

Site Summary



# The Shoes CB88DU

CB88DU

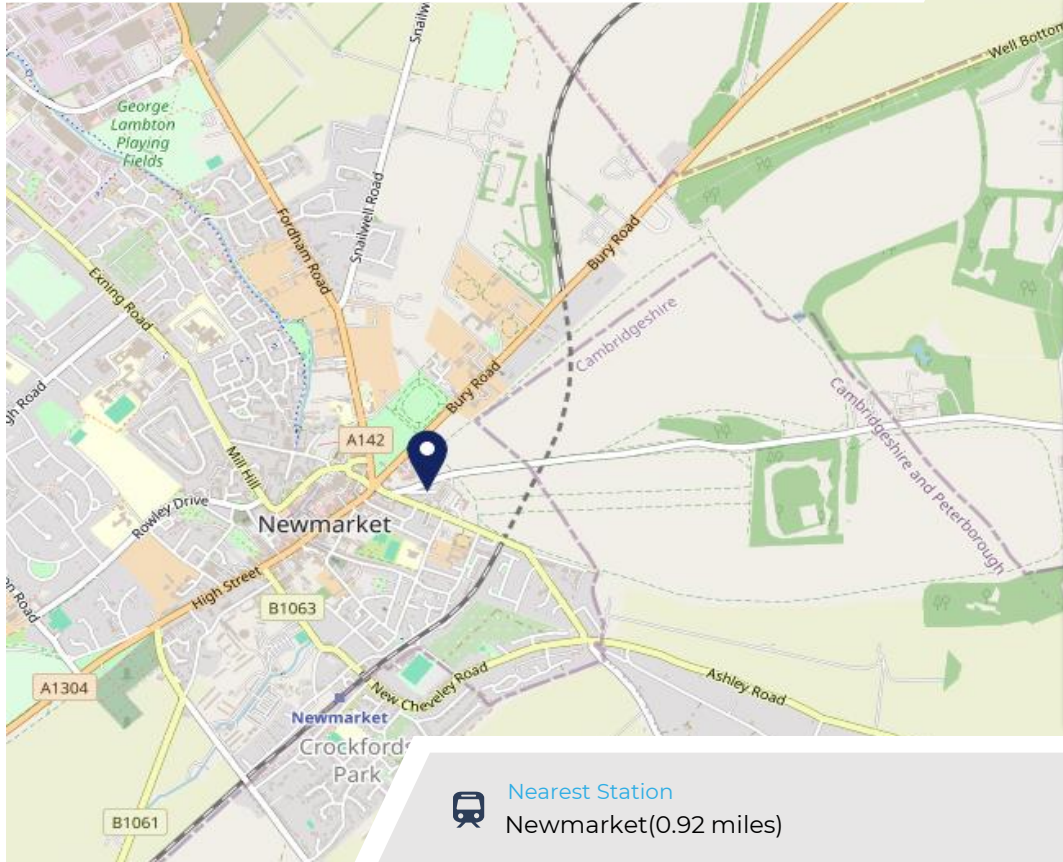
Punch T&L

**Work Area**  
Cambridge

**Region**  
East of England

**TV Region**  
Anglia

**Urbanicity**  
Urban city and town



**Nearest Station**  
Newmarket(0.92 miles)



ATV  
**£7.77**



Affluence  
**61.46%**  
Middle Income



Age Group  
**34.08%**  
35 to 44



Gender  
**71.73%**  
Male



Segmentation  
**31.53%**  
Paying The Mortgage



Visit Day  
**27.48%**  
Sat

### Top Competitors

Bull (Newmarket) **#1**  
CB88LB  
 GK Urban Core

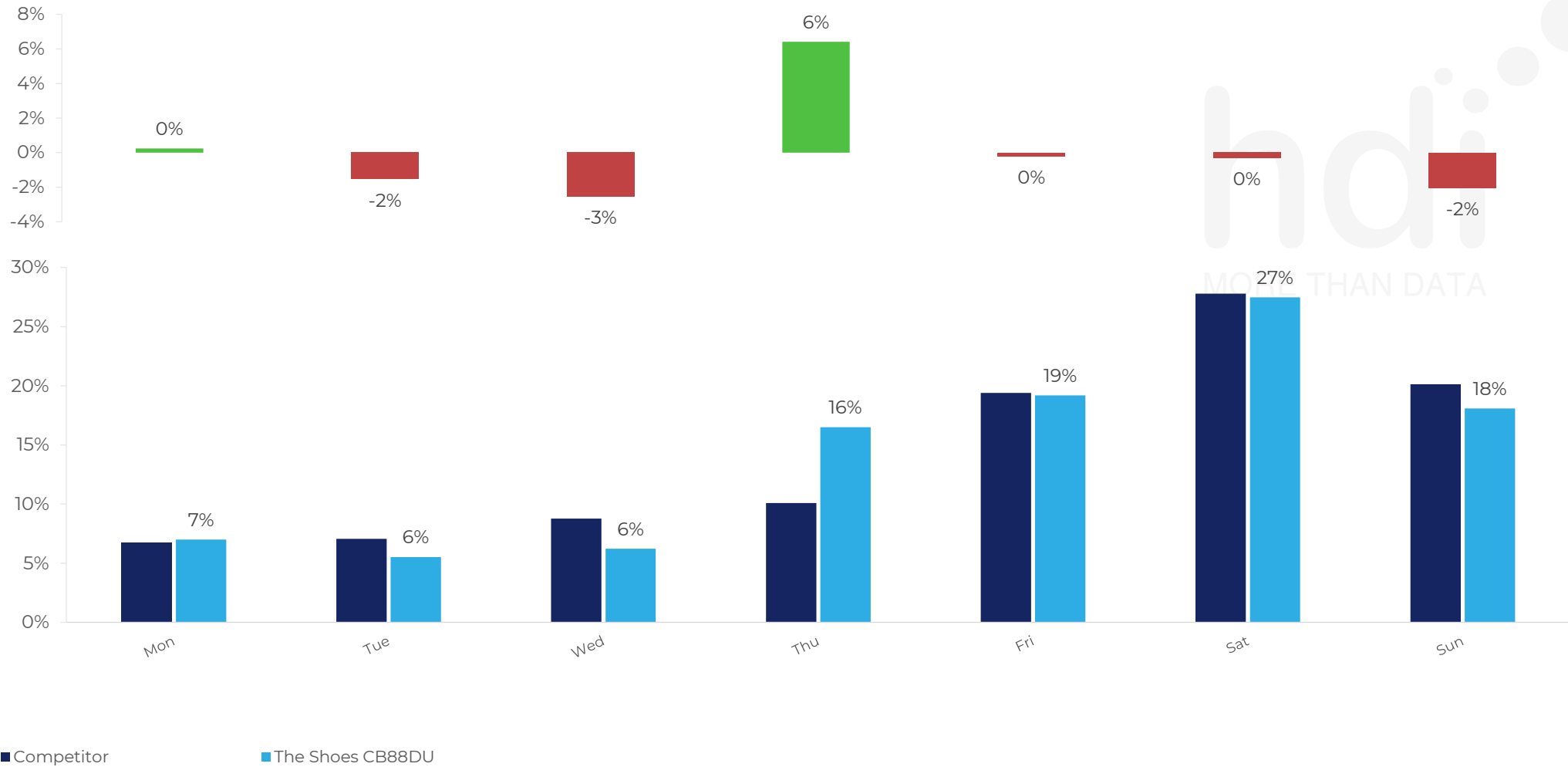
The Golden Lion **#2**  
CB88LB  
 JD Wetherspoon

Waggon & Horses (Newmarket) **#3**  
CB88LB  
 GK Pub Partners

Spend by Weekpart

How is customer spend distributed throughout the week for The Shoes CB88DU versus its competitors?

% of spend for The Shoes CB88DU and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Day of Week

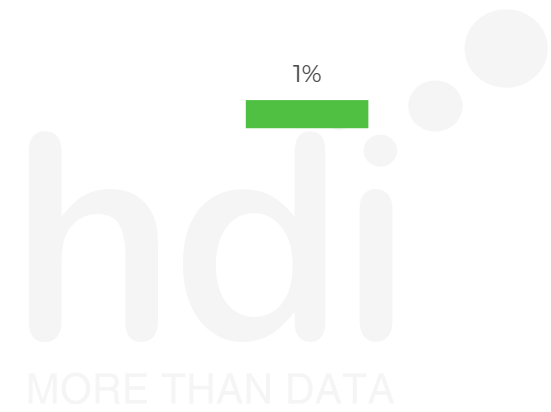
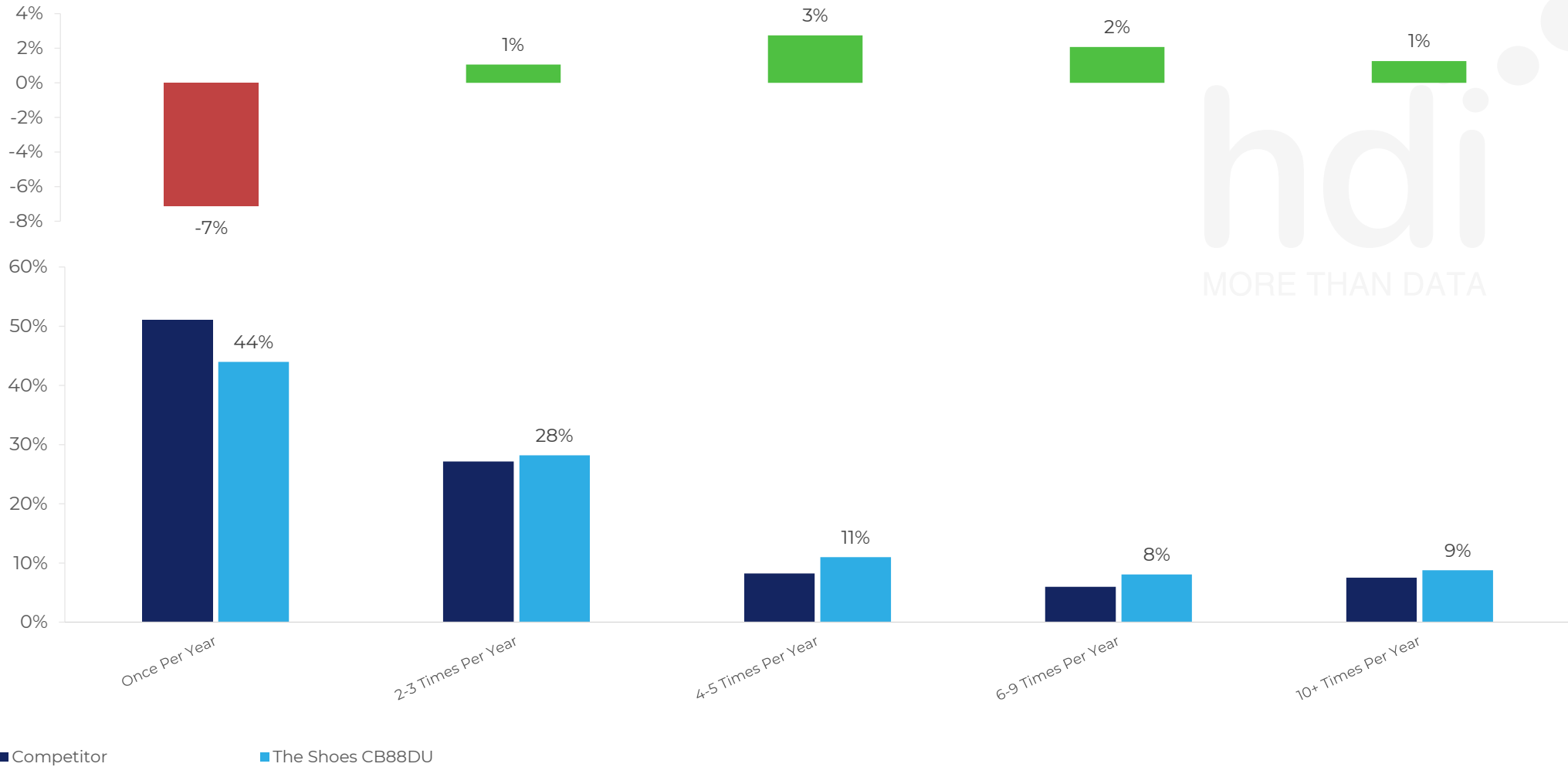




Visit Frequency

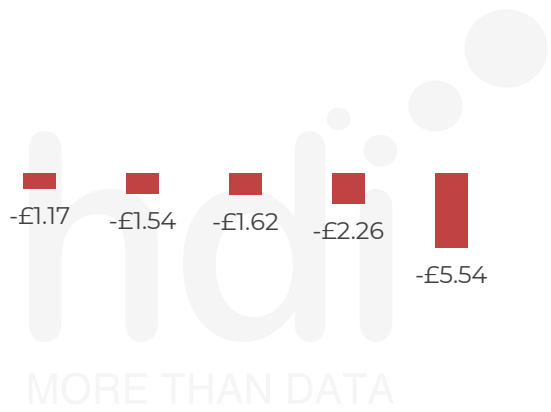
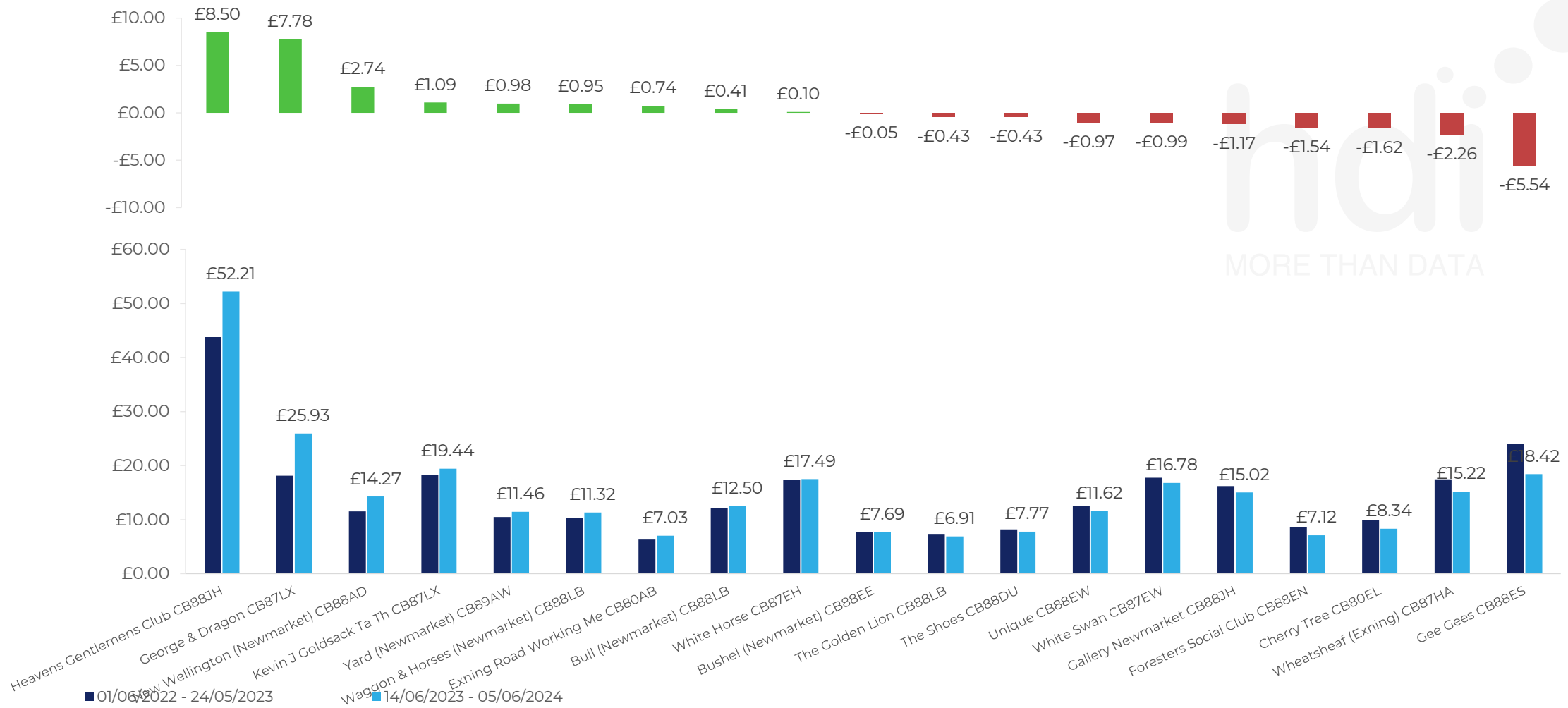
How frequently per year do customers visit The Shoes CB88DU versus its competitors?

% of customer numbers for The Shoes CB88DU and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

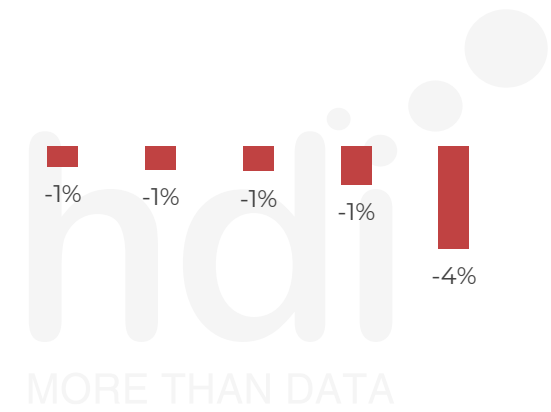
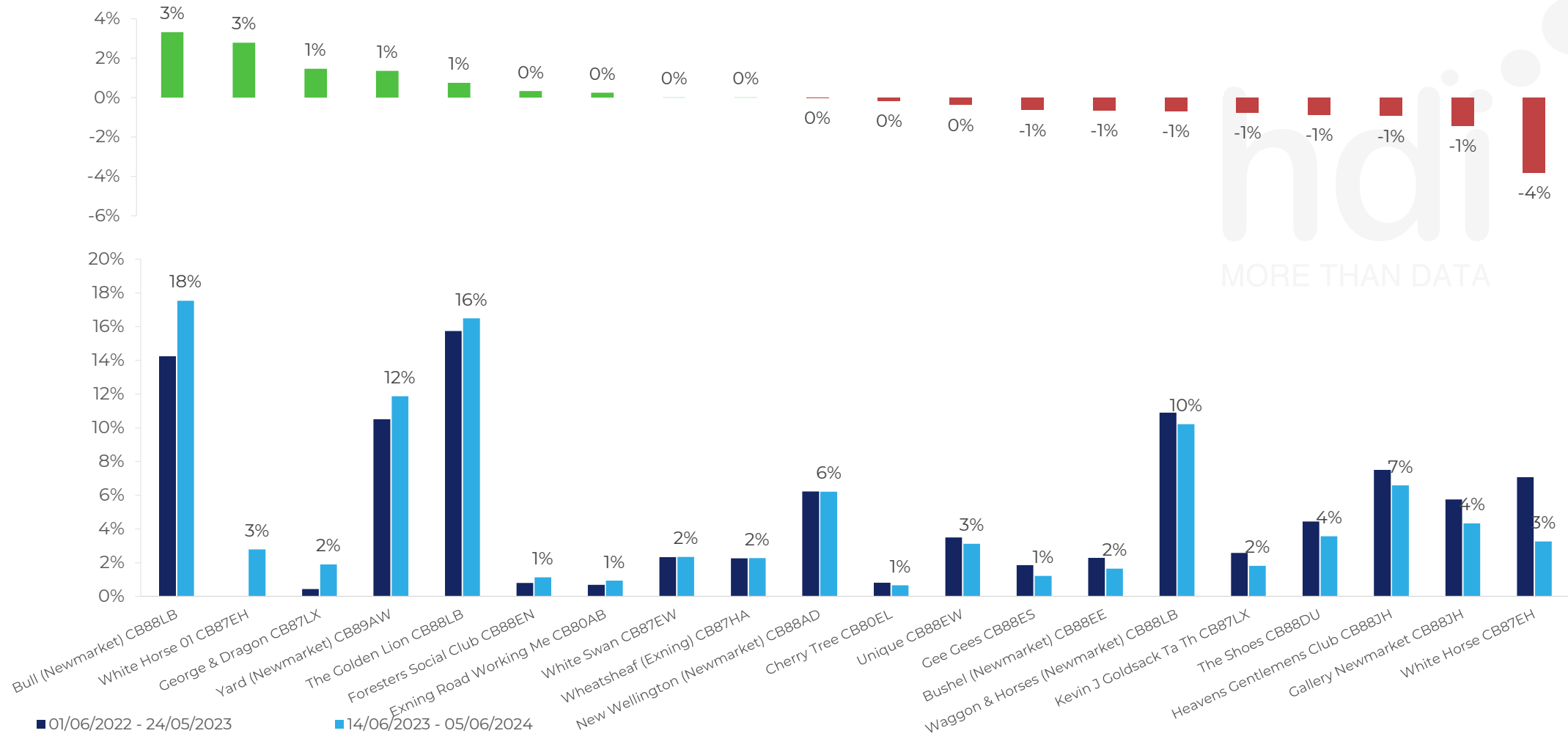




Market Share Change

How has market share changed between two date ranges?

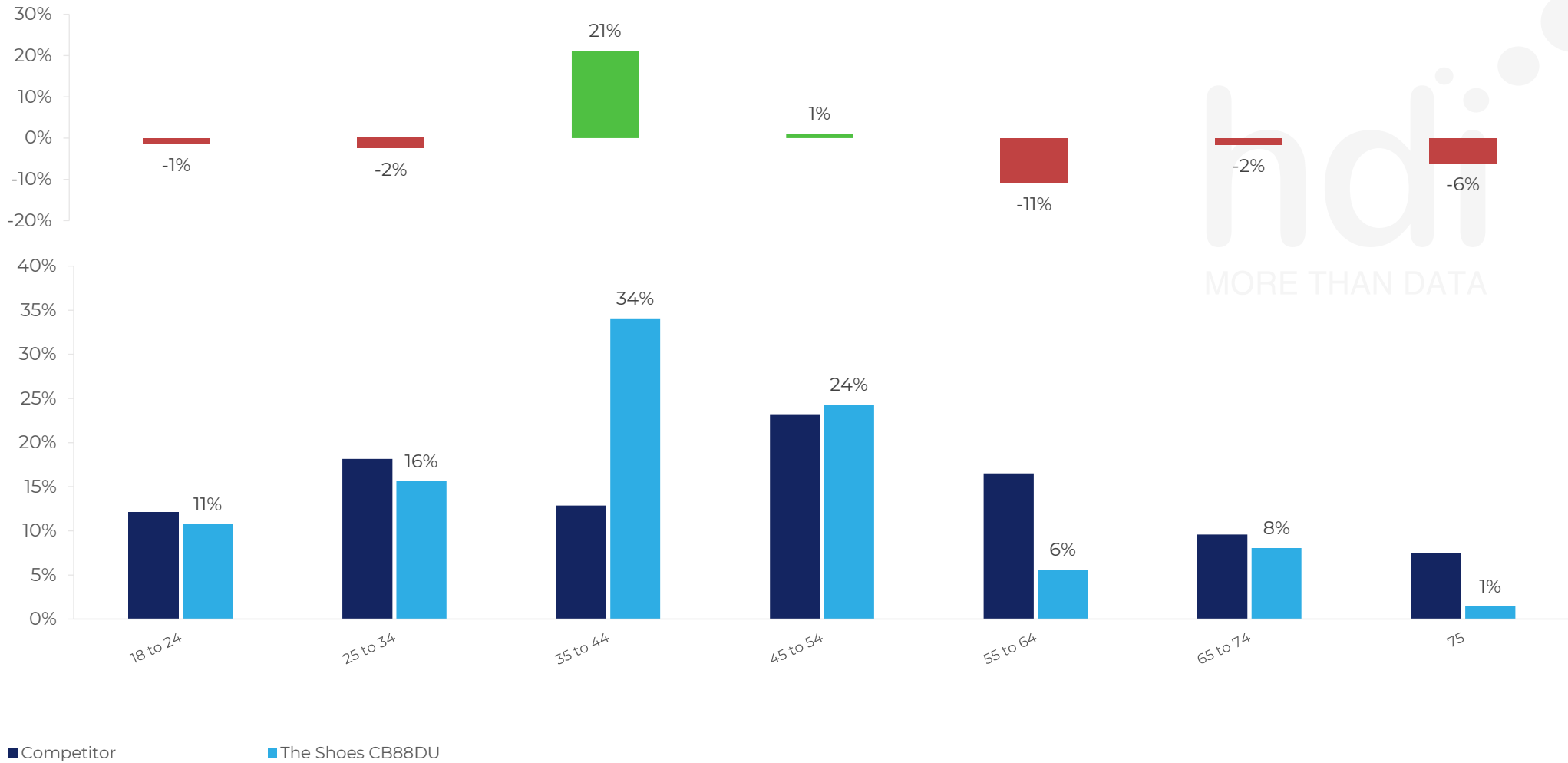
% of market share spend for The Shoes CB88DU and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024



Age

How does the age profile of customers who visit The Shoes CB88DU compare versus its competitors?

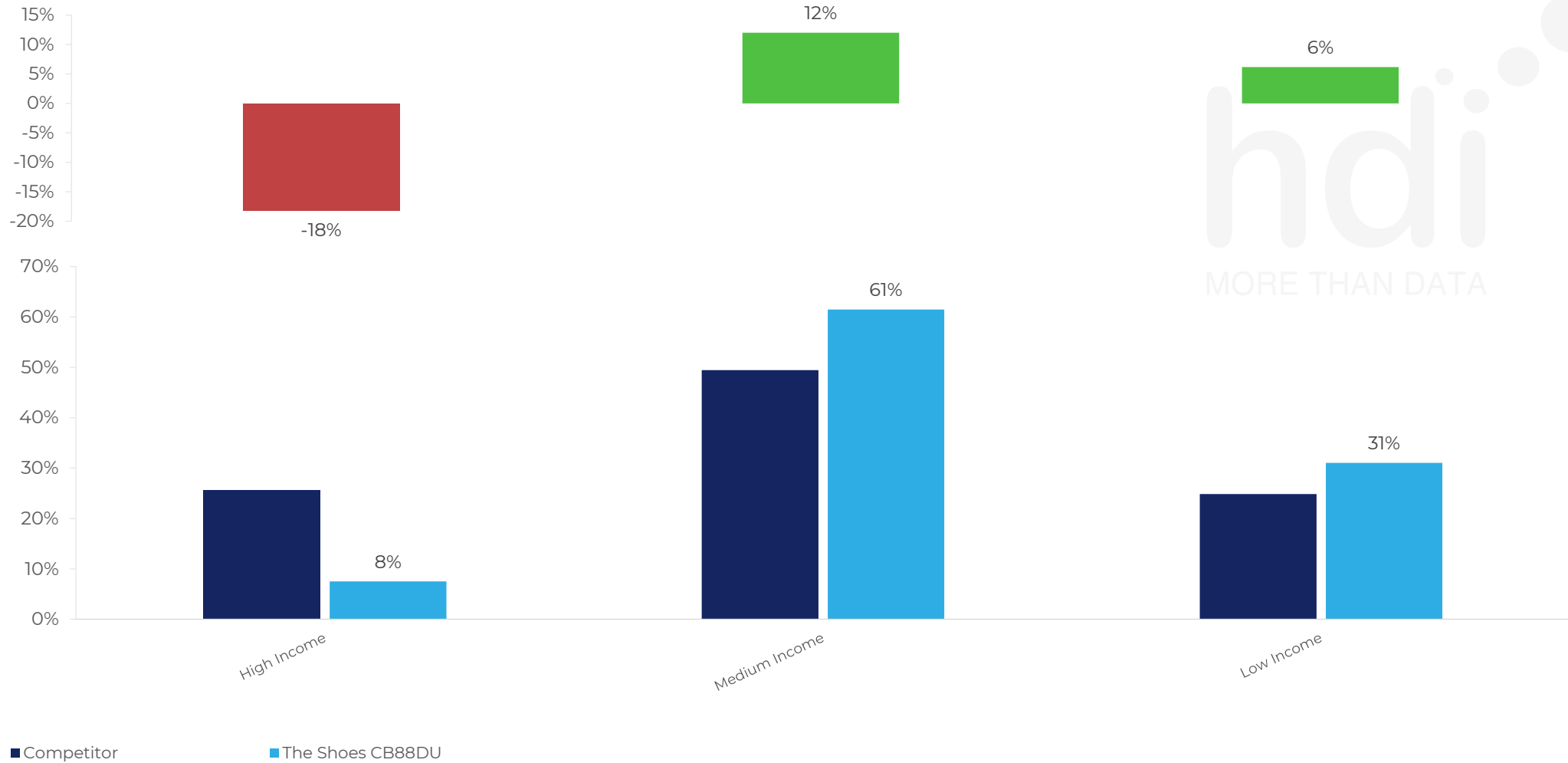
% of spend for The Shoes CB88DU and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Age Range



Affluence

How does the affluence of customers who visit The Shoes CB88DU compare versus its competitors?

% of spend for The Shoes CB88DU and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Affluence

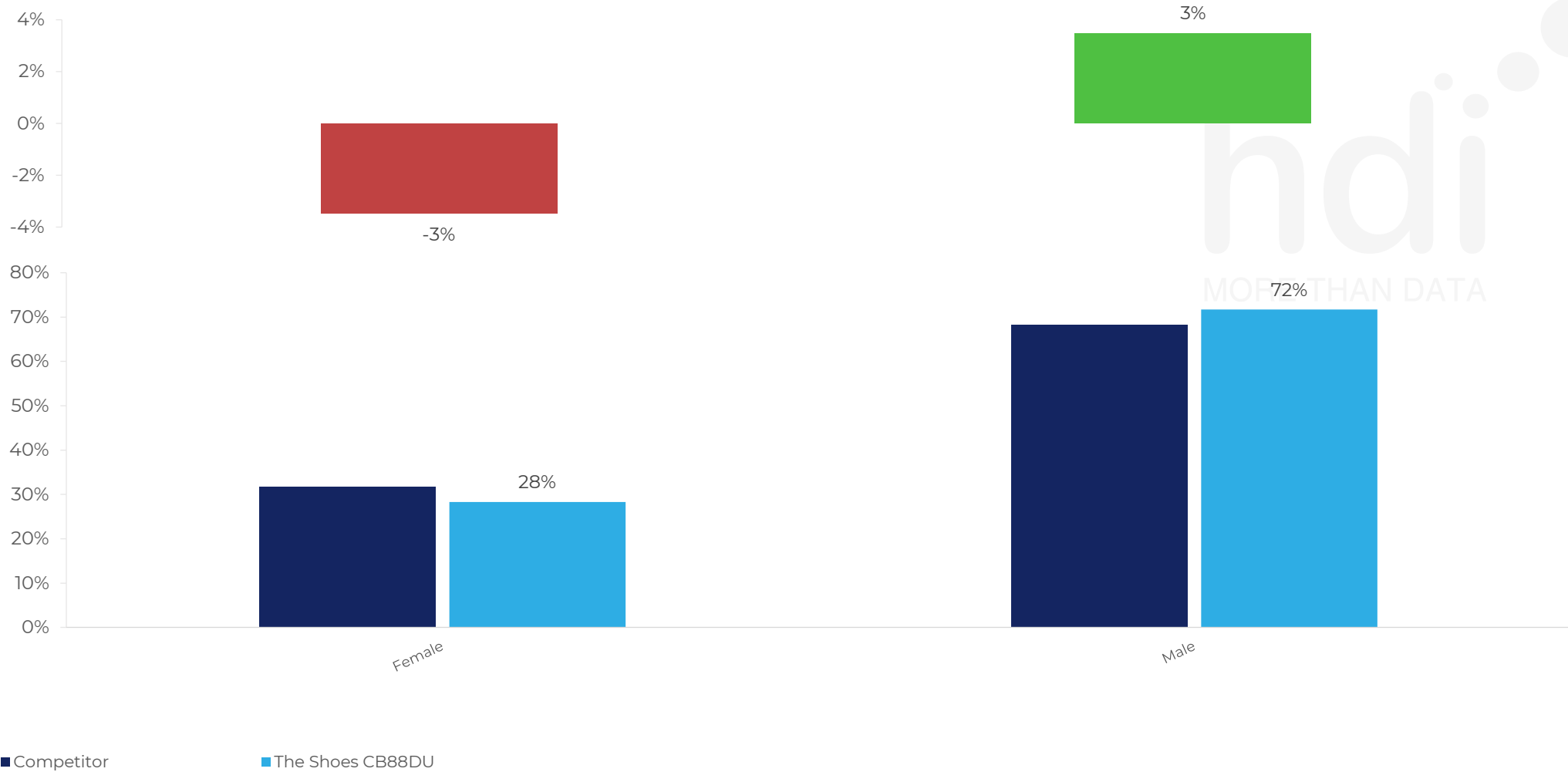




Gender

How does the gender profile of customers who visit The Shoes CB88DU compare versus its competitors?

% of spend for The Shoes CB88DU and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Gender

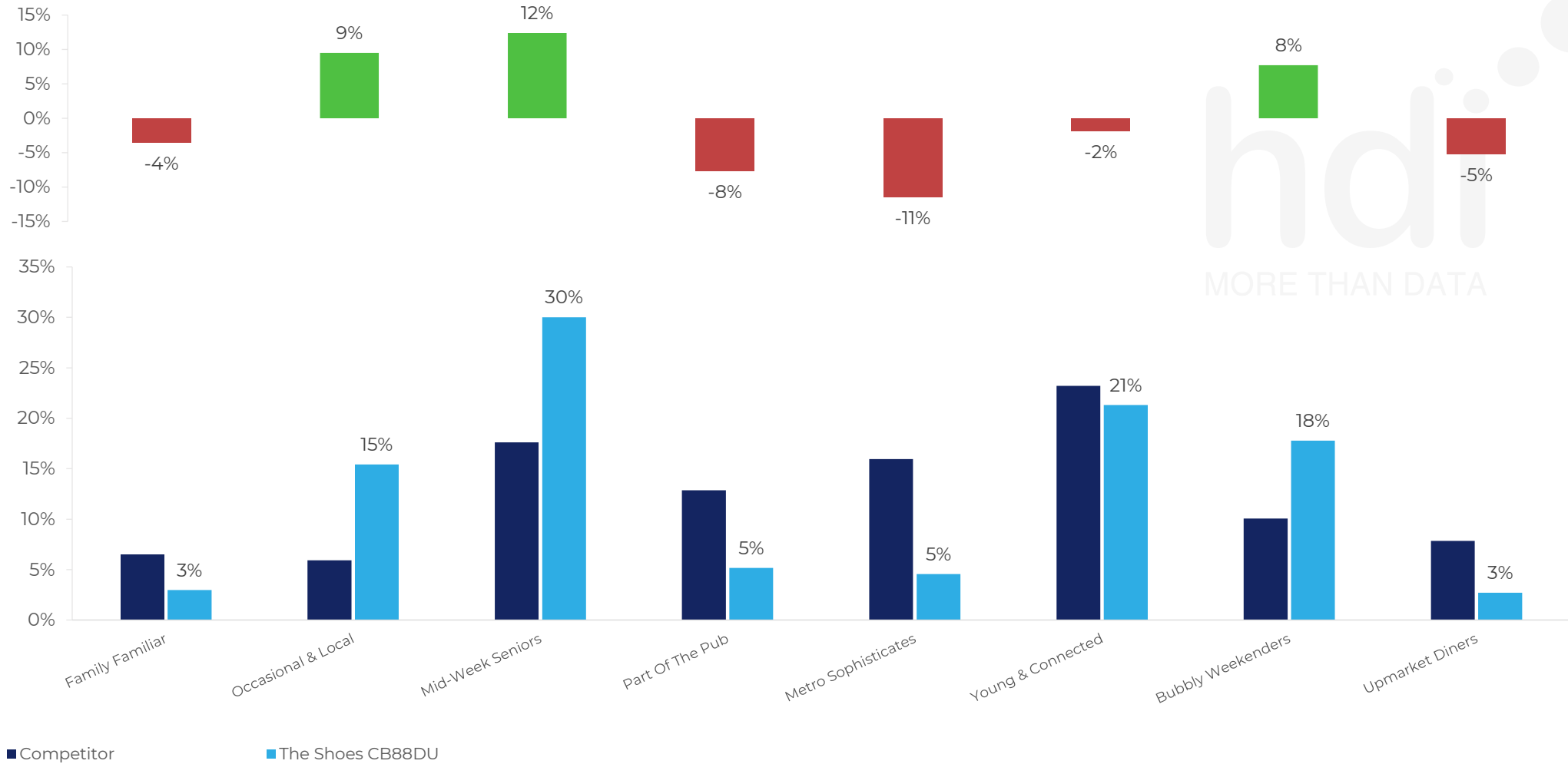




Punch Segmentation

How does the Custom segmentation profile of customers who visit The Shoes CB88DU compare versus its competitors?

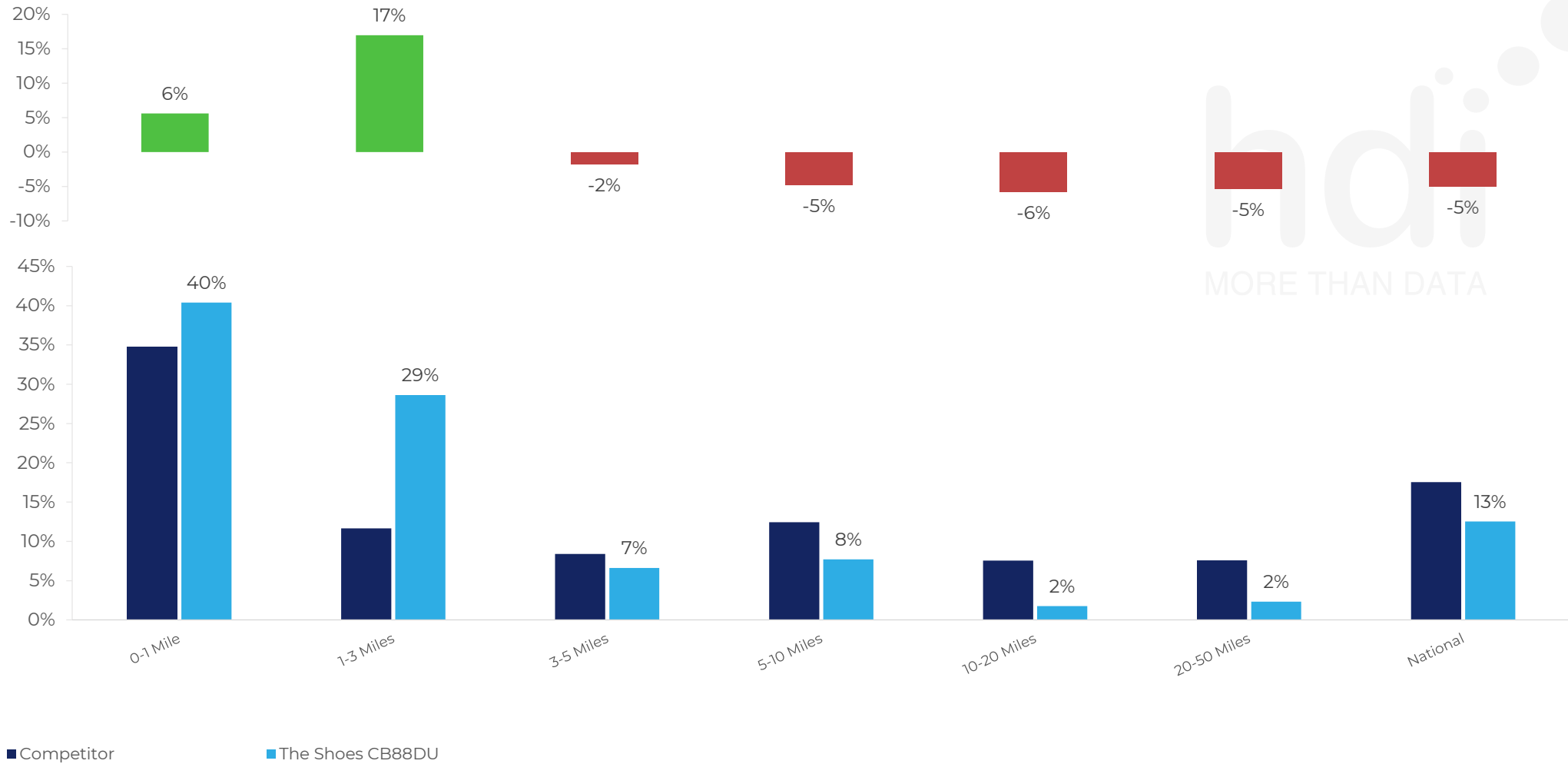
% of spend for The Shoes CB88DU and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Segment



Spend by Distance

How does the spend profile of The Shoes CB88DU compare versus its competitors based on travel distances?

% of spend for The Shoes CB88DU and 97 Chains in 3 Miles from 14/06/2023 - 05/06/2024 split by Distance travelled

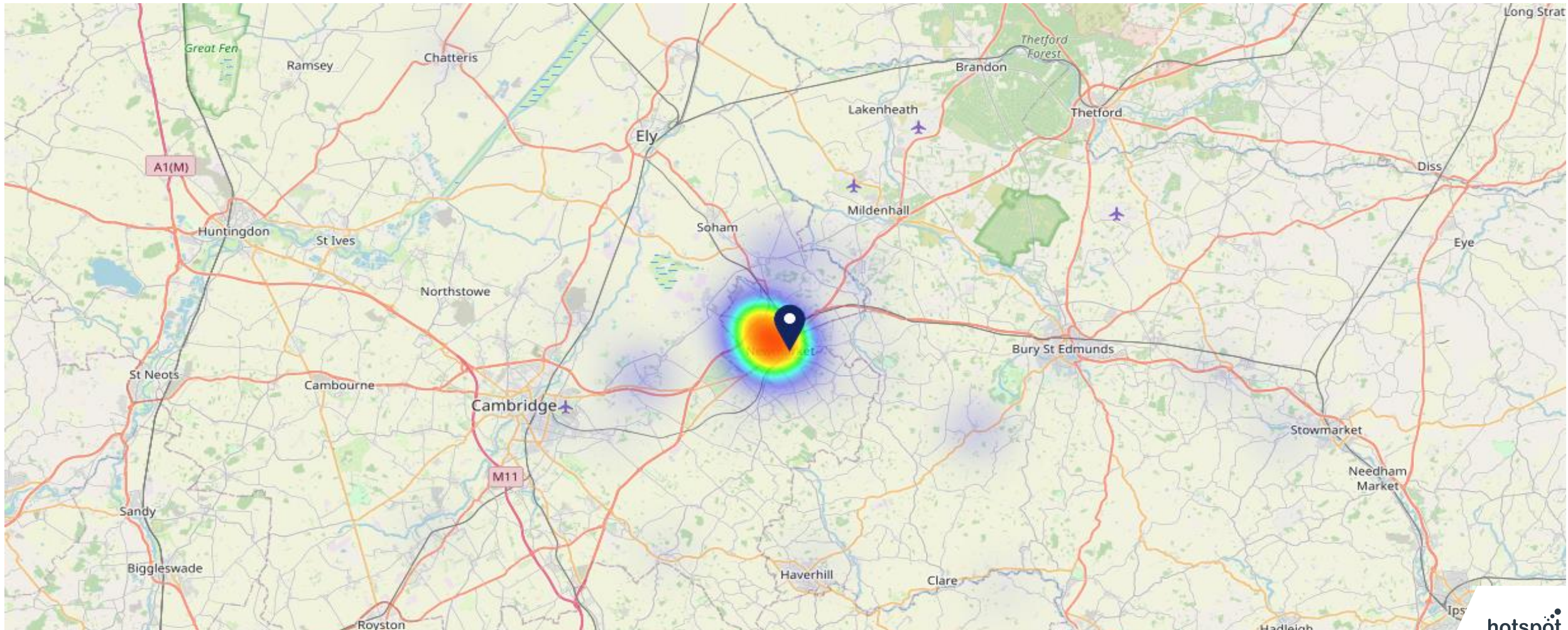




### Map of Guest Origin

Where do customers of The Shoes CB88DU come from?

Where do customers of The Shoes CB88DU for 14/06/2023 - 05/06/2024 live

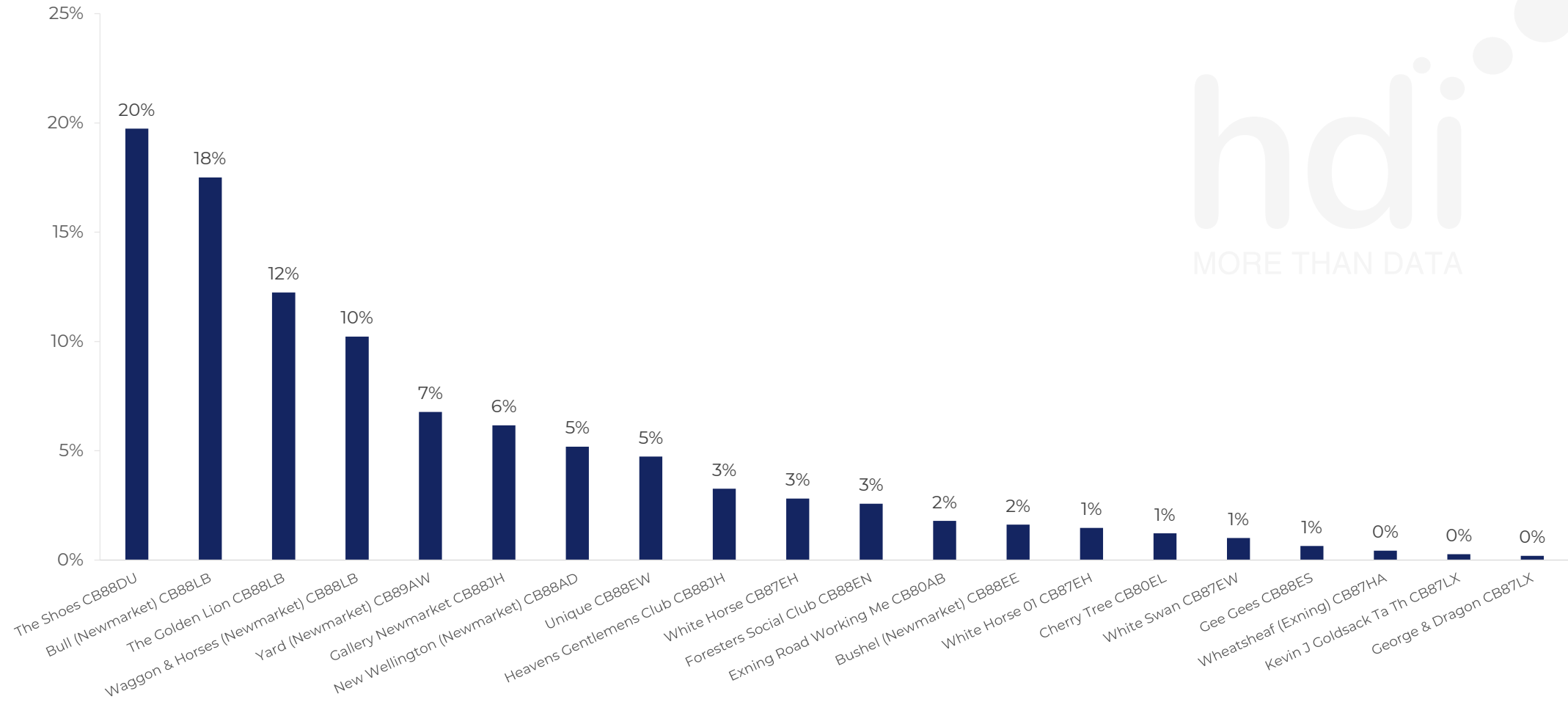




Share of Wallet

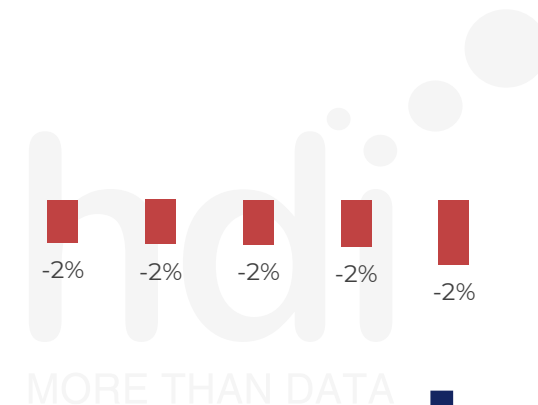
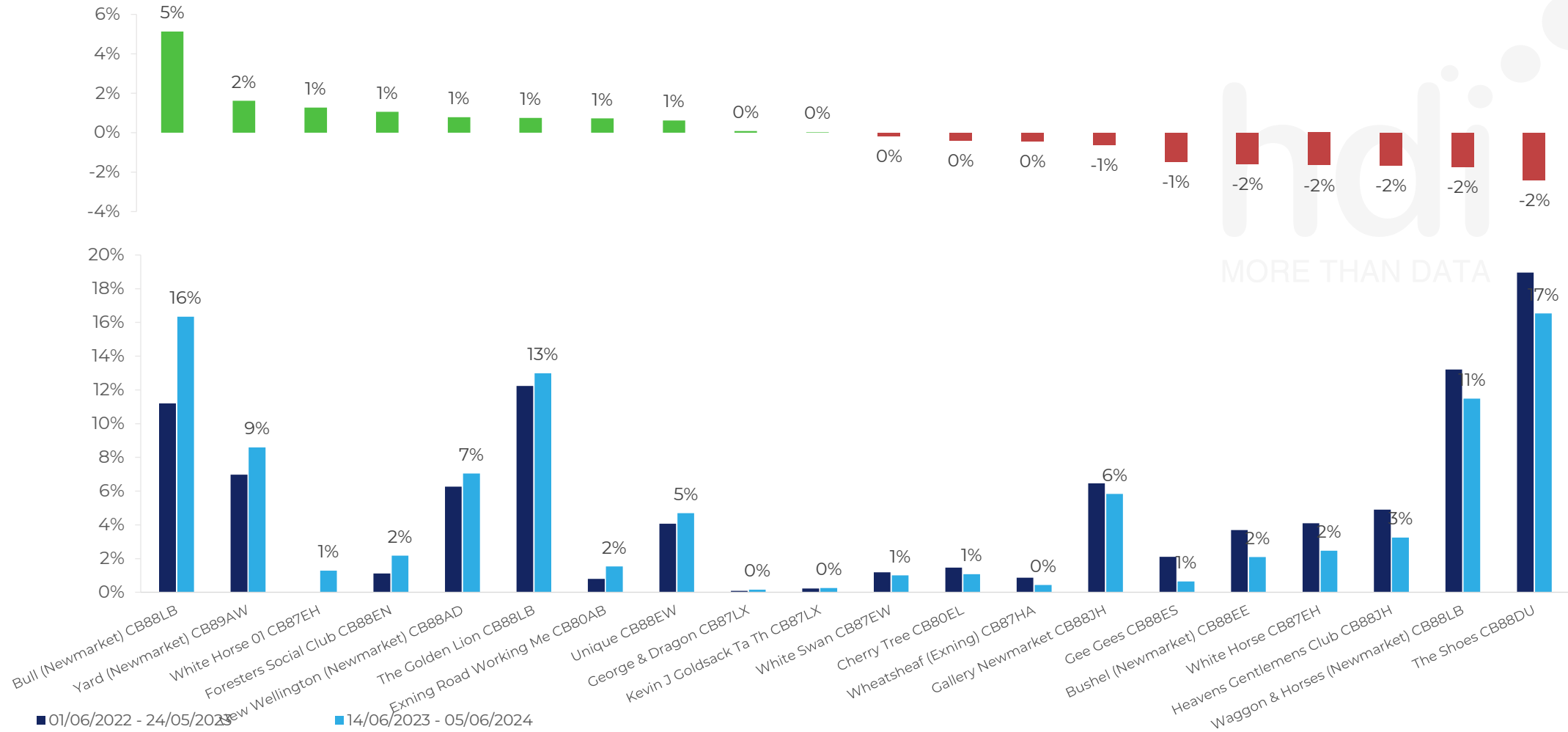
What are the Top 20 venues (by spend) that customers of The Shoes CB88DU also visit?

For customers of The Shoes CB88DU, who are the top 20 competitors from 97 Chains in 3 Miles for 14/06/2023 - 05/06/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of The Shoes CB88DU changed between two date ranges?







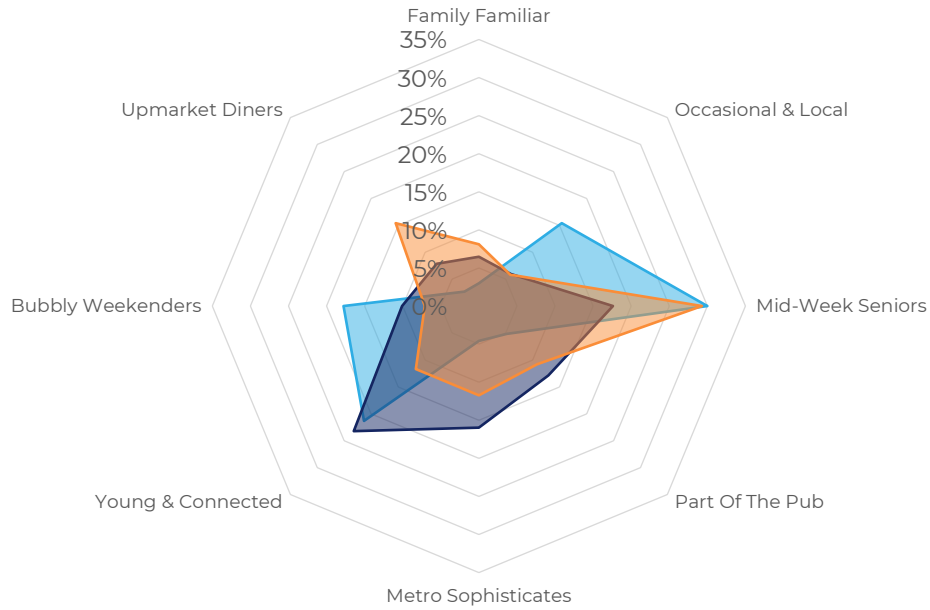
## Market Summary

How does the local area for The Shoes CB88DU 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	£2.97M	6	£10.93M	7	£16.94M	6	£27.22M	3
Weekpart	Mon - Thu	38.7%	4	42.8%	7	39.6%	4	42.5%	7
Weekpart	Fri - Sat	46.7%	7	42.4%	5	45.0%	7	42.1%	5
Weekpart	Sun	14.6%	6	14.8%	5	15.4%	6	15.4%	5
Age	18 to 24	5.8%	6	7.4%	7	8.4%	7	8.9%	7
Age	25 to 34	15.1%	3	15.4%	2	15.4%	2	16.5%	2
Age	35 to 44	20.1%	3	19.4%	3	18.8%	2	21.8%	3
Age	45 to 54	23.2%	8	21.6%	7	21.3%	7	21.5%	8
Age	55 to 64	20.3%	8	18.8%	8	18.5%	8	16.9%	8
Age	65 to 74	10.1%	8	10.3%	8	10.4%	9	8.7%	8
Age	75+	5.4%	9	7.2%	10	7.1%	10	5.6%	9
CAMEO	Business Elite	8.6%	6	7.2%	6	7.1%	6	6.3%	5
CAMEO	Prosperous Professionals	10.7%	9	8.3%	8	8.4%	8	7.4%	7
CAMEO	Flourishing Society	17.7%	8	15.9%	7	15.2%	7	14.3%	6
CAMEO	Content Communities	14.9%	8	14.3%	7	14.8%	8	15.3%	8
CAMEO	White Collar Neighbourhoods	5.4%	1	5.6%	1	6.2%	1	6.8%	1
CAMEO	Enterprising Mainstream	10.3%	7	12.5%	9	13.1%	9	13.0%	9
CAMEO	Paying The Mortgage	15.4%	6	16.2%	7	15.6%	6	16.1%	7
CAMEO	Cash Conscious Communities	8.9%	5	10.0%	6	9.9%	6	10.3%	6
CAMEO	On A Budget	7.0%	6	8.9%	8	8.5%	7	8.8%	8
CAMEO	Family Value	0.9%	3	1.3%	4	1.3%	3	1.7%	4
Affluence	AB	37.1%	7	31.3%	6	30.7%	6	28.0%	5
Affluence	C1C2	46.0%	5	48.6%	5	49.6%	6	51.3%	7
Affluence	DE	16.9%	4	20.1%	6	19.7%	5	20.7%	6



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
The Shoes	55	2.98%	15.42%	30.02%	5.18%	4.55%	21.32%	17.78%	2.70%
Local Catchment	943	6.48%	5.93%	17.62%	12.87%	15.95%	23.21%	10.07%	7.84%
Punch T&L	105489	8.10%	5.83%	29.29%	10.79%	11.73%	11.71%	7.10%	15.42%
The Shoes vs Local Catchment		-3.50%	9.49%	12.40%	-7.69%	-11.40%	-1.89%	7.71%	-5.14%
The Shoes vs Punch T&L		-5.12%	9.59%	0.73%	-5.61%	-7.18%	9.61%	10.68%	-12.72%
Local Catchment vs Punch T&L		-1.62%	0.10%	-11.67%	2.08%	4.22%	11.50%	2.97%	-7.58%

■ The Shoes

■ 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
The Shoes CB88DU	55	2.98%	15.42%	30.02%	5.18%	4.55%	21.32%	17.78%	2.70%
Bull (Newmarket) CB88LB	323	5.43%	6.32%	11.81%	14.62%	13.73%	25.93%	12.43%	9.68%
The Golden Lion CB88LB	395	9.34%	6.90%	15.52%	16.53%	5.86%	34.50%	7.22%	4.09%
Waggon & Horses (Newmarket) CB88LB	243	6.23%	4.33%	18.38%	15.80%	15.41%	16.48%	11.51%	11.82%
Yard (Newmarket) CB89AW	116	7.94%	9.12%	9.81%	6.63%	37.69%	15.31%	11.28%	2.18%
Gallery Newmarket CB88JH	61	4.44%	3.98%	10.23%	0.00%	12.03%	45.51%	16.52%	7.25%
New Wellington (Newmarket) CB88AD	83	4.69%	4.07%	22.65%	0.09%	32.77%	13.79%	16.94%	4.97%
Unique CB88EW	47	6.84%	3.52%	5.70%	0.00%	24.33%	38.07%	18.30%	3.20%
Heavens Gentlemens Club CB88JH	34	2.66%	8.52%	14.96%	0.00%	21.72%	23.62%	22.19%	6.30%
White Horse CB87EH	59	5.90%	3.92%	24.38%	34.65%	6.74%	9.34%	6.47%	8.56%
Foresters Social Club CB88EN	9	7.17%	0.00%	62.58%	0.00%	0.00%	14.31%	6.97%	8.94%
Exning Road Working Me CB80AB	19	4.28%	10.99%	16.02%	10.21%	4.10%	47.17%	4.91%	2.29%
Bushel (Newmarket) CB88EE	28	1.77%	9.11%	51.51%	11.34%	0.00%	11.55%	13.92%	0.76%
White Horse 01 CB87EH	45	0.64%	1.84%	19.06%	39.60%	3.71%	6.12%	6.45%	22.52%
Cherry Tree CB80EL	12	20.46%	19.41%	0.00%	0.00%	6.25%	37.67%	14.99%	1.20%
White Swan CB87EW	29	9.77%	36.12%	19.30%	4.05%	0.77%	26.96%	3.00%	0.00%
Gee Gees CB88ES	31	17.09%	0.69%	15.25%	0.00%	13.96%	3.91%	2.84%	46.23%
Wheatsheaf (Exning) CB87HA	29	3.36%	0.26%	31.15%	1.36%	33.58%	29.22%	0.12%	0.91%
Kevin J Goldsack Ta Th CB87LX	34	10.09%	0.00%	59.49%	0.00%	3.72%	3.23%	5.48%	17.96%
George & Dragon CB87LX	17	4.17%	0.00%	55.03%	0.00%	9.69%	0.00%	12.21%	18.87%
Newmarket Avenue CB89AY	2	0.00%	0.00%	33.33%	0.00%	0.00%	66.66%	0.00%	0.00%



# SEGMENT SNAPSHOTS

## 1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.



## 2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.



## 3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.



## 4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.



## 5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.



## 6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.



## 7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.



## 8 – UPMARKET DINERS

- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.

