



Nags Head HP160DG

HP160DG

Punch T&L



Work Area

High Wycombe and Aylesbury



Region

South East



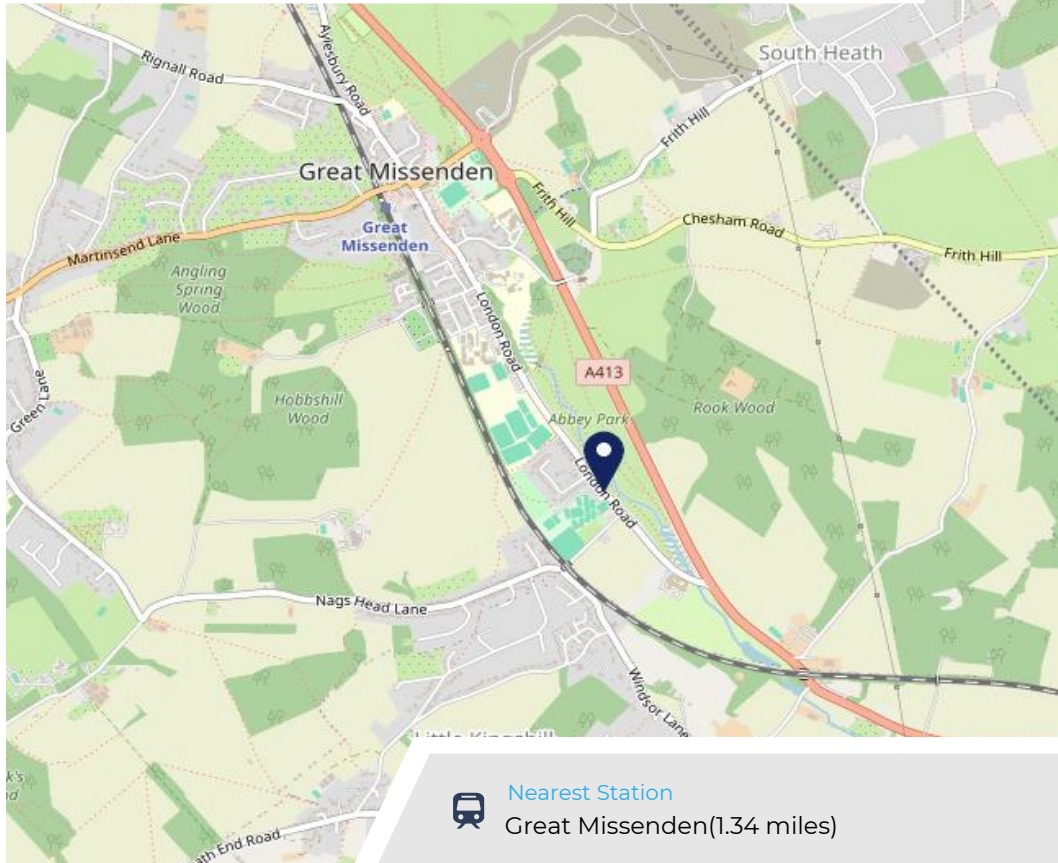
TV Region

London



Urbanicity

Rural hamlet and isolated d



ATV

£31.77

Affluence

67.64%

High Income



Age Group

22.60%

55 to 64



Gender

56.44%

Male



Segmentation

33.24%

Business Elite



Visit Day

25.89%

Sun

Top Competitors



Clrpeterley Manor Fa

#1

HP160HH

Restaurant



Cross Keys

#2

HP160AU

Fullers L&T



Polecat Inn

#3

HP160HJ

Oakman Inns



Nearest Station

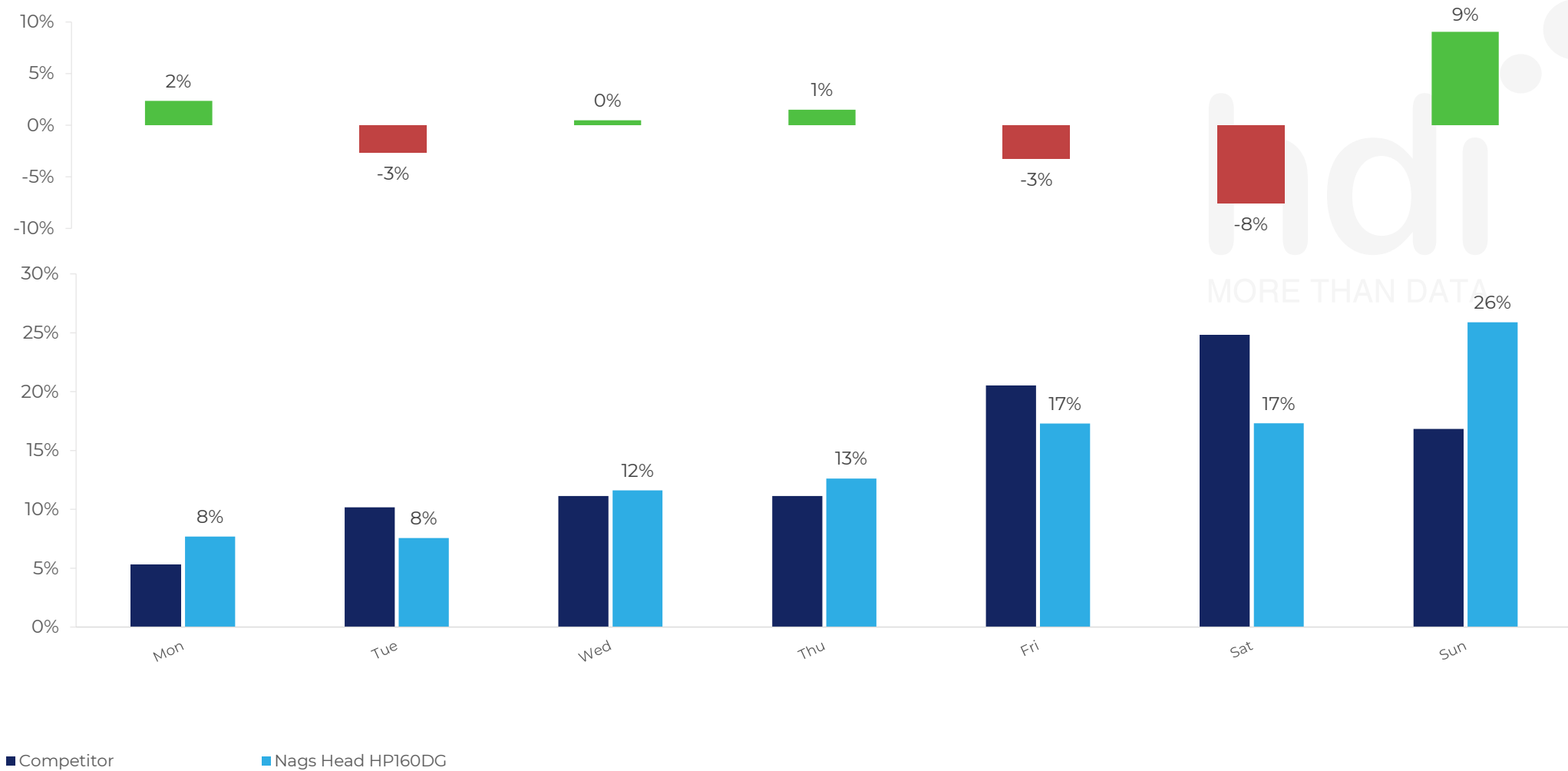
Great Missenden(1.34 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Nags Head HP160DG versus its competitors?

% of spend for Nags Head HP160DG and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Day of Week

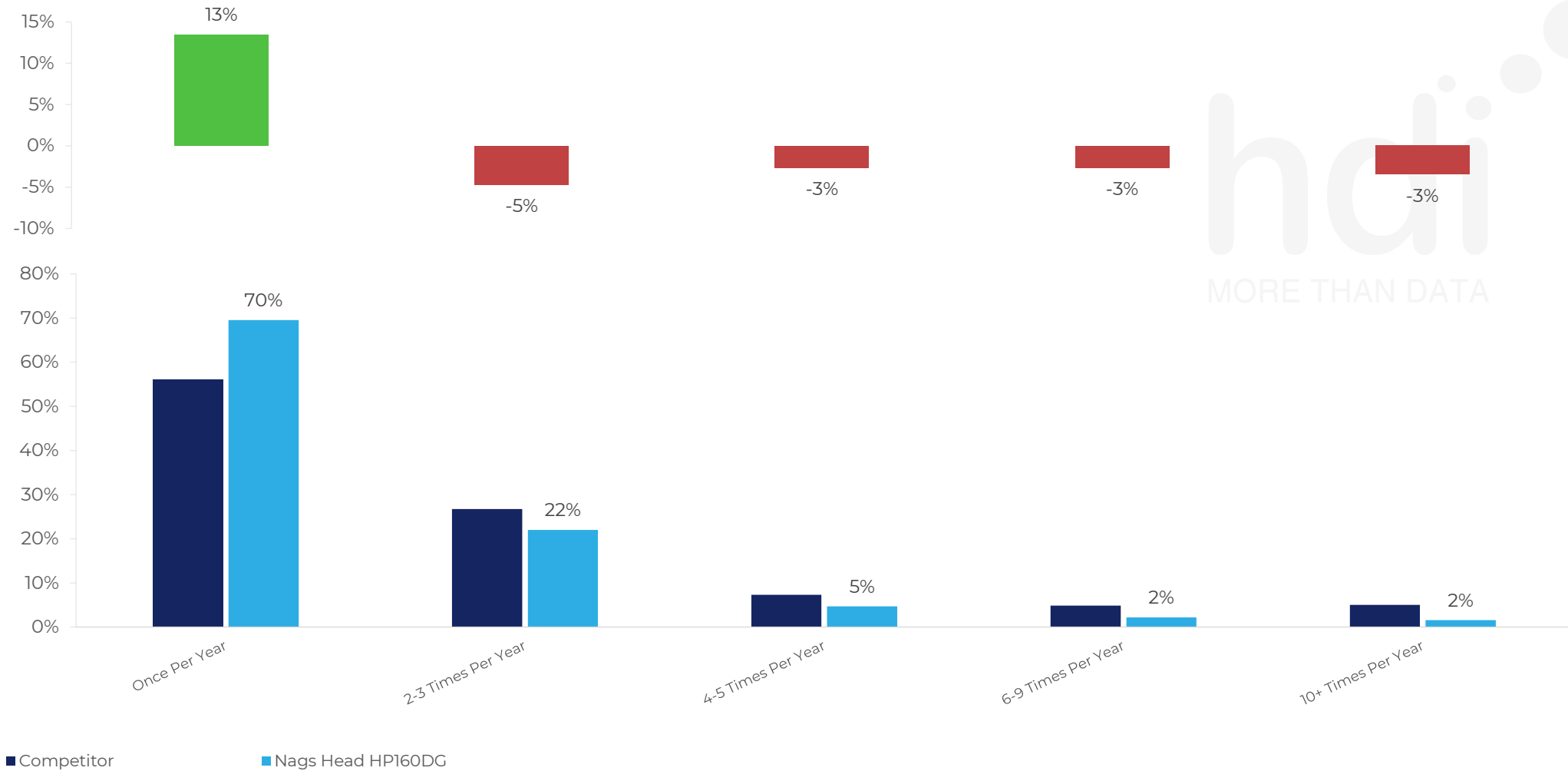




Visit Frequency

How frequently per year do customers visit Nags Head HP160DG versus its competitors?

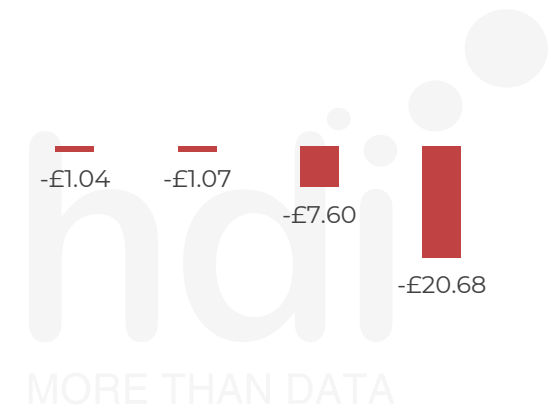
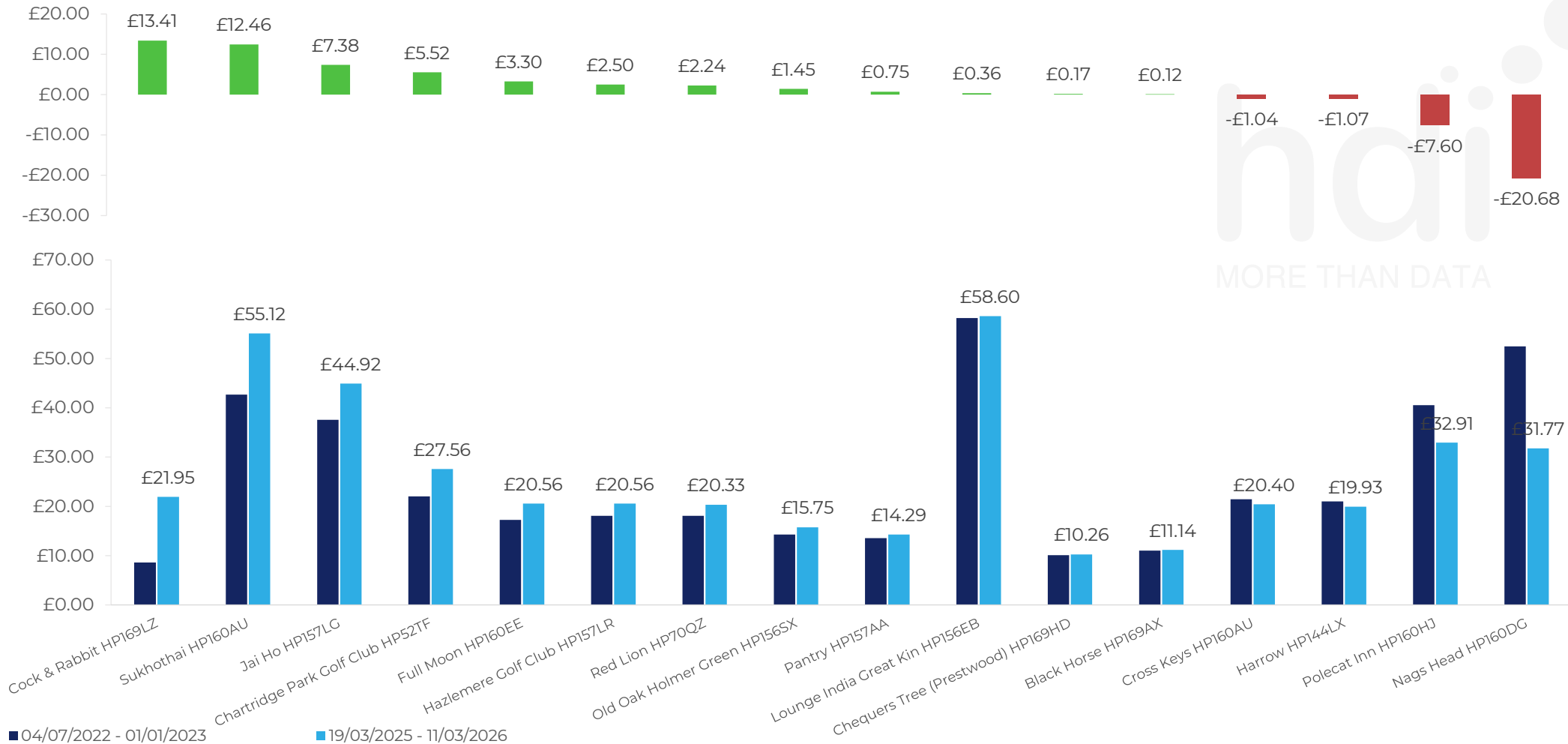
% of customer numbers for Nags Head HP160DG and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

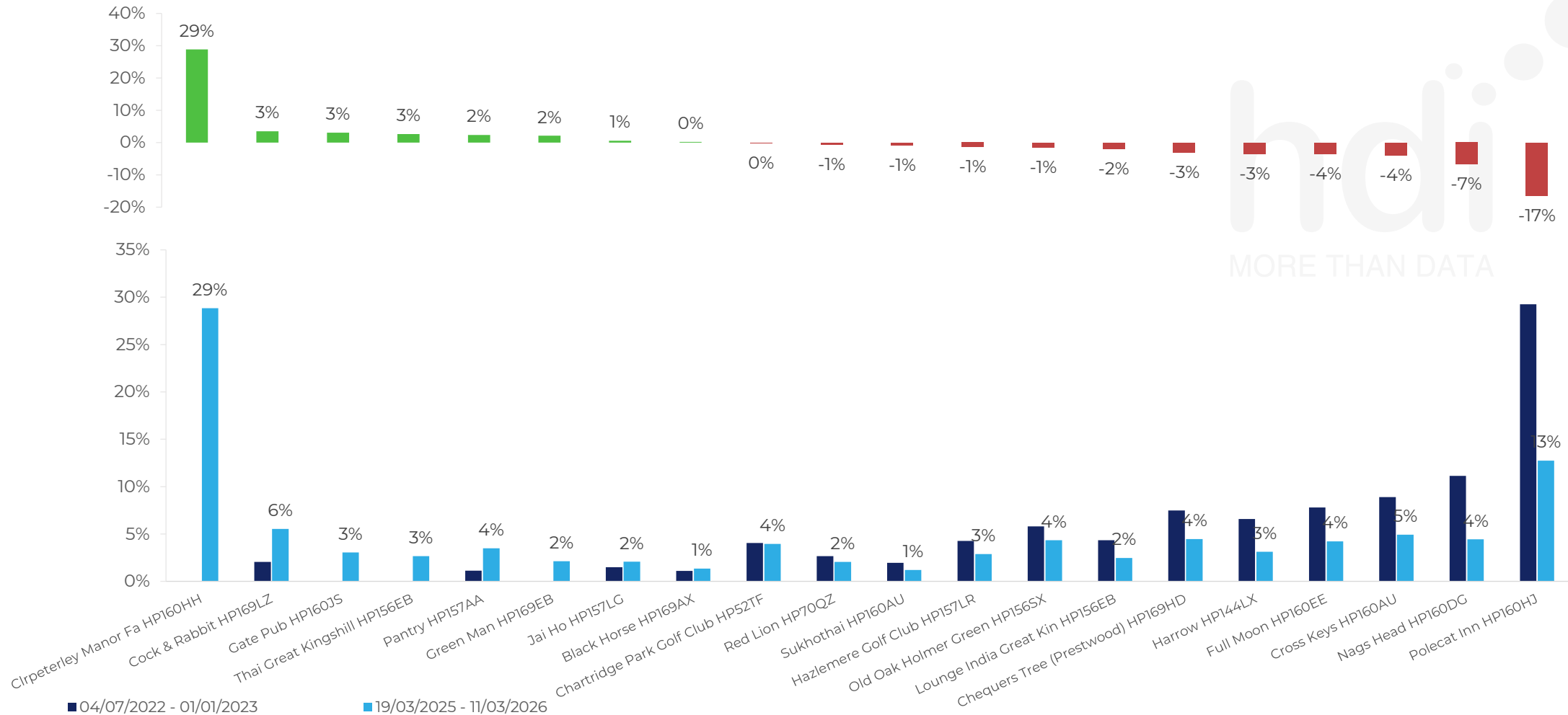




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Nags Head HP160DG and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026

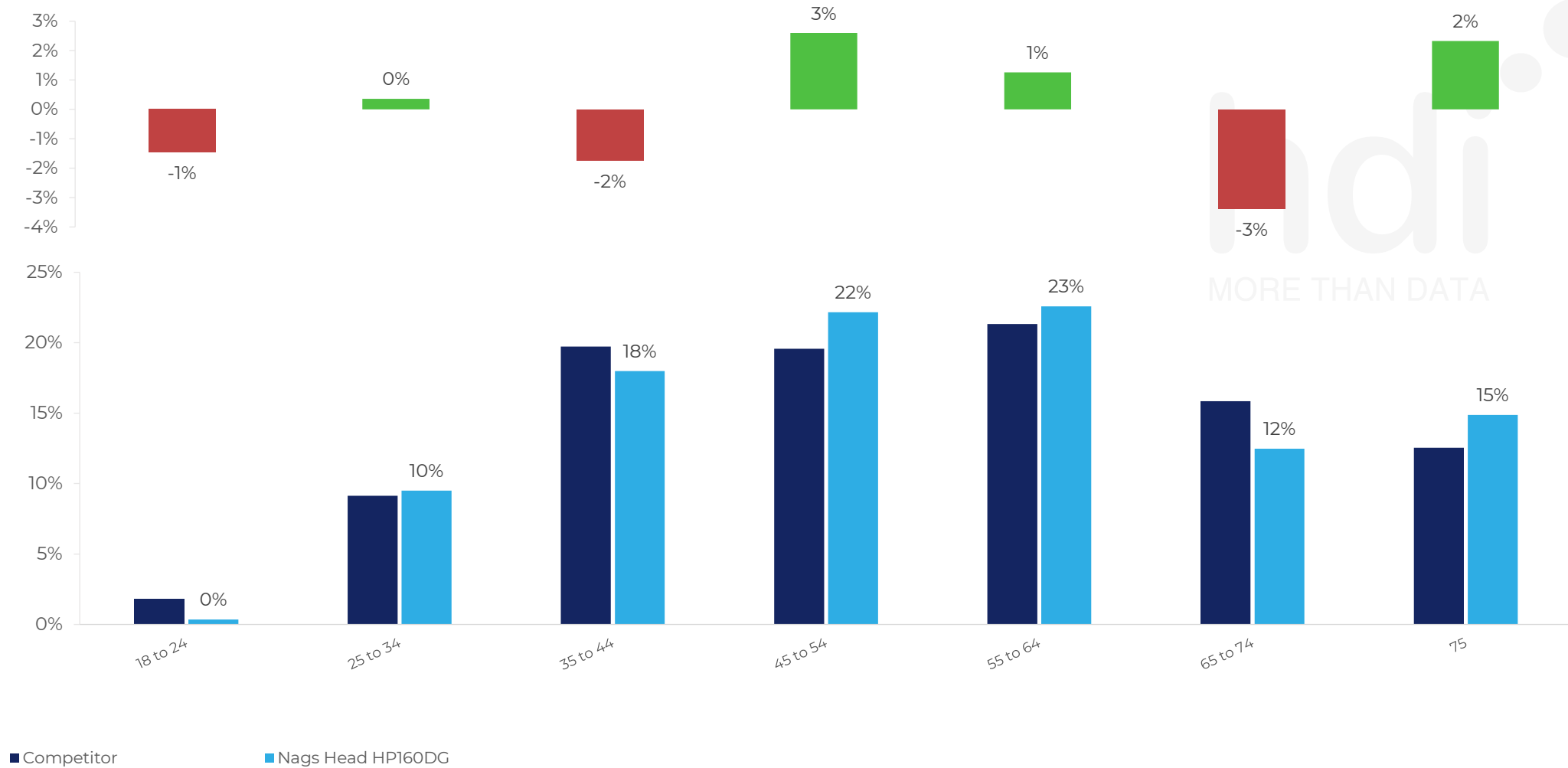




Age

How does the age profile of customers who visit Nags Head HP160DG compare versus its competitors?

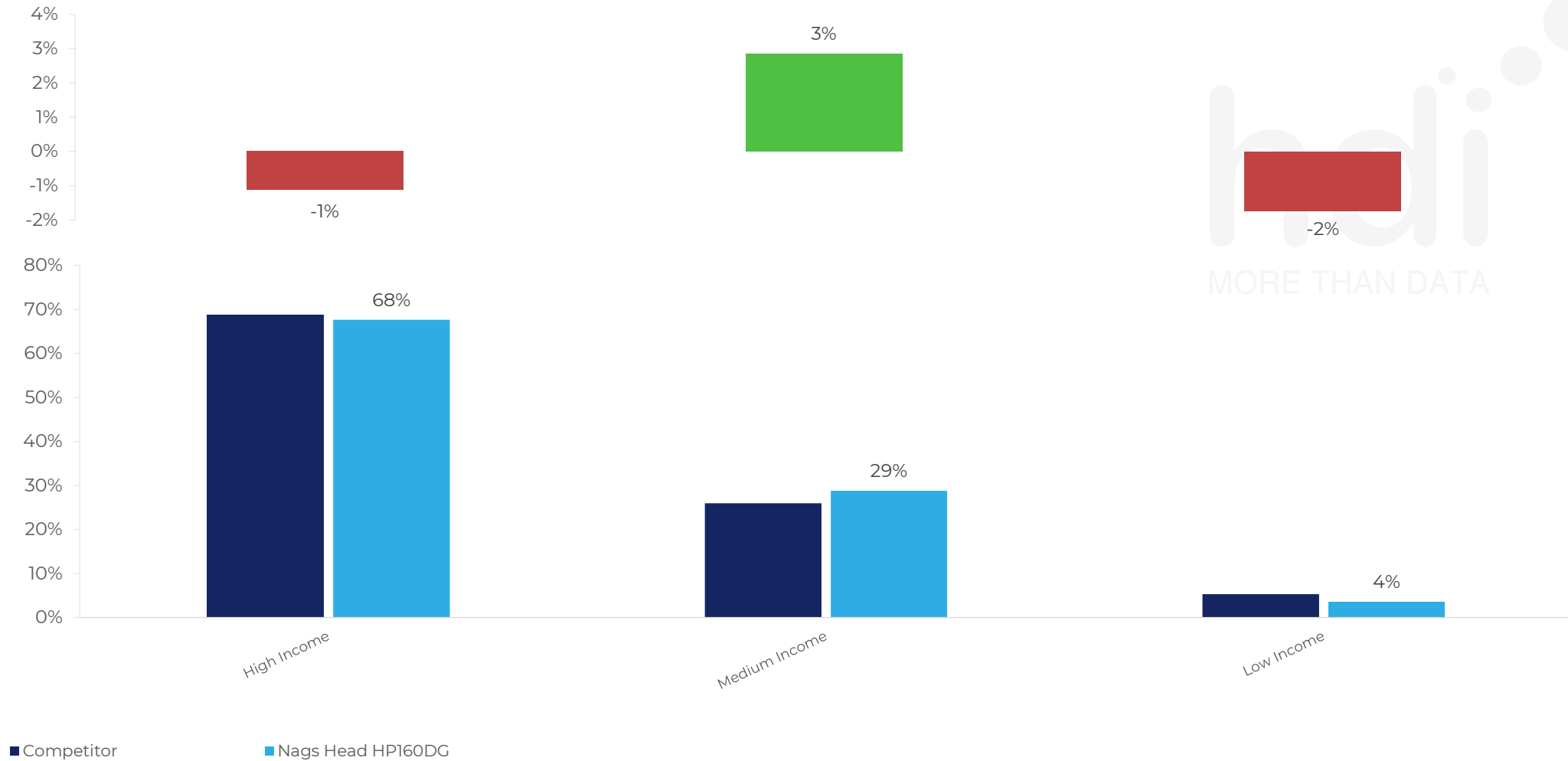
% of spend for Nags Head HP160DG and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Age Range





How does the affluence of customers who visit Nags Head HP160DG compare versus its competitors?

% of spend for Nags Head HP160DG and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Affluence

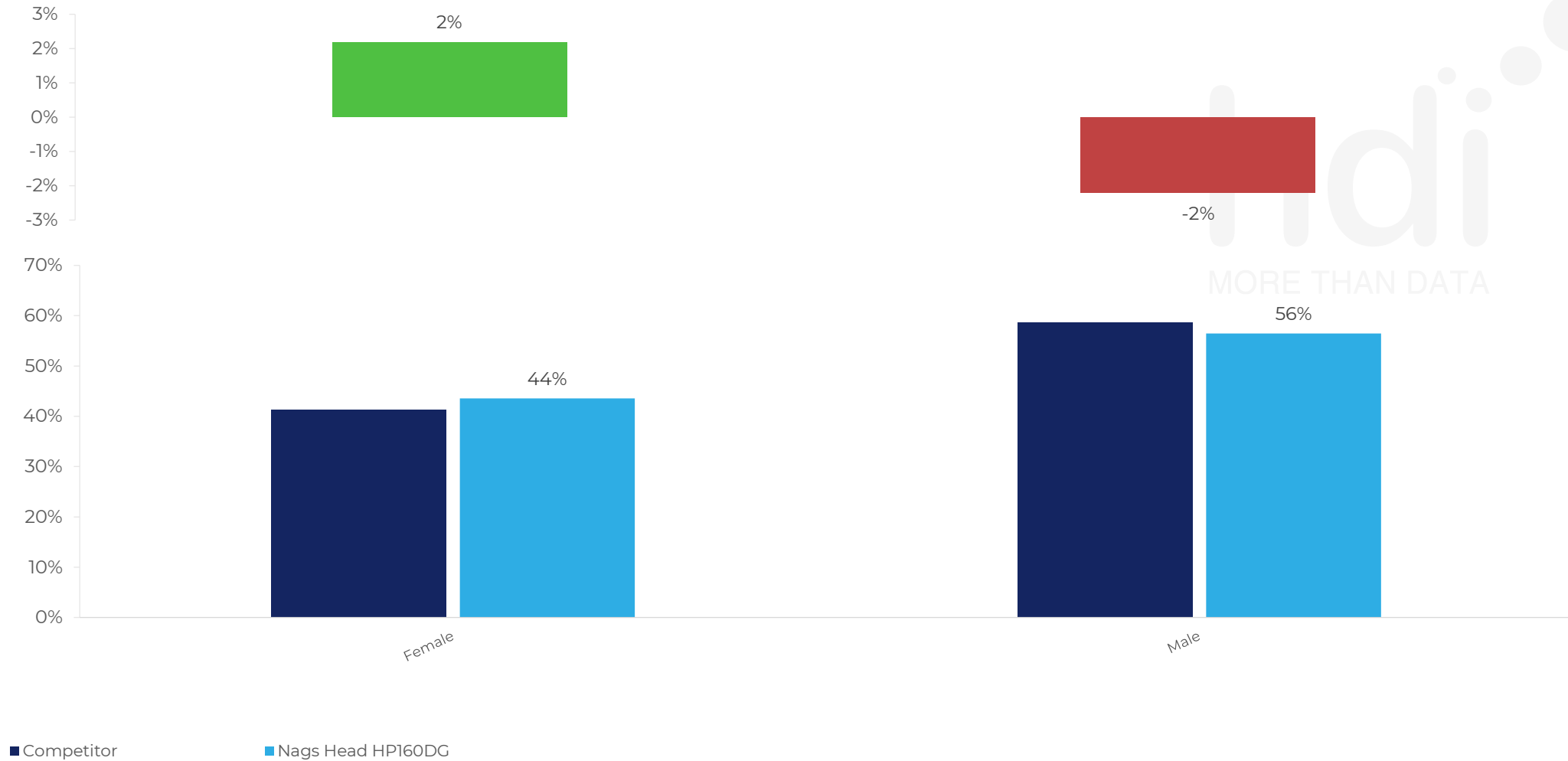




Gender

How does the gender profile of customers who visit Nags Head HP160DG compare versus its competitors?

% of spend for Nags Head HP160DG and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Gender



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.

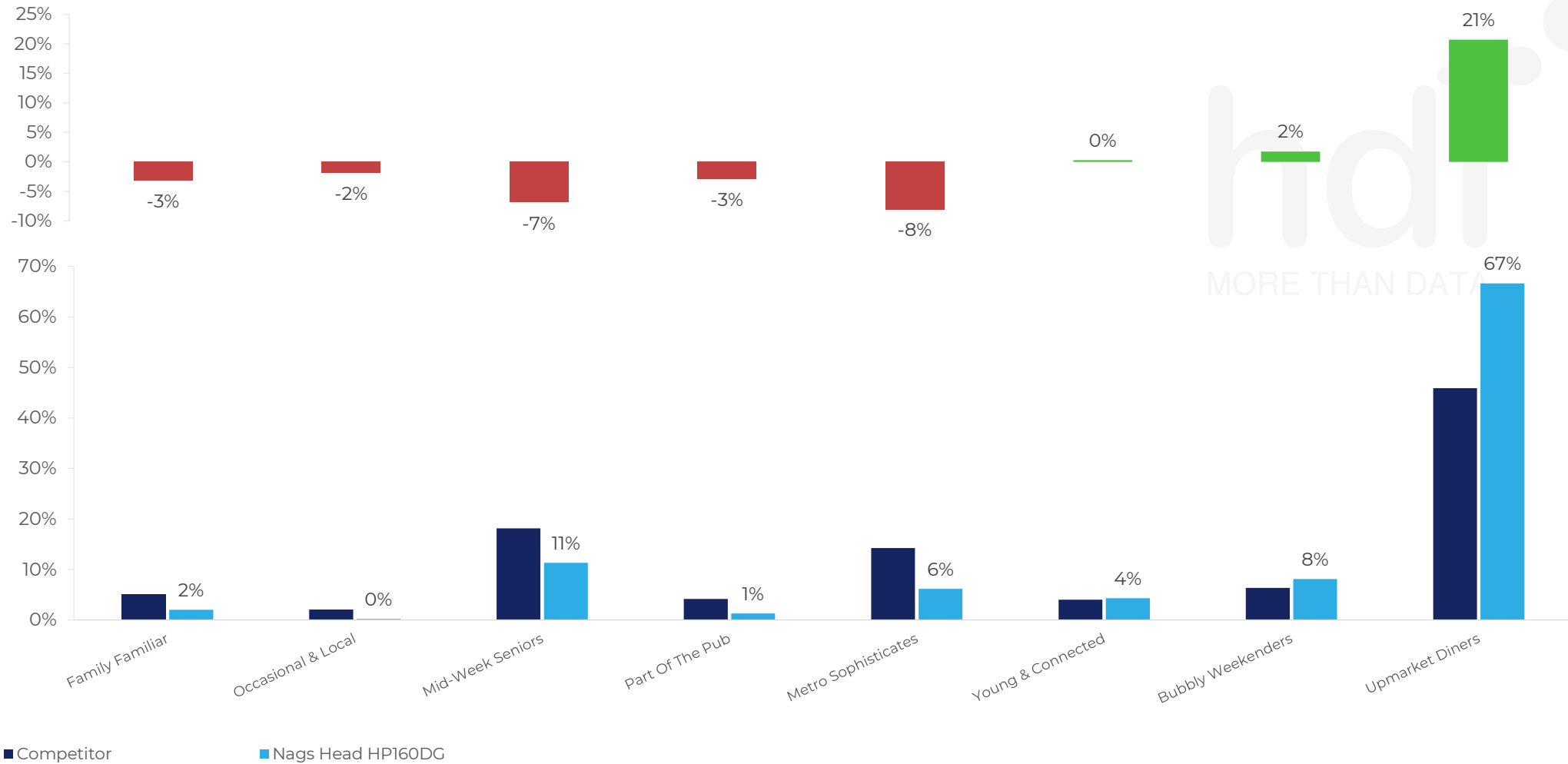




Punch Segmentation

How does the Custom segmentation profile of customers who visit Nags Head HP160DG compare versus its competitors?

% of spend for Nags Head HP160DG and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Segment

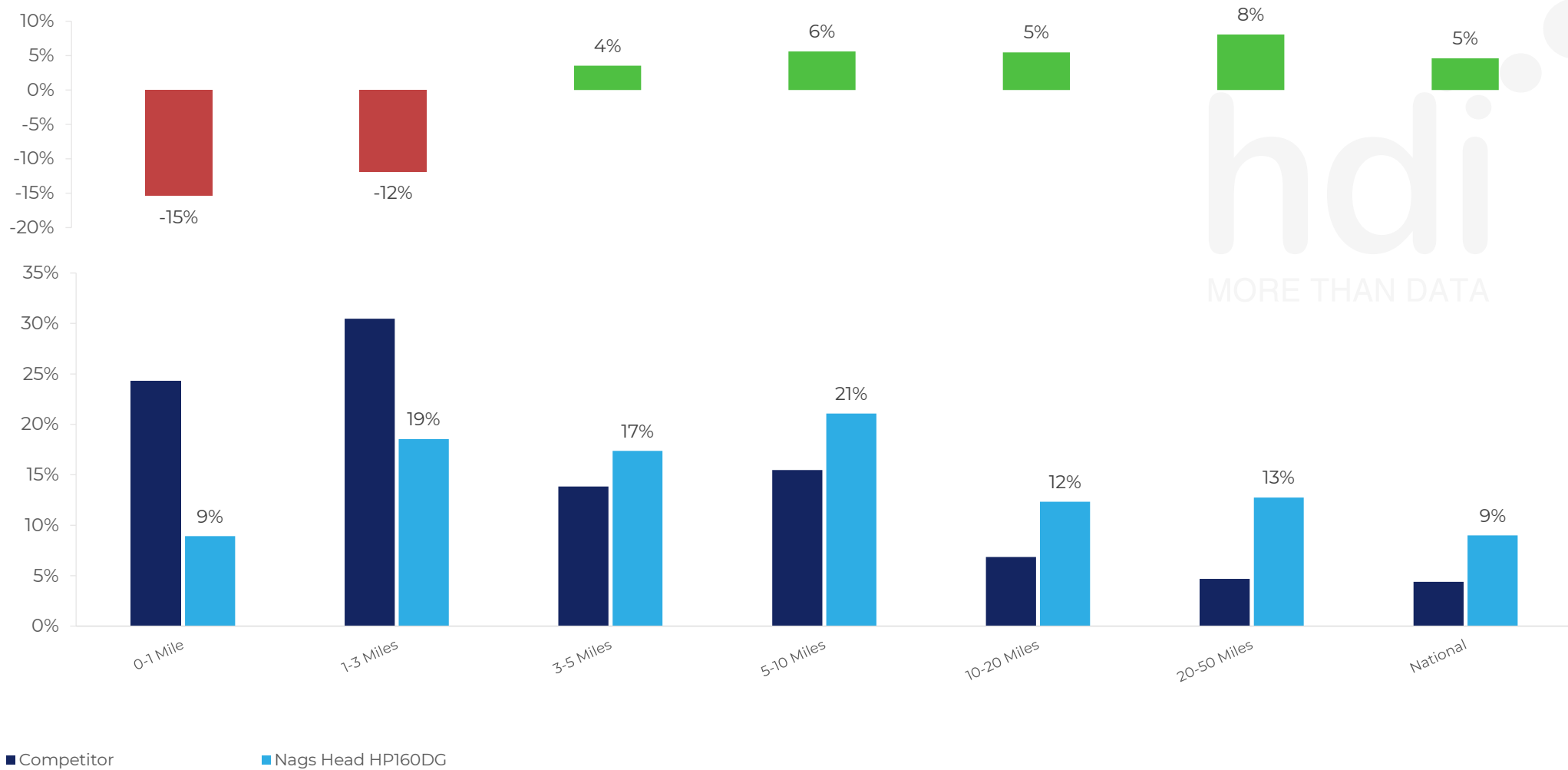




Spend by Distance

How does the spend profile of Nags Head HP160DG compare versus its competitors based on travel distances?

% of spend for Nags Head HP160DG and 276 Chains in 3 Miles from 19/03/2025 - 11/03/2026 split by Distance travelled

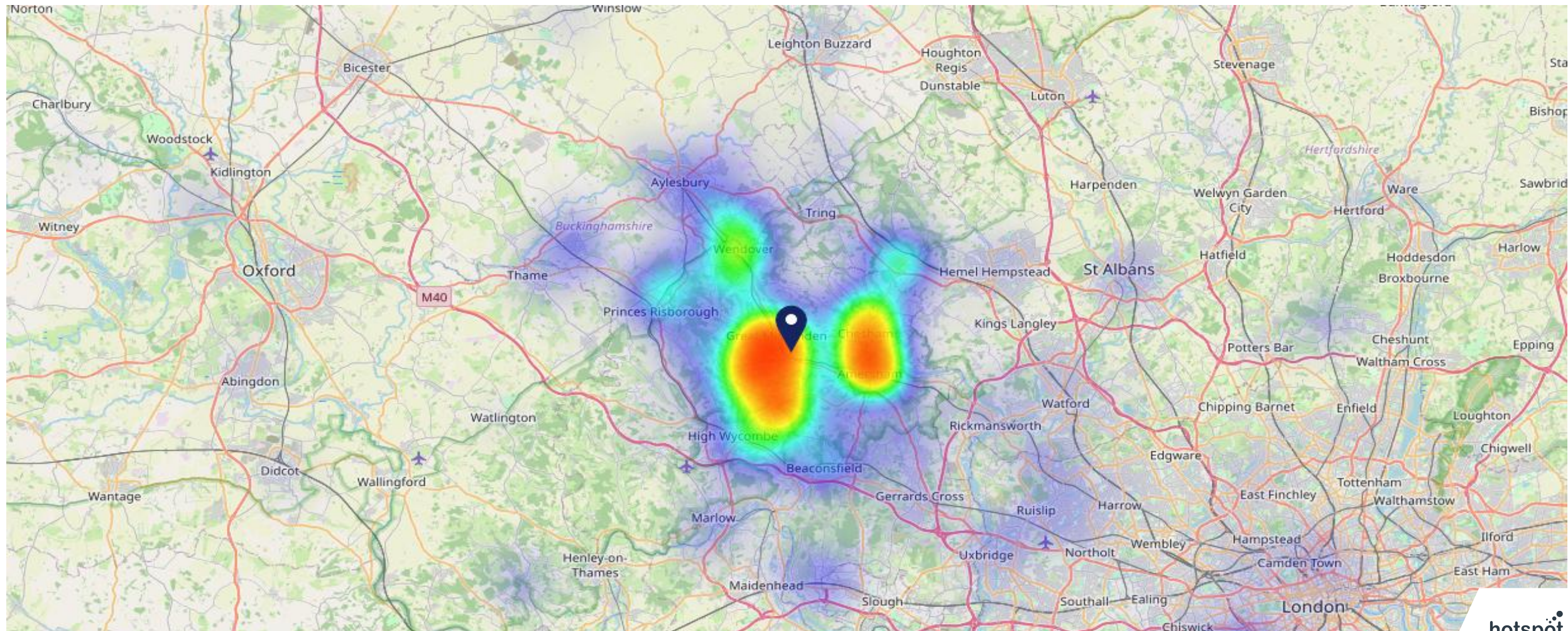




Map of Guest Origin

Where do customers of Nags Head HP160DG come from?

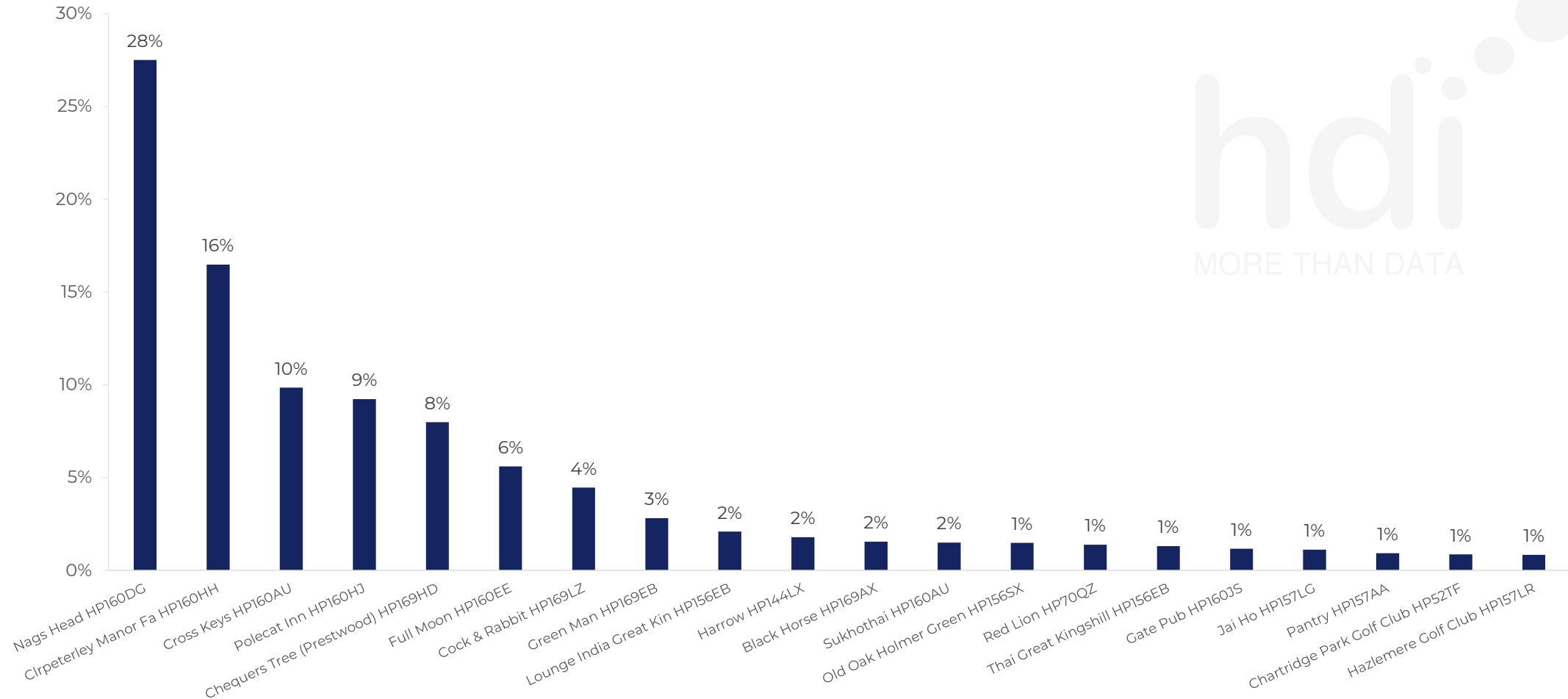
Where do customers of Nags Head HP160DG for 19/03/2025 - 11/03/2026 live





What are the Top 20 venues (by spend) that customers of Nags Head HP160DG also visit?

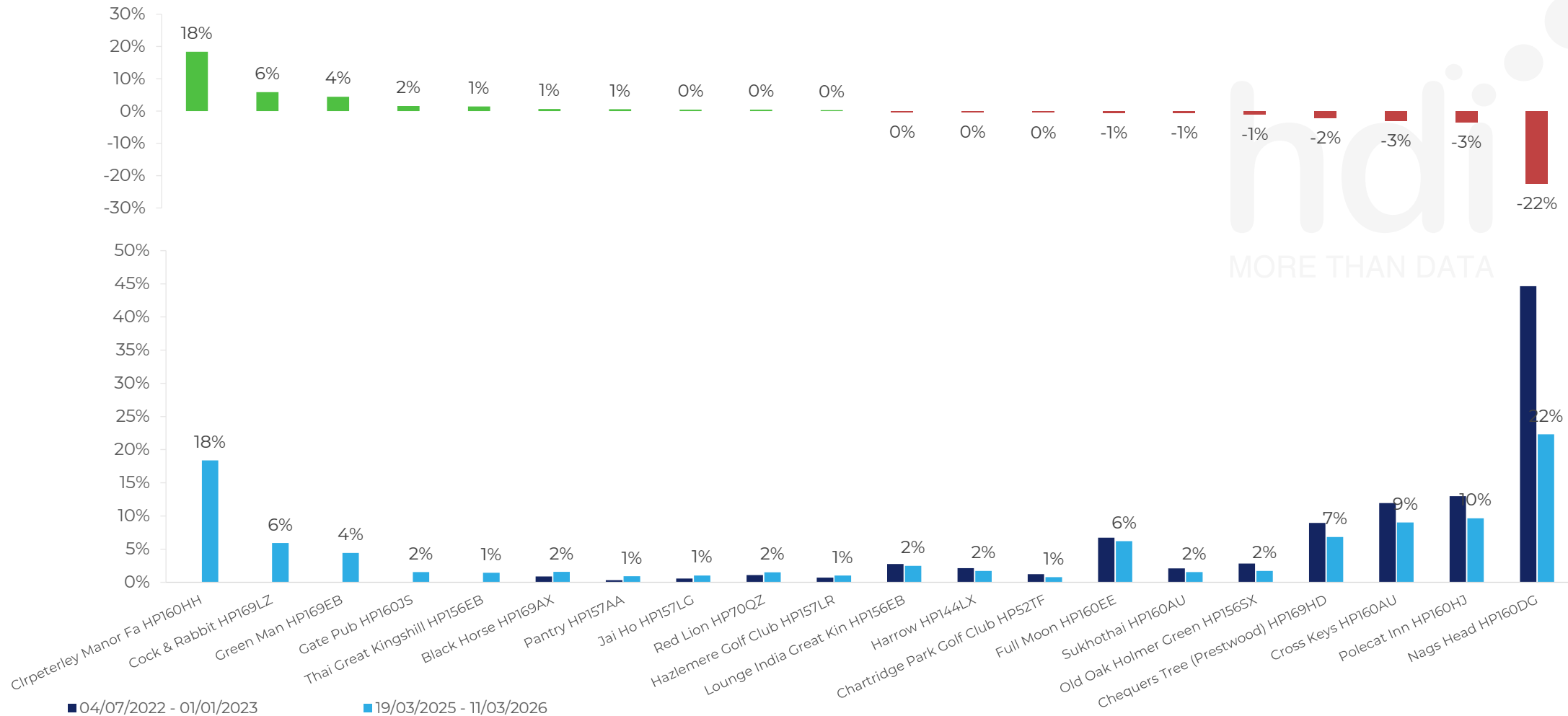
For customers of Nags Head HP160DG, who are the top 20 competitors from 276 Chains in 3 Miles for 19/03/2025 - 11/03/2026 split by Venue





Share of Wallet Change

How has share of wallet of customers of Nags Head HP160DG changed between two date ranges?





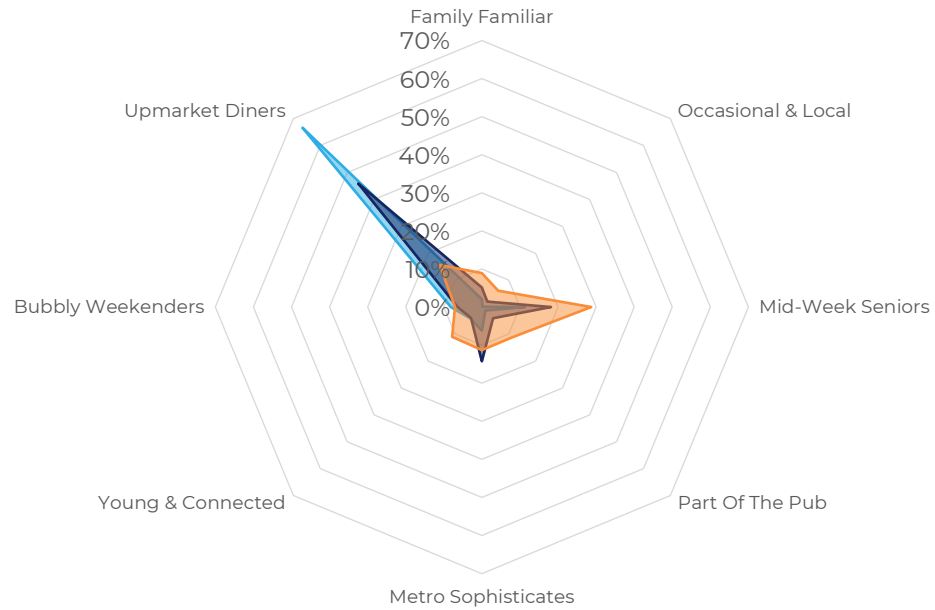
Market Summary

How does the local area for Nags Head HP160DG 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	£558K	4	£558K	3	£3.24M	3	£19.83M	3
Weekpart	Mon - Thu	40.6%	6	40.6%	6	43.5%	7	39.7%	3
Weekpart	Fri - Sat	34.6%	1	34.6%	1	41.2%	4	44.2%	8
Weekpart	Sun	24.7%	10	24.7%	10	15.3%	6	16.2%	7
Age	18 to 24	0.6%	1	0.6%	1	1.3%	1	1.4%	1
Age	25 to 34	9.7%	1	9.7%	1	10.4%	1	9.9%	1
Age	35 to 44	20.2%	3	20.2%	3	23.3%	5	20.5%	2
Age	45 to 54	21.3%	7	21.3%	7	20.8%	6	20.6%	6
Age	55 to 64	21.9%	9	21.9%	9	20.3%	9	20.8%	10
Age	65 to 74	13.1%	9	13.1%	9	10.5%	9	15.0%	10
Age	75+	13.2%	10	13.2%	10	13.5%	10	11.8%	10
CAMEO	Business Elite	31.4%	10	31.4%	10	33.9%	10	30.5%	10
CAMEO	Prosperous Professionals	11.3%	9	11.3%	9	11.3%	10	14.3%	10
CAMEO	Flourishing Society	23.5%	9	23.5%	9	18.7%	8	22.7%	9
CAMEO	Content Communities	16.2%	9	16.2%	9	12.8%	6	10.1%	2
CAMEO	White Collar Neighbourhoods	5.6%	1	5.6%	1	6.5%	1	6.1%	1
CAMEO	Enterprising Mainstream	1.5%	1	1.5%	1	5.4%	3	3.2%	1
CAMEO	Paying The Mortgage	6.4%	1	6.4%	1	8.1%	1	7.6%	1
CAMEO	Cash Conscious Communities	1.9%	1	1.9%	1	1.8%	1	3.0%	1
CAMEO	On A Budget	1.8%	1	1.8%	1	1.2%	1	2.0%	1
CAMEO	Family Value	0.4%	2	0.4%	1	0.2%	1	0.5%	1
Affluence	AB	66.2%	10	66.2%	10	63.9%	10	67.5%	10
Affluence	C1C2	29.7%	1	29.7%	1	32.9%	1	27.0%	1
Affluence	DE	4.2%	1	4.2%	1	3.2%	1	5.5%	1



Mix of spend by customer segment in Punch site and local market



	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Nags Head	197	2.00%	0.20%	11.32%	1.26%	6.15%	4.30%	8.12%	66.62%
Local Catchment	1925	5.14%	2.04%	18.14%	4.14%	14.23%	4.01%	6.35%	45.90%
Punch T&L	95645	8.89%	6.05%	28.71%	11.21%	11.29%	11.06%	7.10%	15.65%
Nags Head vs Local Catchment		-3.14%	-1.84%	-6.82%	-2.88%	-8.08%	0.29%	1.77%	20.72%
Nags Head vs Punch T&L		-6.89%	-5.85%	-17.39%	-9.95%	-5.14%	-6.76%	1.02%	50.97%
Local Catchment vs Punch T&L		-3.75%	-4.01%	-10.57%	-7.07%	2.94%	-7.05%	-0.75%	30.25%

■ Nags Head

■ Local Catchment

■ Punch T&L