



Site Summary



Otter & Fish Inn DL22AH

DL22AH

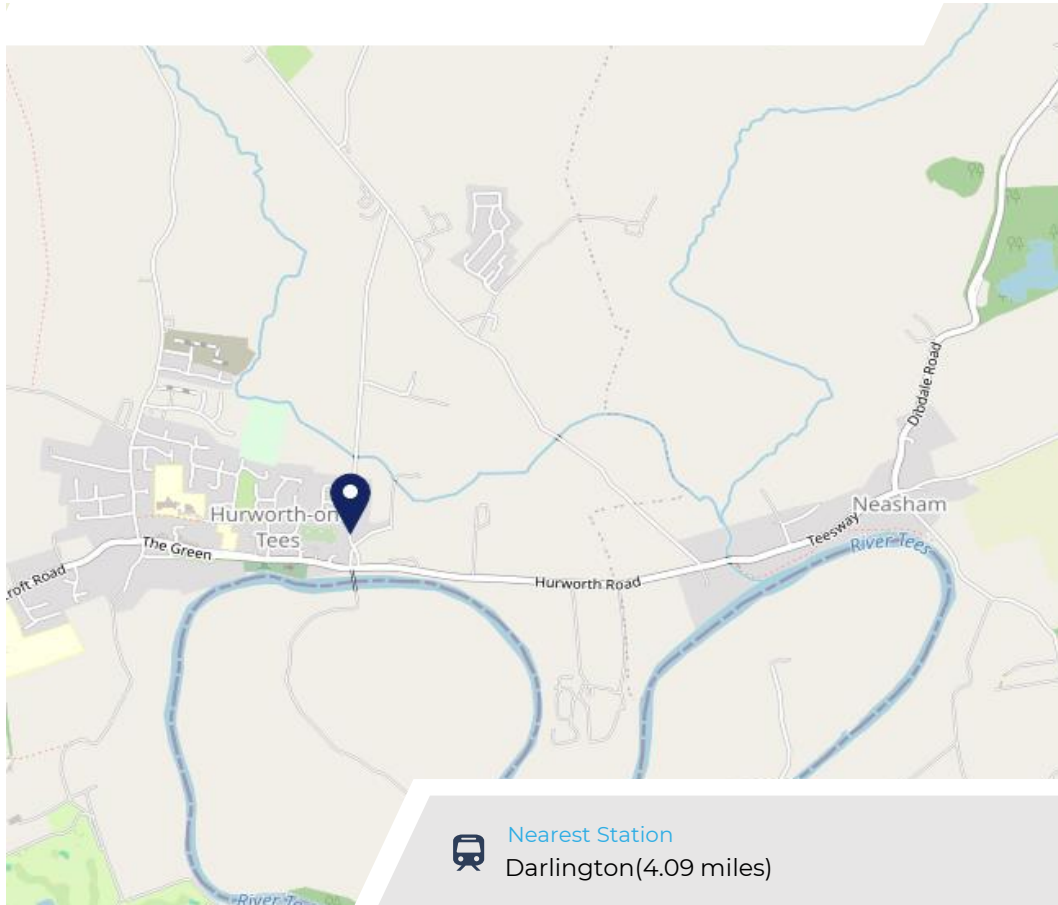
Punch T&L

Work Area
Darlington

Region
North East

TV Region
Tyne Tees

Urbanicity
Rural town and fringe



ATV
£33.29



Gender
58.28%
Male



Affluence
62.52%
Middle Income



Segmentation
17.72%
White Collar Neighbourhoods



Age Group
22.26%
45 to 54



Visit Day
26.83%
Sat

Top Competitors

Bay Horse Hurworth On DL22AA **#1**
 Stonegate PP

Emerson Arms Hurworth DL22AQ **#2**
 Stonegate PP

Fox & Hounds Neasham DL21QP **#3**
 Stonegate PP



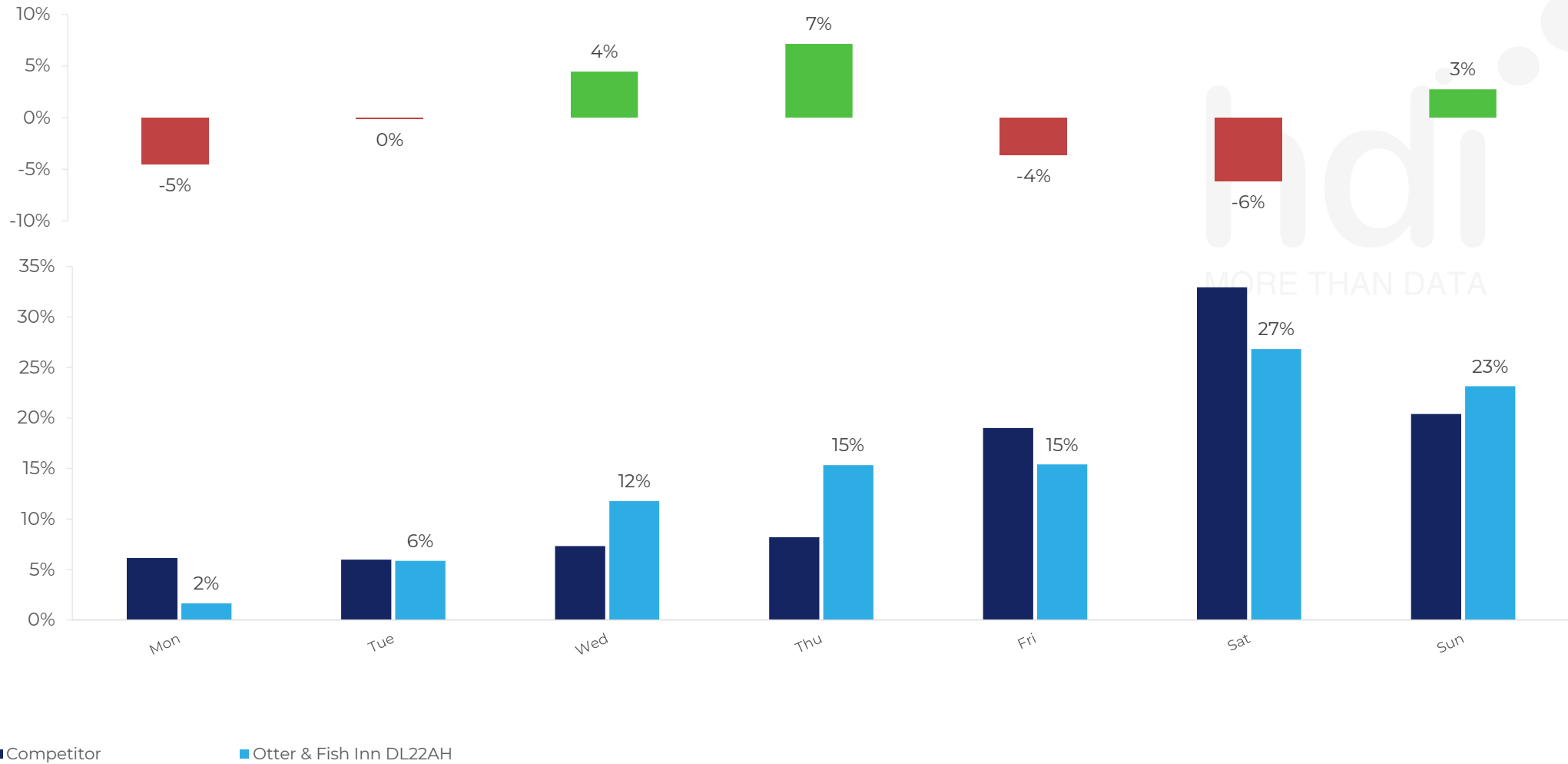
Nearest Station
Darlington(4.09 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Otter & Fish Inn DL22AH versus its competitors?

% of spend for Otter & Fish Inn DL22AH and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Day of Week

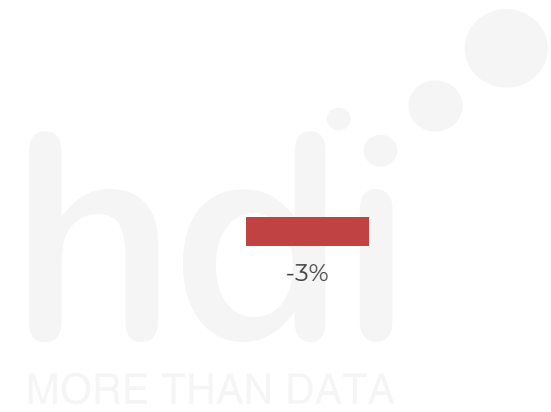
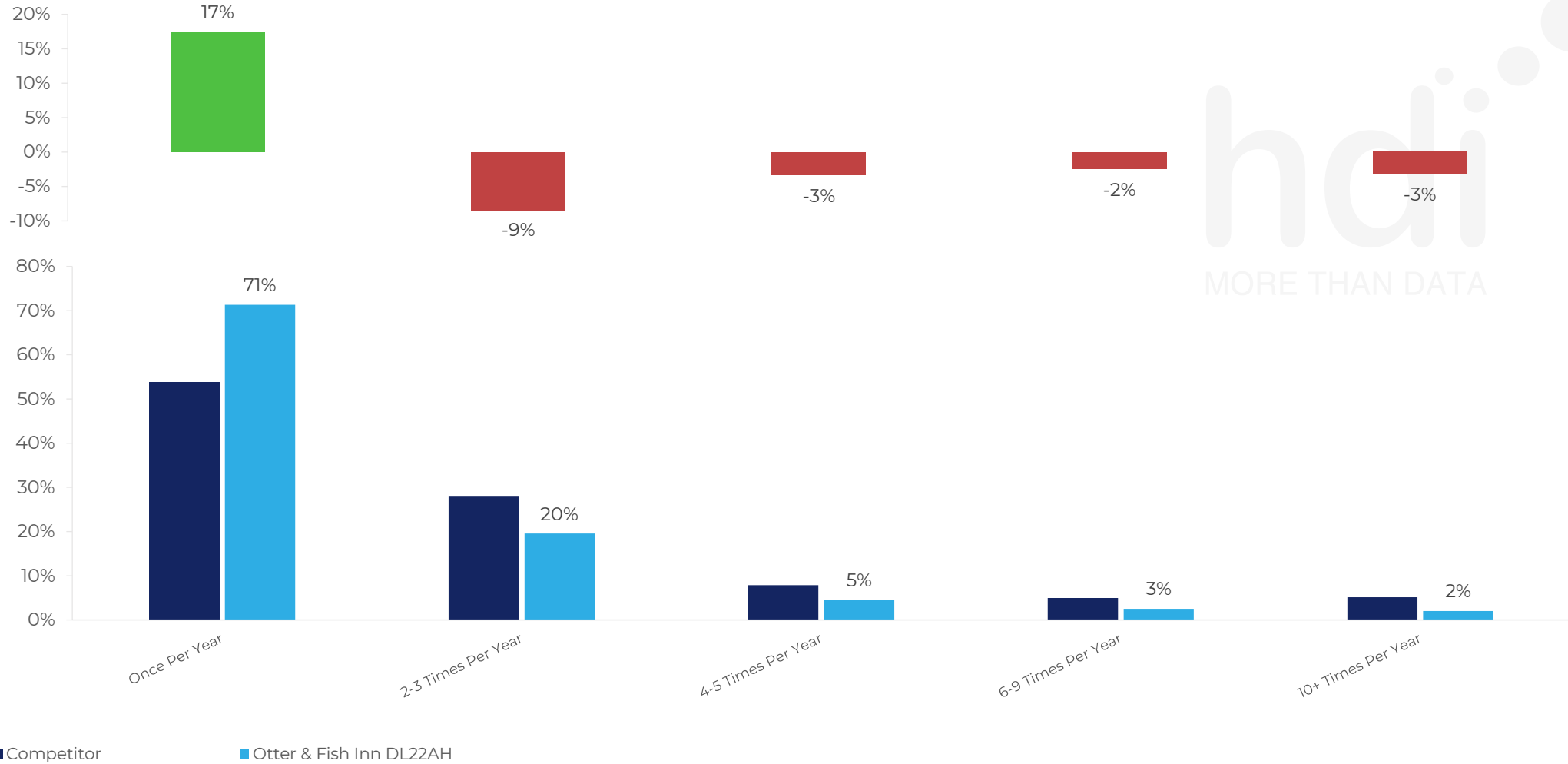




Visit Frequency

How frequently per year do customers visit Otter & Fish Inn DL22AH versus its competitors?

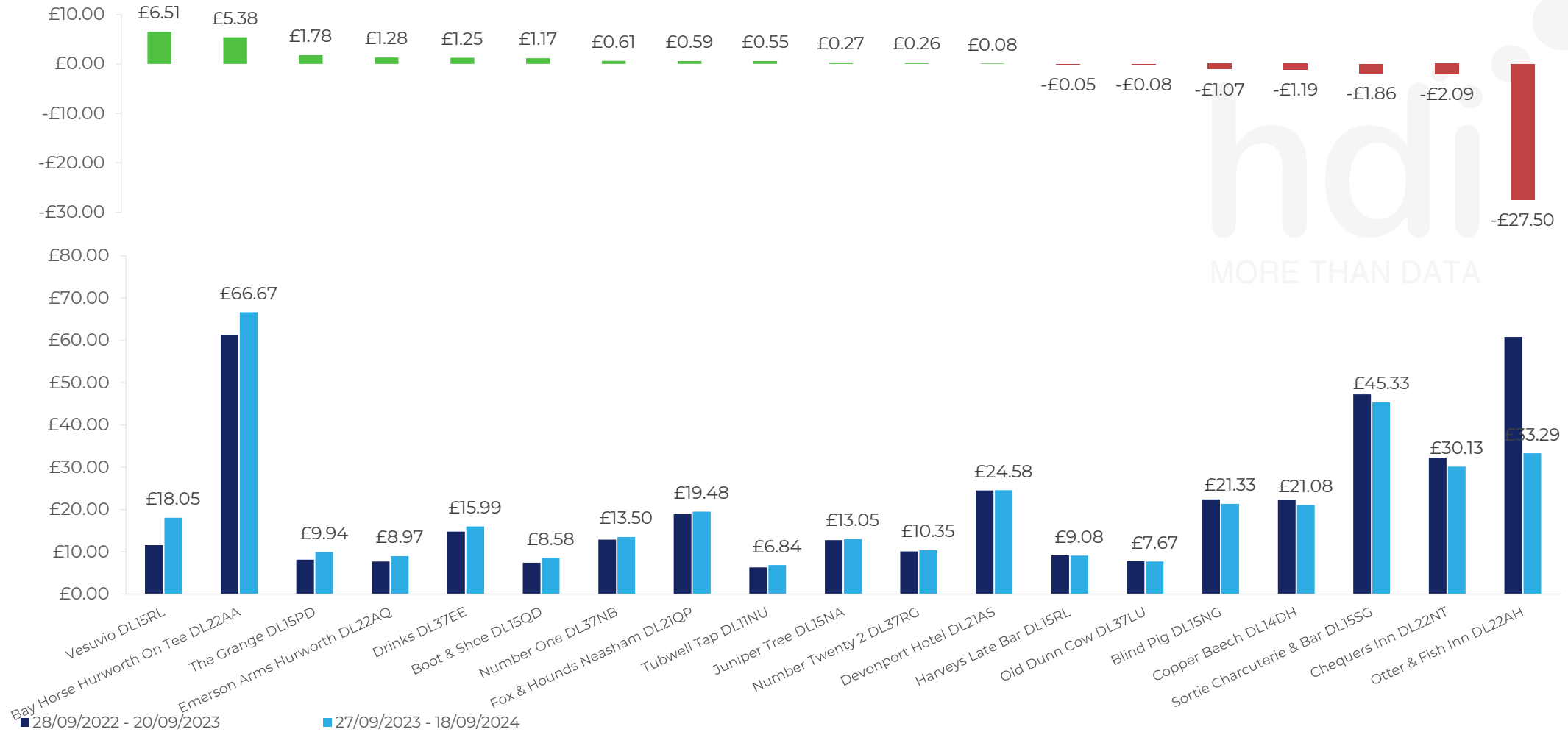
% of customer numbers for Otter & Fish Inn DL22AH and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

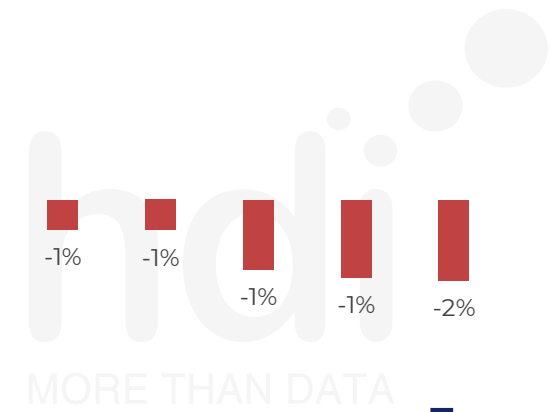
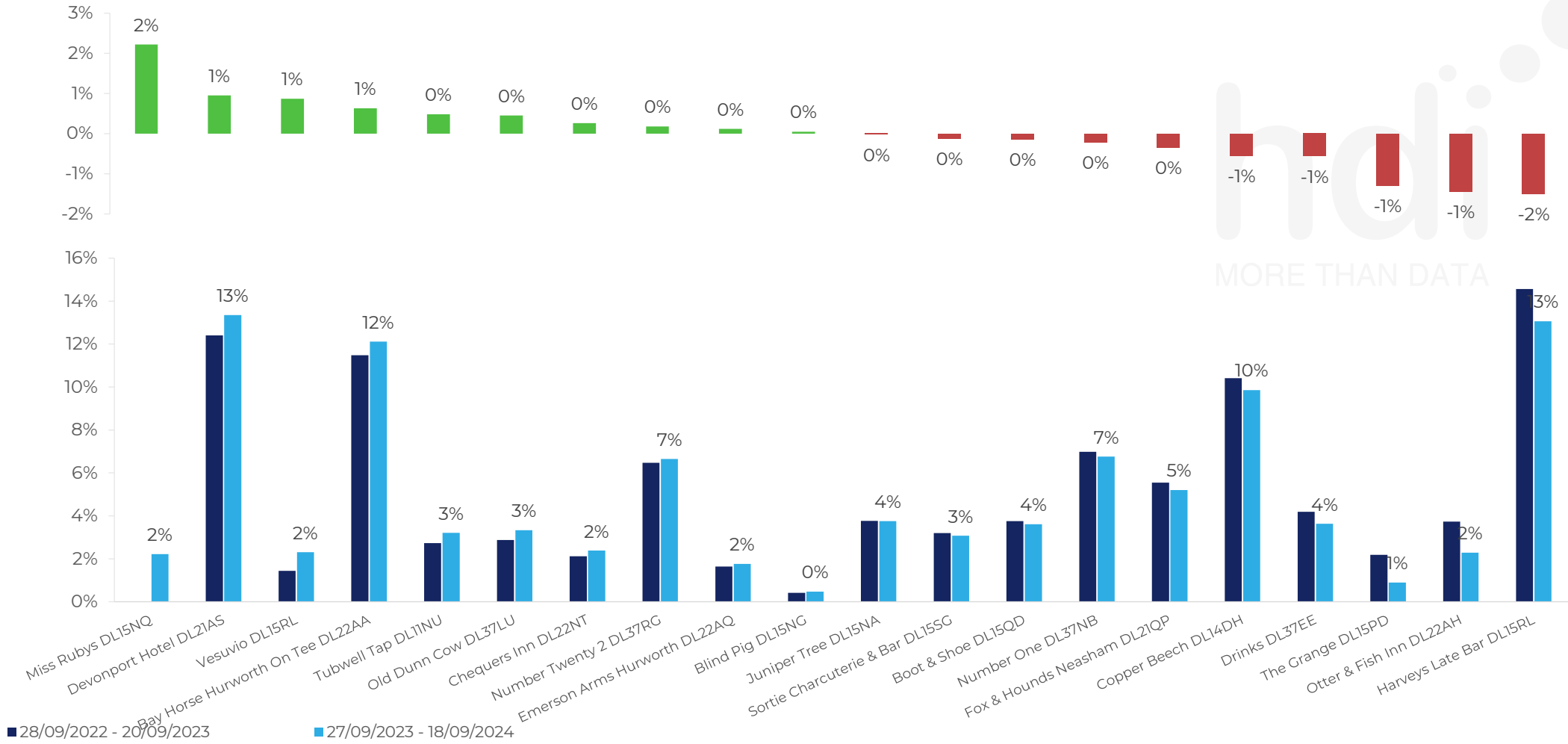




Market Share Change

How has market share changed between two date ranges?

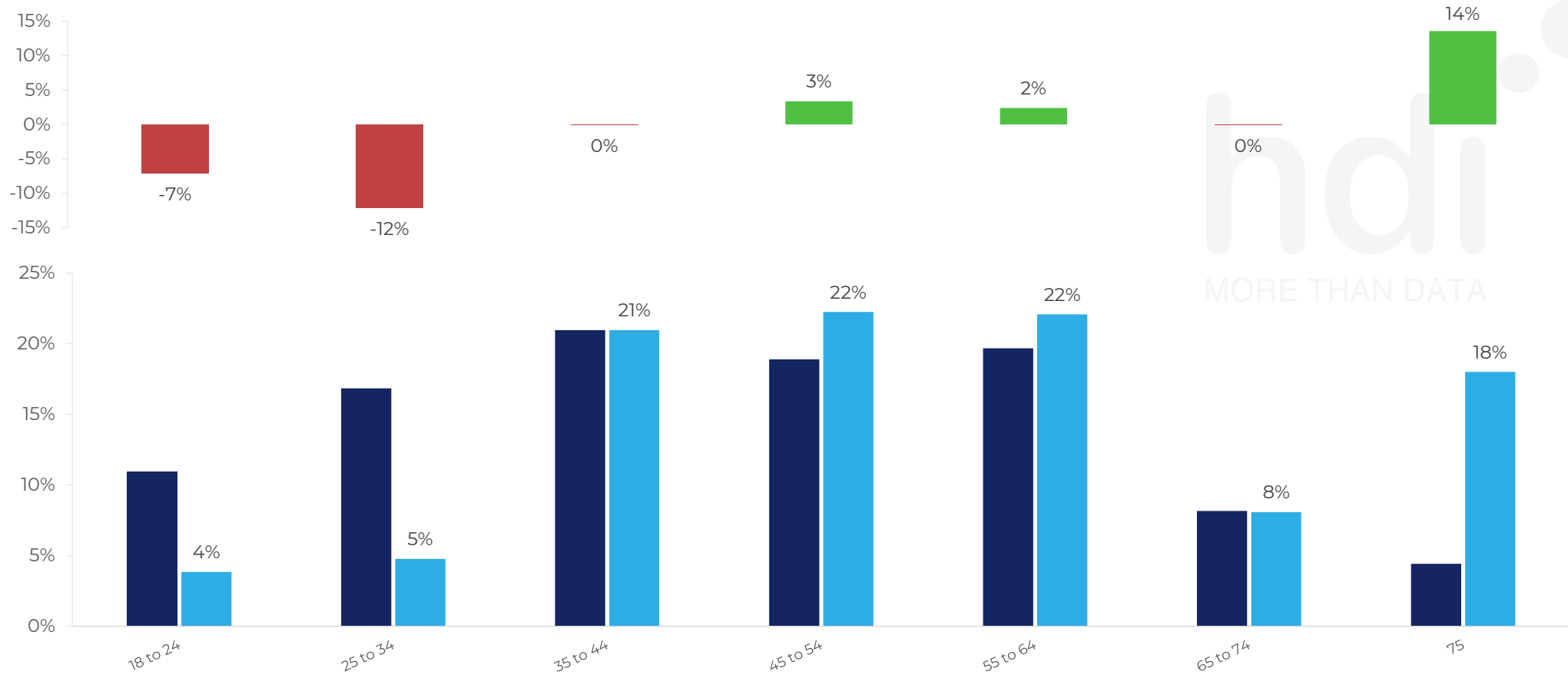
% of market share spend for Otter & Fish Inn DL22AH and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024



Age

How does the age profile of customers who visit Otter & Fish Inn DL22AH compare versus its competitors?

% of spend for Otter & Fish Inn DL22AH and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Age Range



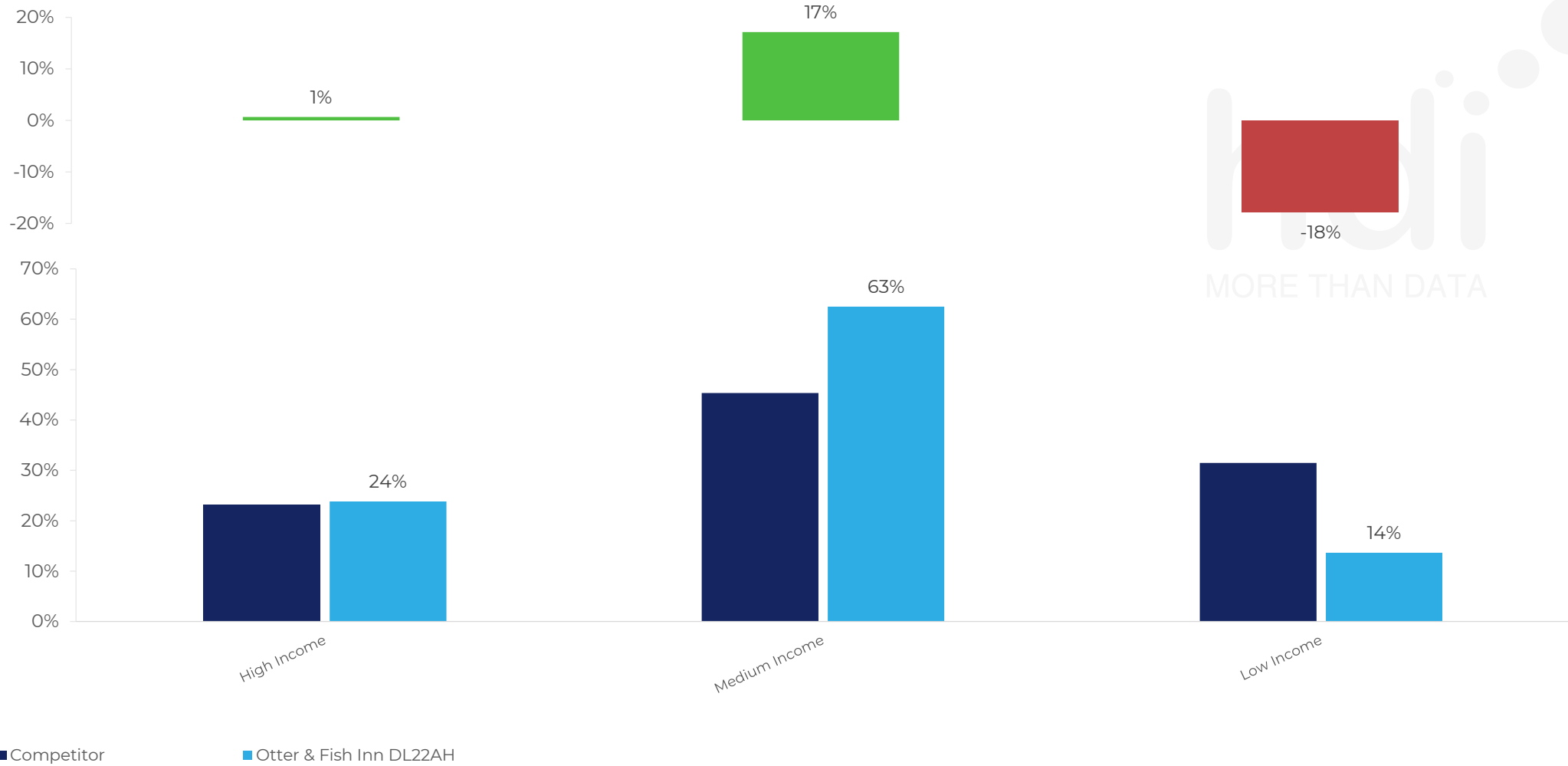
■ Competitor

■ Otter & Fish Inn DL22AH

Affluence

How does the affluence of customers who visit Otter & Fish Inn DL22AH compare versus its competitors?

% of spend for Otter & Fish Inn DL22AH and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Affluence

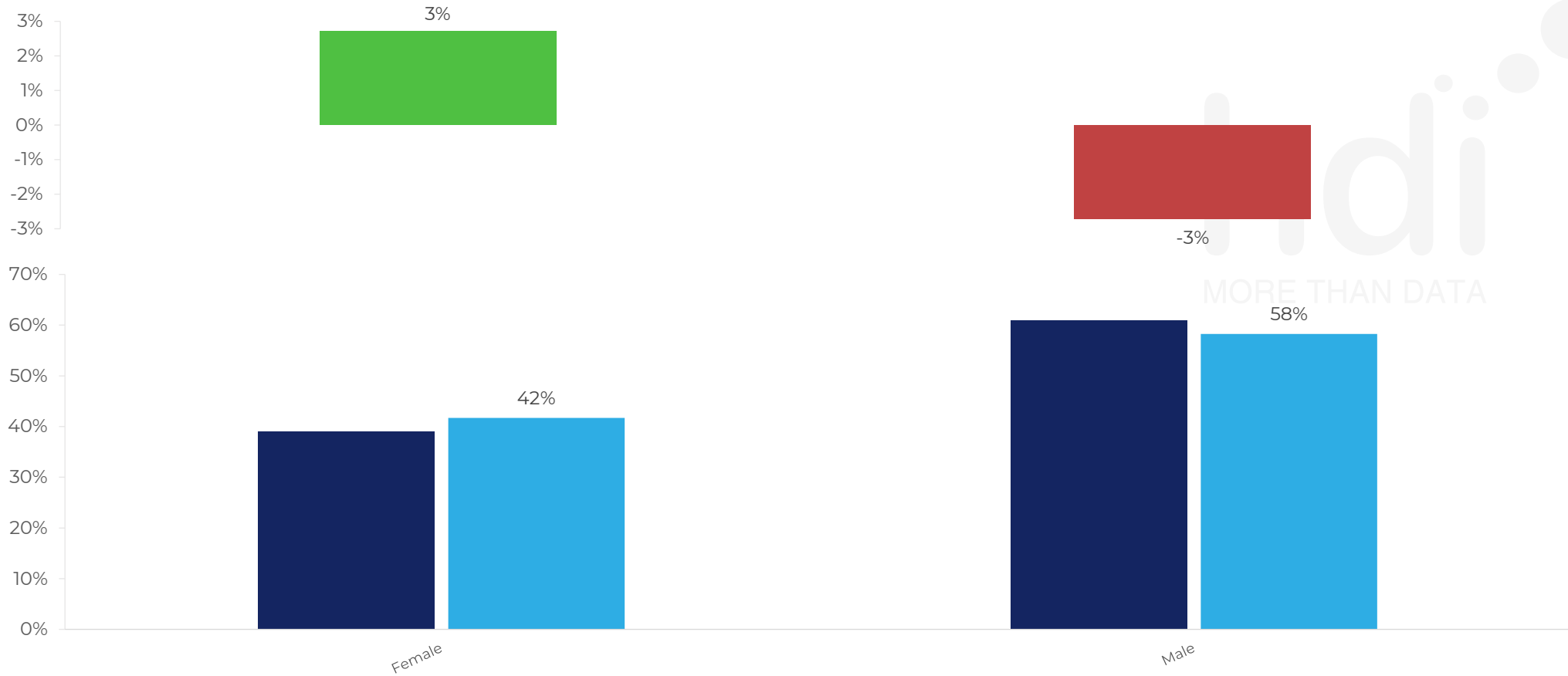




Gender

How does the gender profile of customers who visit Otter & Fish Inn DL22AH compare versus its competitors?

% of spend for Otter & Fish Inn DL22AH and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Gender



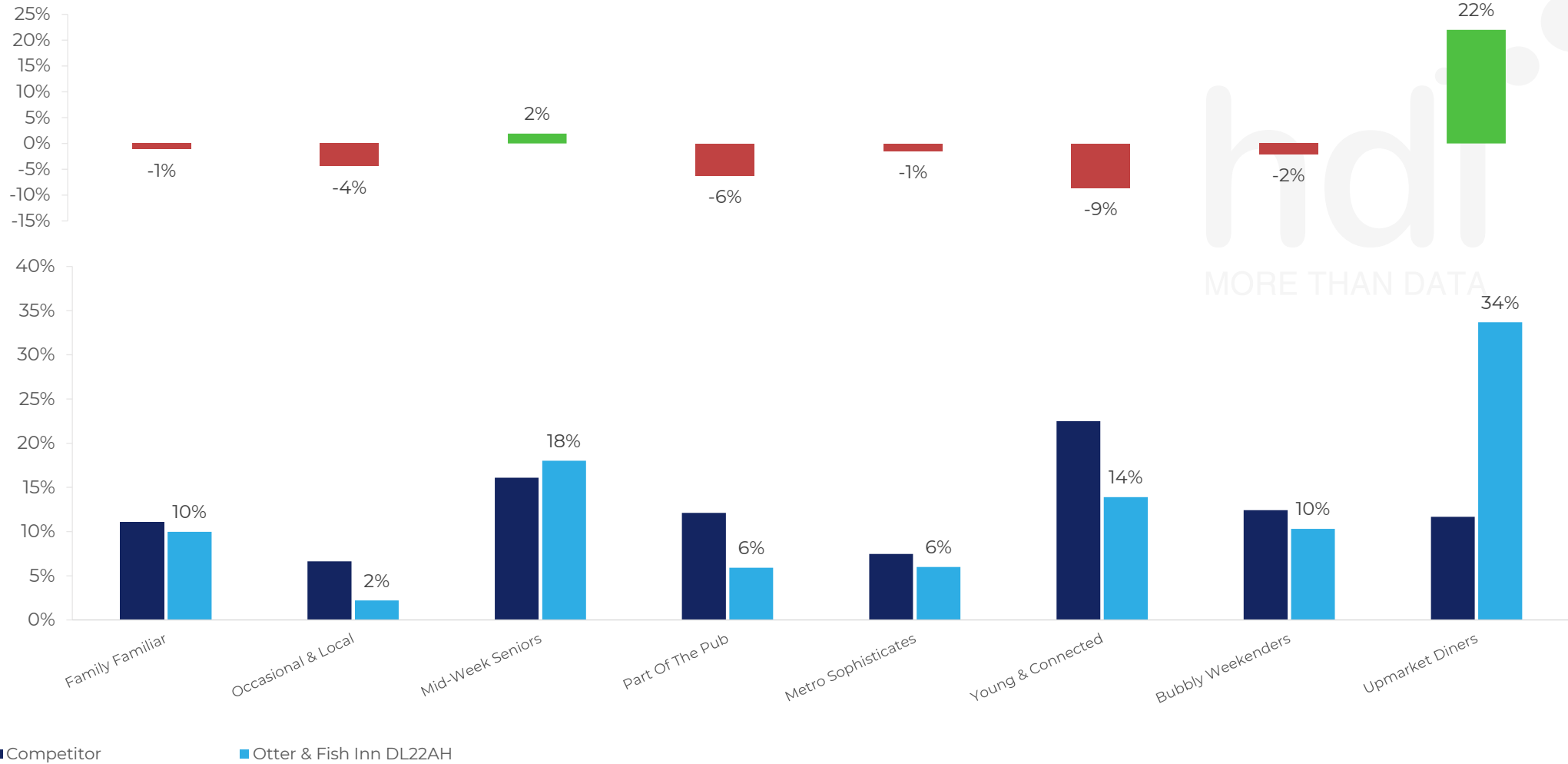
■ Competitor

■ Otter & Fish Inn DL22AH

Punch Segmentation

How does the Custom segmentation profile of customers who visit Otter & Fish Inn DL22AH compare versus its competitors?

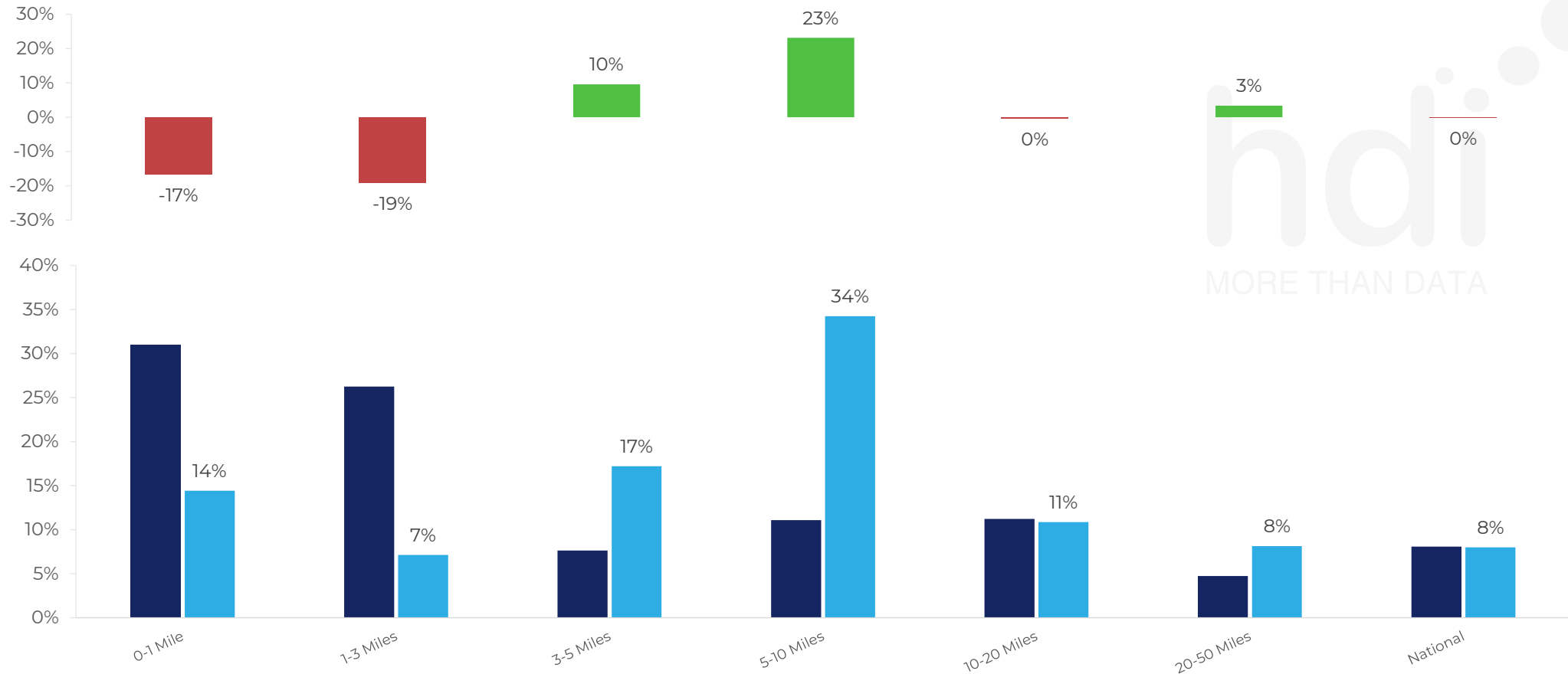
% of spend for Otter & Fish Inn DL22AH and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Segment



Spend by Distance

How does the spend profile of Otter & Fish Inn DL22AH compare versus its competitors based on travel distances?

% of spend for Otter & Fish Inn DL22AH and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Distance travelled



■ Competitor

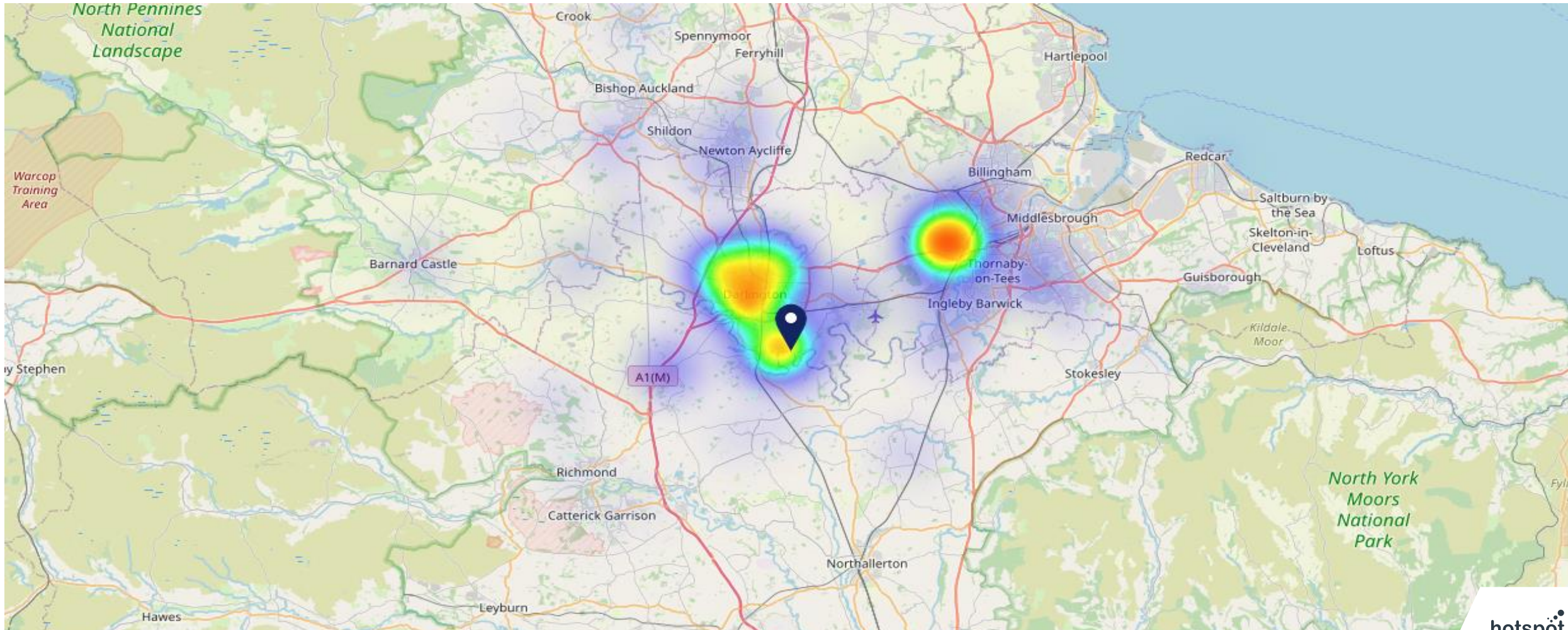
■ Otter & Fish Inn DL22AH



Map of Guest Origin

Where do customers of Otter & Fish Inn DL22AH come from?

Where do customers of Otter & Fish Inn DL22AH for 27/09/2023 - 18/09/2024 live

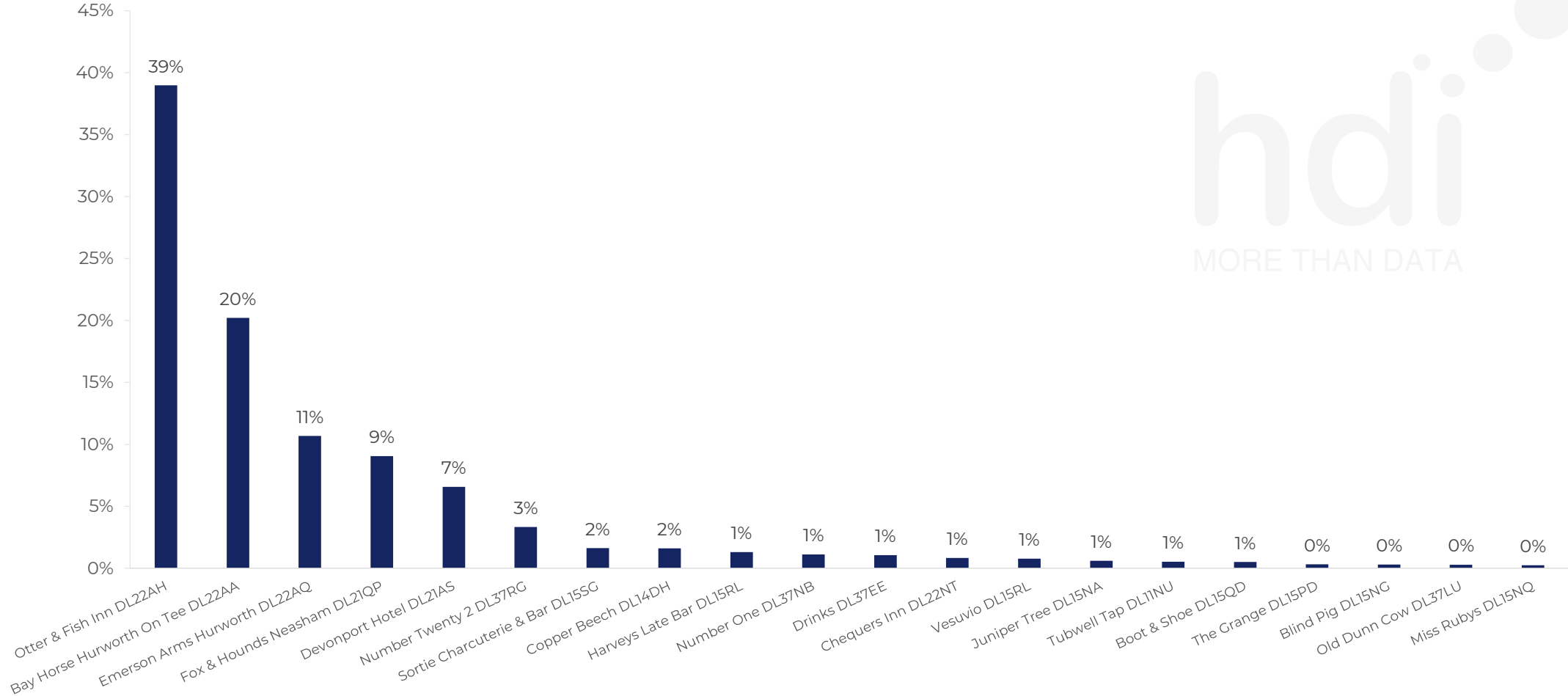




Share of Wallet

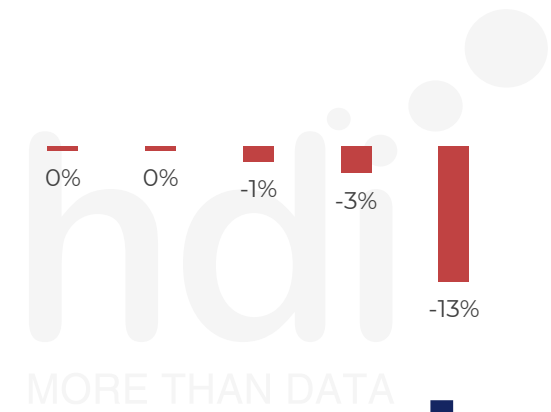
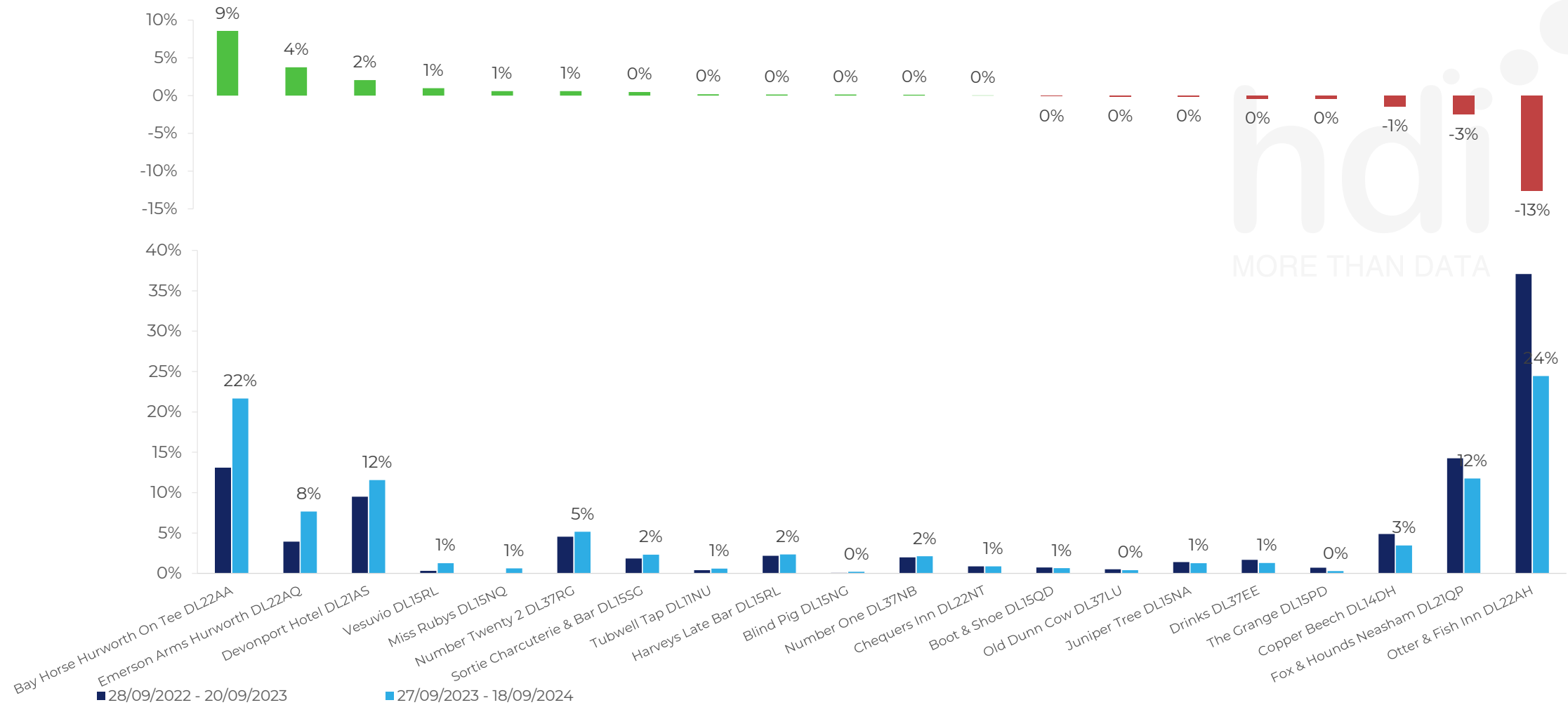
What are the Top 20 venues (by spend) that customers of Otter & Fish Inn DL22AH also visit?

For customers of Otter & Fish Inn DL22AH, who are the top 20 competitors from 92 Chains in 3 Miles for 27/09/2023 - 18/09/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Otter & Fish Inn DL22AH changed between two date ranges?





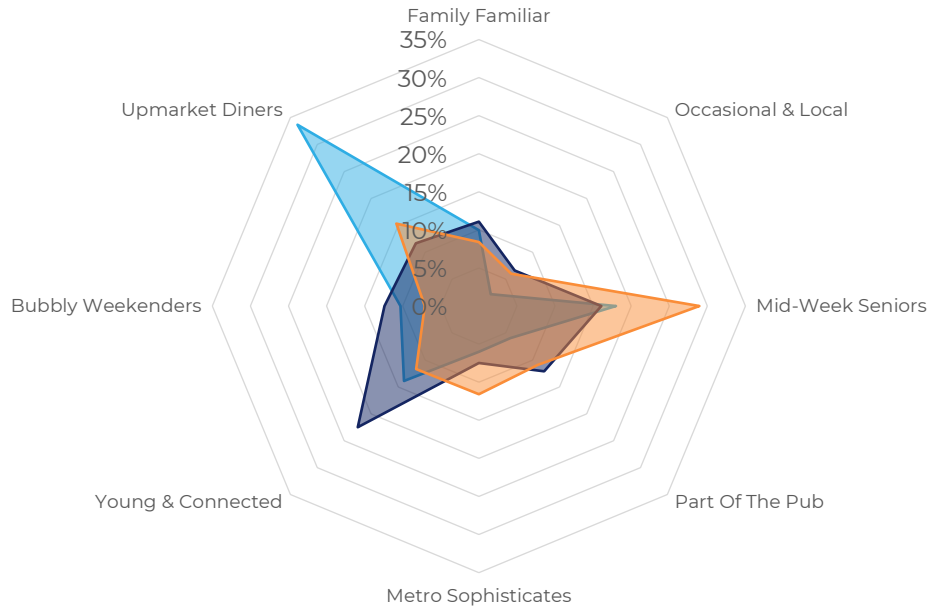
Market Summary

How does the local area for Otter & Fish Inn DL22AH 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	£480K	3	£1.71M	4	£2.26M	2	£44.34M	4
Weekpart	Mon - Thu	35.3%	3	37.2%	3	36.8%	2	40.5%	4
Weekpart	Fri - Sat	45.4%	6	42.4%	5	41.4%	4	42.7%	6
Weekpart	Sun	19.3%	9	20.3%	10	21.8%	10	16.8%	8
Age	18 to 24	2.4%	2	1.3%	1	1.7%	1	9.8%	8
Age	25 to 34	5.3%	1	7.6%	1	8.6%	1	18.1%	3
Age	35 to 44	20.4%	4	19.5%	3	19.8%	2	23.5%	5
Age	45 to 54	21.0%	6	22.8%	8	21.1%	7	19.3%	4
Age	55 to 64	33.0%	10	26.4%	10	29.6%	10	17.5%	8
Age	65 to 74	7.7%	7	12.2%	9	10.7%	9	8.0%	7
Age	75+	10.3%	10	10.2%	10	8.5%	10	3.7%	7
CAMEO	Business Elite	2.1%	2	8.0%	6	6.3%	5	3.7%	3
CAMEO	Prosperous Professionals	10.3%	9	11.7%	10	11.2%	9	4.0%	2
CAMEO	Flourishing Society	12.6%	6	17.7%	8	19.7%	8	9.4%	3
CAMEO	Content Communities	15.9%	8	16.2%	9	14.5%	8	11.1%	3
CAMEO	White Collar Neighbourhoods	20.6%	10	14.6%	9	13.6%	8	10.4%	4
CAMEO	Enterprising Mainstream	9.8%	7	9.3%	7	8.8%	6	8.4%	5
CAMEO	Paying The Mortgage	16.3%	7	11.9%	4	11.7%	4	17.8%	8
CAMEO	Cash Conscious Communities	5.3%	2	4.4%	2	6.8%	3	13.3%	9
CAMEO	On A Budget	4.0%	3	2.7%	2	3.2%	2	8.2%	7
CAMEO	Family Value	3.0%	6	3.5%	6	4.3%	7	13.7%	10
Affluence	AB	25.0%	5	37.4%	8	37.2%	7	17.1%	2
Affluence	C1C2	62.7%	10	52.0%	7	48.6%	5	47.7%	5
Affluence	DE	12.3%	3	10.6%	2	14.2%	3	35.2%	10



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
Otter & Fish Inn	93	9.98%	2.21%	18.00%	5.90%	6.00%	13.90%	10.30%	33.68%
Local Catchment	2599	11.09%	6.63%	16.08%	12.12%	7.46%	22.49%	12.41%	11.68%
Punch T&L	102580	8.41%	6.02%	28.95%	10.93%	11.57%	11.67%	7.09%	15.32%
Otter & Fish Inn vs Local Catchment		-1.11%	-4.42%	1.92%	-6.22%	-1.46%	-8.59%	-2.11%	22.00%
Otter & Fish Inn vs Punch T&L		1.57%	-3.81%	-10.95%	-5.03%	-5.57%	2.23%	3.21%	18.36%
Local Catchment vs Punch T&L		2.68%	0.61%	-12.87%	1.19%	-4.11%	10.82%	5.32%	-3.64%

■ Otter & Fish Inn

■ Local Catchment

■ Punch T&L