



### Site Summary



## Prince Rupert NG241AW

NG241AW

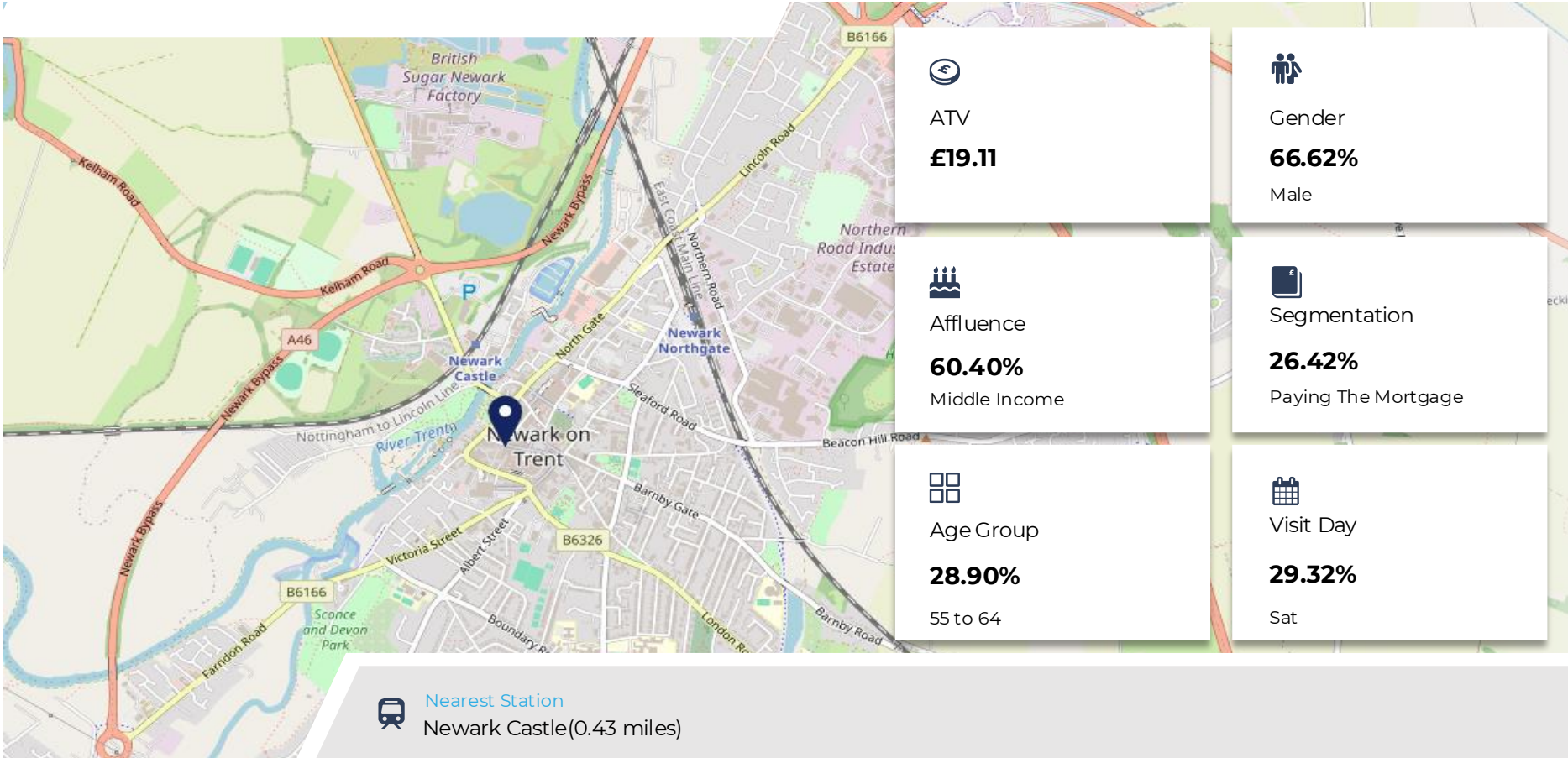
Punch - Our Local

**Work Area**  
Lincoln

**Region**  
East Midlands

**TV Region**  
Yorkshire

**Urbanicity**  
Urban city and town



ATV  
**£19.11**



Gender  
**66.62%**  
Male



Affluence  
**60.40%**  
Middle Income



Segmentation  
**26.42%**  
Paying The Mortgage



Age Group  
**28.90%**  
55 to 64



Visit Day  
**29.32%**  
Sat

### Top Competitors



Tambo Lounge  
NG241AL  
 Lounge

#1



Lord Ted (Newark)  
NG244SW  
 GK Pub & Carvery

#2



Tawny Owl  
NG243NG  
 Marstons Community Food

#3



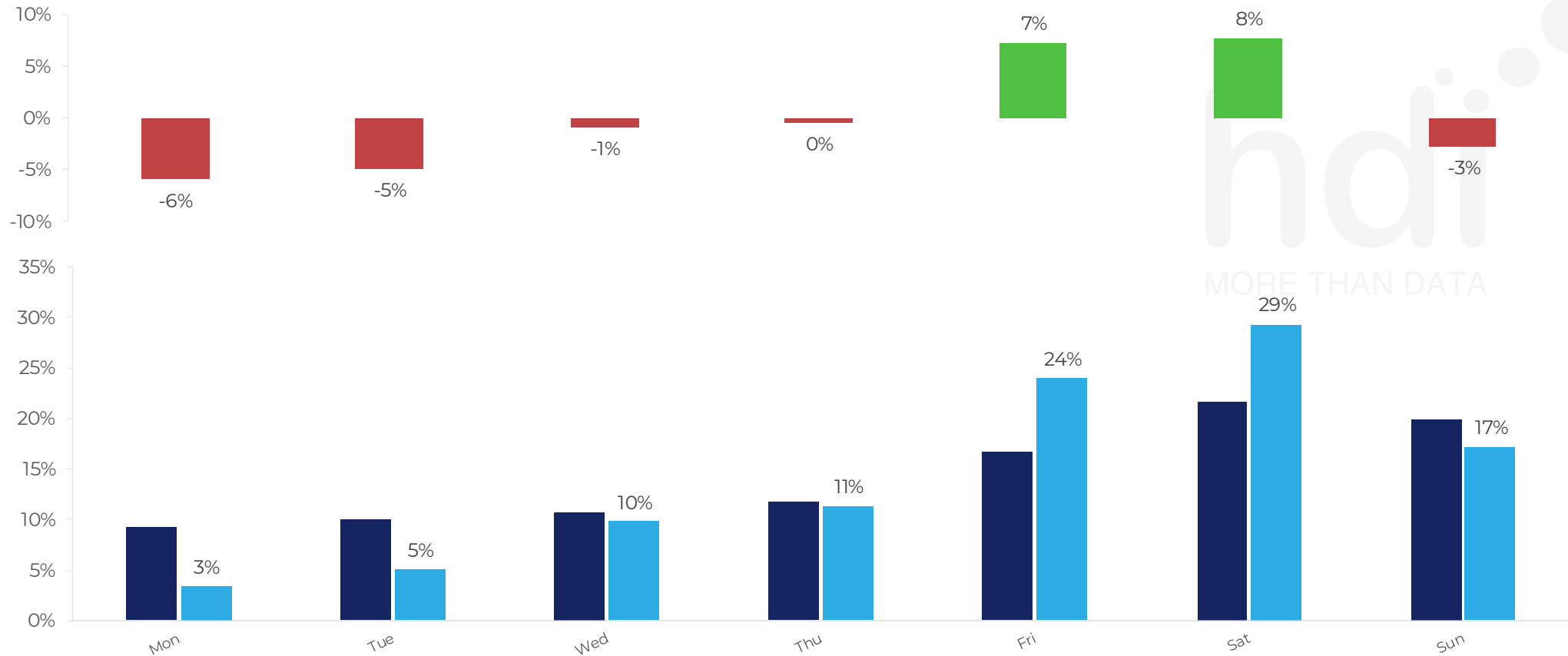
**Nearest Station**  
Newark Castle(0.43 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Prince Rupert NG241AW versus its competitors?

% of spend for Prince Rupert NG241AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

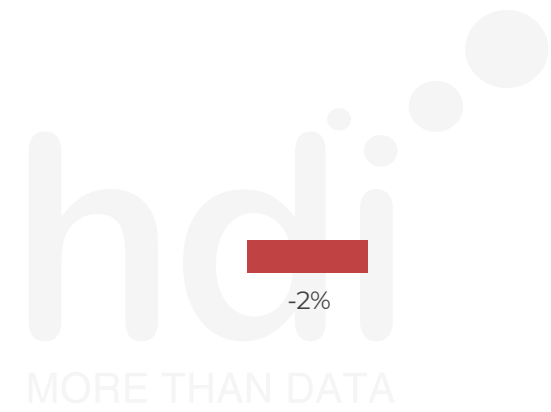
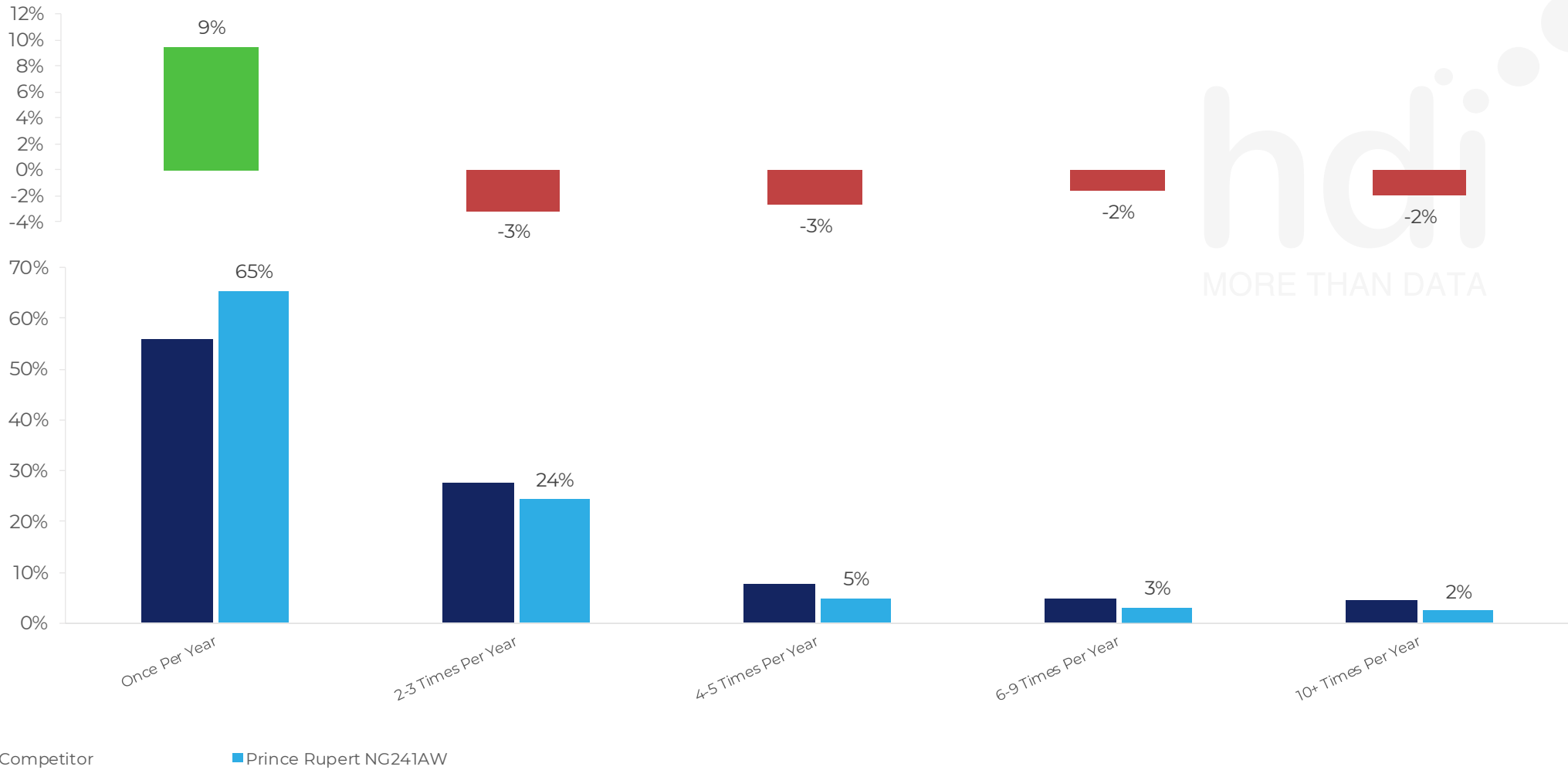
■ Prince Rupert NG241AW



Visit Frequency

How frequently per year do customers visit Prince Rupert NG241AW versus its competitors?

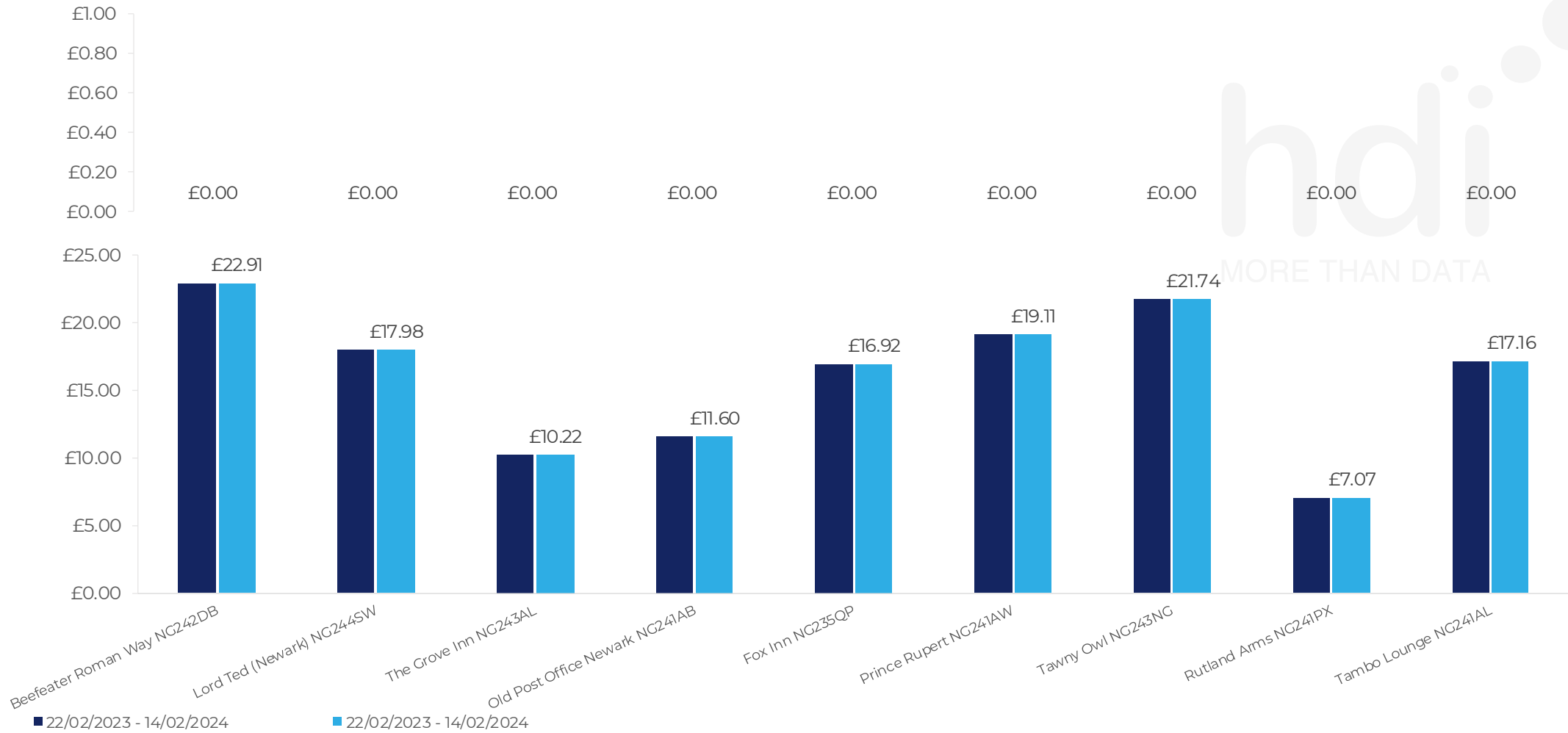
% of customer numbers for Prince Rupert NG241AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

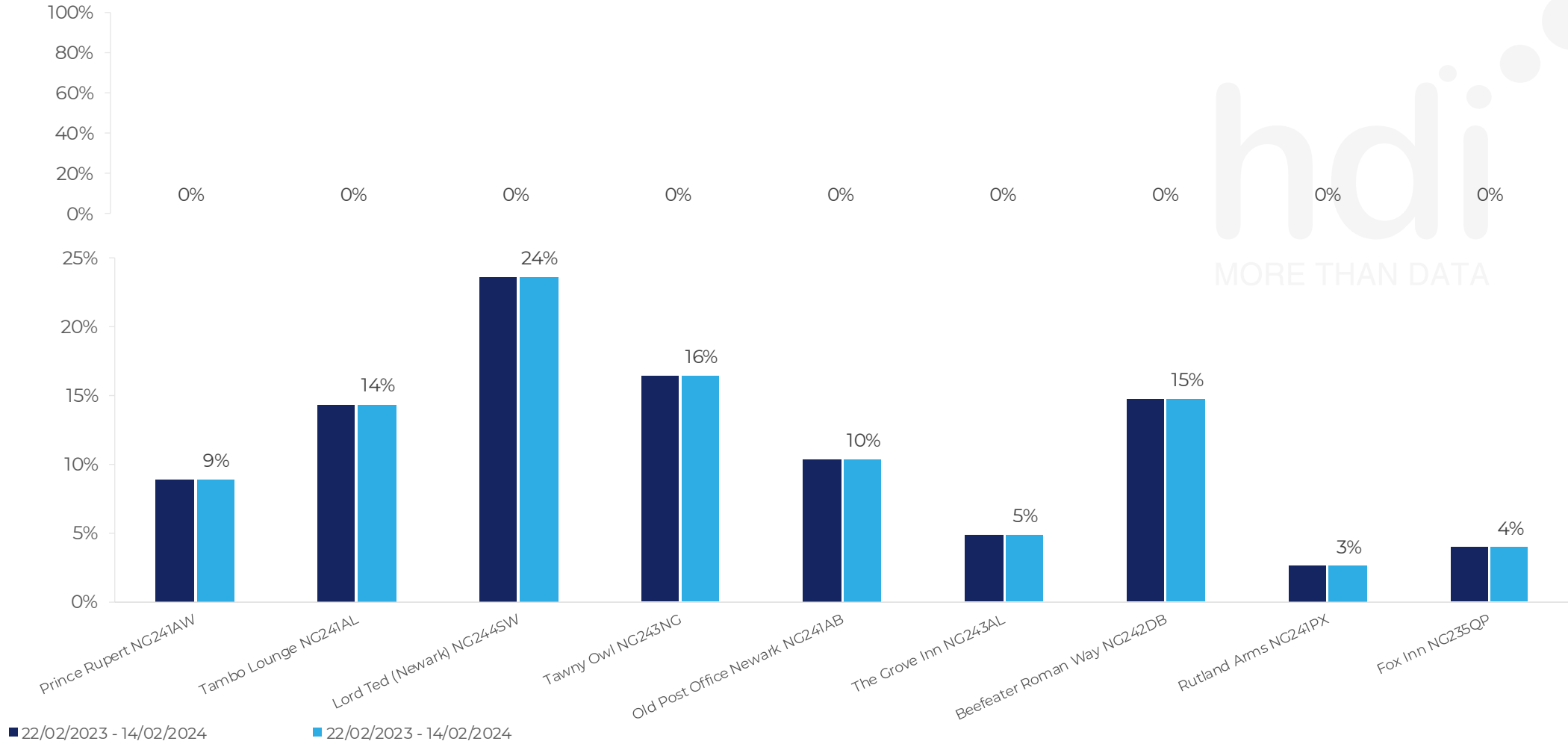
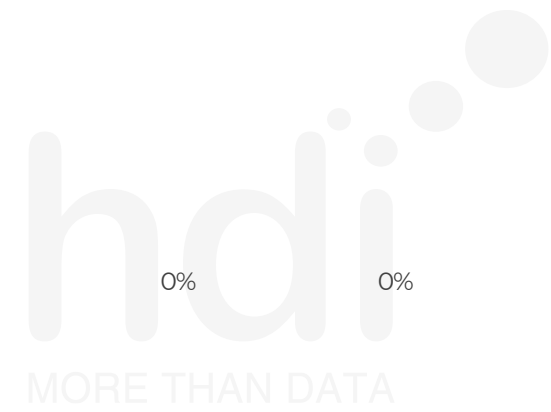




Market Share Change

How has market share changed between two date ranges?

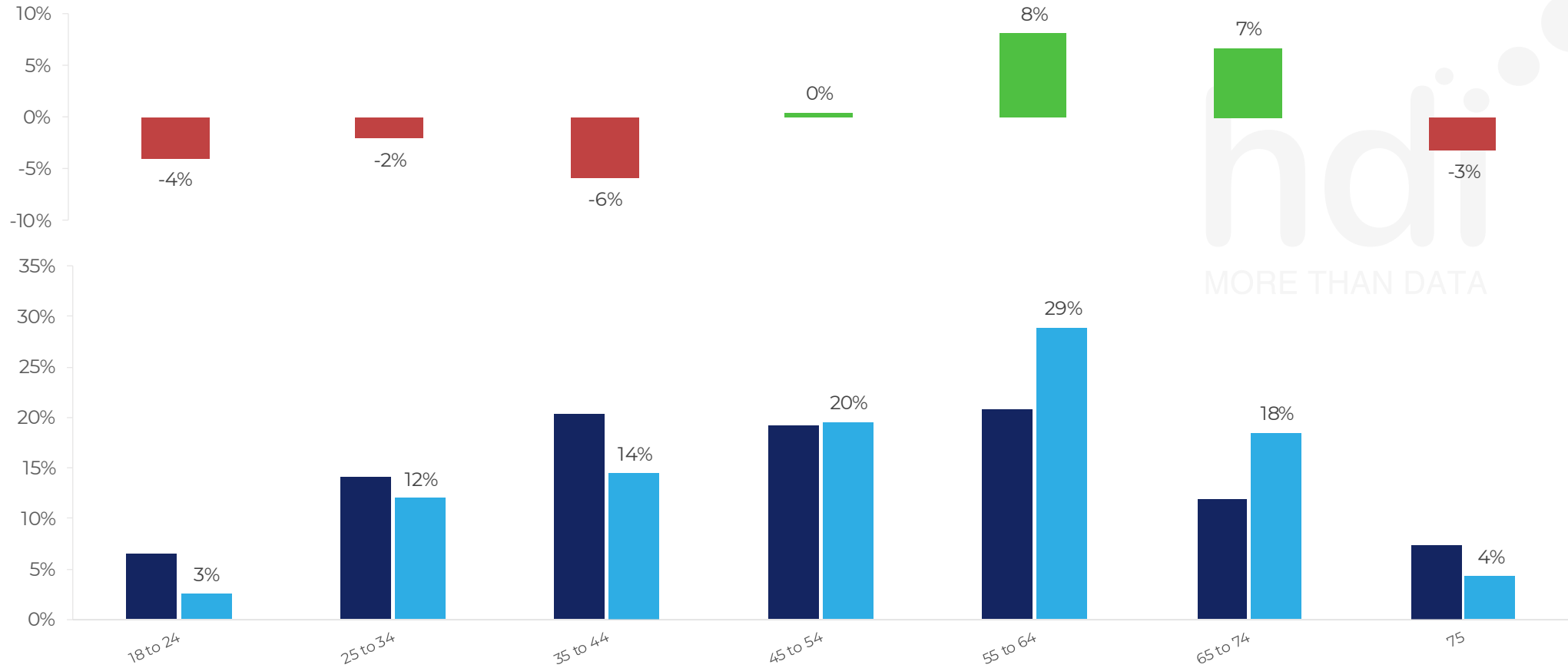
% of market share spend for Prince Rupert NG241AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



Age

How does the age profile of customers who visit Prince Rupert NG241AW compare versus its competitors?

% of spend for Prince Rupert NG241AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



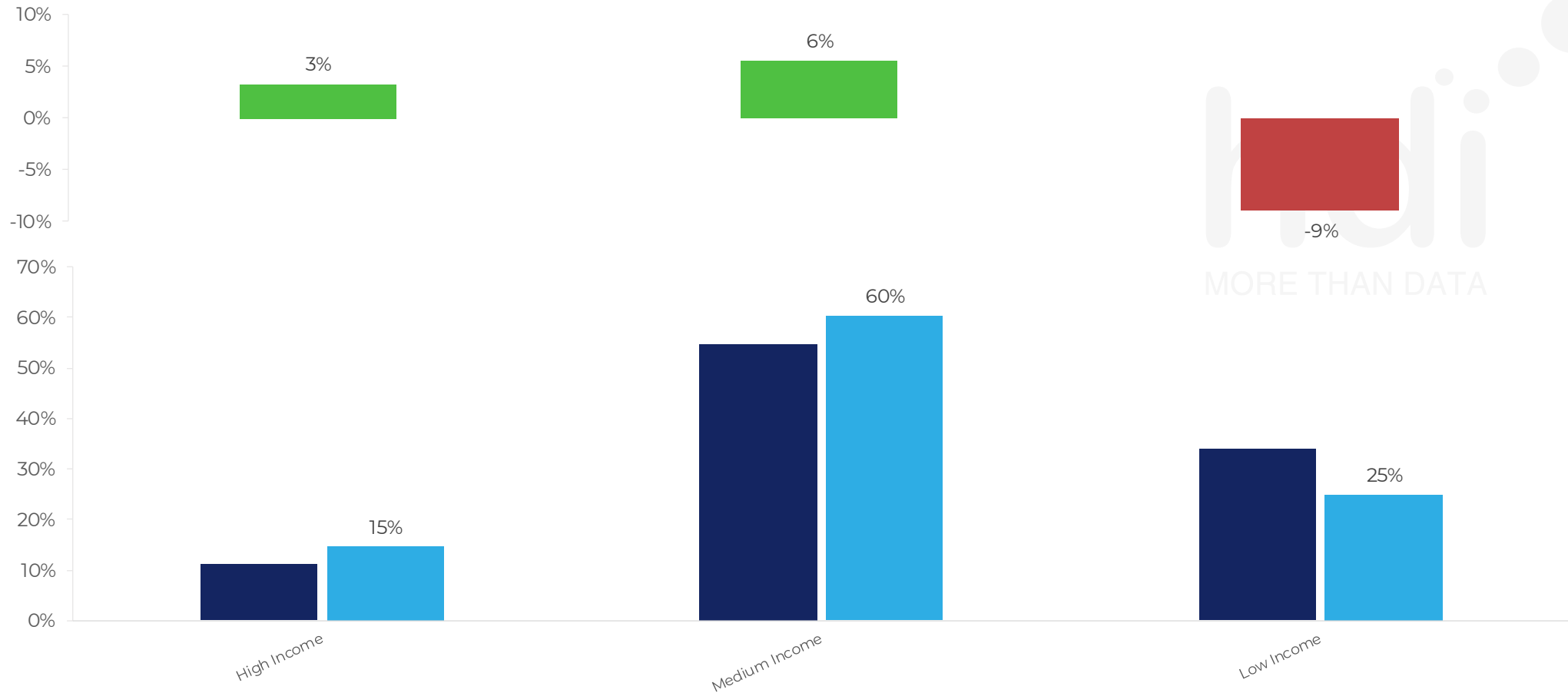
■ Competitor

■ Prince Rupert NG241AW

Affluence

How does the affluence of customers who visit Prince Rupert NG241AW compare versus its competitors?

% of spend for Prince Rupert NG241AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



■ Competitor

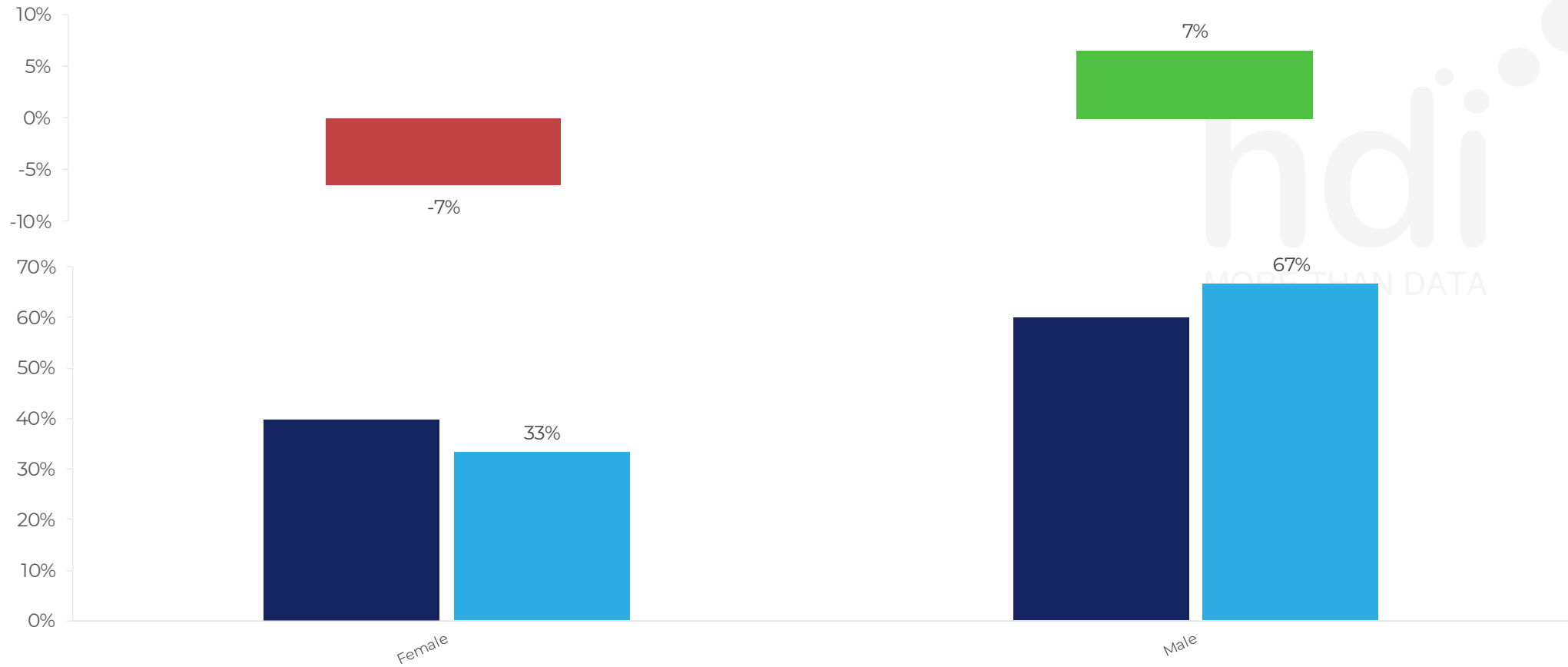
■ Prince Rupert NG241AW



Gender

How does the gender profile of customers who visit Prince Rupert NG241AW compare versus its competitors?

% of spend for Prince Rupert NG241AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



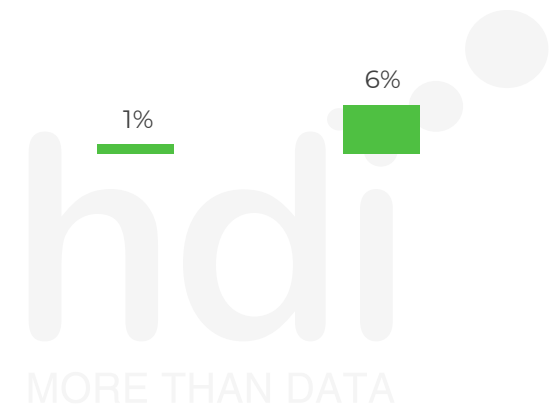
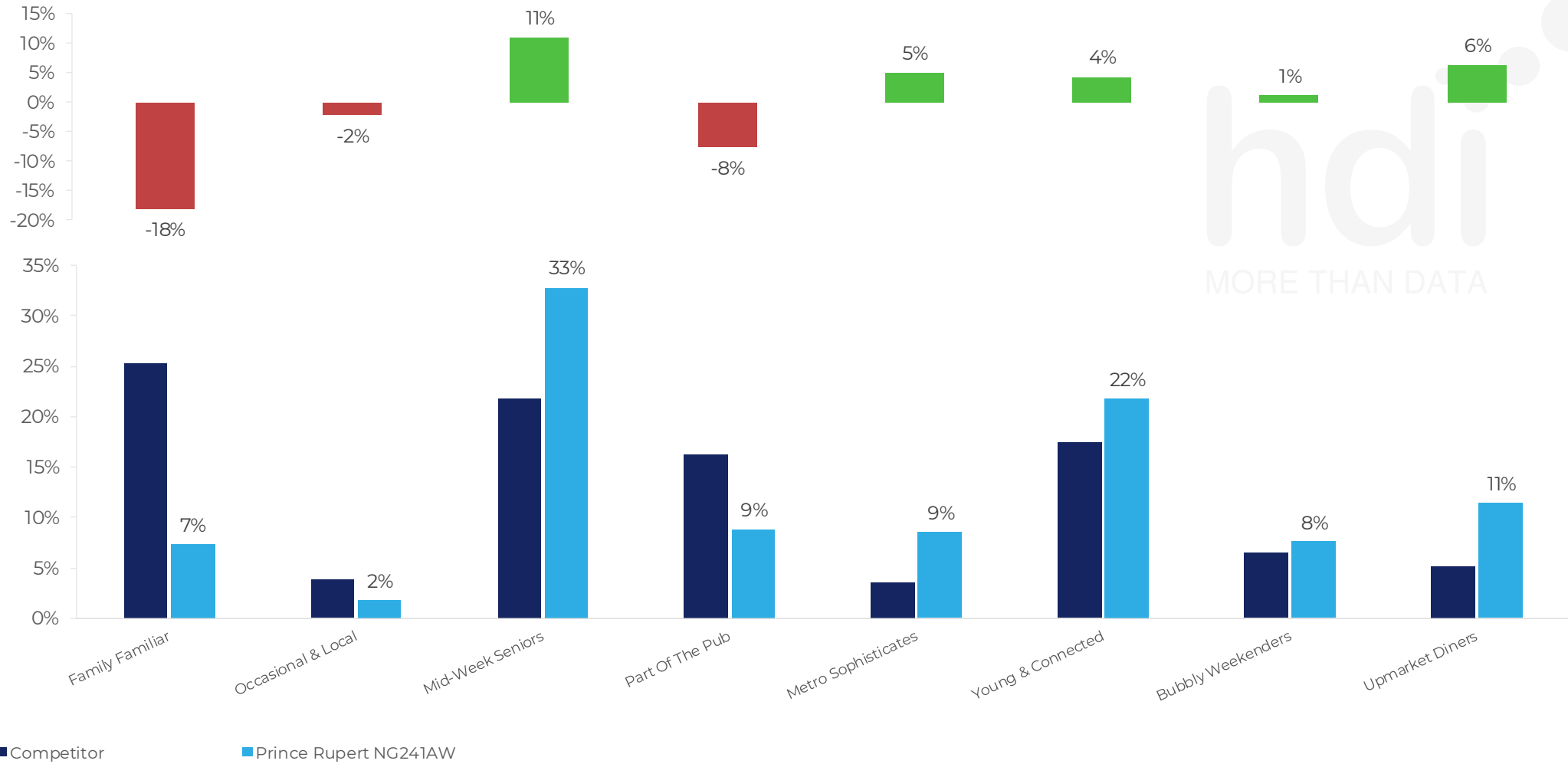
■ Competitor

■ Prince Rupert NG241AW

Punch Segmentation

How does the Custom segmentation profile of customers who visit Prince Rupert NG241AW compare versus its competitors?

% of spend for Prince Rupert NG241AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



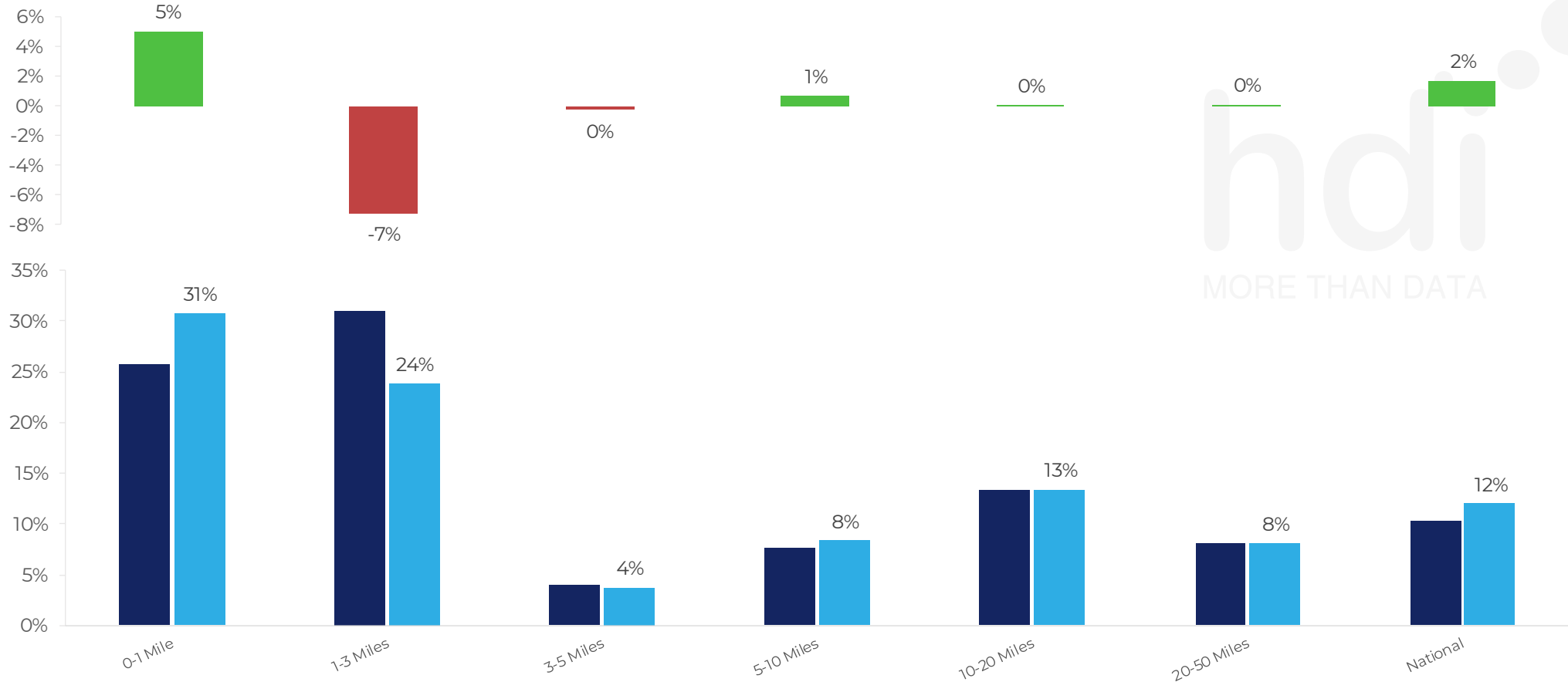
■ Competitor

■ Prince Rupert NG241AW

Spend by Distance

How does the spend profile of Prince Rupert NG241AW compare versus its competitors based on travel distances?

% of spend for Prince Rupert NG241AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



■ Competitor

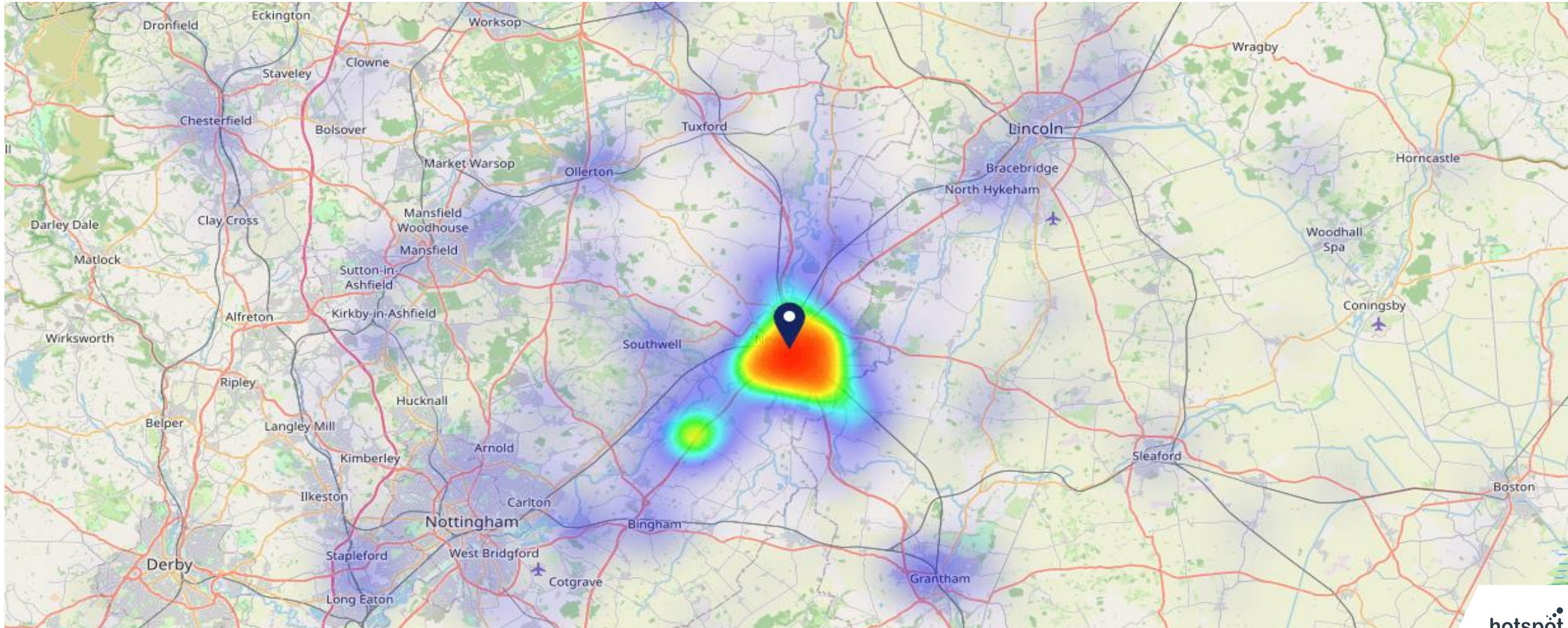
■ Prince Rupert NG241AW



### Map of Guest Origin

Where do customers of Prince Rupert NG241AW come from?

Where do customers of Prince Rupert NG241AW for 22/02/2023 - 14/02/2024 live

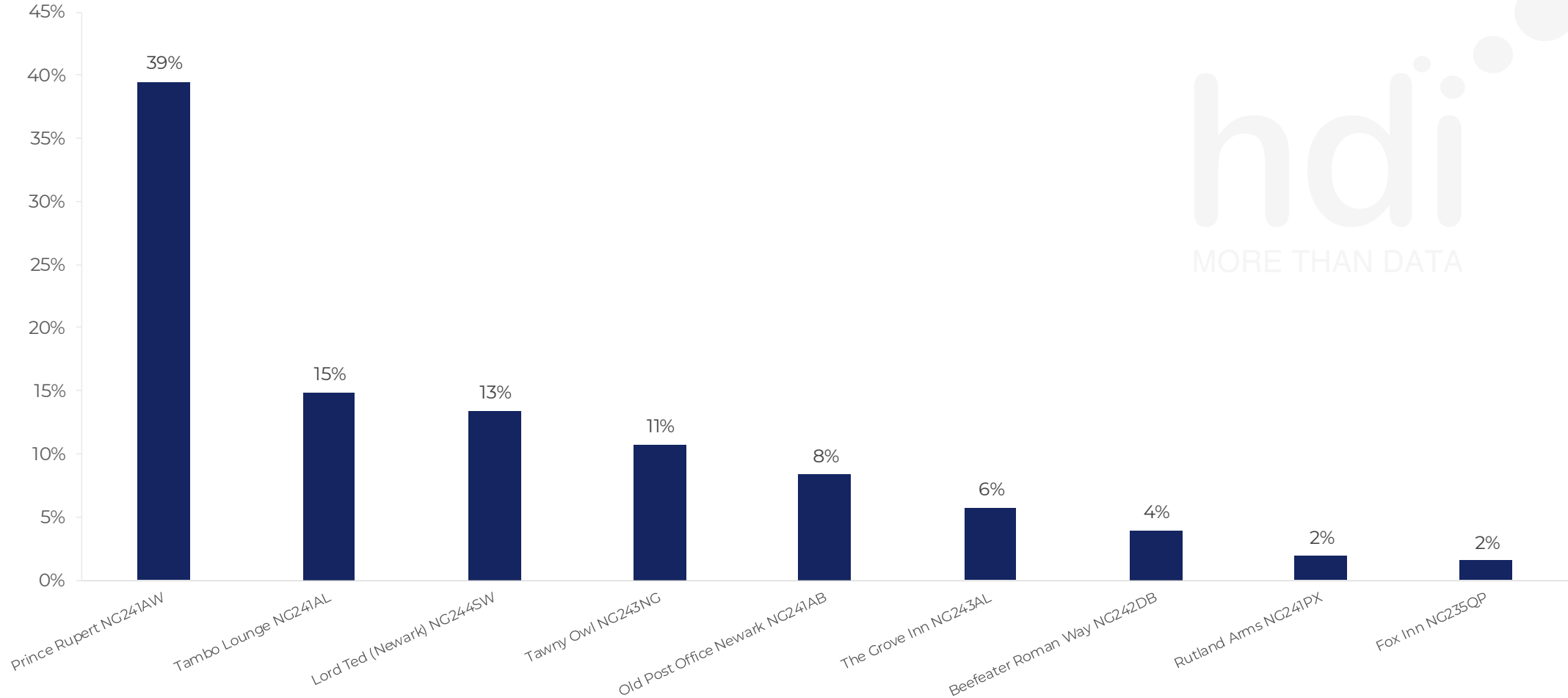




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Prince Rupert NG241AW also visit?

For customers of Prince Rupert NG241AW, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue

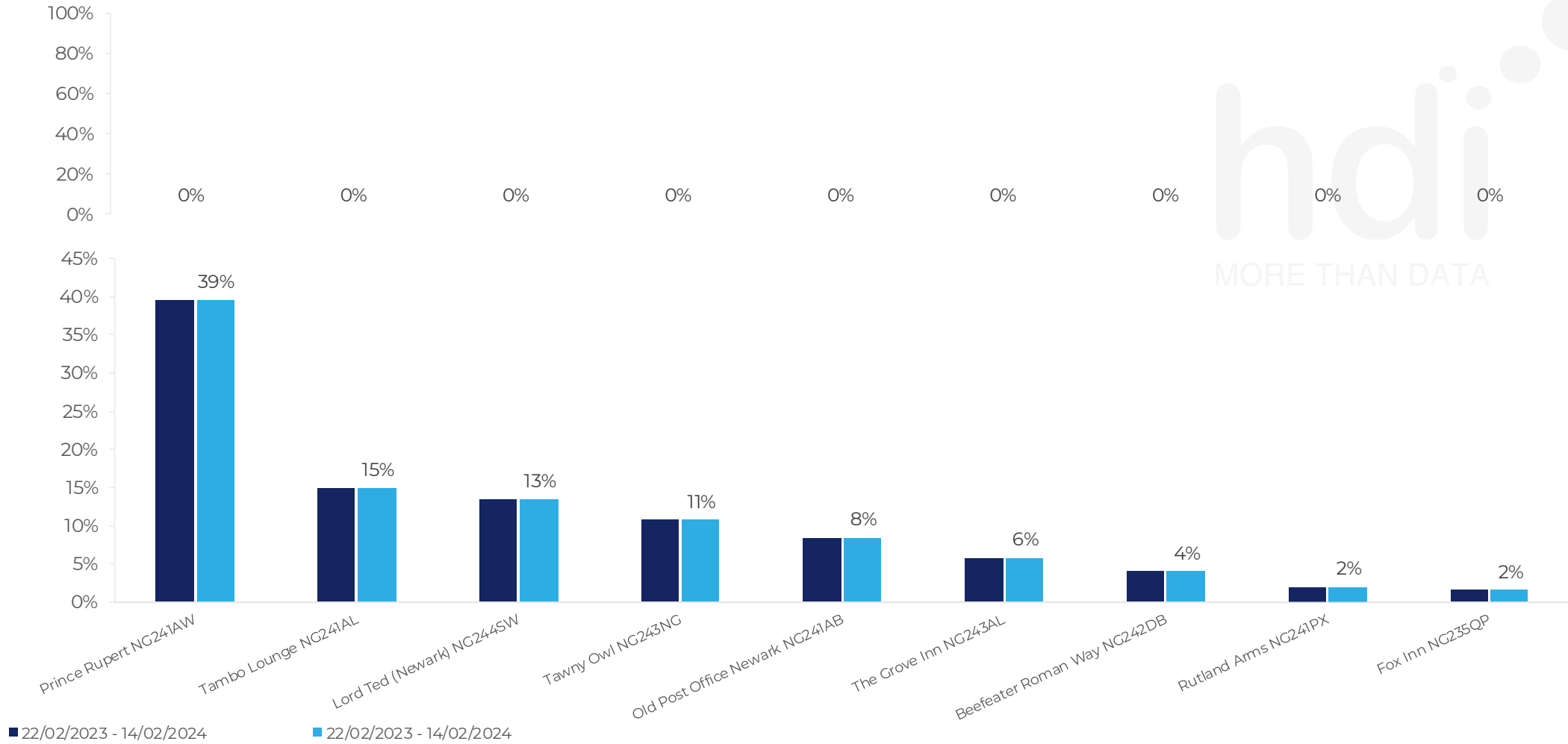
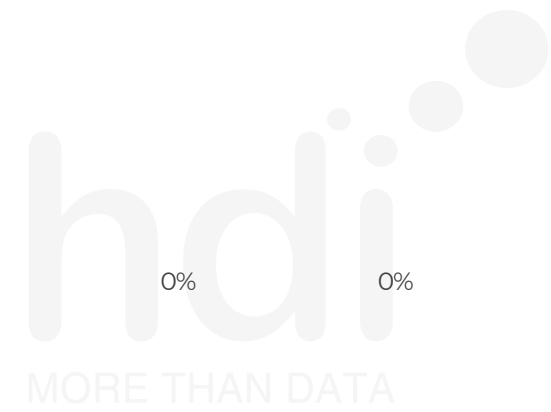


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MORE THAN DATA



Share of Wallet Change

How has share of wallet of customers of Prince Rupert NG241AW changed between two date ranges?





## Market Summary

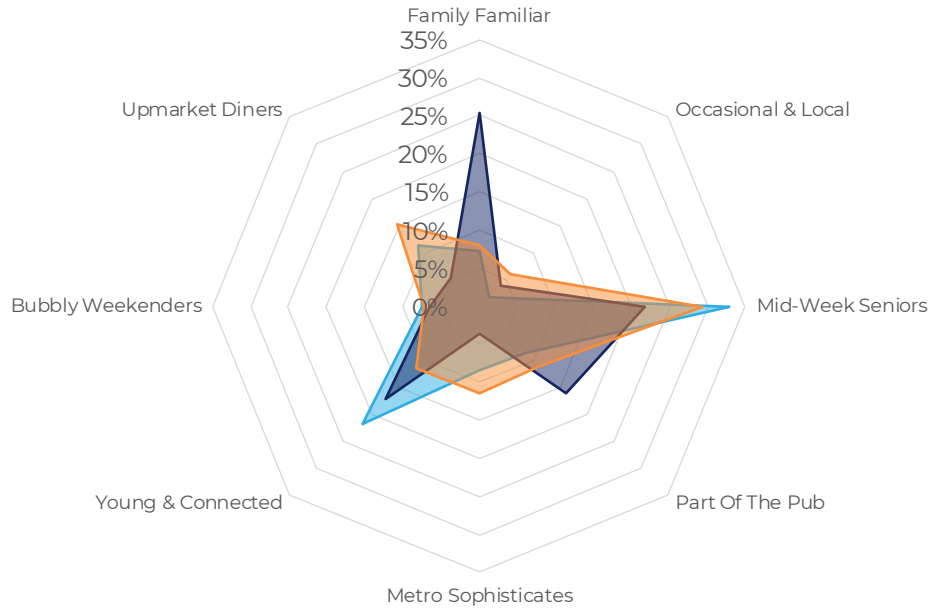
How does the local area for Prince Rupert NG241AW compare to the national average (1 = low, 10 = high)

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	£15.39M	9	£23.13M	9	£27.77M	7	£55.68M	5
Weekpart	Mon - Thu	37.1%	3	37.9%	4	40.0%	4	41.9%	6
Weekpart	Fri - Sat	49.3%	8	48.4%	8	46.9%	9	42.6%	6
Weekpart	Sun	13.6%	4	13.7%	4	13.1%	2	15.5%	5
Age	18 to 24	5.8%	6	5.6%	5	5.4%	4	6.2%	4
Age	25 to 34	13.1%	2	14.3%	2	14.2%	2	15.8%	2
Age	35 to 44	19.0%	3	20.1%	3	20.4%	3	22.6%	4
Age	45 to 54	19.4%	5	18.8%	4	19.1%	4	19.4%	4
Age	55 to 64	23.0%	9	22.3%	9	22.0%	10	19.4%	9
Age	65 to 74	13.7%	9	13.5%	9	13.1%	10	11.1%	9
Age	75+	5.9%	9	5.4%	9	5.8%	9	5.5%	9
CAMEO	Business Elite	3.3%	3	3.1%	3	3.1%	3	3.2%	2
CAMEO	Prosperous Professionals	6.0%	6	5.6%	5	5.5%	5	5.1%	4
CAMEO	Flourishing Society	5.2%	2	5.2%	2	5.4%	2	6.2%	1
CAMEO	Content Communities	15.2%	8	14.8%	8	15.8%	9	16.3%	9
CAMEO	White Collar Neighbourhoods	7.4%	2	7.3%	2	7.4%	2	7.4%	1
CAMEO	Enterprising Mainstream	13.5%	9	13.0%	9	12.9%	9	13.2%	9
CAMEO	Paying The Mortgage	18.3%	8	18.8%	8	18.5%	8	19.1%	9
CAMEO	Cash Conscious Communities	14.1%	9	14.4%	9	14.1%	9	13.9%	9
CAMEO	On A Budget	9.1%	8	9.6%	8	9.4%	8	8.1%	7
CAMEO	Family Value	8.0%	8	8.3%	8	7.9%	8	7.5%	8
Affluence	AB	14.5%	3	13.8%	2	14.0%	2	14.5%	2
Affluence	CIC2	54.3%	8	53.9%	8	54.6%	8	56.0%	9
Affluence	DE	31.2%	8	32.3%	8	31.4%	9	29.5%	9



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
Prince Rupert	465	7.31%	1.78%	32.83%	8.80%	8.53%	21.76%	7.57%	11.41%
Local Catchment	2206	25.33%	3.89%	21.82%	16.32%	3.60%	17.43%	6.44%	5.12%
Punch T&L	11219	8.03%	5.92%	29.32%	11.26%	11.47%	11.50%	7.13%	15.33%
Prince Rupert vs Local Catchment		-18.02%	-2.11%	11.01%	-7.52%	4.93%	4.33%	1.13%	6.29%
Prince Rupert vs Punch T&L		-0.72%	-4.14%	3.51%	-2.46%	-2.94%	10.26%	0.44%	-3.92%
Local Catchment vs Punch T&L		17.30%	-2.03%	-7.50%	5.06%	-7.87%	5.93%	-0.69%	-10.21%

■ Prince Rupert

■ 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
Prince Rupert NG241AW	465	7.31%	1.78%	32.83%	8.80%	8.53%	21.76%	7.57%	11.41%
Tambo Lounge NG241AL	604	16.67%	3.05%	33.42%	4.56%	4.24%	25.42%	6.86%	5.75%
Lord Ted (Newark) NG244SW	708	33.16%	3.78%	18.66%	20.23%	5.55%	12.87%	3.25%	2.47%
Tawny Owl NG243NG	392	24.48%	3.95%	27.74%	4.75%	1.31%	22.51%	6.43%	8.81%
Old Post Office Newark NG241AB	525	16.28%	5.92%	9.73%	33.85%	2.51%	18.23%	11.34%	2.11%
The Grove Inn NG243AL	140	25.13%	3.67%	8.55%	39.70%	0.03%	14.11%	7.56%	1.21%
Beefeater Roman Way NG242DB	557	31.72%	2.99%	27.37%	4.53%	4.02%	14.40%	5.37%	9.55%
Rutland Arms NG241PX	116	10.72%	9.78%	4.65%	44.91%	2.53%	12.10%	11.00%	4.26%
Fox Inn NG235QP	194	31.12%	0.67%	29.05%	5.79%	6.06%	12.41%	7.18%	7.68%