Site Intel | Bull Inn BA228LH

hdi

3 Miles | 129 Chains | 10/01/2024 - 01/01/2025

Site Summary

Bull Inn BA228LH

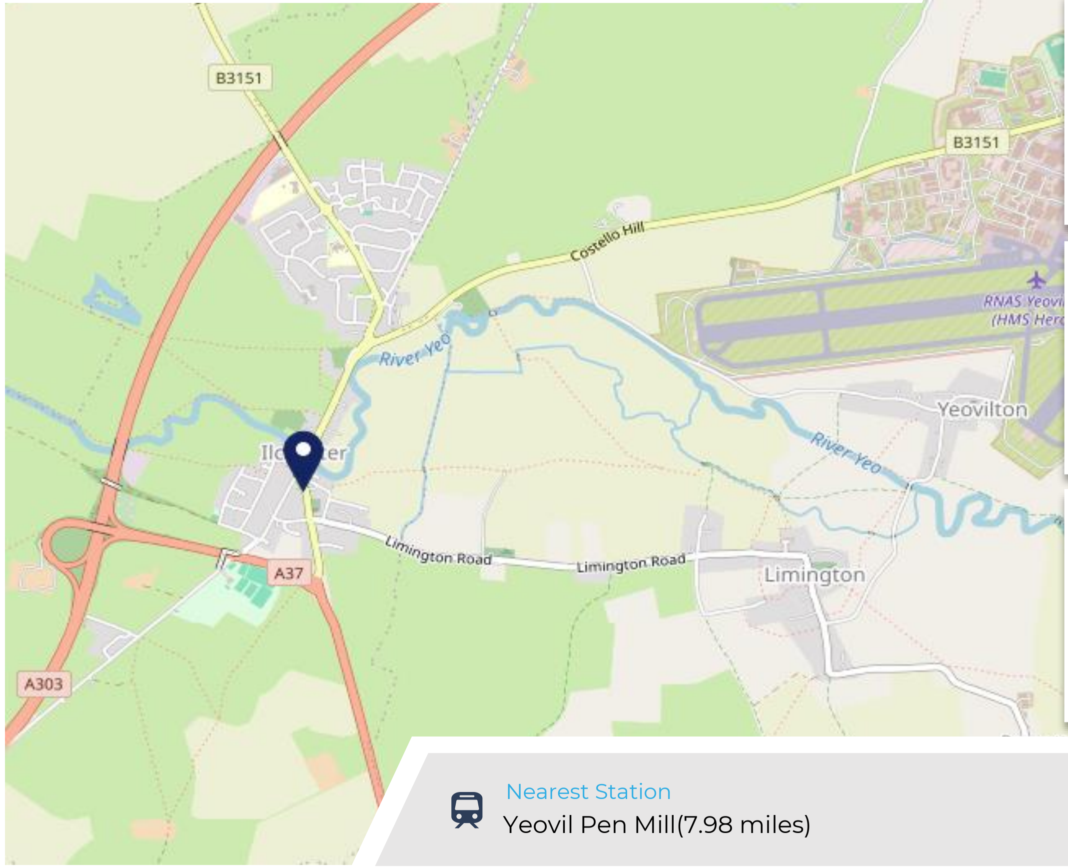
BA228LH Punch T&L

Work Area: Yeovil

Region: South West

TV Region: HarWest

Urbanicity: Rural village



ATV
£8.95

Gender
83.60%
Male

Affluence
57.36%
Middle Income

Segmentation
27.85%
Enterprising Mainstream

Age Group
42.66%
25 to 34

Visit Day
31.48%
Fri

Top Competitors

#1 Ilchester Arms
BA228LN
Pub / Bar

#2 Dolphin Inn Yeovil
BA228NH
Stonegate PP

#3 Lamb & Lark Inn
BA228EG
Pub Restaurant

Nearest Station
Yeovil Pen Mill(7.98 miles)

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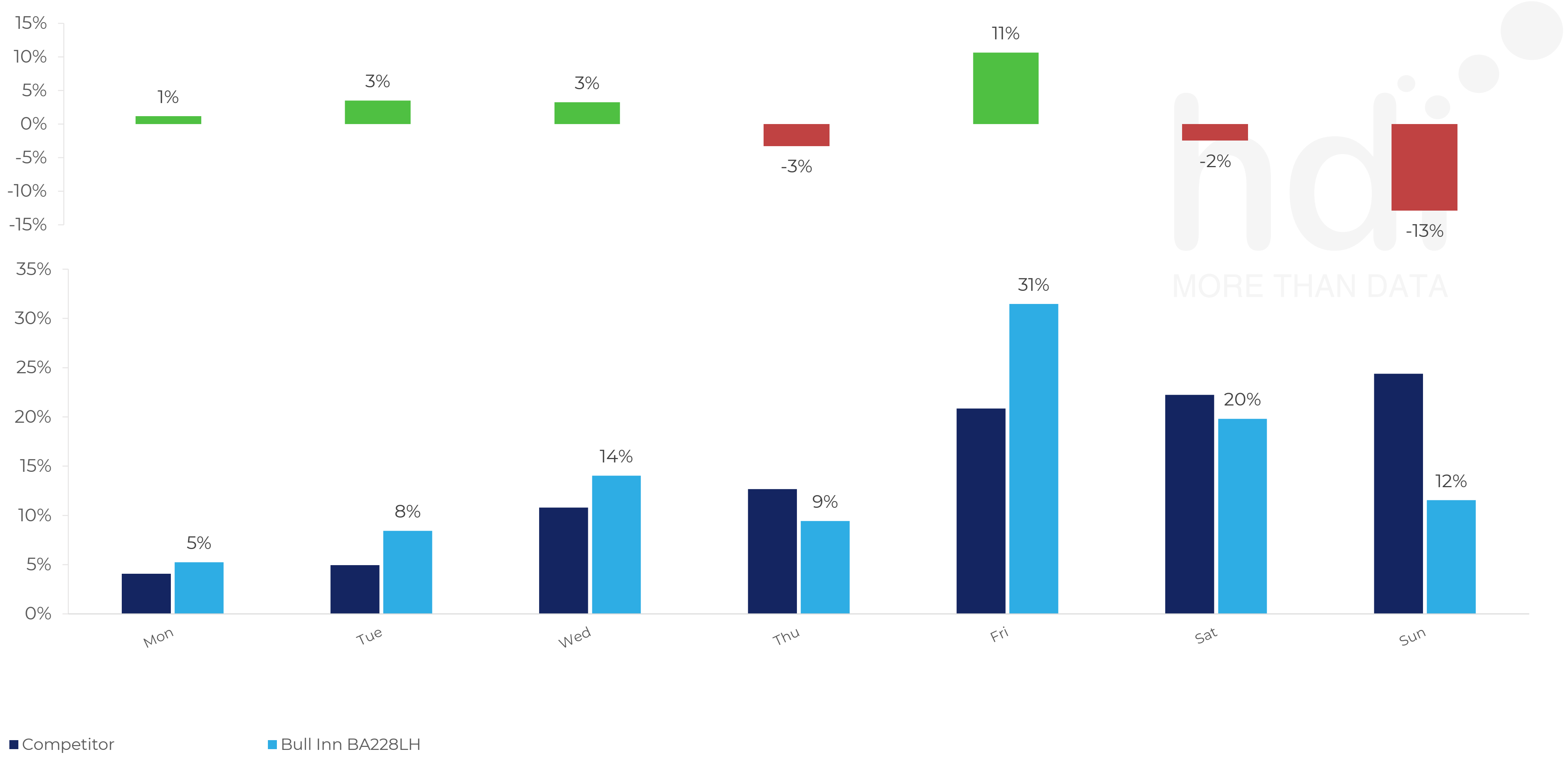
827 Site Customers | 9 Competitors | 2501 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for Bull Inn BA228LH versus its competitors?

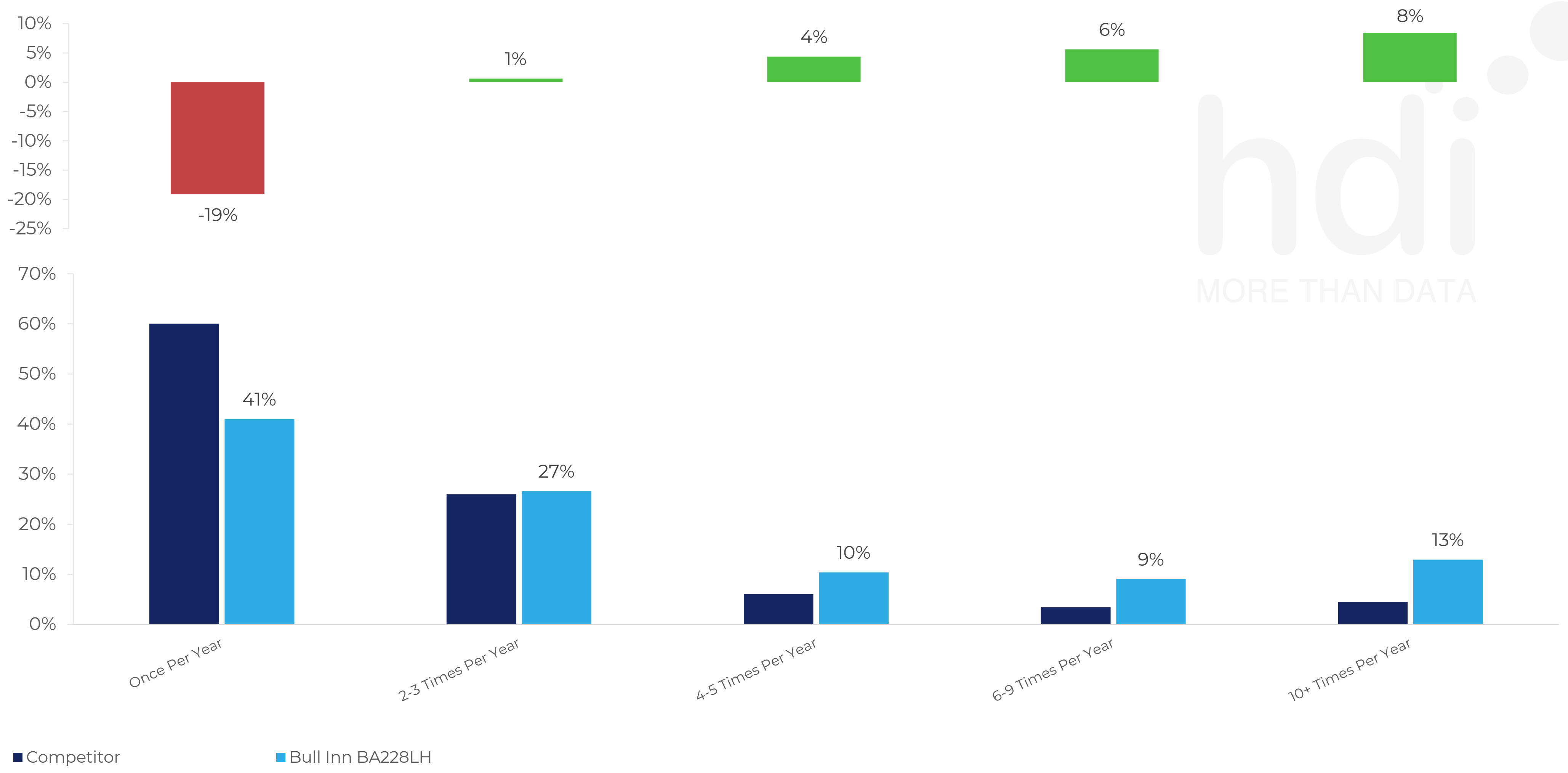
% of spend for Bull Inn BA228LH and 129 Chains in 3 Miles from 10/01/2024 - 01/01/2025 split by Day of Week



Visit Frequency

How frequently per year do customers visit Bull Inn BA228LH versus its competitors?

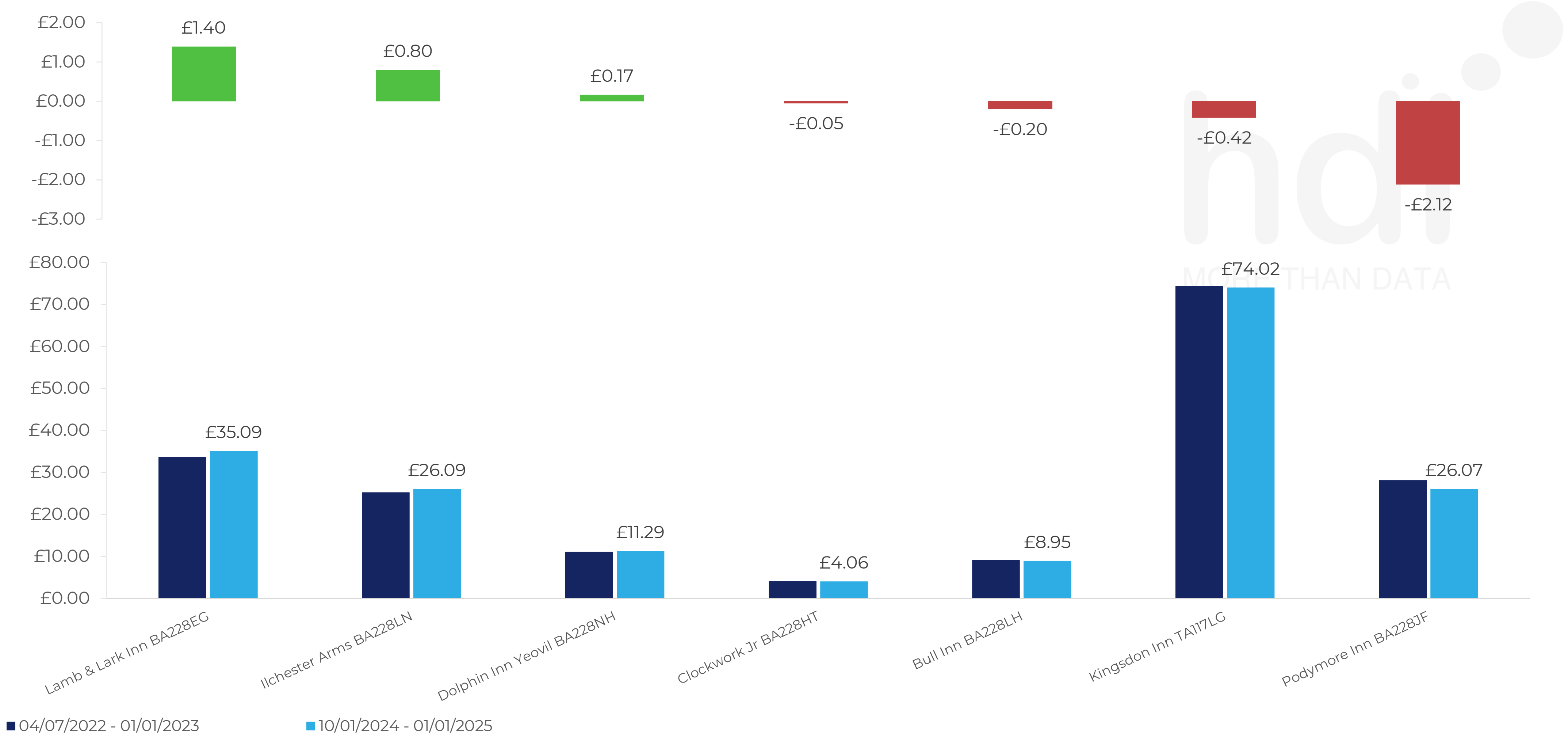
% of customer numbers for Bull Inn BA228LH and 129 Chains in 3 Miles from 10/01/2024 - 01/01/2025 and the number of visits made Per Annum



Site Intel | Bull Inn BA228LH | 3 Miles | 129 Chains | 10/01/2024 - 01/01/2025

ATV Change

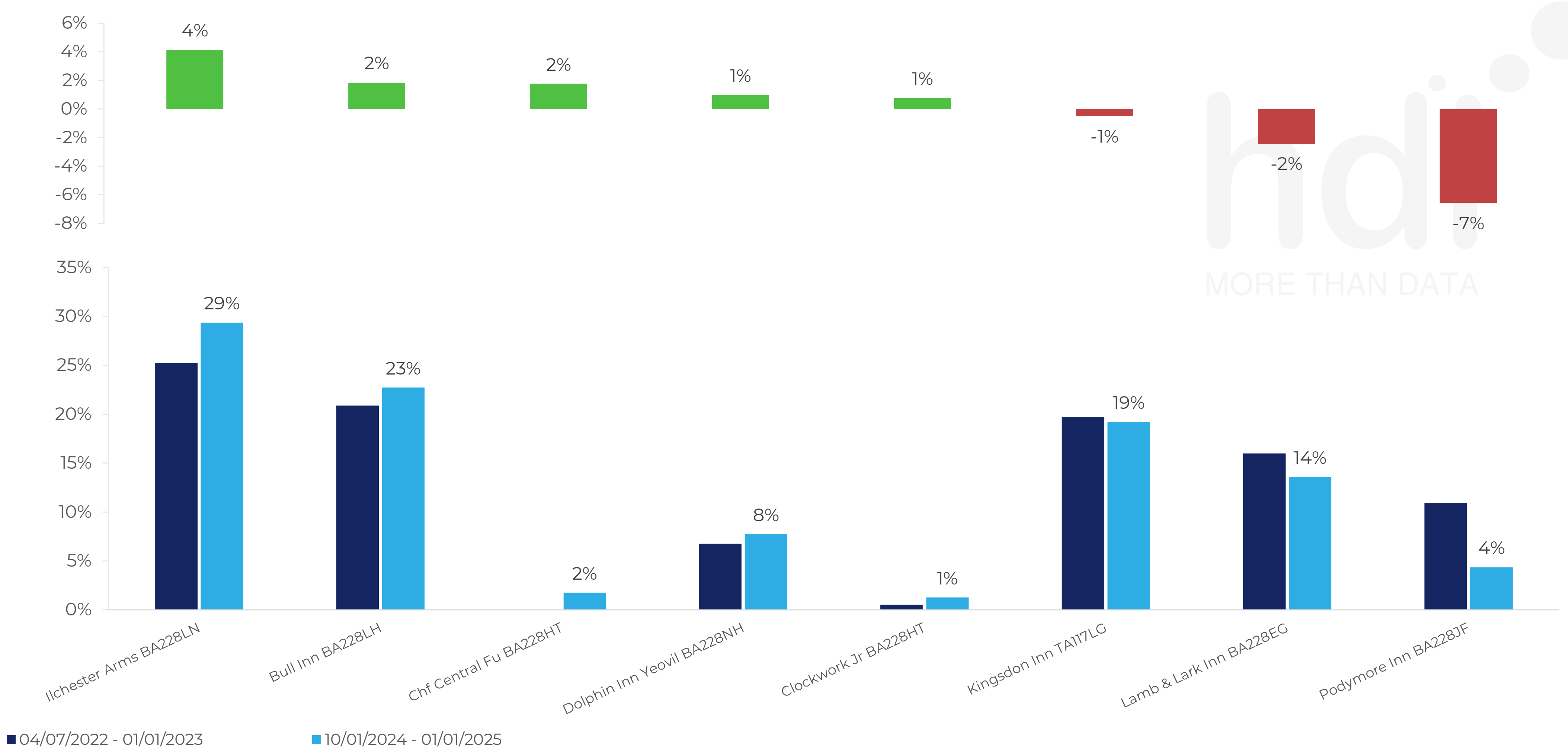
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

% of market share spend for Bull Inn BA228LH and 129 Chains in 3 Miles from 10/01/2024 - 01/01/2025



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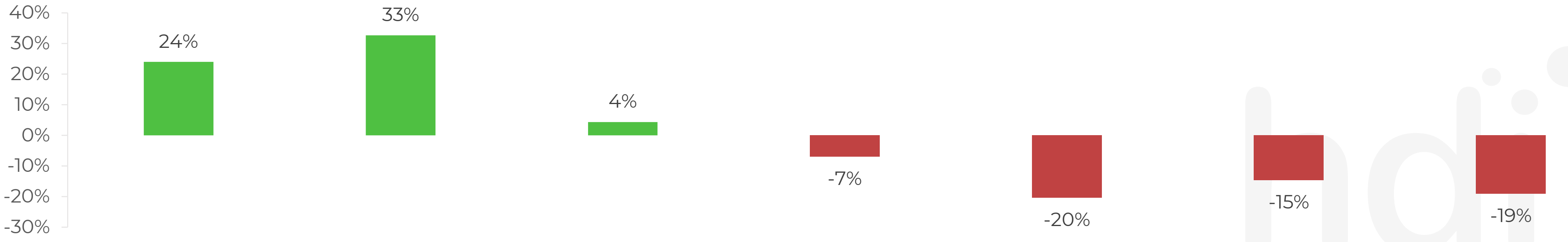
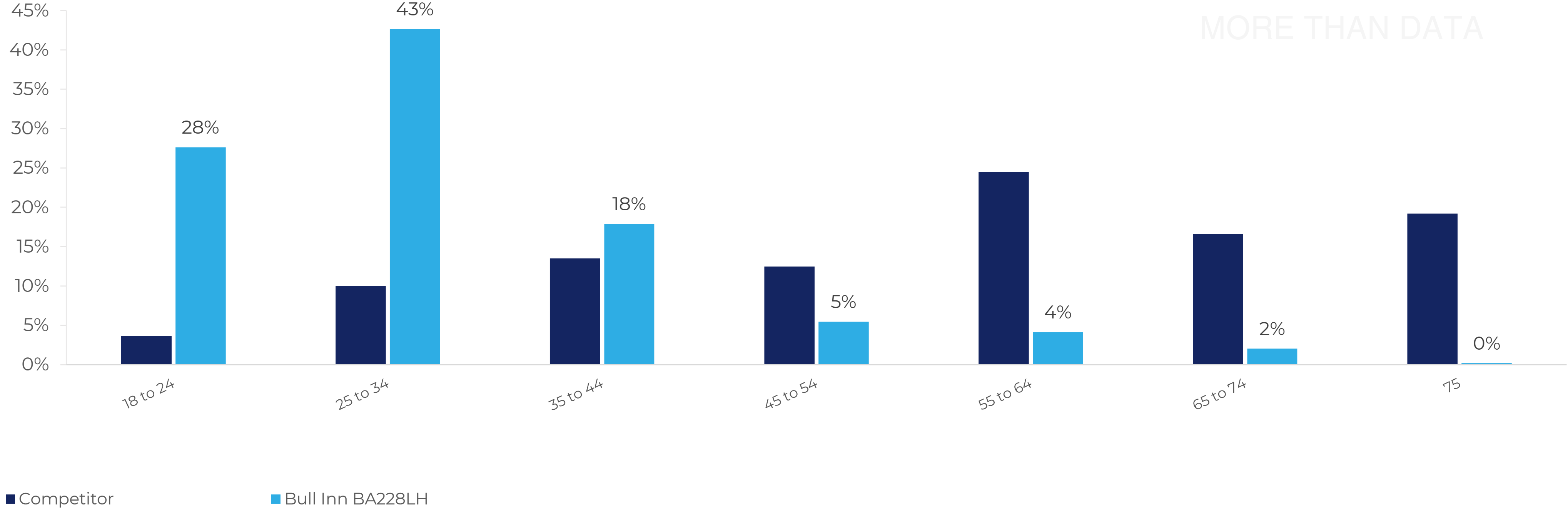
Age

How does the age profile of customers who visit Bull Inn BA228LH compare versus its competitors?

% of spend for Bull Inn BA228LH and 129 Chains in 3 Miles from 10/01/2024 - 01/01/2025 split by Age Range

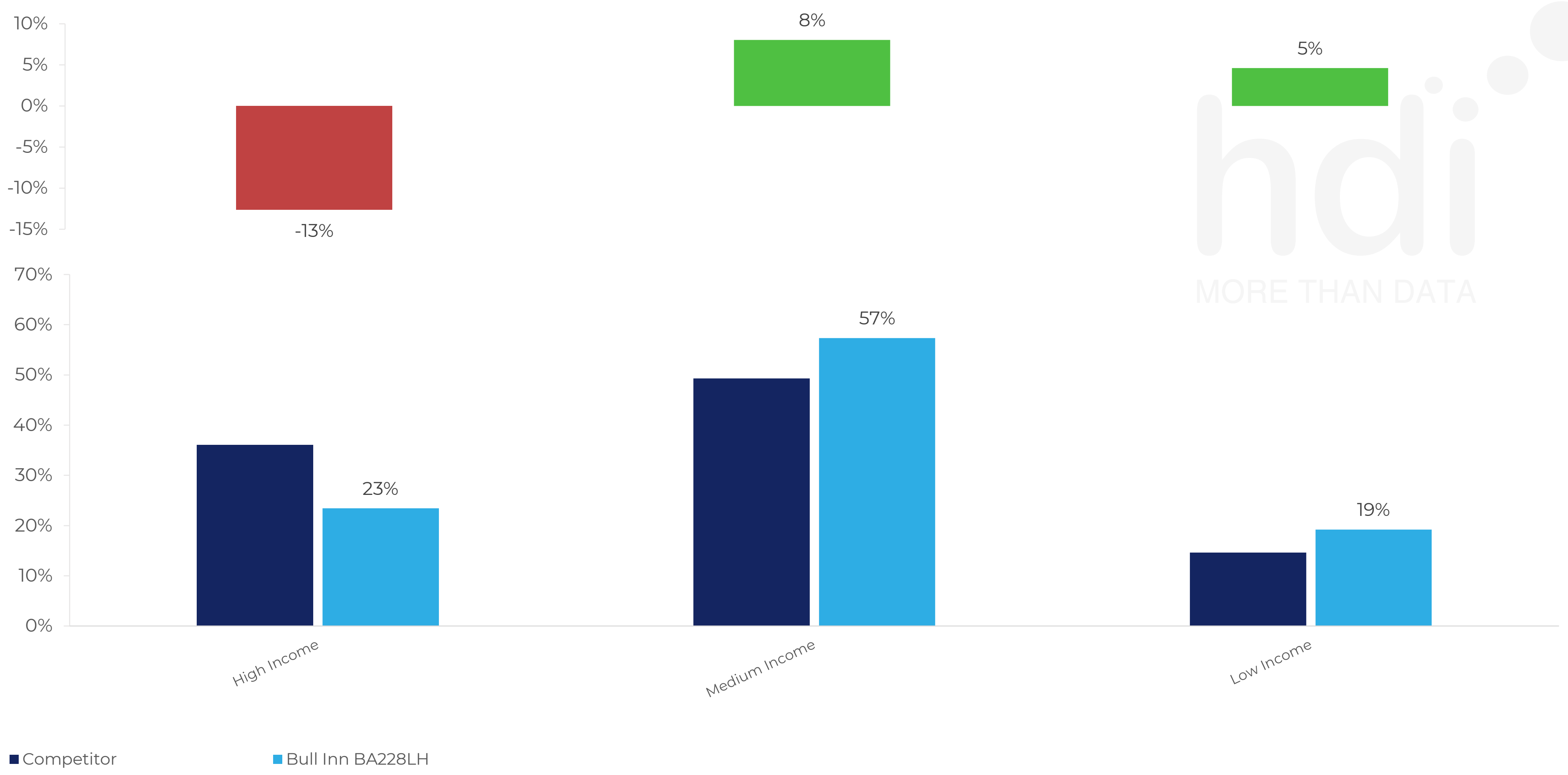




Affluence

How does the affluence of customers who visit Bull Inn BA228LH compare versus its competitors?

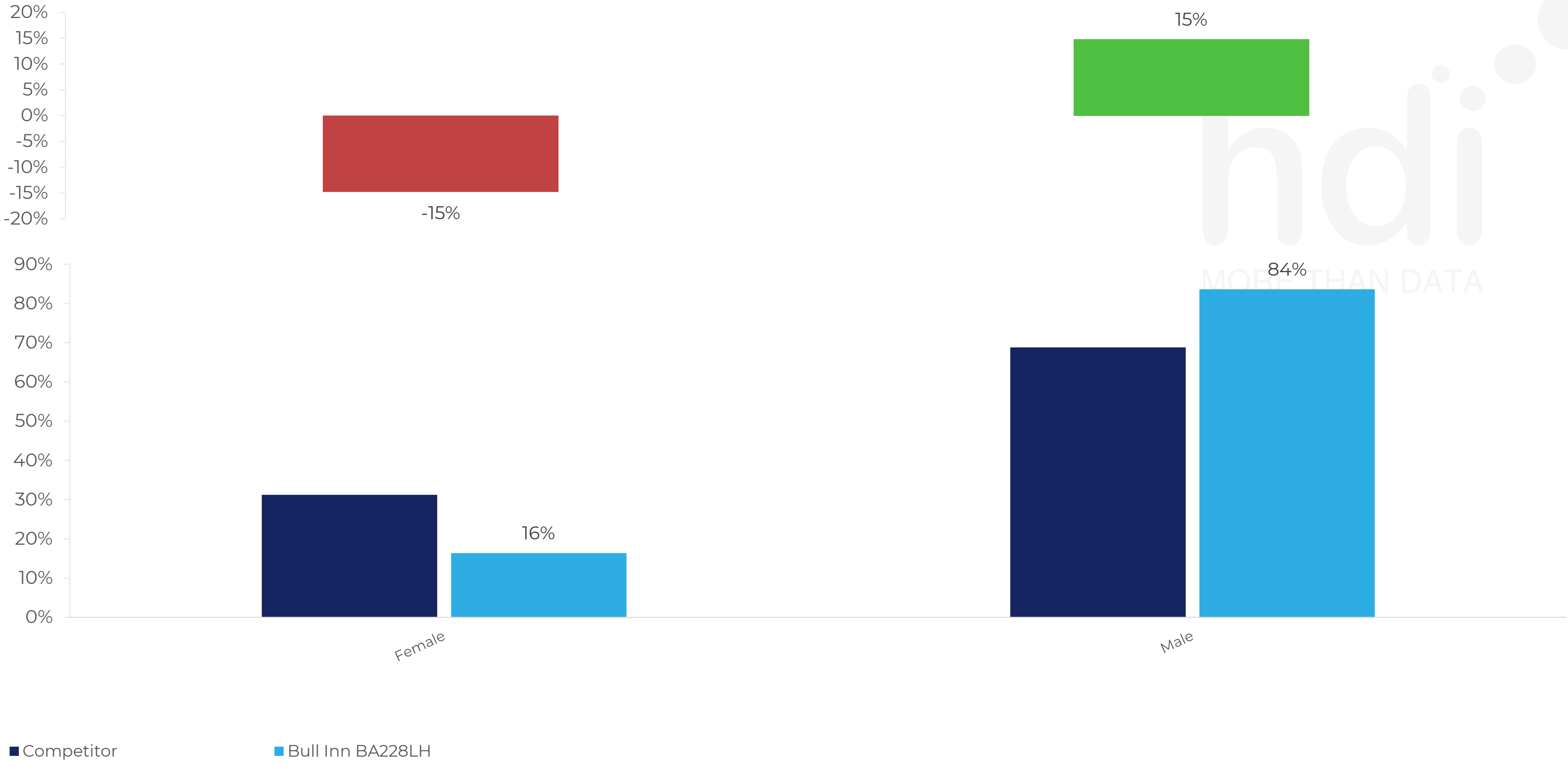
% of spend for Bull Inn BA228LH and 129 Chains in 3 Miles from 10/01/2024 - 01/01/2025 split by Affluence



Gender

How does the gender profile of customers who visit Bull Inn BA228LH compare versus its competitors?

% of spend for Bull Inn BA228LH and 129 Chains in 3 Miles from 10/01/2024 - 01/01/2025 split by Gender



SEGMENT SNAPSHOTS

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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.

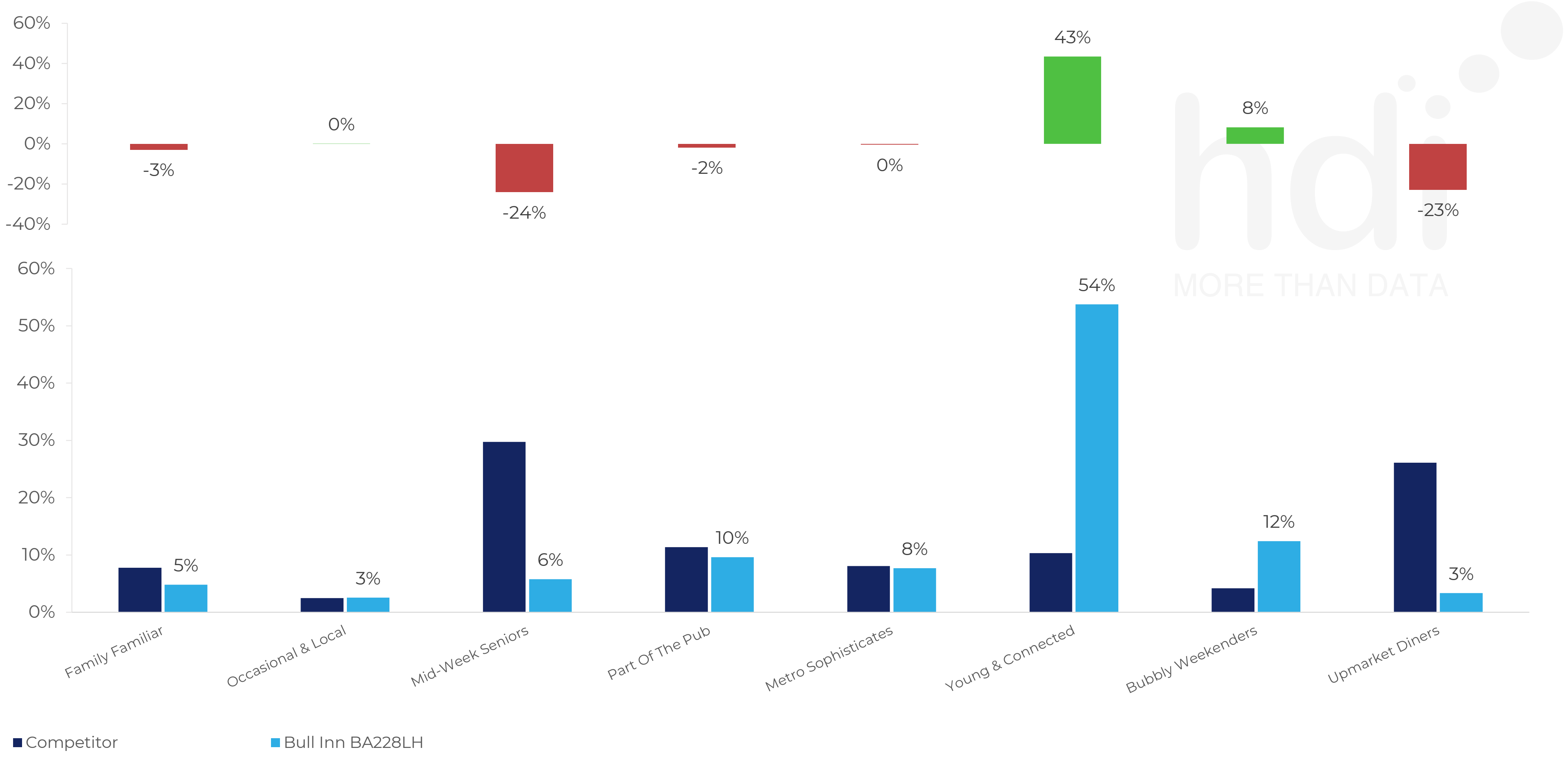
8 – UPMARKET DINERS

- 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 Bull Inn BA228LH compare versus its competitors?

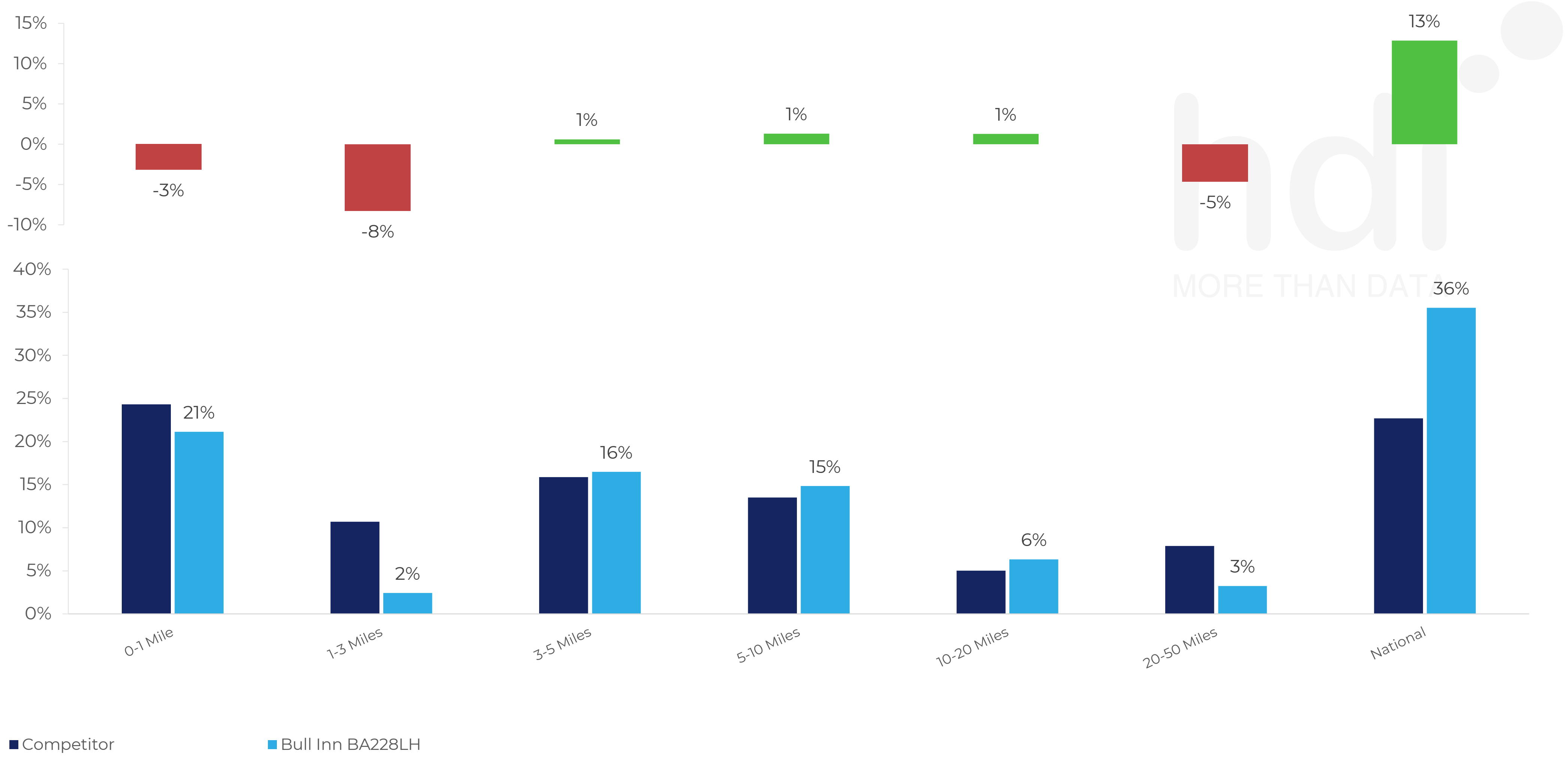
% of spend for Bull Inn BA228LH and 129 Chains in 3 Miles from 10/01/2024 - 01/01/2025 split by Segment



Spend by Distance

How does the spend profile of Bull Inn BA228LH compare versus its competitors based on travel distances?

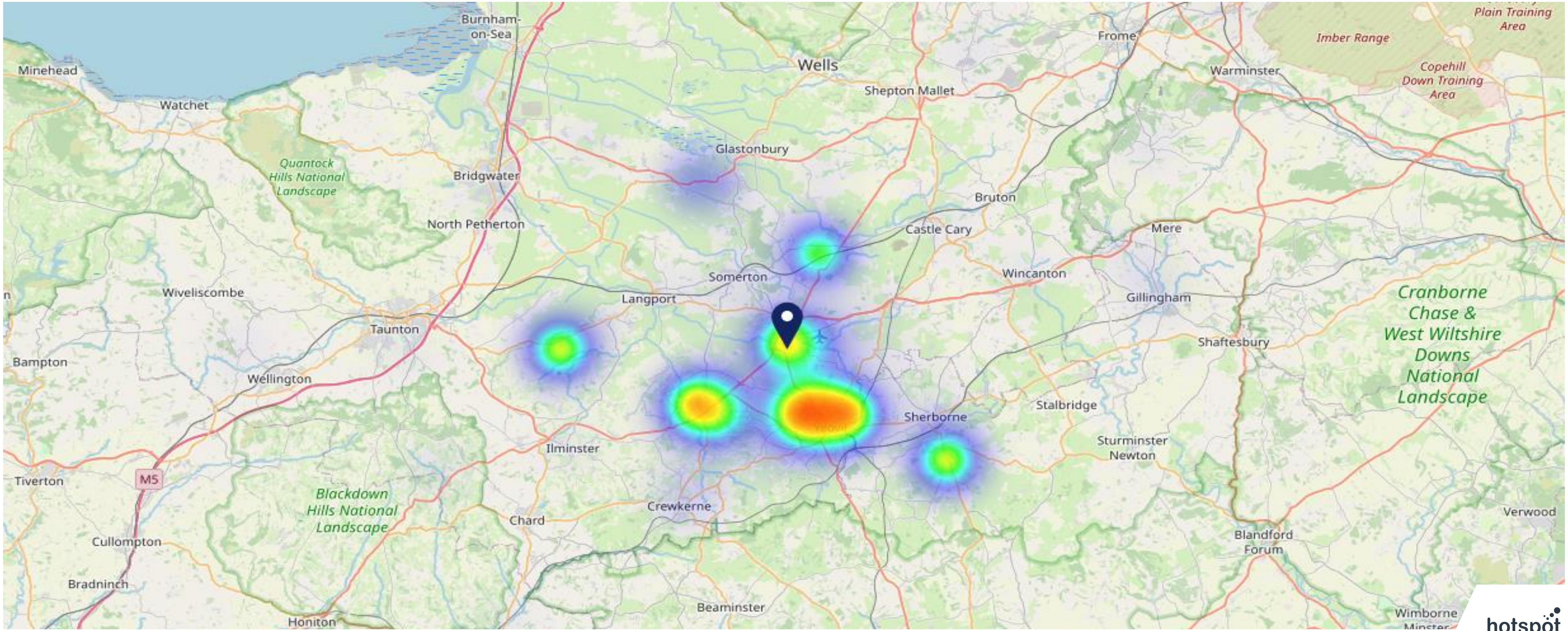
% of spend for Bull Inn BA228LH and 129 Chains in 3 Miles from 10/01/2024 - 01/01/2025 split by Distance travelled



Map of Guest Origin

Where do customers of Bull Inn BA228LH come from?

Where do customers of Bull Inn BA228LH for 10/01/2024 - 01/01/2025 live



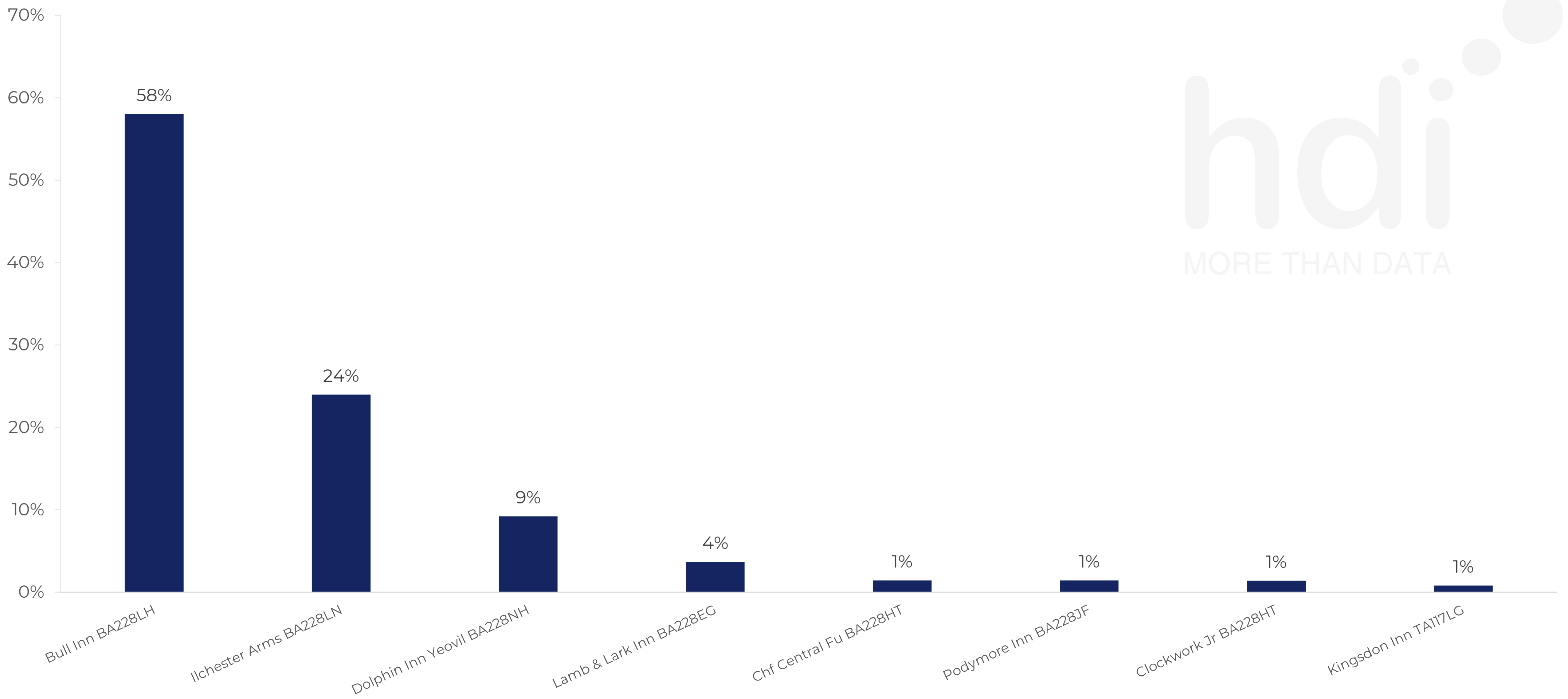
hotspot

404 Site Customers

Share of Wallet

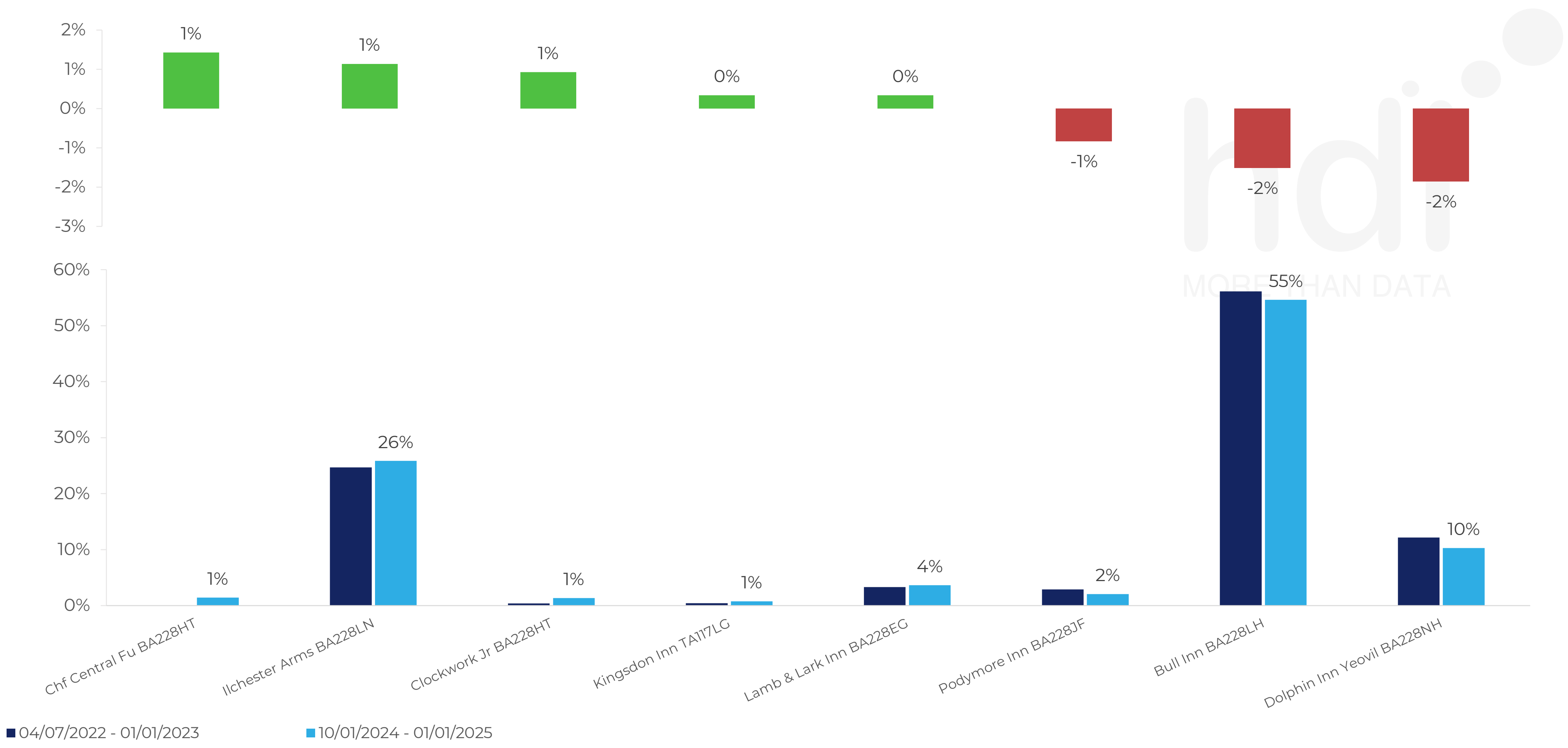
What are the Top 20 venues (by spend) that customers of Bull Inn BA228LH also visit?

For customers of Bull Inn BA228LH, who are the top 20 competitors from 129 Chains in 3 Miles for 10/01/2024 - 01/01/2025 split by Venue



Share of Wallet Change

How has share of wallet of customers of Bull Inn BA228LH changed between two date ranges?



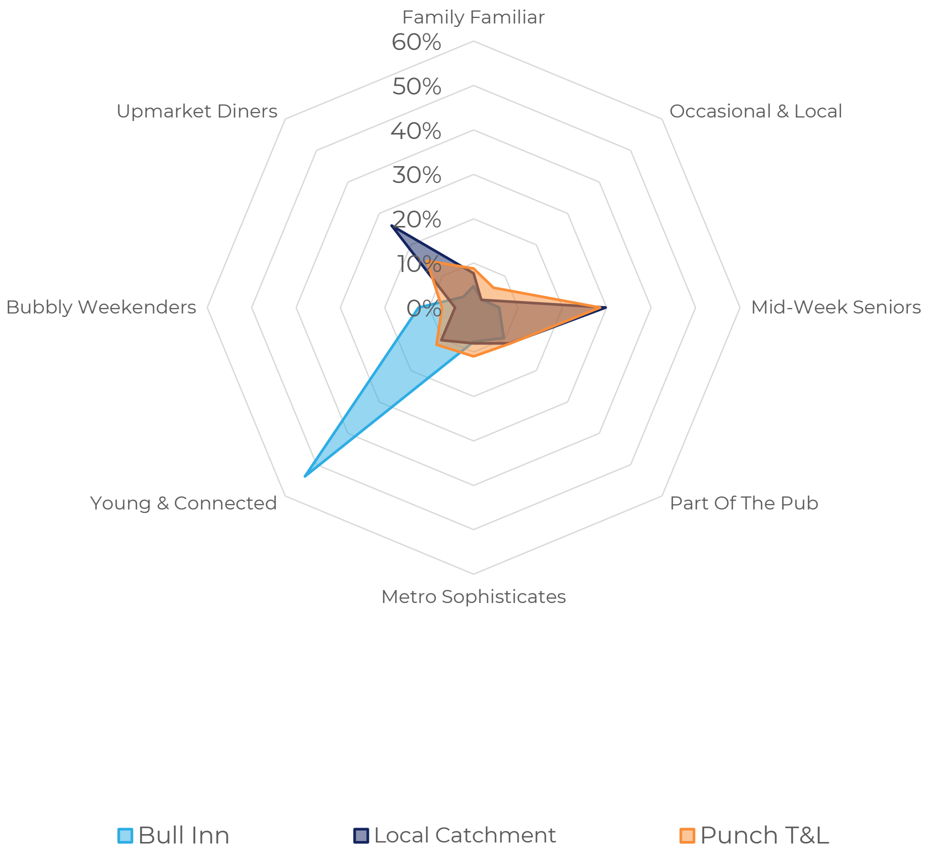
Market Summary

How does the local area for Bull Inn BA228LH 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	£2.49M	6	£2.66M	5	£2.70M	2	£6.85M	2
Weekpart	Mon - Thu	39.8%	5	39.2%	5	39.4%	4	46.0%	9
Weekpart	Fri - Sat	44.6%	6	44.9%	6	44.9%	7	38.3%	1
Weekpart	Sun	15.7%	7	15.9%	7	15.6%	6	15.7%	6
Age	18 to 24	12.1%	9	11.5%	9	11.7%	9	11.7%	10
Age	25 to 34	20.4%	5	19.9%	4	20.1%	4	18.7%	3
Age	35 to 44	18.7%	2	20.2%	3	20.2%	3	20.9%	3
Age	45 to 54	11.3%	1	11.2%	1	11.2%	1	14.3%	1
Age	55 to 64	19.7%	8	19.6%	8	19.4%	9	17.5%	8
Age	65 to 74	11.8%	9	11.8%	9	11.7%	9	9.8%	9
Age	75+	6.0%	9	5.8%	9	5.7%	9	7.2%	10
CAMEO	Business Elite	2.1%	2	2.0%	2	2.1%	2	3.2%	2
CAMEO	Prosperous Professionals	5.9%	5	6.8%	6	6.8%	6	7.5%	7
CAMEO	Flourishing Society	15.6%	7	15.6%	7	15.7%	7	18.1%	8
CAMEO	Content Communities	18.3%	9	18.4%	9	18.2%	10	15.9%	9
CAMEO	White Collar Neighbourhoods	8.4%	3	8.5%	3	8.4%	2	10.2%	4
CAMEO	Enterprising Mainstream	18.5%	10	18.3%	10	18.3%	10	14.8%	10
CAMEO	Paying The Mortgage	12.9%	5	12.4%	4	12.5%	4	11.5%	3
CAMEO	Cash Conscious Communities	8.9%	5	8.9%	5	8.9%	5	9.9%	6
CAMEO	On A Budget	7.1%	6	6.9%	6	6.9%	6	6.9%	6
CAMEO	Family Value	2.4%	5	2.3%	5	2.3%	5	2.1%	5
Affluence	AB	23.6%	5	24.5%	5	24.6%	5	28.8%	5
Affluence	C1C2	58.1%	9	57.5%	9	57.3%	9	52.3%	7
Affluence	DE	18.4%	5	18.1%	5	18.1%	5	18.9%	5

Local Market Profile

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
Bull Inn	181	4.83%	2.55%	5.77%	9.62%	7.68%	53.74%	12.42%	3.34%
Local Catchment	425	7.72%	2.48%	29.73%	11.37%	8.05%	10.32%	4.17%	26.12%
Punch T&L	104327	8.84%	6.33%	28.49%	11.49%	10.98%	11.78%	7.14%	14.90%
Bull Inn vs Local Catchment		-2.89%	0.07%	-23.96%	-1.75%	-0.37%	43.42%	8.25%	-22.78%
Bull Inn vs Punch T&L		-4.01%	-3.78%	-22.72%	-1.87%	-3.30%	41.96%	5.28%	-11.56%
Local Catchment vs Punch T&L		-1.12%	-3.85%	1.24%	-0.12%	-2.93%	-1.46%	-2.97%	11.22%