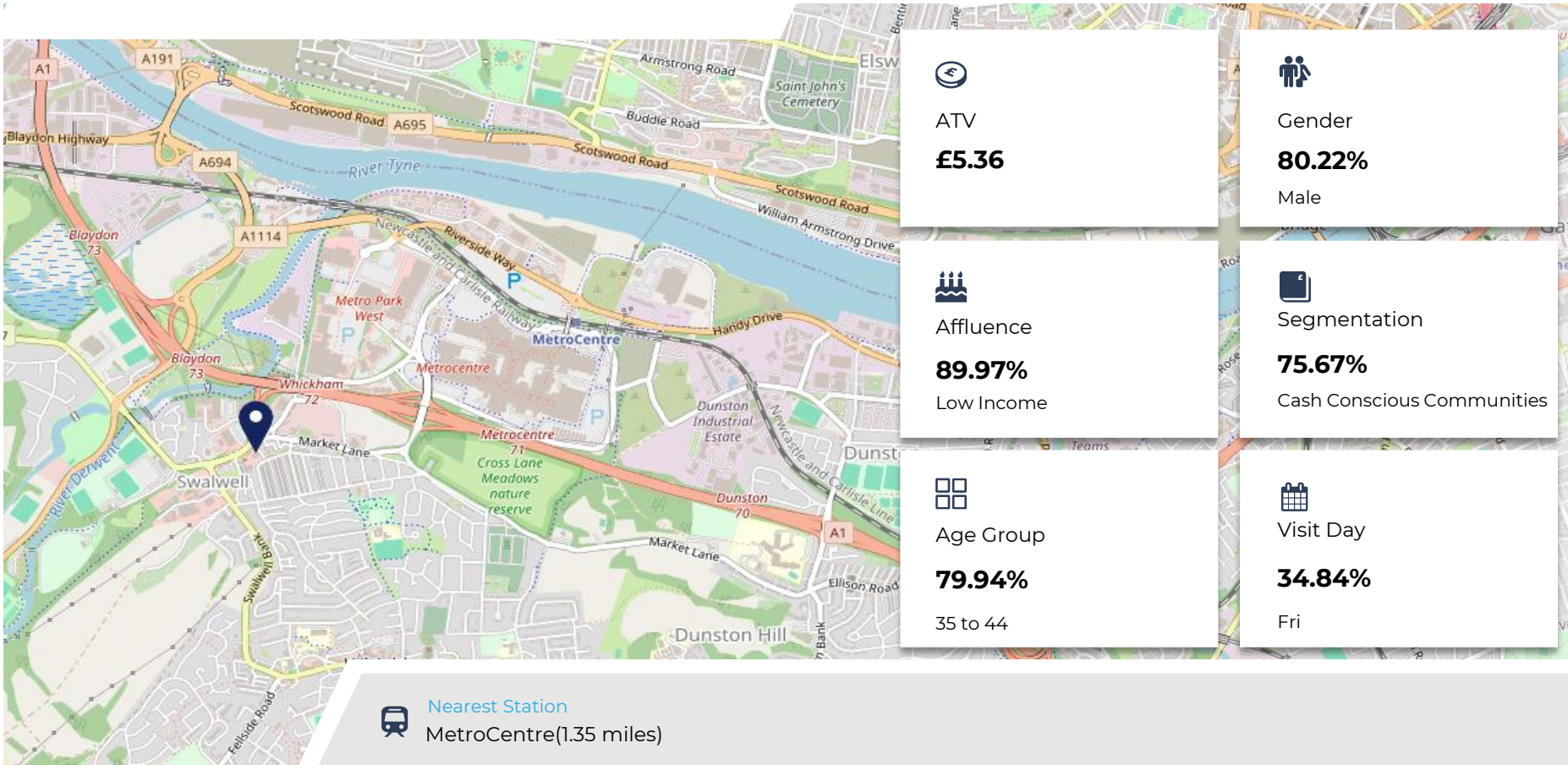




Highlander NE163DW

NE163DW

Punch T&L

**Work Area**
Newcastle**Region**
North East**TV Region**
Tyne Tees**Urbanicity**
Urban major conurbation**ATV**
£5.36**Gender**
80.22%
Male**Affluence**
89.97%
Low Income**Segmentation**
75.67%
Cash Conscious Communities**Age Group**
79.94%
35 to 44**Visit Day**
34.84%
Fri

Top Competitors

**Skiff Inn**
NE163BE

#1

Pub Restaurant

**Woodmans Arms**
NE165BB

#2

Pub Restaurant

**Pedalling Squares**
NE163AQ

#3

Pub Restaurant

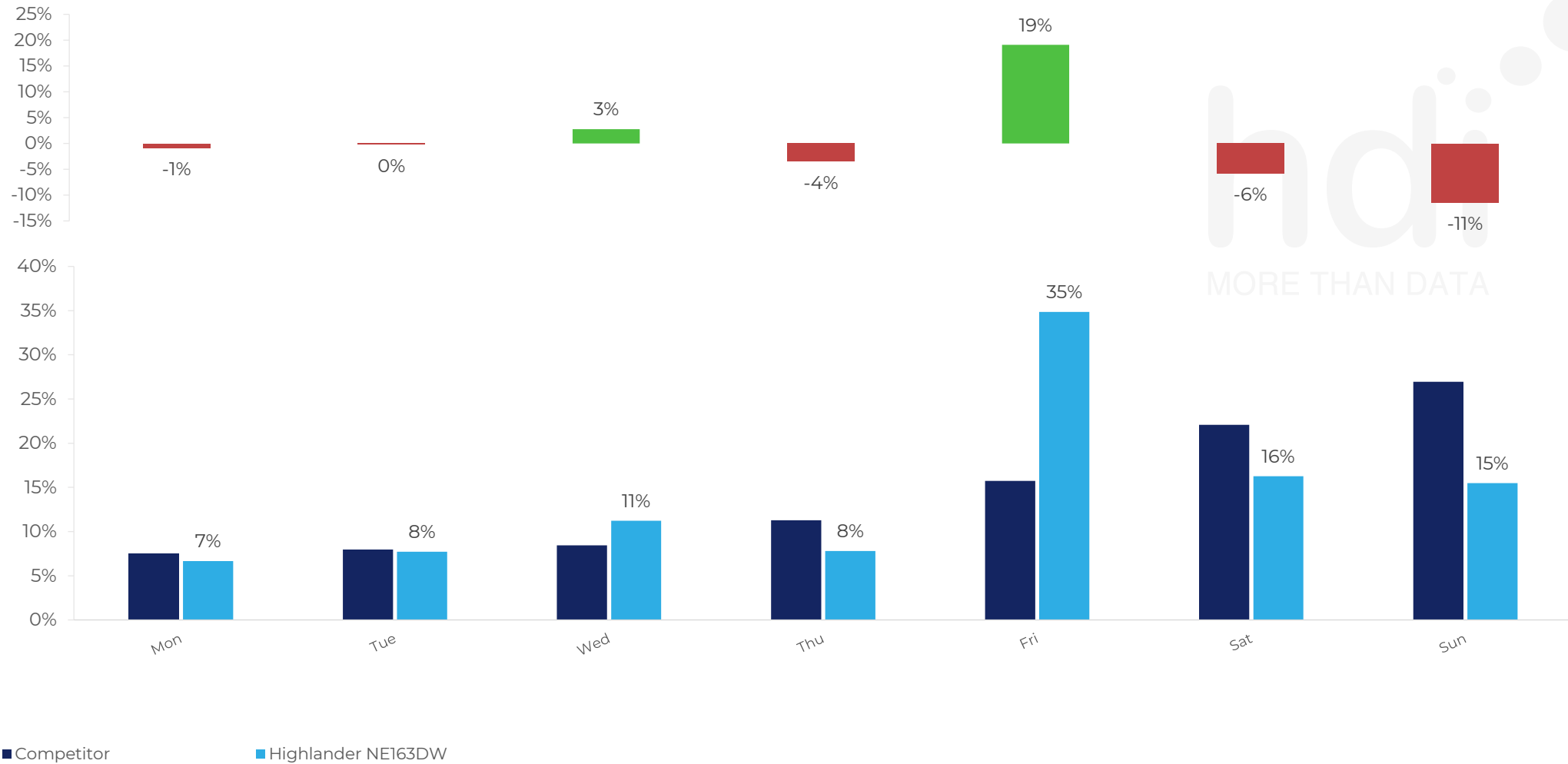
**Nearest Station**
MetroCentre(1.35 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Highlander NE163DW versus its competitors?

% of spend for Highlander NE163DW and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week

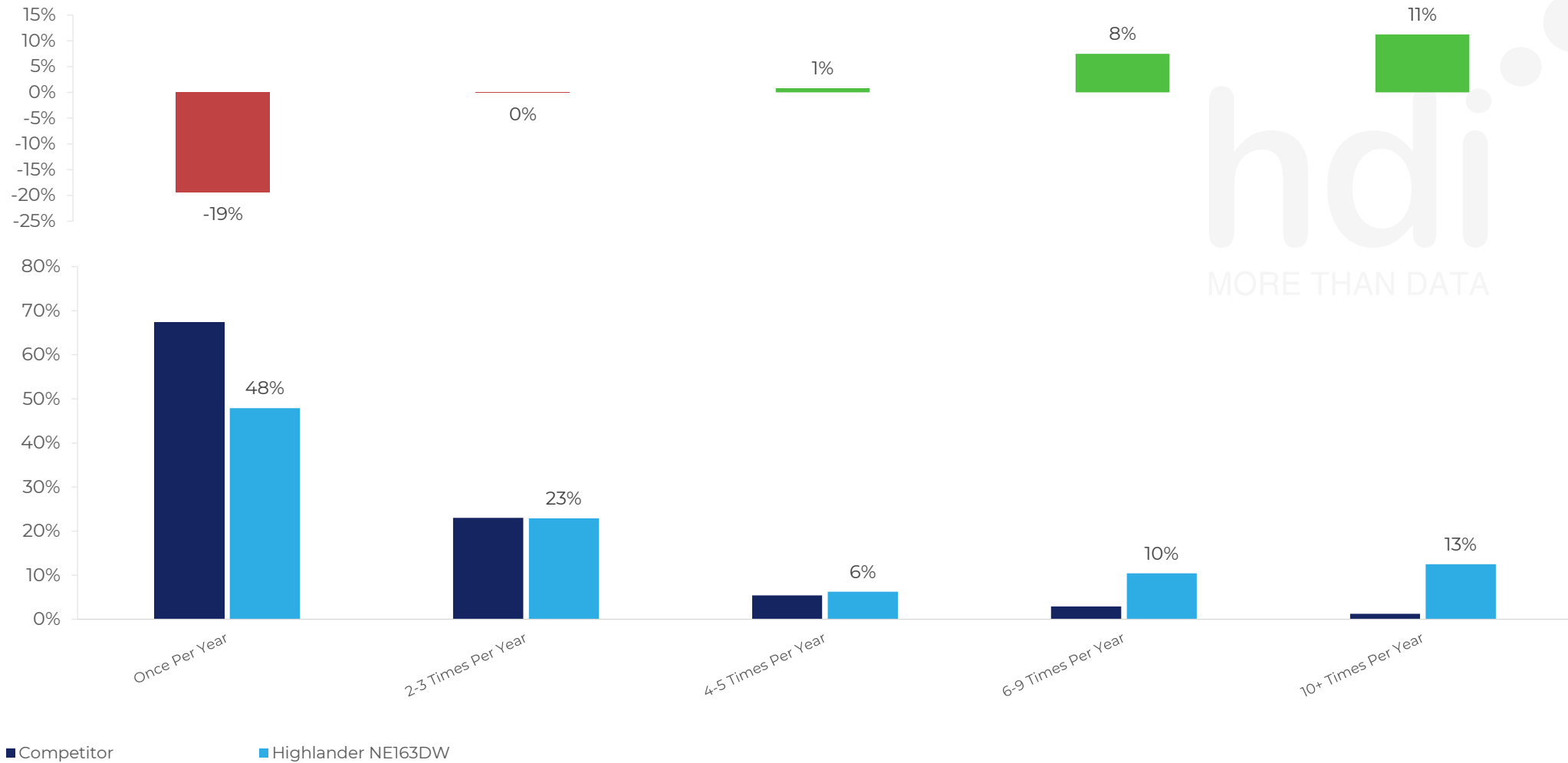




Visit Frequency

How frequently per year do customers visit Highlander NE163DW versus its competitors?

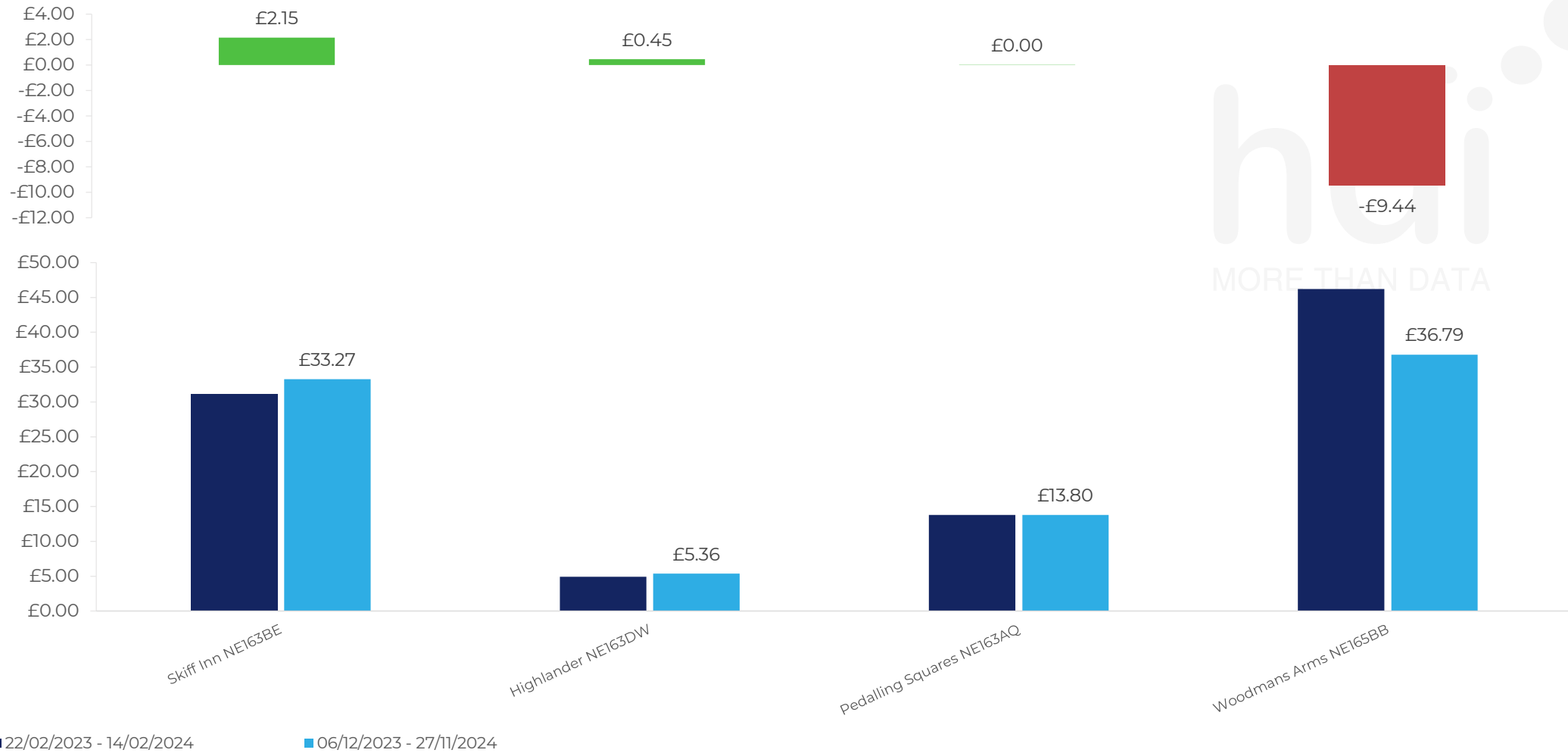
% of customer numbers for Highlander NE163DW and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

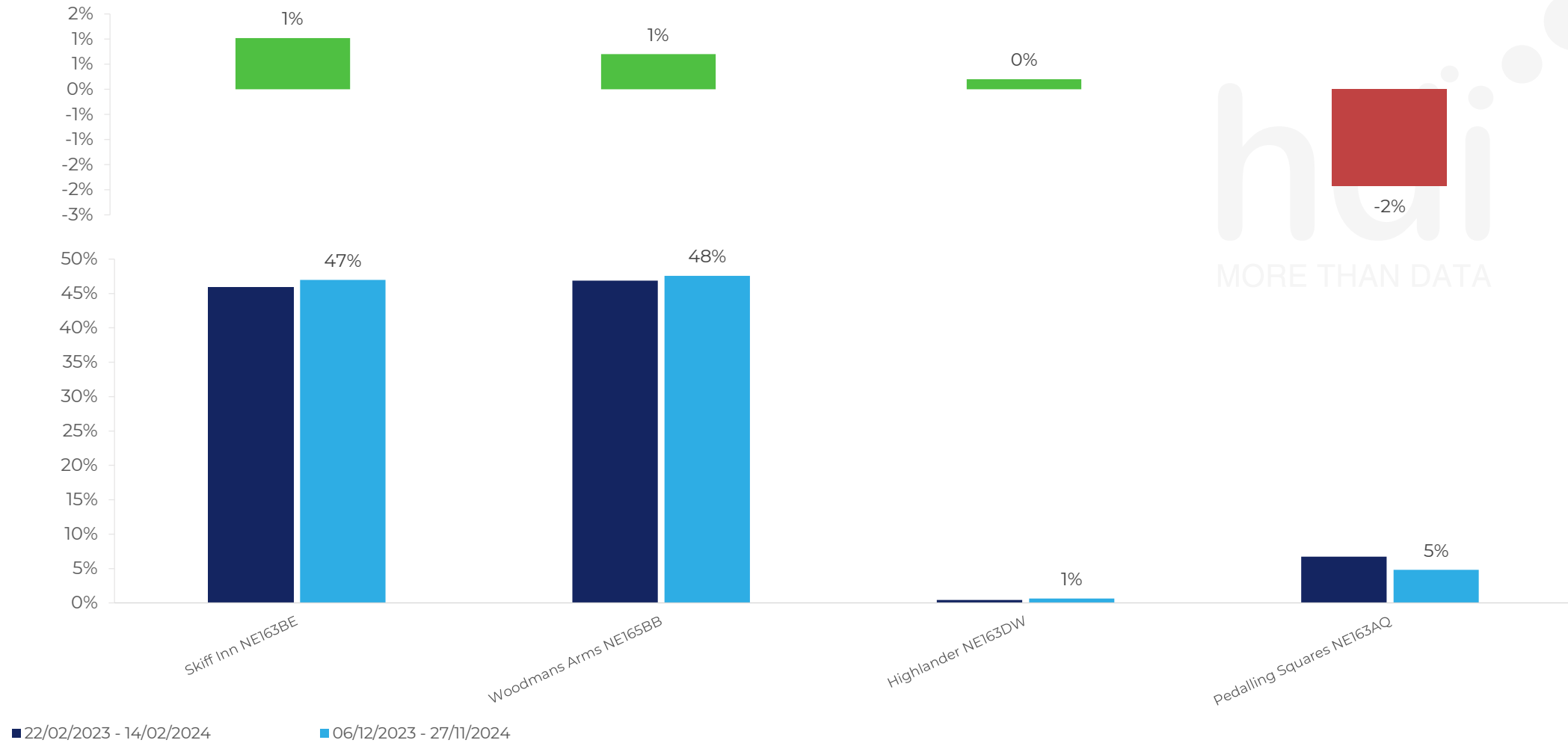




Market Share Change

How has market share changed between two date ranges?

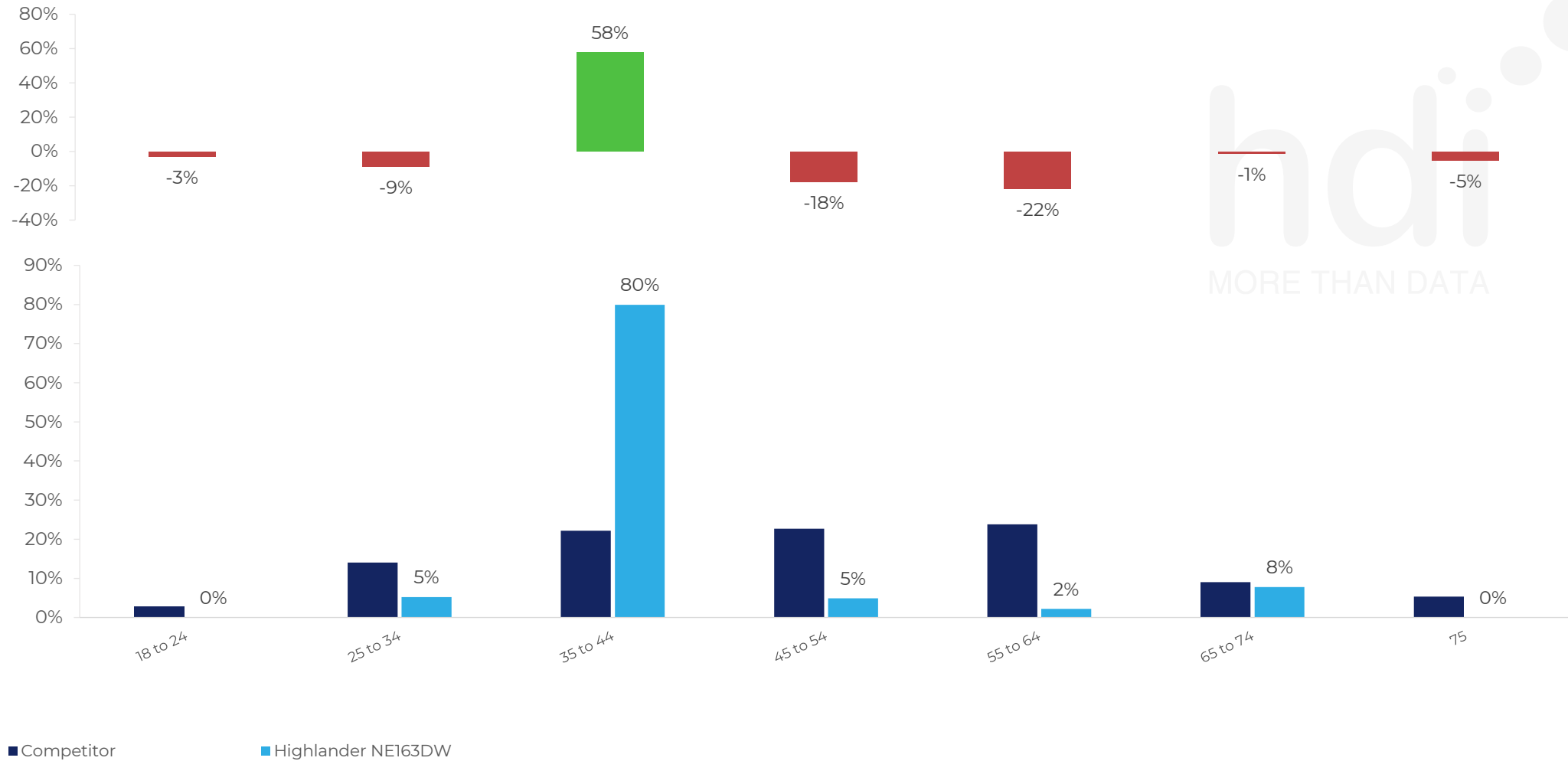
% of market share spend for Highlander NE163DW and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024





How does the age profile of customers who visit Highlander NE163DW compare versus its competitors?

% of spend for Highlander NE163DW and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range

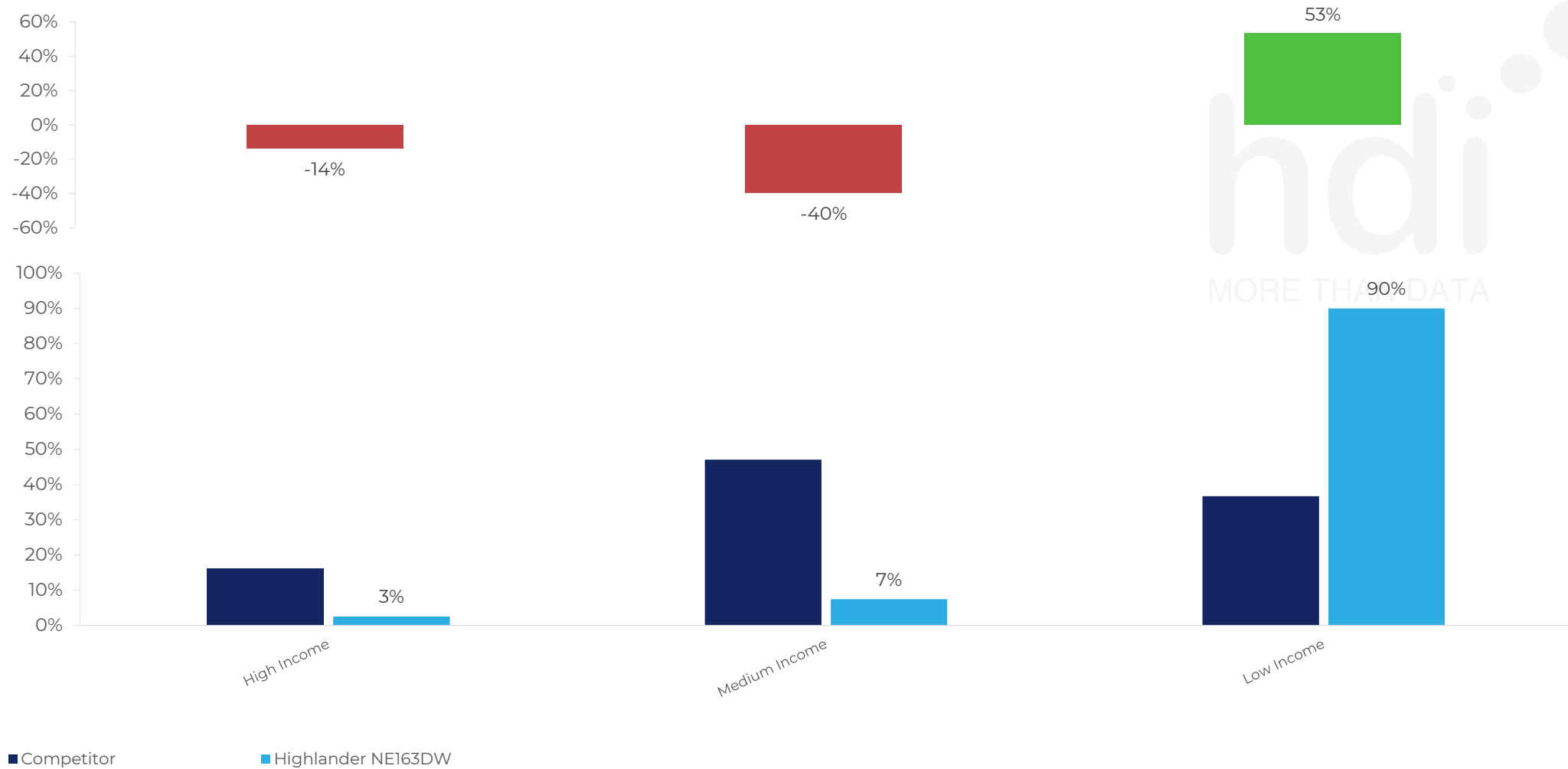




Affluence

How does the affluence of customers who visit Highlander NE163DW compare versus its competitors?

% of spend for Highlander NE163DW and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

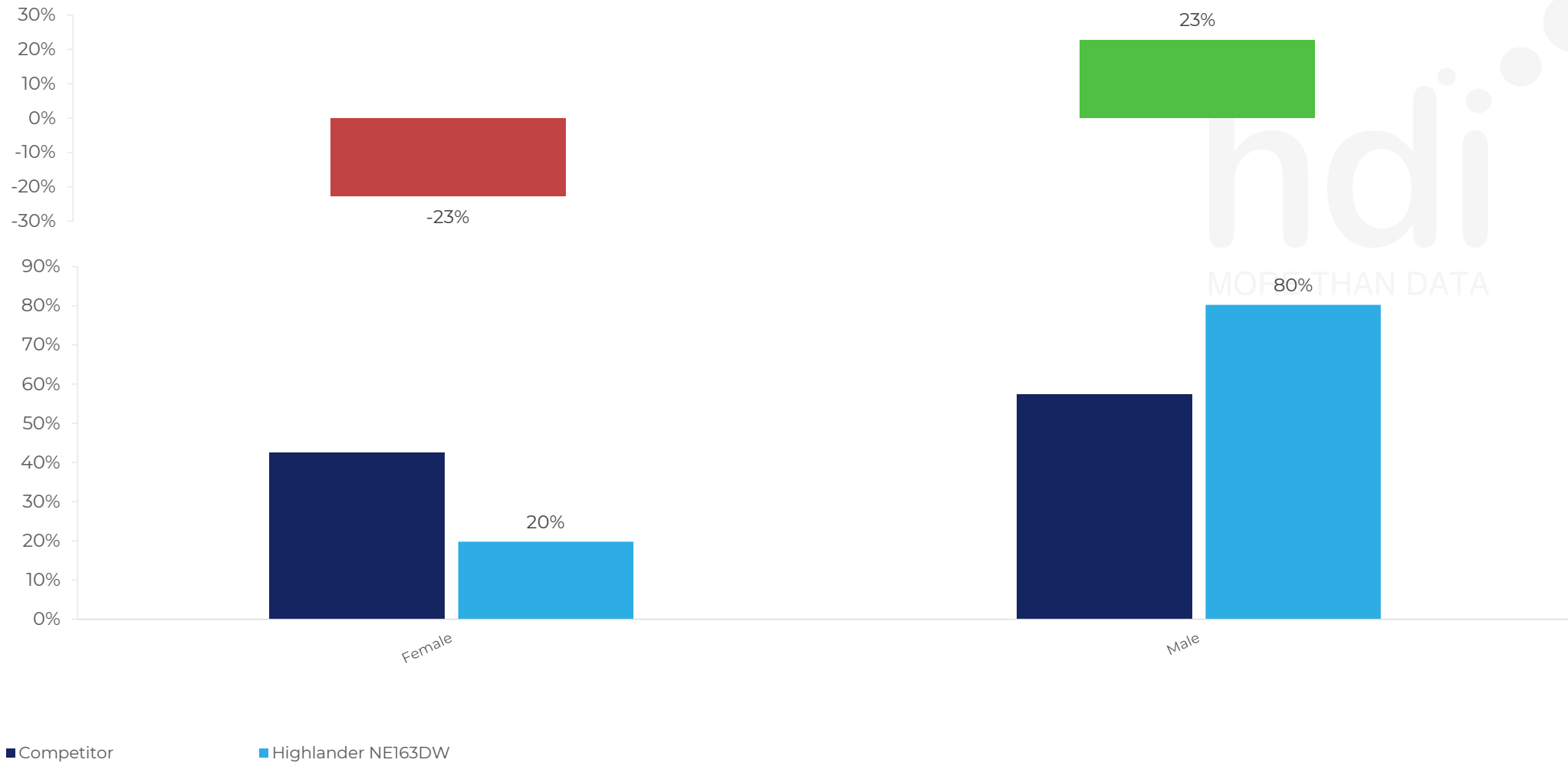




Gender

How does the gender profile of customers who visit Highlander NE163DW compare versus its competitors?

% of spend for Highlander NE163DW and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender

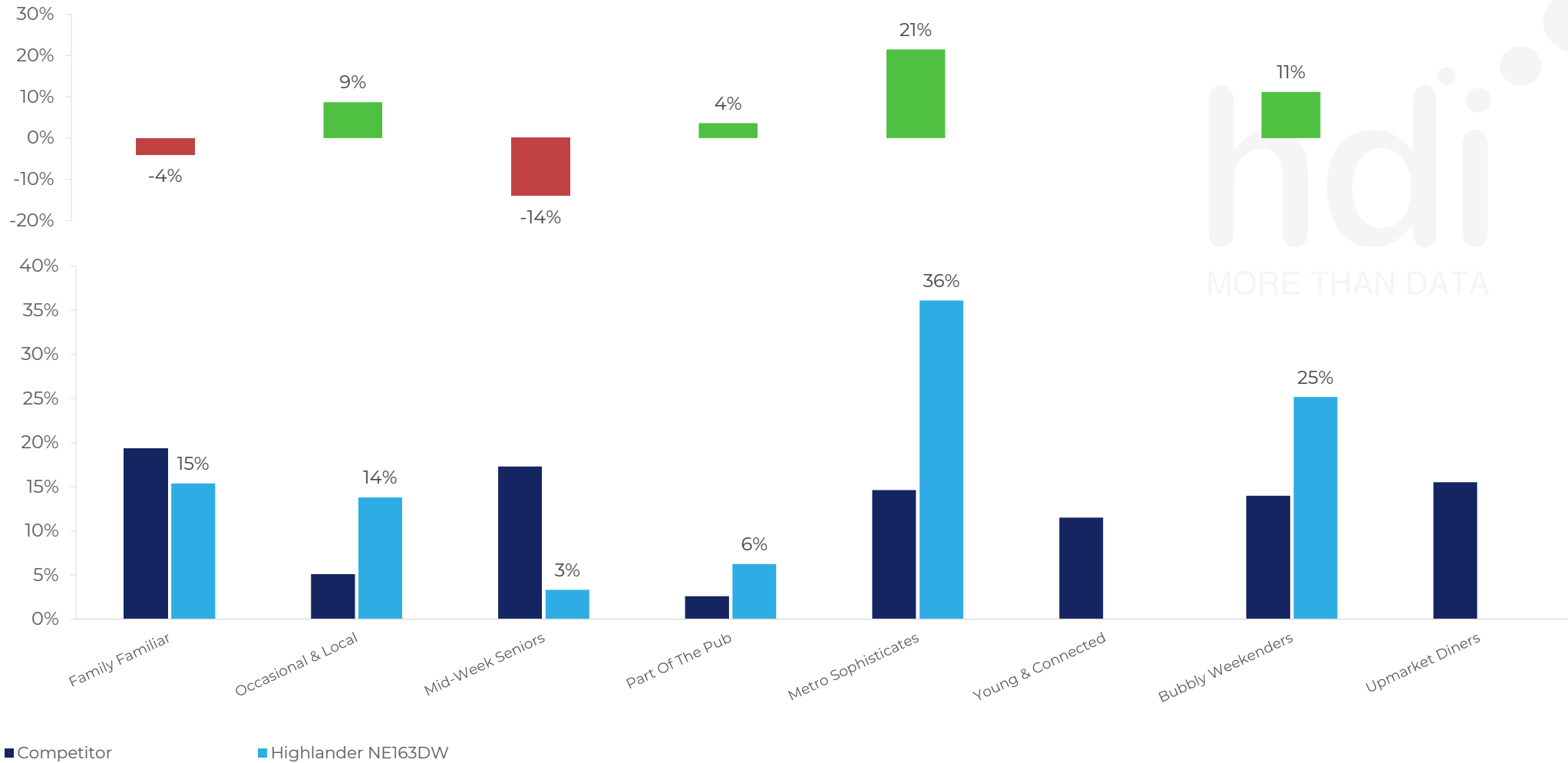




Punch Segmentation

How does the Custom segmentation profile of customers who visit Highlander NE163DW compare versus its competitors?

% of spend for Highlander NE163DW and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment

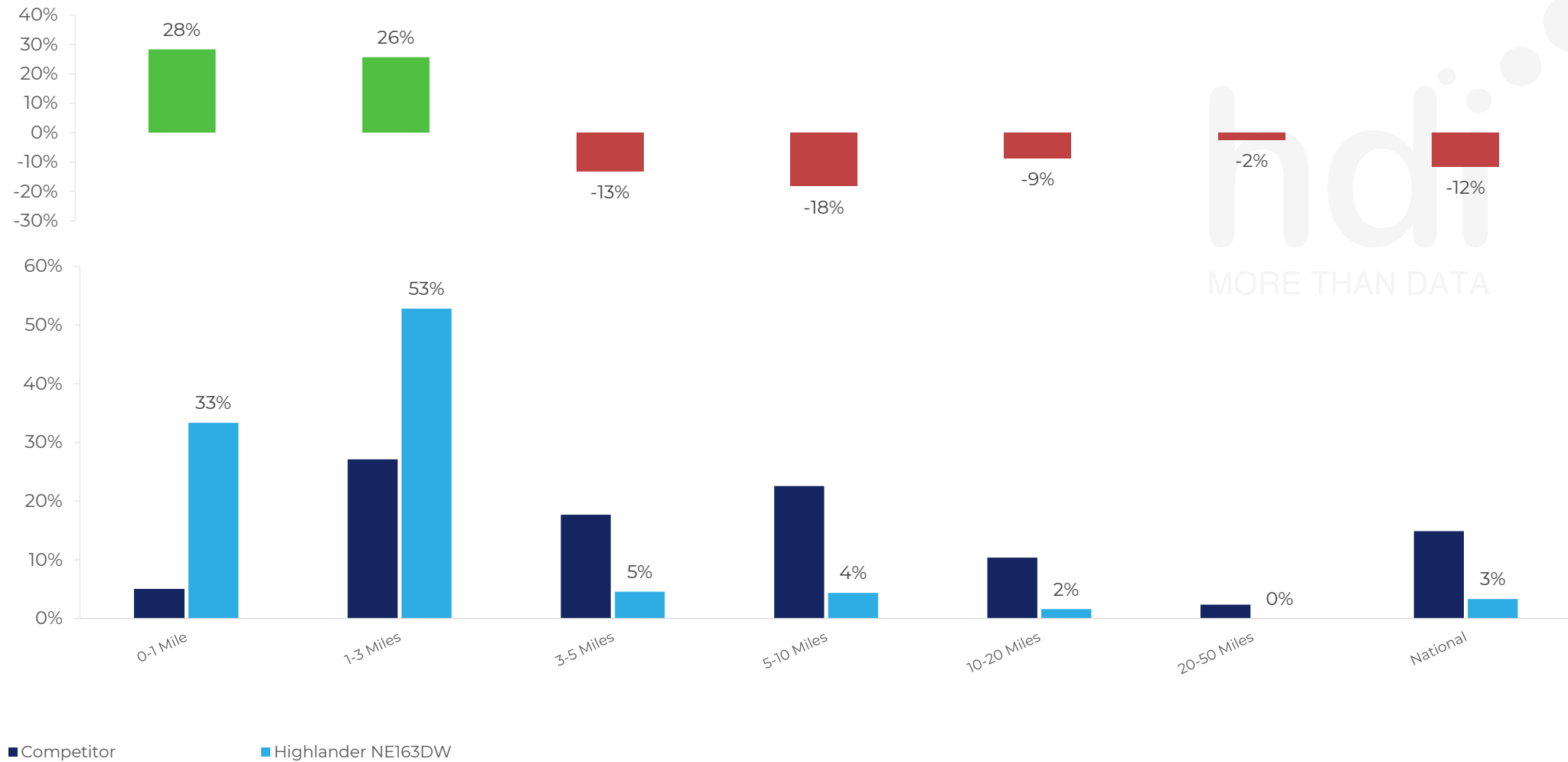




Spend by Distance

How does the spend profile of Highlander NE163DW compare versus its competitors based on travel distances?

% of spend for Highlander NE163DW and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

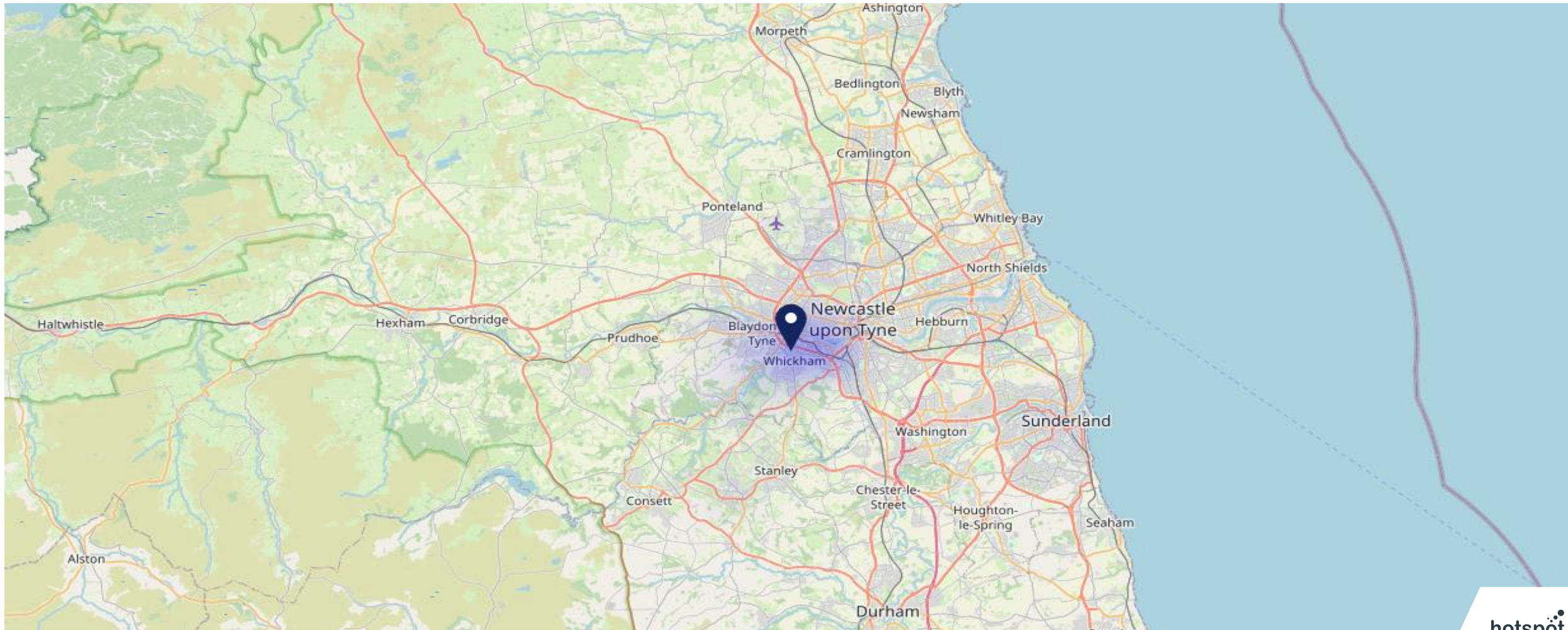




Map of Guest Origin

Where do customers of Highlander NE163DW come from?

Where do customers of Highlander NE163DW for 06/12/2023 - 27/11/2024 live

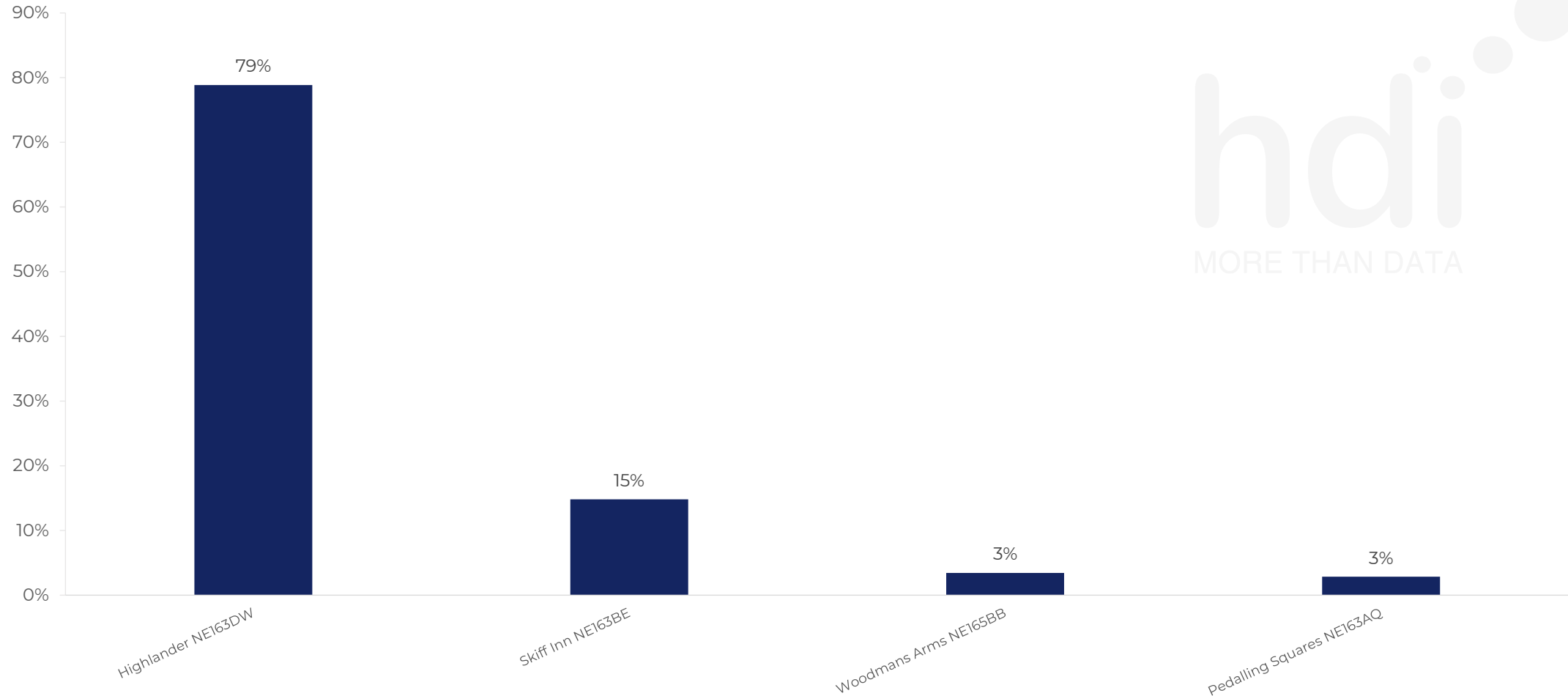




Share of Wallet

What are the Top 20 venues (by spend) that customers of Highlander NE163DW also visit?

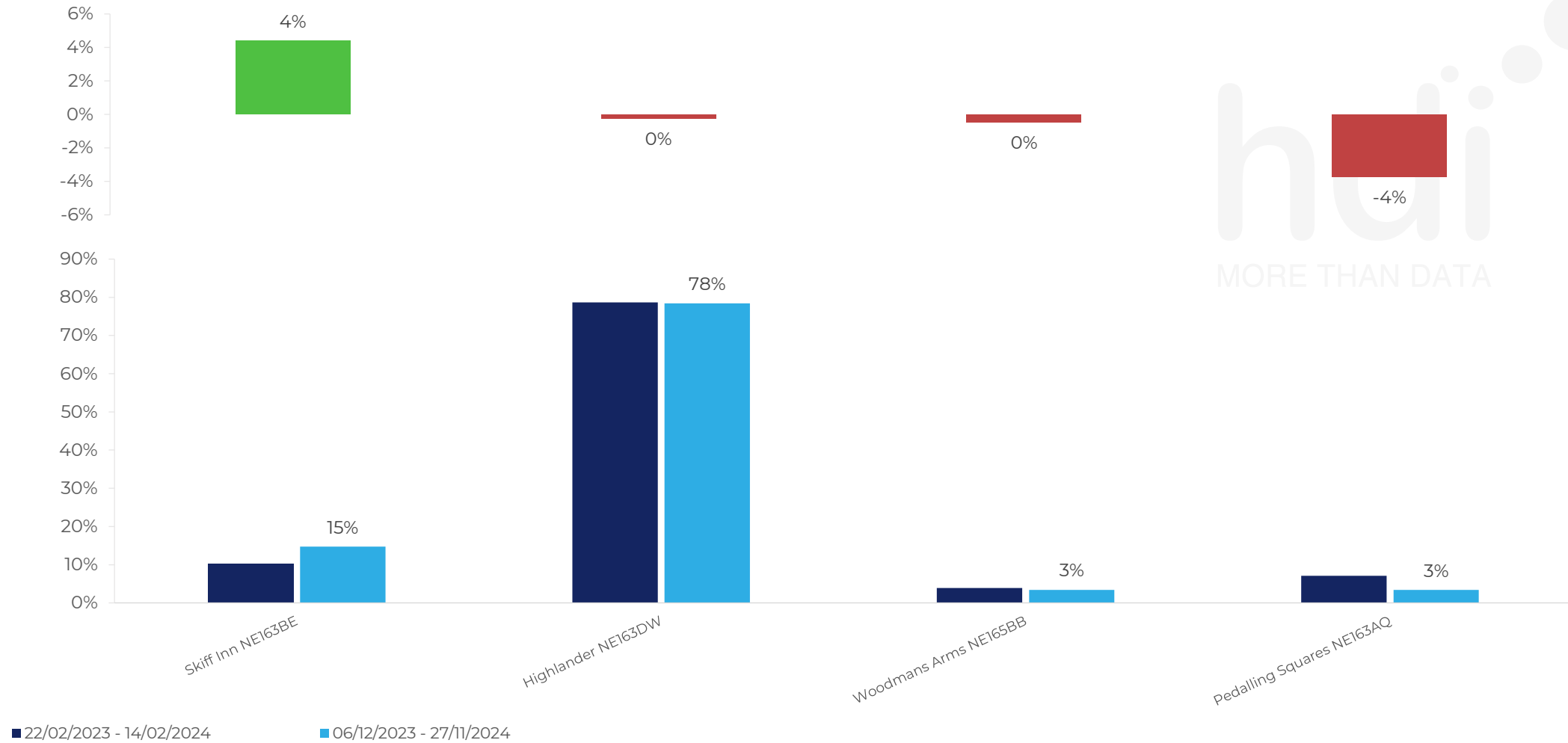
For customers of Highlander NE163DW, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Highlander NE163DW changed between two date ranges?





Market Summary

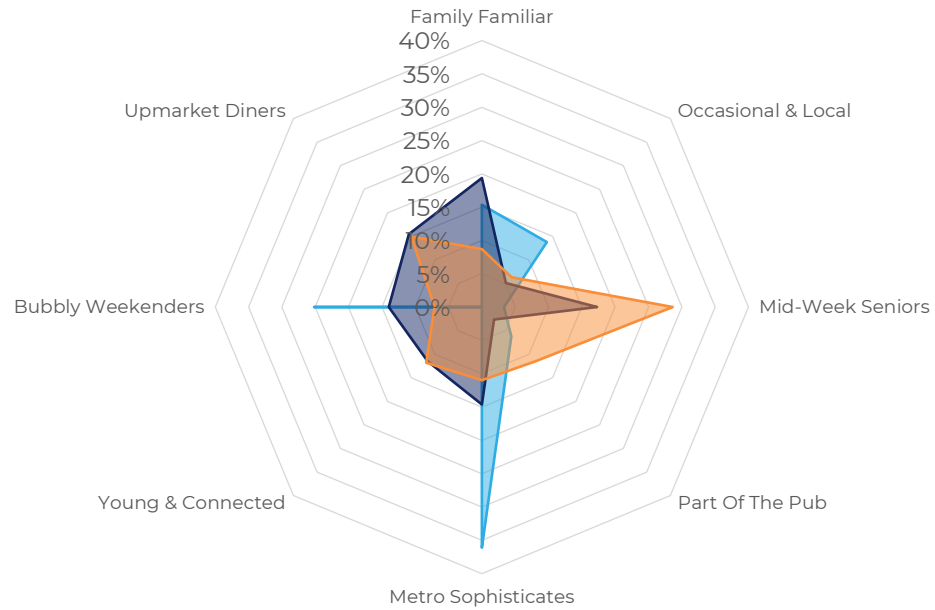
How does the local area for Highlander NE163DW compare to the national average (1 = low, 10 = high)

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	£720K	4	£1.39M	4	£64.05M	8	£200.20M	8
Weekpart	Mon - Thu	37.5%	4	33.9%	2	44.4%	8	39.7%	3
Weekpart	Fri - Sat	43.3%	5	47.7%	8	40.5%	4	44.8%	8
Weekpart	Sun	19.2%	9	18.5%	9	15.1%	5	15.5%	5
Age	18 to 24	1.2%	1	2.7%	2	8.7%	7	9.9%	8
Age	25 to 34	20.1%	5	17.1%	3	18.2%	3	20.0%	4
Age	35 to 44	24.4%	6	22.7%	5	29.8%	10	28.3%	10
Age	45 to 54	23.3%	8	25.1%	9	20.8%	6	20.5%	6
Age	55 to 64	19.4%	8	23.4%	10	13.8%	4	13.9%	4
Age	65 to 74	6.1%	5	5.9%	5	6.2%	5	5.6%	4
Age	75+	5.5%	9	3.2%	7	2.4%	5	1.8%	3
CAMEO	Business Elite	0.9%	1	2.0%	2	2.9%	2	4.1%	3
CAMEO	Prosperous Professionals	2.6%	2	5.7%	5	3.0%	2	3.2%	2
CAMEO	Flourishing Society	6.1%	2	7.7%	3	6.6%	2	6.9%	2
CAMEO	Content Communities	7.7%	2	9.3%	3	9.2%	2	8.4%	1
CAMEO	White Collar Neighbourhoods	10.0%	4	10.9%	5	10.6%	4	11.0%	5
CAMEO	Enterprising Mainstream	6.6%	4	5.0%	3	7.6%	5	7.8%	5
CAMEO	Paying The Mortgage	23.9%	10	19.6%	9	17.3%	8	17.0%	8
CAMEO	Cash Conscious Communities	12.1%	8	15.5%	9	14.3%	9	14.3%	9
CAMEO	On A Budget	3.6%	3	3.9%	3	6.1%	5	6.1%	5
CAMEO	Family Value	26.3%	10	20.4%	10	22.5%	10	21.1%	10
Affluence	AB	9.7%	2	15.4%	3	12.4%	2	14.3%	2
Affluence	C1C2	48.2%	5	44.8%	4	44.7%	4	44.2%	4
Affluence	DE	42.1%	10	39.8%	9	42.9%	10	41.5%	10



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
Highlander	10	15.36%	13.79%	3.31%	6.25%	36.10%	0.00%	25.16%	0.00%
Local Catchment	928	19.37%	5.11%	17.29%	2.60%	14.61%	11.50%	13.97%	15.50%
Punch T&L	105070	8.69%	6.30%	28.63%	11.49%	10.97%	11.81%	7.11%	14.96%
Highlander vs Local Catchment		-4.01%	8.68%	-13.98%	3.65%	21.49%	0.00%	11.19%	0.00%
Highlander vs Punch T&L		6.67%	7.49%	-25.32%	-5.24%	25.13%	0.00%	18.05%	0.00%
Local Catchment vs Punch T&L		10.68%	-1.19%	-11.34%	-8.89%	3.64%	-0.31%	6.86%	0.54%

Highlander

Local Catchment

Punch T&L