



Site Summary



Rosies Bar NE14XQ

NE14XQ

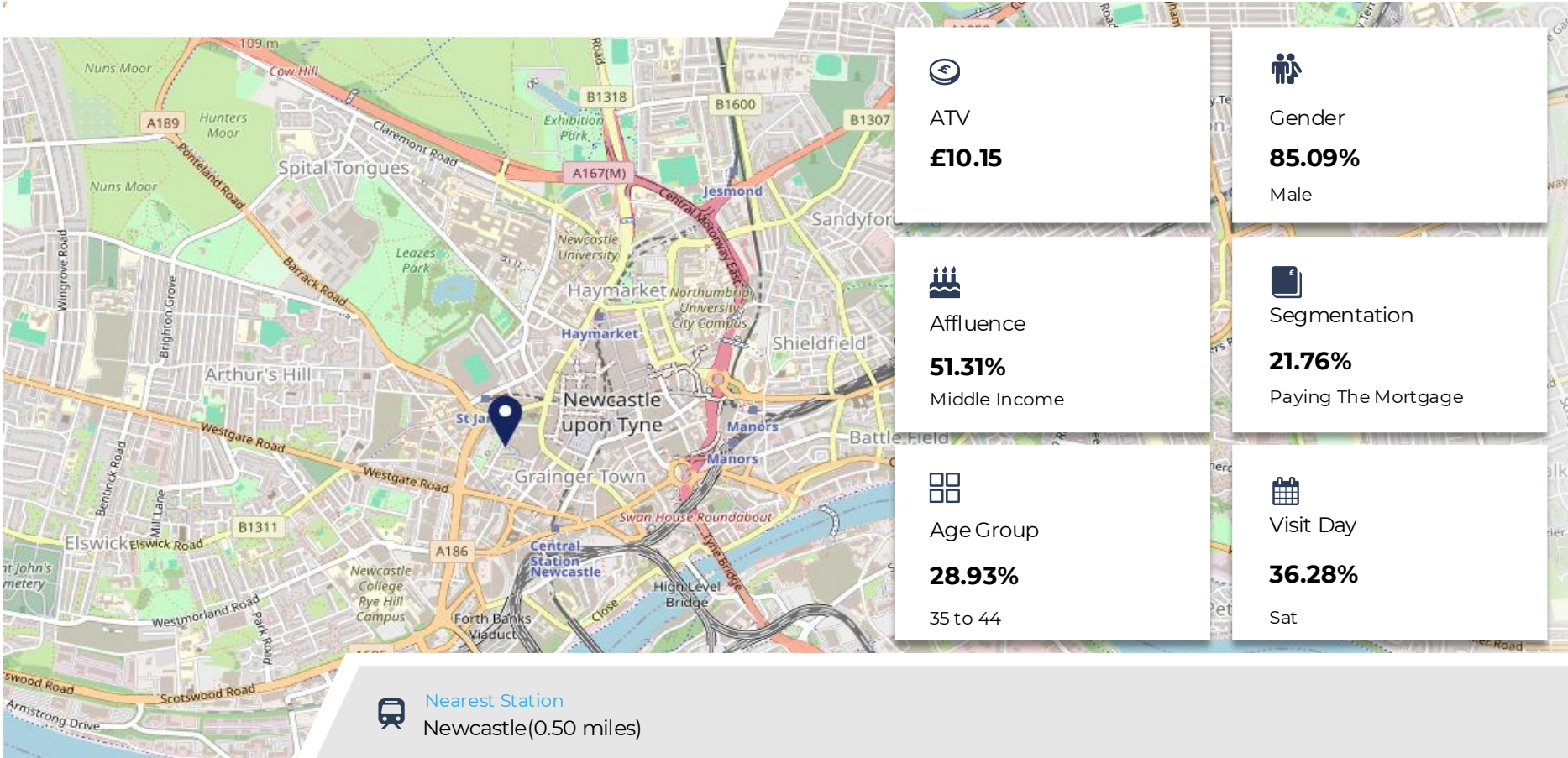
Punch - Our Local

Work Area
Newcastle

Region
North East

TV Region
Tyne Tees

Urbanicity
Urban major conurbation



ATV
£10.15

Gender
85.09%
Male

Affluence
51.31%
Middle Income

Segmentation
21.76%
Paying The Mortgage

Age Group
28.93%
35 to 44

Visit Day
36.28%
Sat

Top Competitors

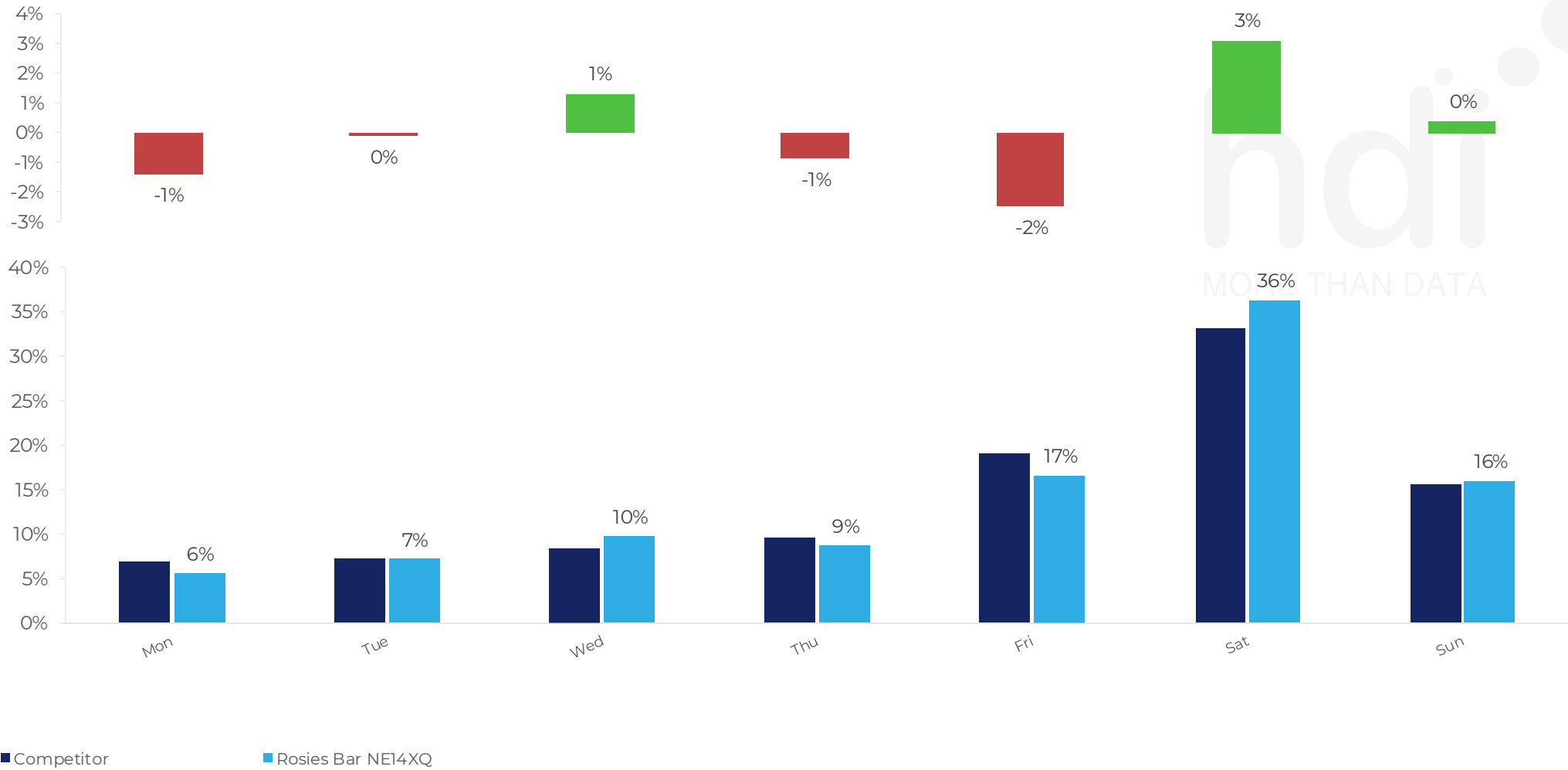
- Three Bulls Heads New** #1
Ut
NE17RN
 Proper Pubs
- Old George Newcastle U** #2
Tyne
NE11EZ
 SPK
- Revolucin De Cuba New** #3
le
NE11EE
 Revolucion De Cuba

Nearest Station
Newcastle(0.50 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Rosies Bar NE14XQ versus its competitors?

% of spend for Rosies Bar NE14XQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

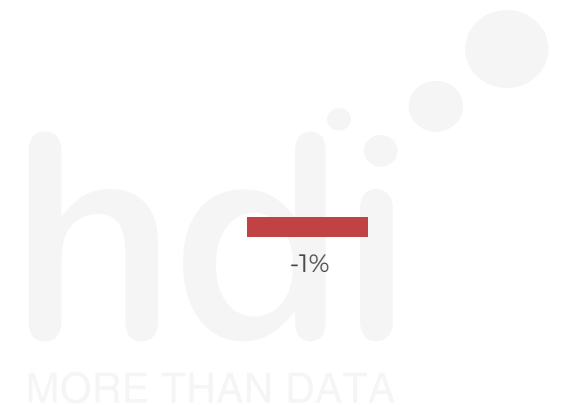
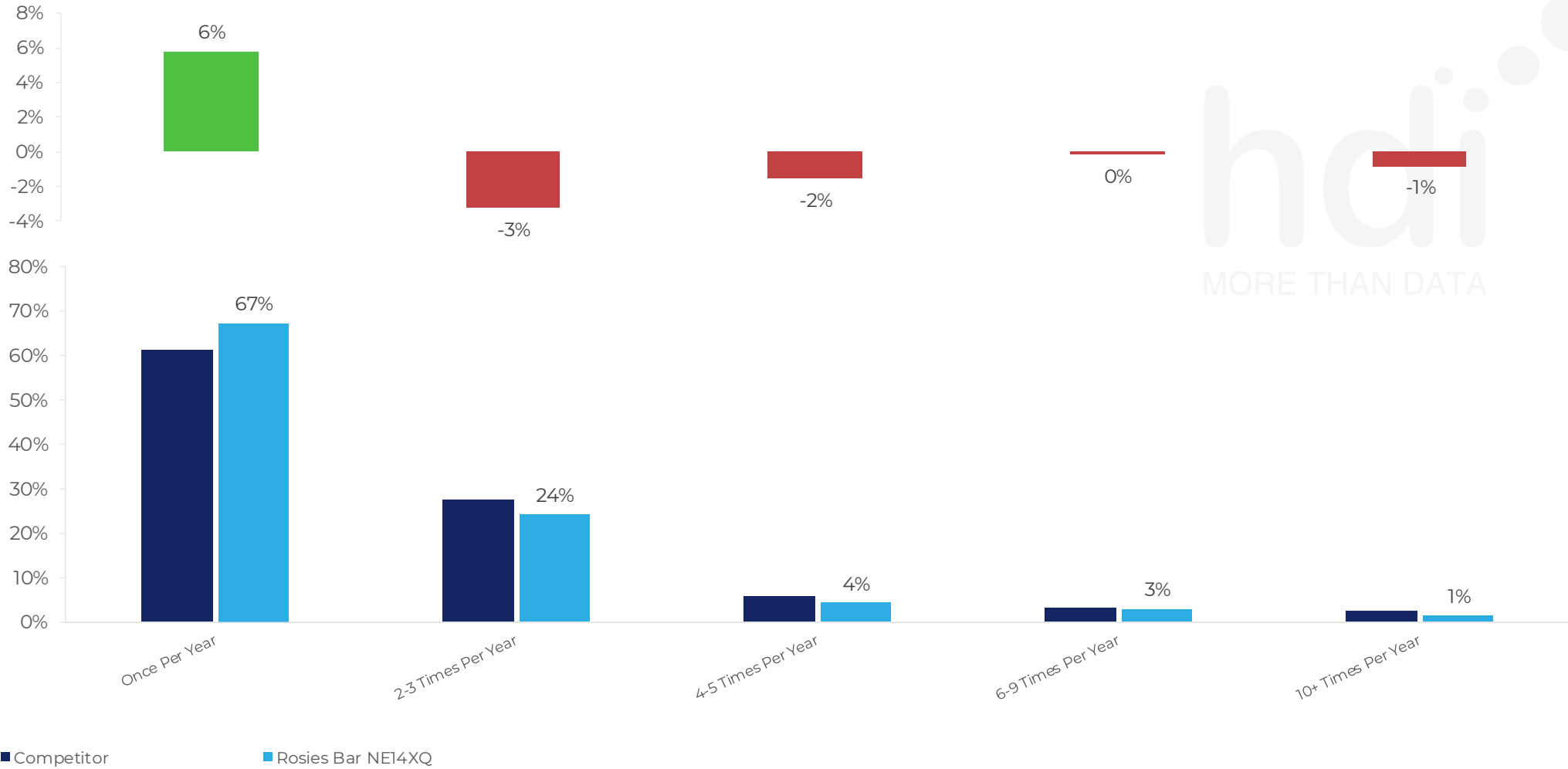




Visit Frequency

How frequently per year do customers visit Rosies Bar NE14XQ versus its competitors?

% of customer numbers for Rosies Bar NE14XQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum

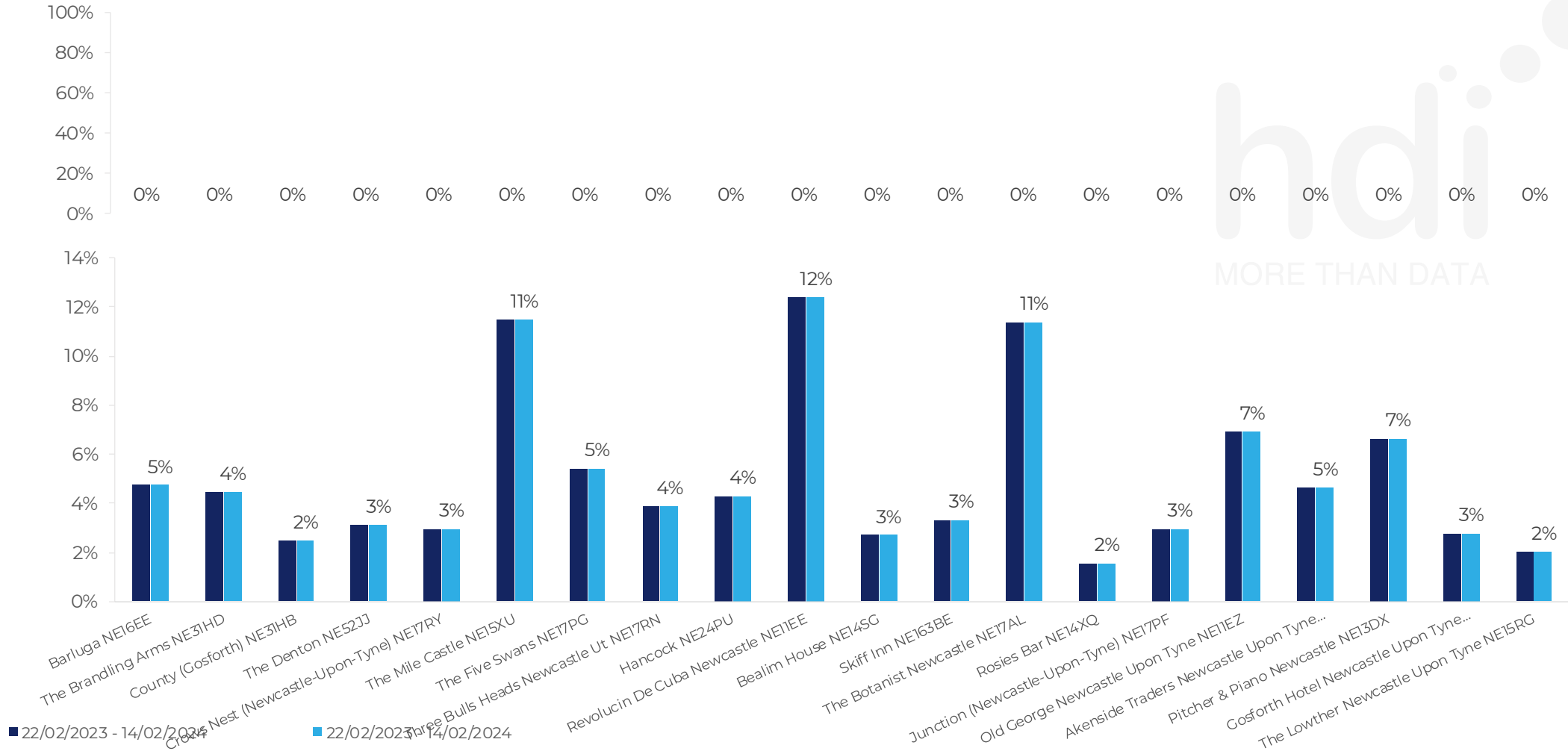
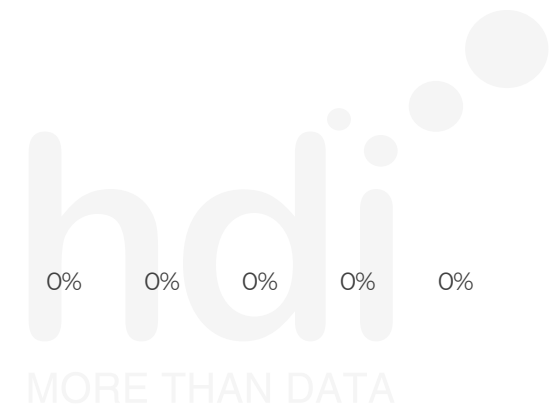




Market Share Change

How has market share changed between two date ranges?

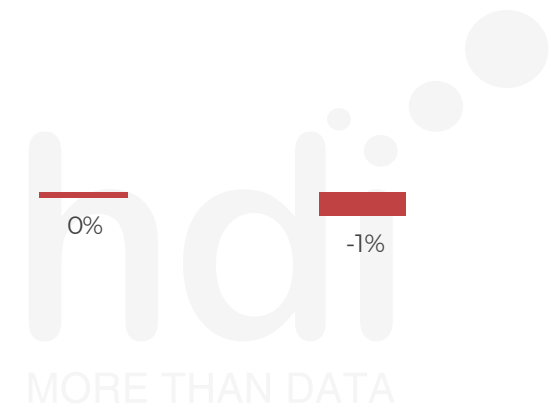
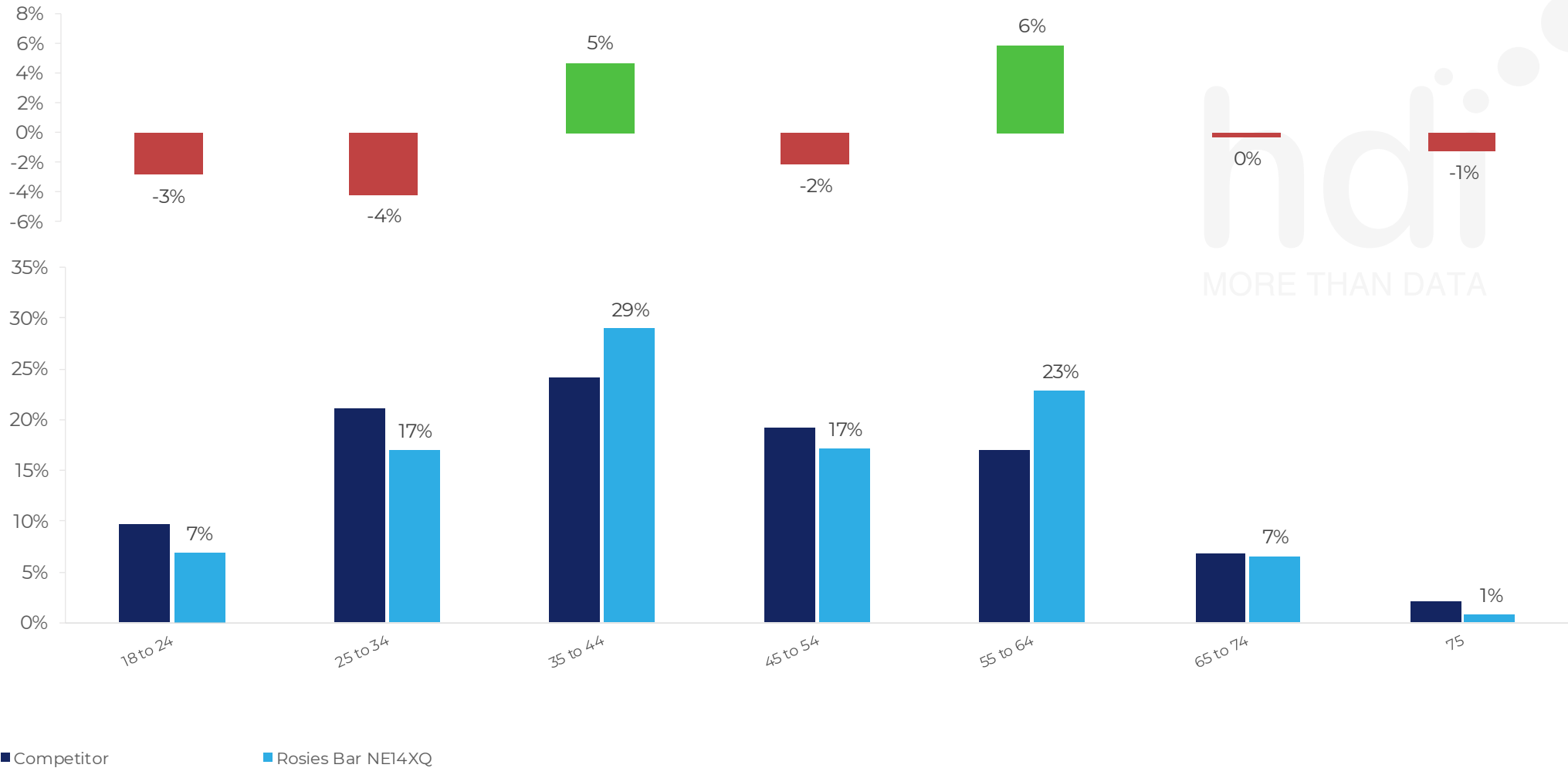
% of market share spend for Rosies Bar NE14XQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



Age

How does the age profile of customers who visit Rosies Bar NE14XQ compare versus its competitors?

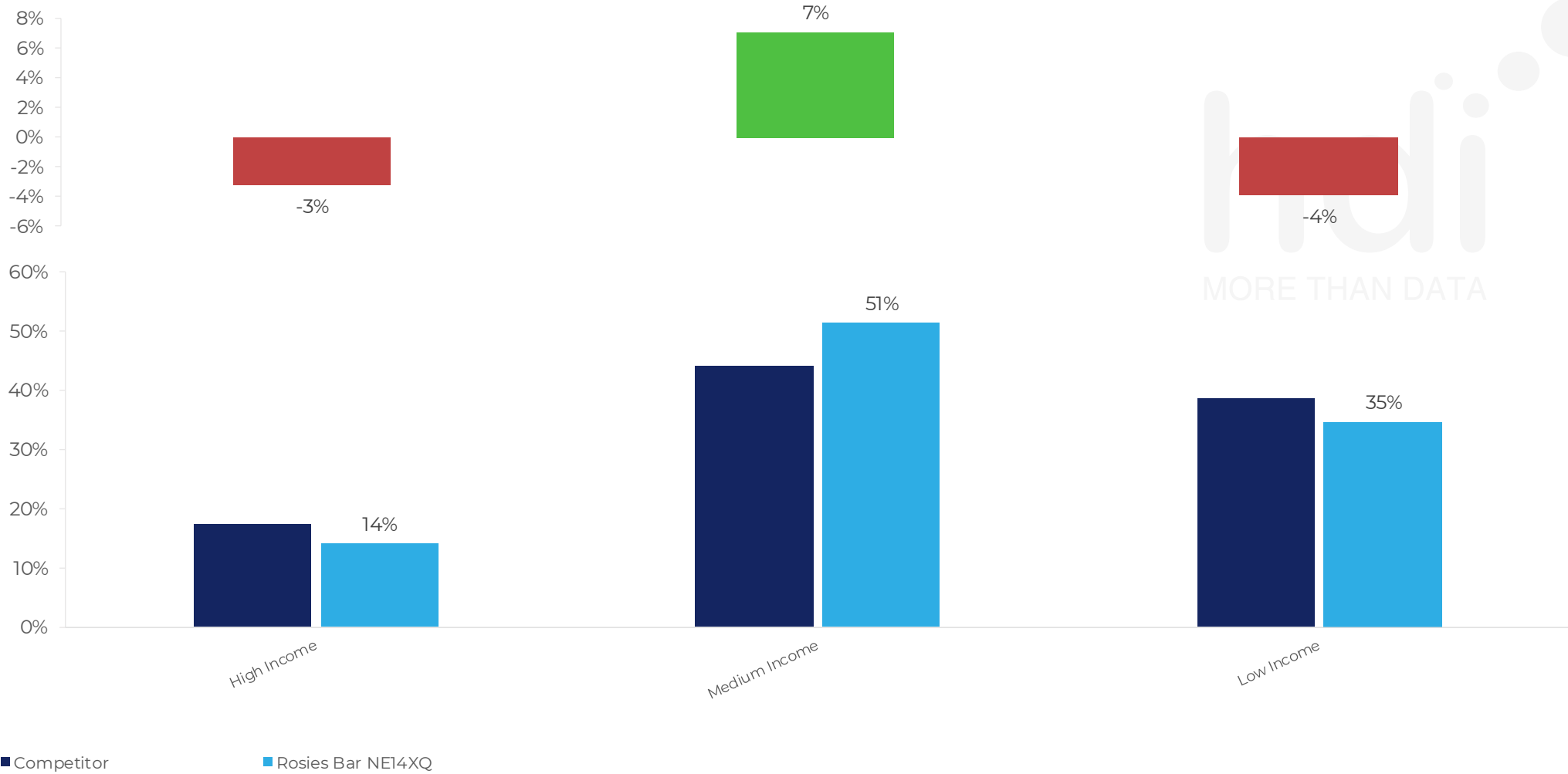
% of spend for Rosies Bar NE14XQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



Affluence

How does the affluence of customers who visit Rosies Bar NE14XQ compare versus its competitors?

% of spend for Rosies Bar NE14XQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

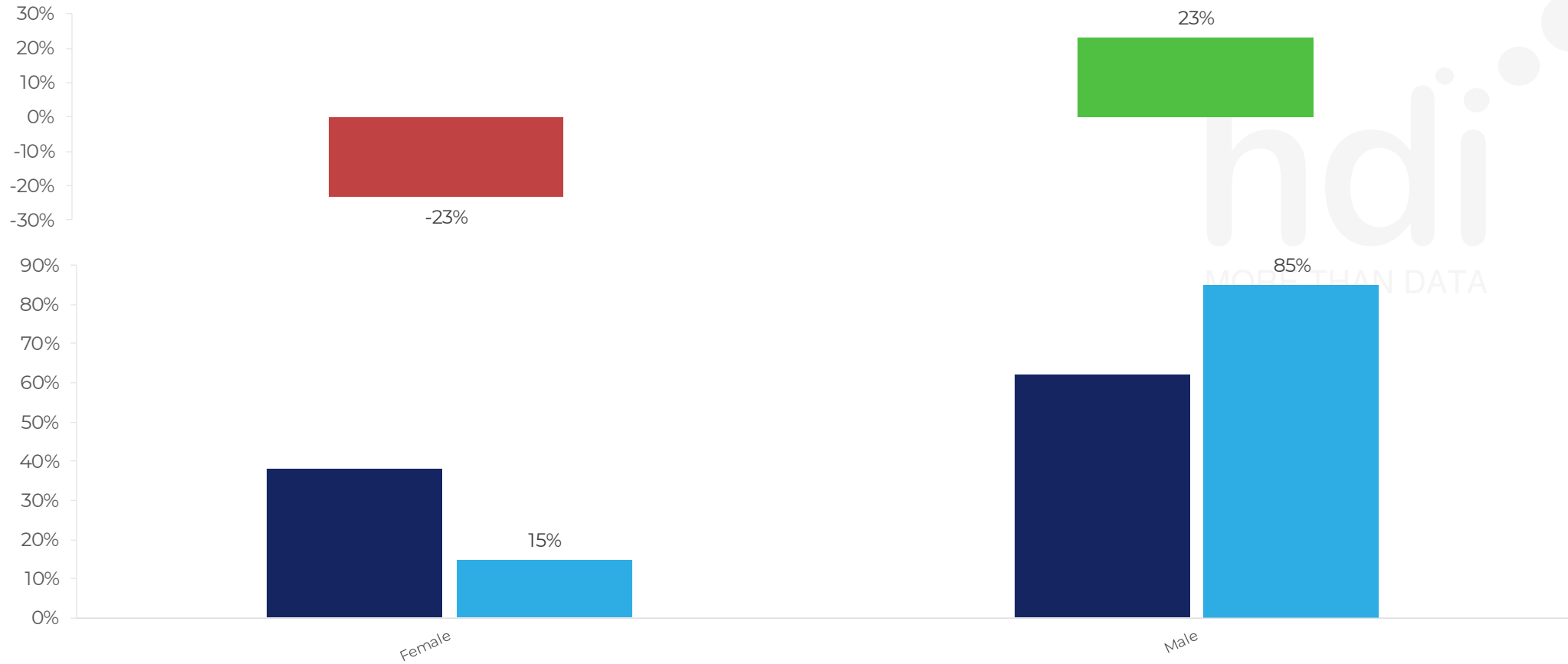




Gender

How does the gender profile of customers who visit Rosies Bar NE14XQ compare versus its competitors?

% of spend for Rosies Bar NE14XQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



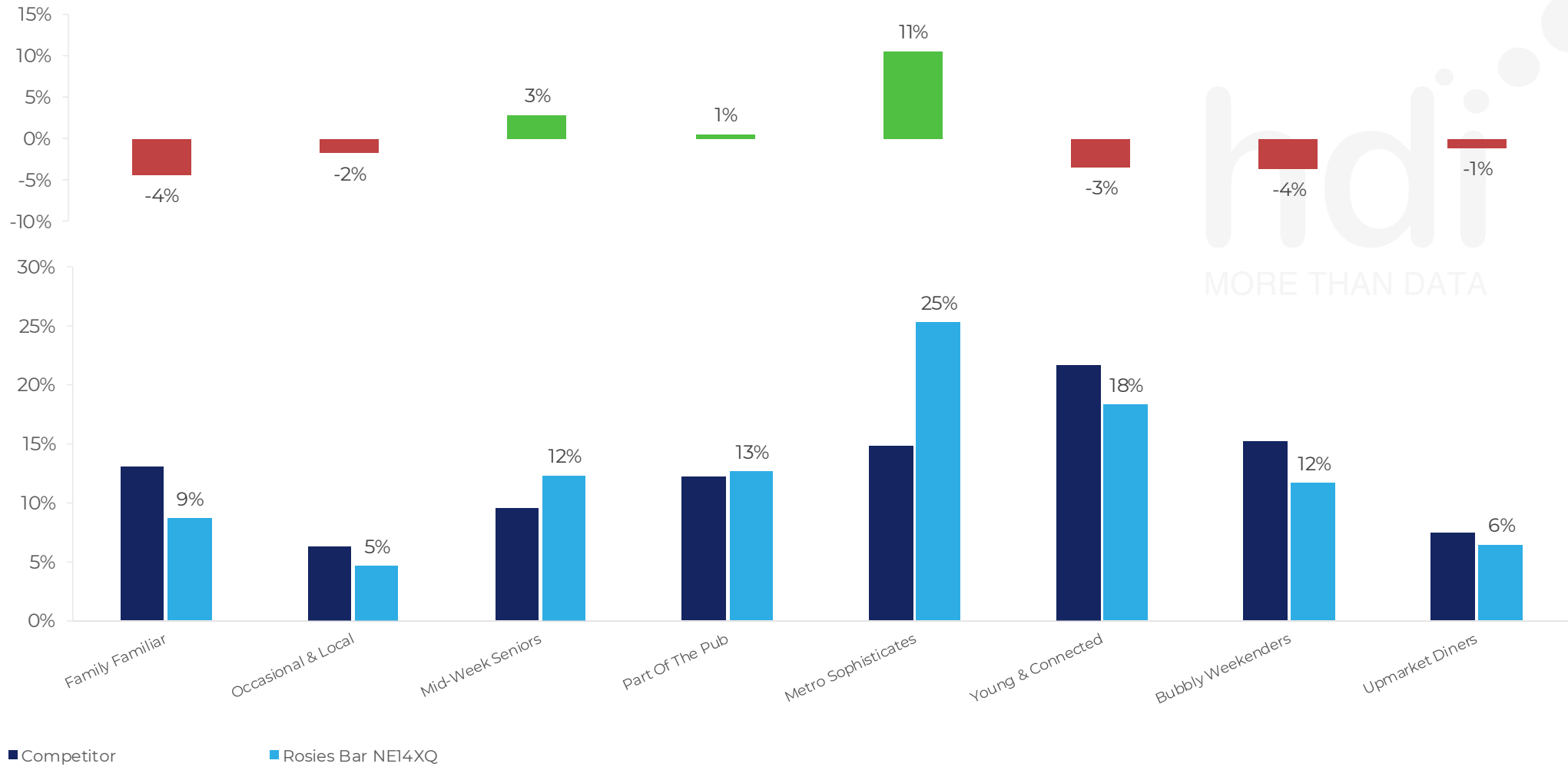
■ Competitor

■ Rosies Bar NE14XQ

Punch Segmentation

How does the Custom segmentation profile of customers who visit Rosies Bar NE14XQ compare versus its competitors?

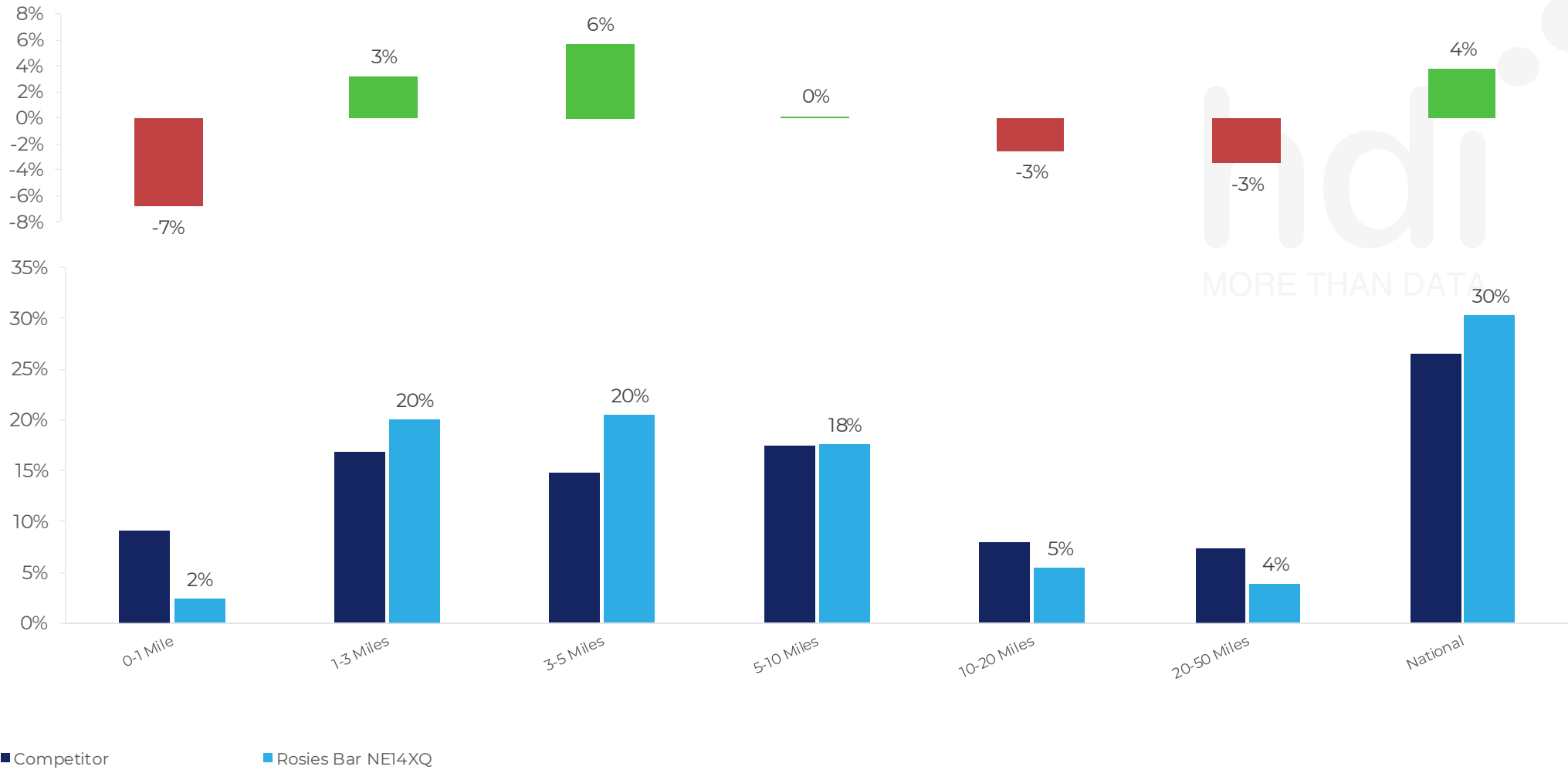
% of spend for Rosies Bar NE14XQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



Spend by Distance

How does the spend profile of Rosies Bar NE14XQ compare versus its competitors based on travel distances?

% of spend for Rosies Bar NE14XQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

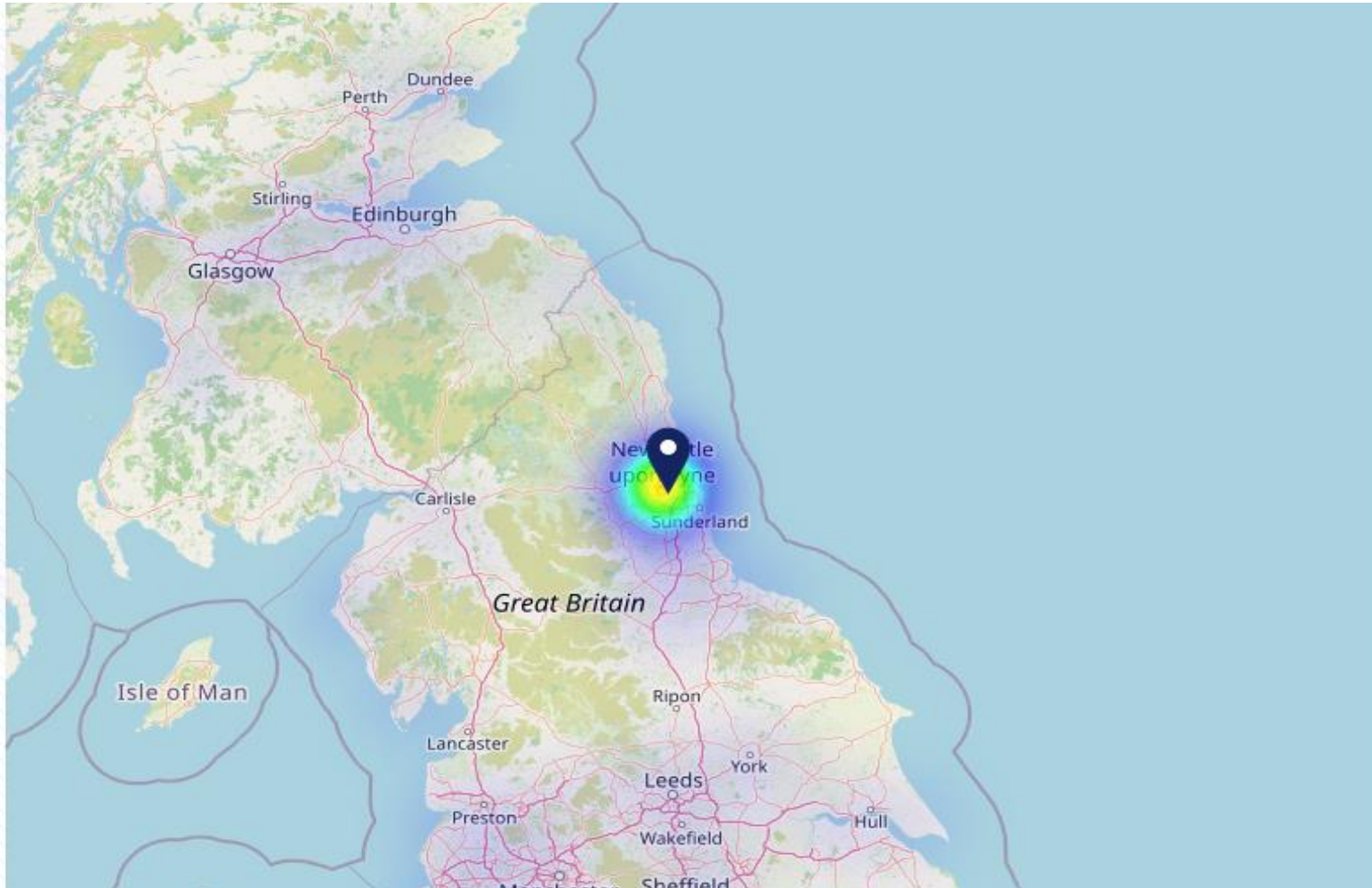




Map of Guest Origin

Where do customers of Rosies Bar NE14XQ come from?

Where do customers of Rosies Bar NE14XQ for 22/02/2023 - 14/02/2024 live

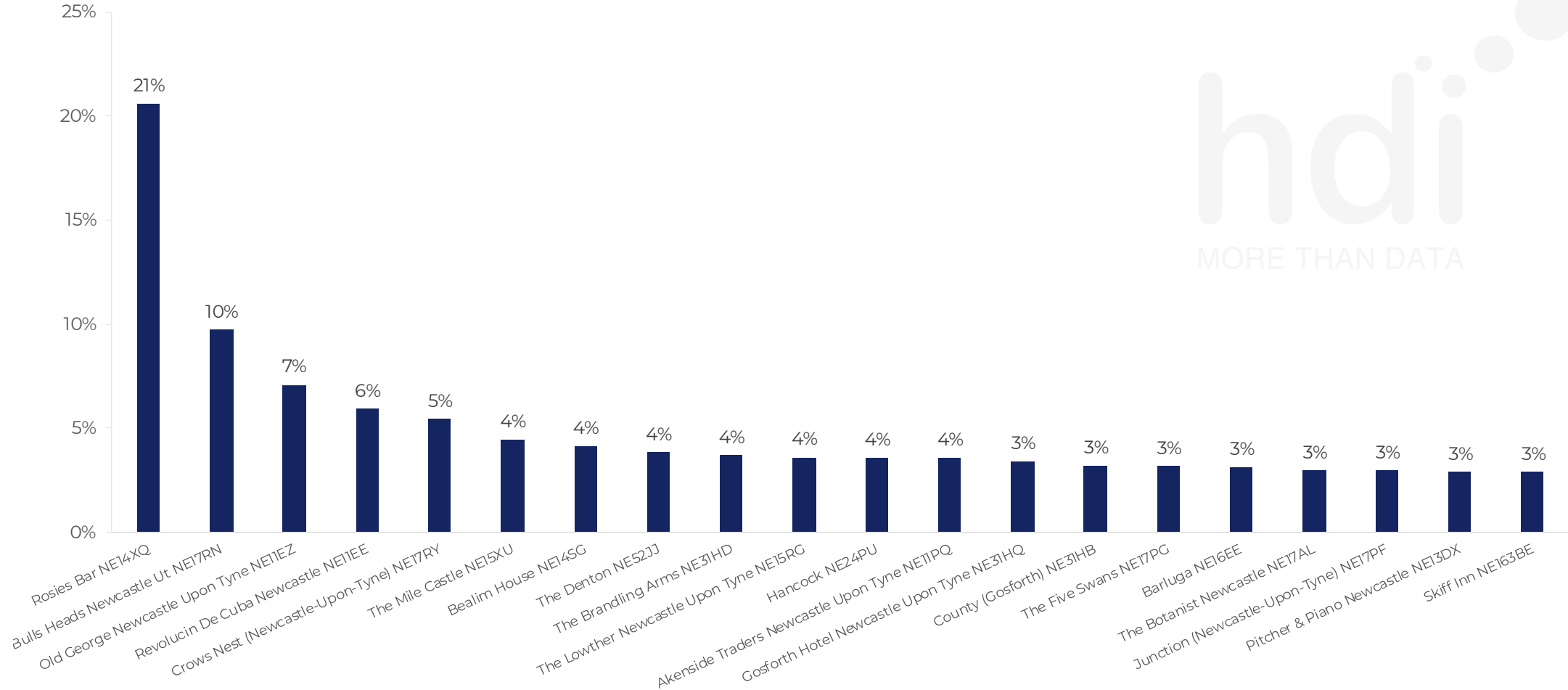




Share of Wallet

What are the Top 20 venues (by spend) that customers of Rosies Bar NE14XQ also visit?

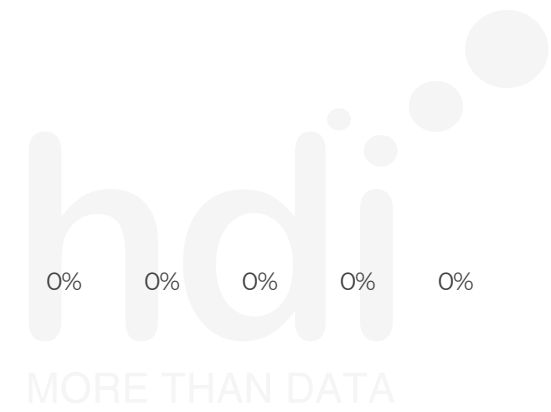
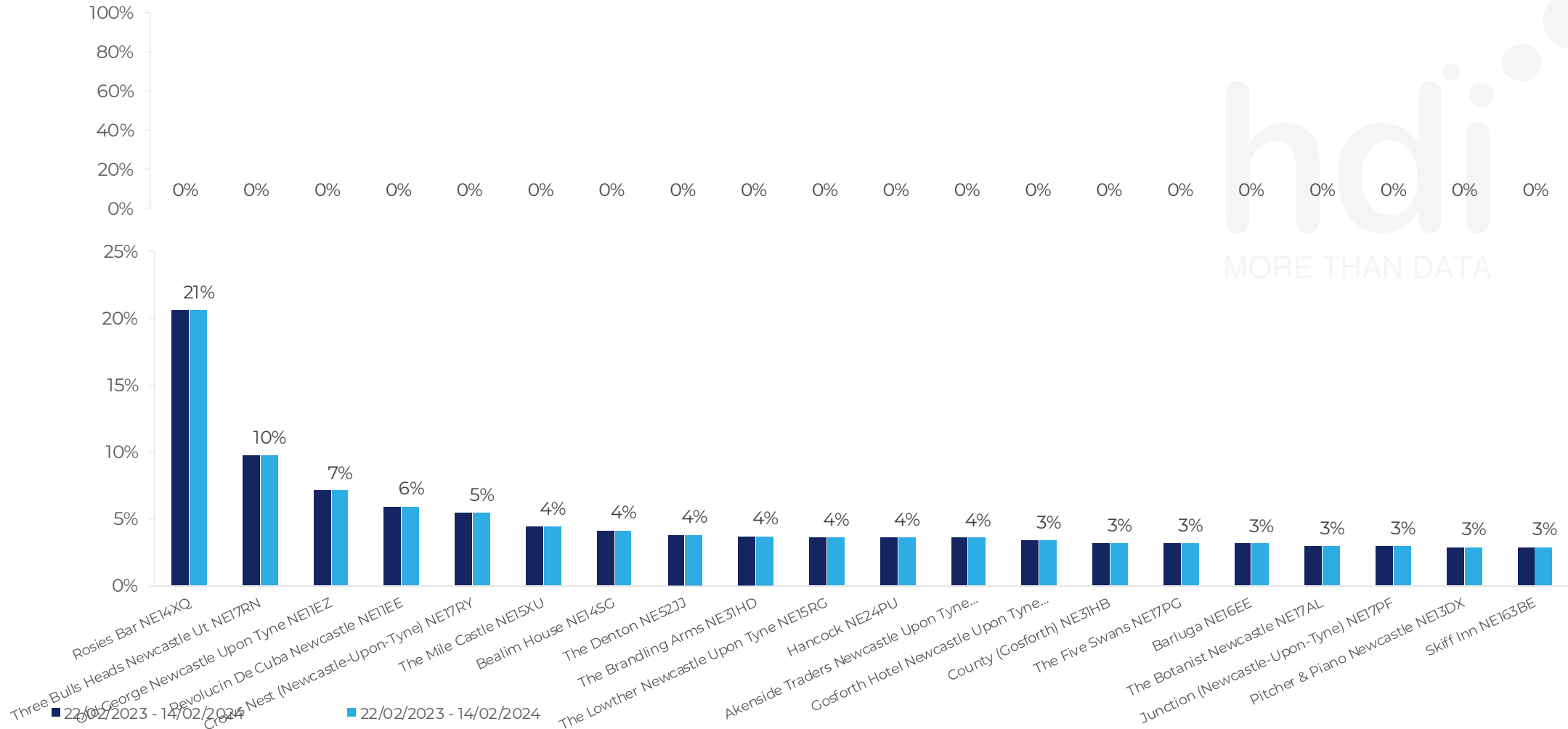
For customers of Rosies Bar NE14XQ, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Rosies Bar NE14XQ changed between two date ranges?





Market Summary

How does the local area for Rosies Bar NE14XQ 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	£32.11M	10	£160.80M	10	£328.83M	10	£535.08M	9
Weekpart	Mon - Thu	37.4%	4	34.9%	2	35.1%	1	38.3%	1
Weekpart	Fri - Sat	47.6%	8	50.0%	9	50.1%	10	46.9%	10
Weekpart	Sun	15.1%	6	15.1%	6	14.8%	5	14.7%	3
Age	18 to 24	9.4%	8	10.2%	8	9.4%	8	8.3%	7
Age	25 to 34	20.5%	5	20.0%	5	19.3%	4	18.8%	3
Age	35 to 44	27.8%	8	26.8%	8	26.0%	8	27.2%	9
Age	45 to 54	20.7%	6	20.6%	6	21.1%	7	20.8%	7
Age	55 to 64	14.5%	5	14.7%	5	16.2%	6	16.3%	7
Age	65 to 74	5.7%	5	6.0%	5	6.4%	5	6.7%	6
Age	75+	1.4%	4	1.6%	4	1.6%	3	1.9%	4
CAMEO	Business Elite	4.9%	4	5.3%	5	5.9%	5	5.4%	4
CAMEO	Prosperous Professionals	3.7%	3	4.2%	4	4.7%	4	4.5%	3
CAMEO	Flourishing Society	9.0%	4	8.9%	4	9.8%	4	9.1%	3
CAMEO	Content Communities	8.8%	3	9.2%	3	9.7%	3	9.0%	2
CAMEO	White Collar Neighbourhoods	10.6%	5	12.0%	6	12.0%	6	11.9%	6
CAMEO	Enterprising Mainstream	8.6%	6	8.7%	6	8.8%	6	8.4%	5
CAMEO	Paying The Mortgage	15.9%	7	16.1%	7	15.8%	7	15.9%	7
CAMEO	Cash Conscious Communities	13.1%	8	12.6%	8	12.3%	8	12.7%	9
CAMEO	On A Budget	7.1%	6	6.5%	5	6.1%	5	6.0%	4
CAMEO	Family Value	18.3%	10	16.5%	10	15.0%	10	17.0%	10
Affluence	AB	17.6%	3	18.5%	3	20.3%	3	19.0%	3
Affluence	CIC2	43.9%	4	46.0%	5	46.3%	4	45.2%	4
Affluence	DE	38.5%	9	35.6%	9	33.4%	9	35.8%	10



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Our Local

Achievable Average Weekly Takings

£11500

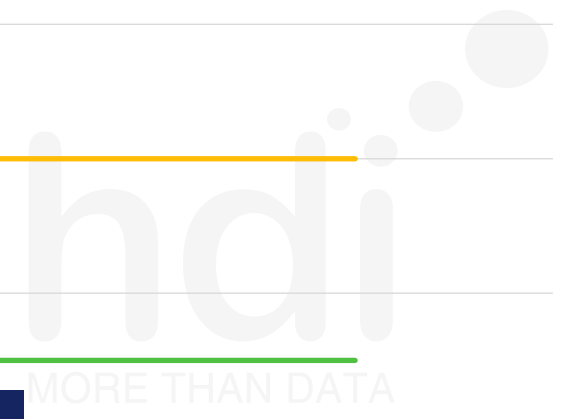
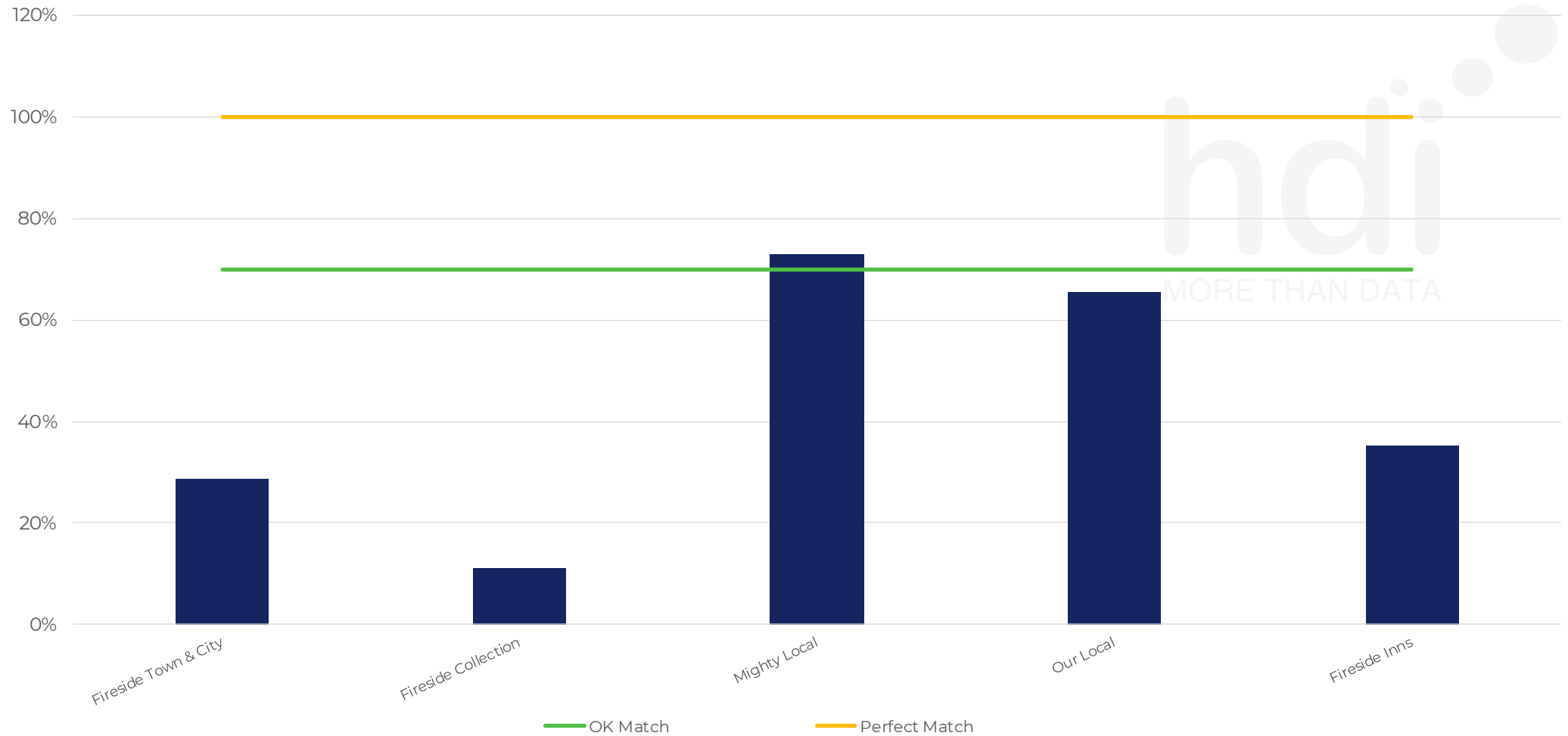


- A Food-Led High Affluence
- B Food-Led Mid Affluence
- C Wet-Led Mid/High Affluence
- D Wet-Led Low Affluence
- E Food-Led Low Affluence
- 1 AWT
- 2 Local Regulars
- 3 Local Passing Trade
- 4 Destination Wet-Led
- 5 Destination Food-Led
- 6 Destination Very Food-Led



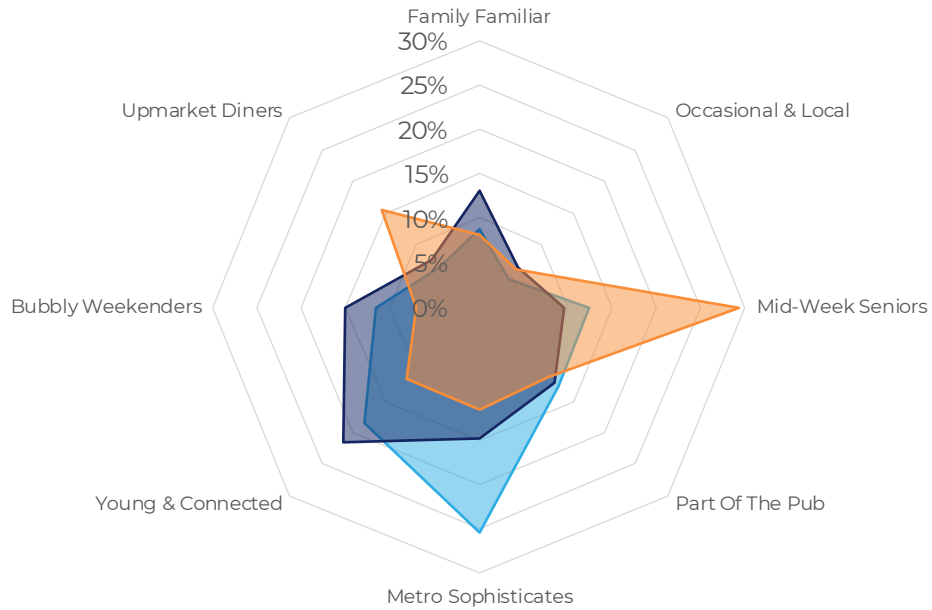
Site Potential 2

Concept Recommendation





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



	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Rosies Bar	606	8.68%	4.62%	12.32%	12.66%	25.30%	18.31%	11.64%	6.43%
Local Catchment	19981	13.01%	6.26%	9.52%	12.16%	14.77%	21.64%	15.15%	7.45%
Punch T&L	112119	8.03%	5.92%	29.32%	11.26%	11.47%	11.50%	7.13%	15.33%
Rosies Bar vs Local Catchment		-4.33%	-1.64%	2.80%	0.50%	10.53%	-3.33%	-3.51%	-1.02%
Rosies Bar vs Punch T&L		0.65%	-1.30%	-17.00%	1.40%	13.83%	6.81%	4.51%	-8.90%
Local Catchment vs Punch T&L		4.98%	0.34%	-19.80%	0.90%	3.30%	10.14%	8.02%	-7.88%

■ Rosies Bar

■ Local Catchment

■ Punch T&L

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
Rosies Bar NE14XQ	606	8.68%	4.62%	12.32%	12.66%	25.30%	18.31%	11.64%	6.43%
Three Bulls Heads Newcastle Ut NE17RN	754	8.46%	4.47%	4.46%	48.91%	10.22%	15.12%	6.69%	1.62%
Old George Newcastle Upon Tyne NE11EZ	2007	9.80%	4.91%	7.20%	10.10%	16.36%	26.11%	21.61%	3.88%
Revolucin De Cuba Newcastle NE11EE	2026	7.54%	3.20%	5.09%	3.95%	18.51%	32.12%	22.66%	6.88%
Crows Nest (Newcastle-Upon-Tyne) NE17RY	637	6.27%	6.38%	11.64%	17.46%	23.17%	16.73%	14.82%	3.49%
The Mile Castle NE15XU	3274	12.82%	6.18%	10.43%	13.72%	7.90%	32.16%	13.87%	2.87%
Bealim House NE14SG	550	6.34%	4.65%	8.66%	3.25%	32.07%	17.07%	15.10%	12.81%
The Denton NE52JJ	352	25.66%	13.14%	17.17%	14.15%	4.29%	13.62%	10.90%	1.03%
The Brandling Arms NE31HD	591	2.41%	4.47%	8.66%	23.29%	31.58%	5.08%	11.38%	13.08%
The Lowther Newcastle Upon Tyne NE15RG	622	9.68%	9.18%	9.74%	19.92%	13.65%	23.25%	12.82%	1.73%
Hancock NE24PU	424	12.27%	4.41%	5.63%	17.45%	21.10%	13.70%	21.77%	3.64%
Akenside Traders Newcastle Upon Tyne NE11PQ	1500	10.06%	3.74%	7.65%	8.04%	19.39%	28.78%	17.16%	5.14%
Gosforth Hotel Newcastle Upon Tyne NE31HQ	550	6.67%	11.91%	6.68%	21.41%	29.55%	9.91%	8.98%	4.84%
County (Gosforth) NE31HB	389	3.00%	12.84%	13.46%	5.81%	36.78%	8.97%	11.02%	8.08%
The Five Swans NE17PG	1383	16.88%	9.84%	9.34%	16.93%	14.54%	19.05%	9.04%	4.35%
Barluga NE16EE	1000	9.17%	4.16%	10.79%	4.43%	22.56%	17.01%	15.79%	16.04%
The Botanist Newcastle NE17AL	1720	14.81%	2.23%	13.71%	4.77%	11.70%	19.78%	18.28%	14.68%
Junction (Newcastle-Upon-Tyne) NE17PF	716	15.65%	6.46%	6.69%	23.05%	10.01%	23.75%	10.90%	3.46%
Pitcher & Piano Newcastle NE13DX	1570	12.12%	4.02%	17.18%	3.20%	15.73%	19.45%	17.09%	11.18%
Skiff Inn NE163BE	317	31.48%	5.23%	19.24%	4.16%	13.18%	12.76%	7.40%	6.50%
Fox & Hounds (Newcastle-Upon-Tyne) NE52ER	164	16.98%	3.38%	3.12%	49.61%	3.64%	13.34%	9.35%	0.54%
Lonsdale Hotel (West Jesmond) NE23HQ	517	3.02%	11.31%	9.06%	15.70%	24.58%	16.47%	10.45%	9.37%
Black Garter Newcastle Upon Tyne NE15PN	469	10.16%	15.77%	3.17%	25.99%	8.35%	19.99%	14.89%	1.63%
The Quayside NE13RN	2408	13.53%	4.76%	14.21%	11.05%	13.26%	24.77%	13.50%	4.88%
Popworld Newcastle Upon Tyne NE11UW	1432	14.99%	3.74%	4.71%	5.18%	9.40%	34.98%	23.30%	3.67%