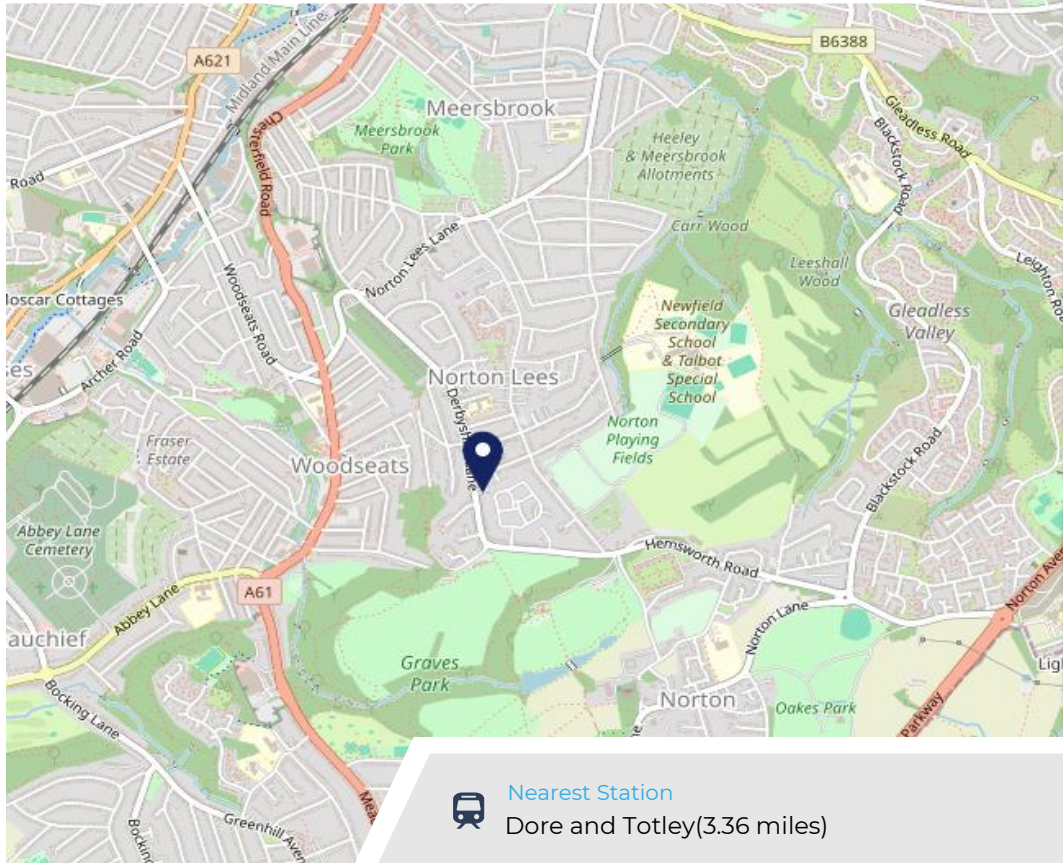




## Mount Pleasant S88SG

S88SG

Punch T&amp;L

**Work Area**  
Sheffield**Region**  
Yorkshire and The Humber**TV Region**  
Yorkshire**Urbanicity**  
Urban minor conurbation**ATV**  
**£15.30****Gender**  
**66.79%**  
Male**Affluence**  
**88.49%**  
Middle Income**Segmentation**  
**62.75%**  
Paying The Mortgage**Age Group**  
**40.04%**  
65 to 74**Visit Day**  
**21.81%**  
Sat

## Top Competitors

**Tramshed**  
S80RL

#1

Pub Restaurant



#2



#3

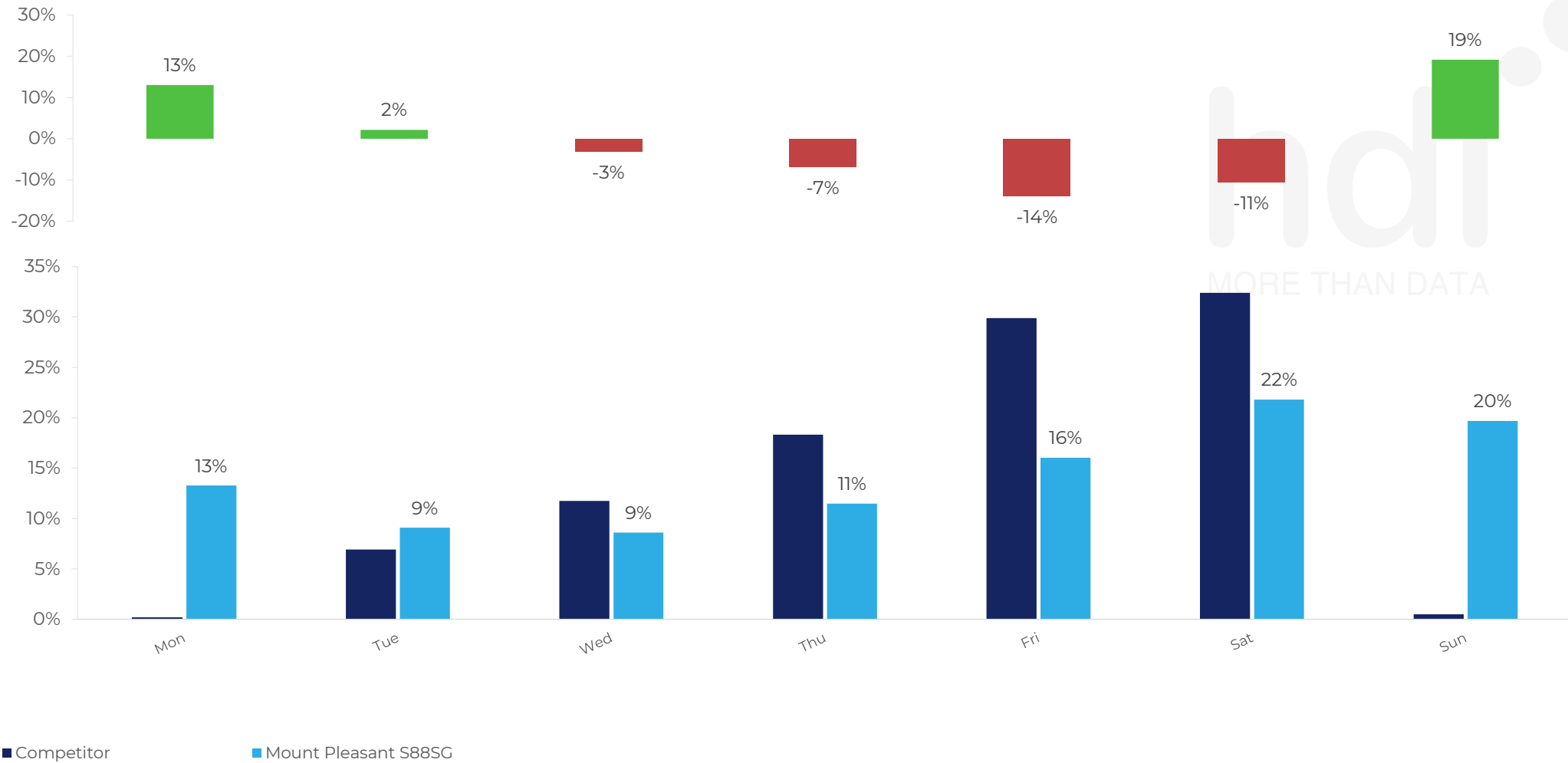
**Nearest Station**  
Dore and Totley(3.36 miles)



## Spend by Weekpart

How is customer spend distributed throughout the week for Mount Pleasant S88SG versus its competitors?

% of spend for Mount Pleasant S88SG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week

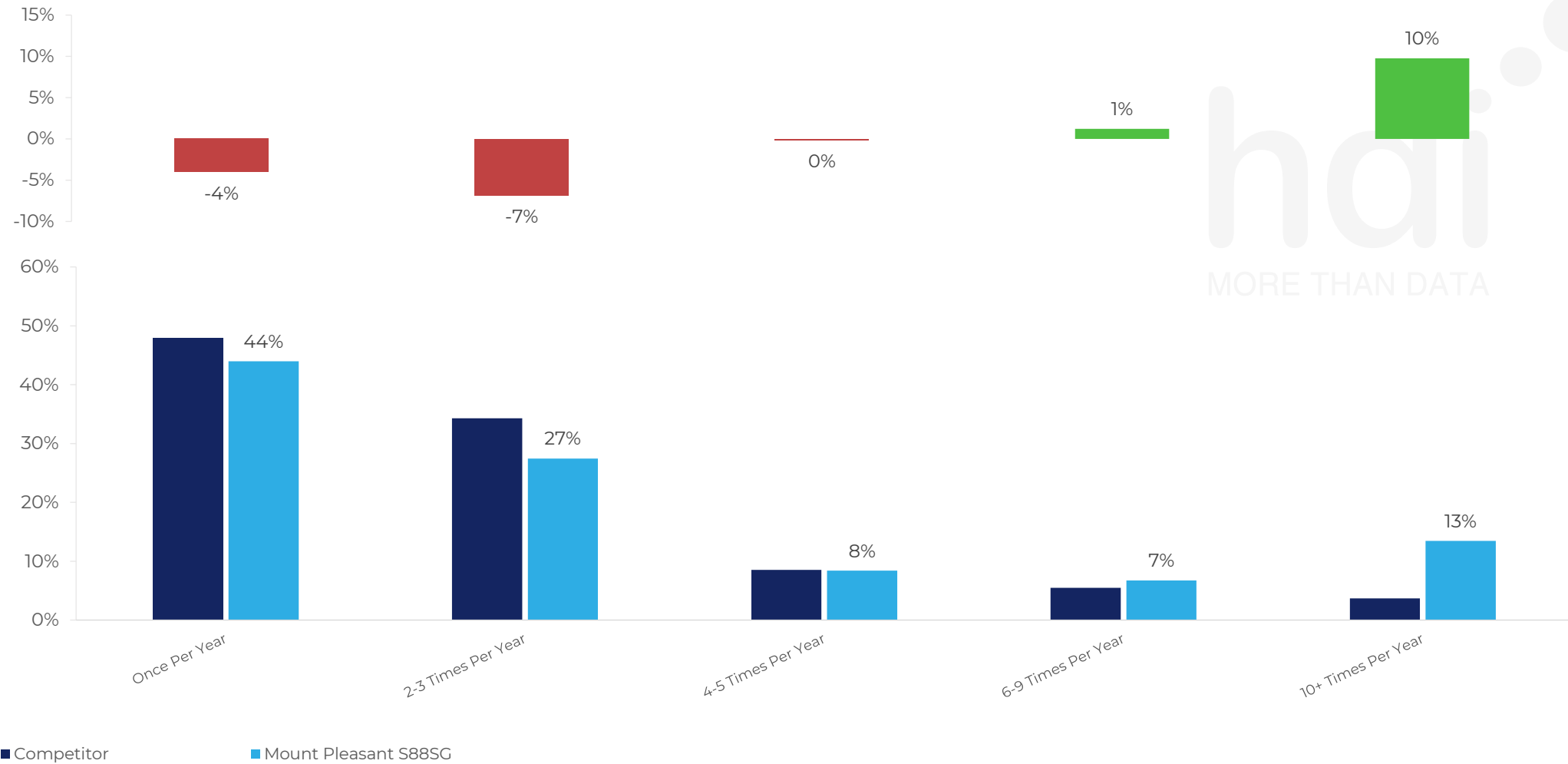




## Visit Frequency

How frequently per year do customers visit Mount Pleasant S88SG versus its competitors?

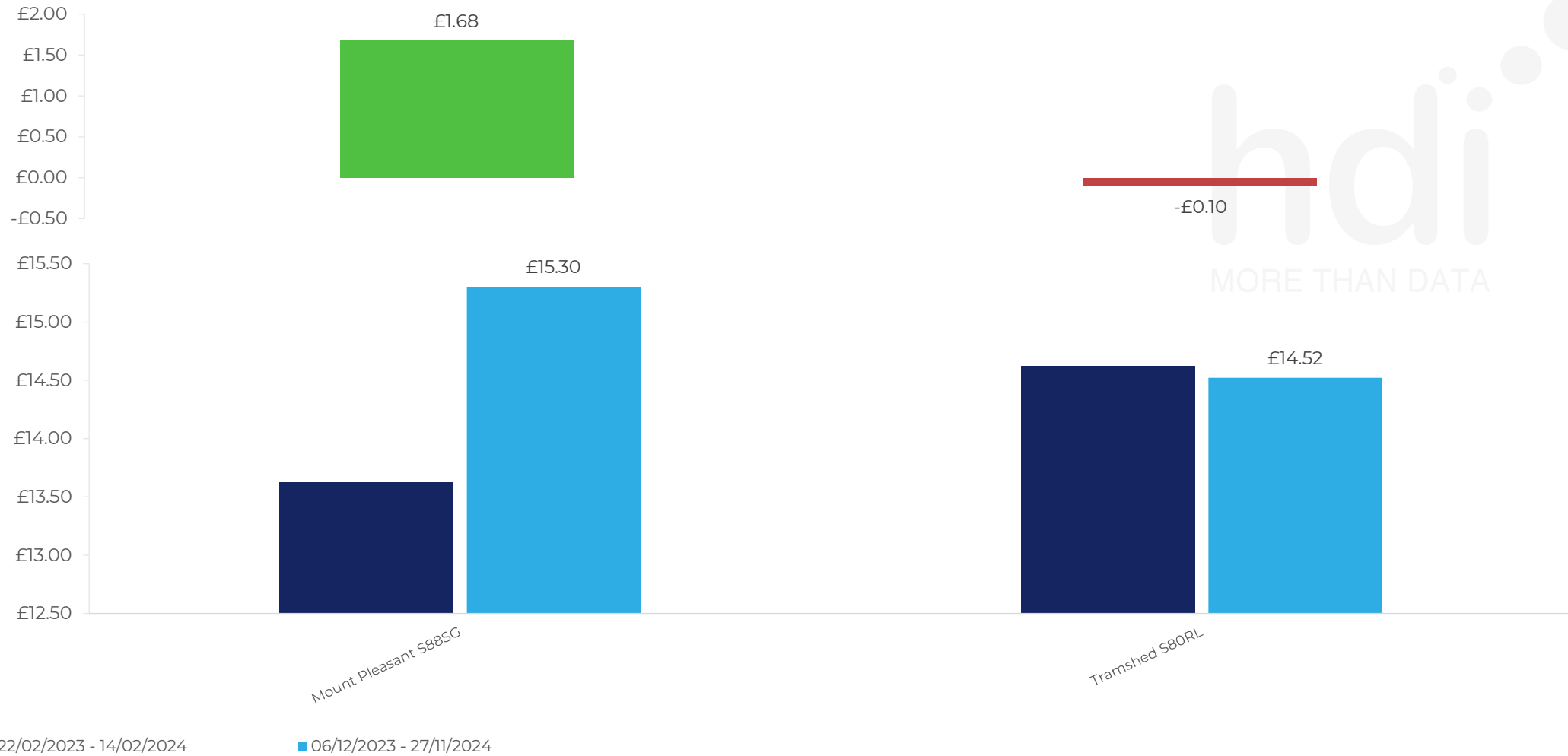
% of customer numbers for Mount Pleasant S88SG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





## ATV Change

How has ATV changed between two date ranges?

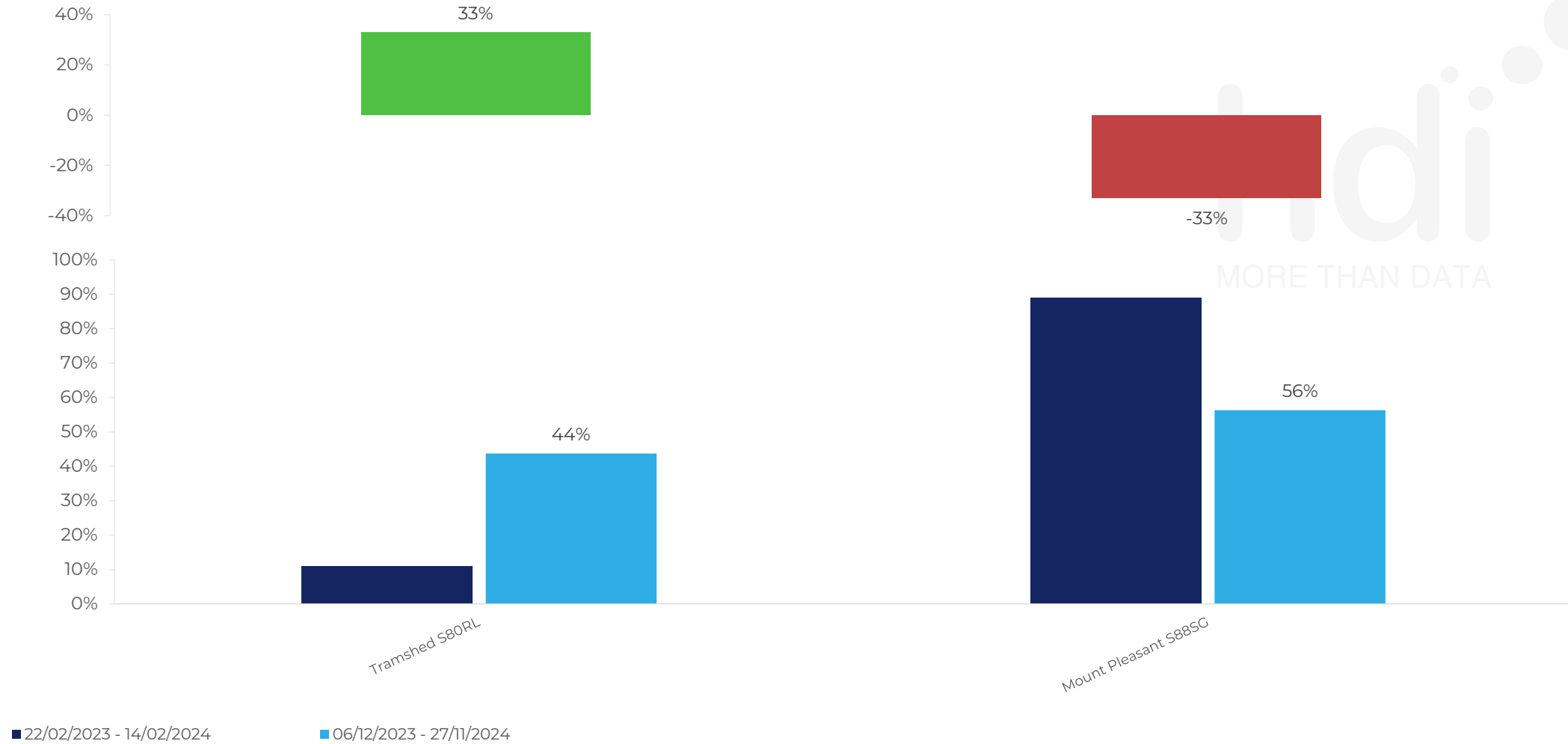




## Market Share Change

How has market share changed between two date ranges?

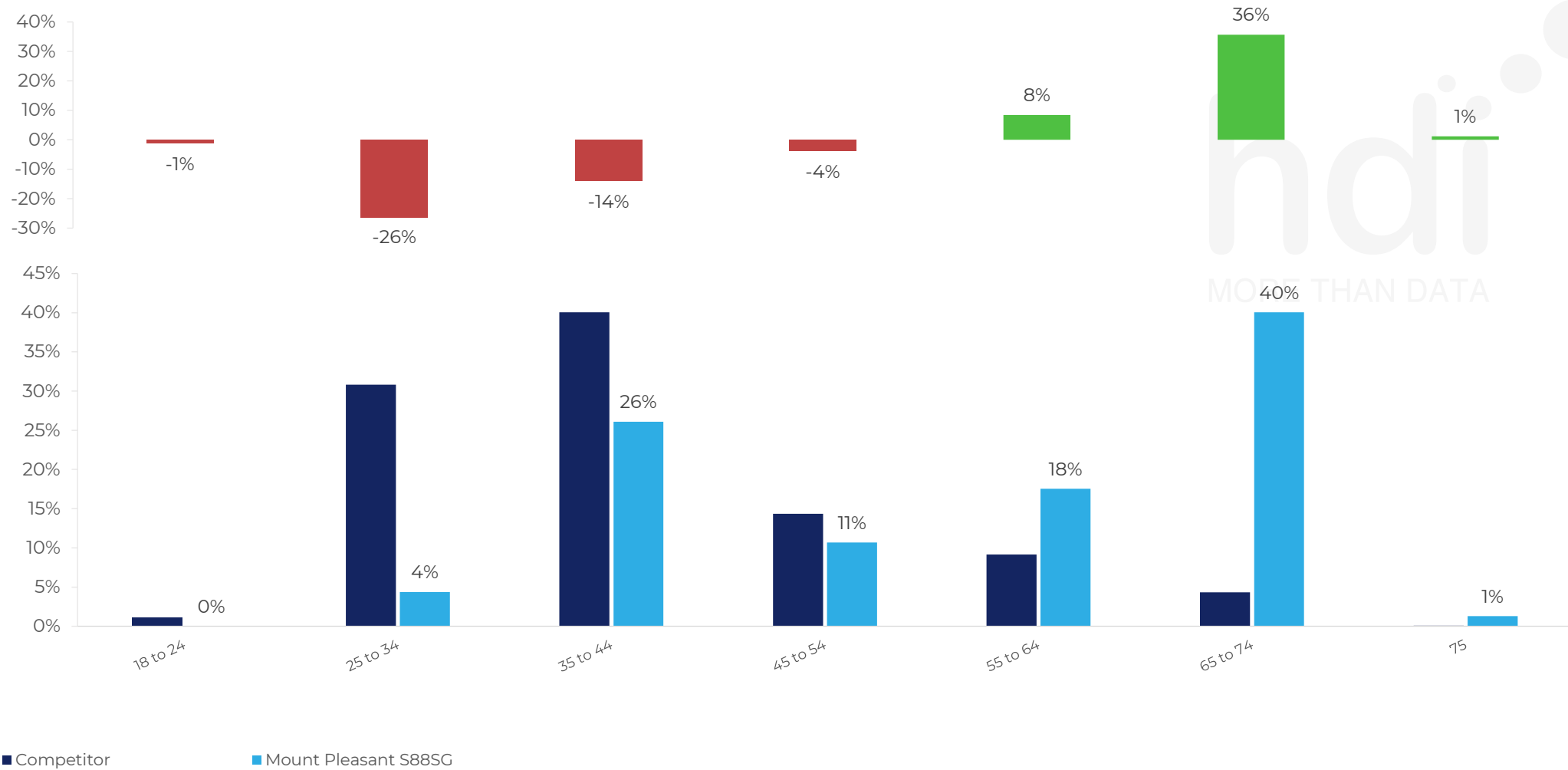
% of market share spend for Mount Pleasant S88SG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024





How does the age profile of customers who visit Mount Pleasant S88SG compare versus its competitors?

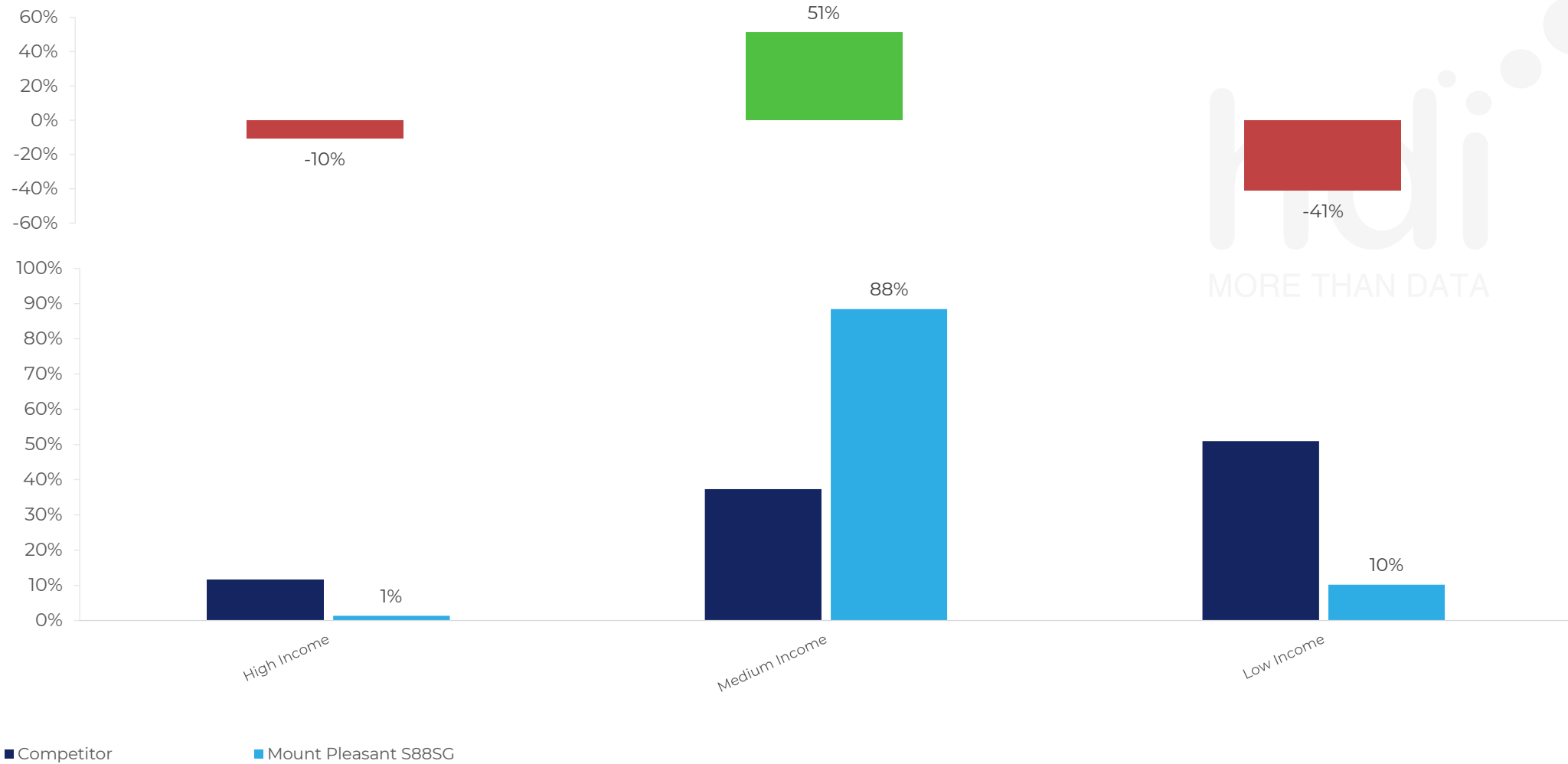
% of spend for Mount Pleasant S88SG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range





How does the affluence of customers who visit Mount Pleasant S88SG compare versus its competitors?

% of spend for Mount Pleasant S88SG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

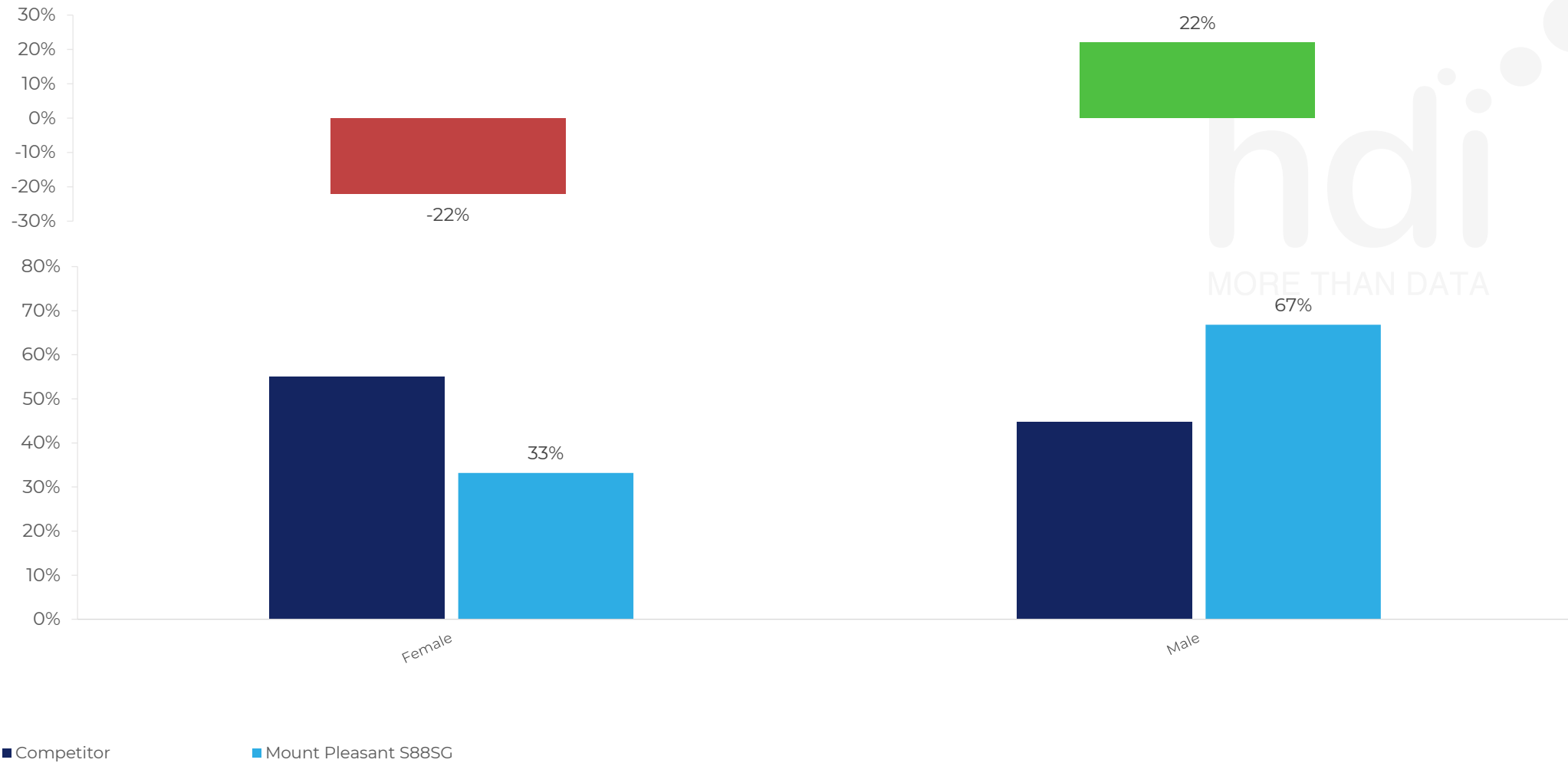




## Gender

How does the gender profile of customers who visit Mount Pleasant S88SG compare versus its competitors?

% of spend for Mount Pleasant S88SG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



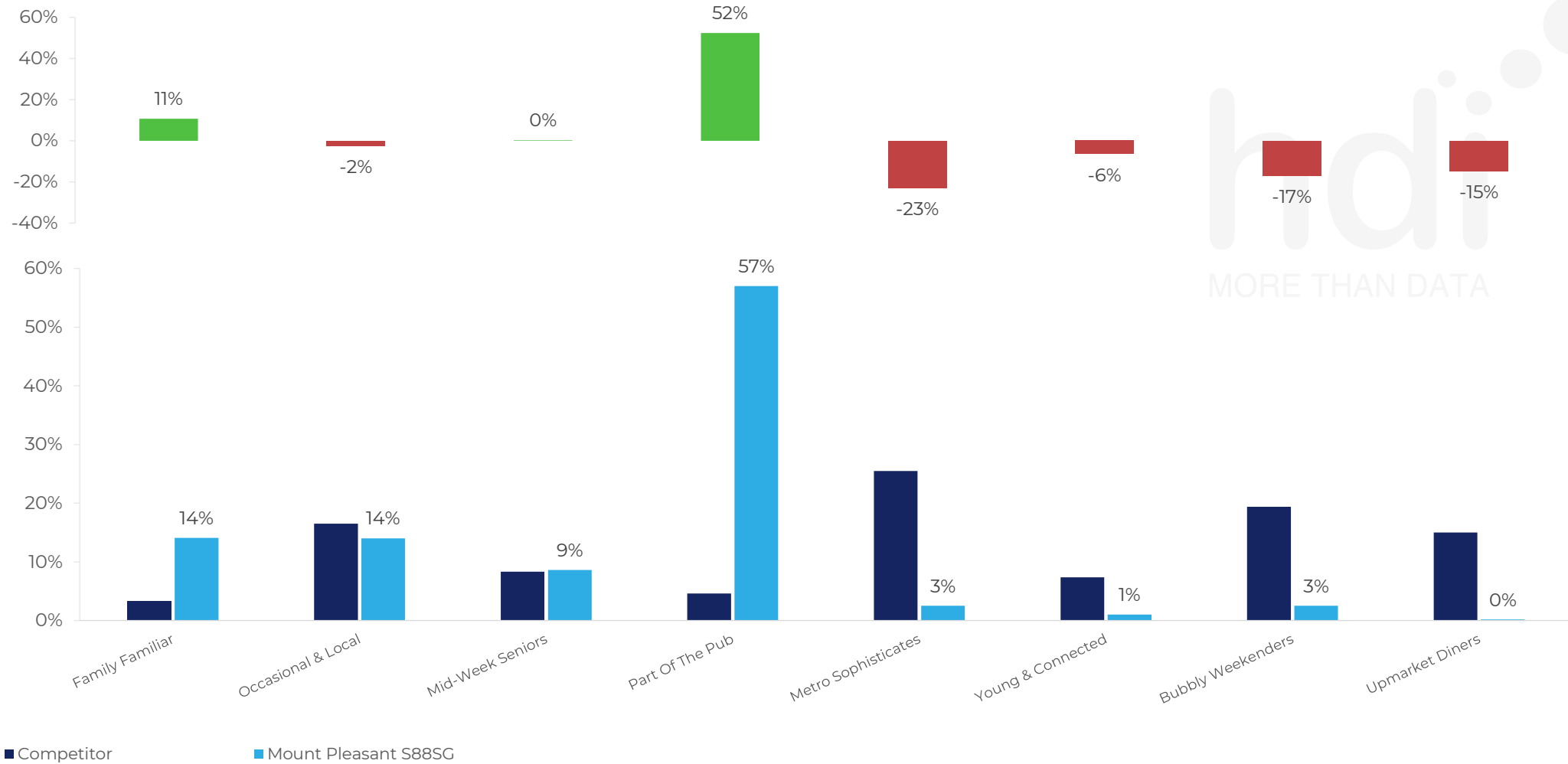




## Punch Segmentation

How does the Custom segmentation profile of customers who visit Mount Pleasant S88SG compare versus its competitors?

% of spend for Mount Pleasant S88SG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment

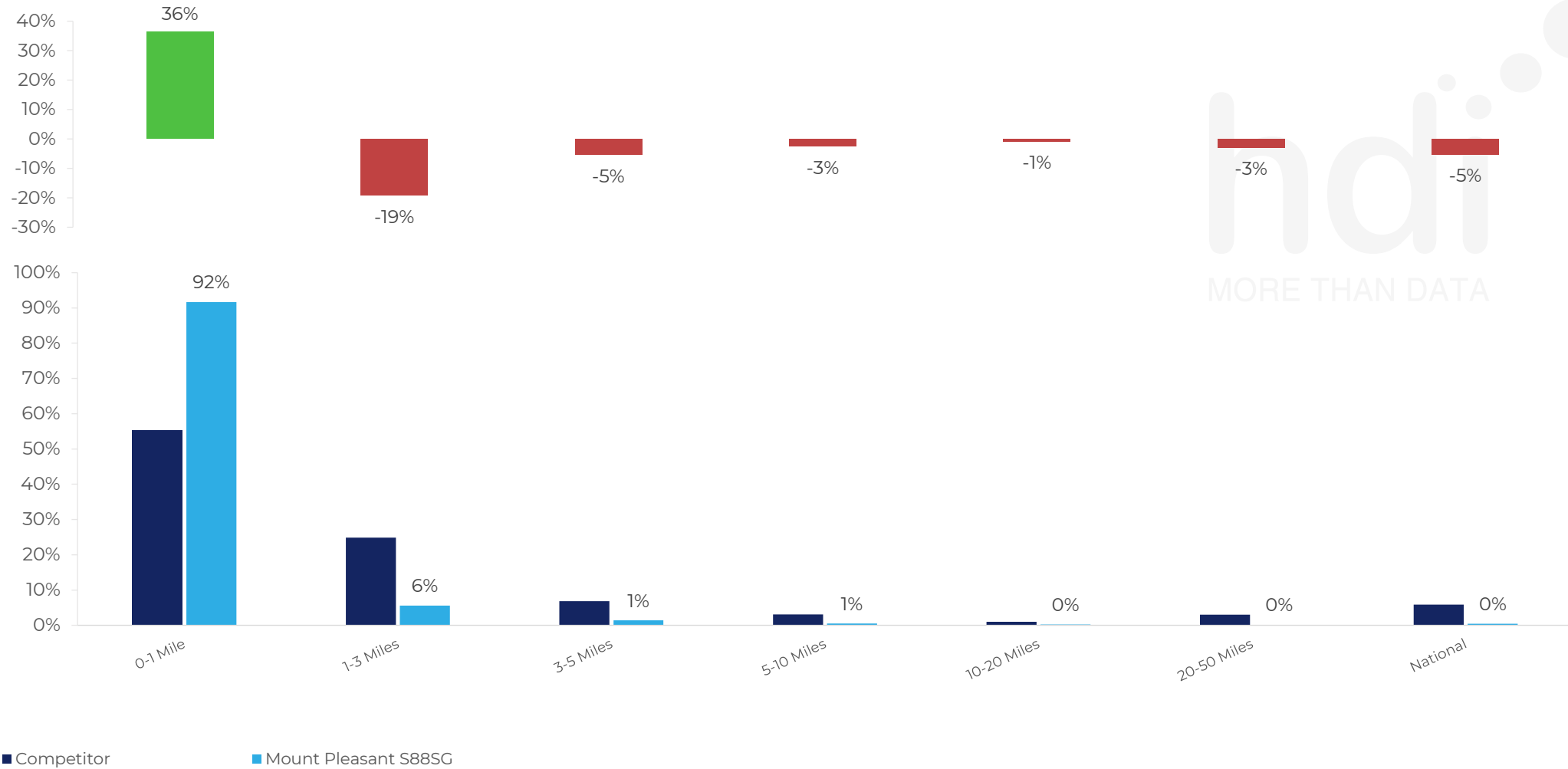




## Spend by Distance

How does the spend profile of Mount Pleasant S88SG compare versus its competitors based on travel distances?

% of spend for Mount Pleasant S88SG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

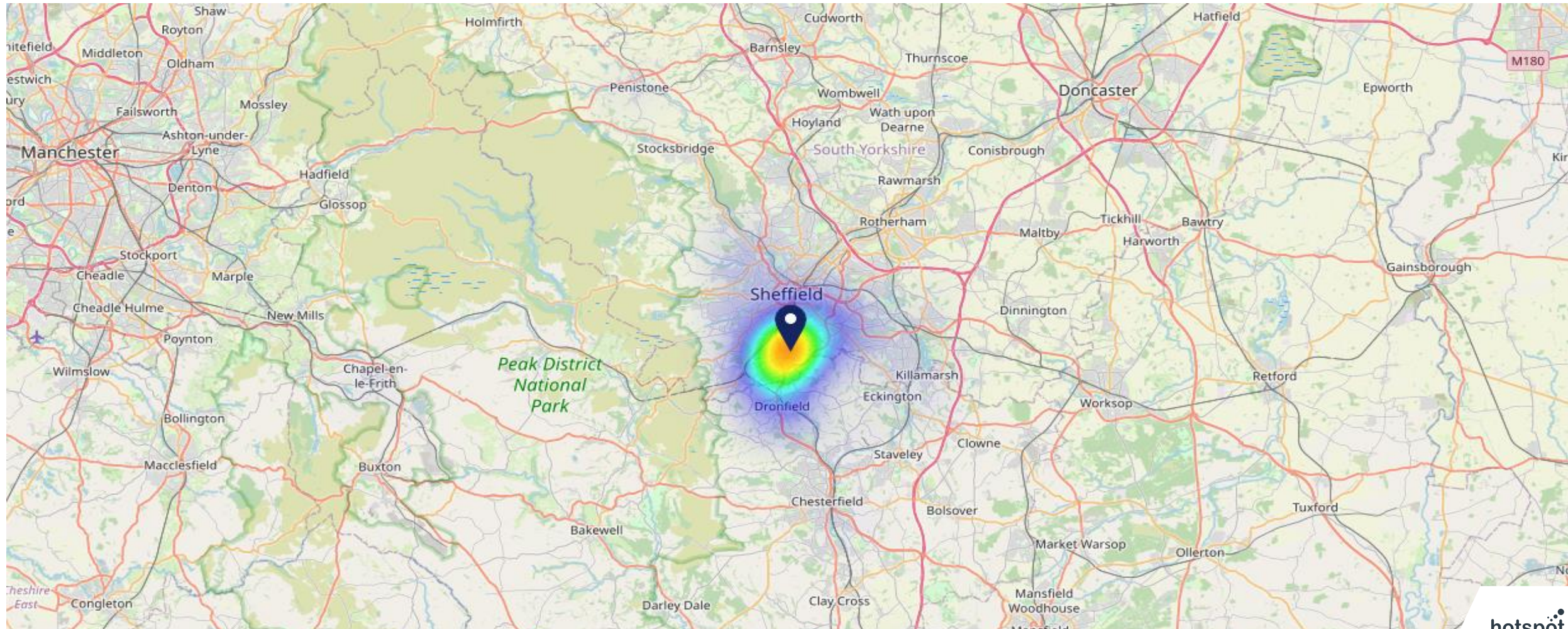




## Map of Guest Origin

Where do customers of Mount Pleasant S88SG come from?

Where do customers of Mount Pleasant S88SG for 06/12/2023 - 27/11/2024 live

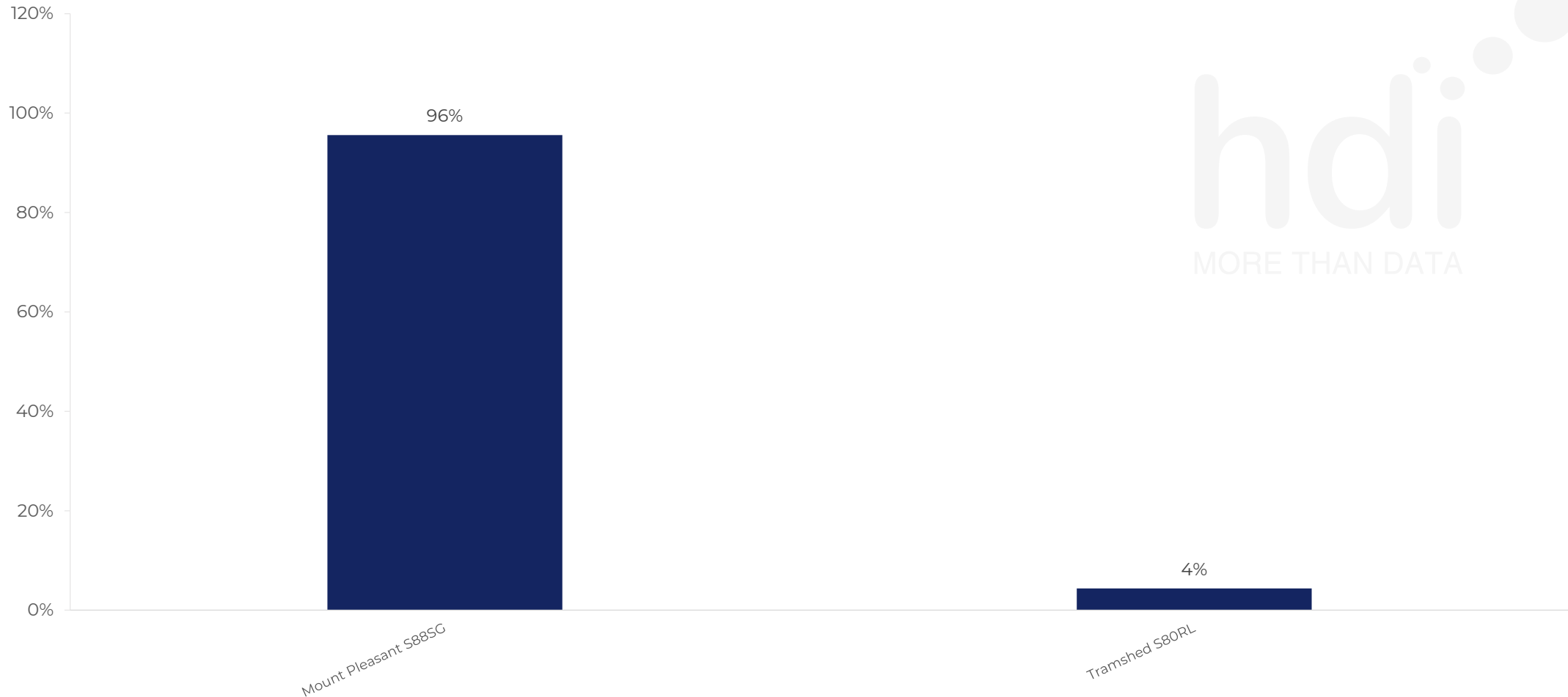




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Mount Pleasant S88SG also visit?

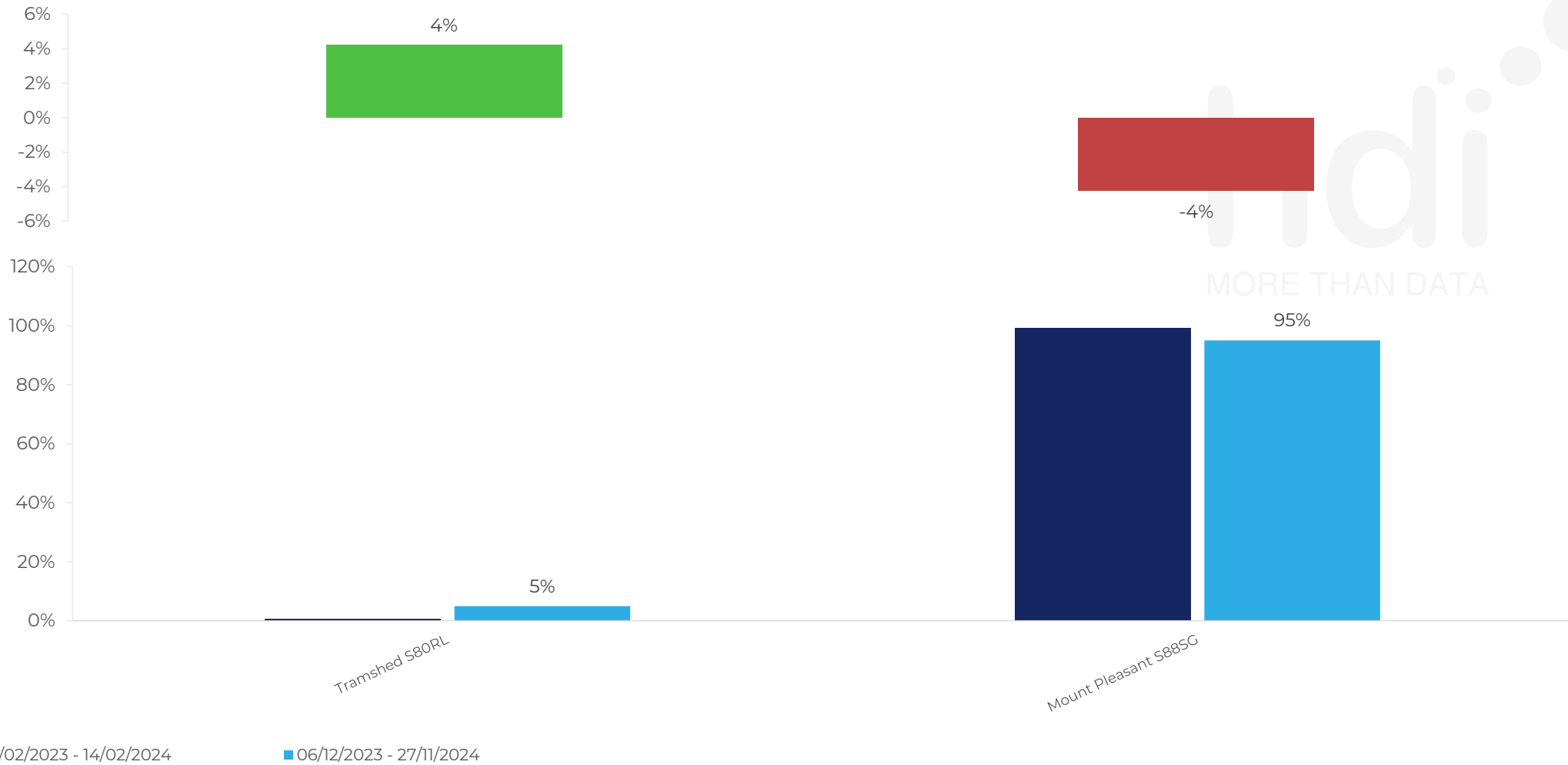
For customers of Mount Pleasant S88SG, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





## Share of Wallet Change

How has share of wallet of customers of Mount Pleasant S88SG changed between two date ranges?







## Market Summary

How does the local area for Mount Pleasant S88SG 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	£1.11M	5	£1.42M	4	£23.50M	7	£398.29M	9
Weekpart	Mon - Thu	43.1%	7	41.9%	6	43.2%	7	36.9%	1
Weekpart	Fri - Sat	39.5%	3	40.2%	3	40.7%	4	47.4%	10
Weekpart	Sun	17.4%	8	18.0%	9	16.0%	7	15.7%	6
Age	18 to 24	1.3%	1	2.7%	2	4.7%	3	8.3%	7
Age	25 to 34	10.5%	1	11.5%	1	18.9%	4	21.8%	5
Age	35 to 44	25.5%	7	24.5%	6	25.9%	8	23.2%	5
Age	45 to 54	18.6%	4	17.2%	3	18.8%	3	18.3%	2
Age	55 to 64	16.4%	6	15.4%	6	17.5%	7	16.9%	8
Age	65 to 74	24.4%	10	25.8%	10	10.5%	9	8.0%	7
Age	75+	3.3%	7	2.9%	7	3.8%	8	3.3%	7
CAMEO	Business Elite	3.9%	4	3.2%	3	5.4%	4	7.3%	5
CAMEO	Prosperous Professionals	2.9%	3	2.7%	2	4.0%	3	6.3%	5
CAMEO	Flourishing Society	3.9%	1	3.5%	1	3.6%	1	5.7%	1
CAMEO	Content Communities	11.6%	5	9.9%	3	12.9%	6	12.3%	5
CAMEO	White Collar Neighbourhoods	5.6%	1	5.3%	1	8.2%	2	9.0%	2
CAMEO	Enterprising Mainstream	11.8%	8	11.1%	8	7.2%	5	7.5%	5
CAMEO	Paying The Mortgage	45.2%	10	45.9%	10	22.3%	10	18.5%	9
CAMEO	Cash Conscious Communities	9.9%	6	12.1%	8	17.7%	10	14.8%	10
CAMEO	On A Budget	2.7%	2	2.7%	2	5.2%	4	7.4%	7
CAMEO	Family Value	2.5%	6	3.6%	6	13.5%	10	11.2%	9
Affluence	AB	10.7%	2	9.4%	1	13.0%	2	19.2%	3
Affluence	C1C2	74.2%	10	72.1%	10	50.5%	6	47.4%	5
Affluence	DE	15.1%	4	18.5%	5	36.5%	9	33.4%	9



## Site Potential 1

## Site Characteristics

£3000

£18000

OCC Concept Fit

Non-Core



Achievable Average Weekly Takings

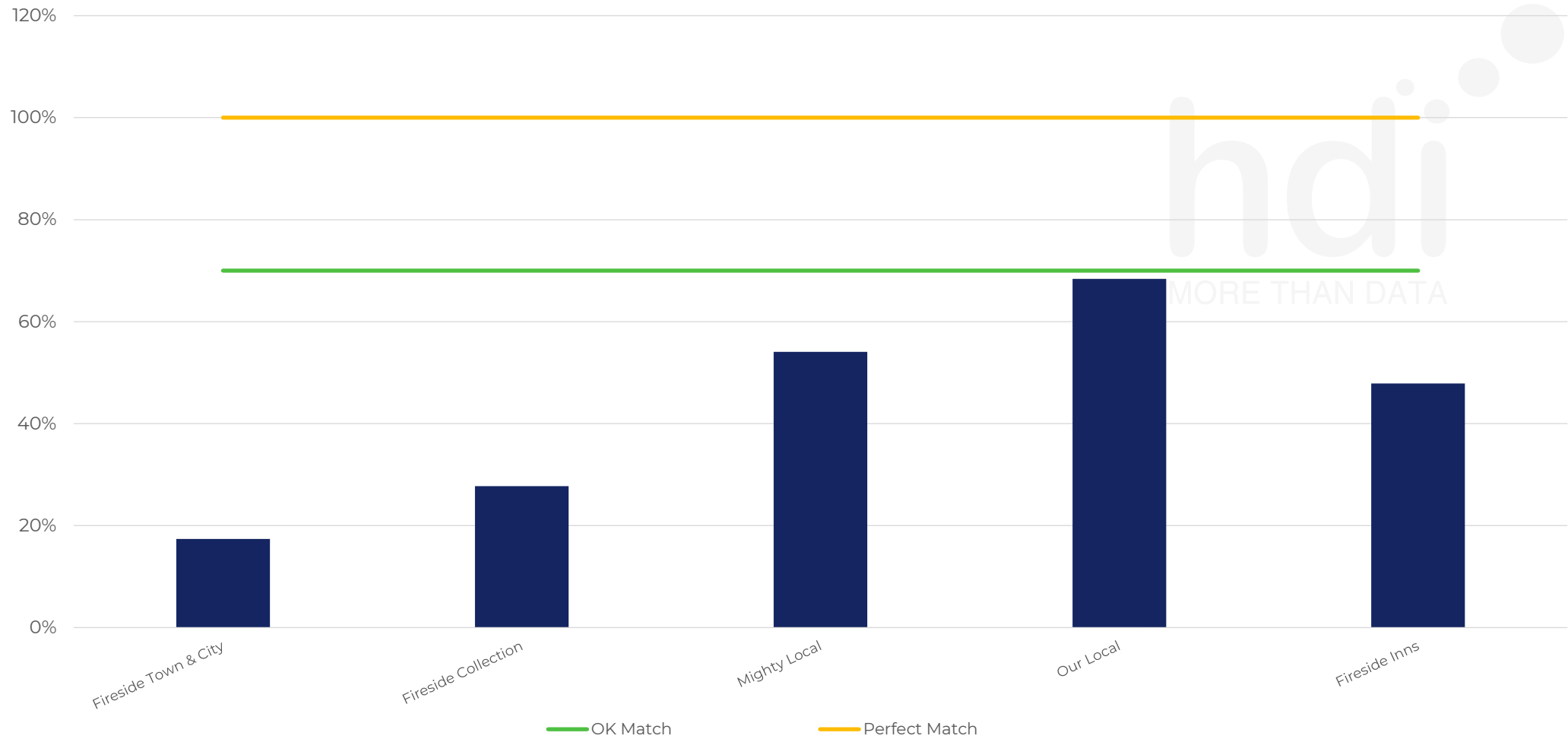
£7000

- 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

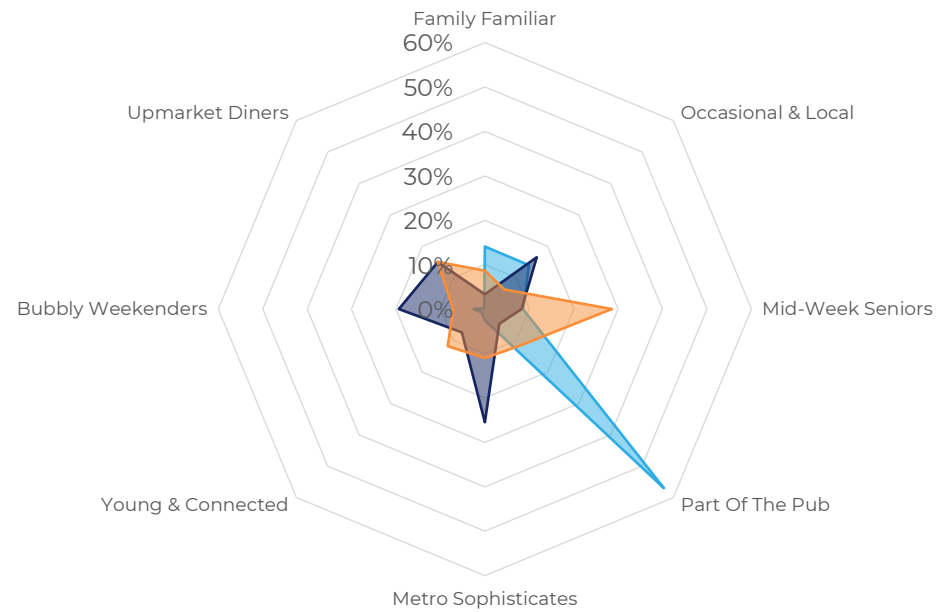






## Local Market Profile

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
Mount Pleasant	96	14.09%	14.01%	8.60%	57.01%	2.53%	1.01%	2.53%	0.18%
Local Catchment	178	3.33%	16.50%	8.30%	4.62%	25.46%	7.37%	19.37%	15.01%
Punch T&L	104702	8.67%	6.24%	28.58%	11.49%	11.02%	11.79%	7.10%	15.06%
Mount Pleasant vs Local Catchment		10.76%	-2.49%	0.30%	52.39%	-22.93%	-6.36%	-16.84%	-14.83%
Mount Pleasant vs Punch T&L		5.42%	7.77%	-19.98%	45.52%	-8.49%	-10.78%	-4.57%	-14.88%
Local Catchment vs Punch T&L		-5.34%	10.26%	-20.28%	-6.87%	14.44%	-4.42%	12.27%	-0.05%

Mount Pleasant

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
Mount Pleasant S88SG	96	14.09%	14.01%	8.60%	57.01%	2.53%	1.01%	2.53%	0.18%
Tramshed S80RL	173	3.45%	17.09%	8.59%	4.79%	26.37%	6.62%	17.51%	15.54%