



Site Summary



Three Horse Shoes (Billingham) TS234HS

TS234HS

Punch T&L



Work Area

Middlesbrough and Stockton



Region

North East



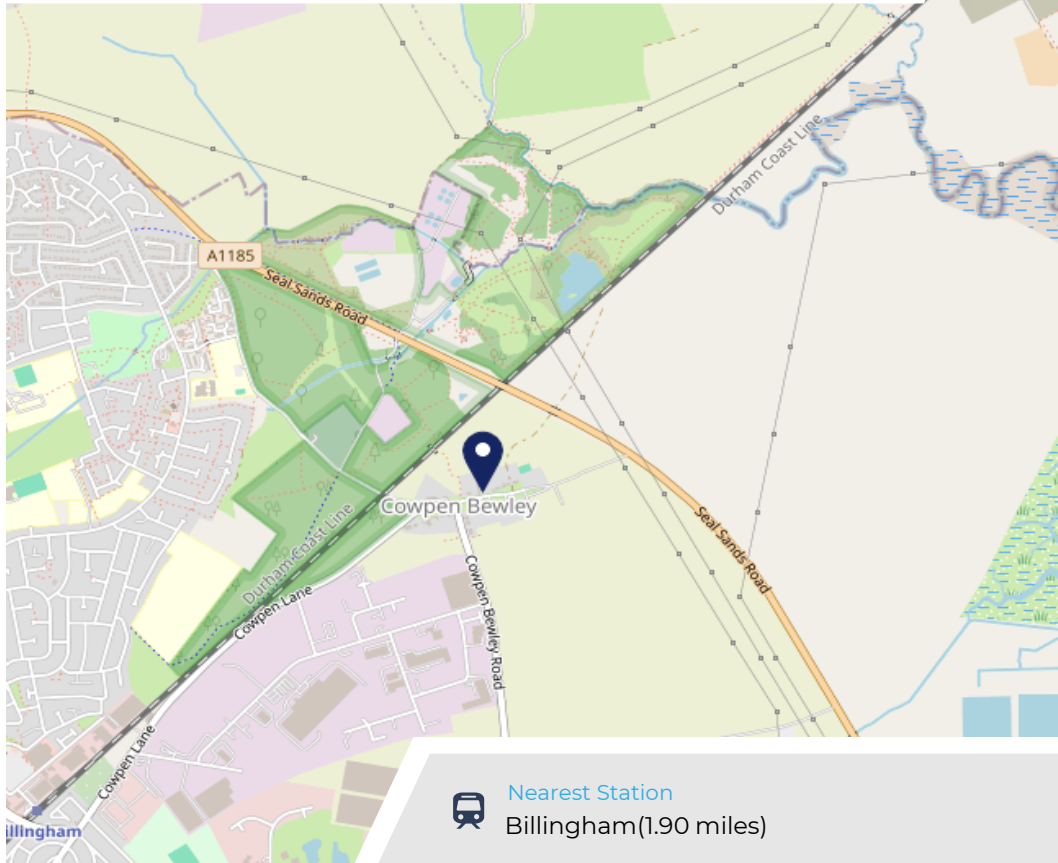
TV Region

Tyne Tees



Urbanicity

Urban city and town



ATV

£30.04

Gender

56.83%

Male



Affluence

51.81%

Middle Income



Segmentation

21.87%

Family Value



Age Group

20.83%

45 to 54



Visit Day

21.96%

Fri

Top Competitors

Kings Arms (Billingham) **#1**

TS225JP

GK - Pub & Social

Wellington Billingham **#2**

TS225JY

Heritage Pubs

The Half Moon Inn **#3**

TS232NW

JD Wetherspoon



Nearest Station

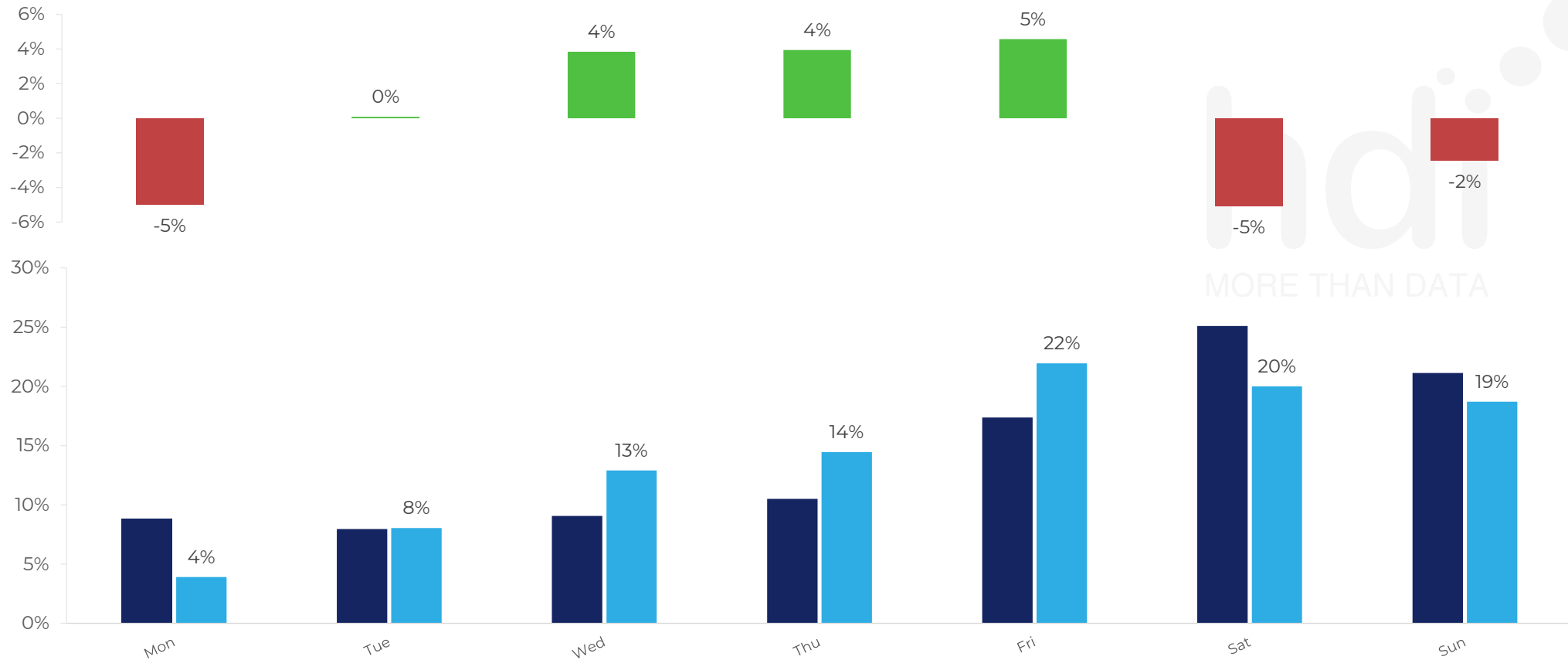
Billingham(1.90 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Three Horse Shoes (Billingham) TS234HS versus its competitors?

% of spend for Three Horse Shoes (Billingham) TS234HS and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week



■ Competitor

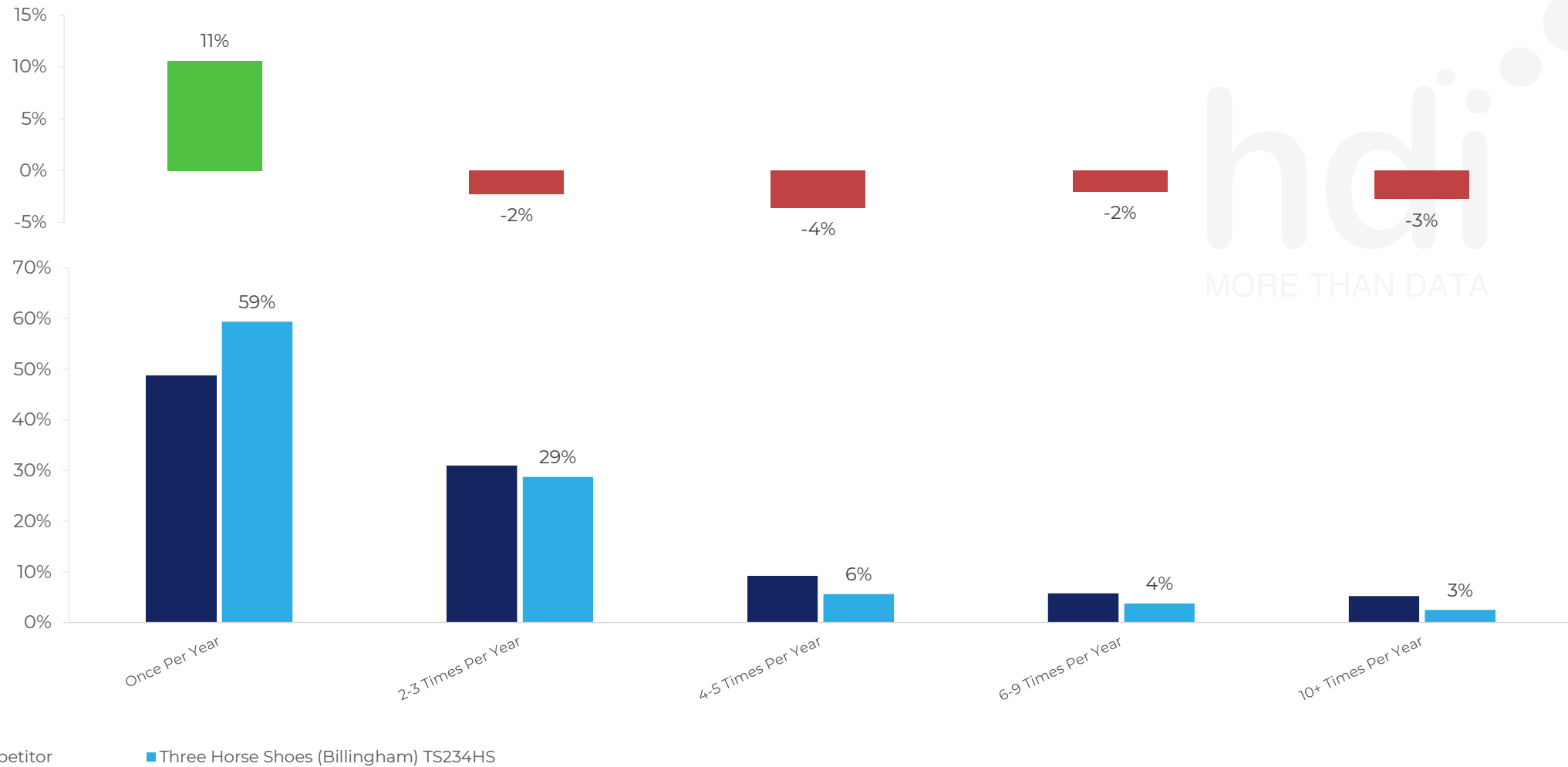
■ Three Horse Shoes (Billingham) TS234HS



Visit Frequency

How frequently per year do customers visit Three Horse Shoes (Billingham) TS234HS versus its competitors?

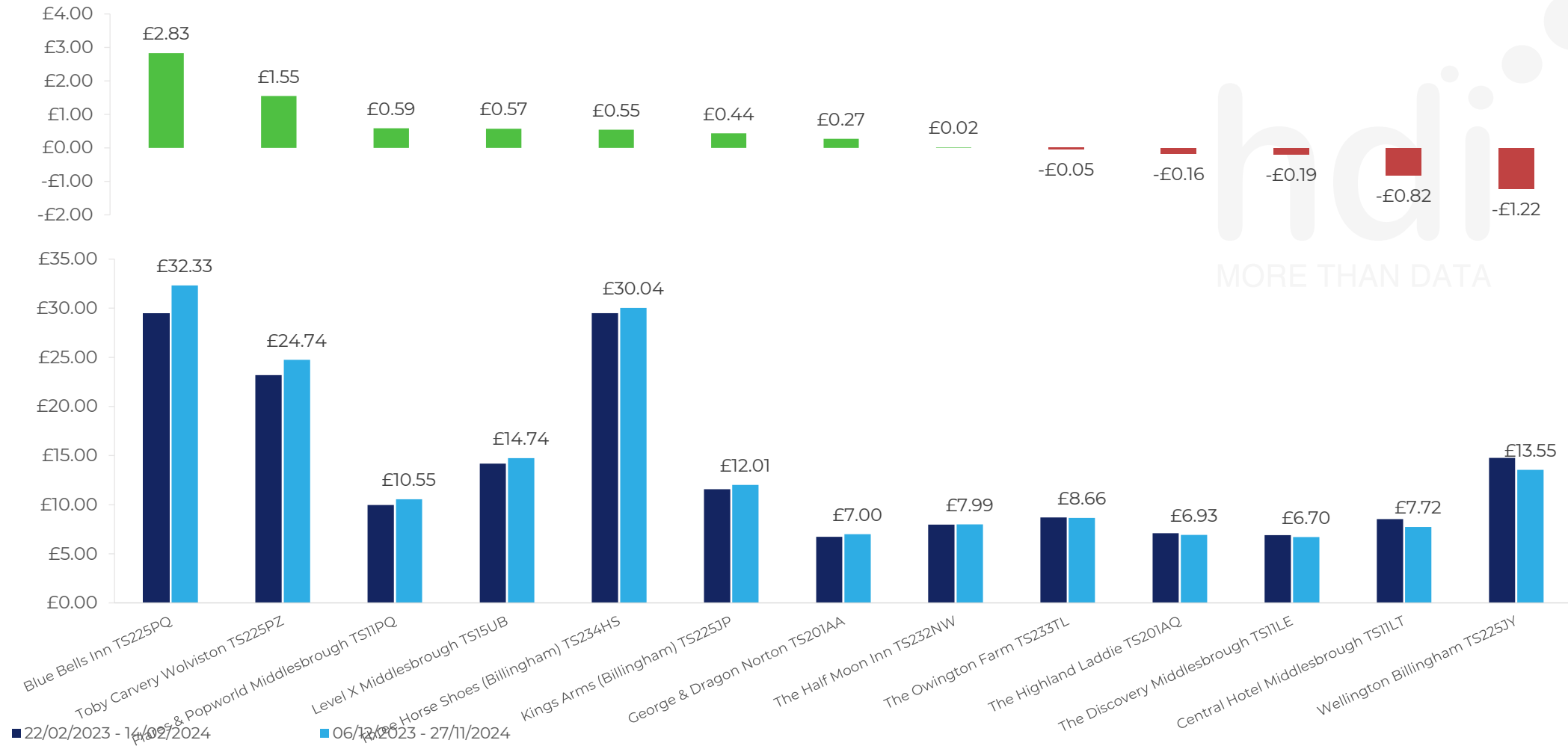
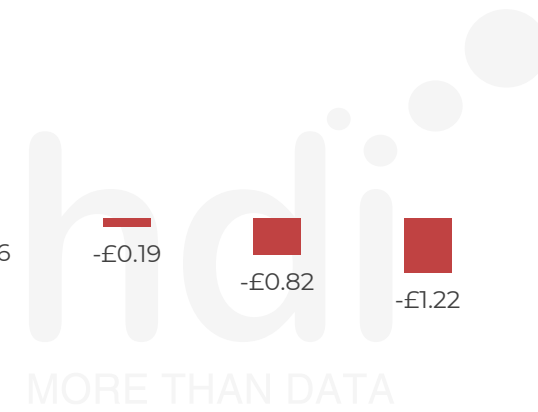
% of customer numbers for Three Horse Shoes (Billingham) TS234HS and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

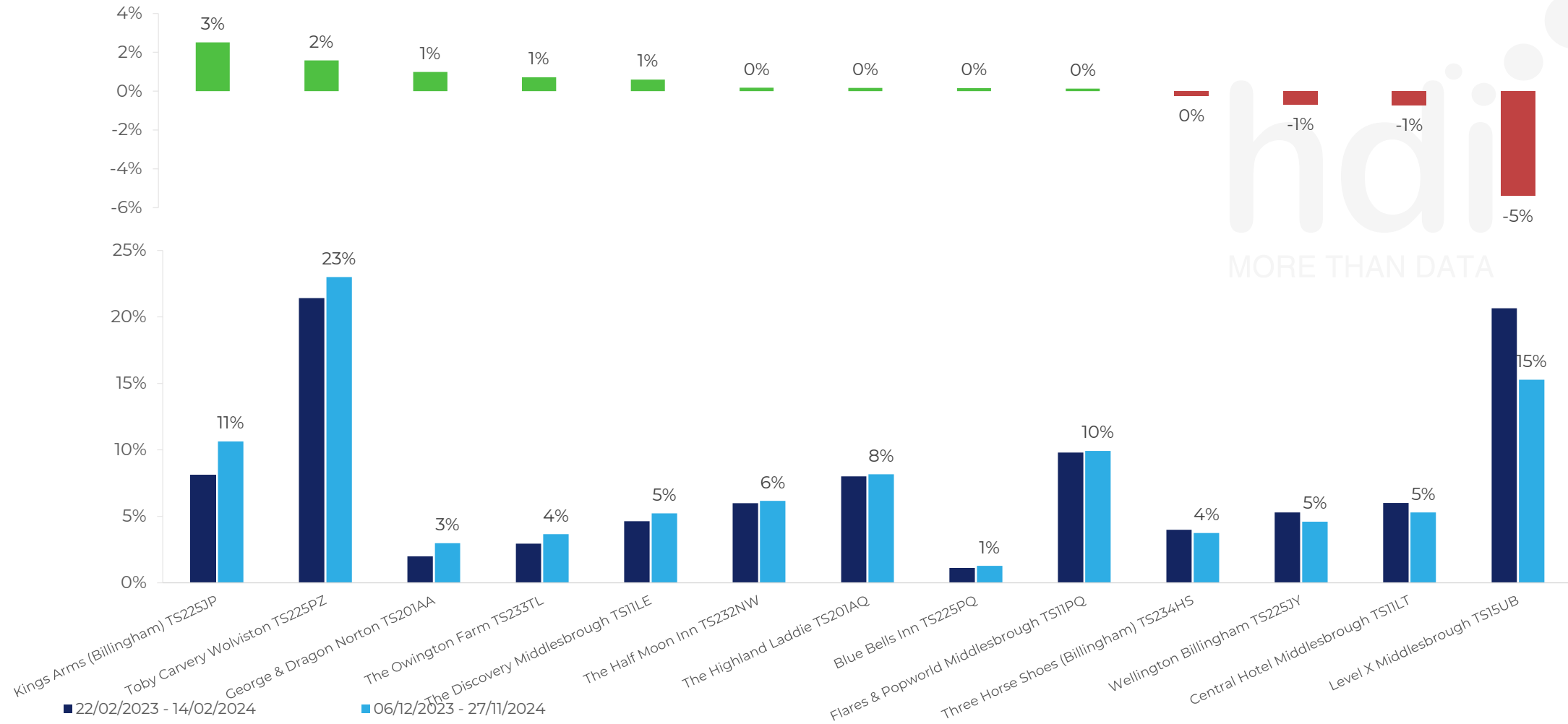




Market Share Change

How has market share changed between two date ranges?

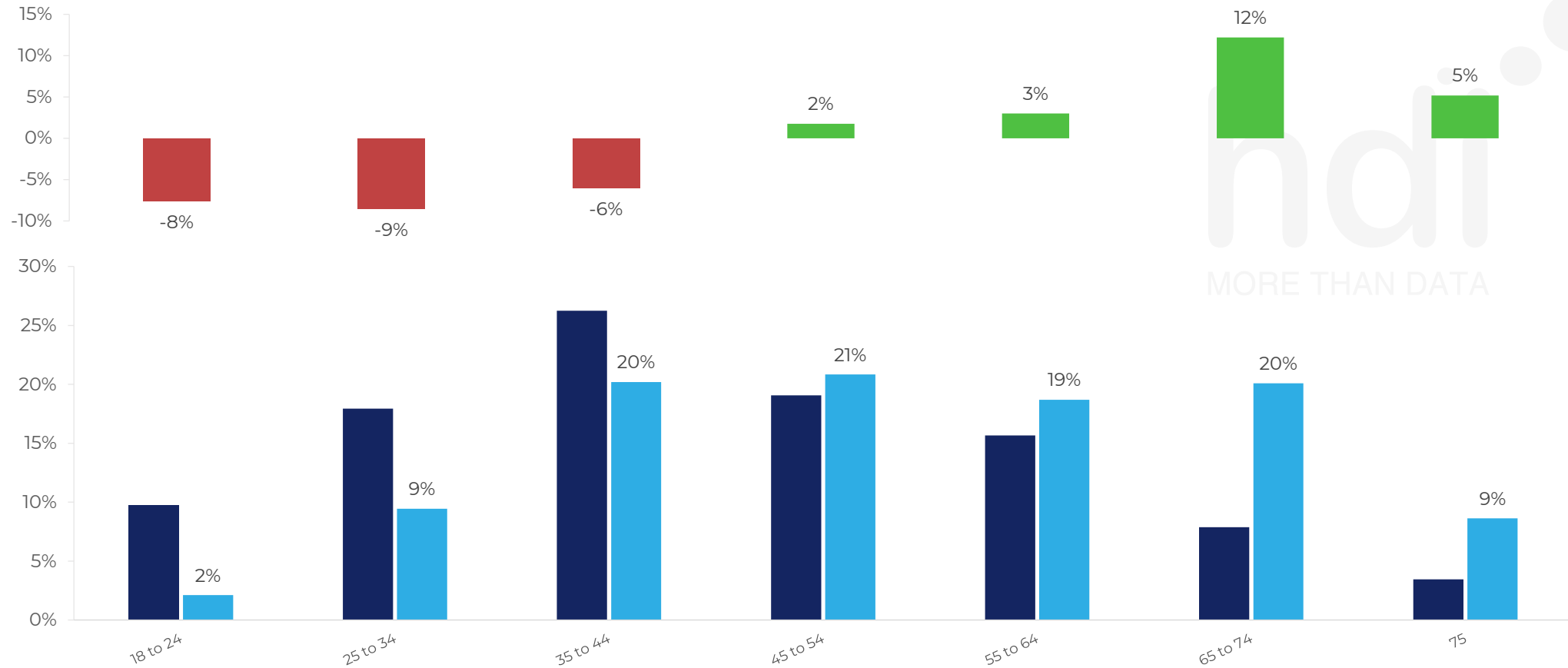
% of market share spend for Three Horse Shoes (Billingham) TS234HS and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024





How does the age profile of customers who visit Three Horse Shoes (Billingham) TS234HS compare versus its competitors?

% of spend for Three Horse Shoes (Billingham) TS234HS and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range



■ Competitor

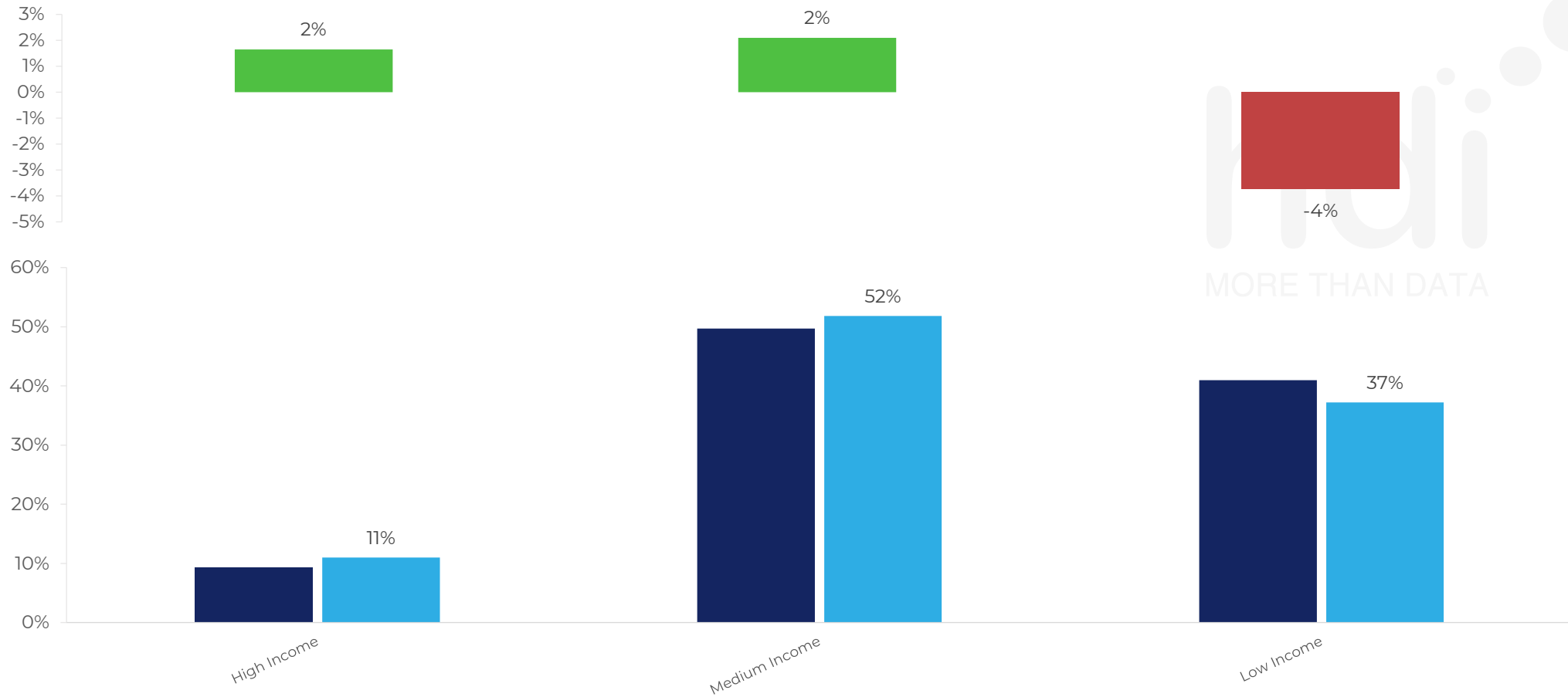
■ Three Horse Shoes (Billingham) TS234HS



Affluence

How does the affluence of customers who visit Three Horse Shoes (Billingham) TS234HS compare versus its competitors?

% of spend for Three Horse Shoes (Billingham) TS234HS and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence



■ Competitor

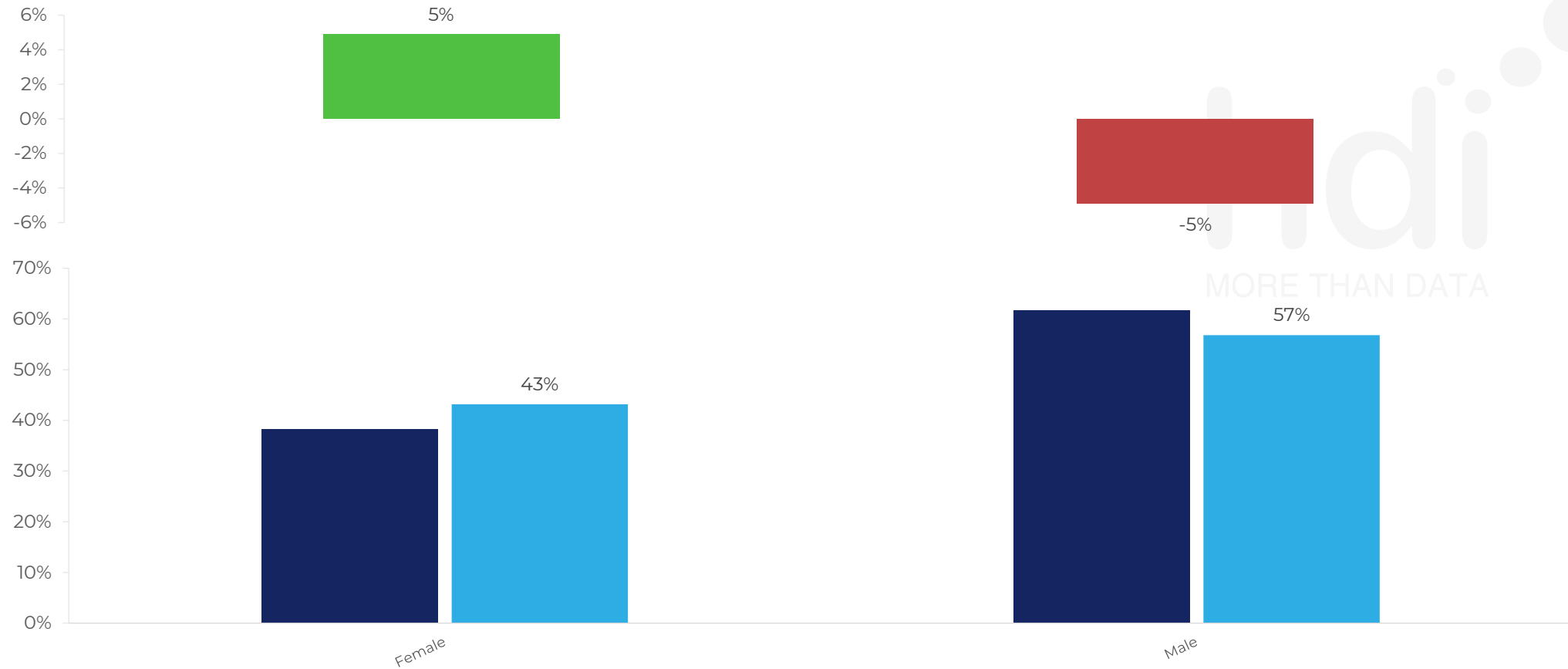
■ Three Horse Shoes (Billingham) TS234HS



Gender

How does the gender profile of customers who visit Three Horse Shoes (Billingham) TS234HS compare versus its competitors?

% of spend for Three Horse Shoes (Billingham) TS234HS and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



■ Competitor

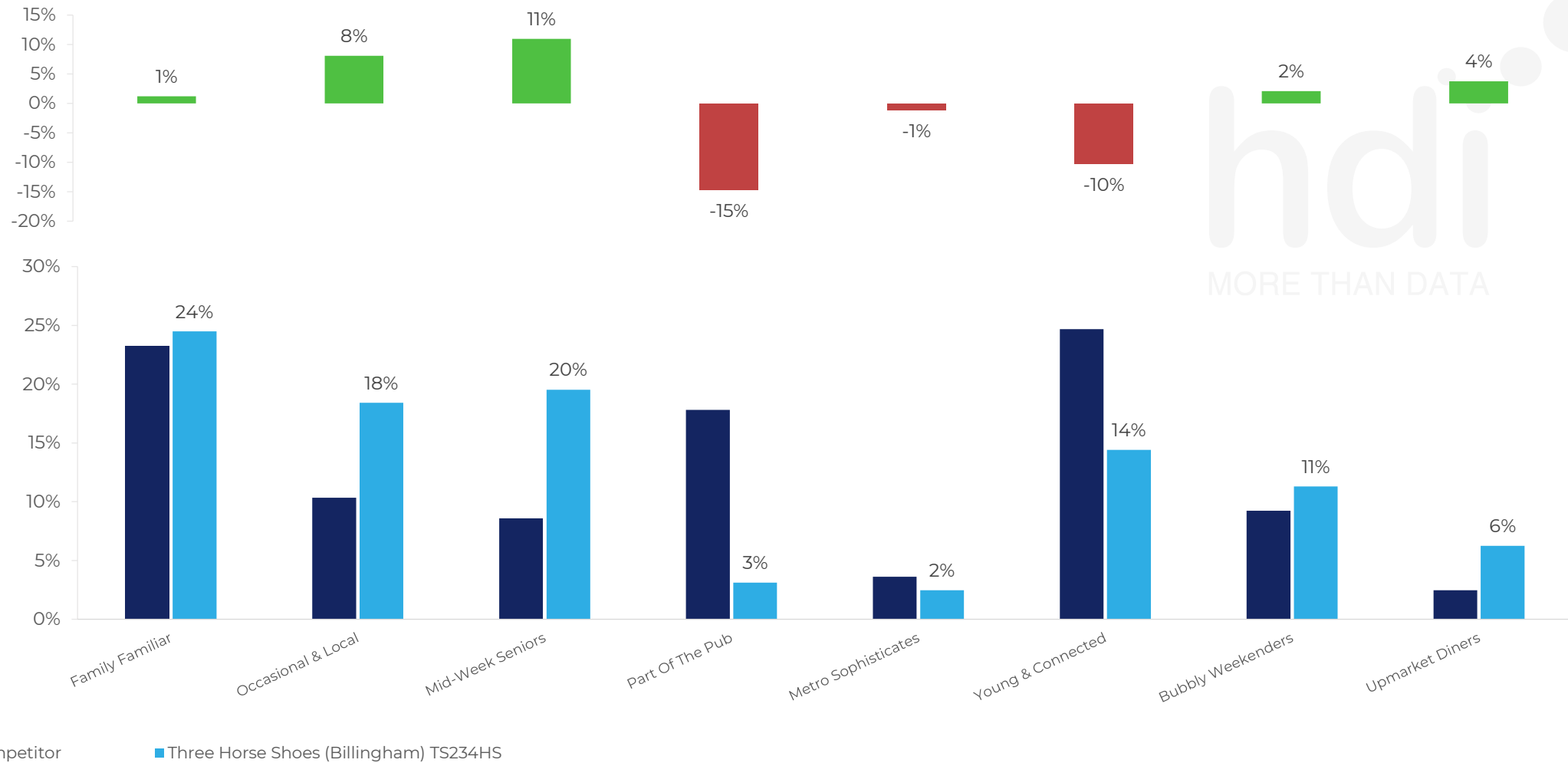
■ Three Horse Shoes (Billingham) TS234HS



Punch Segmentation

How does the Custom segmentation profile of customers who visit Three Horse Shoes (Billingham) TS234HS compare versus its competitors?

% of spend for Three Horse Shoes (Billingham) TS234HS and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment

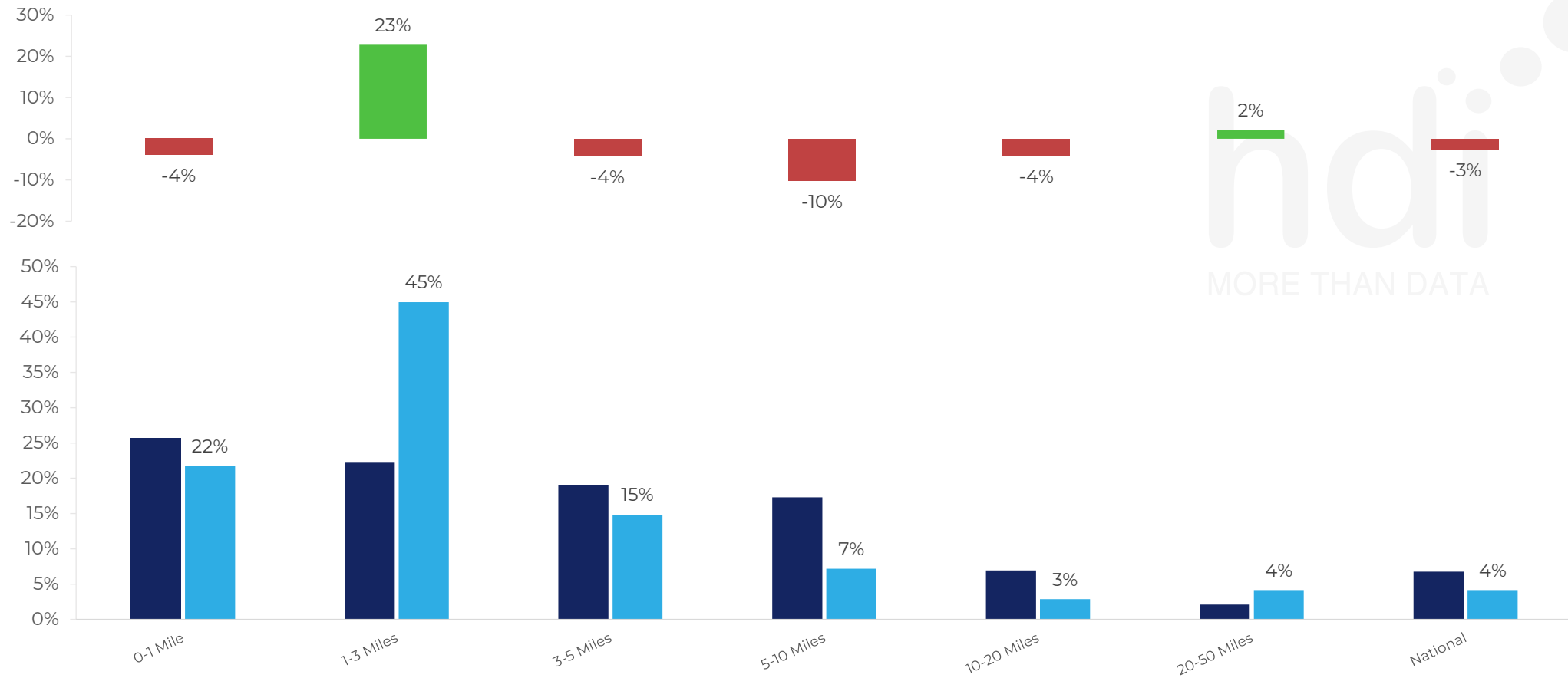




Spend by Distance

How does the spend profile of Three Horse Shoes (Billingham) TS234HS compare versus its competitors based on travel distances?

% of spend for Three Horse Shoes (Billingham) TS234HS and 112 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled



■ Competitor

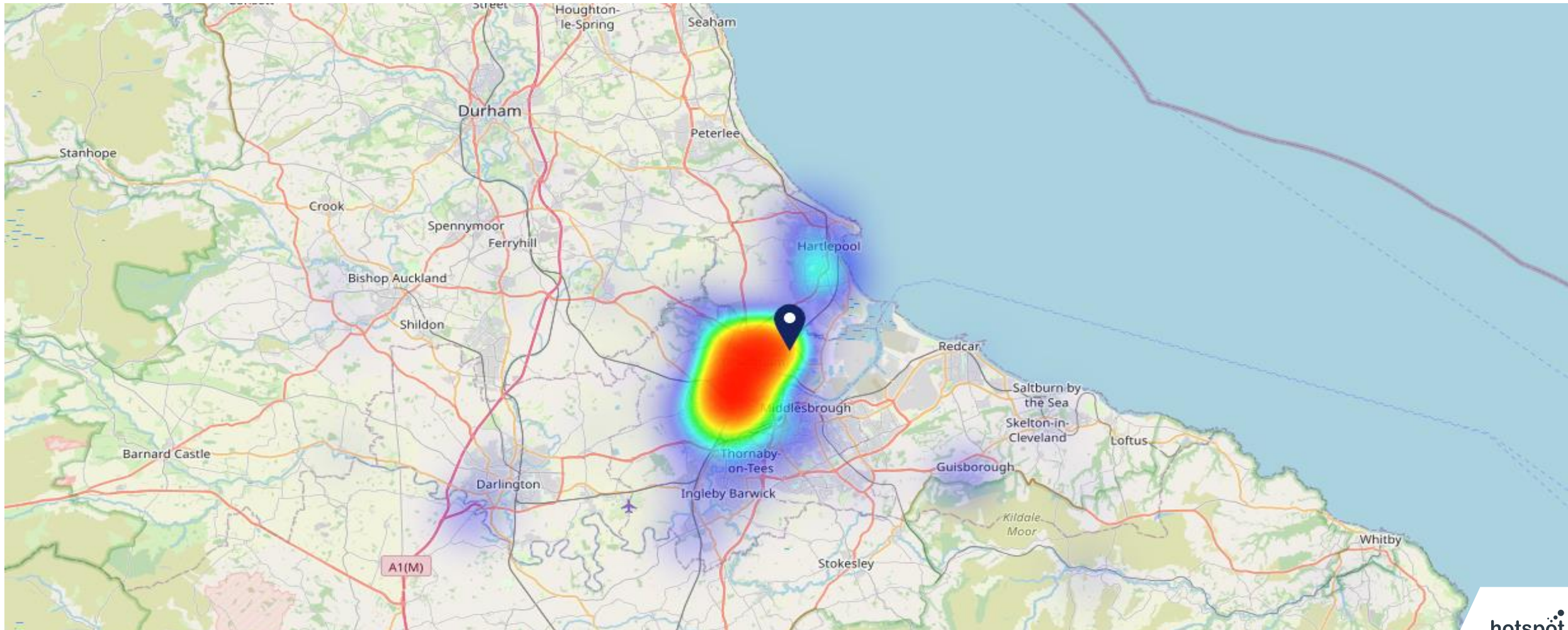
■ Three Horse Shoes (Billingham) TS234HS



Map of Guest Origin

Where do customers of Three Horse Shoes (Billingham) TS234HS come from?

Where do customers of Three Horse Shoes (Billingham) TS234HS for 06/12/2023 - 27/11/2024 live

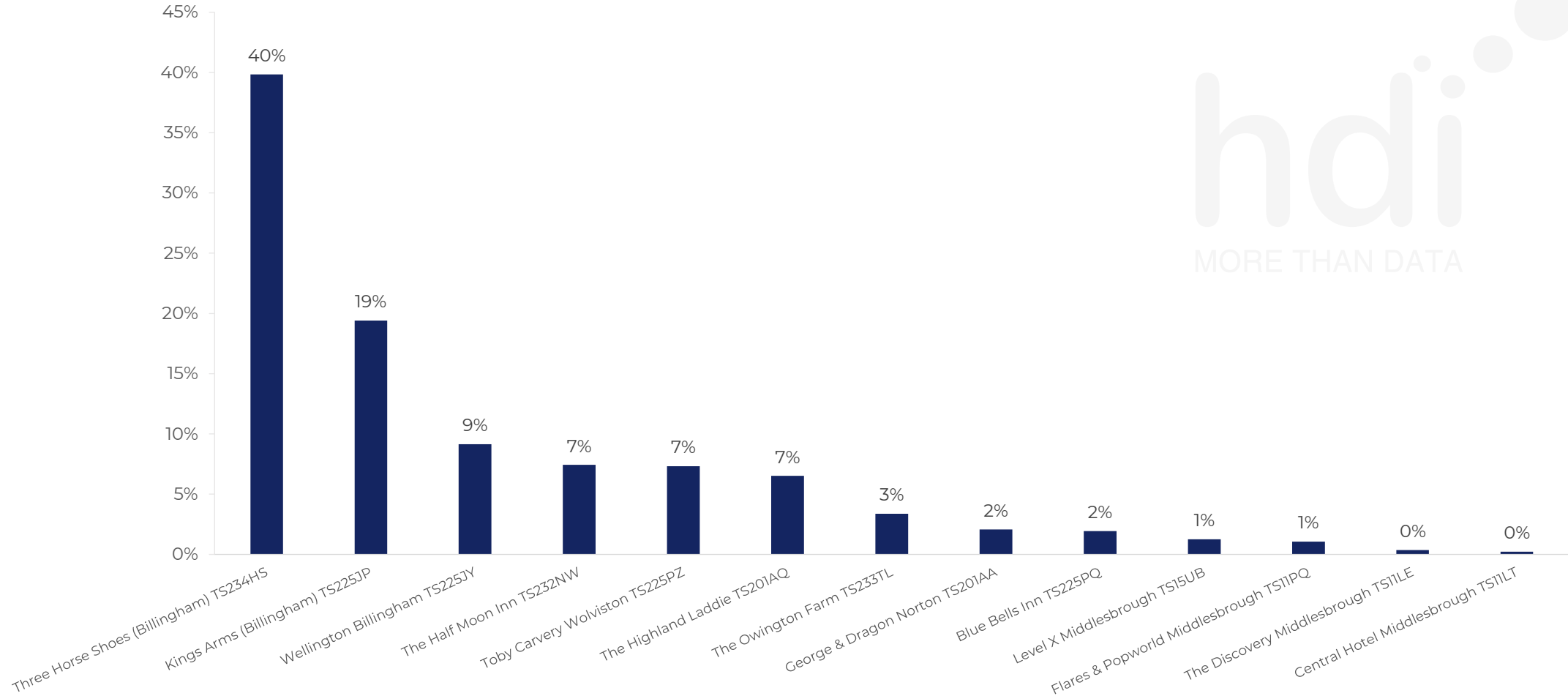




Share of Wallet

What are the Top 20 venues (by spend) that customers of Three Horse Shoes (Billingham) TS234HS also visit?

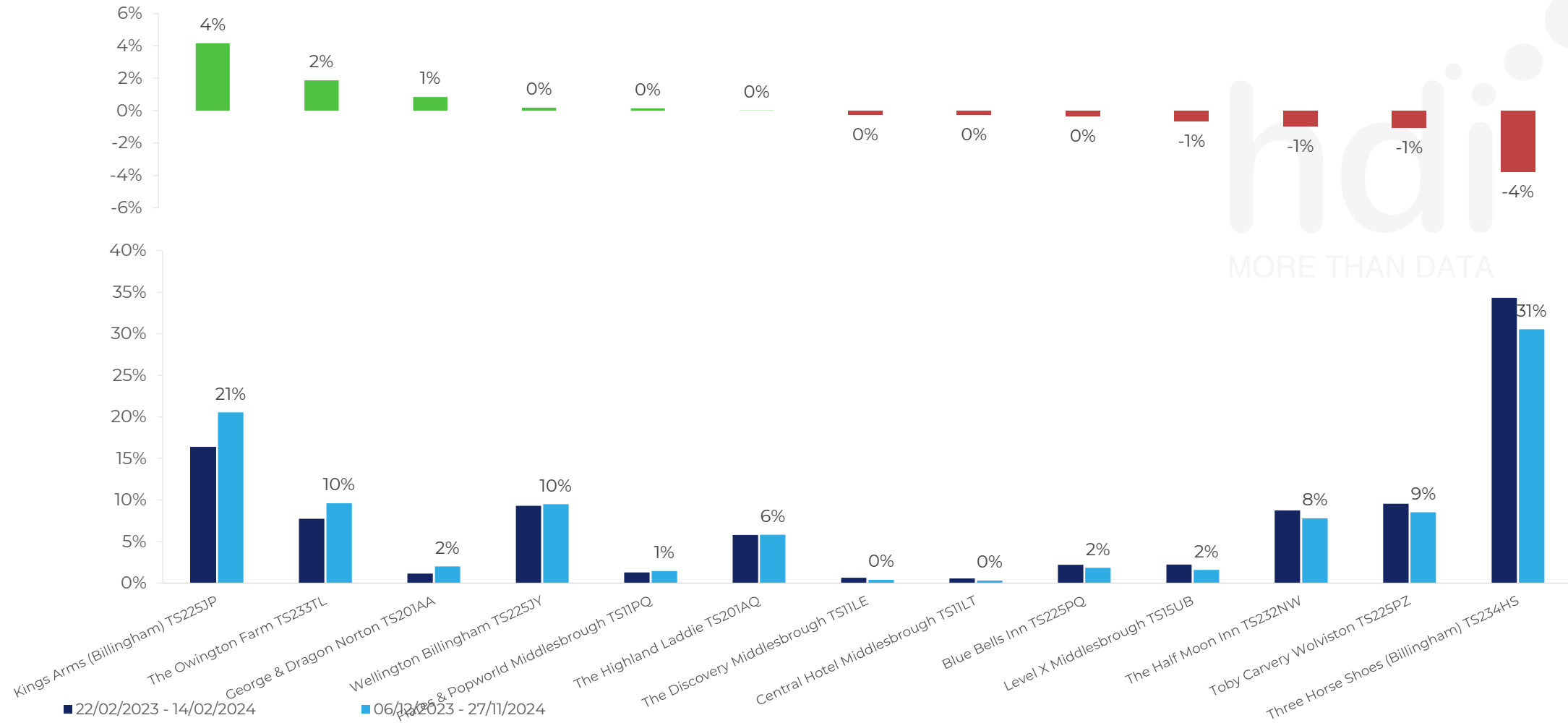
For customers of Three Horse Shoes (Billingham) TS234HS, who are the top 20 competitors from 112 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Three Horse Shoes (Billingham) TS234HS changed between two date ranges?





Market Summary

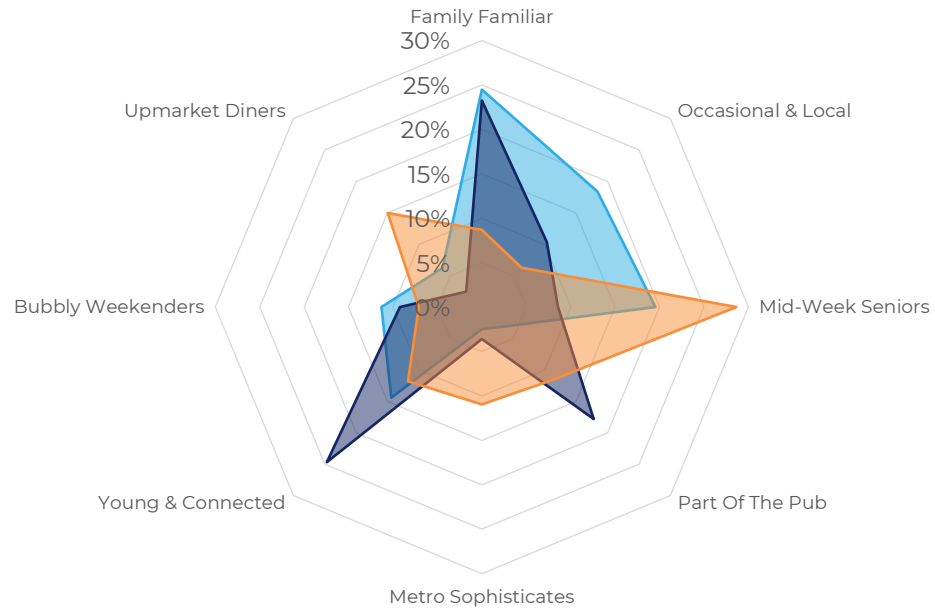
How does the local area for Three Horse Shoes (Billingham) TS234HS compare to the national average (1 = low, 10 = high)

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	£397K	3	£502K	3	£810K	1	£64.60M	5
Weekpart	Mon - Thu	41.1%	6	45.3%	8	44.5%	8	41.5%	5
Weekpart	Fri - Sat	40.2%	3	37.7%	2	40.3%	3	43.3%	7
Weekpart	Sun	18.8%	9	17.0%	8	15.1%	5	15.2%	4
Age	18 to 24	2.5%	2	5.8%	5	7.3%	6	9.5%	8
Age	25 to 34	9.1%	1	11.8%	1	12.9%	1	20.9%	4
Age	35 to 44	21.0%	4	21.5%	4	27.4%	9	28.5%	10
Age	45 to 54	22.9%	8	21.0%	6	21.5%	7	18.7%	3
Age	55 to 64	16.3%	6	14.6%	5	13.6%	4	13.8%	4
Age	65 to 74	21.0%	10	18.7%	10	13.2%	10	6.3%	5
Age	75+	7.3%	10	6.5%	9	4.1%	8	2.4%	5
CAMEO	Business Elite	3.2%	3	2.9%	3	4.4%	4	3.2%	2
CAMEO	Prosperous Professionals	4.5%	4	4.3%	4	2.6%	2	2.1%	1
CAMEO	Flourishing Society	4.2%	2	4.3%	1	2.9%	1	5.3%	1
CAMEO	Content Communities	18.4%	9	17.8%	9	11.3%	4	8.5%	1
CAMEO	White Collar Neighbourhoods	12.5%	7	12.4%	7	9.7%	3	12.9%	8
CAMEO	Enterprising Mainstream	7.8%	5	7.8%	5	5.9%	4	8.9%	6
CAMEO	Paying The Mortgage	11.0%	4	11.5%	4	10.9%	3	17.9%	8
CAMEO	Cash Conscious Communities	11.2%	7	11.3%	7	16.1%	10	13.1%	9
CAMEO	On A Budget	2.0%	1	2.9%	2	4.8%	3	7.5%	7
CAMEO	Family Value	25.0%	10	24.9%	10	31.4%	10	20.7%	10
Affluence	AB	11.9%	2	11.5%	2	9.9%	1	10.5%	1
Affluence	C1C2	49.8%	6	49.4%	6	37.8%	2	48.2%	5
Affluence	DE	38.3%	9	39.1%	9	52.3%	10	41.3%	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
Three Horse Shoes (Billingham)	160	24.48%	18.41%	19.53%	3.12%	2.46%	14.41%	11.30%	6.24%
Local Catchment	3452	23.25%	10.34%	8.58%	17.80%	3.61%	24.68%	9.23%	2.47%
Punch T&L	104653	8.69%	6.30%	28.64%	11.50%	10.95%	11.79%	7.11%	14.98%
Three Horse Shoes (Billingham) vs Local Catchment		1.23%	8.07%	10.95%	-14.68%	-1.15%	-10.27%	2.07%	3.77%
Three Horse Shoes (Billingham) vs Punch T&L		15.79%	12.11%	-9.11%	-8.38%	-8.49%	2.62%	4.19%	-8.74%
Local Catchment vs Punch T&L		14.56%	4.04%	-20.06%	6.30%	-7.34%	12.89%	2.12%	-12.51%