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Site Summary

Auctioneer E107DN
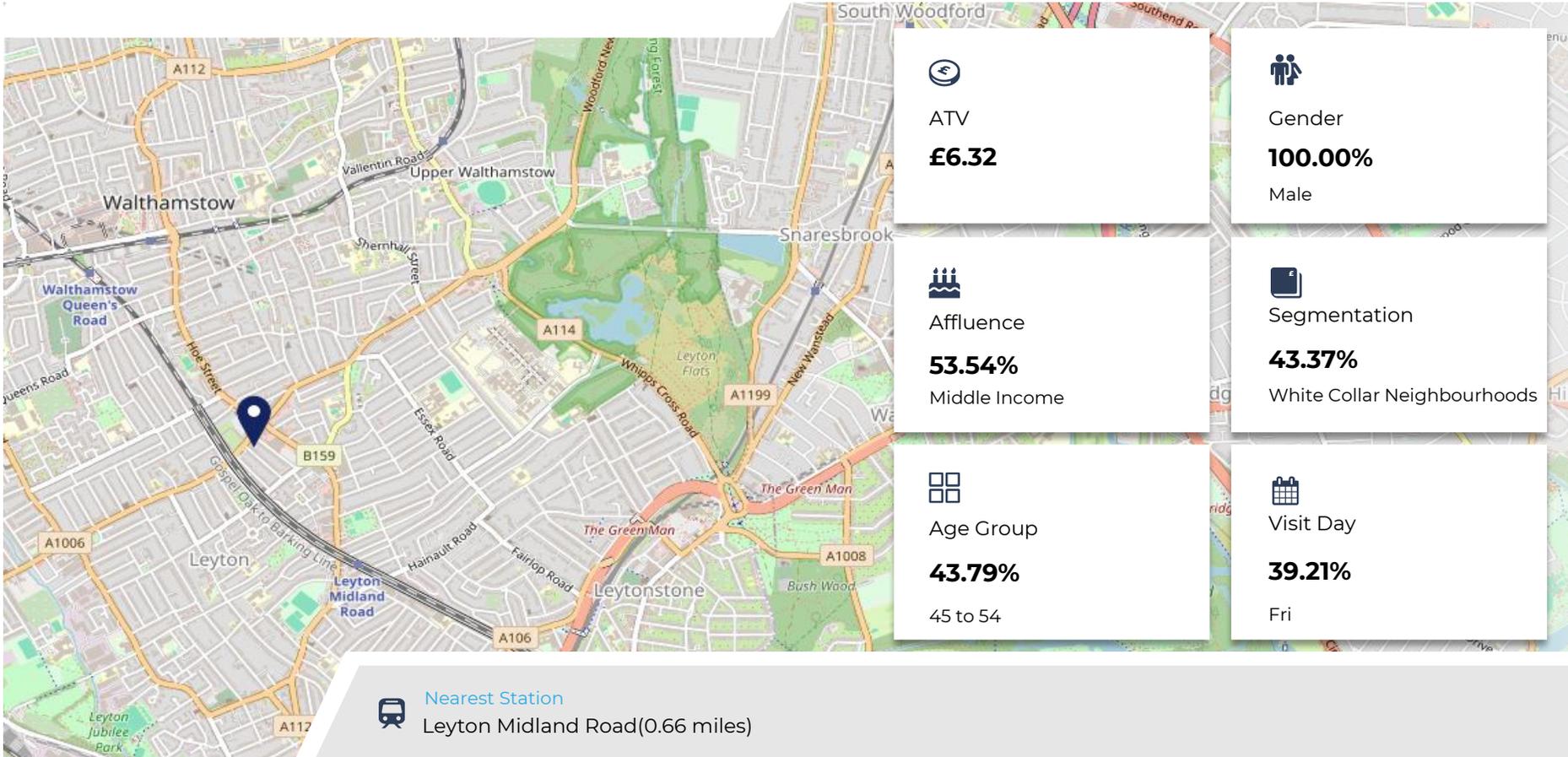
E107DN 🔗 Pub / Bar

Work Area
London

Region
London

TV Region
London

Urbanicity
Urban major conurbation

ATV
£6.32

Gender
100.00%
Male

Affluence
53.54%
Middle Income

Segmentation
43.37%
White Collar Neighbourhoods

Age Group
43.79%
45 to 54

Visit Day
39.21%
Fri

Nearest Station
Leyton Midland Road(0.66 miles)

Top Competitors

Coach & Horses #1
E105NA
🔗 Pub / Bar

Leyton Engineer #2
E105QN
🔗 Pub / Bar

Northcote Arms #3
E114EL
🔗 Pub / Bar

hotspot
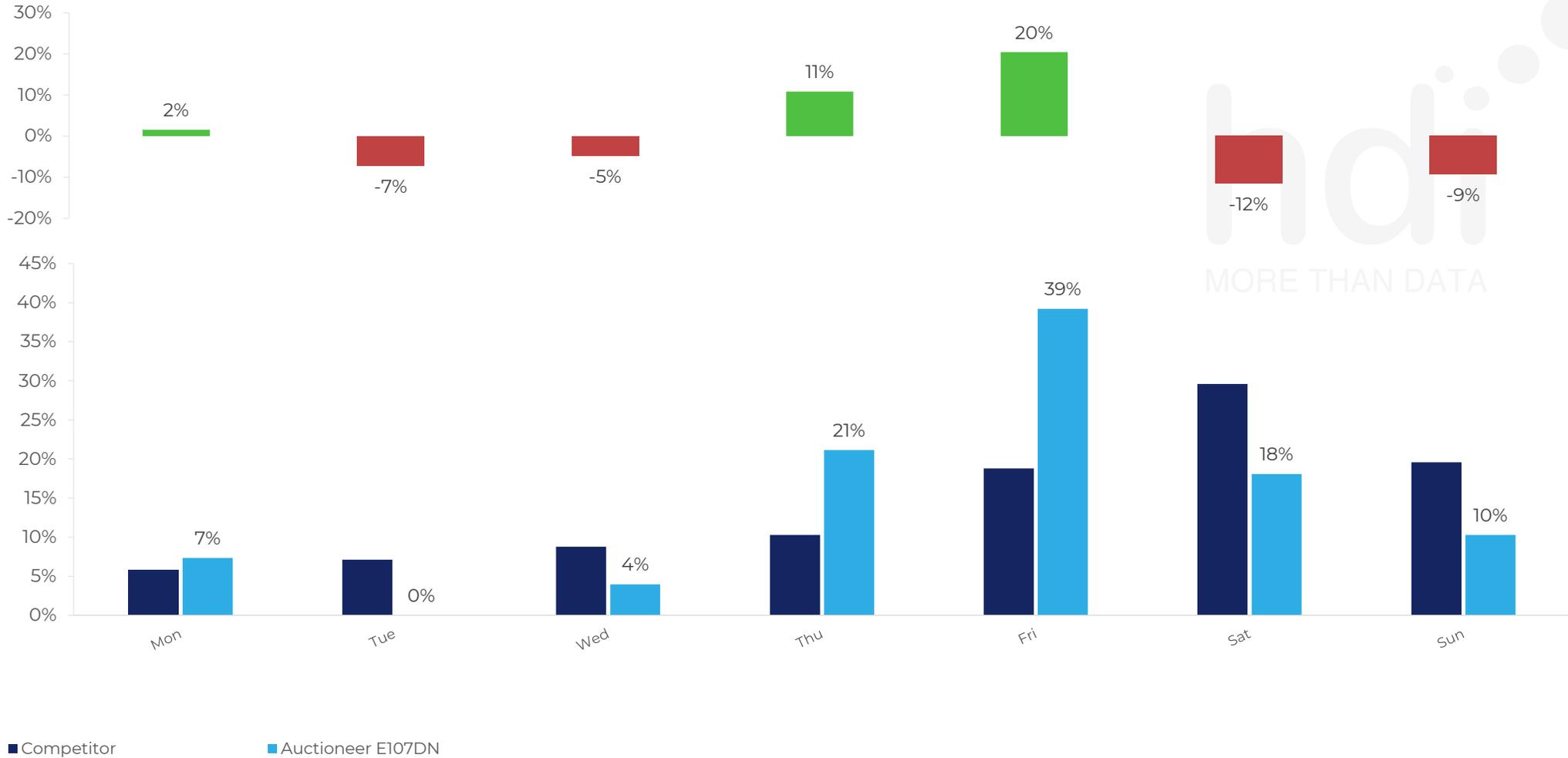
18 Site Customers | 520 Competitors | 399793 Competitor Customers

Spend by Weekpart

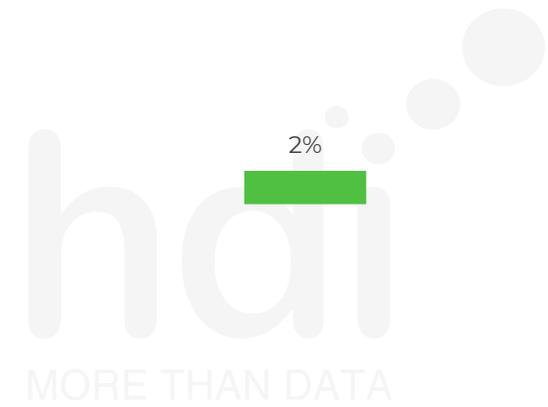How is customer spend distributed throughout the week for Auctioneer E107DN versus its competitors?

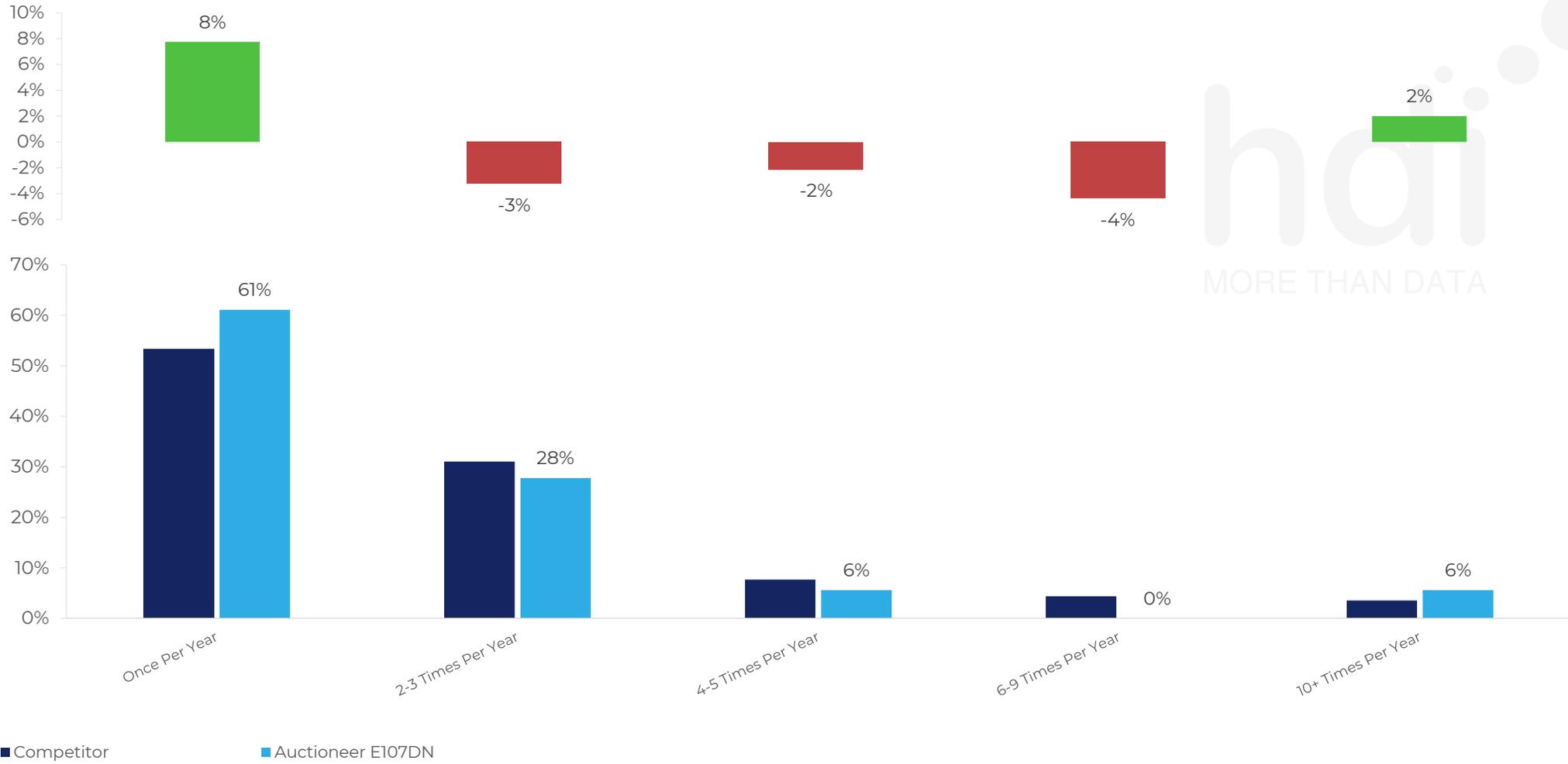% of spend for Auctioneer E107DN and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Day of Week

Top chart (difference %):
- Mon: 2%
- Tue: -7%
- Wed: -5%
- Thu: 11%
- Fri: 20%
- Sat: -12%
- Sun: -9%

Bottom chart (Competitor vs Auctioneer E107DN):
- Mon: Competitor ~6%, Auctioneer E107DN 7%
- Tue: Competitor ~7%, Auctioneer E107DN 0%
- Wed: Competitor ~9%, Auctioneer E107DN 4%
- Thu: Competitor ~10%, Auctioneer E107DN 21%
- Fri: Competitor ~19%, Auctioneer E107DN 39%
- Sat: Competitor ~30%, Auctioneer E107DN 18%
- Sun: Competitor ~20%, Auctioneer E107DN 10%

Legend: ■ Competitor ■ Auctioneer E107DN

18 Site Customers | 520 Competitors | 399793 Competitor Customers

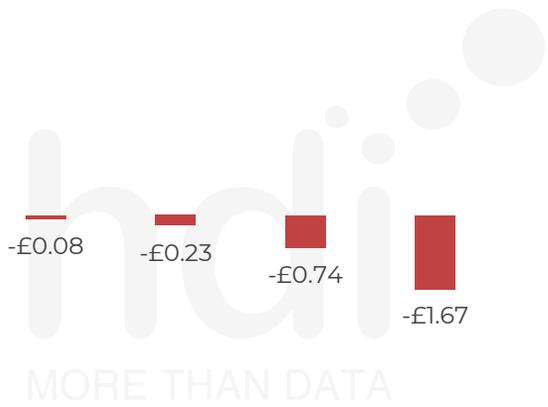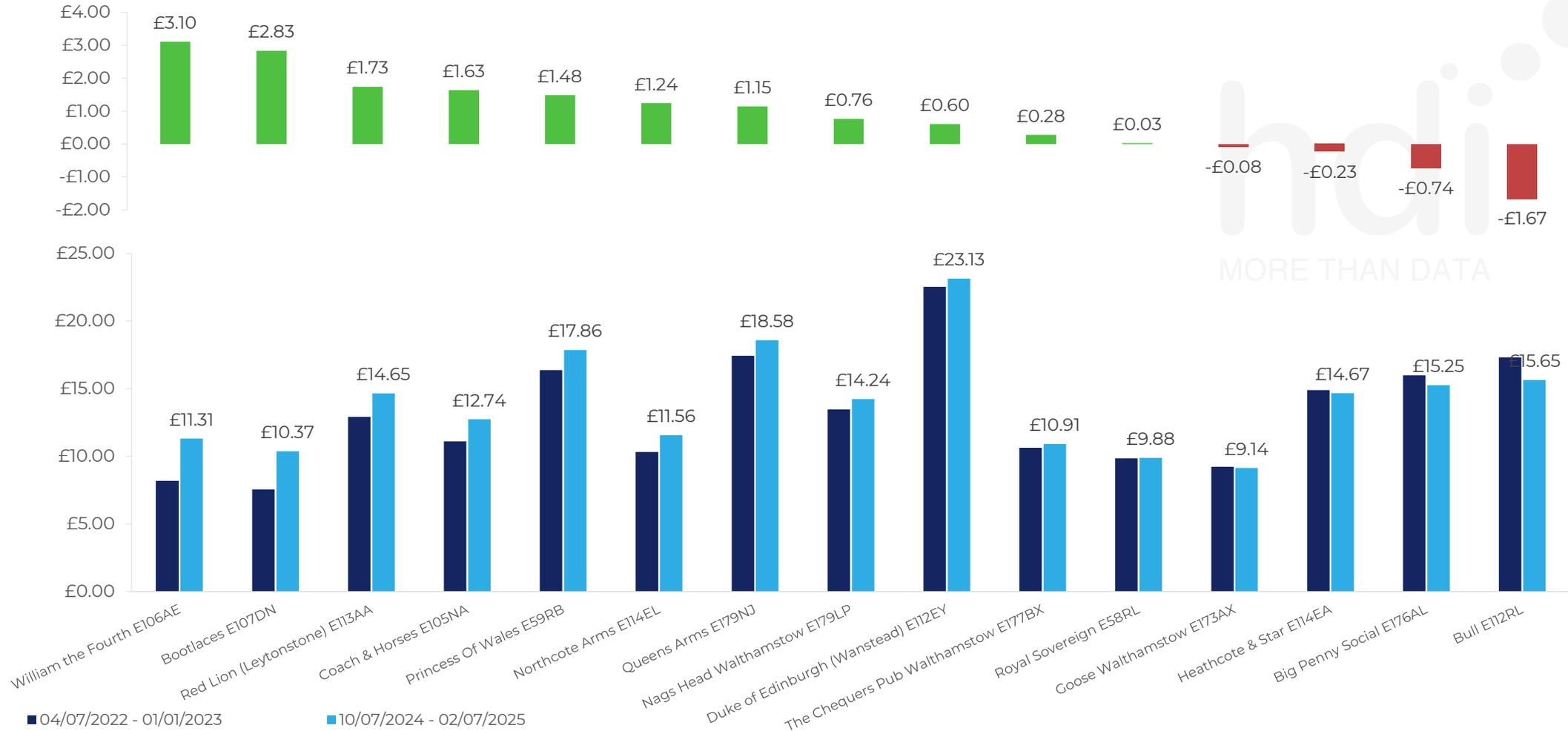hotspot

Visit Frequency

How frequently per year do customers visit Auctioneer E107DN versus its competitors?

% of customer numbers for Auctioneer E107DN and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 and the number of visits made Per Annum

- 8%
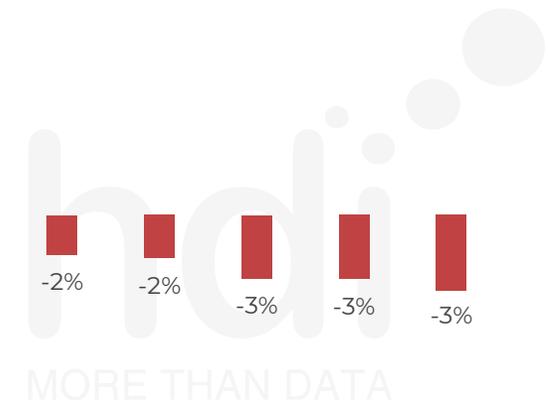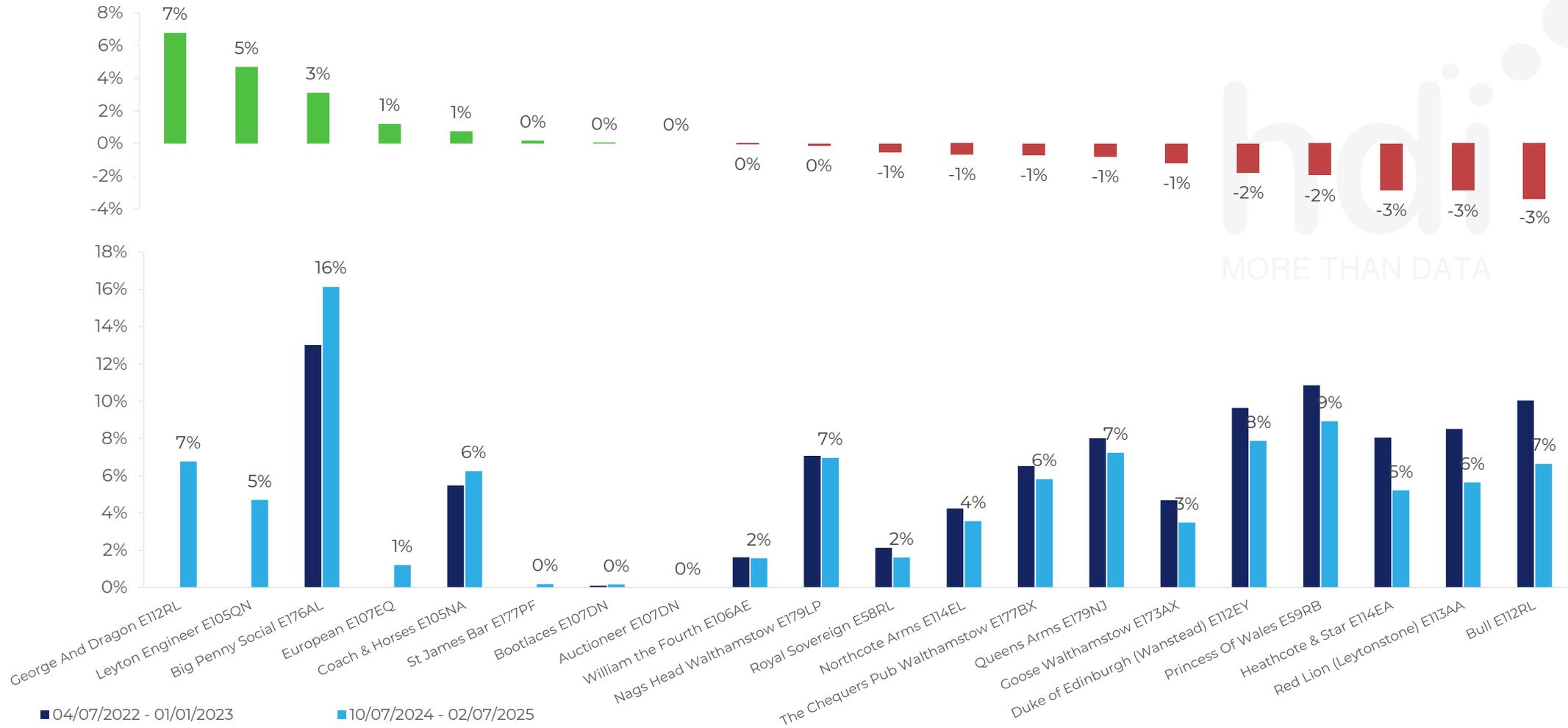- -3%
- -2%
- -4%
- 2%

61%
28%
6%
0%
6%

Once Per Year | 2-3 Times Per Year | 4-5 Times Per Year | 6-9 Times Per Year | 10+ Times Per Year

■ Competitor ■ Auctioneer E107DN

hotspot

18 Site Customers | 520 Competitors | 399793 Competitor Customers

ATV Change

How has ATV changed between two date ranges?

£3.10 William the Fourth E106AE
£2.83 Bootlaces E107DN
£1.73 Red Lion (Leytonstone) E113AA
£1.63 Coach & Horses E105NA
£1.48 Princess Of Wales E59RB
£1.24 Northcote Arms E114EL
£1.15 Queens Arms E179NJ
£0.76 Nags Head Walthamstow E179LP
£0.60 Duke of Edinburgh (Wanstead) E112EY
£0.28 The Chequers Pub Walthamstow E177BX
£0.03 Royal Sovereign E58RL
-£0.08 Goose Walthamstow E173AX
-£0.23 Heathcote & Star E114EA
-£0.74 Big Penny Social E176AL
-£1.67 Bull E112RL

Lower chart values:
William the Fourth E106AE: £11.31
Bootlaces E107DN: £10.37
Red Lion (Leytonstone) E113AA: £14.65
Coach & Horses E105NA: £12.74
Princess Of Wales E59RB: £17.86
Northcote Arms E114EL: £11.56
Queens Arms E179NJ: £18.58
Nags Head Walthamstow E179LP: £14.24
Duke of Edinburgh (Wanstead) E112EY: £23.13
The Chequers Pub Walthamstow E177BX: £10.91
Royal Sovereign E58RL: £9.88
Goose Walthamstow E173AX: £9.14
Heathcote & Star E114EA: £14.67
Big Penny Social E176AL: £15.25
Bull E112RL: £15.65

■ 04/07/2022 - 01/01/2023   ■ 10/07/2024 - 02/07/2025

18 Site Customers

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Market Share Change

How has market share changed between two date ranges?

% of market share spend for Auctioneer E107DN and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025

Top chart values (left to right): 7%, 5%, 3%, 1%, 1%, 0%, 0%, 0%, 0%, 0%, -1%, -1%, -1%, -1%, -1%, -2%, -2%, -3%, -3%, -3%

Bottom chart paired values by site:
- George And Dragon E112RL: 7%
- Leyton Engineer E105QN: 5%
- Big Penny Social E176AL: 16%
- European E107EQ: 1%
- Coach & Horses E105NA: 6%
- St James Bar E177PF: 0%
- Bootlaces E107DN: 0%
- Auctioneer E107DN: 0%
- William the Fourth E106AE: 2%
- Nags Head Walthamstow E179LP: 7%
- Royal Sovereign E58RL: 2%
- Northcote Arms E114EL: 4%
- The Chequers Pub Walthamstow E177BX: 6%
- Queens Arms E179NJ: 7%
- Goose Walthamstow E173AX: 3%
- Duke of Edinburgh (Wanstead) E112EY: 8%
- Princess Of Wales E59RB: 9%
- Heathcote & Star E114EA: 5%
- Red Lion (Leytonstone) E113AA: 6%
- Bull E112RL: 7%

Legend: ■ 04/07/2022 - 01/01/2023   ■ 10/07/2024 - 02/07/2025

18 Site Customers

hotspot

Age

How does the age profile of customers who visit Auctioneer E107DN compare versus its competitors?

% of spend for Auctioneer E107DN and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Age Range

Top chart (difference):
- 18 to 24: -4%
- 25 to 34: -15%
- 35 to 44: -31%
- 45 to 54: 26%
- 55 to 64: 2%
- 65 to 74: 17%
- 75: 4%

Bottom chart (Competitor vs Auctioneer E107DN):
- 18 to 24: 0%
- 25 to 34: 8%
- 35 to 44: 0%
- 45 to 54: 44%
- 55 to 64: 17%
- 65 to 74: 24%
- 75: 6%

Legend: ■ Competitor ■ Auctioneer E107DN

10 Site Customers | 520 Competitors | 154511 Competitor Customers
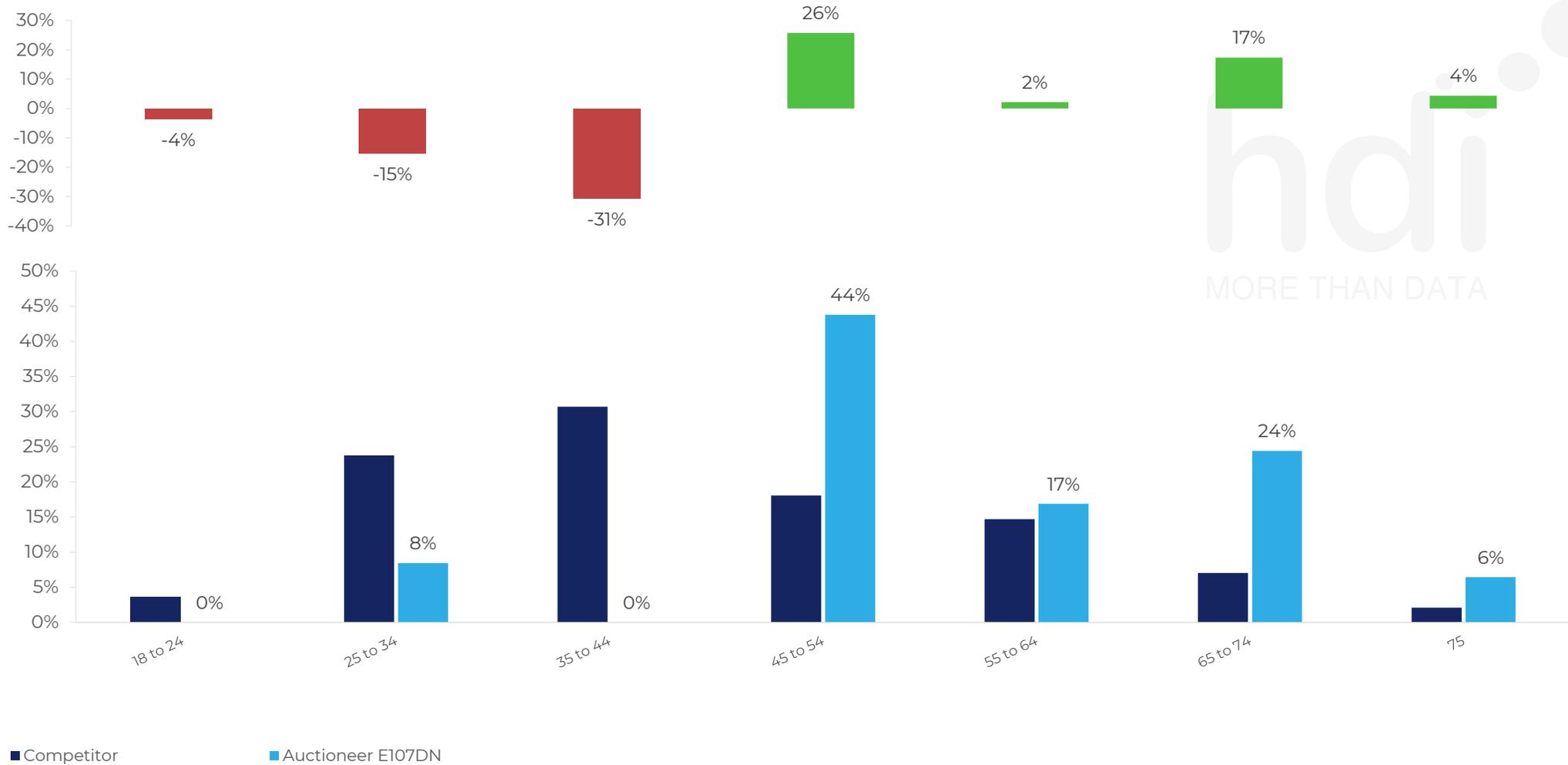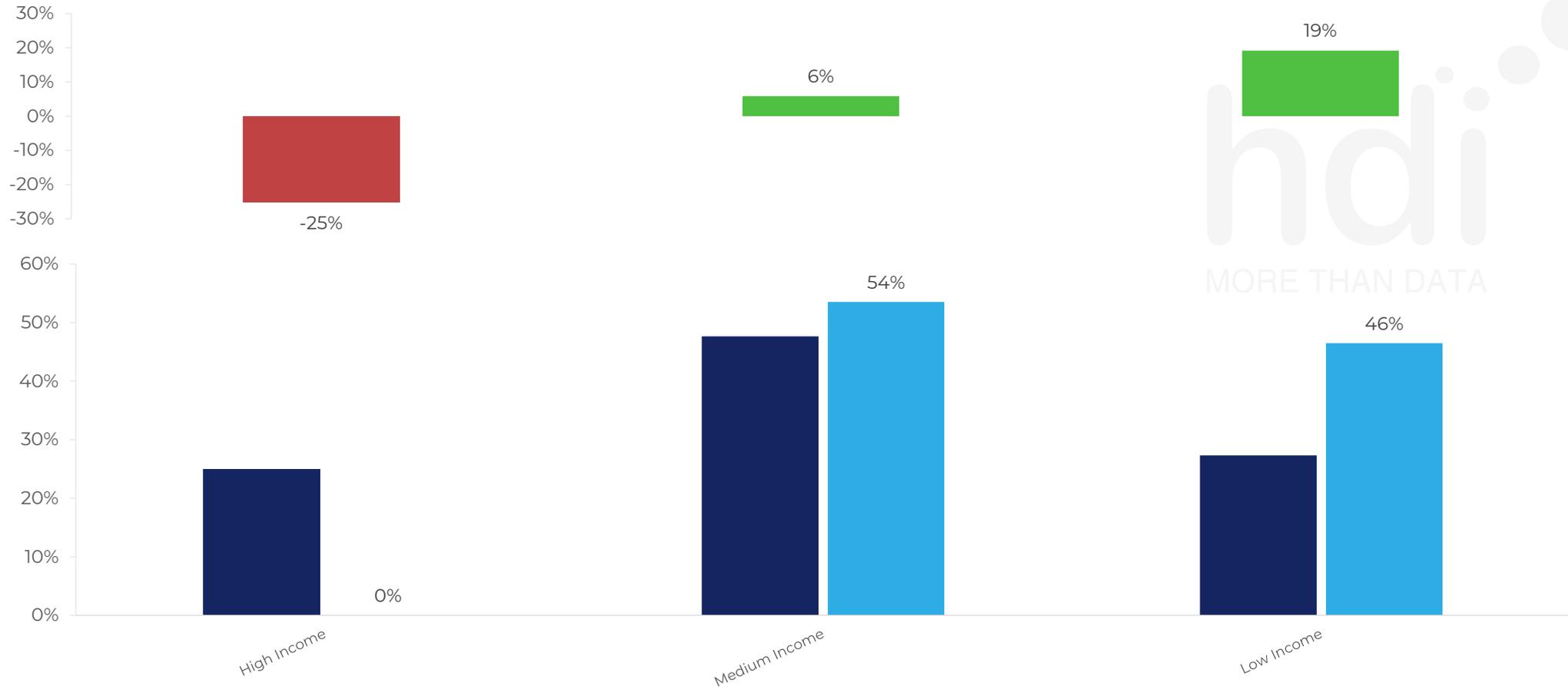
Gender

How does the gender profile of customers who visit Auctioneer E107DN compare versus its competitors?

% of spend for Auctioneer E107DN and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Gender

Female: -34%, 0%
Male: 34%, 100%

■ Competitor   ■ Auctioneer E107DN
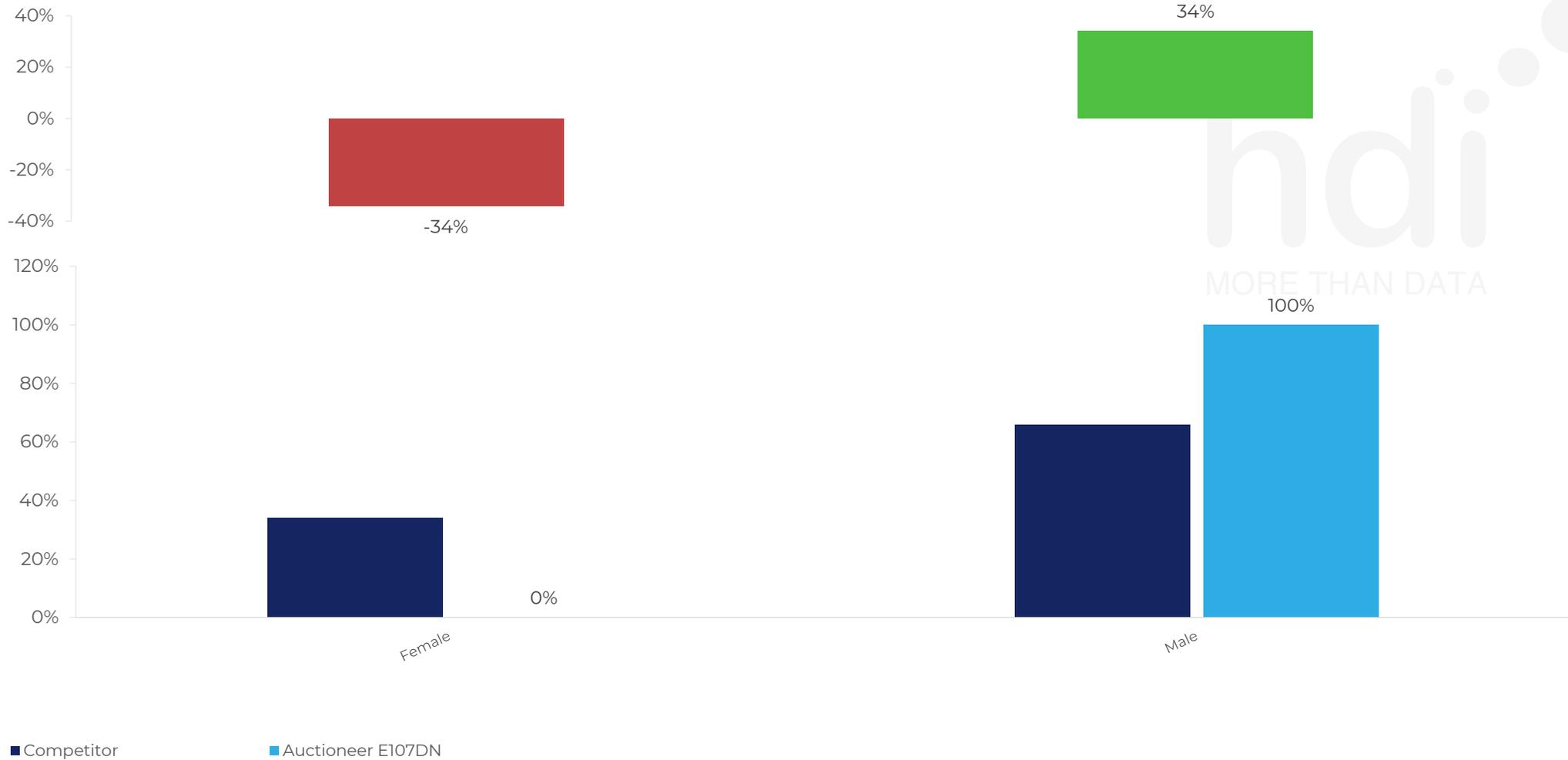
SEGMENT SNAPSHOTS

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MORE THAN DATA

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 Auctioneer E107DN compare versus its competitors?
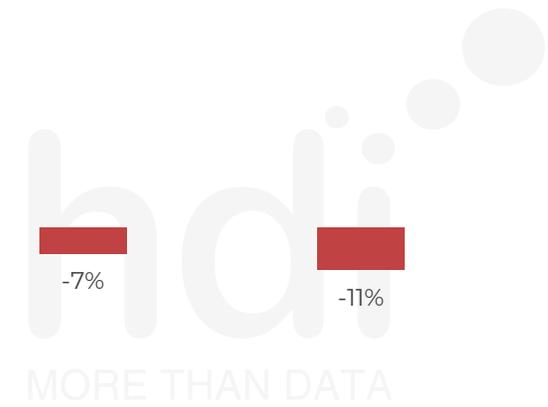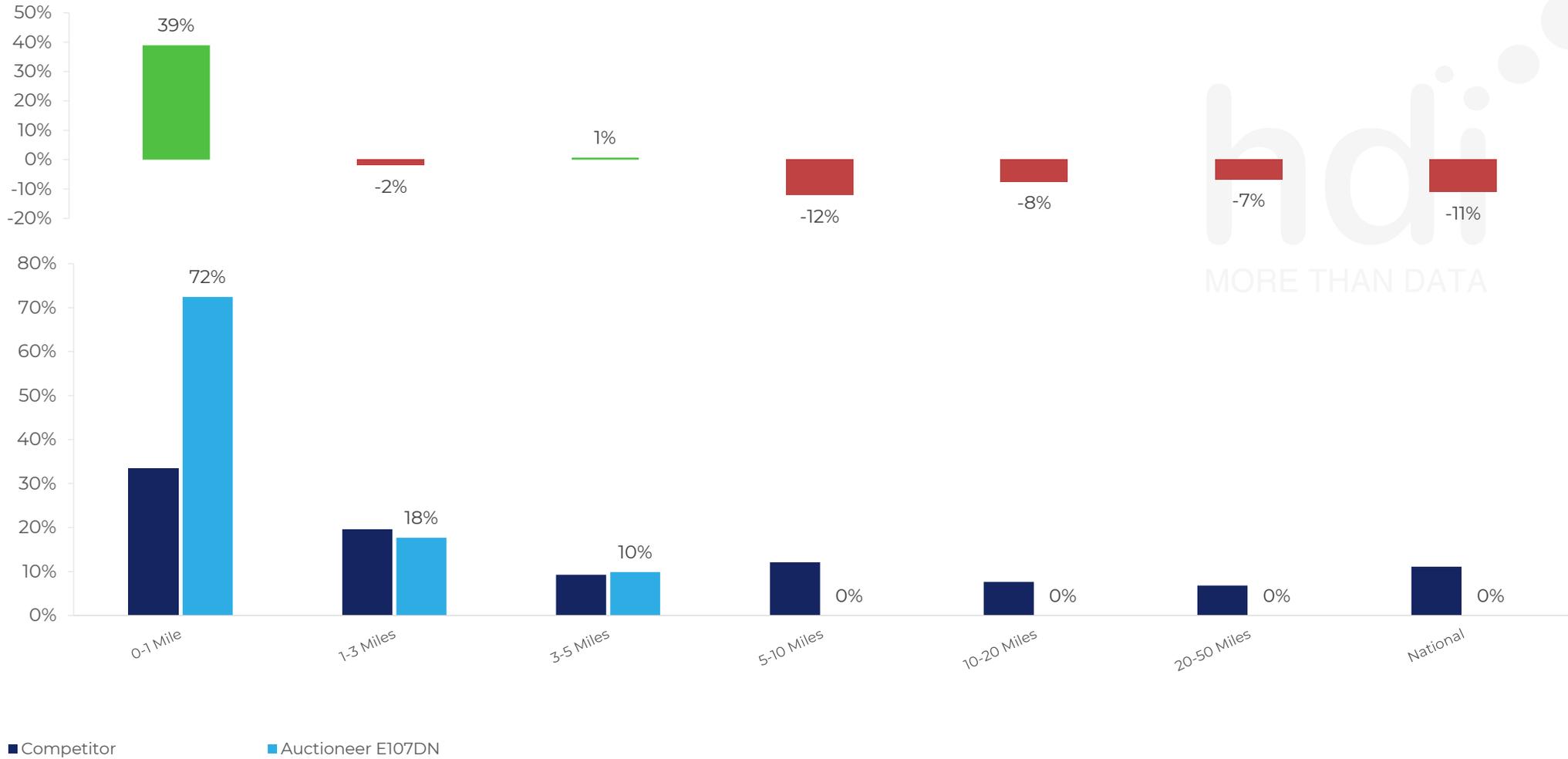
% of spend for Auctioneer E107DN and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Segment

■ Competitor ■ Auctioneer E107DN
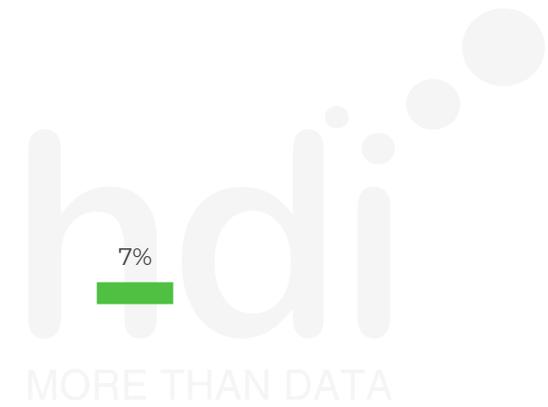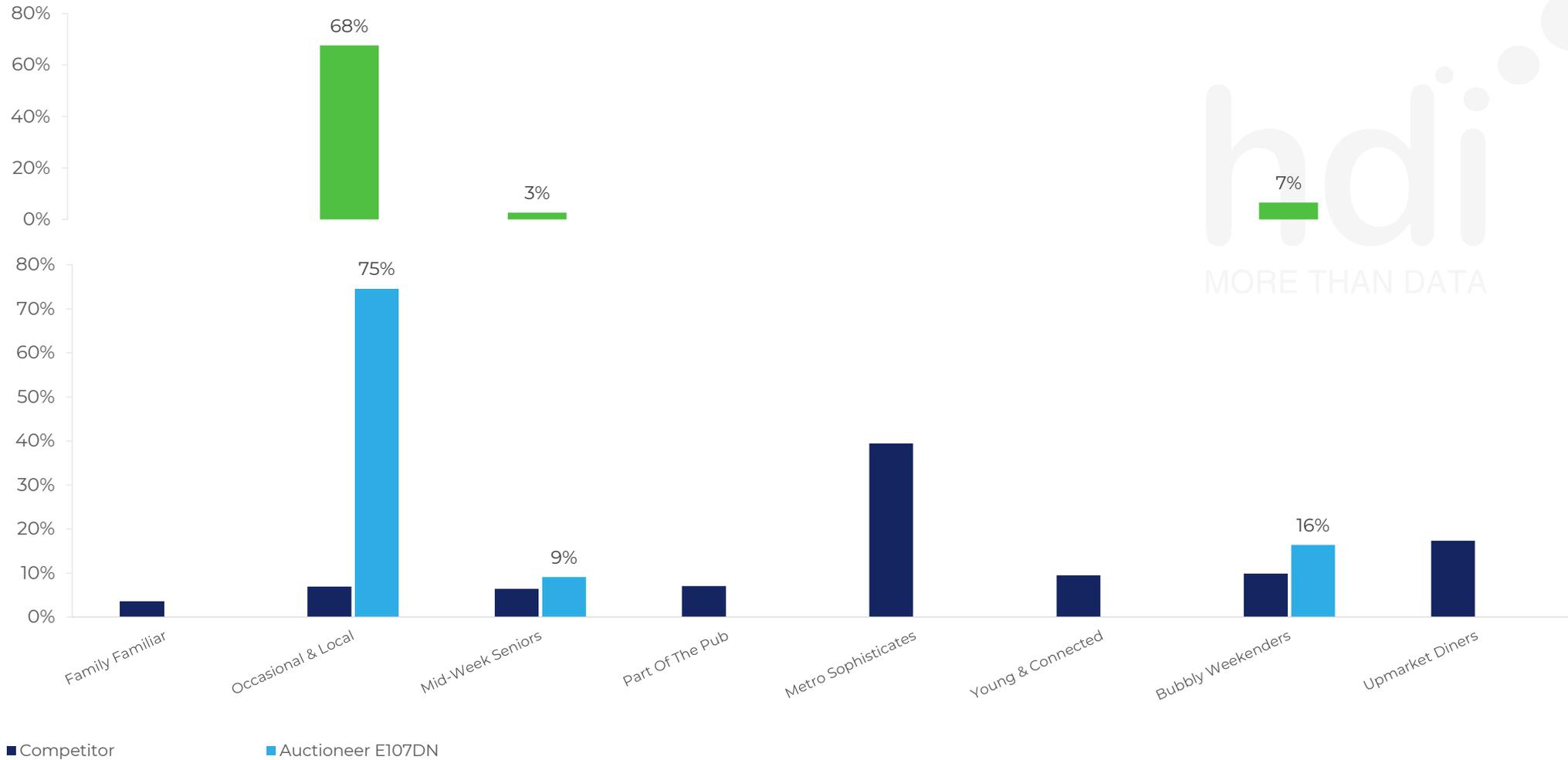
Spend by Distance

How does the spend profile of Auctioneer E107DN compare versus its competitors based on travel distances?

% of spend for Auctioneer E107DN and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Distance travelled

Distance	Difference	Competitor	Auctioneer E107DN
0-1 Mile	39%	34%	72%
1-3 Miles	-2%	20%	18%
3-5 Miles	1%	9%	10%
5-10 Miles	-12%	12%	0%
10-20 Miles	-8%	8%	0%
20-50 Miles	-7%	7%	0%
National	-11%	11%	0%

■ Competitor ■ Auctioneer E107DN

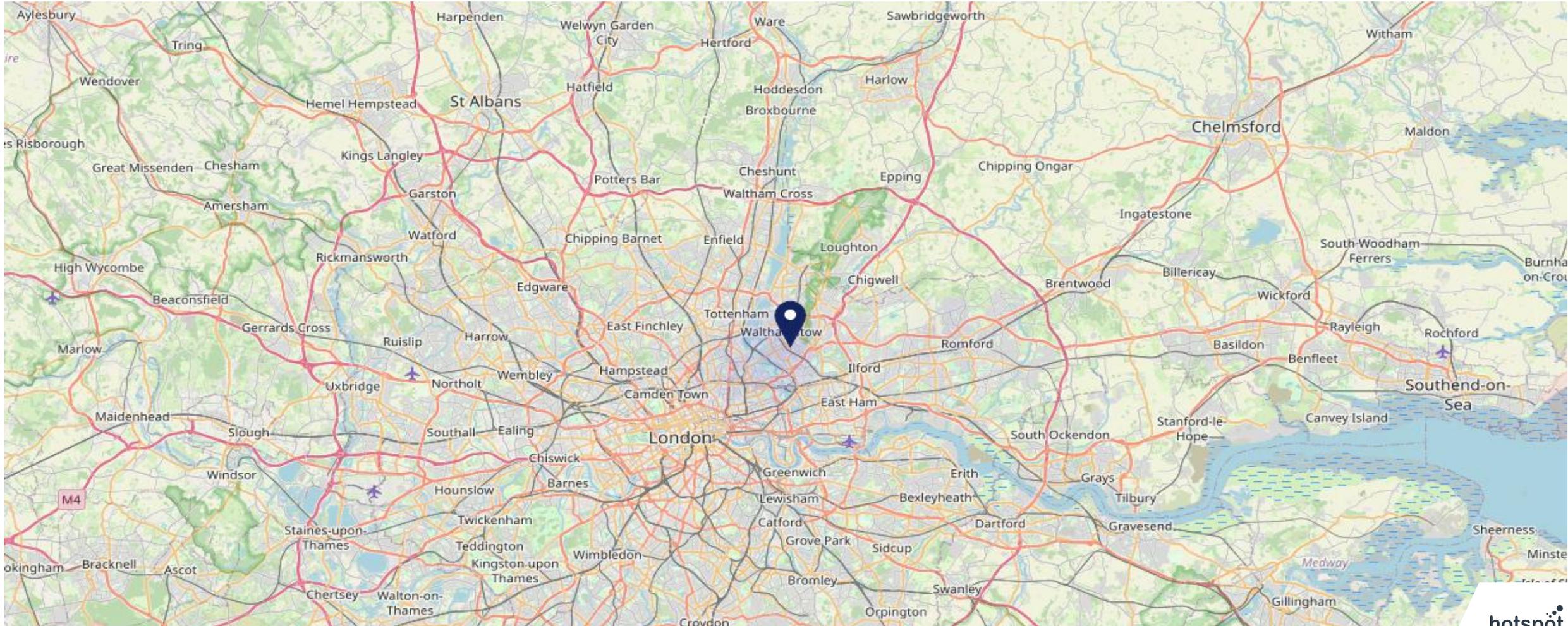7 Site Customers | 520 Competitors | 147772 Competitor Customers

Map of Guest Origin

Where do customers of Auctioneer E107DN come from?

Where do customers of Auctioneer E107DN for 10/07/2024 - 02/07/2025 live
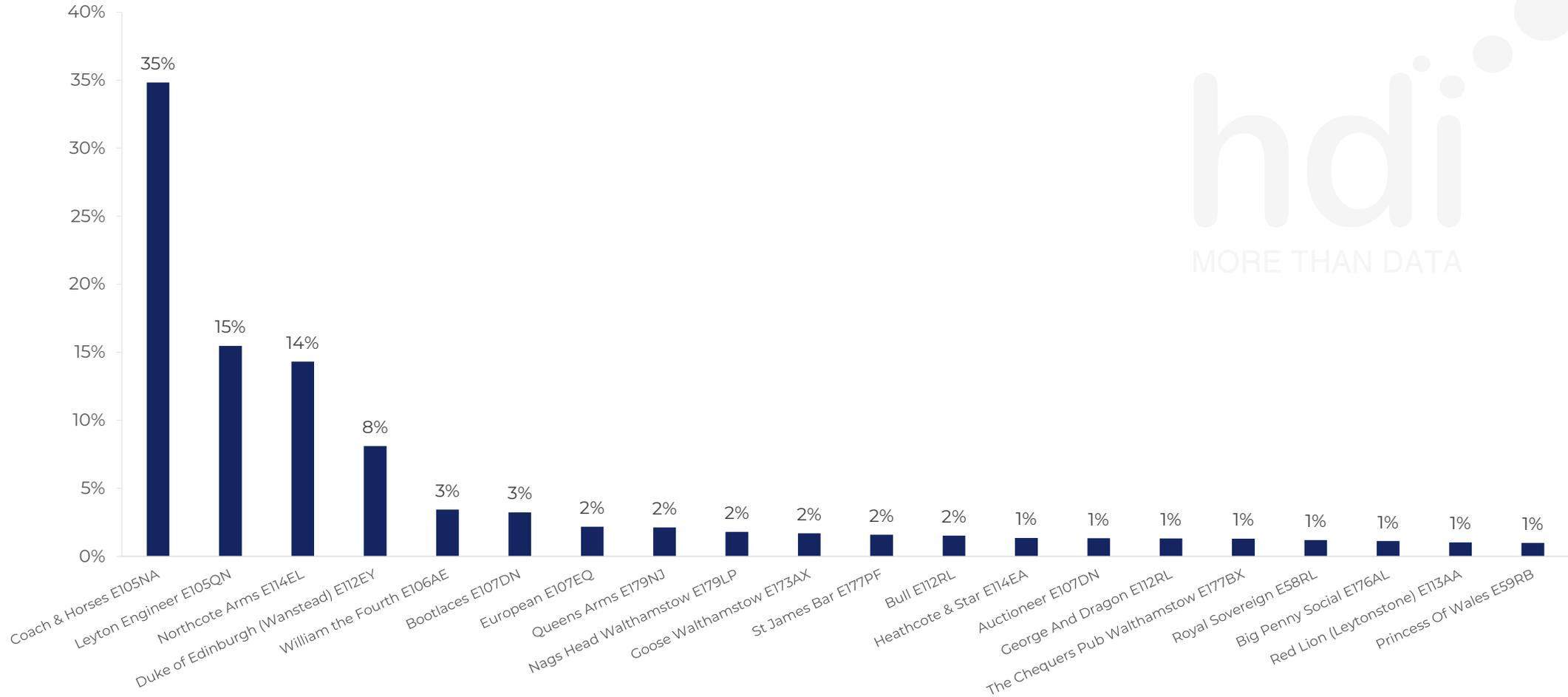
7 Site Customers

Share of Wallet

What are the Top 20 venues (by spend) that customers of Auctioneer E107DN also visit?

For customers of Auctioneer E107DN, who are the top 20 competitors from 129 Chains in 3 Miles for 10/07/2024 - 02/07/2025 split by Venue

Venue	Share
Coach & Horses E105NA	35%
Leyton Engineer E105QN	15%
Northcote Arms E114EL	14%
Duke of Edinburgh (Wanstead) E112EY	8%
William the Fourth E106AE	3%
Bootlaces E107DN	3%
European E107EQ	2%
Queens Arms E179NJ	2%
Nags Head Walthamstow E179LP	2%
Goose Walthamstow E173AX	2%
St James Bar E177PF	2%
Bull E112RL	2%
Heathcote & Star E114EA	1%
Auctioneer E107DN	1%
George And Dragon E112RL	1%
The Chequers Pub Walthamstow E177BX	1%
Royal Sovereign E58RL	1%
Big Penny Social E176AL	1%
Red Lion (Leytonstone) E113AA	1%
Princess Of Wales E59RB	1%

18 Site Customers

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Share of Wallet Change

How has share of wallet of customers of Auctioneer E107DN changed between two date ranges?

18 Site Customers

Legend: ■ 04/07/2022 - 01/01/2023 ■ 10/07/2024 - 02/07/2025

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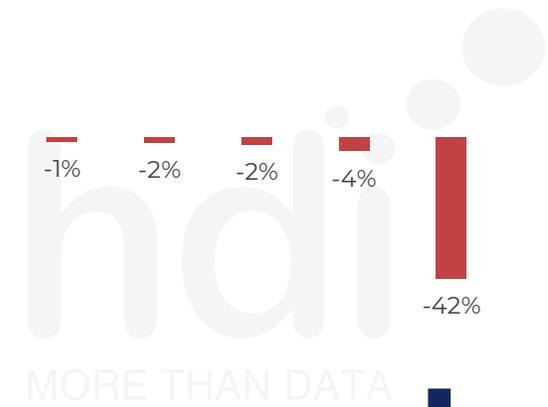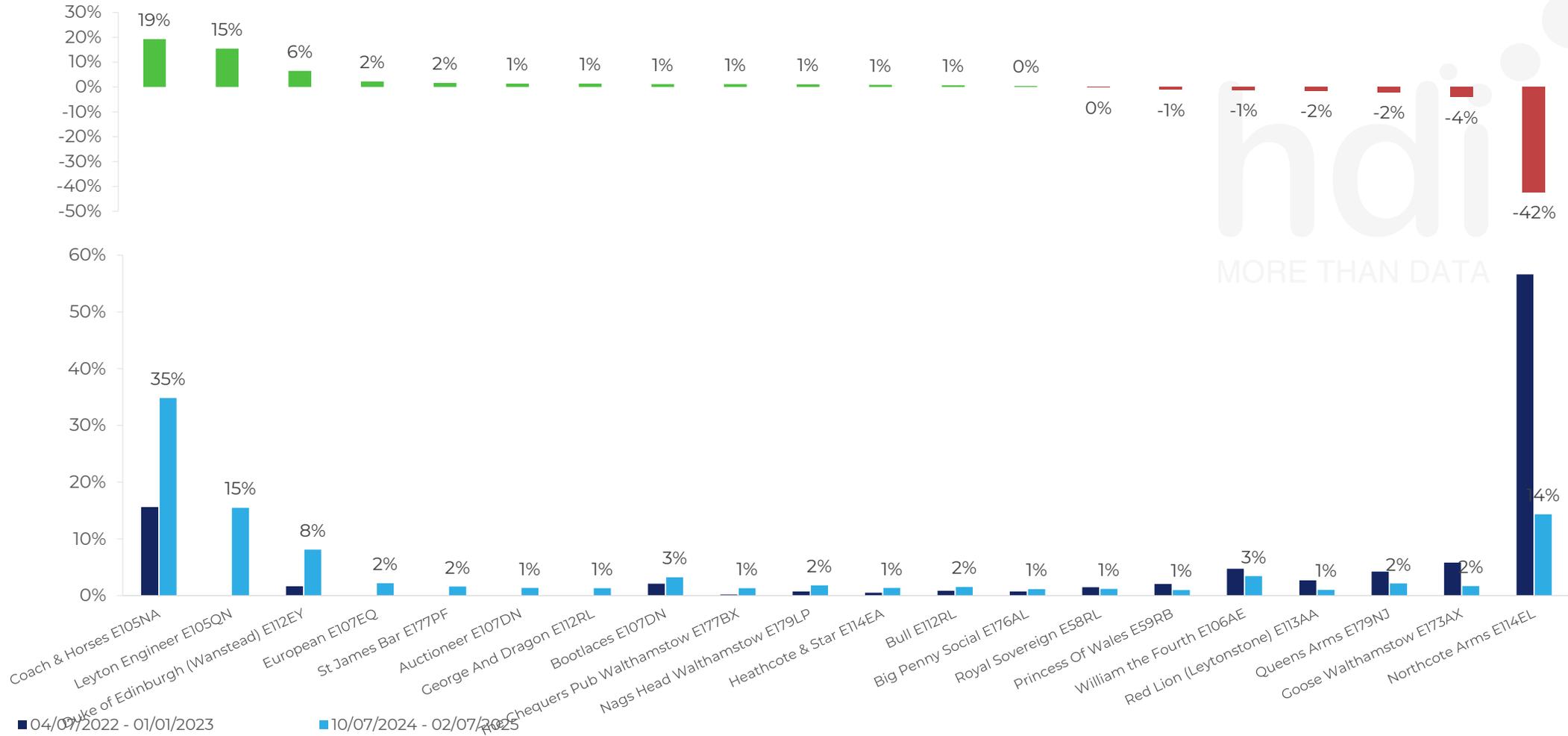
Market Summary

How does the local area for Auctioneer E107DN 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	£5.94M	8	£7.52M	7	£71.05M	9	£569.23M	9
Weekpart	Mon - Thu	45.5%	8	44.6%	8	42.3%	6	41.5%	5
Weekpart	Fri - Sat	36.5%	2	37.2%	2	41.2%	4	42.1%	5
Weekpart	Sun	17.9%	8	18.2%	9	16.5%	8	16.5%	8
Age	18 to 24	7.8%	7	8.0%	7	4.1%	3	4.9%	3
Age	25 to 34	22.9%	6	22.7%	6	21.0%	5	19.9%	4
Age	35 to 44	32.2%	10	31.6%	10	36.2%	10	30.4%	10
Age	45 to 54	18.3%	4	19.8%	5	18.9%	4	20.3%	6
Age	55 to 64	12.5%	4	12.1%	3	11.7%	2	15.3%	6
Age	65 to 74	5.2%	4	4.7%	3	6.5%	5	6.8%	6
Age	75+	1.3%	4	1.1%	3	1.5%	3	2.3%	5
CAMEO	Business Elite	2.4%	2	2.4%	2	4.6%	4	8.9%	6
CAMEO	Prosperous Professionals	1.1%	1	1.0%	1	1.8%	1	3.5%	2
CAMEO	Flourishing Society	4.0%	1	4.6%	1	5.7%	2	10.5%	4
CAMEO	Content Communities	3.9%	1	4.7%	1	6.2%	1	9.2%	2
CAMEO	White Collar Neighbourhoods	10.2%	4	10.2%	4	15.1%	9	13.1%	8
CAMEO	Enterprising Mainstream	5.5%	4	6.0%	4	6.1%	4	4.9%	2
CAMEO	Paying The Mortgage	36.3%	10	34.6%	10	32.1%	10	19.6%	9
CAMEO	Cash Conscious Communities	21.4%	10	20.6%	10	16.8%	10	17.8%	10
CAMEO	On A Budget	14.8%	10	15.4%	10	10.8%	9	11.6%	9
CAMEO	Family Value	0.4%	2	0.5%	1	0.8%	2	1.1%	2
Affluence	AB	7.5%	1	8.0%	1	12.2%	2	22.9%	4
Affluence	C1C2	55.9%	8	55.5%	8	59.5%	10	46.7%	4
Affluence	DE	36.6%	9	36.5%	9	28.3%	8	30.4%	9

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