



Site Summary



Ivy House SR27AW

SR27AW

Pub / Bar



Work Area
Sunderland



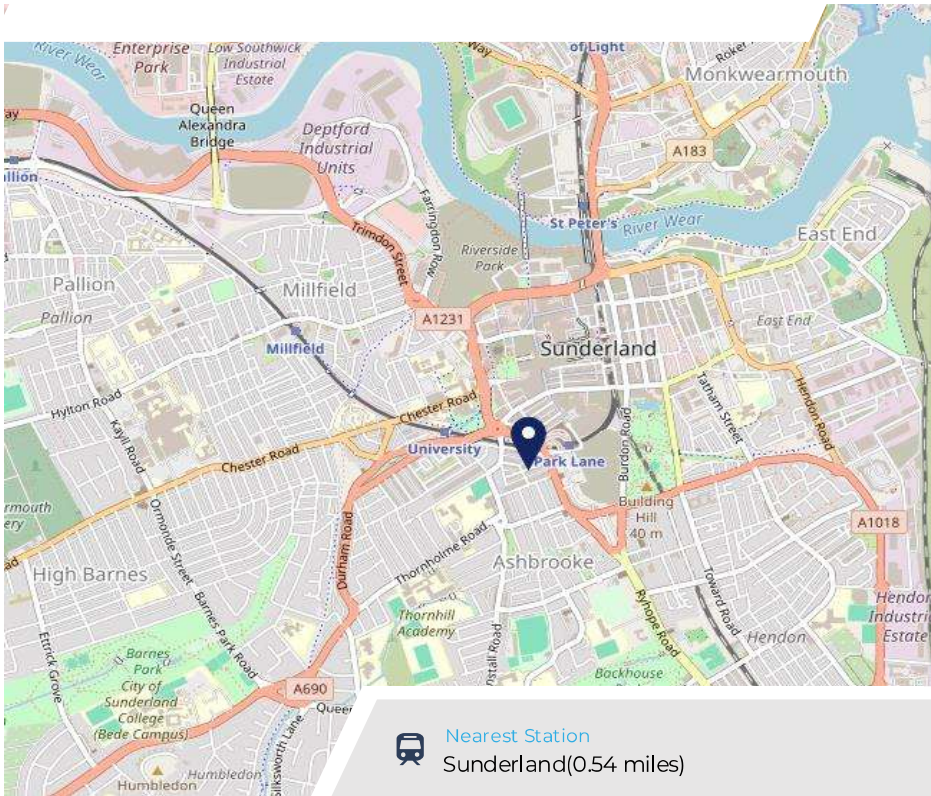
Region
North East



TV Region
Tyne Tees



Urbanicity
Urban major conurbation



Nearest Station
Sunderland(0.54 miles)



ATV
£9.57



Gender
75.93%
Male



Affluence
55.50%
Middle Income



Segmentation
23.91%
White Collar Neighbourhoods



Age Group
26.47%
35 to 44



Visit Day
21.91%
Sat

Top Competitors

Rosedene (Sunderland) **#1**
SR29BT
 Flaming Grill

The Cooper Rose **#2**
SR13NG
 JD Wetherspoon

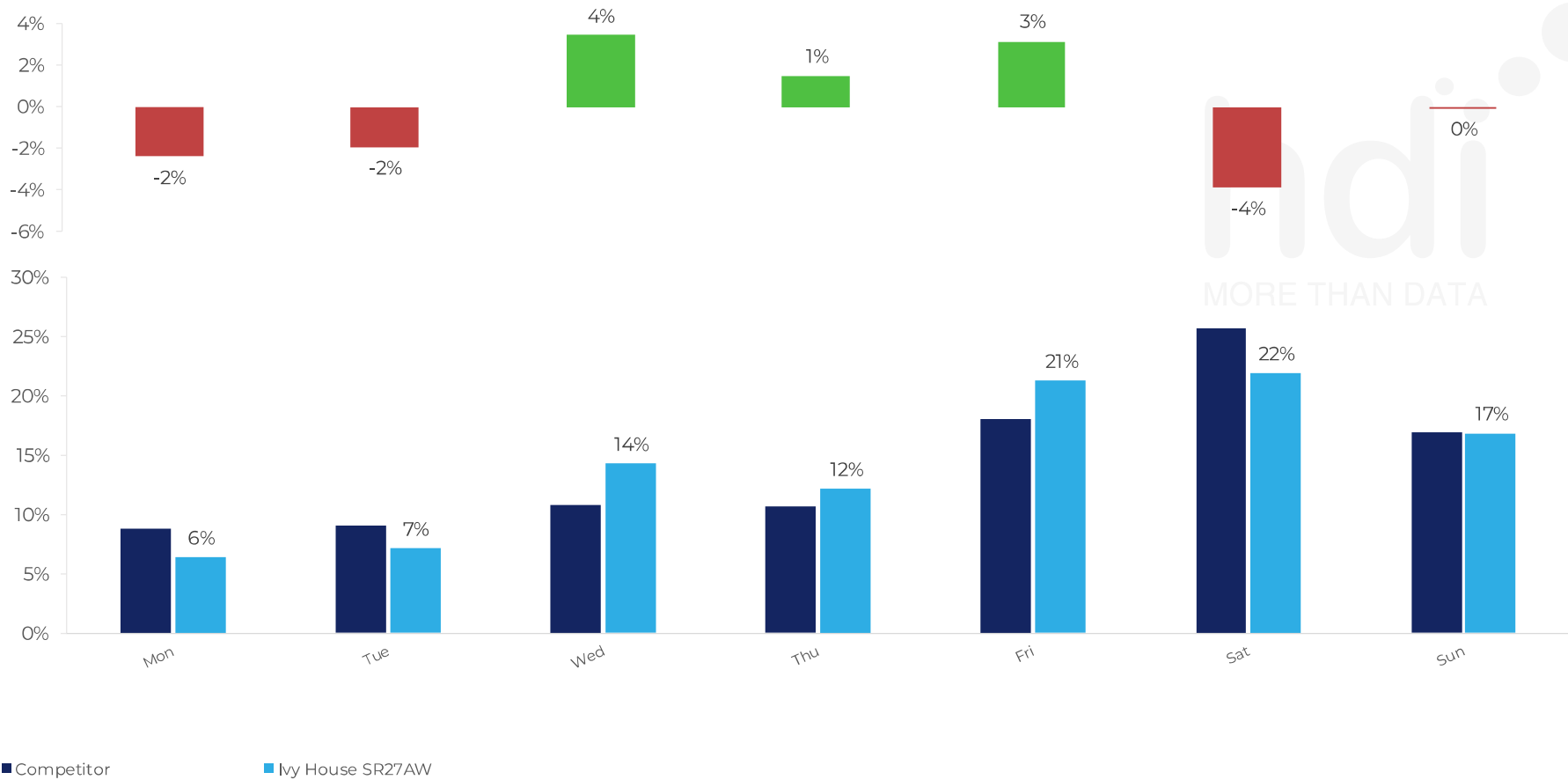
The Blue Bell Fulwell **#3**
SR69AD
 Proper Pubs



Spend by Weekpart

How is customer spend distributed throughout the week for Ivy House SR27AW versus its competitors?

% of spend for Ivy House SR27AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

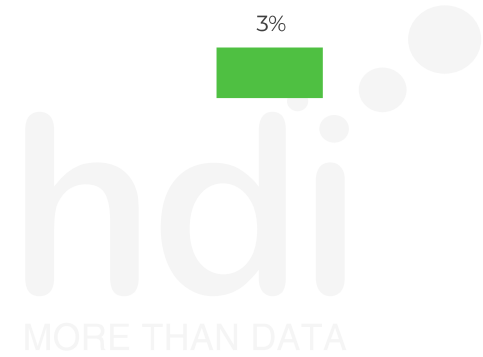
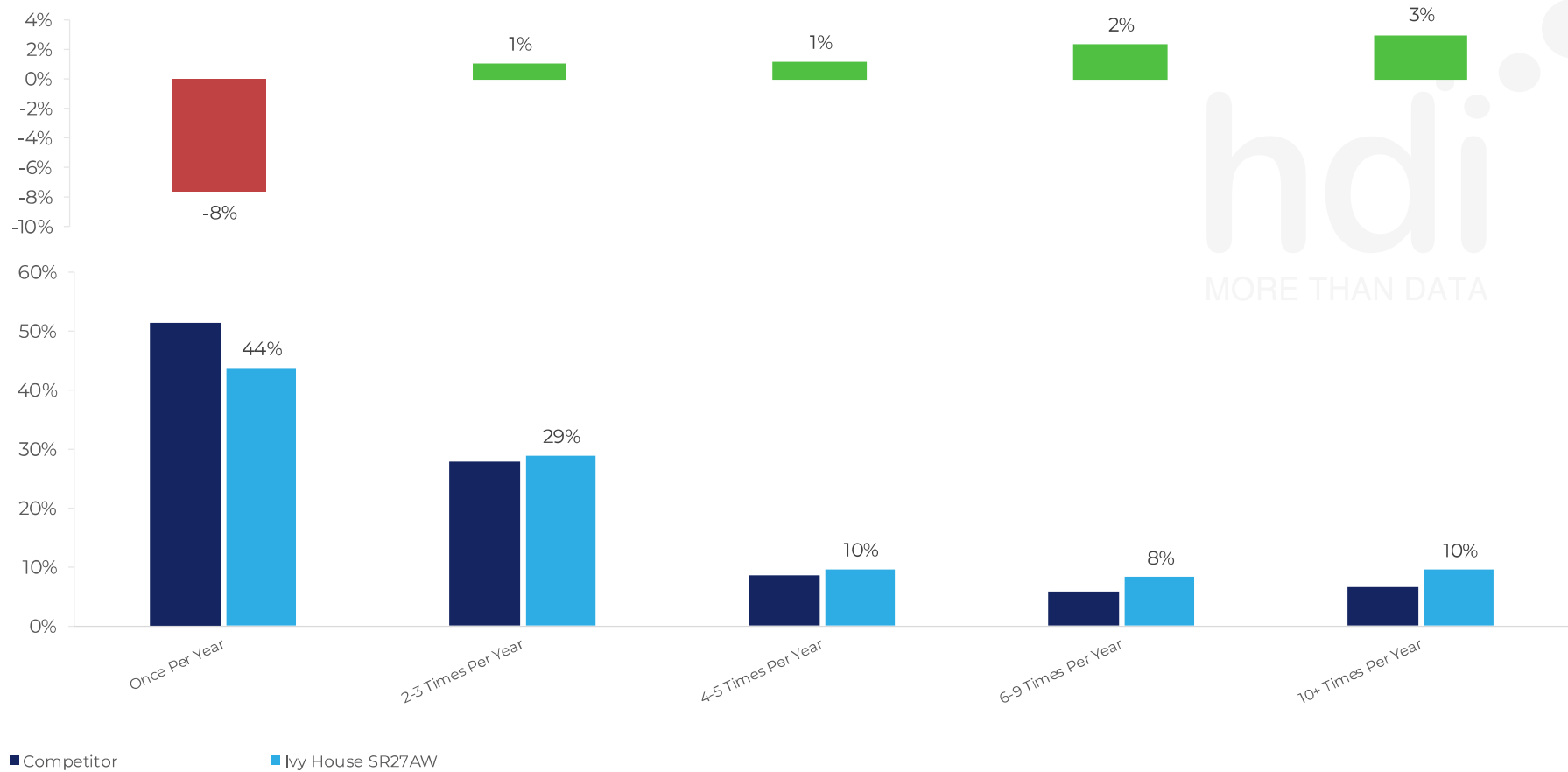




Visit Frequency

How frequently per year do customers visit Ivy House SR27AW versus its competitors?

% of customer numbers for Ivy House SR27AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



Competitor

Ivy House SR27AW



1018 Site Customers

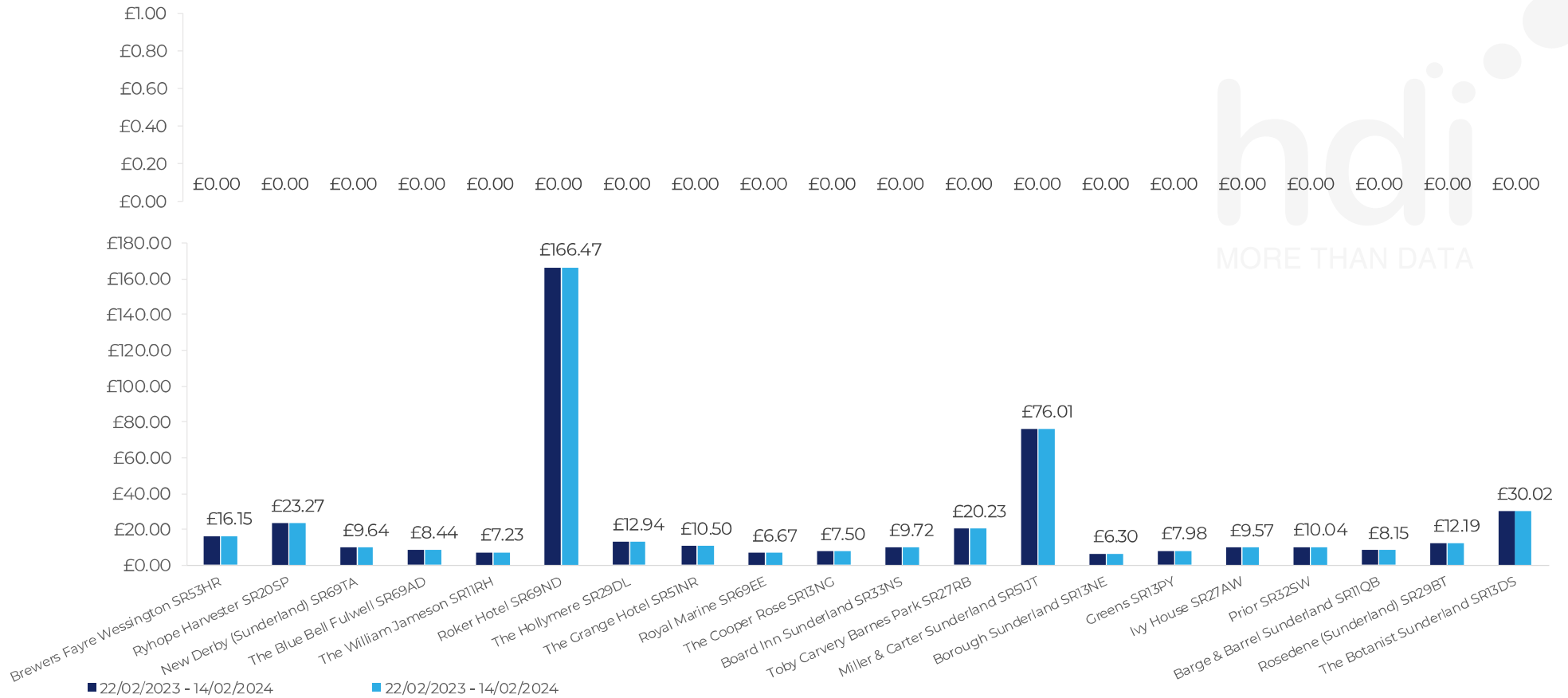
23 Competitors

29329 Competitor Customers



ATV Change

How has ATV changed between two date ranges?

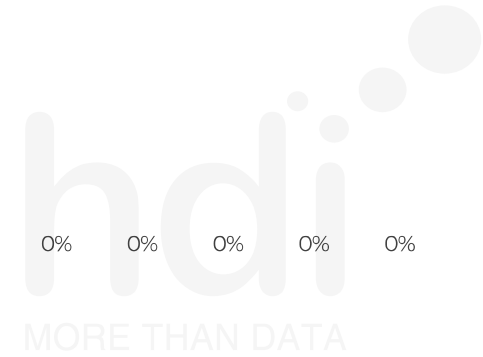
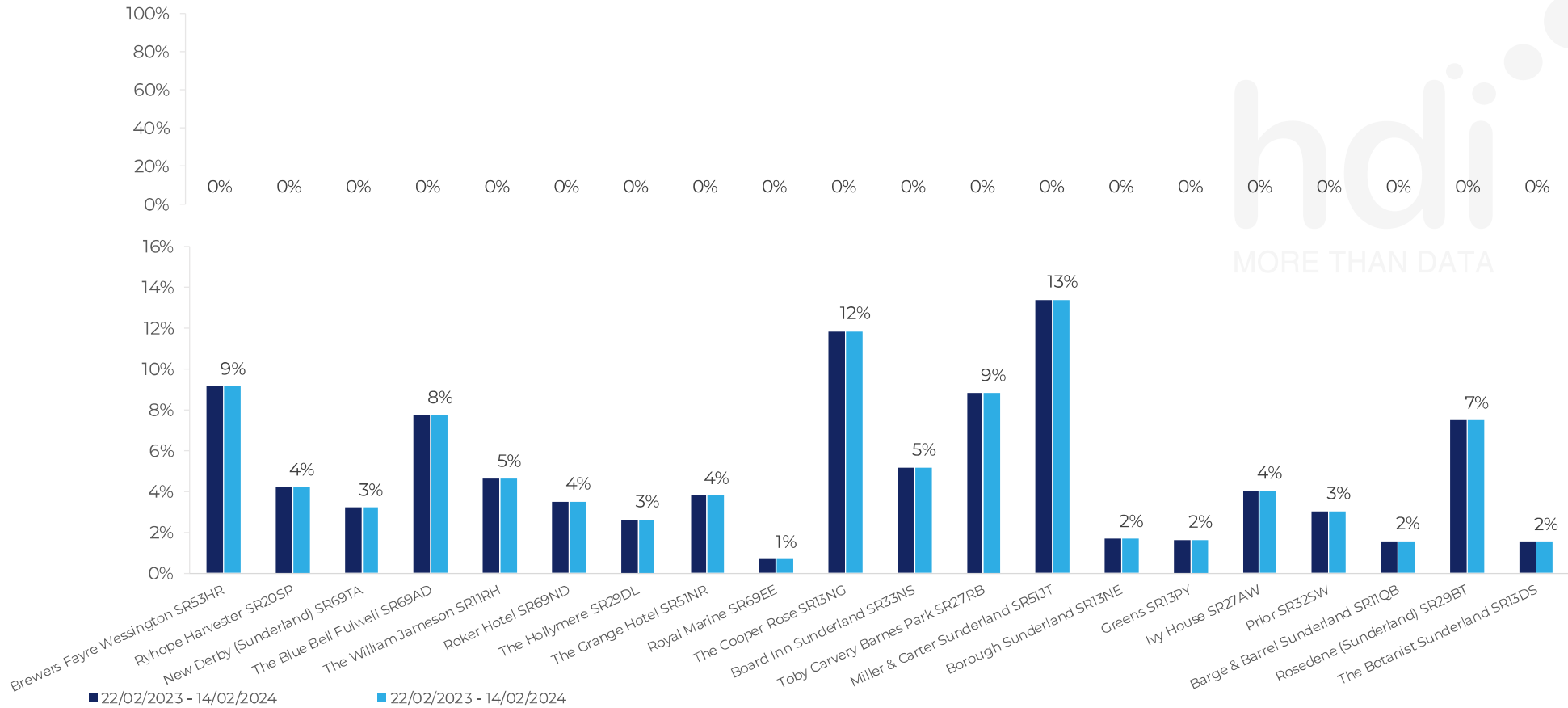




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Ivy House SR27AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

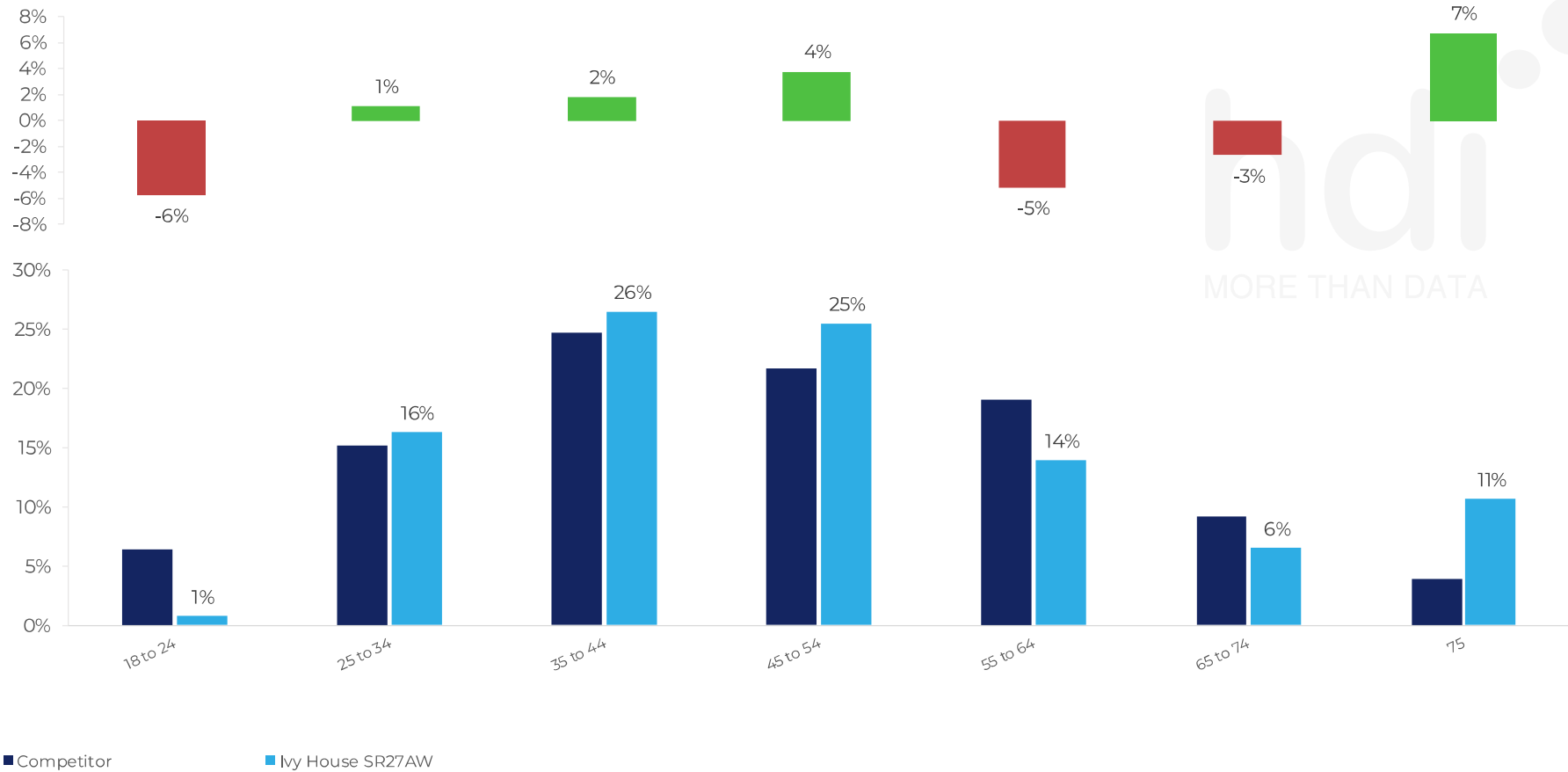




Age

How does the age profile of customers who visit Ivy House SR27AW compare versus its competitors?

% of spend for Ivy House SR27AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



537 Site Customers

23 Competitors

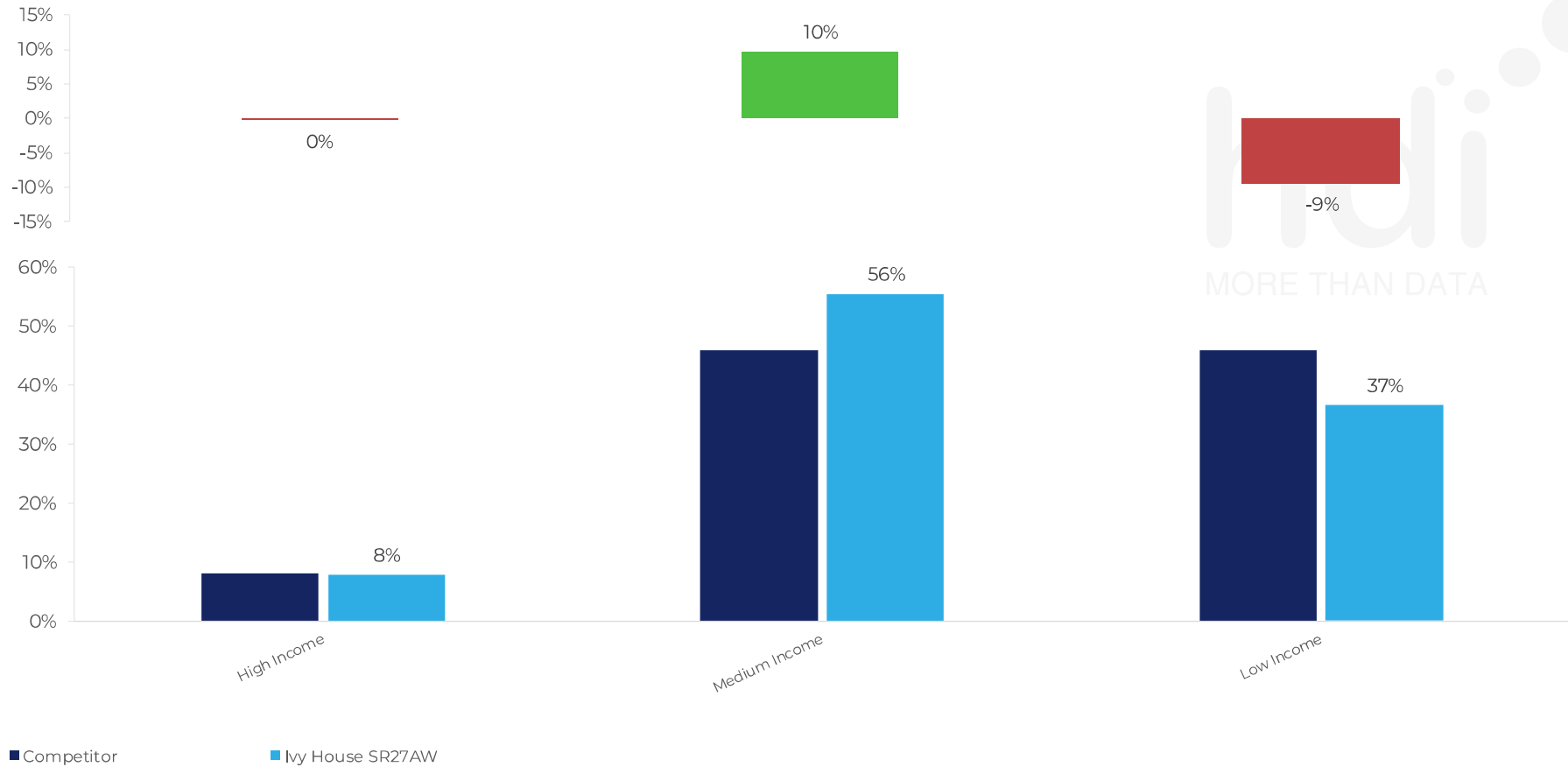
15345 Competitor Customers



Affluence

How does the affluence of customers who visit Ivy House SR27AW compare versus its competitors?

% of spend for Ivy House SR27AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



516 Site Customers

23 Competitors

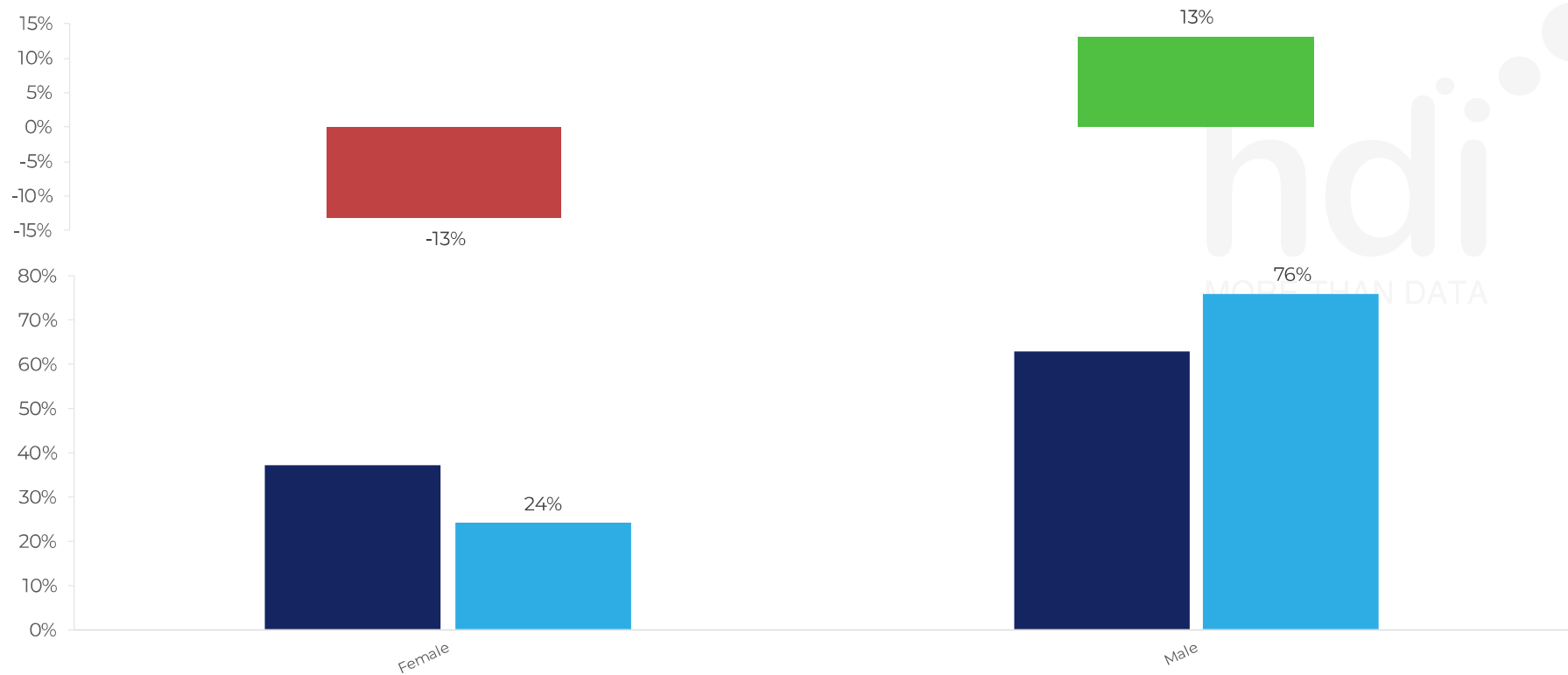
14368 Competitor Customers



Gender

How does the gender profile of customers who visit Ivy House SR27AW compare versus its competitors?

% of spend for Ivy House SR27AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

■ Ivy House SR27AW

537 Site Customers

23 Competitors

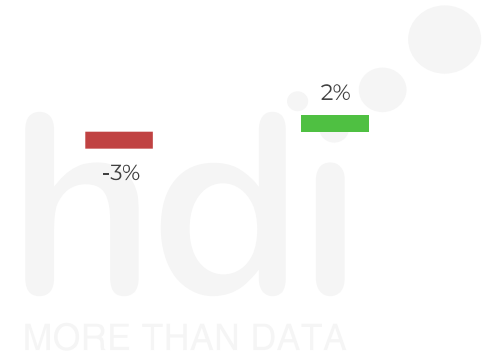
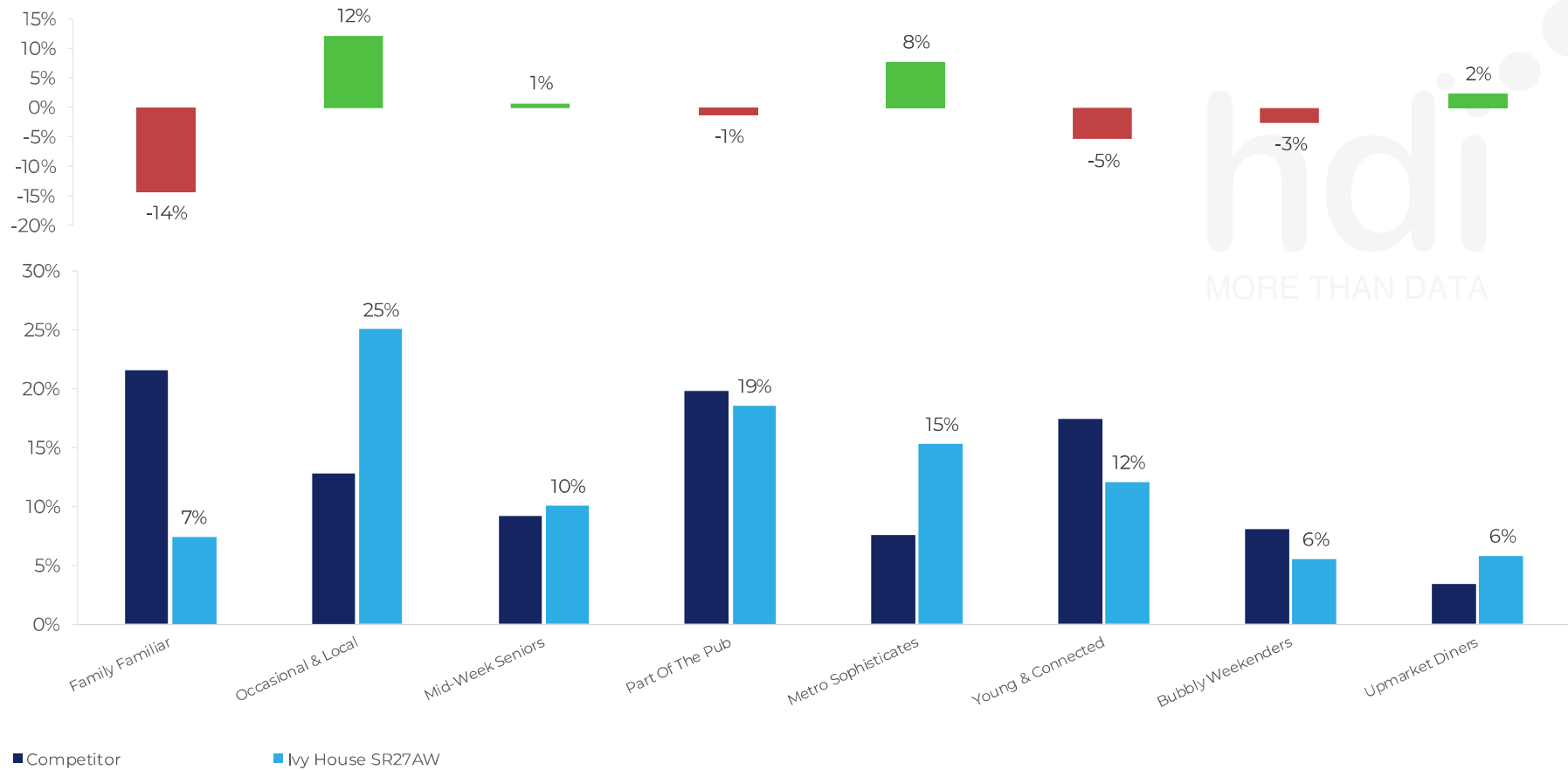
15128 Competitor Customers



Punch Segmentation

How does the Custom segmentation profile of customers who visit Ivy House SR27AW compare versus its competitors?

% of spend for Ivy House SR27AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



Competitor

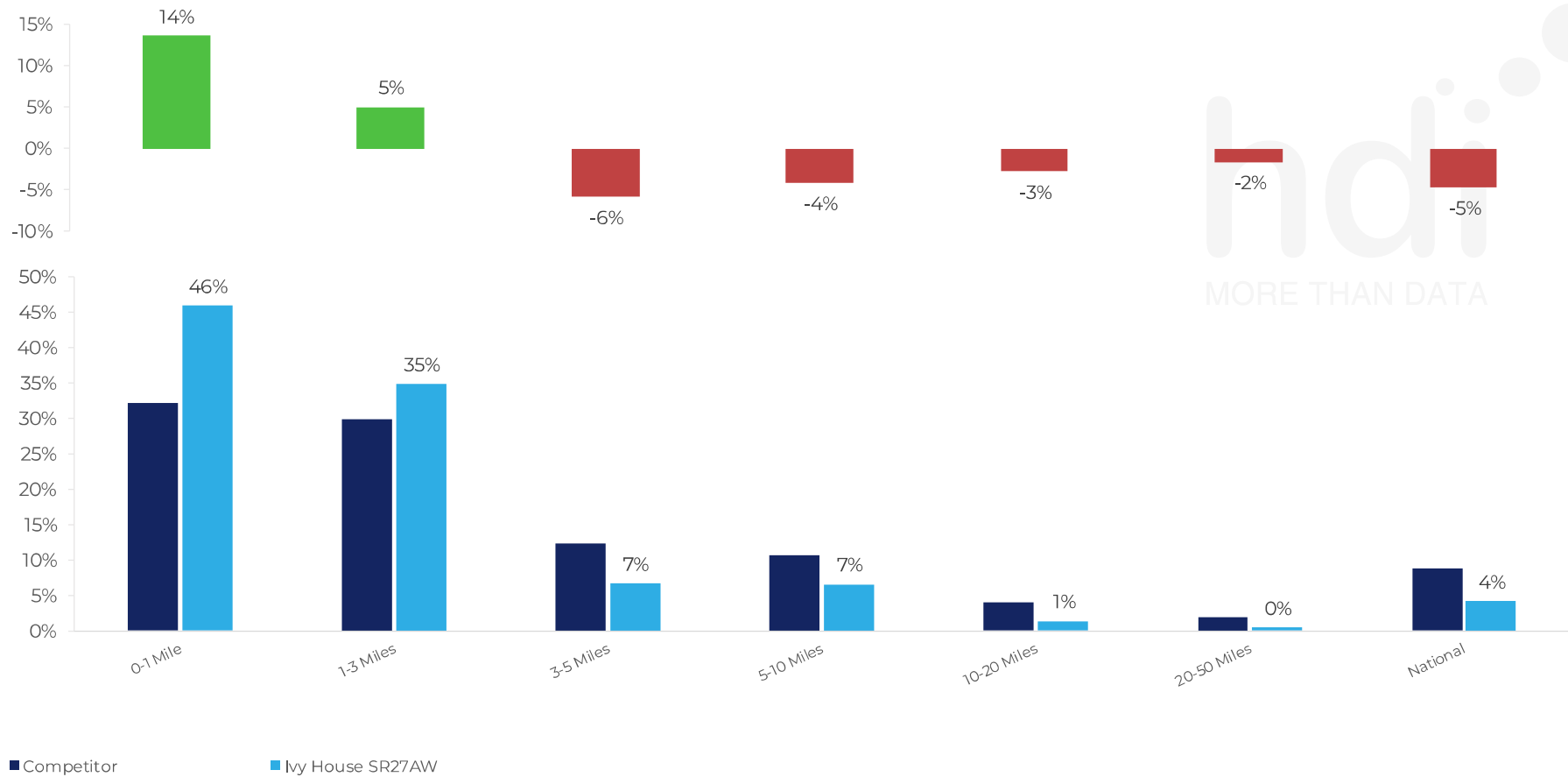
Ivy House SR27AW



Spend by Distance

How does the spend profile of Ivy House SR27AW compare versus its competitors based on travel distances?

% of spend for Ivy House SR27AW and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



536 Site Customers

23 Competitors

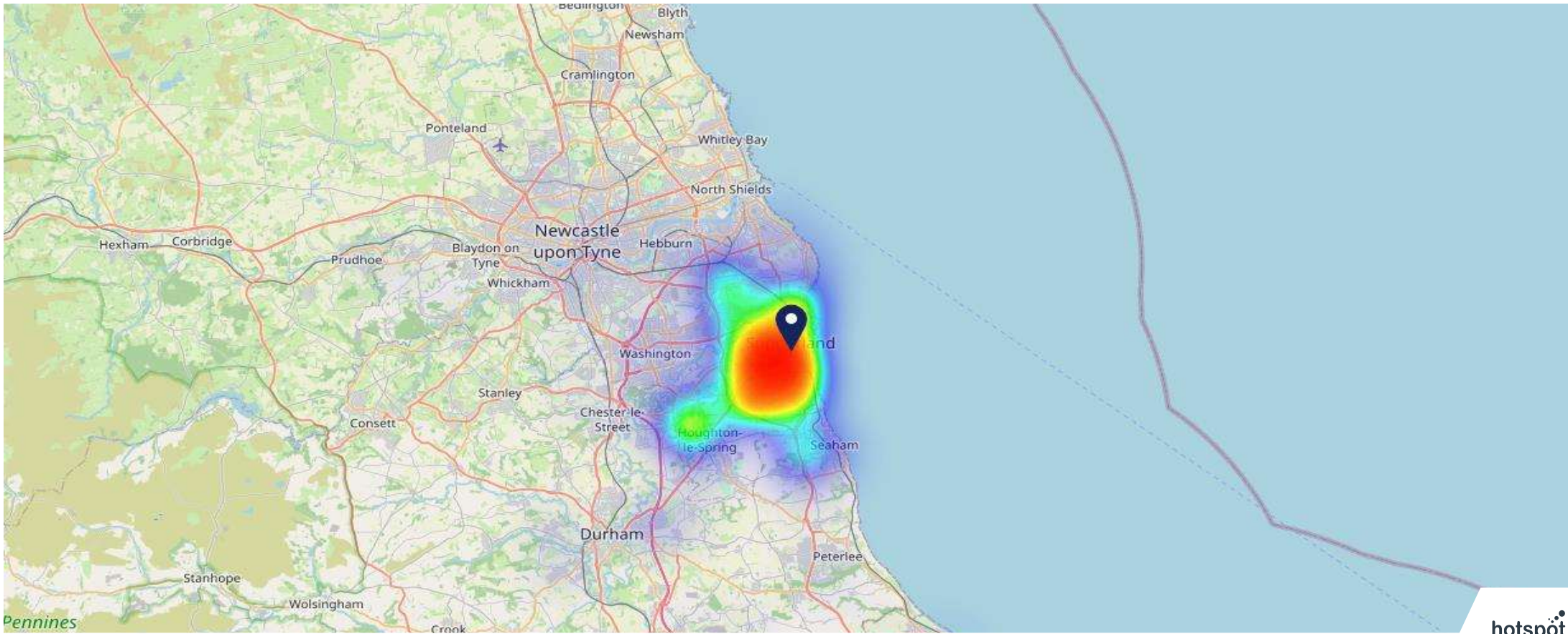
15115 Competitor Customers



Map of Guest Origin

Where do customers of Ivy House SR27AW come from?

Where do customers of Ivy House SR27AW for 22/02/2023 - 14/02/2024 live

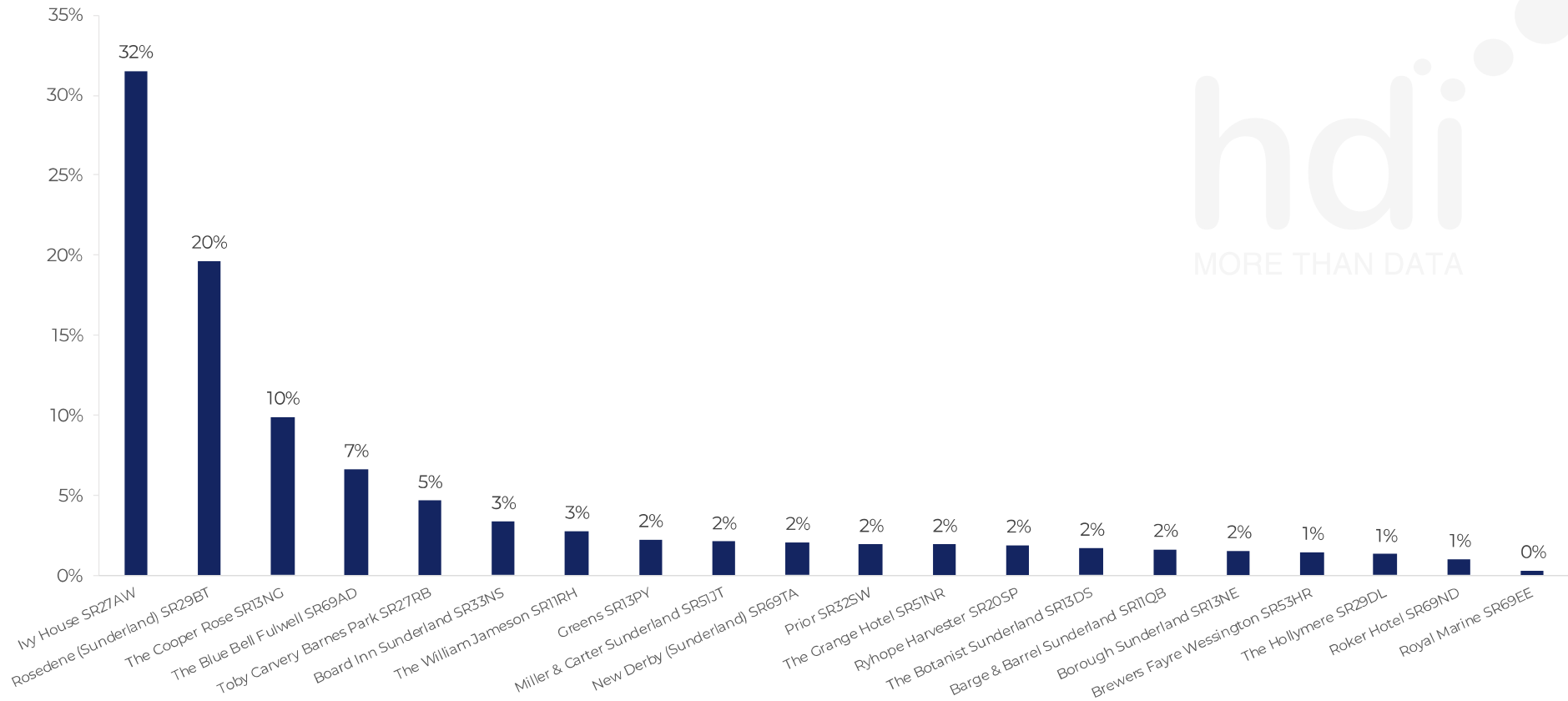




Share of Wallet

What are the Top 20 venues (by spend) that customers of Ivy House SR27AW also visit?

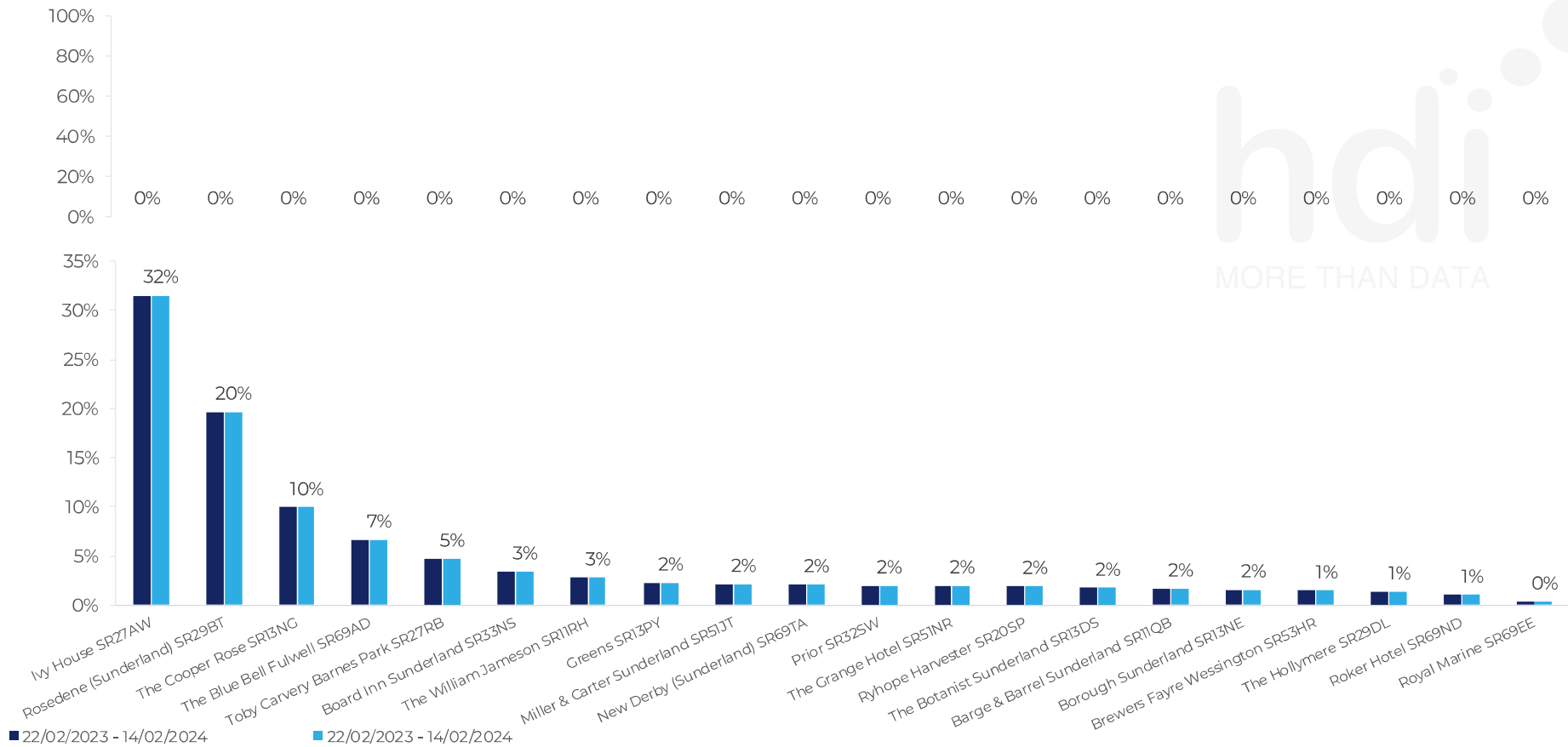
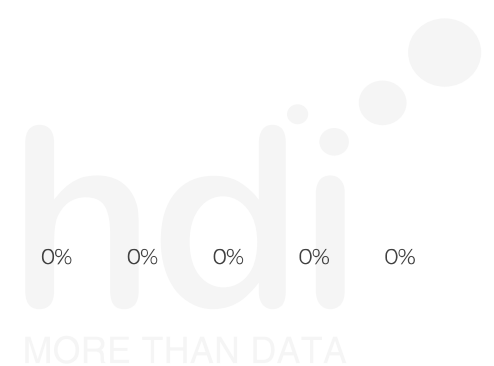
For customers of Ivy House SR27AW, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Ivy House SR27AW changed between two date ranges?



1018 Site Customers



Market Summary

How does the local area for Ivy House SR27AW 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	£7.47M	8	£22.79M	9	£58.06M	8	£130.28M	7
Weekpart	Mon - Thu	32.9%	2	33.5%	1	36.3%	1	41.0%	5
Weekpart	Fri - Sat	45.7%	6	46.1%	7	46.5%	8	42.4%	6
Weekpart	Sun	21.5%	10	20.5%	10	17.3%	8	16.6%	8
Age	18 to 24	8.6%	7	10.0%	8	6.5%	5	6.1%	4
Age	25 to 34	12.6%	2	15.9%	3	15.0%	2	15.9%	2
Age	35 to 44	23.5%	6	26.4%	8	26.7%	8	27.0%	9
Age	45 to 54	22.4%	7	22.0%	7	22.7%	8	21.7%	8
Age	55 to 64	20.6%	8	16.6%	6	18.8%	8	17.8%	8
Age	65 to 74	9.1%	8	6.9%	6	8.2%	7	8.4%	8
Age	75+	3.3%	7	2.2%	5	2.2%	5	3.1%	6
CAMEO	Business Elite	1.4%	2	1.3%	1	2.2%	2	2.1%	1
CAMEO	Prosperous Professionals	1.1%	1	1.0%	1	1.7%	1	1.6%	1
CAMEO	Flourishing Society	3.8%	1	4.4%	1	5.6%	2	5.2%	1
CAMEO	Content Communities	7.1%	2	7.4%	2	8.3%	2	7.7%	1
CAMEO	White Collar Neighbourhoods	14.2%	8	12.3%	7	13.3%	8	12.8%	7
CAMEO	Enterprising Mainstream	6.2%	4	6.7%	5	7.2%	5	6.9%	4
CAMEO	Paying The Mortgage	13.9%	5	14.1%	5	15.4%	6	17.0%	8
CAMEO	Cash Conscious Communities	13.7%	8	13.9%	9	13.5%	9	13.4%	9
CAMEO	On A Budget	11.3%	9	10.4%	8	9.7%	8	8.5%	8
CAMEO	Family Value	27.4%	10	28.5%	10	23.1%	10	24.8%	10
Affluence	AB	6.2%	1	6.7%	1	9.6%	1	8.9%	1
Affluence	C1C2	41.4%	3	40.5%	3	44.2%	4	44.4%	4
Affluence	DE	52.4%	10	52.7%	10	46.3%	10	46.8%	10