



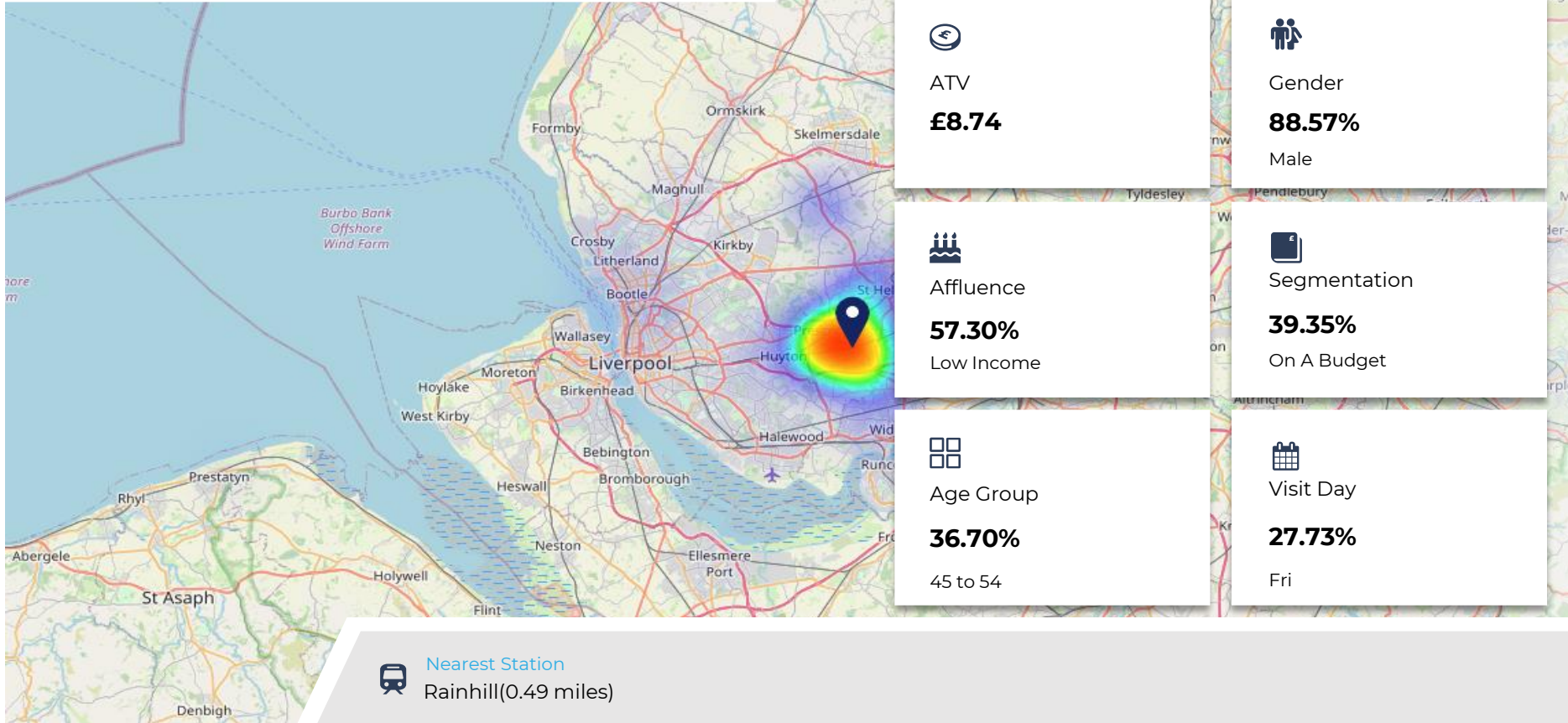
## Site Summary



## Rocket L359JE

L359JE

Punch - Our Local

**Work Area**  
Liverpool**Region**  
North West**TV Region**  
North West**Urbanicity**  
Urban major conurbation**ATV**  
**£8.74****Gender**  
**88.57%**  
Male**Affluence**  
**57.30%**  
Low Income**Segmentation**  
**39.35%**  
On A Budget**Age Group**  
**36.70%**  
45 to 54**Visit Day**  
**27.73%**  
Fri

## Top Competitors

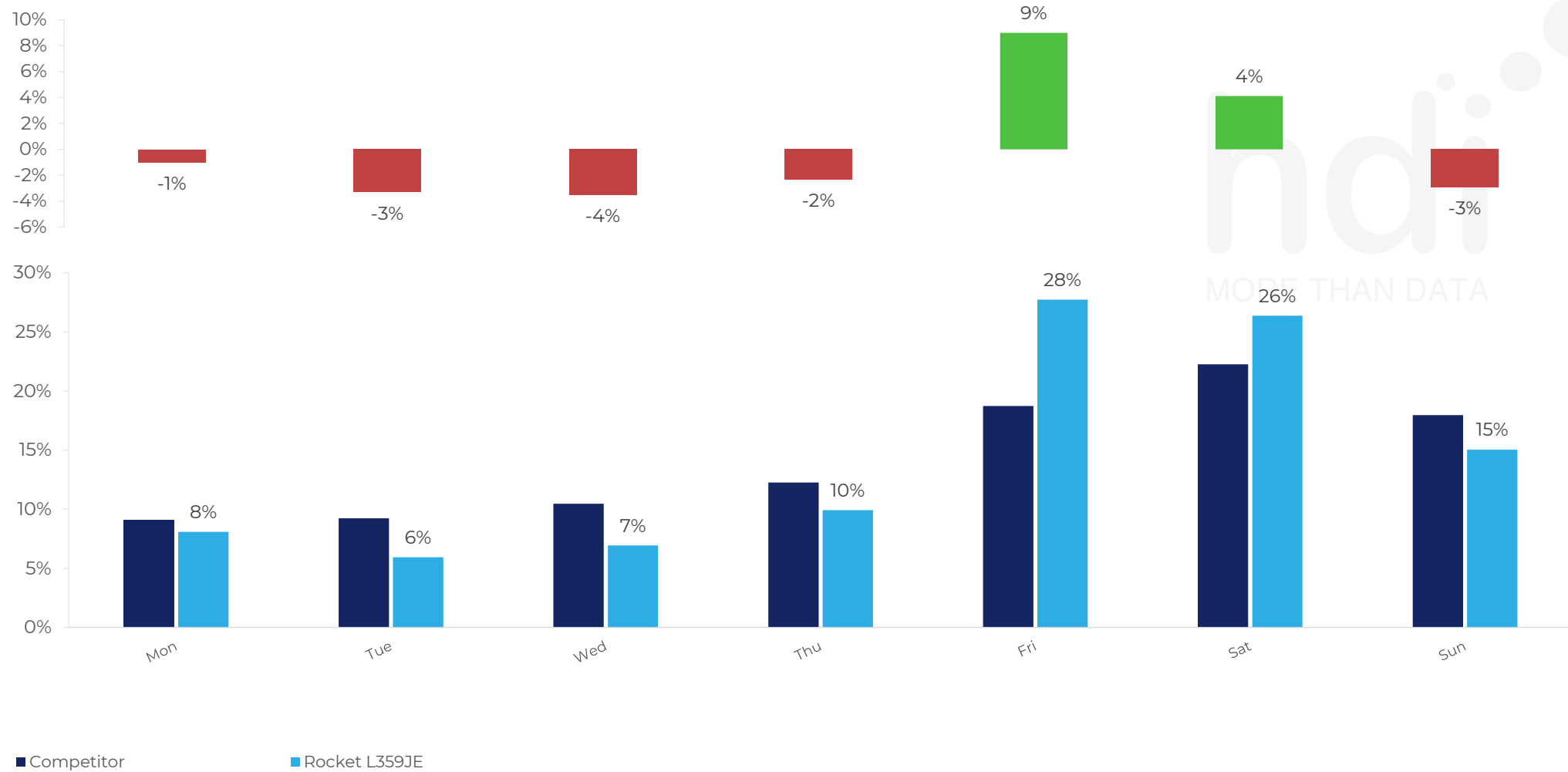
**Cook House Pub & Carve** **#1**  
L350LR  
 Pub Restaurant**The Watch Maker** **#2**  
L345QL  
 JD Wetherspoon**Manor Farm** **#3**  
L356NE  
 Marstons Community Wet**Nearest Station**  
Rainhill(0.49 miles)



## Spend by Weekpart

How is customer spend distributed throughout the week for Rocket L359JE versus its competitors?

% of spend for Rocket L359JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

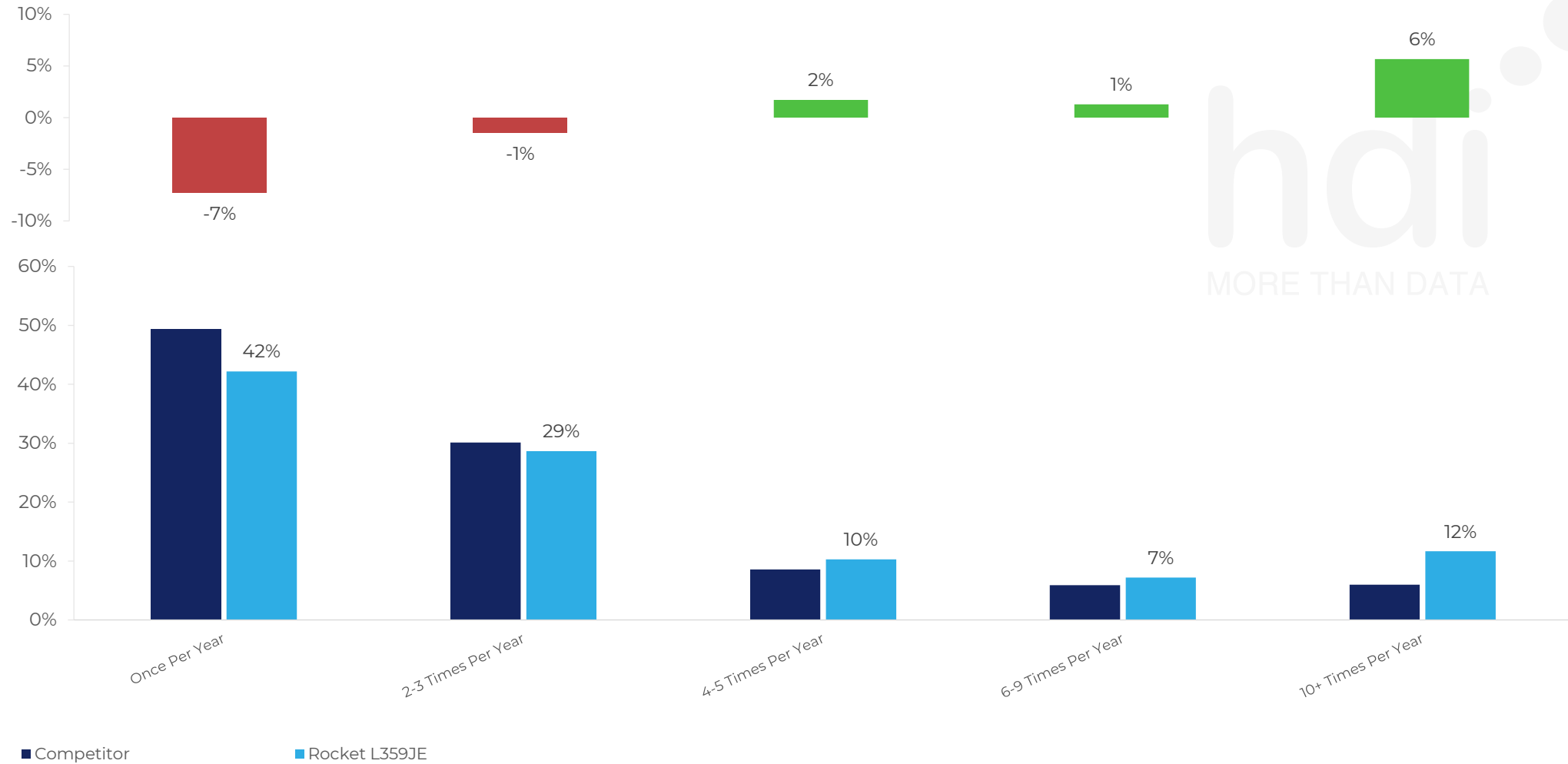




## Visit Frequency

How frequently per year do customers visit Rocket L359JE versus its competitors?

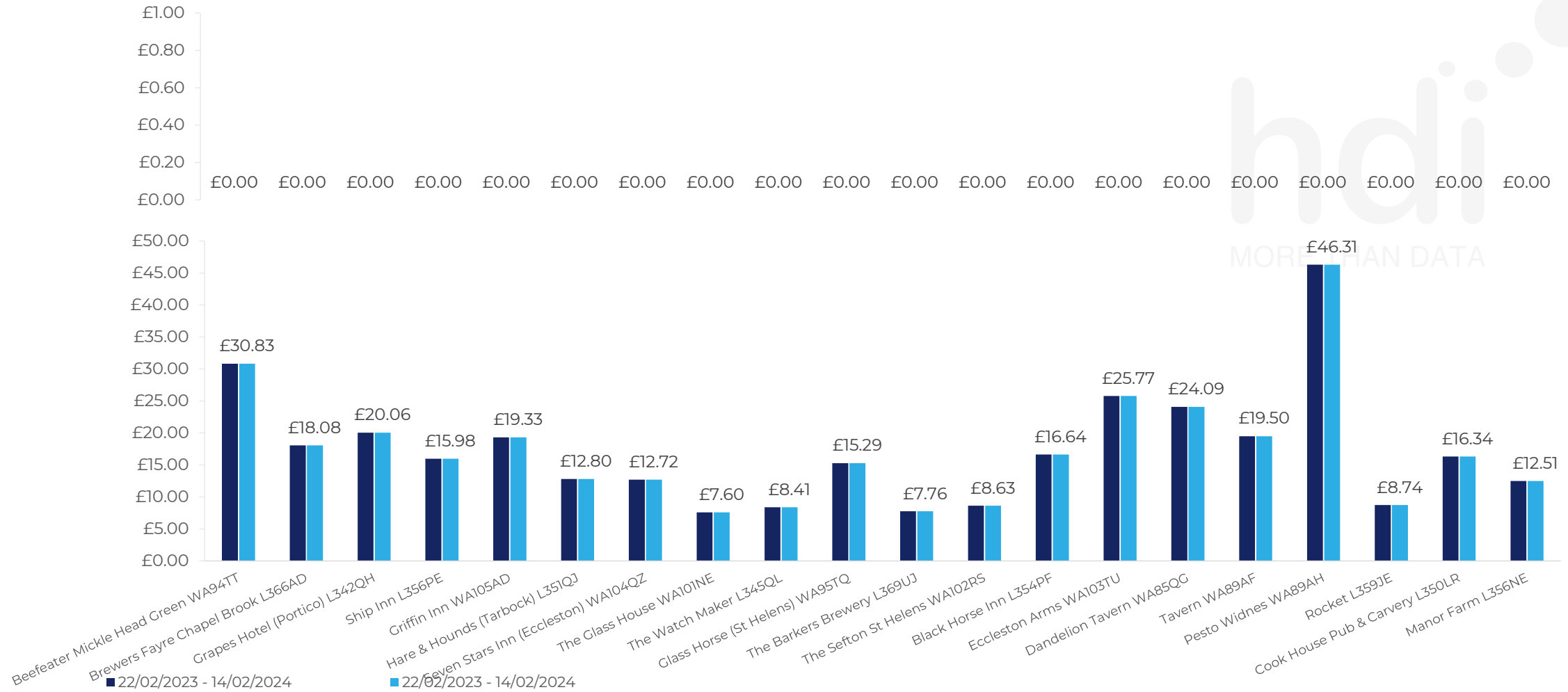
% of customer numbers for Rocket L359JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





## ATV Change

How has ATV changed between two date ranges?

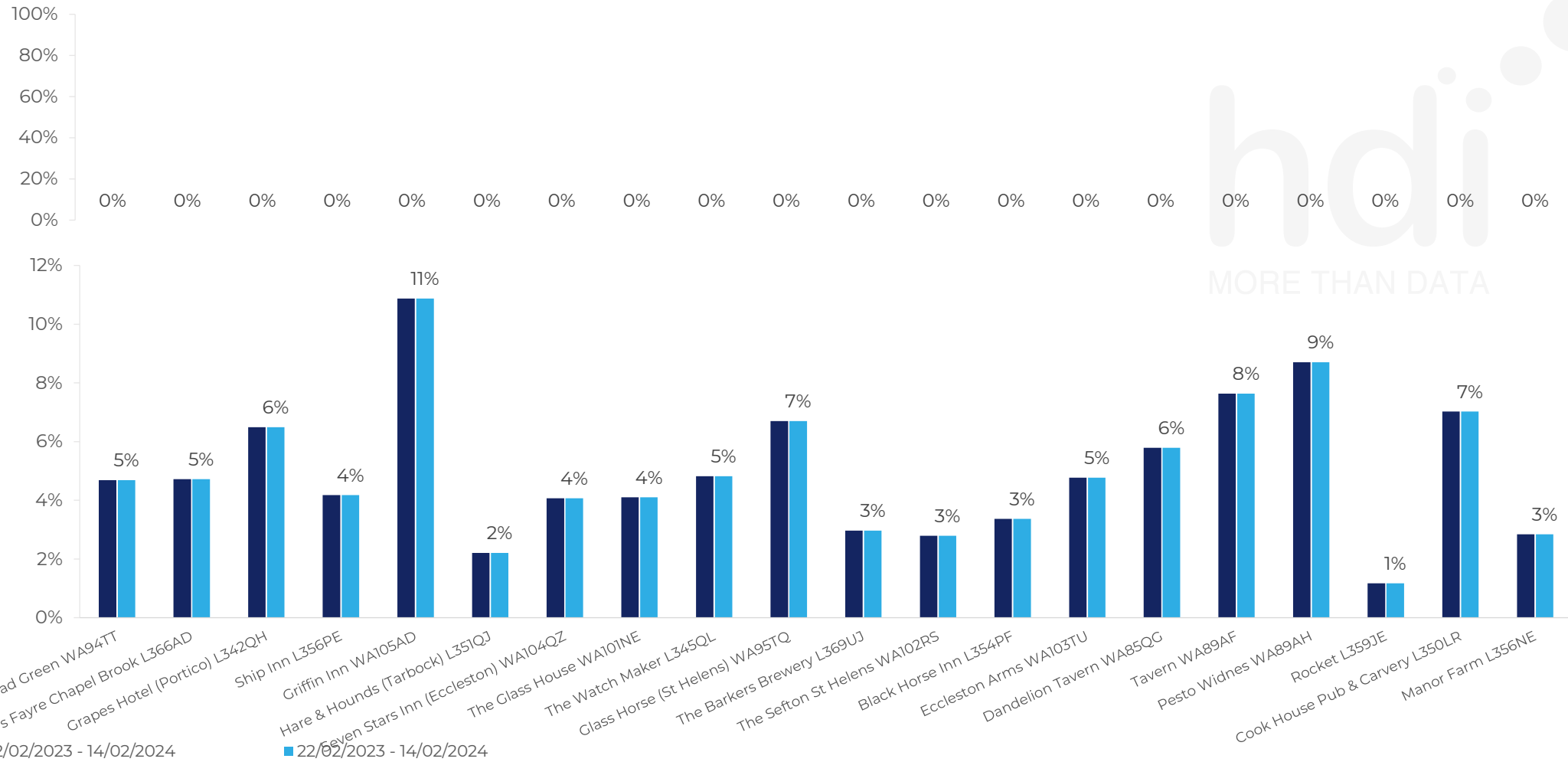




## Market Share Change

How has market share changed between two date ranges?

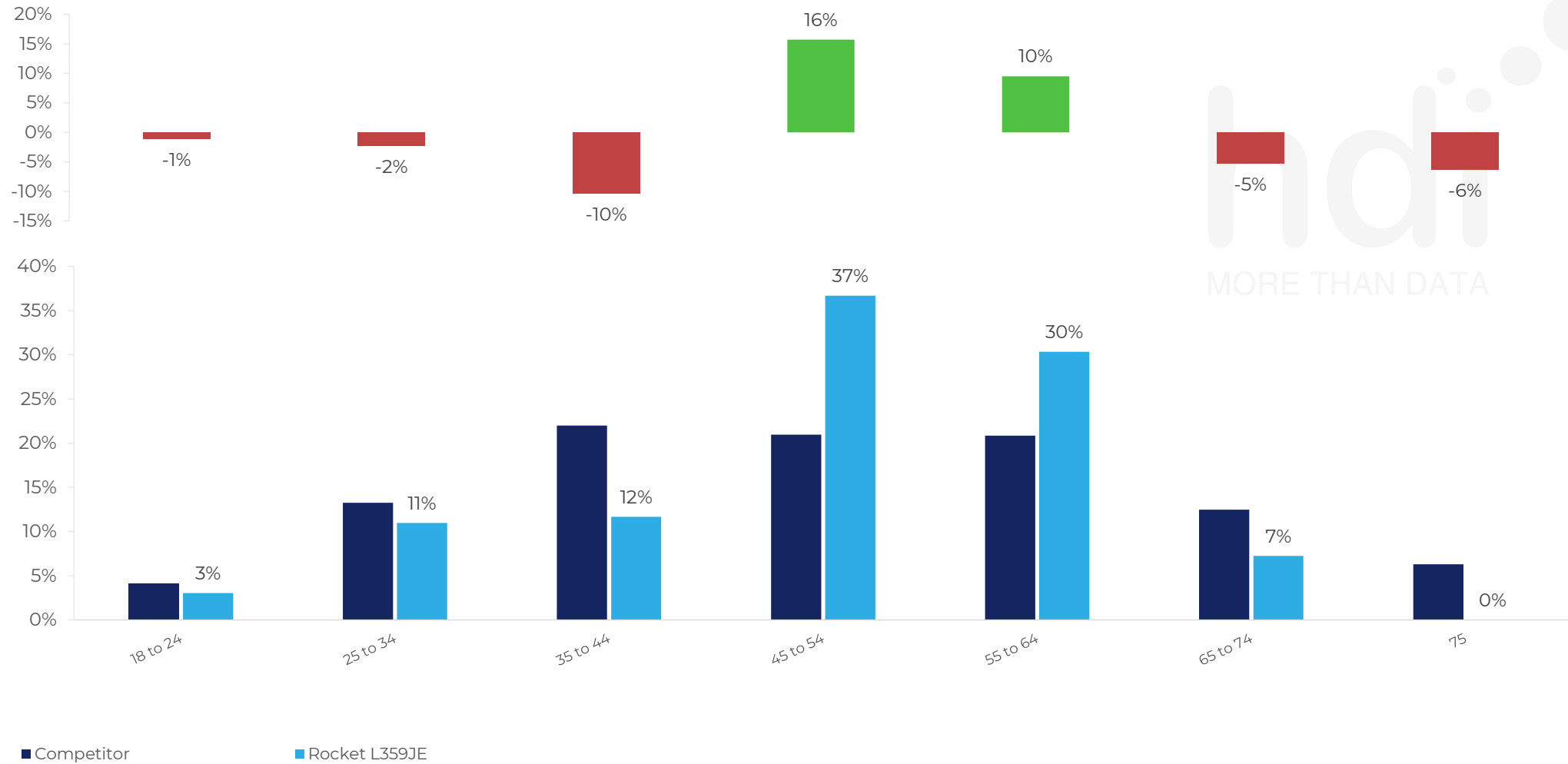
% of market share spend for Rocket L359JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024





How does the age profile of customers who visit Rocket L359JE compare versus its competitors?

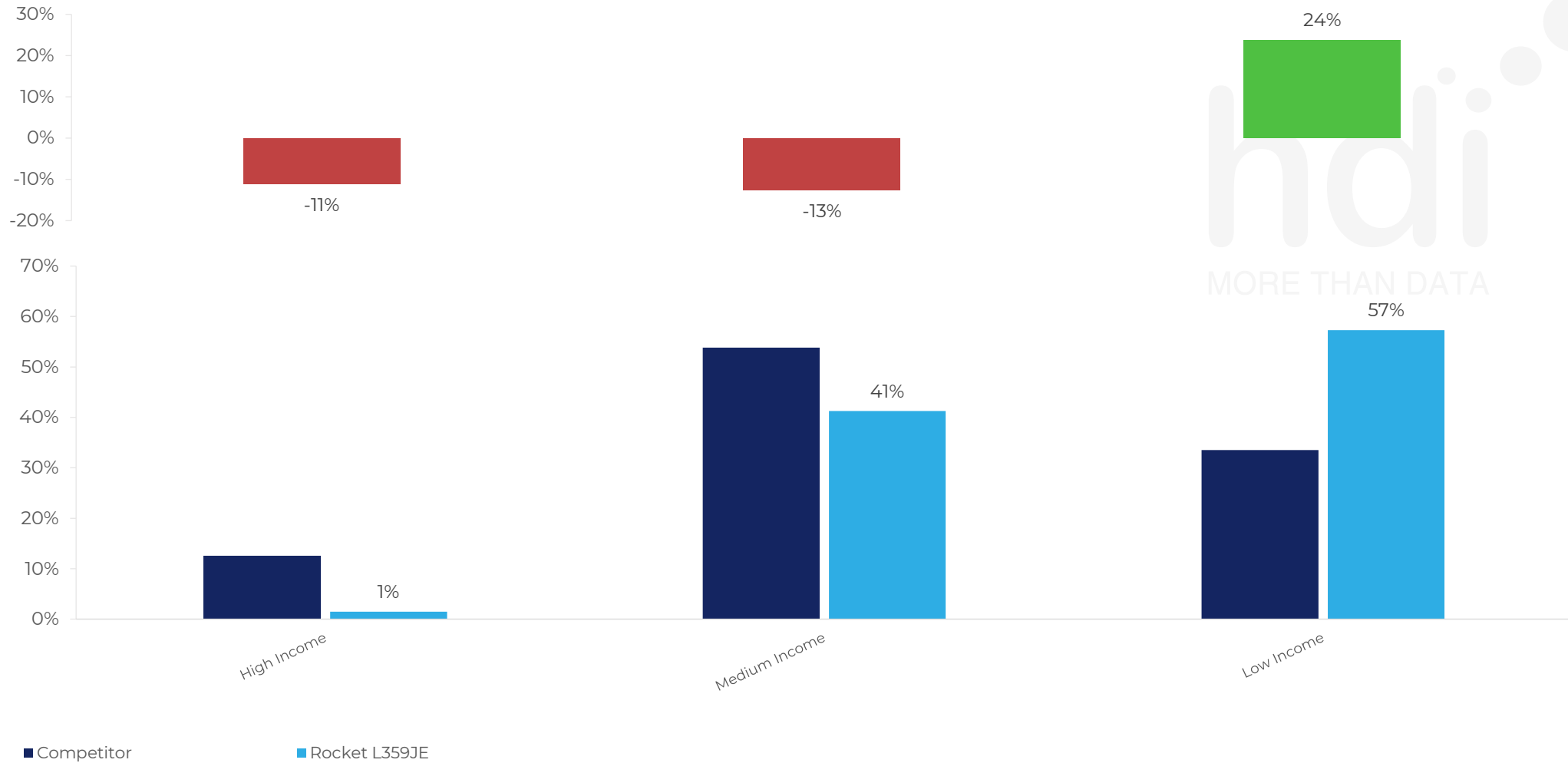
% of spend for Rocket L359JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range





How does the affluence of customers who visit Rocket L359JE compare versus its competitors?

% of spend for Rocket L359JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

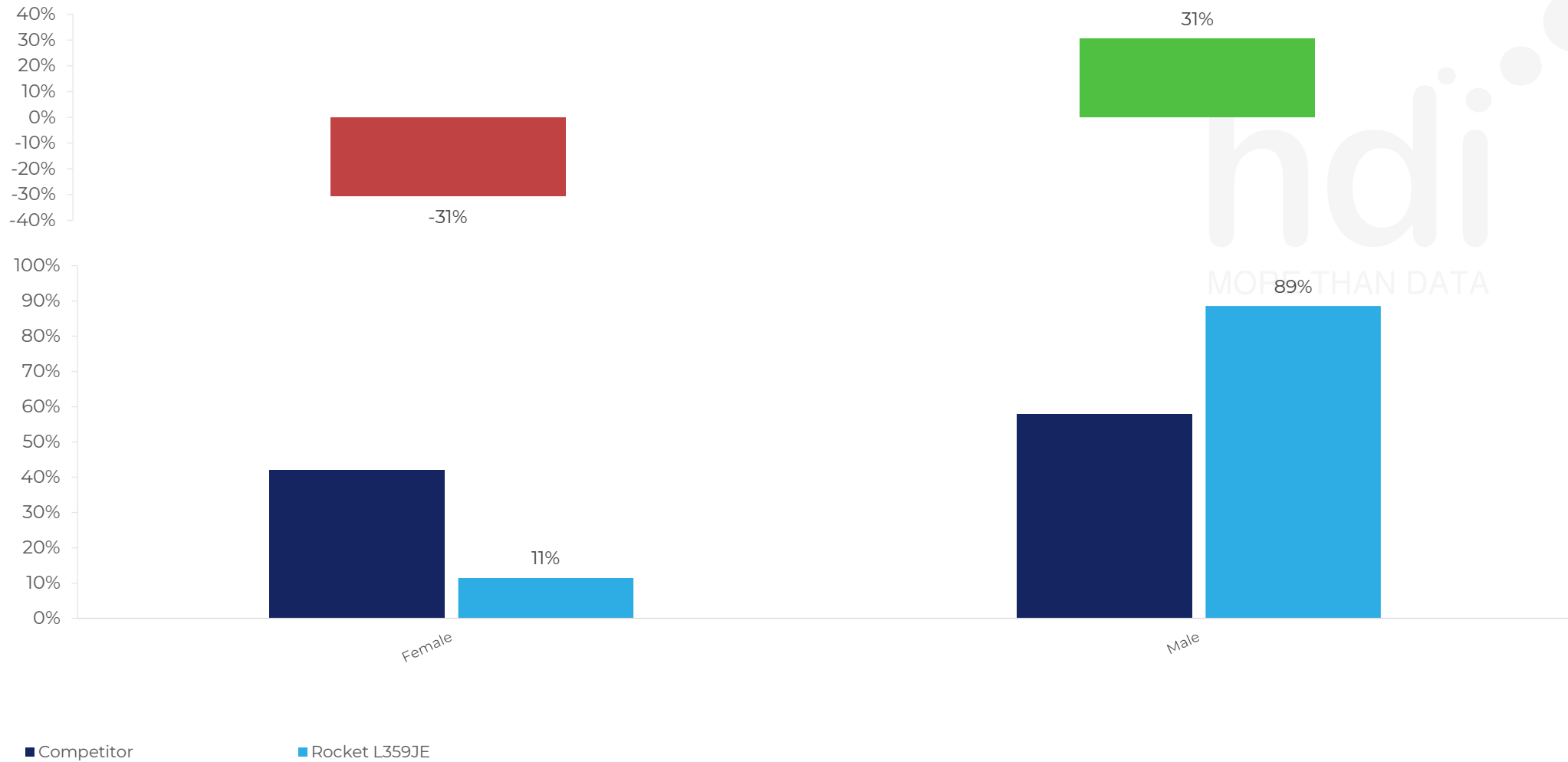




## Gender

How does the gender profile of customers who visit Rocket L359JE compare versus its competitors?

% of spend for Rocket L359JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



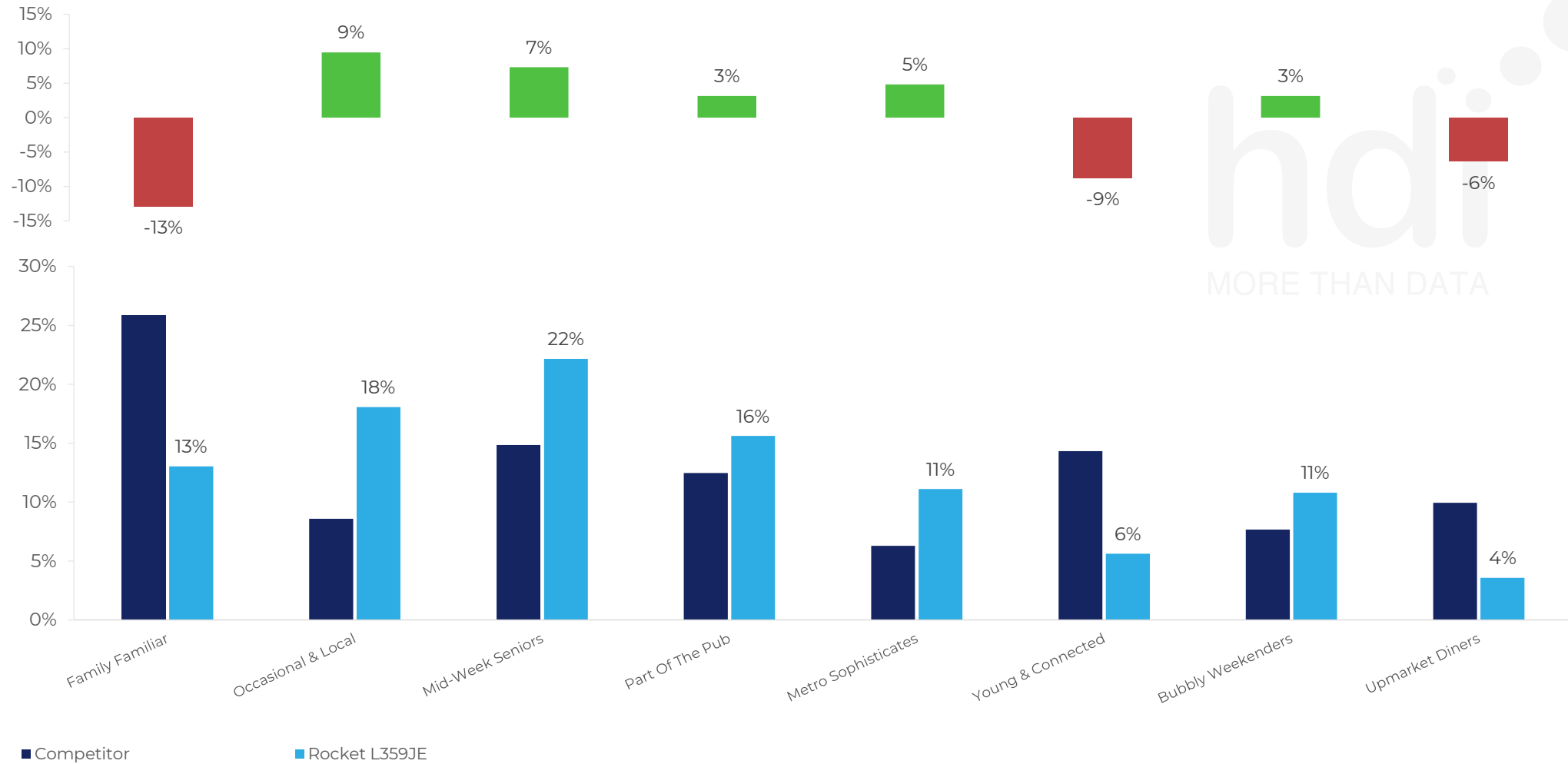




## Punch Segmentation

How does the Custom segmentation profile of customers who visit Rocket L359JE compare versus its competitors?

% of spend for Rocket L359JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

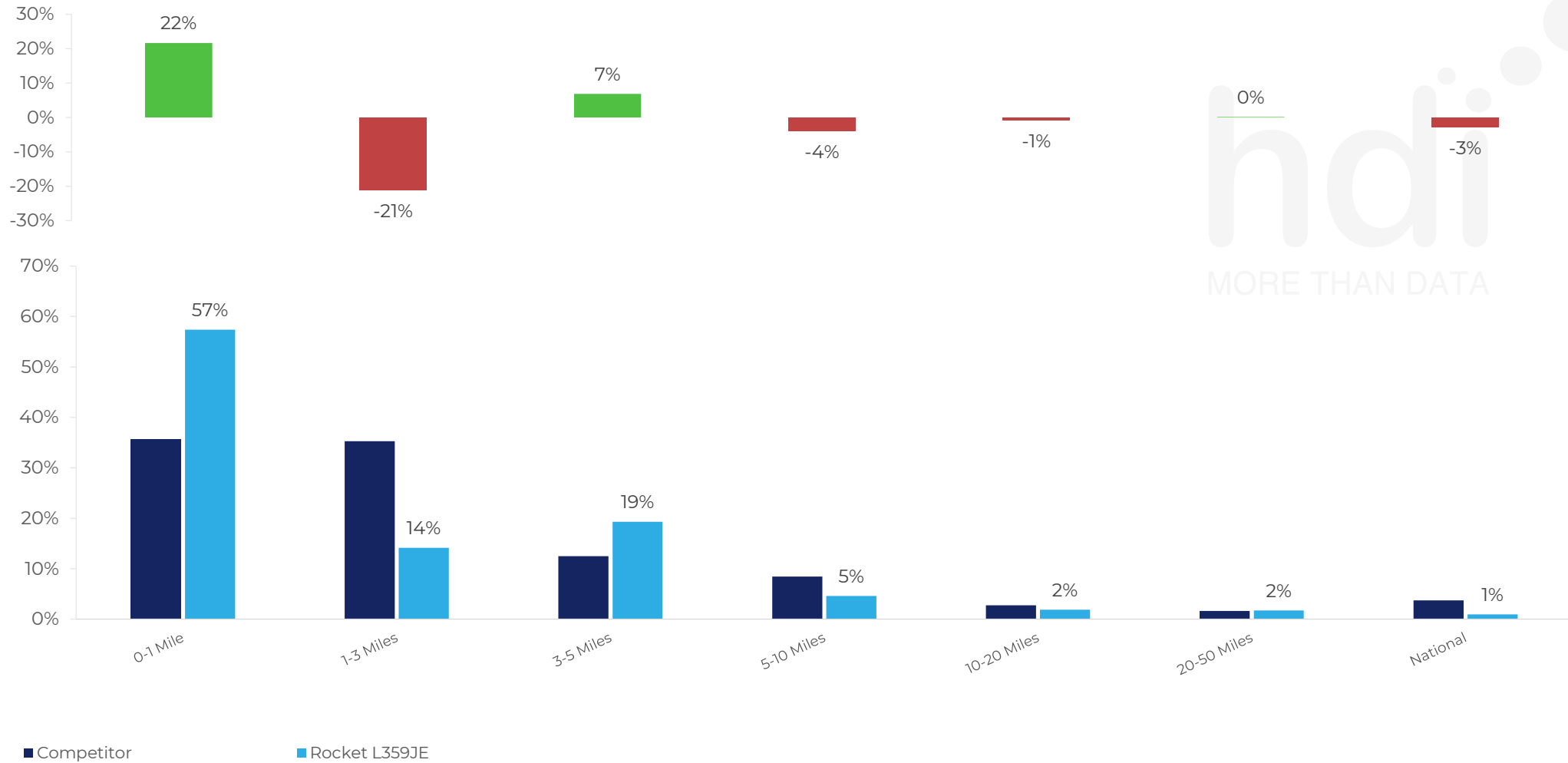




## Spend by Distance

How does the spend profile of Rocket L359JE compare versus its competitors based on travel distances?

% of spend for Rocket L359JE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

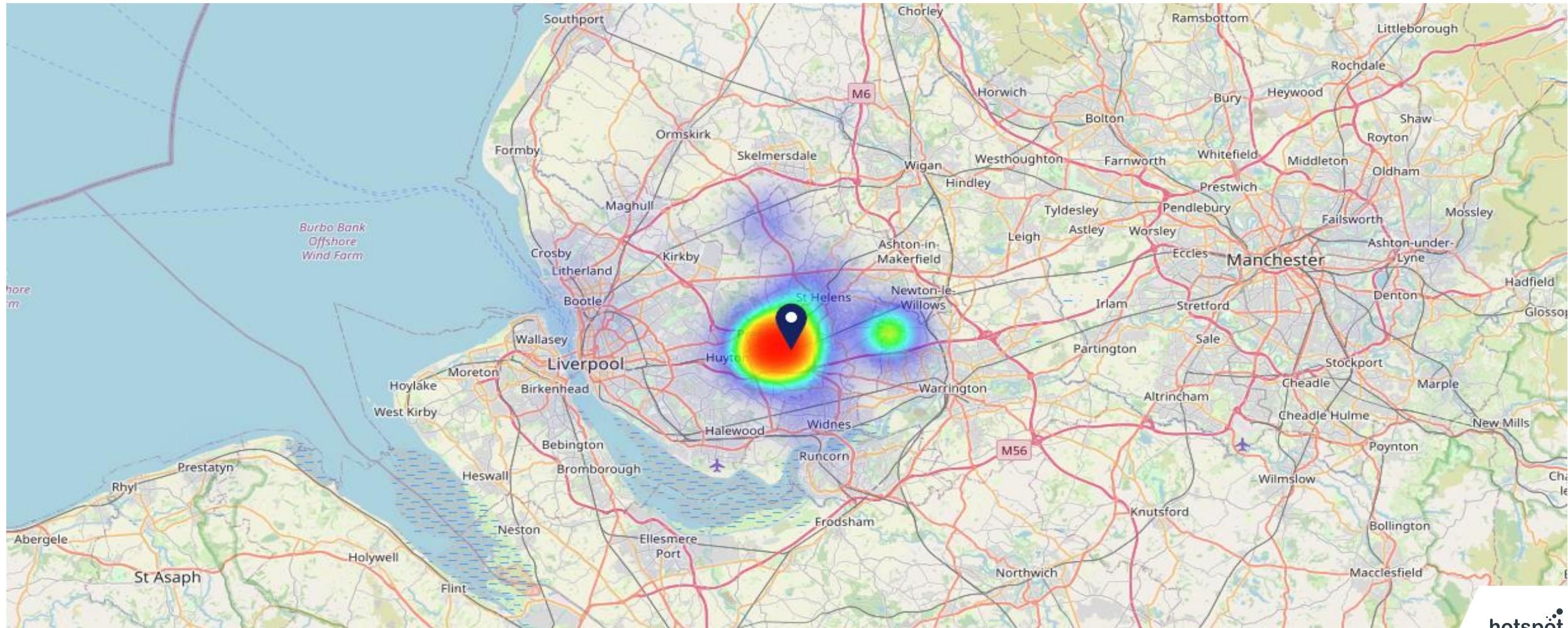




## Map of Guest Origin

Where do customers of Rocket L359JE come from?

Where do customers of Rocket L359JE for 22/02/2023 - 14/02/2024 live

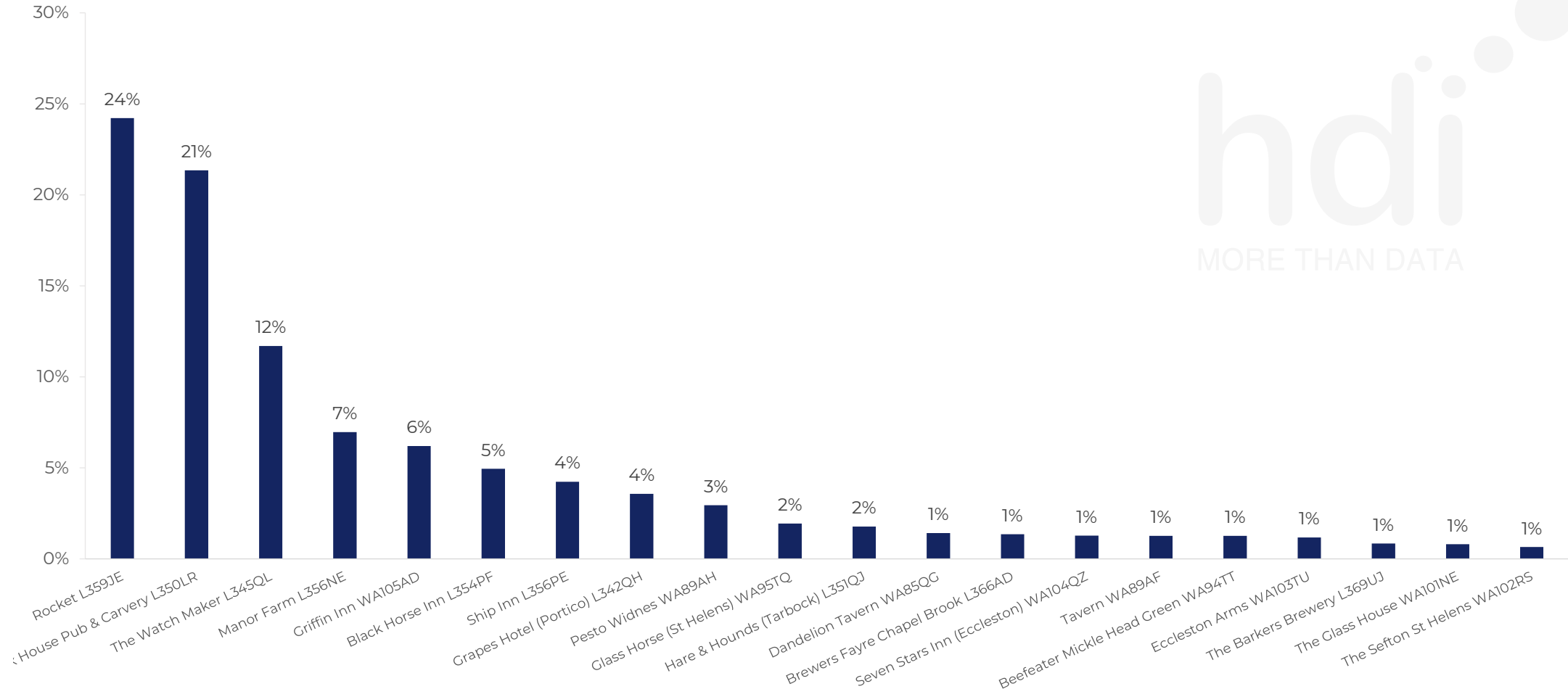




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Rocket L359JE also visit?

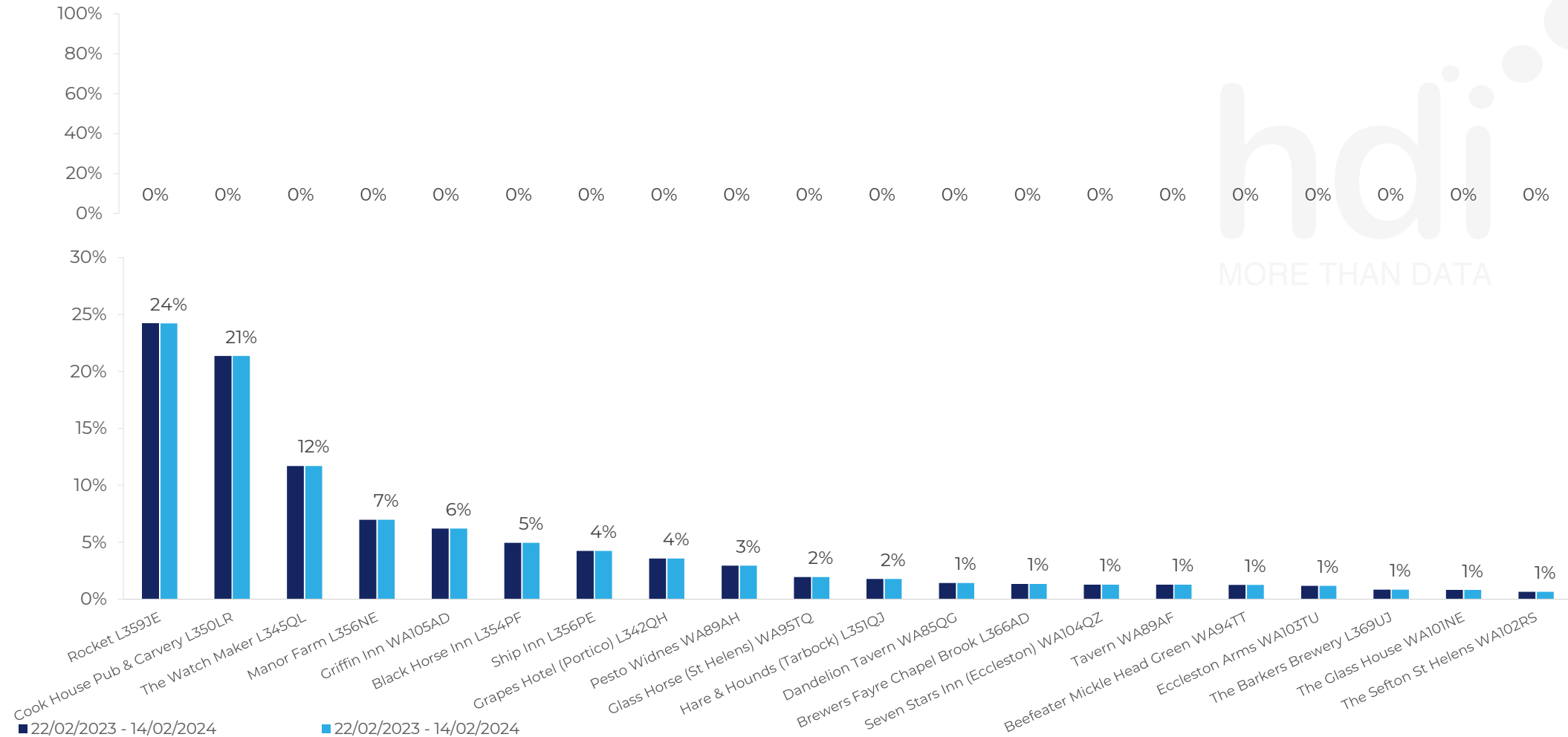
For customers of Rocket L359JE, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





## Share of Wallet Change

How has share of wallet of customers of Rocket L359JE changed between two date ranges?







## Market Summary

How does the local area for Rocket L359JE 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                | £414K         | 3                      | £3.44M        | 5                      | £15.25M         | 5                        | £161.44M         | 8                        |
| Weekpart  | Mon - Thu                   | 31.8%         | 2                      | 33.1%         | 1                      | 40.8%           | 5                        | 42.2%            | 6                        |
| Weekpart  | Fri - Sat                   | 51.6%         | 9                      | 54.9%         | 10                     | 45.4%           | 8                        | 42.6%            | 6                        |
| Weekpart  | Sun                         | 16.6%         | 8                      | 12.0%         | 2                      | 13.8%           | 3                        | 15.2%            | 4                        |
| Age       | 18 to 24                    | 3.4%          | 3                      | 3.6%          | 3                      | 3.7%            | 2                        | 6.3%             | 5                        |
| Age       | 25 to 34                    | 12.4%         | 2                      | 13.6%         | 2                      | 14.4%           | 2                        | 17.2%            | 2                        |
| Age       | 35 to 44                    | 13.1%         | 1                      | 18.0%         | 2                      | 20.1%           | 3                        | 24.7%            | 7                        |
| Age       | 45 to 54                    | 31.7%         | 10                     | 24.0%         | 9                      | 22.8%           | 9                        | 20.1%            | 6                        |
| Age       | 55 to 64                    | 27.4%         | 10                     | 25.2%         | 10                     | 24.6%           | 10                       | 18.4%            | 9                        |
| Age       | 65 to 74                    | 4.7%          | 4                      | 12.4%         | 9                      | 10.9%           | 9                        | 9.4%             | 8                        |
| Age       | 75+                         | 7.4%          | 10                     | 3.2%          | 7                      | 3.5%            | 7                        | 3.9%             | 8                        |
| CAMEO     | Business Elite              | 1.7%          | 2                      | 6.0%          | 5                      | 4.3%            | 4                        | 2.5%             | 1                        |
| CAMEO     | Prosperous Professionals    | 2.6%          | 2                      | 2.9%          | 2                      | 2.7%            | 2                        | 3.1%             | 1                        |
| CAMEO     | Flourishing Society         | 3.6%          | 1                      | 6.3%          | 2                      | 6.3%            | 2                        | 4.4%             | 1                        |
| CAMEO     | Content Communities         | 18.4%         | 9                      | 9.9%          | 3                      | 9.4%            | 2                        | 8.3%             | 1                        |
| CAMEO     | White Collar Neighbourhoods | 14.2%         | 8                      | 24.6%         | 10                     | 19.9%           | 10                       | 15.6%            | 10                       |
| CAMEO     | Enterprising Mainstream     | 5.5%          | 4                      | 8.6%          | 6                      | 8.7%            | 6                        | 8.4%             | 5                        |
| CAMEO     | Paying The Mortgage         | 16.6%         | 7                      | 17.0%         | 7                      | 18.7%           | 8                        | 17.9%            | 8                        |
| CAMEO     | Cash Conscious Communities  | 16.3%         | 9                      | 10.6%         | 7                      | 11.9%           | 8                        | 13.2%            | 9                        |
| CAMEO     | On A Budget                 | 18.8%         | 10                     | 10.8%         | 9                      | 11.2%           | 9                        | 12.7%            | 10                       |
| CAMEO     | Family Value                | 2.3%          | 5                      | 3.3%          | 6                      | 6.9%            | 8                        | 14.0%            | 10                       |
| Affluence | AB                          | 7.9%          | 1                      | 15.2%         | 3                      | 13.3%           | 2                        | 10.0%            | 1                        |
| Affluence | C1C2                        | 54.8%         | 8                      | 60.1%         | 9                      | 56.7%           | 9                        | 50.2%            | 6                        |
| Affluence | DE                          | 37.4%         | 9                      | 24.7%         | 7                      | 30.0%           | 8                        | 39.8%            | 10                       |

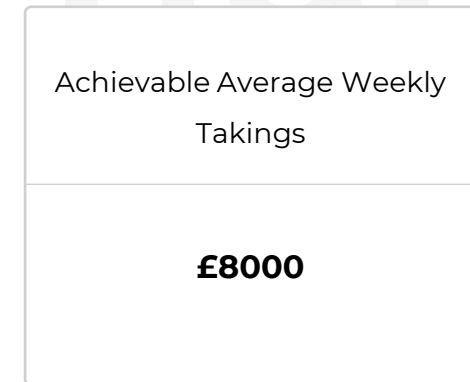
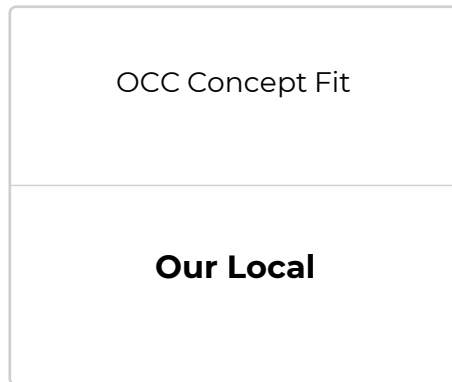


## Site Potential 1

## Site Characteristics

£3000

£18000

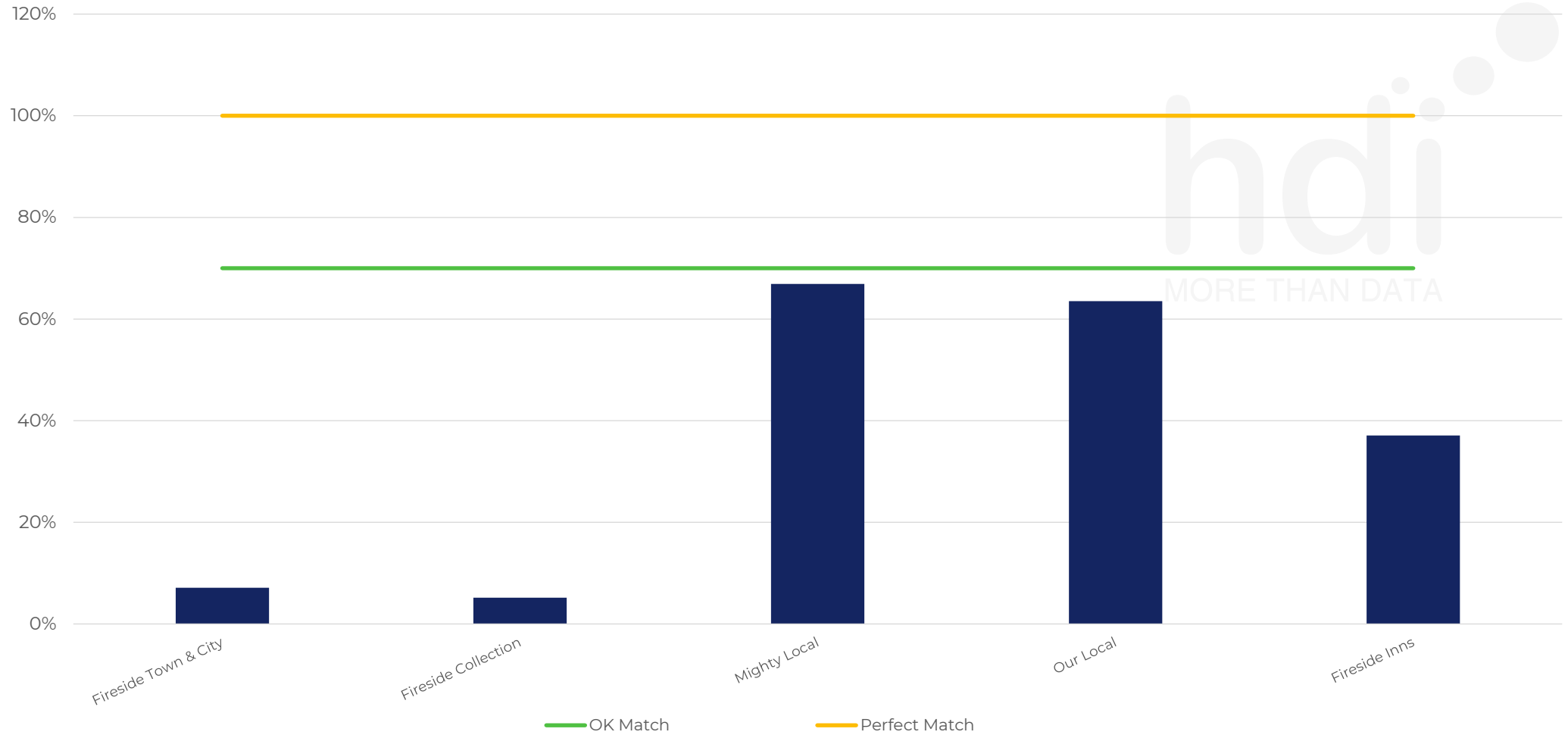


- A Food-Led High Affluence B Food-Led Mid Affluence C Wet-Led Mid/High Affluence D Wet-Led Low Affluence E Food-Led Low Affluence
- 1 AWT 2 Local Regulars 3 Local Passing Trade 4 Destination Wet-Led 5 Destination Food-Led 6 Destination Very Food-Led



## Site Potential 2

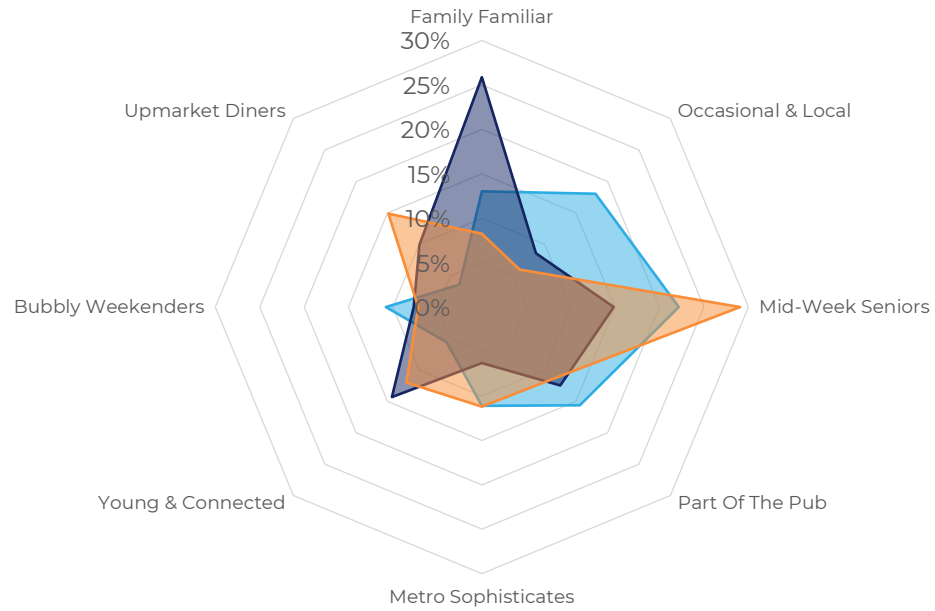
## Concept Recommendation







Mix of spend by customer segment in Punch site and local market



■ Rocket

■ Local Catchment

■ Punch T&L

|                              | Customer Count | Family Familiar | Occasional & Local | Mid-Week Seniors | Part Of The Pub | Metro Sophisticates | Young & Connected | Bubbly Weekenders | Upmarket Diners |
|------------------------------|----------------|-----------------|--------------------|------------------|-----------------|---------------------|-------------------|-------------------|-----------------|
| Rocket                       | 122            | 13.03%          | 18.06%             | 22.16%           | 15.61%          | 11.11%              | 5.61%             | 10.80%            | 3.58%           |
| Local Catchment              | 5901           | 25.88%          | 8.59%              | 14.84%           | 12.46%          | 6.29%               | 14.32%            | 7.66%             | 9.94%           |
| Punch T&L                    | 115592         | 8.26%           | 5.99%              | 29.06%           | 11.40%          | 11.20%              | 12.01%            | 7.15%             | 14.88%          |
| Rocket vs Local Catchment    |                | -12.85%         | 9.47%              | 7.32%            | 3.15%           | 4.82%               | -8.71%            | 3.14%             | -6.36%          |
| Rocket vs Punch T&L          |                | 4.77%           | 12.07%             | -6.90%           | 4.21%           | -0.09%              | -6.40%            | 3.65%             | -11.30%         |
| Local Catchment vs Punch T&L |                | 17.62%          | 2.60%              | -14.22%          | 1.06%           | -4.91%              | 2.31%             | 0.51%             | -4.94%          |



## 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 |
|--------------------------------------|----------------|-----------------|--------------------|------------------|-----------------|---------------------|-------------------|-------------------|-----------------|
| Rocket L359JE                        | 122            | 13.03%          | 18.06%             | 22.16%           | 15.61%          | 11.11%              | 5.61%             | 10.80%            | 3.58%           |
| Cook House Pub & Carvery L350LR      | 697            | 28.18%          | 13.09%             | 11.39%           | 10.01%          | 8.87%               | 9.54%             | 9.37%             | 9.50%           |
| The Watch Maker L345QL               | 634            | 25.75%          | 11.91%             | 5.13%            | 20.63%          | 6.51%               | 16.14%            | 12.96%            | 0.93%           |
| Manor Farm L356NE                    | 381            | 20.01%          | 16.22%             | 14.30%           | 17.17%          | 4.50%               | 8.57%             | 14.02%            | 5.17%           |
| Griffin Inn WA105AD                  | 787            | 21.13%          | 4.74%              | 14.89%           | 5.24%           | 7.93%               | 16.03%            | 6.97%             | 23.02%          |
| Black Horse Inn L354PF               | 263            | 41.07%          | 16.52%             | 5.27%            | 12.21%          | 3.95%               | 12.07%            | 4.63%             | 4.25%           |
| Ship Inn L356PE                      | 447            | 20.69%          | 13.52%             | 25.62%           | 6.71%           | 10.95%              | 9.85%             | 6.35%             | 6.27%           |
| Grapes Hotel (Portico) L342QH        | 555            | 30.04%          | 7.67%              | 7.92%            | 22.78%          | 8.71%               | 12.95%            | 4.29%             | 5.59%           |
| Pesto Widnes WA89AH                  | 623            | 27.40%          | 6.96%              | 13.66%           | 5.31%           | 4.87%               | 13.83%            | 11.34%            | 16.59%          |
| Glass Horse (St Helens) WA95TQ       | 867            | 44.90%          | 7.77%              | 5.85%            | 11.33%          | 1.97%               | 16.01%            | 8.75%             | 3.38%           |
| Hare & Hounds (Tarbock) L351QJ       | 186            | 39.79%          | 6.99%              | 4.80%            | 18.56%          | 12.38%              | 10.94%            | 5.37%             | 1.13%           |
| Dandelion Tavern WA85QG              | 475            | 14.68%          | 7.45%              | 37.84%           | 2.64%           | 6.80%               | 7.39%             | 7.30%             | 15.85%          |
| Brewers Fayre Chapel Brook L366AD    | 466            | 53.36%          | 6.62%              | 7.73%            | 10.38%          | 2.94%               | 10.16%            | 3.37%             | 5.40%           |
| Seven Stars Inn (Eccleston) WA104QZ  | 322            | 20.56%          | 13.18%             | 6.93%            | 18.44%          | 6.13%               | 21.35%            | 6.53%             | 6.84%           |
| Tavern WA89AF                        | 504            | 17.33%          | 5.92%              | 23.01%           | 8.27%           | 7.28%               | 9.02%             | 8.71%             | 20.42%          |
| Beefeater Mickle Head Green WA94TT   | 432            | 37.22%          | 8.58%              | 18.84%           | 5.56%           | 4.65%               | 10.72%            | 5.27%             | 9.12%           |
| Eccleston Arms WA103TU               | 468            | 22.31%          | 7.56%              | 13.72%           | 7.29%           | 12.00%              | 15.50%            | 7.27%             | 14.32%          |
| The Barkers Brewery L369UJ           | 316            | 26.88%          | 4.69%              | 3.97%            | 25.55%          | 2.25%               | 31.07%            | 4.72%             | 0.84%           |
| The Glass House WA101NE              | 747            | 14.89%          | 9.57%              | 6.71%            | 20.85%          | 2.55%               | 38.27%            | 5.30%             | 1.82%           |
| The Sefton St Helens WA102RS         | 500            | 10.37%          | 18.86%             | 4.27%            | 27.11%          | 7.20%               | 20.68%            | 9.03%             | 2.43%           |
| The Four Topped Oak WA84PE           | 446            | 24.56%          | 7.62%              | 25.73%           | 16.21%          | 2.38%               | 13.74%            | 5.30%             | 4.43%           |
| Observatory (Widnes) WA89DU          | 319            | 41.79%          | 5.48%              | 4.88%            | 24.20%          | 2.74%               | 10.67%            | 6.86%             | 3.33%           |
| Church View Inn (Lunts Heath) WA85RY | 479            | 18.10%          | 4.90%              | 19.22%           | 13.91%          | 10.04%              | 12.54%            | 11.04%            | 10.21%          |
| Royal Tavern St Helens WA101QA       | 120            | 10.75%          | 19.20%             | 4.43%            | 49.04%          | 1.74%               | 8.61%             | 6.06%             | 0.13%           |
| Brasserie Chalon St Helens WA101RX   | 118            | 13.80%          | 11.26%             | 4.84%            | 33.30%          | 0.90%               | 29.14%            | 5.44%             | 1.29%           |