



Site Summary



# Diggers Rest EX51PQ

EX51PQ

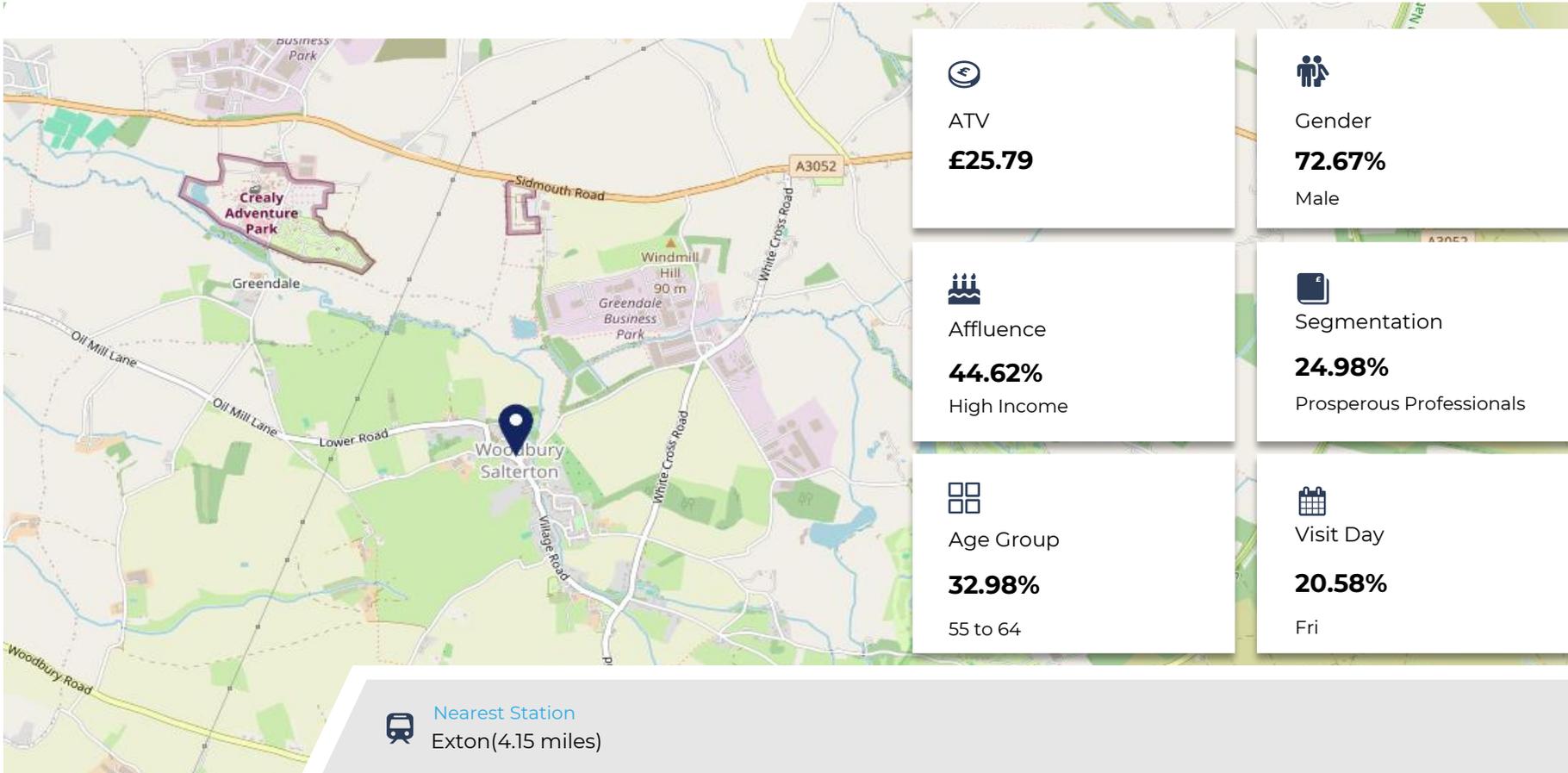
Punch T&L

**Work Area**  
Exeter

**Region**  
South West

**TV Region**  
HarWest

**Urbanicity**  
Rural hamlet and isolated d



ATV  
**£25.79**



Gender  
**72.67%**  
Male



Affluence  
**44.62%**  
High Income



Segmentation  
**24.98%**  
Prosperous Professionals



Age Group  
**32.98%**  
55 to 64



Visit Day  
**20.58%**  
Fri

### Top Competitors

**Half Moon Inn** **#1**  
EX51BR  
 Pub Restaurant

**White Hart** **#2**  
EX51HN  
 Star Pubs & Bars

**Maltsters Arms Exeter** **#3**  
EX51LN  
 Stonegate PP

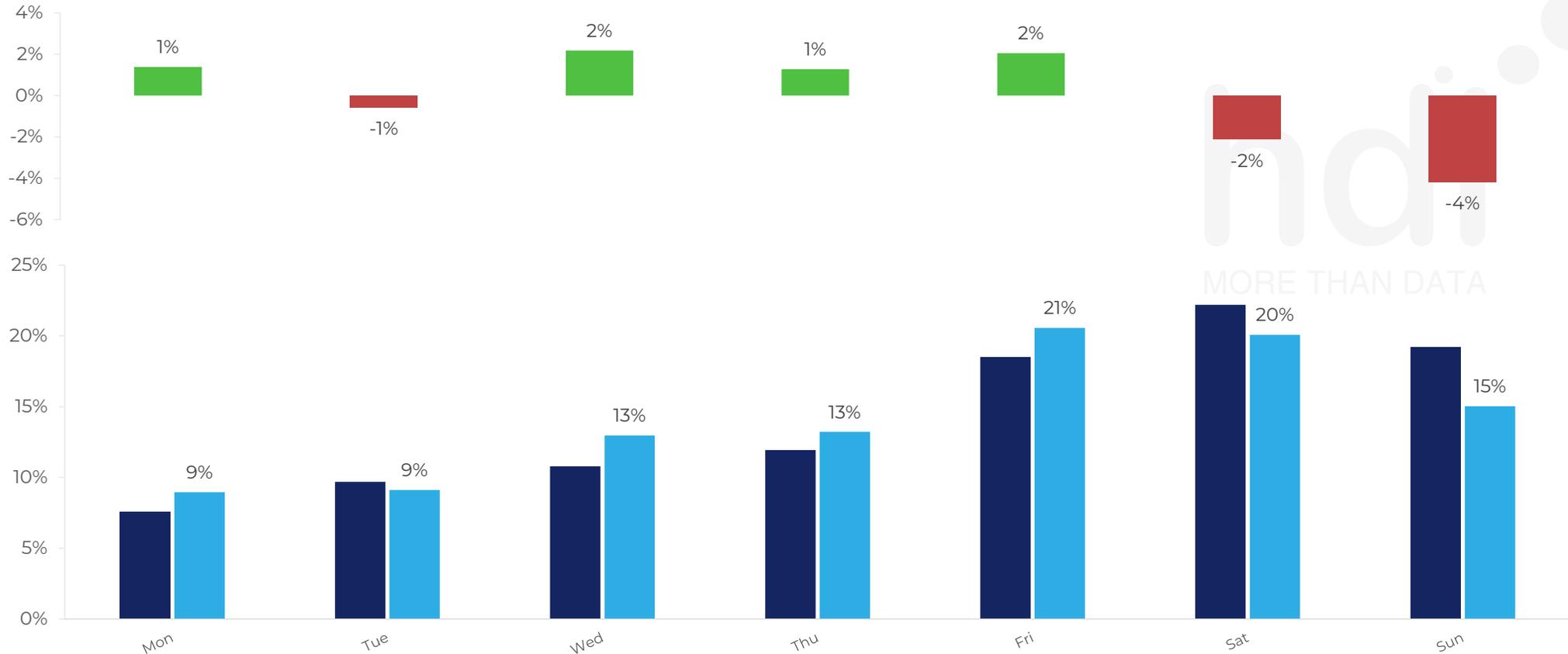


**Nearest Station**  
Exton(4.15 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Diggers Rest EX51PQ versus its competitors?

% of spend for Diggers Rest EX51PQ and 277 Chains in 3 Miles from 27/11/2024 - 19/11/2025 split by Day of Week



■ Competitor

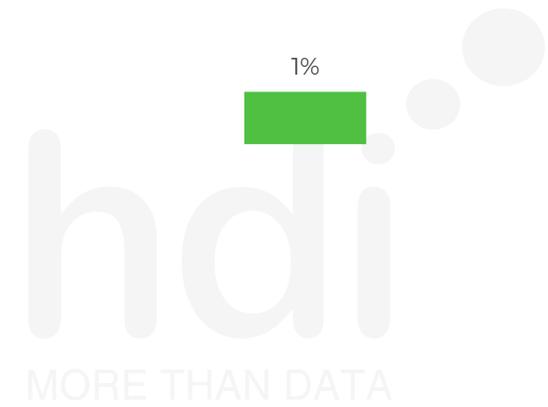
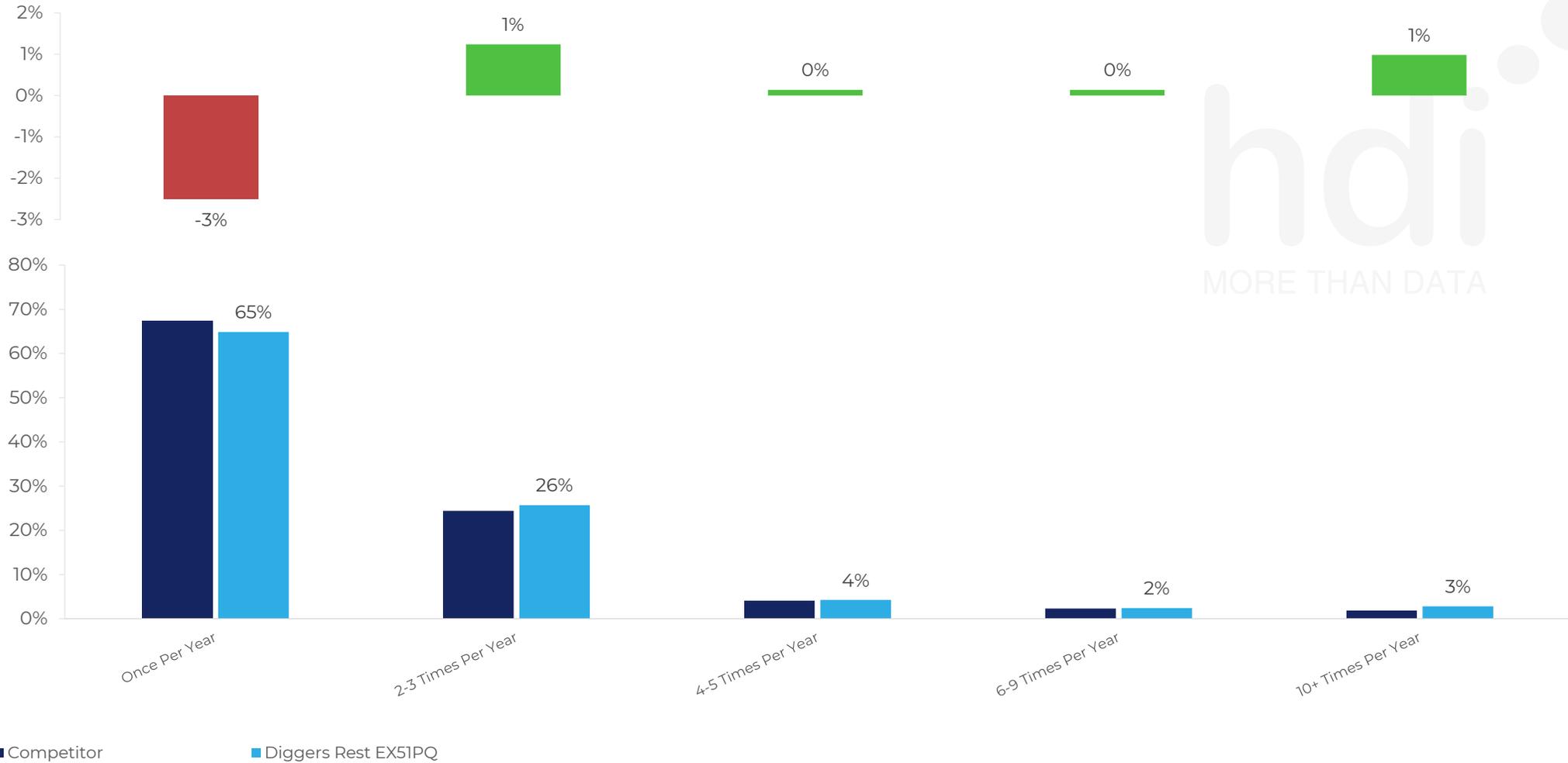
■ Diggers Rest EX51PQ



Visit Frequency

How frequently per year do customers visit Diggers Rest EX51PQ versus its competitors?

% of customer numbers for Diggers Rest EX51PQ and 277 Chains in 3 Miles from 27/11/2024 - 19/11/2025 and the number of visits made Per Annum

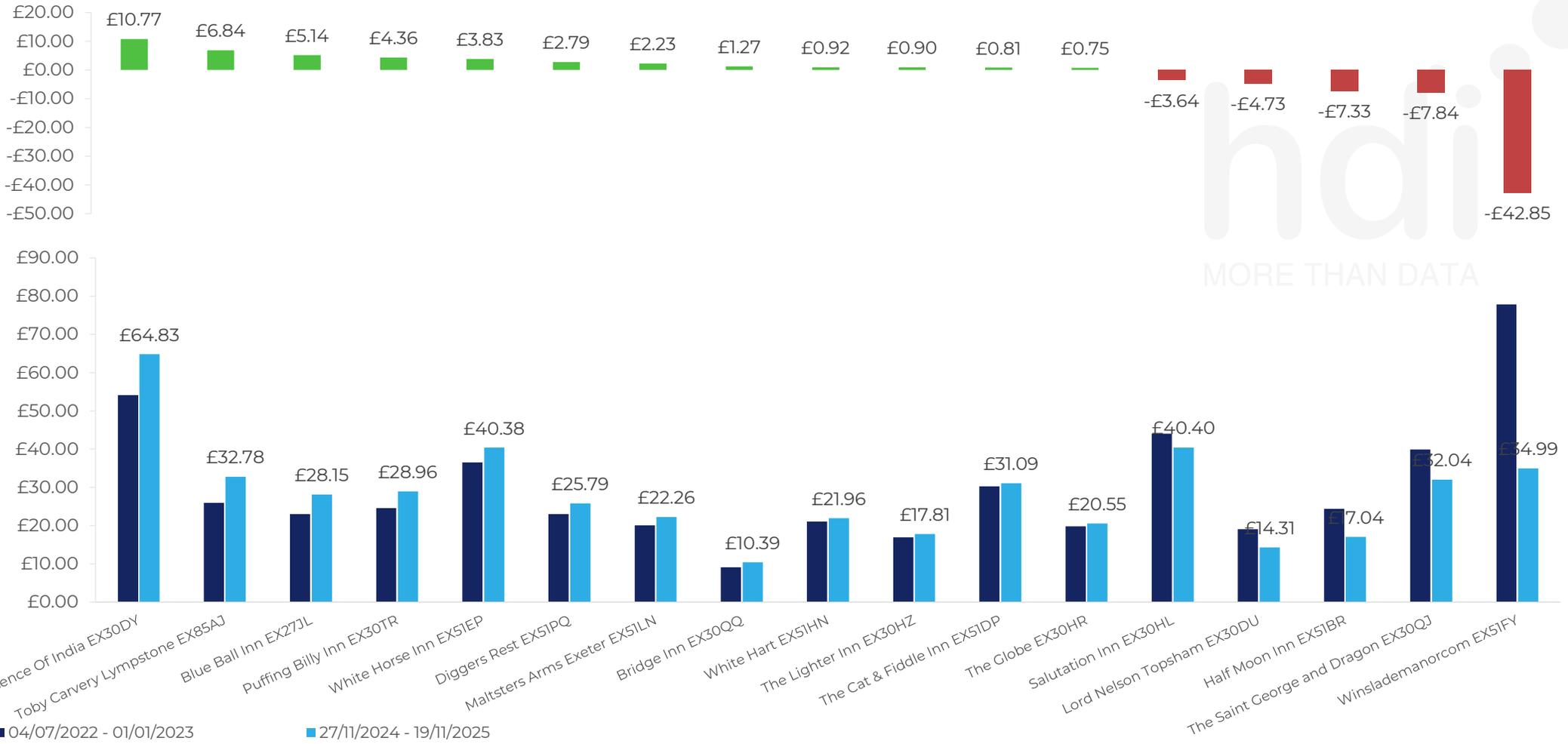


Competitor

Diggers Rest EX51PQ

ATV Change

How has ATV changed between two date ranges?

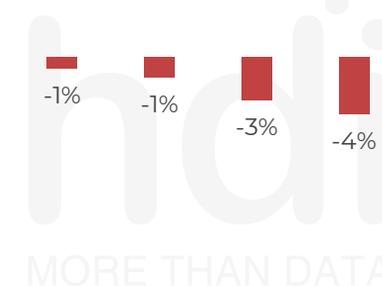
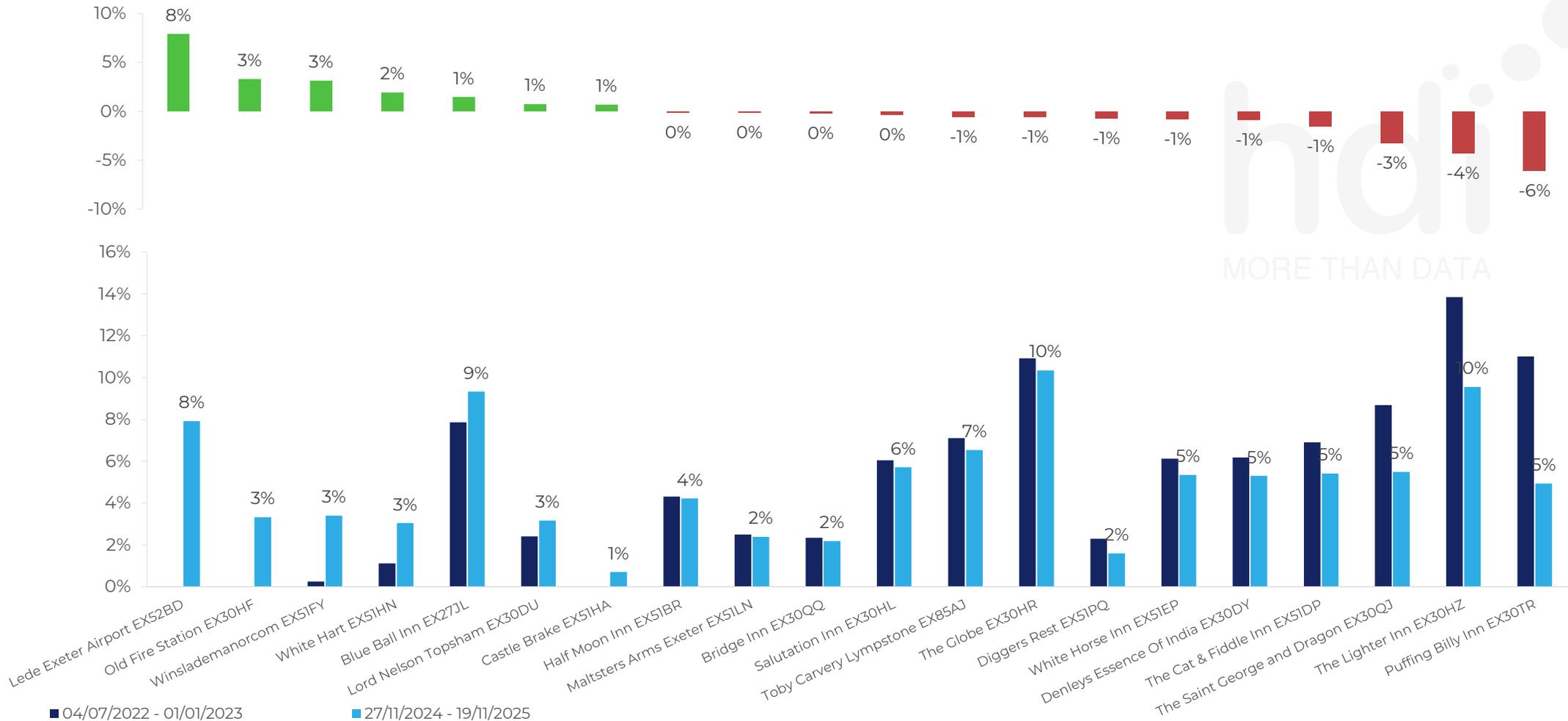




Market Share Change

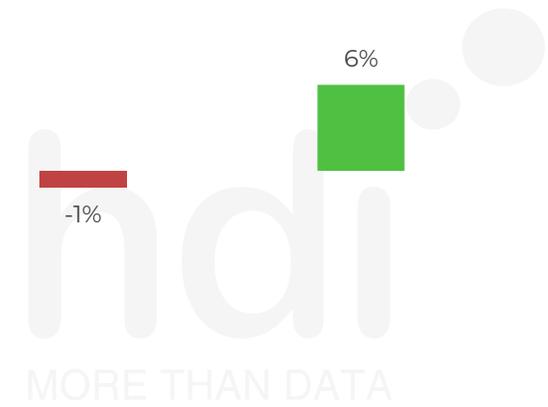
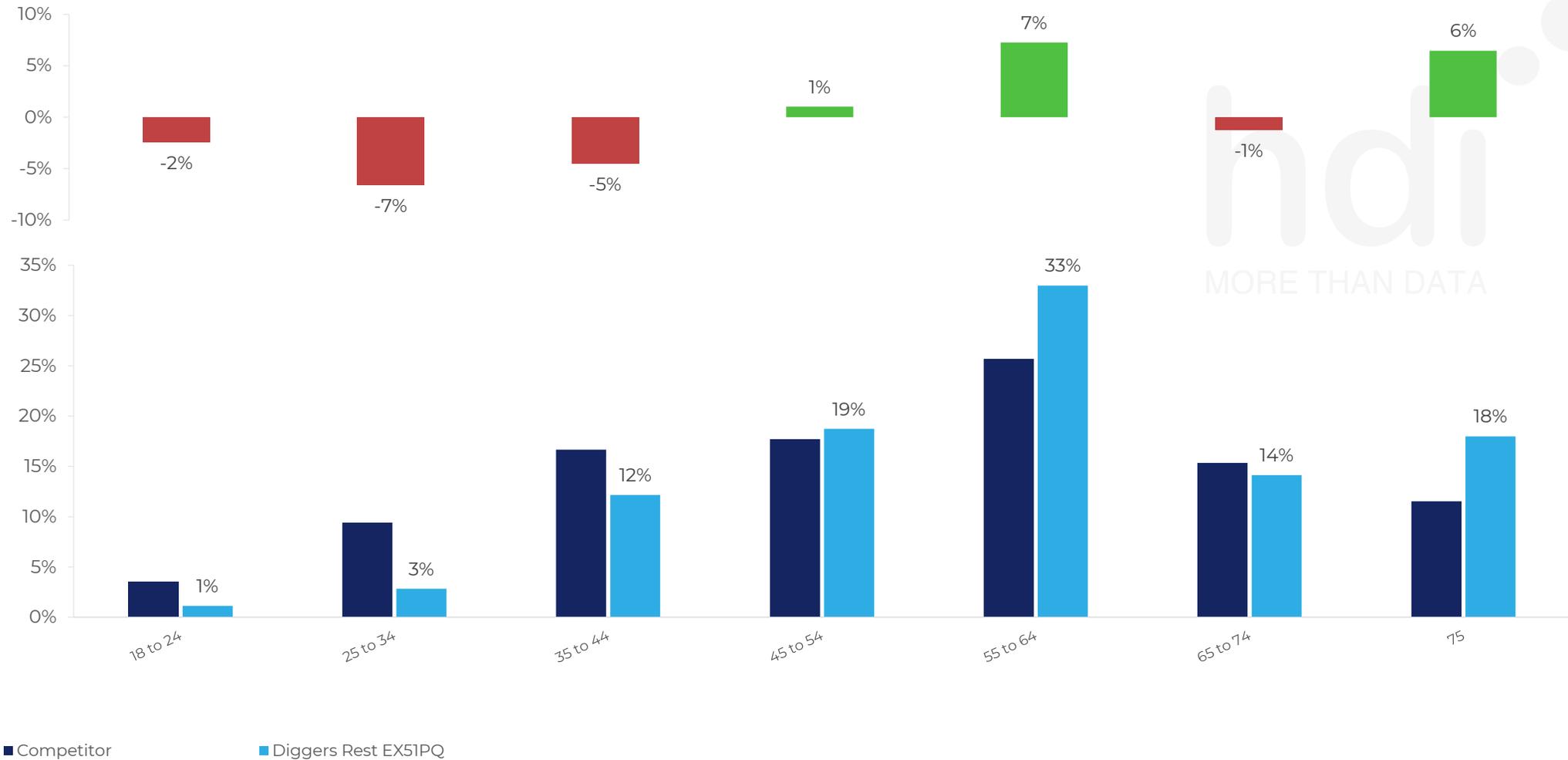
How has market share changed between two date ranges?

% of market share spend for Diggers Rest EX51PQ and 277 Chains in 3 Miles from 27/11/2024 - 19/11/2025



How does the age profile of customers who visit Diggers Rest EX51PQ compare versus its competitors?

% of spend for Diggers Rest EX51PQ and 277 Chains in 3 Miles from 27/11/2024 - 19/11/2025 split by Age Range



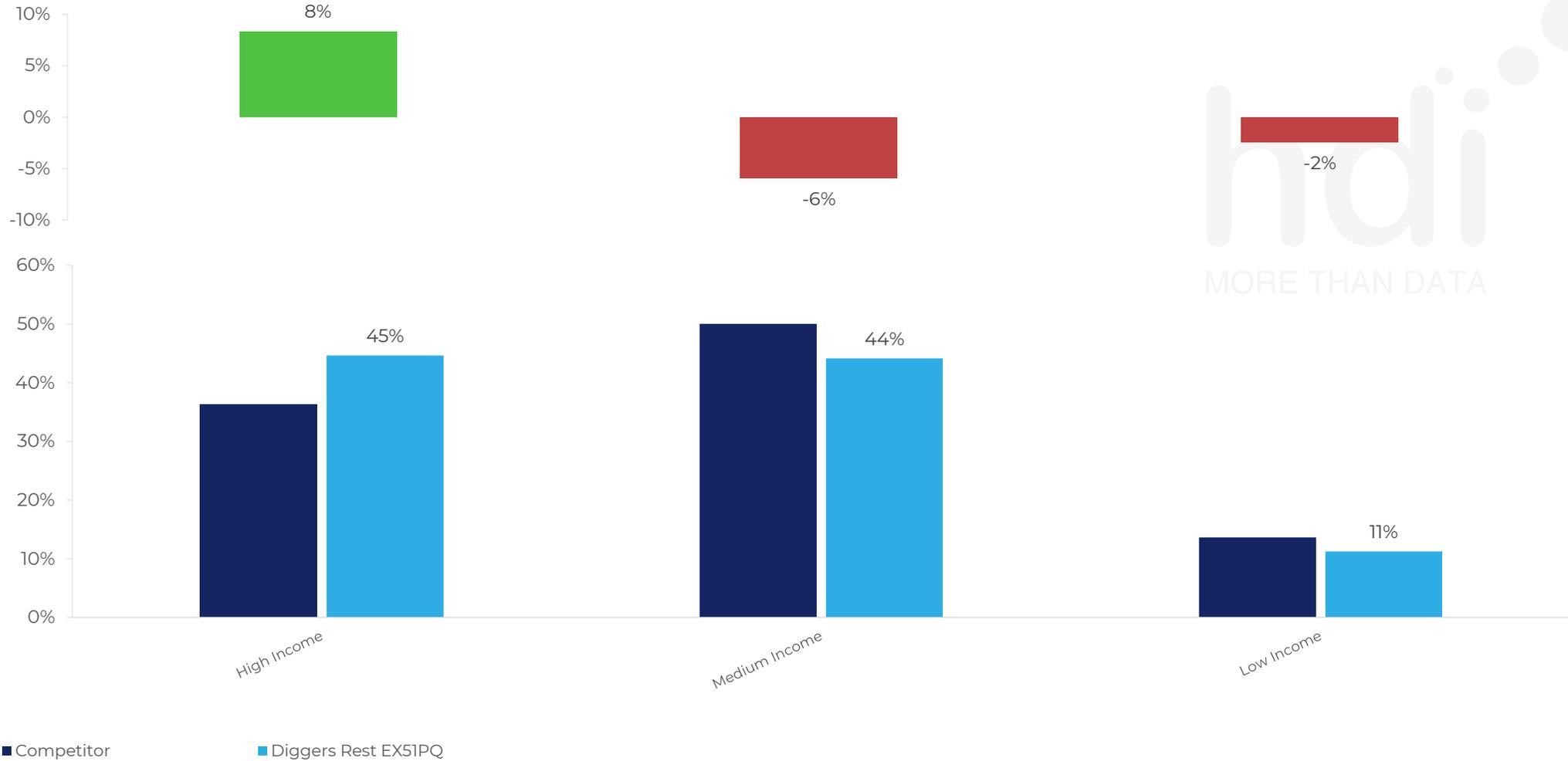
■ Competitor

■ Diggers Rest EX51PQ

Affluence

How does the affluence of customers who visit Diggers Rest EX51PQ compare versus its competitors?

% of spend for Diggers Rest EX51PQ and 277 Chains in 3 Miles from 27/11/2024 - 19/11/2025 split by Affluence

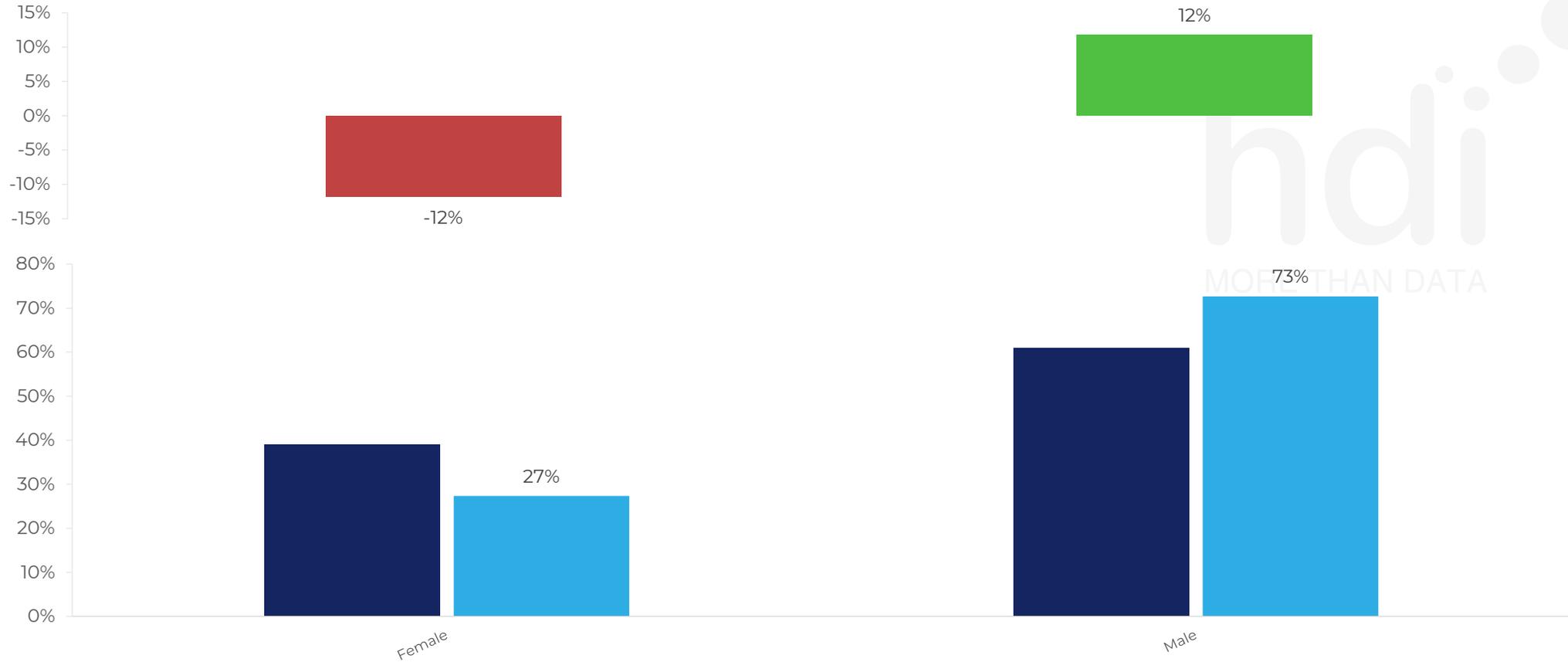




Gender

How does the gender profile of customers who visit Diggers Rest EX51PQ compare versus its competitors?

% of spend for Diggers Rest EX51PQ and 277 Chains in 3 Miles from 27/11/2024 - 19/11/2025 split by Gender



■ Competitor

■ Diggers Rest EX51PQ

# 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

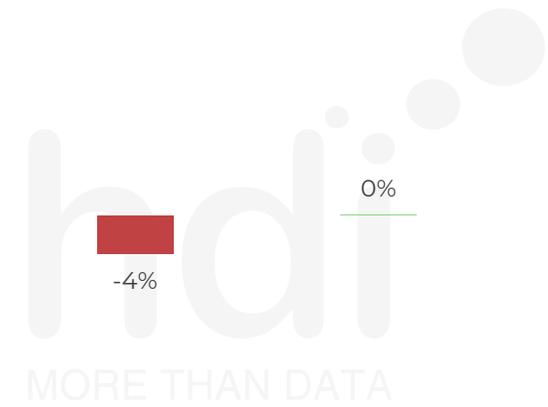
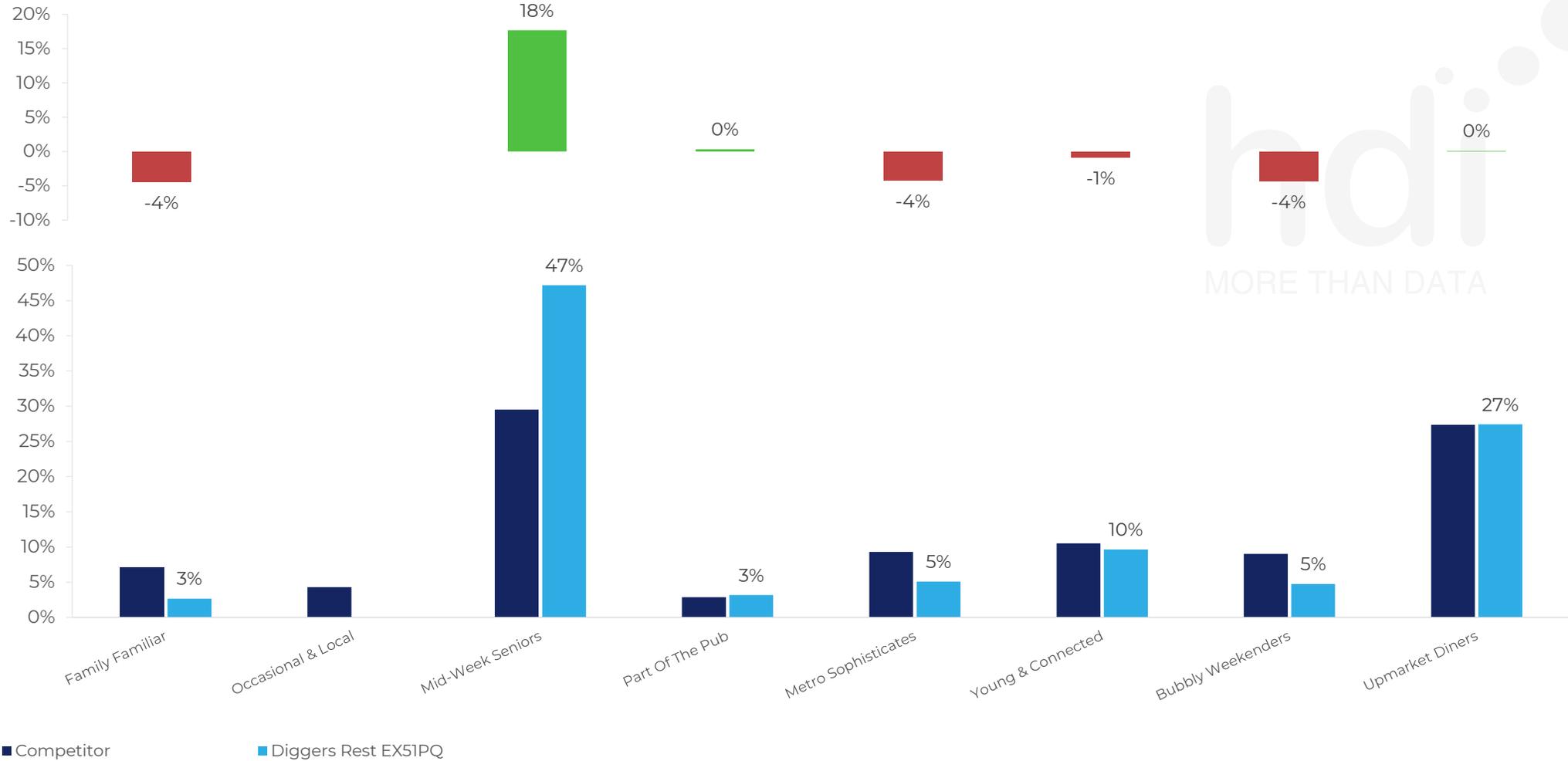
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Diggers Rest EX51PQ compare versus its competitors?

% of spend for Diggers Rest EX51PQ and 277 Chains in 3 Miles from 27/11/2024 - 19/11/2025 split by Segment



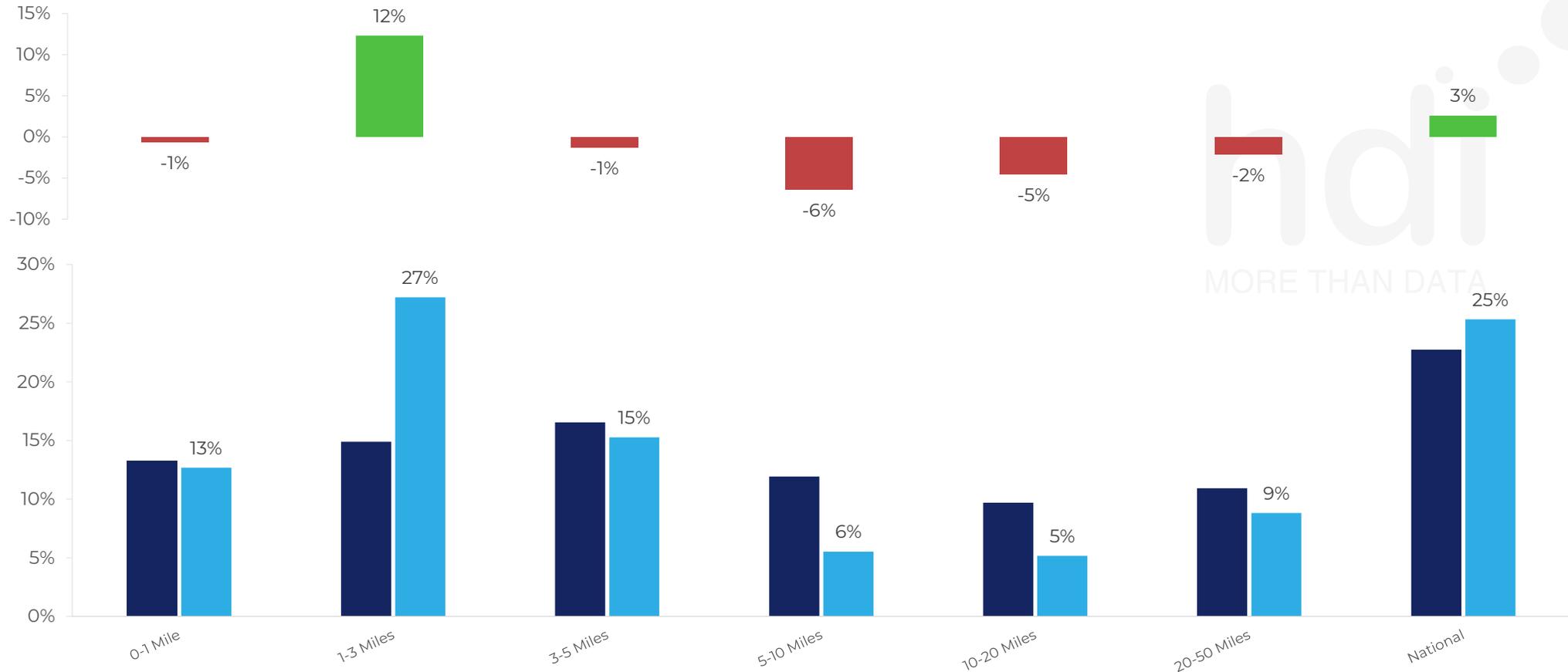
Competitor

Diggers Rest EX51PQ

Spend by Distance

How does the spend profile of Diggers Rest EX51PQ compare versus its competitors based on travel distances?

% of spend for Diggers Rest EX51PQ and 277 Chains in 3 Miles from 27/11/2024 - 19/11/2025 split by Distance travelled



■ Competitor

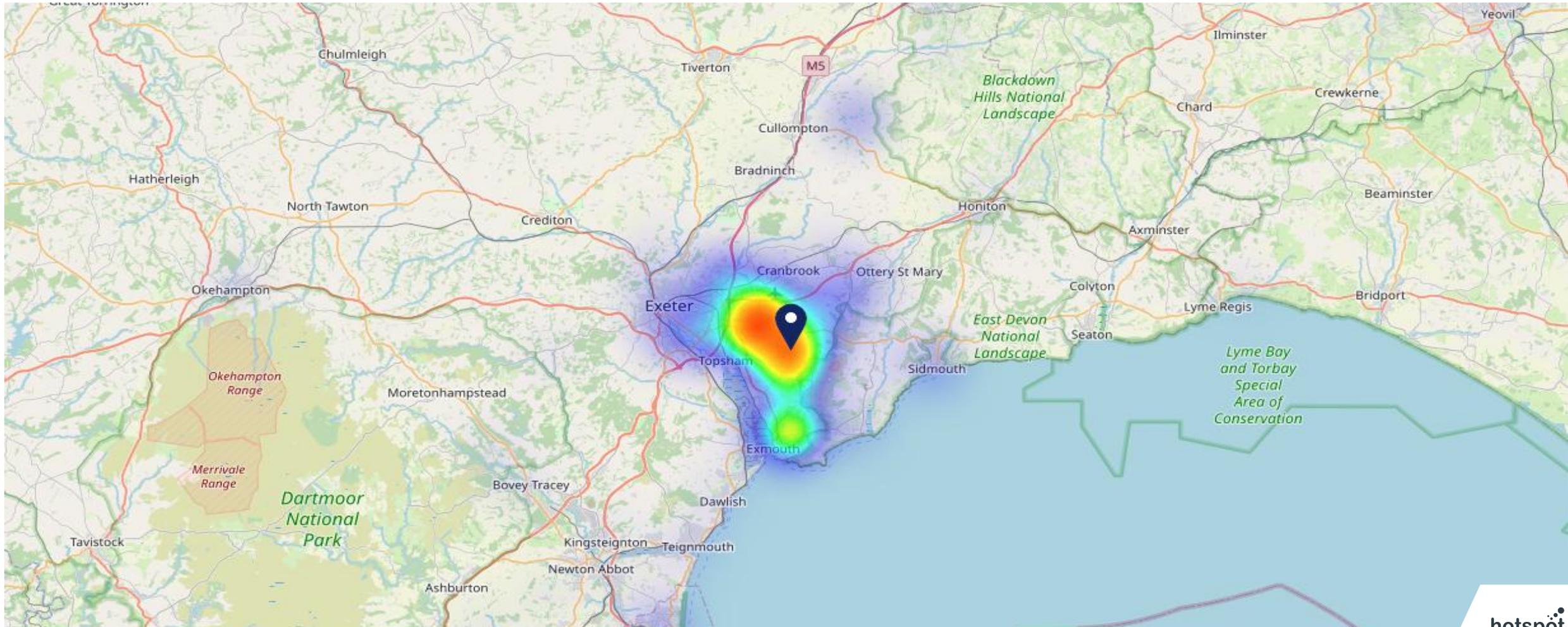
■ Diggers Rest EX51PQ



### Map of Guest Origin

Where do customers of Diggers Rest EX51PQ come from?

Where do customers of Diggers Rest EX51PQ for 27/11/2024 - 19/11/2025 live

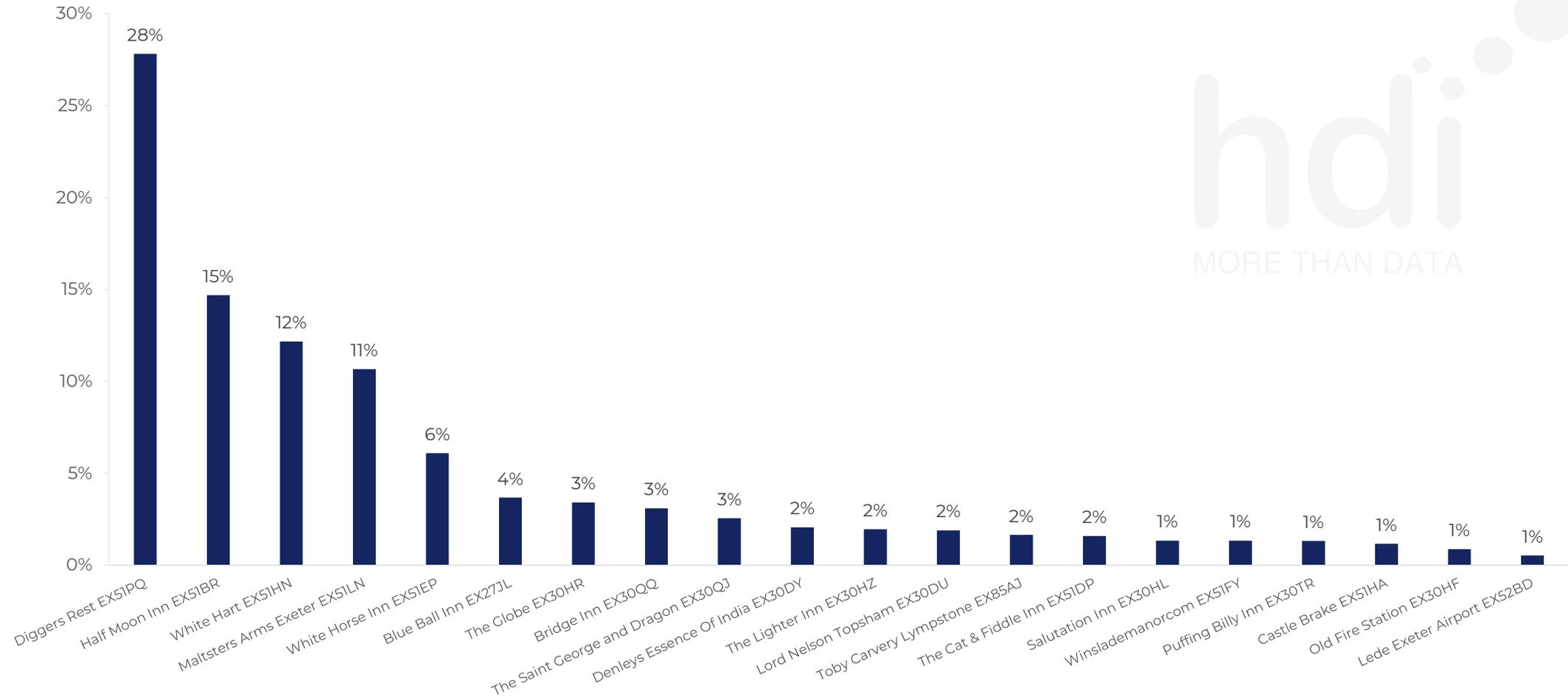




Share of Wallet

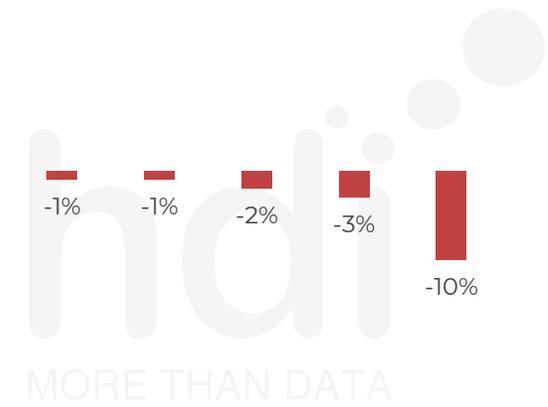
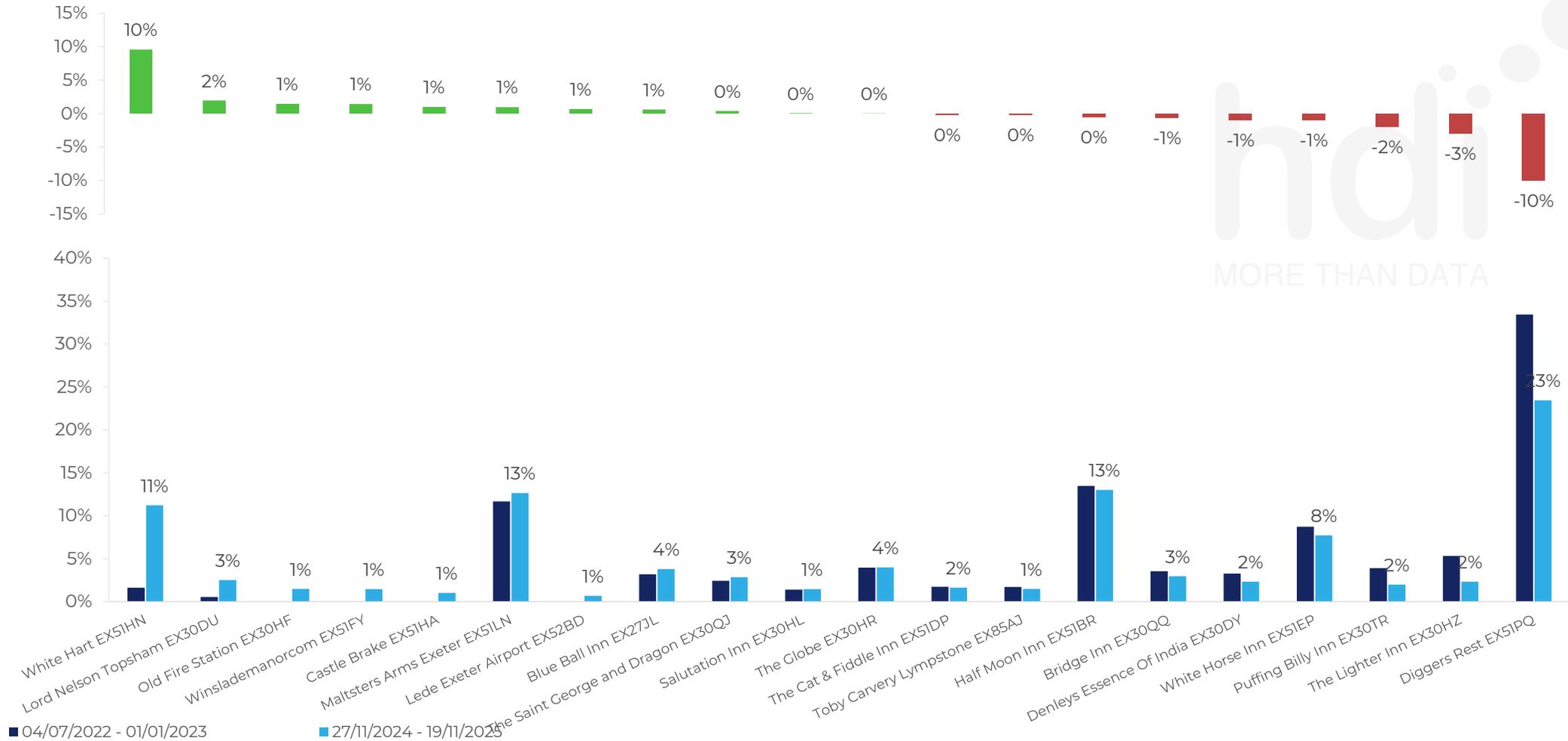
What are the Top 20 venues (by spend) that customers of Diggers Rest EX51PQ also visit?

For customers of Diggers Rest EX51PQ, who are the top 20 competitors from 277 Chains in 3 Miles for 27/11/2024 - 19/11/2025 split by Venue



Share of Wallet Change

How has share of wallet of customers of Diggers Rest EX51PQ changed between two date ranges?





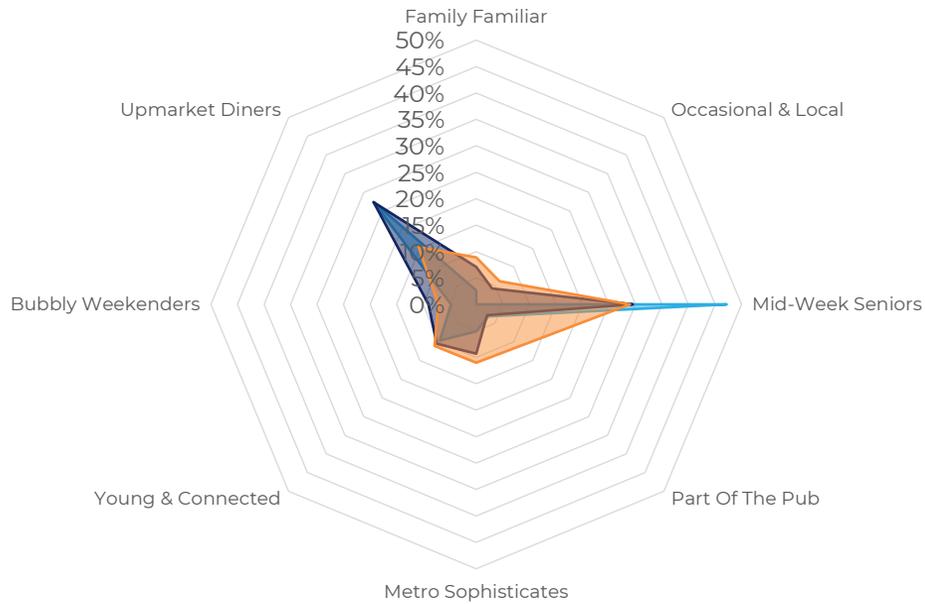
## Market Summary

How does the local area for Diggers Rest EX51PQ 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	£287K	3	£293K	2	£931K	1	£23.24M	3
Weekpart	Mon - Thu	44.9%	8	44.4%	8	46.4%	9	41.2%	5
Weekpart	Fri - Sat	39.8%	3	40.2%	3	44.8%	7	40.6%	4
Weekpart	Sun	15.4%	6	15.4%	6	8.8%	1	18.1%	10
Age	18 to 24	1.1%	1	1.1%	1	6.6%	5	4.3%	2
Age	25 to 34	2.8%	1	2.9%	1	11.3%	1	9.6%	1
Age	35 to 44	12.4%	1	12.8%	1	22.8%	5	17.0%	1
Age	45 to 54	19.1%	4	18.9%	4	18.0%	3	18.1%	2
Age	55 to 64	32.1%	10	32.1%	10	23.5%	10	24.8%	10
Age	65 to 74	14.3%	10	14.2%	10	9.1%	8	15.0%	10
Age	75+	18.2%	10	17.9%	10	8.7%	10	11.1%	10
CAMEO	Business Elite	7.4%	6	7.4%	6	7.3%	6	6.6%	5
CAMEO	Prosperous Professionals	24.0%	10	23.6%	10	15.5%	10	12.0%	10
CAMEO	Flourishing Society	12.4%	6	12.3%	6	14.9%	7	17.9%	8
CAMEO	Content Communities	15.5%	8	15.3%	8	16.2%	9	15.2%	8
CAMEO	White Collar Neighbourhoods	8.0%	3	8.1%	2	9.4%	3	12.3%	6
CAMEO	Enterprising Mainstream	8.8%	6	8.9%	6	9.3%	6	10.8%	8
CAMEO	Paying The Mortgage	12.5%	4	12.6%	4	14.0%	5	11.5%	3
CAMEO	Cash Conscious Communities	6.6%	4	6.7%	3	5.5%	2	7.4%	4
CAMEO	On A Budget	1.8%	1	2.1%	1	3.3%	2	4.5%	2
CAMEO	Family Value	3.0%	6	2.9%	6	4.7%	7	1.9%	4
Affluence	AB	43.8%	9	43.4%	9	37.7%	7	36.4%	7
Affluence	C1C2	44.7%	4	44.9%	4	48.8%	6	49.8%	6
Affluence	DE	11.4%	2	11.7%	2	13.5%	3	13.8%	2



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
Diggers Rest	113	2.66%	0.00%	47.20%	3.19%	5.10%	9.65%	4.73%	27.43%
Local Catchment	4921	7.12%	4.28%	29.51%	2.87%	9.31%	10.50%	9.03%	27.35%
Punch T&L	96220	8.89%	6.20%	28.97%	11.28%	11.02%	11.11%	7.14%	15.35%
Diggers Rest vs Local Catchment		-4.46%	0.00%	17.69%	0.32%	-4.21%	-0.85%	-4.30%	0.08%
Diggers Rest vs Punch T&L		-6.23%	0.00%	18.23%	-8.09%	-5.92%	-1.46%	-2.41%	12.08%
Local Catchment vs Punch T&L		-1.77%	-1.92%	0.54%	-8.41%	-1.71%	-0.61%	1.89%	12.00%

■ Diggers Rest

■ Local Catchment

■ Punch T&L