Site Intel | Red Lion LU71EF

hdi

5 Miles | 112 Chains | 06/12/2023 - 27/11/2024

Site Summary

Red Lion LU71EF

LU71EF

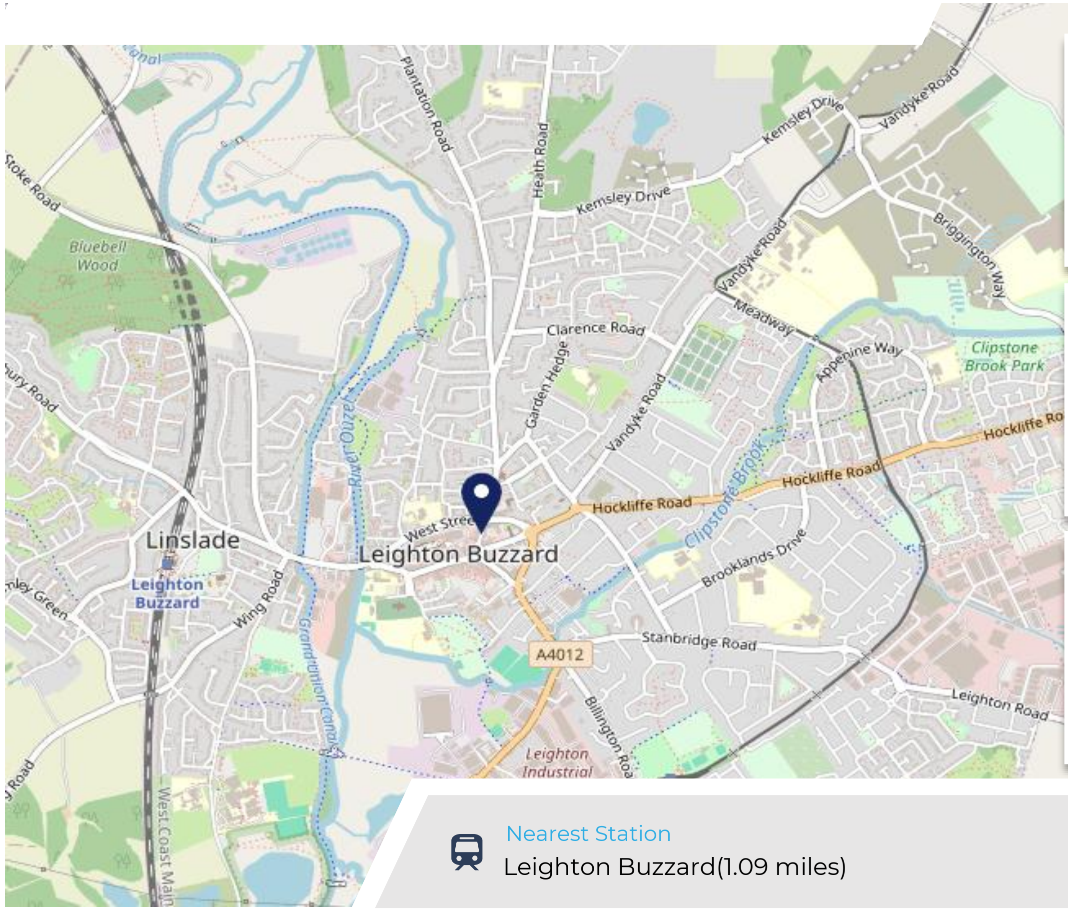
Punch T&L

Work Area
Milton Keynes

Region
East of England

TV Region
Anglia

Urbanicity
Urban city and town



ATV	Gender
£8.04	**68.70%** Male

Affluence	Segmentation
49.91% Low Income	**32.53%** Cash Conscious Communities

Age Group	Visit Day
31.98% 25 to 34	**44.04%** Sat

Top Competitors

#1 The Picture House Leighton Buzzard
LU71RT
Proper Pubs

#2 The Swan Hotel
LU71EA
JD Wetherspoon

#3 Top Bell Leighton Buzz
LU71EY
Craft Union

Nearest Station
Leighton Buzzard(1.09 miles)

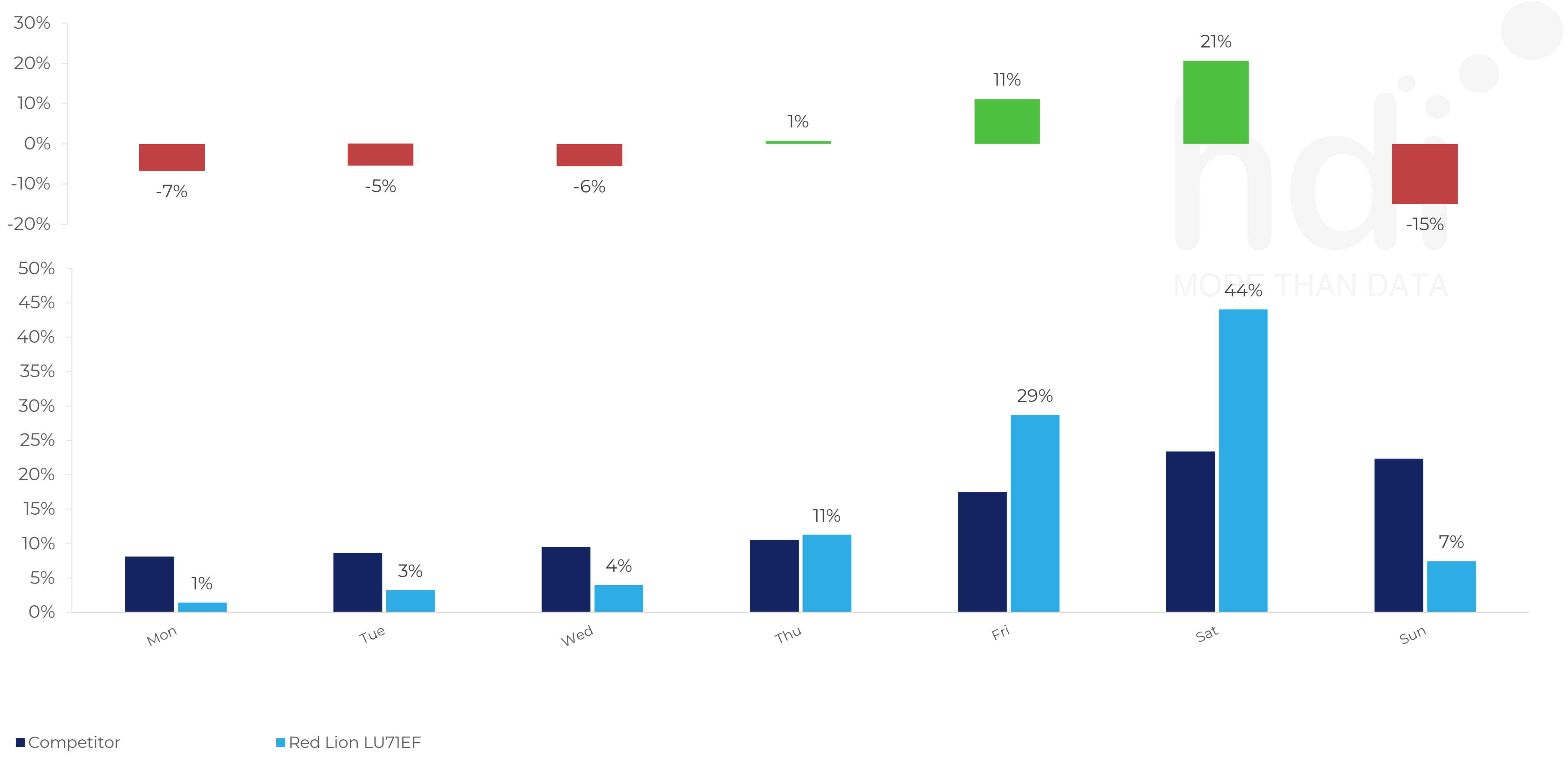
hotspot

259 Site Customers | 21 Competitors | 23657 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for Red Lion LU71EF versus its competitors?

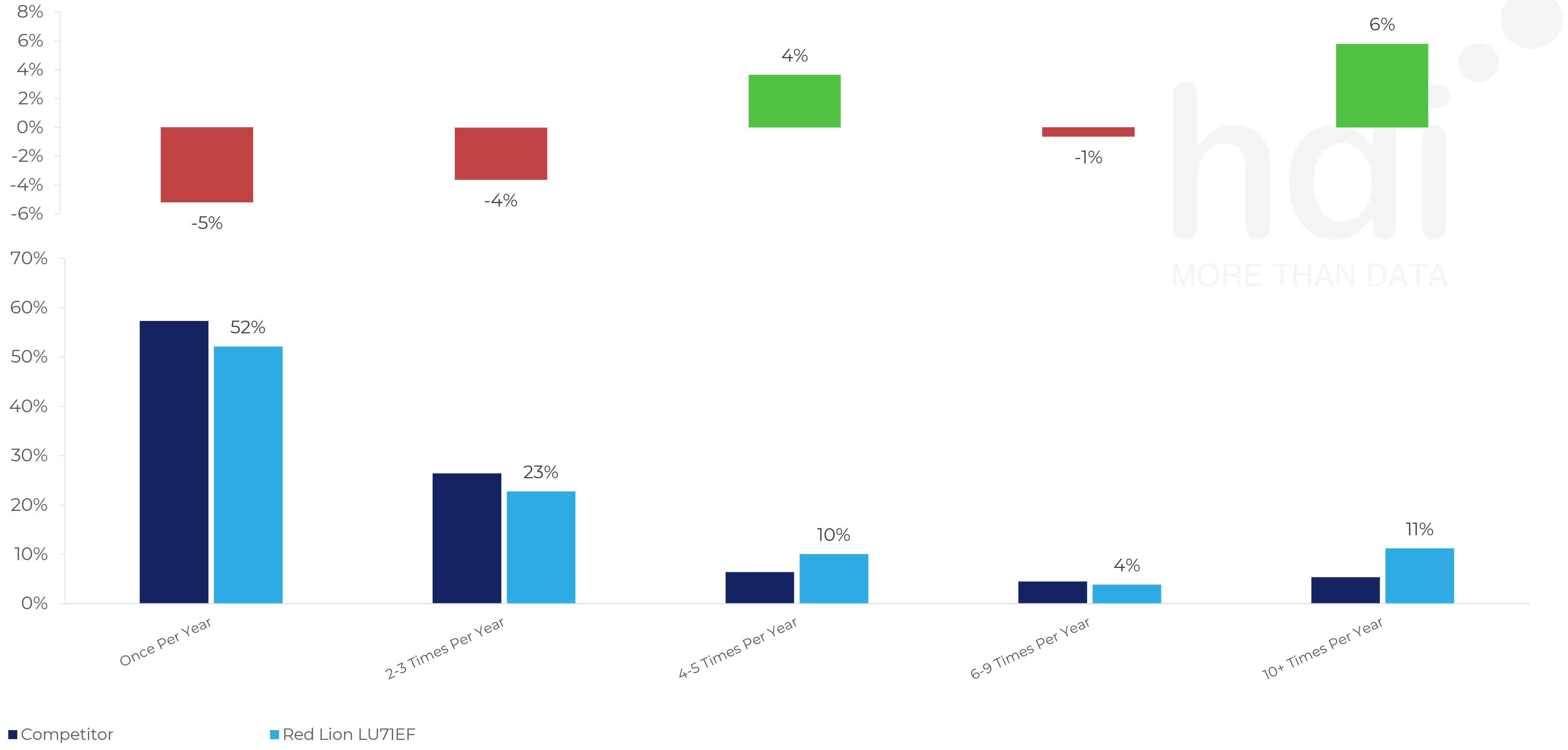
% of spend for Red Lion LU71EF and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Day of Week



Visit Frequency

How frequently per year do customers visit Red Lion LU71EF versus its competitors?

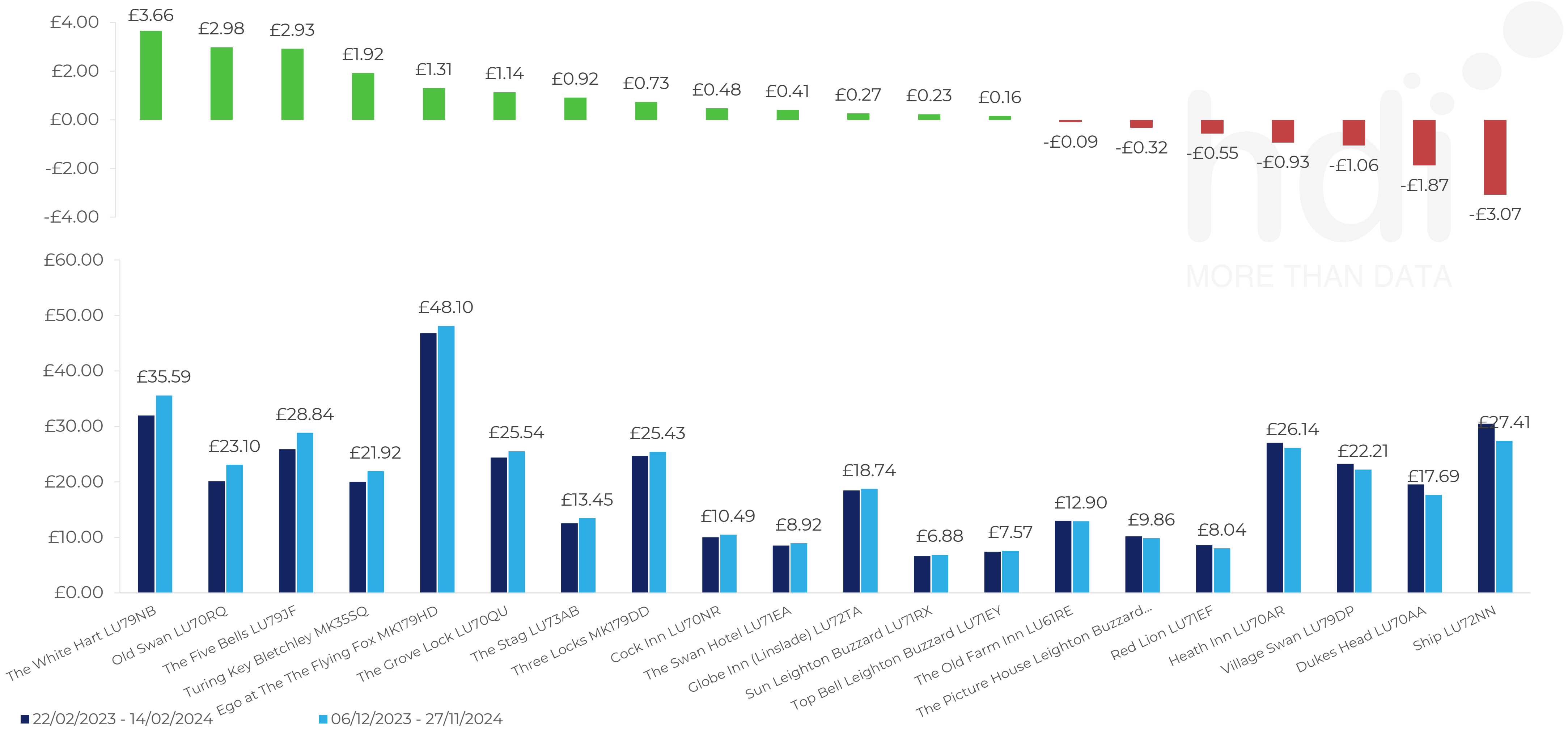
% of customer numbers for Red Lion LU71EF and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum



259 Site Customers | 21 Competitors | 23657 Competitor Customers

ATV Change

How has ATV changed between two date ranges?

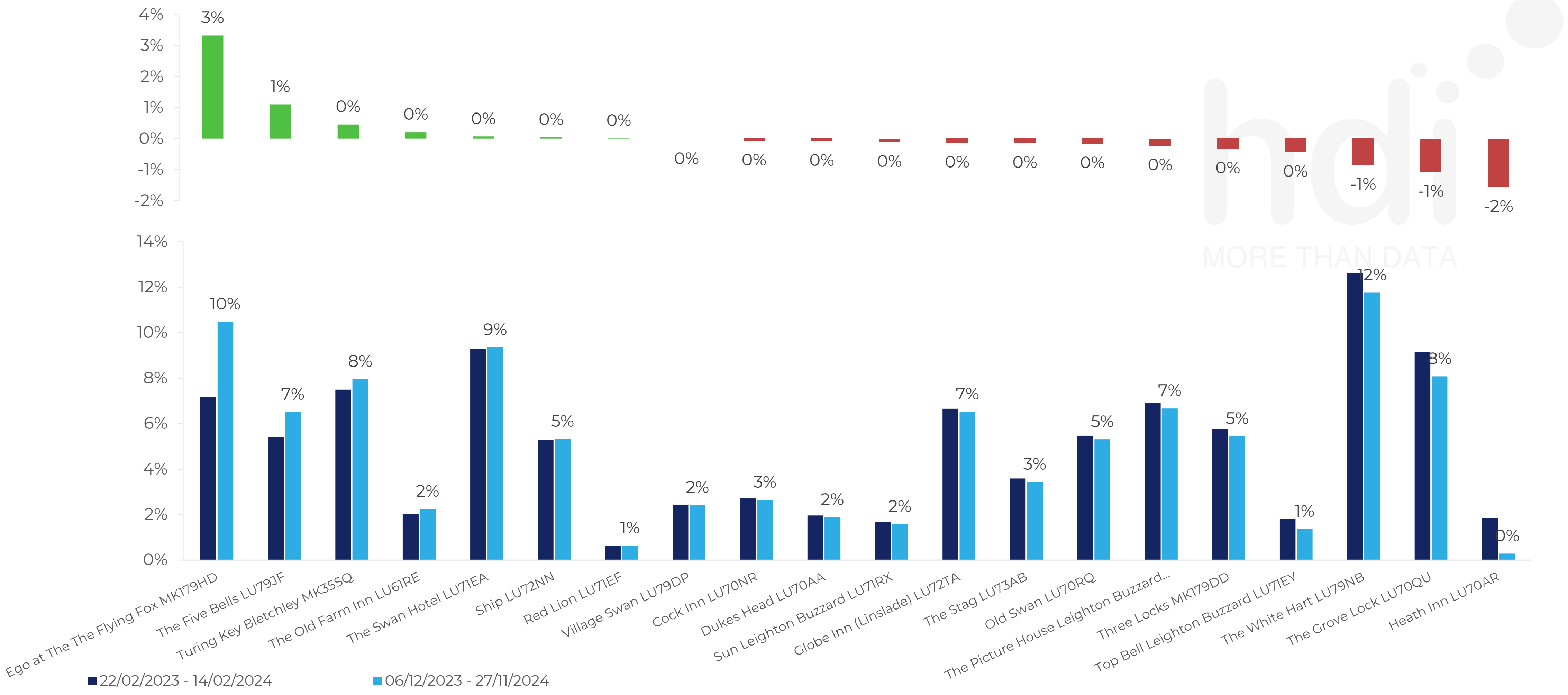


Site Intel | Red Lion LU71EF | 5 Miles | 112 Chains | 06/12/2023 - 27/11/2024

Market Share Change

How has market share changed between two date ranges?

% of market share spend for Red Lion LU71EF and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024

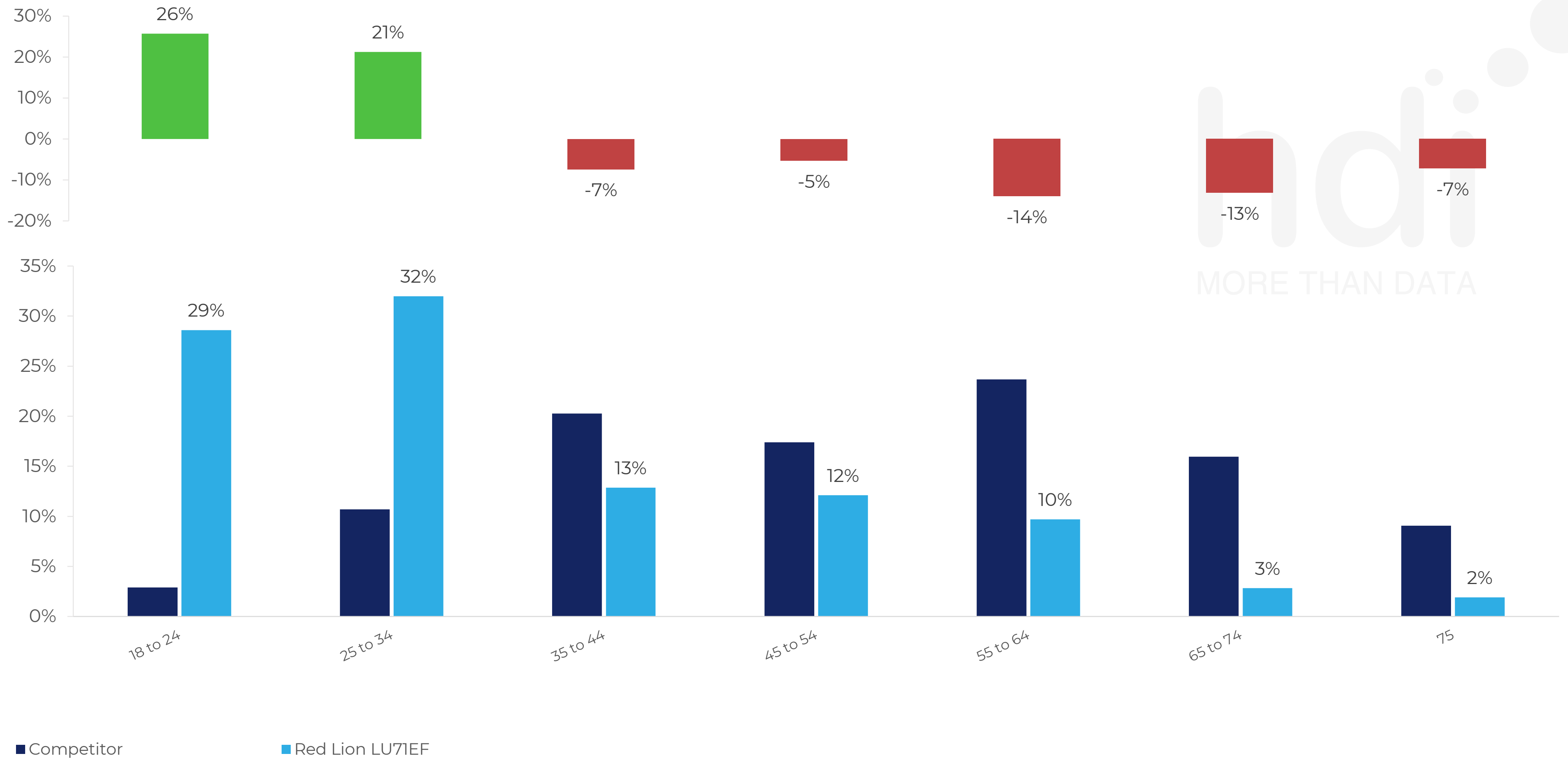


259 Site Customers

Age

How does the age profile of customers who visit Red Lion LU71EF compare versus its competitors?

% of spend for Red Lion LU71EF and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Age Range

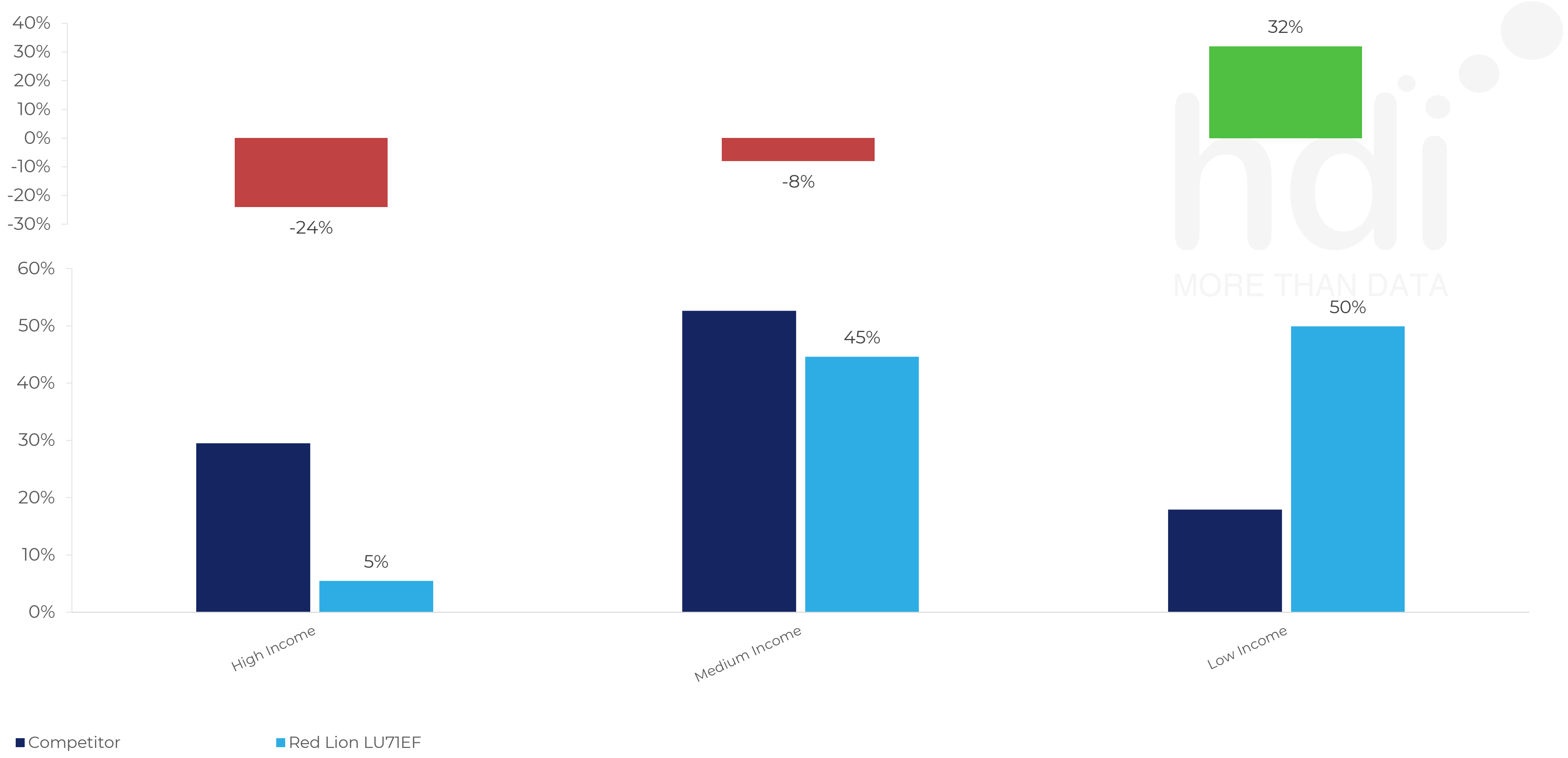


91 Site Customers | 21 Competitors | 10750 Competitor Customers

Affluence

How does the affluence of customers who visit Red Lion LU71EF compare versus its competitors?

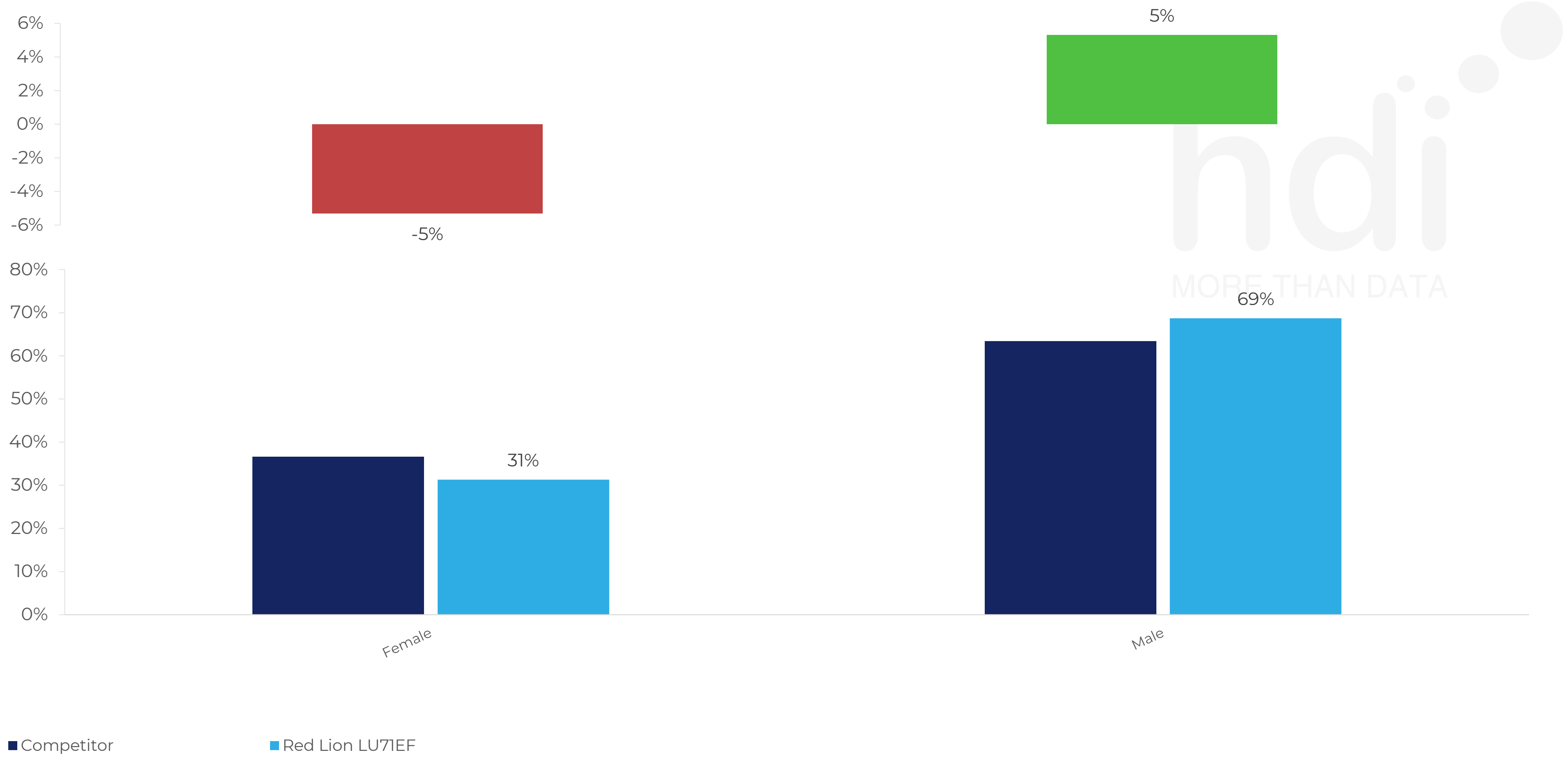
% of spend for Red Lion LU71EF and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Affluence



Gender

How does the gender profile of customers who visit Red Lion LU71EF compare versus its competitors?

% of spend for Red Lion LU71EF and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 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.

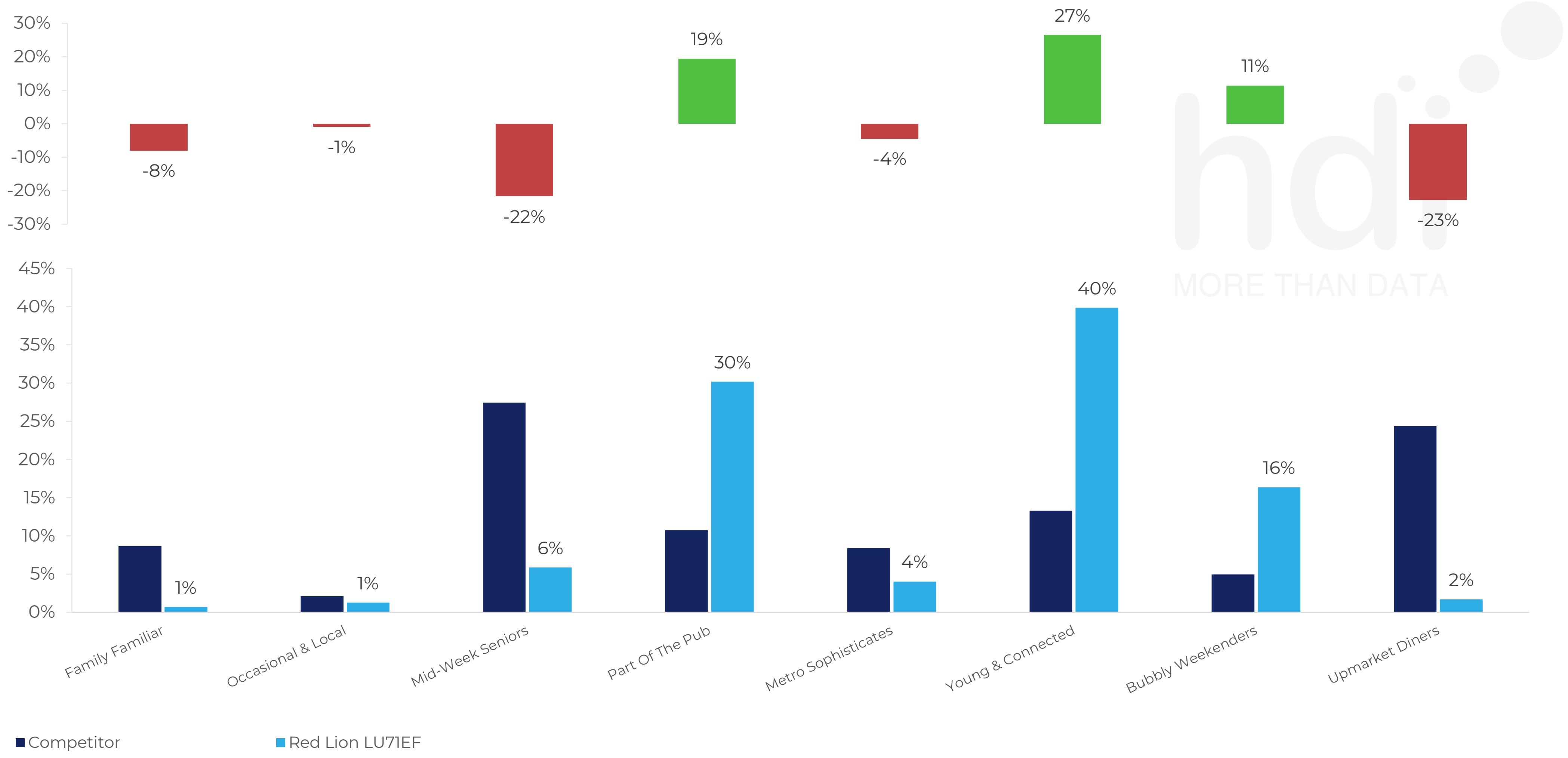
8 – UPMARKET DINERS

- 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 Red Lion LU71EF compare versus its competitors?

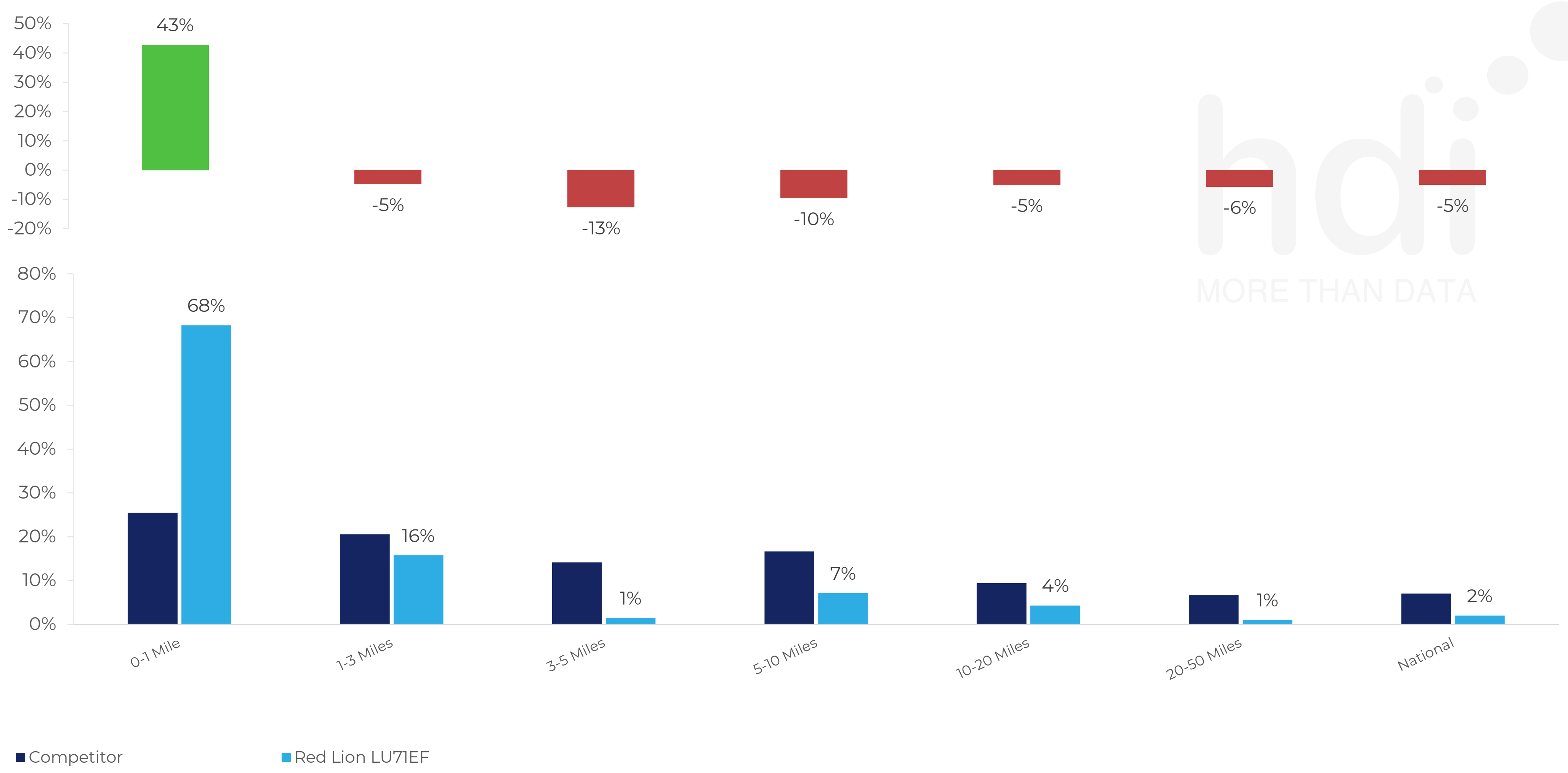
% of spend for Red Lion LU71EF and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Segment



Spend by Distance

How does the spend profile of Red Lion LU71EF compare versus its competitors based on travel distances?

% of spend for Red Lion LU71EF and 112 Chains in 5 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled



Site Intel

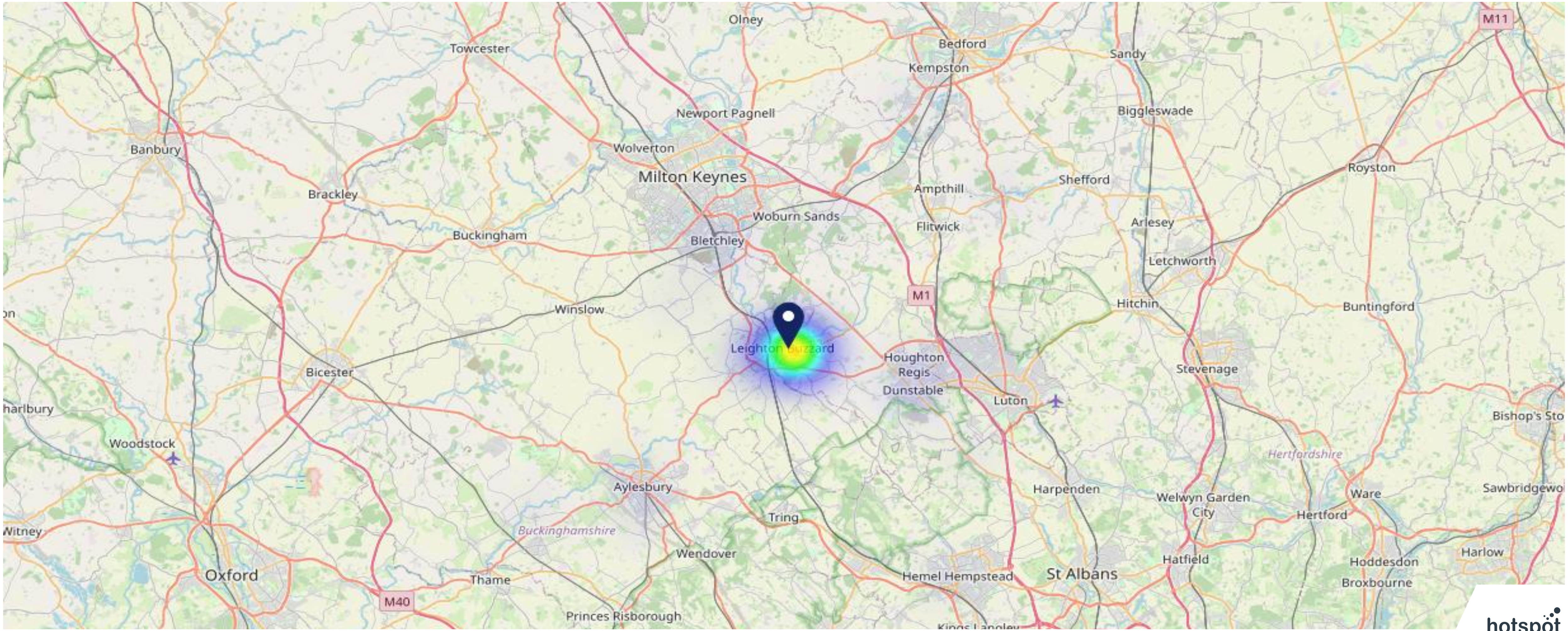
Red Lion LU71EF

06/12/2023 - 27/11/2024

Map of Guest Origin

Where do customers of Red Lion LU71EF come from?

Where do customers of Red Lion LU71EF for 06/12/2023 - 27/11/2024 live

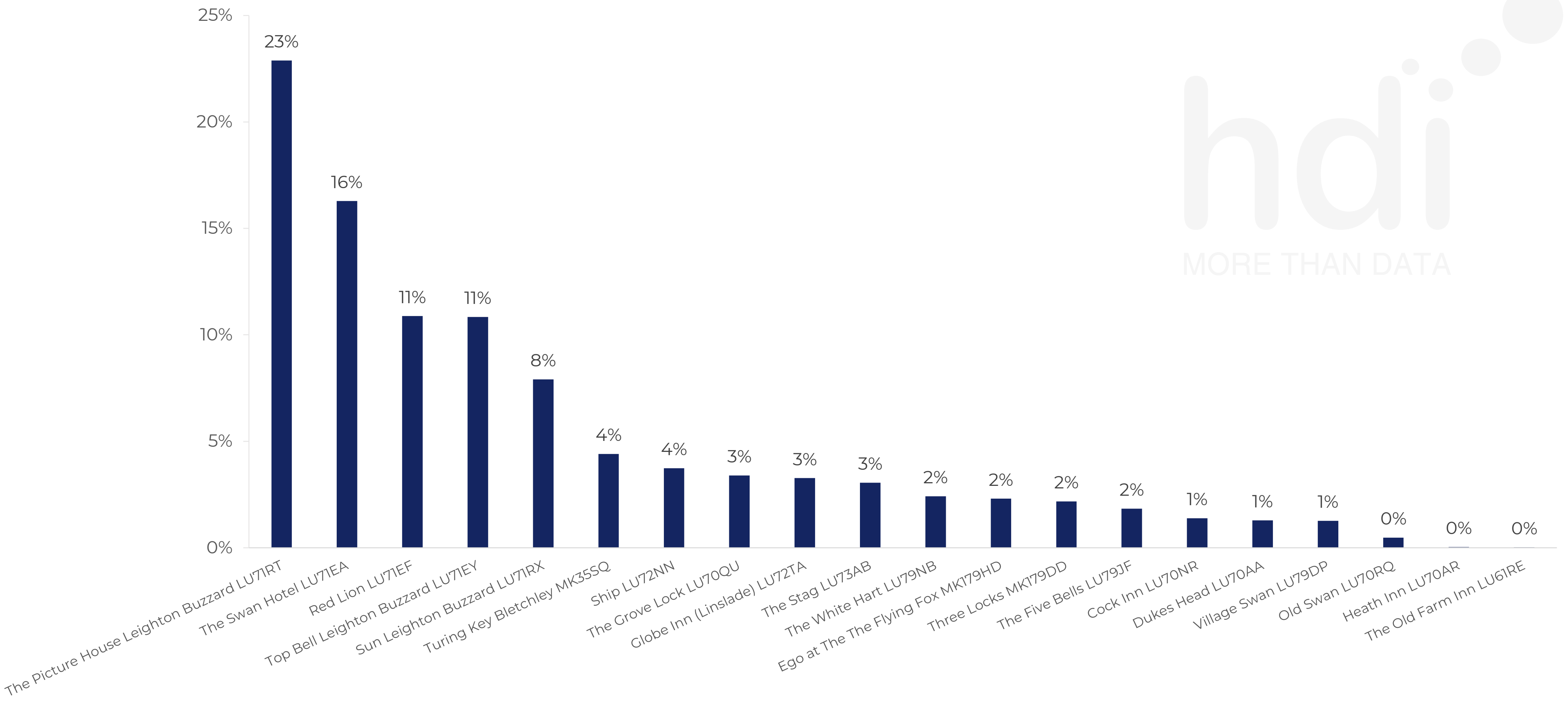


87 Site Customers

Share of Wallet

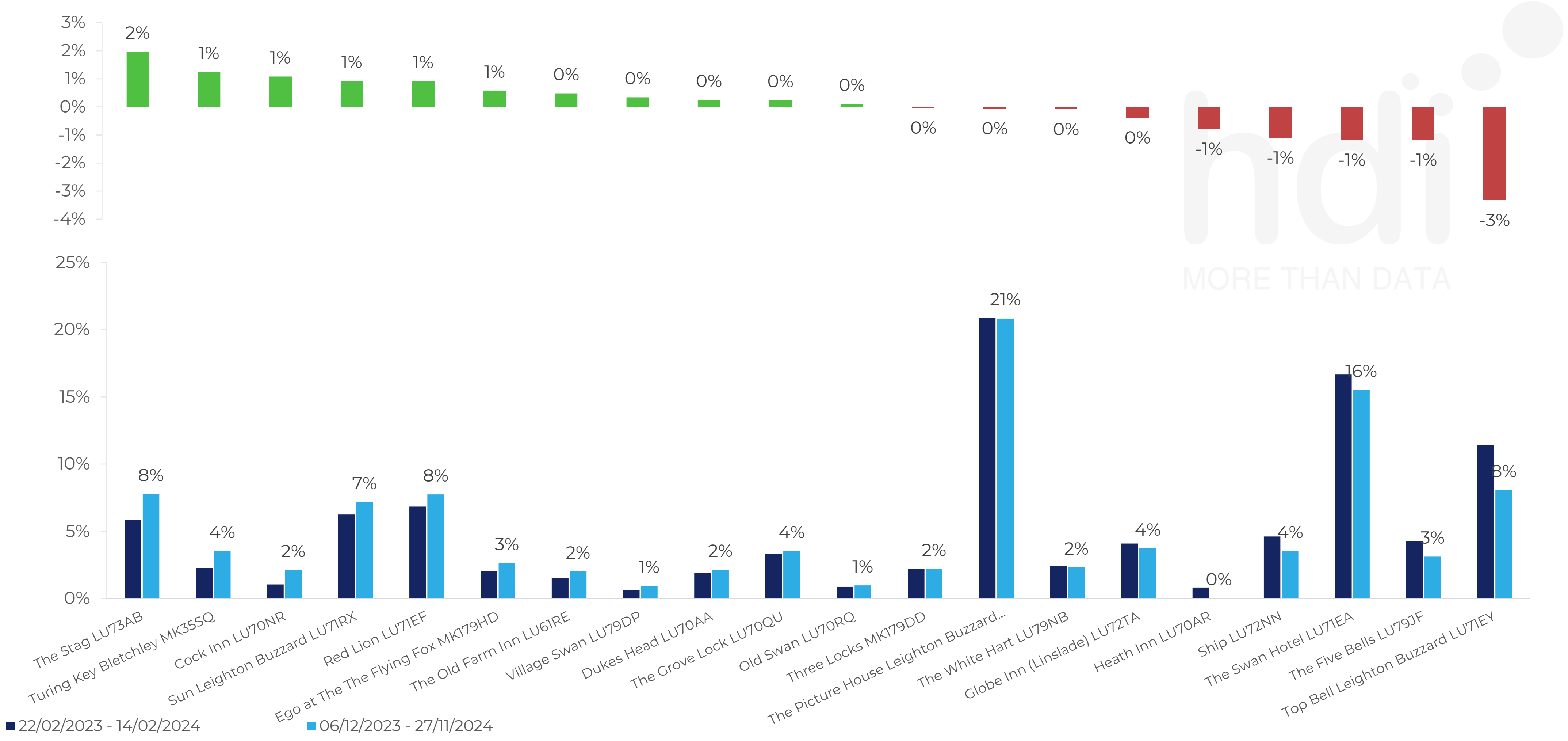
What are the Top 20 venues (by spend) that customers of Red Lion LU71EF also visit?

For customers of Red Lion LU71EF, who are the top 20 competitors from 112 Chains in 5 Miles for 06/12/2023 - 27/11/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Red Lion LU71EF changed between two date ranges?



Market Summary

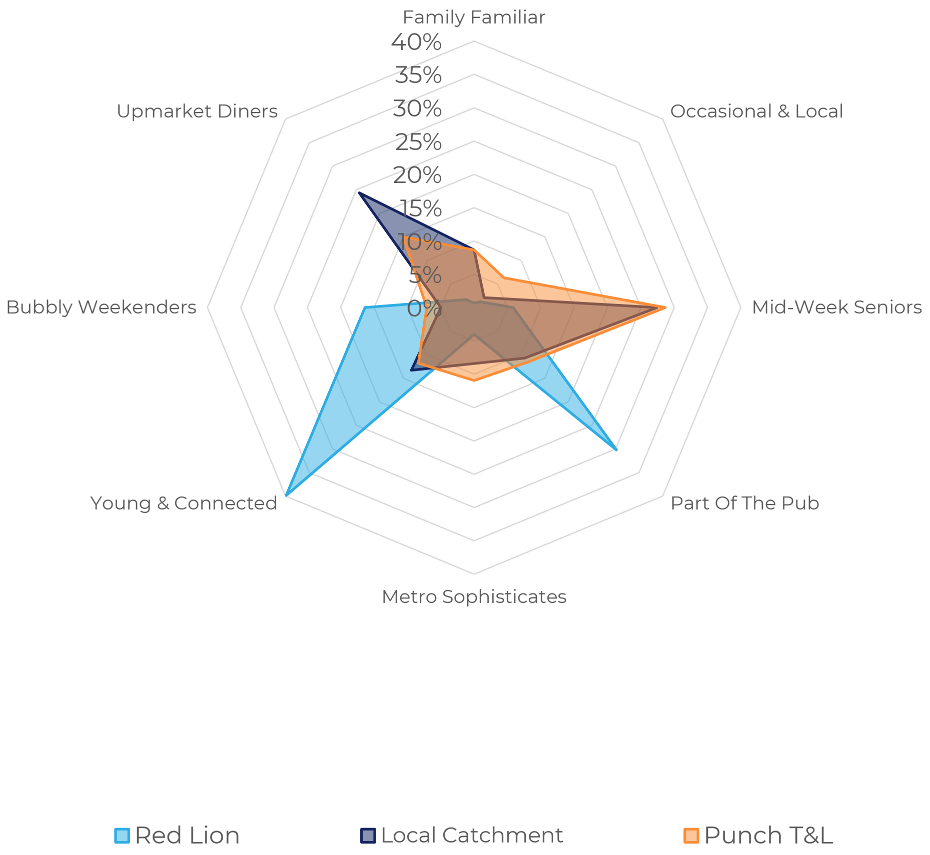
How does the local area for Red Lion LU71EF compare to the national average (1 = low, 10 = high)

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	£13.91M	9	£16.22M	8	£23.76M	7	£38.85M	4
Weekpart	Mon - Thu	38.4%	4	37.3%	3	37.8%	3	39.9%	3
Weekpart	Fri - Sat	49.1%	8	50.1%	9	47.9%	9	44.5%	8
Weekpart	Sun	12.5%	3	12.6%	3	14.2%	3	15.7%	5
Age	18 to 24	4.4%	4	4.3%	4	4.5%	3	4.3%	2
Age	25 to 34	15.9%	3	15.8%	3	15.1%	2	14.9%	1
Age	35 to 44	24.3%	6	23.8%	6	24.9%	7	25.9%	8
Age	45 to 54	19.9%	5	20.5%	6	19.9%	5	19.4%	4
Age	55 to 64	18.3%	7	19.1%	8	18.8%	8	18.2%	8
Age	65 to 74	12.3%	9	11.6%	9	11.4%	9	12.2%	10
Age	75+	4.9%	9	4.9%	9	5.3%	9	5.1%	9
CAMEO	Business Elite	6.4%	5	6.0%	5	6.0%	5	6.5%	5
CAMEO	Prosperous Professionals	6.0%	5	5.7%	5	5.7%	5	6.1%	5
CAMEO	Flourishing Society	13.0%	6	12.5%	6	12.8%	6	14.3%	6
CAMEO	Content Communities	14.2%	7	14.0%	7	13.8%	7	14.9%	8
CAMEO	White Collar Neighbourhoods	12.5%	7	12.4%	7	13.1%	8	12.7%	7
CAMEO	Enterprising Mainstream	9.9%	7	10.6%	8	10.7%	8	9.8%	7
CAMEO	Paying The Mortgage	19.4%	9	19.1%	8	18.5%	8	17.7%	8
CAMEO	Cash Conscious Communities	8.9%	5	9.1%	6	9.1%	6	8.6%	5
CAMEO	On A Budget	8.0%	7	8.6%	7	8.4%	7	7.7%	7
CAMEO	Family Value	1.7%	5	2.0%	5	2.0%	5	1.7%	4
Affluence	AB	25.3%	5	24.1%	5	24.4%	4	26.9%	5
Affluence	C1C2	56.0%	8	56.1%	9	56.1%	9	55.1%	9
Affluence	DE	18.6%	5	19.7%	5	19.5%	5	18.0%	4

Site Intel | Red Lion LU71EF

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
Red Lion	33	0.69%	1.26%	5.85%	30.19%	4.03%	39.87%	16.36%	1.71%
Local Catchment	2384	8.64%	2.10%	27.45%	10.74%	8.40%	13.29%	4.97%	24.37%
Punch T&L	105103	8.64%	6.31%	28.68%	11.50%	10.94%	11.81%	7.09%	15.00%
Red Lion vs Local Catchment		-7.95%	-0.84%	-21.60%	19.45%	-4.37%	26.58%	11.39%	-22.66%
Red Lion vs Punch T&L		-7.95%	-5.05%	-22.83%	18.69%	-6.91%	28.06%	9.27%	-13.29%
Local Catchment vs Punch T&L		0.00%	-4.21%	-1.23%	-0.76%	-2.54%	1.48%	-2.12%	9.37%