

Site Summary



Red Heart NG116LB

NG116LB

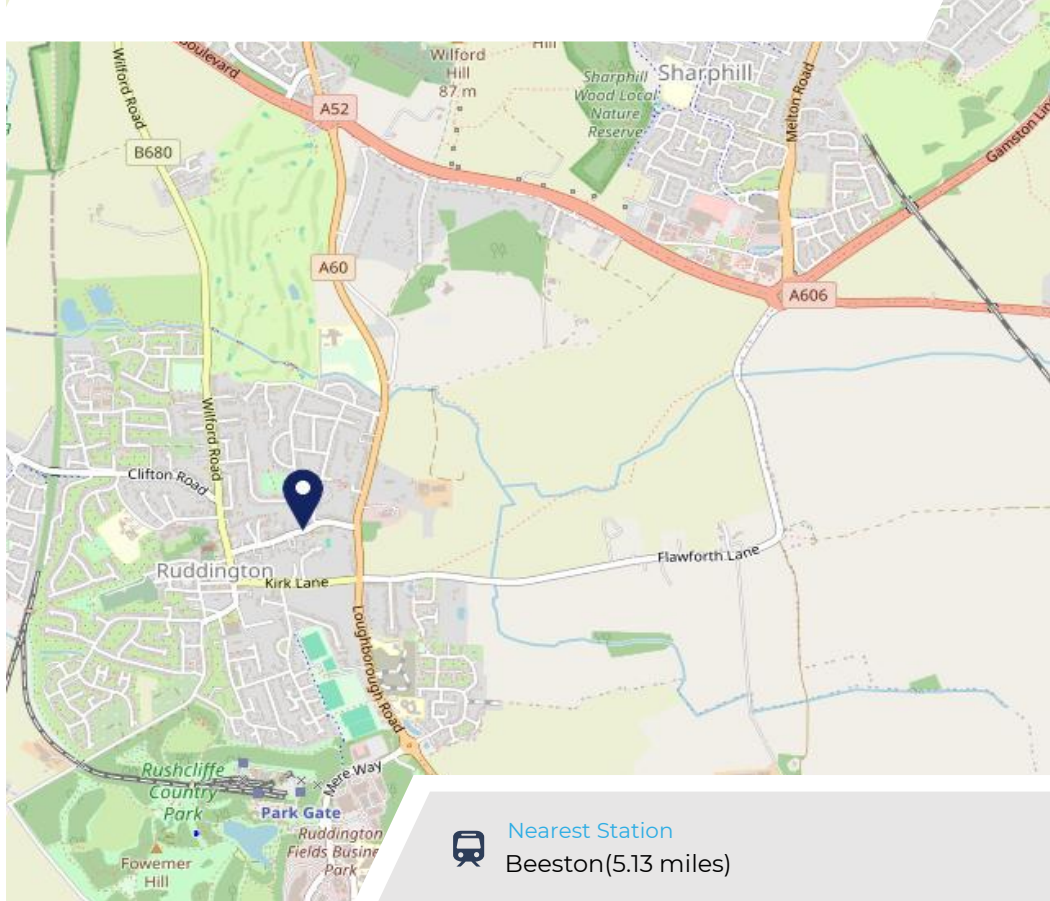
Punch T&L

Work Area
Nottingham

Region
East Midlands

TV Region
Central

Urbanicity
Urban minor conurbation



ATV
£15.02

Gender
66.79%
Male

Affluence
43.36%
Middle Income

Segmentation
28.44%
Cash Conscious Communities

Age Group
30.67%
35 to 44

Visit Day
34.01%
Sat

Top Competitors

- The Apple Tree** **#1**
NG27PA
 Ember Inns
- Three Spices** **#2**
NG116LB
 Restaurant
- Hickorys Gamston** **#3**
NG26NA
 Hickorys Smokehouse

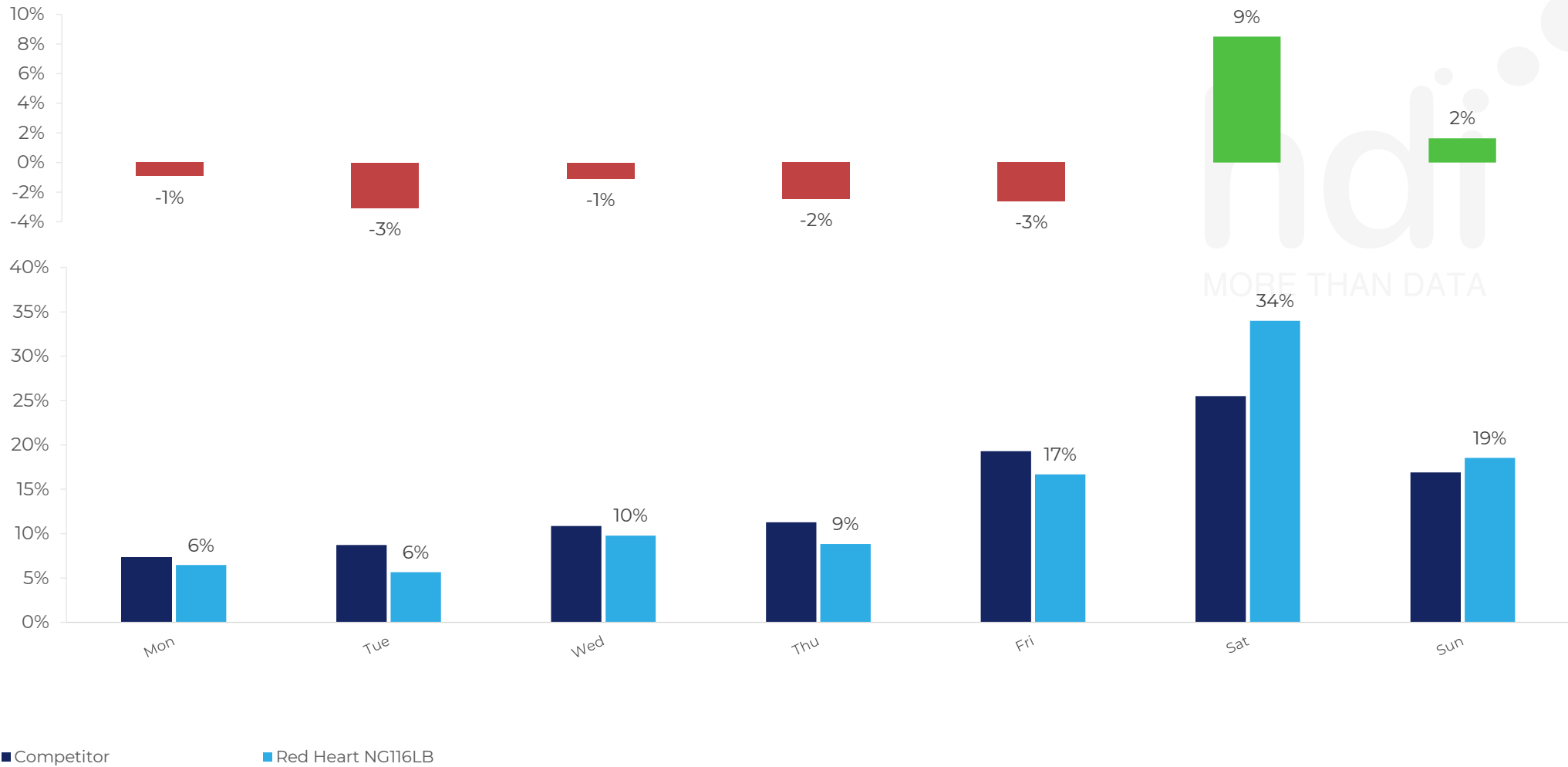
Nearest Station
Beeston(5.13 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Red Heart NG116LB versus its competitors?

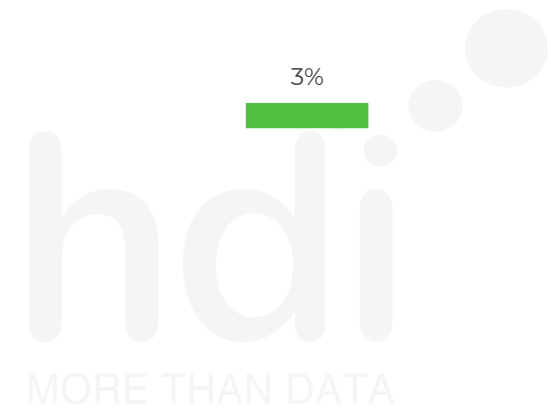
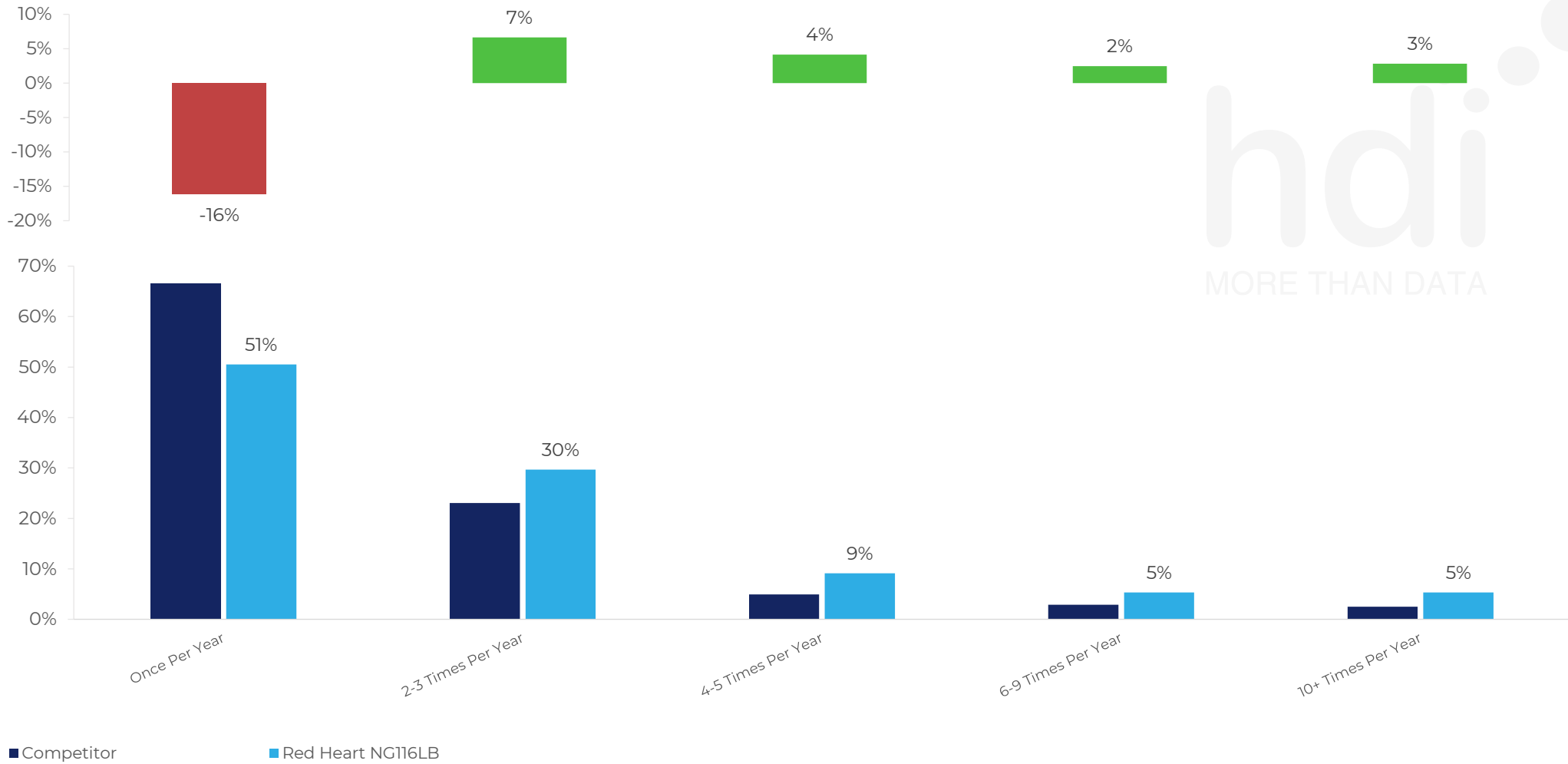
% of spend for Red Heart NG116LB and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Day of Week



Visit Frequency

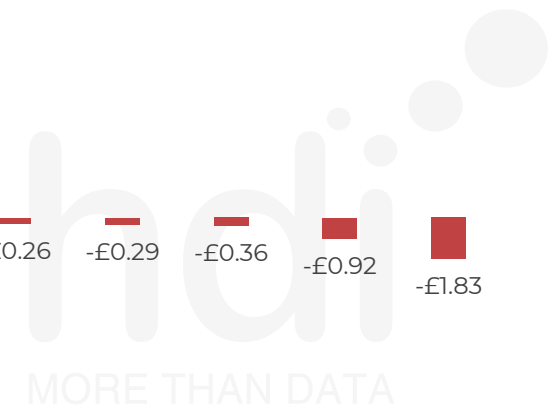
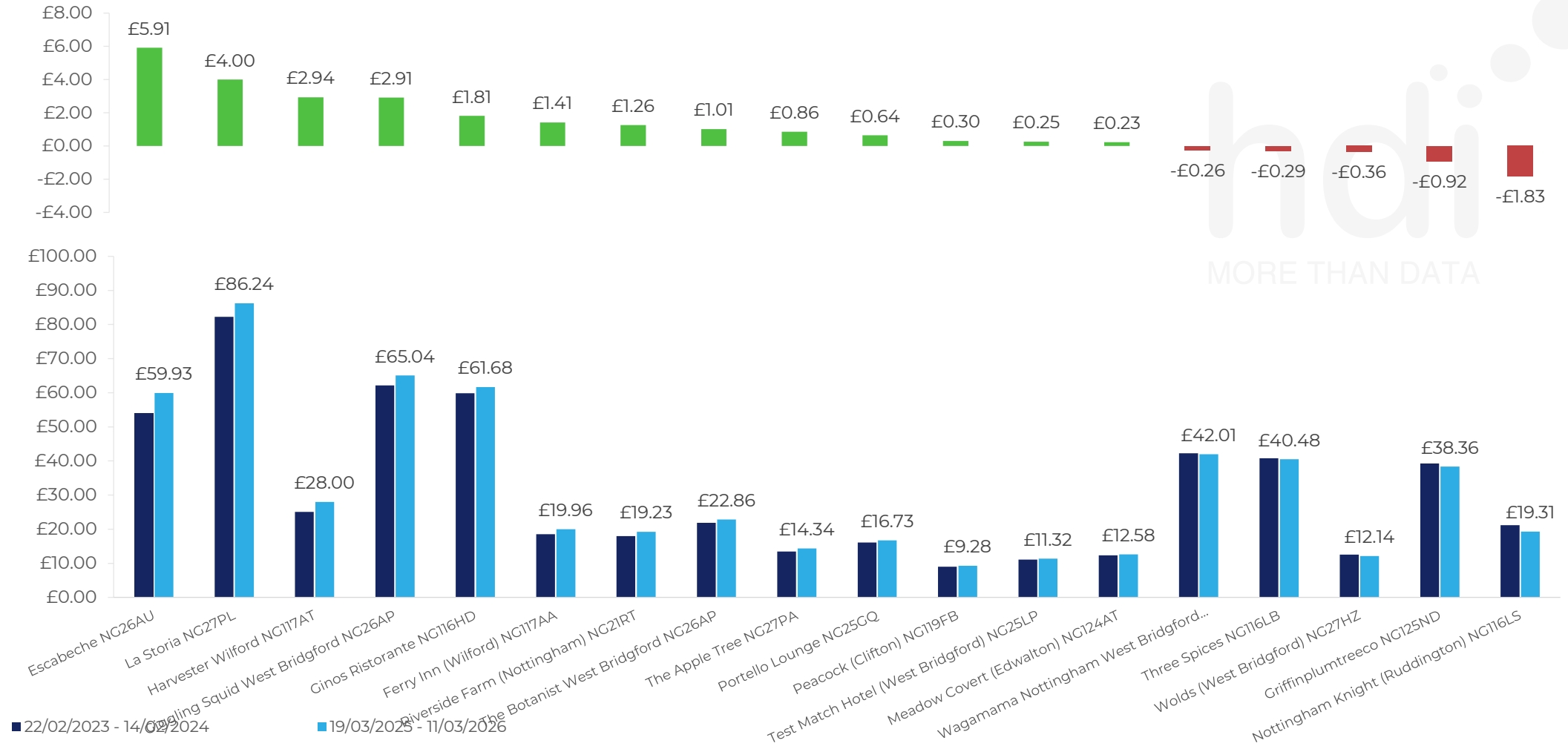
How frequently per year do customers visit Red Heart NG116LB versus its competitors?

% of customer numbers for Red Heart NG116LB and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 and the number of visits made Per Annum



ATV Change

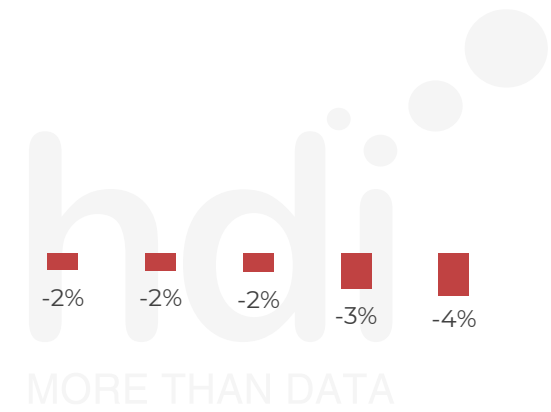
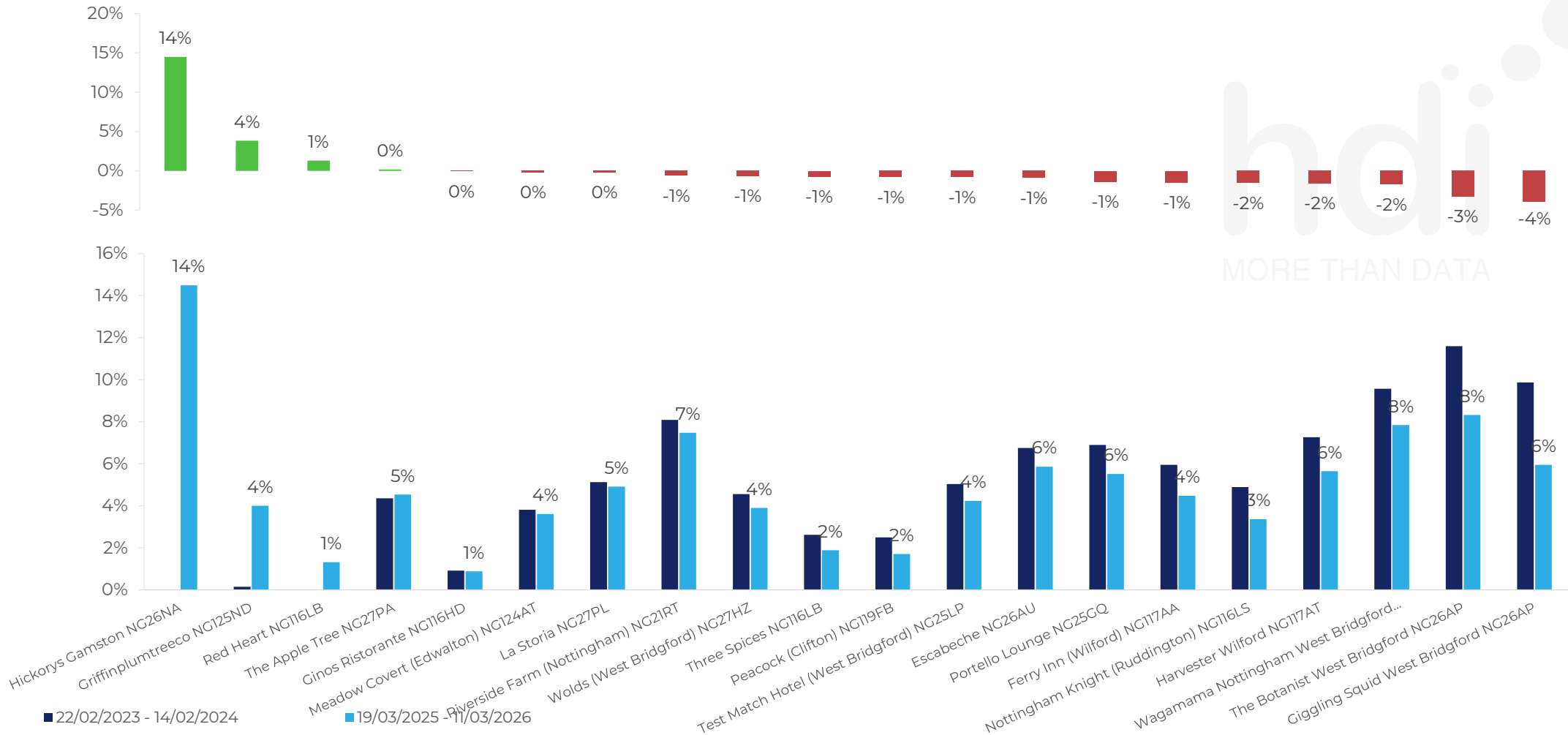
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

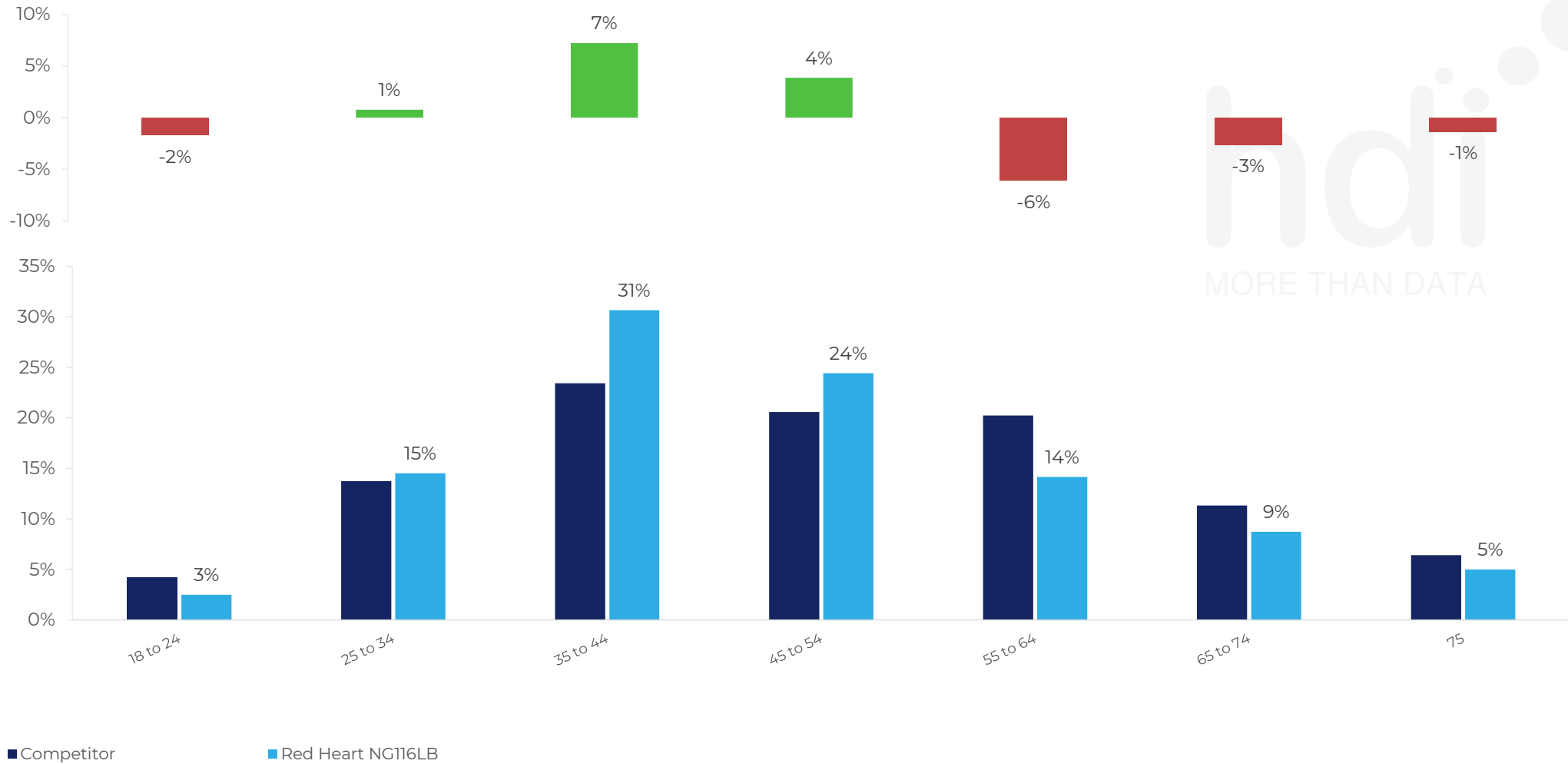
% of market share spend for Red Heart NG116LB and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026



Age

How does the age profile of customers who visit Red Heart NG116LB compare versus its competitors?

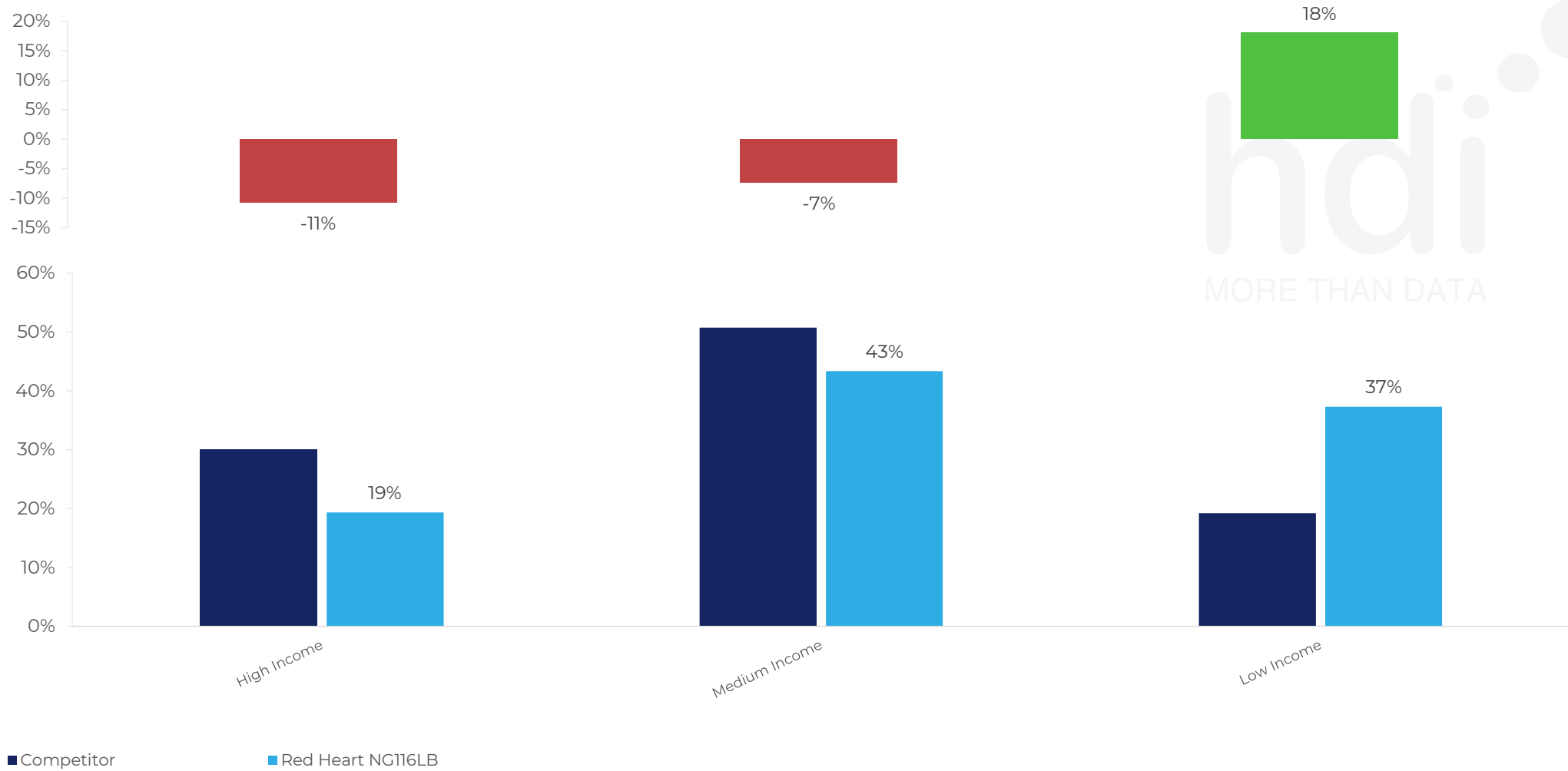
% of spend for Red Heart NG116LB and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Age Range



Affluence

How does the affluence of customers who visit Red Heart NG116LB compare versus its competitors?

% of spend for Red Heart NG116LB and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Affluence

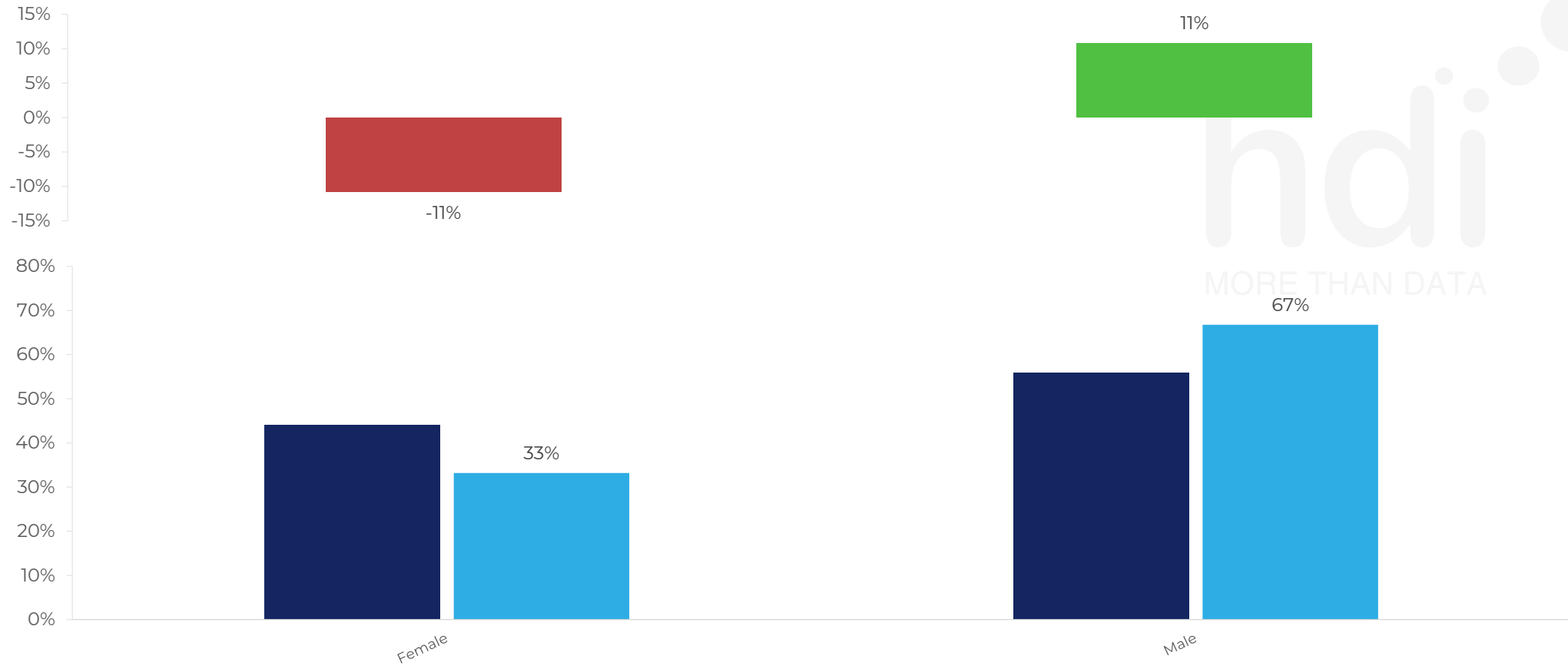




Gender

How does the gender profile of customers who visit Red Heart NG116LB compare versus its competitors?

% of spend for Red Heart NG116LB and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Gender



■ Competitor

■ Red Heart NG116LB

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

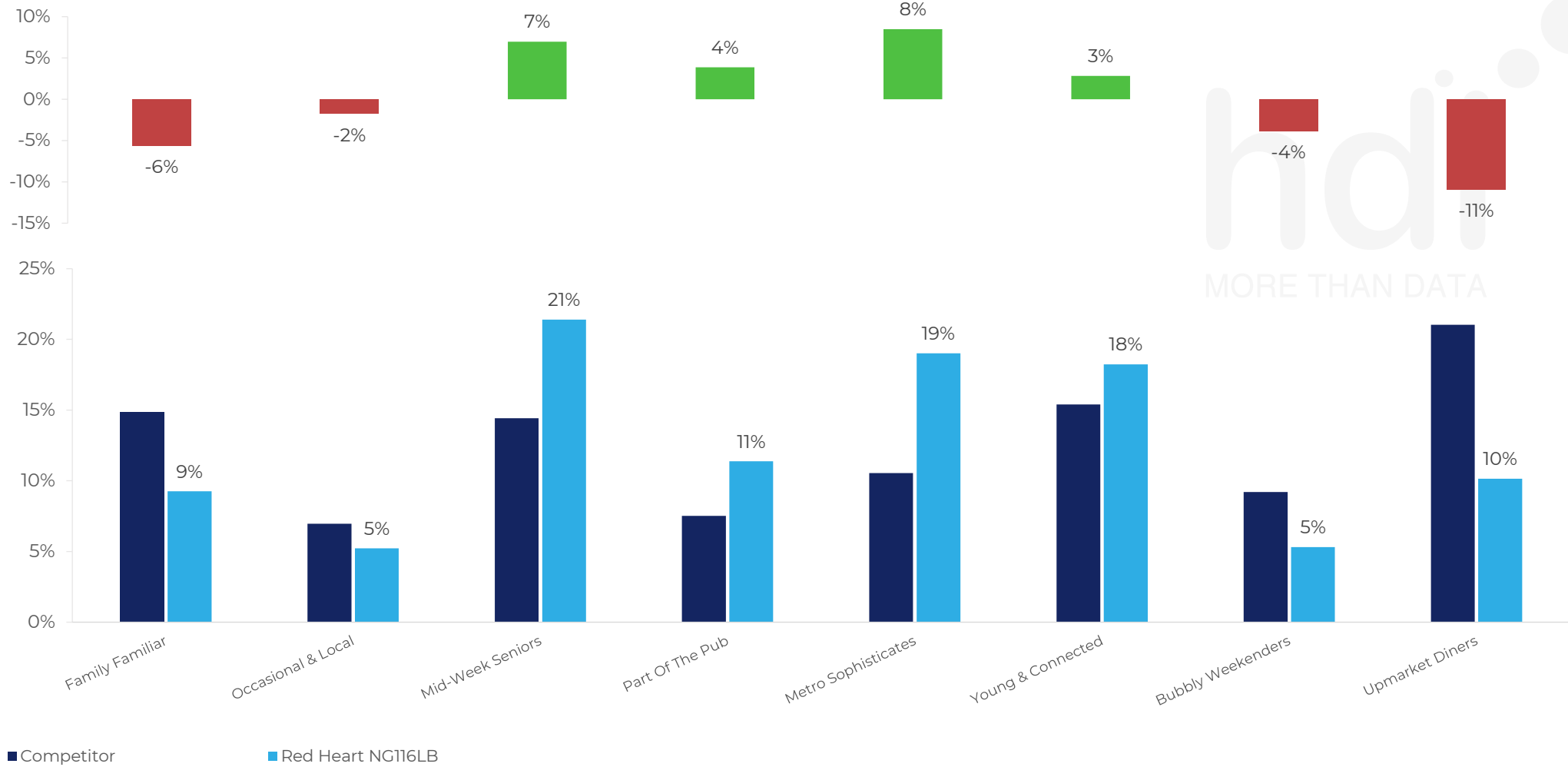
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Red Heart NG116LB compare versus its competitors?

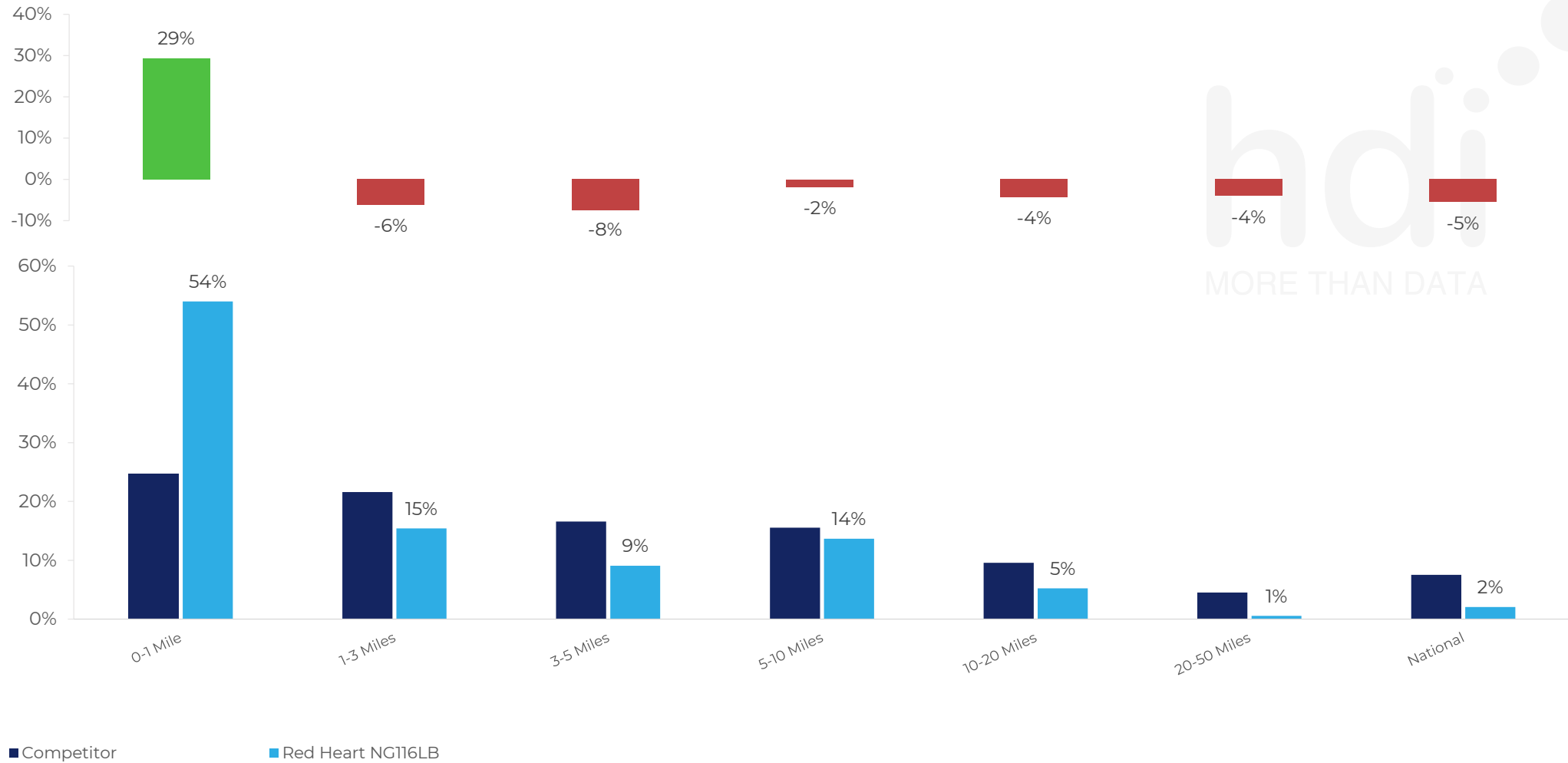
% of spend for Red Heart NG116LB and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Segment



Spend by Distance

How does the spend profile of Red Heart NG116LB compare versus its competitors based on travel distances?

% of spend for Red Heart NG116LB and 238 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Distance travelled

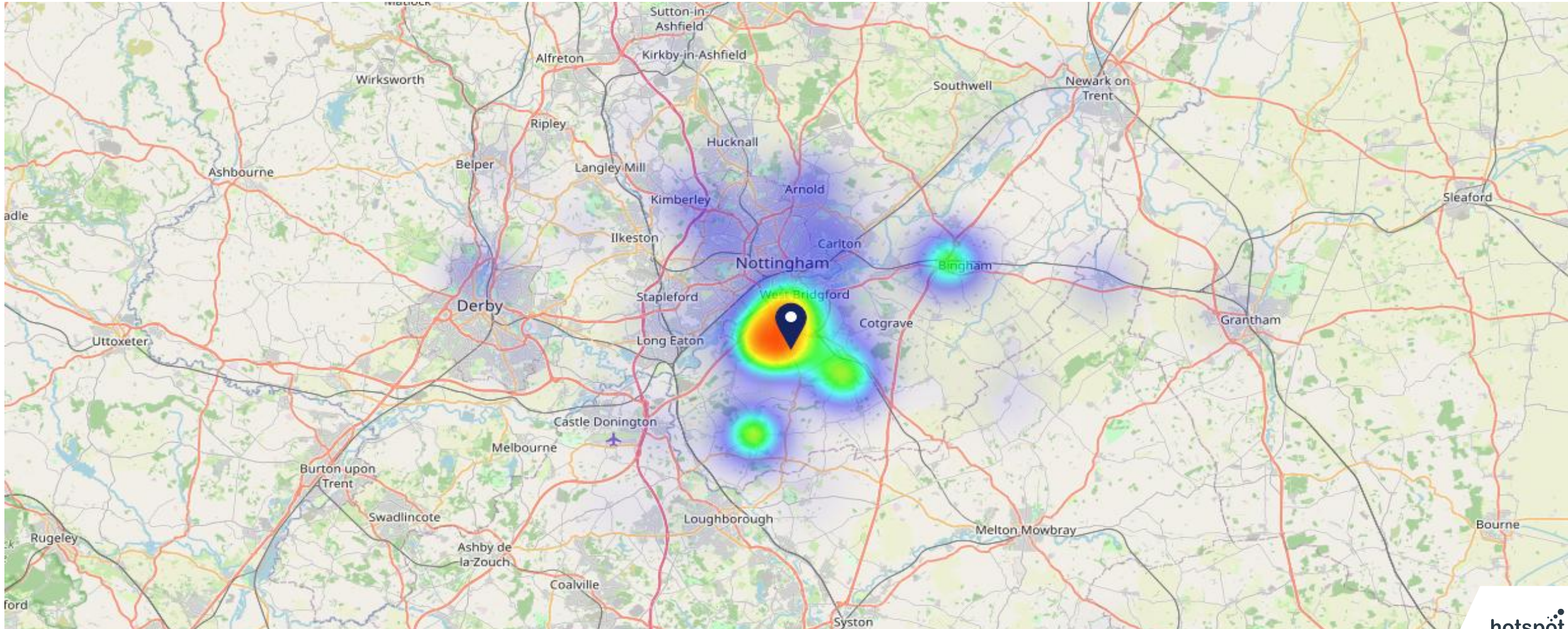




Map of Guest Origin

Where do customers of Red Heart NG116LB come from?

Where do customers of Red Heart NG116LB for 19/03/2025 - 11/03/2026 live

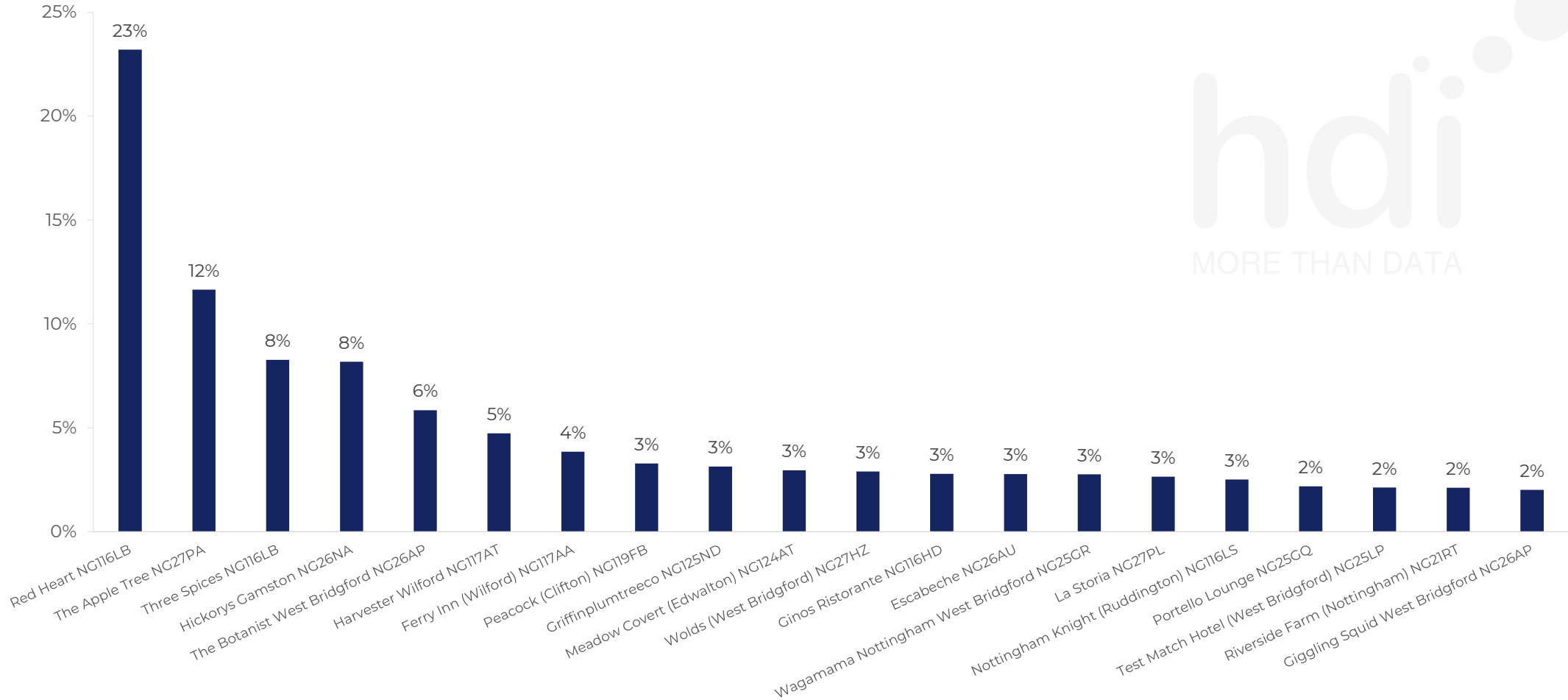




Share of Wallet

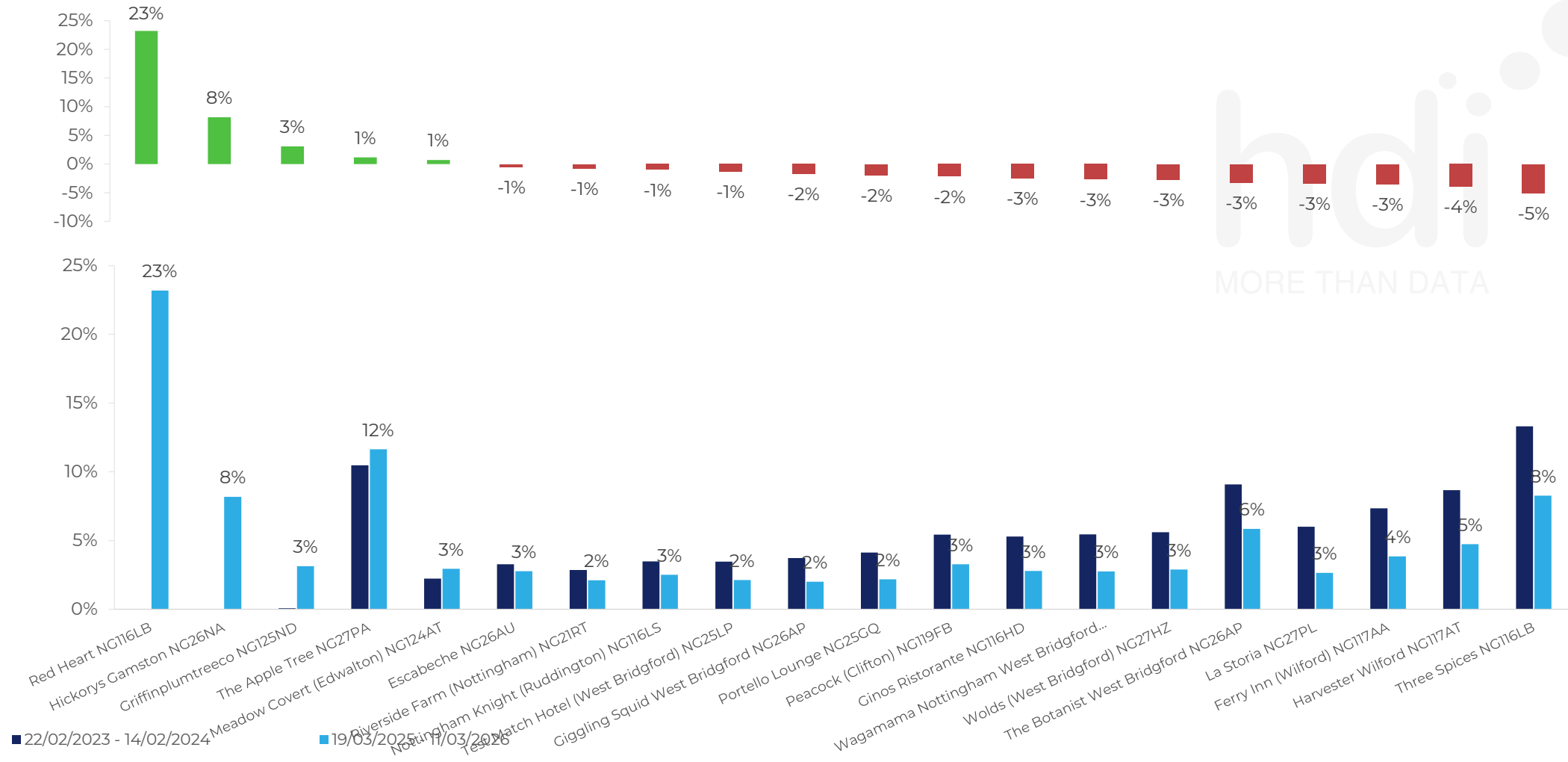
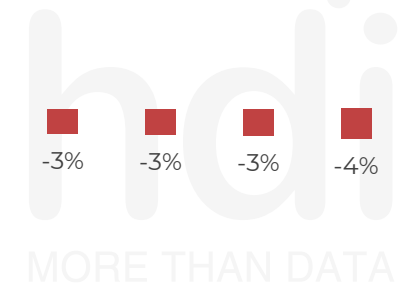
What are the Top 20 venues (by spend) that customers of Red Heart NG116LB also visit?

For customers of Red Heart NG116LB, who are the top 20 competitors from 238 Chains in 3 Miles for 19/03/2025 - 11/03/2026 split by Venue



Share of Wallet Change

How has share of wallet of customers of Red Heart NG116LB changed between two date ranges?





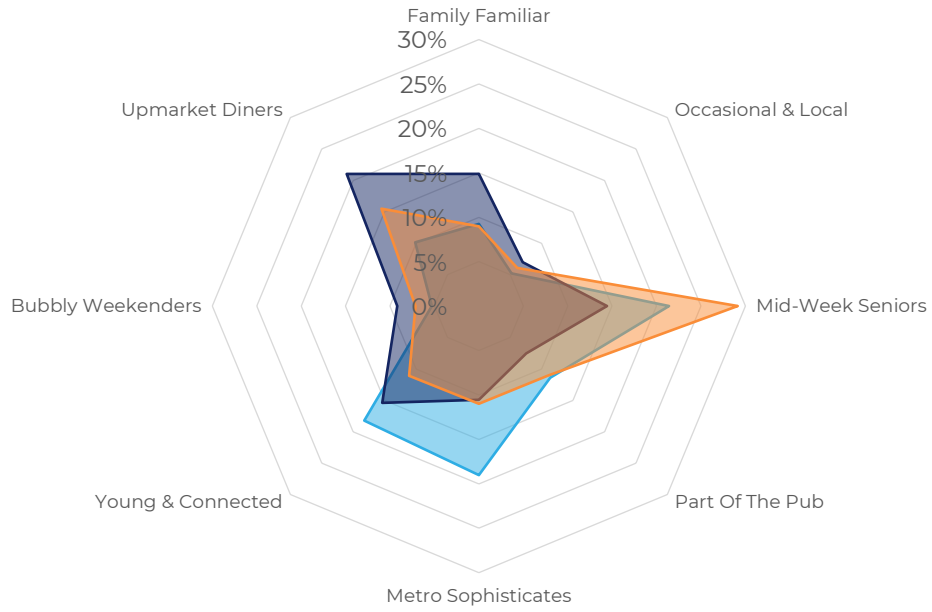
Market Summary

How does the local area for Red Heart NG116LB 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	£1.81M	6	£10.57M	7	£11.49M	5	£97.62M	6
Weekpart	Mon - Thu	34.2%	2	41.6%	6	42.1%	6	41.6%	5
Weekpart	Fri - Sat	50.7%	9	45.4%	7	44.9%	7	42.5%	6
Weekpart	Sun	15.1%	6	13.0%	3	13.0%	2	16.0%	6
Age	18 to 24	4.9%	5	3.8%	3	3.5%	2	4.6%	2
Age	25 to 34	11.9%	1	14.9%	2	13.9%	2	14.3%	1
Age	35 to 44	25.8%	7	25.8%	7	24.4%	6	23.9%	6
Age	45 to 54	22.9%	8	23.7%	9	22.9%	9	21.0%	7
Age	55 to 64	18.2%	7	16.6%	6	18.5%	8	19.1%	9
Age	65 to 74	13.1%	9	10.9%	9	12.2%	9	11.2%	9
Age	75+	3.2%	7	4.3%	8	4.7%	8	5.9%	9
CAMEO	Business Elite	4.2%	4	5.8%	5	6.8%	5	7.0%	5
CAMEO	Prosperous Professionals	6.9%	7	6.3%	6	6.8%	6	11.0%	10
CAMEO	Flourishing Society	9.2%	4	8.7%	4	8.6%	3	10.3%	4
CAMEO	Content Communities	13.0%	6	15.6%	8	15.1%	8	16.5%	9
CAMEO	White Collar Neighbourhoods	6.7%	2	7.3%	2	7.7%	2	8.7%	2
CAMEO	Enterprising Mainstream	10.3%	7	13.7%	9	13.2%	9	12.6%	9
CAMEO	Paying The Mortgage	14.2%	5	14.8%	6	15.1%	6	12.2%	4
CAMEO	Cash Conscious Communities	23.2%	10	16.4%	9	15.8%	10	10.9%	7
CAMEO	On A Budget	3.4%	2	3.3%	2	3.1%	2	4.0%	2
CAMEO	Family Value	8.9%	9	8.1%	8	7.7%	8	6.9%	8
Affluence	AB	20.4%	4	20.8%	4	22.2%	4	28.2%	5
Affluence	C1C2	44.2%	4	51.3%	7	51.1%	7	49.9%	6
Affluence	DE	35.4%	9	27.8%	8	26.6%	8	21.9%	6



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 Heart	193	9.25%	5.22%	21.40%	11.38%	19.02%	18.24%	5.31%	10.14%
Local Catchment	6058	14.87%	6.97%	14.42%	7.52%	10.54%	15.40%	9.20%	21.04%
Punch T&L	93514	8.99%	6.09%	29.13%	11.03%	10.99%	11.09%	7.13%	15.51%
Red Heart vs Local Catchment		-5.62%	-1.75%	6.98%	3.86%	8.48%	2.84%	-3.89%	-10.90%
Red Heart vs Punch T&L		0.26%	-0.87%	-7.73%	0.35%	8.03%	7.15%	-1.82%	-5.37%
Local Catchment vs Punch T&L		5.88%	0.88%	-14.71%	-3.51%	-0.45%	4.31%	2.07%	5.53%

■ Red Heart

■ Local Catchment

■ Punch T&L