

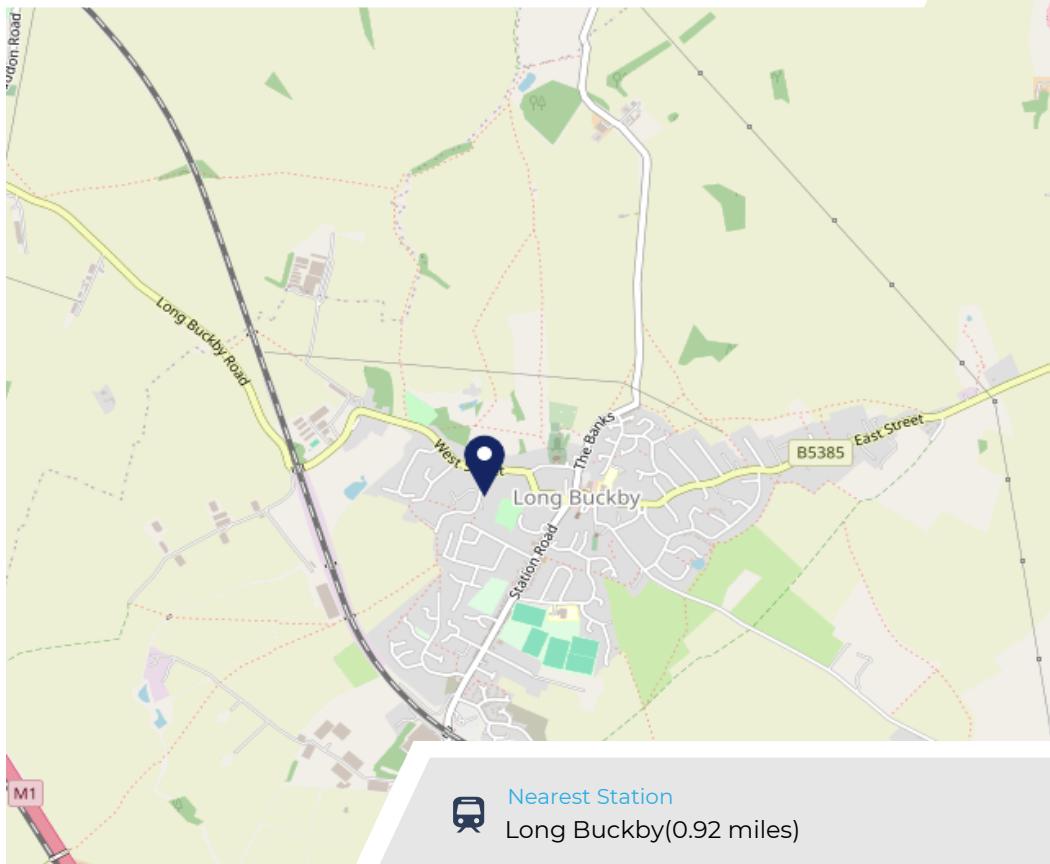


Site Summary

The Old Kings Head NN67QL

NN67QL

Punch T&L

 Work Area
Northampton Region
East Midlands TV Region
Central Urbanicity
Rural town and fringe ATV
£13.91 Affluence
58.23%
Middle Income Age Group
28.07%
45 to 54 Gender
78.04%
Male Segmentation
27.36%
Content Communities Visit Day
24.31%
Fri

Top Competitors

 Peacock
NN67RR
 Pub / Bar Sheaf
NN67AY
 Pub Restaurant New Inn
NN67PW
 Pub / Bar

#1

#2

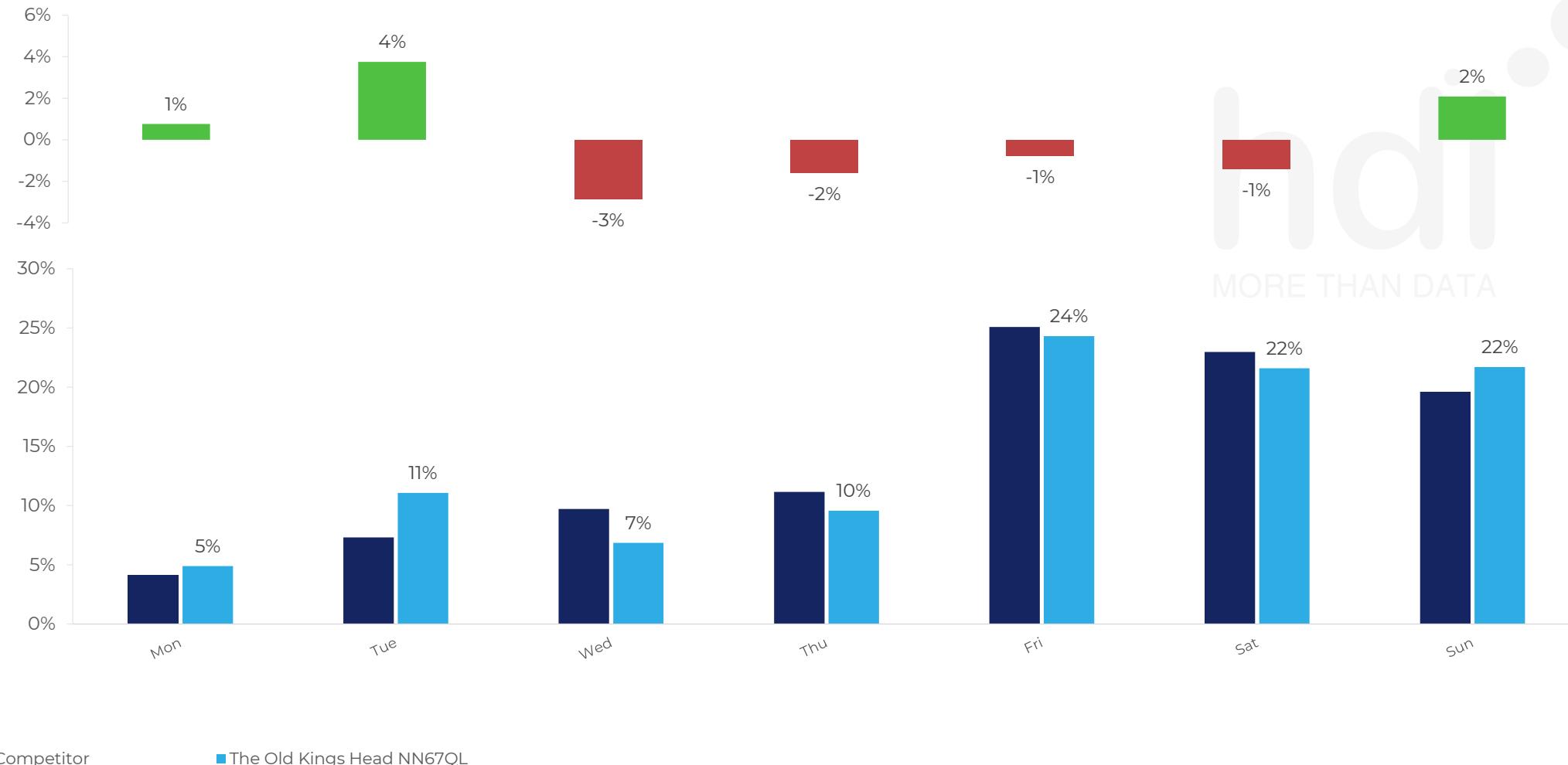
#3



Spend by Weekpart

How is customer spend distributed throughout the week for The Old Kings Head NN67QL versus its competitors?

% of spend for The Old Kings Head NN67QL and 106 Chains in 3 Miles from 13/12/2023 - 04/06/2025 split by Day of Week

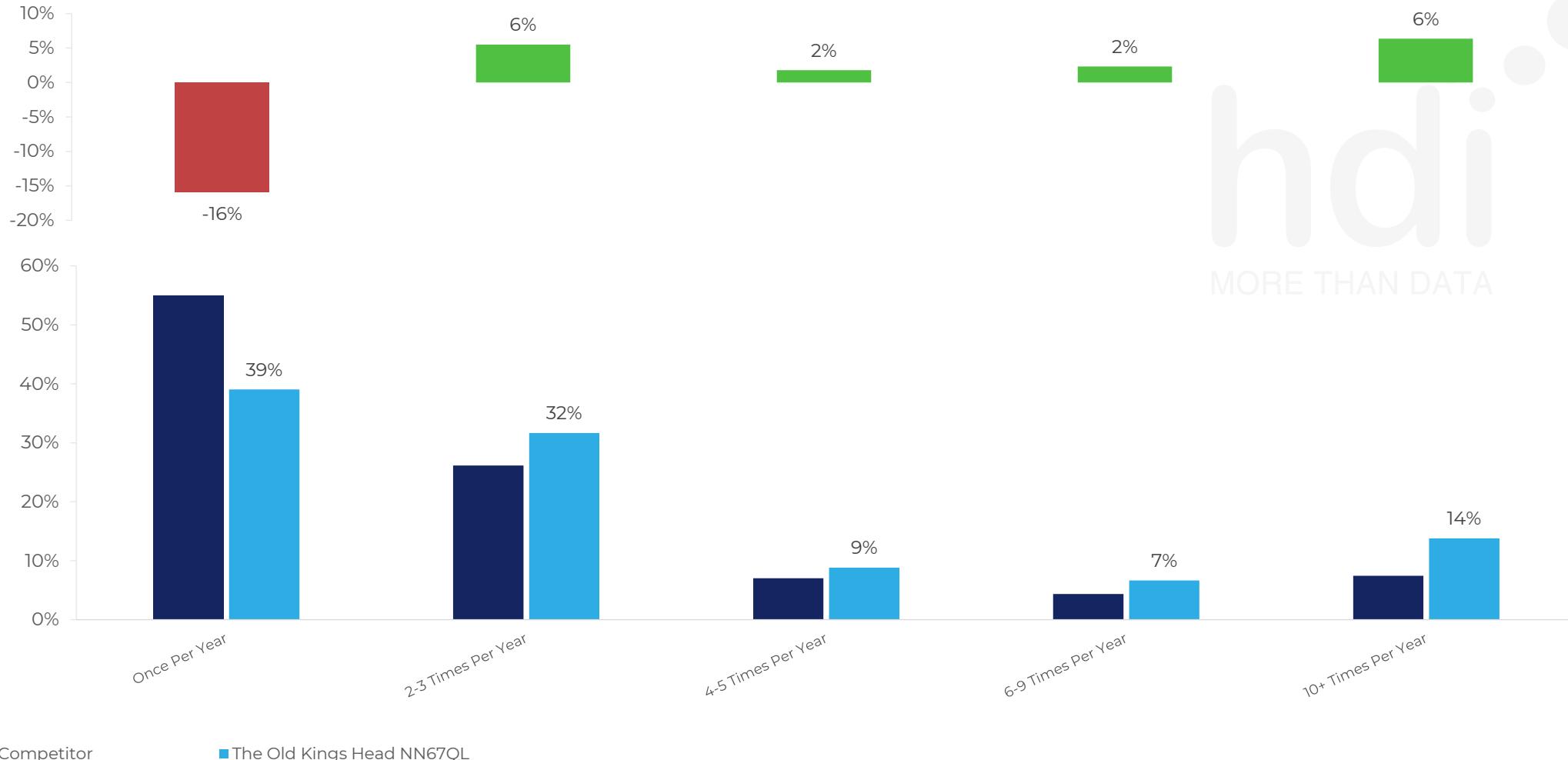




Visit Frequency

How frequently per year do customers visit The Old Kings Head NN67QL versus its competitors?

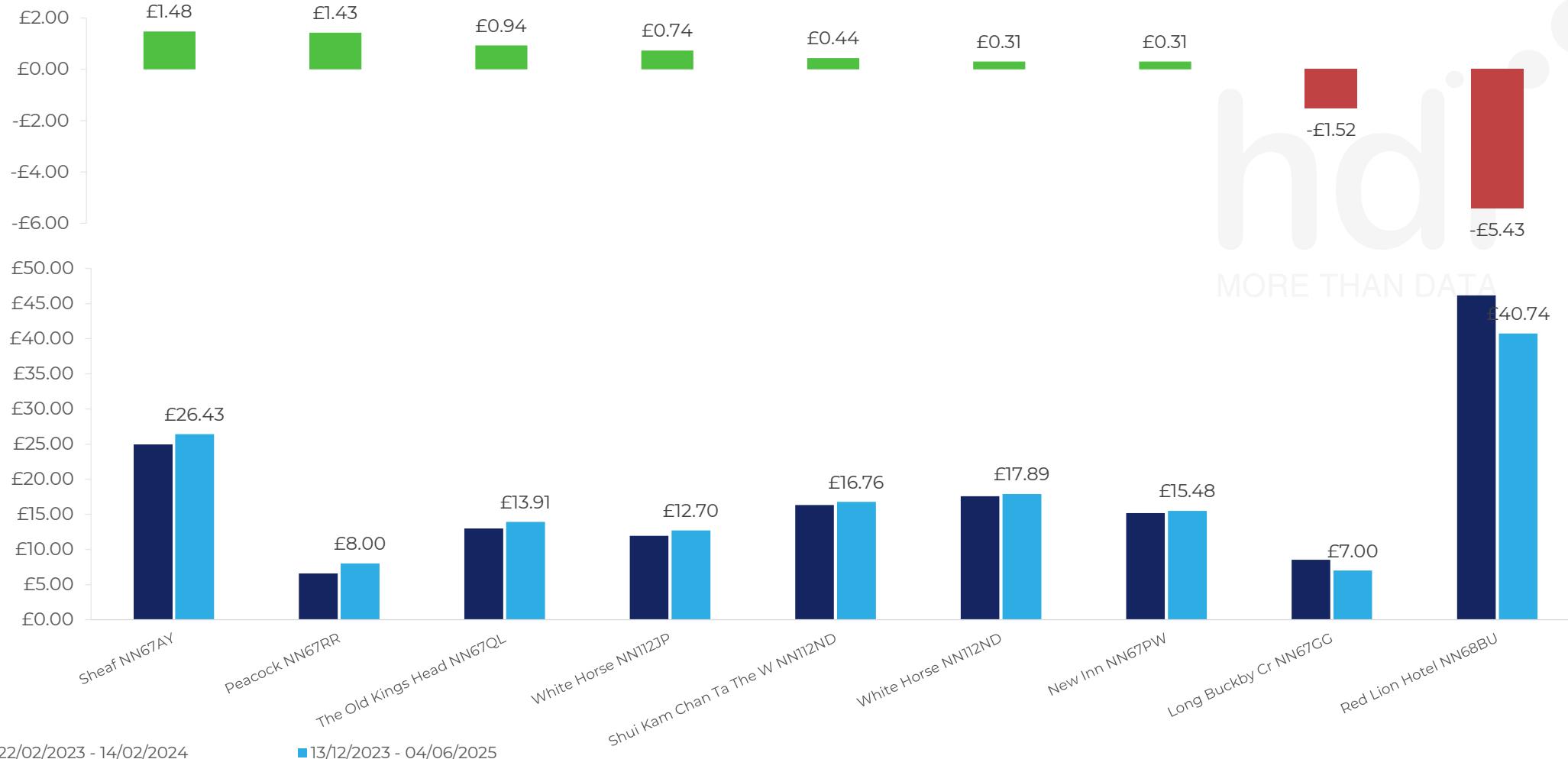
% of customer numbers for The Old Kings Head NN67QL and 106 Chains in 3 Miles from 13/12/2023 - 04/06/2025 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?



■ 22/02/2023 - 14/02/2024

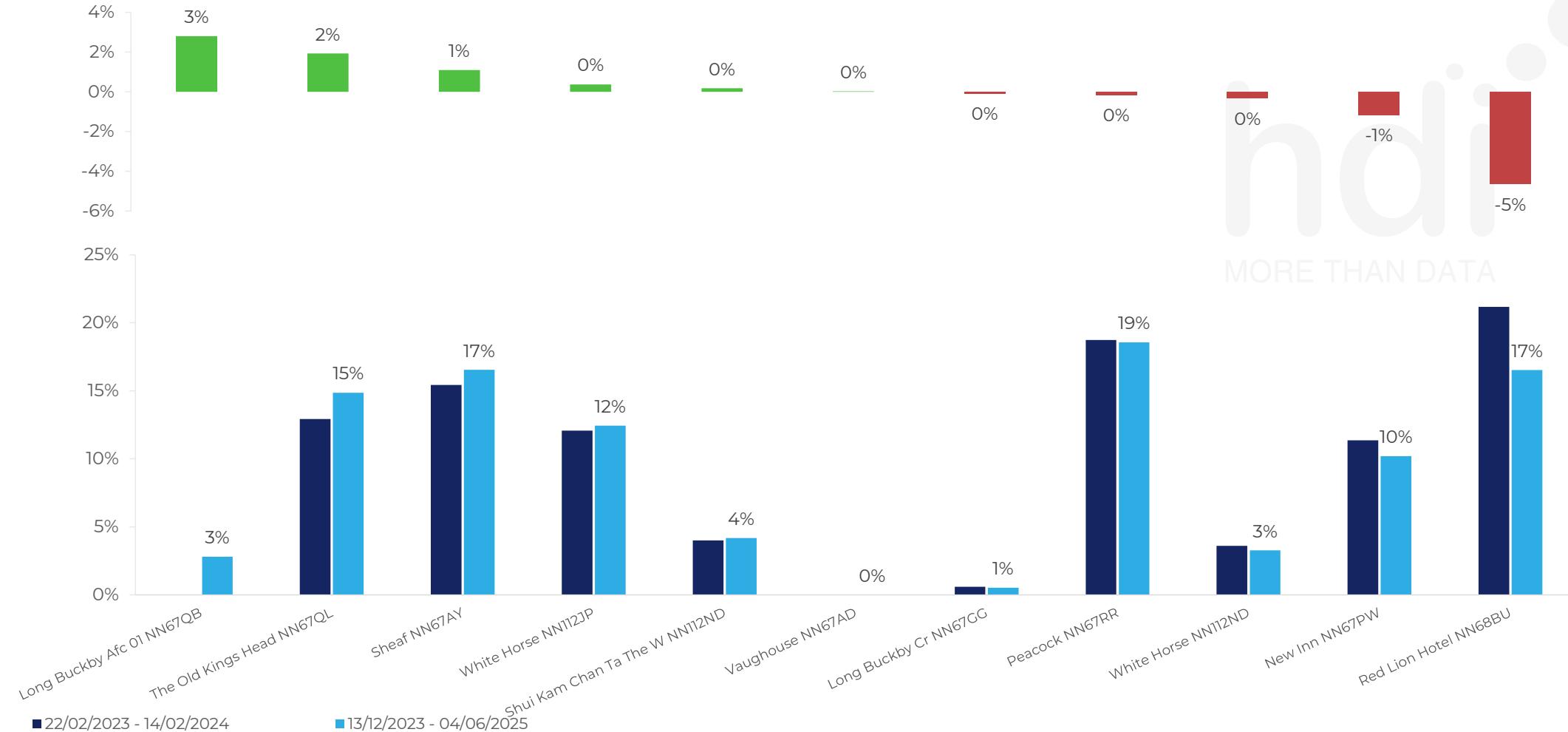
■ 13/12/2023 - 04/06/2025



Market Share Change

How has market share changed between two date ranges?

% of market share spend for The Old Kings Head NN67QL and 106 Chains in 3 Miles from 13/12/2023 - 04/06/2025

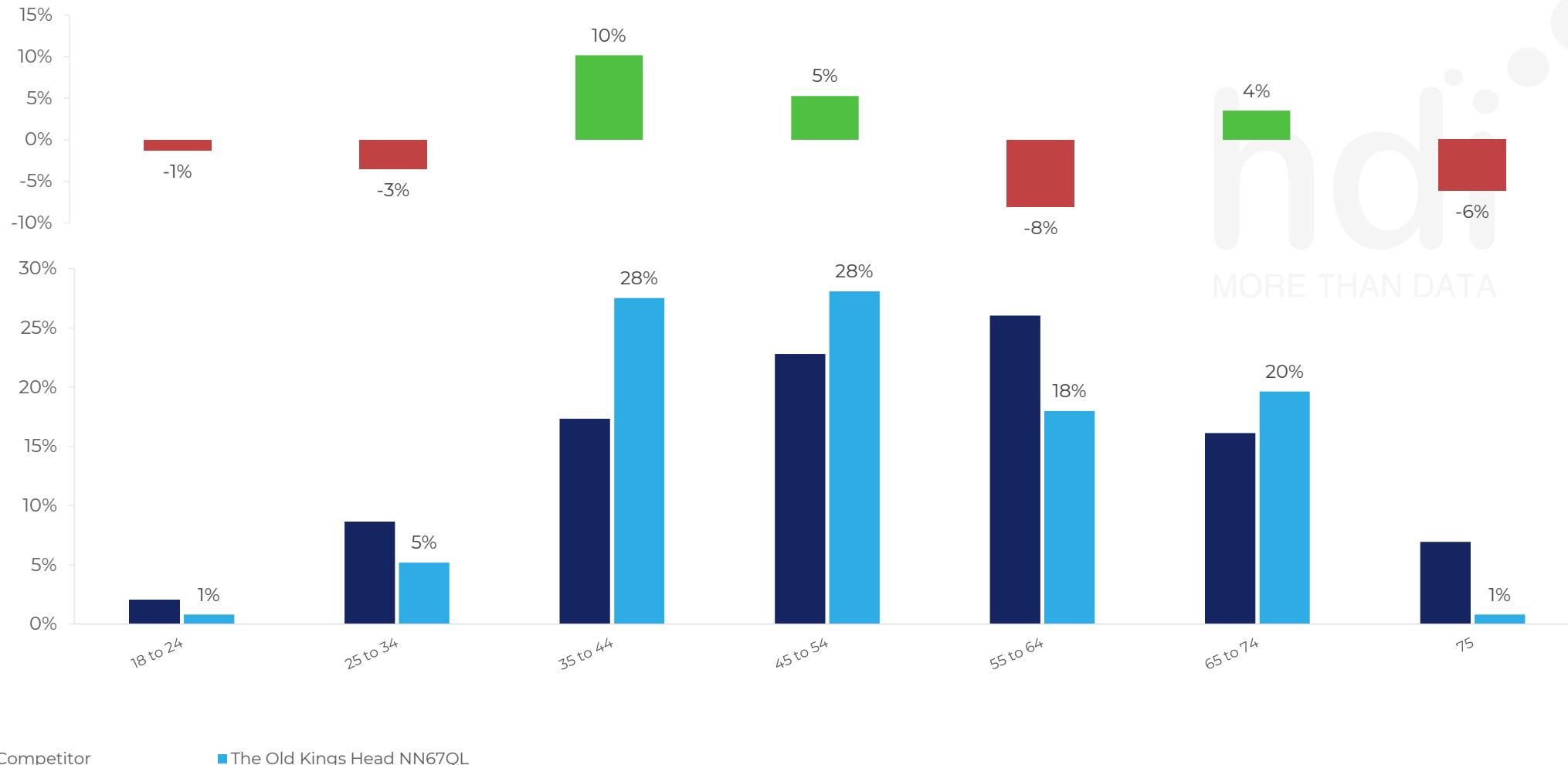




Age

How does the age profile of customers who visit The Old Kings Head NN67QL compare versus its competitors?

% of spend for The Old Kings Head NN67QL and 106 Chains in 3 Miles from 13/12/2023 - 04/06/2025 split by Age Range

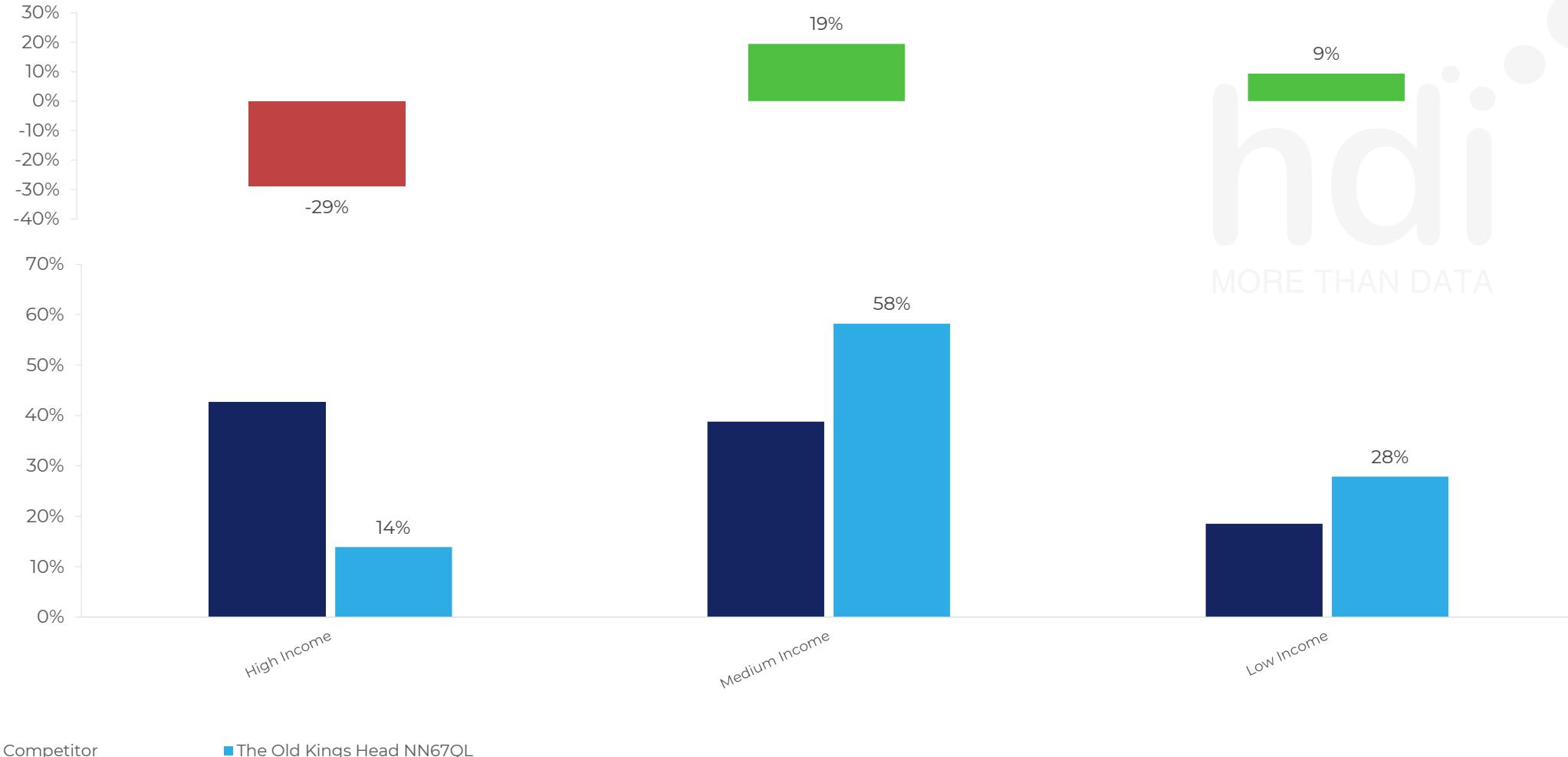




Affluence

How does the affluence of customers who visit The Old Kings Head NN67QL compare versus its competitors?

% of spend for The Old Kings Head NN67QL and 106 Chains in 3 Miles from 13/12/2023 - 04/06/2025 split by Affluence

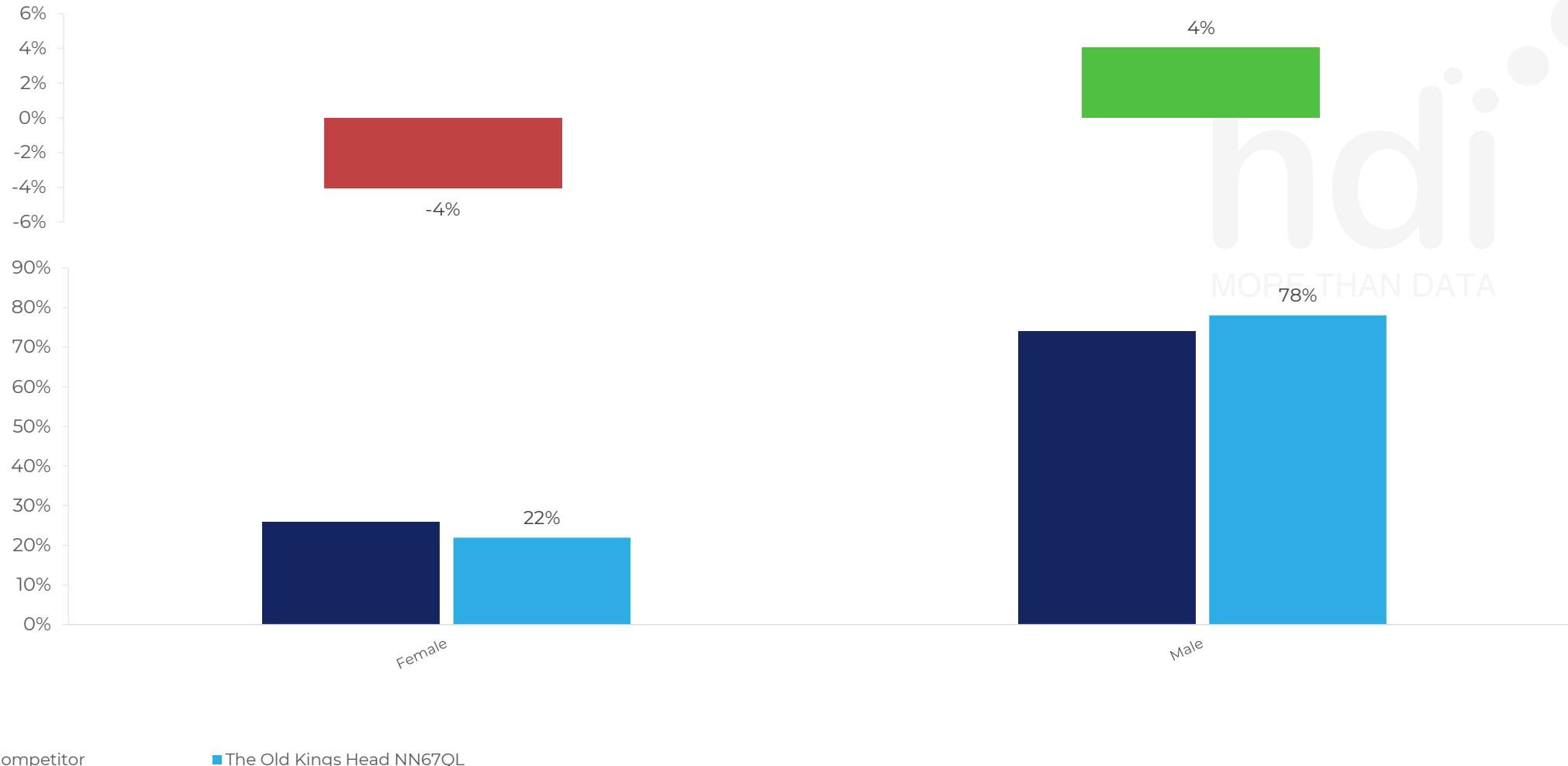




Gender

How does the gender profile of customers who visit The Old Kings Head NN67QL compare versus its competitors?

% of spend for The Old Kings Head NN67QL and 106 Chains in 3 Miles from 13/12/2023 - 04/06/2025 split by Gender



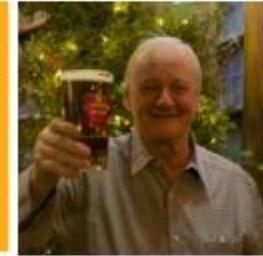
SEGMENT SNAPSHOTS

- 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.



1 – Family Familiar

- 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.



2 – Occasional & Local

- 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.



3 – Mid-week Seniors

- 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.



4 – PART OF THE PUB

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.

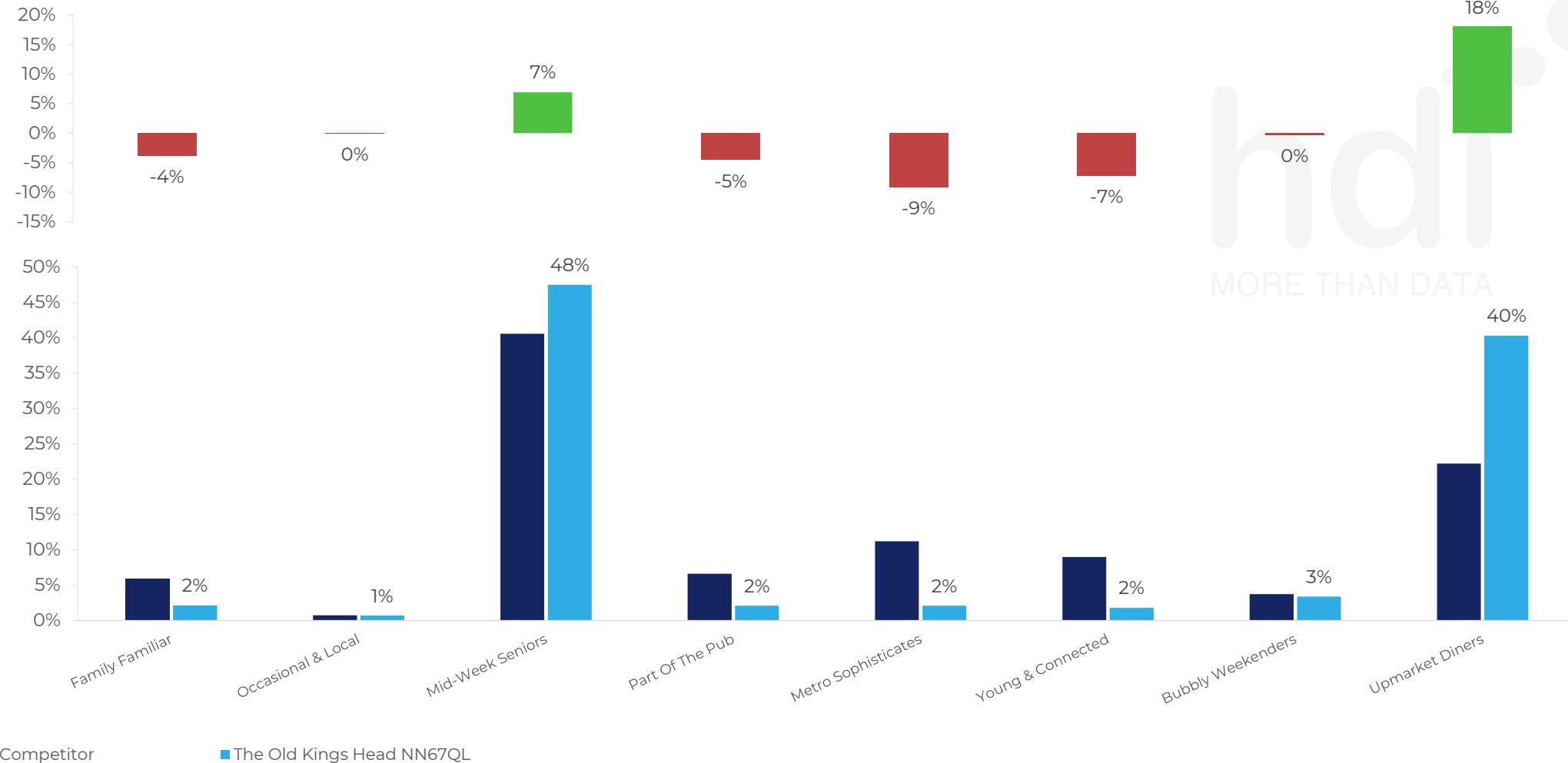




Punch Segmentation

How does the Custom segmentation profile of customers who visit The Old Kings Head NN67QL compare versus its competitors?

% of spend for The Old Kings Head NN67QL and 106 Chains in 3 Miles from 13/12/2023 - 04/06/2025 split by Segment



Competitor

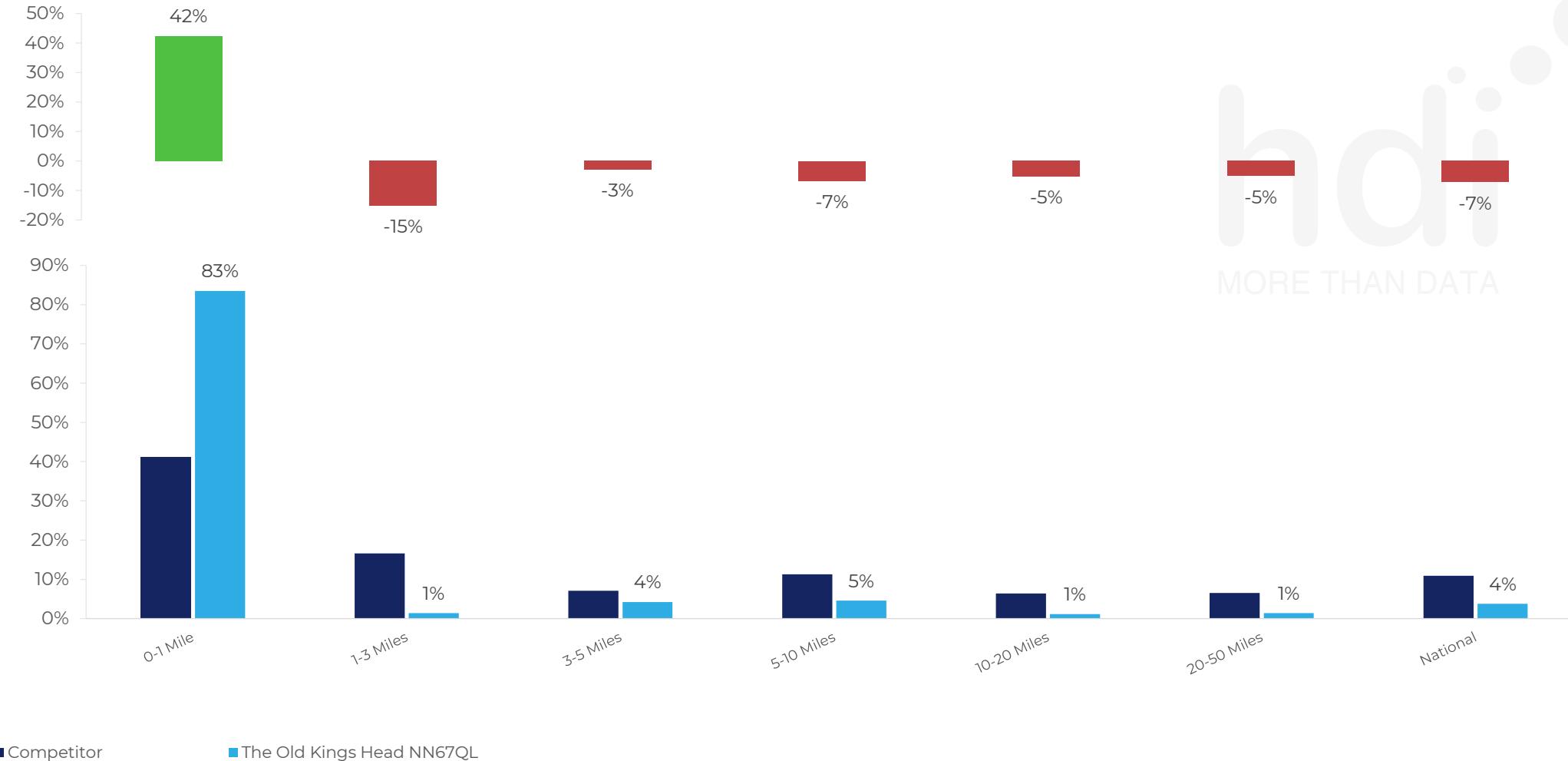
The Old Kings Head NN67QL



Spend by Distance

How does the spend profile of The Old Kings Head NN67QL compare versus its competitors based on travel distances?

% of spend for The Old Kings Head NN67QL and 106 Chains in 3 Miles from 13/12/2023 - 04/06/2025 split by Distance travelled

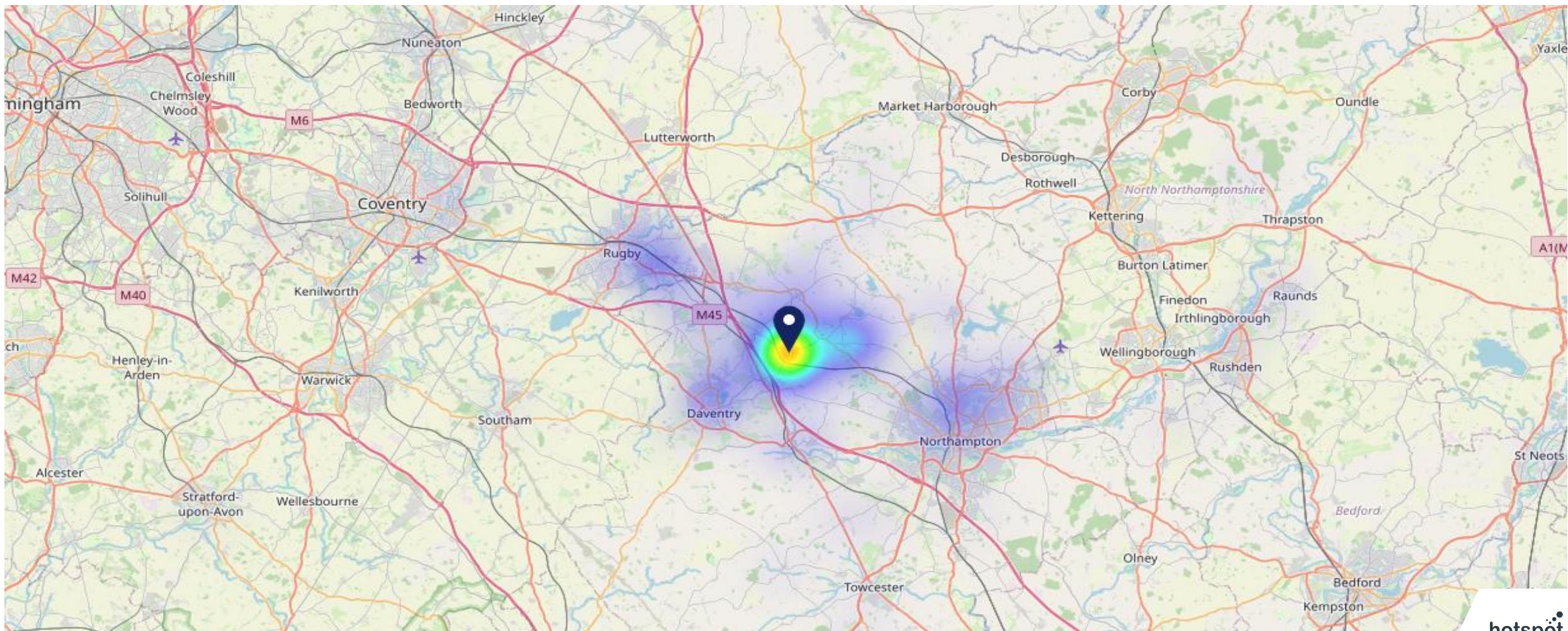




Map of Guest Origin

Where do customers of The Old Kings Head NN67QL come from?

Where do customers of The Old Kings Head NN67QL for 13/12/2023 - 04/06/2025 live

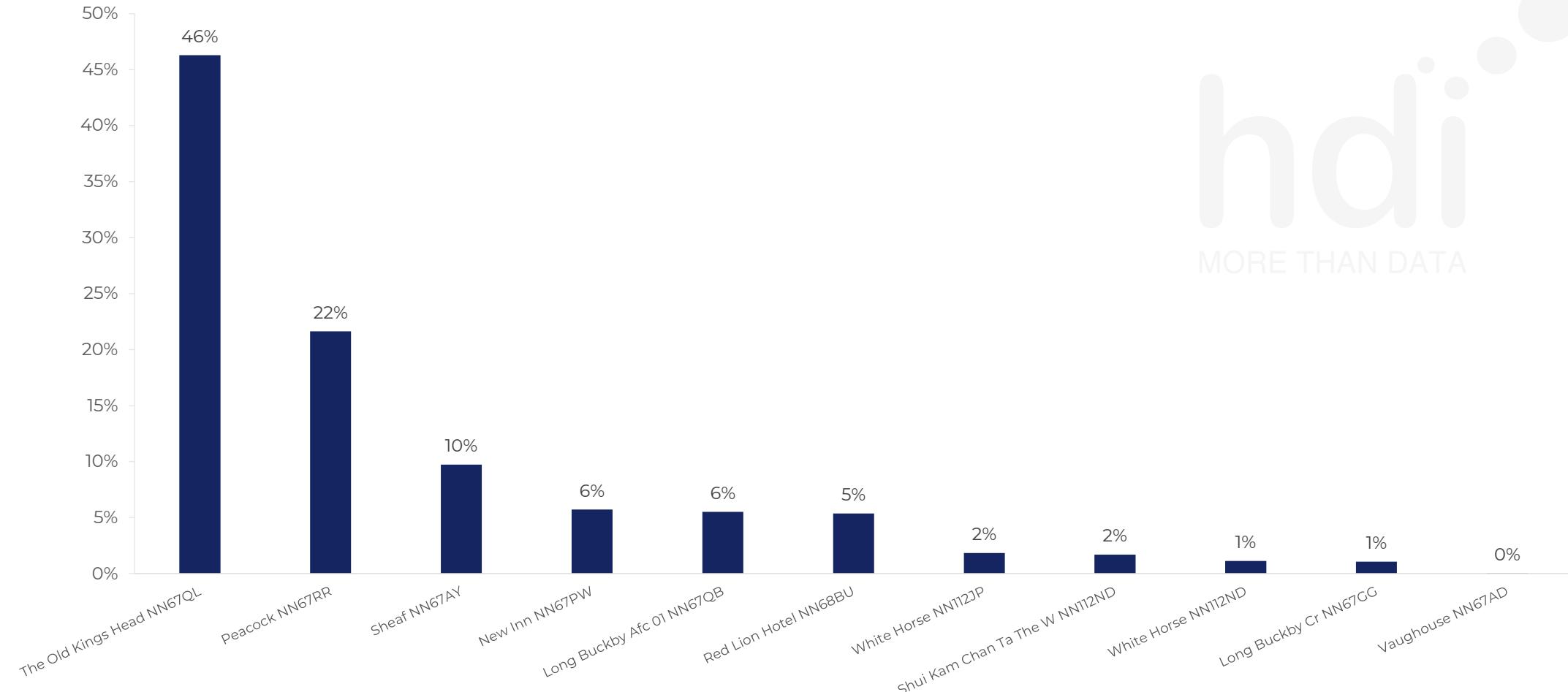




Share of Wallet

What are the Top 20 venues (by spend) that customers of The Old Kings Head NN67QL also visit?

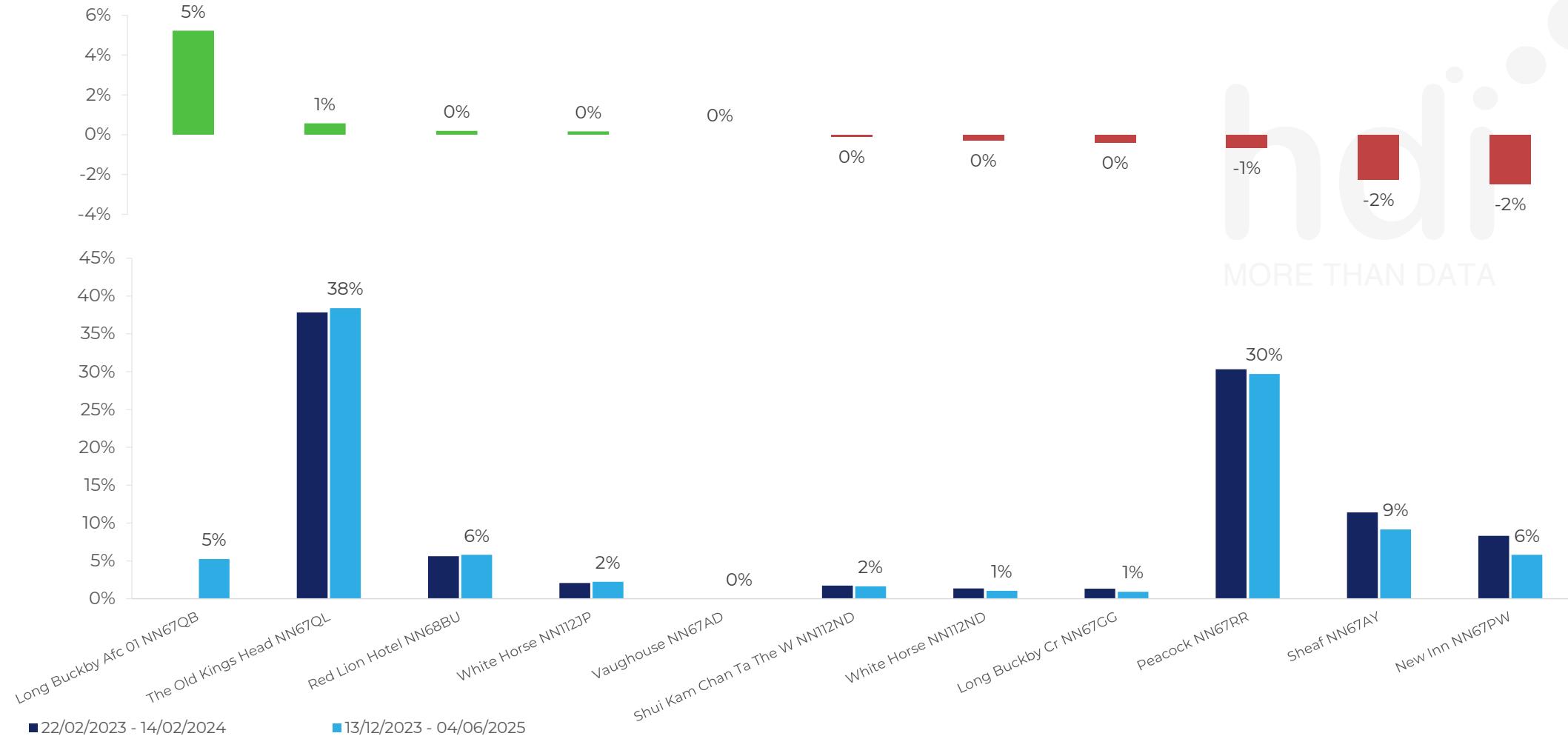
For customers of The Old Kings Head NN67QL, who are the top 20 competitors from 106 Chains in 3 Miles for 13/12/2023 - 04/06/2025 split by Venue





Share of Wallet Change

How has share of wallet of customers of The Old Kings Head NN67QL changed between two date ranges?



■ 22/02/2023 - 14/02/2024

■ 13/12/2023 - 04/06/2025

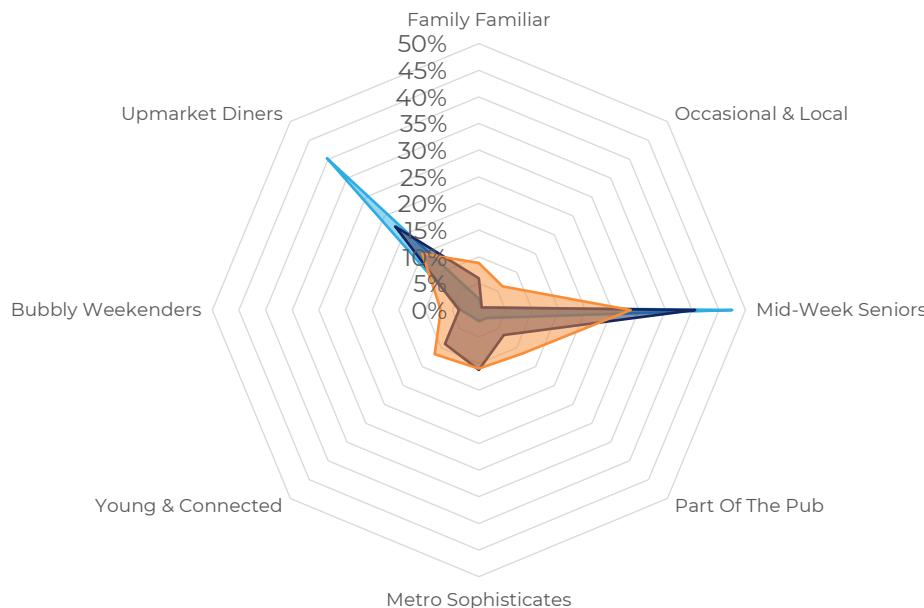


Market Summary

How does the local area for The Old Kings Head NN67QL 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	£426K	3	£1.98M	4	£2.67M	2	£14.17M	2
Weekpart	Mon - Thu	32.5%	2	35.7%	2	37.3%	2	42.1%	6
Weekpart	Fri - Sat	49.1%	8	50.6%	10	51.0%	10	40.3%	3
Weekpart	Sun	18.4%	9	13.7%	4	11.7%	1	17.6%	9
Age	18 to 24	0.4%	1	2.3%	2	2.2%	1	6.0%	4
Age	25 to 34	4.7%	1	8.0%	1	8.2%	1	15.3%	2
Age	35 to 44	30.8%	10	20.5%	3	20.5%	3	25.4%	8
Age	45 to 54	28.3%	10	24.1%	9	23.6%	9	23.7%	10
Age	55 to 64	16.1%	6	24.7%	10	25.7%	10	18.3%	9
Age	65 to 74	19.0%	10	16.2%	10	14.8%	10	8.3%	8
Age	75+	0.7%	2	4.1%	8	4.9%	9	3.0%	6
CAMEO	Business Elite	7.9%	6	5.9%	5	6.7%	5	7.9%	6
CAMEO	Prosperous Professionals	1.2%	1	3.4%	3	5.3%	4	5.8%	4
CAMEO	Flourishing Society	3.9%	1	18.7%	8	18.9%	8	15.3%	7
CAMEO	Content Communities	26.4%	10	14.0%	7	14.9%	8	13.3%	7
CAMEO	White Collar Neighbourhoods	2.6%	1	6.7%	2	6.5%	1	9.2%	3
CAMEO	Enterprising Mainstream	8.1%	6	14.6%	9	13.7%	9	10.6%	7
CAMEO	Paying The Mortgage	18.5%	8	13.6%	5	13.1%	4	14.6%	5
CAMEO	Cash Conscious Communities	6.8%	4	12.7%	8	11.6%	8	10.4%	7
CAMEO	On A Budget	22.3%	10	8.8%	7	7.8%	7	7.7%	7
CAMEO	Family Value	2.2%	5	1.5%	4	1.4%	4	5.3%	7
Affluence	AB	13.0%	2	28.0%	6	30.9%	6	29.0%	5
Affluence	C1C2	55.7%	8	49.0%	6	48.3%	5	47.6%	5
Affluence	DE	31.3%	8	23.1%	6	20.8%	6	23.4%	7

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
The Old Kings Head	106	2.13%	0.69%	47.50%	2.10%	2.08%	1.79%	3.37%	40.31%
Local Catchment	642	5.94%	0.74%	40.56%	6.63%	11.21%	8.97%	3.72%	22.19%
Punch T&L	132340	8.81%	6.31%	28.47%	11.53%	10.97%	11.72%	7.16%	14.99%
The Old Kings Head vs Local Catchment		-3.81%	-0.05%	6.94%	-4.53%	-9.13%	-7.18%	-0.35%	18.12%
The Old Kings Head vs Punch T&L		-6.68%	-5.62%	19.03%	-9.43%	-8.89%	-9.93%	-3.79%	25.32%
Local Catchment vs Punch T&L		-2.87%	-5.57%	12.09%	-4.90%	0.24%	-2.75%	-3.44%	7.20%