



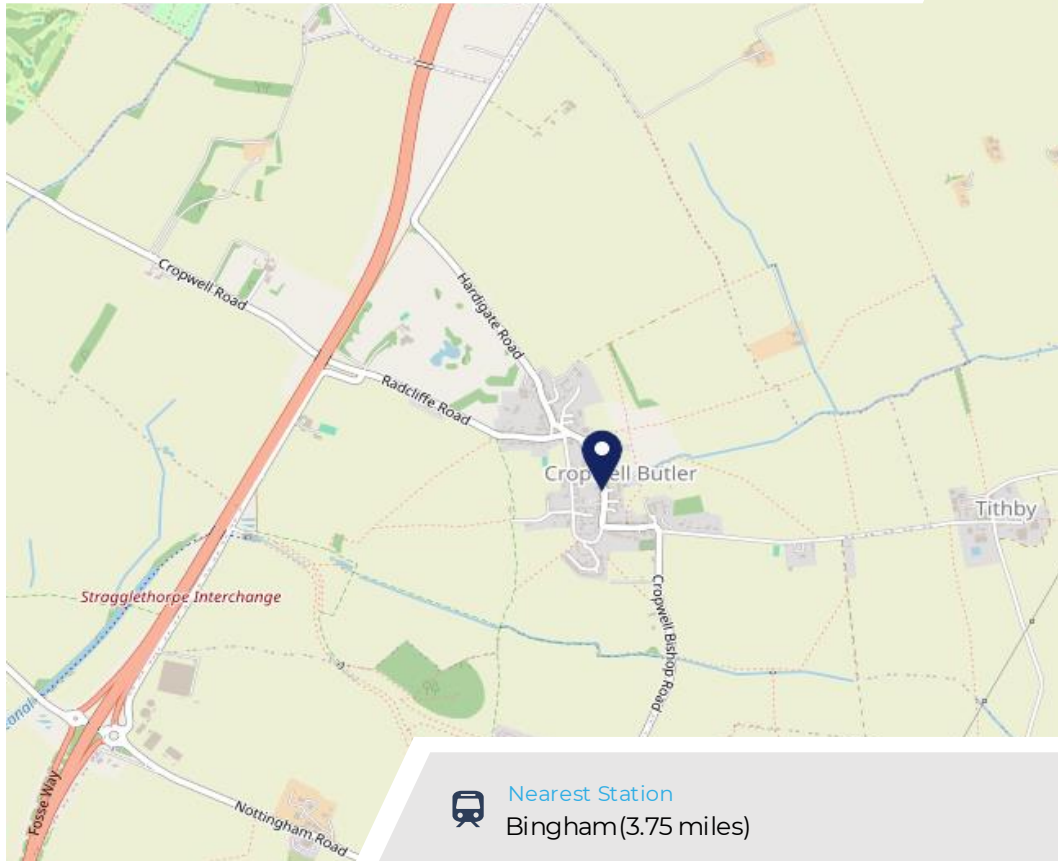
Site Summary



Plough Inn NG123AB

NG123AB

Punch - Our Local

**Work Area**
Nottingham**Region**
East Midlands**TV Region**
Central**Urbanicity**
Rural village**ATV**
£11.80**Gender**
73.96%
Male**Affluence**
55.22%
High Income**Segmentation**
21.88%
Flourishing Society**Age Group**
27.53%
45 to 54**Visit Day**
21.32%
Sun

Top Competitors

**Wheatsheaf Inn**
NG123BP

#1

Marstons Community Non Catering

**The Butter Cross**
NG138AP

#2

JD Wetherspoon

**Royal Oak Radcliffe**
NG122FD

#3

Craft Union

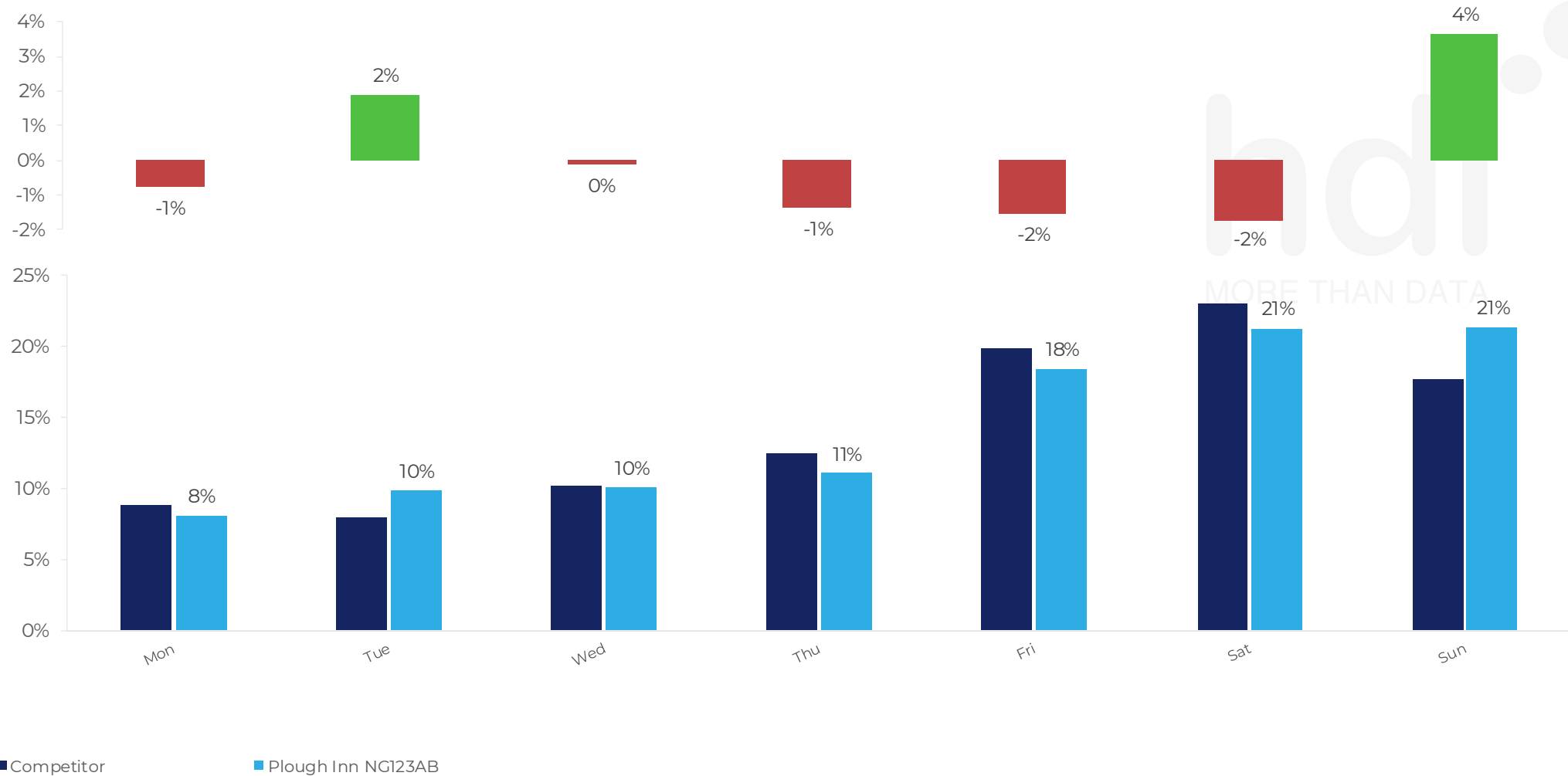
**Nearest Station**
Bingham(3.75 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Plough Inn NG123AB versus its competitors?

% of spend for Plough Inn NG123AB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

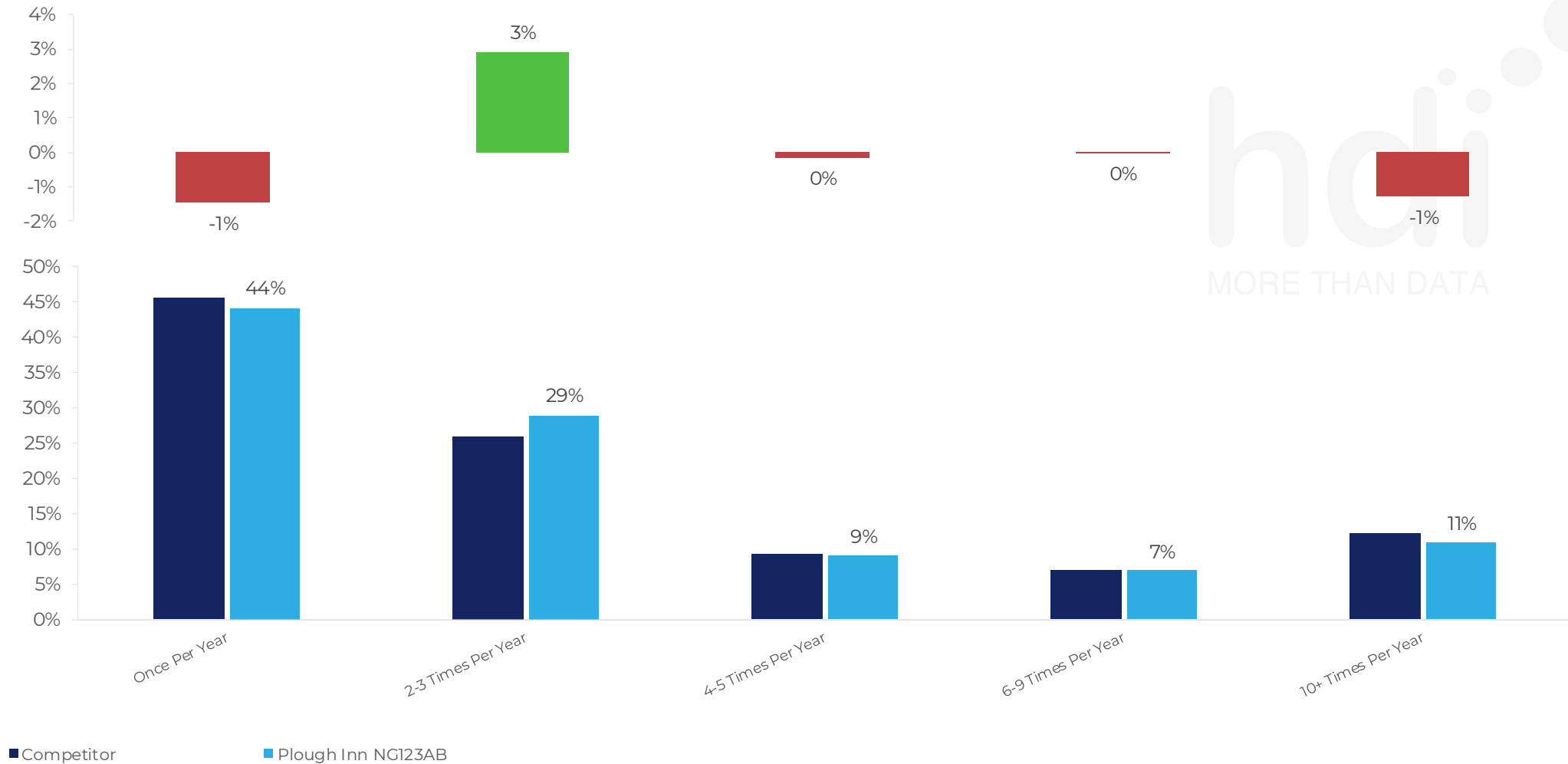




Visit Frequency

How frequently per year do customers visit Plough Inn NG123AB versus its competitors?

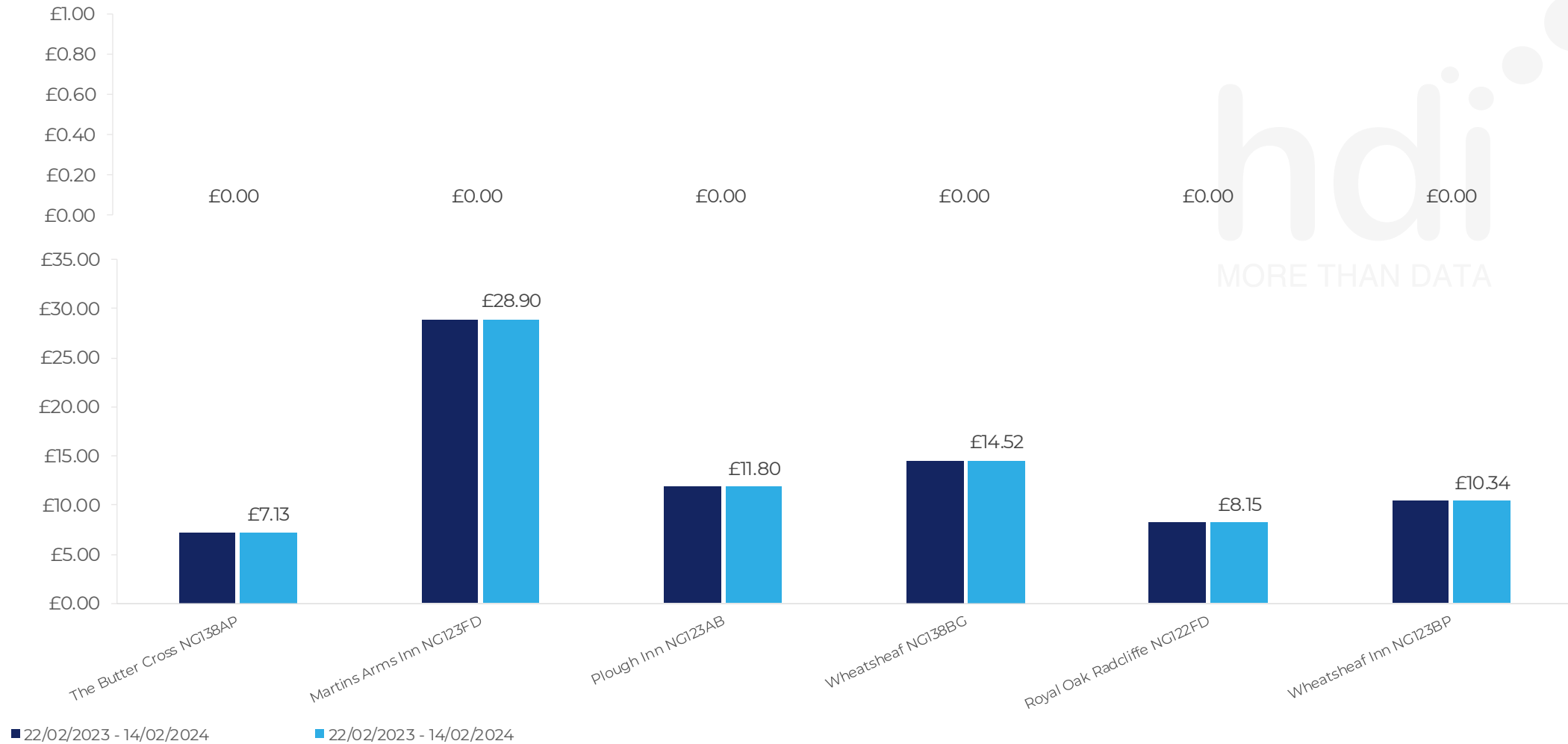
% of customer numbers for Plough Inn NG123AB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

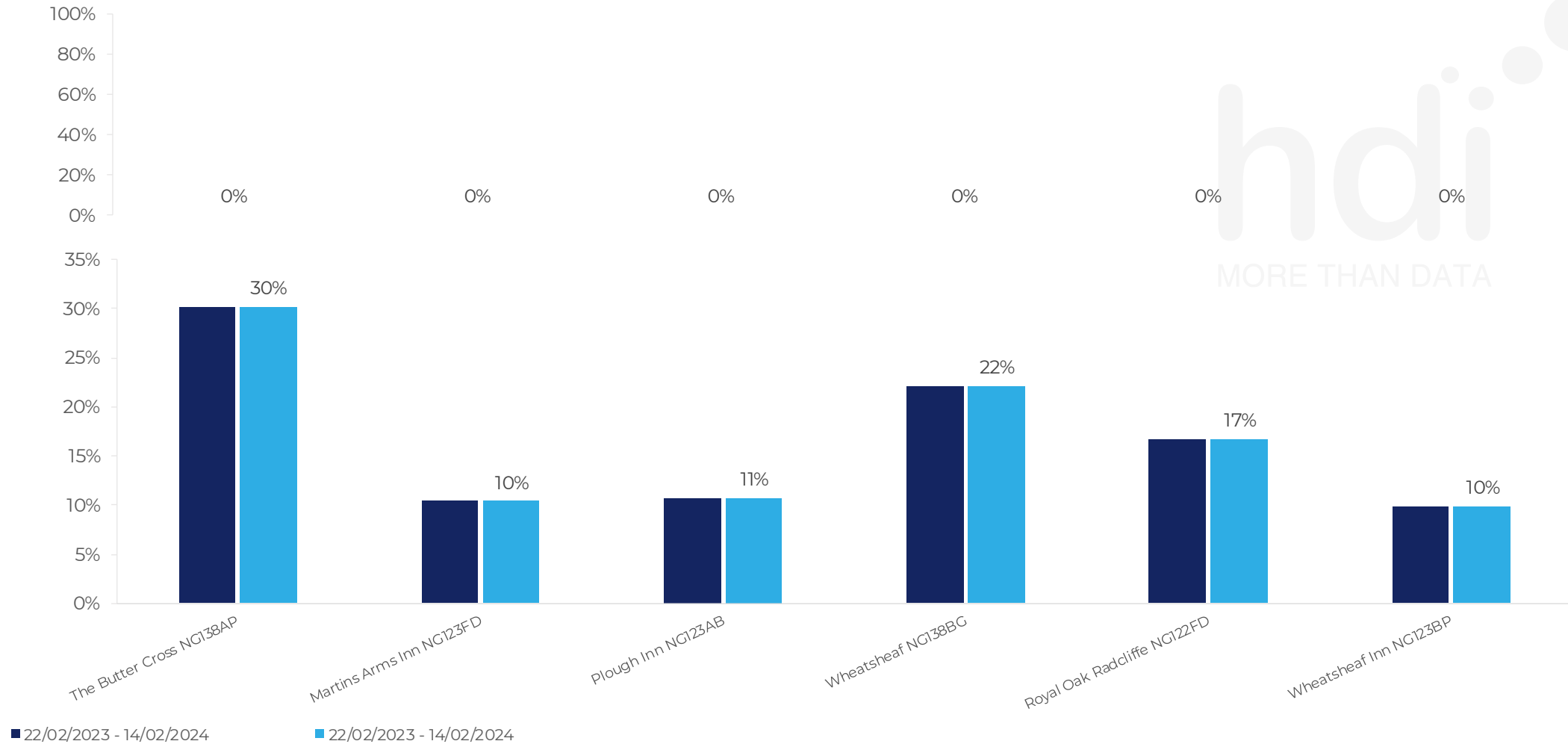




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Plough Inn NG123AB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

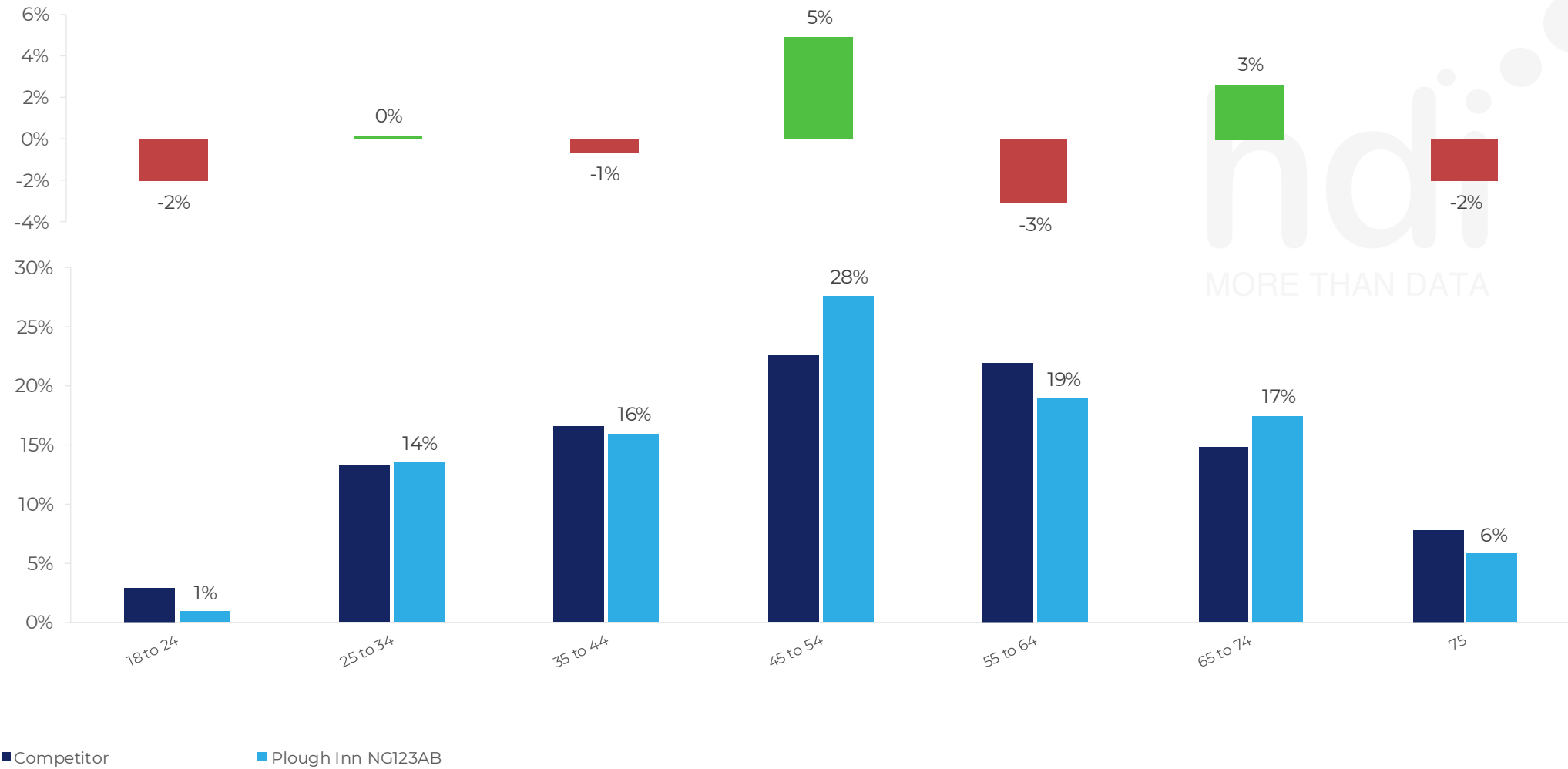




Age

How does the age profile of customers who visit Plough Inn NG123AB compare versus its competitors?

% of spend for Plough Inn NG123AB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

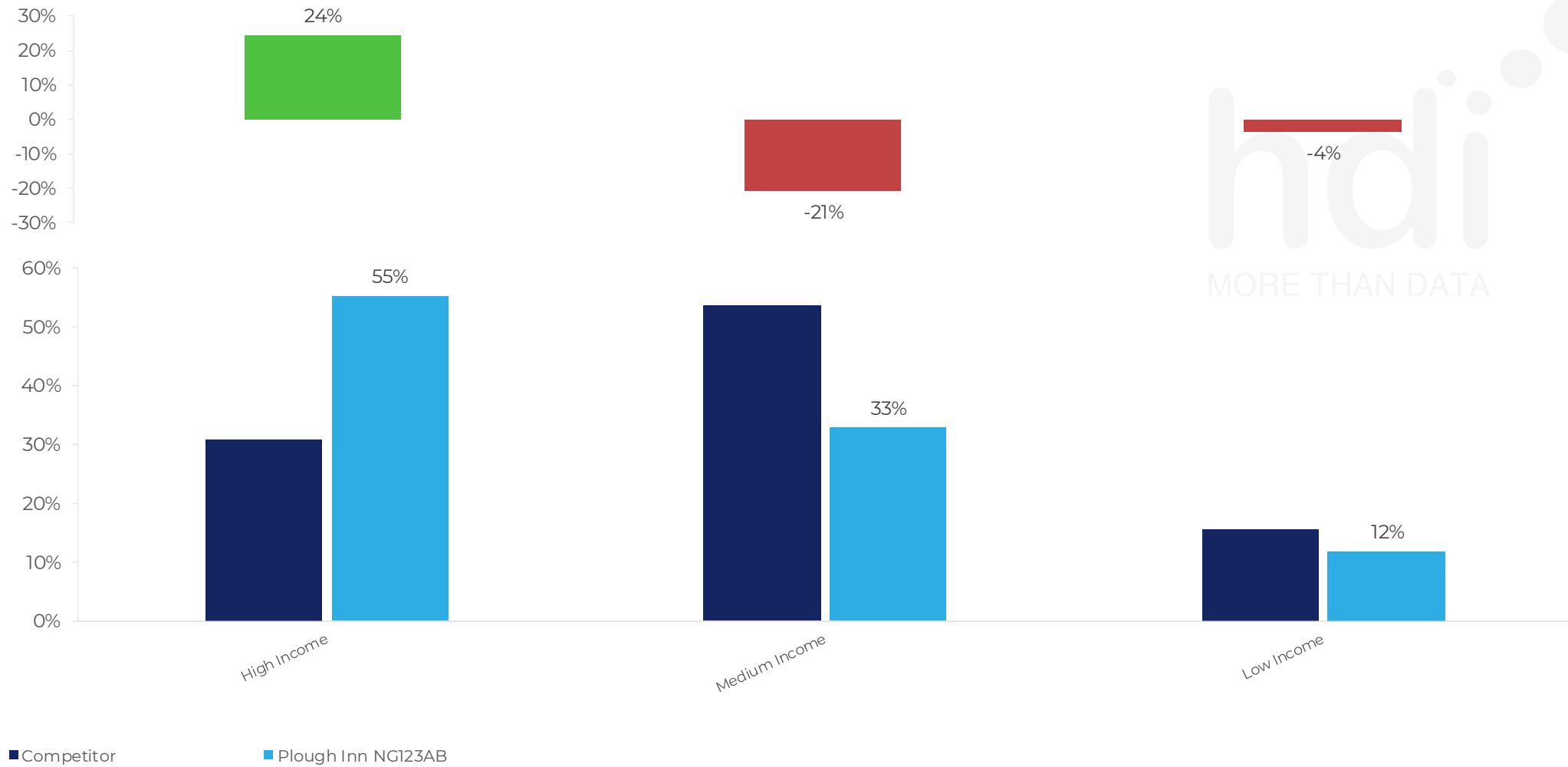




Affluence

How does the affluence of customers who visit Plough Inn NG123AB compare versus its competitors?

% of spend for Plough Inn NG123AB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

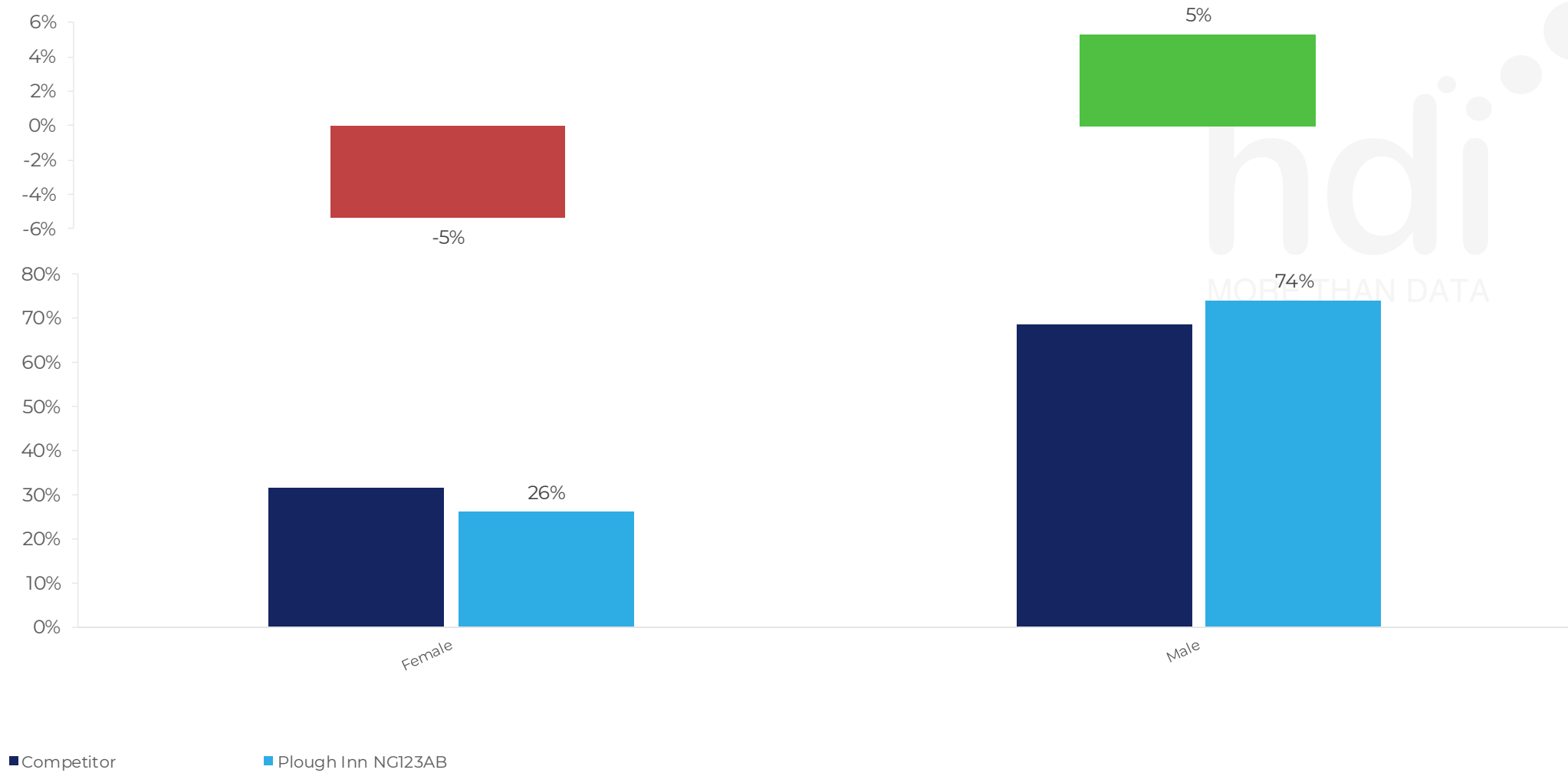




Gender

How does the gender profile of customers who visit Plough Inn NG123AB compare versus its competitors?

% of spend for Plough Inn NG123AB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

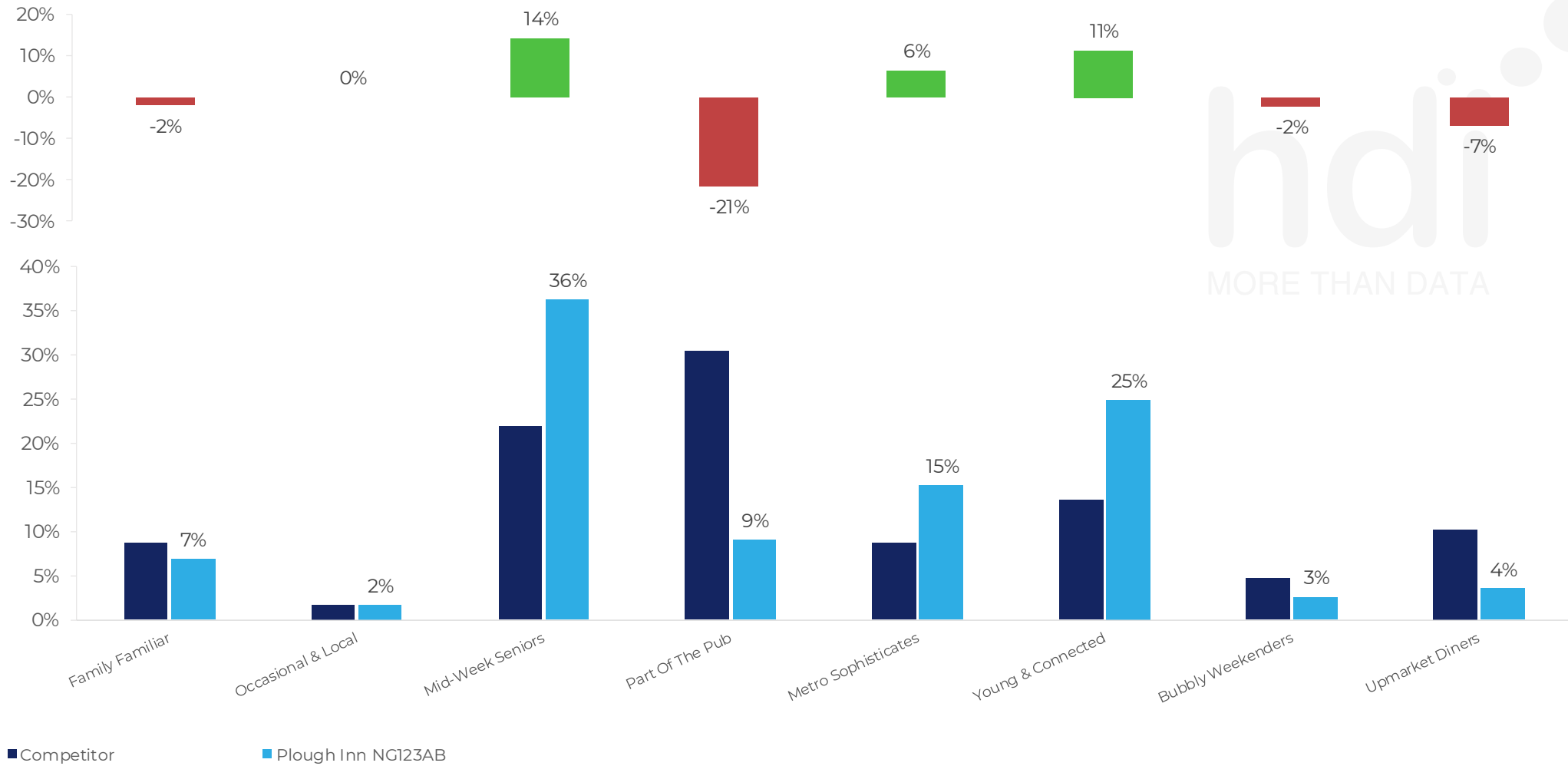




Punch Segmentation

How does the Custom segmentation profile of customers who visit Plough Inn NG123AB compare versus its competitors?

% of spend for Plough Inn NG123AB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

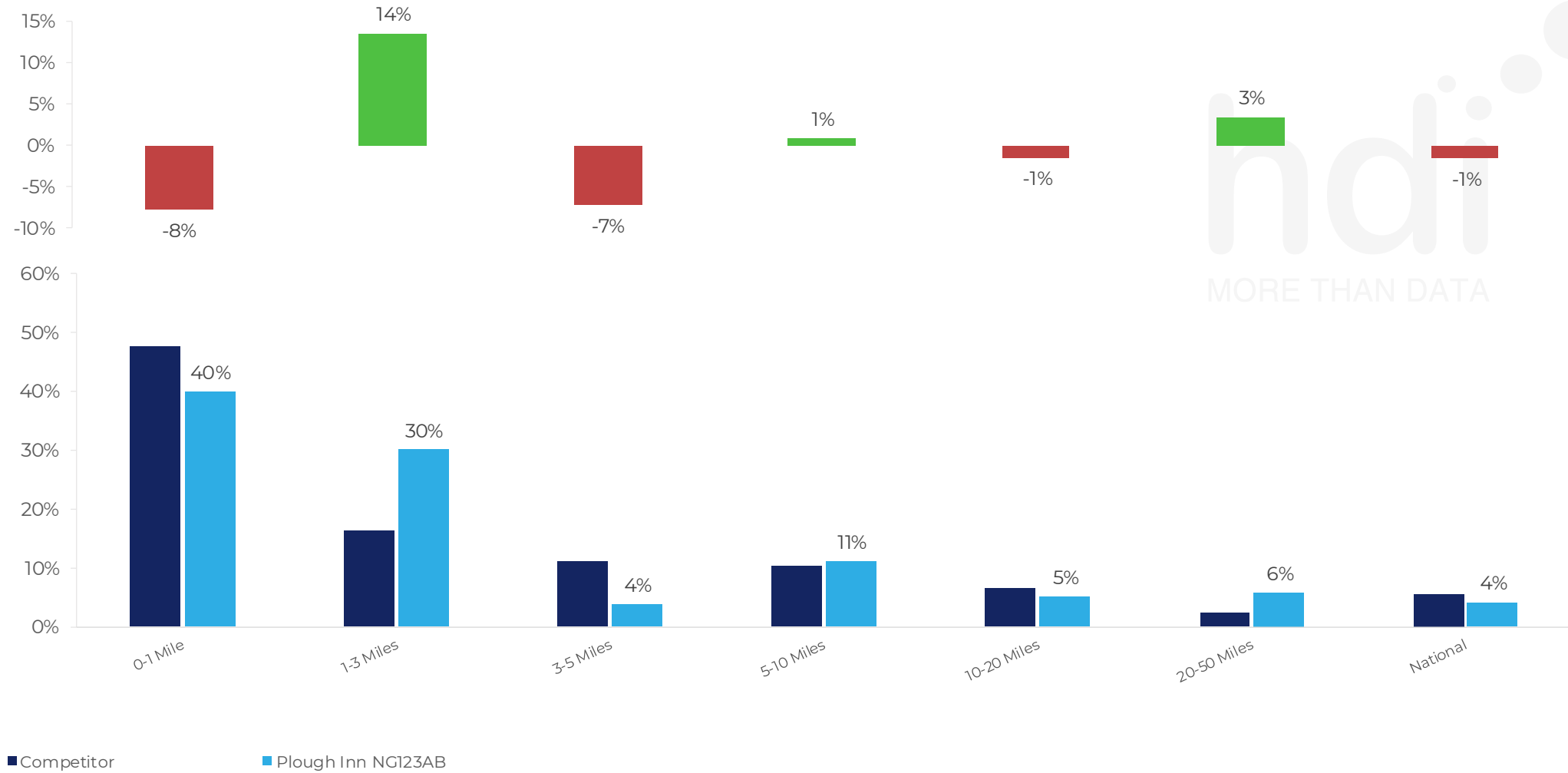




Spend by Distance

How does the spend profile of Plough Inn NG123AB compare versus its competitors based on travel distances?

% of spend for Plough Inn NG123AB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

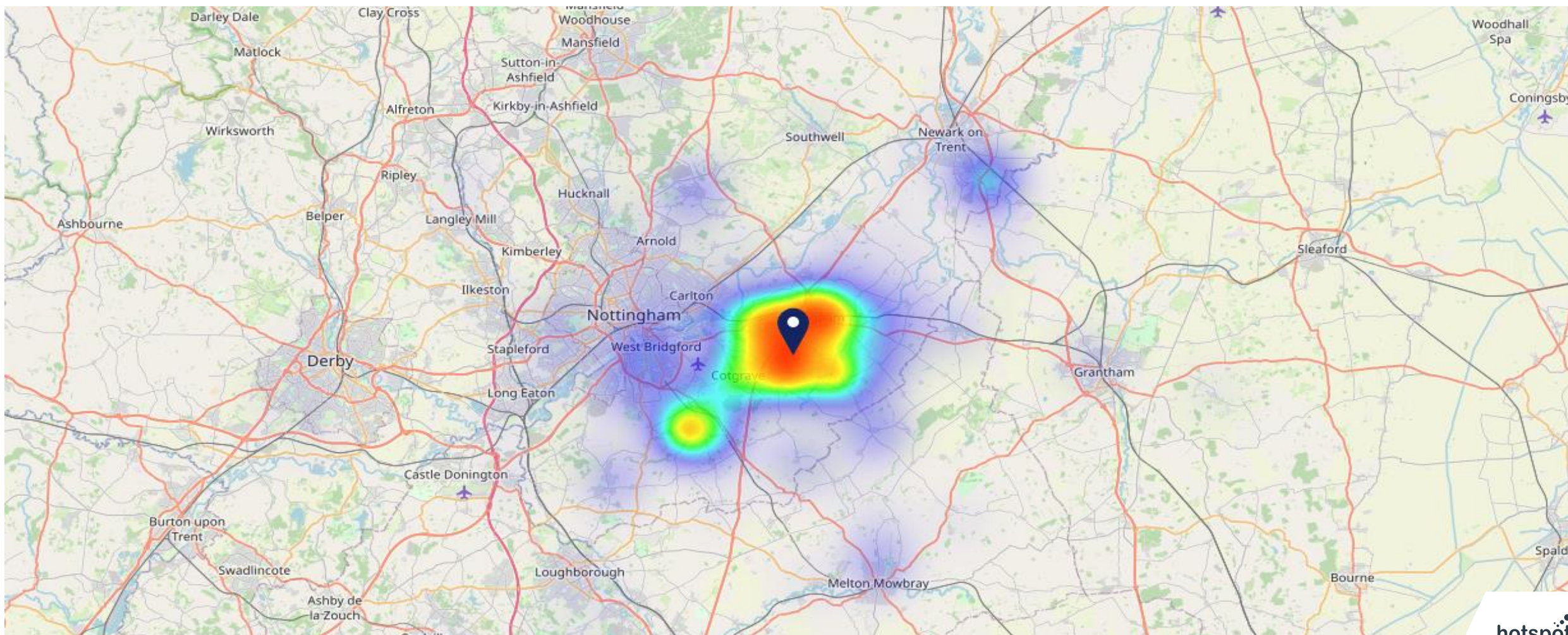




Map of Guest Origin

Where do customers of Plough Inn NG123AB come from?

Where do customers of Plough Inn NG123AB for 22/02/2023 - 14/02/2024 live

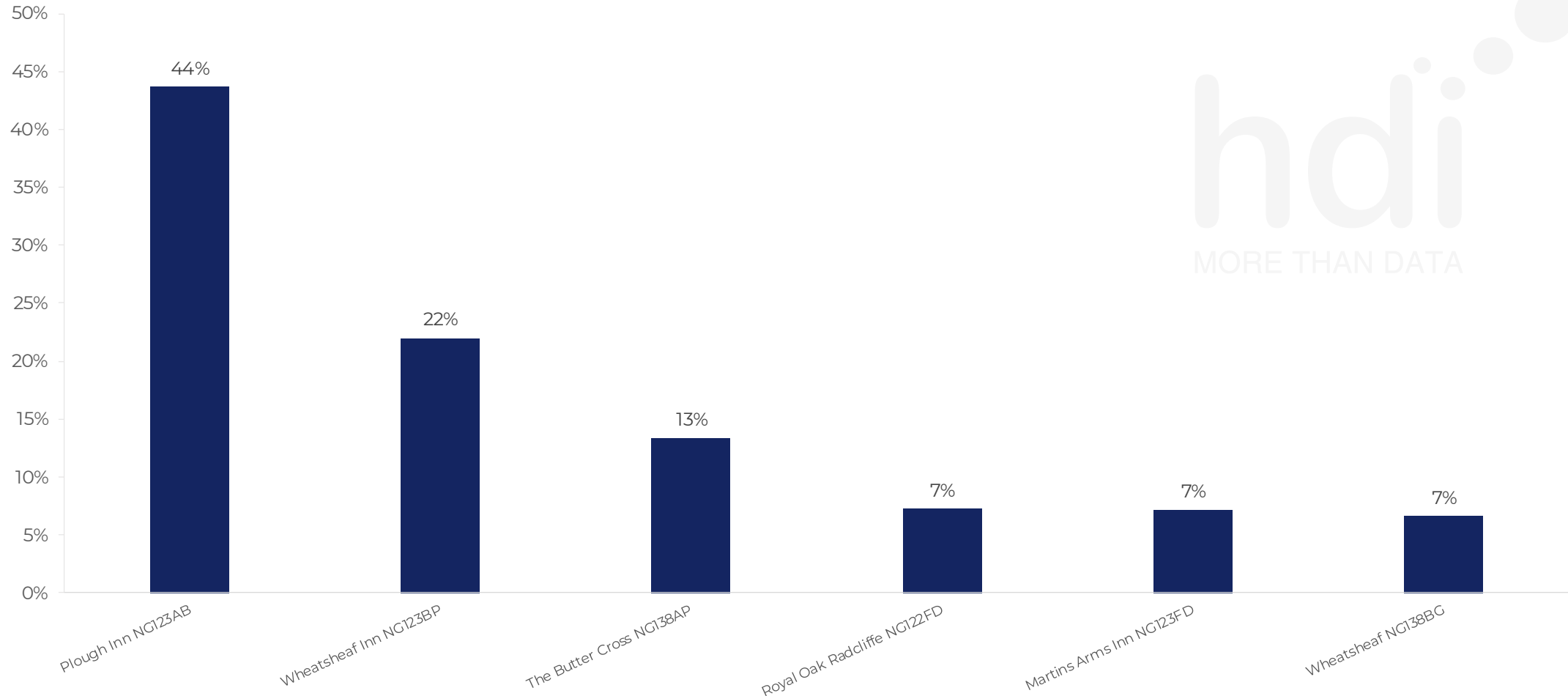




Share of Wallet

What are the Top 20 venues (by spend) that customers of Plough Inn NG123AB also visit?

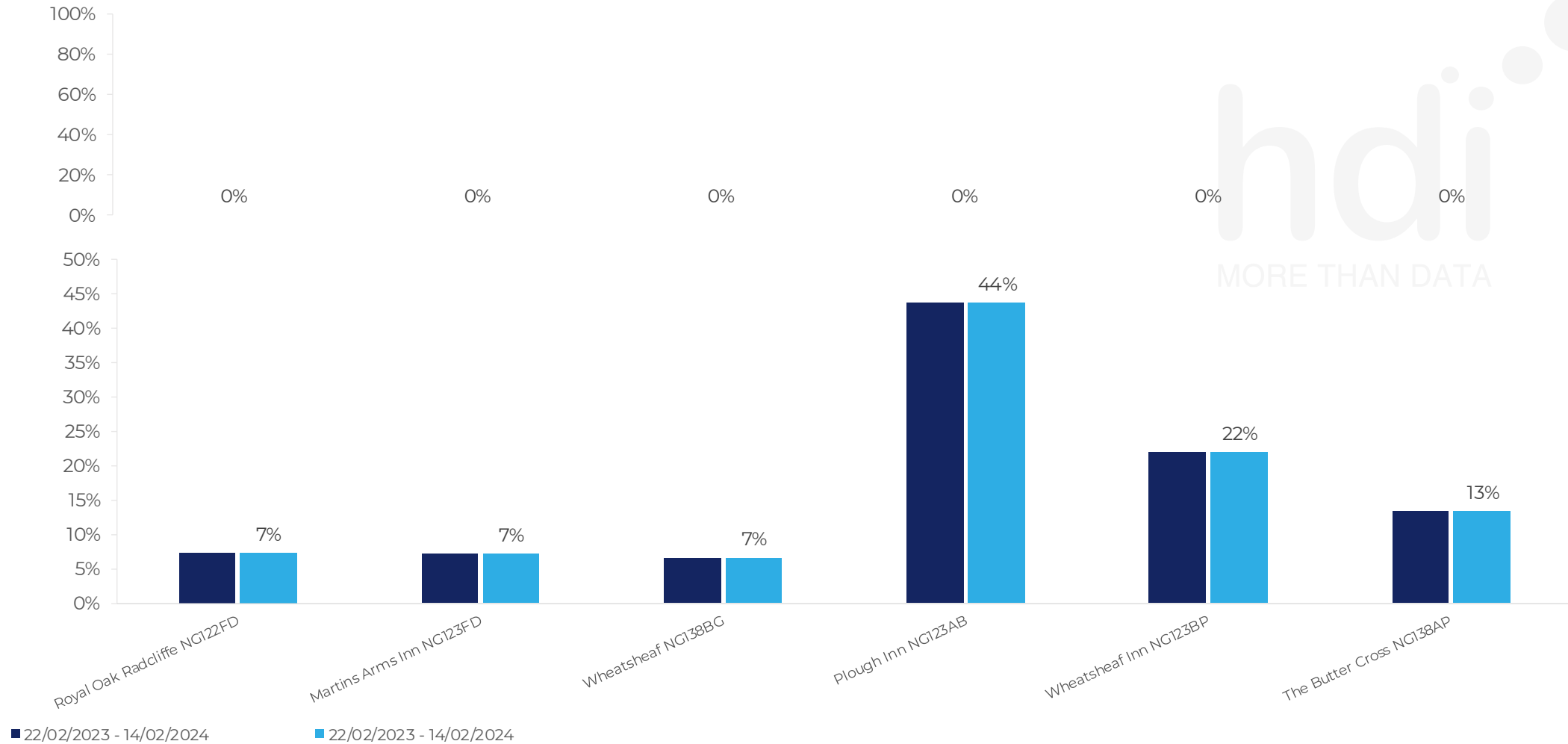
For customers of Plough Inn NG123AB, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023- 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Plough Inn NG123AB changed between two date ranges?





Market Summary

How does the local area for Plough Inn NG123AB 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	£585K	4	£585K	3	£1.47M	2	£31.37M	4
Weekpart	Mon - Thu	44.1%	7	44.1%	8	41.3%	6	39.5%	2
Weekpart	Fri - Sat	38.4%	3	38.4%	2	40.8%	4	45.3%	9
Weekpart	Sun	17.5%	8	17.5%	8	17.8%	9	15.2%	4
Age	18 to 24	2.6%	3	2.6%	2	2.1%	1	3.0%	1
Age	25 to 34	10.1%	1	10.1%	1	9.0%	1	11.8%	1
Age	35 to 44	15.3%	1	15.3%	1	22.3%	4	20.6%	2
Age	45 to 54	23.1%	8	23.1%	8	20.4%	6	21.7%	8
Age	55 to 64	17.7%	7	17.7%	7	20.7%	9	20.4%	9
Age	65 to 74	23.2%	10	23.2%	10	21.3%	10	13.4%	10
Age	75+	8.0%	10	8.0%	10	4.2%	8	9.1%	10
CAMEO	Business Elite	24.1%	10	24.1%	10	10.7%	7	6.7%	5
CAMEO	Prosperous Professionals	7.1%	7	7.1%	7	4.8%	4	8.8%	8
CAMEO	Flourishing Society	23.0%	9	23.0%	9	19.2%	8	13.8%	6
CAMEO	Content Communities	11.6%	5	11.6%	5	18.7%	10	22.1%	10
CAMEO	White Collar Neighbourhoods	2.9%	1	2.9%	1	10.8%	5	8.8%	2
CAMEO	Enterprising Mainstream	4.2%	2	4.2%	2	7.7%	5	11.2%	8
CAMEO	Paying The Mortgage	13.2%	5	13.2%	5	12.9%	4	10.5%	3
CAMEO	Cash Conscious Communities	4.2%	2	4.2%	2	8.2%	5	11.6%	8
CAMEO	On A Budget	6.2%	5	6.2%	5	4.3%	3	4.1%	2
CAMEO	Family Value	3.5%	6	3.5%	6	2.7%	6	2.4%	5
Affluence	AB	54.2%	10	54.2%	10	34.7%	7	29.3%	6
Affluence	C1C2	31.8%	1	31.8%	1	50.1%	6	52.6%	7
Affluence	DE	13.9%	3	13.9%	3	15.2%	3	18.1%	4



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Non-Core



Achievable Average Weekly Takings

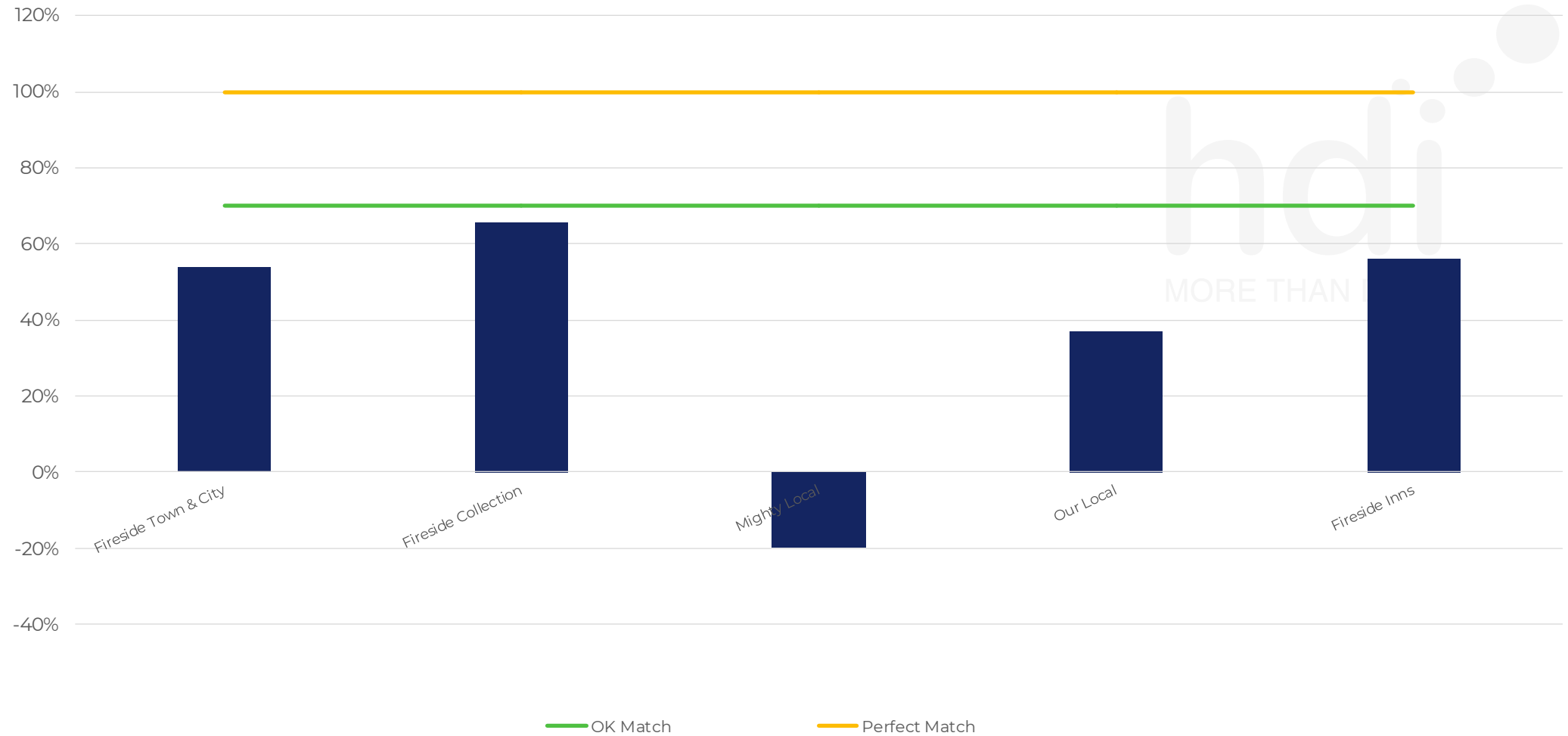
£8500

- 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

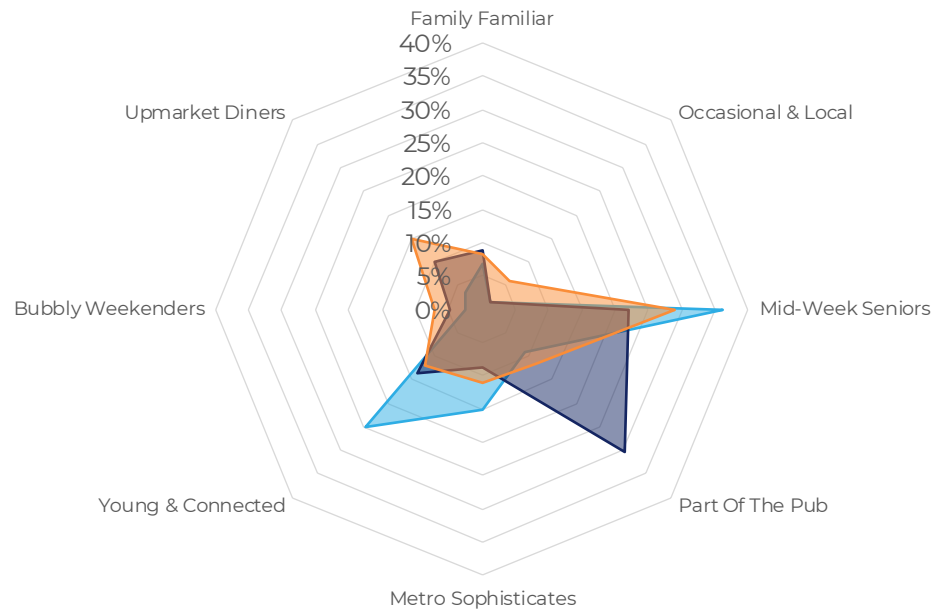
Concept Recommendation





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
Plough Inn	207	6.85%	1.63%	36.26%	9.00%	15.23%	24.85%	2.62%	35.1%
Local Catchment	1348	8.77%	1.63%	21.98%	30.37%	8.76%	13.55%	4.67%	10.22%
Punch T&L	115554	8.24%	6.01%	29.08%	11.44%	11.18%	11.99%	7.12%	14.90%
Plough Inn vs Local Catchment		-1.92%	0.00%	14.28%	-21.37%	6.47%	11.30%	-2.05%	-6.71%
Plough Inn vs Punch T&L		-1.39%	-4.38%	7.18%	-2.44%	4.05%	12.86%	-4.50%	-11.39%
Local Catchment vs Punch T&L		0.53%	-4.38%	-7.10%	18.93%	-2.42%	1.56%	-2.45%	-4.68%

■ Plough Inn

■ 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
Plough Inn NG123AB	207	6.85%	1.63%	36.26%	9.00%	15.23%	24.85%	2.62%	3.51%
Wheatsheaf Inn NG123BP	169	4.00%	1.35%	26.79%	54.79%	1.23%	3.09%	5.36%	3.35%
The Butter Cross NG138AP	737	13.77%	1.38%	14.58%	39.08%	3.68%	21.03%	4.00%	2.44%
Royal Oak Radcliffe NG122FD	305	12.09%	3.00%	9.73%	19.66%	18.98%	21.56%	5.03%	9.90%
Martins Arms Inn NG123FD	142	1.06%	1.47%	56.40%	1.15%	3.21%	2.29%	1.32%	33.05%
Wheatsheaf NG138BG	413	7.38%	1.36%	19.53%	23.12%	16.39%	11.67%	6.35%	14.17%