Site Summary

Nags Head DN396SJ

DN396SJ

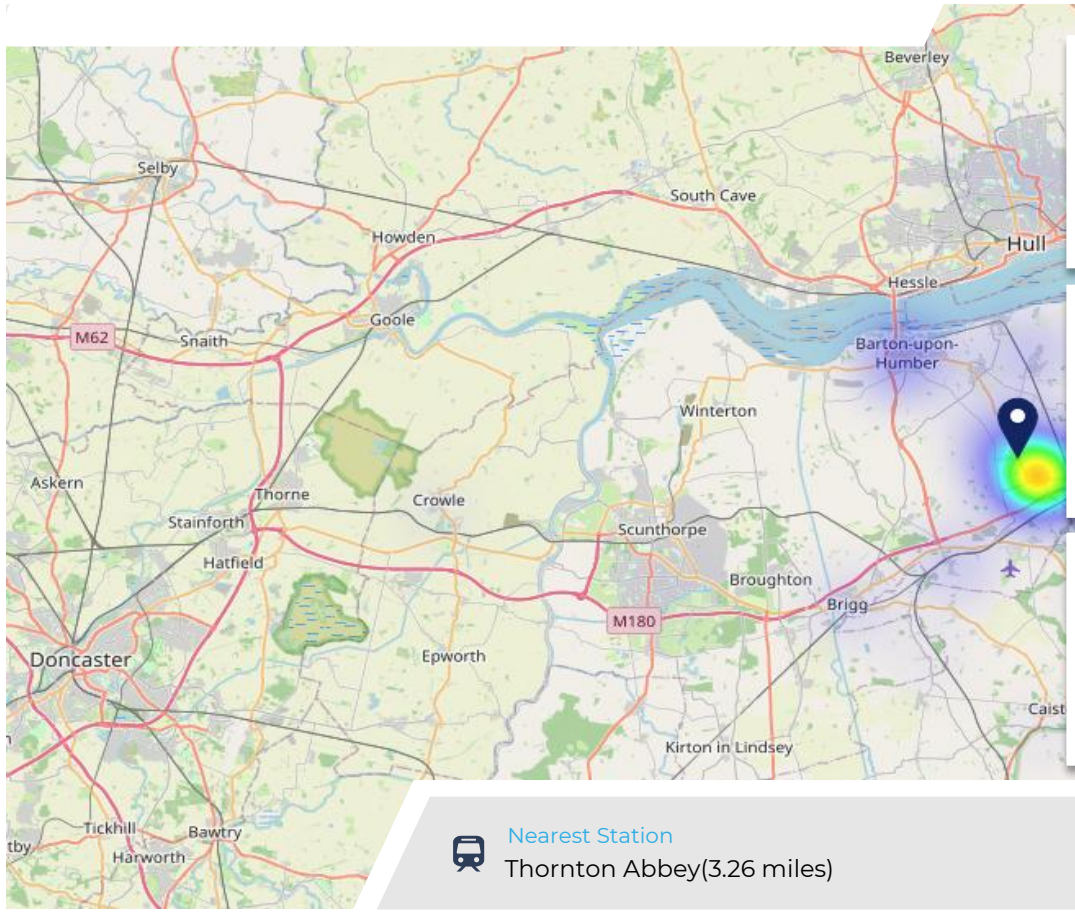
Punch T&L

Work Area
Grimsby

Region
Yorkshire and The Humber

TV Region
Yorkshire

Urbanicity
Rural village



ATV
£16.02

Gender
77.08%
Male

Affluence
66.66%
Middle Income

Segmentation
32.37%
Enterprising Mainstream

Age Group
26.17%
55 to 64

Visit Day
35.24%
Fri

Top Competitors

#1 Fox Inn
DN396SY
Punch T&L

#2 Yarborough Arms
DN396TZ
Pub Restaurant

#3 Red Bird Development
DN396SJ
Pub / Bar

Nearest Station
Thornton Abbey(3.26 miles)

hotspot

135 Site Customers

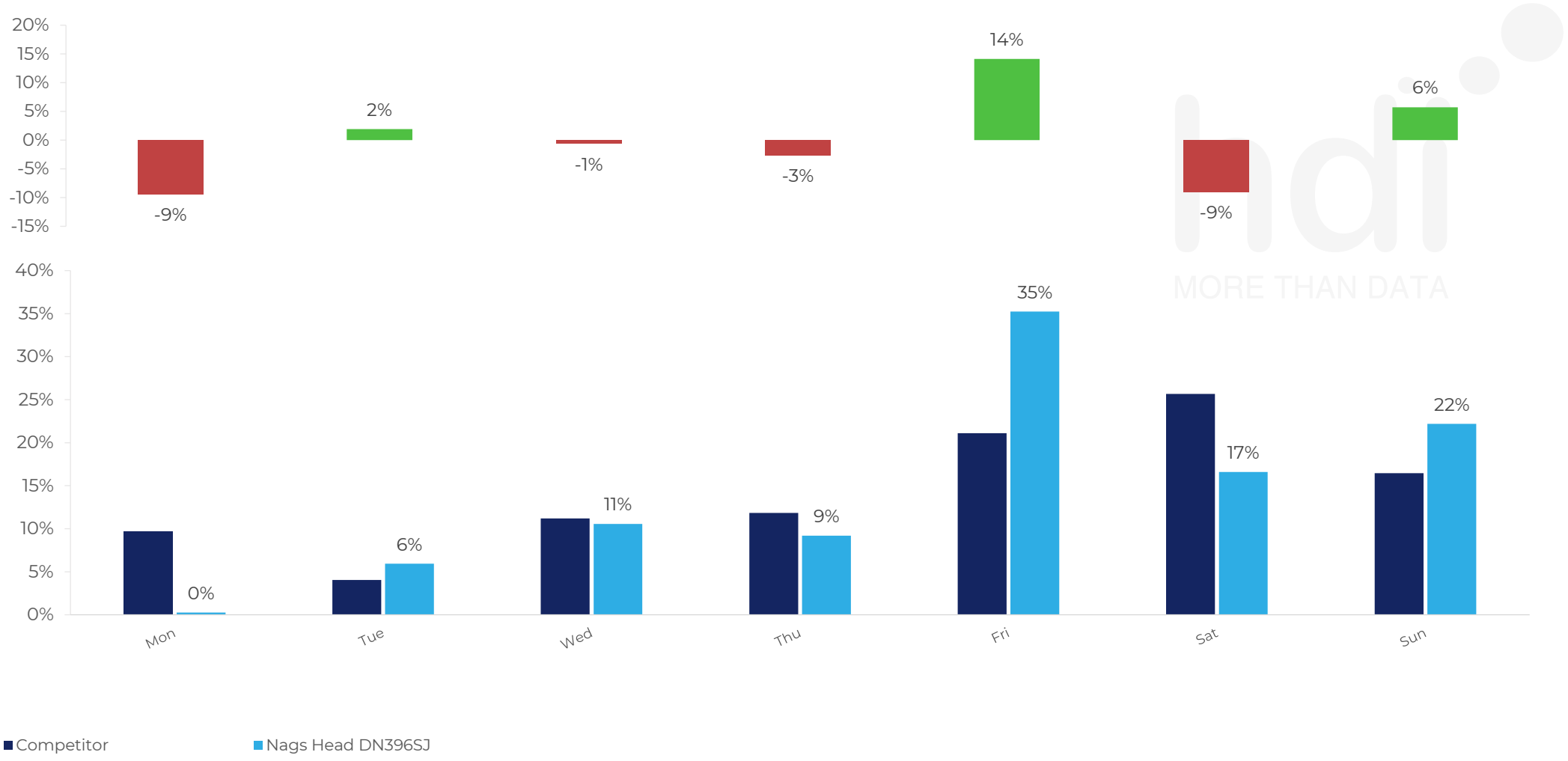
9 Competitors

4601 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for Nags Head DN396SJ versus its competitors?

% of spend for Nags Head DN396SJ and 319 Chains in 3 Miles from 05/02/2025 - 30/09/2026 split by Day of Week

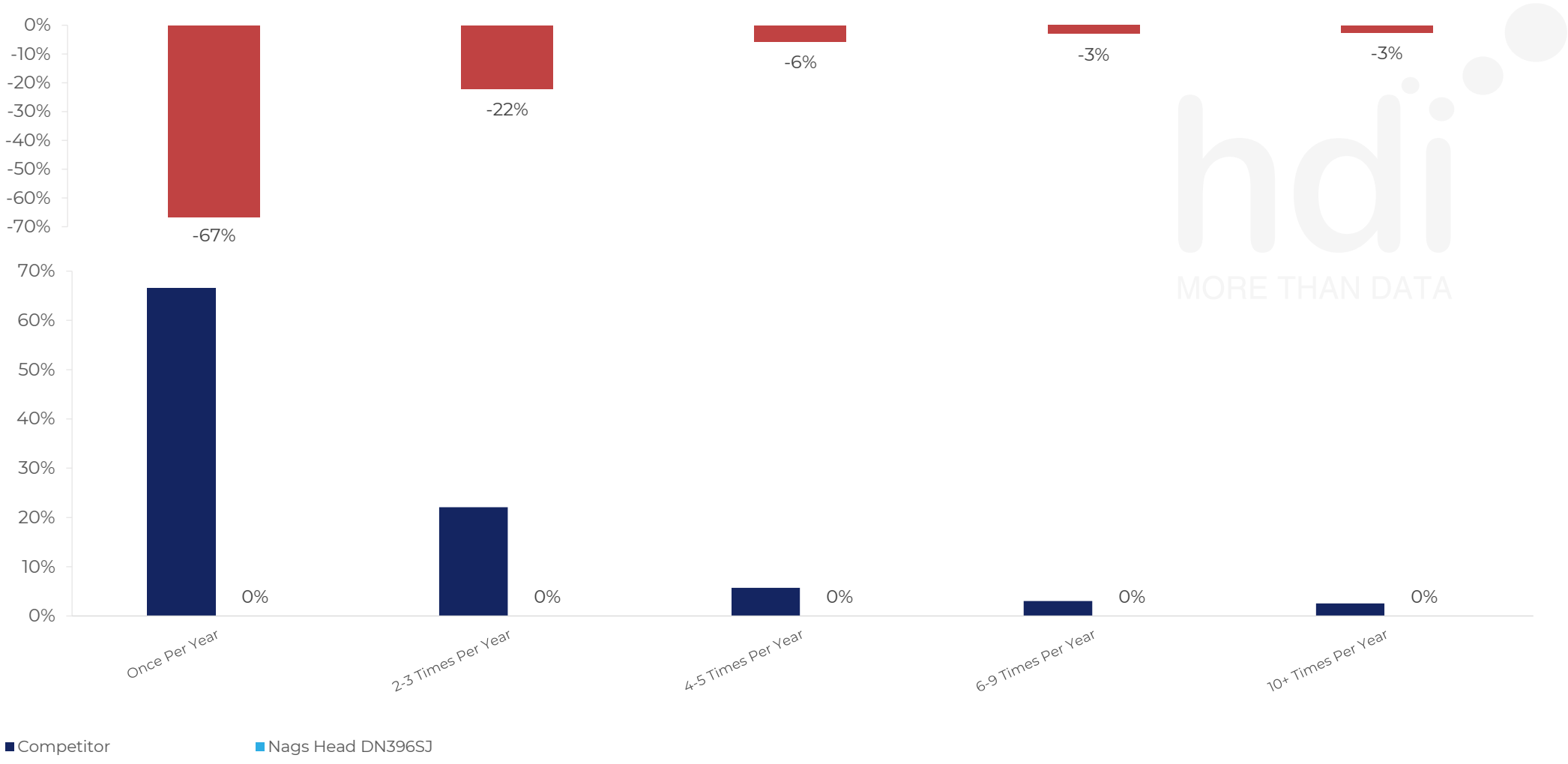


MORE THAN DATA

Visit Frequency

How frequently per year do customers visit Nags Head DN396SJ versus its competitors?

% of customer numbers for Nags Head DN396SJ and 319 Chains in 3 Miles from 05/02/2025 - 30/09/2026 and the number of visits made Per Annum

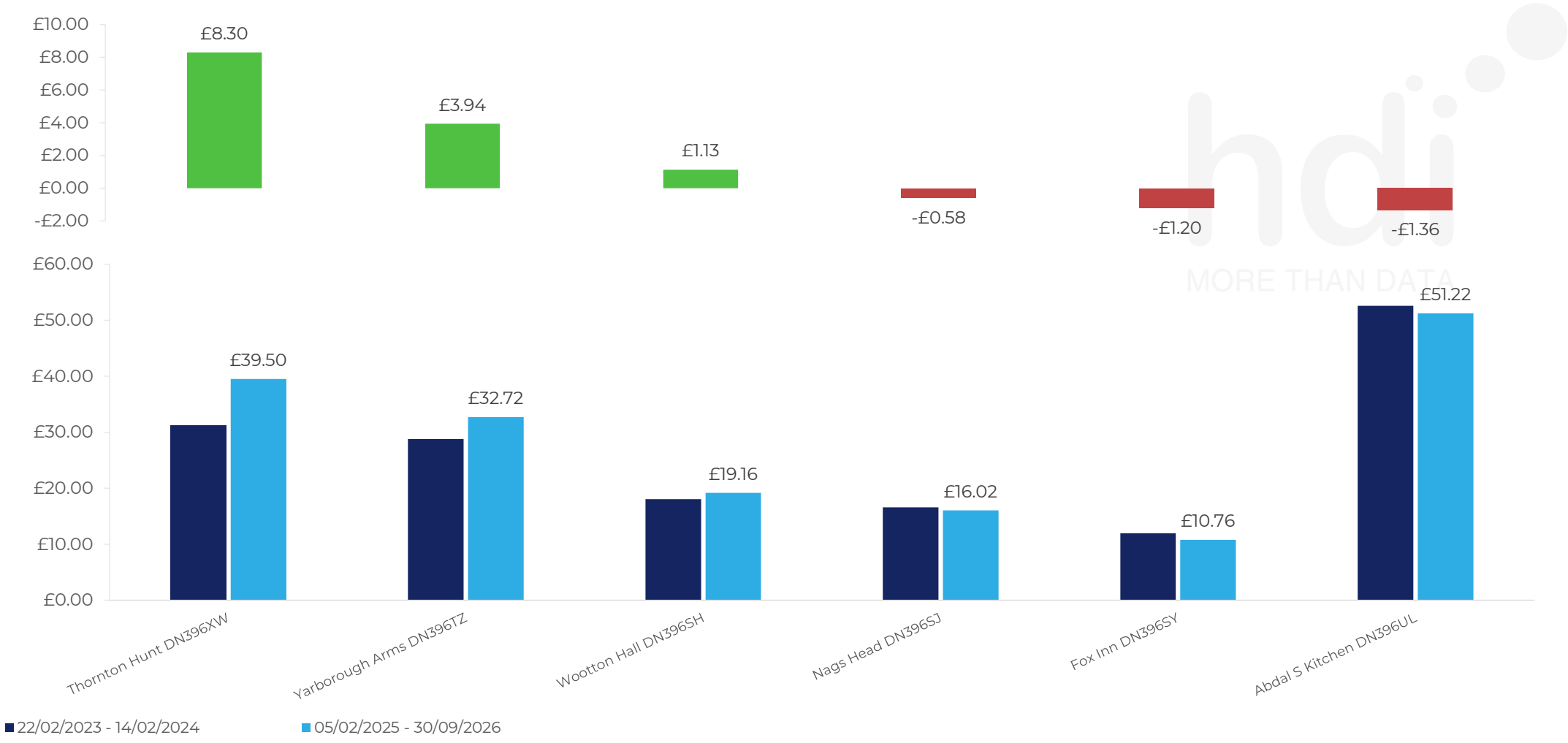


hdi MORE THAN DATA

hotspot

ATV Change

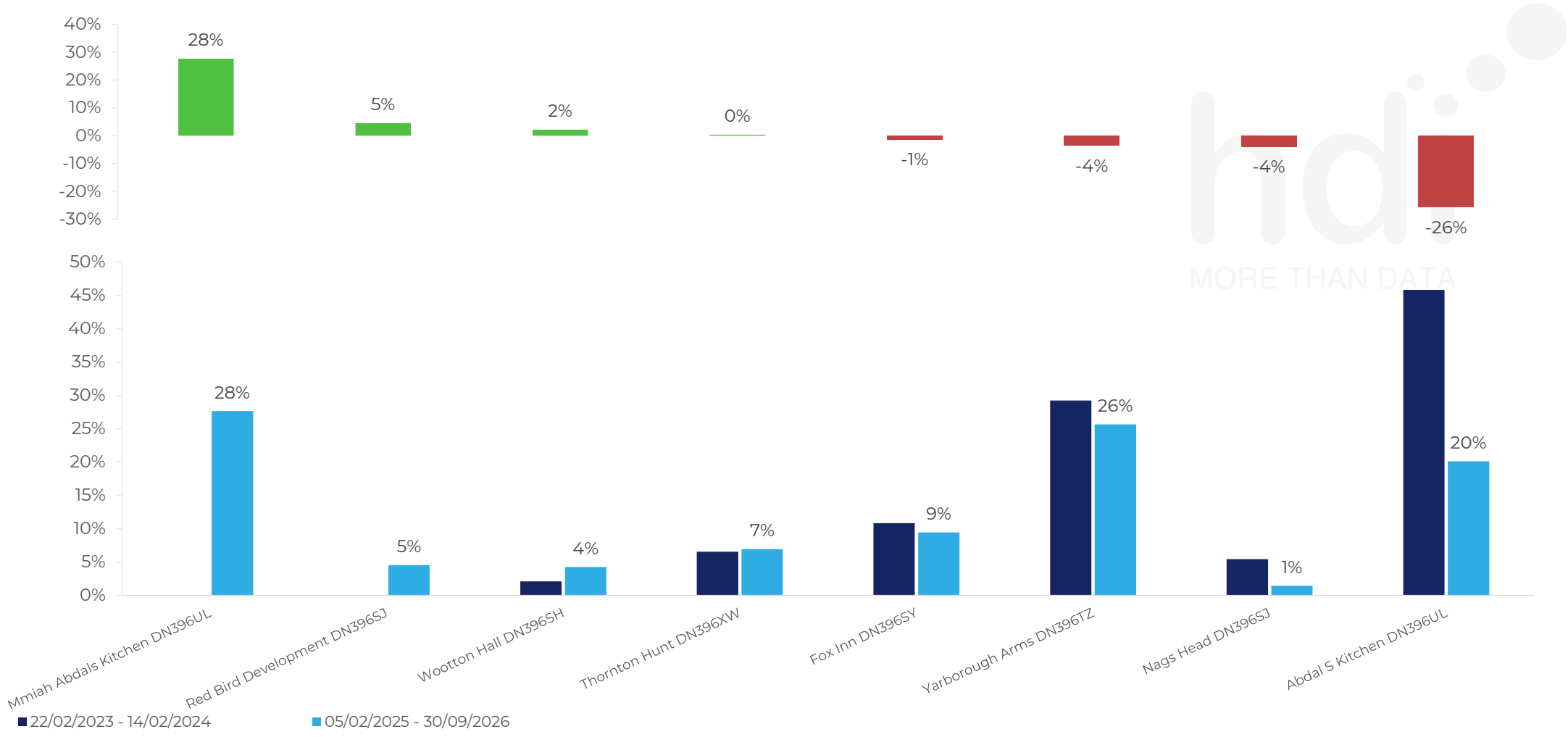
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

% of market share spend for Nags Head DN396SJ and 319 Chains in 3 Miles from 05/02/2025 - 30/09/2026

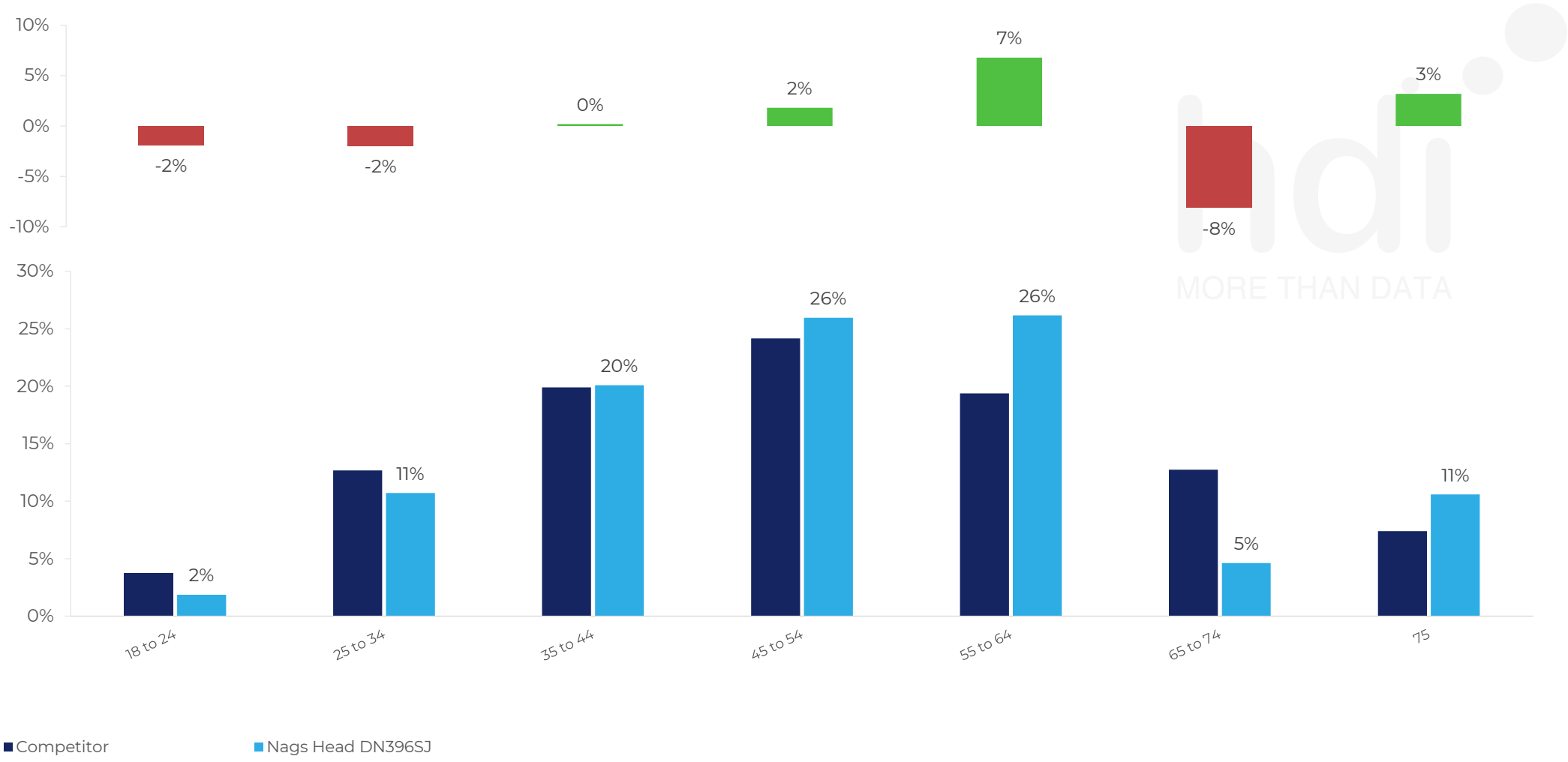


MORE THAN DATA

Age

How does the age profile of customers who visit Nags Head DN396SJ compare versus its competitors?

% of spend for Nags Head DN396SJ and 319 Chains in 3 Miles from 05/02/2025 - 30/09/2026 split by Age Range



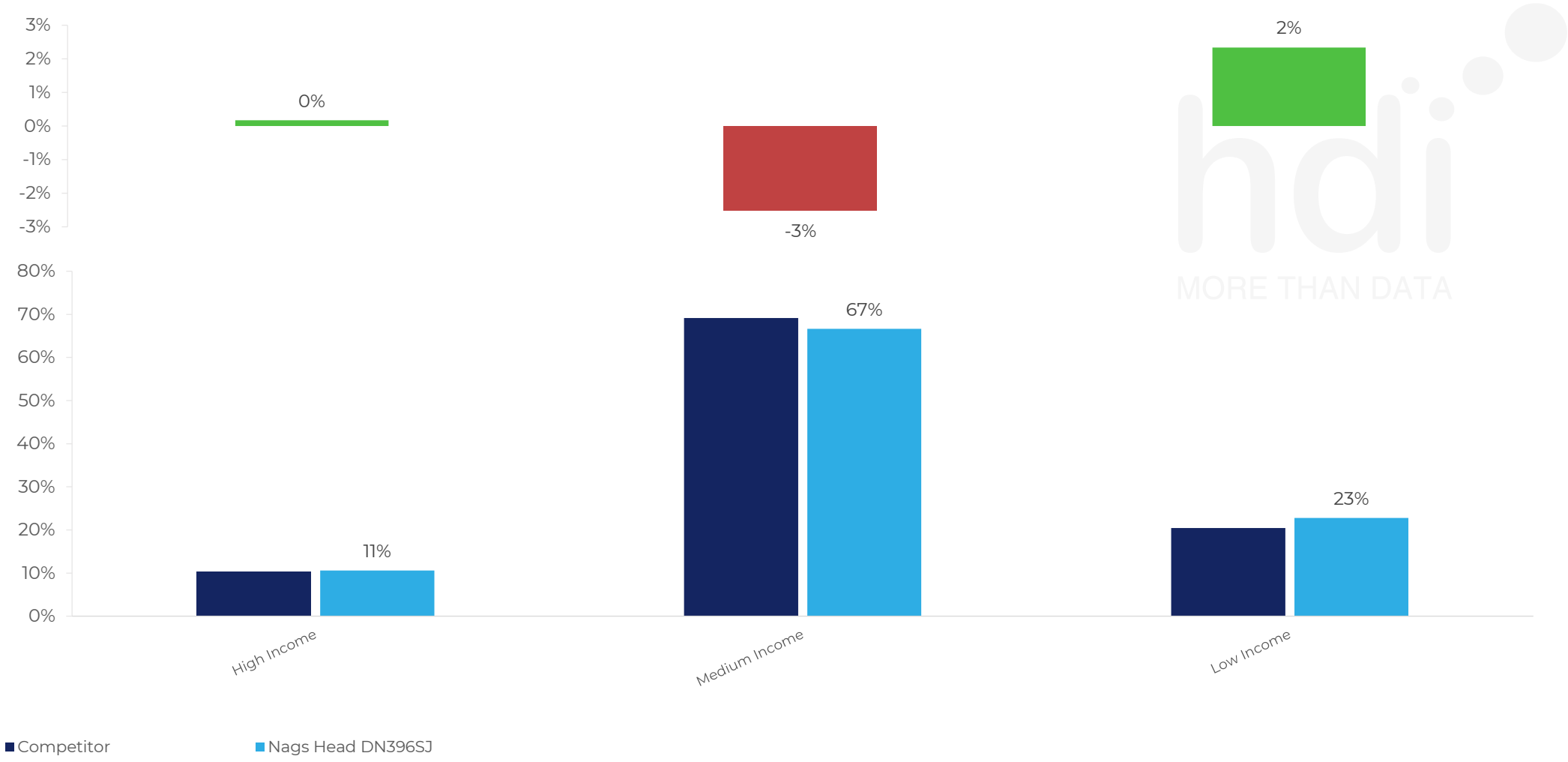
MORE THAN DATA

hotspot

Affluence

How does the affluence of customers who visit Nags Head DN396SJ compare versus its competitors?

% of spend for Nags Head DN396SJ and 319 Chains in 3 Miles from 05/02/2025 - 30/09/2026 split by Affluence



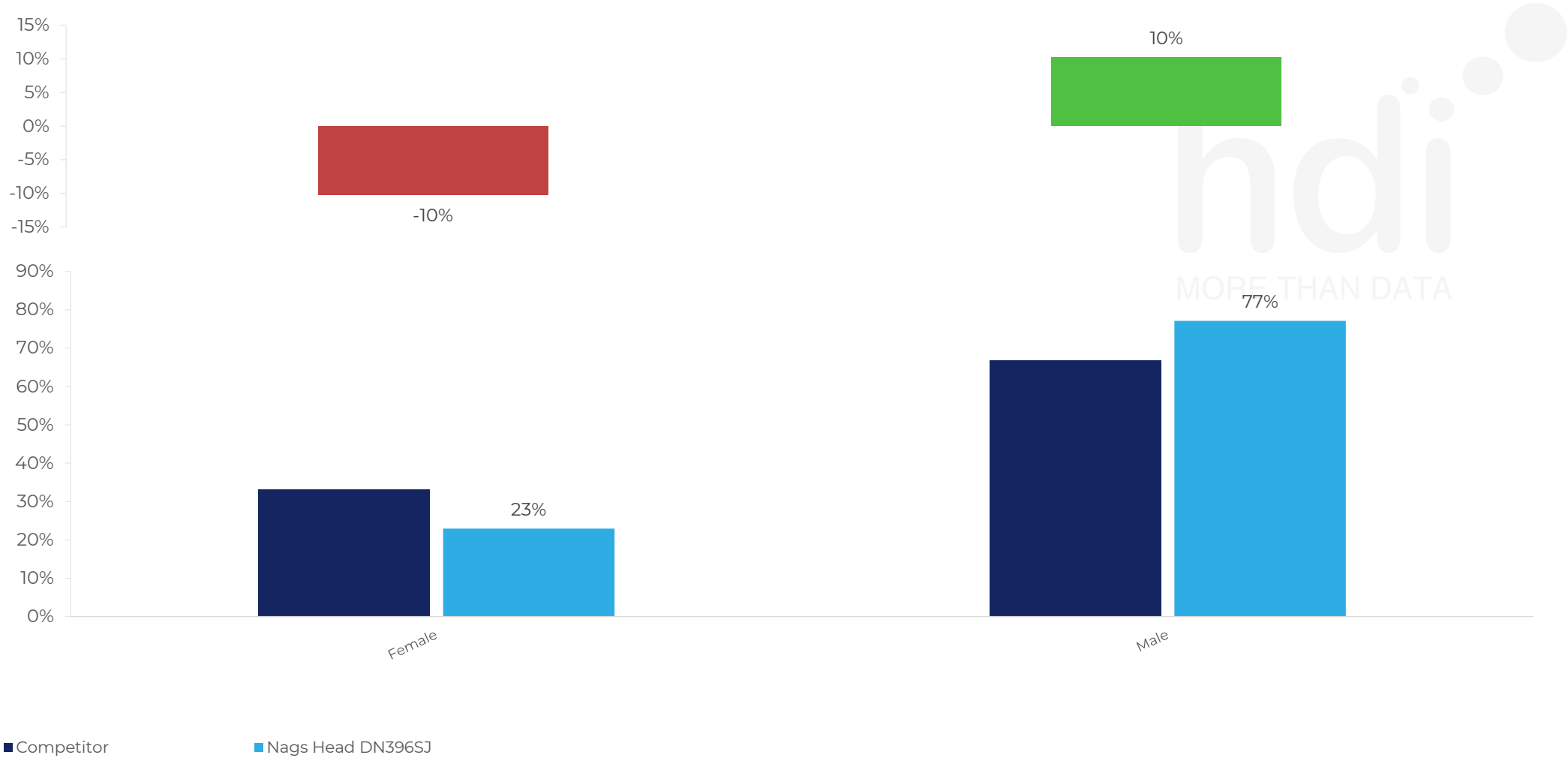
MORE THAN DATA

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Gender

How does the gender profile of customers who visit Nags Head DN396SJ compare versus its competitors?

% of spend for Nags Head DN396SJ and 319 Chains in 3 Miles from 05/02/2025 - 30/09/2026 split by Gender



MORE THAN DATA

SEGMENT SNAPSHOTS

hdi
MORE THAN DATA

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

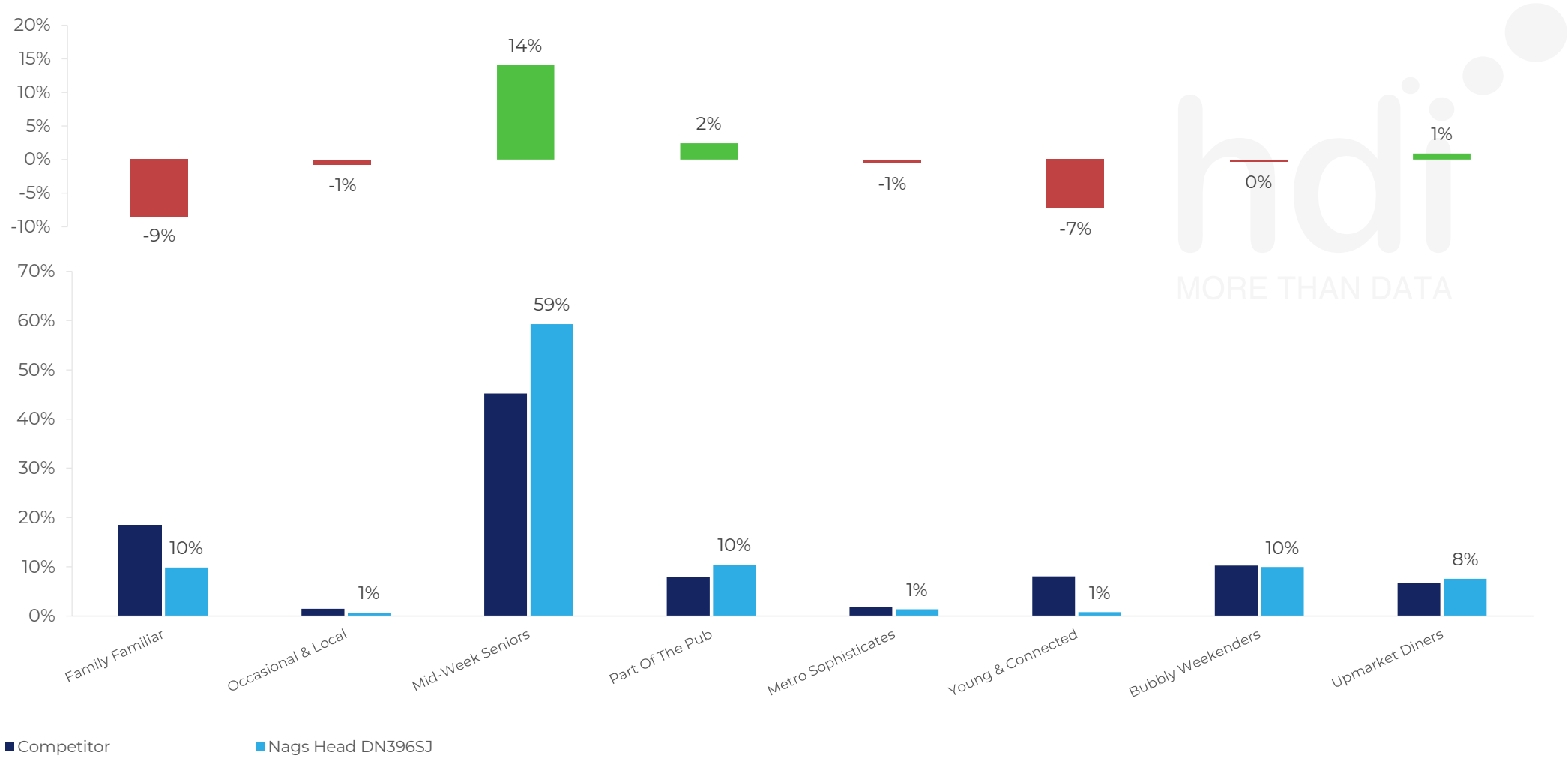
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. 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 DN396SJ compare versus its competitors?

% of spend for Nags Head DN396SJ and 319 Chains in 3 Miles from 05/02/2025 - 30/09/2026 split by Segment

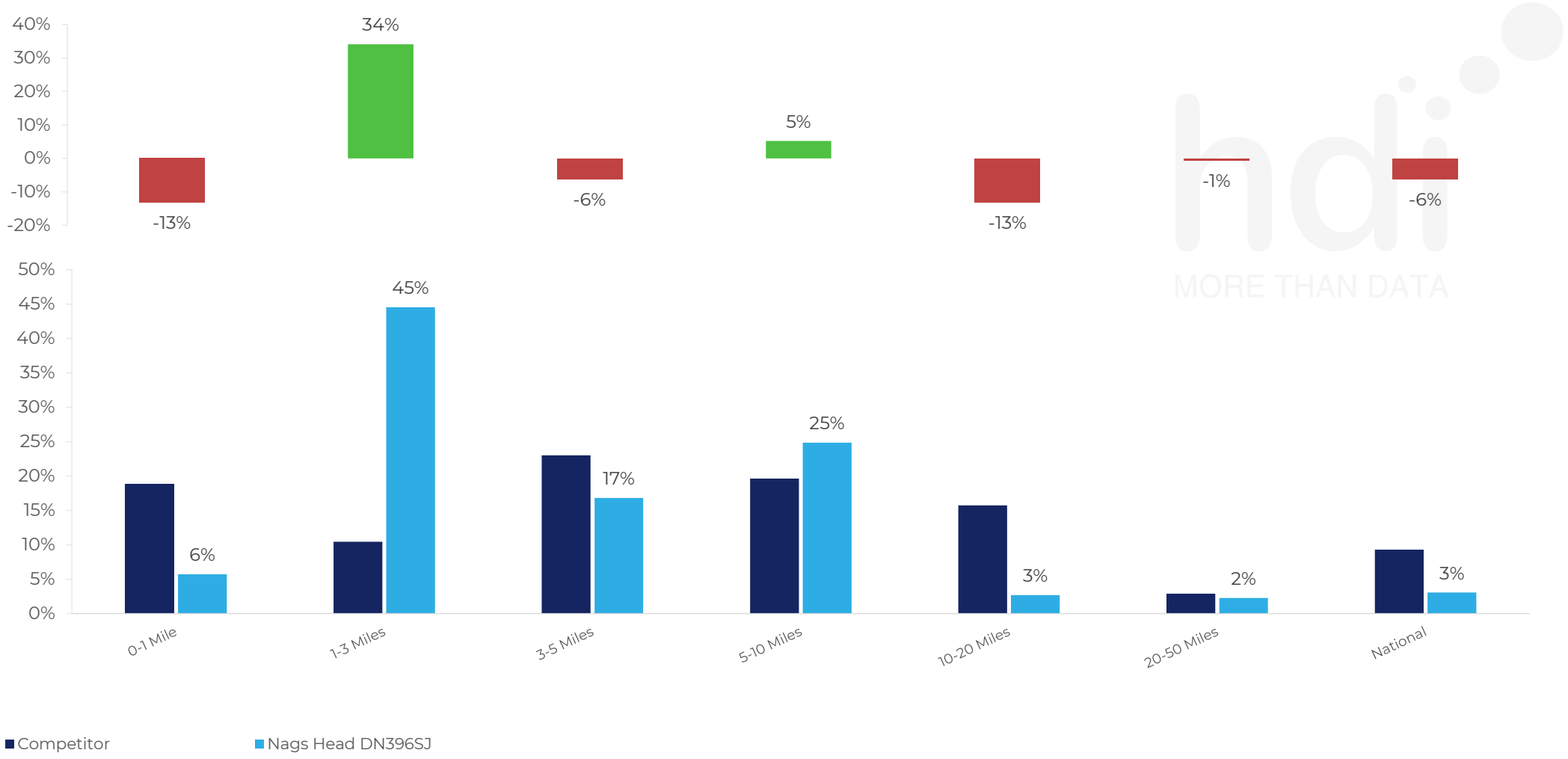


MORE THAN DATA

Spend by Distance

How does the spend profile of Nags Head DN396SJ compare versus its competitors based on travel distances?

% of spend for Nags Head DN396SJ and 319 Chains in 3 Miles from 05/02/2025 - 30/09/2026 split by Distance travelled

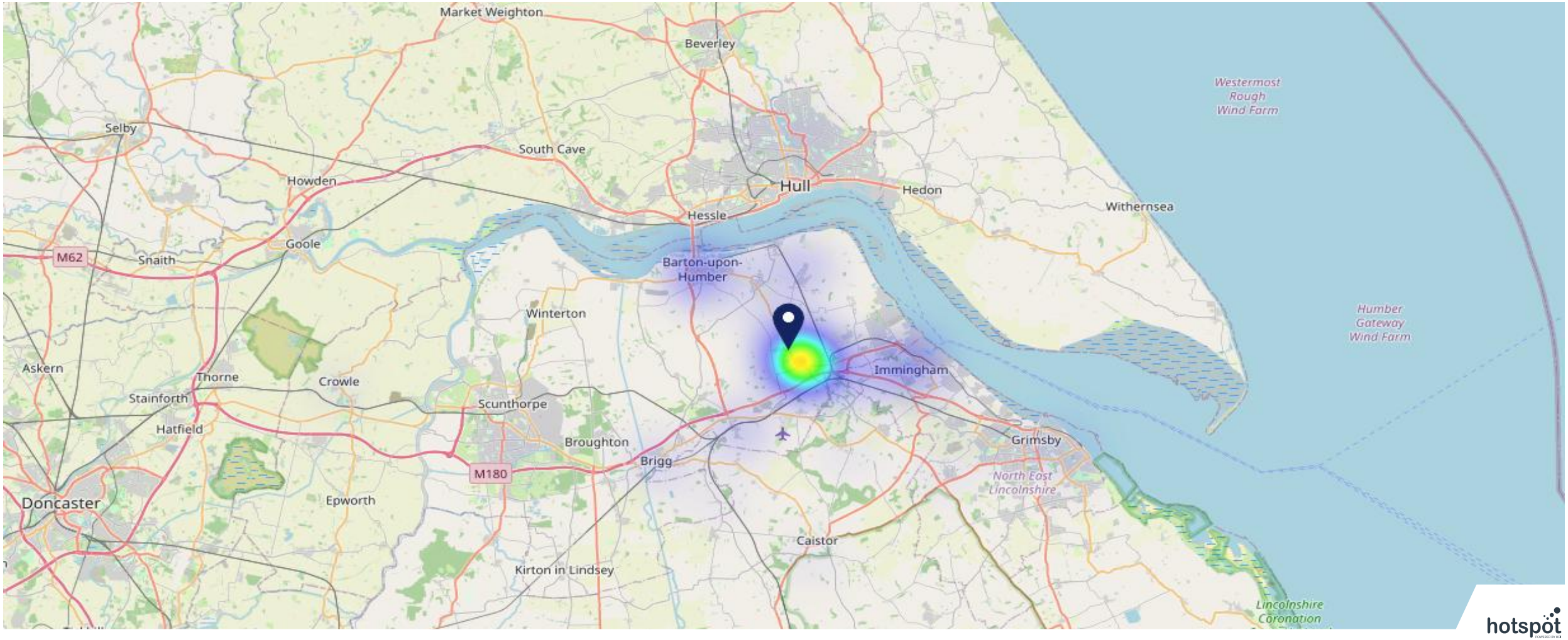


MORE THAN DATA

Map of Guest Origin

Where do customers of Nags Head DN396SJ come from?

Where do customers of Nags Head DN396SJ for 05/02/2025 - 30/09/2026 live

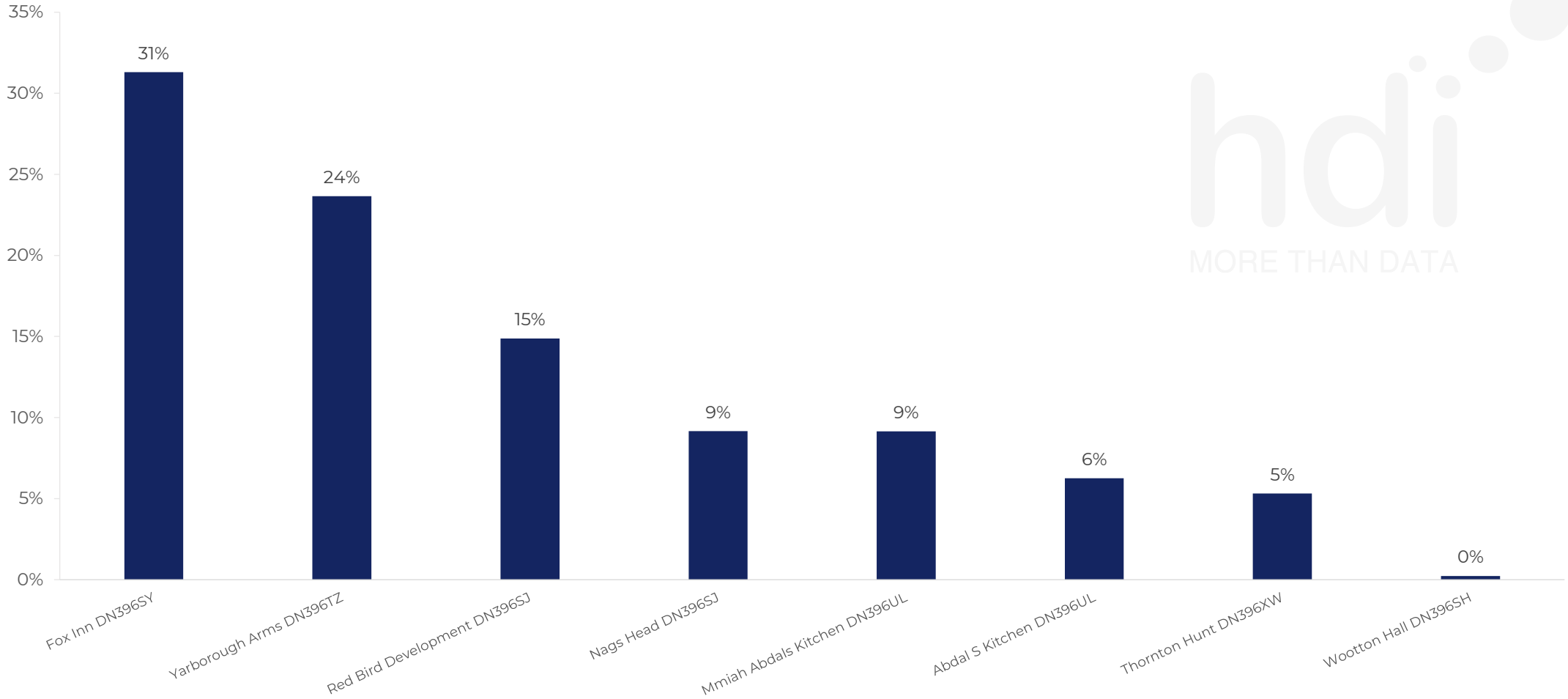


71 Site Customers

Share of Wallet

What are the Top 20 venues (by spend) that customers of Nags Head DN396SJ also visit?

For customers of Nags Head DN396SJ, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 30/09/2026 split by Venue

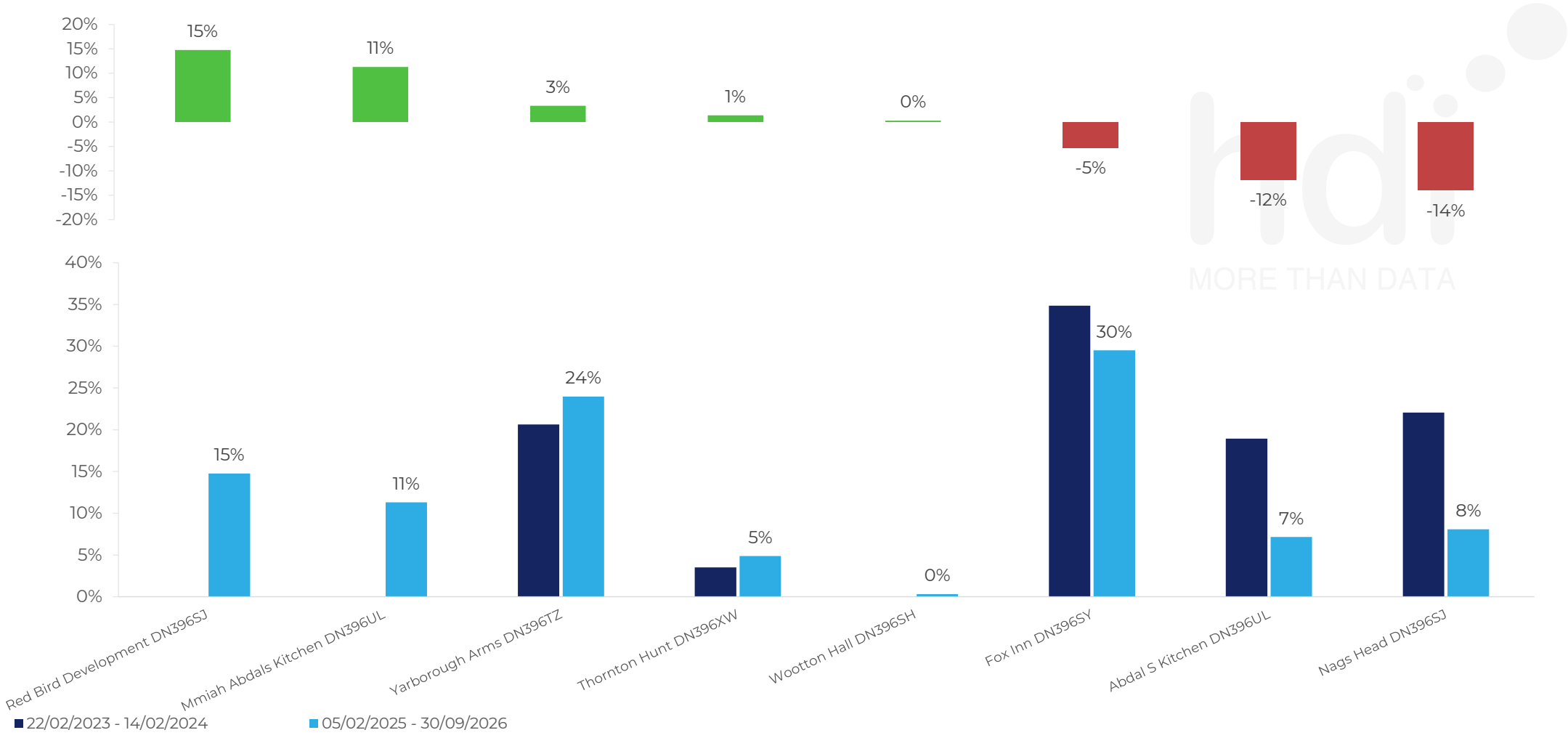


MORE THAN DATA

135 Site Customers

Share of Wallet Change

How has share of wallet of customers of Nags Head DN396SJ changed between two date ranges?



MORE THAN DATA

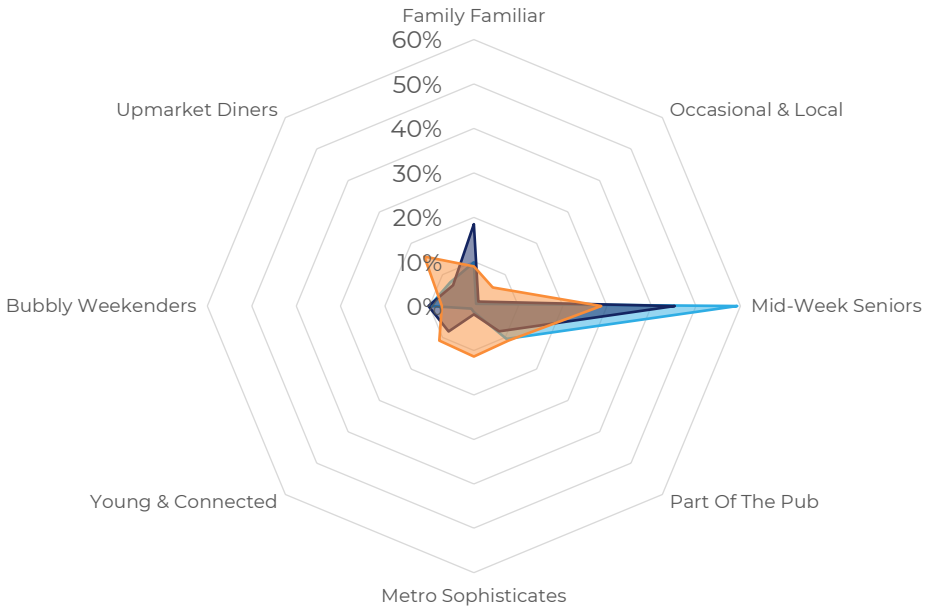
Market Summary

How does the local area for Nags Head DN396SJ 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	£112K	2	£233K	2	£233K	1	£2.56M	1
Weekpart	Mon - Thu	29.7%	1	29.4%	1	29.4%	1	36.8%	1
Weekpart	Fri - Sat	49.9%	9	60.7%	10	60.7%	10	46.6%	10
Weekpart	Sun	20.4%	9	9.8%	1	9.8%	1	16.6%	8
Age	18 to 24	7.6%	7	8.5%	7	8.5%	7	3.8%	2
Age	25 to 34	14.2%	2	30.5%	9	30.5%	9	12.4%	1
Age	35 to 44	12.2%	1	13.9%	1	13.9%	1	19.2%	2
Age	45 to 54	7.6%	1	8.9%	1	8.9%	1	23.4%	10
Age	55 to 64	40.2%	10	28.1%	10	28.1%	10	21.3%	10
Age	65 to 74	10.3%	8	6.8%	6	6.8%	6	12.3%	10
Age	75+	7.8%	10	3.3%	7	3.3%	7	7.6%	10
CAMEO	Business Elite	0.0%	0	4.2%	4	4.2%	3	0.8%	1
CAMEO	Prosperous Professionals	0.2%	1	6.1%	6	6.1%	5	1.6%	1
CAMEO	Flourishing Society	7.8%	3	12.8%	6	12.8%	6	7.4%	2
CAMEO	Content Communities	24.8%	10	20.7%	10	20.7%	10	16.7%	9
CAMEO	White Collar Neighbourhoods	8.3%	3	9.1%	3	9.1%	3	7.4%	1
CAMEO	Enterprising Mainstream	38.1%	10	19.2%	10	19.2%	10	29.2%	10
CAMEO	Paying The Mortgage	7.7%	2	7.4%	1	7.4%	1	15.3%	6
CAMEO	Cash Conscious Communities	2.6%	1	11.6%	7	11.6%	8	10.4%	7
CAMEO	On A Budget	7.6%	7	4.8%	4	4.8%	3	5.7%	4
CAMEO	Family Value	2.8%	6	4.0%	7	4.0%	7	5.6%	7
Affluence	AB	8.1%	1	23.2%	4	23.2%	4	9.8%	1
Affluence	C1C2	78.9%	10	56.4%	9	56.4%	9	68.5%	10
Affluence	DE	13.0%	3	20.4%	6	20.4%	6	21.7%	6

Local Market Profile

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	31	9.84%	0.71%	59.28%	10.44%	1.37%	0.81%	9.94%	7.56%
Local Catchment	576	18.45%	1.45%	45.22%	8.01%	1.87%	8.07%	10.23%	6.65%
Punch T&L	129591	8.97%	5.98%	28.66%	10.99%	11.35%	11.02%	7.20%	15.78%
Nags Head vs Local Catchment		-8.61%	-0.74%	14.06%	2.43%	-0.50%	-7.26%	-0.29%	0.91%
Nags Head vs Punch T&L		0.87%	-5.27%	30.62%	-0.55%	-9.98%	-10.21%	2.74%	-8.22%
Local Catchment vs Punch T&L		9.48%	-4.53%	16.56%	-2.98%	-9.48%	-2.95%	3.03%	-9.13%