

Site Summary



Red Lion WF20EE

WF20EE

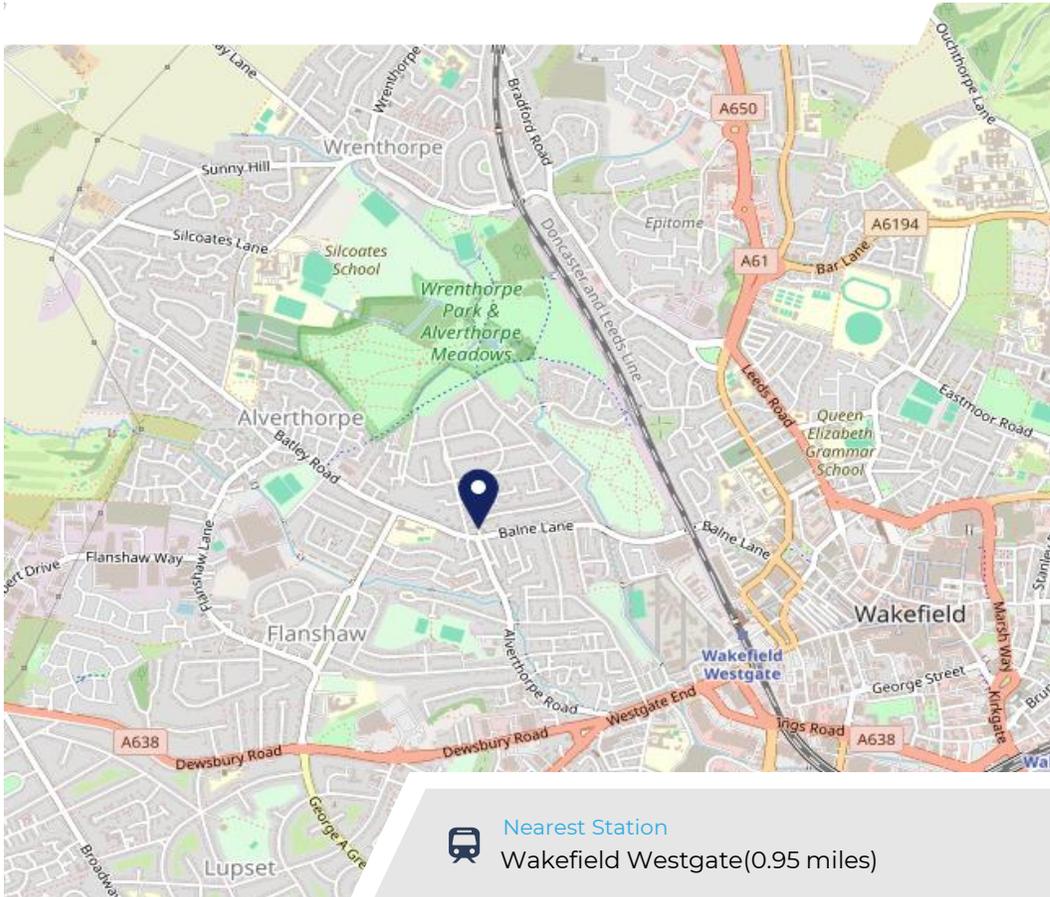
Punch T&L

Work Area
Wakefield and Castleford

Region
Yorkshire and The Humber

TV Region
Yorkshire

Urbanicity
Urban major conurbation



ATV
£4.77



Gender
60.19%
Male



Affluence
66.65%
Low Income



Segmentation
62.68%
Family Value



Age Group
33.84%
45 to 54



Visit Day
25.67%
Fri

Top Competitors

Magnet Lupset **#1**
WF28DA
 Craft Union

Redoubt **#2**
WF28TS
 Pub / Bar

Wakefield Sports Club **#3**
WF13RR
 Clubs

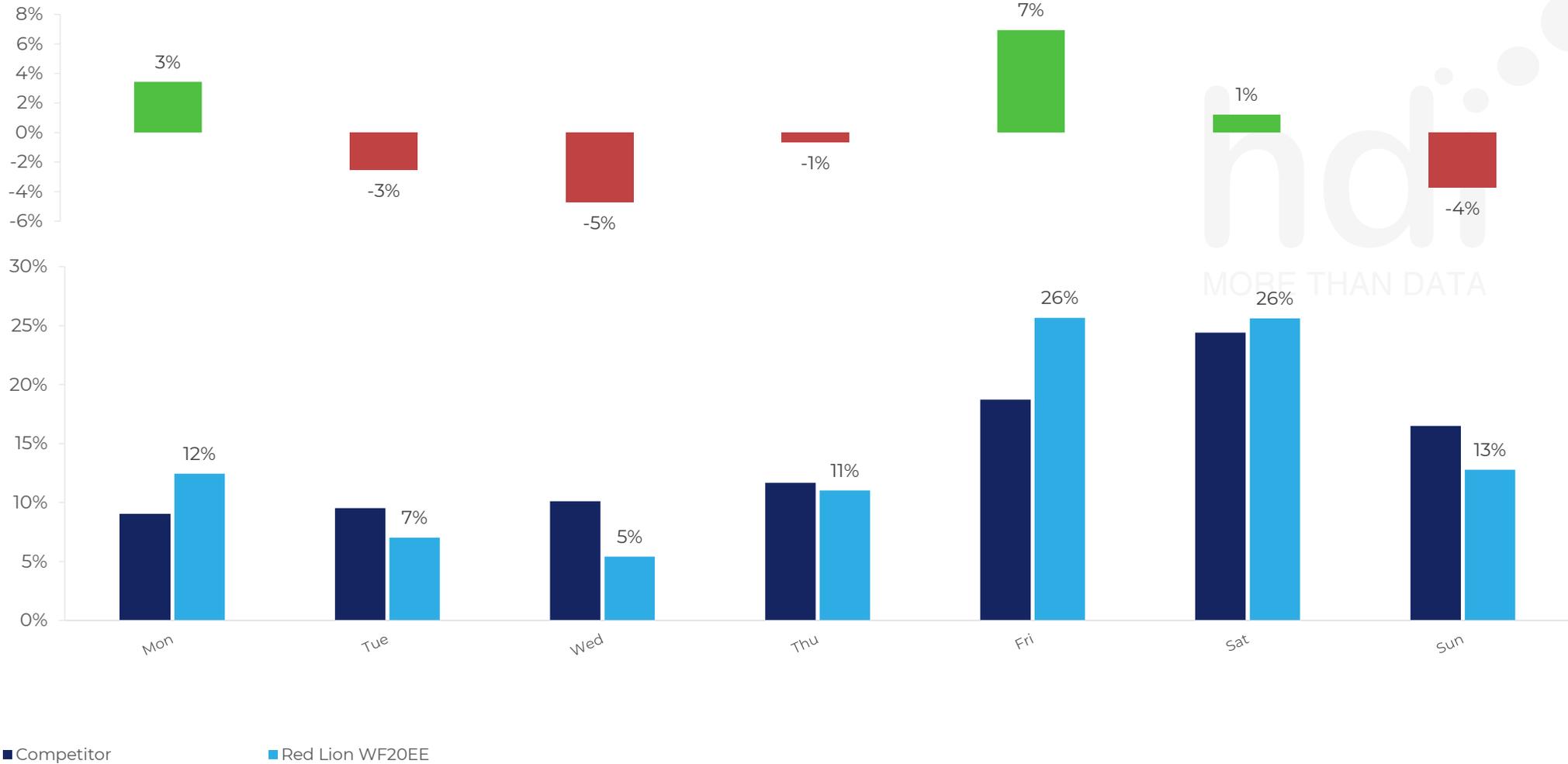


Nearest Station
Wakefield Westgate(0.95 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Red Lion WF20EE versus its competitors?

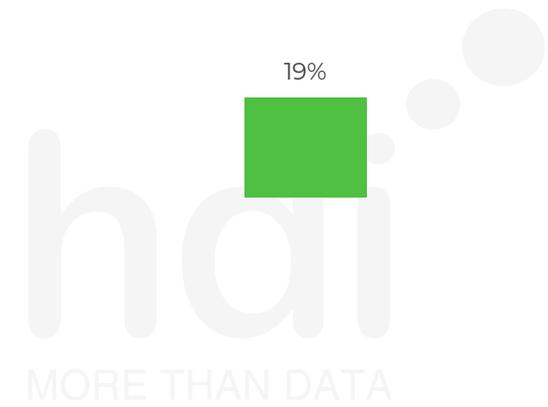
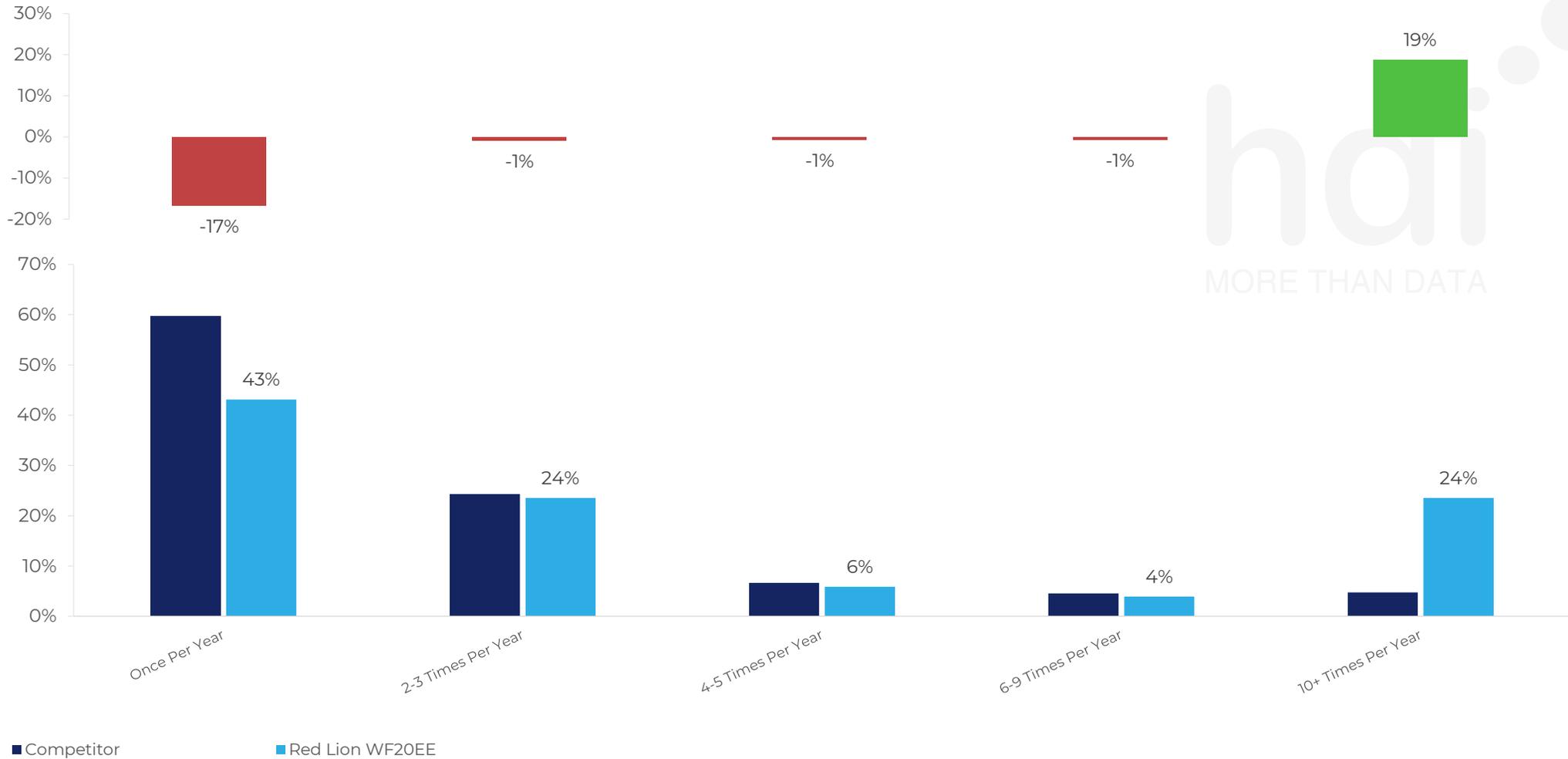
% of spend for Red Lion WF20EE and 356 Chains in 10 Miles from 16/10/2024 - 08/10/2025 split by Day of Week



Visit Frequency

How frequently per year do customers visit Red Lion WF20EE versus its competitors?

% of customer numbers for Red Lion WF20EE and 356 Chains in 10 Miles from 16/10/2024 - 08/10/2025 and the number of visits made Per Annum



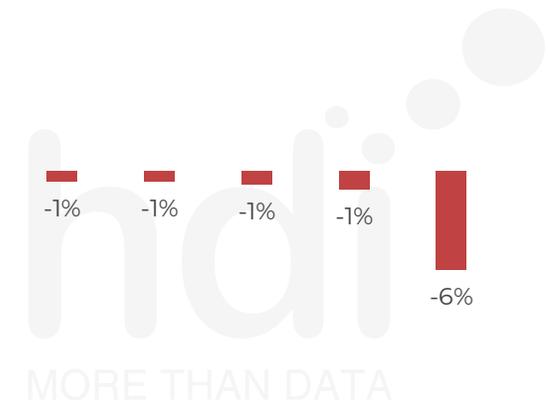
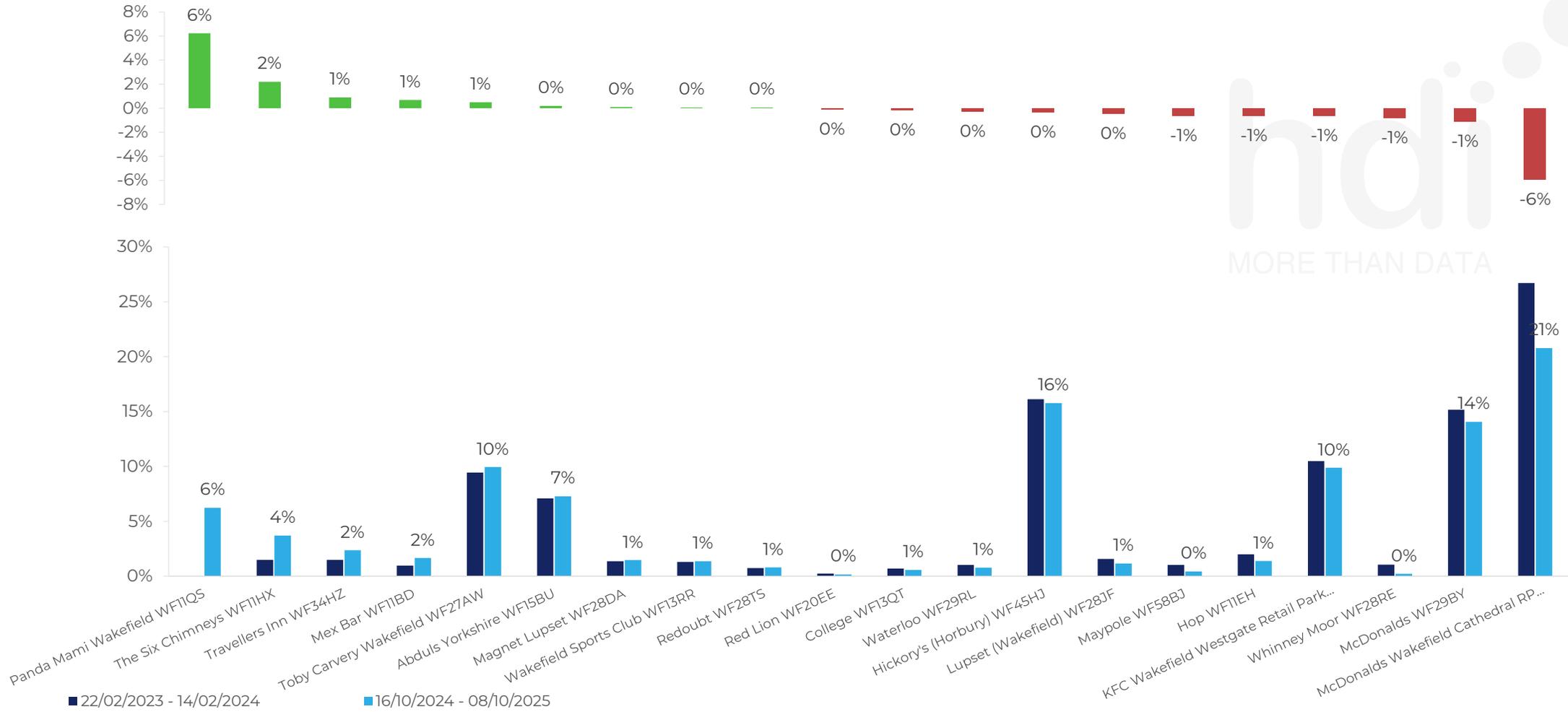
Competitor

Red Lion WF20EE

Market Share Change

How has market share changed between two date ranges?

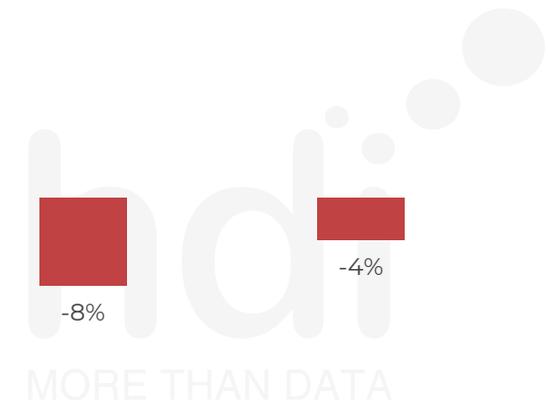
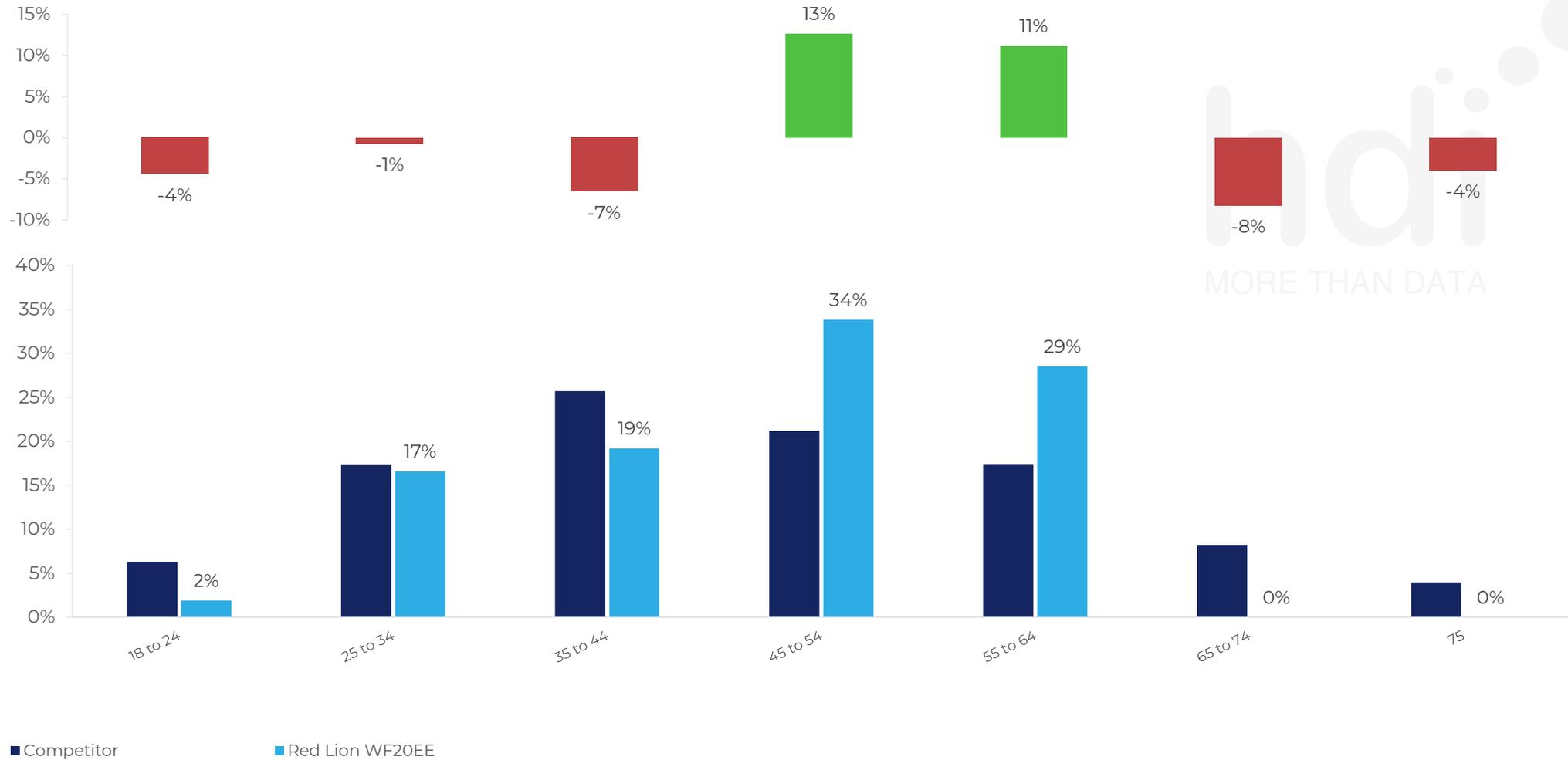
% of market share spend for Red Lion WF20EE and 356 Chains in 10 Miles from 16/10/2024 - 08/10/2025



Age

How does the age profile of customers who visit Red Lion WF20EE compare versus its competitors?

% of spend for Red Lion WF20EE and 356 Chains in 10 Miles from 16/10/2024 - 08/10/2025 split by Age Range

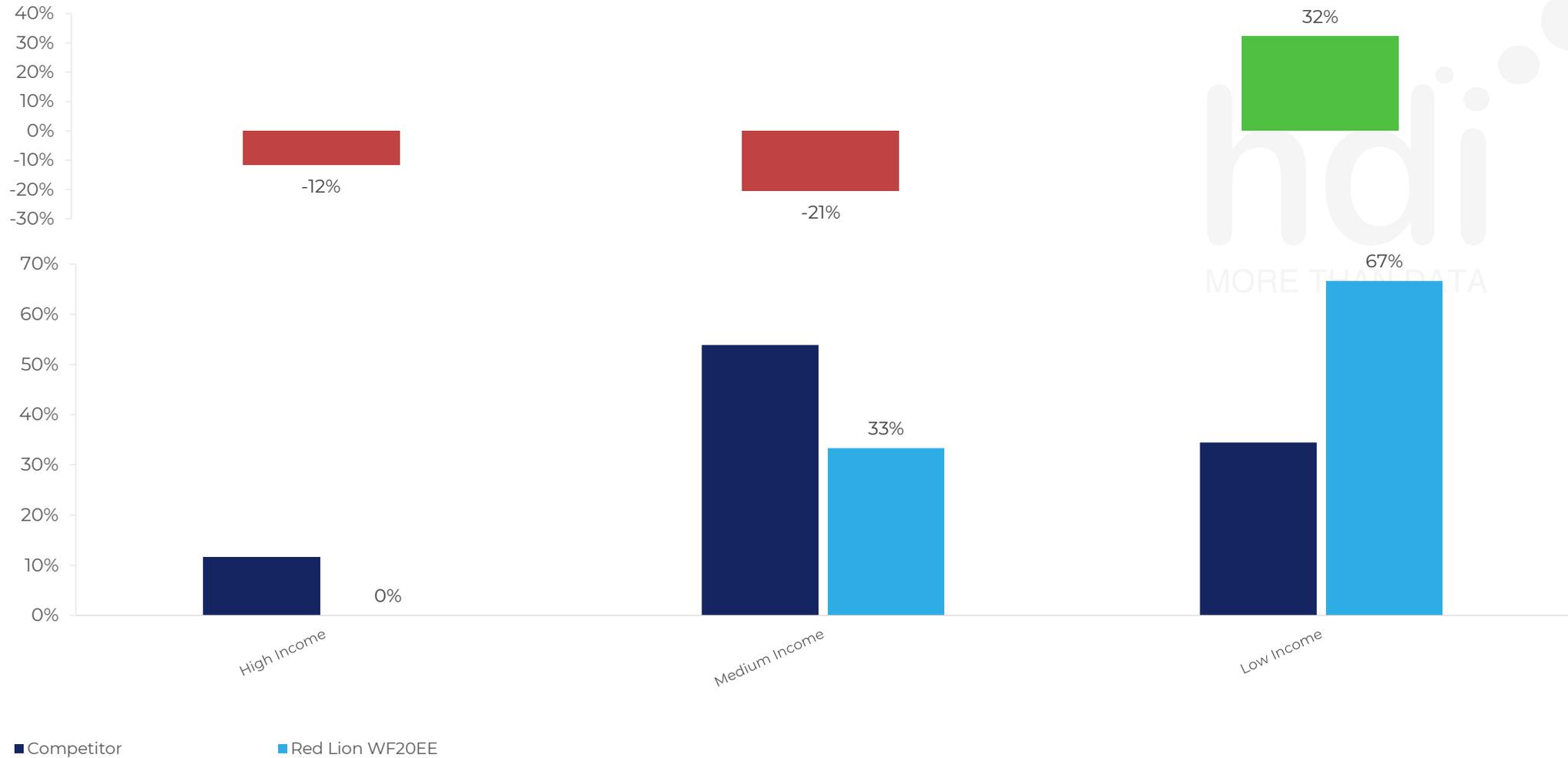


■ Competitor ■ Red Lion WF20EE

Affluence

How does the affluence of customers who visit Red Lion WF20EE compare versus its competitors?

% of spend for Red Lion WF20EE and 356 Chains in 10 Miles from 16/10/2024 - 08/10/2025 split by Affluence

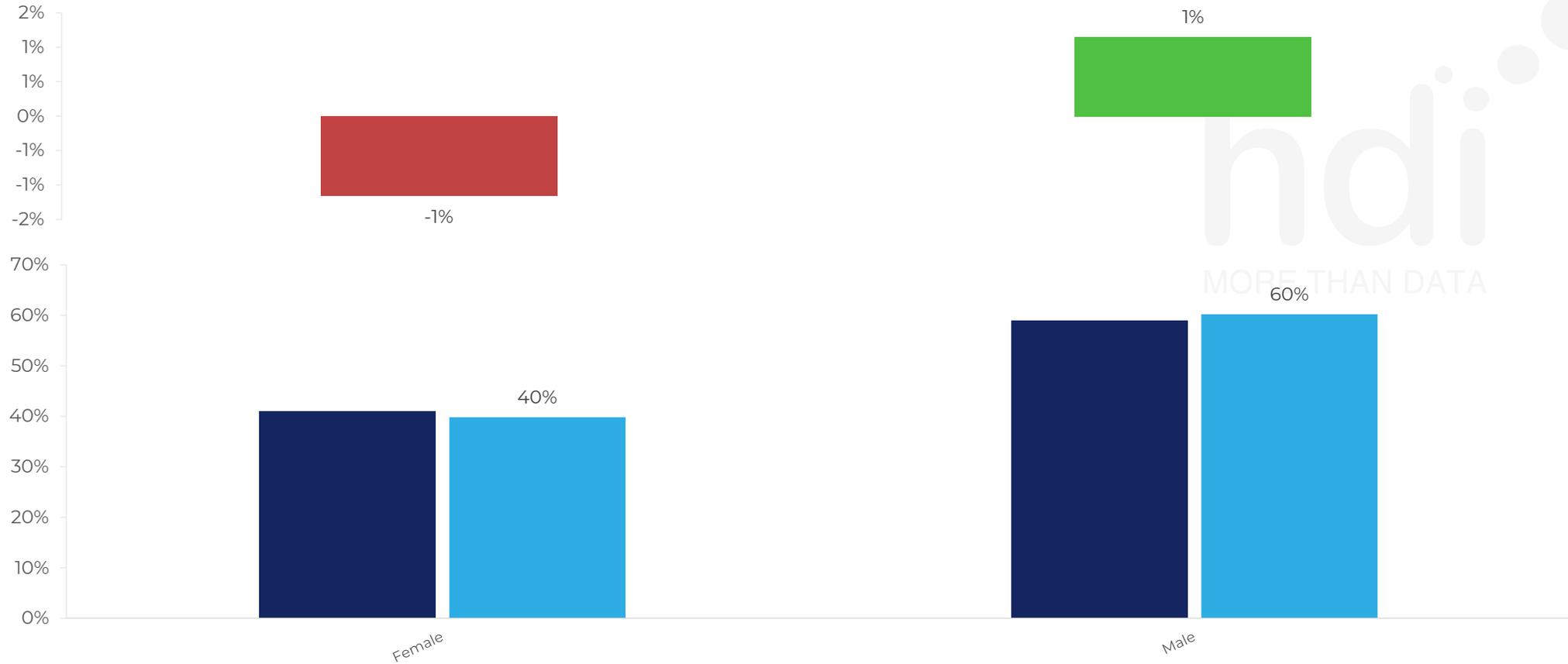




Gender

How does the gender profile of customers who visit Red Lion WF20EE compare versus its competitors?

% of spend for Red Lion WF20EE and 356 Chains in 10 Miles from 16/10/2024 - 08/10/2025 split by Gender



■ Competitor

■ Red Lion WF20EE

SEGMENT SNAPSHOTS

1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.



2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.



3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.



4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.



5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.



6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.



7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.



8 – UPMARKET DINERS

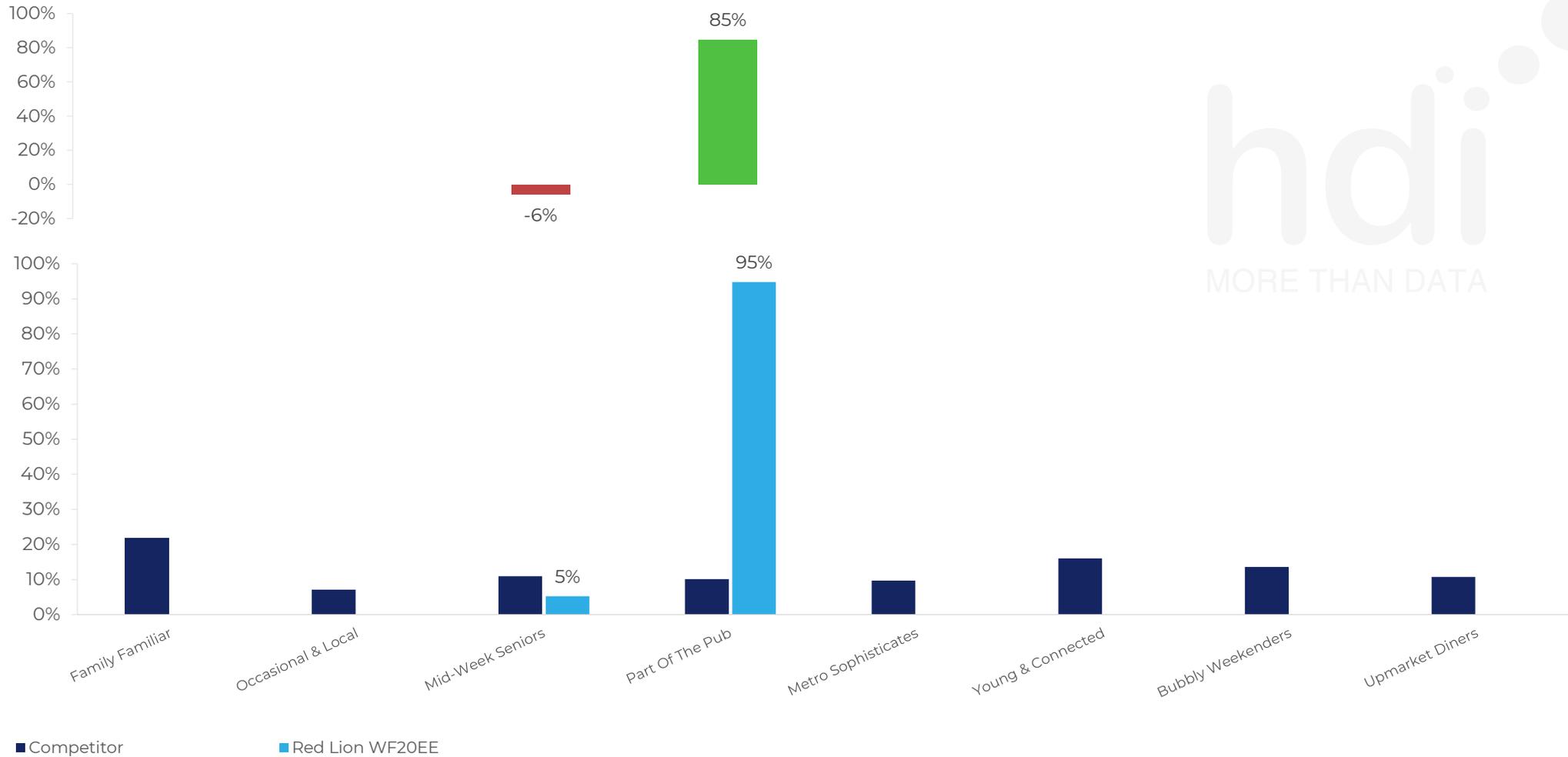
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.



Punch Segmentation

How does the Custom segmentation profile of customers who visit Red Lion WF20EE compare versus its competitors?

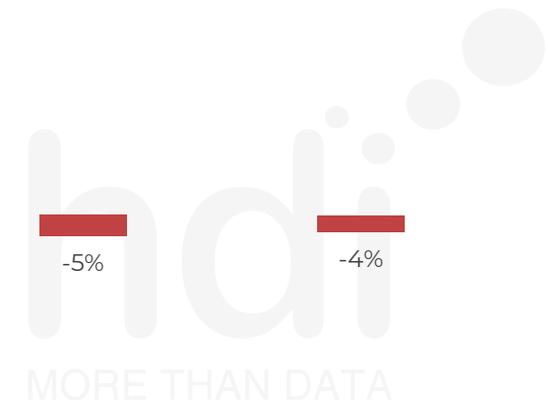
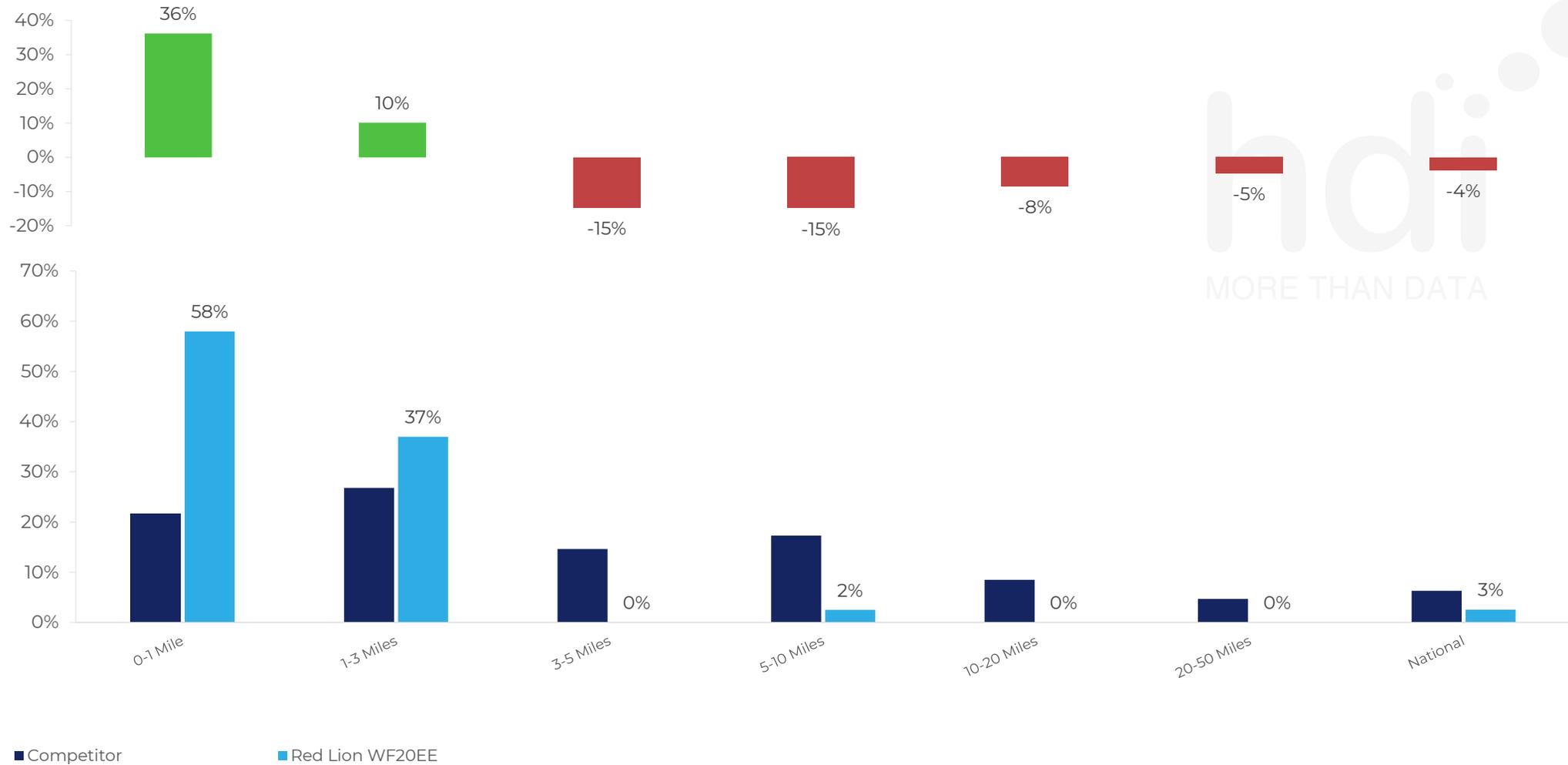
% of spend for Red Lion WF20EE and 356 Chains in 10 Miles from 16/10/2024 - 08/10/2025 split by Segment



Spend by Distance

How does the spend profile of Red Lion WF20EE compare versus its competitors based on travel distances?

% of spend for Red Lion WF20EE and 356 Chains in 10 Miles from 16/10/2024 - 08/10/2025 split by Distance travelled

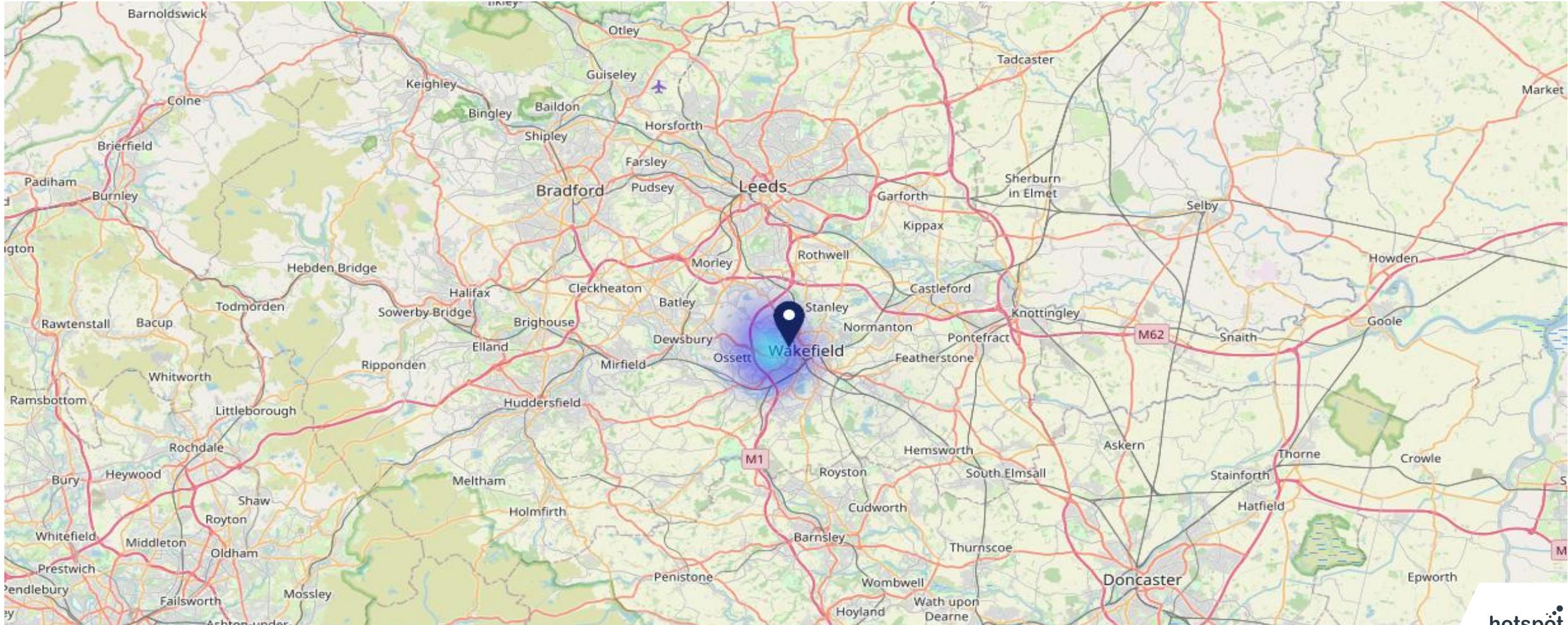




Map of Guest Origin

Where do customers of Red Lion WF20EE come from?

Where do customers of Red Lion WF20EE for 16/10/2024 - 08/10/2025 live

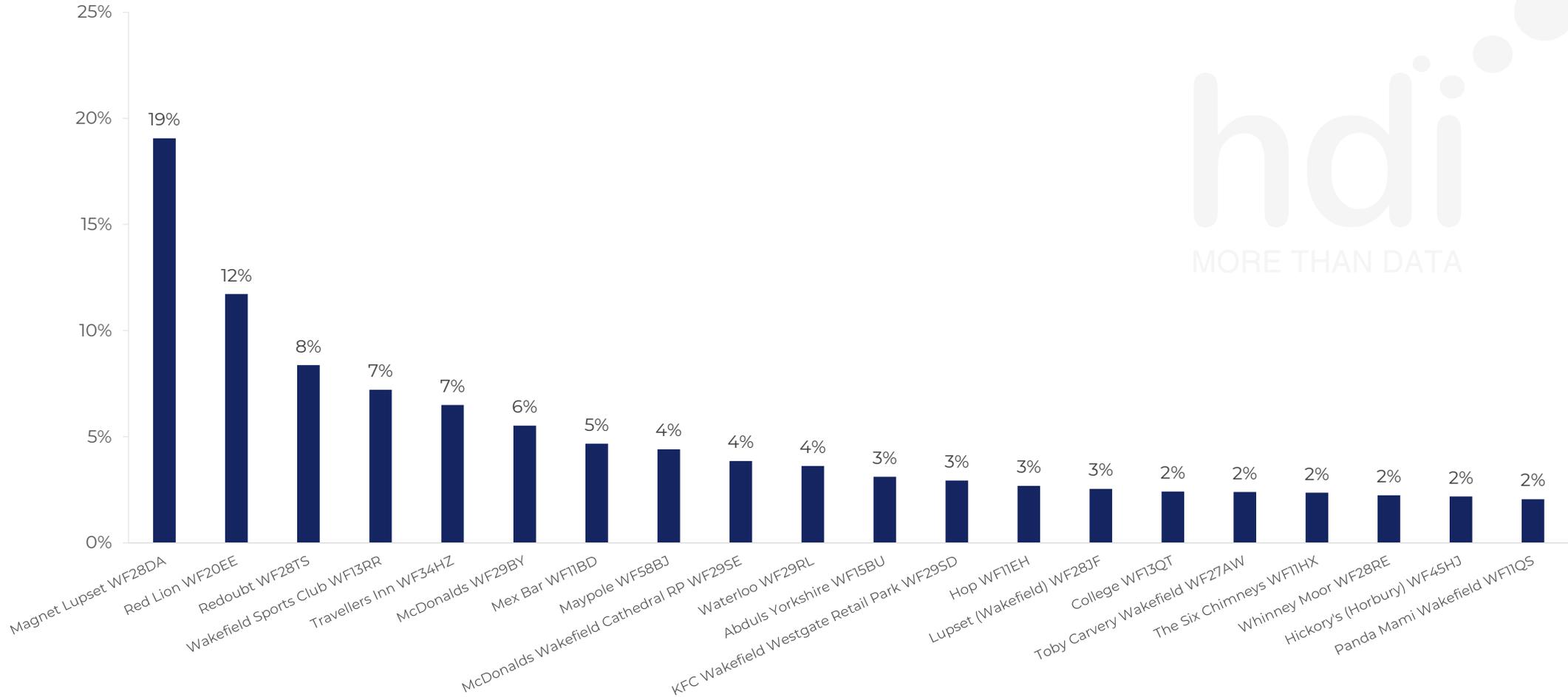




Share of Wallet

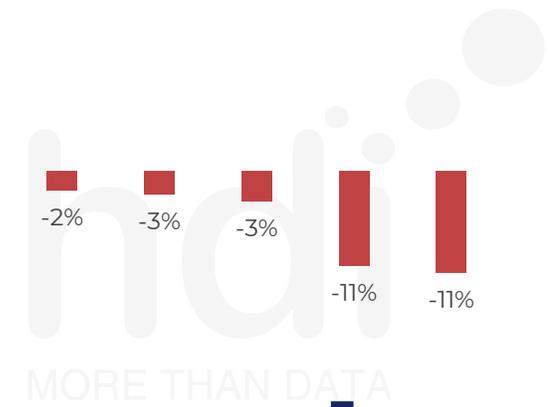
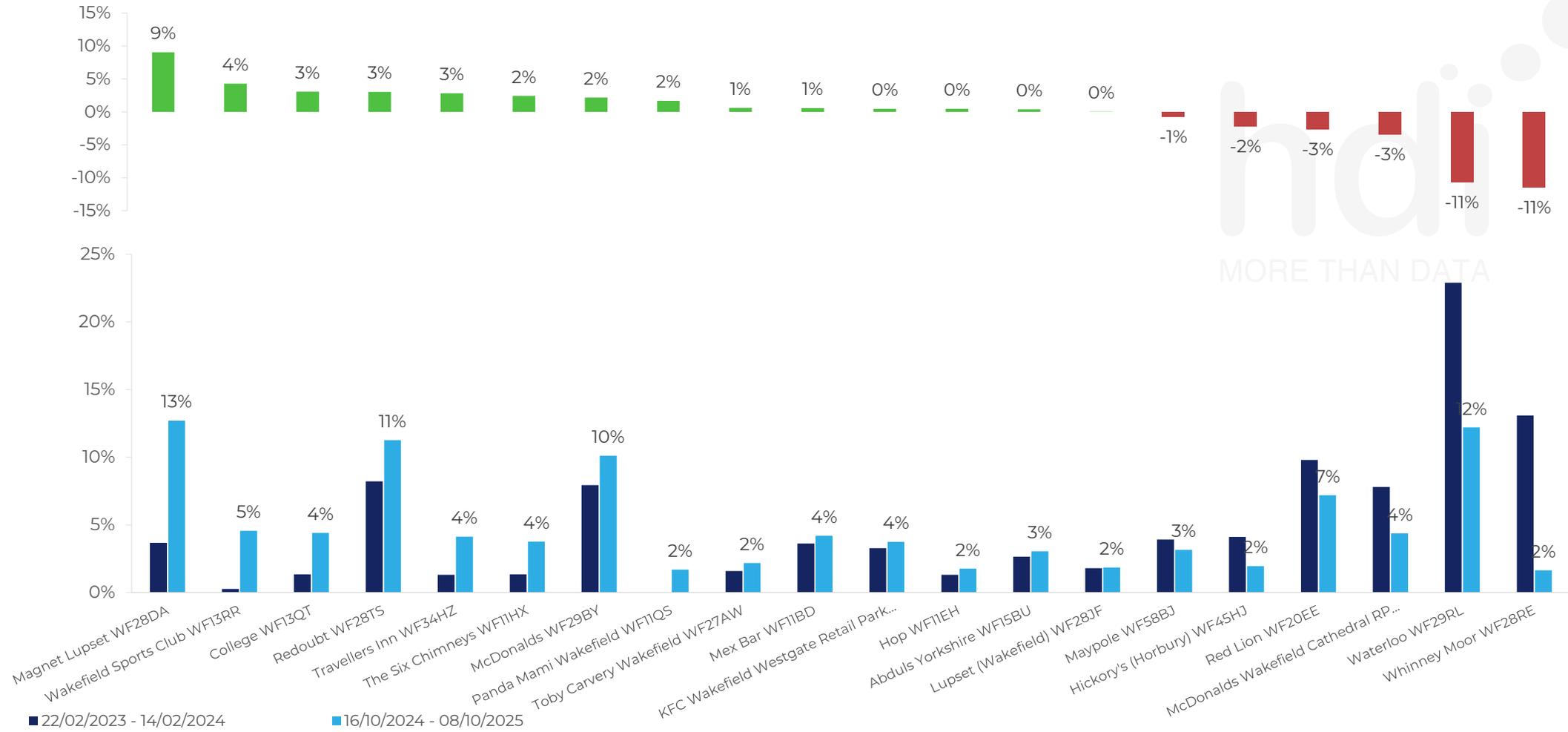
What are the Top 20 venues (by spend) that customers of Red Lion WF20EE also visit?

For customers of Red Lion WF20EE, who are the top 20 competitors from 356 Chains in 10 Miles for 16/10/2024 - 08/10/2025 split by Venue



Share of Wallet Change

How has share of wallet of customers of Red Lion WF20EE changed between two date ranges?





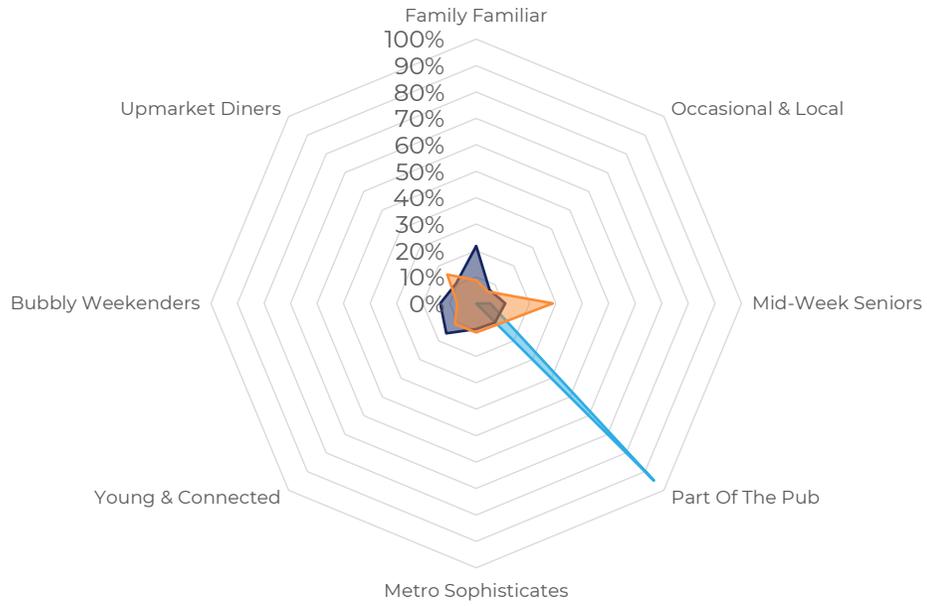
Market Summary

How does the local area for Red Lion WF20EE 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	£49K	1	£282K	2	£50.22M	8	£108.42M	7
Weekpart	Mon - Thu	41.4%	6	32.0%	1	41.2%	6	40.9%	4
Weekpart	Fri - Sat	47.6%	8	58.4%	10	44.1%	6	42.9%	7
Weekpart	Sun	11.0%	2	9.6%	1	14.7%	4	16.2%	7
Age	18 to 24	0.0%	0	5.7%	5	8.6%	7	6.6%	5
Age	25 to 34	18.4%	4	27.9%	8	19.8%	4	17.6%	2
Age	35 to 44	22.5%	5	30.1%	10	28.0%	9	26.1%	8
Age	45 to 54	32.6%	10	19.2%	4	19.9%	5	20.7%	6
Age	55 to 64	26.5%	10	11.9%	3	15.2%	6	17.4%	8
Age	65 to 74	0.0%	0	1.6%	1	6.1%	5	7.7%	7
Age	75+	0.0%	0	3.6%	7	2.5%	5	4.0%	8
CAMEO	Business Elite	0.0%	0	4.6%	4	2.6%	2	2.6%	2
CAMEO	Prosperous Professionals	1.0%	1	1.9%	2	3.1%	2	3.1%	2
CAMEO	Flourishing Society	0.0%	0	3.7%	1	5.7%	2	5.7%	1
CAMEO	Content Communities	23.5%	10	8.6%	2	9.4%	2	10.8%	3
CAMEO	White Collar Neighbourhoods	0.9%	1	6.9%	2	10.7%	5	10.0%	3
CAMEO	Enterprising Mainstream	3.3%	2	8.5%	6	10.6%	7	11.6%	8
CAMEO	Paying The Mortgage	5.1%	1	20.4%	9	19.8%	9	20.6%	10
CAMEO	Cash Conscious Communities	3.1%	1	9.7%	6	16.4%	10	16.2%	10
CAMEO	On A Budget	4.3%	3	15.1%	10	7.3%	6	6.3%	5
CAMEO	Family Value	58.8%	10	20.4%	10	14.5%	10	12.9%	10
Affluence	AB	1.0%	1	10.2%	2	11.5%	2	11.5%	1
Affluence	C1C2	32.9%	1	44.5%	4	50.4%	6	53.0%	8
Affluence	DE	66.1%	10	45.3%	10	38.1%	10	35.5%	10



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
Red Lion	6	0.00%	0.00%	5.23%	94.76%	0.00%	0.00%	0.00%	0.00%
Local Catchment	13718	21.76%	7.14%	10.96%	10.10%	9.71%	15.99%	13.55%	10.76%
Punch T&L	96806	8.85%	6.27%	28.86%	11.28%	10.97%	11.15%	7.16%	15.44%
Red Lion vs Local Catchment		0.00%	0.00%	-5.73%	84.66%	0.00%	0.00%	0.00%	0.00%
Red Lion vs Punch T&L		0.00%	0.00%	-23.63%	83.48%	0.00%	0.00%	0.00%	0.00%
Local Catchment vs Punch T&L		12.91%	0.87%	-17.90%	-1.18%	-1.26%	4.84%	6.39%	-4.68%

Red Lion

Local Catchment

Punch T&L