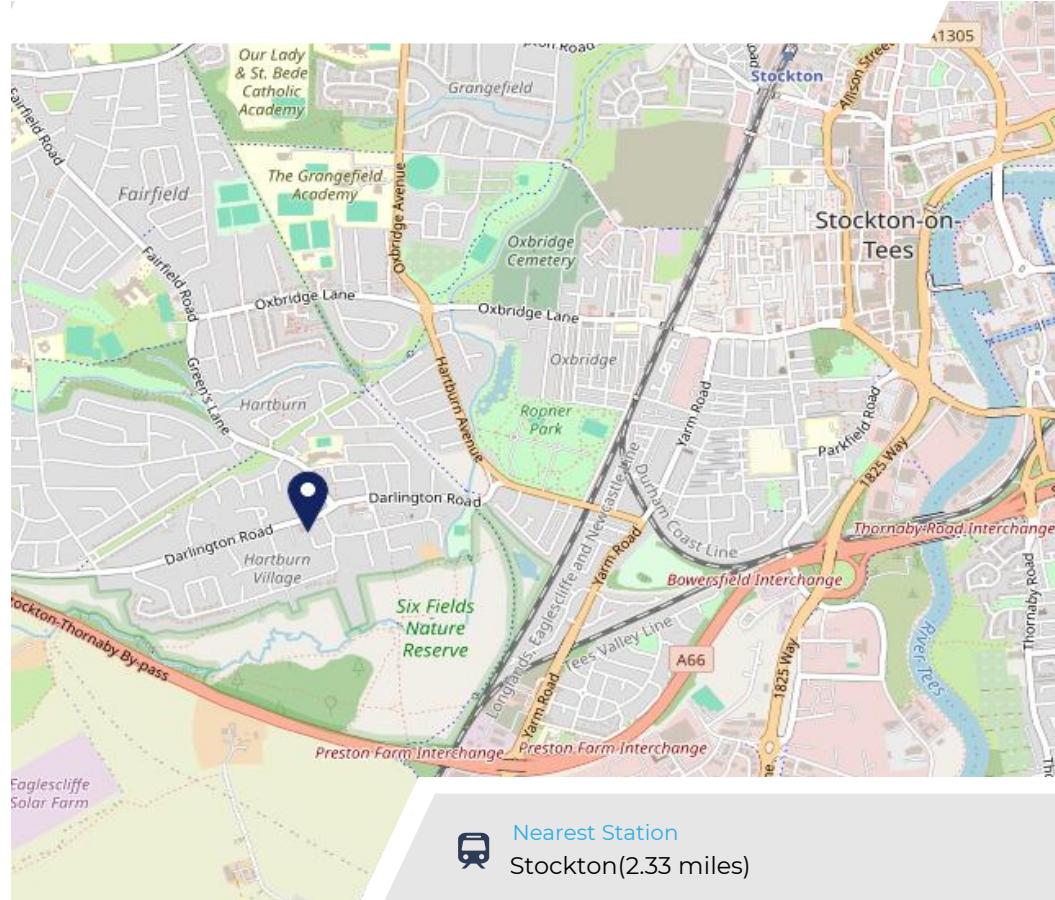


Site Summary

Parkwood TS185ER

TS185ER

Punch - Fireside Inns



Work Area

Middlesbrough and Stockton



Region

North East



TV Region

Tyne Tees



Urbanicity

Urban city and town



ATV

£12.45



Affluence

83.01%

Middle Income



Age Group

32.96%

35 to 44



Gender

63.62%

Male



Segmentation

40.04%

White Collar Neighbourhoods



Visit Day

27.66%

Fri

Top Competitors

Masham

TS185DR

Star Pubs & Bars

#1

Stockton Arms Stockton

TS185BH

Stonegate PP

#2

Fairfield Stockton

TS197AJ

Craft Union

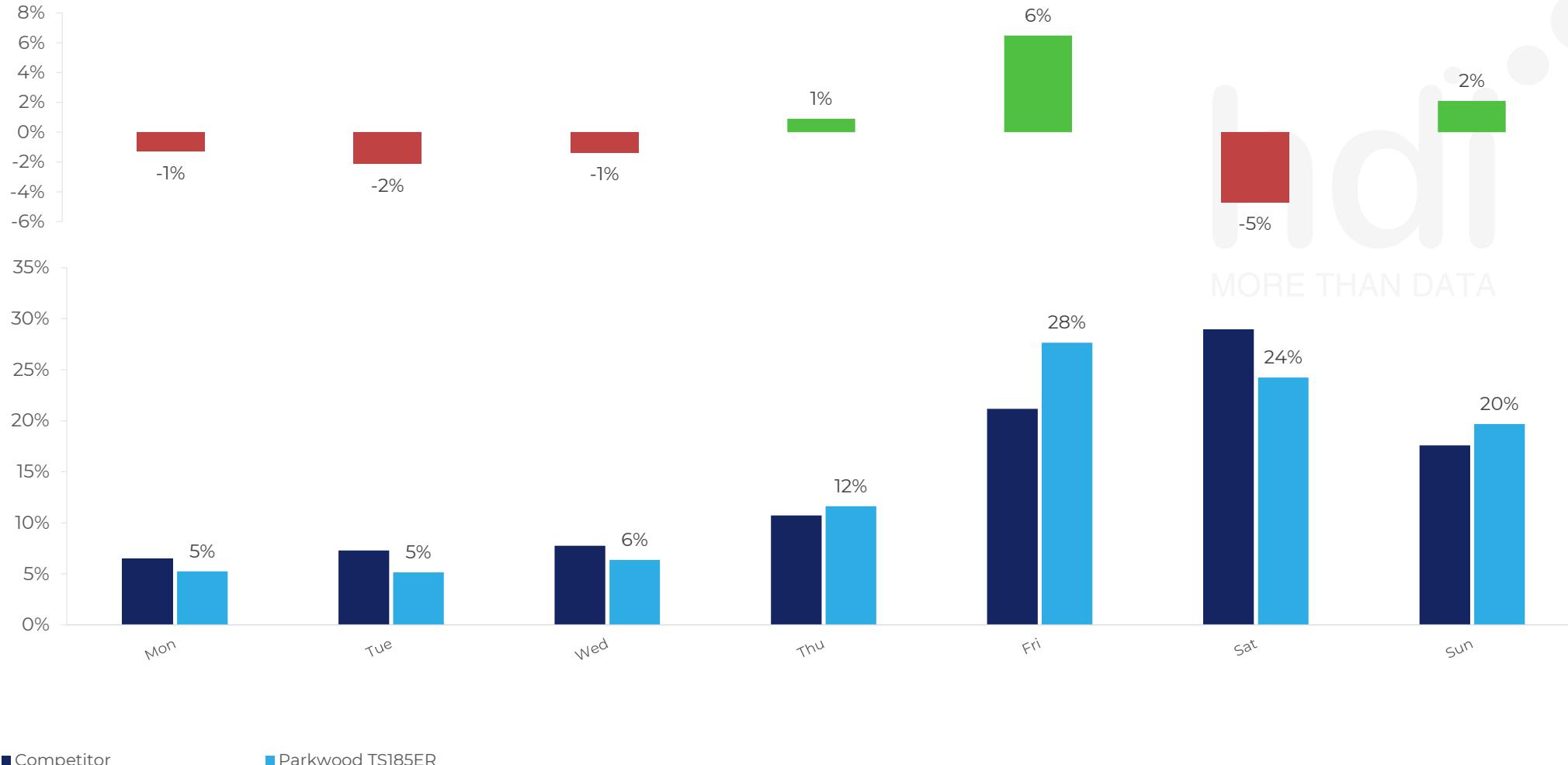
#3



Spend by Weekpart

How is customer spend distributed throughout the week for Parkwood TS185ER versus its competitors?

% of spend for Parkwood TS185ER and 106 Chains in 3 Miles from 15/01/2025 - 20/08/2025 split by Day of Week



Competitor

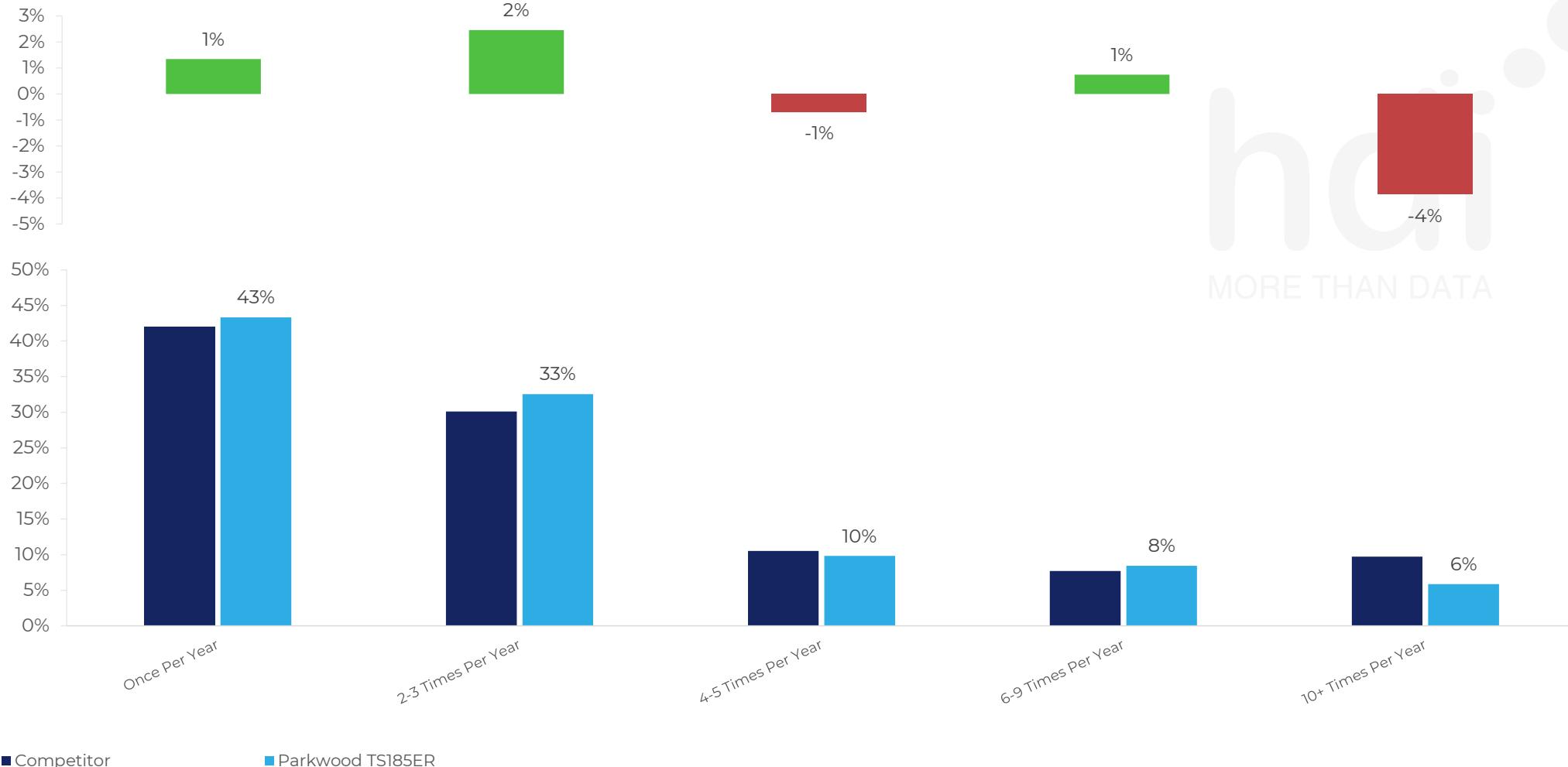
Parkwood TS185ER



Visit Frequency

How frequently per year do customers visit Parkwood TS185ER versus its competitors?

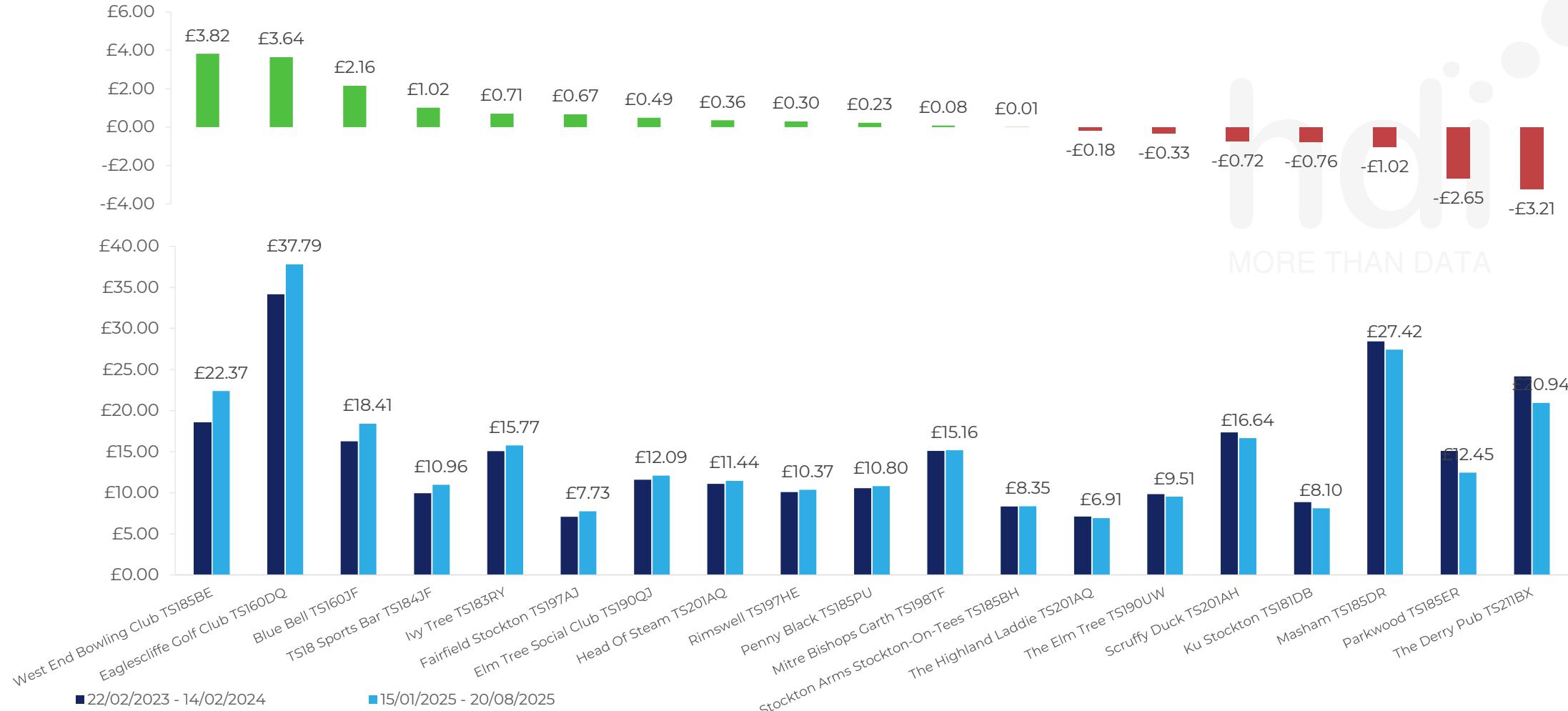
% of customer numbers for Parkwood TS185ER and 106 Chains in 3 Miles from 15/01/2025 - 20/08/2025 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

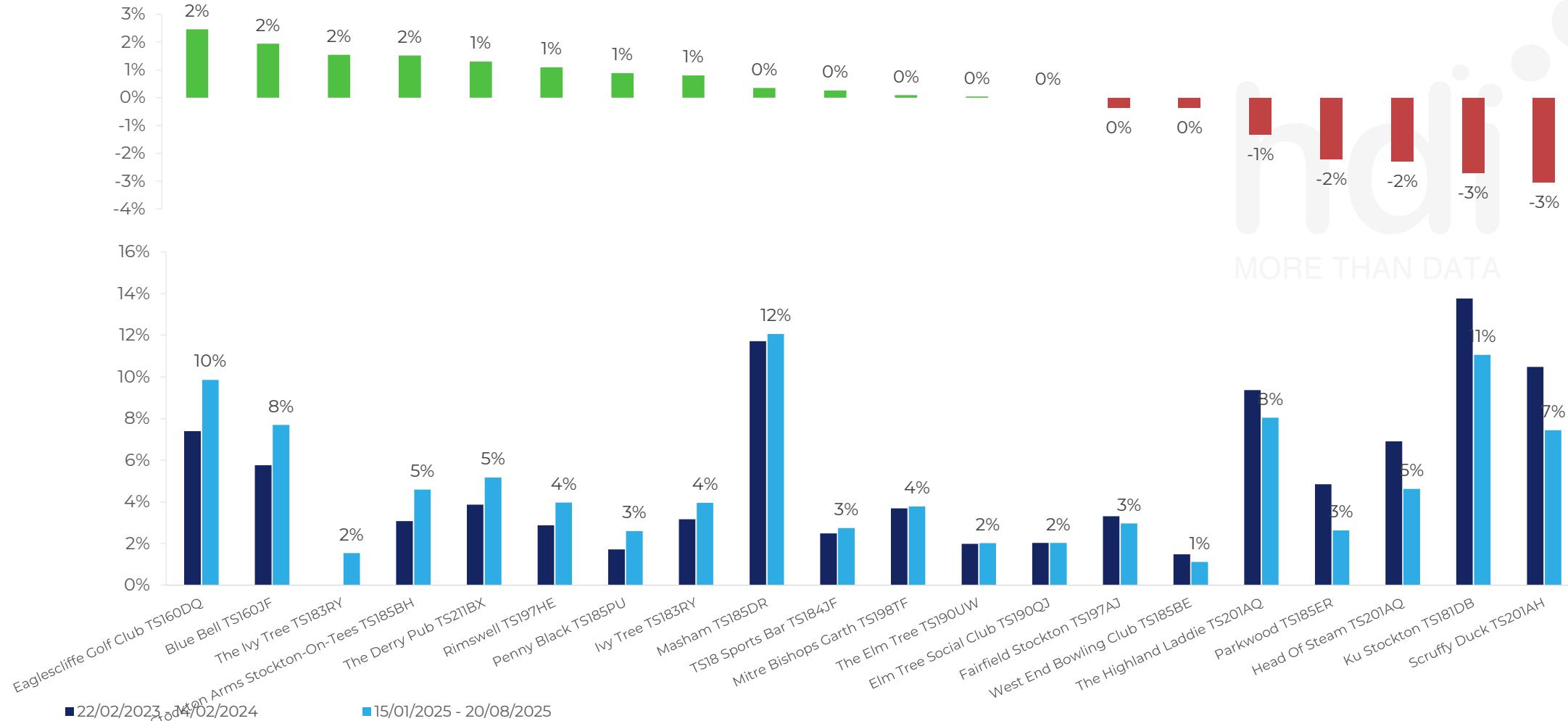




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Parkwood TS185ER and 106 Chains in 3 Miles from 15/01/2025 - 20/08/2025

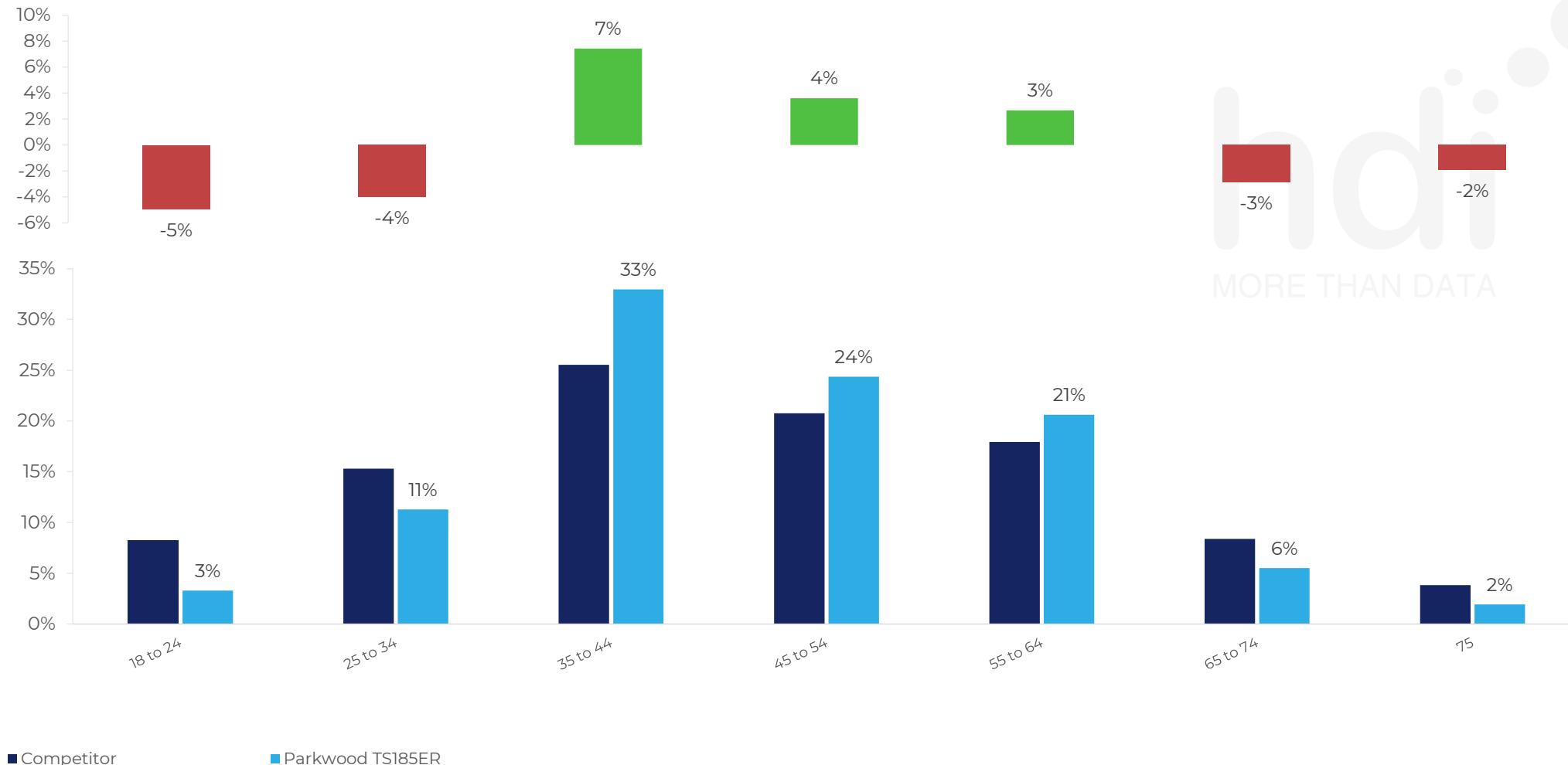




Age

How does the age profile of customers who visit Parkwood TS185ER compare versus its competitors?

% of spend for Parkwood TS185ER and 106 Chains in 3 Miles from 15/01/2025 - 20/08/2025 split by Age Range

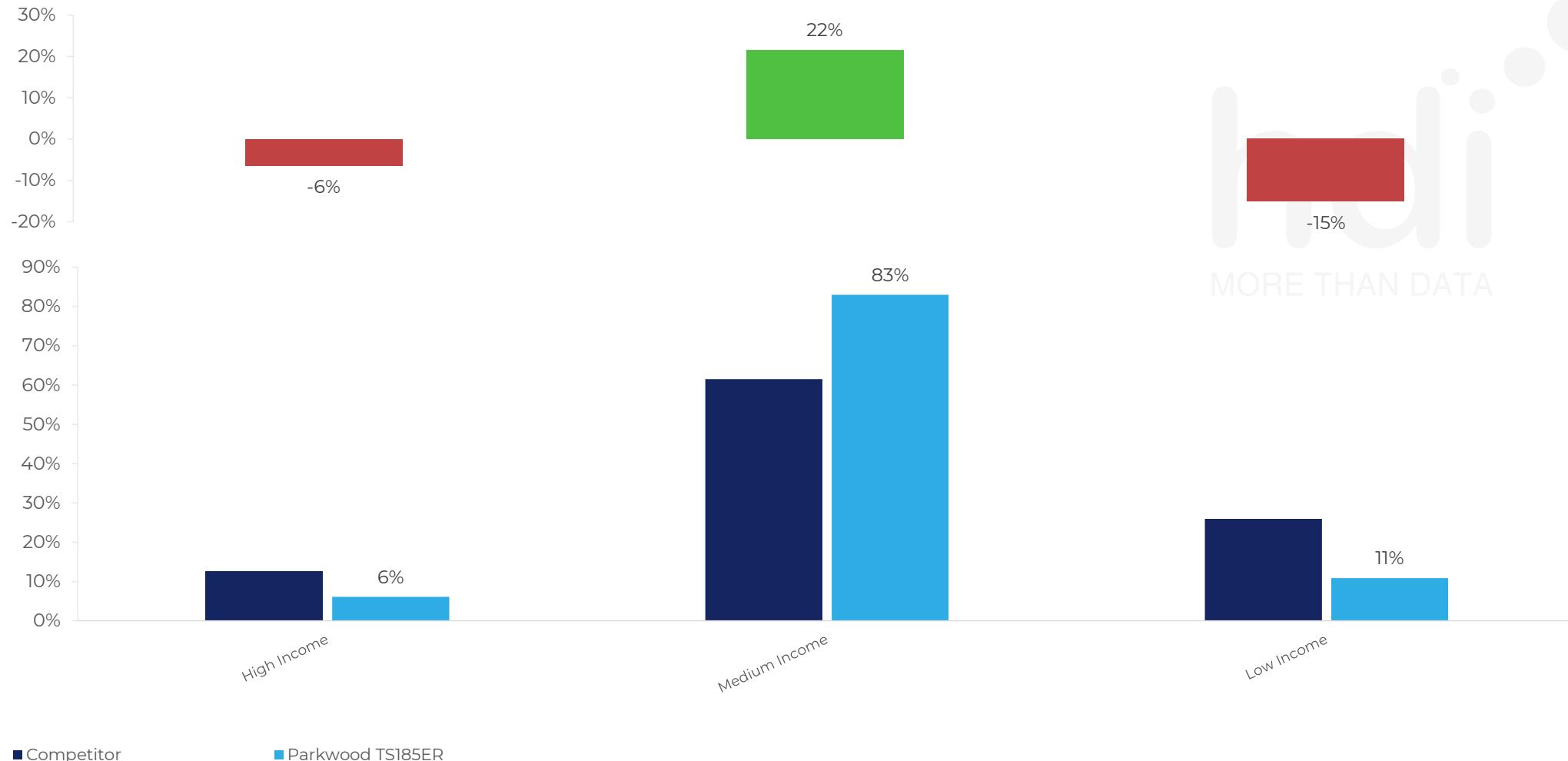




Affluence

How does the affluence of customers who visit Parkwood TS185ER compare versus its competitors?

% of spend for Parkwood TS185ER and 106 Chains in 3 Miles from 15/01/2025 - 20/08/2025 split by Affluence

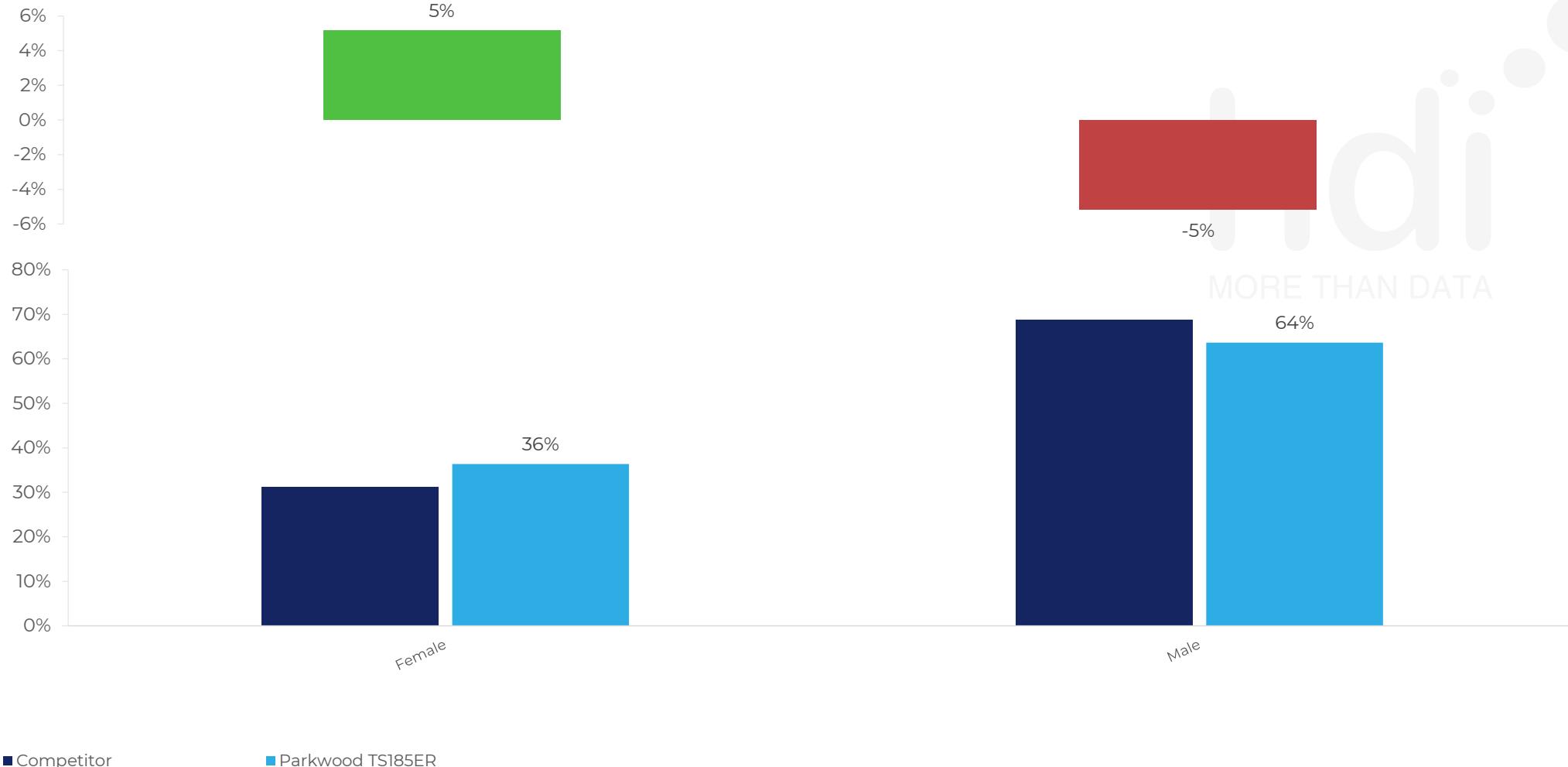




Gender

How does the gender profile of customers who visit Parkwood TS185ER compare versus its competitors?

% of spend for Parkwood TS185ER and 106 Chains in 3 Miles from 15/01/2025 - 20/08/2025 split by Gender



SEGMENT SNAPSHOTS

- 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.



1 – Family Familiar

- 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.



2 – Occasional & Local

- 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.



3 – Mid-week Seniors

- 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.



4 – PART OF THE PUB

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.

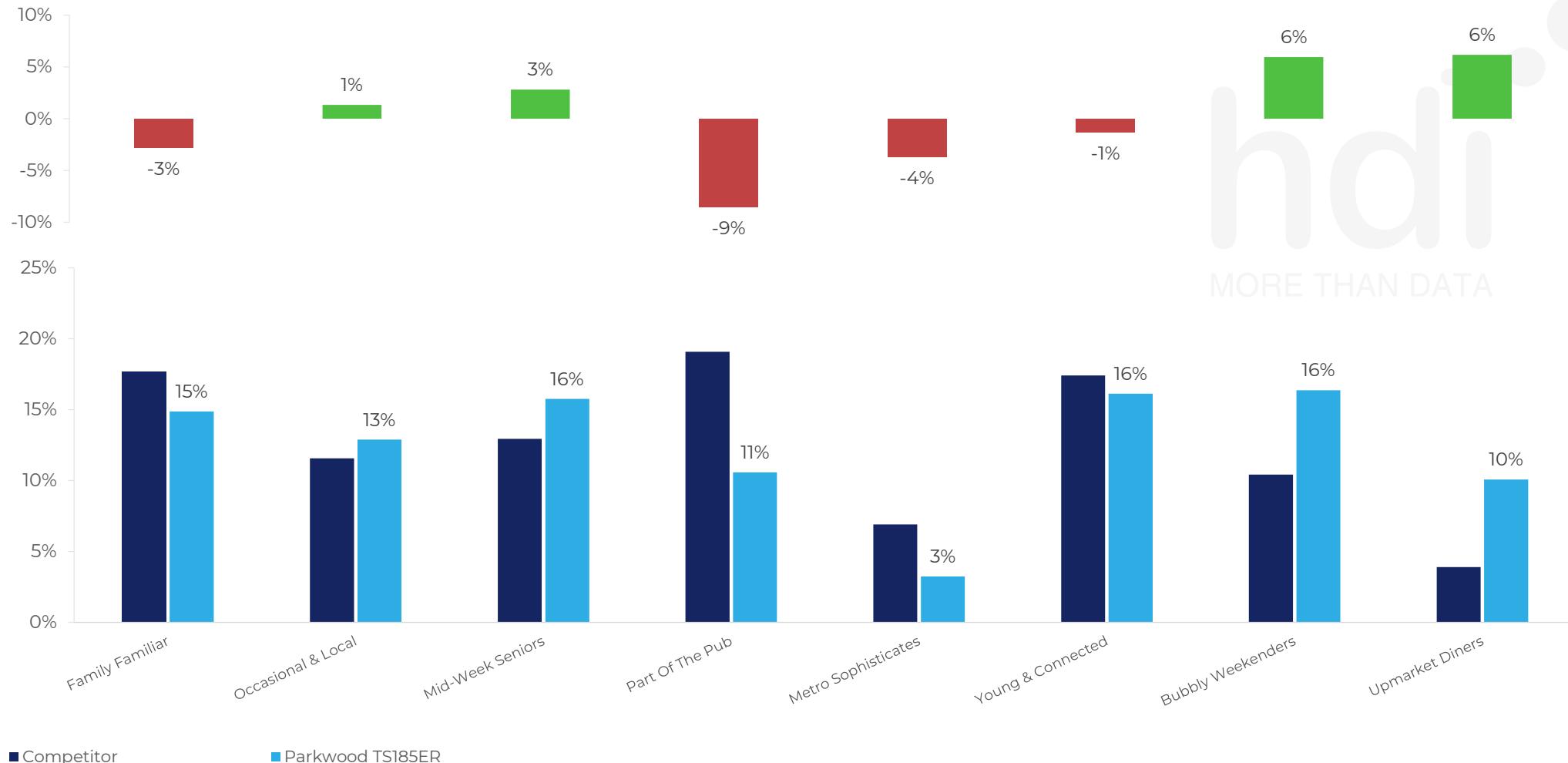




Punch Segmentation

How does the Custom segmentation profile of customers who visit Parkwood TS185ER compare versus its competitors?

% of spend for Parkwood TS185ER and 106 Chains in 3 Miles from 15/01/2025 - 20/08/2025 split by Segment

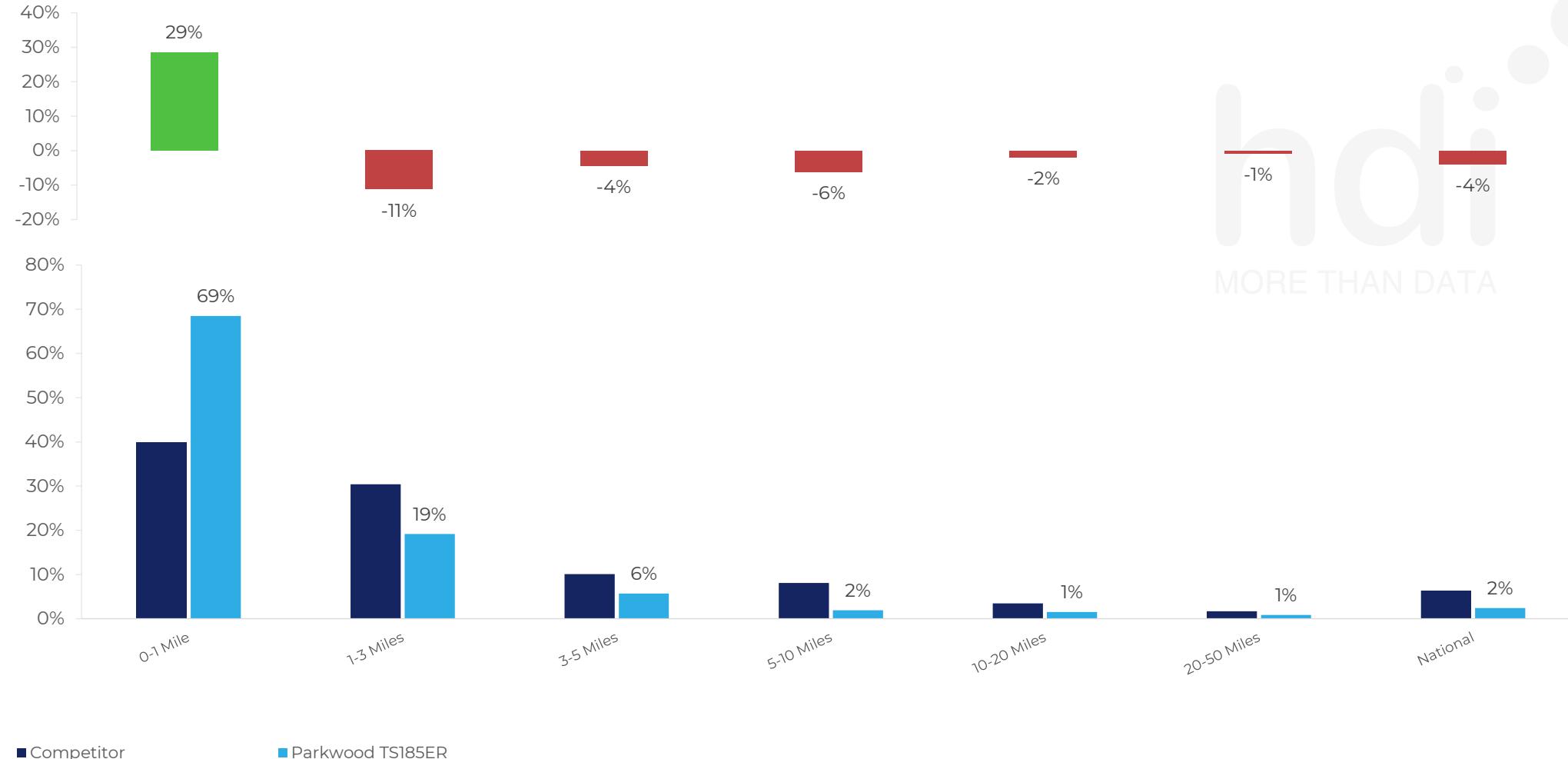




Spend by Distance

How does the spend profile of Parkwood TS185ER compare versus its competitors based on travel distances?

% of spend for Parkwood TS185ER and 106 Chains in 3 Miles from 15/01/2025 - 20/08/2025 split by Distance travelled

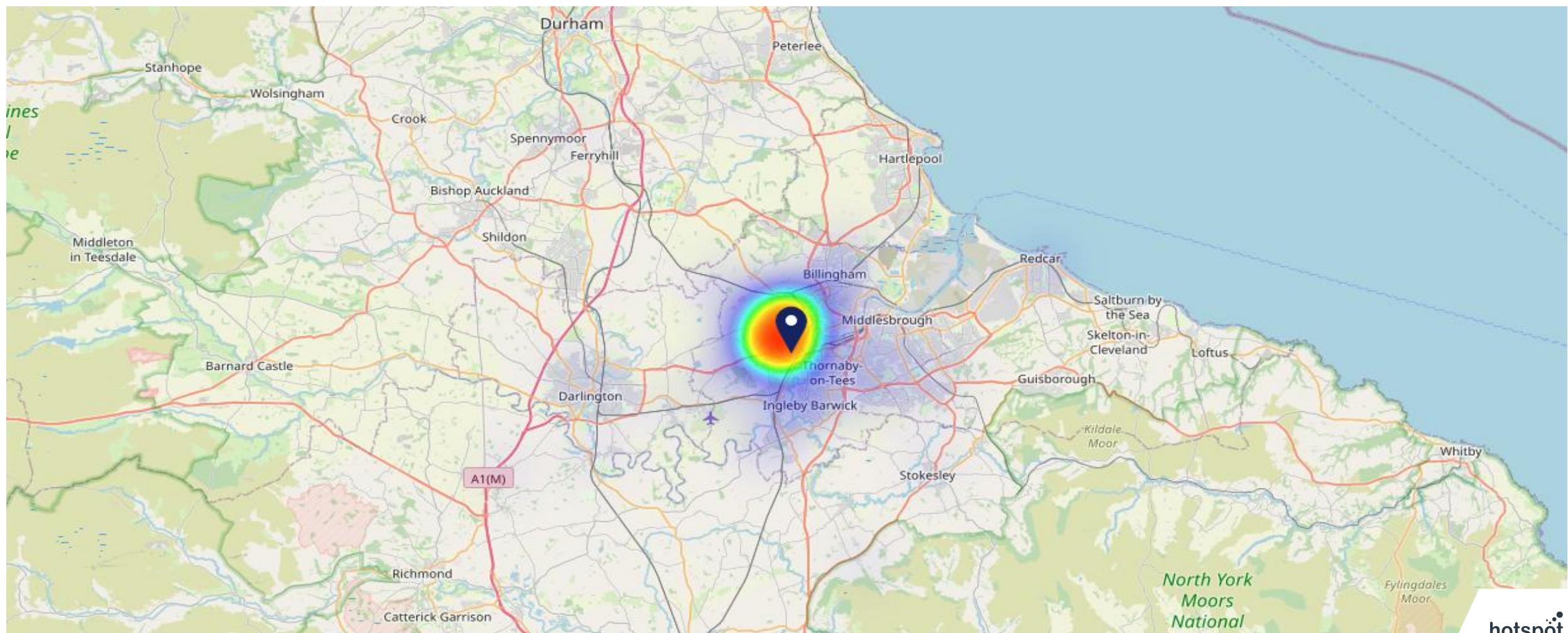




Map of Guest Origin

Where do customers of Parkwood TS185ER come from?

Where do customers of Parkwood TS185ER for 15/01/2025 - 20/08/2025 live

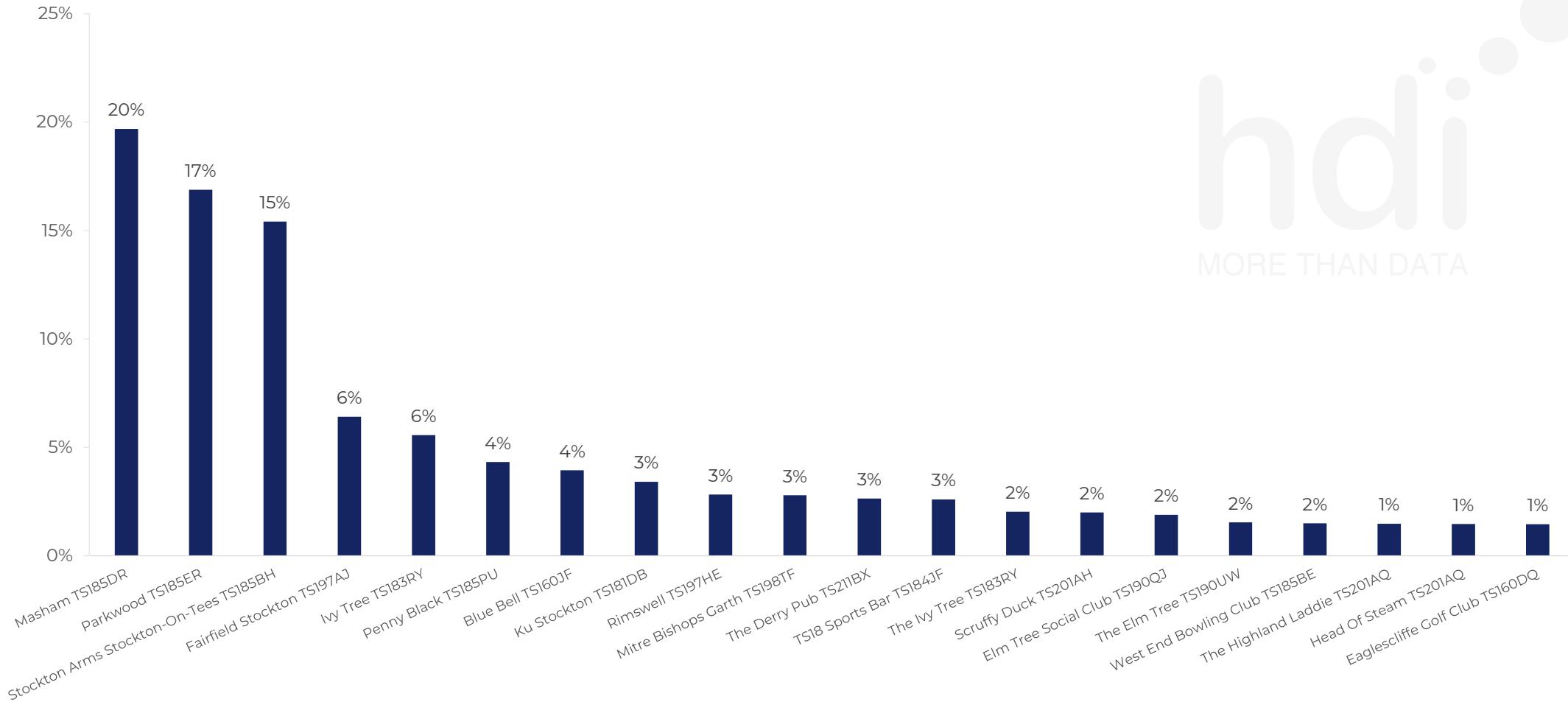




Share of Wallet

What are the Top 20 venues (by spend) that customers of Parkwood TS185ER also visit?

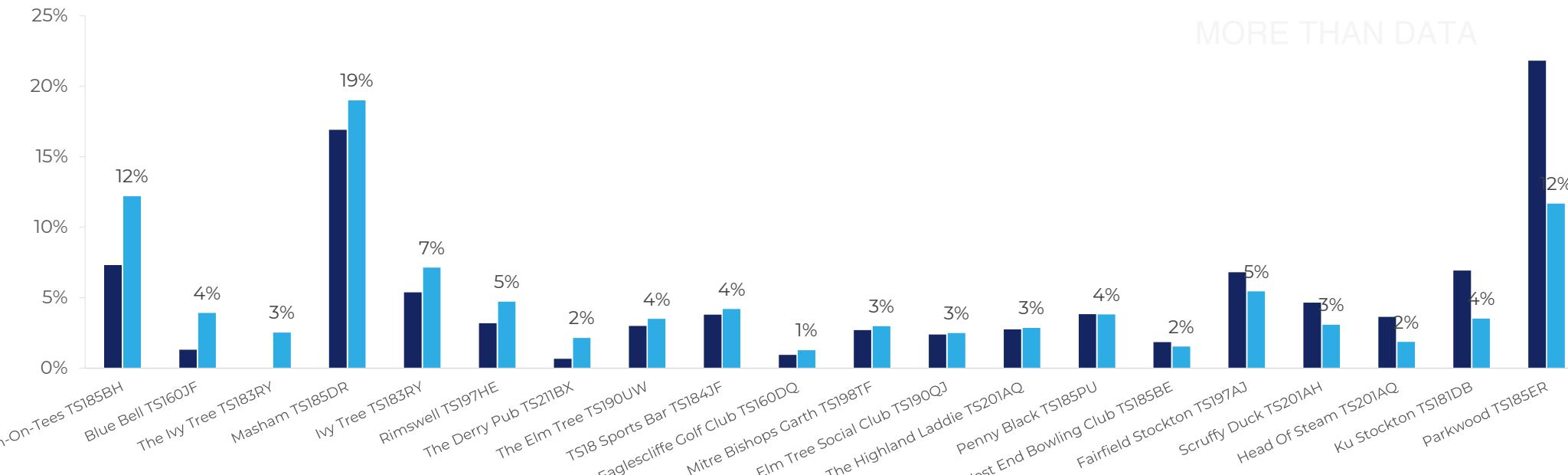
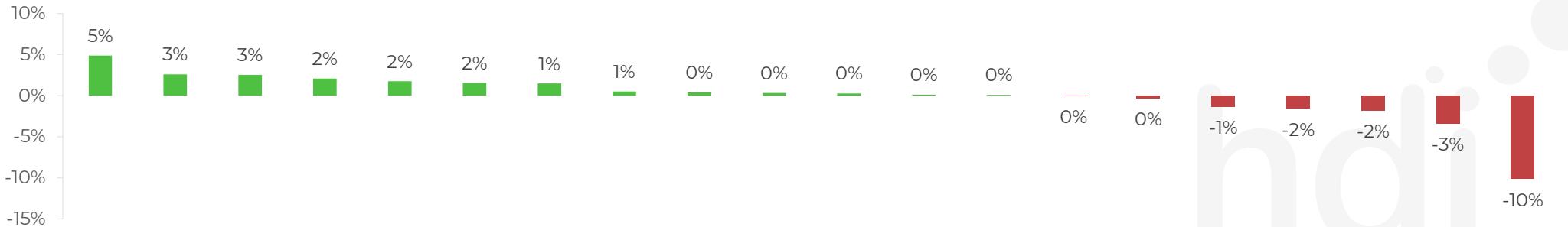
For customers of Parkwood TS185ER, who are the top 20 competitors from 106 Chains in 3 Miles for 15/01/2025 - 20/08/2025 split by Venue





Share of Wallet Change

How has share of wallet of customers of Parkwood TS185ER changed between two date ranges?



■ 22/02/2023 - 14/02/2024

■ 15/01/2025 - 20/08/2025

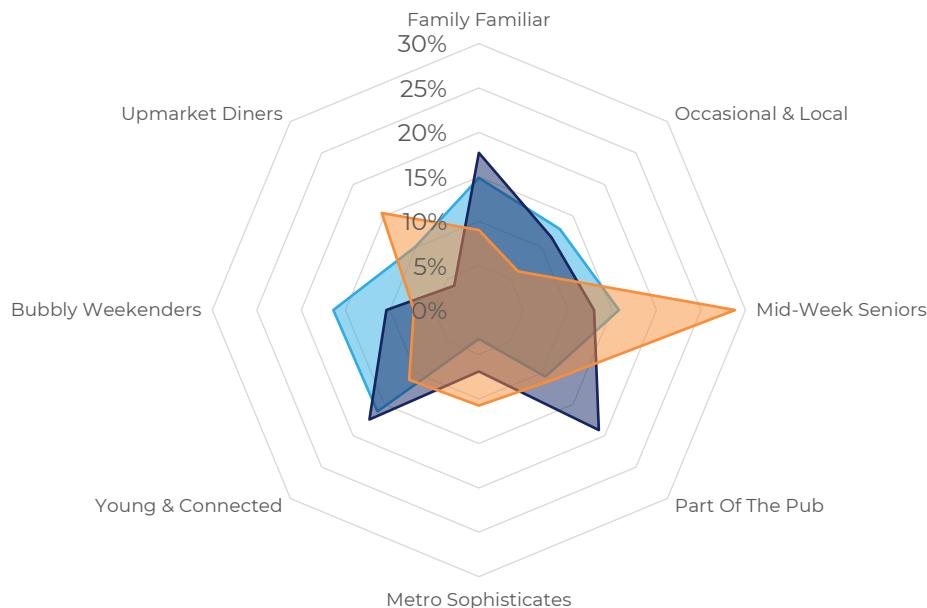


Market Summary

How does the local area for Parkwood TS185ER 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	£2.29M	6	£2.89M	5	£7.82M	4	£104.43M	7
Weekpart	Mon - Thu	47.7%	9	46.5%	9	43.8%	8	44.7%	9
Weekpart	Fri - Sat	38.1%	3	40.1%	3	40.4%	3	40.7%	4
Weekpart	Sun	14.2%	5	13.4%	4	15.8%	6	14.6%	3
Age	18 to 24	3.4%	3	6.5%	6	5.4%	4	8.2%	7
Age	25 to 34	13.0%	2	11.9%	1	15.8%	2	19.1%	3
Age	35 to 44	23.5%	6	24.1%	6	28.1%	9	29.4%	10
Age	45 to 54	20.6%	6	19.4%	5	17.7%	2	19.5%	4
Age	55 to 64	18.8%	8	19.5%	8	18.3%	8	14.5%	5
Age	65 to 74	11.3%	9	10.2%	8	9.0%	8	6.6%	5
Age	75+	9.5%	10	8.4%	10	5.8%	9	2.7%	6
CAMEO	Business Elite	3.9%	4	3.3%	3	2.7%	2	3.2%	2
CAMEO	Prosperous Professionals	3.3%	3	3.3%	3	2.9%	2	2.7%	1
CAMEO	Flourishing Society	4.5%	2	4.5%	1	6.7%	2	7.0%	2
CAMEO	Content Communities	20.9%	10	21.4%	10	15.1%	8	11.0%	3
CAMEO	White Collar Neighbourhoods	30.1%	10	30.5%	10	24.9%	10	16.9%	10
CAMEO	Enterprising Mainstream	6.6%	4	7.5%	5	6.7%	4	8.4%	5
CAMEO	Paying The Mortgage	18.9%	8	16.7%	7	21.1%	9	19.3%	9
CAMEO	Cash Conscious Communities	3.0%	1	2.5%	1	4.7%	2	8.7%	5
CAMEO	On A Budget	2.9%	2	3.3%	2	5.6%	4	6.8%	6
CAMEO	Family Value	6.0%	8	7.0%	8	9.6%	9	16.0%	10
Affluence	AB	11.7%	2	11.0%	2	12.4%	2	12.9%	1
Affluence	C1C2	76.5%	10	76.1%	10	67.8%	10	55.6%	9
Affluence	DE	11.8%	3	12.9%	3	19.8%	5	31.5%	9

Local Market Profile



Parkwood

Local Catchment

Punch T&L

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
Parkwood	120	14.88%	12.90%	15.77%	10.58%	3.24%	16.13%	16.38%	10.08%
Local Catchment	3102	17.70%	11.57%	12.95%	19.09%	6.91%	17.42%	10.42%	3.90%
Punch T&L	72395	9.02%	6.20%	28.83%	11.28%	10.74%	11.11%	7.31%	15.46%
Parkwood vs Local Catchment		-2.82%	1.33%	2.82%	-8.51%	-3.67%	-1.29%	5.96%	6.18%
Parkwood vs Punch T&L		5.86%	6.70%	-13.06%	-0.70%	-7.50%	5.02%	9.07%	-5.38%
Local Catchment vs Punch T&L		8.68%	5.37%	-15.88%	7.81%	-3.83%	6.31%	3.11%	-11.56%