



Site Summary



White Lion BB186NX

BB186NX

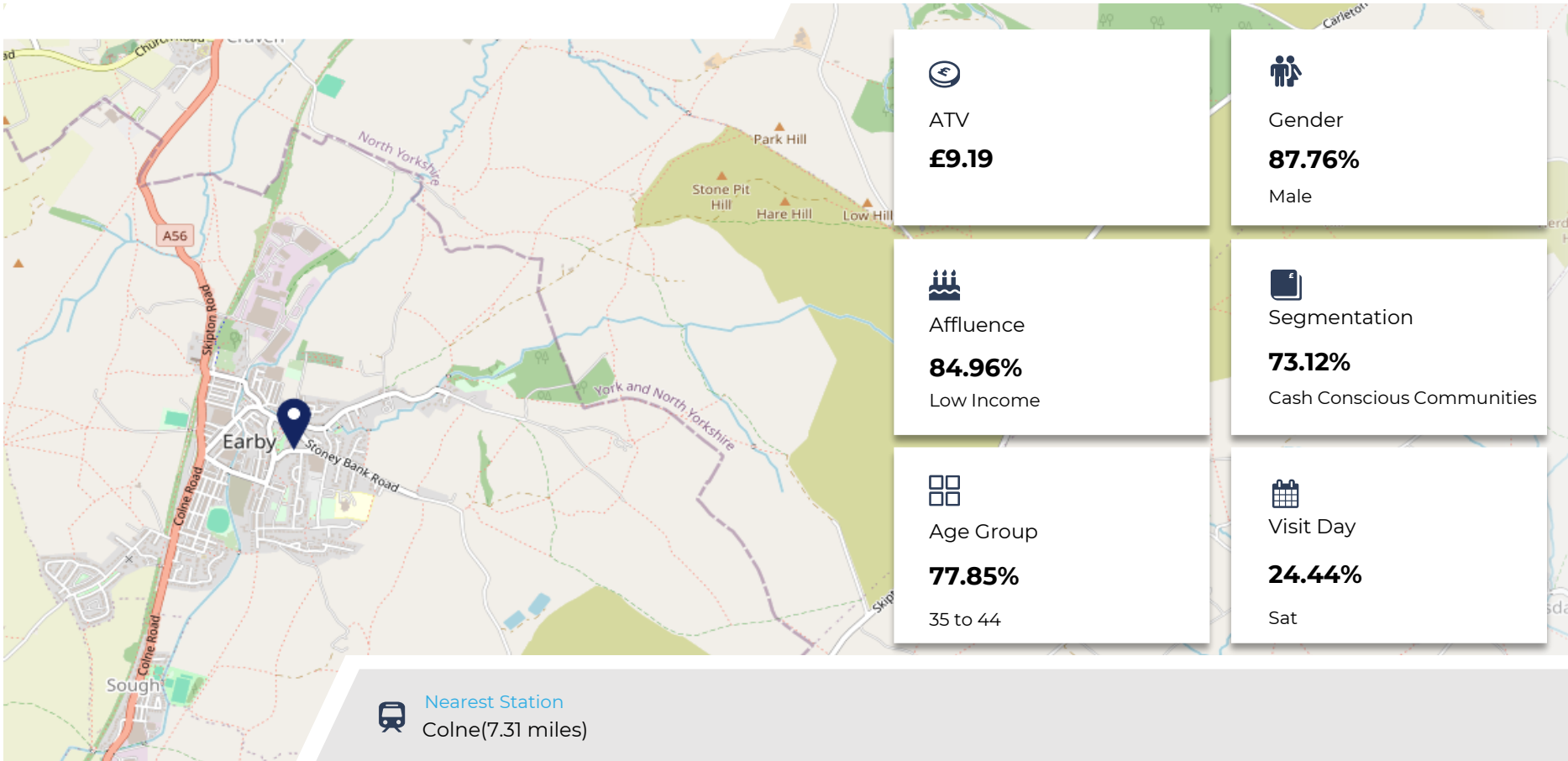
Punch T&L

Work Area
Burnley

Region
North West

TV Region
North West

Urbanicity
Rural town and fringe



ATV
£9.19



Gender
87.76%
Male



Affluence
84.96%
Low Income



Segmentation
73.12%
Cash Conscious Communities



Age Group
77.85%
35 to 44



Visit Day
24.44%
Sat

Top Competitors



Red Lion
BB186RD
 Pub / Bar

#1



Punch Bowl
BB186JJ
 Pub Restaurant

#2



Tempest Arms
BD233AY
 Pub Restaurant

#3

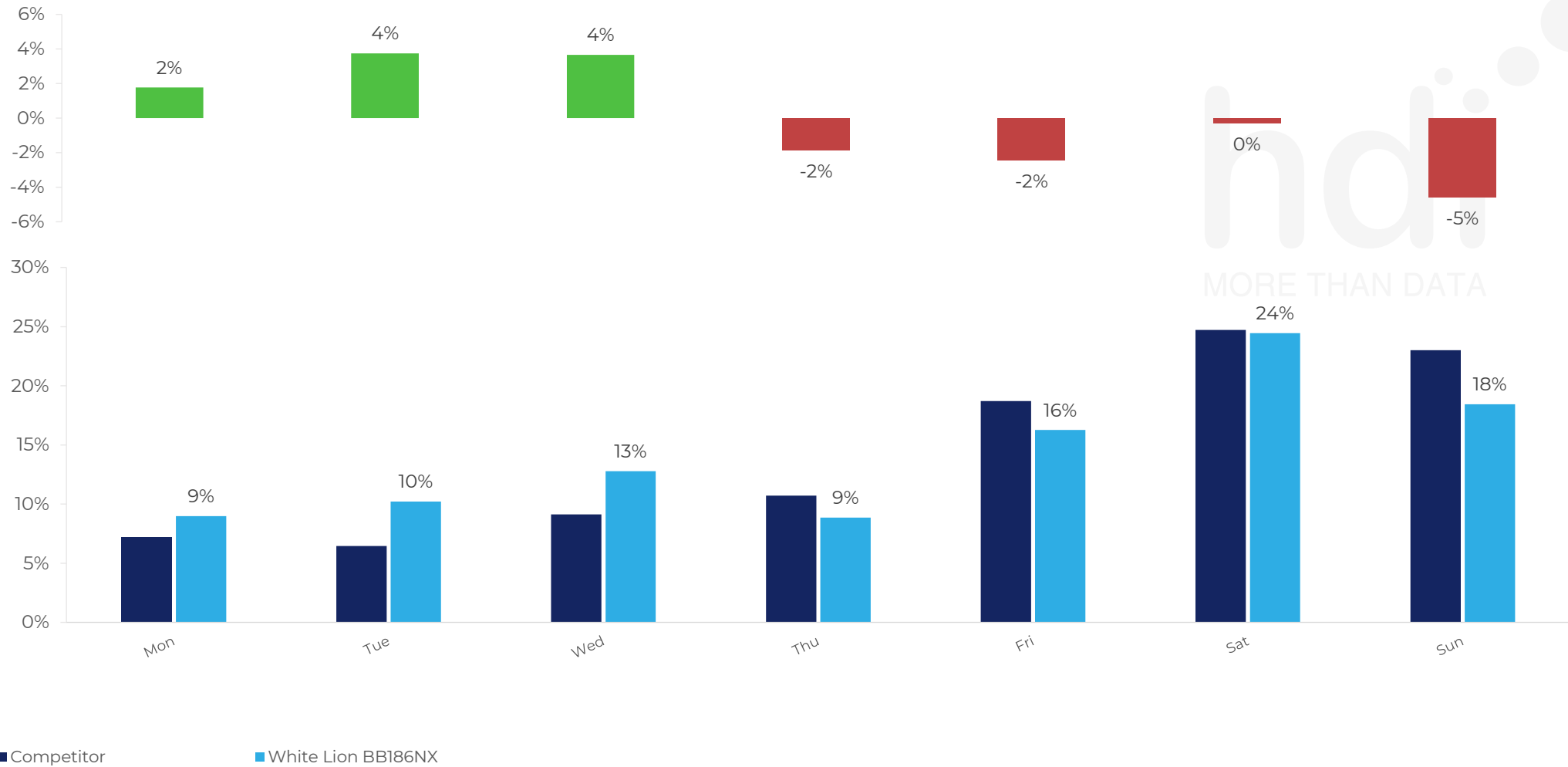


Nearest Station
Colne(7.31 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for White Lion BB186NX versus its competitors?

% of spend for White Lion BB186NX and 100 Chains in 3 Miles from 15/11/2023 - 06/11/2024 split by Day of Week

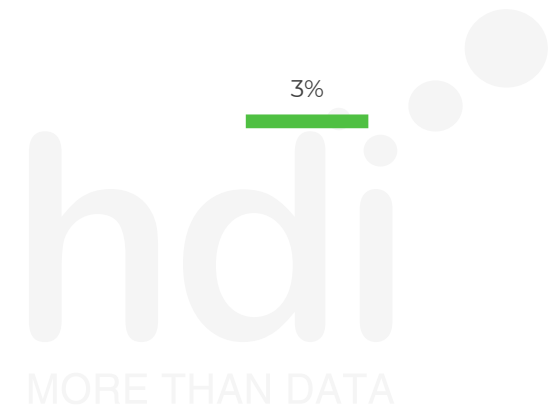
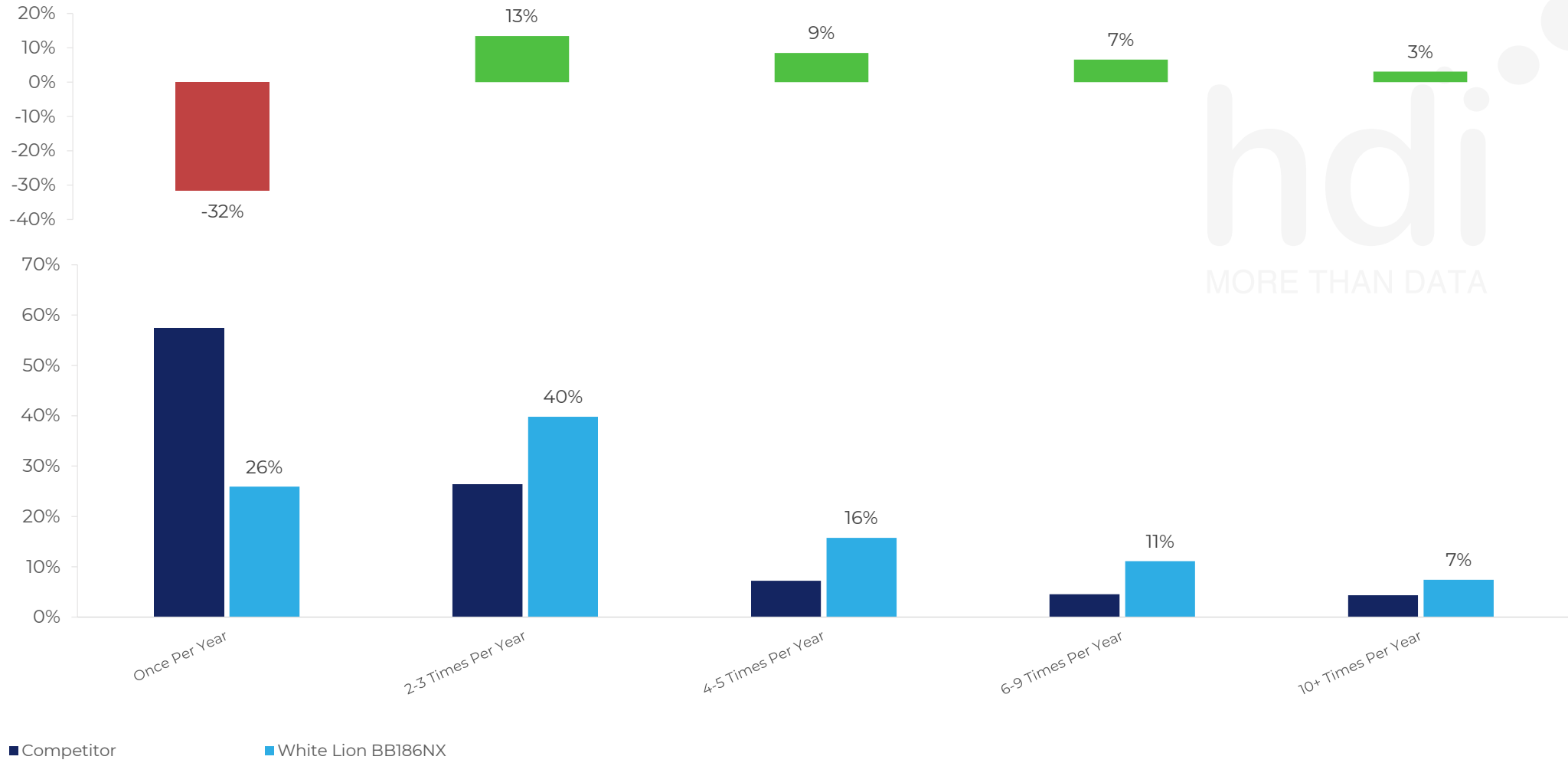




Visit Frequency

How frequently per year do customers visit White Lion BB186NX versus its competitors?

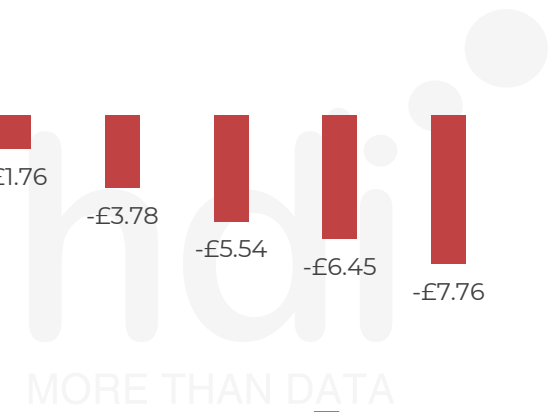
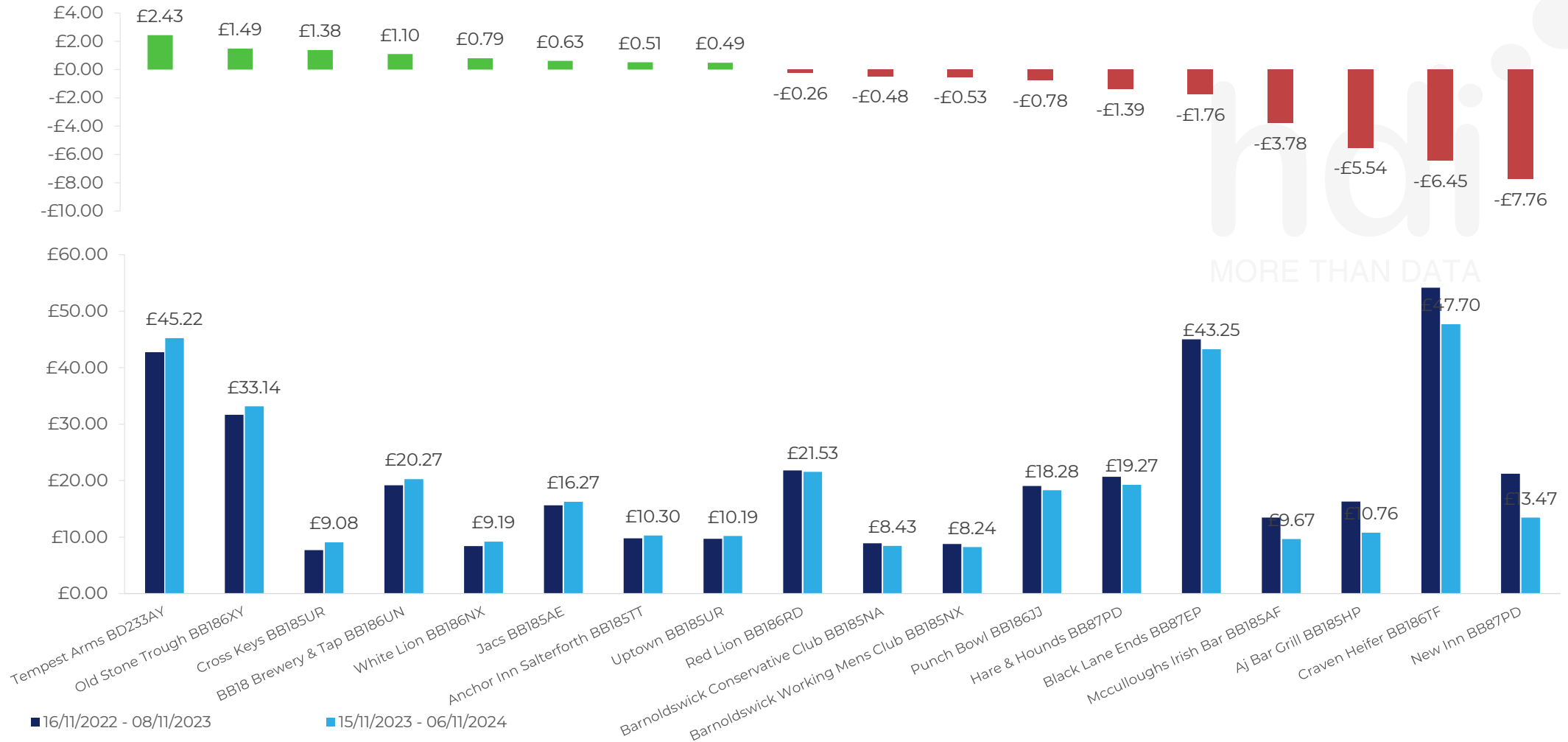
% of customer numbers for White Lion BB186NX and 100 Chains in 3 Miles from 15/11/2023 - 06/11/2024 and the number of visits made Per Annum



■ Competitor ■ White Lion BB186NX

ATV Change

How has ATV changed between two date ranges?

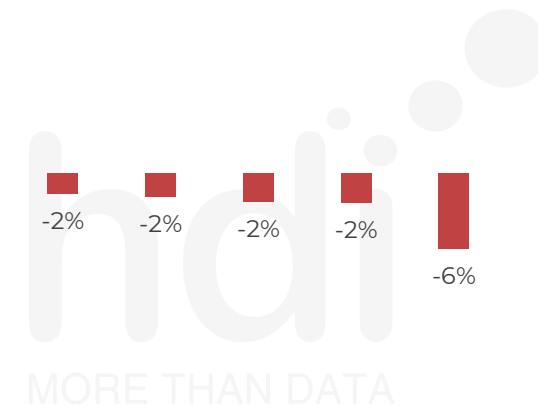
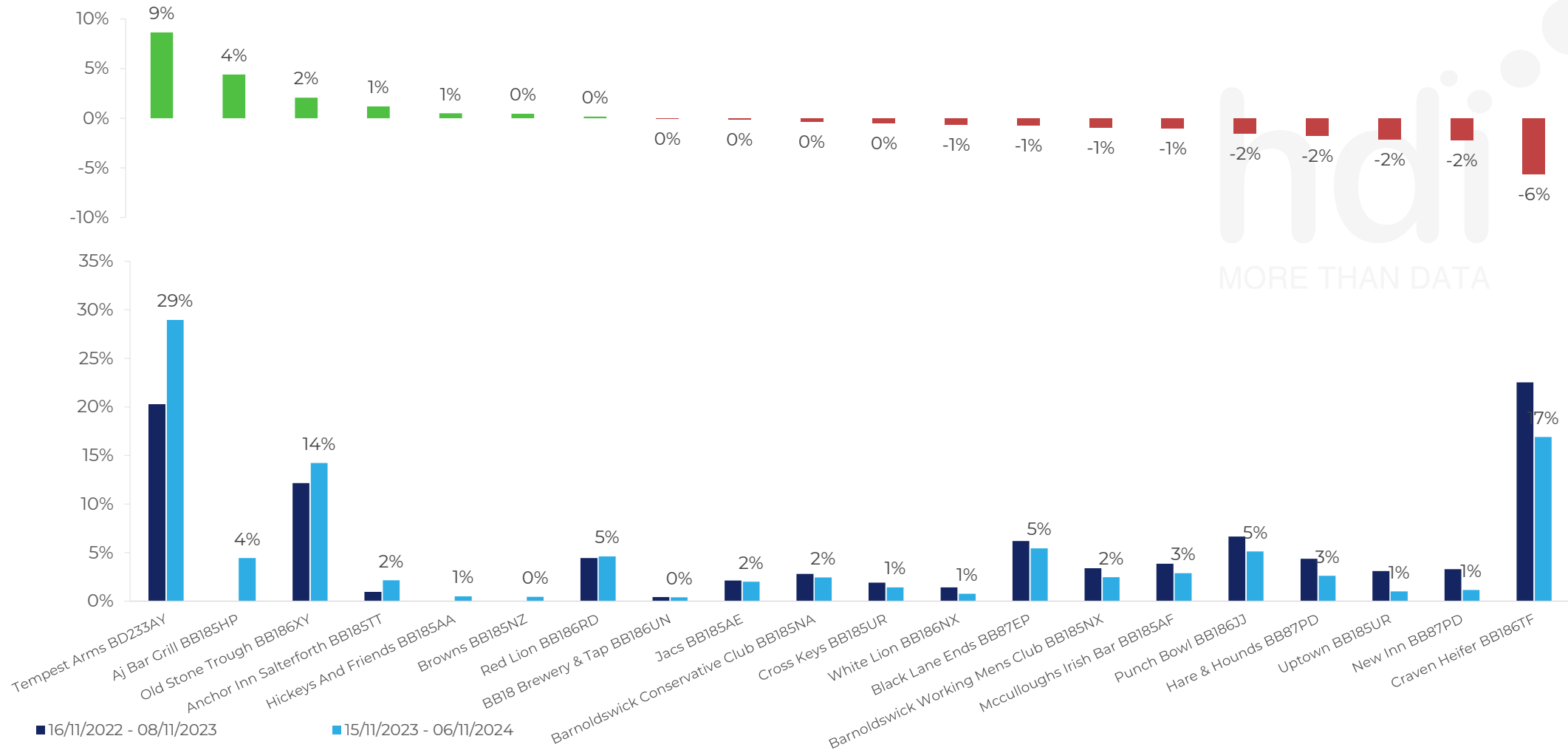




Market Share Change

How has market share changed between two date ranges?

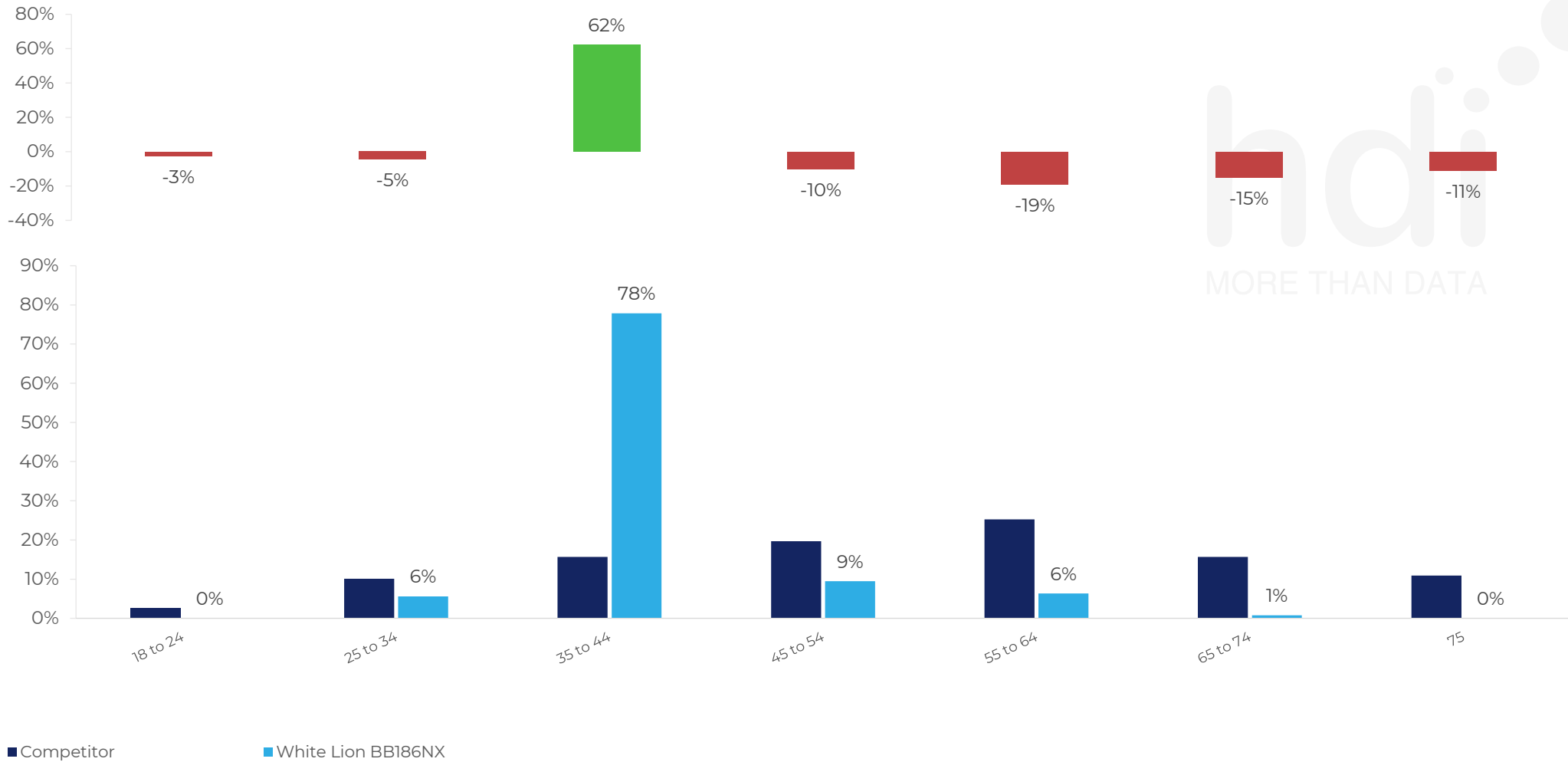
% of market share spend for White Lion BB186NX and 100 Chains in 3 Miles from 15/11/2023 - 06/11/2024



Age

How does the age profile of customers who visit White Lion BB186NX compare versus its competitors?

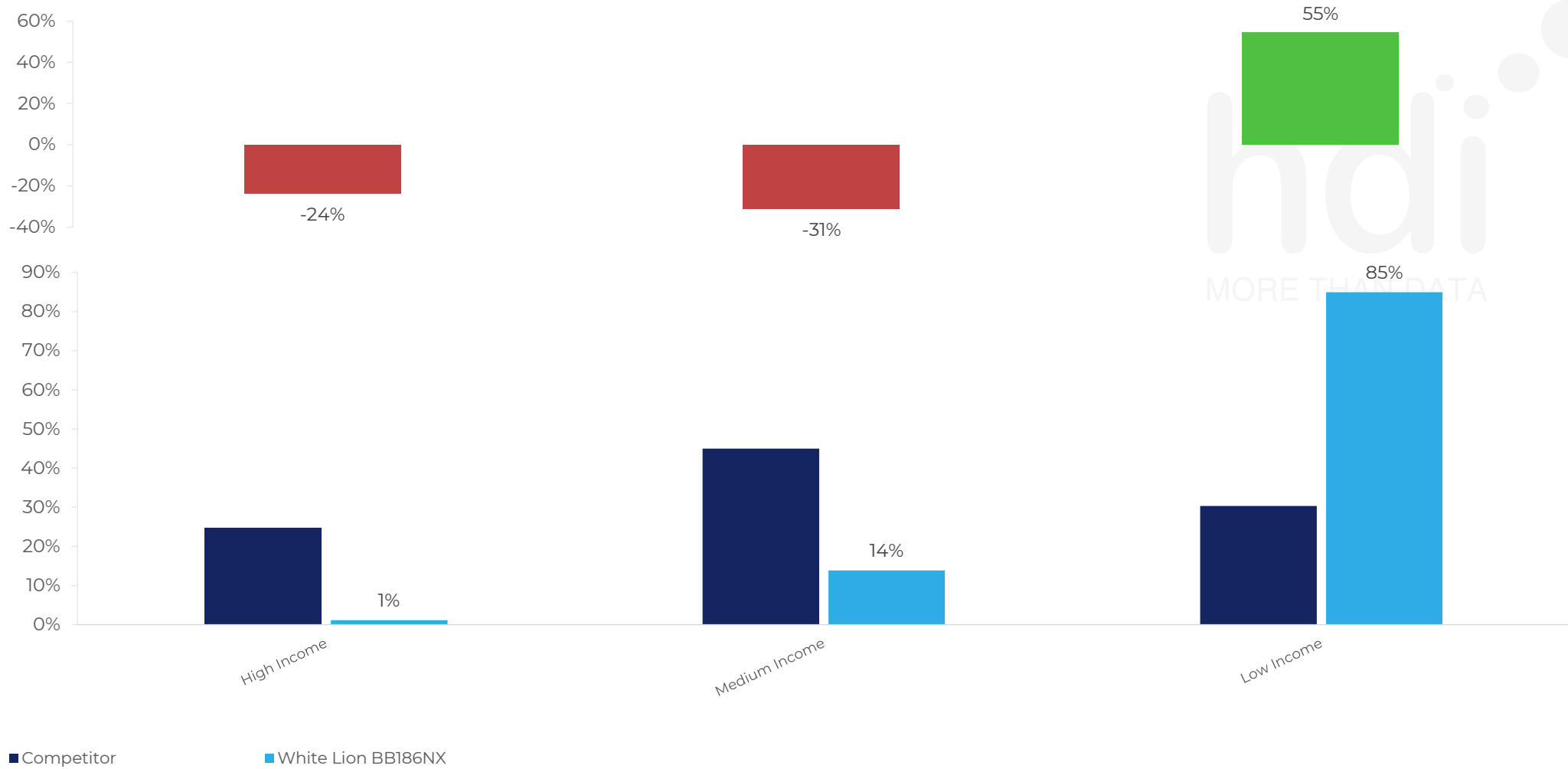
% of spend for White Lion BB186NX and 100 Chains in 3 Miles from 15/11/2023 - 06/11/2024 split by Age Range



Affluence

How does the affluence of customers who visit White Lion BB186NX compare versus its competitors?

% of spend for White Lion BB186NX and 100 Chains in 3 Miles from 15/11/2023 - 06/11/2024 split by Affluence

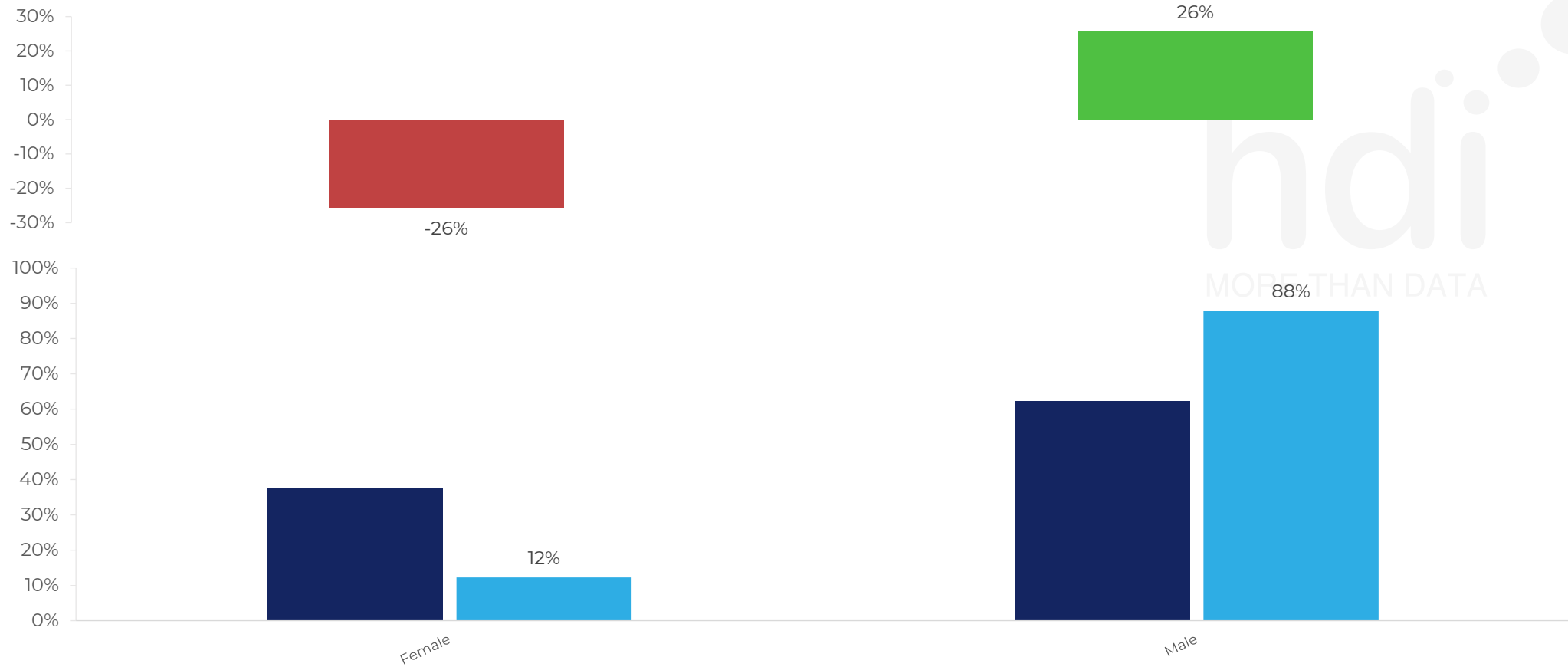




Gender

How does the gender profile of customers who visit White Lion BB186NX compare versus its competitors?

% of spend for White Lion BB186NX and 100 Chains in 3 Miles from 15/11/2023 - 06/11/2024 split by Gender



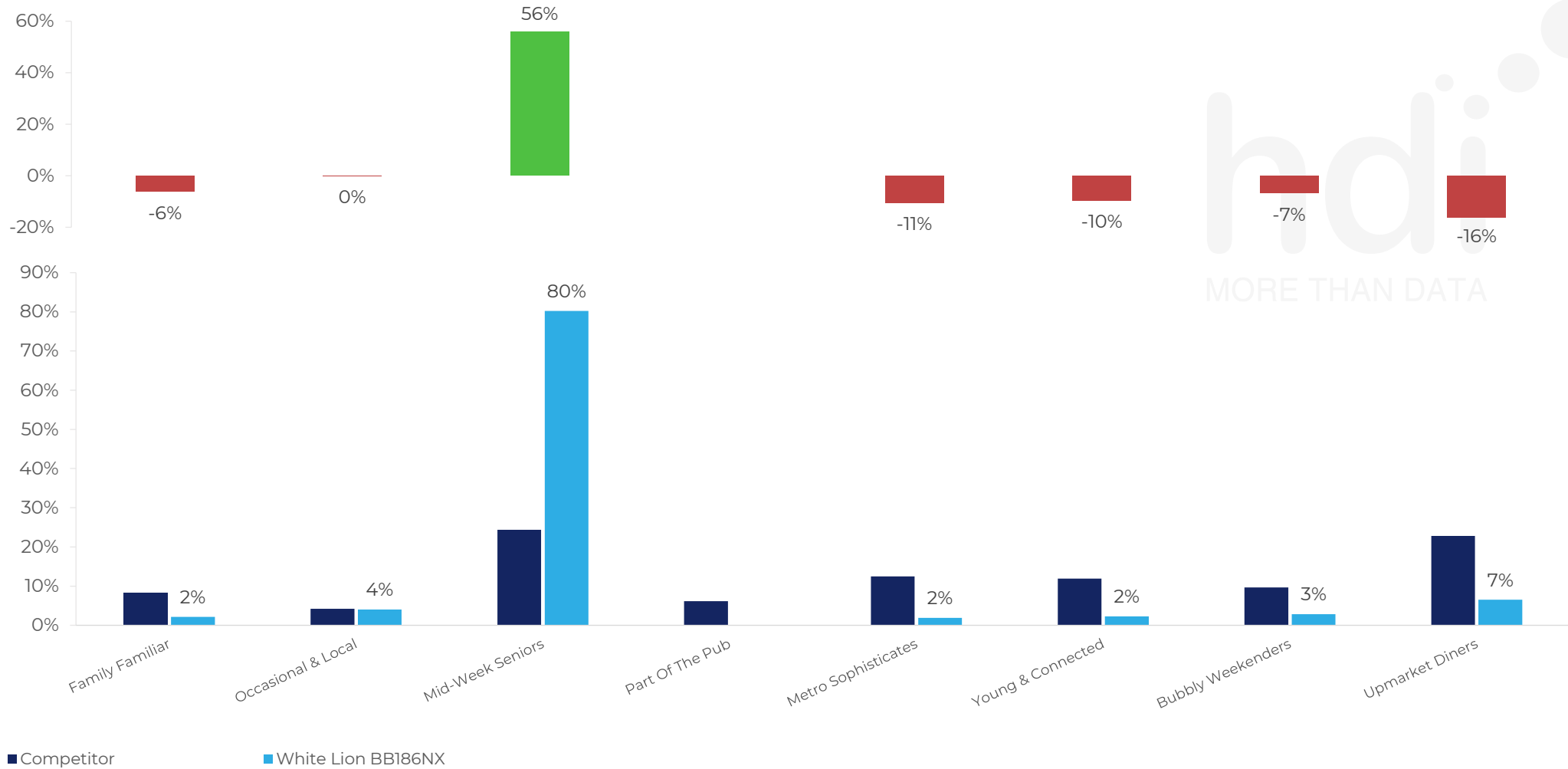
■ Competitor

■ White Lion BB186NX

Punch Segmentation

How does the Custom segmentation profile of customers who visit White Lion BB186NX compare versus its competitors?

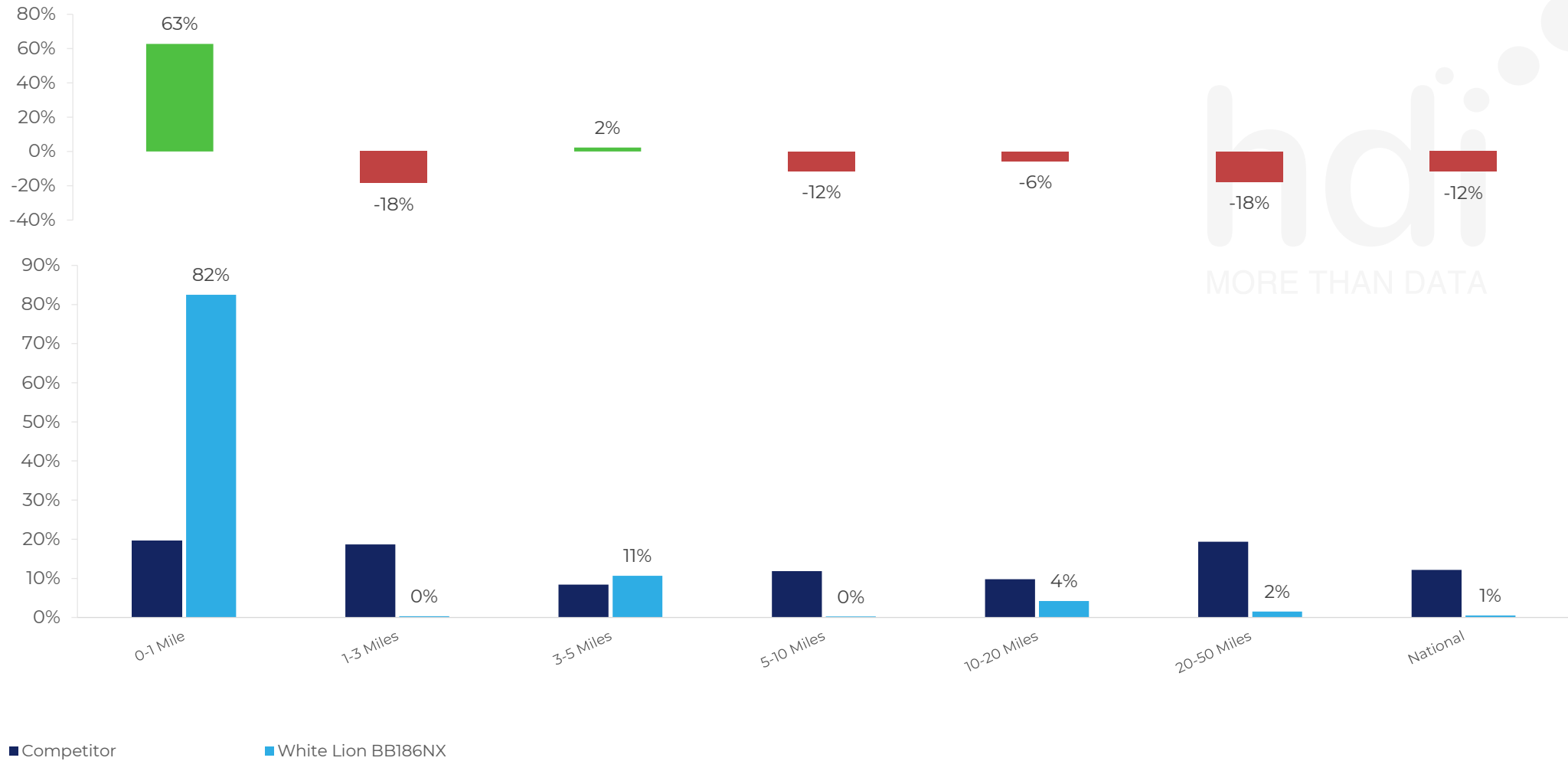
% of spend for White Lion BB186NX and 100 Chains in 3 Miles from 15/11/2023 - 06/11/2024 split by Segment



Spend by Distance

How does the spend profile of White Lion BB186NX compare versus its competitors based on travel distances?

% of spend for White Lion BB186NX and 100 Chains in 3 Miles from 15/11/2023 - 06/11/2024 split by Distance travelled

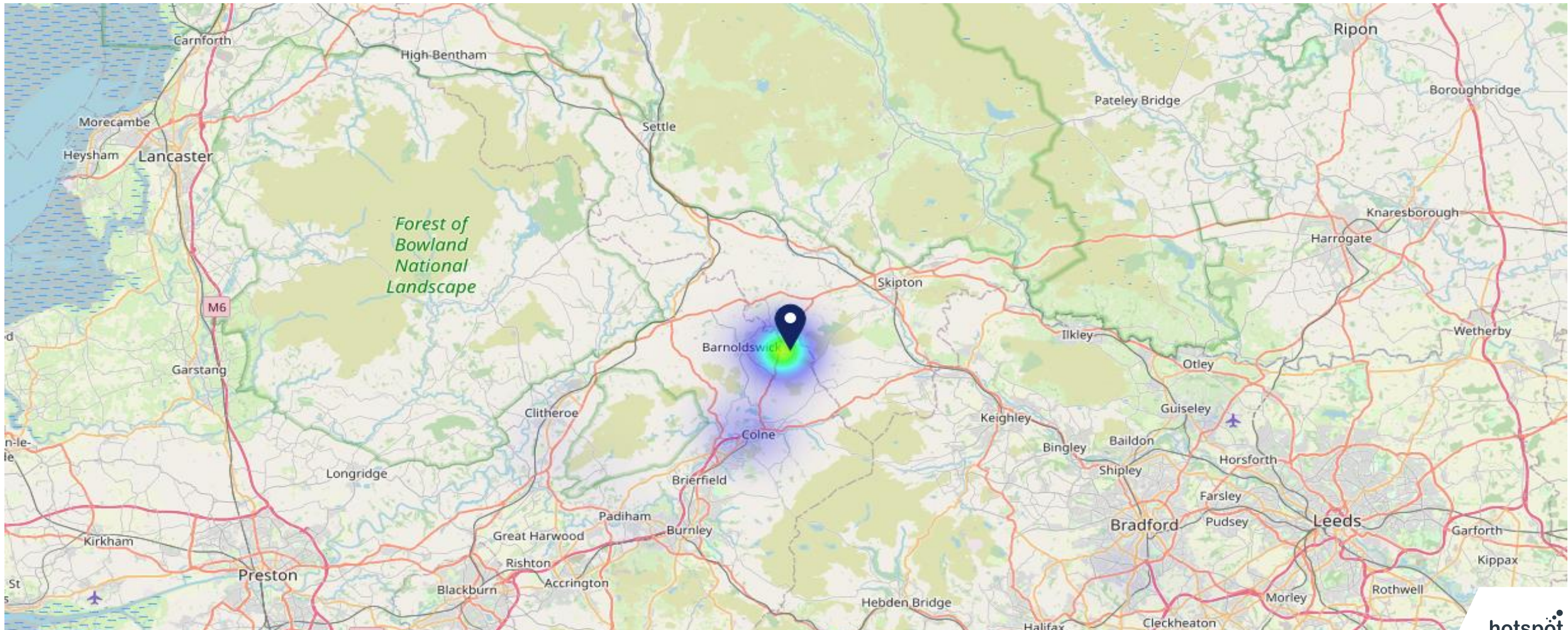




Map of Guest Origin

Where do customers of White Lion BB186NX come from?

Where do customers of White Lion BB186NX for 15/11/2023 - 06/11/2024 live

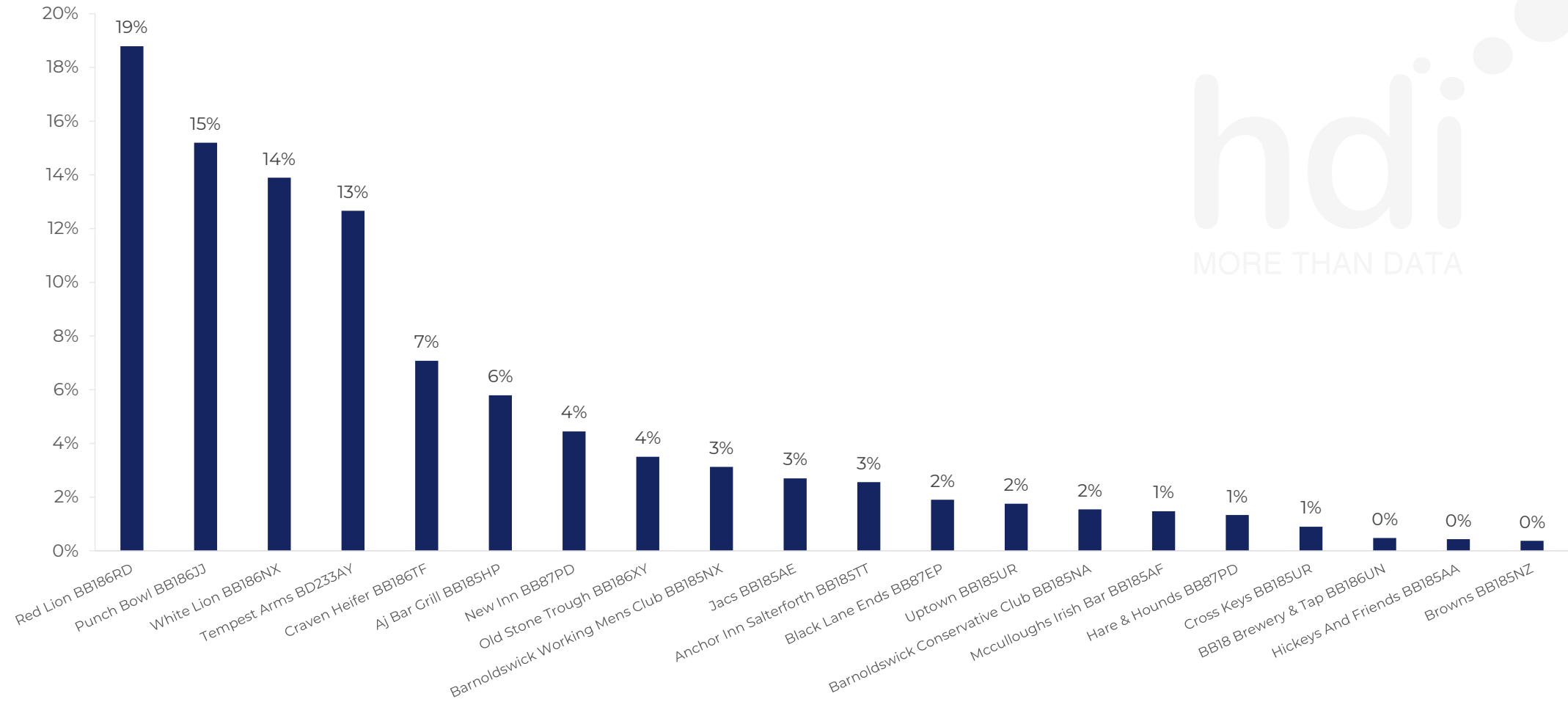




Share of Wallet

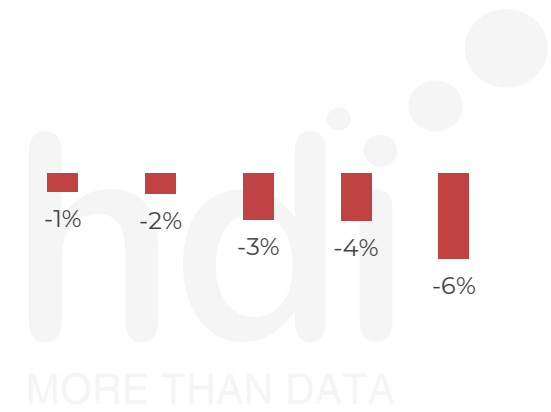
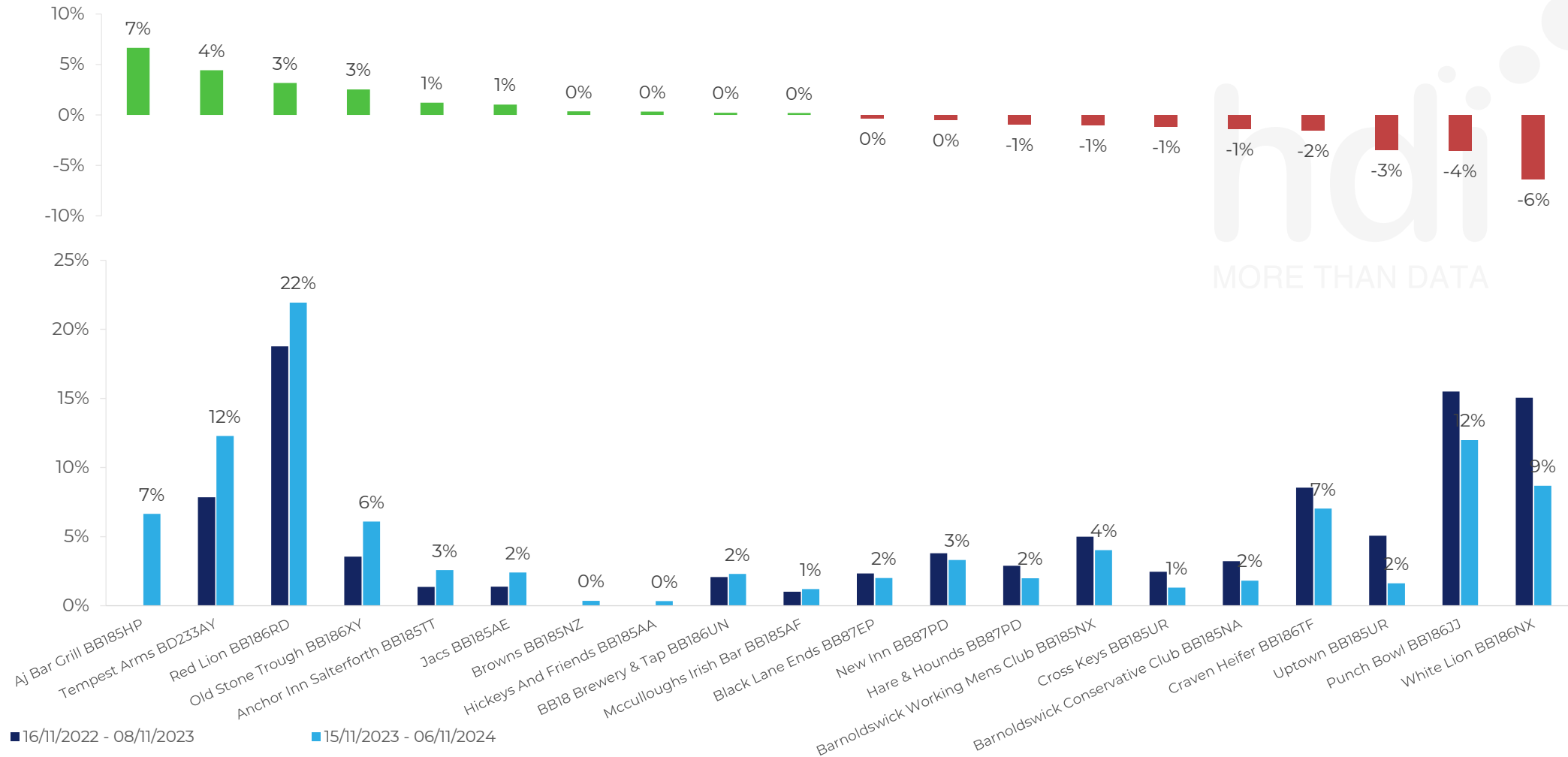
What are the Top 20 venues (by spend) that customers of White Lion BB186NX also visit?

For customers of White Lion BB186NX, who are the top 20 competitors from 100 Chains in 3 Miles for 15/11/2023 - 06/11/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of White Lion BB186NX changed between two date ranges?





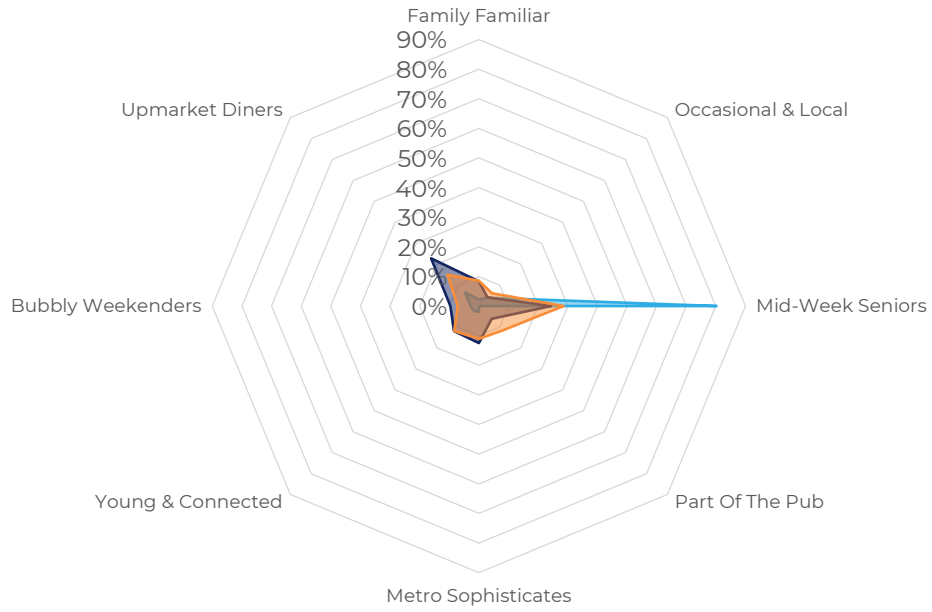
Market Summary

How does the local area for White Lion BB186NX 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	£129K	2	£1.28M	4	£1.65M	2	£11.16M	2
Weekpart	Mon - Thu	38.3%	4	32.7%	1	31.9%	1	34.6%	1
Weekpart	Fri - Sat	44.2%	6	42.0%	4	41.2%	4	44.3%	8
Weekpart	Sun	17.5%	8	25.3%	10	26.9%	10	21.1%	10
Age	18 to 24	1.5%	2	3.1%	3	3.6%	2	3.0%	1
Age	25 to 34	9.1%	1	12.0%	1	12.3%	1	12.0%	1
Age	35 to 44	43.0%	10	22.0%	5	21.8%	4	18.0%	1
Age	45 to 54	22.6%	8	25.1%	9	23.6%	9	18.9%	3
Age	55 to 64	12.8%	4	28.3%	10	27.0%	10	24.7%	10
Age	65 to 74	10.1%	8	6.0%	5	7.4%	7	13.9%	10
Age	75+	1.0%	3	3.6%	7	4.2%	8	9.4%	10
CAMEO	Business Elite	6.7%	6	3.6%	3	3.4%	3	4.8%	4
CAMEO	Prosperous Professionals	0.4%	1	0.9%	1	1.9%	1	4.5%	3
CAMEO	Flourishing Society	5.9%	2	24.8%	10	21.6%	9	13.6%	6
CAMEO	Content Communities	13.1%	6	10.4%	4	10.7%	3	11.5%	4
CAMEO	White Collar Neighbourhoods	2.6%	1	7.1%	2	6.5%	1	8.6%	2
CAMEO	Enterprising Mainstream	3.0%	1	4.4%	2	5.8%	4	10.7%	7
CAMEO	Paying The Mortgage	16.0%	7	10.6%	3	12.3%	4	12.6%	4
CAMEO	Cash Conscious Communities	35.6%	10	20.8%	10	20.7%	10	19.5%	10
CAMEO	On A Budget	15.2%	10	12.7%	9	12.3%	9	10.1%	9
CAMEO	Family Value	1.5%	4	4.8%	7	5.0%	7	4.1%	6
Affluence	AB	13.0%	2	29.3%	6	26.8%	5	23.0%	4
Affluence	C1C2	34.7%	2	32.5%	1	35.2%	1	43.4%	3
Affluence	DE	52.3%	10	38.2%	9	38.0%	10	33.7%	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
White Lion	19	2.15%	4.05%	80.22%	0.00%	1.90%	2.28%	2.84%	6.52%
Local Catchment	1377	8.40%	4.20%	24.38%	6.15%	12.47%	11.93%	9.63%	22.80%
Punch T&L	105114	8.61%	6.20%	28.61%	11.52%	11.06%	11.82%	7.10%	15.04%
White Lion vs Local Catchment		-6.25%	-0.15%	55.84%	0.00%	-10.57%	-9.65%	-6.79%	-16.28%
White Lion vs Punch T&L		-6.46%	-2.15%	51.61%	0.00%	-9.16%	-9.54%	-4.26%	-8.52%
Local Catchment vs Punch T&L		-0.21%	-2.00%	-4.23%	-5.37%	1.41%	0.11%	2.53%	7.76%

■ White Lion

■ Local Catchment

■ Punch T&L