



Site Summary



Ferry CH448DF

CH448DF

Punch T&L



Work Area
Birkenhead



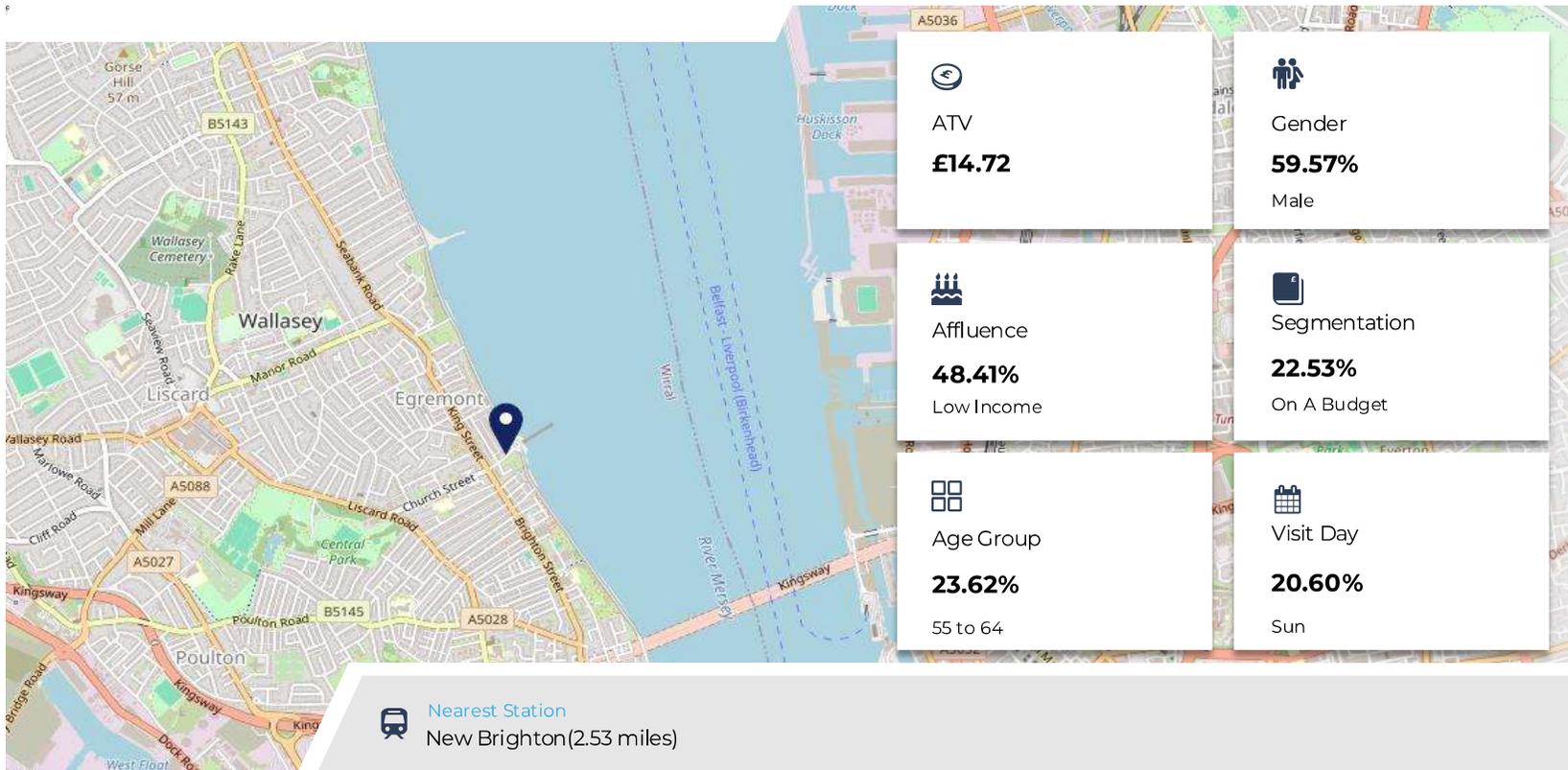
Region
North West



TV Region
North West



Urbanicity
Urban major conurbation



ATV
£14.72



Gender
59.57%
Male



Affluence
48.41%
Low Income



Segmentation
22.53%
On A Budget



Age Group
23.62%
55 to 64



Visit Day
20.60%
Sun



Nearest Station
New Brighton(2.53 miles)

Top Competitors



The Derby Pool
CH453QS
 Harvester

#1



Lighthouse (Wallasey)
CH453LP
 GK - Pub & Social

#2



Seahorse (Wallasey)
CH452HZ
 Hungry Horse

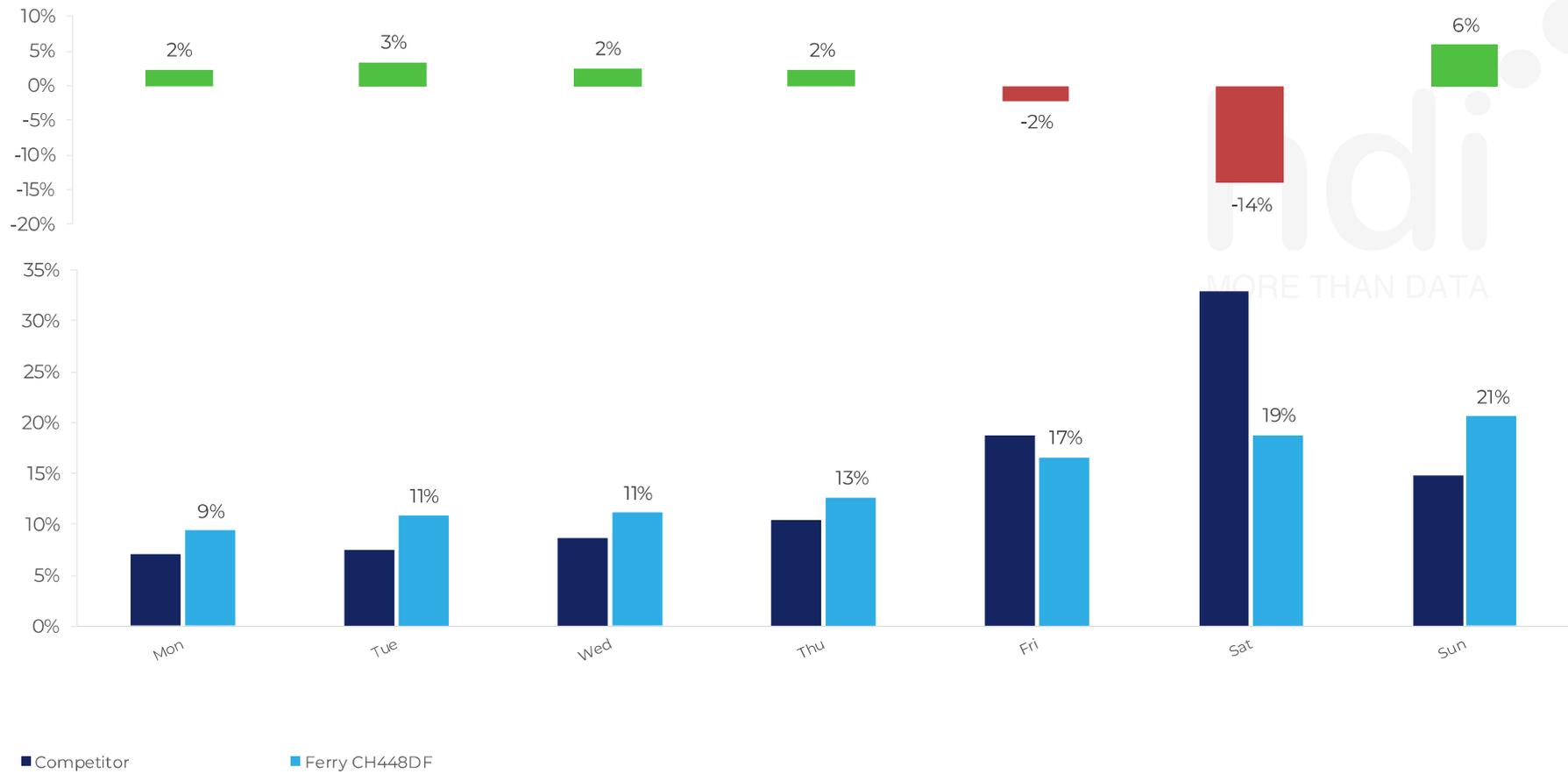
#3



Spend by Weekpart

How is customer spend distributed throughout the week for Ferry CH448DF versus its competitors?

% of spend for Ferry CH448DF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

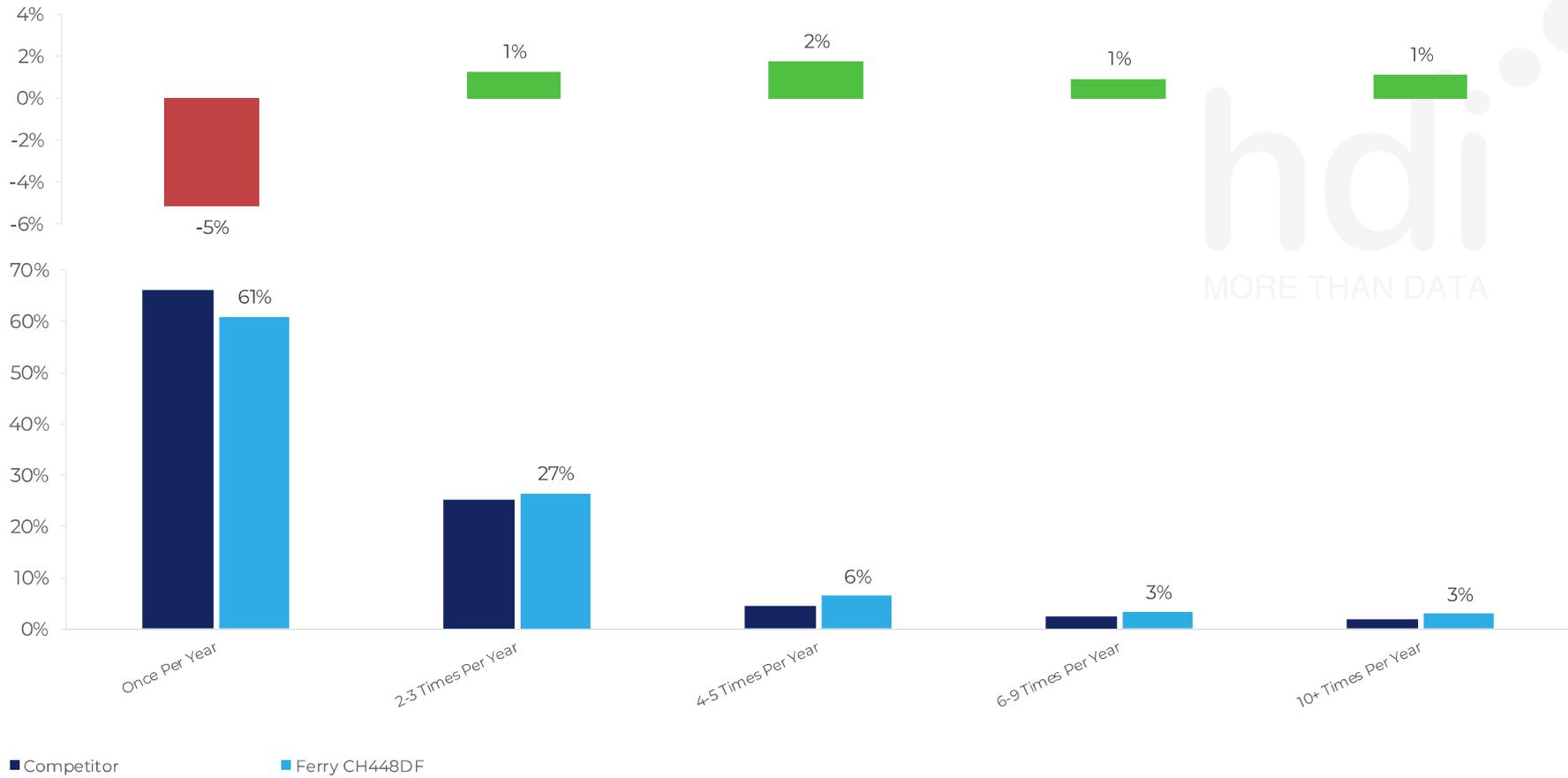




Visit Frequency

How frequently per year do customers visit Ferry CH448DF versus its competitors?

% of customer numbers for Ferry CH448DF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



2264 Site Customers

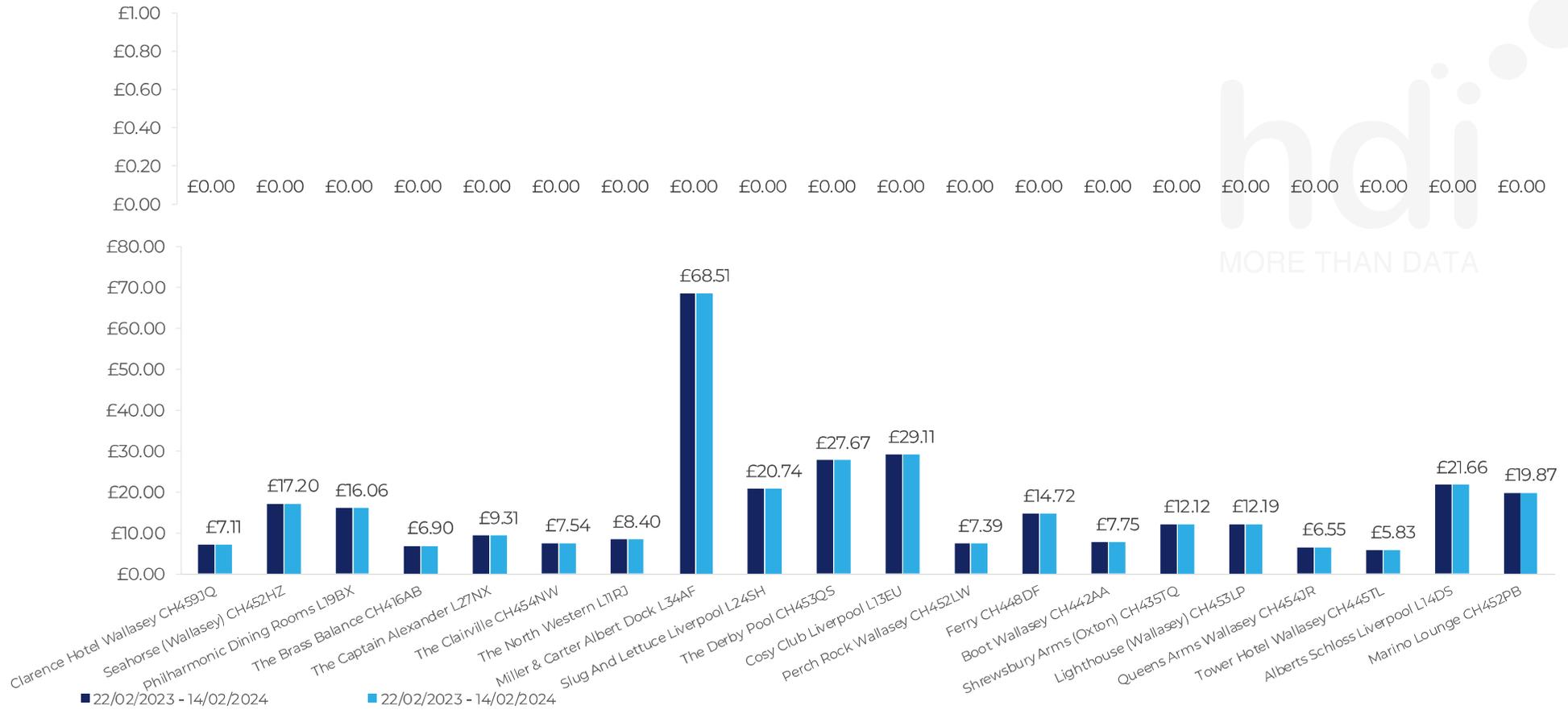
76 Competitors

352173 Competitor Customers



ATV Change

How has ATV changed between two date ranges?

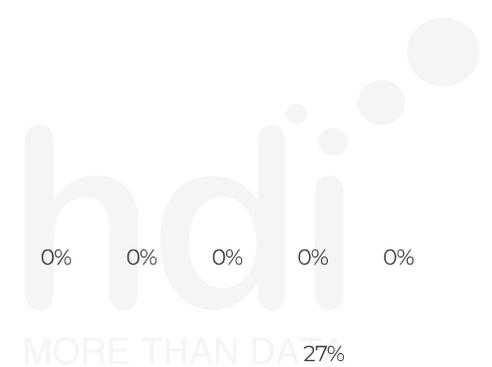
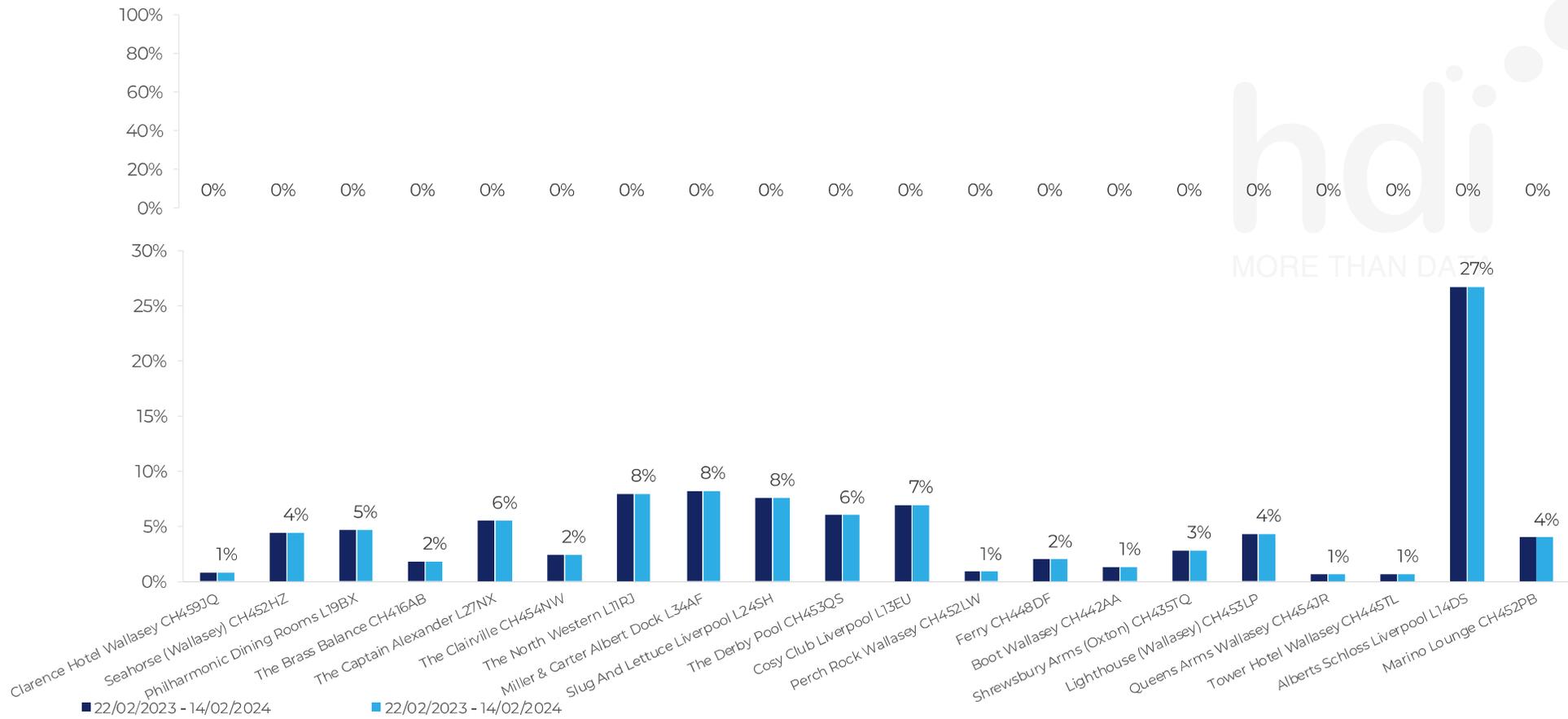




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Ferry CH448DF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

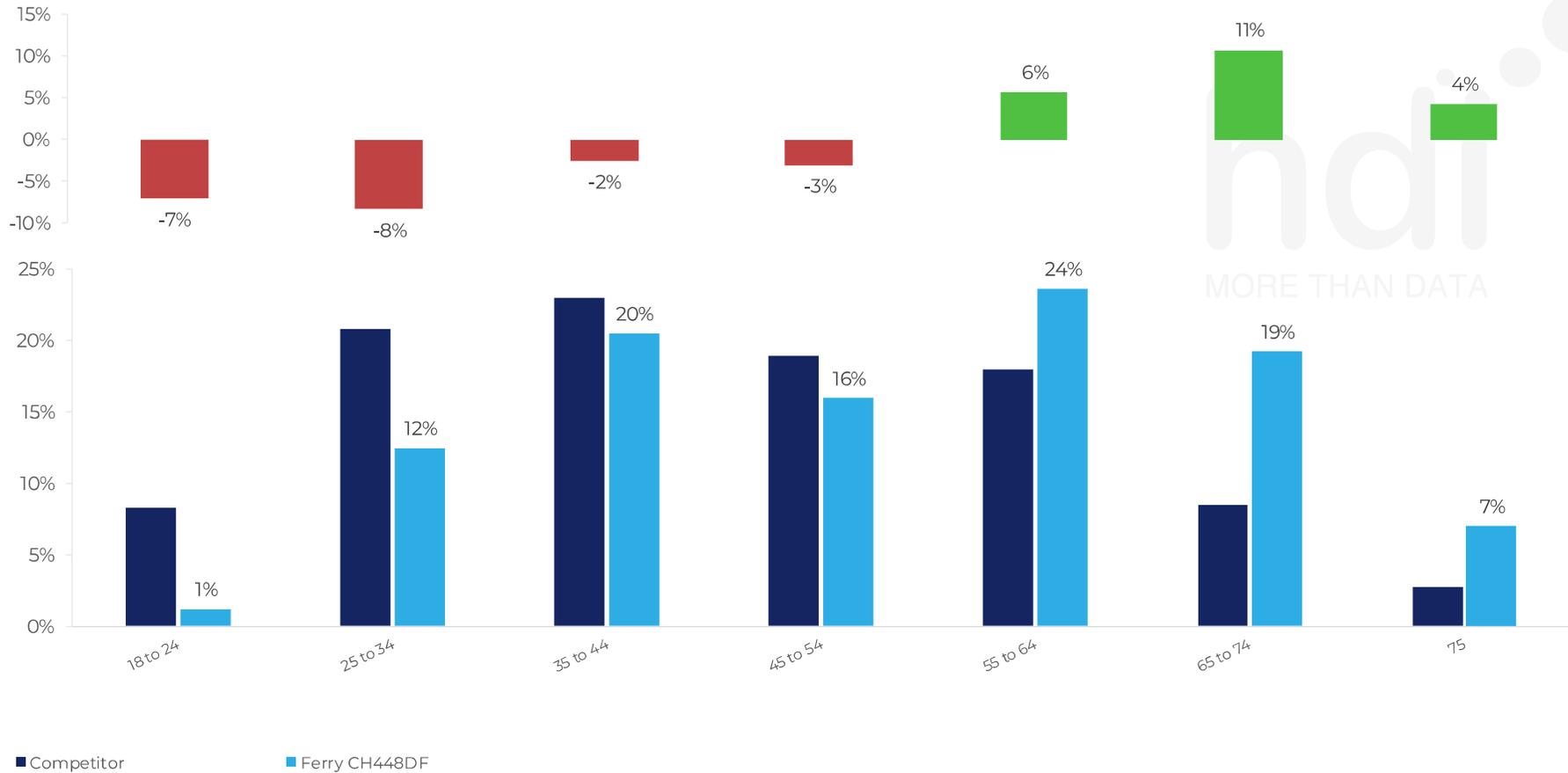




Age

How does the age profile of customers who visit Ferry CH448DF compare versus its competitors?

% of spend for Ferry CH448DF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



1197 Site Customers

76 Competitors

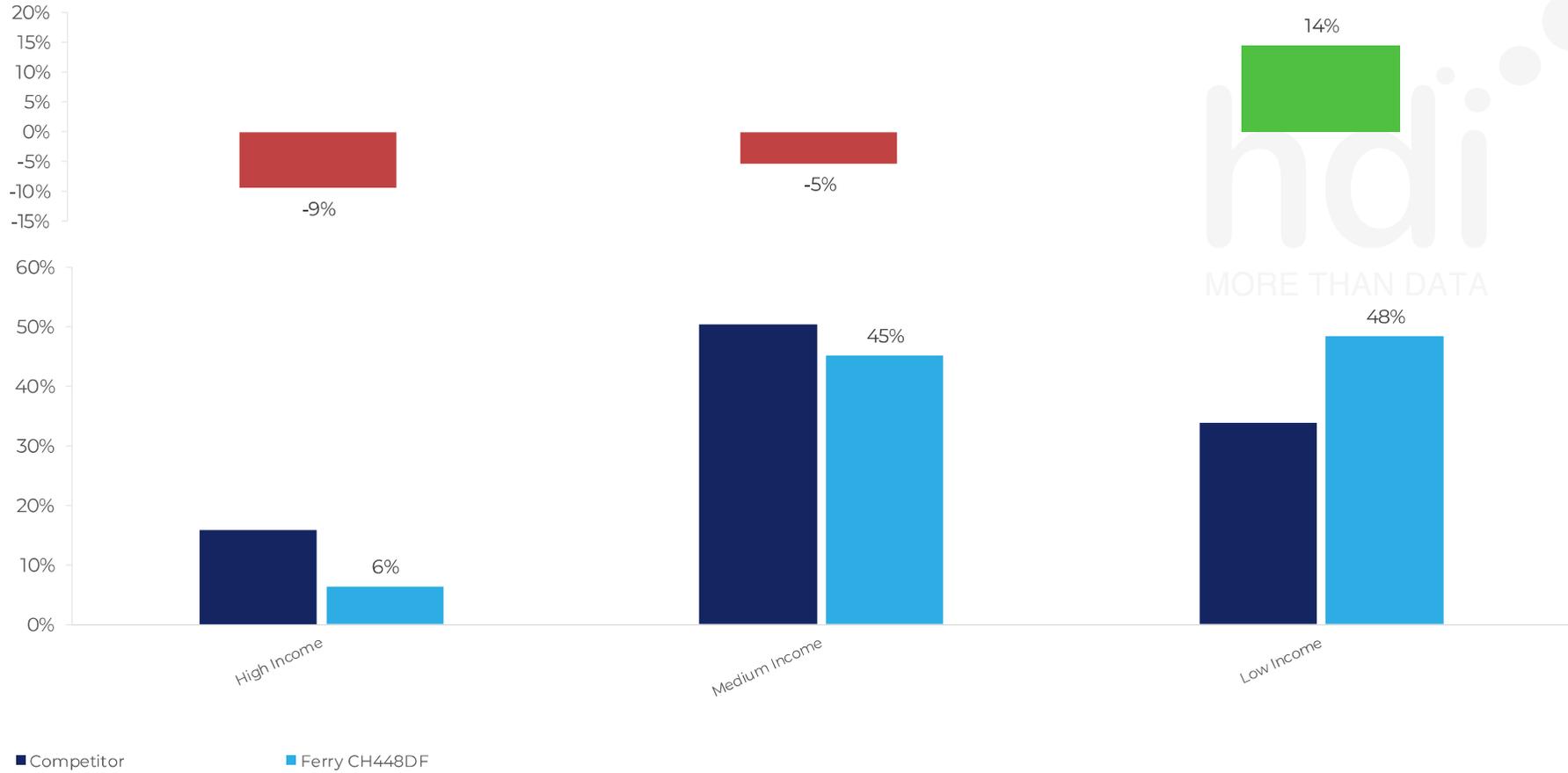
152678 Competitor Customers



Affluence

How does the affluence of customers who visit Ferry CH448DF compare versus its competitors?

% of spend for Ferry CH448DF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



1131 Site Customers

76 Competitors

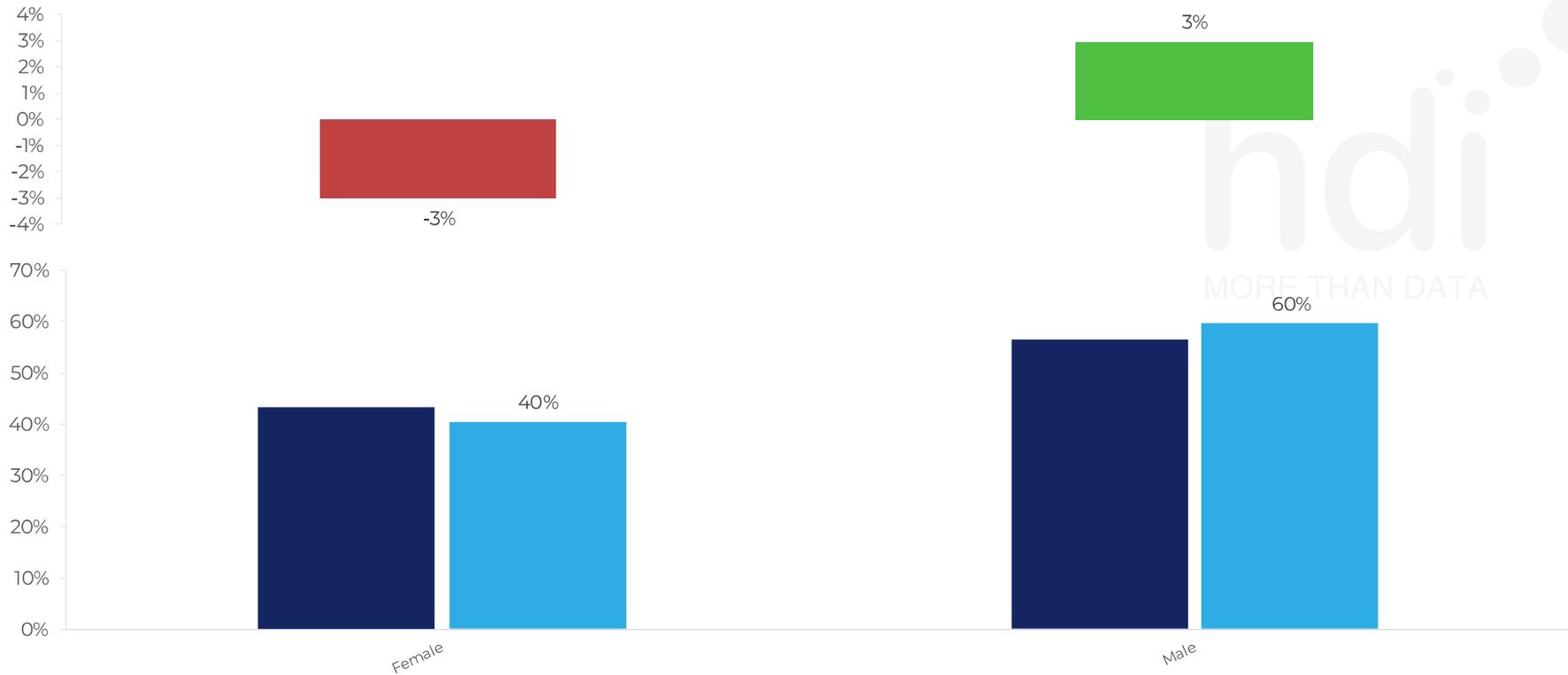
144503 Competitor Customers



Gender

How does the gender profile of customers who visit Ferry CH448DF compare versus its competitors?

% of spend for Ferry CH448DF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

■ Ferry CH448DF

1155 Site Customers

76 Competitors

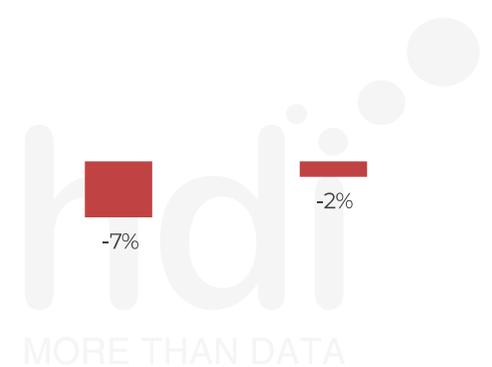
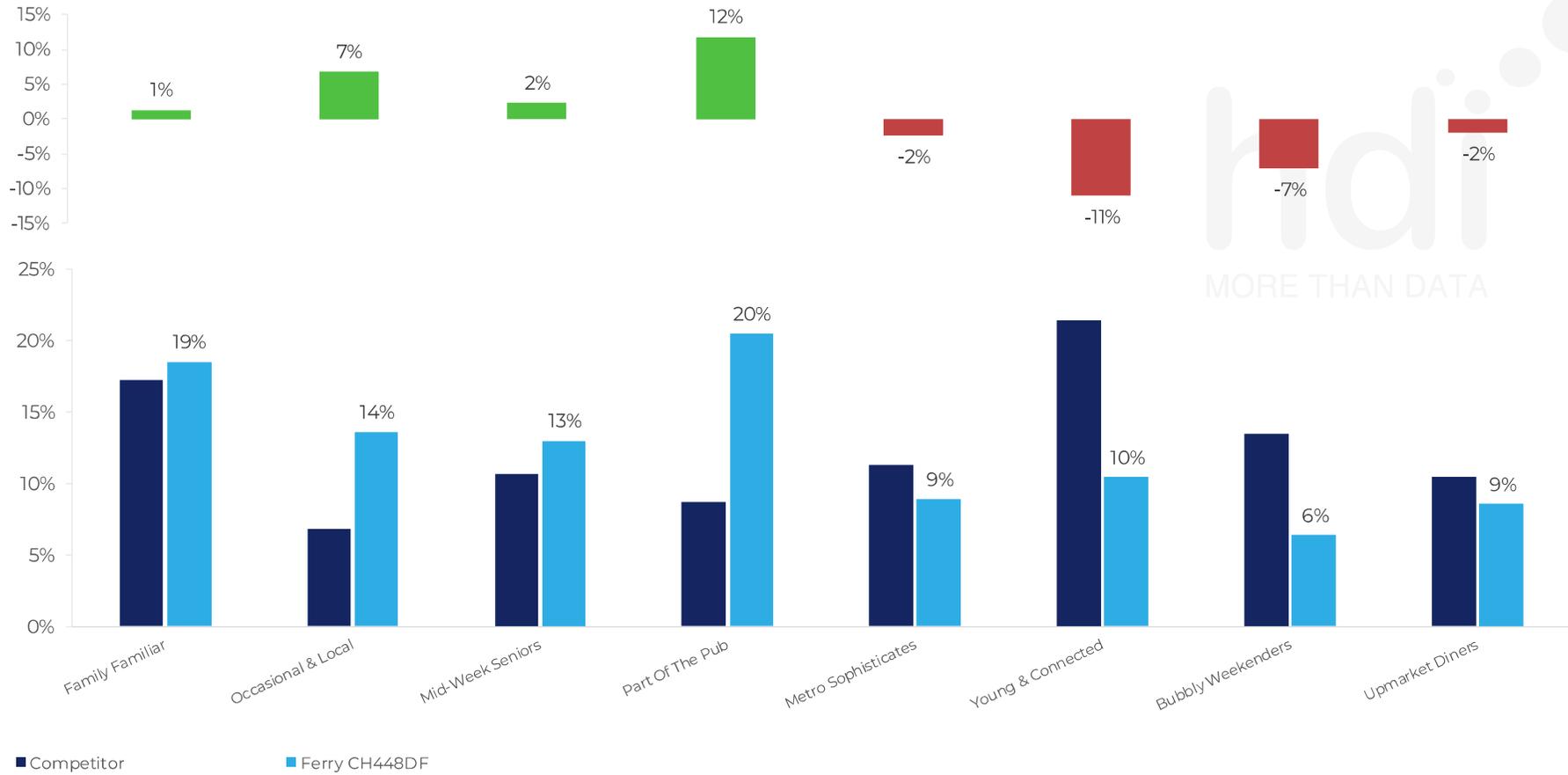
151161 Competitor Customers



Punch Segmentation

How does the Custom segmentation profile of customers who visit Ferry CH448DF compare versus its competitors?

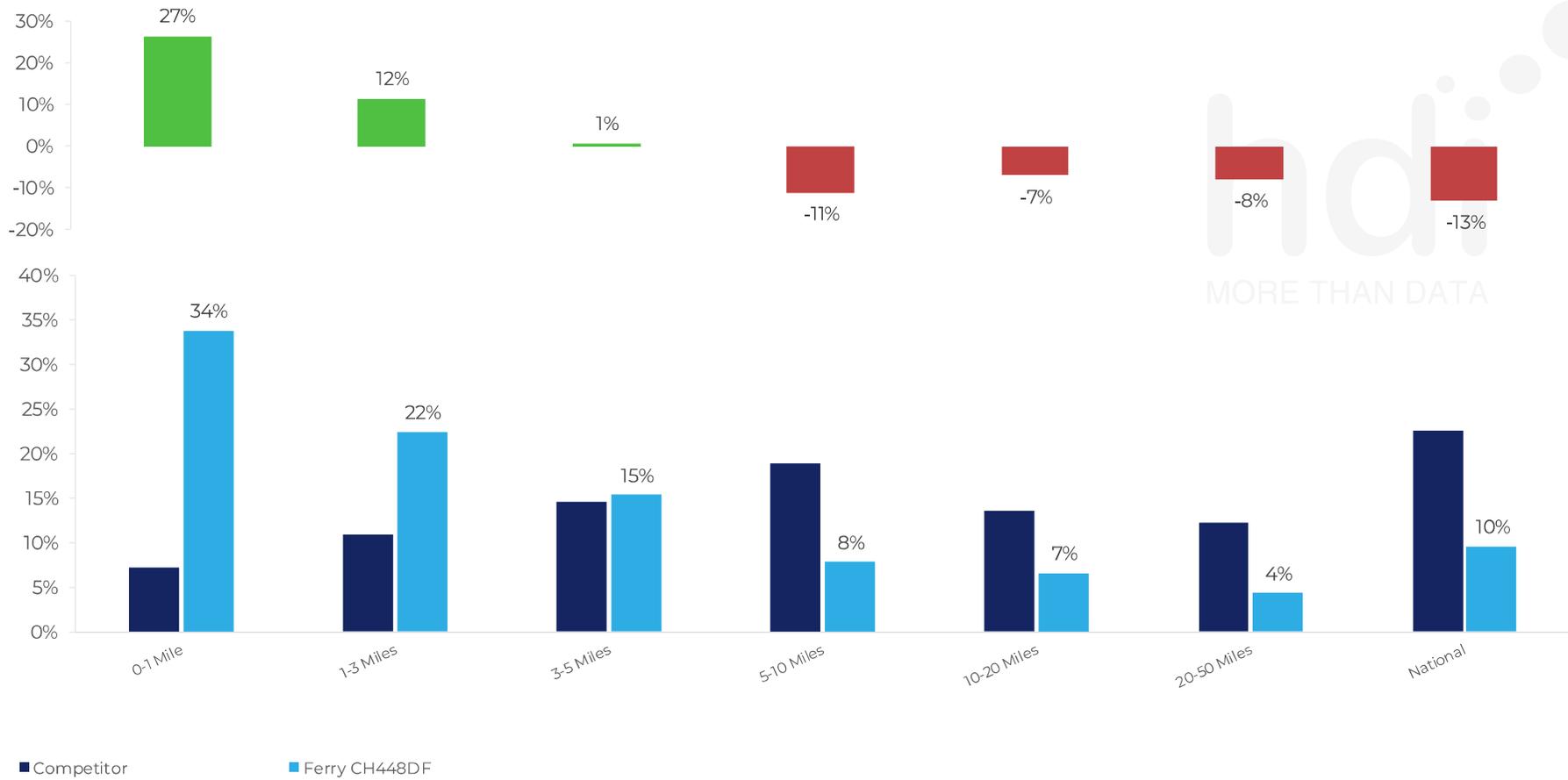
% of spend for Ferry CH448DF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



Spend by Distance

How does the spend profile of Ferry CH448DF compare versus its competitors based on travel distances?

% of spend for Ferry CH448DF and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

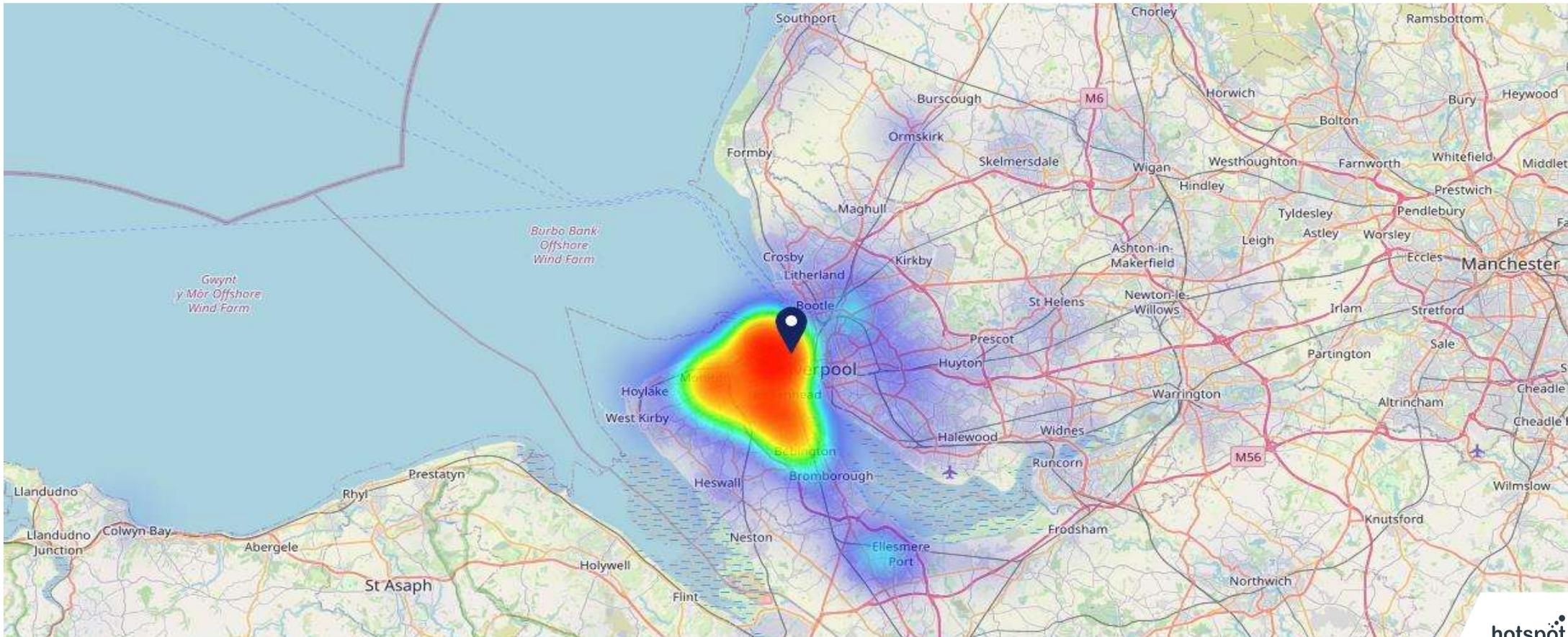




Map of Guest Origin

Where do customers of Ferry CH448DF come from?

Where do customers of Ferry CH448DF for 22/02/2023 - 14/02/2024 live



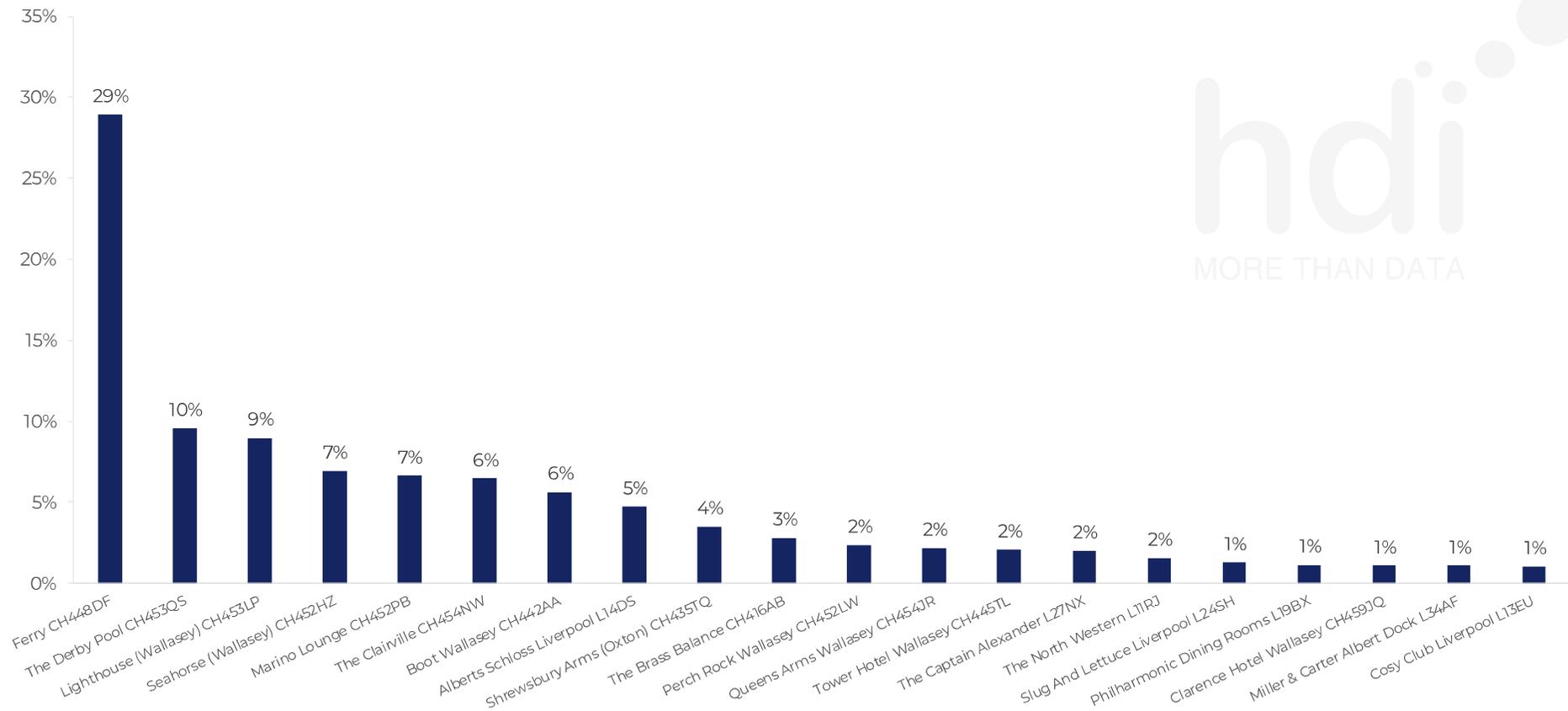
1154 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of Ferry CH448DF also visit?

For customers of Ferry CH448DF, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue

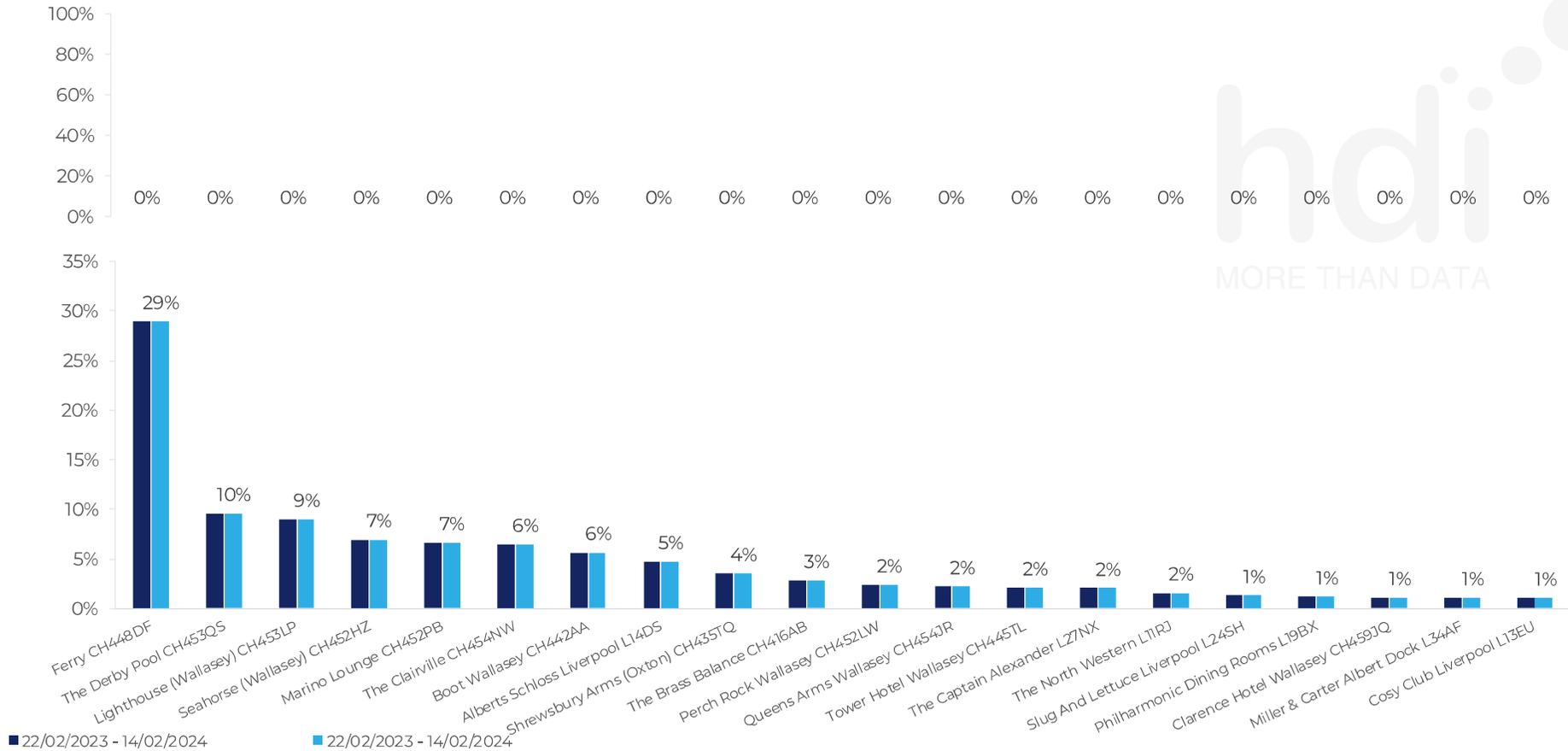
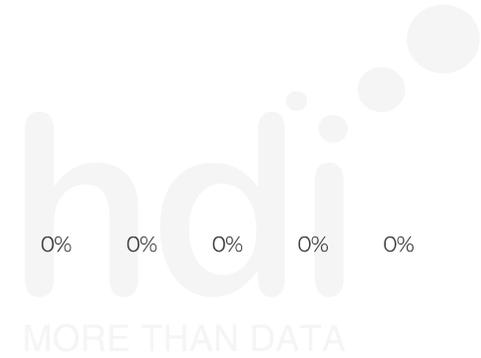


2264 Site Customers



Share of Wallet Change

How has share of wallet of customers of Ferry CH448DF changed between two date ranges?



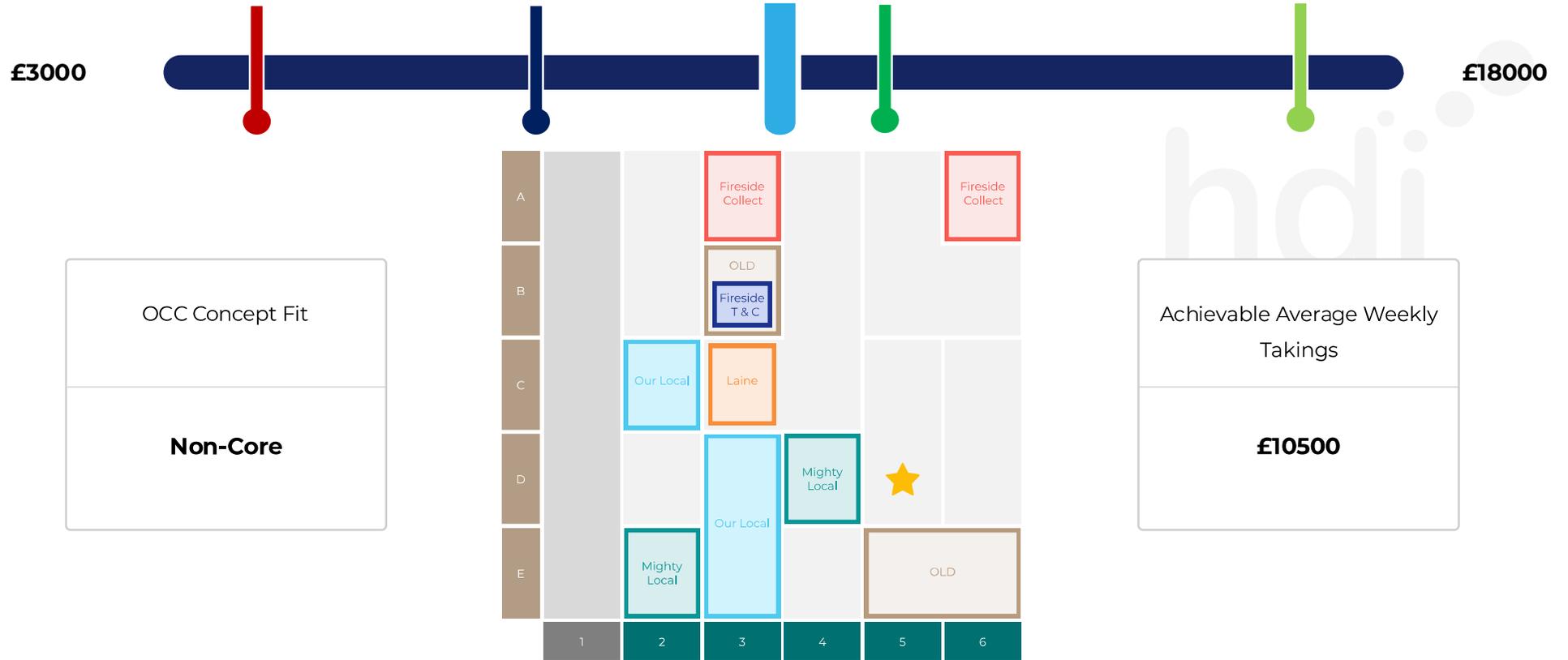
2264 Site Customers



Market Summary

How does the local area for Ferry CH448DF 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	£937K	4	£1.02M	3	£14.28M	5	£802.50M	10
Weekpart	Mon - Thu	48.8%	9	48.8%	9	44.3%	8	36.0%	1
Weekpart	Fri - Sat	35.7%	2	36.1%	2	40.4%	3	48.4%	10
Weekpart	Sun	15.4%	6	15.2%	6	15.3%	6	15.6%	5
Age	18 to 24	1.7%	2	2.0%	2	5.7%	5	7.9%	6
Age	25 to 34	13.4%	2	13.9%	2	14.2%	2	19.1%	3
Age	35 to 44	21.3%	4	21.6%	4	23.4%	6	24.3%	6
Age	45 to 54	19.4%	5	20.1%	5	19.0%	4	19.9%	5
Age	55 to 64	20.8%	8	20.0%	8	21.1%	9	18.3%	9
Age	65 to 74	17.0%	10	16.4%	10	12.0%	9	8.3%	8
Age	75+	6.3%	9	6.0%	9	4.5%	8	2.2%	4
CAMEO	Business Elite	2.5%	2	2.4%	2	1.7%	1	6.6%	5
CAMEO	Prosperous Professionals	2.9%	3	2.8%	2	1.7%	1	4.6%	3
CAMEO	Flourishing Society	5.0%	2	4.7%	2	2.7%	1	6.9%	2
CAMEO	Content Communities	6.3%	1	6.1%	1	4.9%	1	9.6%	2
CAMEO	White Collar Neighbourhoods	8.7%	3	8.4%	3	12.5%	7	13.8%	9
CAMEO	Enterprising Mainstream	13.0%	9	12.6%	9	12.4%	9	9.3%	6
CAMEO	Paying The Mortgage	15.8%	7	16.1%	7	22.0%	10	16.3%	7
CAMEO	Cash Conscious Communities	16.8%	9	16.5%	9	20.5%	10	12.2%	8
CAMEO	On A Budget	20.5%	10	21.6%	10	15.3%	10	11.4%	9
CAMEO	Family Value	8.6%	9	8.8%	9	6.3%	8	9.4%	9
Affluence	AB	10.3%	2	9.9%	1	6.2%	1	18.1%	3
Affluence	C1C2	43.7%	4	43.1%	4	51.7%	7	49.0%	6
Affluence	DE	45.9%	10	47.0%	10	42.1%	10	32.9%	9



OCC Concept Fit

Non-Core

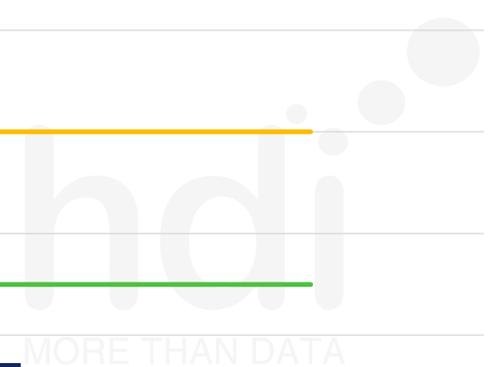
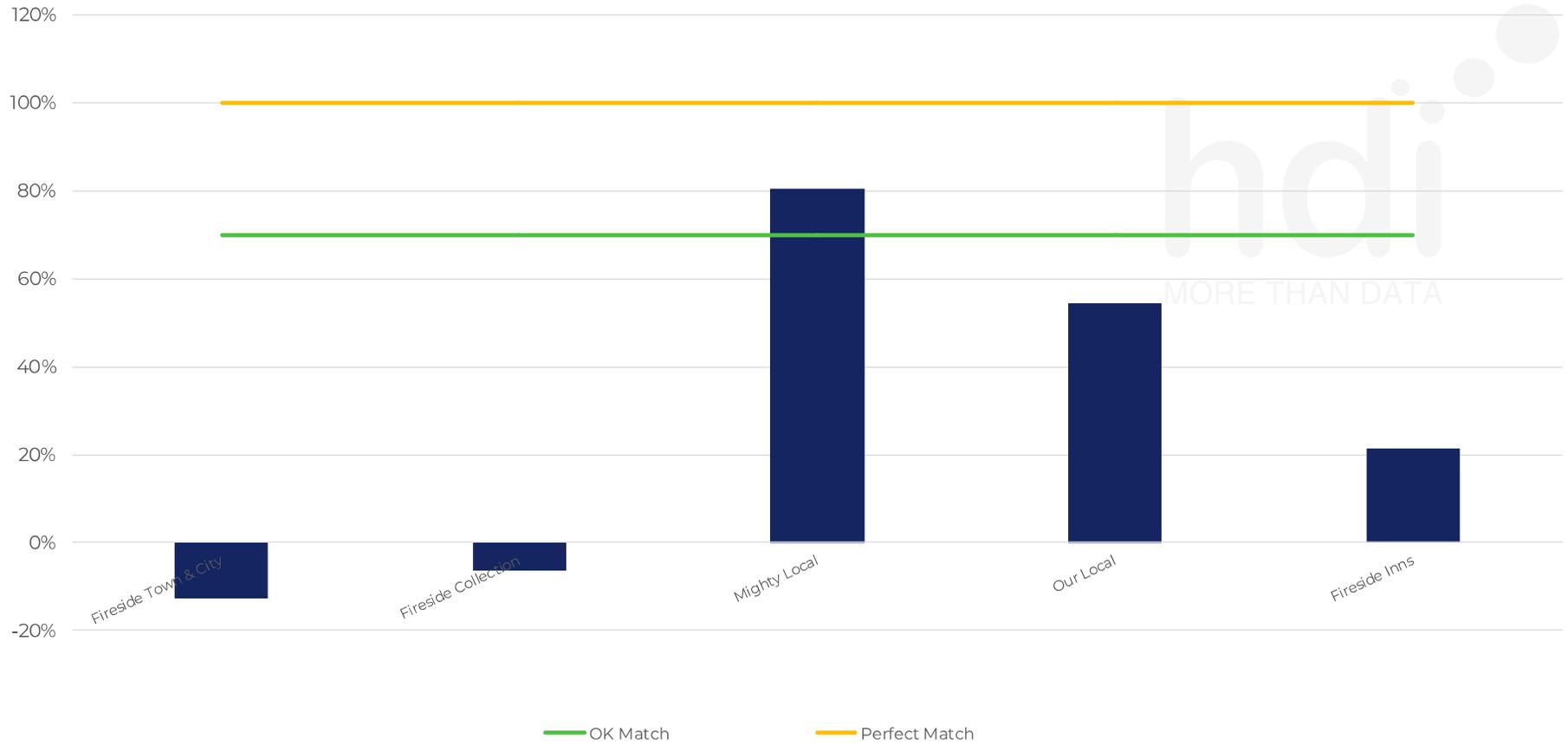
Achievable Average Weekly Takings

£10500

- 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

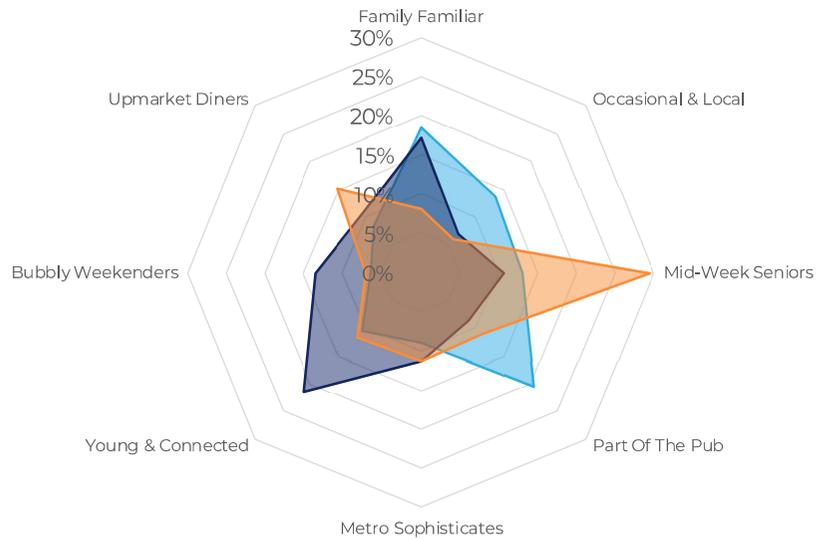


Concept Recommendation





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
Ferry	486	18.54%	13.62%	13.02%	20.49%	8.91%	10.44%	6.39%	8.56%
Local Catchment	34198	17.20%	6.82%	10.71%	8.65%	11.25%	21.41%	13.44%	10.48%
Punch T&L	110522	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Ferry vs Local Catchment		1.34%	6.80%	2.31%	11.84%	-2.34%	-10.97%	-7.05%	-1.92%
Ferry vs Punch T&L		10.46%	7.70%	-16.52%	9.31%	-2.38%	-1.18%	-0.76%	-6.63%
Local Catchment vs Punch T&L		9.12%	0.90%	-18.83%	-2.53%	-0.04%	9.79%	6.29%	-4.71%

Ferry

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
Ferry CH448DF	486	18.54%	13.62%	13.02%	20.49%	8.91%	10.44%	6.39%	8.56%
The Derby Pool CH453QS	791	37.13%	11.22%	12.05%	5.97%	4.10%	13.85%	7.17%	8.47%
Lighthouse (Wallasey) CH453LP	484	25.44%	11.60%	14.40%	11.73%	8.00%	18.23%	7.11%	3.45%
Seahorse (Wallasey) CH452HZ	881	33.92%	13.46%	8.82%	13.18%	7.00%	15.64%	5.56%	2.38%
Marino Lounge CH452PB	729	24.46%	10.68%	16.87%	4.60%	8.89%	13.00%	11.40%	10.06%
The Clairville CH454NW	439	14.43%	21.74%	10.59%	21.73%	3.11%	23.08%	3.34%	1.94%
Boot Wallasey CH442AA	235	8.34%	29.63%	4.67%	33.01%	5.05%	13.45%	4.74%	1.08%
Alberts Schloss Liverpool L14DS	4681	14.78%	3.67%	7.92%	3.98%	17.92%	17.89%	17.82%	15.97%
Shrewsbury Arms (Oxton) CH435TQ	502	14.25%	5.31%	29.02%	16.27%	11.90%	9.66%	9.86%	3.68%
The Brass Balance CH416AB	470	20.73%	15.68%	4.85%	15.45%	10.60%	25.07%	4.27%	3.32%
Perch Rock Wallasey CH452LW	220	6.32%	27.86%	11.54%	24.03%	10.11%	10.97%	7.73%	1.40%
Queens Arms Wallasey CH454JR	112	6.63%	34.81%	3.41%	13.01%	2.26%	36.49%	2.53%	0.82%
Tower Hotel Wallasey CH445TL	98	3.57%	45.24%	1.64%	34.48%	1.05%	11.95%	2.02%	0.00%
The Captain Alexander L27NX	2307	21.07%	4.92%	13.42%	14.37%	6.90%	23.66%	9.57%	6.06%
The North Western L11RJ	4231	18.83%	5.74%	15.81%	14.80%	10.95%	16.40%	10.53%	6.89%
Slug And Lettuce Liverpool L24SH	1776	21.77%	5.92%	5.21%	4.22%	8.26%	30.40%	18.77%	5.41%
Philharmonic Dining Rooms L19BX	1768	11.85%	4.48%	18.17%	5.51%	17.73%	10.86%	11.40%	19.96%
Clarence Hotel Wallasey CH459JQ	79	8.43%	11.03%	2.17%	4.00%	4.35%	65.85%	2.79%	1.33%
Miller & Carter Albert Dock L34AF	752	16.81%	4.53%	13.65%	3.28%	9.12%	24.74%	10.43%	17.39%
Cosy Club Liverpool L13EU	1135	18.78%	3.58%	13.07%	2.73%	8.26%	18.73%	15.88%	18.93%
The Welkin L16DS	2197	22.36%	9.23%	13.91%	13.97%	4.21%	22.41%	9.63%	4.24%
Pump House (Liverpool) L34AN	2656	15.96%	4.22%	17.15%	6.53%	13.35%	19.96%	11.14%	11.64%
Yates Liverpool (Queen Sq) L11RH	1060	24.31%	7.55%	9.69%	12.53%	6.12%	21.44%	15.20%	3.12%
Alchemist Brunswick St L20UU	1467	17.55%	3.58%	8.22%	3.58%	11.60%	21.56%	19.51%	14.38%
The Richard John Blackler L11HU	2473	19.46%	8.34%	13.11%	19.81%	7.80%	20.45%	7.71%	3.28%