



Site Summary



Vesper Gate LS53NG

LS53NG

Punch T&L



Work Area
Leeds



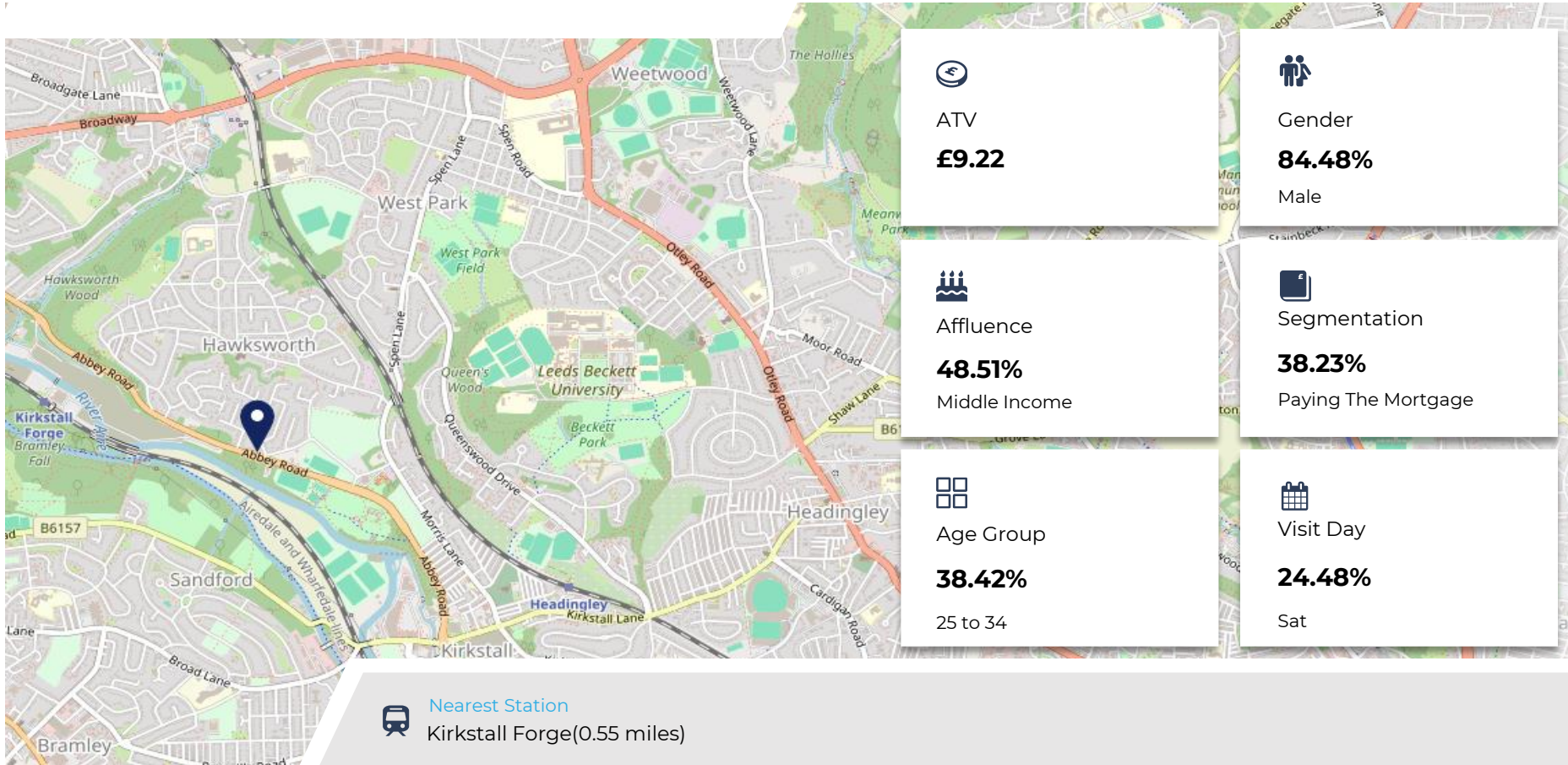
Region
Yorkshire and The Humber



TV Region
Yorkshire



Urbanicity
Urban major conurbation



ATV
£9.22



Gender
84.48%
Male



Affluence
48.51%
Middle Income



Segmentation
38.23%
Paying The Mortgage



Age Group
38.42%
25 to 34



Visit Day
24.48%
Sat

Top Competitors

Kirkstall Bridge Inn **#1**
LS53BW
 Pub Restaurant

#2

#3

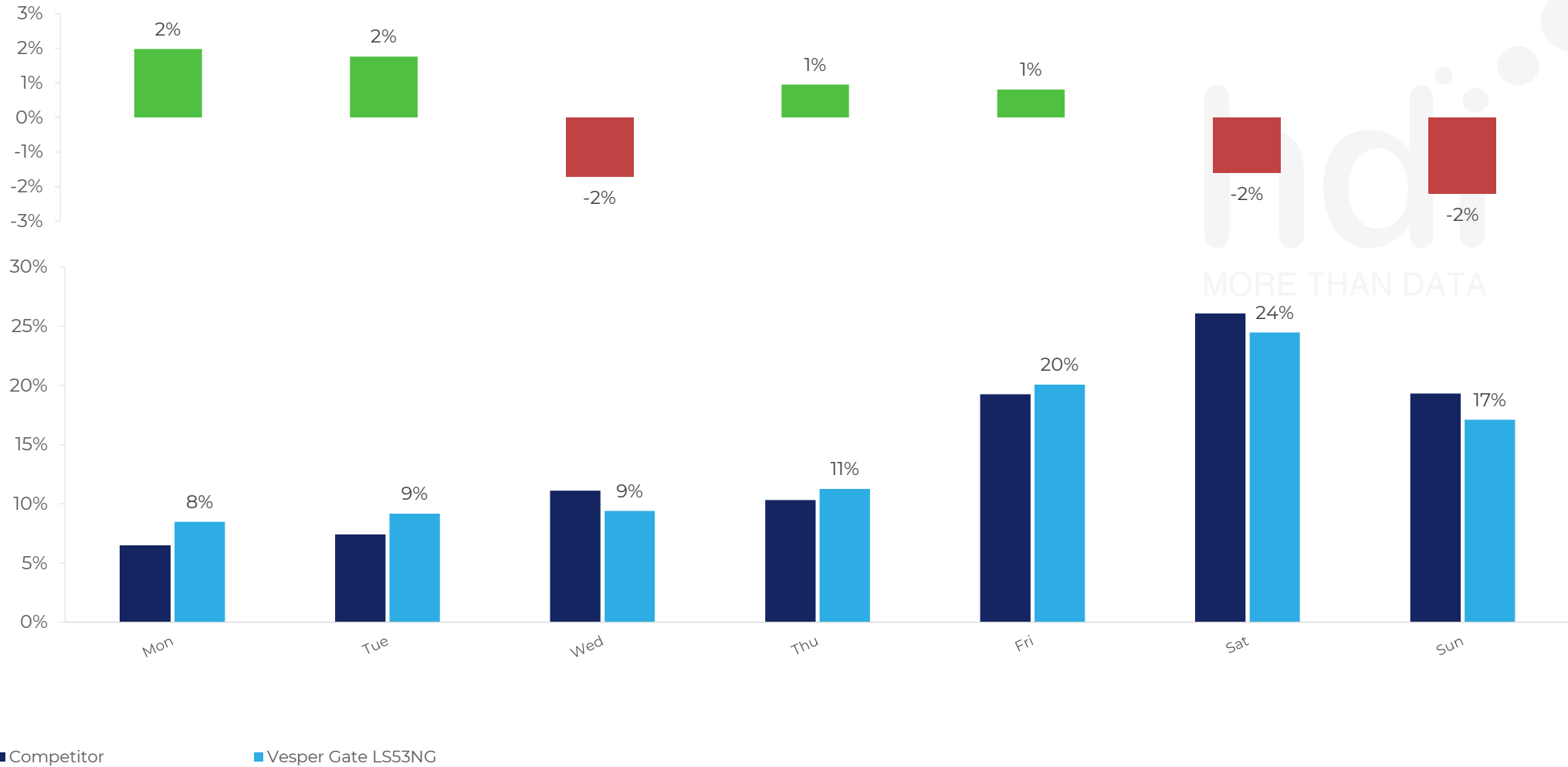


Nearest Station
Kirkstall Forge(0.55 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Vesper Gate LS53NG versus its competitors?

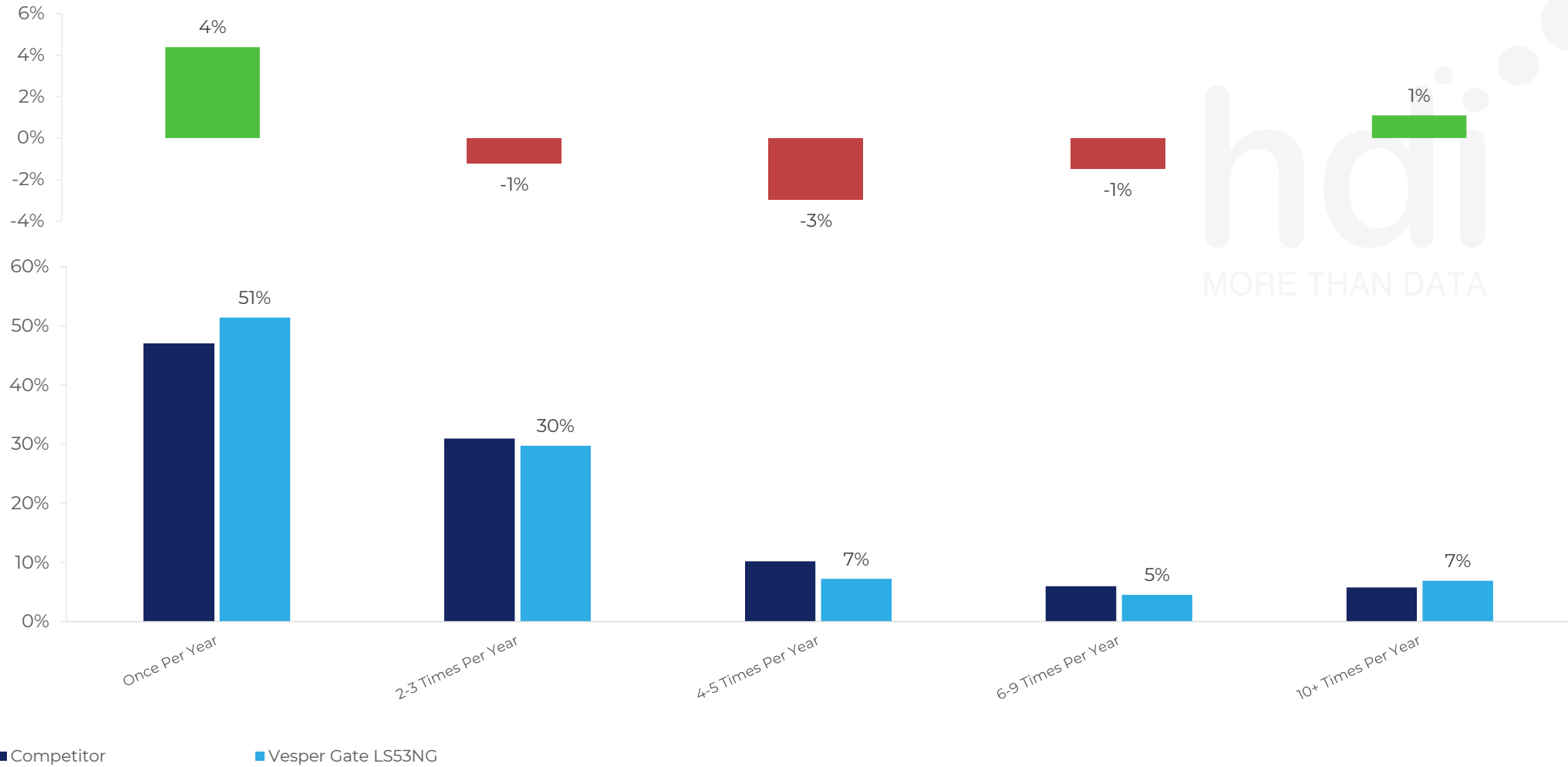
% of spend for Vesper Gate LS53NG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week



Visit Frequency

How frequently per year do customers visit Vesper Gate LS53NG versus its competitors?

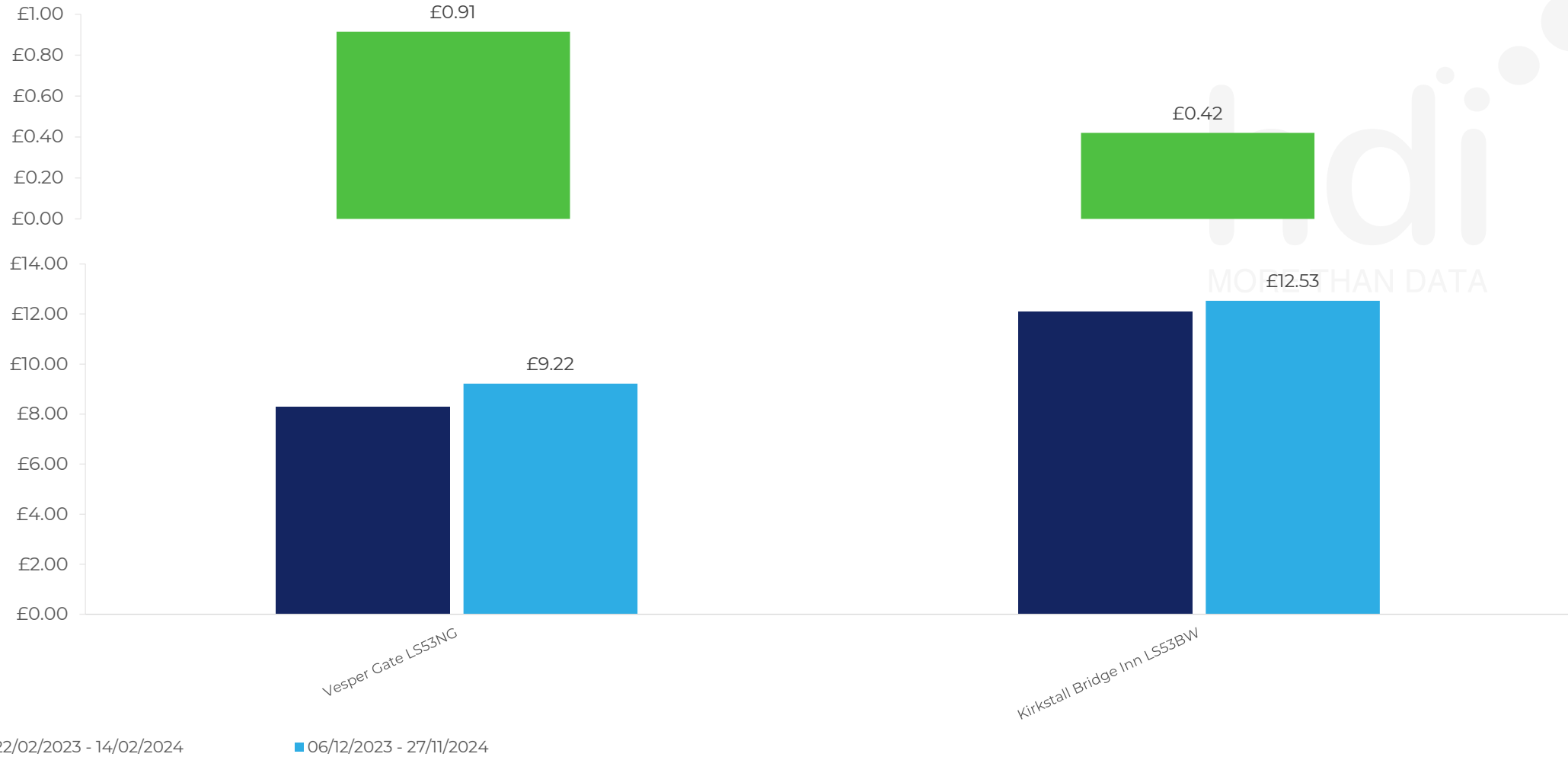
% of customer numbers for Vesper Gate LS53NG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?



■ 22/02/2023 - 14/02/2024

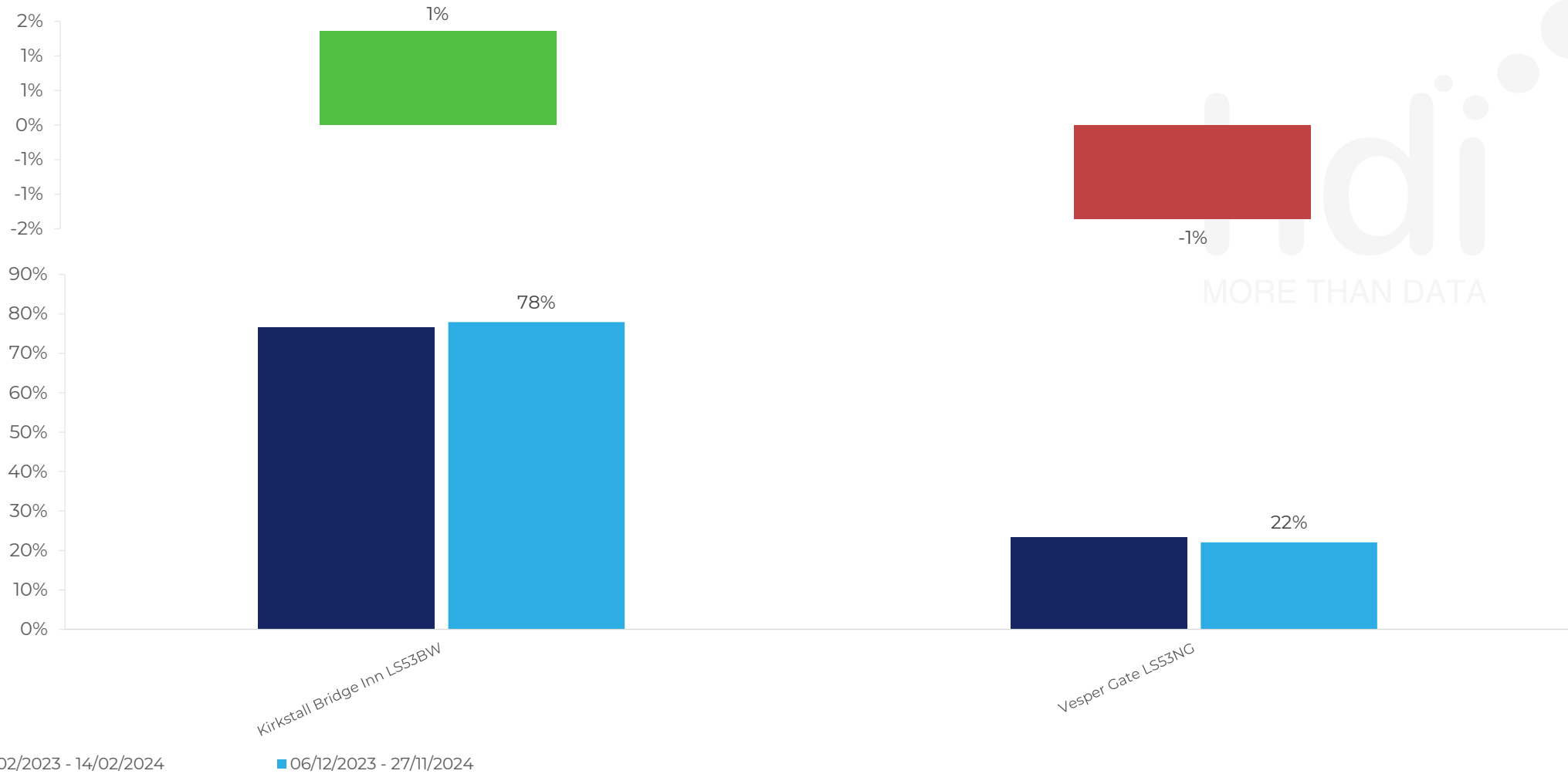
■ 06/12/2023 - 27/11/2024



Market Share Change

How has market share changed between two date ranges?

% of market share spend for Vesper Gate LS53NG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024



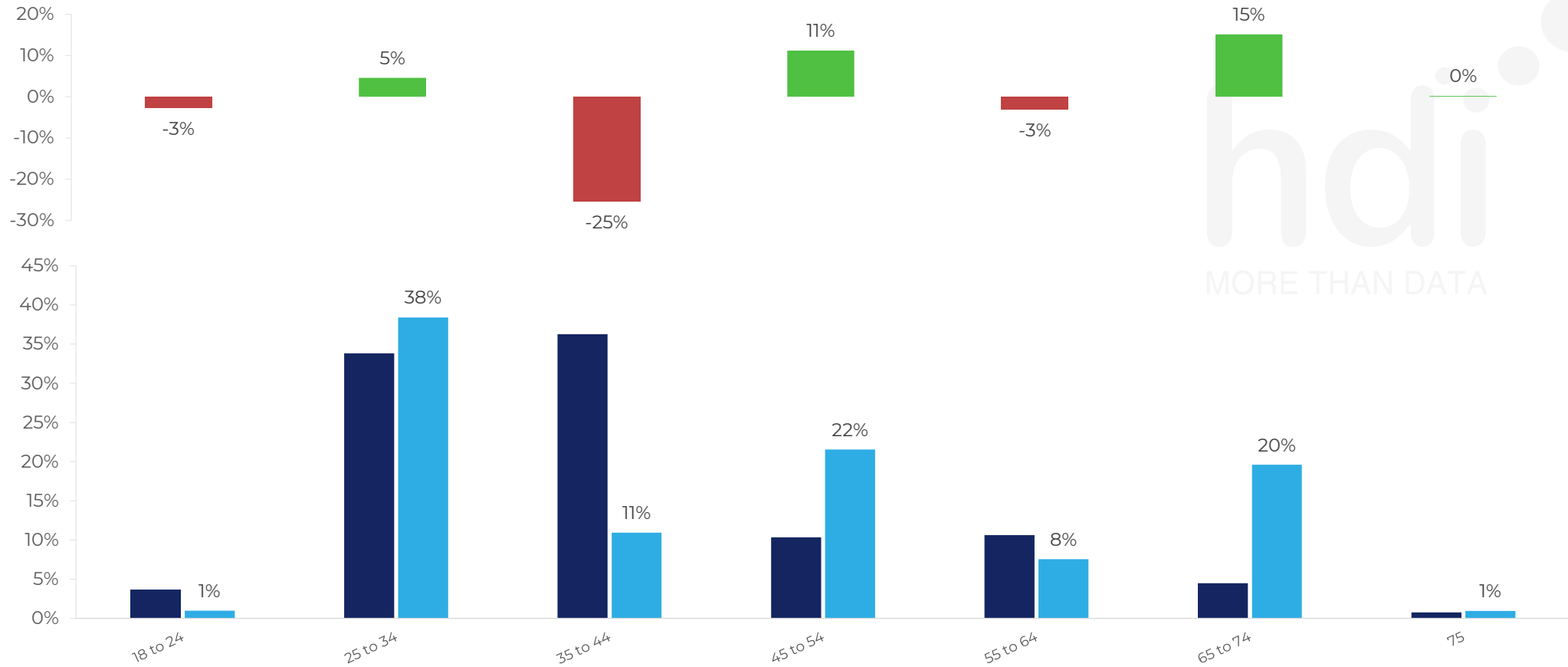
■ 22/02/2023 - 14/02/2024

■ 06/12/2023 - 27/11/2024

Age

How does the age profile of customers who visit Vesper Gate LS53NG compare versus its competitors?

% of spend for Vesper Gate LS53NG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range



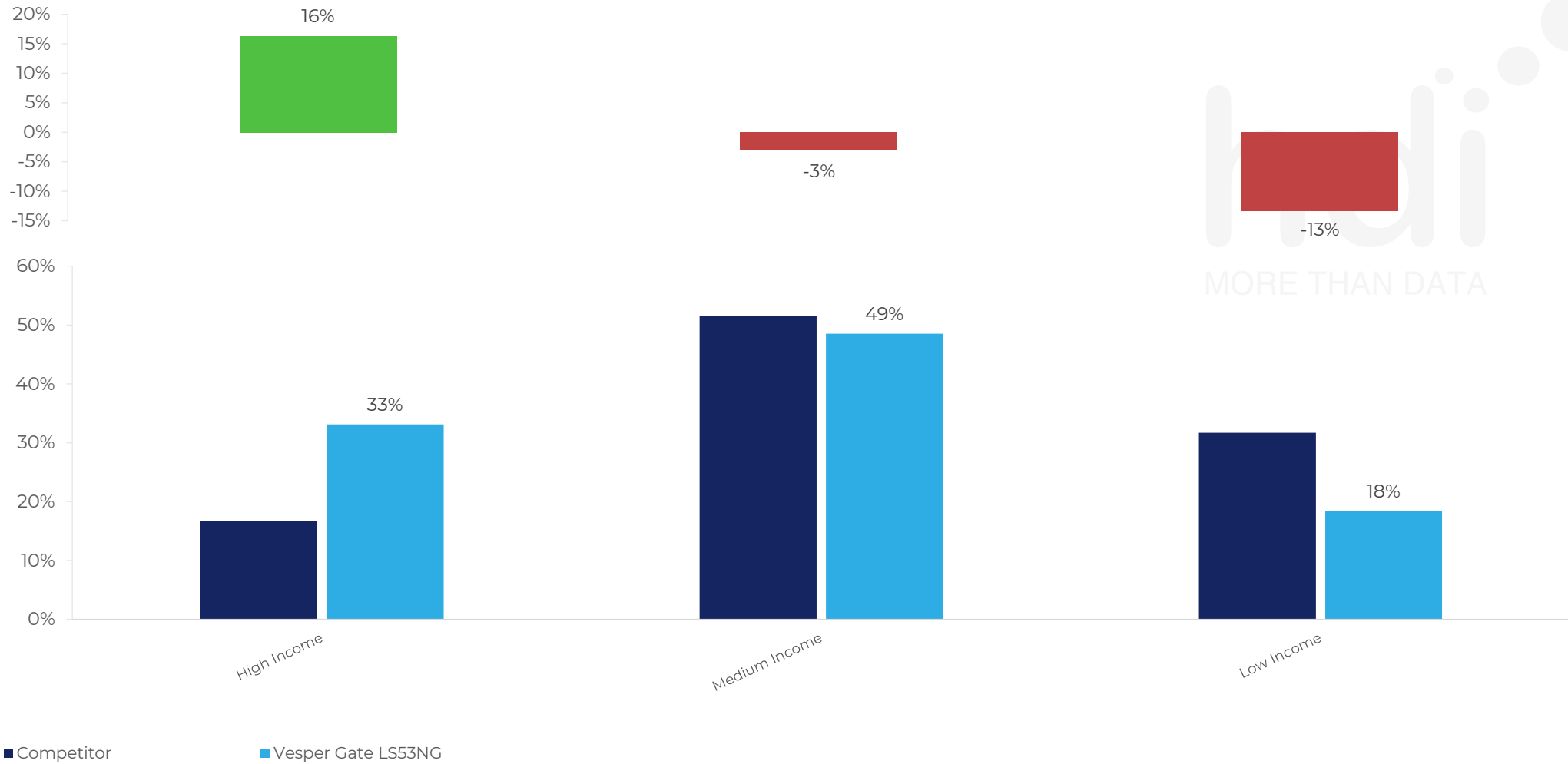
■ Competitor

■ Vesper Gate LS53NG

Affluence

How does the affluence of customers who visit Vesper Gate LS53NG compare versus its competitors?

% of spend for Vesper Gate LS53NG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

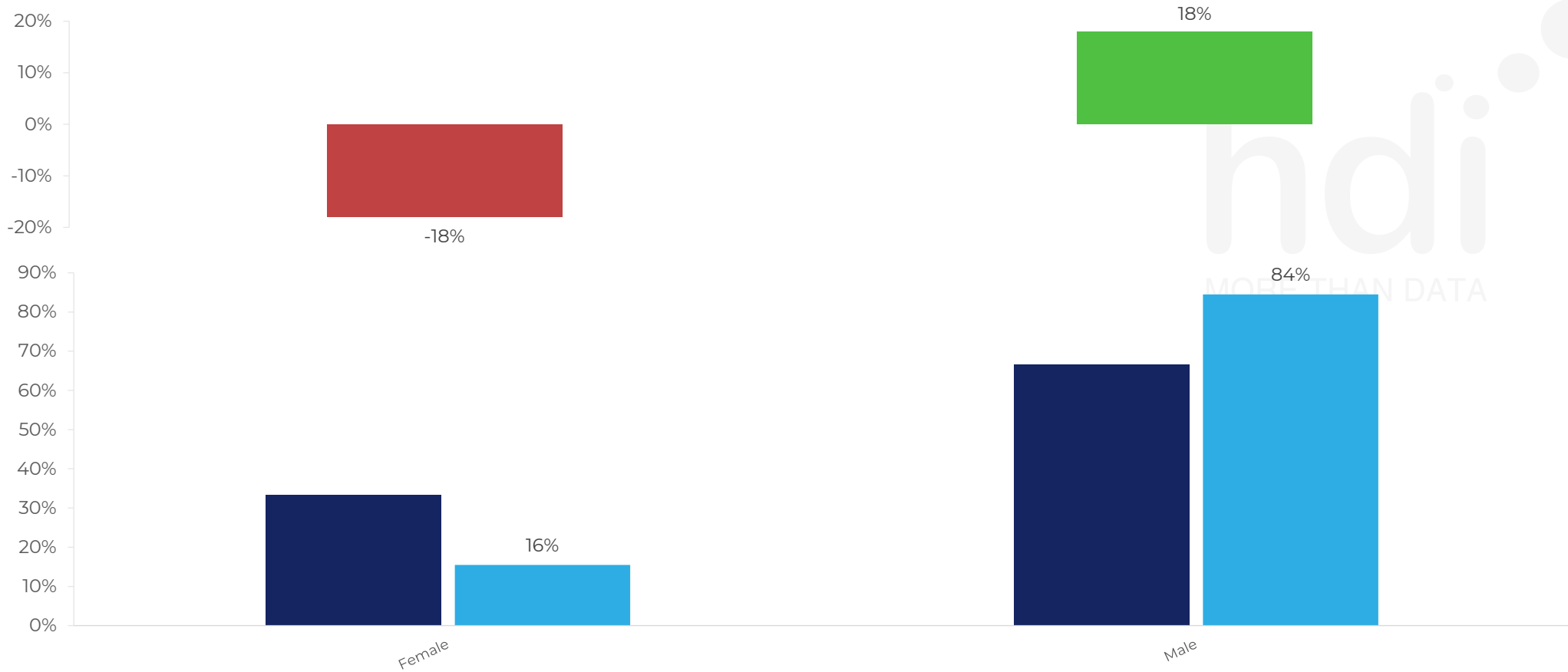




Gender

How does the gender profile of customers who visit Vesper Gate LS53NG compare versus its competitors?

% of spend for Vesper Gate LS53NG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



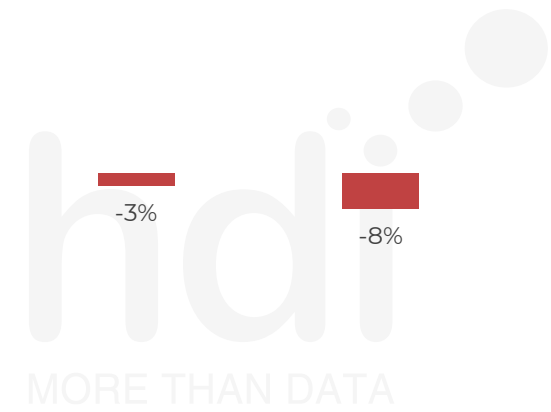
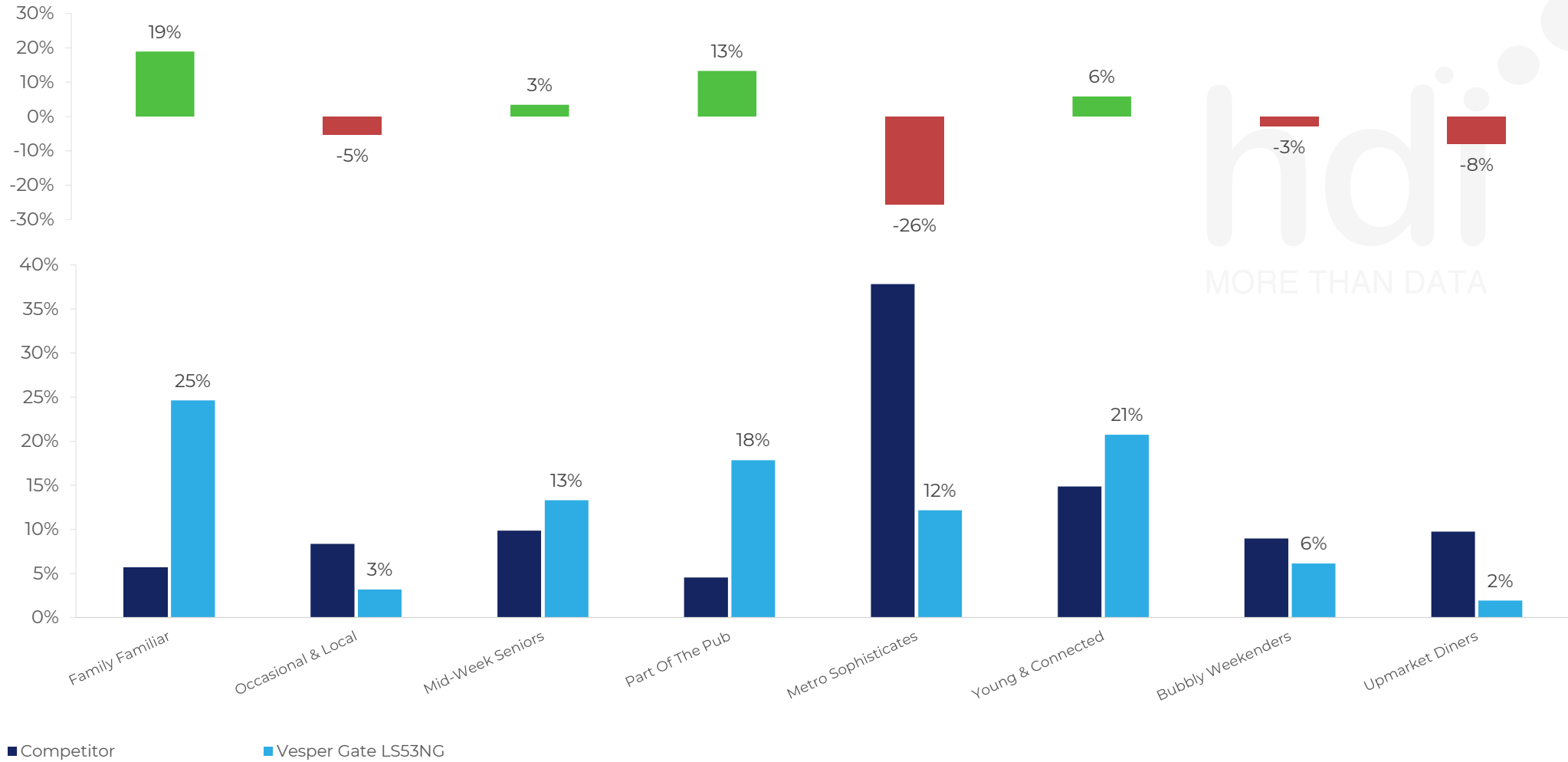
■ Competitor

■ Vesper Gate LS53NG

Punch Segmentation

How does the Custom segmentation profile of customers who visit Vesper Gate LS53NG compare versus its competitors?

% of spend for Vesper Gate LS53NG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment



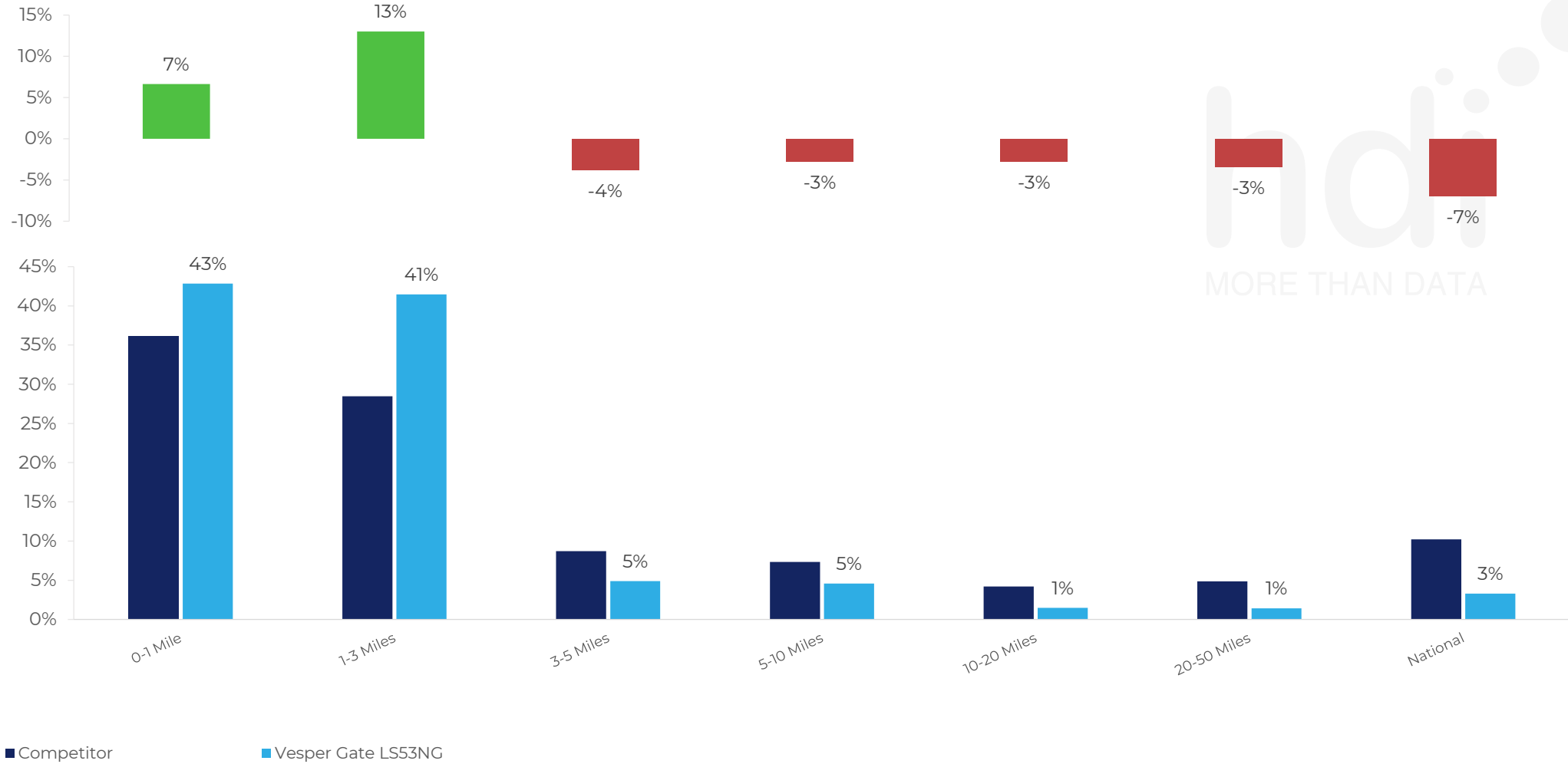
■ Competitor

■ Vesper Gate LS53NG

Spend by Distance

How does the spend profile of Vesper Gate LS53NG compare versus its competitors based on travel distances?

% of spend for Vesper Gate LS53NG and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

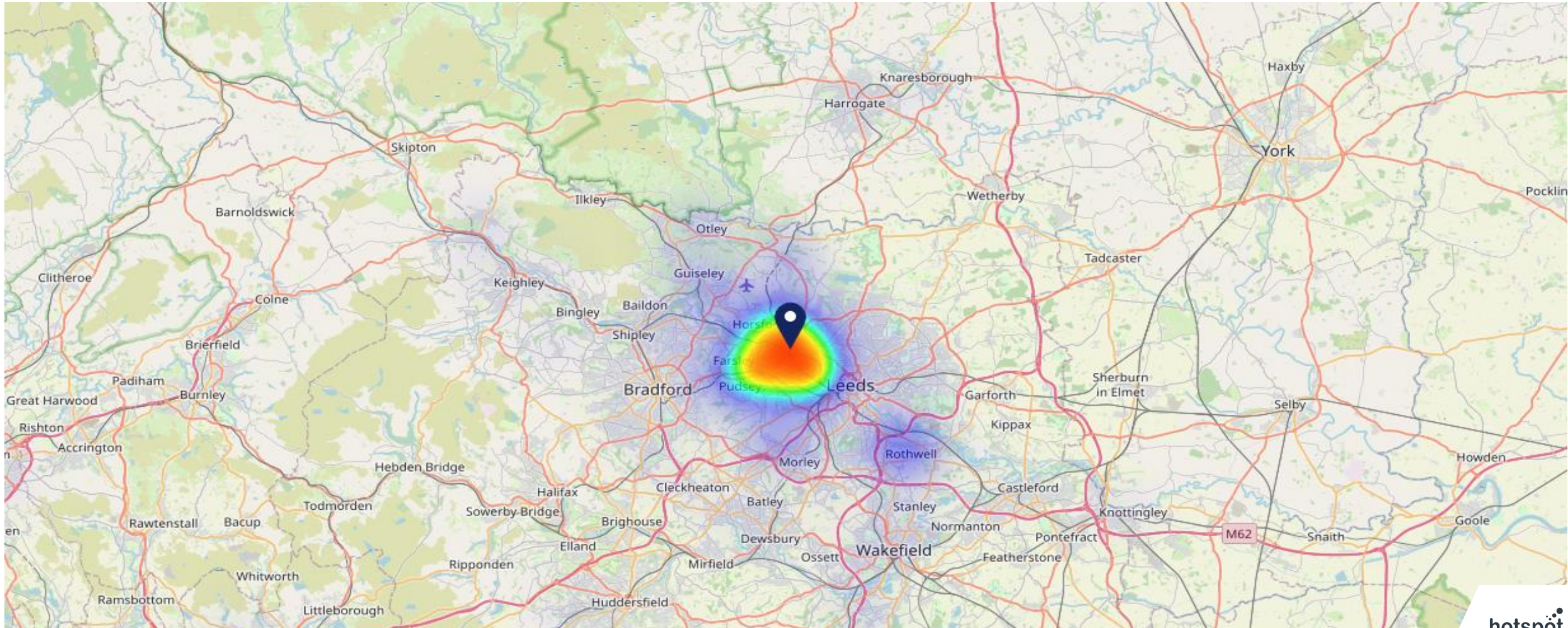




Map of Guest Origin

Where do customers of Vesper Gate LS53NG come from?

Where do customers of Vesper Gate LS53NG for 06/12/2023 - 27/11/2024 live

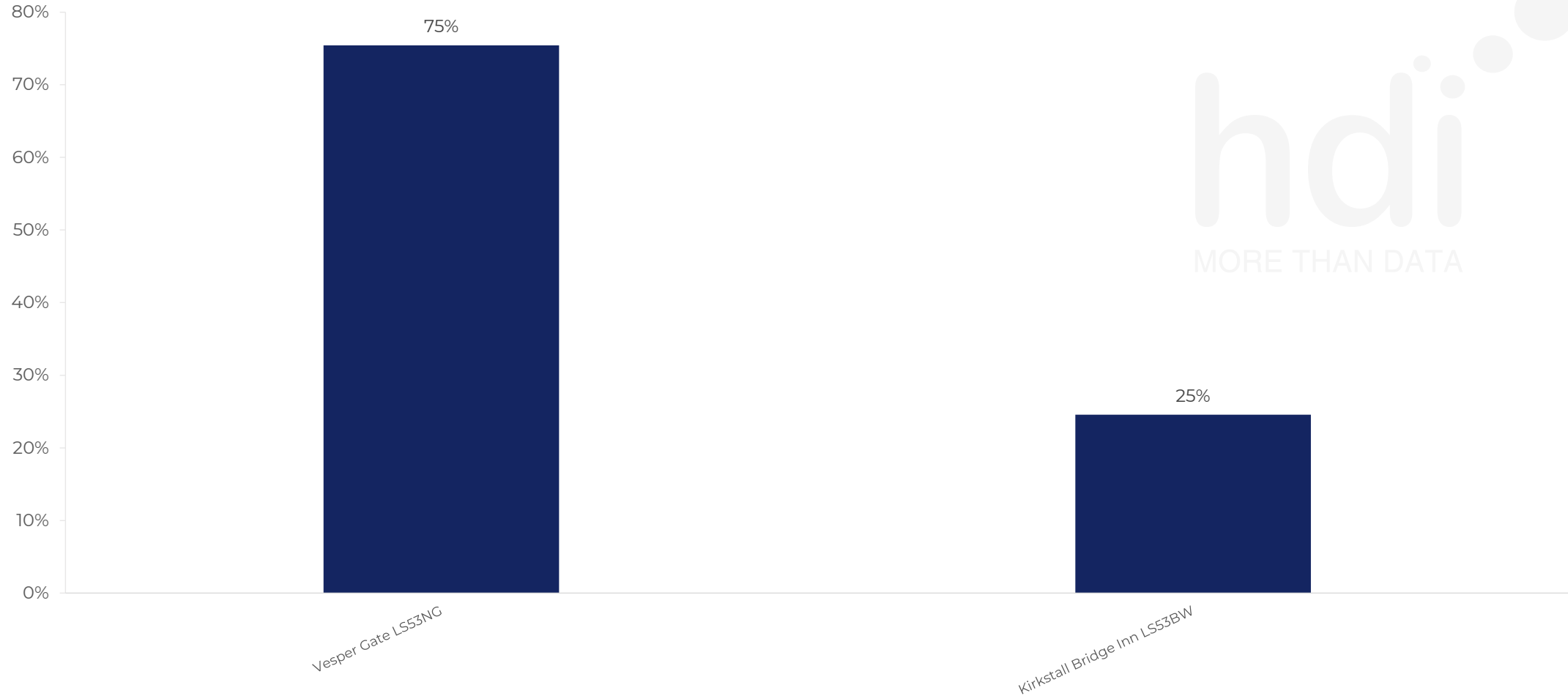




Share of Wallet

What are the Top 20 venues (by spend) that customers of Vesper Gate LS53NG also visit?

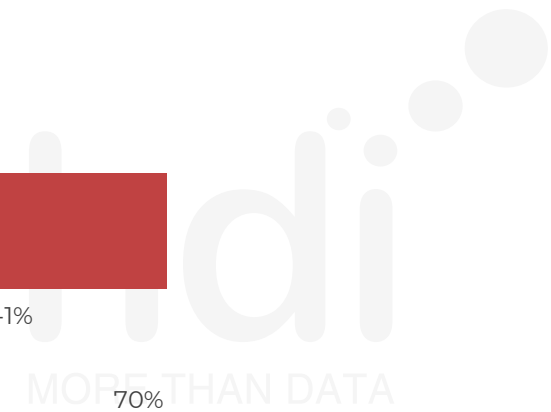
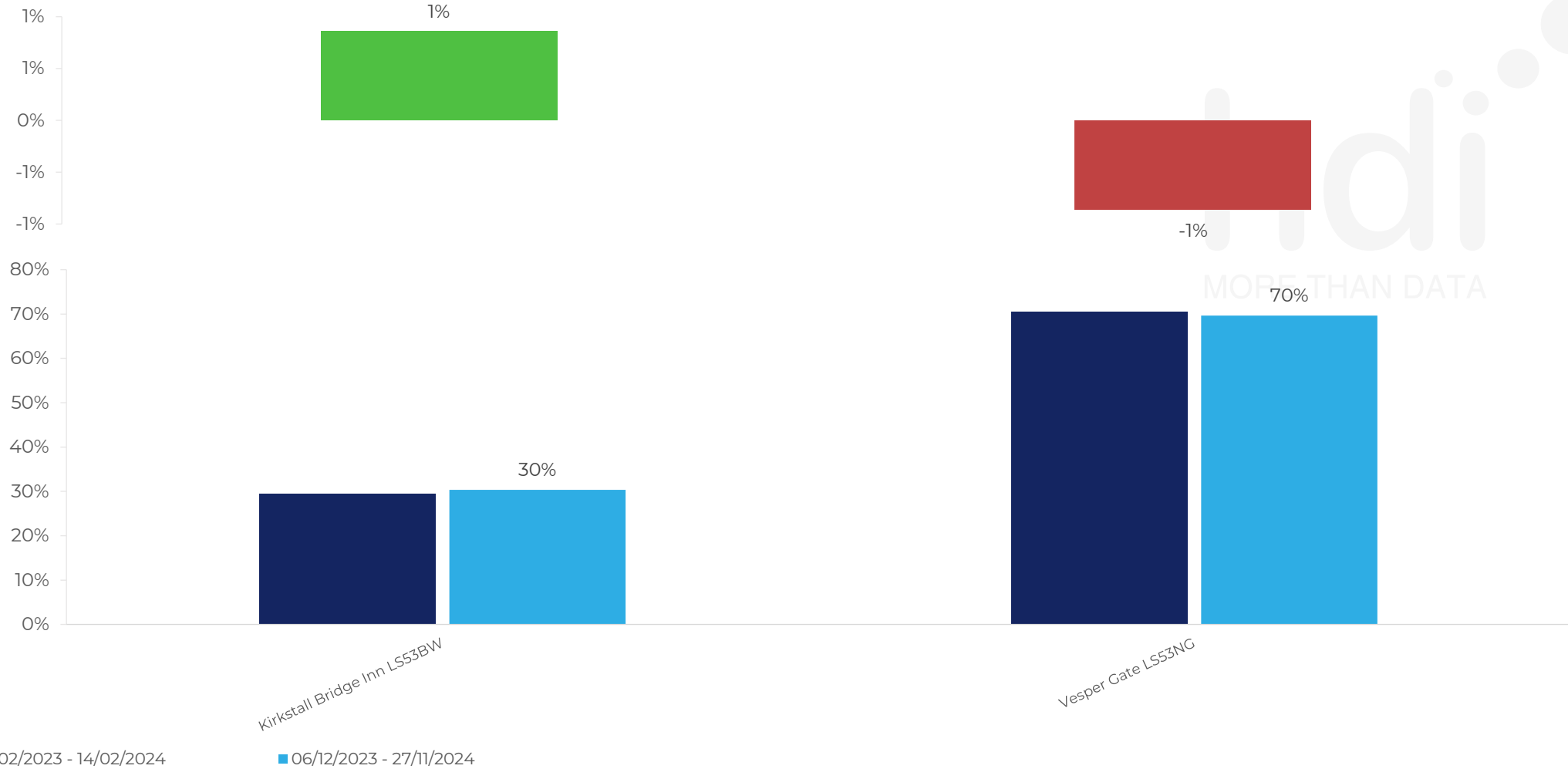
For customers of Vesper Gate LS53NG, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Vesper Gate LS53NG changed between two date ranges?



■ 22/02/2023 - 14/02/2024

■ 06/12/2023 - 27/11/2024



Market Summary

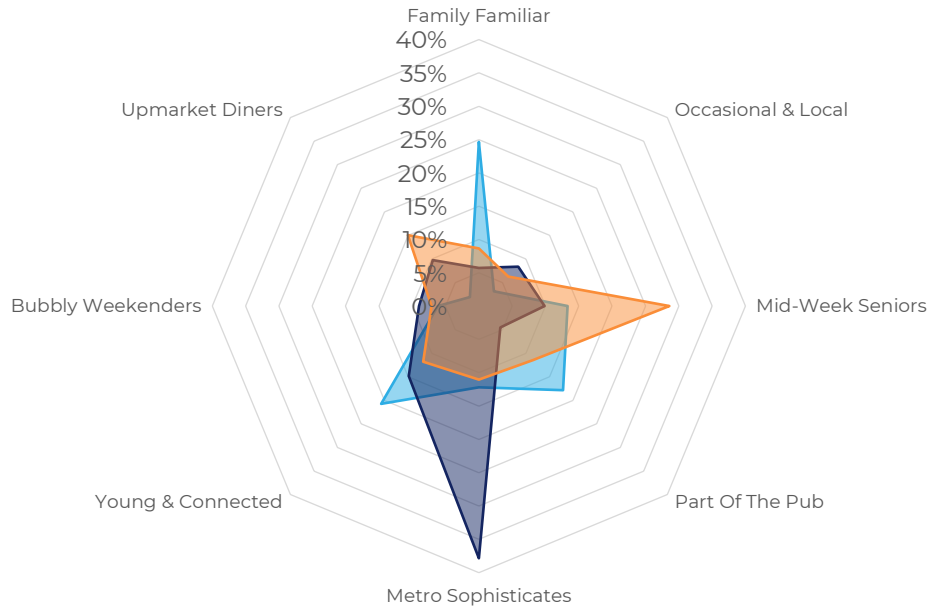
How does the local area for Vesper Gate LS53NG compare to the national average (1 = low, 10 = high)

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	£655K	4	£797K	3	£9.71M	4	£203.28M	8
Weekpart	Mon - Thu	35.7%	3	32.3%	1	40.6%	5	39.1%	2
Weekpart	Fri - Sat	45.7%	6	48.6%	9	44.3%	7	45.1%	9
Weekpart	Sun	18.6%	9	19.1%	9	15.1%	5	15.7%	6
Age	18 to 24	0.8%	1	0.9%	1	3.4%	2	7.0%	5
Age	25 to 34	35.9%	10	33.2%	10	22.0%	5	20.5%	4
Age	35 to 44	20.4%	4	22.6%	5	29.9%	10	28.7%	10
Age	45 to 54	24.3%	9	25.4%	10	18.2%	3	19.9%	5
Age	55 to 64	5.9%	1	6.7%	1	13.8%	4	14.6%	5
Age	65 to 74	12.1%	9	10.6%	8	9.7%	8	6.9%	6
Age	75+	0.7%	2	0.6%	2	2.9%	6	2.3%	5
CAMEO	Business Elite	1.9%	2	5.2%	5	4.0%	3	7.5%	6
CAMEO	Prosperous Professionals	21.9%	10	19.9%	10	7.5%	7	7.2%	7
CAMEO	Flourishing Society	4.7%	2	5.7%	2	5.4%	1	8.1%	3
CAMEO	Content Communities	4.1%	1	4.8%	1	6.9%	1	10.4%	3
CAMEO	White Collar Neighbourhoods	4.1%	1	5.5%	1	9.6%	3	11.4%	5
CAMEO	Enterprising Mainstream	6.7%	5	6.4%	4	9.6%	7	10.7%	8
CAMEO	Paying The Mortgage	29.9%	10	26.7%	10	20.1%	9	17.7%	8
CAMEO	Cash Conscious Communities	6.2%	3	6.9%	4	11.4%	7	9.9%	6
CAMEO	On A Budget	9.1%	8	8.0%	7	8.8%	8	6.7%	6
CAMEO	Family Value	11.5%	9	10.8%	9	16.7%	10	10.4%	9
Affluence	AB	28.5%	6	30.9%	6	16.9%	3	22.8%	4
Affluence	C1C2	44.7%	4	43.4%	4	46.2%	4	50.2%	6
Affluence	DE	26.8%	7	25.7%	7	36.9%	9	27.0%	8



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
Vesper Gate	123	24.64%	3.17%	13.31%	17.86%	12.18%	20.74%	6.14%	1.92%
Local Catchment	650	5.74%	8.37%	9.86%	4.54%	37.84%	14.88%	8.96%	9.76%
Punch T&L	104716	8.67%	6.24%	28.58%	11.49%	11.03%	11.79%	7.10%	15.06%
Vesper Gate vs Local Catchment		18.90%	-5.20%	3.45%	13.32%	-25.66%	5.86%	-2.82%	-7.84%
Vesper Gate vs Punch T&L		15.97%	-3.07%	-15.27%	6.37%	1.15%	8.95%	-0.96%	-13.14%
Local Catchment vs Punch T&L		-2.93%	2.13%	-18.72%	-6.95%	26.81%	3.09%	1.86%	-5.30%

■ Vesper Gate

■ Local Catchment

■ Punch T&L



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
Vesper Gate LS53NG	123	24.64%	3.17%	13.31%	17.86%	12.18%	20.74%	6.14%	1.92%
Kirkstall Bridge Inn LS53BW	650	5.74%	8.37%	9.86%	4.54%	37.84%	14.88%	8.96%	9.76%