



Site Summary



Black Horse Inn DL63ED

DL63ED

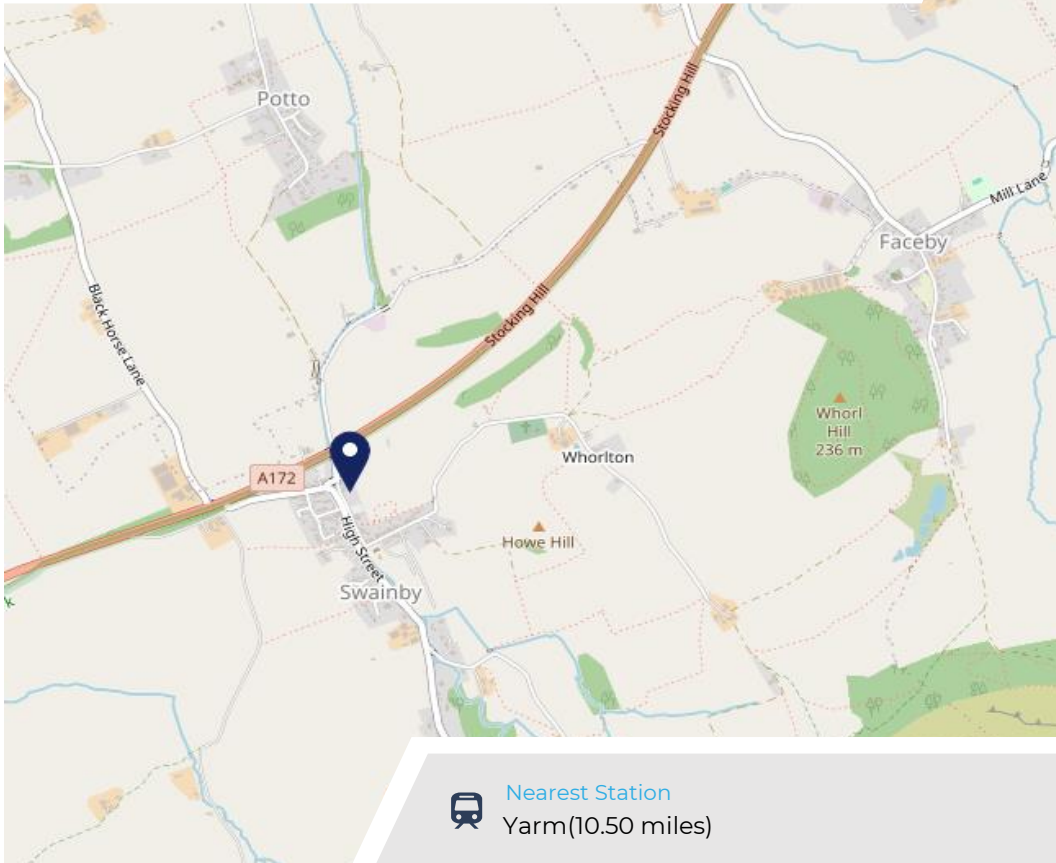
Punch T&L

Work Area
Middlesbrough and Stockton

Region
Yorkshire and The Humber

TV Region
Tyne Tees

Urbanicity
Rural hamlet and isolated d



ATV
£25.76



Gender
65.23%
Male



Affluence
48.66%
High Income



Segmentation
33.30%
Prosperous Professionals



Age Group
20.70%
65 to 74



Visit Day
35.66%
Sun

Top Competitors



Blue Bell Inn
DL63NF
 Pub Restaurant

#1



Blacksmiths Arms
DL63EW
 Pub Restaurant

#2



Wheatsheaf Inn Hutton
TS150DB
 Stonegate PP

#3



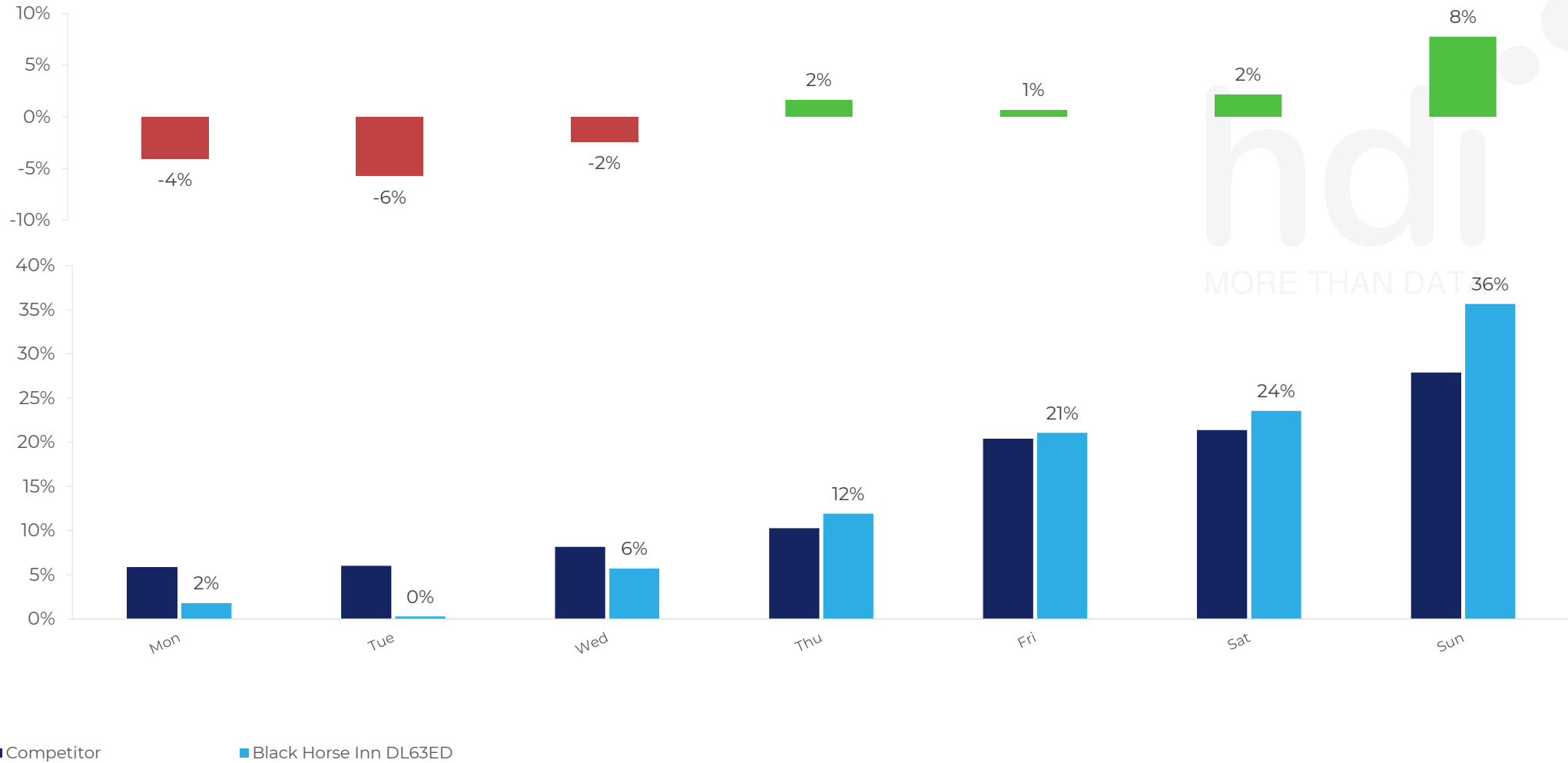
Nearest Station
Yarm(10.50 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Black Horse Inn DL63ED versus its competitors?

% of spend for Black Horse Inn DL63ED and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Day of Week

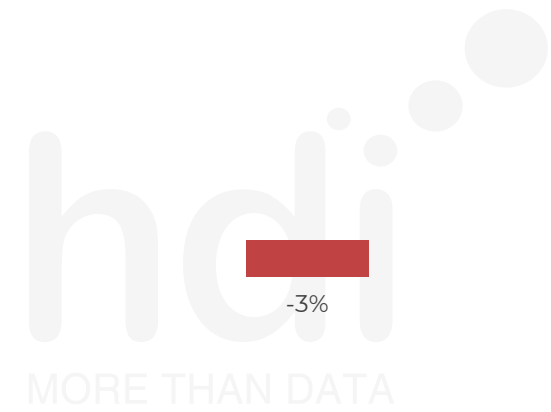
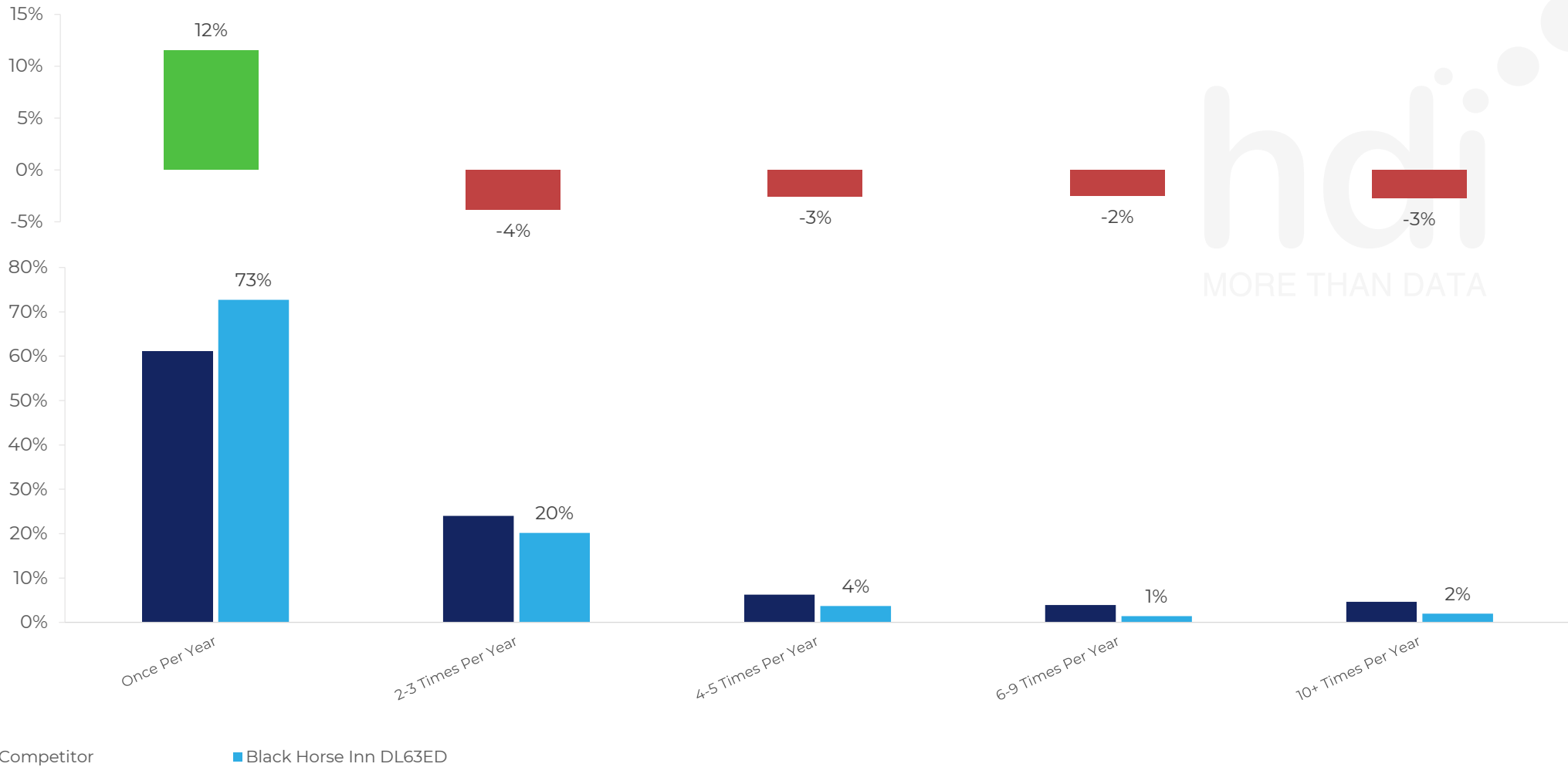




Visit Frequency

How frequently per year do customers visit Black Horse Inn DL63ED versus its competitors?

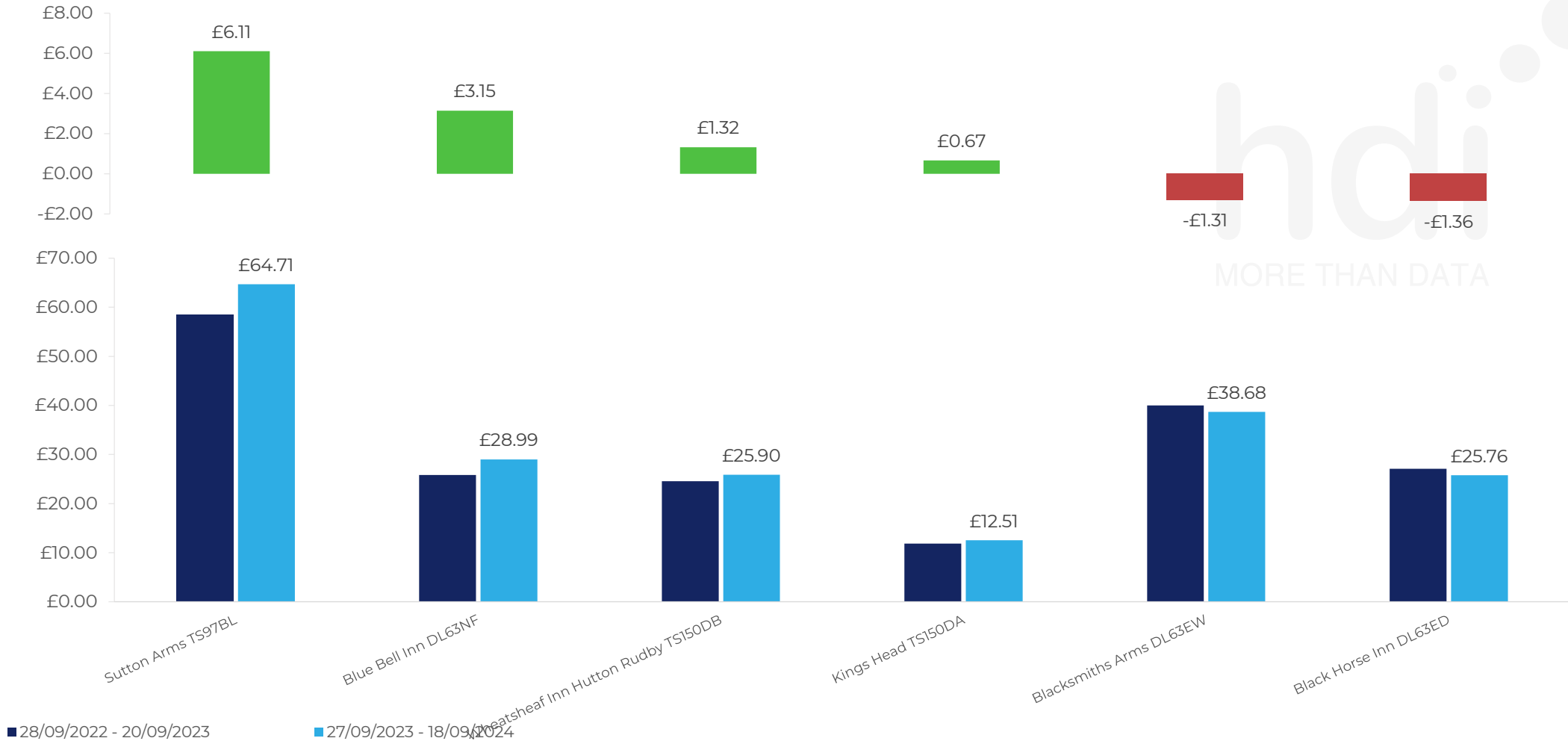
% of customer numbers for Black Horse Inn DL63ED and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

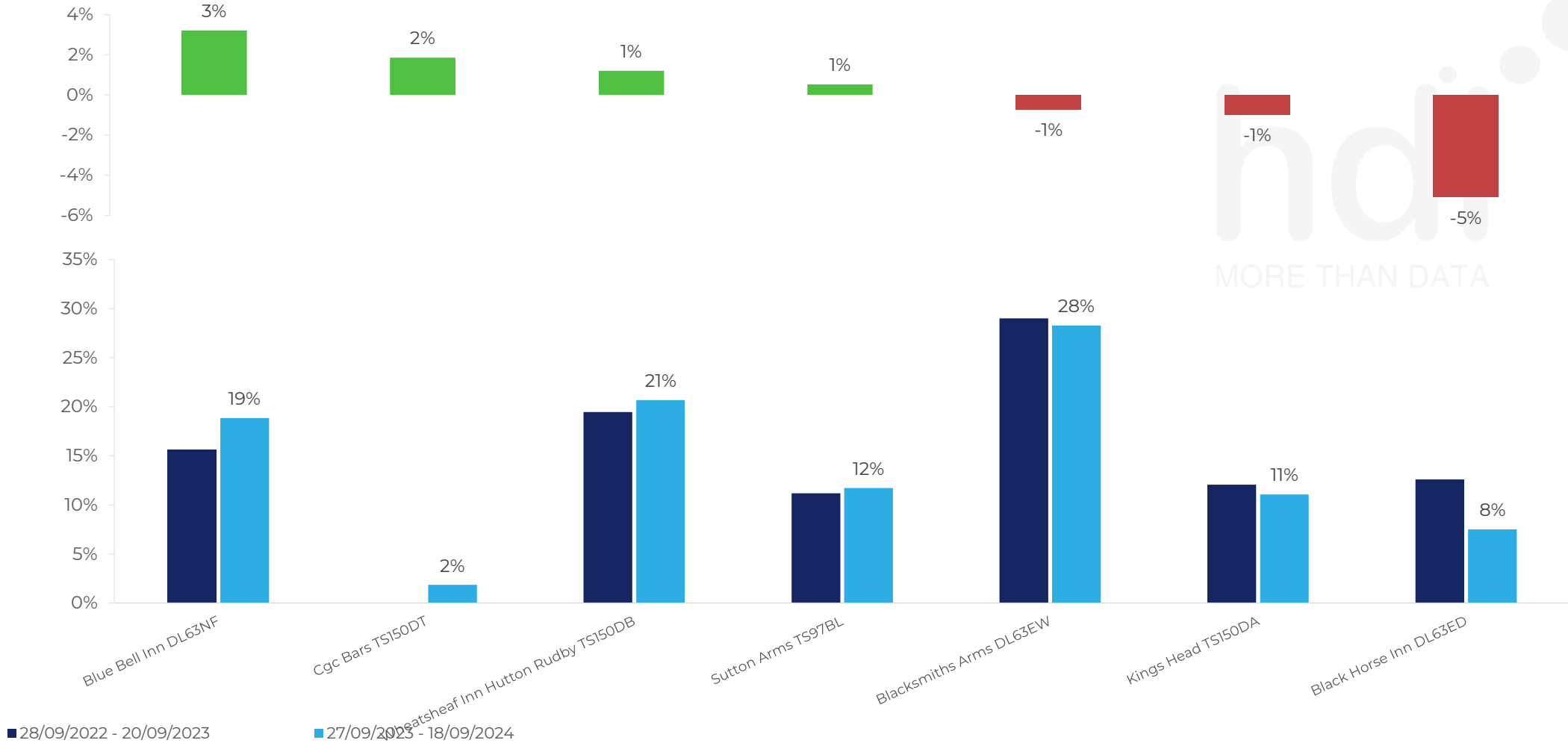
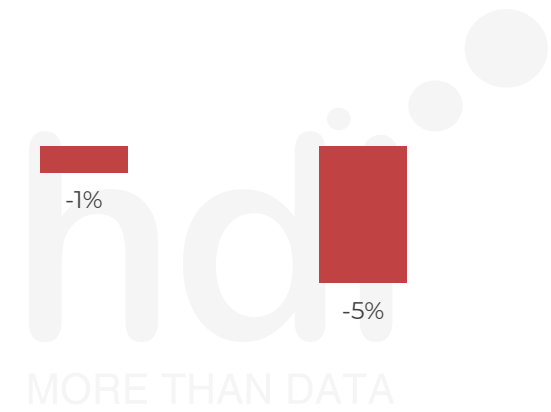




Market Share Change

How has market share changed between two date ranges?

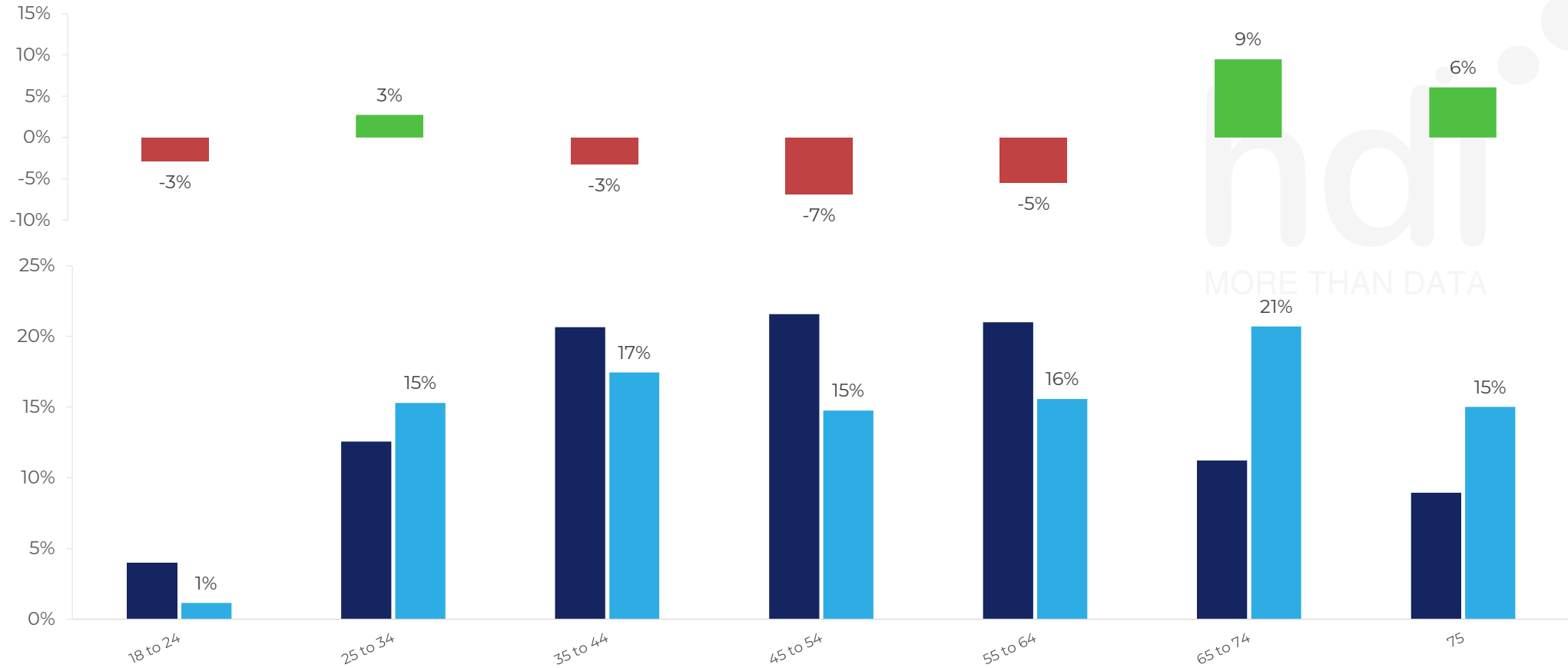
% of market share spend for Black Horse Inn DL63ED and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024



Age

How does the age profile of customers who visit Black Horse Inn DL63ED compare versus its competitors?

% of spend for Black Horse Inn DL63ED and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Age Range



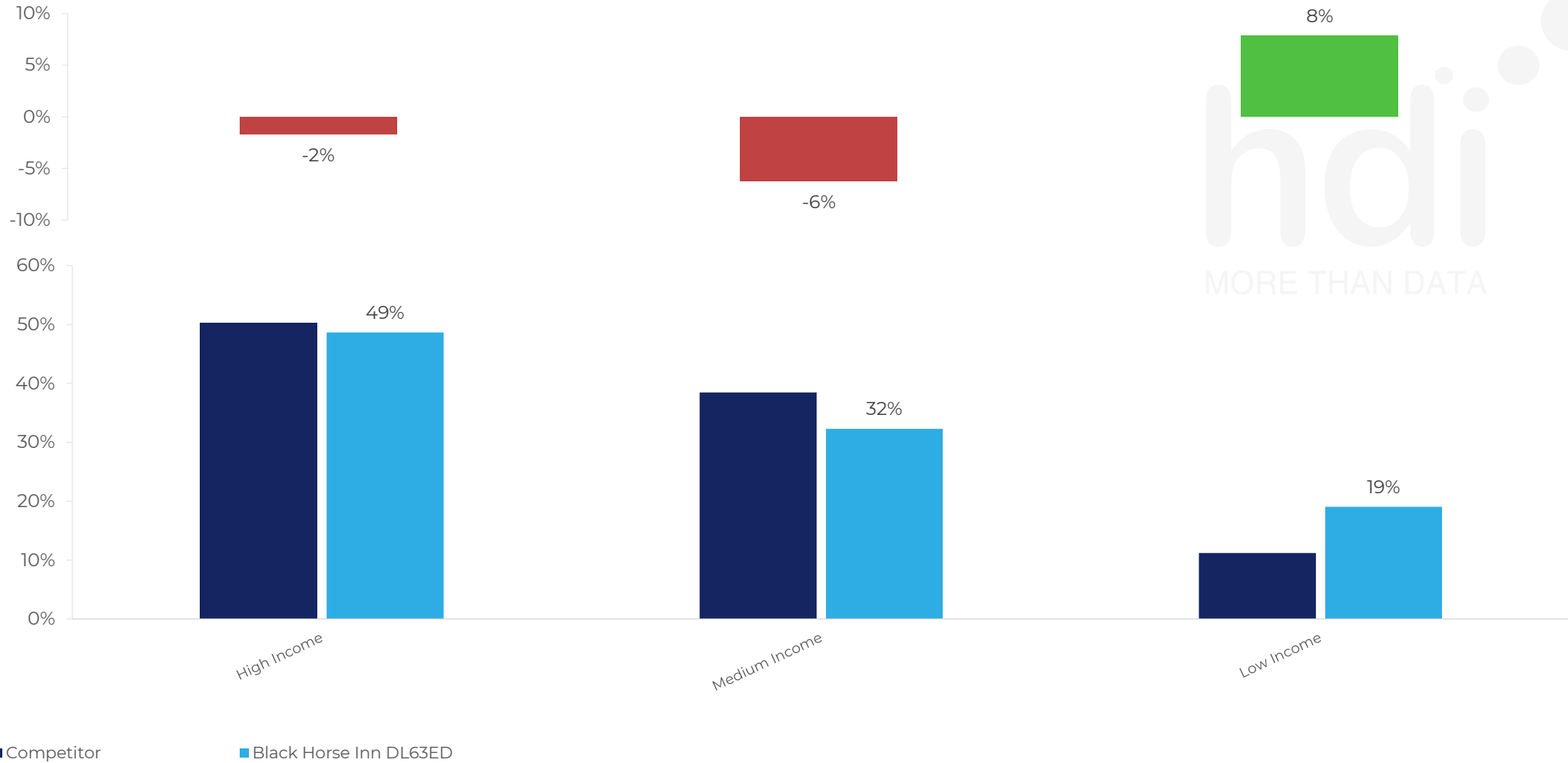
■ Competitor

■ Black Horse Inn DL63ED

Affluence

How does the affluence of customers who visit Black Horse Inn DL63ED compare versus its competitors?

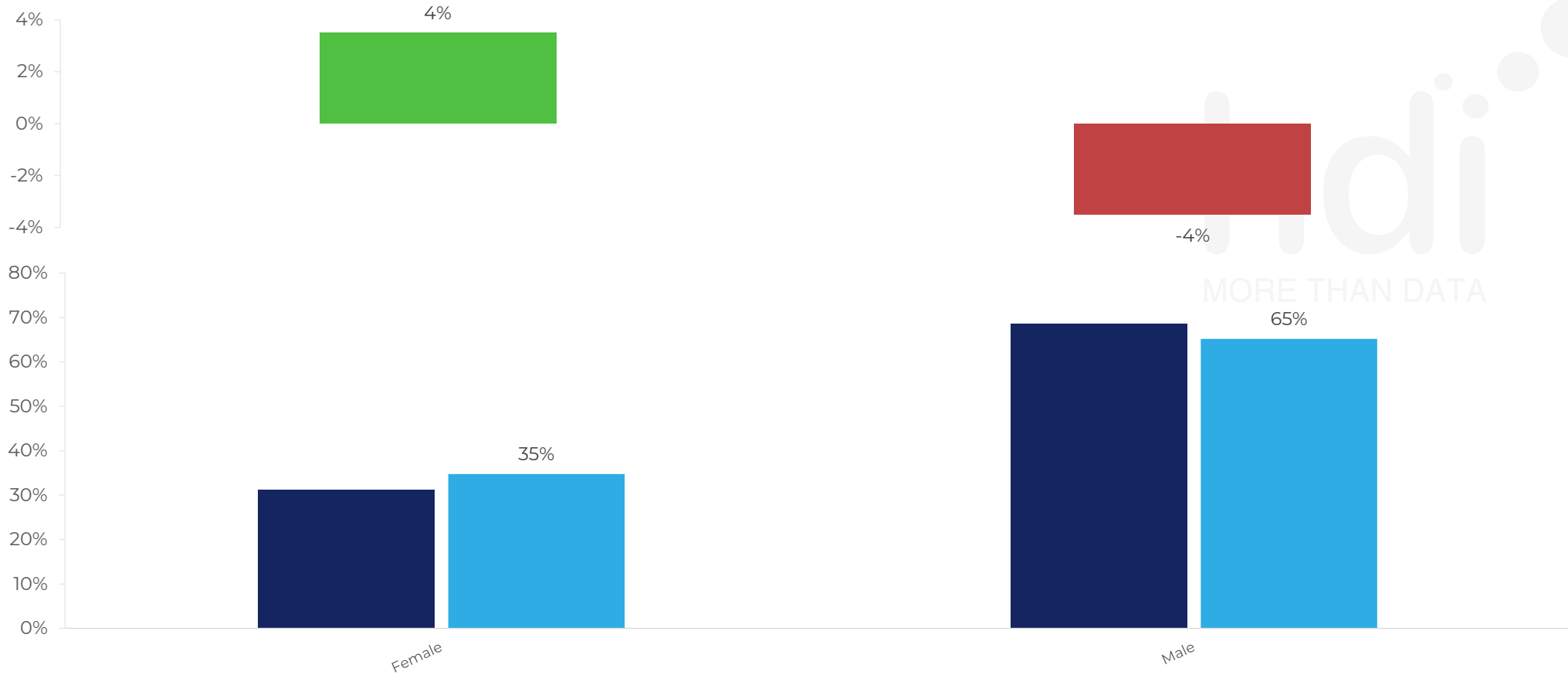
% of spend for Black Horse Inn DL63ED and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Affluence



Gender

How does the gender profile of customers who visit Black Horse Inn DL63ED compare versus its competitors?

% of spend for Black Horse Inn DL63ED and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Gender



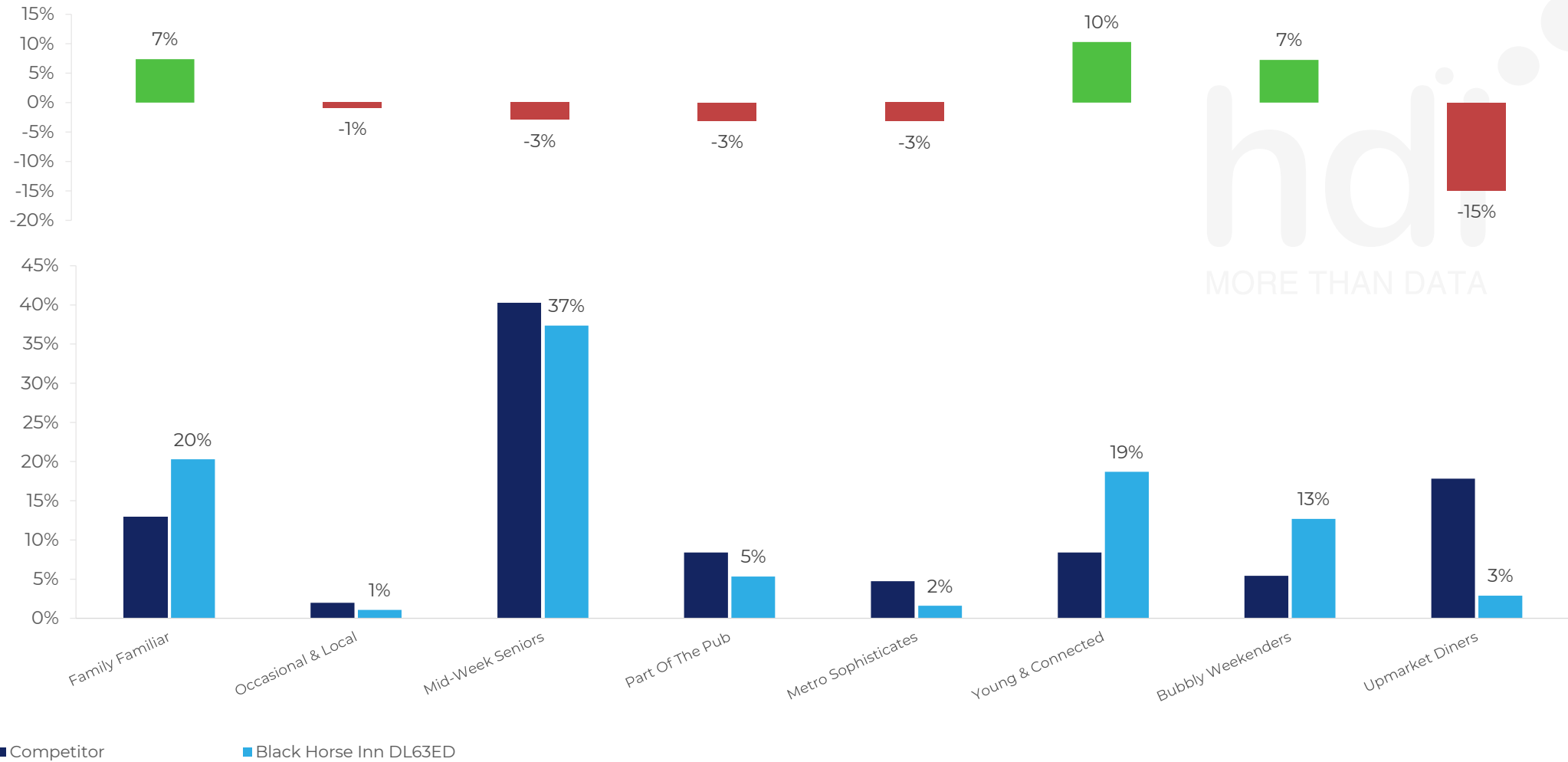
■ Competitor

■ Black Horse Inn DL63ED

Punch Segmentation

How does the Custom segmentation profile of customers who visit Black Horse Inn DL63ED compare versus its competitors?

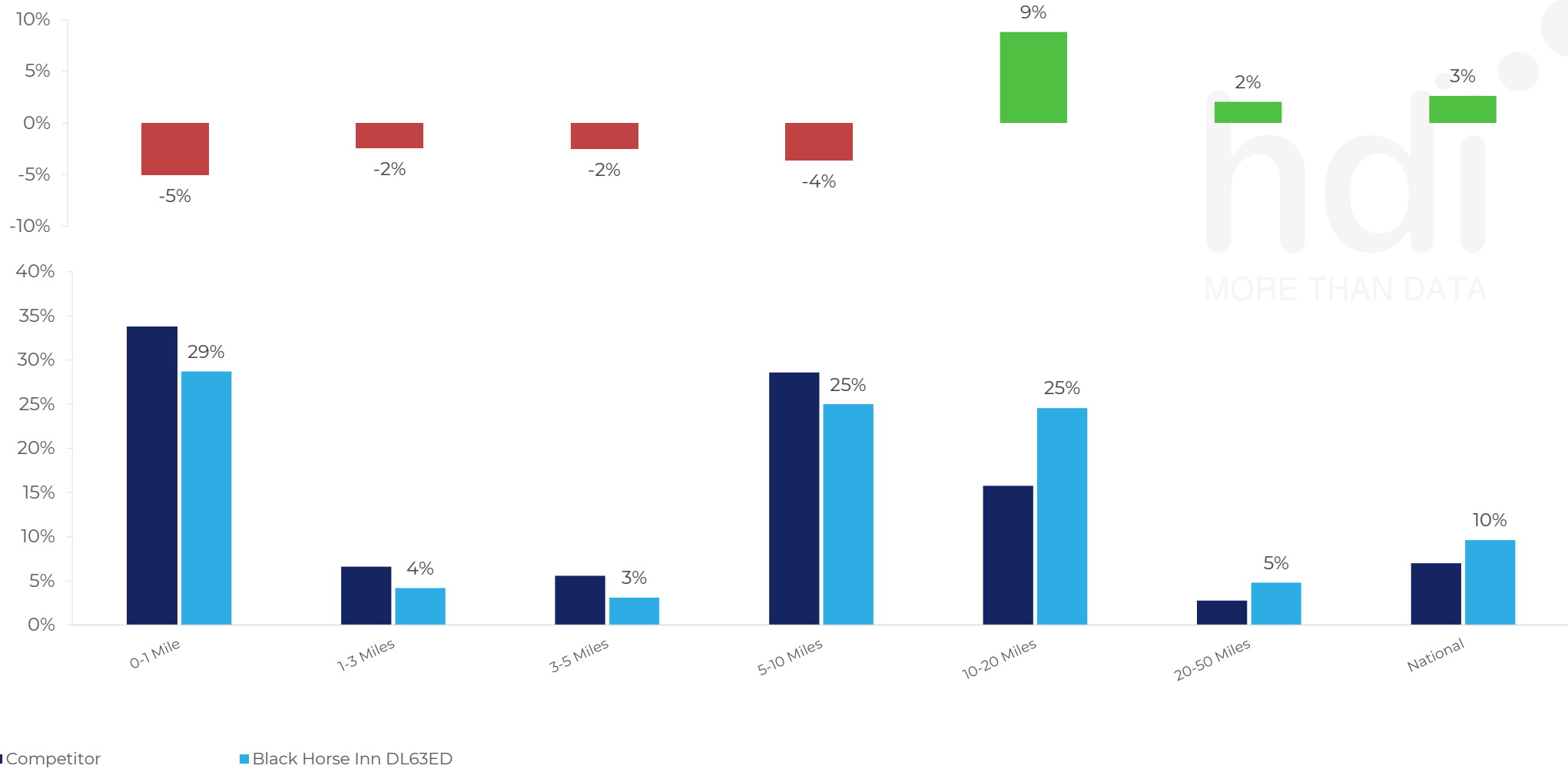
% of spend for Black Horse Inn DL63ED and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Segment



Spend by Distance

How does the spend profile of Black Horse Inn DL63ED compare versus its competitors based on travel distances?

% of spend for Black Horse Inn DL63ED and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Distance travelled

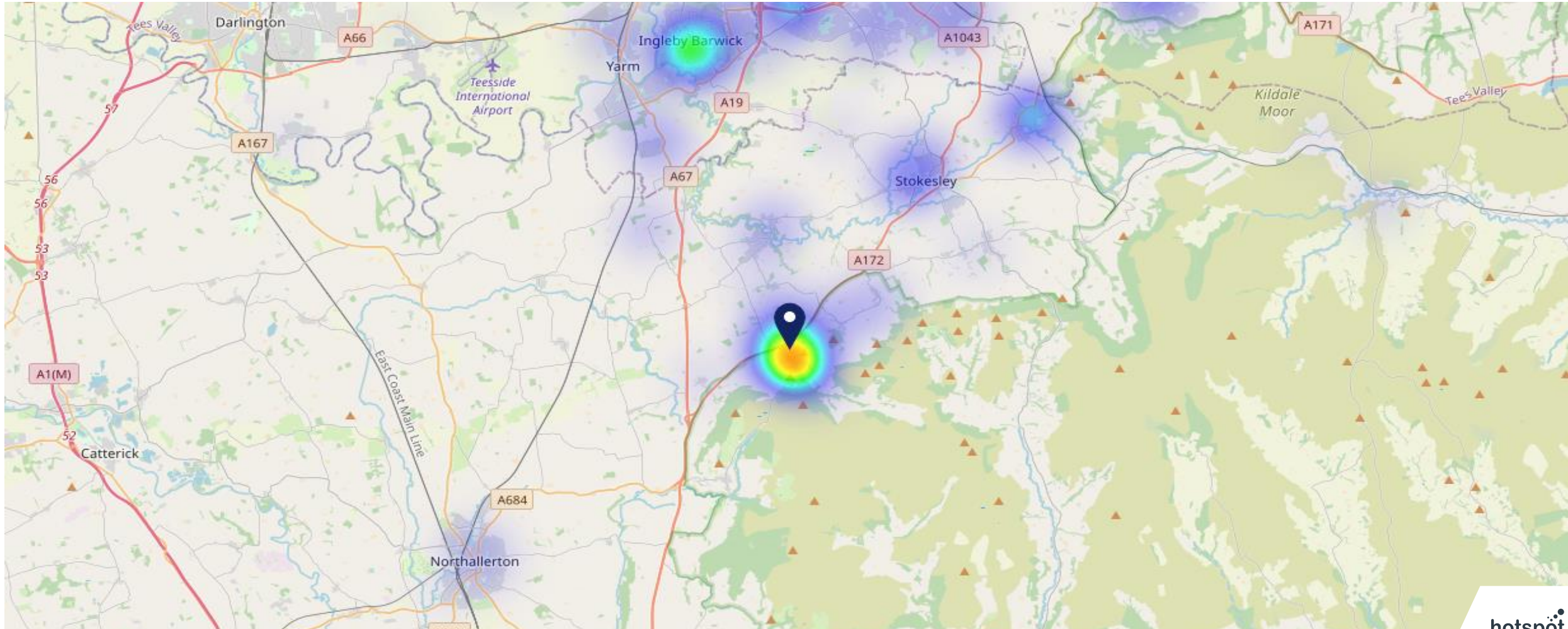




Map of Guest Origin

Where do customers of Black Horse Inn DL63ED come from?

Where do customers of Black Horse Inn DL63ED for 27/09/2023 - 18/09/2024 live

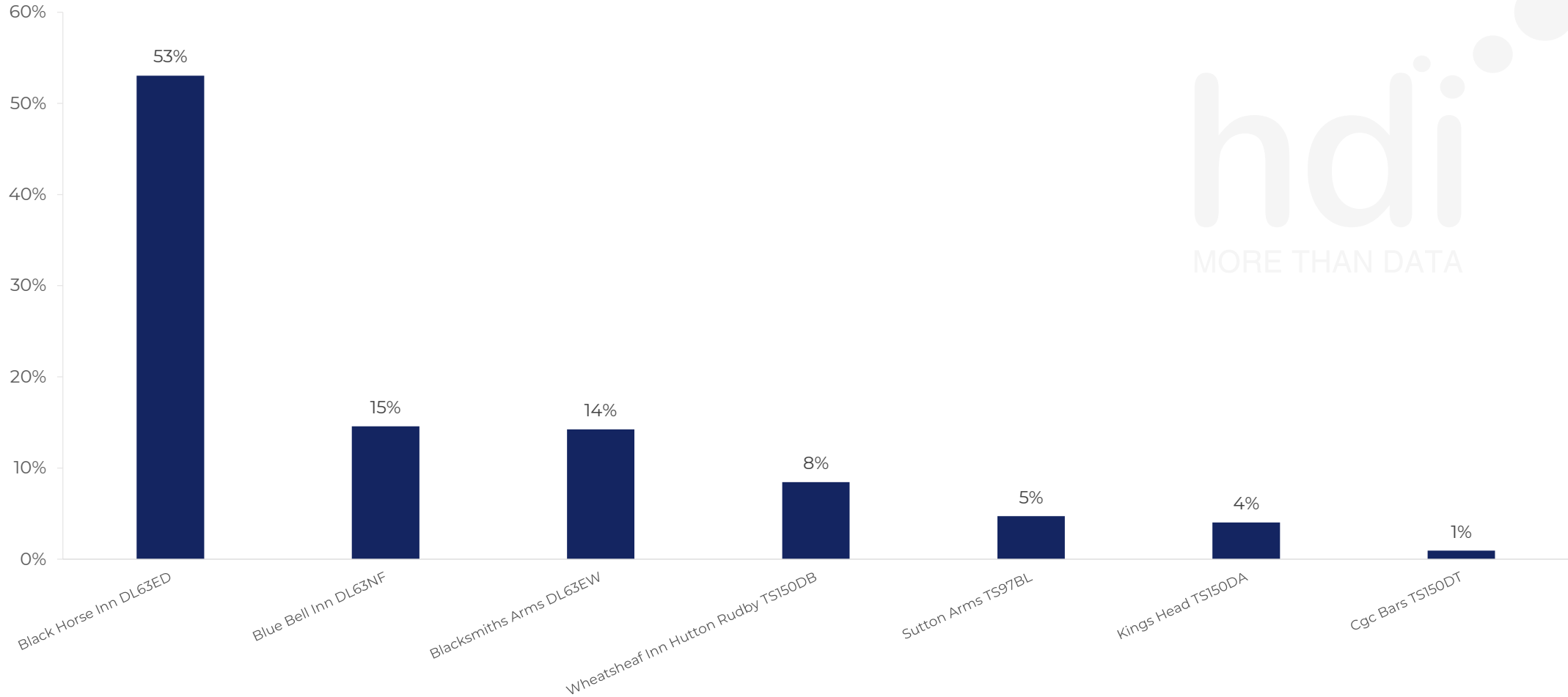




Share of Wallet

What are the Top 20 venues (by spend) that customers of Black Horse Inn DL63ED also visit?

For customers of Black Horse Inn DL63ED, who are the top 20 competitors from 97 Chains in 3 Miles for 27/09/2023 - 18/09/2024 split by Venue

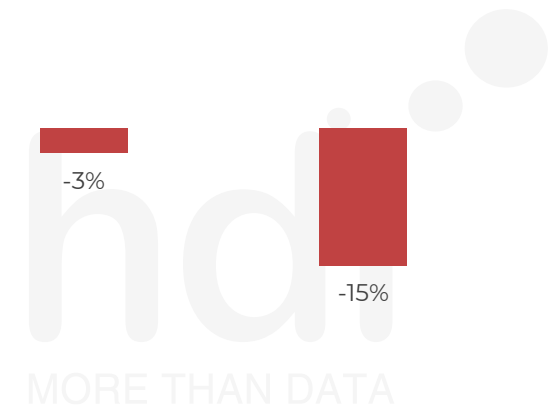
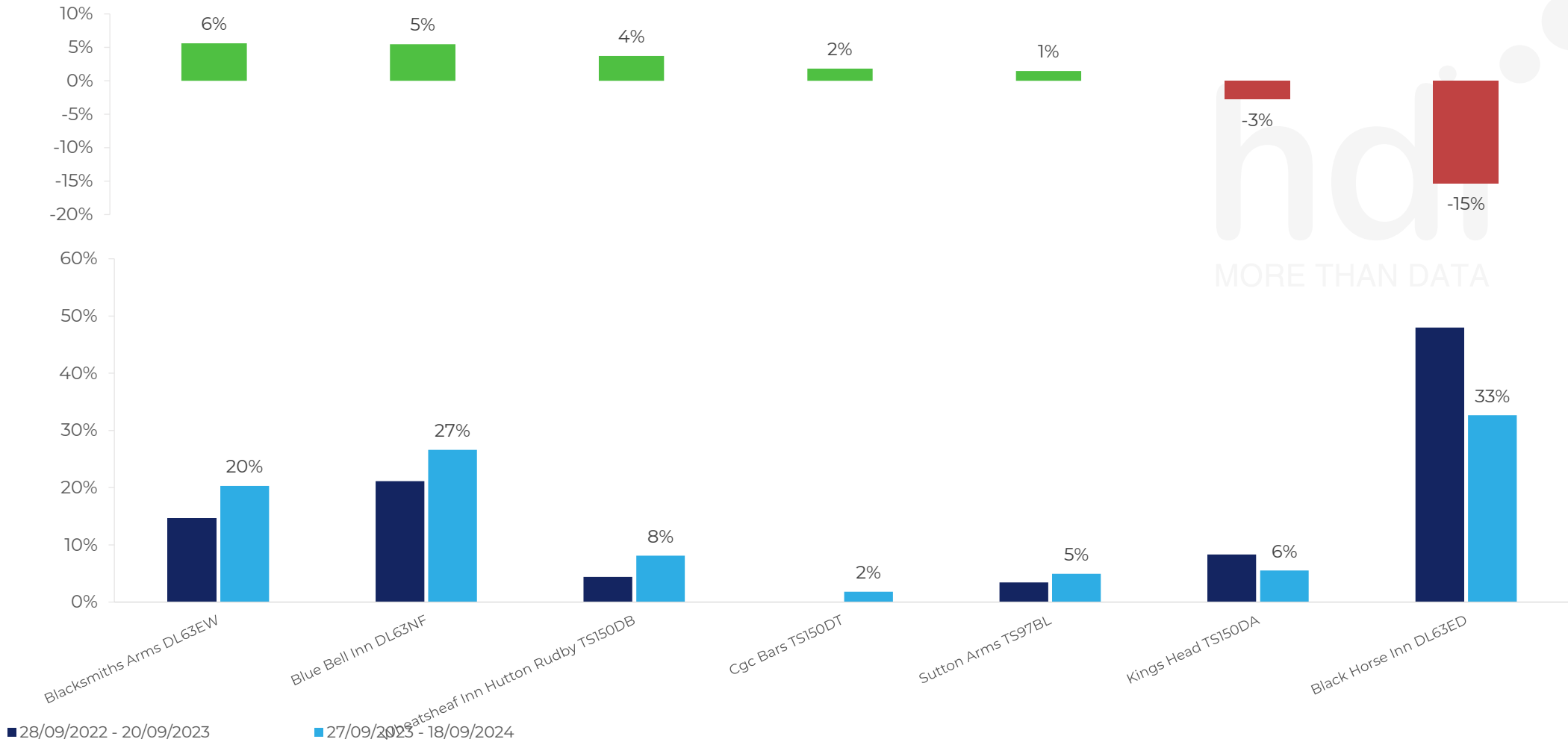


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Share of Wallet Change

How has share of wallet of customers of Black Horse Inn DL63ED changed between two date ranges?





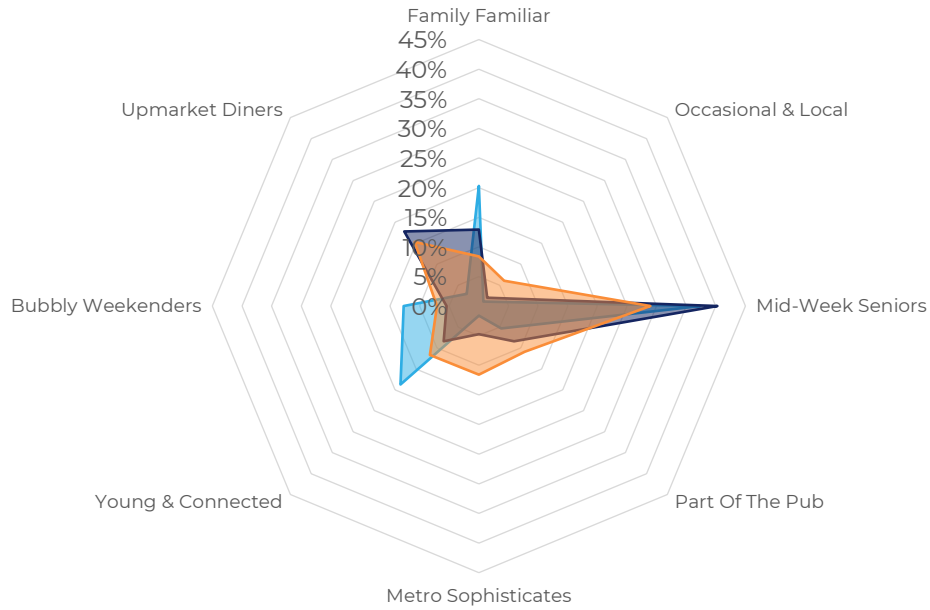
Market Summary

How does the local area for Black Horse Inn DL63ED 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	£978K	5	£978K	3	£2.30M	2	£5.15M	1
Weekpart	Mon - Thu	26.8%	1	26.8%	1	30.0%	1	34.2%	1
Weekpart	Fri - Sat	41.5%	4	41.5%	4	40.4%	3	40.6%	4
Weekpart	Sun	31.7%	10	31.7%	10	29.7%	10	25.2%	10
Age	18 to 24	4.2%	4	4.2%	4	9.8%	8	7.5%	6
Age	25 to 34	12.2%	2	12.2%	1	17.1%	3	15.7%	2
Age	35 to 44	22.2%	5	22.2%	5	21.7%	4	21.6%	3
Age	45 to 54	16.3%	2	16.3%	2	18.4%	3	19.2%	4
Age	55 to 64	20.8%	8	20.8%	9	17.2%	7	18.4%	9
Age	65 to 74	14.9%	10	14.9%	10	10.3%	9	10.2%	9
Age	75+	9.5%	10	9.5%	10	5.4%	9	7.4%	10
CAMEO	Business Elite	5.7%	5	5.7%	5	6.8%	5	10.7%	7
CAMEO	Prosperous Professionals	13.5%	10	13.5%	10	11.5%	10	11.3%	10
CAMEO	Flourishing Society	12.8%	6	12.8%	6	11.7%	5	19.8%	9
CAMEO	Content Communities	19.4%	10	19.4%	10	17.6%	9	13.8%	7
CAMEO	White Collar Neighbourhoods	9.9%	4	9.9%	4	12.1%	6	11.4%	5
CAMEO	Enterprising Mainstream	10.5%	7	10.5%	7	11.0%	8	9.8%	7
CAMEO	Paying The Mortgage	13.2%	5	13.2%	5	13.7%	5	9.9%	2
CAMEO	Cash Conscious Communities	6.3%	3	6.3%	3	5.9%	3	4.1%	1
CAMEO	On A Budget	2.8%	2	2.8%	2	3.5%	2	3.7%	2
CAMEO	Family Value	5.8%	8	5.8%	8	6.1%	8	5.6%	7
Affluence	AB	32.0%	7	32.0%	6	30.1%	6	41.8%	8
Affluence	C1C2	53.1%	7	53.1%	7	54.4%	8	45.0%	4
Affluence	DE	14.9%	4	14.9%	4	15.5%	4	13.3%	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
Black Horse Inn	68	20.29%	1.06%	37.36%	5.33%	1.60%	18.71%	12.70%	2.90%
Local Catchment	426	12.92%	1.99%	40.26%	8.40%	4.75%	8.40%	5.43%	17.81%
Punch T&L	102580	8.41%	6.02%	28.95%	10.93%	11.57%	11.67%	7.09%	15.32%
Black Horse Inn vs Local Catchment		7.37%	-0.93%	-2.90%	-3.07%	-3.15%	10.31%	7.27%	-14.91%
Black Horse Inn vs Punch T&L		11.88%	-4.96%	8.41%	-5.60%	-9.97%	7.04%	5.61%	-12.42%
Local Catchment vs Punch T&L		4.51%	-4.03%	11.31%	-2.53%	-6.82%	-3.27%	-1.66%	2.49%

■ Black Horse Inn

■ Local Catchment

■ Punch T&L