

Site Summary



# Noahs Ark DE12AW

DE12AW

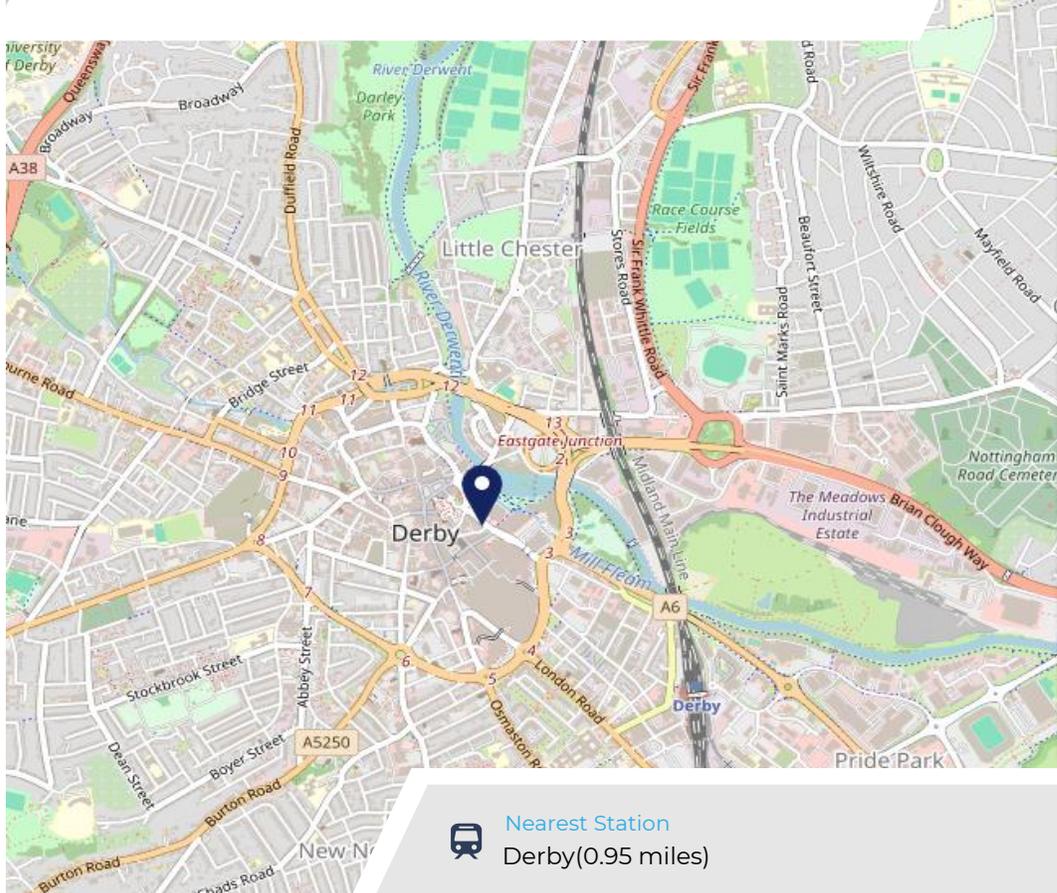
Punch T&L

**Work Area**  
Derby

**Region**  
East Midlands

**TV Region**  
Central

**Urbanicity**  
Urban city and town



ATV  
**£8.09**



Gender  
**70.27%**  
Male



Affluence  
**64.35%**  
Low Income



Segmentation  
**38.20%**  
Family Value



Age Group  
**27.61%**  
45 to 54



Visit Day  
**40.60%**  
Sat

### Top Competitors



**White Horse**  
DE12AW  
 Star Pubs & Bars

**#1**



**The Standing Order**  
DE13GL  
 JD Wetherspoon

**#2**



**Iron Ram**  
DE13GL  
 Pub / Bar

**#3**

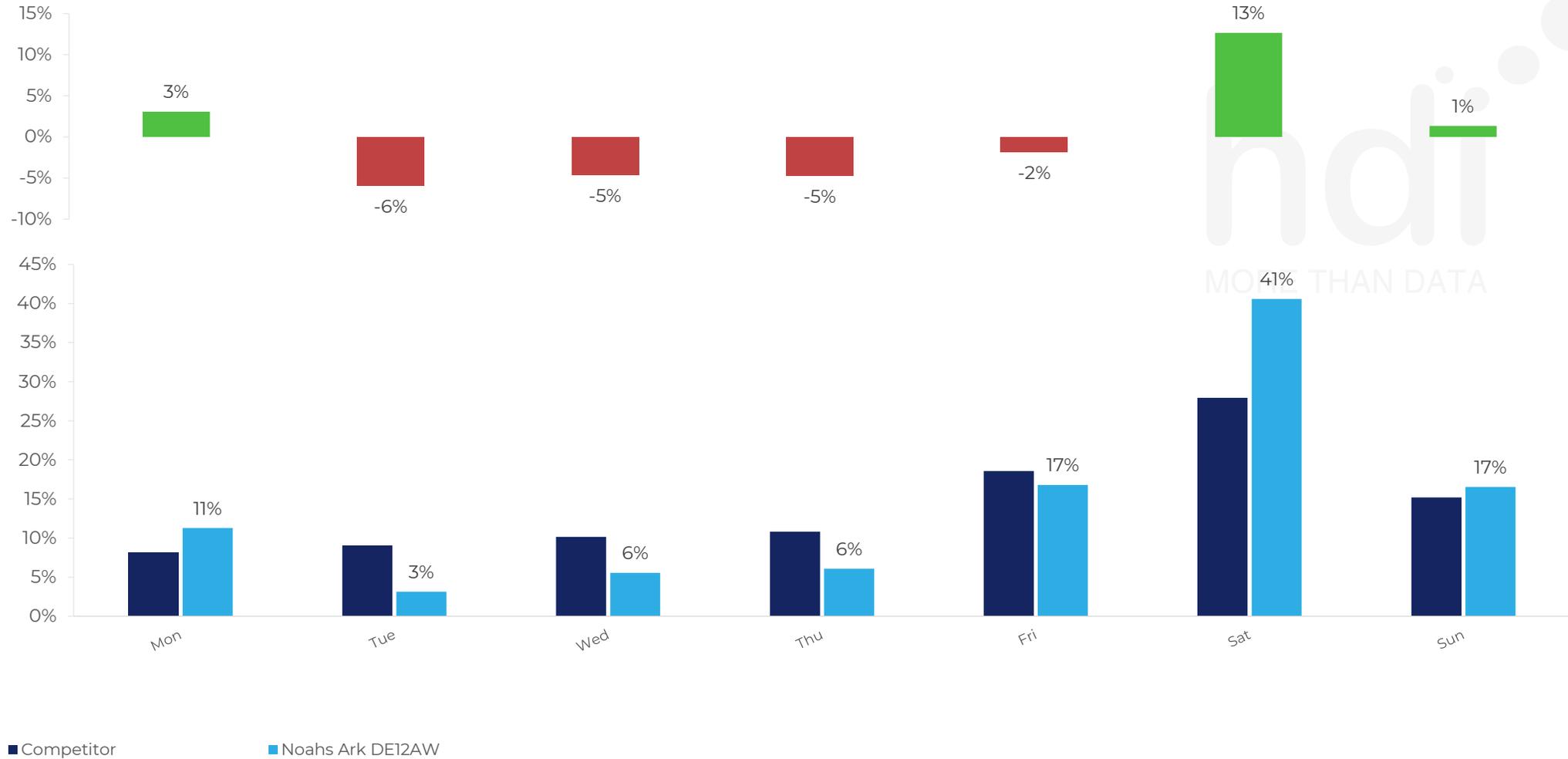


**Nearest Station**  
Derby(0.95 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Noahs Ark DE12AW versus its competitors?

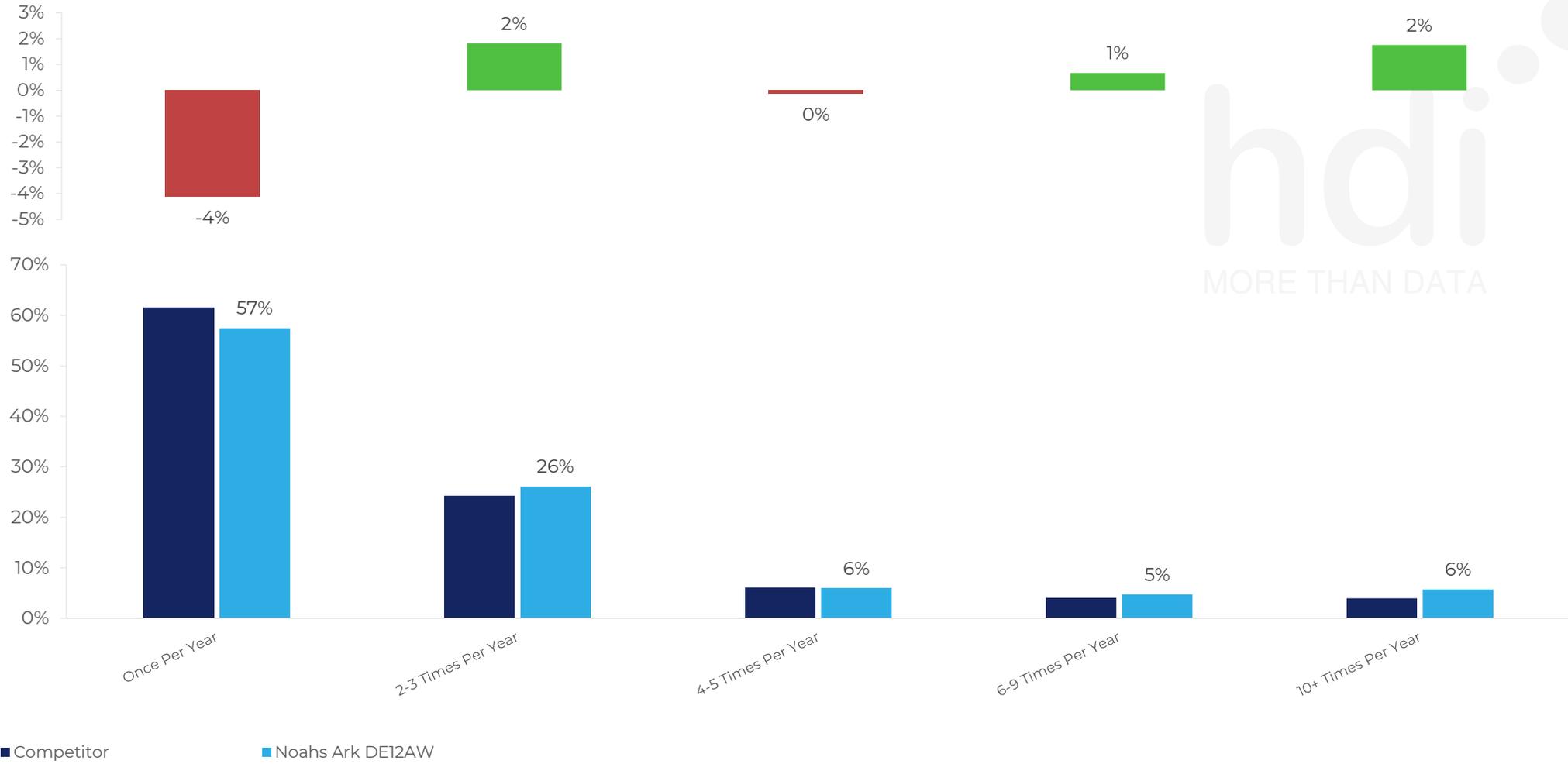
% of spend for Noahs Ark DE12AW and 319 Chains in 3 Miles from 08/01/2025 - 07/01/2026 split by Day of Week



Visit Frequency

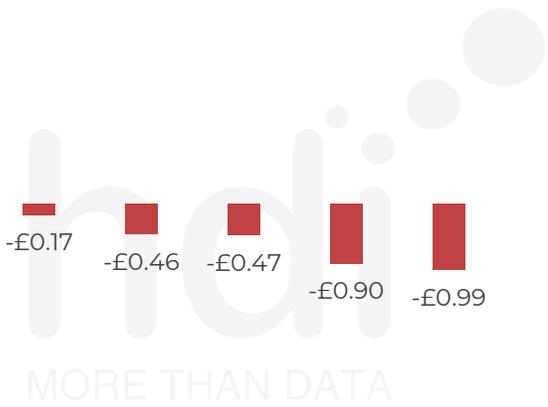
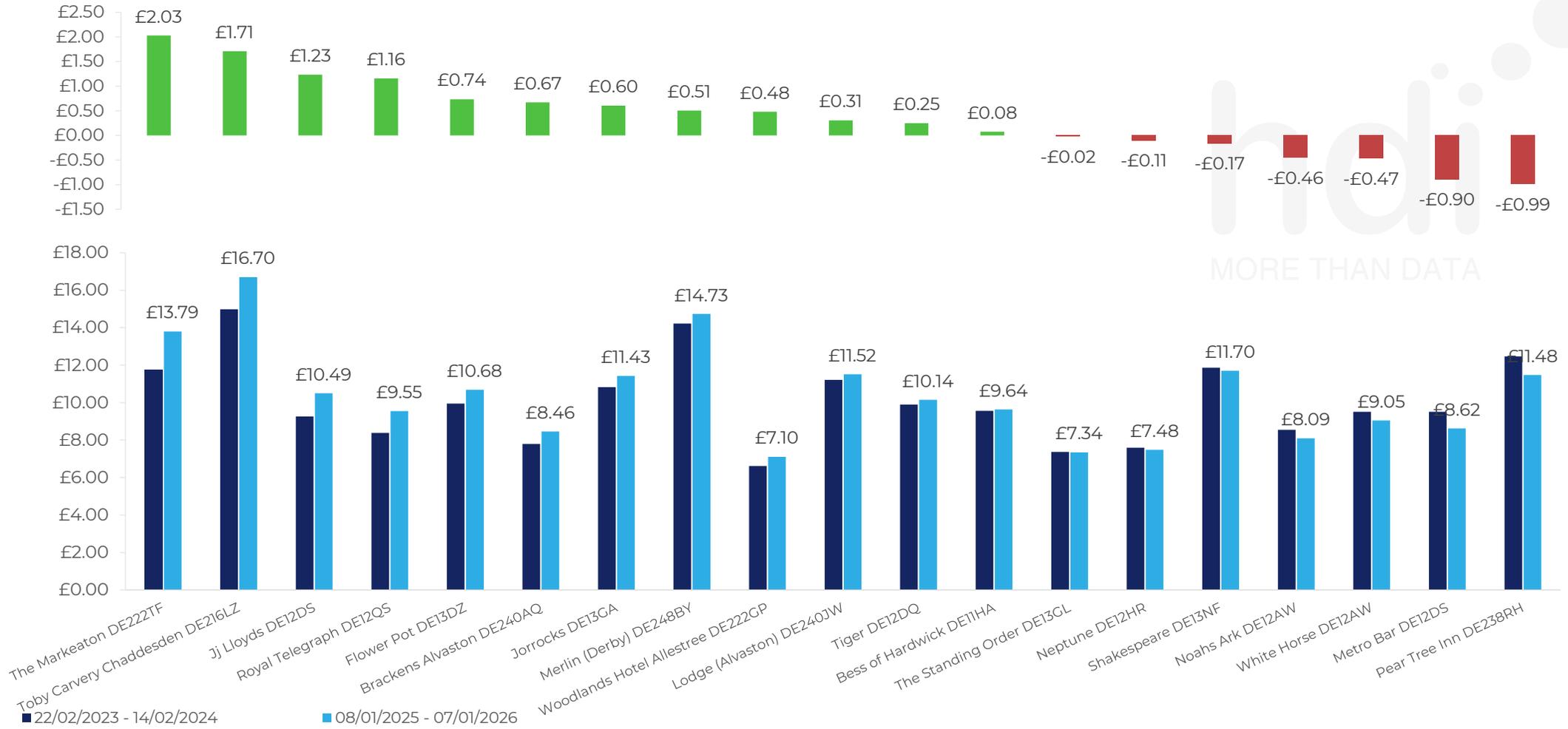
How frequently per year do customers visit Noahs Ark DE12AW versus its competitors?

% of customer numbers for Noahs Ark DE12AW and 319 Chains in 3 Miles from 08/01/2025 - 07/01/2026 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

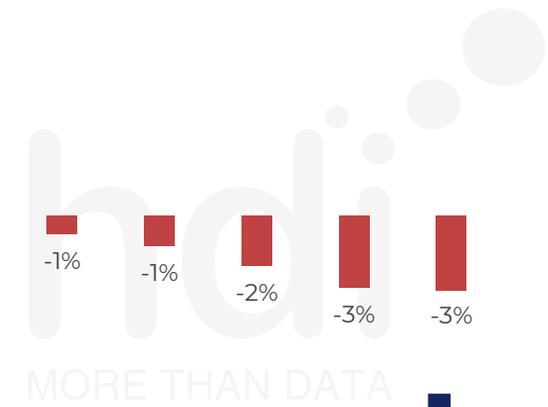
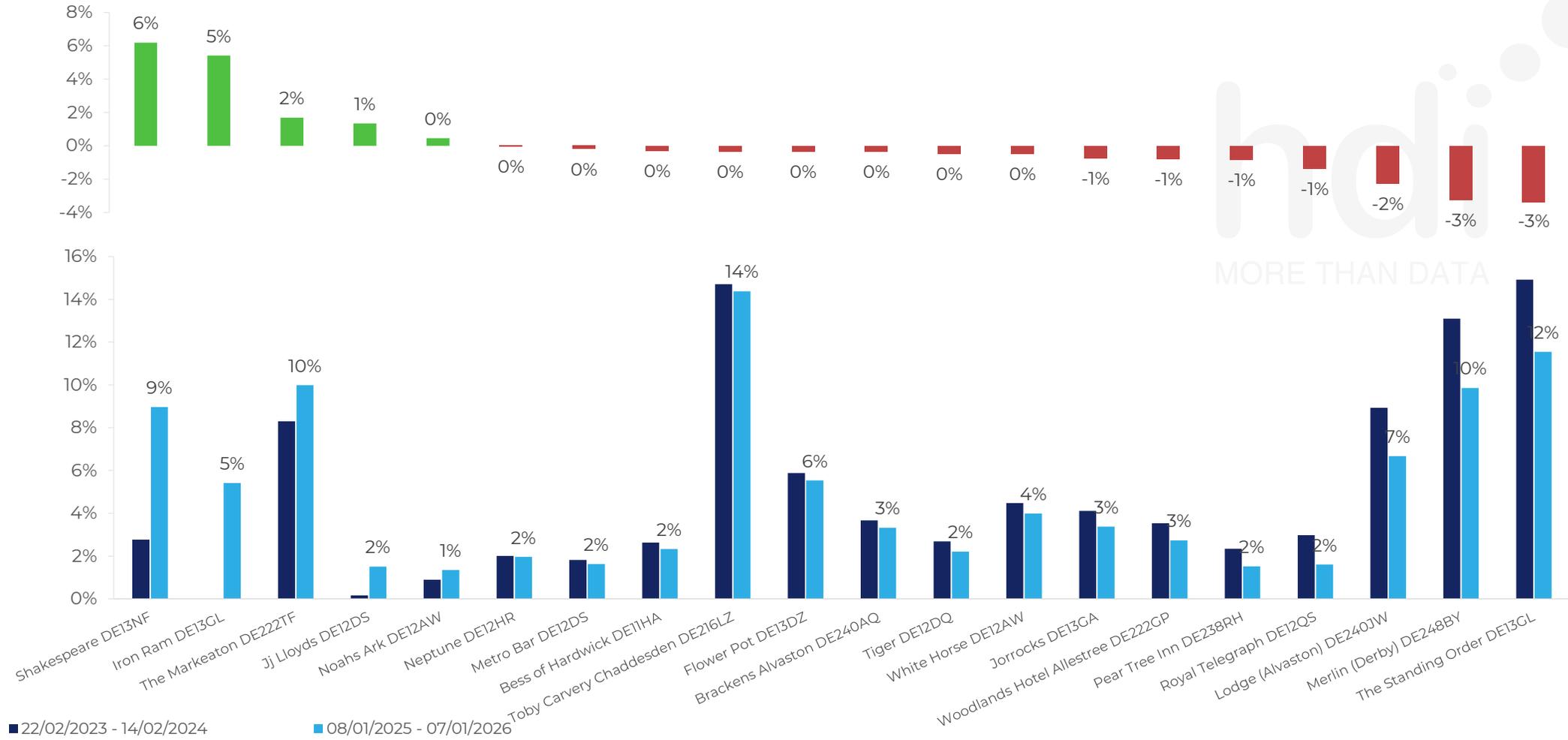




### Market Share Change

How has market share changed between two date ranges?

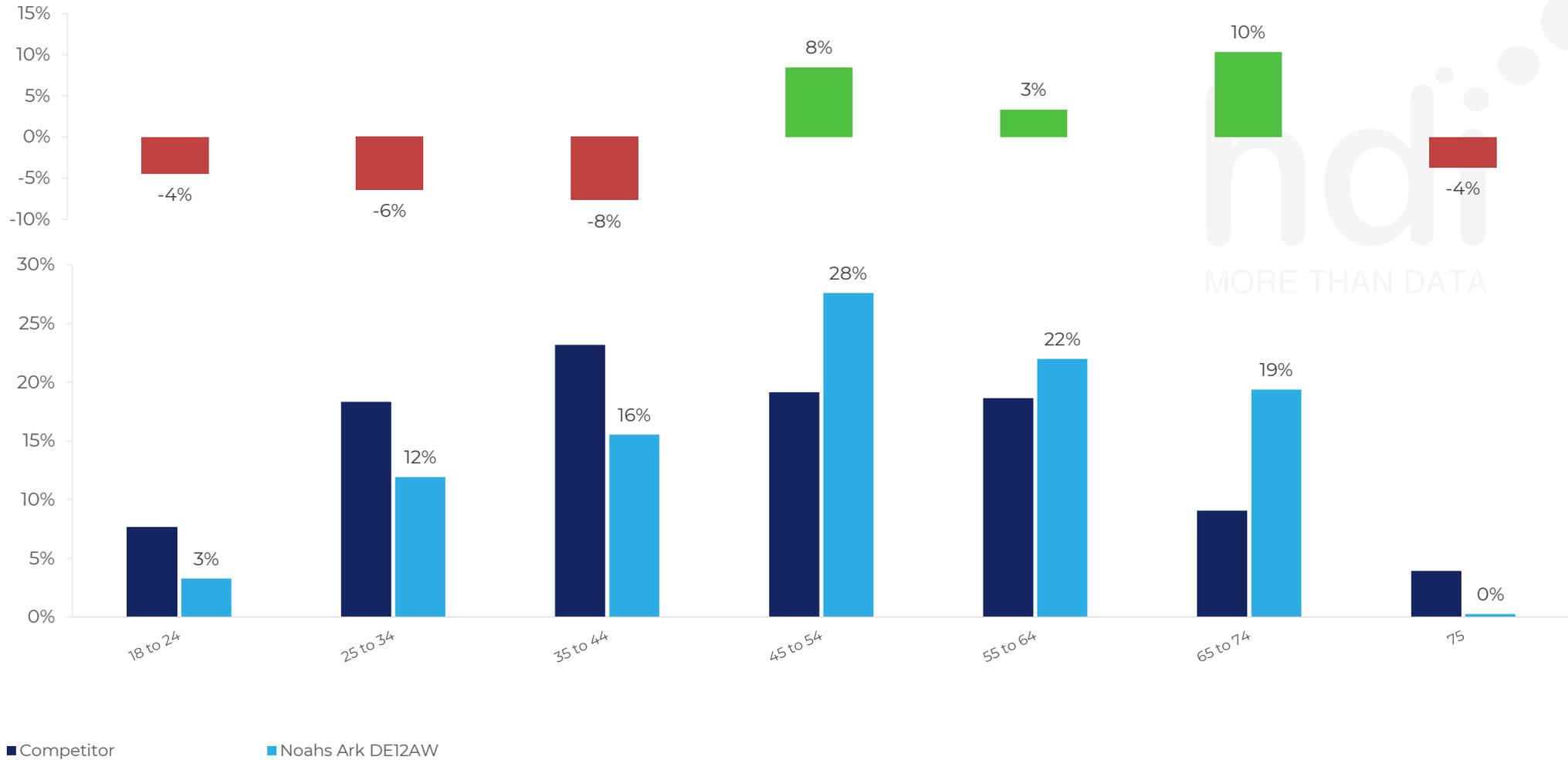
% of market share spend for Noahs Ark DE12AW and 319 Chains in 3 Miles from 08/01/2025 - 07/01/2026



Age

How does the age profile of customers who visit Noahs Ark DE12AW compare versus its competitors?

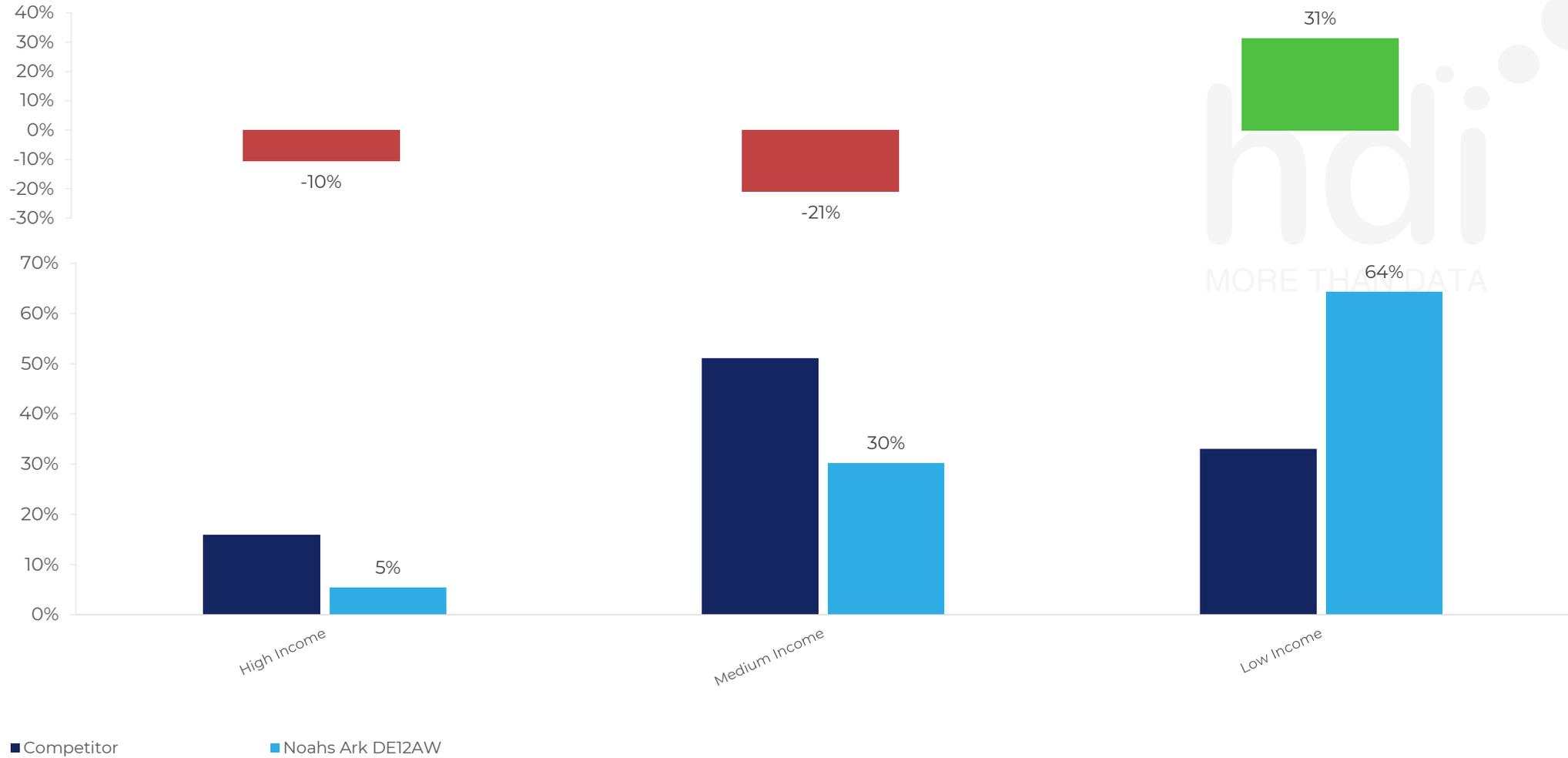
% of spend for Noahs Ark DE12AW and 319 Chains in 3 Miles from 08/01/2025 - 07/01/2026 split by Age Range



Affluence

How does the affluence of customers who visit Noahs Ark DE12AW compare versus its competitors?

% of spend for Noahs Ark DE12AW and 319 Chains in 3 Miles from 08/01/2025 - 07/01/2026 split by Affluence

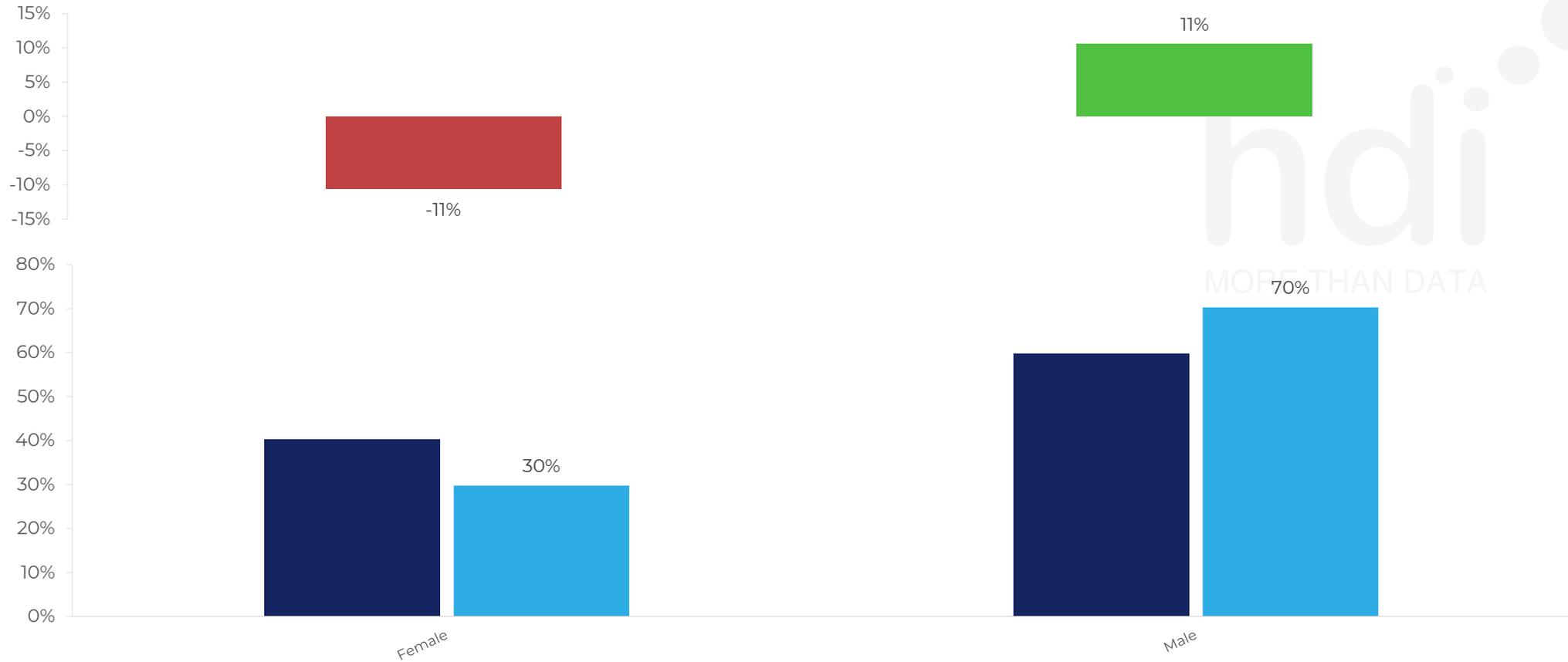




### Gender

How does the gender profile of customers who visit Noahs Ark DE12AW compare versus its competitors?

% of spend for Noahs Ark DE12AW and 319 Chains in 3 Miles from 08/01/2025 - 07/01/2026 split by Gender



■ Competitor

■ Noahs Ark DE12AW

# 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

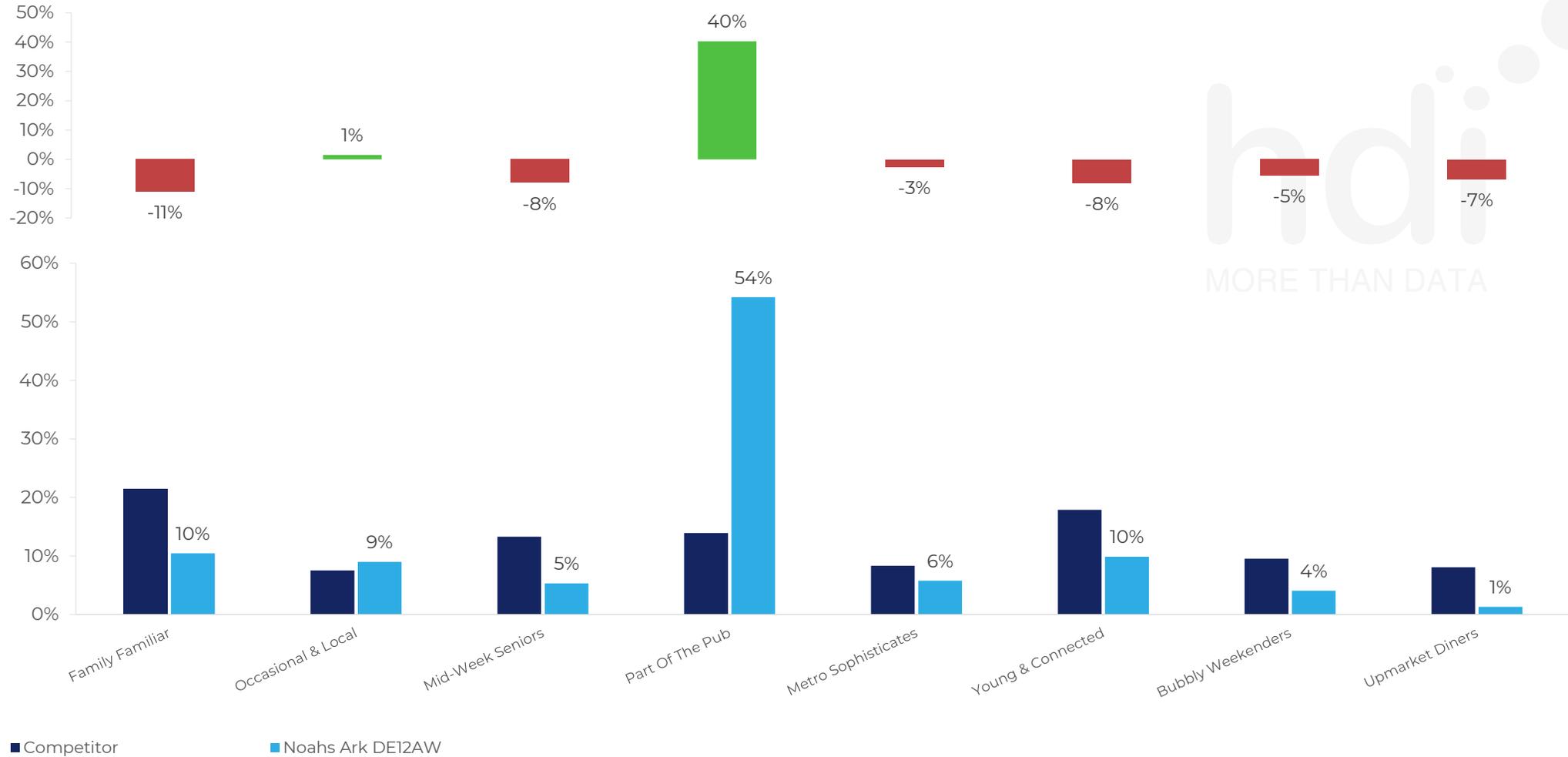
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.



Punch Segmentation

How does the Custom segmentation profile of customers who visit Noahs Ark DE12AW compare versus its competitors?

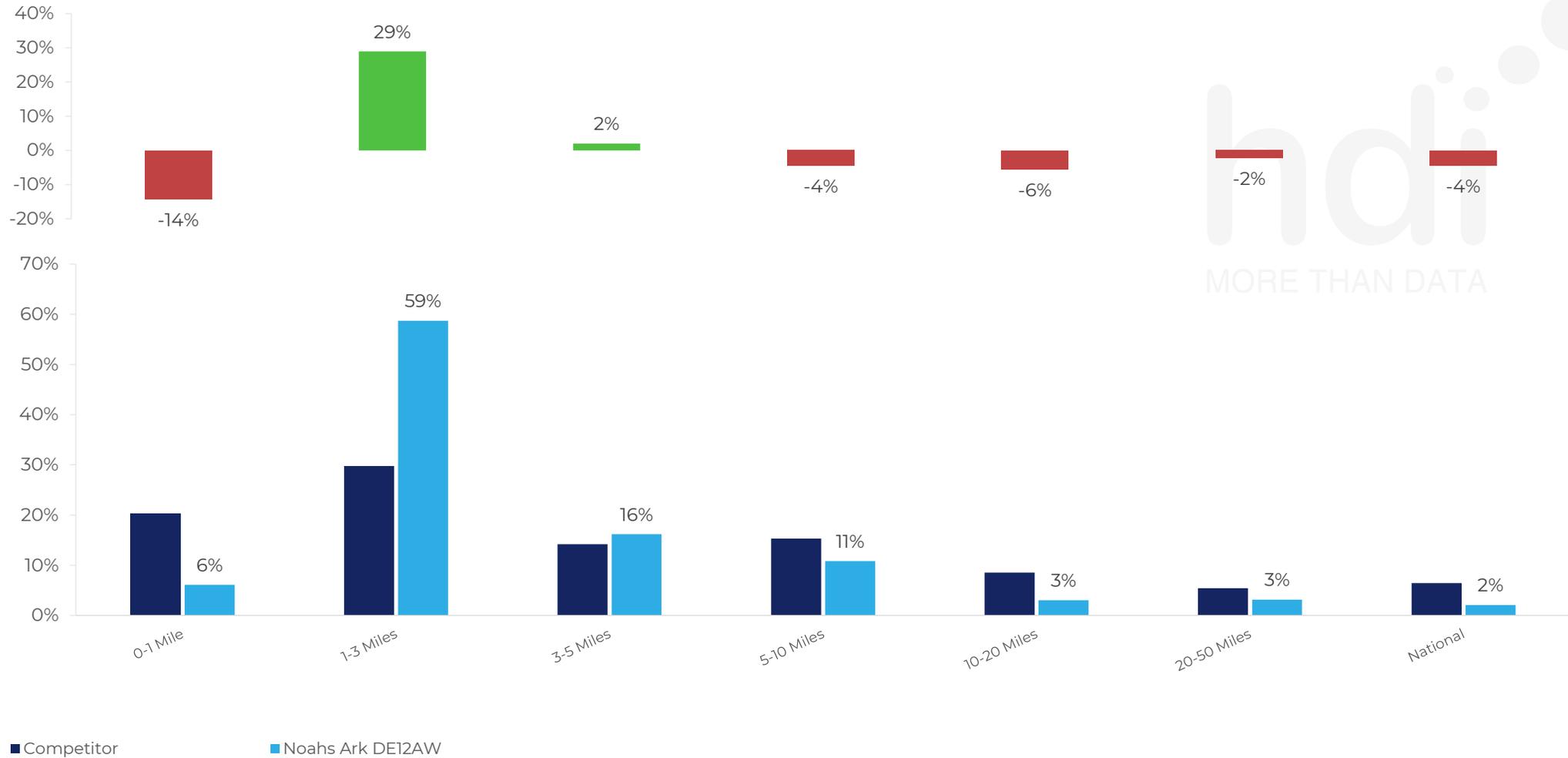
% of spend for Noahs Ark DE12AW and 319 Chains in 3 Miles from 08/01/2025 - 07/01/2026 split by Segment



Spend by Distance

How does the spend profile of Noahs Ark DE12AW compare versus its competitors based on travel distances?

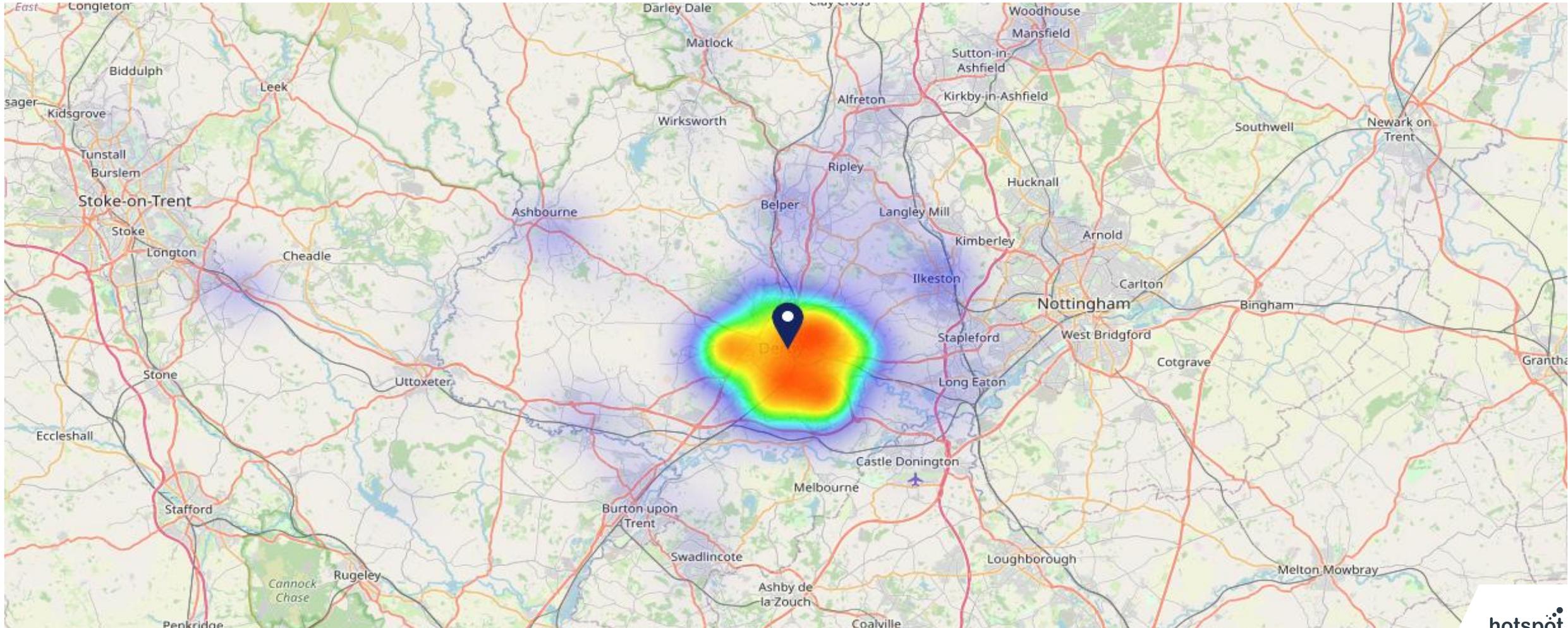
% of spend for Noahs Ark DE12AW and 319 Chains in 3 Miles from 08/01/2025 - 07/01/2026 split by Distance travelled



Map of Guest Origin

Where do customers of Noahs Ark DE12AW come from?

Where do customers of Noahs Ark DE12AW for 08/01/2025 - 07/01/2026 live

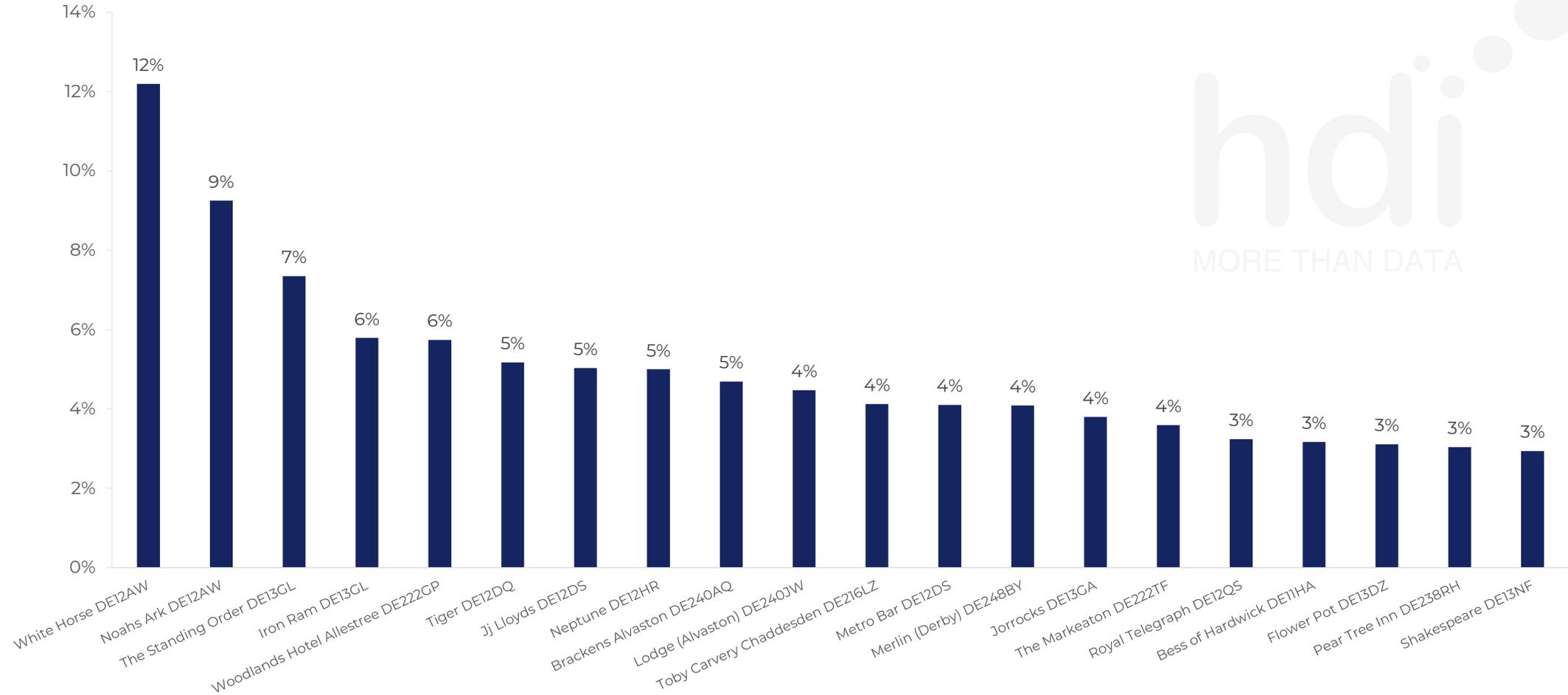




Share of Wallet

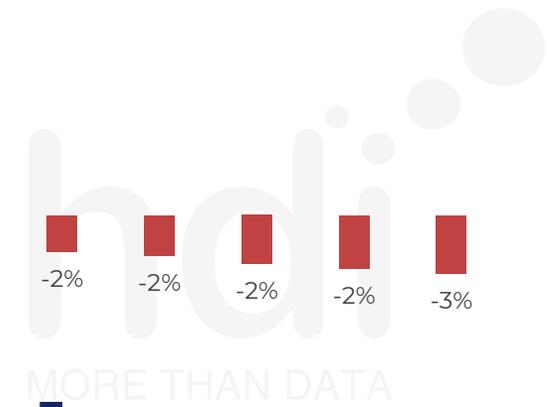
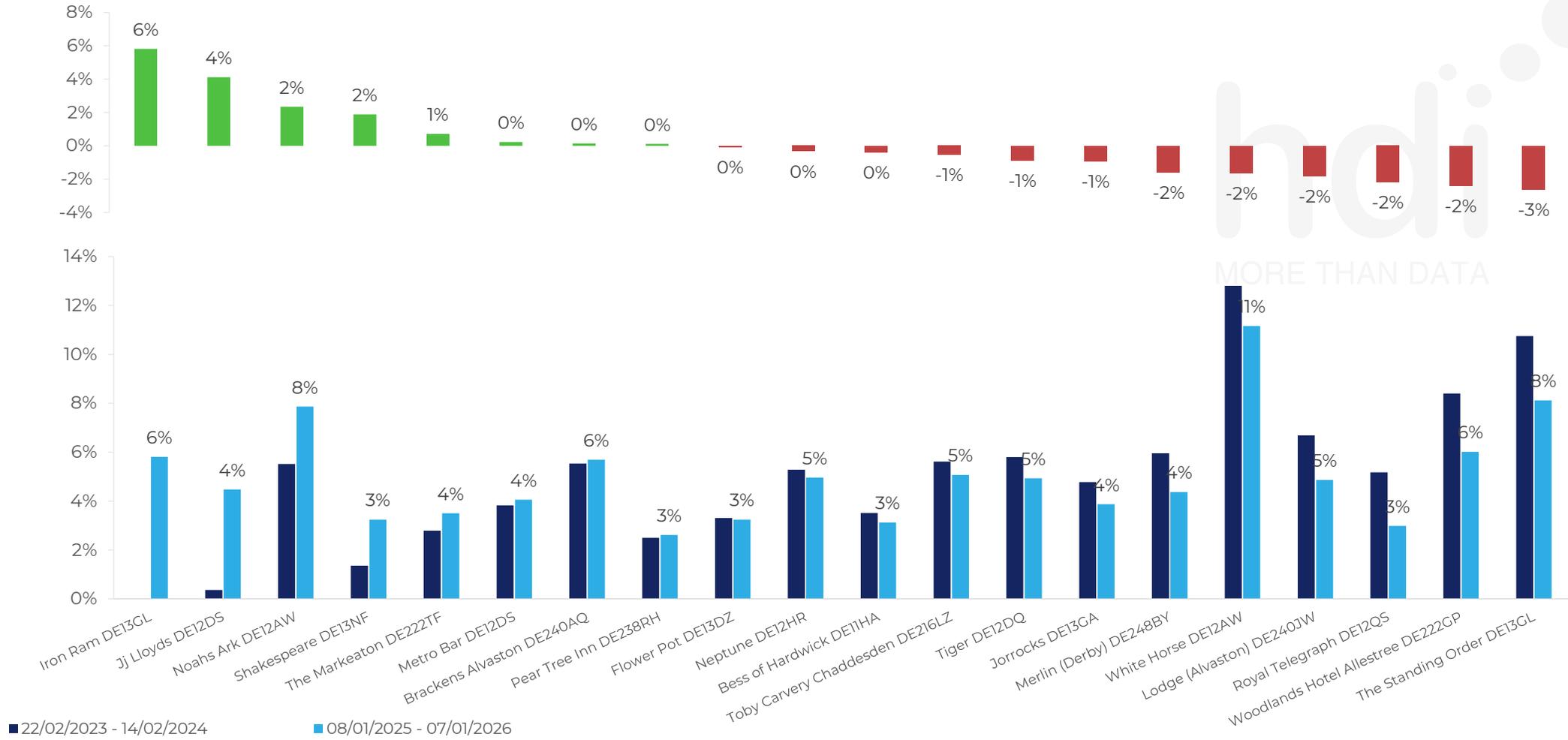
What are the Top 20 venues (by spend) that customers of Noahs Ark DE12AW also visit?

For customers of Noahs Ark DE12AW, who are the top 20 competitors from 319 Chains in 3 Miles for 08/01/2025 - 07/01/2026 split by Venue



Share of Wallet Change

How has share of wallet of customers of Noahs Ark DE12AW changed between two date ranges?



■ 22/02/2023 - 14/02/2024    ■ 08/01/2025 - 07/01/2026

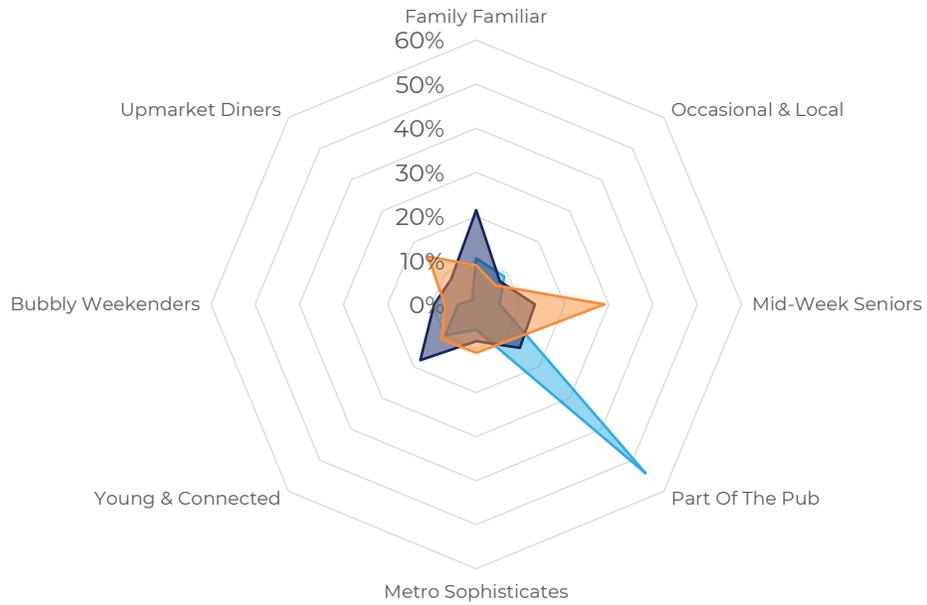


## Market Summary

How does the local area for Noahs Ark DE12AW 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	£20.63M	9	£89.60M	10	£144.96M	9	£312.90M	9
Weekpart	Mon - Thu	42.0%	6	36.4%	3	37.2%	2	42.4%	6
Weekpart	Fri - Sat	45.1%	6	49.2%	9	48.6%	10	43.1%	7
Weekpart	Sun	13.0%	4	14.4%	5	14.2%	3	14.6%	3
Age	18 to 24	8.4%	7	10.7%	8	10.0%	8	8.6%	7
Age	25 to 34	18.1%	4	20.9%	5	19.9%	4	20.2%	4
Age	35 to 44	21.6%	4	24.3%	6	24.2%	6	25.1%	7
Age	45 to 54	19.5%	5	18.8%	4	19.3%	4	18.9%	3
Age	55 to 64	17.8%	7	15.4%	6	17.0%	7	16.4%	7
Age	65 to 74	10.7%	8	7.3%	6	7.2%	6	7.6%	7
Age	75+	3.9%	8	2.6%	6	2.4%	5	3.2%	7
CAMEO	Business Elite	2.4%	2	3.2%	3	3.7%	3	3.5%	2
CAMEO	Prosperous Professionals	4.1%	4	4.7%	4	5.2%	4	4.9%	3
CAMEO	Flourishing Society	4.7%	2	6.0%	2	6.4%	2	6.1%	1
CAMEO	Content Communities	10.6%	4	12.0%	5	12.6%	6	12.9%	6
CAMEO	White Collar Neighbourhoods	6.5%	2	7.0%	2	7.0%	1	6.9%	1
CAMEO	Enterprising Mainstream	11.4%	8	11.7%	8	11.5%	8	11.4%	8
CAMEO	Paying The Mortgage	17.2%	7	17.5%	8	17.5%	8	18.7%	9
CAMEO	Cash Conscious Communities	13.9%	8	13.7%	8	12.3%	8	13.2%	9
CAMEO	On A Budget	10.1%	8	9.2%	8	10.0%	8	8.2%	7
CAMEO	Family Value	19.2%	10	15.0%	10	13.7%	10	14.1%	10
Affluence	AB	11.2%	2	13.9%	2	15.3%	2	14.5%	2
Affluence	C1C2	45.7%	5	48.2%	5	48.6%	5	50.0%	6
Affluence	DE	43.1%	10	37.9%	9	36.1%	9	35.5%	10

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
Noahs Ark	266	10.46%	8.99%	5.32%	54.18%	5.76%	9.87%	4.07%	1.30%
Local Catchment	20138	21.42%	7.51%	13.28%	13.93%	8.32%	17.89%	9.54%	8.07%
Punch T&L	96388	8.89%	6.17%	29.00%	11.28%	10.98%	11.15%	7.13%	15.36%
Noahs Ark vs Local Catchment		-10.96%	1.48%	-7.96%	40.25%	-2.56%	-8.02%	-5.47%	-6.77%
Noahs Ark vs Punch T&L		1.57%	2.82%	-23.68%	42.90%	-5.22%	-1.28%	-3.06%	-14.06%
Local Catchment vs Punch T&L		12.53%	1.34%	-15.72%	2.65%	-2.66%	6.74%	2.41%	-7.29%