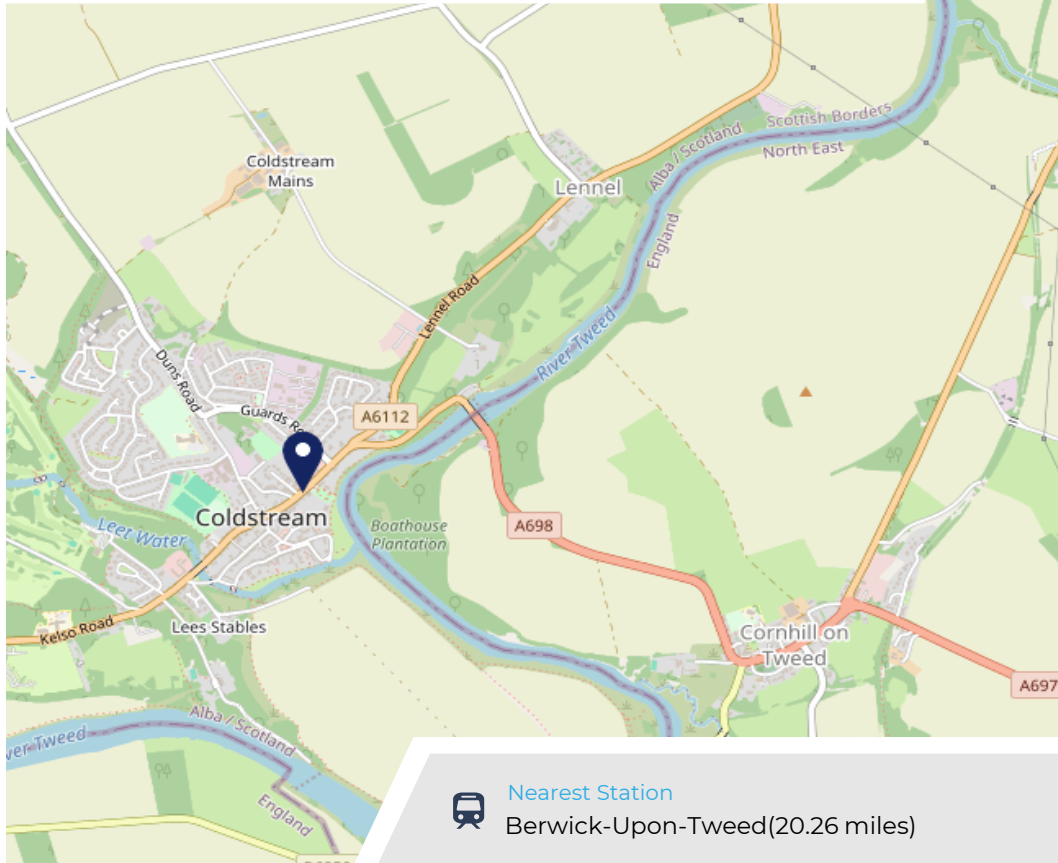




Besom TD124AE

TD124AE

Punch T&L

**Work Area**
Berwick**Region**
Scotland**TV Region**
Scotland**Urbanicity**
Remote rural area**ATV**
£16.61**Gender**
71.50%
Male**Affluence**
36.68%
High Income**Segmentation**
26.80%
Flourishing Society**Age Group**
27.18%
55 to 64**Visit Day**
26.06%
Sat

Top Competitors

**Newcastle Arms Hotel**

#1

TD124AS

Pub / Bar

**Collingwood Arms**

#2

TD124UH

Pub Restaurant

**Hirsel Golf Club**

#3

TD124NJ

Clubs

**Nearest Station**

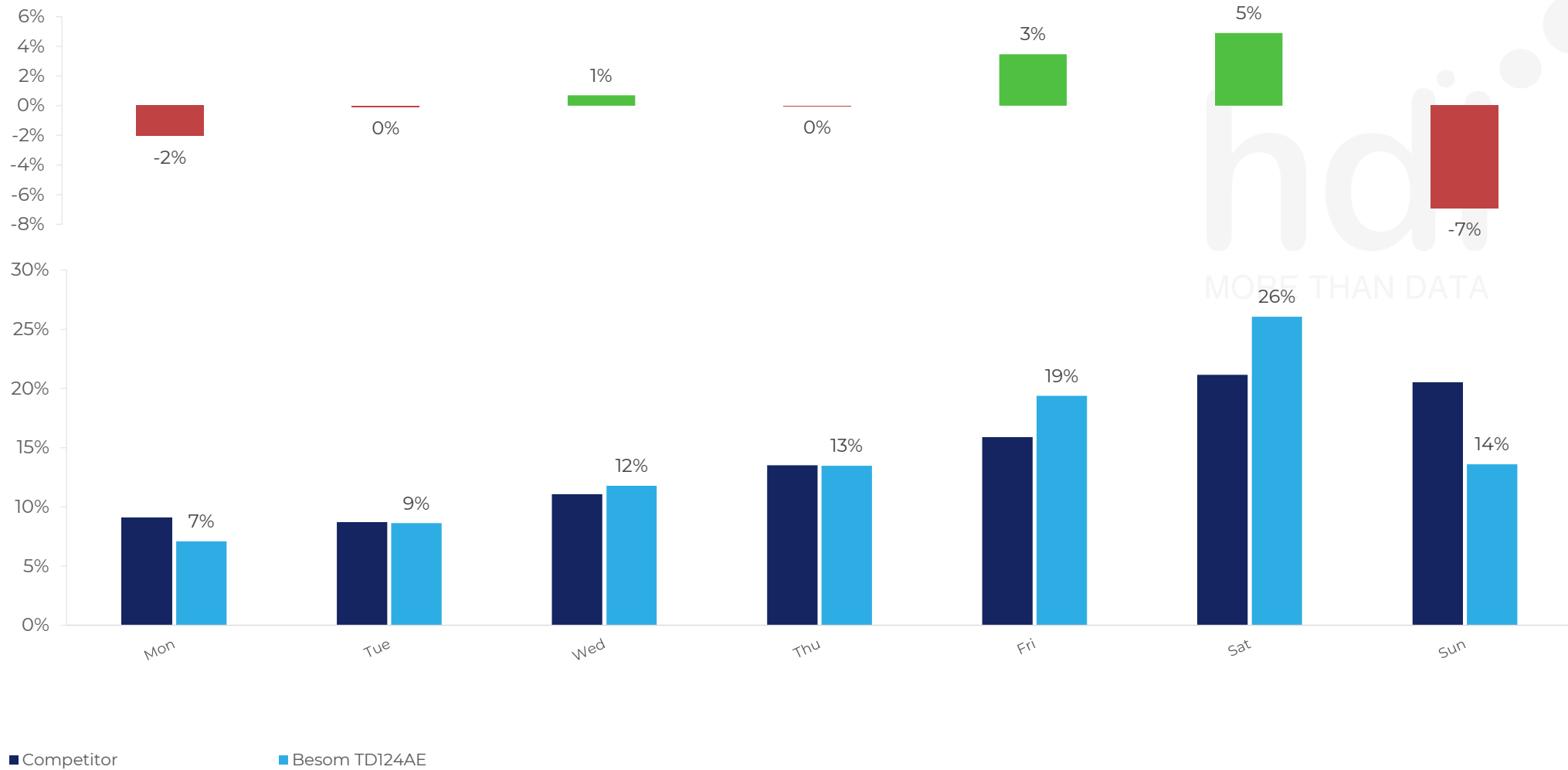
Berwick-Upon-Tweed(20.26 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Besom TD124AE versus its competitors?

% of spend for Besom TD124AE and 27 Chains in 3 Miles from 29/05/2024 - 21/05/2025 split by Day of Week

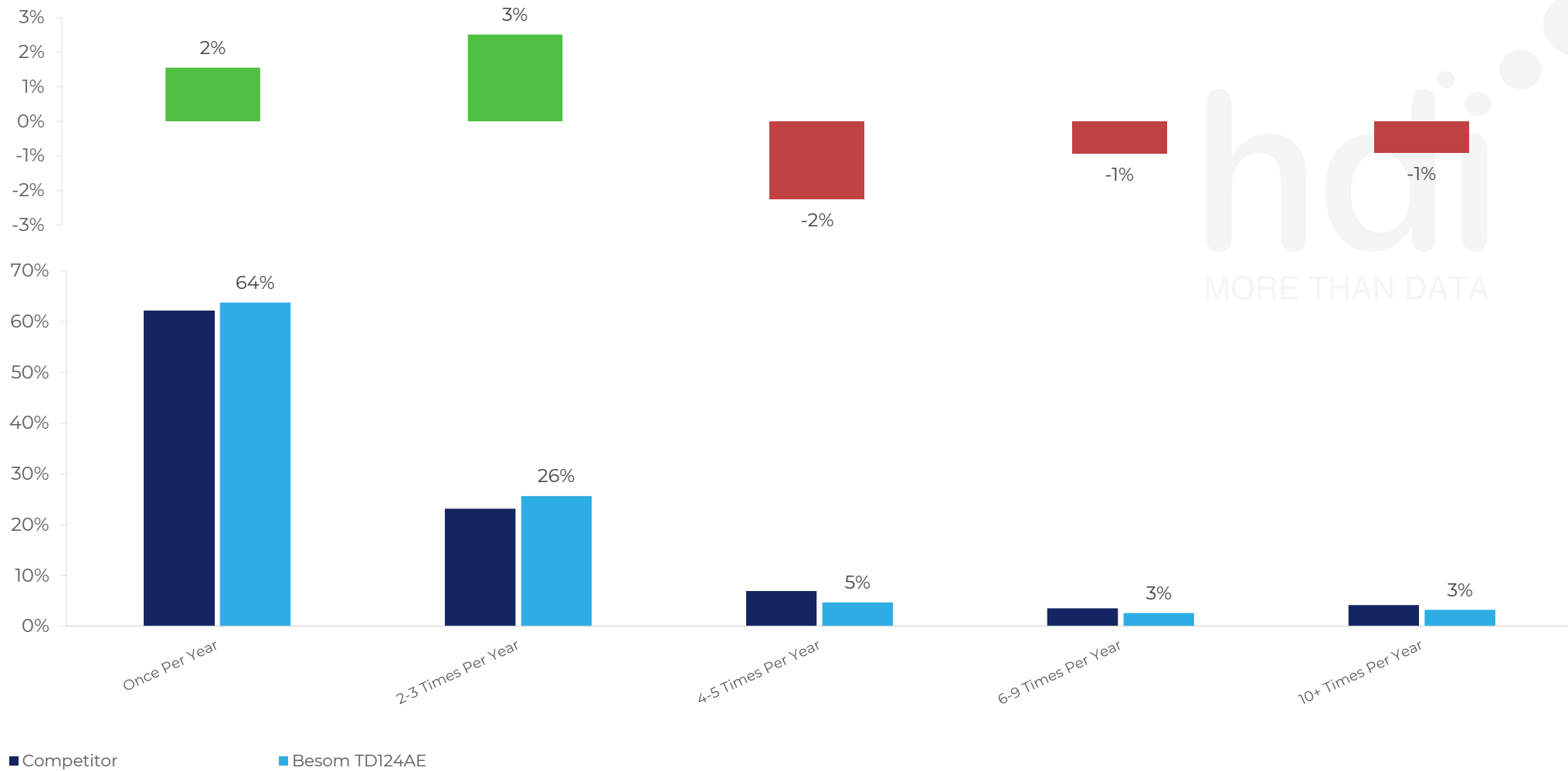




Visit Frequency

How frequently per year do customers visit Besom TD124AE versus its competitors?

% of customer numbers for Besom TD124AE and 27 Chains in 3 Miles from 29/05/2024 - 21/05/2025 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

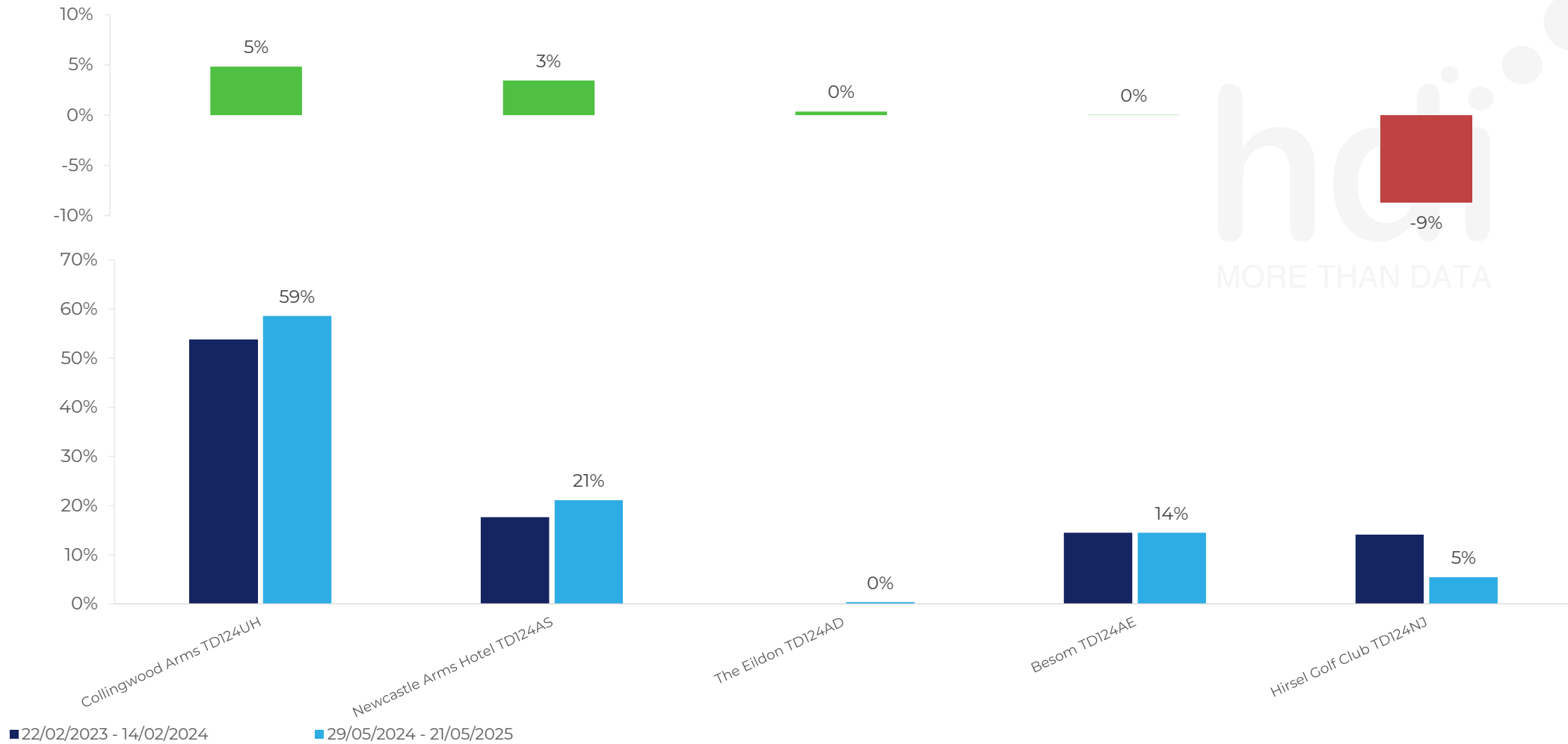




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Besom TD124AE and 27 Chains in 3 Miles from 29/05/2024 - 21/05/2025

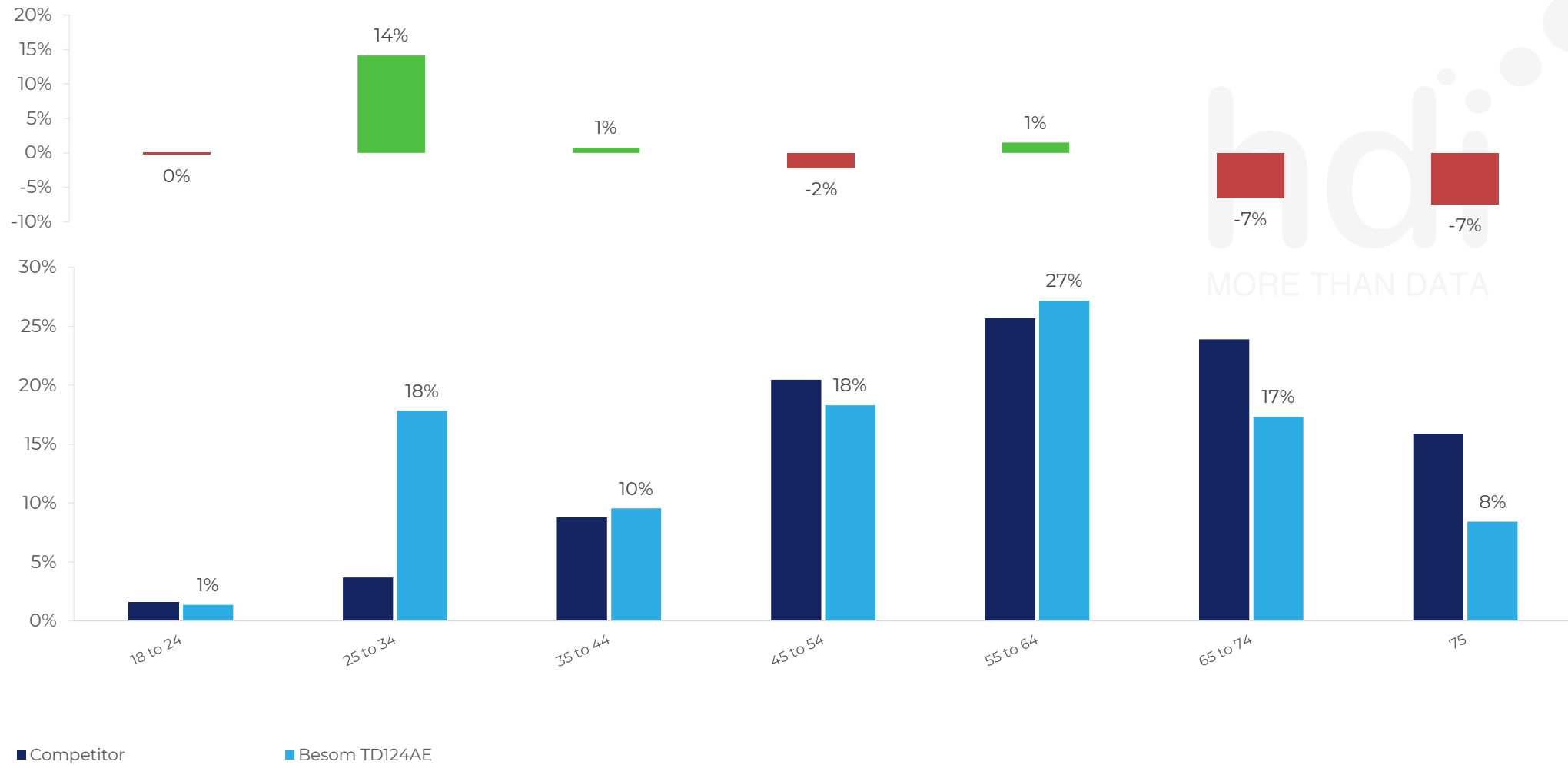




Age

How does the age profile of customers who visit Besom TD124AE compare versus its competitors?

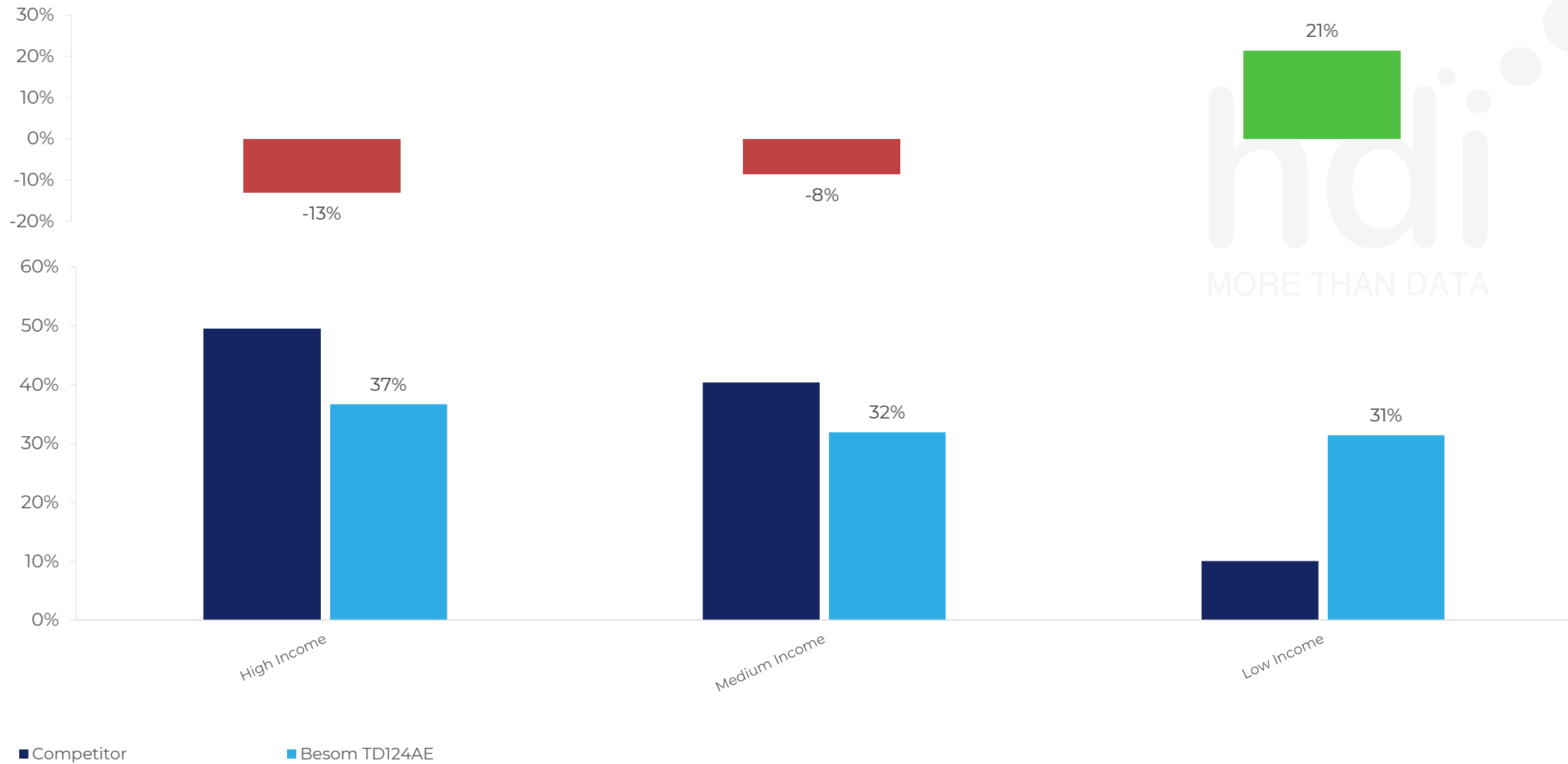
% of spend for Besom TD124AE and 27 Chains in 3 Miles from 29/05/2024 - 21/05/2025 split by Age Range





How does the affluence of customers who visit Besom TD124AE compare versus its competitors?

% of spend for Besom TD124AE and 27 Chains in 3 Miles from 29/05/2024 - 21/05/2025 split by Affluence

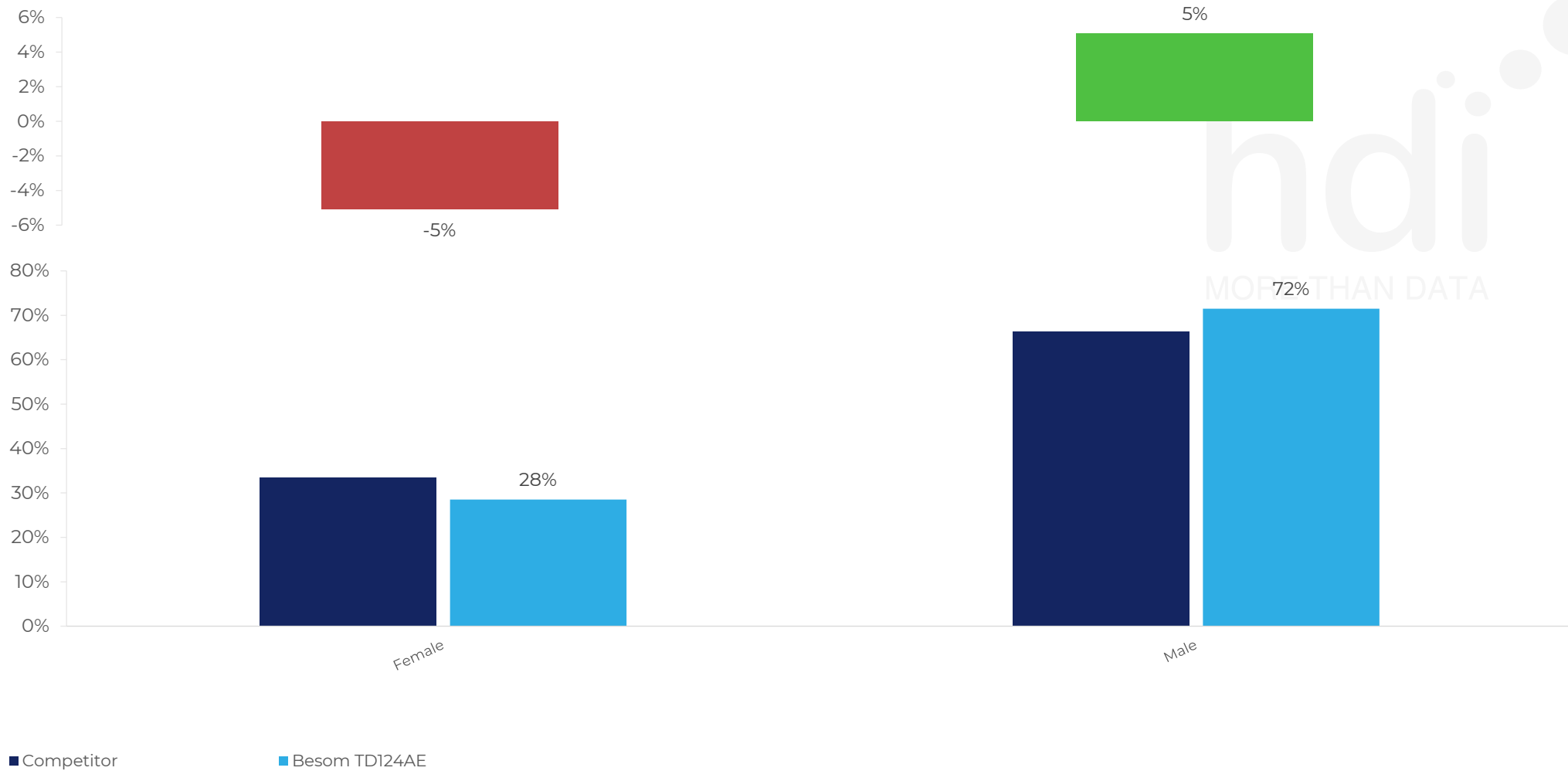




Gender

How does the gender profile of customers who visit Besom TD124AE compare versus its competitors?

% of spend for Besom TD124AE and 27 Chains in 3 Miles from 29/05/2024 - 21/05/2025 split by Gender



SEGMENT SNAPSHOTS

1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.



2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.



3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.



4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.



5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.



6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.



7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.



8 – UPMARKET DINERS

- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.

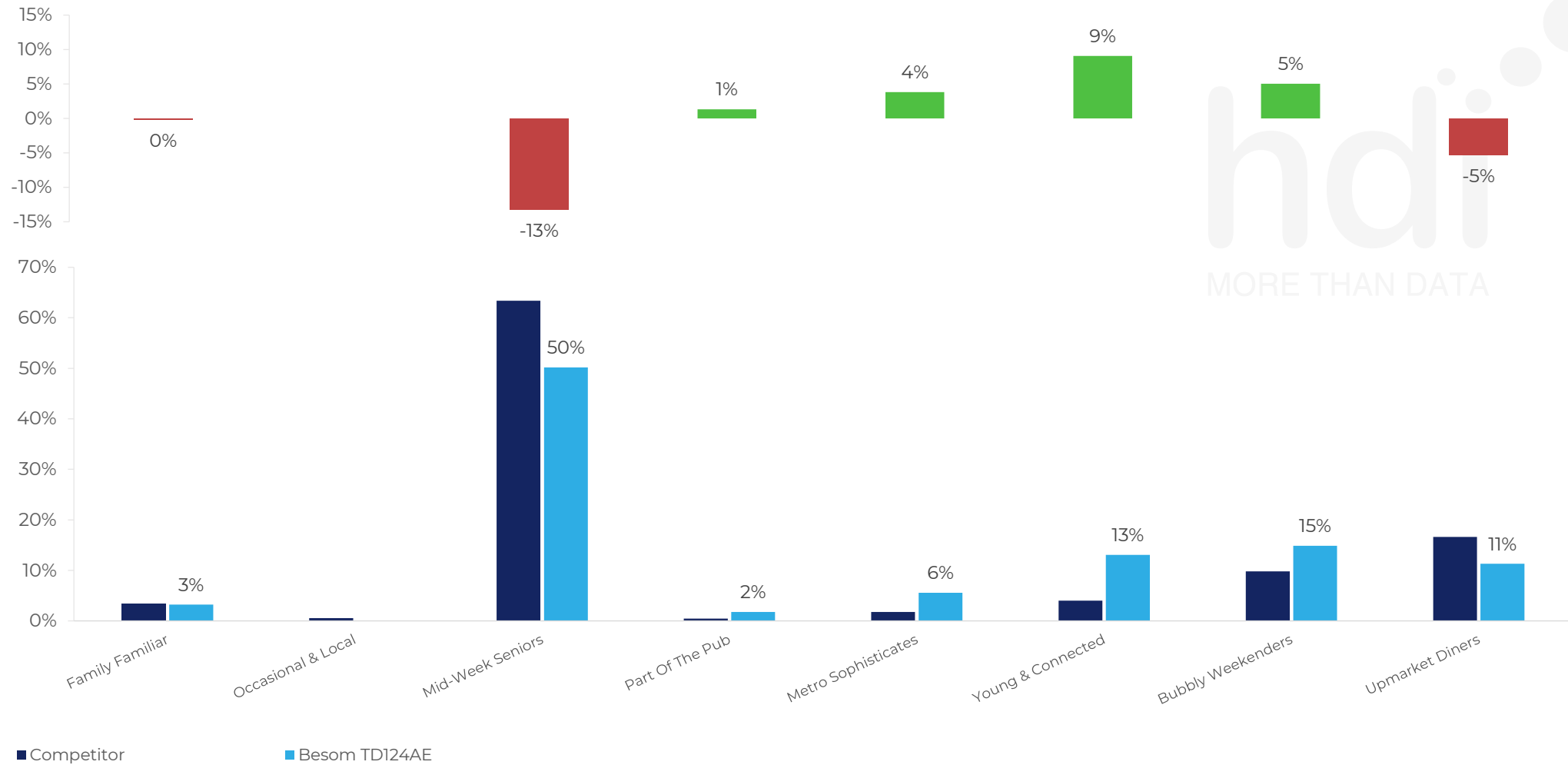




Punch Segmentation

How does the Custom segmentation profile of customers who visit Besom TD124AE compare versus its competitors?

% of spend for Besom TD124AE and 27 Chains in 3 Miles from 29/05/2024 - 21/05/2025 split by Segment

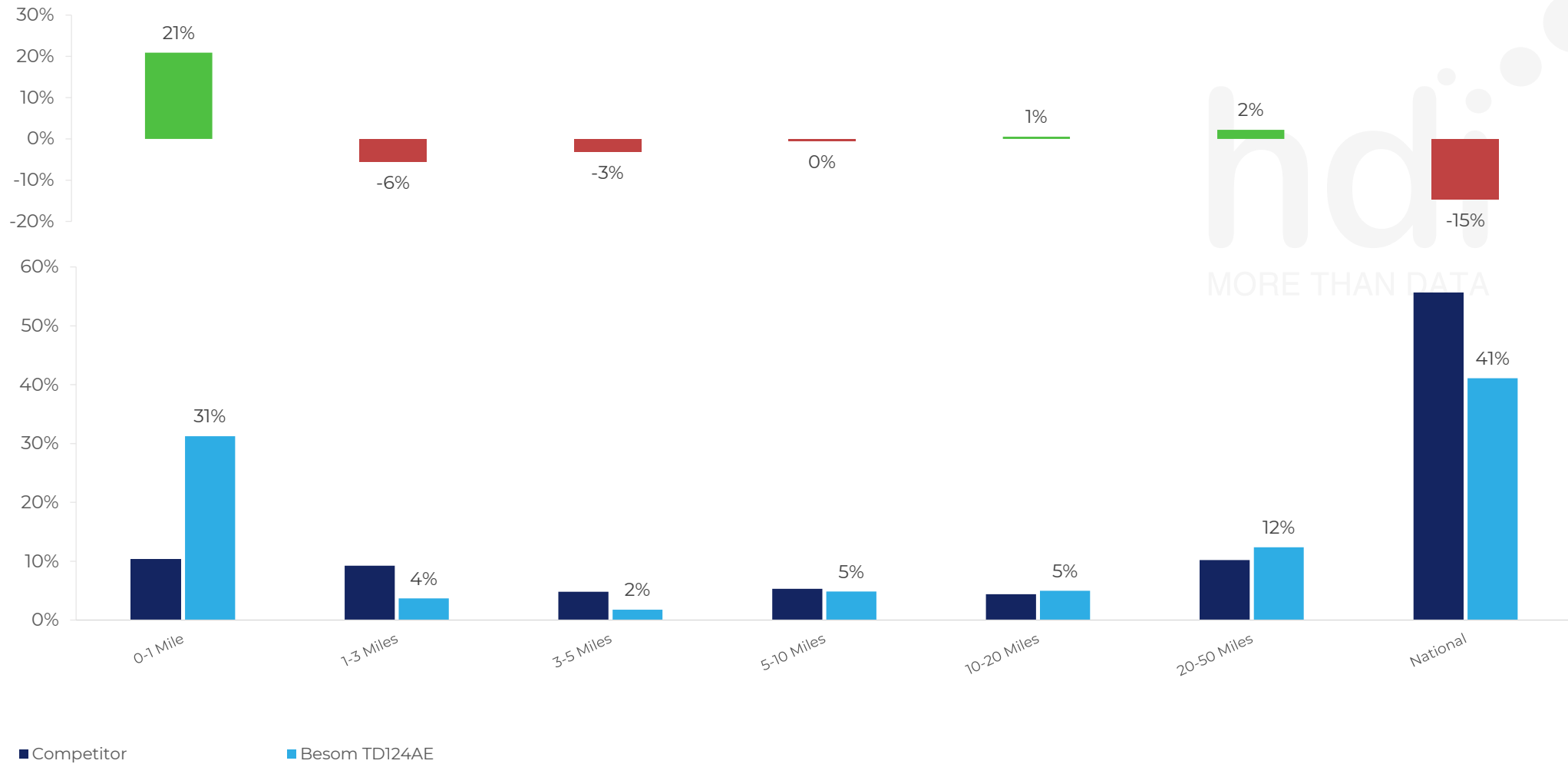




Spend by Distance

How does the spend profile of Besom TD124AE compare versus its competitors based on travel distances?

% of spend for Besom TD124AE and 27 Chains in 3 Miles from 29/05/2024 - 21/05/2025 split by Distance travelled

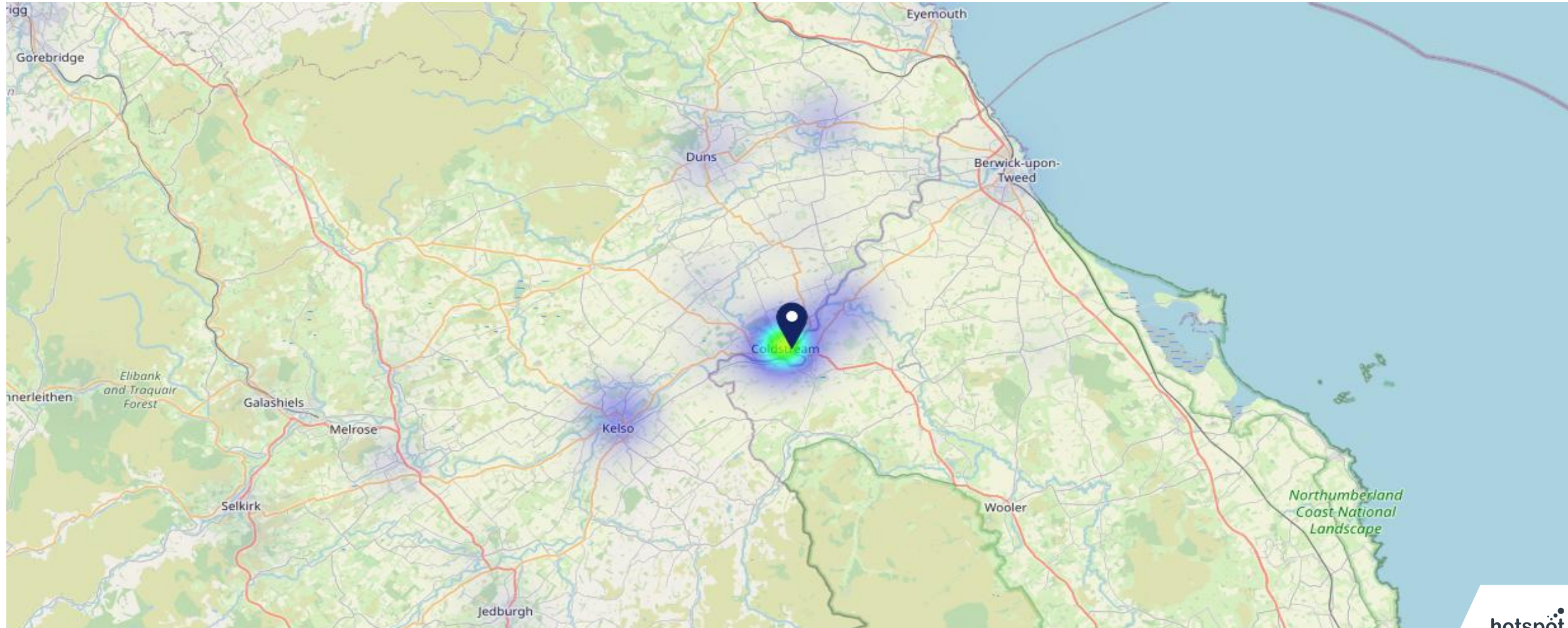




Map of Guest Origin

Where do customers of Besom TD124AE come from?

Where do customers of Besom TD124AE for 29/05/2024 - 21/05/2025 live

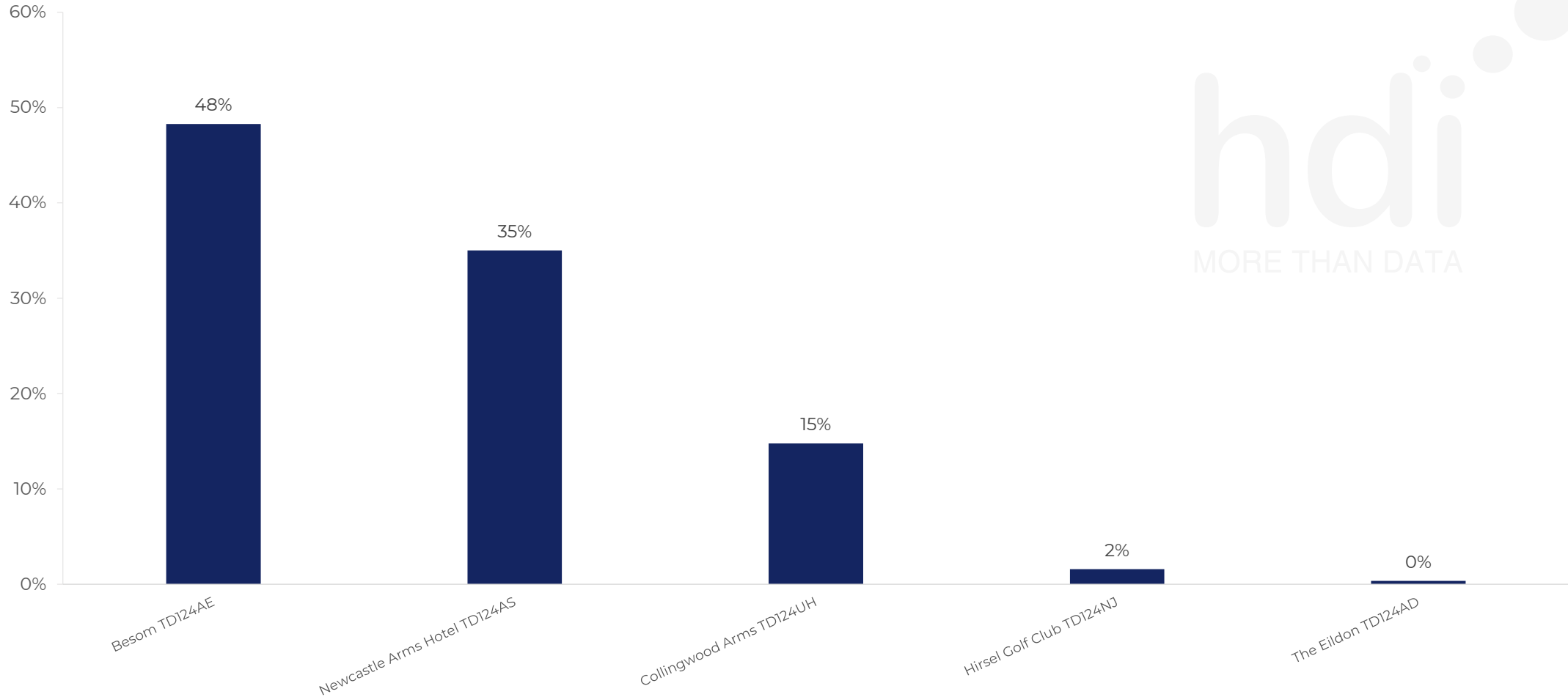




Share of Wallet

What are the Top 20 venues (by spend) that customers of Besom TD124AE also visit?

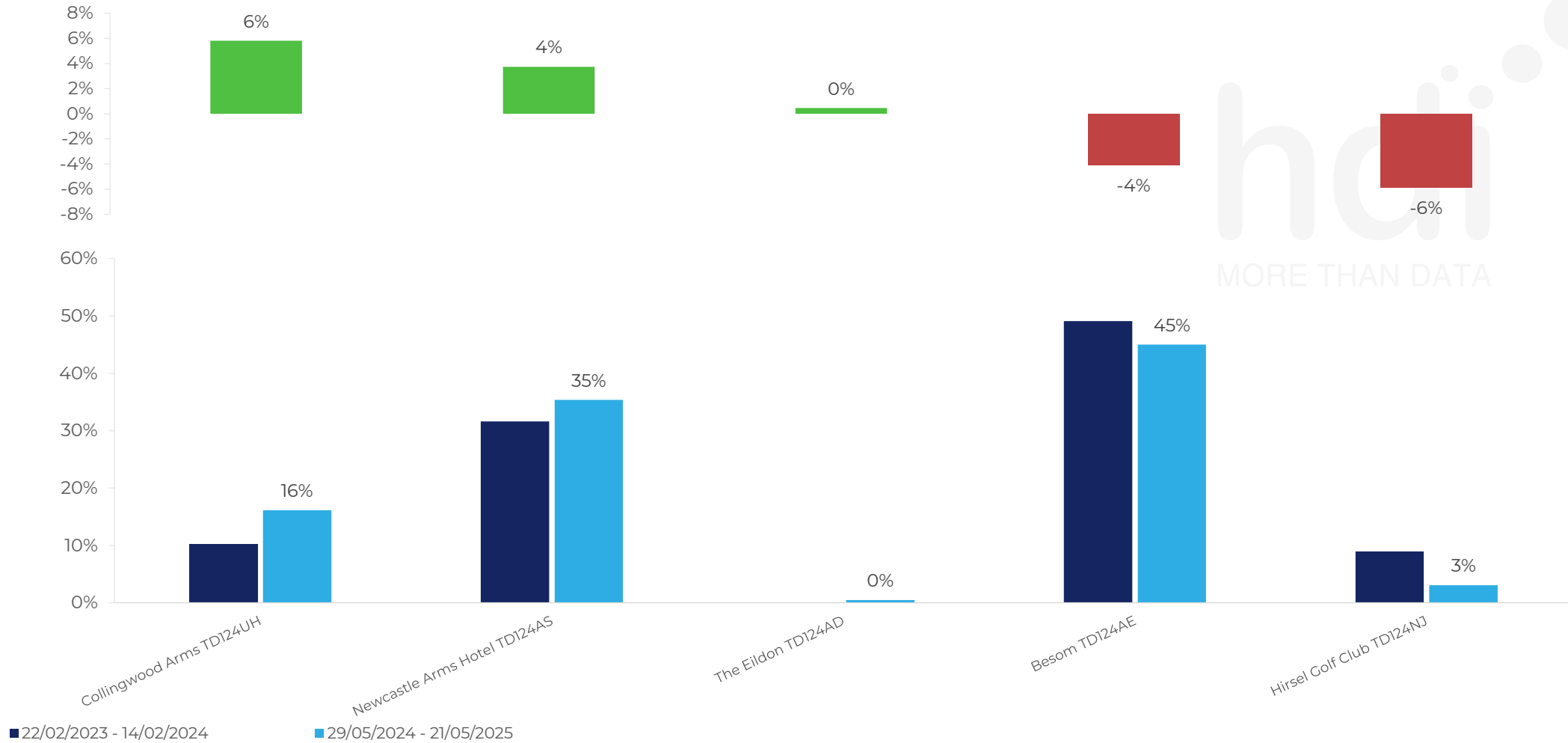
For customers of Besom TD124AE, who are the top 20 competitors from 27 Chains in 3 Miles for 29/05/2024 - 21/05/2025 split by Venue





Share of Wallet Change

How has share of wallet of customers of Besom TD124AE changed between two date ranges?





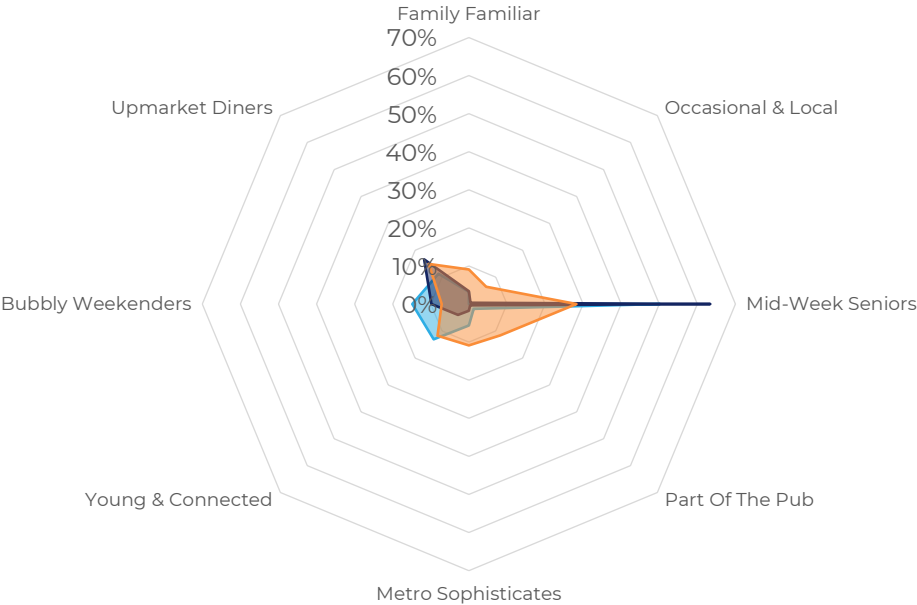
Market Summary

How does the local area for Besom TD124AE 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	£338K	3	£846K	3	£1.59M	2	£2.52M	1
Weekpart	Mon - Thu	46.0%	8	41.0%	6	44.8%	8	44.4%	8
Weekpart	Fri - Sat	43.1%	5	46.7%	7	39.4%	3	36.6%	1
Weekpart	Sun	10.8%	2	12.3%	3	15.8%	6	19.0%	10
Age	18 to 24	2.3%	2	2.0%	2	1.2%	1	1.5%	1
Age	25 to 34	14.3%	2	9.9%	1	8.3%	1	5.9%	1
Age	35 to 44	12.4%	1	13.2%	1	12.0%	1	9.0%	1
Age	45 to 54	19.4%	5	17.2%	2	13.6%	1	16.7%	1
Age	55 to 64	27.2%	10	29.3%	10	27.8%	10	26.7%	10
Age	65 to 74	17.3%	10	21.1%	10	27.2%	10	25.6%	10
Age	75+	7.0%	10	7.4%	10	9.9%	10	14.5%	10
CAMEO	Business Elite	4.5%	4	2.5%	2	4.2%	3	5.5%	4
CAMEO	Prosperous Professionals	7.1%	7	7.7%	7	9.3%	9	12.6%	10
CAMEO	Flourishing Society	22.4%	9	25.9%	10	27.9%	10	28.9%	10
CAMEO	Content Communities	6.4%	1	5.7%	1	7.4%	1	12.0%	4
CAMEO	White Collar Neighbourhoods	7.6%	2	7.7%	2	7.9%	2	6.5%	1
CAMEO	Enterprising Mainstream	13.4%	9	17.5%	10	16.9%	10	16.2%	10
CAMEO	Paying The Mortgage	11.1%	4	7.8%	2	6.3%	1	5.0%	1
CAMEO	Cash Conscious Communities	7.5%	4	5.9%	3	6.6%	3	4.6%	1
CAMEO	On A Budget	14.4%	10	12.5%	9	8.9%	8	5.7%	4
CAMEO	Family Value	5.5%	8	6.8%	8	4.7%	7	3.0%	6
Affluence	AB	34.1%	7	36.1%	7	41.4%	8	46.9%	9
Affluence	C1C2	38.5%	2	38.7%	2	38.4%	2	39.7%	2
Affluence	DE	27.4%	8	25.2%	7	20.2%	6	13.4%	2



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
Besom	93	3.23%	0.00%	50.18%	1.77%	5.58%	13.07%	14.86%	11.29%
Local Catchment	187	3.41%	0.55%	63.39%	0.44%	1.76%	4.00%	9.81%	16.61%
Punch T&L	103407	9.08%	6.44%	28.25%	11.63%	10.84%	11.68%	7.13%	14.92%
Besom vs Local Catchment		-0.18%	0.00%	-13.21%	1.33%	3.82%	9.07%	5.05%	-5.32%
Besom vs Punch T&L		-5.85%	0.00%	21.93%	-9.86%	-5.26%	1.39%	7.73%	-3.63%
Local Catchment vs Punch T&L		-5.67%	-5.89%	35.14%	-11.19%	-9.08%	-7.68%	2.68%	1.69%