



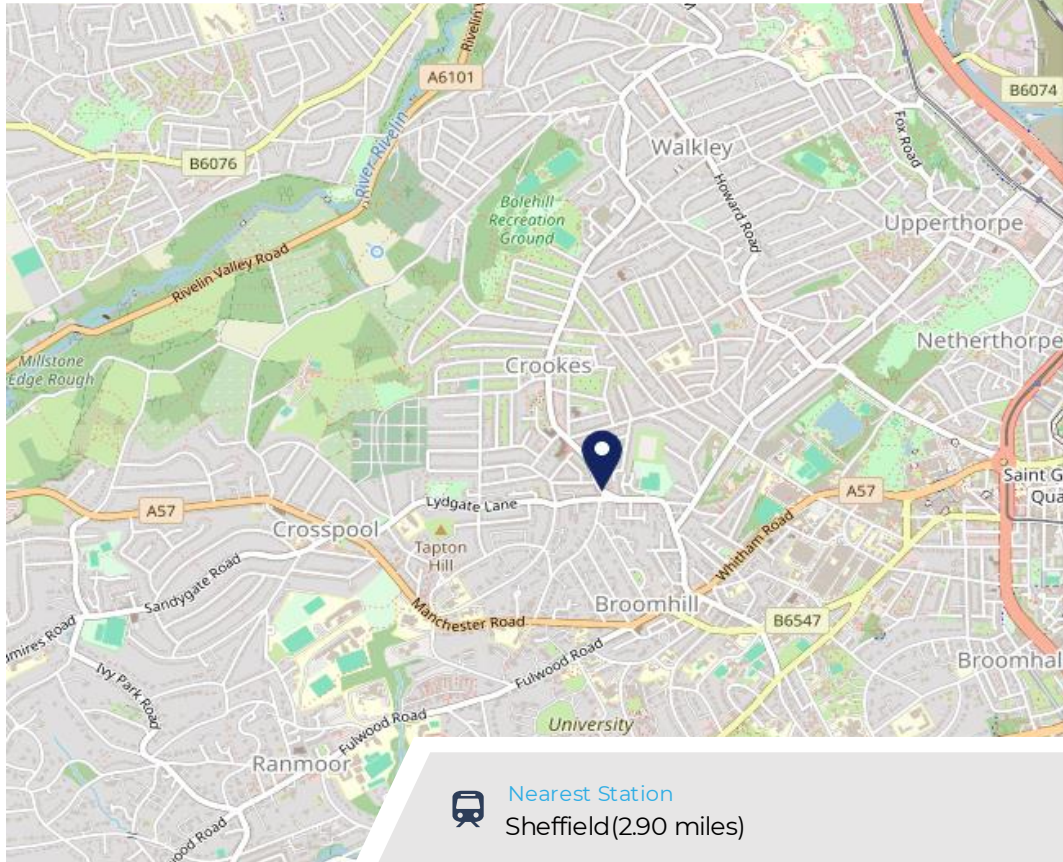
Site Summary



Old Grindstone S101UA

S101UA

Punch T&L

**Work Area**
Sheffield**Region**
Yorkshire and The Humber**TV Region**
Yorkshire**Urbanicity**
Urban minor conurbation**ATV**
£9.02**Gender**
76.39%
Male**Affluence**
46.25%
Middle Income**Segmentation**
25.81%
On A Budget**Age Group**
27.99%
25 to 34**Visit Day**
27.03%
Sat

Top Competitors

**The Ball**
S101UD

#1

GK - Pub & Social

**Fox & Duck Sheffield**
S103BA

#2

Craft Union

**Nursery Tavern**
S118PE

#3

M&B High Street

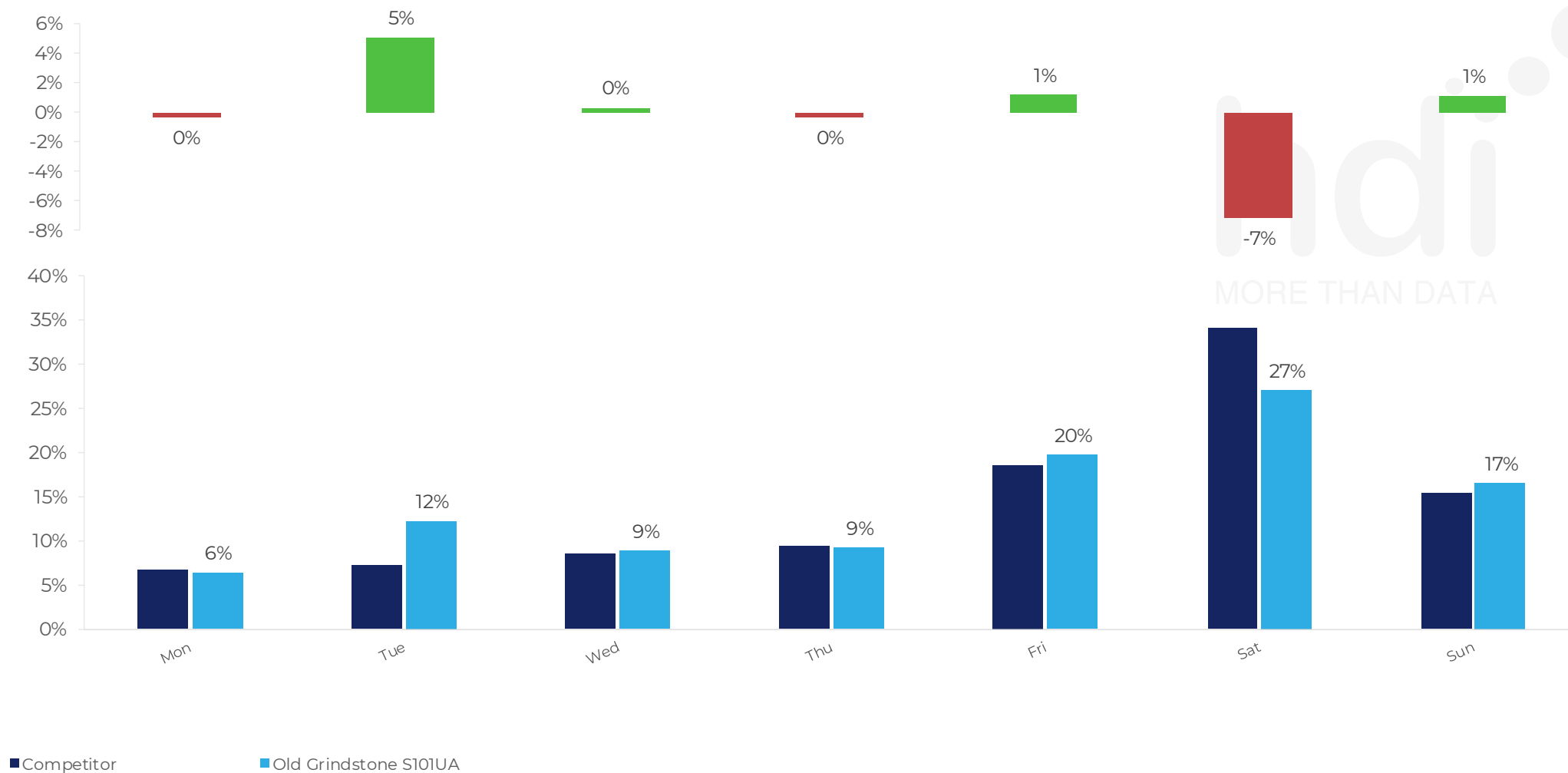
**Nearest Station**
Sheffield(2.90 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Old Grindstone S101UA versus its competitors?

% of spend for Old Grindstone S101UA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

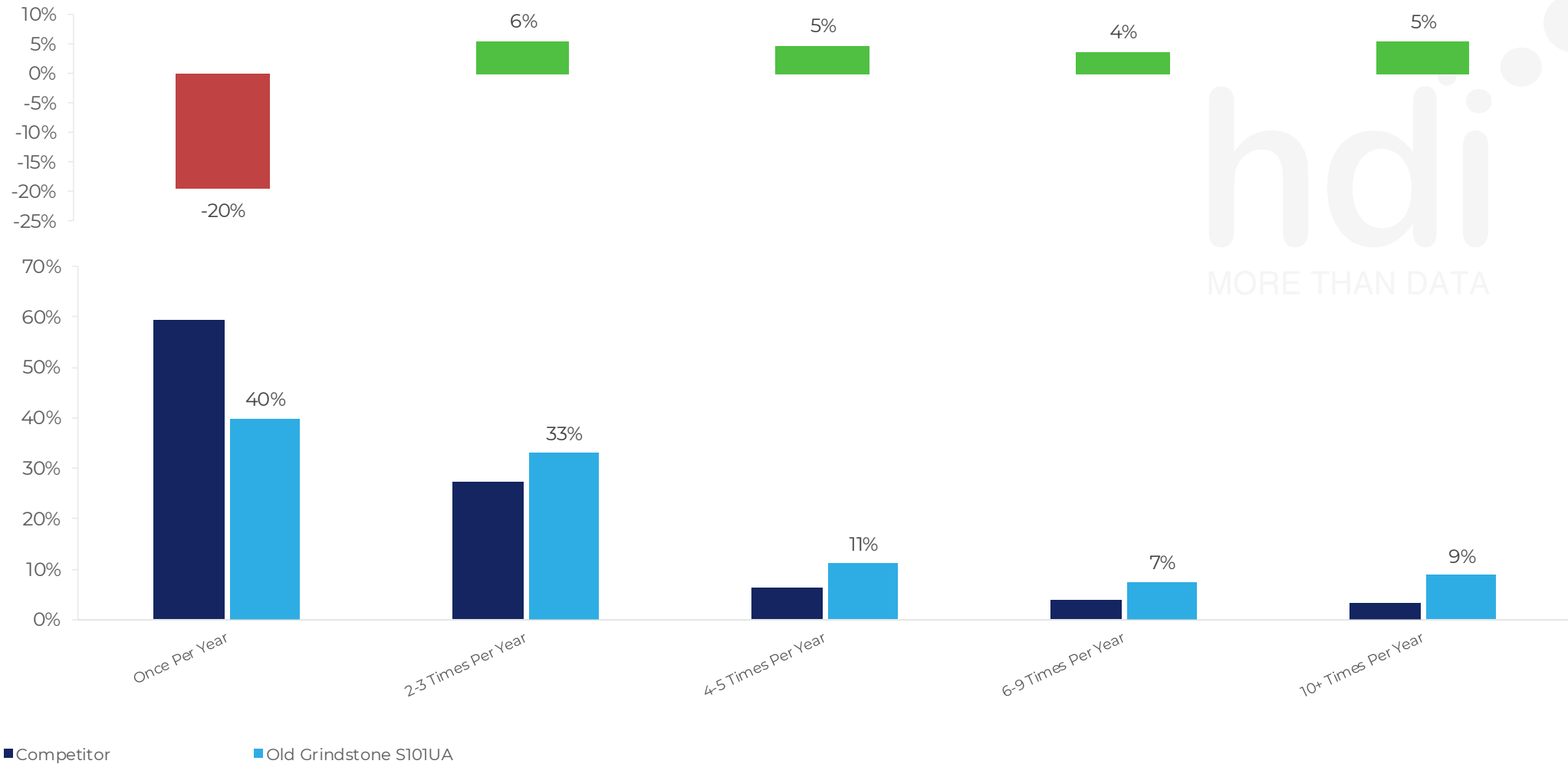




Visit Frequency

How frequently per year do customers visit Old Grindstone S101UA versus its competitors?

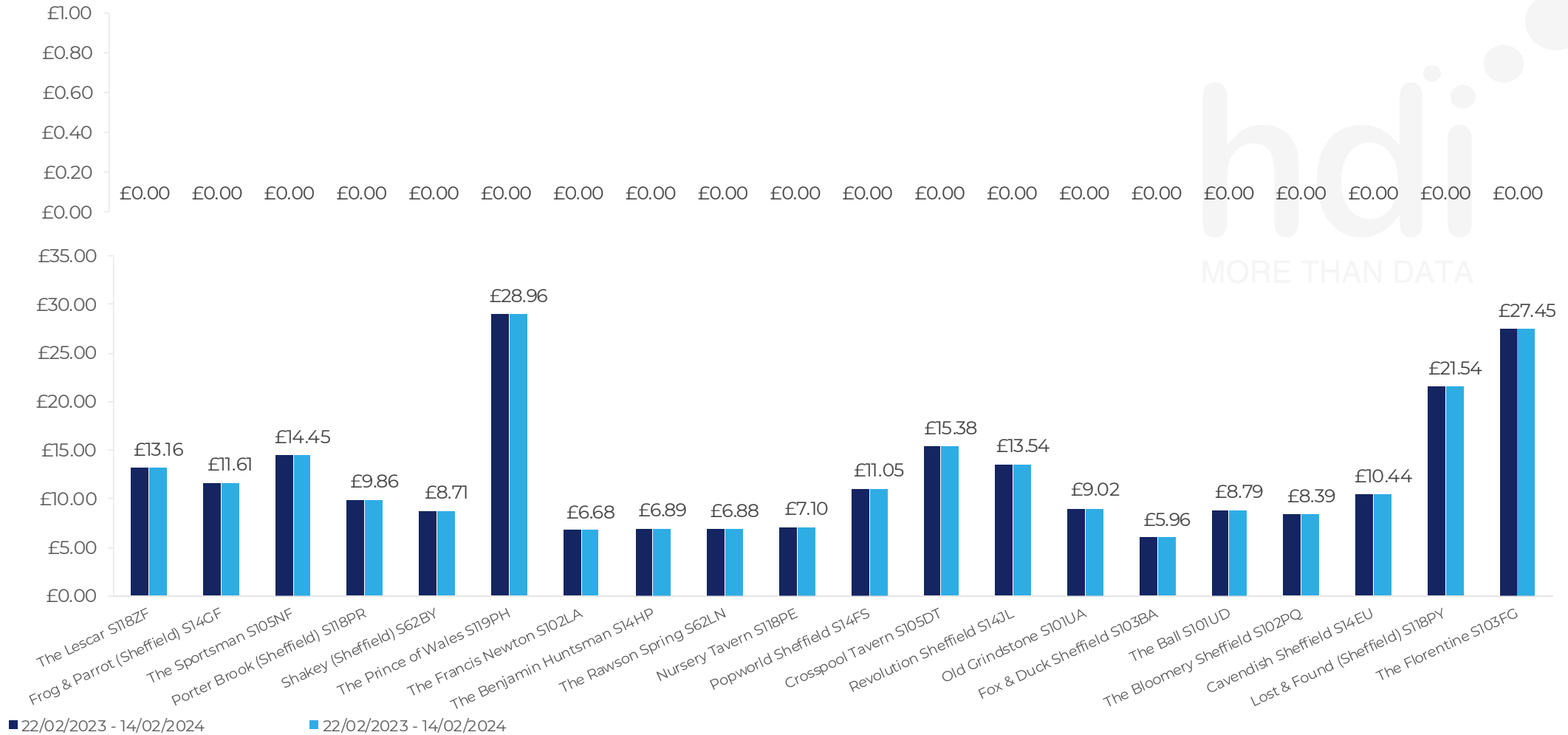
% of customer numbers for Old Grindstone S101UA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

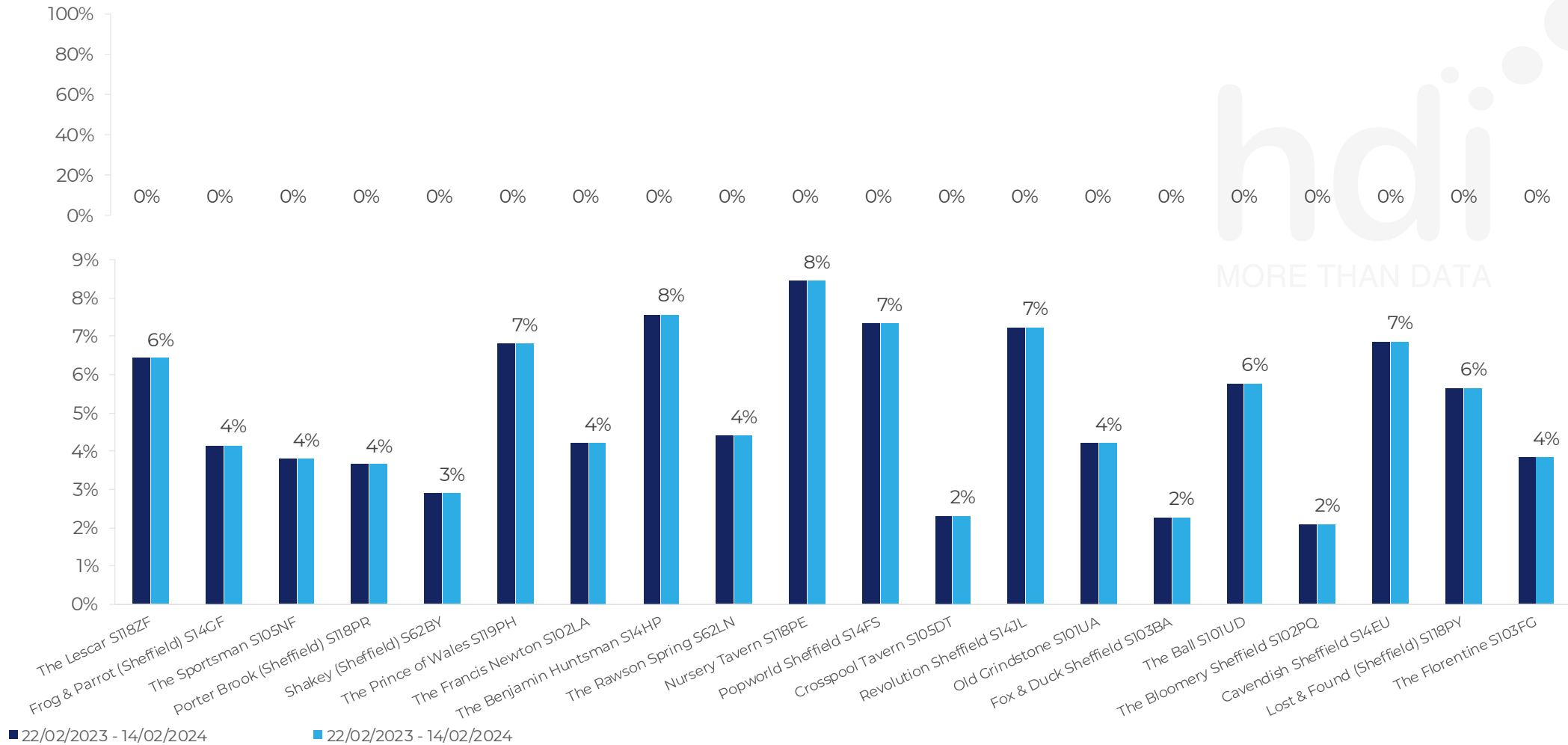
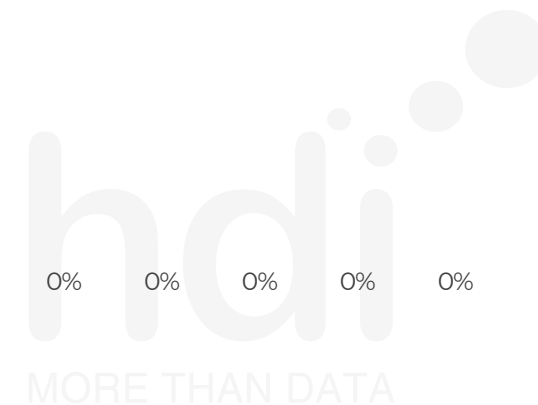




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Old Grindstone S101UA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

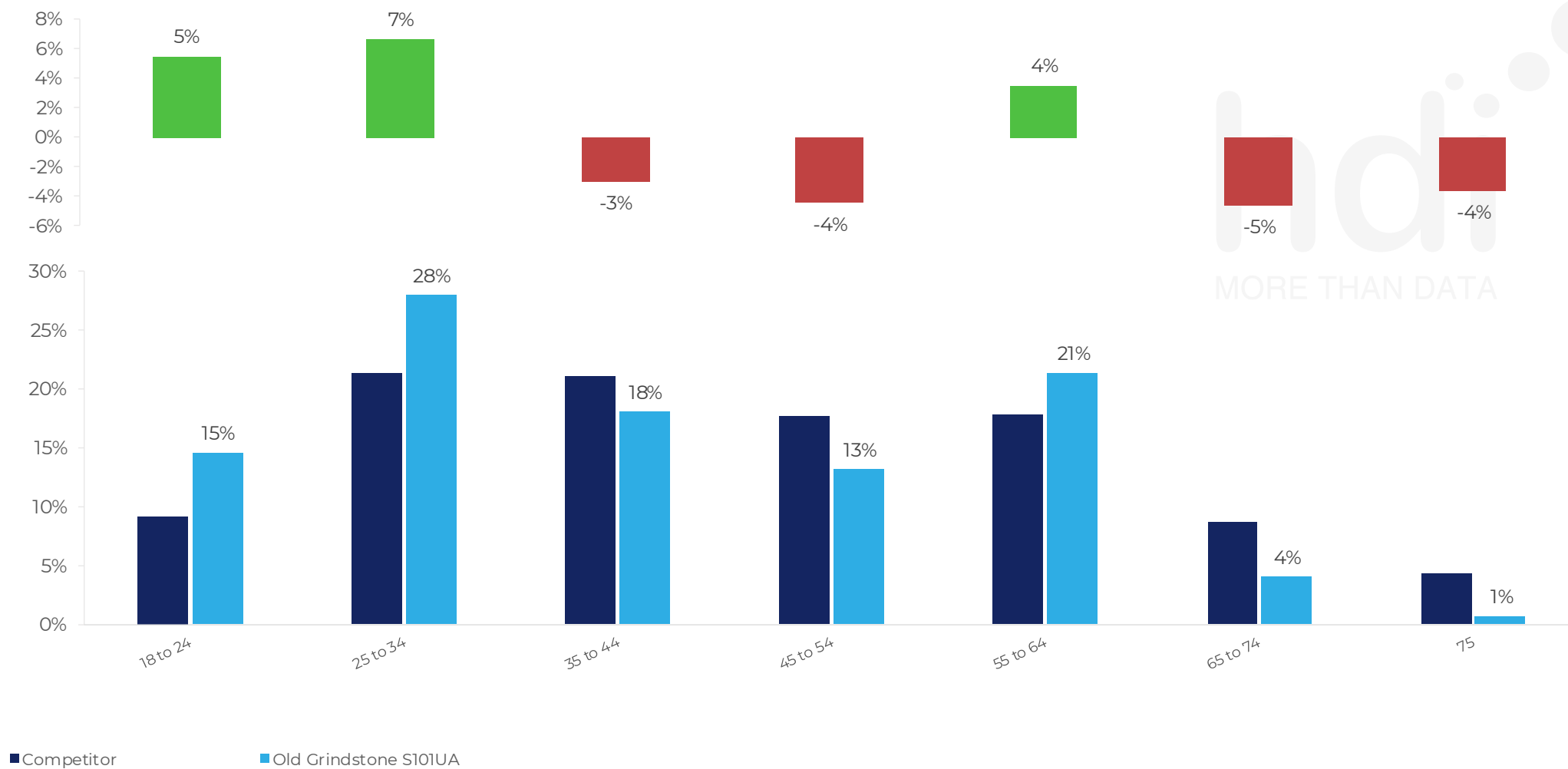




Age

How does the age profile of customers who visit Old Grindstone S101UA compare versus its competitors?

% of spend for Old Grindstone S101UA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

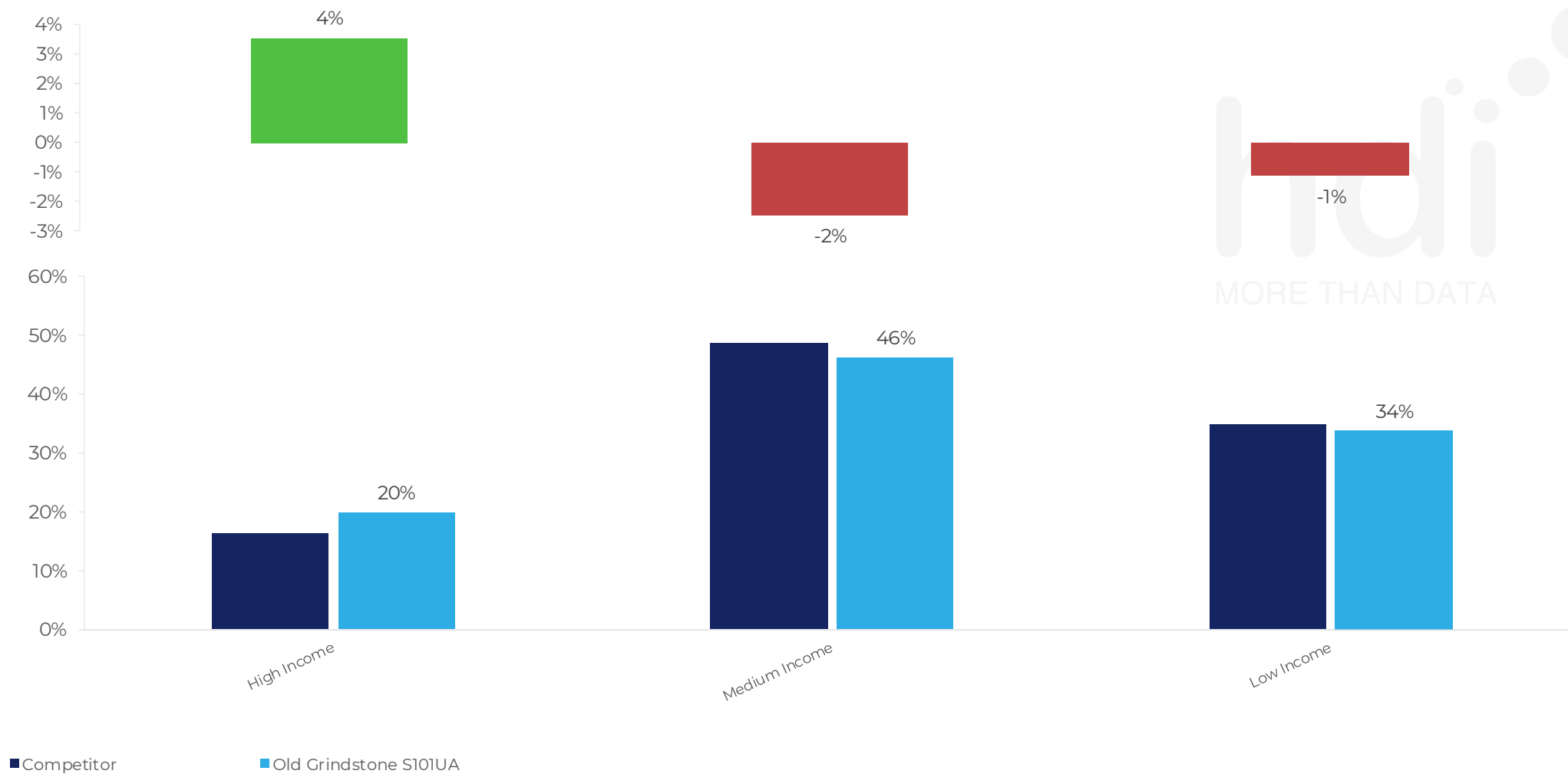




Affluence

How does the affluence of customers who visit Old Grindstone S101UA compare versus its competitors?

% of spend for Old Grindstone S101UA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

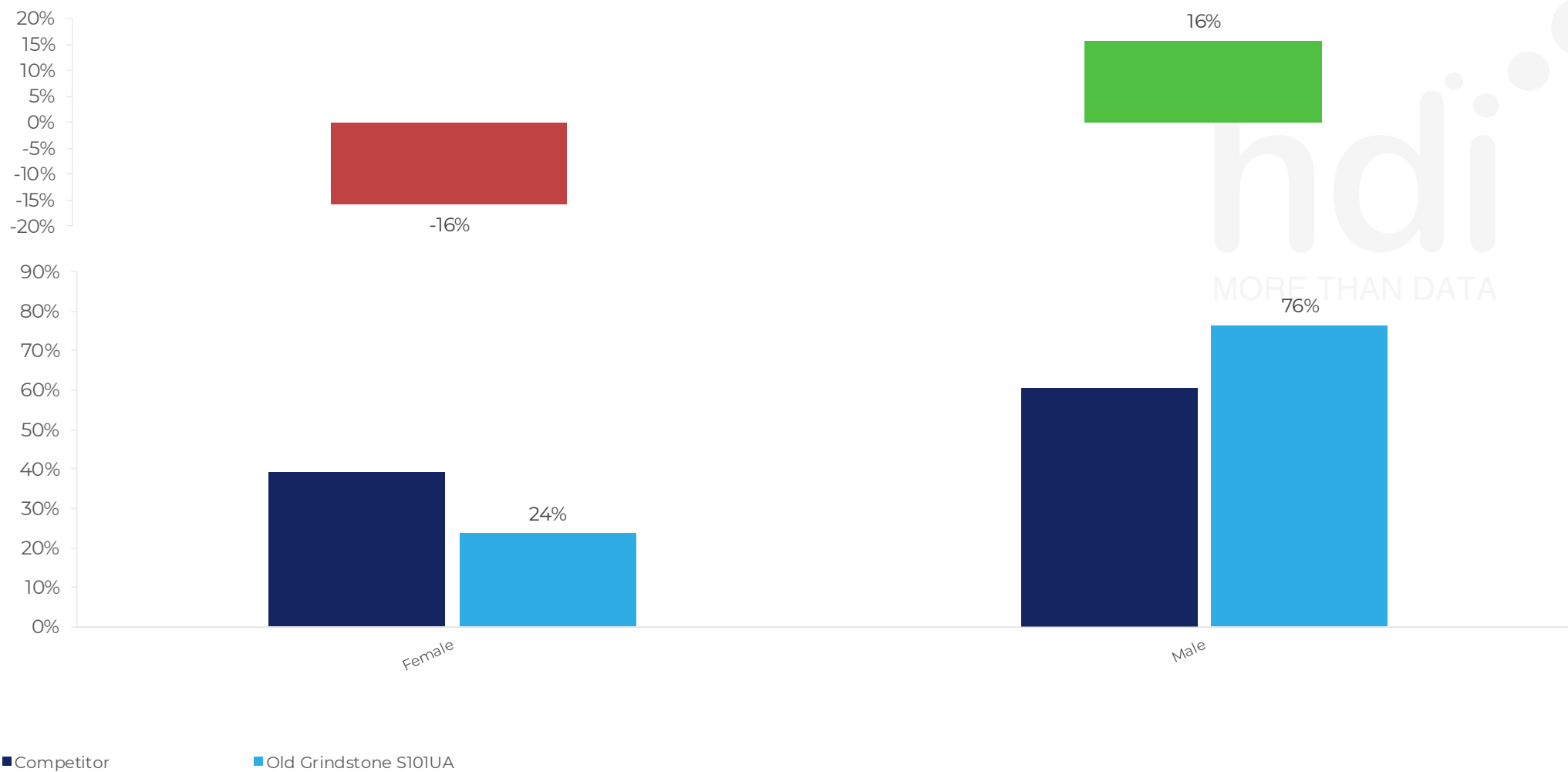




Gender

How does the gender profile of customers who visit Old Grindstone S101UA compare versus its competitors?

% of spend for Old Grindstone S101UA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

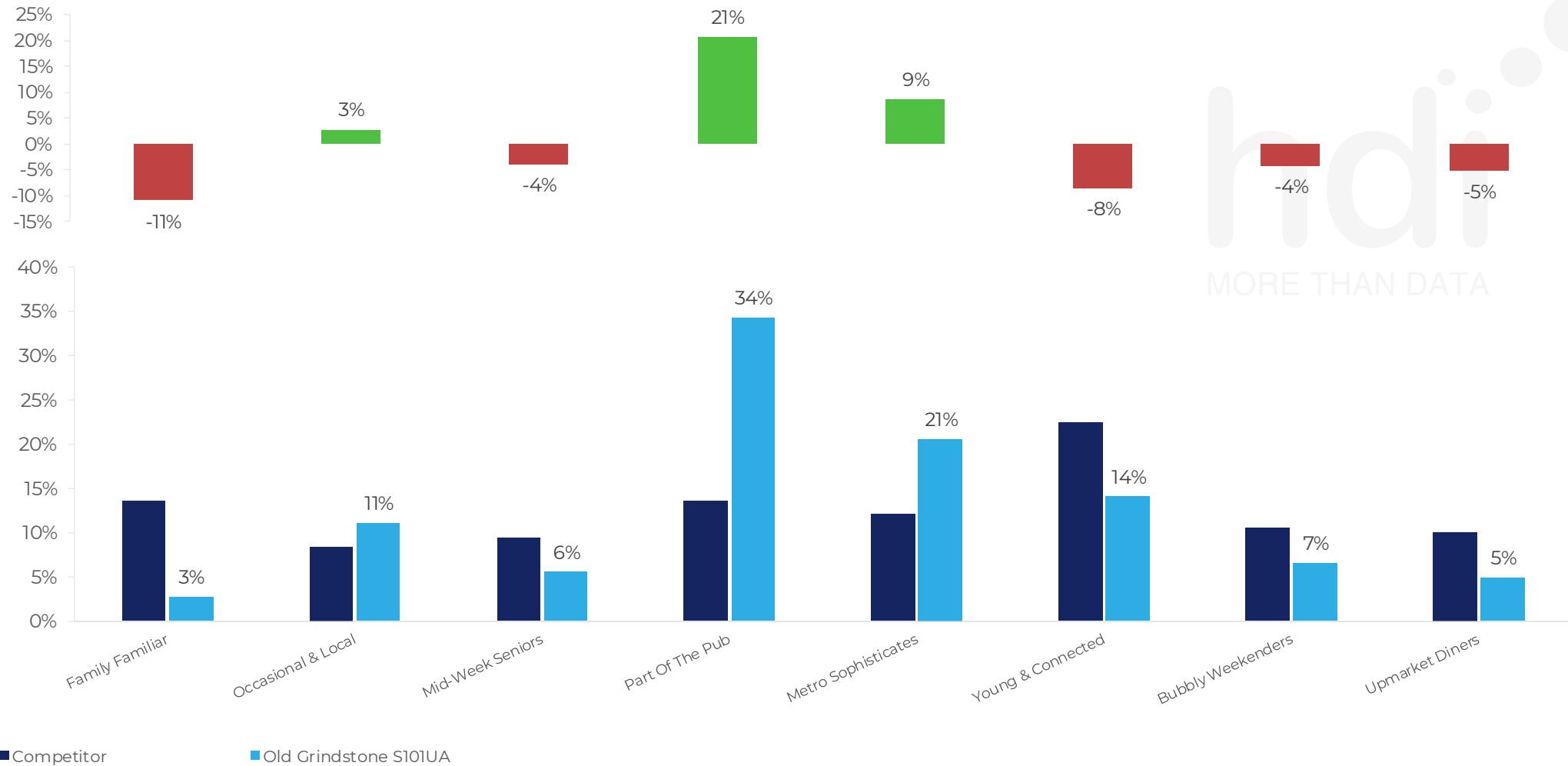




Punch Segmentation

How does the Custom segmentation profile of customers who visit Old Grindstone S101UA compare versus its competitors?

% of spend for Old Grindstone S101UA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

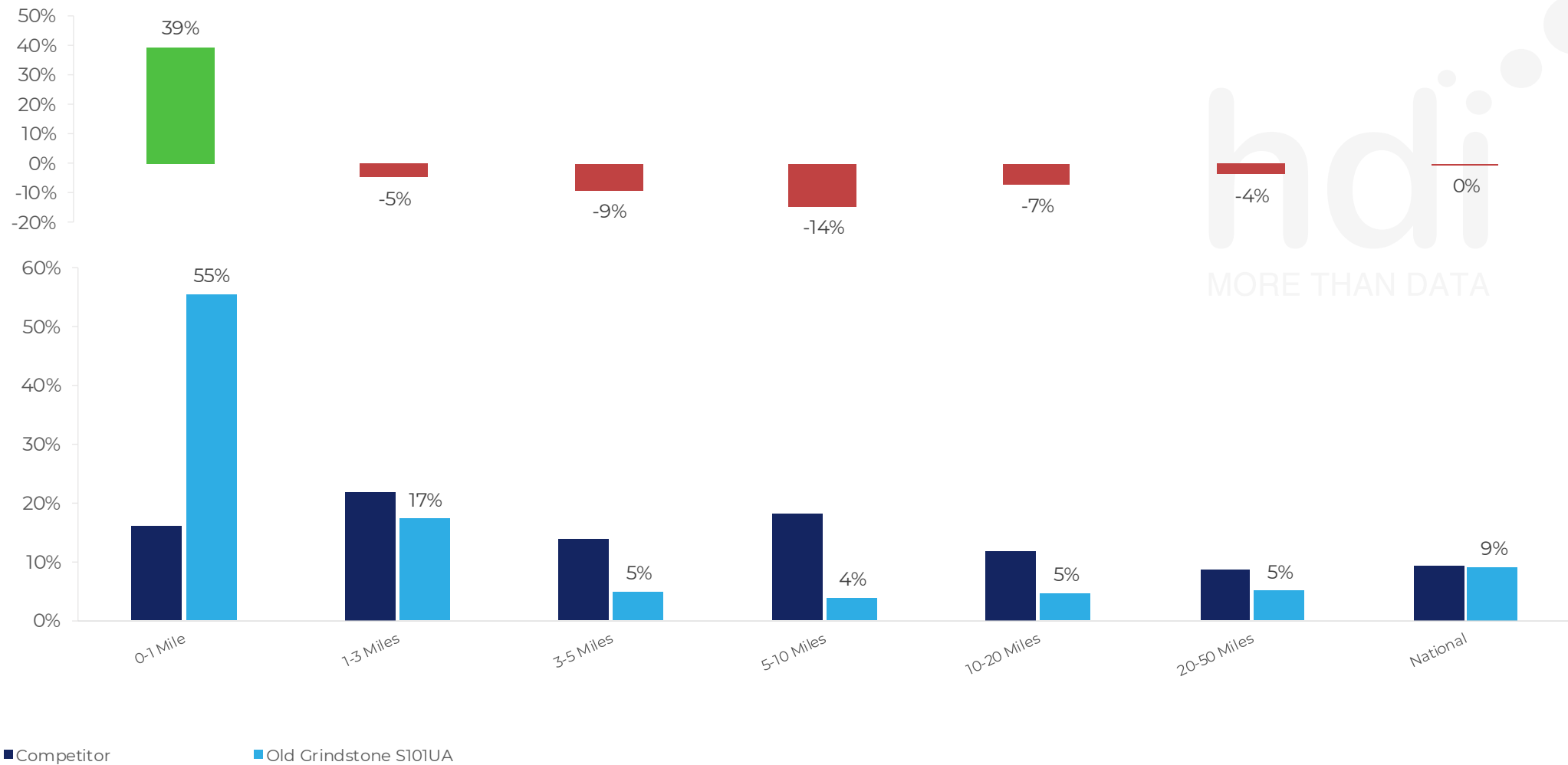




Spend by Distance

How does the spend profile of Old Grindstone S101UA compare versus its competitors based on travel distances?

% of spend for Old Grindstone S101UA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

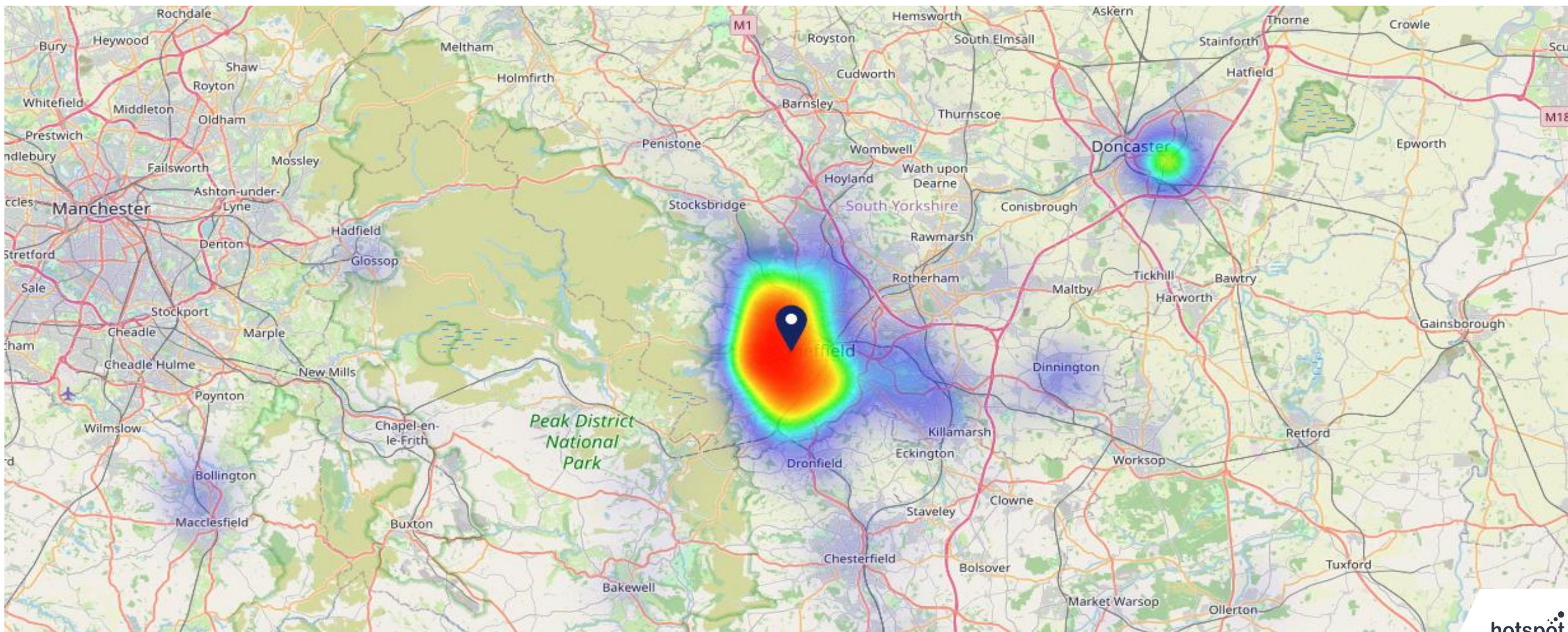




Map of Guest Origin

Where do customers of Old Grindstone S101UA come from?

Where do customers of Old Grindstone S101UA for 22/02/2023 - 14/02/2024 live

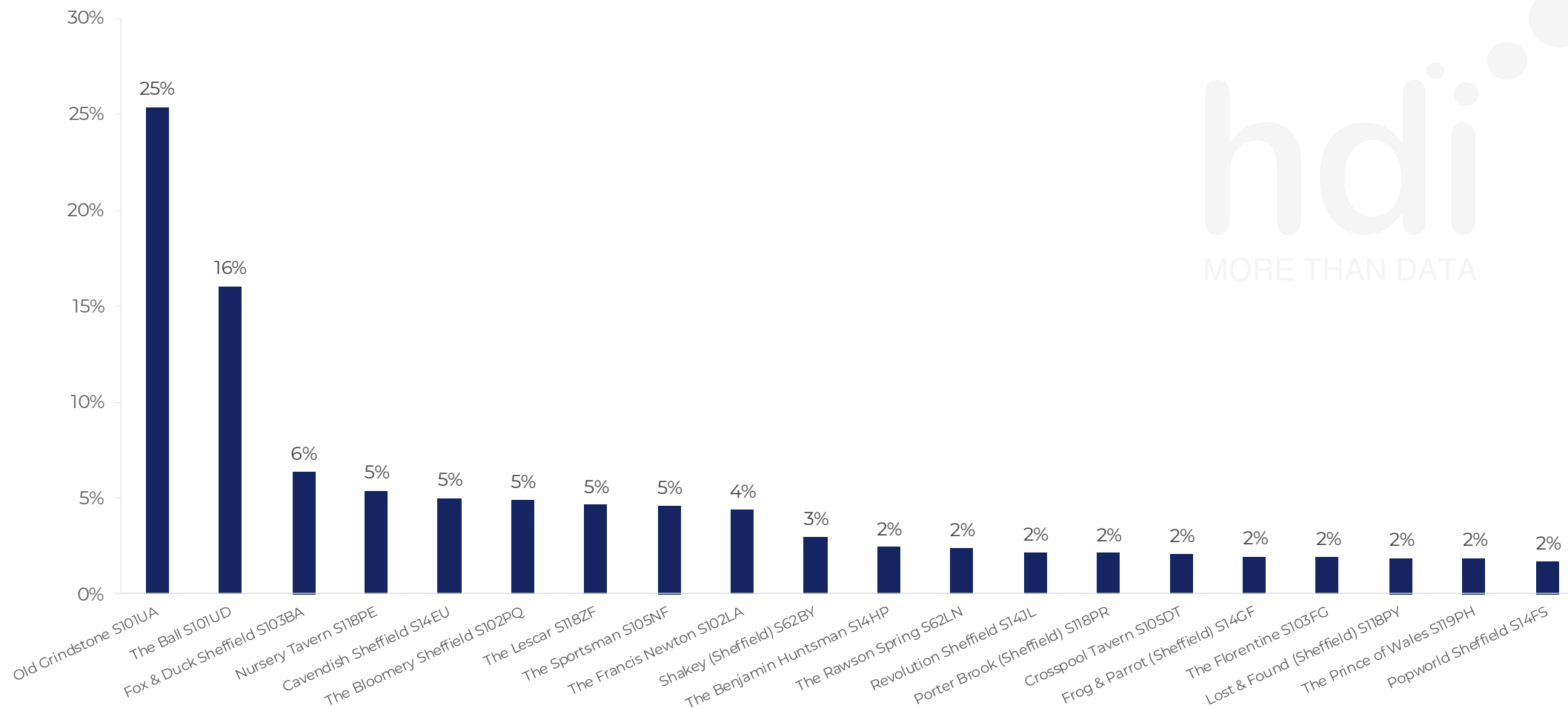




Share of Wallet

What are the Top 20 venues (by spend) that customers of Old Grindstone S101UA also visit?

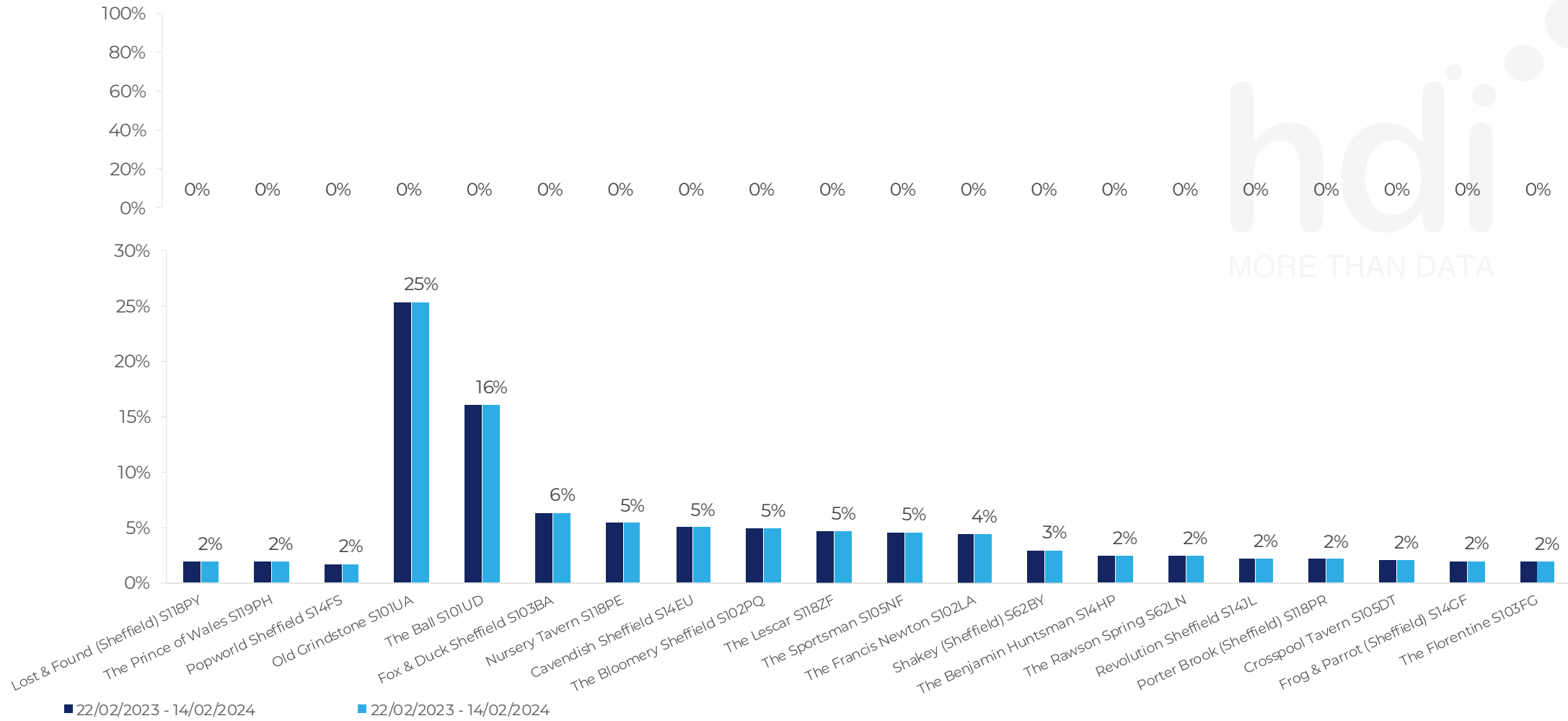
For customers of Old Grindstone S101UA, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Old Grindstone S101UA changed between two date ranges?





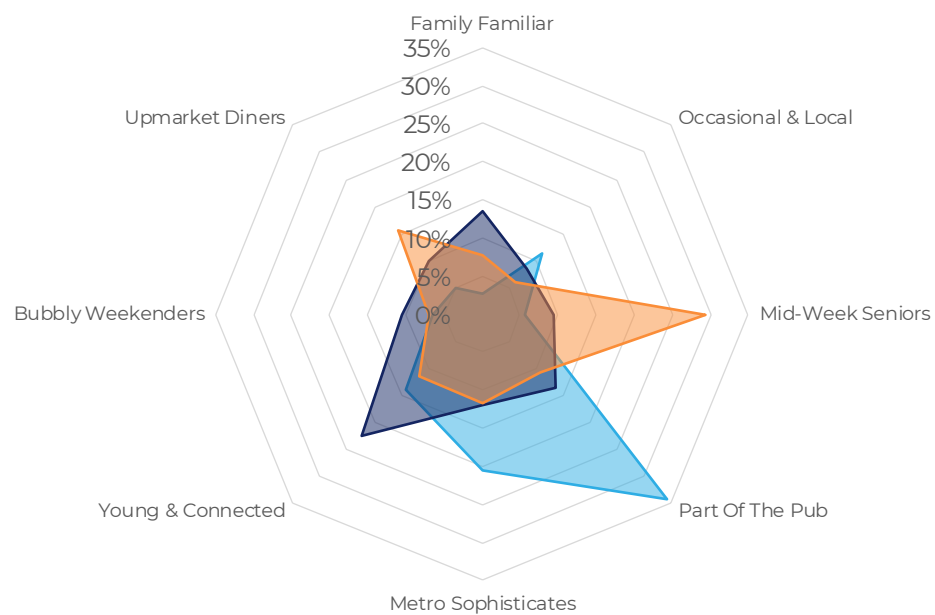
Market Summary

How does the local area for Old Grindstone S101UA 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	£1.28M	5	£7.77M	7	£73.38M	9	£482.29M	9
Weekpart	Mon - Thu	33.5%	2	37.5%	3	42.5%	7	38.8%	2
Weekpart	Fri - Sat	52.8%	10	49.2%	9	43.7%	6	46.9%	10
Weekpart	Sun	13.7%	4	13.3%	3	13.8%	3	14.3%	2
Age	18 to 24	12.5%	9	6.1%	6	4.8%	4	6.9%	5
Age	25 to 34	26.9%	8	21.8%	5	18.1%	3	20.8%	4
Age	35 to 44	28.4%	9	27.6%	8	22.7%	5	24.7%	7
Age	45 to 54	17.8%	3	19.5%	5	19.3%	4	19.3%	4
Age	55 to 64	10.0%	2	16.3%	6	19.9%	9	16.9%	8
Age	65 to 74	4.0%	3	6.9%	6	10.3%	9	8.3%	8
Age	75+	0.5%	2	1.8%	5	4.9%	9	3.1%	6
CAMEO	Business Elite	4.9%	4	8.2%	6	11.4%	7	7.2%	5
CAMEO	Prosperous Professionals	20.0%	10	11.5%	10	10.8%	9	6.4%	5
CAMEO	Flourishing Society	2.3%	1	6.5%	2	7.5%	3	5.7%	1
CAMEO	Content Communities	9.3%	3	10.6%	4	14.8%	8	12.0%	4
CAMEO	White Collar Neighbourhoods	16.2%	9	10.4%	4	10.8%	5	9.1%	2
CAMEO	Enterprising Mainstream	7.4%	5	6.8%	5	7.1%	5	7.6%	5
CAMEO	Paying The Mortgage	10.2%	3	14.7%	6	14.0%	5	17.7%	8
CAMEO	Cash Conscious Communities	8.3%	5	13.9%	9	10.3%	7	14.7%	10
CAMEO	On A Budget	14.7%	10	12.2%	9	8.7%	8	8.4%	8
CAMEO	Family Value	6.6%	8	5.0%	7	4.6%	7	11.3%	9
Affluence	AB	27.2%	5	26.3%	5	29.7%	6	19.4%	3
Affluence	C1C2	43.1%	4	42.5%	3	46.7%	5	46.2%	4
Affluence	DE	29.7%	8	31.2%	8	23.6%	7	34.4%	9



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
Old Grindstone	456	2.76%	11.14%	5.56%	34.32%	20.63%	14.06%	6.57%	4.92%
Local Catchment	16996	13.63%	8.31%	9.35%	13.63%	12.02%	22.45%	10.59%	9.98%
Punch T&L	111162	7.84%	6.05%	29.41%	10.80%	11.70%	11.49%	7.03%	15.65%
Old Grindstone vs Local Catchment		-10.87%	2.83%	-3.79%	20.69%	8.61%	-8.39%	-4.02%	-5.06%
Old Grindstone vs Punch T&L		-5.08%	5.09%	-23.85%	23.52%	8.93%	2.57%	-0.46%	-10.73%
Local Catchment vs Punch T&L		5.79%	2.26%	-20.06%	2.83%	0.32%	10.96%	3.56%	-5.67%



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
Old Grindstone S101UA	456	2.76%	11.14%	5.56%	34.32%	20.63%	14.06%	6.57%	4.92%
The Ball S101UD	615	3.88%	9.18%	9.14%	37.91%	16.27%	13.22%	6.87%	3.49%
Fox & Duck Sheffield S103BA	349	5.91%	11.92%	7.79%	13.89%	24.11%	22.15%	7.98%	6.20%
Nursery Tavern S118PE	744	9.33%	4.07%	3.40%	6.76%	10.59%	56.31%	7.06%	2.45%
Cavendish Sheffield S14EU	1160	17.62%	5.71%	3.96%	11.01%	8.47%	40.65%	9.92%	2.63%
The Bloomery Sheffield S102PQ	282	12.70%	7.30%	4.24%	17.84%	13.49%	25.71%	11.96%	6.71%
The Lescar S118ZF	1085	3.88%	9.35%	9.62%	2.59%	31.20%	9.00%	12.14%	22.18%
The Sportsman S105NF	395	9.86%	8.70%	22.23%	20.84%	19.69%	7.63%	3.73%	7.27%
The Francis Newton S102LA	830	18.11%	9.49%	18.61%	14.25%	9.71%	16.96%	9.07%	3.76%
Shakey (Sheffield) S62BY	389	7.91%	7.72%	1.71%	28.39%	11.34%	38.55%	3.94%	0.40%
The Benjamin Huntsman S14HP	1810	17.65%	8.00%	6.97%	16.73%	7.20%	32.32%	9.18%	1.92%
The Rawson Spring S62LN	992	9.97%	14.08%	5.41%	28.54%	8.18%	25.44%	6.09%	2.25%
Revolution Sheffield S14JL	1256	15.04%	3.11%	3.03%	5.48%	7.01%	46.83%	16.33%	3.13%
Porter Brook (Sheffield) S118PR	670	3.70%	9.92%	12.29%	22.32%	29.80%	10.47%	6.77%	4.68%
Crosspool Tavern S105DT	315	18.76%	11.90%	5.49%	36.18%	3.34%	17.98%	4.07%	2.24%
Frog & Parrot (Sheffield) S14GF	1310	12.21%	5.70%	9.77%	8.76%	15.59%	26.64%	14.28%	7.01%
The Florentine S103FG	416	6.18%	8.85%	18.29%	5.10%	19.46%	3.76%	7.41%	30.92%
Lost & Found (Sheffield) S118PY	829	10.84%	8.16%	7.37%	5.58%	15.48%	15.75%	17.54%	19.24%
The Prince of Wales S119PH	606	7.36%	17.38%	11.03%	3.87%	16.87%	7.38%	6.42%	29.64%
Popworld Sheffield S14FS	1029	13.22%	1.78%	1.95%	7.37%	8.38%	50.63%	13.44%	3.17%
Sheffield Water Works Company S14GF	1791	17.41%	7.05%	7.73%	18.24%	7.64%	29.08%	9.88%	2.92%
Bungalows & Bears S14GF	1004	11.87%	4.25%	7.69%	7.21%	14.48%	32.77%	16.92%	4.76%
Slug And Lettuce Sheffield S12GT	1445	24.33%	2.85%	4.40%	5.24%	6.69%	36.24%	17.34%	2.86%
The Park S64EB	454	16.15%	9.70%	5.45%	37.45%	4.67%	18.52%	6.88%	1.14%
The Sheaf Island S118HW	804	14.20%	10.47%	8.41%	18.11%	10.06%	27.58%	9.18%	1.95%