

Site Summary



# Castle Tavern DL104HU

DL104HU

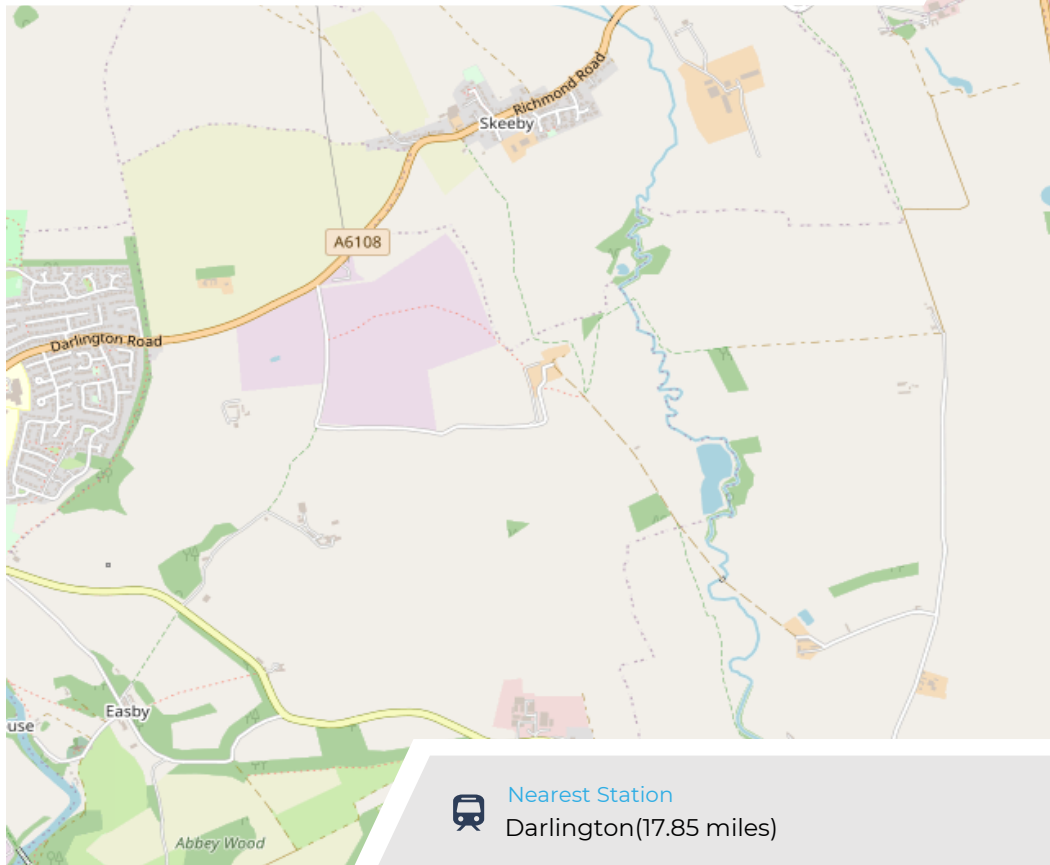
Punch T&L

**Work Area**  
Northallerton

**Region**  
Yorkshire and The Humber

**TV Region**  
Tyne Tees

**Urbanicity**  
Rural town and fringe



ATV  
**£8.06**



Gender  
**82.13%**  
Male



Affluence  
**53.33%**  
Middle Income



Segmentation  
**15.41%**  
Paying The Mortgage



Age Group  
**24.94%**  
55 to 64



Visit Day  
**34.39%**  
Sat

### Top Competitors



**Black Lion Hotel**  
DL104QB  
 Punch - Our Local +

**#1**



**The Ralph Fitz Randal**  
DL104AE  
 JD Wetherspoon

**#2**



**Golden Lion**  
DL104QL  
 Pub / Bar

**#3**



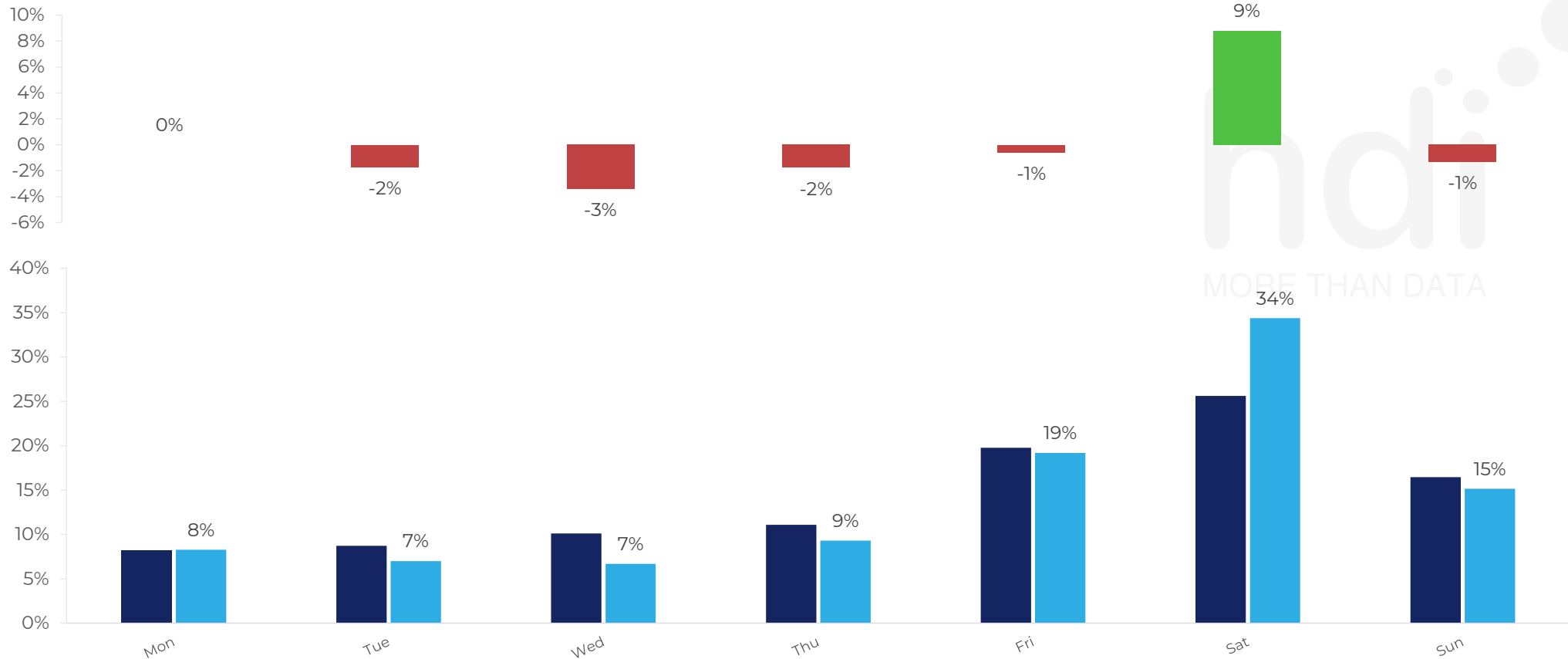
**Nearest Station**  
Darlington(17.85 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Castle Tavern DL104HU versus its competitors?

% of spend for Castle Tavern DL104HU and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Day of Week



■ Competitor

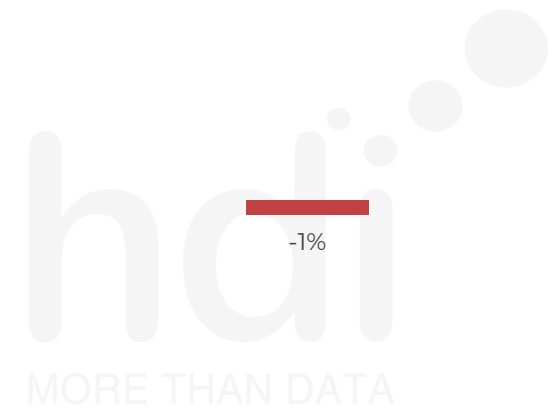
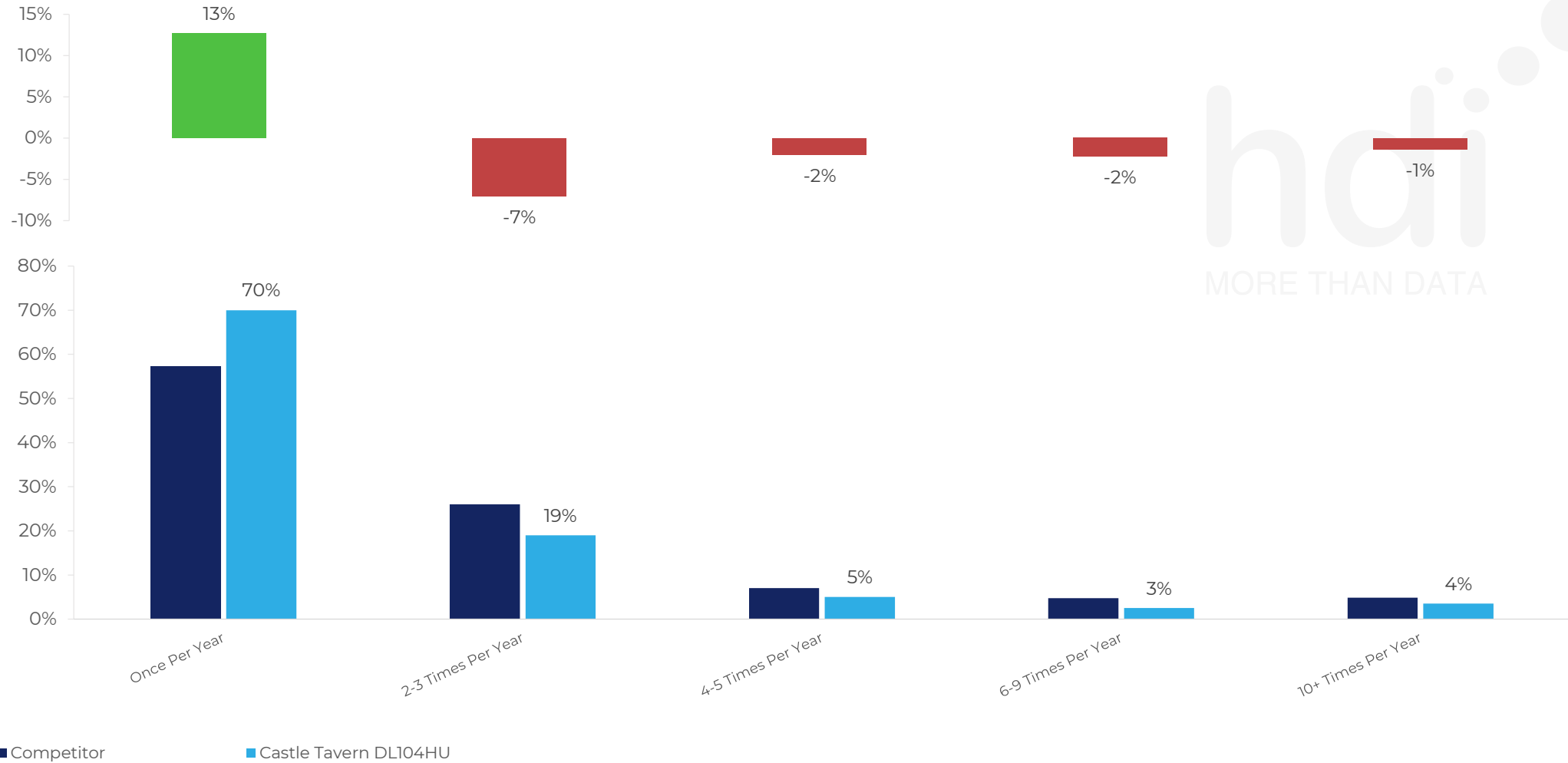
■ Castle Tavern DL104HU



Visit Frequency

How frequently per year do customers visit Castle Tavern DL104HU versus its competitors?

% of customer numbers for Castle Tavern DL104HU and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 and the number of visits made Per Annum

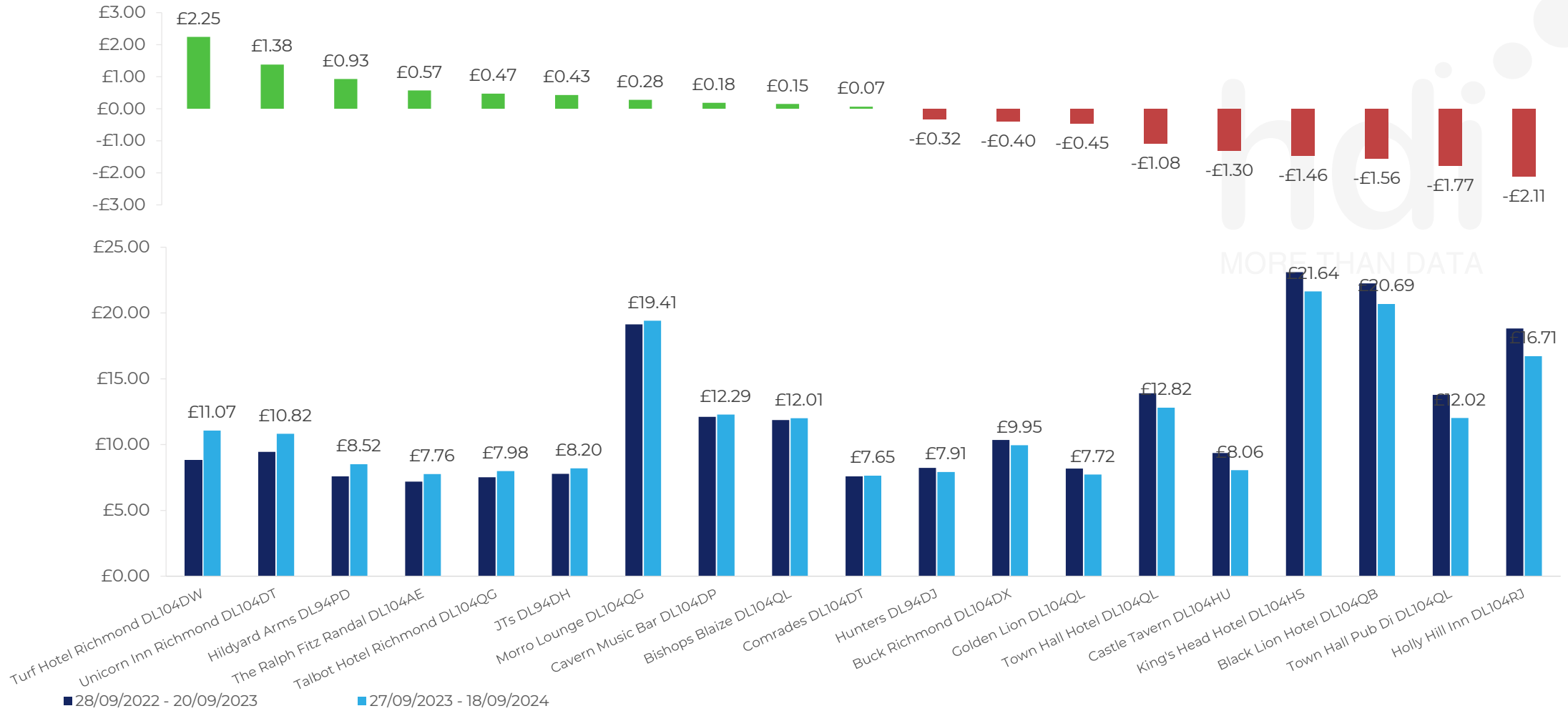


■ Competitor

■ Castle Tavern DL104HU

ATV Change

How has ATV changed between two date ranges?

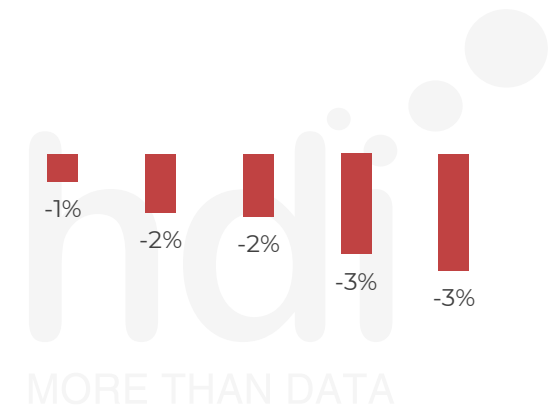
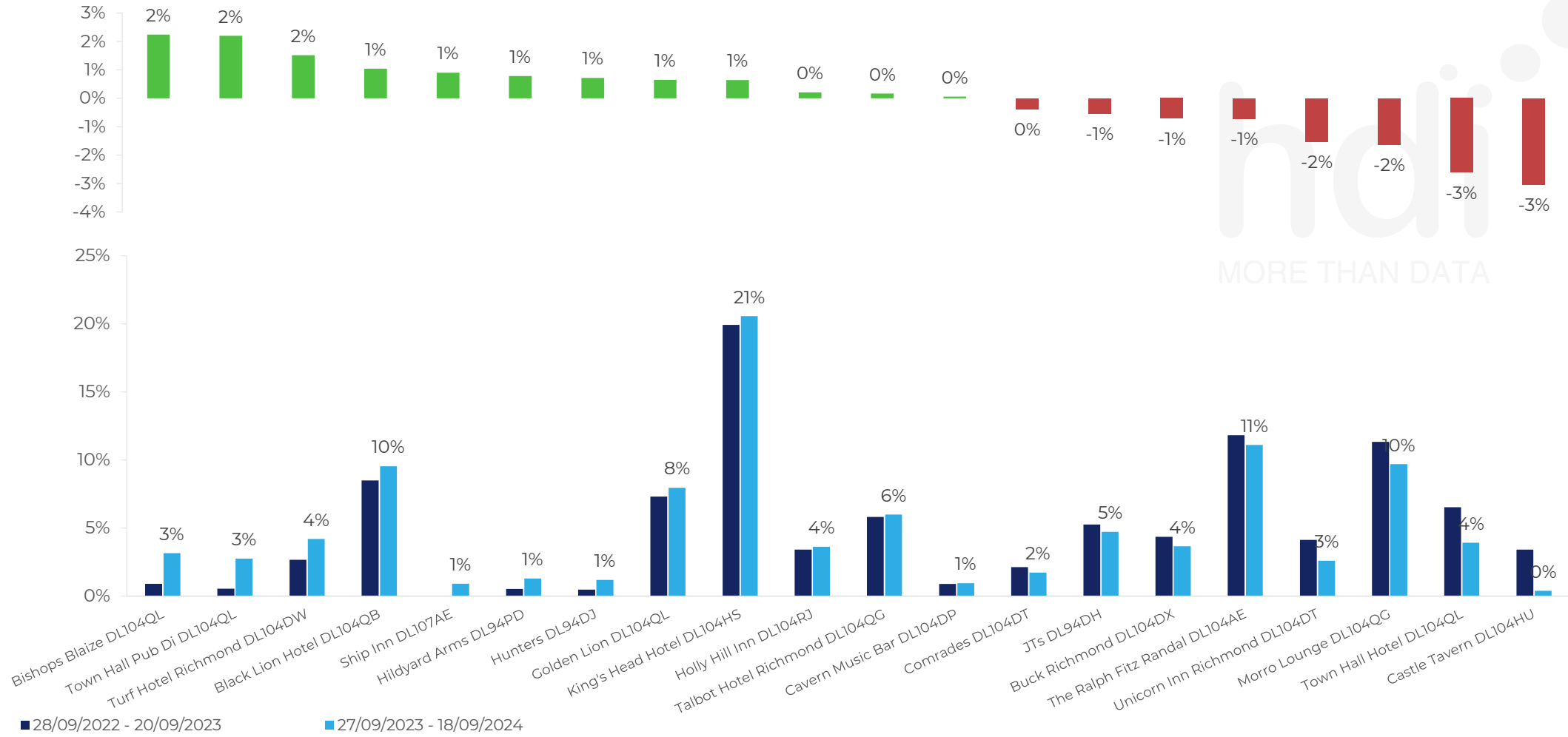




Market Share Change

How has market share changed between two date ranges?

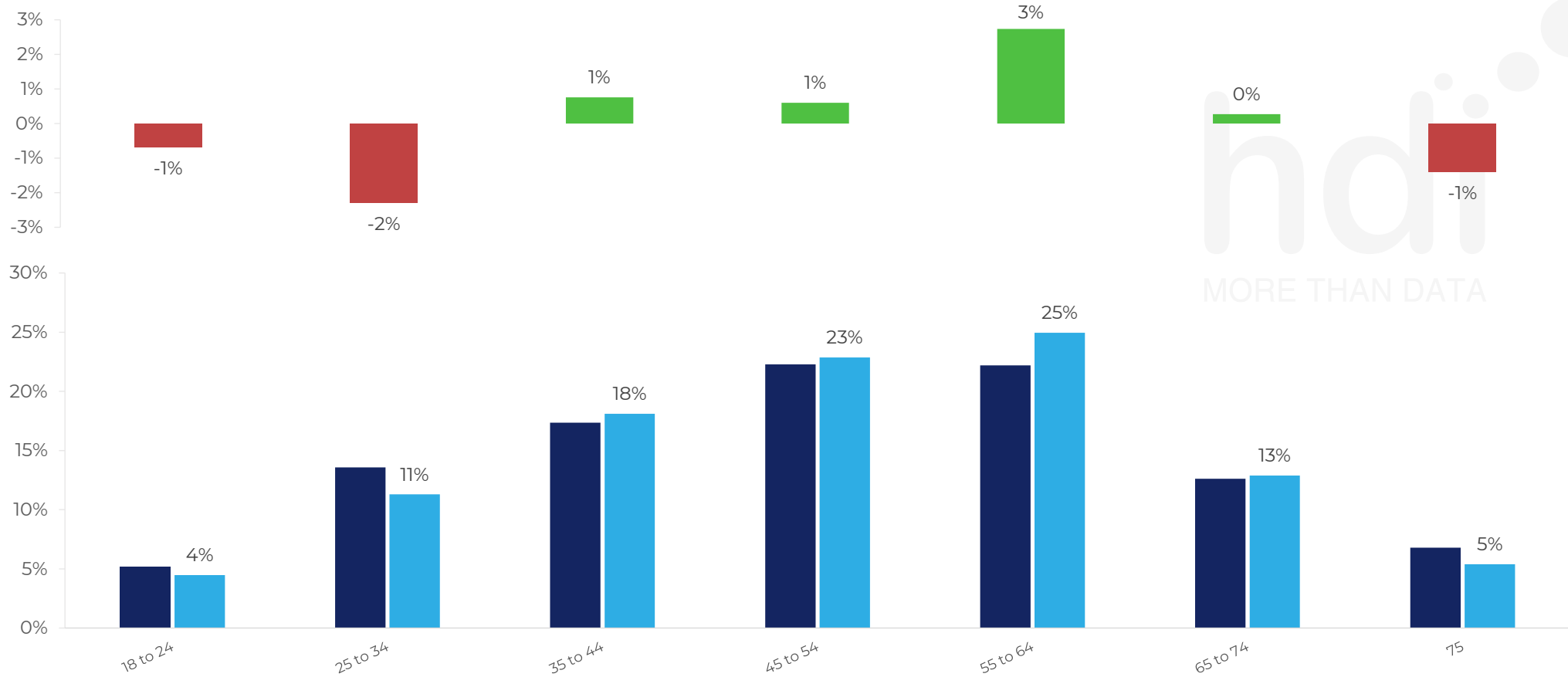
% of market share spend for Castle Tavern DL104HU and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024



Age

How does the age profile of customers who visit Castle Tavern DL104HU compare versus its competitors?

% of spend for Castle Tavern DL104HU and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Age Range



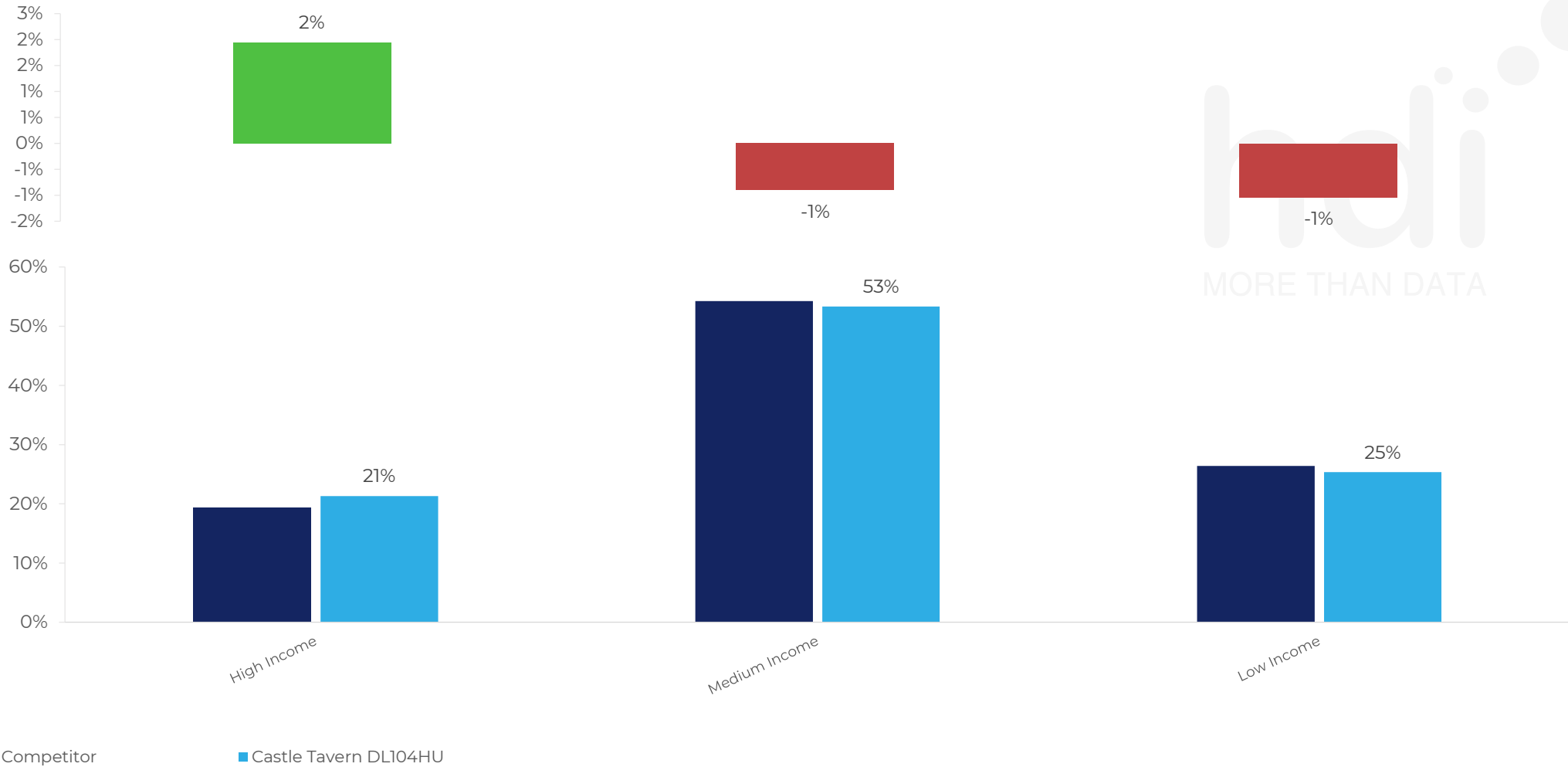
■ Competitor

■ Castle Tavern DL104HU

Affluence

How does the affluence of customers who visit Castle Tavern DL104HU compare versus its competitors?

% of spend for Castle Tavern DL104HU and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Affluence

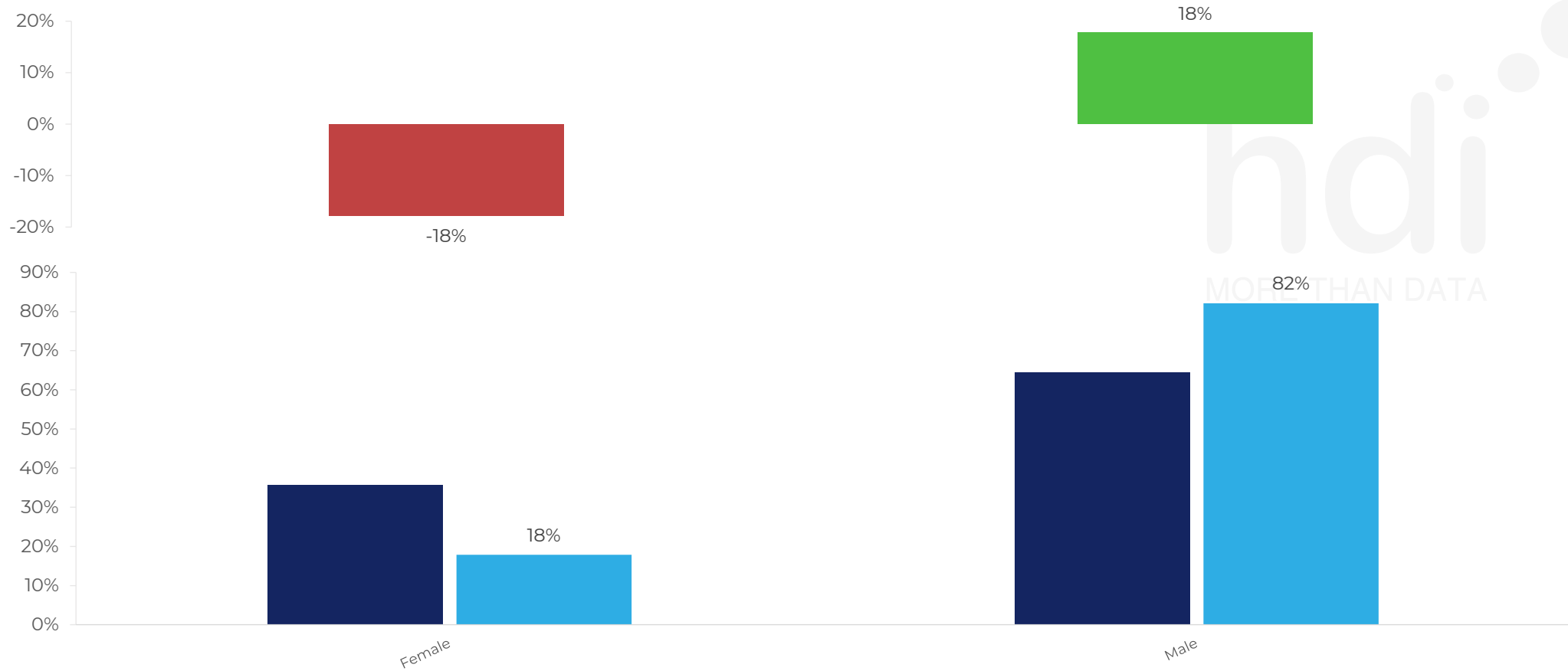




Gender

How does the gender profile of customers who visit Castle Tavern DL104HU compare versus its competitors?

% of spend for Castle Tavern DL104HU and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Gender



■ Competitor

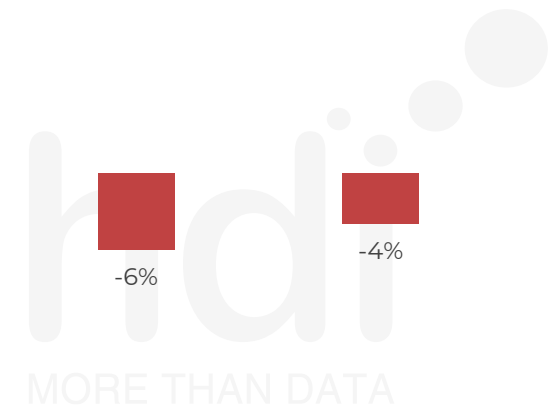
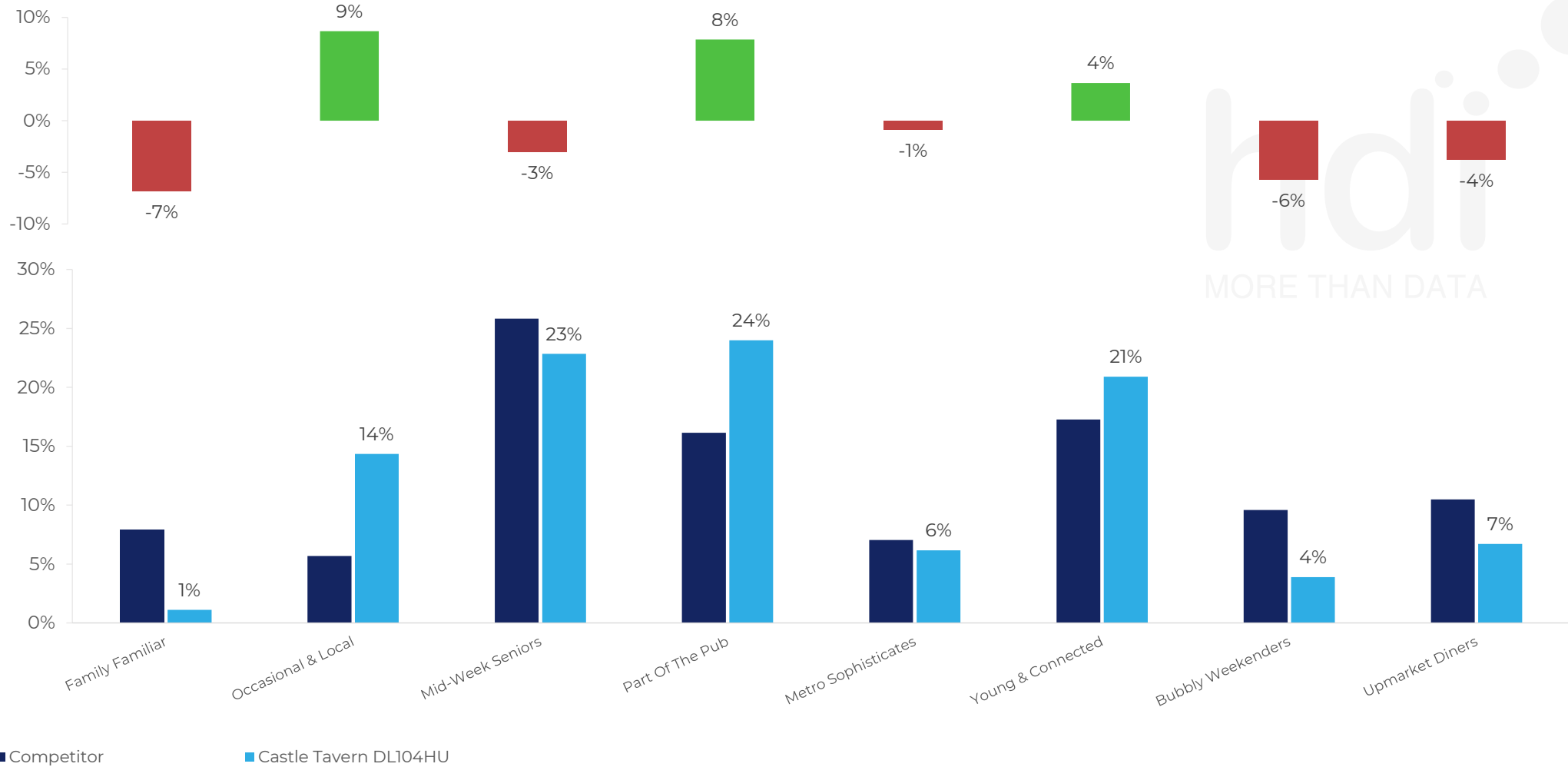
■ Castle Tavern DL104HU



Punch Segmentation

How does the Custom segmentation profile of customers who visit Castle Tavern DL104HU compare versus its competitors?

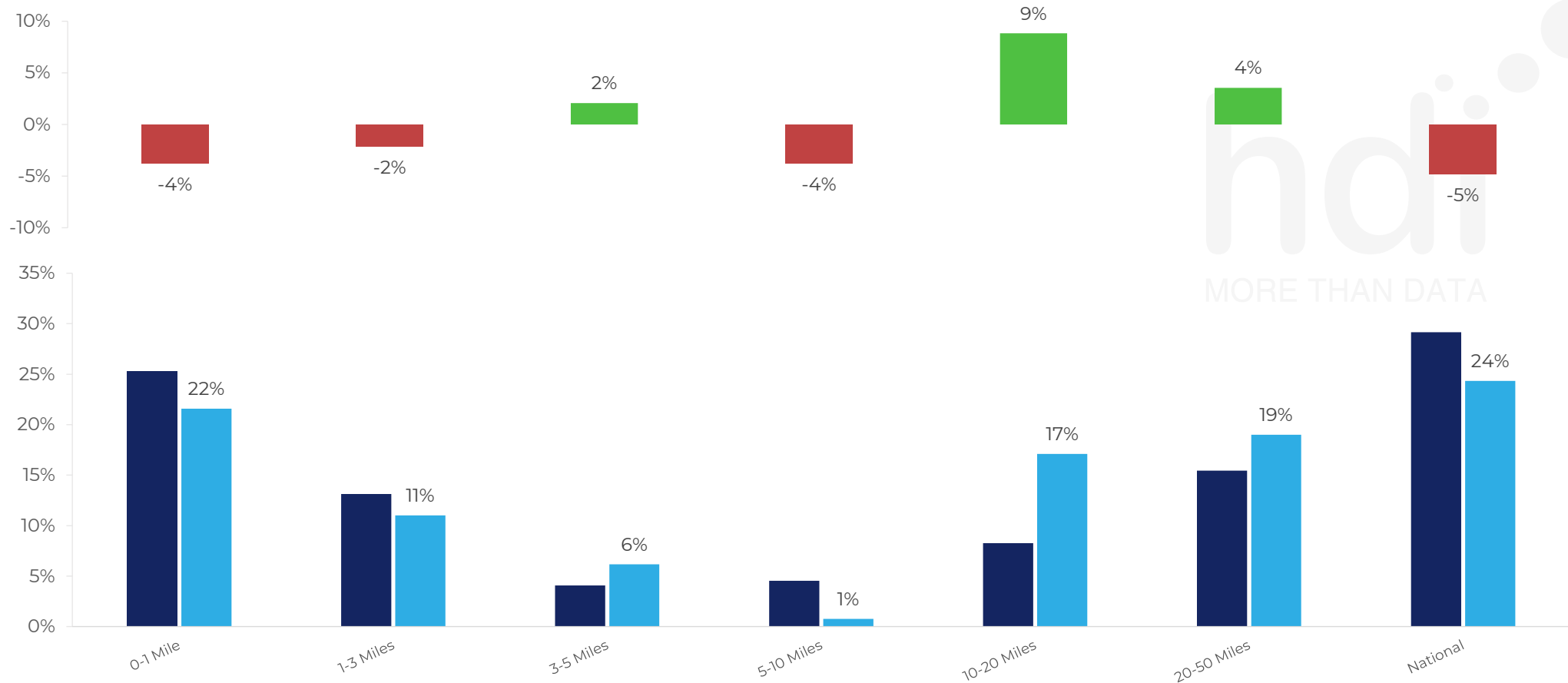
% of spend for Castle Tavern DL104HU and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Segment



Spend by Distance

How does the spend profile of Castle Tavern DL104HU compare versus its competitors based on travel distances?

% of spend for Castle Tavern DL104HU and 92 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Distance travelled



■ Competitor

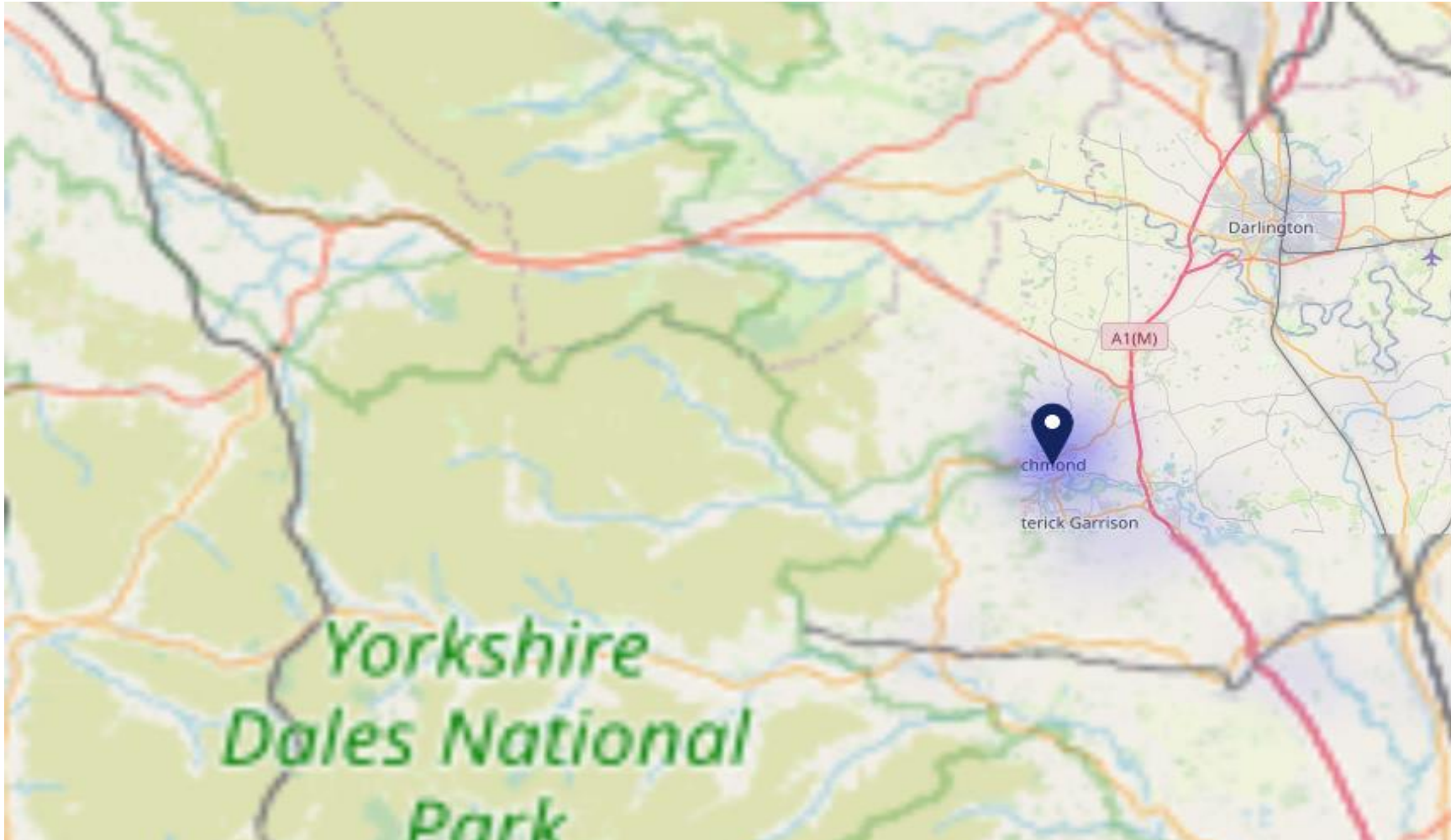
■ Castle Tavern DL104HU



### Map of Guest Origin

Where do customers of Castle Tavern DL104HU come from?

Where do customers of Castle Tavern DL104HU for 27/09/2023 - 18/09/2024 live

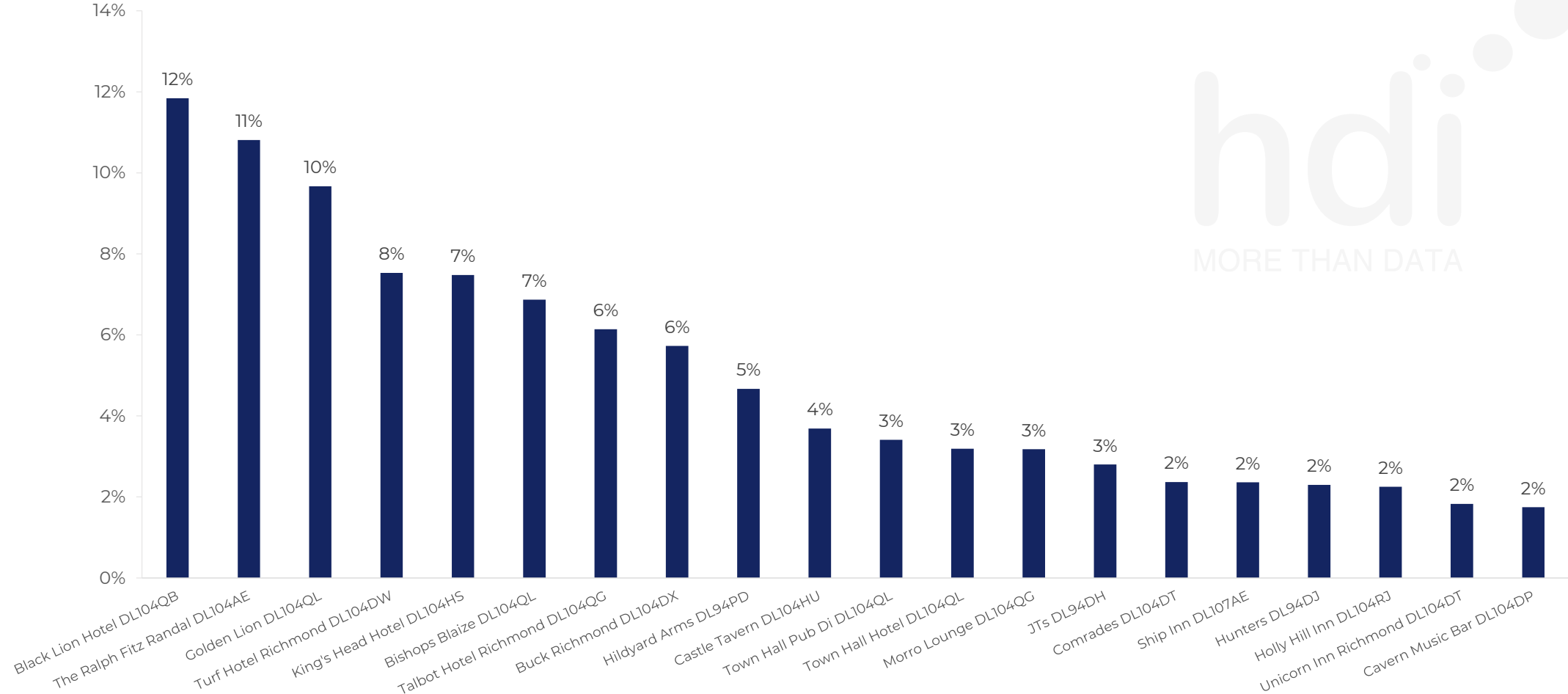




Share of Wallet

What are the Top 20 venues (by spend) that customers of Castle Tavern DL104HU also visit?

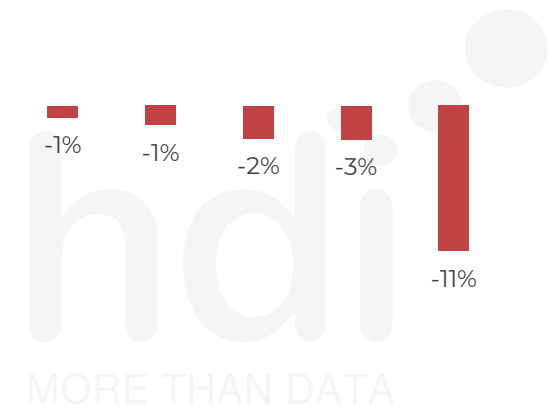
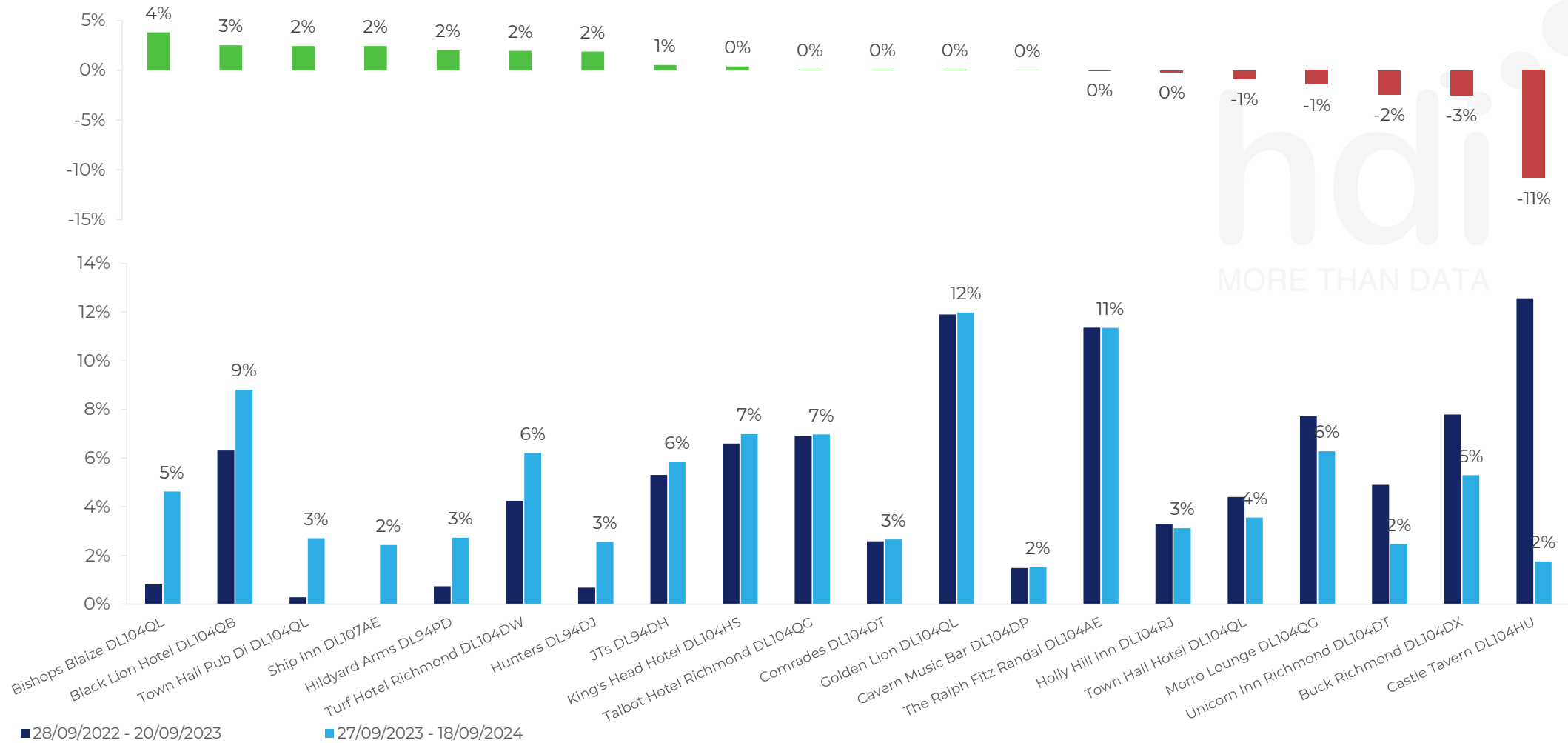
For customers of Castle Tavern DL104HU, who are the top 20 competitors from 92 Chains in 3 Miles for 27/09/2023 - 18/09/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Castle Tavern DL104HU changed between two date ranges?





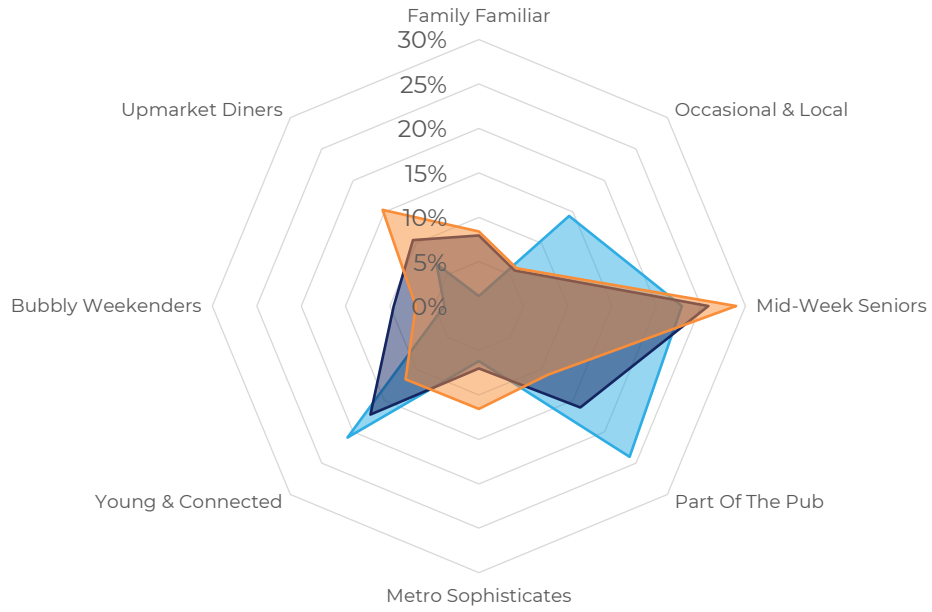
## Market Summary

How does the local area for Castle Tavern DL104HU 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	£13.48M	9	£15.42M	8	£15.88M	6	£31.29M	4
Weekpart	Mon - Thu	41.3%	6	41.4%	6	41.4%	6	44.1%	8
Weekpart	Fri - Sat	44.5%	6	44.0%	5	43.8%	6	40.6%	4
Weekpart	Sun	14.2%	5	14.6%	5	14.8%	5	15.3%	4
Age	18 to 24	4.9%	5	4.7%	4	4.8%	3	7.8%	6
Age	25 to 34	12.7%	2	12.2%	1	12.2%	1	17.6%	2
Age	35 to 44	16.9%	2	16.8%	1	16.8%	1	21.3%	3
Age	45 to 54	21.5%	7	21.1%	6	21.0%	6	19.2%	4
Age	55 to 64	22.8%	9	22.4%	9	22.4%	10	18.0%	8
Age	65 to 74	12.5%	9	13.7%	10	13.7%	10	10.3%	9
Age	75+	8.6%	10	9.2%	10	9.1%	10	5.8%	9
CAMEO	Business Elite	3.4%	3	3.6%	3	3.6%	3	2.6%	2
CAMEO	Prosperous Professionals	6.2%	6	6.2%	6	6.1%	5	4.8%	3
CAMEO	Flourishing Society	12.8%	6	12.9%	6	13.0%	6	10.9%	4
CAMEO	Content Communities	16.7%	9	16.8%	9	16.9%	9	19.3%	10
CAMEO	White Collar Neighbourhoods	10.0%	4	10.0%	4	10.0%	4	8.5%	2
CAMEO	Enterprising Mainstream	12.9%	9	12.9%	9	12.8%	9	12.3%	9
CAMEO	Paying The Mortgage	17.0%	7	16.8%	7	16.7%	7	16.4%	7
CAMEO	Cash Conscious Communities	11.4%	7	11.1%	7	11.0%	7	11.6%	8
CAMEO	On A Budget	4.6%	4	4.6%	3	4.7%	3	6.3%	5
CAMEO	Family Value	5.1%	7	5.0%	7	5.2%	7	7.3%	8
Affluence	AB	22.4%	4	22.7%	4	22.7%	4	18.3%	3
Affluence	C1C2	56.6%	9	56.6%	9	56.4%	9	56.5%	9
Affluence	DE	21.0%	6	20.7%	6	20.9%	6	25.2%	7



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
Castle Tavern	48	1.12%	14.35%	22.85%	23.99%	6.17%	20.91%	3.88%	6.70%
Local Catchment	2477	7.95%	5.69%	25.83%	16.14%	7.03%	17.26%	9.58%	10.48%
Punch T&L	102580	8.41%	6.02%	28.95%	10.93%	11.57%	11.67%	7.09%	15.32%
Castle Tavern vs Local Catchment		-6.83%	8.66%	-2.98%	7.85%	-0.86%	3.65%	-5.70%	-3.78%
Castle Tavern vs Punch T&L		-7.29%	8.33%	-6.10%	13.06%	-5.40%	9.24%	-3.21%	-8.62%
Local Catchment vs Punch T&L		-0.46%	-0.33%	-3.12%	5.21%	-4.54%	5.59%	2.49%	-4.84%

■ Castle Tavern

■ Local Catchment

■ Punch T&L