



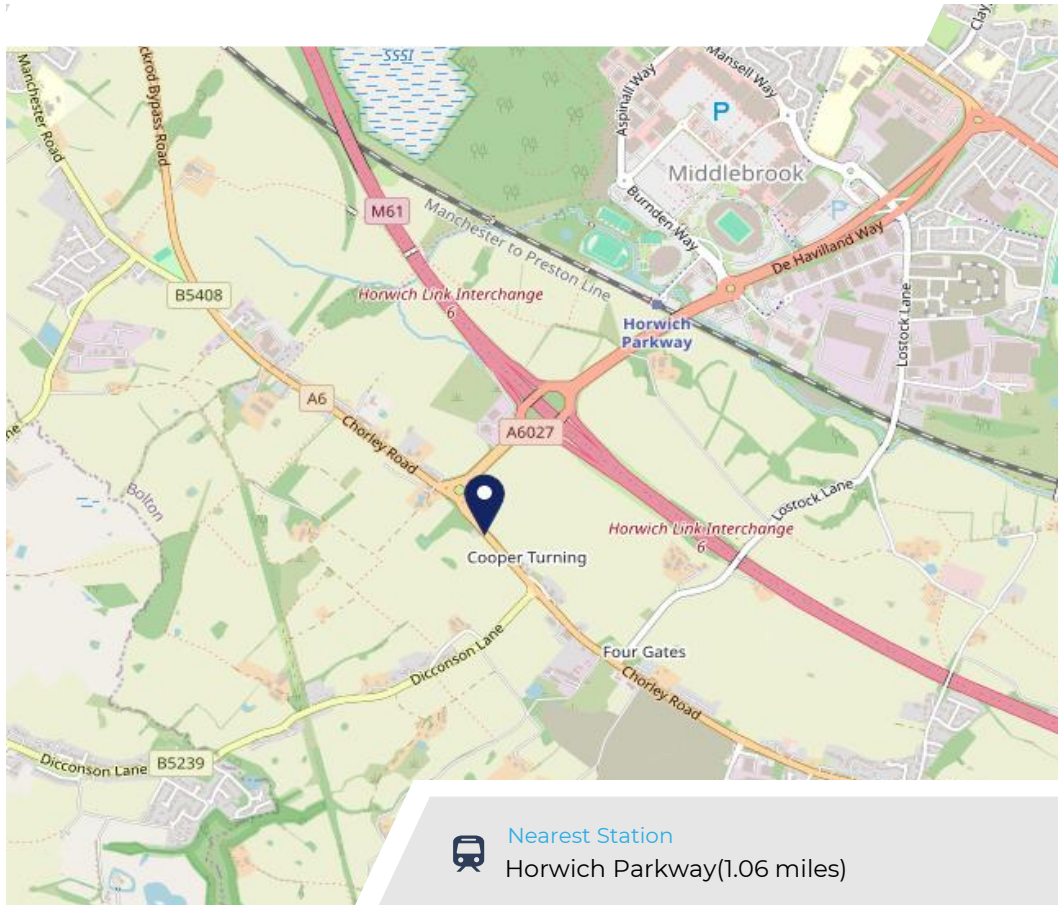
Site Summary



Royal Oak BL53ND

BL53ND

Punch T&L

**Work Area**
Manchester**Region**
North West**TV Region**
North West**Urbanicity**
Rural hamlet and isolated d**ATV**
£20.66**Gender**
59.31%
Male**Affluence**
51.44%
Middle Income**Segmentation**
24.76%
Paying The Mortgage**Age Group**
23.43%
55 to 64**Visit Day**
36.80%
Sun

Top Competitors

**Goose And Gander**
BL65LW
 Pub Restaurant

#1

**Gerrards Arms**
WN21PZ
 Pub Restaurant

#2

**Bob's Smithy**
BL17PX
 Pub Restaurant

#3

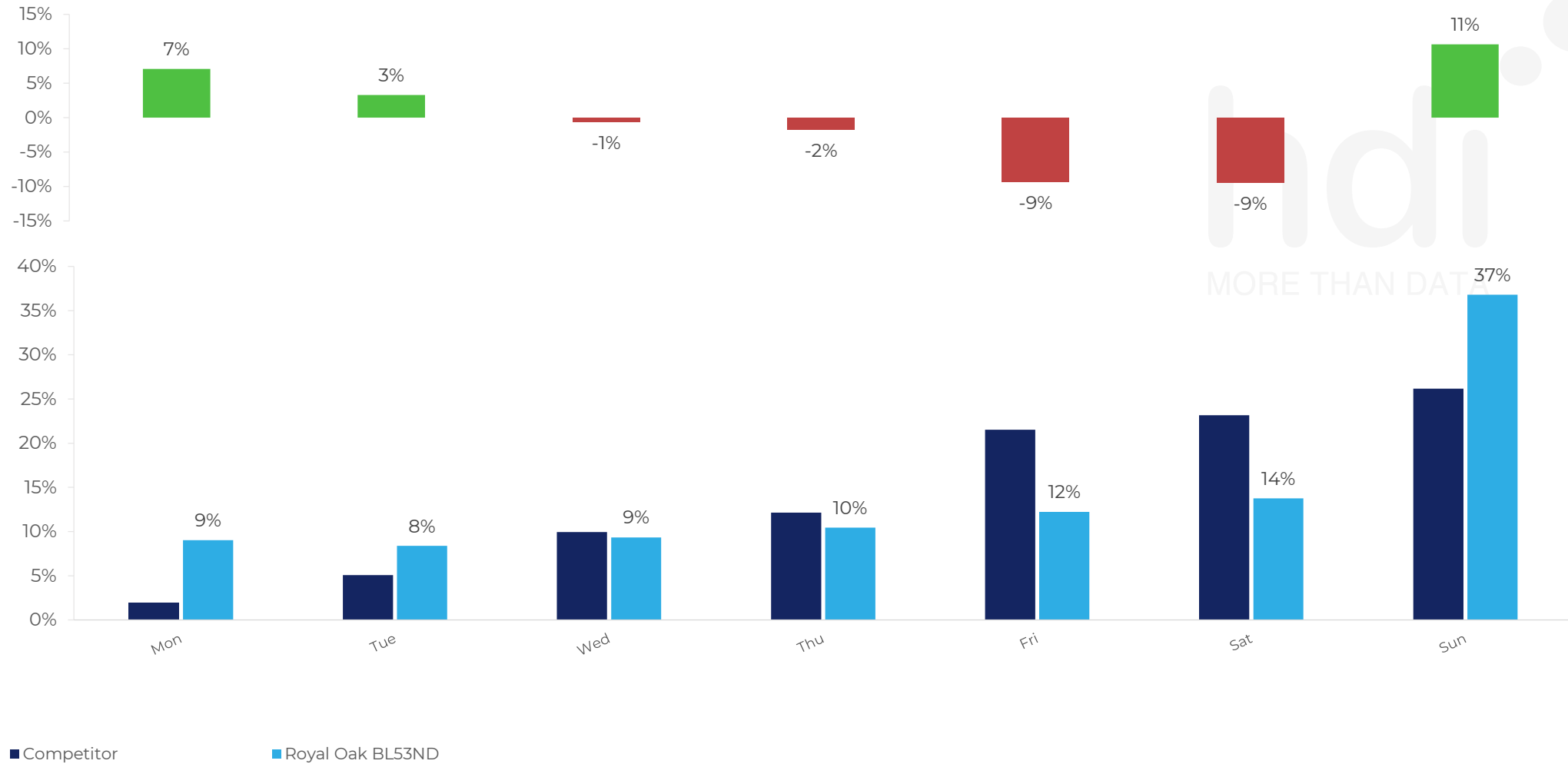
**Nearest Station**
Horwich Parkway(1.06 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Royal Oak BL53ND versus its competitors?

% of spend for Royal Oak BL53ND and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week

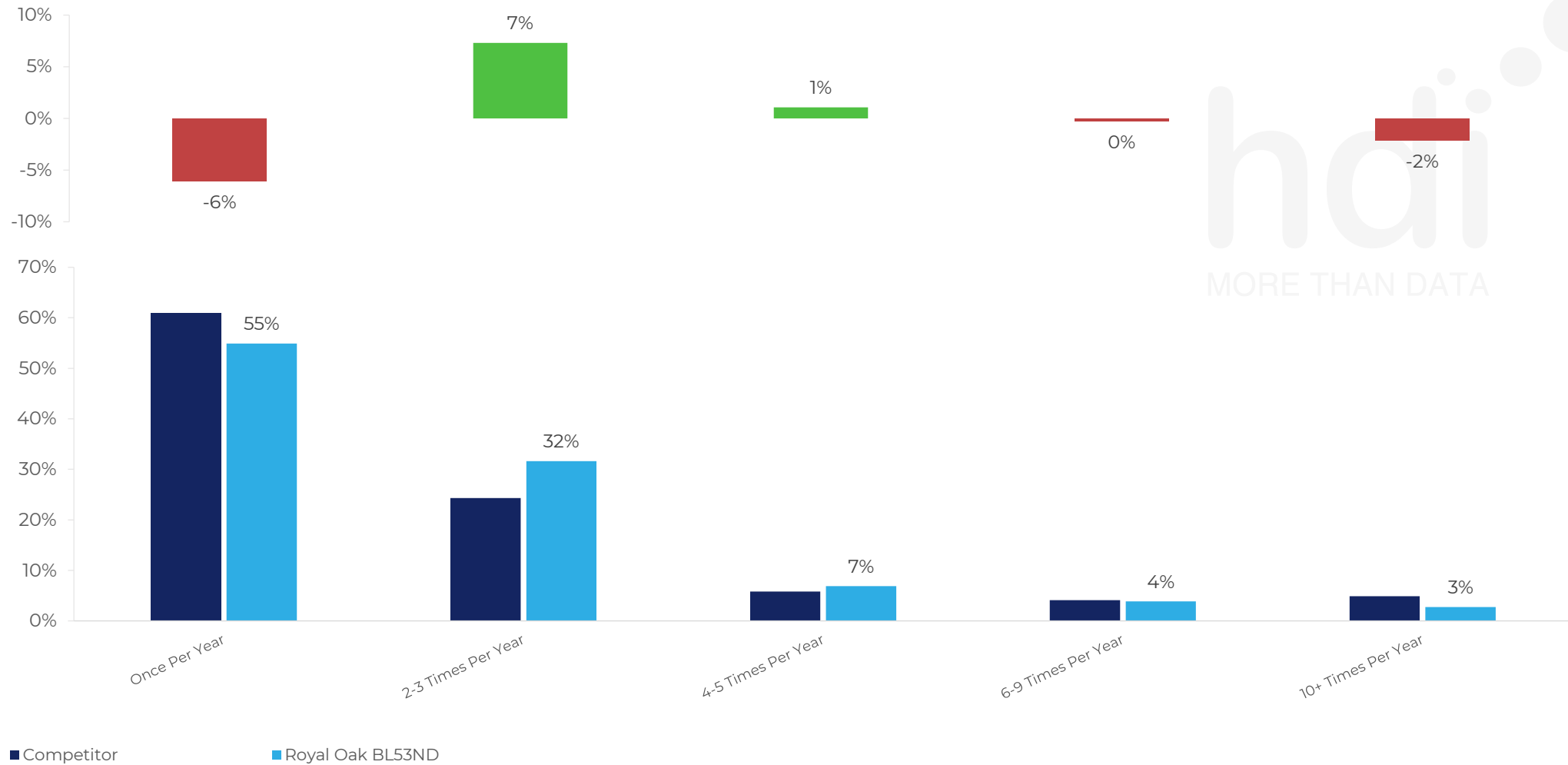




Visit Frequency

How frequently per year do customers visit Royal Oak BL53ND versus its competitors?

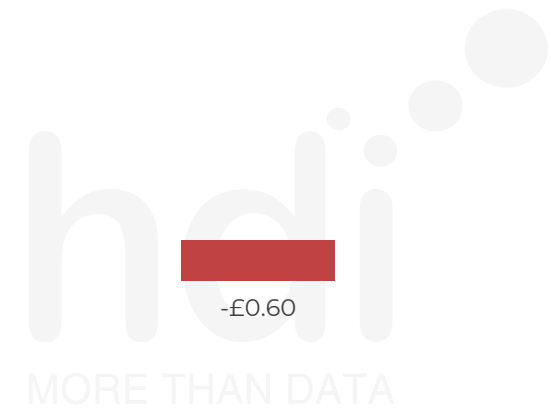
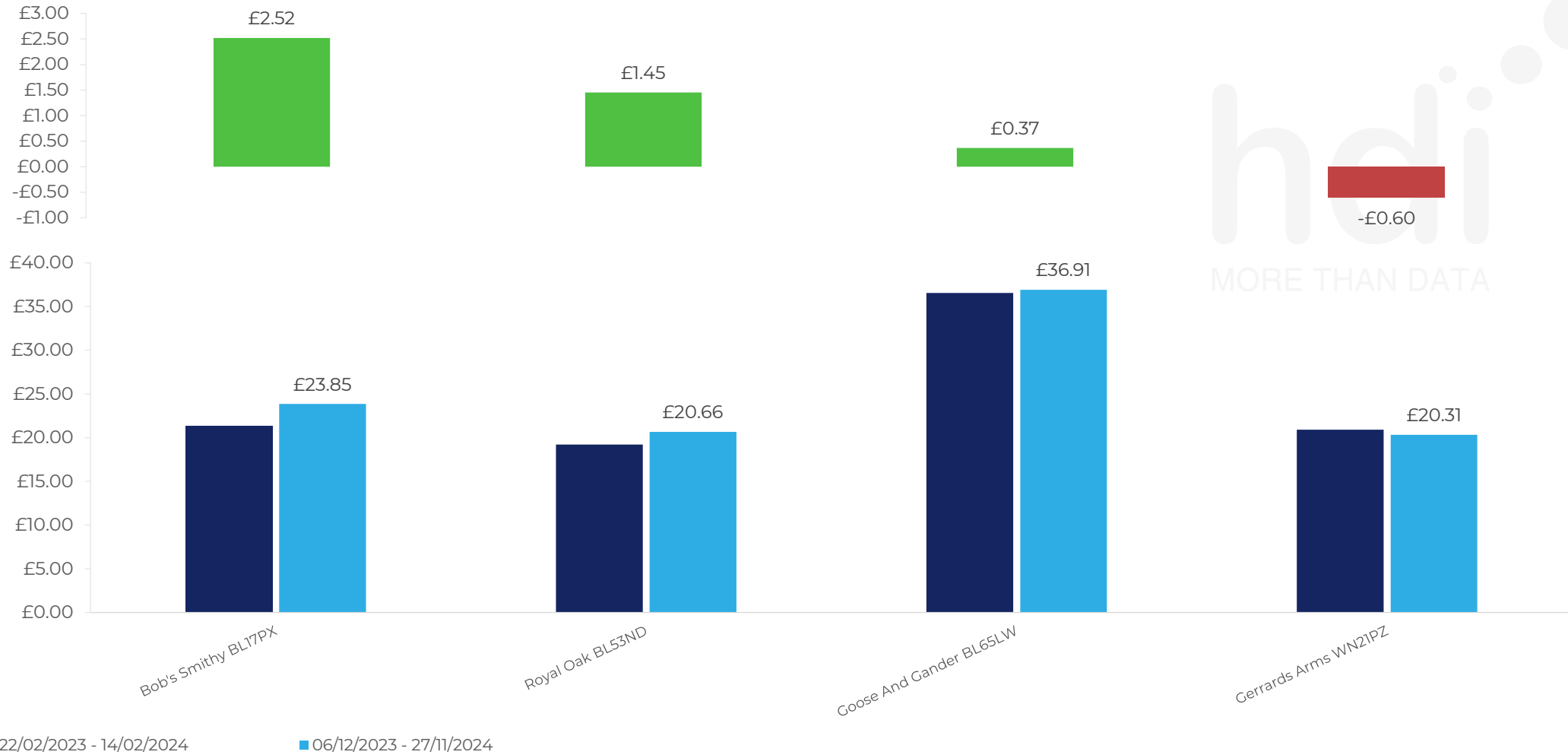
% of customer numbers for Royal Oak BL53ND and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

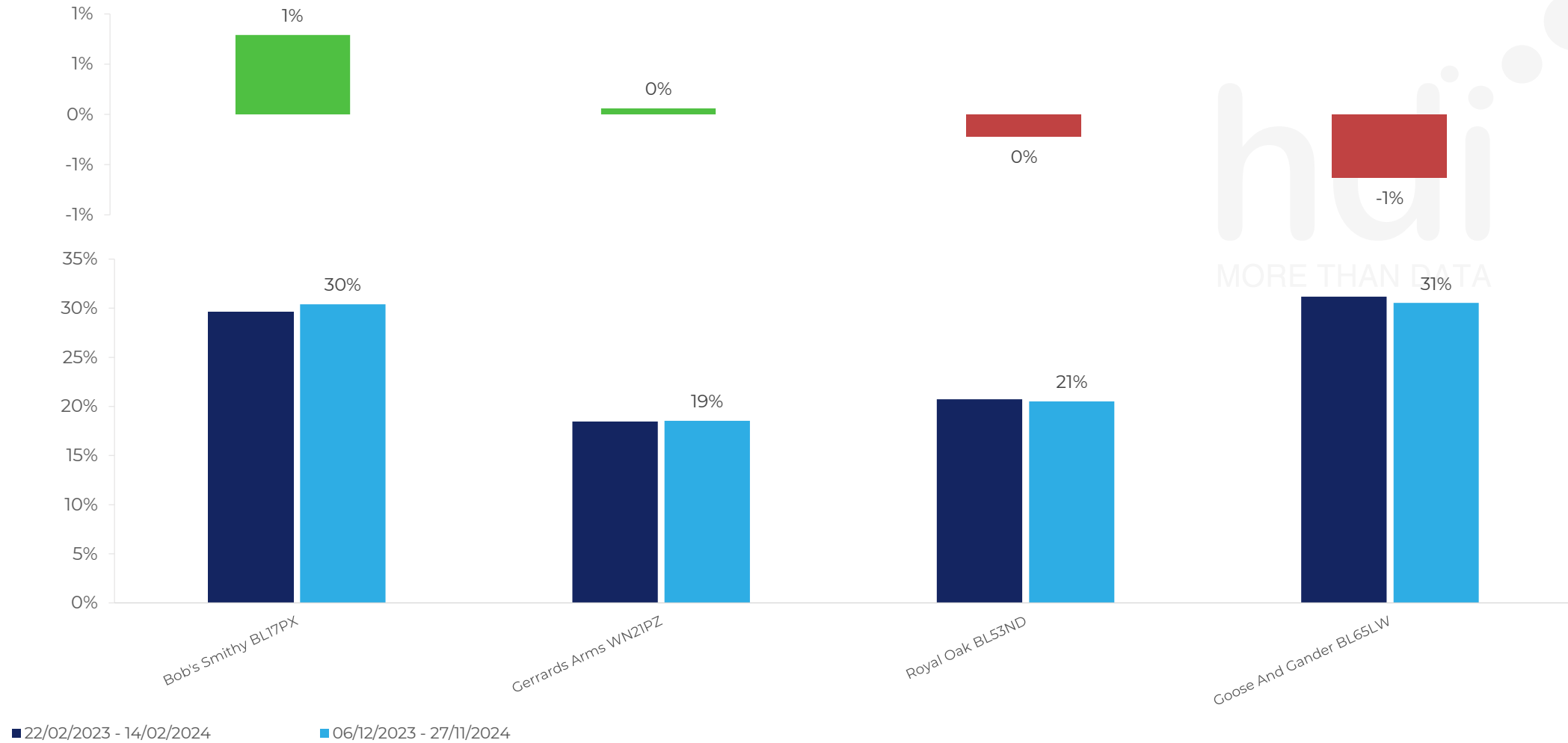




Market Share Change

How has market share changed between two date ranges?

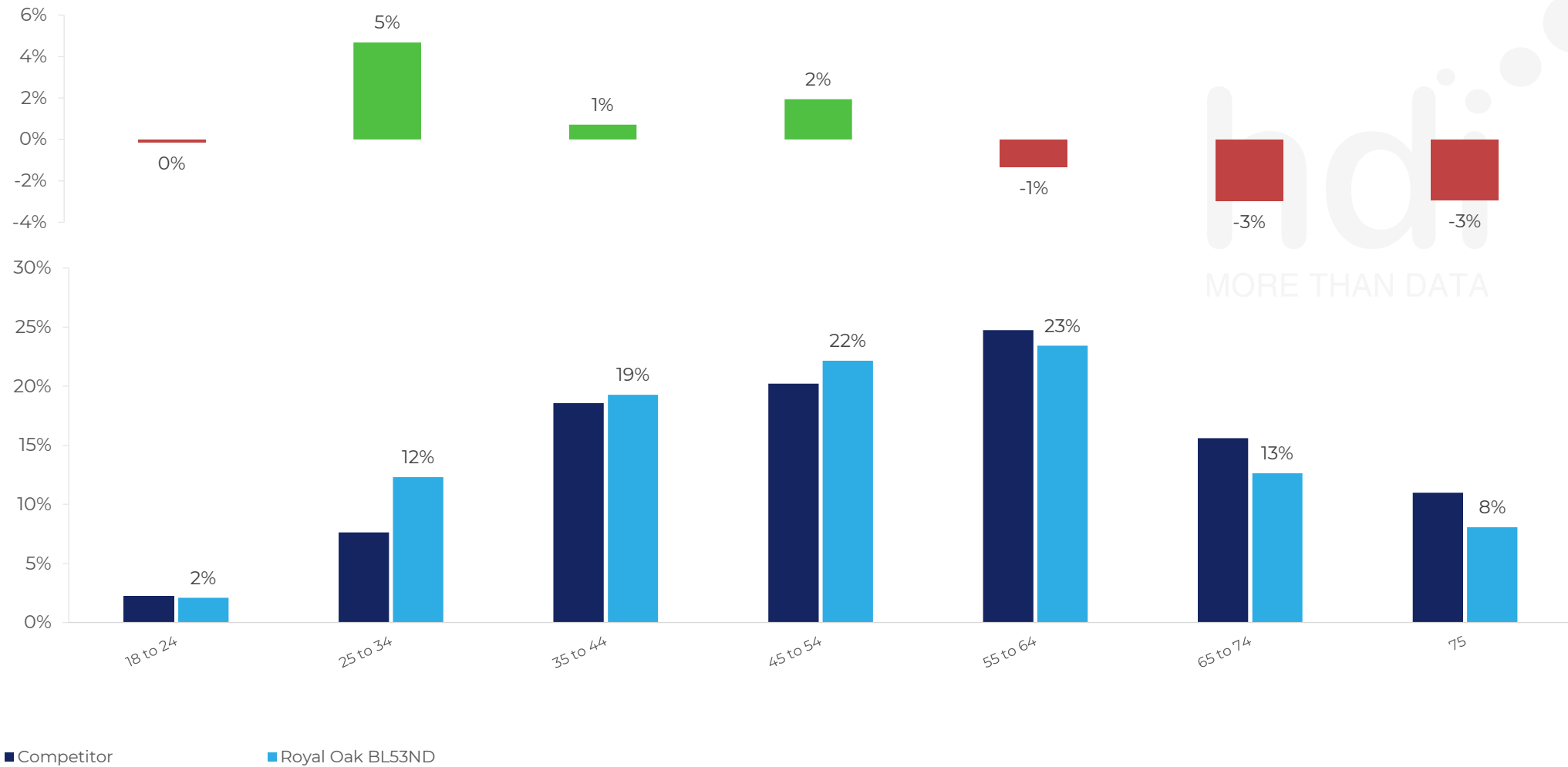
% of market share spend for Royal Oak BL53ND and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024





How does the age profile of customers who visit Royal Oak BL53ND compare versus its competitors?

% of spend for Royal Oak BL53ND and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range

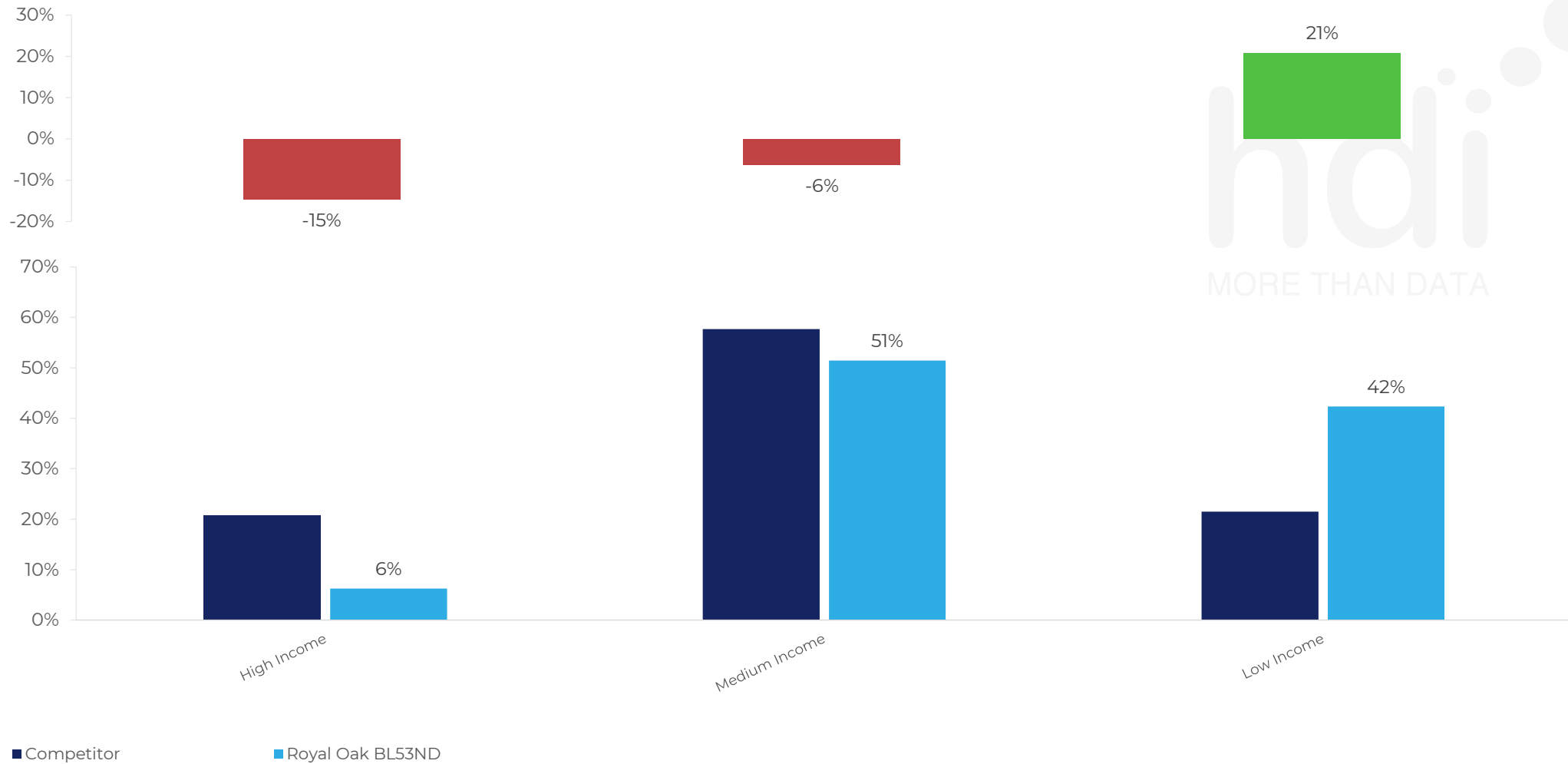




Affluence

How does the affluence of customers who visit Royal Oak BL53ND compare versus its competitors?

% of spend for Royal Oak BL53ND and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

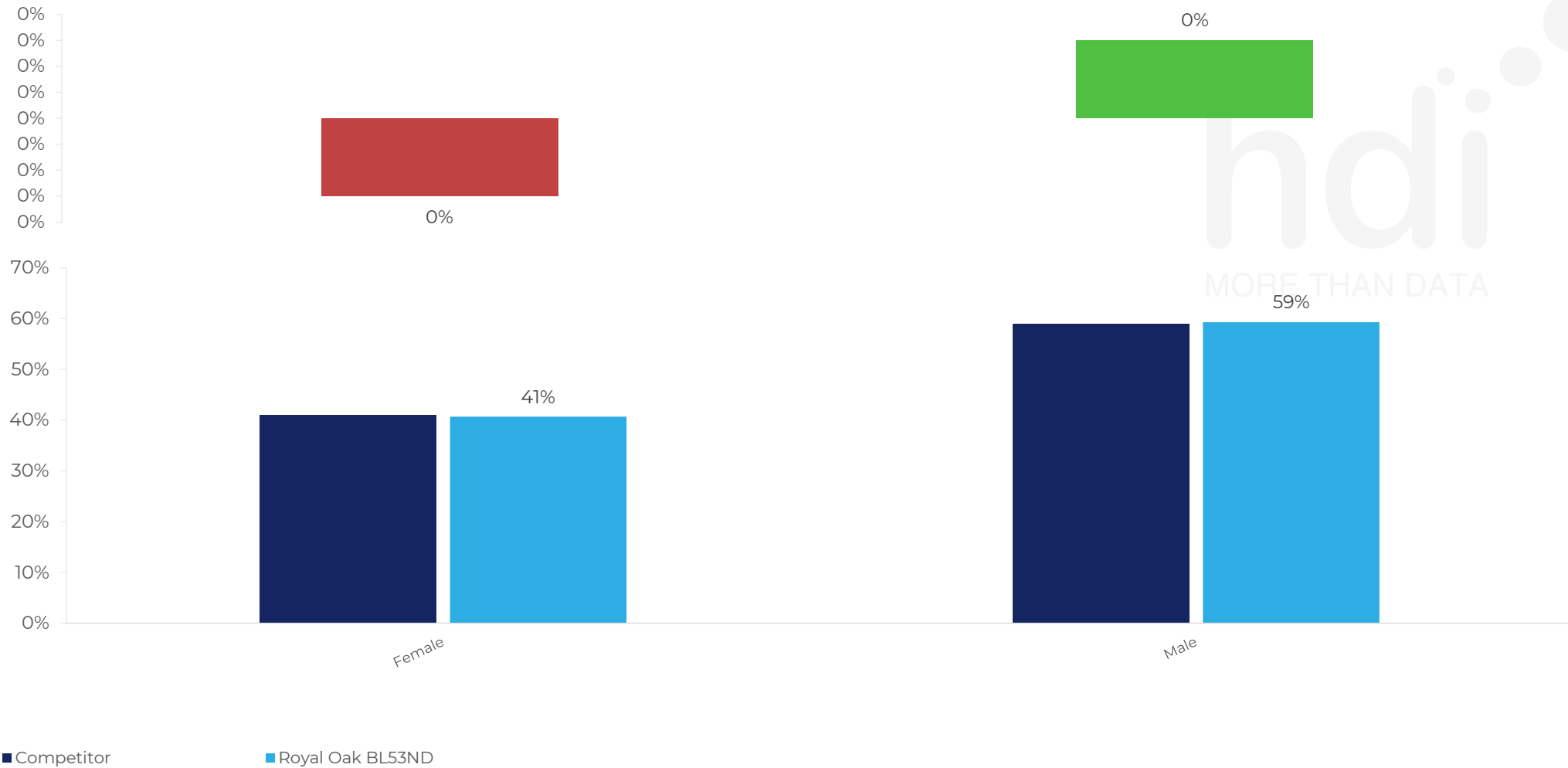




Gender

How does the gender profile of customers who visit Royal Oak BL53ND compare versus its competitors?

% of spend for Royal Oak BL53ND and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender

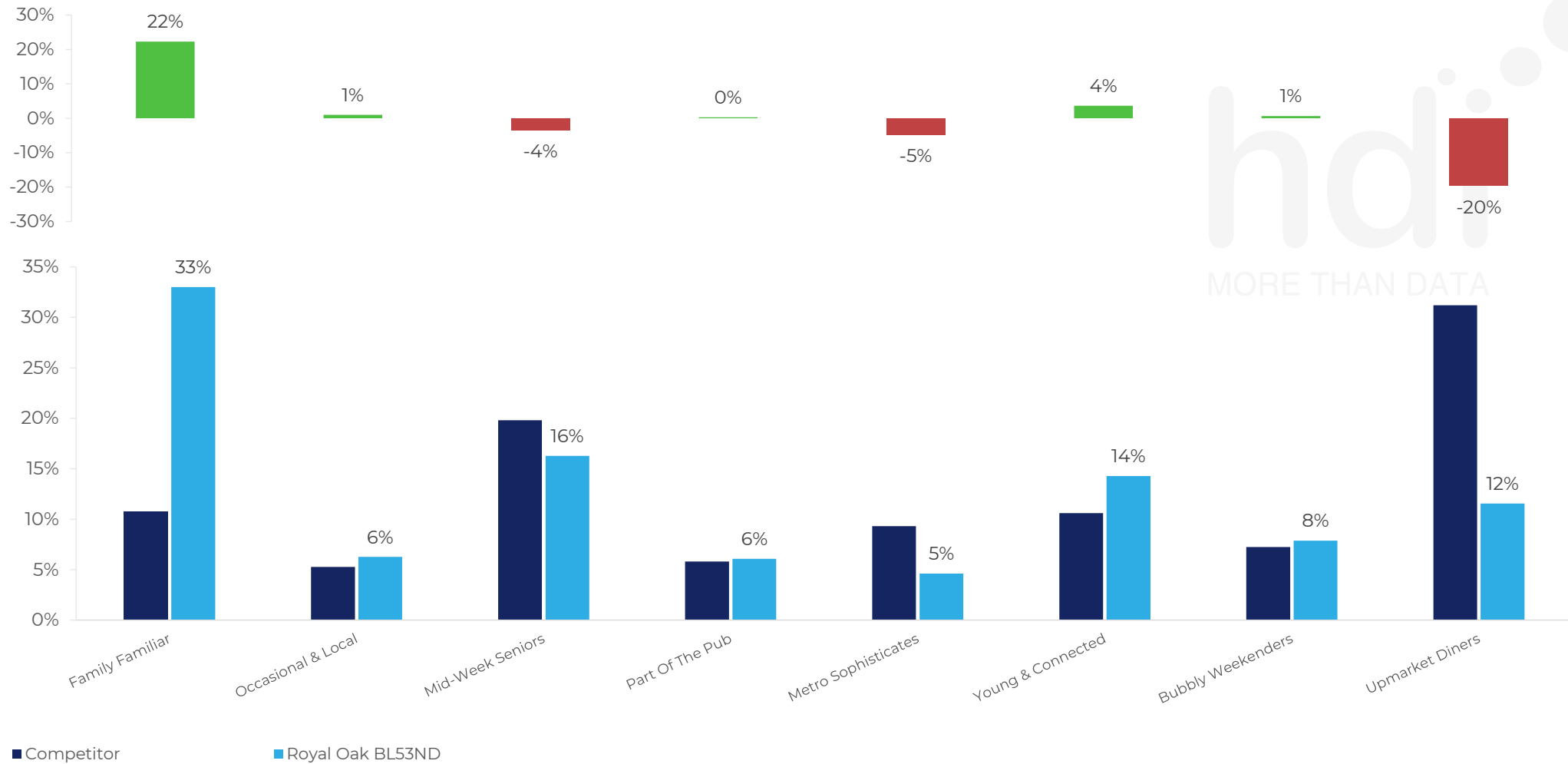




Punch Segmentation

How does the Custom segmentation profile of customers who visit Royal Oak BL53ND compare versus its competitors?

% of spend for Royal Oak BL53ND and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment

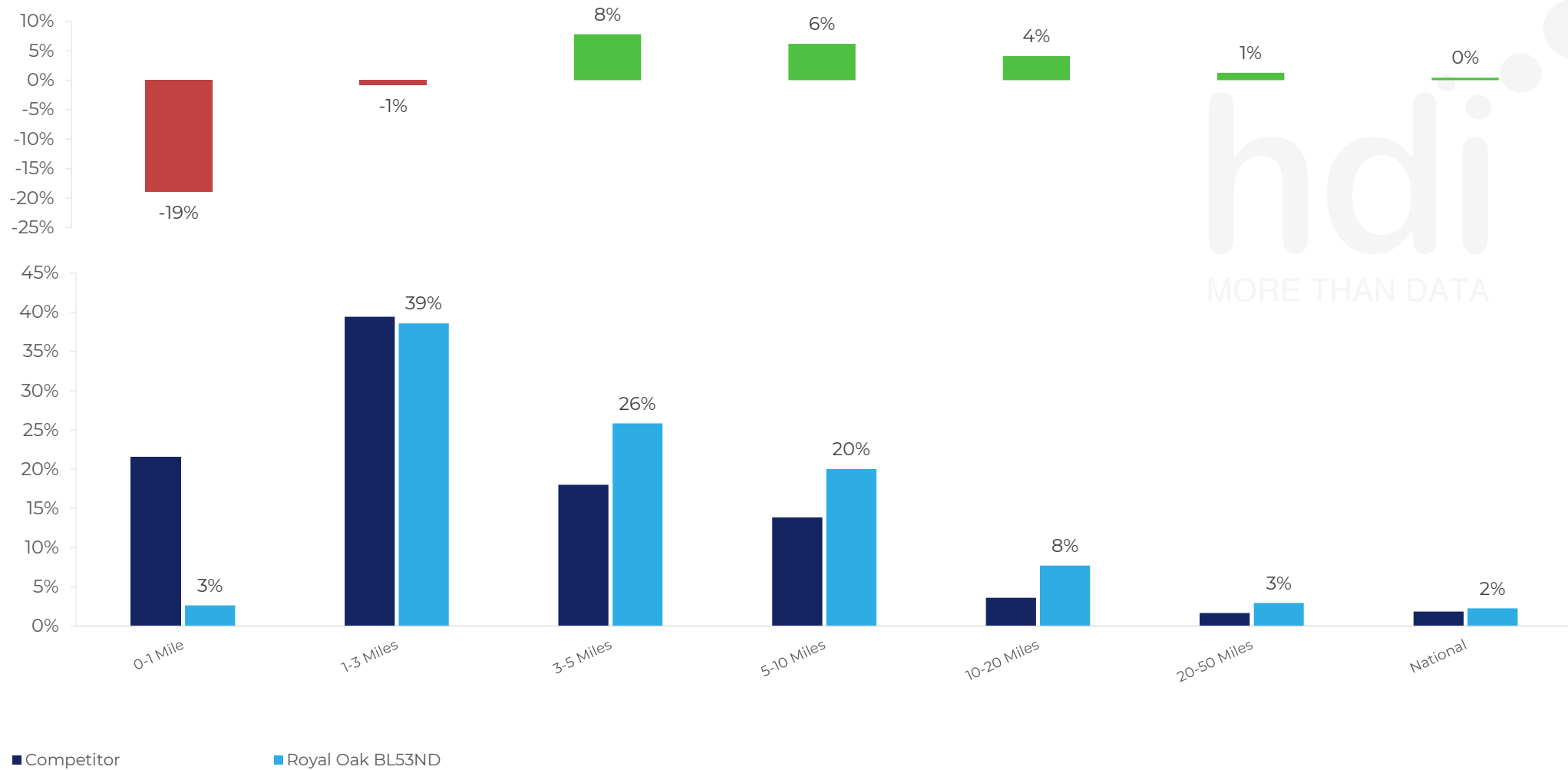




Spend by Distance

How does the spend profile of Royal Oak BL53ND compare versus its competitors based on travel distances?

% of spend for Royal Oak BL53ND and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

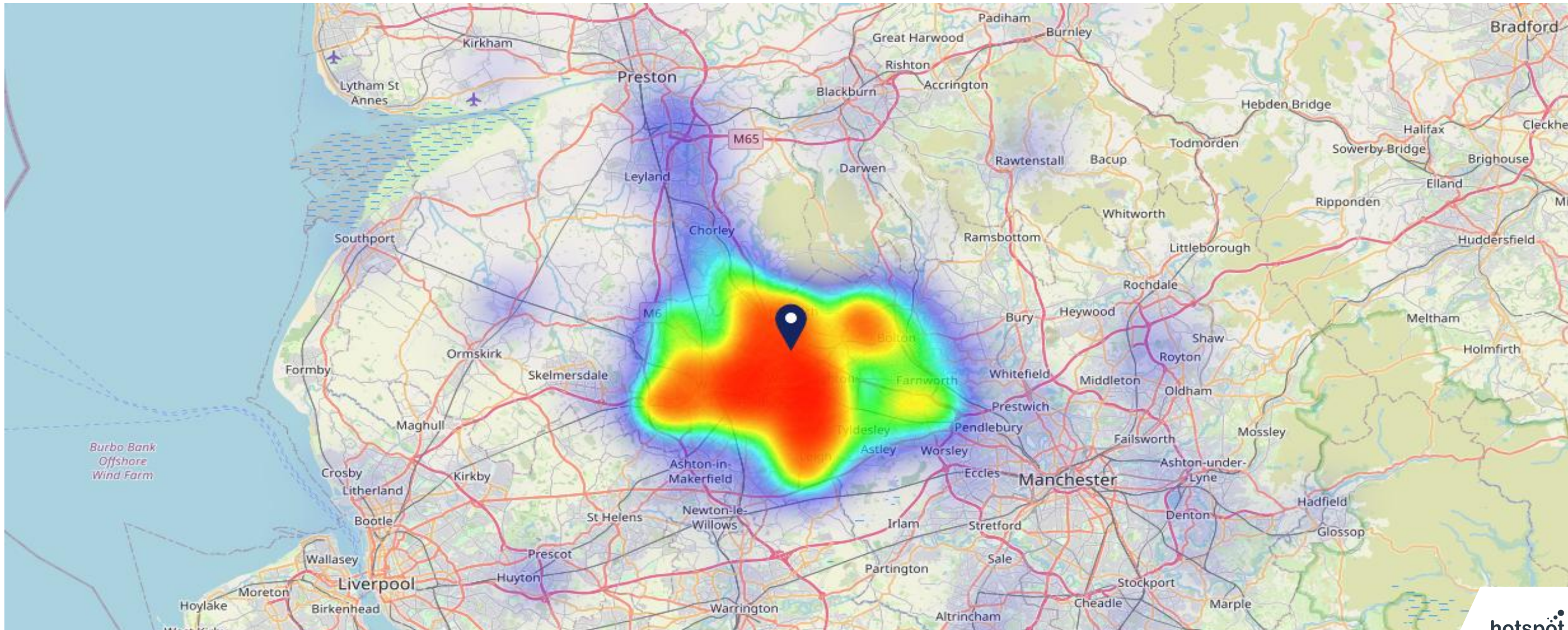




Map of Guest Origin

Where do customers of Royal Oak BL53ND come from?

Where do customers of Royal Oak BL53ND for 06/12/2023 - 27/11/2024 live

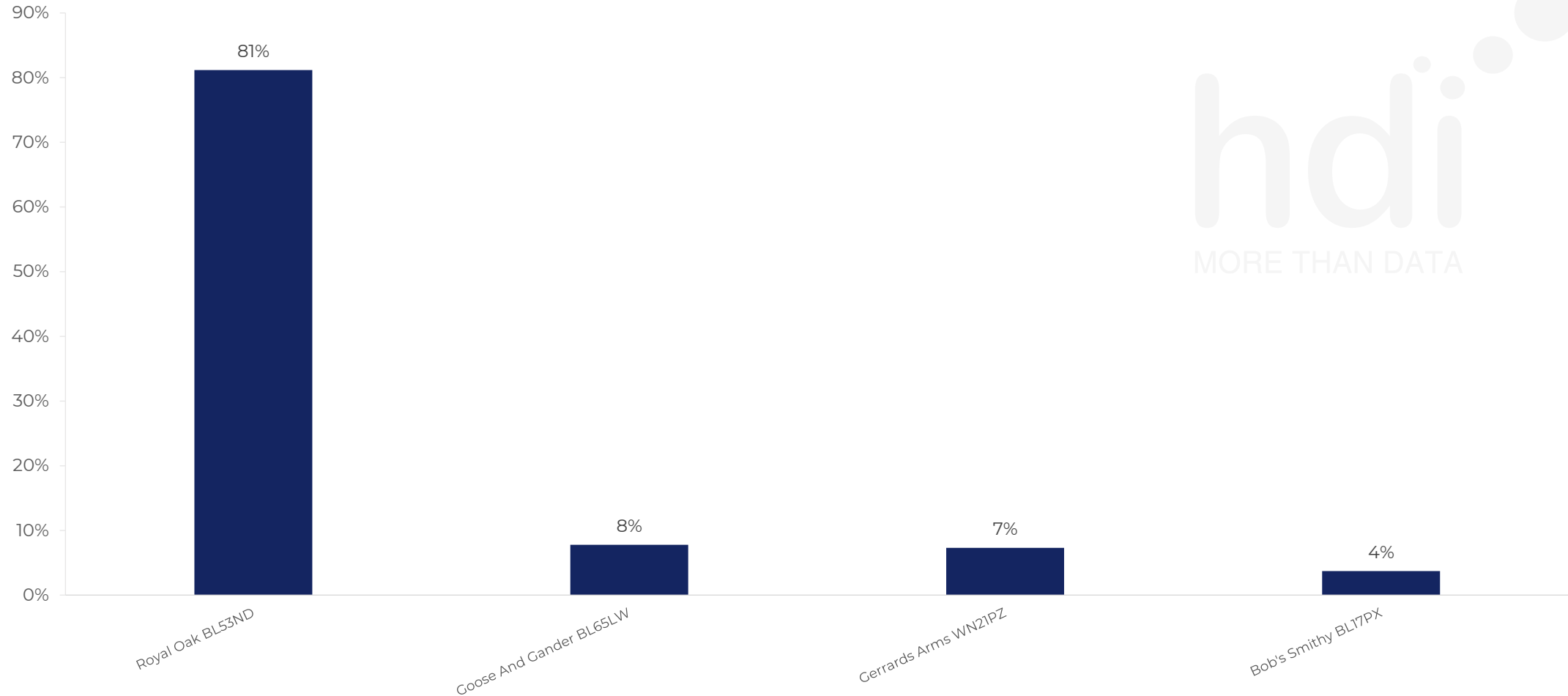




Share of Wallet

What are the Top 20 venues (by spend) that customers of Royal Oak BL53ND also visit?

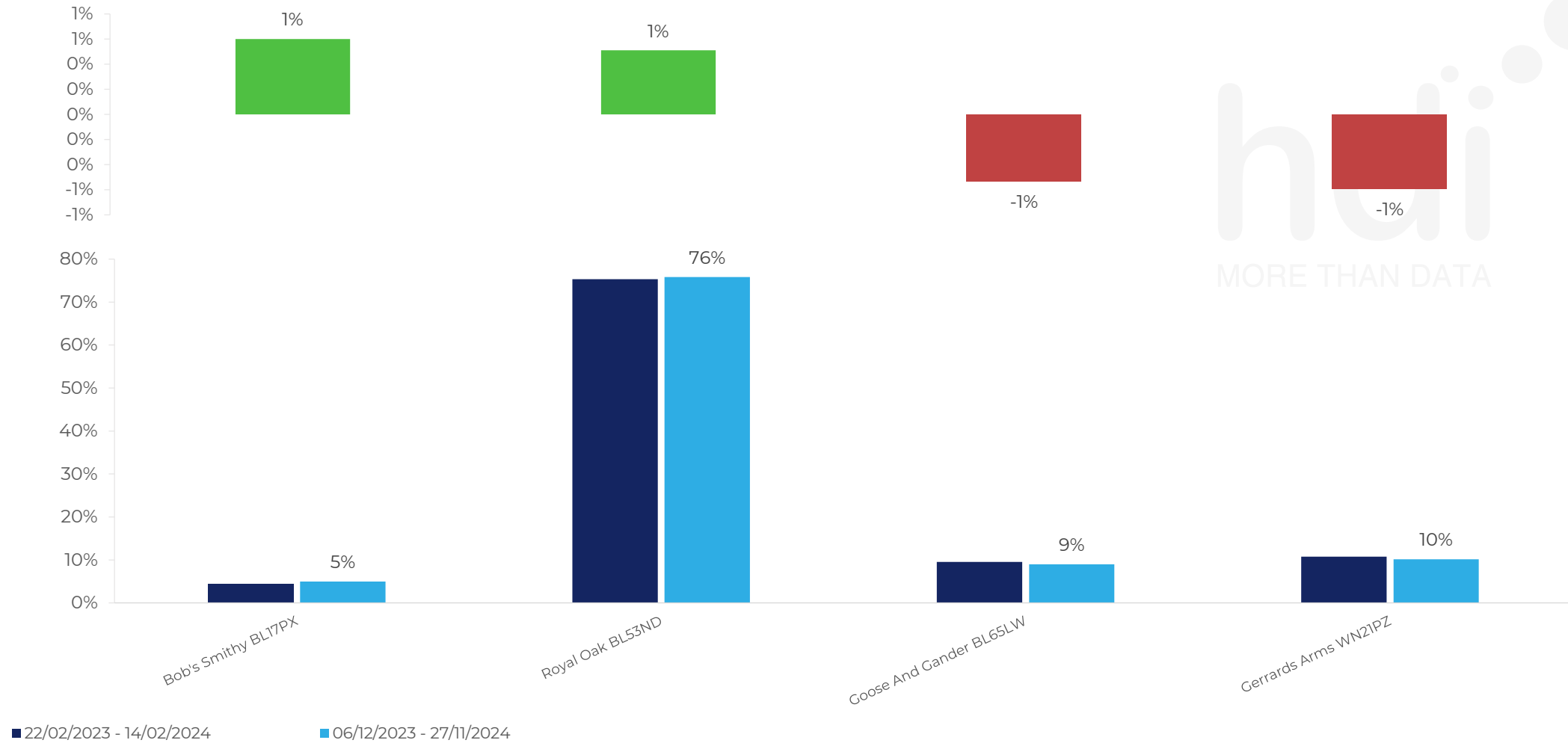
For customers of Royal Oak BL53ND, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Royal Oak BL53ND changed between two date ranges?





Market Summary

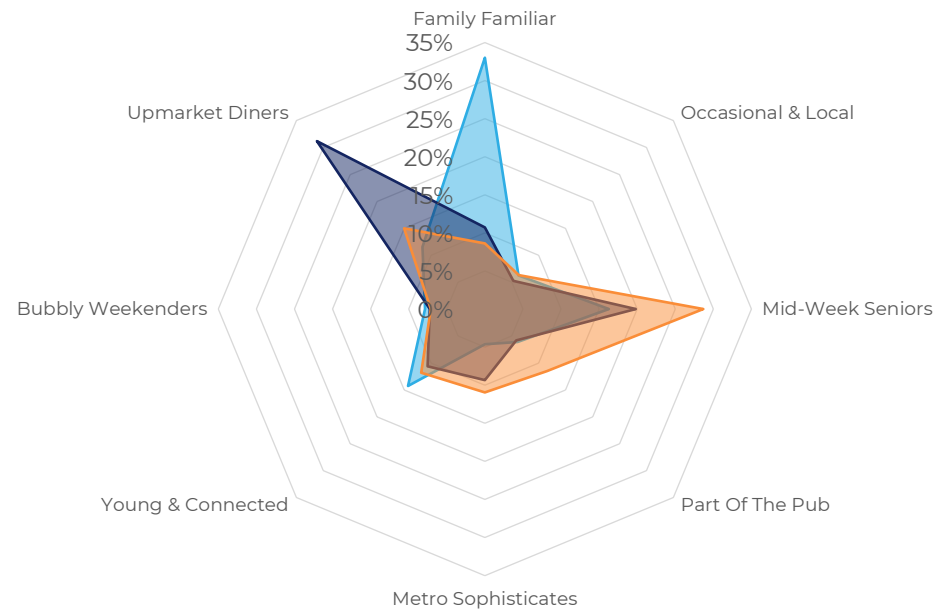
How does the local area for Royal Oak BL53ND compare to the national average (1 = low, 10 = high)

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	£1.26M	5	£3.47M	5	£8.58M	4	£159.65M	8
Weekpart	Mon - Thu	37.2%	4	32.5%	1	36.0%	1	39.3%	2
Weekpart	Fri - Sat	26.3%	1	40.1%	3	41.1%	4	43.4%	7
Weekpart	Sun	36.5%	10	27.4%	10	23.0%	10	17.3%	9
Age	18 to 24	1.4%	2	2.9%	2	3.2%	2	6.2%	5
Age	25 to 34	12.7%	2	14.6%	2	13.4%	1	16.4%	2
Age	35 to 44	19.3%	3	22.0%	5	23.6%	6	25.7%	8
Age	45 to 54	23.0%	8	20.2%	5	20.8%	6	19.7%	5
Age	55 to 64	22.6%	9	23.4%	10	22.2%	10	18.6%	9
Age	65 to 74	12.7%	9	11.0%	9	11.4%	9	9.1%	8
Age	75+	8.2%	10	6.0%	9	5.3%	9	4.4%	8
CAMEO	Business Elite	1.0%	1	4.3%	4	2.8%	2	3.4%	2
CAMEO	Prosperous Professionals	3.6%	3	4.0%	3	3.8%	3	4.1%	2
CAMEO	Flourishing Society	3.5%	1	7.8%	3	6.3%	2	6.5%	2
CAMEO	Content Communities	6.9%	2	11.6%	5	9.9%	3	11.5%	4
CAMEO	White Collar Neighbourhoods	7.6%	2	13.3%	8	13.0%	7	11.8%	6
CAMEO	Enterprising Mainstream	12.2%	8	10.3%	7	14.3%	9	10.7%	8
CAMEO	Paying The Mortgage	23.1%	10	20.6%	9	20.5%	9	22.0%	10
CAMEO	Cash Conscious Communities	18.2%	10	12.1%	8	13.0%	8	13.3%	9
CAMEO	On A Budget	9.1%	8	6.9%	6	6.4%	5	6.9%	6
CAMEO	Family Value	15.0%	10	9.0%	9	9.9%	9	9.6%	9
Affluence	AB	8.1%	1	16.1%	3	12.9%	2	14.1%	2
Affluence	C1C2	49.7%	6	55.8%	8	57.8%	9	56.1%	9
Affluence	DE	42.3%	10	28.0%	8	29.3%	8	29.9%	9



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
Royal Oak	374	33.01%	6.26%	16.28%	6.08%	4.62%	14.27%	7.87%	11.56%
Local Catchment	951	10.74%	5.27%	19.81%	5.80%	9.32%	10.61%	7.24%	31.19%
Punch T&L	105103	8.64%	6.31%	28.68%	11.50%	10.94%	11.81%	7.09%	15.00%
Royal Oak vs Local Catchment		22.27%	0.99%	-3.53%	0.28%	-4.70%	3.66%	0.63%	-19.63%
Royal Oak vs Punch T&L		24.37%	-0.05%	-12.40%	-5.42%	-6.32%	2.46%	0.78%	-3.44%
Local Catchment vs Punch T&L		2.10%	-1.04%	-8.87%	-5.70%	-1.62%	-1.20%	0.15%	16.19%

■ Royal Oak

■ Local Catchment

■ Punch T&L