Site Summary

Globe SG48UA

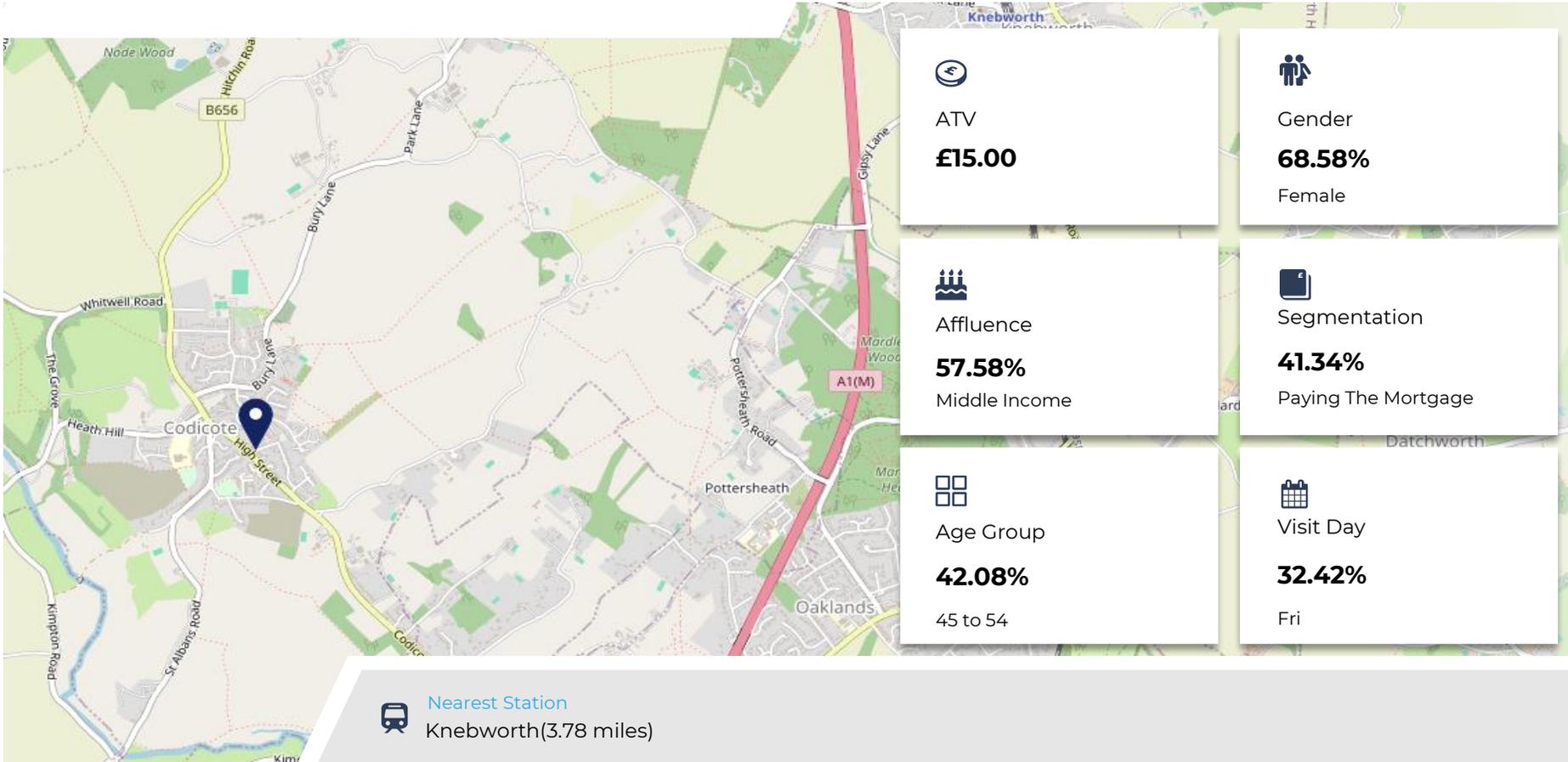SG48UA | McMullens

Work Area
Stevenage and Welwyn Garden City

Region
East of England

TV Region
Anglia

Urbanicity
Urban city and town

ATV
£15.00

Gender
68.58%
Female

Affluence
57.58%
Middle Income

Segmentation
41.34%
Paying The Mortgage

Age Group
42.08%
45 to 54

Visit Day
32.42%
Fri

Top Competitors

The Goat Inn #1
SG48XE
Star Pubs & Bars

Robin Hood & Little John #2
AL69UB
McMullens

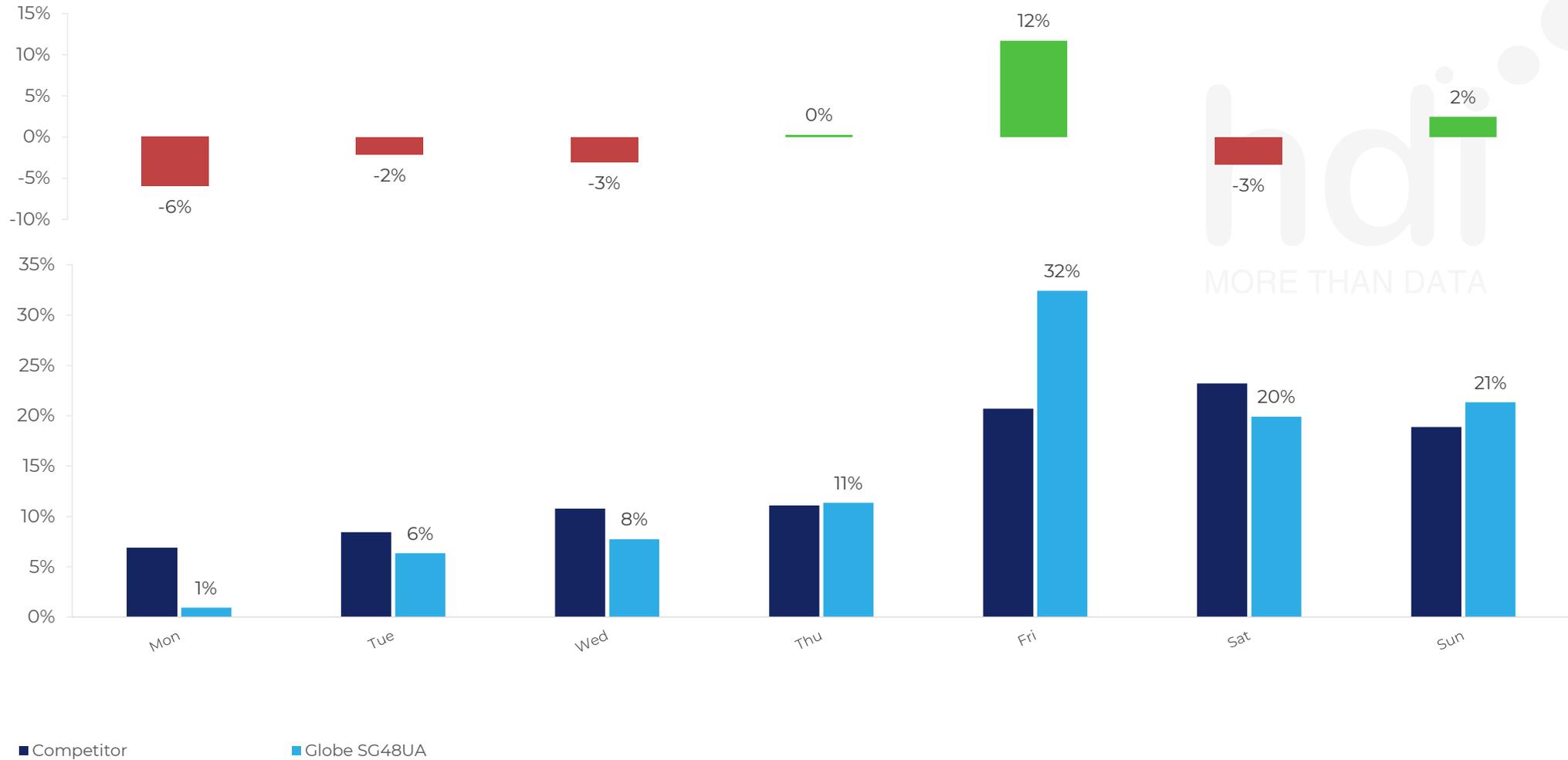**Lytton Arms** #3
SG36QB
Pub Restaurant

Nearest Station
Knebworth(3.78 miles)

69 Site Customers | 98 Competitors | 26161 Competitor Customers

hotspot

Spend by Weekpart

How is customer spend distributed throughout the week for Globe SG48UA versus its competitors?

% of spend for Globe SG48UA and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Day of Week

Top chart (difference):
- Mon: -6%
- Tue: -2%
- Wed: -3%
- Thu: 0%
- Fri: 12%
- Sat: -3%
- Sun: 2%

Bottom chart (Competitor vs Globe SG48UA):
- Mon: Competitor ~7%, Globe SG48UA 1%
- Tue: Competitor ~8%, Globe SG48UA 6%
- Wed: Competitor ~11%, Globe SG48UA 8%
- Thu: Competitor ~11%, Globe SG48UA 11%
- Fri: Competitor ~21%, Globe SG48UA 32%
- Sat: Competitor ~23%, Globe SG48UA 20%
- Sun: Competitor ~19%, Globe SG48UA 21%

Legend: ■ Competitor ■ Globe SG48UA

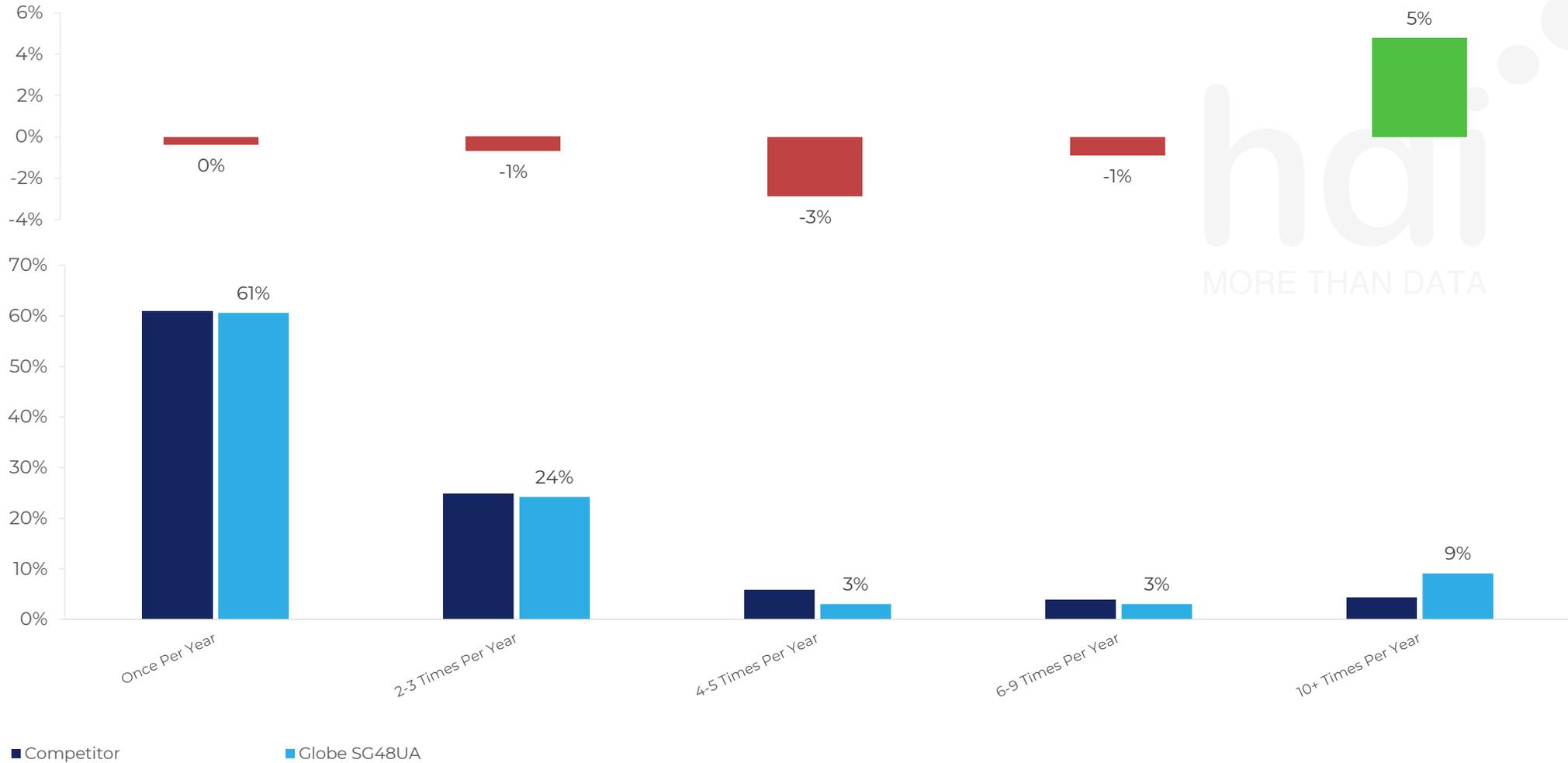69 Site Customers   98 Competitors   26161 Competitor Customers
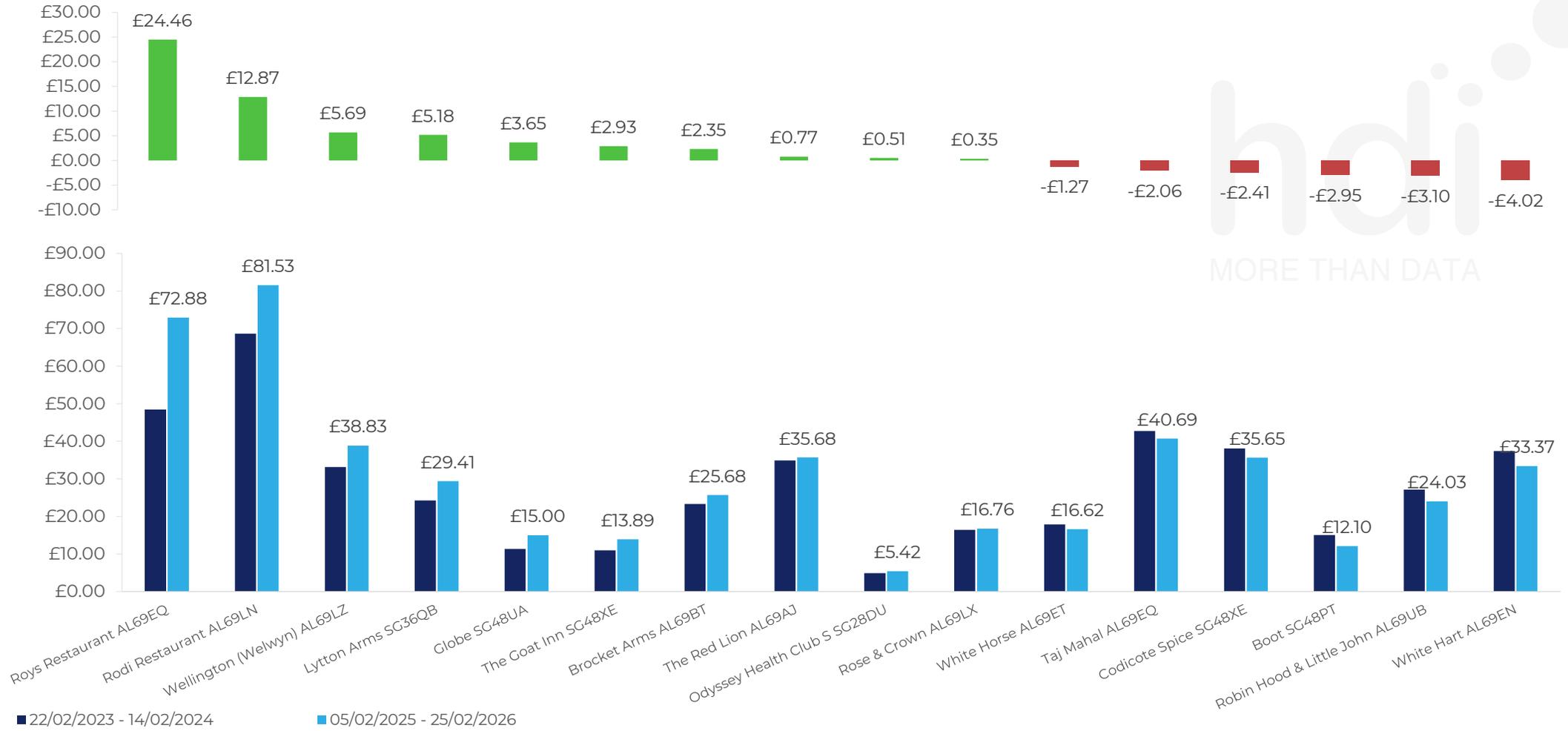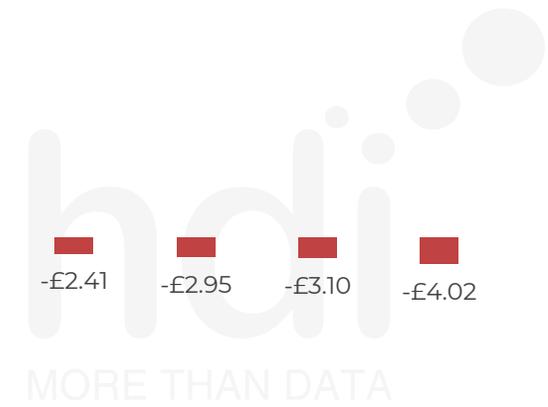
hotspot

Visit Frequency

How frequently per year do customers visit Globe SG48UA versus its competitors?

% of customer numbers for Globe SG48UA and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 and the number of visits made Per Annum
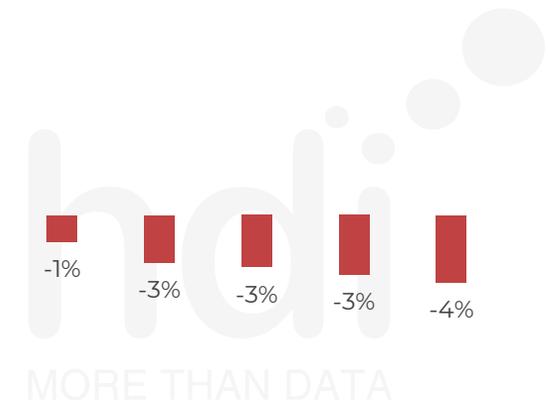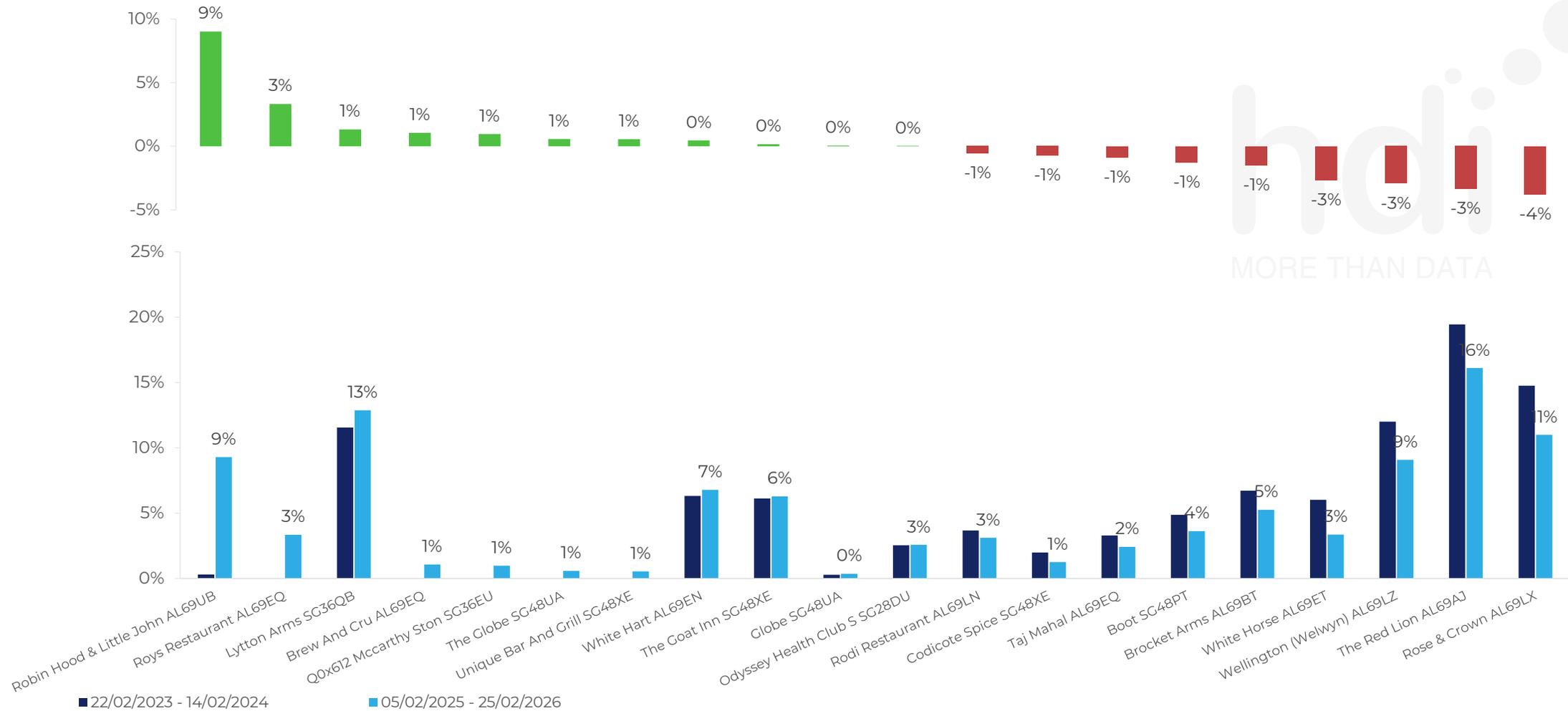

- Competitor
- Globe SG48UA

| 69 Site Customers | 98 Competitors | 26161 Competitor Customers |

hotspot
POWERED BY hdi

ATV Change

How has ATV changed between two date ranges?

Top chart (ATV Change):
- £24.46
- £12.87
- £5.69
- £5.18
- £3.65
- £2.93
- £2.35
- £0.77
- £0.51
- £0.35
- -£1.27
- -£2.06
- -£2.41
- -£2.95
- -£3.10
- -£4.02

Bottom chart:

Site	22/02/2023 - 14/02/2024	05/02/2025 - 25/02/2026
Roys Restaurant AL69EQ	48.xx	£72.88
Rodi Restaurant AL69LN	68.xx	£81.53
Wellington (Welwyn) AL69LZ	33.xx	£38.83
Lytton Arms SG36QB	24.xx	£29.41
Globe SG48UA	11.xx	£15.00
The Goat Inn SG48XE	11.xx	£13.89
Brocket Arms AL69BT	23.xx	£25.68
The Red Lion AL69AJ	35.xx	£35.68
Odyssey Health Club S SG28DU		£5.42
Rose & Crown AL69LX	16.xx	£16.76
White Horse AL69ET	18.xx	£16.62
Taj Mahal AL69EQ	42.xx	£40.69
Codicote Spice SG48XE	38.xx	£35.65
Boot SG48PT	15.xx	£12.10
Robin Hood & Little John AL69UB	27.xx	£24.03
White Hart AL69EN	34.xx	£33.37

■ 22/02/2023 - 14/02/2024   ■ 05/02/2025 - 25/02/2026

hotspot

69 Site Customers

hdi

Market Share Change

How has market share changed between two date ranges?

% of market share spend for Globe SG48UA and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026

Top chart (Market share change):
9%, 3%, 1%, 1%, 1%, 1%, 1%, 0%, 0%, 0%, 0%, -1%, -1%, -1%, -1%, -1%, -3%, -3%, -3%, -4%

Bottom chart values (22/02/2023 - 14/02/2024 vs 05/02/2025 - 25/02/2026):
- Robin Hood & Little John AL69UB: 9%
- Roys Restaurant AL69EQ: 3%
- Lytton Arms SG36QB: 13%
- Brew And Cru AL69EQ: 1%
- Q0x612 Mccarthy Ston SG36EU: 1%
- The Globe SG48UA: 1%
- Unique Bar And Grill SG48XE: 1%
- White Hart AL69EN: 7%
- The Goat Inn SG48XE: 6%
- Globe SG48UA: 0%
- Odyssey Health Club S SG28DU: 3%
- Rodi Restaurant AL69LN: 3%
- Codicote Spice SG48XE: 1%
- Taj Mahal AL69EQ: 2%
- Boot SG48PT: 4%
- Brocket Arms AL69BT: 5%
- White Horse AL69ET: 3%
- Wellington (Welwyn) AL69LZ: 9%
- The Red Lion AL69AJ: 16%
- Rose & Crown AL69LX: 11%

Legend: 22/02/2023 - 14/02/2024 | 05/02/2025 - 25/02/2026

69 Site Customers

hotspot

hdi

Age

How does the age profile of customers who visit Globe SG48UA compare versus its competitors?
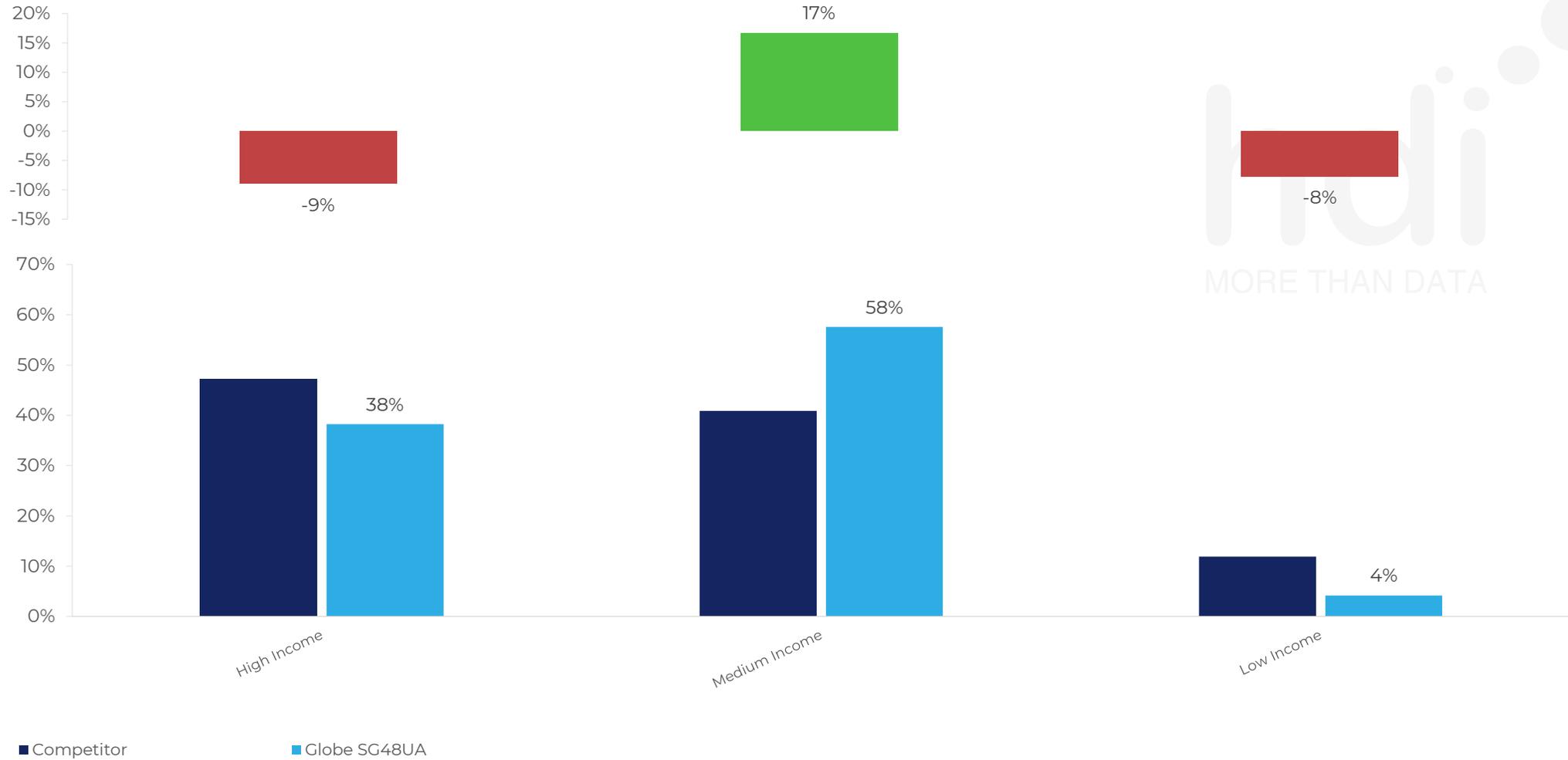
% of spend for Globe SG48UA and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Age Range

Difference chart values by age range:
- 18 to 24: -2%
- 25 to 34: -5%
- 35 to 44: 13%
- 45 to 54: 21%
- 55 to 64: -10%
- 65 to 74: -9%
- 75: -8%

Spend chart values (Competitor / Globe SG48UA):
- 18 to 24: 0%
- 25 to 34: 3%
- 35 to 44: 31%
- 45 to 54: 42%
- 55 to 64: 14%
- 65 to 74: 7%
- 75: 2%

■ Competitor ■ Globe SG48UA

| 38 Site Customers | 98 Competitors | 13427 Competitor Customers |

hotspot

hdi
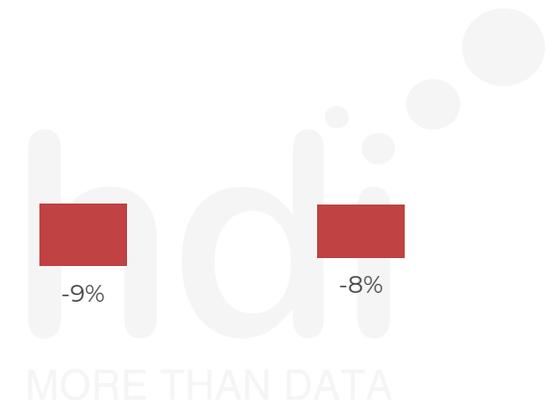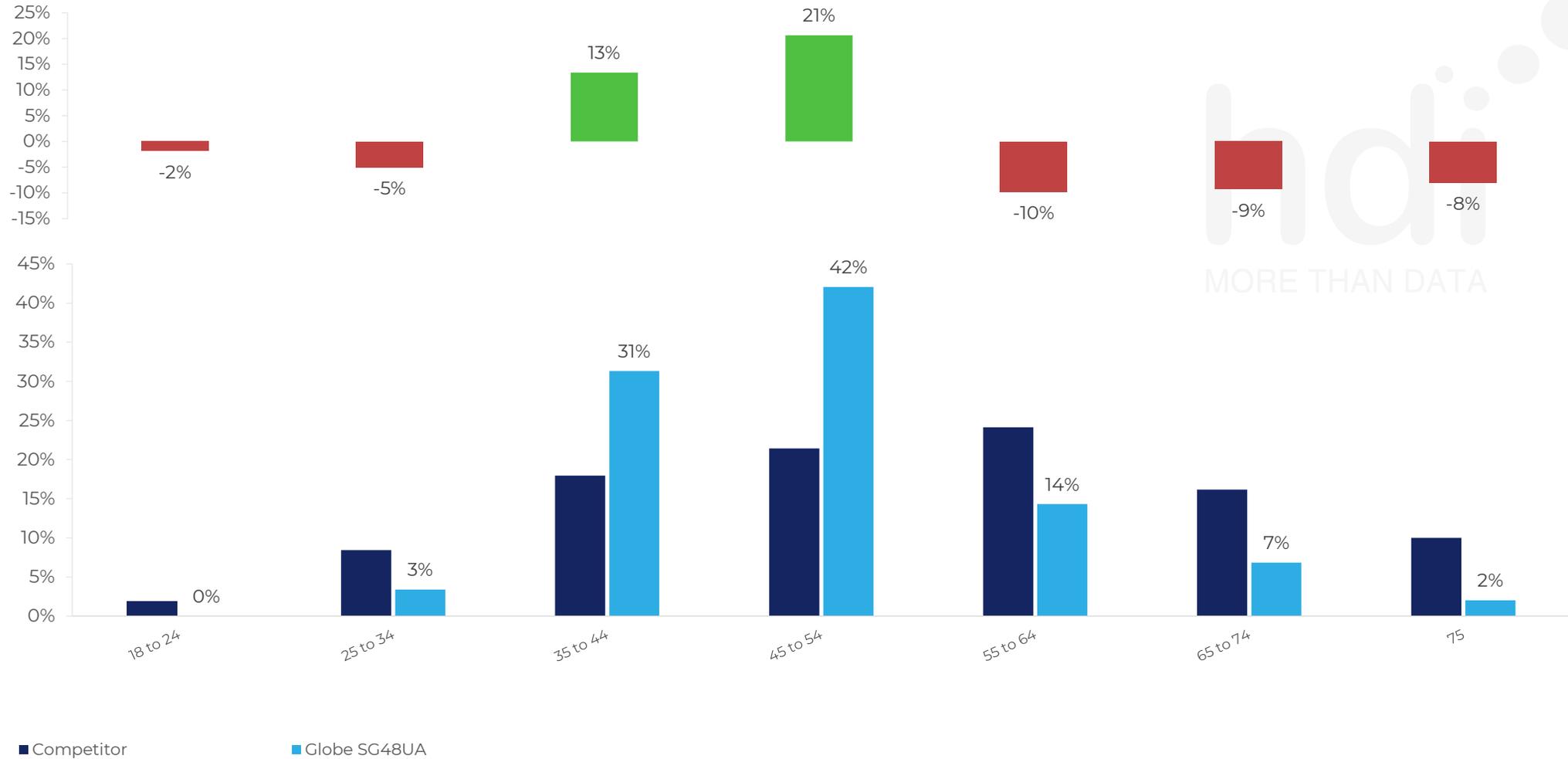
Affluence

How does the affluence of customers who visit Globe SG48UA compare versus its competitors?

% of spend for Globe SG48UA and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Affluence

-9%

17%

-8%

High Income
- Competitor: 47%
- Globe SG48UA: 38%

Medium Income
- Competitor: 41%
- Globe SG48UA: 58%

Low Income
- Competitor: 12%
- Globe SG48UA: 4%

■ Competitor   ■ Globe SG48UA

hotspot

Gender

How does the gender profile of customers who visit Globe SG48UA compare versus its competitors?

% of spend for Globe SG48UA and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Gender

- Competitor
- Globe SG48UA
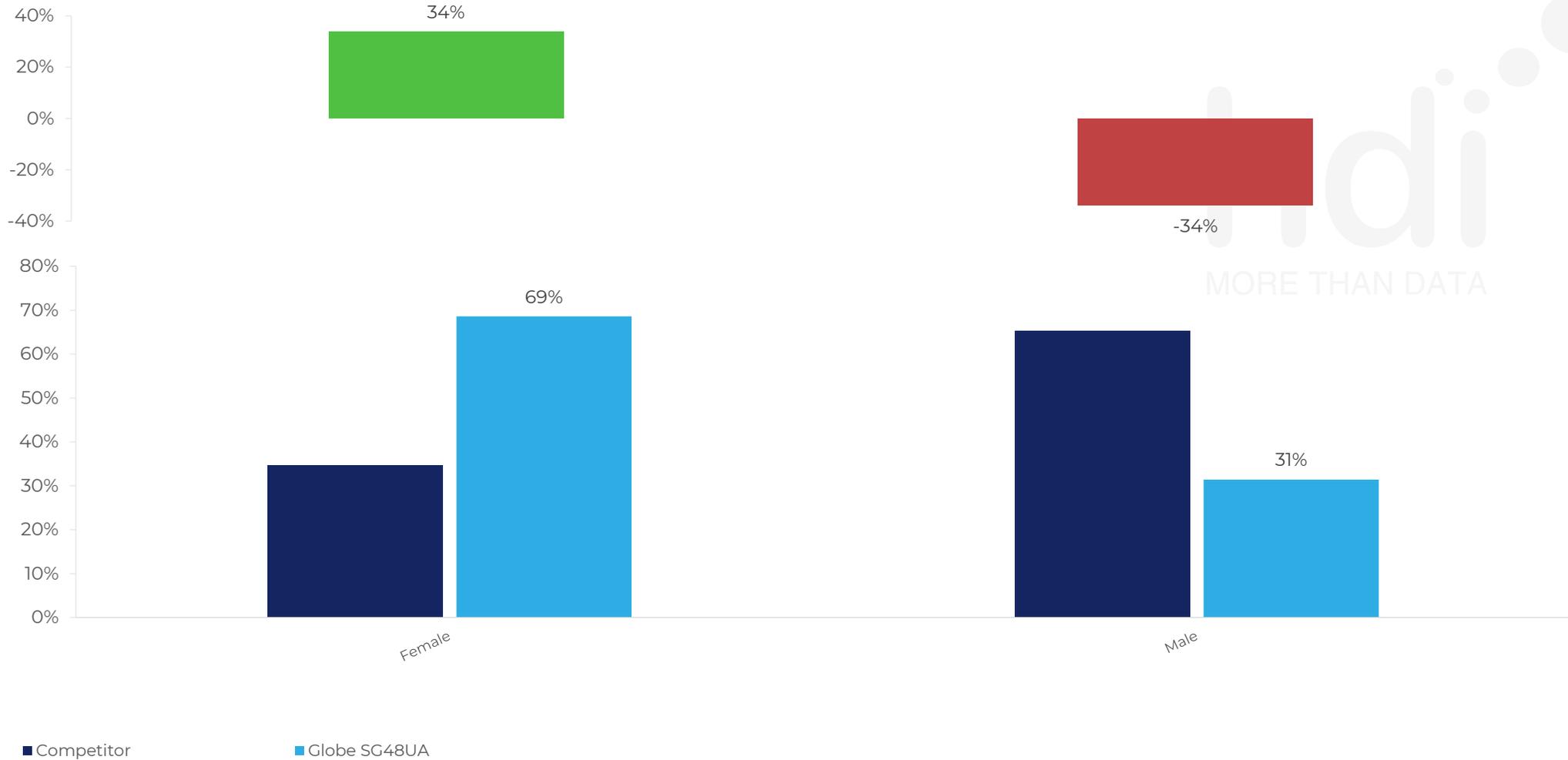
SEGMENT SNAPSHOTS

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.
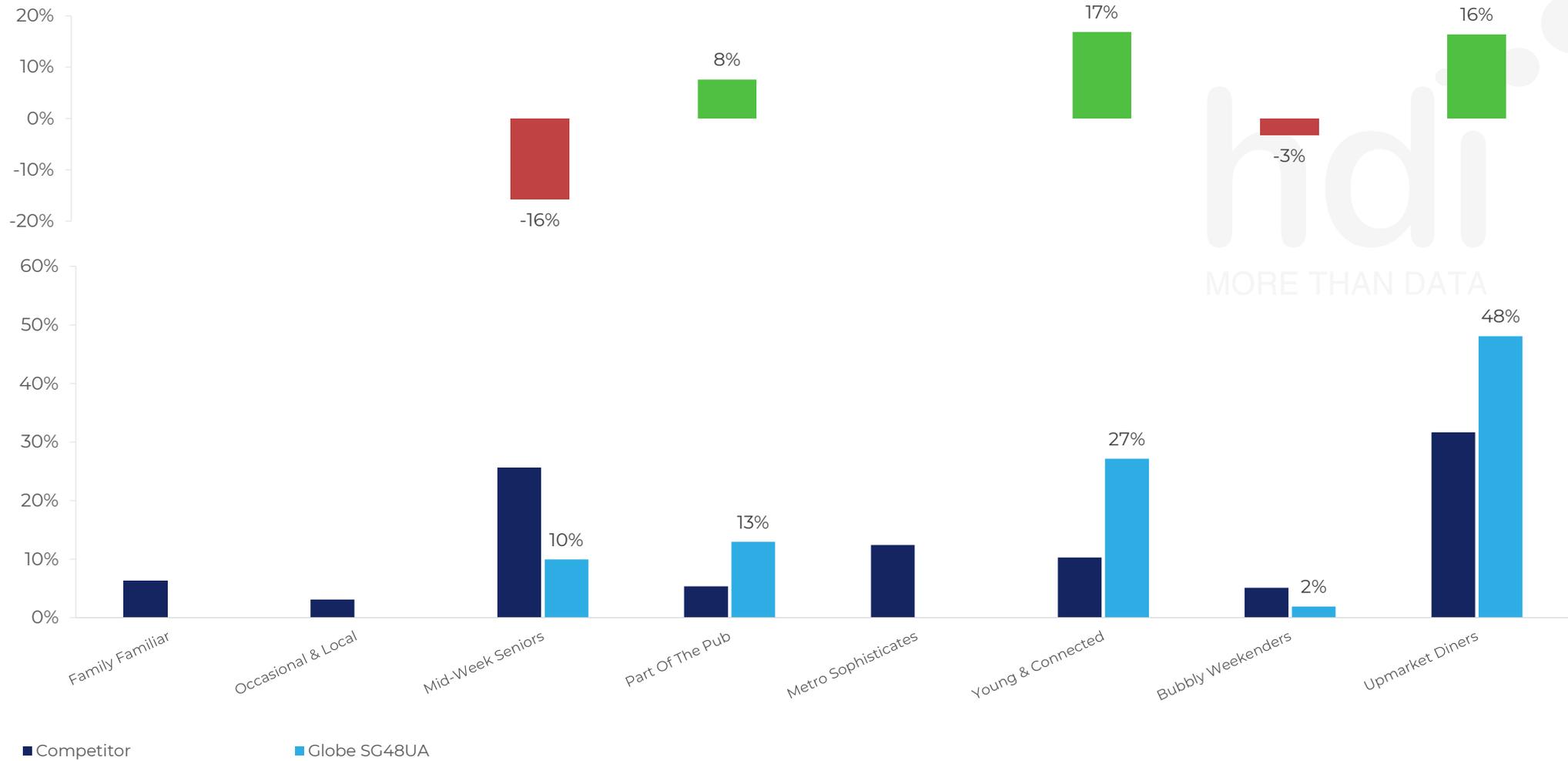
8 – UPMARKET DINERS

- 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 Globe SG48UA compare versus its competitors?

% of spend for Globe SG48UA and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Segment

Waterfall chart (top):
- Mid-Week Seniors: -16%
- Part Of The Pub: 8%
- Young & Connected: 17%
- Bubbly Weekenders: -3%
- Upmarket Diners: 16%

Bar chart (bottom), Competitor vs Globe SG48UA:
- Family Familiar
- Occasional & Local
- Mid-Week Seniors: Globe SG48UA 10%
- Part Of The Pub: Globe SG48UA 13%
- Metro Sophisticates
- Young & Connected: Globe SG48UA 27%
- Bubbly Weekenders: Globe SG48UA 2%
- Upmarket Diners: Globe SG48UA 48%

Legend: ■ Competitor ■ Globe SG48UA

69 Site Customers | 98 Competitors | 26161 Competitor Customers

hdi

Spend by Distance

How does the spend profile of Globe SG48UA compare versus its competitors based on travel distances?

% of spend for Globe SG48UA and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Distance travelled


Top chart (difference):
- 0-1 Mile: 15%
- 1-3 Miles: -23%
- 3-5 Miles: 18%
- 5-10 Miles: 2%
- 10-20 Miles: -9%
- 20-50 Miles: 0%
- National: -3%

Bottom chart (Competitor vs Globe SG48UA):
- 0-1 Mile: Competitor 26%, Globe SG48UA 41%
- 1-3 Miles: Competitor 26%, Globe SG48UA 3%
- 3-5 Miles: Competitor 12%, Globe SG48UA 31%
- 5-10 Miles: Competitor 15%, Globe SG48UA 17%
- 10-20 Miles: Competitor 9%, Globe SG48UA 0%
- 20-50 Miles: Competitor 6%, Globe SG48UA 5%
- National: Competitor 6%, Globe SG48UA 3%

Legend: ■ Competitor ■ Globe SG48UA

hotspot
POWERED BY HDI

37 Site Customers | 98 Competitors | 13028 Competitor Customers

hdi

Map of Guest Origin

Where do customers of Globe SG48UA come from?

Where do customers of Globe SG48UA for 05/02/2025 - 25/02/2026 live
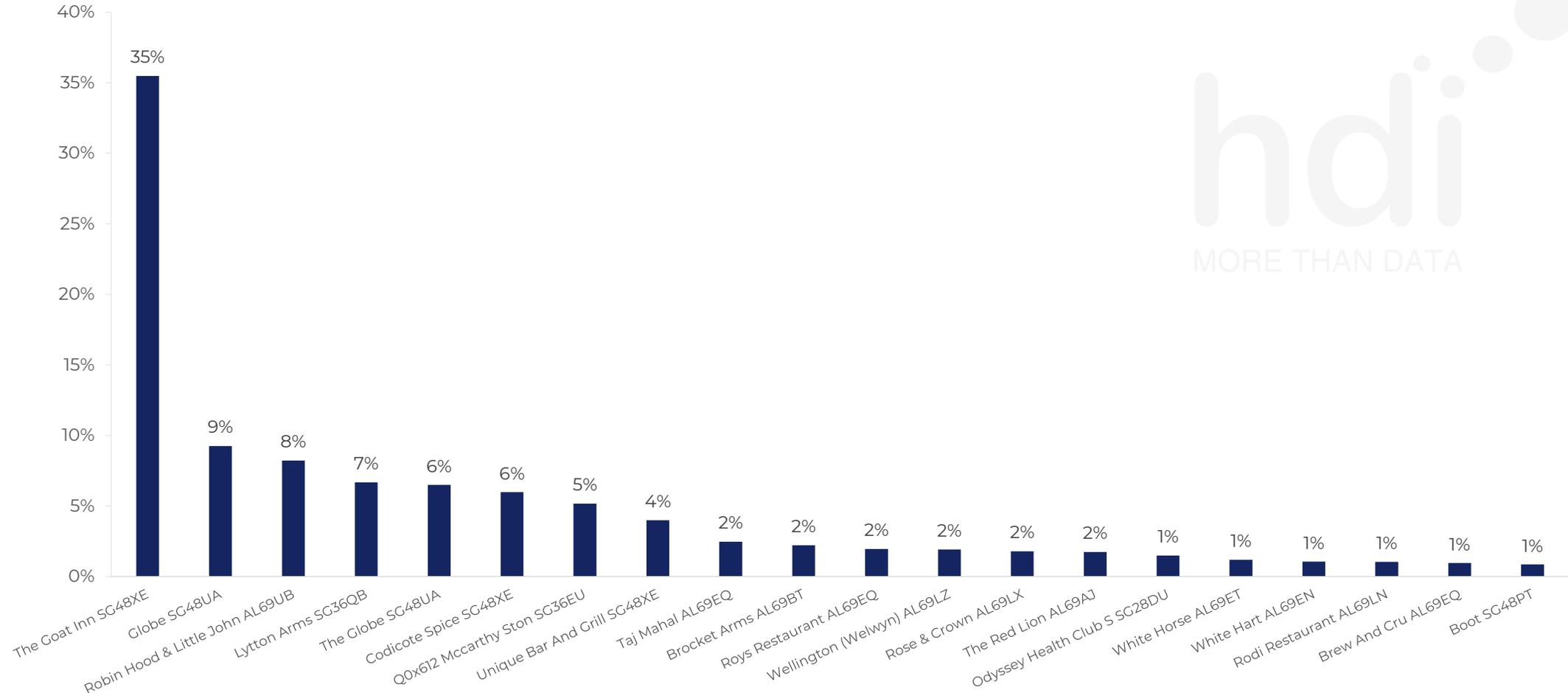

37 Site Customers

hotspot
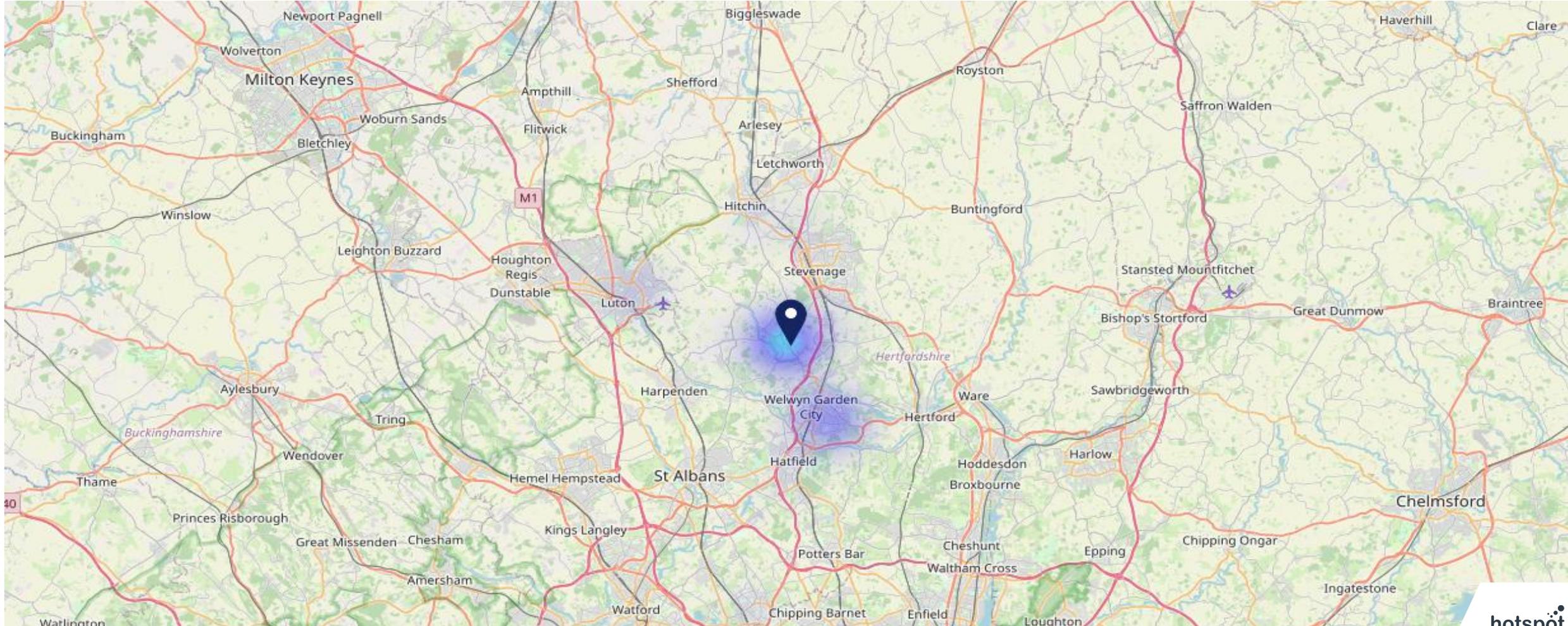
Share of Wallet

What are the Top 20 venues (by spend) that customers of Globe SG48UA also visit?

For customers of Globe SG48UA, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 25/02/2026 split by Venue

Venue	Share
The Goat Inn SG48XE	35%
Globe SG48UA	9%
Robin Hood & Little John AL69UB	8%
Lytton Arms SG36QB	7%
The Globe SG48UA	6%
Codicote Spice SG48XE	6%
Q0x612 Mccarthy Ston SG36EU	5%
Unique Bar And Grill SG48XE	4%
Taj Mahal AL69EQ	2%
Brocket Arms AL69BT	2%
Roys Restaurant AL69EQ	2%
Wellington (Welwyn) AL69LZ	2%
Rose & Crown AL69LX	2%
The Red Lion AL69AJ	2%
Odyssey Health Club S SG28DU	1%
White Horse AL69ET	1%
White Hart AL69EN	1%
Rodi Restaurant AL69LN	1%
Brew And Cru AL69EQ	1%
Boot SG48PT	1%

69 Site Customers

hotspot

hdi

Share of Wallet Change

How has share of wallet of customers of Globe SG48UA changed between two date ranges?

Legend:
- 22/02/2023 - 14/02/2024
- 05/02/2025 - 25/02/2026

69 Site Customers

hdi
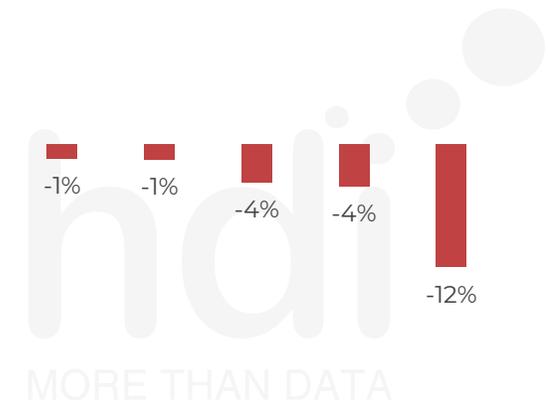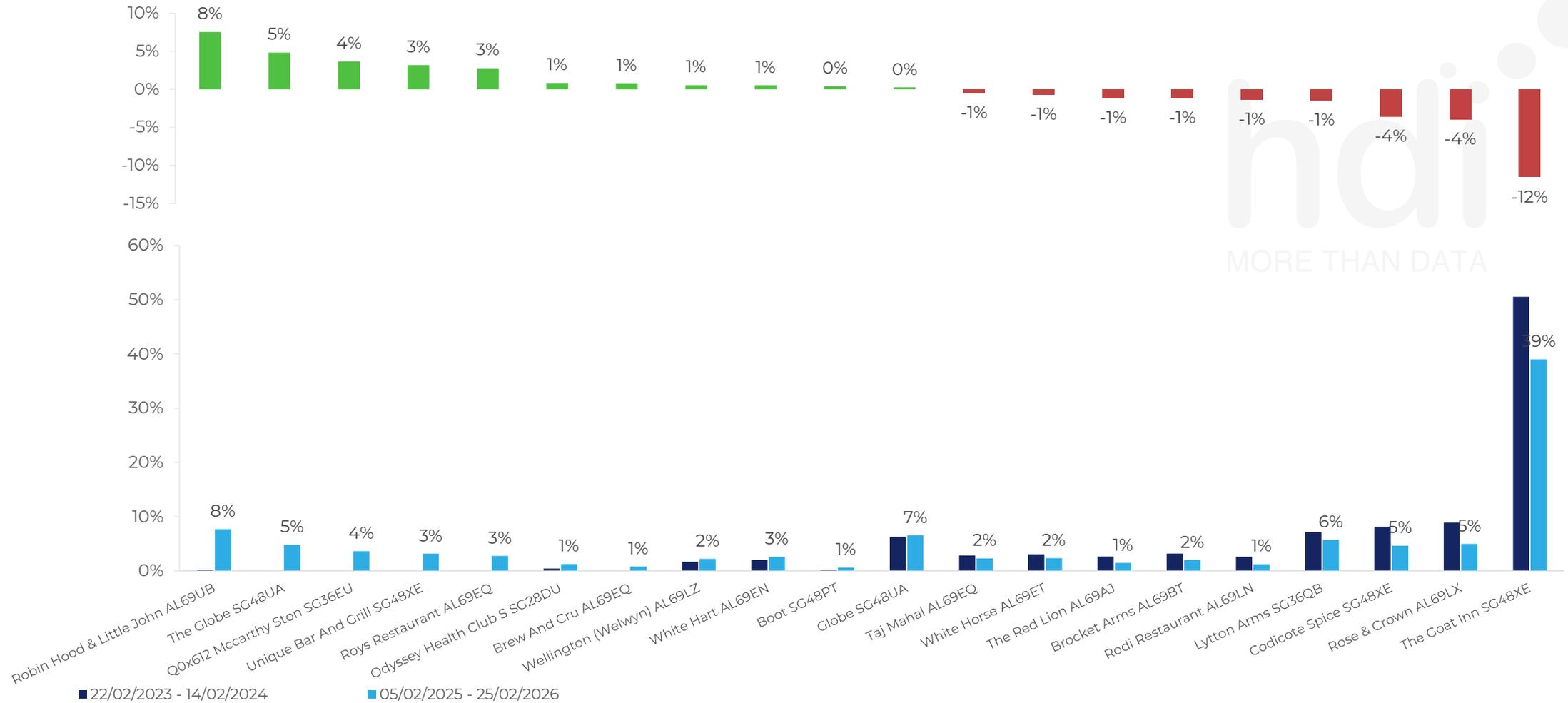
Market Summary

How does the local area for Globe SG48UA 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	£862K	4	£867K	3	£875K	1	£17.55M	3
Weekpart	Mon - Thu	40.5%	6	40.3%	5	40.4%	5	37.6%	1
Weekpart	Fri - Sat	43.0%	5	43.2%	5	43.2%	6	43.9%	8
Weekpart	Sun	16.5%	8	16.5%	8	16.4%	7	18.5%	10
Age	18 to 24	0.9%	1	0.9%	1	0.8%	1	1.8%	1
Age	25 to 34	8.0%	1	8.0%	1	8.0%	1	8.5%	1
Age	35 to 44	16.3%	2	16.3%	1	16.9%	1	18.3%	1
Age	45 to 54	19.7%	5	19.7%	5	19.5%	4	22.6%	9
Age	55 to 64	24.1%	10	24.1%	10	24.0%	10	23.9%	10
Age	65 to 74	28.2%	10	28.2%	10	28.0%	10	15.4%	10
Age	75+	2.8%	7	2.8%	6	2.7%	6	9.5%	10
CAMEO	Business Elite	7.8%	6	7.9%	6	7.9%	6	18.1%	9
CAMEO	Prosperous Professionals	2.8%	3	2.8%	2	3.0%	2	7.3%	7
CAMEO	Flourishing Society	26.9%	10	26.7%	10	26.7%	10	22.3%	9
CAMEO	Content Communities	18.4%	9	18.3%	9	18.3%	10	12.2%	5
CAMEO	White Collar Neighbourhoods	4.6%	1	4.7%	1	4.7%	1	8.1%	2
CAMEO	Enterprising Mainstream	19.4%	10	19.3%	10	19.1%	10	3.8%	1
CAMEO	Paying The Mortgage	15.1%	6	15.1%	6	15.3%	6	16.7%	7
CAMEO	Cash Conscious Communities	2.7%	1	2.7%	1	2.7%	1	5.6%	2
CAMEO	On A Budget	2.0%	1	2.0%	1	2.0%	1	5.2%	3
CAMEO	Family Value	0.3%	1	0.4%	1	0.4%	1	0.7%	1
Affluence	AB	37.5%	8	37.5%	8	37.6%	7	47.7%	10
Affluence	C1C2	57.5%	9	57.4%	9	57.4%	9	40.9%	3
Affluence	DE	5.1%	1	5.1%	1	5.0%	1	11.5%	2

hotspot