



Site Summary



Horse & Jockey SK96EG

SK96EG

Punch T&L



Work Area
Manchester



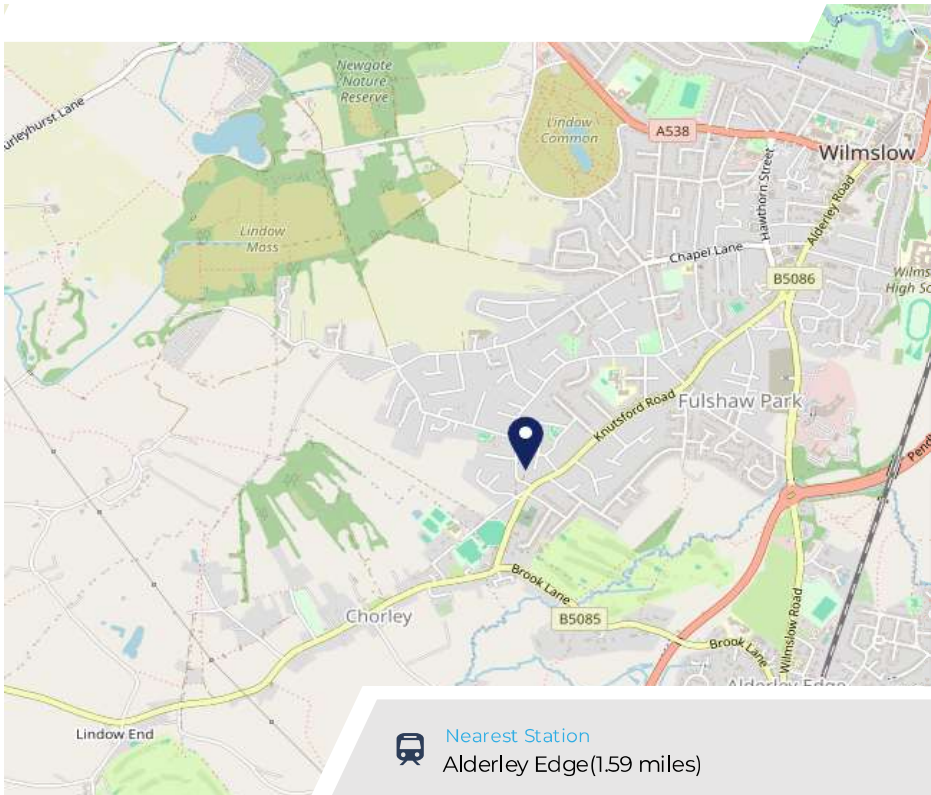
Region
North West



TV Region
North West



Urbanicity
Urban major conurbation



ATV
£11.31



Gender
87.12%
Male



Affluence
67.71%
High Income



Segmentation
48.83%
Flourishing Society



Age Group
44.15%
55 to 64



Visit Day
23.21%
Fri

Top Competitors



Coach & Four
SK91PA
 Pub Restaurant

#1



Plough & Flail
WA167DB
 Pub Restaurant

#2



The Botanist Alderley Edge
SK97JT
 Botanist

#3



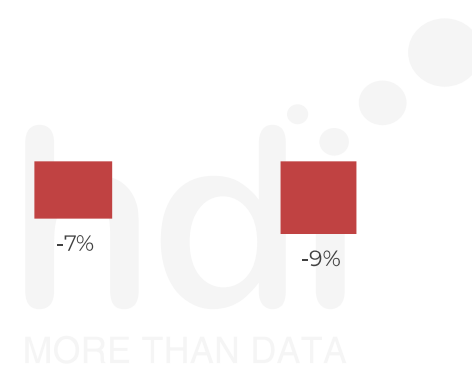
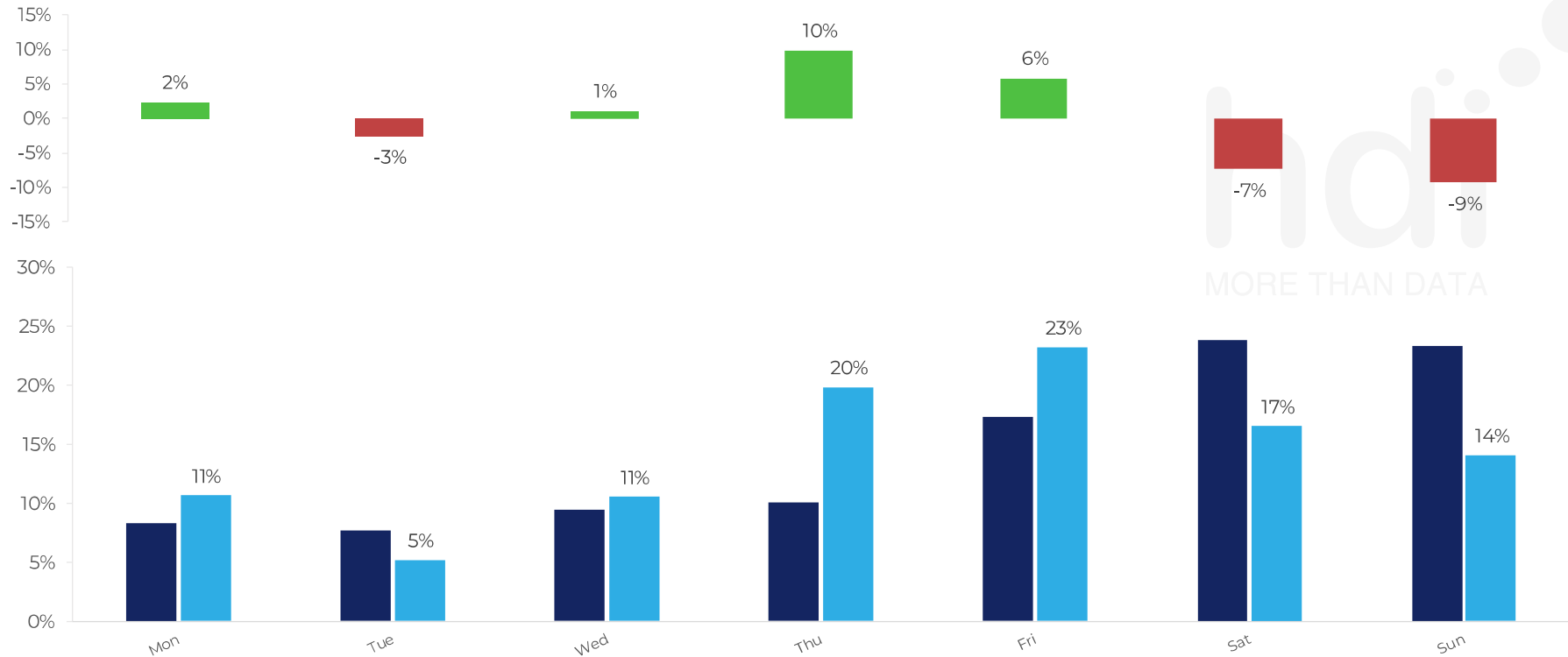
Nearest Station
Alderley Edge (1.59 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Horse & Jockey SK96EG versus its competitors?

% of spend for Horse & Jockey SK96EG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



Competitor

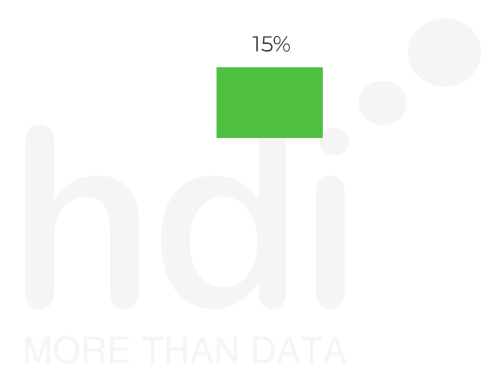
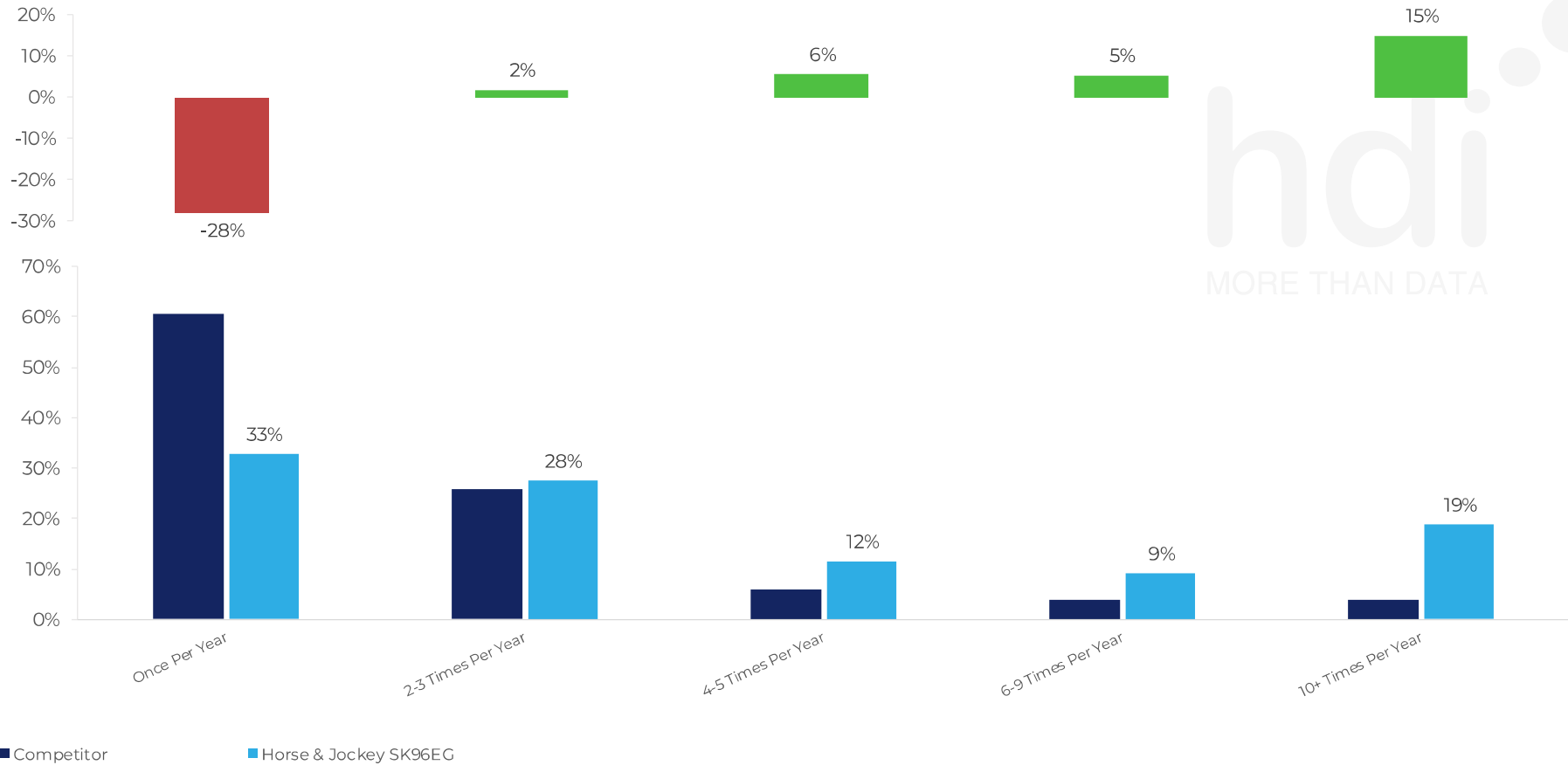
Horse & Jockey SK96EG



Visit Frequency

How frequently per year do customers visit Horse & Jockey SK96EG versus its competitors?

% of customer numbers for Horse & Jockey SK96EG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



Competitor

Horse & Jockey SK96EG



ATV Change

How has ATV changed between two date ranges?



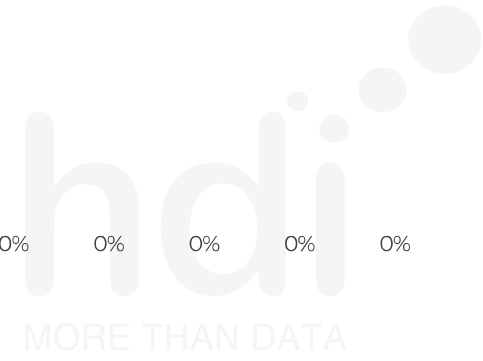
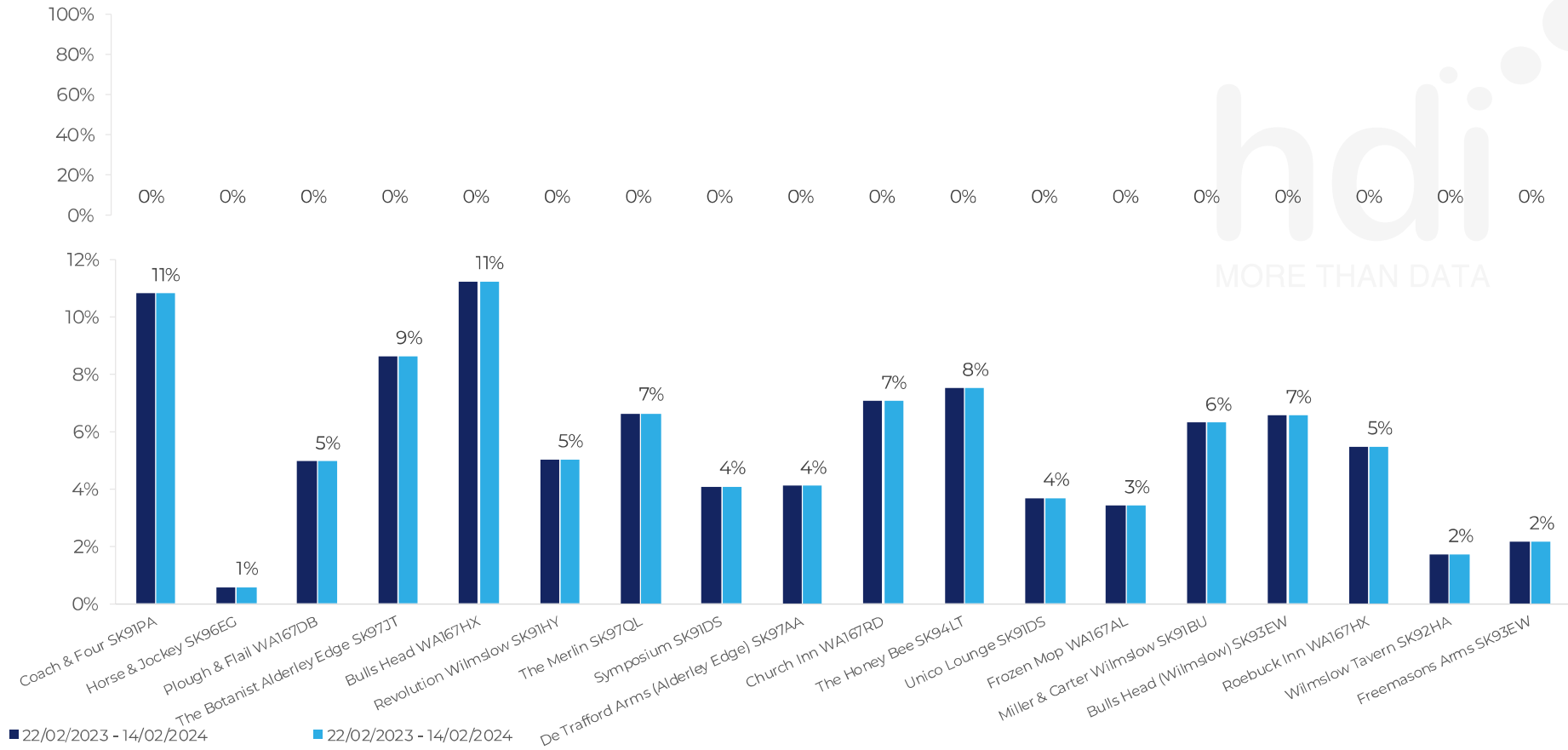
207 Site Customers



Market Share Change

How has market share changed between two date ranges?

% of market share spend for Horse & Jockey SK96EG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

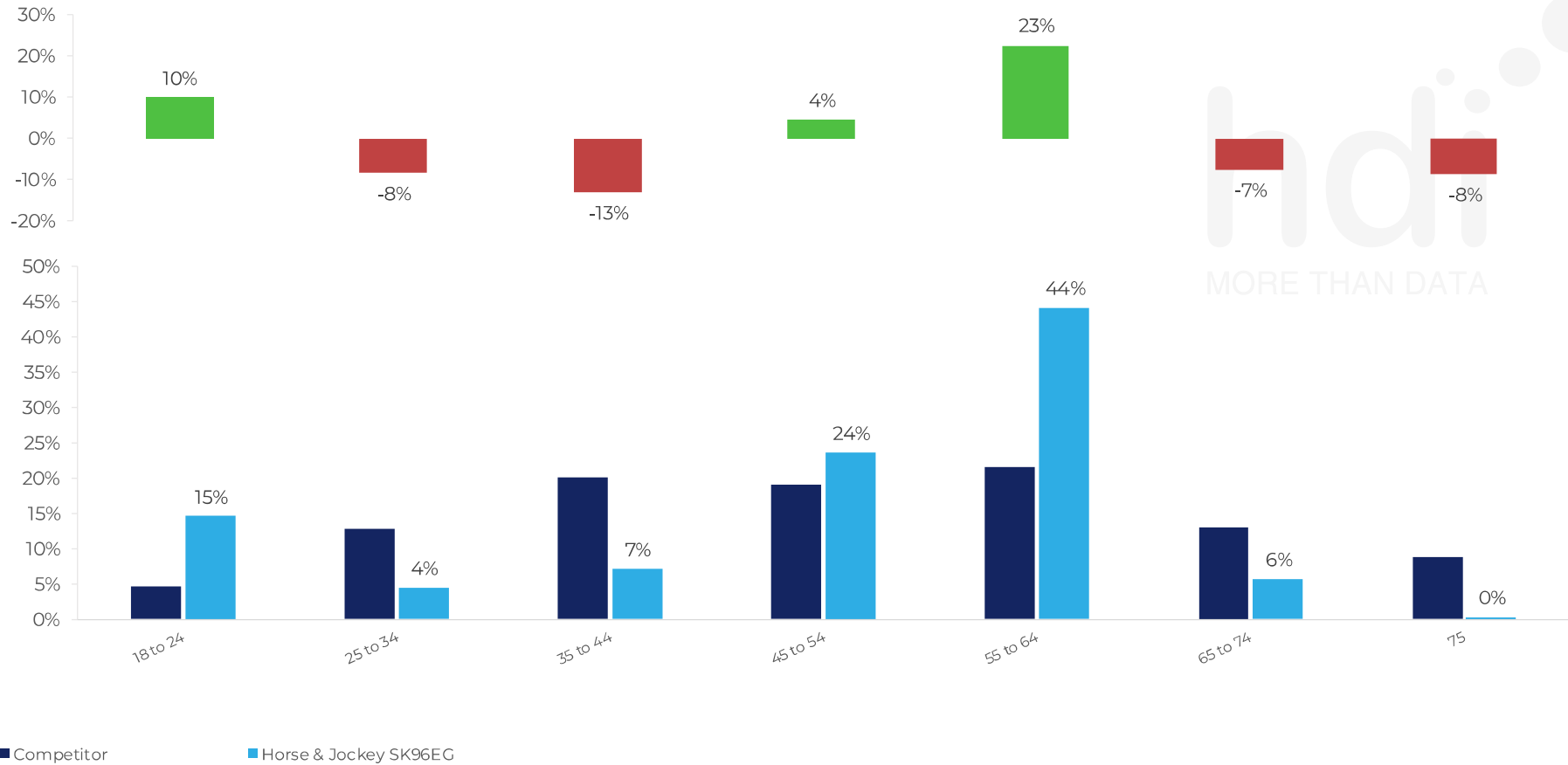




Age

How does the age profile of customers who visit Horse & Jockey SK96EG compare versus its competitors?

% of spend for Horse & Jockey SK96EG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



109 Site Customers

21 Competitors

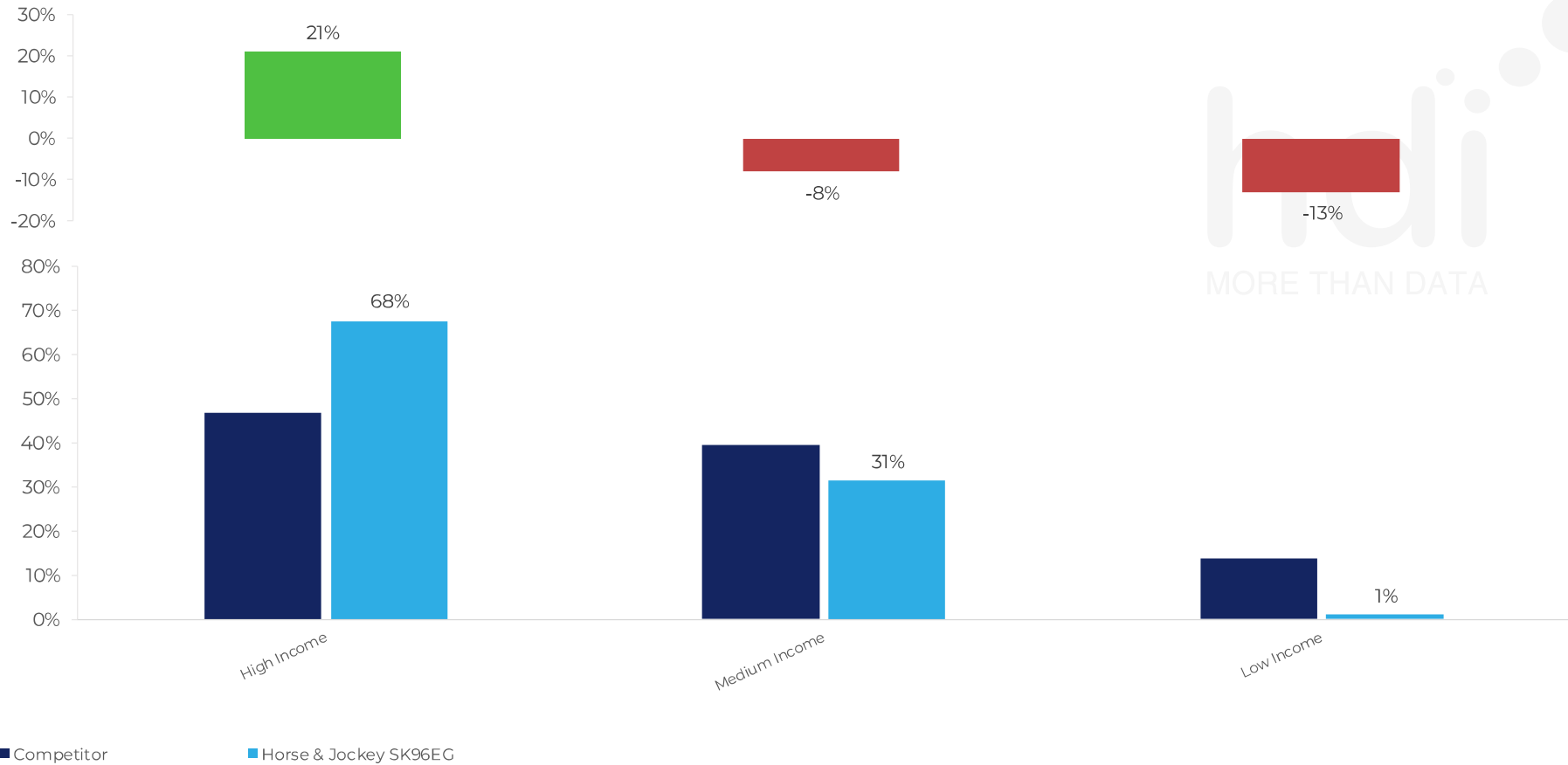
20569 Competitor Customers



Affluence

How does the affluence of customers who visit Horse & Jockey SK96EG compare versus its competitors?

% of spend for Horse & Jockey SK96EG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



103 Site Customers

21 Competitors

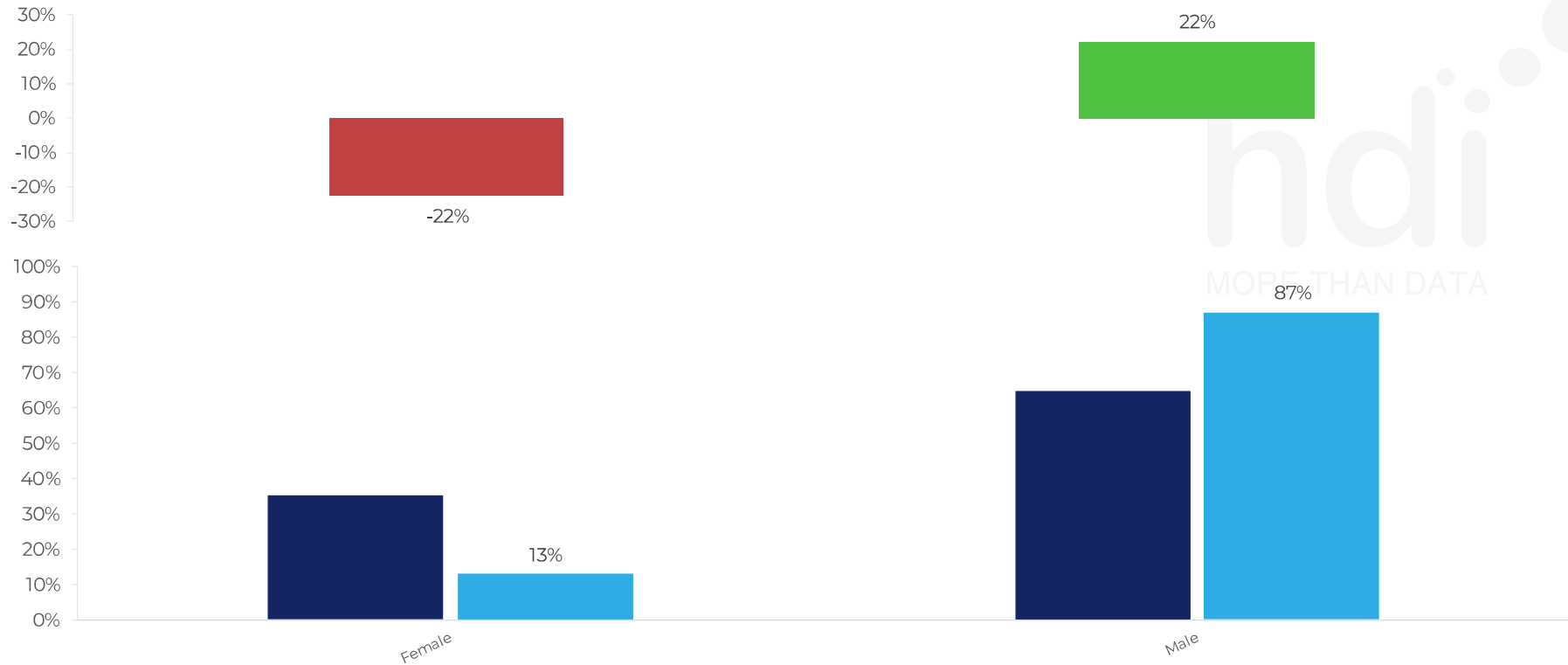
19351 Competitor Customers



Gender

How does the gender profile of customers who visit Horse & Jockey SK96EG compare versus its competitors?

% of spend for Horse & Jockey SK96EG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

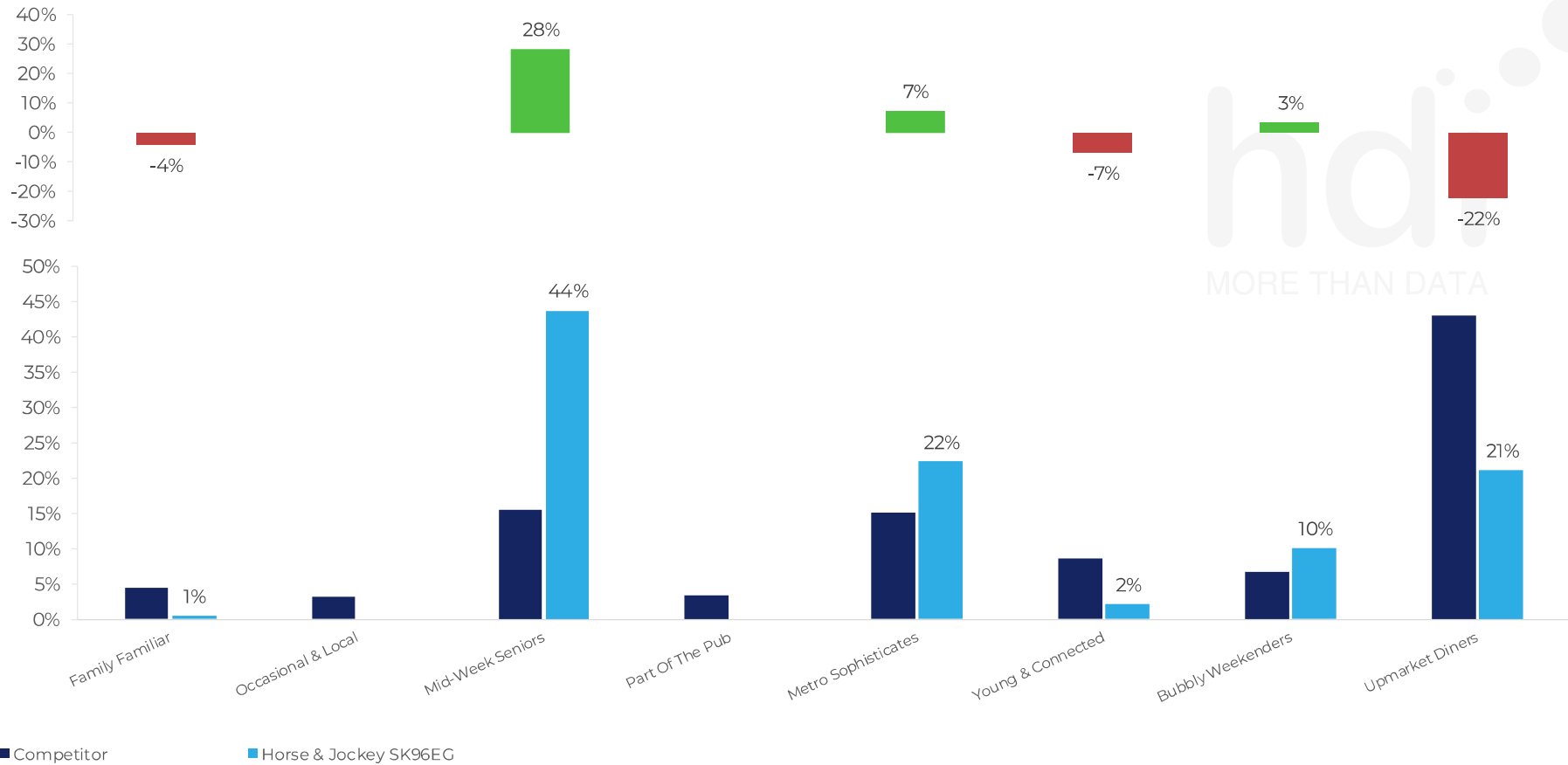
■ Horse & Jockey SK96EG



Punch Segmentation

How does the Custom segmentation profile of customers who visit Horse & Jockey SK96EG compare versus its competitors?

% of spend for Horse & Jockey SK96EG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



207 Site Customers

21 Competitors

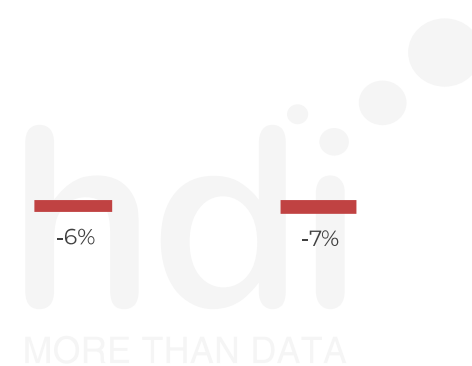
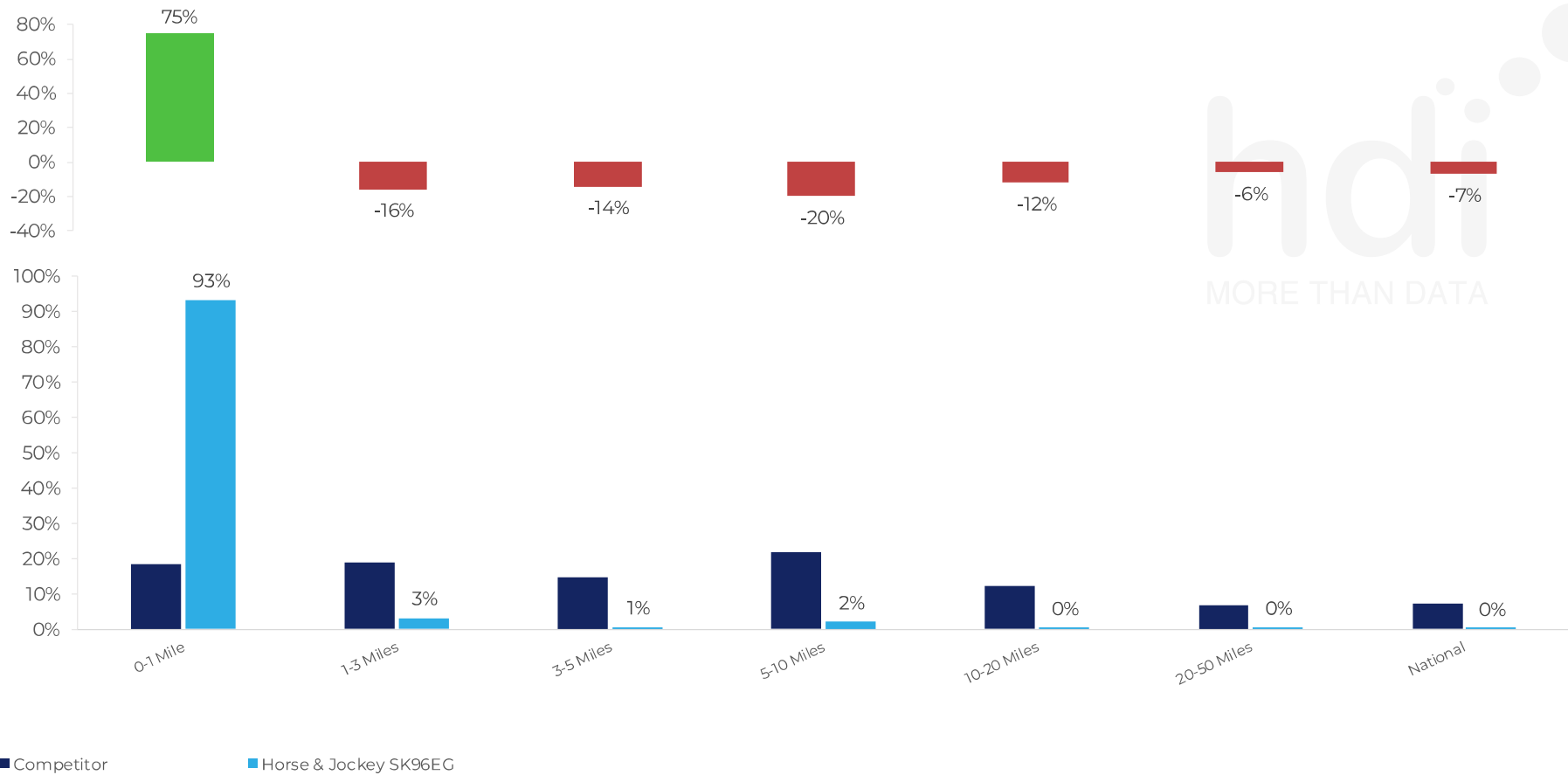
44748 Competitor Customers



Spend by Distance

How does the spend profile of Horse & Jockey SK96EG compare versus its competitors based on travel distances?

% of spend for Horse & Jockey SK96EG and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



■ Competitor

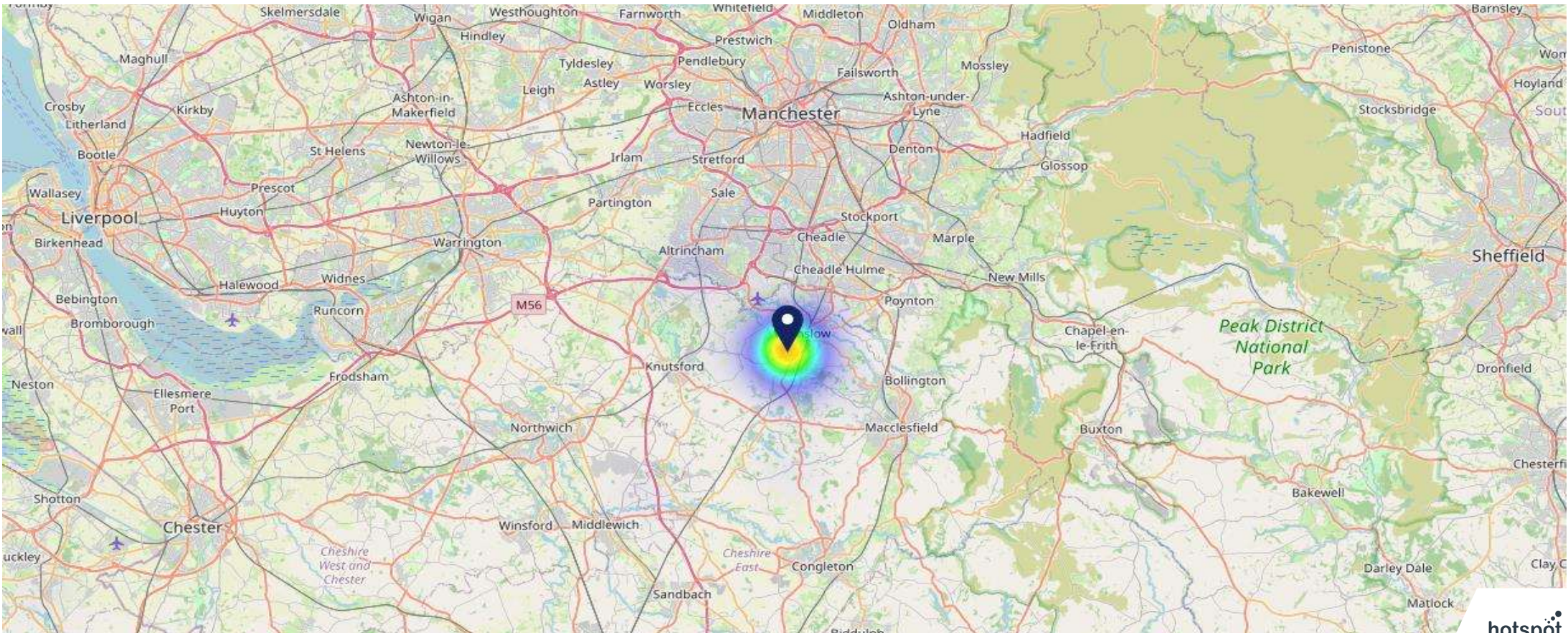
■ Horse & Jockey SK96EG



Map of Guest Origin

Where do customers of Horse & Jockey SK96EG come from?

Where do customers of Horse & Jockey SK96EG for 22/02/2023 - 14/02/2024 live



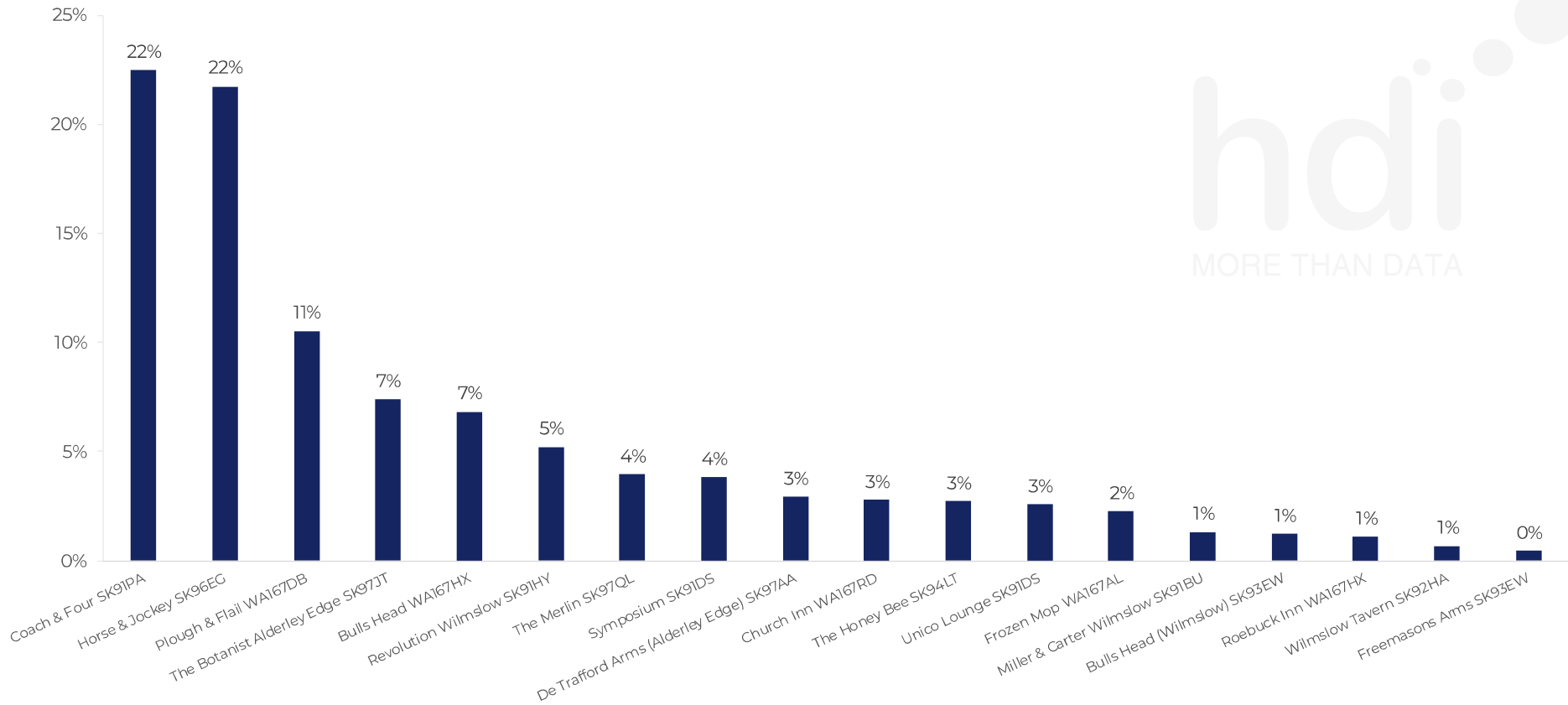
104 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of Horse & Jockey SK96EG also visit?

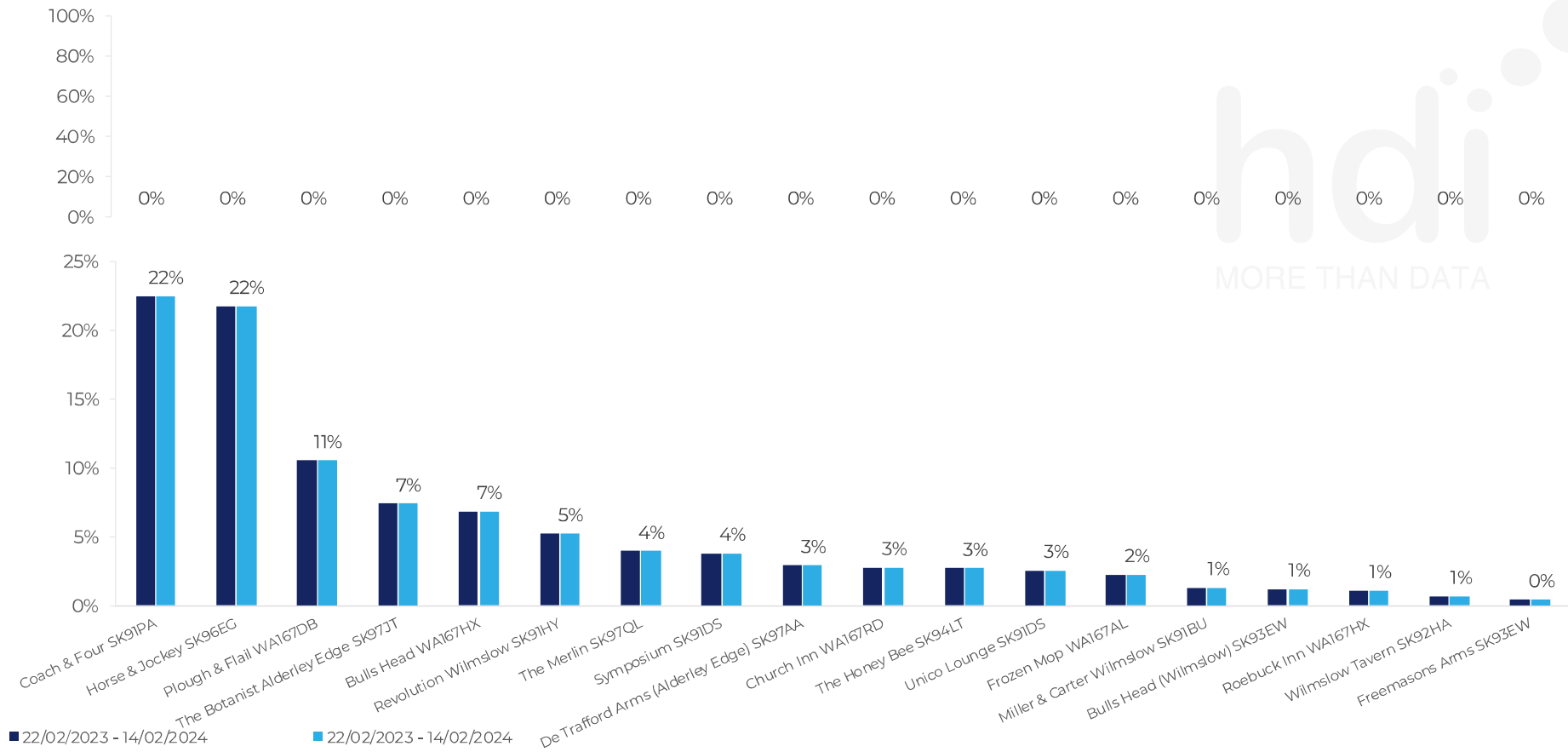
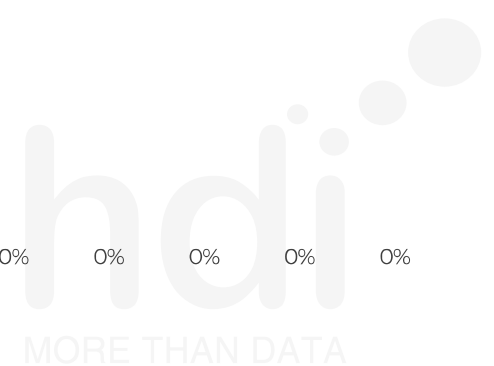
For customers of Horse & Jockey SK96EG, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Horse & Jockey SK96EG changed between two date ranges?



207 Site Customers



Market Summary

How does the local area for Horse & Jockey SK96EG 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	£594K	4	£1.12M	4	£17.62M	6	£123.04M	7
Weekpart	Mon - Thu	44.0%	7	48.5%	9	38.0%	3	38.8%	2
Weekpart	Fri - Sat	41.8%	4	38.8%	3	44.5%	7	44.3%	8
Weekpart	Sun	14.2%	5	12.7%	3	17.5%	9	16.8%	8
Age	18 to 24	4.3%	4	2.4%	2	4.5%	3	3.9%	2
Age	25 to 34	4.9%	1	8.5%	1	10.5%	1	12.5%	1
Age	35 to 44	8.3%	1	19.8%	3	18.8%	2	21.6%	3
Age	45 to 54	25.0%	9	25.2%	9	24.9%	10	20.9%	7
Age	55 to 64	36.1%	10	29.5%	10	22.5%	10	21.1%	10
Age	65 to 74	20.5%	10	12.7%	9	11.8%	9	12.1%	10
Age	75+	0.8%	3	2.0%	5	7.0%	10	8.0%	10
CAMEO	Business Elite	10.0%	7	14.3%	8	25.5%	10	23.9%	10
CAMEO	Prosperous Professionals	3.7%	3	12.1%	10	10.3%	9	10.9%	10
CAMEO	Flourishing Society	50.6%	10	38.6%	10	23.0%	9	18.9%	8
CAMEO	Content Communities	9.2%	3	9.5%	3	9.7%	3	10.2%	3
CAMEO	White Collar Neighbourhoods	7.2%	2	9.8%	4	9.0%	3	10.0%	3
CAMEO	Enterprising Mainstream	1.8%	1	2.9%	1	8.1%	5	7.2%	4
CAMEO	Paying The Mortgage	0.8%	1	1.4%	1	5.6%	1	7.5%	1
CAMEO	Cash Conscious Communities	15.9%	9	9.0%	6	4.6%	2	4.7%	1
CAMEO	On A Budget	0.5%	1	2.1%	1	3.1%	2	4.2%	2
CAMEO	Family Value	0.2%	1	0.2%	1	1.1%	3	2.5%	5
Affluence	AB	64.3%	10	65.0%	10	58.8%	10	53.7%	10
Affluence	C1C2	19.0%	1	23.6%	1	32.3%	1	34.9%	1
Affluence	DE	16.7%	4	11.4%	2	8.8%	1	11.4%	2



HDI Concept Fit

Fireside Scenic



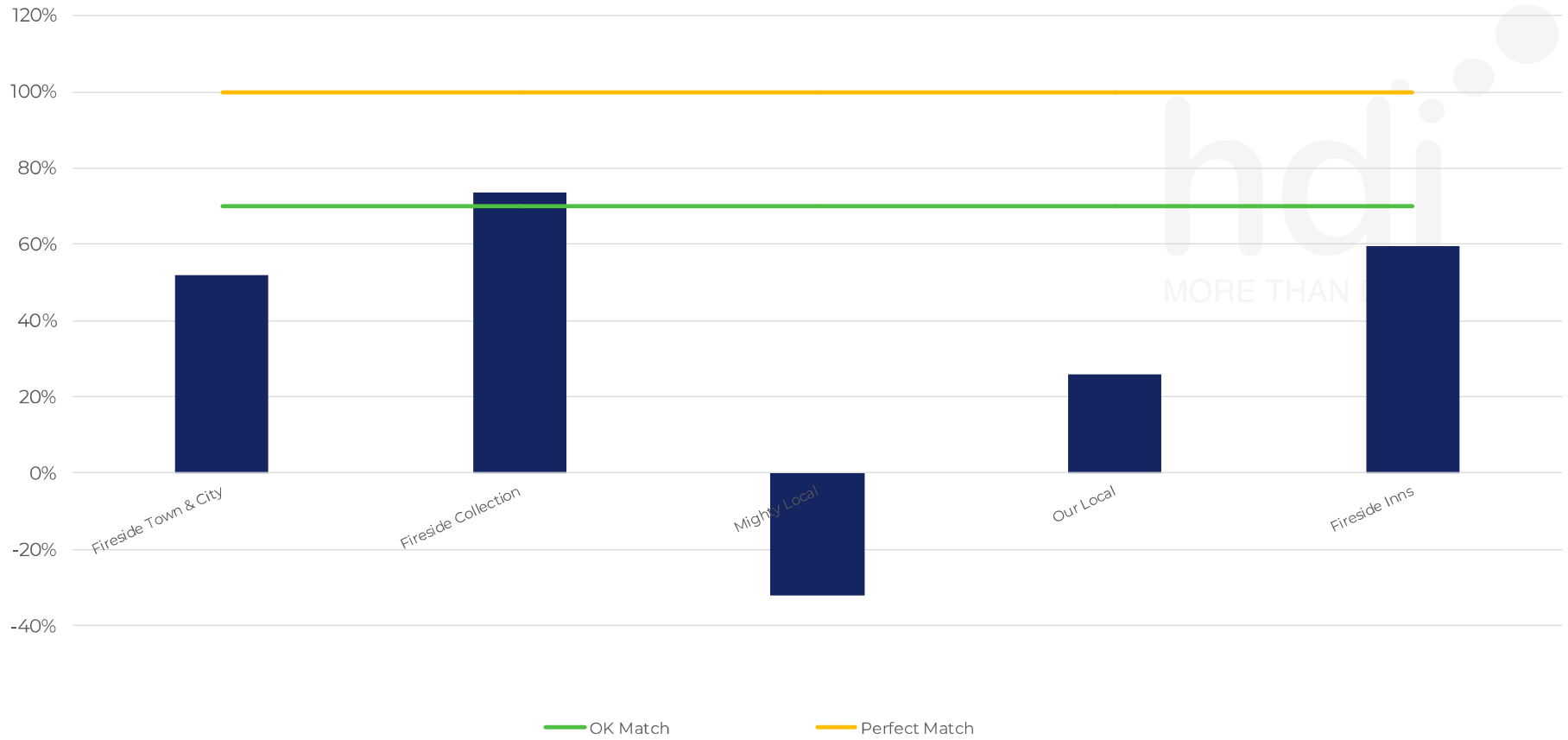
Achievable Average Weekly Takings

£5500

- 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

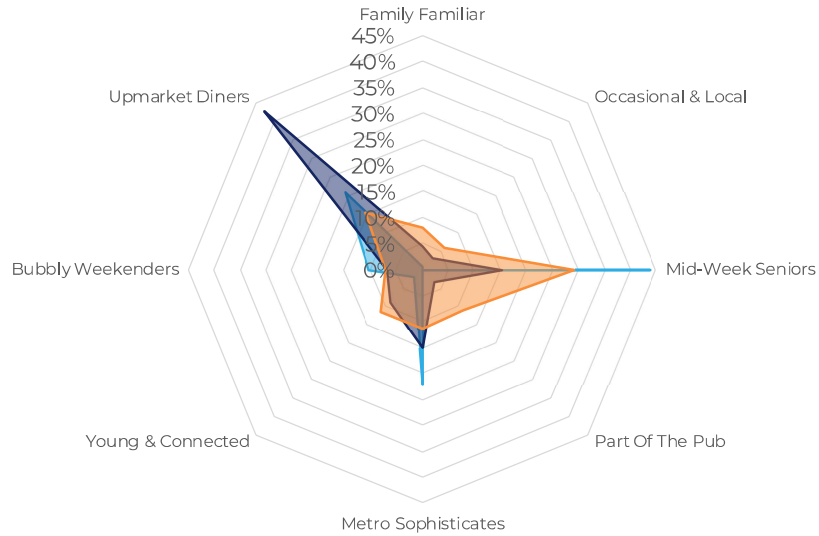


Concept Recommendation





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
Horse & Jockey	59	0.51%	0.00%	43.78%	0.00%	22.31%	2.14%	10.10%	21.13%
Local Catchment	5249	4.41%	3.15%	15.45%	3.49%	15.02%	8.67%	6.72%	43.06%
Punch T&L	11219	8.03%	5.92%	29.32%	11.26%	11.47%	11.50%	7.13%	15.33%
Horse & Jockey vs Local Catchment		-3.90%	0.00%	28.33%	0.00%	7.29%	-6.53%	3.38%	-21.93%
Horse & Jockey vs Punch T&L		-7.52%	0.00%	14.46%	0.00%	10.84%	-9.36%	2.97%	5.80%
Local Catchment vs Punch T&L		-3.62%	-2.77%	-13.87%	-7.77%	3.55%	-2.83%	-0.41%	27.73%

■ Horse & Jockey

■ 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
Coach & Four SK91PA	835	3.36%	9.56%	22.97%	1.77%	17.75%	6.46%	7.49%	30.58%
Horse & Jockey SK96EG	59	0.51%	0.00%	43.78%	0.00%	22.31%	2.14%	10.10%	21.13%
Plough & Flail WA167DB	395	2.97%	1.10%	12.04%	1.19%	16.89%	5.01%	6.32%	54.45%
The Botanist Alderley Edge SK97JT	922	3.09%	1.96%	9.56%	1.60%	17.36%	17.61%	9.21%	39.57%
Bulls Head WA167HX	804	0.84%	1.08%	14.76%	0.86%	20.46%	2.70%	3.42%	55.84%
Revolution Wilmslow SK91HY	498	5.67%	2.46%	6.12%	2.19%	20.21%	30.60%	14.42%	18.29%
The Merlin SK97QL	489	5.16%	1.44%	15.02%	1.00%	10.92%	4.72%	6.14%	55.56%
Symposium SK91DS	481	5.39%	1.75%	1.97%	4.36%	19.60%	18.02%	9.97%	38.89%
De Trafford Arms (Alderley Edge) SK97AA	472	4.35%	1.67%	24.79%	2.02%	18.18%	10.54%	6.34%	32.08%
Church Inn WA167RD	527	1.17%	1.54%	12.71%	0.45%	15.49%	1.61%	3.07%	63.92%
The Honey Bee SK94LT	625	9.55%	5.71%	15.53%	3.78%	10.16%	10.18%	8.50%	36.55%
Unico Lounge SK91DS	442	5.92%	4.04%	19.18%	1.85%	11.37%	11.03%	8.80%	37.77%
Frozen Mop WA167AL	284	2.93%	2.04%	19.60%	1.89%	11.41%	5.42%	6.98%	49.67%
Miller & Carter Wilmslow SK91BU	371	9.91%	2.18%	13.70%	3.30%	11.81%	14.31%	11.57%	33.18%
Bulls Head (Wilmslow) SK93EW	423	12.61%	4.67%	18.44%	2.42%	12.23%	10.04%	5.17%	34.37%
Roebuck Inn WA167HX	325	1.66%	1.25%	25.19%	1.47%	9.68%	0.59%	4.63%	55.49%
Wilmslow Tavern SK92HA	58	6.12%	4.01%	1.12%	73.77%	3.69%	9.62%	1.10%	0.53%
Freemasons Arms SK93EW	131	8.04%	14.43%	19.67%	19.82%	5.20%	18.72%	6.73%	7.34%