

Site Summary



# Queens Head AL51PQ

AL51PQ

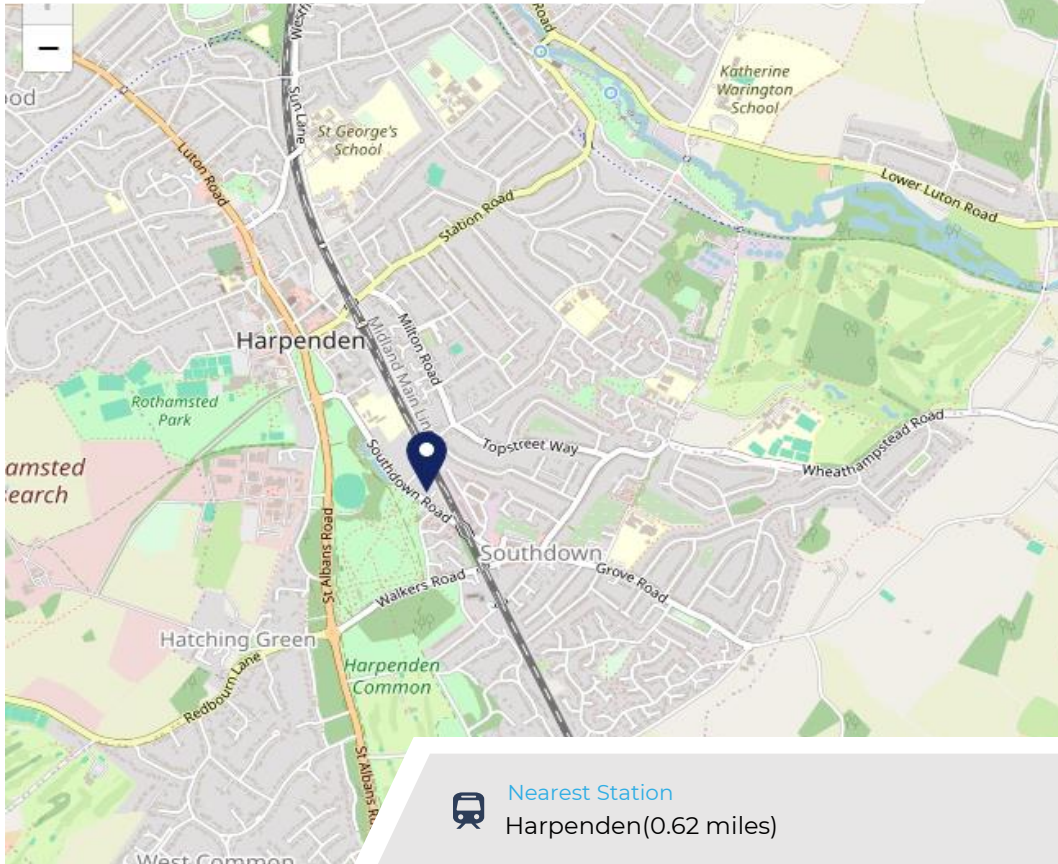
Punch - Our Local +

**Work Area**  
Luton

**Region**  
East of England

**TV Region**  
London

**Urbanicity**  
Urban city and town



ATV  
**£17.29**



Gender  
**74.15%**  
Male



Affluence  
**71.06%**  
High Income



Segmentation  
**30.66%**  
Flourishing Society



Age Group  
**31.39%**  
35 to 44



Visit Day  
**23.23%**  
Sat

### Top Competitors



Engineer  
AL51DJ

#1

Star Pubs & Bars



Old Cock Inn  
AL52SP

#2

Pub Restaurant



Carpenters Arms Harpenden  
AL51BD

#3

Stonegate PP

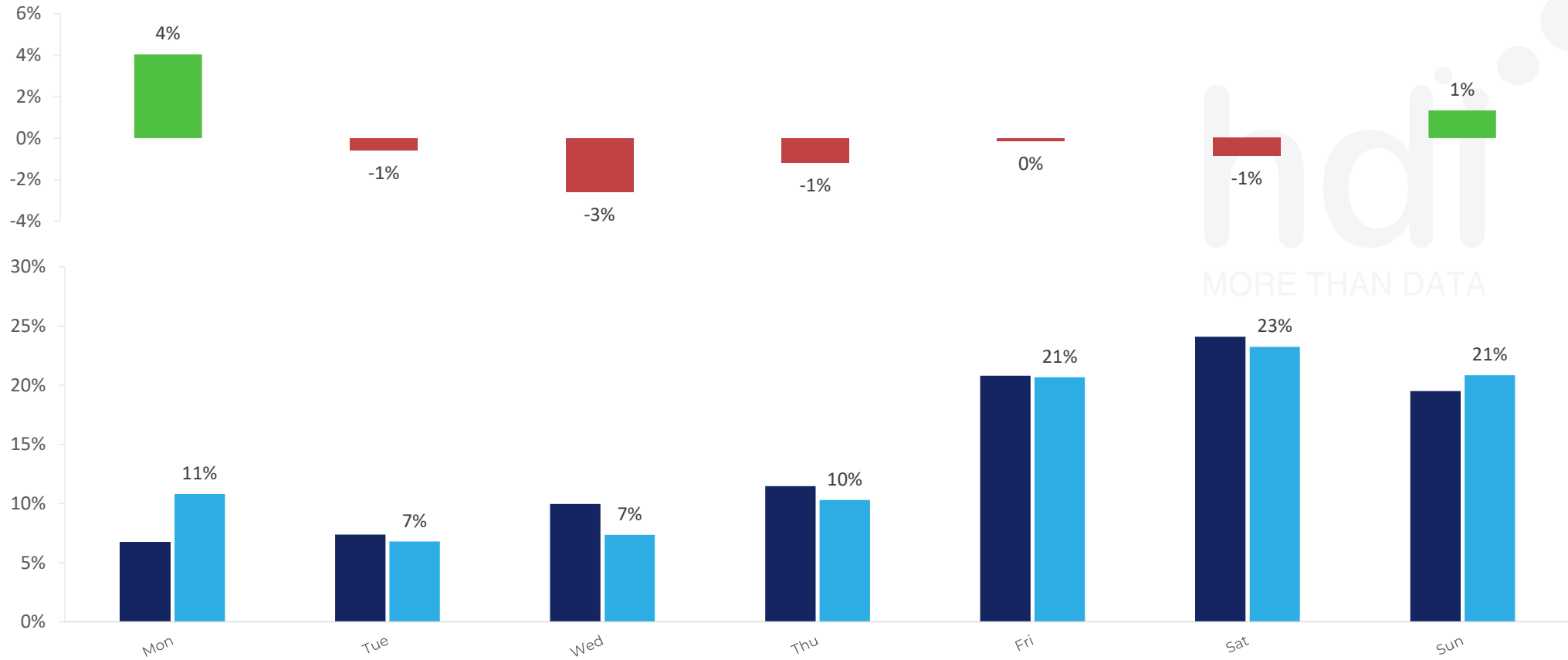


**Nearest Station**  
Harpenden(0.62 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Queens Head AL51PQ versus its competitors?

% of spend for Queens Head AL51PQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Day of Week



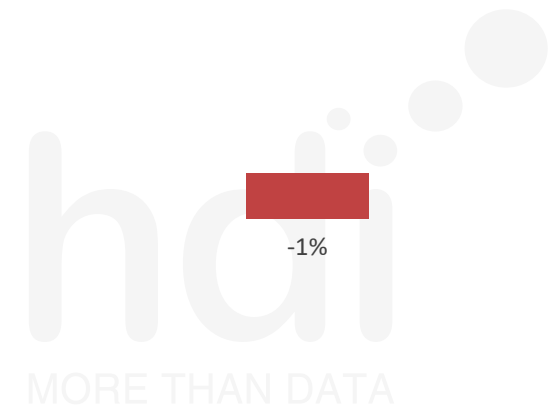
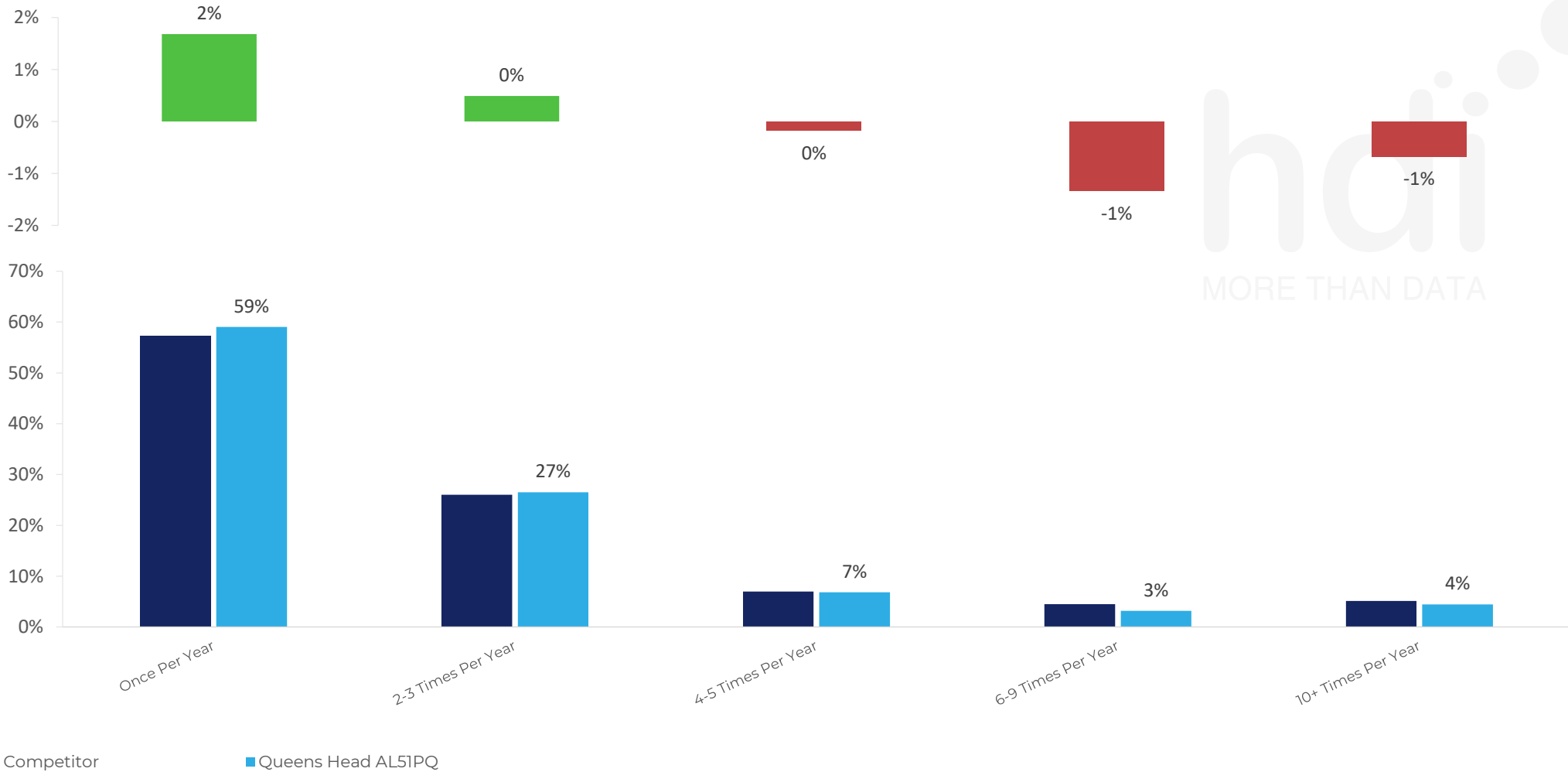
■ Competitor

■ Queens Head AL51PQ

Visit Frequency

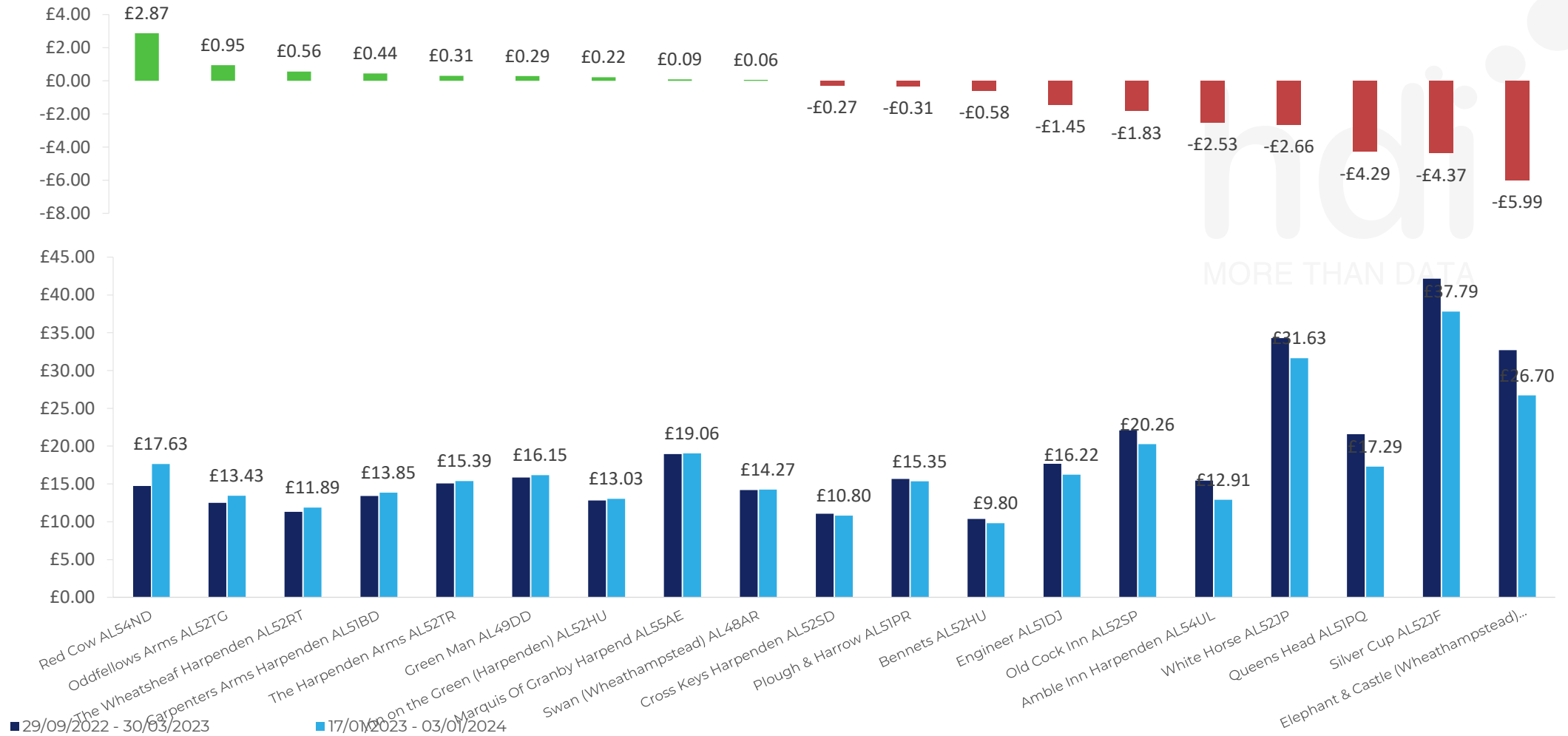
How frequently per year do customers visit Queens Head AL51PQ versus its competitors?

% of customer numbers for Queens Head AL51PQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

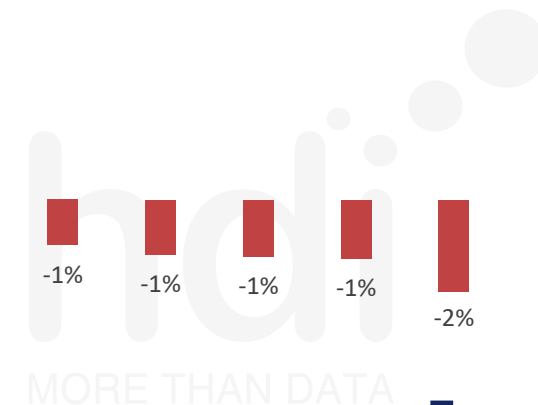
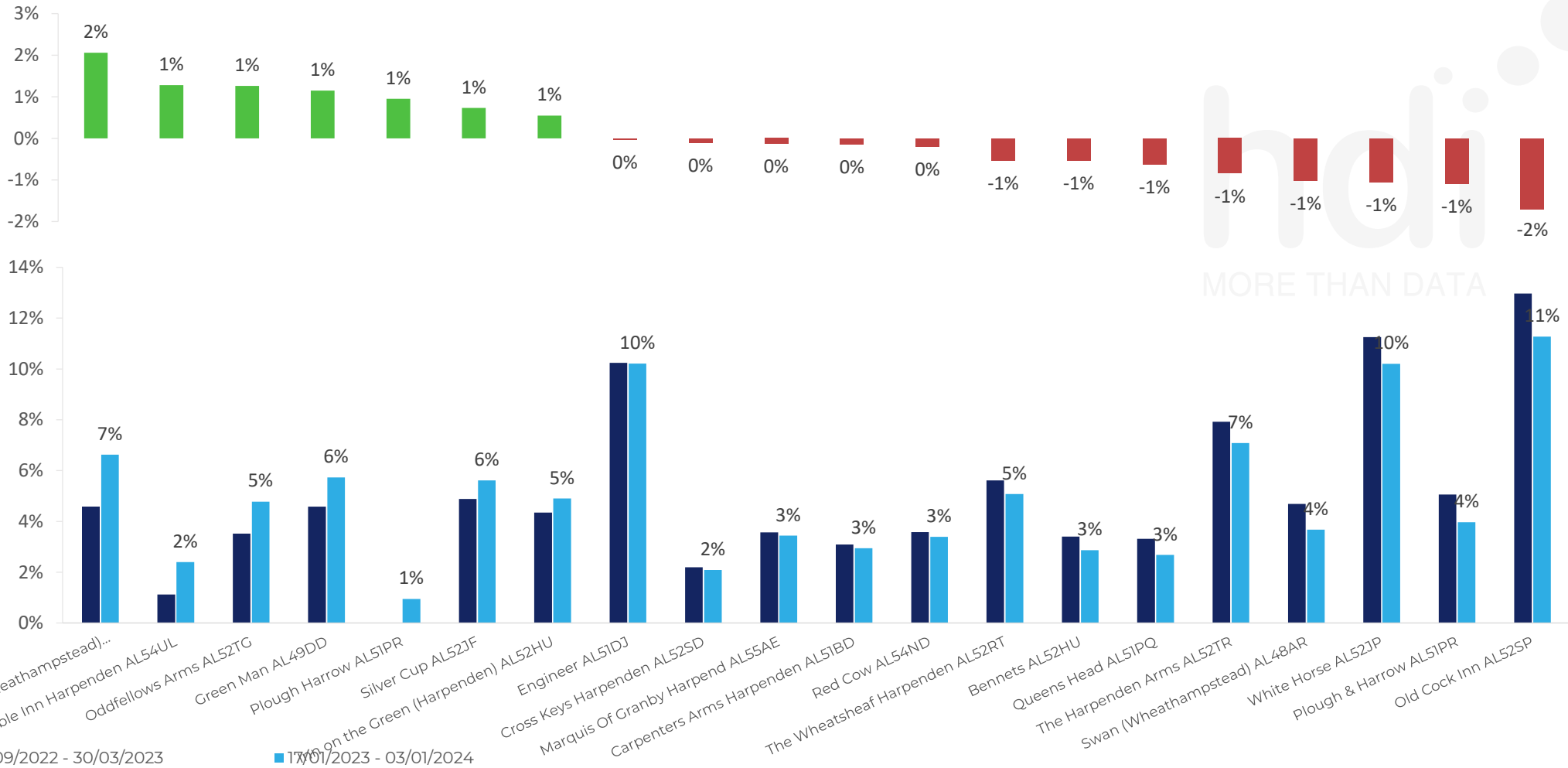




Market Share Change

How has market share changed between two date ranges?

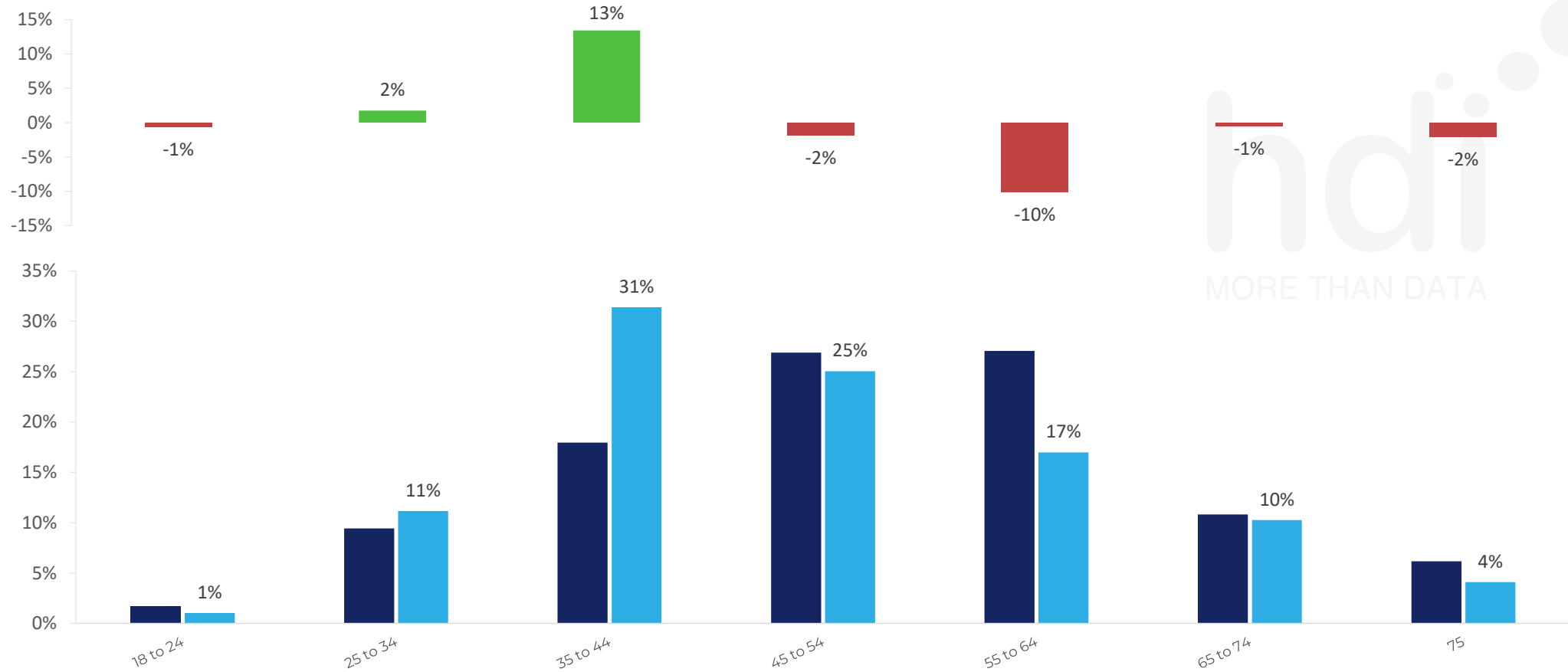
% of market share spend for Queens Head AL51PQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024



Age

How does the age profile of customers who visit Queens Head AL51PQ compare versus its competitors?

% of spend for Queens Head AL51PQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Age Range



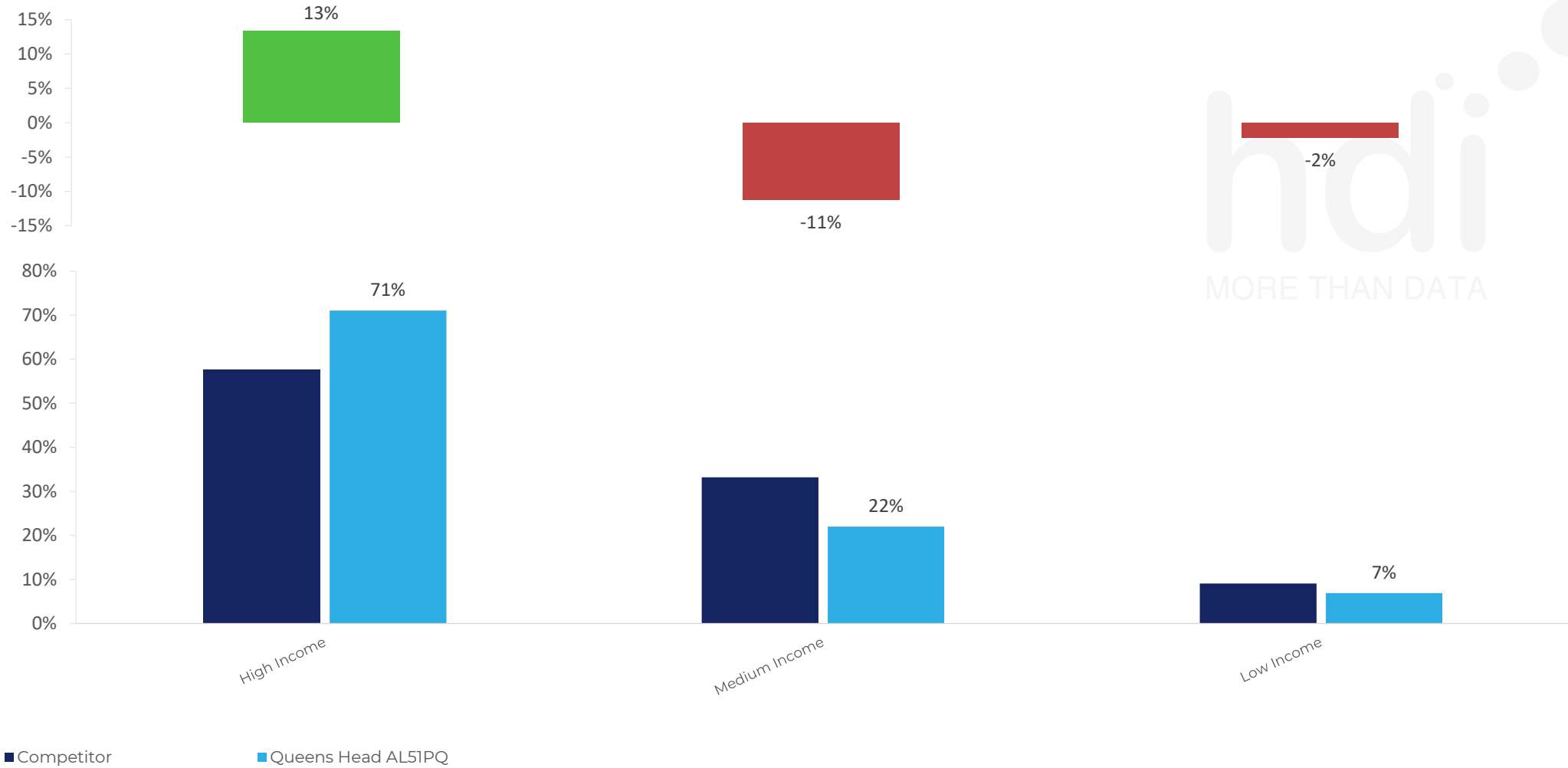
■ Competitor

■ Queens Head AL51PQ

Affluence

How does the affluence of customers who visit Queens Head AL51PQ compare versus its competitors?

% of spend for Queens Head AL51PQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Affluence

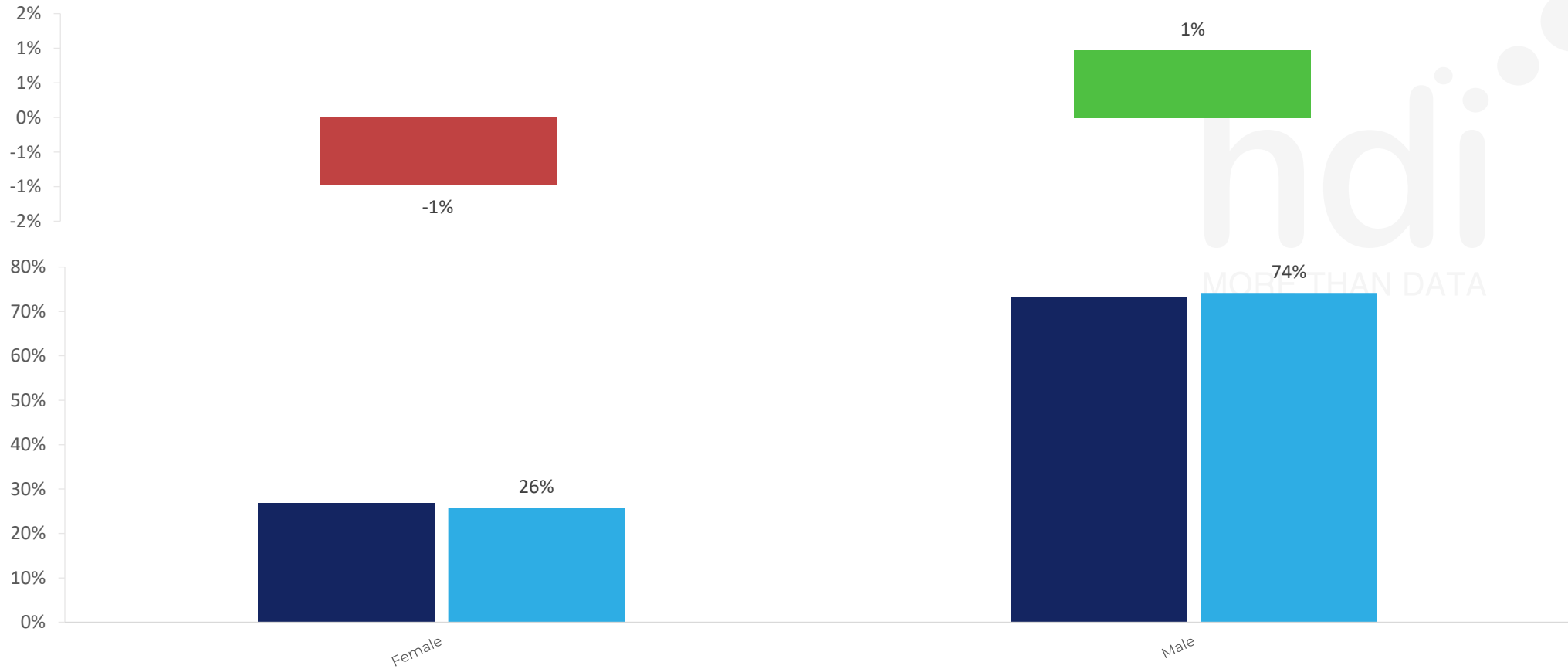




Gender

How does the gender profile of customers who visit Queens Head AL51PQ compare versus its competitors?

% of spend for Queens Head AL51PQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Gender



■ Competitor

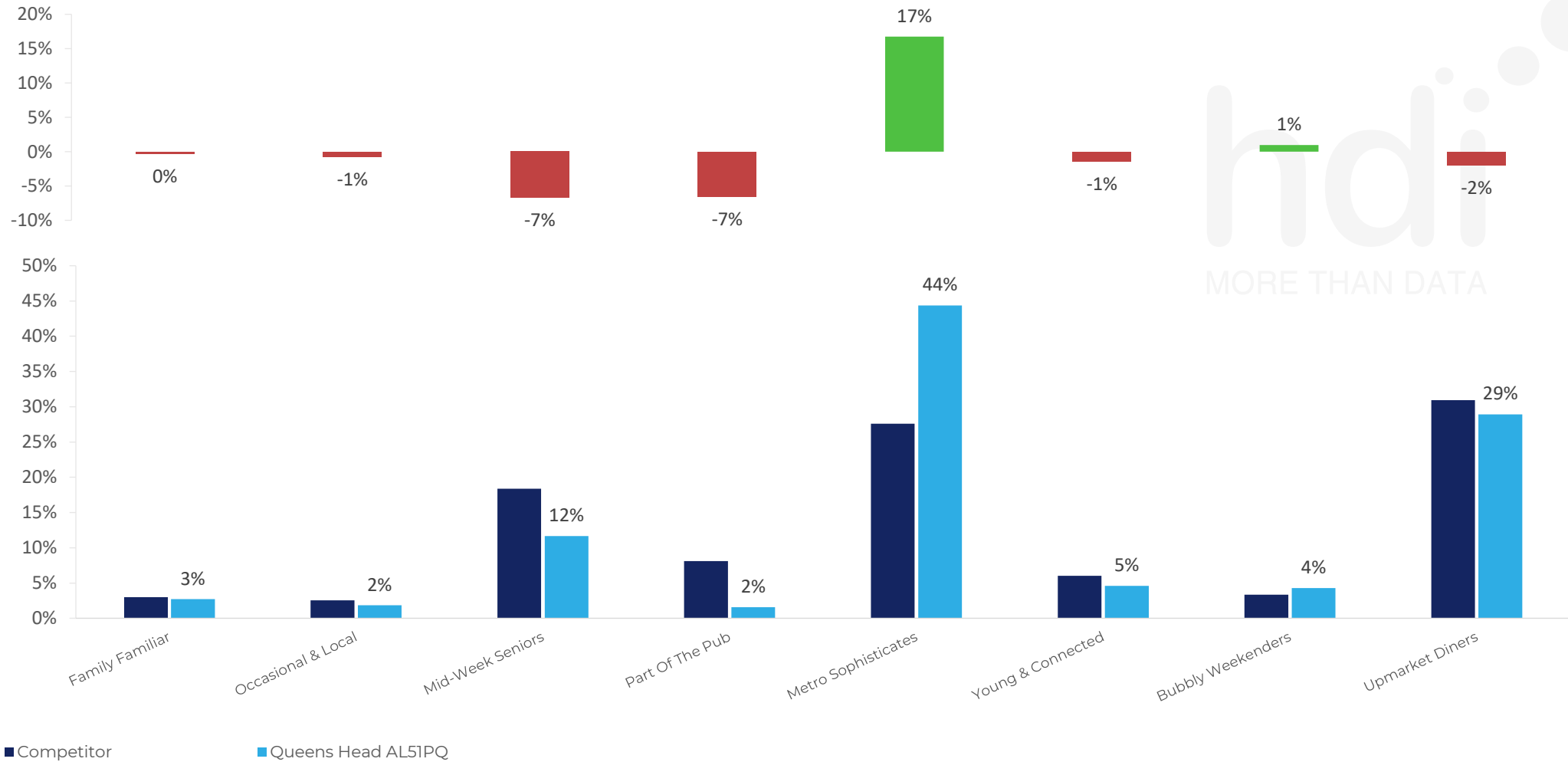
■ Queens Head AL51PQ



Punch Segmentation

How does the Custom segmentation profile of customers who visit Queens Head AL51PQ compare versus its competitors?

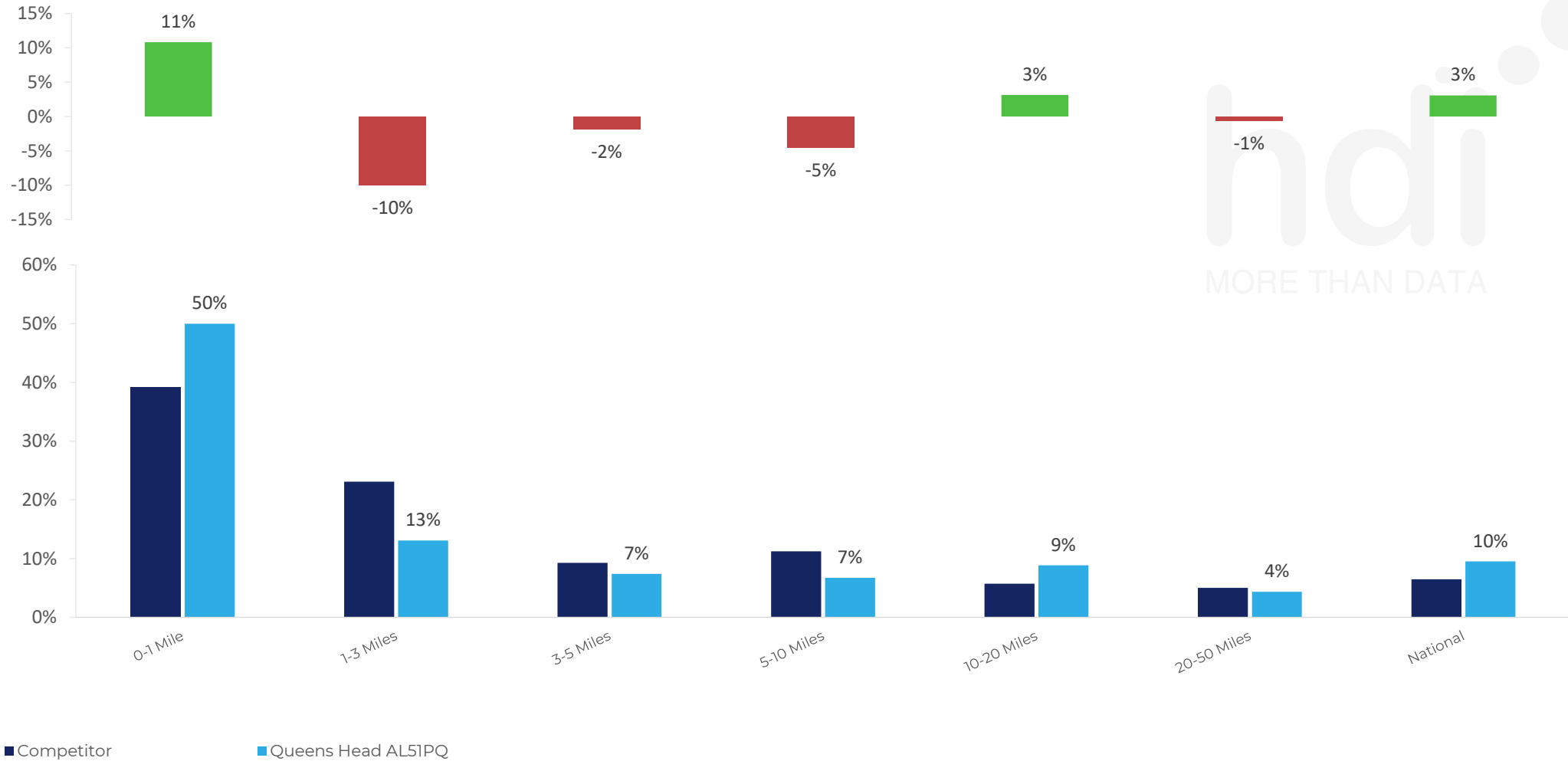
% of spend for Queens Head AL51PQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Segment



Spend by Distance

How does the spend profile of Queens Head AL51PQ compare versus its competitors based on travel distances?

% of spend for Queens Head AL51PQ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Distance travelled

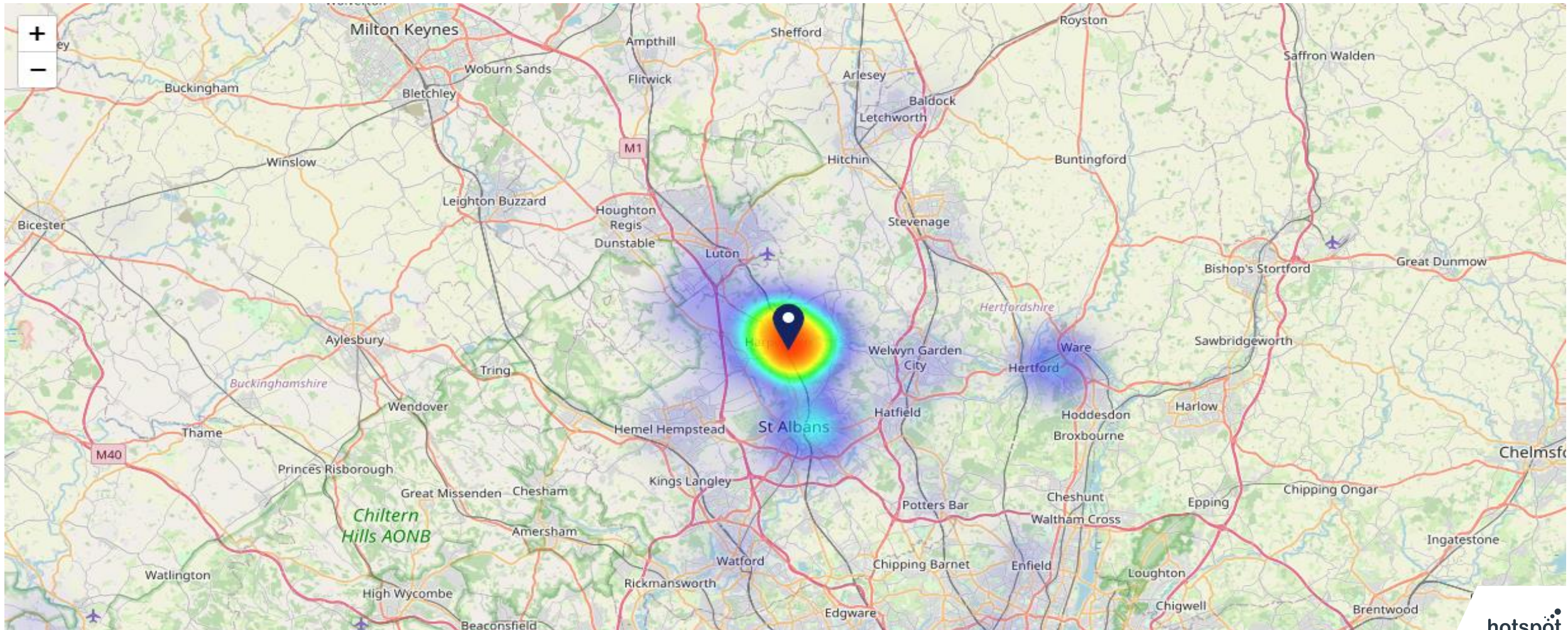




### Map of Guest Origin

Where do customers of Queens Head AL51PQ come from?

Where do customers of Queens Head AL51PQ for 17/01/2023 - 03/01/2024 live

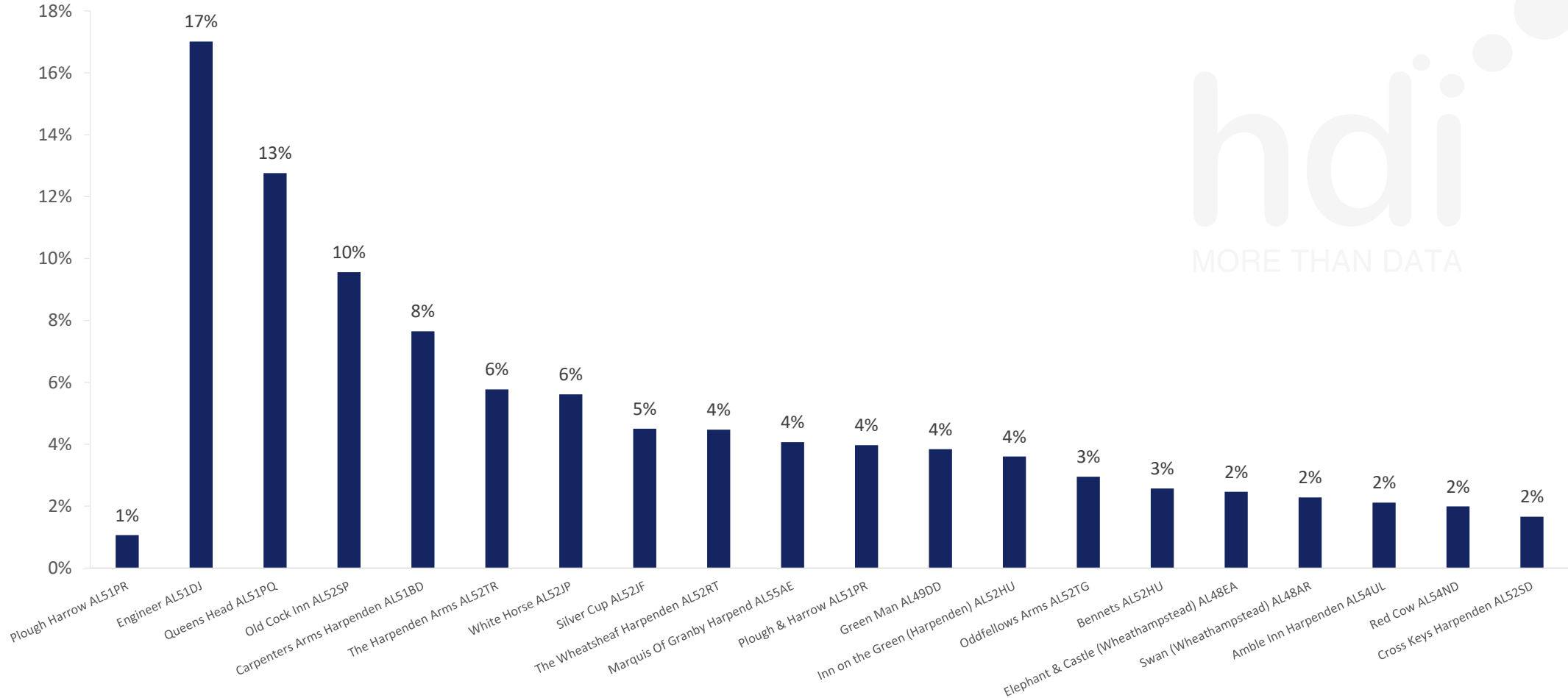




Share of Wallet

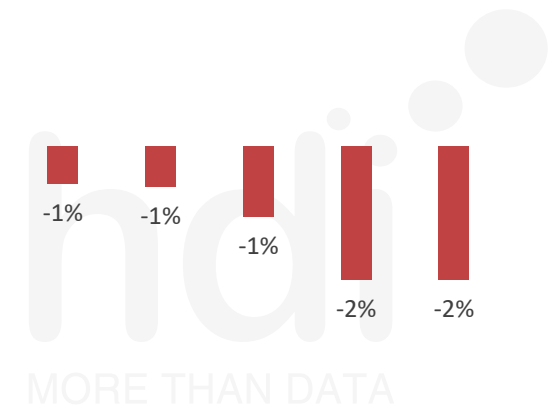
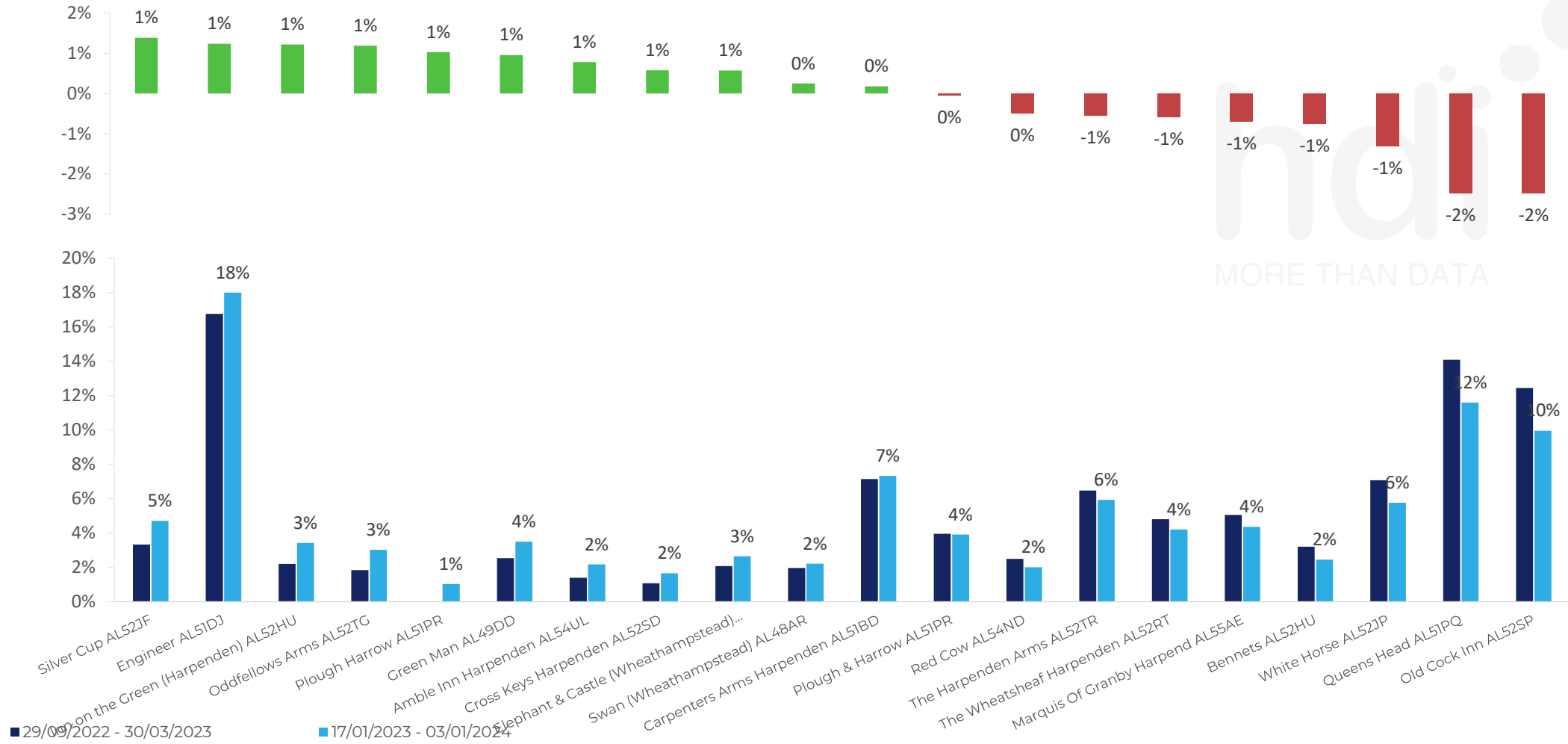
What are the Top 20 venues (by spend) that customers of Queens Head AL51PQ also visit?

For customers of Queens Head AL51PQ, who are the top 20 competitors from 97 Chains in 3 Miles for 17/01/2023 - 03/01/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Queens Head AL51PQ changed between two date ranges?





## Market Summary

How does the local area for Queens Head AL51PQ 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	£319K	3	£3.63M	5	£30.73M	7	£48.16M	4
Weekpart	Mon - Thu	35.2%	3	39.1%	4	40.1%	4	40.1%	3
Weekpart	Fri - Sat	43.9%	5	43.8%	5	45.5%	8	43.7%	7
Weekpart	Sun	20.8%	9	17.0%	8	14.5%	4	16.2%	7
Age	18 to 24	1.0%	1	1.5%	1	1.8%	1	2.1%	1
Age	25 to 34	11.2%	1	11.1%	1	10.6%	1	10.6%	1
Age	35 to 44	31.4%	10	19.1%	2	20.8%	3	20.1%	2
Age	45 to 54	25.0%	9	23.8%	9	28.6%	10	26.7%	10
Age	55 to 64	17.0%	6	27.8%	10	22.6%	10	22.2%	10
Age	65 to 74	10.3%	8	10.7%	9	10.1%	8	11.1%	9
Age	75+	4.1%	8	6.0%	9	5.5%	9	7.0%	10
CAMEO	Business Elite	23.5%	10	33.4%	10	32.4%	10	27.9%	10
CAMEO	Prosperous Professionals	16.9%	10	9.1%	8	10.5%	9	9.6%	9
CAMEO	Flourishing Society	30.7%	10	19.7%	8	18.4%	8	18.9%	8
CAMEO	Content Communities	4.8%	1	15.3%	8	12.3%	5	13.5%	7
CAMEO	White Collar Neighbourhoods	5.7%	1	4.8%	1	7.4%	2	7.6%	1
CAMEO	Enterprising Mainstream	1.1%	1	1.0%	1	2.5%	1	2.9%	1
CAMEO	Paying The Mortgage	10.4%	3	7.7%	1	9.3%	2	11.2%	3
CAMEO	Cash Conscious Communities	2.0%	1	2.3%	1	2.3%	1	2.9%	1
CAMEO	On A Budget	4.9%	4	5.5%	4	3.7%	2	4.3%	2
CAMEO	Family Value	0.0%	1	1.2%	4	1.2%	3	1.3%	3
Affluence	AB	71.1%	10	62.2%	10	61.3%	10	56.4%	10
Affluence	C1C2	22.0%	1	28.8%	1	31.4%	1	35.2%	1
Affluence	DE	6.9%	1	9.0%	2	7.2%	1	8.4%	1