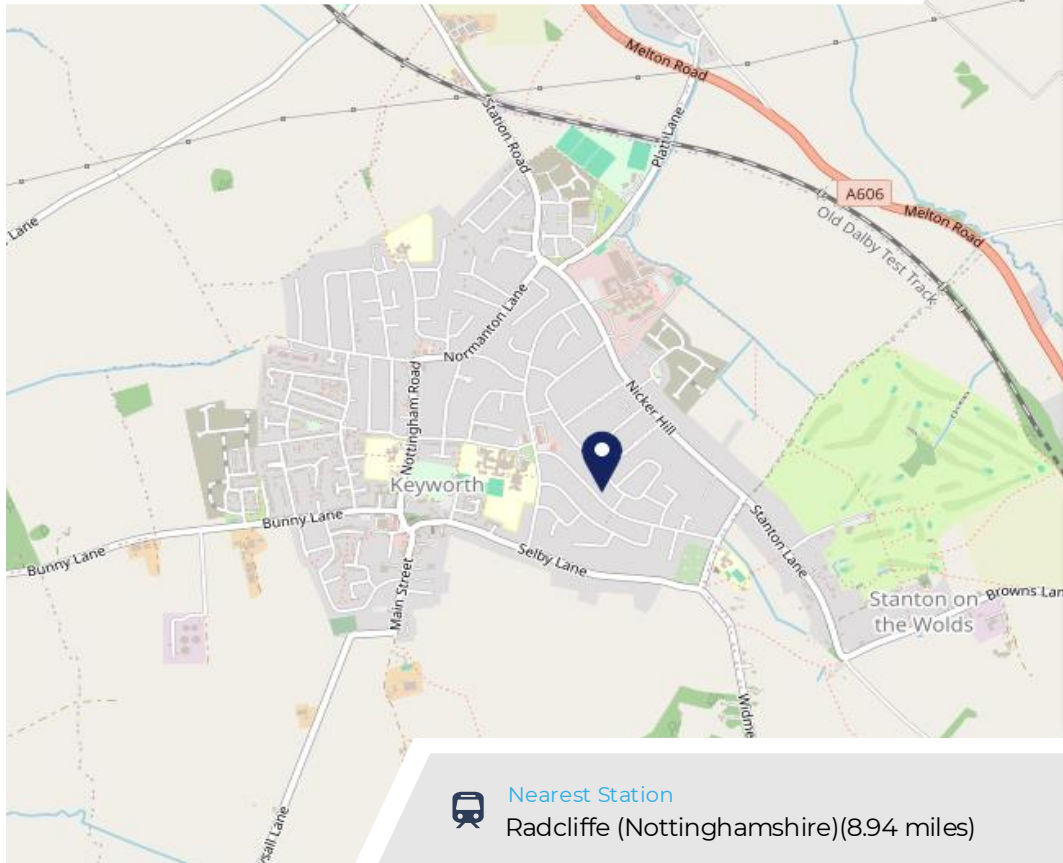




Keyworth Tavern NG125DW

NG125DW

Punch - Our Local

**Work Area**
Nottingham**Region**
East Midlands**TV Region**
Central**Urbanicity**
Rural town and fringe**ATV**
£9.49**Gender**
72.32%
Male**Affluence**
60.28%
Middle Income**Segmentation**
33.15%
Content Communities**Age Group**
34.36%
55 to 64**Visit Day**
22.48%
Fri

Top Competitors

**Griffin Inn**
NG125NB

#1

Pub Restaurant



#2



#3

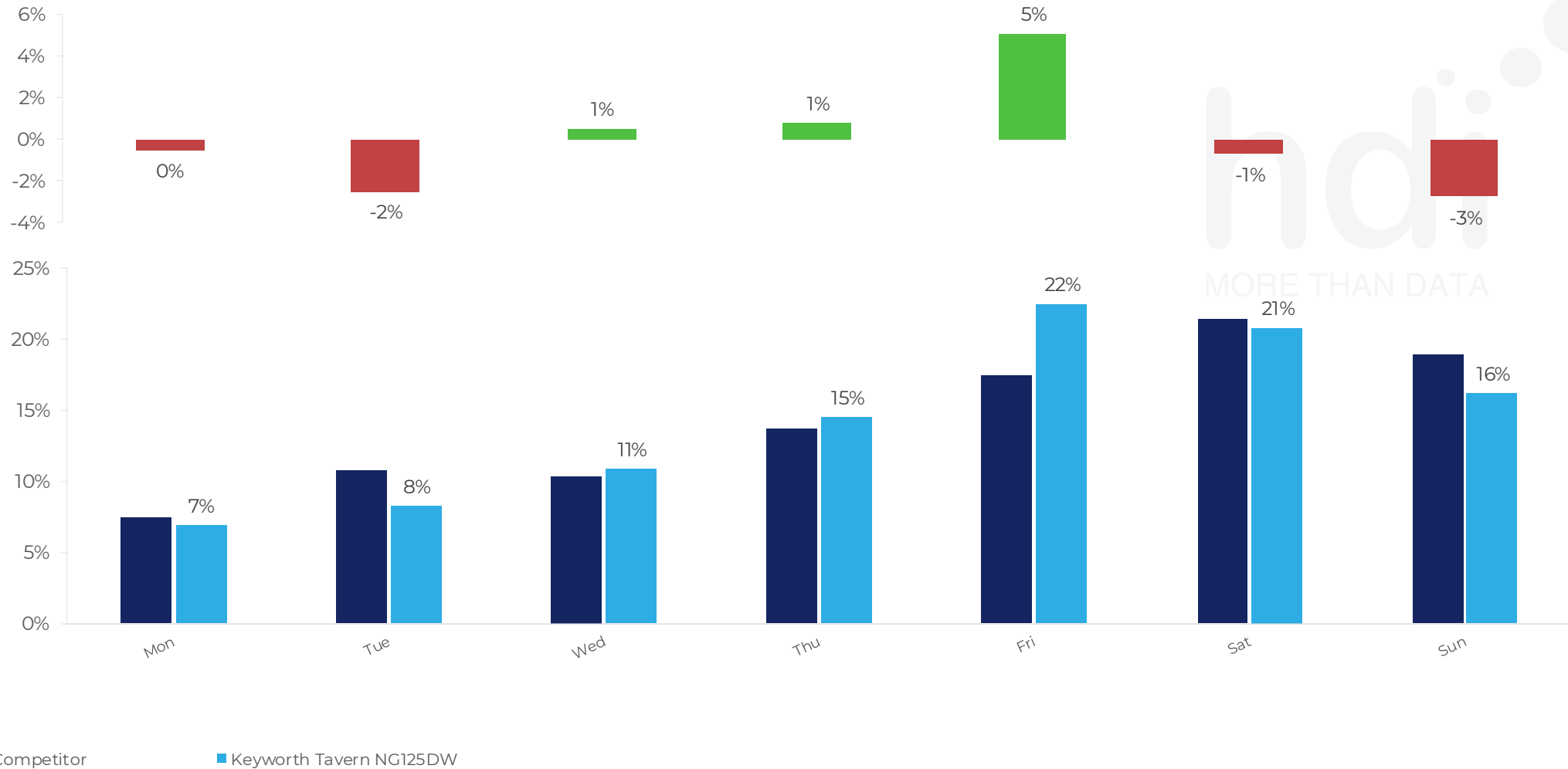
**Nearest Station**
Radcliffe (Nottinghamshire)(8.94 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Keyworth Tavern NG125DW versus its competitors?

% of spend for Keyworth Tavern NG125DW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

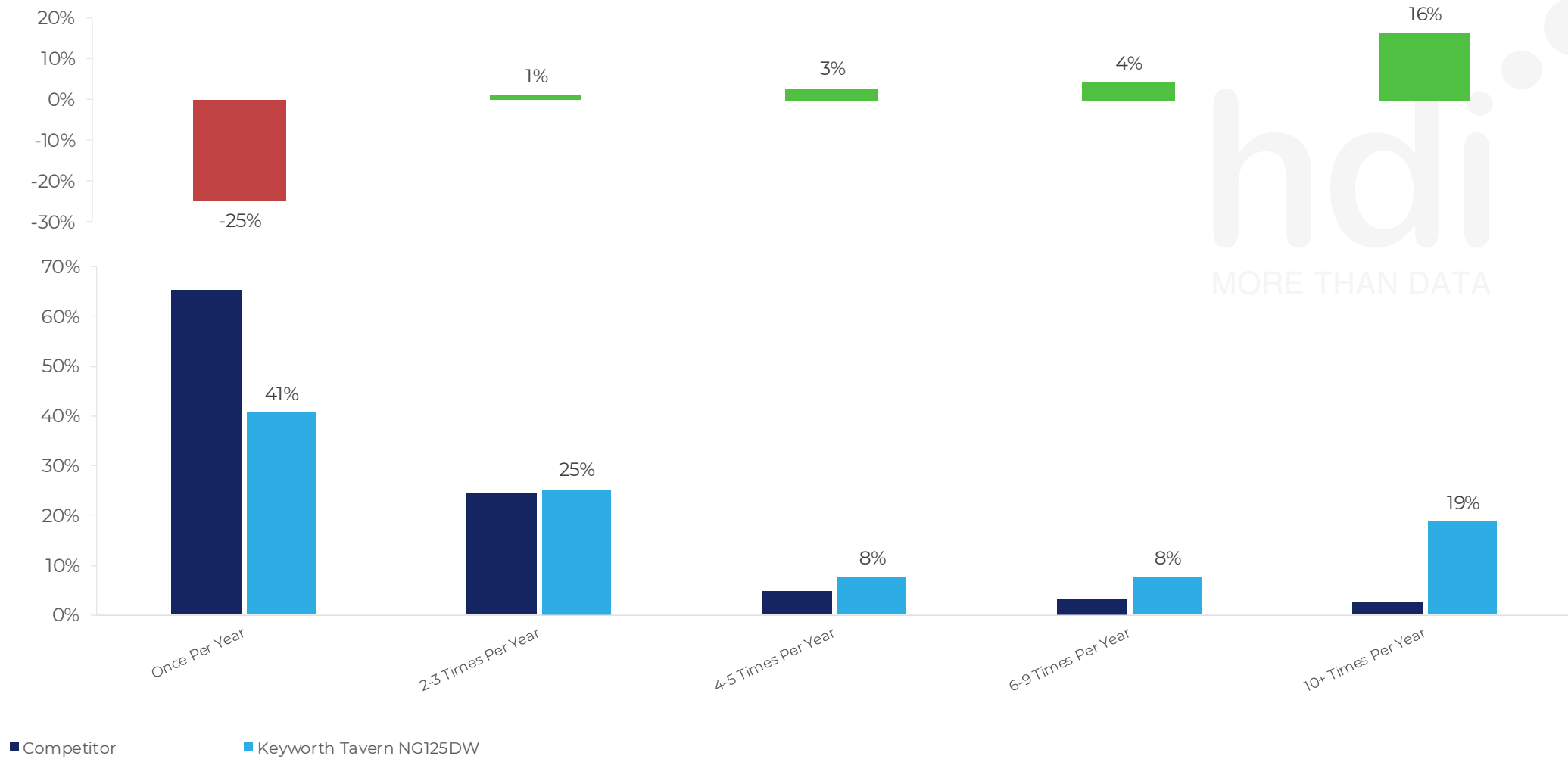




Visit Frequency

How frequently per year do customers visit Keyworth Tavern NG125DW versus its competitors?

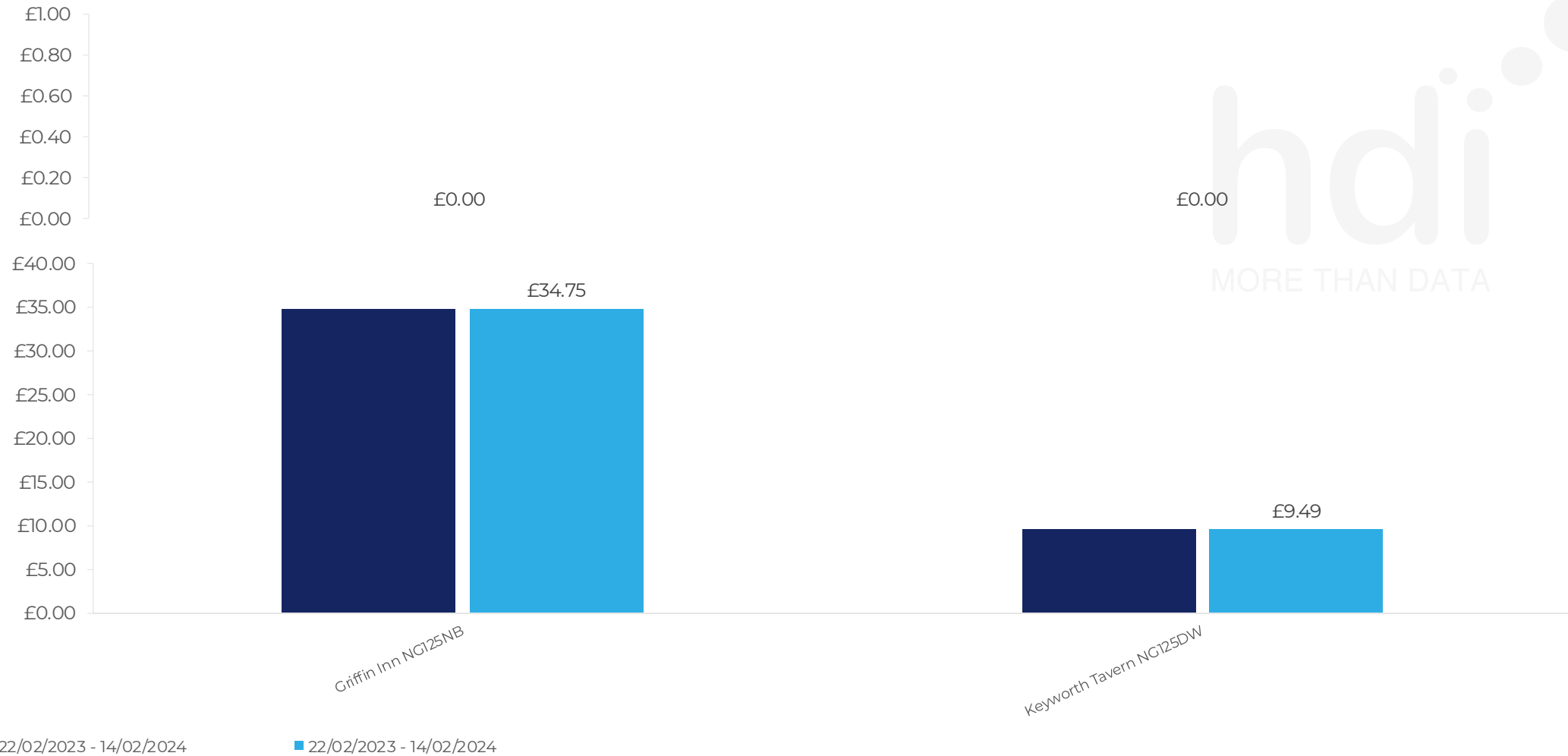
% of customer numbers for Keyworth Tavern NG125DW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

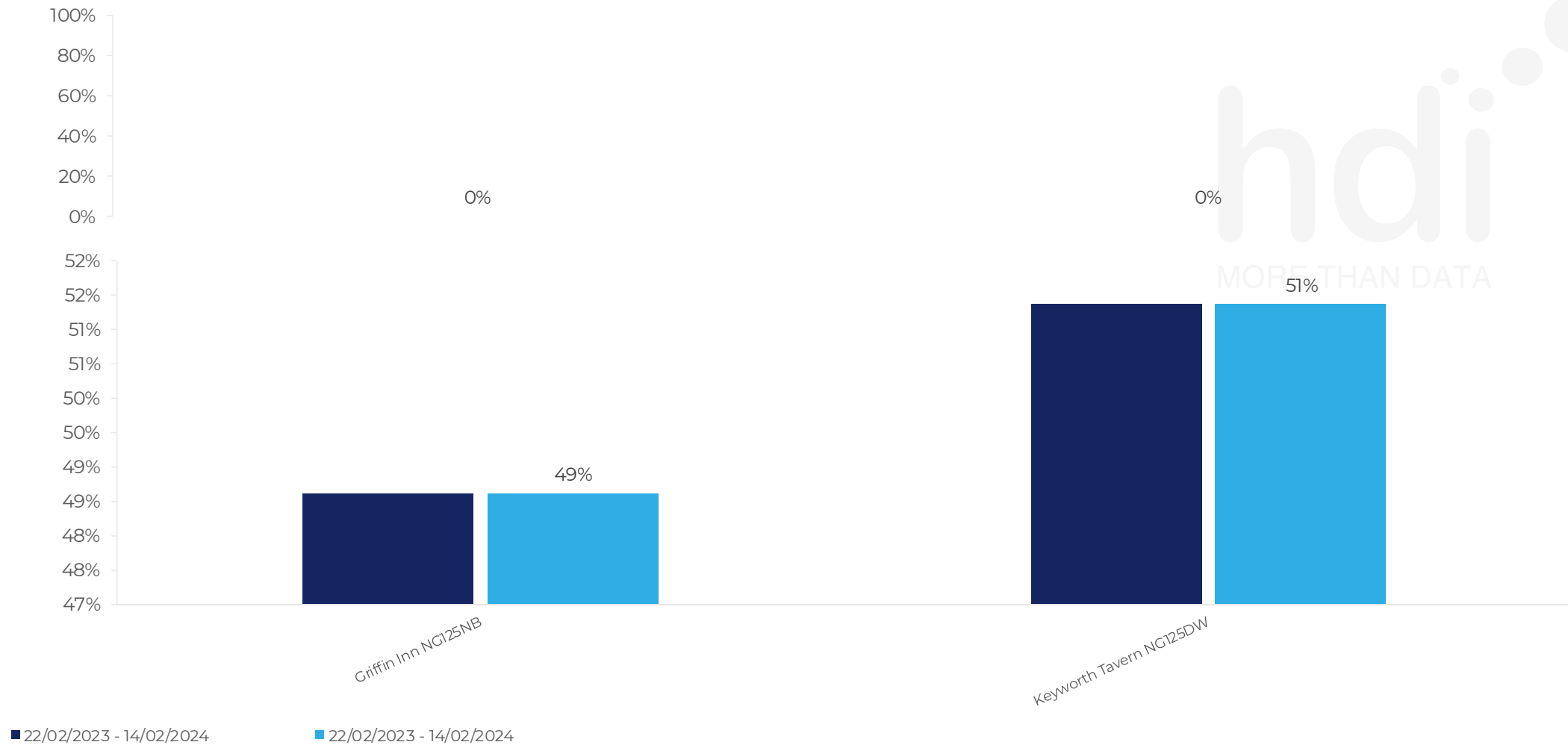




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Keyworth Tavern NG125DW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

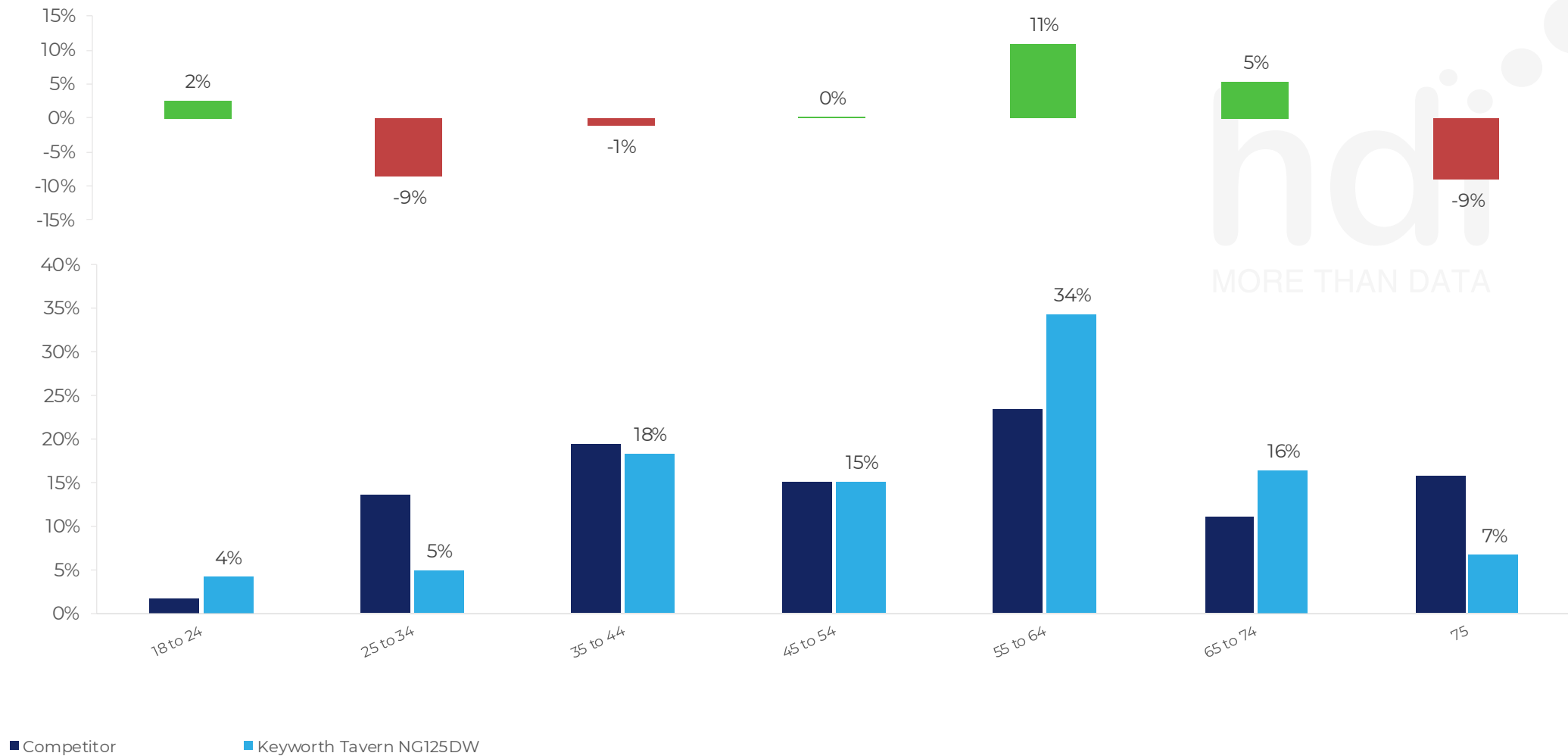




Age

How does the age profile of customers who visit Keyworth Tavern NG125DW compare versus its competitors?

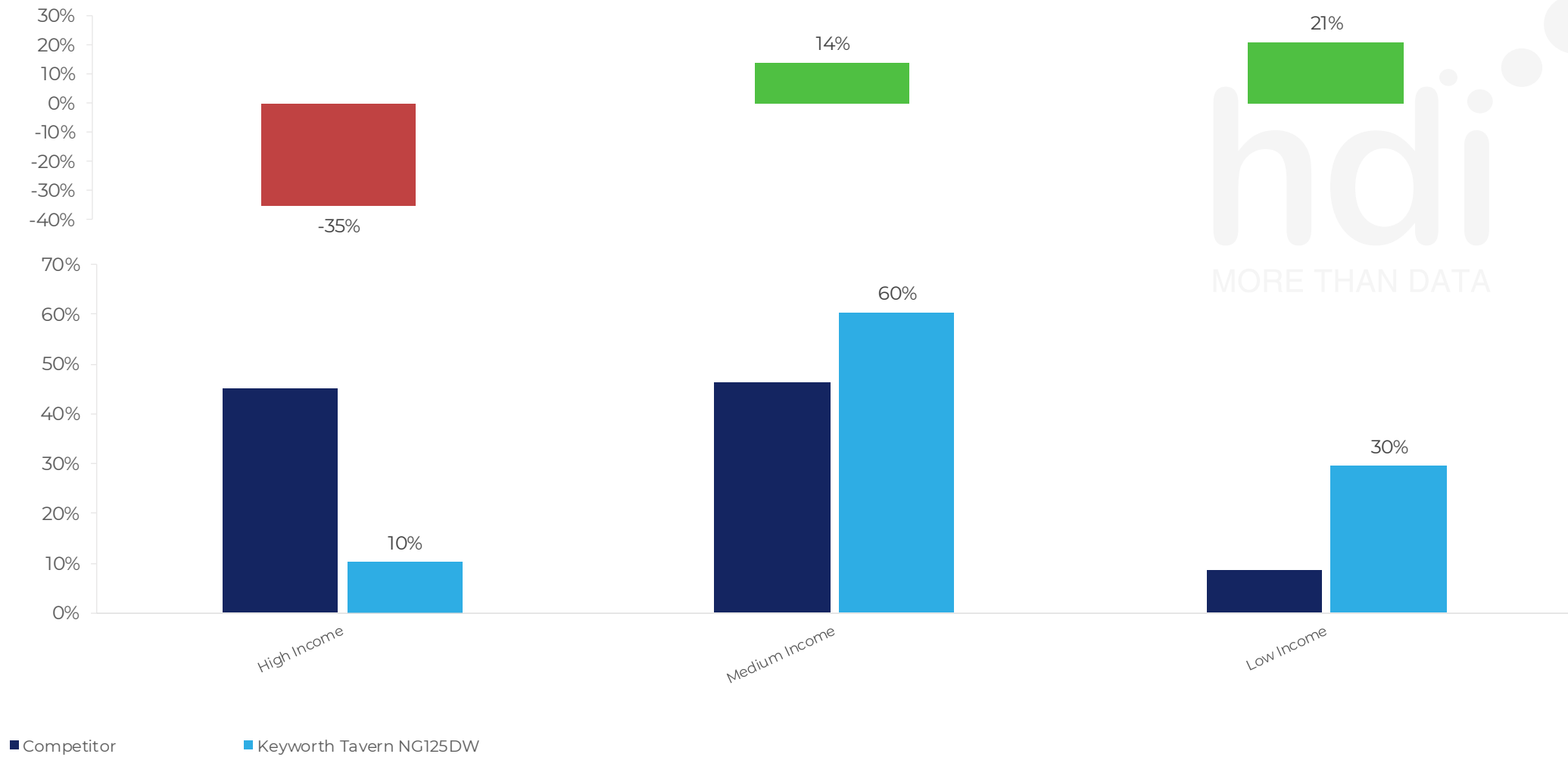
% of spend for Keyworth Tavern NG125DW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range





How does the affluence of customers who visit Keyworth Tavern NG125DW compare versus its competitors?

% of spend for Keyworth Tavern NG125DW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

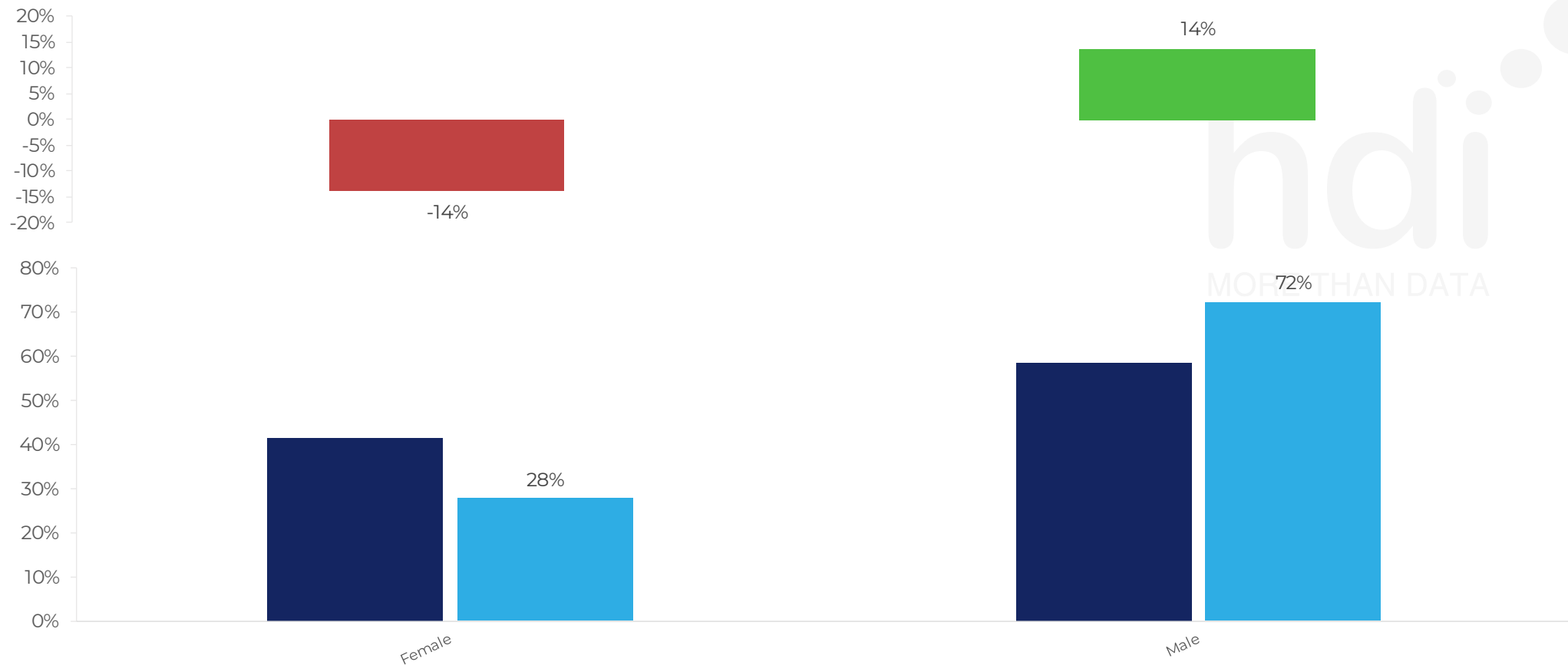




Gender

How does the gender profile of customers who visit Keyworth Tavern NG125DW compare versus its competitors?

% of spend for Keyworth Tavern NG125DW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

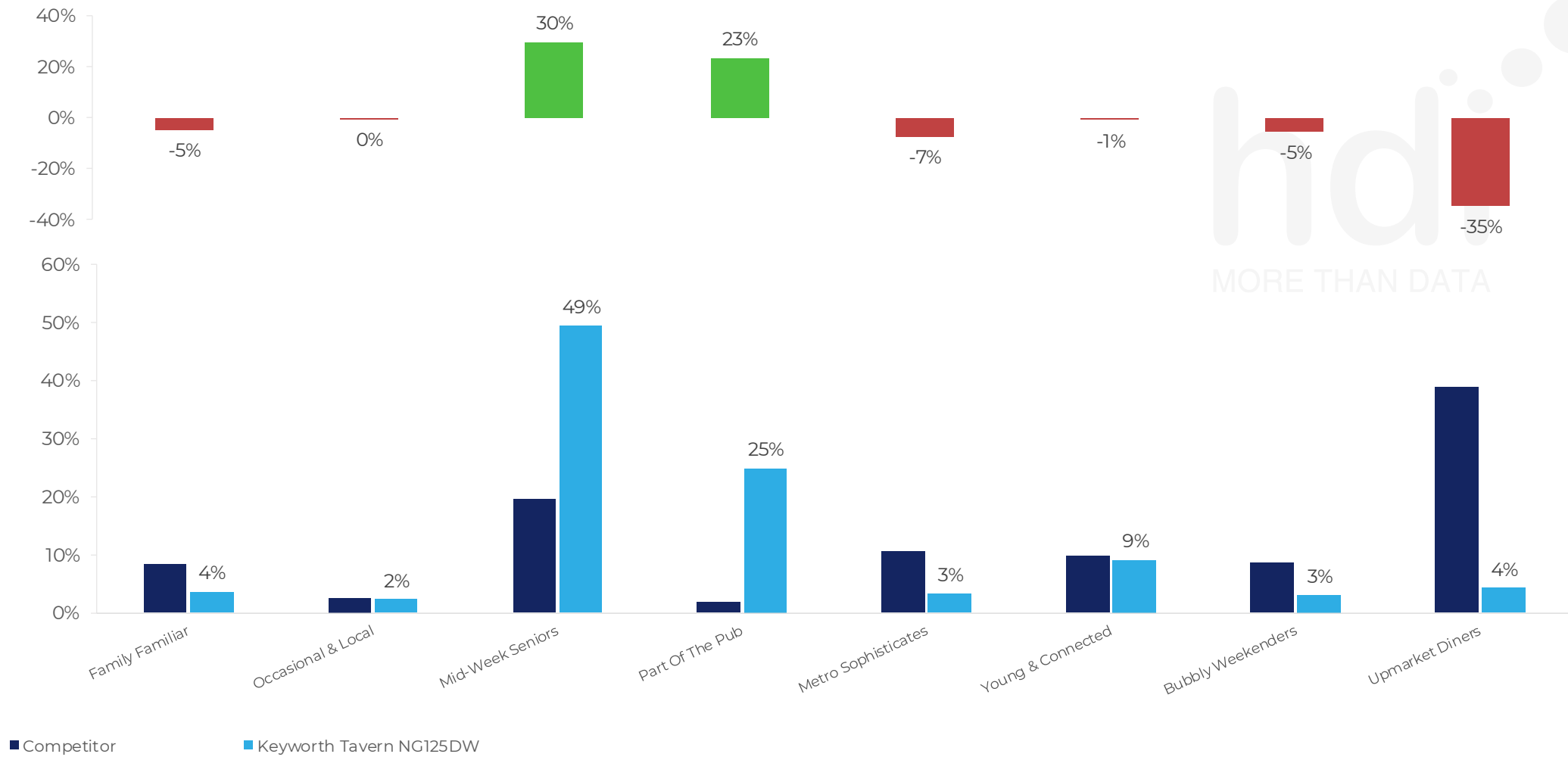
■ Keyworth Tavern NG125DW



Punch Segmentation

How does the Custom segmentation profile of customers who visit Keyworth Tavern NG125DW compare versus its competitors?

% of spend for Keyworth Tavern NG125DW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

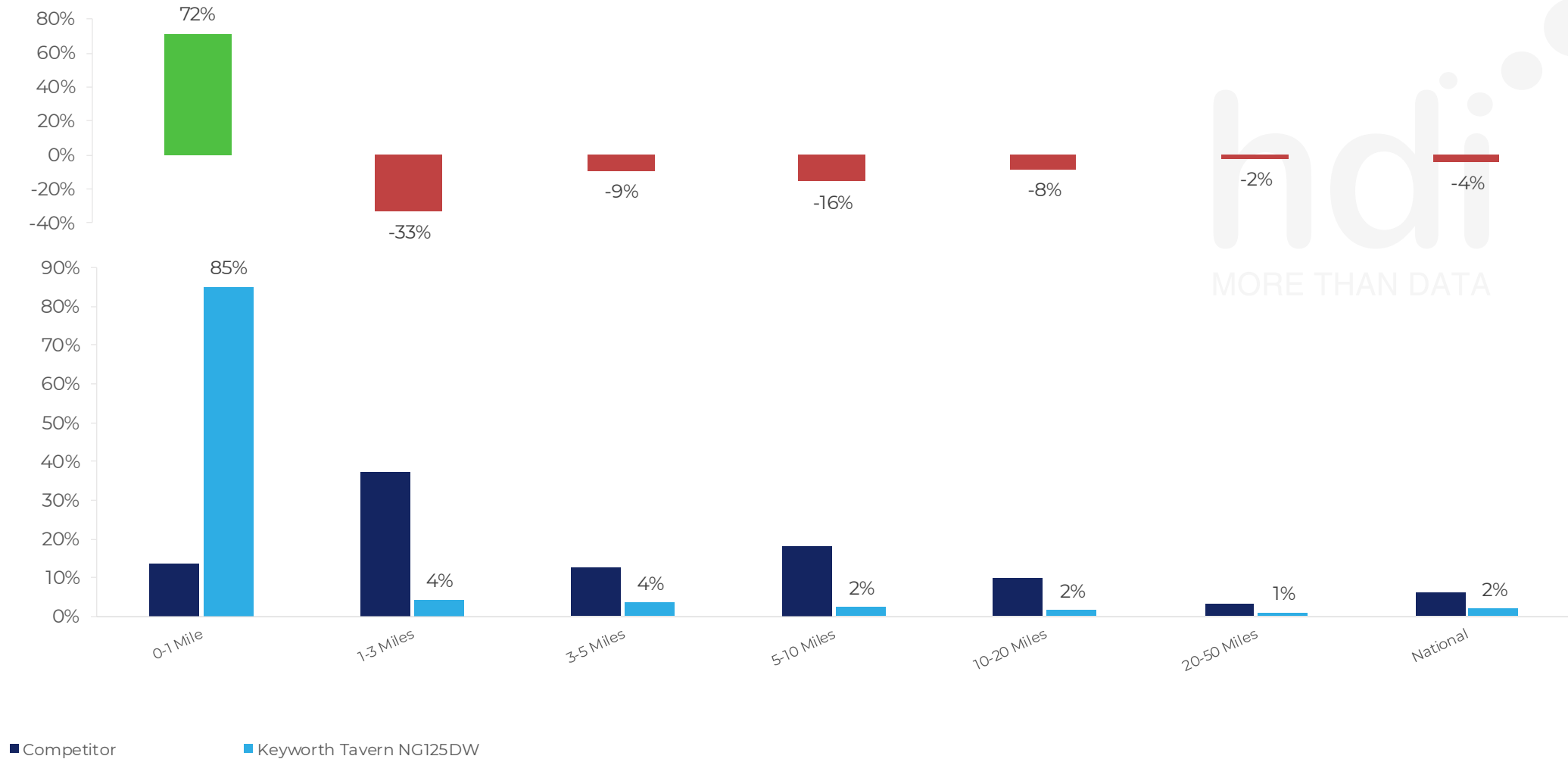




Spend by Distance

How does the spend profile of Keyworth Tavern NG125DW compare versus its competitors based on travel distances?

% of spend for Keyworth Tavern NG125DW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

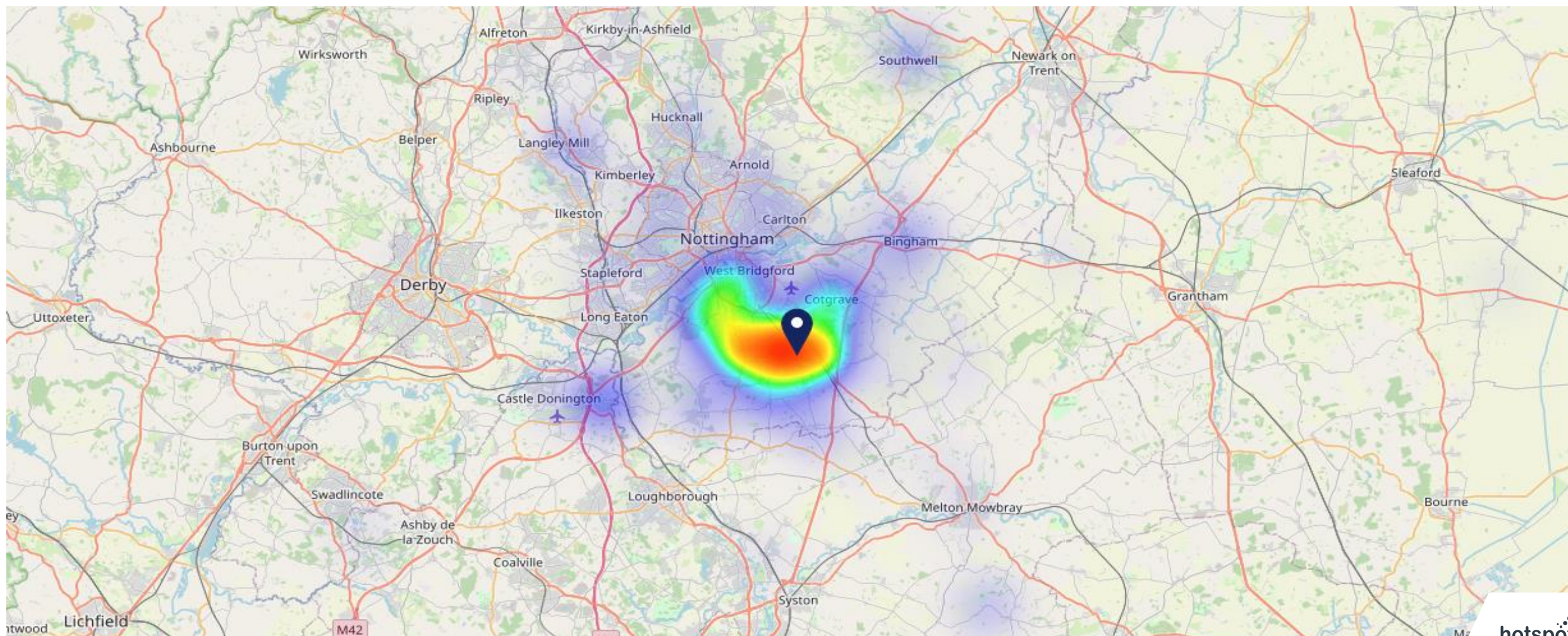




Map of Guest Origin

Where do customers of Keyworth Tavern NG125DW come from?

Where do customers of Keyworth Tavern NG125DW for 22/02/2023 - 14/02/2024 live

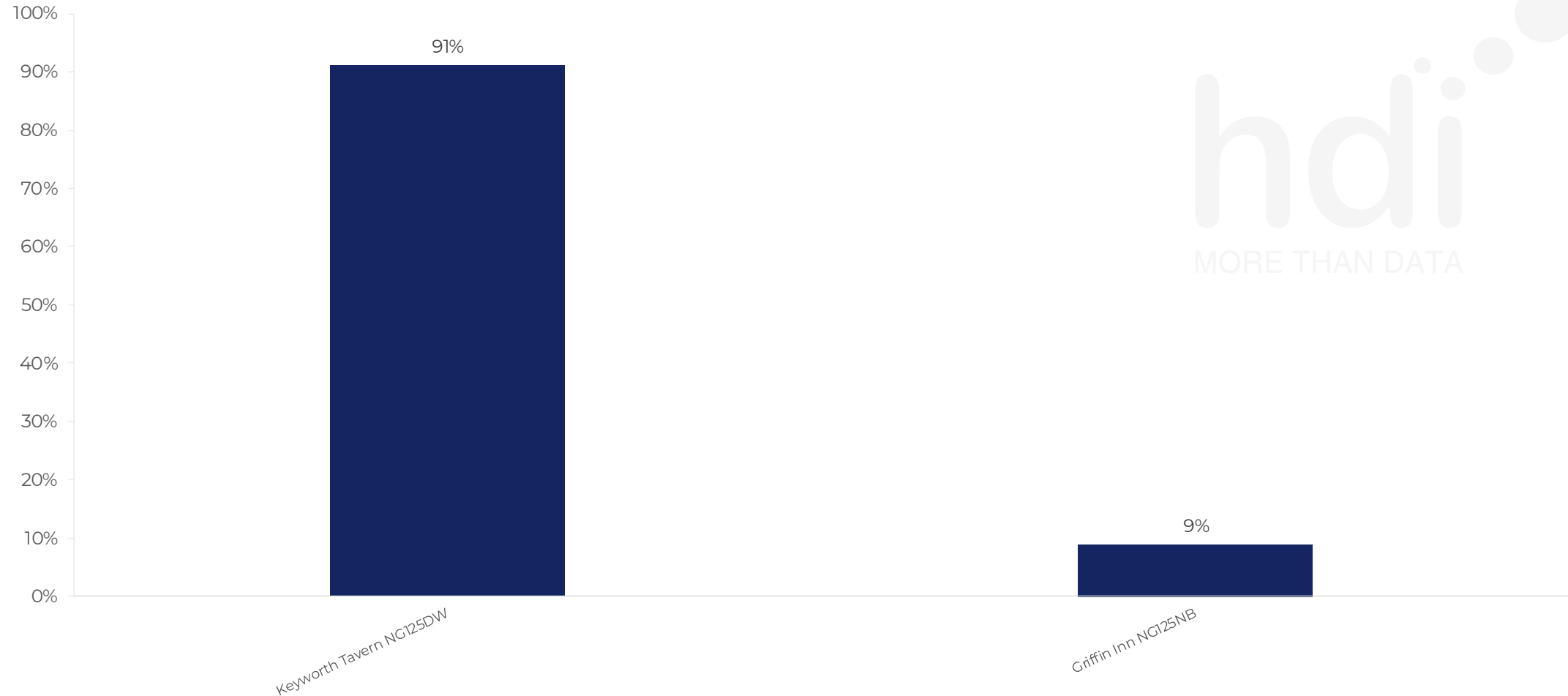




Share of Wallet

What are the Top 20 venues (by spend) that customers of Keyworth Tavern NG125DW also visit?

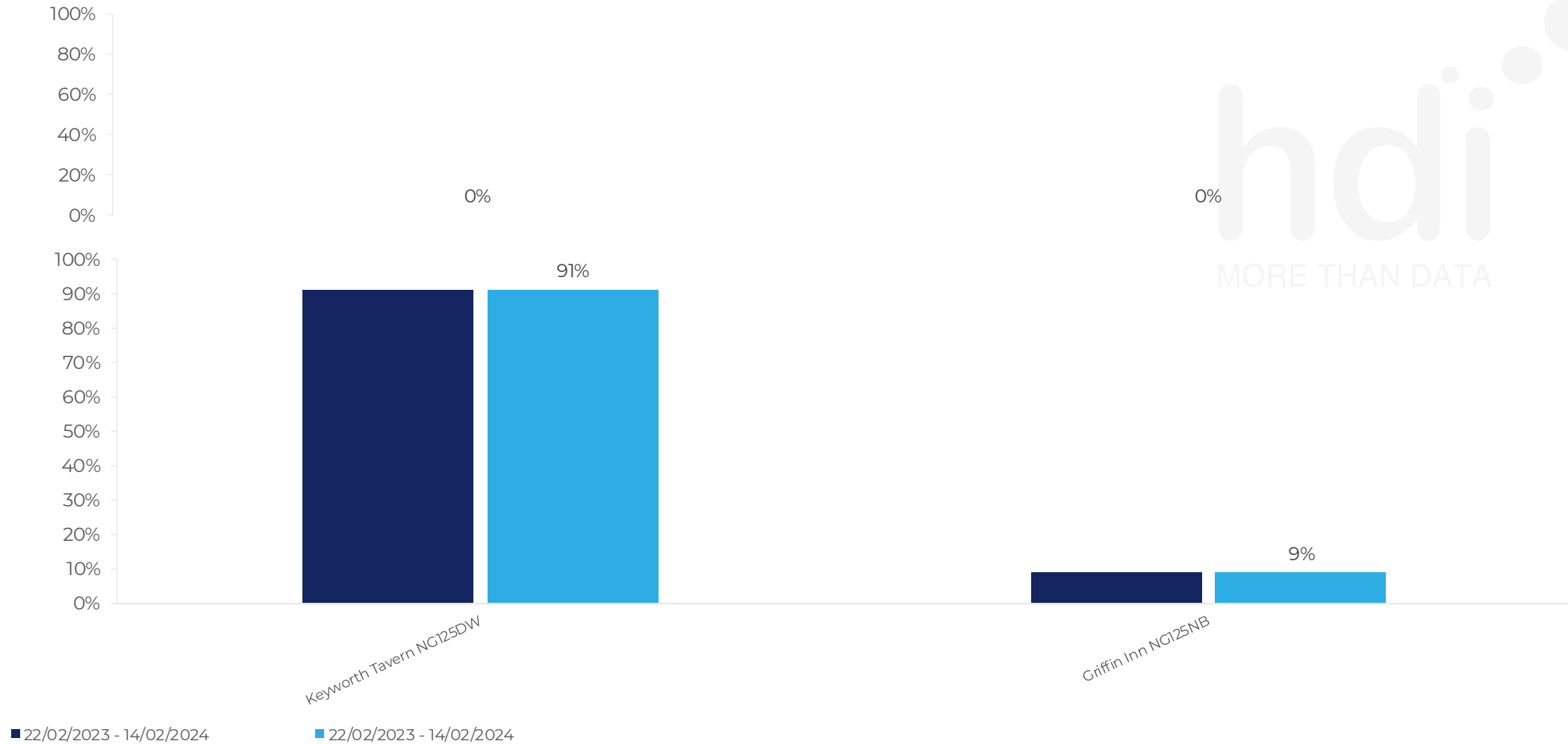
For customers of Keyworth Tavern NG125DW, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Keyworth Tavern NG125DW changed between two date ranges?





Market Summary

How does the local area for Keyworth Tavern NG125DW 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	£1.05M	5	£1.60M	4	£4.45M	3	£22.38M	3
Weekpart	Mon - Thu	44.3%	8	43.7%	7	38.0%	3	42.6%	7
Weekpart	Fri - Sat	40.7%	4	46.5%	7	50.6%	10	39.9%	3
Weekpart	Sun	15.0%	6	9.8%	1	11.4%	1	17.5%	9
Age	18 to 24	2.3%	2	1.7%	1	4.4%	3	3.5%	1
Age	25 to 34	4.4%	1	5.5%	1	9.2%	1	13.7%	1
Age	35 to 44	19.9%	3	22.0%	5	21.5%	4	24.1%	6
Age	45 to 54	11.4%	1	14.3%	1	18.8%	3	18.7%	3
Age	55 to 64	38.4%	10	32.7%	10	24.6%	10	19.3%	9
Age	65 to 74	15.1%	10	14.2%	10	12.3%	9	11.5%	9
Age	75+	8.7%	10	9.6%	10	9.2%	10	9.1%	10
CAMEO	Business Elite	1.7%	2	3.5%	3	5.7%	5	8.9%	6
CAMEO	Prosperous Professionals	4.7%	4	6.5%	6	9.9%	9	12.4%	10
CAMEO	Flourishing Society	2.7%	1	4.1%	1	8.4%	3	10.5%	4
CAMEO	Content Communities	40.4%	10	35.3%	10	30.3%	10	22.4%	10
CAMEO	White Collar Neighbourhoods	7.0%	2	8.1%	2	7.0%	1	7.2%	1
CAMEO	Enterprising Mainstream	3.9%	2	4.2%	2	6.7%	4	9.3%	6
CAMEO	Paying The Mortgage	13.6%	5	12.5%	4	9.5%	2	9.8%	2
CAMEO	Cash Conscious Communities	9.1%	6	10.8%	7	12.2%	8	11.6%	8
CAMEO	On A Budget	15.1%	10	11.8%	9	6.6%	6	4.2%	2
CAMEO	Family Value	1.7%	5	3.1%	6	3.7%	6	3.7%	6
Affluence	AB	9.1%	1	14.2%	2	24.0%	4	31.9%	6
Affluence	C1C2	64.9%	10	60.1%	9	53.6%	8	48.6%	6
Affluence	DE	25.9%	7	25.7%	7	22.5%	6	19.5%	5



Site Potential 1

Site Characteristics

£3000



£18000

OCC Concept Fit
Our Local



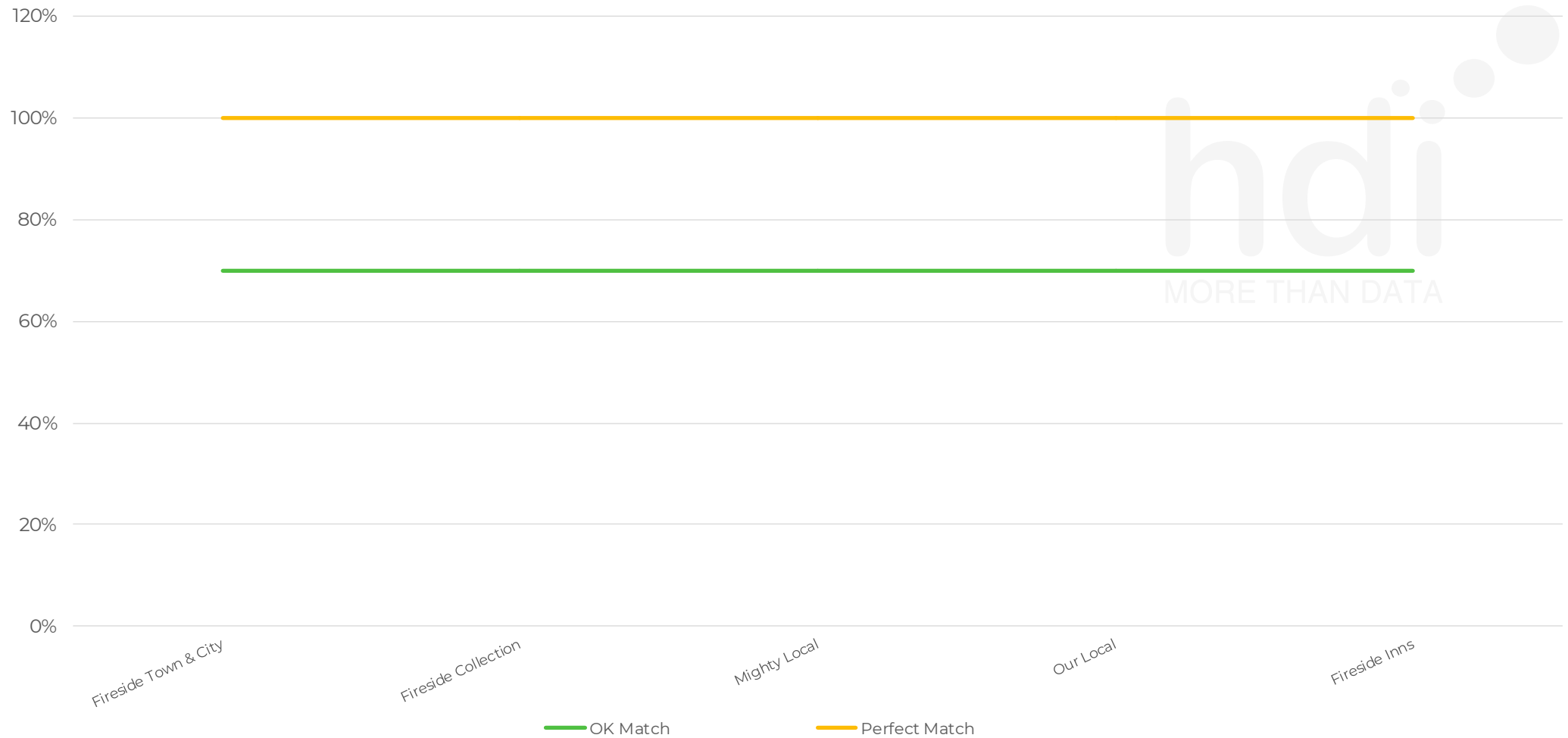
Achievable Average Weekly Takings
£0

- 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

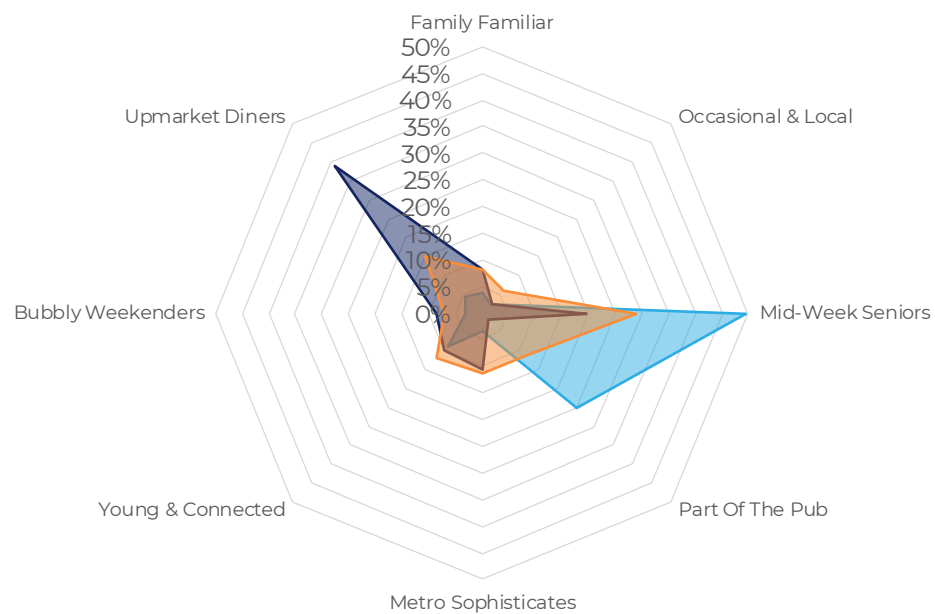
Concept Recommendation





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
Keyworth Tavern	196	3.68%	2.29%	49.37%	24.94%	3.26%	9.11%	3.08%	4.23%
Local Catchment	363	8.27%	2.59%	19.72%	1.70%	10.49%	9.94%	8.48%	38.79%
Punch T&L	115554	8.24%	6.01%	29.08%	11.44%	11.18%	11.99%	7.12%	14.90%
Keyworth Tavern vs Local Catchment		-4.59%	-0.30%	29.65%	23.24%	-7.23%	-0.83%	-5.40%	-34.56%
Keyworth Tavern vs Punch T&L		-4.56%	-3.72%	20.29%	13.50%	-7.92%	-2.88%	-4.04%	-10.67%
Local Catchment vs Punch T&L		0.03%	-3.42%	-9.36%	-9.74%	-0.69%	-2.05%	1.36%	23.89%

Keyworth Tavern

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
Keyworth Tavern NG125DW	196	3.68%	2.29%	49.37%	24.94%	3.26%	9.11%	3.08%	4.23%
Griffin Inn NG125NB	363	8.27%	2.59%	19.72%	1.70%	10.49%	9.94%	8.48%	38.79%