

Site Summary



# Steamer Pub & Thai Kitchen AL69DP

AL69DP

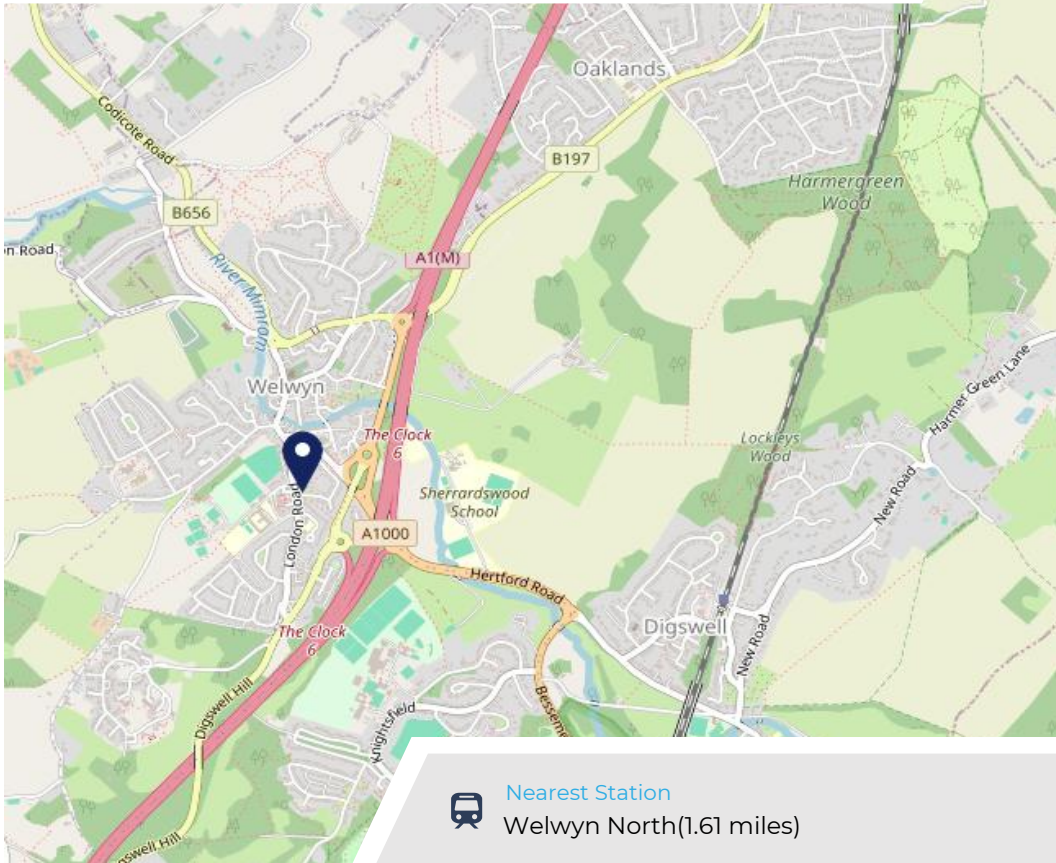
McMullens

**Work Area**  
Stevenage and Welwyn Garden City

**Region**  
East of England

**TV Region**  
London

**Urbanicity**  
Urban city and town



**Nearest Station**  
Welwyn North(1.61 miles)



**ATV**  
**£11.68**



**Gender**  
**57.78%**  
Male



**Affluence**  
**48.70%**  
Middle Income



**Segmentation**  
**19.45%**  
Paying The Mortgage



**Age Group**  
**31.86%**  
35 to 44



**Visit Day**  
**24.78%**  
Sat

### Top Competitors

**Rose & Crown (Tewin)** **#1**  
AL60LE  
 GK Pub Partners

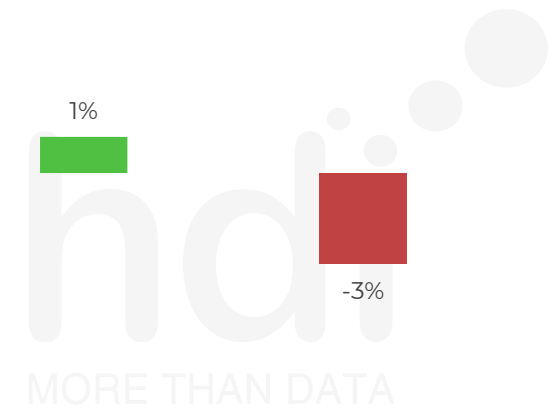
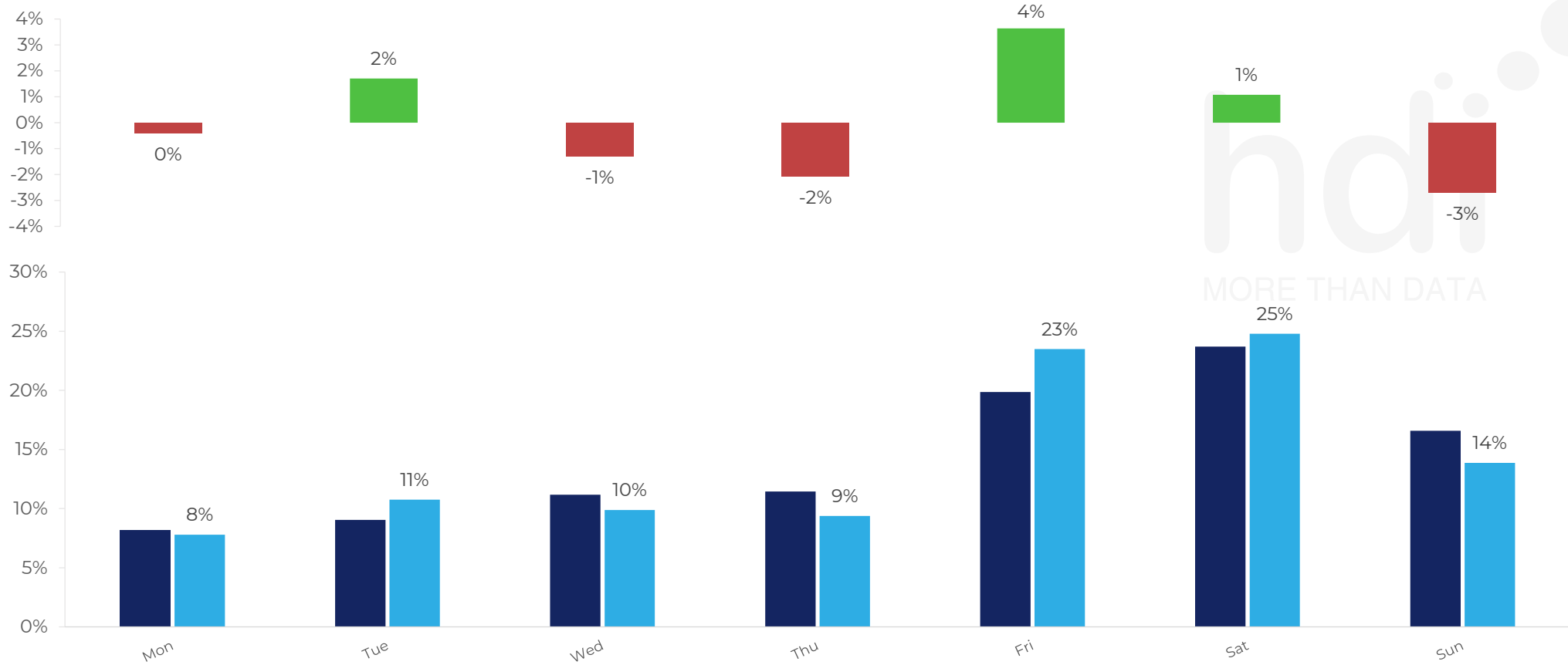
**Shamrock Club** **#2**  
AL72AD  
 Clubs

**The Attimore Hall** **#3**  
AL72AD  
 Ember Inns

Spend by Weekpart

How is customer spend distributed throughout the week for Steamer Pub & Thai Kitchen AL69DP versus its competitors?

% of spend for Steamer Pub & Thai Kitchen AL69DP and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Day of Week



■ Competitor

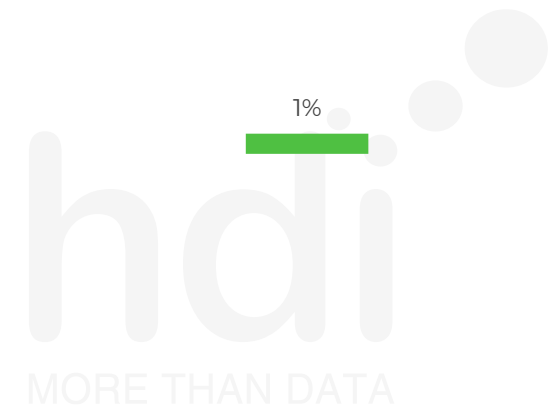
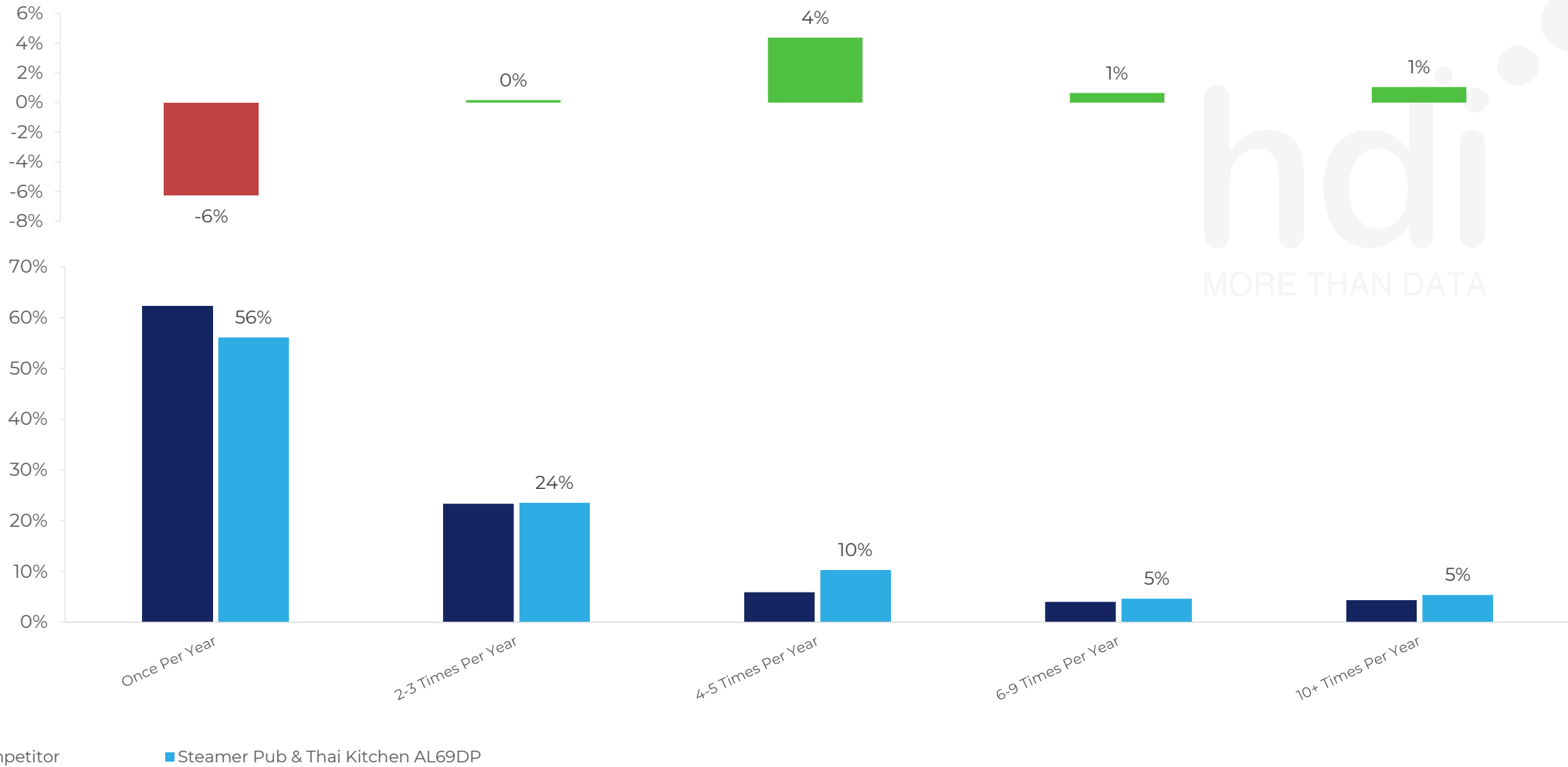
■ Steamer Pub & Thai Kitchen AL69DP



Visit Frequency

How frequently per year do customers visit Steamer Pub & Thai Kitchen AL69DP versus its competitors?

% of customer numbers for Steamer Pub & Thai Kitchen AL69DP and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 and the number of visits made Per Annum

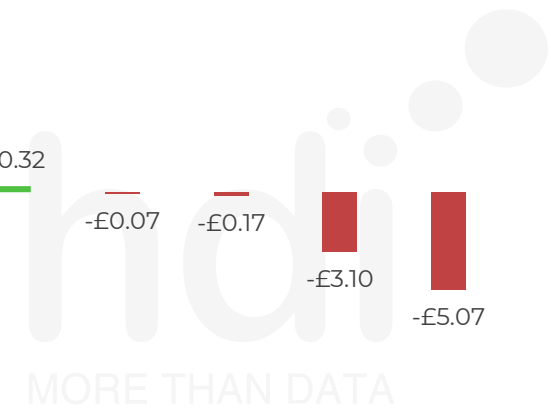
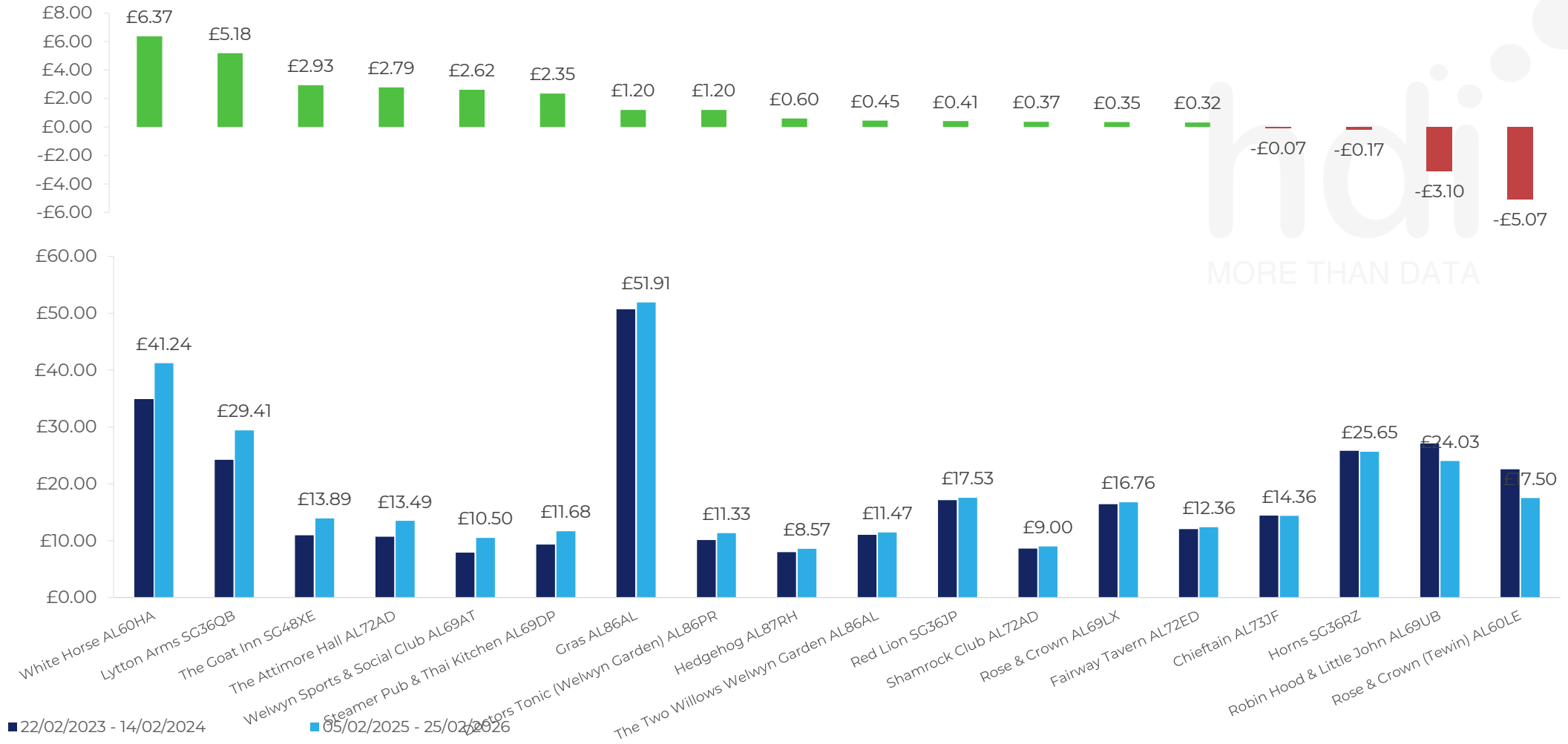


■ Competitor

■ Steamer Pub & Thai Kitchen AL69DP

ATV Change

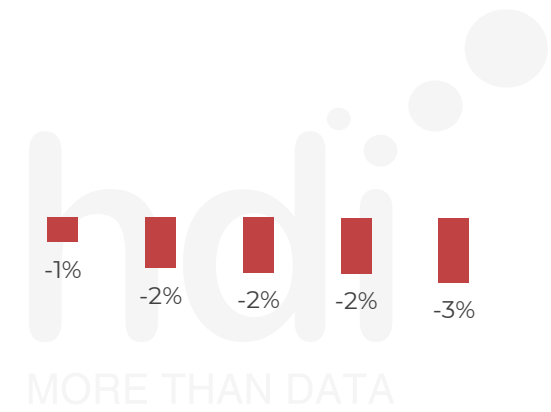
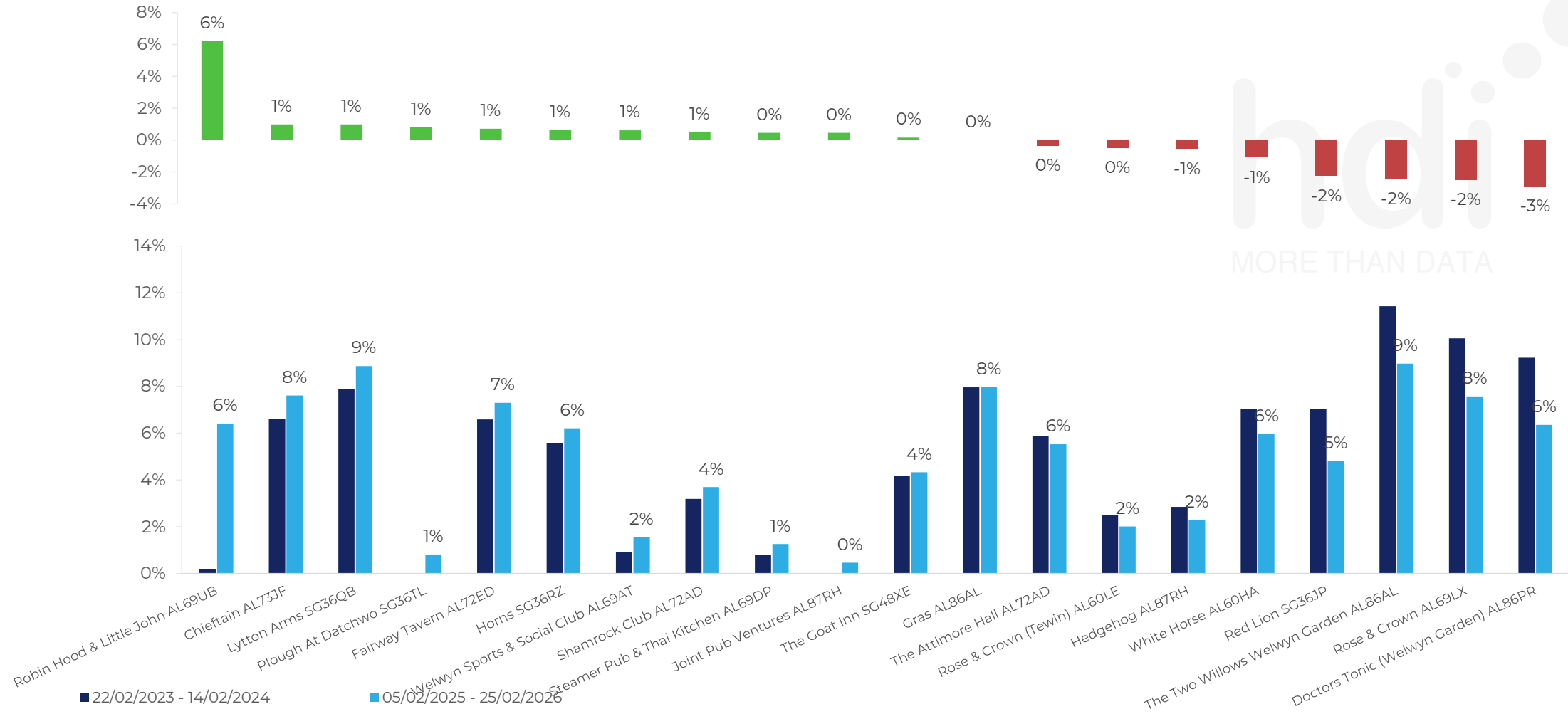
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

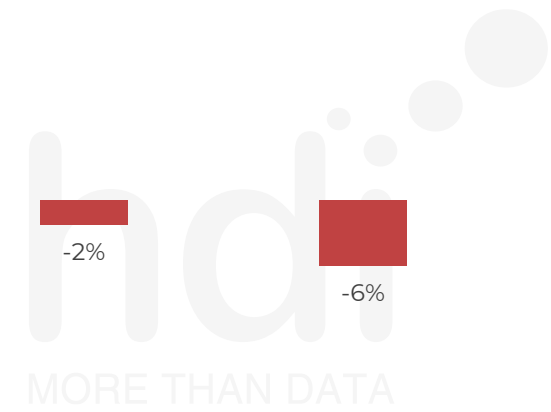
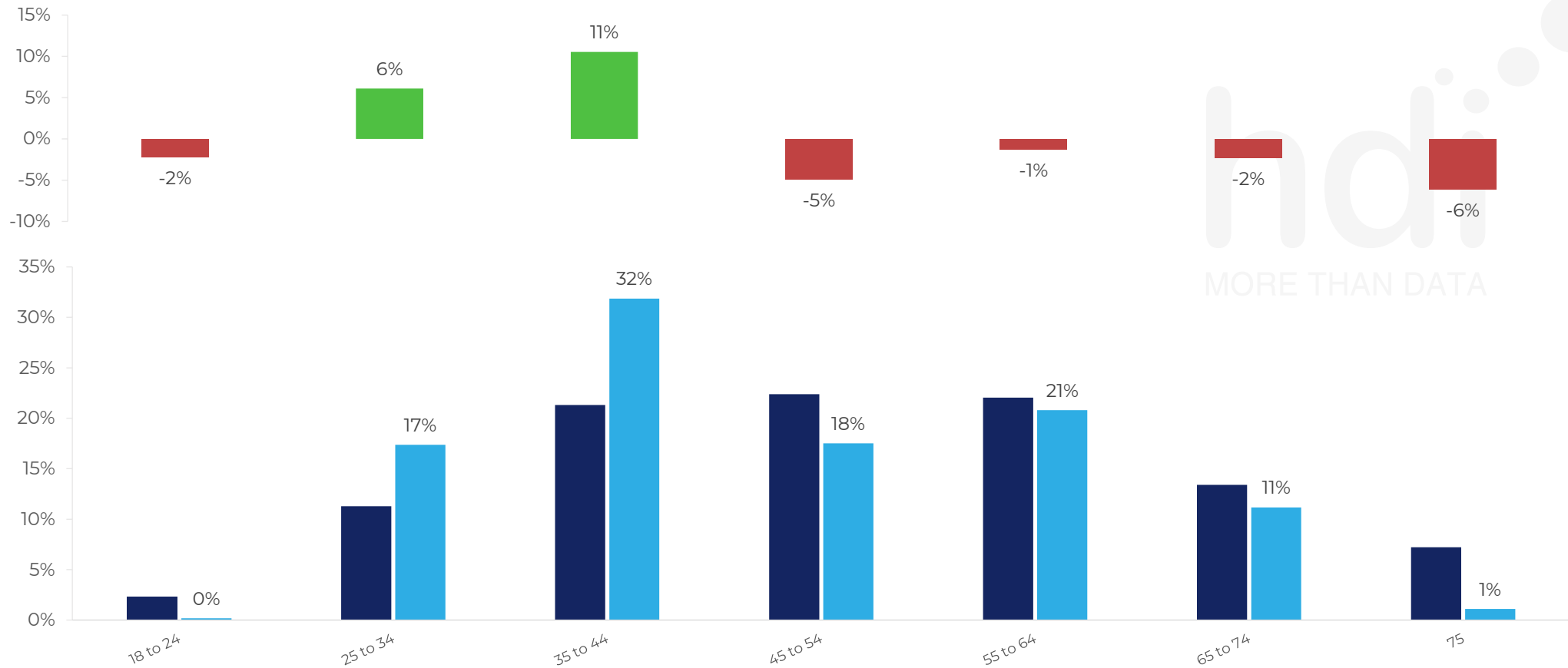
% of market share spend for Steamer Pub & Thai Kitchen AL69DP and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026



Age

How does the age profile of customers who visit Steamer Pub & Thai Kitchen AL69DP compare versus its competitors?

% of spend for Steamer Pub & Thai Kitchen AL69DP and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Age Range



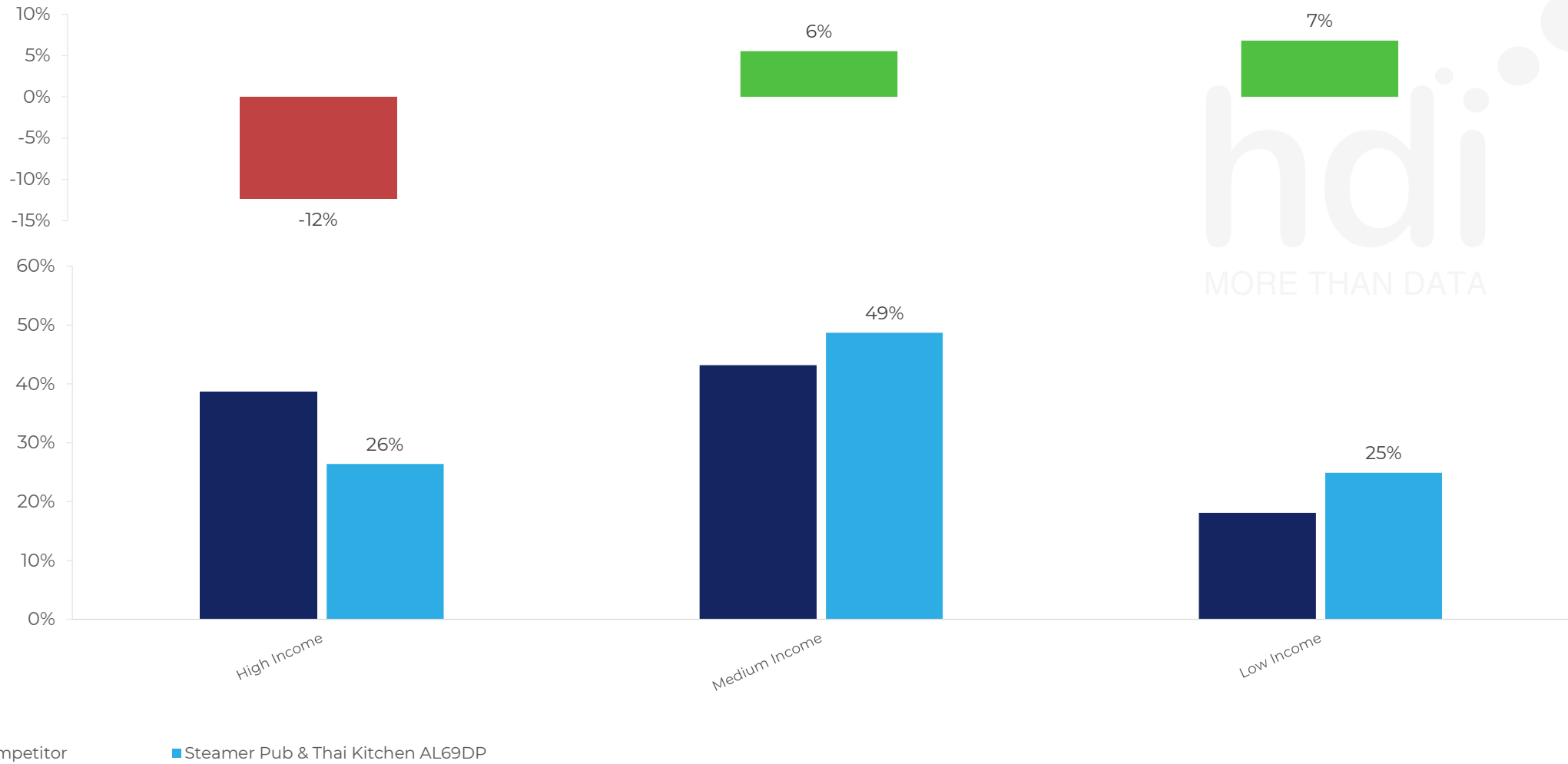
■ Competitor

■ Steamer Pub & Thai Kitchen AL69DP

Affluence

How does the affluence of customers who visit Steamer Pub & Thai Kitchen AL69DP compare versus its competitors?

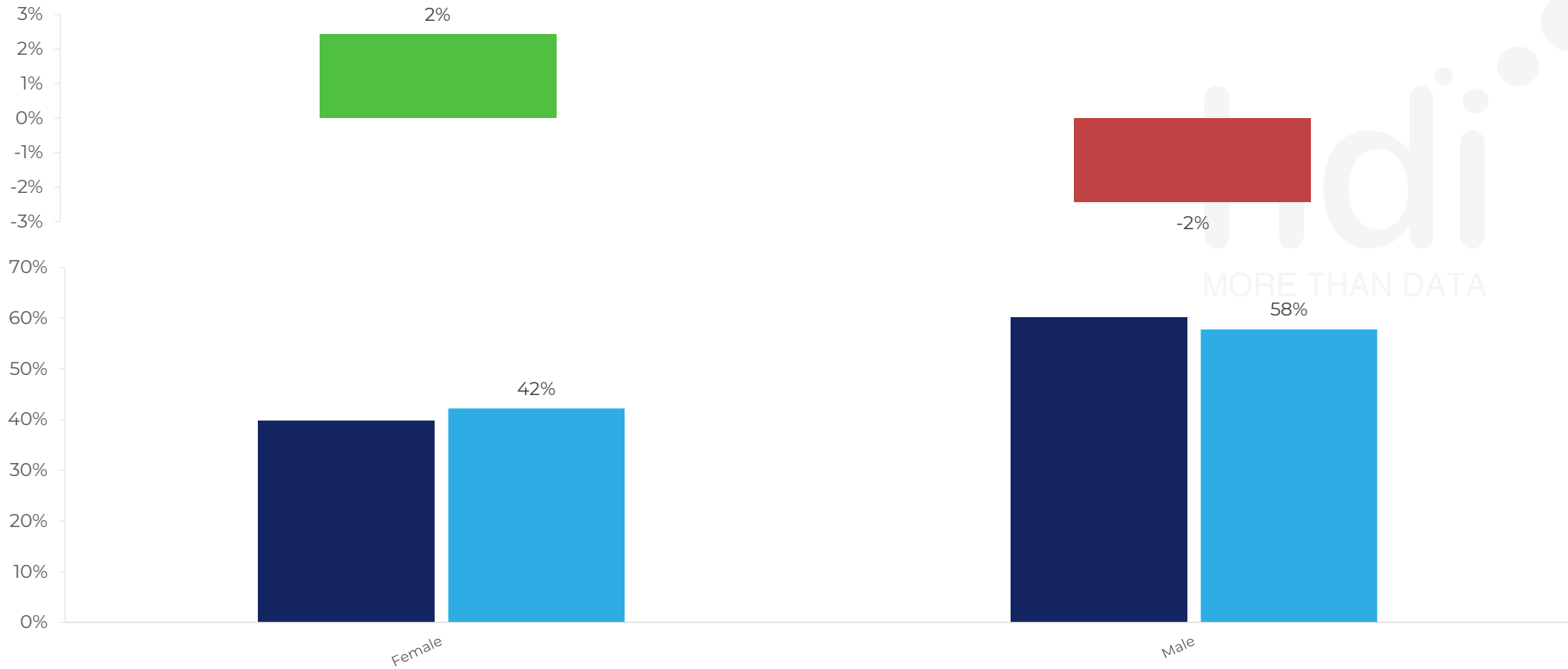
% of spend for Steamer Pub & Thai Kitchen AL69DP and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Affluence



Gender

How does the gender profile of customers who visit Steamer Pub & Thai Kitchen AL69DP compare versus its competitors?

% of spend for Steamer Pub & Thai Kitchen AL69DP and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Gender



■ Competitor

■ Steamer Pub & Thai Kitchen AL69DP

# 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

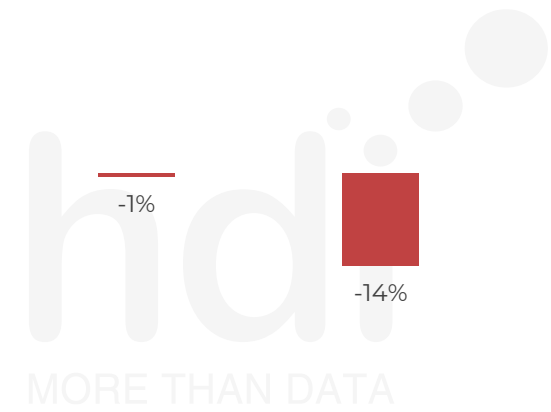
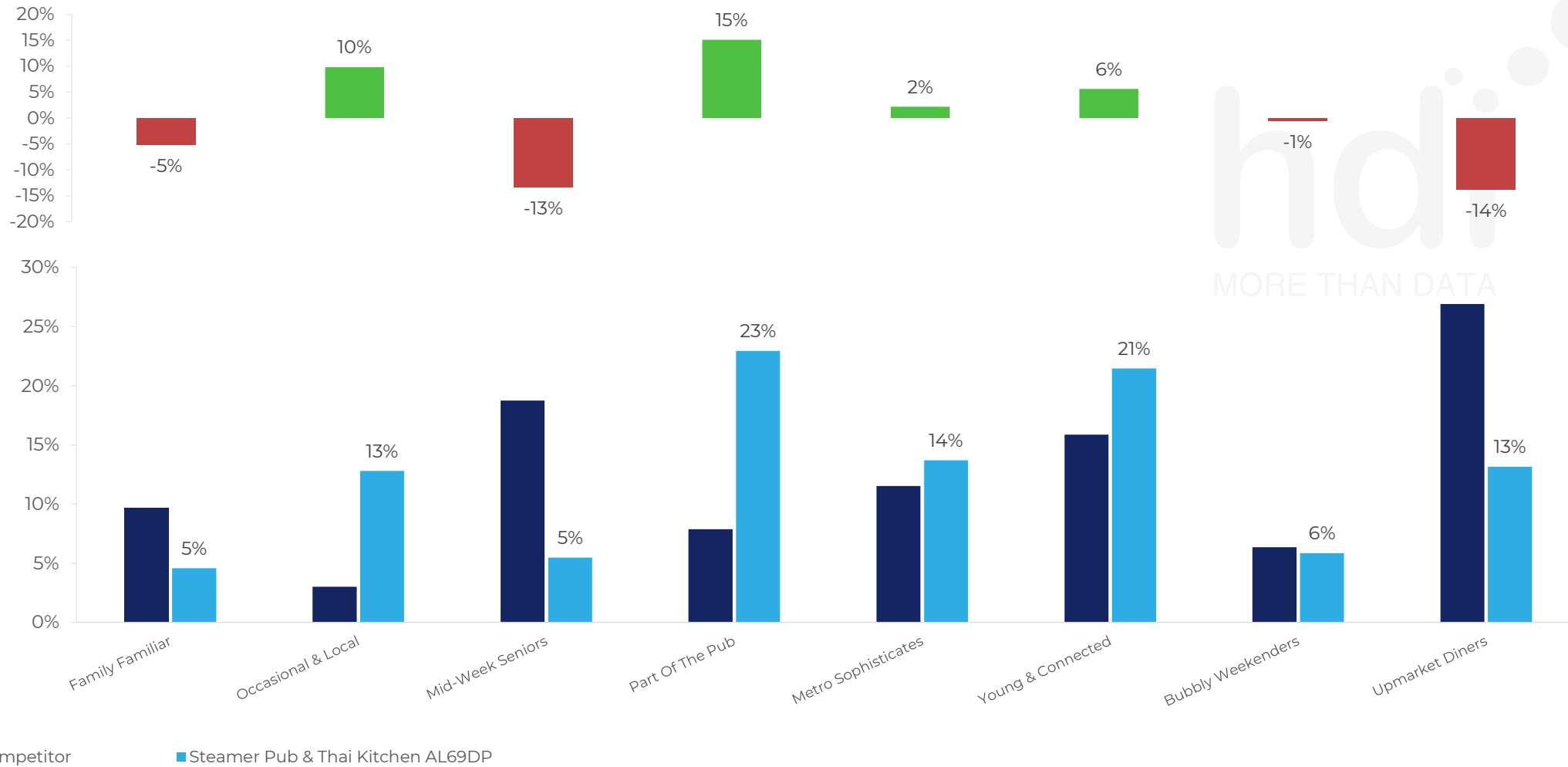
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Steamer Pub & Thai Kitchen AL69DP compare versus its competitors?

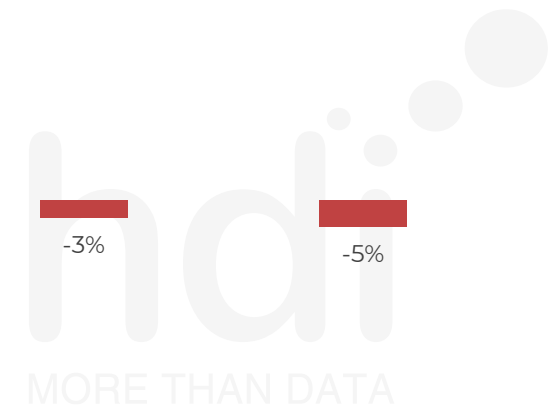
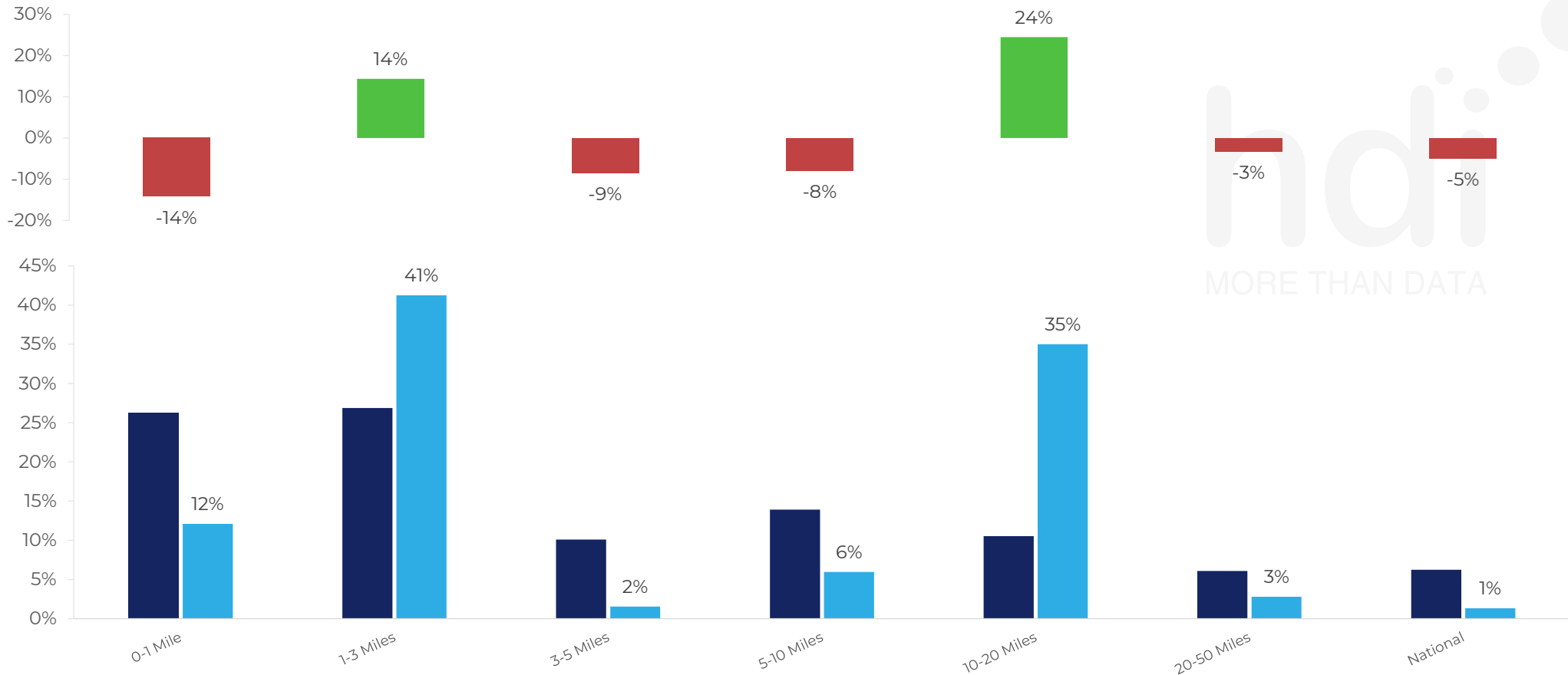
% of spend for Steamer Pub & Thai Kitchen AL69DP and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Segment



Spend by Distance

How does the spend profile of Steamer Pub & Thai Kitchen AL69DP compare versus its competitors based on travel distances?

% of spend for Steamer Pub & Thai Kitchen AL69DP and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Distance travelled



■ Competitor

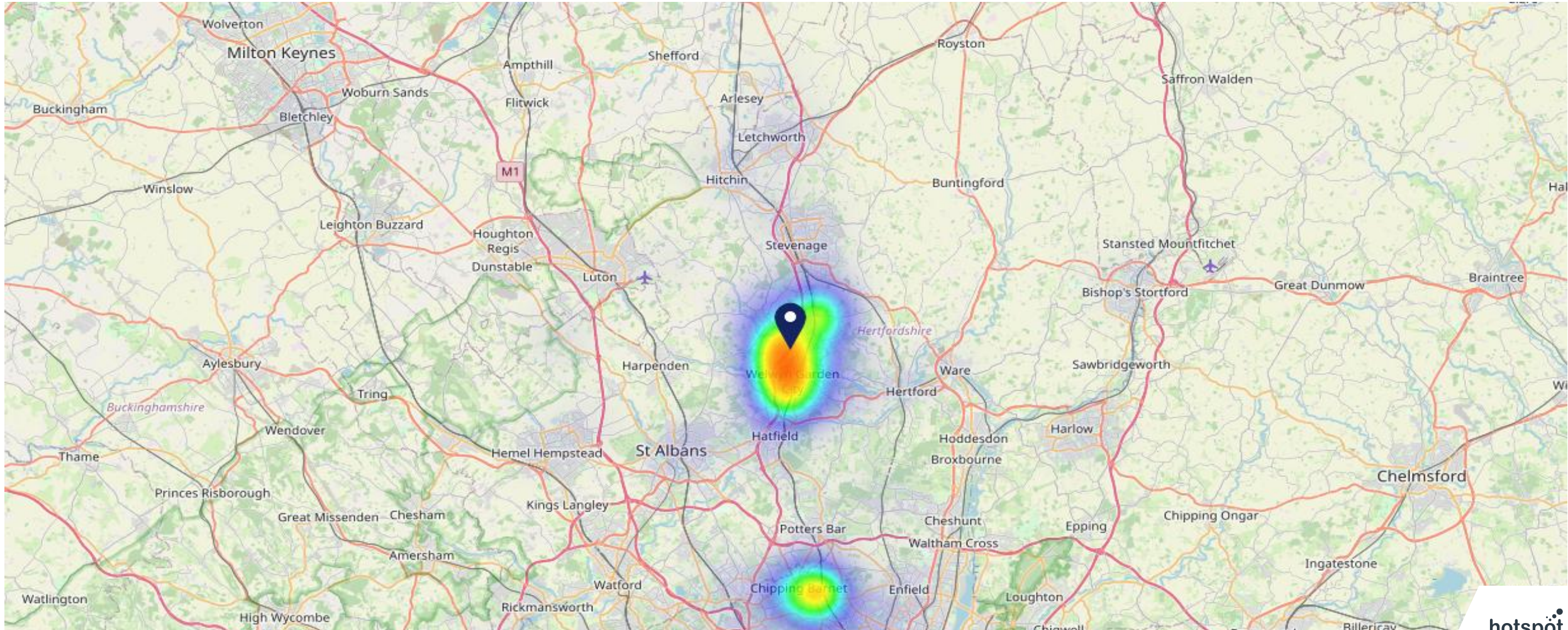
■ Steamer Pub & Thai Kitchen AL69DP



## Map of Guest Origin

Where do customers of Steamer Pub & Thai Kitchen AL69DP come from?

Where do customers of Steamer Pub & Thai Kitchen AL69DP for 05/02/2025 - 25/02/2026 live

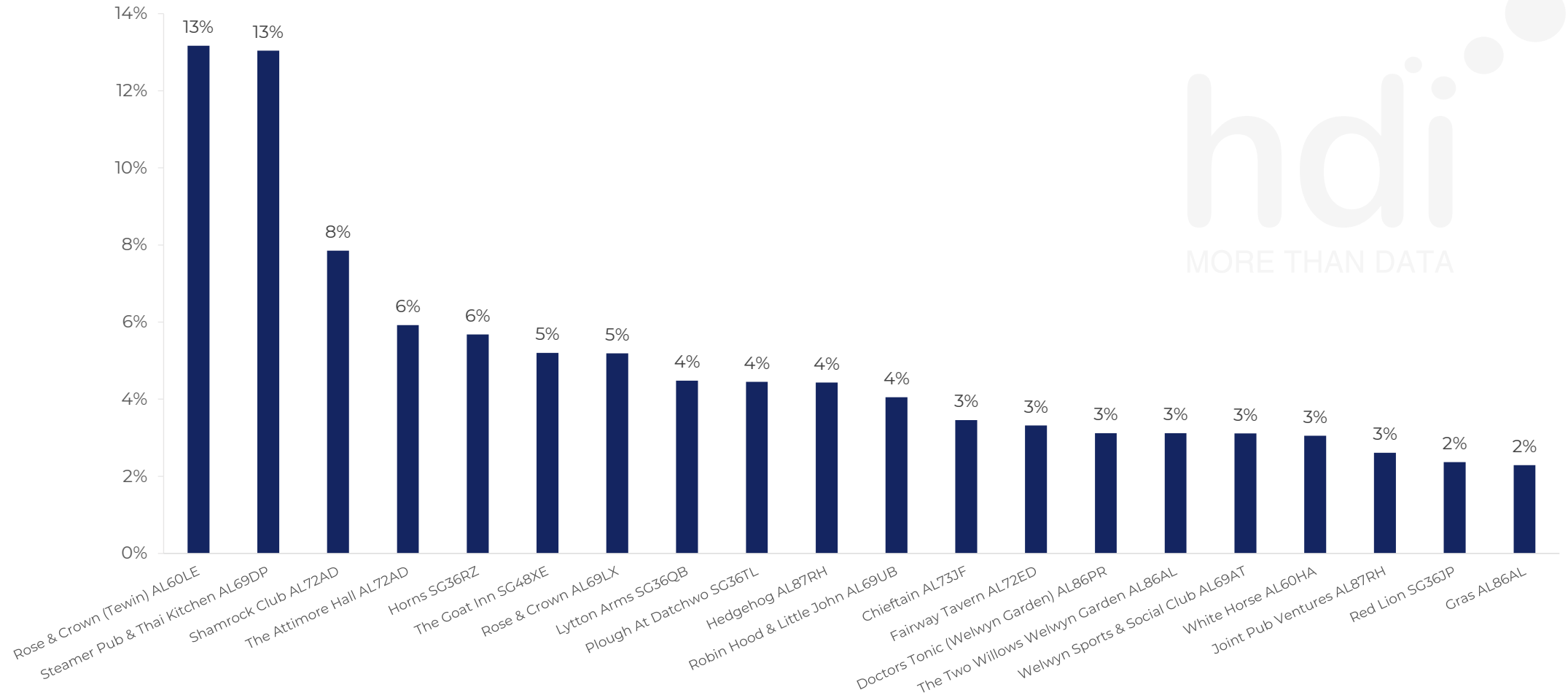




Share of Wallet

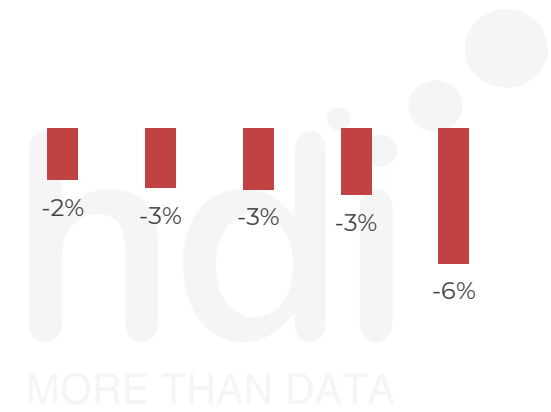
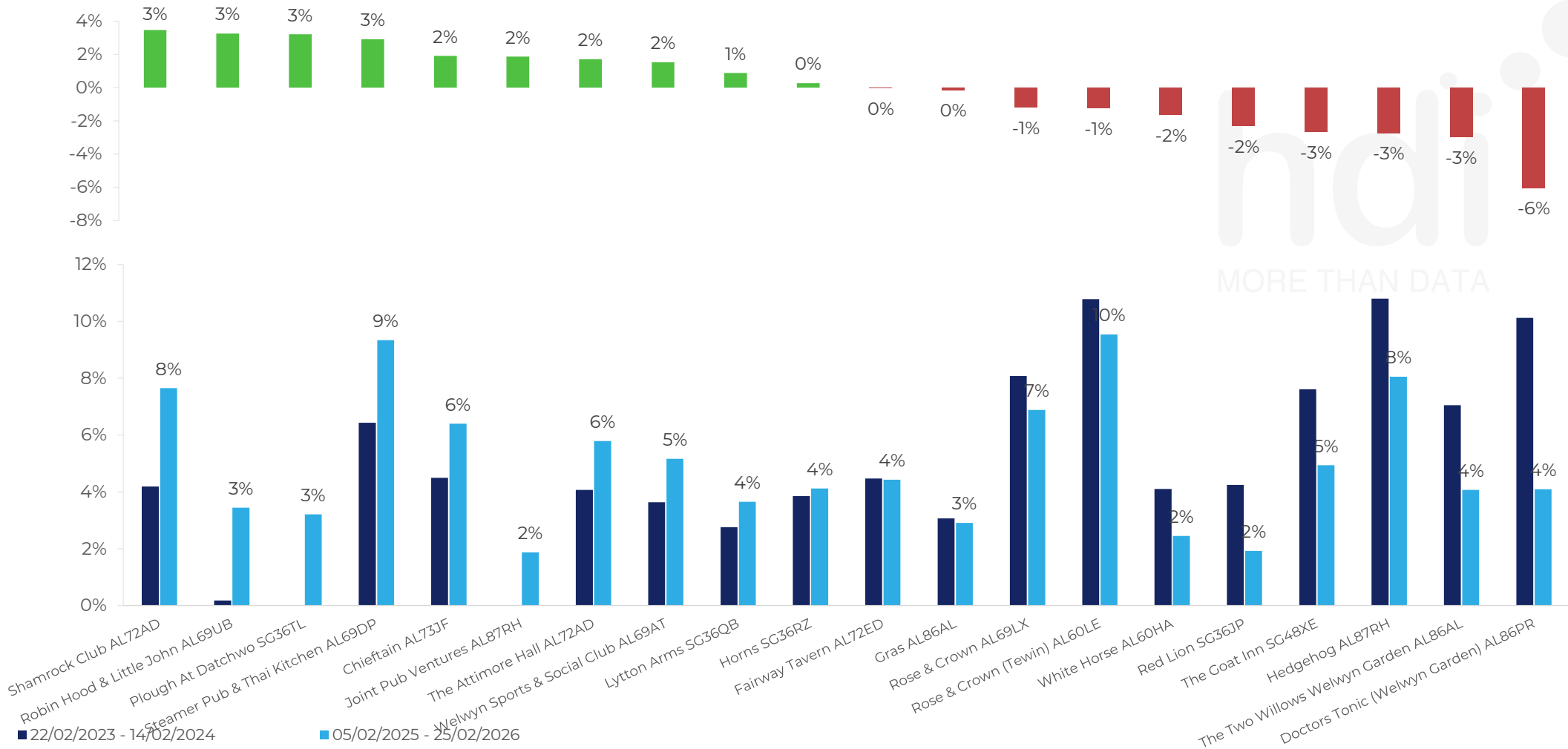
What are the Top 20 venues (by spend) that customers of Steamer Pub & Thai Kitchen AL69DP also visit?

For customers of Steamer Pub & Thai Kitchen AL69DP, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 25/02/2026 split by Venue



Share of Wallet Change

How has share of wallet of customers of Steamer Pub & Thai Kitchen AL69DP changed between two date ranges?





## Market Summary

How does the local area for Steamer Pub & Thai Kitchen AL69DP 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	£754K	4	£3.95M	5	£5.29M	3	£54.03M	5
Weekpart	Mon - Thu	34.1%	2	34.8%	2	35.9%	1	44.2%	8
Weekpart	Fri - Sat	43.9%	5	49.1%	9	47.0%	9	40.4%	3
Weekpart	Sun	22.0%	10	16.2%	7	17.0%	8	15.3%	5
Age	18 to 24	0.2%	1	2.1%	2	1.9%	1	2.8%	1
Age	25 to 34	8.7%	1	9.7%	1	8.7%	1	12.7%	1
Age	35 to 44	22.3%	5	19.7%	3	17.1%	1	23.8%	6
Age	45 to 54	18.9%	4	22.2%	8	24.4%	10	22.7%	9
Age	55 to 64	28.1%	10	24.6%	10	26.6%	10	20.2%	9
Age	65 to 74	17.1%	10	14.1%	10	13.5%	10	11.9%	9
Age	75+	4.8%	8	7.6%	10	7.8%	10	5.9%	9
CAMEO	Business Elite	27.1%	10	23.4%	10	22.8%	10	12.3%	8
CAMEO	Prosperous Professionals	6.8%	6	4.7%	4	5.0%	4	5.6%	4
CAMEO	Flourishing Society	18.4%	8	22.8%	9	19.6%	8	16.4%	7
CAMEO	Content Communities	8.4%	2	11.7%	5	10.9%	4	11.3%	4
CAMEO	White Collar Neighbourhoods	7.8%	2	6.8%	2	6.1%	1	9.0%	2
CAMEO	Enterprising Mainstream	2.0%	1	2.3%	1	2.5%	1	3.2%	1
CAMEO	Paying The Mortgage	10.9%	3	14.7%	6	18.3%	8	21.4%	10
CAMEO	Cash Conscious Communities	13.6%	8	7.0%	4	6.2%	3	6.7%	3
CAMEO	On A Budget	4.0%	3	5.6%	5	7.9%	7	12.8%	10
CAMEO	Family Value	0.9%	3	0.9%	3	0.8%	2	1.3%	3
Affluence	AB	52.4%	10	50.9%	10	47.3%	9	34.4%	7
Affluence	C1C2	29.1%	1	35.6%	2	37.8%	2	44.9%	4
Affluence	DE	18.5%	5	13.6%	3	14.9%	3	20.7%	6