

Site Summary



Grey Horses Inn S819EW

S819EW

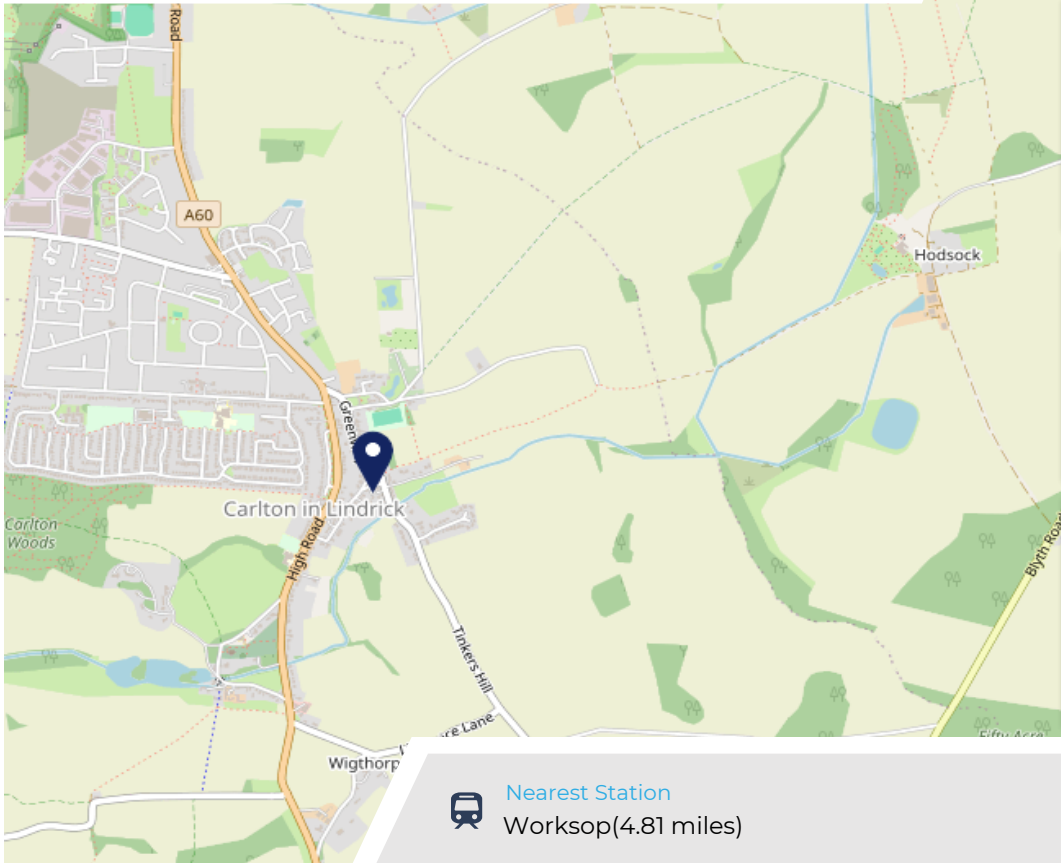
Pub Restaurant

Work Area
Worksop and Retford

Region
East Midlands

TV Region
Yorkshire

Urbanicity
Rural town and fringe



ATV
£16.70



Gender
72.67%
Male



Affluence
69.73%
Middle Income



Segmentation
28.98%
Content Communities



Age Group
30.02%
45 to 54



Visit Day
21.58%
Sat

Top Competitors



Sherwood Ranger
S819EA
 Star Pubs & Bars

#1



Blue Bell
S819DT
 Thwaites

#2



Red Hart
S818HG
 Star Pubs & Bars

#3

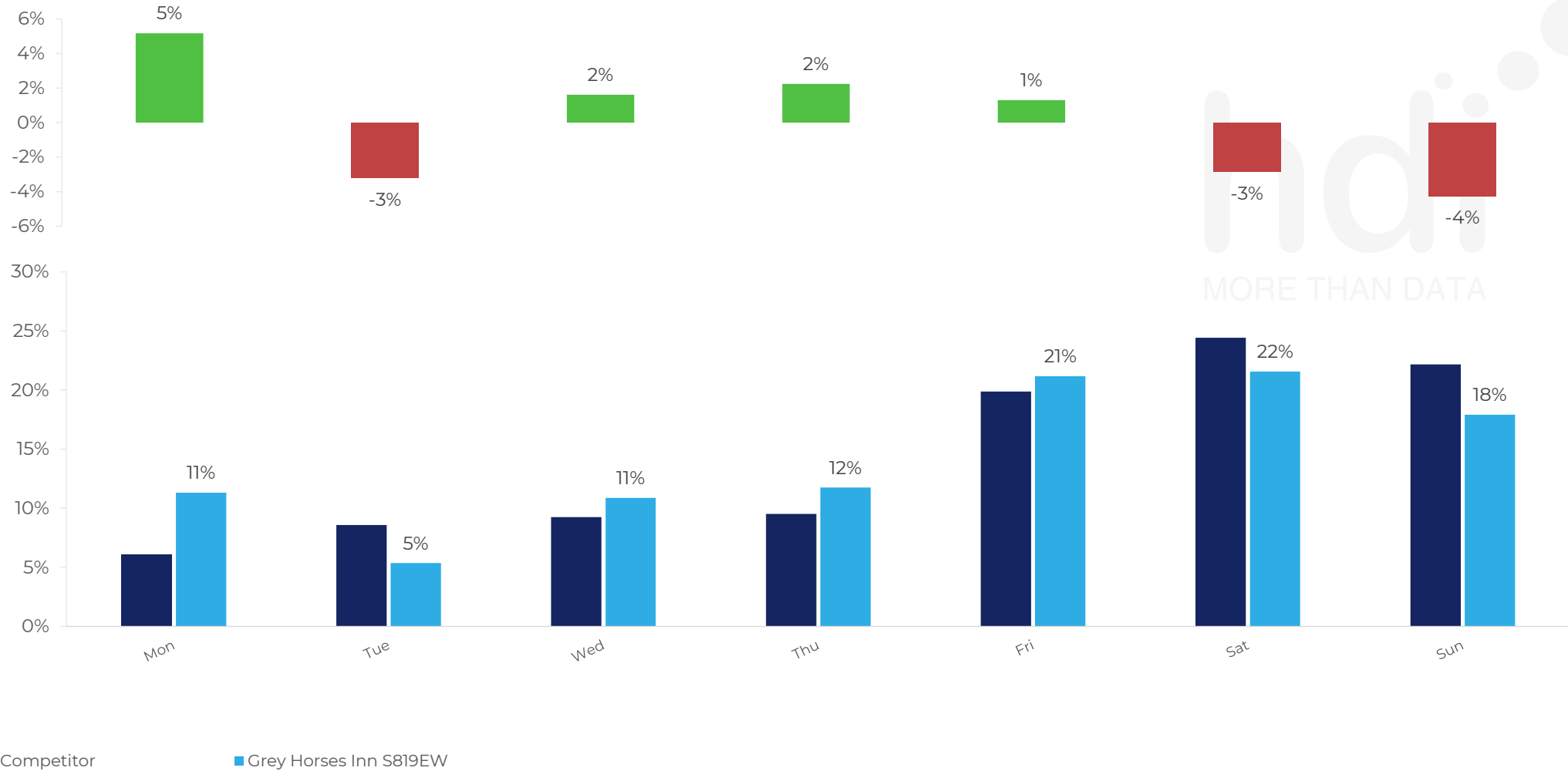


Nearest Station
Worksop(4.81 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Grey Horses Inn S819EW versus its competitors?

% of spend for Grey Horses Inn S819EW and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Day of Week

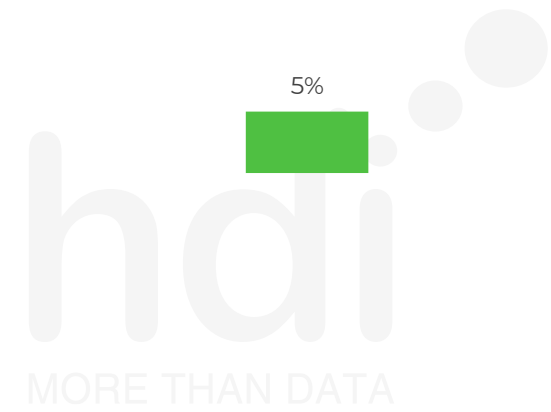
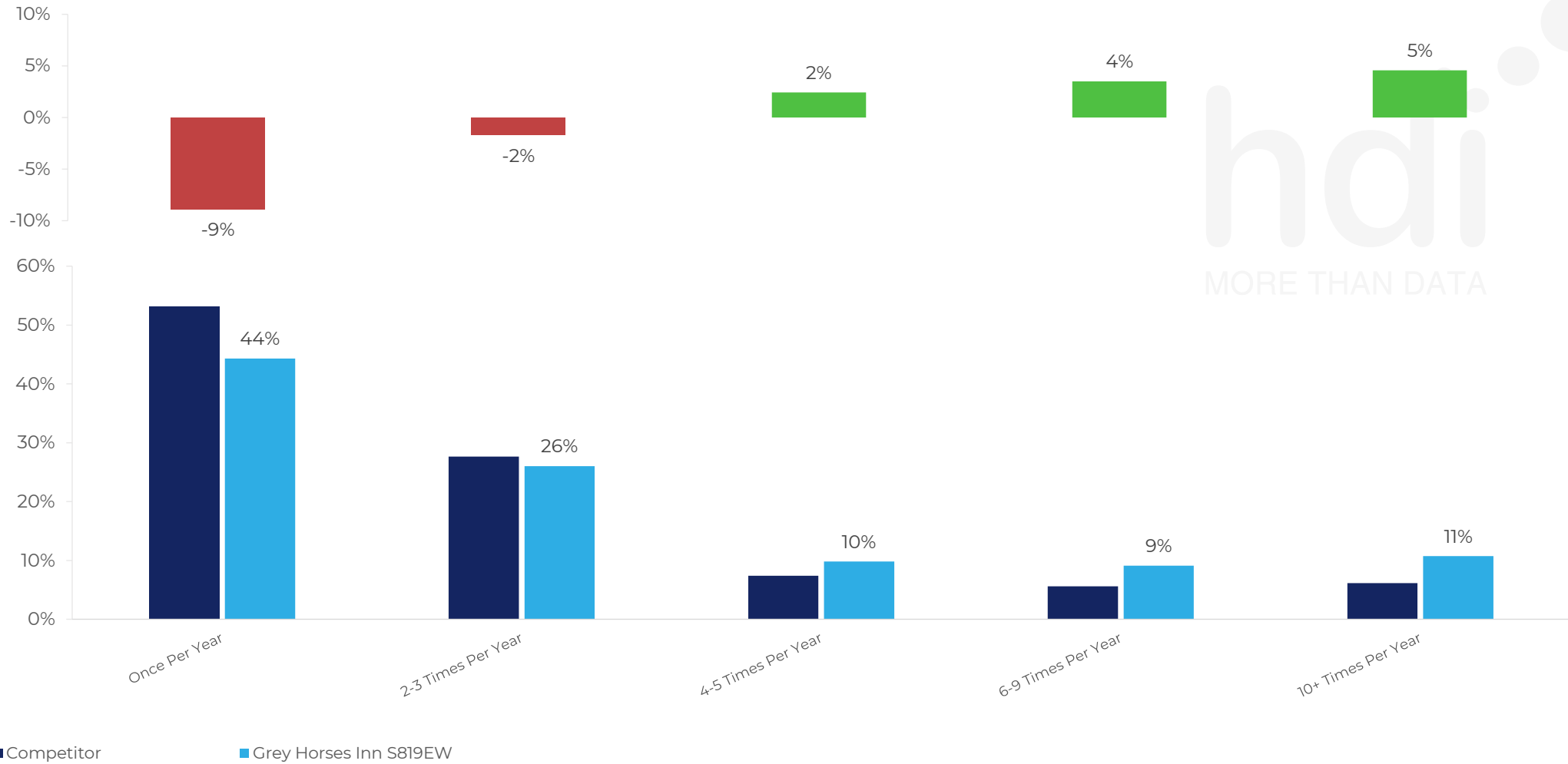




Visit Frequency

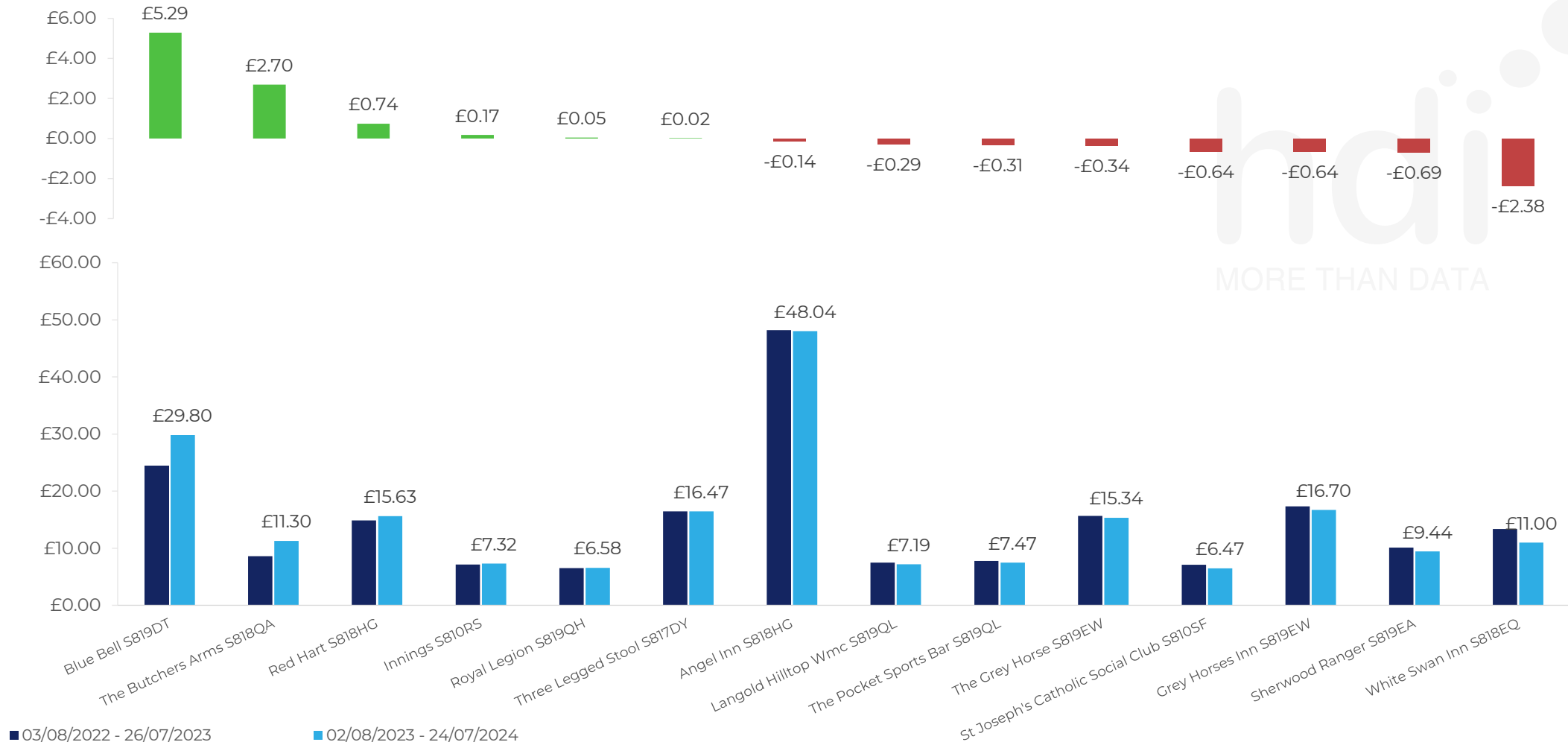
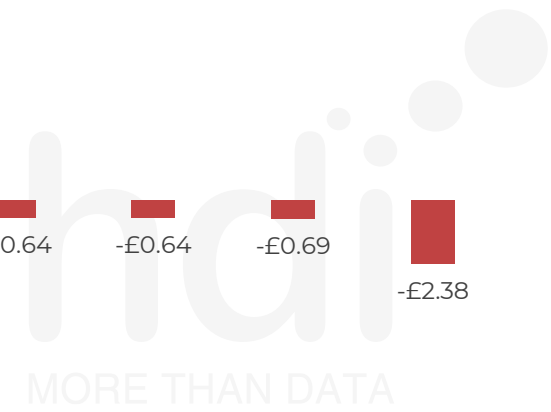
How frequently per year do customers visit Grey Horses Inn S819EW versus its competitors?

% of customer numbers for Grey Horses Inn S819EW and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

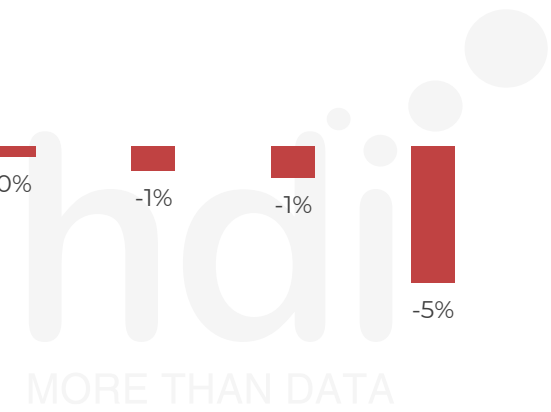
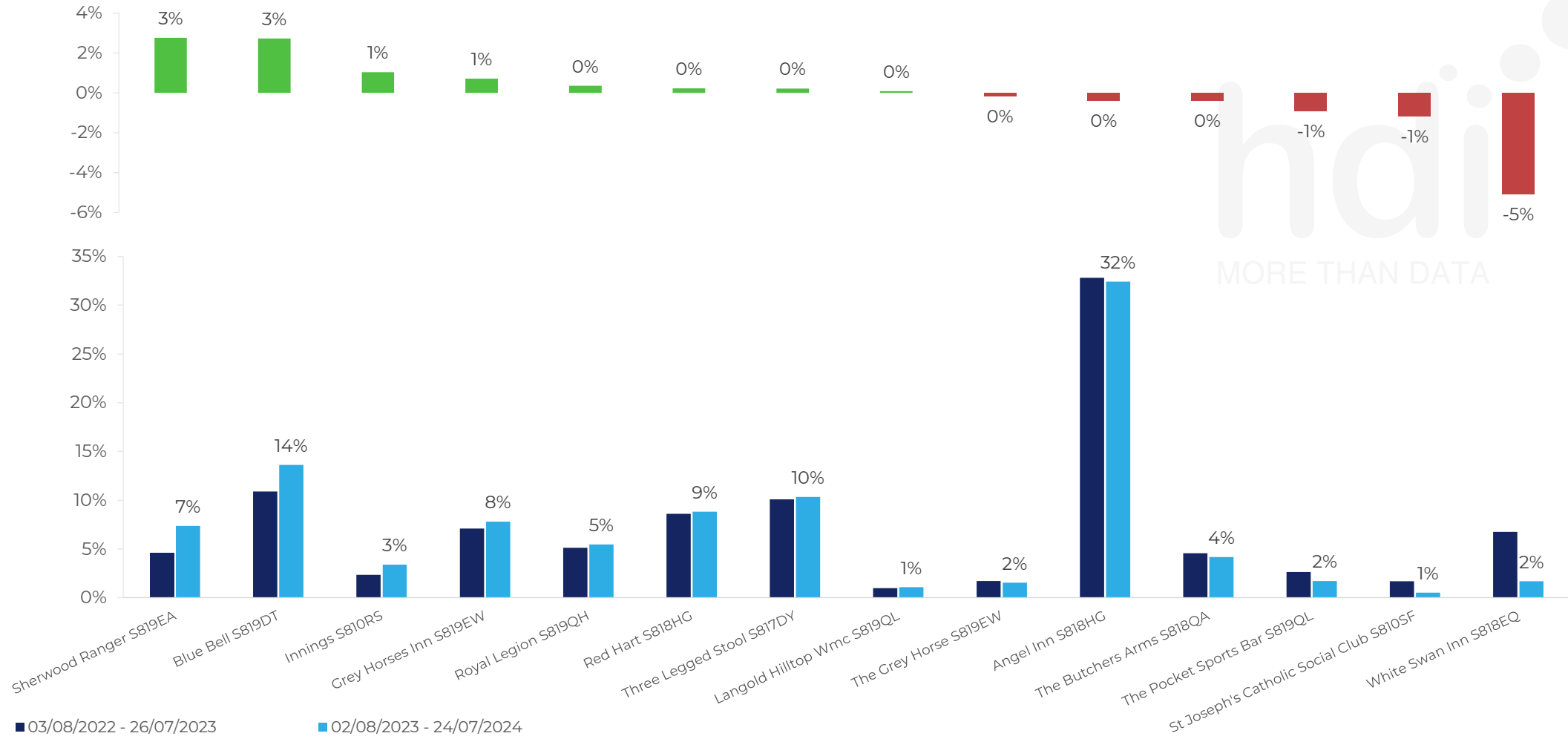




Market Share Change

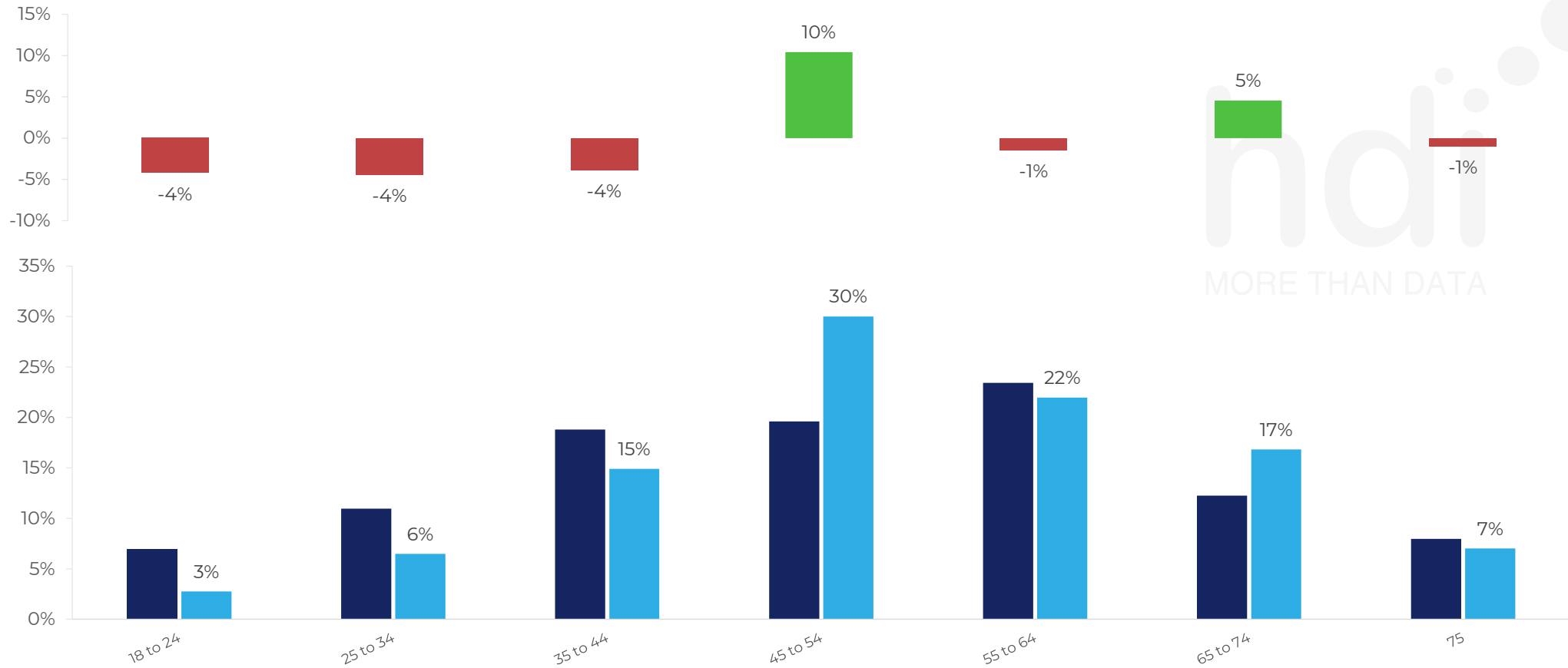
How has market share changed between two date ranges?

% of market share spend for Grey Horses Inn S819EW and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024



How does the age profile of customers who visit Grey Horses Inn S819EW compare versus its competitors?

% of spend for Grey Horses Inn S819EW and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Age Range



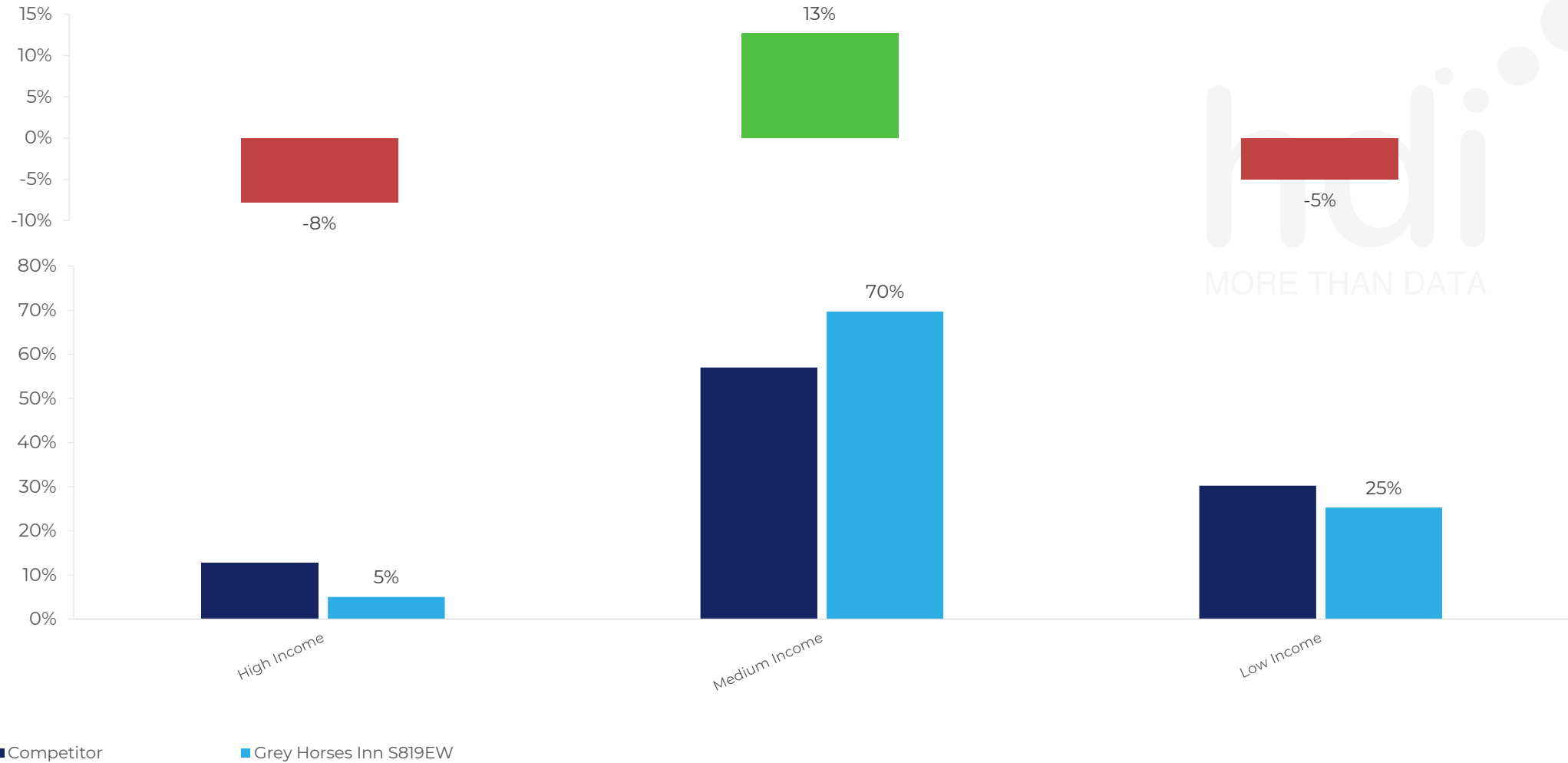
■ Competitor

■ Grey Horses Inn S819EW

Affluence

How does the affluence of customers who visit Grey Horses Inn S819EW compare versus its competitors?

% of spend for Grey Horses Inn S819EW and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Affluence

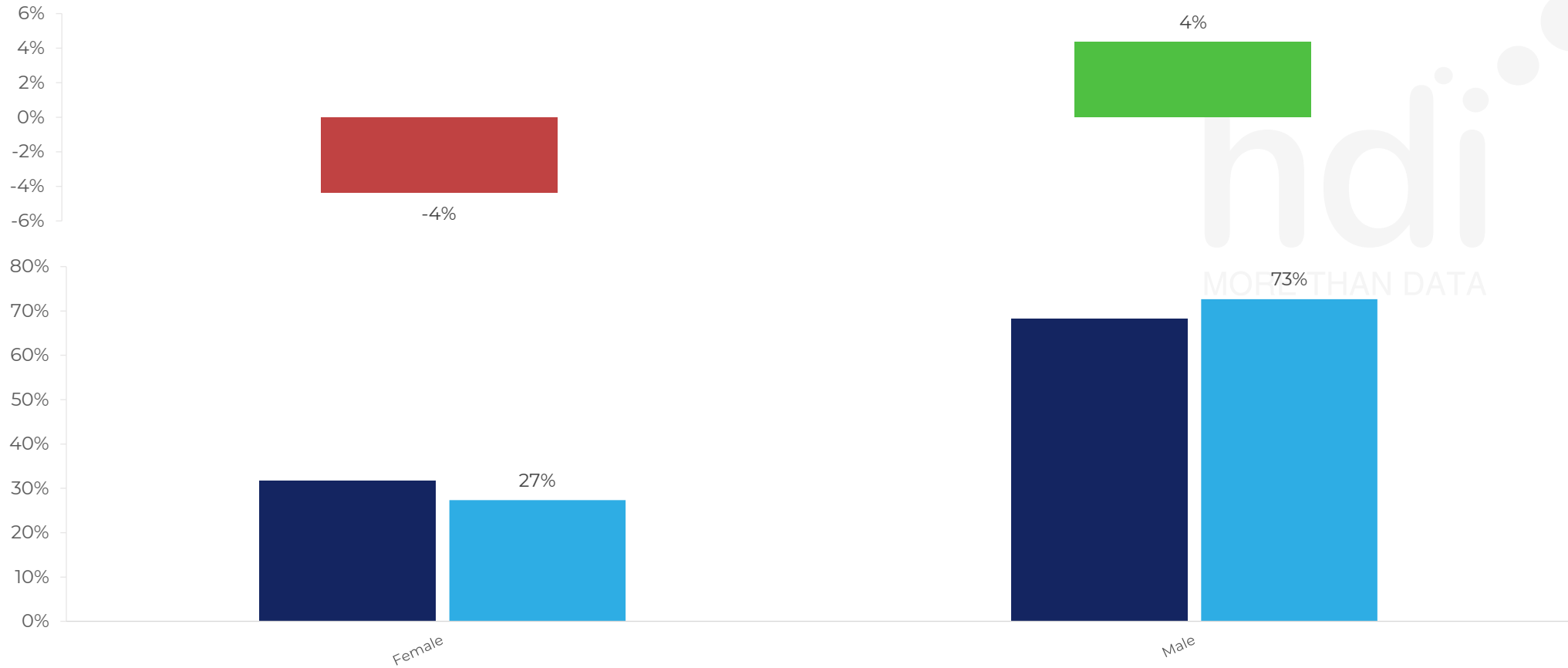




Gender

How does the gender profile of customers who visit Grey Horses Inn S819EW compare versus its competitors?

% of spend for Grey Horses Inn S819EW and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Gender



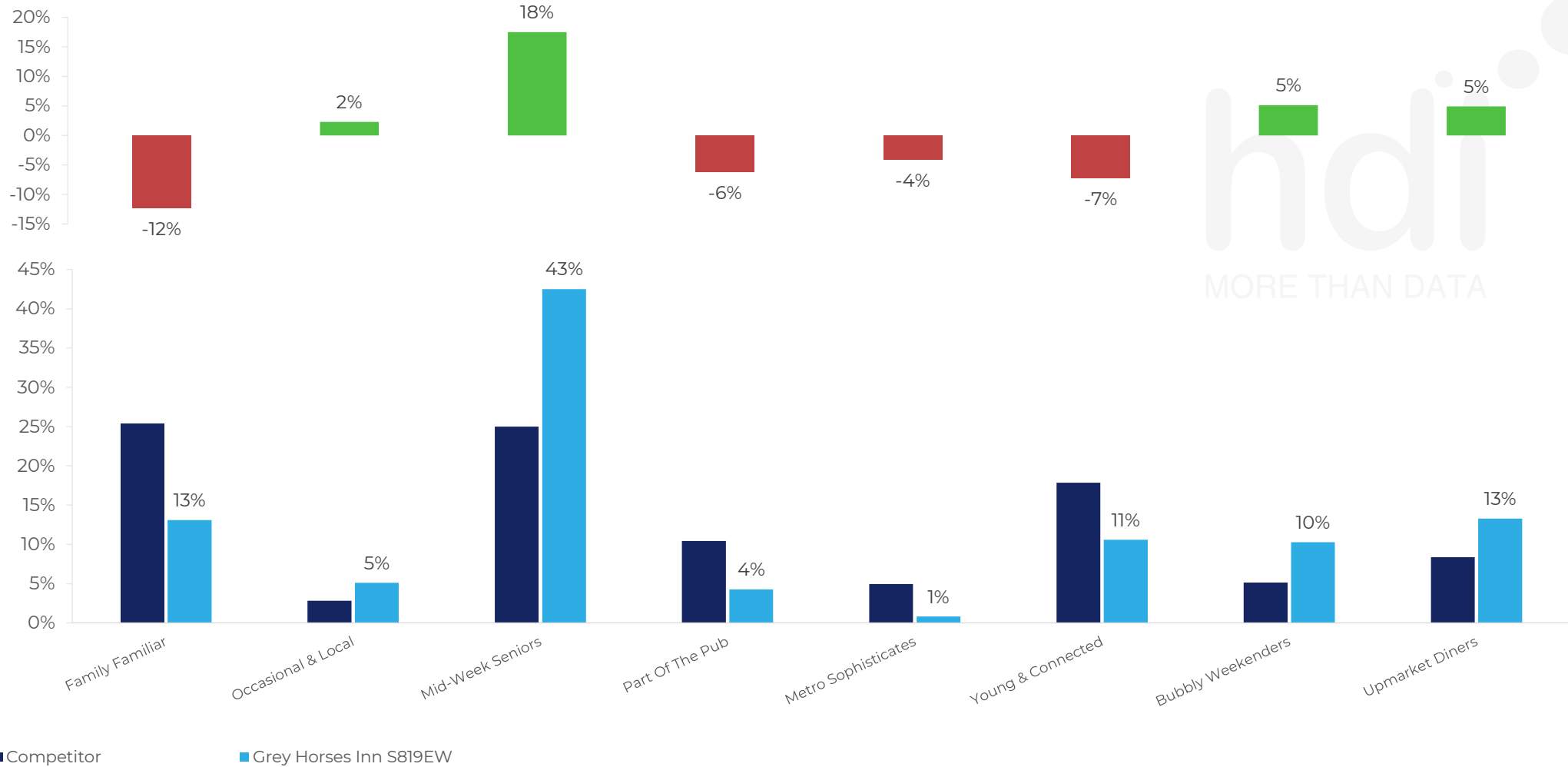
■ Competitor

■ Grey Horses Inn S819EW

Punch Segmentation

How does the Custom segmentation profile of customers who visit Grey Horses Inn S819EW compare versus its competitors?

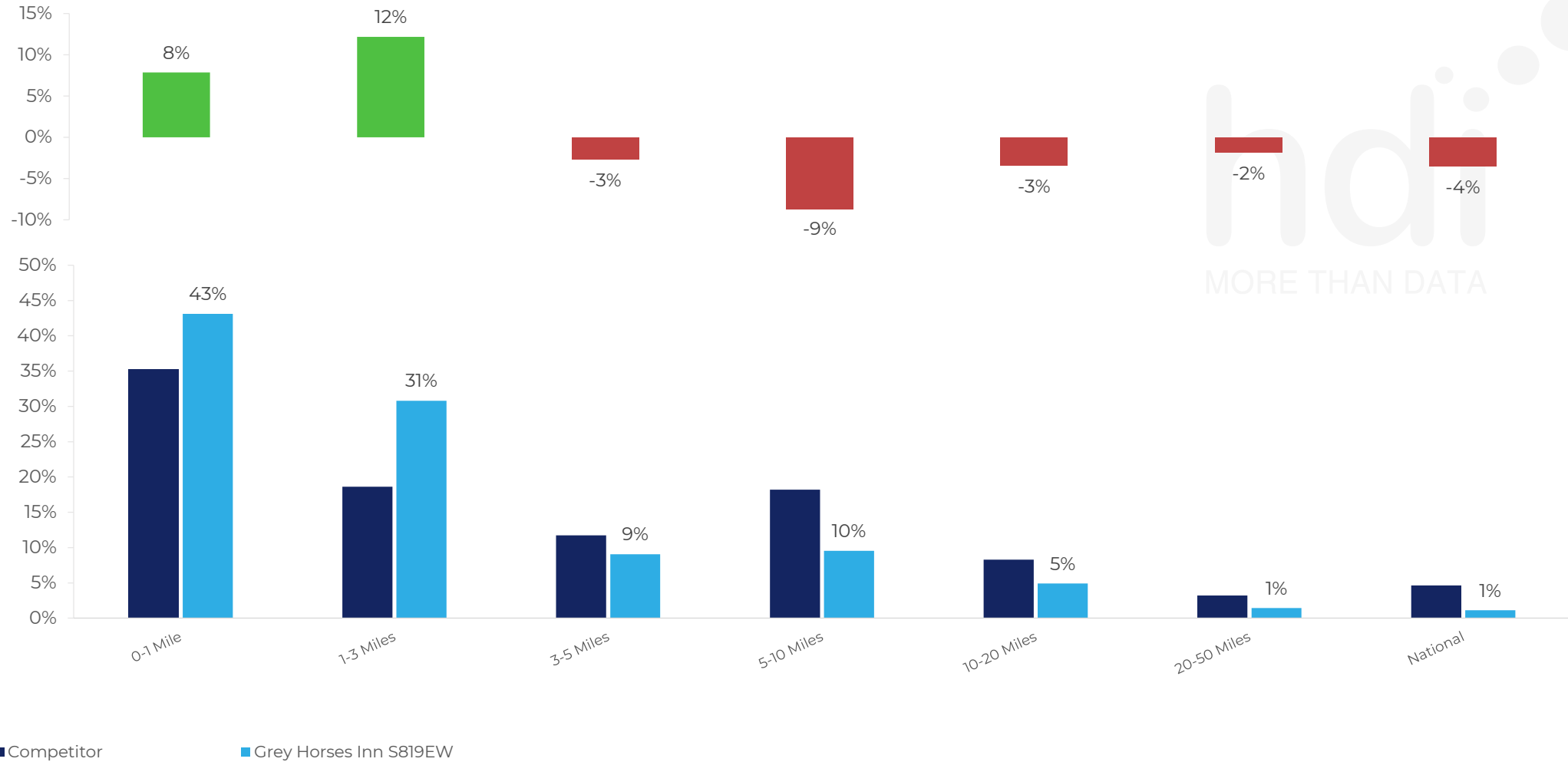
% of spend for Grey Horses Inn S819EW and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Segment



Spend by Distance

How does the spend profile of Grey Horses Inn S819EW compare versus its competitors based on travel distances?

% of spend for Grey Horses Inn S819EW and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Distance travelled

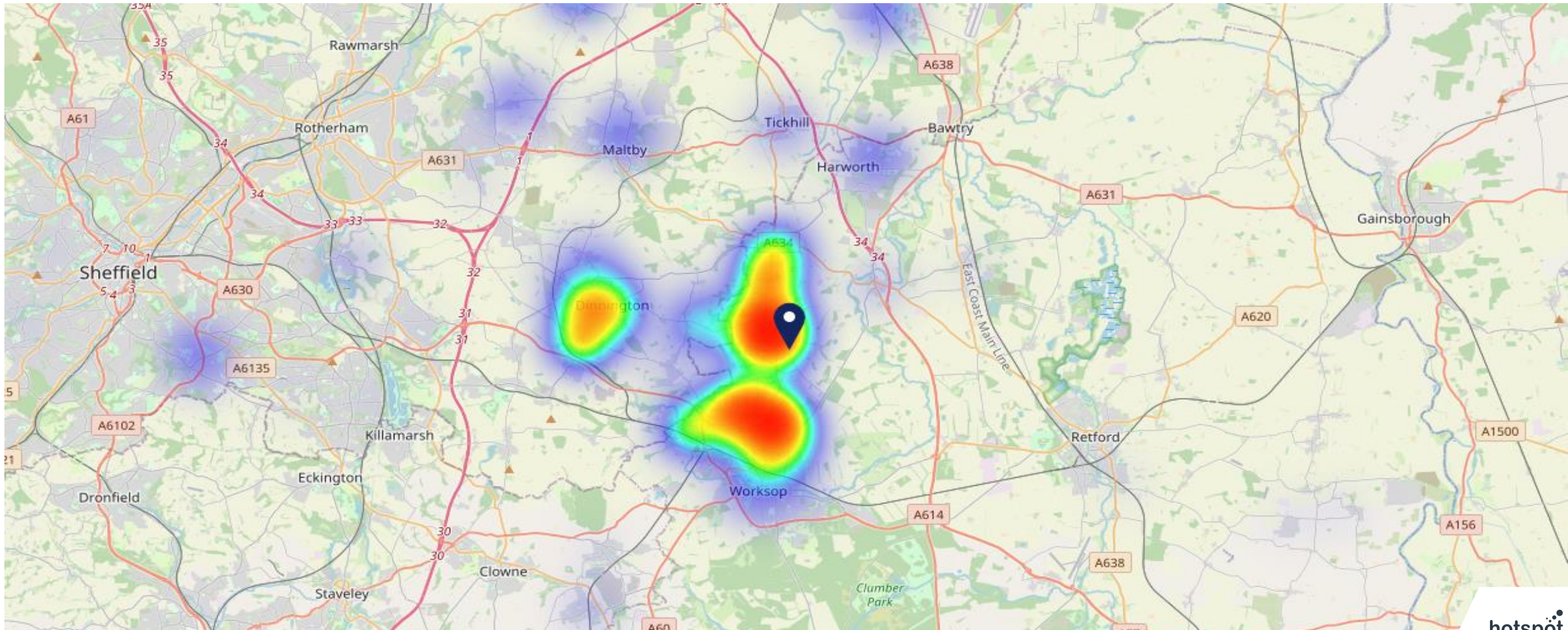




Map of Guest Origin

Where do customers of Grey Horses Inn S819EW come from?

Where do customers of Grey Horses Inn S819EW for 02/08/2023 - 24/07/2024 live

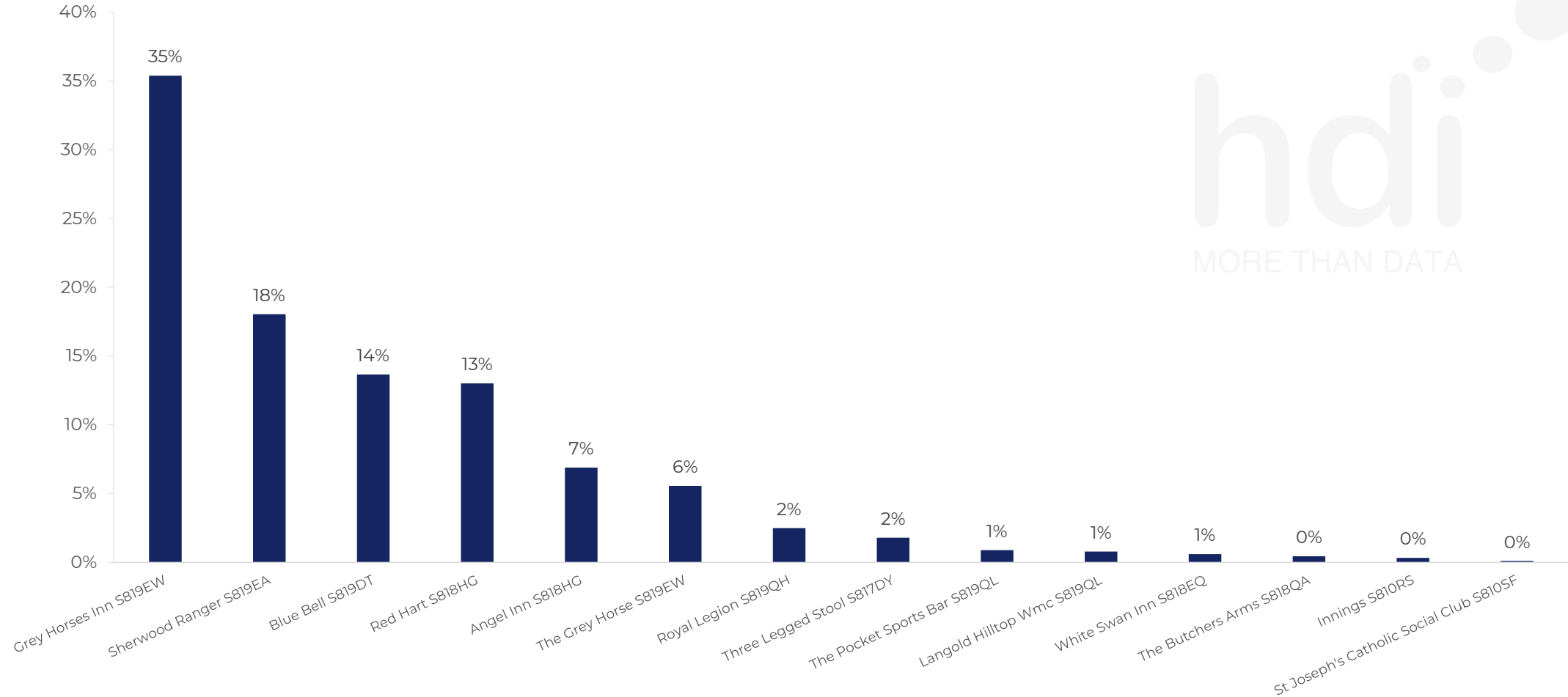




Share of Wallet

What are the Top 20 venues (by spend) that customers of Grey Horses Inn S819EW also visit?

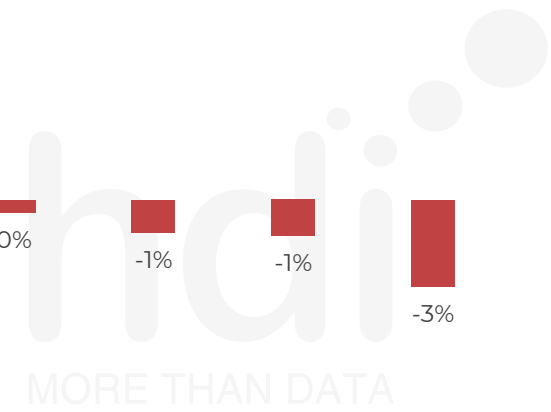
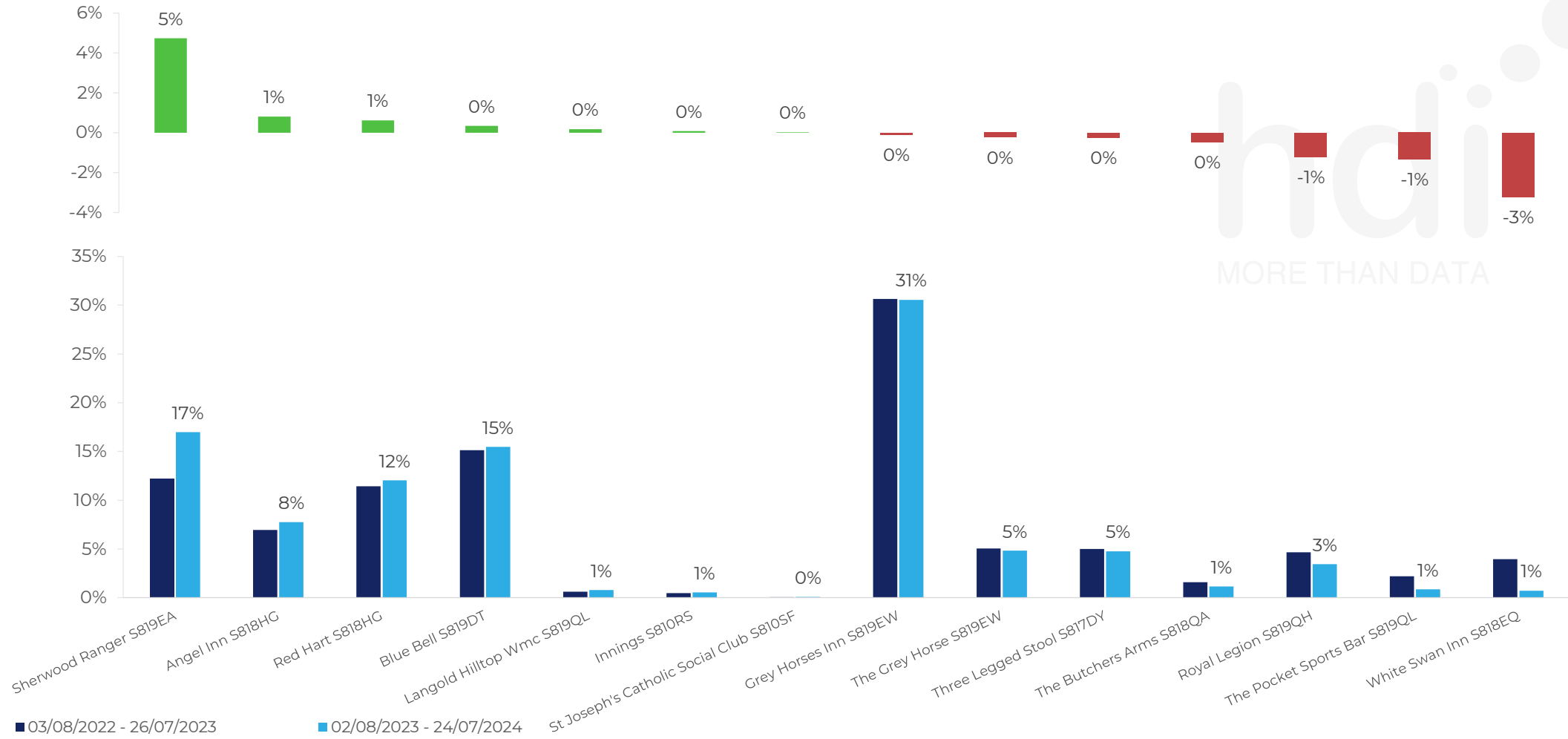
For customers of Grey Horses Inn S819EW, who are the top 20 competitors from 97 Chains in 3 Miles for 02/08/2023 - 24/07/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Grey Horses Inn S819EW changed between two date ranges?



 Market Summary

How does the local area for Grey Horses Inn S819EW 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	£1.36M	5	£1.48M	4	£1.55M	2	£18.65M	3
Weekpart	Mon - Thu	31.9%	2	30.6%	1	32.4%	1	43.5%	8
Weekpart	Fri - Sat	48.1%	8	49.3%	9	48.4%	10	40.0%	3
Weekpart	Sun	19.9%	9	20.1%	9	19.2%	10	16.6%	8
Age	18 to 24	11.9%	9	12.2%	9	12.0%	9	7.2%	5
Age	25 to 34	11.1%	1	11.2%	1	11.1%	1	15.3%	2
Age	35 to 44	16.9%	2	17.2%	2	17.9%	1	21.9%	4
Age	45 to 54	22.3%	7	22.2%	8	22.4%	8	18.8%	3
Age	55 to 64	20.6%	8	20.9%	9	20.8%	9	20.3%	9
Age	65 to 74	13.2%	9	12.6%	9	12.3%	9	10.6%	9
Age	75+	3.9%	8	3.6%	7	3.5%	7	5.9%	9
CAMEO	Business Elite	1.5%	2	1.4%	1	1.3%	1	3.0%	2
CAMEO	Prosperous Professionals	1.9%	2	1.9%	1	1.9%	1	3.7%	2
CAMEO	Flourishing Society	3.1%	1	3.3%	1	3.2%	1	6.4%	2
CAMEO	Content Communities	21.6%	10	21.8%	10	21.2%	10	15.6%	9
CAMEO	White Collar Neighbourhoods	3.1%	1	3.1%	1	3.1%	1	6.3%	1
CAMEO	Enterprising Mainstream	10.6%	8	10.0%	7	9.8%	7	9.5%	6
CAMEO	Paying The Mortgage	25.5%	10	25.5%	10	26.1%	10	21.4%	10
CAMEO	Cash Conscious Communities	19.2%	10	19.8%	10	20.0%	10	21.5%	10
CAMEO	On A Budget	1.0%	1	0.9%	1	1.0%	1	3.5%	1
CAMEO	Family Value	12.5%	9	12.4%	9	12.4%	9	9.3%	9
Affluence	AB	6.5%	1	6.5%	1	6.5%	1	13.0%	1
Affluence	C1C2	60.7%	9	60.4%	10	60.2%	10	52.7%	7
Affluence	DE	32.8%	9	33.1%	9	33.4%	9	34.3%	9