

Site Summary



Parkwood TS185ER

TS185ER

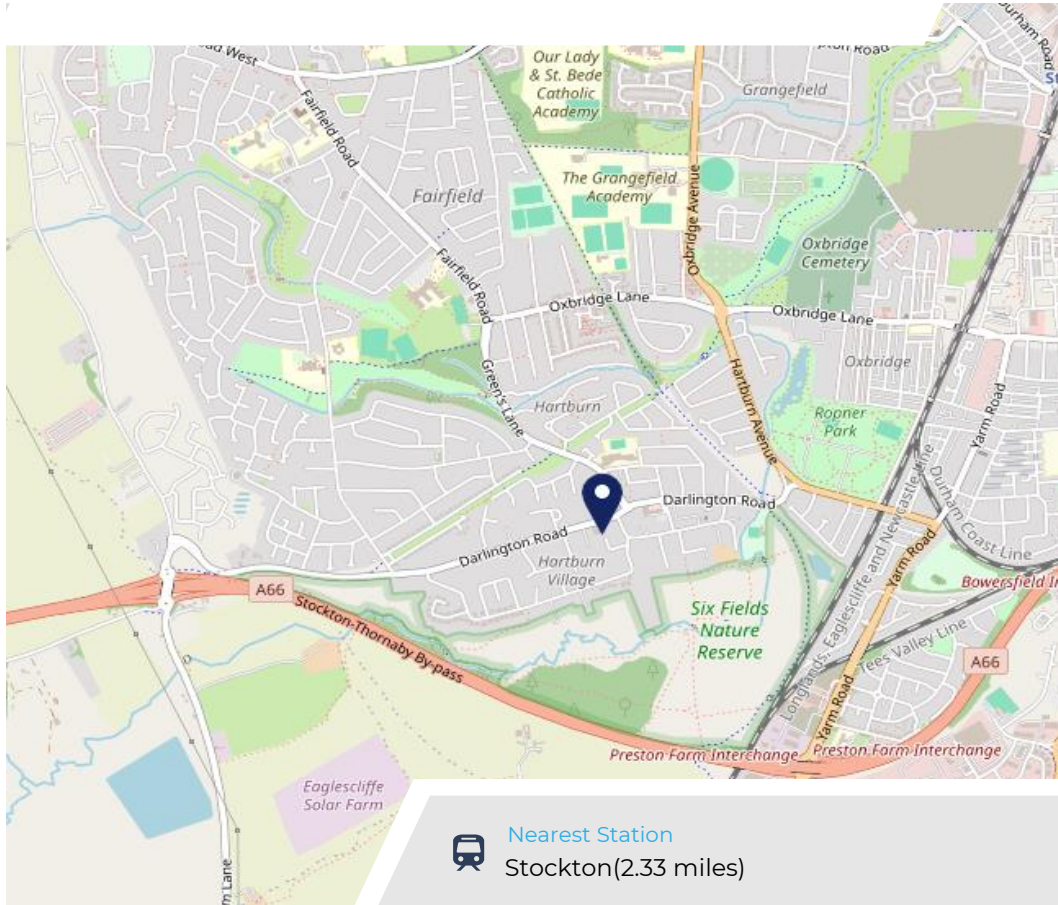
Punch T&L

Work Area
Middlesbrough and Stockton

Region
North East

TV Region
Tyne Tees

Urbanicity
Urban city and town



ATV
£15.37



Gender
69.63%
Male



Affluence
82.97%
Middle Income



Segmentation
26.68%
White Collar Neighbourhoods



Age Group
31.76%
45 to 54



Visit Day
26.19%
Sat

Top Competitors



Masham
TS185DR
 Star Pubs & Bars

#1



Stockton Arms Stockton
TS185BH
 Stonegate PP

#2



Fairfield Stockton
TS197AJ
 Craft Union

#3

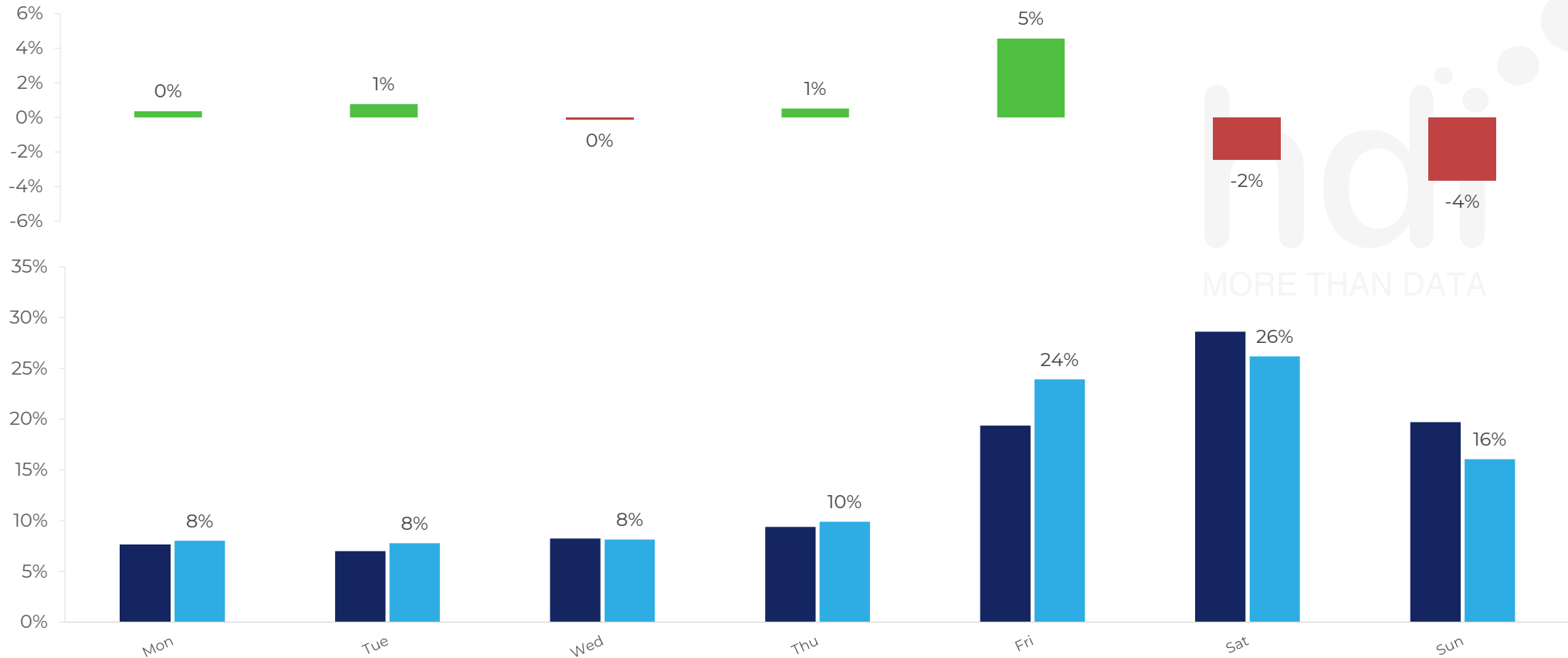


Nearest Station
Stockton(2.33 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Parkwood TS185ER versus its competitors?

% of spend for Parkwood TS185ER and 129 Chains in 3 Miles from 01/01/2023 - 01/07/2023 split by Day of Week



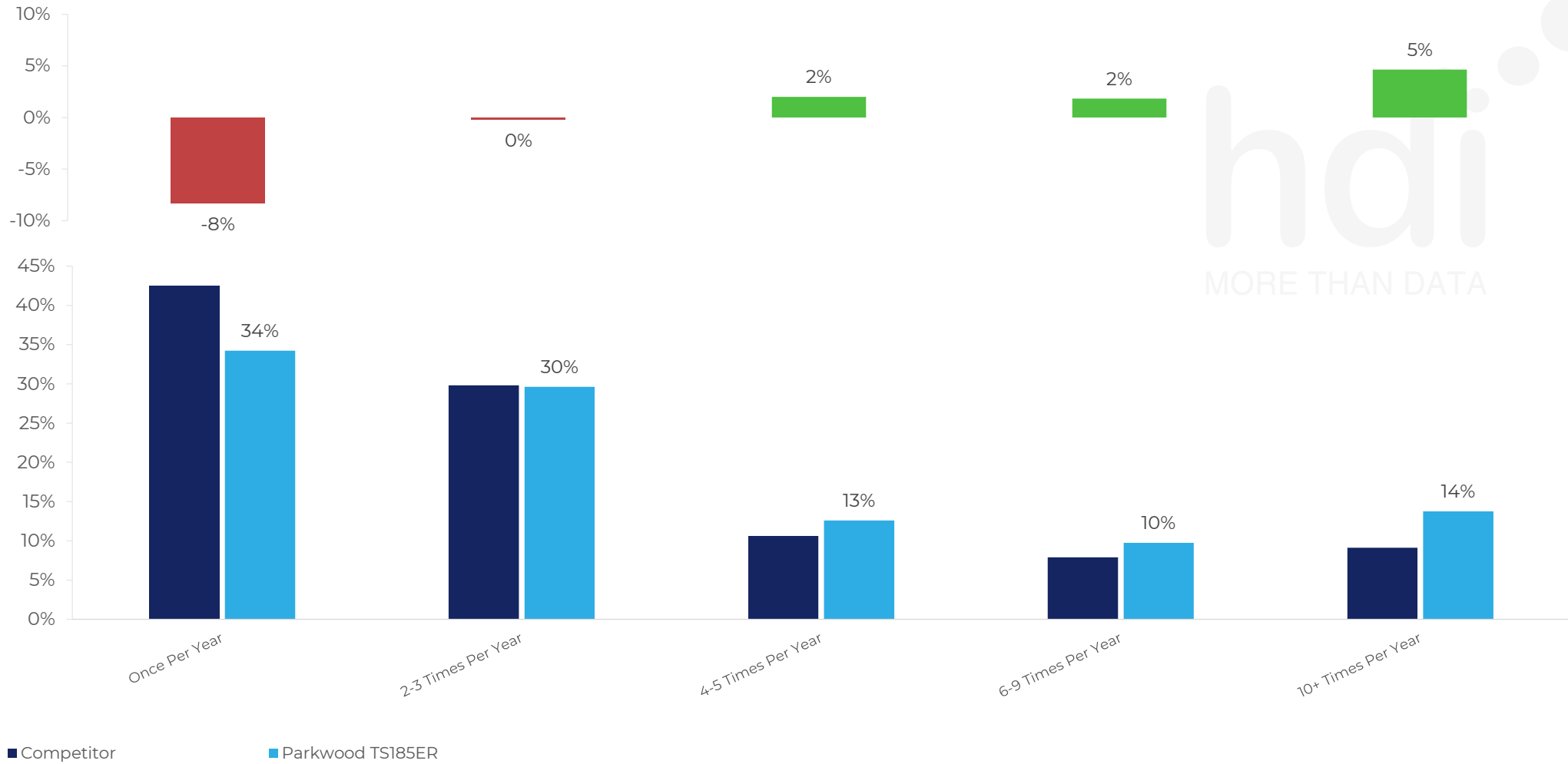
■ Competitor

■ Parkwood TS185ER

Visit Frequency

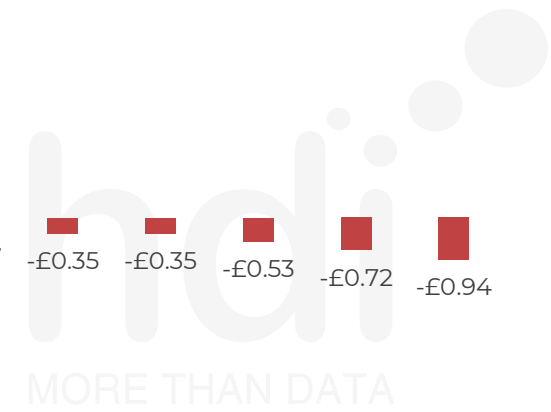
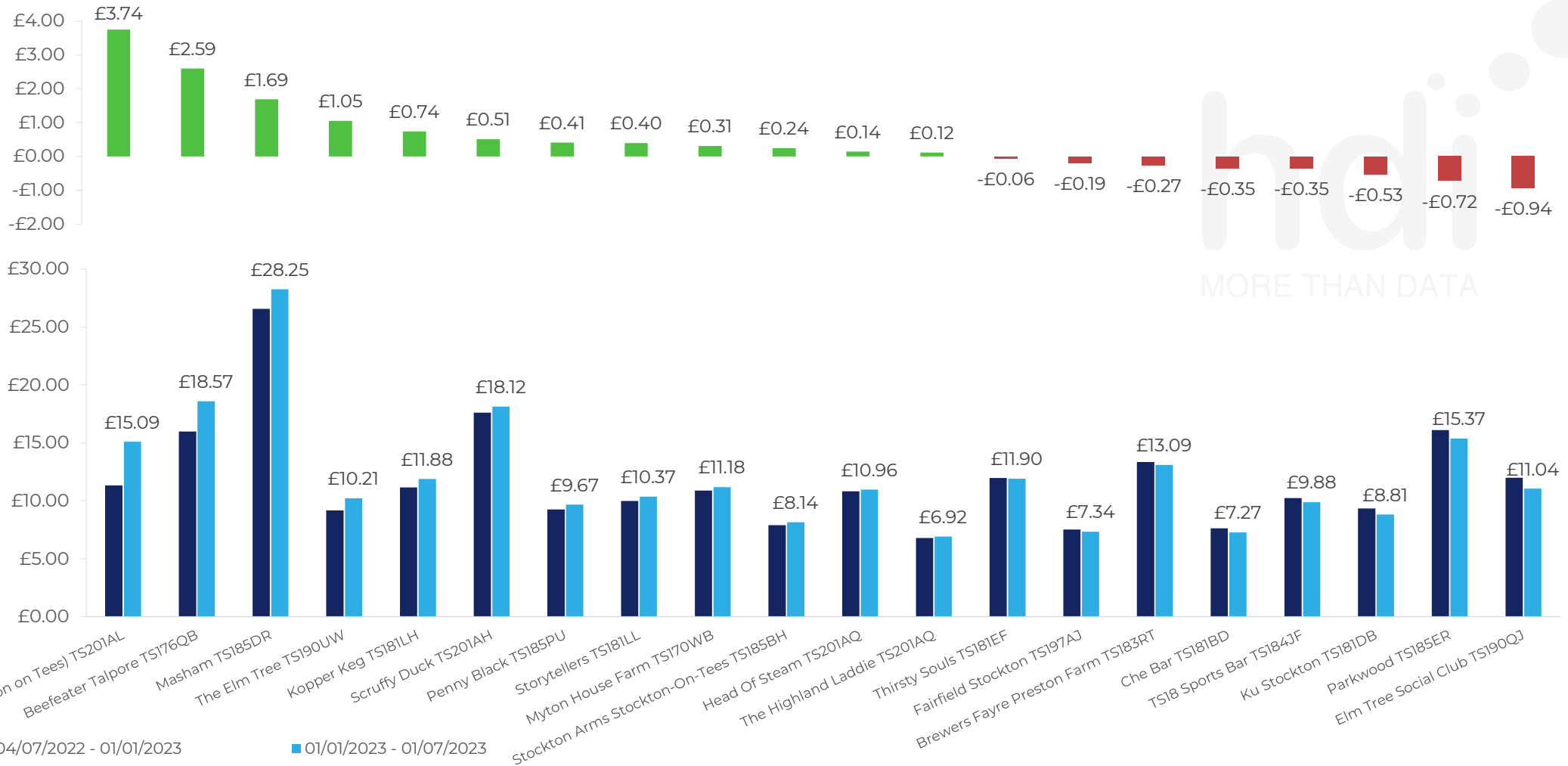
How frequently per year do customers visit Parkwood TS185ER versus its competitors?

% of customer numbers for Parkwood TS185ER and 129 Chains in 3 Miles from 01/01/2023 - 01/07/2023 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

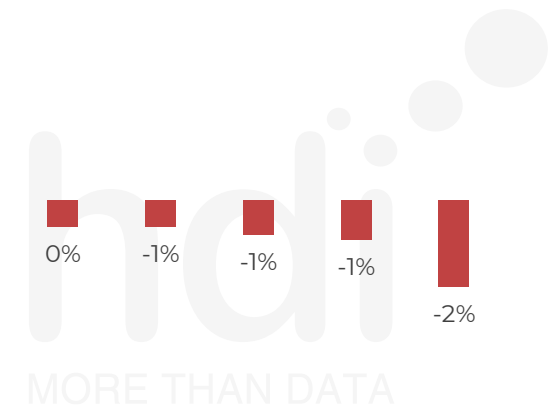
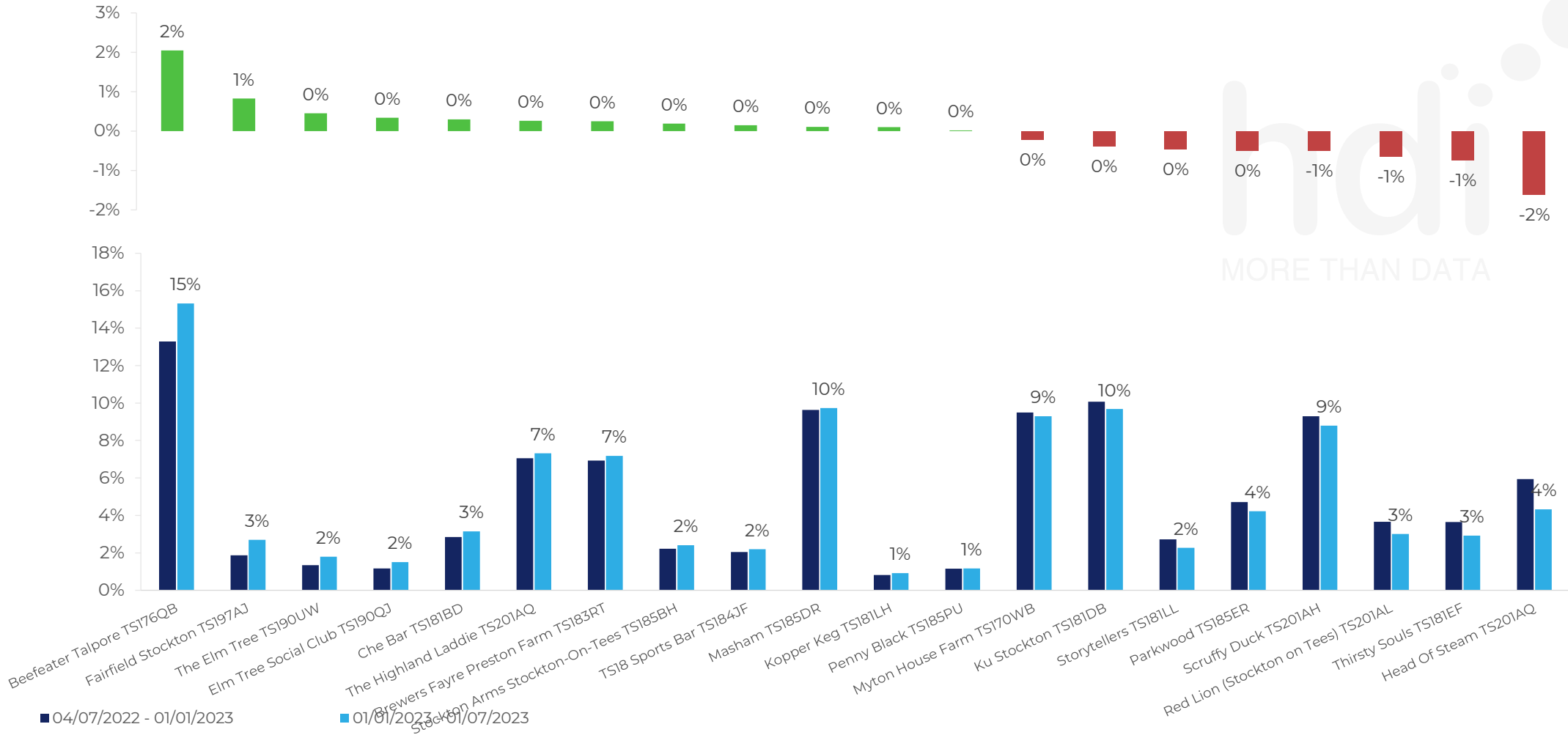




Market Share Change

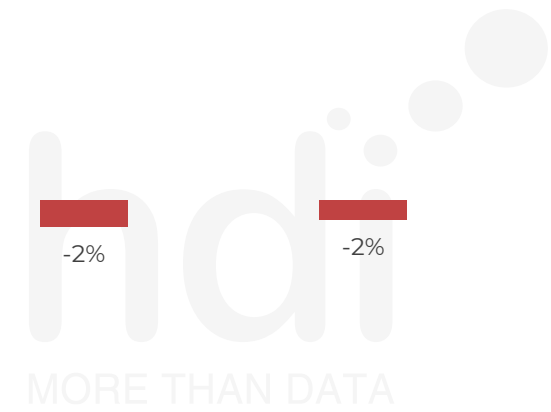
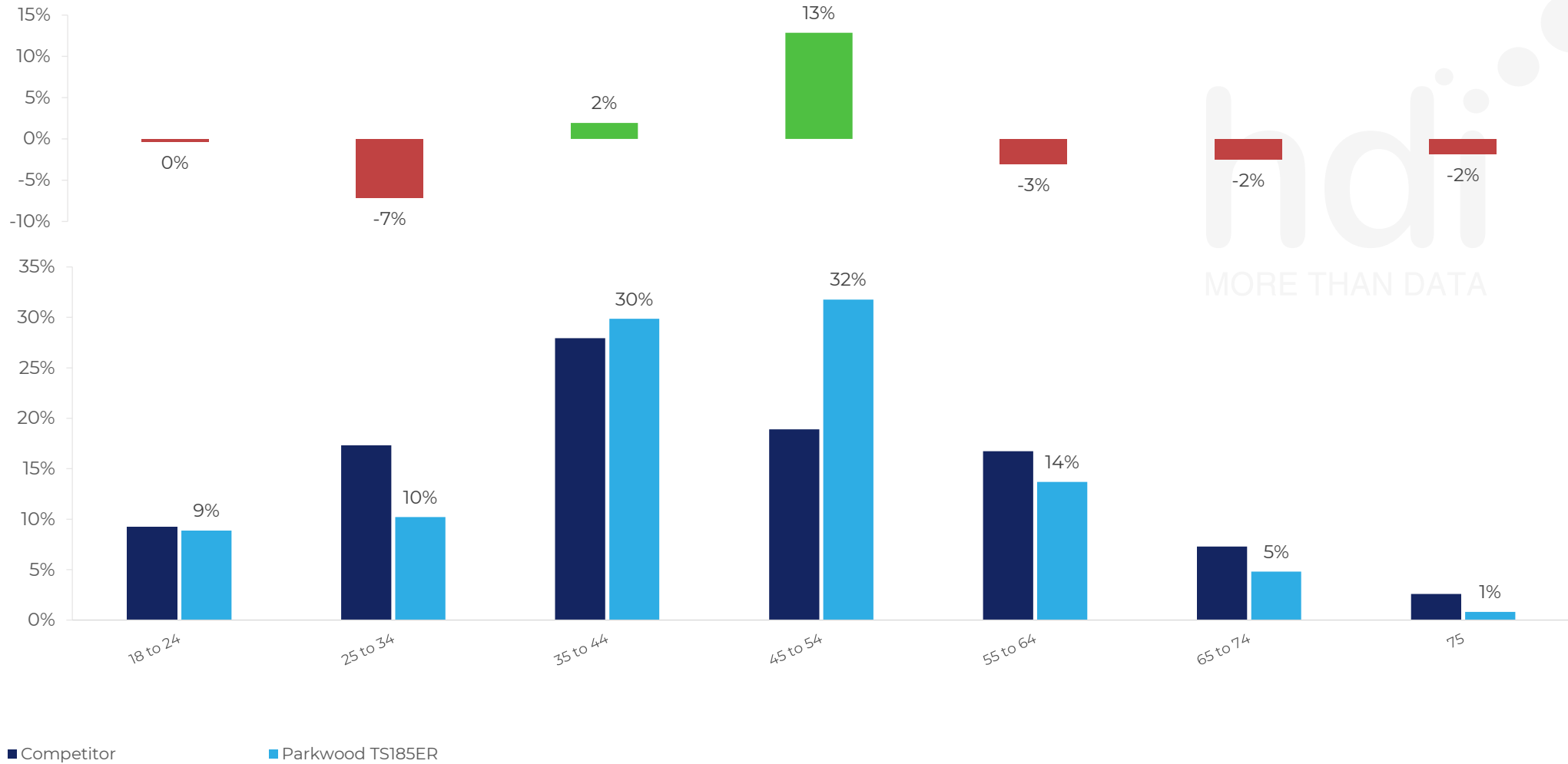
How has market share changed between two date ranges?

% of market share spend for Parkwood TS185ER and 129 Chains in 3 Miles from 01/01/2023 - 01/07/2023



How does the age profile of customers who visit Parkwood TS185ER compare versus its competitors?

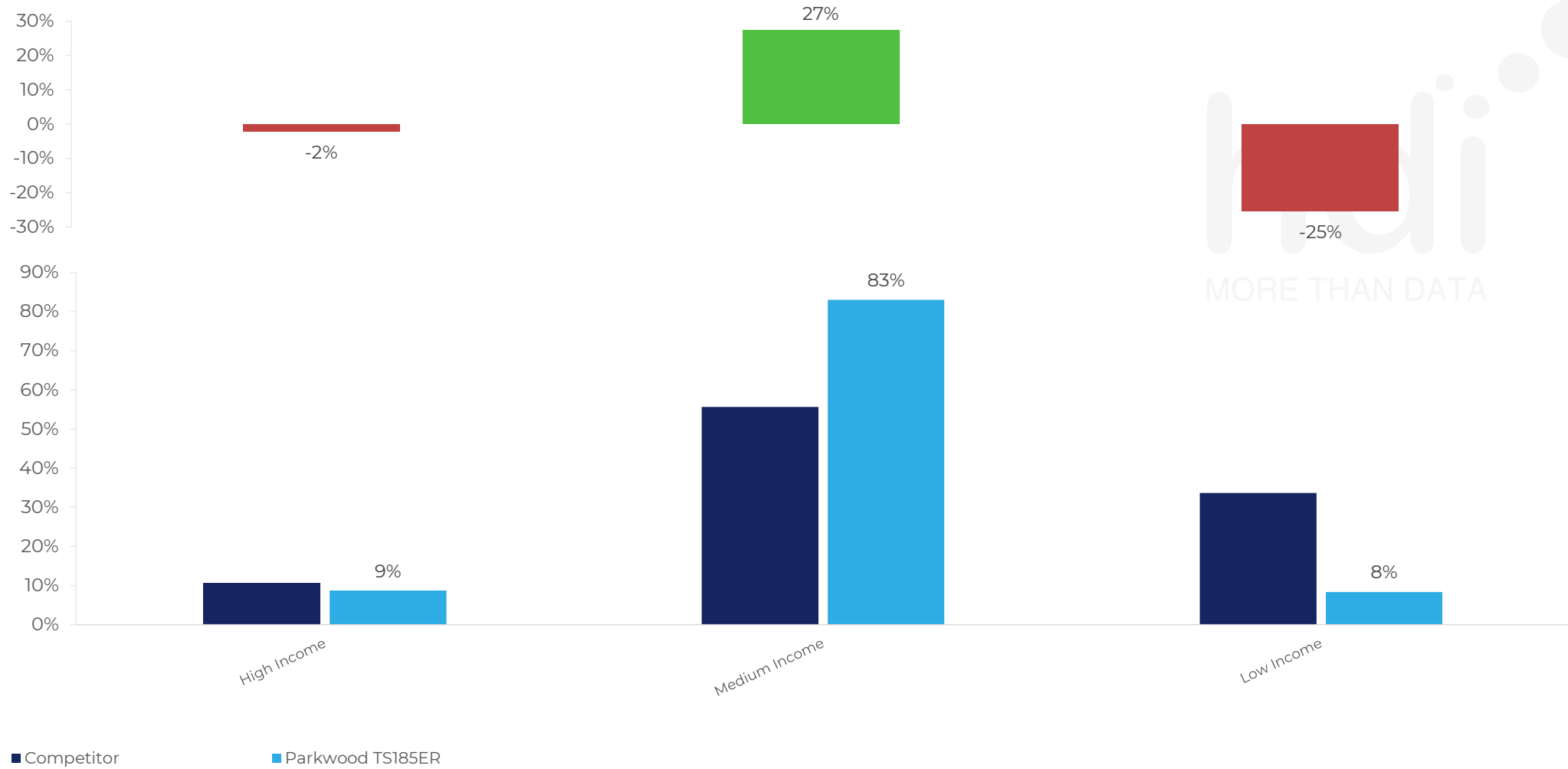
% of spend for Parkwood TS185ER and 129 Chains in 3 Miles from 01/01/2023 - 01/07/2023 split by Age Range



Affluence

How does the affluence of customers who visit Parkwood TS185ER compare versus its competitors?

% of spend for Parkwood TS185ER and 129 Chains in 3 Miles from 01/01/2023 - 01/07/2023 split by Affluence

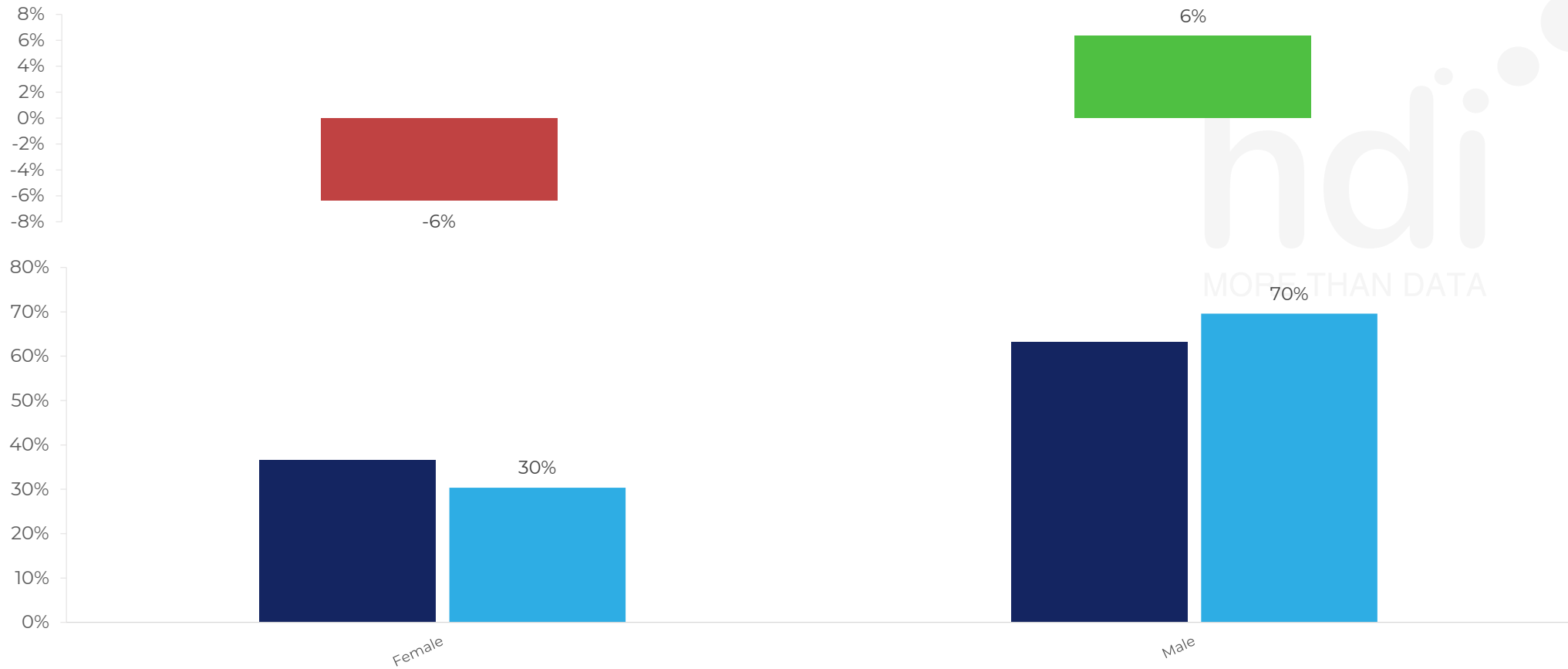




Gender

How does the gender profile of customers who visit Parkwood TS185ER compare versus its competitors?

% of spend for Parkwood TS185ER and 129 Chains in 3 Miles from 01/01/2023 - 01/07/2023 split by Gender



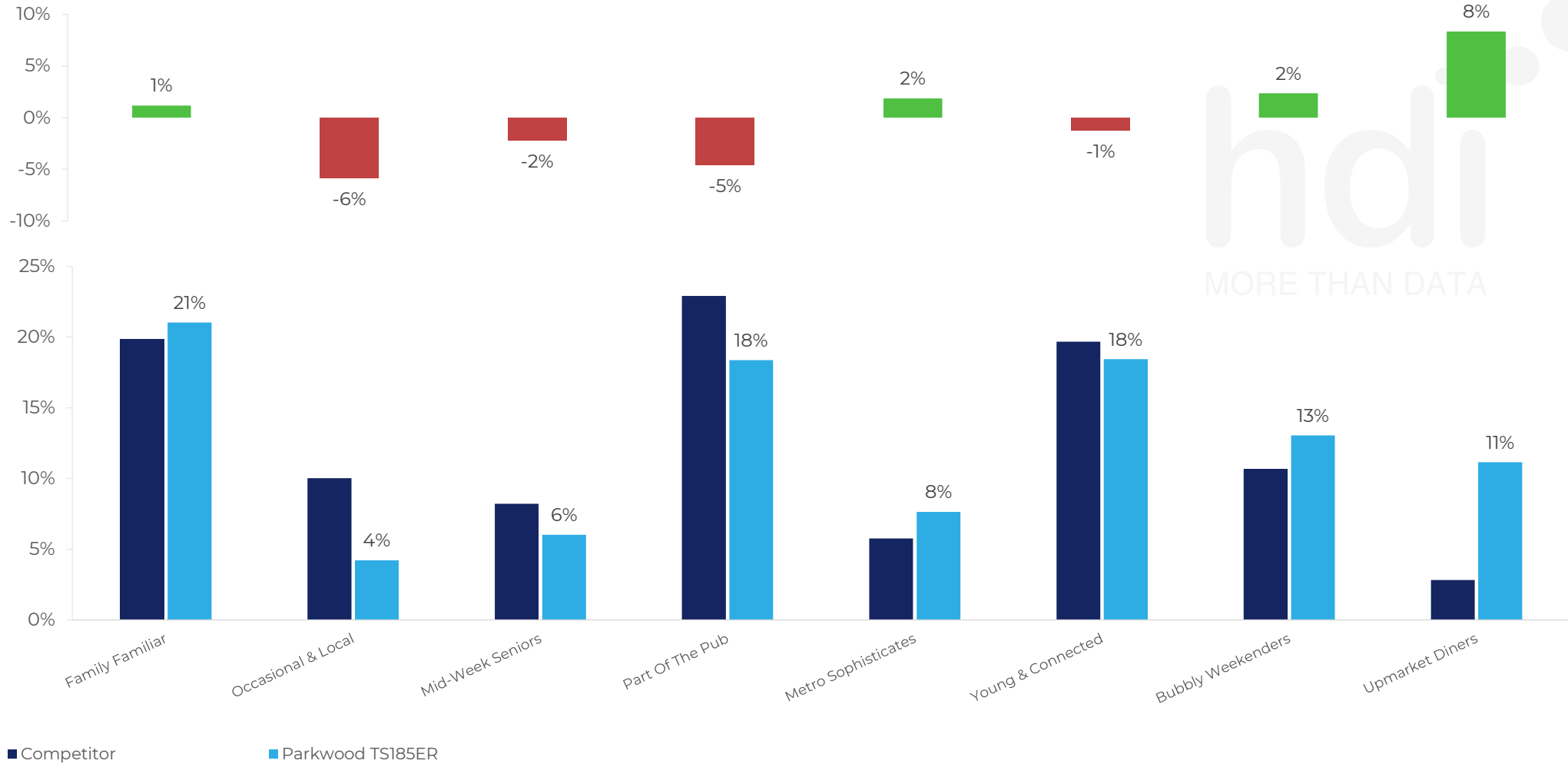
■ Competitor

■ Parkwood TS185ER

Punch Segmentation

How does the Custom segmentation profile of customers who visit Parkwood TS185ER compare versus its competitors?

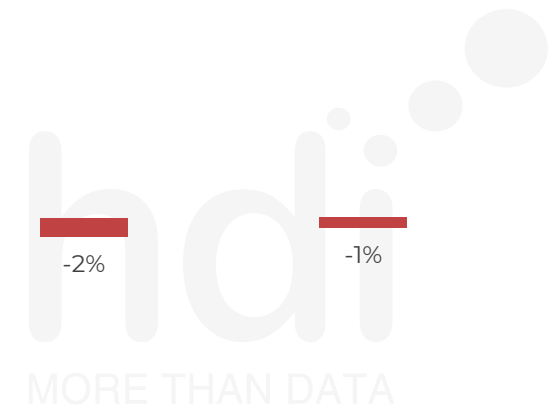
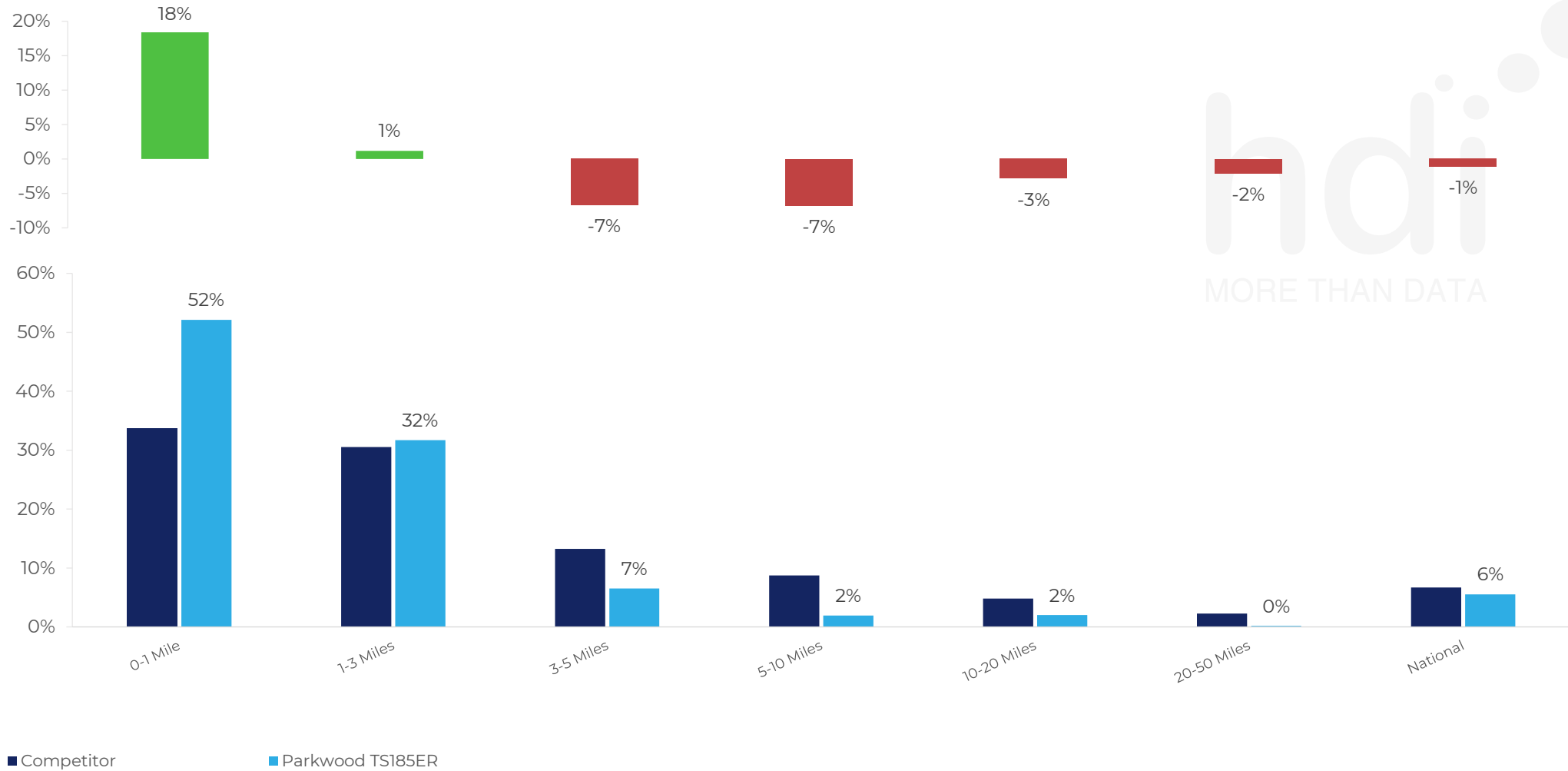
% of spend for Parkwood TS185ER and 129 Chains in 3 Miles from 01/01/2023 - 01/07/2023 split by Segment



Spend by Distance

How does the spend profile of Parkwood TS185ER compare versus its competitors based on travel distances?

% of spend for Parkwood TS185ER and 129 Chains in 3 Miles from 01/01/2023 - 01/07/2023 split by Distance travelled

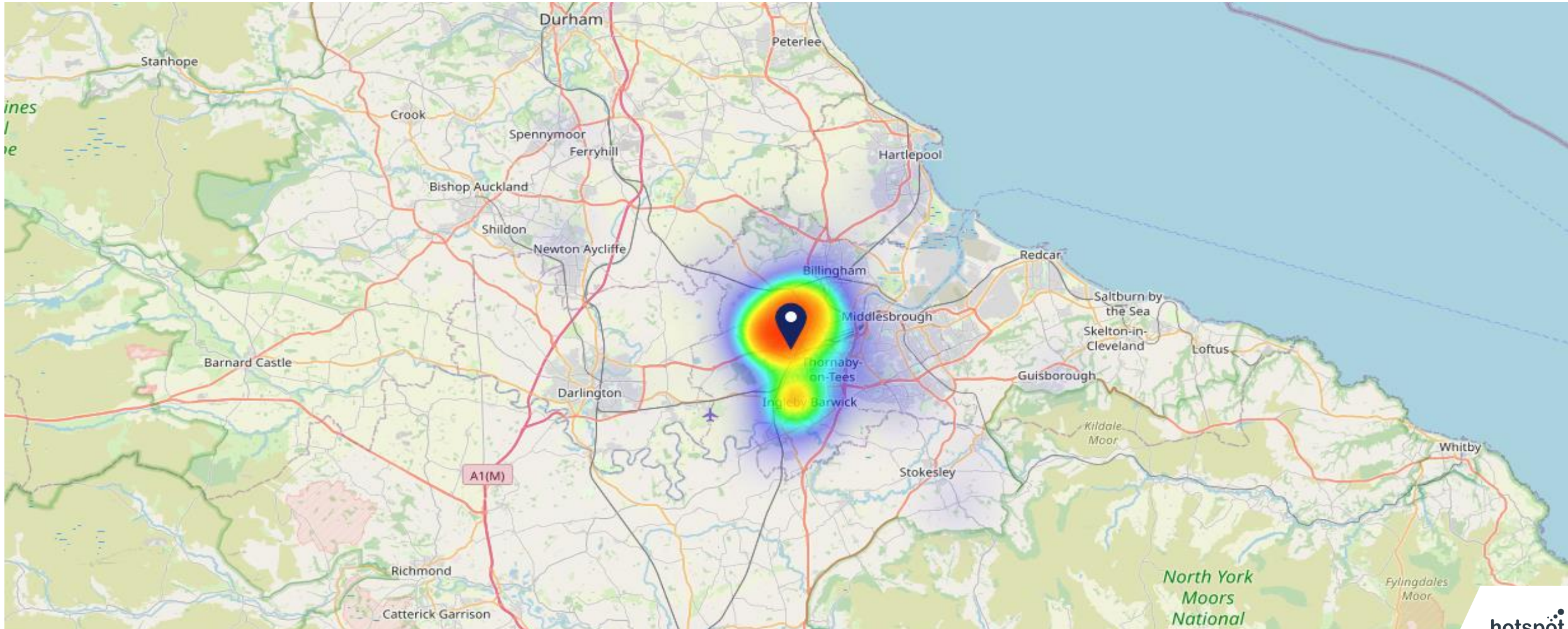




Map of Guest Origin

Where do customers of Parkwood TS185ER come from?

Where do customers of Parkwood TS185ER for 01/01/2023 - 01/07/2023 live

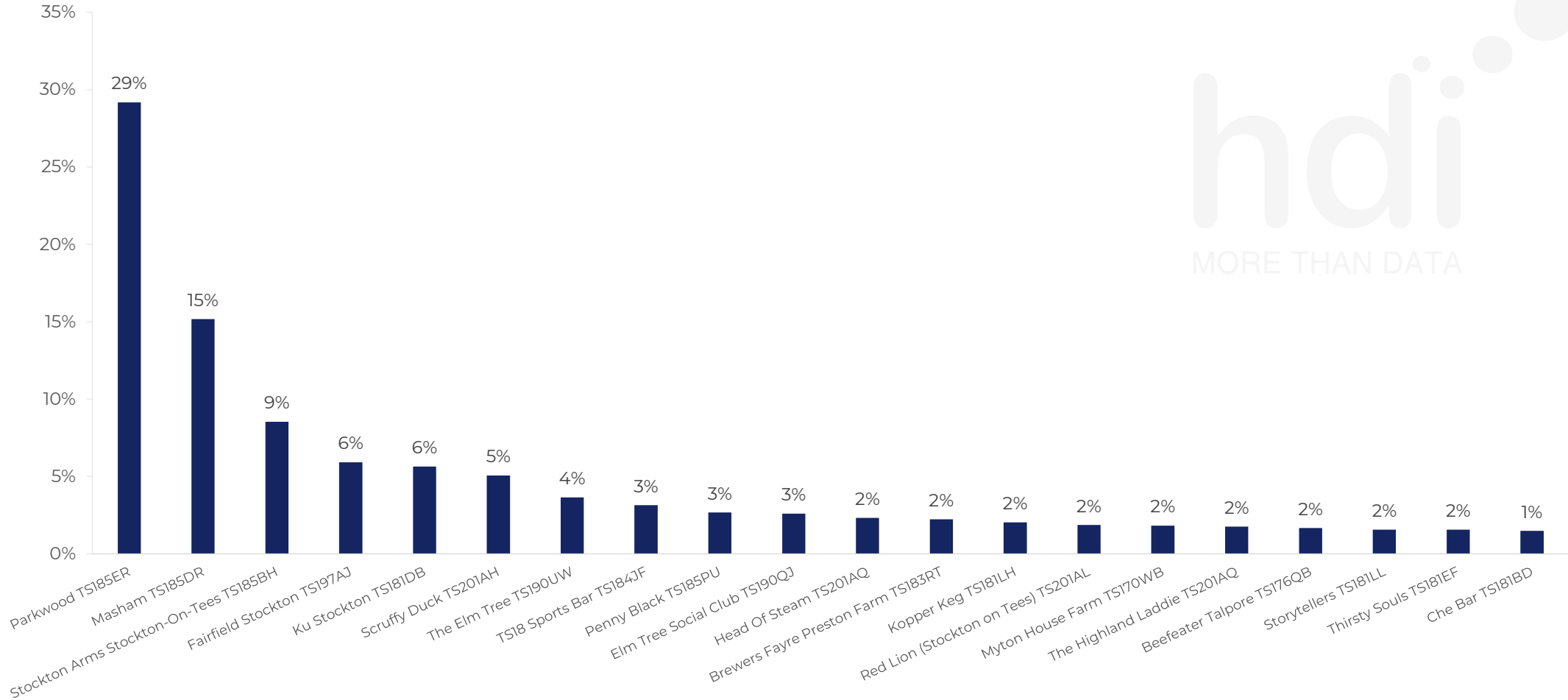




Share of Wallet

What are the Top 20 venues (by spend) that customers of Parkwood TS185ER also visit?

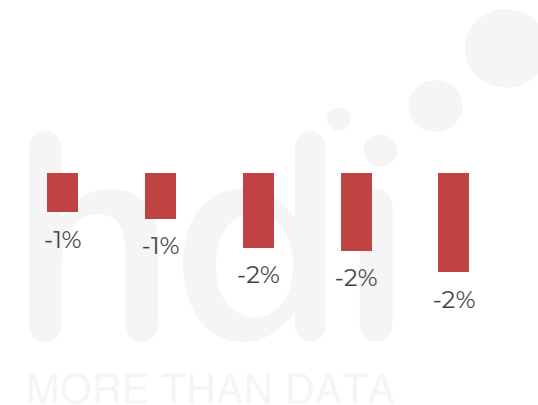
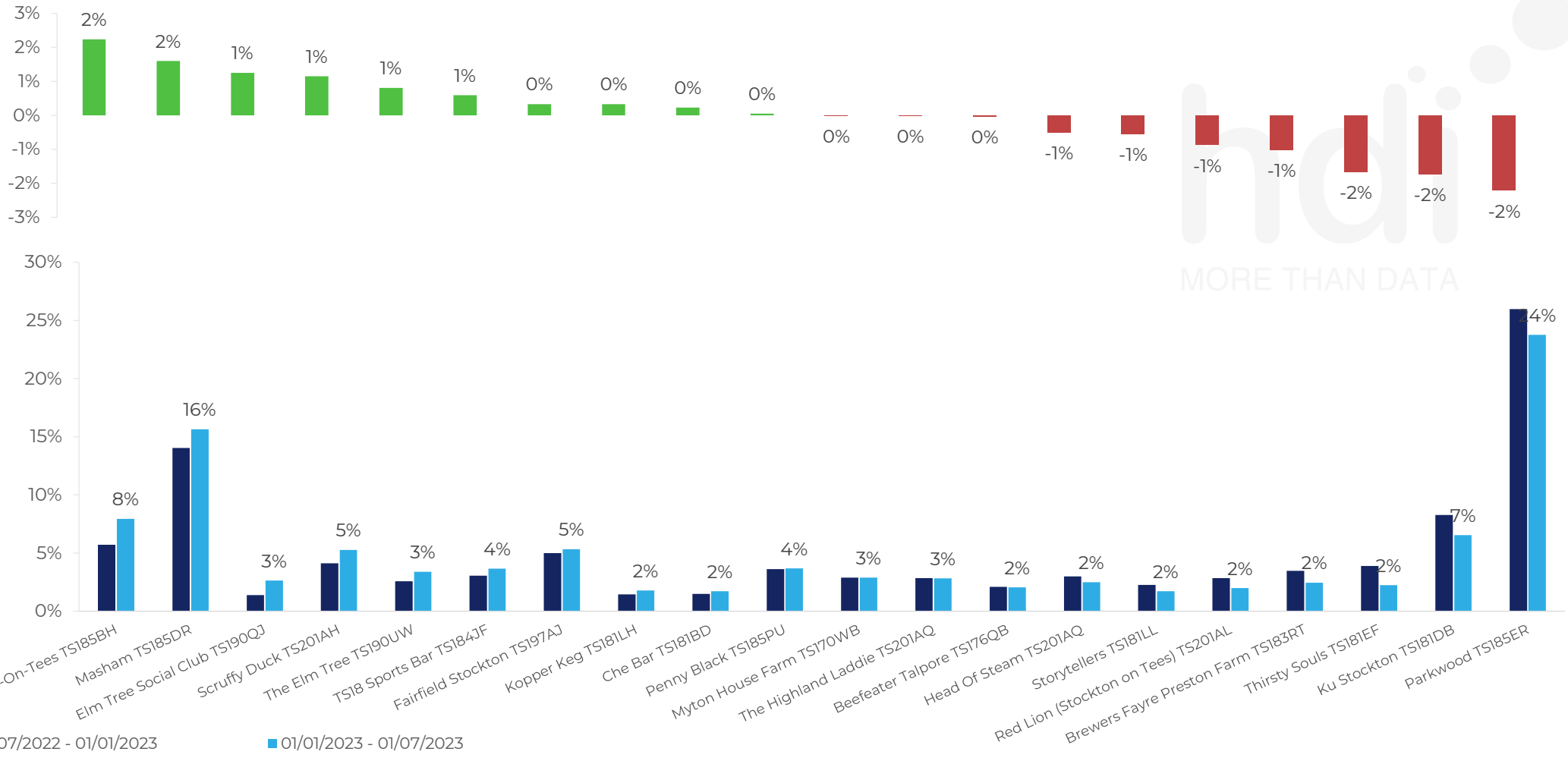
For customers of Parkwood TS185ER, who are the top 20 competitors from 129 Chains in 3 Miles for 01/01/2023 - 01/07/2023 split by Venue





Share of Wallet Change

How has share of wallet of customers of Parkwood TS185ER changed between two date ranges?





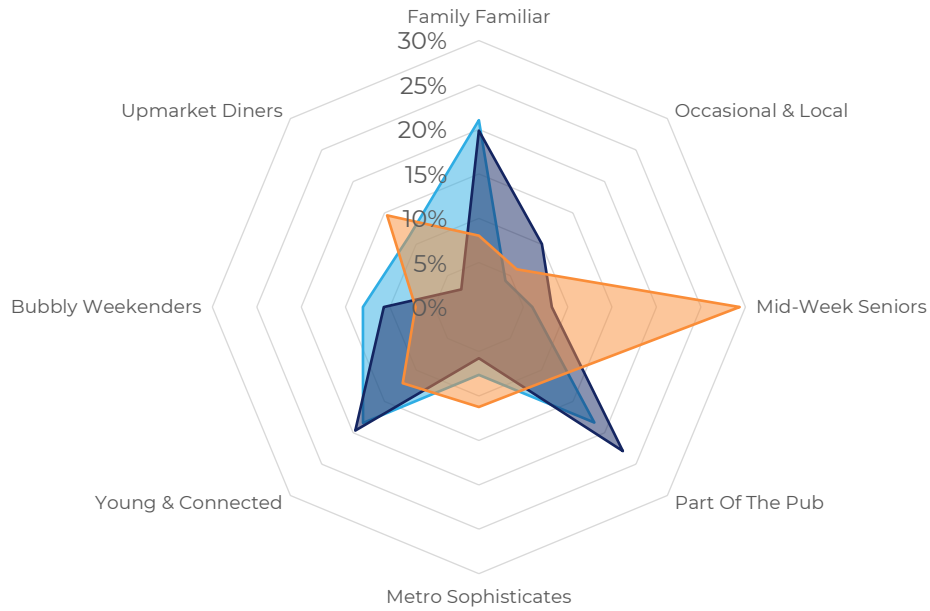
Market Summary

How does the local area for Parkwood TS185ER 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	£2.32M	6	£2.90M	5	£7.68M	4	£105.12M	7
Weekpart	Mon - Thu	46.7%	8	45.8%	8	42.4%	7	43.8%	8
Weekpart	Fri - Sat	37.4%	2	39.0%	3	40.6%	4	41.2%	4
Weekpart	Sun	15.9%	7	15.2%	6	17.0%	8	15.0%	4
Age	18 to 24	7.7%	7	12.8%	9	9.4%	8	8.9%	7
Age	25 to 34	10.7%	1	10.1%	1	14.0%	2	19.6%	3
Age	35 to 44	25.7%	7	24.8%	7	27.4%	9	29.8%	10
Age	45 to 54	18.8%	4	16.5%	2	16.2%	1	18.9%	3
Age	55 to 64	17.0%	6	17.5%	7	17.4%	7	14.1%	4
Age	65 to 74	11.3%	9	11.2%	9	9.6%	8	6.3%	5
Age	75+	8.8%	10	7.2%	10	5.9%	9	2.5%	5
CAMEO	Business Elite	3.6%	3	3.1%	3	2.6%	2	3.0%	2
CAMEO	Prosperous Professionals	3.8%	3	3.1%	3	2.5%	2	2.8%	1
CAMEO	Flourishing Society	3.7%	1	3.7%	1	7.2%	3	6.9%	2
CAMEO	Content Communities	23.5%	10	26.7%	10	17.0%	9	11.5%	4
CAMEO	White Collar Neighbourhoods	26.1%	10	27.1%	10	22.4%	10	16.1%	10
CAMEO	Enterprising Mainstream	8.8%	6	9.3%	6	7.7%	5	8.8%	6
CAMEO	Paying The Mortgage	19.5%	9	16.6%	7	21.3%	9	19.0%	9
CAMEO	Cash Conscious Communities	2.8%	1	2.3%	1	5.2%	2	9.0%	5
CAMEO	On A Budget	3.4%	2	3.4%	2	5.4%	4	6.8%	6
CAMEO	Family Value	4.8%	7	4.8%	7	8.7%	9	16.1%	10
Affluence	AB	11.2%	2	9.9%	1	12.4%	2	12.7%	1
Affluence	C1C2	77.8%	10	79.6%	10	68.3%	10	55.3%	9
Affluence	DE	11.1%	2	10.4%	2	19.3%	5	32.0%	9



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
Parkwood	136	21.04%	4.21%	6.03%	18.38%	7.64%	18.44%	13.05%	11.16%
Local Catchment	3981	19.86%	10.03%	8.21%	22.92%	5.77%	19.67%	10.69%	2.82%
Punch T&L	75234	8.05%	6.03%	29.35%	11.44%	11.24%	12.13%	7.12%	14.60%
Parkwood vs Local Catchment		1.18%	-5.82%	-2.18%	-4.54%	1.87%	-1.23%	2.36%	8.34%
Parkwood vs Punch T&L		12.99%	-1.82%	-23.32%	6.94%	-3.60%	6.31%	5.93%	-3.44%
Local Catchment vs Punch T&L		11.81%	4.00%	-21.14%	11.48%	-5.47%	7.54%	3.57%	-11.78%

■ Parkwood

■ Local Catchment

■ Punch T&L