Site Intel | Engine Inn TR208NF

hdi

3 Miles | 97 Chains | 01/03/2023 - 21/02/2024

Site Summary

Engine Inn TR208NF

TR208NF

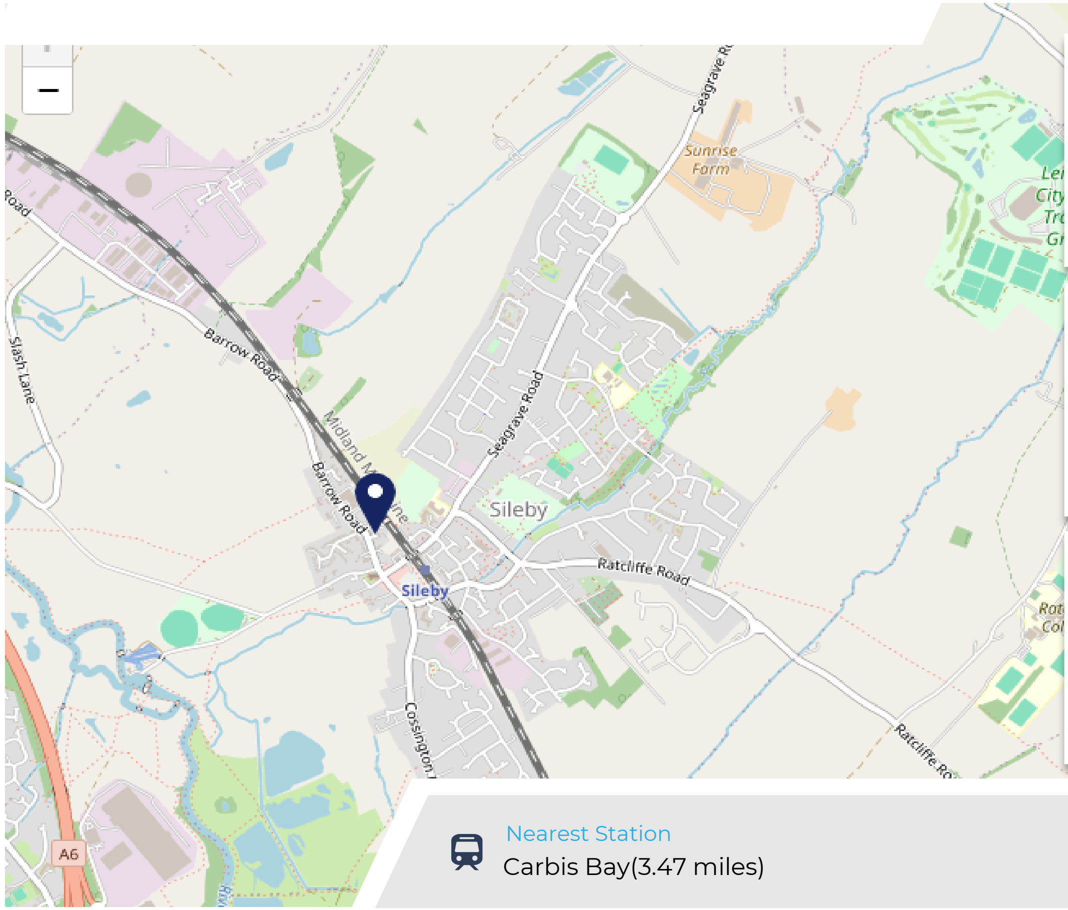
Punch T&L

Work Area
Penzance

Region
South West

TV Region
HarWest

Urbanicity
Rural hamlet and isolated d



ATV
£13.12

Gender
67.16%
Male

Affluence
58.02%
Middle Income

Segmentation
32.42%
White Collar Neighbourhoods

Age Group
26.81%
55 to 64

Visit Day
24.32%
Fri

Top Competitors

#1 Sloop Inn St. Ives
TR261LP
Stonegate PP

#2 Castle Inn
TR261AB
Trust Inns

#3 Three Ferrets
TR262LR
Pub / Bar

Nearest Station
Carbis Bay(3.47 miles)

hotspot

416 Site Customers | 48 Competitors | 49489 Competitor Customers

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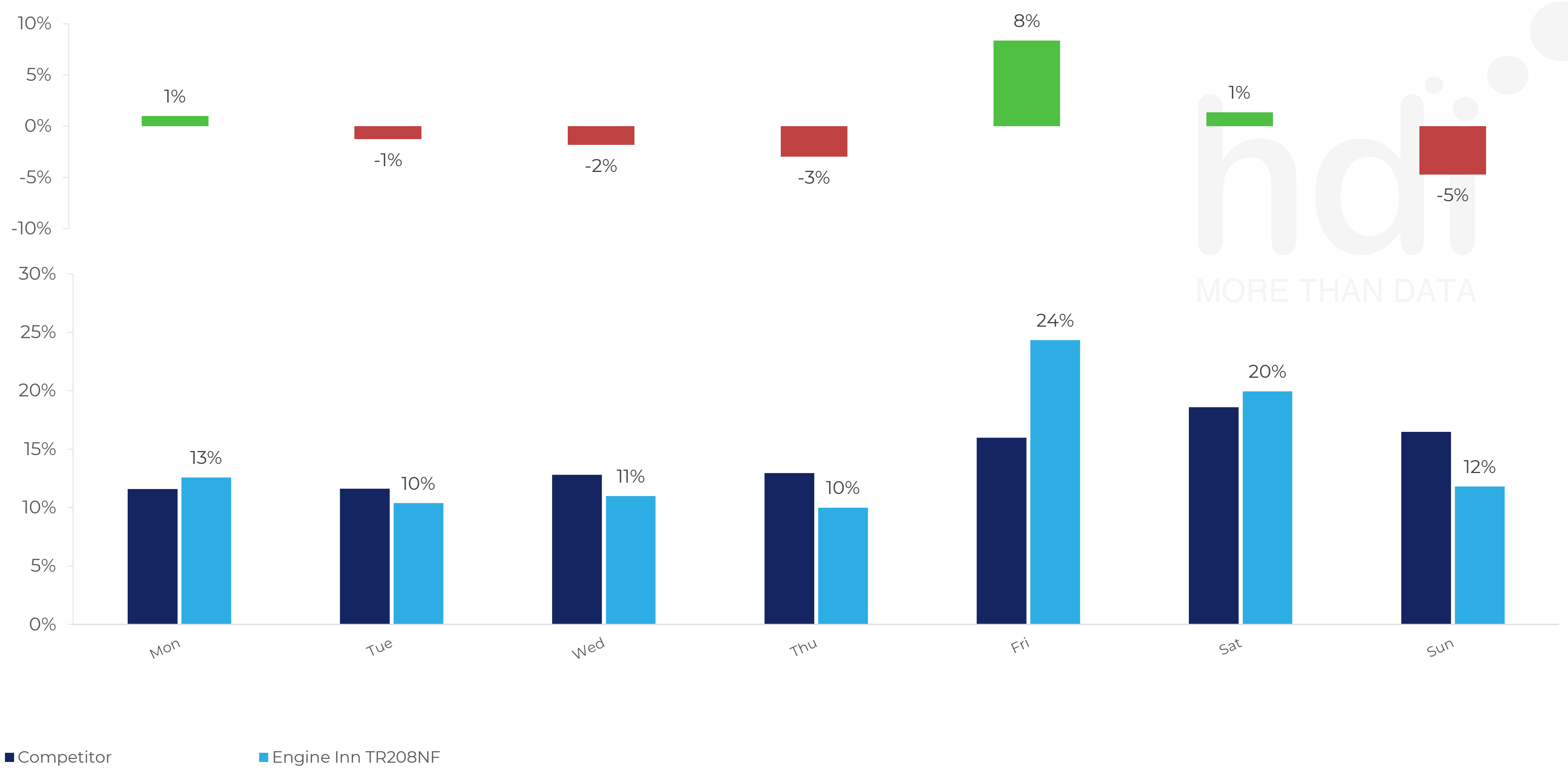
Spend by Weekpart

How is customer spend distributed throughout the week for Engine Inn TR208NF versus its competitors?

% of spend for Engine Inn TR208NF and 97 Chains in 3 Miles from 01/03/2023 - 21/02/2024 split by Day of Week

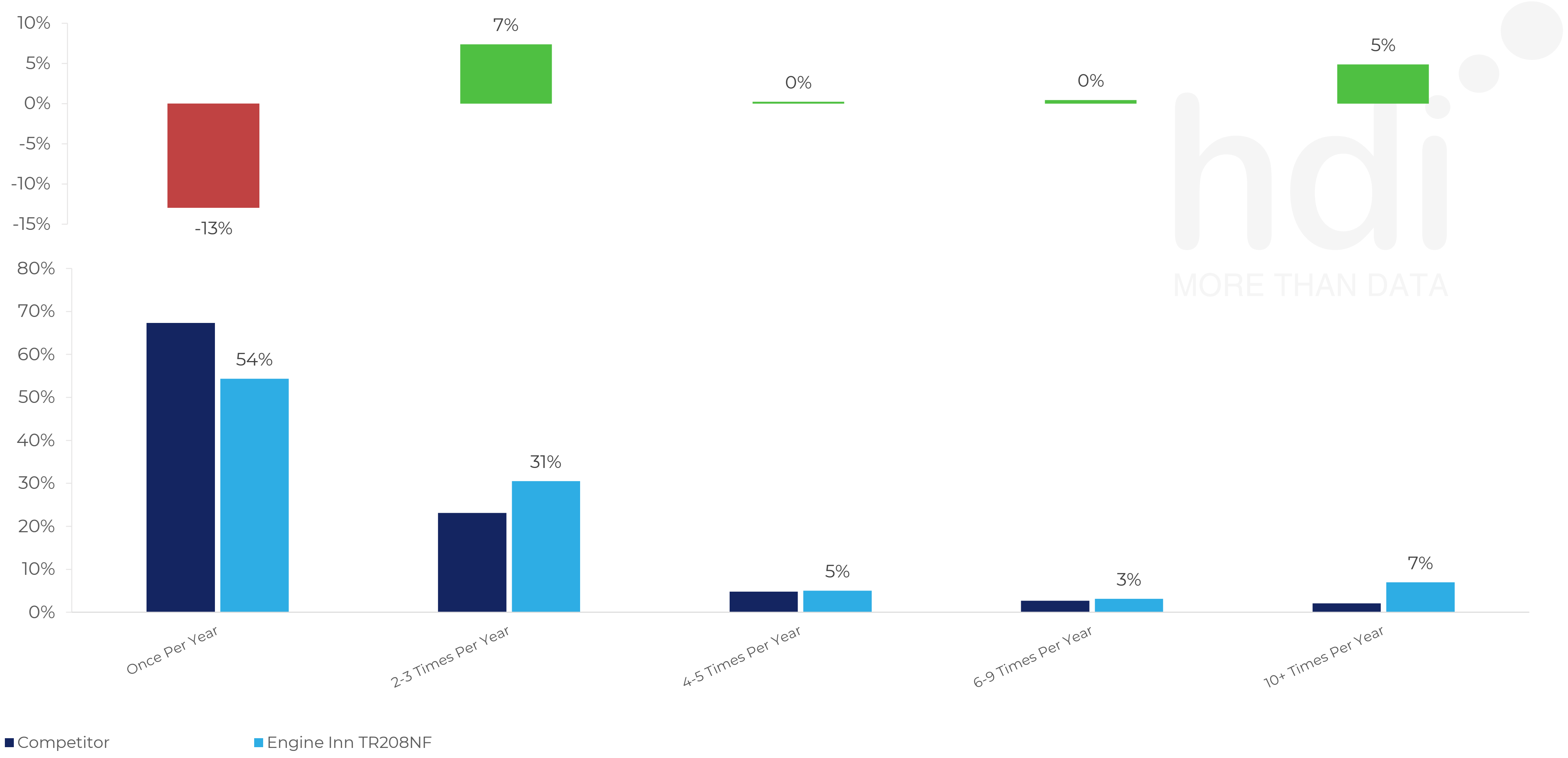


416 Site Customers | 48 Competitors | 49489 Competitor Customers

Visit Frequency

How frequently per year do customers visit Engine Inn TR208NF versus its competitors?

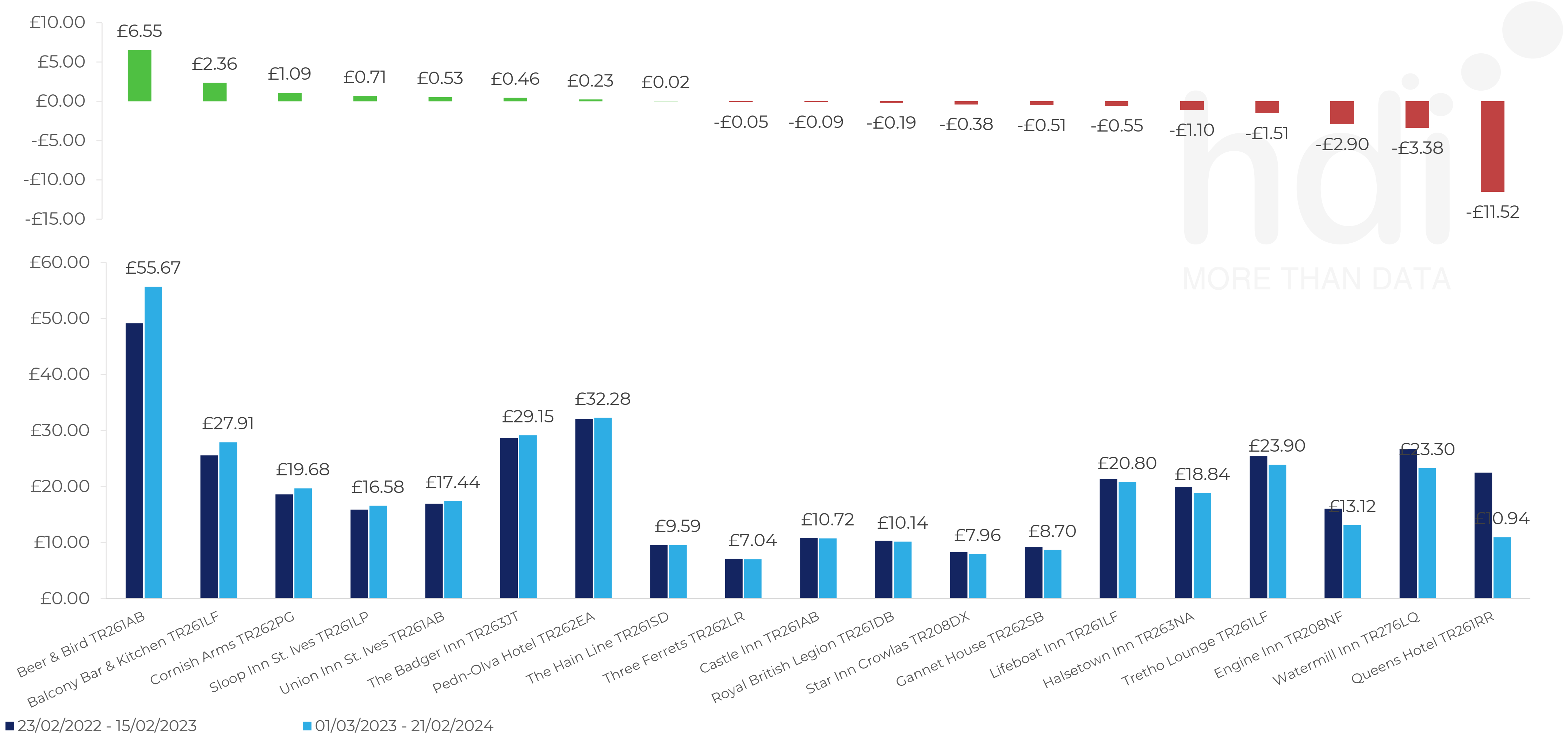
% of customer numbers for Engine Inn TR208NF and 97 Chains in 3 Miles from 01/03/2023 - 21/02/2024 and the number of visits made Per Annum



416 Site Customers | 48 Competitors | 49489 Competitor Customers

ATV Change

How has ATV changed between two date ranges?

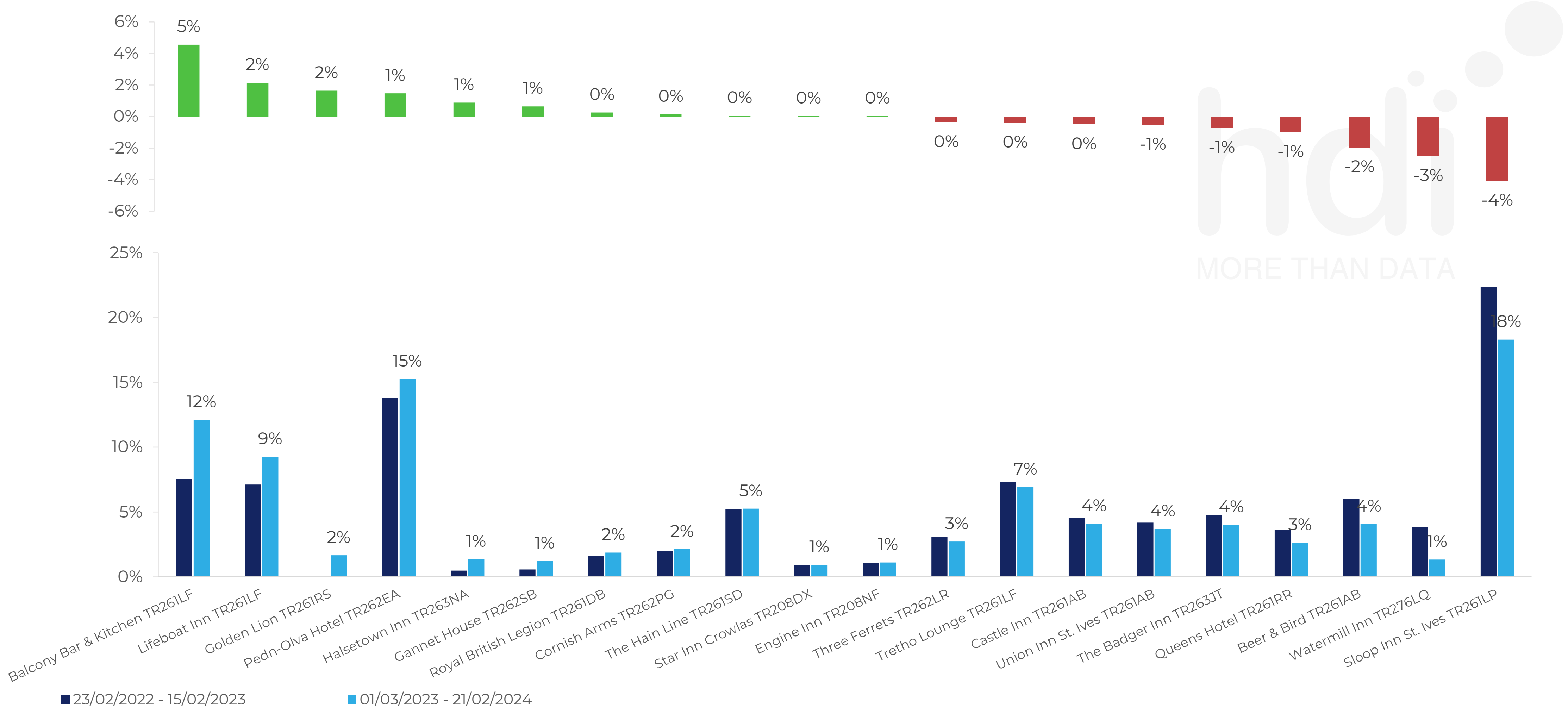


hotspot

Market Share Change

How has market share changed between two date ranges?

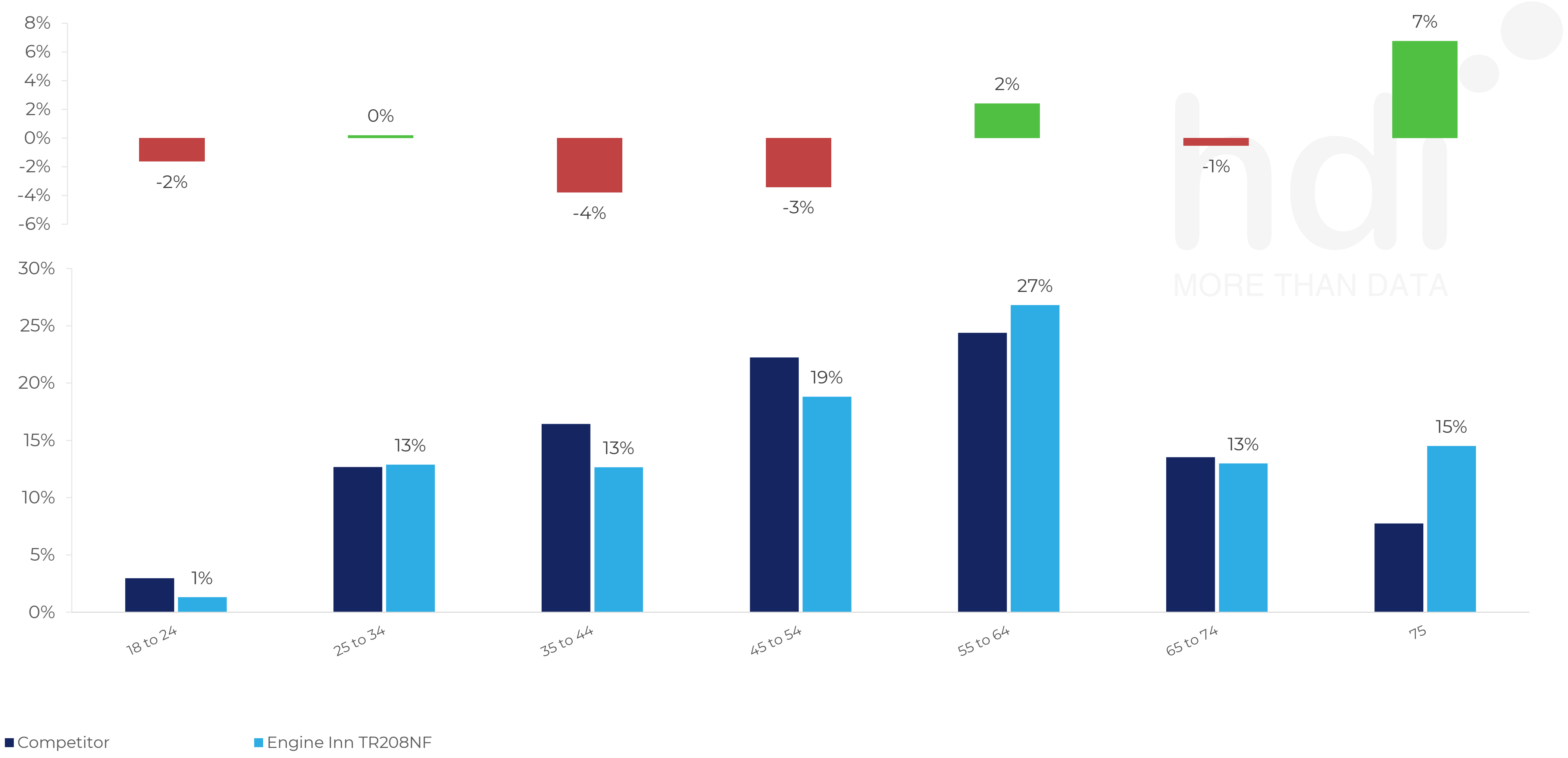
% of market share spend for Engine Inn TR208NF and 97 Chains in 3 Miles from 01/03/2023 - 21/02/2024



Age

How does the age profile of customers who visit Engine Inn TR208NF compare versus its competitors?

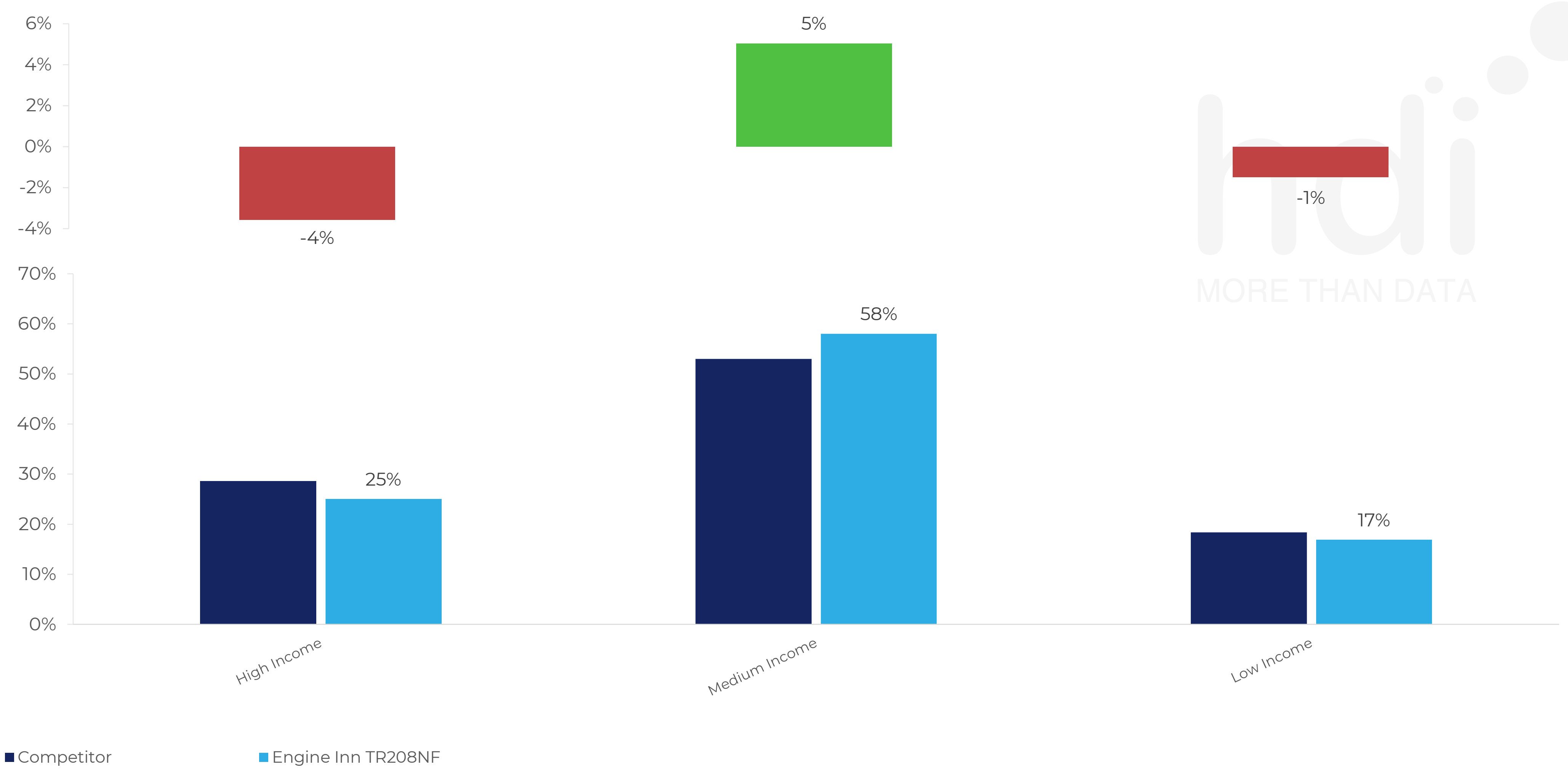
% of spend for Engine Inn TR208NF and 97 Chains in 3 Miles from 01/03/2023 - 21/02/2024 split by Age Range



Affluence

How does the affluence of customers who visit Engine Inn TR208NF compare versus its competitors?

% of spend for Engine Inn TR208NF and 97 Chains in 3 Miles from 01/03/2023 - 21/02/2024 split by Affluence

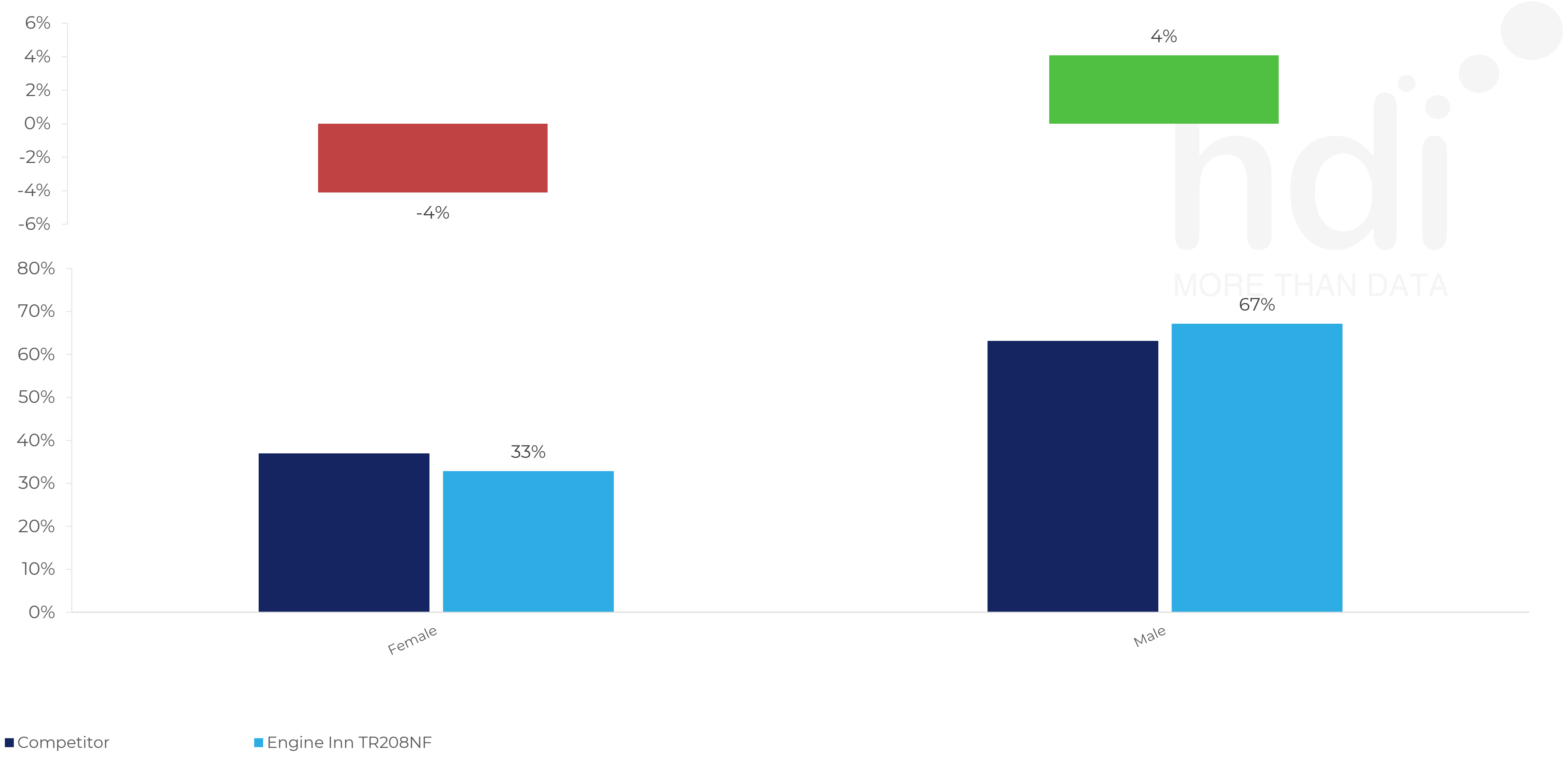


222 Site Customers | 48 Competitors | 25415 Competitor Customers

Gender

How does the gender profile of customers who visit Engine Inn TR208NF compare versus its competitors?

% of spend for Engine Inn TR208NF and 97 Chains in 3 Miles from 01/03/2023 - 21/02/2024 split by Gender



SEGMENT SNAPSHOTS

hdi
MORE THAN DATA

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.

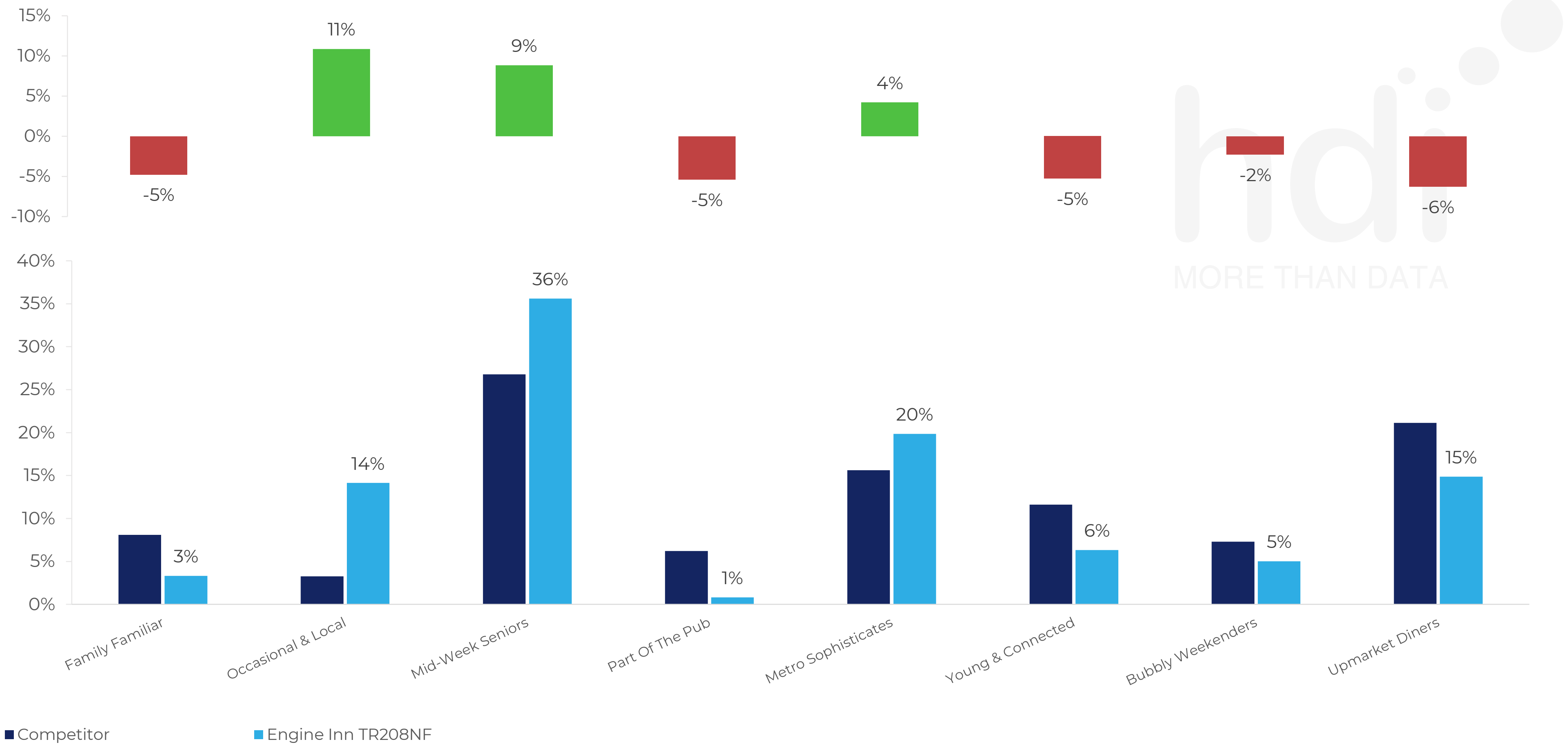
8 – UPMARKET DINERS

- 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 Engine Inn TR208NF compare versus its competitors?

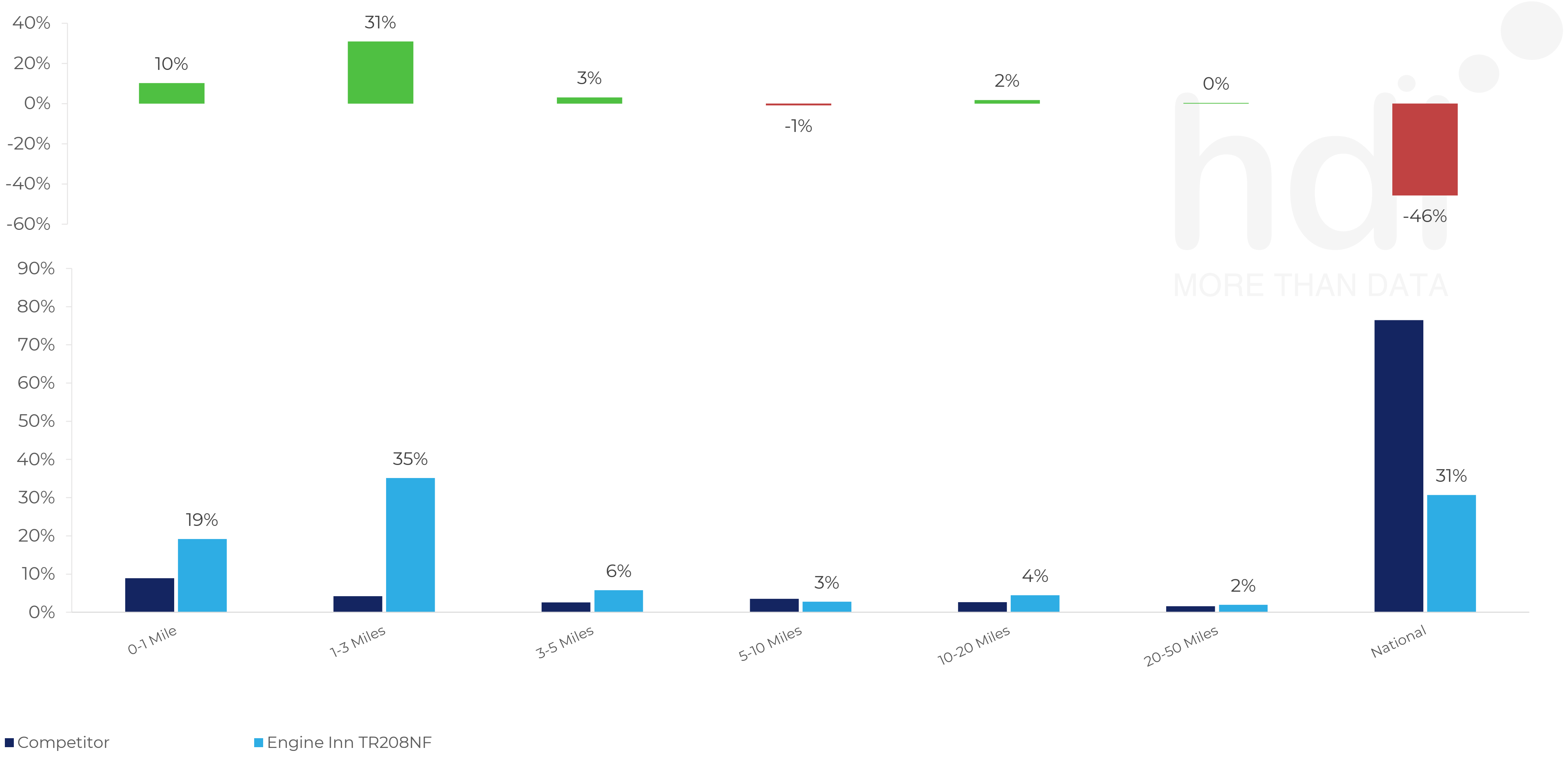
% of spend for Engine Inn TR208NF and 97 Chains in 3 Miles from 01/03/2023 - 21/02/2024 split by Segment



Spend by Distance

How does the spend profile of Engine Inn TR208NF compare versus its competitors based on travel distances?

% of spend for Engine Inn TR208NF and 97 Chains in 3 Miles from 01/03/2023 - 21/02/2024 split by Distance travelled



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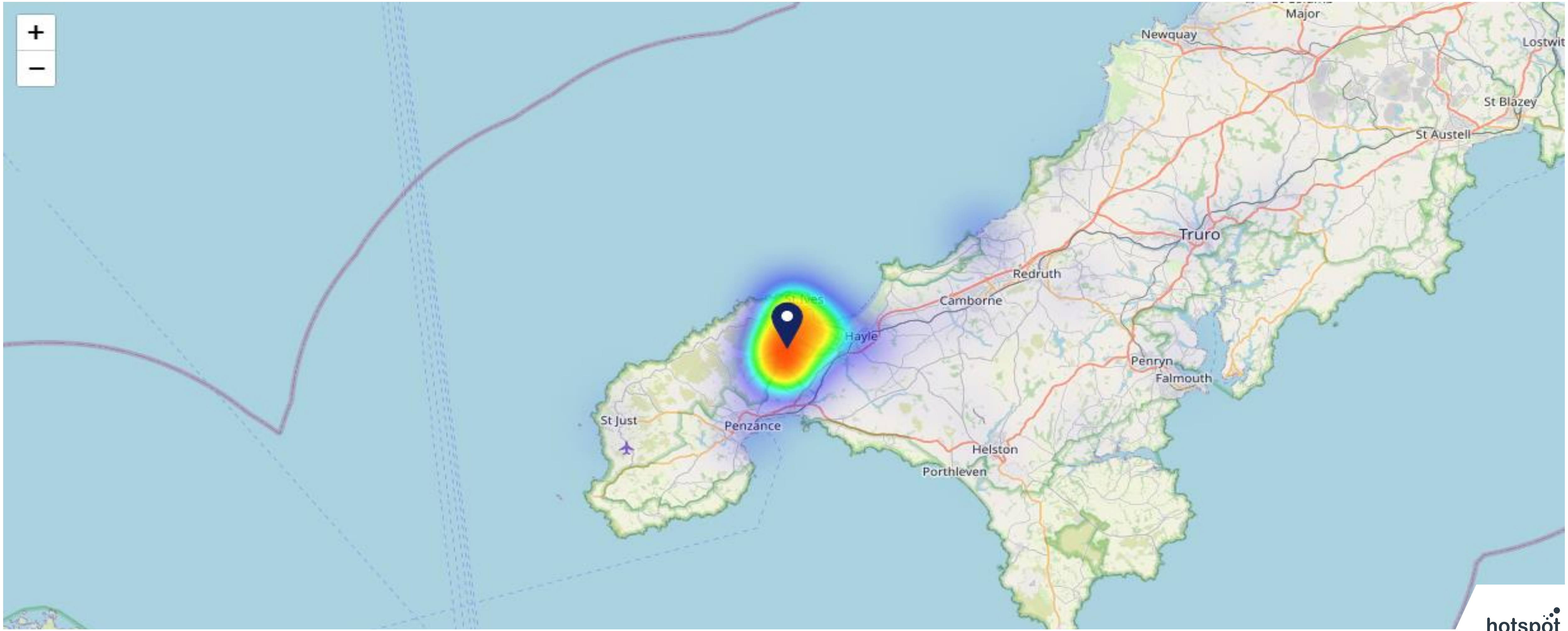
01/03/2023 - 21/02/2024

Map of Guest Origin

Where do customers of Engine Inn TR208NF come from?

Where do customers of Engine Inn TR208NF for 01/03/2023 - 21/02/2024 live

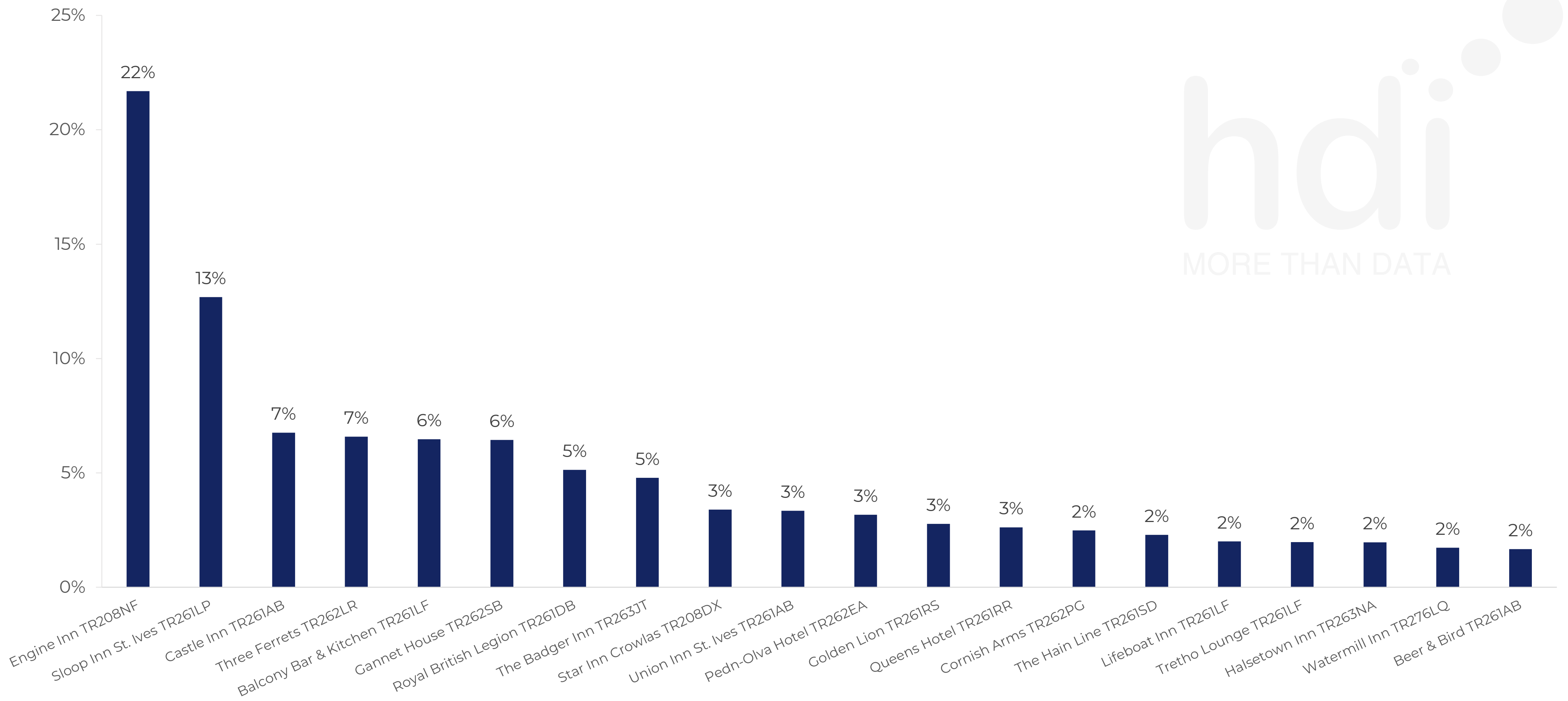


215 Site Customers

Share of Wallet

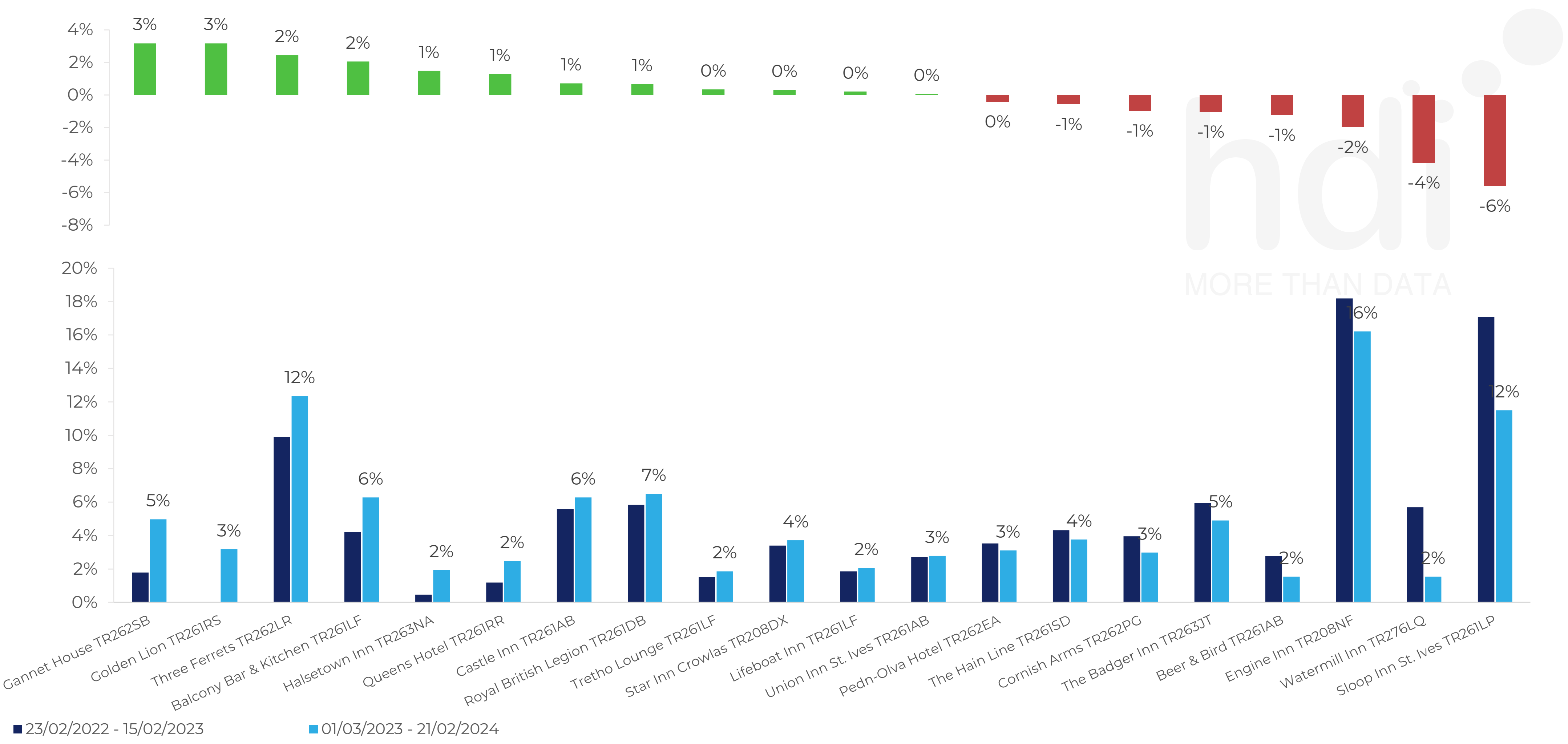
What are the Top 20 venues (by spend) that customers of Engine Inn TR208NF also visit?

For customers of Engine Inn TR208NF, who are the top 20 competitors from 97 Chains in 3 Miles for 01/03/2023 - 21/02/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Engine Inn TR208NF changed between two date ranges?



Market Summary

How does the local area for Engine Inn TR208NF 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	£195K	2	£195K	2	£348K	1	£60.11M	5
Weekpart	Mon - Thu	43.9%	7	43.9%	7	40.8%	5	51.3%	10
Weekpart	Fri - Sat	44.4%	6	44.4%	6	40.3%	3	34.3%	1
Weekpart	Sun	11.8%	3	11.8%	2	18.9%	9	14.4%	2
Age	18 to 24	1.3%	2	1.3%	1	2.3%	1	3.0%	1
Age	25 to 34	12.8%	2	12.8%	2	9.3%	1	13.1%	1
Age	35 to 44	13.1%	1	13.1%	1	14.9%	1	19.8%	2
Age	45 to 54	19.3%	5	19.3%	4	18.2%	3	23.0%	9
Age	55 to 64	27.2%	10	27.2%	10	23.5%	10	23.3%	10
Age	65 to 74	12.7%	9	12.7%	9	19.7%	10	11.9%	9
Age	75+	13.6%	10	13.6%	10	12.1%	10	6.0%	9
CAMEO	Business Elite	0.9%	1	0.9%	1	1.4%	1	8.2%	6
CAMEO	Prosperous Professionals	5.5%	5	5.5%	5	6.3%	6	9.0%	9
CAMEO	Flourishing Society	18.6%	8	18.6%	8	16.5%	7	16.9%	8
CAMEO	Content Communities	8.6%	2	8.6%	2	13.9%	7	14.8%	8
CAMEO	White Collar Neighbourhoods	32.3%	10	32.3%	10	23.7%	10	12.3%	6
CAMEO	Enterprising Mainstream	9.7%	7	9.7%	7	13.2%	9	10.4%	7
CAMEO	Paying The Mortgage	7.6%	2	7.6%	1	9.0%	2	12.3%	4
CAMEO	Cash Conscious Communities	7.5%	4	7.5%	4	7.2%	4	7.7%	4
CAMEO	On A Budget	7.2%	6	7.2%	6	7.1%	6	6.3%	5
CAMEO	Family Value	2.1%	5	2.1%	5	1.8%	4	2.2%	5
Affluence	AB	25.0%	5	25.0%	5	24.1%	4	34.1%	7
Affluence	C1C2	58.2%	9	58.2%	9	59.8%	10	49.7%	6
Affluence	DE	16.8%	4	16.8%	4	16.1%	4	16.1%	3

Site Intel

Engine Inn TR208NF

Site Competitors