



## Norton Tavern TS201PE

TS201PE

Punch T&amp;L



Work Area

Middlesbrough and Stockton



Region

North East



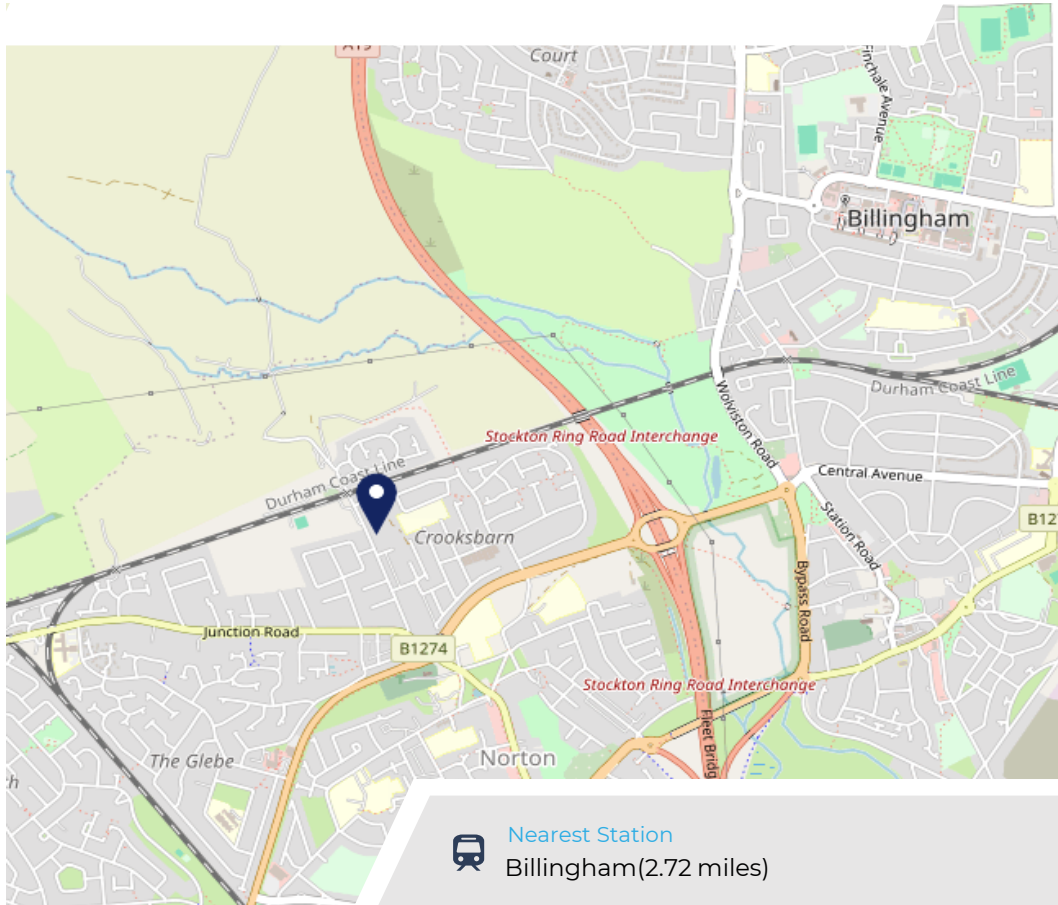
TV Region

Tyne Tees



Urbanicity

Urban city and town



ATV

**£17.63**

Gender

**58.73%**

Male



Affluence

**58.74%**

Middle Income



Segmentation

**23.69%**

Paying The Mortgage



Age Group

**32.57%**

45 to 54



Visit Day

**28.72%**

Sun

## Top Competitors



Stockton Arms Stockton #1

TS185BH

Stonegate PP



Scruffy Duck #2

TS201AH

Pub / Bar



The Highland Laddie #3

TS201AQ

JD Wetherspoon



Nearest Station

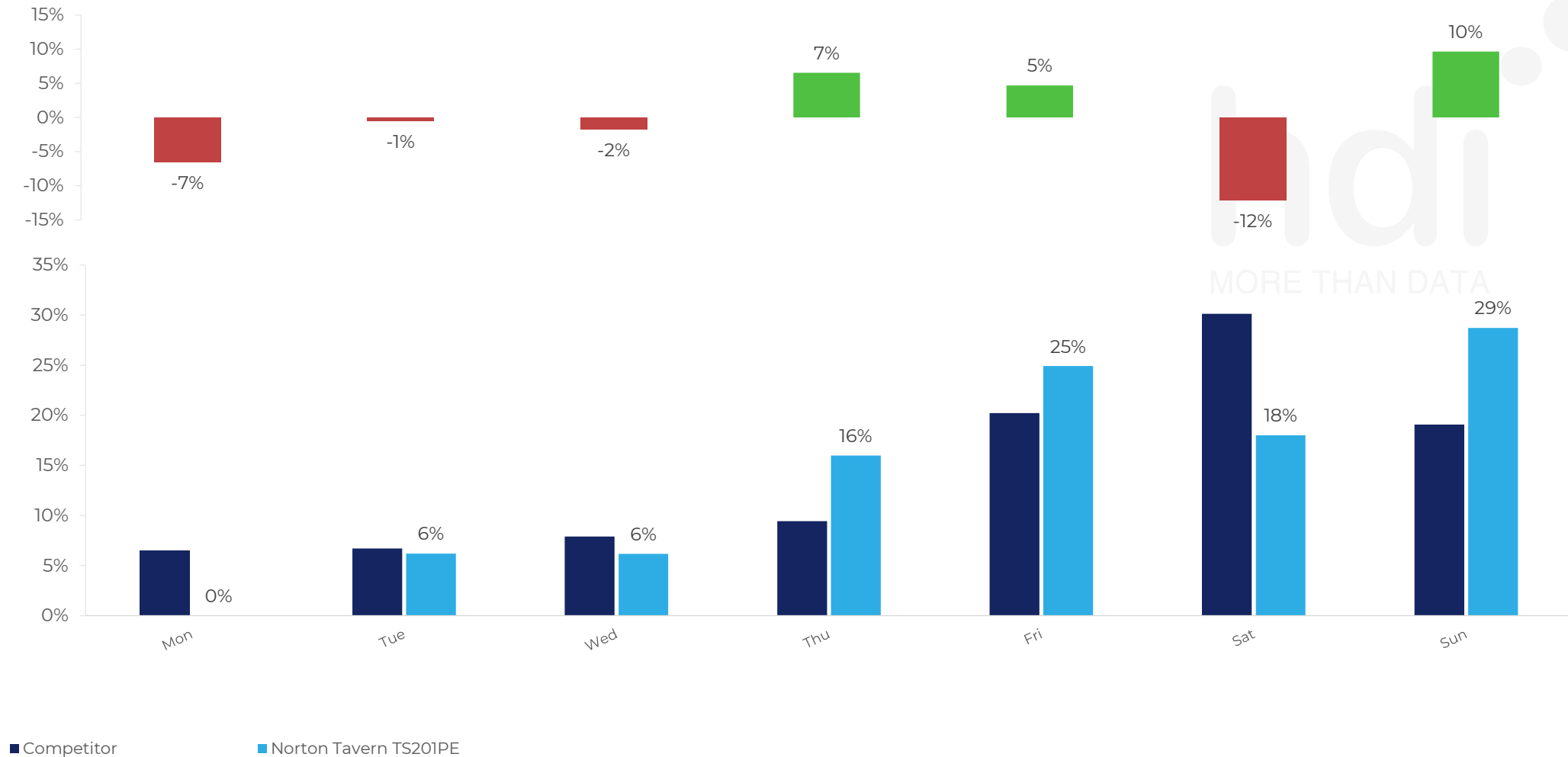
Billingham(2.72 miles)



## Spend by Weekpart

How is customer spend distributed throughout the week for Norton Tavern TS201PE versus its competitors?

% of spend for Norton Tavern TS201PE and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Day of Week

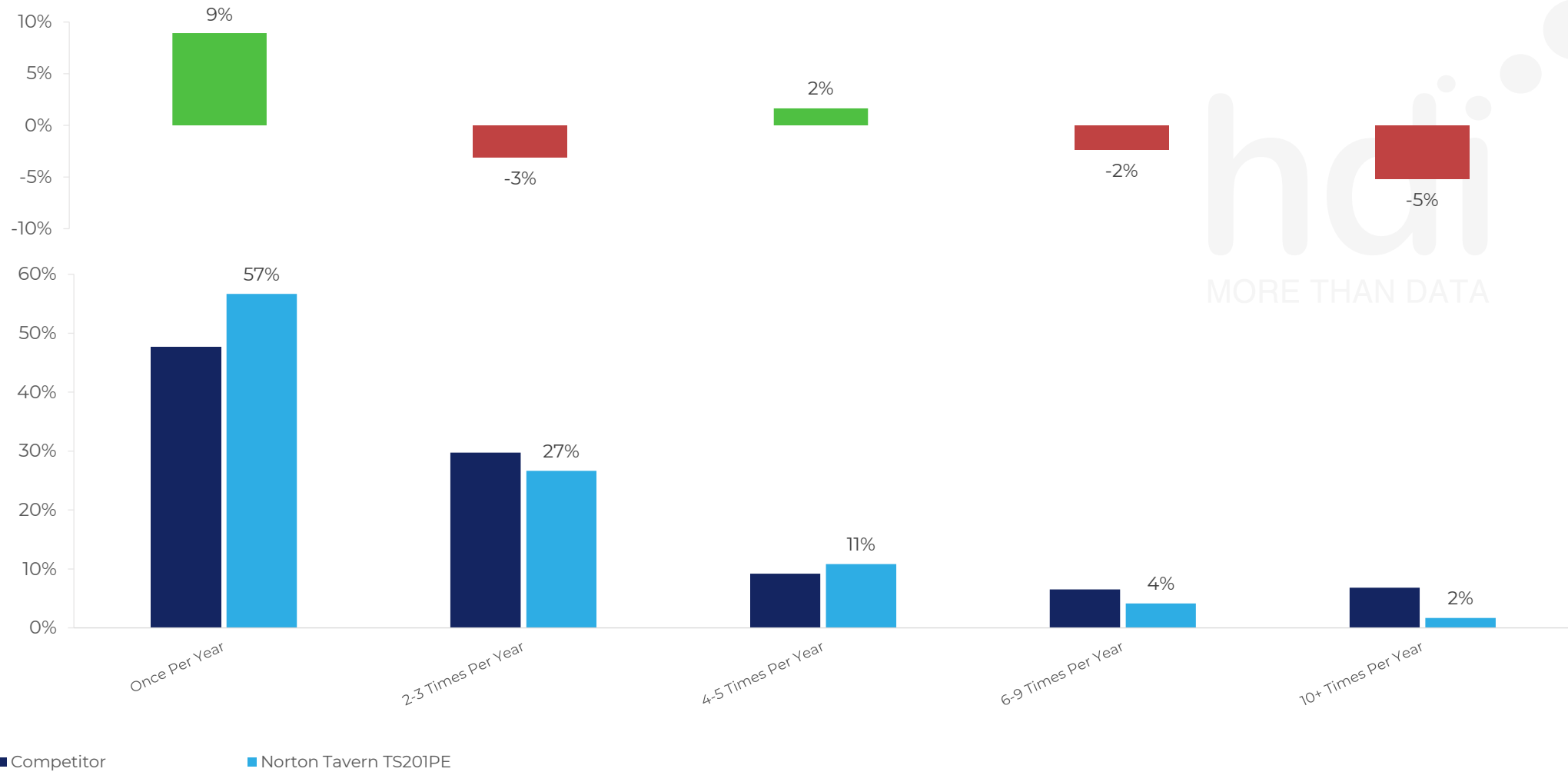




## Visit Frequency

How frequently per year do customers visit Norton Tavern TS201PE versus its competitors?

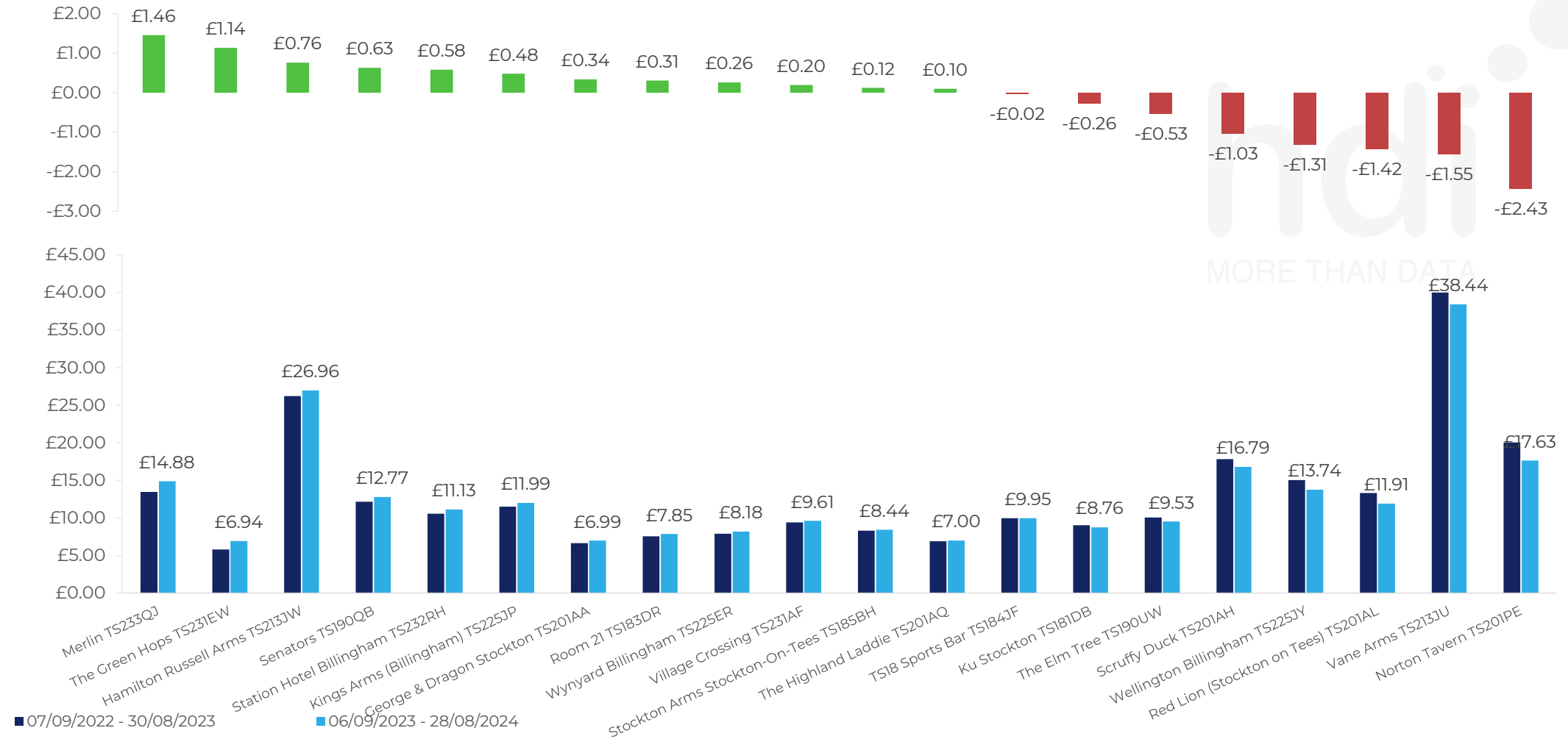
% of customer numbers for Norton Tavern TS201PE and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 and the number of visits made Per Annum





## ATV Change

How has ATV changed between two date ranges?

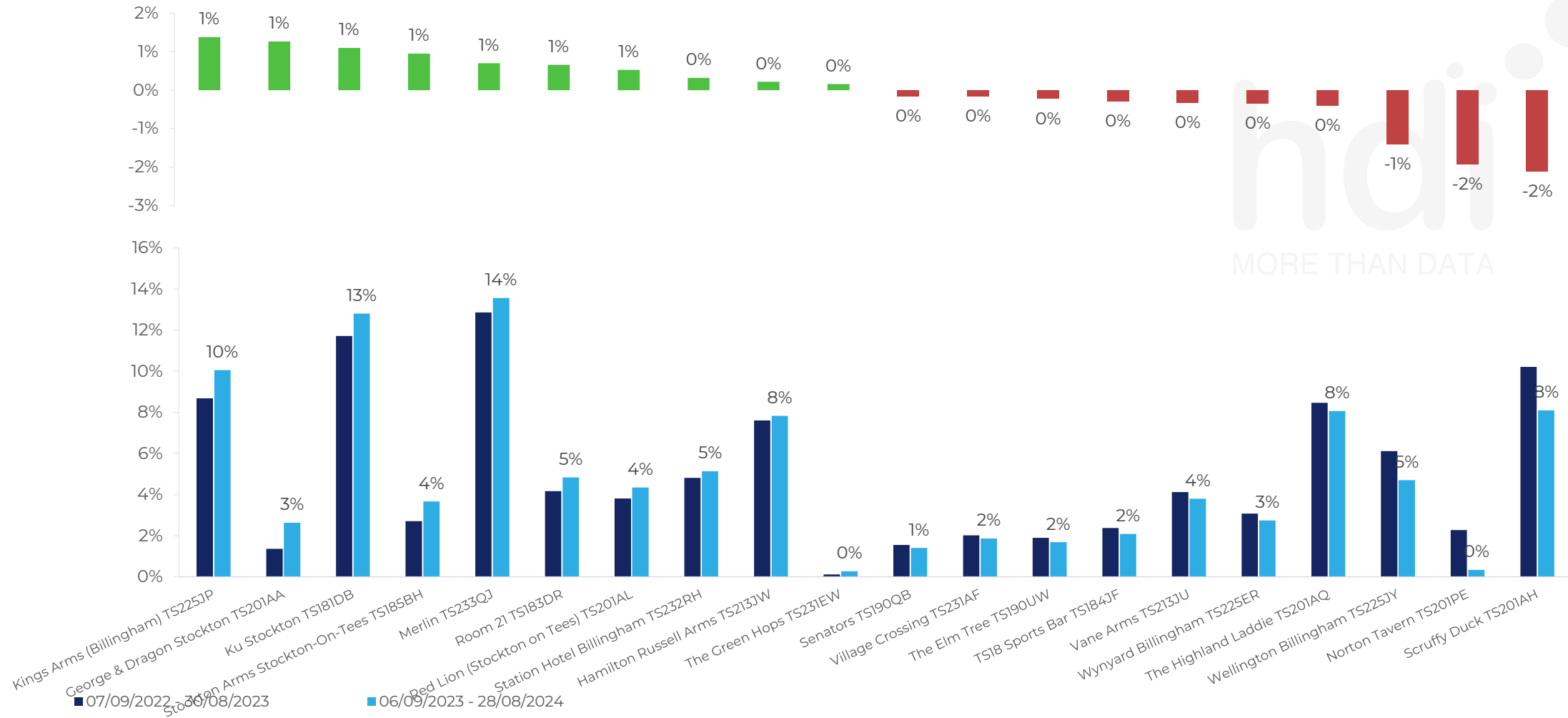




## Market Share Change

How has market share changed between two date ranges?

% of market share spend for Norton Tavern TS201PE and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024

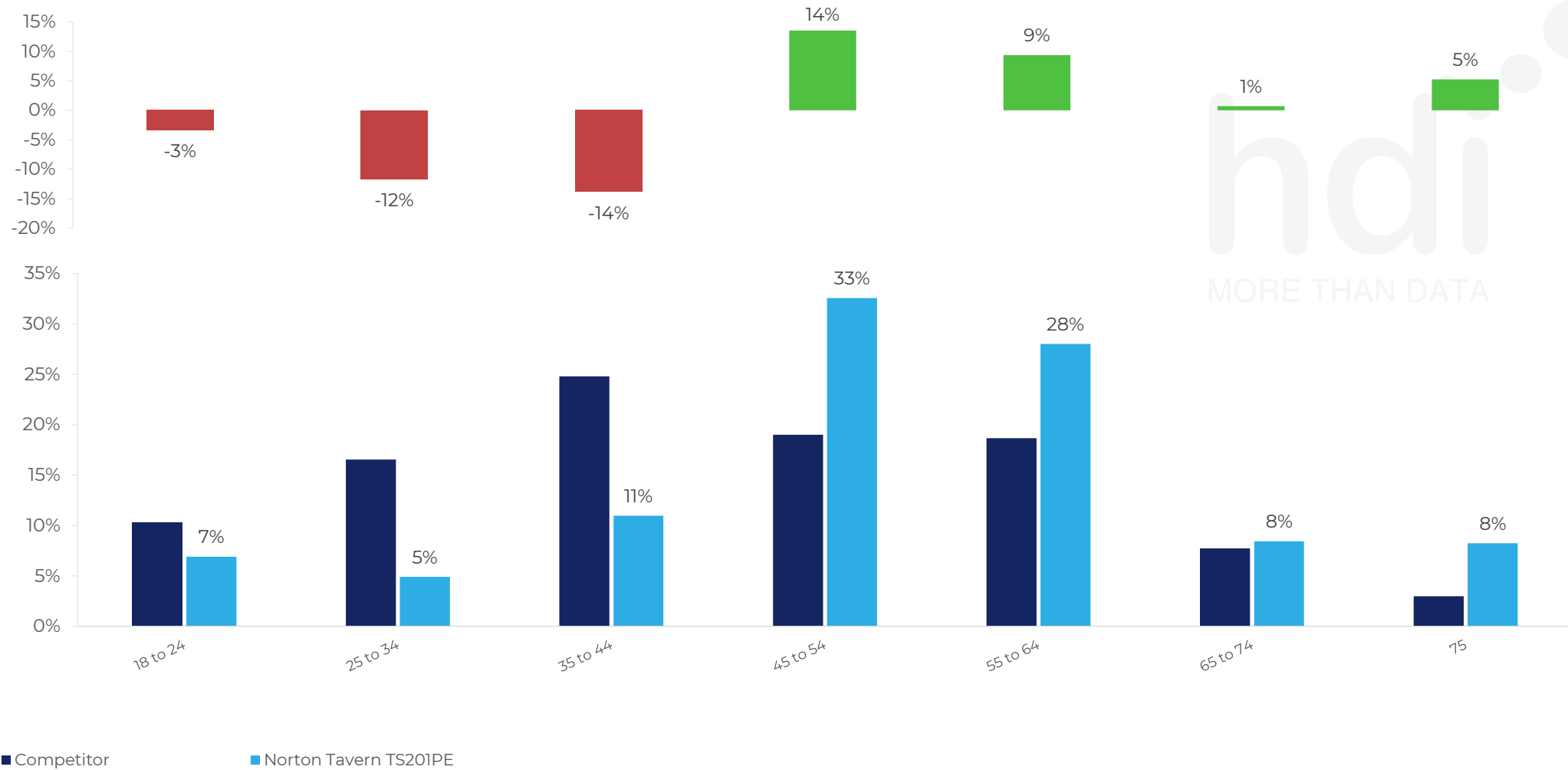




Age

How does the age profile of customers who visit Norton Tavern TS201PE compare versus its competitors?

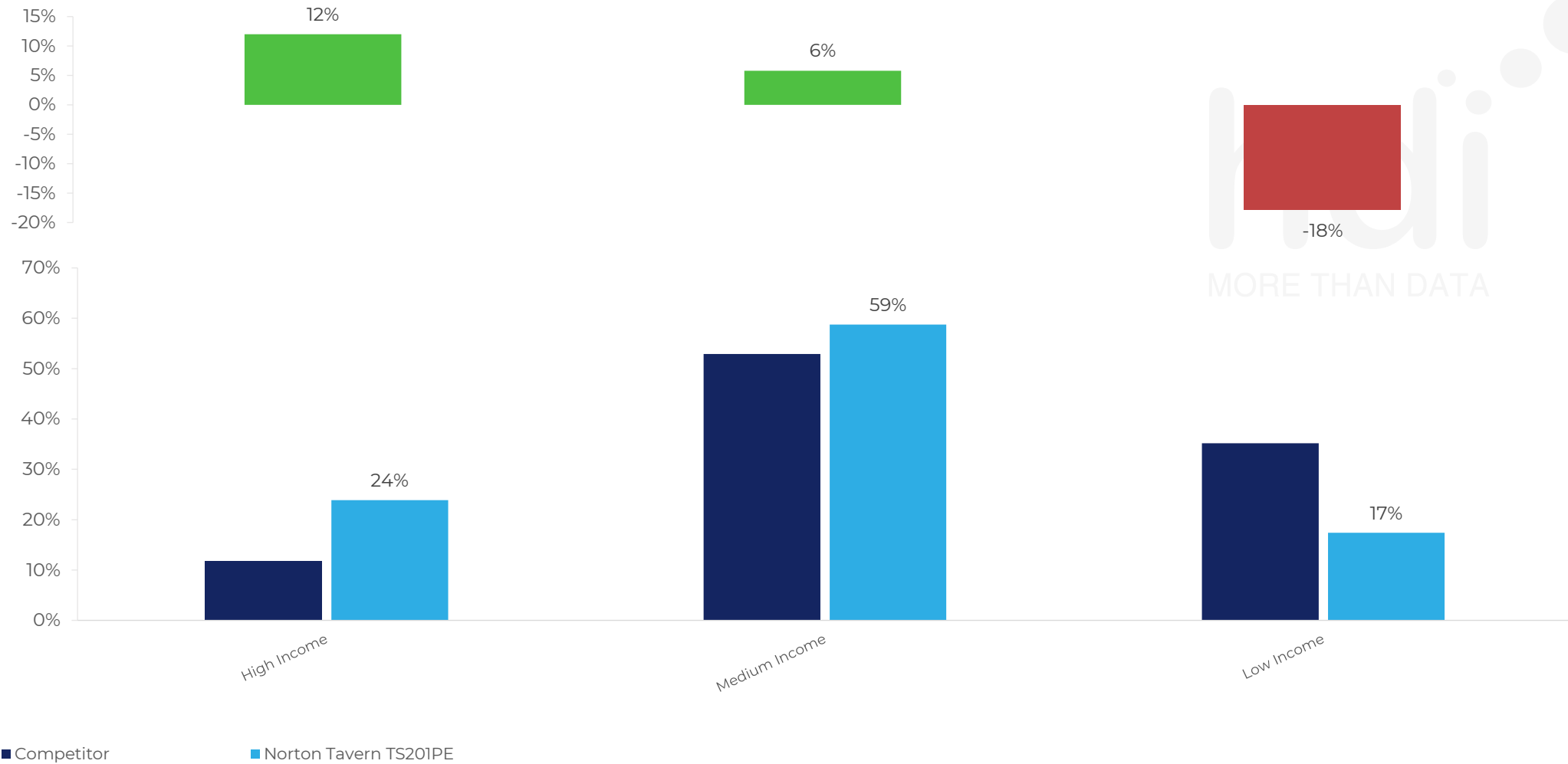
% of spend for Norton Tavern TS201PE and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Age Range





How does the affluence of customers who visit Norton Tavern TS201PE compare versus its competitors?

% of spend for Norton Tavern TS201PE and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Affluence

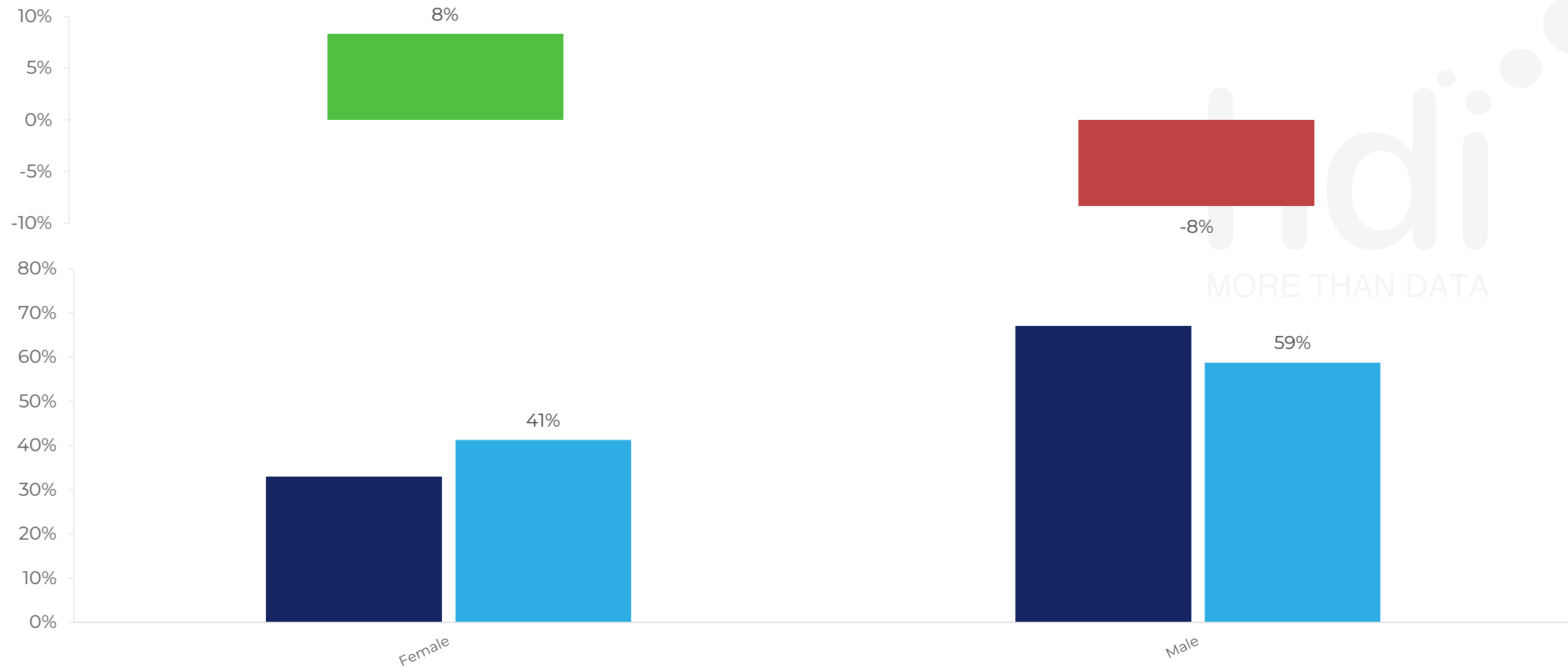




## Gender

How does the gender profile of customers who visit Norton Tavern TS201PE compare versus its competitors?

% of spend for Norton Tavern TS201PE and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Gender



■ Competitor

■ Norton Tavern TS201PE

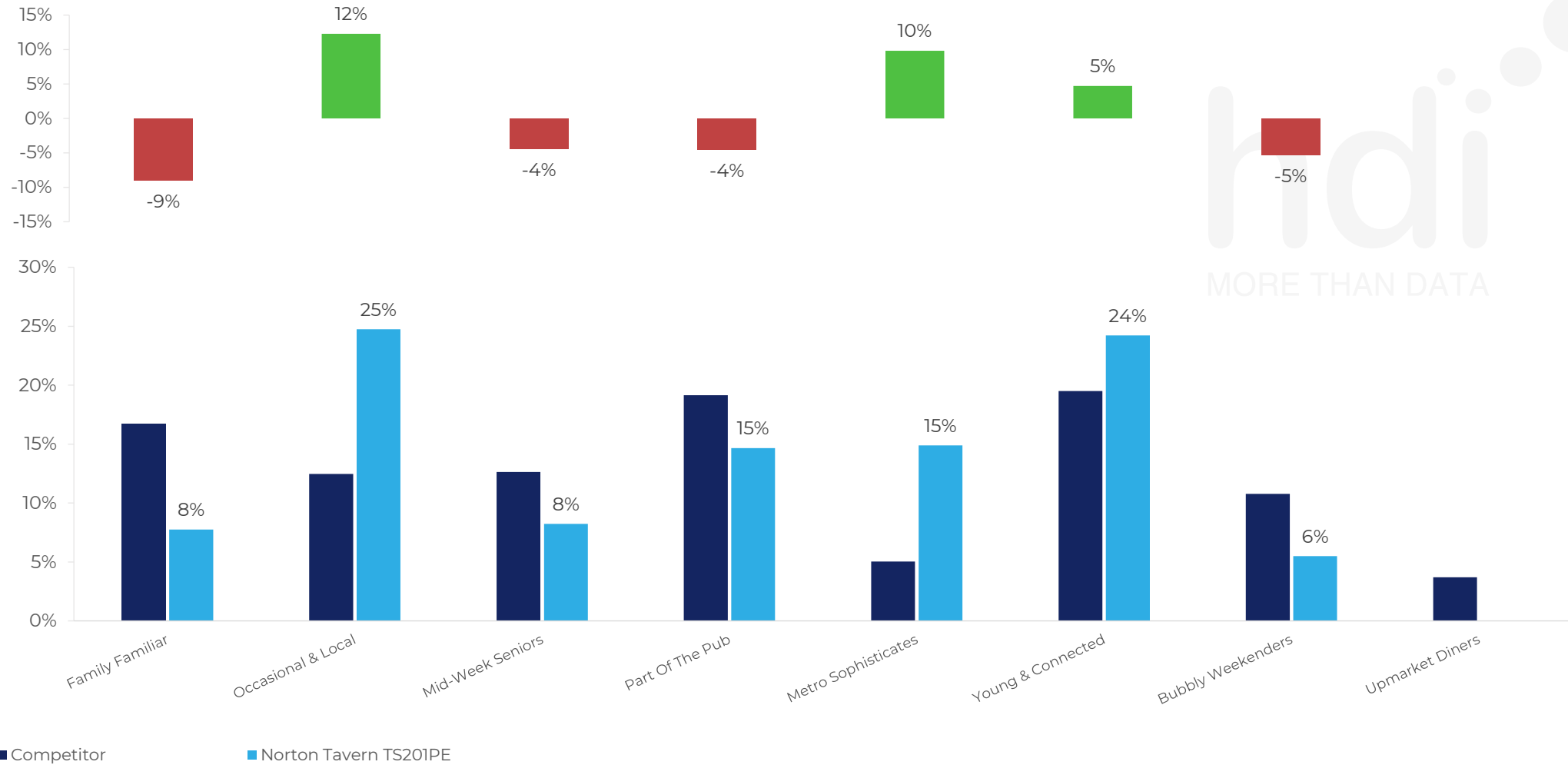




## Punch Segmentation

How does the Custom segmentation profile of customers who visit Norton Tavern TS201PE compare versus its competitors?

% of spend for Norton Tavern TS201PE and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Segment

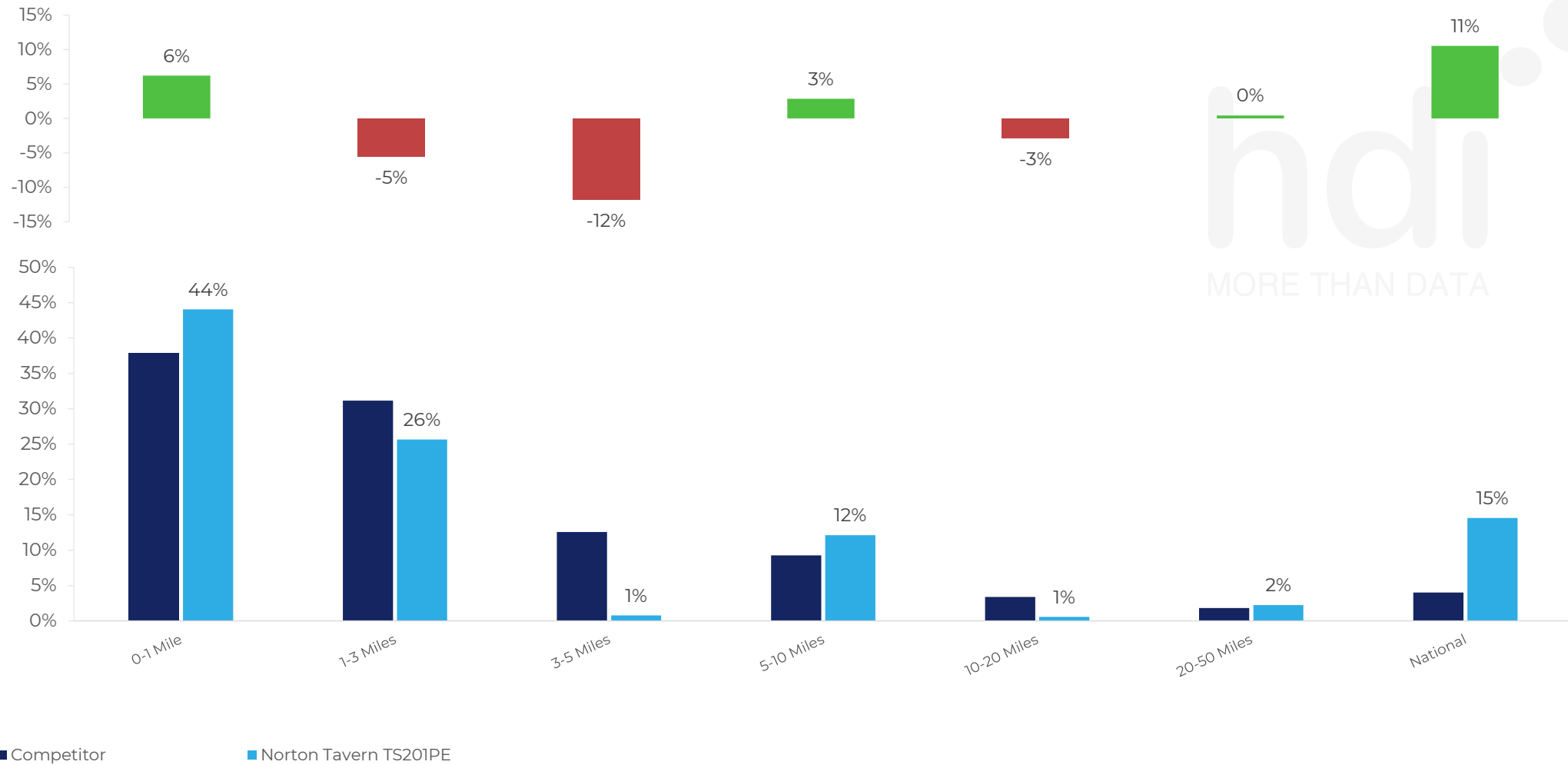




## Spend by Distance

How does the spend profile of Norton Tavern TS201PE compare versus its competitors based on travel distances?

% of spend for Norton Tavern TS201PE and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Distance travelled

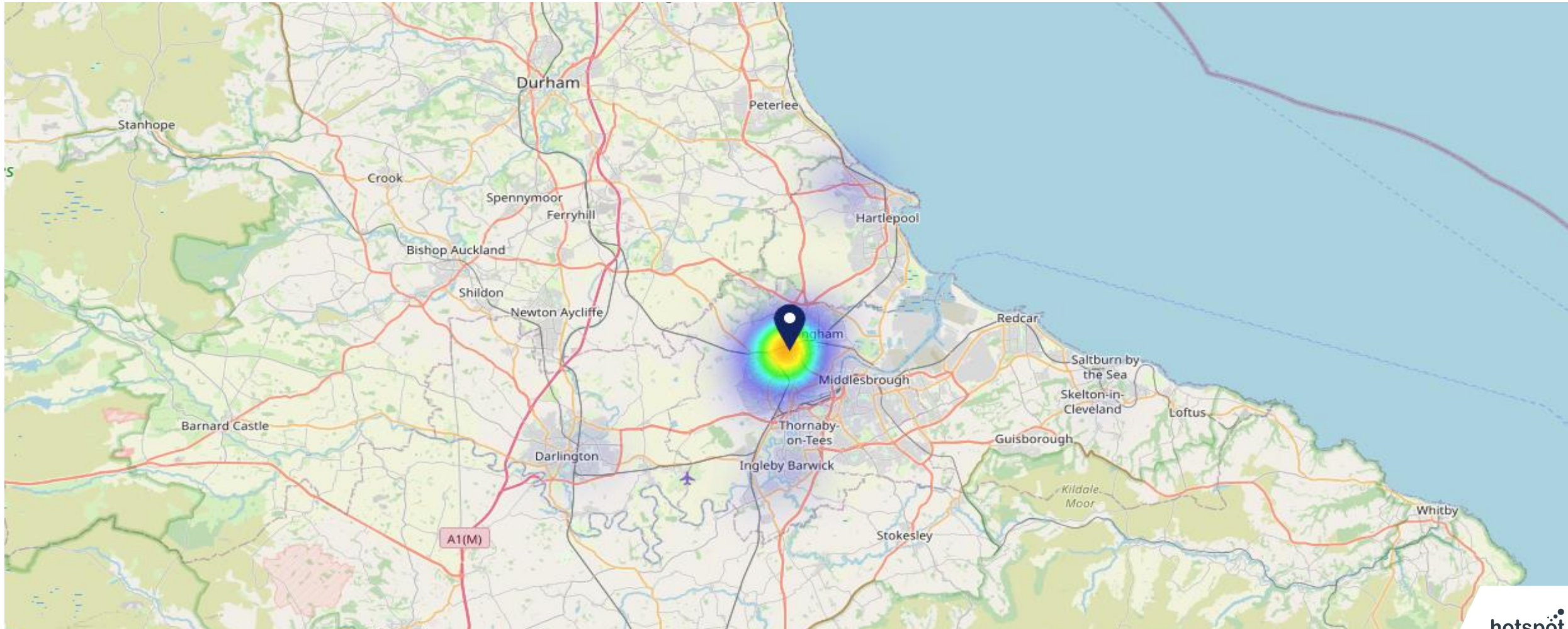




## Map of Guest Origin

Where do customers of Norton Tavern TS201PE come from?

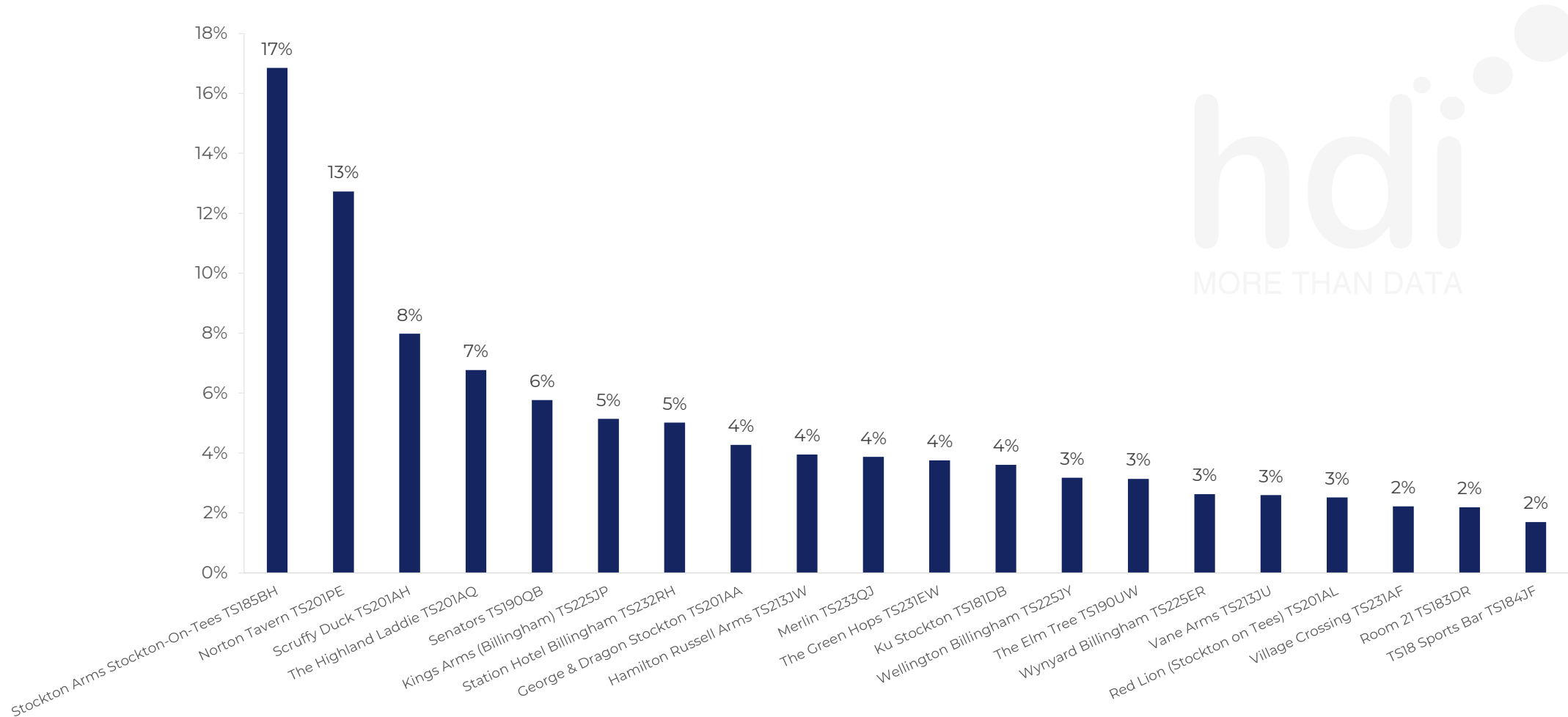
Where do customers of Norton Tavern TS201PE for 06/09/2023 - 28/08/2024 live





What are the Top 20 venues (by spend) that customers of Norton Tavern TS201PE also visit?

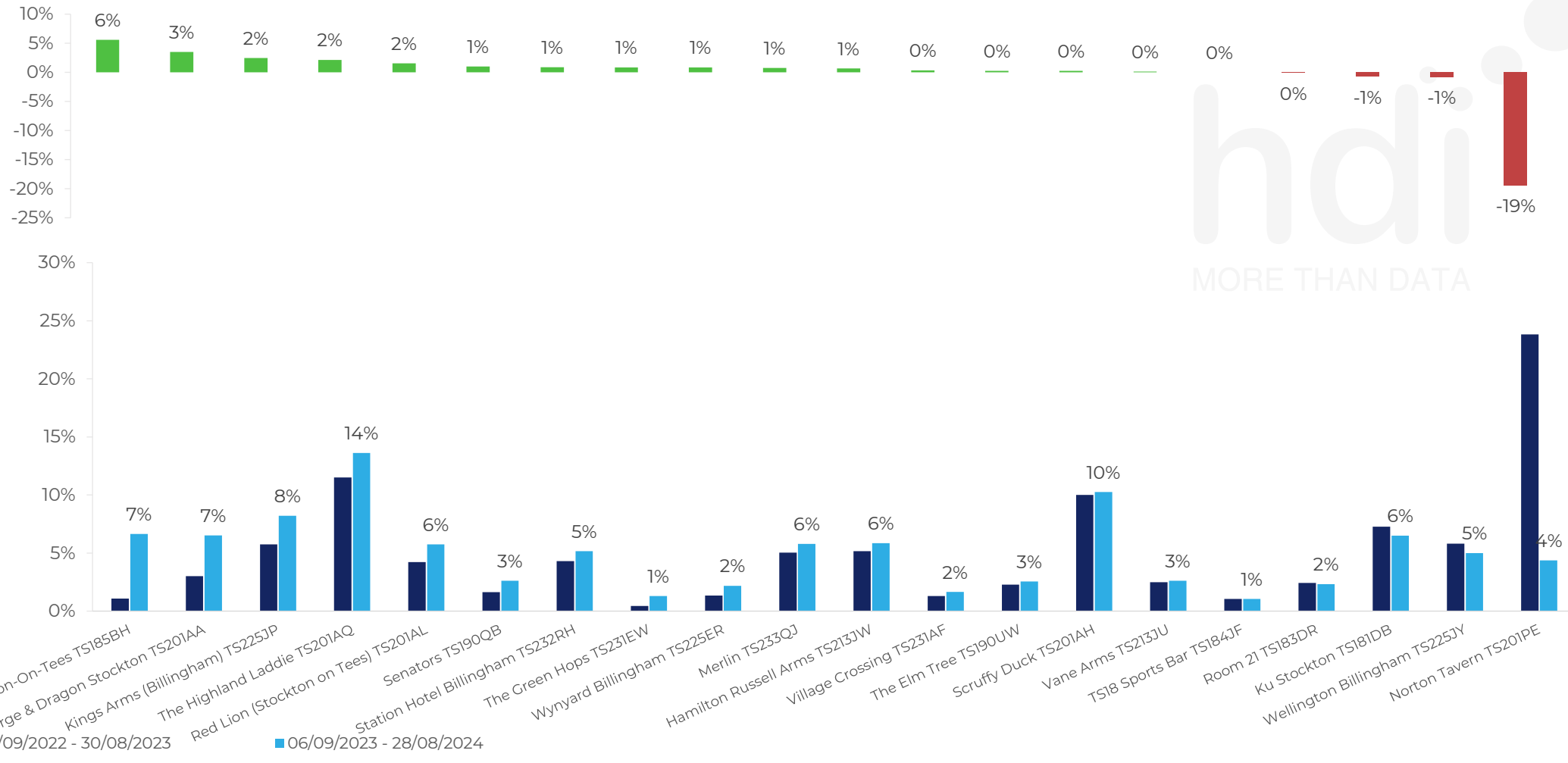
For customers of Norton Tavern TS201PE, who are the top 20 competitors from 97 Chains in 3 Miles for 06/09/2023 - 28/08/2024 split by Venue





## Share of Wallet Change

How has share of wallet of customers of Norton Tavern TS201PE changed between two date ranges?





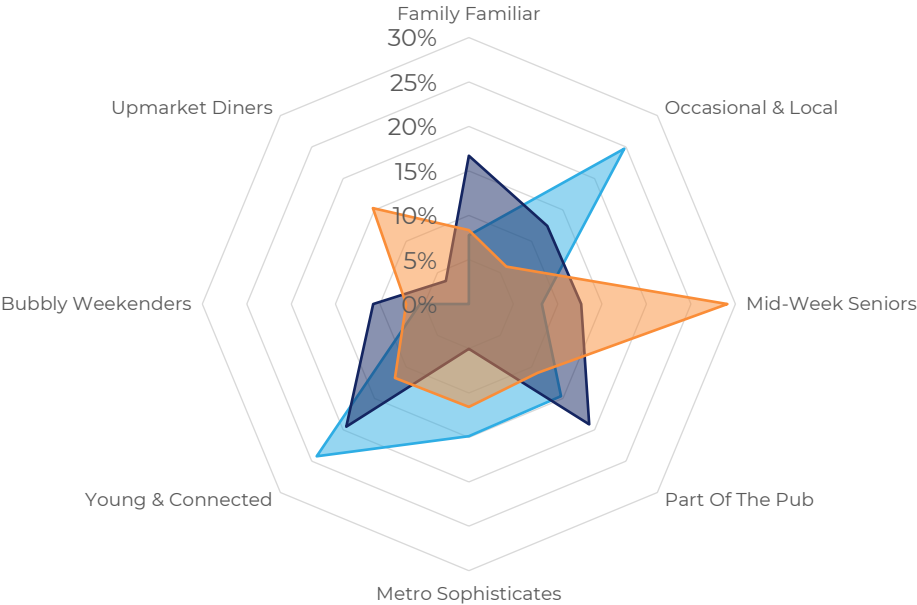
## Market Summary

How does the local area for Norton Tavern TS201PE 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	£171K	2	£171K	2	£11.96M	5	£81.70M	6
Weekpart	Mon - Thu	34.3%	2	34.3%	2	36.1%	1	42.7%	7
Weekpart	Fri - Sat	35.8%	2	35.8%	1	48.5%	10	41.7%	5
Weekpart	Sun	29.9%	10	29.9%	10	15.4%	6	15.6%	5
Age	18 to 24	3.1%	3	3.1%	3	5.8%	5	9.0%	7
Age	25 to 34	10.0%	1	10.0%	1	18.0%	3	19.5%	3
Age	35 to 44	14.2%	1	14.2%	1	26.7%	8	27.7%	10
Age	45 to 54	23.1%	8	23.1%	8	20.2%	5	19.1%	4
Age	55 to 64	28.7%	10	28.7%	10	18.2%	8	15.2%	6
Age	65 to 74	14.5%	10	14.5%	10	7.9%	7	6.8%	6
Age	75+	6.4%	9	6.4%	9	3.2%	7	2.6%	5
CAMEO	Business Elite	5.0%	4	5.0%	4	3.8%	3	3.2%	2
CAMEO	Prosperous Professionals	1.8%	2	1.8%	1	2.3%	1	2.4%	1
CAMEO	Flourishing Society	11.5%	5	11.5%	5	6.2%	2	5.7%	1
CAMEO	Content Communities	4.5%	1	4.5%	1	8.6%	2	9.2%	2
CAMEO	White Collar Neighbourhoods	10.9%	5	10.9%	5	12.5%	7	13.8%	9
CAMEO	Enterprising Mainstream	18.6%	10	18.6%	10	9.6%	7	8.4%	5
CAMEO	Paying The Mortgage	26.4%	10	26.4%	10	21.8%	10	18.7%	9
CAMEO	Cash Conscious Communities	6.9%	4	6.9%	4	12.7%	8	11.4%	8
CAMEO	On A Budget	2.4%	2	2.4%	1	6.1%	5	7.1%	6
CAMEO	Family Value	12.1%	9	12.1%	9	16.3%	10	20.1%	10
Affluence	AB	18.2%	3	18.2%	3	12.3%	2	11.3%	1
Affluence	C1C2	60.4%	9	60.4%	10	52.6%	7	50.1%	6
Affluence	DE	21.4%	6	21.4%	6	35.1%	9	38.6%	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
Norton Tavern	34	7.74%	24.74%	8.22%	14.66%	14.88%	24.22%	5.50%	0.00%
Local Catchment	3964	16.70%	12.46%	12.64%	19.15%	5.04%	19.51%	10.78%	3.69%
Punch T&L	103132	8.32%	5.96%	29.09%	10.93%	11.57%	11.74%	7.07%	15.28%
Norton Tavern vs Local Catchment		-8.96%	12.28%	-4.42%	-4.49%	9.84%	4.71%	-5.28%	0.00%
Norton Tavern vs Punch T&L		-0.58%	18.78%	-20.87%	3.73%	3.31%	12.48%	-1.57%	0.00%
Local Catchment vs Punch T&L		8.38%	6.50%	-16.45%	8.22%	-6.53%	7.77%	3.71%	-11.59%





## Local Competitor Profiles

Mix of spend by customer segment in Punch site and local competitors

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Stockton Arms Stockton-On-Tees TS185BH	112	3.06%	19.29%	31.58%	27.28%	3.53%	9.41%	4.34%	1.48%
Norton Tavern TS201PE	34	7.74%	24.74%	8.22%	14.66%	14.88%	24.22%	5.50%	0.00%
Scruffy Duck TS201AH	570	13.43%	8.73%	8.83%	16.45%	6.32%	21.12%	17.83%	7.25%
The Highland Laddie TS201AQ	819	16.01%	8.66%	6.62%	38.37%	3.36%	17.85%	8.10%	1.00%
Senators TS190QB	48	8.09%	37.49%	10.61%	21.30%	15.29%	4.59%	1.84%	0.75%
Kings Arms (Billingham) TS225JP	435	24.99%	4.46%	10.95%	15.18%	5.63%	22.83%	12.62%	3.30%
Station Hotel Billingham TS232RH	206	30.54%	17.66%	11.48%	20.07%	1.23%	13.64%	5.32%	0.02%
George & Dragon Stockton TS201AA	262	16.79%	20.87%	5.54%	17.21%	7.45%	20.04%	10.38%	1.67%
Hamilton Russell Arms TS213JW	306	17.49%	3.94%	17.60%	27.13%	4.91%	10.46%	5.62%	12.81%
Merlin TS233QJ	599	16.30%	6.69%	18.07%	25.02%	3.07%	19.87%	8.96%	1.99%
The Green Hops TS231EW	12	3.22%	34.89%	9.21%	18.48%	15.84%	3.22%	0.00%	15.10%
Ku Stockton TS181DB	564	13.18%	4.21%	2.76%	7.77%	6.25%	43.82%	21.03%	0.94%
Wellington Billingham TS225JY	260	9.09%	12.14%	17.32%	17.92%	6.36%	27.09%	6.91%	3.13%
The Elm Tree TS190UW	86	12.83%	11.40%	6.97%	29.03%	2.85%	29.08%	7.23%	0.57%
Wynyard Billingham TS225ER	125	26.37%	9.07%	29.73%	11.89%	4.03%	11.42%	6.09%	1.34%
Vane Arms TS213JU	170	10.70%	6.39%	24.42%	3.64%	6.01%	12.32%	17.89%	18.59%
Red Lion (Stockton on Tees) TS201AL	454	21.65%	6.71%	6.05%	13.46%	6.84%	29.10%	14.80%	1.34%
Village Crossing TS231AF	175	29.36%	17.00%	10.06%	4.25%	4.68%	18.62%	13.47%	2.52%
Room 21 TS183DR	249	15.06%	10.84%	2.11%	11.18%	2.28%	32.34%	24.44%	1.69%
TS18 Sports Bar TS184JF	145	19.75%	21.50%	4.66%	10.79%	3.23%	14.06%	23.14%	2.83%
Bank Ts20 TS201AJ	285	20.50%	11.40%	2.83%	22.92%	2.78%	28.65%	9.97%	0.91%
Mnkthe Northeastern TS182AA	311	15.79%	29.63%	8.88%	9.97%	2.75%	21.33%	10.94%	0.67%
Thomas Sheraton TS181BH	450	15.14%	10.72%	4.77%	38.87%	6.46%	17.98%	5.52%	0.50%
Hydes Bar Norton TS202RZ	281	14.17%	11.76%	3.91%	19.55%	6.49%	31.10%	12.22%	0.77%
Salutation TS231BP	112	6.00%	19.32%	32.32%	18.70%	0.48%	16.82%	5.42%	0.89%