



### Site Summary



## Millstone Hotel NE31QL

NE31QL

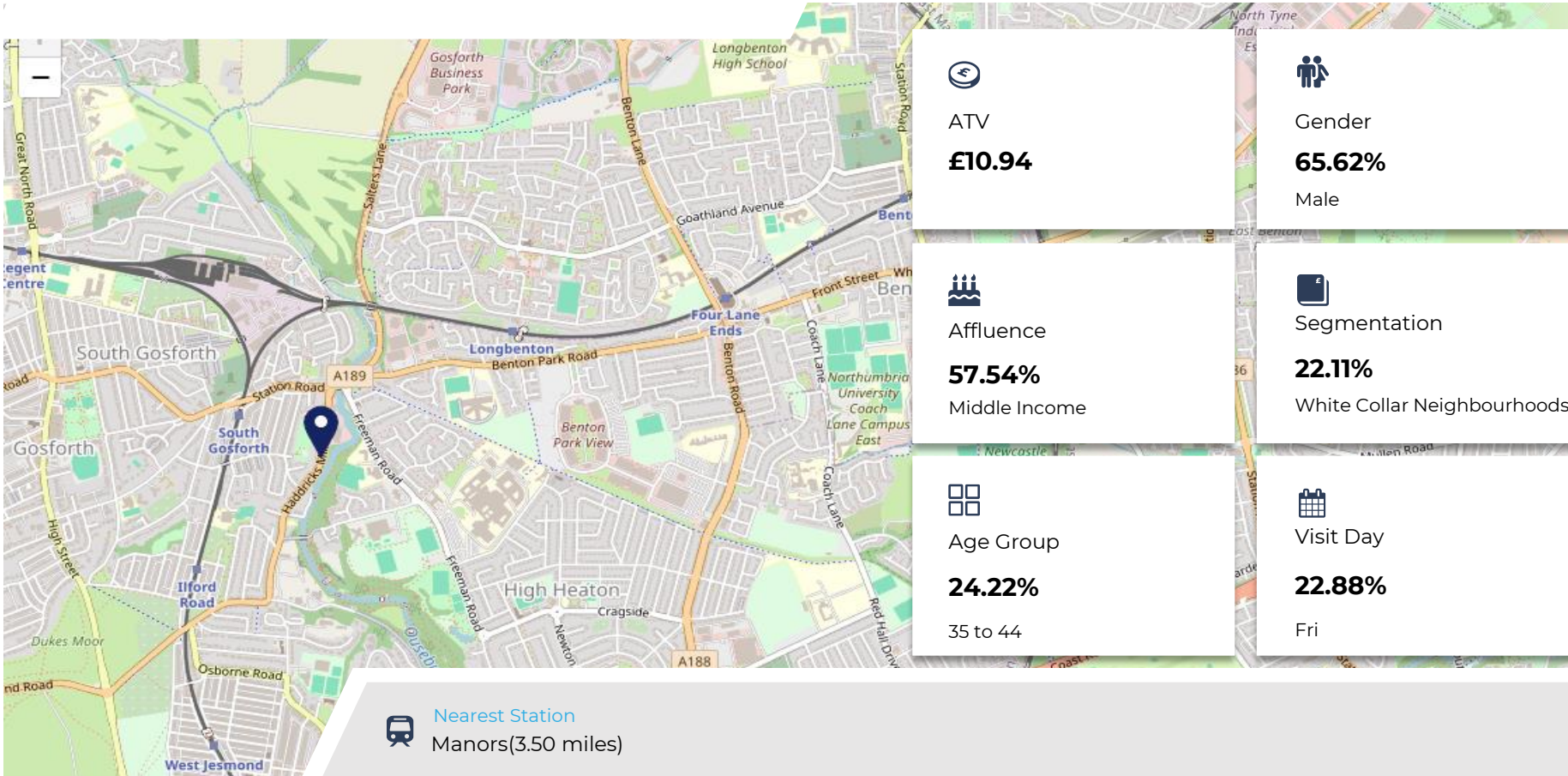
Pub / Bar

Work Area  
Newcastle

Region  
North East

TV Region  
Tyne Tees

Urbanicity  
Urban major conurbation



ATV  
**£10.94**



Gender  
**65.62%**  
Male



Affluence  
**57.54%**  
Middle Income



Segmentation  
**22.11%**  
White Collar Neighbourhoods



Age Group  
**24.22%**  
35 to 44



Visit Day  
**22.88%**  
Fri

### Top Competitors

Brandling Villa **#1**  
NE31QL  
 Star Pubs & Bars

The Brandling Arms **#2**  
NE31HD  
 Castle

County (Gosforth) **#3**  
NE31HB  
 GK Urban Core

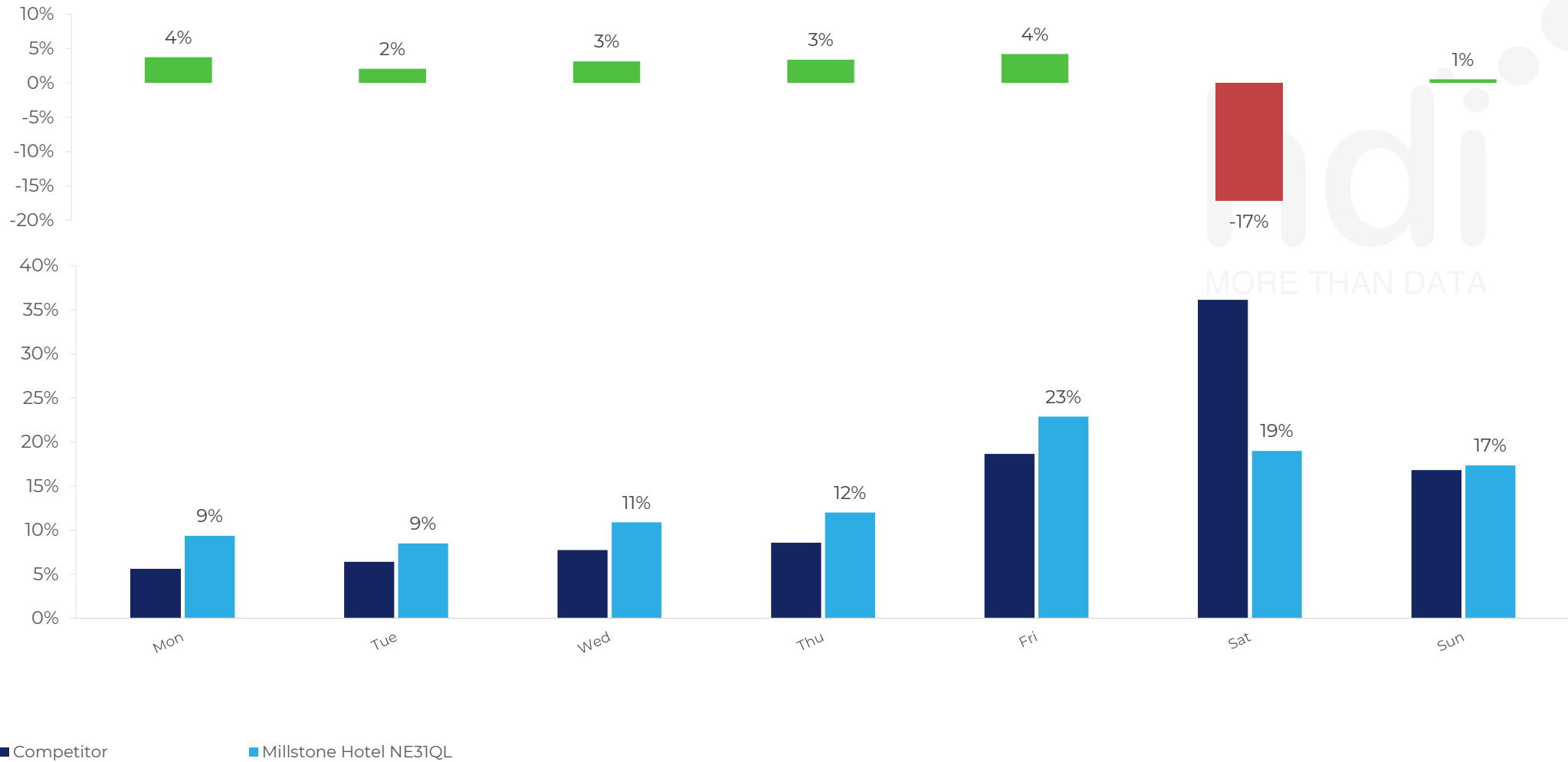


Nearest Station  
Manors(3.50 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Millstone Hotel NE31QL versus its competitors?

% of spend for Millstone Hotel NE31QL and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Day of Week

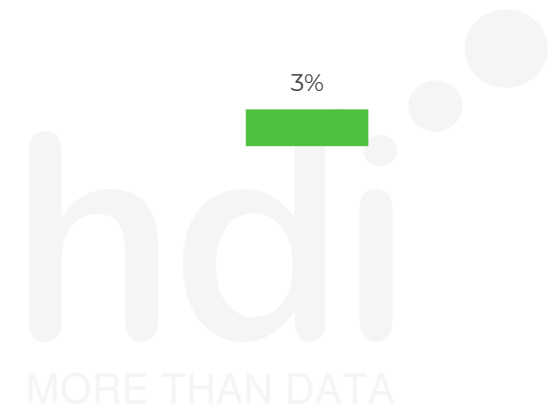
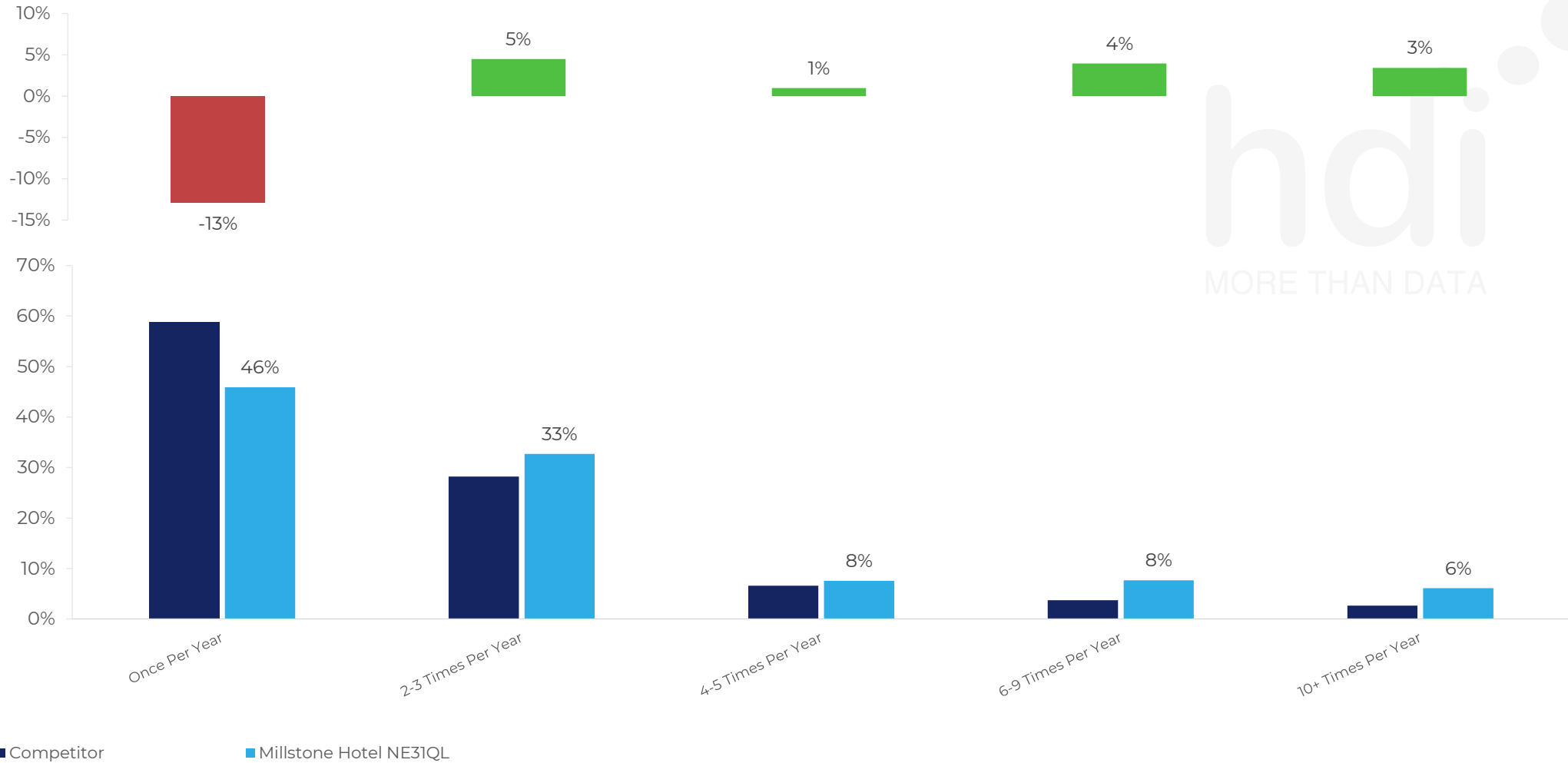




Visit Frequency

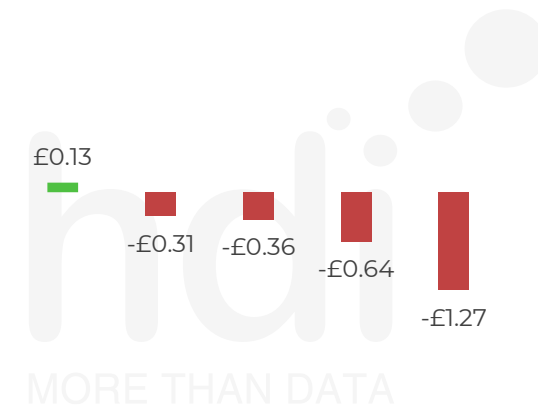
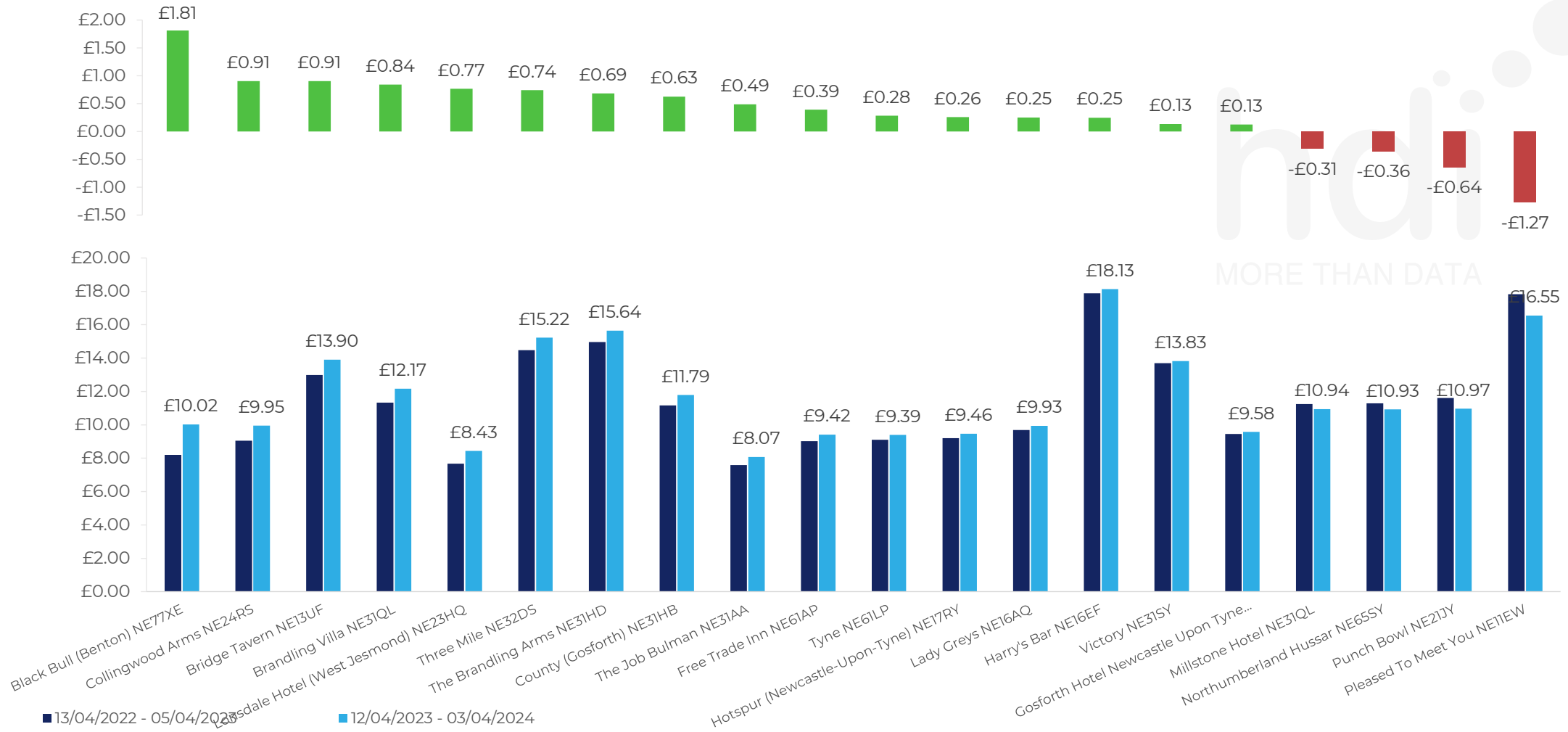
How frequently per year do customers visit Millstone Hotel NE31QL versus its competitors?

% of customer numbers for Millstone Hotel NE31QL 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?

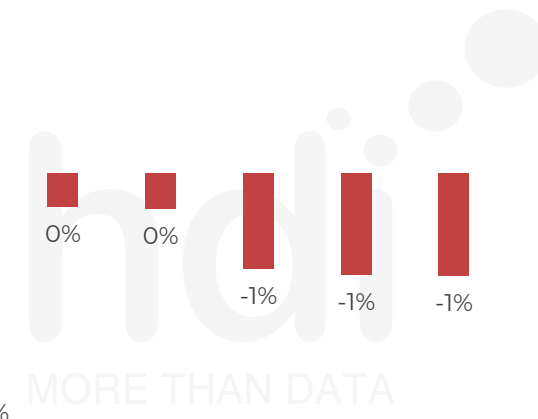
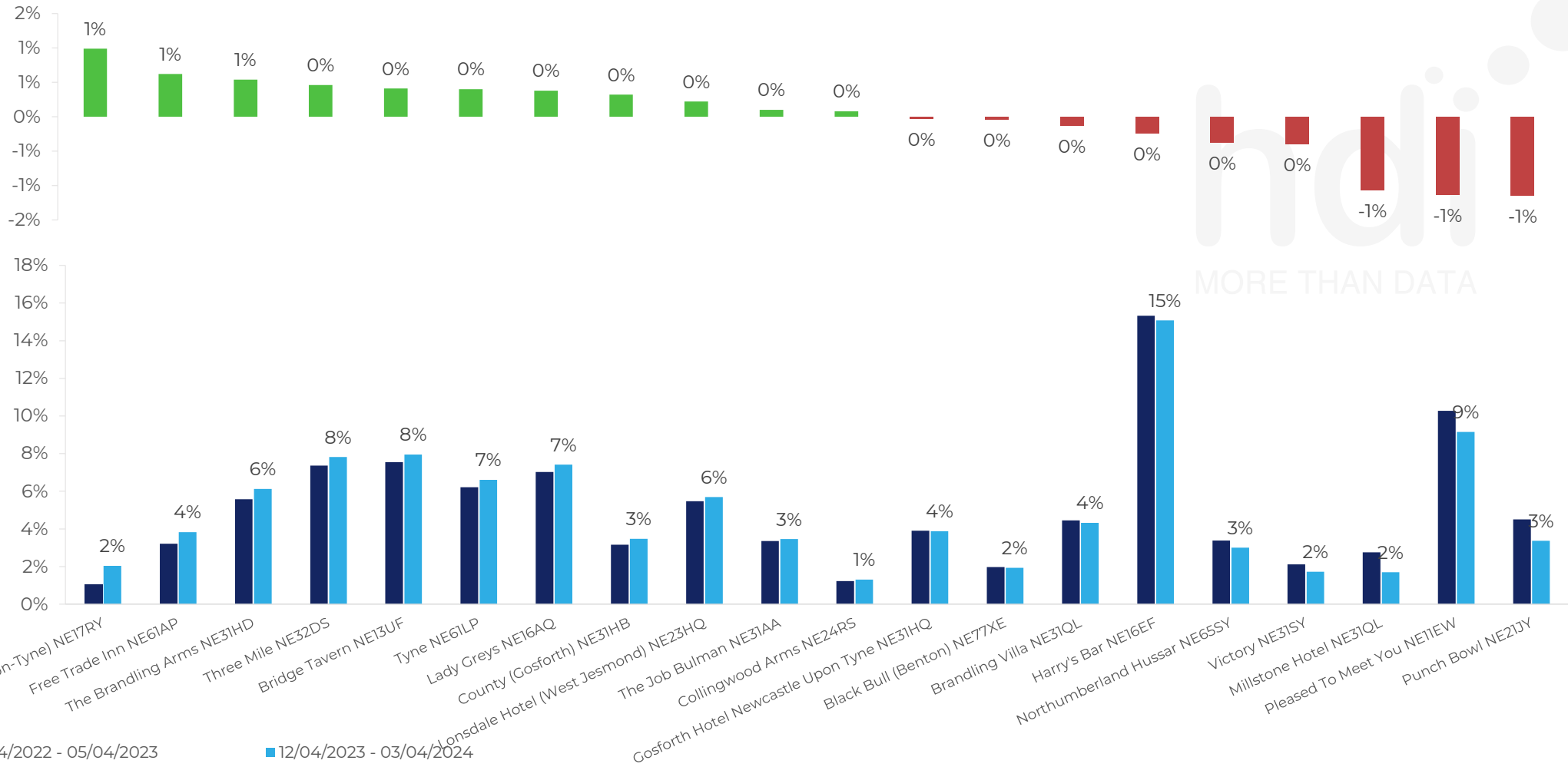




Market Share Change

How has market share changed between two date ranges?

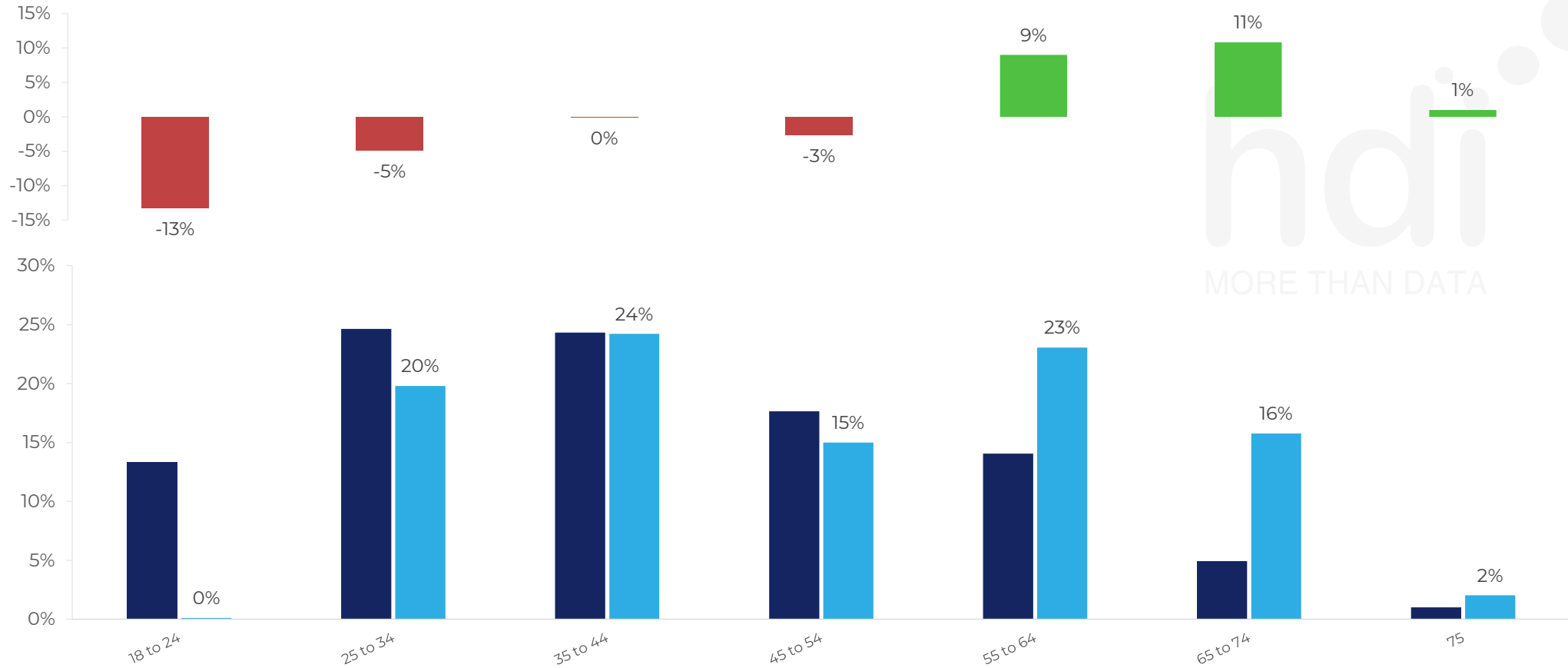
% of market share spend for Millstone Hotel NE31QL and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024



Age

How does the age profile of customers who visit Millstone Hotel NE31QL compare versus its competitors?

% of spend for Millstone Hotel NE31QL and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Age Range



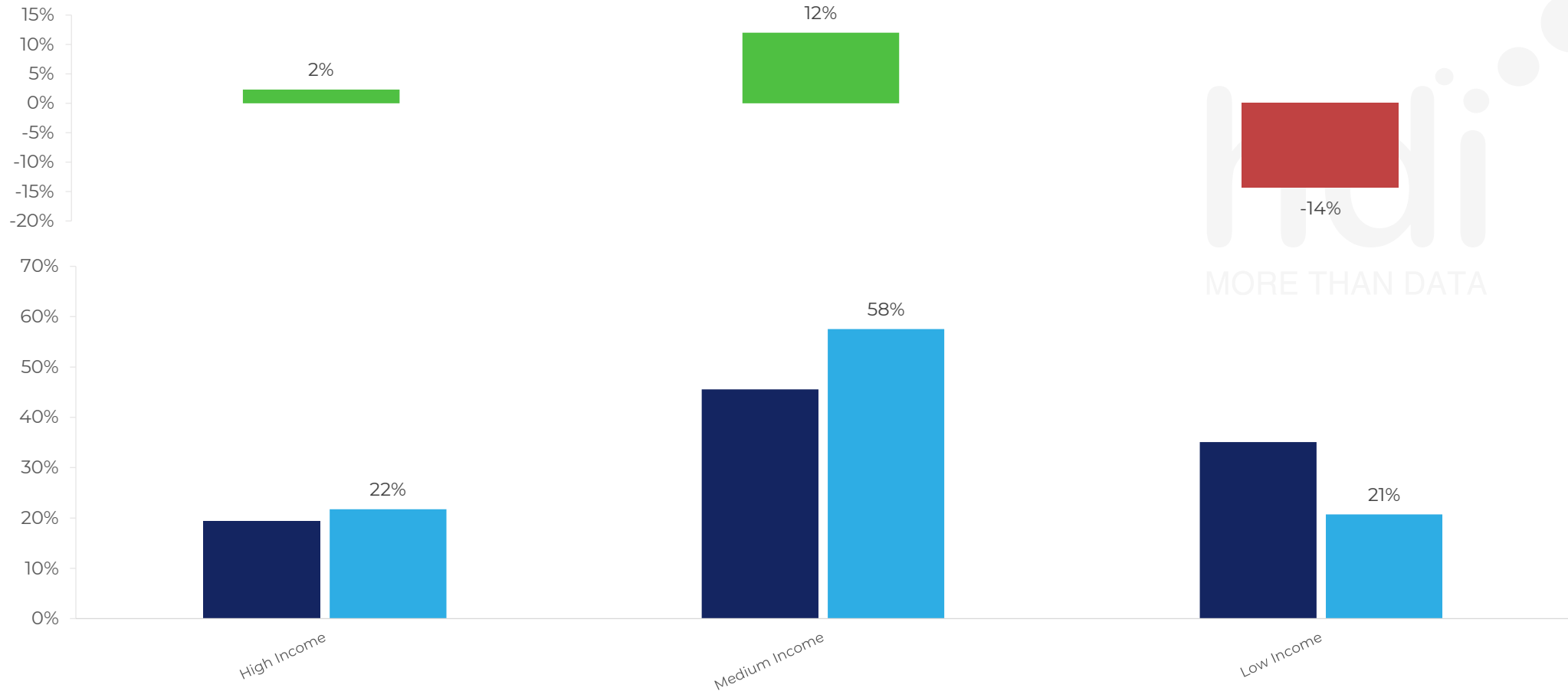
■ Competitor

■ Millstone Hotel NE31QL

Affluence

How does the affluence of customers who visit Millstone Hotel NE31QL compare versus its competitors?

% of spend for Millstone Hotel NE31QL and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Affluence



■ Competitor

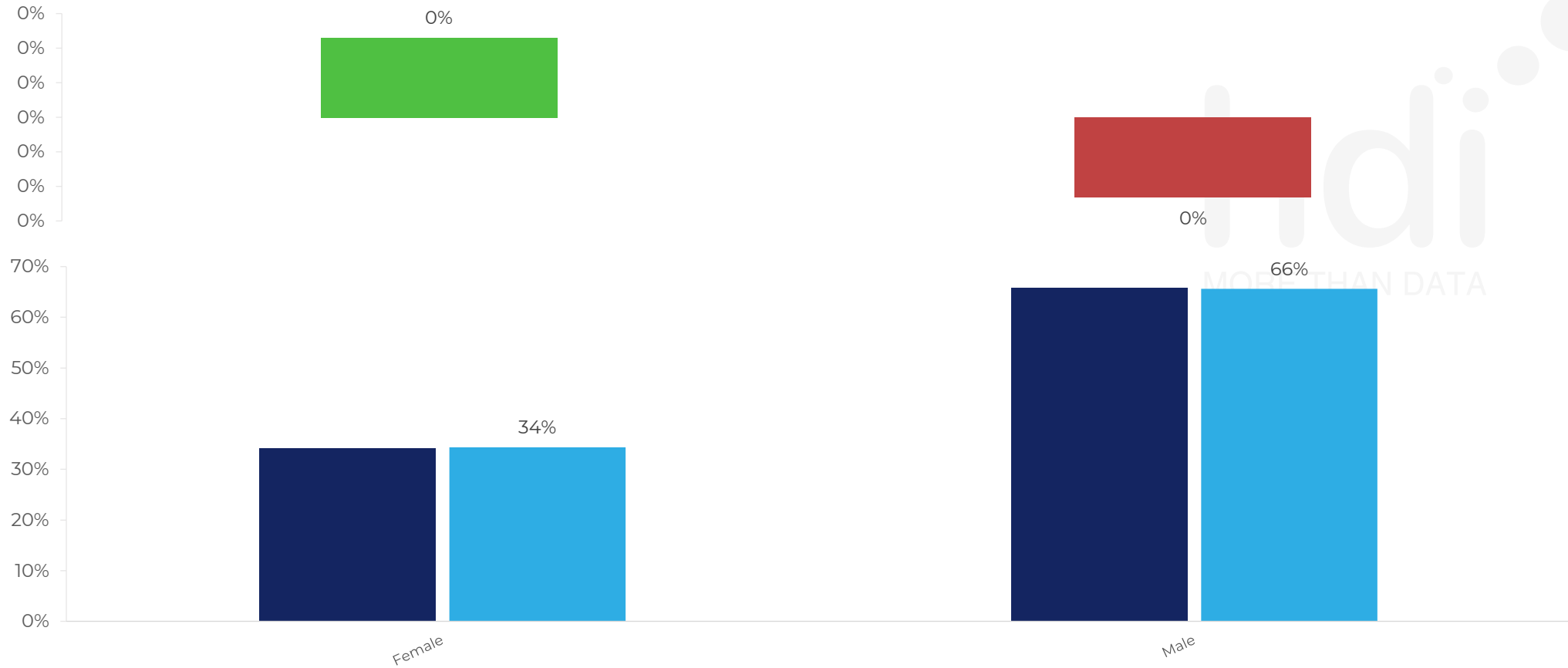
■ Millstone Hotel NE31QL



Gender

How does the gender profile of customers who visit Millstone Hotel NE31QL compare versus its competitors?

% of spend for Millstone Hotel NE31QL and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Gender



■ Competitor

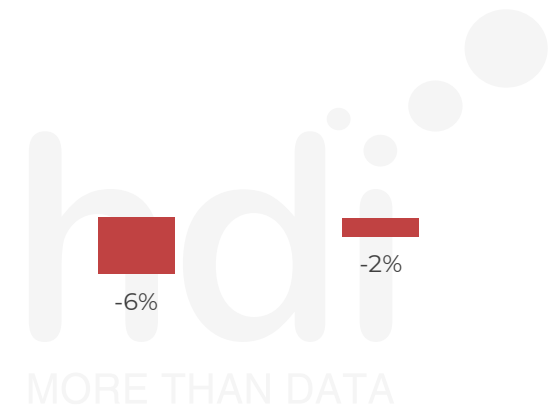
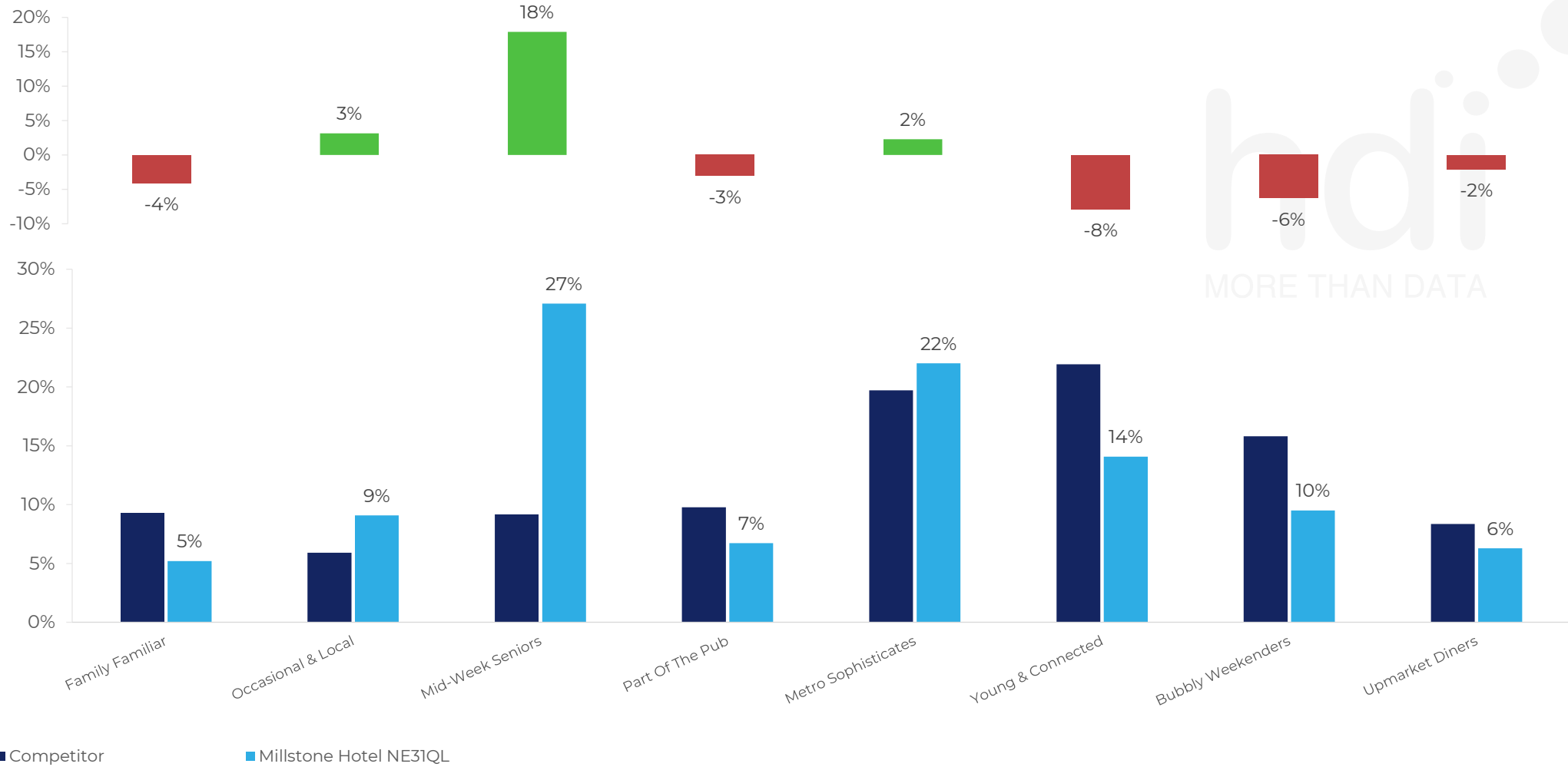
■ Millstone Hotel NE31QL



Punch Segmentation

How does the Custom segmentation profile of customers who visit Millstone Hotel NE31QL compare versus its competitors?

% of spend for Millstone Hotel NE31QL and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Segment



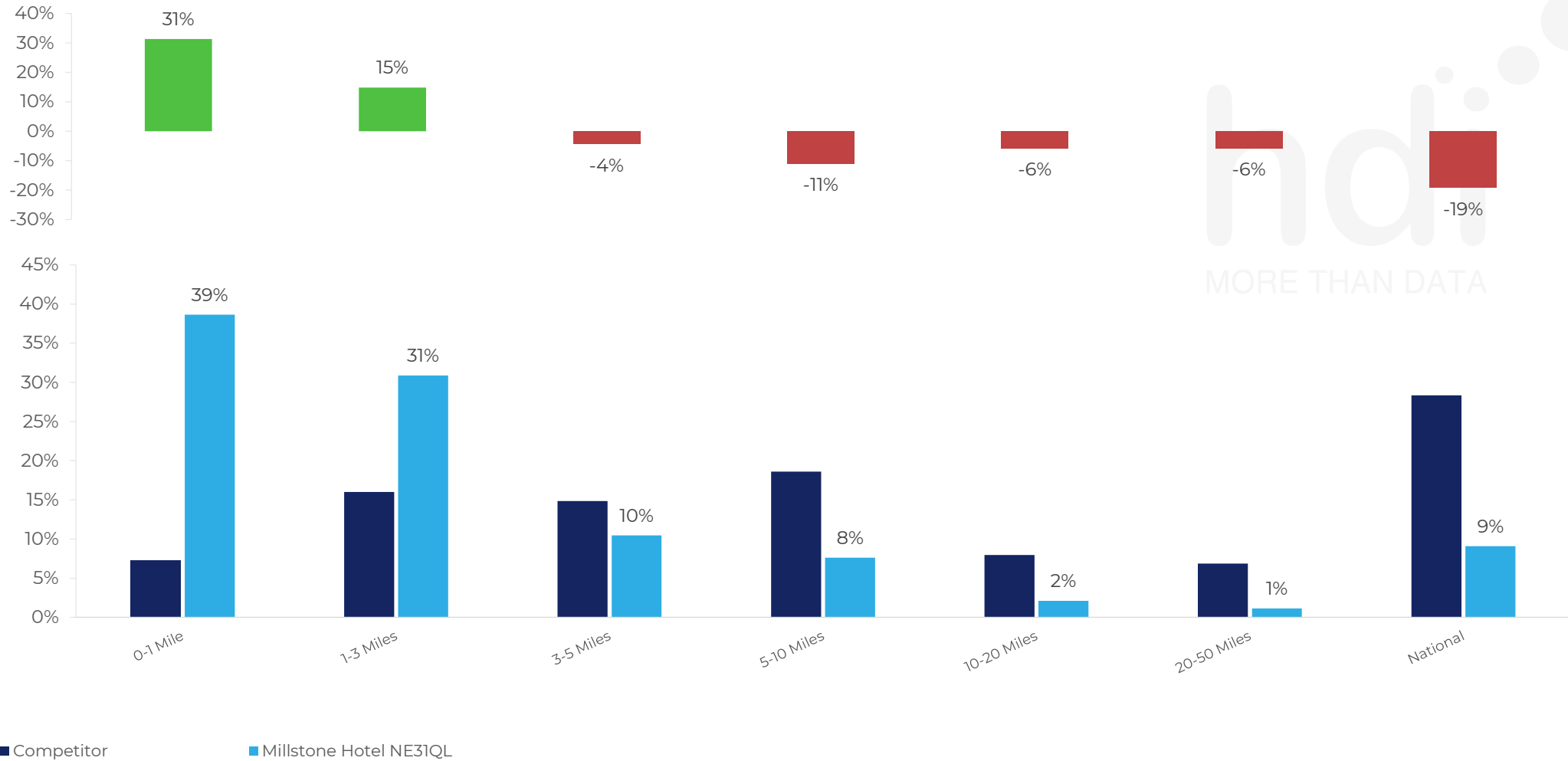
■ Competitor

■ Millstone Hotel NE31QL

Spend by Distance

How does the spend profile of Millstone Hotel NE31QL compare versus its competitors based on travel distances?

% of spend for Millstone Hotel NE31QL and 97 Chains in 3 Miles from 12/04/2023 - 03/04/2024 split by Distance travelled

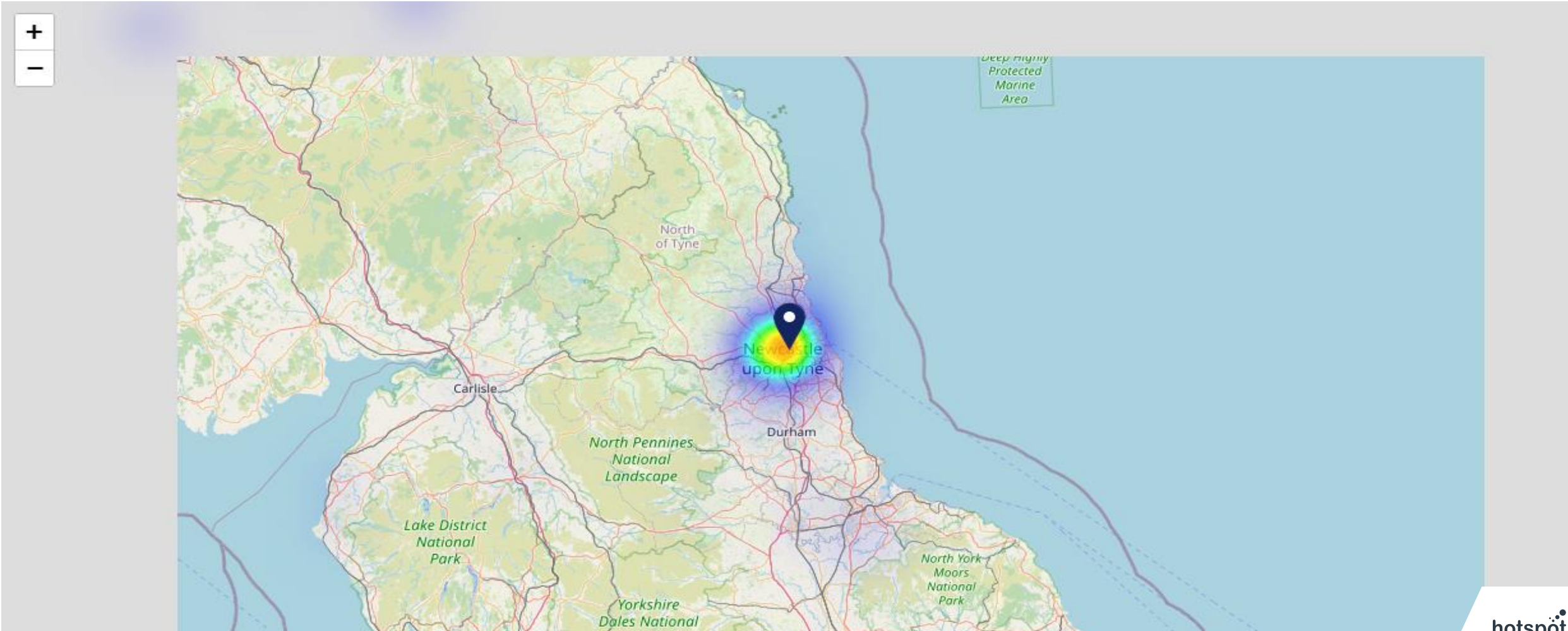




### Map of Guest Origin

Where do customers of Millstone Hotel NE31QL come from?

Where do customers of Millstone Hotel NE31QL for 12/04/2023 - 03/04/2024 live

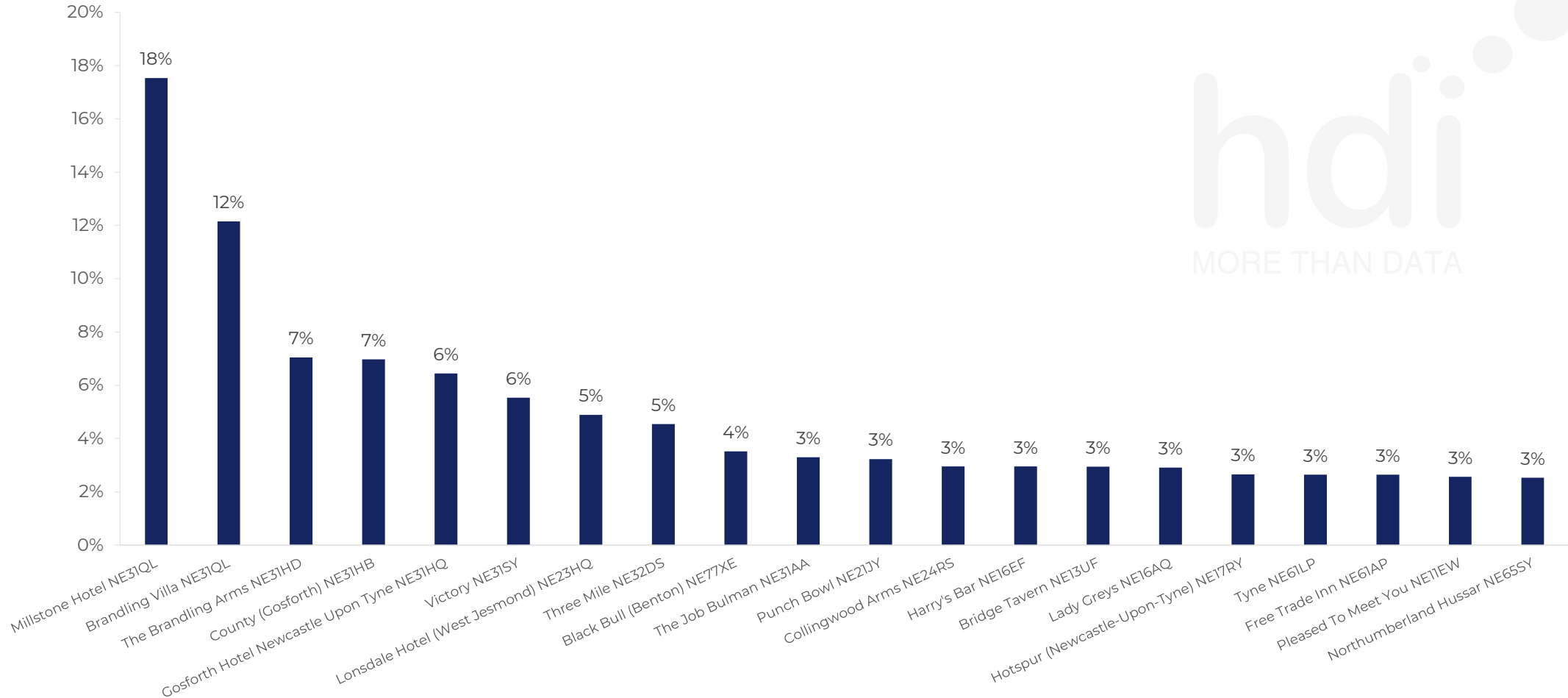




Share of Wallet

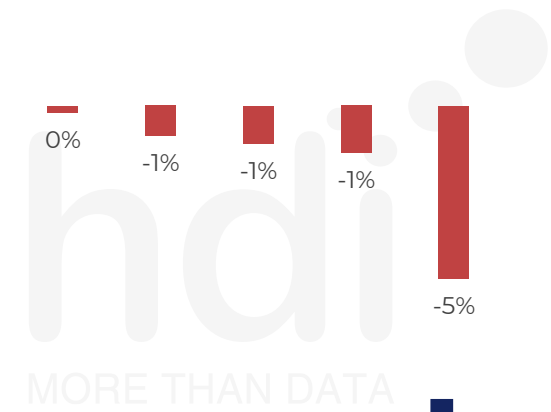
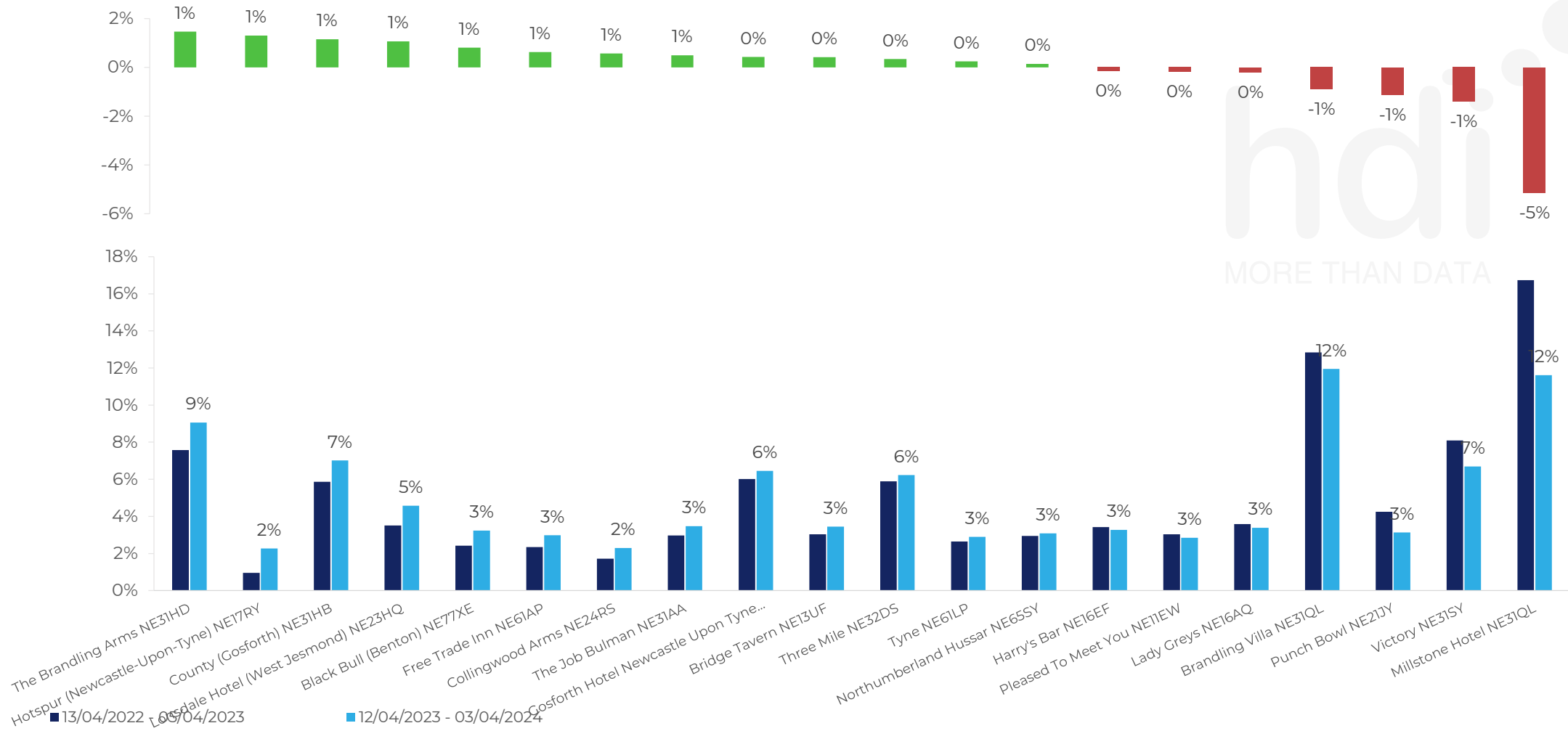
What are the Top 20 venues (by spend) that customers of Millstone Hotel NE31QL also visit?

For customers of Millstone Hotel NE31QL, 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 Millstone Hotel NE31QL changed between two date ranges?





## Market Summary

How does the local area for Millstone Hotel NE31QL 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	£1.79M	6	£2.92M	5	£33.20M	7	£466.37M	9
Weekpart	Mon - Thu	43.5%	7	38.6%	4	40.7%	5	38.0%	1
Weekpart	Fri - Sat	40.6%	4	44.8%	6	44.6%	7	47.1%	10
Weekpart	Sun	15.9%	7	16.6%	8	14.7%	4	14.8%	3
Age	18 to 24	3.2%	3	2.3%	2	6.6%	5	10.2%	8
Age	25 to 34	21.1%	5	19.7%	4	17.4%	3	21.7%	5
Age	35 to 44	33.1%	10	30.0%	10	26.2%	8	25.7%	8
Age	45 to 54	16.7%	3	15.2%	1	18.5%	3	19.3%	4
Age	55 to 64	19.3%	8	19.5%	8	19.3%	8	15.5%	6
Age	65 to 74	5.5%	5	8.5%	7	8.4%	7	5.9%	4
Age	75+	1.1%	3	4.7%	8	3.5%	7	1.7%	3
CAMEO	Business Elite	5.1%	5	6.2%	5	10.2%	7	6.0%	4
CAMEO	Prosperous Professionals	7.7%	7	9.7%	9	8.3%	8	4.8%	3
CAMEO	Flourishing Society	7.0%	3	11.4%	5	13.9%	6	9.7%	3
CAMEO	Content Communities	7.8%	2	8.8%	2	9.6%	2	9.2%	2
CAMEO	White Collar Neighbourhoods	21.7%	10	17.5%	10	14.8%	9	11.9%	6
CAMEO	Enterprising Mainstream	7.8%	5	7.7%	5	6.8%	4	8.1%	5
CAMEO	Paying The Mortgage	18.8%	8	17.0%	7	13.2%	5	15.7%	7
CAMEO	Cash Conscious Communities	11.2%	7	10.6%	7	9.6%	6	12.5%	8
CAMEO	On A Budget	2.9%	2	3.1%	2	3.4%	2	6.4%	5
CAMEO	Family Value	10.1%	9	8.0%	8	10.4%	9	15.7%	10
Affluence	AB	19.8%	4	27.2%	5	32.3%	6	20.5%	3
Affluence	C1C2	56.1%	8	51.0%	6	44.4%	4	44.9%	4
Affluence	DE	24.2%	7	21.8%	6	23.4%	7	34.7%	9