



Site Summary



The Cock Inn S350FL

S350FL

Punch - Mighty Local



Work Area

Sheffield



Region

Yorkshire and The Humber



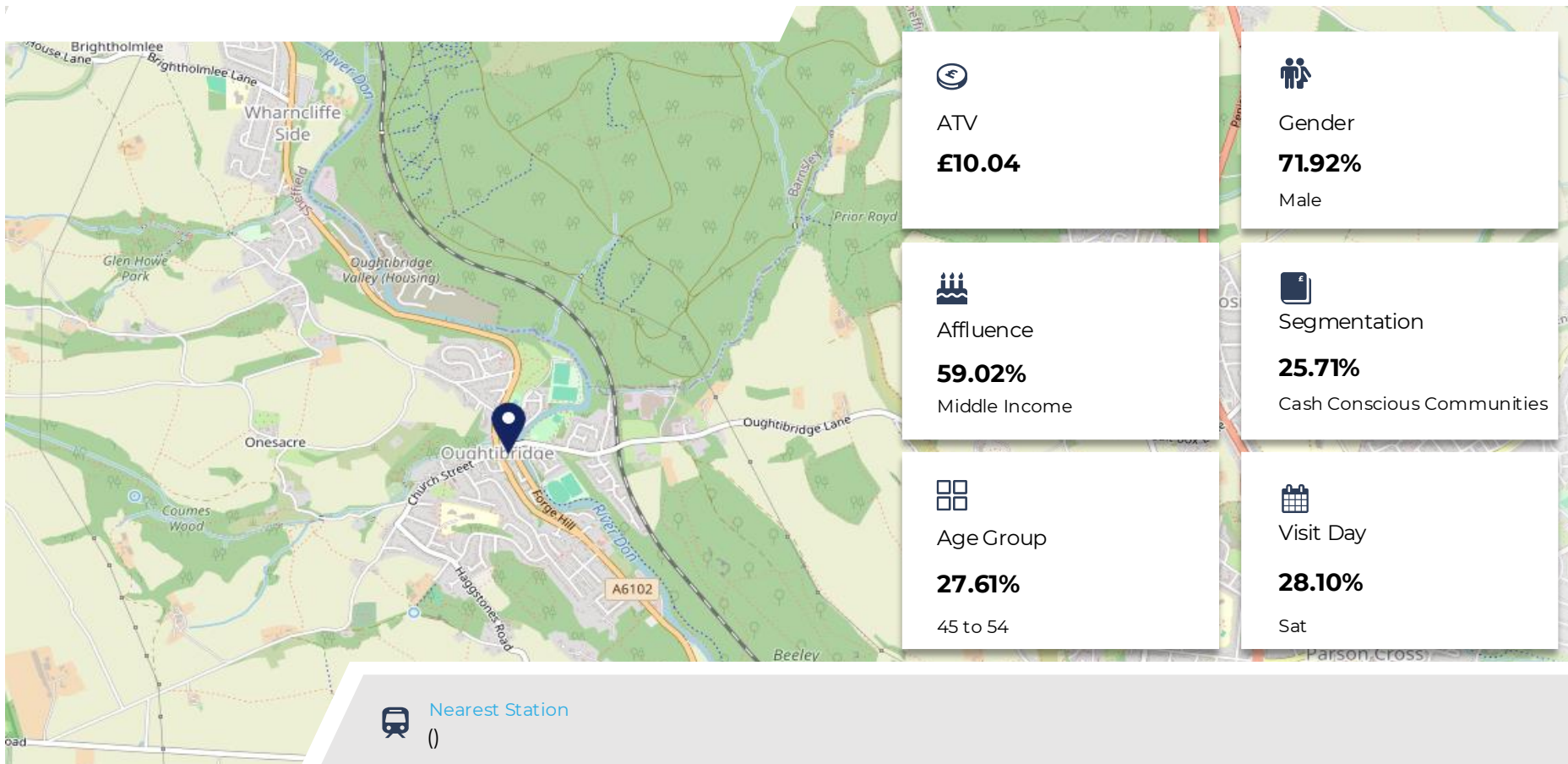
TV Region

Yorkshire



Urbanicity

Rural town and fringe



ATV

£10.04

Gender

71.92%

Male



Affluence

59.02%

Middle Income



Segmentation

25.71%

Cash Conscious Communities



Age Group

27.61%

45 to 54



Visit Day

28.10%

Sat

Top Competitors



Plough Inn

S66HW

Pub Restaurant

#1



Hare & Hounds

S350FW

Marstons Community Non Catering

#2



Acorn (Burncross)

S351SL

GK - Pub & Kitchen

#3



Nearest Station

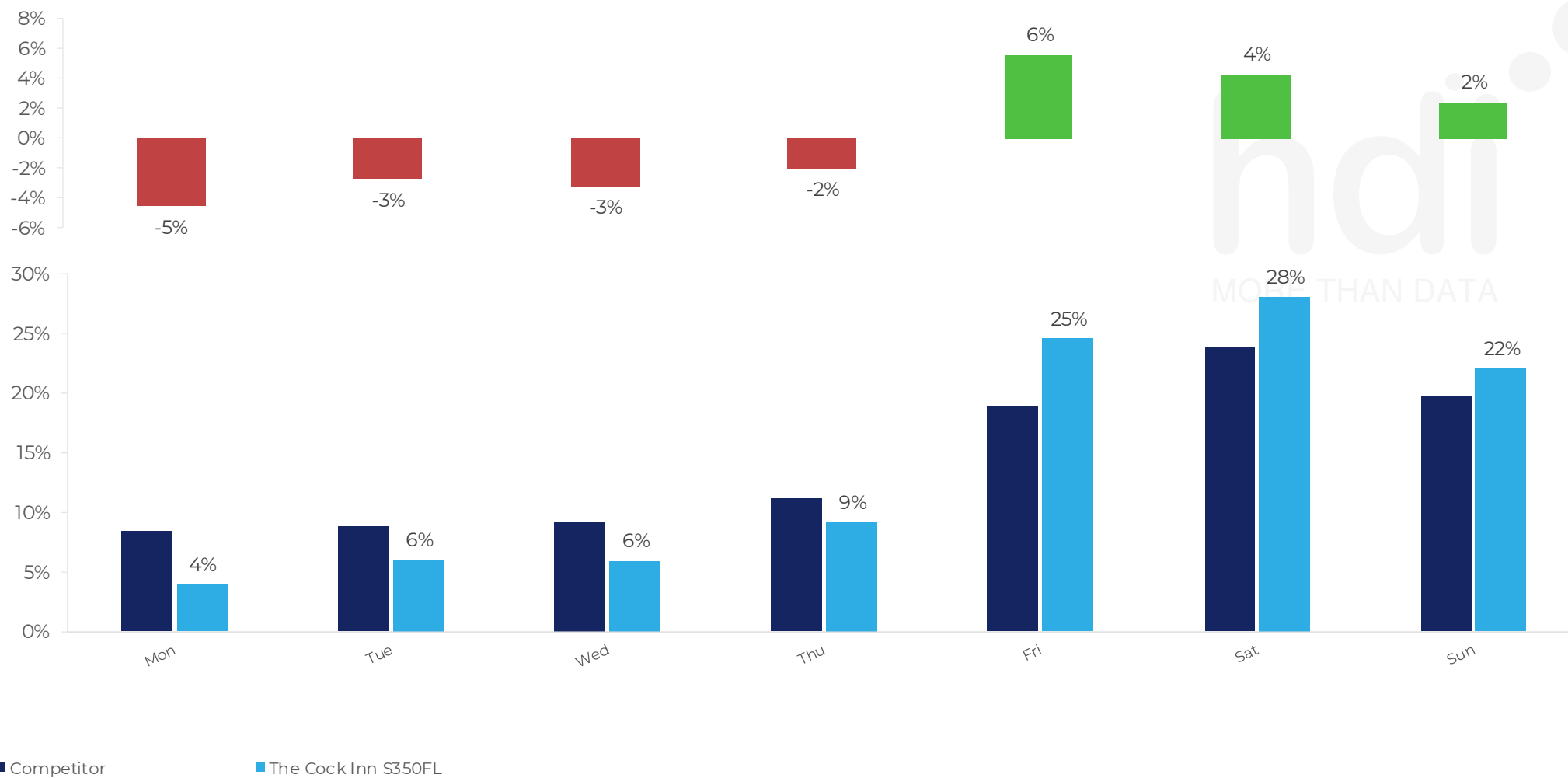
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Spend by Weekpart

How is customer spend distributed throughout the week for The Cock Inn S350FL versus its competitors?

% of spend for The Cock Inn S350FL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

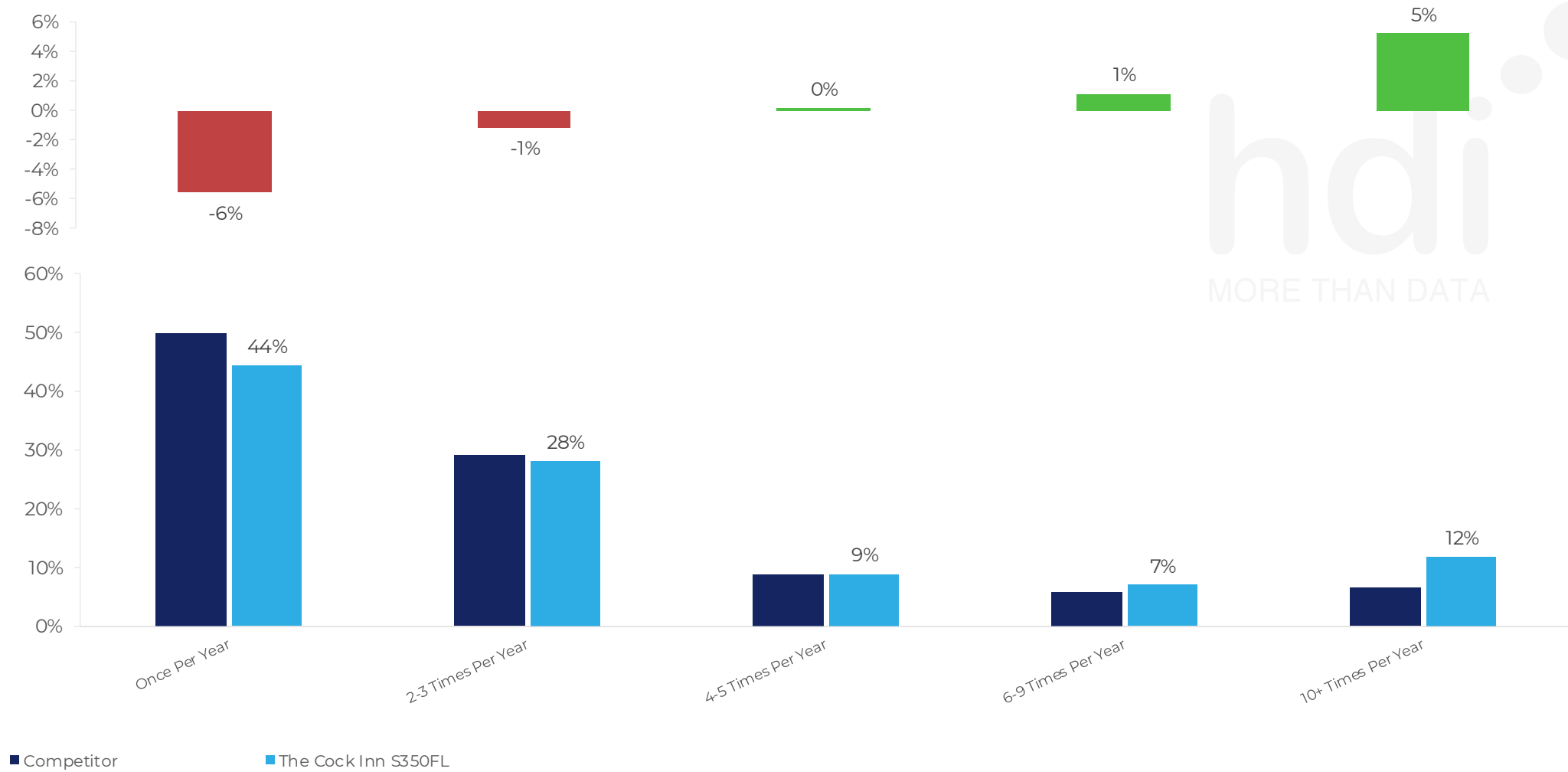




Visit Frequency

How frequently per year do customers visit The Cock Inn S350FL versus its competitors?

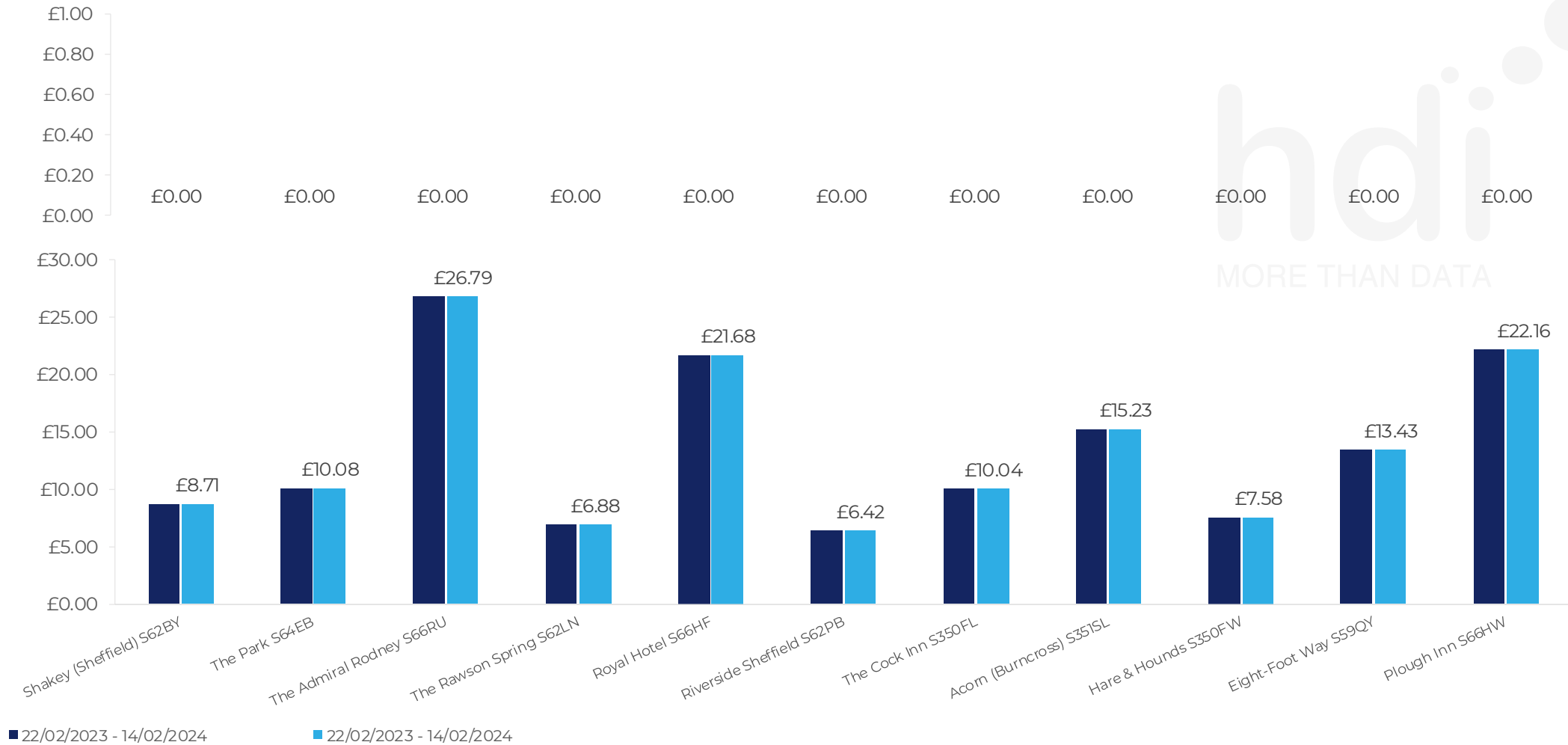
% of customer numbers for The Cock Inn S350FL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

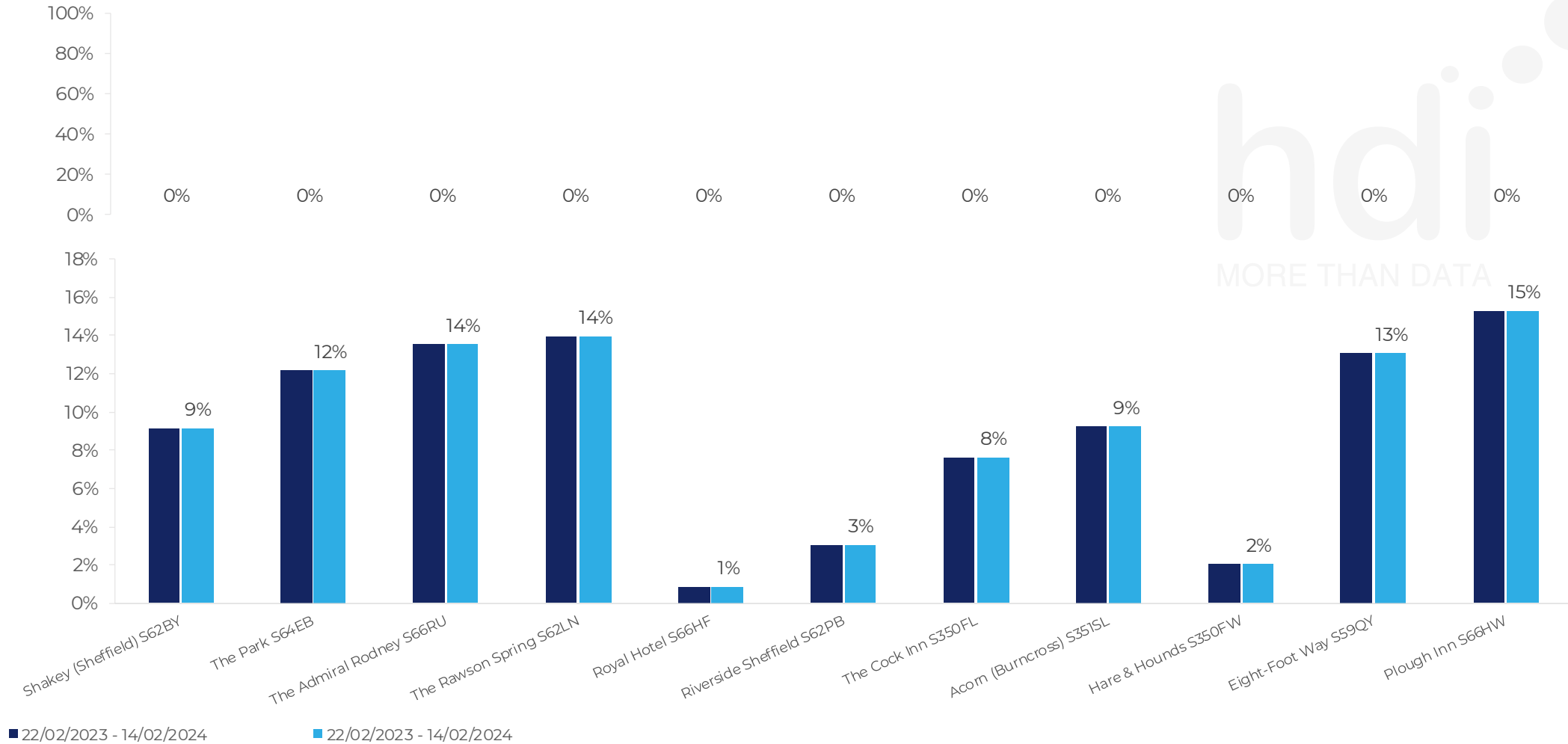
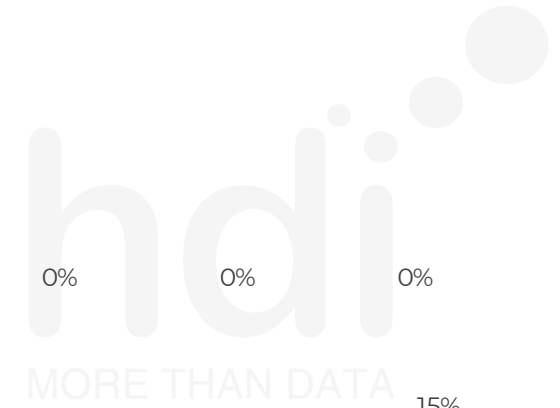




Market Share Change

How has market share changed between two date ranges?

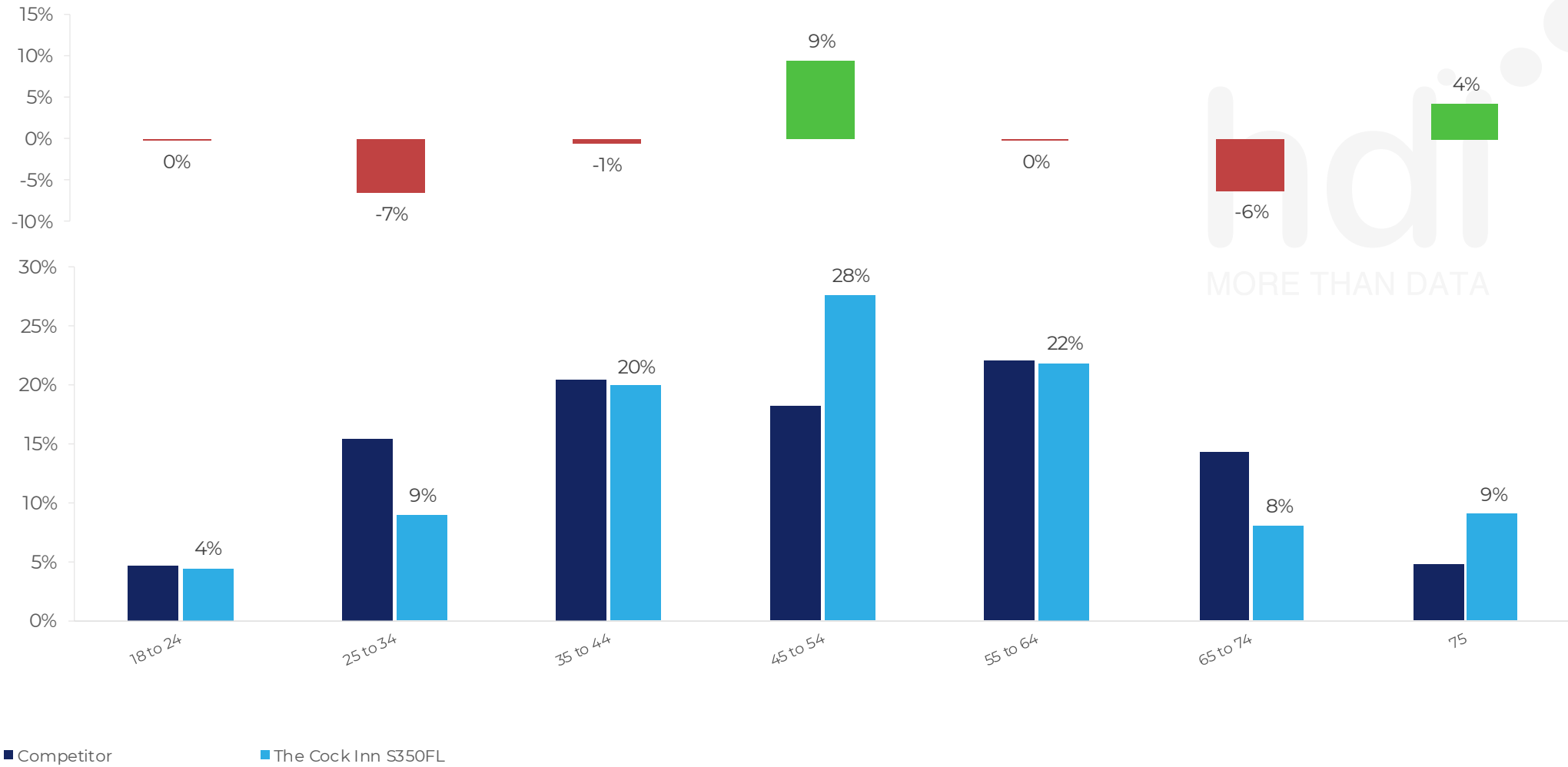
% of market share spend for The Cock Inn S350FL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024





How does the age profile of customers who visit The Cock Inn S350FL compare versus its competitors?

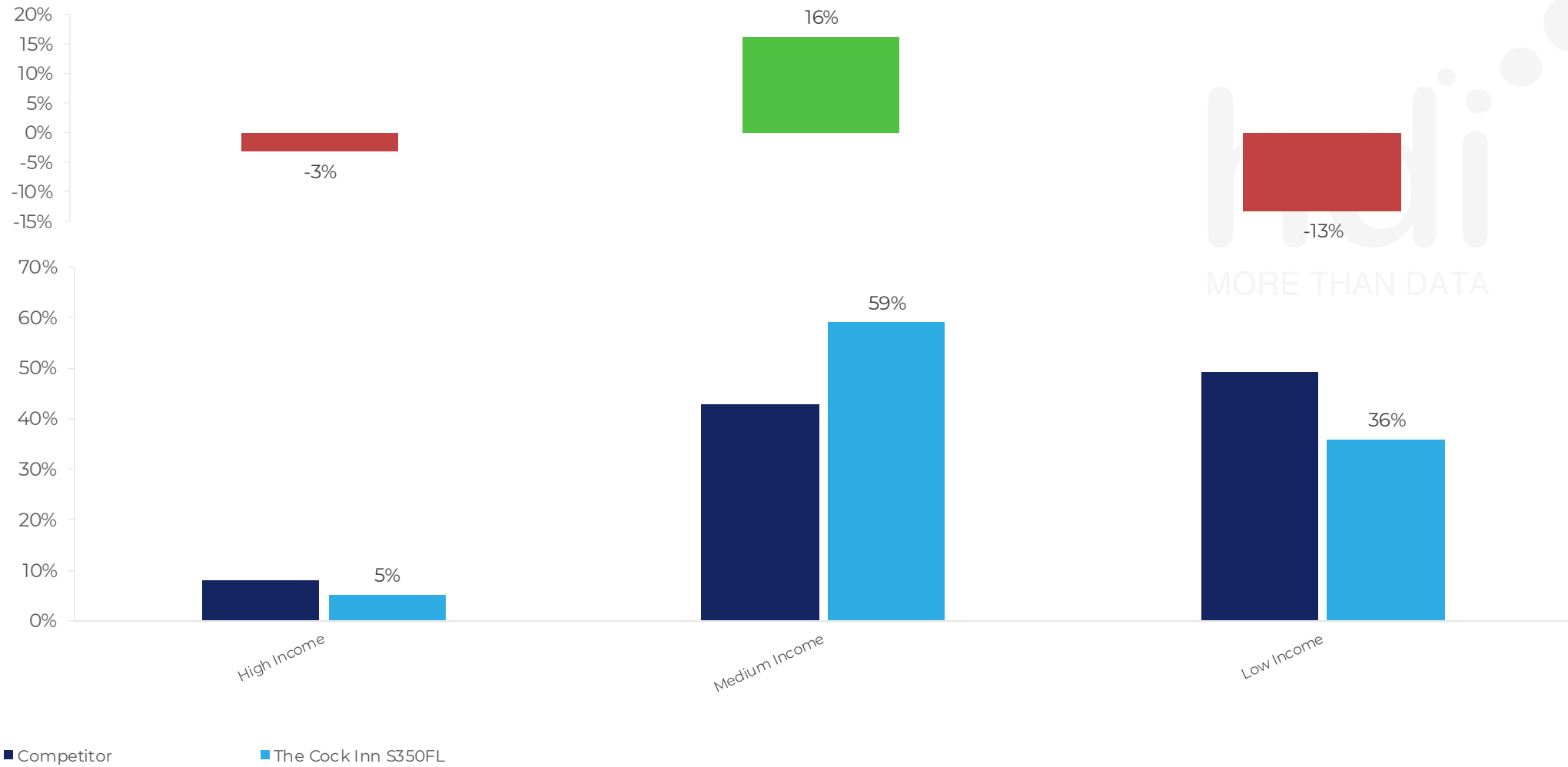
% of spend for The Cock Inn S350FL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range





How does the affluence of customers who visit The Cock Inn S350FL compare versus its competitors?

% of spend for The Cock Inn S350FL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

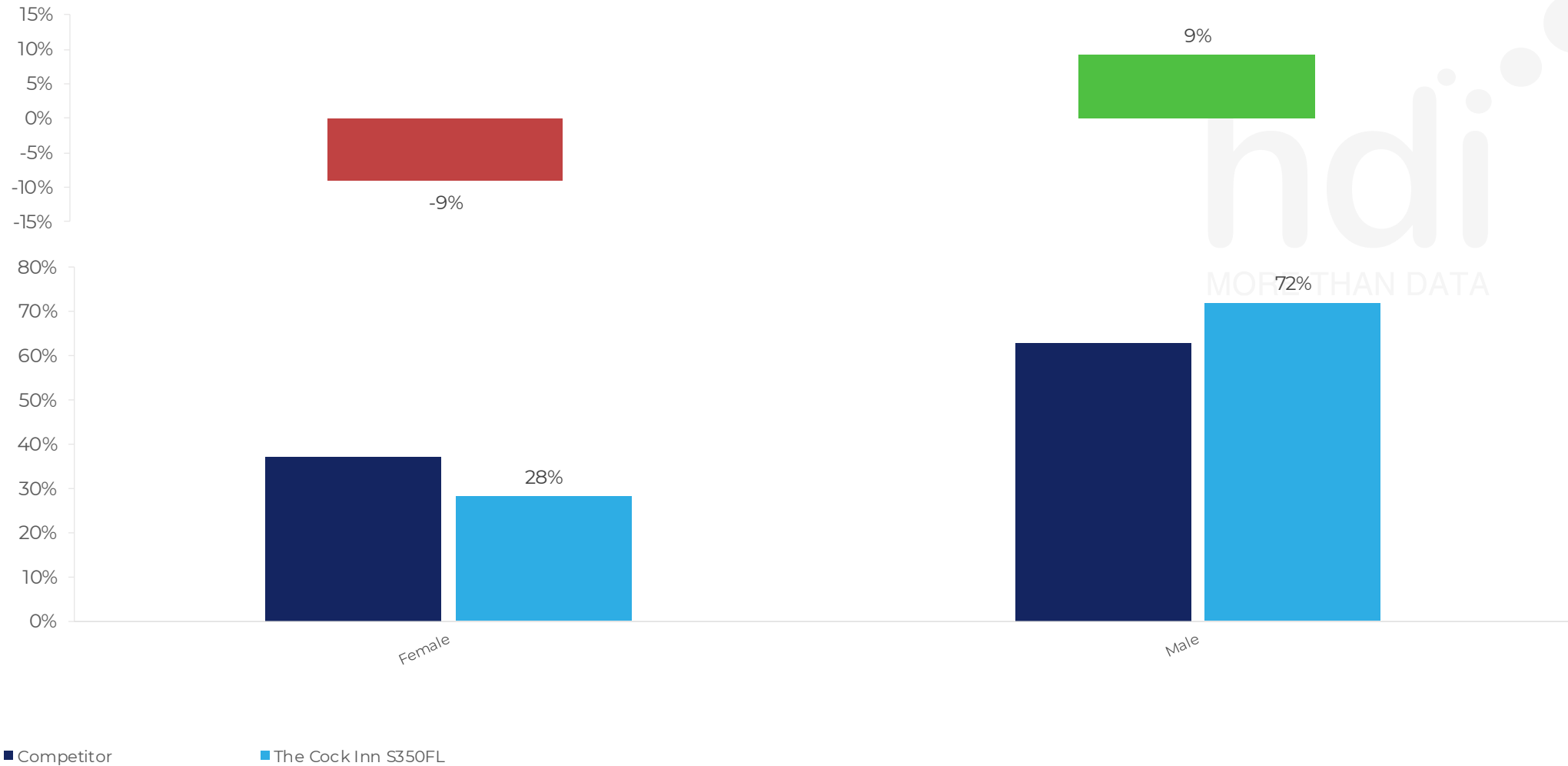




Gender

How does the gender profile of customers who visit The Cock Inn S350FL compare versus its competitors?

% of spend for The Cock Inn S350FL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

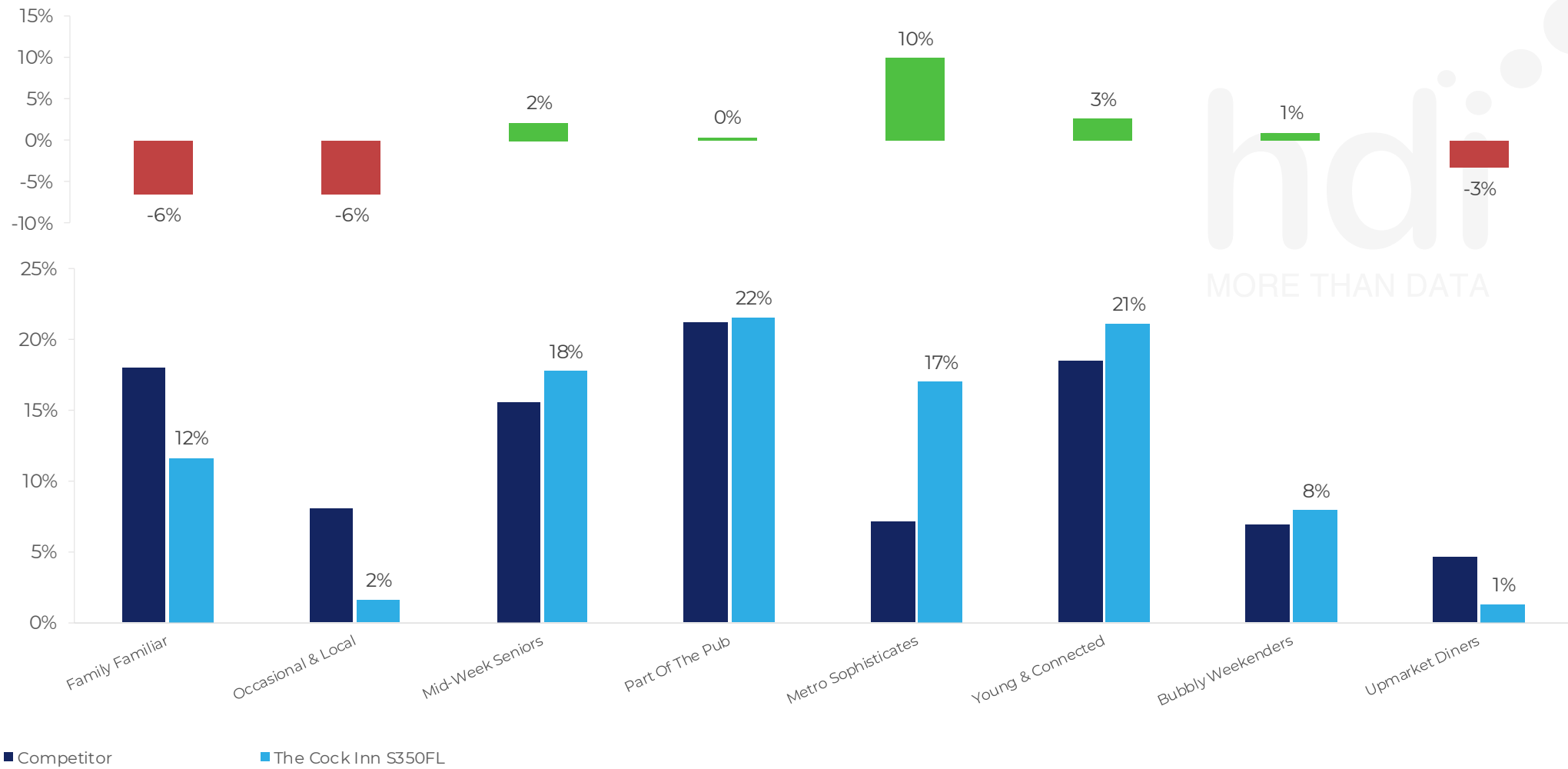




Punch Segmentation

How does the Custom segmentation profile of customers who visit The Cock Inn S350FL compare versus its competitors?

% of spend for The Cock Inn S350FL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

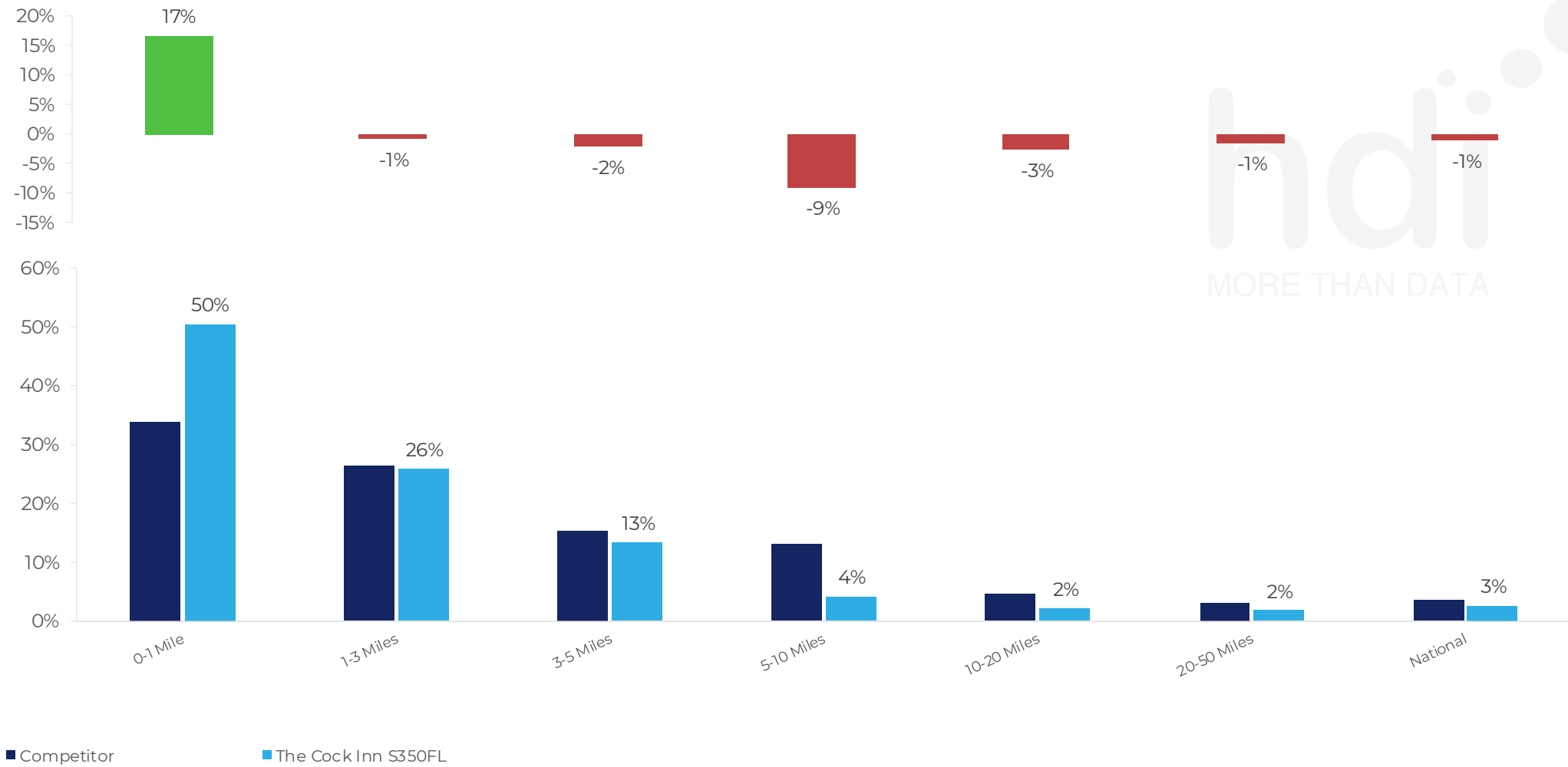




Spend by Distance

How does the spend profile of The Cock Inn S350FL compare versus its competitors based on travel distances?

% of spend for The Cock Inn S350FL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

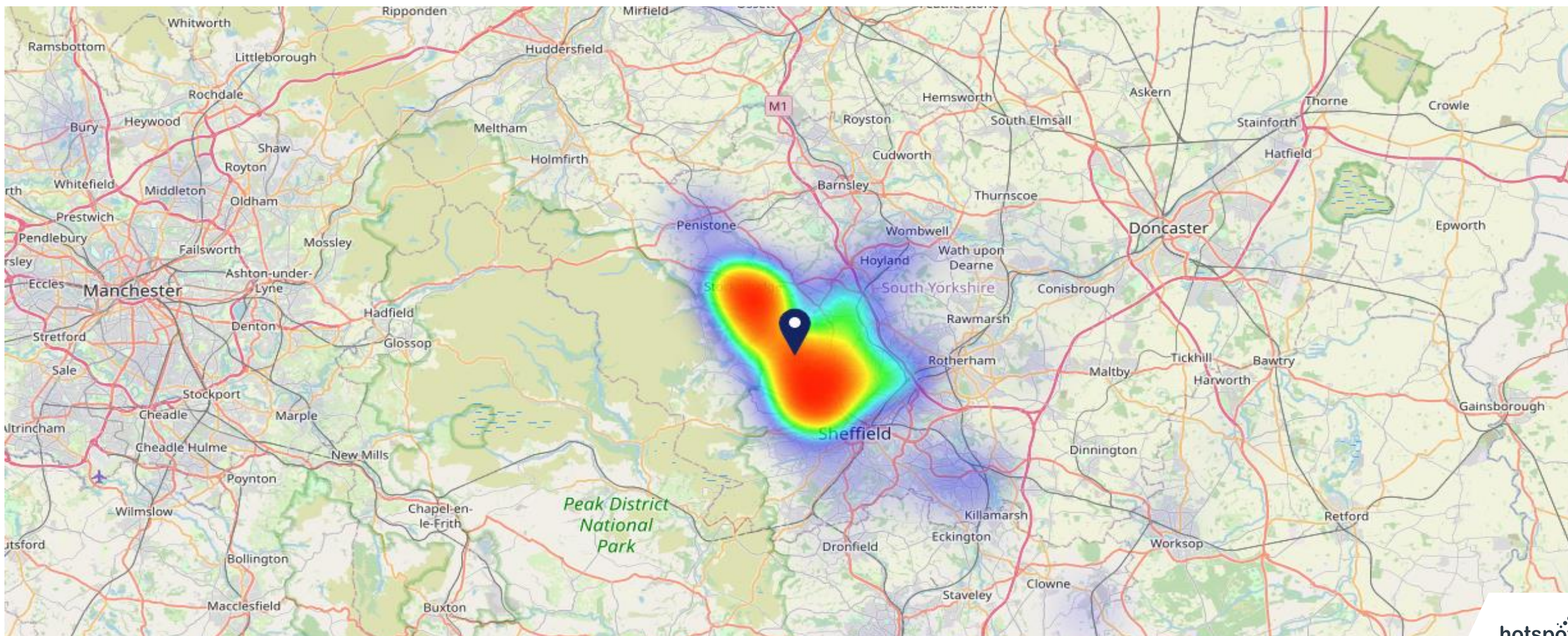




Map of Guest Origin

Where do customers of The Cock Inn S350FL come from?

Where do customers of The Cock Inn S350FL for 22/02/2023 - 14/02/2024 live

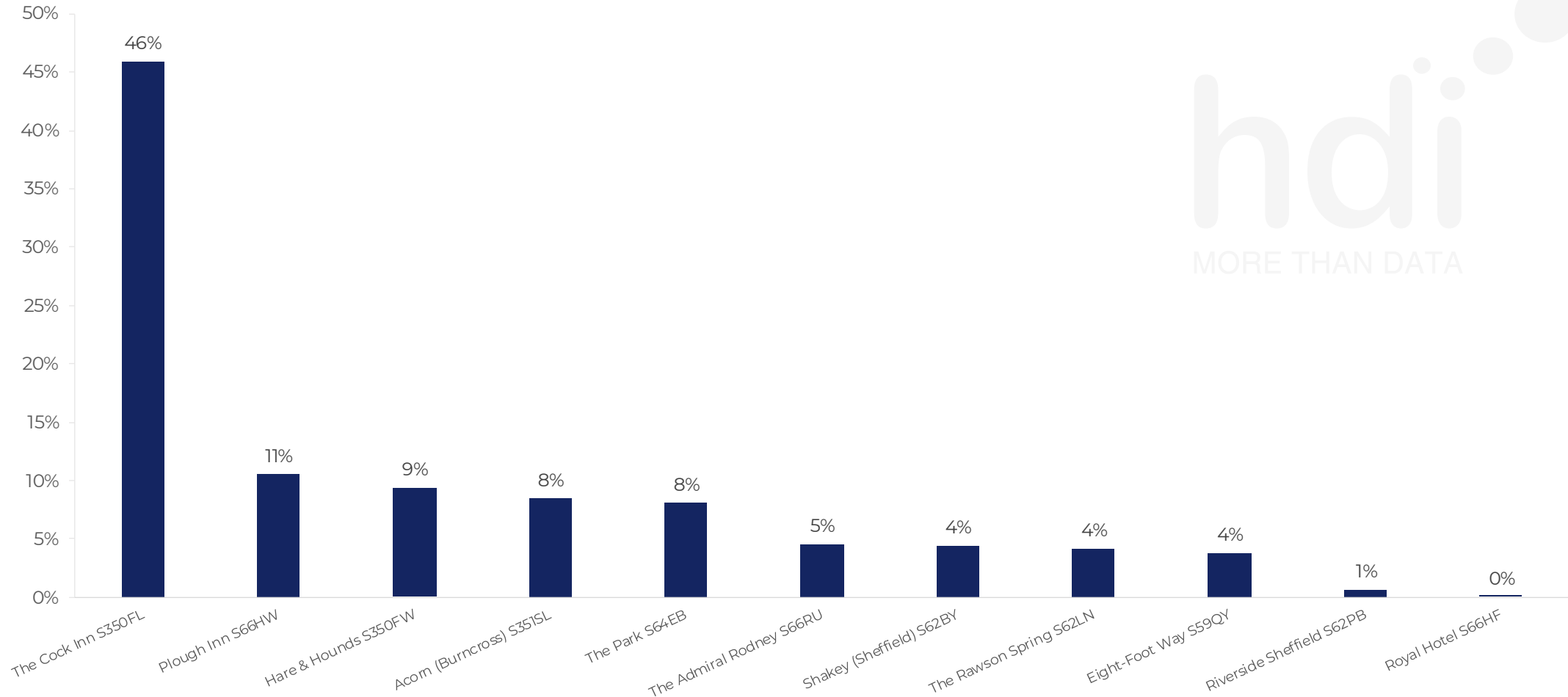




Share of Wallet

What are the Top 20 venues (by spend) that customers of The Cock Inn S350FL also visit?

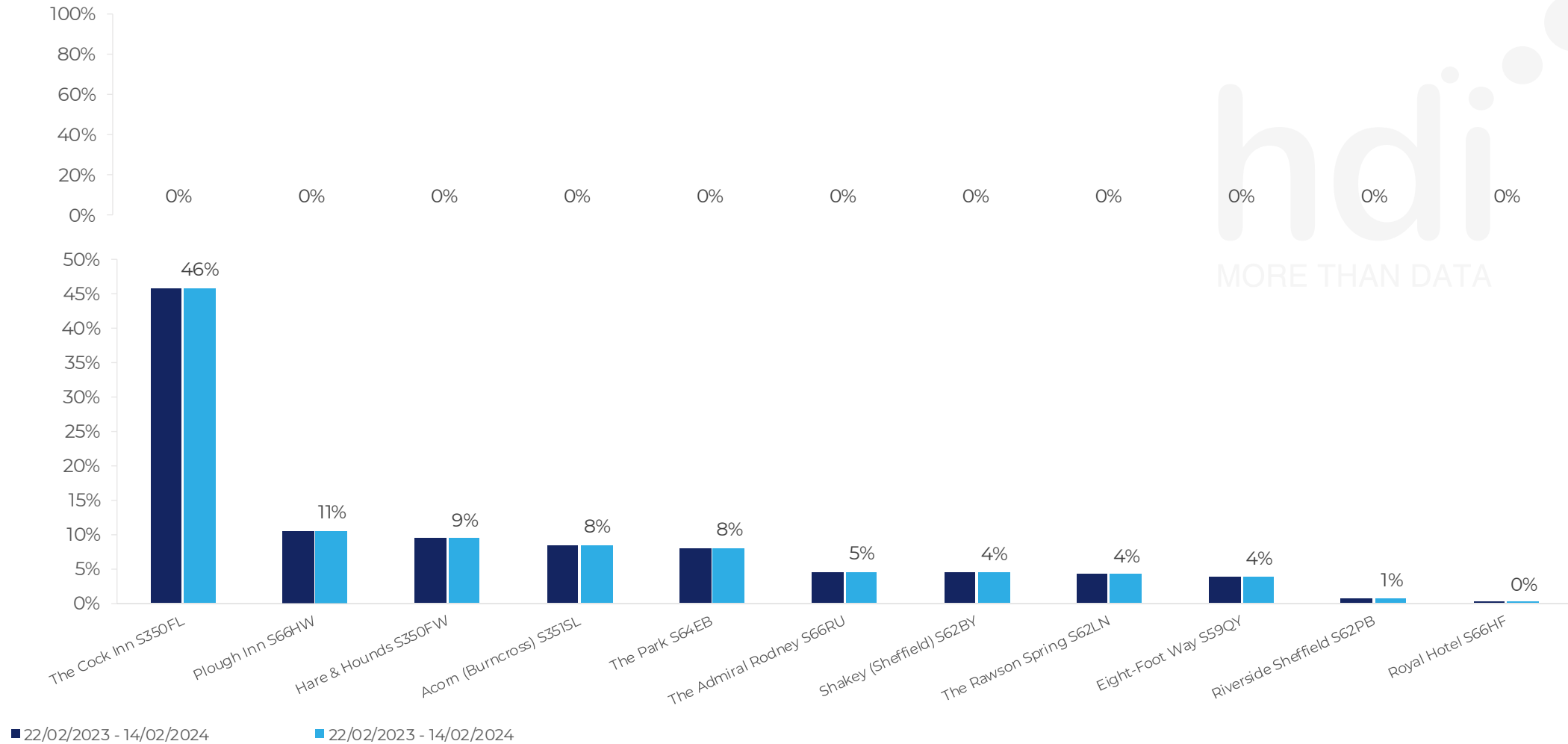
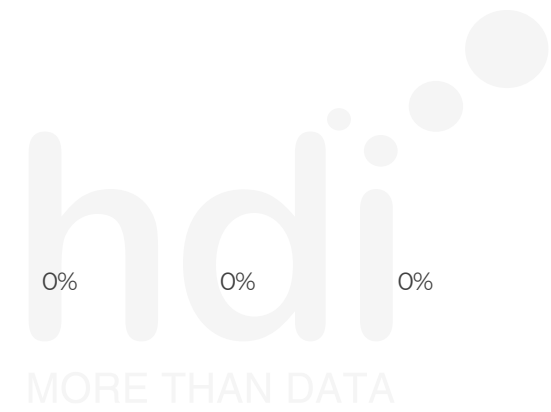
For customers of The Cock Inn S350FL, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of The Cock Inn S350FL changed between two date ranges?





Market Summary

How does the local area for The Cock Inn S350FL 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	£1.51M	5	£3.31M	5	£4.57M	3	£57.24 M	5
Weekpart	Mon - Thu	25.7%	1	32.9%	1	34.5%	1	41.8%	6
Weekpart	Fri - Sat	54.8%	10	47.6%	8	45.9%	8	43.0%	7
Weekpart	Sun	19.5%	9	19.5%	9	19.7%	10	15.2%	4
Age	18 to 24	8.6%	7	6.1%	6	4.7%	3	5.3%	4
Age	25 to 34	10.7%	1	14.4%	2	12.6%	1	15.3%	2
Age	35 to 44	23.6%	6	22.3%	5	20.4%	3	23.7%	6
Age	45 to 54	33.0%	10	27.9%	10	27.9%	10	20.9%	7
Age	55 to 64	15.4%	5	17.9%	7	20.6%	9	20.7%	9
Age	65 to 74	5.5%	5	7.8%	7	8.3%	7	9.9%	9
Age	75+	3.2%	7	3.6%	7	5.5%	9	4.2%	8
CAMEO	Business Elite	0.5%	1	1.7%	2	1.8%	1	2.5%	1
CAMEO	Prosperous Professionals	6.5%	6	7.0%	7	6.7%	6	4.0%	2
CAMEO	Flourishing Society	2.4%	1	4.5%	1	5.7%	2	4.0%	1
CAMEO	Content Communities	11.5%	5	13.6%	7	17.1%	9	11.1%	3
CAMEO	White Collar Neighbourhoods	6.1%	2	6.5%	2	7.3%	2	6.4%	1
CAMEO	Enterprising Mainstream	16.3%	10	12.3%	9	10.5%	7	8.2%	5
CAMEO	Paying The Mortgage	25.7%	10	24.5%	10	23.2%	10	21.0%	10
CAMEO	Cash Conscious Communities	22.0%	10	20.5%	10	19.2%	10	19.6%	10
CAMEO	On A Budget	4.5%	3	4.1%	3	4.0%	2	6.7%	6
CAMEO	Family Value	4.5%	7	5.1%	7	4.5%	7	16.6%	10
Affluence	AB	9.5%	2	13.2%	2	14.2%	2	10.4%	1
Affluence	C1C2	59.6%	9	57.0%	9	58.1%	9	46.7%	4
Affluence	DE	30.9%	8	29.8%	8	27.6%	8	42.9%	10

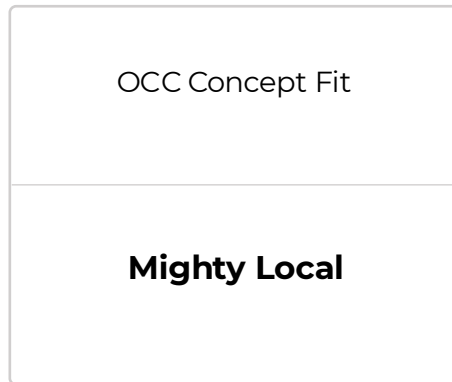


Site Potential 1

Site Characteristics

£3000

£18000



Achievable Average Weekly
Takings

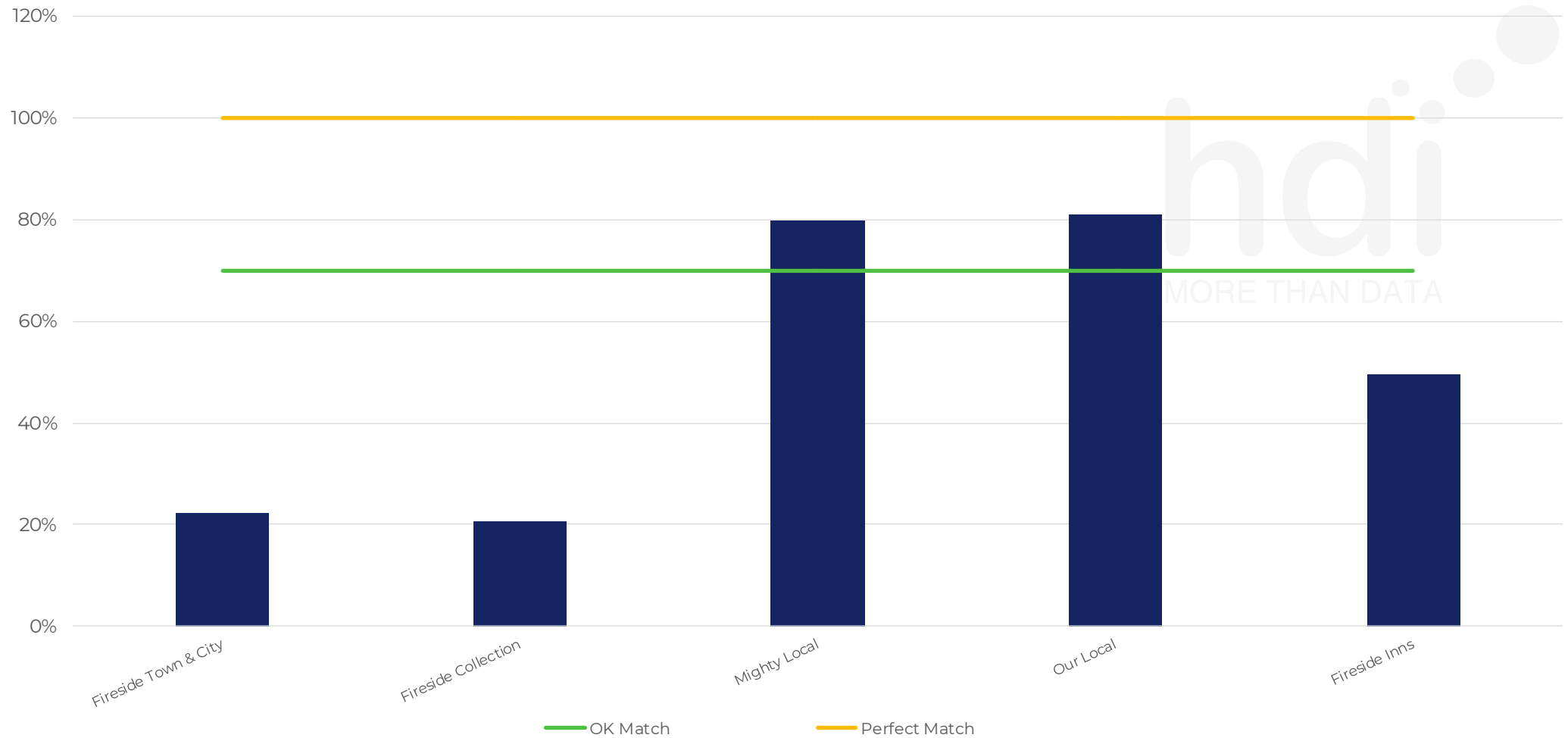
£11000

- 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

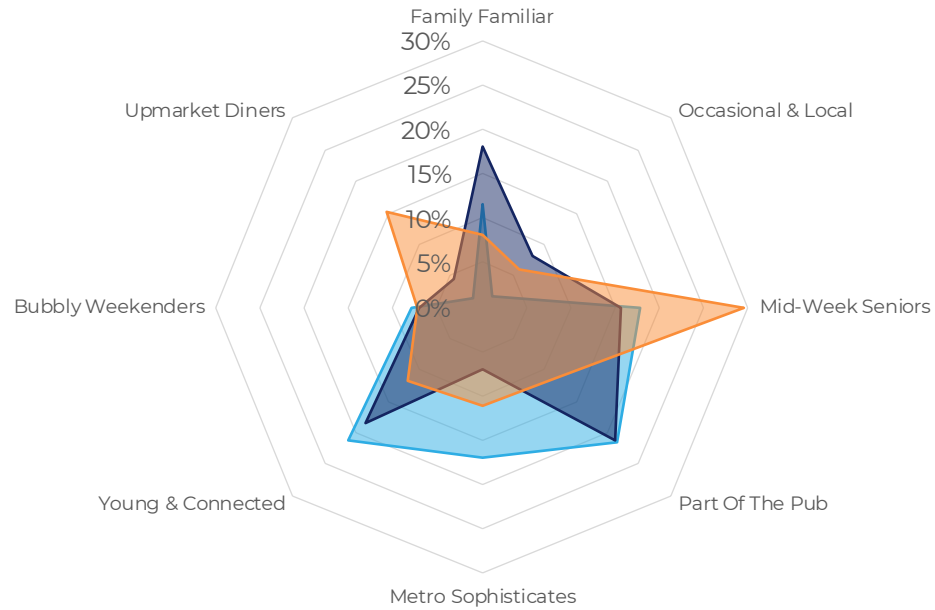
Concept Recommendation





Local Market Profile

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



■ The Cock Inn

■ 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
The Cock Inn	270	11.65%	1.62%	17.75%	21.57%	17.01%	21.13%	7.92%	1.31%
Local Catchment	2478	18.03%	8.02%	15.57%	21.18%	7.08%	18.53%	6.95%	4.60%
Punch T&L	111248	8.05%	5.96%	29.57%	11.28%	11.20%	11.65%	7.19%	15.07%
The Cock Inn vs Local Catchment		-6.38%	-6.40%	2.18%	0.39%	9.93%	2.60%	0.97%	-3.29%
The Cock Inn vs Punch T&L		3.60%	-4.34%	-11.82%	10.29%	5.81%	9.48%	0.73%	-13.76%
Local Catchment vs Punch T&L		9.98%	2.06%	-14.00%	9.90%	-4.12%	6.88%	-0.24%	-10.47%



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
The Cock Inn S350FL	270	11.65%	1.62%	17.75%	21.57%	17.01%	21.13%	7.92%	1.31%
Plough Inn S66HW	551	19.38%	3.32%	36.38%	5.95%	6.75%	9.28%	7.37%	11.52%
Hare & Hounds S350FW	104	8.07%	4.62%	10.40%	56.58%	10.54%	5.24%	2.43%	2.09%
Acorn (Burncross) S351SL	249	25.33%	1.43%	32.99%	9.04%	11.87%	10.54%	5.75%	3.02%
The Park S64EB	454	16.15%	9.70%	5.45%	37.45%	4.67%	18.52%	6.88%	1.14%
The Admiral Rodney S66RU	437	17.21%	5.86%	22.47%	5.59%	9.39%	13.18%	14.71%	11.55%
Shakey (Sheffield) S62BY	389	7.91%	7.72%	1.71%	28.39%	11.34%	38.55%	3.94%	0.40%
The Rawson Spring S62LN	992	9.97%	14.08%	5.41%	28.54%	8.18%	25.44%	6.09%	2.25%
Eight-Foot Way S59QY	356	36.15%	7.81%	4.92%	22.59%	0.95%	22.16%	4.74%	0.63%
Riverside Sheffield S62PB	165	4.85%	28.30%	0.83%	36.31%	3.62%	20.62%	2.69%	2.73%
Royal Hotel S66HF	35	0.94%	0.41%	69.93%	2.42%	2.53%	4.01%	8.72%	11.00%