



# Railway BL09AQ

BL09AQ

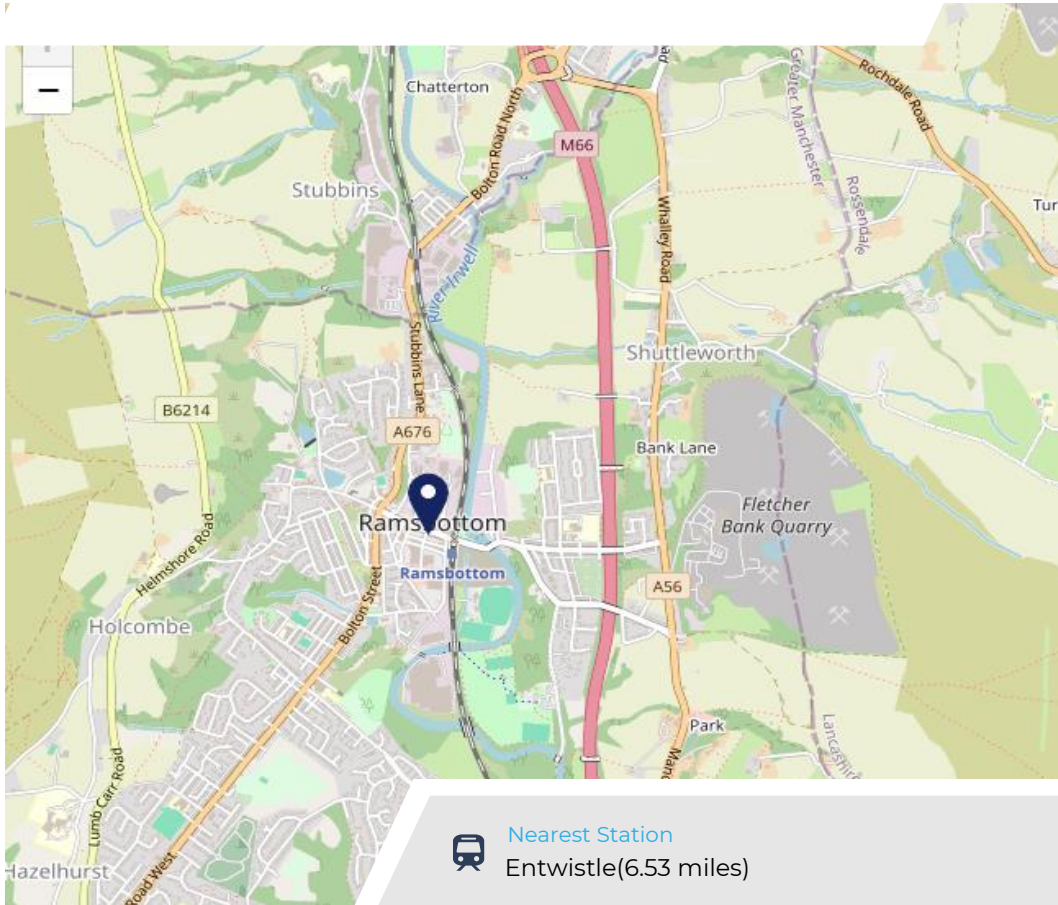
Punch - Mighty Local

**Work Area**  
Manchester

**Region**  
North West

**TV Region**  
North West

**Urbanicity**  
Urban major conurbation



ATV  
**£10.32**



Gender  
**74.41%**  
Male



Affluence  
**52.53%**  
Middle Income



Segmentation  
**20.59%**  
Cash Conscious Communities



Age Group  
**26.07%**  
35 to 44



Visit Day  
**34.73%**  
Sat

## Top Competitors

Hare & Hounds (Ramsbottom) **#1**  
BL09RY  
 GK - Pub & Social

Holcombe Tap **#2**  
BL09NA  
 Thwaites

Eagle & Child (Ramsbottom) **#3**  
BLOODL  
 Thwaites

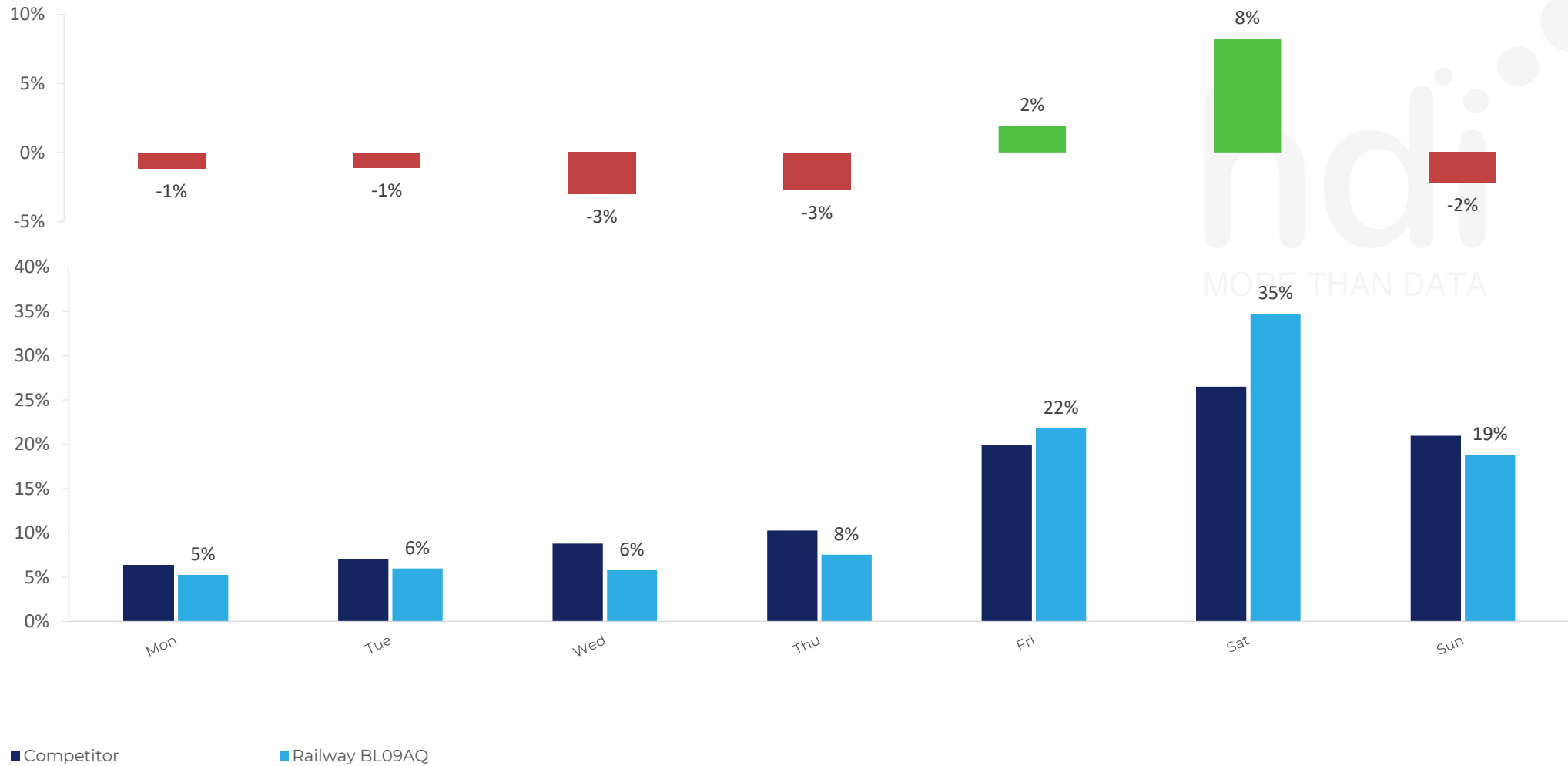


**Nearest Station**  
Entwistle(6.53 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Railway BL09AQ versus its competitors?

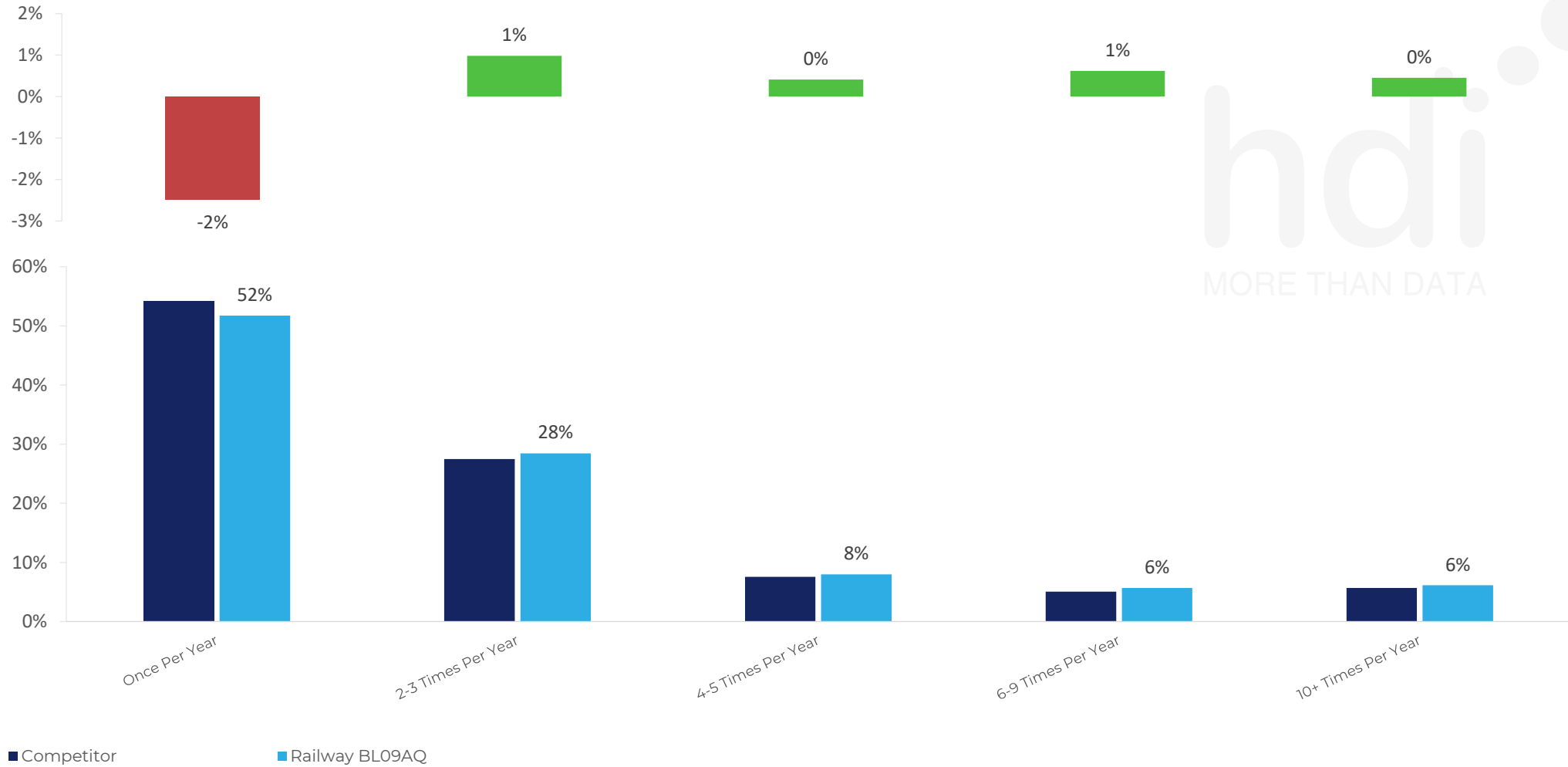
% of spend for Railway BL09AQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Day of Week



Visit Frequency

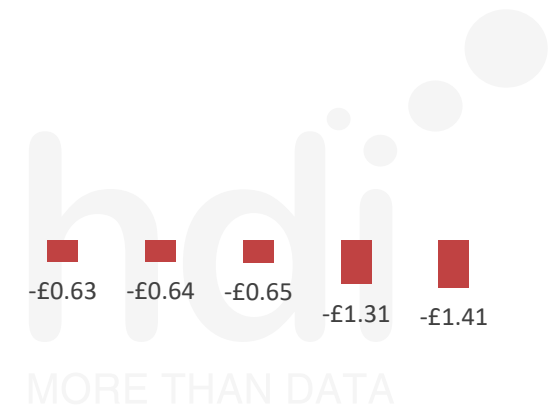
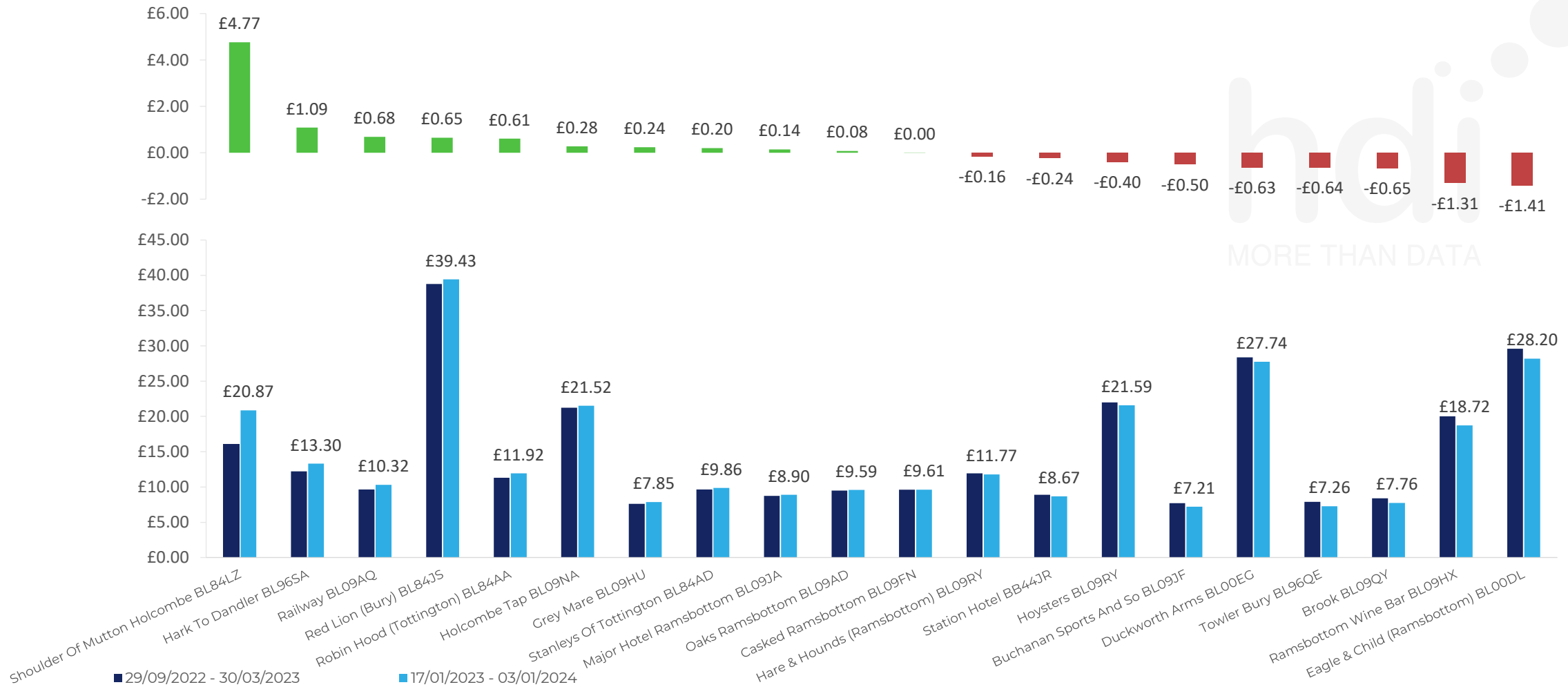
How frequently per year do customers visit Railway BL09AQ versus its competitors?

% of customer numbers for Railway BL09AQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

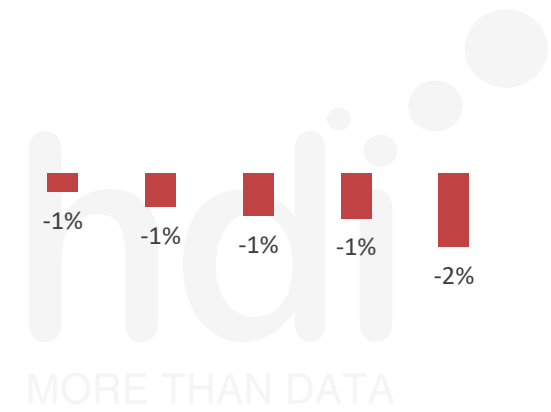
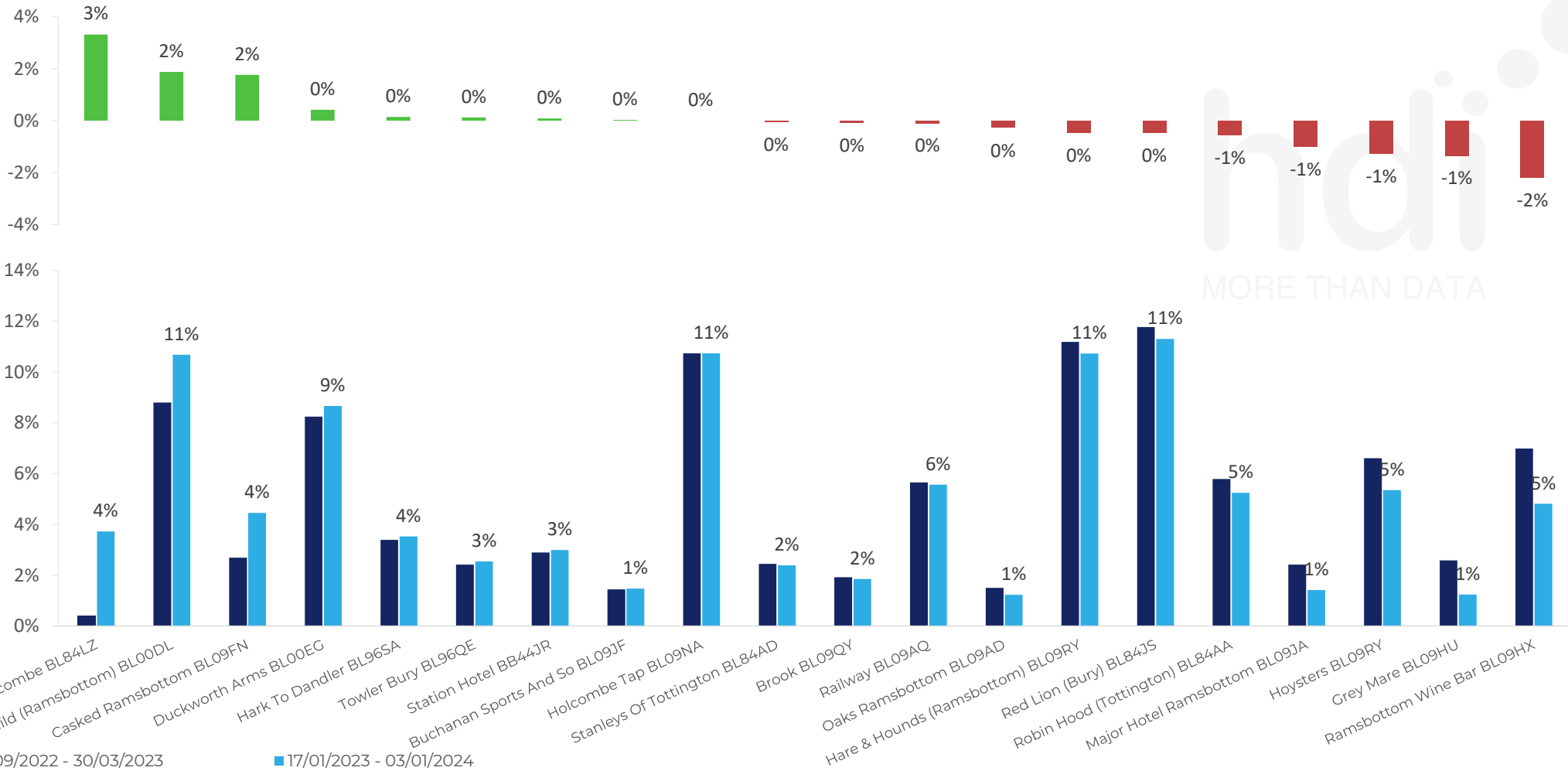




Market Share Change

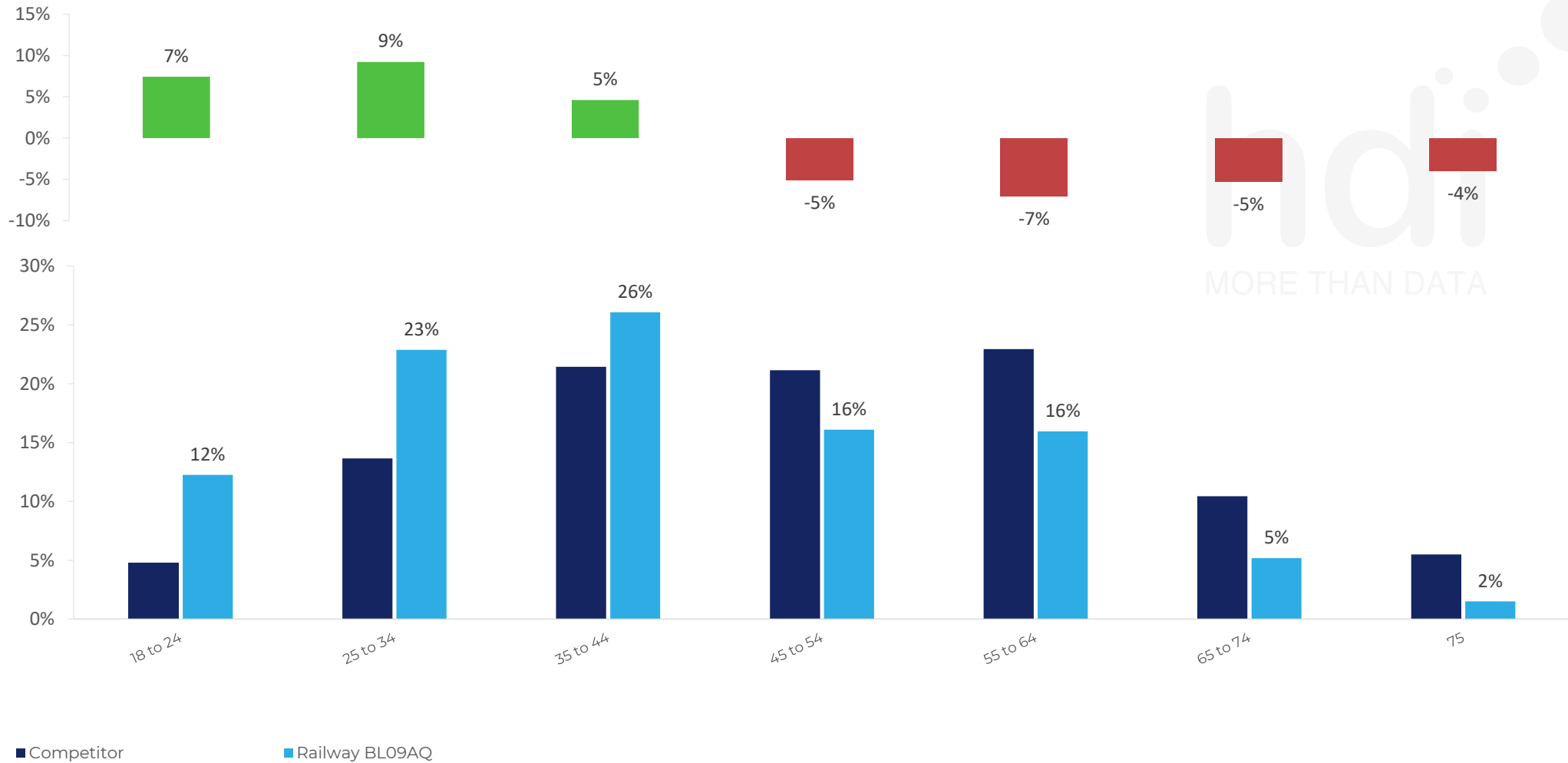
How has market share changed between two date ranges?

% of market share spend for Railway BL09AQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024



How does the age profile of customers who visit Railway BL09AQ compare versus its competitors?

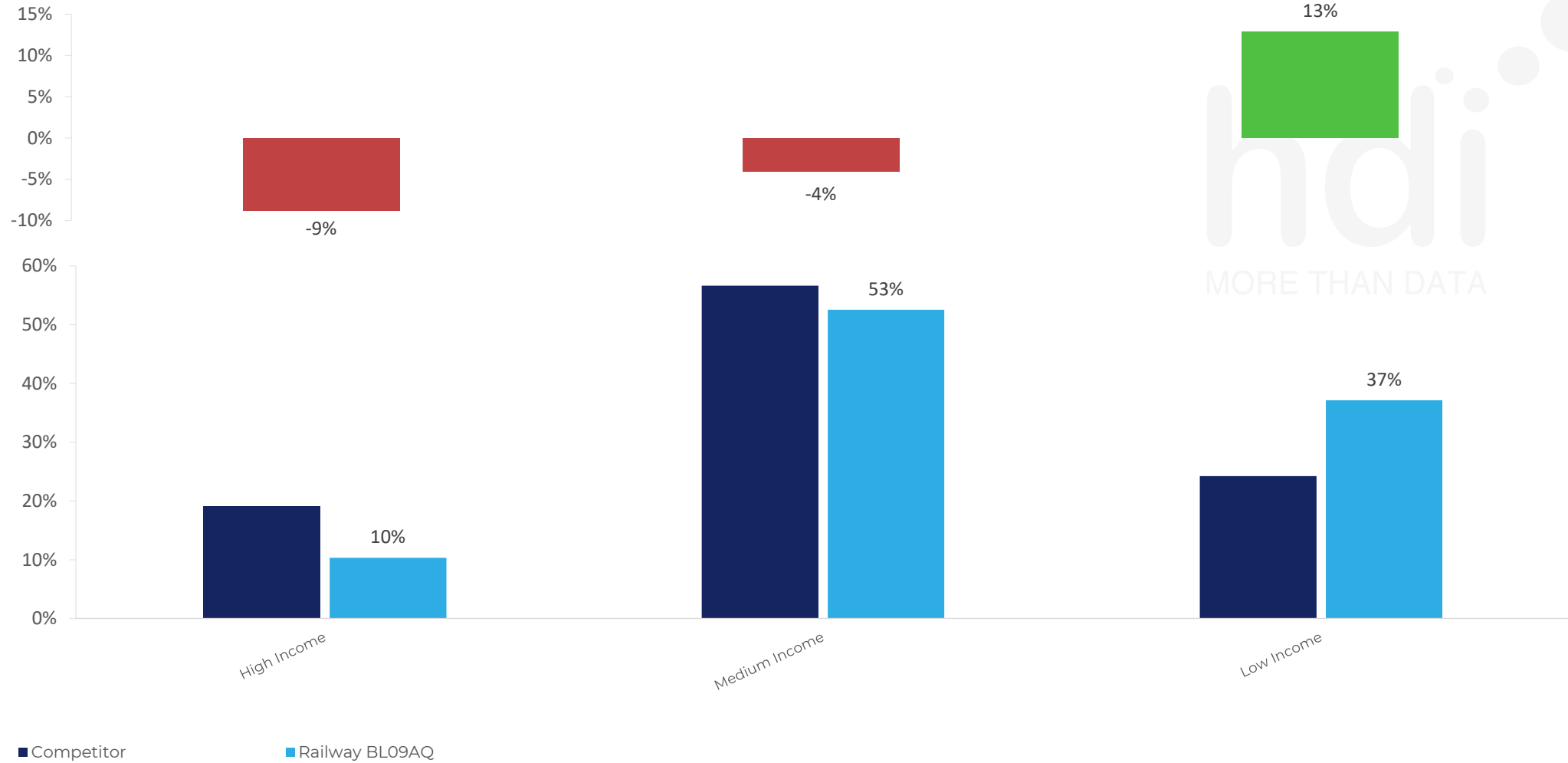
% of spend for Railway BL09AQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Age Range



Affluence

How does the affluence of customers who visit Railway BL09AQ compare versus its competitors?

% of spend for Railway BL09AQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Affluence

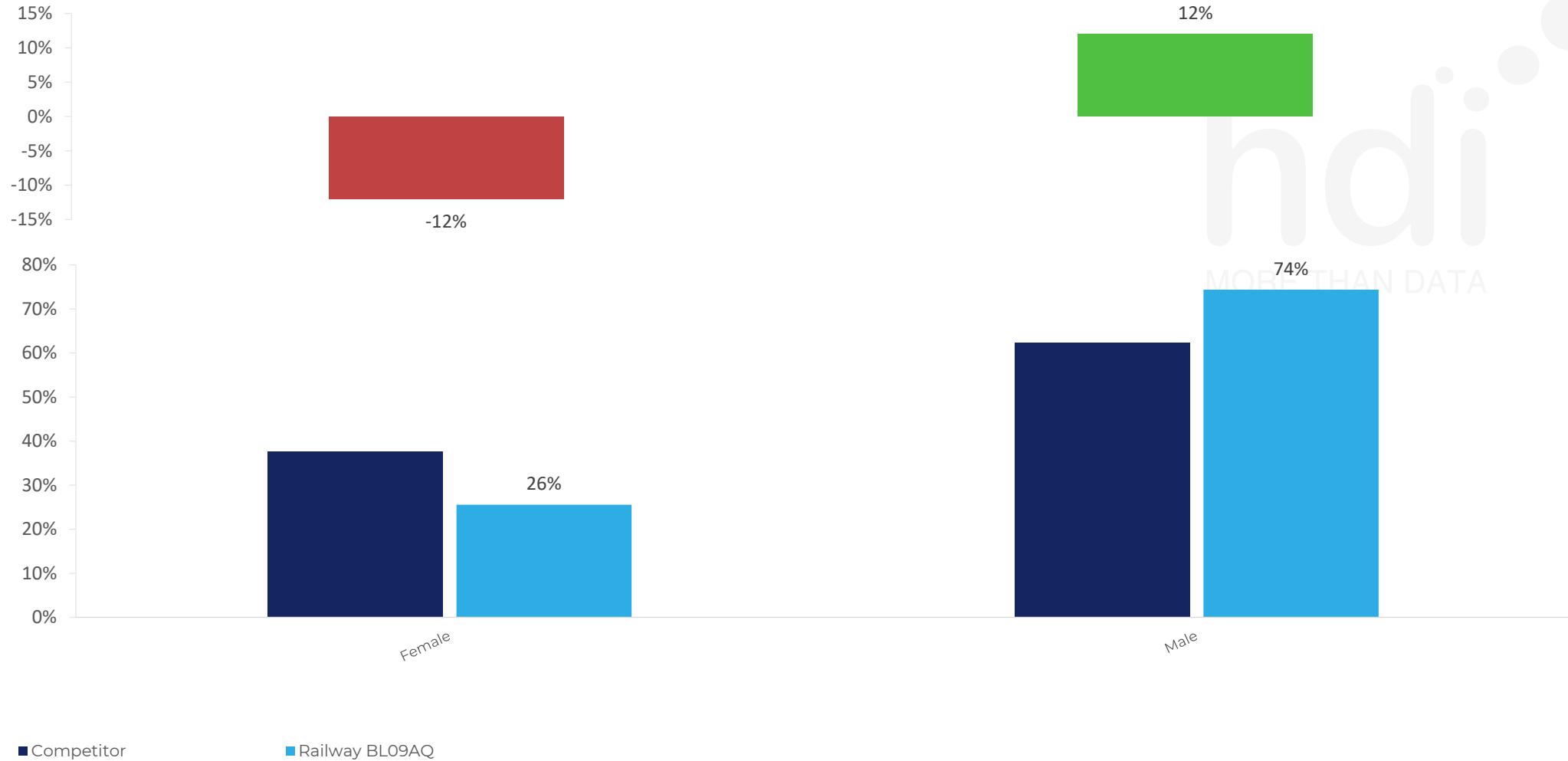




Gender

How does the gender profile of customers who visit Railway BL09AQ compare versus its competitors?

% of spend for Railway BL09AQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Gender

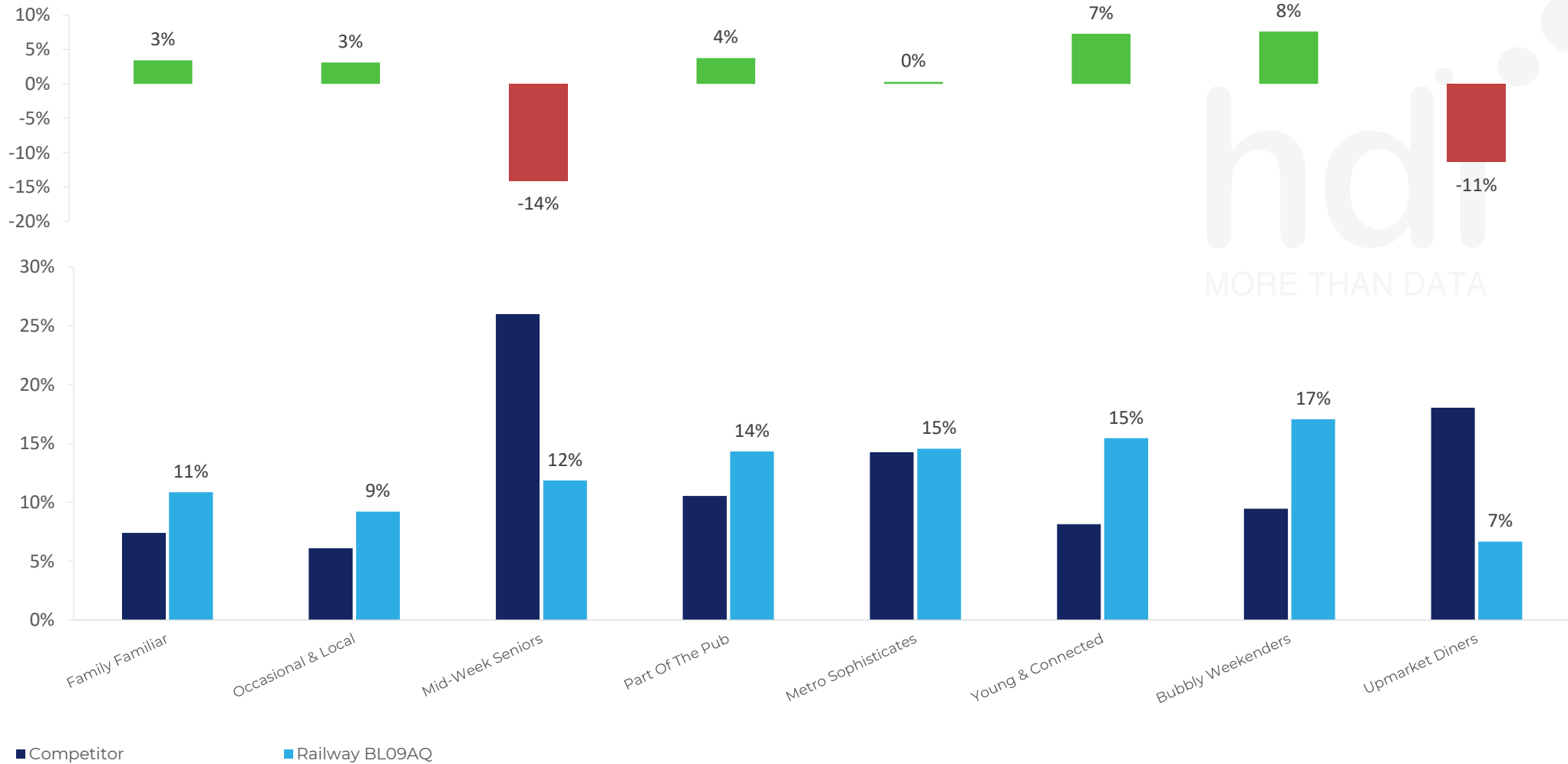




Punch Segmentation

How does the Custom segmentation profile of customers who visit Railway BL09AQ compare versus its competitors?

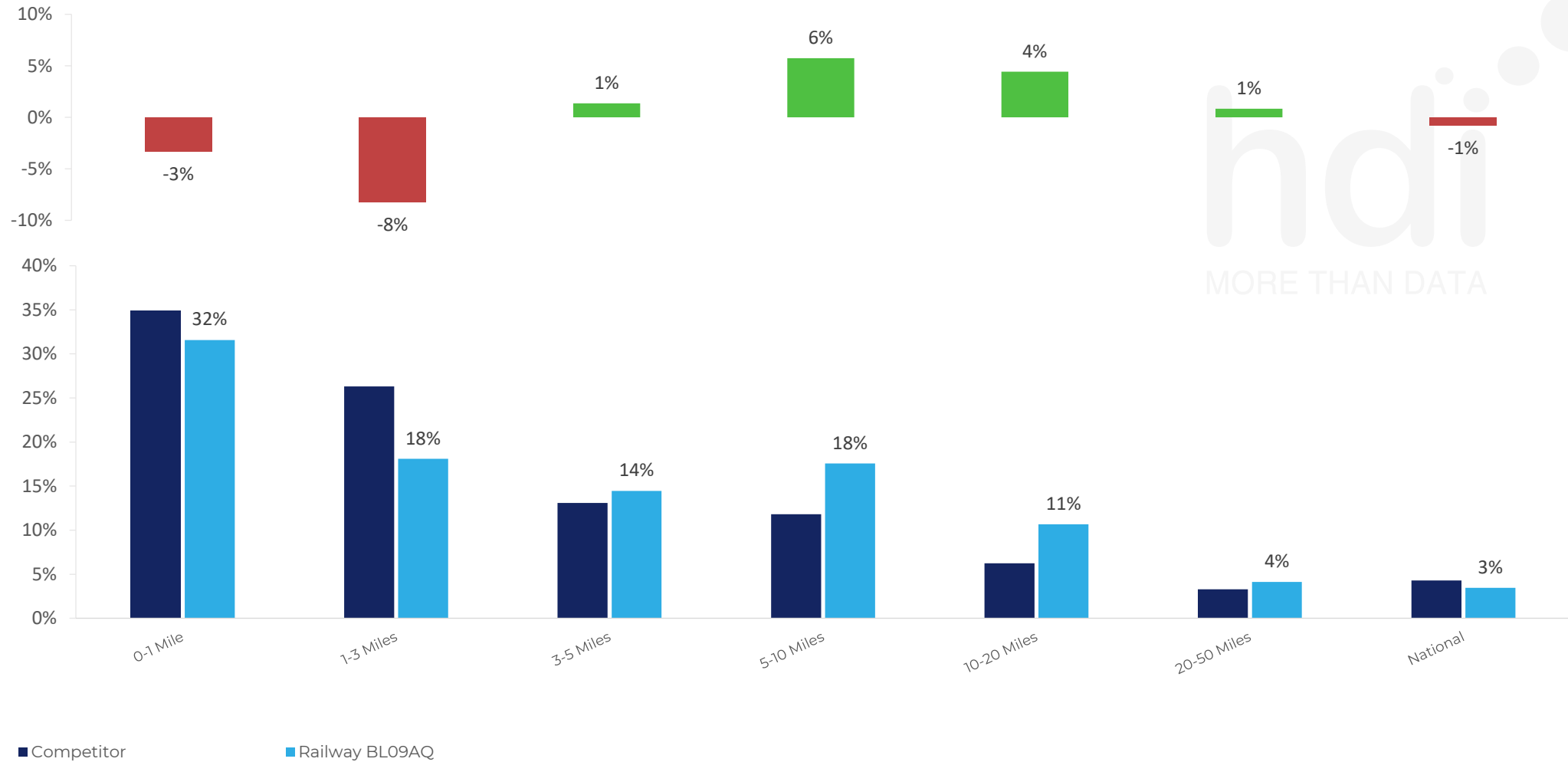
% of spend for Railway BL09AQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Segment



Spend by Distance

How does the spend profile of Railway BL09AQ compare versus its competitors based on travel distances?

% of spend for Railway BL09AQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Distance travelled

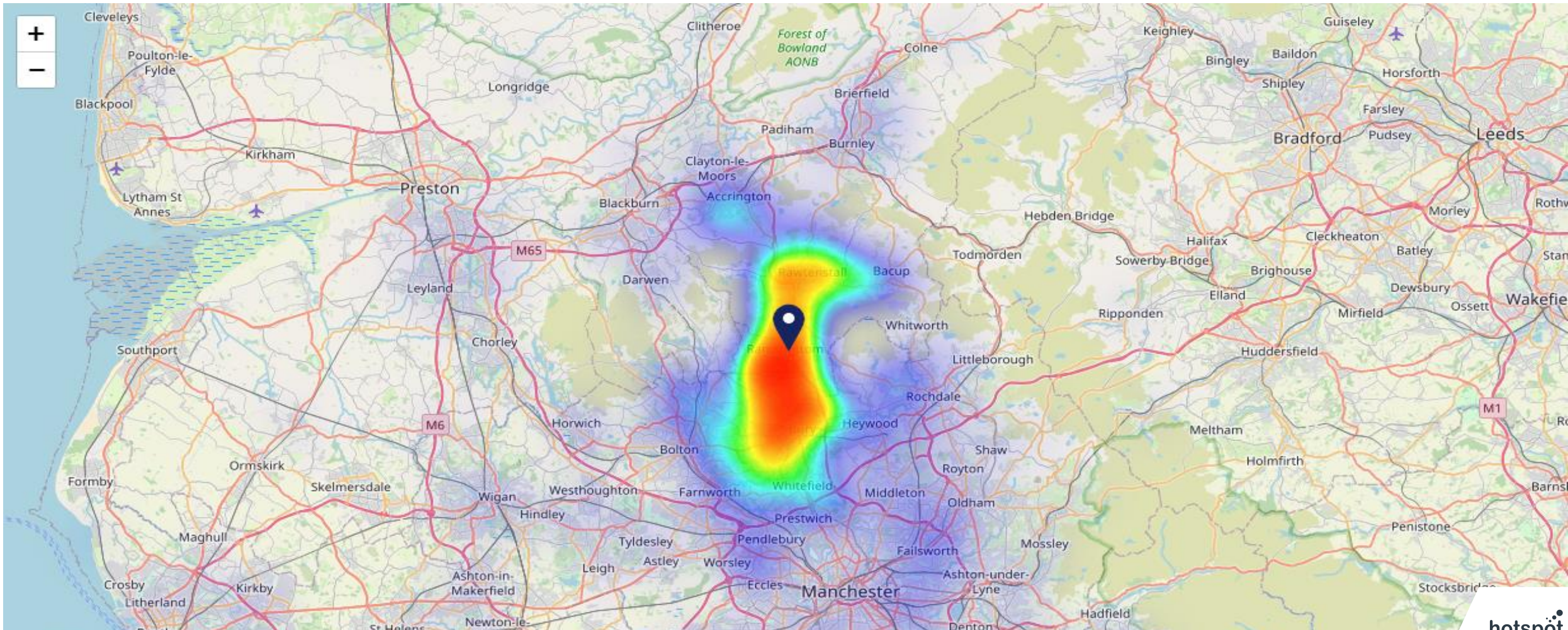




### Map of Guest Origin

Where do customers of Railway BL09AQ come from?

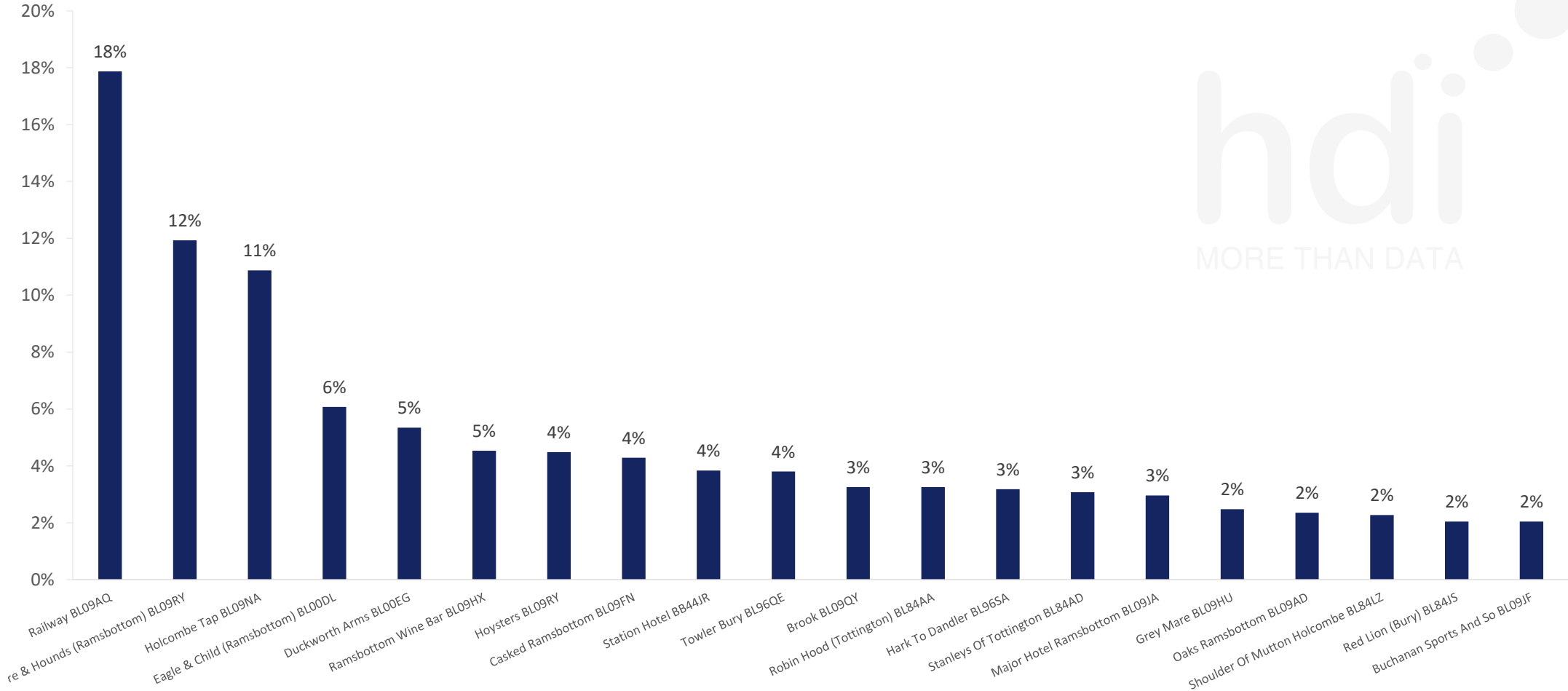
Where do customers of Railway BL09AQ for 17/01/2023 - 03/01/2024 live



Share of Wallet

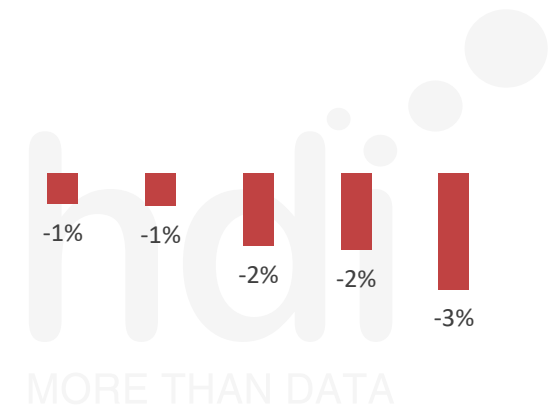
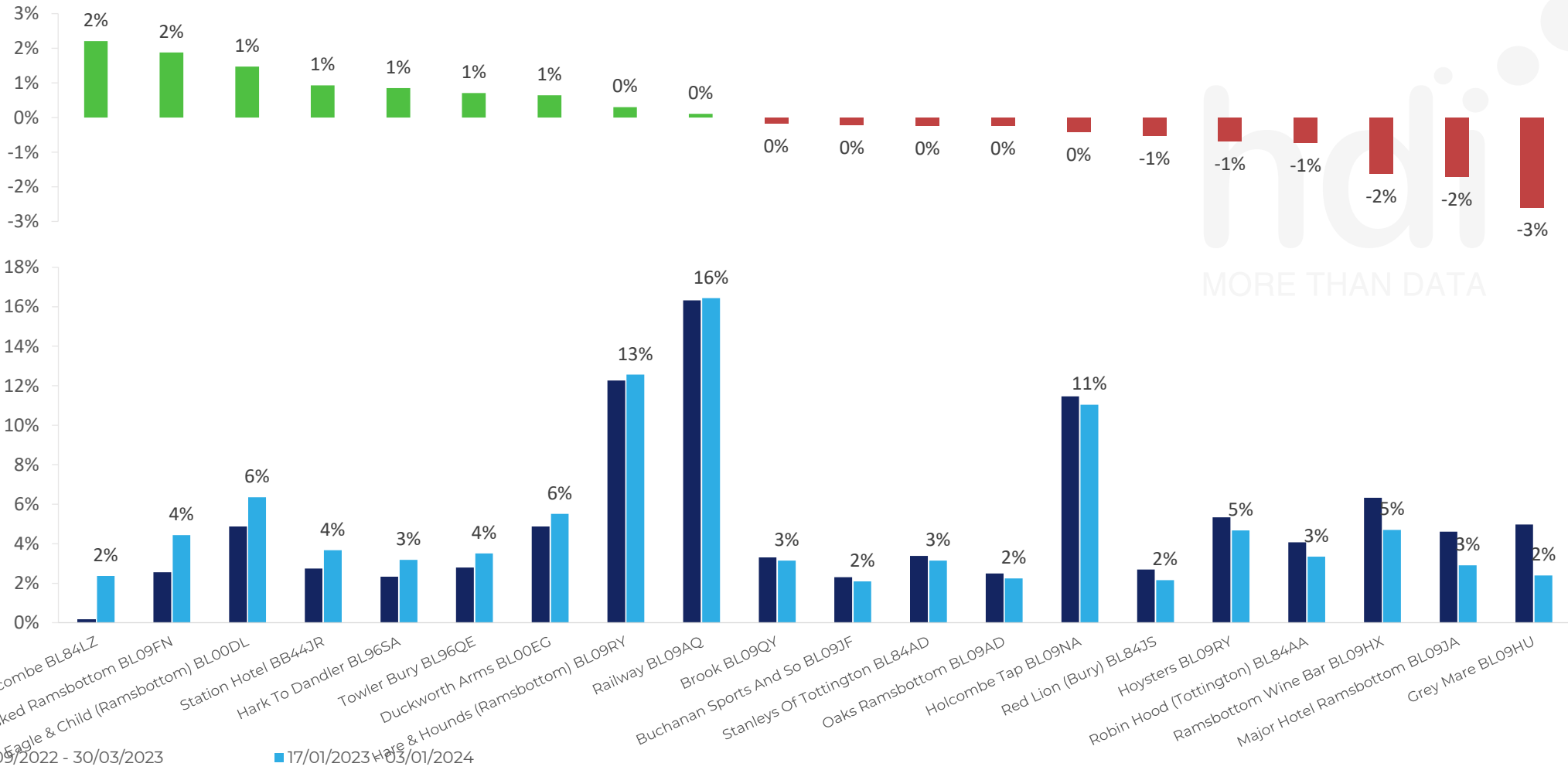
What are the Top 20 venues (by spend) that customers of Railway BL09AQ also visit?

For customers of Railway BL09AQ, who are the top 20 competitors from 97 Chains in 3 Miles for 17/01/2023 - 03/01/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Railway BL09AQ changed between two date ranges?





## Market Summary

How does the local area for Railway BL09AQ 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	£16.67M	9	£19.98M	8	£32.50M	7	£57.93M	5
Weekpart	Mon - Thu	27.9%	1	31.2%	1	34.1%	1	33.0%	1
Weekpart	Fri - Sat	51.5%	9	49.0%	9	45.6%	8	46.3%	10
Weekpart	Sun	20.5%	9	19.8%	9	20.3%	10	20.7%	10
Age	18 to 24	3.0%	3	3.7%	3	4.6%	3	4.7%	2
Age	25 to 34	15.0%	2	16.2%	3	15.6%	2	14.8%	1
Age	35 to 44	22.6%	5	24.2%	6	23.0%	5	22.2%	4
Age	45 to 54	20.0%	5	19.6%	5	20.0%	5	20.0%	5
Age	55 to 64	21.7%	9	20.3%	8	20.5%	9	21.4%	10
Age	65 to 74	11.2%	9	10.0%	8	9.7%	8	10.3%	9
Age	75+	6.7%	9	5.9%	9	6.6%	10	6.6%	10
CAMEO	Business Elite	6.4%	5	6.2%	5	6.5%	5	6.5%	5
CAMEO	Prosperous Professionals	5.8%	5	5.7%	5	5.3%	4	5.2%	4
CAMEO	Flourishing Society	9.1%	4	8.7%	4	8.8%	3	8.9%	3
CAMEO	Content Communities	20.1%	10	19.3%	10	18.9%	10	18.8%	10
CAMEO	White Collar Neighbourhoods	10.3%	5	10.2%	4	10.5%	4	11.3%	5
CAMEO	Enterprising Mainstream	8.8%	6	8.9%	6	9.0%	6	8.7%	6
CAMEO	Paying The Mortgage	18.4%	8	18.4%	8	19.2%	9	17.7%	8
CAMEO	Cash Conscious Communities	12.8%	8	13.3%	8	12.4%	8	12.0%	8
CAMEO	On A Budget	4.8%	4	5.2%	4	5.4%	4	5.6%	4
CAMEO	Family Value	3.5%	6	4.1%	7	4.2%	7	5.1%	7
Affluence	AB	21.3%	4	20.6%	4	20.6%	4	20.7%	3
Affluence	C1C2	57.6%	9	56.8%	9	57.5%	9	56.5%	9
Affluence	DE	21.0%	6	22.6%	6	21.9%	6	22.8%	7