



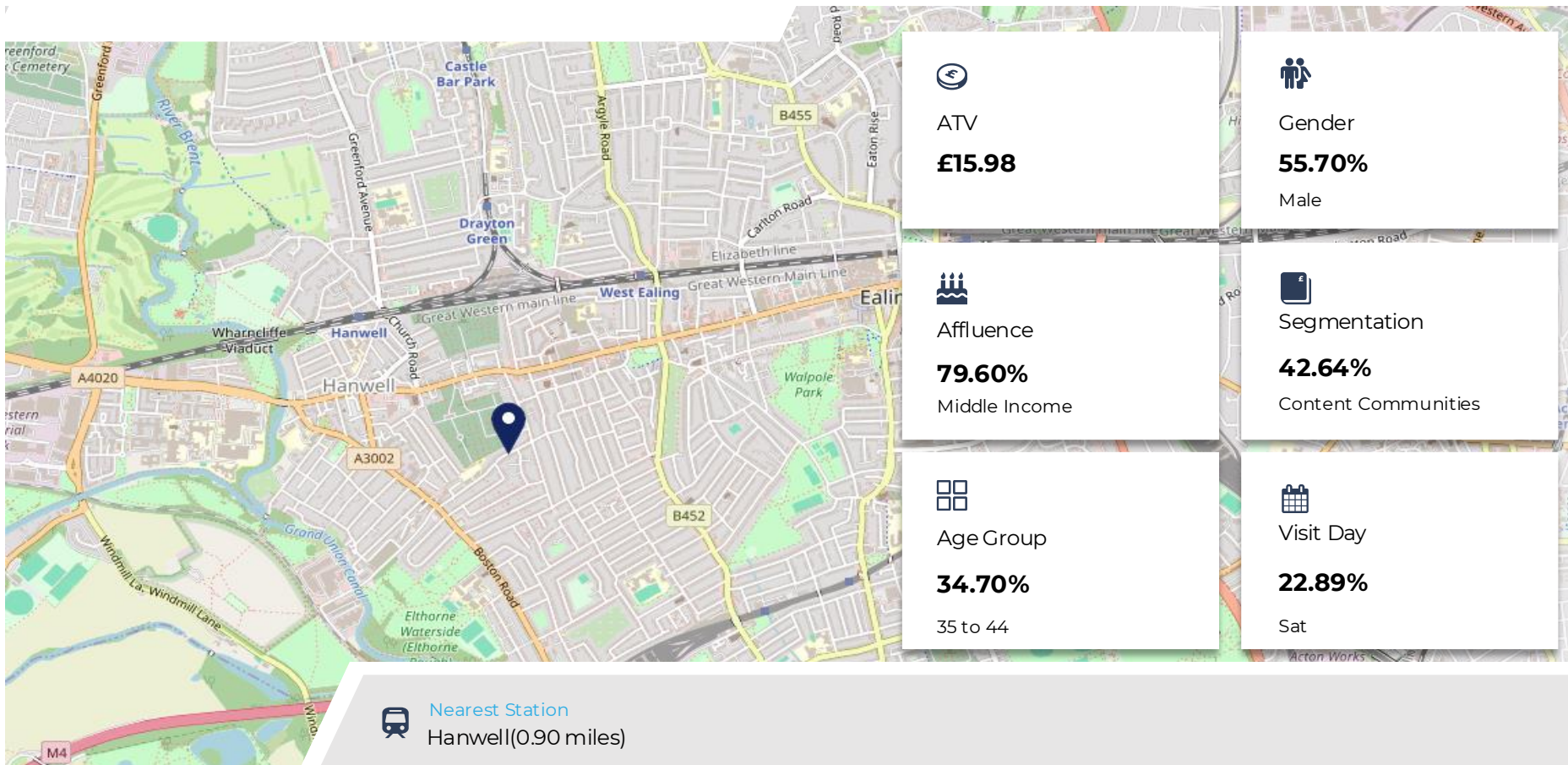
Site Summary



The Grosvenor W72DT

W72DT

Redcat

Work Area
LondonRegion
LondonTV Region
LondonUrbanicity
Urban major conurbationATV
£15.98Gender
55.70%
MaleAffluence
79.60%
Middle IncomeSegmentation
42.64%
Content CommunitiesAge Group
34.70%
35 to 44Visit Day
22.89%
Sat

Top Competitors

Forester
W139EP

#1

Fullers Managed

The Plough Inn
W54XB

#2

Fullers Managed

The Drayton Court Hotel
W138PH

#3

Fullers Managed

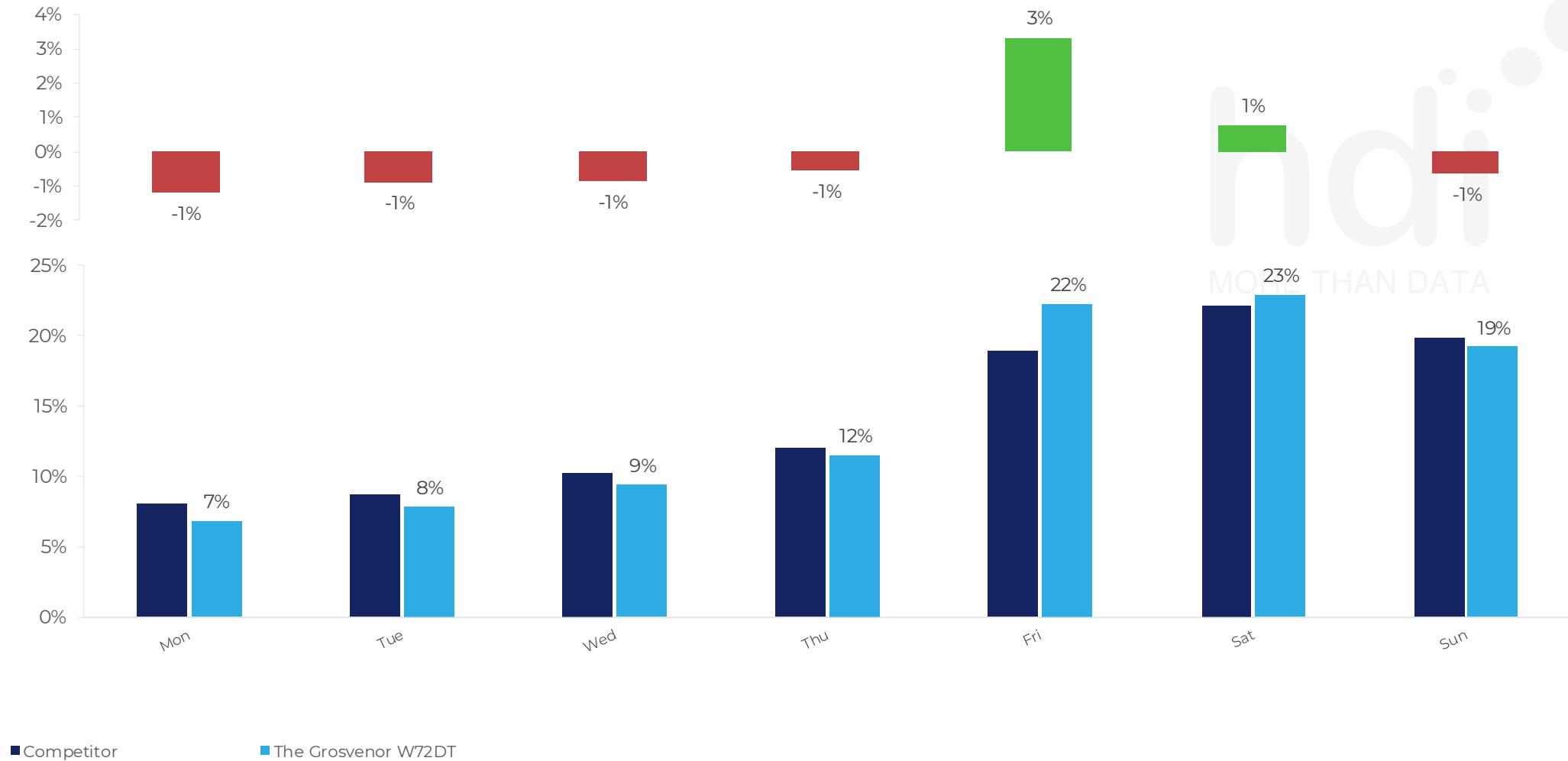
Nearest Station
Hanwell(0.90 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for The Grosvenor W72DT versus its competitors?

% of spend for The Grosvenor W72DT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

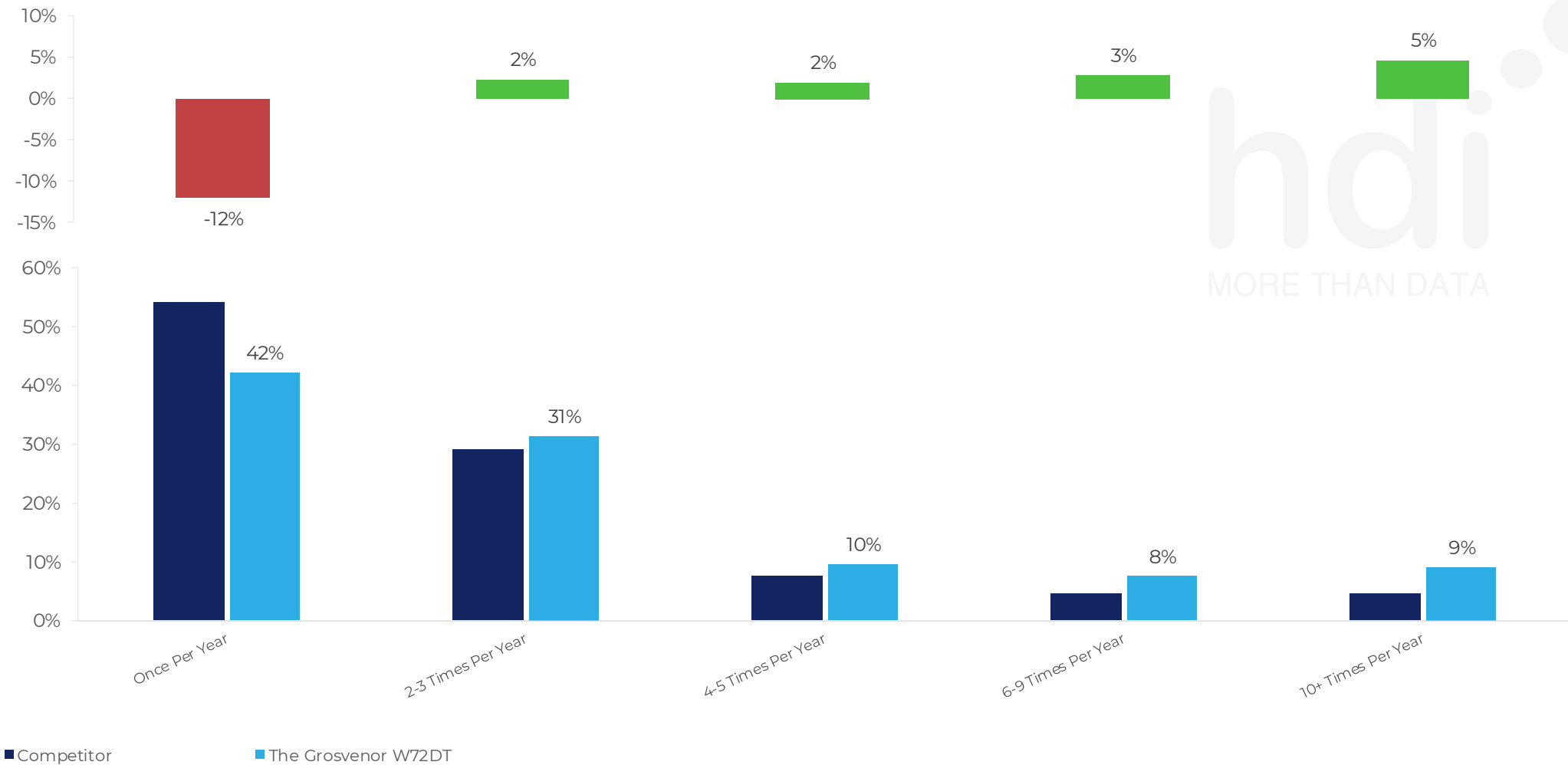




Visit Frequency

How frequently per year do customers visit The Grosvenor W72DT versus its competitors?

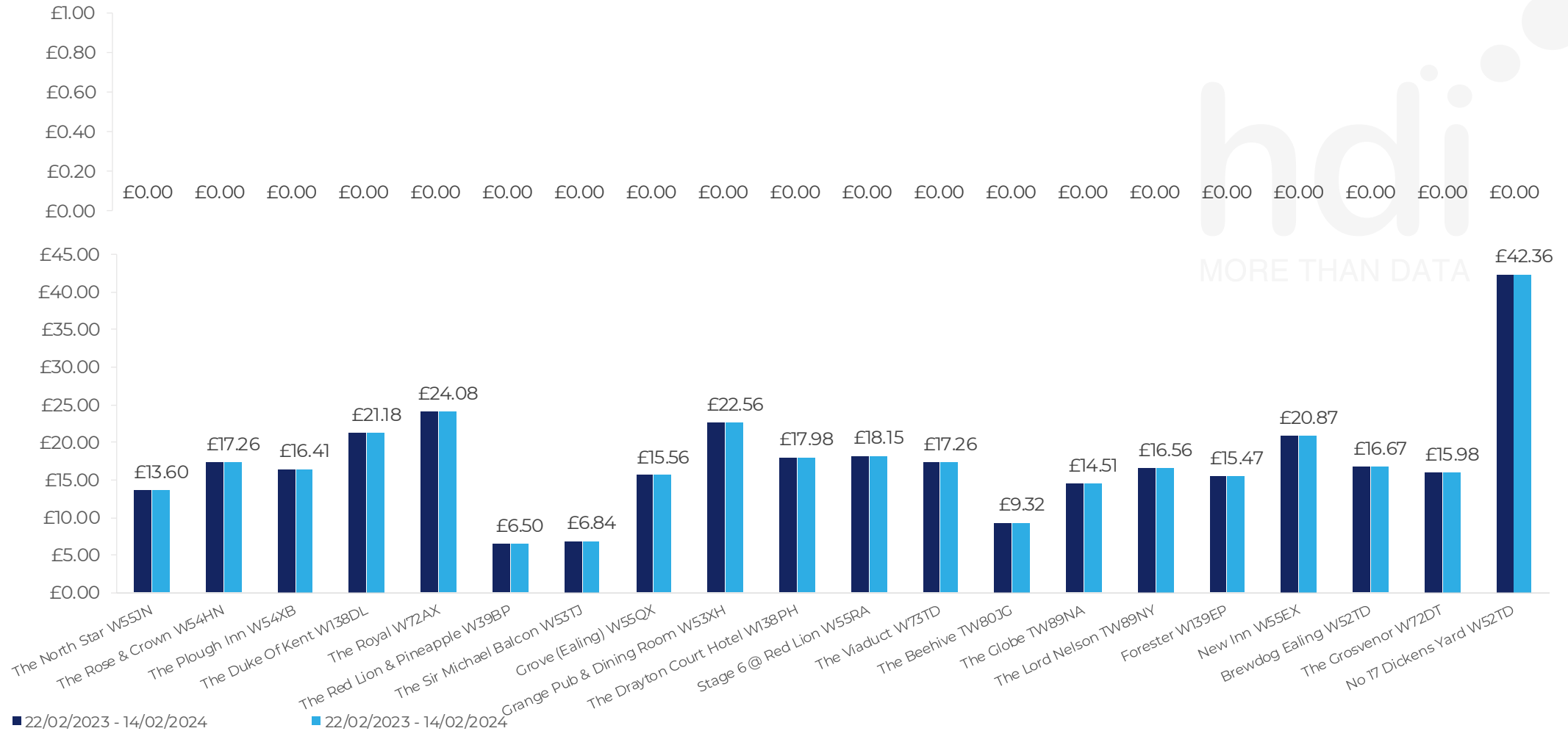
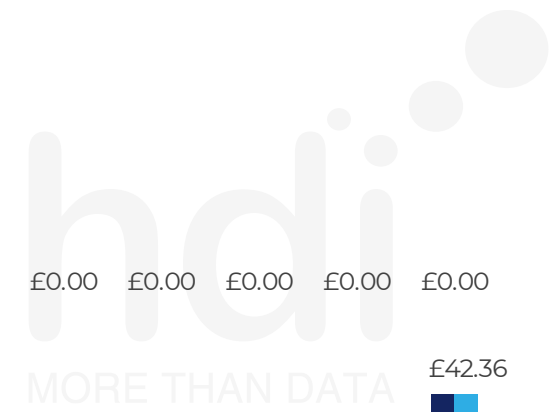
% of customer numbers for The Grosvenor W72DT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

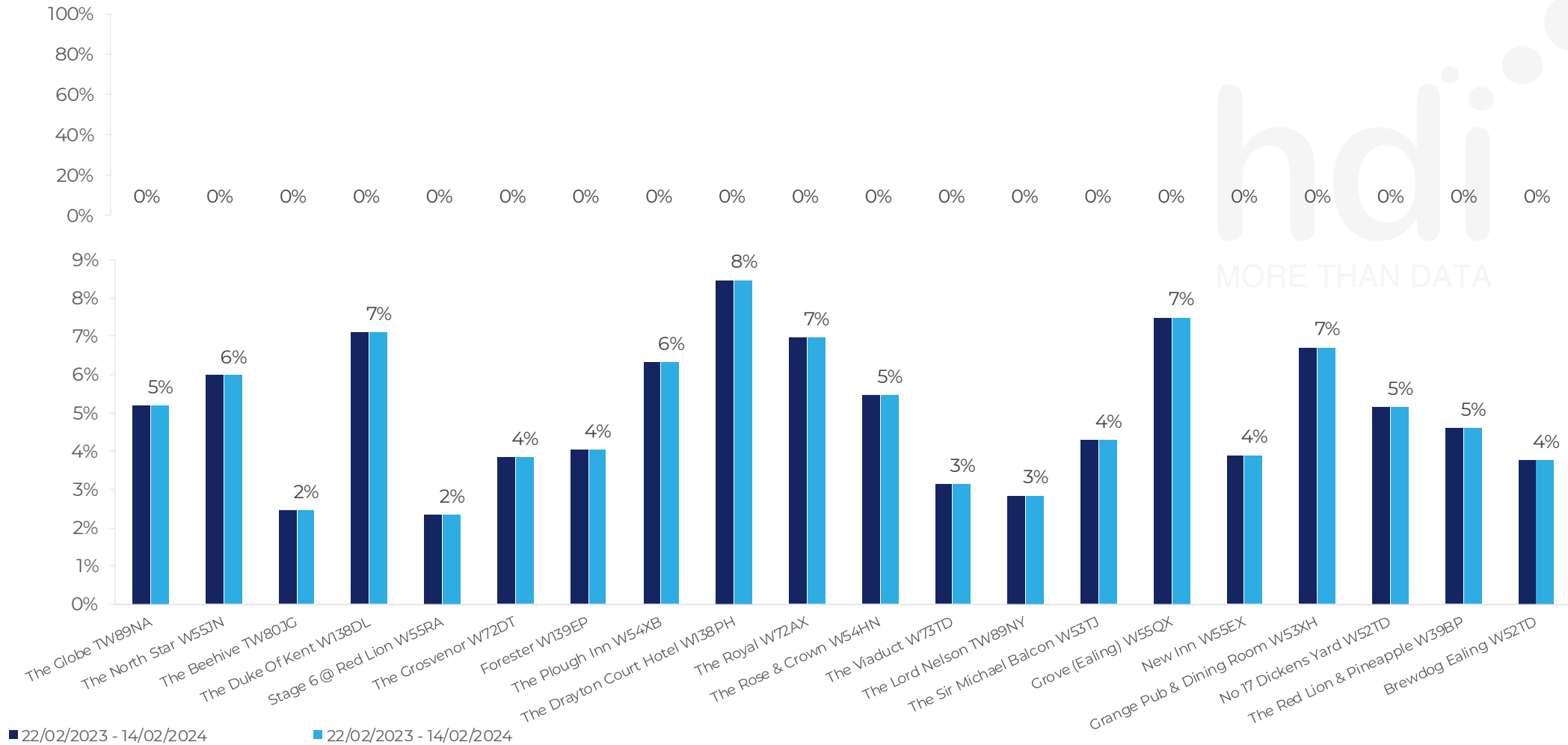
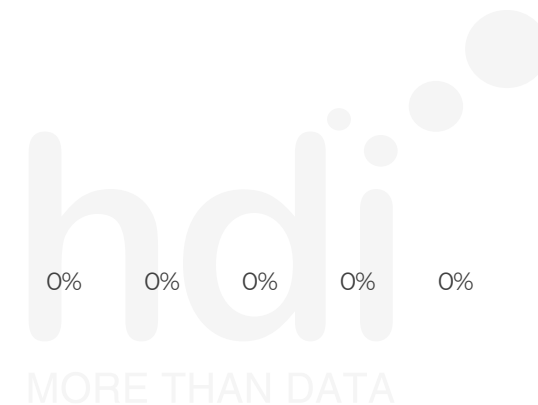




Market Share Change

How has market share changed between two date ranges?

% of market share spend for The Grosvenor W72DT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

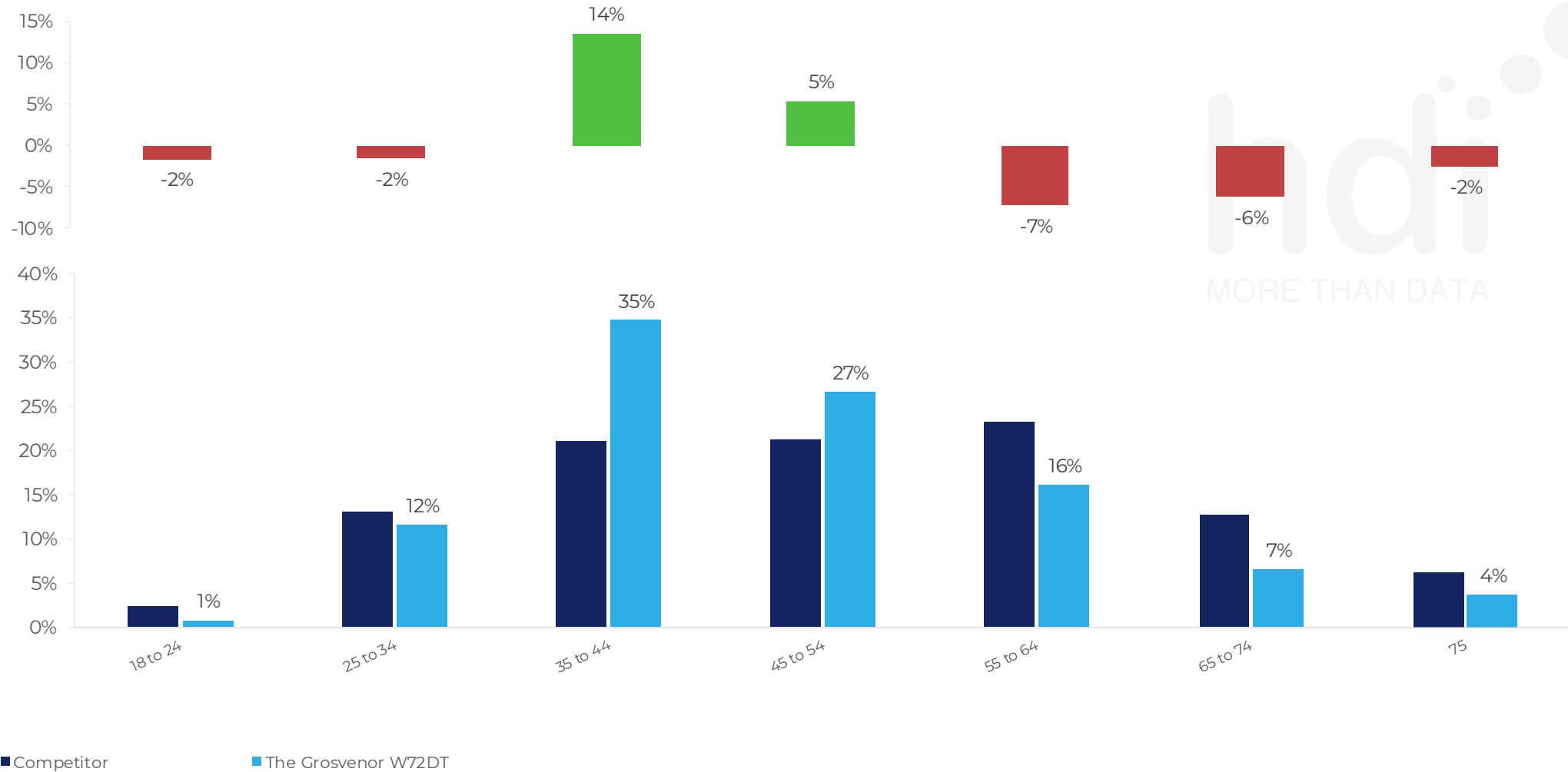




Age

How does the age profile of customers who visit The Grosvenor W72DT compare versus its competitors?

% of spend for The Grosvenor W72DT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

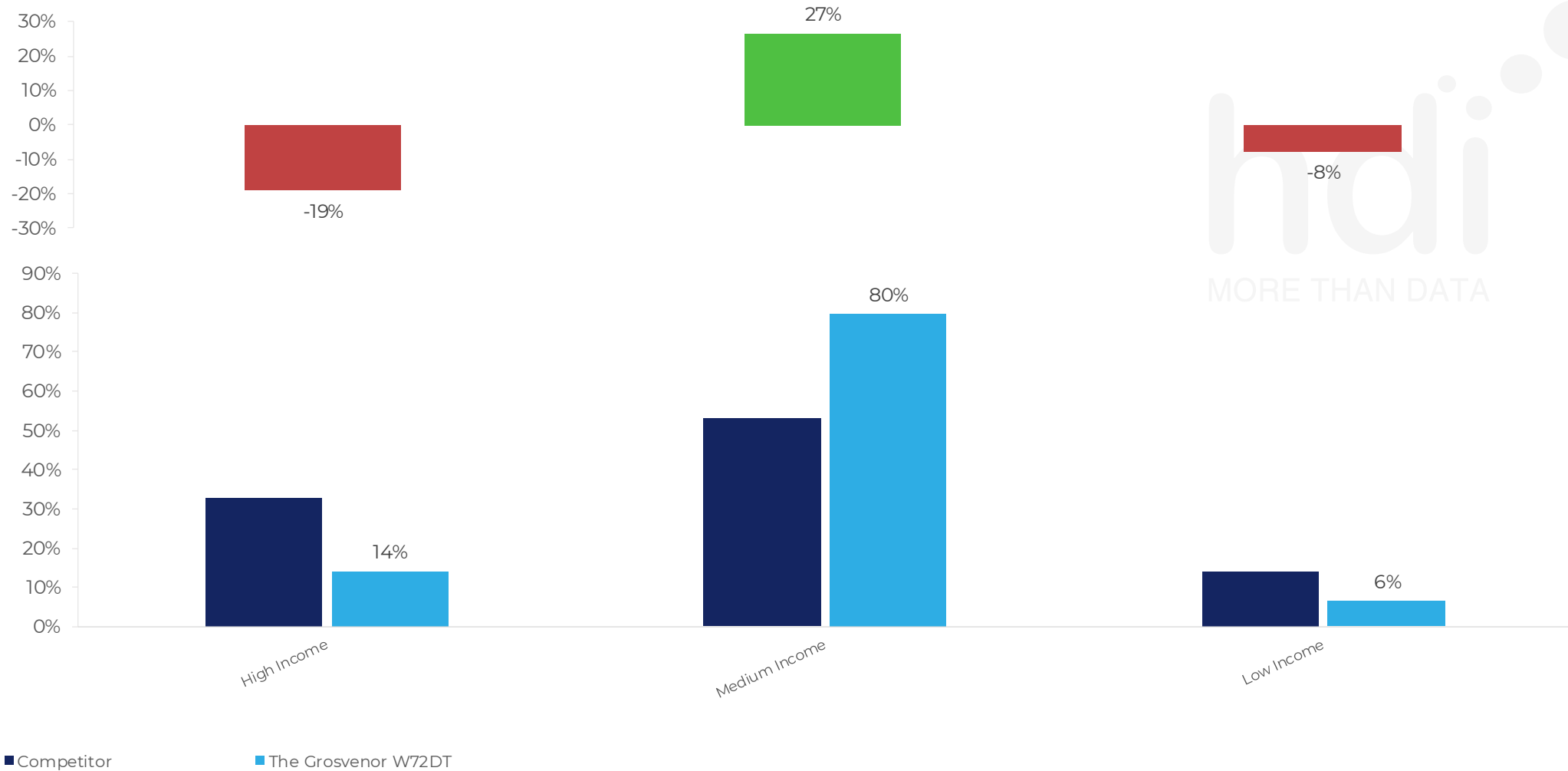




Affluence

How does the affluence of customers who visit The Grosvenor W72DT compare versus its competitors?

% of spend for The Grosvenor W72DT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

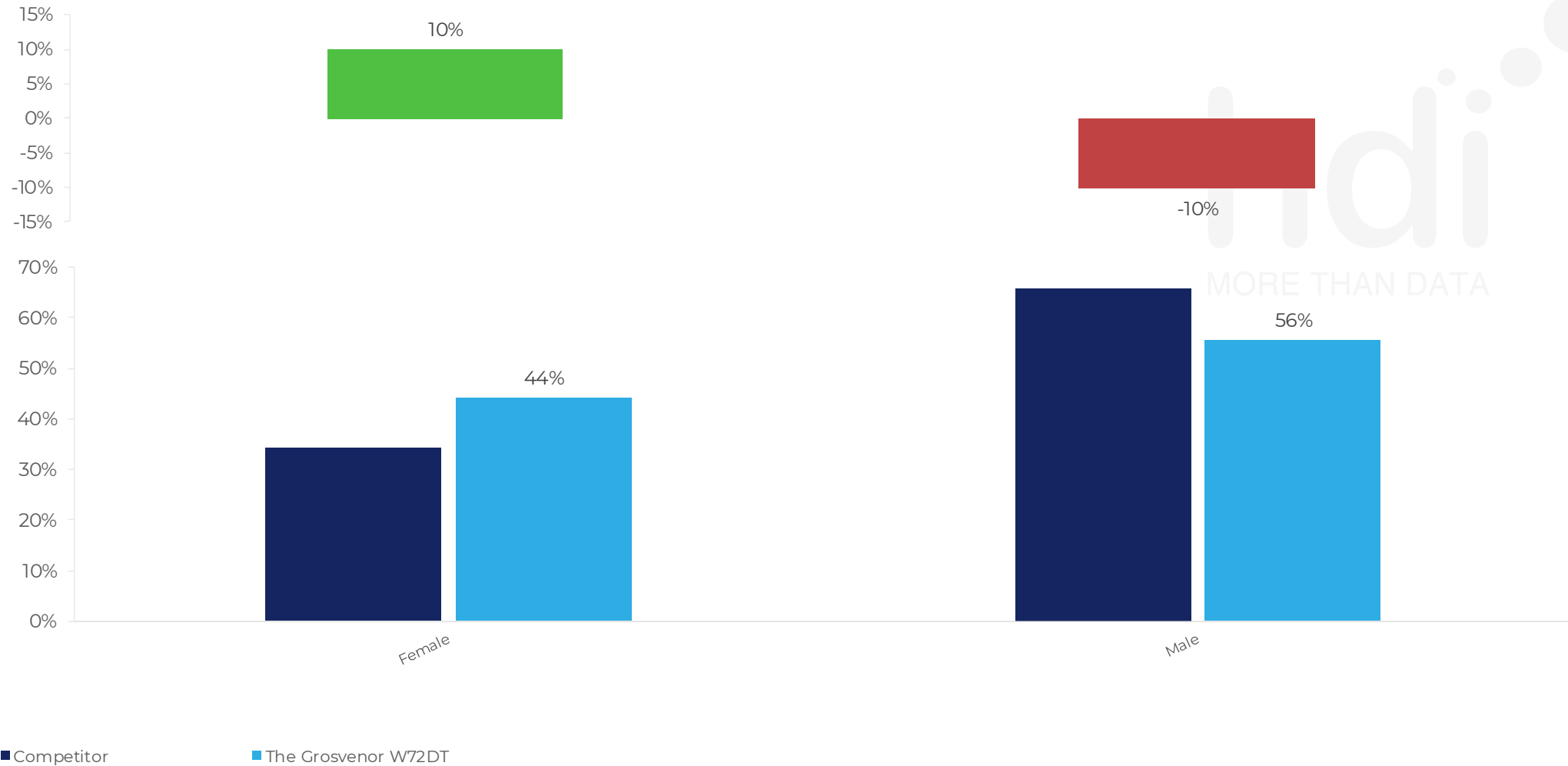




Gender

How does the gender profile of customers who visit The Grosvenor W72DT compare versus its competitors?

% of spend for The Grosvenor W72DT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

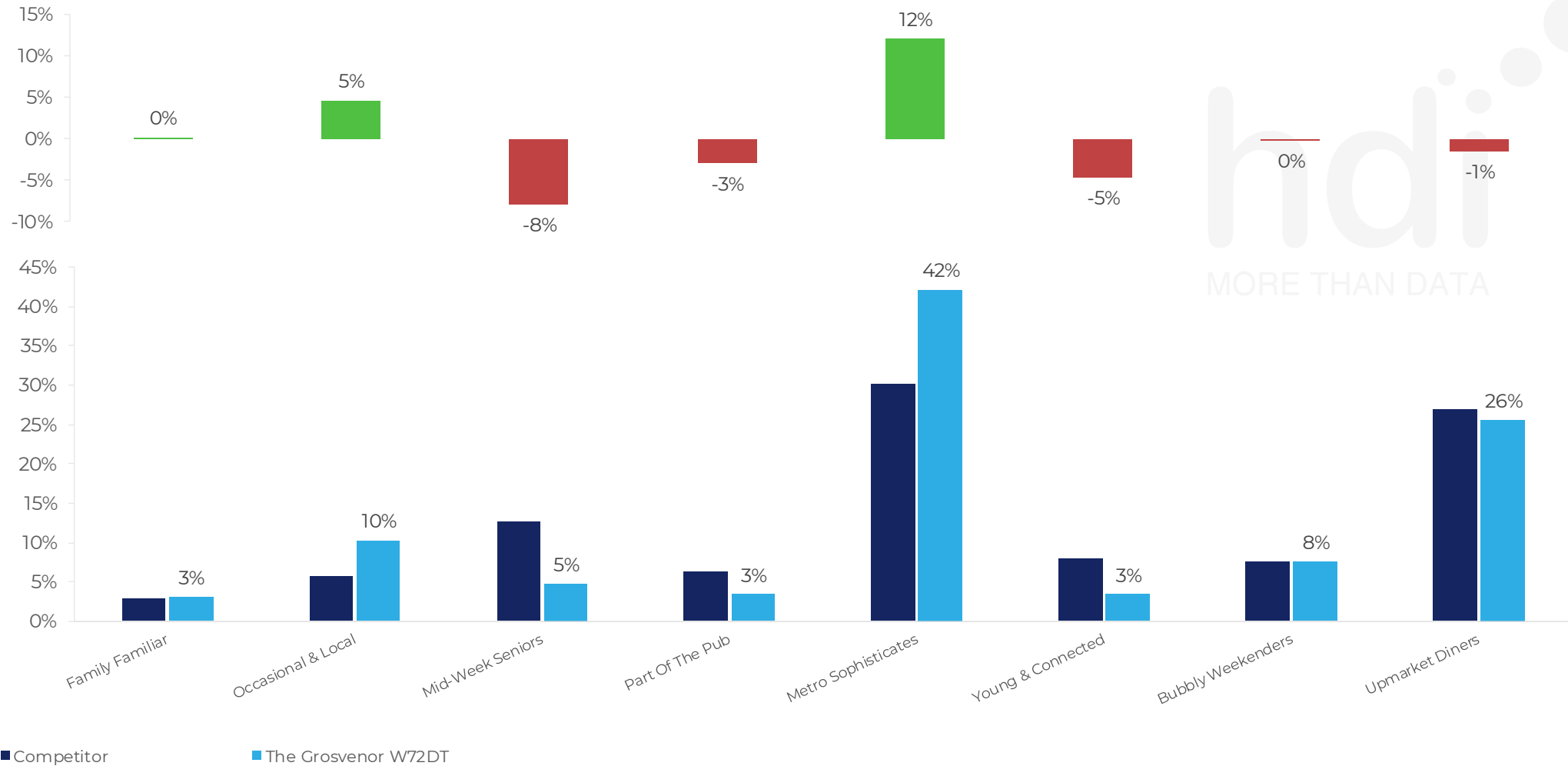




Punch Segmentation

How does the Custom segmentation profile of customers who visit The Grosvenor W72DT compare versus its competitors?

% of spend for The Grosvenor W72DT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

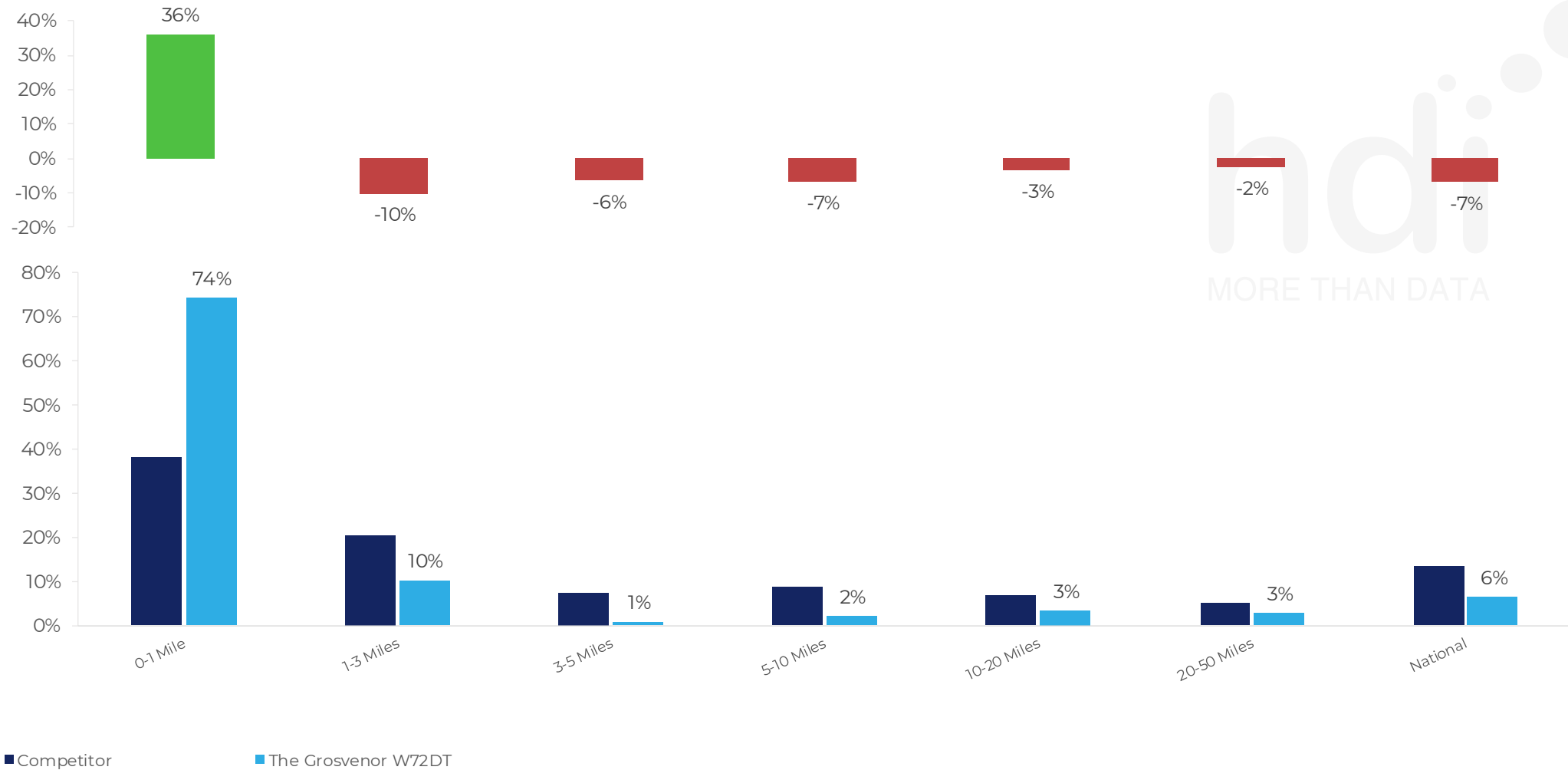




Spend by Distance

How does the spend profile of The Grosvenor W72DT compare versus its competitors based on travel distances?

% of spend for The Grosvenor W72DT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

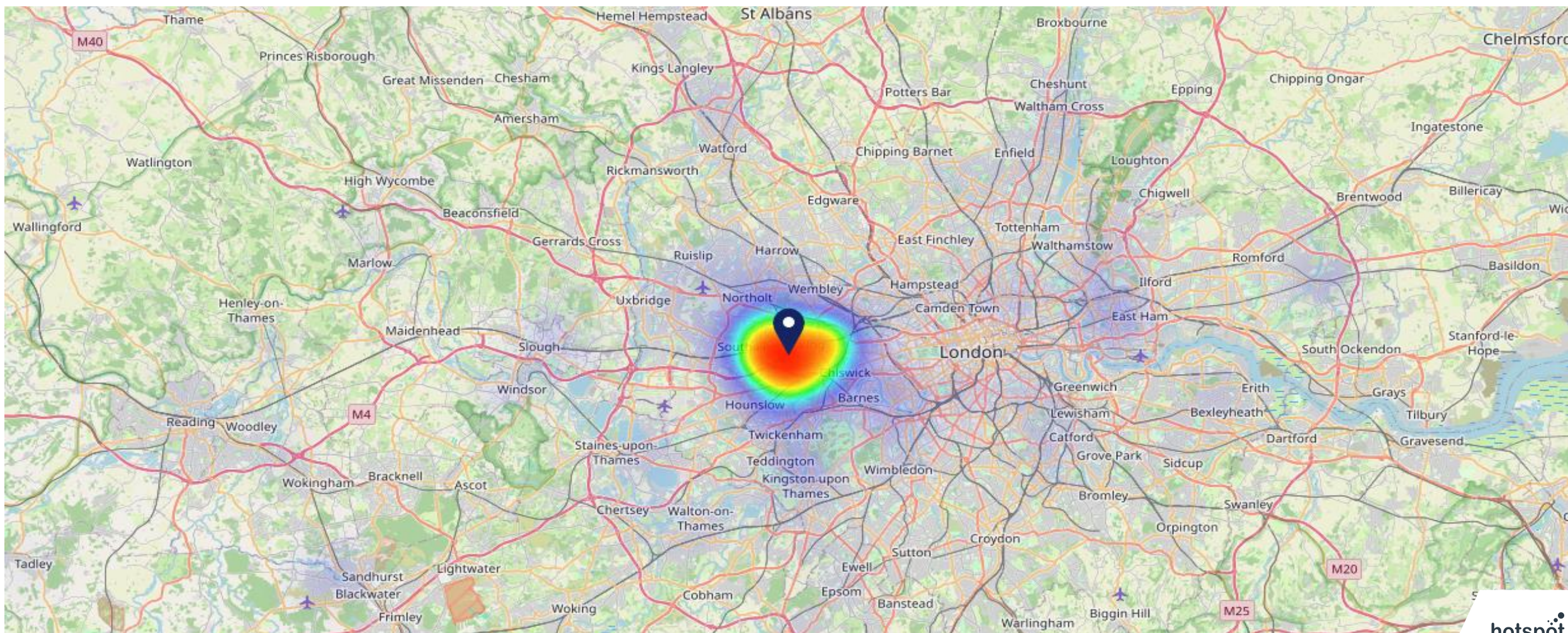




Map of Guest Origin

Where do customers of The Grosvenor W72DT come from?

Where do customers of The Grosvenor W72DT for 22/02/2023 - 14/02/2024 live

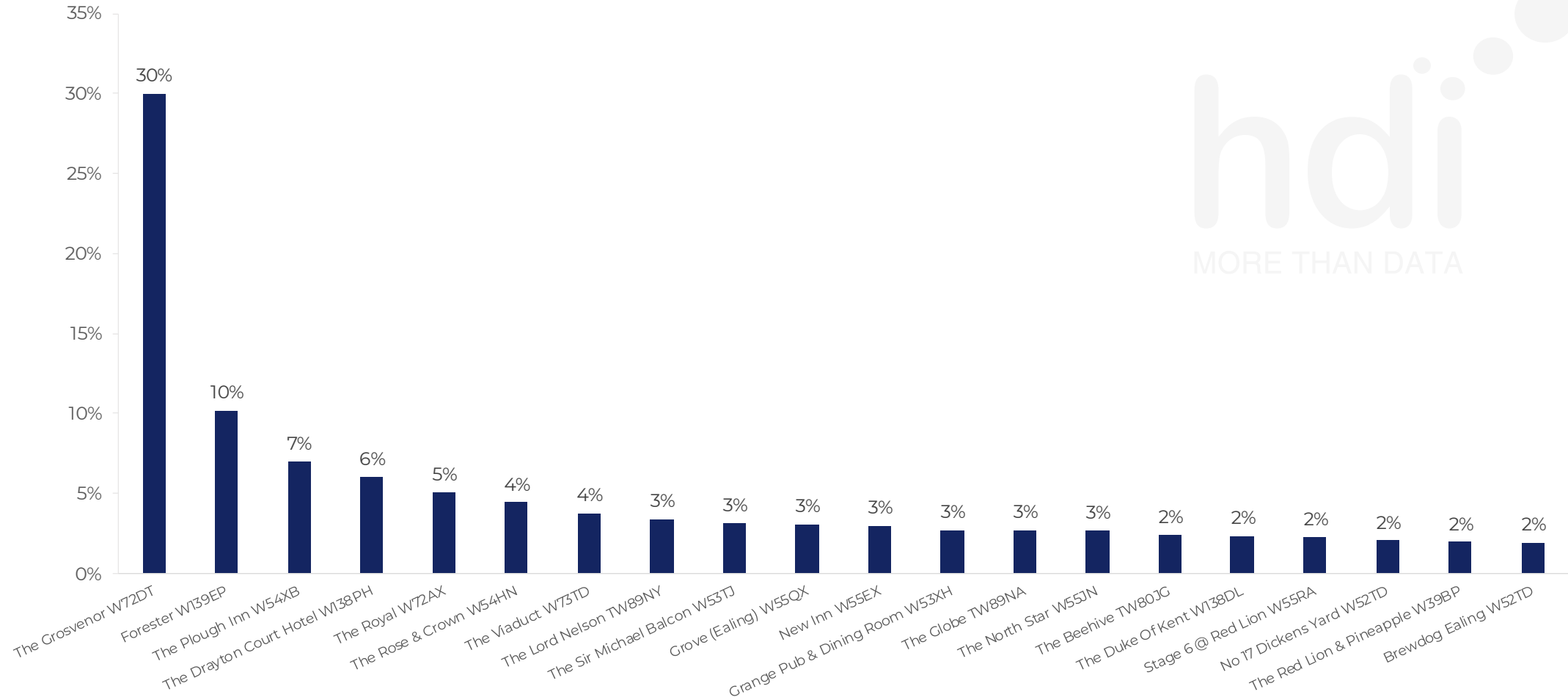




Share of Wallet

What are the Top 20 venues (by spend) that customers of The Grosvenor W72DT also visit?

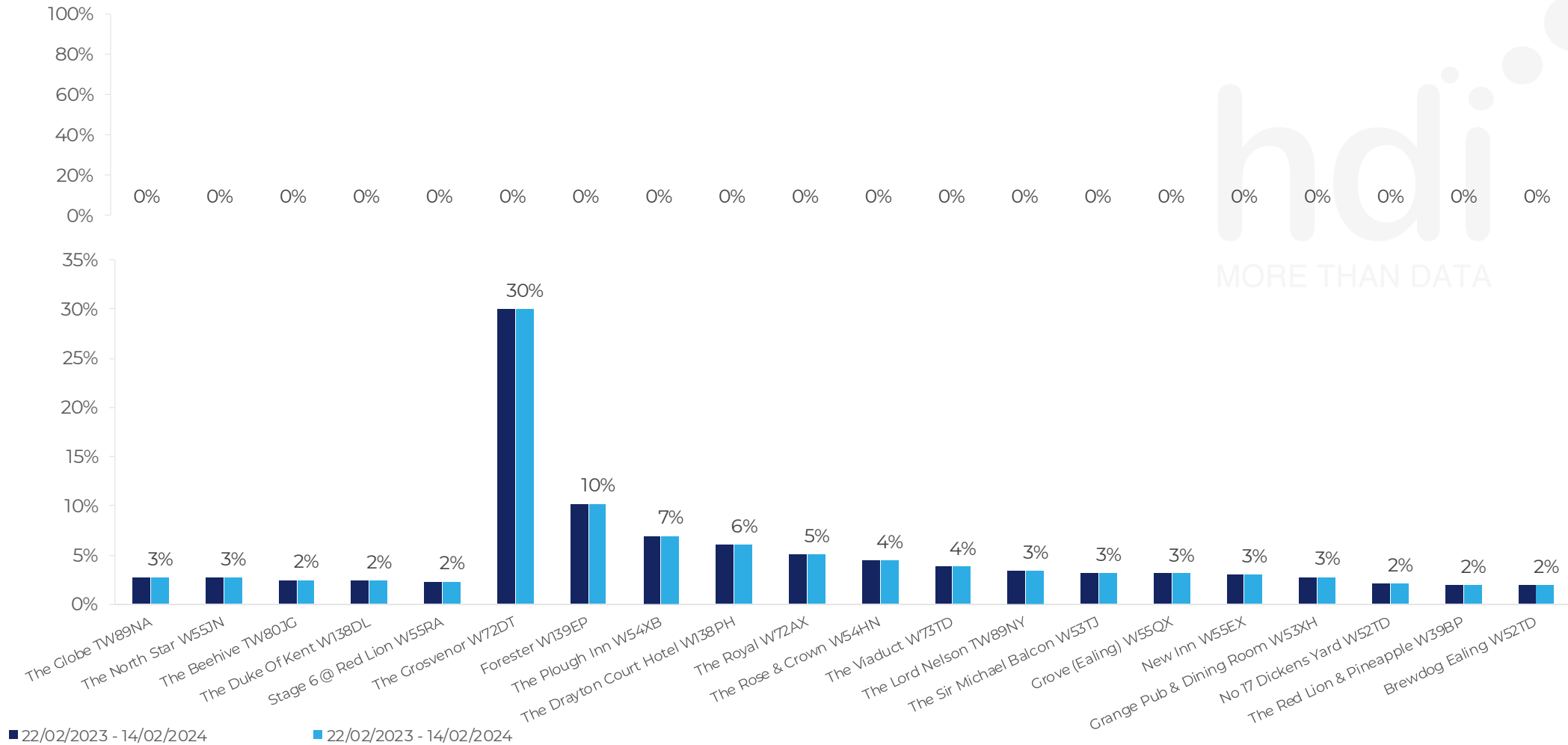
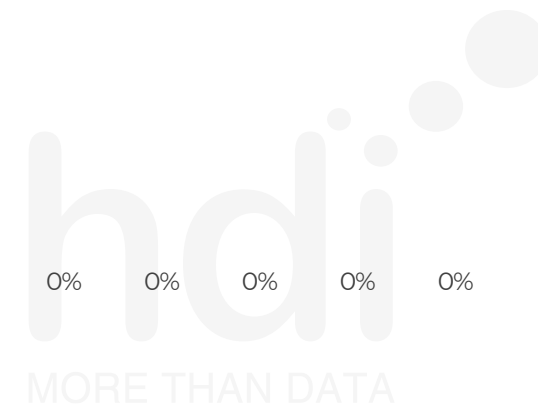
For customers of The Grosvenor W72DT, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of The Grosvenor W72DT changed between two date ranges?





Market Summary

How does the local area for The Grosvenor W72DT 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	£441K	3	£1.36M	4	£34.02M	7	£303.84M	8
Weekpart	Mon - Thu	37.9%	4	38.2%	4	42.6%	7	44.7%	9
Weekpart	Fri - Sat	45.7%	6	43.7%	5	41.5%	4	38.8%	1
Weekpart	Sun	16.4%	7	18.1%	9	15.9%	7	16.6%	8
Age	18 to 24	1.3%	1	3.0%	3	3.9%	3	4.3%	2
Age	25 to 34	11.9%	1	11.2%	1	11.5%	1	13.3%	1
Age	35 to 44	40.8%	10	26.5%	8	22.2%	4	23.9%	6
Age	45 to 54	19.0%	4	33.4%	10	23.6%	9	23.7%	10
Age	55 to 64	13.0%	4	14.0%	4	21.7%	9	19.9%	9
Age	65 to 74	5.4%	5	6.8%	6	11.8%	9	10.2%	9
Age	75+	8.6%	10	5.1%	9	5.3%	9	4.7%	9
CAMEO	Business Elite	5.7%	5	6.2%	5	9.1%	7	12.7%	8
CAMEO	Prosperous Professionals	2.3%	2	2.6%	2	4.0%	3	4.3%	3
CAMEO	Flourishing Society	9.5%	4	6.5%	2	12.9%	6	10.4%	4
CAMEO	Content Communities	48.0%	10	28.6%	10	24.1%	10	21.6%	10
CAMEO	White Collar Neighbourhoods	10.8%	5	14.2%	8	16.4%	10	12.2%	6
CAMEO	Enterprising Mainstream	0.9%	1	5.4%	3	5.0%	3	5.4%	4
CAMEO	Paying The Mortgage	14.3%	6	13.0%	5	13.0%	4	15.0%	6
CAMEO	Cash Conscious Communities	5.5%	3	16.8%	9	8.7%	5	10.3%	7
CAMEO	On A Budget	3.0%	2	6.5%	5	6.0%	5	7.0%	6
CAMEO	Family Value	0.0%	0	0.3%	1	0.8%	2	1.1%	3
Affluence	AB	17.5%	3	15.3%	3	26.1%	5	27.4%	5
Affluence	C1C2	74.0%	10	61.1%	10	58.5%	9	54.2%	8
Affluence	DE	8.5%	2	23.6%	7	15.4%	3	18.4%	5