

Site Summary



Guide Post NE97RR

NE97RR

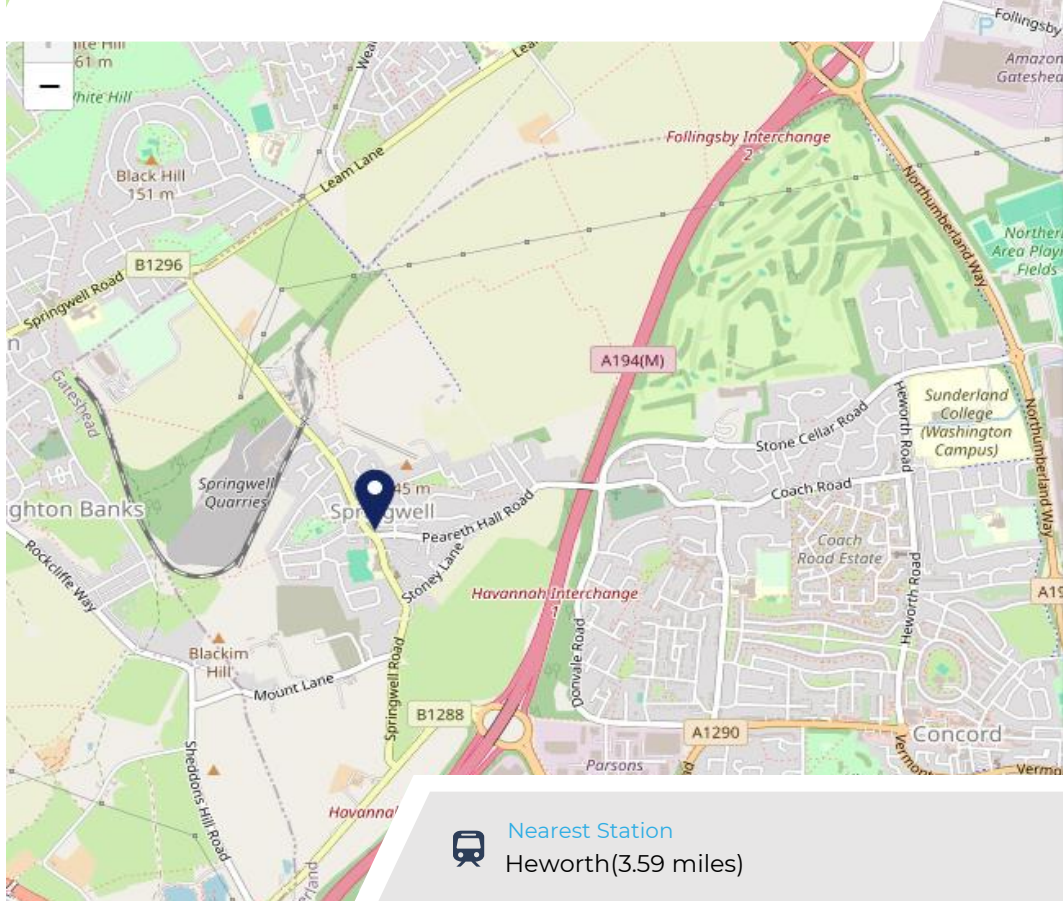
Pub / Bar

Work Area
Sunderland

Region
North East

TV Region
Tyne Tees

Urbanicity
Urban major conurbation



ATV
£9.71



Gender
62.82%
Male



Affluence
61.37%
Middle Income



Segmentation
51.29%
Paying The Mortgage



Age Group
29.53%
55 to 64



Visit Day
23.80%
Sat

Top Competitors

Engine Room **#1**
NE97XR
 Pub Restaurant

Wessington **#2**
NE371EE
 Pub / Bar

Waggon Inn **#3**
NE97XB
 Pub Restaurant

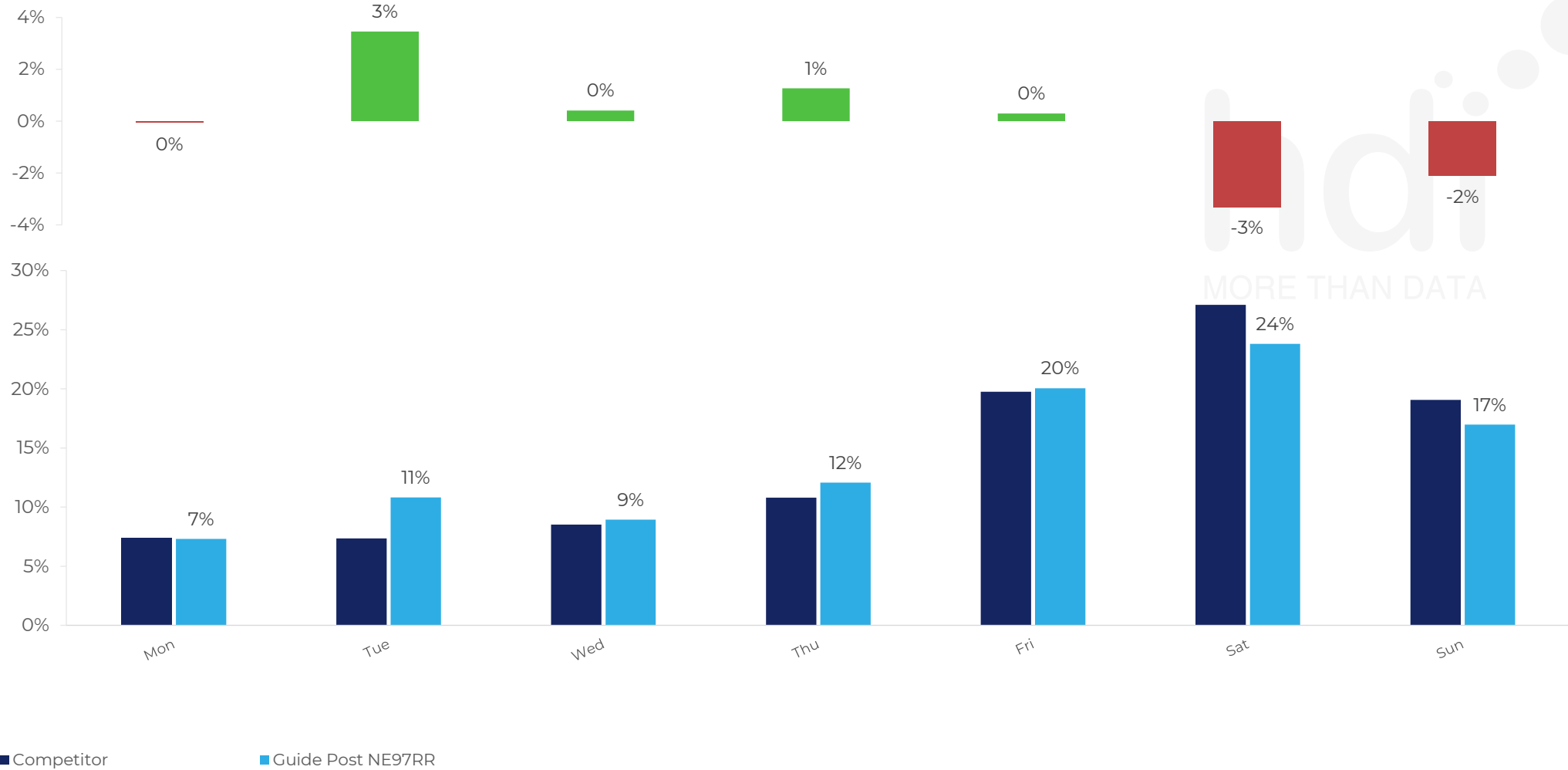


Nearest Station
Heworth(3.59 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Guide Post NE97RR versus its competitors?

% of spend for Guide Post NE97RR and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Day of Week

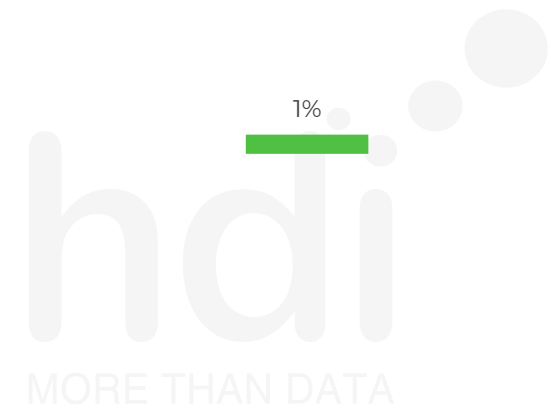
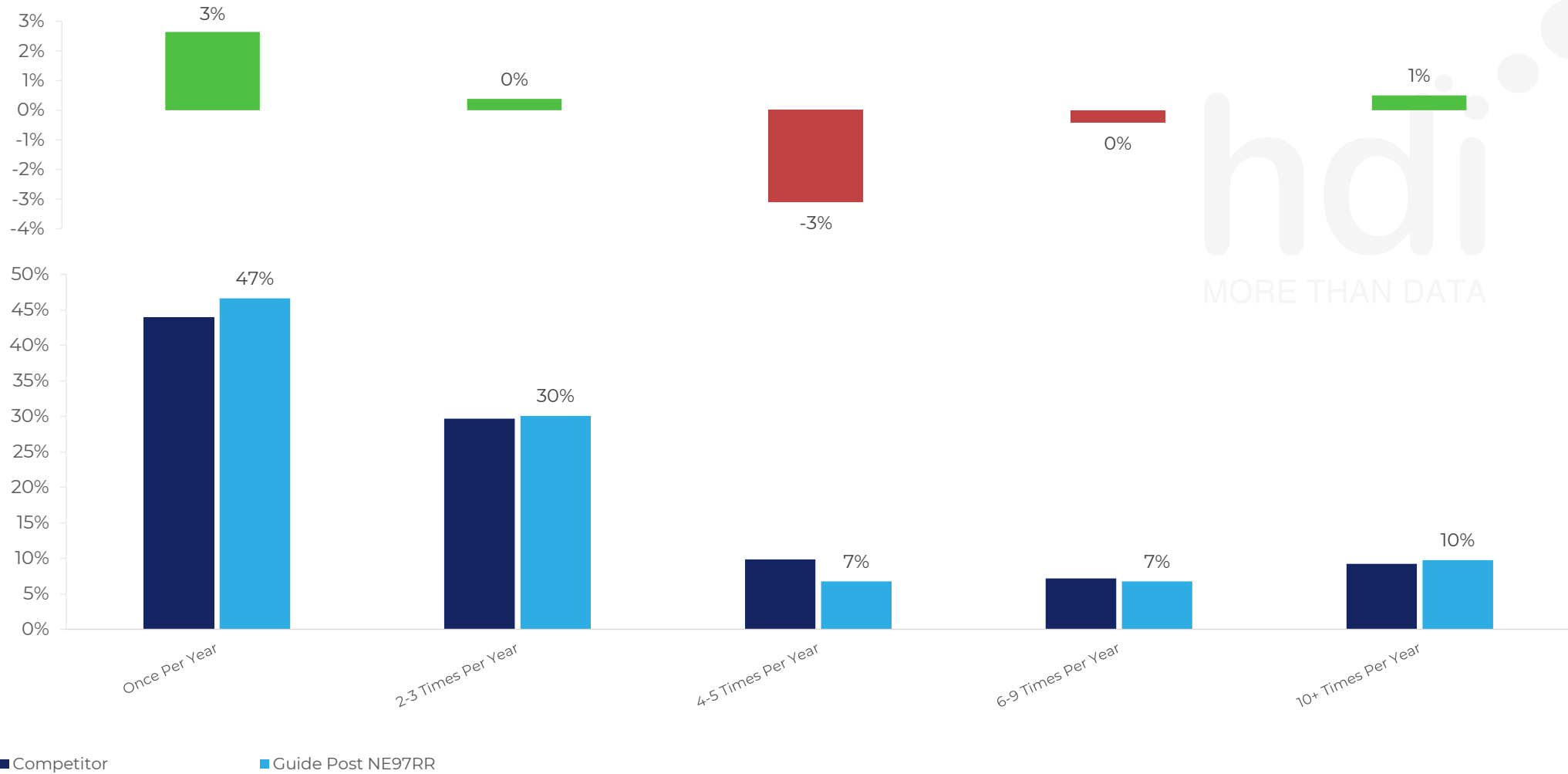




Visit Frequency

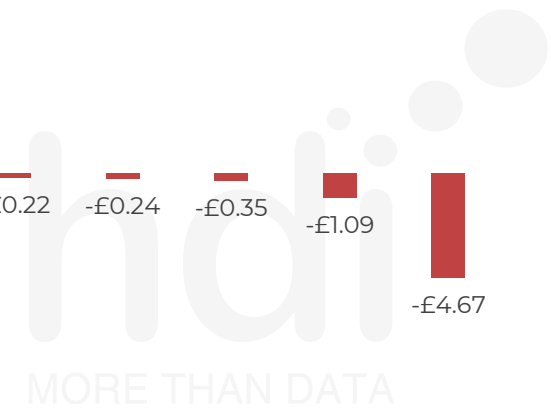
How frequently per year do customers visit Guide Post NE97RR versus its competitors?

% of customer numbers for Guide Post NE97RR and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

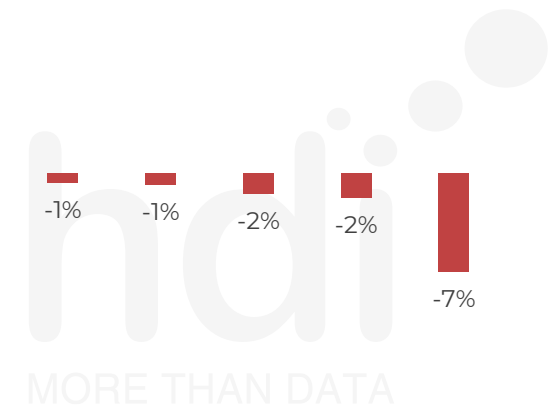
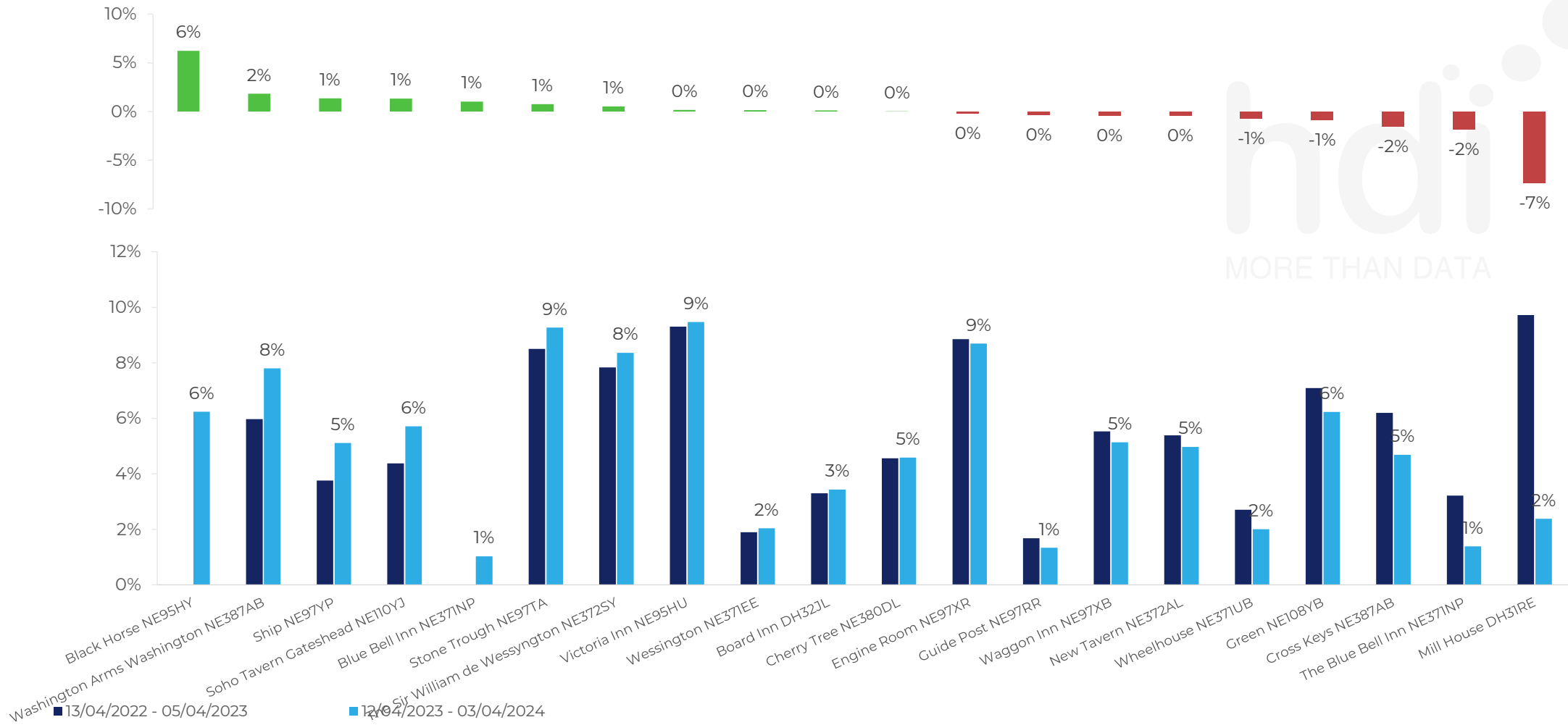




Market Share Change

How has market share changed between two date ranges?

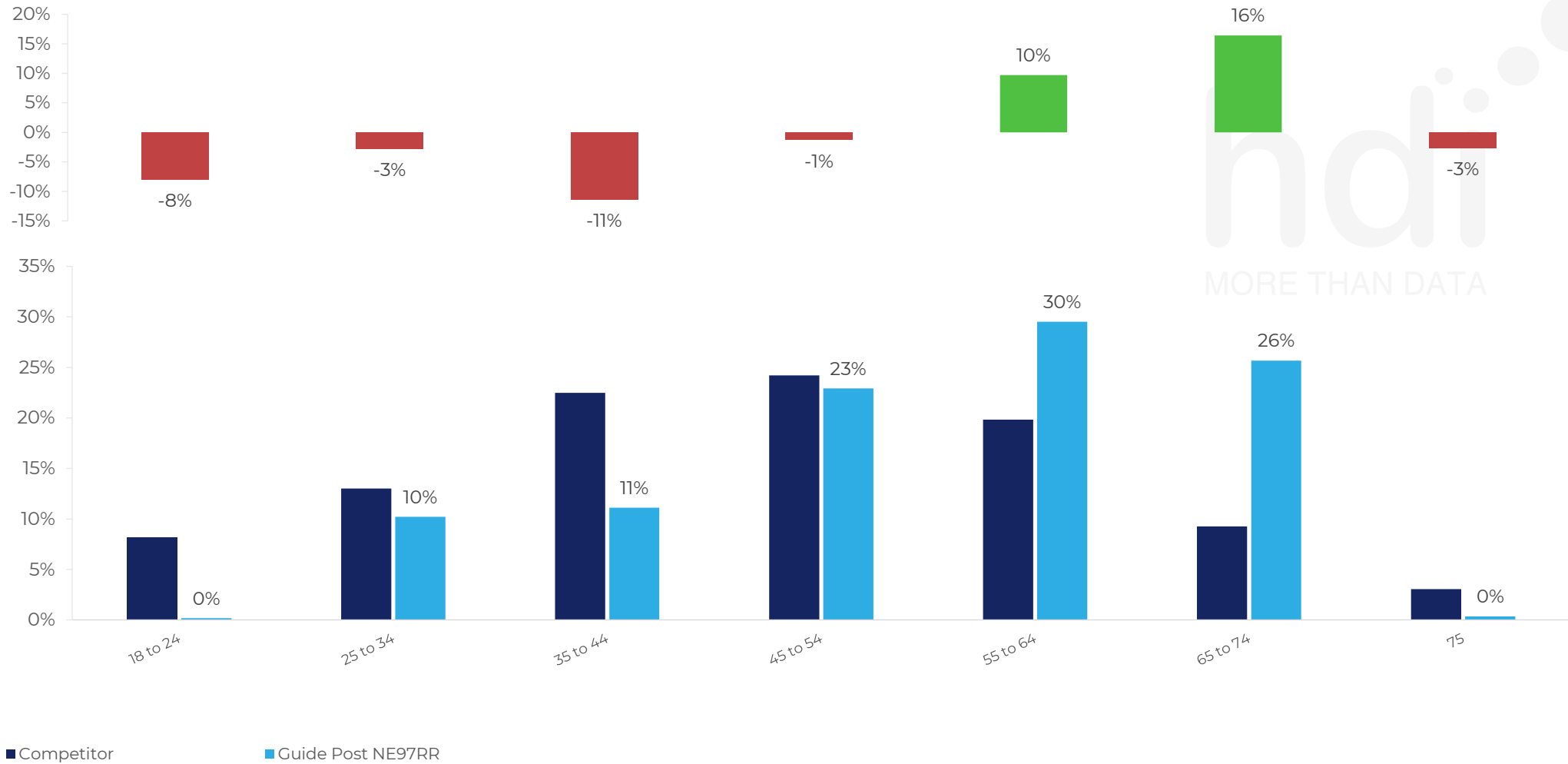
% of market share spend for Guide Post NE97RR and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024



Age

How does the age profile of customers who visit Guide Post NE97RR compare versus its competitors?

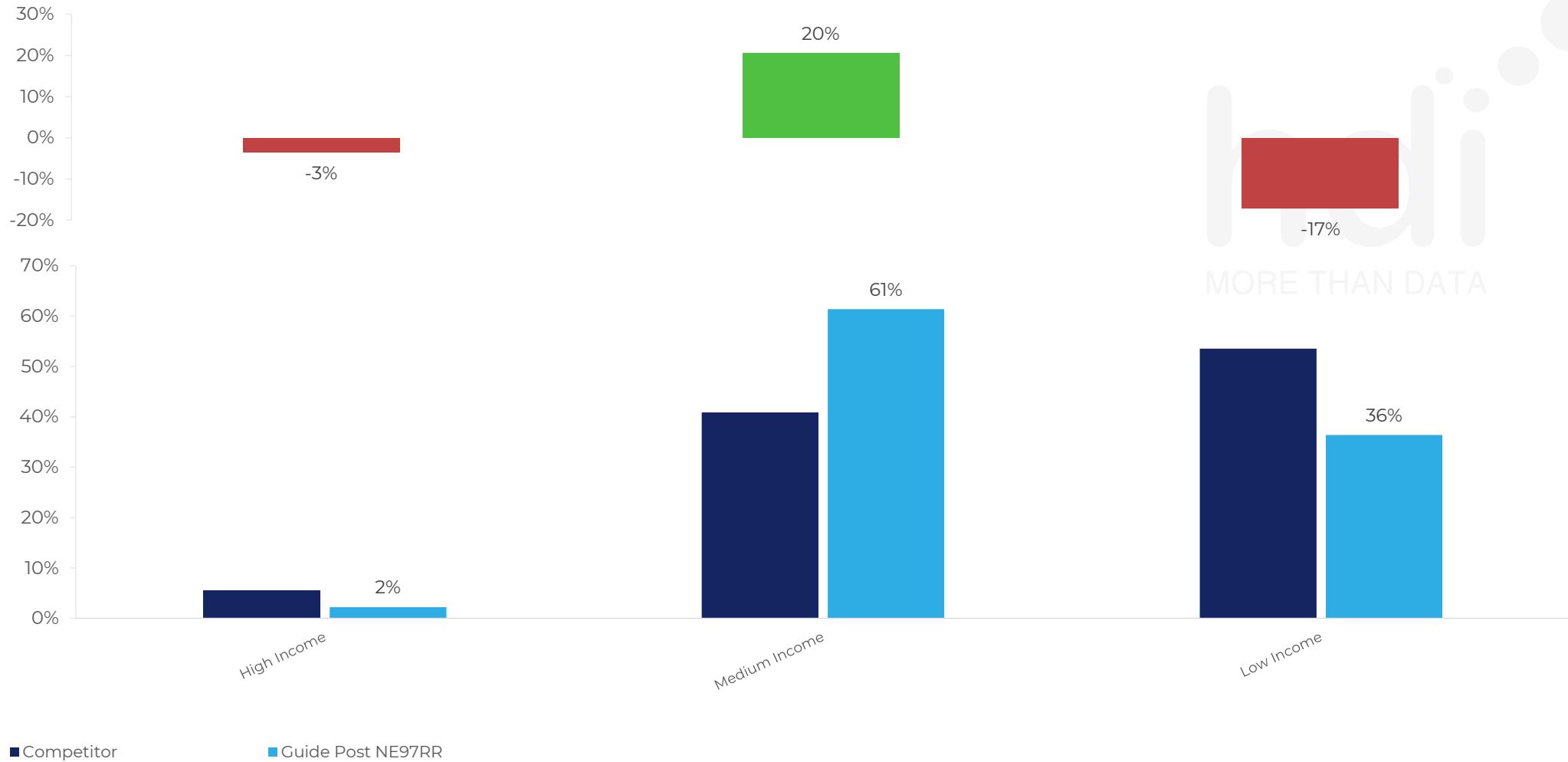
% of spend for Guide Post NE97RR and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Age Range



Affluence

How does the affluence of customers who visit Guide Post NE97RR compare versus its competitors?

% of spend for Guide Post NE97RR and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Affluence

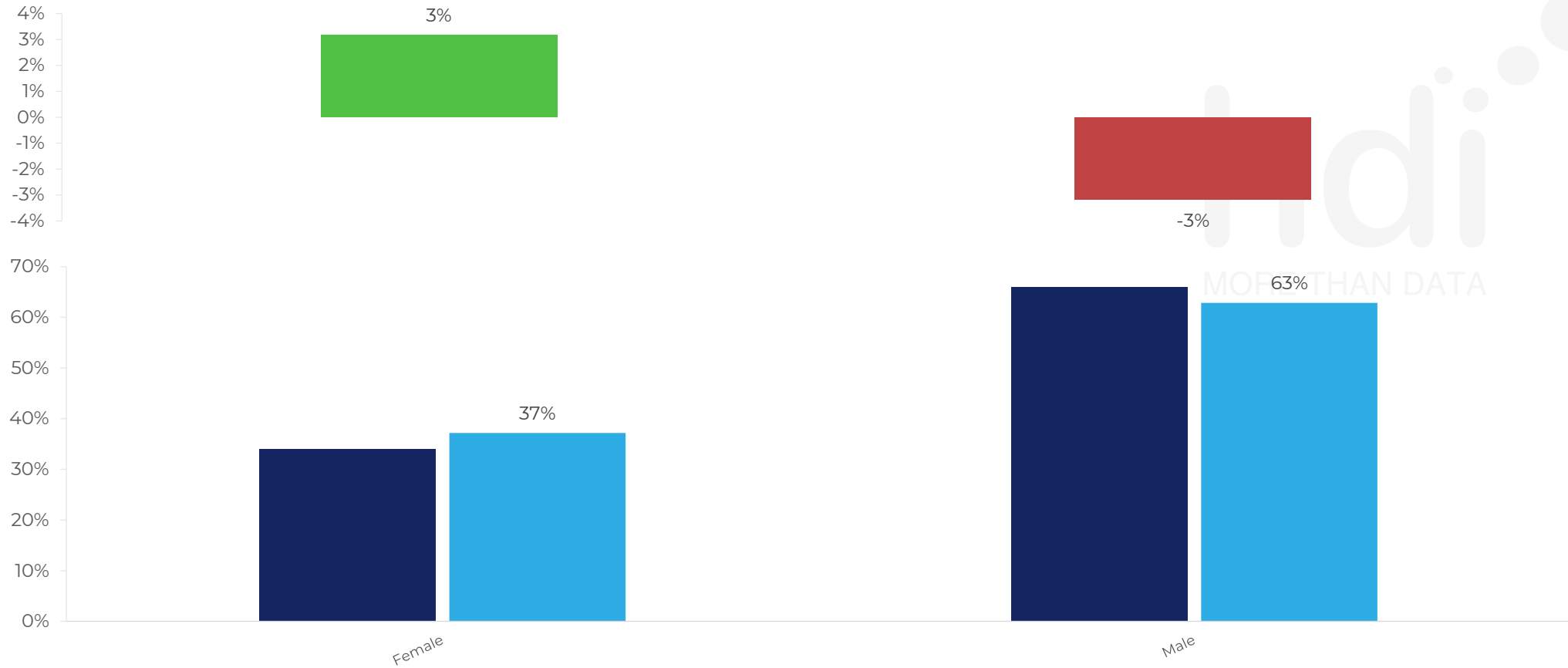




Gender

How does the gender profile of customers who visit Guide Post NE97RR compare versus its competitors?

% of spend for Guide Post NE97RR and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Gender



■ Competitor

■ Guide Post NE97RR

SEGMENT SNAPSHOTS

1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.



2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.



3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.



4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.



5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.



6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.



7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.



8 – UPMARKET DINERS

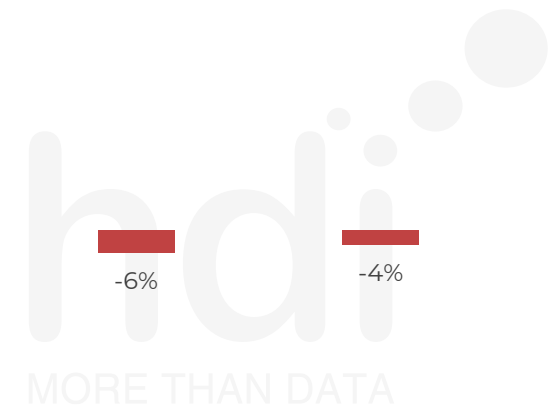
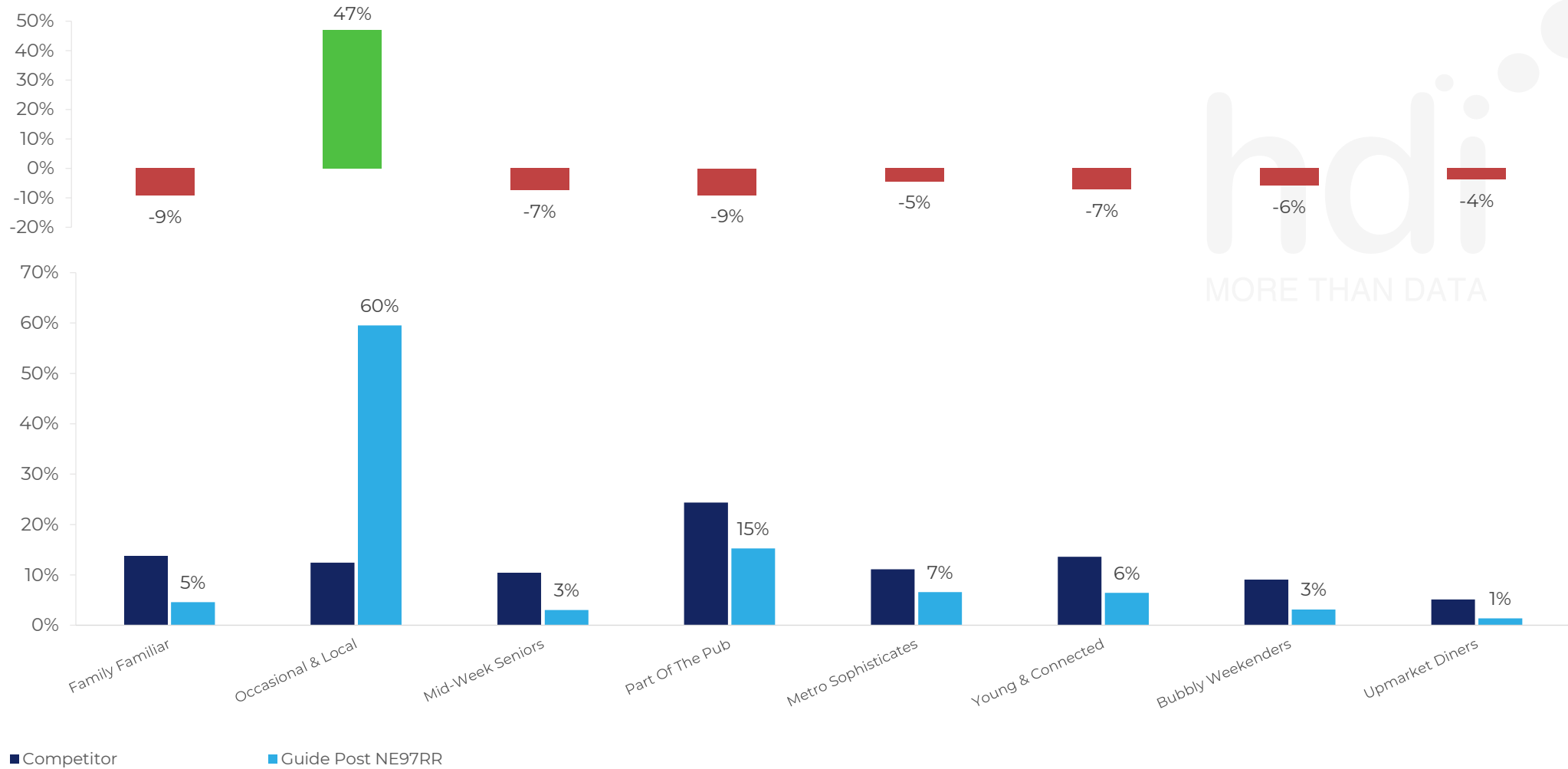
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.



Punch Segmentation

How does the Custom segmentation profile of customers who visit Guide Post NE97RR compare versus its competitors?

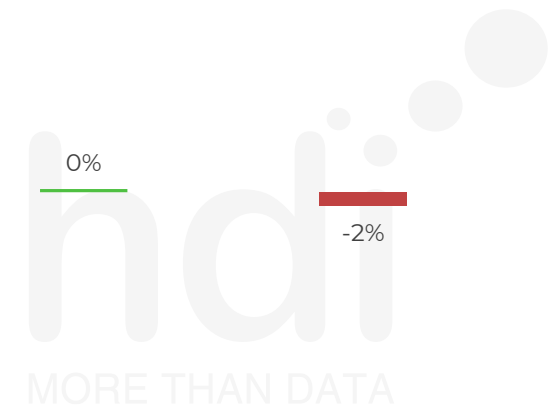
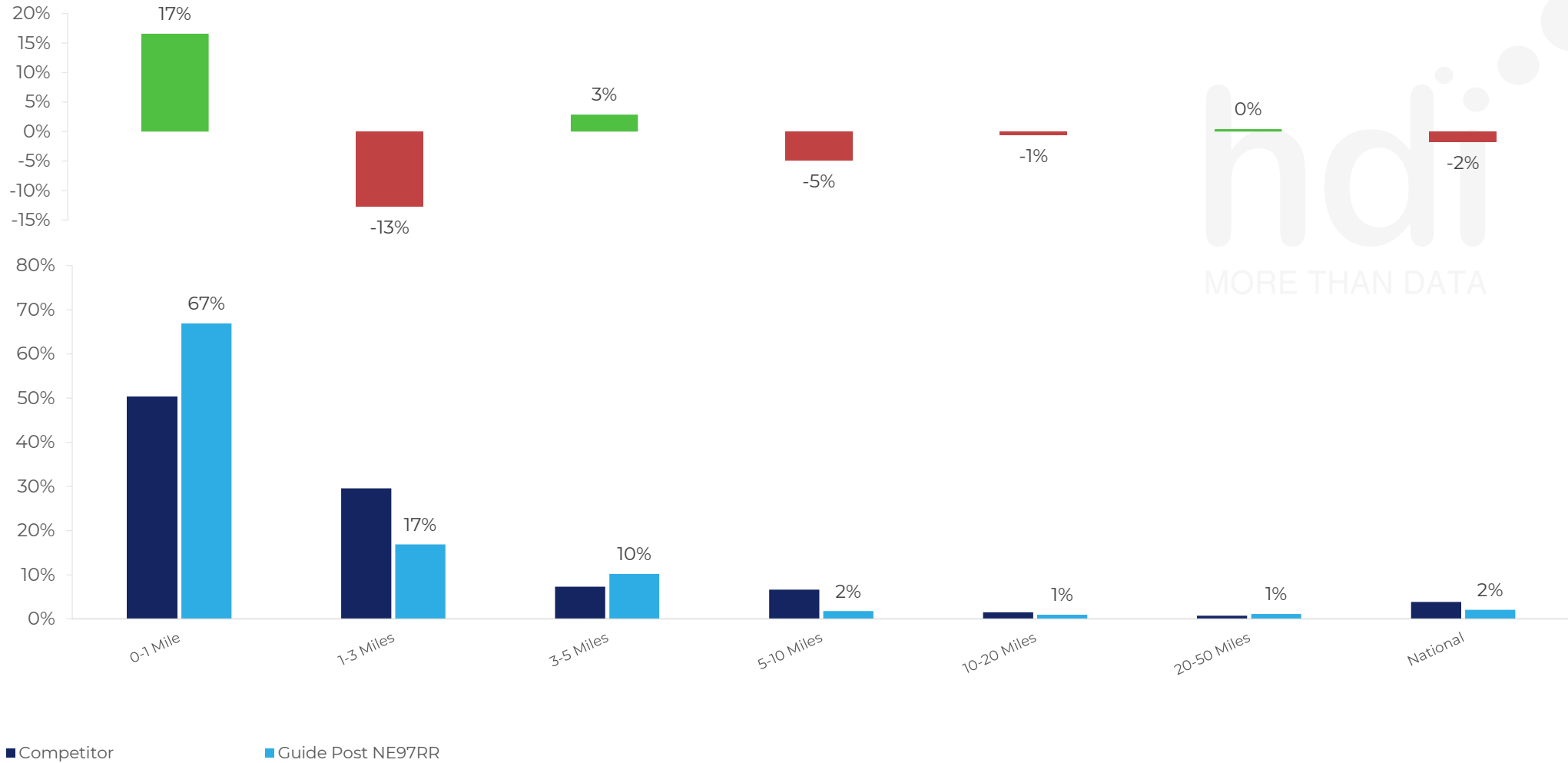
% of spend for Guide Post NE97RR and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Segment



Spend by Distance

How does the spend profile of Guide Post NE97RR compare versus its competitors based on travel distances?

% of spend for Guide Post NE97RR and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Distance travelled

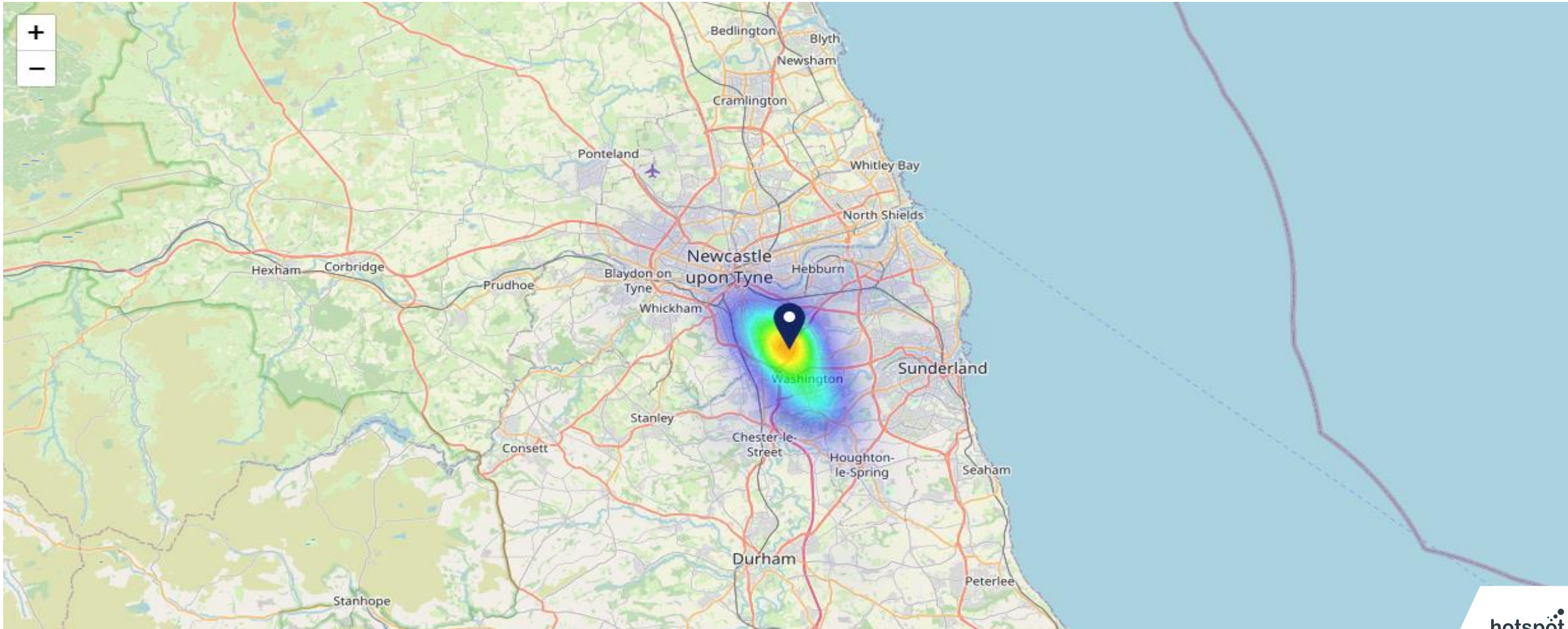




Map of Guest Origin

Where do customers of Guide Post NE97RR come from?

Where do customers of Guide Post NE97RR for 12/04/2023 - 03/04/2024 live

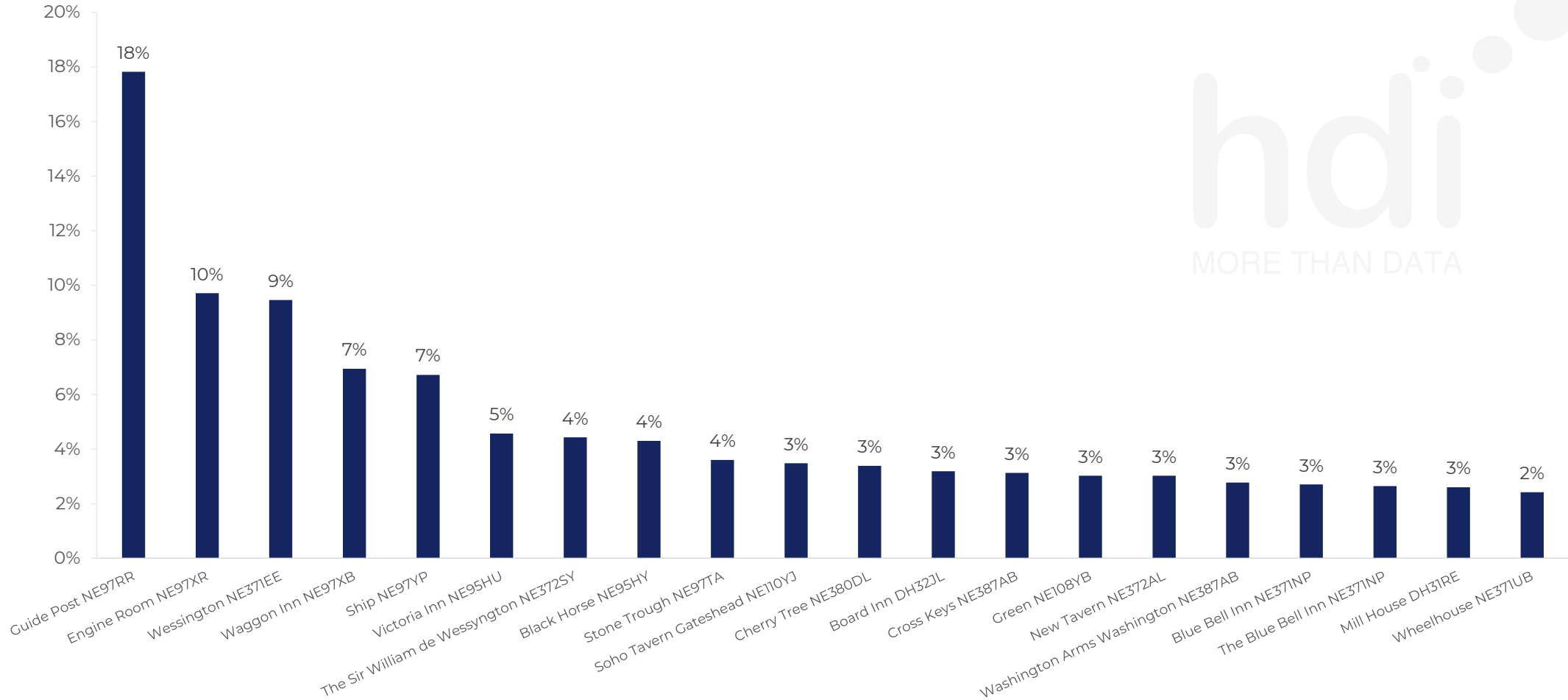




Share of Wallet

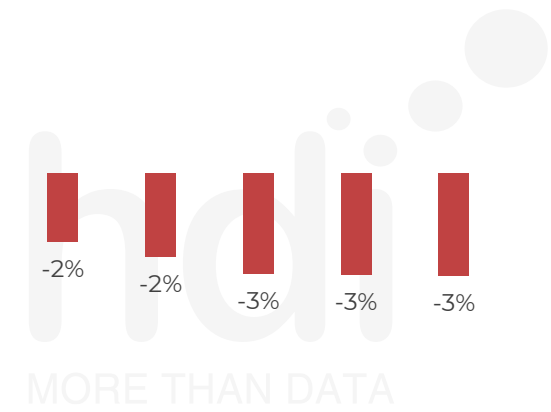
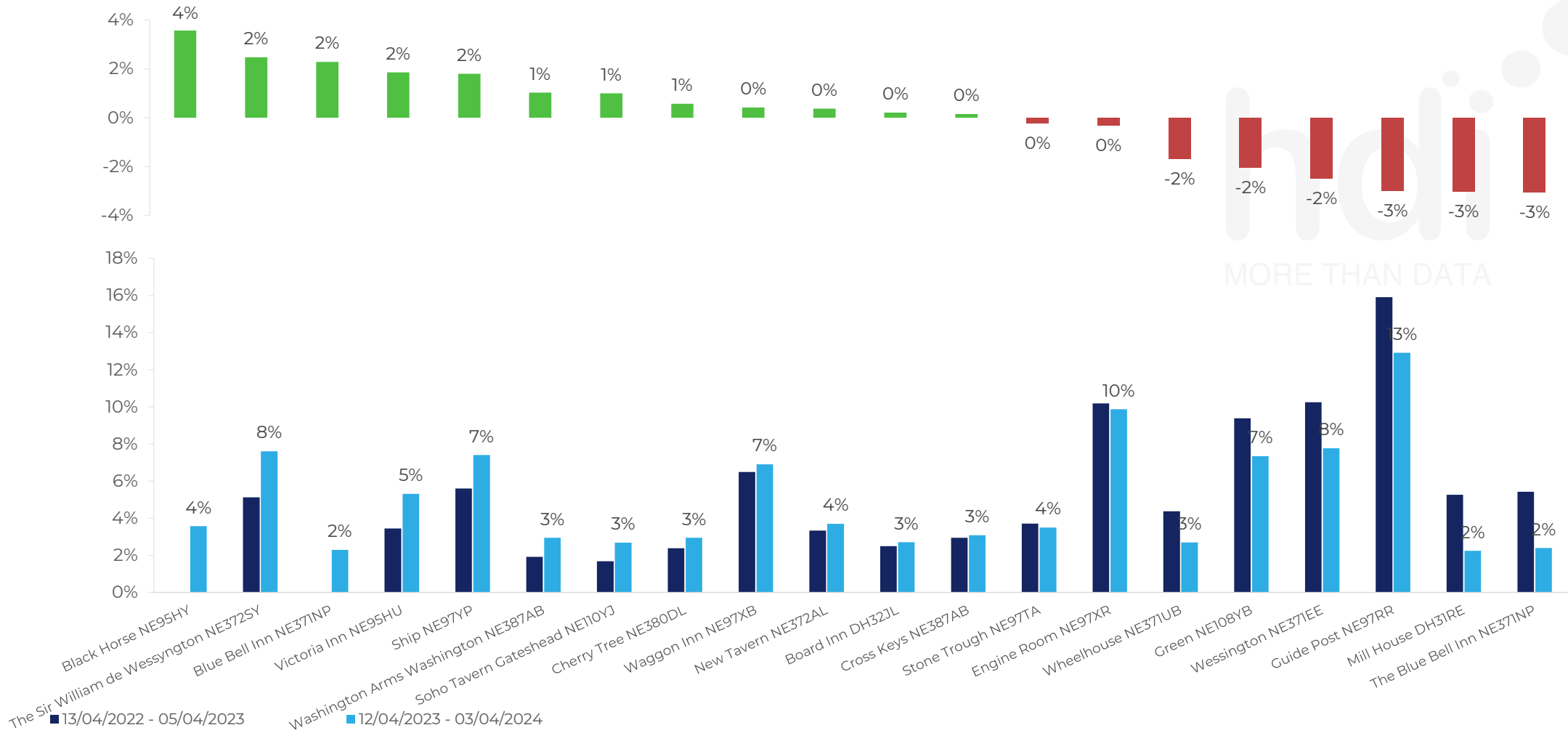
What are the Top 20 venues (by spend) that customers of Guide Post NE97RR also visit?

For customers of Guide Post NE97RR, who are the top 20 competitors from 97 Chains in 3 Miles for 12/04/2023 - 03/04/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Guide Post NE97RR changed between two date ranges?





Market Summary

How does the local area for Guide Post NE97RR 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	£137K	2	£137K	1	£5.23M	3	£73.19M	6
Weekpart	Mon - Thu	39.0%	5	39.0%	4	45.3%	8	43.7%	8
Weekpart	Fri - Sat	43.7%	5	43.7%	5	38.0%	2	40.4%	3
Weekpart	Sun	17.3%	8	17.3%	8	16.7%	8	16.0%	6
Age	18 to 24	0.2%	1	0.2%	1	8.6%	7	7.8%	6
Age	25 to 34	10.5%	1	10.5%	1	15.2%	2	16.2%	2
Age	35 to 44	11.1%	1	11.1%	1	24.0%	6	26.0%	8
Age	45 to 54	22.4%	7	22.4%	8	21.7%	7	21.8%	8
Age	55 to 64	29.6%	10	29.6%	10	17.3%	7	16.9%	7
Age	65 to 74	26.0%	10	26.0%	10	10.5%	9	8.3%	8
Age	75+	0.4%	2	0.4%	1	2.7%	6	3.0%	6
CAMEO	Business Elite	0.4%	1	0.4%	1	0.6%	1	1.5%	1
CAMEO	Prosperous Professionals	1.1%	1	1.1%	1	1.7%	1	2.1%	1
CAMEO	Flourishing Society	0.7%	1	0.7%	1	3.0%	1	3.8%	1
CAMEO	Content Communities	4.4%	1	4.4%	1	6.4%	1	6.8%	1
CAMEO	White Collar Neighbourhoods	1.4%	1	1.4%	1	6.2%	1	8.8%	2
CAMEO	Enterprising Mainstream	4.1%	2	4.1%	2	5.0%	3	6.4%	4
CAMEO	Paying The Mortgage	51.5%	10	51.5%	10	18.0%	8	17.7%	8
CAMEO	Cash Conscious Communities	16.6%	9	16.6%	9	11.4%	7	12.6%	9
CAMEO	On A Budget	6.8%	6	6.8%	6	6.4%	5	6.5%	5
CAMEO	Family Value	12.9%	9	12.9%	9	41.4%	10	33.8%	10
Affluence	AB	2.3%	1	2.3%	1	5.3%	1	7.3%	1
Affluence	C1C2	61.5%	10	61.5%	10	35.6%	1	39.8%	2
Affluence	DE	36.3%	9	36.3%	9	59.1%	10	52.9%	10