



Site Summary



Avenue DH12PT

DH12PT

Punch - Our Local



Work Area

Durham and Bishop Auckland North East



Region

North East



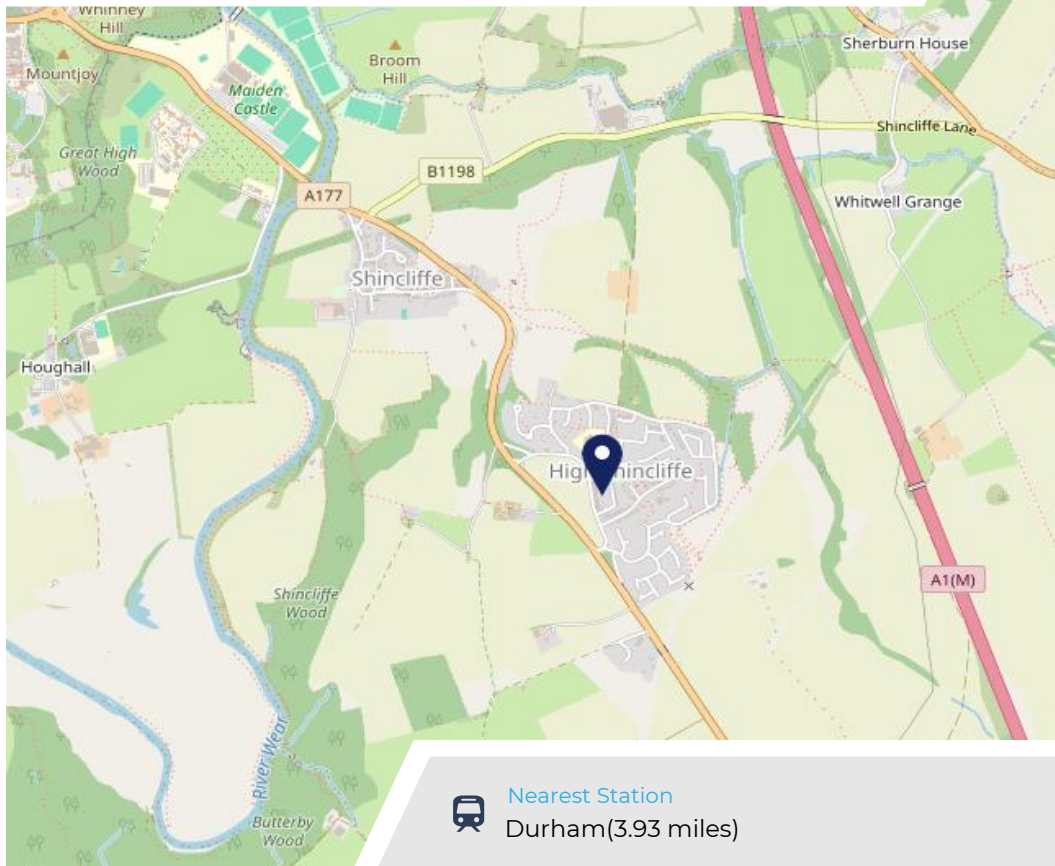
TV Region

Tyne Tees



Urbanicity

Rural town and fringe



ATV

£16.37

Gender

67.68%

Male



Affluence

49.49%

Middle Income



Segmentation

29.86%

Content Communities



Age Group

30.15%

45 to 54



Visit Day

23.20%

Sat

Top Competitors



The Bishops Mill

#1

DH11WA

JD Wetherspoon



Half Moon Inn

#2

DH13AQ

M&B High Street



Slug And Lettuce Durh

#3

DH11SQ

Slug & Lettuce



Nearest Station

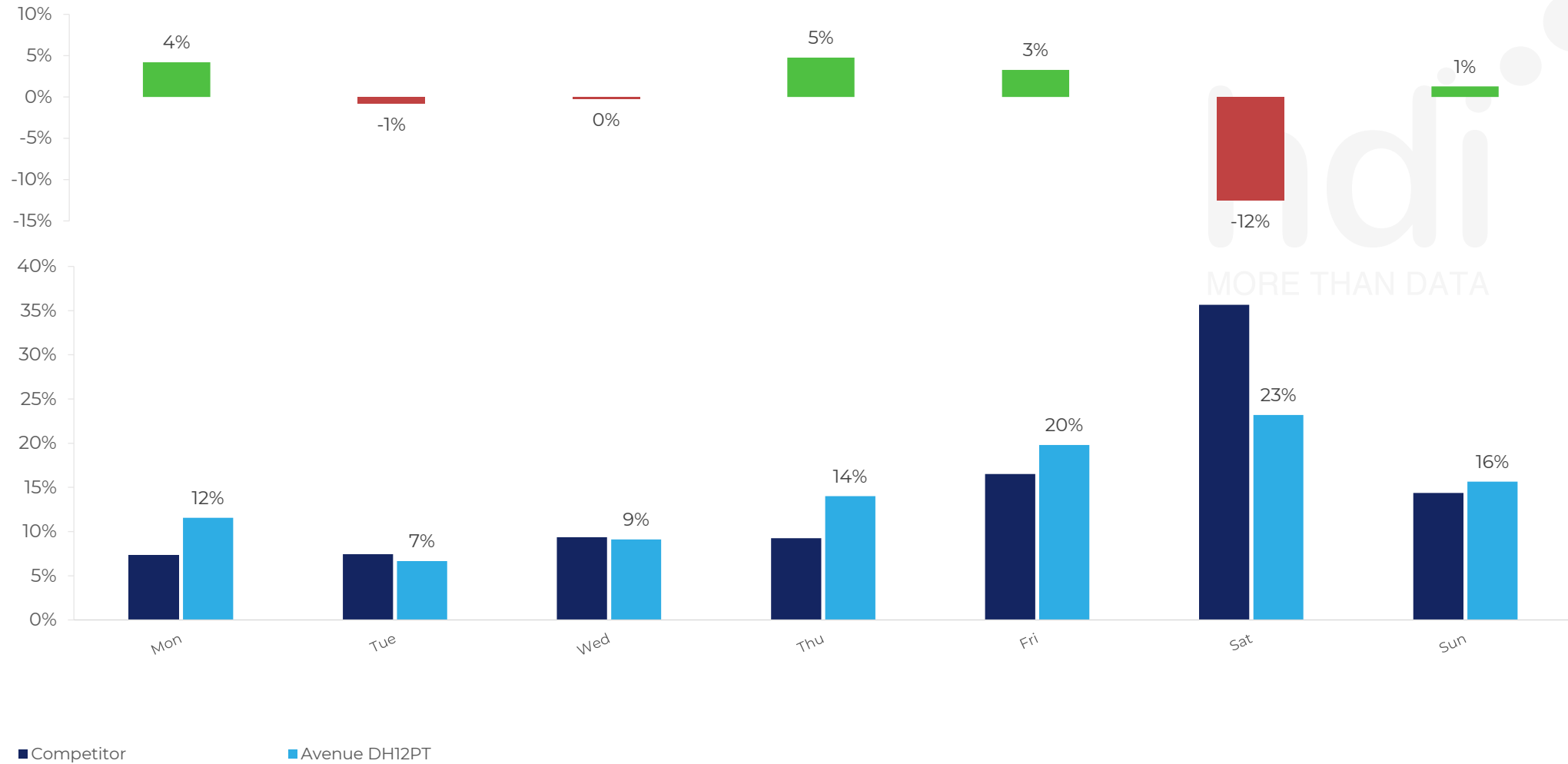
Durham(3.93 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Avenue DH12PT versus its competitors?

% of spend for Avenue DH12PT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

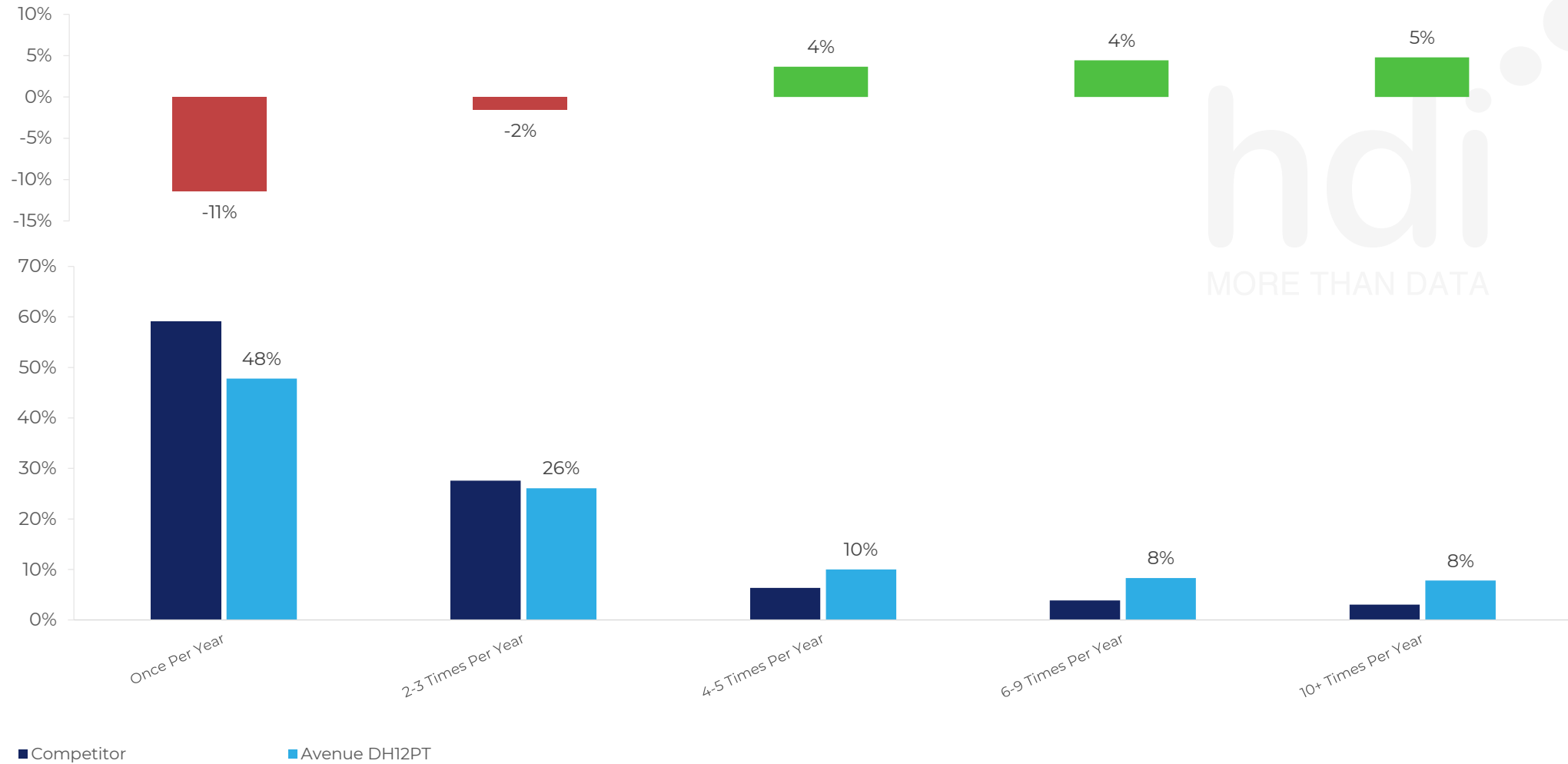




Visit Frequency

How frequently per year do customers visit Avenue DH12PT versus its competitors?

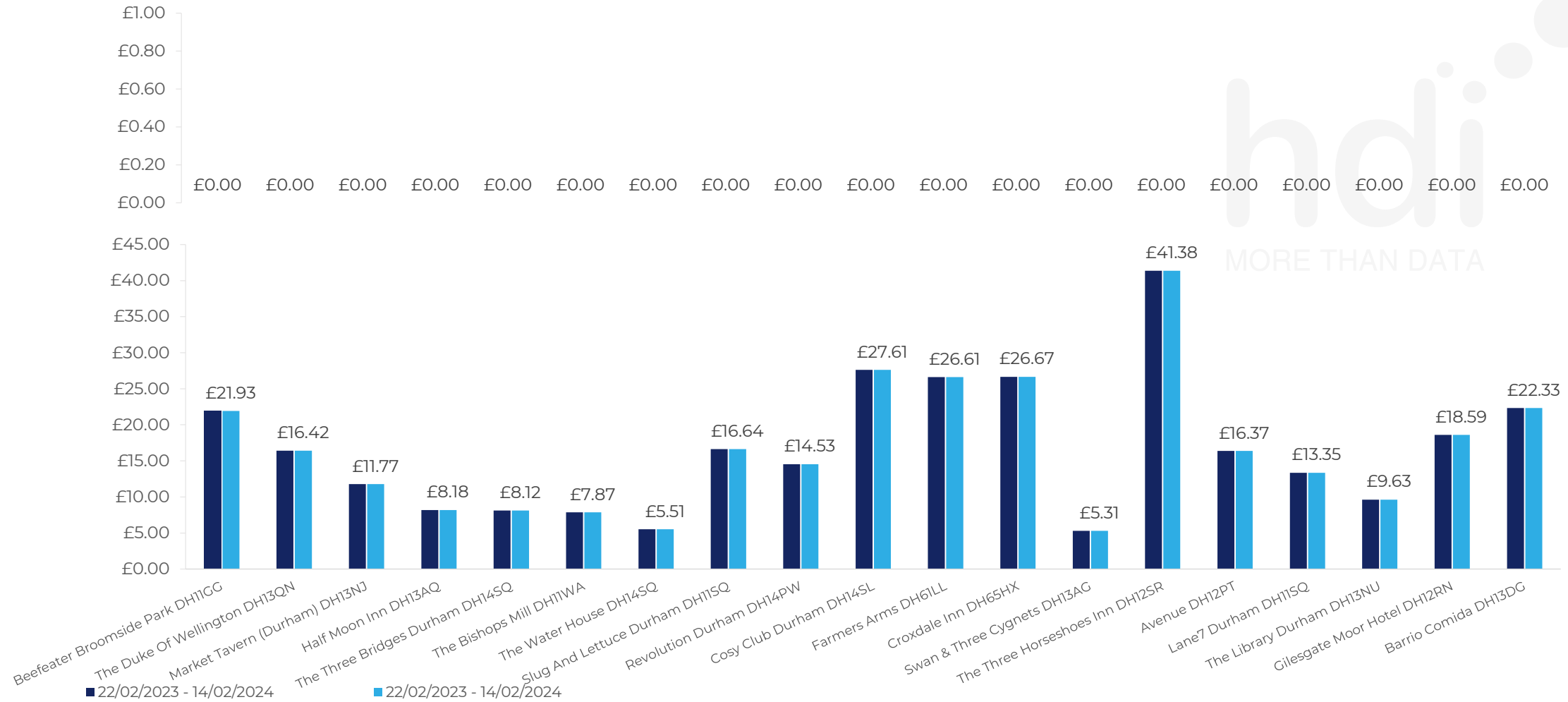
% of customer numbers for Avenue DH12PT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

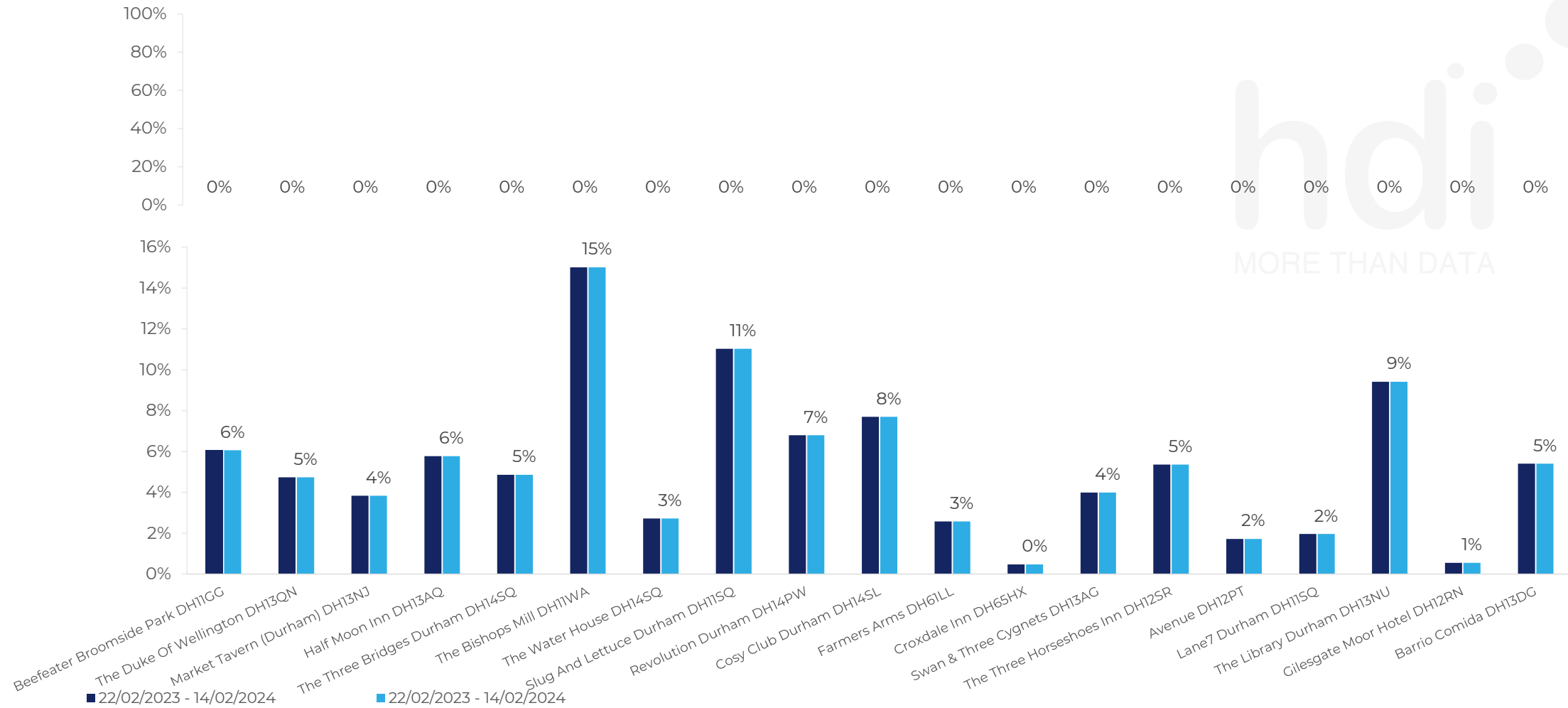




Market Share Change

How has market share changed between two date ranges?

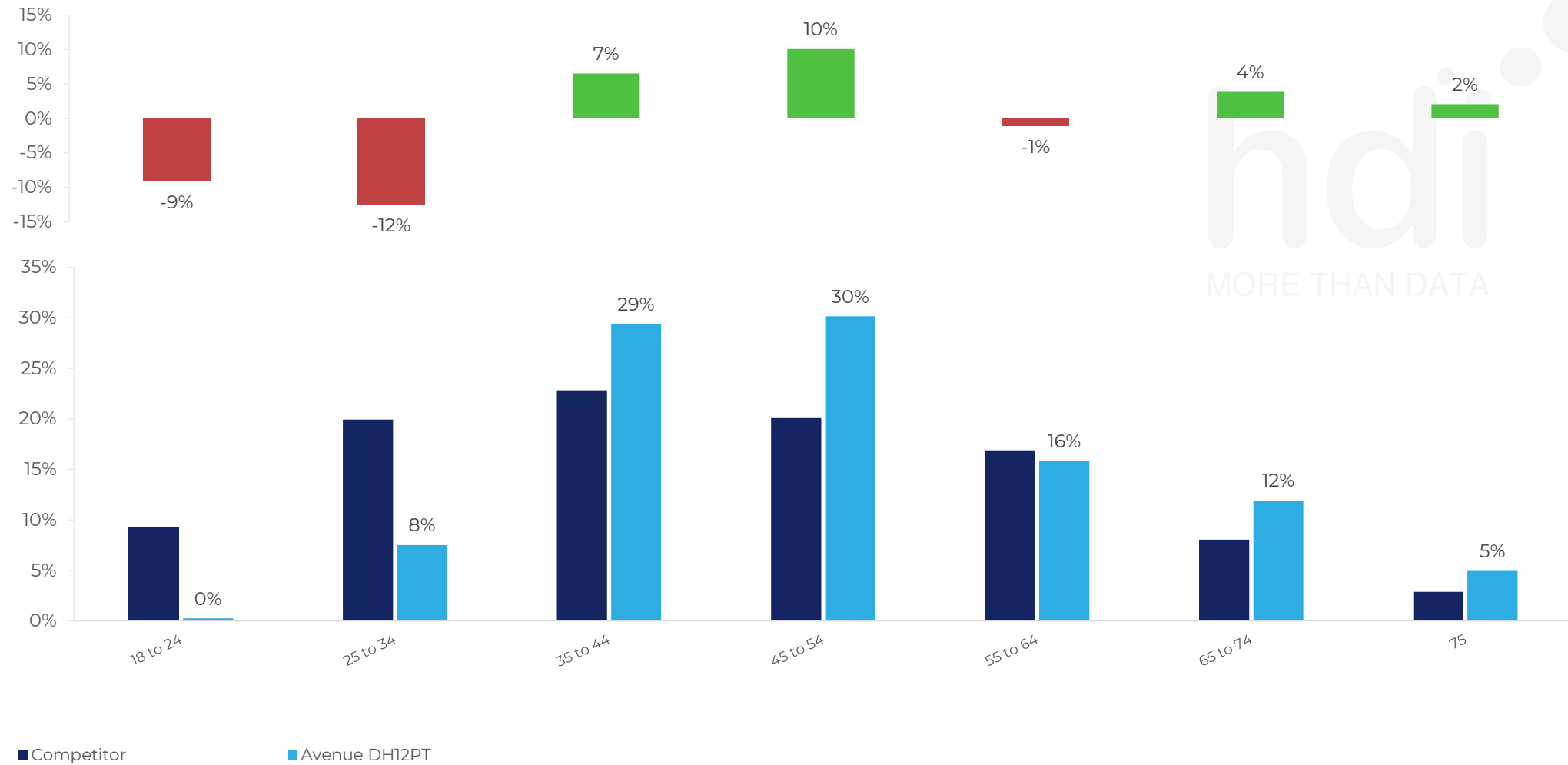
% of market share spend for Avenue DH12PT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024





How does the age profile of customers who visit Avenue DH12PT compare versus its competitors?

% of spend for Avenue DH12PT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

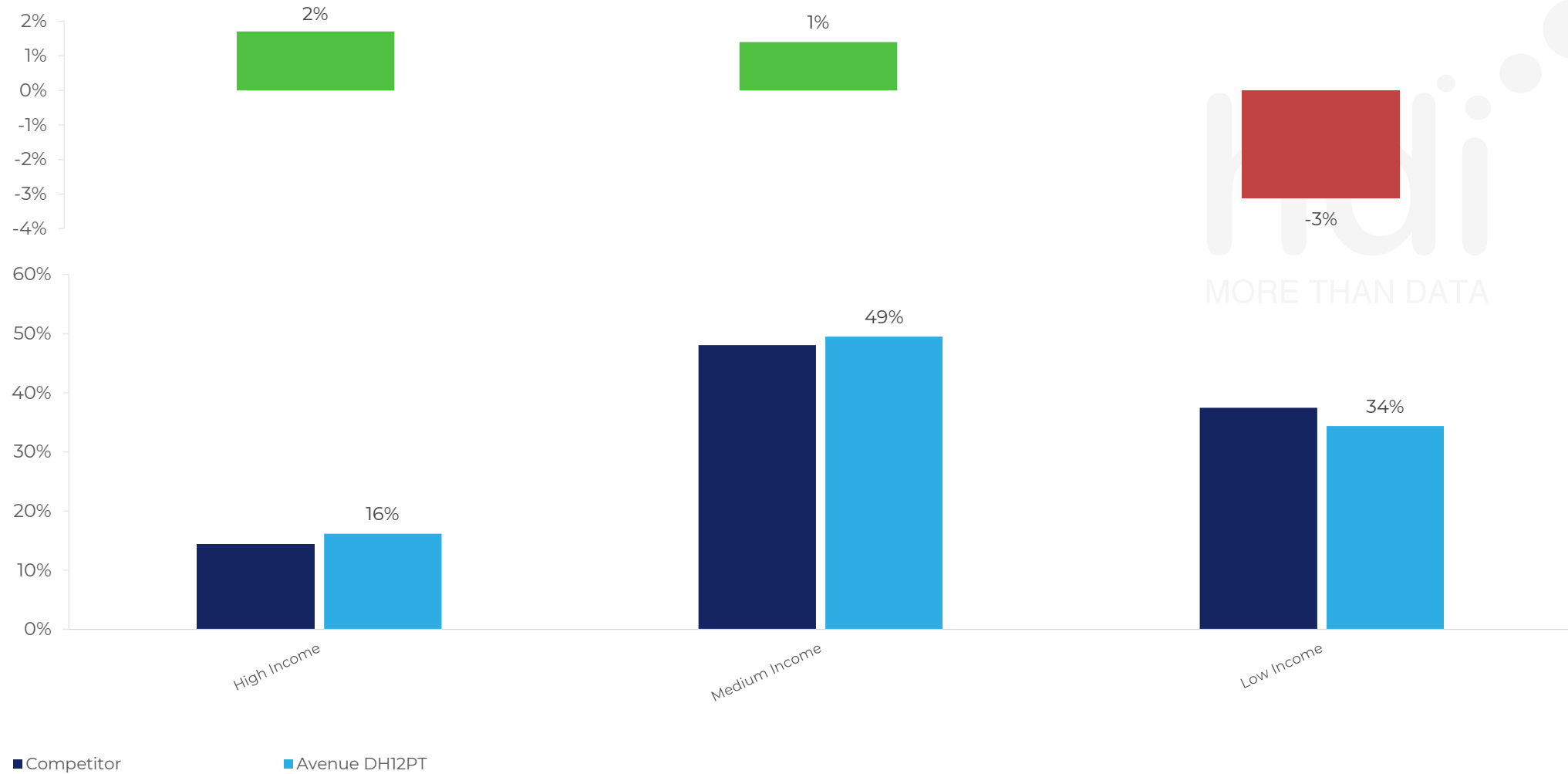




Affluence

How does the affluence of customers who visit Avenue DH12PT compare versus its competitors?

% of spend for Avenue DH12PT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

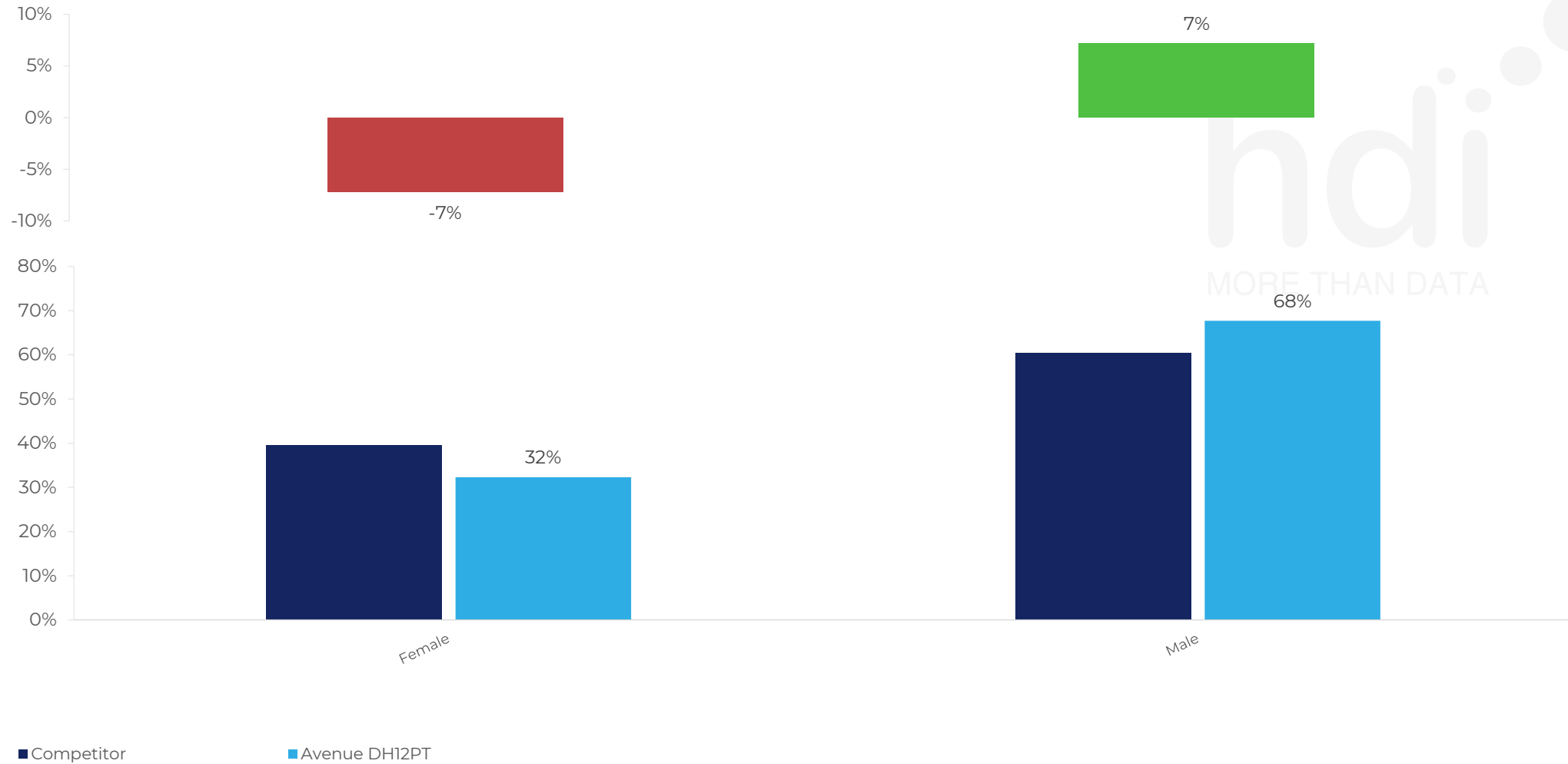




Gender

How does the gender profile of customers who visit Avenue DH12PT compare versus its competitors?

% of spend for Avenue DH12PT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

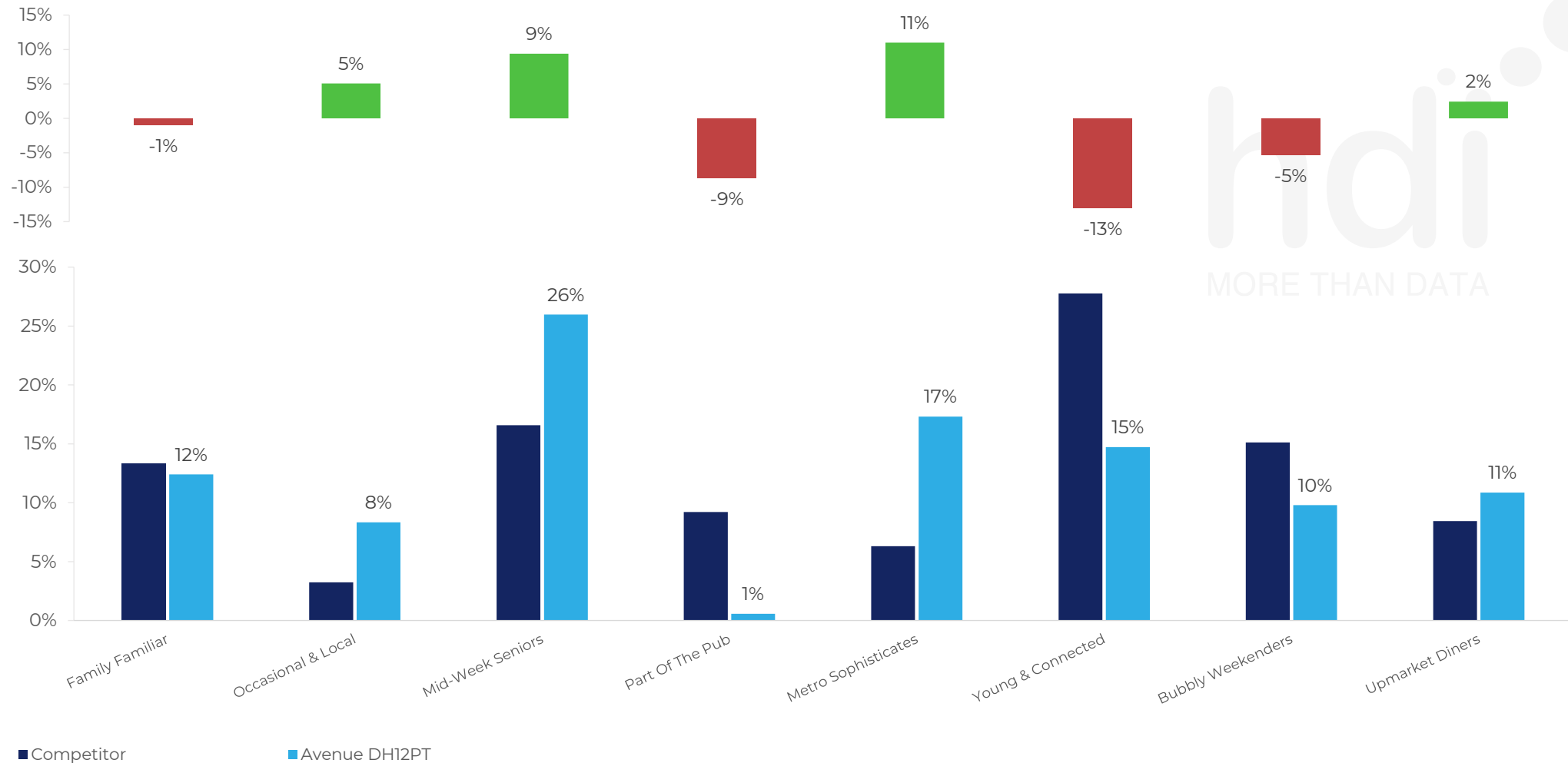




Punch Segmentation

How does the Custom segmentation profile of customers who visit Avenue DH12PT compare versus its competitors?

% of spend for Avenue DH12PT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

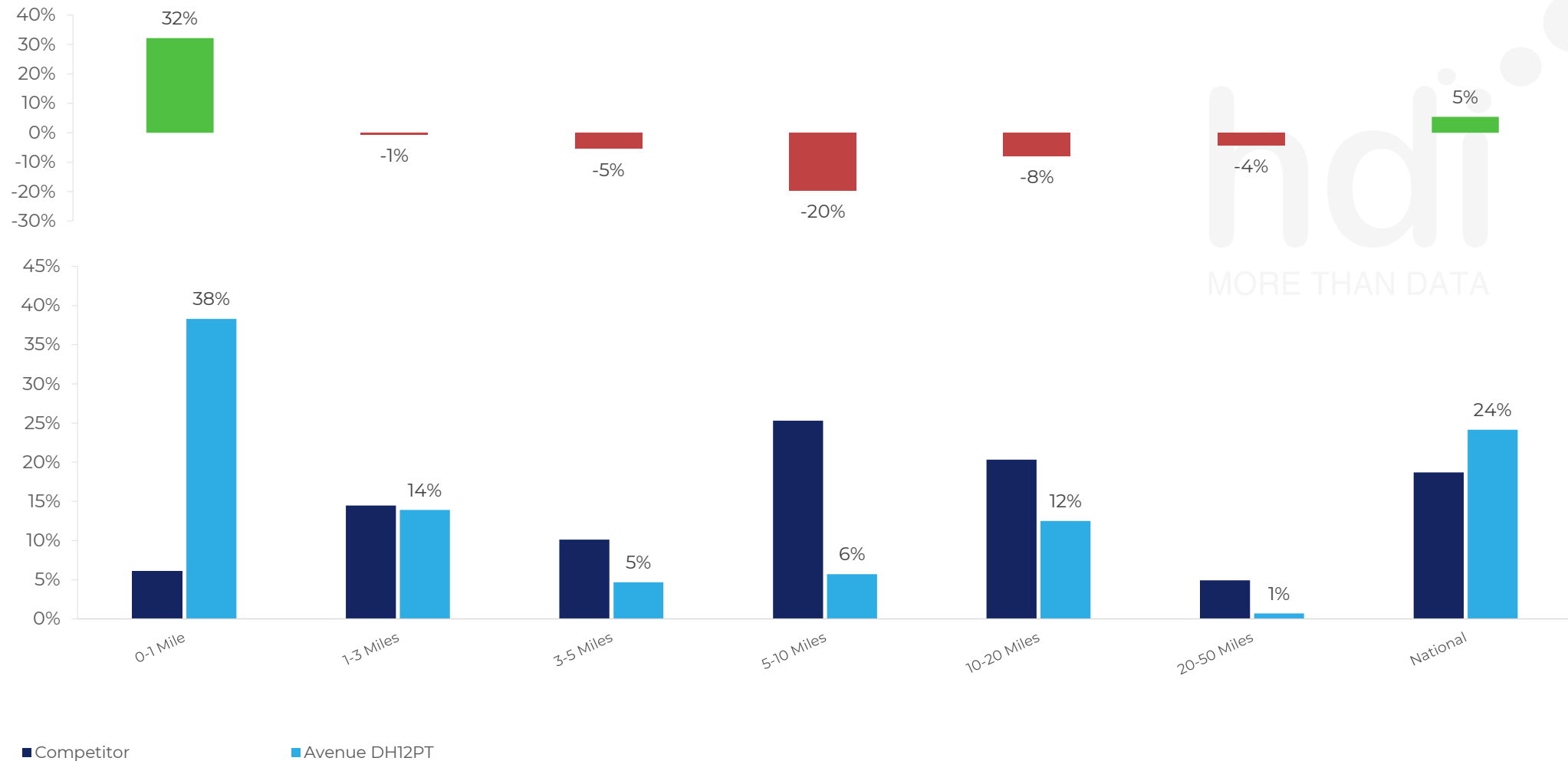




Spend by Distance

How does the spend profile of Avenue DH12PT compare versus its competitors based on travel distances?

% of spend for Avenue DH12PT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

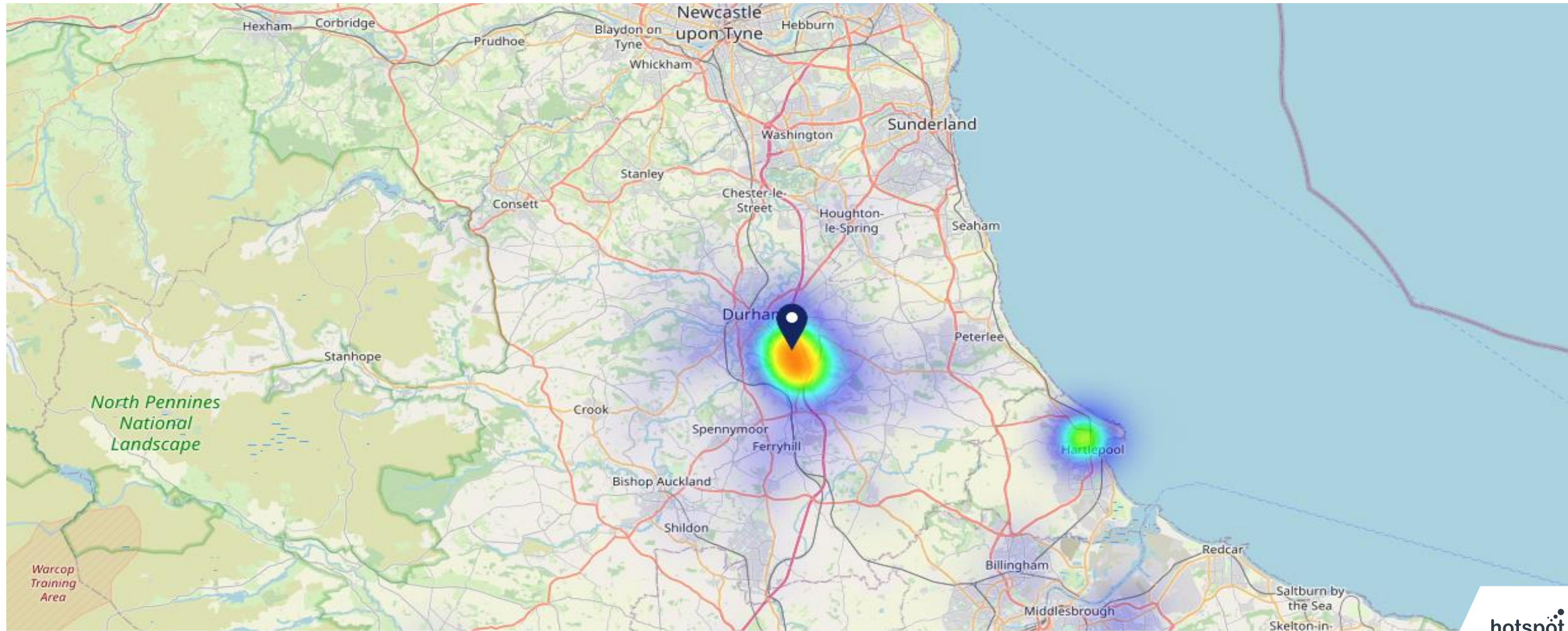




Map of Guest Origin

Where do customers of Avenue DH12PT come from?

Where do customers of Avenue DH12PT for 22/02/2023 - 14/02/2024 live

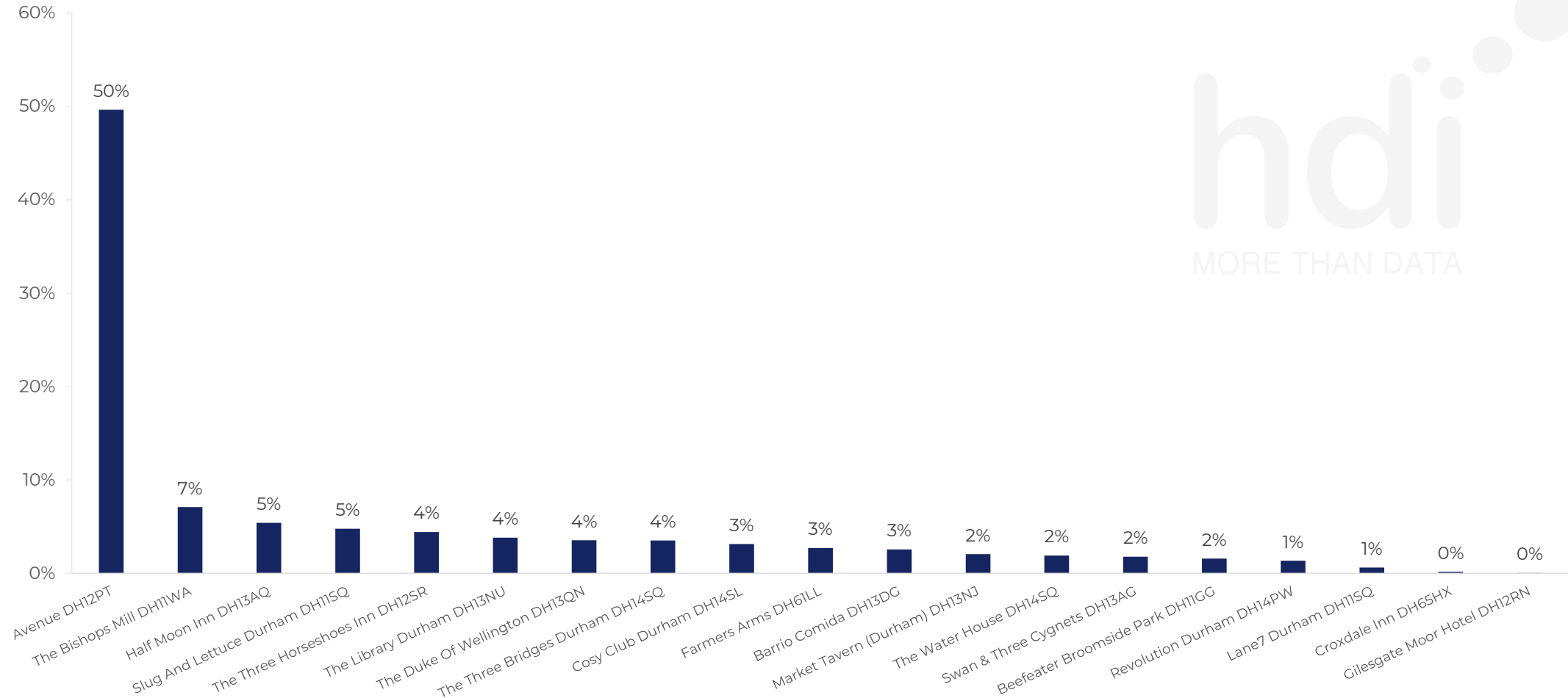




Share of Wallet

What are the Top 20 venues (by spend) that customers of Avenue DH12PT also visit?

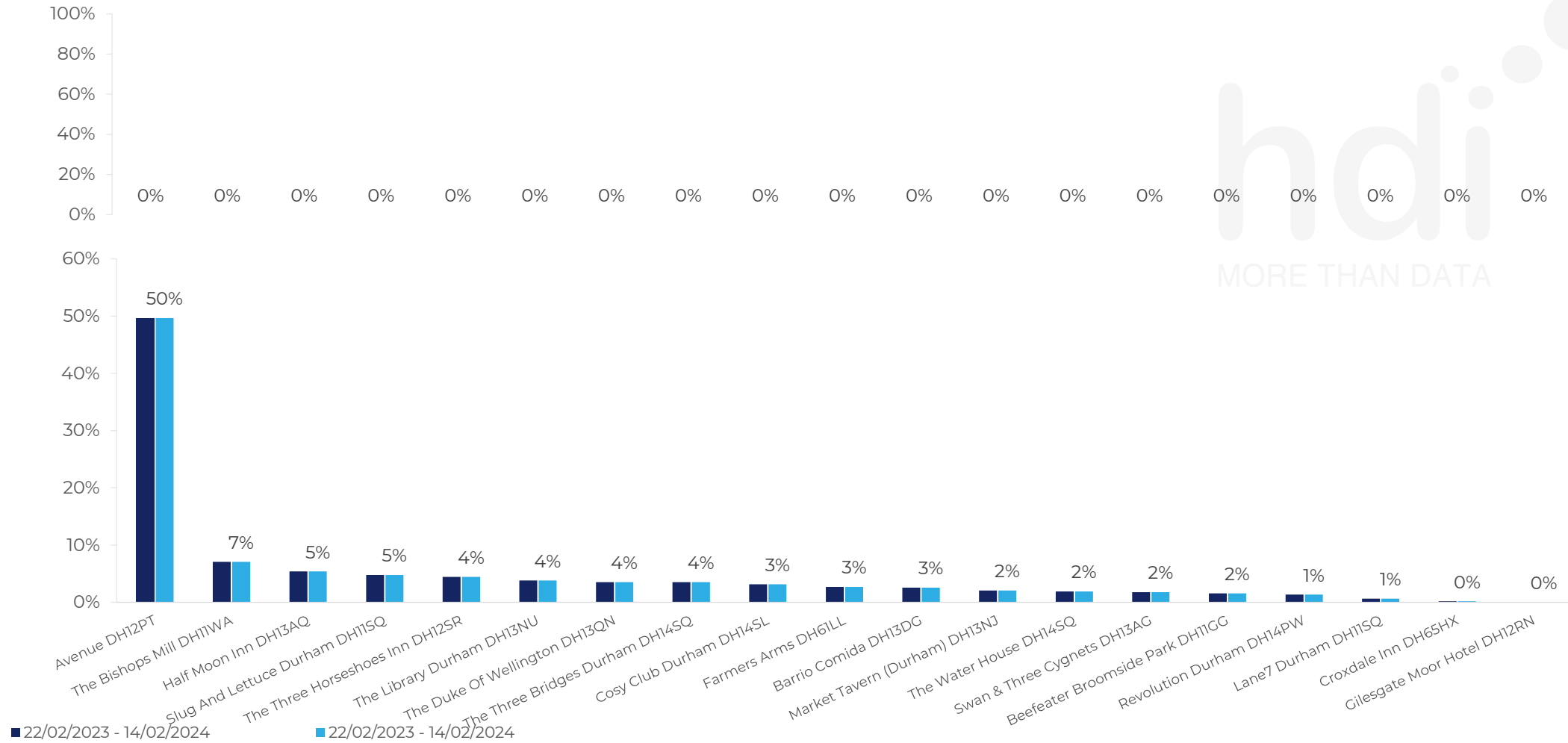
For customers of Avenue DH12PT, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Avenue DH12PT changed between two date ranges?





Market Summary

How does the local area for Avenue DH12PT 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	£406K	3	£420K	2	£1.72M	2	£97.46M	6
Weekpart	Mon - Thu	39.0%	5	38.5%	4	38.8%	3	40.8%	4
Weekpart	Fri - Sat	46.2%	7	46.5%	7	42.6%	5	45.4%	9
Weekpart	Sun	14.9%	6	15.0%	6	18.6%	9	13.7%	2
Age	18 to 24	4.7%	5	4.6%	4	3.6%	2	7.5%	6
Age	25 to 34	10.8%	1	11.0%	1	10.4%	1	16.7%	2
Age	35 to 44	28.9%	9	28.7%	9	21.0%	3	25.1%	7
Age	45 to 54	17.4%	3	17.8%	3	18.5%	3	22.4%	9
Age	55 to 64	20.6%	8	20.6%	9	23.9%	10	17.8%	8
Age	65 to 74	14.3%	10	14.1%	10	14.9%	10	7.5%	7
Age	75+	3.3%	7	3.3%	7	7.7%	10	3.0%	6
CAMEO	Business Elite	5.8%	5	5.6%	5	6.4%	5	5.0%	4
CAMEO	Prosperous Professionals	9.1%	8	9.0%	8	7.2%	7	5.0%	4
CAMEO	Flourishing Society	2.2%	1	2.4%	1	3.1%	1	8.3%	3
CAMEO	Content Communities	35.4%	10	34.8%	10	21.3%	10	12.2%	5
CAMEO	White Collar Neighbourhoods	7.4%	2	7.7%	2	8.9%	3	9.0%	2
CAMEO	Enterprising Mainstream	11.7%	8	11.5%	8	12.2%	9	9.6%	7
CAMEO	Paying The Mortgage	7.6%	2	8.1%	2	11.0%	3	15.7%	7
CAMEO	Cash Conscious Communities	12.3%	8	12.5%	8	17.4%	10	15.2%	10
CAMEO	On A Budget	3.5%	3	3.5%	2	3.3%	2	5.5%	3
CAMEO	Family Value	4.9%	7	5.0%	7	9.2%	9	14.5%	10
Affluence	AB	17.1%	3	16.9%	3	16.6%	3	18.3%	3
Affluence	C1C2	62.1%	10	62.0%	10	53.4%	8	46.5%	4
Affluence	DE	20.8%	6	21.0%	6	30.0%	8	35.2%	10

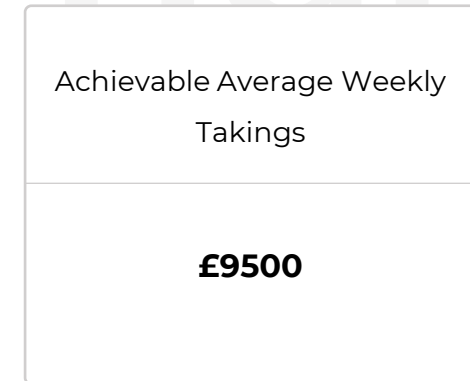
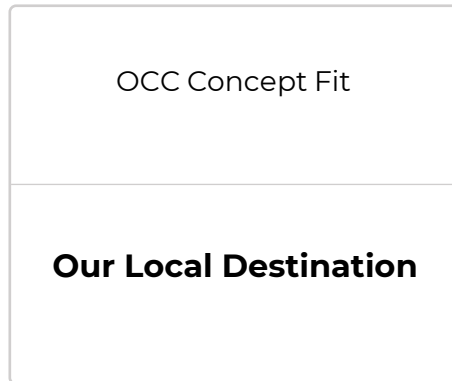


Site Potential 1

Site Characteristics

£3000

£18000

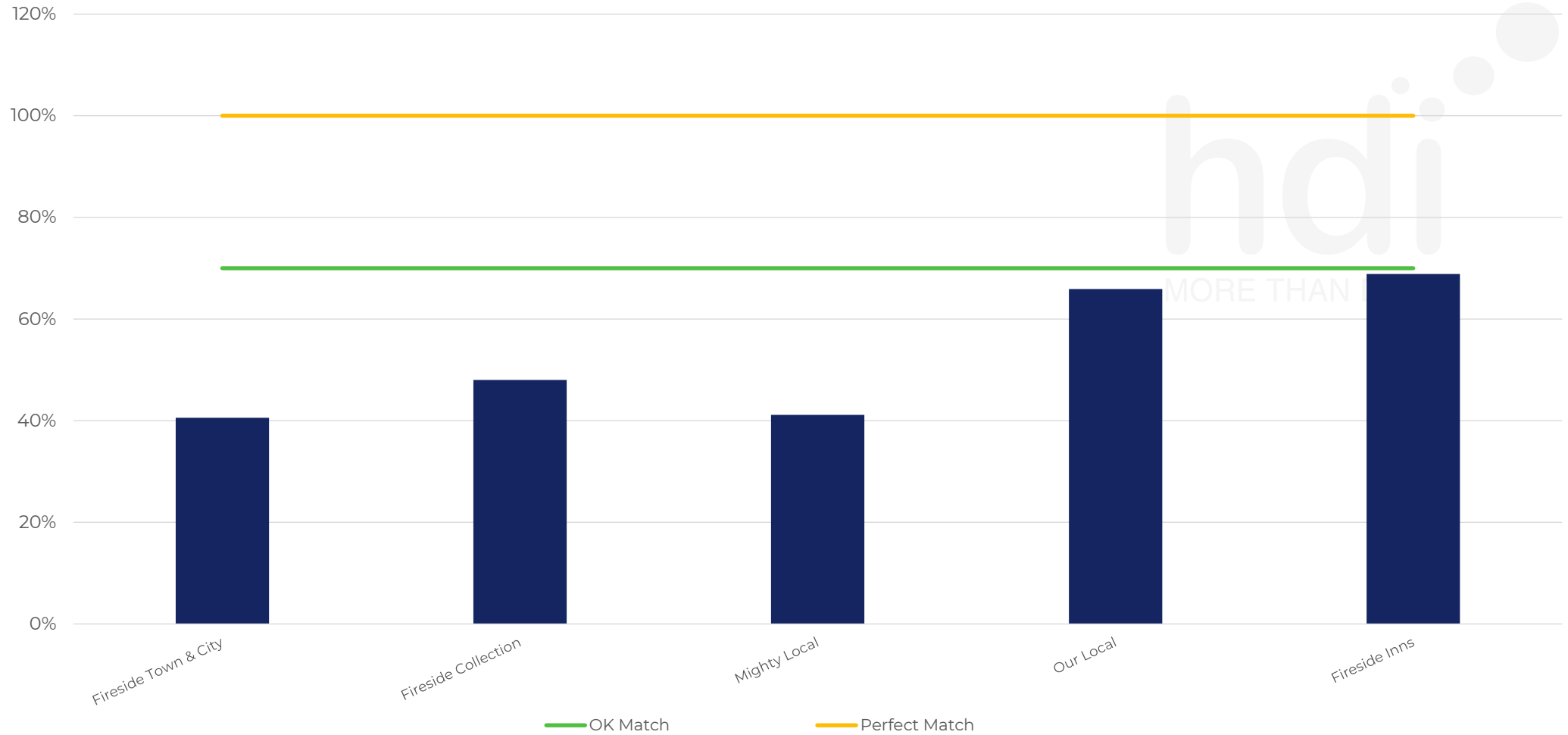


- A Food-Led High Affluence B Food-Led Mid Affluence C Wet-Led Mid/High Affluence D Wet-Led Low Affluence E Food-Led Low Affluence
- 1 AWT 2 Local Regulars 3 Local Passing Trade 4 Destination Wet-Led 5 Destination Food-Led 6 Destination Very Food-Led



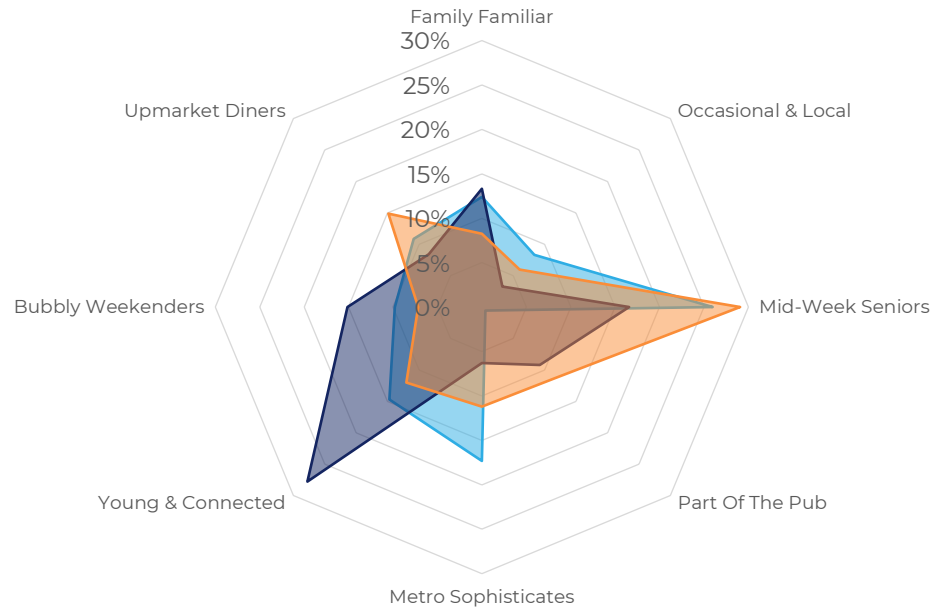
Site Potential 2

Concept Recommendation





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



■ Avenue

■ 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
Avenue	83	12.40%	8.34%	25.97%	0.56%	17.31%	14.72%	9.80%	10.86%
Local Catchment	5611	13.32%	3.25%	16.57%	9.20%	6.31%	27.77%	15.11%	8.43%
Punch T&L	115592	8.26%	5.99%	29.06%	11.40%	11.20%	12.01%	7.15%	14.88%
Avenue vs Local Catchment		-0.92%	5.09%	9.40%	-8.64%	11.00%	-13.05%	-5.31%	2.43%
Avenue vs Punch T&L		4.14%	2.35%	-3.09%	-10.84%	6.11%	2.71%	2.65%	-4.02%
Local Catchment vs Punch T&L		5.06%	-2.74%	-12.49%	-2.20%	-4.89%	15.76%	7.96%	-6.45%



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
Avenue DH12PT	83	12.40%	8.34%	25.97%	0.56%	17.31%	14.72%	9.80%	10.86%
The Bishops Mill DH11WA	1803	14.61%	3.21%	10.37%	11.31%	5.19%	37.42%	14.49%	3.35%
Half Moon Inn DH13AQ	774	7.66%	8.79%	14.44%	27.63%	7.14%	19.97%	9.82%	4.51%
Slug And Lettuce Durham DH11SQ	1301	14.46%	2.60%	8.32%	3.99%	6.02%	37.74%	22.09%	4.74%
The Three Horseshoes Inn DH12SR	232	19.29%	2.10%	27.23%	1.70%	3.57%	12.92%	6.78%	26.37%
The Library Durham DH13NU	963	9.95%	3.26%	8.52%	7.37%	5.72%	42.34%	15.86%	6.93%
The Duke Of Wellington DH13QN	237	13.45%	4.87%	35.57%	2.72%	3.24%	24.17%	10.88%	5.06%
The Three Bridges Durham DH14SQ	774	11.73%	6.35%	11.34%	21.27%	5.00%	28.70%	12.99%	2.57%
Cosy Club Durham DH14SL	657	11.13%	0.98%	18.08%	2.74%	7.25%	25.74%	16.82%	17.23%
Farmers Arms DH61LL	138	17.77%	3.89%	35.10%	1.39%	4.13%	15.24%	7.53%	14.91%
Barrio Comida DH13DG	249	5.25%	0.95%	26.52%	1.92%	12.73%	10.78%	22.57%	19.23%
Market Tavern (Durham) DH13NJ	894	10.54%	2.36%	19.13%	17.69%	11.87%	19.77%	11.22%	7.38%
The Water House DH14SQ	295	8.87%	2.84%	10.37%	26.42%	3.36%	32.59%	13.85%	1.66%
Swan & Three Cygnets DH13AG	385	6.37%	3.09%	14.70%	11.96%	15.22%	23.81%	13.49%	11.32%
Beefeater Broomside Park DH11GG	377	27.86%	1.99%	22.23%	13.15%	4.26%	15.85%	10.76%	3.87%
Revolution Durham DH14PW	923	12.78%	3.06%	11.02%	3.40%	5.96%	38.81%	21.00%	3.92%
Lane7 Durham DH11SQ	228	18.56%	2.22%	13.48%	1.44%	2.81%	32.76%	22.27%	6.42%
Croxdale Inn DH65HX	29	4.60%	0.00%	47.47%	0.00%	4.46%	14.98%	6.11%	22.34%
Gilesgate Moor Hotel DH12RN	29	3.88%	7.88%	21.82%	2.22%	2.35%	16.66%	41.74%	3.41%