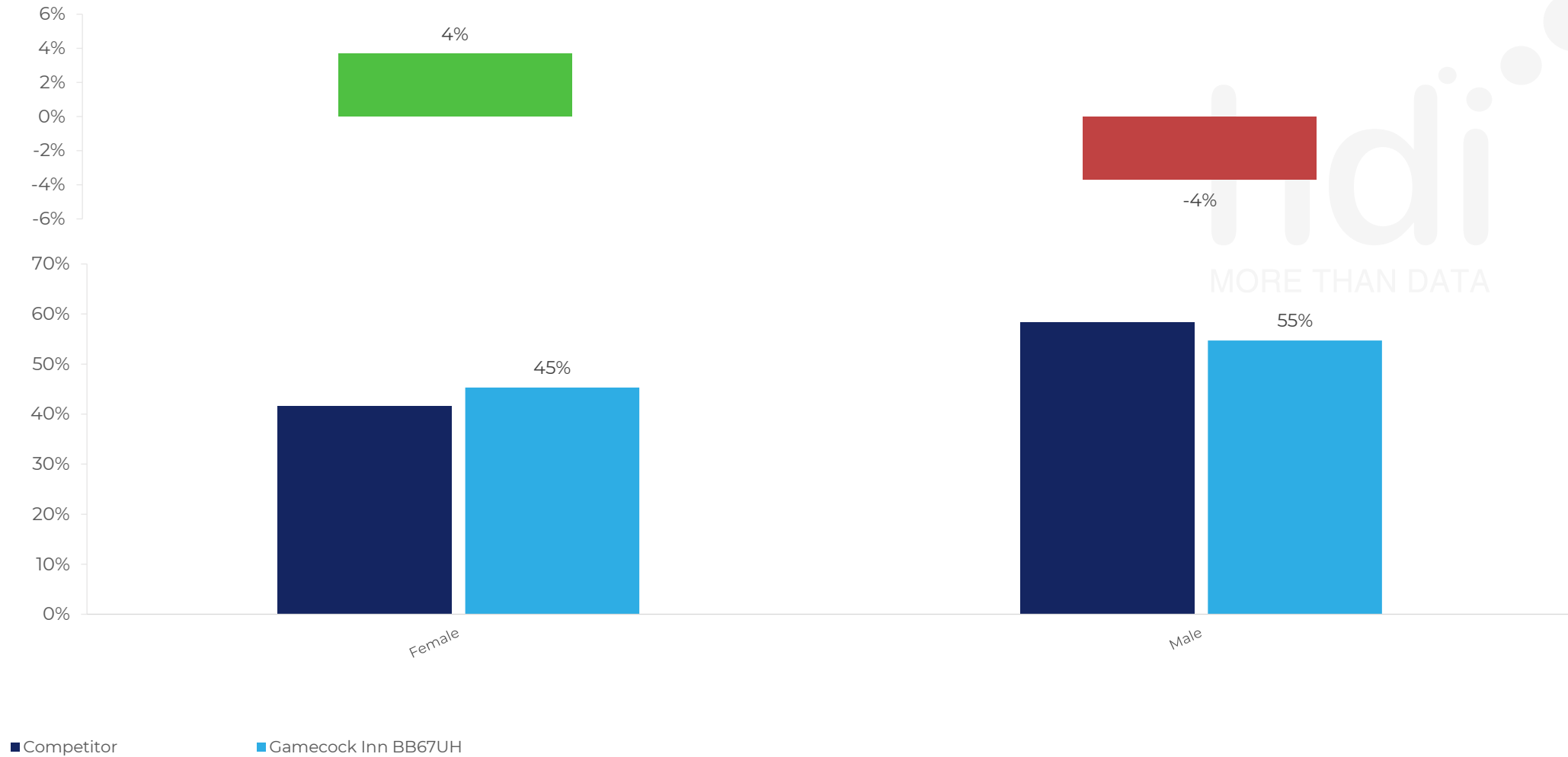




## Gender

How does the gender profile of customers who visit Gamecock Inn BB67UH compare versus its competitors?

% of spend for Gamecock Inn BB67UH and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



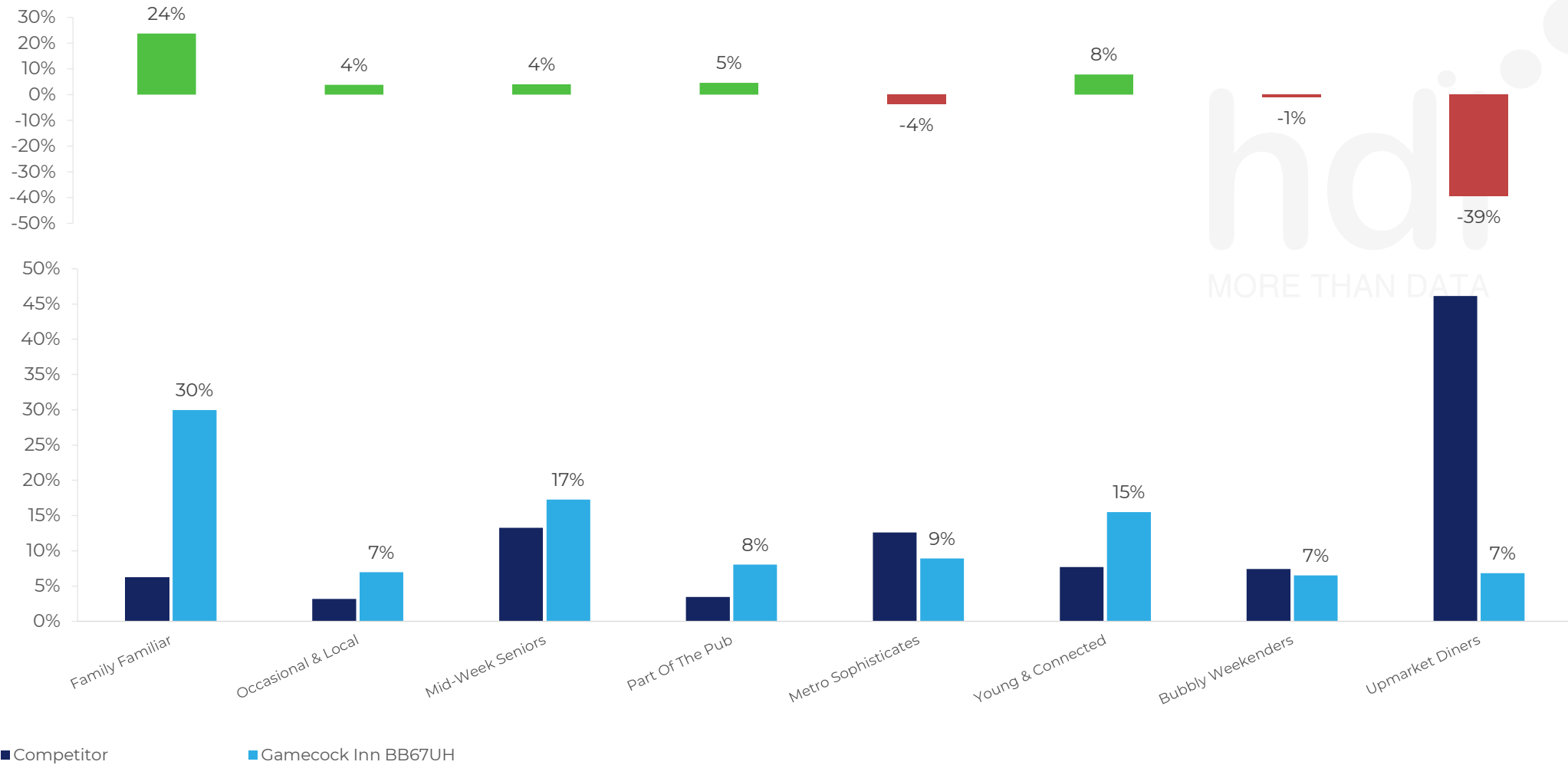




## Punch Segmentation

How does the Custom segmentation profile of customers who visit Gamecock Inn BB67UH compare versus its competitors?

% of spend for Gamecock Inn BB67UH and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment

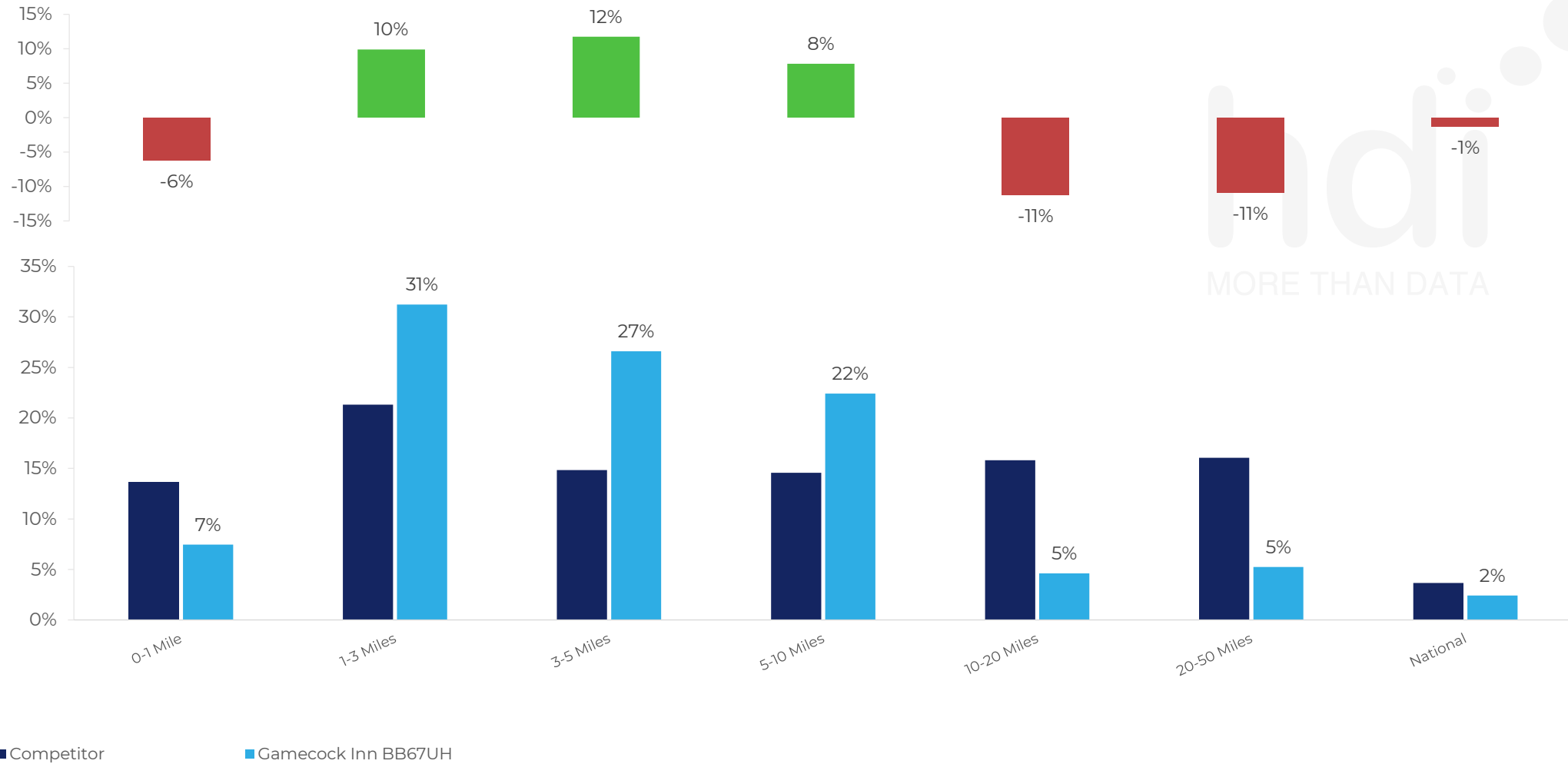




## Spend by Distance

How does the spend profile of Gamecock Inn BB67UH compare versus its competitors based on travel distances?

% of spend for Gamecock Inn BB67UH and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

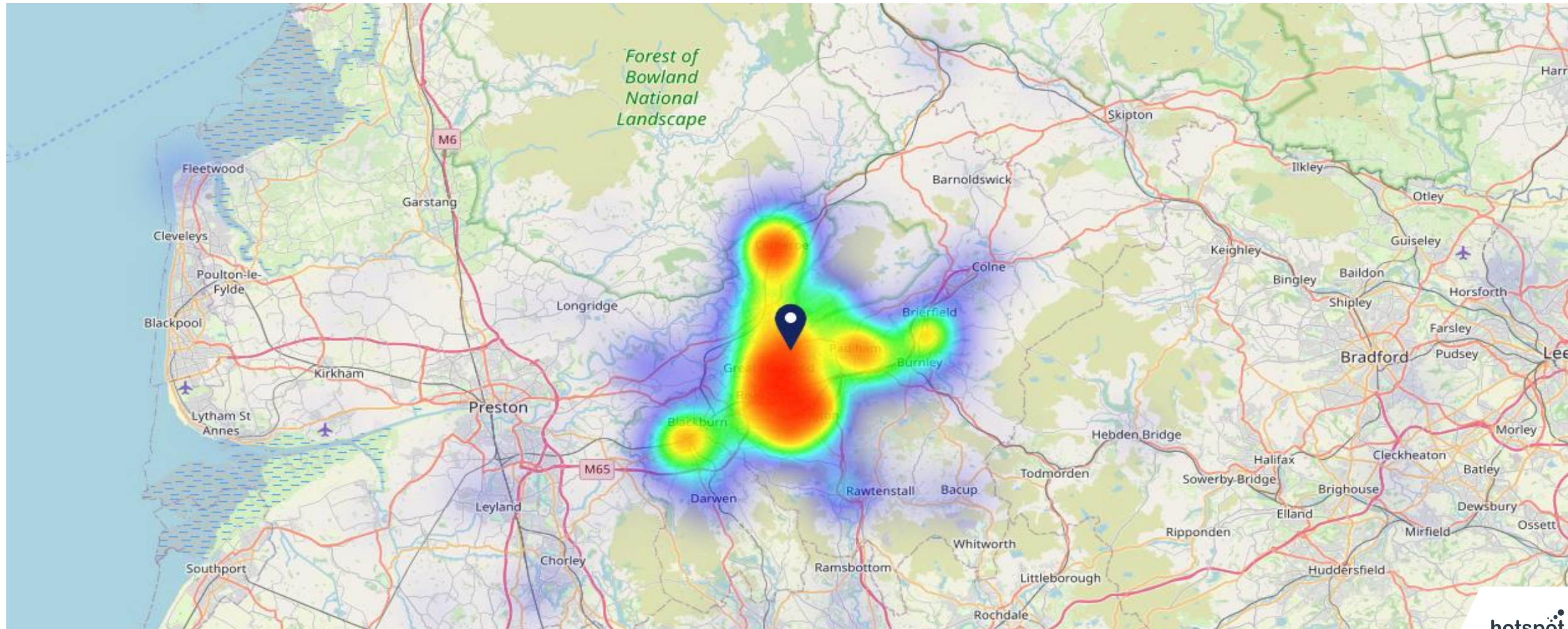




## Map of Guest Origin

Where do customers of Gamecock Inn BB67UH come from?

Where do customers of Gamecock Inn BB67UH for 06/12/2023 - 27/11/2024 live

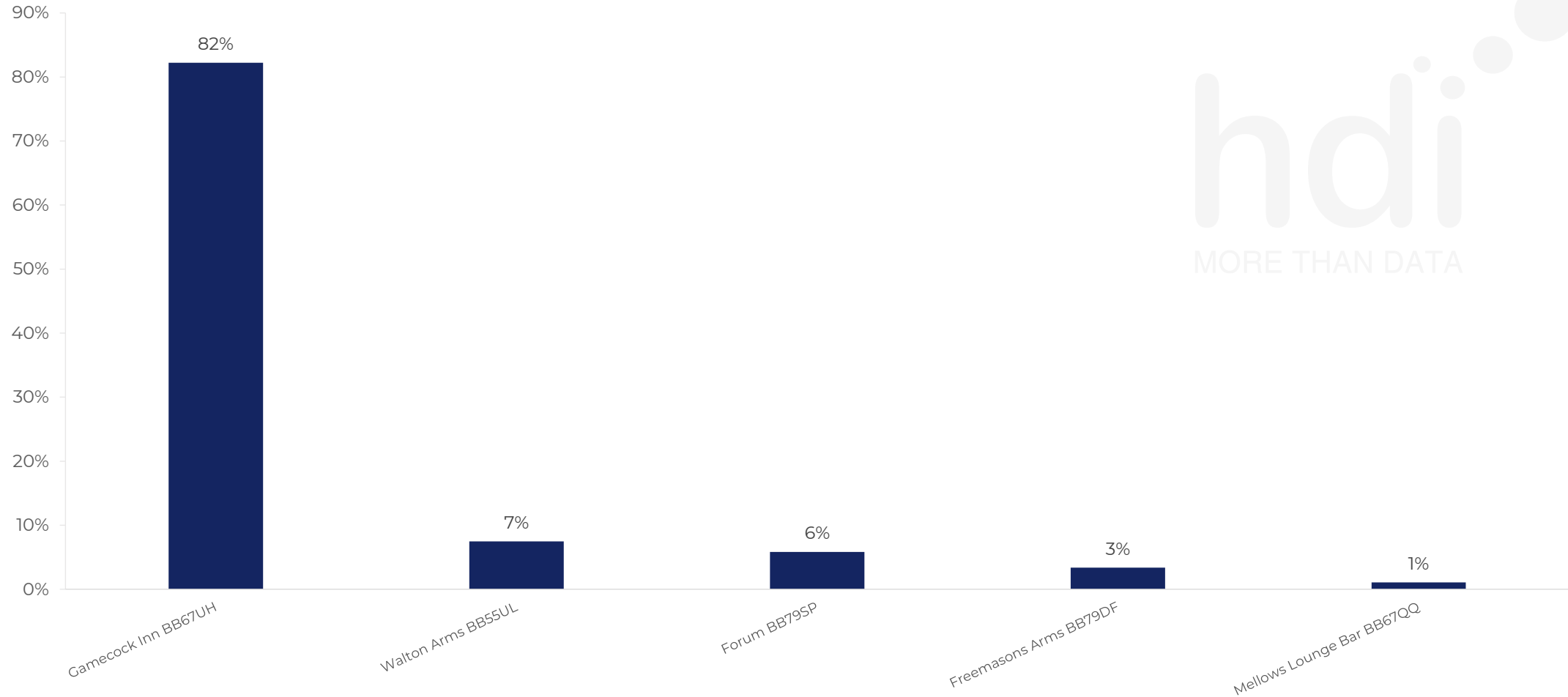




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Gamecock Inn BB67UH also visit?

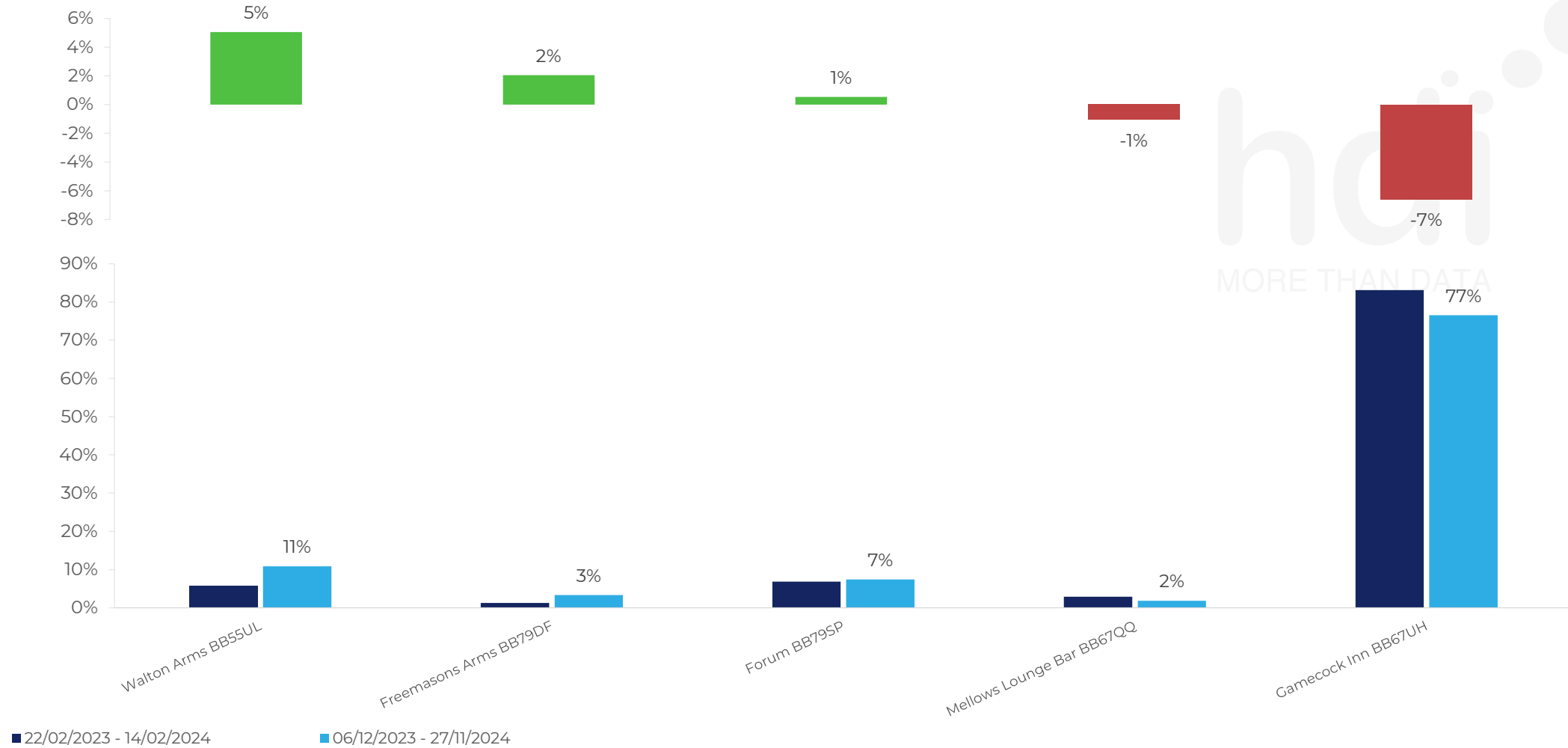
For customers of Gamecock Inn BB67UH, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





## Share of Wallet Change

How has share of wallet of customers of Gamecock Inn BB67UH changed between two date ranges?





## Market Summary

How does the local area for Gamecock Inn BB67UH compare to the national average (1 = low, 10 = high)

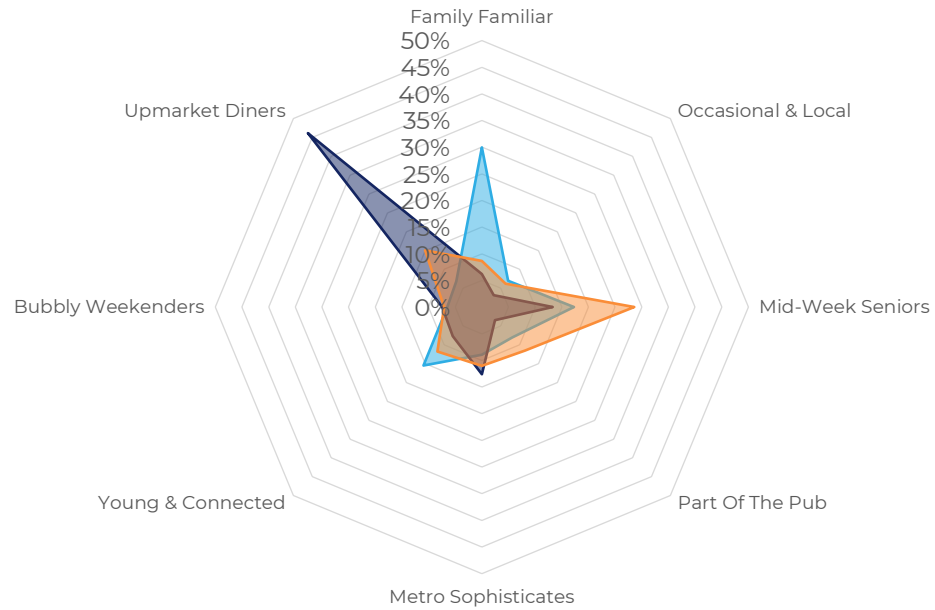
Data Type	Name	Spend in 250m	250m Spend vs National	Spend in 500m	500m Spend vs National	Spend in 1 mile	1 mile Spend vs National	Spend in 3 miles	3 mile Spend vs National
Total	Annual Sales	£1.21M	5	£2.37M	5	£3.84M	3	£47.21M	4
Weekpart	Mon - Thu	35.2%	3	39.9%	5	36.5%	2	37.2%	1
Weekpart	Fri - Sat	37.8%	2	35.5%	1	39.6%	3	44.8%	8
Weekpart	Sun	27.0%	10	24.6%	10	23.9%	10	18.0%	10
Age	18 to 24	6.9%	6	8.2%	7	6.8%	6	6.5%	5
Age	25 to 34	11.5%	1	11.7%	1	13.2%	1	14.4%	1
Age	35 to 44	20.3%	3	16.2%	1	18.9%	2	22.1%	4
Age	45 to 54	17.0%	3	15.3%	1	15.2%	1	20.2%	6
Age	55 to 64	21.3%	9	20.3%	8	20.7%	9	19.6%	9
Age	65 to 74	15.0%	10	14.6%	10	13.8%	10	10.9%	9
Age	75+	8.0%	10	13.7%	10	11.5%	10	6.3%	10
CAMEO	Business Elite	7.2%	6	5.8%	5	5.6%	5	9.3%	6
CAMEO	Prosperous Professionals	3.7%	3	4.0%	3	3.2%	2	5.0%	4
CAMEO	Flourishing Society	5.2%	2	7.4%	3	10.6%	4	11.7%	5
CAMEO	Content Communities	7.9%	2	10.0%	3	9.5%	2	11.1%	3
CAMEO	White Collar Neighbourhoods	15.9%	9	14.0%	8	14.9%	9	13.1%	8
CAMEO	Enterprising Mainstream	13.7%	9	14.0%	9	12.6%	9	11.1%	8
CAMEO	Paying The Mortgage	14.9%	6	16.3%	7	14.5%	5	12.9%	4
CAMEO	Cash Conscious Communities	13.6%	8	15.1%	9	15.3%	9	12.7%	9
CAMEO	On A Budget	13.0%	9	9.6%	8	10.3%	9	9.7%	9
CAMEO	Family Value	4.8%	7	3.7%	6	3.5%	6	3.4%	6
Affluence	AB	16.2%	3	17.3%	3	19.3%	3	26.0%	5
Affluence	C1C2	52.4%	7	54.3%	8	51.5%	7	48.2%	5
Affluence	DE	31.4%	8	28.4%	8	29.2%	8	25.7%	8





## 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
Gamecock Inn	249	29.95%	6.96%	17.27%	8.03%	8.92%	15.49%	6.51%	6.82%
Local Catchment	626	6.20%	3.16%	13.28%	3.44%	12.59%	7.70%	7.43%	46.15%
Punch T&L	104702	8.67%	6.24%	28.58%	11.49%	11.02%	11.79%	7.10%	15.06%
Gamecock Inn vs Local Catchment		23.75%	3.80%	3.99%	4.59%	-3.67%	7.79%	-0.92%	-39.33%
Gamecock Inn vs Punch T&L		21.28%	0.72%	-11.31%	-3.46%	-2.10%	3.70%	-0.59%	-8.24%
Local Catchment vs Punch T&L		-2.47%	-3.08%	-15.30%	-8.05%	1.57%	-4.09%	0.33%	31.09%

■ Gamecock 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
Gamecock Inn BB67UH	249	29.95%	6.96%	17.27%	8.03%	8.92%	15.49%	6.51%	6.82%
Walton Arms BB55UL	188	9.50%	4.17%	18.61%	10.10%	7.10%	14.13%	12.28%	24.08%
Forum BB79SP	311	4.78%	4.69%	15.79%	3.00%	17.57%	7.20%	9.15%	37.78%
Freemasons Arms BB79DF	119	5.42%	0.33%	7.69%	0.04%	10.74%	3.97%	3.03%	68.73%
Mellows Lounge Bar BB67QQ	39	15.57%	19.46%	12.45%	5.23%	8.20%	22.42%	3.46%	13.17%