



### Site Summary



## Golden Lion TS213AU

TS213AU

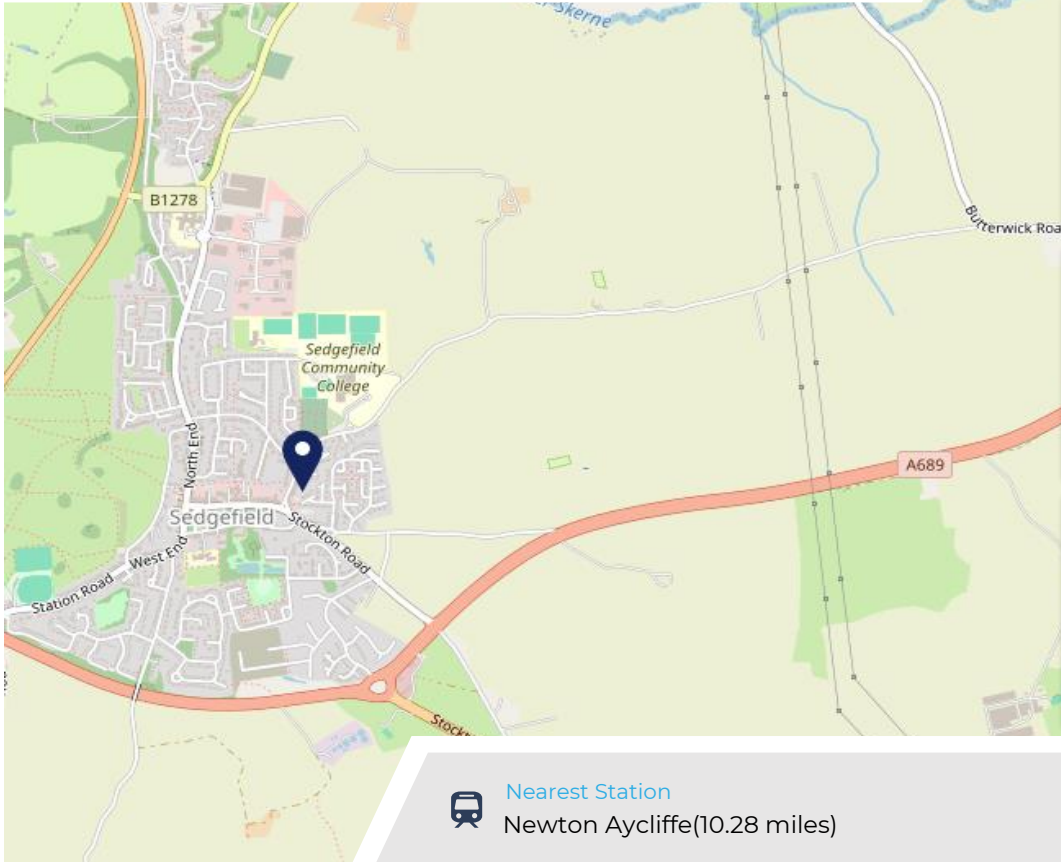
Punch T&L

**Work Area**  
Durham and Bishop Auckland

**Region**  
North East

**TV Region**  
Tyne Tees

**Urbanicity**  
Rural town and fringe



ATV  
**£10.84**



Gender  
**95.16%**  
Male



Affluence  
**80.57%**  
Middle Income



Segmentation  
**56.96%**  
White Collar Neighbourhoods



Age Group  
**43.57%**  
35 to 44



Visit Day  
**21.42%**  
Fri

### Top Competitors

**#1** The Pickled Parson of Sedgefield  
TS212AB  
 Pub Restaurant

**#2** Cross Keys  
DL179AR  
 Pub Restaurant

**#3**



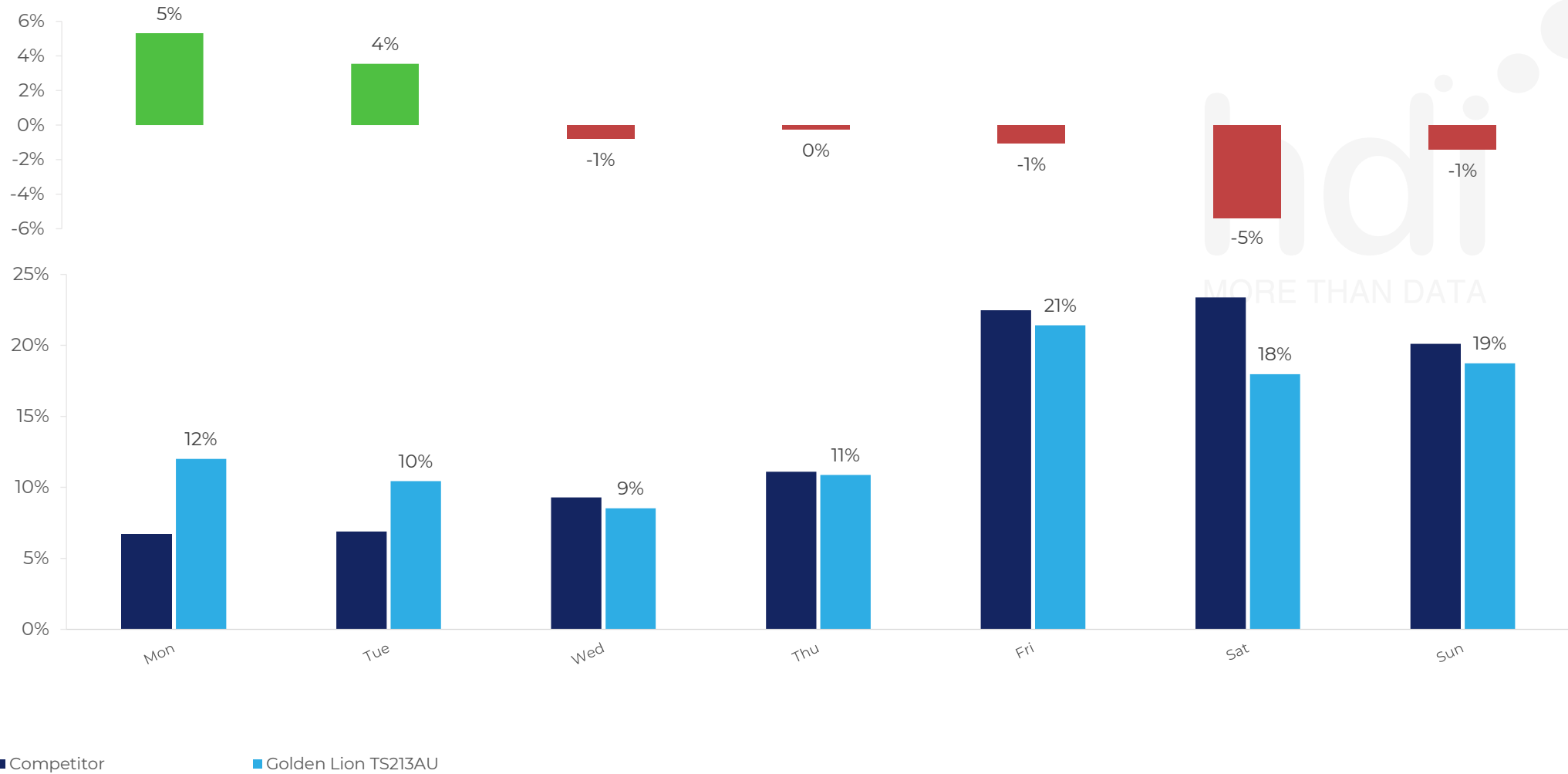
**Nearest Station**  
Newton Aycliffe(10.28 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Golden Lion TS213AU versus its competitors?

% of spend for Golden Lion TS213AU and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week

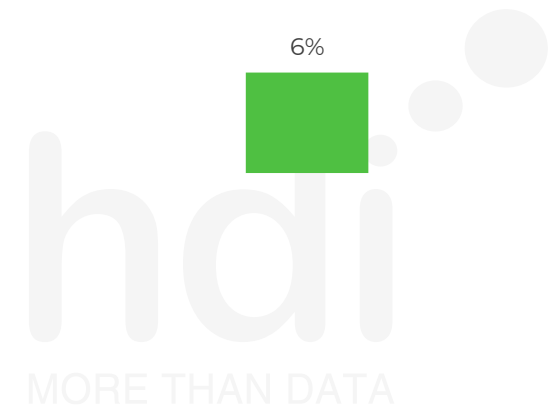
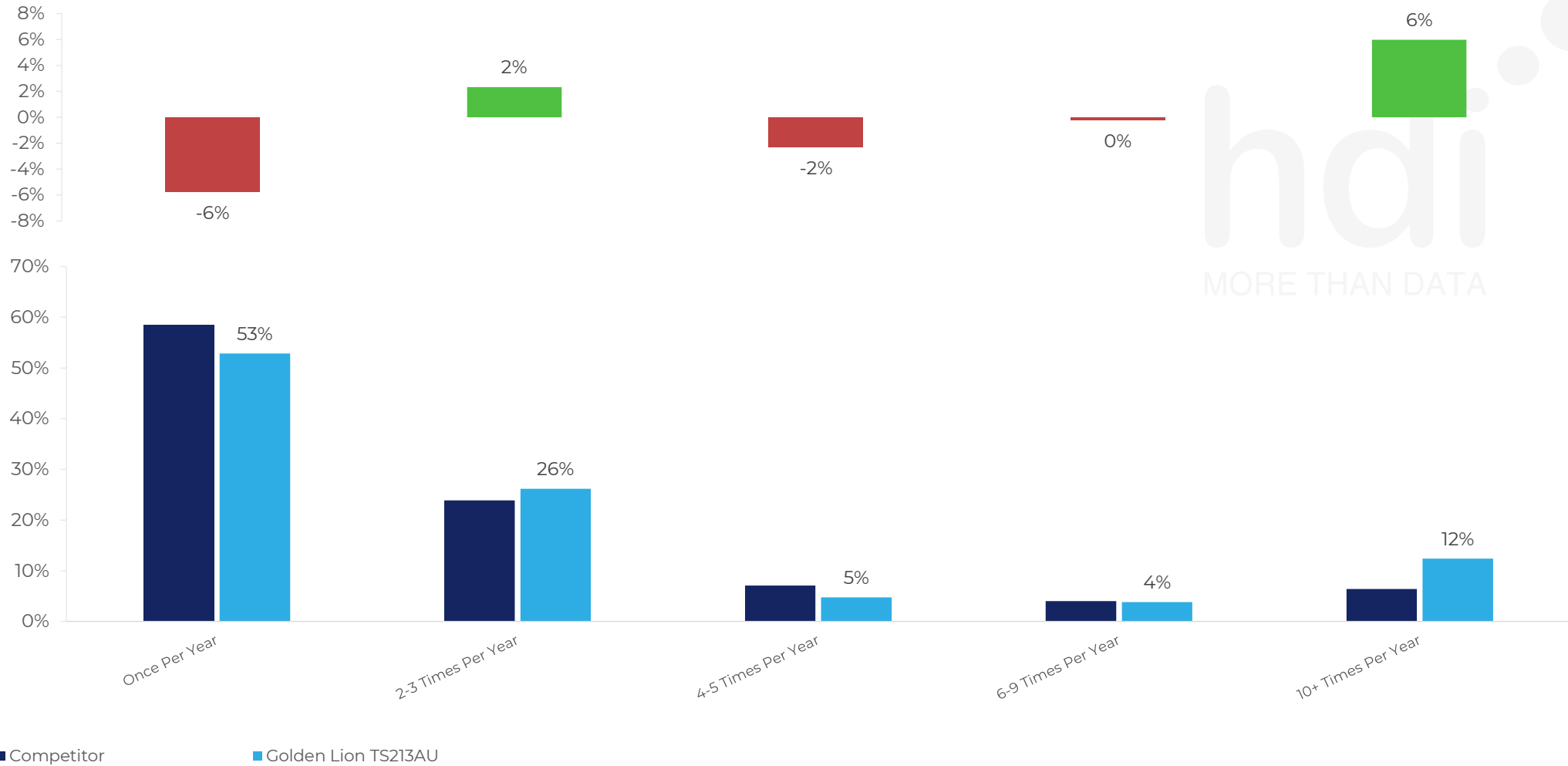




Visit Frequency

How frequently per year do customers visit Golden Lion TS213AU versus its competitors?

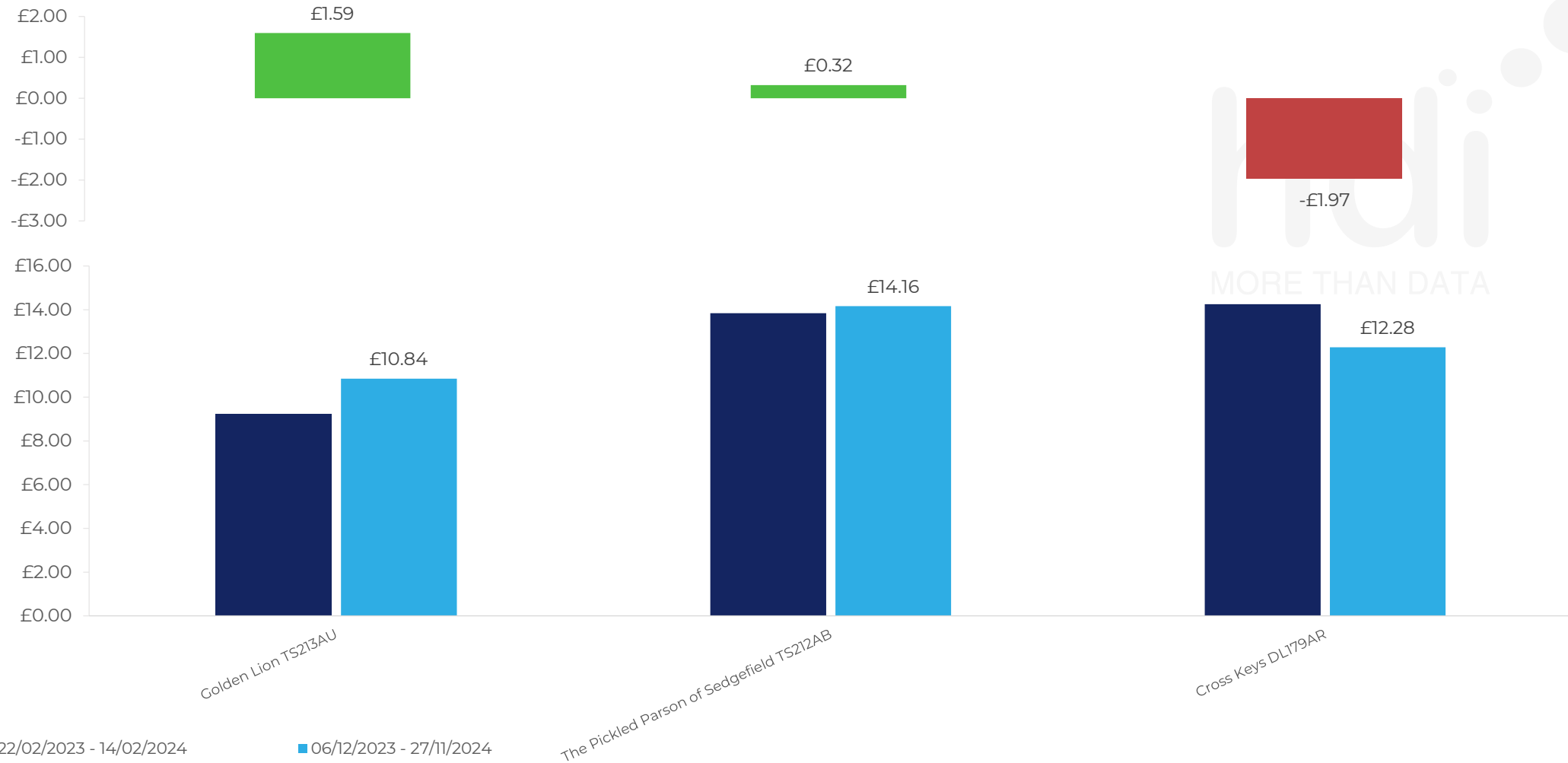
% of customer numbers for Golden Lion TS213AU and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum





## ATV Change

How has ATV changed between two date ranges?

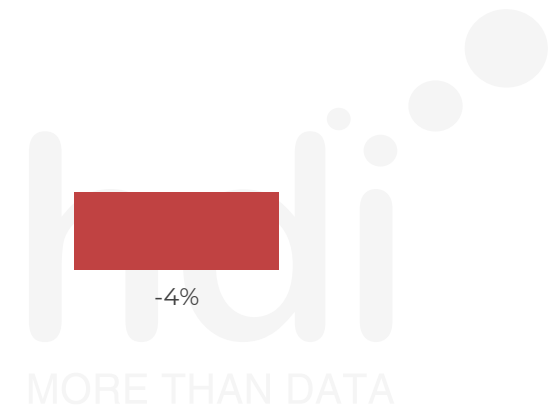
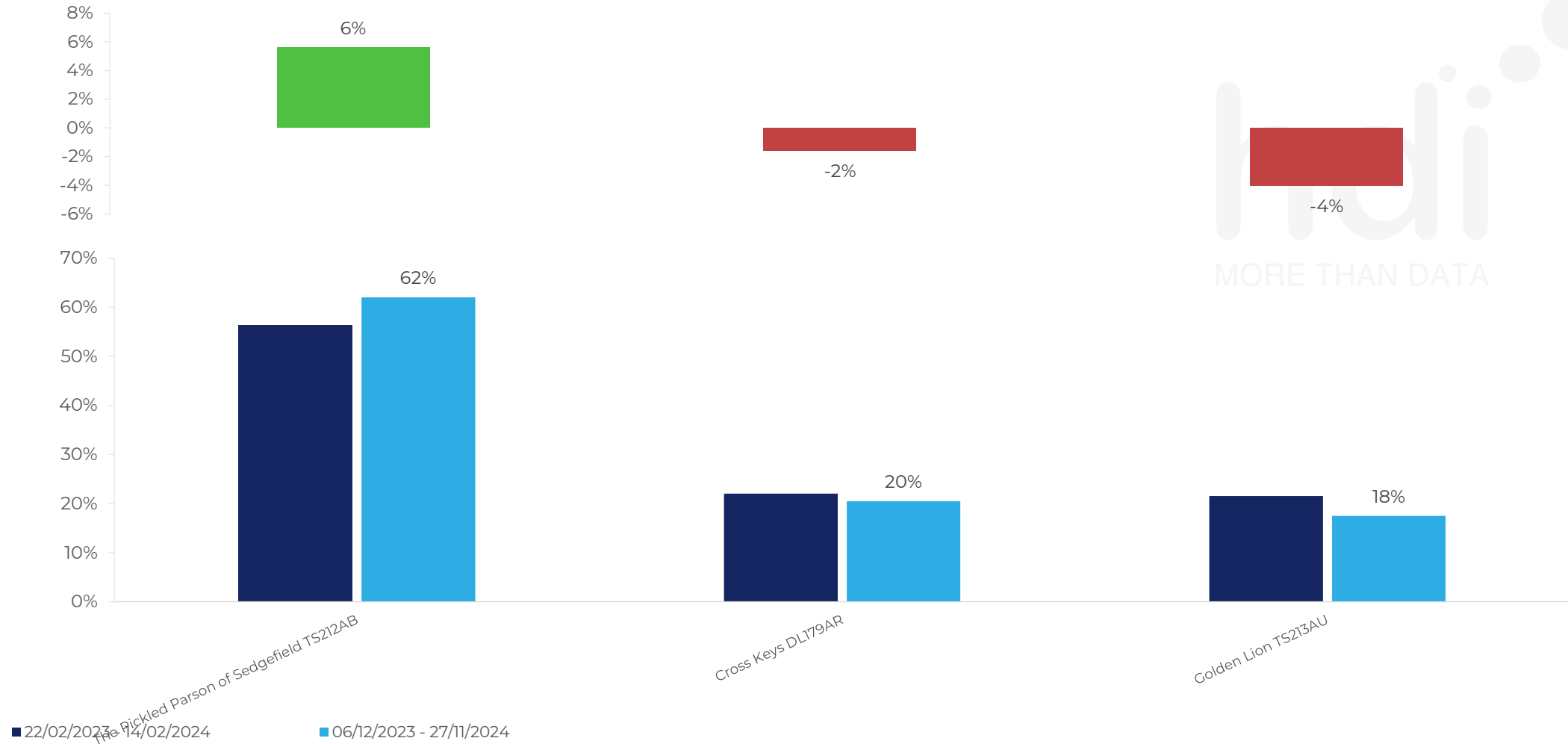




### Market Share Change

How has market share changed between two date ranges?

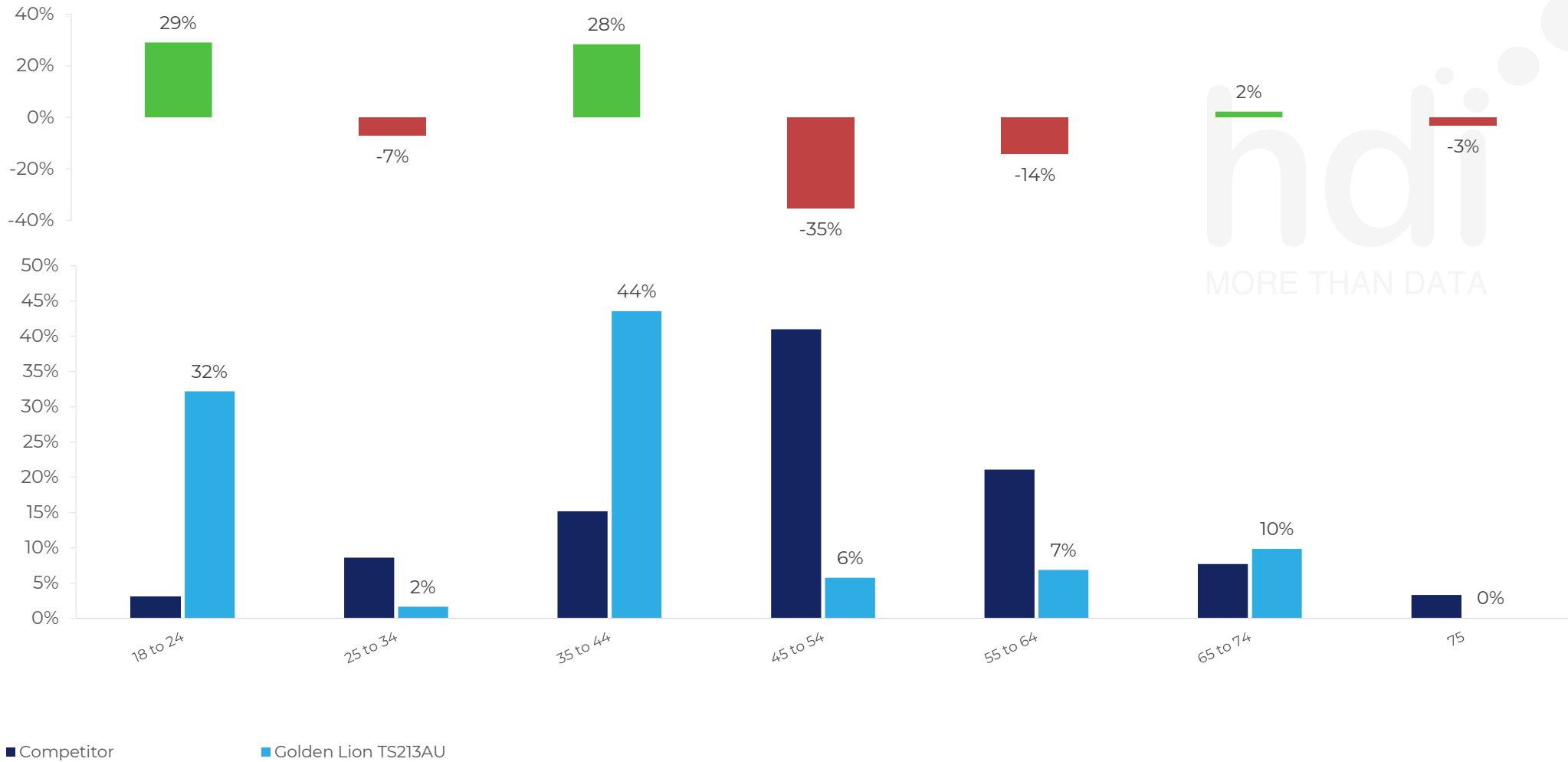
% of market share spend for Golden Lion TS213AU and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024



Age

How does the age profile of customers who visit Golden Lion TS213AU compare versus its competitors?

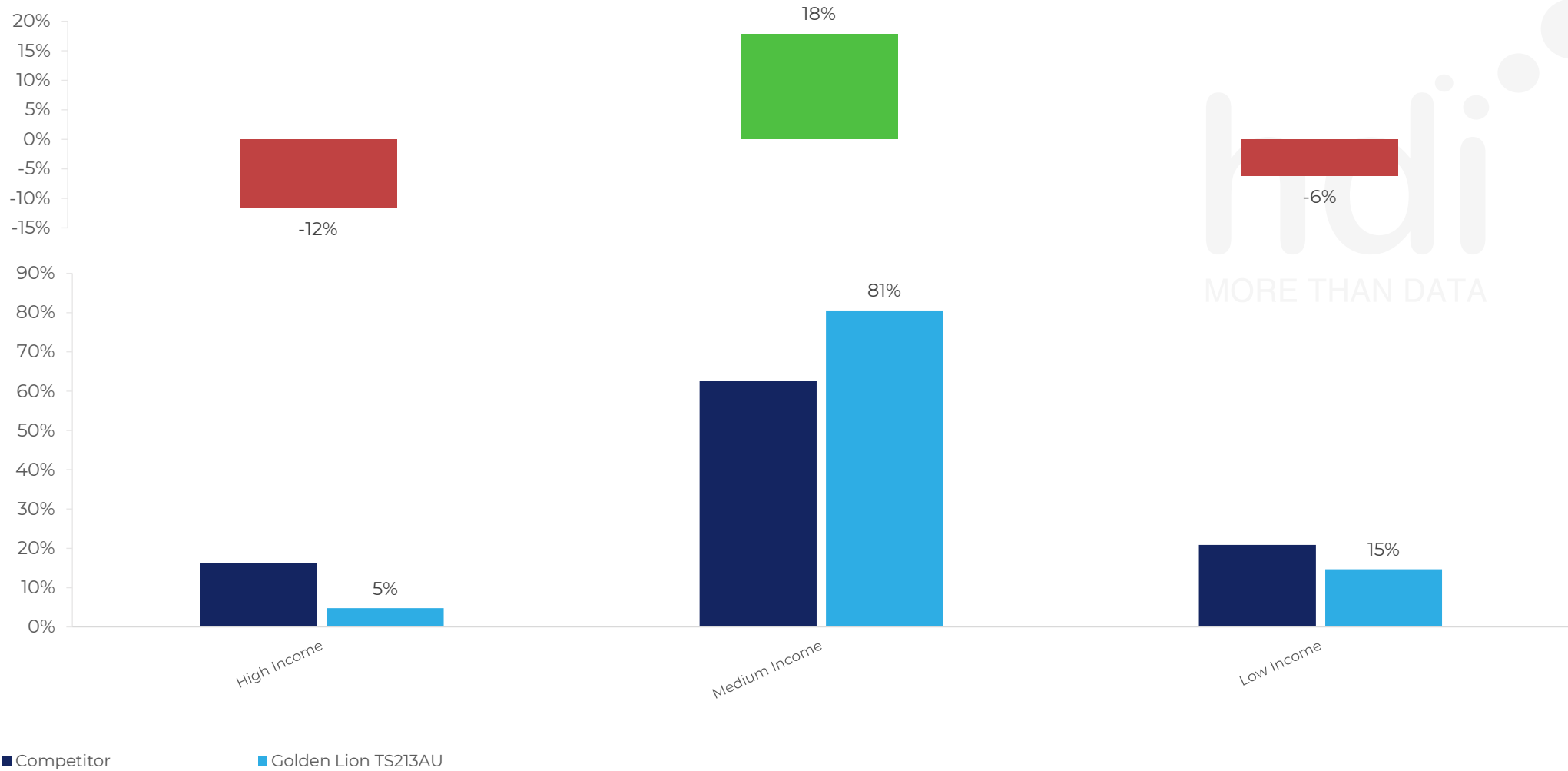
% of spend for Golden Lion TS213AU and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range



Affluence

How does the affluence of customers who visit Golden Lion TS213AU compare versus its competitors?

% of spend for Golden Lion TS213AU and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

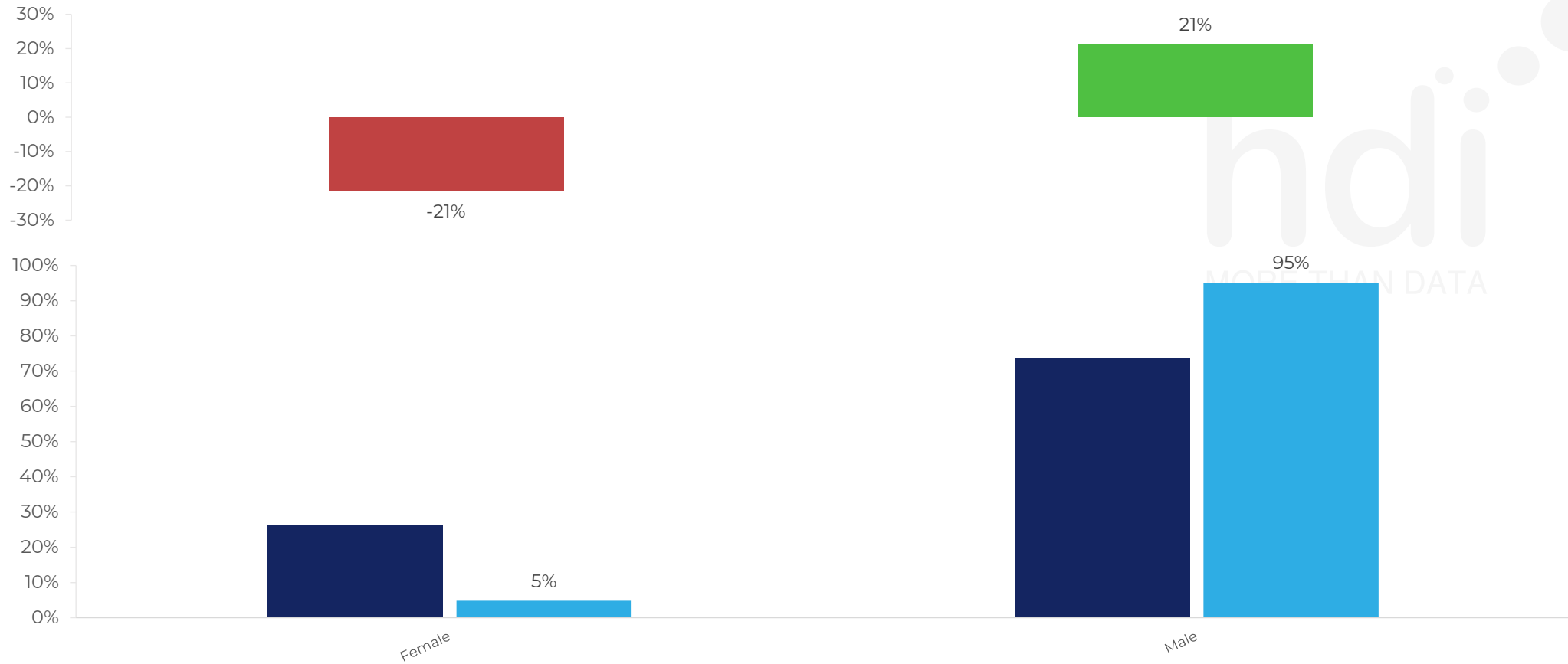




Gender

How does the gender profile of customers who visit Golden Lion TS213AU compare versus its competitors?

% of spend for Golden Lion TS213AU and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



■ Competitor

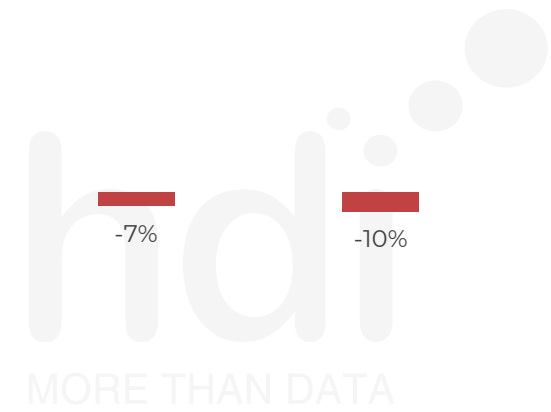
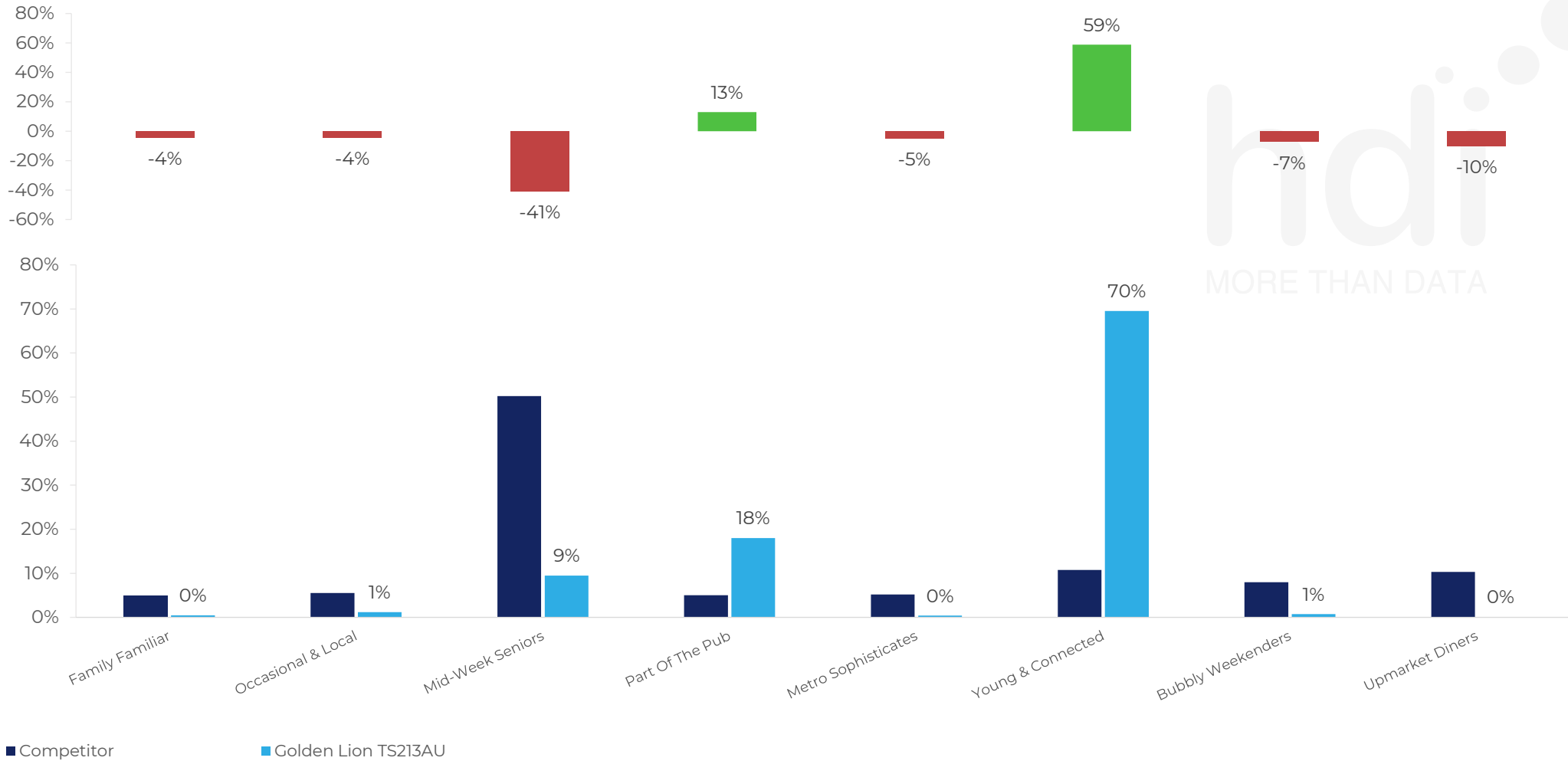
■ Golden Lion TS213AU



Punch Segmentation

How does the Custom segmentation profile of customers who visit Golden Lion TS213AU compare versus its competitors?

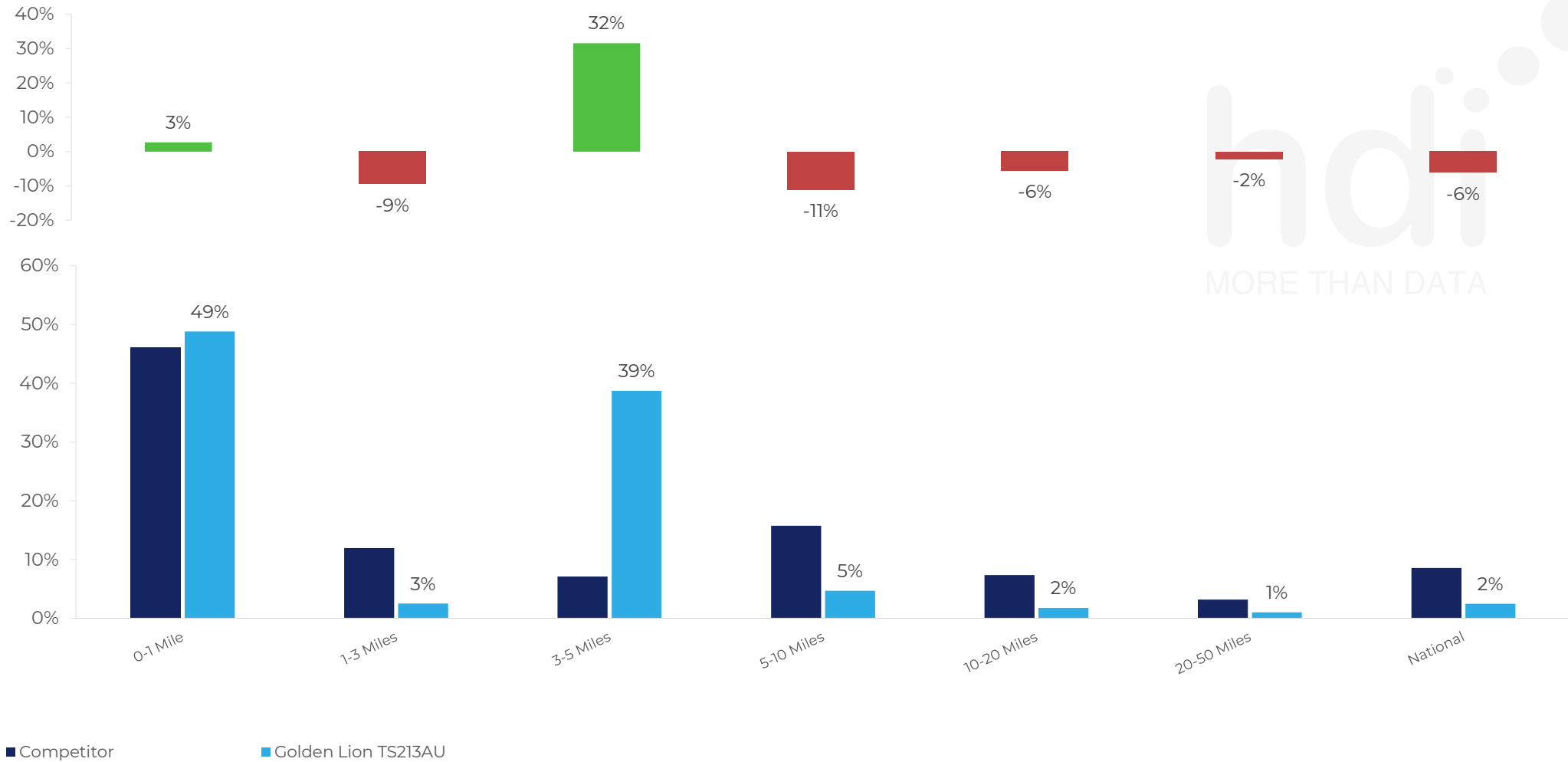
% of spend for Golden Lion TS213AU and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment



Spend by Distance

How does the spend profile of Golden Lion TS213AU compare versus its competitors based on travel distances?

% of spend for Golden Lion TS213AU and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

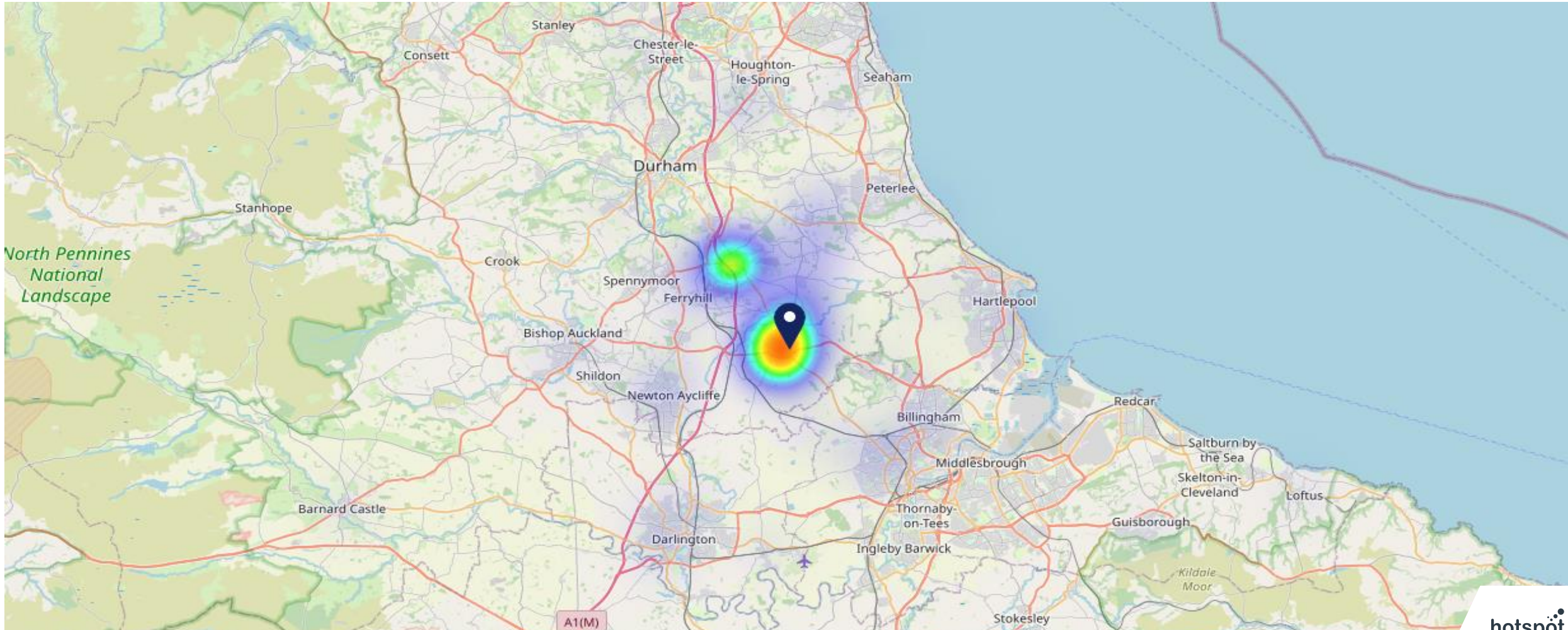




Map of Guest Origin

Where do customers of Golden Lion TS213AU come from?

Where do customers of Golden Lion TS213AU for 06/12/2023 - 27/11/2024 live

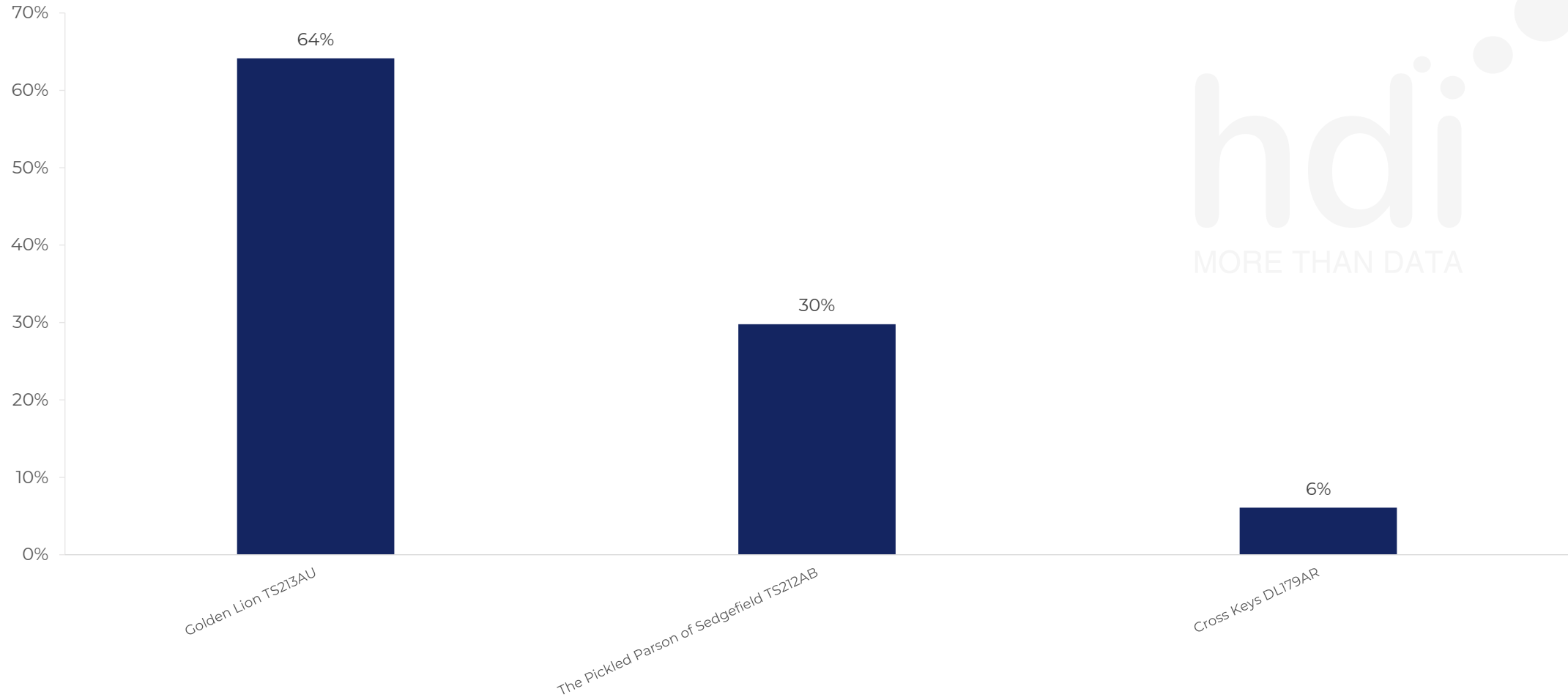




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Golden Lion TS213AU also visit?

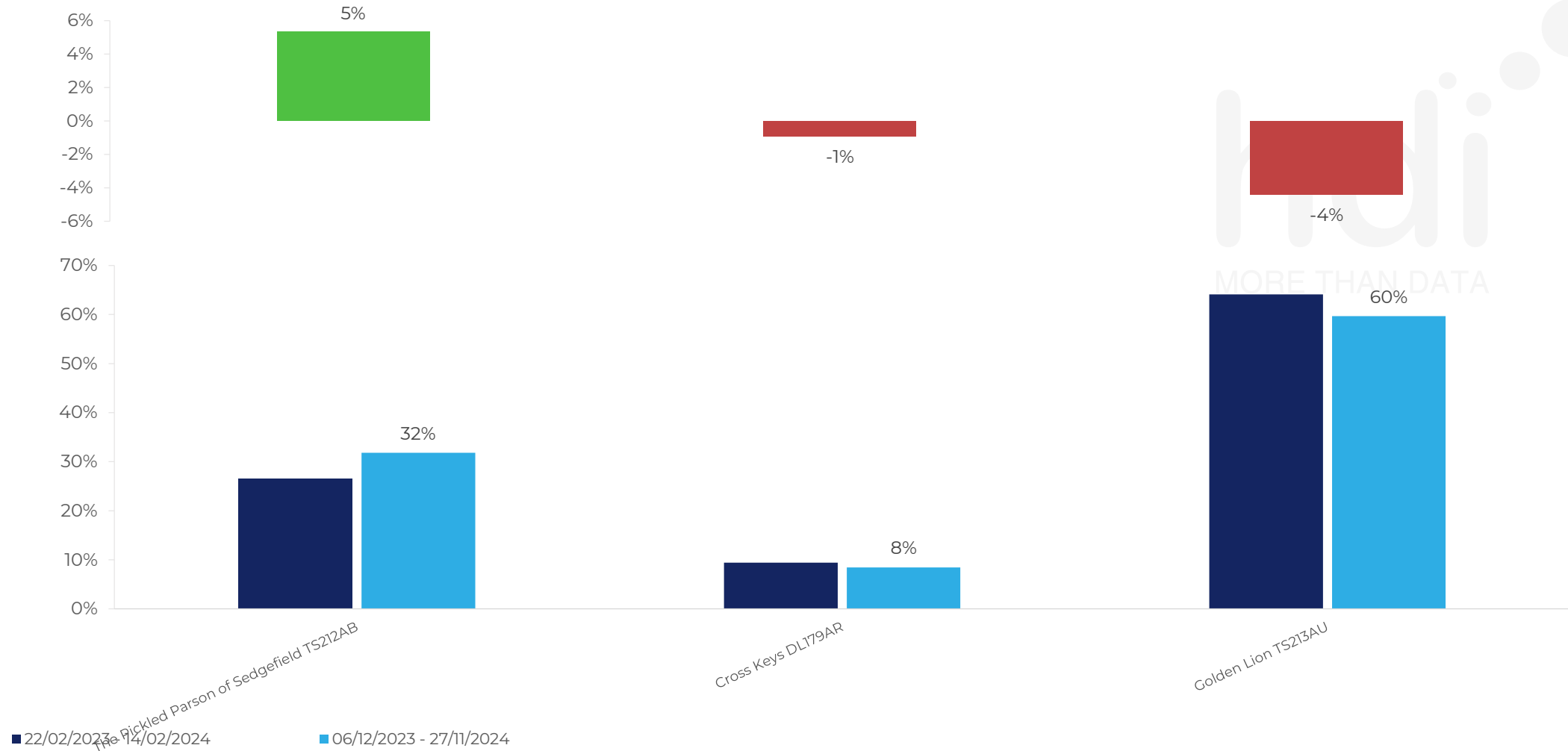
For customers of Golden Lion TS213AU, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Golden Lion TS213AU changed between two date ranges?





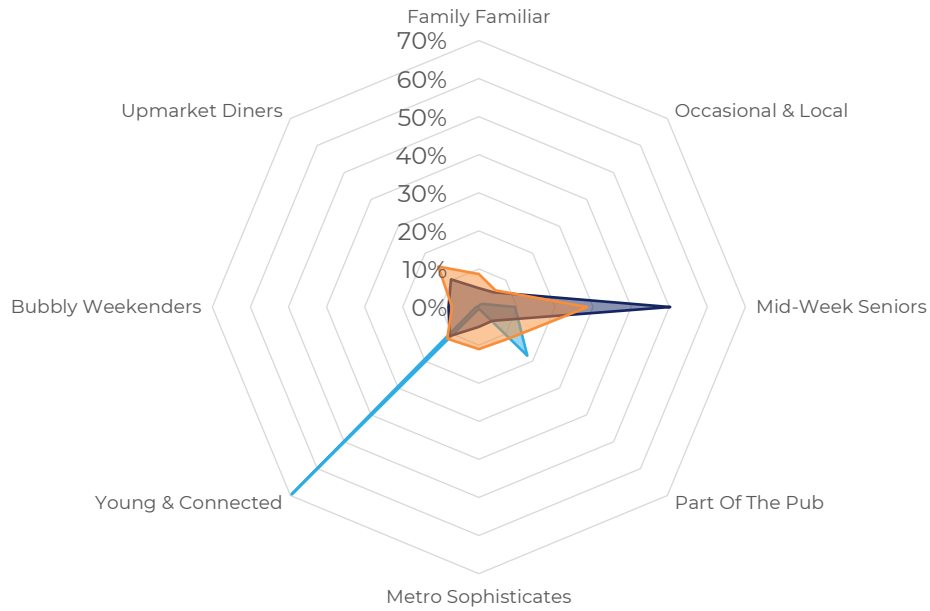
## Market Summary

How does the local area for Golden Lion TS213AU 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	£1.43M	5	£3.89M	5	£4.35M	3	£5.33M	1
Weekpart	Mon - Thu	46.6%	8	40.3%	5	40.3%	5	40.3%	4
Weekpart	Fri - Sat	35.6%	2	42.4%	5	42.9%	5	43.6%	7
Weekpart	Sun	17.7%	8	17.3%	8	16.8%	8	16.2%	7
Age	18 to 24	7.2%	7	5.1%	5	5.3%	4	5.4%	4
Age	25 to 34	6.8%	1	7.3%	1	8.5%	1	10.1%	1
Age	35 to 44	13.2%	1	16.2%	1	16.4%	1	16.5%	1
Age	45 to 54	17.9%	3	25.5%	10	25.4%	10	24.8%	10
Age	55 to 64	22.1%	9	22.7%	9	22.7%	10	22.3%	10
Age	65 to 74	19.1%	10	13.9%	10	13.2%	10	13.0%	10
Age	75+	13.7%	10	9.3%	10	8.5%	10	8.0%	10
CAMEO	Business Elite	8.0%	6	5.1%	4	5.7%	5	5.1%	4
CAMEO	Prosperous Professionals	8.1%	8	5.6%	5	5.3%	4	5.2%	4
CAMEO	Flourishing Society	11.7%	5	13.5%	6	13.5%	6	12.3%	5
CAMEO	Content Communities	12.1%	5	14.3%	7	13.7%	7	13.8%	7
CAMEO	White Collar Neighbourhoods	17.6%	10	19.4%	10	18.6%	10	16.9%	10
CAMEO	Enterprising Mainstream	7.1%	5	6.4%	4	6.7%	4	7.2%	4
CAMEO	Paying The Mortgage	13.1%	5	12.5%	4	12.9%	4	13.4%	5
CAMEO	Cash Conscious Communities	9.0%	6	10.8%	7	10.7%	7	10.8%	7
CAMEO	On A Budget	5.0%	4	4.1%	3	4.0%	2	4.5%	2
CAMEO	Family Value	8.4%	9	8.5%	9	8.8%	9	10.5%	9
Affluence	AB	27.8%	6	24.1%	5	24.6%	5	22.7%	4
Affluence	C1C2	49.8%	6	52.5%	7	51.9%	7	51.4%	7
Affluence	DE	22.4%	6	23.4%	7	23.5%	7	25.9%	8



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
Golden Lion	44	0.48%	1.20%	9.48%	17.99%	0.42%	69.54%	0.75%	0.09%
Local Catchment	252	4.94%	5.52%	50.24%	5.03%	5.18%	10.77%	7.97%	10.31%
Punch T&L	104709	8.67%	6.24%	28.58%	11.49%	11.03%	11.79%	7.10%	15.06%
Golden Lion vs Local Catchment		-4.46%	-4.32%	-40.76%	12.96%	-4.76%	58.77%	-7.22%	-10.22%
Golden Lion vs Punch T&L		-8.19%	-5.04%	-19.10%	6.50%	-10.61%	57.75%	-6.35%	-14.97%
Local Catchment vs Punch T&L		-3.73%	-0.72%	21.66%	-6.46%	-5.85%	-1.02%	0.87%	-4.75%

■ Golden Lion

■ Local Catchment

■ Punch T&L