



Site Summary



Boot & Shoe CA110TP

CA110TP

Punch T&L

Work Area
Penrith

Region
North West

TV Region
North West

Urbanicity
Rural village in a sparse sett

ATV
£26.15

Gender
66.01%
Male

Affluence
57.24%
Middle Income

Segmentation
19.77%
Enterprising Mainstream

Age Group
34.84%
55 to 64

Visit Day
26.97%
Sun

Top Competitors

- Herdwick Inn** **#1**
CA110QU
 Admiral Taverns Ltd
- Basecamp North Lakes** **#2**
CA110SG
 Restaurant
- Horse & Farrier** **#3**
CA110HL
 Pub / Bar

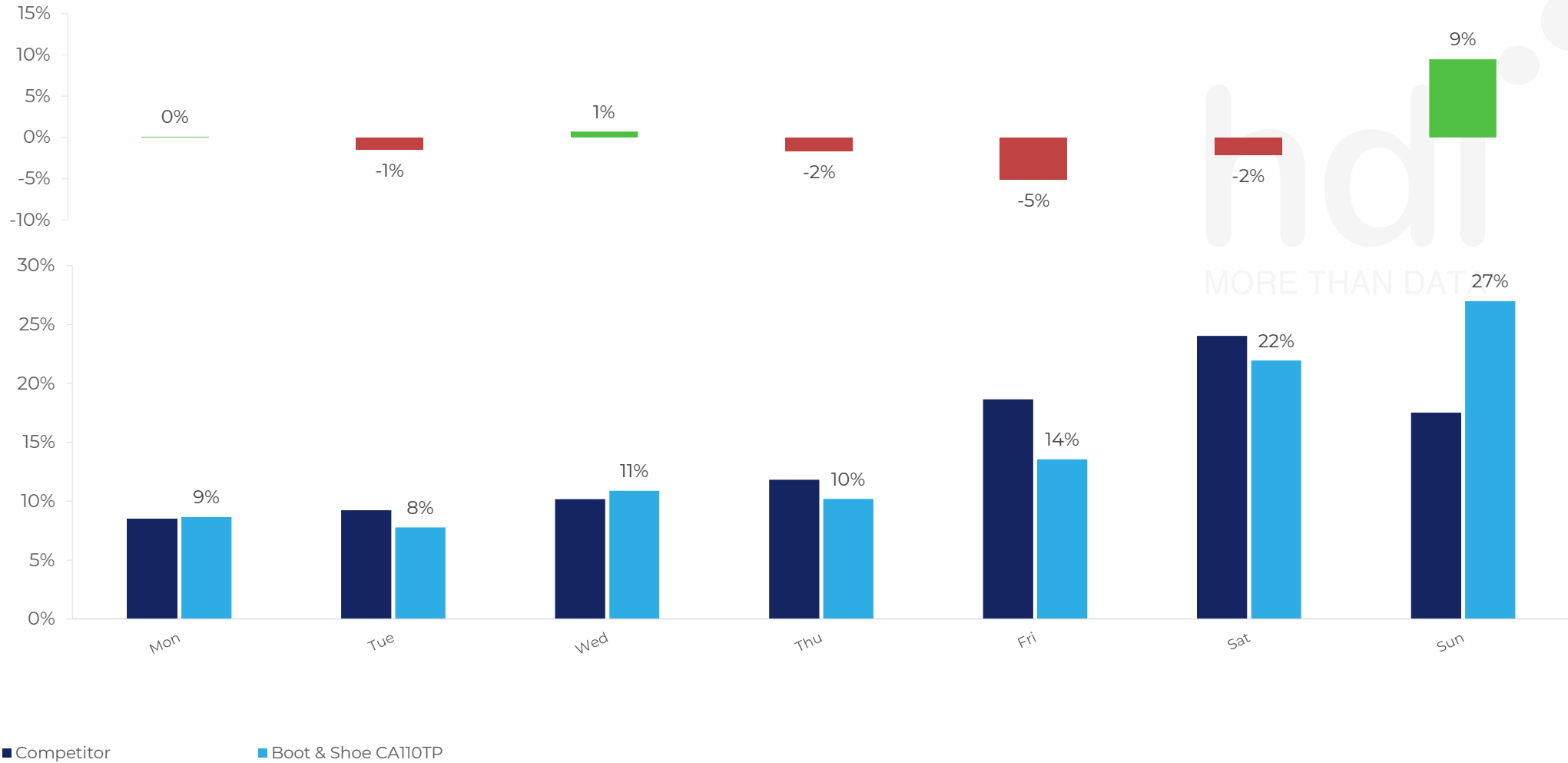
Nearest Station
Penrith (North Lakes)(7.16 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Boot & Shoe CA110TP versus its competitors?

% of spend for Boot & Shoe CA110TP and 319 Chains in 3 Miles from 05/02/2025 - 29/04/2026 split by Day of Week



■ Competitor

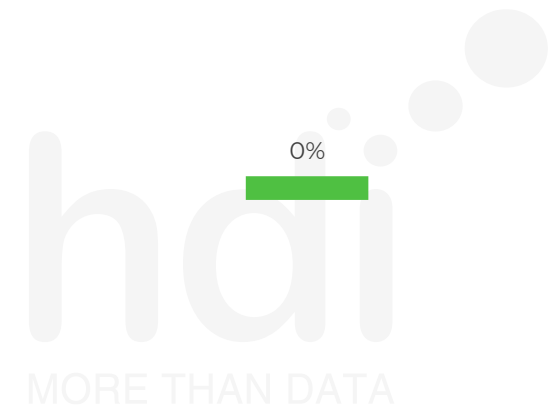
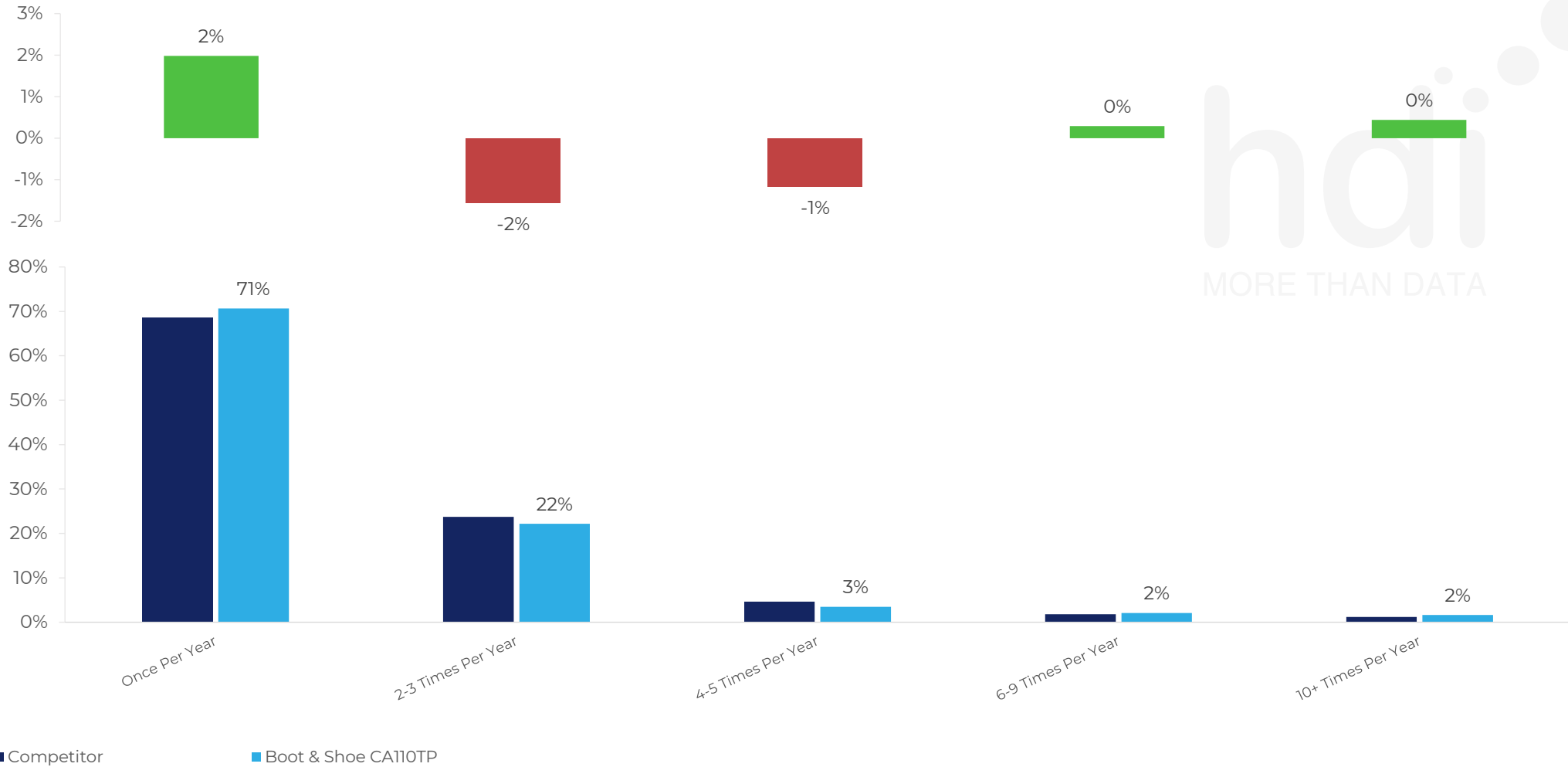
■ Boot & Shoe CA110TP



Visit Frequency

How frequently per year do customers visit Boot & Shoe CA110TP versus its competitors?

% of customer numbers for Boot & Shoe CA110TP and 319 Chains in 3 Miles from 05/02/2025 - 29/04/2026 and the number of visits made Per Annum



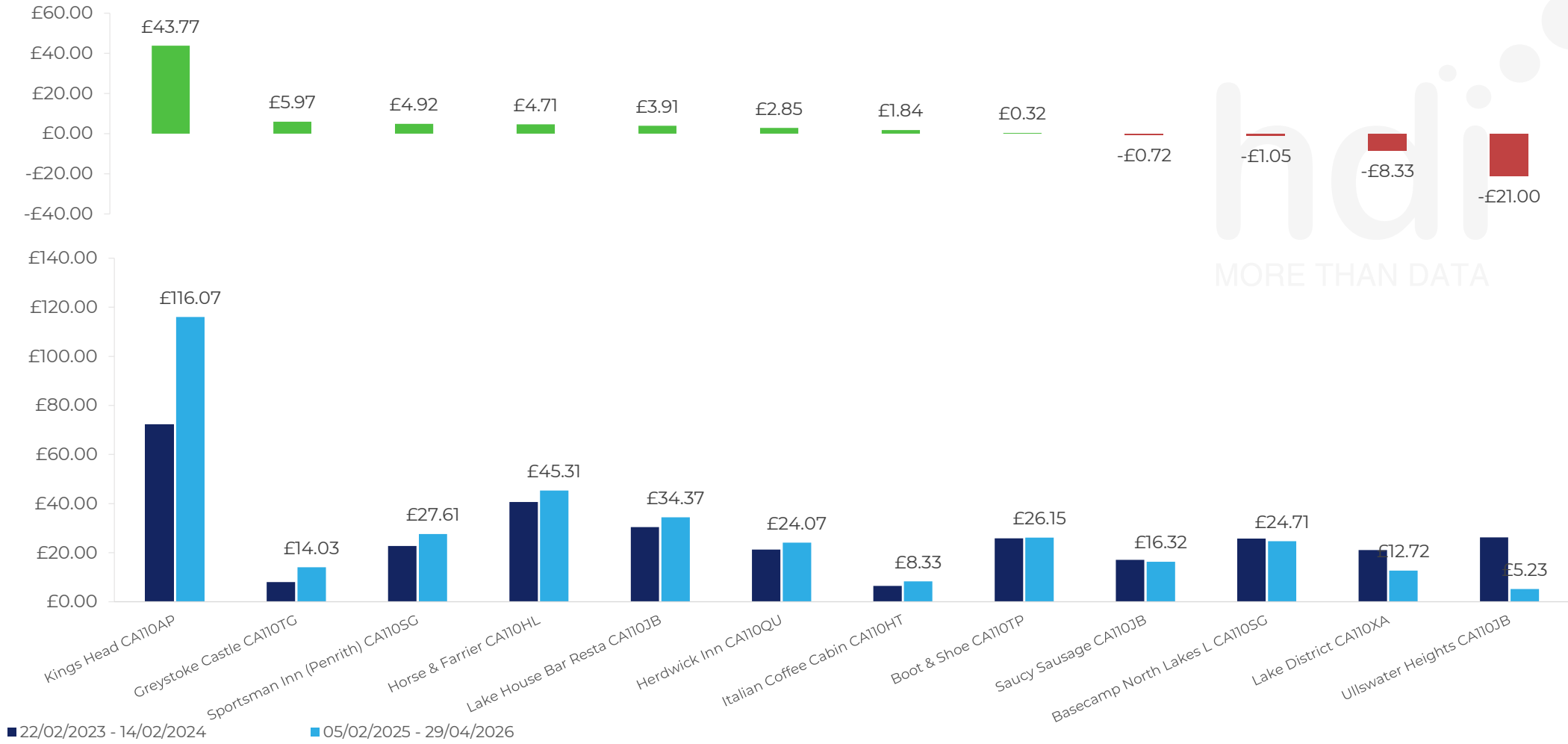
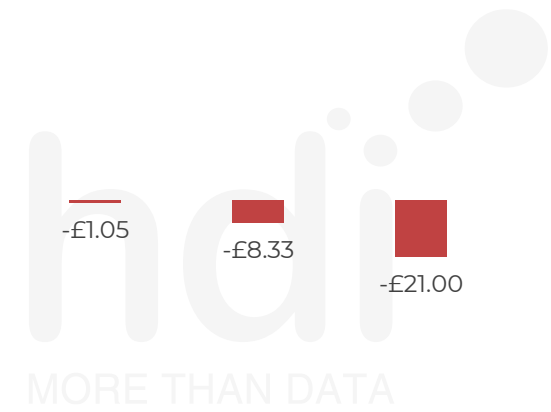
Competitor

Boot & Shoe CA110TP



ATV Change

How has ATV changed between two date ranges?

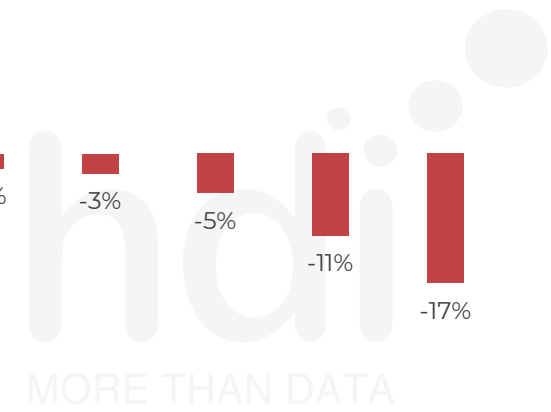
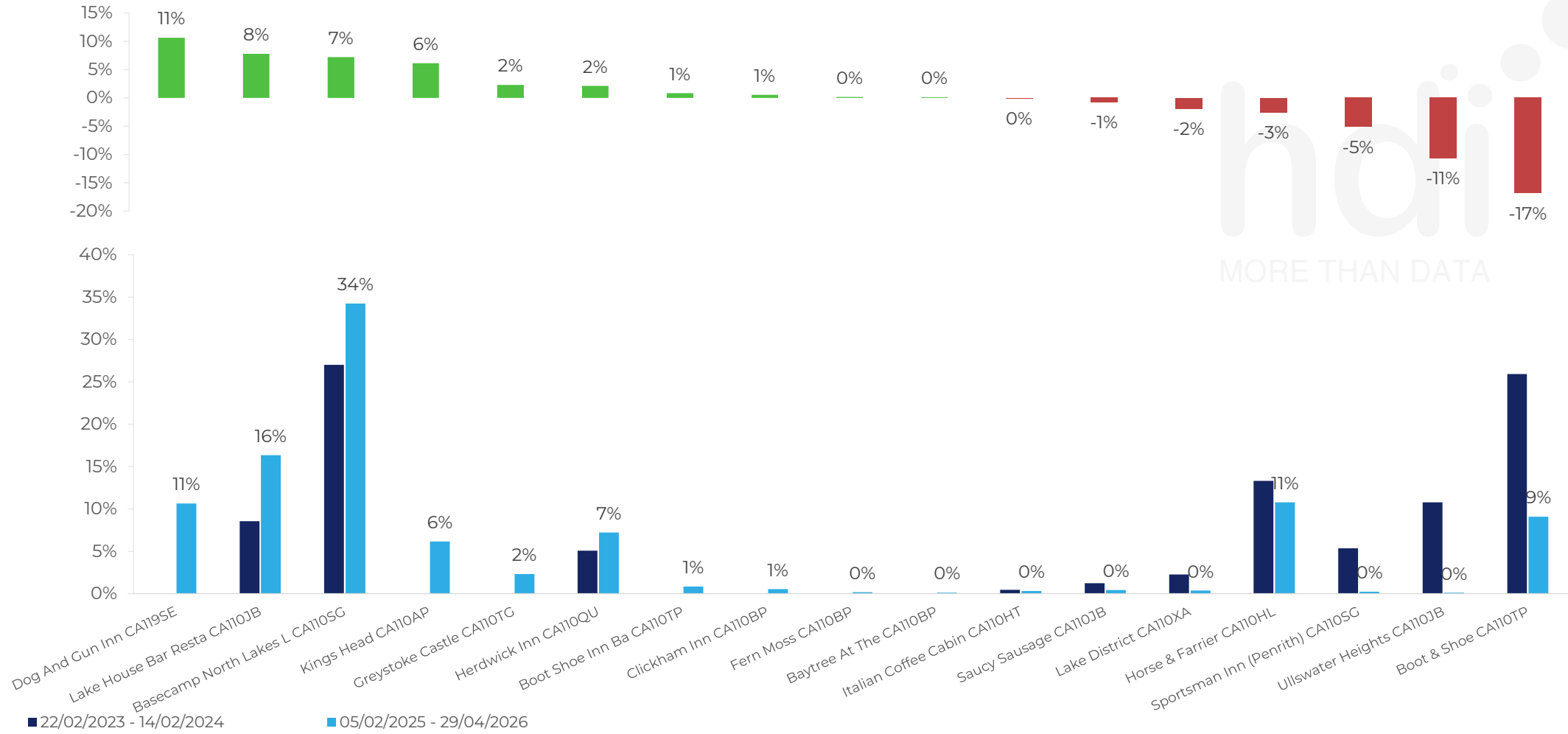




Market Share Change

How has market share changed between two date ranges?

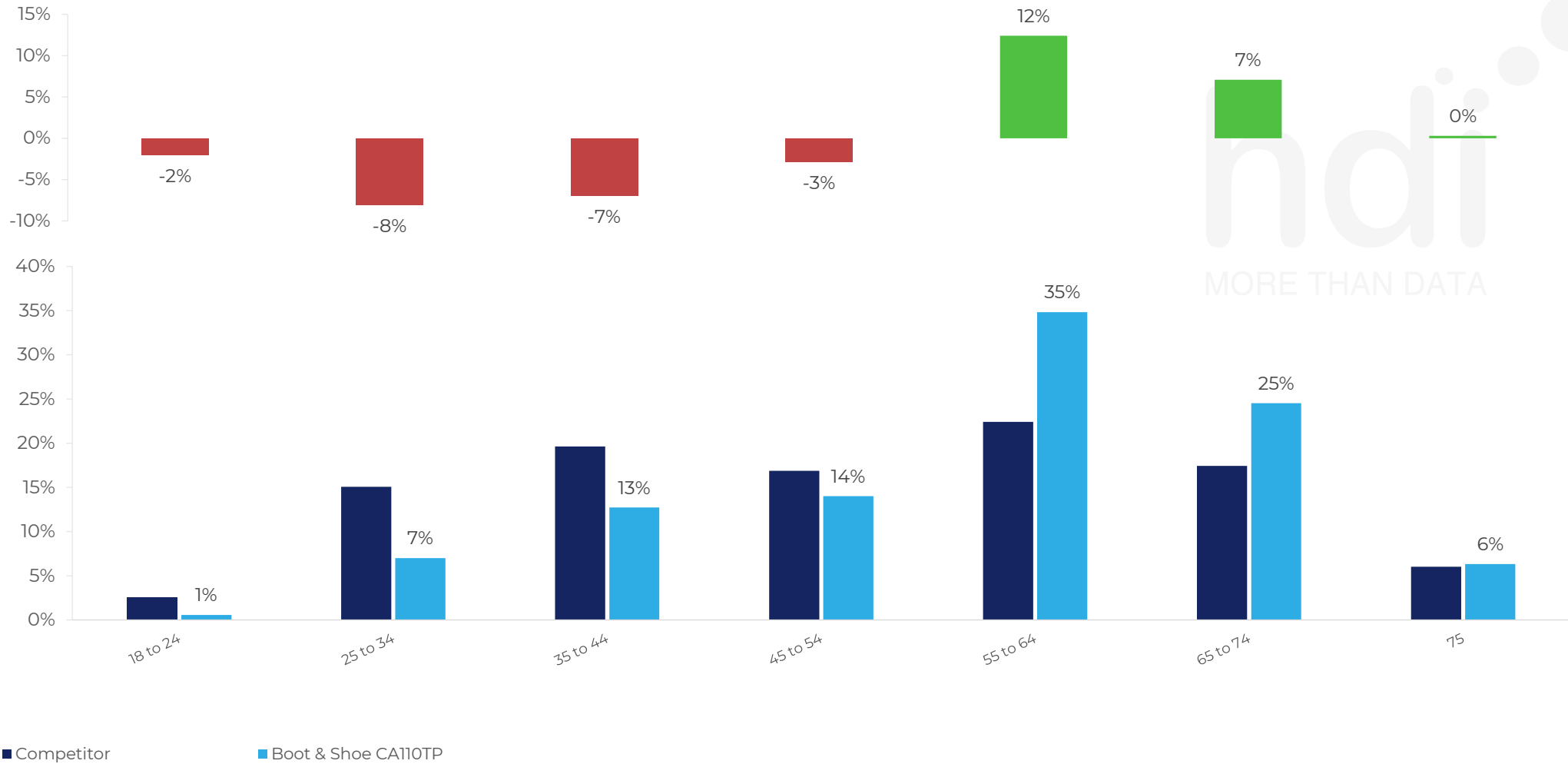
% of market share spend for Boot & Shoe CA110TP and 319 Chains in 3 Miles from 05/02/2025 - 29/04/2026



Age

How does the age profile of customers who visit Boot & Shoe CA110TP compare versus its competitors?

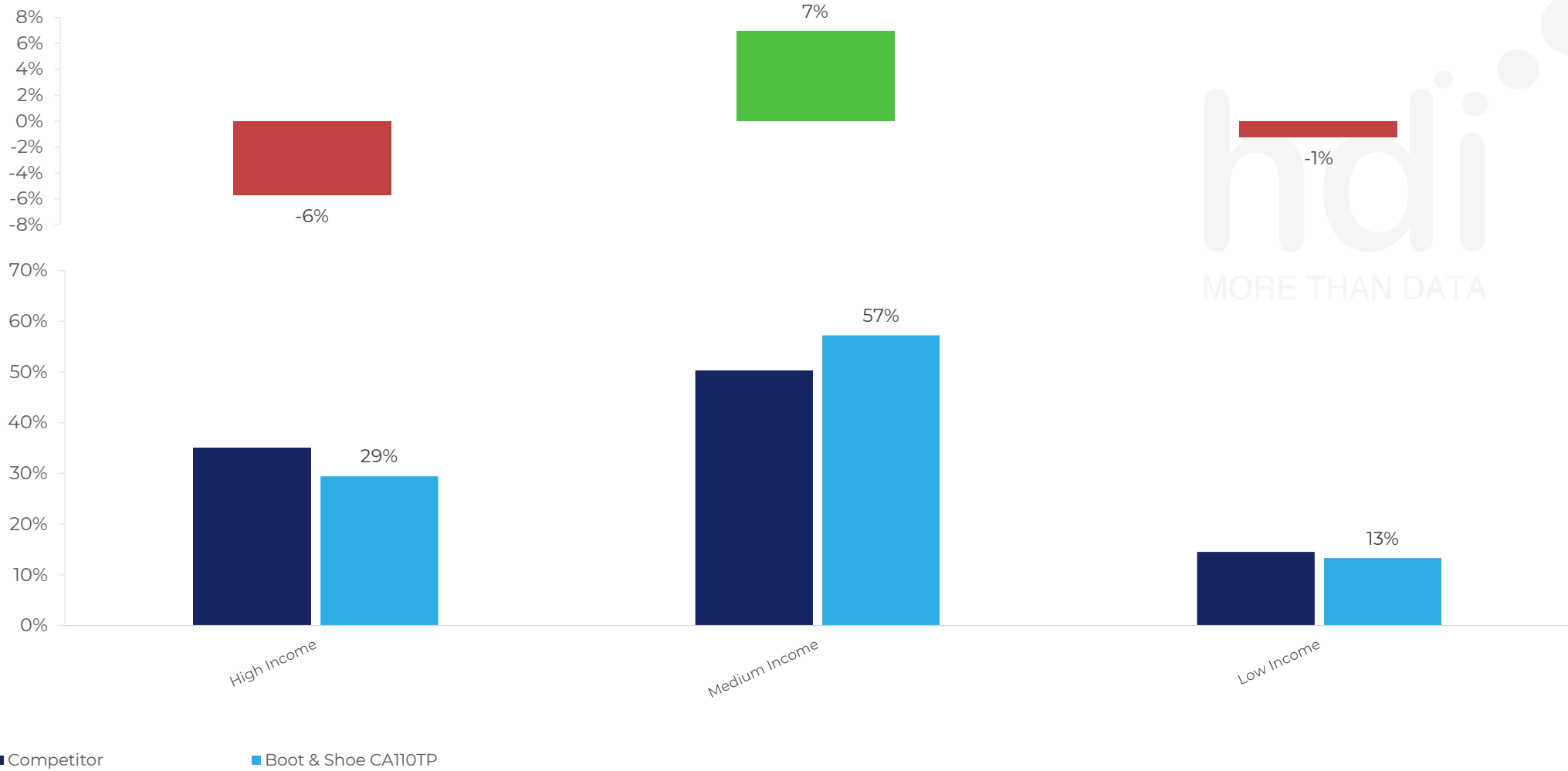
% of spend for Boot & Shoe CA110TP and 319 Chains in 3 Miles from 05/02/2025 - 29/04/2026 split by Age Range



Affluence

How does the affluence of customers who visit Boot & Shoe CA110TP compare versus its competitors?

% of spend for Boot & Shoe CA110TP and 319 Chains in 3 Miles from 05/02/2025 - 29/04/2026 split by Affluence

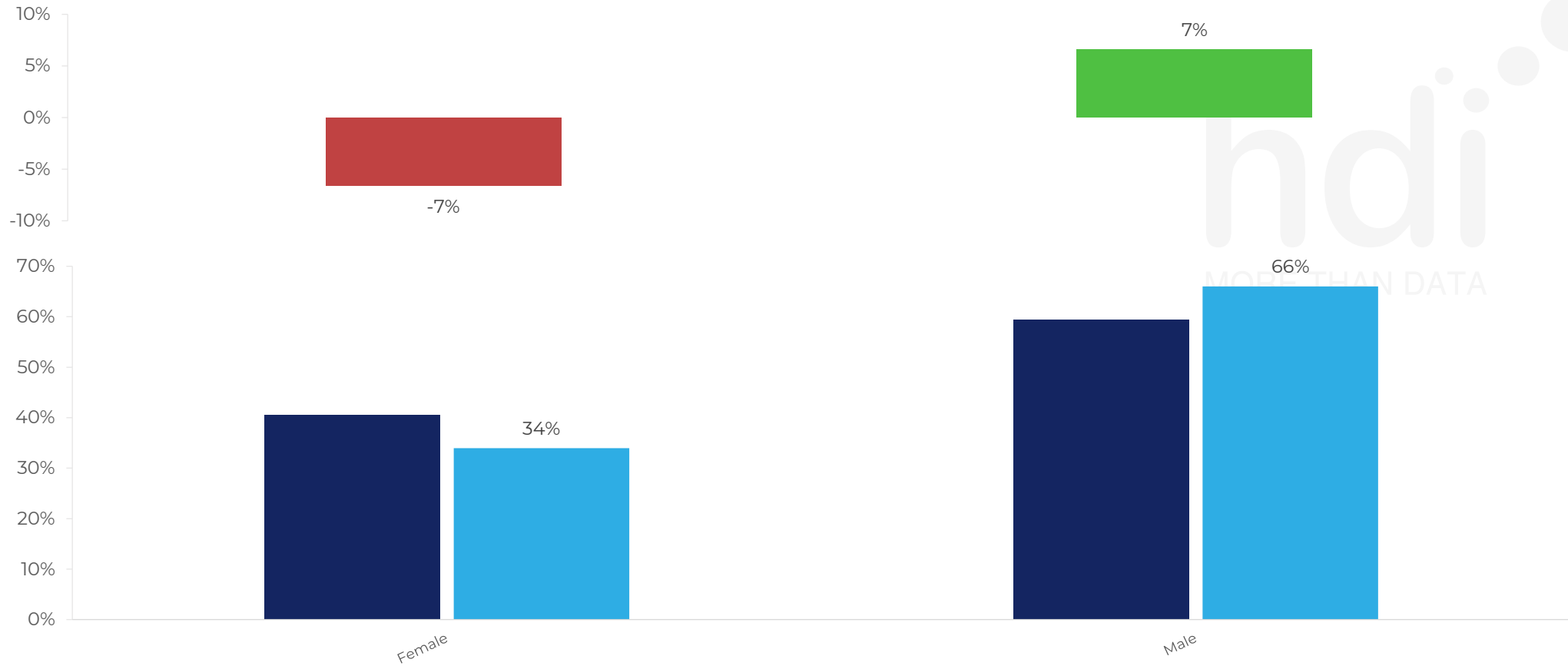




Gender

How does the gender profile of customers who visit Boot & Shoe CA110TP compare versus its competitors?

% of spend for Boot & Shoe CA110TP and 319 Chains in 3 Miles from 05/02/2025 - 29/04/2026 split by Gender



■ Competitor

■ Boot & Shoe CA110TP

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

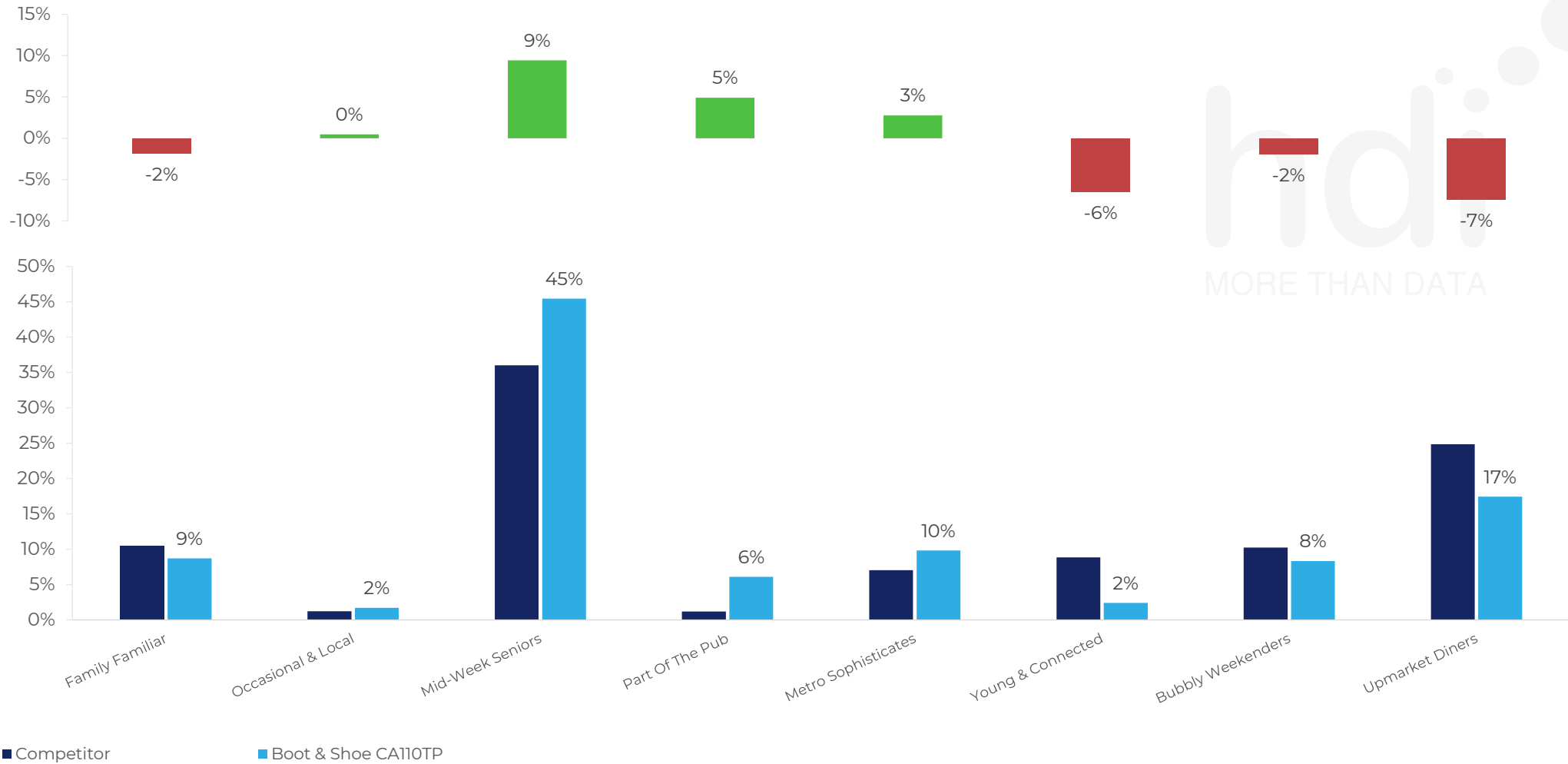
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Boot & Shoe CA110TP compare versus its competitors?

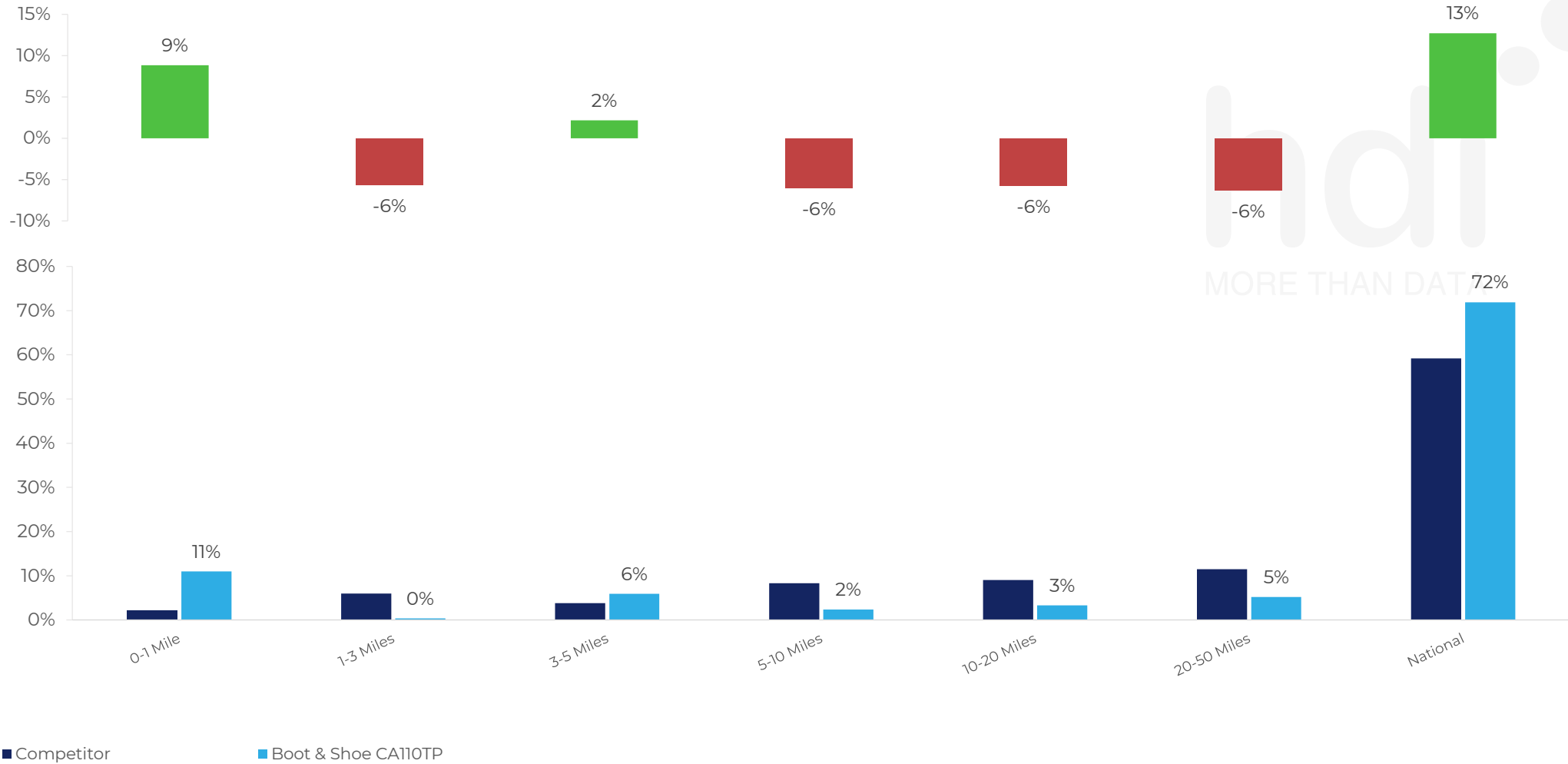
% of spend for Boot & Shoe CA110TP and 319 Chains in 3 Miles from 05/02/2025 - 29/04/2026 split by Segment



Spend by Distance

How does the spend profile of Boot & Shoe CA110TP compare versus its competitors based on travel distances?

% of spend for Boot & Shoe CA110TP and 319 Chains in 3 Miles from 05/02/2025 - 29/04/2026 split by Distance travelled

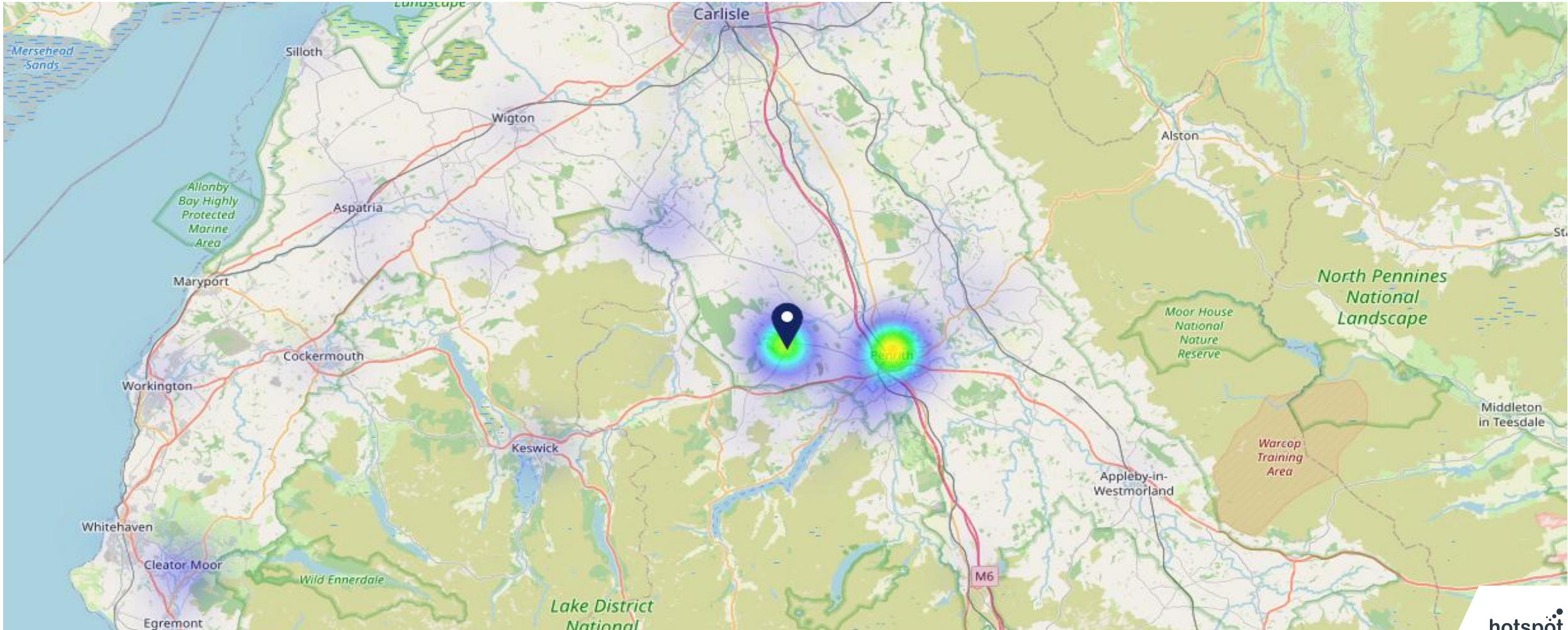




Map of Guest Origin

Where do customers of Boot & Shoe CA110TP come from?

Where do customers of Boot & Shoe CA110TP for 05/02/2025 - 29/04/2026 live

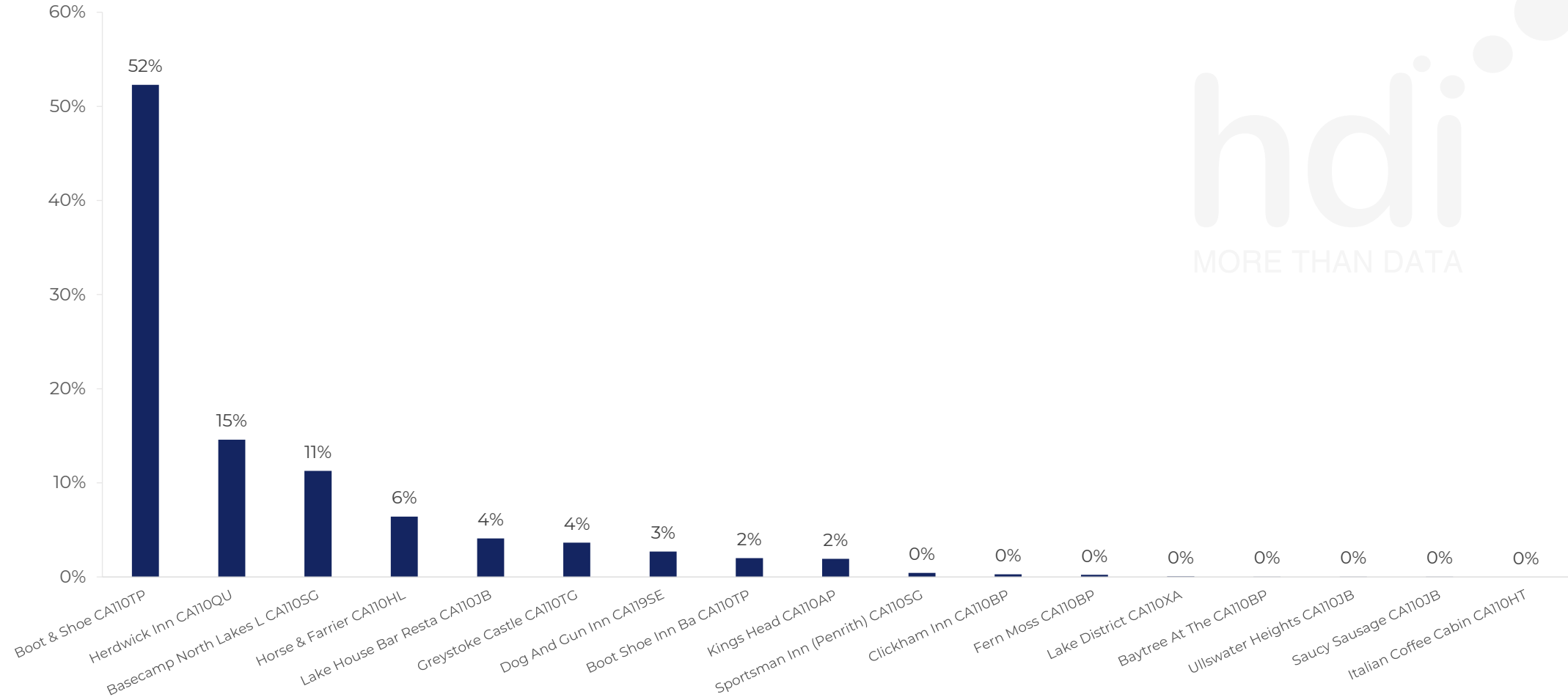




Share of Wallet

What are the Top 20 venues (by spend) that customers of Boot & Shoe CA110TP also visit?

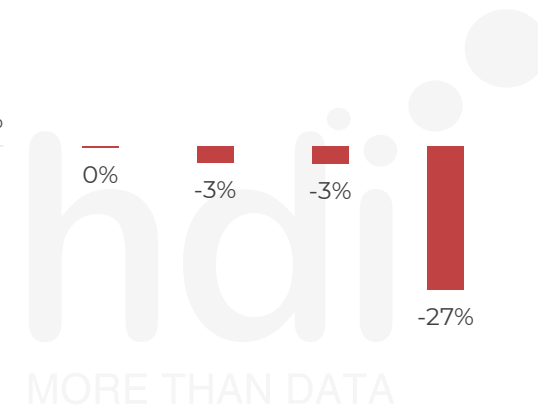
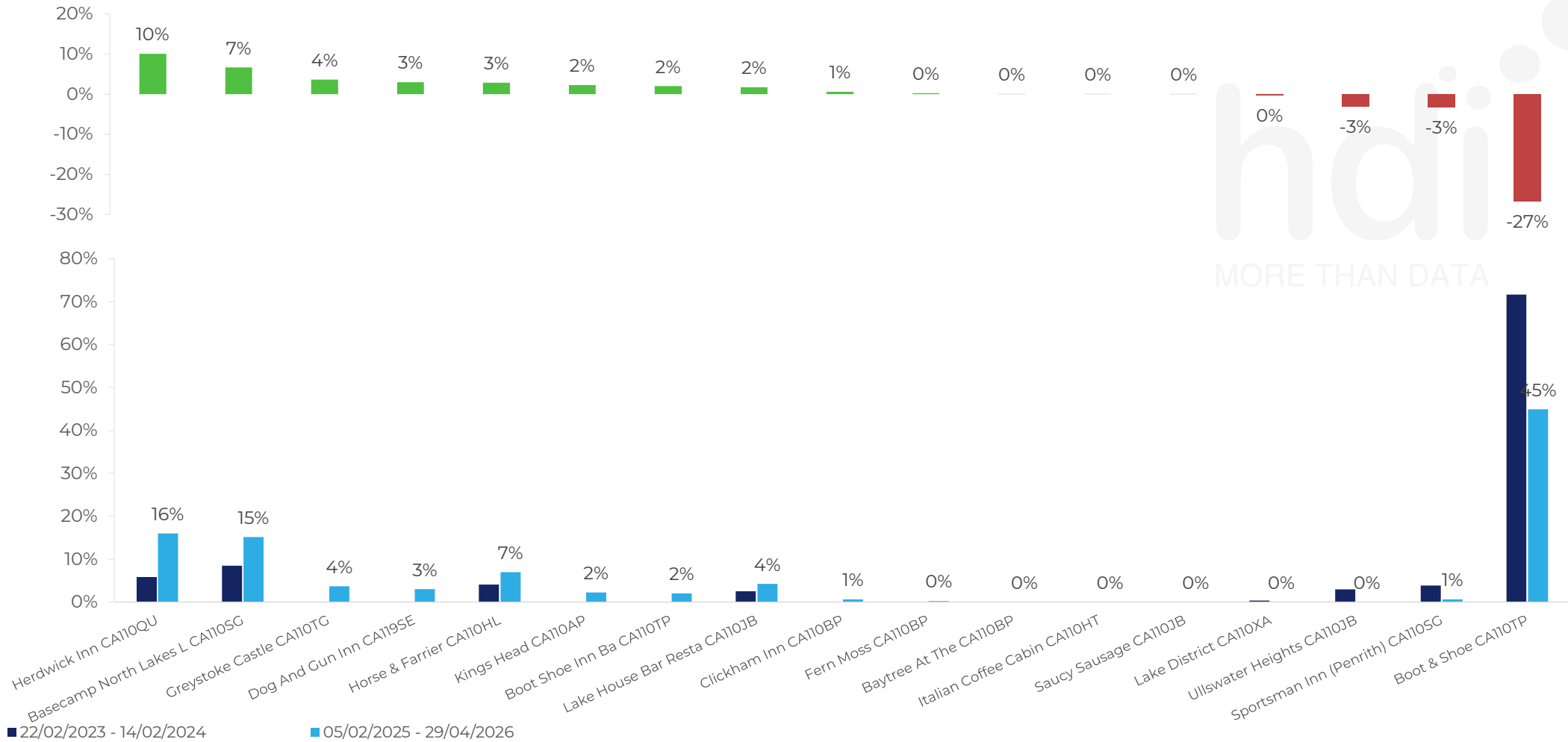
For customers of Boot & Shoe CA110TP, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 29/04/2026 split by Venue





Share of Wallet Change

How has share of wallet of customers of Boot & Shoe CA110TP changed between two date ranges?





Market Summary

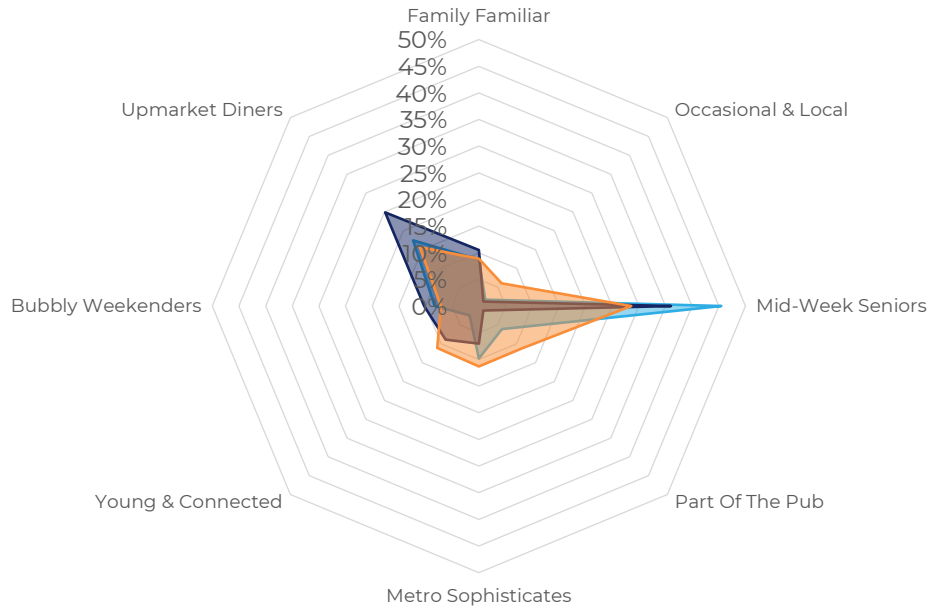
How does the local area for Boot & Shoe CA110TP compare to the national average (1 = low, 10 = high)

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	£426K	3	£426K	2	£550K	1	£4.82M	1
Weekpart	Mon - Thu	35.6%	3	35.6%	2	32.2%	1	39.9%	3
Weekpart	Fri - Sat	35.0%	1	35.0%	1	39.4%	3	41.6%	5
Weekpart	Sun	29.3%	10	29.3%	10	28.5%	10	18.5%	10
Age	18 to 24	0.2%	1	0.2%	1	1.9%	1	2.6%	1
Age	25 to 34	6.7%	1	6.7%	1	6.9%	1	14.1%	1
Age	35 to 44	10.7%	1	10.7%	1	11.0%	1	18.8%	1
Age	45 to 54	13.1%	1	13.1%	1	12.0%	1	17.1%	1
Age	55 to 64	36.1%	10	36.1%	10	32.4%	10	23.7%	10
Age	65 to 74	27.2%	10	27.2%	10	30.3%	10	18.0%	10
Age	75+	6.2%	9	6.2%	9	5.6%	9	5.8%	9
CAMEO	Business Elite	7.3%	6	7.3%	6	6.2%	5	6.3%	5
CAMEO	Prosperous Professionals	4.2%	4	4.2%	4	5.0%	4	10.3%	9
CAMEO	Flourishing Society	18.4%	8	18.4%	8	18.7%	8	17.7%	8
CAMEO	Content Communities	14.2%	7	14.2%	7	12.5%	6	13.2%	7
CAMEO	White Collar Neighbourhoods	8.0%	3	8.0%	2	8.0%	2	9.4%	3
CAMEO	Enterprising Mainstream	23.7%	10	23.7%	10	25.8%	10	16.3%	10
CAMEO	Paying The Mortgage	10.3%	3	10.3%	3	9.5%	2	11.7%	3
CAMEO	Cash Conscious Communities	7.5%	4	7.5%	4	7.3%	4	6.6%	3
CAMEO	On A Budget	4.6%	4	4.6%	3	4.0%	2	4.5%	2
CAMEO	Family Value	1.6%	5	1.6%	4	3.0%	6	3.8%	6
Affluence	AB	29.9%	6	29.9%	6	29.9%	6	34.4%	7
Affluence	C1C2	56.3%	8	56.3%	9	55.8%	9	50.7%	7
Affluence	DE	13.8%	3	13.8%	3	14.3%	3	14.9%	3



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
Boot & Shoe	180	8.70%	1.71%	45.46%	6.10%	9.82%	2.42%	8.31%	17.44%
Local Catchment	1220	10.51%	1.22%	36.03%	1.20%	7.04%	8.85%	10.24%	24.86%
Punch T&L	109003	8.90%	6.04%	28.58%	11.28%	11.32%	11.06%	7.13%	15.64%
Boot & Shoe vs Local Catchment		-1.81%	0.49%	9.43%	4.90%	2.78%	-6.43%	-1.93%	-7.42%
Boot & Shoe vs Punch T&L		-0.20%	-4.33%	16.88%	-5.18%	-1.50%	-8.64%	1.18%	1.80%
Local Catchment vs Punch T&L		1.61%	-4.82%	7.45%	-10.08%	-4.28%	-2.21%	3.11%	9.22%

■ Boot & Shoe

■ Local Catchment

■ Punch T&L