



### Site Summary



## Maltsters NRI36AB

NRI36AB

Punch T&L



Work Area  
Norwich



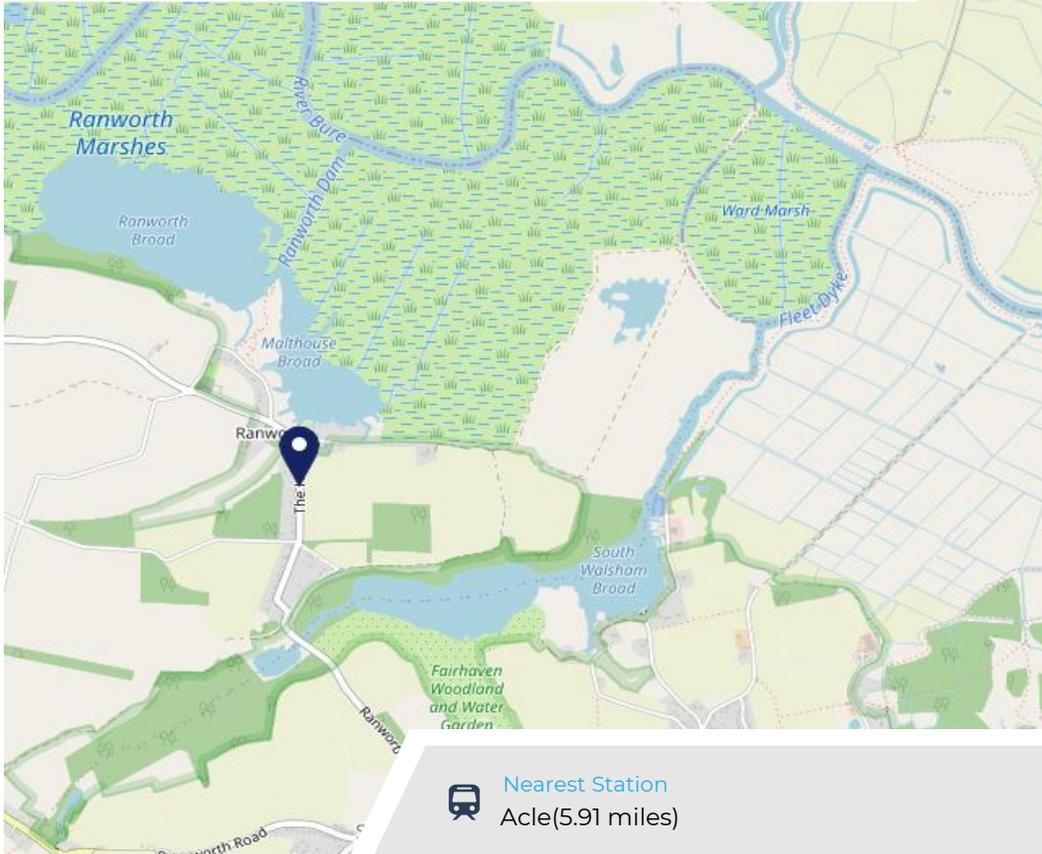
Region  
East of England



TV Region  
Anglia



Urbanicity  
Rural village



ATV  
**£26.97**



Gender  
**68.09%**  
Male



Affluence  
**58.63%**  
Middle Income



Segmentation  
**19.54%**  
Content Communities



Age Group  
**27.69%**  
55 to 64



Visit Day  
**22.73%**  
Sat

### Top Competitors



Ferry Inn (Horning)  
NRI28PS  
 Pub Restaurant

#1



Lion at Thurne  
NR293AP  
 Pub Restaurant

#2



The Swan Inn  
NRI28AA  
 Vintage Inns

#3

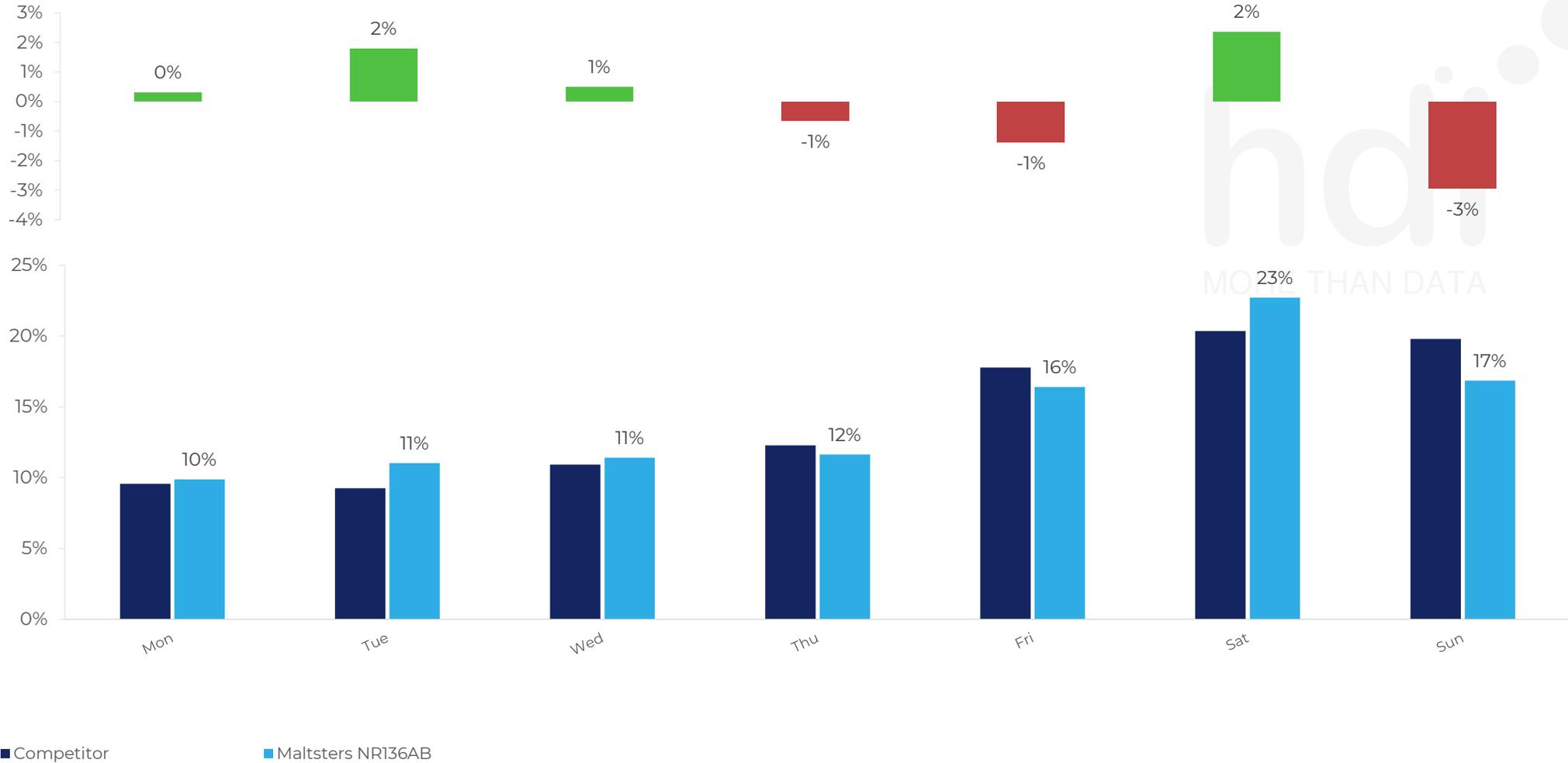


Nearest Station  
Acle(5.91 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Maltsters NRI36AB versus its competitors?

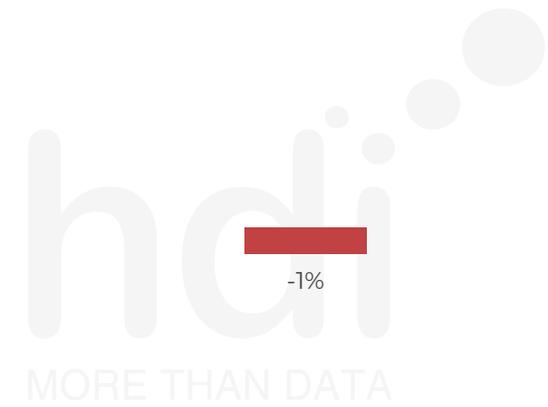
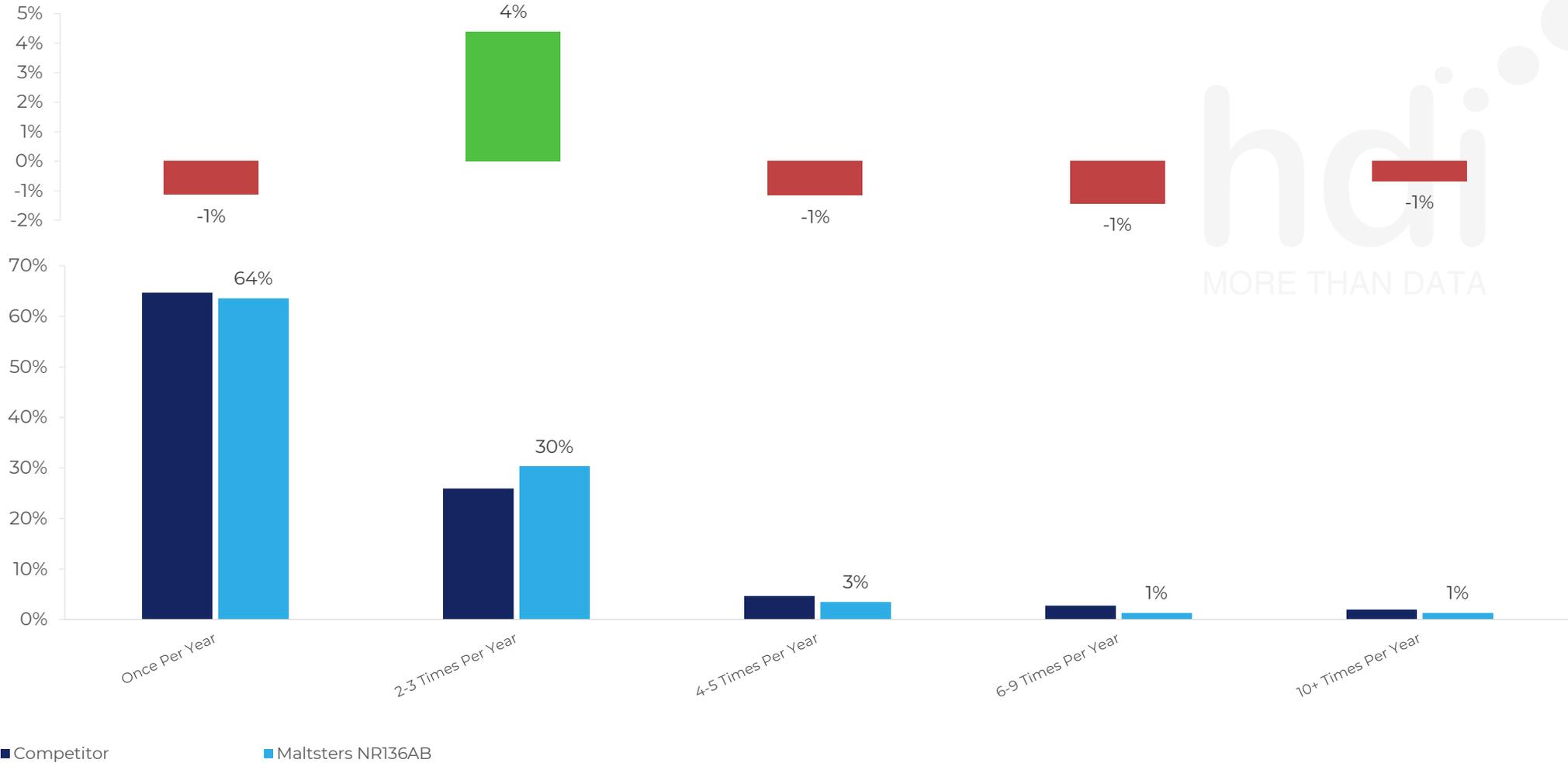
% of spend for Maltsters NRI36AB and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Day of Week



Visit Frequency

How frequently per year do customers visit Maltsters NR136AB versus its competitors?

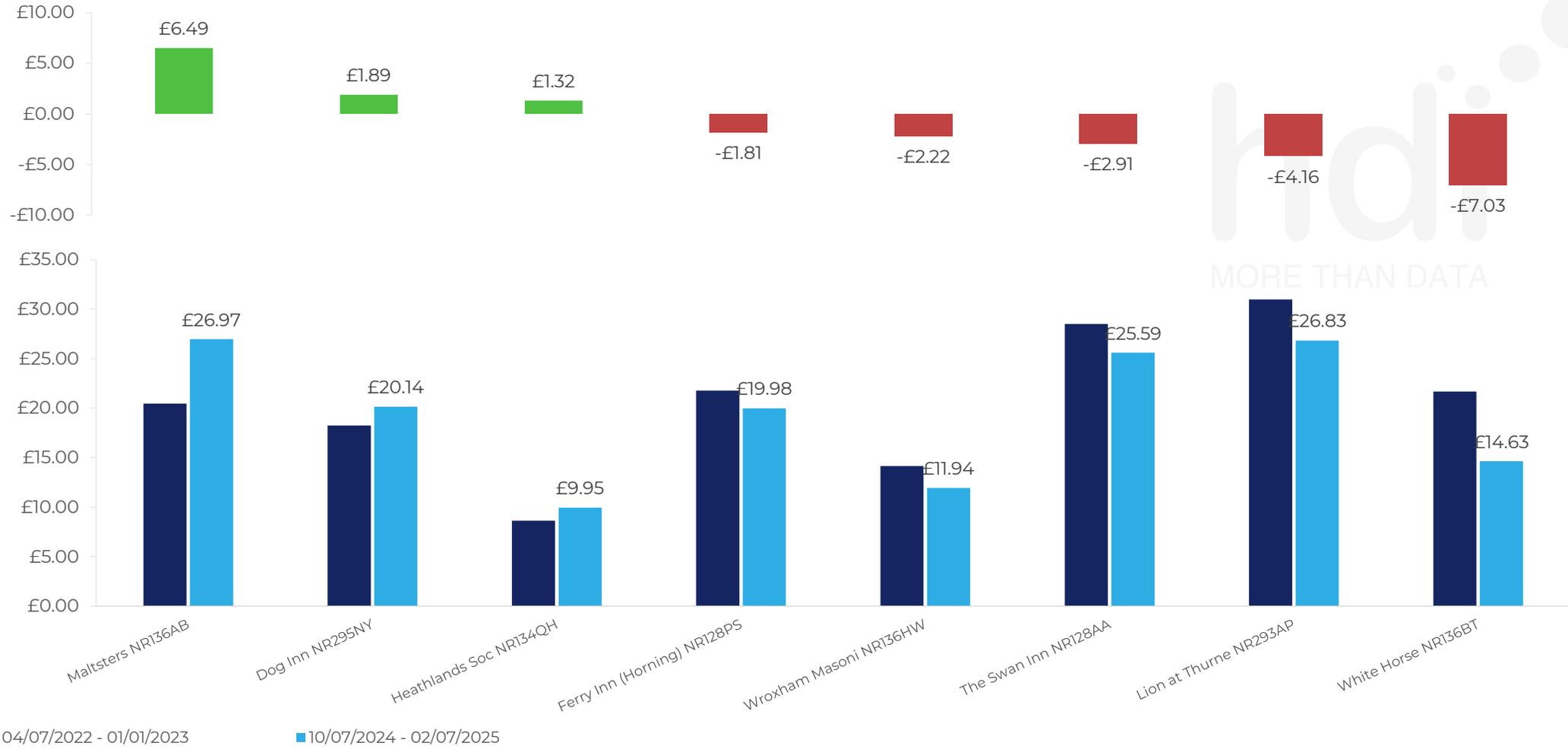
% of customer numbers for Maltsters NR136AB and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?



■ 04/07/2022 - 01/01/2023

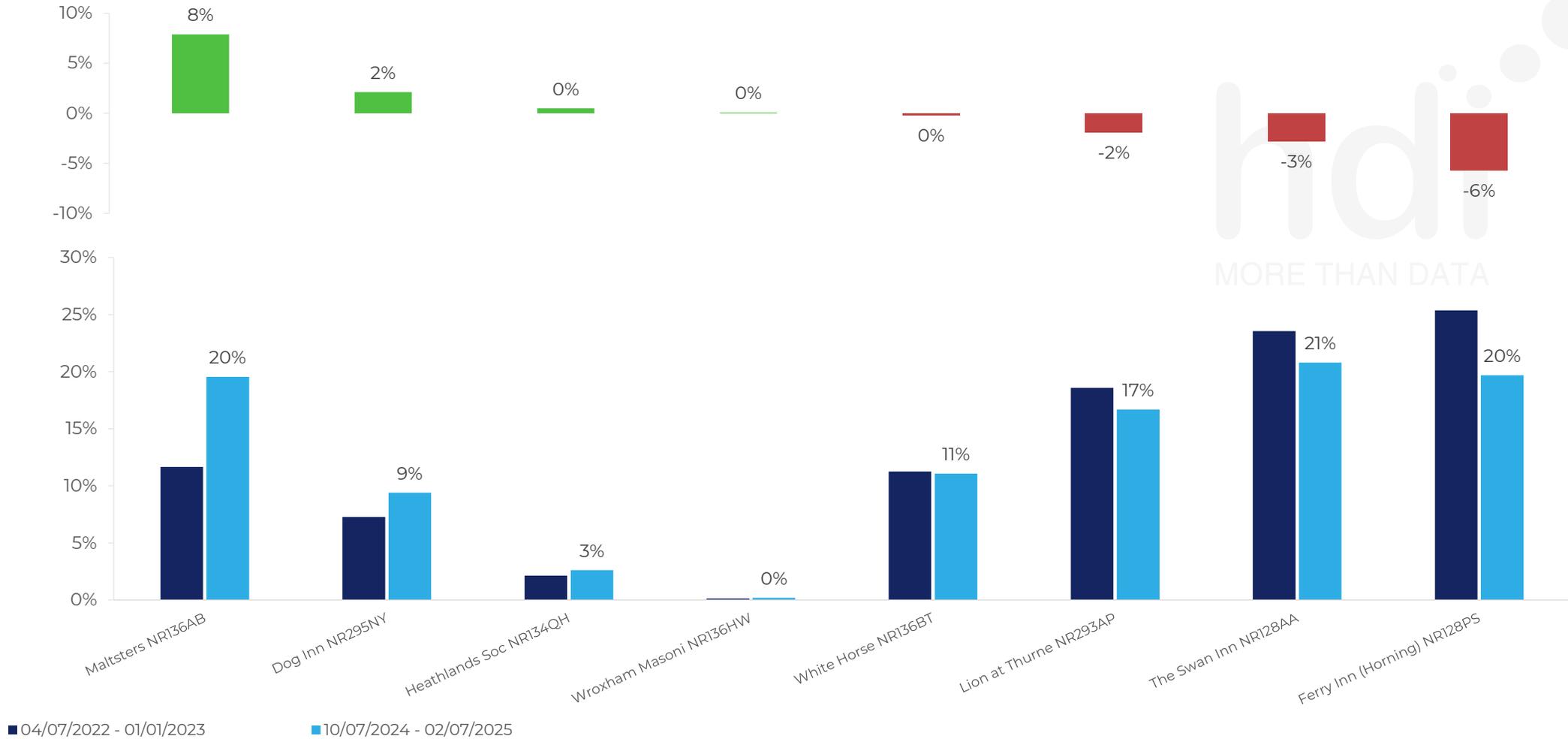
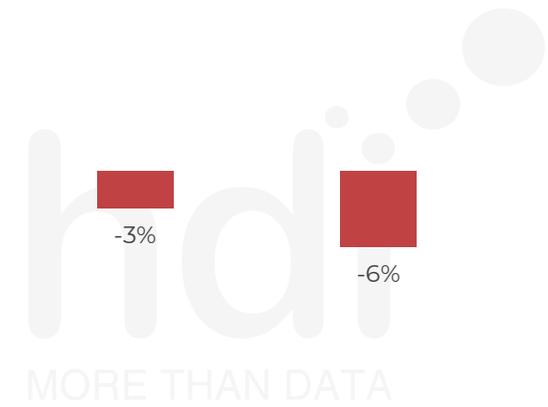
■ 10/07/2024 - 02/07/2025



Market Share Change

How has market share changed between two date ranges?

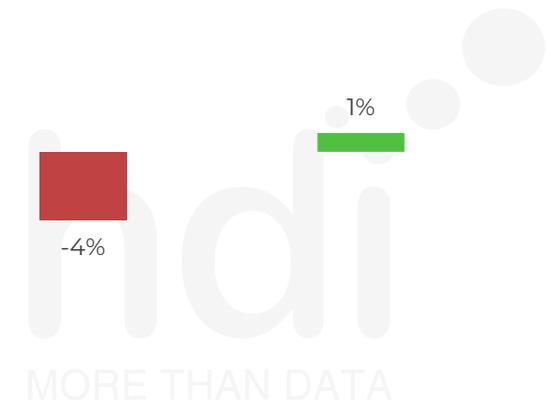
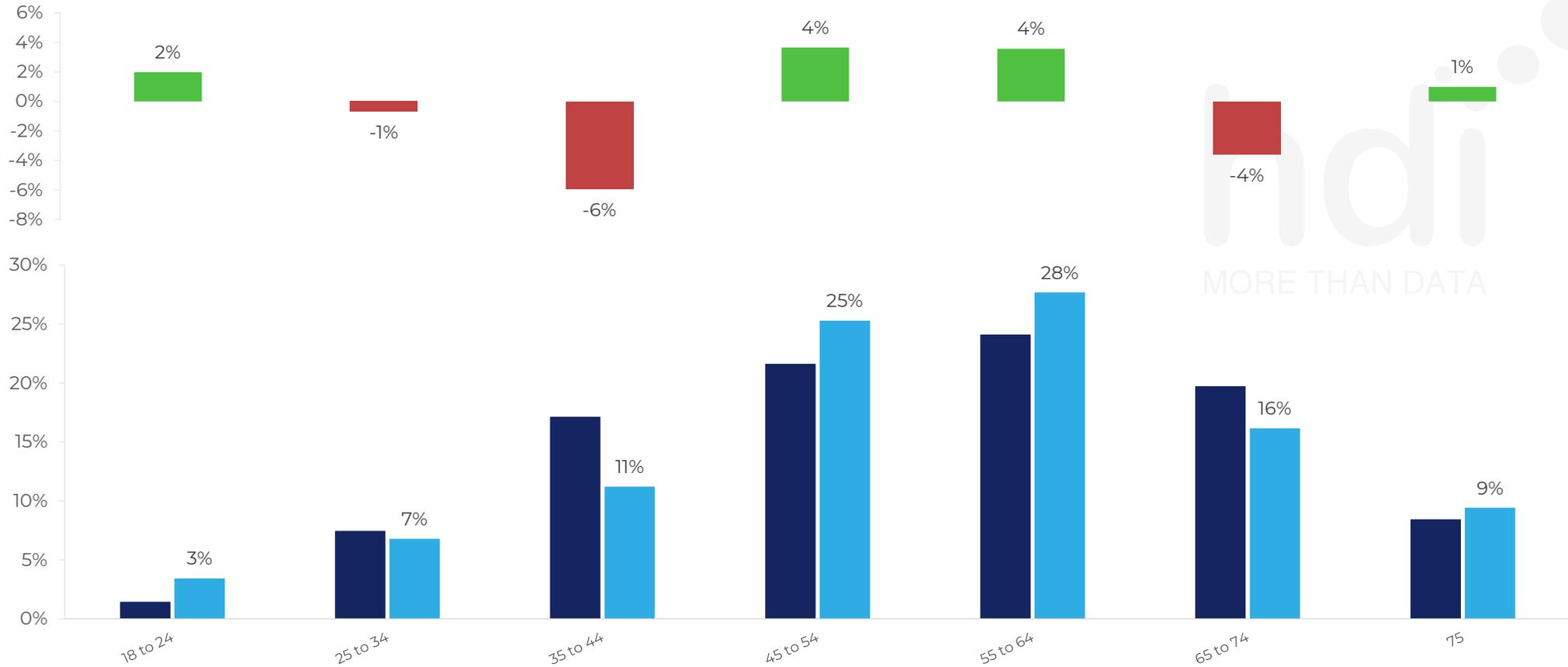
% of market share spend for Maltsters NRI36AB and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025



Age

How does the age profile of customers who visit Maltsters NR136AB compare versus its competitors?

% of spend for Maltsters NR136AB and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Age Range



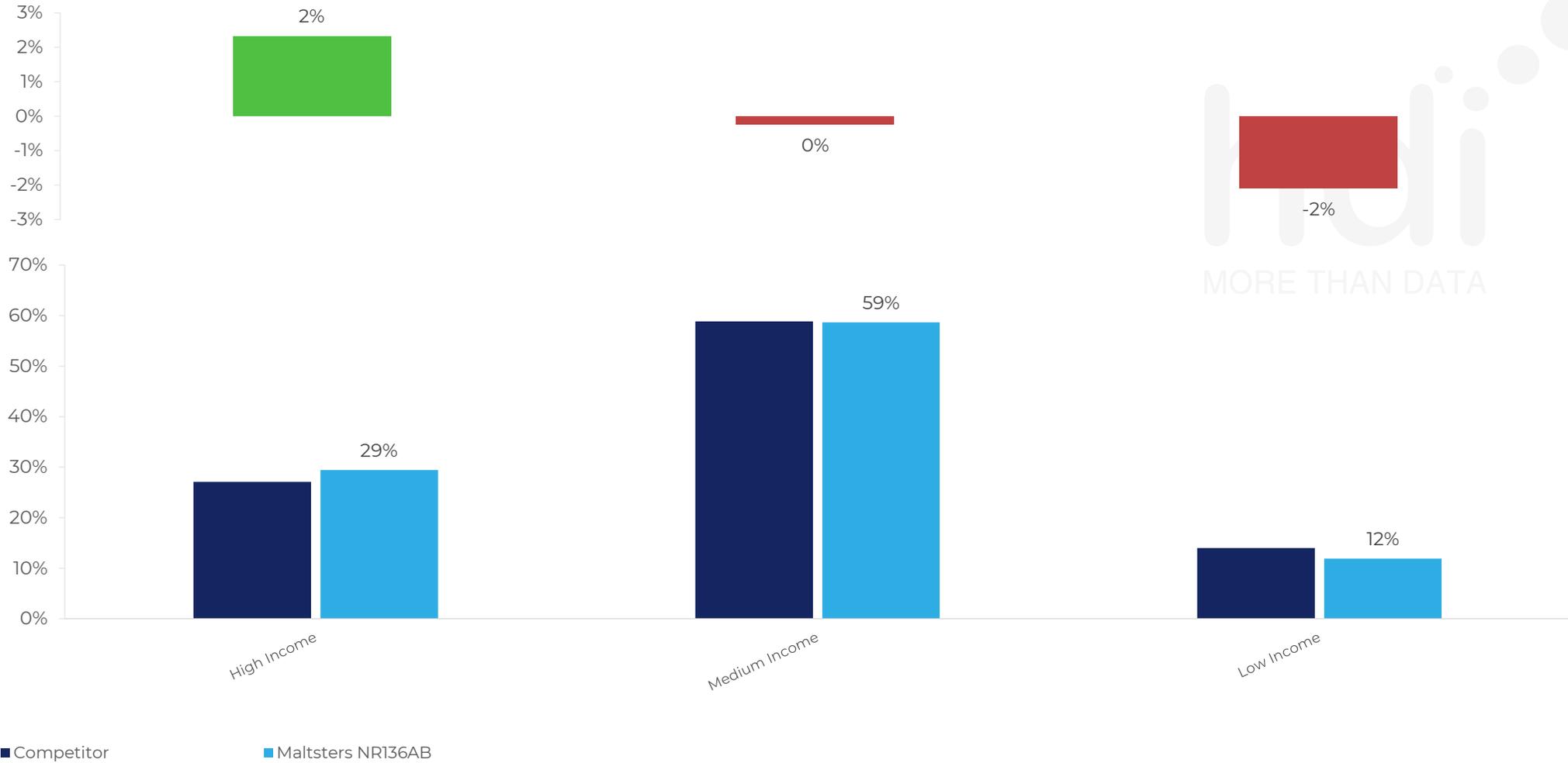
■ Competitor

■ Maltsters NR136AB

Affluence

How does the affluence of customers who visit Maltsters NR136AB compare versus its competitors?

% of spend for Maltsters NR136AB and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Affluence

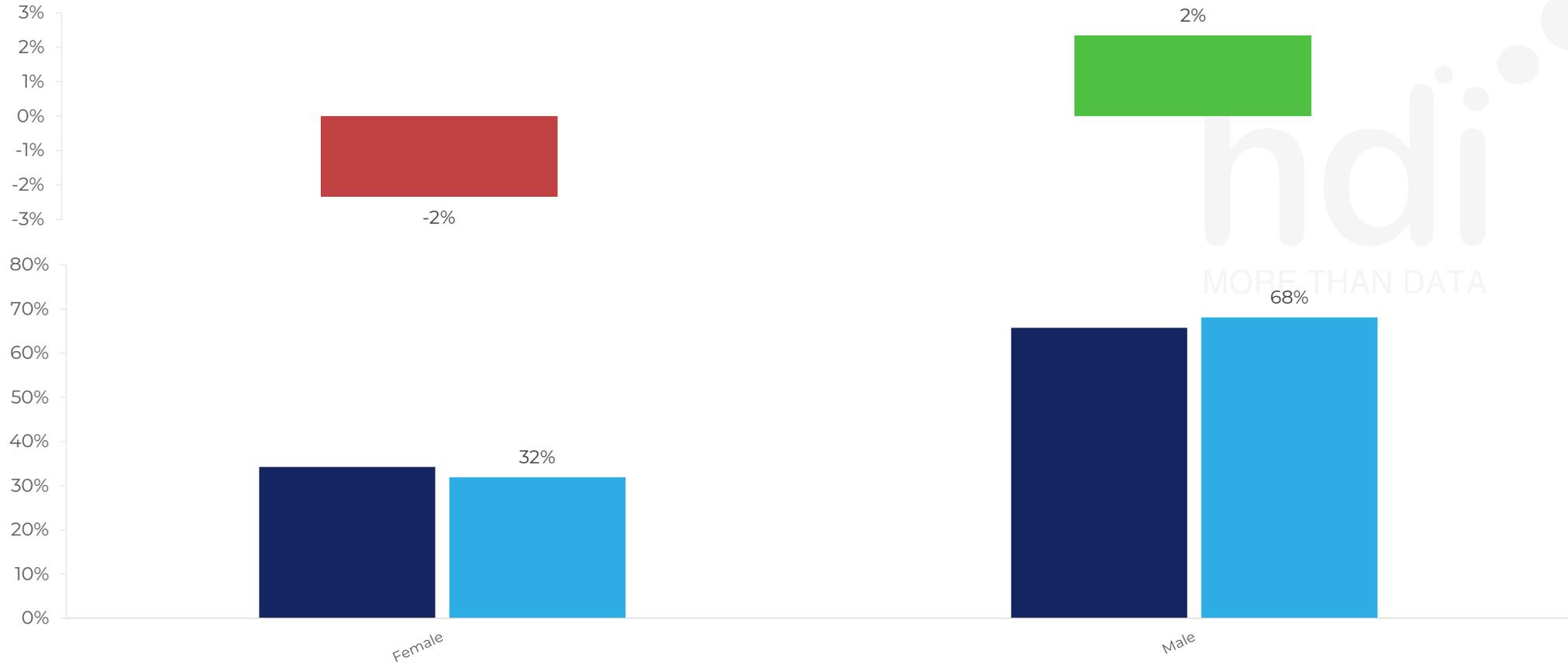




### Gender

How does the gender profile of customers who visit Maltsters NRI36AB compare versus its competitors?

% of spend for Maltsters NRI36AB and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Gender



■ Competitor

■ Maltsters NRI36AB

# 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

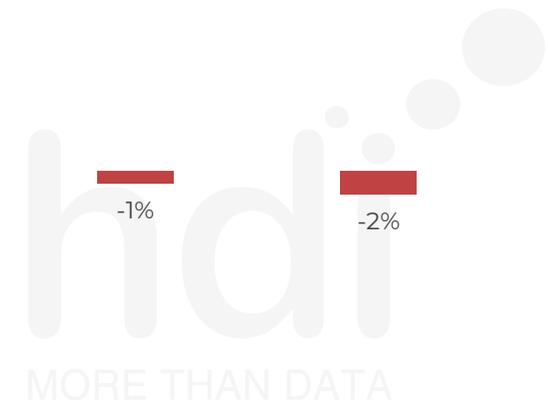
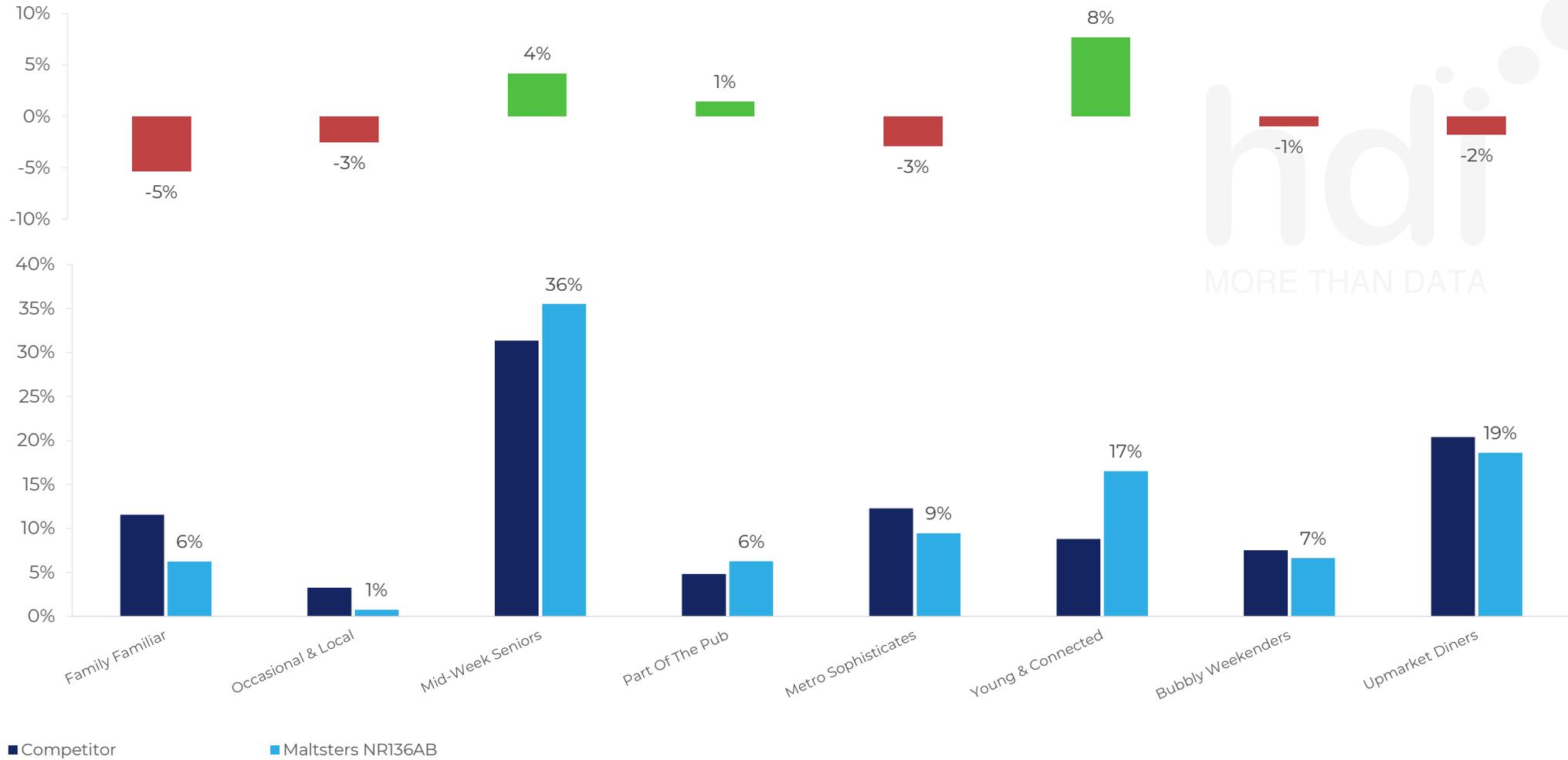
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Maltsters NR136AB compare versus its competitors?

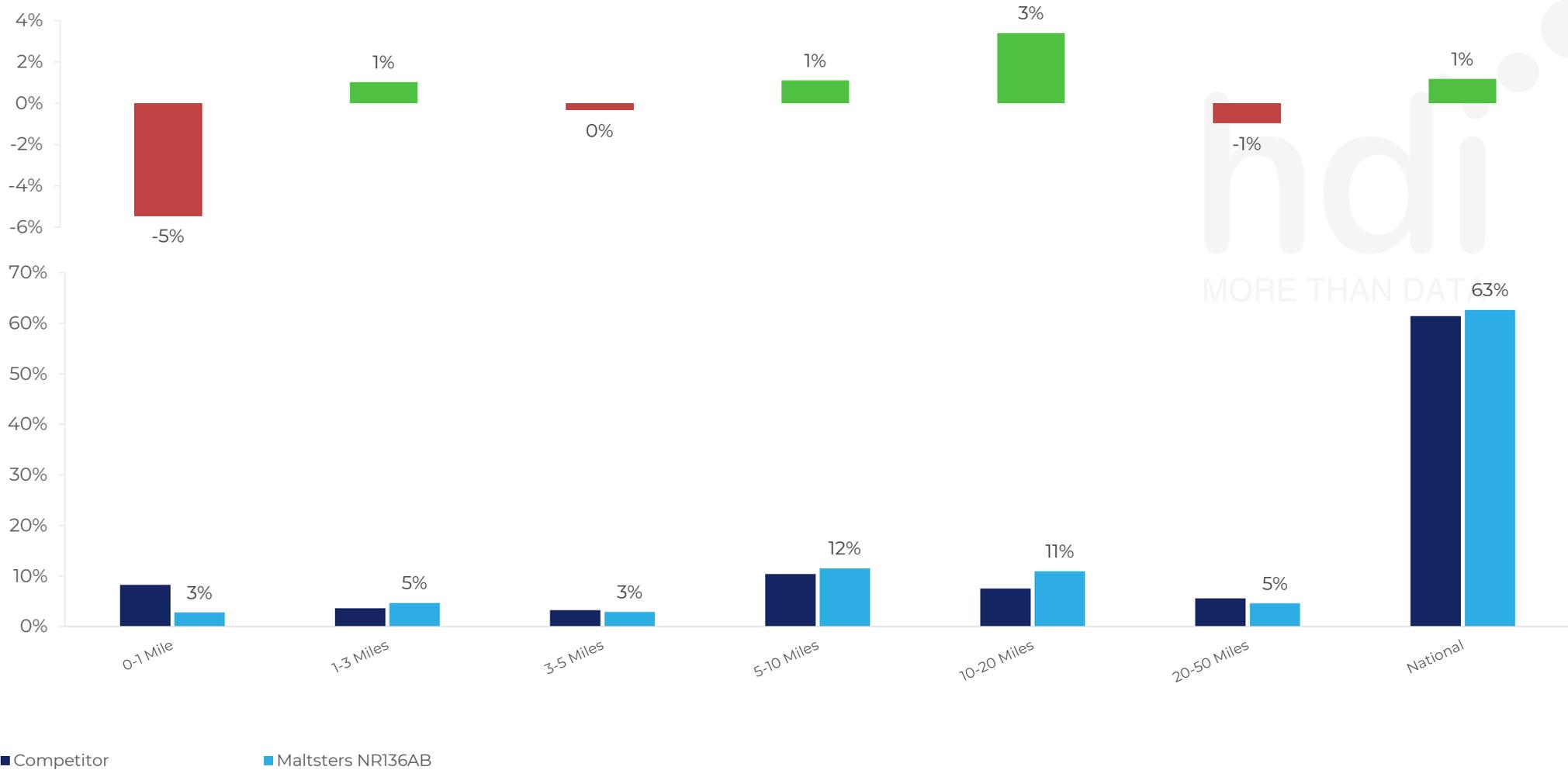
% of spend for Maltsters NR136AB and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Segment



Spend by Distance

How does the spend profile of Maltsters NR136AB compare versus its competitors based on travel distances?

% of spend for Maltsters NR136AB and 129 Chains in 3 Miles from 10/07/2024 - 02/07/2025 split by Distance travelled

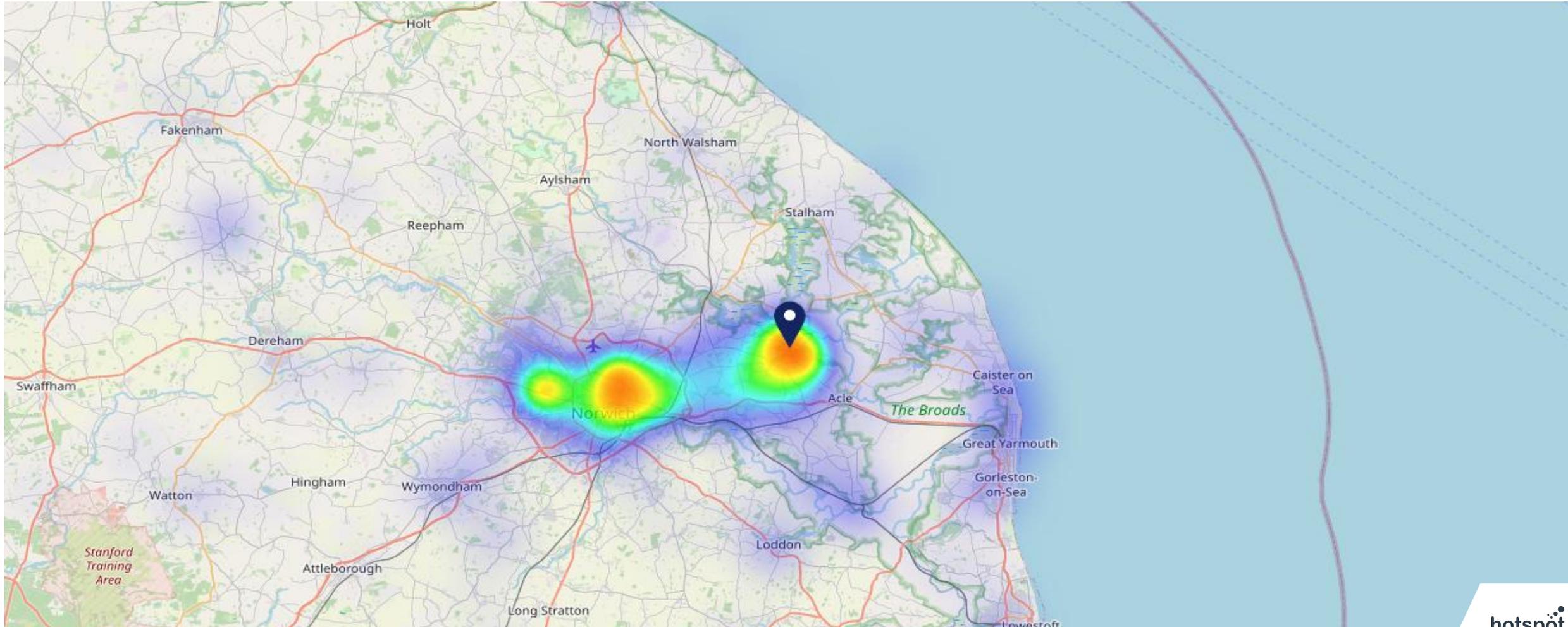




### Map of Guest Origin

Where do customers of Maltsters NRI36AB come from?

Where do customers of Maltsters NRI36AB for 10/07/2024 - 02/07/2025 live

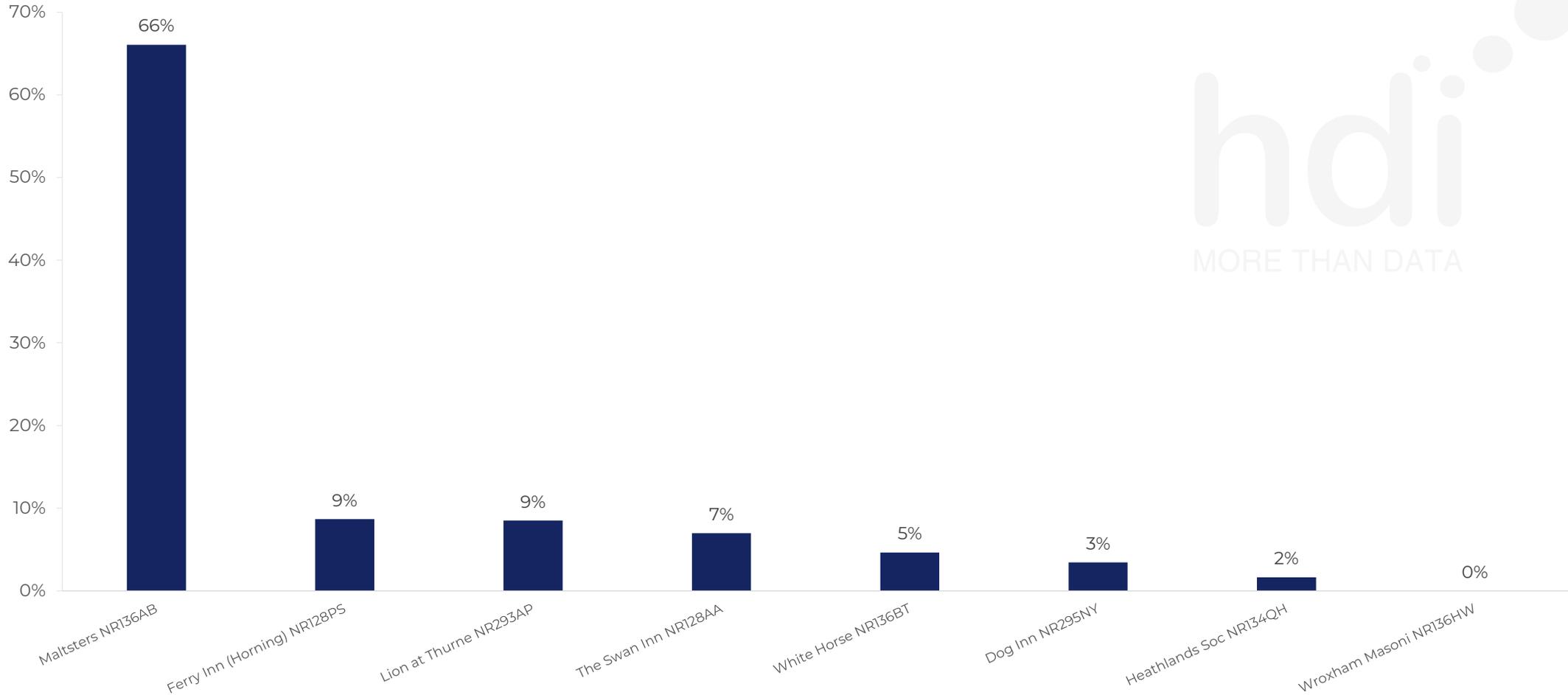




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Maltsters NR136AB also visit?

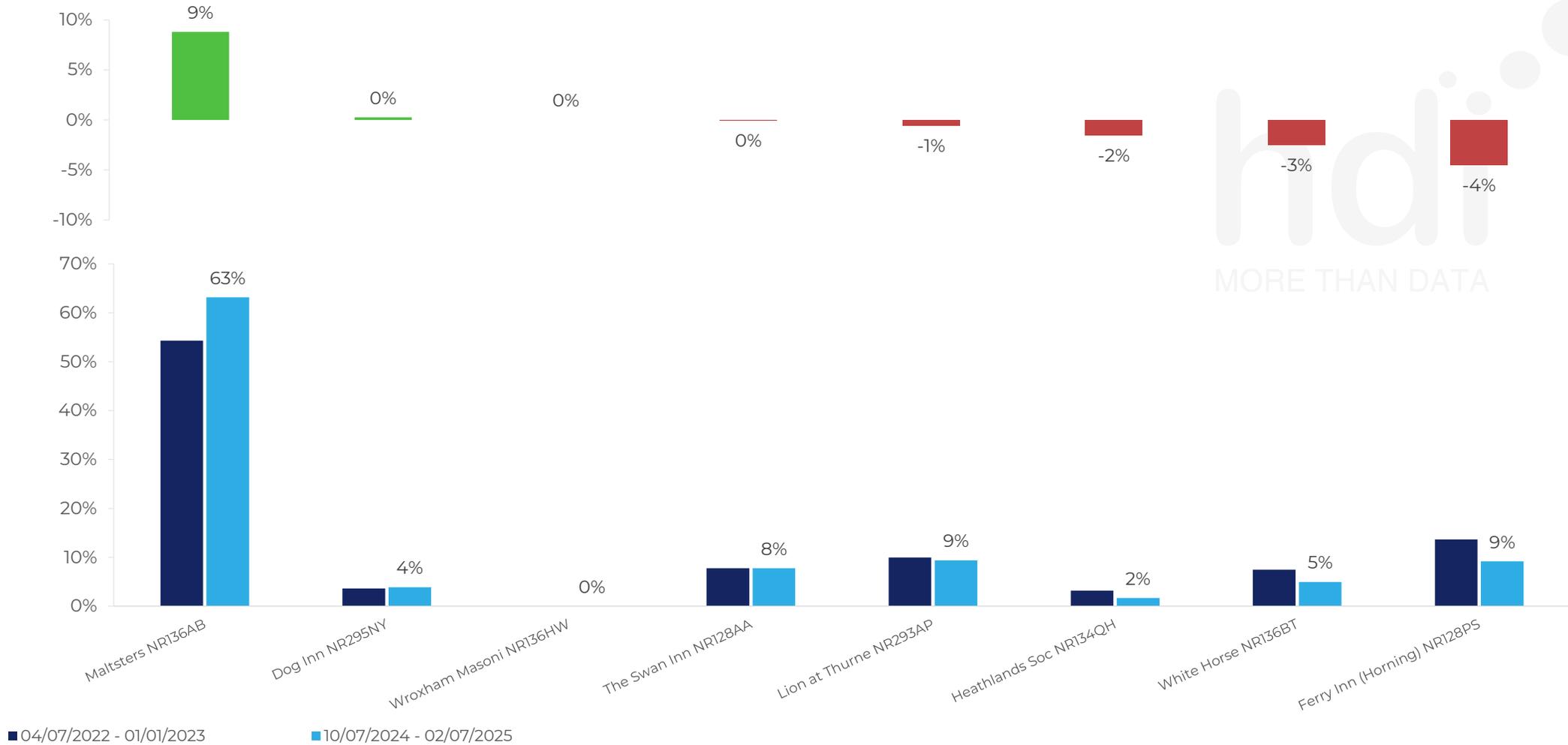
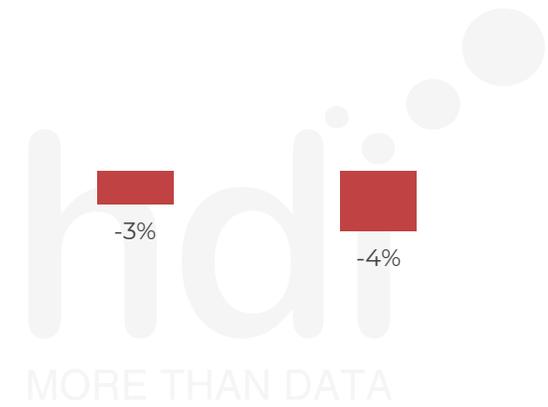
For customers of Maltsters NR136AB, who are the top 20 competitors from 129 Chains in 3 Miles for 10/07/2024 - 02/07/2025 split by Venue





Share of Wallet Change

How has share of wallet of customers of Maltsters NR136AB changed between two date ranges?





## Market Summary

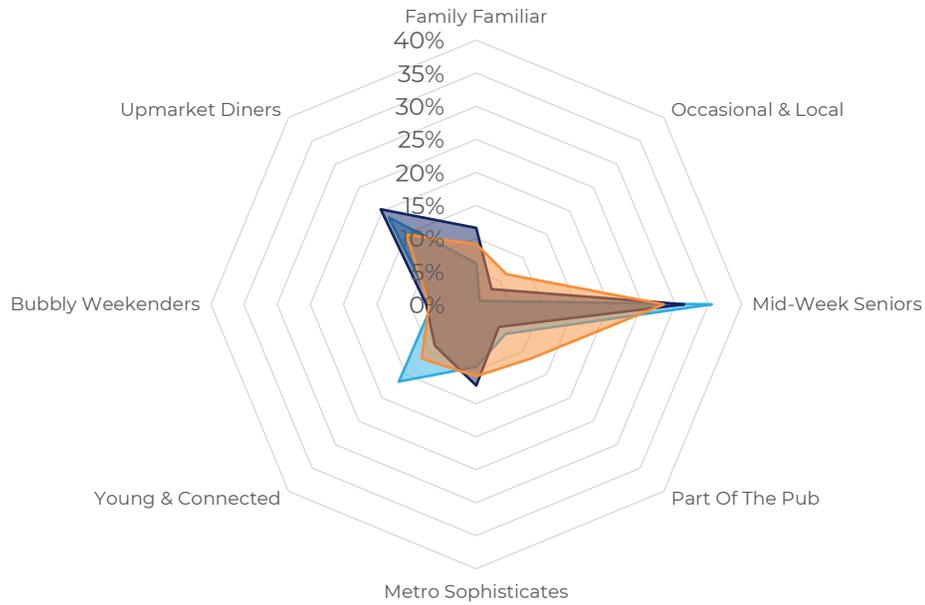
How does the local area for Maltsters NRI36AB compare to the national average (1 = low, 10 = high)

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	£971K	5	£971K	3	£971K	1	£6.71M	2
Weekpart	Mon - Thu	45.0%	8	45.0%	8	45.0%	8	43.1%	7
Weekpart	Fri - Sat	36.8%	2	36.8%	2	36.8%	1	39.4%	2
Weekpart	Sun	18.1%	8	18.1%	9	18.1%	9	17.5%	9
Age	18 to 24	1.4%	2	1.4%	1	1.4%	1	1.8%	1
Age	25 to 34	6.6%	1	6.6%	1	6.6%	1	7.8%	1
Age	35 to 44	12.0%	1	12.0%	1	12.0%	1	14.9%	1
Age	45 to 54	23.0%	8	23.0%	8	23.0%	9	23.6%	10
Age	55 to 64	27.4%	10	27.4%	10	27.4%	10	24.0%	10
Age	65 to 74	17.6%	10	17.6%	10	17.6%	10	19.2%	10
Age	75+	12.0%	10	12.0%	10	12.0%	10	8.8%	10
CAMEO	Business Elite	5.3%	5	5.3%	5	5.3%	4	5.1%	4
CAMEO	Prosperous Professionals	8.0%	7	8.0%	8	8.0%	8	8.0%	8
CAMEO	Flourishing Society	14.9%	7	14.9%	7	14.9%	7	17.1%	8
CAMEO	Content Communities	19.1%	9	19.1%	10	19.1%	10	22.6%	10
CAMEO	White Collar Neighbourhoods	14.7%	9	14.7%	9	14.7%	9	9.6%	3
CAMEO	Enterprising Mainstream	10.5%	7	10.5%	7	10.5%	7	12.6%	9
CAMEO	Paying The Mortgage	15.2%	6	15.2%	6	15.2%	6	12.6%	4
CAMEO	Cash Conscious Communities	5.4%	3	5.4%	2	5.4%	2	6.2%	2
CAMEO	On A Budget	4.1%	3	4.1%	3	4.1%	2	4.0%	2
CAMEO	Family Value	2.7%	6	2.7%	6	2.7%	6	2.2%	5
Affluence	AB	28.2%	6	28.2%	6	28.2%	6	30.1%	6
Affluence	C1C2	59.6%	9	59.6%	9	59.6%	10	57.4%	10
Affluence	DE	12.2%	3	12.2%	3	12.2%	2	12.4%	2



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
Maltsters	308	6.25%	0.76%	35.51%	6.28%	9.43%	16.50%	6.62%	18.60%
Local Catchment	1184	11.57%	3.26%	31.35%	4.83%	12.27%	8.80%	7.52%	20.37%
Punch T&L	102802	9.14%	6.44%	28.28%	11.60%	10.85%	11.59%	7.13%	14.93%
Maltsters vs Local Catchment		-5.32%	-2.50%	4.16%	1.45%	-2.84%	7.70%	-0.90%	-1.77%
Maltsters vs Punch T&L		-2.89%	-5.68%	7.23%	-5.32%	-1.42%	4.91%	-0.51%	3.67%
Local Catchment vs Punch T&L		2.43%	-3.18%	3.07%	-6.77%	1.42%	-2.79%	0.39%	5.44%

■ Maltsters

■ Local Catchment

■ Punch T&L