



Site Summary



John Walker Tavern TS183BW

TS183BW

Punch - Mighty Local



Work Area

Middlesbrough and Stockton



Region

North East



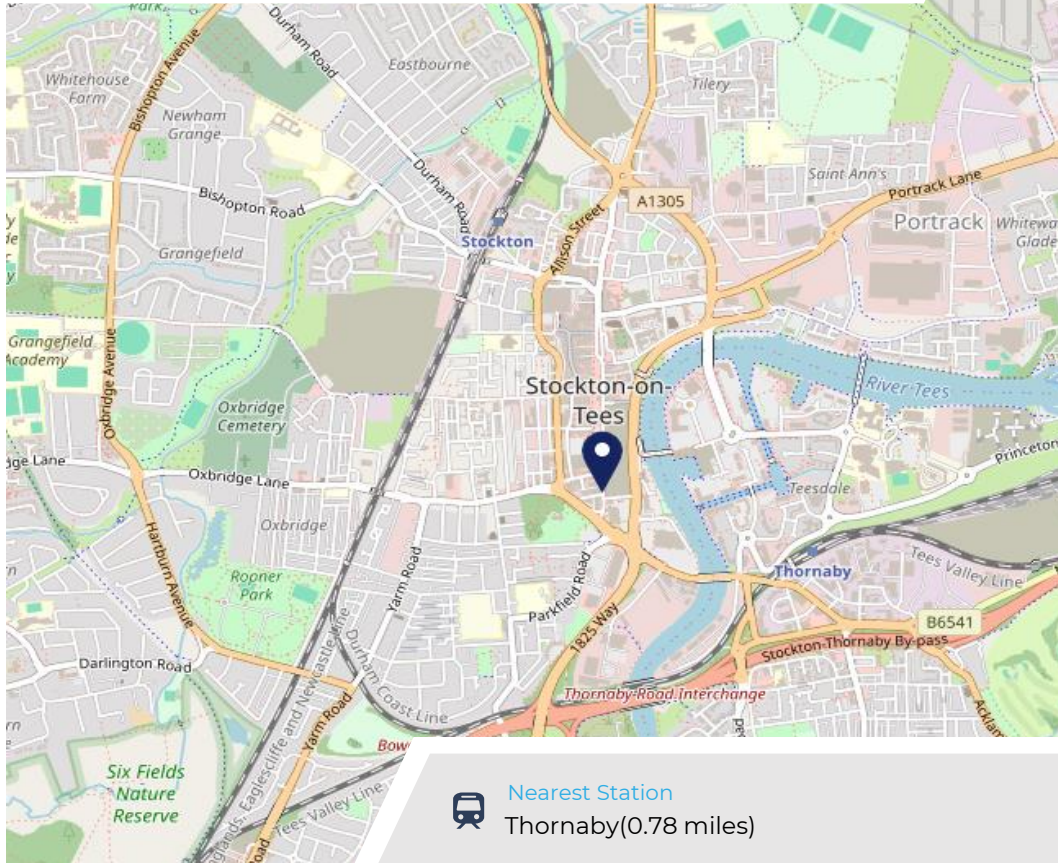
TV Region

Tyne Tees



Urbanicity

Urban city and town



ATV

£6.47

Gender

68.53%

Male



Affluence

67.87%

Low Income



Segmentation

31.64%

Cash Conscious Communities



Age Group

30.38%

55 to 64



Visit Day

31.19%

Sat

Top Competitors



Thomas Sheraton

#1

TS181BH

JD Wetherspoon



Blue Post Stockton

#2

TS181AY

Craft Union



The Highland Laddie

#3

TS201AQ

JD Wetherspoon



Nearest Station

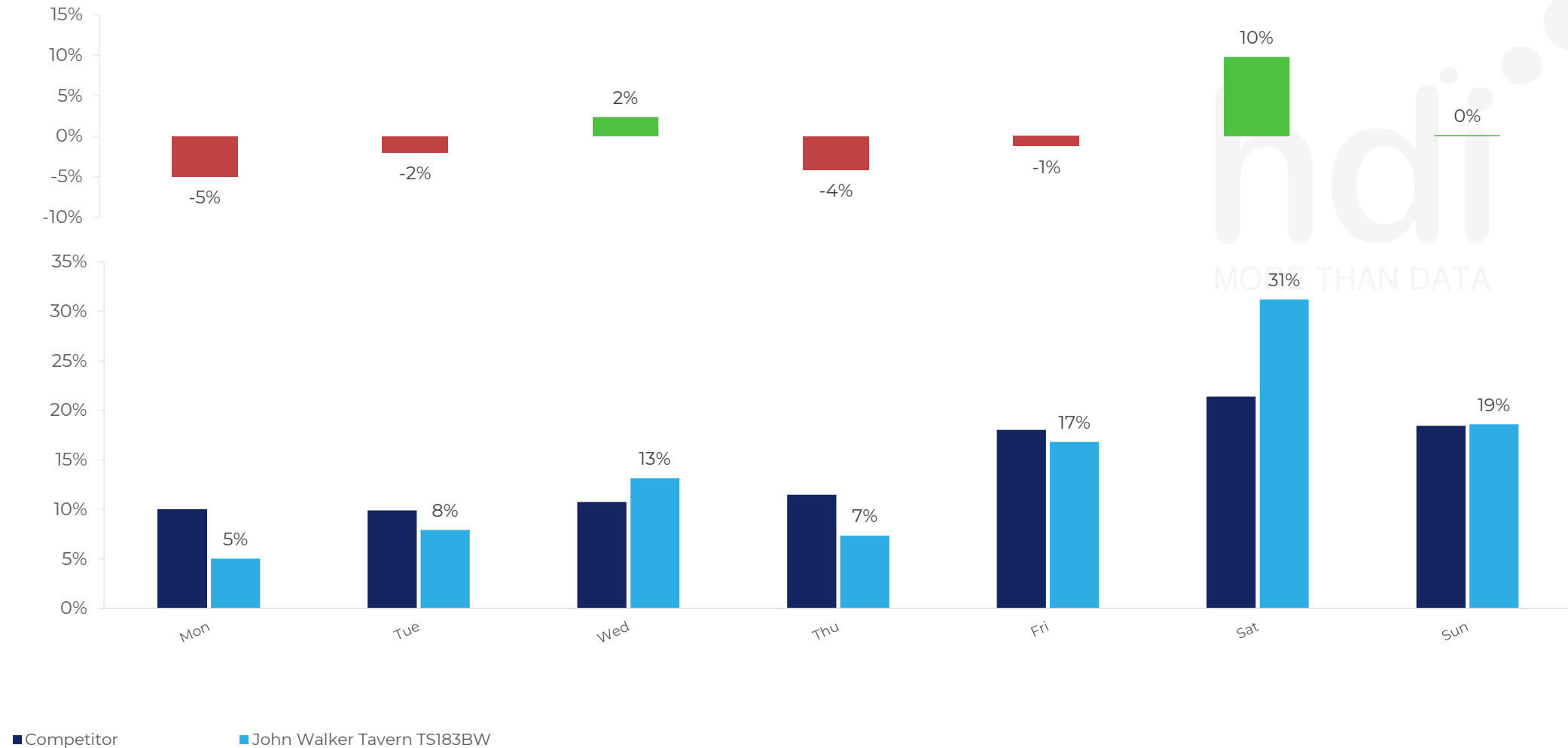
Thornaby(0.78 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for John Walker Tavern TS183BW versus its competitors?

% of spend for John Walker Tavern TS183BW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

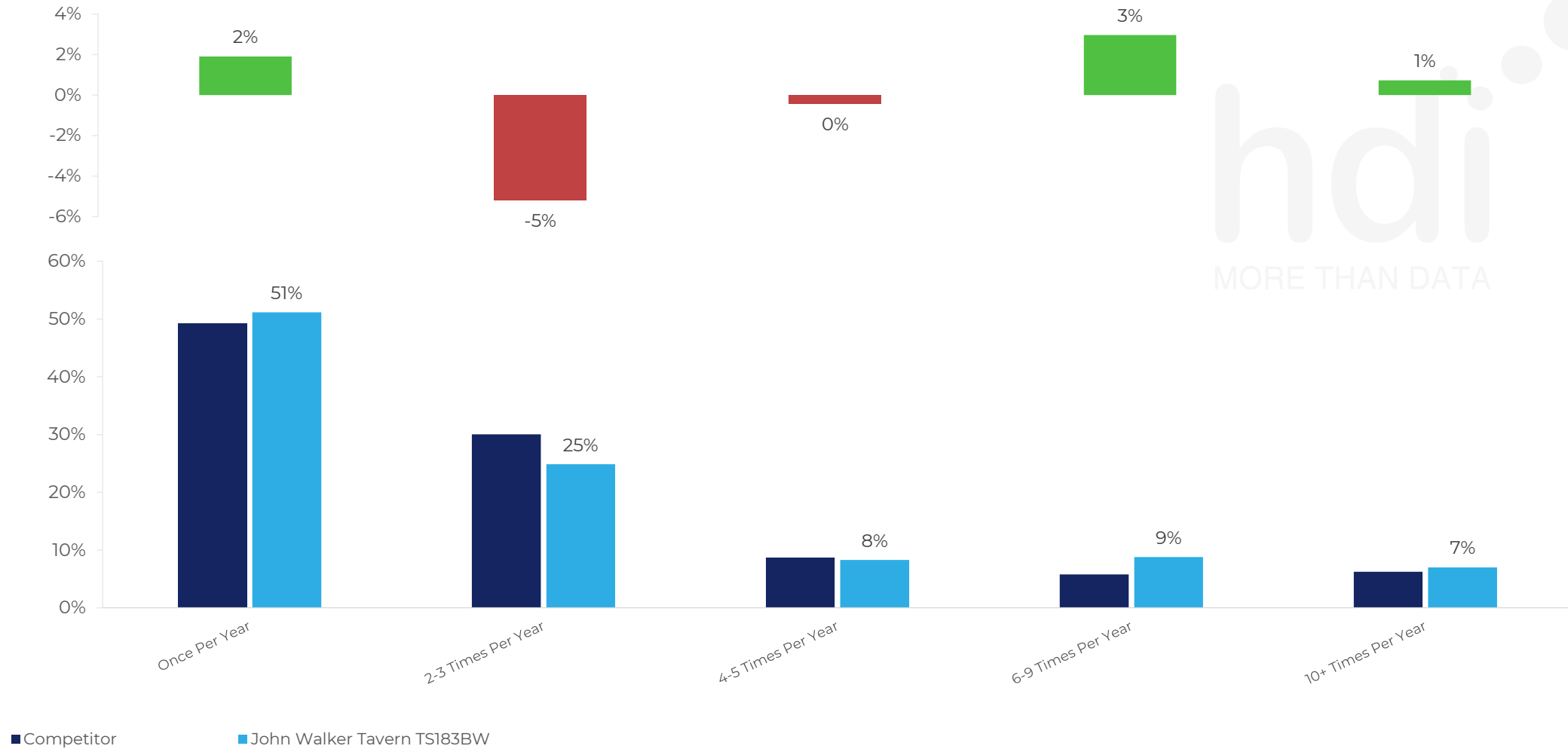




Visit Frequency

How frequently per year do customers visit John Walker Tavern TS183BW versus its competitors?

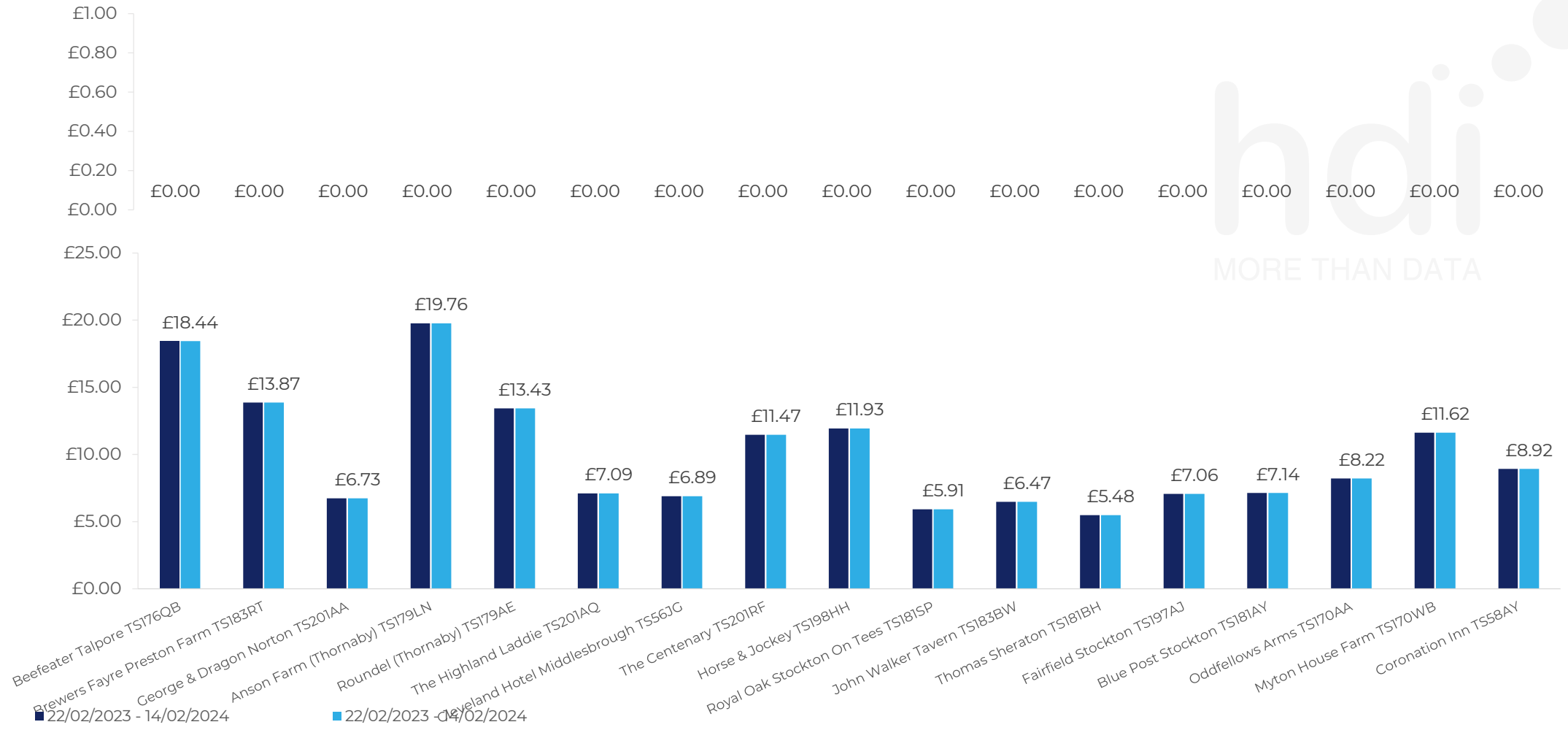
% of customer numbers for John Walker Tavern TS183BW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

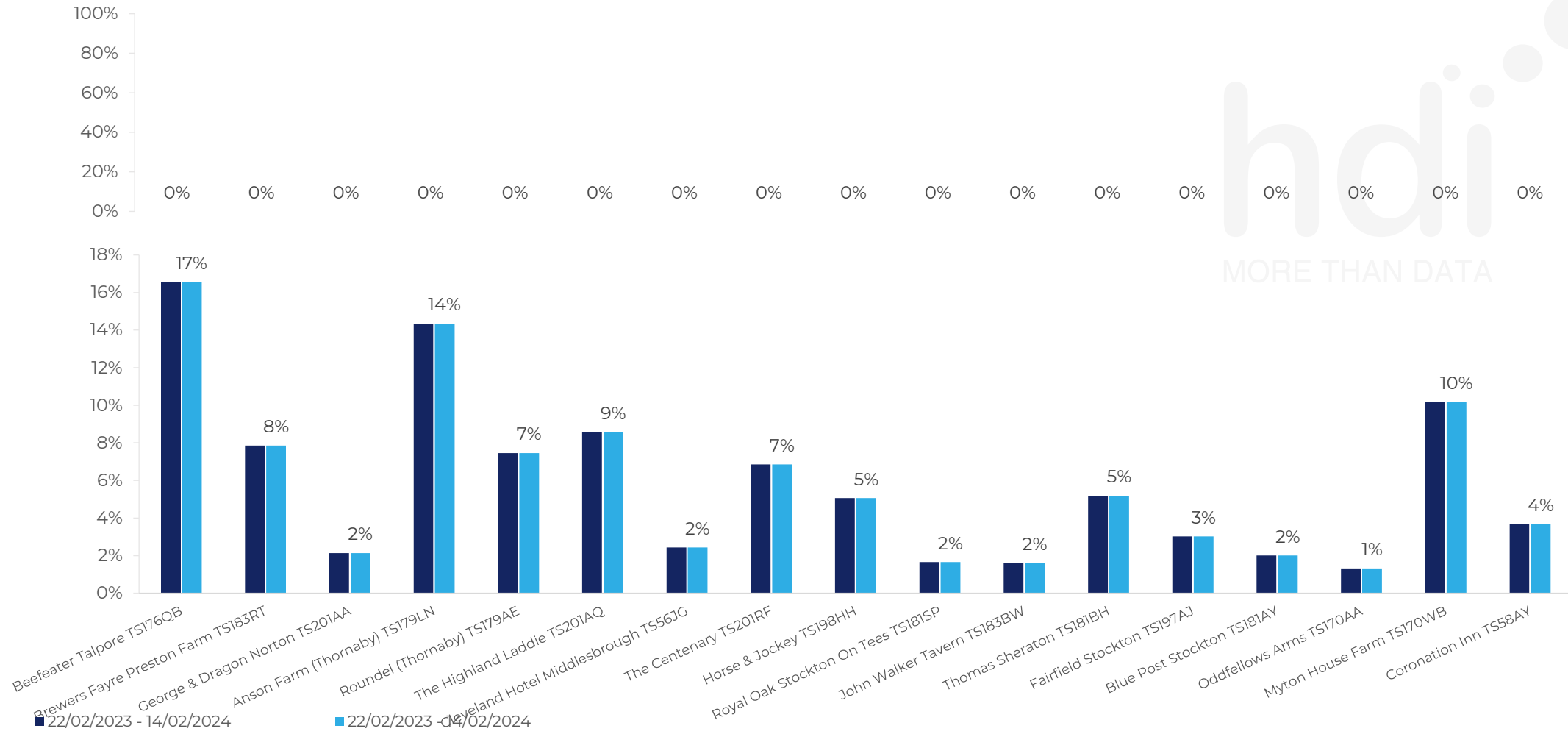




Market Share Change

How has market share changed between two date ranges?

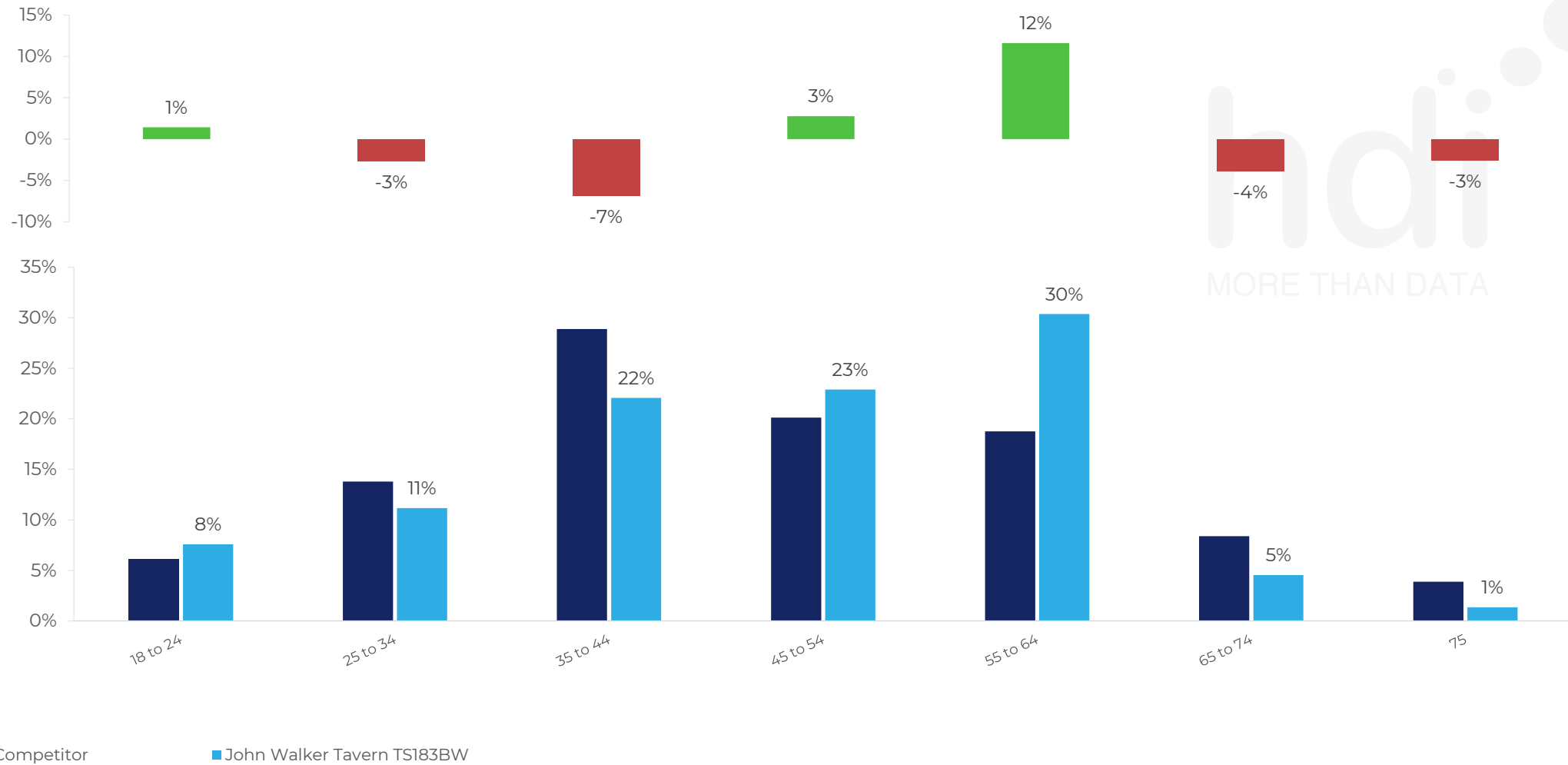
% of market share spend for John Walker Tavern TS183BW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024





How does the age profile of customers who visit John Walker Tavern TS183BW compare versus its competitors?

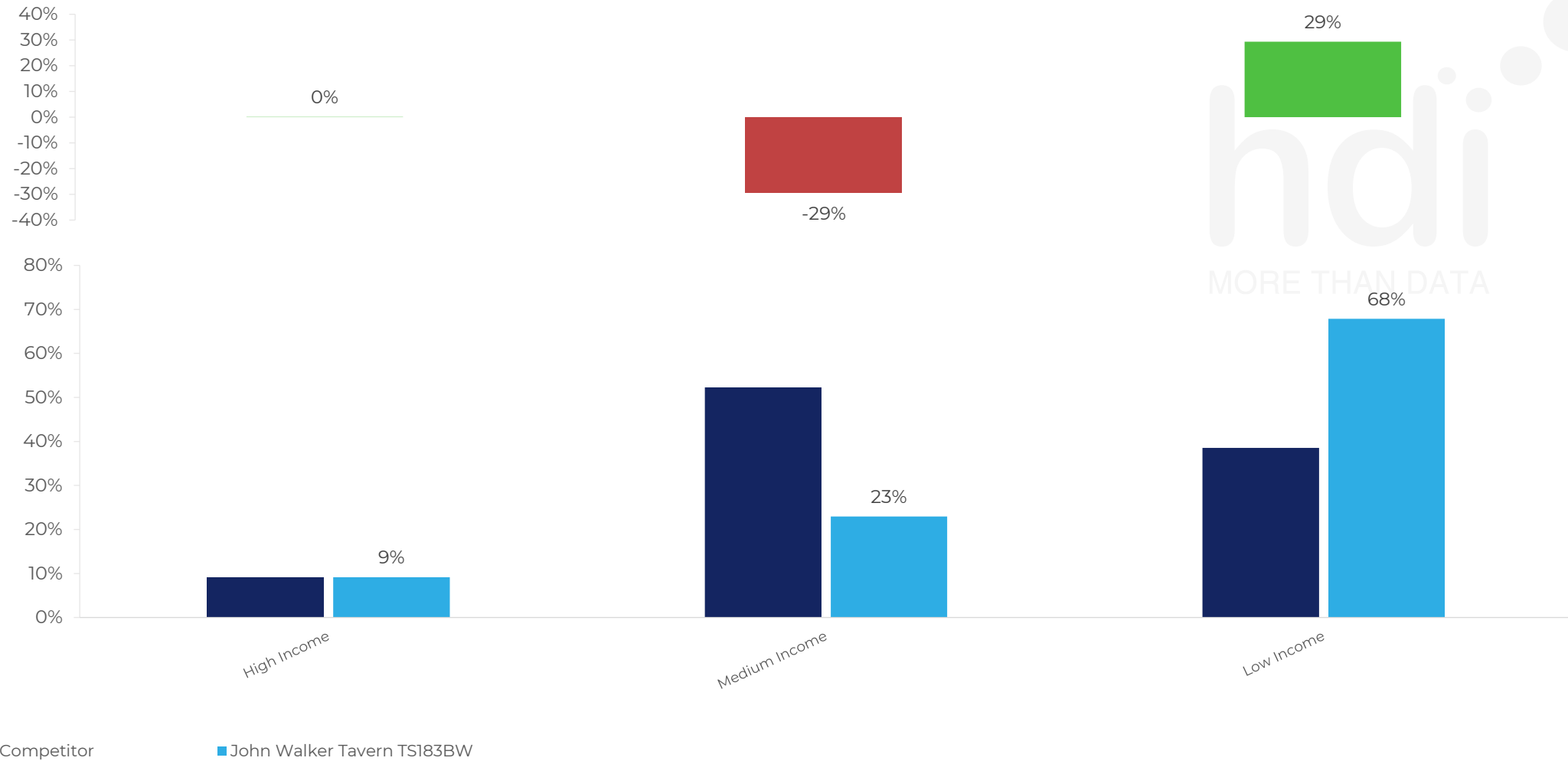
% of spend for John Walker Tavern TS183BW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range





How does the affluence of customers who visit John Walker Tavern TS183BW compare versus its competitors?

% of spend for John Walker Tavern TS183BW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

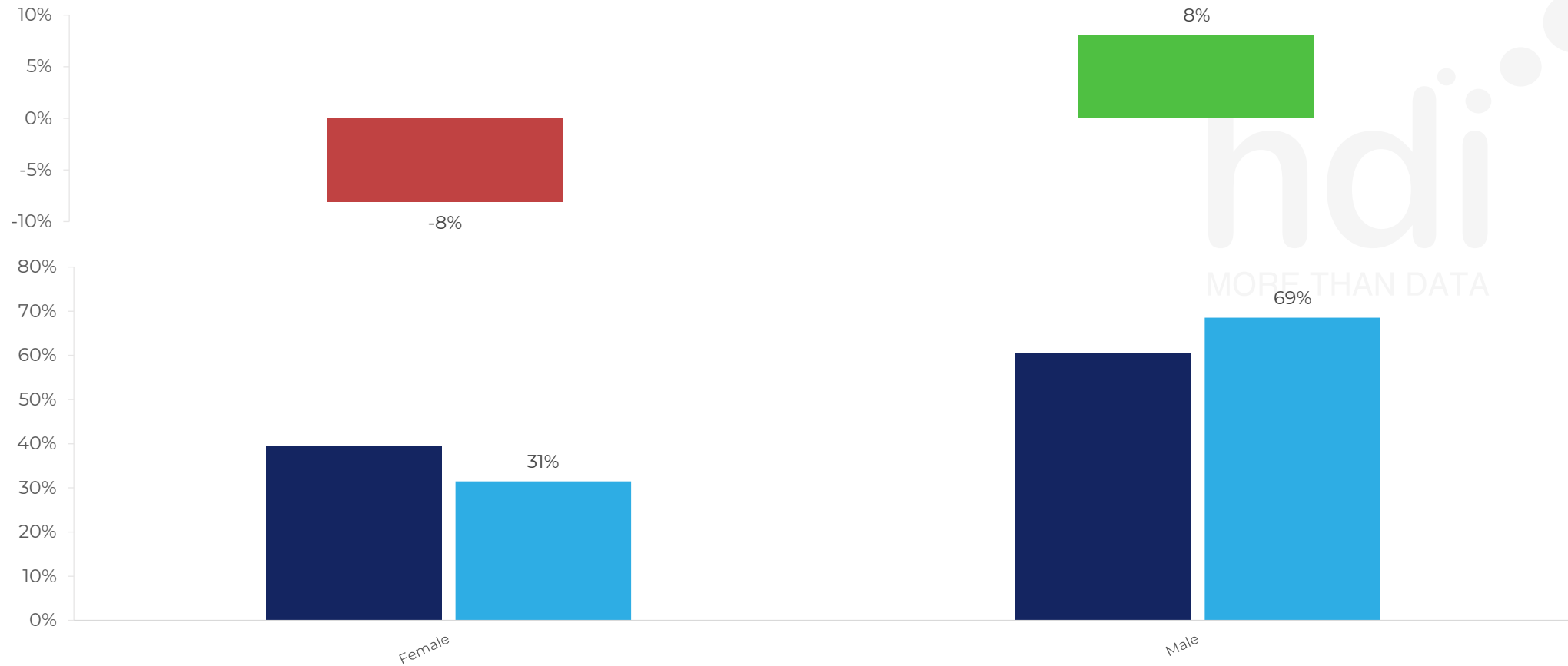




Gender

How does the gender profile of customers who visit John Walker Tavern TS183BW compare versus its competitors?

% of spend for John Walker Tavern TS183BW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

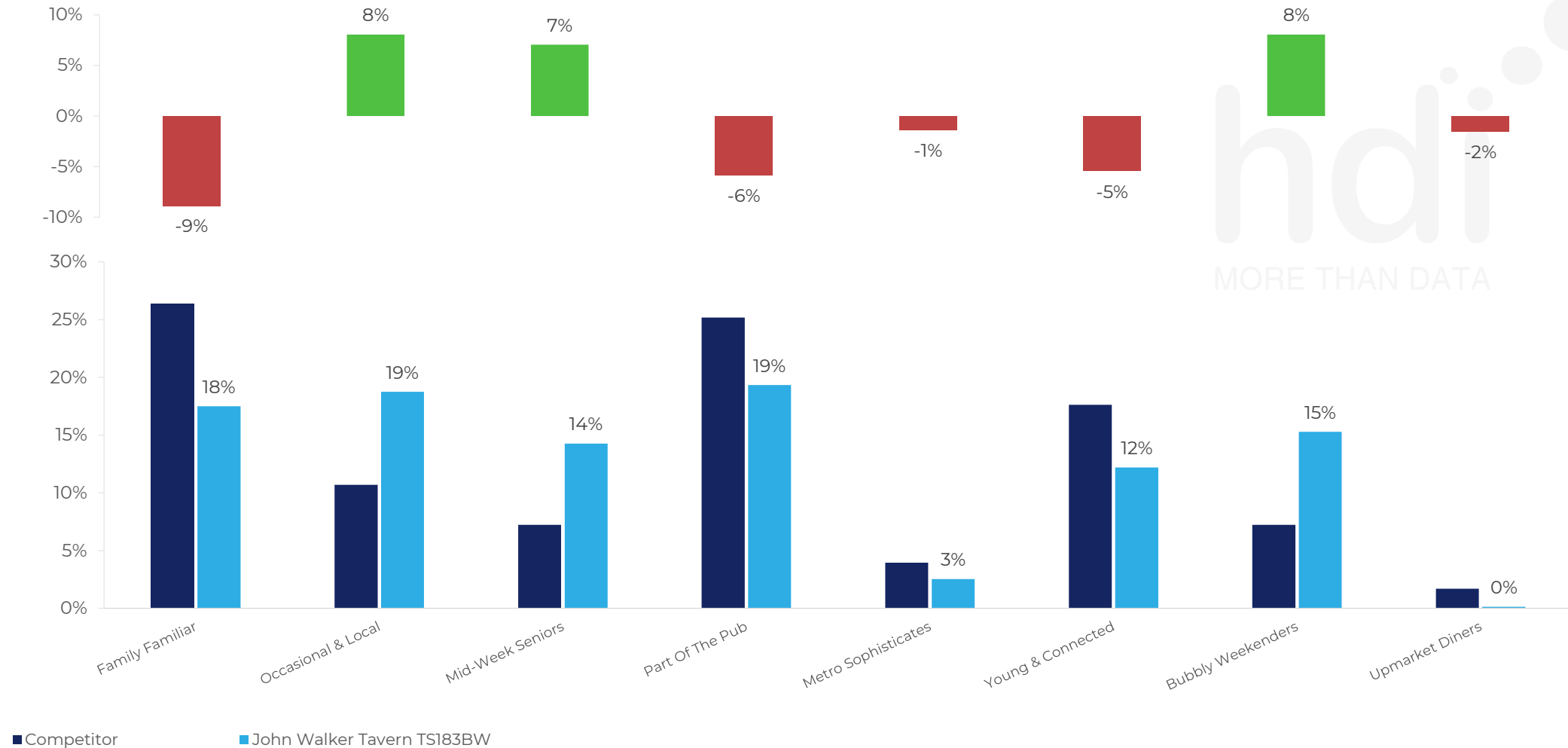
■ John Walker Tavern TS183BW



Punch Segmentation

How does the Custom segmentation profile of customers who visit John Walker Tavern TS183BW compare versus its competitors?

% of spend for John Walker Tavern TS183BW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

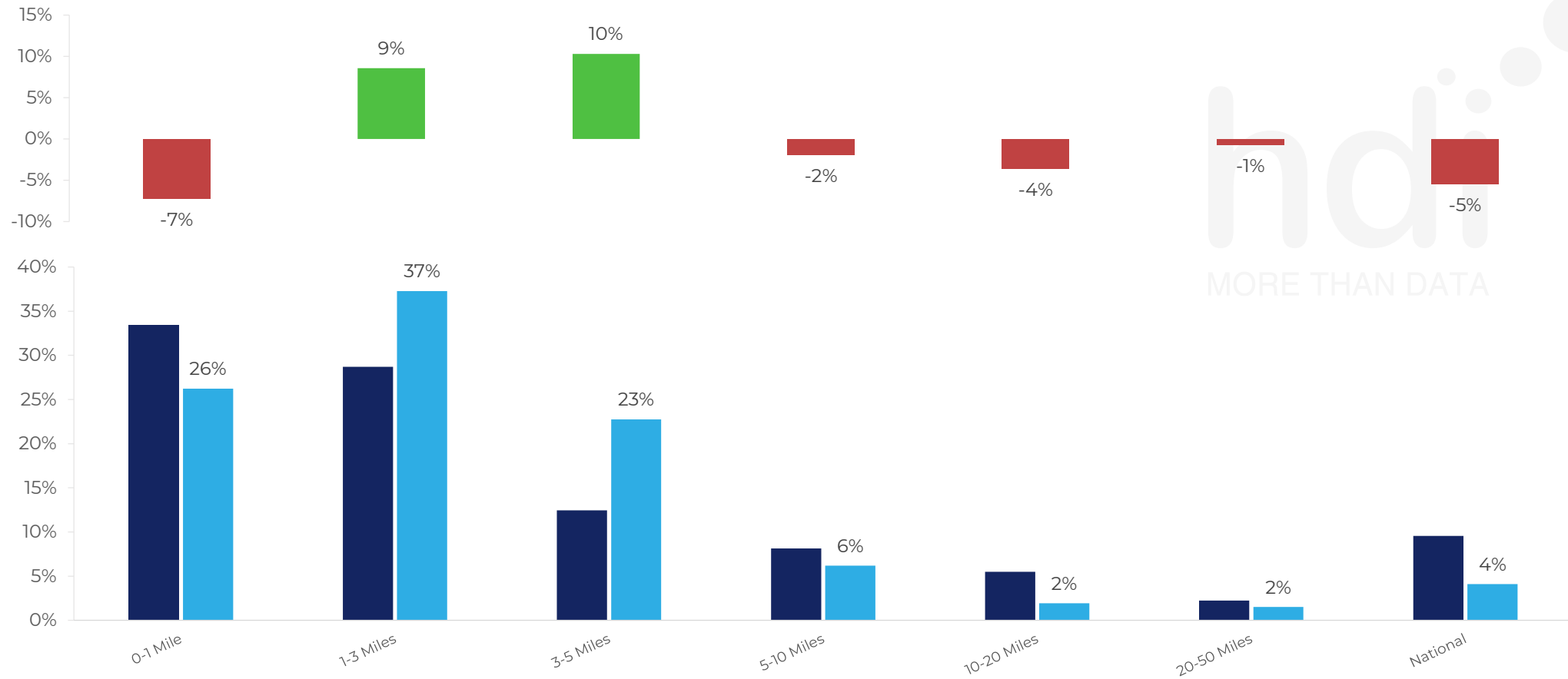




Spend by Distance

How does the spend profile of John Walker Tavern TS183BW compare versus its competitors based on travel distances?

% of spend for John Walker Tavern TS183BW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



■ Competitor

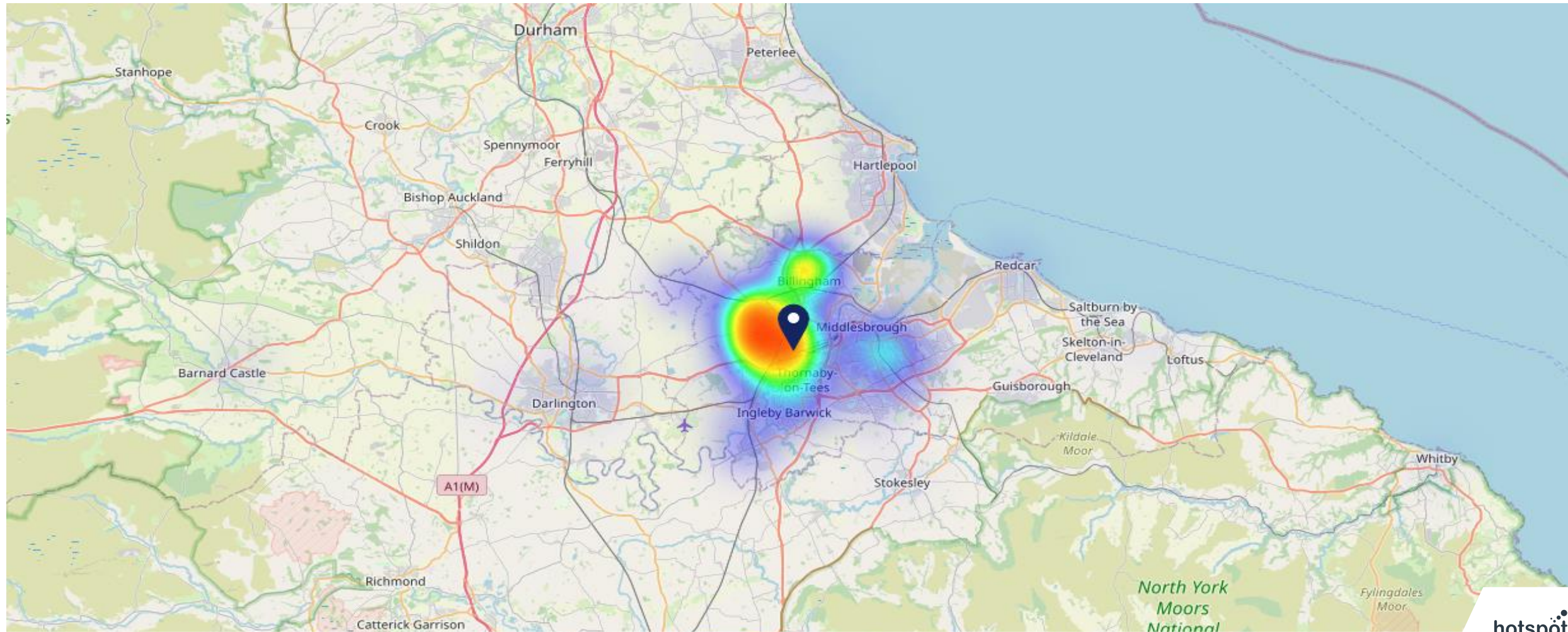
■ John Walker Tavern TS183BW



Map of Guest Origin

Where do customers of John Walker Tavern TS183BW come from?

Where do customers of John Walker Tavern TS183BW for 22/02/2023 - 14/02/2024 live

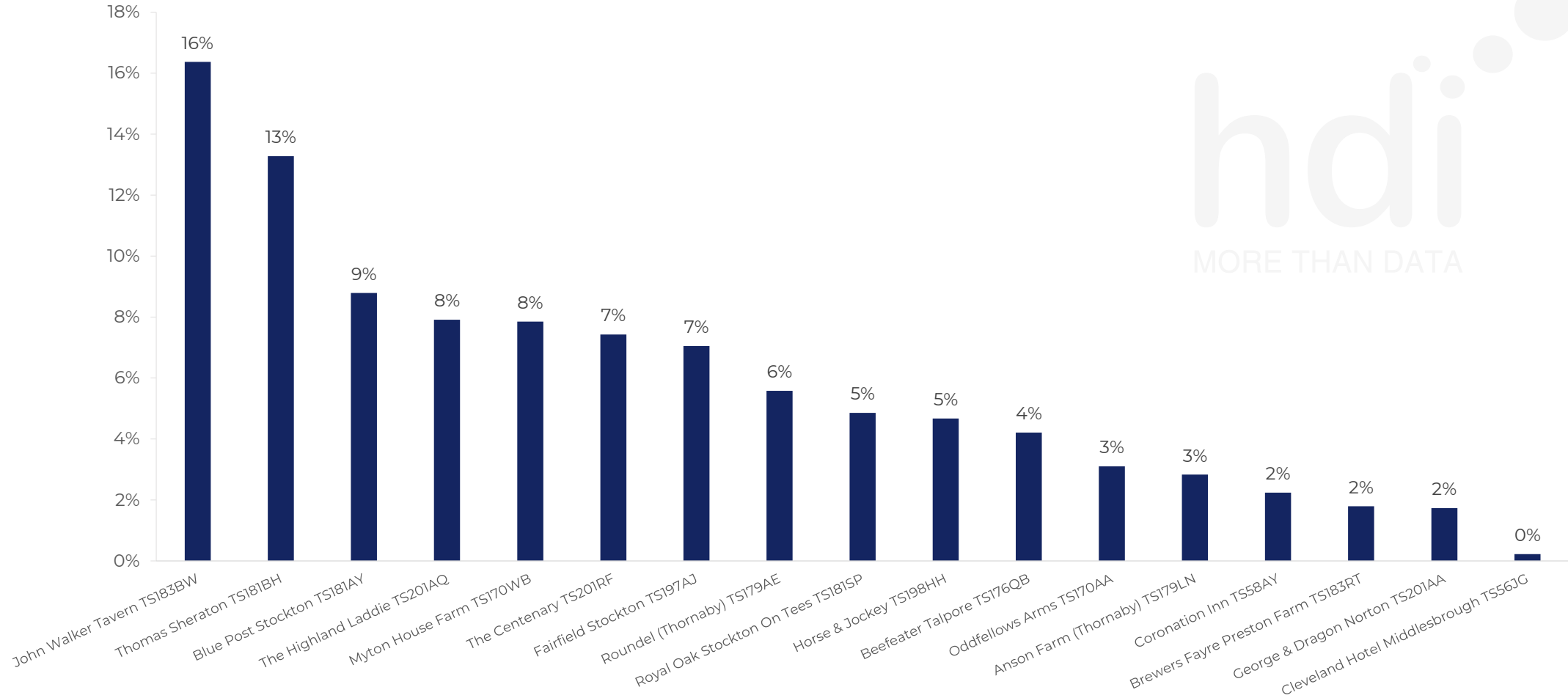




Share of Wallet

What are the Top 20 venues (by spend) that customers of John Walker Tavern TS183BW also visit?

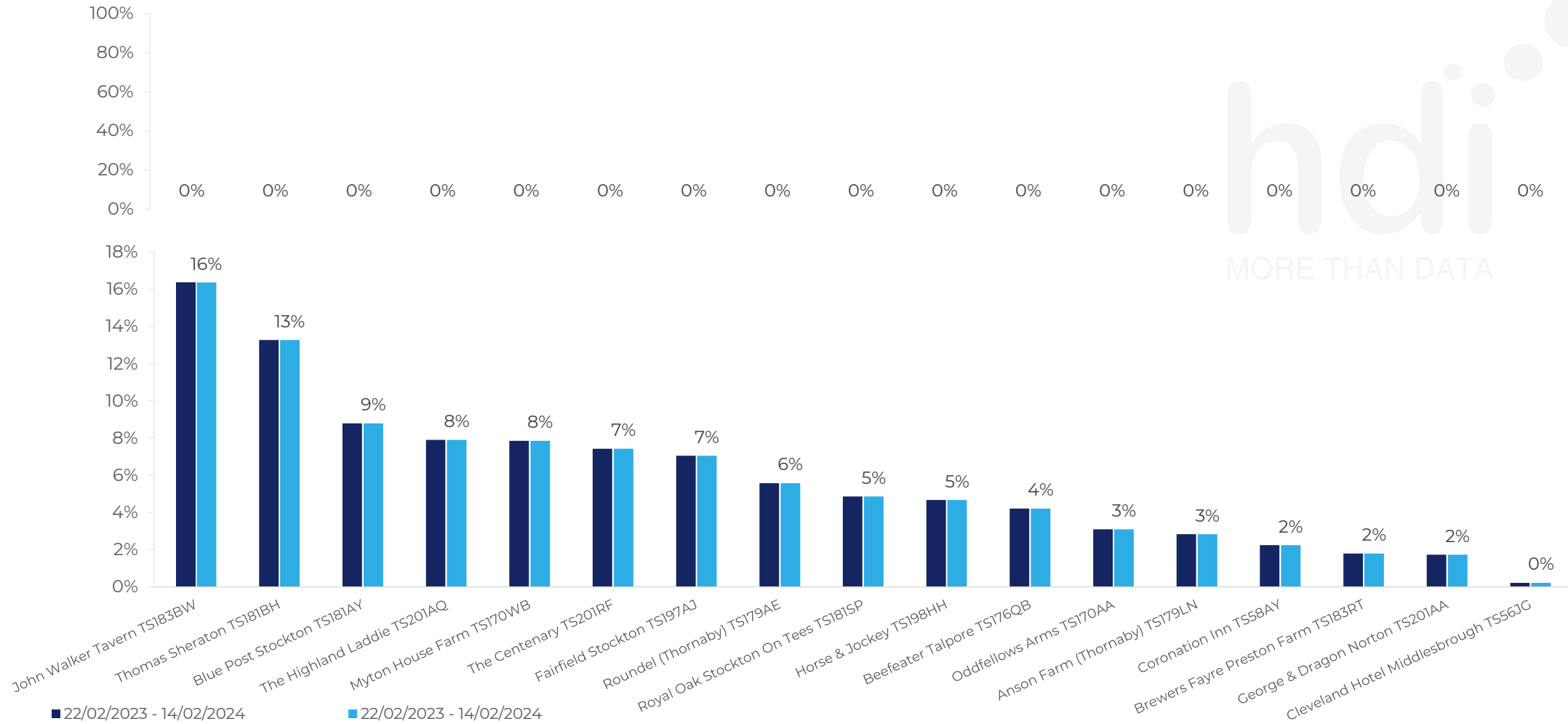
For customers of John Walker Tavern TS183BW, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of John Walker Tavern TS183BW changed between two date ranges?





Market Summary

How does the local area for John Walker Tavern TS183BW 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	£5.97M	8	£12.23M	8	£22.43M	6	£118.49M	7
Weekpart	Mon - Thu	35.0%	3	31.5%	1	37.3%	2	44.0%	8
Weekpart	Fri - Sat	50.0%	9	51.8%	10	47.9%	9	41.2%	4
Weekpart	Sun	14.9%	6	16.7%	8	14.8%	5	14.8%	3
Age	18 to 24	13.7%	9	14.9%	10	10.8%	9	8.5%	7
Age	25 to 34	20.2%	5	21.1%	5	20.0%	4	19.5%	3
Age	35 to 44	25.2%	7	25.9%	7	27.7%	9	29.8%	10
Age	45 to 54	19.1%	4	18.0%	3	18.8%	3	19.1%	4
Age	55 to 64	15.1%	5	13.0%	4	14.8%	5	14.3%	5
Age	65 to 74	4.9%	4	4.8%	4	5.7%	4	6.3%	5
Age	75+	1.8%	5	2.3%	5	2.2%	5	2.5%	5
CAMEO	Business Elite	2.2%	2	2.8%	3	2.7%	2	2.9%	2
CAMEO	Prosperous Professionals	1.8%	2	1.9%	1	2.1%	1	2.6%	1
CAMEO	Flourishing Society	5.2%	2	5.0%	2	5.7%	2	6.7%	2
CAMEO	Content Communities	8.3%	2	10.4%	4	9.8%	3	10.7%	3
CAMEO	White Collar Neighbourhoods	15.5%	9	14.9%	9	15.2%	9	16.2%	10
CAMEO	Enterprising Mainstream	7.5%	5	7.6%	5	7.7%	5	8.9%	6
CAMEO	Paying The Mortgage	15.2%	6	16.1%	7	17.9%	8	19.4%	9
CAMEO	Cash Conscious Communities	10.7%	7	9.7%	6	9.7%	6	9.1%	5
CAMEO	On A Budget	10.9%	9	10.3%	8	9.5%	8	7.0%	6
CAMEO	Family Value	22.7%	10	21.3%	10	19.8%	10	16.5%	10
Affluence	AB	9.2%	1	9.7%	1	10.5%	1	12.2%	1
Affluence	C1C2	46.4%	5	49.0%	6	50.6%	6	55.2%	9
Affluence	DE	44.4%	10	41.3%	10	39.0%	10	32.6%	9



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Non-Core



Achievable Average Weekly Takings

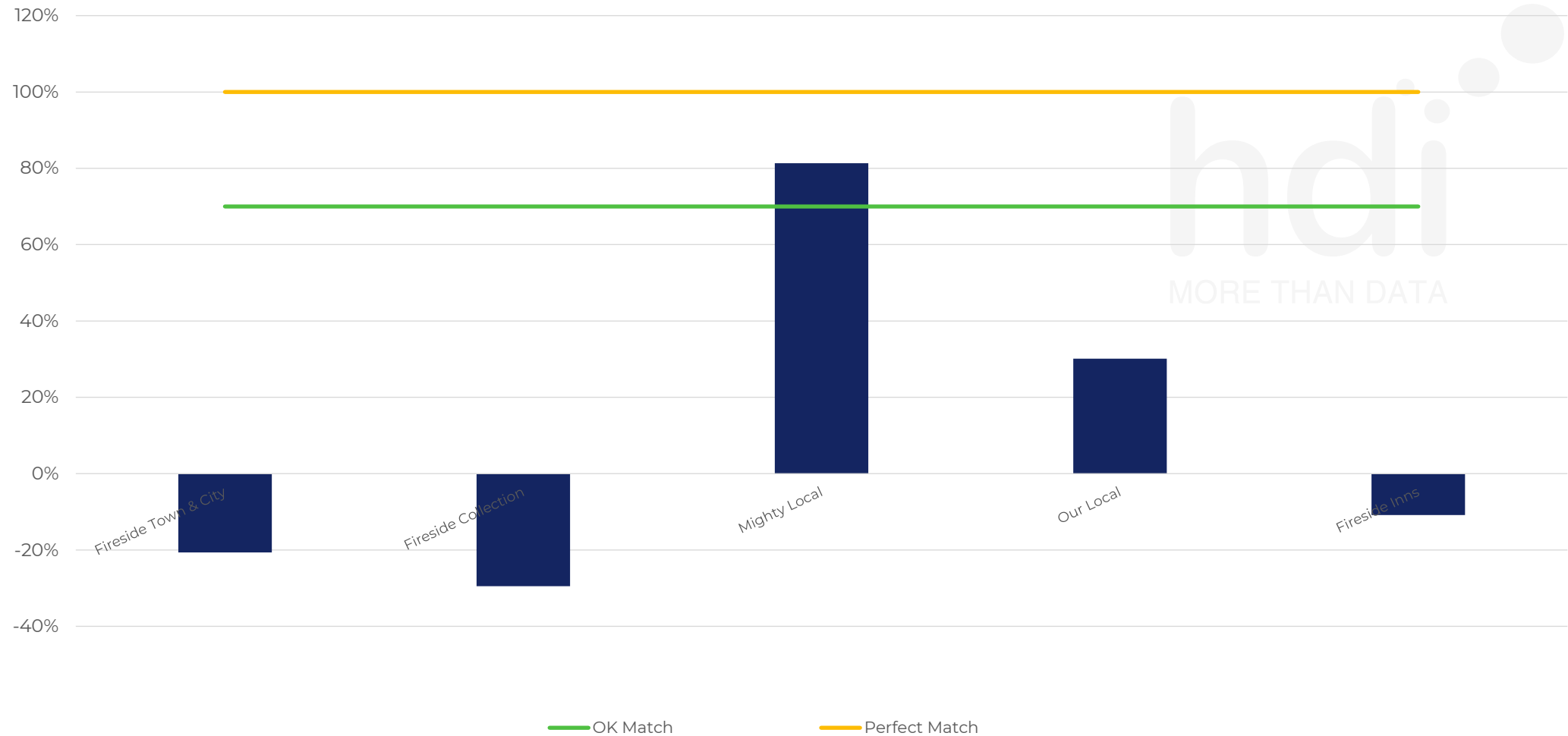
£8000

- A Food-Led High Affluence B Food-Led Mid Affluence C Wet-Led Mid/High Affluence D Wet-Led Low Affluence E Food-Led Low Affluence
- 1 AWT 2 Local Regulars 3 Local Passing Trade 4 Destination Wet-Led 5 Destination Food-Led 6 Destination Very Food-Led



Site Potential 2

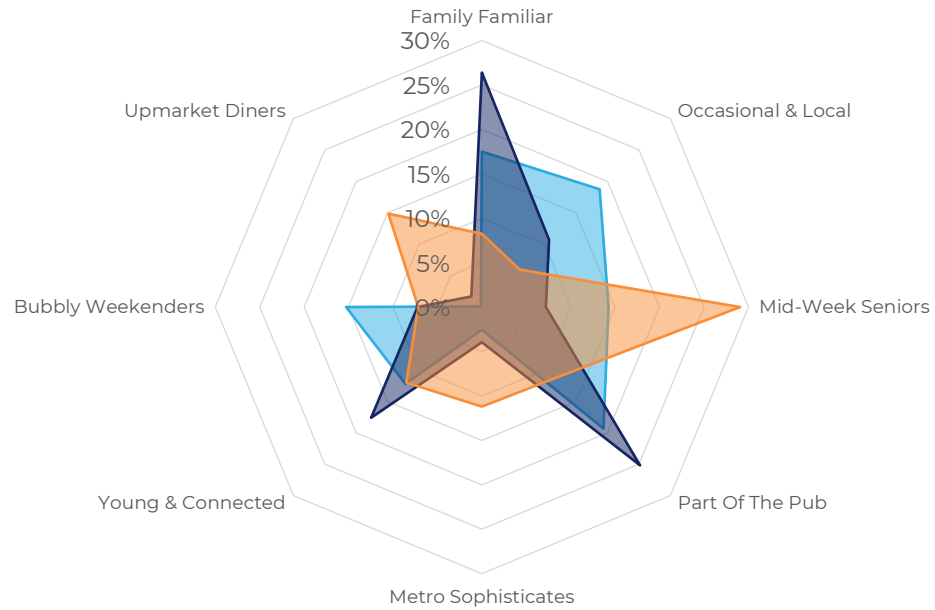
Concept Recommendation





Local Market Profile

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



John Walker Tavern

Local Catchment

Punch T&L

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
John Walker Tavern	153	17.50%	18.74%	14.26%	19.33%	2.54%	12.19%	15.28%	0.13%
Local Catchment	3494	26.40%	10.69%	7.22%	25.18%	3.94%	17.62%	7.23%	1.69%
Punch T&L	115592	8.26%	5.99%	29.06%	11.40%	11.20%	12.01%	7.15%	14.88%
John Walker Tavern vs Local Catchment		-8.90%	8.05%	7.04%	-5.85%	-1.40%	-5.43%	8.05%	-1.56%
John Walker Tavern vs Punch T&L		9.24%	12.75%	-14.80%	7.93%	-8.66%	0.18%	8.13%	-14.75%
Local Catchment vs Punch T&L		18.14%	4.70%	-21.84%	13.78%	-7.26%	5.61%	0.08%	-13.19%



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
John Walker Tavern TS183BW	153	17.50%	18.74%	14.26%	19.33%	2.54%	12.19%	15.28%	0.13%
Thomas Sheraton TS181BH	466	14.31%	7.99%	5.36%	43.61%	5.94%	17.08%	4.96%	0.71%
Blue Post Stockton TS181AY	204	12.30%	31.56%	2.19%	20.99%	3.15%	18.79%	10.73%	0.25%
The Highland Laddie TS201AQ	915	14.75%	10.09%	6.78%	33.22%	5.51%	19.59%	8.65%	1.38%
Myton House Farm TS170WB	404	22.37%	5.18%	4.86%	39.34%	8.34%	10.83%	7.53%	1.51%
The Centenary TS201RF	296	15.71%	16.68%	3.59%	40.82%	0.95%	15.77%	6.31%	0.14%
Fairfield Stockton TS197AJ	116	15.30%	27.89%	3.01%	22.23%	1.16%	9.58%	20.65%	0.15%
Roundel (Thornaby) TS179AE	304	32.96%	11.19%	3.38%	27.49%	1.01%	19.24%	4.43%	0.26%
Royal Oak Stockton On Tees TS181SP	219	17.17%	29.09%	3.23%	12.48%	4.12%	19.94%	13.82%	0.11%
Horse & Jockey TS198HH	264	39.18%	19.74%	5.77%	17.82%	0.35%	14.75%	2.07%	0.28%
Beefeater Talpore TS176QB	923	34.74%	5.46%	14.51%	7.67%	5.87%	17.29%	9.05%	5.38%
Oddfellows Arms TS170AA	57	28.92%	11.89%	7.81%	31.50%	3.76%	14.14%	1.94%	0.00%
Anson Farm (Thornaby) TS179LN	732	45.44%	6.28%	11.14%	10.97%	1.36%	16.89%	6.00%	1.88%
Coronation Inn TS58AY	181	13.34%	7.64%	1.63%	37.61%	1.64%	32.24%	4.91%	0.96%
Brewers Fayre Preston Farm TS183RT	488	35.09%	9.40%	12.05%	18.54%	2.21%	13.57%	7.01%	2.10%
George & Dragon Norton TS201AA	238	14.84%	16.39%	5.49%	21.94%	8.12%	22.09%	9.60%	1.49%
Cleveland Hotel Middlesbrough TS56JG	132	9.67%	20.94%	1.33%	11.71%	5.03%	44.39%	6.69%	0.20%