



Site Summary



Red Lion WA31HE

WA31HE

Punch - Our Local



Work Area

Warrington and Wigan



Region

North West



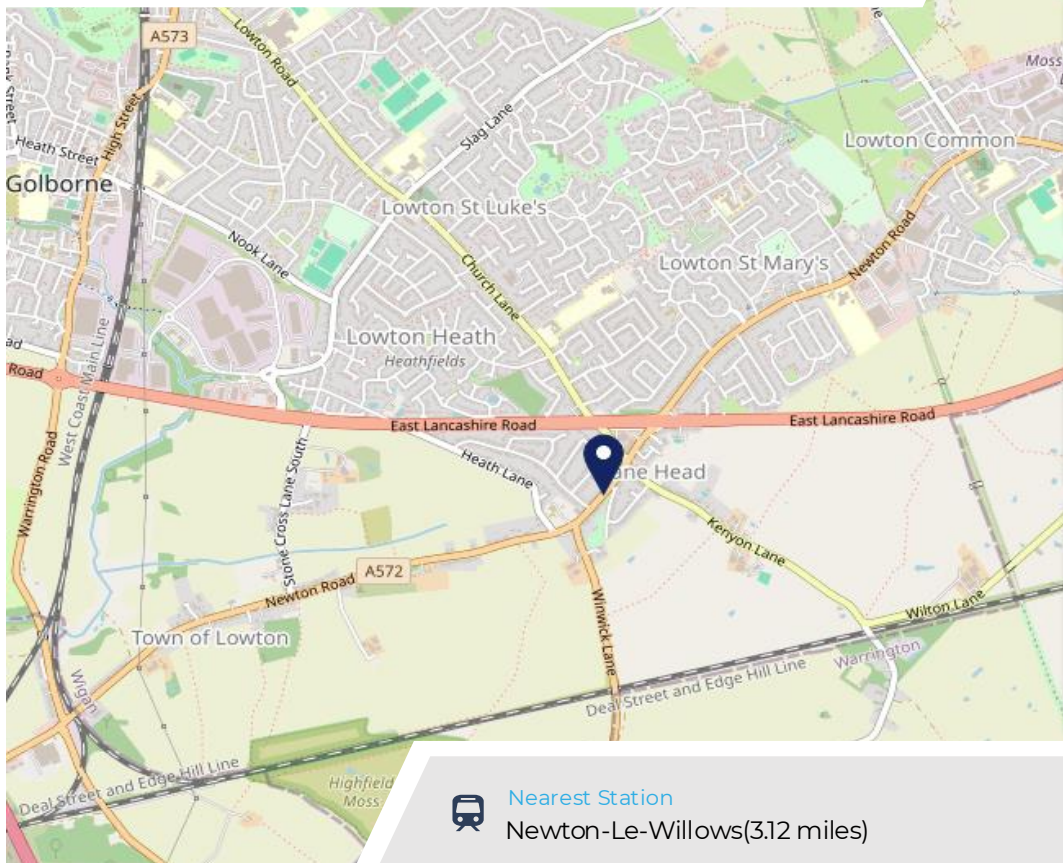
TV Region

North West



Urbanicity

Urban major conurbation

ATV
£8.73Gender
80.70%
MaleAffluence
65.77%
Middle IncomeSegmentation
34.64%
Content CommunitiesAge Group
17.15%
35 to 44Visit Day
22.26%
Fri

Top Competitors

Miller & Carter Lowton
WA31HD

#1

Miller & Carter

Robin Hood
WN73PA

#2

Punch - Our Local

Hare & Hounds
WA32DP

#3

Sizzling



Nearest Station

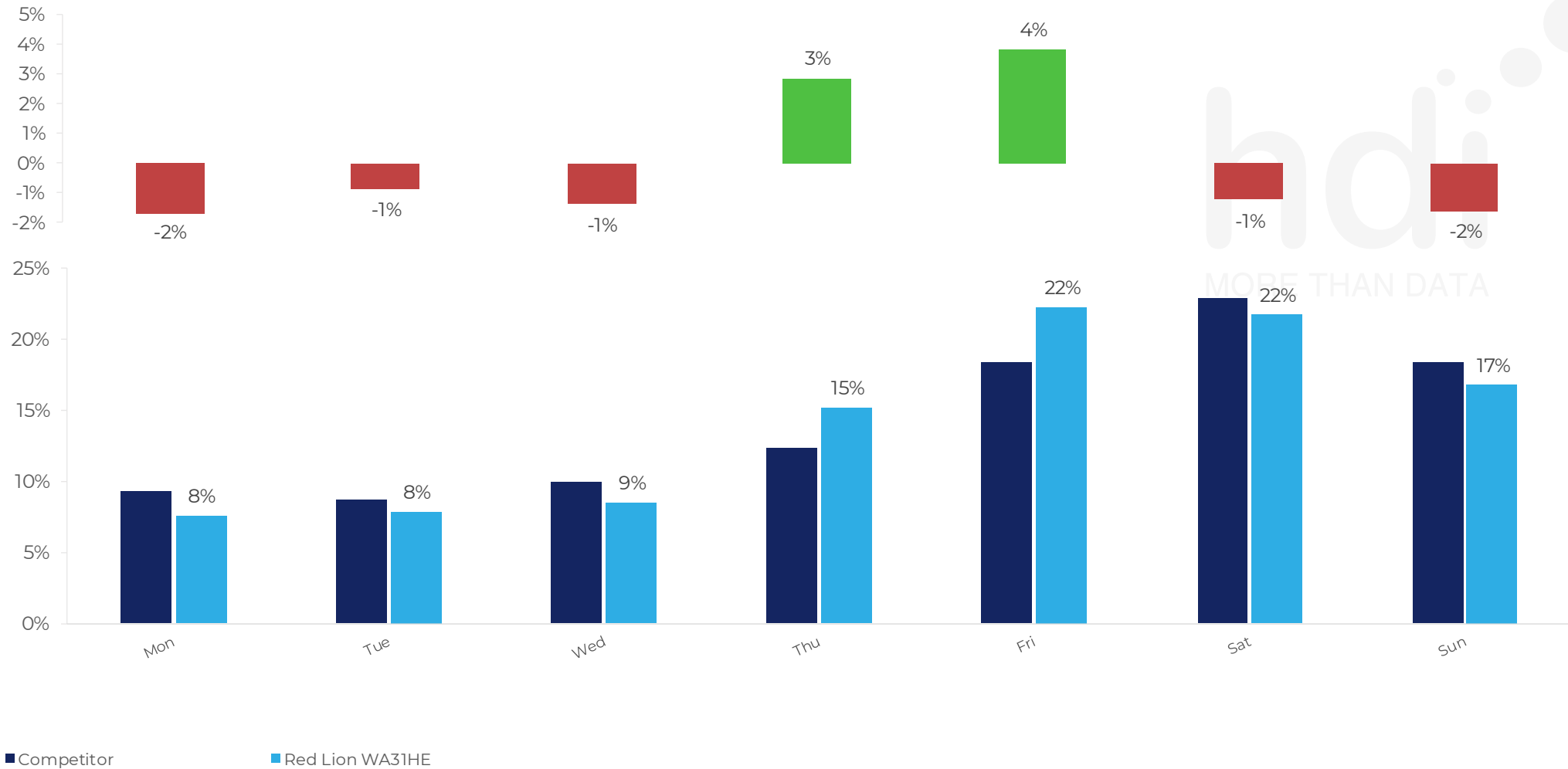
Newton-Le-Willows(3.12 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Red Lion WA31HE versus its competitors?

% of spend for Red Lion WA31HE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

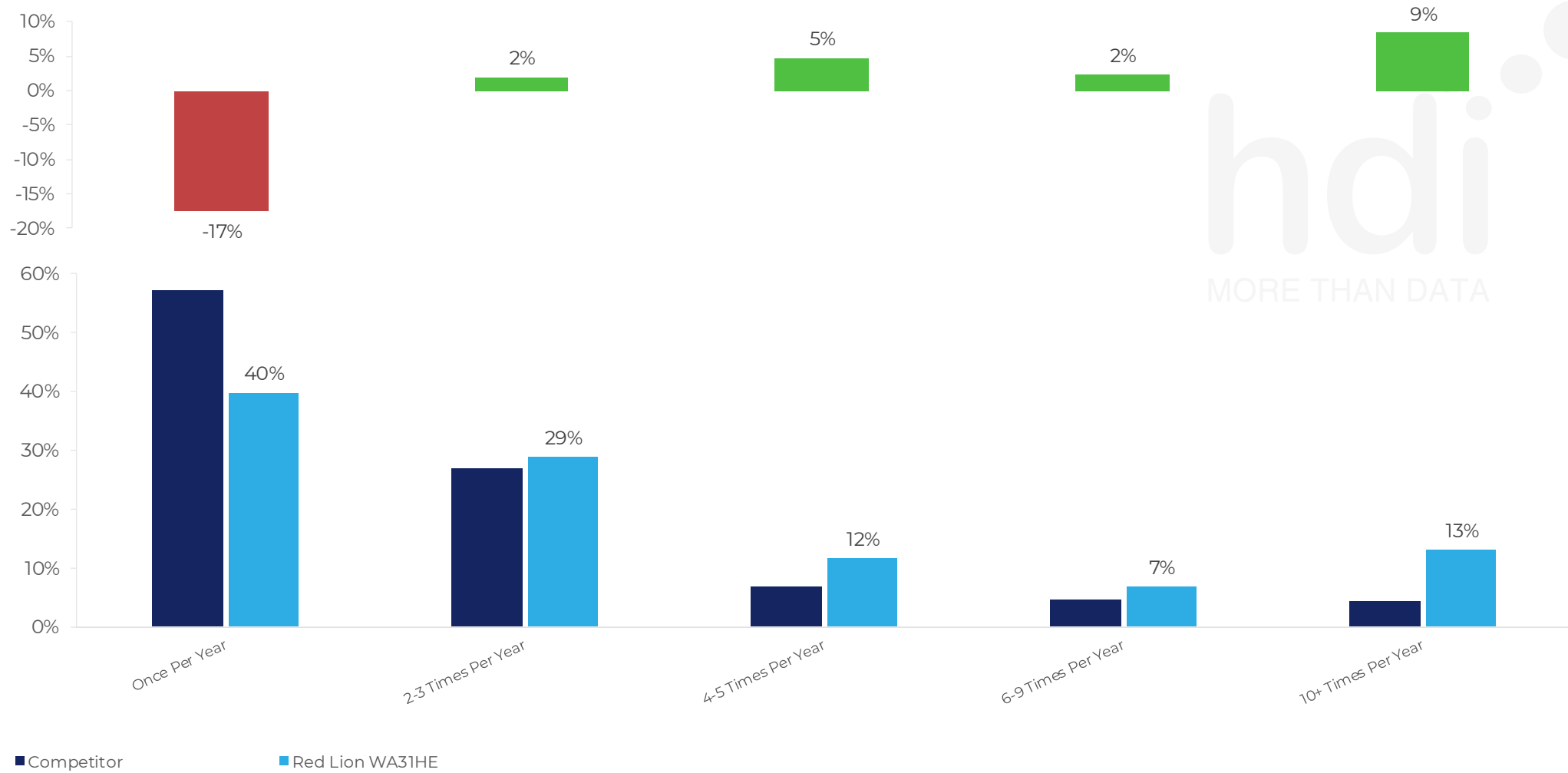




Visit Frequency

How frequently per year do customers visit Red Lion WA31HE versus its competitors?

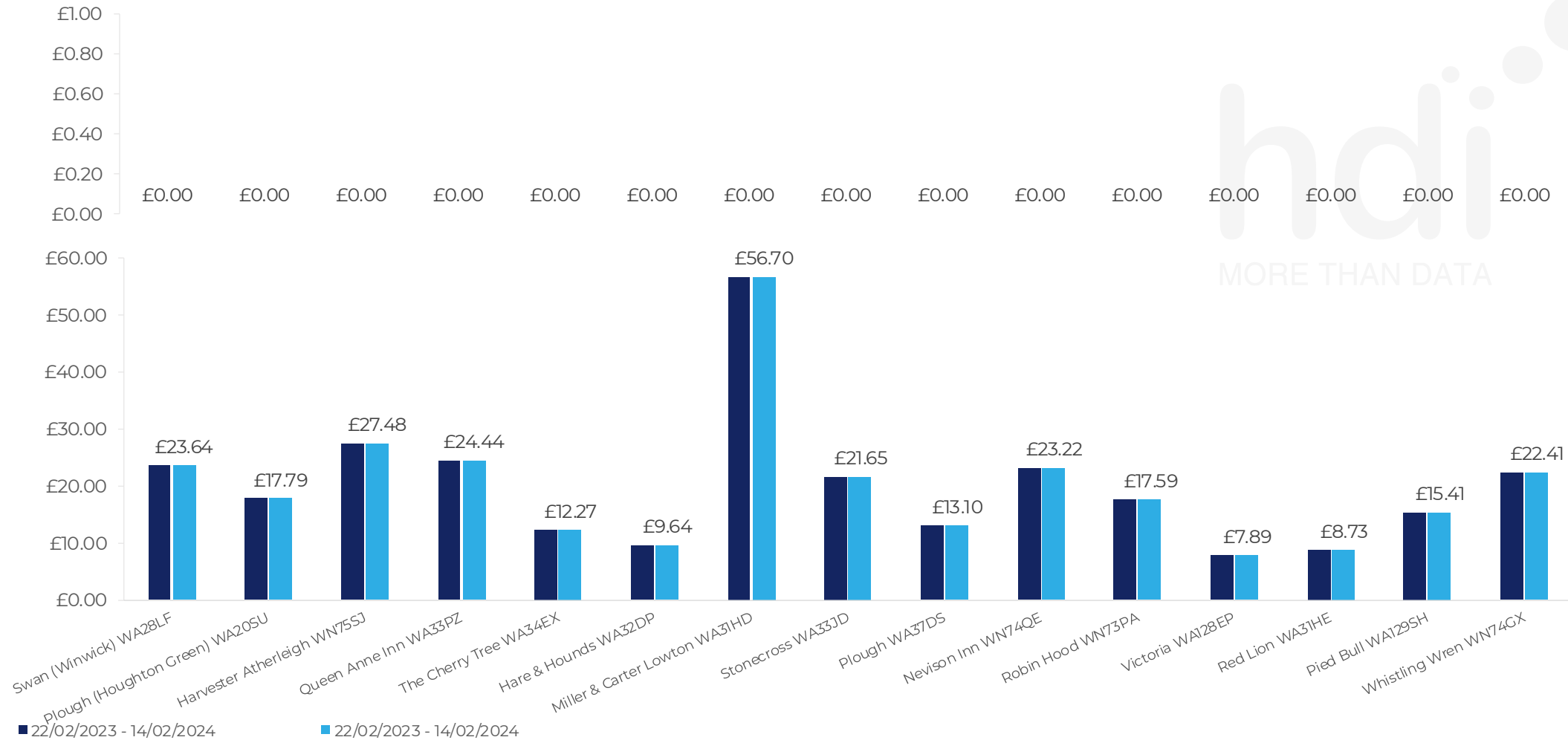
% of customer numbers for Red Lion WA31HE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

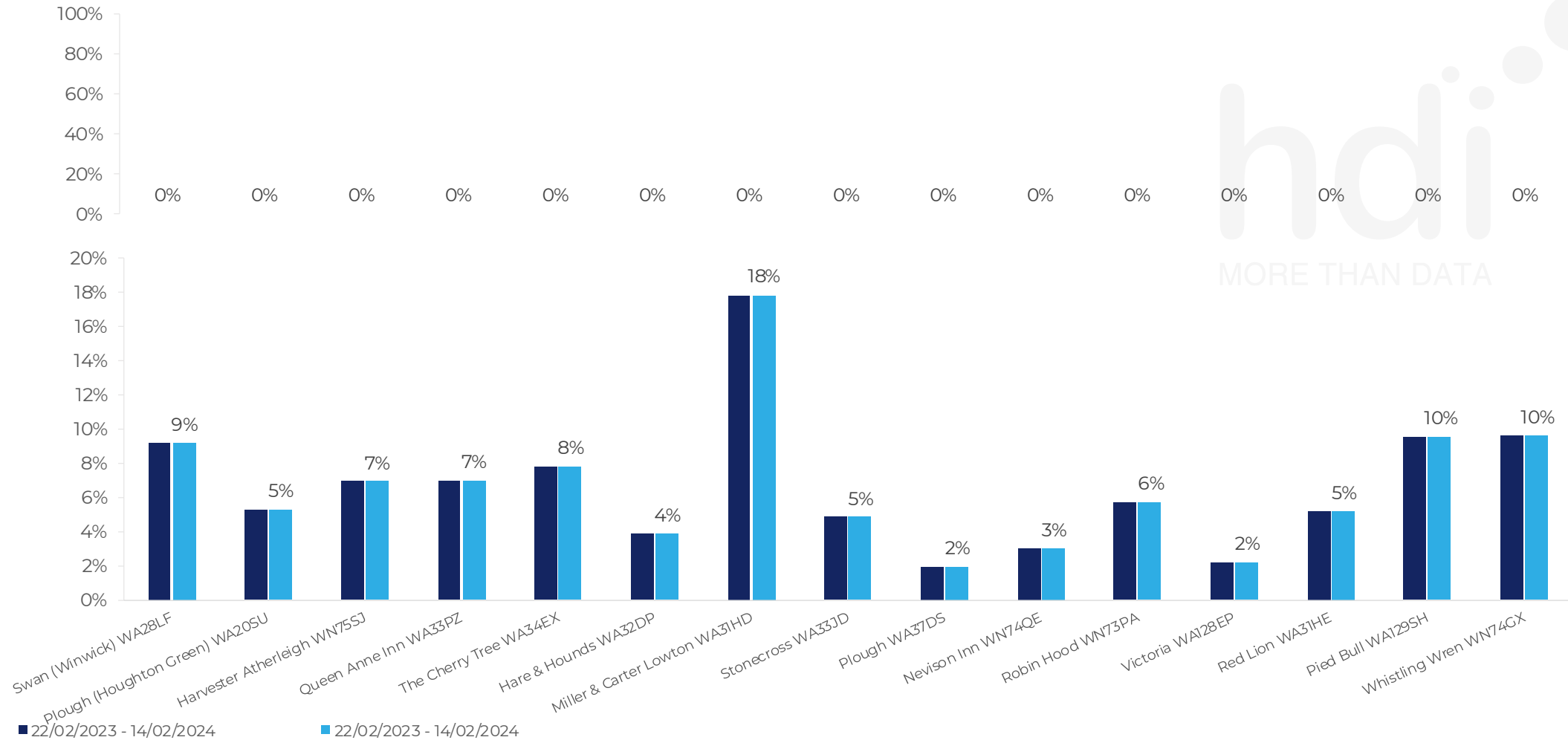




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Red Lion WA31HE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

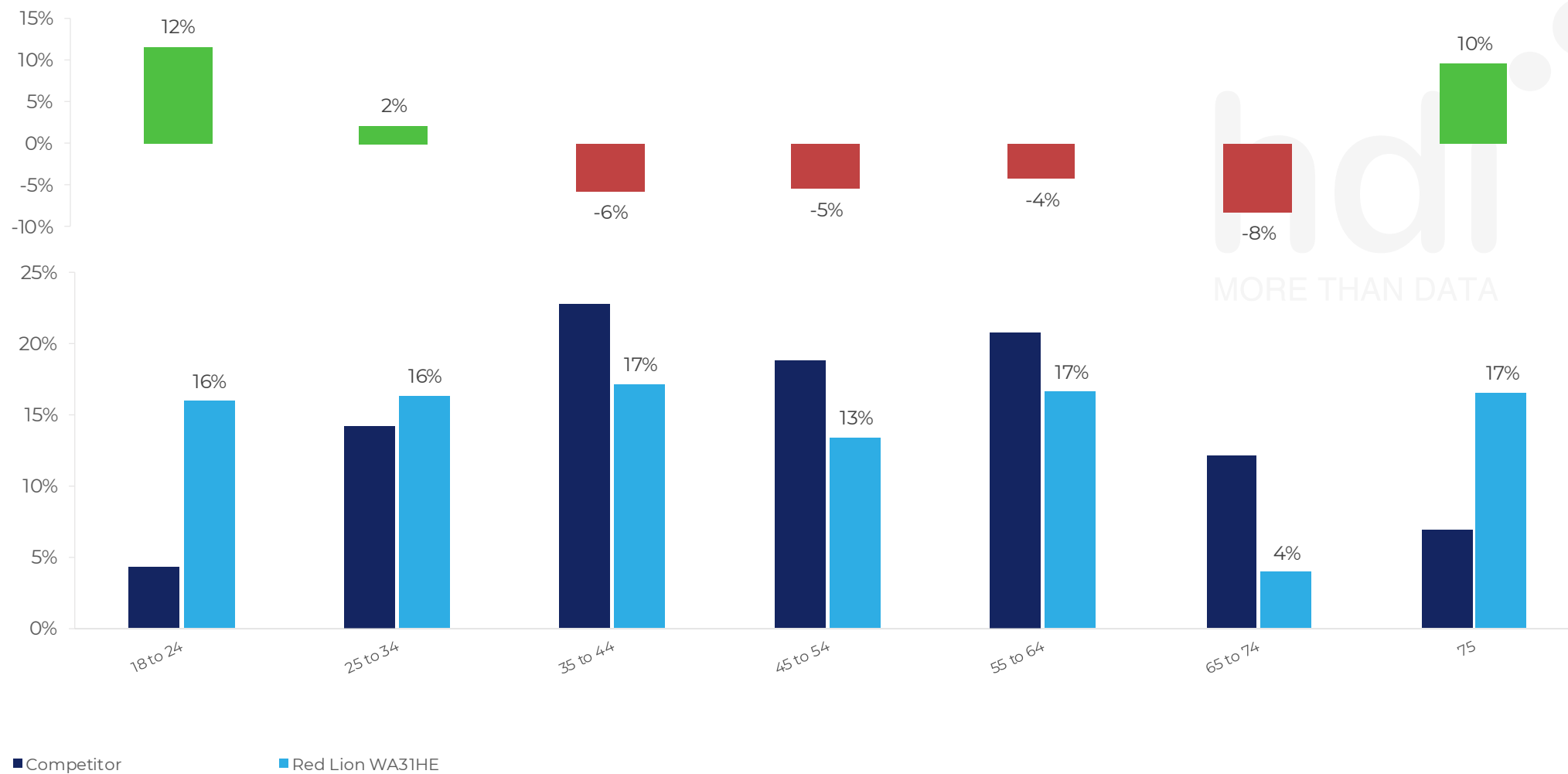




Age

How does the age profile of customers who visit Red Lion WA31HE compare versus its competitors?

% of spend for Red Lion WA31HE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

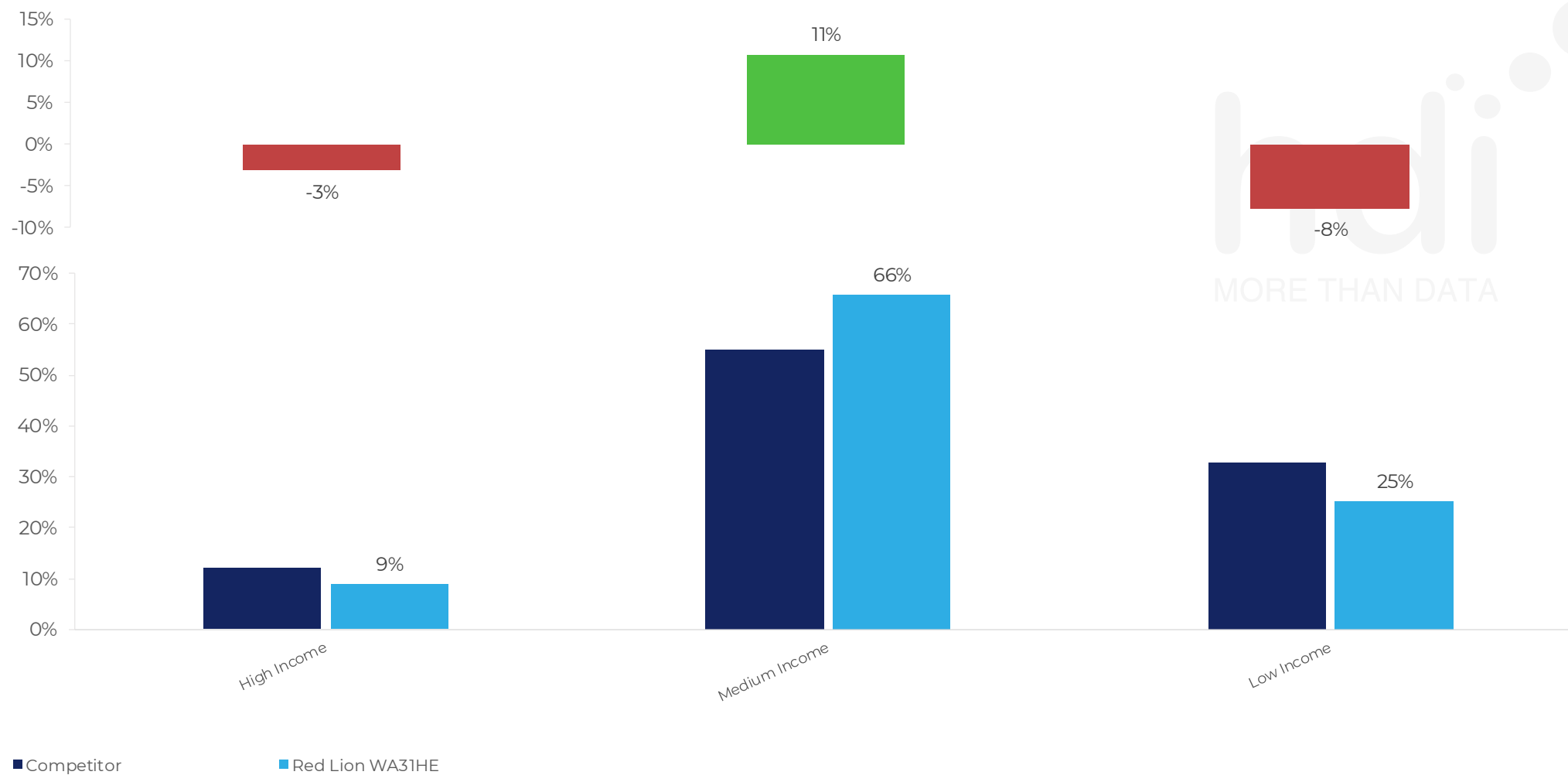




Affluence

How does the affluence of customers who visit Red Lion WA31HE compare versus its competitors?

% of spend for Red Lion WA31HE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

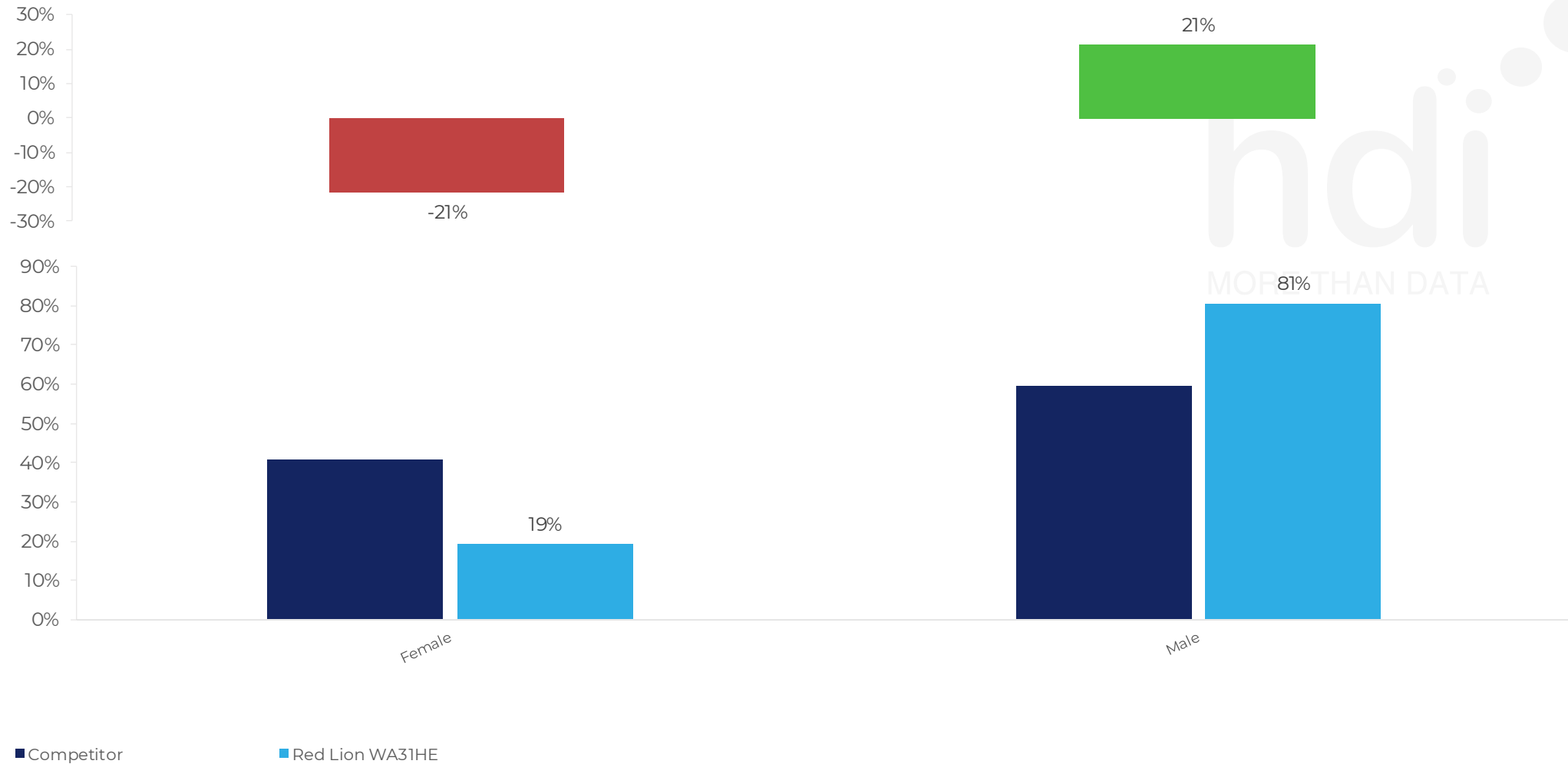




Gender

How does the gender profile of customers who visit Red Lion WA31HE compare versus its competitors?

% of spend for Red Lion WA31HE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

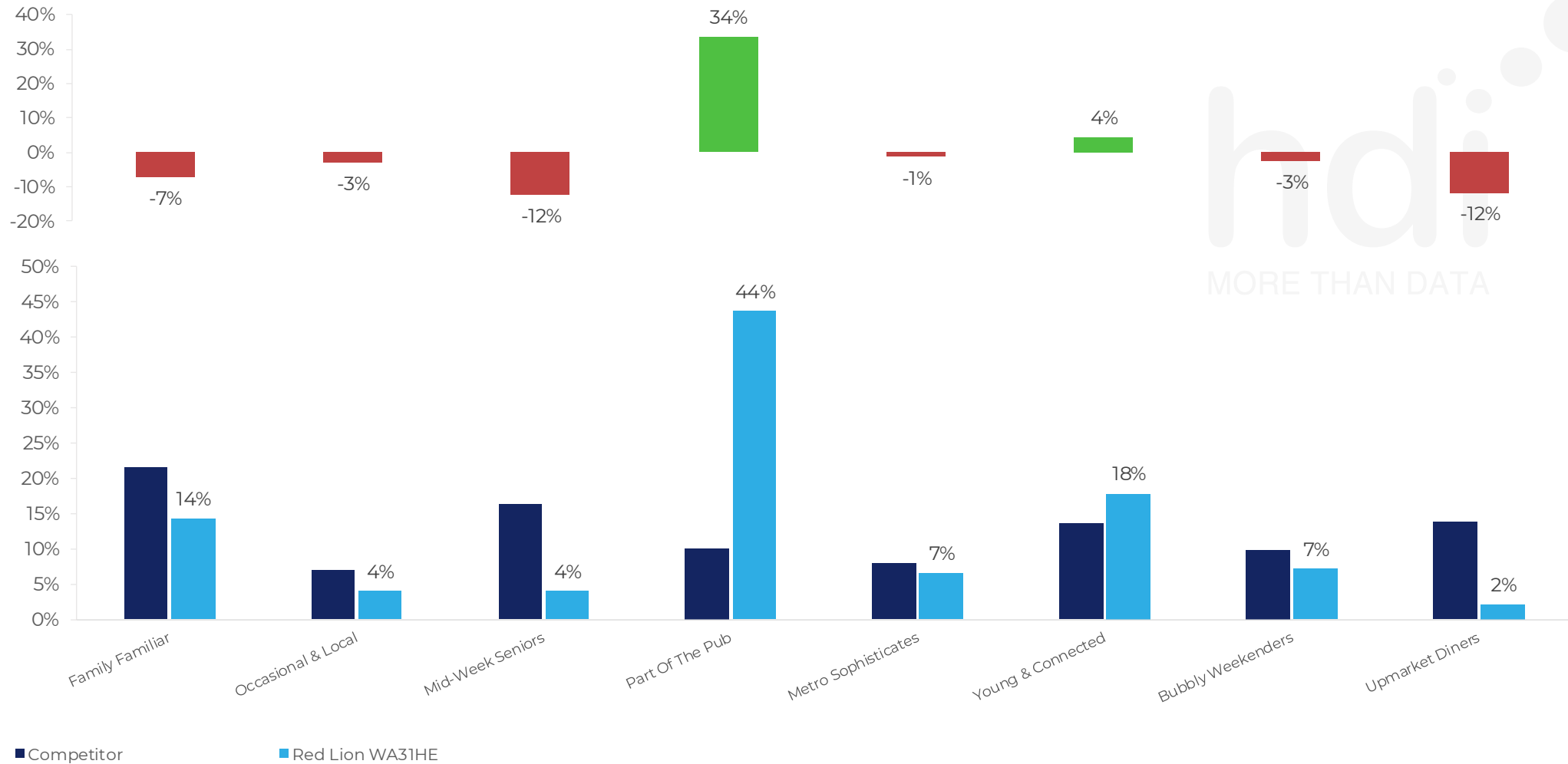




Punch Segmentation

How does the Custom segmentation profile of customers who visit Red Lion WA31HE compare versus its competitors?

% of spend for Red Lion WA31HE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

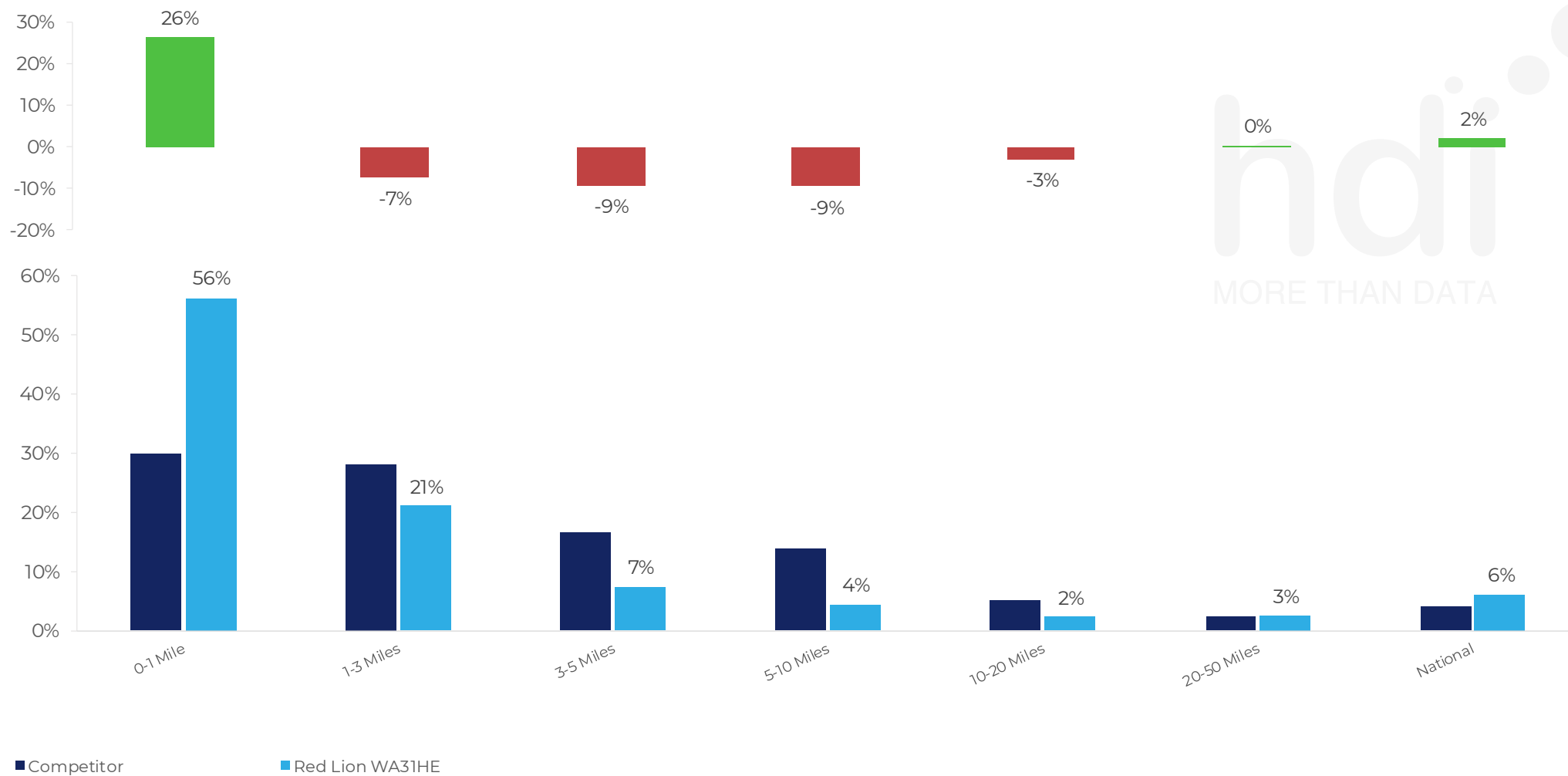




Spend by Distance

How does the spend profile of Red Lion WA31HE compare versus its competitors based on travel distances?

% of spend for Red Lion WA31HE and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

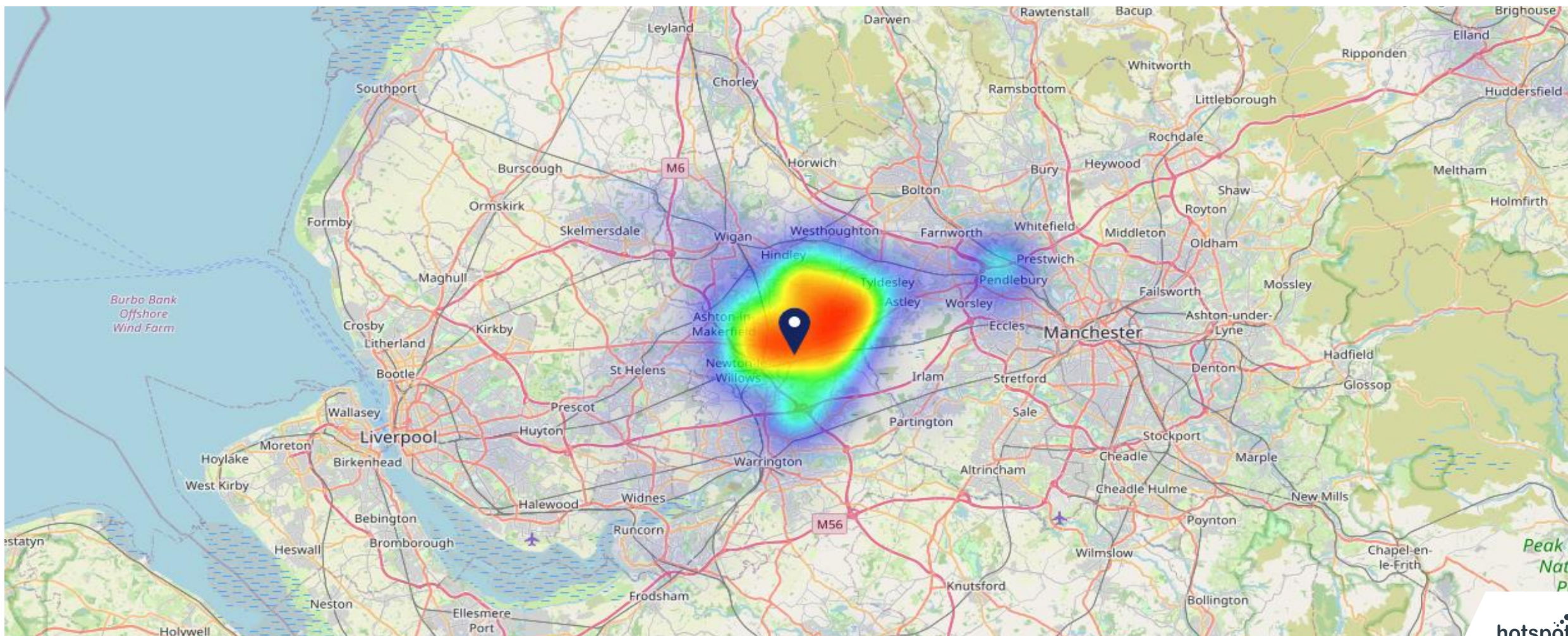




Map of Guest Origin

Where do customers of Red Lion WA31HE come from?

Where do customers of Red Lion WA31HE for 22/02/2023 - 14/02/2024 live

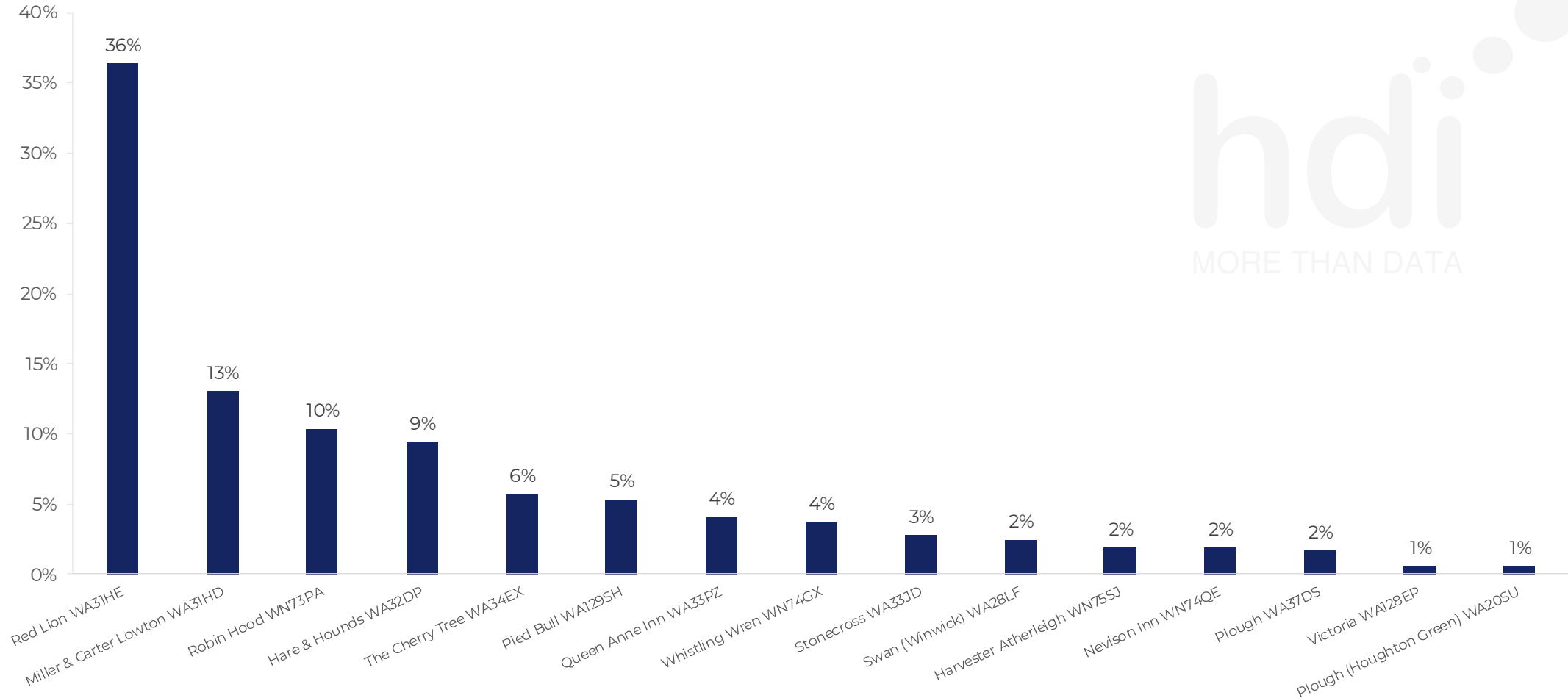




Share of Wallet

What are the Top 20 venues (by spend) that customers of Red Lion WA31HE also visit?

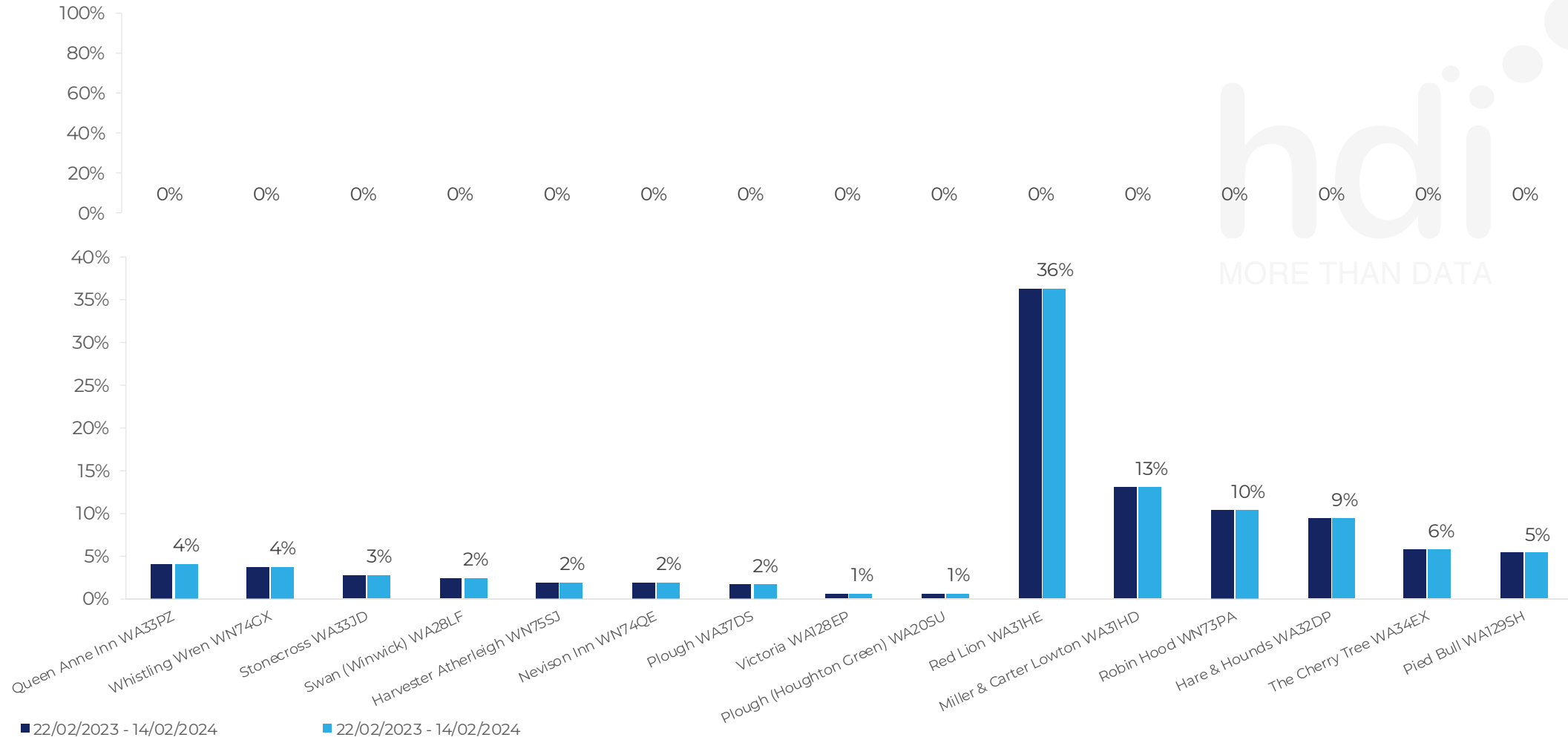
For customers of Red Lion WA31HE, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Red Lion WA31HE changed between two date ranges?





Market Summary

How does the local area for Red Lion WA31HE 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	£5.30M	7	£5.35M	6	£23.03M	6	£104.26M	7
Weekpart	Mon - Thu	36.1%	3	36.2%	2	39.3%	4	38.9%	2
Weekpart	Fri - Sat	43.3%	5	43.2%	5	41.9%	5	43.9%	8
Weekpart	Sun	20.6%	9	20.6%	10	18.7%	9	17.2%	9
Age	18 to 24	9.3%	8	9.3%	8	7.1%	6	5.2%	3
Age	25 to 34	13.1%	2	13.2%	2	15.5%	2	15.9%	2
Age	35 to 44	23.0%	5	23.2%	6	26.6%	8	24.3%	6
Age	45 to 54	19.5%	5	19.5%	5	20.8%	6	20.2%	6
Age	55 to 64	15.8%	6	15.7%	6	16.5%	7	19.0%	9
Age	65 to 74	9.3%	8	9.3%	8	8.8%	8	10.2%	9
Age	75+	9.8%	10	9.8%	10	4.7%	8	5.3%	9
CAMEO	Business Elite	3.1%	3	3.0%	3	2.5%	2	3.0%	2
CAMEO	Prosperous Professionals	4.3%	4	4.3%	4	3.6%	3	4.7%	3
CAMEO	Flourishing Society	6.1%	2	6.0%	2	5.2%	1	6.5%	2
CAMEO	Content Communities	15.1%	8	15.0%	8	14.5%	8	13.3%	7
CAMEO	White Collar Neighbourhoods	17.8%	10	17.7%	10	13.9%	8	11.5%	5
CAMEO	Enterprising Mainstream	9.1%	6	9.1%	6	9.7%	7	10.5%	7
CAMEO	Paying The Mortgage	19.3%	8	19.3%	9	20.8%	9	20.6%	10
CAMEO	Cash Conscious Communities	11.3%	7	11.3%	7	12.5%	8	12.7%	9
CAMEO	On A Budget	4.7%	4	5.0%	4	5.9%	5	7.0%	6
CAMEO	Family Value	9.2%	9	9.2%	9	11.4%	9	10.2%	9
Affluence	AB	13.5%	2	13.4%	2	11.4%	2	14.2%	2
Affluence	C1C2	61.3%	10	61.1%	10	58.8%	10	55.9%	9
Affluence	DE	25.2%	7	25.5%	7	29.8%	8	29.9%	9



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Non-Core



Achievable Average Weekly Takings

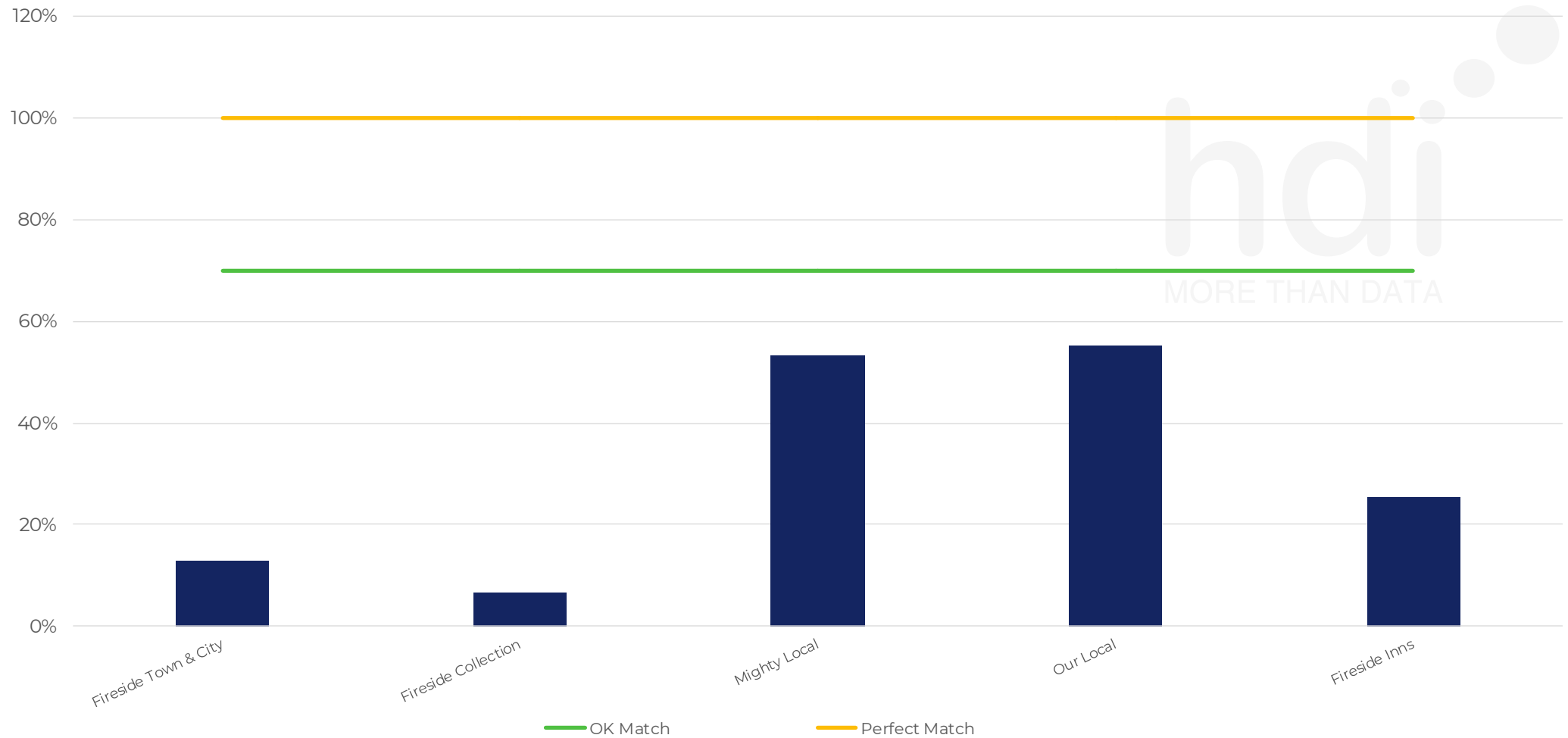
£11000

- 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



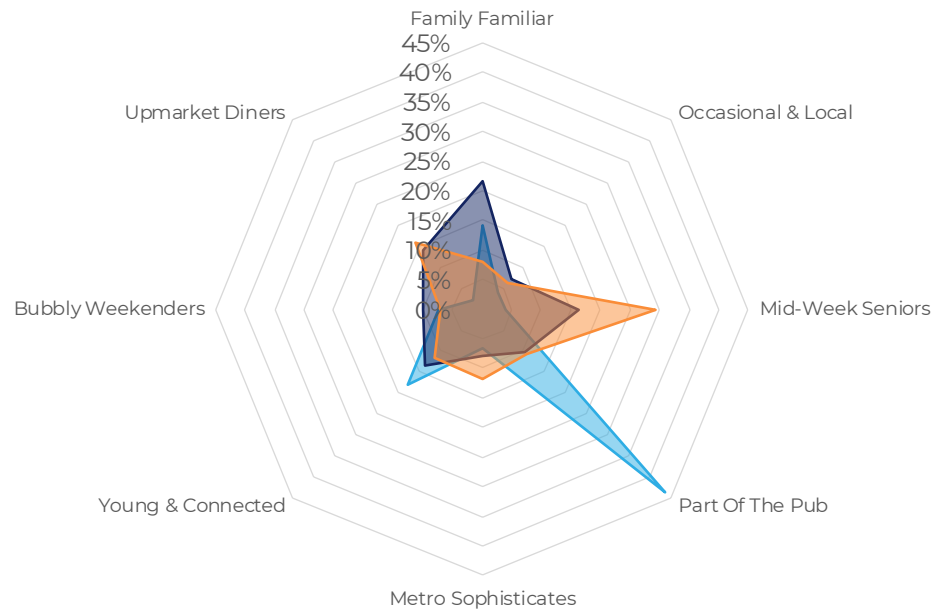
Site Potential 2

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
Red Lion	349	14.29%	4.06%	4.02%	43.68%	6.61%	17.89%	7.20%	2.20%
Local Catchment	4487	21.56%	6.95%	16.23%	10.13%	7.89%	13.52%	9.77%	13.92%
Punch T&L	111162	7.84%	6.05%	29.41%	10.80%	11.70%	11.49%	7.03%	15.65%
Red Lion vs Local Catchment		-7.27%	-2.89%	-12.21%	33.55%	-1.28%	4.37%	-2.57%	-11.72%
Red Lion vs Punch T&L		6.45%	-1.99%	-25.39%	32.88%	-5.09%	6.40%	0.17%	-13.45%
Local Catchment vs Punch T&L		13.72%	0.90%	-13.18%	-0.67%	-3.81%	2.03%	2.74%	-1.73%



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
Red Lion WA31HE	349	14.29%	4.06%	4.02%	43.68%	6.61%	17.89%	7.20%	2.20%
Miller & Carter Lowton WA31HD	671	24.95%	4.05%	8.34%	4.04%	6.04%	13.90%	13.16%	25.49%
Robin Hood WN73PA	408	15.81%	4.46%	25.28%	8.59%	8.17%	18.60%	10.97%	8.08%
Hare & Hounds WA32DP	235	28.49%	2.13%	6.66%	26.95%	12.37%	11.70%	7.46%	4.21%
The Cherry Tree WA34EX	515	21.81%	9.67%	7.63%	19.93%	6.43%	18.77%	8.76%	6.97%
Pied Bull WA129SH	1003	10.89%	2.06%	21.81%	4.89%	14.56%	16.61%	12.36%	16.77%
Queen Anne Inn WA33PZ	302	21.66%	5.35%	22.55%	9.92%	10.05%	8.19%	4.38%	17.86%
Whistling Wren WN74GX	686	28.23%	9.35%	20.92%	6.48%	6.21%	13.31%	9.30%	6.17%
Stonecross WA33JD	364	35.75%	4.99%	13.66%	11.87%	6.26%	13.63%	10.26%	3.54%
Swan (Winwick) WA28LF	893	17.72%	5.44%	16.98%	4.38%	8.10%	9.30%	8.07%	29.97%
Harvester Atherleigh WN75SJ	382	44.24%	8.54%	6.04%	6.16%	2.15%	15.86%	11.91%	5.04%
Nevison Inn WN74QE	223	31.20%	3.79%	17.71%	2.90%	5.24%	16.14%	14.39%	8.59%
Plough WA37DS	114	4.58%	1.24%	59.05%	2.21%	14.10%	7.30%	0.99%	10.49%
Victoria WA128EP	138	13.42%	20.53%	1.40%	38.29%	1.64%	11.43%	12.00%	1.23%
Plough (Houghton Green) WA20SU	357	17.37%	24.09%	7.58%	25.94%	5.10%	9.47%	5.77%	4.63%