

Site Summary

Kings Head Inn TA52HE

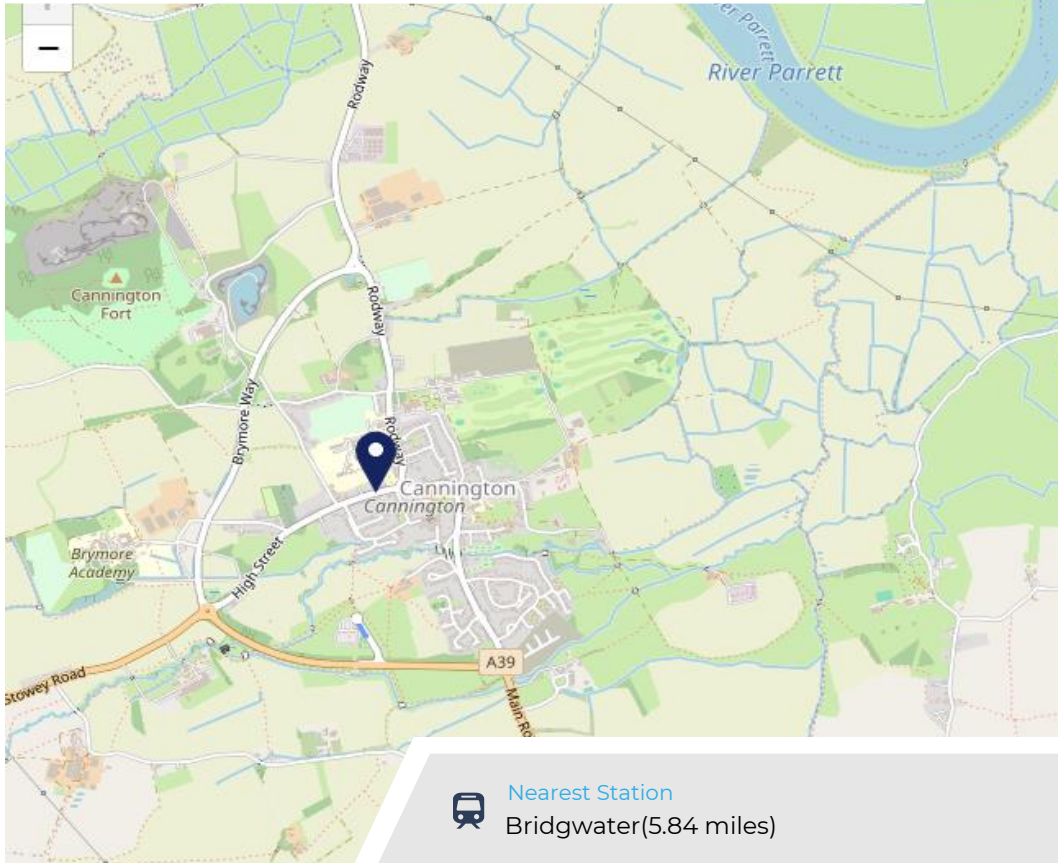
TA52HE [Punch T&L](#)

Work Area
Bridgwater

Region
South West

TV Region
HarWest

Urbanicity
Rural town and fringe



ATV
£8.59



Gender
93.62%
Male



Affluence
45.02%
Middle Income



Segmentation
17.77%
On A Budget



Age Group
27.07%
35 to 44



Visit Day
21.37%
Wed

Top Competitors

Friendly Spirit Cannington #1
TA52HP
[Stonegate PP](#)

Cottage Inn #2
TA51HZ
[Punch T&L](#)

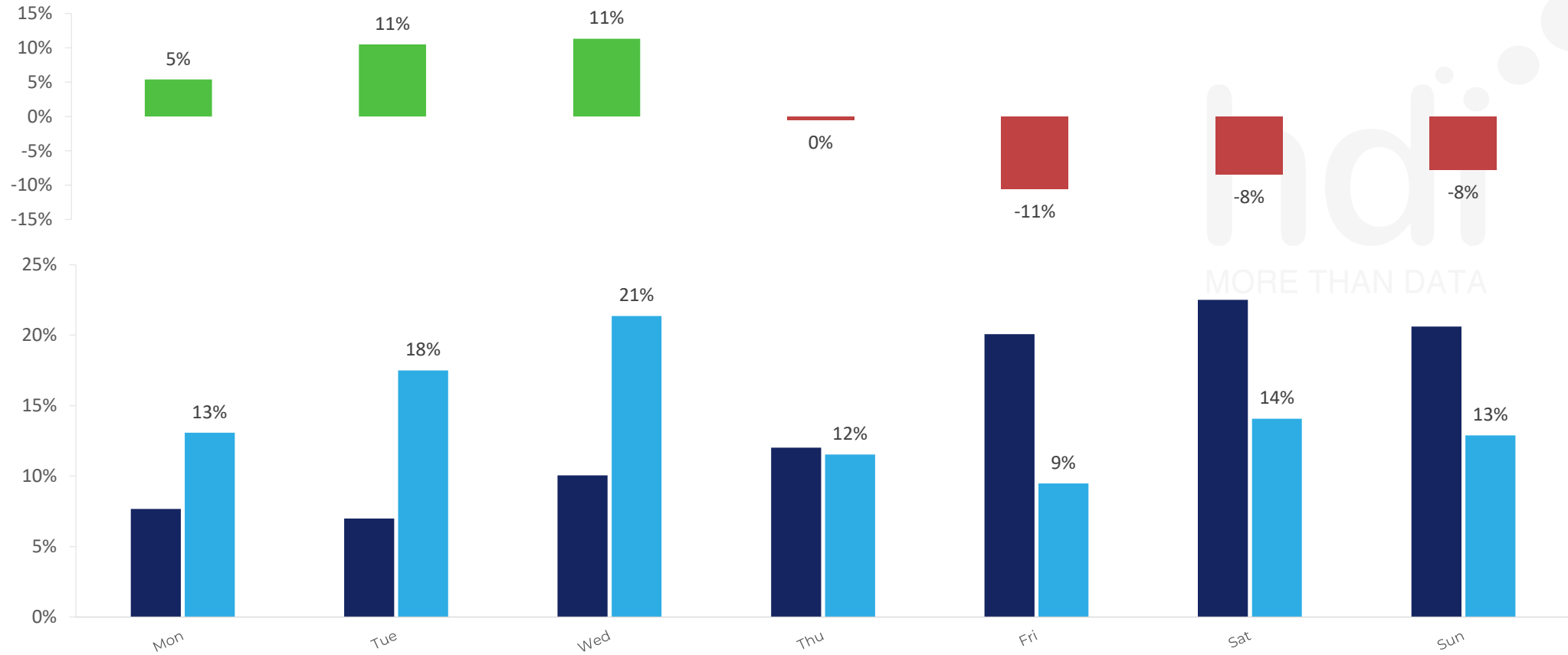
Globe Inn (Cannington) #3
TA52HA
[Admiral Taverns Ltd](#)

Nearest Station
Bridgwater(5.84 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Kings Head Inn TA52HE versus its competitors?

% of spend for Kings Head Inn TA52HE and 97 Chains in 3 Miles from 04/01/2023 - 19/12/2023 split by Day of Week



■ Competitor

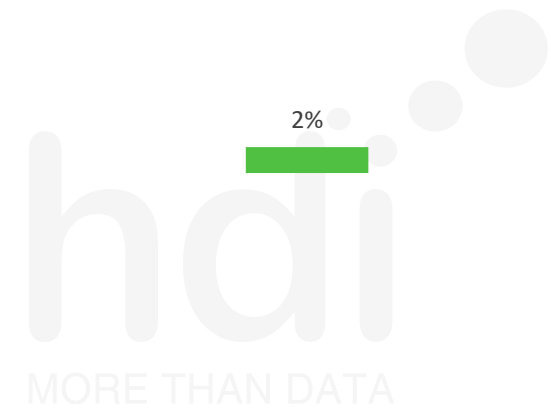
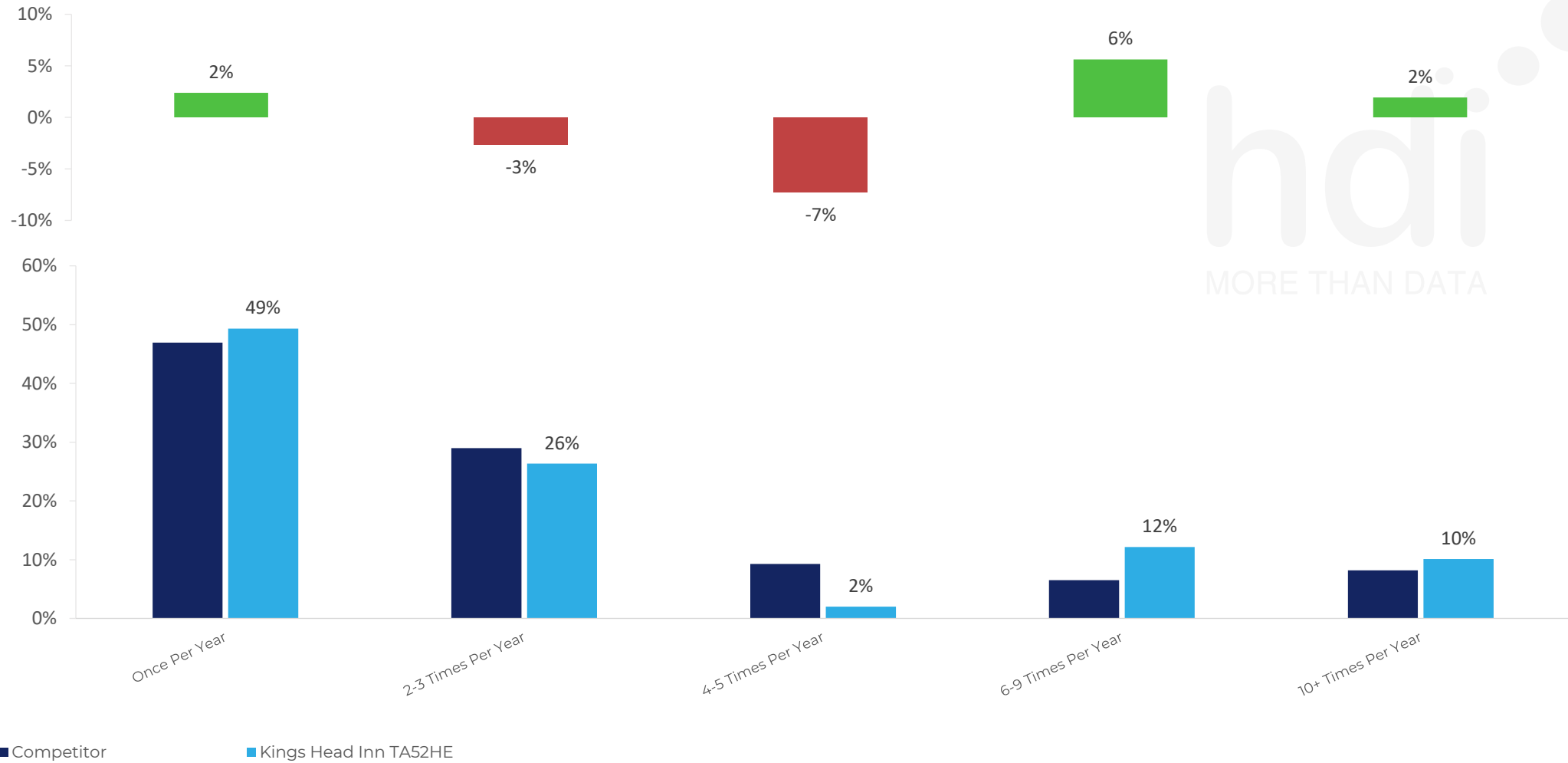
■ Kings Head Inn TA52HE



Visit Frequency

How frequently per year do customers visit Kings Head Inn TA52HE versus its competitors?

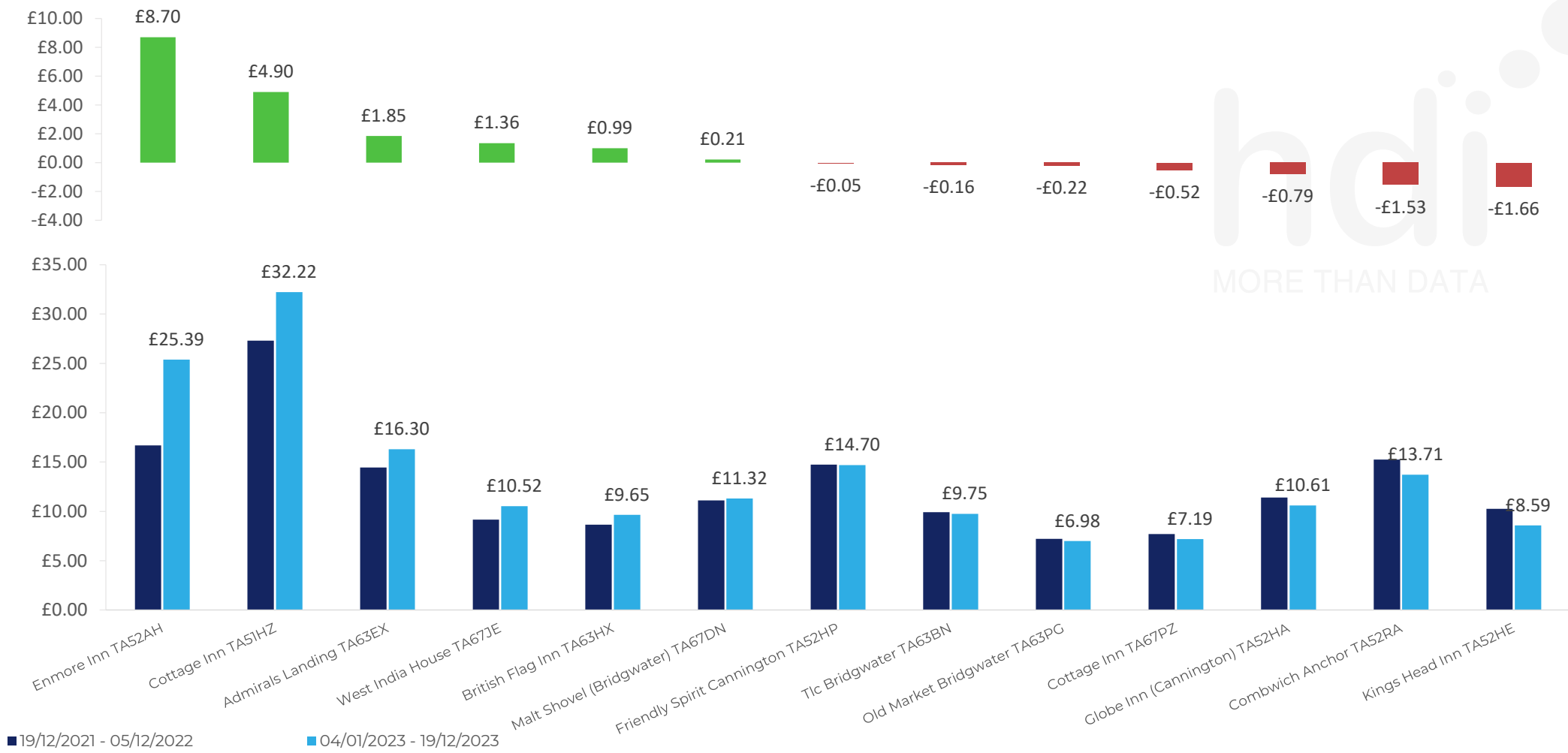
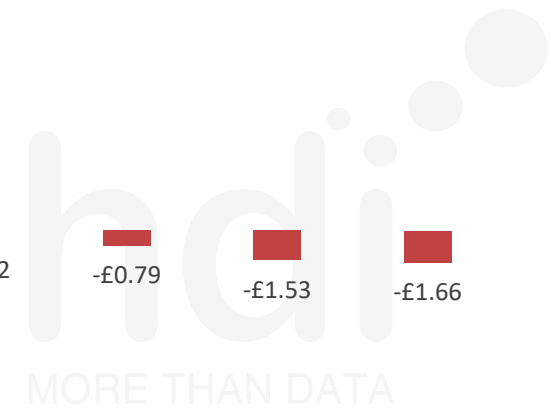
% of customer numbers for Kings Head Inn TA52HE and 97 Chains in 3 Miles from 04/01/2023 - 19/12/2023 and the number of visits made Per Annum





ATV Change

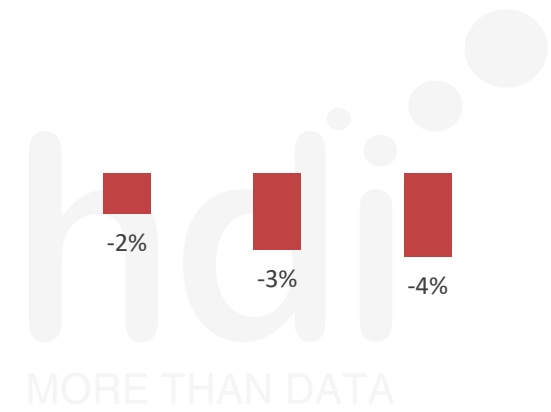
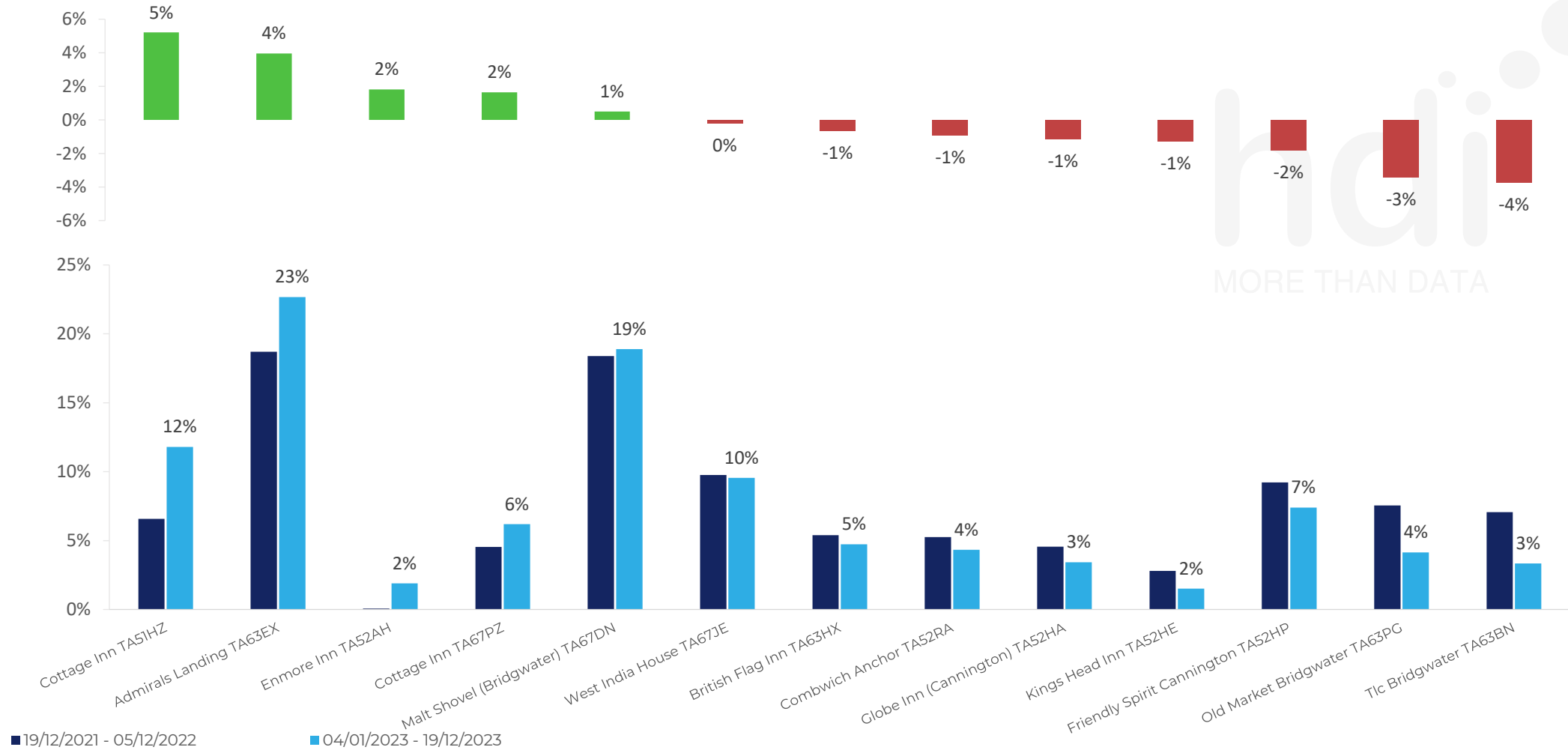
How has ATV changed between two date ranges?



Market Share Change

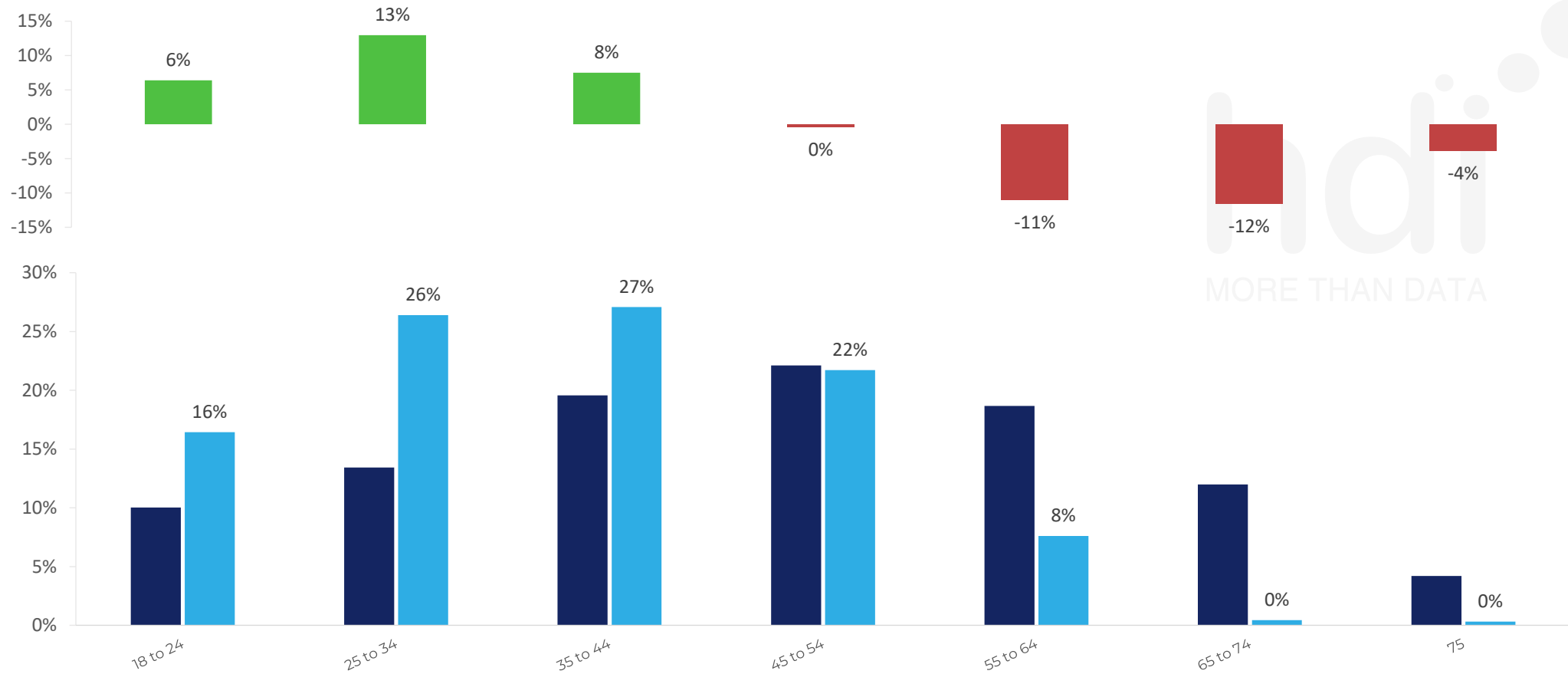
How has market share changed between two date ranges?

% of market share spend for Kings Head Inn TA52HE and 97 Chains in 3 Miles from 04/01/2023 - 19/12/2023



How does the age profile of customers who visit Kings Head Inn TA52HE compare versus its competitors?

% of spend for Kings Head Inn TA52HE and 97 Chains in 3 Miles from 04/01/2023 - 19/12/2023 split by Age Range



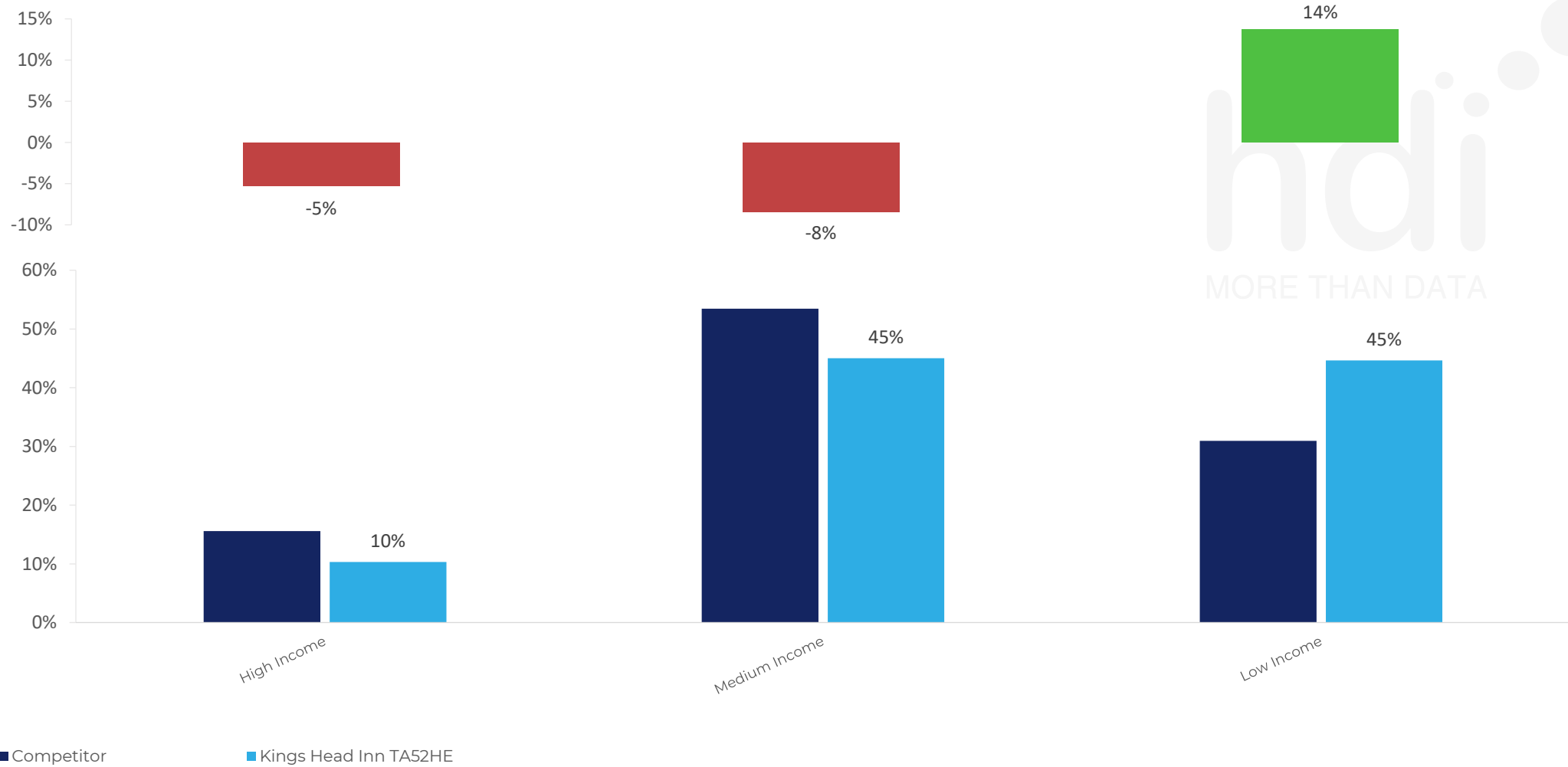
■ Competitor

■ Kings Head Inn TA52HE

Affluence

How does the affluence of customers who visit Kings Head Inn TA52HE compare versus its competitors?

% of spend for Kings Head Inn TA52HE and 97 Chains in 3 Miles from 04/01/2023 - 19/12/2023 split by Affluence

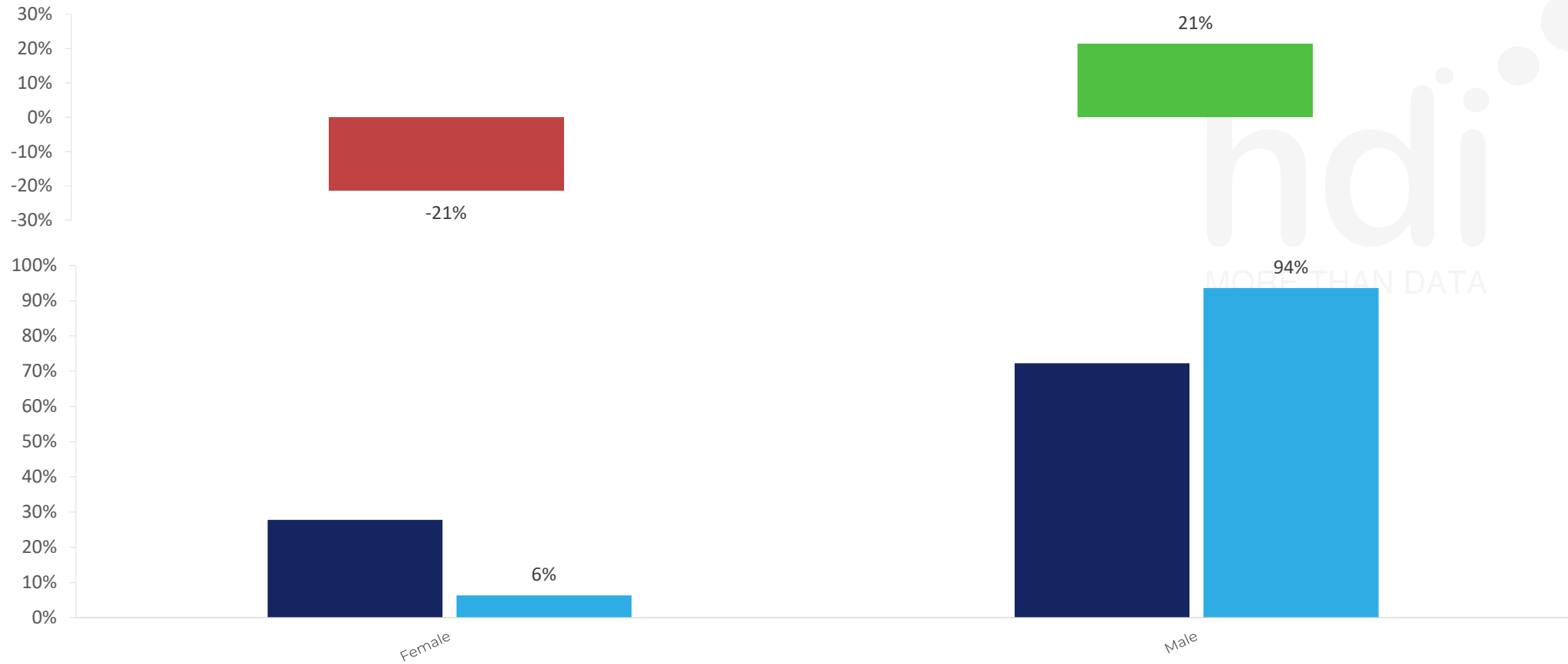




Gender

How does the gender profile of customers who visit Kings Head Inn TA52HE compare versus its competitors?

% of spend for Kings Head Inn TA52HE and 97 Chains in 3 Miles from 04/01/2023 - 19/12/2023 split by Gender



■ Competitor

■ Kings Head Inn TA52HE

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.



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.



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.



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.



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.



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.



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.



8 – UPMARKET DINERS

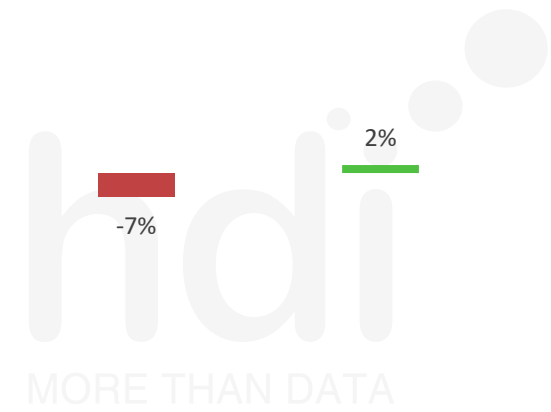
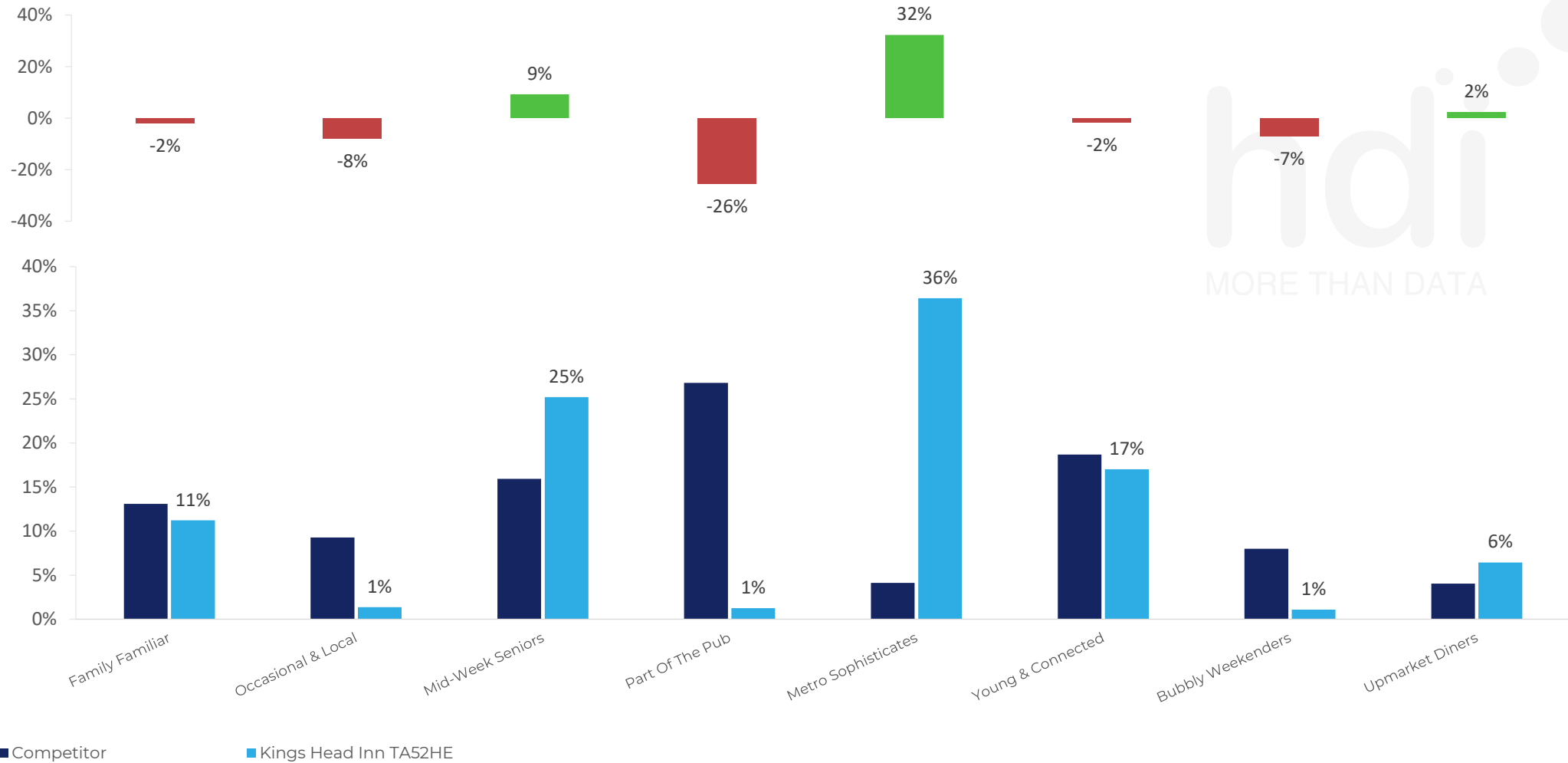
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Kings Head Inn TA52HE compare versus its competitors?

% of spend for Kings Head Inn TA52HE and 97 Chains in 3 Miles from 04/01/2023 - 19/12/2023 split by Segment



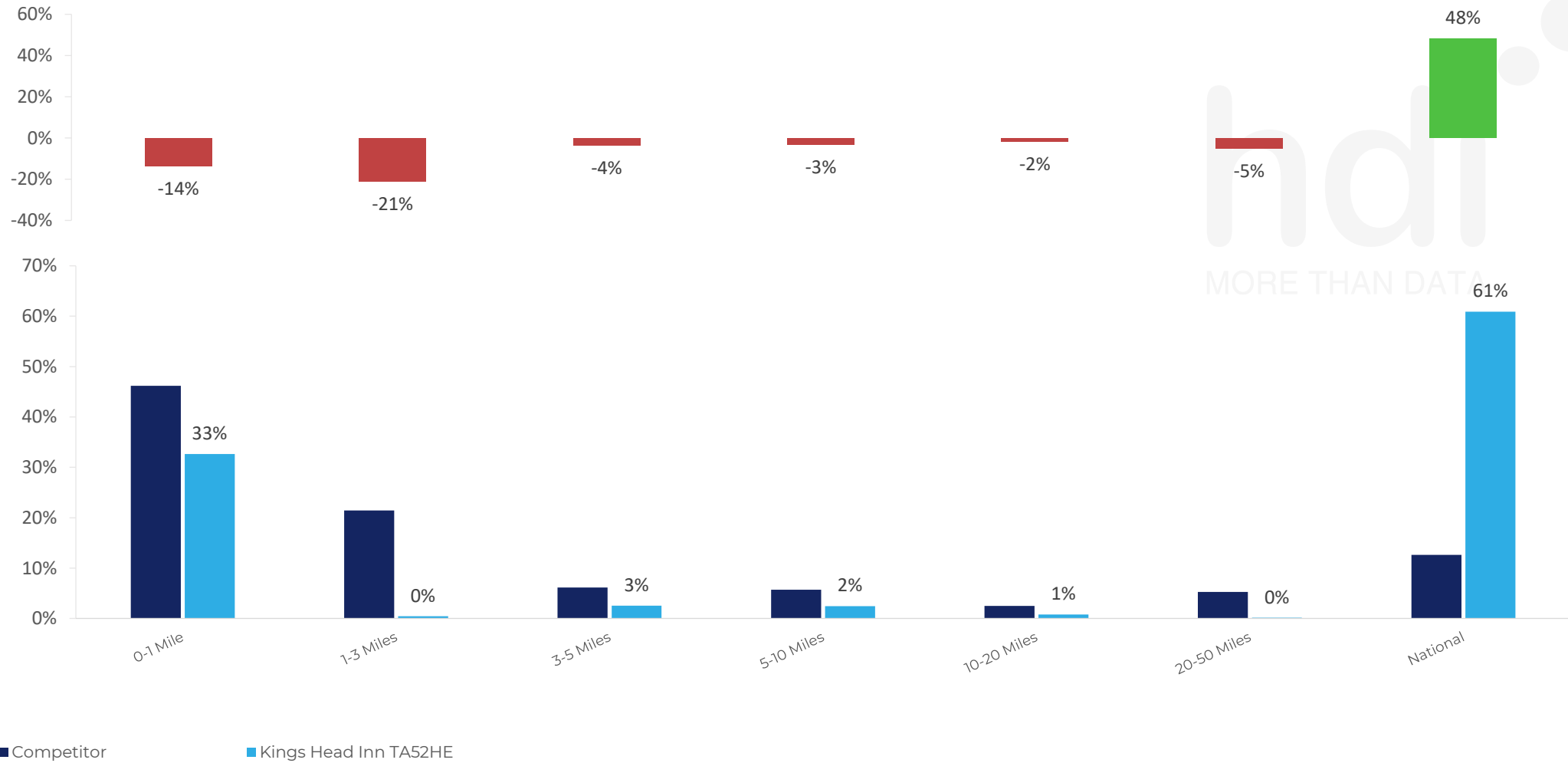
Competitor

Kings Head Inn TA52HE

Spend by Distance

How does the spend profile of Kings Head Inn TA52HE compare versus its competitors based on travel distances?

% of spend for Kings Head Inn TA52HE and 97 Chains in 3 Miles from 04/01/2023 - 19/12/2023 split by Distance travelled

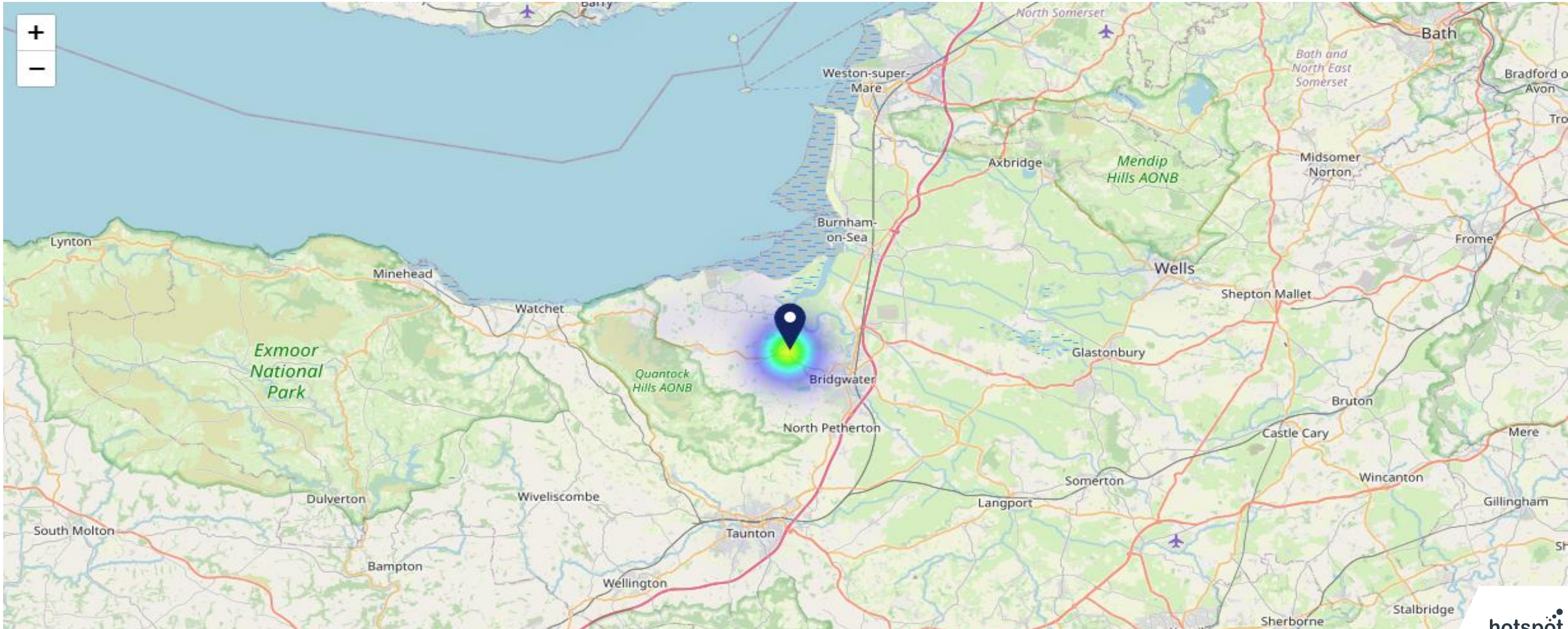




Map of Guest Origin

Where do customers of Kings Head Inn TA52HE come from?

Where do customers of Kings Head Inn TA52HE for 04/01/2023 - 19/12/2023 live

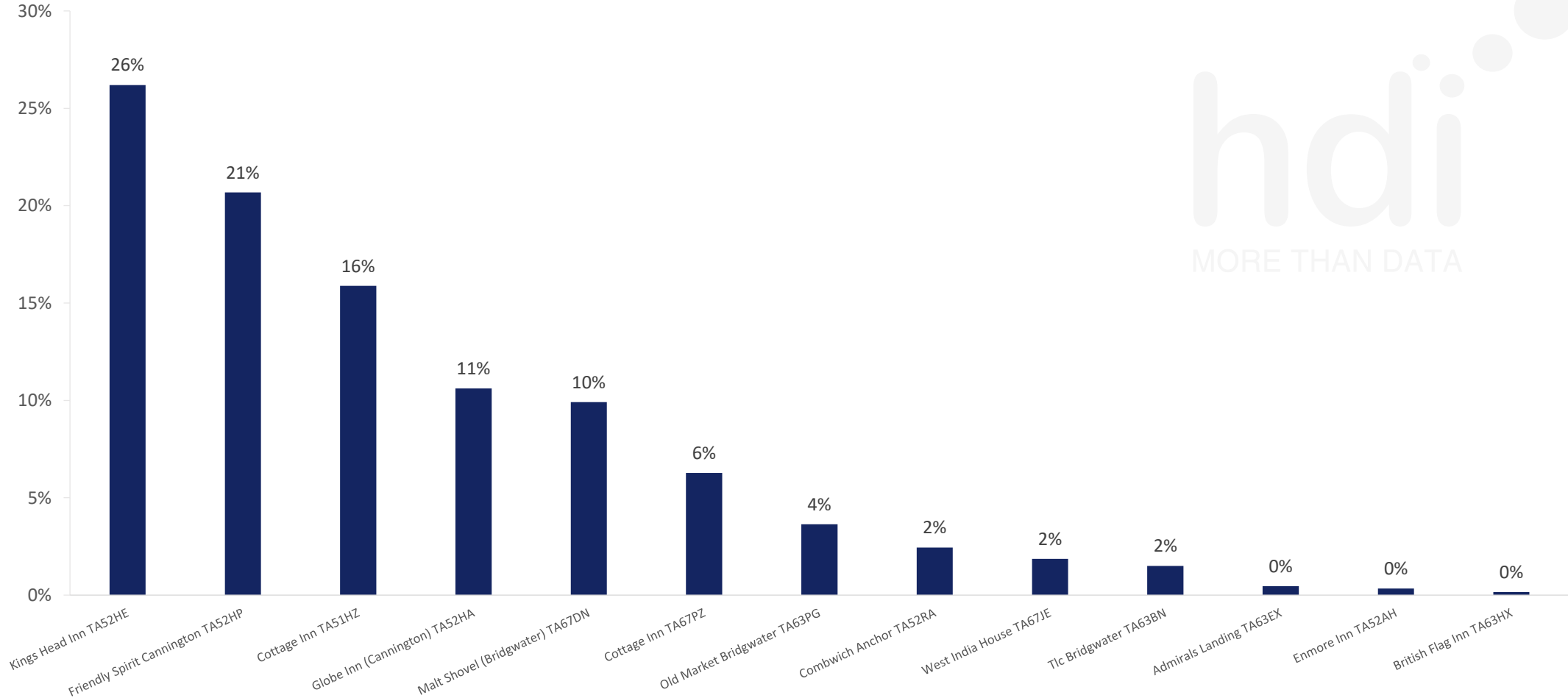




Share of Wallet

What are the Top 20 venues (by spend) that customers of Kings Head Inn TA52HE also visit?

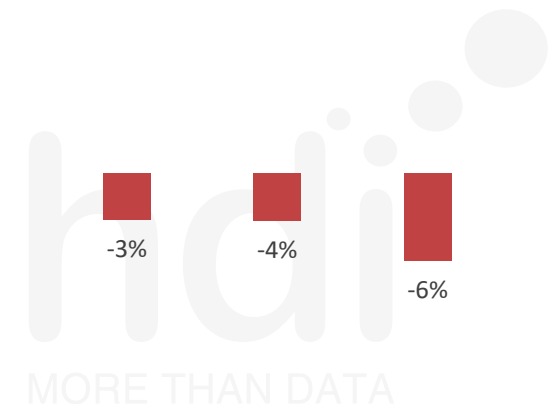
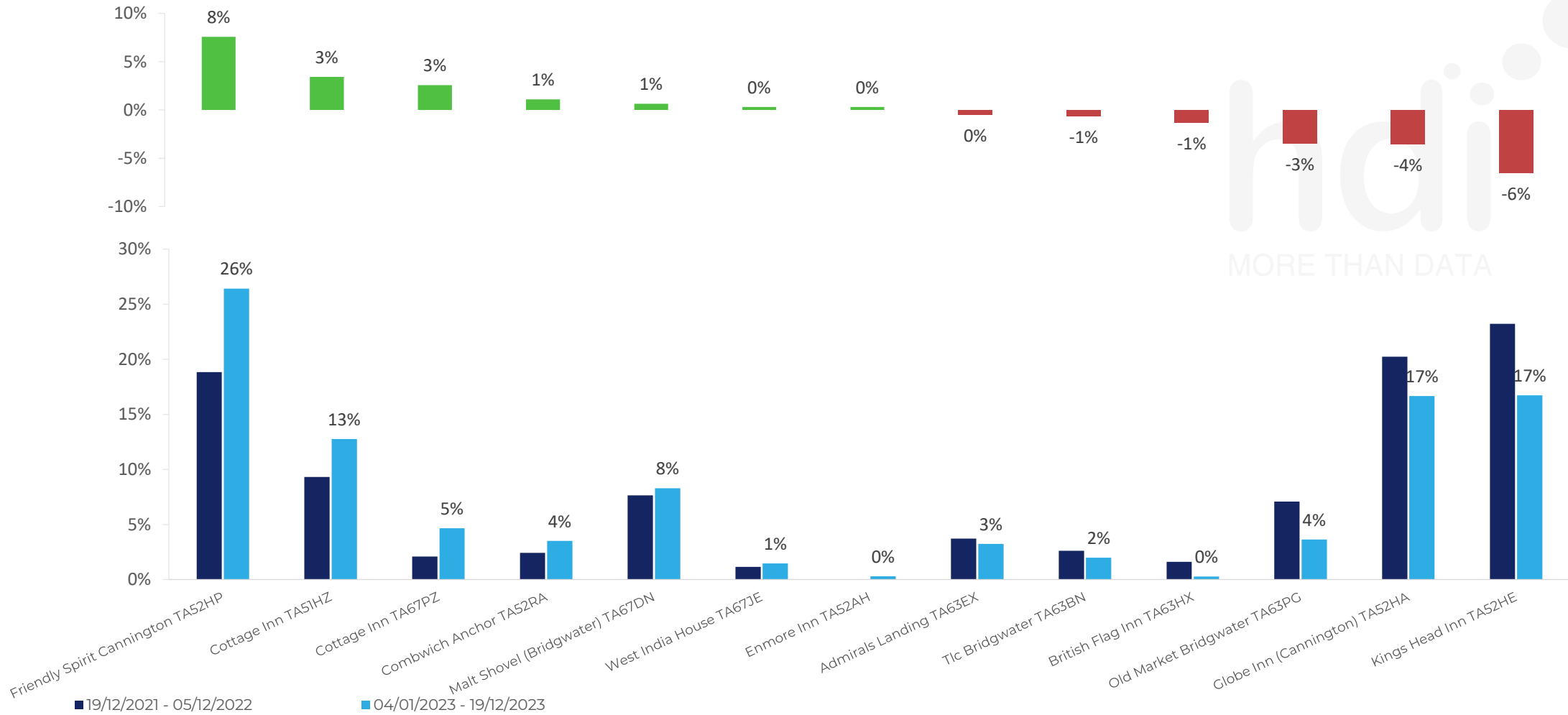
For customers of Kings Head Inn TA52HE, who are the top 20 competitors from 97 Chains in 3 Miles for 04/01/2023 - 19/12/2023 split by Venue



hdi
MORE THAN DATA

Share of Wallet Change

How has share of wallet of customers of Kings Head Inn TA52HE changed between two date ranges?





Market Summary

How does the local area for Kings Head Inn TA52HE 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	£585K	4	£988K	3	£1.14M	2	£9.19M	2
Weekpart	Mon - Thu	49.5%	9	46.4%	9	46.5%	9	39.9%	3
Weekpart	Fri - Sat	37.1%	2	39.3%	3	41.2%	4	42.1%	5
Weekpart	Sun	13.4%	4	14.2%	5	12.3%	1	18.0%	10
Age	18 to 24	3.9%	4	4.5%	4	5.4%	4	9.2%	7
Age	25 to 34	15.5%	3	14.8%	2	15.6%	2	14.2%	1
Age	35 to 44	22.6%	5	20.8%	4	20.9%	3	21.1%	3
Age	45 to 54	31.9%	10	27.4%	10	25.8%	10	21.2%	7
Age	55 to 64	19.7%	8	16.9%	7	18.2%	8	19.2%	9
Age	65 to 74	5.8%	5	13.7%	10	12.4%	9	10.3%	9
Age	75+	0.7%	2	2.0%	5	1.8%	4	4.7%	9
CAMEO	Business Elite	2.8%	3	2.5%	2	2.3%	2	3.6%	3
CAMEO	Prosperous Professionals	7.2%	7	6.1%	6	6.9%	6	4.1%	2
CAMEO	Flourishing Society	16.8%	8	13.7%	6	12.5%	6	8.5%	3
CAMEO	Content Communities	8.3%	2	8.1%	2	11.5%	4	10.8%	3
CAMEO	White Collar Neighbourhoods	10.9%	5	11.0%	5	10.8%	5	14.5%	9
CAMEO	Enterprising Mainstream	8.9%	6	9.3%	6	9.7%	7	11.5%	8
CAMEO	Paying The Mortgage	12.8%	5	15.8%	7	15.3%	6	16.4%	7
CAMEO	Cash Conscious Communities	16.8%	9	13.3%	8	12.3%	8	15.6%	10
CAMEO	On A Budget	11.2%	9	10.2%	8	9.5%	8	6.8%	6
CAMEO	Family Value	4.3%	7	10.2%	9	9.3%	9	8.0%	8
Affluence	AB	26.8%	5	22.2%	4	21.8%	4	16.3%	2
Affluence	C1C2	40.9%	3	44.1%	4	47.2%	5	53.2%	8
Affluence	DE	32.3%	8	33.6%	9	31.0%	9	30.5%	9



Site Competitors

