



Site Summary



Hatfield Tap AL109BZ

AL109BZ

Pub / Bar



Work Area

Stevenage and Welwyn Garden City



Region

East of England



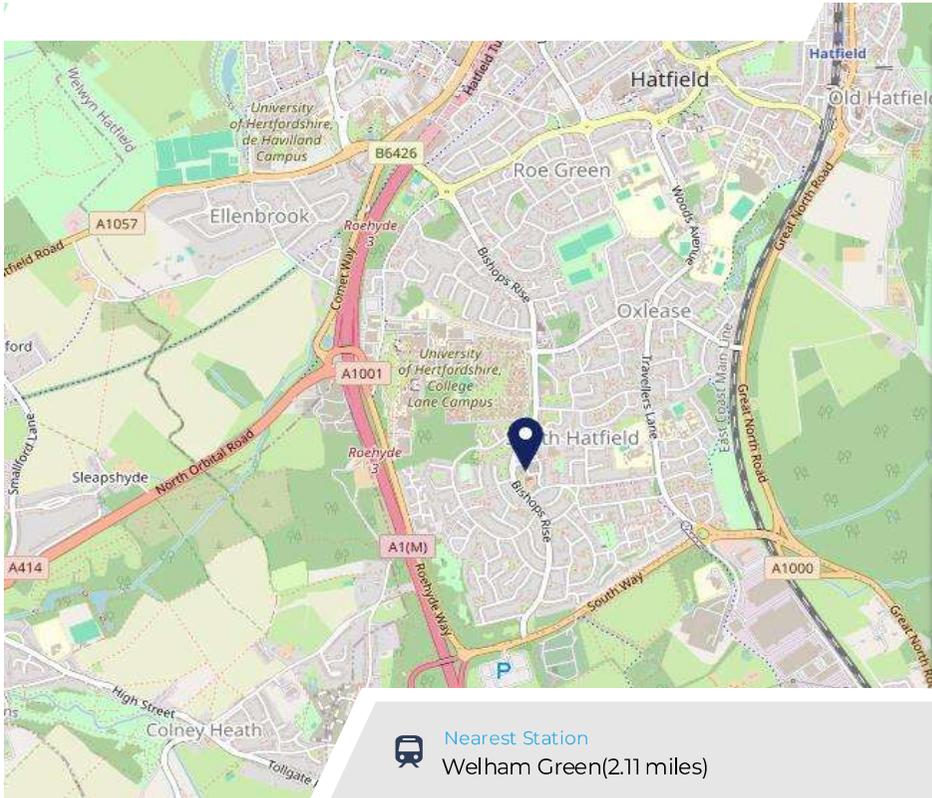
TV Region

London



Urbanicity

Urban city and town



ATV
£10.11



Gender
74.80%
Male



Affluence
50.07%
Low Income



Segmentation
40.61%
Cash Conscious Communities



Age Group
26.52%
55 to 64



Visit Day
24.87%
Sat

Top Competitors



Harpsfield Hall
AL109RQ
JD Wetherspoon

#1



Brewers Fayre Airfield
AL100DA
Brewers Fayre

#2



Miller & Carter Brookm
AL96NA
Miller & Carter

#3



Nearest Station

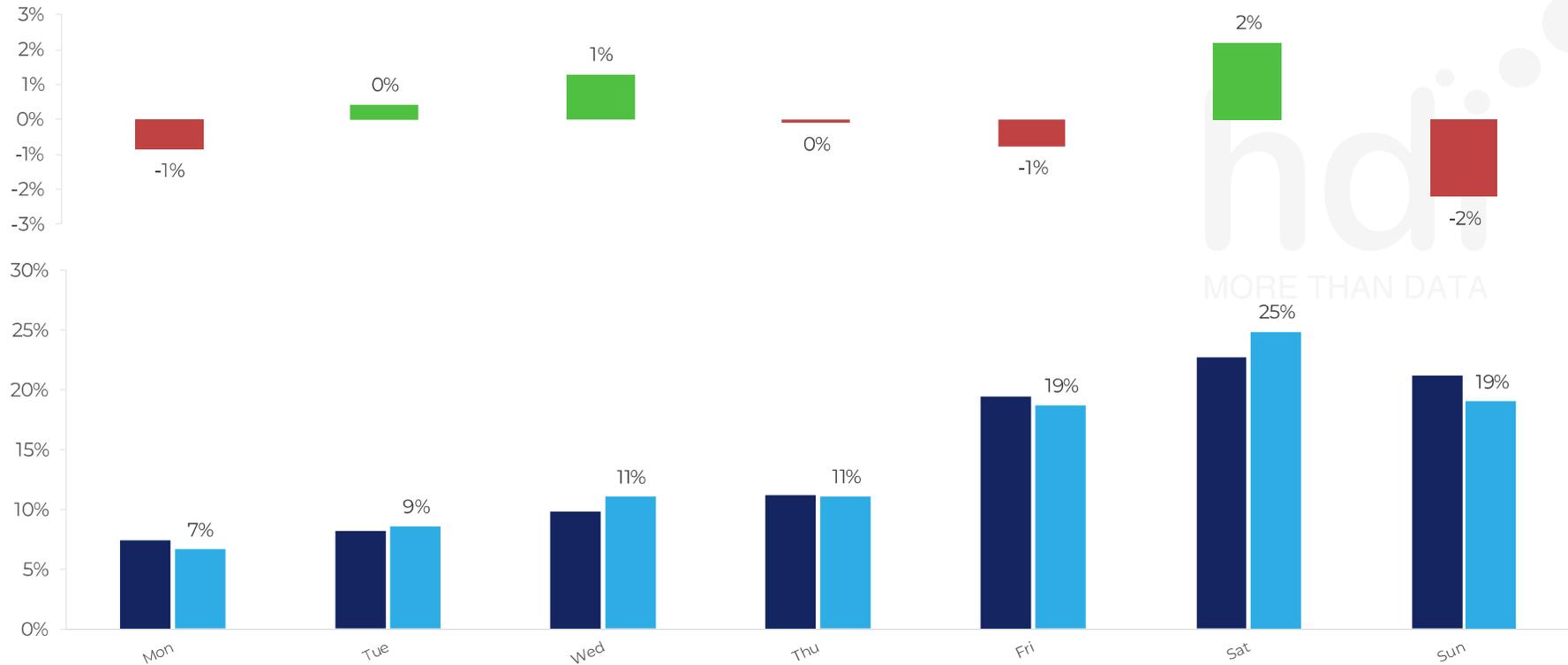
Welham Green(2.11 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Hatfield Tap AL109BZ versus its competitors?

% of spend for Hatfield Tap AL109BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

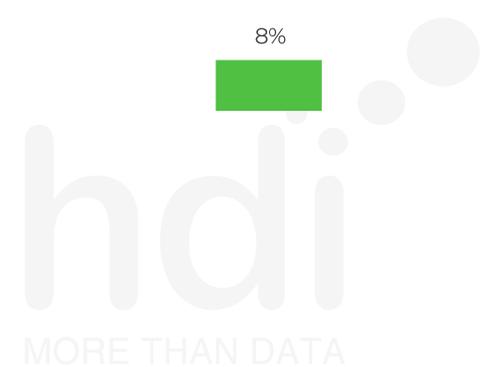
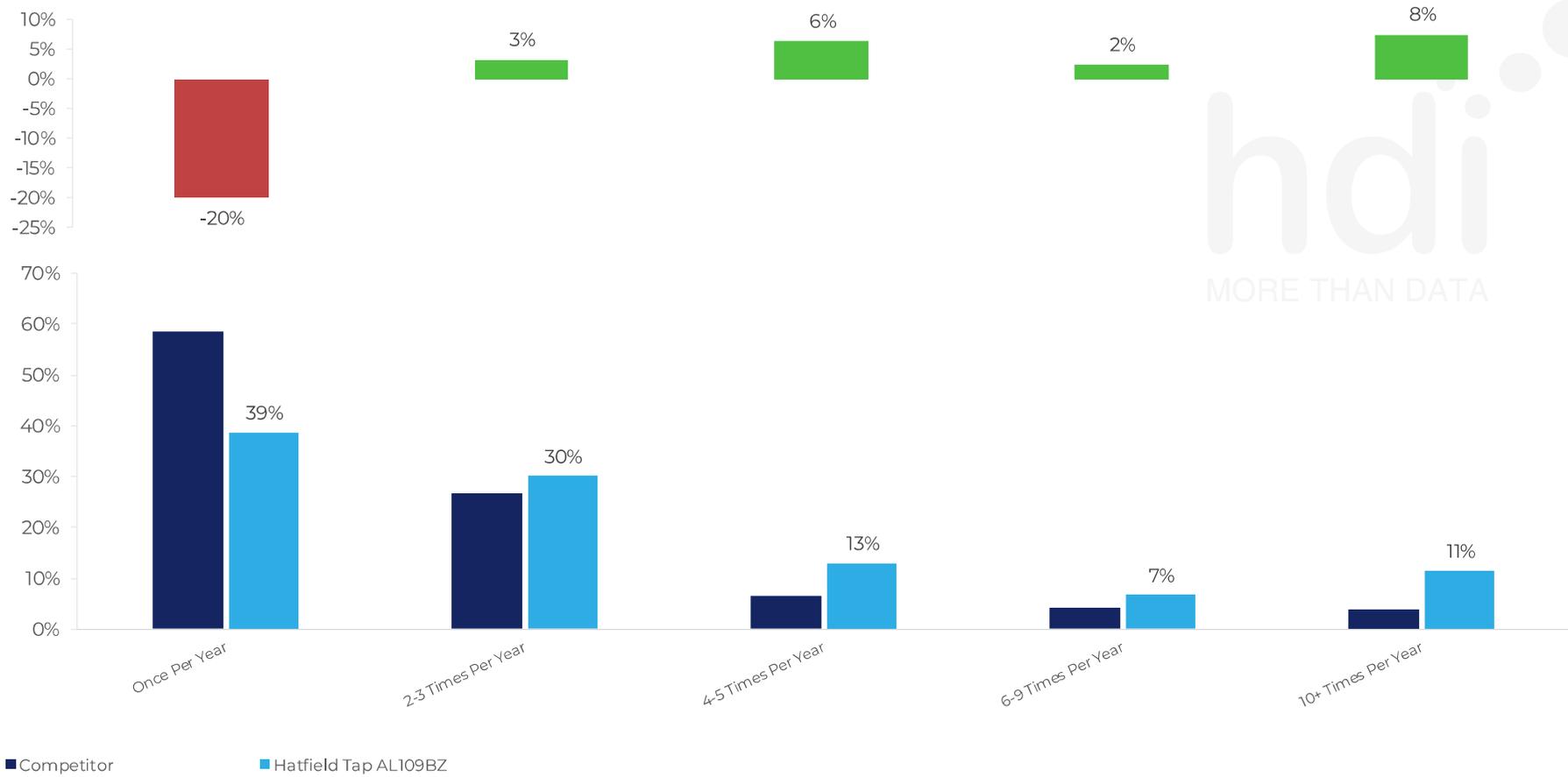
■ Hatfield Tap AL109BZ



Visit Frequency

How frequently per year do customers visit Hatfield Tap AL109BZ versus its competitors?

% of customer numbers for Hatfield Tap AL109BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



■ Competitor

■ Hatfield Tap AL109BZ



522 Site Customers

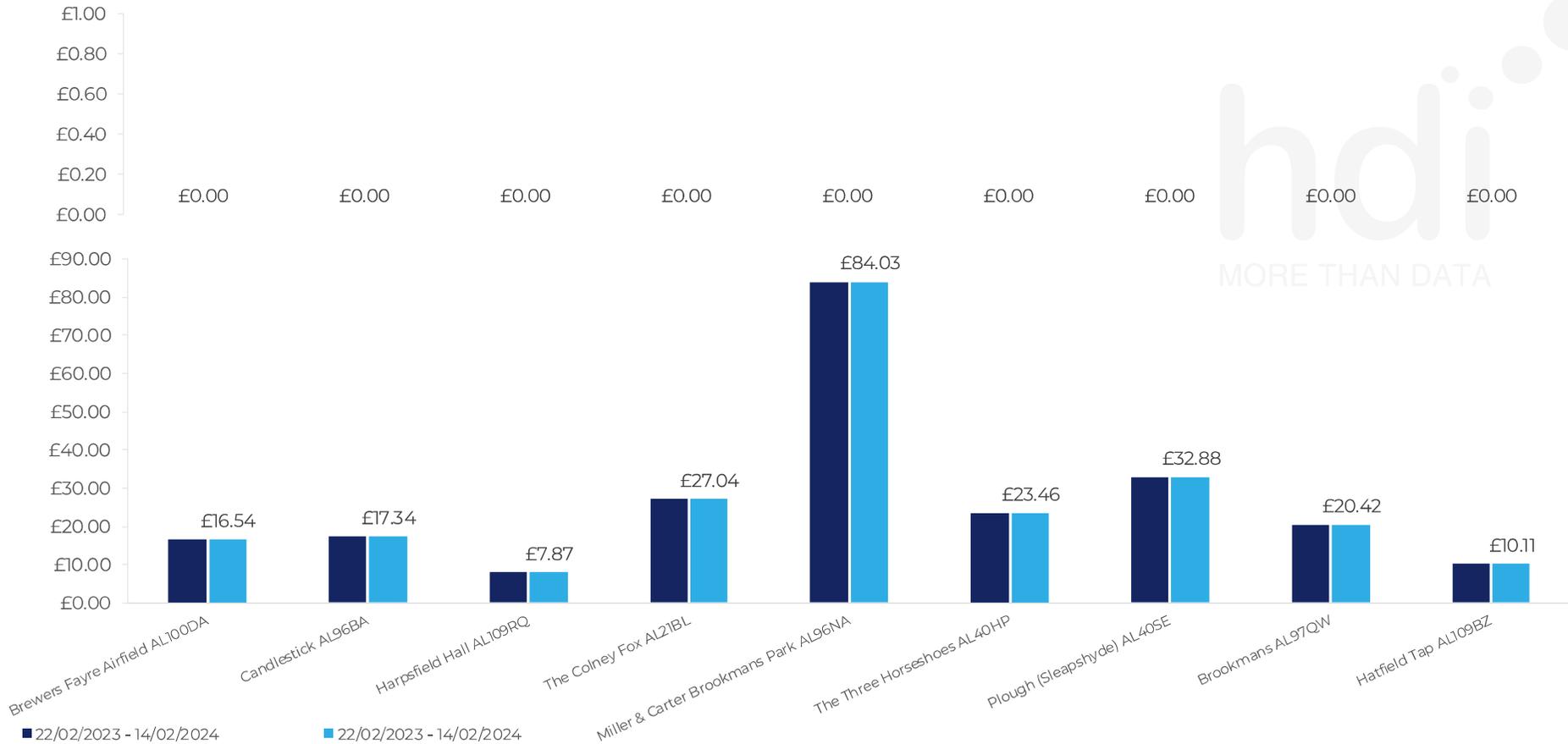
9 Competitors

11416 Competitor Customers



ATV Change

How has ATV changed between two date ranges?

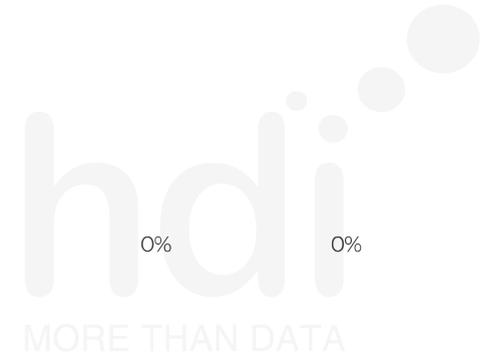
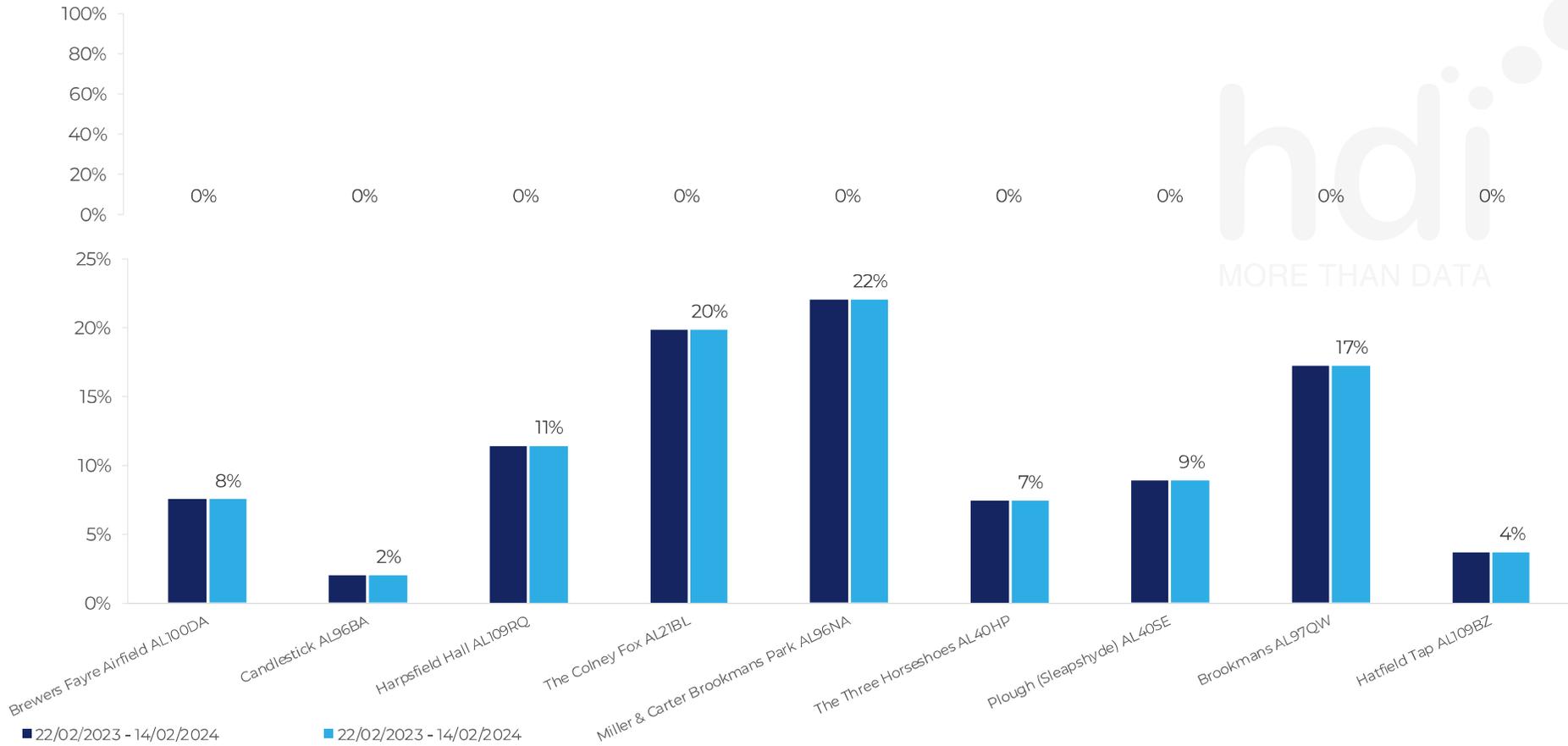




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Hatfield Tap AL109BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

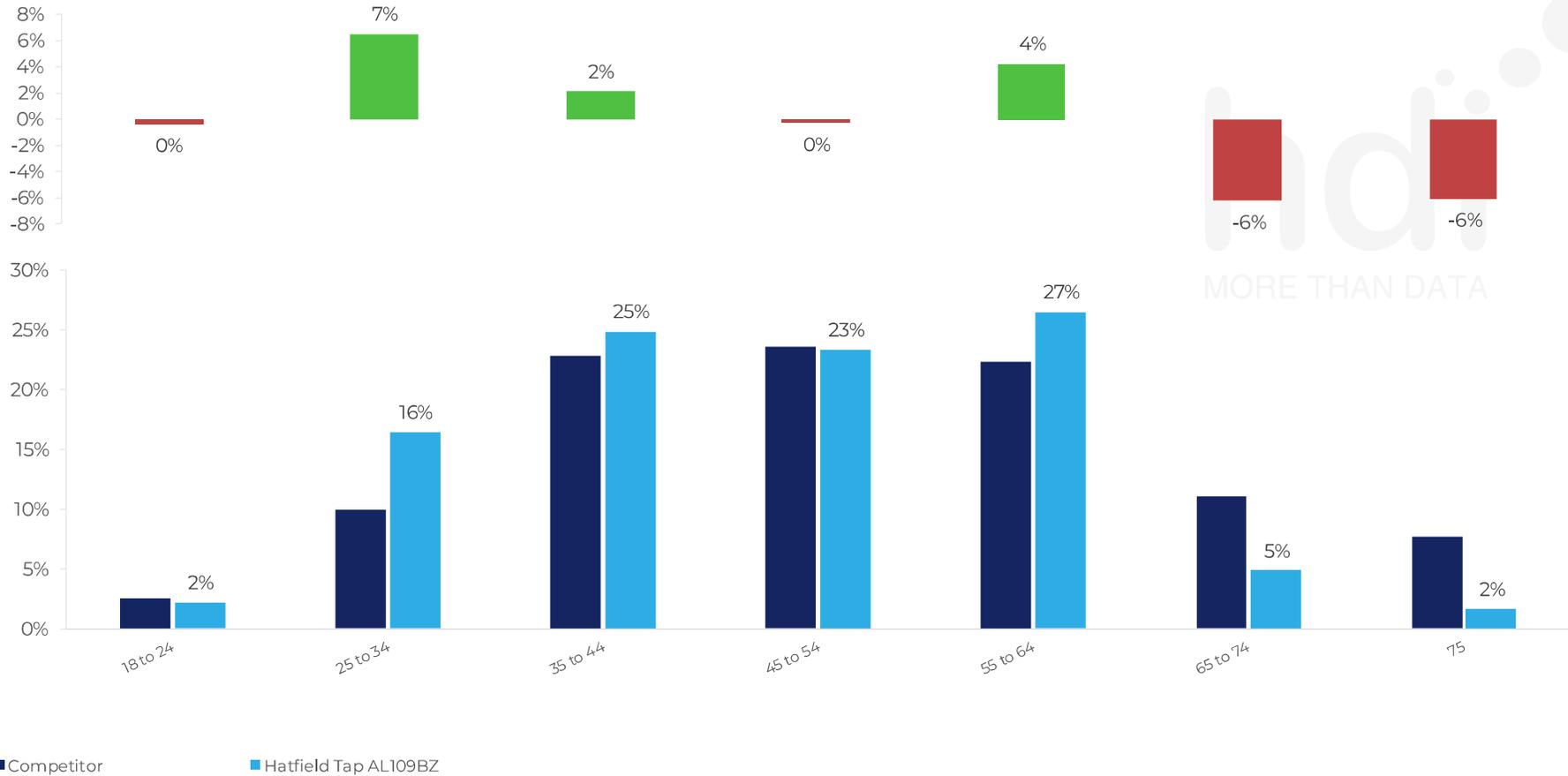




Age

How does the age profile of customers who visit Hatfield Tap AL109BZ compare versus its competitors?

% of spend for Hatfield Tap AL109BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



142 Site Customers

9 Competitors

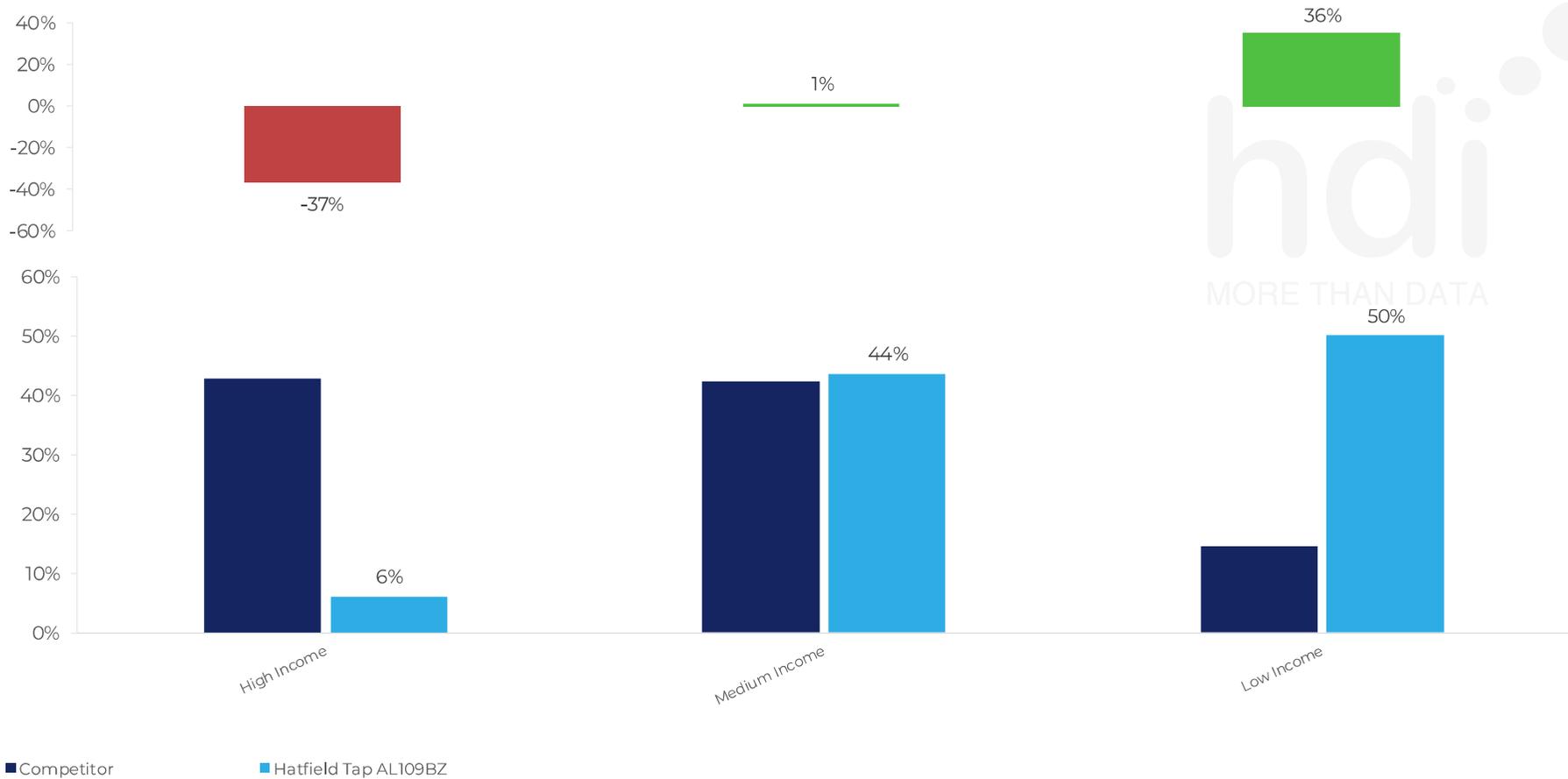
5565 Competitor Customers



Affluence

How does the affluence of customers who visit Hatfield Tap AL109BZ compare versus its competitors?

% of spend for Hatfield Tap AL109BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



142 Site Customers

9 Competitors

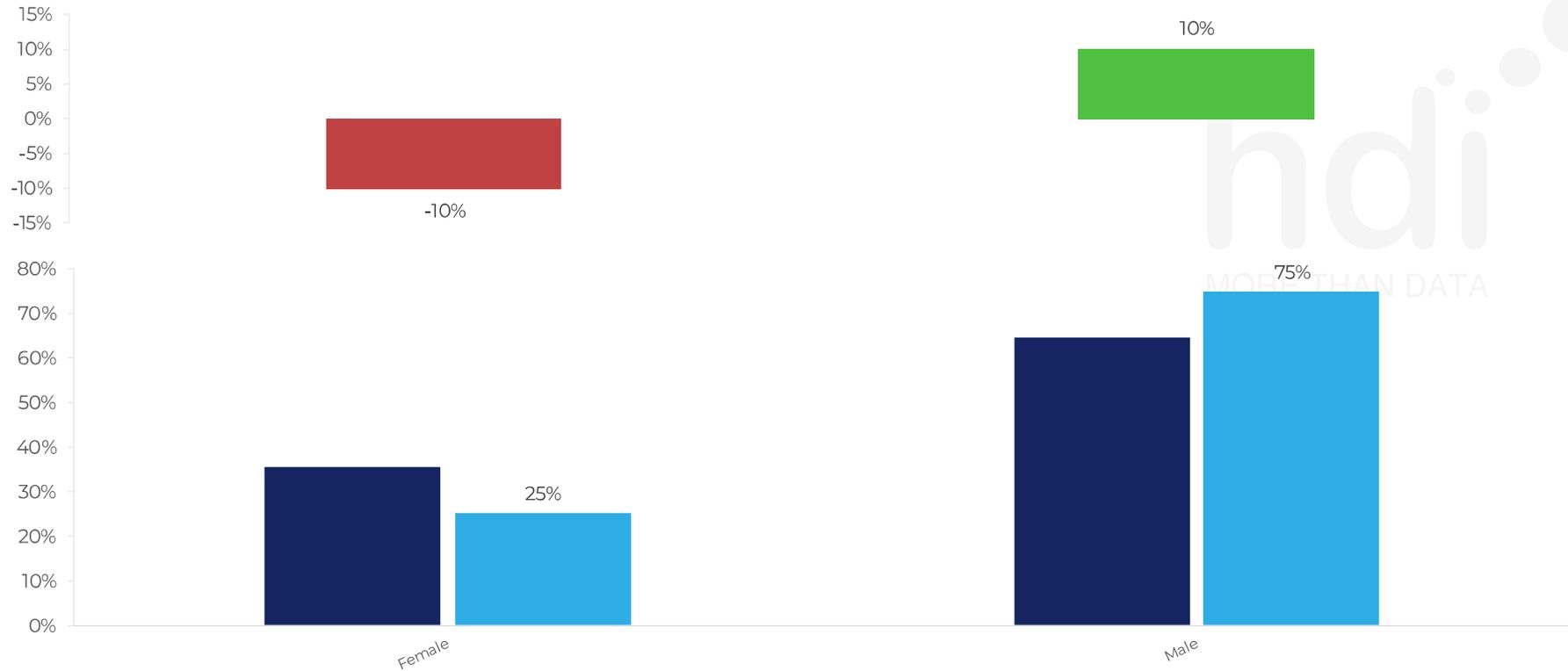
5298 Competitor Customers



Gender

How does the gender profile of customers who visit Hatfield Tap AL109BZ compare versus its competitors?

% of spend for Hatfield Tap AL109BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

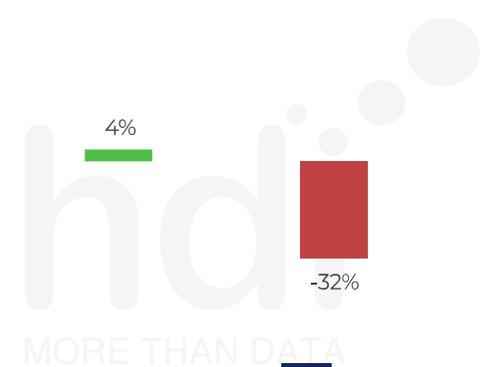
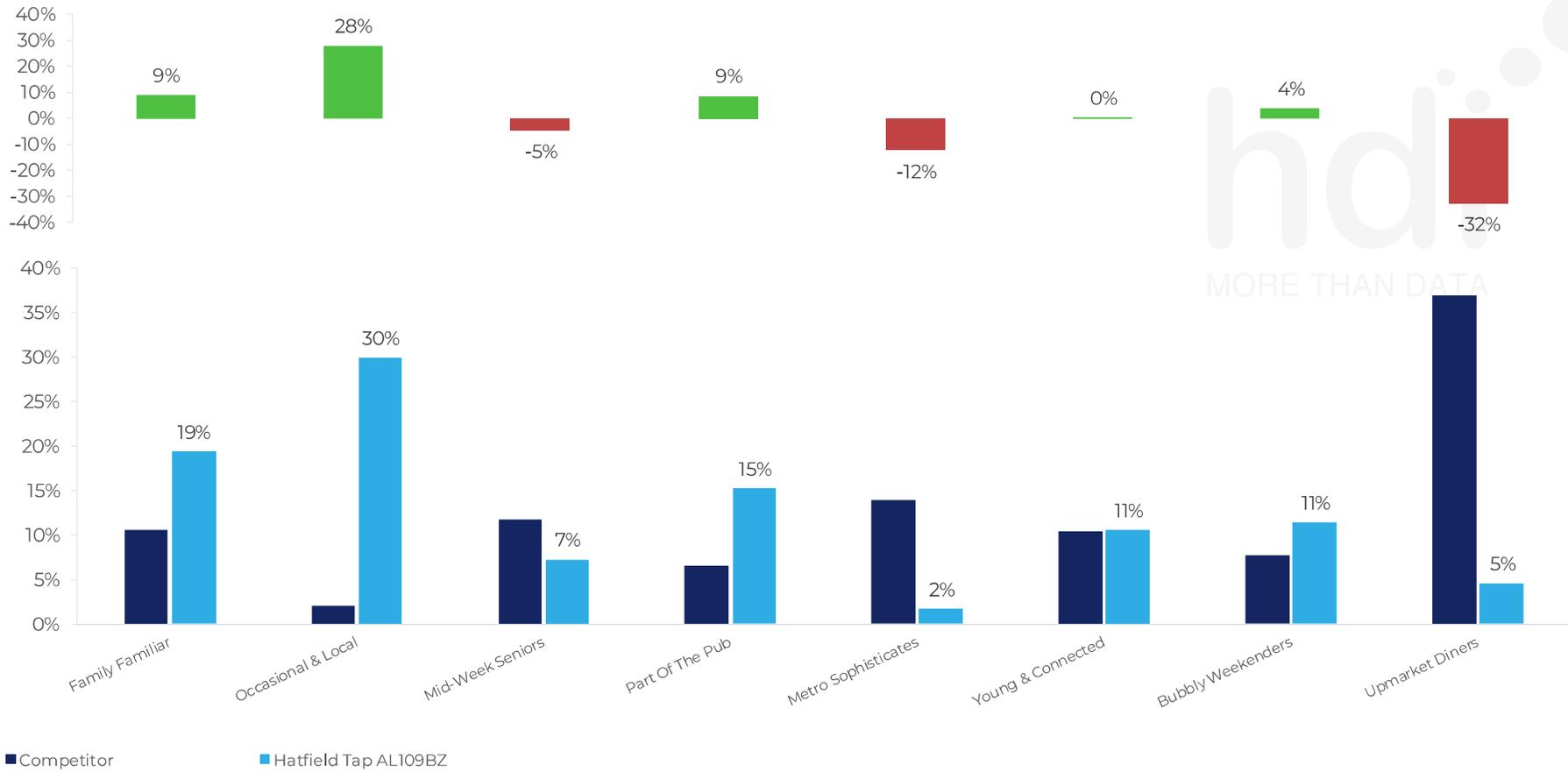
■ Hatfield Tap AL109BZ



Punch Segmentation

How does the Custom segmentation profile of customers who visit Hatfield Tap AL109BZ compare versus its competitors?

% of spend for Hatfield Tap AL109BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



■ Competitor

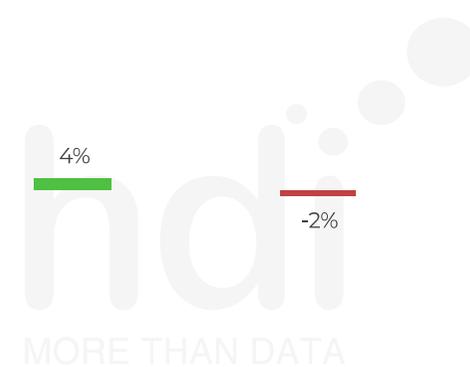
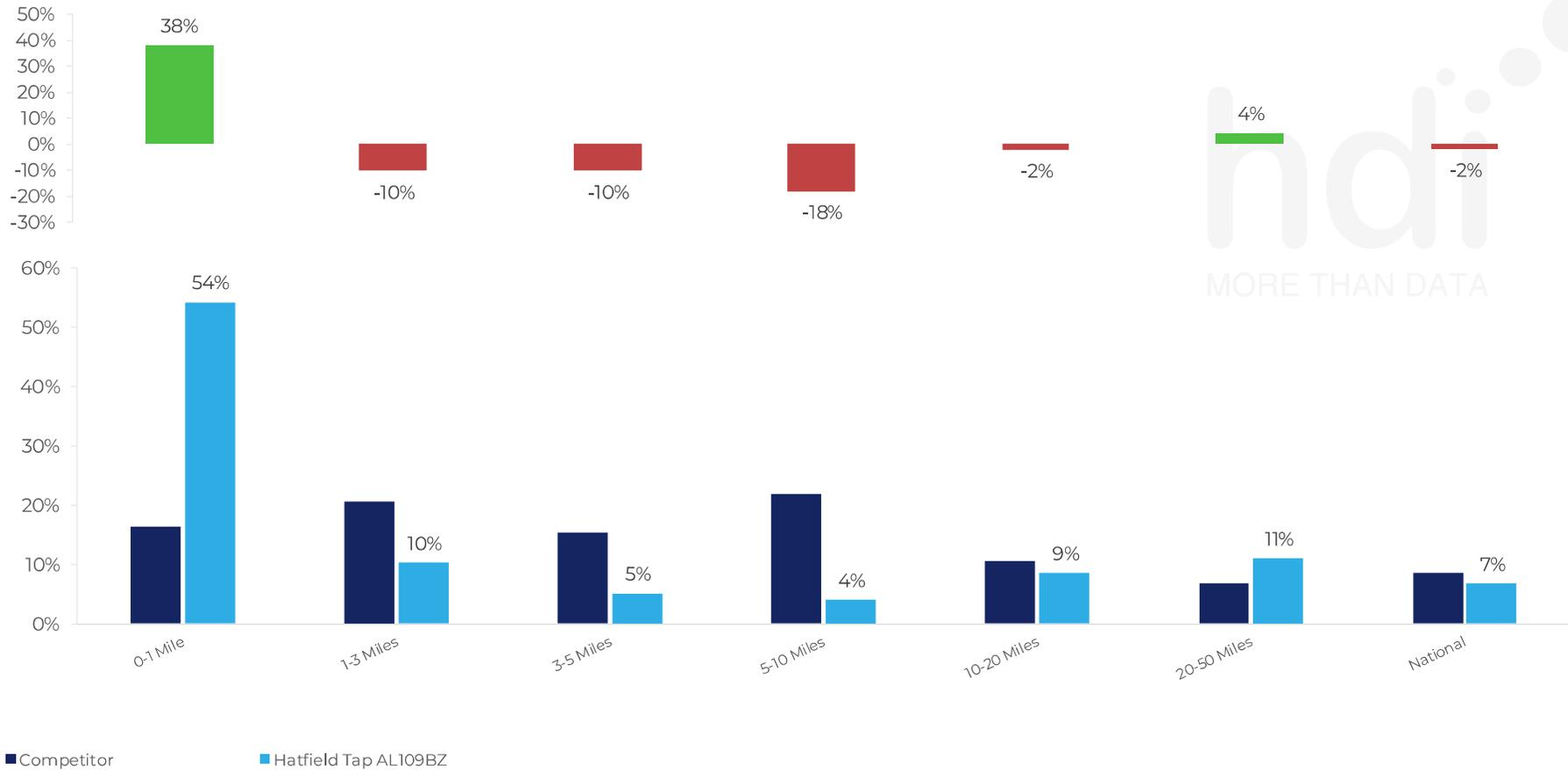
■ Hatfield Tap AL109BZ



Spend by Distance

How does the spend profile of Hatfield Tap AL109BZ compare versus its competitors based on travel distances?

% of spend for Hatfield Tap AL109BZ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



■ Competitor

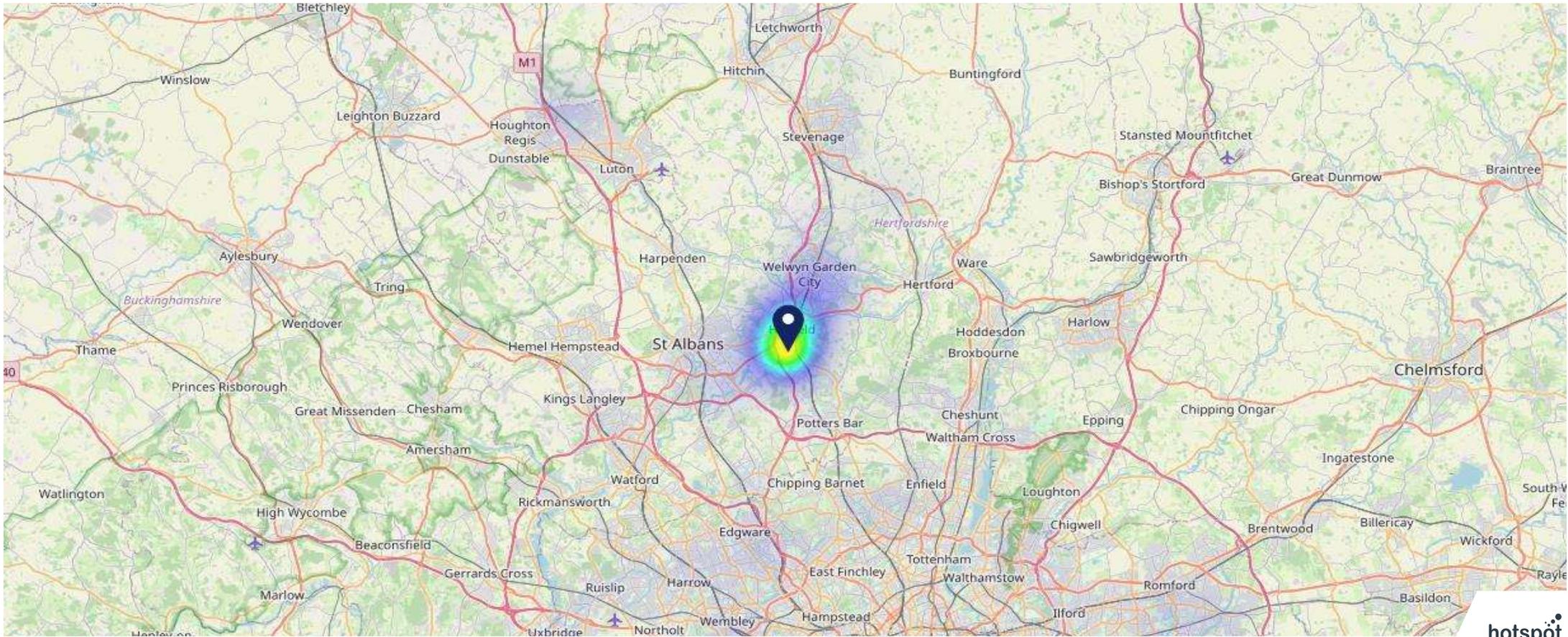
■ Hatfield Tap AL109BZ



Map of Guest Origin

Where do customers of Hatfield Tap AL109BZ come from?

Where do customers of Hatfield Tap AL109BZ for 22/02/2023 - 14/02/2024 live



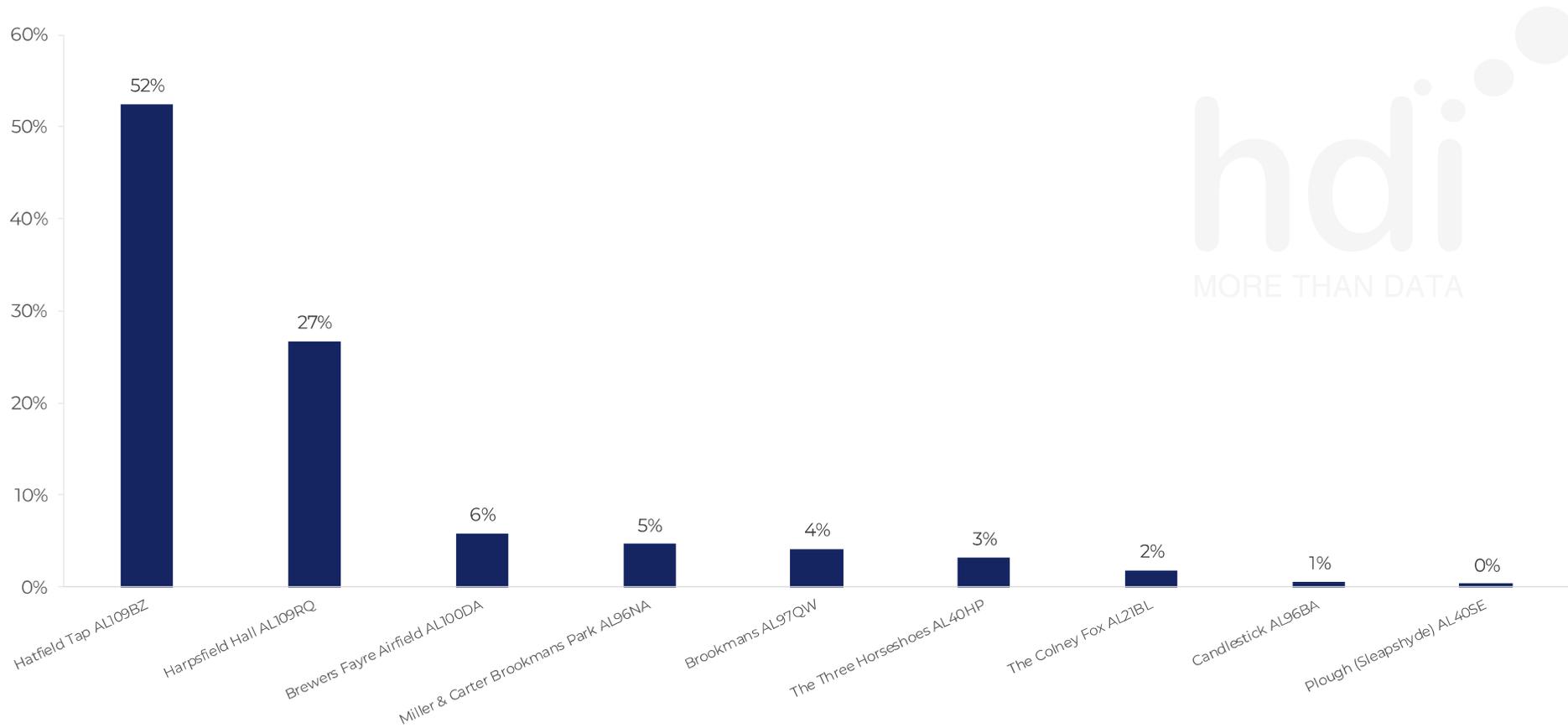
145 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of Hatfield Tap AL109BZ also visit?

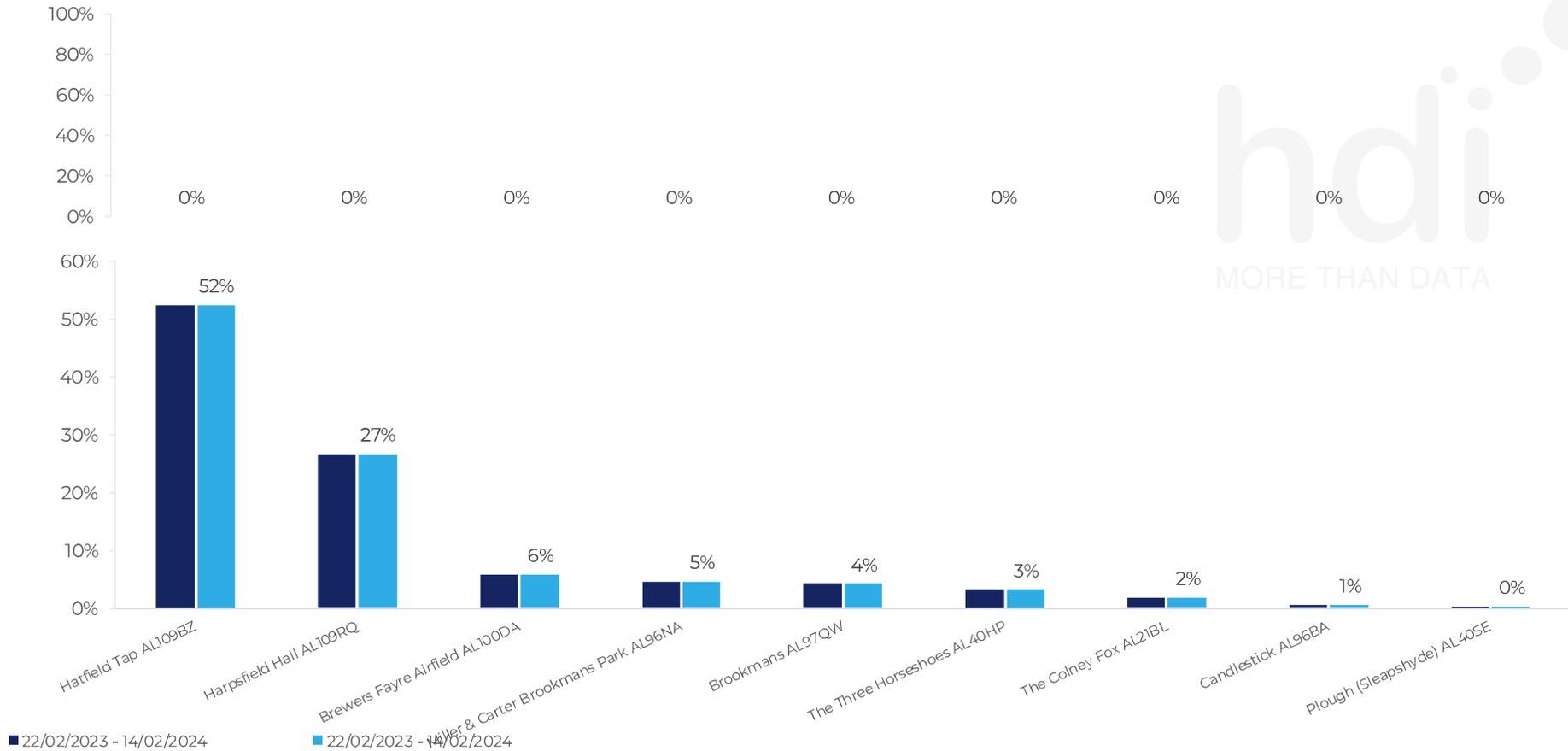
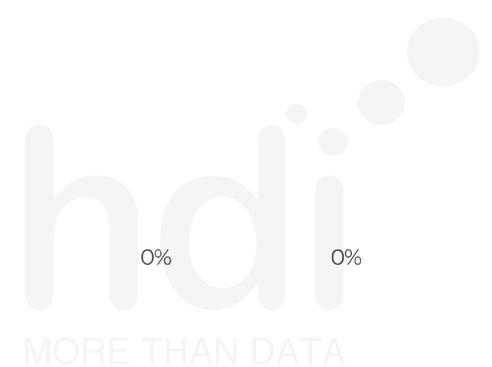
For customers of Hatfield Tap AL109BZ, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Hatfield Tap AL109BZ changed between two date ranges?



22/02/2023 - 14/02/2024

22/02/2023 - 14/02/2024

522 Site Customers



Market Summary

How does the local area for Hatfield Tap AL109BZ 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	£599K	4	£673K	3	£6.55M	4	£43.07M	4
Weekpart	Mon - Thu	40.8%	6	40.9%	6	45.2%	8	44.9%	9
Weekpart	Fri - Sat	43.7%	5	44.2%	6	38.9%	2	39.5%	2
Weekpart	Sun	15.5%	7	14.9%	6	15.9%	7	15.6%	5
Age	18 to 24	1.4%	2	2.8%	2	5.7%	5	4.1%	2
Age	25 to 34	17.1%	3	15.3%	2	15.0%	2	13.5%	1
Age	35 to 44	31.3%	10	32.6%	10	28.6%	10	26.6%	9
Age	45 to 54	25.8%	9	27.2%	10	25.1%	10	21.7%	8
Age	55 to 64	17.2%	7	16.3%	6	15.1%	5	19.7%	9
Age	65 to 74	3.5%	3	2.8%	2	6.8%	6	9.2%	8
Age	75+	3.7%	8	2.9%	7	3.7%	7	5.3%	9
CAMEO	Business Elite	2.8%	3	4.8%	4	8.9%	7	13.1%	8
CAMEO	Prosperous Professionals	1.9%	2	2.7%	2	4.7%	4	5.0%	4
CAMEO	Flourishing Society	4.2%	2	4.4%	1	15.4%	7	16.9%	8
CAMEO	Content Communities	4.3%	1	11.6%	5	13.2%	6	12.8%	6
CAMEO	White Collar Neighbourhoods	6.2%	2	9.3%	3	11.0%	5	9.9%	3
CAMEO	Enterprising Mainstream	3.3%	2	2.7%	1	3.5%	1	3.6%	1
CAMEO	Paying The Mortgage	30.8%	10	26.6%	10	18.9%	8	18.2%	8
CAMEO	Cash Conscious Communities	28.8%	10	23.3%	10	9.3%	6	8.0%	4
CAMEO	On A Budget	17.4%	10	14.4%	10	14.0%	10	11.5%	9
CAMEO	Family Value	0.2%	1	0.2%	1	1.2%	3	1.0%	2
Affluence	AB	8.8%	1	11.9%	2	29.0%	6	35.0%	7
Affluence	C1C2	44.7%	4	50.2%	6	46.5%	4	44.6%	4
Affluence	DE	46.4%	10	37.9%	9	24.5%	7	20.5%	6