



Royal Oak SG13RA

SG13RA

McMullens



Work Area

Stevenage and Welwyn Garden City



Region

East of England



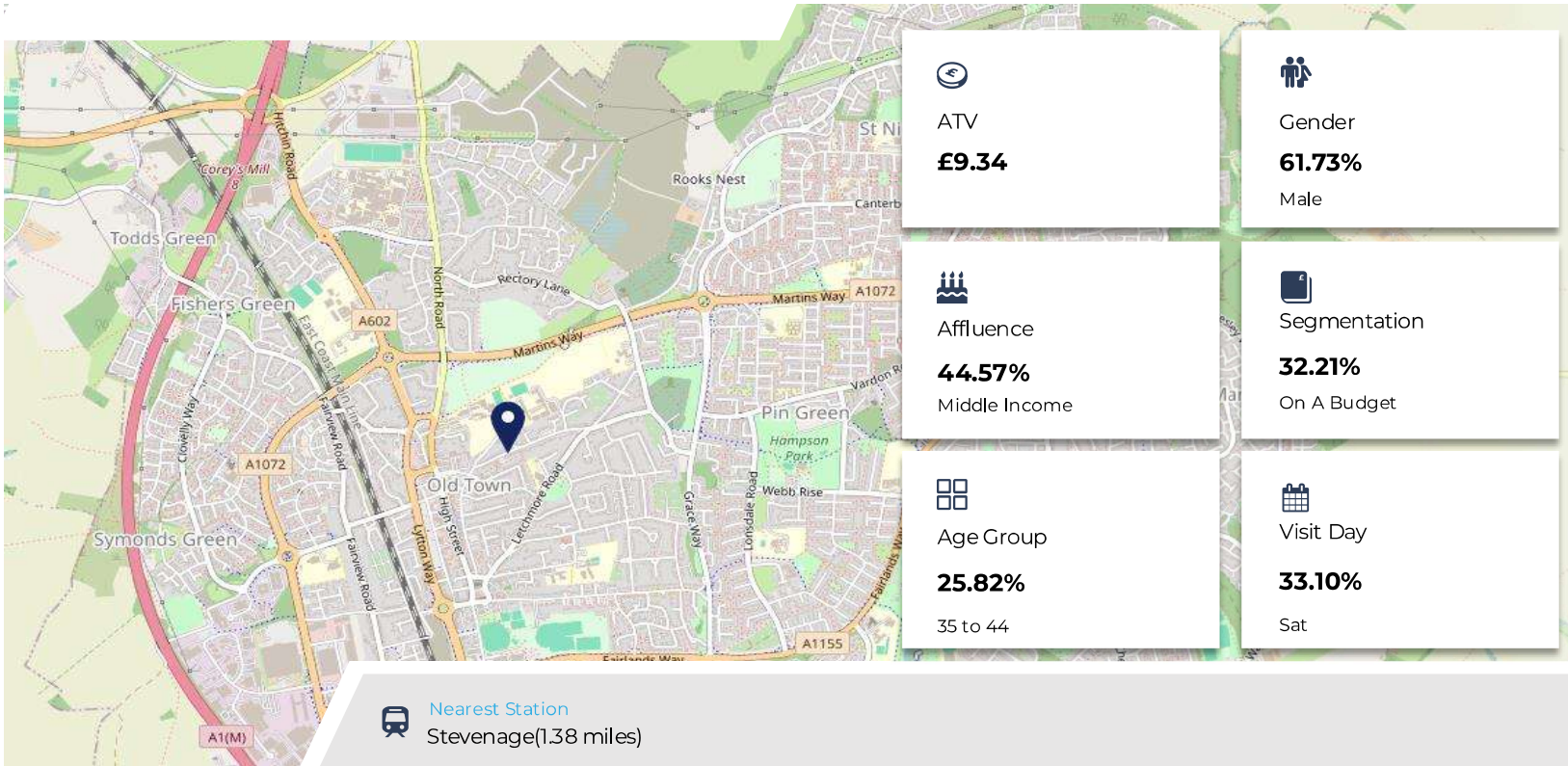
TV Region

Anglia



Urbanicity

Urban city and town



ATV
£9.34



Gender
61.73%
Male



Affluence
44.57%
Middle Income



Segmentation
32.21%
On A Budget



Age Group
25.82%
35 to 44



Visit Day
33.10%
Sat



Nearest Station

Stevenage(1.38 miles)

Top Competitors



Mulberry Tree (Stevenage) #1
SG13EA
GK Urban Core



The Standing Order #2
SG13AU
JD Wetherspoon



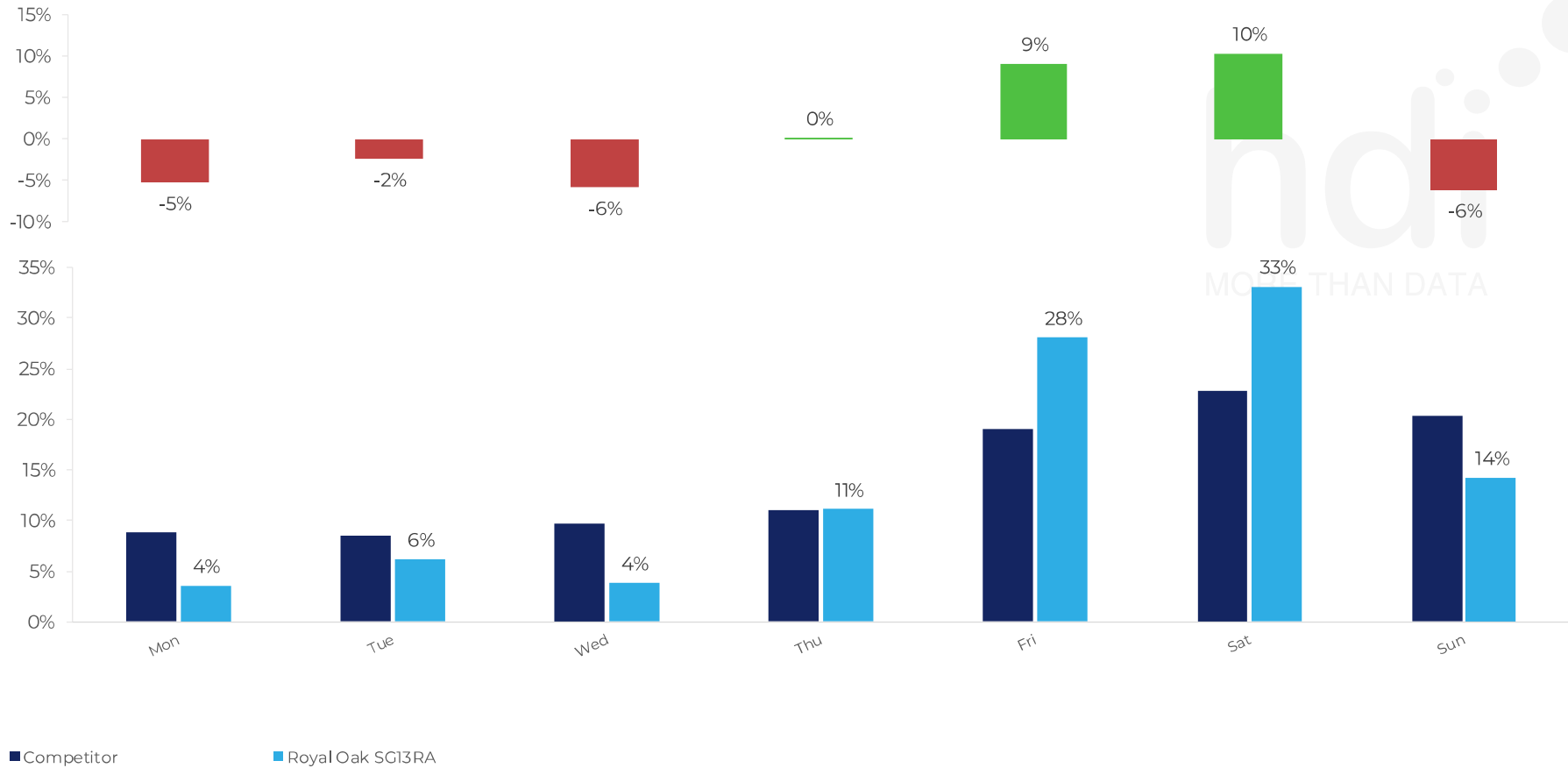
Red Lion (Stevenage) #3
SG13DW
GK Urban Core



Spend by Weekpart

How is customer spend distributed throughout the week for Royal Oak SG13RA versus its competitors?

% of spend for Royal Oak SG13RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

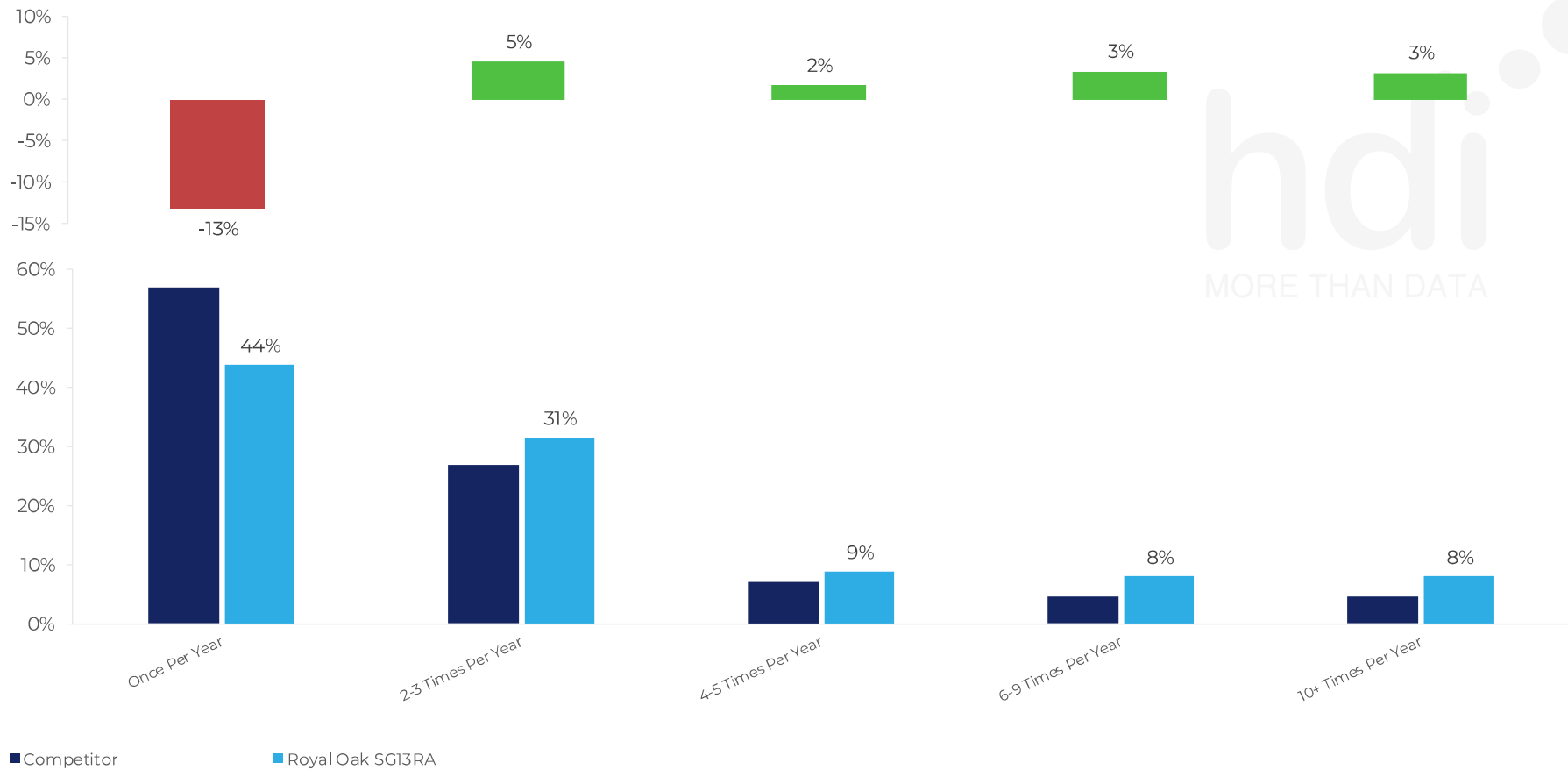




Visit Frequency

How frequently per year do customers visit Royal Oak SG13RA versus its competitors?

% of customer numbers for Royal Oak SG13RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



591 Site Customers

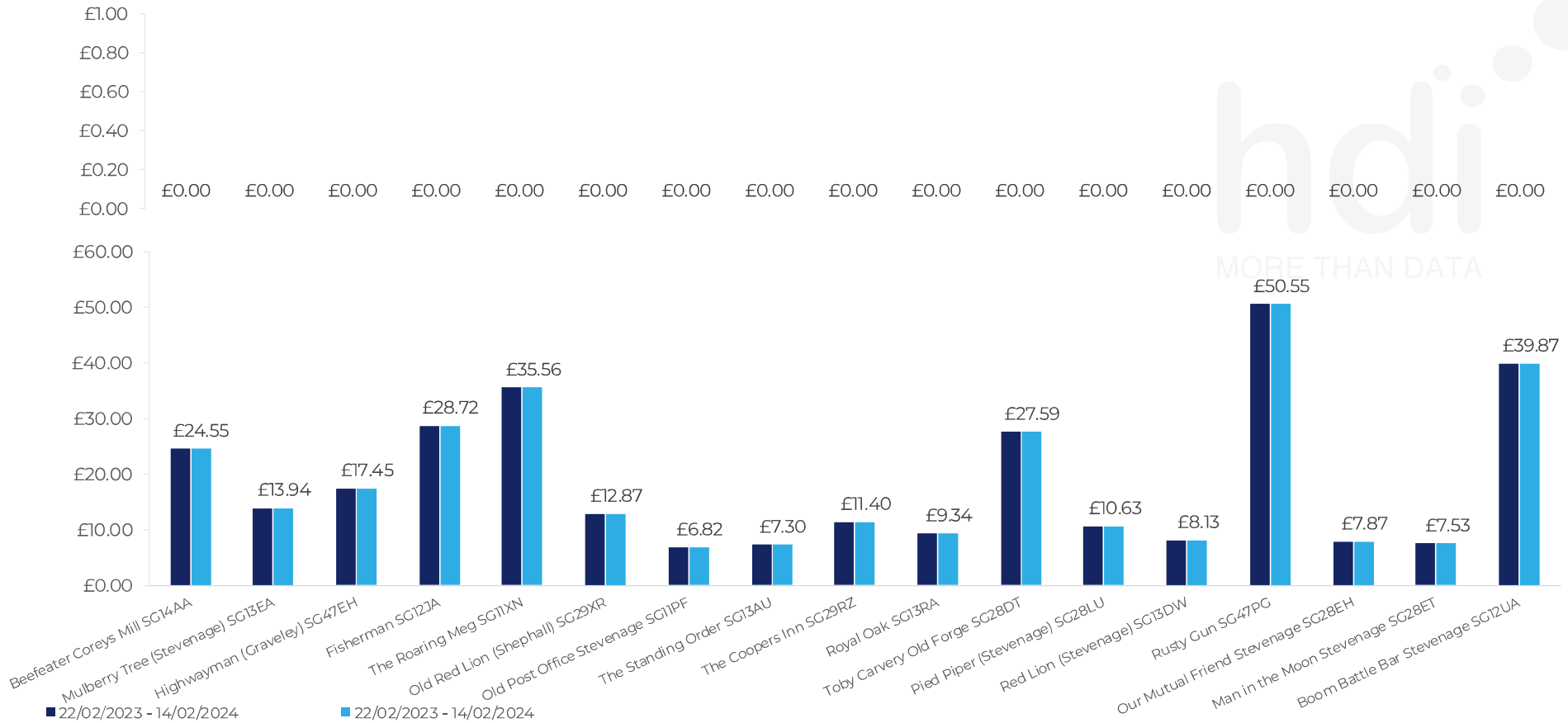
19 Competitors

25459 Competitor Customers



ATV Change

How has ATV changed between two date ranges?

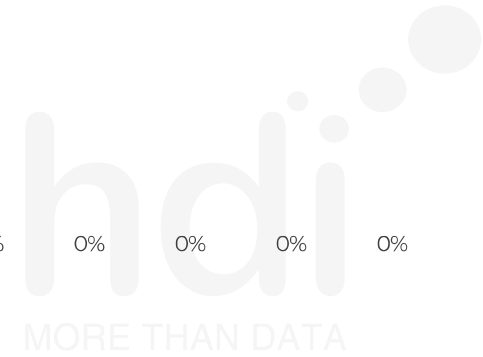
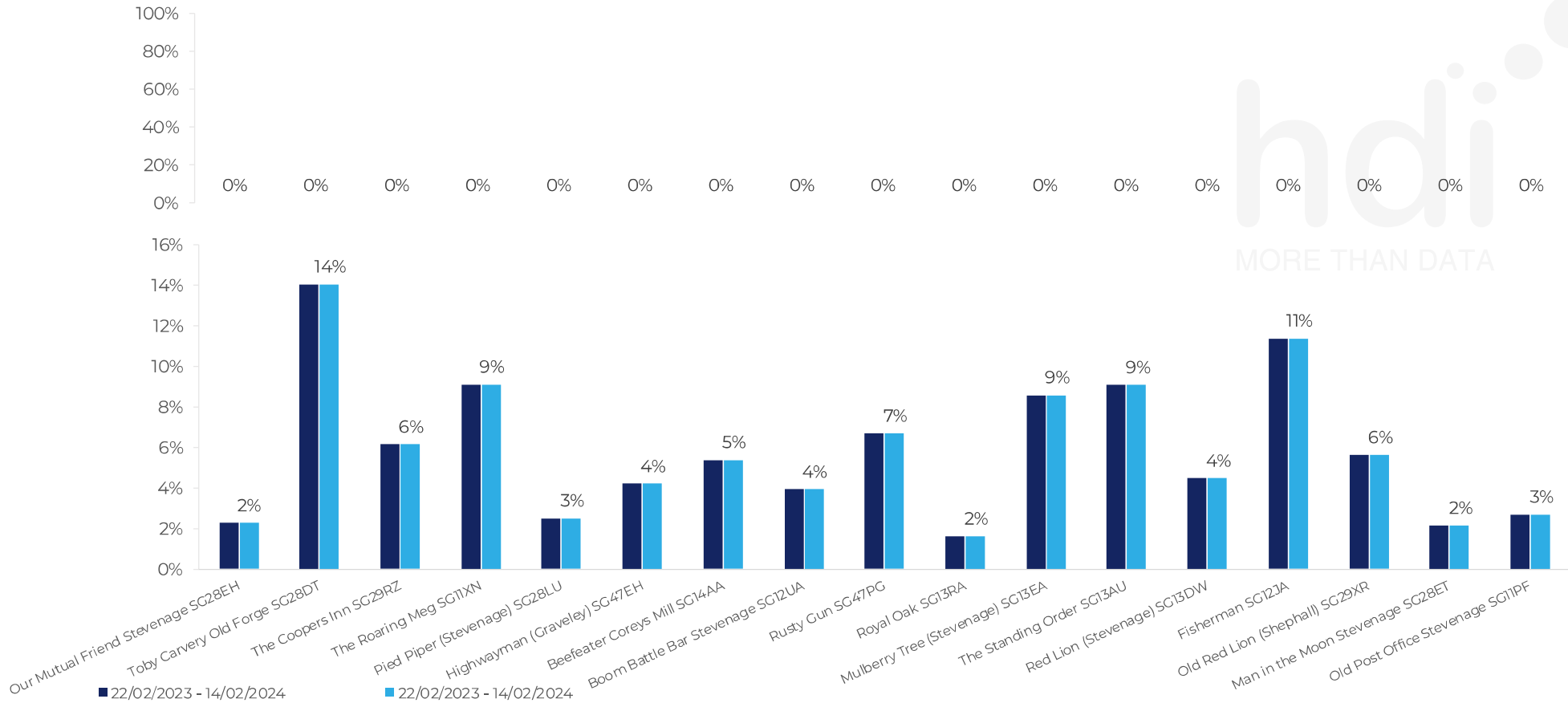




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Royal Oak SG13RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

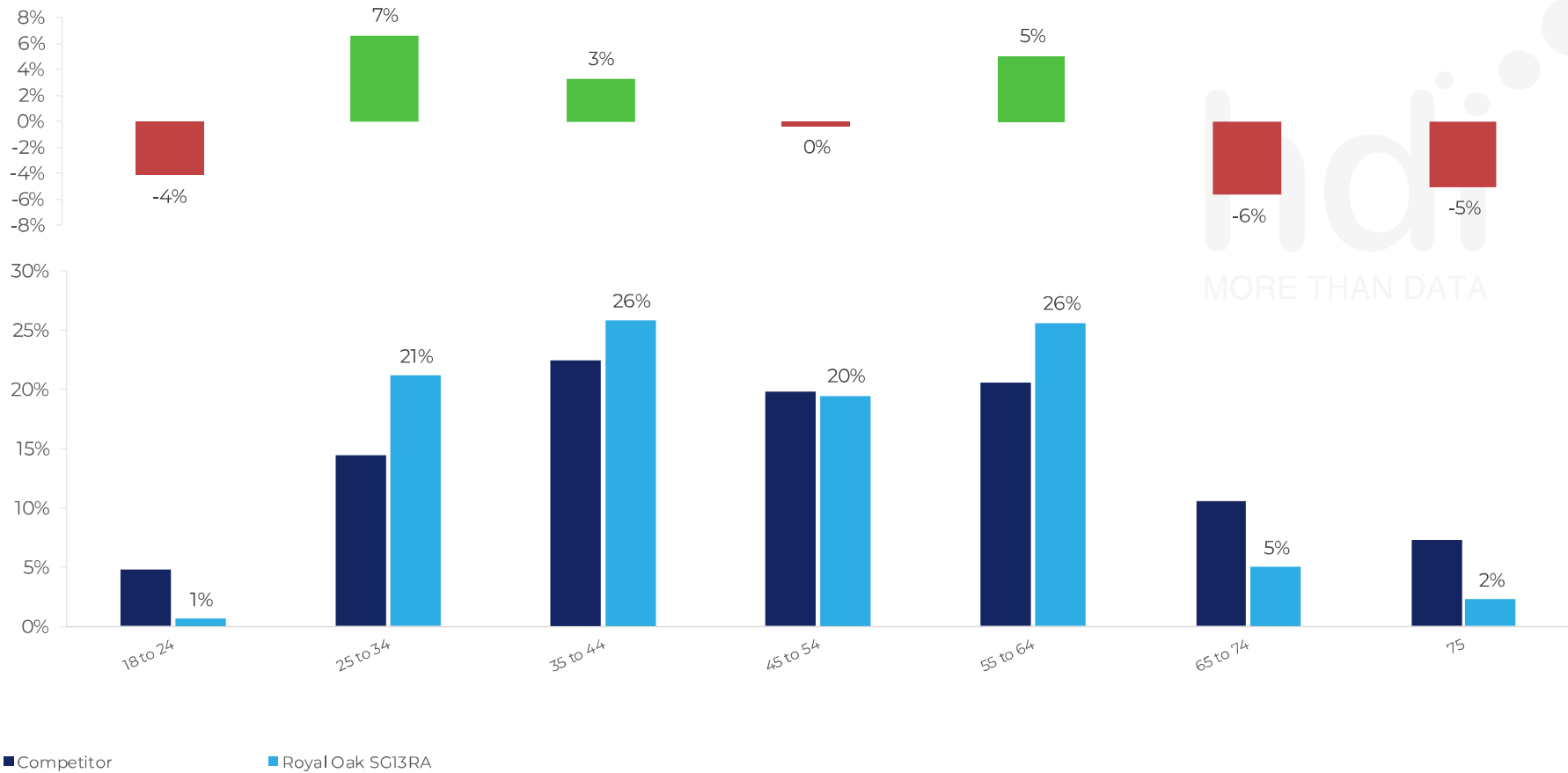




Age

How does the age profile of customers who visit Royal Oak SG13RA compare versus its competitors?

% of spend for Royal Oak SG13RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

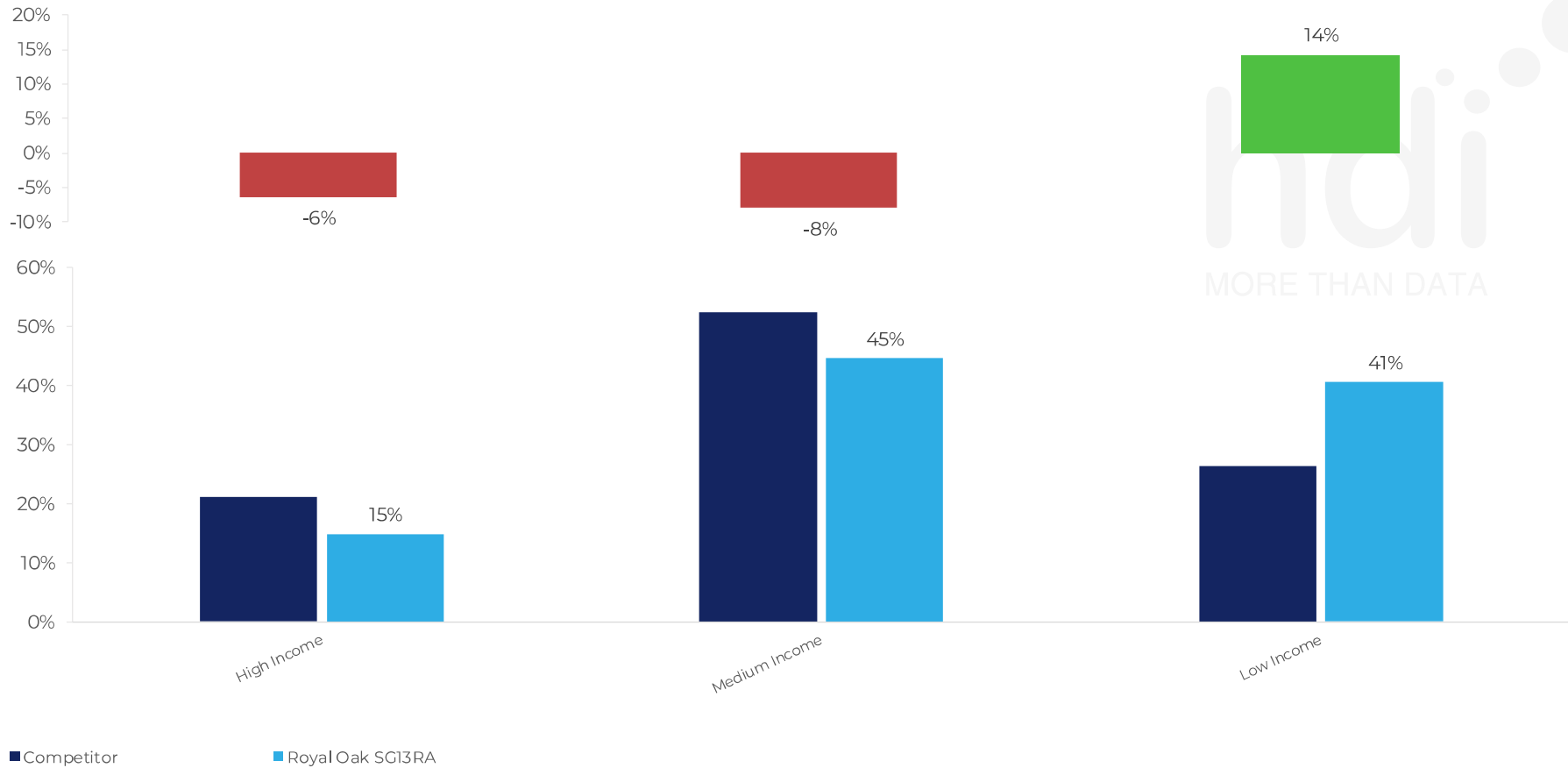




Affluence

How does the affluence of customers who visit Royal Oak SG13RA compare versus its competitors?

% of spend for Royal Oak SG13RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



232 Site Customers

19 Competitors

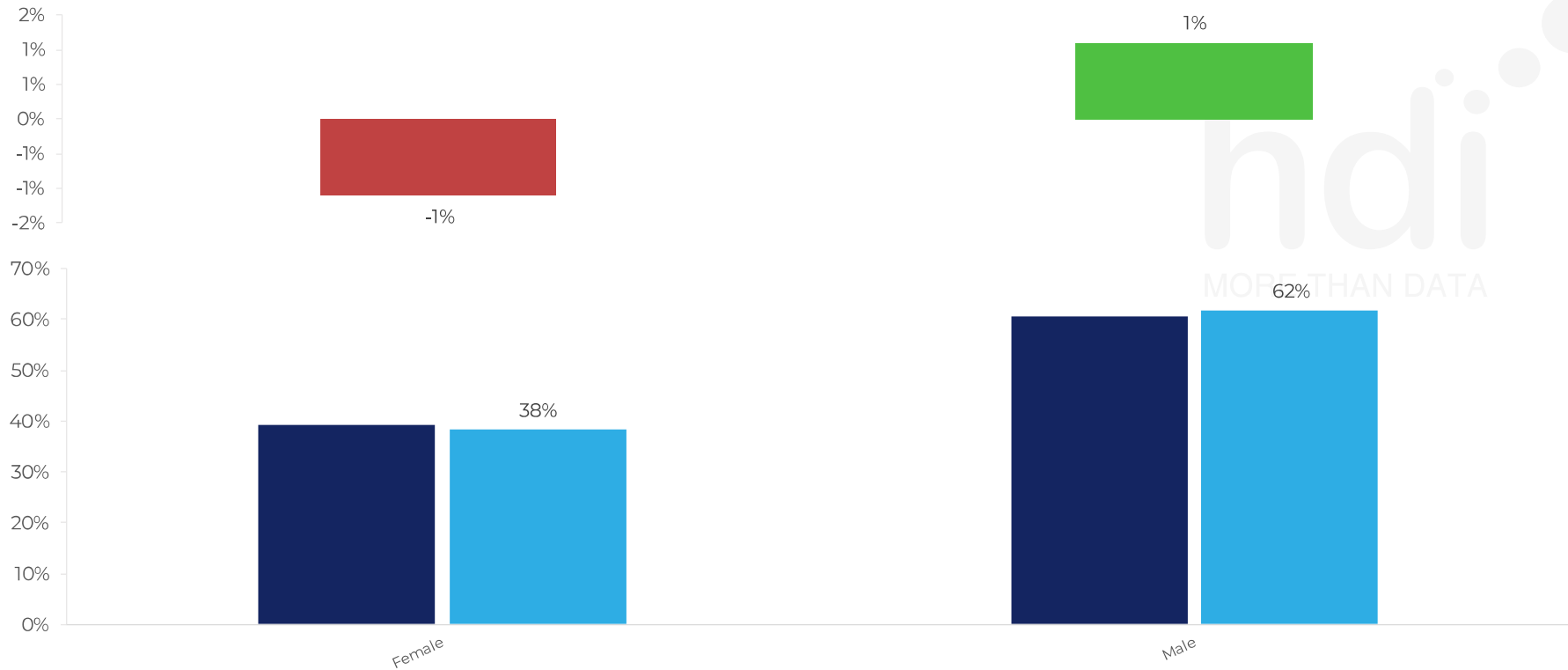
10723 Competitor Customers



Gender

How does the gender profile of customers who visit Royal Oak SG13RA compare versus its competitors?

% of spend for Royal Oak SG13RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

■ Royal Oak SG13RA

246 Site Customers

19 Competitors

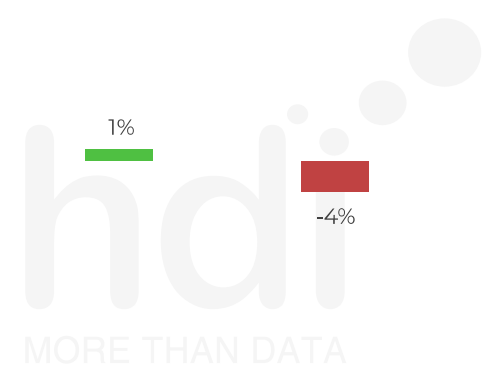
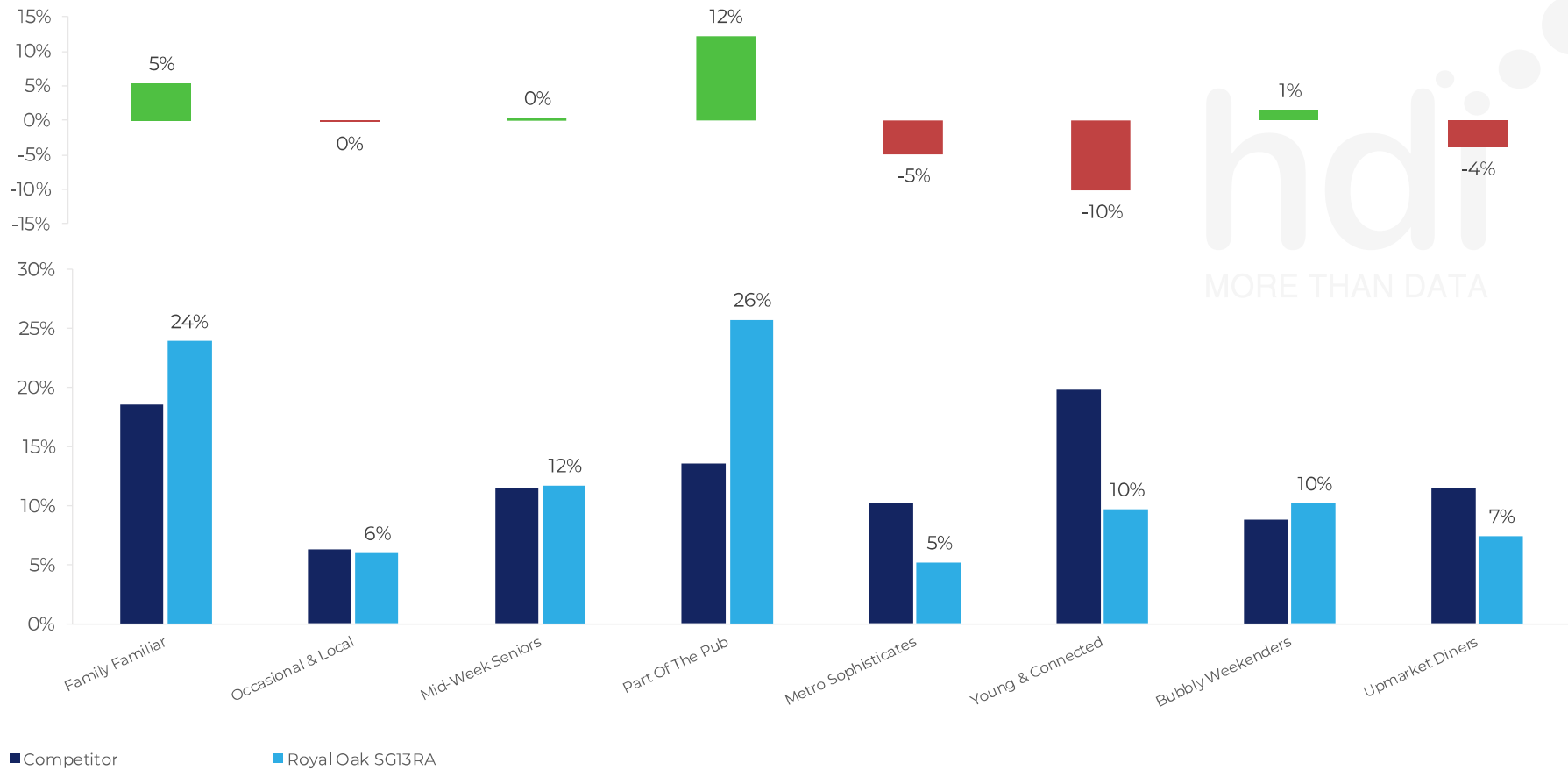
11254 Competitor Customers



Punch Segmentation

How does the Custom segmentation profile of customers who visit Royal Oak SG13RA compare versus its competitors?

% of spend for Royal Oak SG13RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



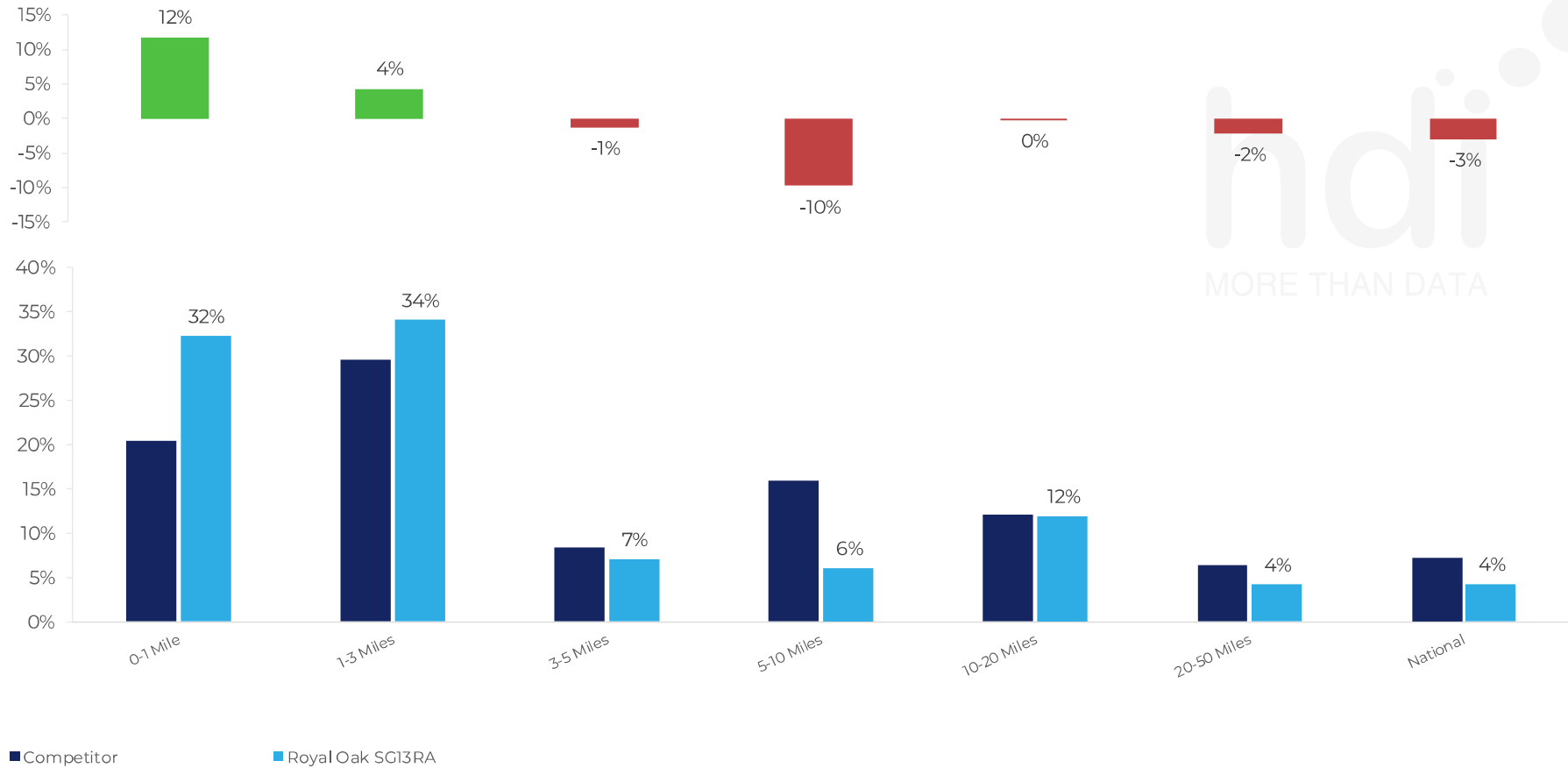
■ Competitor

■ Royal Oak SG13RA

Spend by Distance

How does the spend profile of Royal Oak SG13RA compare versus its competitors based on travel distances?

% of spend for Royal Oak SG13RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

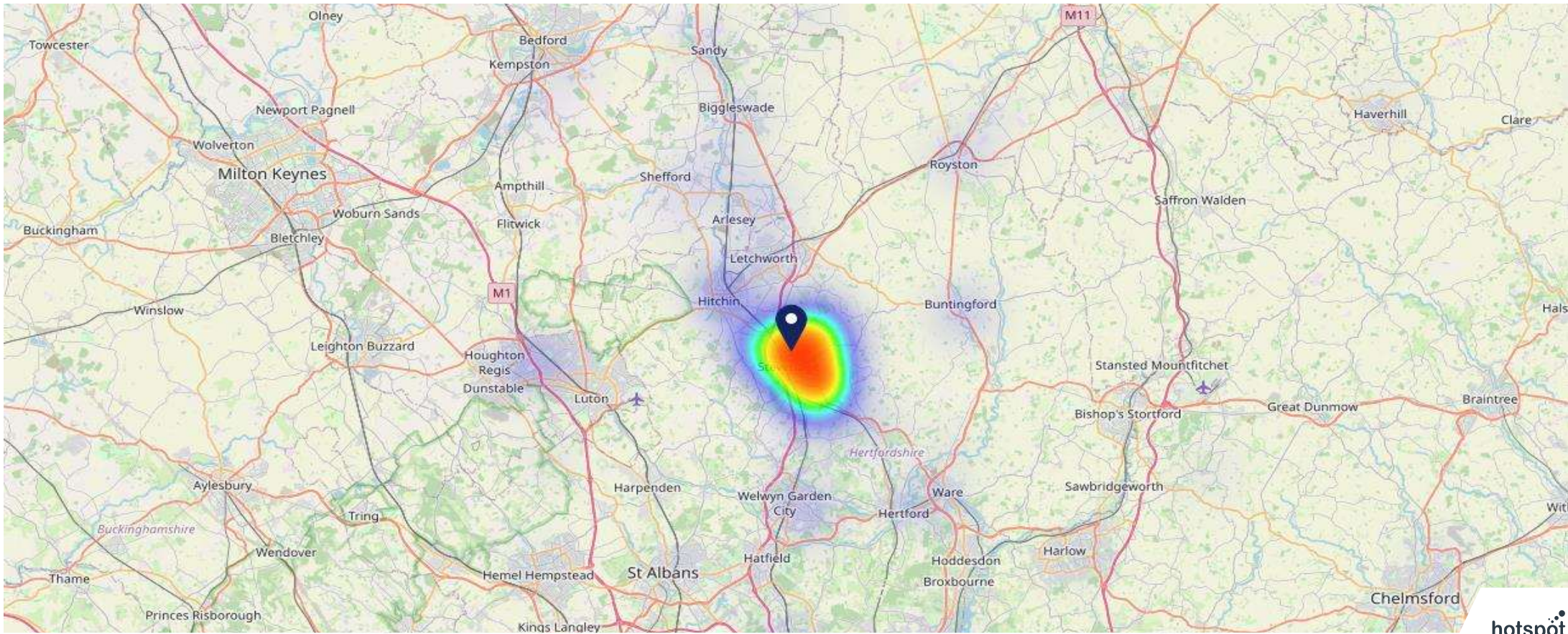




Map of Guest Origin

Where do customers of Royal Oak SG13RA come from?

Where do customers of Royal Oak SG13RA for 22/02/2023 - 14/02/2024 live



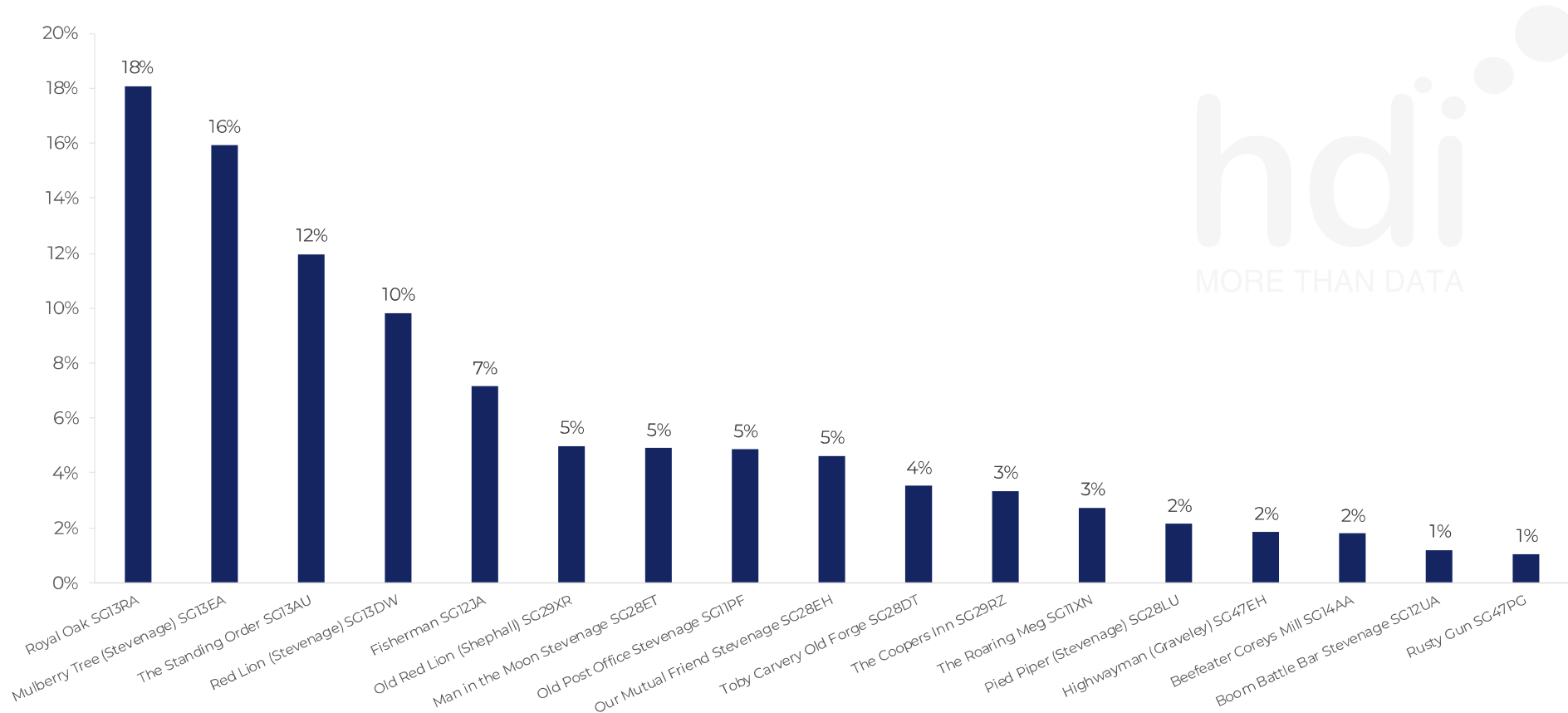
246 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of Royal Oak SG13RA also visit?

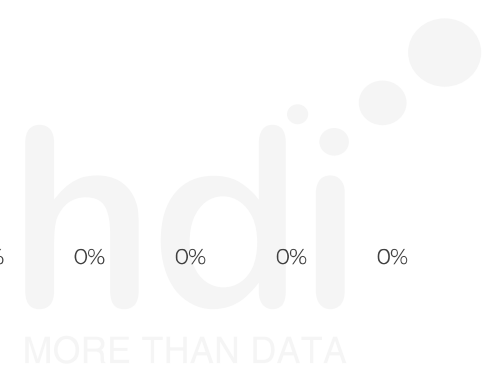
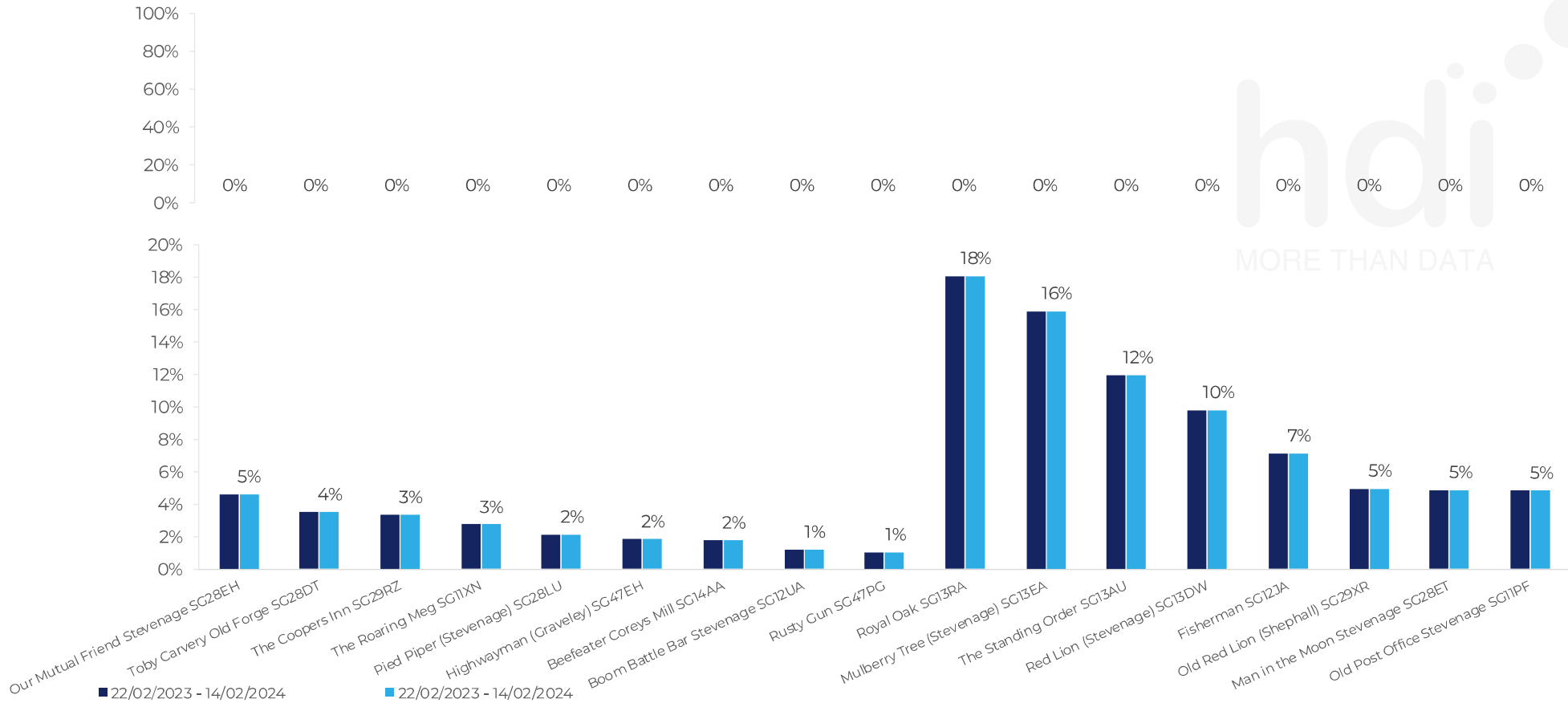
For customers of Royal Oak SG13RA, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Royal Oak SG13RA changed between two date ranges?



591 Site Customers



Market Summary

How does the local area for Royal Oak SG13RA 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	£234K	3	£14.58M	8	£44.92M	8	£86.90M	6
Weekpart	Mon - Thu	29.6%	1	35.4%	2	41.9%	6	42.7%	7
Weekpart	Fri - Sat	58.5%	10	49.7%	9	43.3%	6	41.4%	5
Weekpart	Sun	11.8%	3	14.9%	6	14.8%	5	15.9%	6
Age	18 to 24	1.5%	2	6.5%	6	5.9%	5	5.5%	4
Age	25 to 34	11.7%	1	15.7%	3	15.9%	2	15.8%	2
Age	35 to 44	30.5%	9	22.1%	5	27.3%	9	26.9%	9
Age	45 to 54	18.6%	4	23.3%	9	22.1%	8	21.2%	7
Age	55 to 64	32.9%	10	19.6%	8	17.3%	7	17.6%	8
Age	65 to 74	4.5%	4	9.0%	8	8.1%	7	8.8%	8
Age	75+	0.3%	1	3.8%	8	3.5%	7	4.2%	8
CAMEO	Business Elite	2.0%	2	5.0%	4	5.0%	4	5.6%	4
CAMEO	Prosperous Professionals	9.3%	8	3.3%	3	3.4%	2	3.6%	2
CAMEO	Flourishing Society	8.7%	4	15.6%	7	15.6%	7	15.3%	7
CAMEO	Content Communities	5.3%	1	10.7%	4	10.9%	4	10.6%	3
CAMEO	White Collar Neighbourhoods	4.9%	1	9.4%	3	9.6%	3	10.0%	3
CAMEO	Enterprising Mainstream	11.4%	8	4.1%	2	4.7%	2	5.0%	3
CAMEO	Paying The Mortgage	38.9%	10	26.9%	10	26.5%	10	25.2%	10
CAMEO	Cash Conscious Communities	2.0%	1	9.4%	6	8.6%	5	8.5%	5
CAMEO	On A Budget	14.2%	9	14.0%	10	14.2%	10	14.3%	10
CAMEO	Family Value	3.4%	6	1.6%	4	1.6%	4	1.9%	4
Affluence	AB	20.0%	4	23.9%	5	24.0%	4	24.6%	4
Affluence	C1C2	60.4%	9	51.1%	6	51.6%	7	50.8%	7
Affluence	DE	19.6%	5	25.0%	7	24.4%	7	24.7%	7