

Site Summary



# George NN14AG

NN14AG

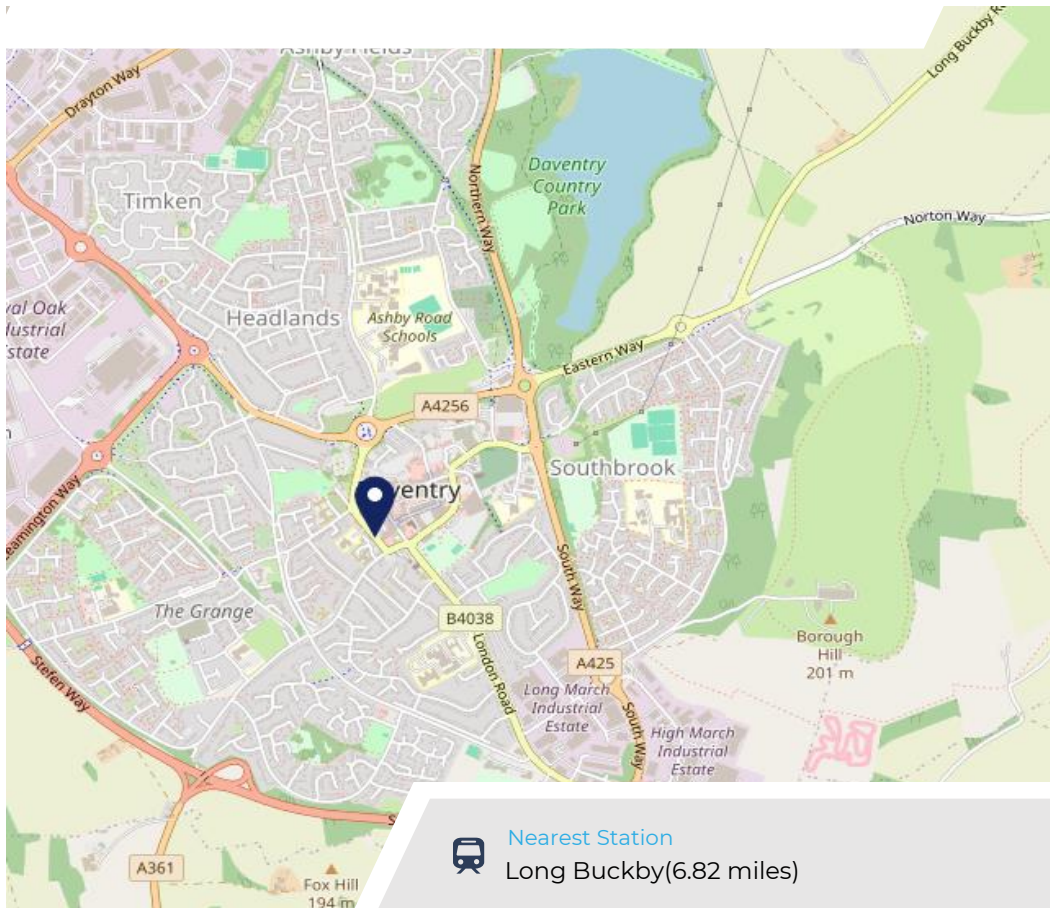
Punch - Mighty Local

**Work Area**  
Northampton

**Region**  
East Midlands

**TV Region**  
Central

**Urbanicity**  
Urban city and town



ATV  
**£9.10**



Gender  
**75.25%**  
Male



Affluence  
**66.89%**  
Middle Income



Segmentation  
**29.18%**  
Enterprising Mainstream



Age Group  
**34.16%**  
45 to 54



Visit Day  
**37.37%**  
Sat

### Top Competitors

**#1**  
Chasers Bar & Lounge  
NN14BT  
Pub / Bar

**#2**  
The Saracens Head Inn  
NN14GG  
JD Wetherspoon

**#3**  
Plume Of Feathers Day  
NN14BH  
Craft Union

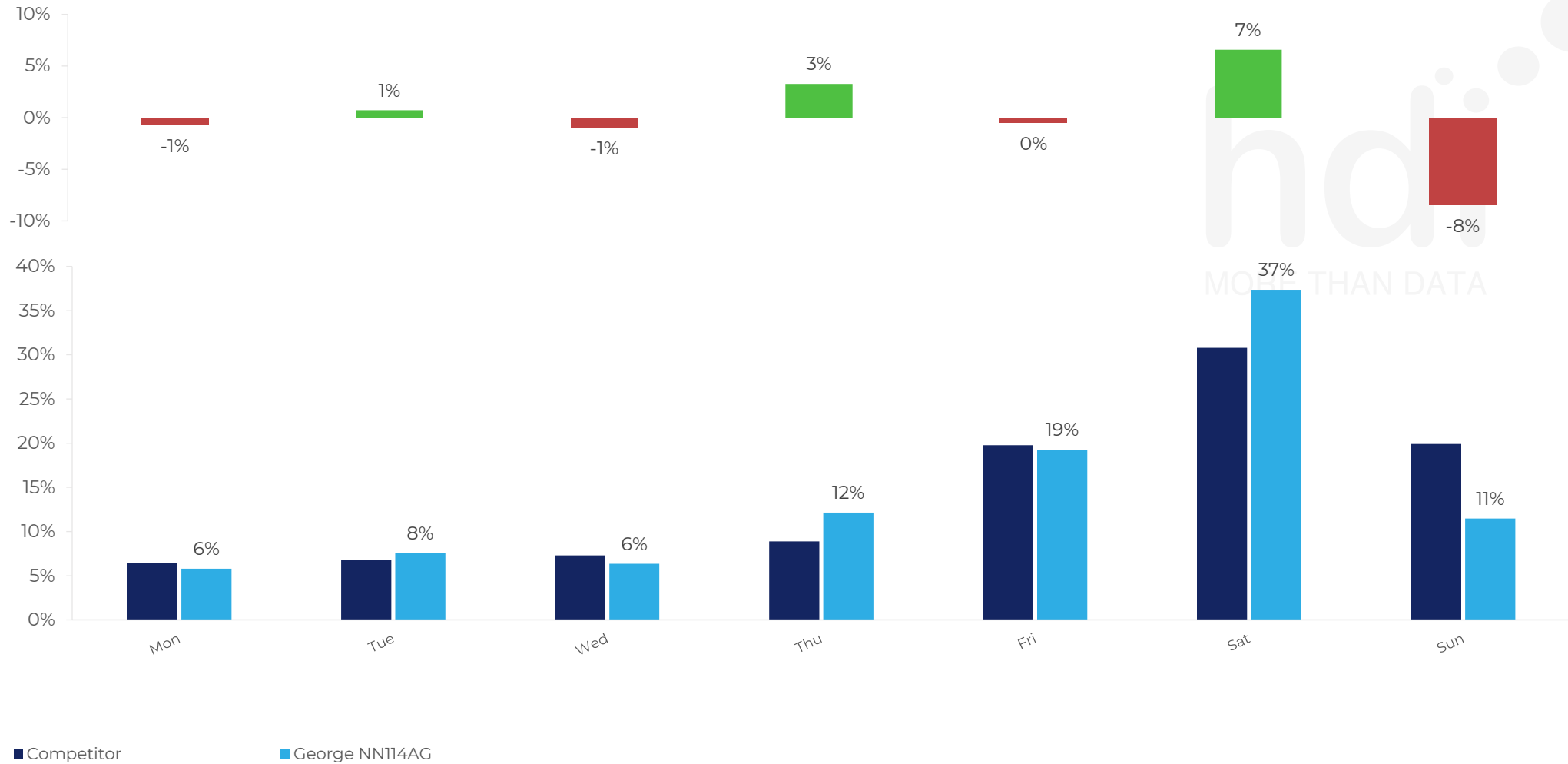


**Nearest Station**  
Long Buckby(6.82 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for George NN114AG versus its competitors?

% of spend for George NN114AG and 97 Chains in 1 Miles from 07/06/2023 - 29/05/2024 split by Day of Week

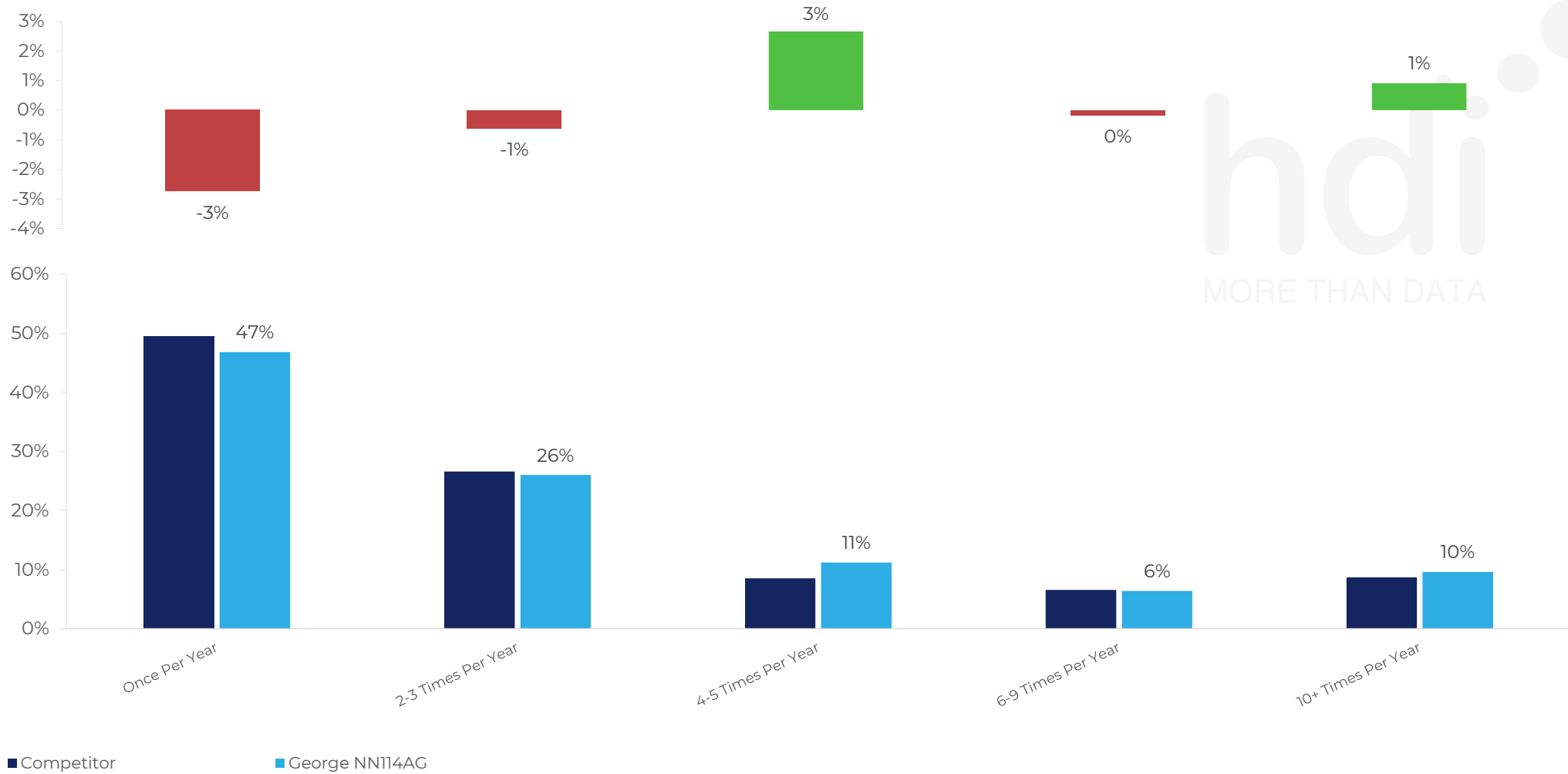




Visit Frequency

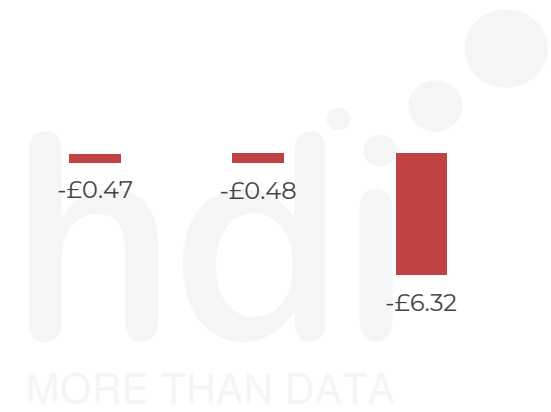
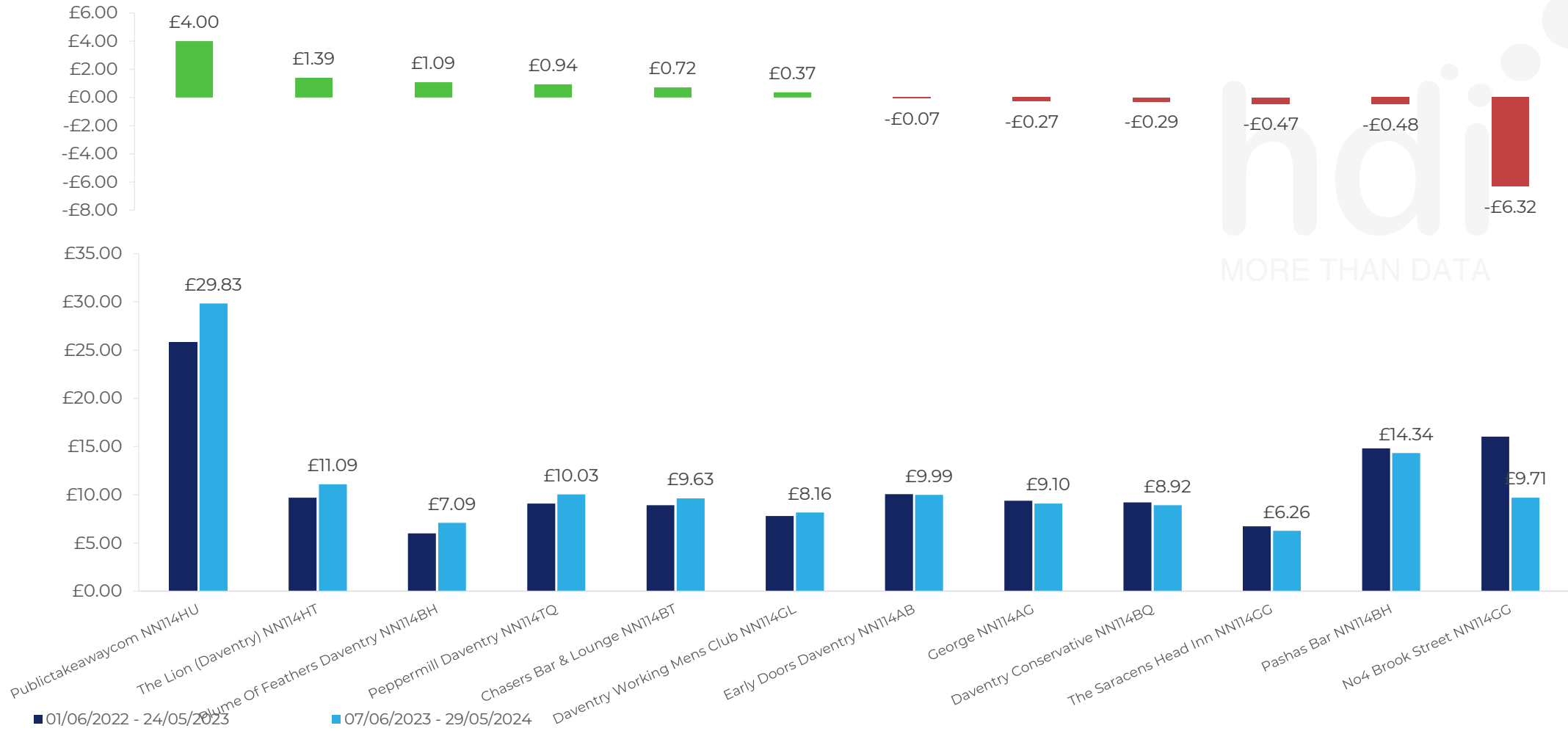
How frequently per year do customers visit George NN114AG versus its competitors?

% of customer numbers for George NN114AG and 97 Chains in 1 Miles from 07/06/2023 - 29/05/2024 and the number of visits made Per Annum



ATV Change

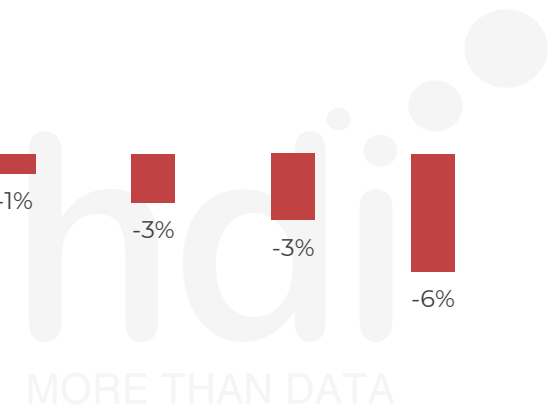
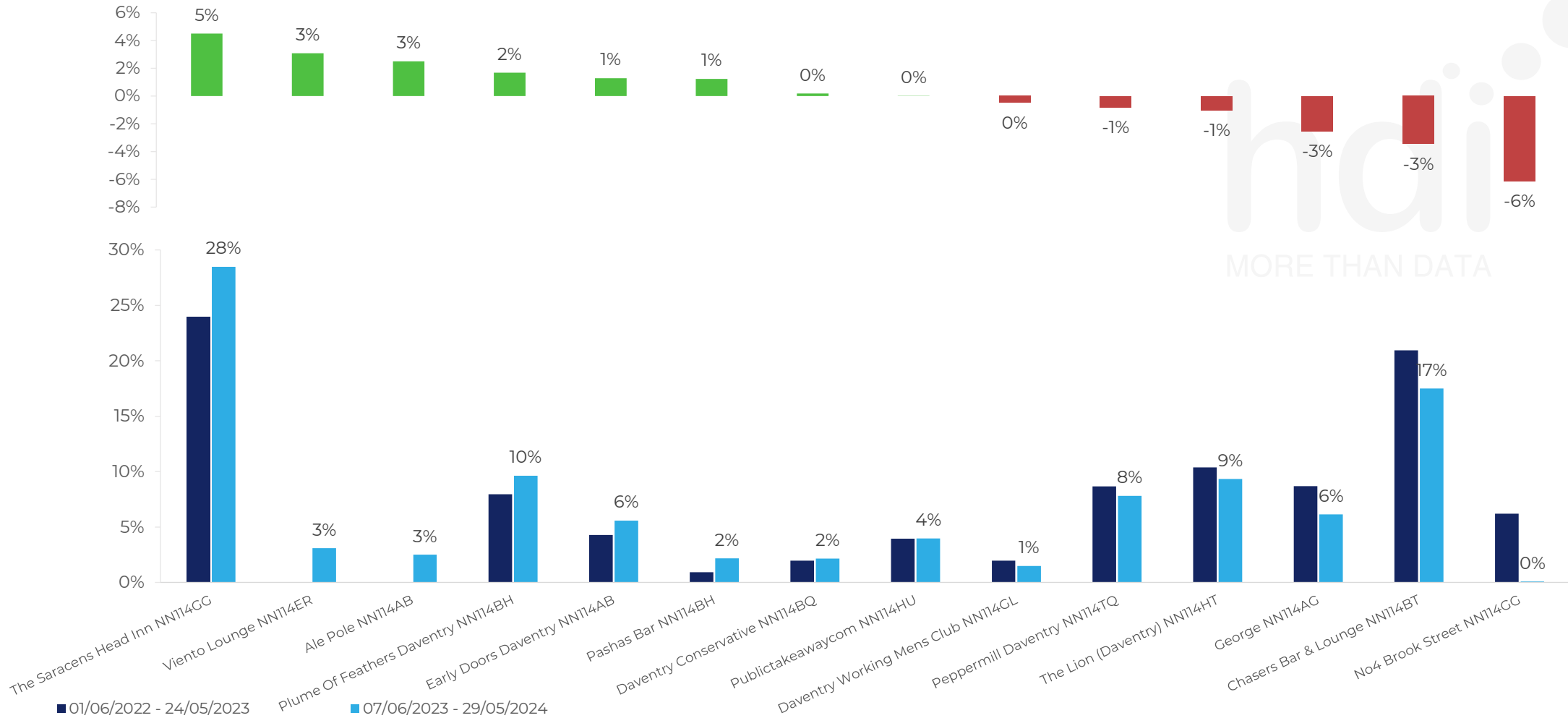
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

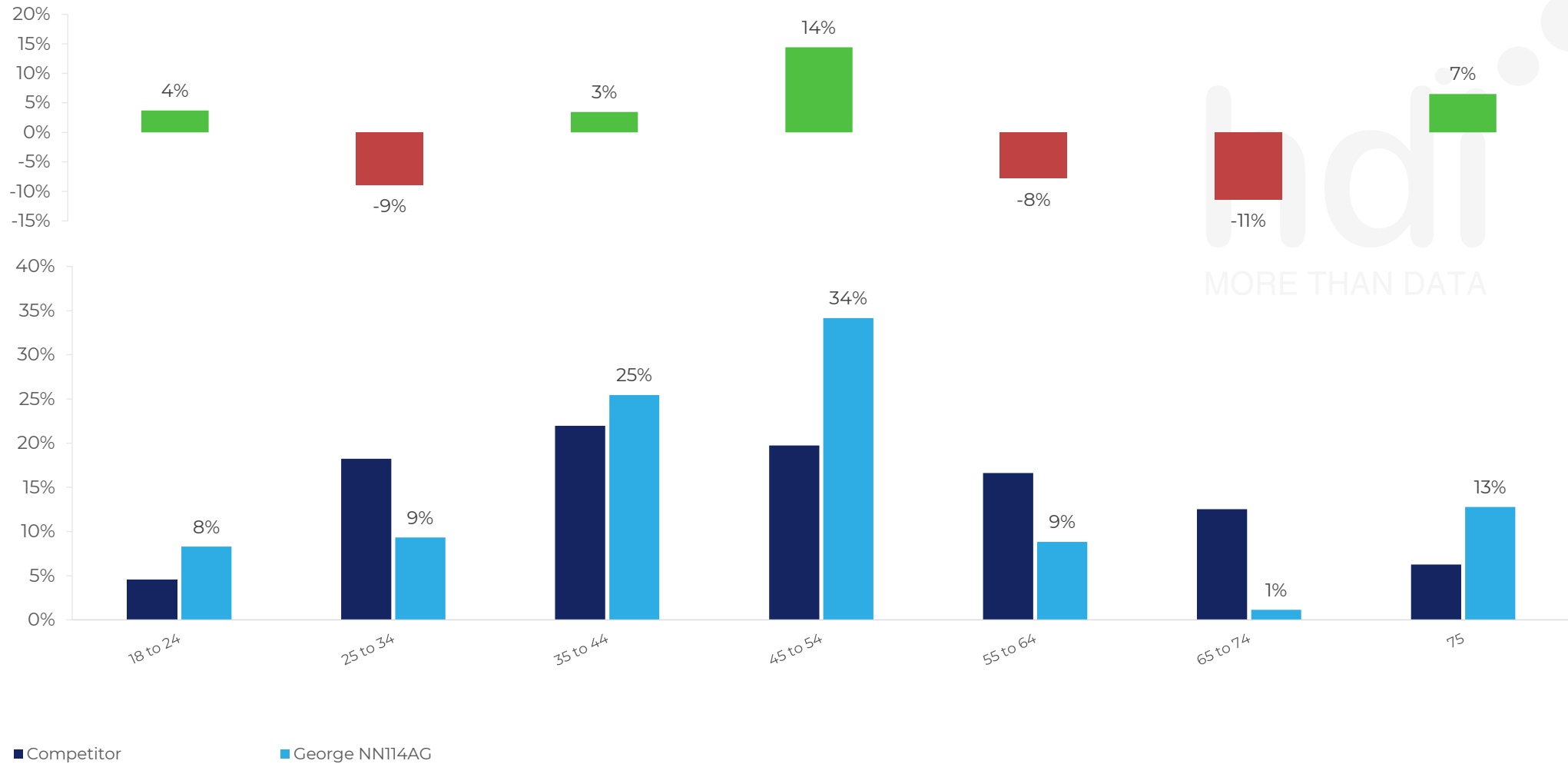
% of market share spend for George NN114AG and 97 Chains in 1 Miles from 07/06/2023 - 29/05/2024



Age

How does the age profile of customers who visit George NN14AG compare versus its competitors?

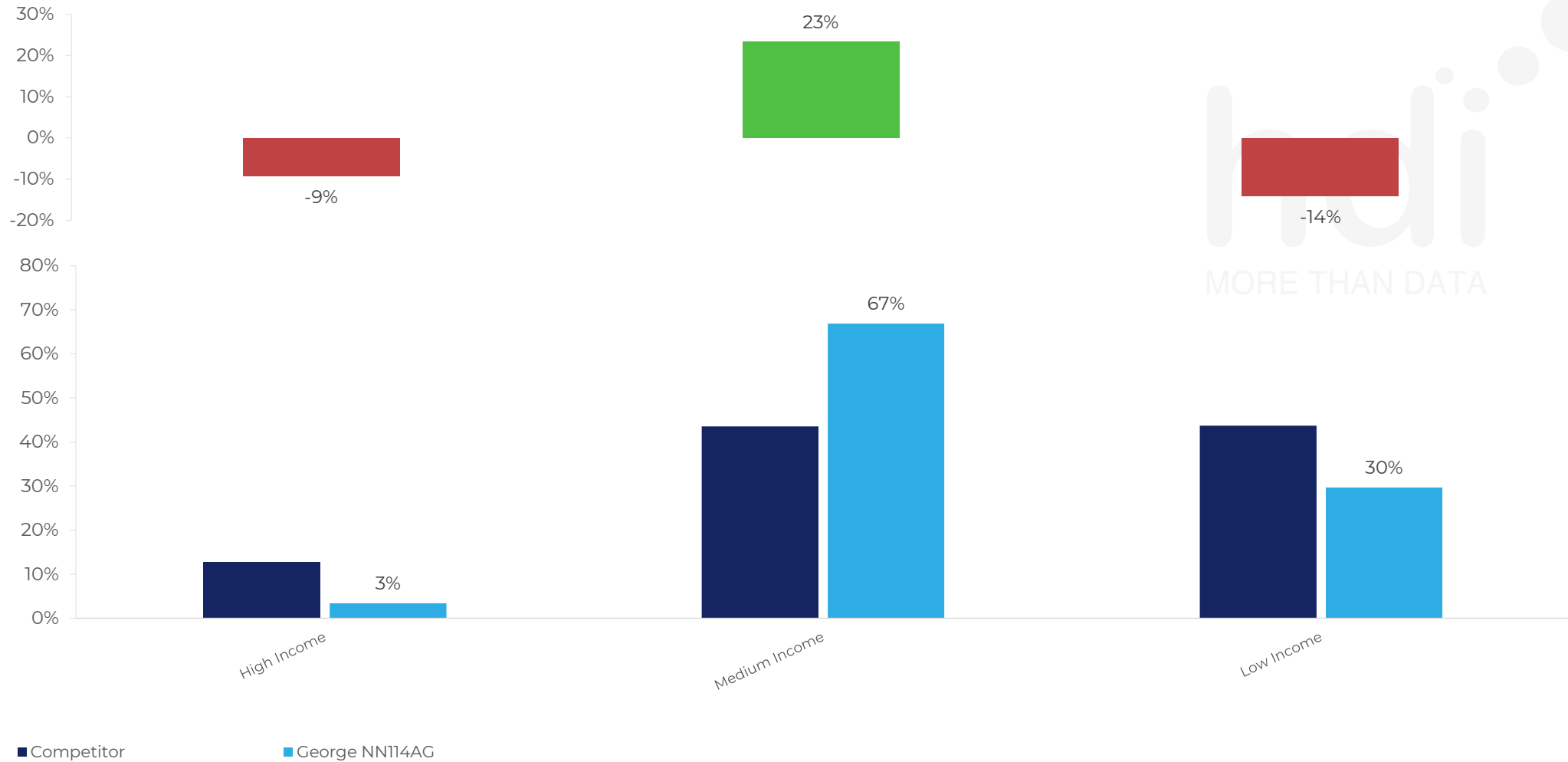
% of spend for George NN14AG and 97 Chains in 1 Miles from 07/06/2023 - 29/05/2024 split by Age Range



Affluence

How does the affluence of customers who visit George NN114AG compare versus its competitors?

% of spend for George NN114AG and 97 Chains in 1 Miles from 07/06/2023 - 29/05/2024 split by Affluence

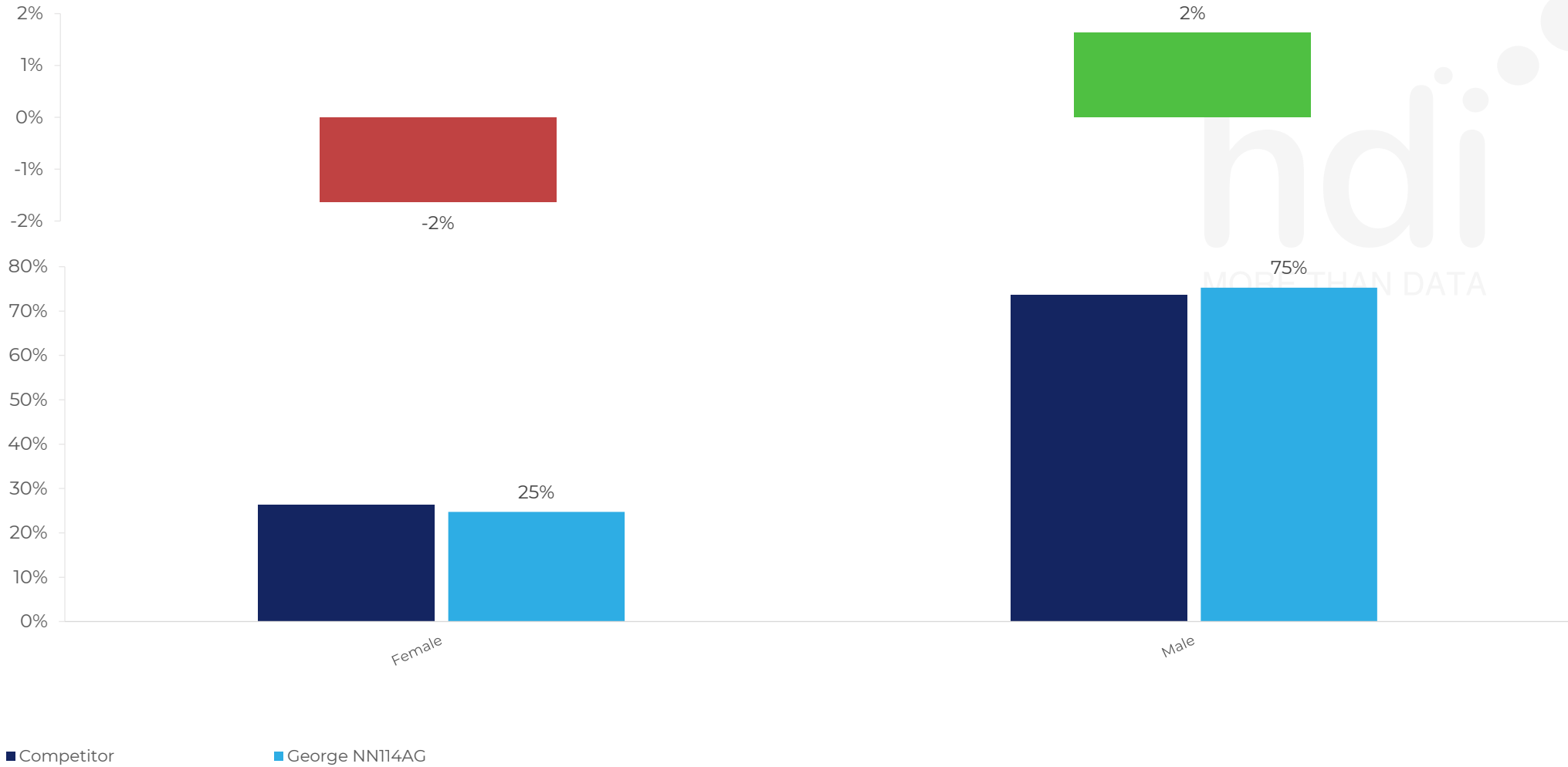




Gender

How does the gender profile of customers who visit George NN114AG compare versus its competitors?

% of spend for George NN114AG and 97 Chains in 1 Miles from 07/06/2023 - 29/05/2024 split by Gender

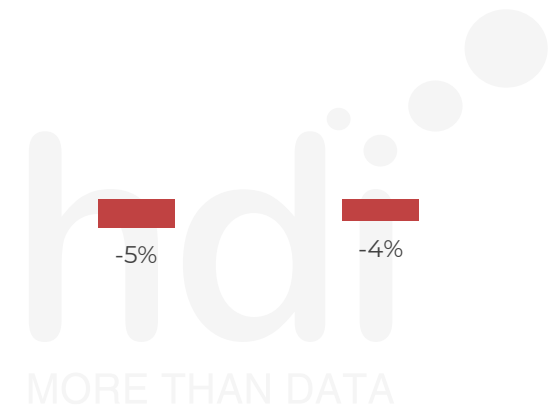
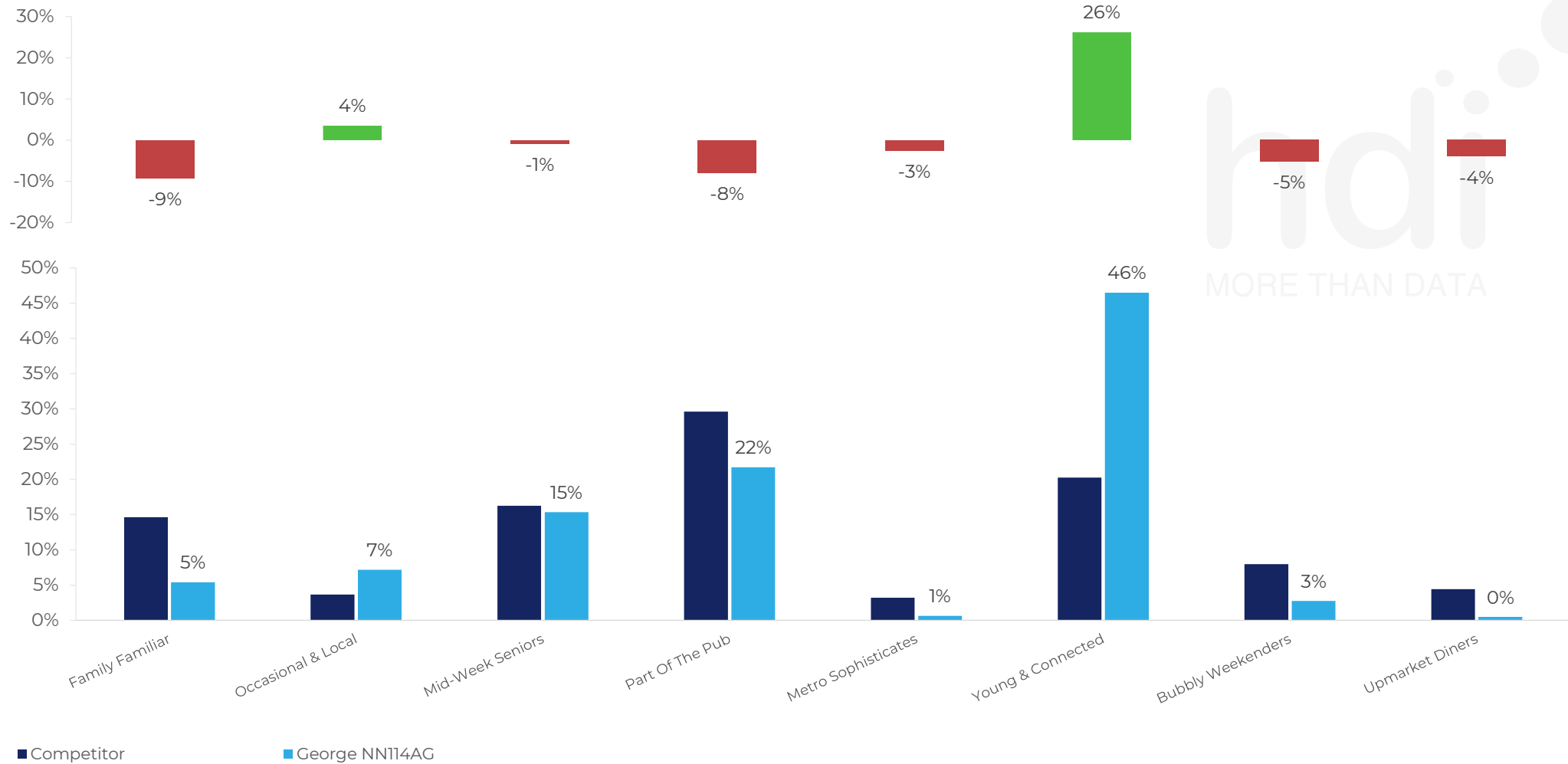




Punch Segmentation

How does the Custom segmentation profile of customers who visit George NN114AG compare versus its competitors?

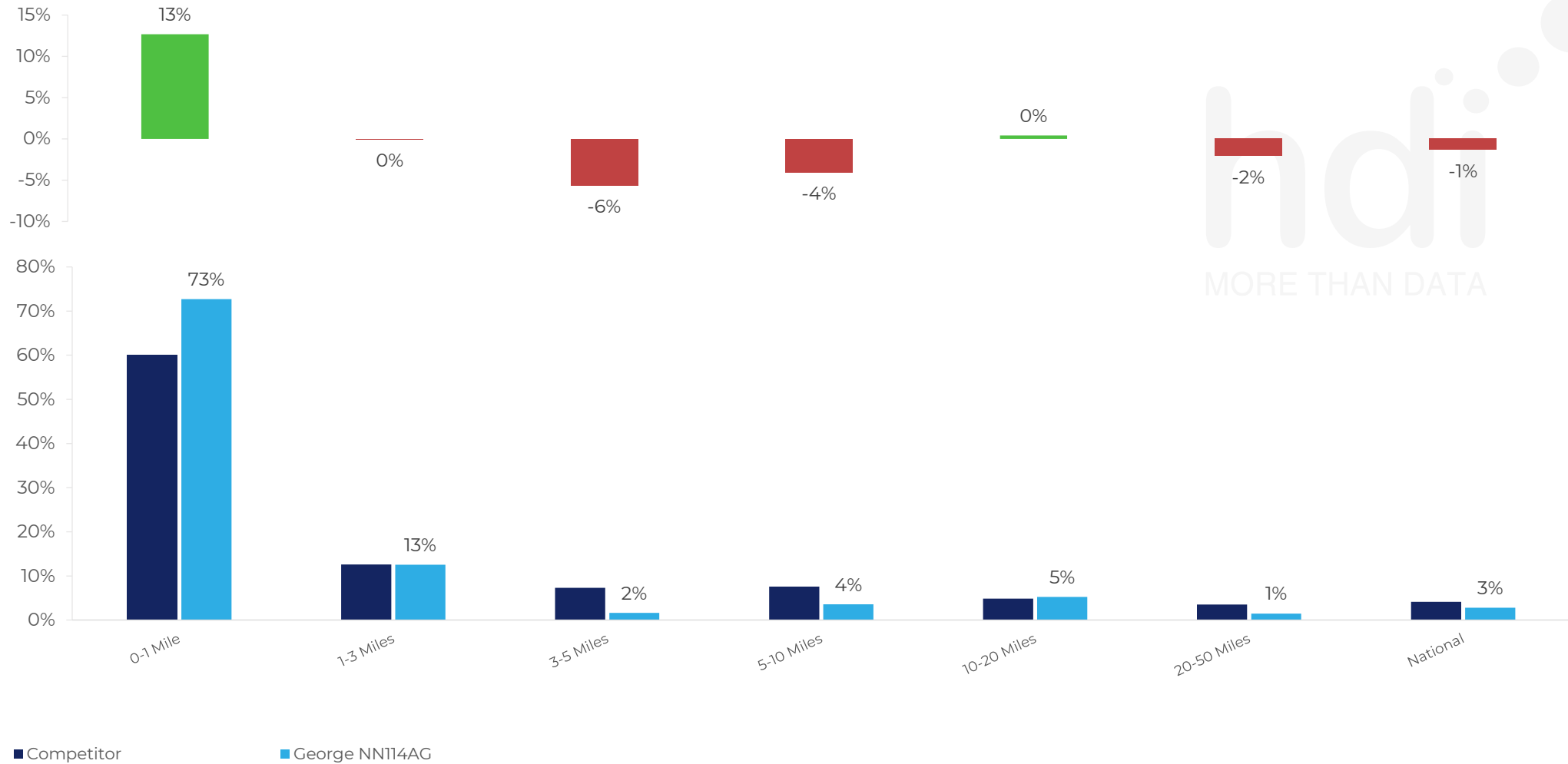
% of spend for George NN114AG and 97 Chains in 1 Miles from 07/06/2023 - 29/05/2024 split by Segment



Spend by Distance

How does the spend profile of George NN114AG compare versus its competitors based on travel distances?

% of spend for George NN114AG and 97 Chains in 1 Miles from 07/06/2023 - 29/05/2024 split by Distance travelled

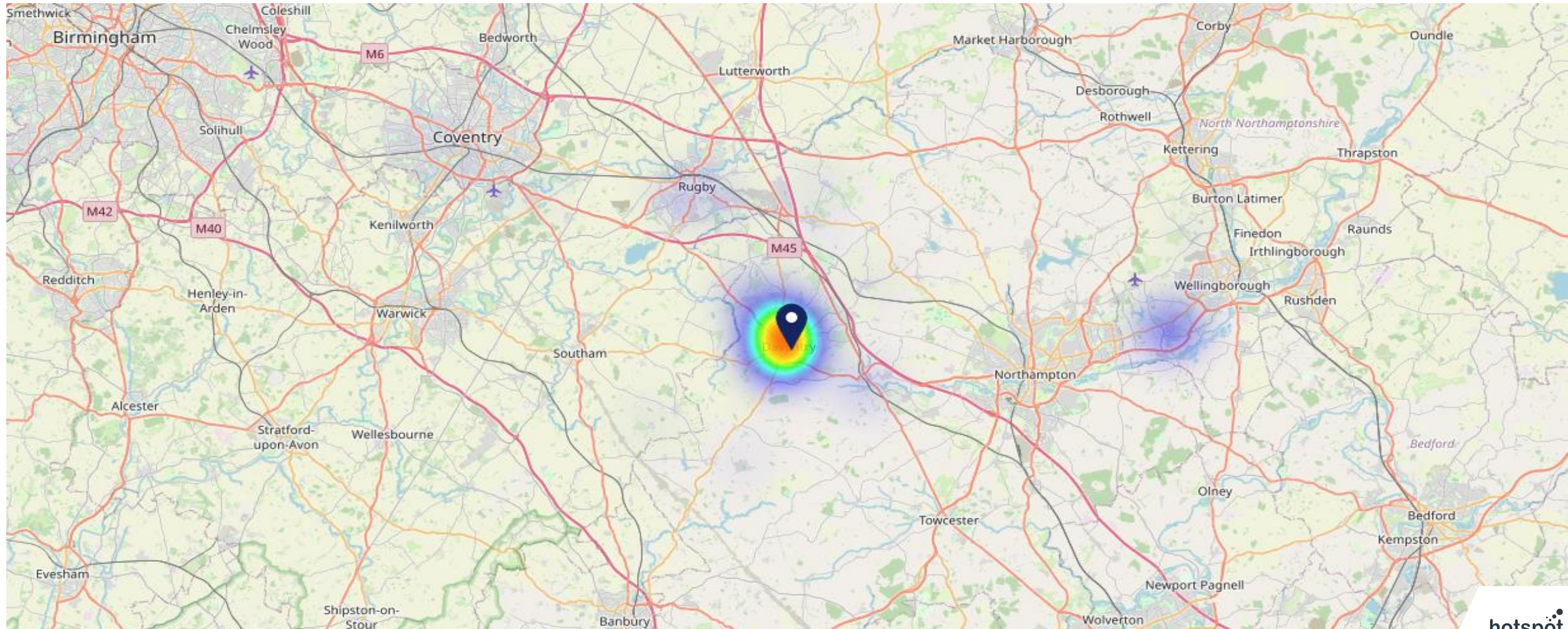




## Map of Guest Origin

Where do customers of George NN14AG come from?

Where do customers of George NN14AG for 07/06/2023 - 29/05/2024 live

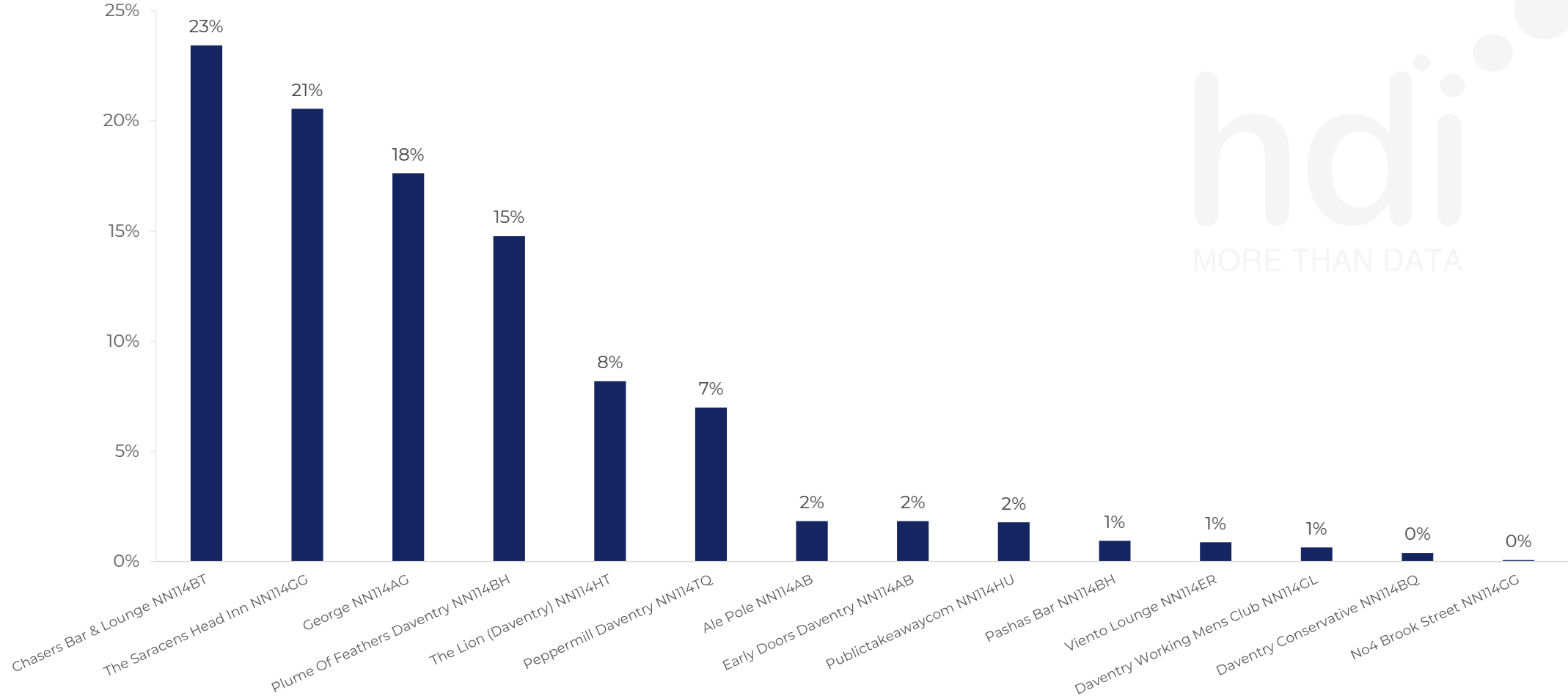




Share of Wallet

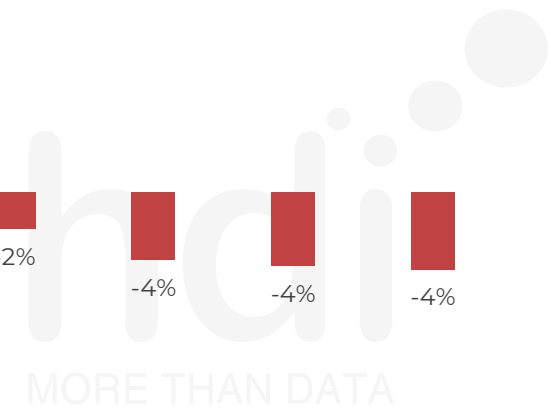
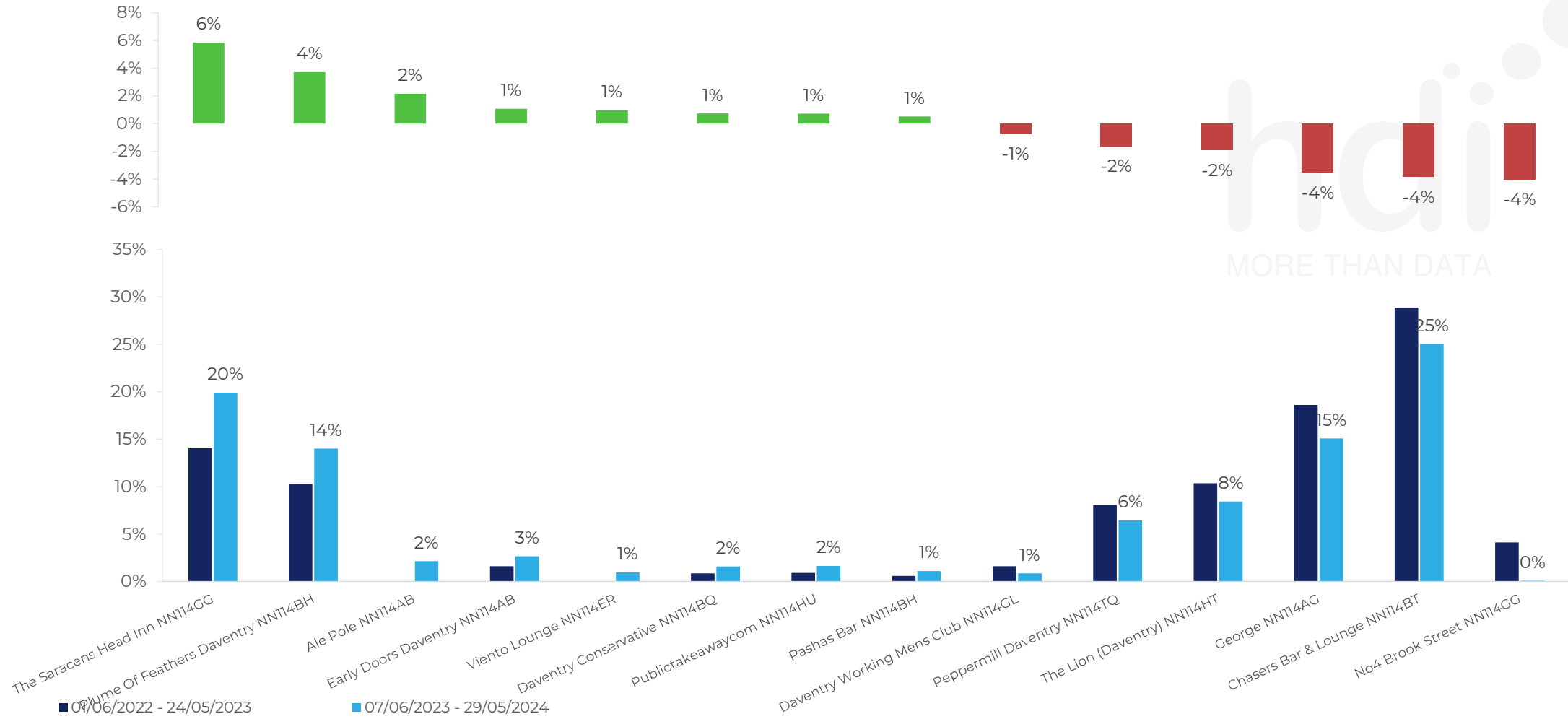
What are the Top 20 venues (by spend) that customers of George NN114AG also visit?

For customers of George NN114AG, who are the top 20 competitors from 97 Chains in 1 Miles for 07/06/2023 - 29/05/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of George NN14AG changed between two date ranges?



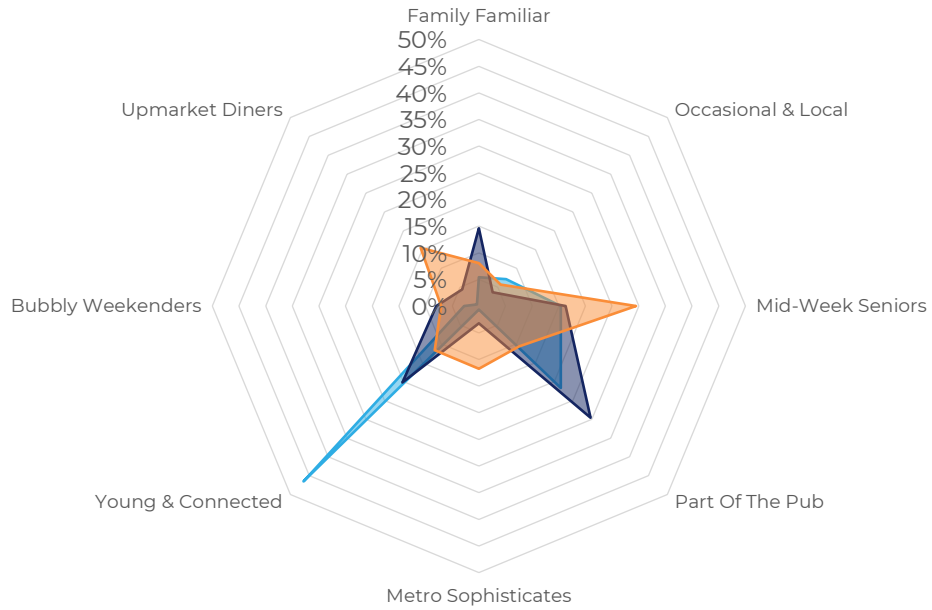
 Market Summary

How does the local area for George NN114AG 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	£4.81M	7	£6.54M	6	£12.24M	5	£17.68M	3
Weekpart	Mon - Thu	42.7%	7	39.4%	5	43.7%	7	42.0%	6
Weekpart	Fri - Sat	45.1%	6	46.6%	7	42.4%	5	42.4%	6
Weekpart	Sun	12.1%	3	14.0%	4	14.0%	3	15.7%	5
Age	18 to 24	3.1%	3	3.8%	3	4.3%	3	3.5%	1
Age	25 to 34	15.2%	3	16.2%	3	18.5%	3	15.7%	2
Age	35 to 44	23.1%	5	24.2%	6	27.0%	9	23.4%	5
Age	45 to 54	21.0%	6	21.3%	7	22.1%	8	22.7%	9
Age	55 to 64	21.2%	9	19.4%	8	17.5%	7	20.1%	9
Age	65 to 74	11.3%	9	10.2%	8	7.2%	6	10.2%	9
Age	75+	5.1%	9	4.9%	9	3.5%	7	4.4%	8
CAMEO	Business Elite	2.5%	3	2.7%	2	2.3%	2	5.7%	4
CAMEO	Prosperous Professionals	3.3%	3	2.9%	2	3.2%	2	3.9%	2
CAMEO	Flourishing Society	14.6%	7	13.6%	6	12.9%	6	14.6%	7
CAMEO	Content Communities	12.6%	6	11.5%	5	11.8%	5	11.9%	4
CAMEO	White Collar Neighbourhoods	11.4%	6	10.2%	4	10.7%	4	11.0%	5
CAMEO	Enterprising Mainstream	15.6%	10	16.5%	10	16.5%	10	15.9%	10
CAMEO	Paying The Mortgage	11.1%	4	11.5%	4	11.7%	4	11.7%	3
CAMEO	Cash Conscious Communities	15.2%	9	15.7%	9	15.2%	9	12.7%	9
CAMEO	On A Budget	9.4%	8	11.6%	9	11.3%	9	9.1%	8
CAMEO	Family Value	4.2%	7	3.9%	7	4.5%	7	3.6%	6
Affluence	AB	20.4%	4	19.2%	3	18.4%	3	24.2%	4
Affluence	C1C2	50.7%	6	49.7%	6	50.6%	6	50.4%	6
Affluence	DE	28.8%	8	31.2%	8	31.0%	9	25.5%	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
George	58	5.39%	7.19%	15.35%	21.70%	0.62%	46.48%	2.75%	0.48%
Local Catchment	503	14.60%	3.66%	16.24%	29.61%	3.20%	20.27%	7.97%	4.43%
Punch T&L	104416	8.08%	5.74%	29.47%	10.69%	11.73%	11.68%	7.08%	15.48%
George vs Local Catchment		-9.21%	3.53%	-0.89%	-7.91%	-2.58%	26.21%	-5.22%	-3.95%
George vs Punch T&L		-2.69%	1.45%	-14.12%	11.01%	-11.11%	34.80%	-4.33%	-15.00%
Local Catchment vs Punch T&L		6.52%	-2.08%	-13.23%	18.92%	-8.53%	8.59%	0.89%	-11.05%

■ George

■ Local Catchment

■ Punch T&L



## Mix of spend by customer segment in Punch site and local competitors

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Chasers Bar & Lounge NN14BT	124	10.21%	2.08%	14.82%	36.91%	3.25%	24.86%	7.25%	0.58%
The Saracens Head Inn NN14GG	299	24.91%	0.78%	19.42%	17.27%	3.81%	21.01%	10.08%	2.67%
George NN14AG	58	5.39%	7.19%	15.35%	21.70%	0.62%	46.48%	2.75%	0.48%
Plume Of Feathers Daventry NN14BH	106	11.62%	1.09%	5.09%	59.11%	1.34%	17.89%	3.30%	0.53%
The Lion (Daventry) NN14HT	108	11.03%	0.58%	32.00%	7.78%	3.62%	29.13%	7.87%	7.94%
Peppermill Daventry NN14TQ	75	15.69%	14.82%	18.48%	30.43%	1.20%	13.40%	2.27%	3.68%
Ale Pole NN14AB	41	11.24%	0.00%	12.01%	11.51%	7.23%	34.81%	18.15%	5.02%
Early Doors Daventry NN14AB	55	6.36%	16.98%	13.00%	17.59%	5.35%	12.86%	22.76%	5.06%
Publictakeawaycom NN14HU	13	30.74%	0.00%	9.71%	0.00%	7.15%	16.40%	13.18%	22.80%
Pashas Bar NN14BH	24	7.59%	0.00%	22.28%	6.88%	14.35%	16.99%	19.71%	12.16%
Viento Lounge NN14ER	49	16.48%	3.32%	29.73%	10.20%	2.57%	15.37%	6.68%	15.61%
Daventry Working Mens Club NN14GL	28	18.25%	12.02%	15.79%	12.82%	0.00%	12.06%	16.47%	12.55%
Daventry Conservative NN14BQ	19	2.49%	3.36%	2.76%	67.25%	0.00%	1.09%	0.21%	22.80%
No4 Brook Street NN14GG	5	0.00%	0.00%	0.00%	54.35%	31.52%	0.00%	14.12%	0.00%



# 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.

