



Bell CT70NT

CT70NT

Punch T&L



Work Area

Margate and Ramsgate



Region

South East



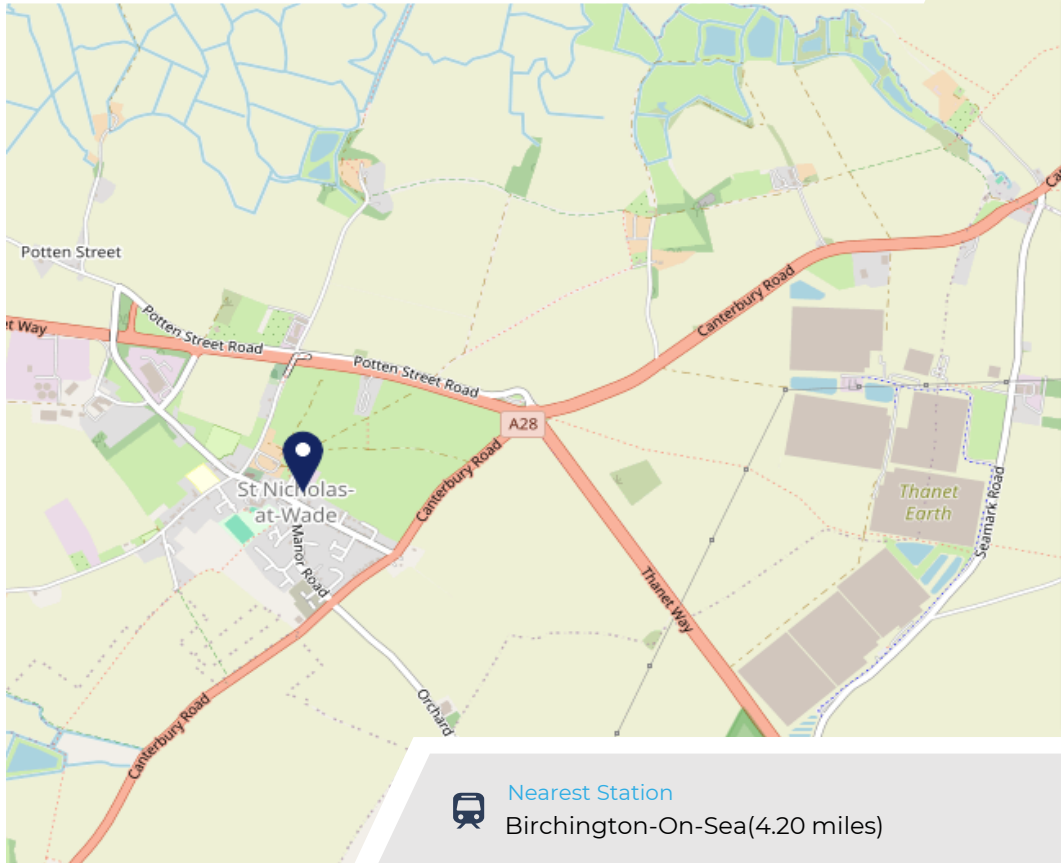
TV Region

South



Urbanicity

Rural village



ATV

£16.69

Gender

58.17%

Male



Affluence

57.89%

Middle Income



Segmentation

29.33%

Enterprising Mainstream



Age Group

24.86%

35 to 44



Visit Day

24.34%

Sat

Top Competitors



Sun Inn

CT70NP

Admiral Taverns Ltd

#1



Powell Arms

CT79AF

Pub Restaurant

#2



Quex Barn

CT70BB

Restaurant

#3



Nearest Station

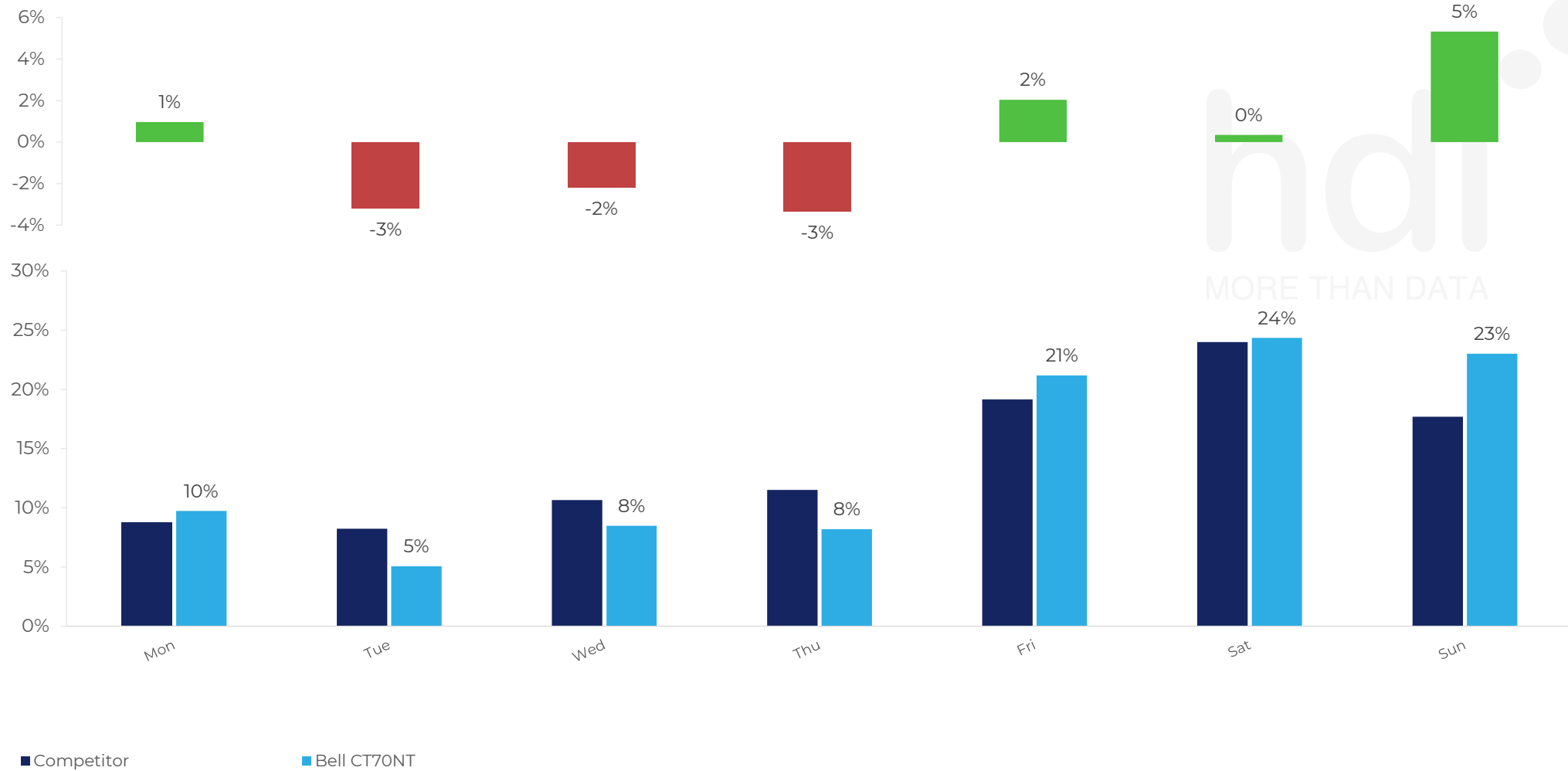
Birchington-On-Sea(4.20 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Bell CT70NT versus its competitors?

% of spend for Bell CT70NT and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Day of Week

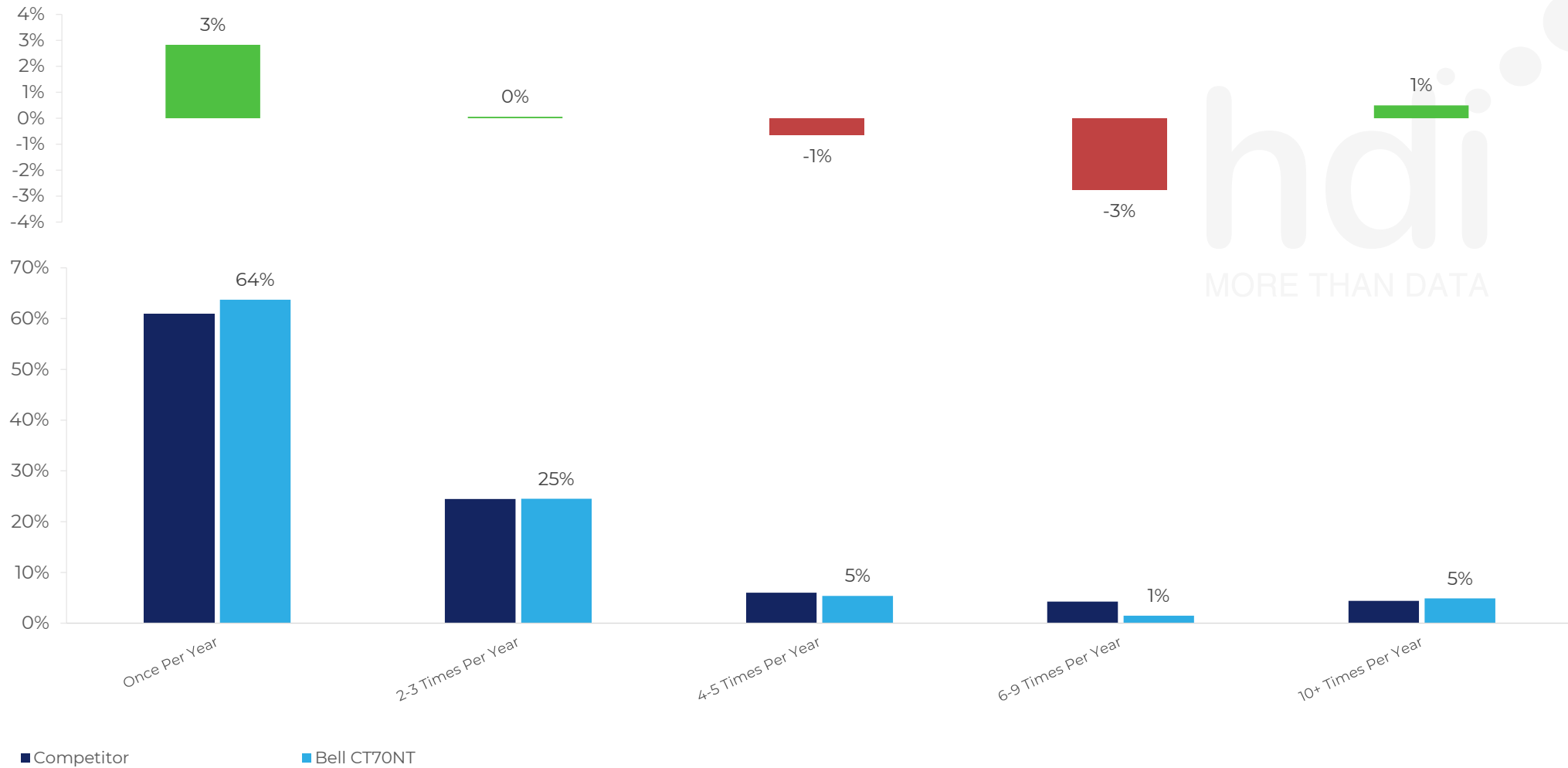




Visit Frequency

How frequently per year do customers visit Bell CT70NT versus its competitors?

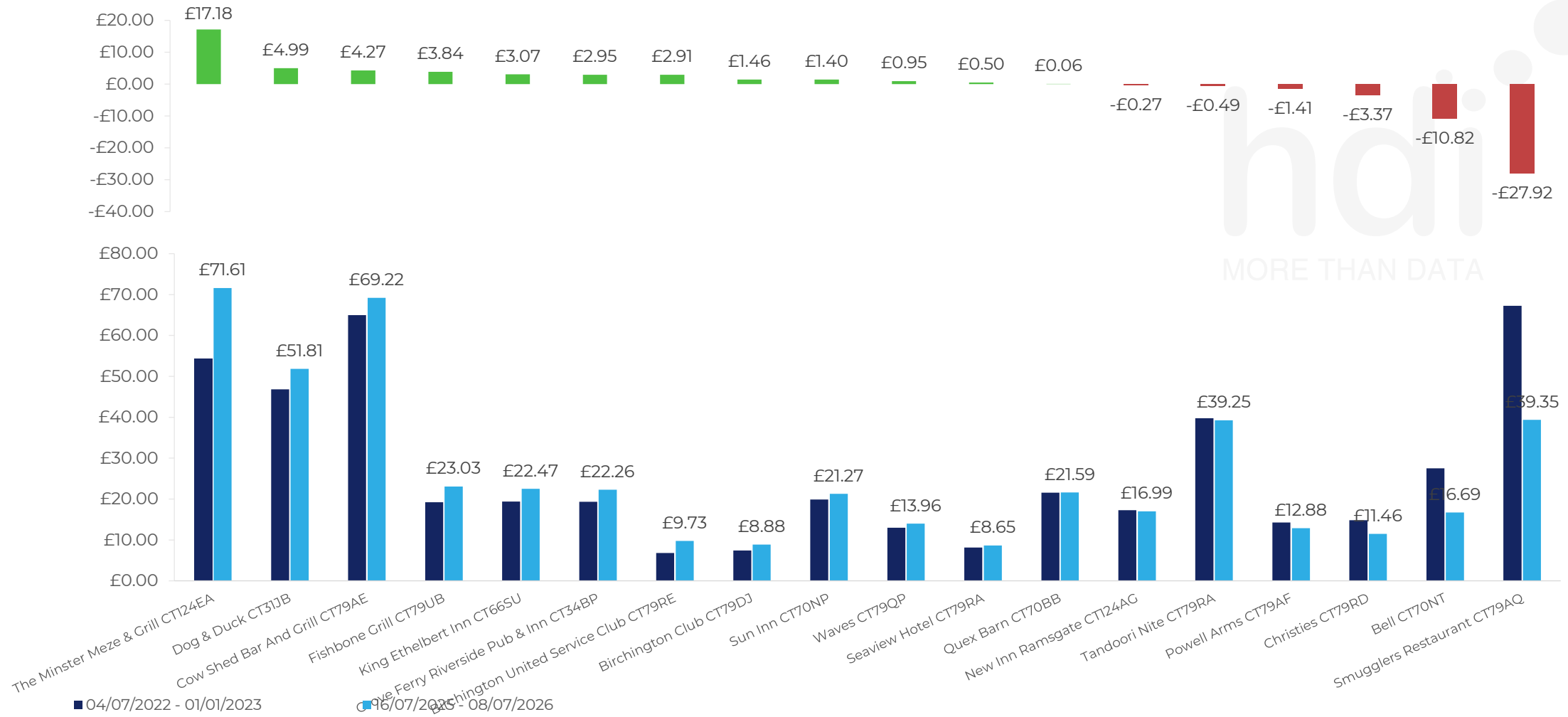
% of customer numbers for Bell CT70NT and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

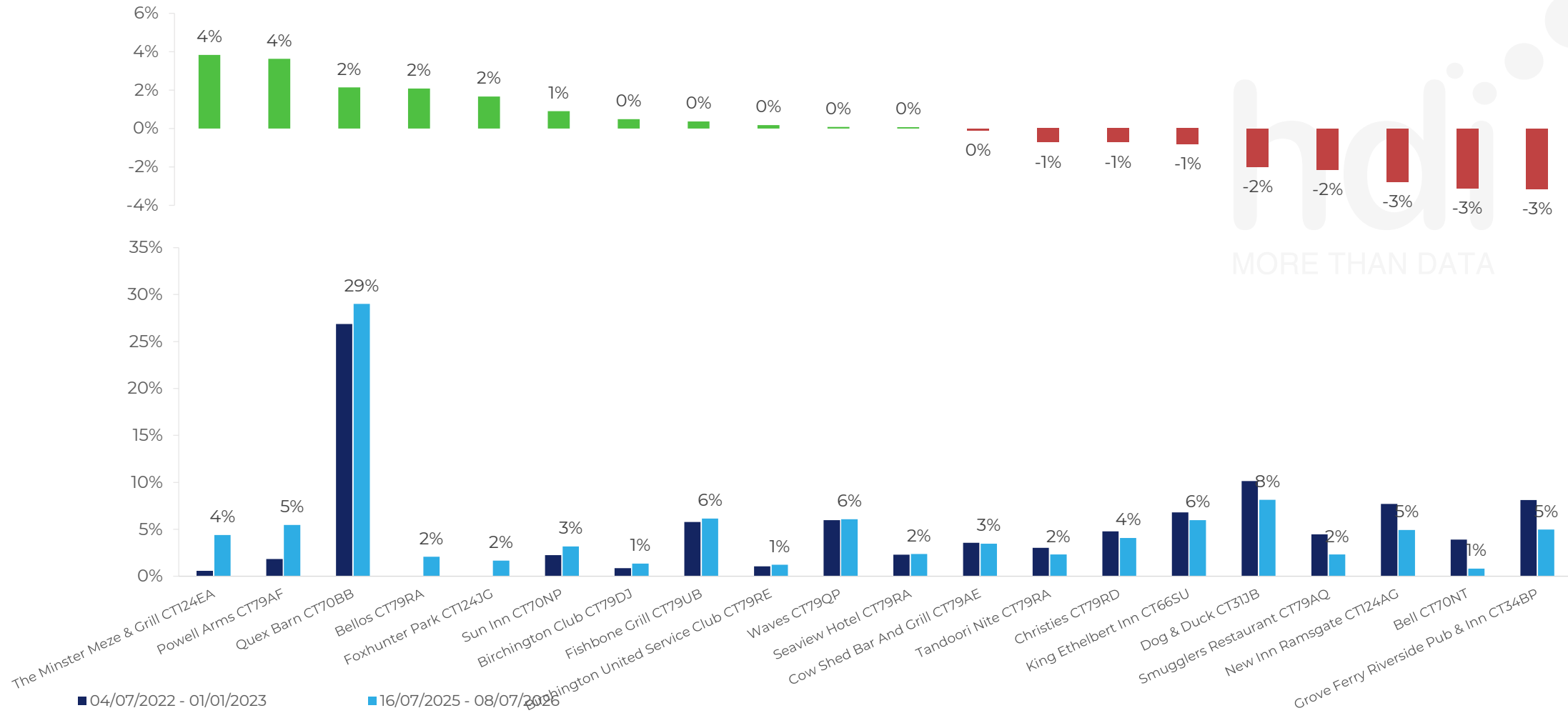




Market Share Change

How has market share changed between two date ranges?

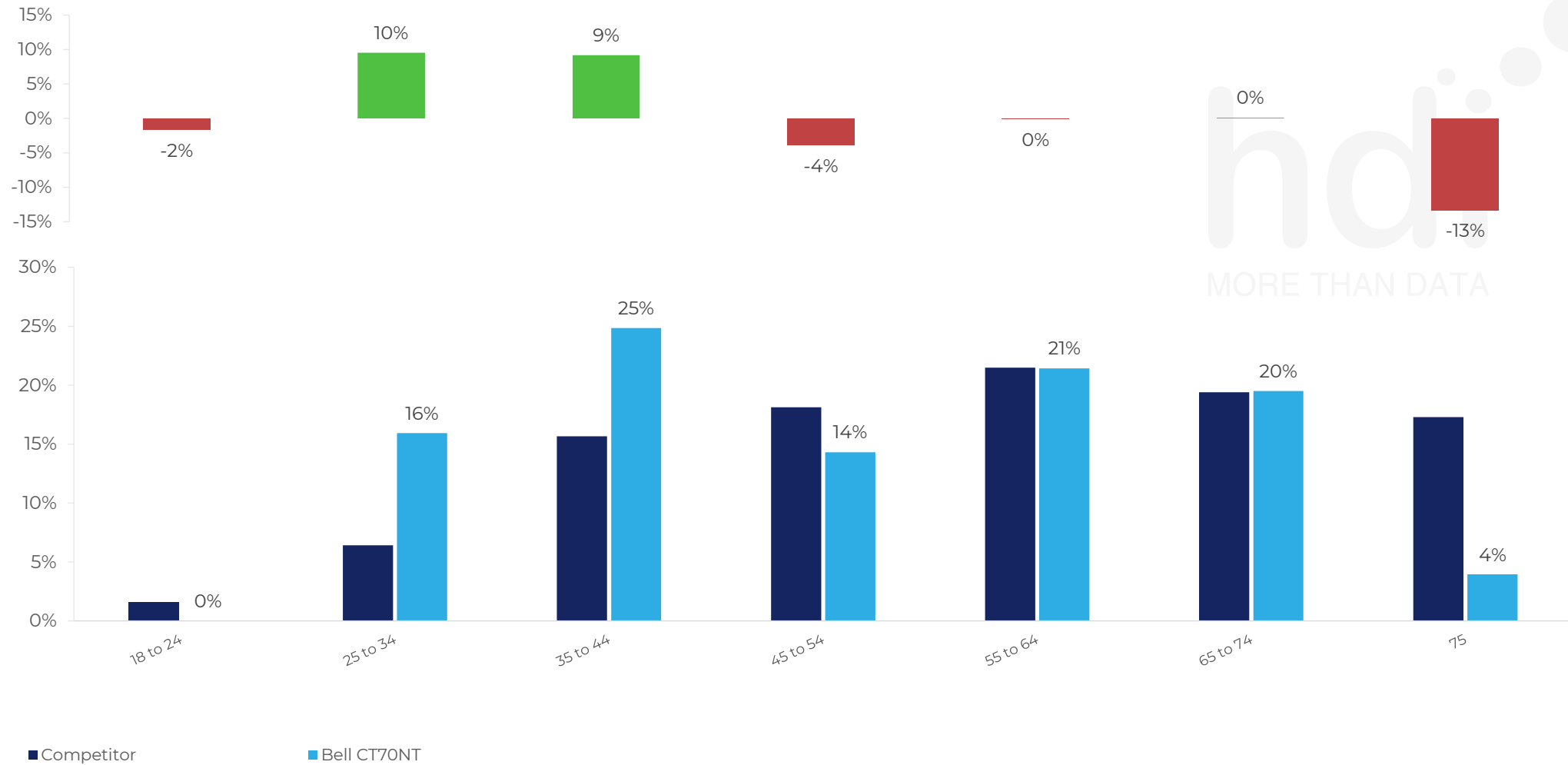
% of market share spend for Bell CT70NT and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026





How does the age profile of customers who visit Bell CT70NT compare versus its competitors?

% of spend for Bell CT70NT and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Age Range

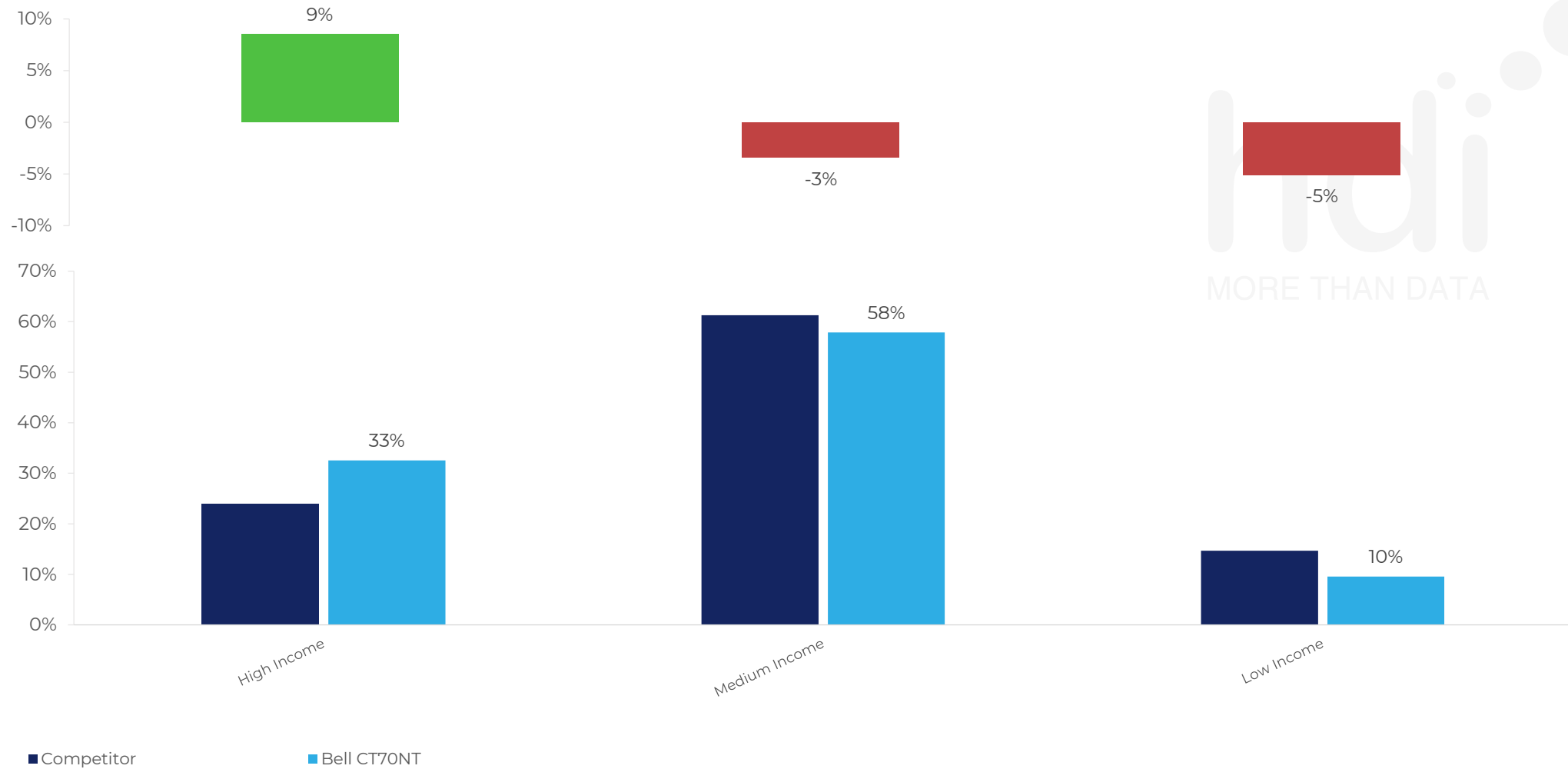




Affluence

How does the affluence of customers who visit Bell CT70NT compare versus its competitors?

% of spend for Bell CT70NT and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Affluence

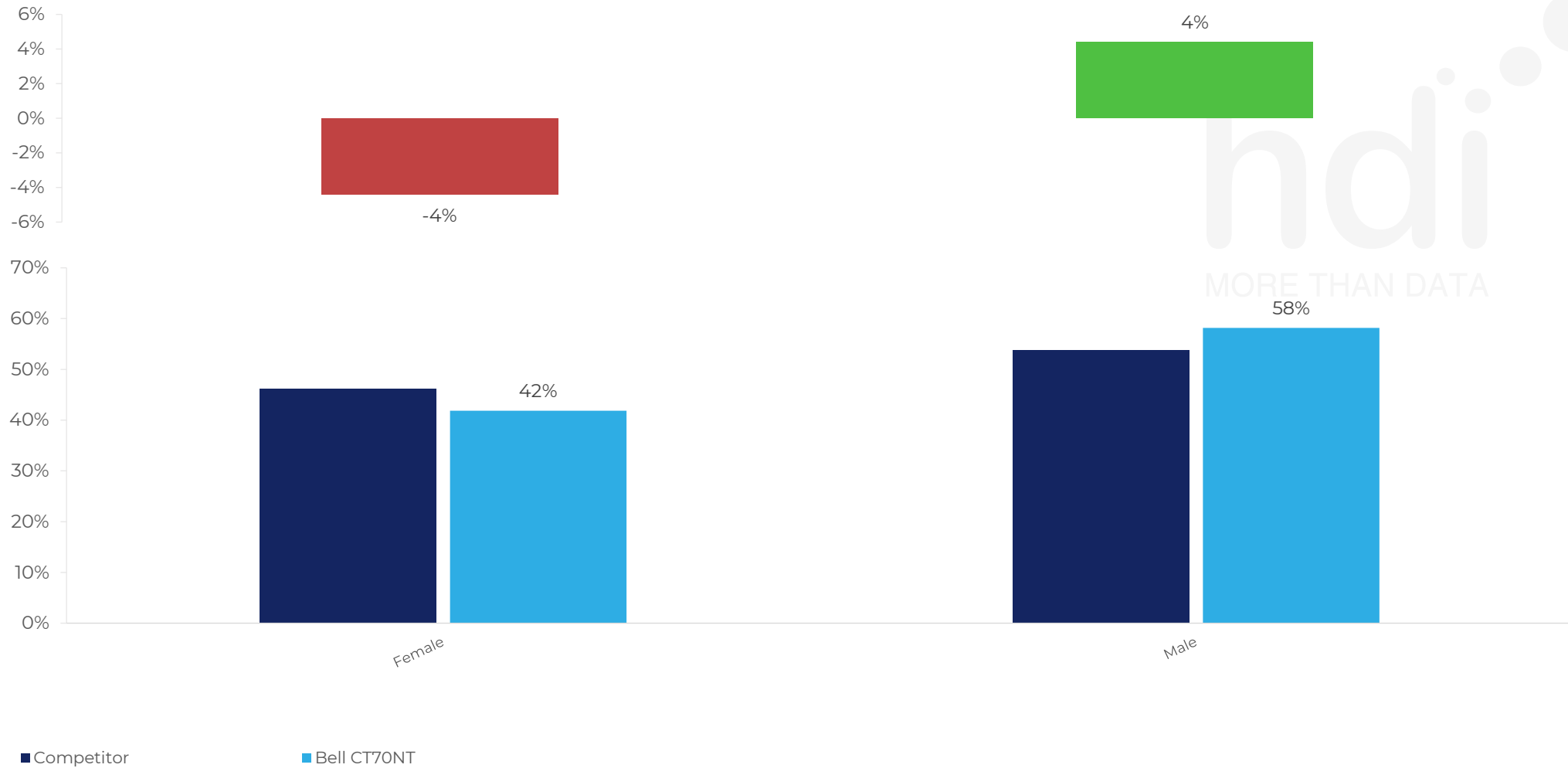




Gender

How does the gender profile of customers who visit Bell CT70NT compare versus its competitors?

% of spend for Bell CT70NT and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Gender

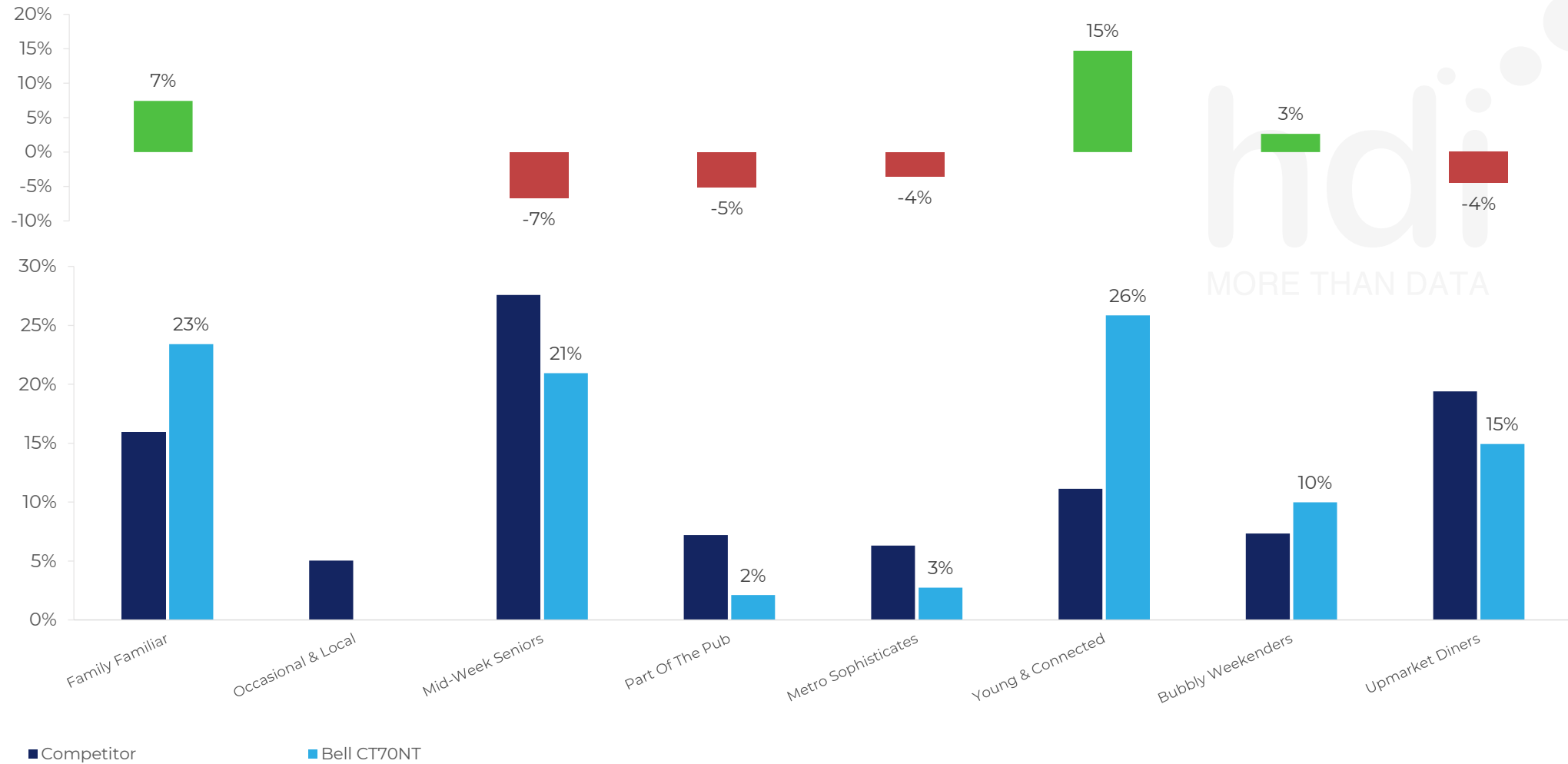




Punch Segmentation

How does the Custom segmentation profile of customers who visit Bell CT70NT compare versus its competitors?

% of spend for Bell CT70NT and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Segment

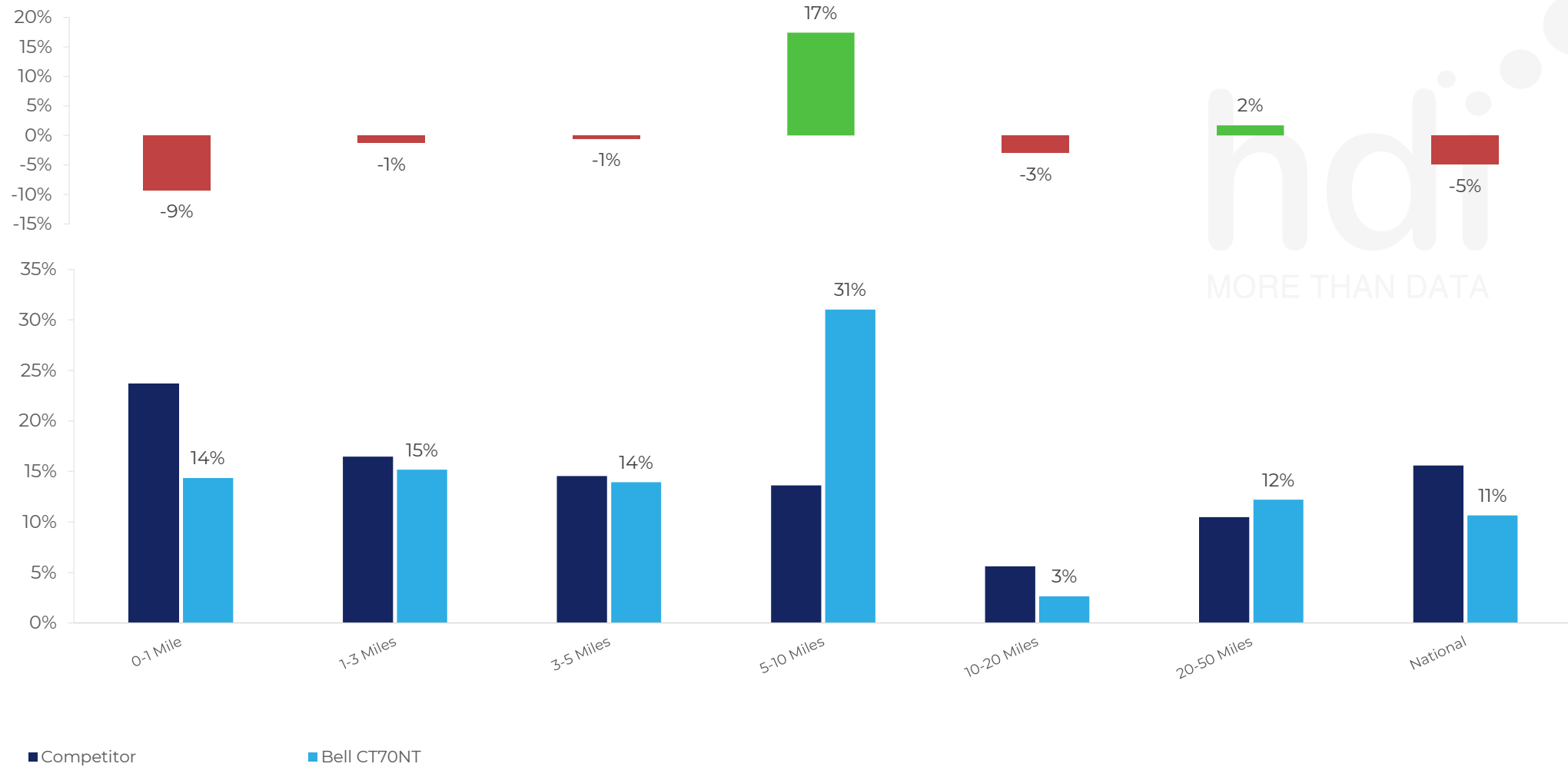




Spend by Distance

How does the spend profile of Bell CT70NT compare versus its competitors based on travel distances?

% of spend for Bell CT70NT and 276 Chains in 3 Miles from 16/07/2025 - 08/07/2026 split by Distance travelled

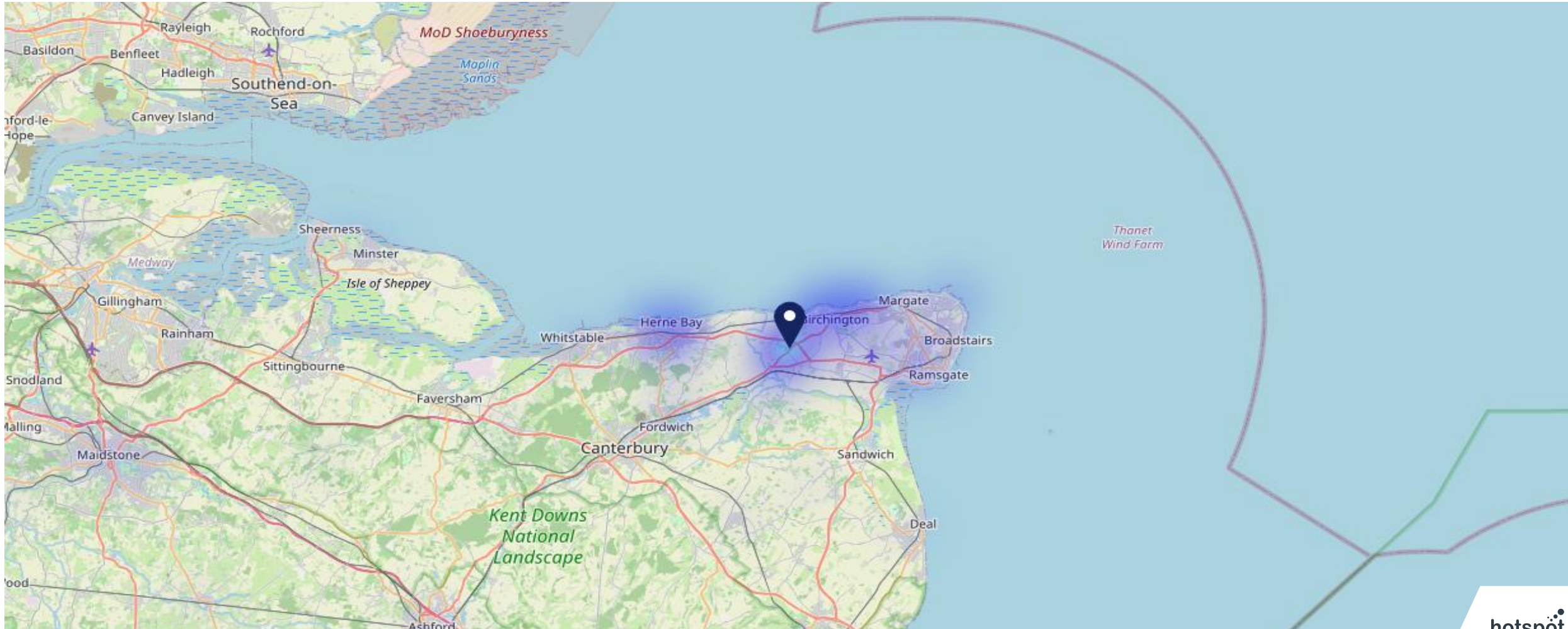




Map of Guest Origin

Where do customers of Bell CT70NT come from?

Where do customers of Bell CT70NT for 16/07/2025 - 08/07/2026 live

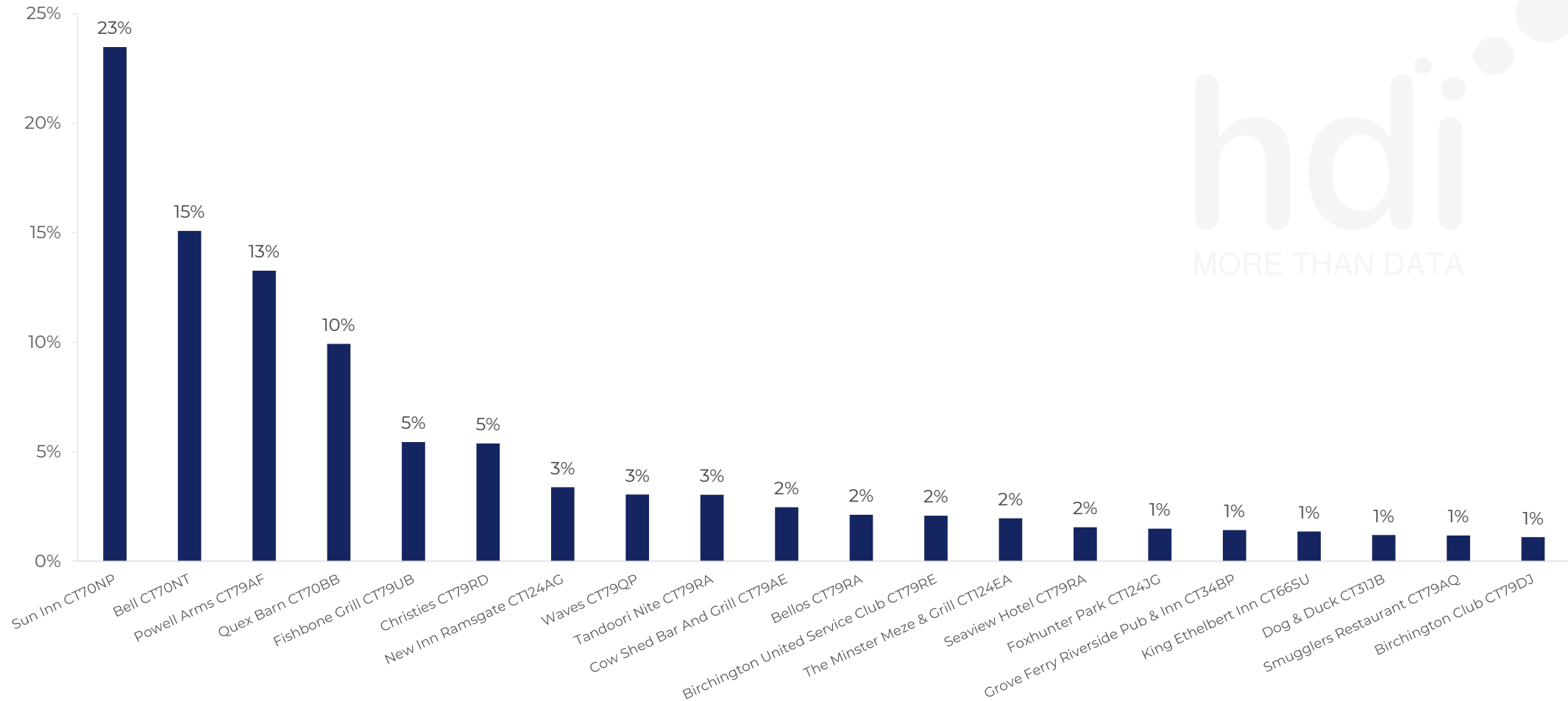




Share of Wallet

What are the Top 20 venues (by spend) that customers of Bell CT70NT also visit?

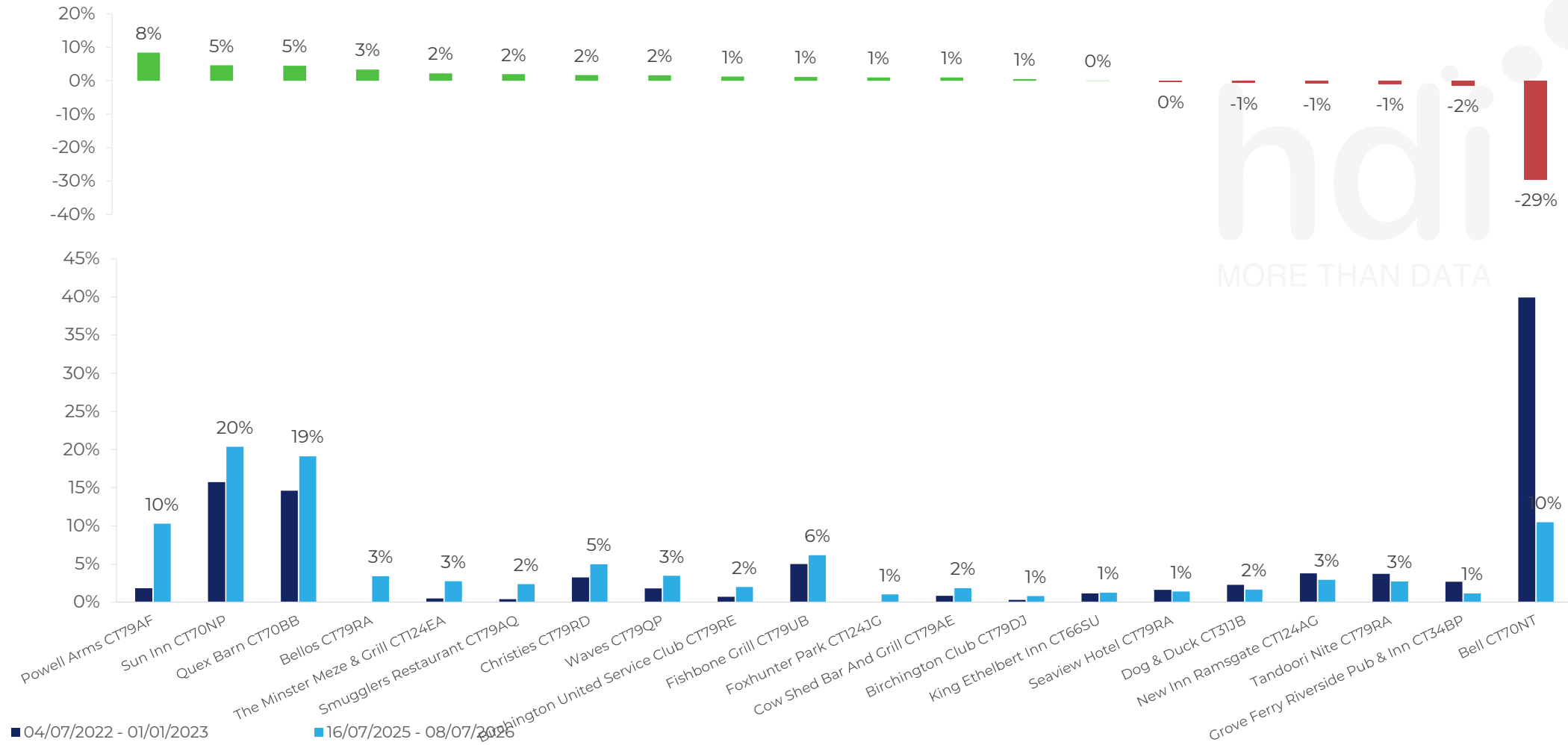
For customers of Bell CT70NT, who are the top 20 competitors from 276 Chains in 3 Miles for 16/07/2025 - 08/07/2026 split by Venue





Share of Wallet Change

How has share of wallet of customers of Bell CT70NT changed between two date ranges?





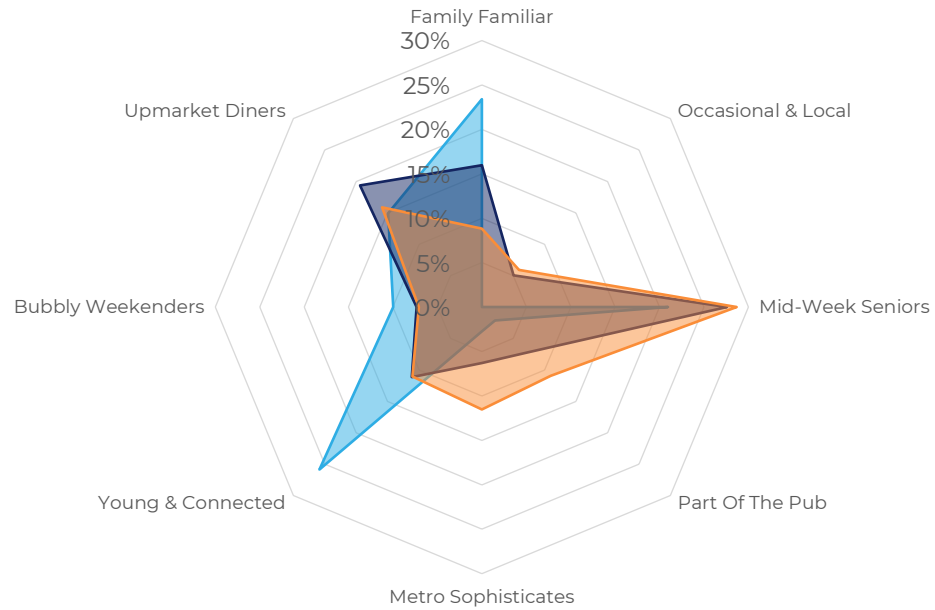
Market Summary

How does the local area for Bell CT70NT 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	£453K	3	£453K	2	£453K	1	£21.37M	3
Weekpart	Mon - Thu	39.6%	5	39.6%	5	39.6%	4	42.9%	7
Weekpart	Fri - Sat	40.2%	3	40.2%	3	40.2%	3	40.9%	4
Weekpart	Sun	20.2%	9	20.2%	9	20.2%	10	16.2%	7
Age	18 to 24	2.2%	2	2.2%	2	2.2%	1	3.0%	1
Age	25 to 34	9.6%	1	9.6%	1	9.6%	1	9.9%	1
Age	35 to 44	14.5%	1	14.5%	1	14.5%	1	20.6%	2
Age	45 to 54	23.2%	8	23.2%	8	23.2%	9	19.1%	4
Age	55 to 64	19.7%	8	19.7%	8	19.7%	9	19.3%	9
Age	65 to 74	16.4%	10	16.4%	10	16.4%	10	15.2%	10
Age	75+	14.4%	10	14.4%	10	14.4%	10	12.8%	10
CAMEO	Business Elite	4.5%	4	4.5%	4	4.5%	4	3.8%	3
CAMEO	Prosperous Professionals	5.8%	5	5.8%	5	5.8%	5	5.7%	4
CAMEO	Flourishing Society	18.5%	8	18.5%	8	18.5%	8	13.0%	6
CAMEO	Content Communities	15.2%	8	15.2%	8	15.2%	8	14.3%	8
CAMEO	White Collar Neighbourhoods	13.1%	7	13.1%	7	13.1%	8	15.4%	10
CAMEO	Enterprising Mainstream	16.9%	10	16.9%	10	16.9%	10	16.6%	10
CAMEO	Paying The Mortgage	11.2%	4	11.2%	4	11.2%	3	14.3%	5
CAMEO	Cash Conscious Communities	9.3%	6	9.3%	6	9.3%	6	9.0%	5
CAMEO	On A Budget	4.4%	3	4.4%	3	4.4%	3	6.1%	4
CAMEO	Family Value	0.9%	3	0.9%	3	0.9%	2	1.9%	4
Affluence	AB	28.8%	6	28.8%	6	28.8%	6	22.5%	4
Affluence	C1C2	56.5%	9	56.5%	9	56.5%	9	60.6%	10
Affluence	DE	14.7%	4	14.7%	3	14.7%	3	16.9%	4



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



■ Bell

■ 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
Bell	43	23.40%	0.00%	20.95%	2.11%	2.74%	25.85%	9.99%	14.92%
Local Catchment	1966	15.97%	5.03%	27.58%	7.21%	6.30%	11.14%	7.33%	19.39%
Punch T&L	92030	8.85%	5.93%	28.67%	10.94%	11.52%	11.06%	7.11%	15.88%
Bell vs Local Catchment		7.43%	0.00%	-6.63%	-5.10%	-3.56%	14.71%	2.66%	-4.47%
Bell vs Punch T&L		14.55%	0.00%	-7.72%	-8.83%	-8.78%	14.79%	2.88%	-0.96%
Local Catchment vs Punch T&L		7.12%	-0.90%	-1.09%	-3.73%	-5.22%	0.08%	0.22%	3.51%