



Site Summary



Cross Keys NG12GJ

NG12GJ

Redcat



Work Area
Nottingham



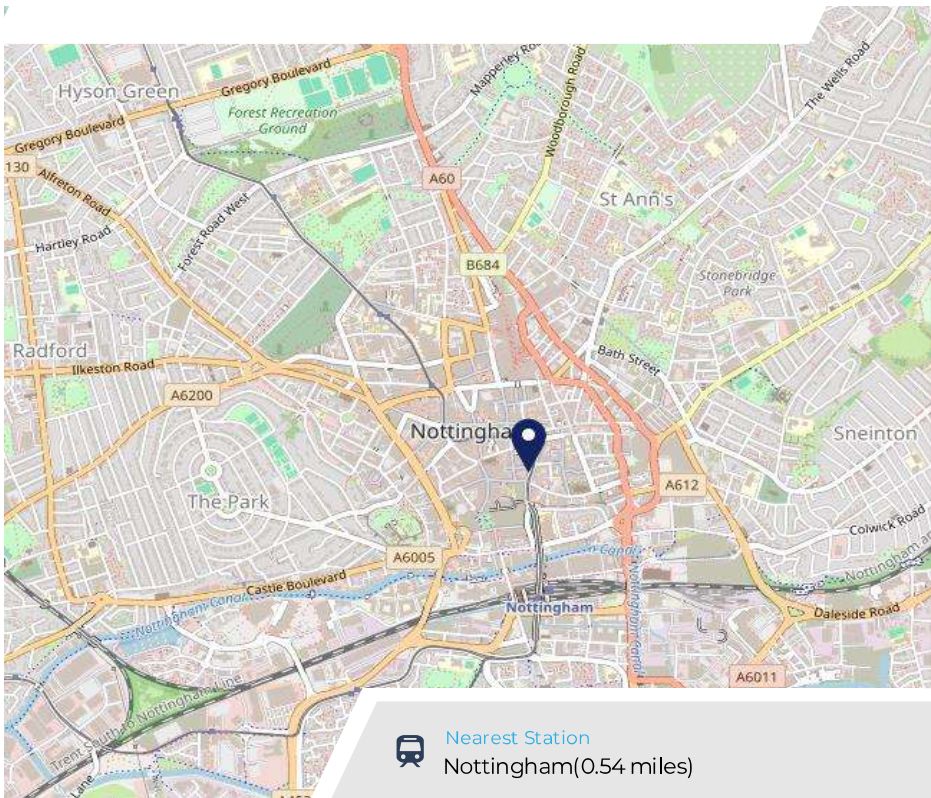
Region
East Midlands



TV Region
Central



Urbanicity
Urban minor conurbation



ATV
£10.59



Gender
78.81%
Male



Affluence
61.02%
Middle Income



Segmentation
18.36%
Paying The Mortgage



Age Group
28.98%
55 to 64



Visit Day
32.18%
Sat

Top Competitors

Huddl & Popworld Nott #1
NG12HW
 Venues

Bell Inn (Nottingham) #2
NG16HL
 GK Heritage

Lloyds No.1 Bar #3
NG11NL
 JD Wetherspoon



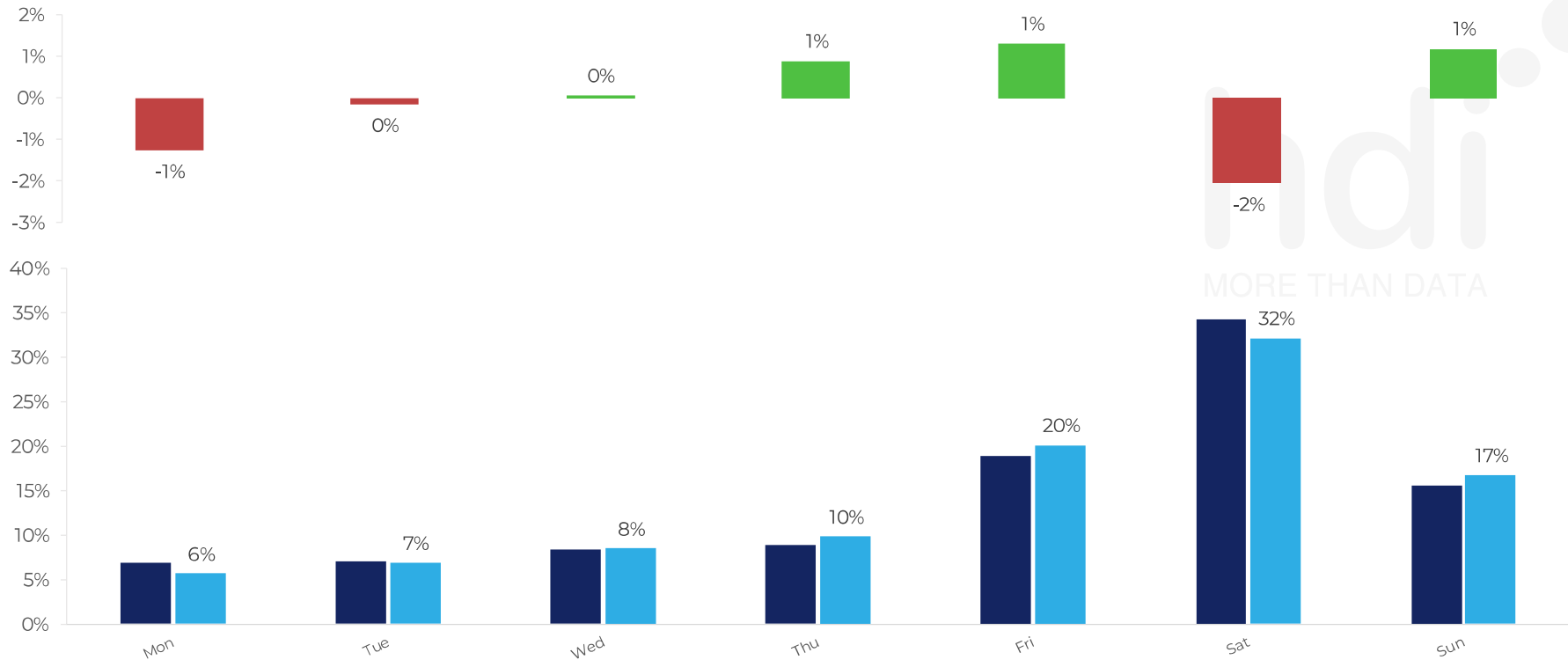
Nearest Station
Nottingham(0.54 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Cross Keys NG12GJ versus its competitors?

% of spend for Cross Keys NG12GJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



Competitor

Cross Keys NG12GJ

3752 Site Customers

71 Competitors

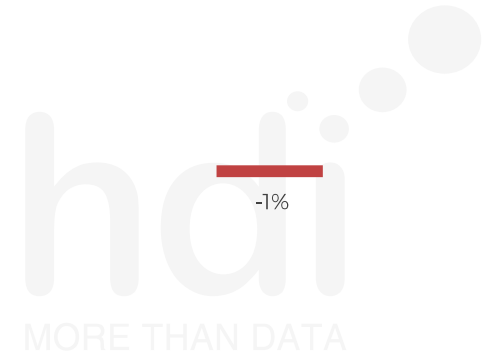
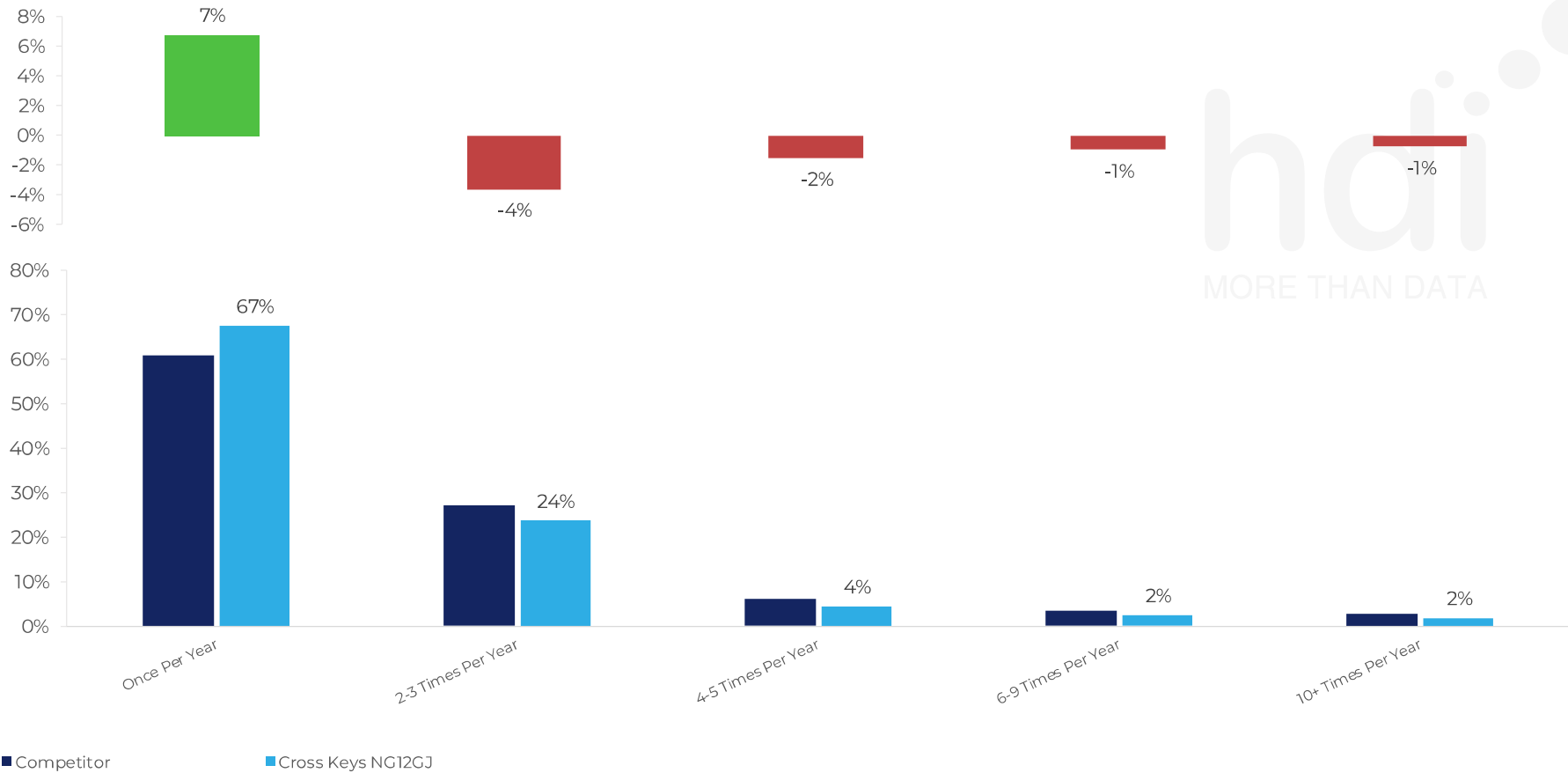
339649 Competitor Customers



Visit Frequency

How frequently per year do customers visit Cross Keys NG12GJ versus its competitors?

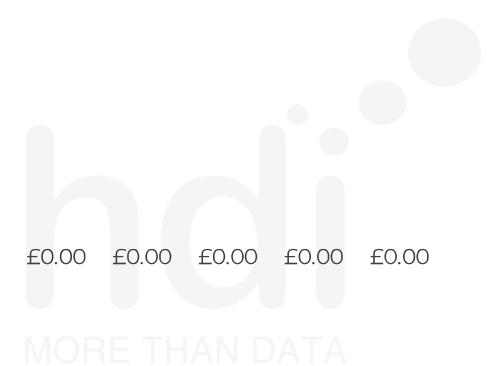
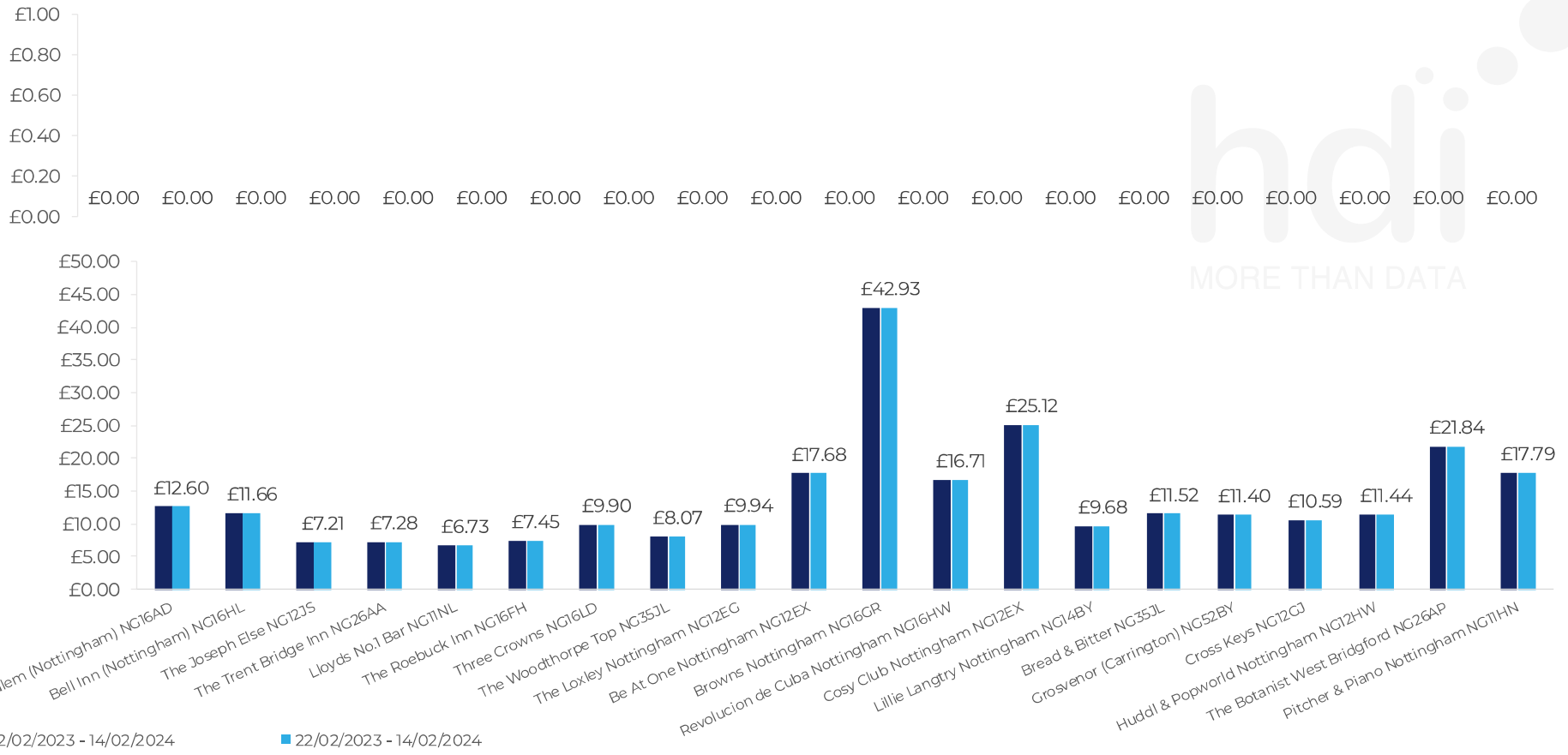
% of customer numbers for Cross Keys NG12GJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

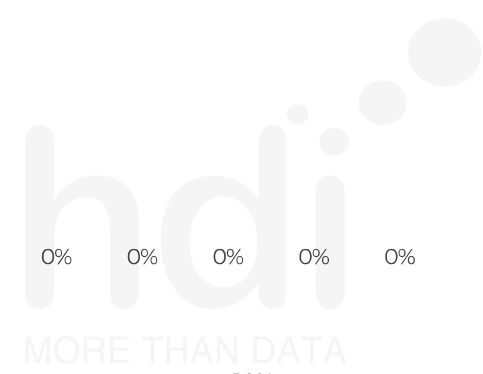
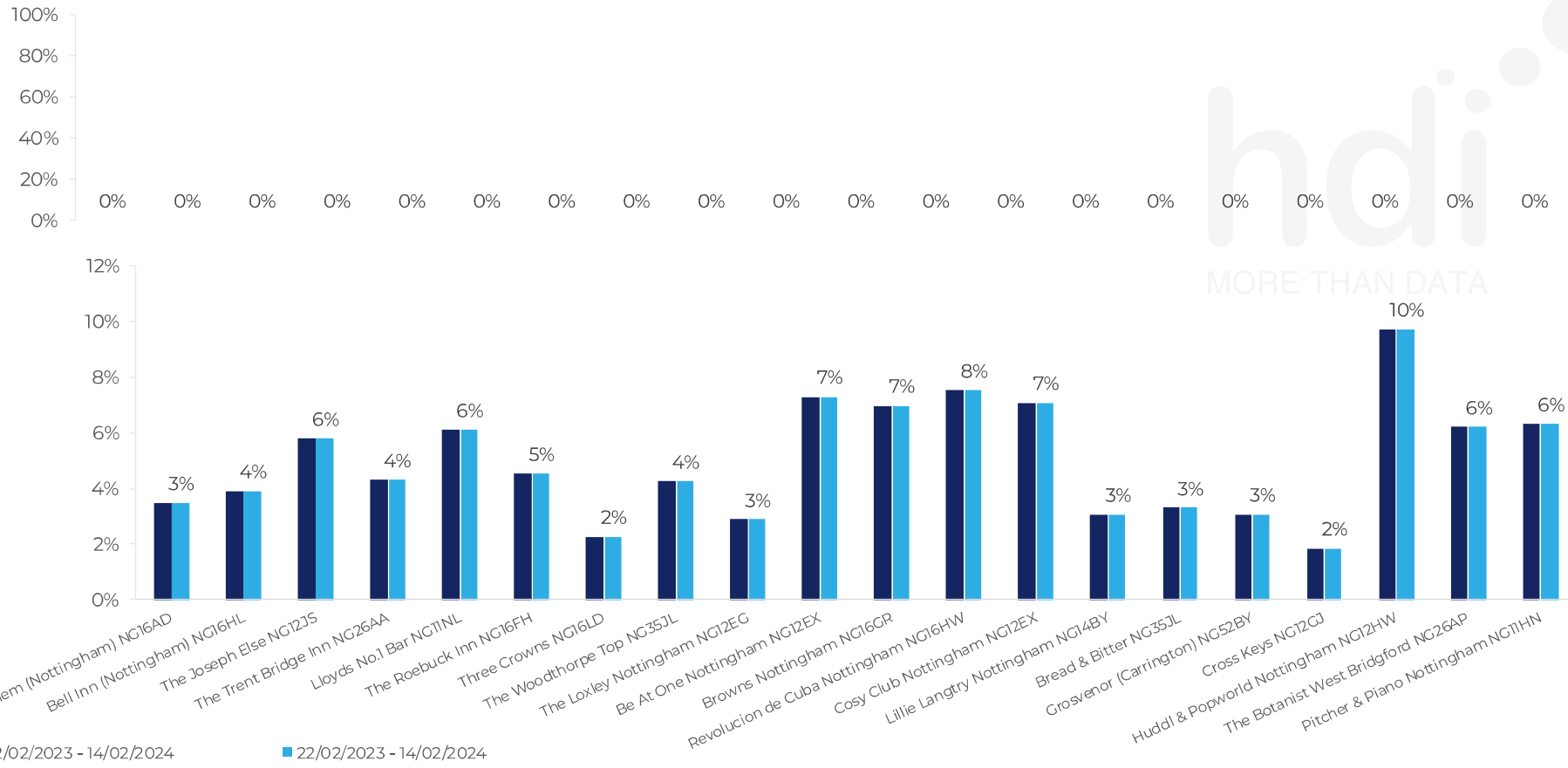




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Cross Keys NG12GJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

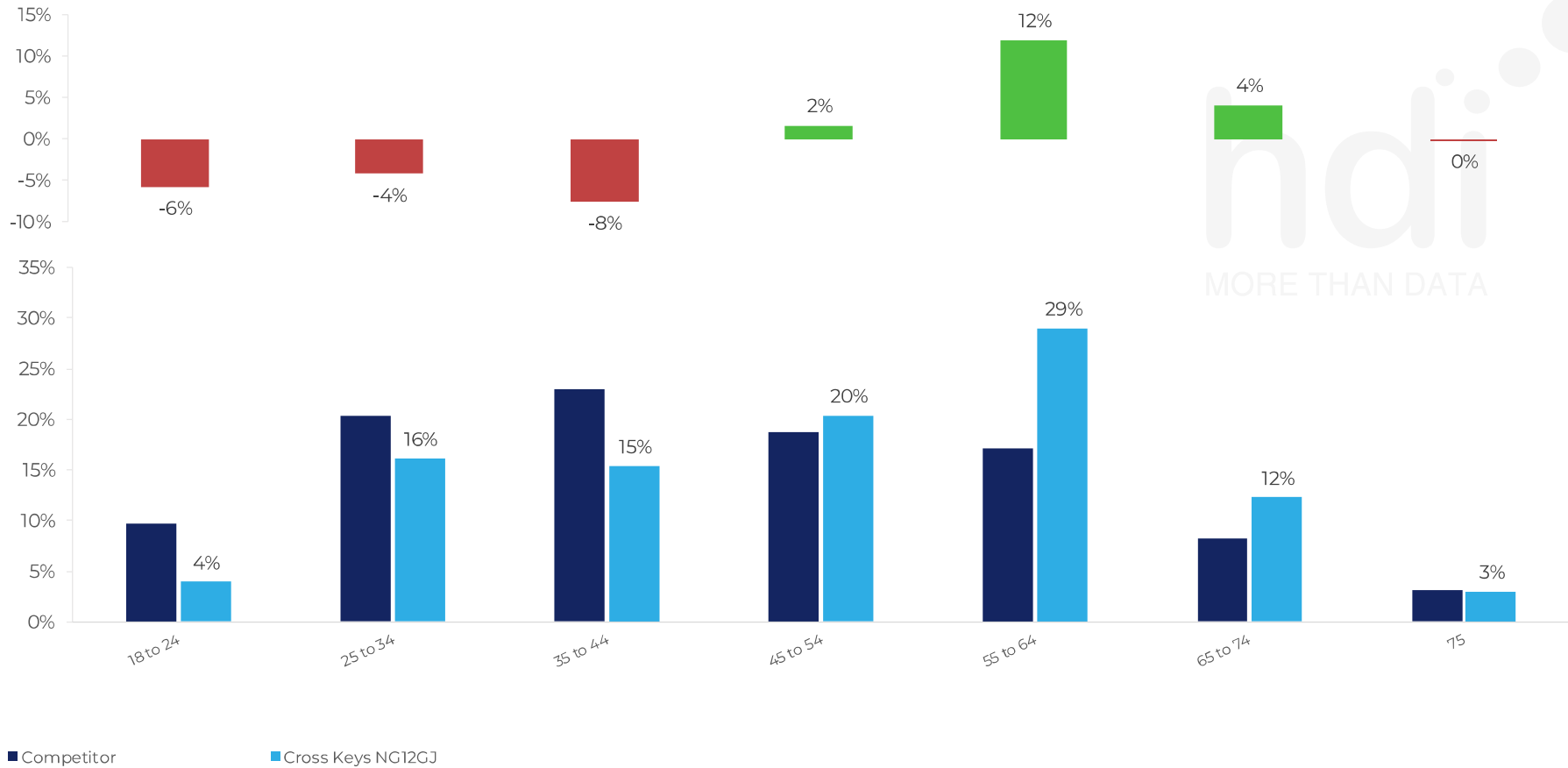




Age

How does the age profile of customers who visit Cross Keys NG12GJ compare versus its competitors?

% of spend for Cross Keys NG12GJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



1875 Site Customers

71 Competitors

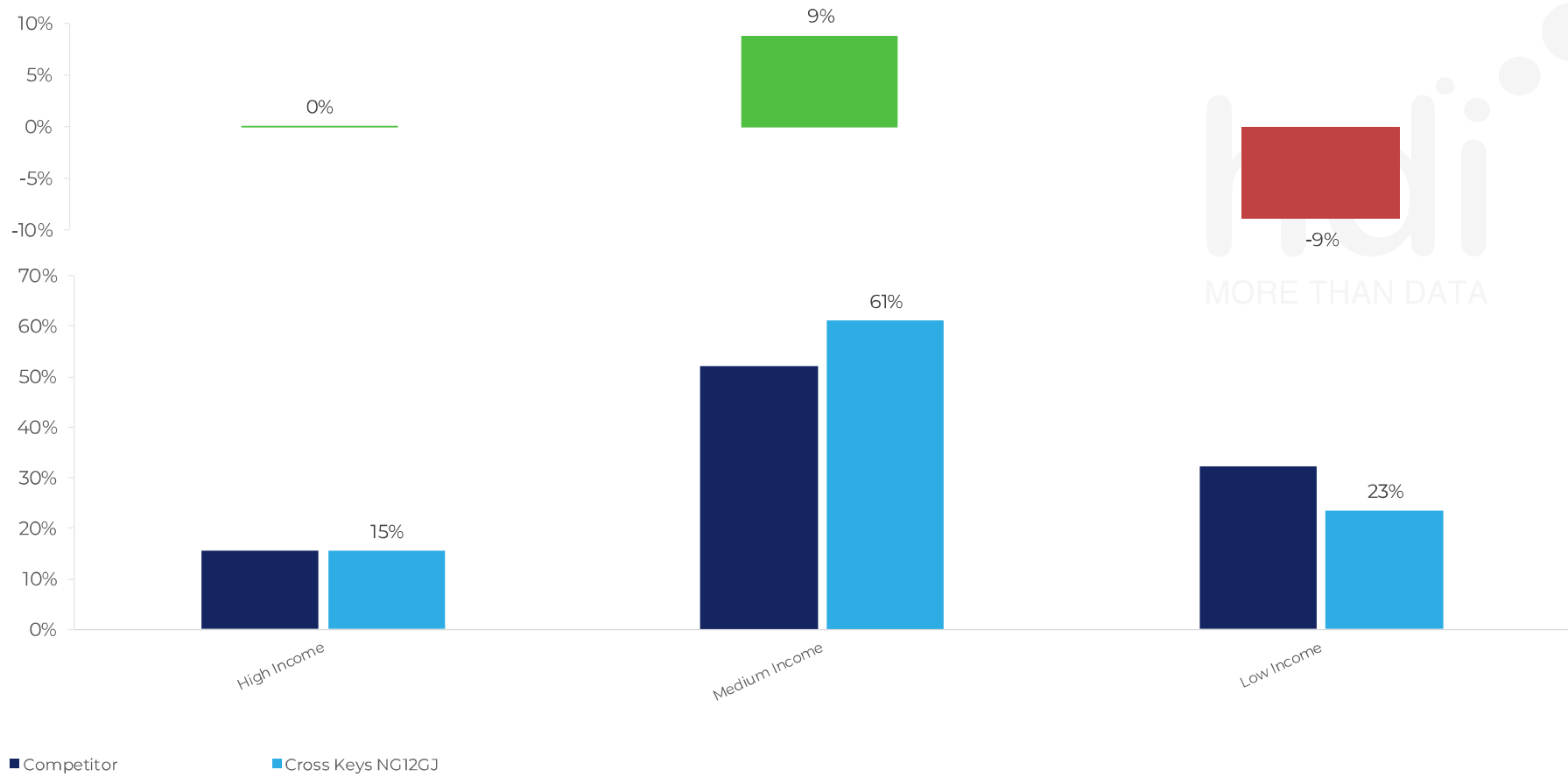
147407 Competitor Customers



Affluence

How does the affluence of customers who visit Cross Keys NG12GJ compare versus its competitors?

% of spend for Cross Keys NG12GJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



1790 Site Customers

71 Competitors

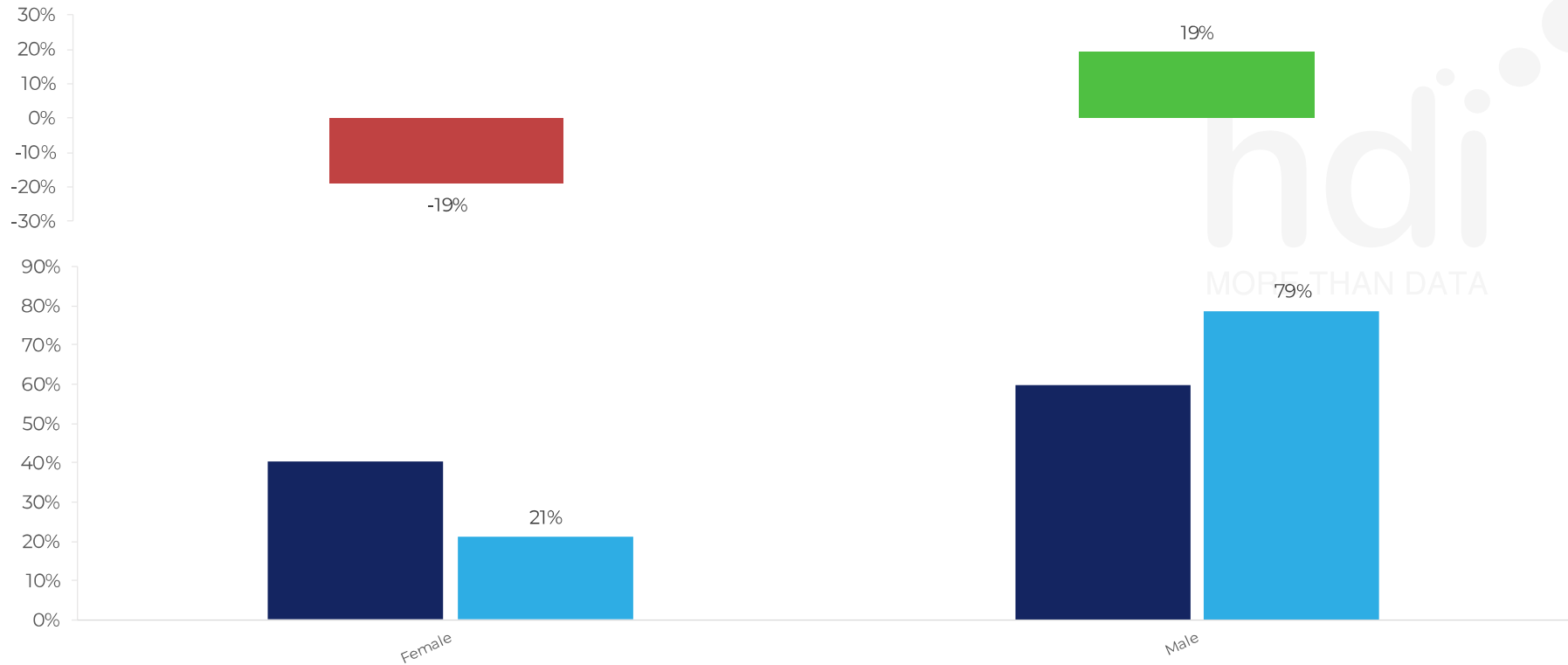
138615 Competitor Customers



Gender

How does the gender profile of customers who visit Cross Keys NG12GJ compare versus its competitors?

% of spend for Cross Keys NG12GJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

■ Cross Keys NG12GJ

1872 Site Customers

71 Competitors

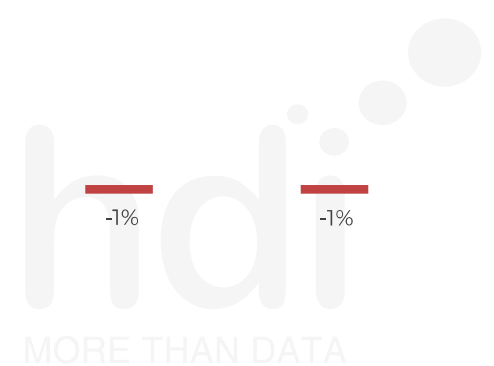
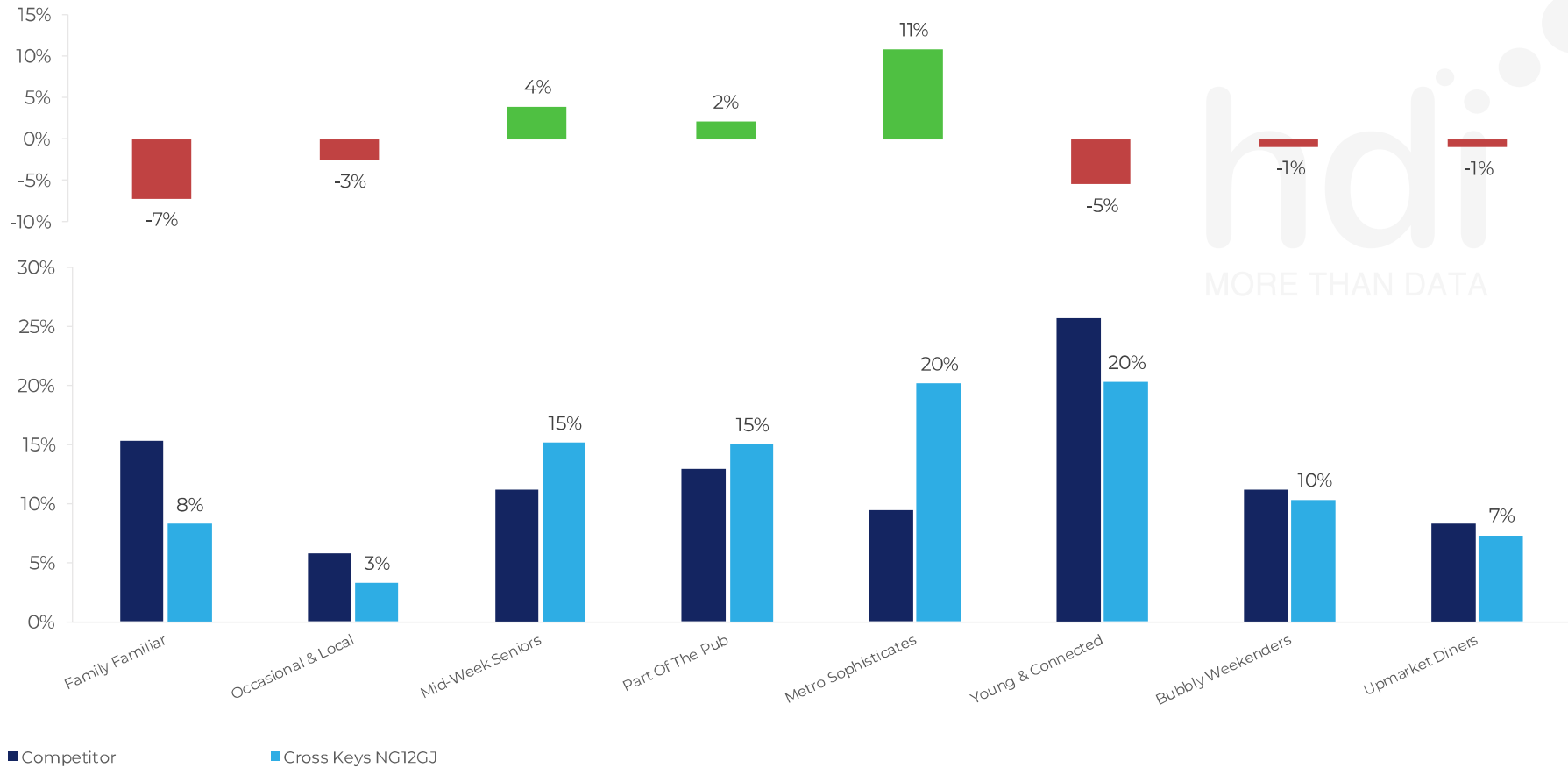
146500 Competitor Customers



Punch Segmentation

How does the Custom segmentation profile of customers who visit Cross Keys NG12GJ compare versus its competitors?

% of spend for Cross Keys NG12GJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



Competitor

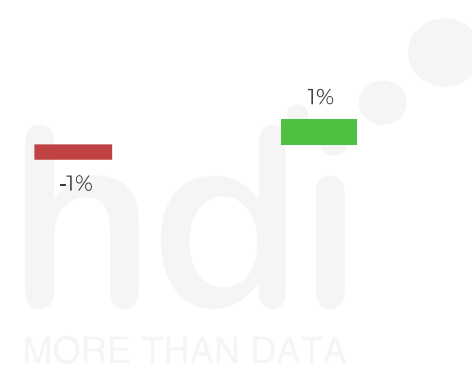
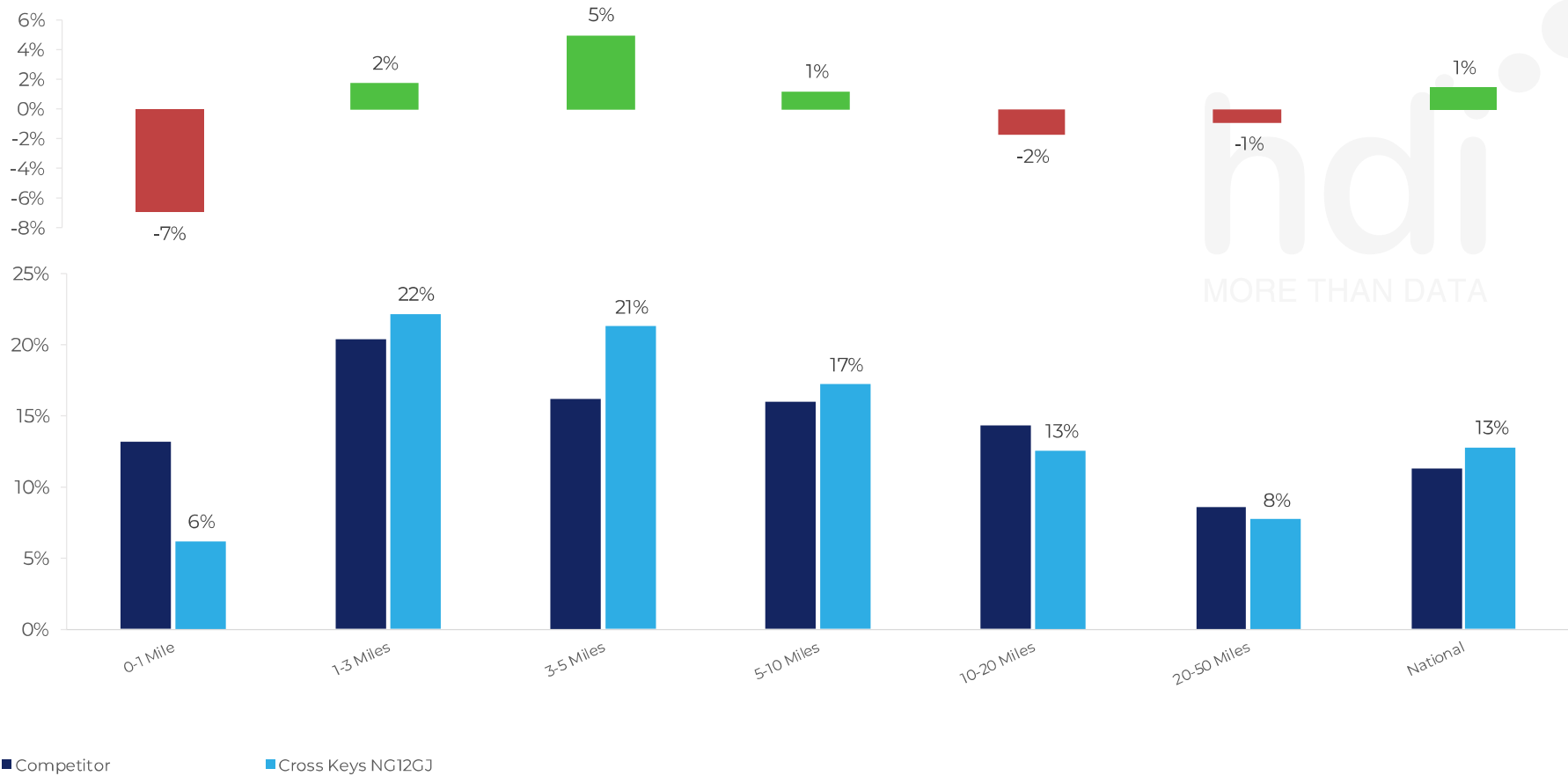
Cross Keys NG12GJ



Spend by Distance

How does the spend profile of Cross Keys NG12GJ compare versus its competitors based on travel distances?

% of spend for Cross Keys NG12GJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



Competitor

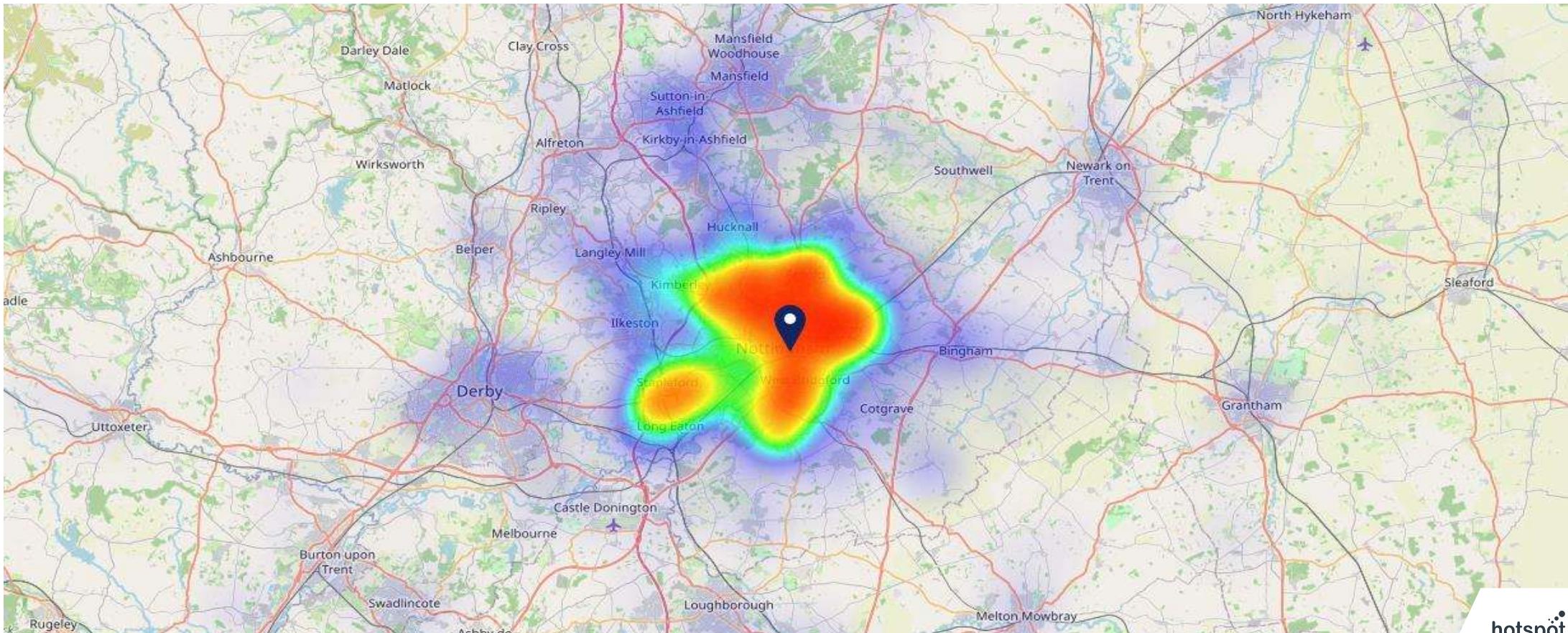
Cross Keys NG12GJ



Map of Guest Origin

Where do customers of Cross Keys NG12GJ come from?

Where do customers of Cross Keys NG12GJ for 22/02/2023 - 14/02/2024 live



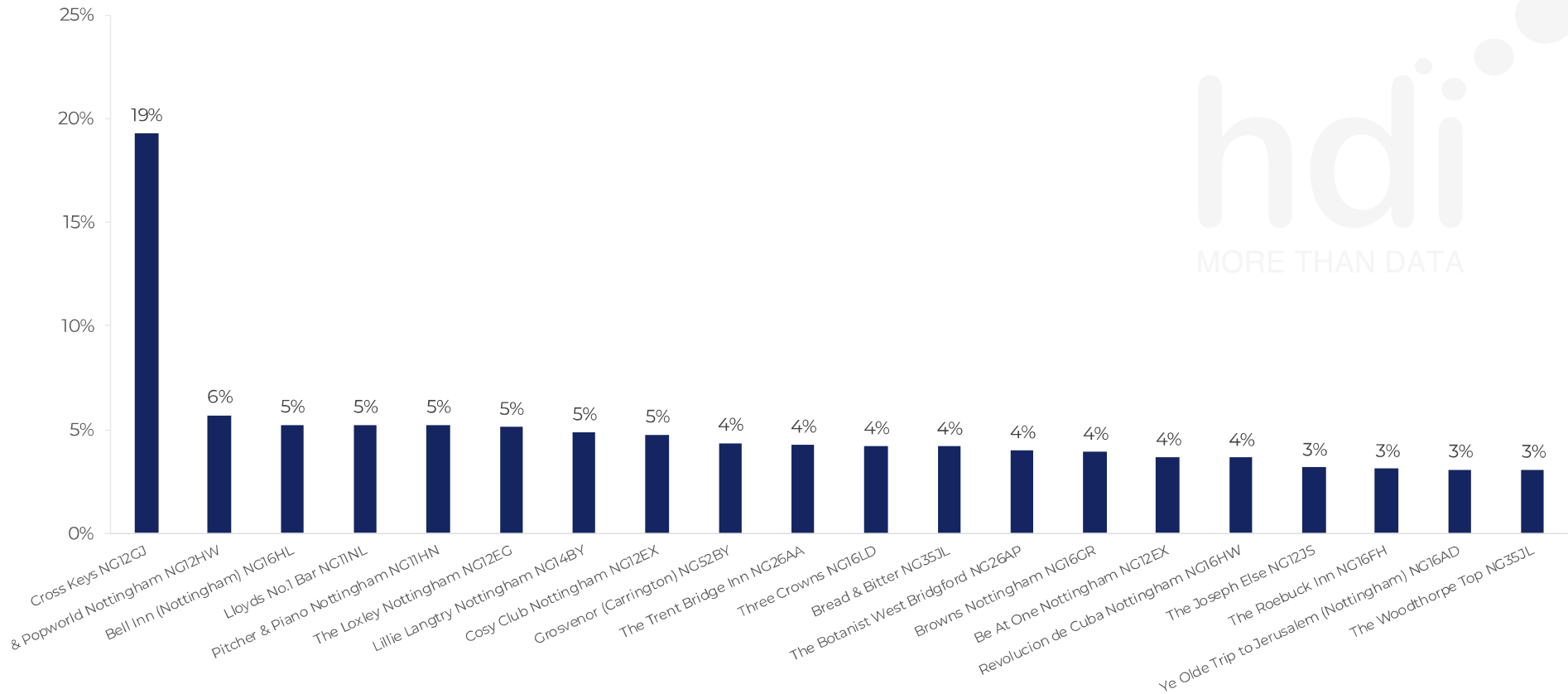
1871 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of Cross Keys NG12GJ also visit?

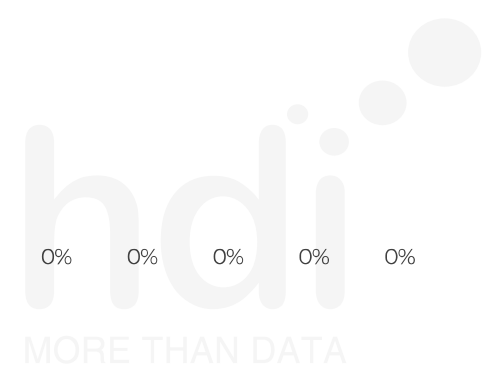
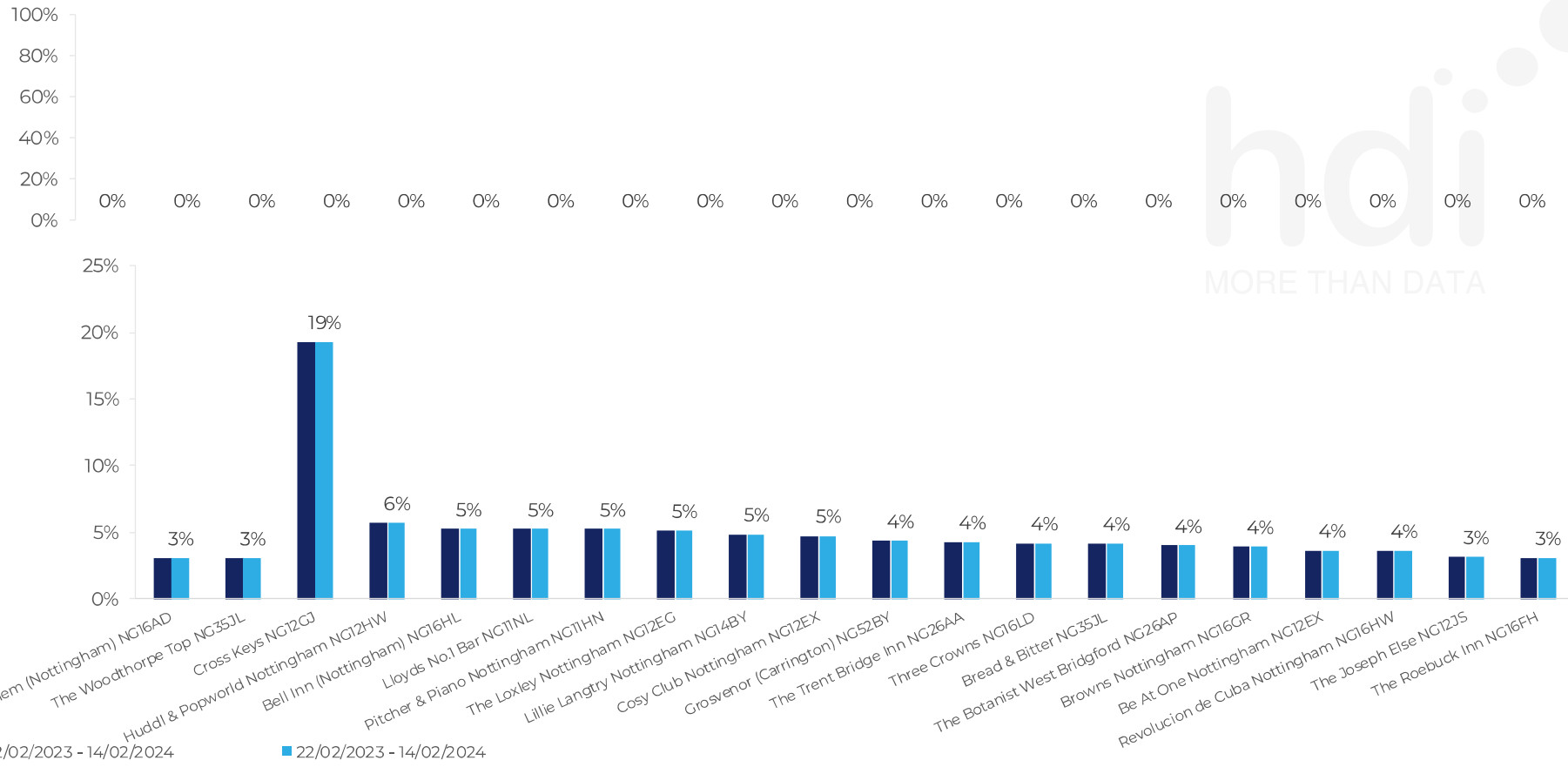
For customers of Cross Keys NG12GJ, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Cross Keys NG12GJ changed between two date ranges?



3752 Site Customers



Market Summary

How does the local area for Cross Keys NG12GJ 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	£92.04M	10	£259.74M	10	£393.50M	10	£589.19M	9
Weekpart	Mon - Thu	312%	1	34.9%	2	362%	1	38.7%	2
Weekpart	Fri - Sat	55.0%	10	51.4%	10	499%	10	47.0%	10
Weekpart	Sun	13.8%	5	13.7%	4	13.9%	3	14.4%	2
Age	18 to 24	10.0%	8	9.8%	8	9.3%	8	7.8%	6
Age	25 to 34	22.1%	6	21.2%	5	20.5%	4	18.6%	3
Age	35 to 44	24.9%	7	25.1%	7	25.4%	7	25.4%	8
Age	45 to 54	20.2%	5	20.2%	5	20.7%	6	20.8%	7
Age	55 to 64	15.4%	5	16.0%	6	16.1%	6	17.1%	8
Age	65 to 74	5.6%	5	5.8%	5	6.2%	5	7.5%	7
Age	75+	1.7%	5	1.8%	5	1.9%	4	2.8%	6
CAMEO	Business Elite	6.6%	5	6.3%	5	6.1%	5	5.6%	4
CAMEO	Prosperous Professionals	6.0%	6	5.7%	5	5.4%	5	6.1%	5
CAMEO	Flourishing Society	7.5%	3	7.6%	3	7.2%	3	7.3%	2
CAMEO	Content Communities	15.1%	8	14.0%	7	14.0%	7	14.5%	8
CAMEO	White Collar Neighbourhoods	8.3%	3	8.1%	2	7.8%	2	7.7%	2
CAMEO	Enterprising Mainstream	12.4%	9	11.8%	8	11.8%	8	12.6%	9
CAMEO	Paying The Mortgage	17.1%	7	16.8%	7	16.6%	7	15.9%	7
CAMEO	Cash Conscious Communities	11.5%	7	11.8%	8	11.8%	8	11.4%	8
CAMEO	On A Budget	6.9%	6	7.7%	7	8.1%	7	7.7%	7
CAMEO	Family Value	8.7%	9	10.2%	9	11.2%	9	11.1%	9
Affluence	AB	20.1%	4	19.6%	4	18.7%	3	19.0%	3
Affluence	C1C2	52.8%	7	50.7%	6	50.2%	6	50.8%	7
Affluence	DE	27.2%	7	29.7%	8	31.1%	9	30.2%	9