



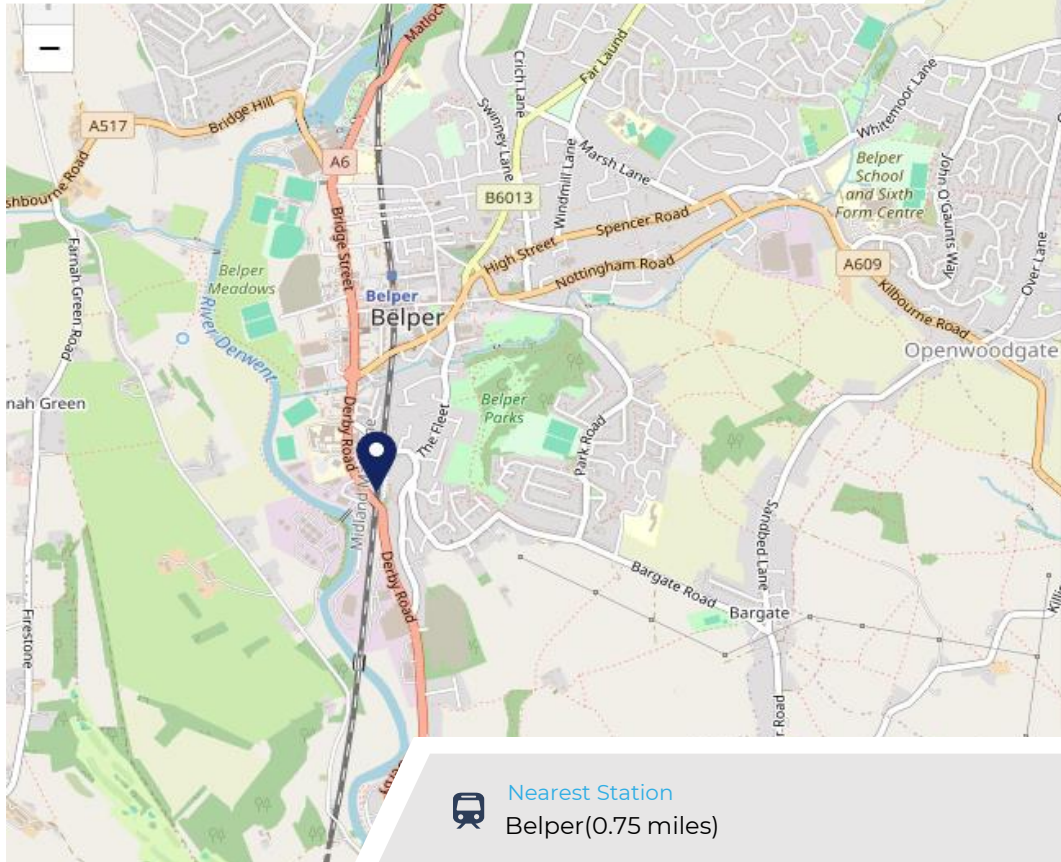
Site Summary



Tavern DE561UU

DE561UU

Pub / Bar

**Work Area**
Derby**Region**
East Midlands**TV Region**
Central**Urbanicity**
Urban city and town**ATV**
£11.80**Gender**
86.53%
Male**Affluence**
76.33%
Middle Income**Segmentation**
33.42%
Enterprising Mainstream**Age Group**
33.07%
25 to 34**Visit Day**
28.10%
Sat

Top Competitors

**Green House Belper**
DE561QA
 Proper Pubs

#1

**George & Dragon**
DE561BA
 Pub / Bar

#2

**Railway Hotel**
DE561PW
 Star Pubs & Bars

#3

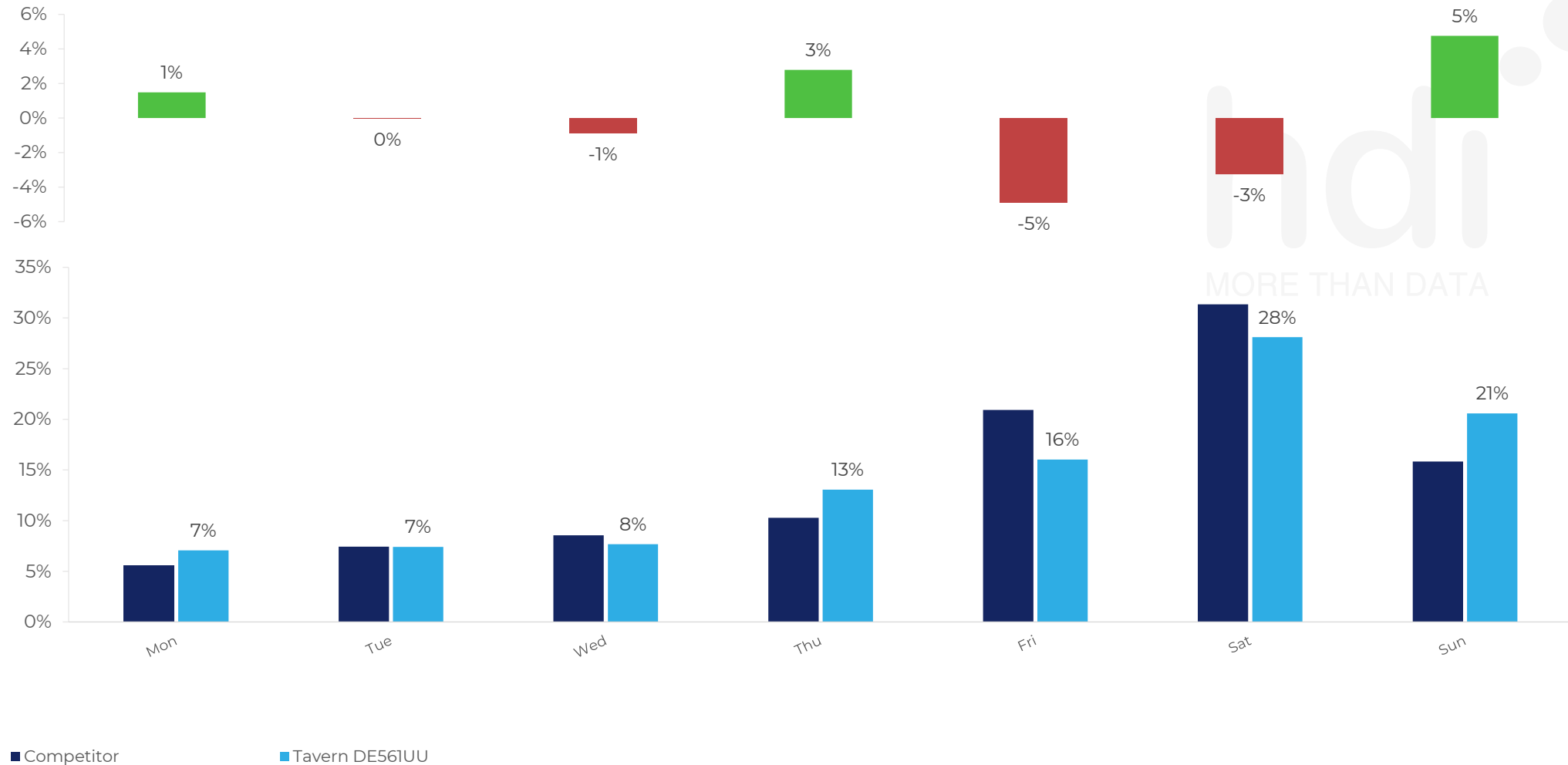
**Nearest Station**
Belper(0.75 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Tavern DE561UU versus its competitors?

% of spend for Tavern DE561UU and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Day of Week

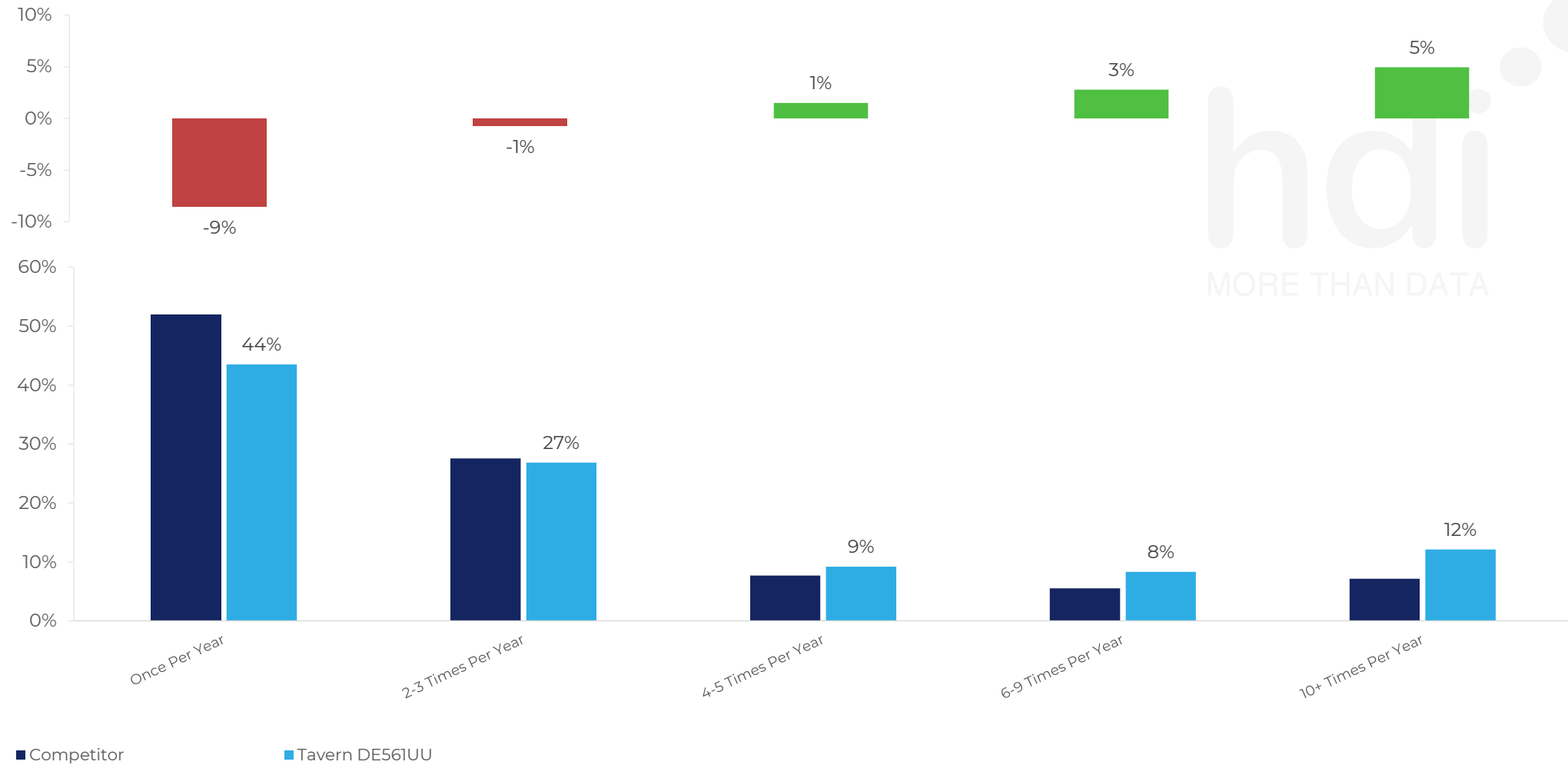




Visit Frequency

How frequently per year do customers visit Tavern DE561UU versus its competitors?

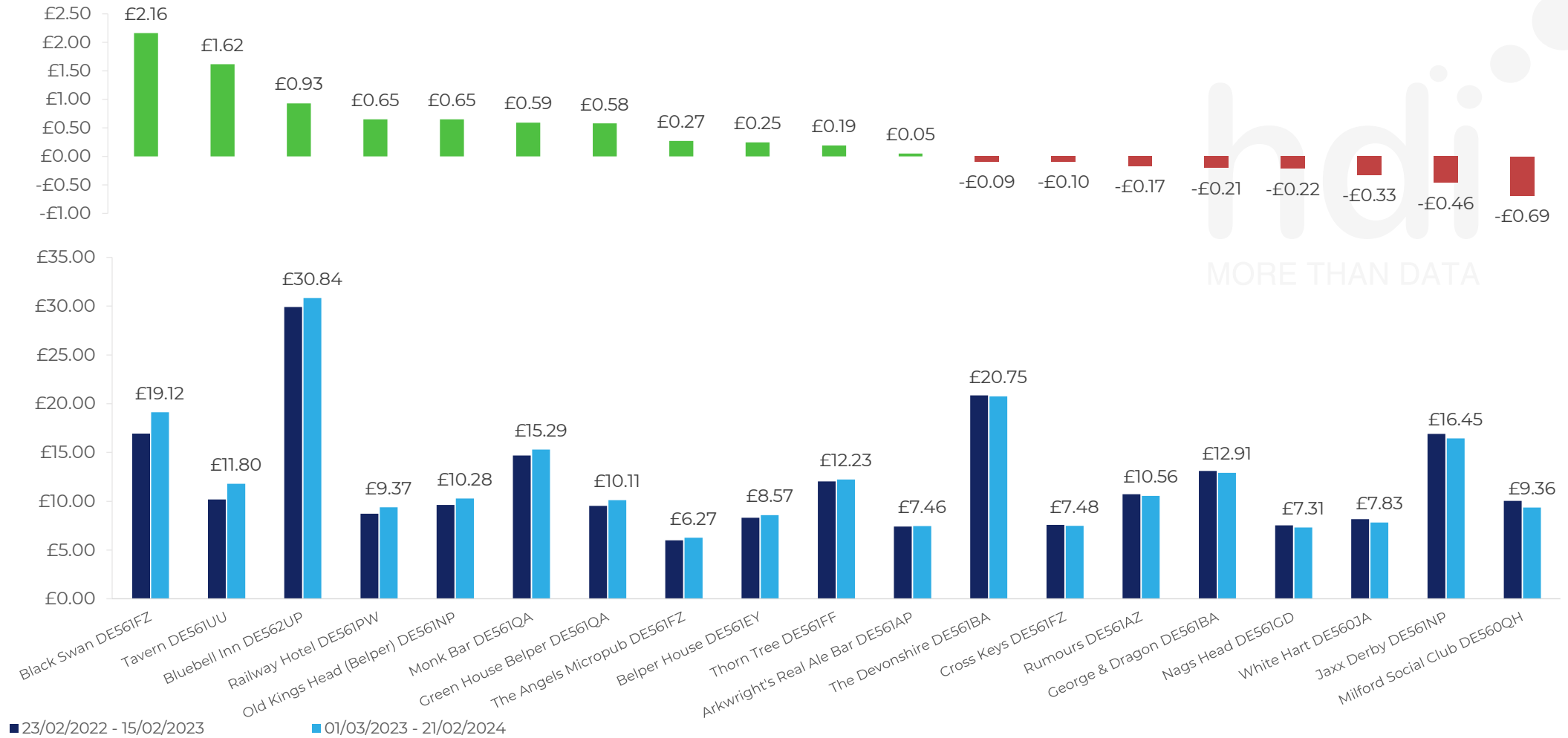
% of customer numbers for Tavern DE561UU and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

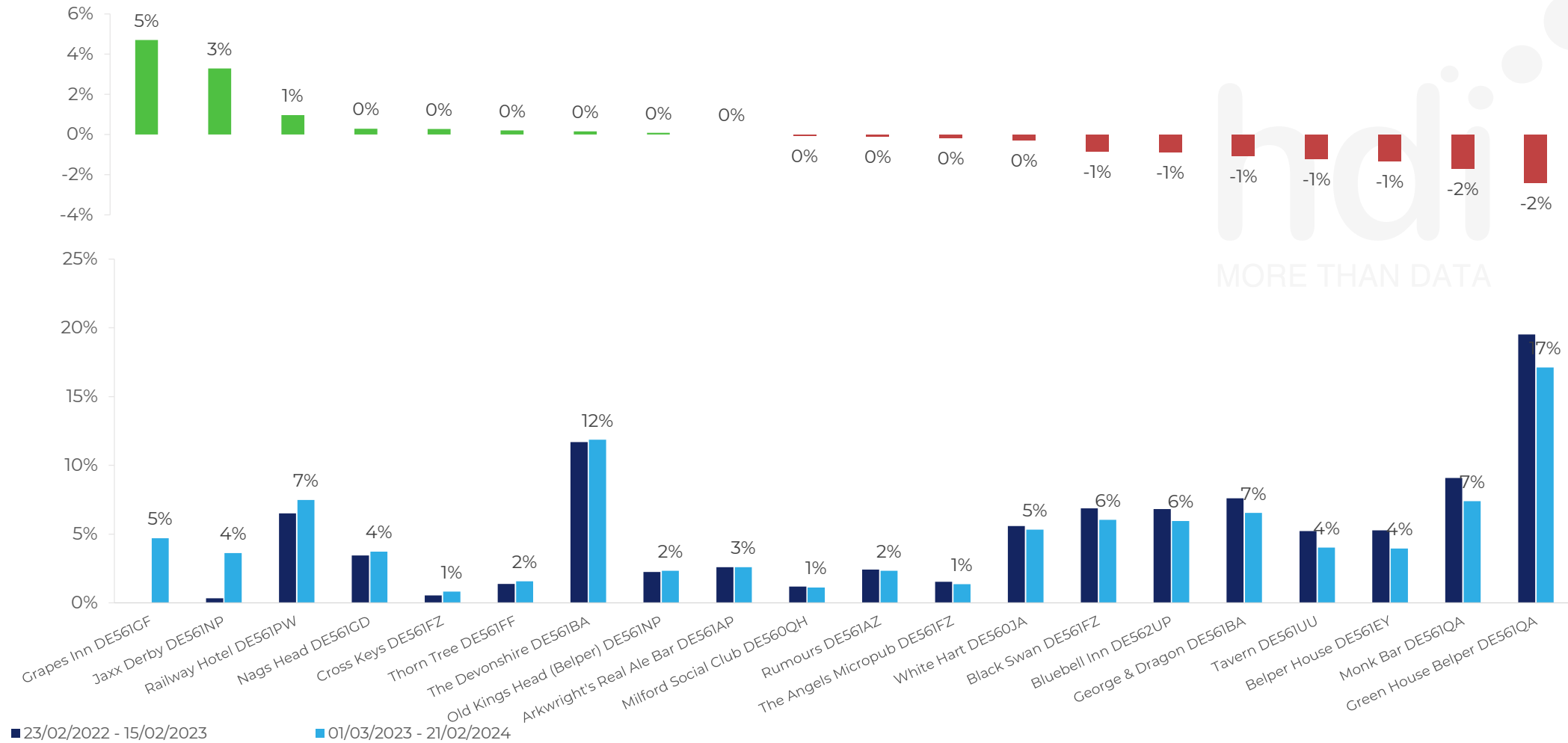




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Tavern DE561UU and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024

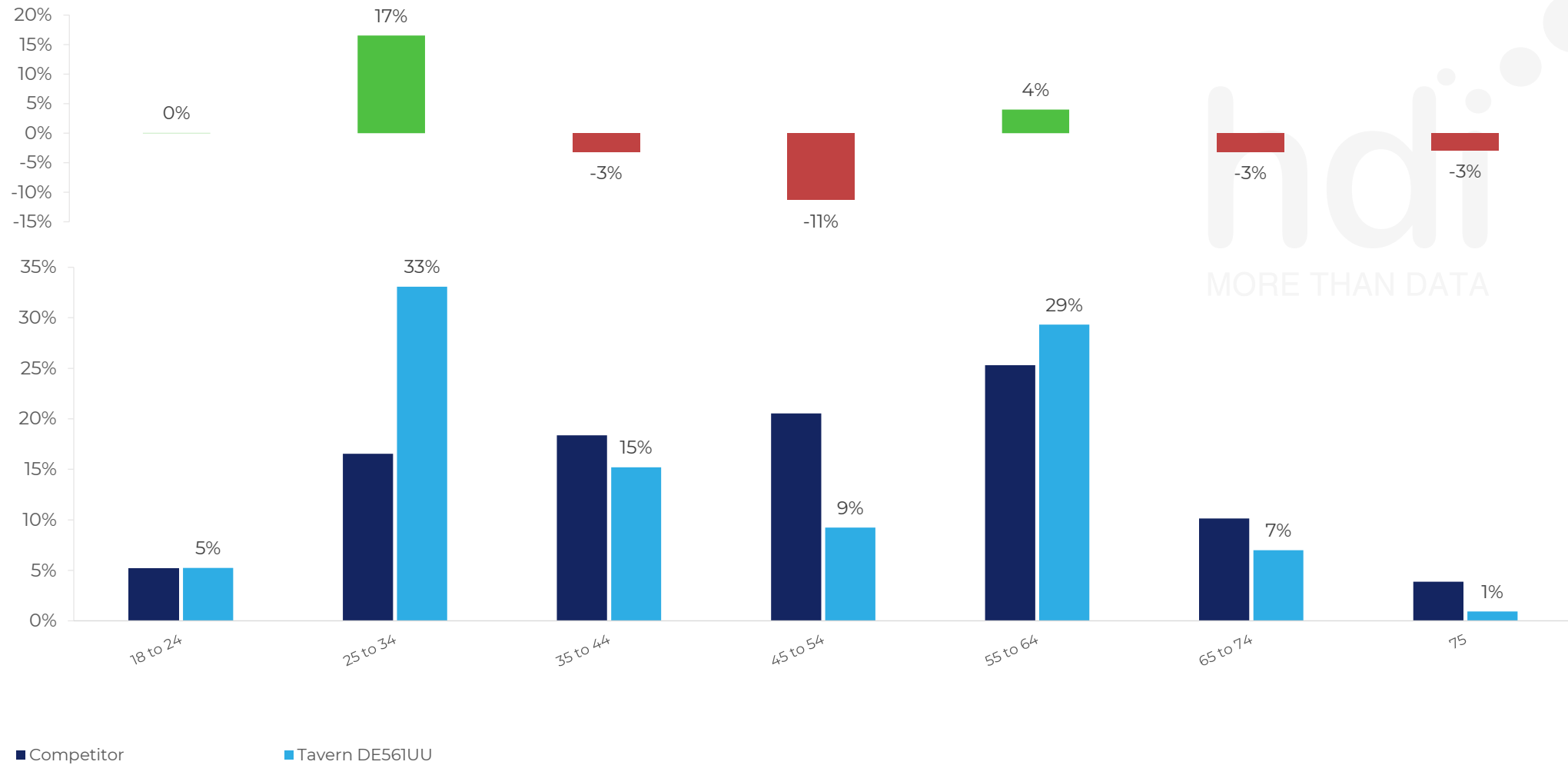




Age

How does the age profile of customers who visit Tavern DE561UU compare versus its competitors?

% of spend for Tavern DE561UU and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Age Range

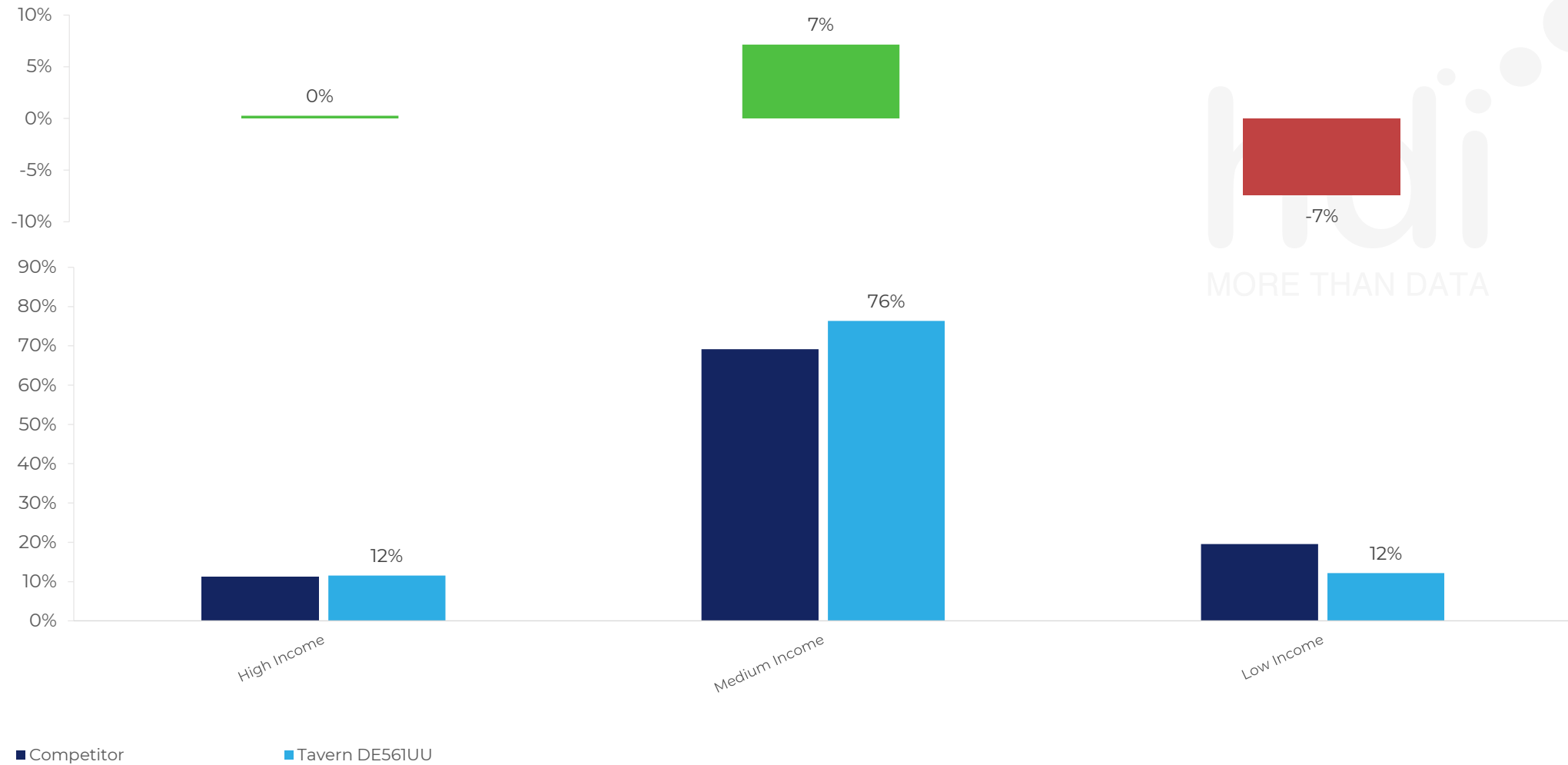




Affluence

How does the affluence of customers who visit Tavern DE561UU compare versus its competitors?

% of spend for Tavern DE561UU and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Affluence

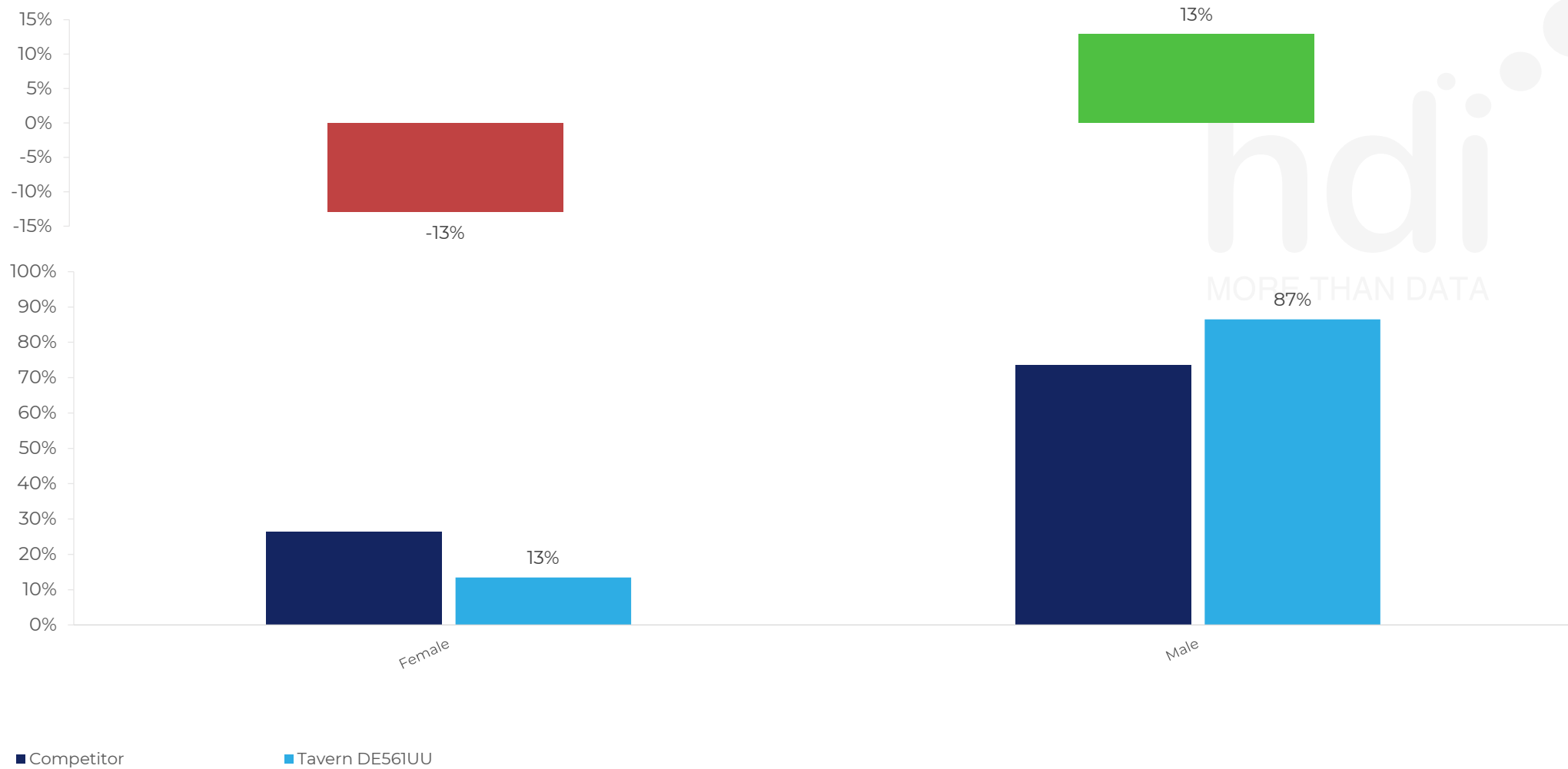




Gender

How does the gender profile of customers who visit Tavern DE561UU compare versus its competitors?

% of spend for Tavern DE561UU and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Gender

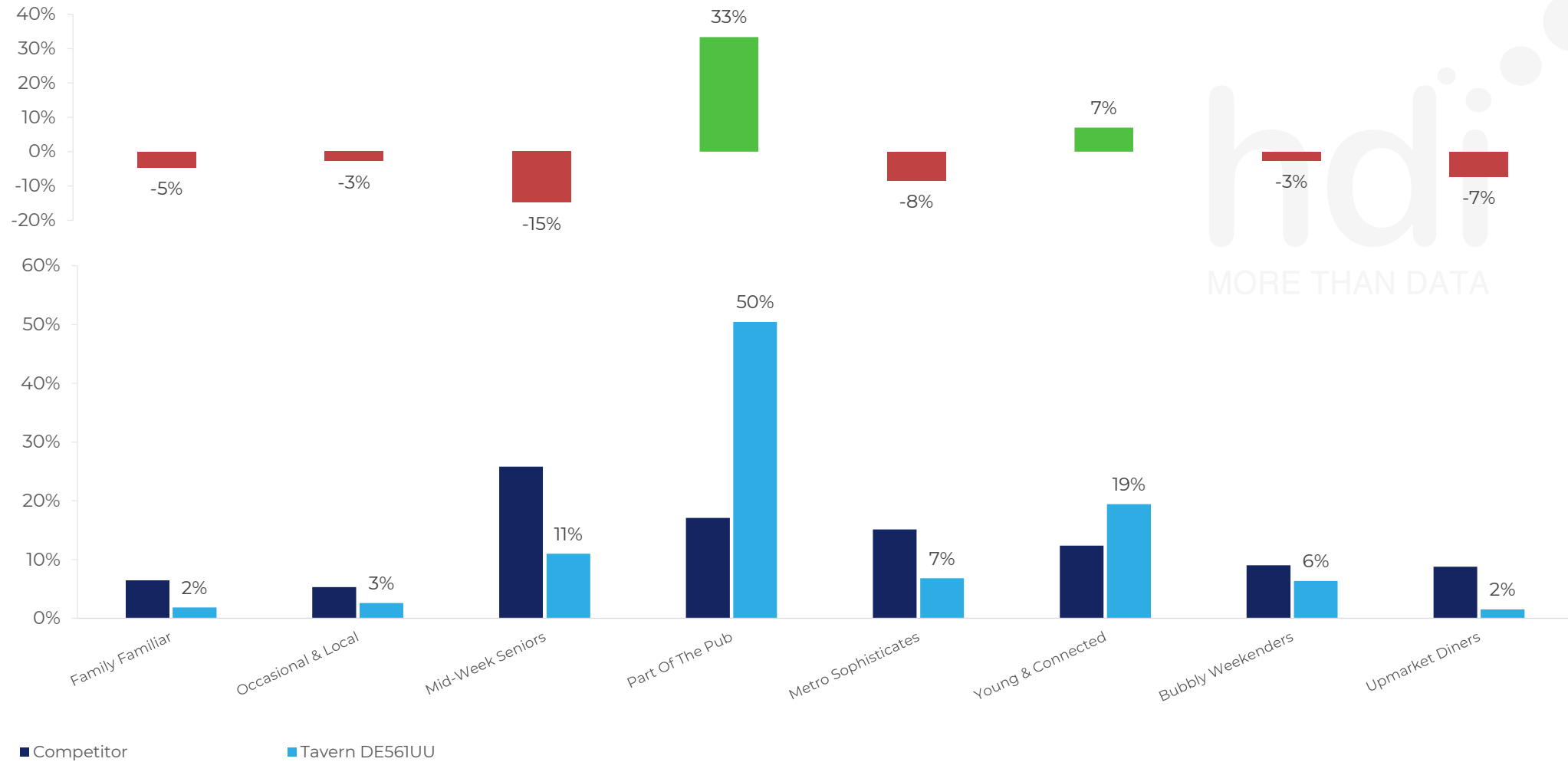




Punch Segmentation

How does the Custom segmentation profile of customers who visit Tavern DE561UU compare versus its competitors?

% of spend for Tavern DE561UU and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Segment

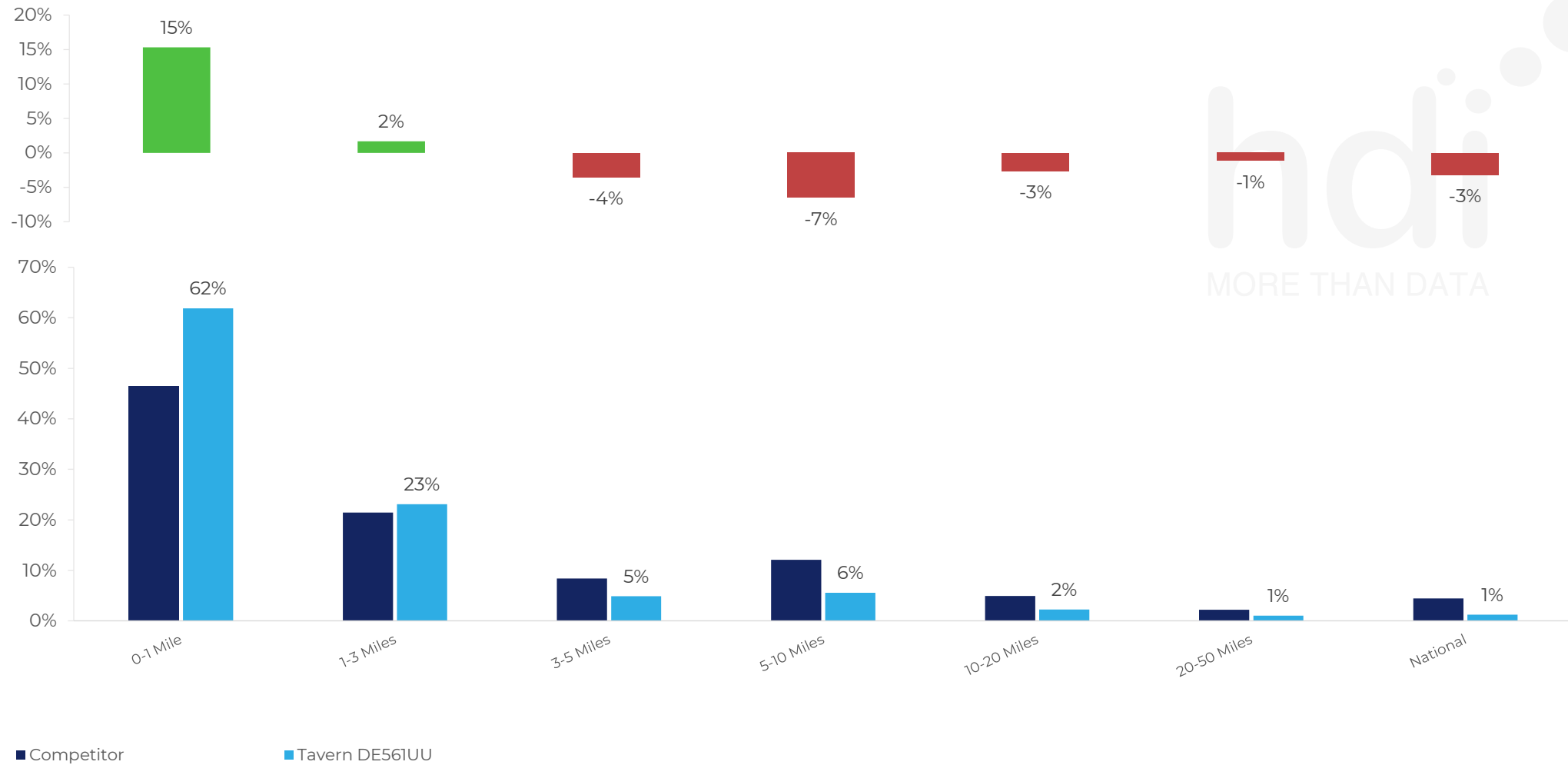




Spend by Distance

How does the spend profile of Tavern DE561UU compare versus its competitors based on travel distances?

% of spend for Tavern DE561UU and 97 Chains in 1 Miles from 01/03/2023 - 21/02/2024 split by Distance travelled

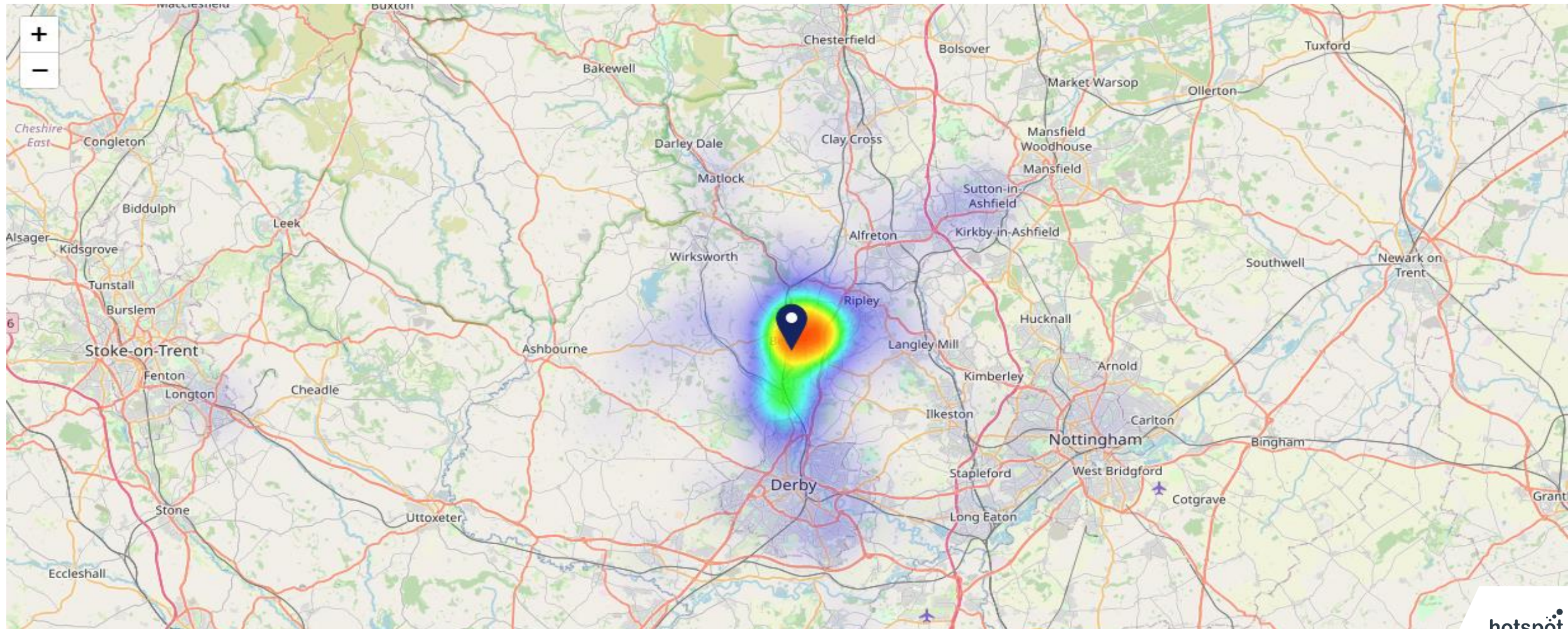




Map of Guest Origin

Where do customers of Tavern DE561UU come from?

Where do customers of Tavern DE561UU for 01/03/2023 - 21/02/2024 live

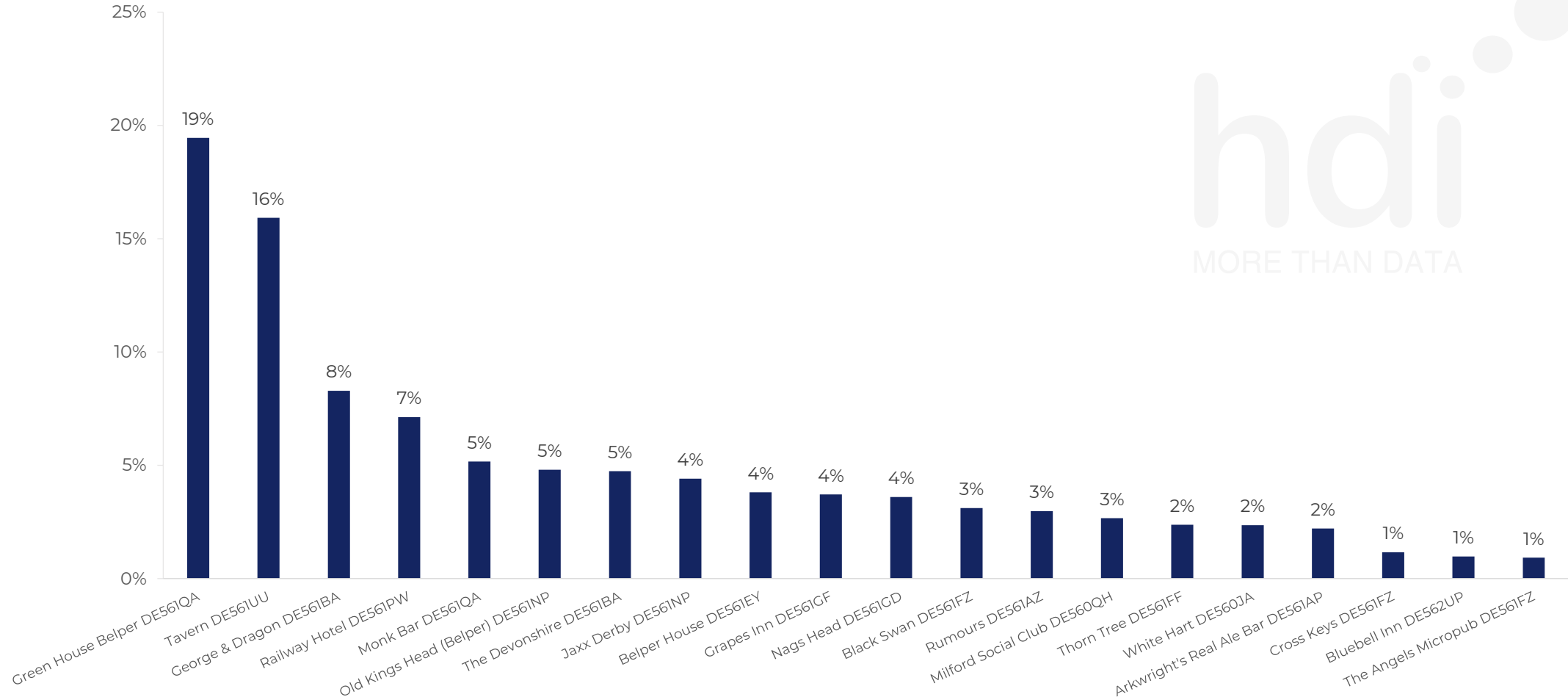




Share of Wallet

What are the Top 20 venues (by spend) that customers of Tavern DE561UU also visit?

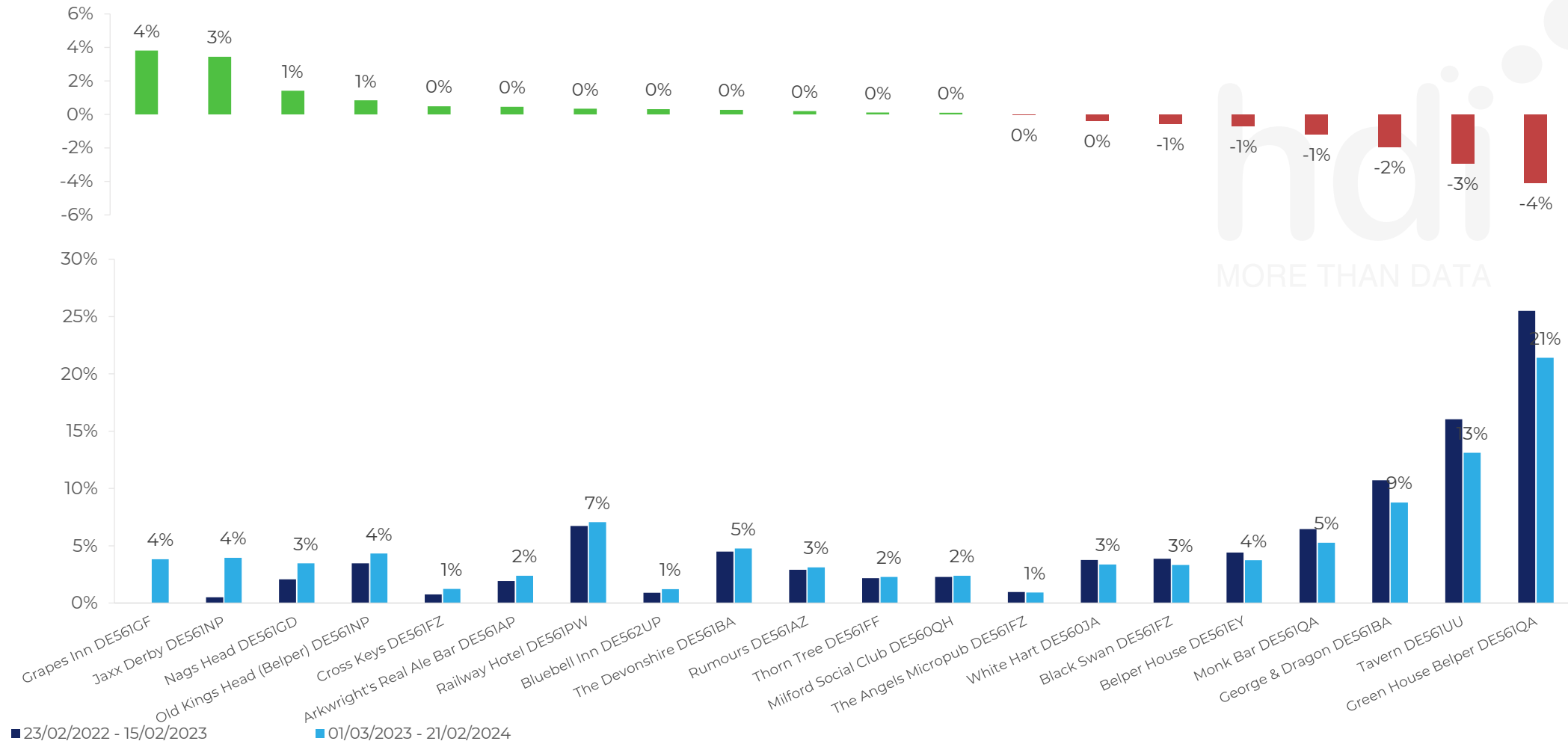
For customers of Tavern DE561UU, who are the top 20 competitors from 97 Chains in 1 Miles for 01/03/2023 - 21/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Tavern DE561UU changed between two date ranges?





Market Summary

How does the local area for Tavern DE561UU 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	£539K	4	£539K	3	£26.93M	7	£52.25M	5
Weekpart	Mon - Thu	35.3%	3	35.3%	2	35.7%	1	36.2%	1
Weekpart	Fri - Sat	43.7%	5	43.7%	5	49.4%	10	46.6%	10
Weekpart	Sun	21.0%	9	21.0%	10	14.8%	5	17.2%	9
Age	18 to 24	5.6%	5	5.6%	5	4.0%	3	3.9%	2
Age	25 to 34	32.8%	9	32.8%	10	15.7%	2	15.4%	2
Age	35 to 44	15.3%	1	15.3%	1	20.8%	3	20.3%	2
Age	45 to 54	9.4%	1	9.4%	1	20.9%	6	20.1%	5
Age	55 to 64	28.9%	10	28.9%	10	23.5%	10	22.9%	10
Age	65 to 74	6.9%	6	6.9%	6	10.3%	9	11.0%	9
Age	75+	1.0%	3	1.0%	2	4.8%	9	6.3%	10
CAMEO	Business Elite	3.3%	3	3.3%	3	3.6%	3	5.6%	4
CAMEO	Prosperous Professionals	0.9%	1	0.9%	1	3.6%	3	5.0%	4
CAMEO	Flourishing Society	7.4%	3	7.4%	3	6.8%	2	8.9%	3
CAMEO	Content Communities	8.8%	3	8.8%	2	17.3%	9	18.1%	10
CAMEO	White Collar Neighbourhoods	20.8%	10	20.8%	10	8.7%	3	7.4%	1
CAMEO	Enterprising Mainstream	33.7%	10	33.7%	10	23.8%	10	21.1%	10
CAMEO	Paying The Mortgage	13.6%	5	13.6%	5	17.1%	7	16.6%	7
CAMEO	Cash Conscious Communities	8.0%	5	8.0%	5	13.1%	8	11.4%	8
CAMEO	On A Budget	2.3%	2	2.3%	1	3.3%	2	3.0%	1
CAMEO	Family Value	1.2%	4	1.2%	3	2.6%	6	2.8%	5
Affluence	AB	11.6%	2	11.6%	2	14.0%	2	19.5%	3
Affluence	C1C2	76.9%	10	76.9%	10	67.0%	10	63.3%	10
Affluence	DE	11.5%	2	11.5%	2	19.0%	5	17.2%	4