



Site Summary



# Woodsman PR255RY

PR255RY

Punch - Our Local



Work Area  
Preston



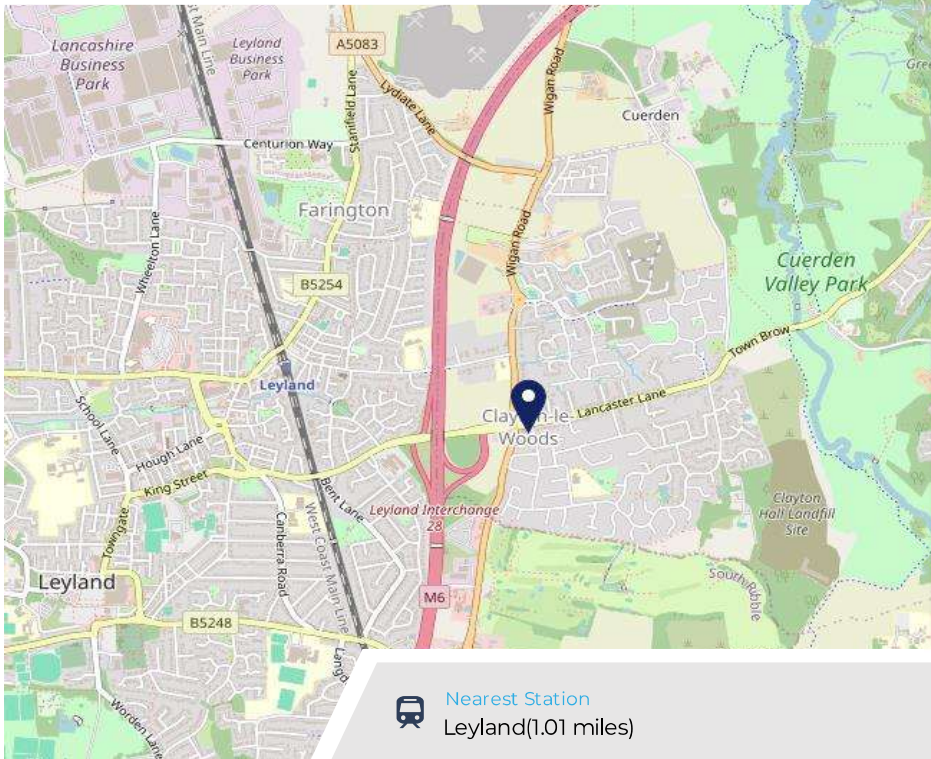
Region  
North West



TV Region  
North West



Urbanicity  
Urban city and town



ATV  
**£12.98**



Gender  
**71.88%**  
Male



Affluence  
**62.63%**  
Middle Income



Segmentation  
**28.55%**  
Paying The Mortgage



Age Group  
**22.29%**  
45 to 54



Visit Day  
**23.29%**  
Sat

### Top Competitors

Old Leyland Gates (Leyland) **#1**  
PR253PG  
 Flaming Grill

Ley Inn **#2**  
PR67EU  
 Marstons Community Wet

Bobbin Mill **#3**  
PR77NA  
 Marstons Community Food



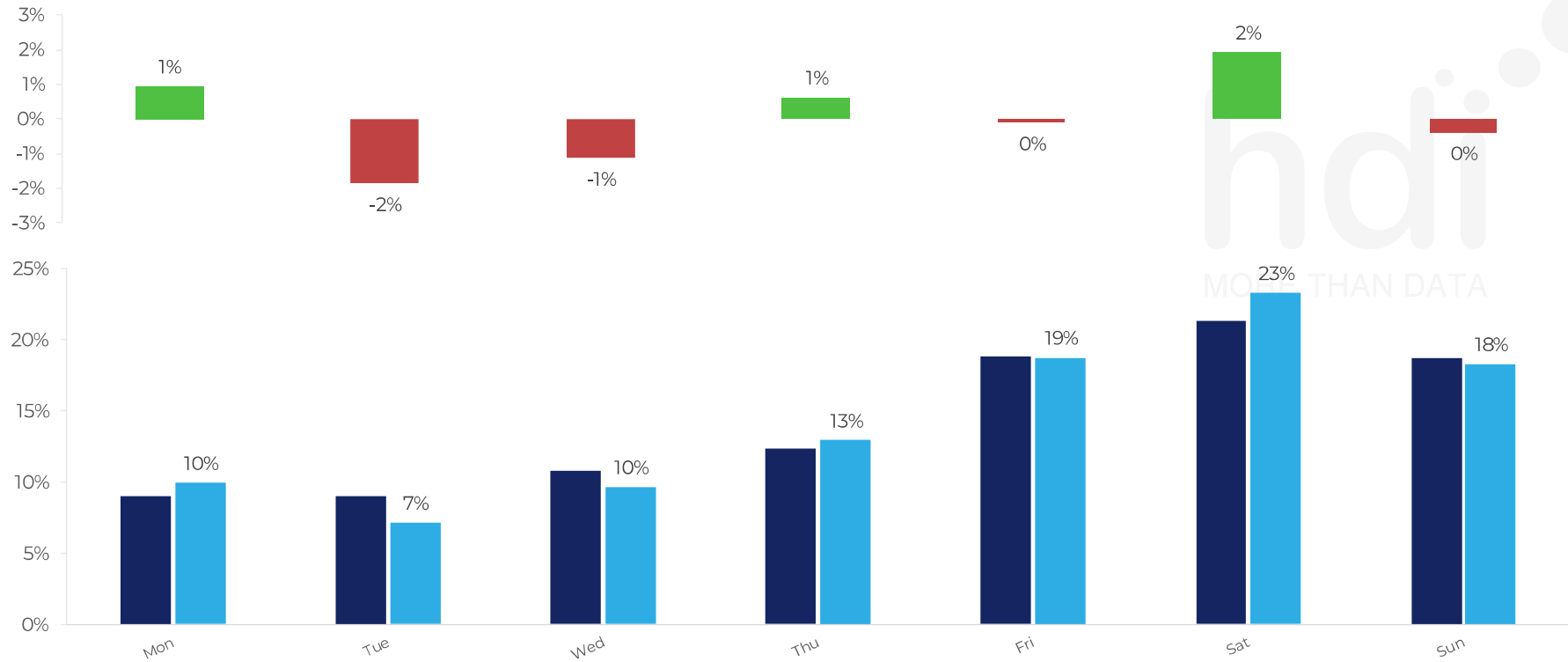
Nearest Station  
Leyland(1.01 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Woodsman PR255RY versus its competitors?

% of spend for Woodsman PR255RY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

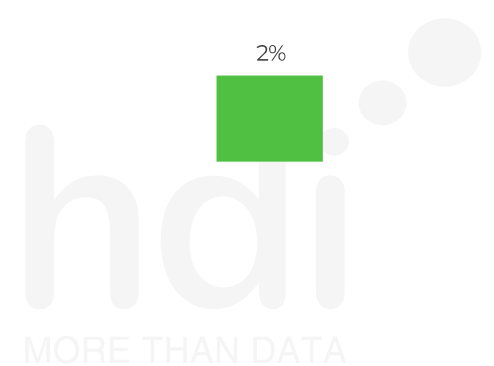
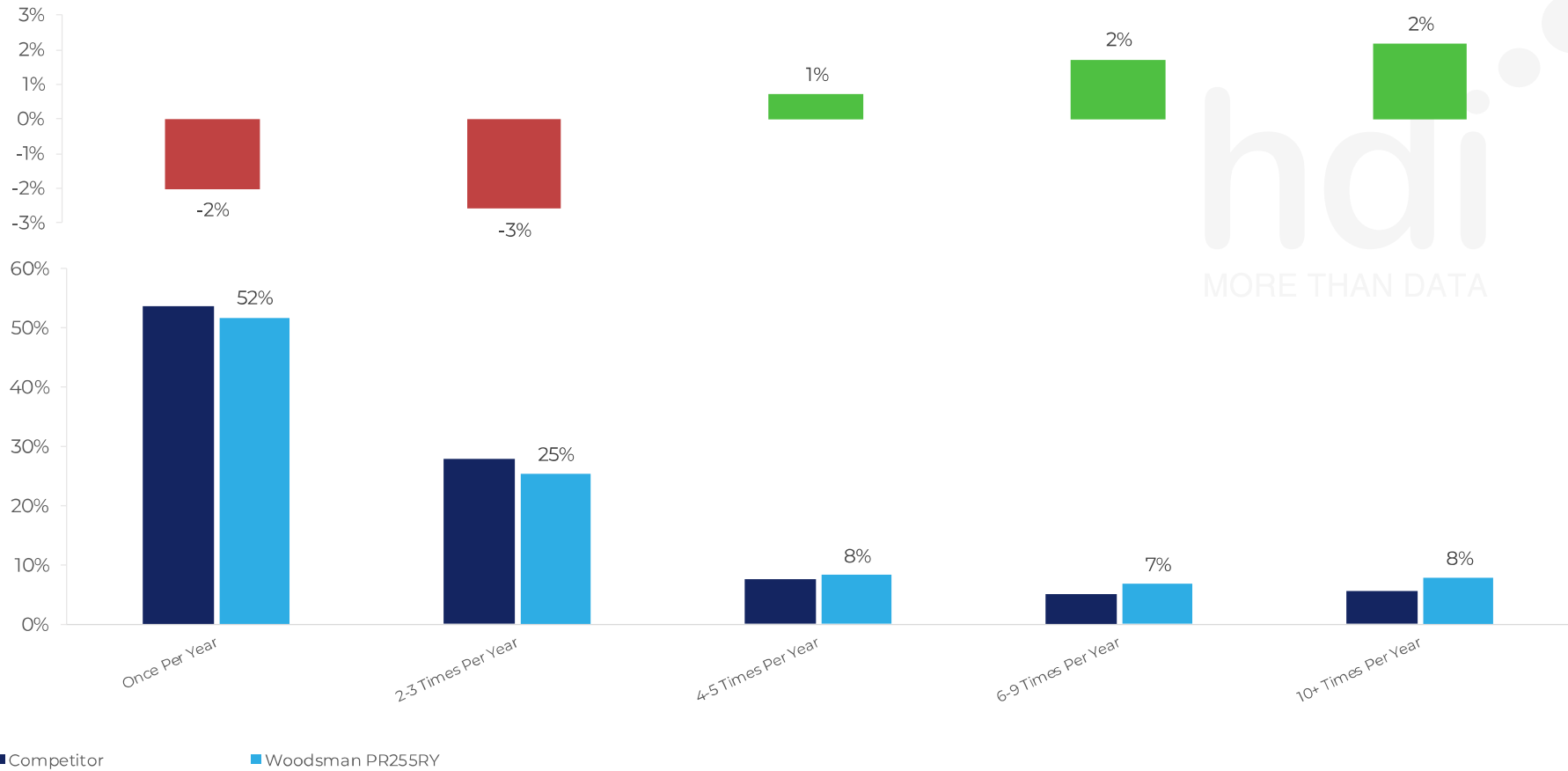
■ Woodsman PR255RY



Visit Frequency

How frequently per year do customers visit Woodsman PR255RY versus its competitors?

% of customer numbers for Woodsman PR255RY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



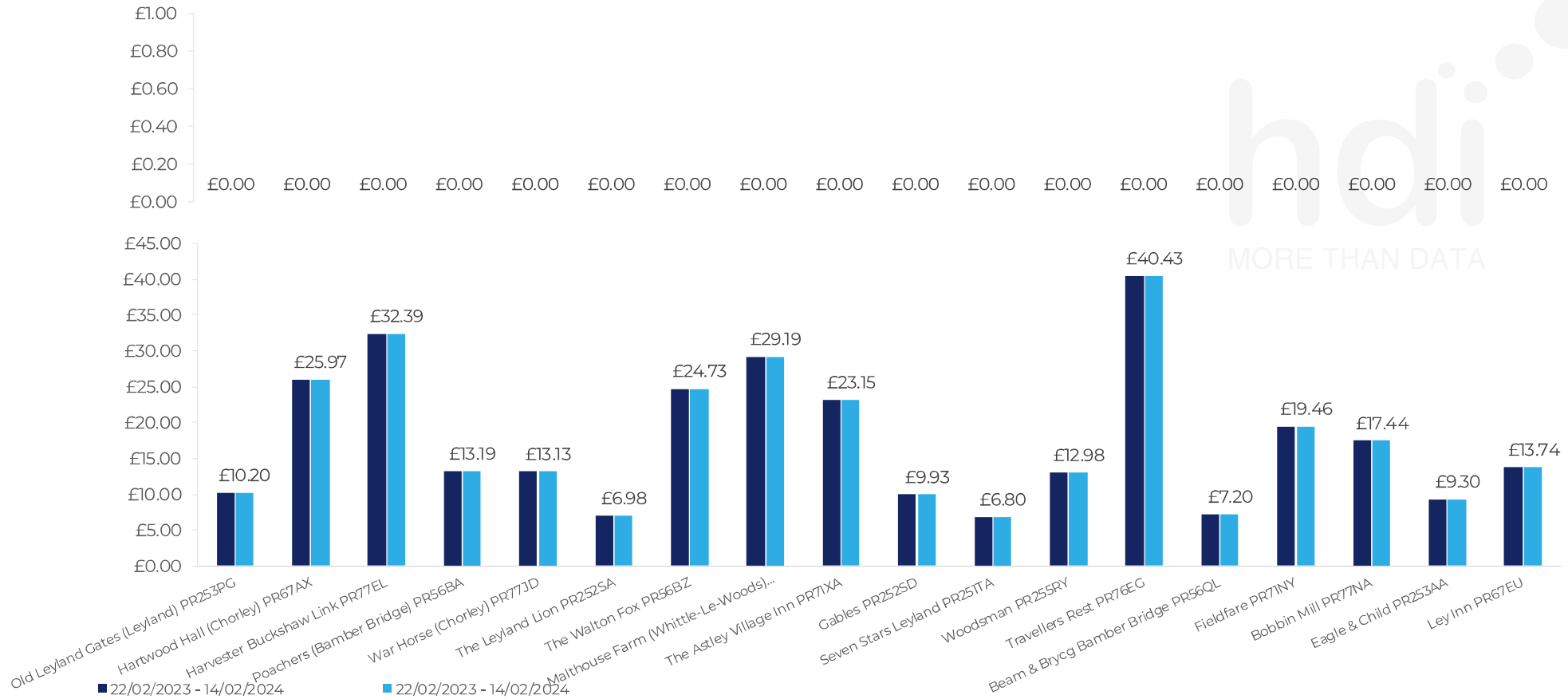
Competitor

Woodsman PR255RY



ATV Change

How has ATV changed between two date ranges?

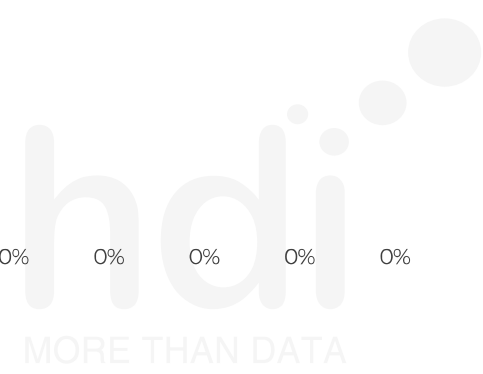
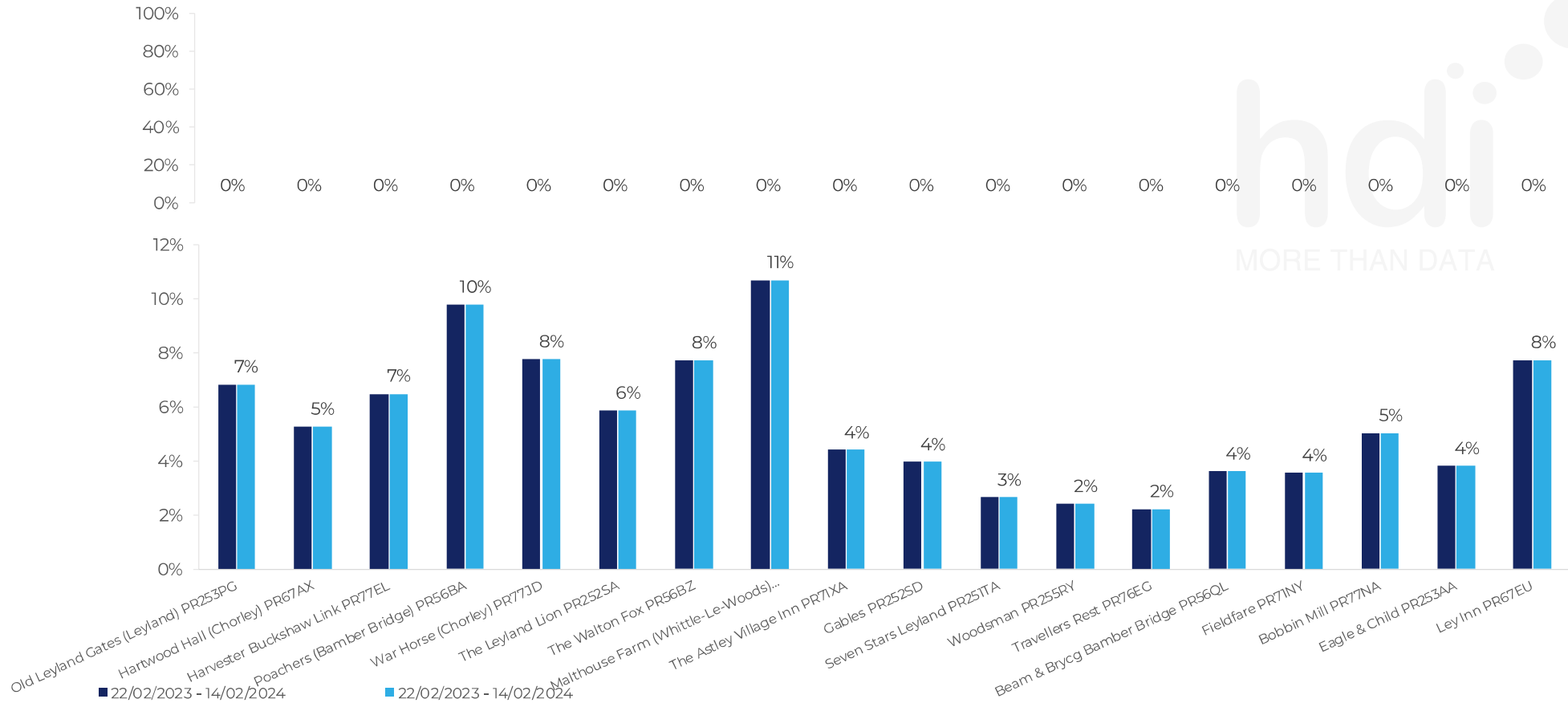




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Woodsman PR255RY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

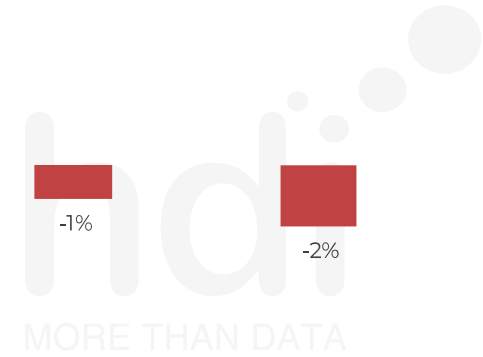
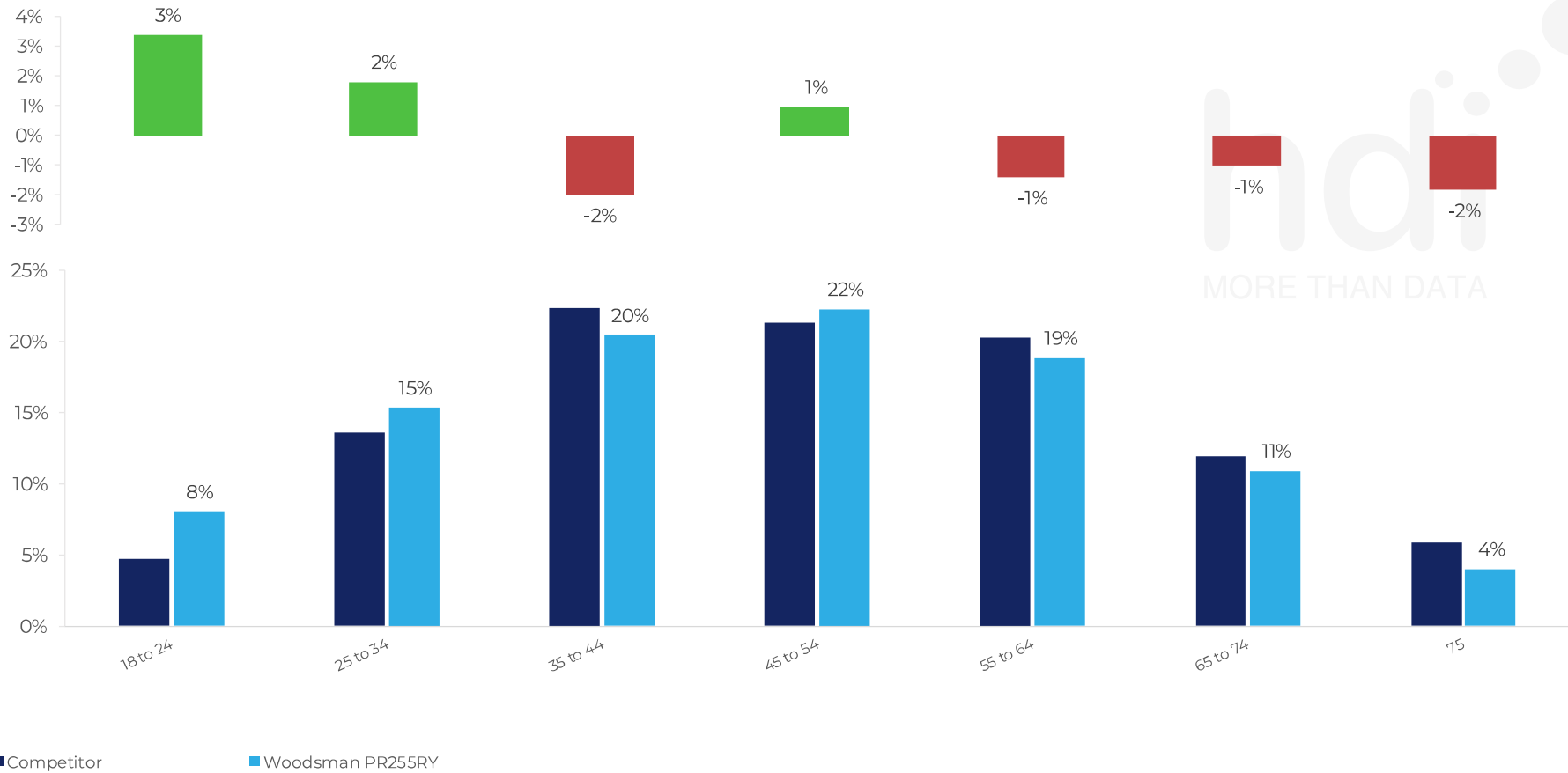




Age

How does the age profile of customers who visit Woodsman PR255RY compare versus its competitors?

% of spend for Woodsman PR255RY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



Competitor

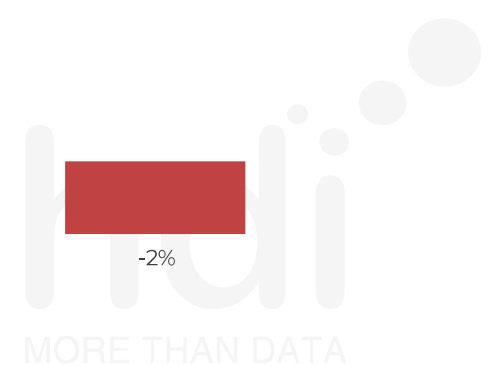
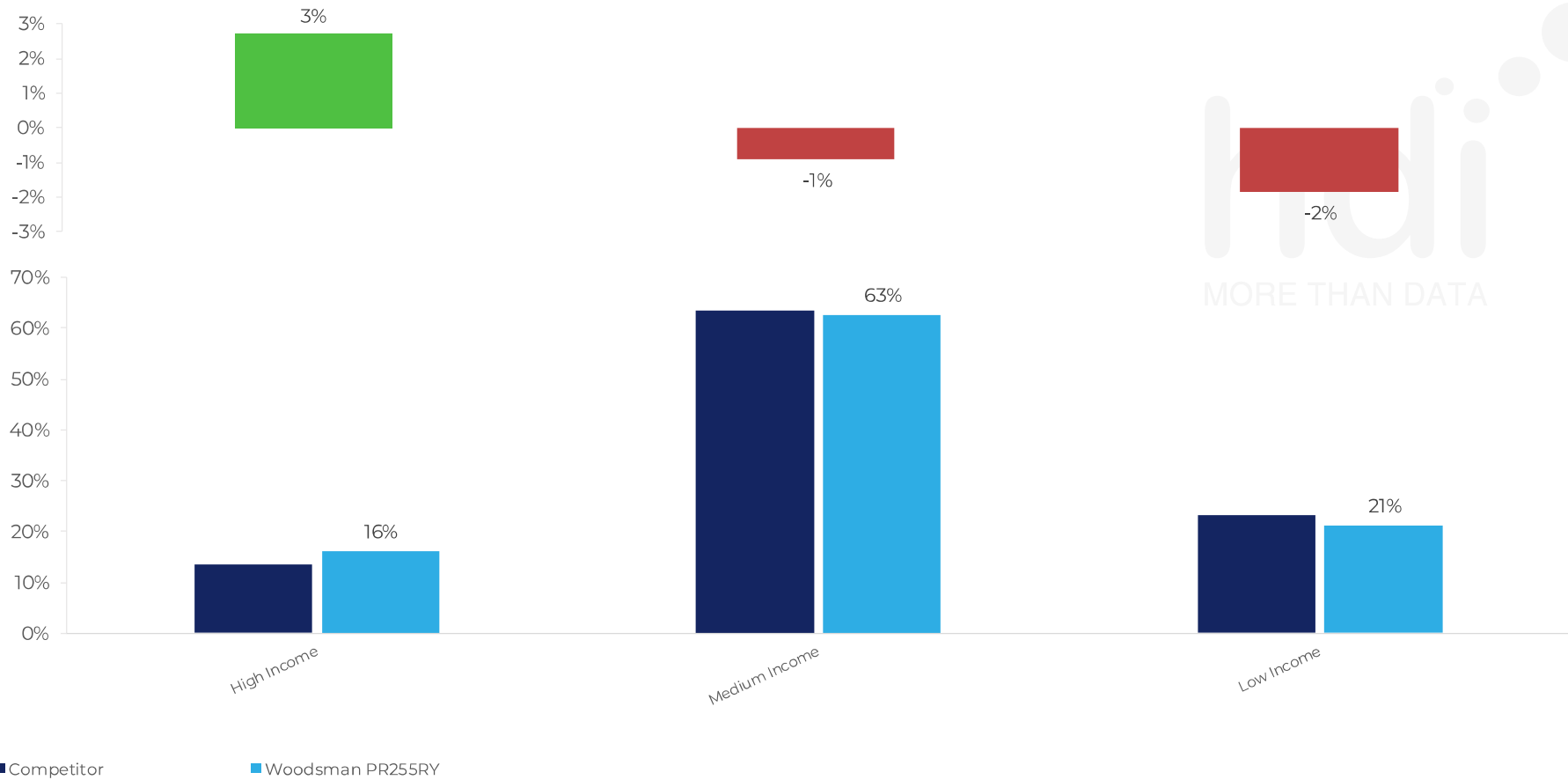
Woodsman PR255RY



Affluence

How does the affluence of customers who visit Woodsman PR255RY compare versus its competitors?

% of spend for Woodsman PR255RY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



■ Competitor

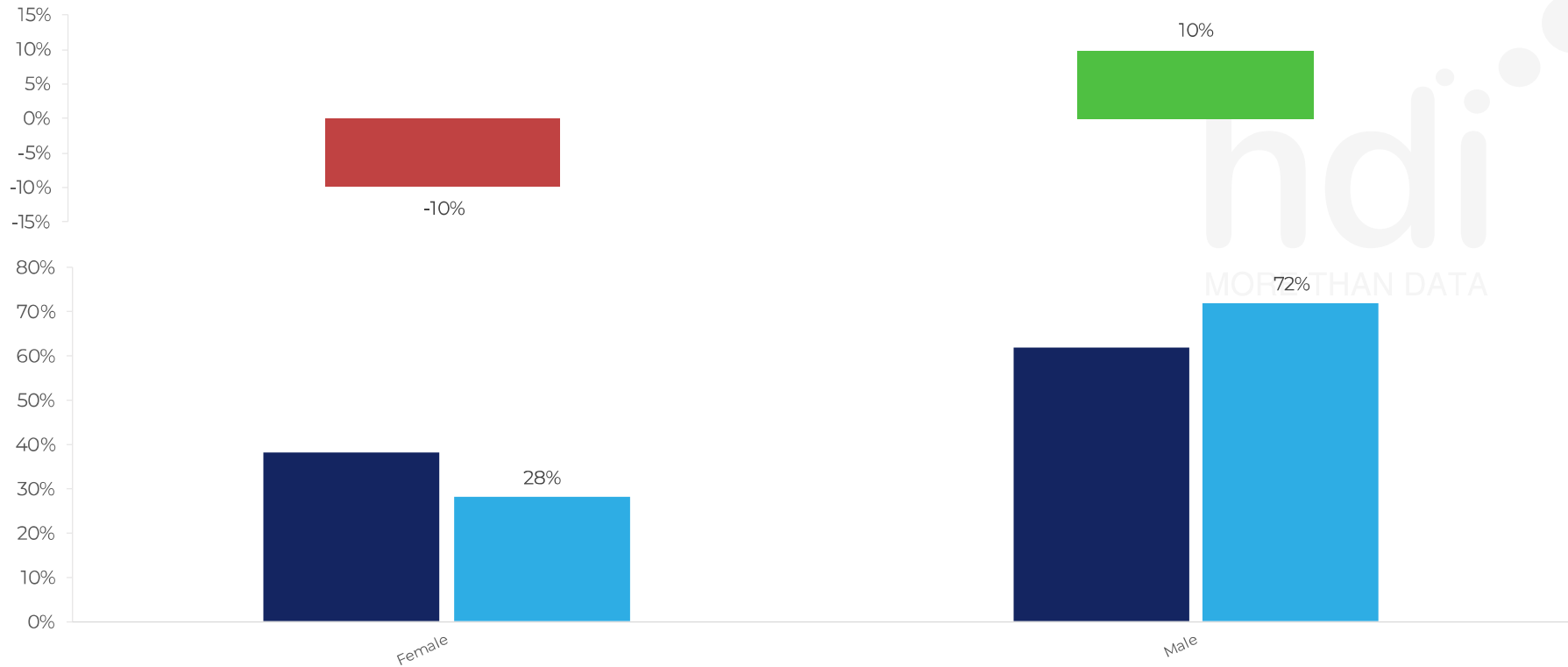
■ Woodsman PR255RY



Gender

How does the gender profile of customers who visit Woodsman PR255RY compare versus its competitors?

% of spend for Woodsman PR255RY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

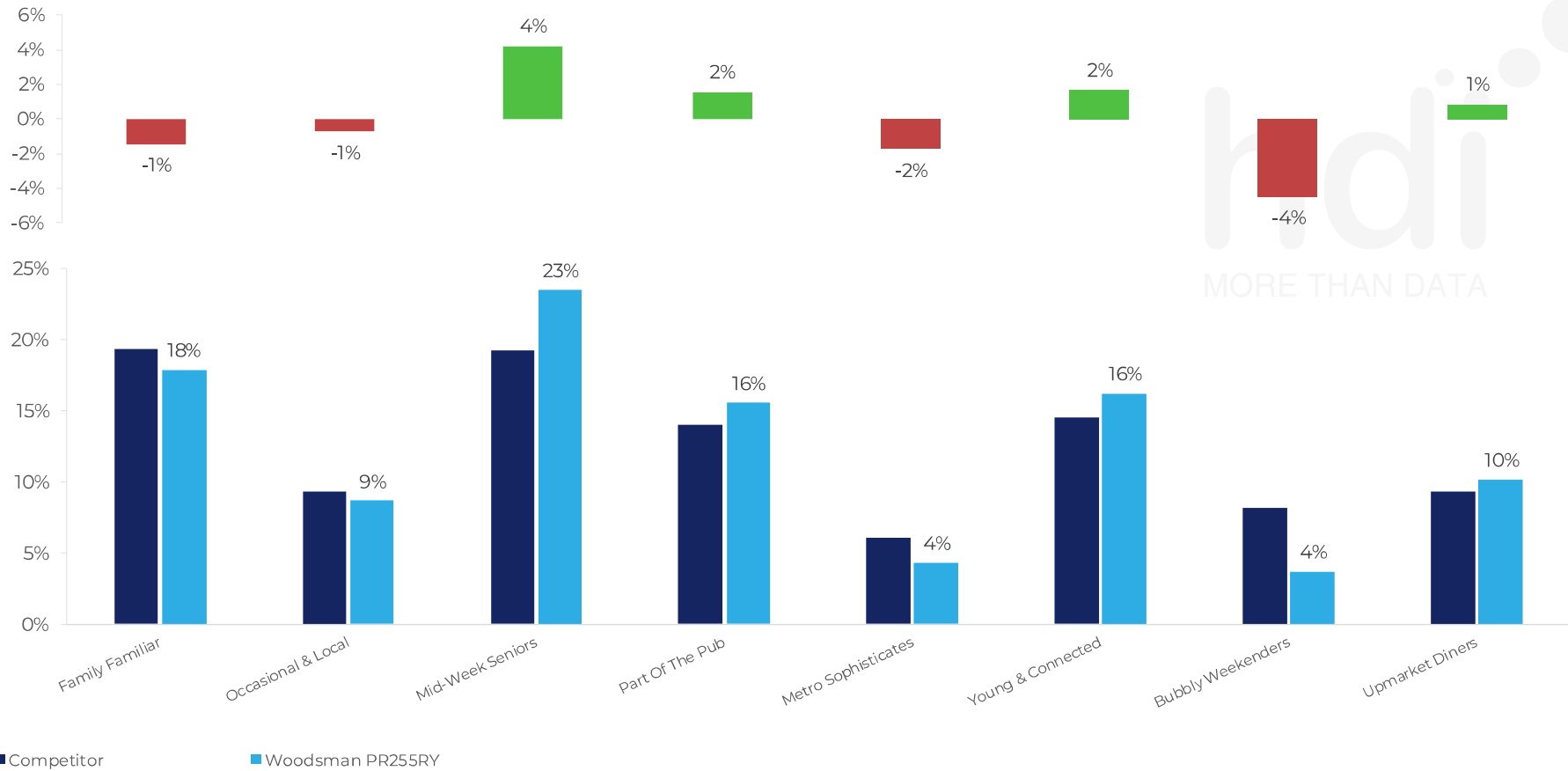
■ Woodsman PR255RY



Punch Segmentation

How does the Custom segmentation profile of customers who visit Woodsman PR255RY compare versus its competitors?

% of spend for Woodsman PR255RY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



1238 Site Customers

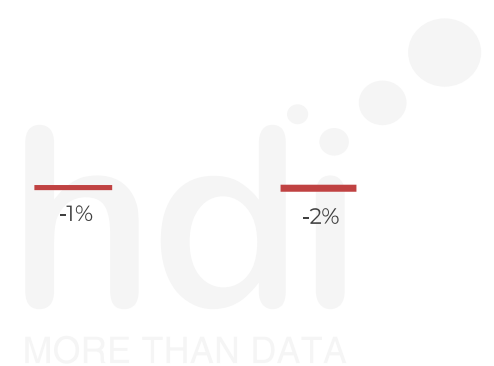
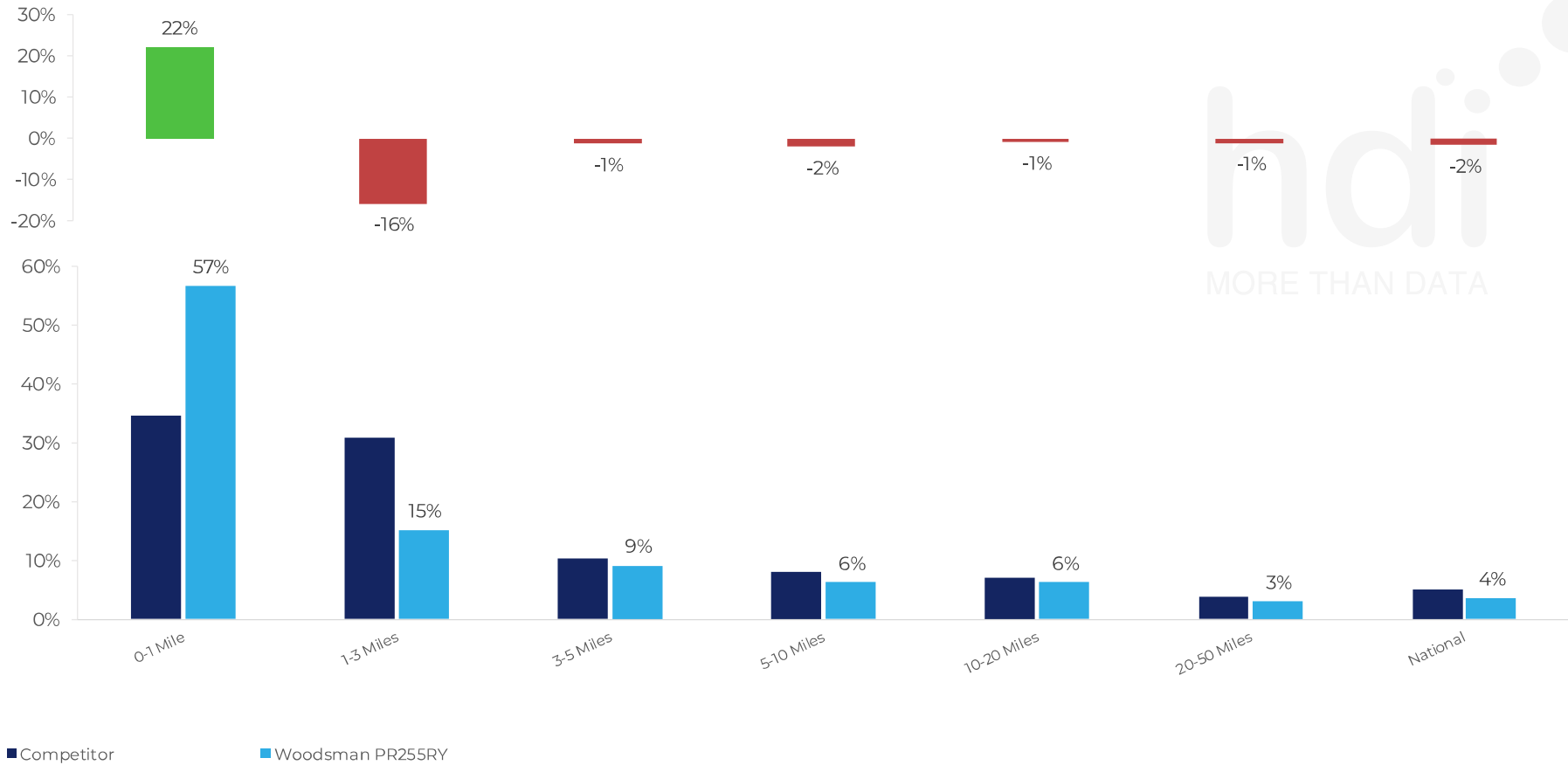
17 Competitors

47565 Competitor Customers

Spend by Distance

How does the spend profile of Woodsman PR255RY compare versus its competitors based on travel distances?

% of spend for Woodsman PR255RY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



■ Competitor

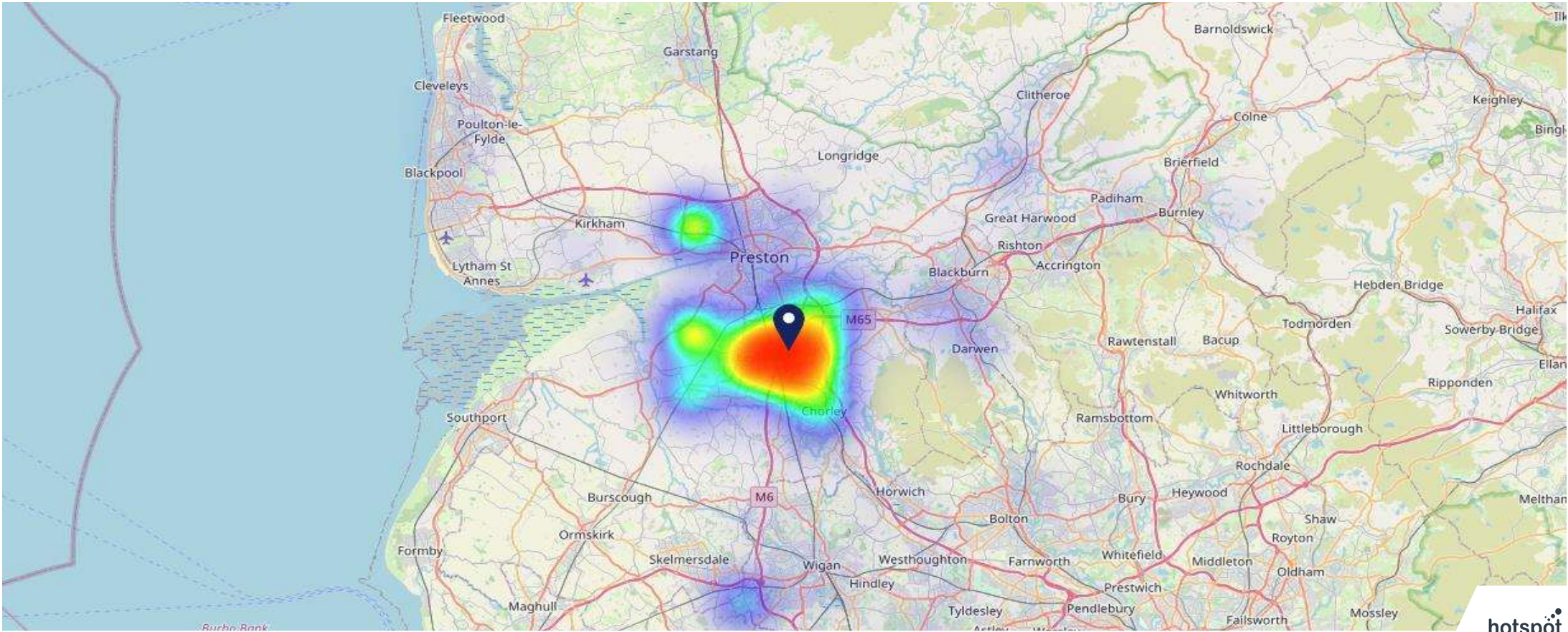
■ Woodsman PR255RY



### Map of Guest Origin

Where do customers of Woodsman PR255RY come from?

Where do customers of Woodsman PR255RY for 22/02/2023 - 14/02/2024 live



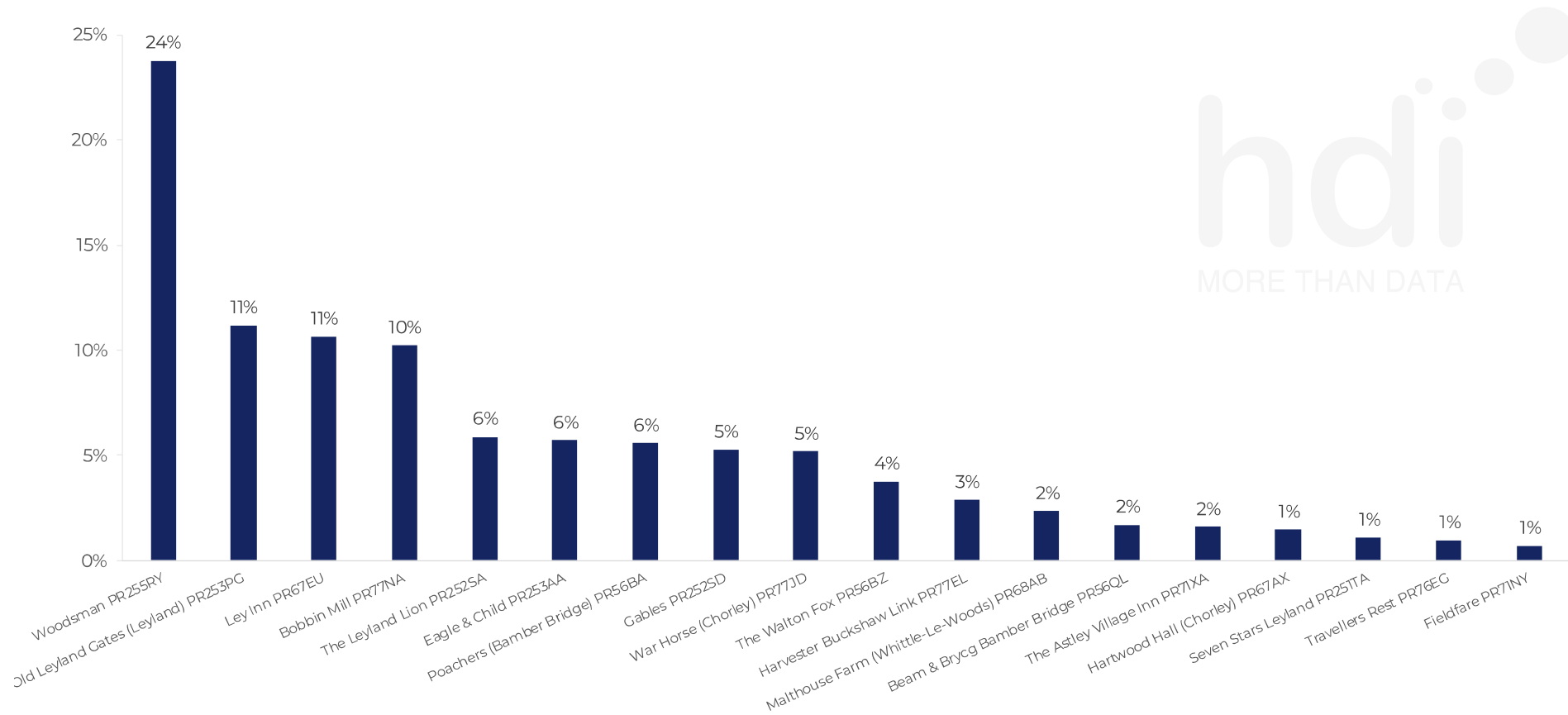
519 Site Customers



## Share of Wallet

What are the Top 20 venues (by spend) that customers of Woodsman PR255RY also visit?

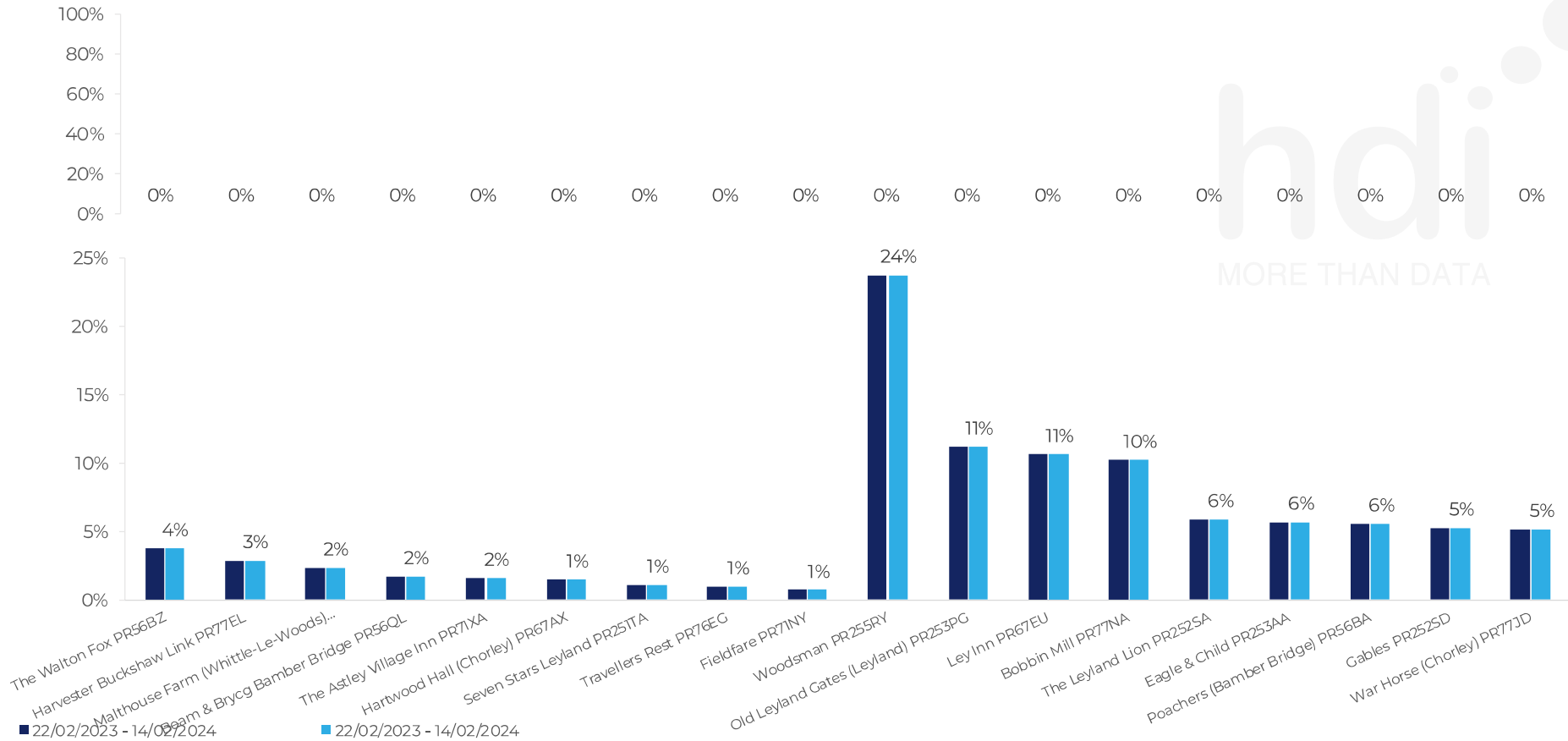
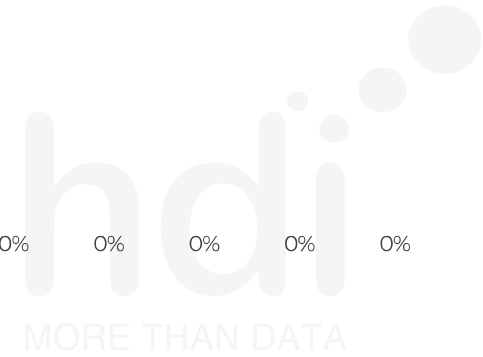
For customers of Woodsman PR255RY, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Woodsman PR255RY changed between two date ranges?



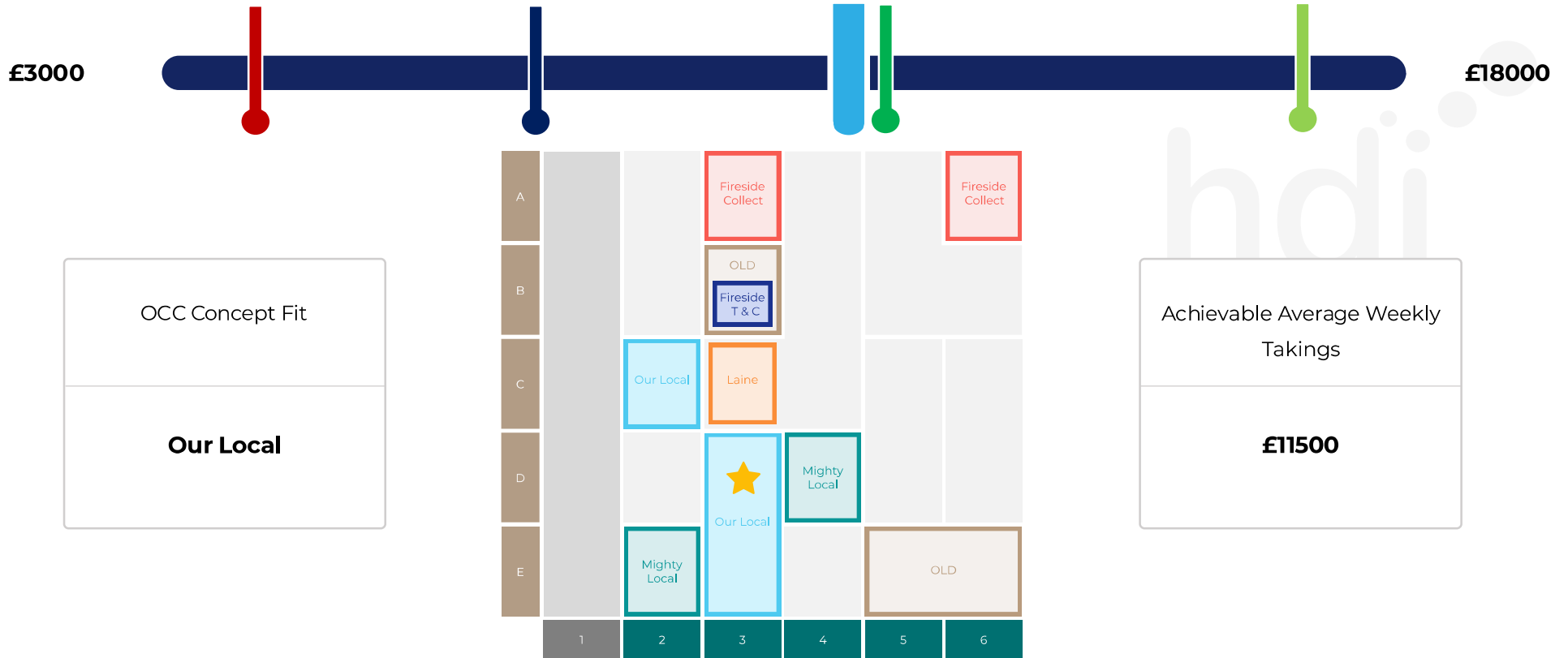
1238 Site Customers



## Market Summary

How does the local area for Woodsman PR255RY compare to the national average (1 = low, 10 = high)

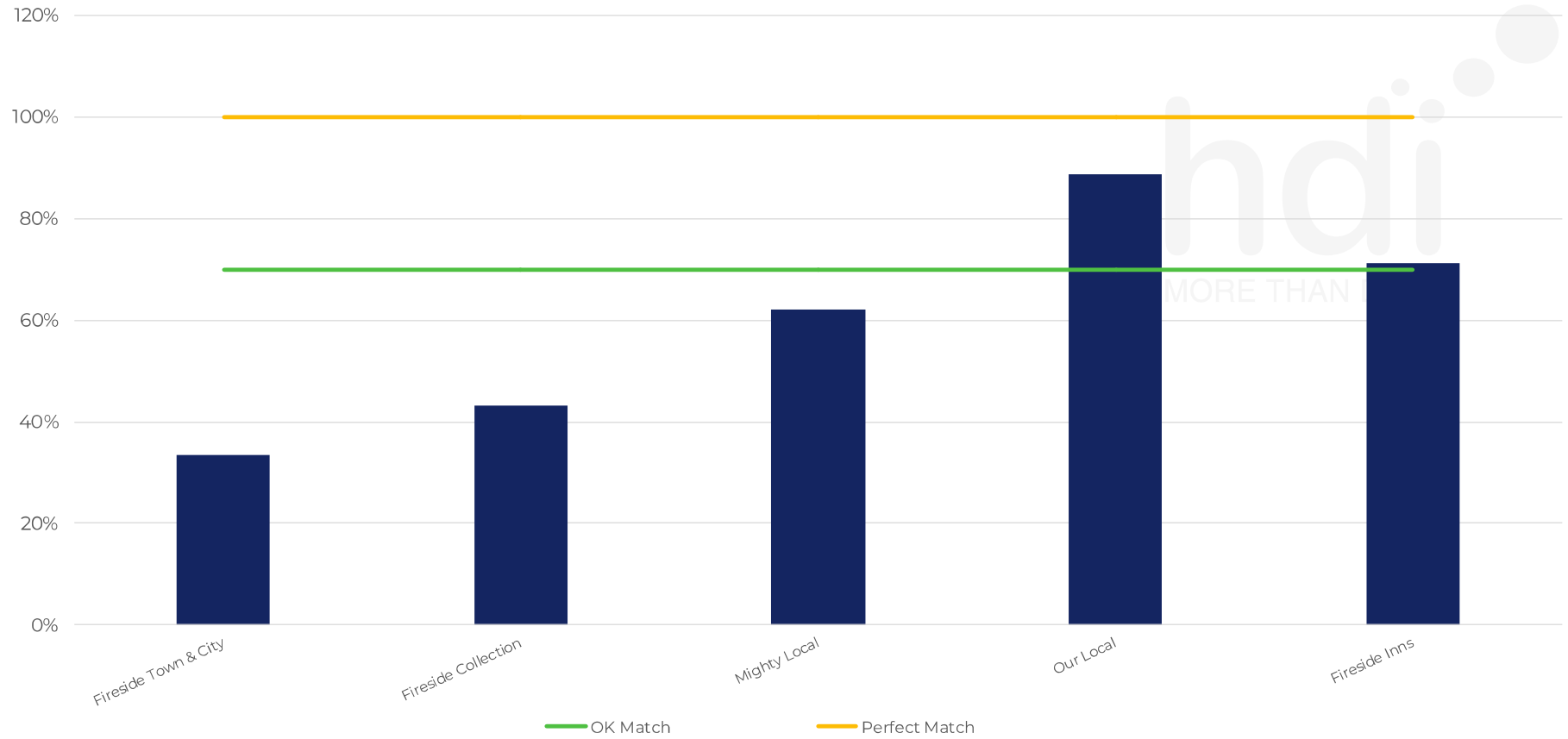
Data Type	Name	Spend in 250m	250m Spend vs National	Spend in 500m	500m Spend vs National	Spend in 1 mile	1 mile Spend vs National	Spend in 3 miles	3 mile Spend vs National
Total	Annual Sales	£743K	4	£1.21M	4	£37.82M	8	£131.16M	7
Weekpart	Mon - Thu	39.5%	5	44.0%	8	42.6%	7	42.9%	7
Weekpart	Fri - Sat	44.0%	5	40.6%	3	41.6%	4	40.5%	3
Weekpart	Sun	16.4%	7	15.4%	6	15.8%	6	16.7%	8
Age	18 to 24	5.8%	6	10.1%	8	7.1%	6	5.3%	4
Age	25 to 34	16.2%	3	17.6%	3	16.8%	3	15.3%	2
Age	35 to 44	22.5%	5	25.8%	7	25.4%	7	24.9%	7
Age	45 to 54	19.6%	5	17.7%	3	19.8%	5	20.5%	6
Age	55 to 64	20.4%	8	16.6%	6	17.9%	8	18.7%	9
Age	65 to 74	14.4%	10	11.2%	9	9.5%	8	10.7%	9
Age	75+	1.1%	3	1.1%	3	3.5%	7	4.6%	9
CAMEO	Business Elite	5.1%	5	3.6%	3	3.2%	3	3.4%	2
CAMEO	Prosperous Professionals	6.2%	6	4.2%	4	4.1%	3	4.7%	3
CAMEO	Flourishing Society	5.4%	2	5.0%	2	5.1%	1	6.6%	2
CAMEO	Content Communities	18.0%	9	16.2%	9	13.5%	7	13.7%	7
CAMEO	White Collar Neighbourhoods	5.9%	1	8.8%	3	12.7%	7	13.6%	9
CAMEO	Enterprising Mainstream	8.9%	6	8.6%	6	15.5%	10	15.6%	10
CAMEO	Paying The Mortgage	21.4%	9	21.5%	9	20.8%	9	21.2%	10
CAMEO	Cash Conscious Communities	1.9%	1	8.5%	5	10.5%	7	8.4%	5
CAMEO	On A Budget	11.0%	9	9.5%	8	10.1%	8	9.1%	8
CAMEO	Family Value	16.3%	10	14.0%	10	4.4%	7	3.6%	6
Affluence	AB	16.6%	3	12.8%	2	12.5%	2	14.7%	2
Affluence	C1C2	54.2%	8	55.1%	8	62.5%	10	64.2%	10
Affluence	DE	29.2%	8	32.0%	8	25.0%	7	21.2%	6



- 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

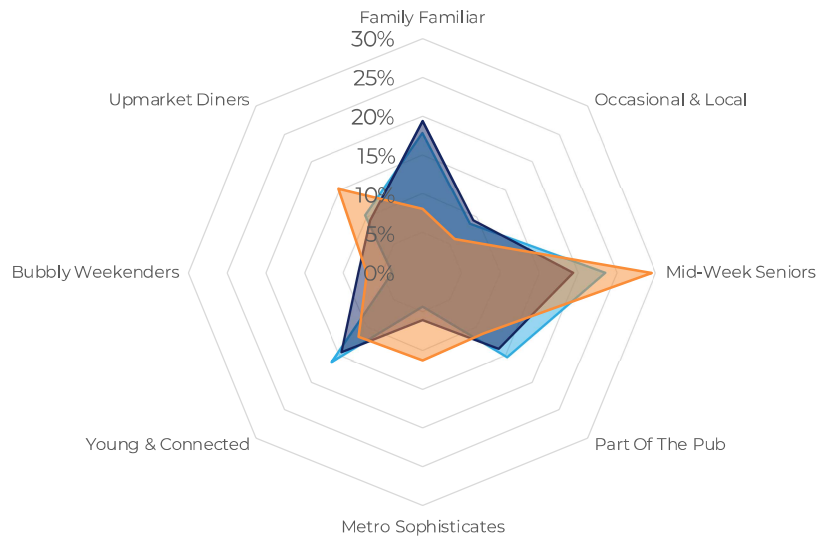


Concept Recommendation





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
Woodsman	230	17.88%	8.64%	23.47%	15.54%	4.32%	16.23%	3.71%	10.16%
Local Catchment	4692	19.30%	9.36%	19.24%	13.97%	6.06%	14.56%	8.16%	9.30%
Punch T&L	110522	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Woodsman vs Local Catchment		-1.42%	-0.72%	4.23%	1.57%	-1.74%	1.67%	-4.45%	0.86%
Woodsman vs Punch T&L		9.80%	2.72%	-6.07%	4.36%	-6.97%	4.61%	-3.44%	-5.03%
Local Catchment vs Punch T&L		11.22%	3.44%	-10.30%	2.79%	-5.23%	2.94%	1.01%	-5.89%

■ Woodsman

■ Local Catchment

■ 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
Woodsman PR255RY	230	17.88%	8.64%	23.47%	15.54%	4.32%	16.23%	3.71%	10.16%
Old Leyland Gates (Leyland) PR253PG	502	24.20%	13.44%	13.51%	13.63%	4.38%	17.60%	11.32%	1.87%
Ley Inn PR67EU	410	13.31%	11.09%	26.21%	9.78%	7.31%	14.48%	9.30%	8.49%
Bobbin Mill PR77NA	381	17.99%	9.40%	20.72%	26.74%	1.72%	10.96%	5.59%	6.83%
The Leyland Lion PR252SA	797	18.35%	12.80%	10.23%	26.26%	6.68%	12.22%	9.22%	4.20%
Eagle & Child PR253AA	254	8.98%	9.95%	29.48%	17.95%	2.18%	14.73%	12.22%	4.48%
Poachers (Bamber Bridge) PR56BA	868	35.20%	11.99%	7.99%	14.42%	2.71%	19.89%	5.94%	1.81%
Gables PR252SD	493	14.69%	8.37%	8.81%	11.43%	16.33%	22.45%	10.72%	7.16%
War Horse (Chorley) PR77JD	625	17.29%	13.77%	10.09%	26.50%	2.07%	19.57%	7.18%	3.49%
The Walton Fox PR56BZ	711	18.53%	5.65%	22.72%	3.34%	8.91%	11.89%	8.07%	20.85%
Harvester Buckshaw Link PR77EL	441	37.40%	8.66%	12.92%	3.97%	4.44%	15.90%	8.19%	8.49%
Malthouse Farm (Whittle-Le-Woods) PR68AB	976	11.16%	2.69%	36.27%	3.84%	7.01%	9.18%	7.15%	22.65%
Beam & Brycg Bamber Bridge PR56QL	329	14.46%	13.12%	13.07%	27.79%	9.98%	9.90%	8.64%	2.99%
The Astley Village Inn PR71XA	323	18.30%	8.50%	18.26%	9.10%	8.15%	17.70%	9.75%	10.21%
Hartwood Hall (Chorley) PR67AX	479	23.31%	5.88%	22.53%	7.71%	5.34%	16.83%	8.19%	10.17%
Seven Stars Leyland PR25ITA	98	2.64%	12.99%	3.70%	61.40%	11.87%	4.70%	0.53%	2.13%
Travellers Rest PR76EG	155	19.82%	5.06%	18.64%	2.60%	10.61%	10.29%	6.05%	26.89%
Fieldfare PR71NY	281	27.45%	9.71%	23.37%	6.58%	5.11%	14.41%	6.72%	6.61%