



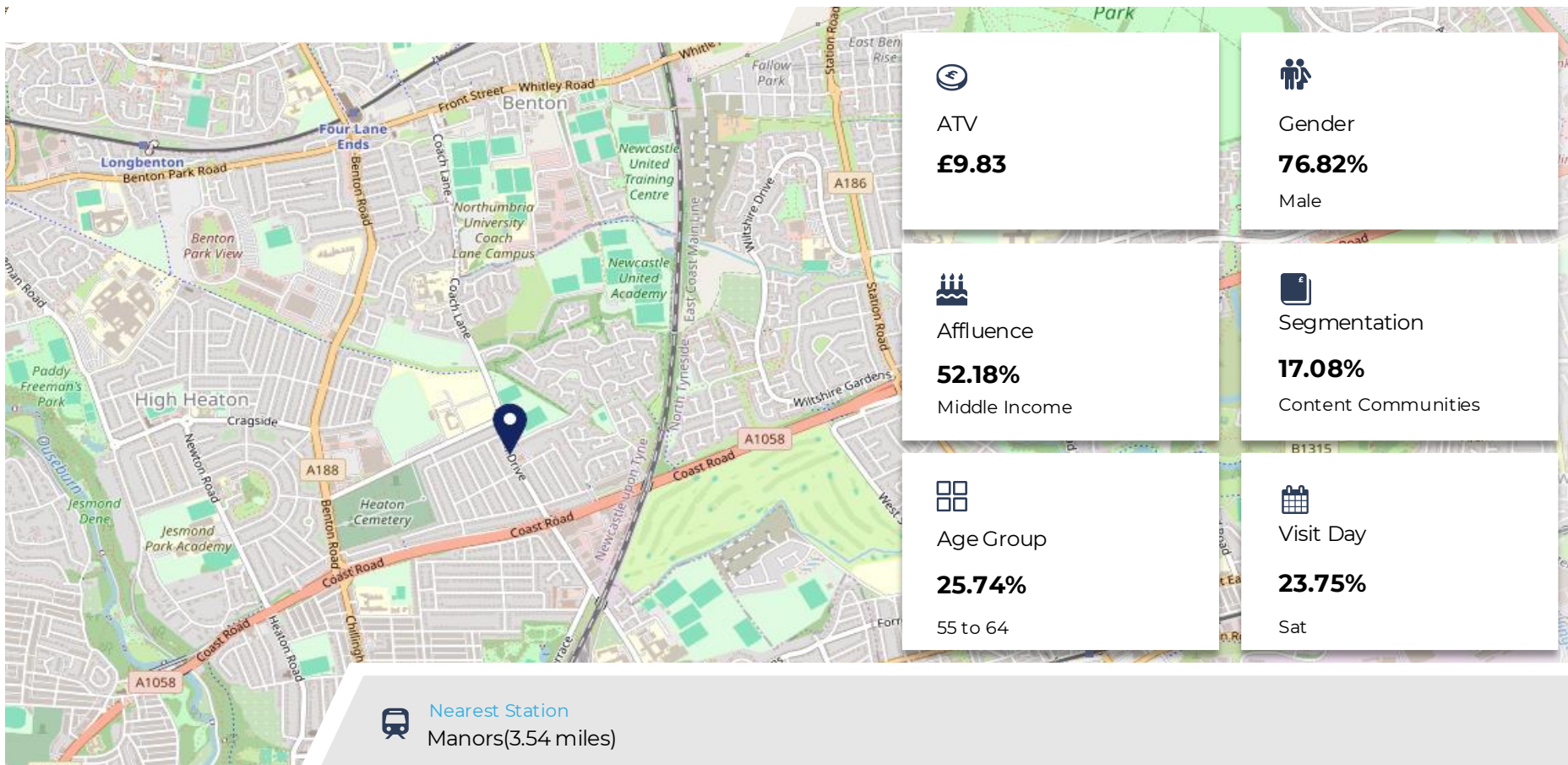
Site Summary



Lochside (Newcastle-Upon-Tyne) NE77LJ

NE77LJ

Punch T&L

**Work Area**
Newcastle**Region**
North East**TV Region**
Tyne Tees**Urbanicity**
Urban major conurbation**ATV**
£9.83**Gender**
76.82%
Male**Affluence**
52.18%
Middle Income**Segmentation**
17.08%
Content Communities**Age Group**
25.74%
55 to 64**Visit Day**
23.75%
Sat

Top Competitors

**The Powder Monkey**
NE288TU
 Sizzling

#1

**Black Bull (Benton)**
NE77XE
 GK - Pub & Social

#2

**Corner House Hotel (Newcastle-Upon-Tyne)**
NE65RP
 Flaming Grill

#3

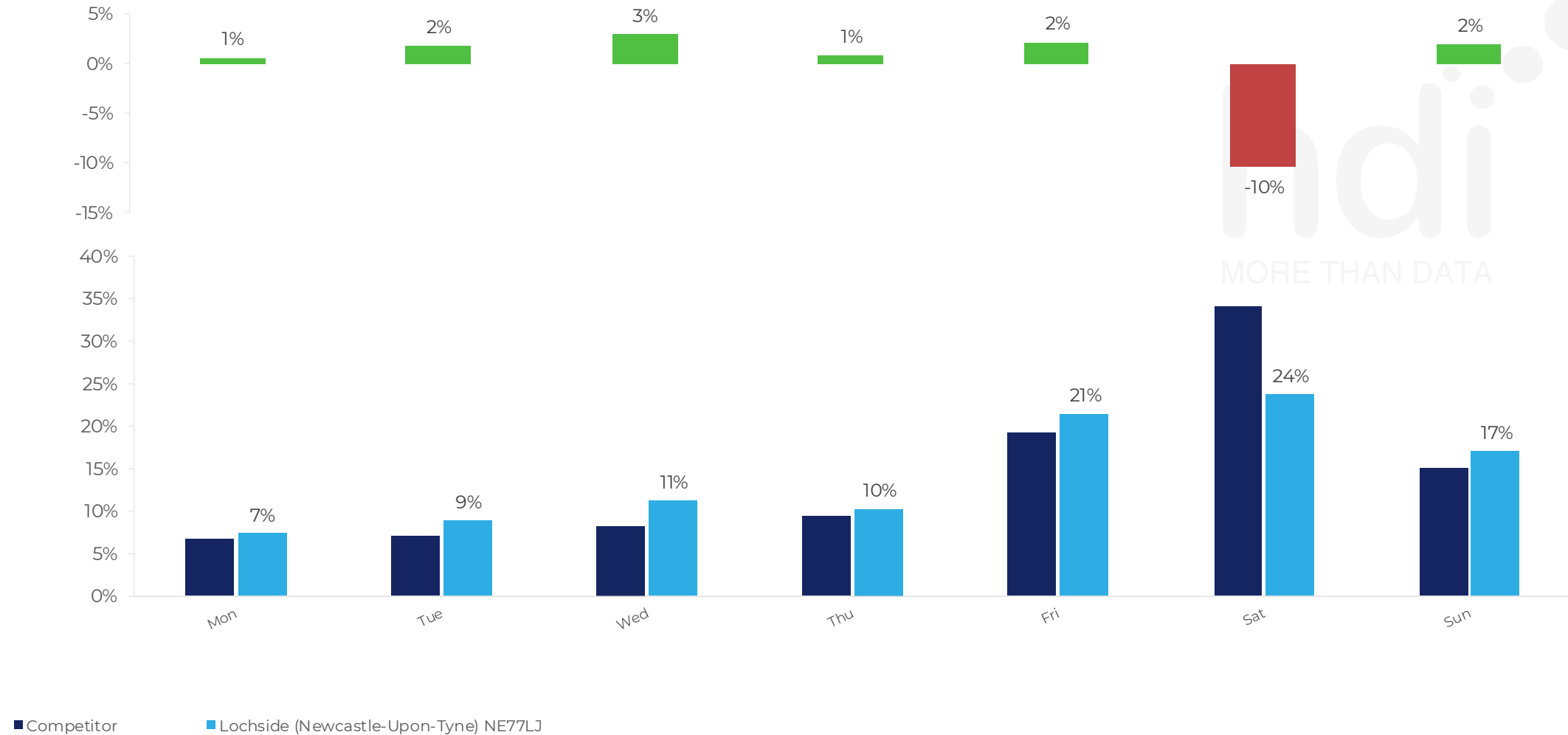
**Nearest Station**
Manors(3.54 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Lochside (Newcastle-Upon-Tyne) NE77LJ versus its competitors?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

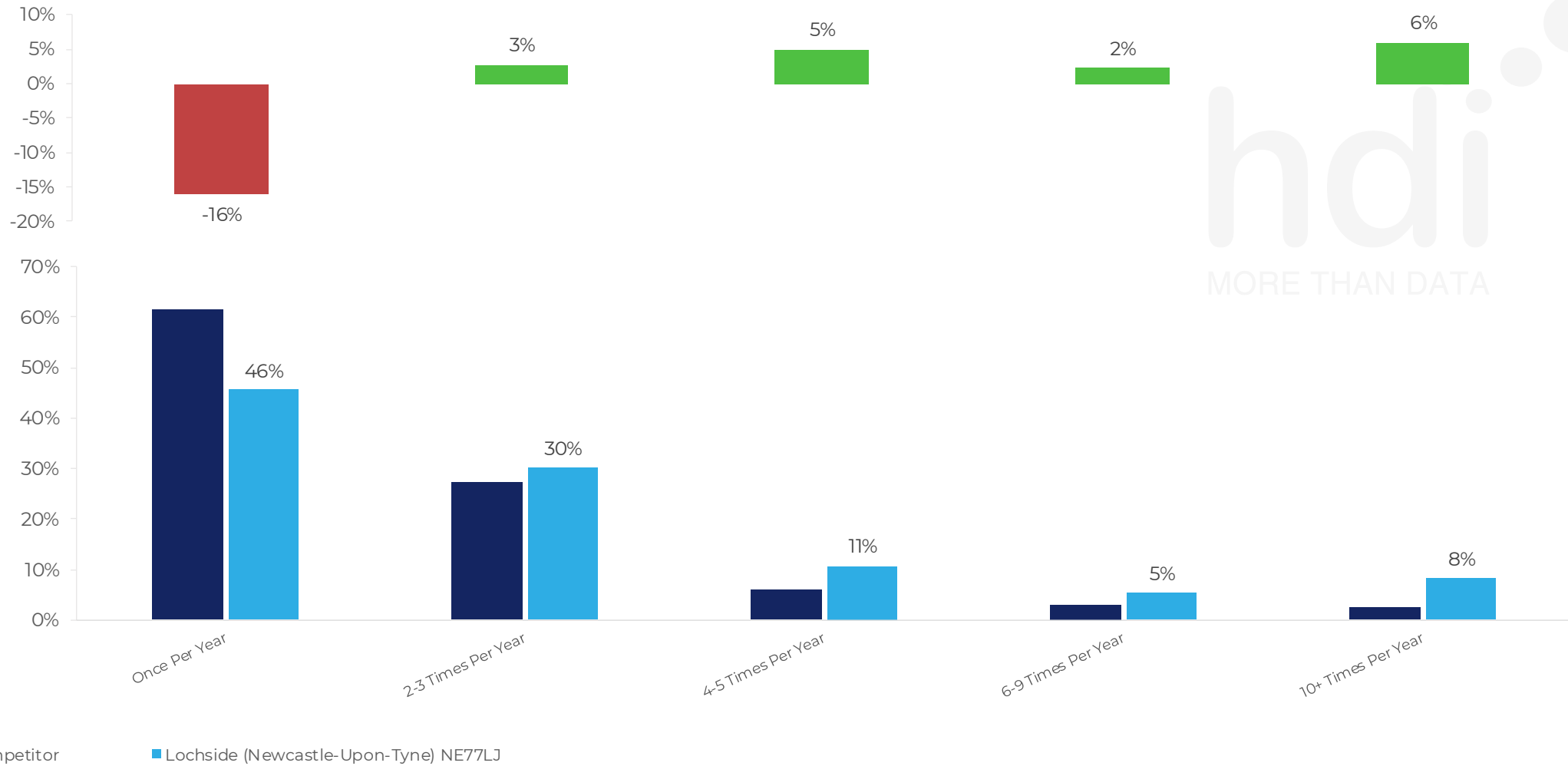




Visit Frequency

How frequently per year do customers visit Lochside (Newcastle-Upon-Tyne) NE77LJ versus its competitors?

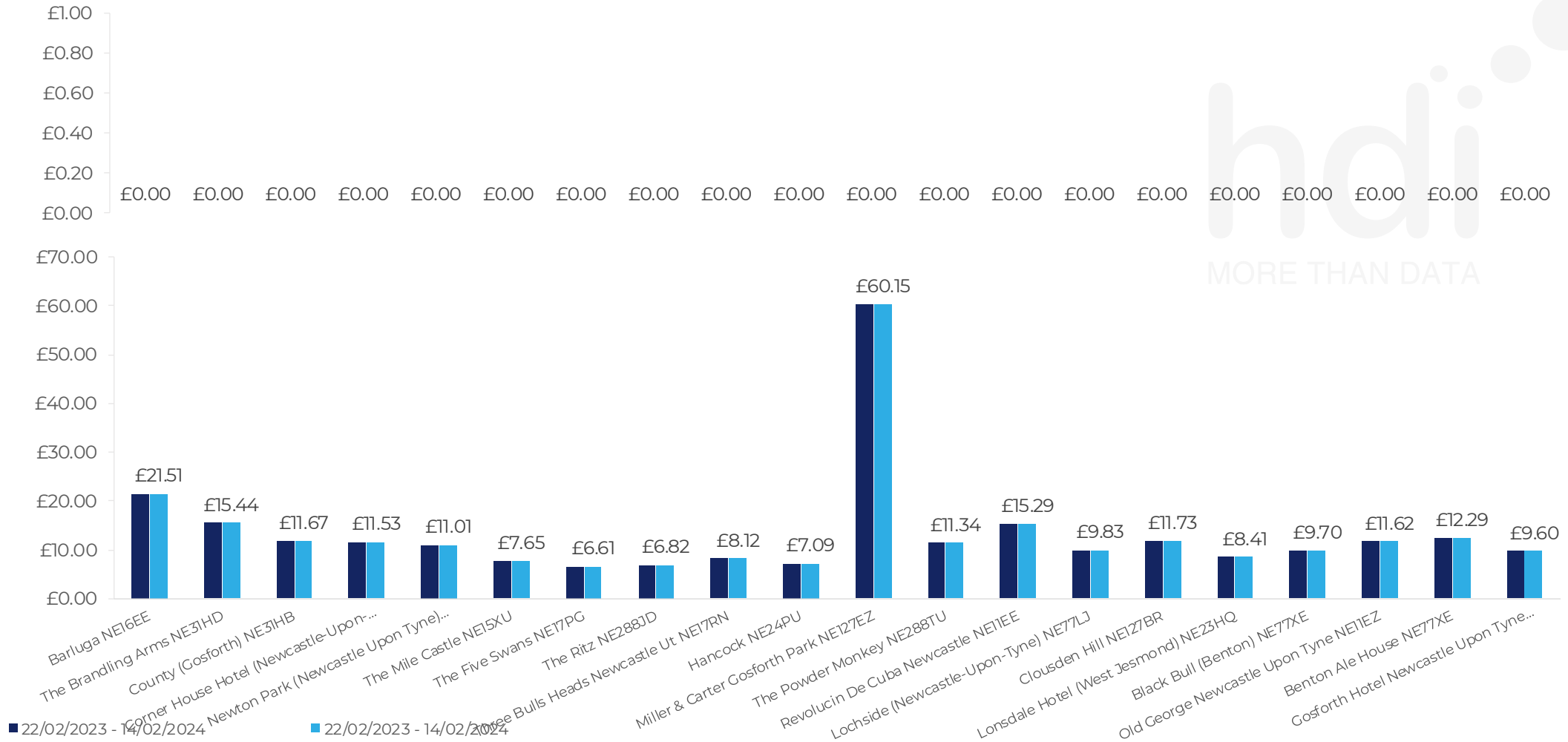
% of customer numbers for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

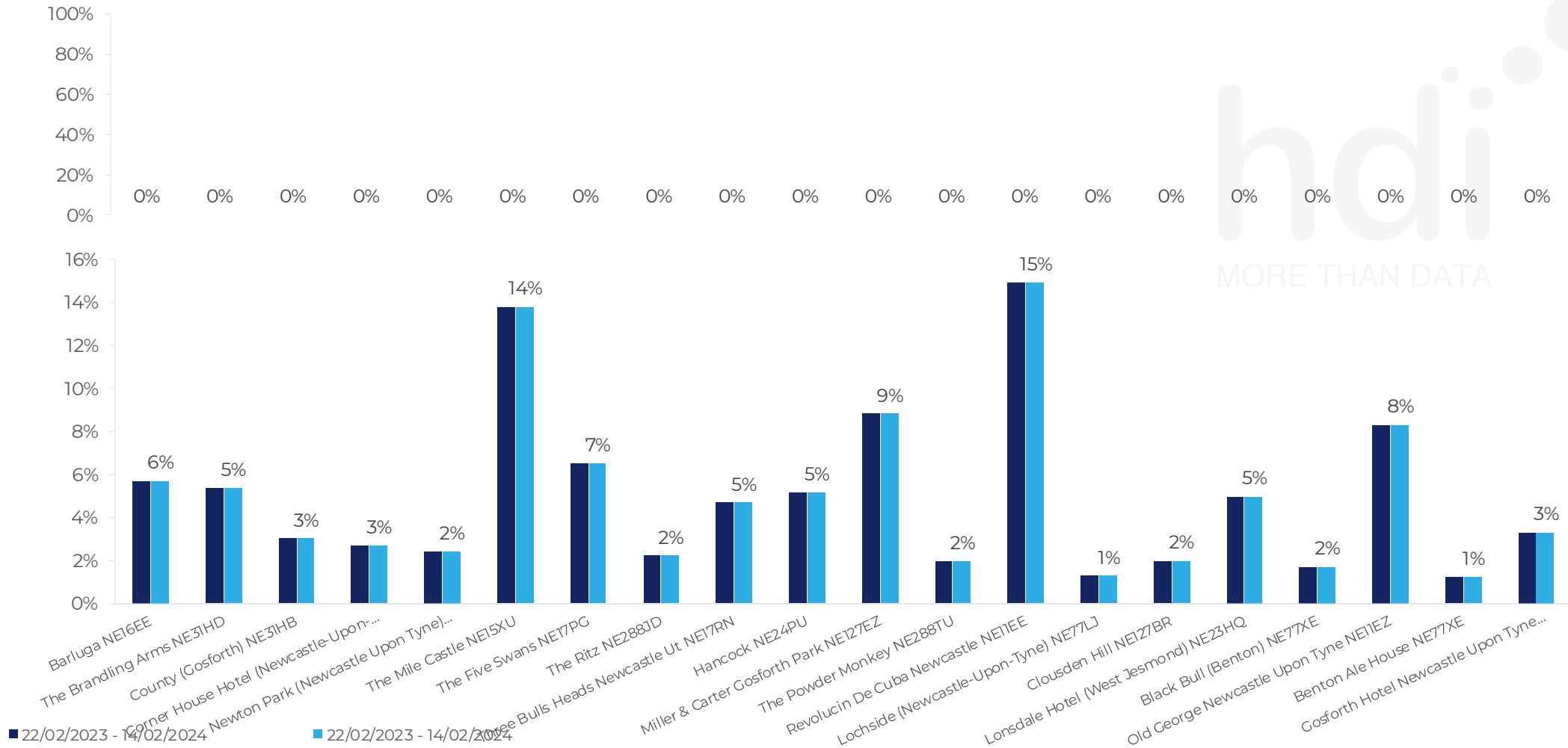
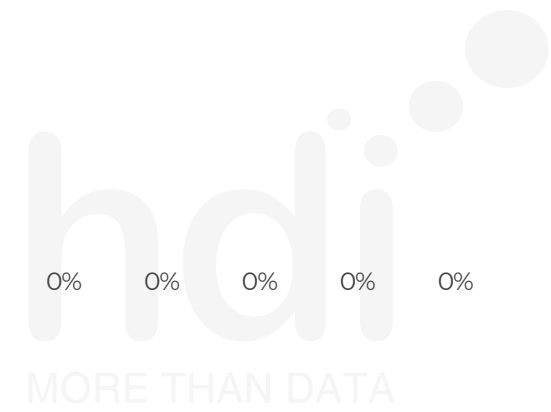




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

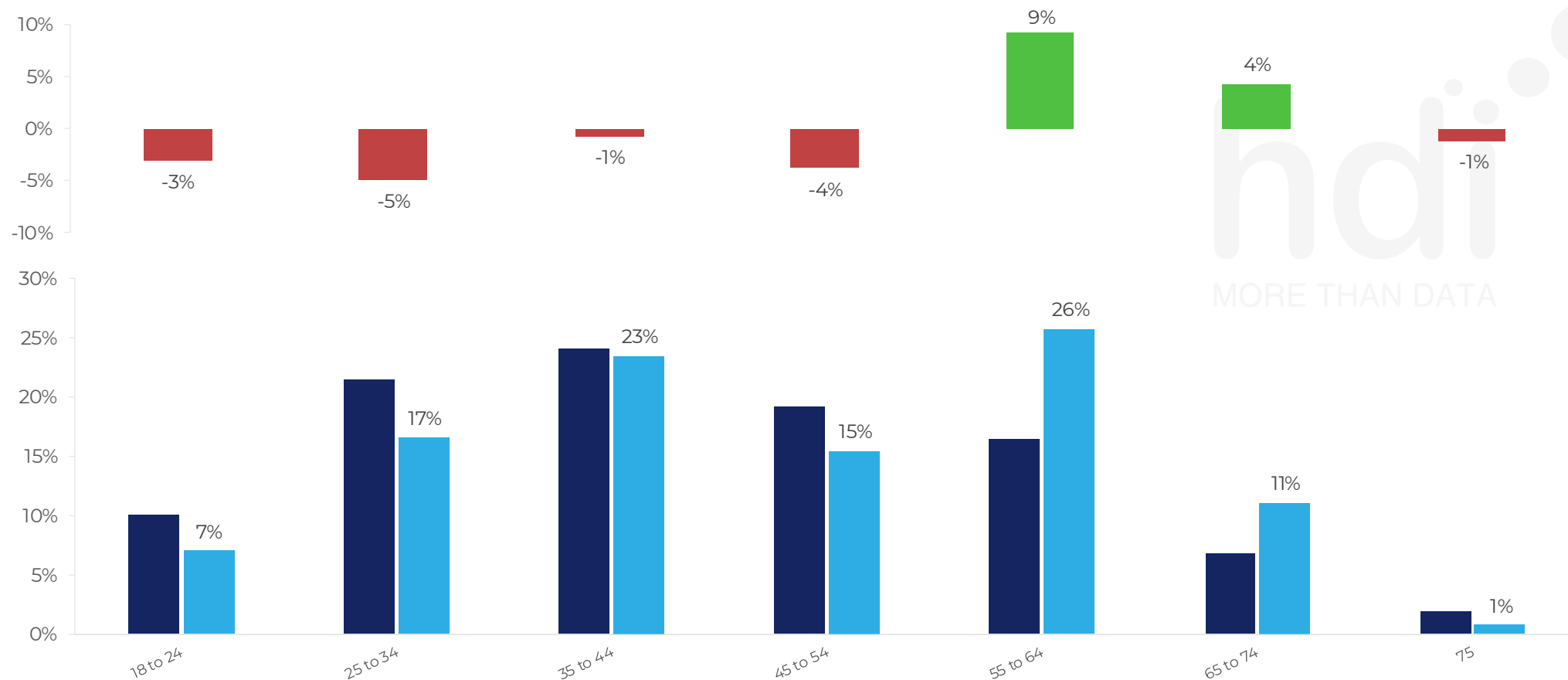




Age

How does the age profile of customers who visit Lochside (Newcastle-Upon-Tyne) NE77LJ compare versus its competitors?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



■ Competitor

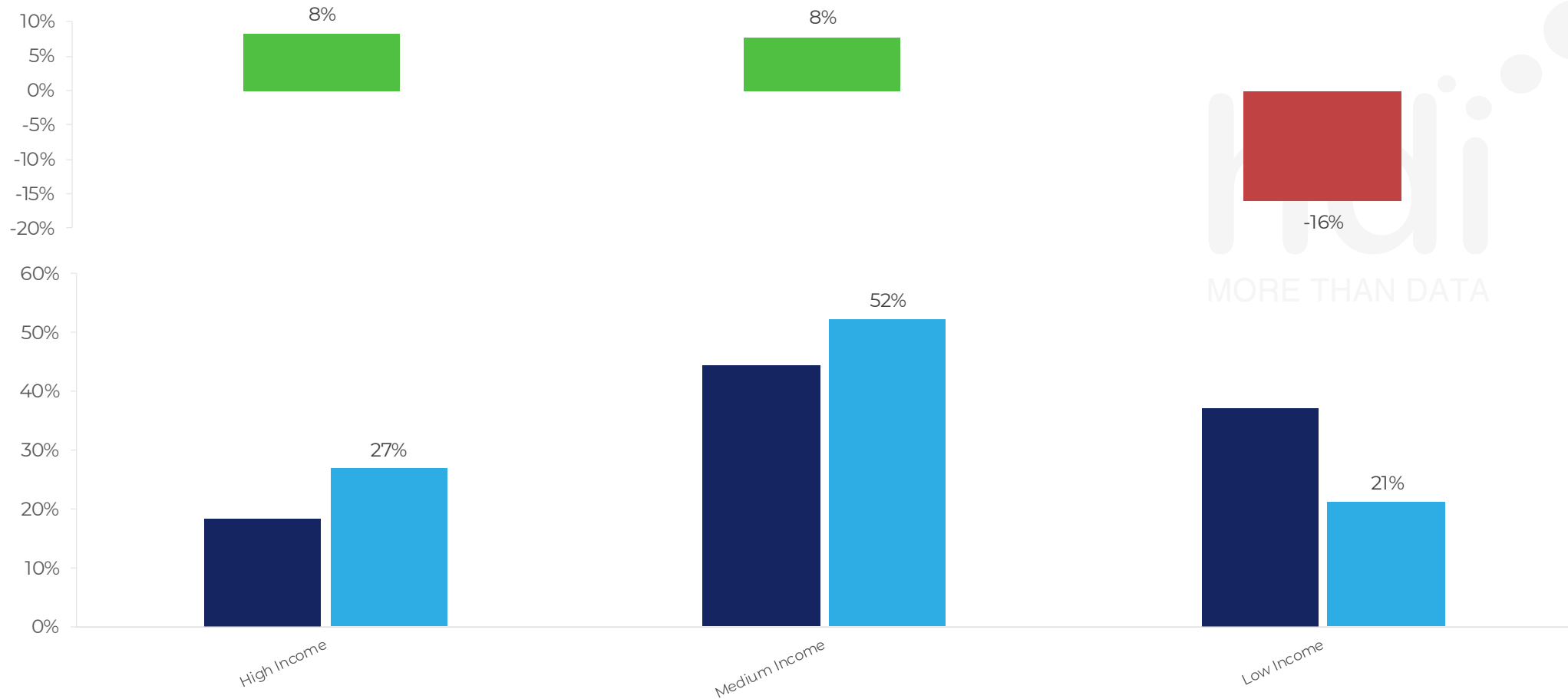
■ Lochside (Newcastle-Upon-Tyne) NE77LJ



Affluence

How does the affluence of customers who visit Lochside (Newcastle-Upon-Tyne) NE77LJ compare versus its competitors?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



■ Competitor

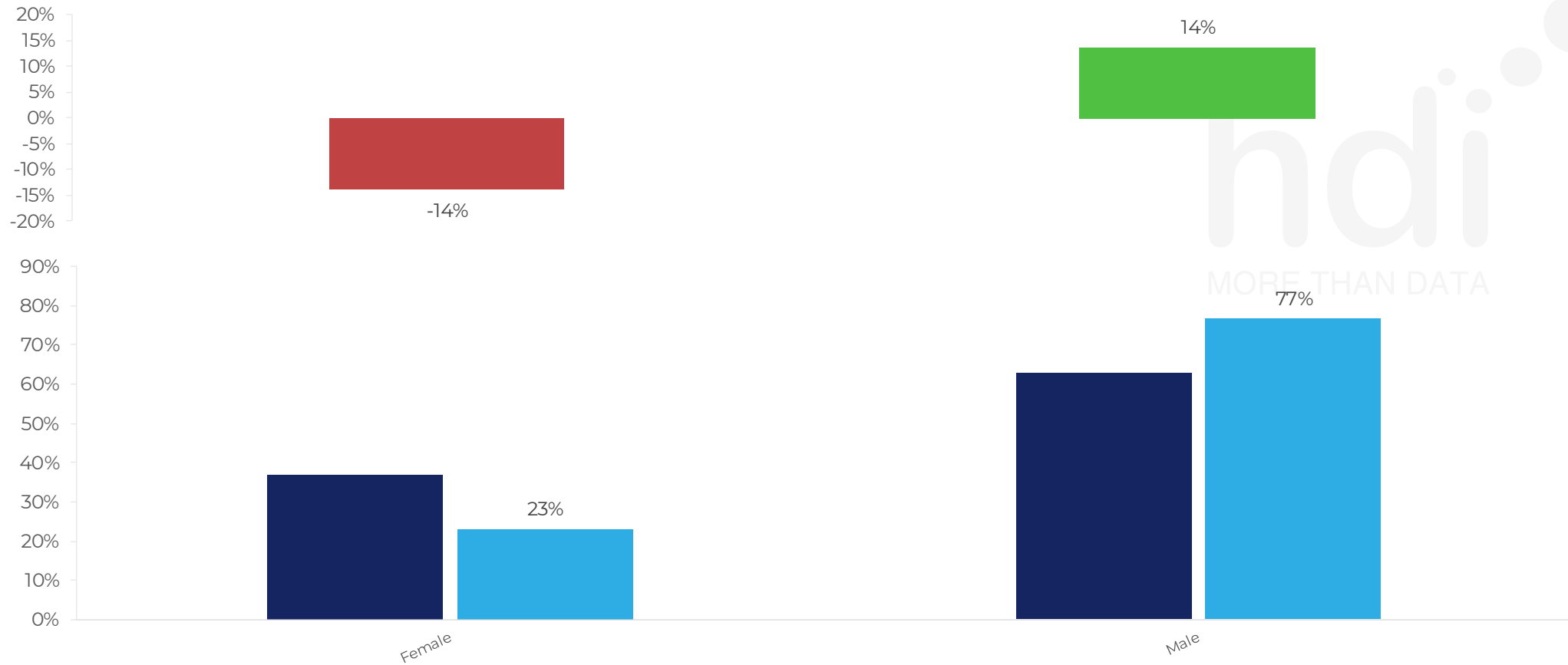
■ Lochside (Newcastle-Upon-Tyne) NE77LJ



Gender

How does the gender profile of customers who visit Lochside (Newcastle-Upon-Tyne) NE77LJ compare versus its competitors?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

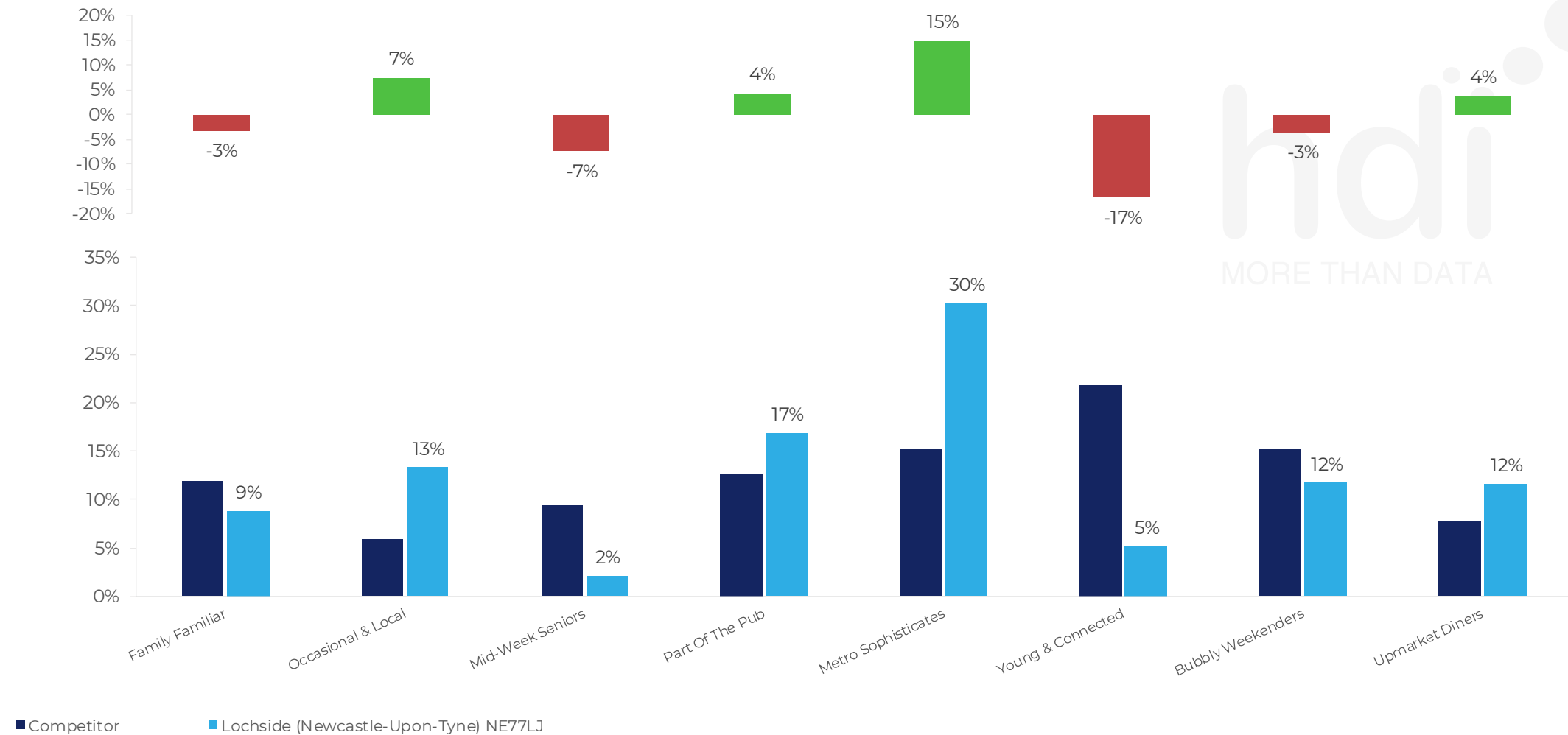




Punch Segmentation

How does the Custom segmentation profile of customers who visit Lochside (Newcastle-Upon-Tyne) NE77LJ compare versus its competitors?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

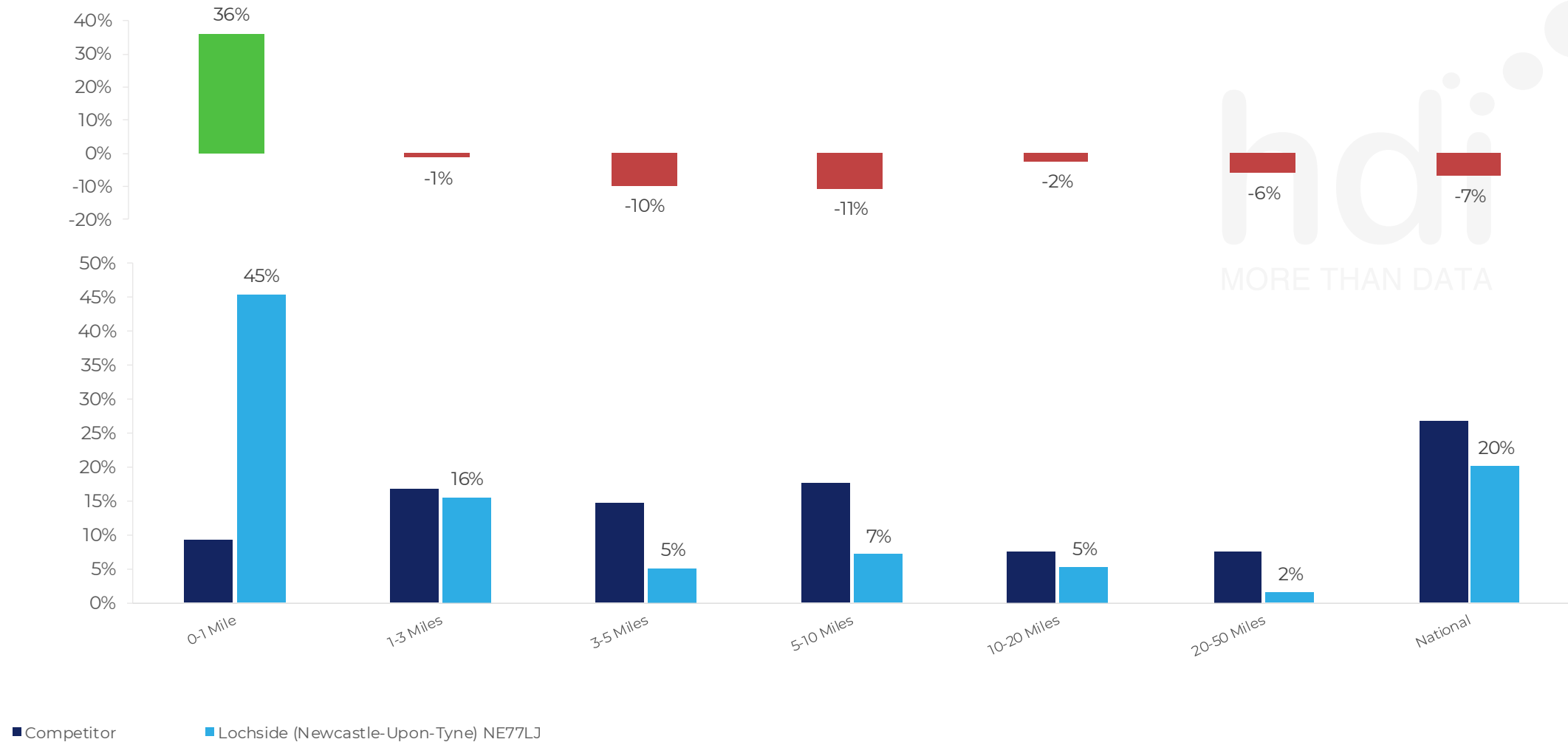




Spend by Distance

How does the spend profile of Lochside (Newcastle-Upon-Tyne) NE77LJ compare versus its competitors based on travel distances?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

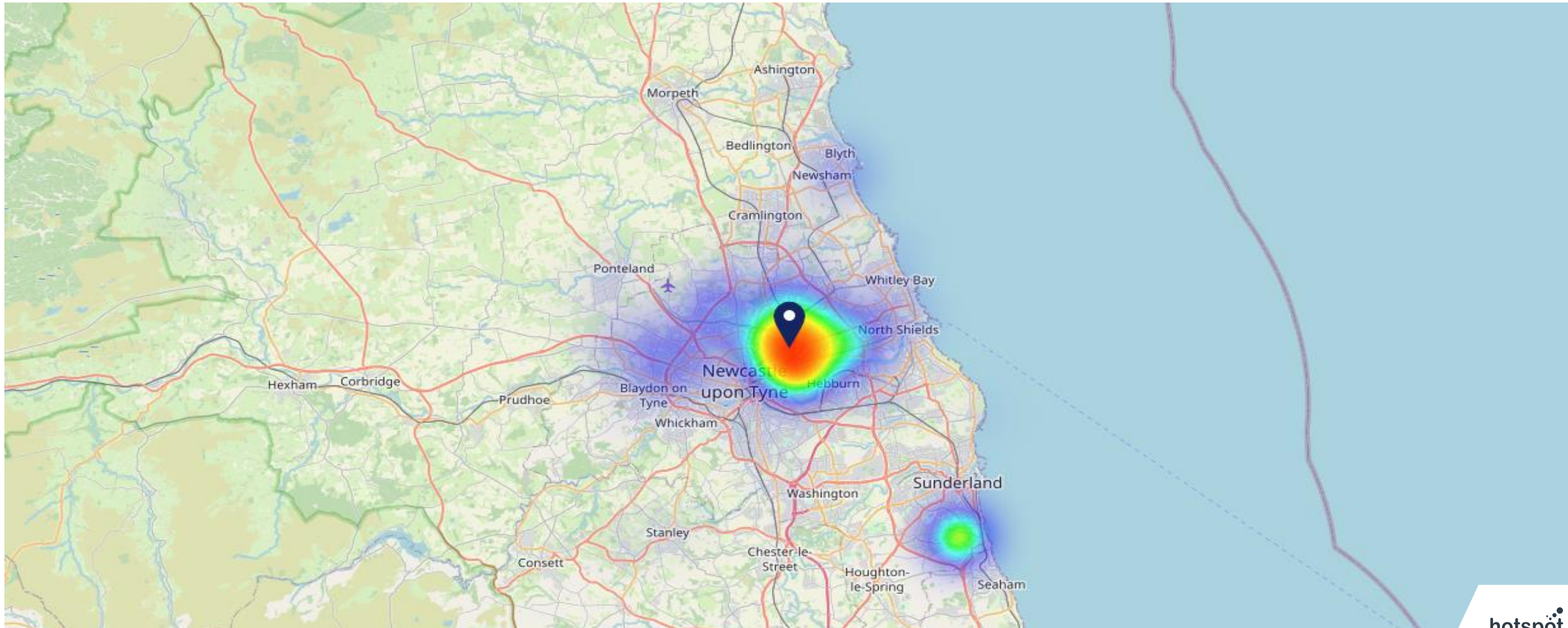




Map of Guest Origin

Where do customers of Lochside (Newcastle-Upon-Tyne) NE77LJ come from?

Where do customers of Lochside (Newcastle-Upon-Tyne) NE77LJ for 22/02/2023 - 14/02/2024 live

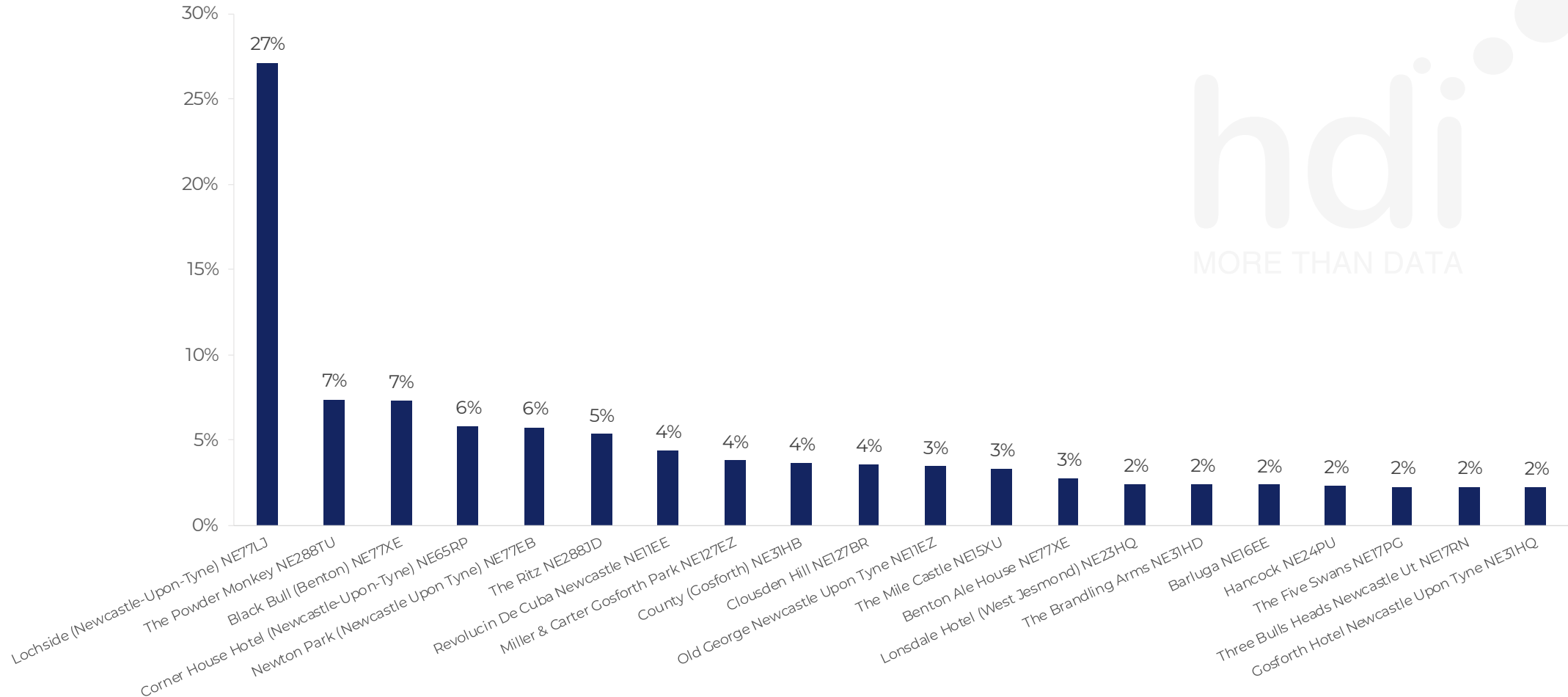




Share of Wallet

What are the Top 20 venues (by spend) that customers of Lochside (Newcastle-Upon-Tyne) NE77LJ also visit?

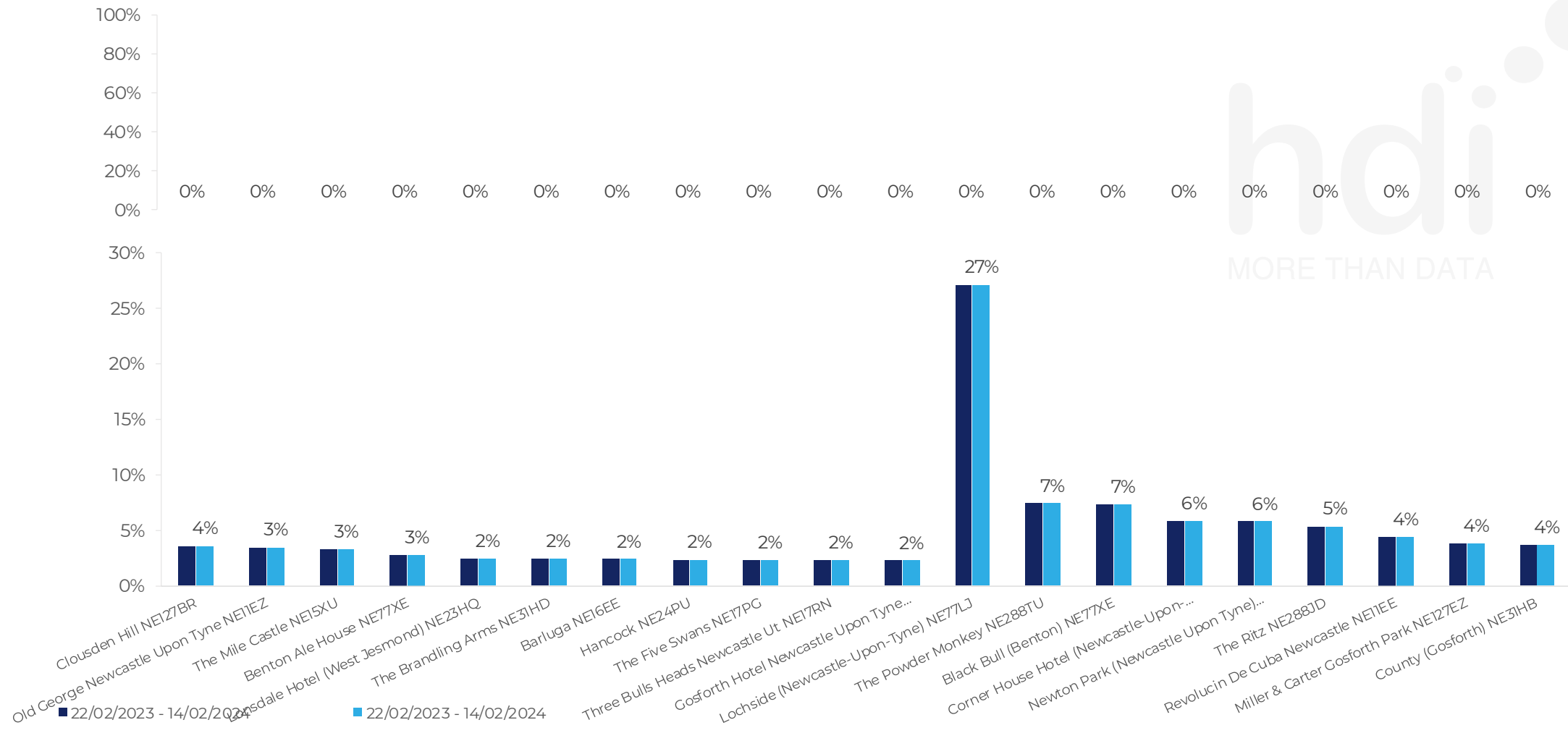
For customers of Lochside (Newcastle-Upon-Tyne) NE77LJ, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Lochside (Newcastle-Upon-Tyne) NE77LJ changed between two date ranges?





Market Summary

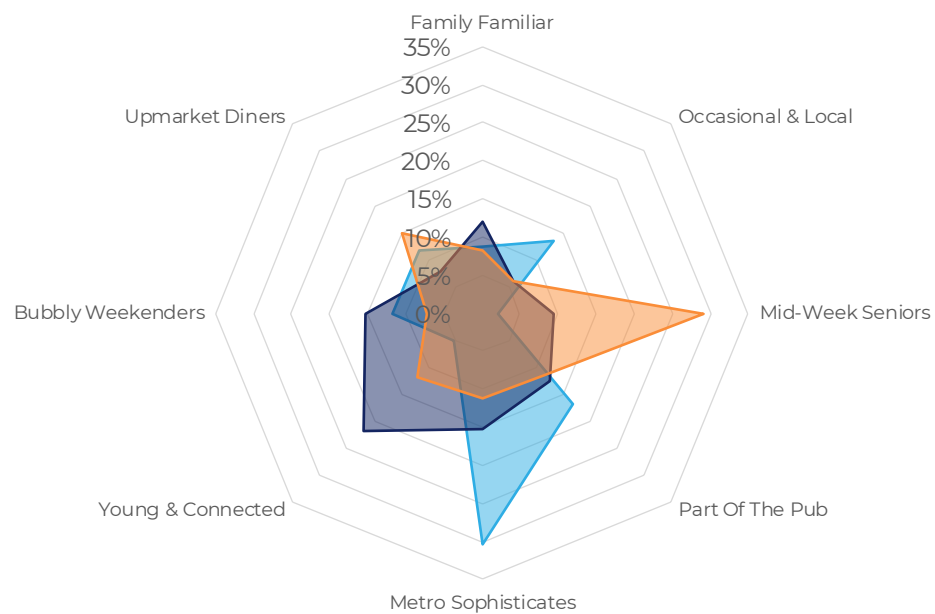
How does the local area for Lochside (Newcastle-Upon-Tyne) NE77LJ compare to the national average (1 = low, 10 = high)

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	£278K	3	£301K	2	£16.68M	6	£447.98M	9
Weekpart	Mon - Thu	38.4%	4	38.3%	4	45.4%	9	37.0%	1
Weekpart	Fri - Sat	41.8%	4	42.6%	5	41.1%	4	47.9%	10
Weekpart	Sun	19.7%	9	19.1%	9	13.5%	2	15.1%	4
Age	18 to 24	4.2%	4	4.3%	4	5.3%	4	9.5%	8
Age	25 to 34	10.2%	1	10.4%	1	18.0%	3	19.7%	4
Age	35 to 44	29.8%	9	30.0%	10	28.4%	9	25.8%	8
Age	45 to 54	26.2%	10	25.7%	10	19.8%	5	20.4%	6
Age	55 to 64	16.5%	6	17.0%	7	18.4%	8	16.3%	7
Age	65 to 74	12.2%	9	11.7%	9	8.4%	7	6.5%	5
Age	75+	1.0%	3	0.9%	2	1.6%	3	1.8%	3
CAMEO	Business Elite	3.2%	3	3.0%	3	2.7%	2	6.0%	4
CAMEO	Prosperous Professionals	0.3%	1	0.3%	1	4.2%	3	4.9%	3
CAMEO	Flourishing Society	6.1%	2	5.7%	2	7.1%	2	9.6%	3
CAMEO	Content Communities	25.4%	10	25.6%	10	7.2%	1	9.0%	2
CAMEO	White Collar Neighbourhoods	11.3%	5	11.5%	6	12.6%	7	12.0%	6
CAMEO	Enterprising Mainstream	11.7%	8	11.6%	8	10.3%	7	8.4%	5
CAMEO	Paying The Mortgage	17.9%	8	18.3%	8	16.7%	7	15.8%	7
CAMEO	Cash Conscious Communities	5.7%	3	6.0%	3	15.8%	10	12.6%	9
CAMEO	On A Budget	6.9%	6	6.5%	6	8.1%	7	5.9%	4
CAMEO	Family Value	11.6%	9	11.5%	9	15.2%	10	15.8%	10
Affluence	AB	9.5%	2	9.0%	1	13.9%	2	20.5%	3
Affluence	C1C2	66.3%	10	67.0%	10	46.9%	5	45.2%	4
Affluence	DE	24.2%	7	24.0%	7	39.2%	10	34.3%	9



Local Market Profile

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
Lochside (Newcastle-Upon-Tyne)	145	8.81%	13.34%	2.15%	16.88%	30.27%	5.17%	11.73%	11.60%
Local Catchment	19239	11.89%	5.89%	9.45%	12.54%	15.29%	21.88%	15.22%	7.79%
Punch T&L	115554	8.24%	6.01%	29.08%	11.44%	11.18%	11.99%	7.12%	14.90%
Lochside (Newcastle-Upon-Tyne) vs Local Catchment		-3.08%	7.45%	-7.30%	4.34%	14.98%	-16.71%	-3.49%	3.81%
Lochside (Newcastle-Upon-Tyne) vs Punch T&L		0.57%	7.33%	-26.93%	5.44%	19.09%	-6.82%	4.61%	-3.30%
Local Catchment vs Punch T&L		3.65%	-0.12%	-19.63%	1.10%	4.11%	9.89%	8.10%	-7.11%



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
Lochside (Newcastle-Upon-Tyne) NE77LJ	145	8.81%	13.34%	2.15%	16.88%	30.27%	5.17%	11.73%	11.60%
The Powder Monkey NE288TU	196	35.41%	3.57%	3.71%	19.49%	8.01%	20.26%	5.30%	4.22%
Black Bull (Benton) NE77XE	198	14.20%	7.16%	10.11%	17.24%	8.57%	29.67%	7.88%	5.12%
Corner House Hotel (Newcastle-Upon-Tyne) NE65RP	368	12.12%	16.74%	9.37%	12.94%	12.62%	22.16%	8.61%	5.41%
Newton Park (Newcastle Upon Tyne) NE77EB	248	30.99%	8.81%	4.71%	28.70%	6.12%	10.91%	6.47%	3.26%
The Ritz NE288JD	261	15.40%	14.28%	2.74%	36.34%	4.43%	17.82%	7.50%	1.46%
Revolucin De Cuba Newcastle NE11EE	2026	7.54%	3.20%	5.09%	3.95%	18.51%	32.12%	22.66%	6.88%
Miller & Carter Gosforth Park NE127EZ	348	16.39%	4.40%	13.28%	6.13%	17.30%	15.33%	9.98%	17.14%
County (Gosforth) NE31HB	389	3.00%	12.84%	13.46%	5.81%	36.78%	8.97%	11.02%	8.08%
Clousden Hill NE127BR	168	14.68%	26.45%	15.10%	11.42%	11.75%	10.75%	5.87%	3.94%
Old George Newcastle Upon Tyne NE11EZ	2007	9.80%	4.91%	7.20%	10.10%	16.36%	26.11%	21.61%	3.88%
The Mile Castle NE15XU	3274	12.82%	6.18%	10.43%	13.72%	7.90%	32.16%	13.87%	2.87%
Benton Ale House NE77XE	105	10.25%	4.11%	6.62%	60.10%	4.35%	10.63%	2.83%	1.08%
Lonsdale Hotel (West Jesmond) NE23HQ	517	3.02%	11.31%	9.06%	15.70%	24.58%	16.47%	10.45%	9.37%
The Brandling Arms NE31HD	591	2.41%	4.47%	8.66%	23.29%	31.58%	5.08%	11.38%	13.08%
Barluga NE16EE	1000	9.17%	4.16%	10.79%	4.43%	22.56%	17.01%	15.79%	16.04%
Hancock NE24PU	424	12.27%	4.41%	5.63%	17.45%	21.10%	13.70%	21.77%	3.64%
The Five Swans NE17PG	1383	16.88%	9.84%	9.34%	16.93%	14.54%	19.05%	9.04%	4.35%
Three Bulls Heads Newcastle Ut NE17RN	754	8.46%	4.47%	4.46%	48.91%	10.22%	15.12%	6.69%	1.62%
Gosforth Hotel Newcastle Upon Tyne NE31HQ	550	6.67%	11.91%	6.68%	21.41%	29.55%	9.91%	8.98%	4.84%
The Botanist Newcastle NE17AL	1720	14.81%	2.23%	13.71%	4.77%	11.70%	19.78%	18.28%	14.68%
Be At One Newcastle NE15SG	793	9.37%	2.36%	3.20%	4.85%	10.93%	35.69%	28.68%	4.87%
Kings Arms Killingworth NE126HS	165	39.01%	3.68%	9.58%	30.26%	6.10%	5.68%	4.65%	1.00%
Pitcher & Piano Newcastle NE13DX	1570	12.12%	4.02%	17.18%	3.20%	15.73%	19.45%	17.09%	11.18%
The High Main NE61DL	261	9.98%	18.89%	4.44%	23.61%	11.31%	28.45%	2.49%	0.79%