



### Site Summary



## Marquess Tavern N12TB

N12TB

Punch - Fireside



Work Area  
London



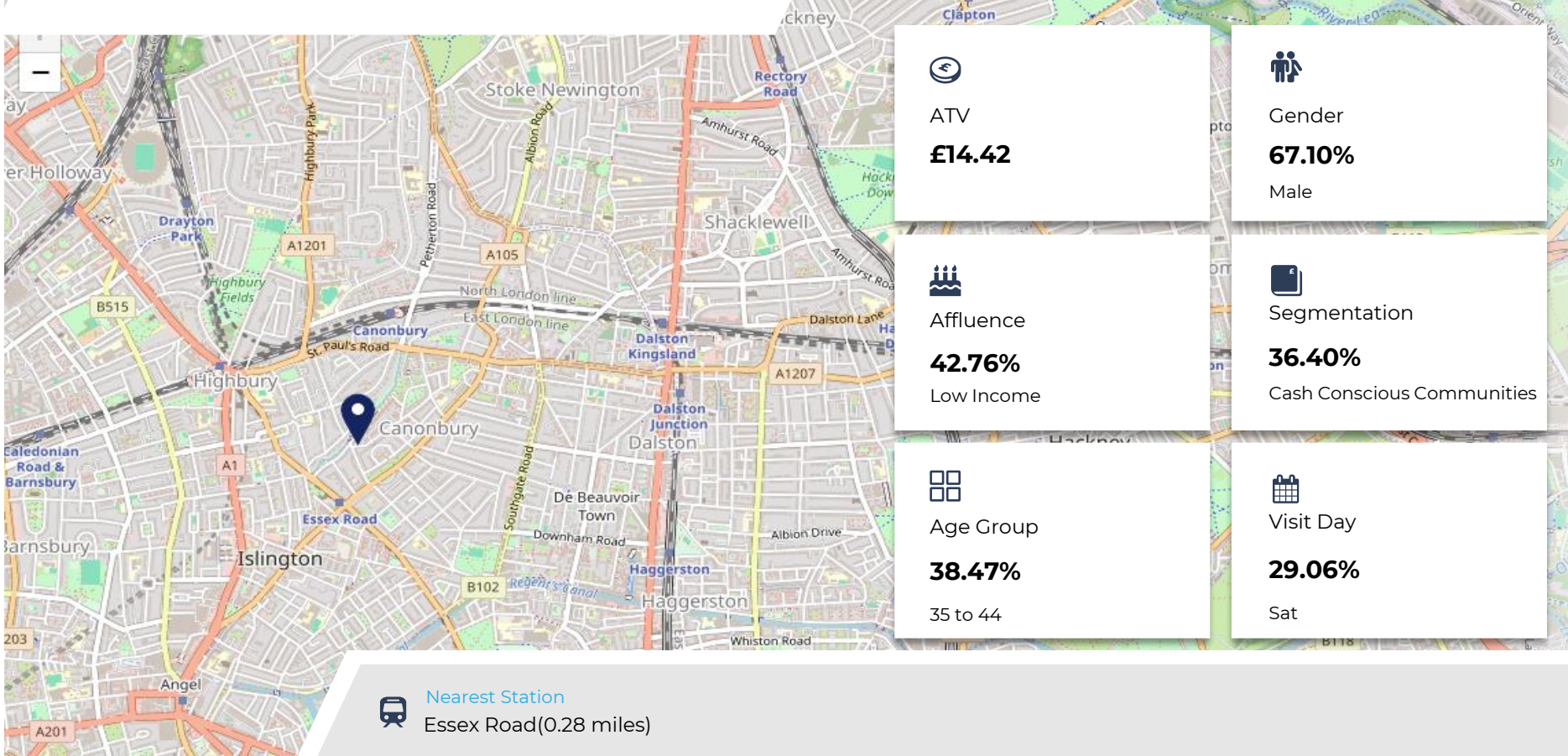
Region  
London



TV Region  
London



Urbanicity  
Urban major conurbation



ATV  
**£14.42**



Gender  
**67.10%**  
Male



Affluence  
**42.76%**  
Low Income



Segmentation  
**36.40%**  
Cash Conscious Communities



Age Group  
**38.47%**  
35 to 44



Visit Day  
**29.06%**  
Sat

### Top Competitors



De Beauvoir Arms  
N13JS  
 Star Pubs & Bars

#1



Canonbury  
N12NS  
 Youngs Managed

#2



Engle Field Islington  
N13PB  
 Stonegate PP

#3



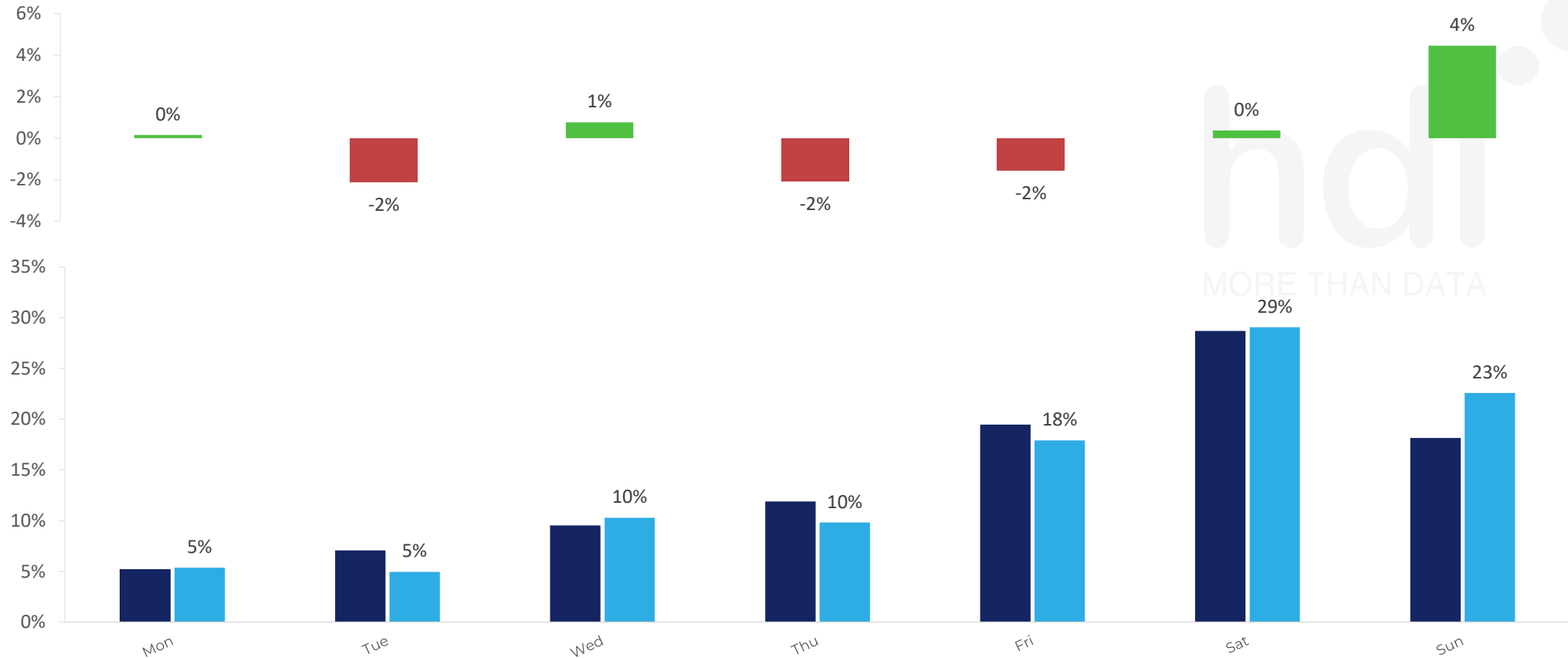
Nearest Station  
Essex Road(0.28 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Marquess Tavern N12TB versus its competitors?

% of spend for Marquess Tavern N12TB and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Day of Week



■ Competitor

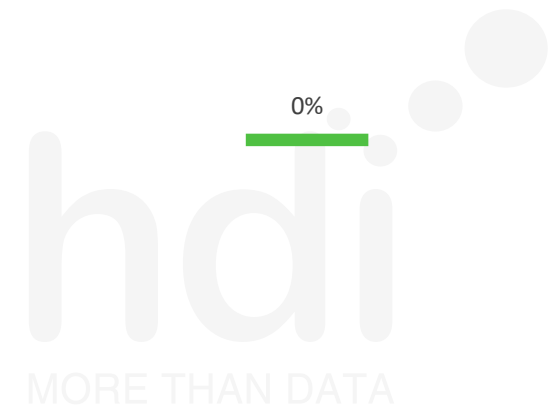
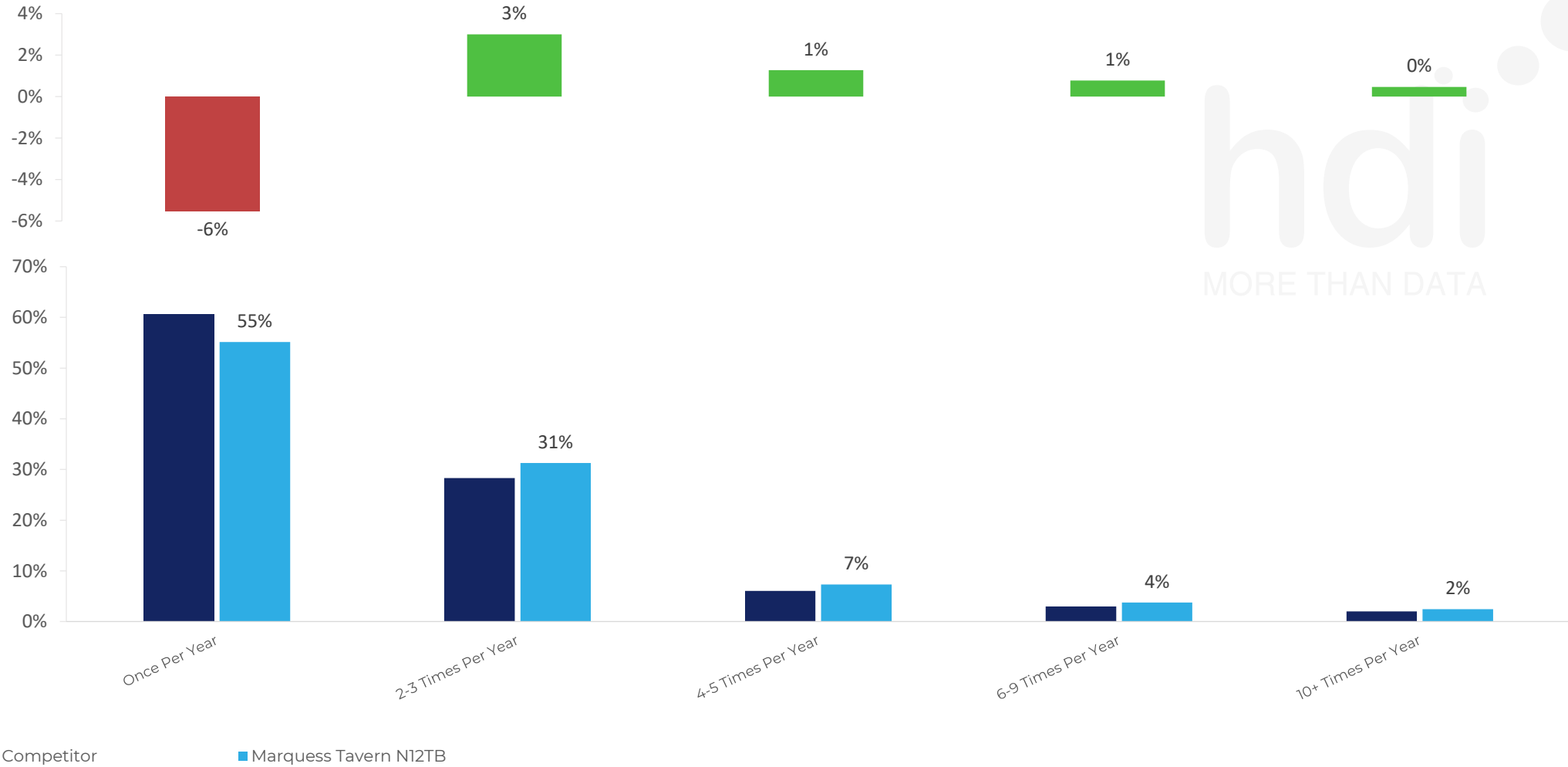
■ Marquess Tavern N12TB



Visit Frequency

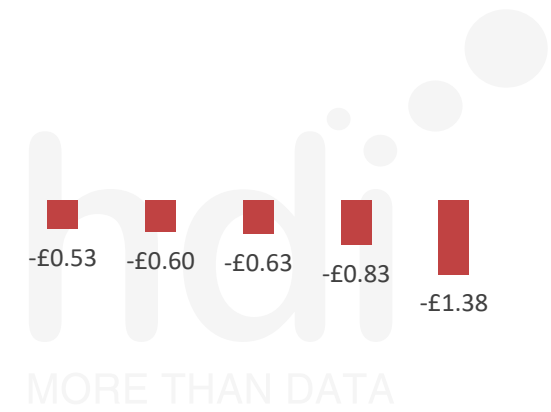
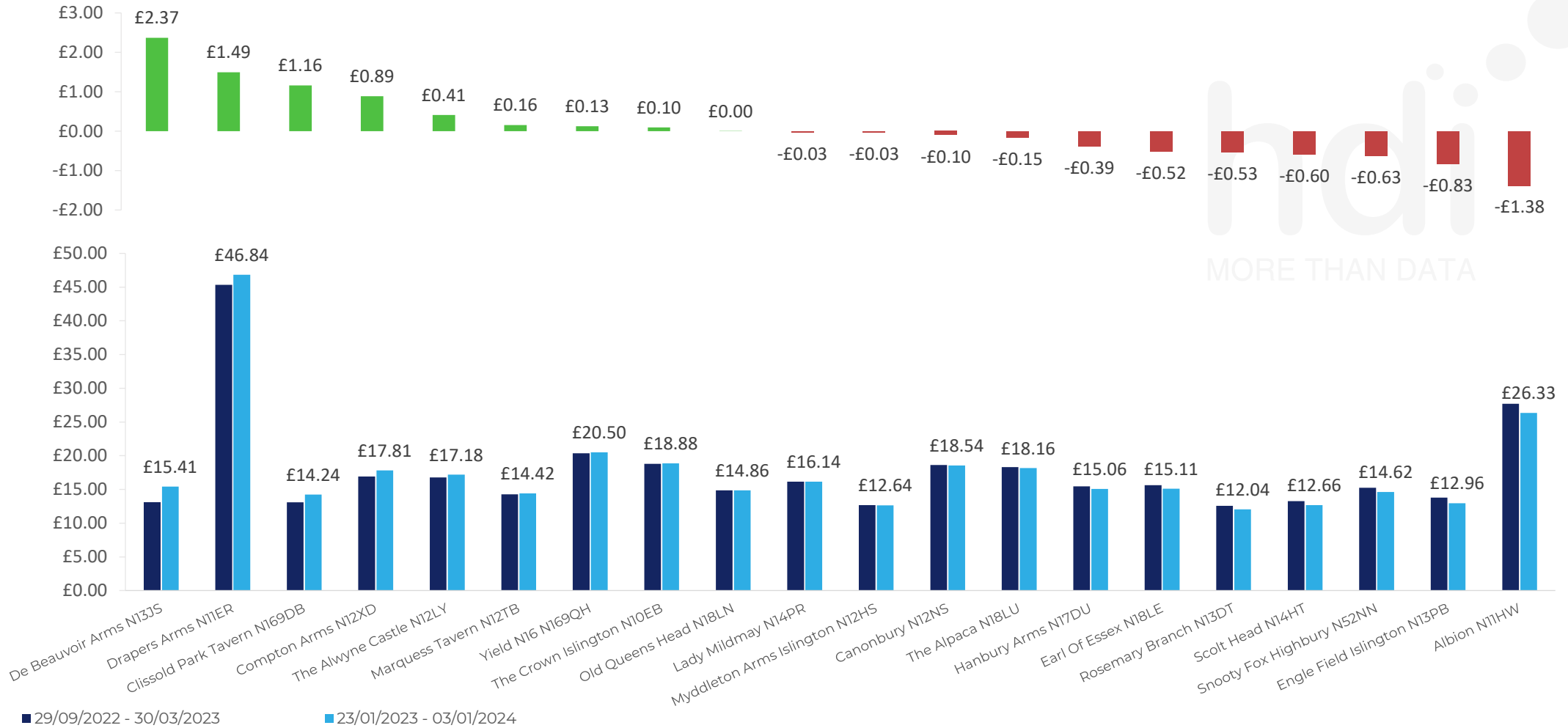
How frequently per year do customers visit Marquess Tavern N12TB versus its competitors?

% of customer numbers for Marquess Tavern N12TB and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

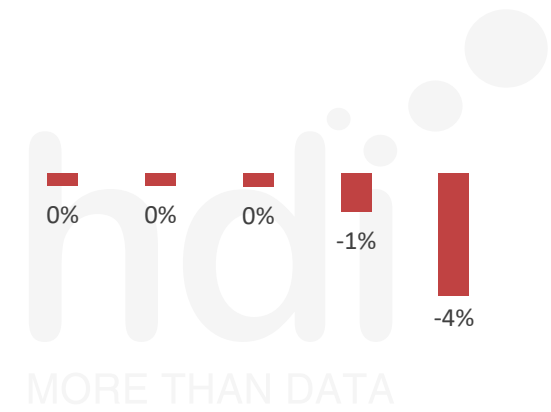
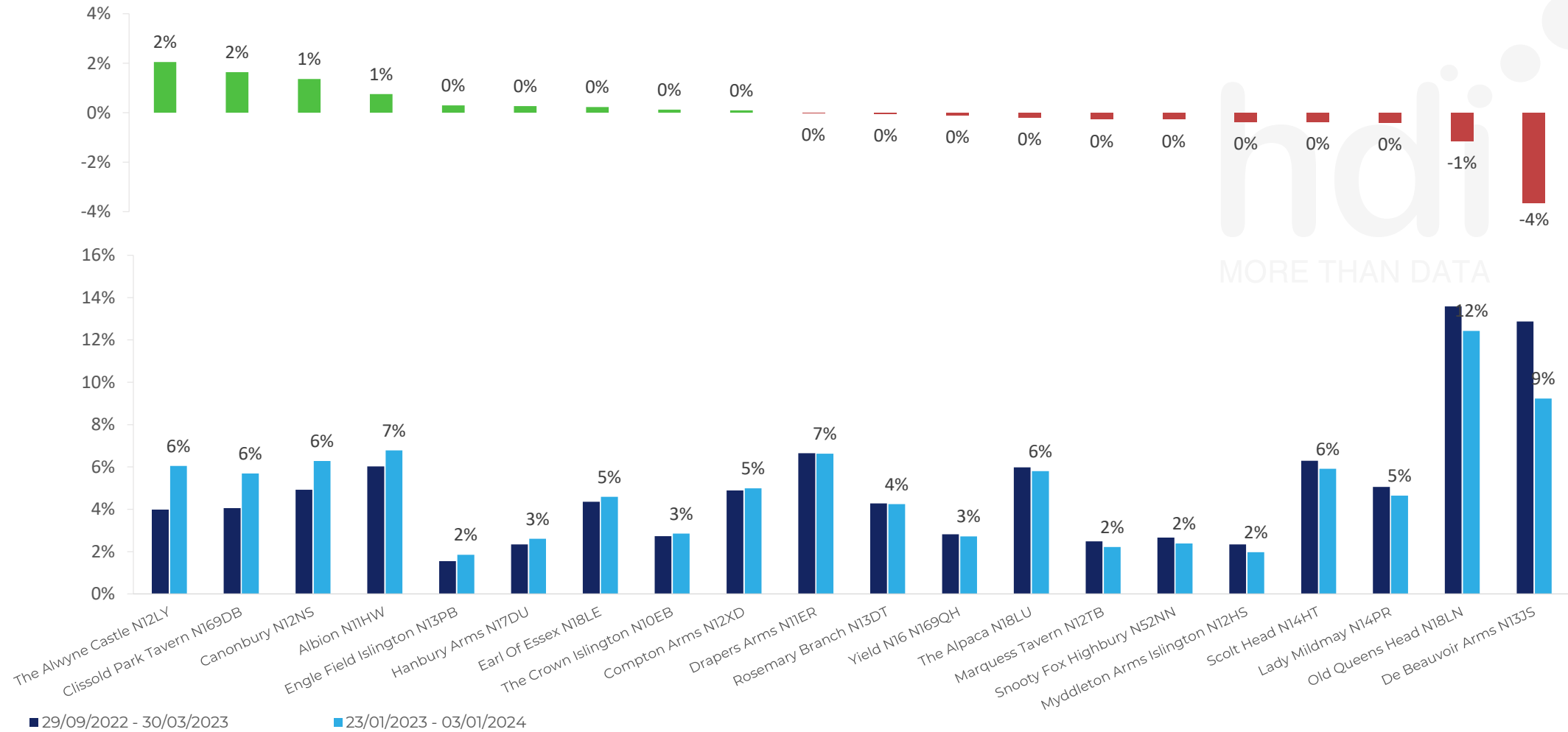




Market Share Change

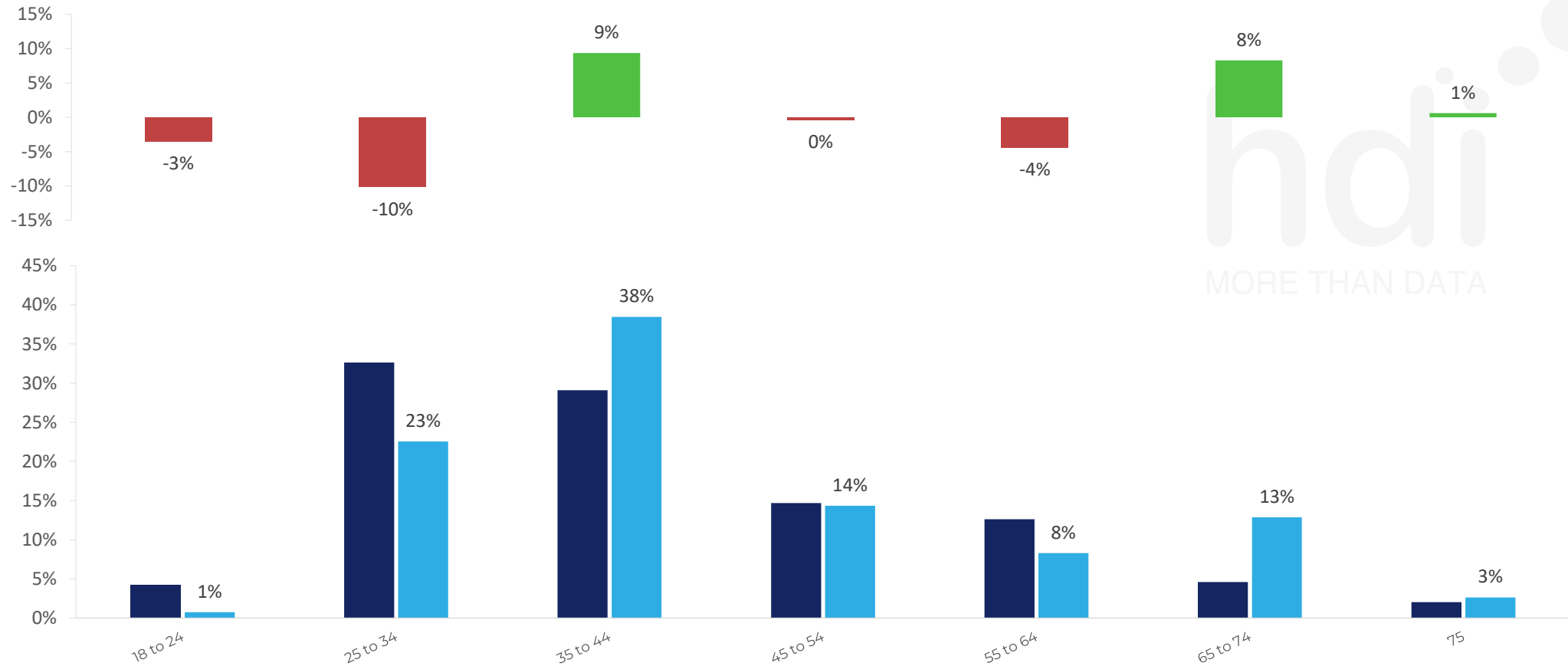
How has market share changed between two date ranges?

% of market share spend for Marquess Tavern N12TB and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024



How does the age profile of customers who visit Marquess Tavern N12TB compare versus its competitors?

% of spend for Marquess Tavern N12TB and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Age Range



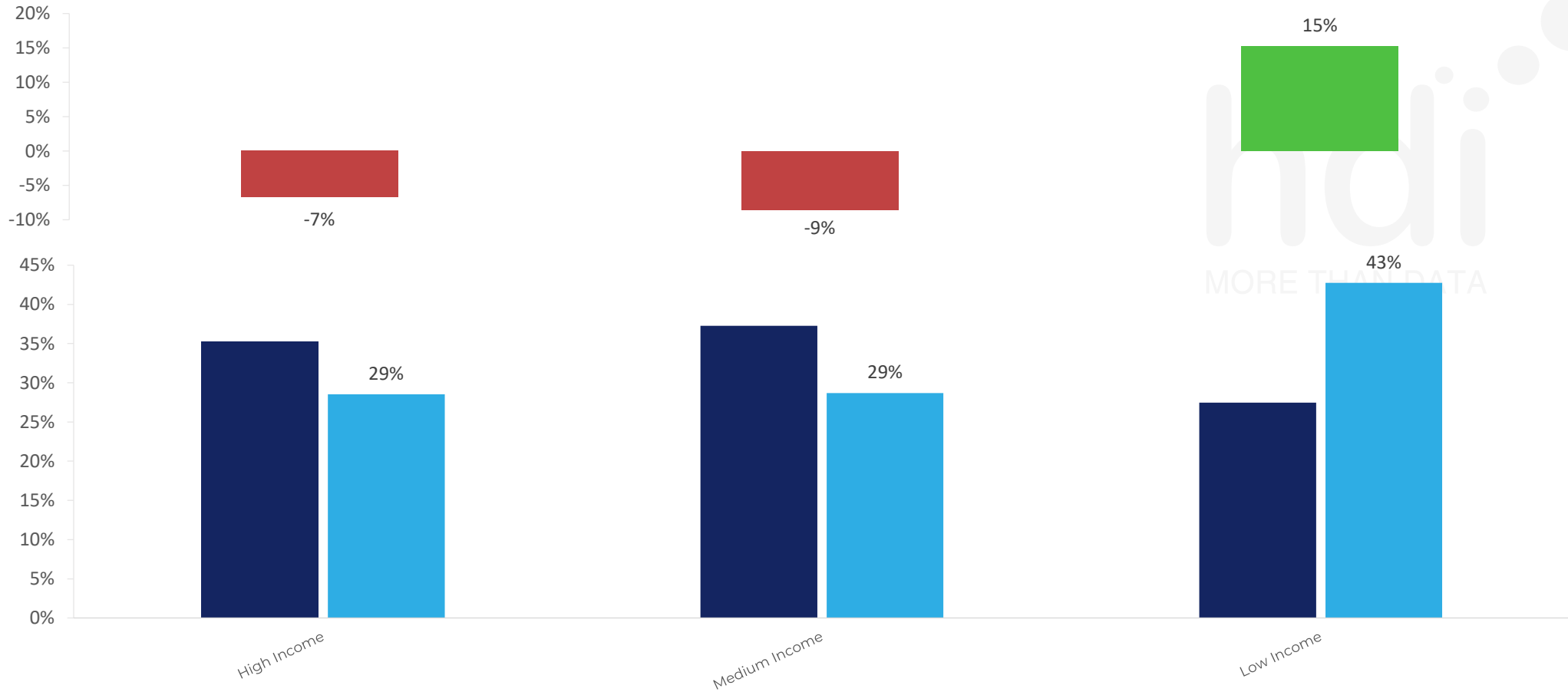
Competitor

Marquess Tavern N12TB

Affluence

How does the affluence of customers who visit Marquess Tavern N12TB compare versus its competitors?

% of spend for Marquess Tavern N12TB and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Affluence



■ Competitor

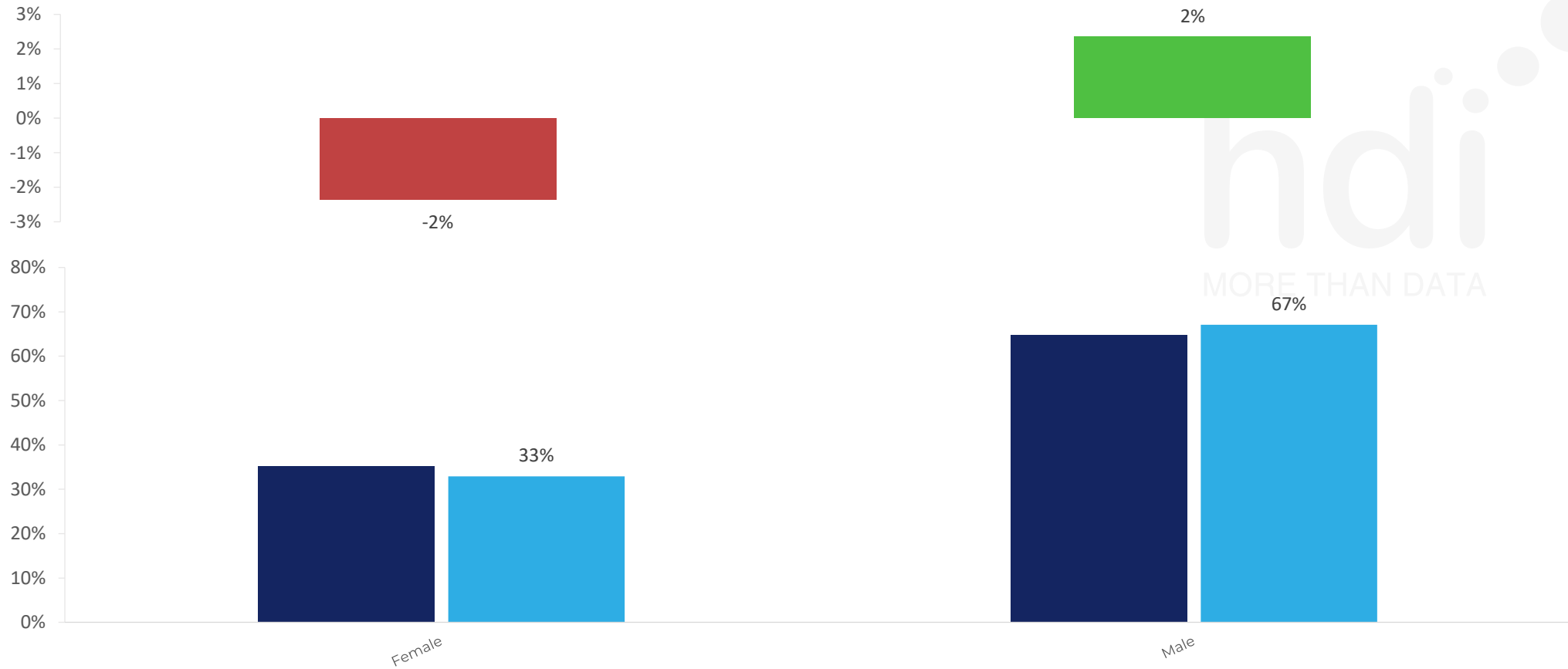
■ Marquess Tavern N12TB



### Gender

How does the gender profile of customers who visit Marquess Tavern N12TB compare versus its competitors?

% of spend for Marquess Tavern N12TB and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Gender



■ Competitor

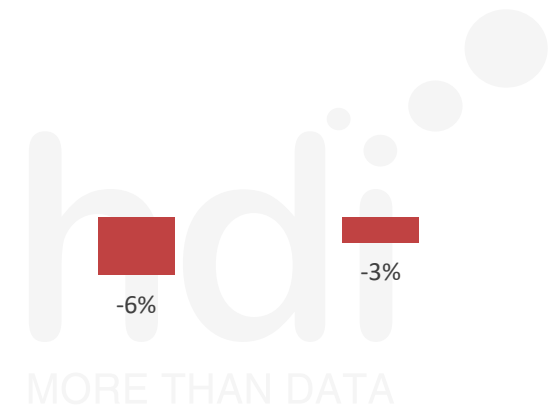
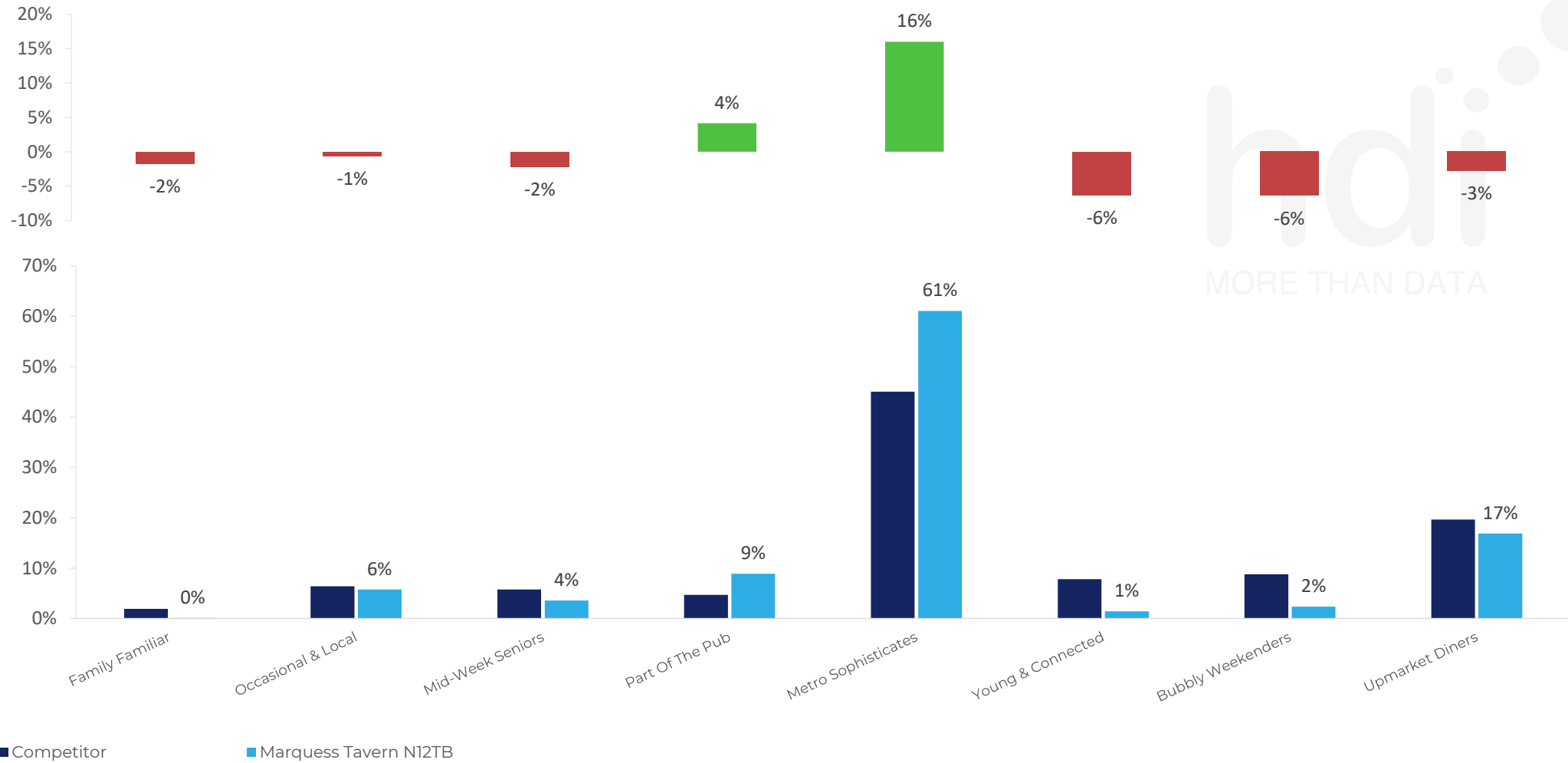
■ Marquess Tavern N12TB



Punch Segmentation

How does the Custom segmentation profile of customers who visit Marquess Tavern N12TB compare versus its competitors?

% of spend for Marquess Tavern N12TB and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Segment



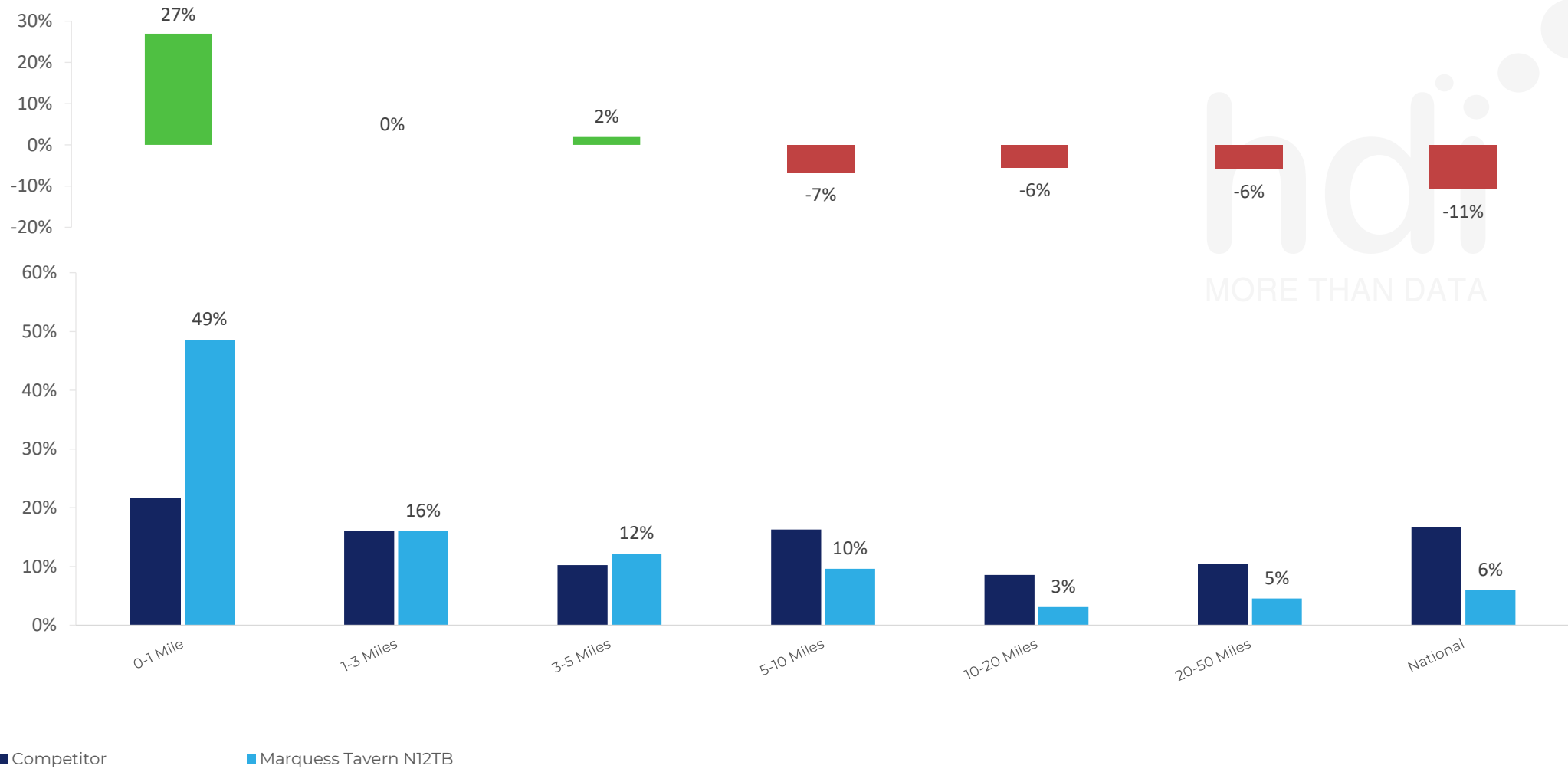
Competitor

Marquess Tavern N12TB

Spend by Distance

How does the spend profile of Marquess Tavern N12TB compare versus its competitors based on travel distances?

% of spend for Marquess Tavern N12TB and 97 Chains in 1 Miles from 23/01/2023 - 03/01/2024 split by Distance travelled

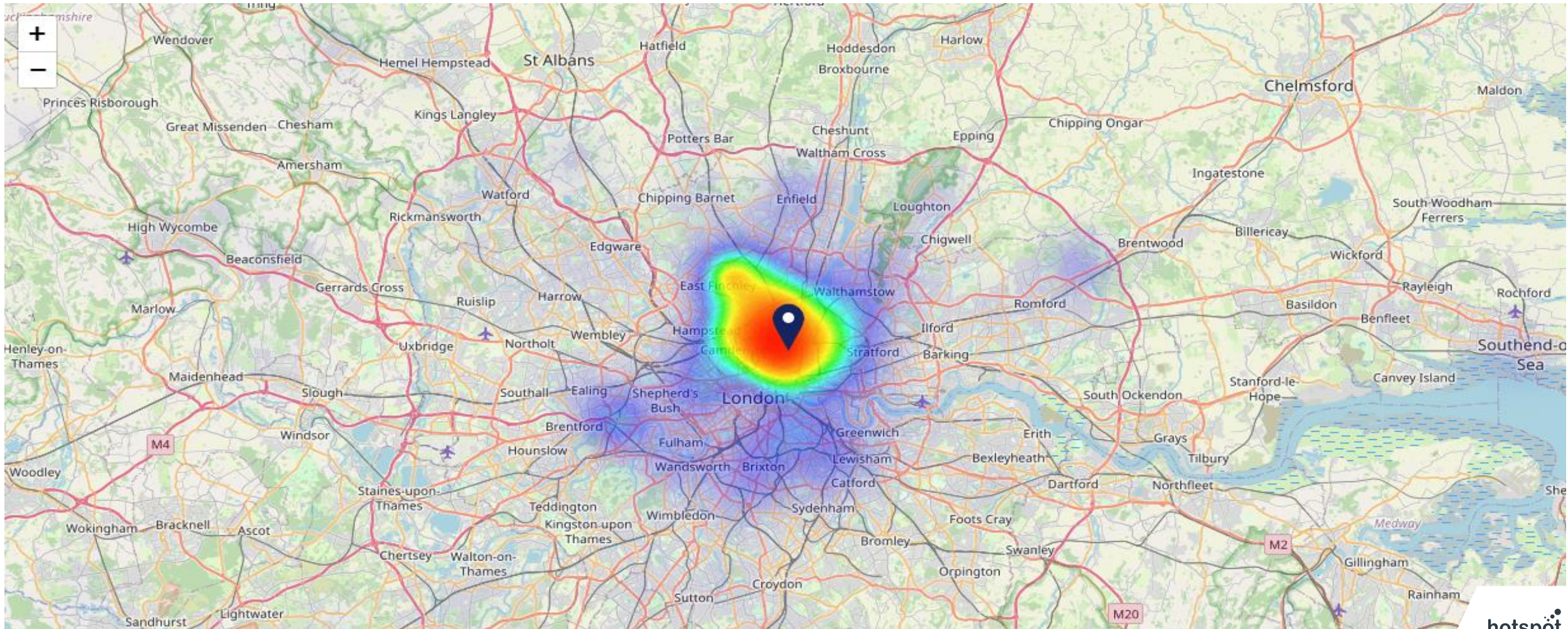




### Map of Guest Origin

Where do customers of Marquess Tavern N12TB come from?

Where do customers of Marquess Tavern N12TB for 23/01/2023 - 03/01/2024 live

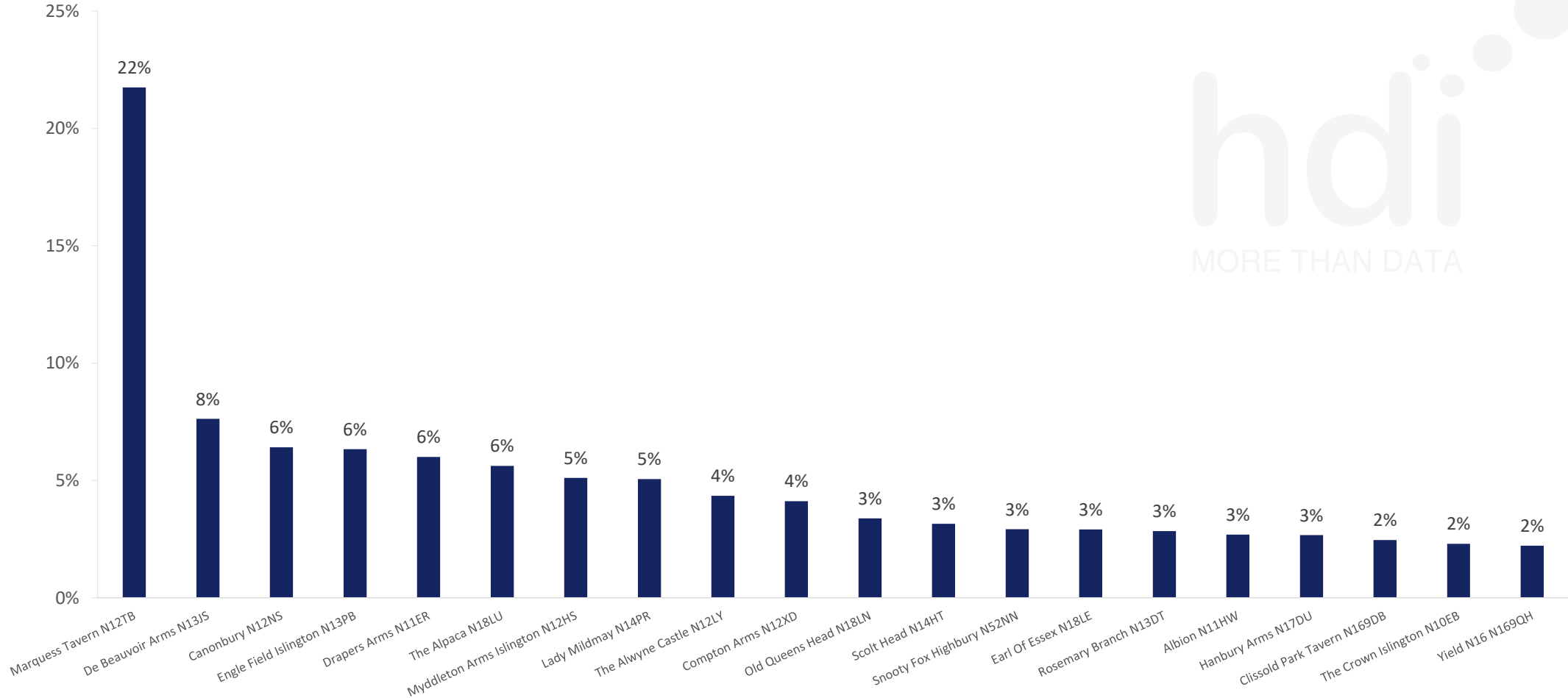




Share of Wallet

What are the Top 20 venues (by spend) that customers of Marquess Tavern N12TB also visit?

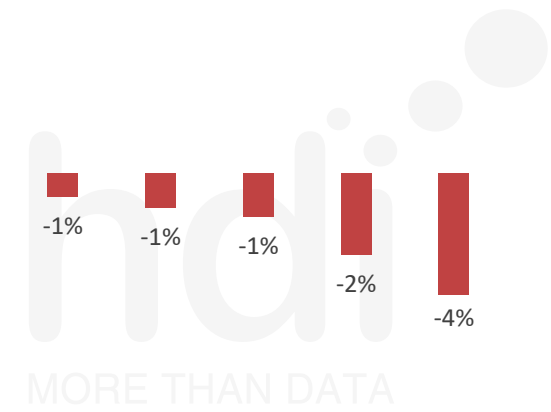
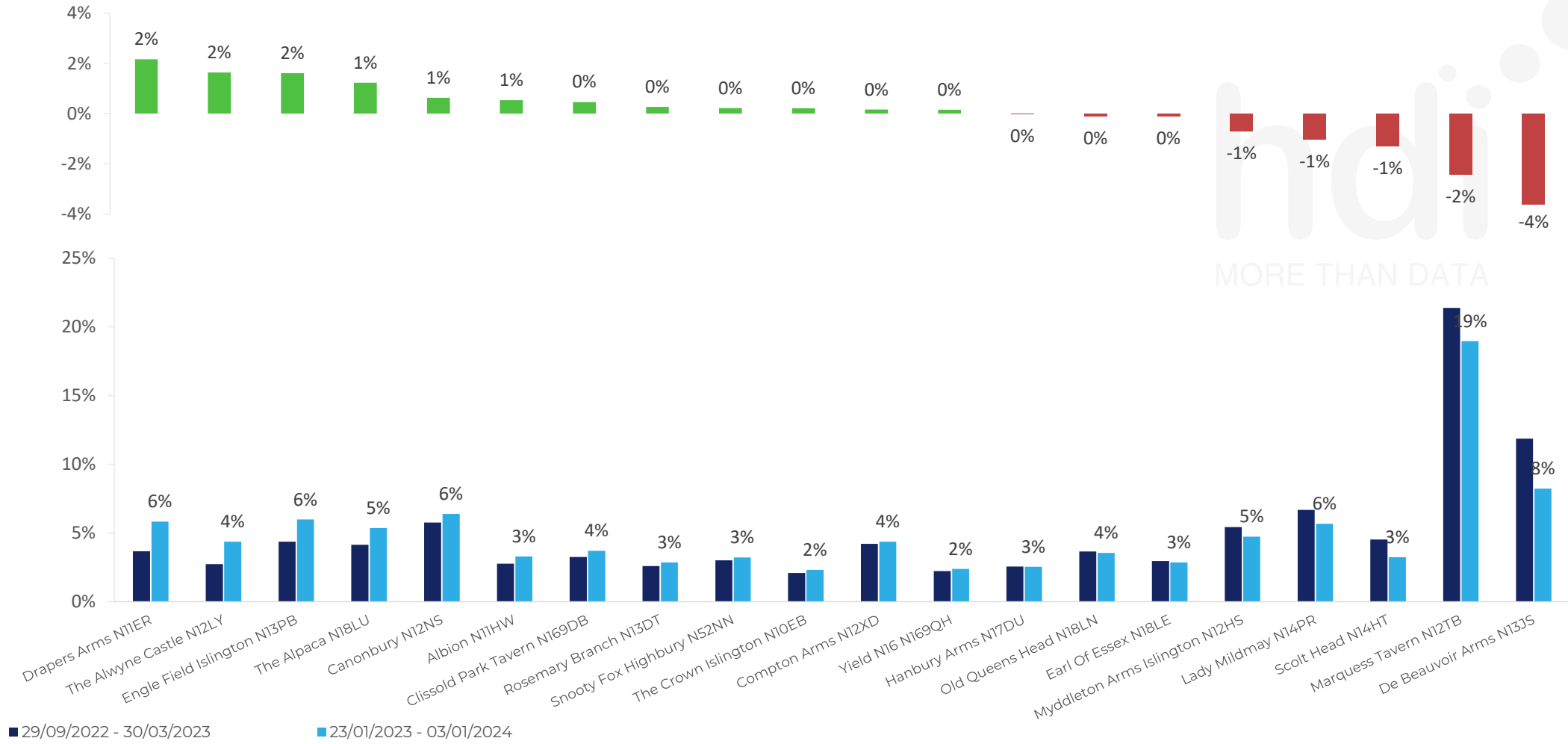
For customers of Marquess Tavern N12TB, who are the top 20 competitors from 97 Chains in 1 Miles for 23/01/2023 - 03/01/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Marquess Tavern N12TB changed between two date ranges?





## Market Summary

How does the local area for Marquess Tavern N12TB 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	£3.29M	7	£13.07M	8	£270.94M	10	£4.64B	10
Weekpart	Mon - Thu	33.1%	2	34.3%	2	40.5%	5	49.4%	10
Weekpart	Fri - Sat	47.9%	8	47.3%	8	43.5%	6	39.0%	2
Weekpart	Sun	19.0%	9	18.4%	9	16.0%	7	11.7%	1
Age	18 to 24	0.7%	1	1.7%	1	4.7%	3	5.6%	4
Age	25 to 34	28.9%	8	29.2%	9	27.4%	8	23.0%	6
Age	35 to 44	31.4%	10	29.8%	10	27.9%	9	27.3%	9
Age	45 to 54	16.0%	2	16.3%	2	16.8%	2	20.6%	6
Age	55 to 64	10.5%	2	13.3%	4	14.6%	5	15.9%	6
Age	65 to 74	9.7%	8	8.0%	7	5.9%	5	5.6%	4
Age	75+	2.8%	7	1.7%	4	2.7%	6	2.0%	4
CAMEO	Business Elite	22.8%	10	24.4%	10	19.9%	9	18.7%	9
CAMEO	Prosperous Professionals	4.7%	4	4.5%	4	5.1%	4	6.7%	6
CAMEO	Flourishing Society	5.4%	2	5.7%	2	8.3%	3	13.7%	6
CAMEO	Content Communities	13.0%	6	10.8%	4	11.0%	4	12.4%	5
CAMEO	White Collar Neighbourhoods	12.7%	7	11.7%	6	13.2%	8	12.9%	8
CAMEO	Enterprising Mainstream	2.4%	1	2.5%	1	3.8%	2	5.1%	3
CAMEO	Paying The Mortgage	7.6%	2	8.8%	2	8.5%	2	10.2%	3
CAMEO	Cash Conscious Communities	25.4%	10	23.9%	10	20.7%	10	12.3%	8
CAMEO	On A Budget	5.1%	4	6.9%	6	8.5%	7	6.8%	6
CAMEO	Family Value	0.8%	2	0.7%	2	1.1%	3	1.2%	3
Affluence	AB	33.0%	7	34.6%	7	33.4%	7	39.2%	8
Affluence	C1C2	35.7%	2	33.9%	1	36.4%	2	40.6%	3
Affluence	DE	31.3%	8	31.5%	8	30.3%	8	20.3%	6