

# Site Summary



## Broad Leys HP219LB

HP219LB

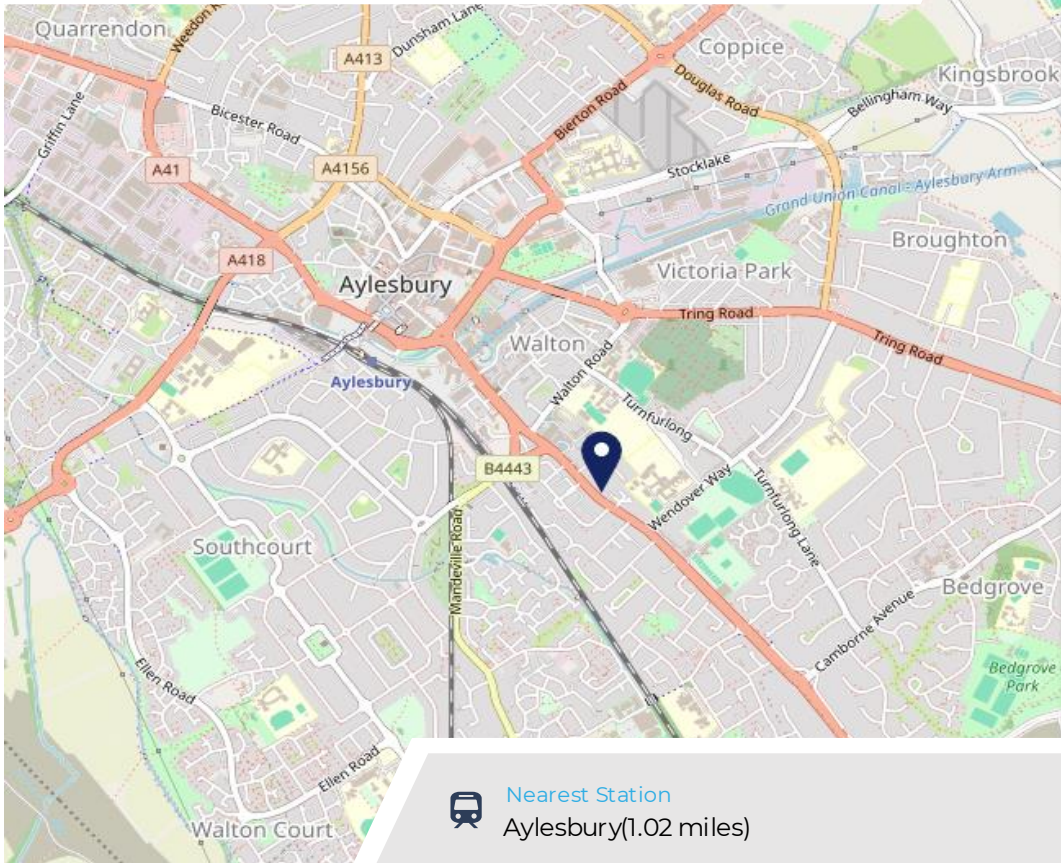
Punch - Our Local

Work Area  
High Wycombe and Aylesbury

Region  
South East

TV Region  
Central

Urbanicity  
Urban city and town



Nearest Station  
Aylesbury(1.02 miles)



ATV  
**£18.66**



Gender  
**53.76%**  
Male



Affluence  
**47.84%**  
Middle Income



Segmentation  
**17.82%**  
Flourishing Society



Age Group  
**23.66%**  
55 to 64



Visit Day  
**25.46%**  
Sat

### Top Competitors

Buckinghamshire Yeom **#1**  
HP217UD  
 Sizzling

The Woolpack **#2**  
HP225UP  
 PCP

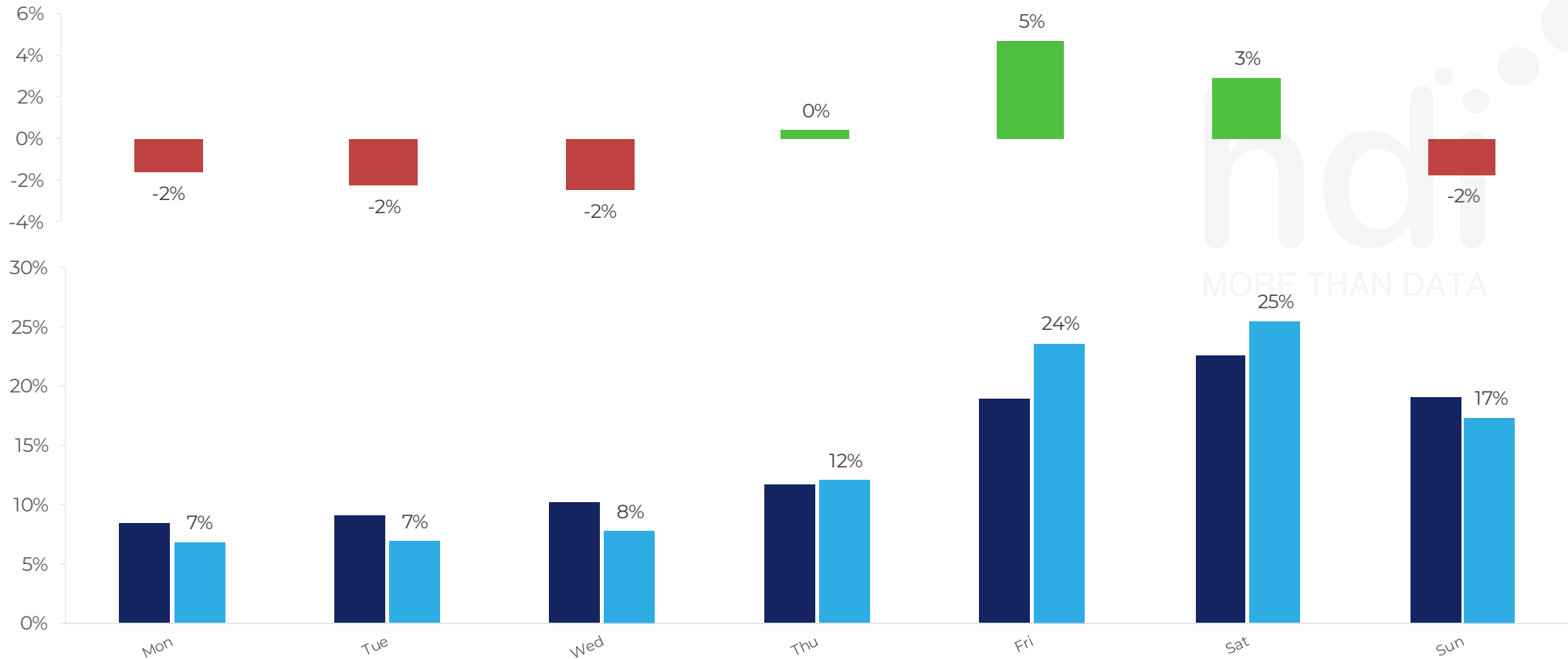
The White Hart **#3**  
HP201UR  
 JD Wetherspoon



Spend by Weekpart

How is customer spend distributed throughout the week for Broad Leys HP219LB versus its competitors?

% of spend for Broad Leys HP219LB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

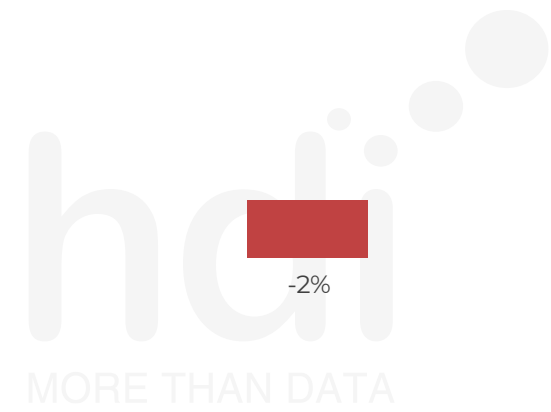
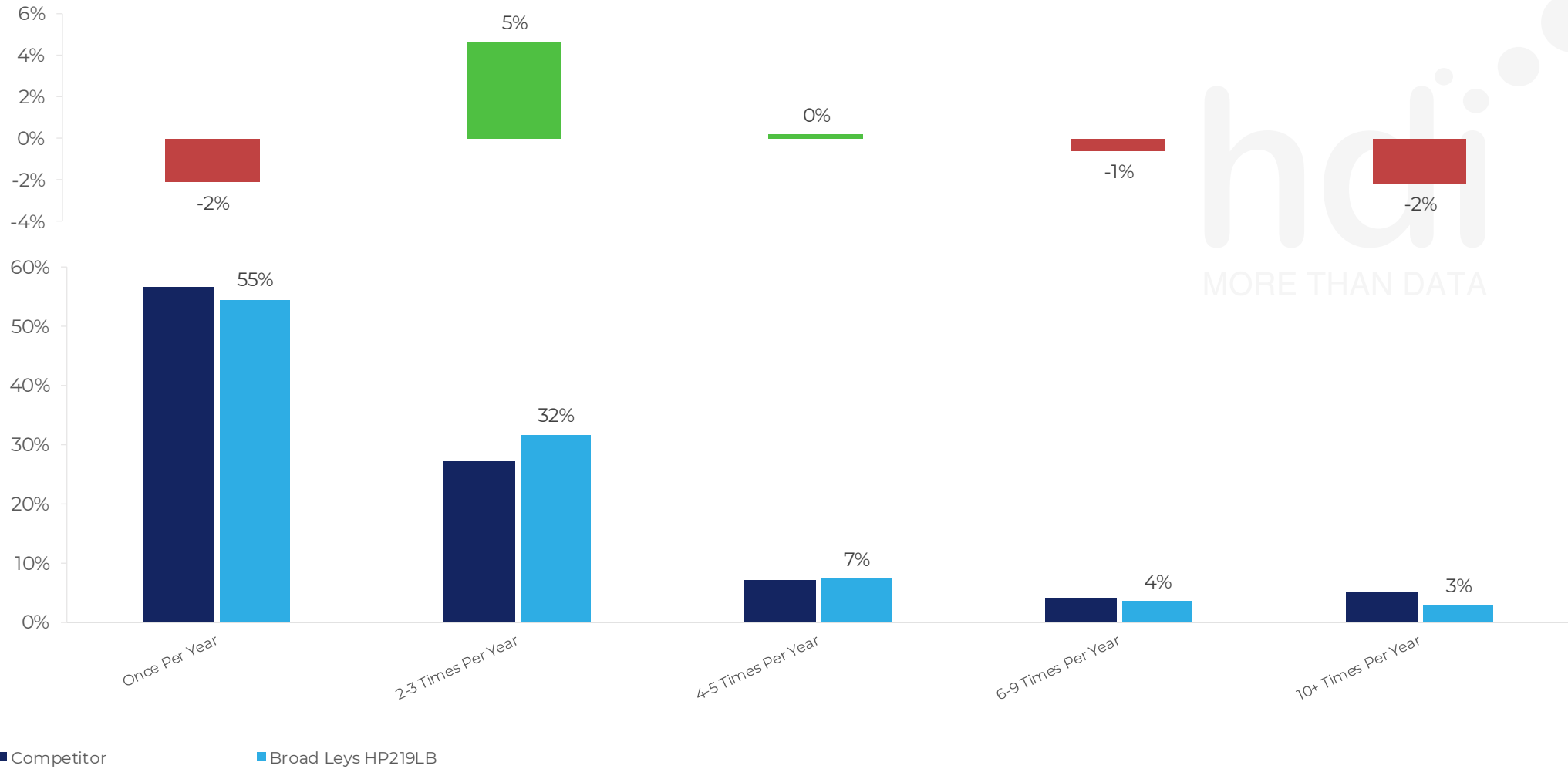
■ Broad Leys HP219LB



### Visit Frequency

How frequently per year do customers visit Broad Leys HP219LB versus its competitors?

% of customer numbers for Broad Leys HP219LB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

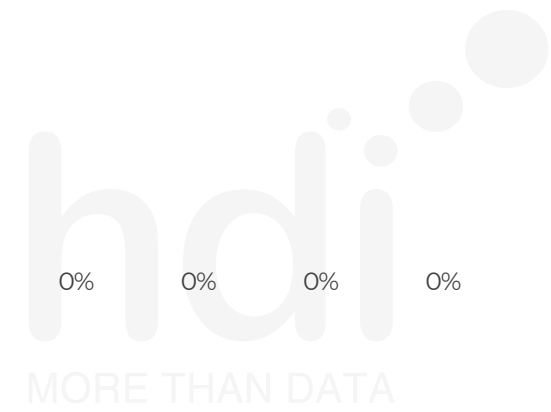
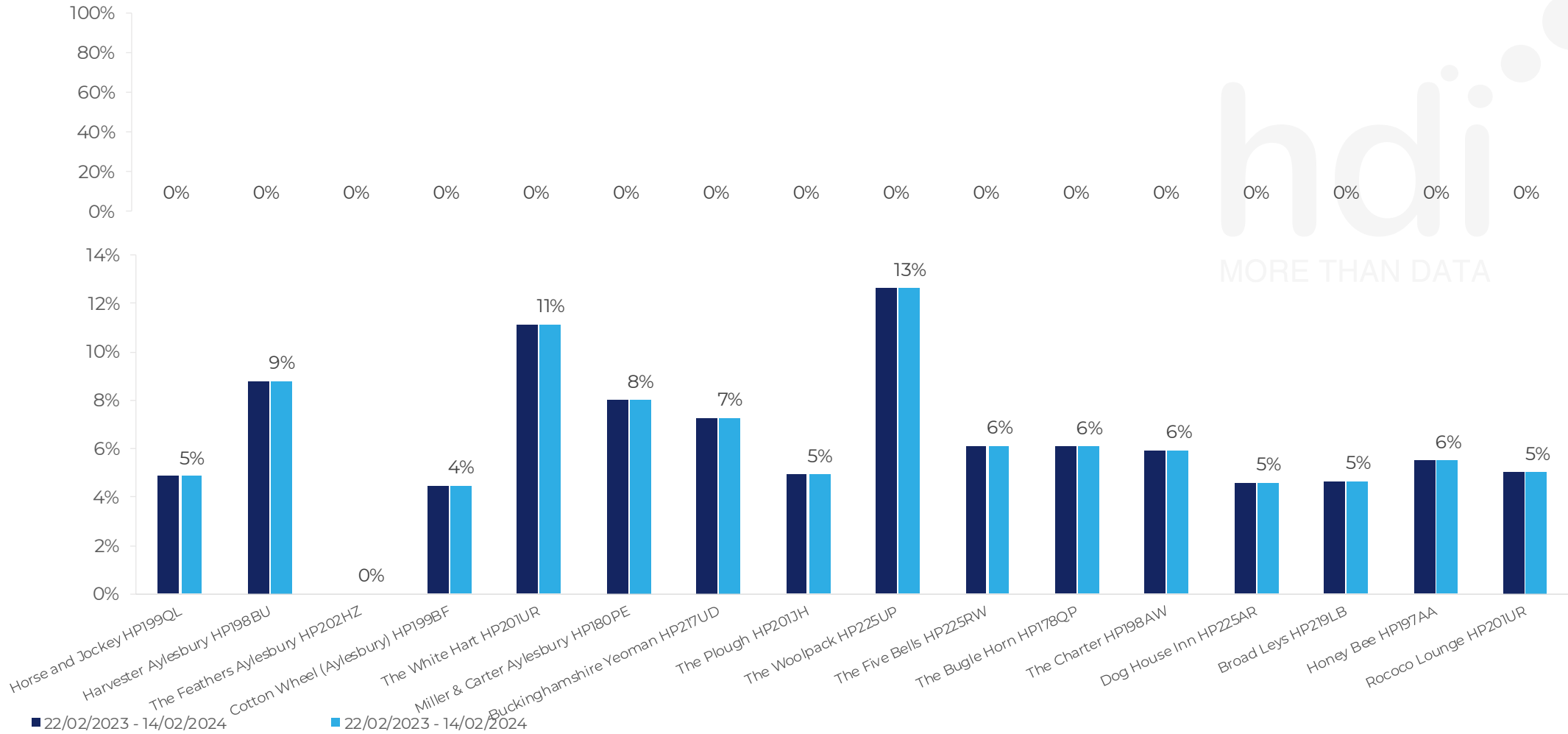




Market Share Change

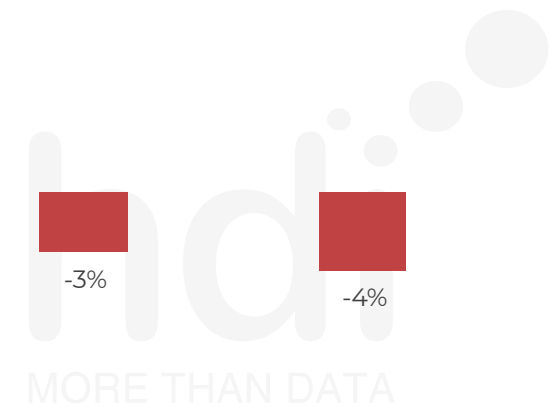
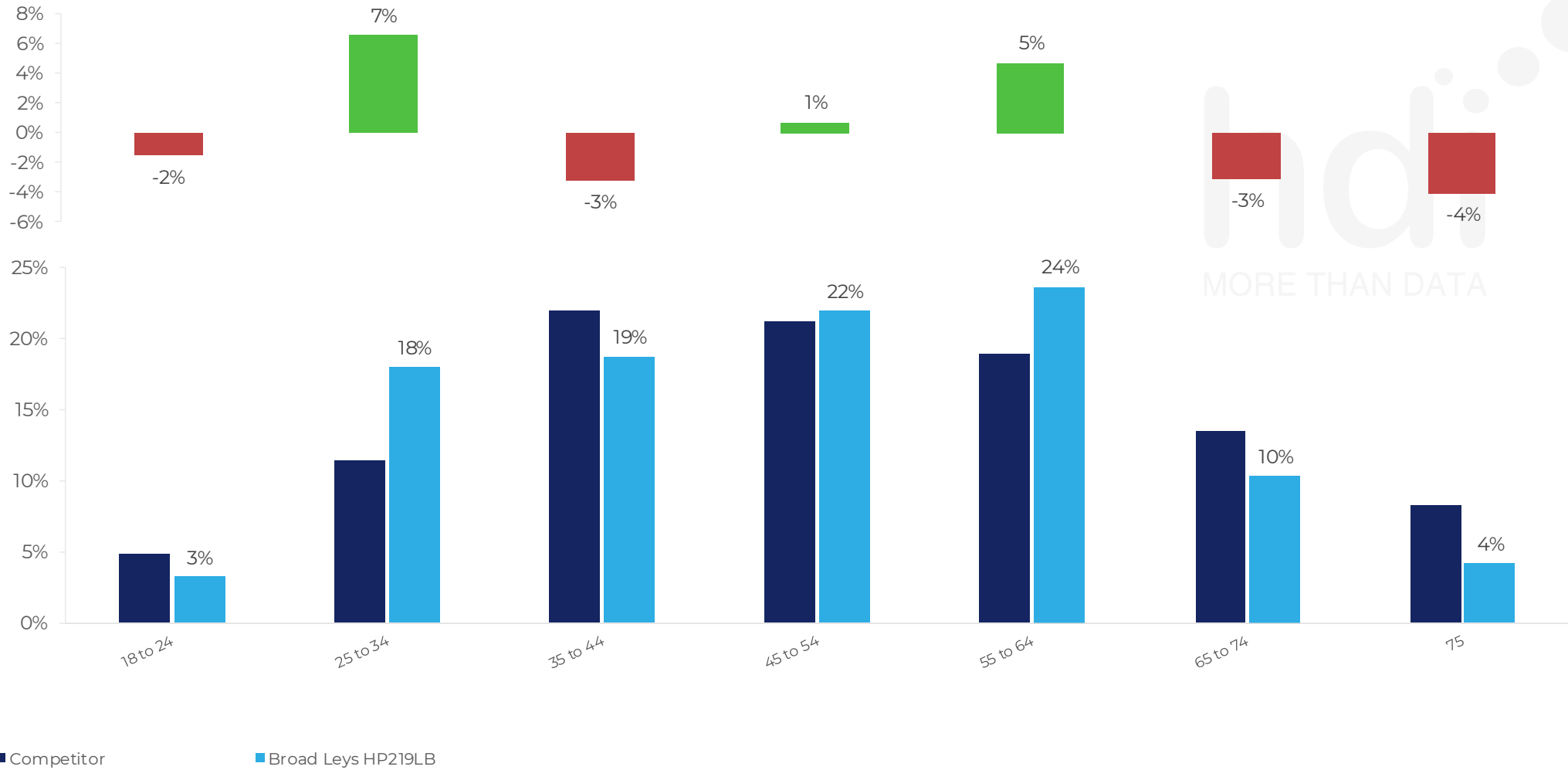
How has market share changed between two date ranges?

% of market share spend for Broad Leys HP219LB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



How does the age profile of customers who visit Broad Leys HP219LB compare versus its competitors?

% of spend for Broad Leys HP219LB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



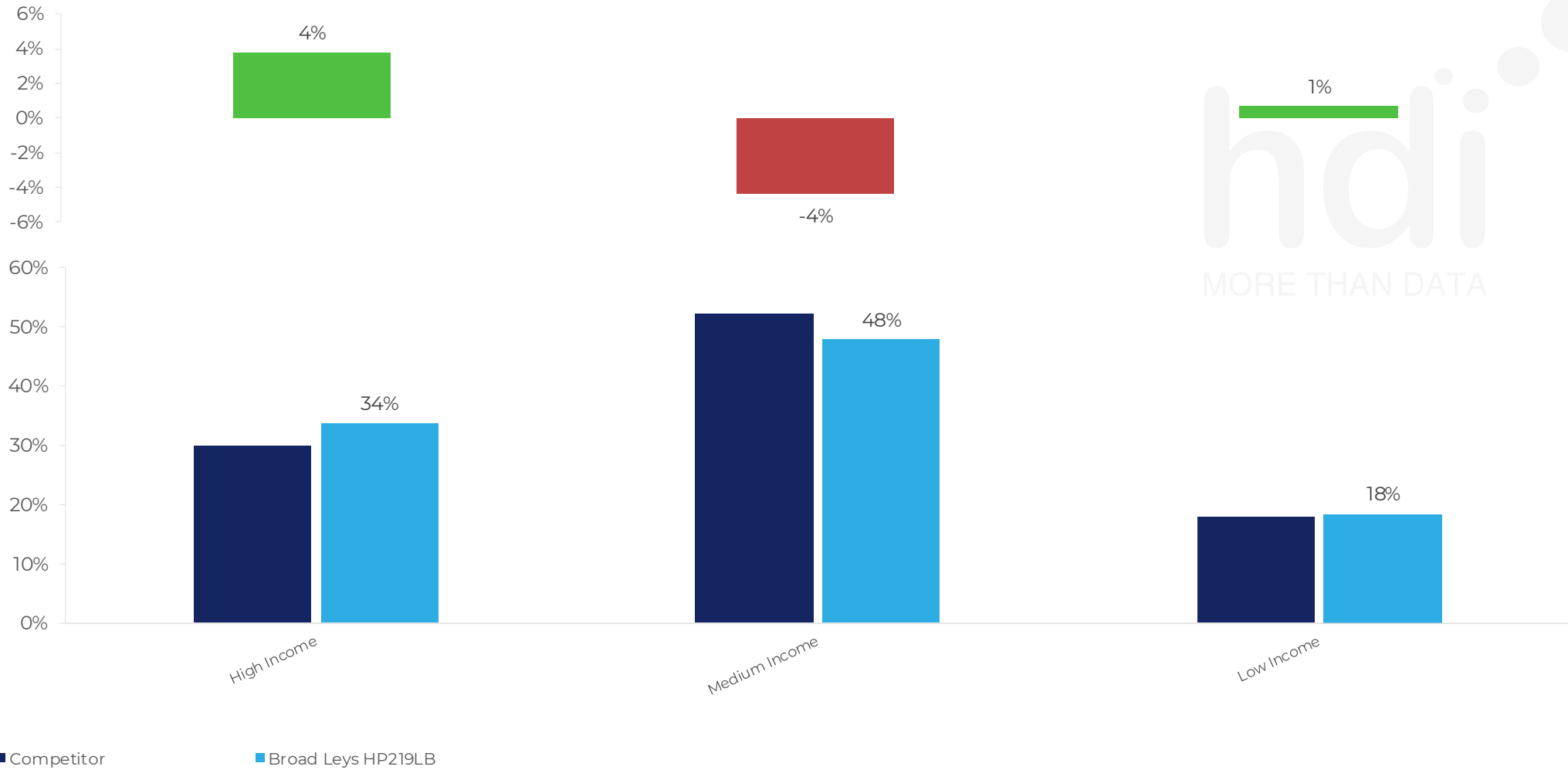
Competitor

Broad Leys HP219LB

Affluence

How does the affluence of customers who visit Broad Leys HP219LB compare versus its competitors?

% of spend for Broad Leys HP219LB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

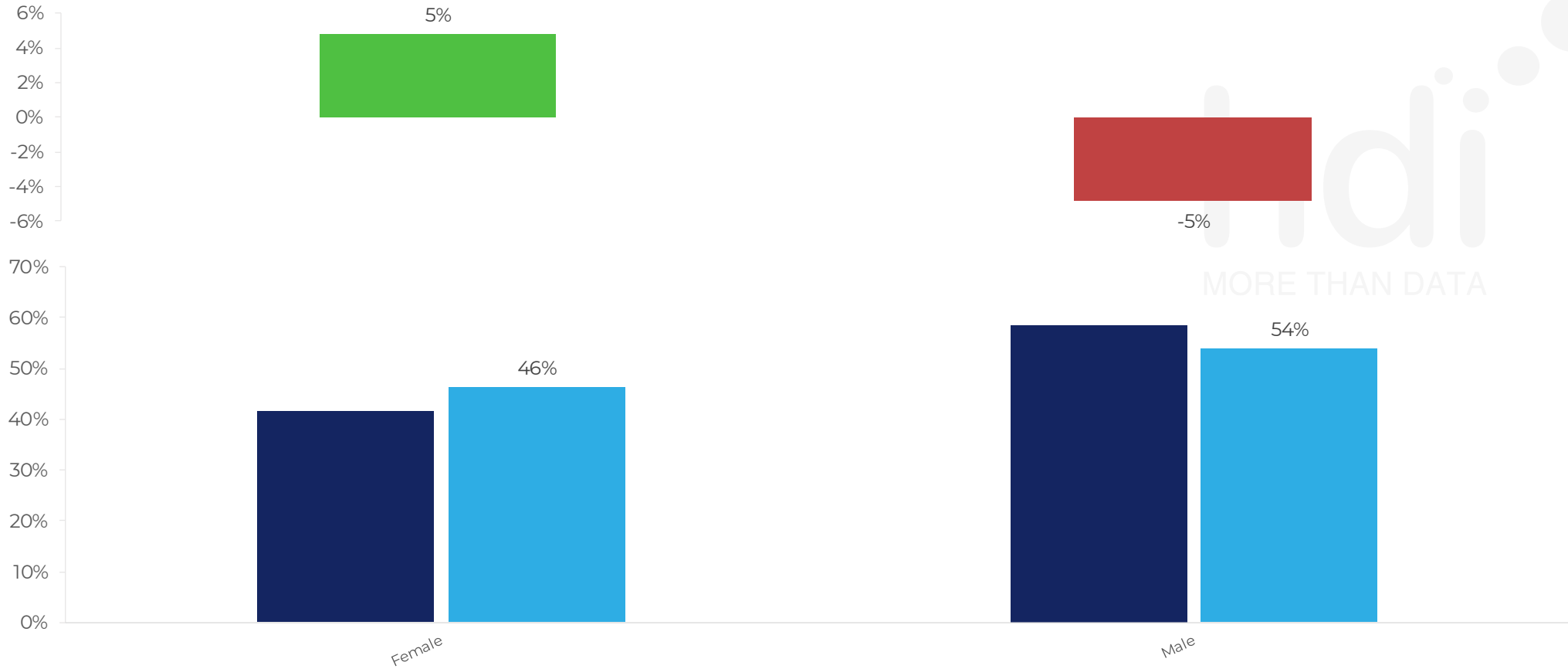




### Gender

How does the gender profile of customers who visit Broad Leys HP219LB compare versus its competitors?

% of spend for Broad Leys HP219LB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



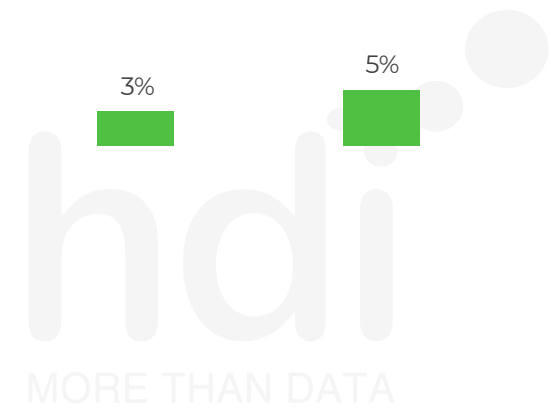
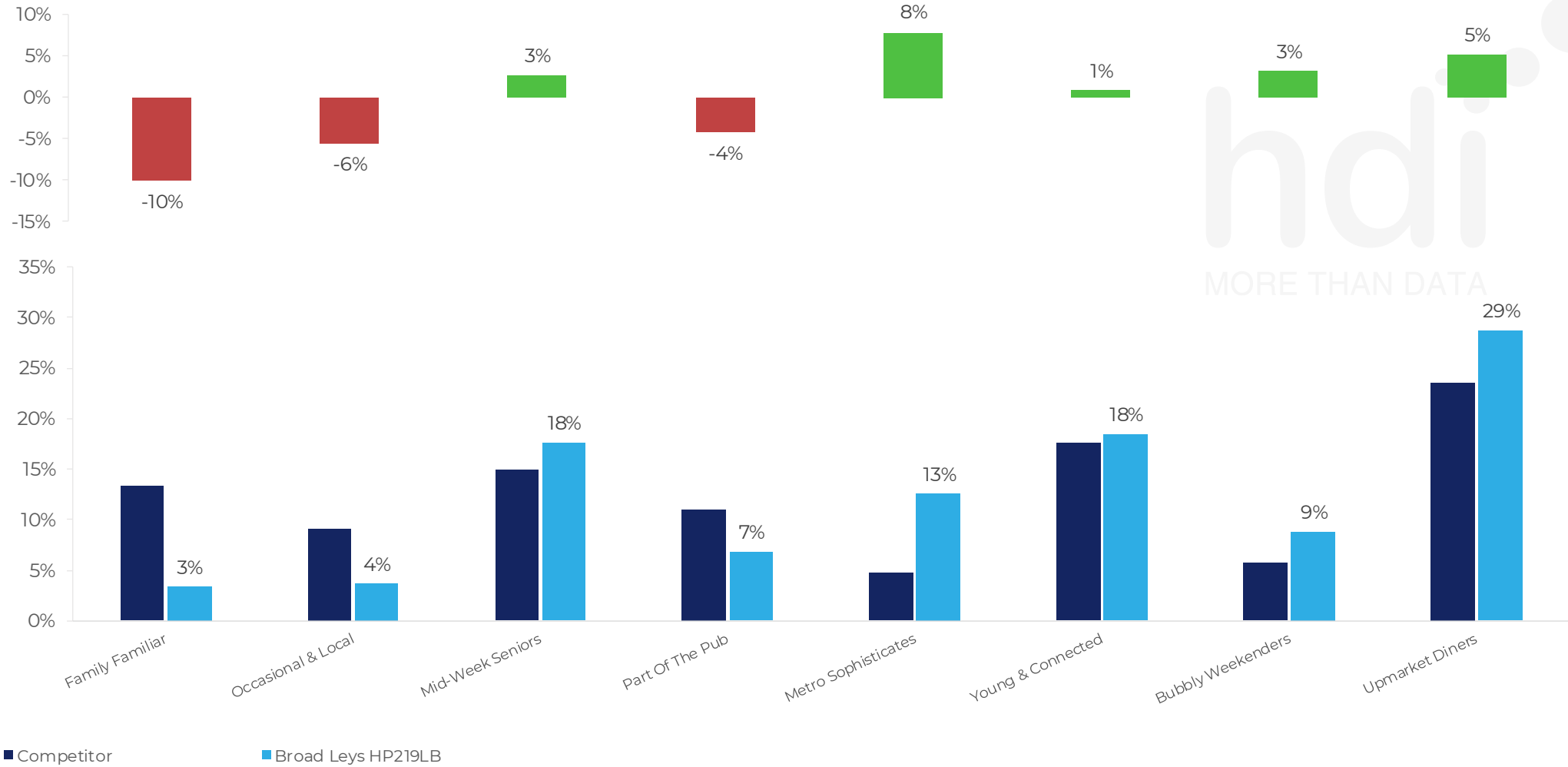
■ Competitor

■ Broad Leys HP219LB

Punch Segmentation

How does the Custom segmentation profile of customers who visit Broad Leys HP219LB compare versus its competitors?

% of spend for Broad Leys HP219LB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

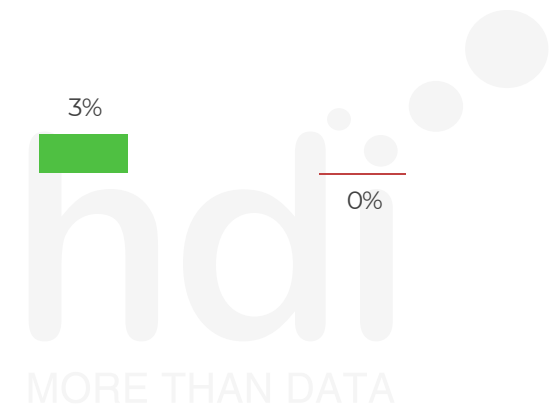
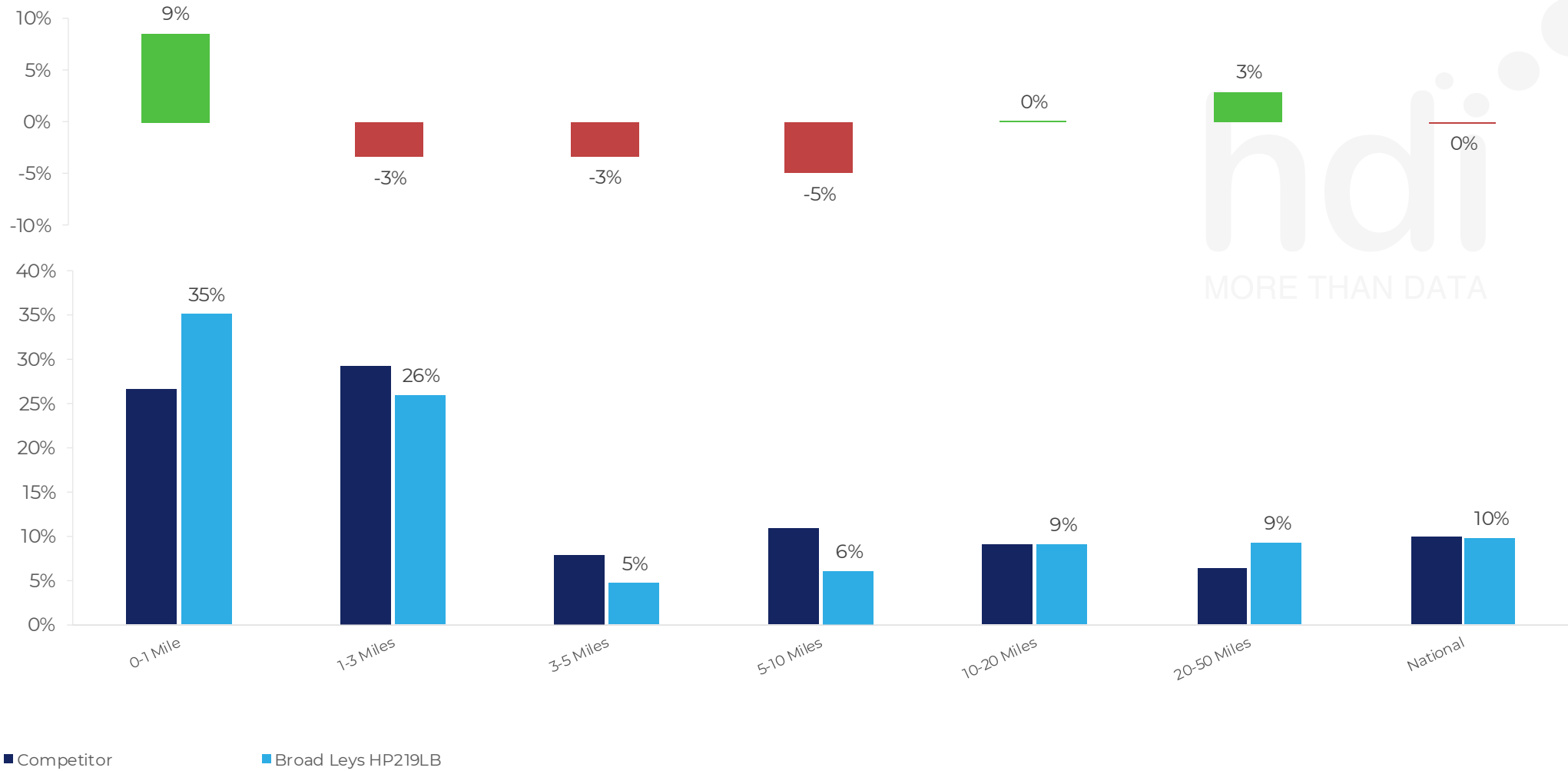


■ Competitor      ■ Broad Leys HP219LB

Spend by Distance

How does the spend profile of Broad Leys HP219LB compare versus its competitors based on travel distances?

% of spend for Broad Leys HP219LB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

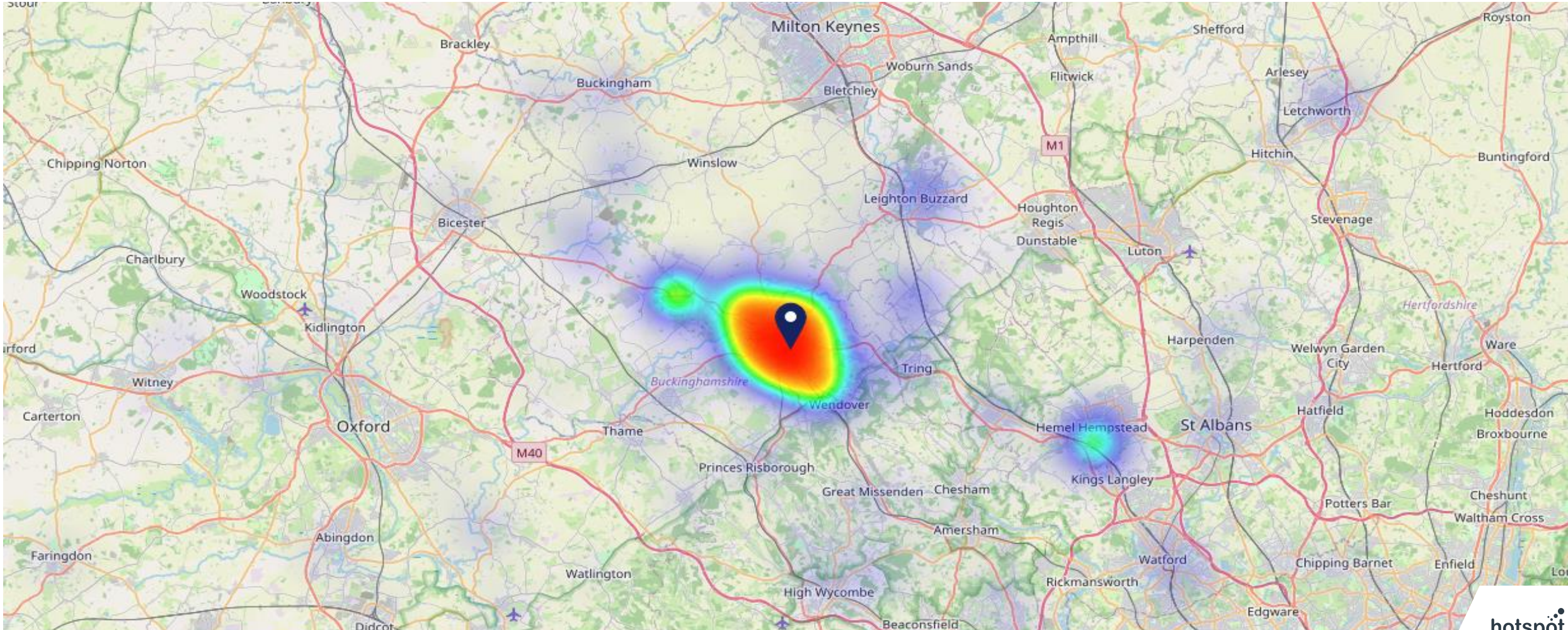




### Map of Guest Origin

Where do customers of Broad Leys HP219LB come from?

Where do customers of Broad Leys HP219LB for 22/02/2023 - 14/02/2024 live

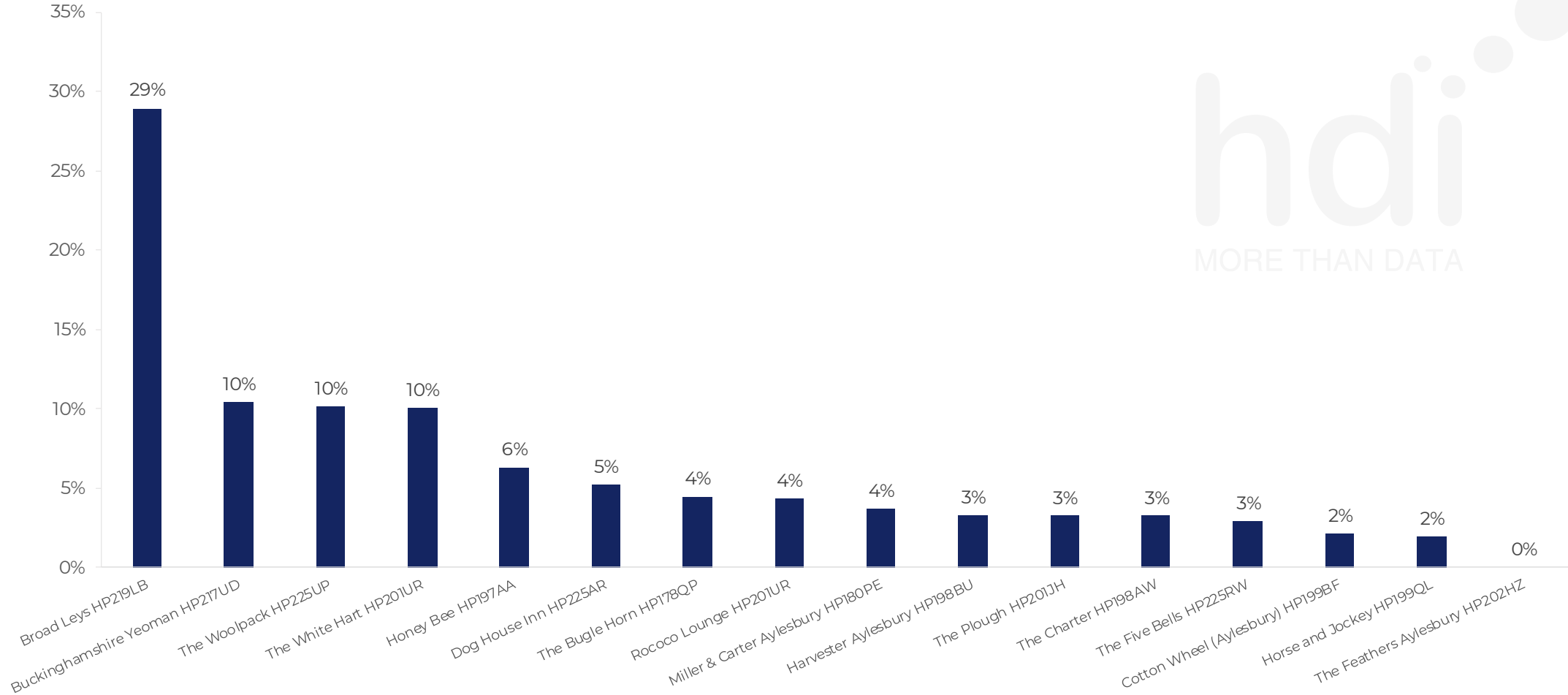




Share of Wallet

What are the Top 20 venues (by spend) that customers of Broad Leys HP219LB also visit?

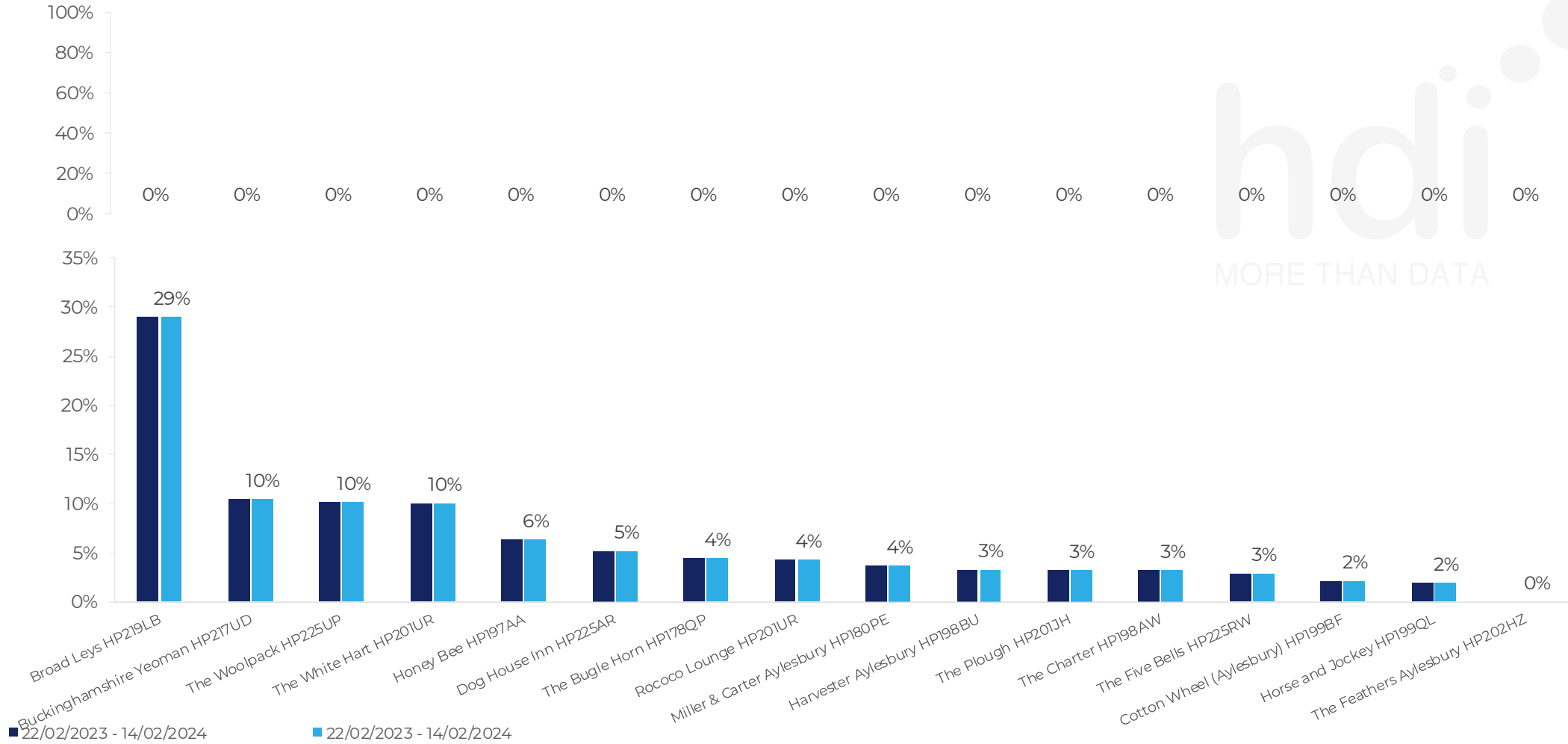
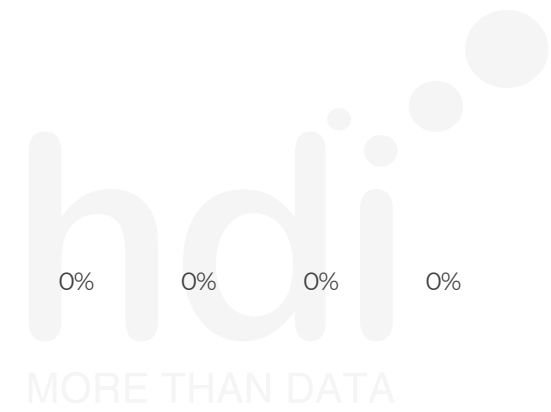
For customers of Broad Leys HP219LB, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Broad Leys HP219LB changed between two date ranges?





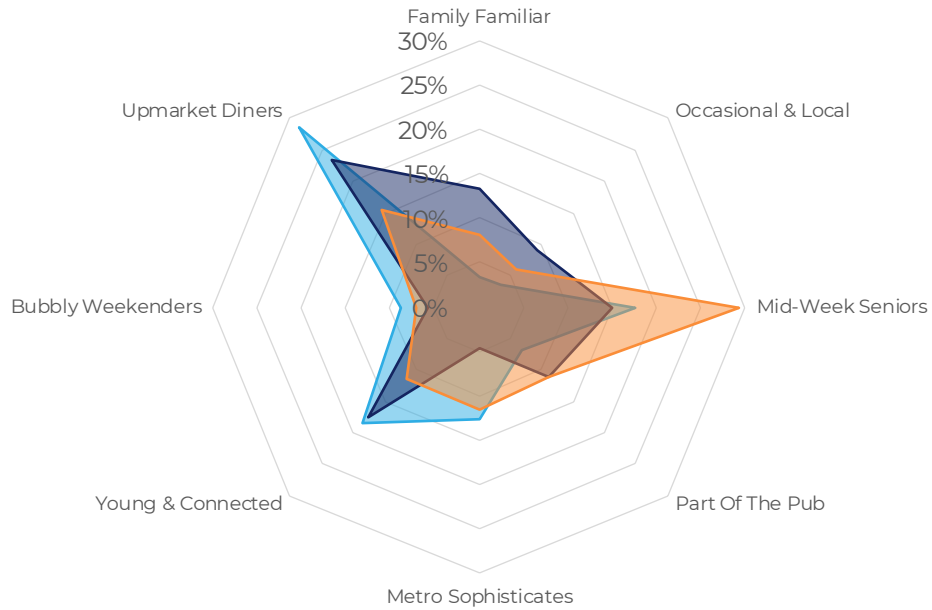
## Market Summary

How does the local area for Broad Leys HP219LB 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	£613K	4	£2.01M	4	£40.61M	8	£68.51M	5
Weekpart	Mon - Thu	35.0%	3	33.4%	1	41.6%	6	41.2%	5
Weekpart	Fri - Sat	48.0%	8	52.3%	10	44.0%	6	42.8%	6
Weekpart	Sun	17.0%	8	14.2%	5	14.5%	4	16.0%	6
Age	18 to 24	2.8%	3	3.5%	3	6.3%	5	5.3%	4
Age	25 to 34	11.0%	1	10.5%	1	15.3%	2	14.1%	1
Age	35 to 44	18.7%	2	25.7%	7	26.1%	8	24.7%	7
Age	45 to 54	28.9%	10	25.8%	10	22.7%	8	22.6%	9
Age	55 to 64	25.7%	10	22.5%	9	16.5%	7	18.0%	8
Age	65 to 74	8.3%	7	8.5%	7	8.9%	8	10.0%	9
Age	75+	4.6%	8	3.5%	7	4.2%	8	5.2%	9
CAMEO	Business Elite	5.6%	5	5.5%	5	6.4%	5	6.8%	5
CAMEO	Prosperous Professionals	4.6%	4	6.6%	6	6.6%	6	6.7%	6
CAMEO	Flourishing Society	10.2%	5	13.1%	6	16.3%	7	16.4%	7
CAMEO	Content Communities	19.1%	9	12.6%	6	12.3%	5	13.4%	7
CAMEO	White Collar Neighbourhoods	18.2%	10	20.4%	10	16.9%	10	16.6%	10
CAMEO	Enterprising Mainstream	6.9%	5	6.7%	4	7.6%	5	8.0%	5
CAMEO	Paying The Mortgage	13.7%	5	17.3%	7	14.9%	6	14.1%	5
CAMEO	Cash Conscious Communities	7.6%	4	8.1%	5	8.3%	5	7.9%	4
CAMEO	On A Budget	13.6%	9	9.4%	8	9.3%	8	9.0%	8
CAMEO	Family Value	0.3%	1	0.4%	1	1.2%	3	1.1%	3
Affluence	AB	20.5%	4	25.2%	5	29.3%	6	29.8%	6
Affluence	C1C2	57.9%	9	56.9%	9	51.8%	7	52.2%	7
Affluence	DE	21.6%	6	17.8%	5	18.8%	5	18.0%	4



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
Broad Leys	292	336%	363%	17.61%	6.82%	12.57%	18.46%	8.80%	28.71%
Local Catchment	2309	13.38%	9.15%	14.99%	11.02%	4.65%	17.61%	5.67%	23.50%
Punch T&L	11219	8.03%	5.92%	29.32%	11.26%	11.47%	11.50%	7.13%	15.33%
Broad Leys vs Local Catchment		-10.02%	-5.52%	2.62%	-4.20%	7.92%	0.85%	3.13%	5.21%
Broad Leys vs Punch T&L		-4.67%	-2.29%	-11.71%	-4.44%	1.10%	6.96%	1.67%	13.38%
Local Catchment vs Punch T&L		5.35%	3.23%	-14.33%	-0.24%	-6.82%	6.11%	-1.46%	8.17%

■ Broad Leys

■ Local Catchment

■ Punch T&L



## Local Competitor Profiles

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
Broad Leys HP219LB	292	3.36%	3.63%	17.61%	6.82%	12.57%	18.46%	8.80%	28.71%
Buckinghamshire Yeoman HP217UD	230	12.38%	18.86%	8.52%	17.63%	5.76%	23.77%	6.46%	6.57%
The Woolpack HP225UP	476	6.14%	0.84%	18.99%	4.47%	7.96%	11.07%	6.14%	44.34%
The White Hart HP201UR	732	8.70%	6.93%	16.20%	15.56%	4.11%	34.90%	6.05%	7.51%
Honey Bee HP197AA	235	13.29%	27.38%	10.55%	2.53%	3.29%	23.20%	5.10%	14.62%
Dog House Inn HP225AR	168	13.37%	7.39%	6.18%	12.30%	6.81%	20.26%	4.81%	28.83%
The Bugle Horn HP78QP	301	7.95%	4.80%	19.64%	2.31%	4.65%	12.60%	5.18%	42.82%
Rococo Lounge HP201UR	330	11.02%	11.19%	13.72%	2.44%	7.34%	11.73%	9.32%	33.21%
Miller & Carter Aylesbury HP180PE	185	13.39%	4.03%	13.18%	2.48%	3.77%	23.52%	5.50%	34.10%
Harvester Aylesbury HP198BU	276	29.75%	7.42%	9.37%	1.29%	1.44%	11.60%	8.21%	30.88%
The Plough HP201JH	136	19.85%	22.40%	3.11%	31.23%	1.61%	12.84%	2.46%	6.44%
The Charter HP198AW	196	32.37%	3.04%	21.73%	6.28%	1.50%	14.15%	4.98%	15.91%
The Five Bells HP225RW	228	5.26%	6.82%	20.36%	12.03%	8.78%	10.62%	5.21%	30.88%
Cotton Wheel (Aylesbury) HP199BF	142	13.74%	11.86%	11.21%	39.91%	0.83%	18.78%	1.66%	1.97%
Horse and Jockey HP199QL	242	15.19%	10.47%	30.64%	13.91%	2.46%	11.48%	7.54%	8.26%