

Site Summary



Red Lion HD63EL

HD63EL

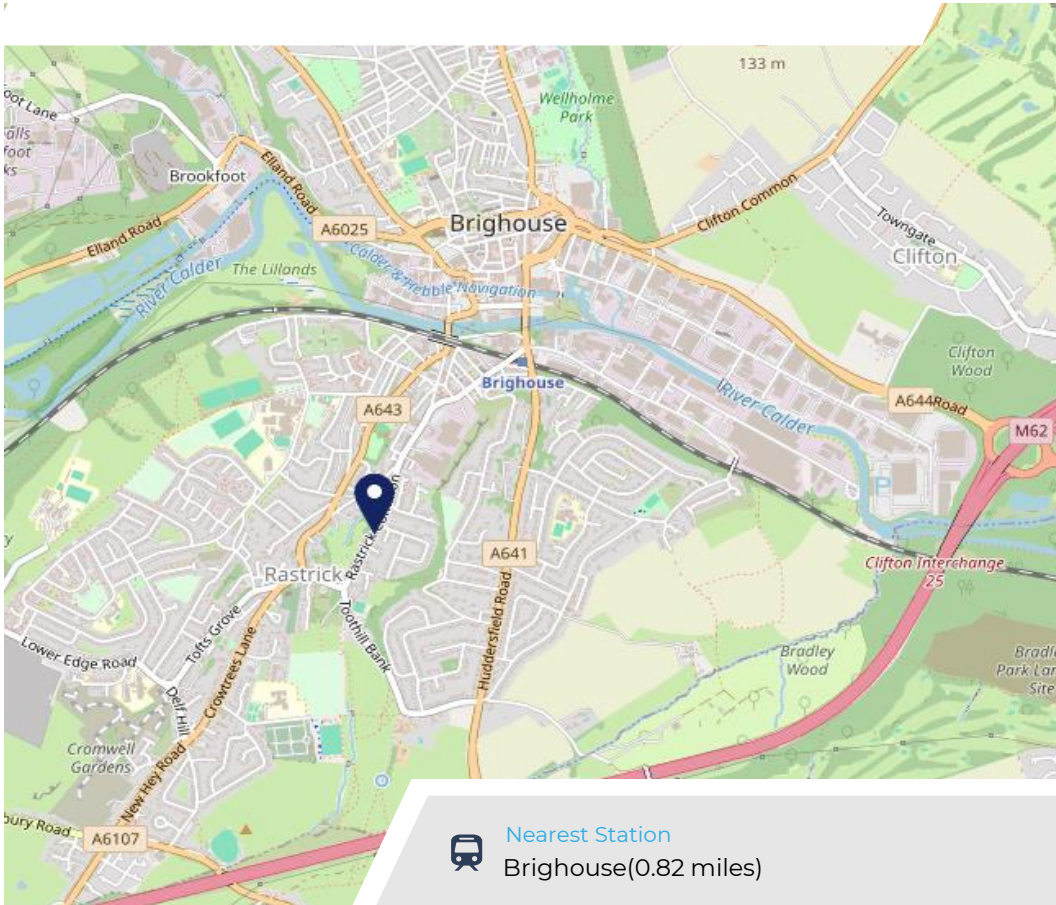
Punch T&L

Work Area
Halifax

Region
Yorkshire and The Humber

TV Region
Yorkshire

Urbanicity
Urban major conurbation



ATV
£11.87



Gender
71.53%
Male



Affluence
65.46%
Middle Income



Segmentation
34.21%
White Collar Neighbourhoods



Age Group
42.31%
55 to 64



Visit Day
29.62%
Sun

Top Competitors

Four Sons Inn **#1**
HD63QP
 Pub / Bar

George Brighouse **#2**
HD61AQ
 Craft Union

Black Bull Hotel Brighouse **#3**
HD61EA
 Craft Union

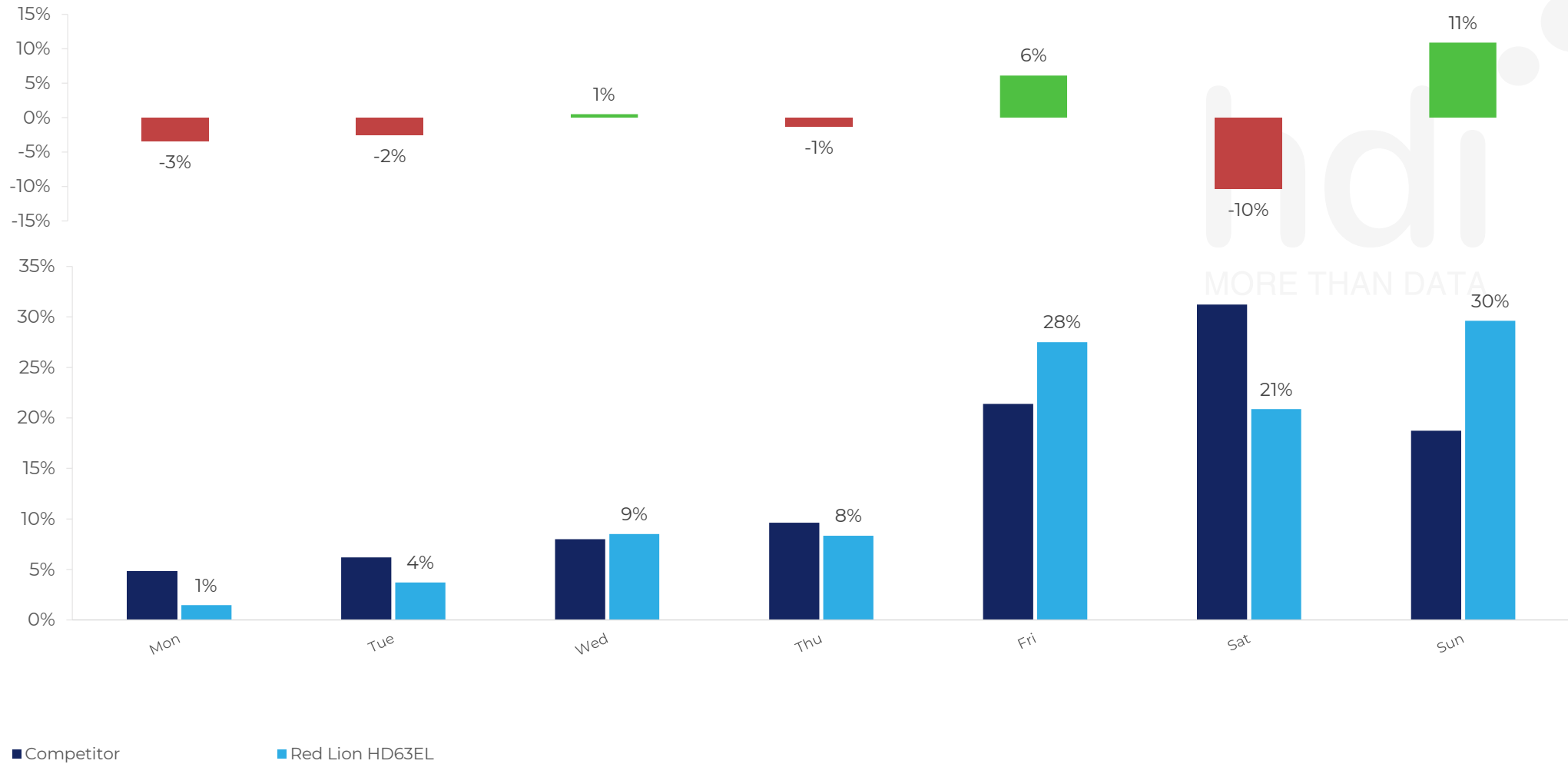


Nearest Station
Brighouse(0.82 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Red Lion HD63EL versus its competitors?

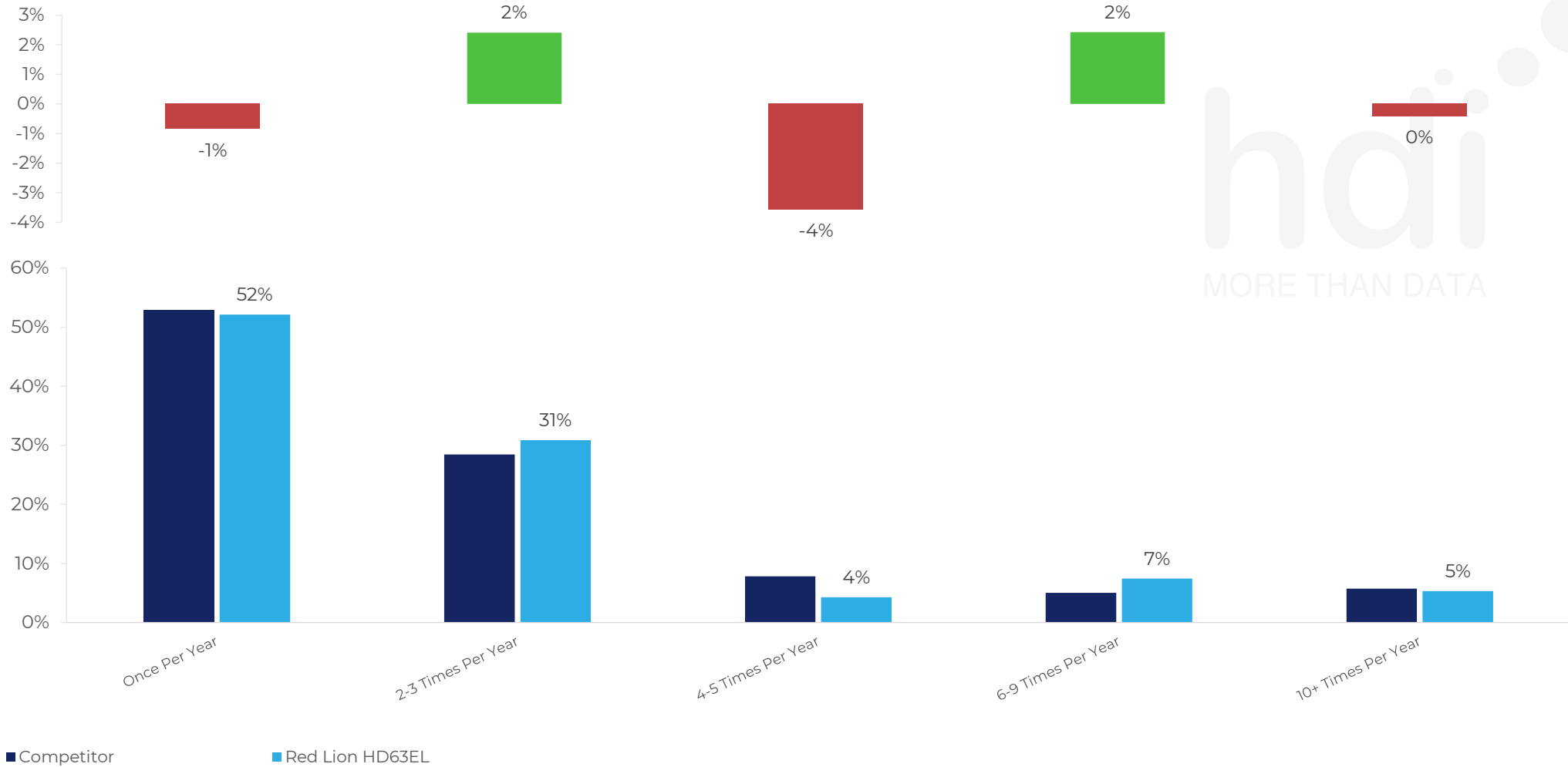
% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Day of Week



Visit Frequency

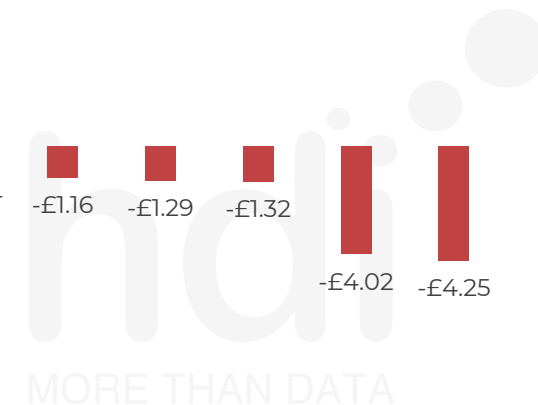
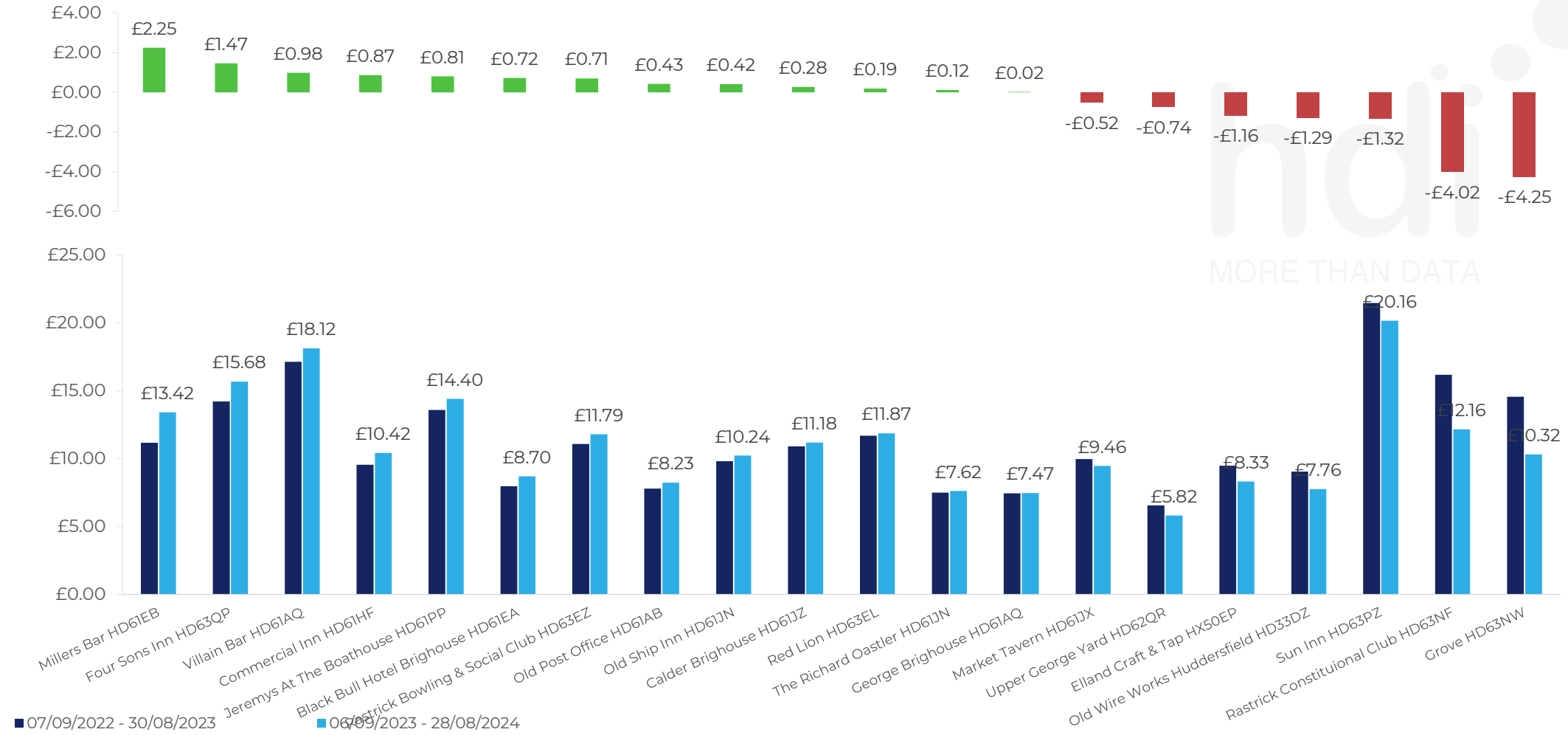
How frequently per year do customers visit Red Lion HD63EL versus its competitors?

% of customer numbers for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 and the number of visits made Per Annum



ATV Change

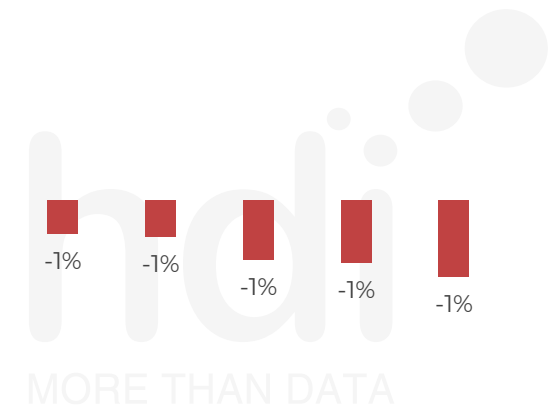
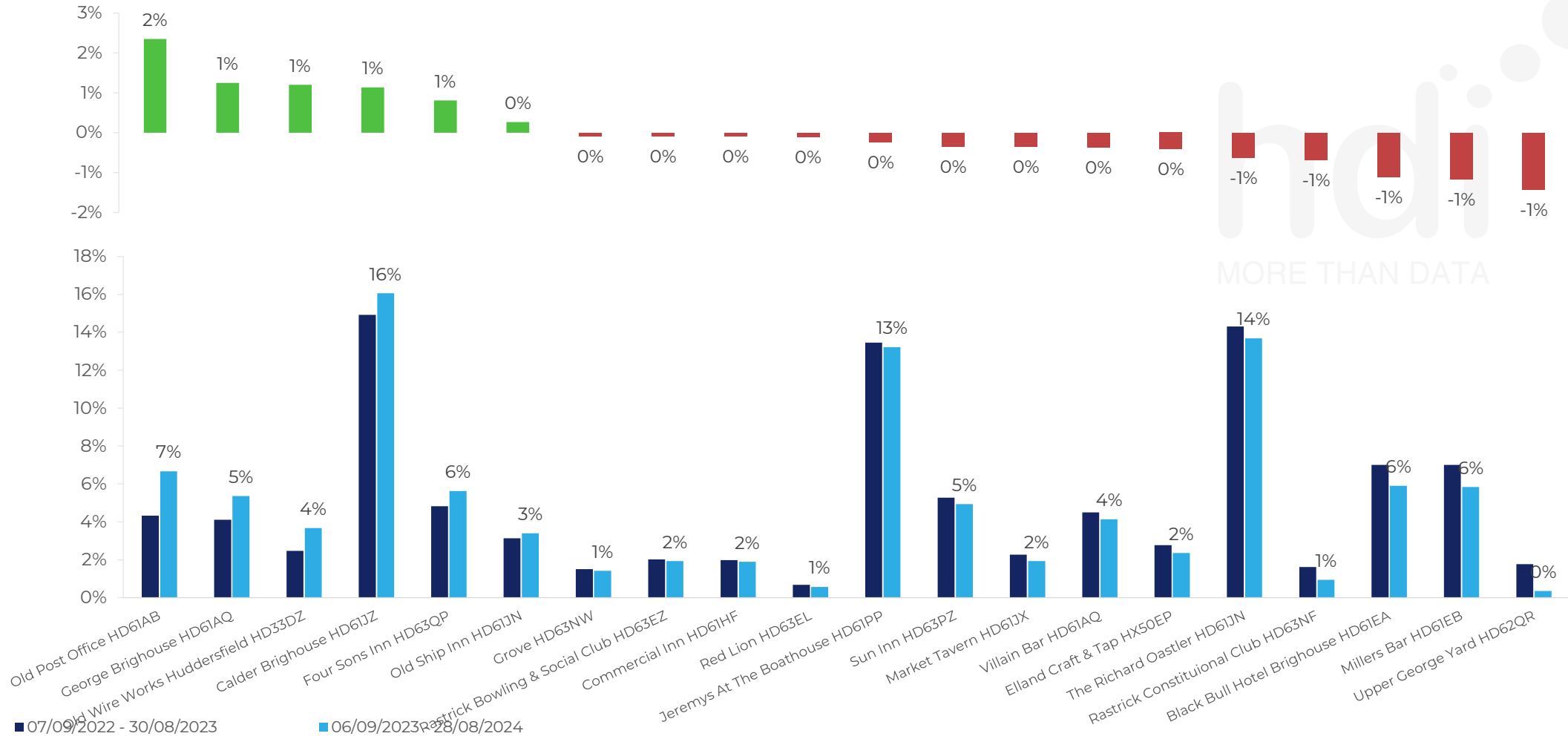
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

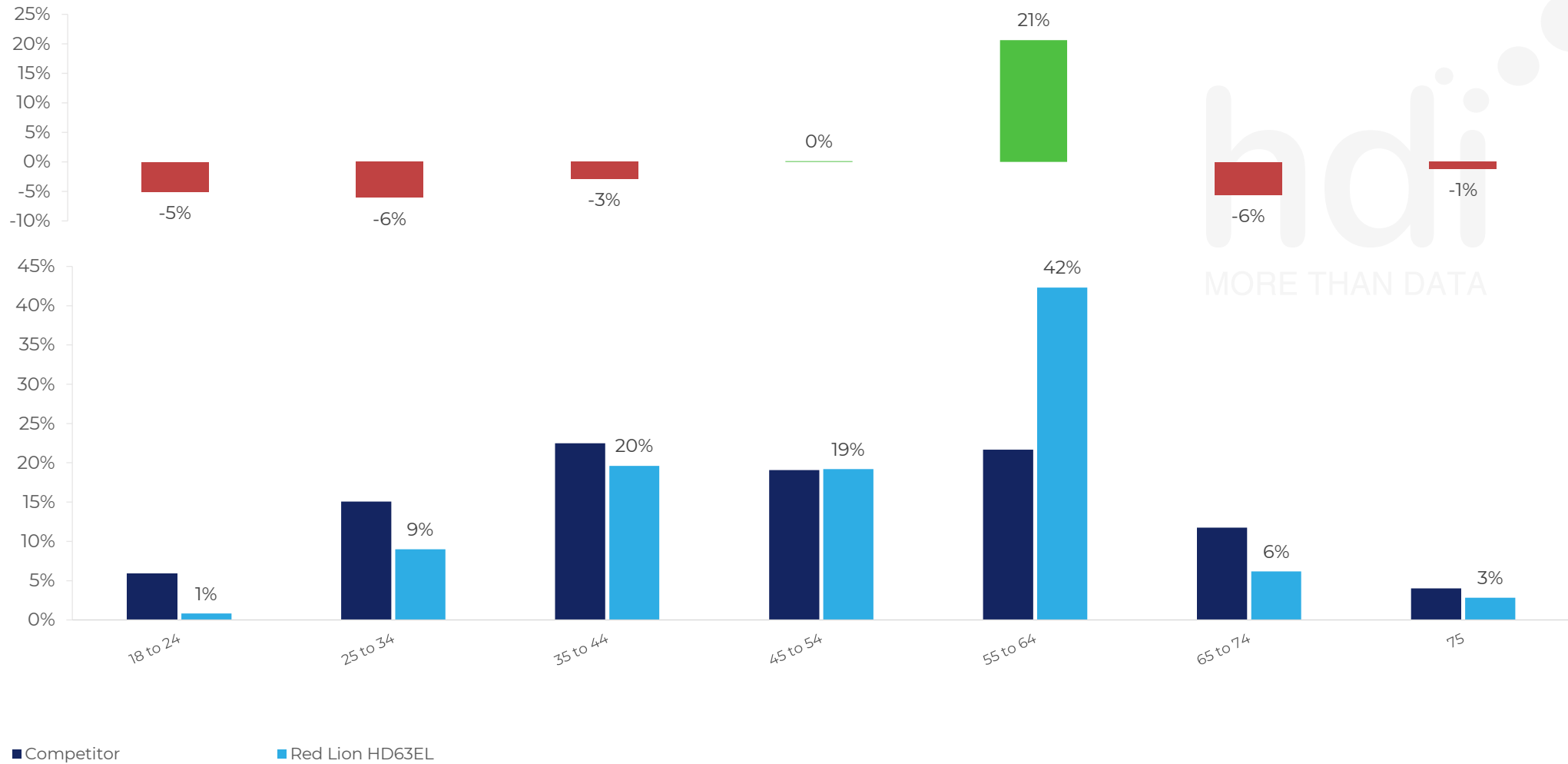
% of market share spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024



Age

How does the age profile of customers who visit Red Lion HD63EL compare versus its competitors?

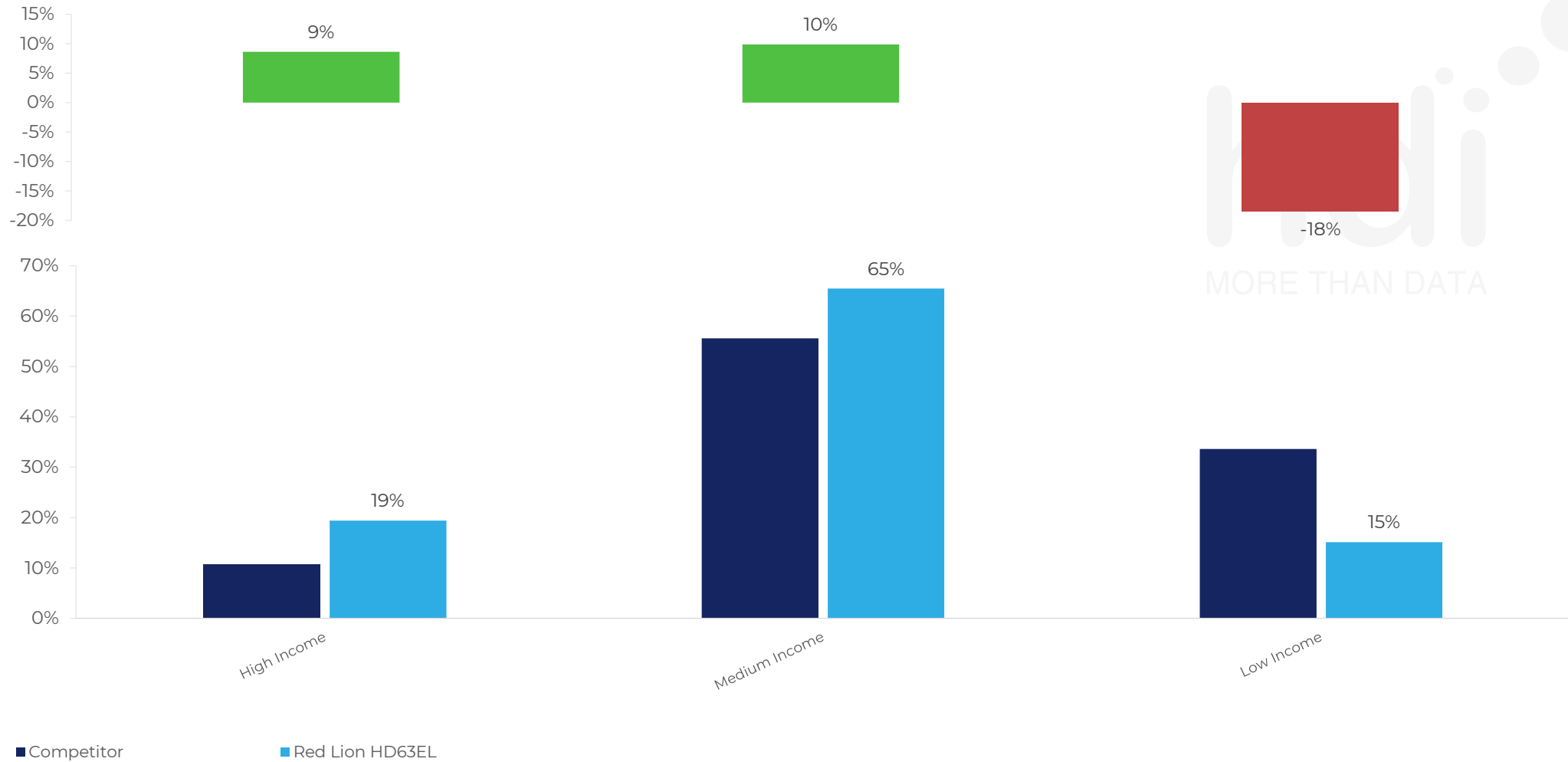
% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Age Range



Affluence

How does the affluence of customers who visit Red Lion HD63EL compare versus its competitors?

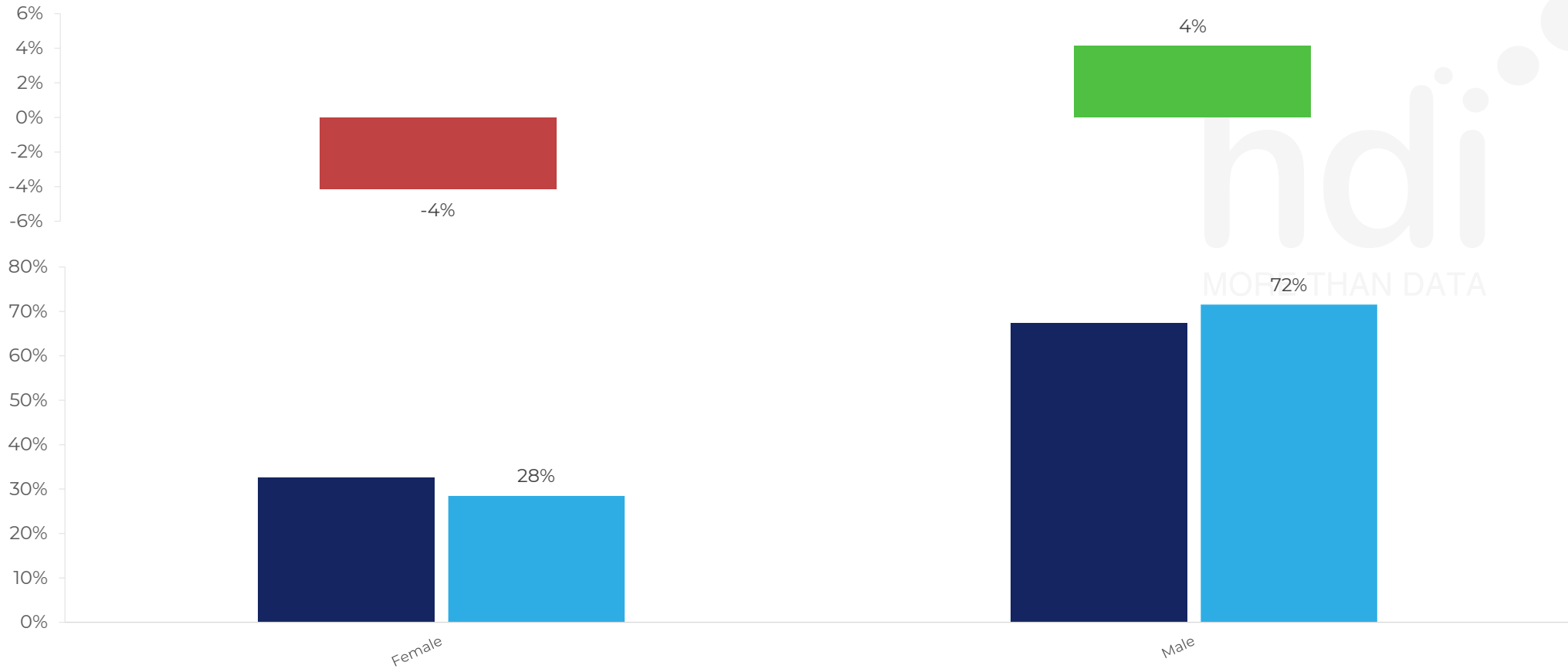
% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Affluence



Gender

How does the gender profile of customers who visit Red Lion HD63EL compare versus its competitors?

% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Gender



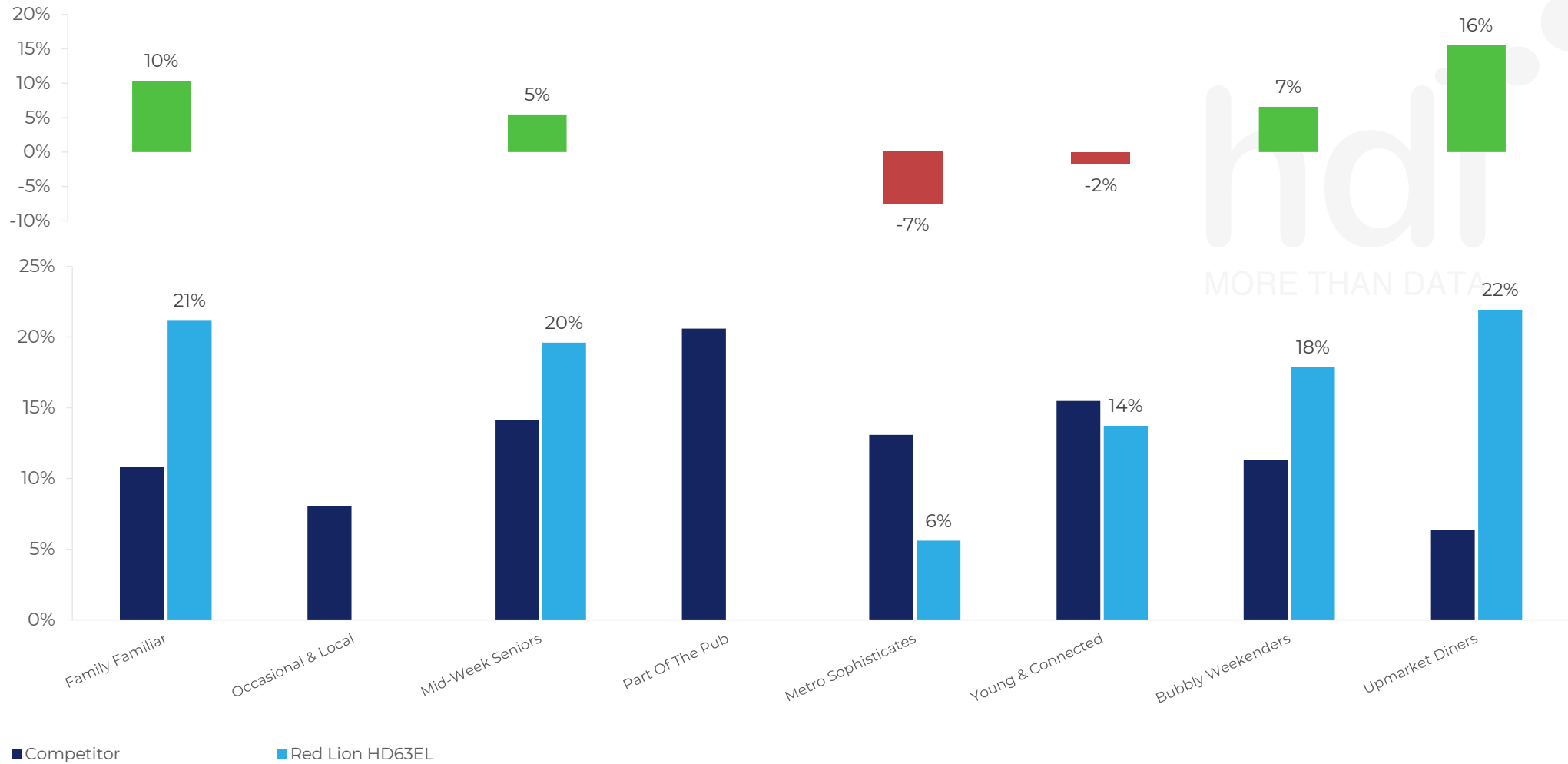
■ Competitor

■ Red Lion HD63EL

Punch Segmentation

How does the Custom segmentation profile of customers who visit Red Lion HD63EL compare versus its competitors?

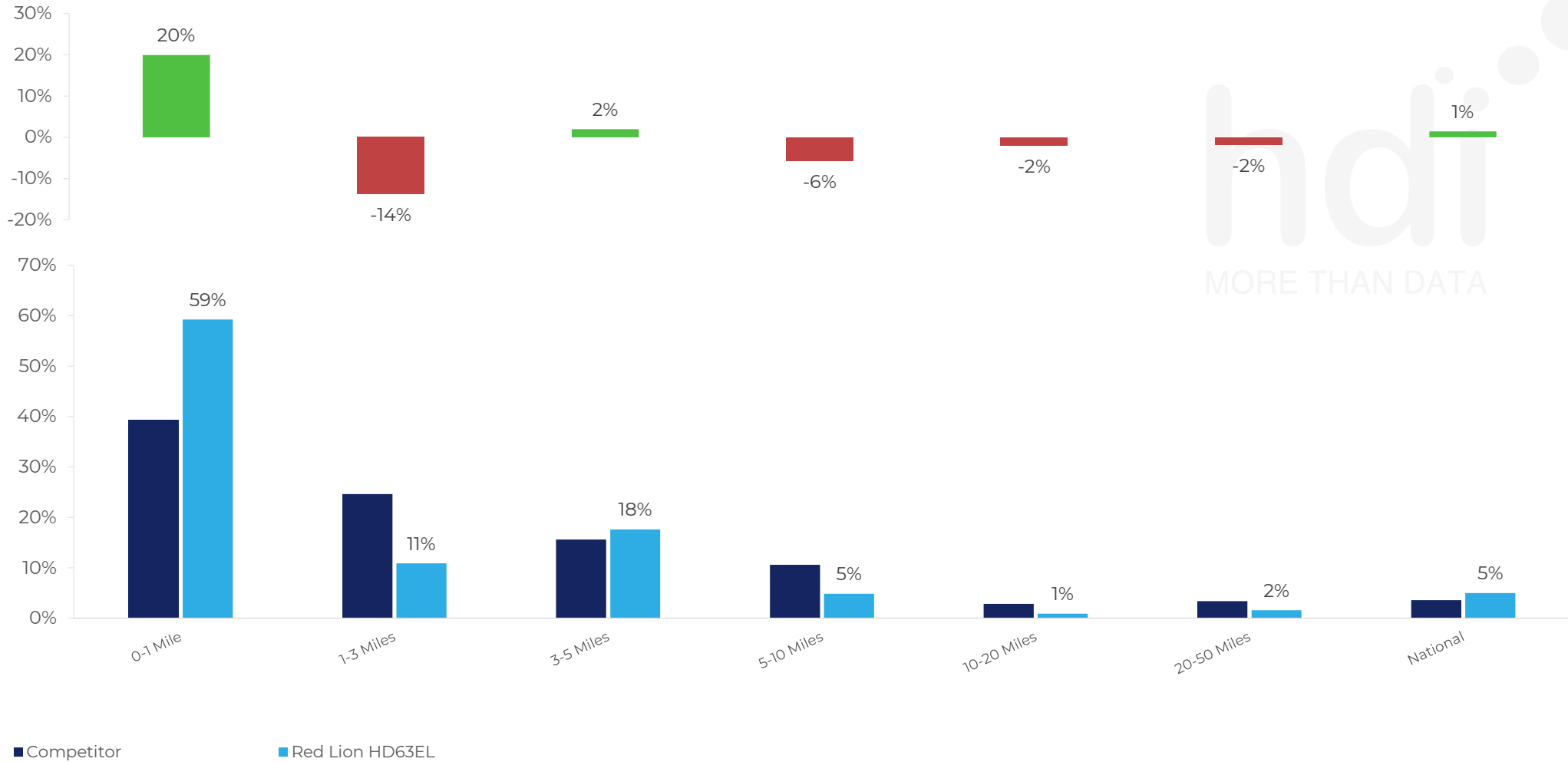
% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Segment



Spend by Distance

How does the spend profile of Red Lion HD63EL compare versus its competitors based on travel distances?

% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Distance travelled

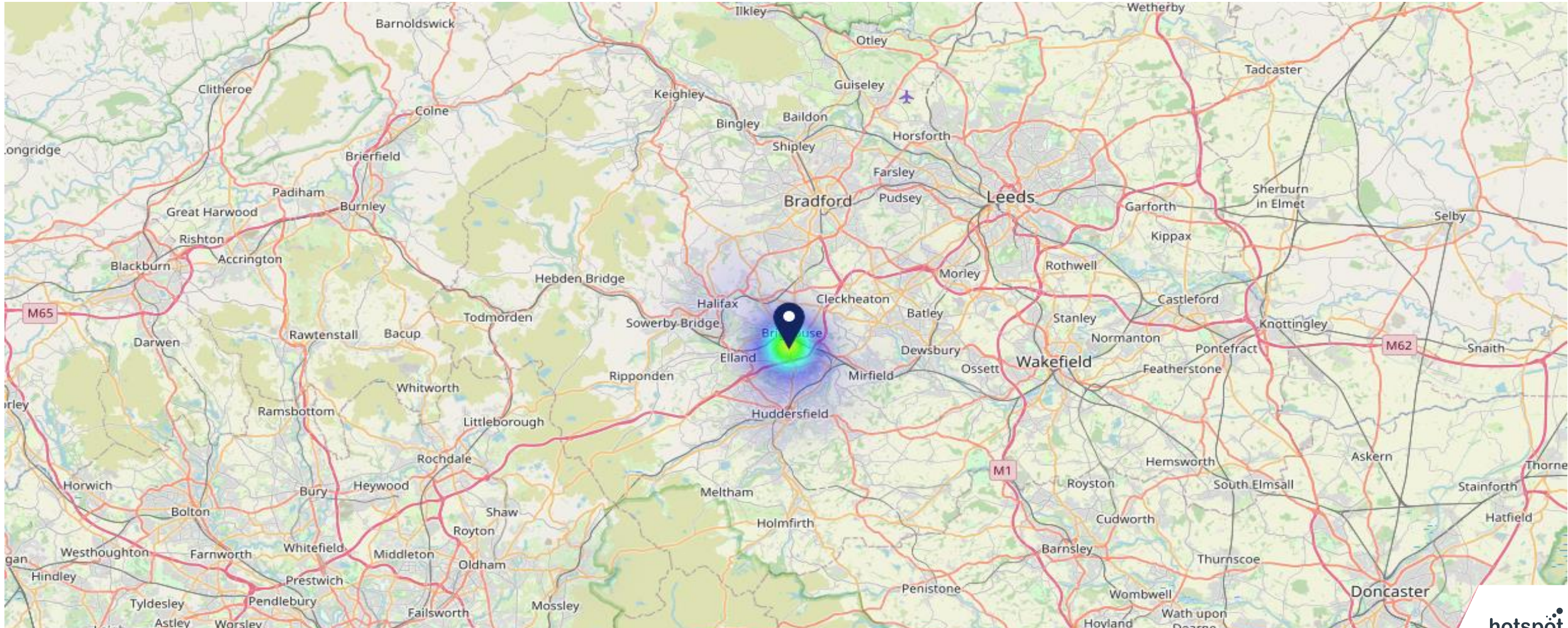




Map of Guest Origin

Where do customers of Red Lion HD63EL come from?

Where do customers of Red Lion HD63EL for 06/09/2023 - 28/08/2024 live

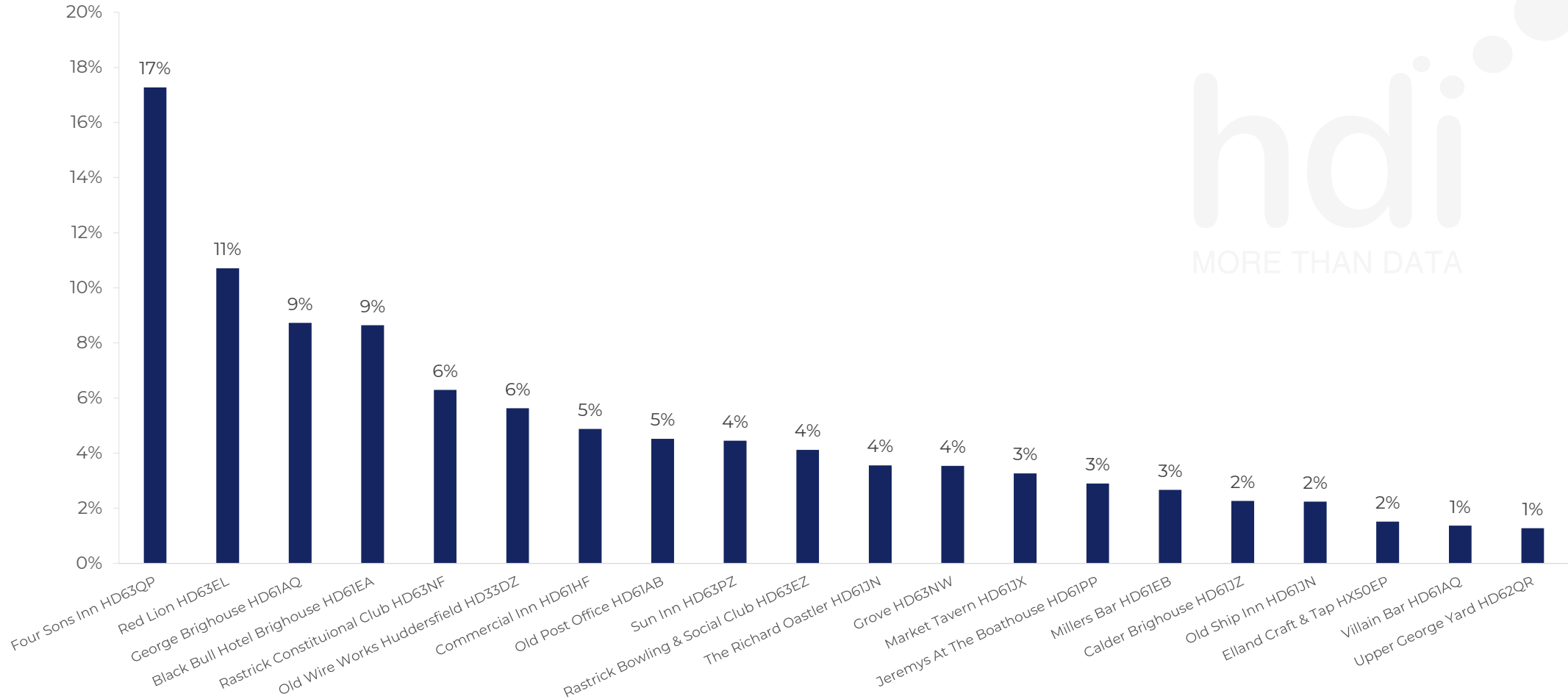




Share of Wallet

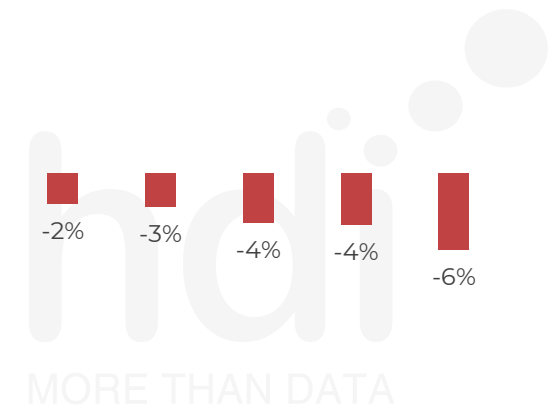
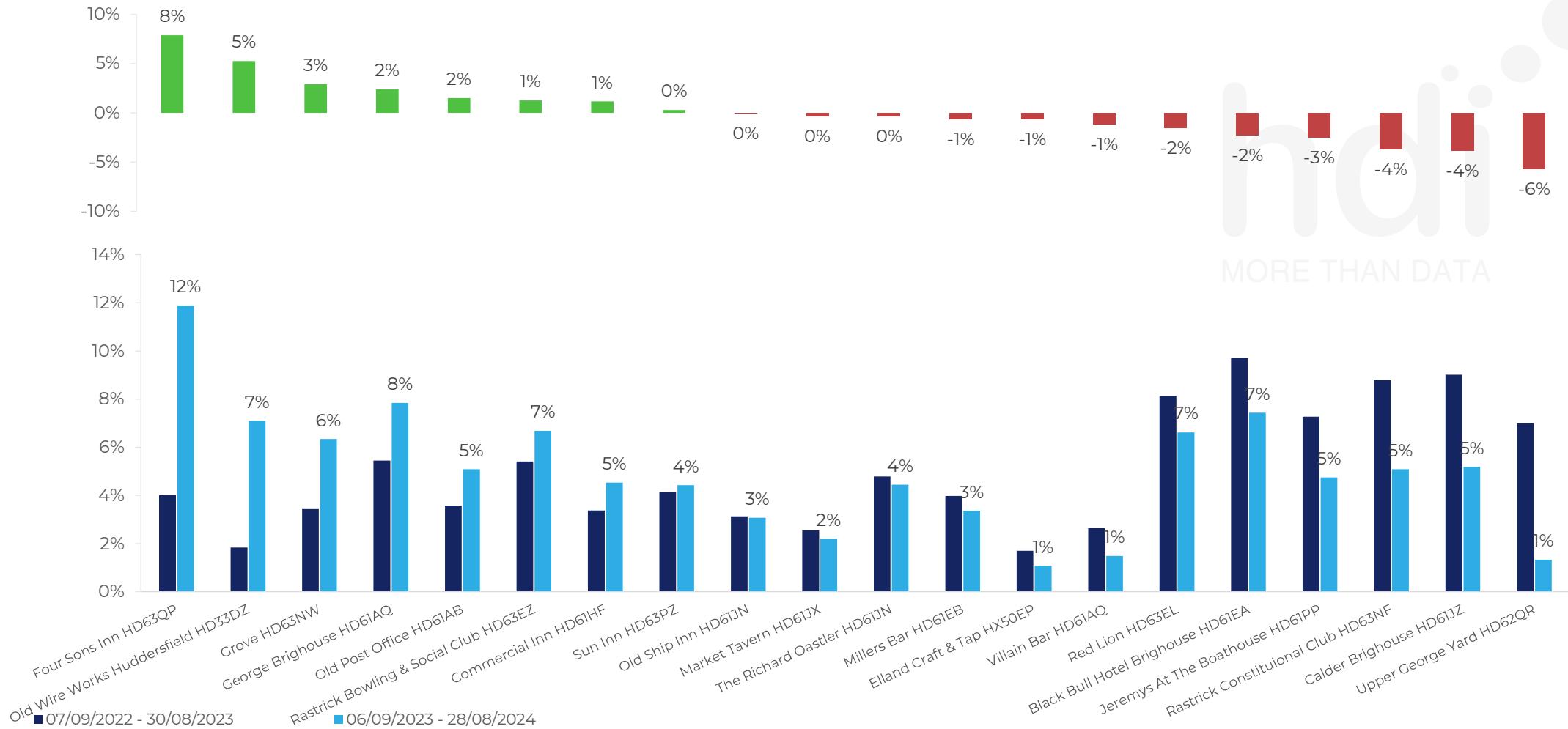
What are the Top 20 venues (by spend) that customers of Red Lion HD63EL also visit?

For customers of Red Lion HD63EL, who are the top 20 competitors from 97 Chains in 3 Miles for 06/09/2023 - 28/08/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Red Lion HD63EL changed between two date ranges?



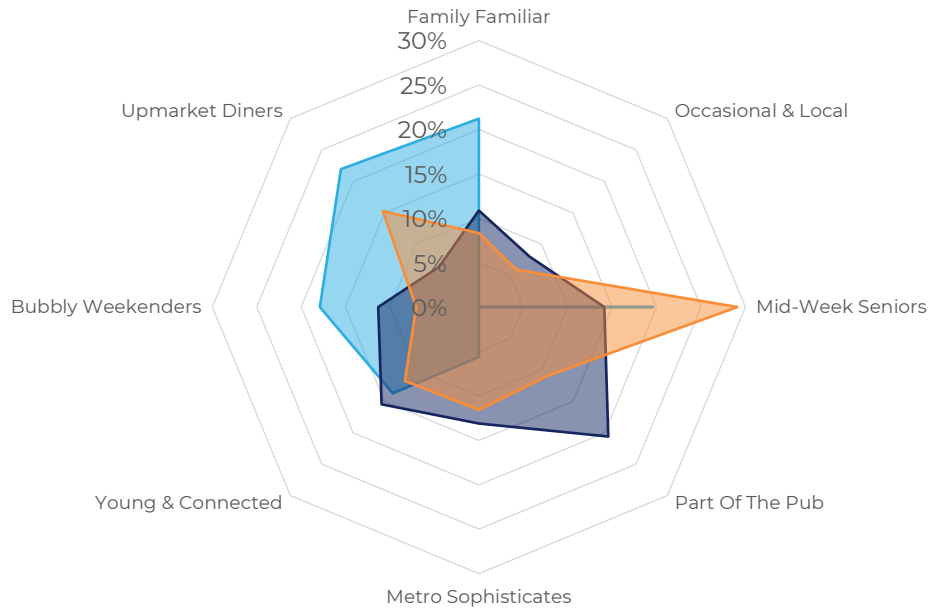
 Market Summary

How does the local area for Red Lion HD63EL 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	£39K	1	£300K	2	£14.07M	5	£83.68M	6
Weekpart	Mon - Thu	22.0%	1	29.3%	1	32.1%	1	40.8%	4
Weekpart	Fri - Sat	48.4%	8	47.2%	8	51.6%	10	42.0%	5
Weekpart	Sun	29.6%	10	23.5%	10	16.3%	7	17.1%	9
Age	18 to 24	0.8%	1	0.8%	1	6.6%	5	6.7%	5
Age	25 to 34	9.0%	1	8.6%	1	16.2%	2	17.9%	3
Age	35 to 44	19.6%	3	14.2%	1	23.5%	6	25.8%	8
Age	45 to 54	19.2%	4	44.4%	10	20.7%	6	19.9%	5
Age	55 to 64	42.3%	10	26.1%	10	19.2%	8	17.5%	8
Age	65 to 74	6.2%	5	4.1%	3	10.2%	9	8.4%	8
Age	75+	2.8%	7	1.8%	4	3.7%	8	3.8%	8
CAMEO	Business Elite	2.7%	3	2.1%	2	2.5%	2	3.1%	2
CAMEO	Prosperous Professionals	12.2%	10	1.6%	1	2.9%	2	3.1%	2
CAMEO	Flourishing Society	4.5%	2	2.1%	1	7.1%	2	7.0%	2
CAMEO	Content Communities	3.5%	1	6.0%	1	9.6%	2	9.7%	2
CAMEO	White Collar Neighbourhoods	34.2%	10	36.3%	10	11.8%	6	10.4%	4
CAMEO	Enterprising Mainstream	6.7%	5	19.8%	10	14.9%	10	14.4%	10
CAMEO	Paying The Mortgage	21.1%	9	15.4%	6	19.2%	9	18.4%	8
CAMEO	Cash Conscious Communities	0.9%	1	5.5%	3	14.0%	9	15.5%	10
CAMEO	On A Budget	10.7%	8	8.1%	7	11.0%	9	9.7%	9
CAMEO	Family Value	3.6%	6	3.1%	6	6.9%	8	8.7%	9
Affluence	AB	19.4%	4	5.7%	1	12.5%	2	13.3%	2
Affluence	C1C2	65.5%	10	77.5%	10	55.6%	9	52.8%	8
Affluence	DE	15.1%	4	16.8%	4	31.9%	9	34.0%	9



Mix of spend by customer segment in Punch site and local market



■ Red Lion

■ Local Catchment

■ Punch T&L

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Red Lion	16	21.21%	0.00%	19.60%	0.00%	5.61%	13.72%	17.90%	21.94%
Local Catchment	3497	10.87%	8.07%	14.13%	20.60%	13.09%	15.49%	11.33%	6.37%
Punch T&L	103132	8.32%	5.96%	29.09%	10.93%	11.57%	11.74%	7.07%	15.28%
Red Lion vs Local Catchment		10.34%	0.00%	5.47%	0.00%	-7.48%	-1.77%	6.57%	15.57%
Red Lion vs Punch T&L		12.89%	0.00%	-9.49%	0.00%	-5.96%	1.98%	10.83%	6.66%
Local Catchment vs Punch T&L		2.55%	2.11%	-14.96%	9.67%	1.52%	3.75%	4.26%	-8.91%

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
Four Sons Inn HD63QP	105	6.85%	4.74%	58.94%	3.06%	4.18%	8.05%	7.52%	6.62%
Red Lion HD63EL	16	21.21%	0.00%	19.60%	0.00%	5.61%	13.72%	17.90%	21.94%
George Brighthouse HD61AQ	276	17.55%	7.29%	4.59%	14.15%	10.75%	27.75%	15.27%	2.62%
Black Bull Hotel Brighthouse HD61EA	264	20.50%	6.97%	2.17%	13.44%	10.01%	27.97%	17.63%	1.26%
Rastrick Constituional Club HD63NF	3	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Old Wire Works Huddersfield HD33DZ	105	10.12%	26.08%	0.72%	32.92%	3.24%	11.47%	14.71%	0.70%
Commercial Inn HD61HF	87	6.05%	2.52%	8.71%	15.64%	10.49%	30.17%	19.19%	7.19%
Old Post Office HD61AB	358	9.31%	5.67%	6.75%	25.58%	12.66%	21.91%	14.29%	3.80%
Sun Inn HD63PZ	91	5.16%	14.24%	22.56%	3.94%	6.06%	10.22%	23.45%	14.33%
Rastrick Bowling & Social Club HD63EZ	56	4.02%	57.25%	12.63%	6.72%	9.12%	4.30%	2.58%	3.33%
The Richard Oastler HD61JN	674	17.16%	7.16%	13.62%	18.84%	6.69%	20.19%	10.99%	5.31%
Grove HD63NW	31	15.04%	1.76%	14.32%	21.78%	18.37%	13.21%	15.49%	0.00%
Market Tavern HD61JX	55	3.01%	3.70%	33.82%	40.51%	15.14%	1.81%	0.52%	1.45%
Jeremys At The Boathouse HD61PP	526	15.67%	2.60%	11.85%	6.76%	10.72%	25.30%	18.74%	8.32%
Millers Bar HD61EB	279	13.84%	3.71%	10.87%	6.16%	10.41%	26.36%	20.09%	8.52%
Calder Brighthouse HD61JZ	567	15.42%	5.76%	7.57%	12.20%	11.21%	31.03%	14.15%	2.62%
Old Ship Inn HD61JN	223	15.74%	10.25%	6.12%	19.99%	11.27%	21.99%	10.92%	3.69%
Elland Craft & Tap HX50EP	46	7.57%	1.91%	4.13%	46.60%	27.98%	6.31%	2.46%	3.01%
Villain Bar HD61AQ	168	21.50%	3.12%	5.51%	3.16%	6.37%	21.28%	21.00%	18.02%
Upper George Yard HD62QR	13	6.94%	31.83%	28.62%	0.00%	29.87%	1.47%	0.00%	1.24%
Red Rooster HD62QR	14	0.00%	50.19%	8.17%	2.39%	6.70%	10.19%	20.42%	1.90%
Cavalry Arms HD33BR	51	1.69%	2.76%	3.53%	36.35%	13.75%	9.61%	17.79%	14.47%
Dusty Miller HD62PB	152	5.47%	3.86%	7.69%	31.70%	23.86%	16.01%	5.72%	5.65%
Shepherd's Arms HD22NB	48	19.94%	6.78%	22.49%	5.83%	11.79%	6.96%	11.53%	14.64%
Junction Inn Huddersfield HD14LA	86	0.93%	1.45%	0.35%	91.84%	1.18%	1.92%	1.21%	1.08%