



### Site Summary



## Fox Inn CB238DY

CB238DY

Punch - Our Local



Work Area  
Cambridge



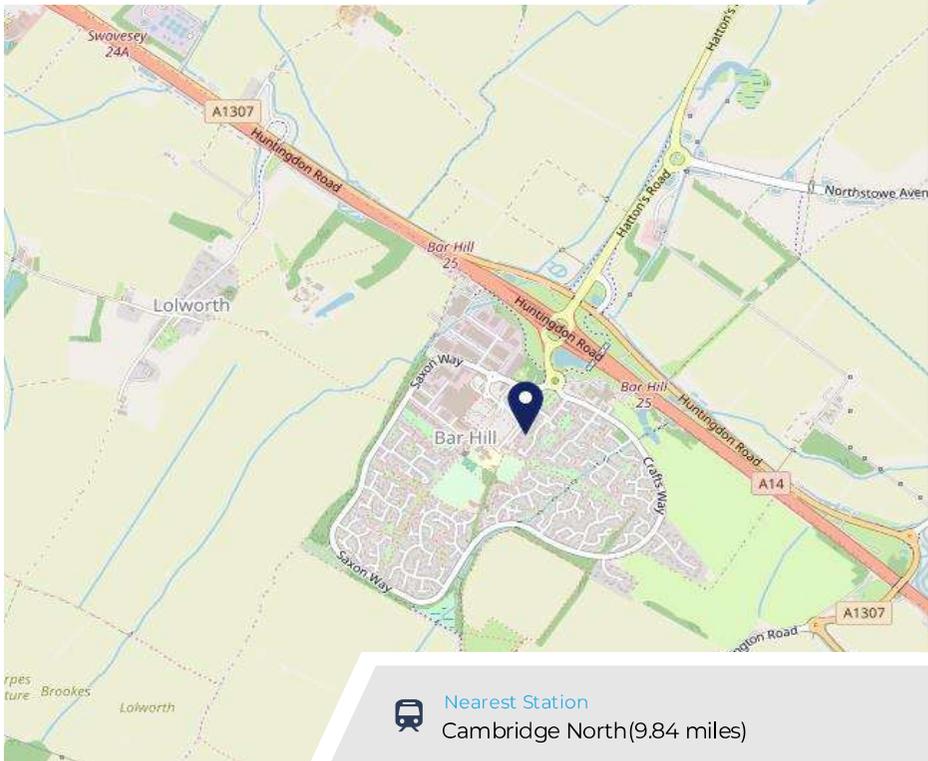
Region  
East of England



TV Region



Urbanicity  
Rural town and fringe



ATV  
**£9.38**



Gender  
**76.55%**  
Male



Affluence  
**66.09%**  
Middle Income



Segmentation  
**35.65%**  
Content Communities



Age Group  
**25.23%**  
45 to 54



Visit Day  
**27.07%**  
Fri

### Top Competitors



Black Bull  
CB243BS  
 Pub Restaurant

#1



Three Horseshoes  
CB238AB  
 Pub Restaurant

#2



Black Horse  
CB238DA  
 Pub Restaurant

#3



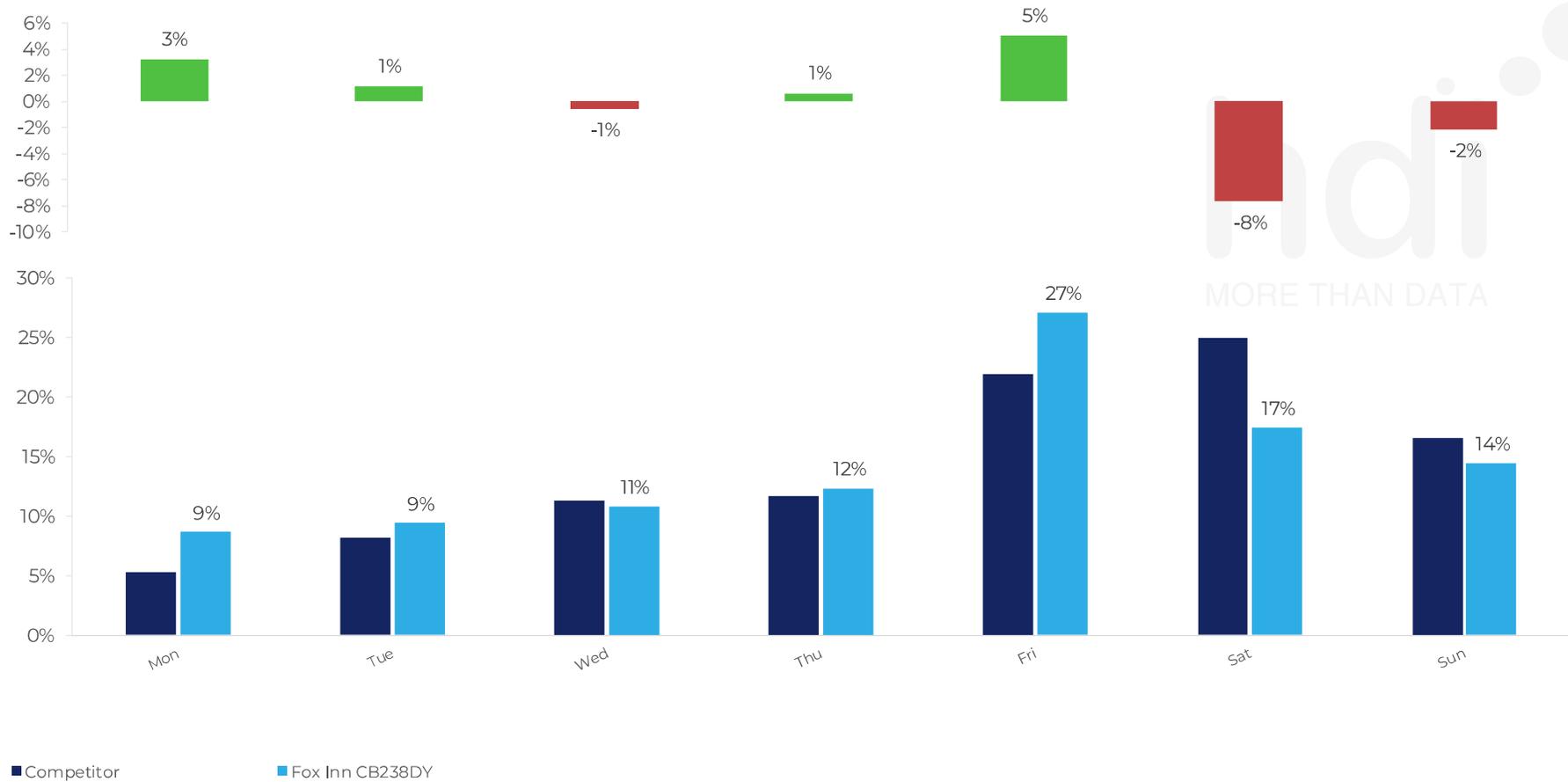
Nearest Station  
Cambridge North(9.84 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Fox Inn CB238DY versus its competitors?

% of spend for Fox Inn CB238DY and 113 Chains in 3 Miles from 22/02/2023-14/02/2024 split by Day of Week

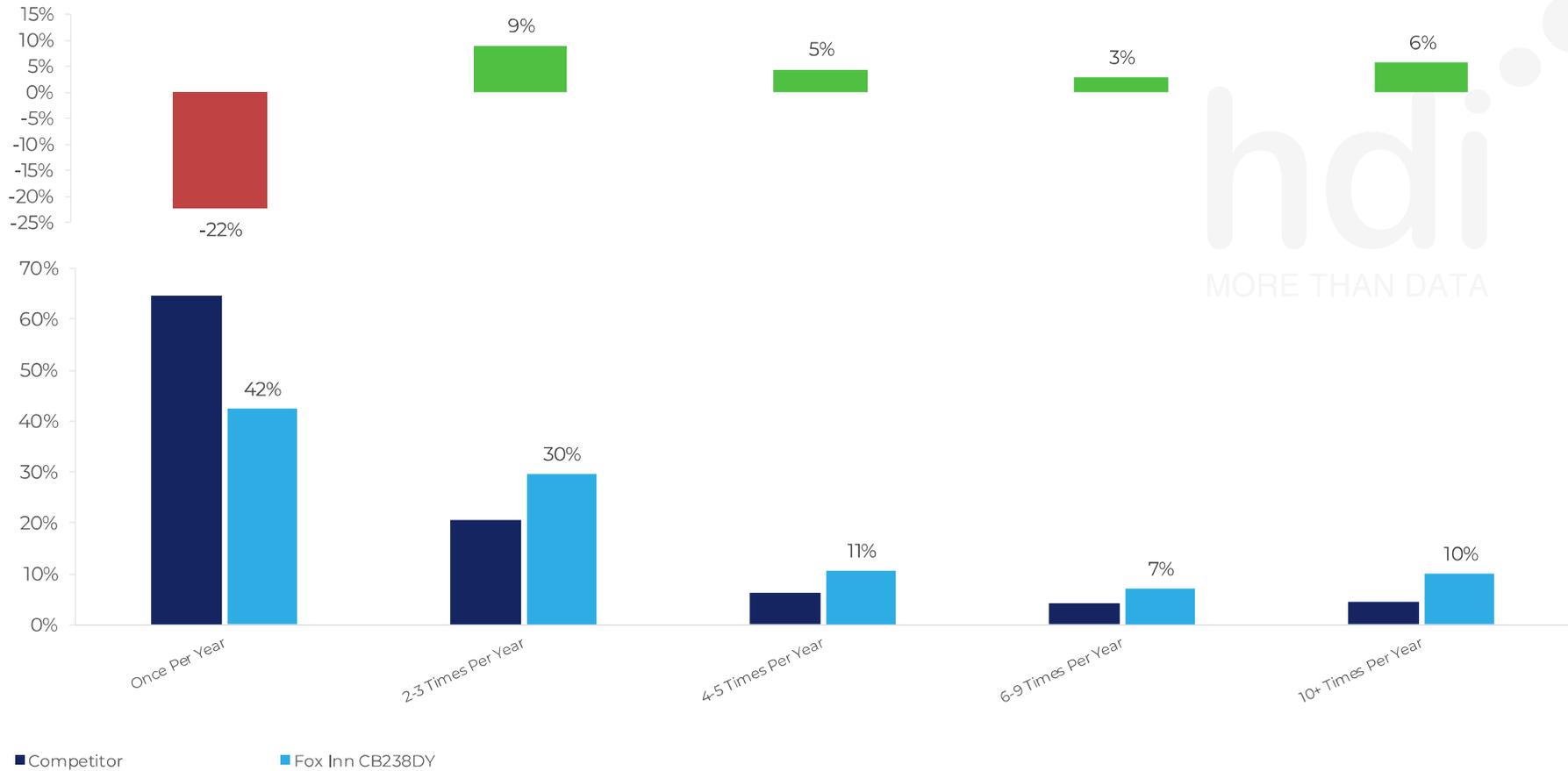




Visit Frequency

How frequently per year do customers visit Fox Inn CB238DY versus its competitors?

% of customer numbers for Fox Inn CB238DY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



674 Site Customers

3 Competitors

2353 Competitor Customers



### ATV Change

How has ATV changed between two date ranges?



■ 22/02/2023 - 14/02/2024

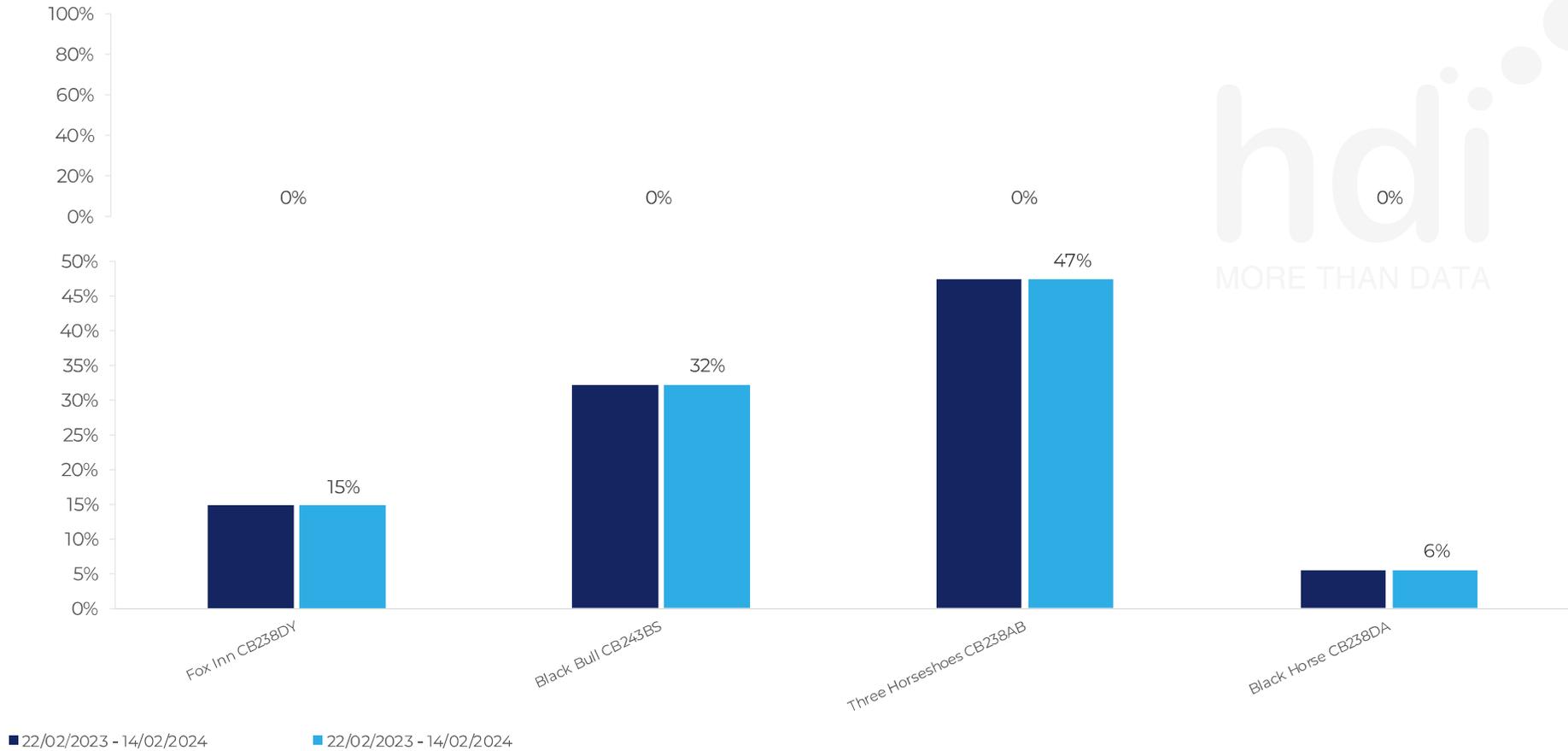
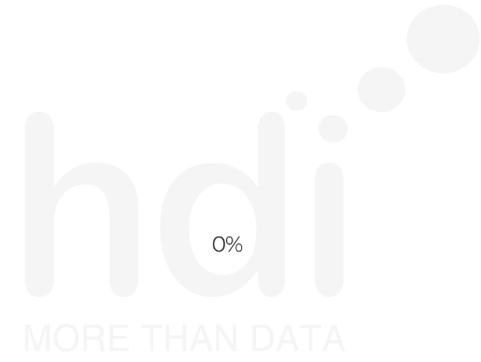
■ 22/02/2023 - 14/02/2024



### Market Share Change

How has market share changed between two date ranges?

% of market share spend for Fox Inn CB238DY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



■ 22/02/2023 - 14/02/2024

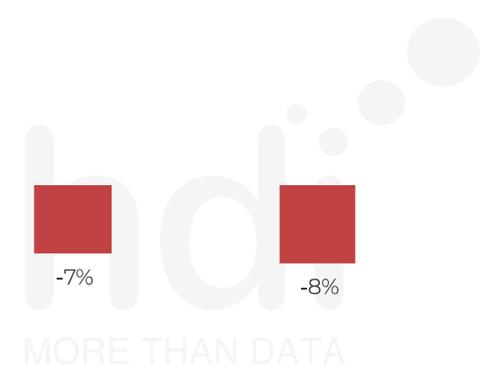
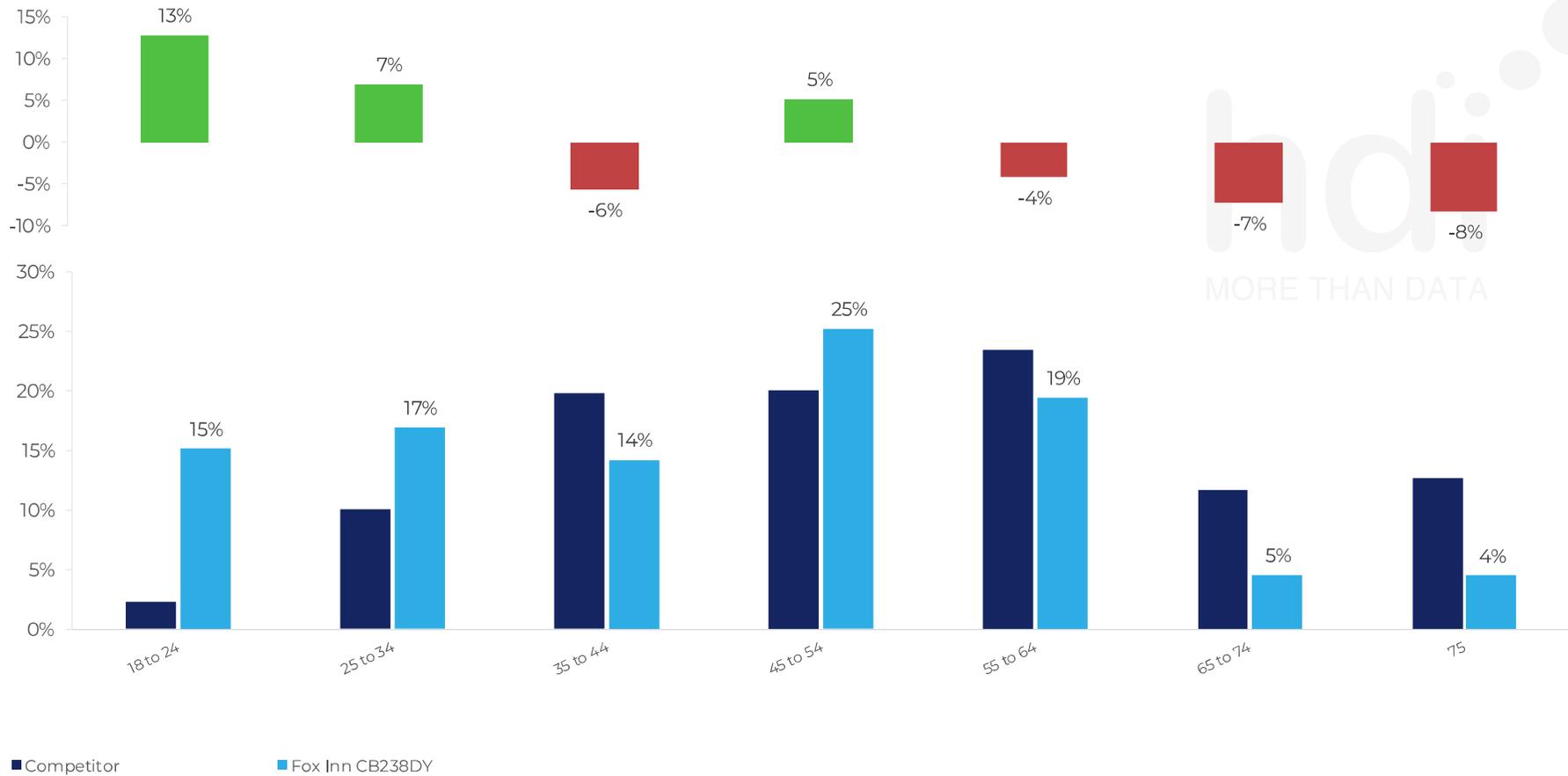
■ 22/02/2023 - 14/02/2024



Age

How does the age profile of customers who visit Fox Inn CB238DY compare versus its competitors?

% of spend for Fox Inn CB238DY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

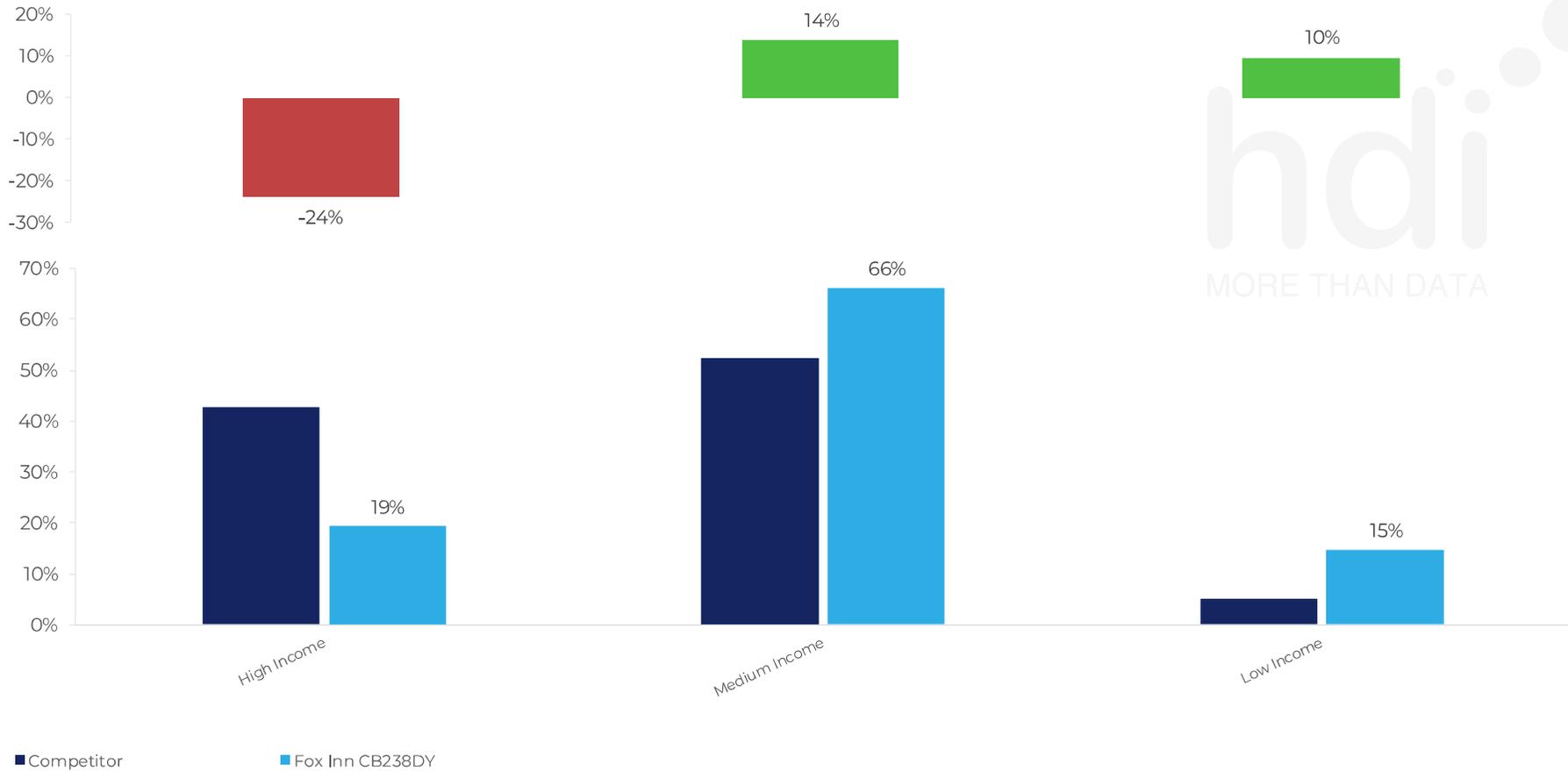




Affluence

How does the affluence of customers who visit Fox Inn CB238DY compare versus its competitors?

% of spend for Fox Inn CB238DY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



270 Site Customers

3 Competitors

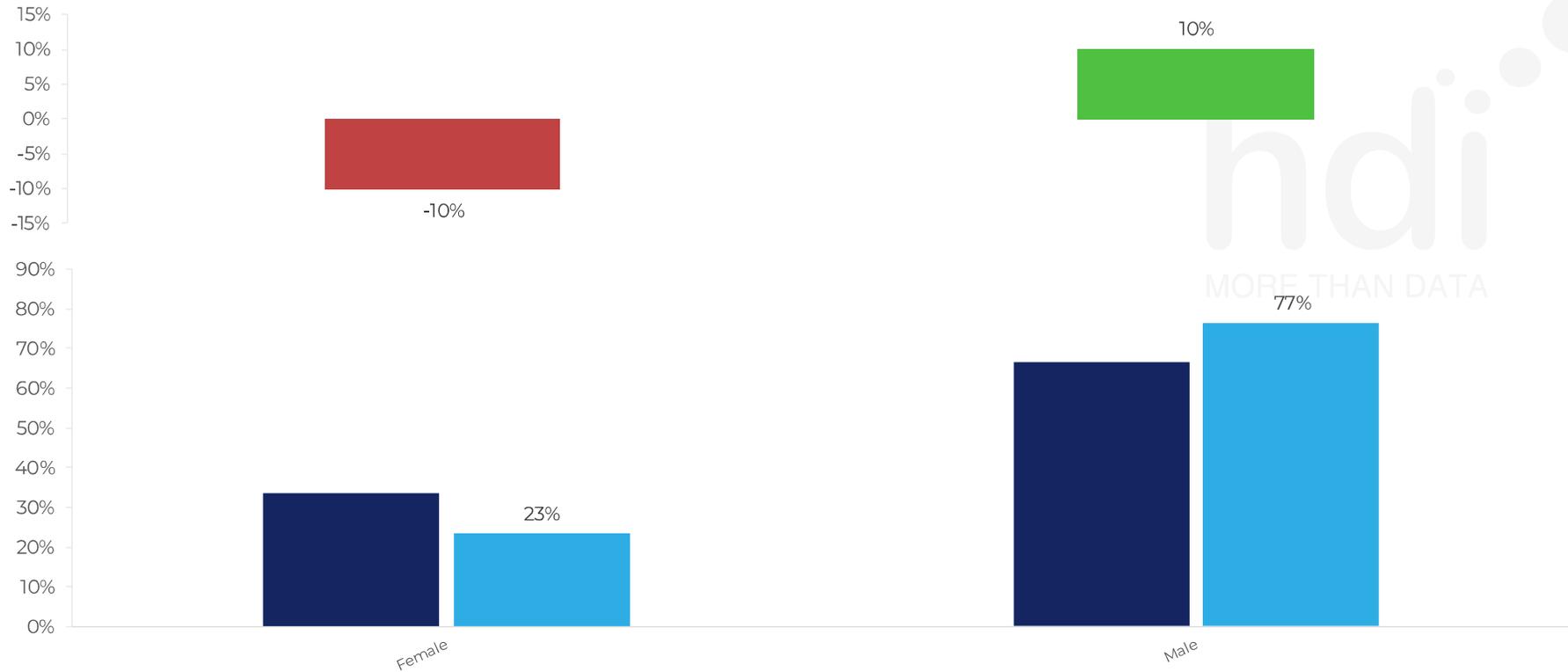
1079 Competitor Customers



Gender

How does the gender profile of customers who visit Fox Inn CB238DY compare versus its competitors?

% of spend for Fox Inn CB238DY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

■ Fox Inn CB238DY

300 Site Customers

3 Competitors

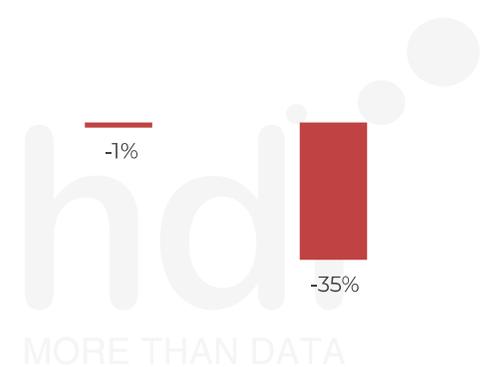
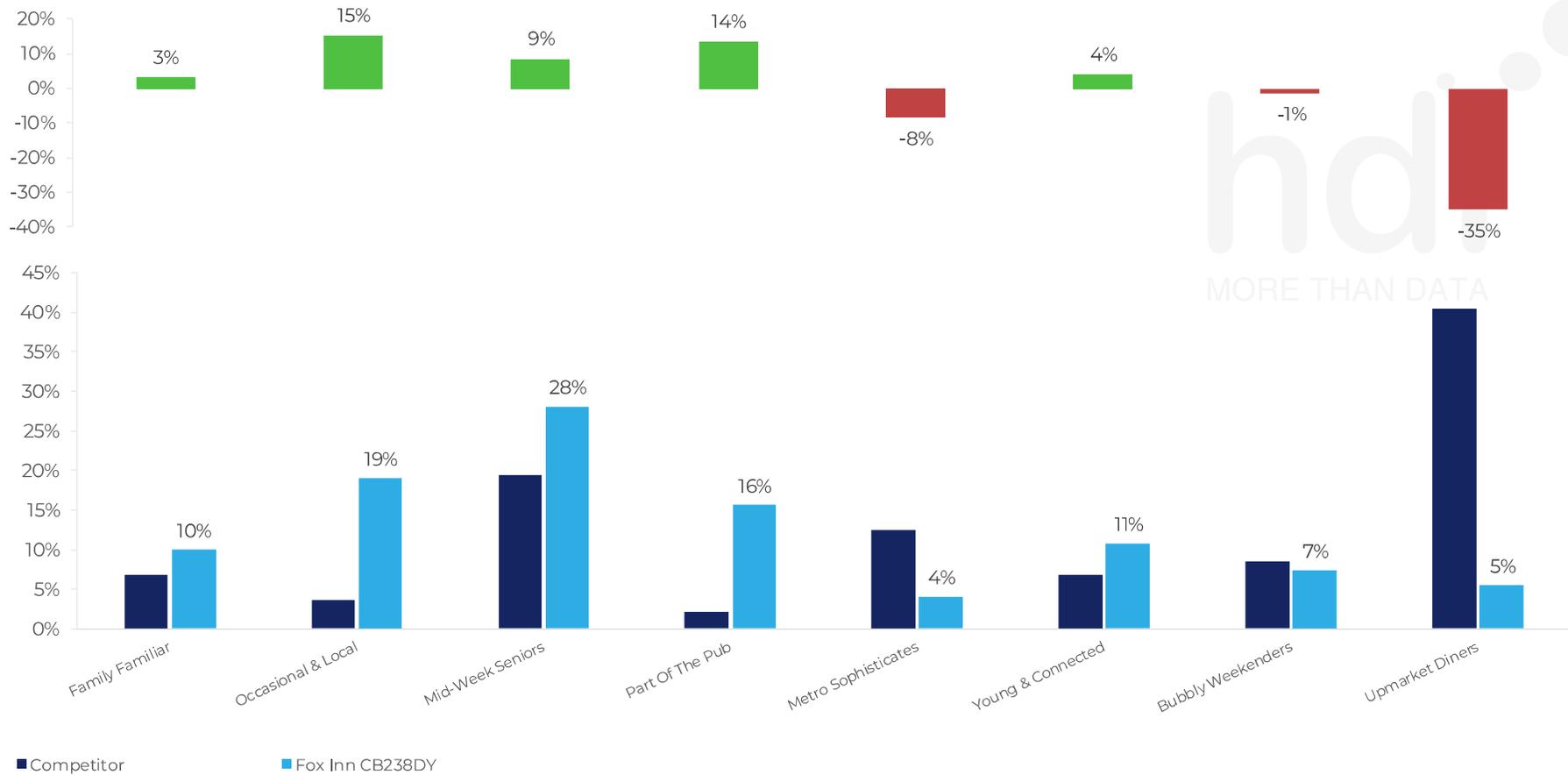
1180 Competitor Customers



Punch Segmentation

How does the Custom segmentation profile of customers who visit Fox Inn CB238DY compare versus its competitors?

% of spend for Fox Inn CB238DY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



674 Site Customers

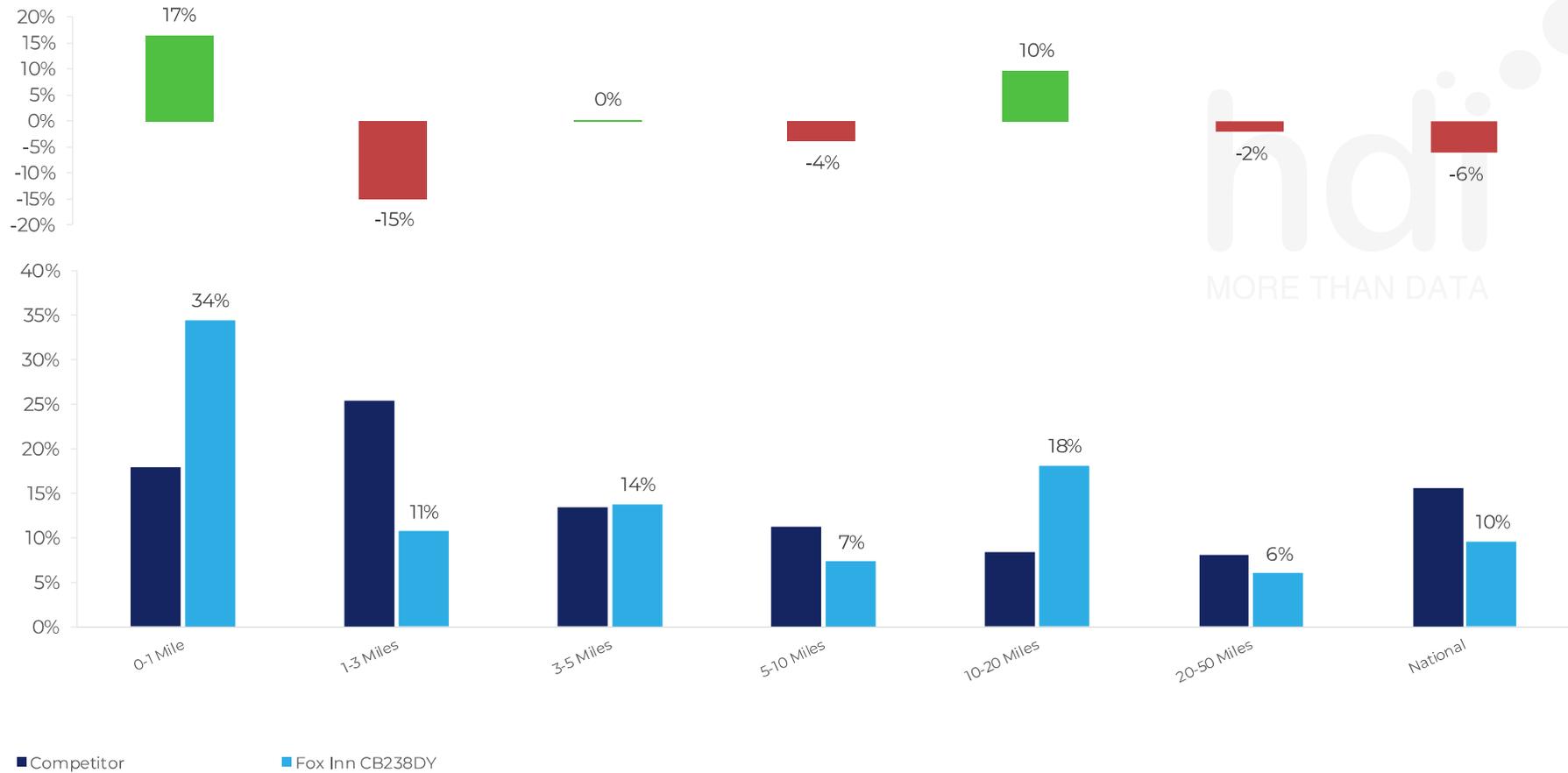
3 Competitors

2353 Competitor Customers

Spend by Distance

How does the spend profile of Fox Inn CB238DY compare versus its competitors based on travel distances?

% of spend for Fox Inn CB238DY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

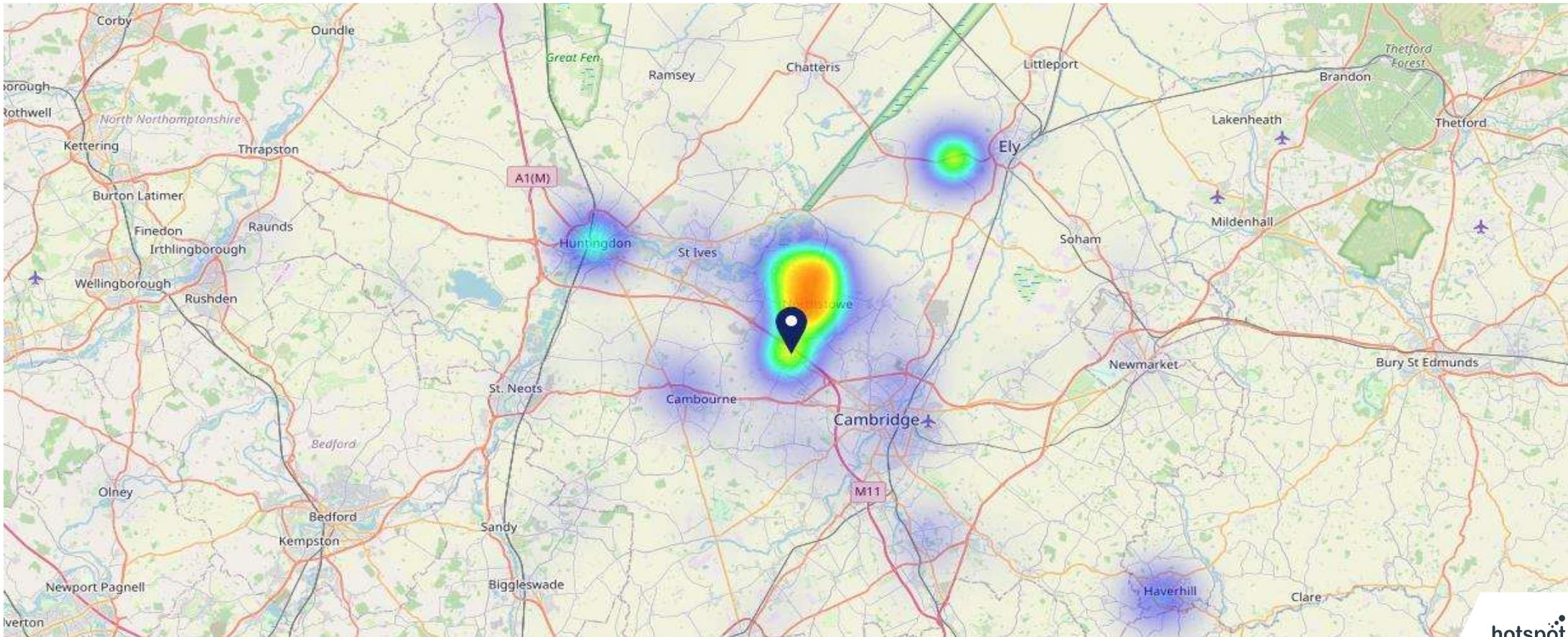




### Map of Guest Origin

Where do customers of Fox Inn CB238DY come from?

Where do customers of Fox Inn CB238DY for 22/02/2023 - 14/02/2024 live

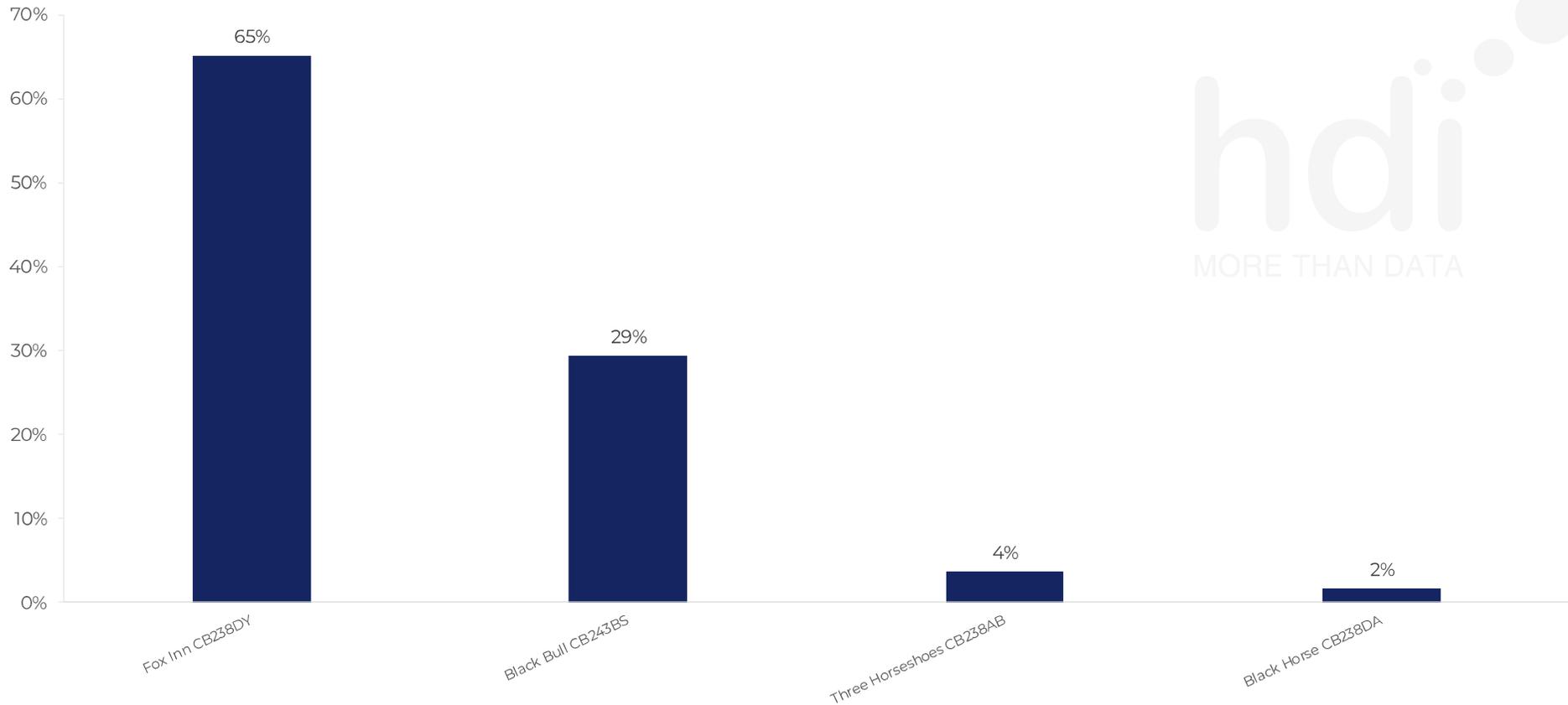




### Share of Wallet

What are the Top 20 venues (by spend) that customers of Fox Inn CB238DY also visit?

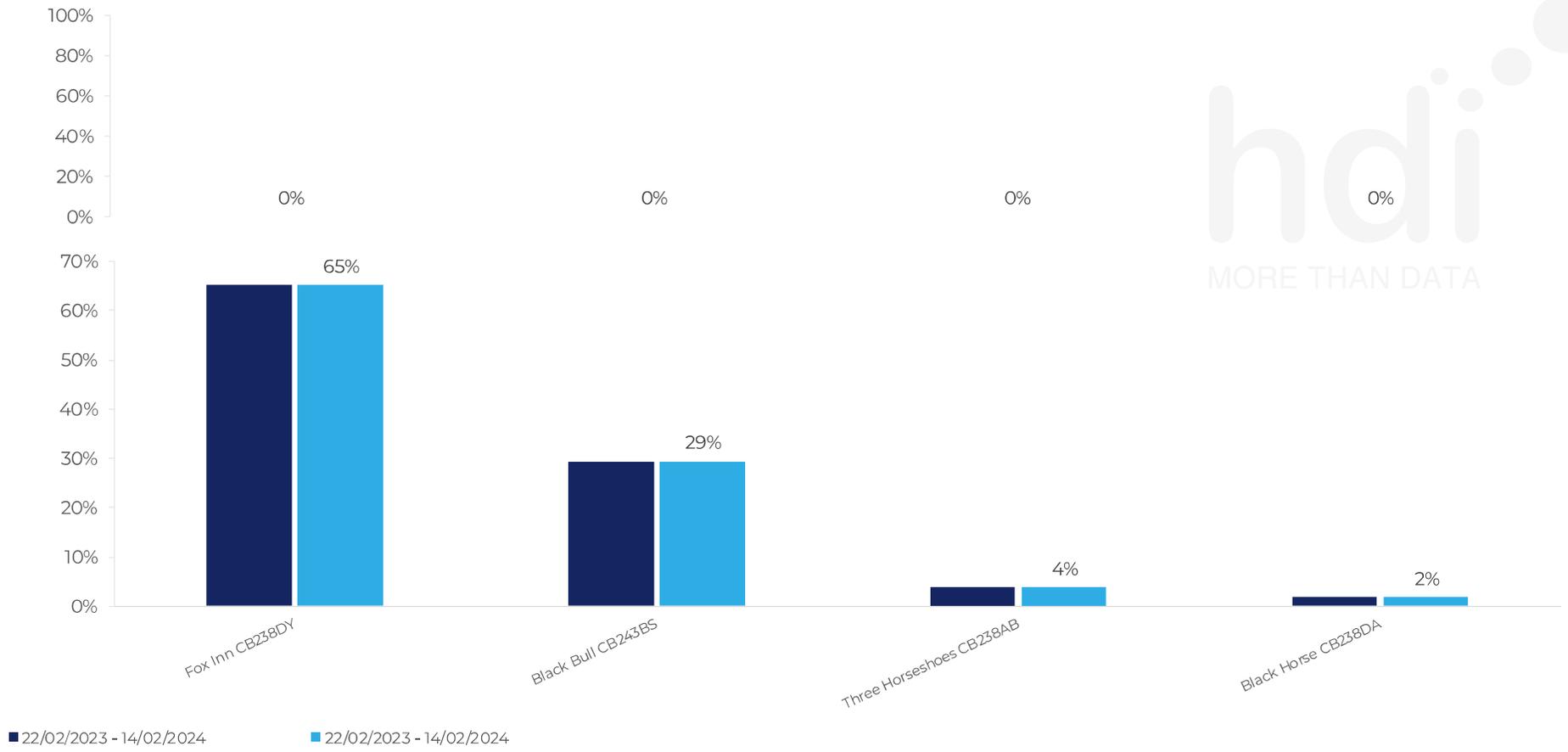
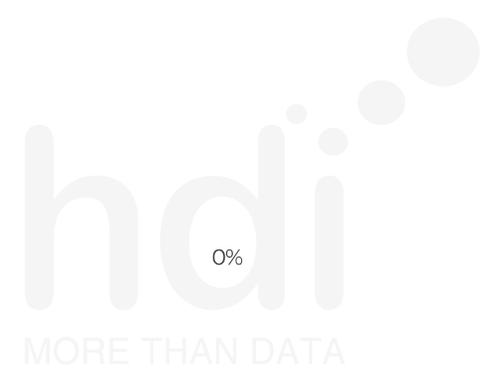
For customers of Fox Inn CB238DY, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





### Share of Wallet Change

How has share of wallet of customers of Fox Inn CB238DY changed between two date ranges?



22/02/2023 - 14/02/2024

22/02/2023 - 14/02/2024



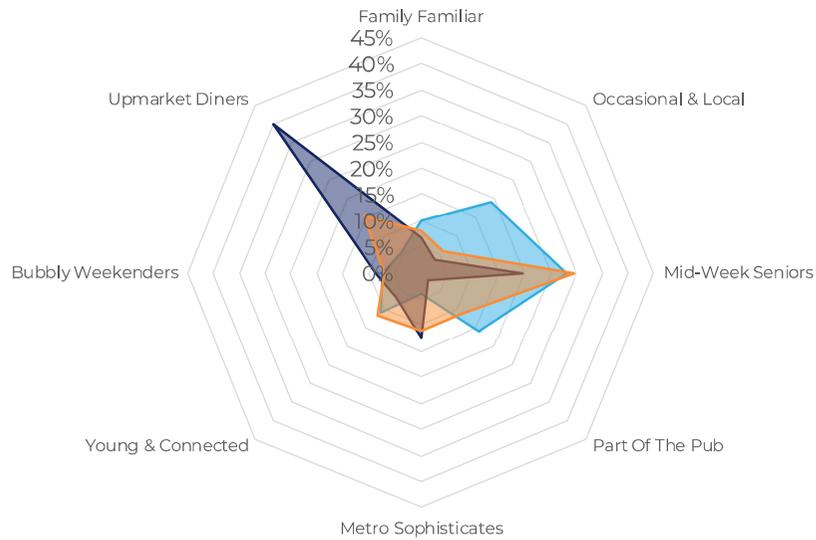
## Market Summary

How does the local area for Fox Inn CB238DY 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	£570K	4	£2.35M	5	£2.95M	2	£16.87M	3
Weekpart	Mon - Thu	42.8%	7	48.0%	9	45.0%	8	44.6%	8
Weekpart	Fri - Sat	43.8%	5	38.7%	3	41.7%	5	39.4%	2
Weekpart	Sun	13.4%	4	13.3%	3	13.3%	2	16.1%	7
Age	18 to 24	11.9%	9	5.4%	5	4.5%	3	5.0%	3
Age	25 to 34	14.9%	2	16.9%	3	14.4%	2	14.4%	1
Age	35 to 44	12.0%	1	24.0%	6	25.0%	7	24.7%	7
Age	45 to 54	23.7%	8	17.3%	3	18.8%	4	20.8%	6
Age	55 to 64	20.8%	9	20.3%	8	17.5%	7	17.8%	8
Age	65 to 74	7.2%	6	10.0%	8	10.6%	9	11.3%	9
Age	75+	9.5%	10	6.1%	9	9.2%	10	6.0%	9
CAMEO	Business Elite	2.1%	2	3.5%	3	3.5%	3	7.4%	5
CAMEO	Prosperous Professionals	5.8%	5	4.0%	3	3.4%	2	5.7%	4
CAMEO	Flourishing Society	9.2%	4	16.6%	7	13.9%	6	14.1%	6
CAMEO	Content Communities	27.0%	10	22.5%	10	23.9%	10	19.6%	10
CAMEO	White Collar Neighbourhoods	8.4%	3	8.8%	3	9.6%	3	10.2%	4
CAMEO	Enterprising Mainstream	24.5%	10	19.5%	10	22.9%	10	13.0%	9
CAMEO	Paying The Mortgage	11.0%	4	14.0%	5	12.7%	4	14.8%	6
CAMEO	Cash Conscious Communities	5.9%	3	6.8%	4	6.6%	3	7.3%	4
CAMEO	On A Budget	1.9%	1	2.3%	1	1.9%	1	4.3%	2
CAMEO	Family Value	4.1%	7	2.0%	5	1.5%	4	3.5%	6
Affluence	AB	17.1%	3	24.1%	5	20.8%	4	27.2%	5
Affluence	C1C2	71.0%	10	64.8%	10	69.1%	10	57.7%	10
Affluence	DE	11.9%	3	11.1%	2	10.1%	2	15.1%	3



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



■ Fox 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
Fox Inn	103	9.91%	18.96%	28.04%	15.55%	4.02%	10.72%	7.32%	5.43%
Local Catchment	368	6.77%	3.68%	19.43%	2.04%	12.39%	6.72%	8.58%	40.36%
Punch T&L	110522	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Fox Inn vs Local Catchment		3.14%	15.28%	8.61%	13.51%	-8.37%	4.00%	-1.26%	-34.93%
Fox Inn vs Punch T&L		1.83%	13.04%	-1.50%	4.37%	-7.27%	-0.90%	0.17%	-9.76%
Local Catchment vs Punch T&L		-1.31%	-2.24%	-10.11%	-9.14%	1.10%	-4.90%	1.43%	25.17%



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
Fox Inn CB238DY	103	9.91%	18.96%	28.04%	15.55%	4.02%	10.72%	7.32%	5.43%
Black Bull CB243BS	114	8.25%	5.46%	18.16%	4.67%	15.12%	8.25%	15.47%	24.58%
Three Horseshoes CB238AB	236	4.57%	2.83%	18.32%	0.38%	11.58%	5.96%	4.17%	52.15%
Black Horse CB238DA	32	16.57%	0.00%	36.89%	0.00%	2.50%	3.81%	4.13%	36.07%