



Site Summary



Ten Arches DY84UZ

DY84UZ

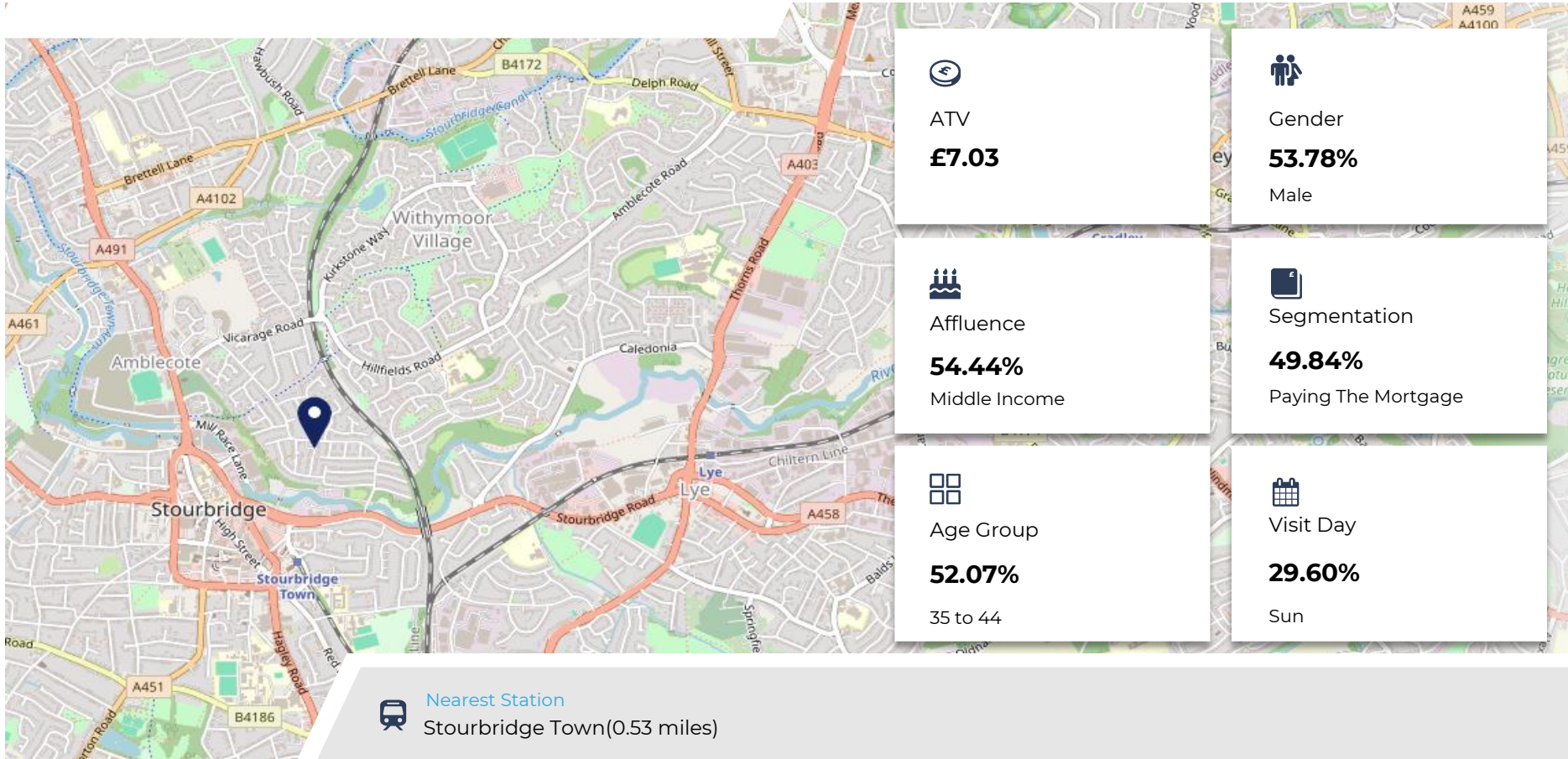
Punch T&L

Work Area
Dudley

Region
West Midlands

TV Region
Central

Urbanicity
Urban major conurbation



ATV
£7.03



Gender
53.78%
Male



Affluence
54.44%
Middle Income



Segmentation
49.84%
Paying The Mortgage



Age Group
52.07%
35 to 44



Visit Day
29.60%
Sun

Top Competitors

Cock And Bull **#1**
DY81EE
 Admiral Taverns Ltd

Duke William **#2**
DY81EP
 Pub / Bar

Princess Wollaston **#3**
DY83NX
 Craft Union



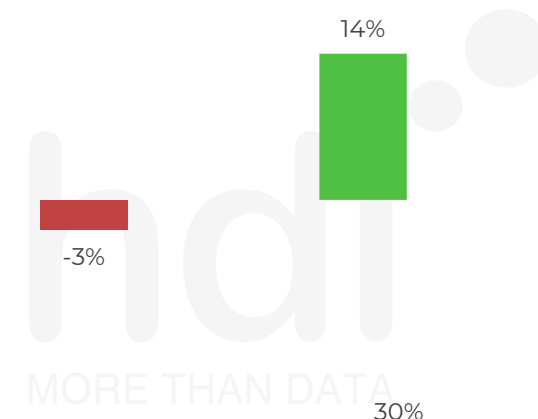
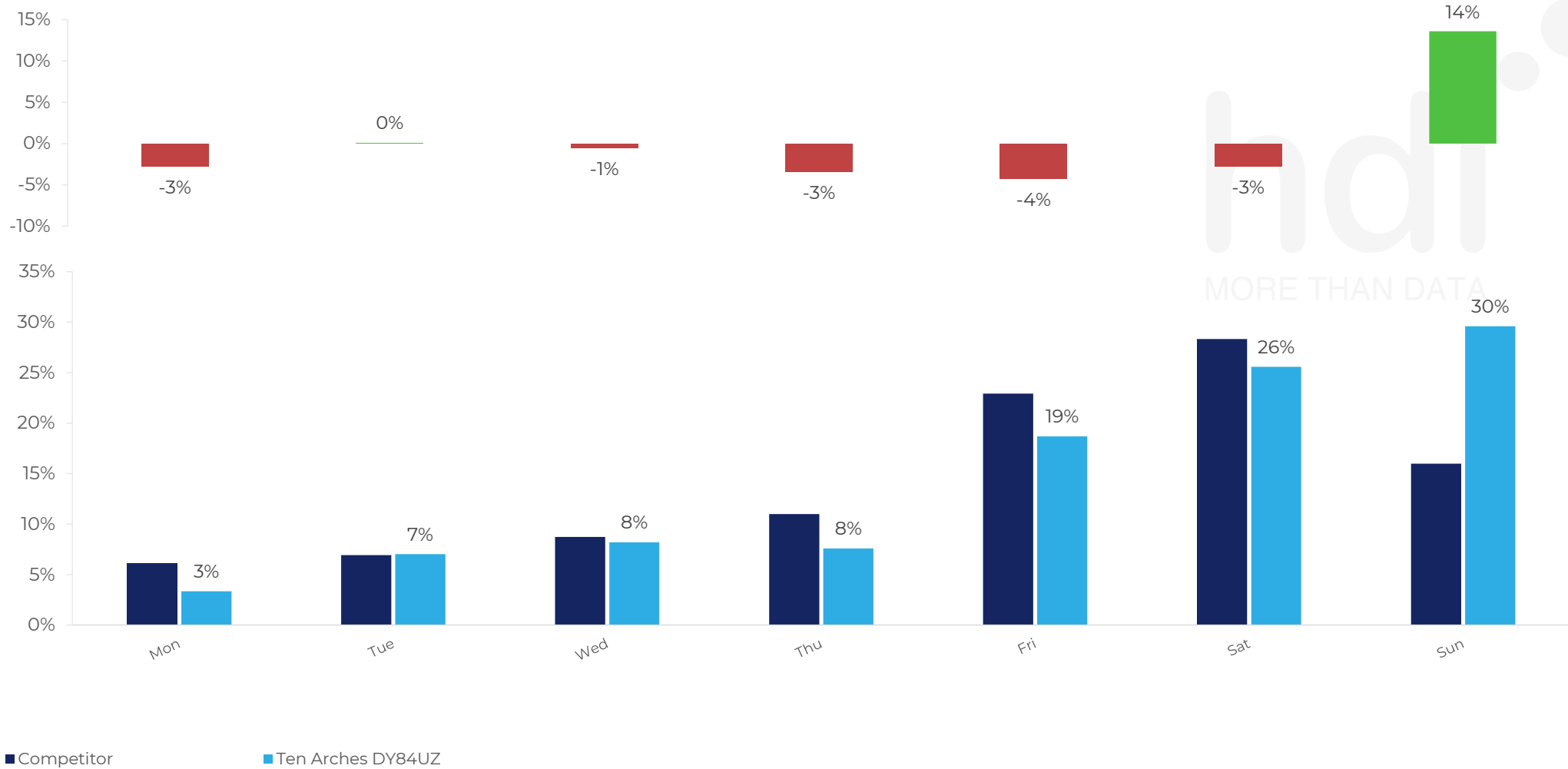
Nearest Station
Stourbridge Town(0.53 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Ten Arches DY84UZ versus its competitors?

% of spend for Ten Arches DY84UZ and 97 Chains in 1 Miles from 06/09/2023 - 28/08/2024 split by Day of Week



■ Competitor

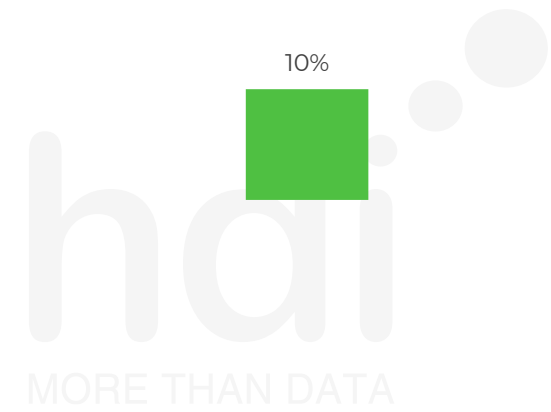
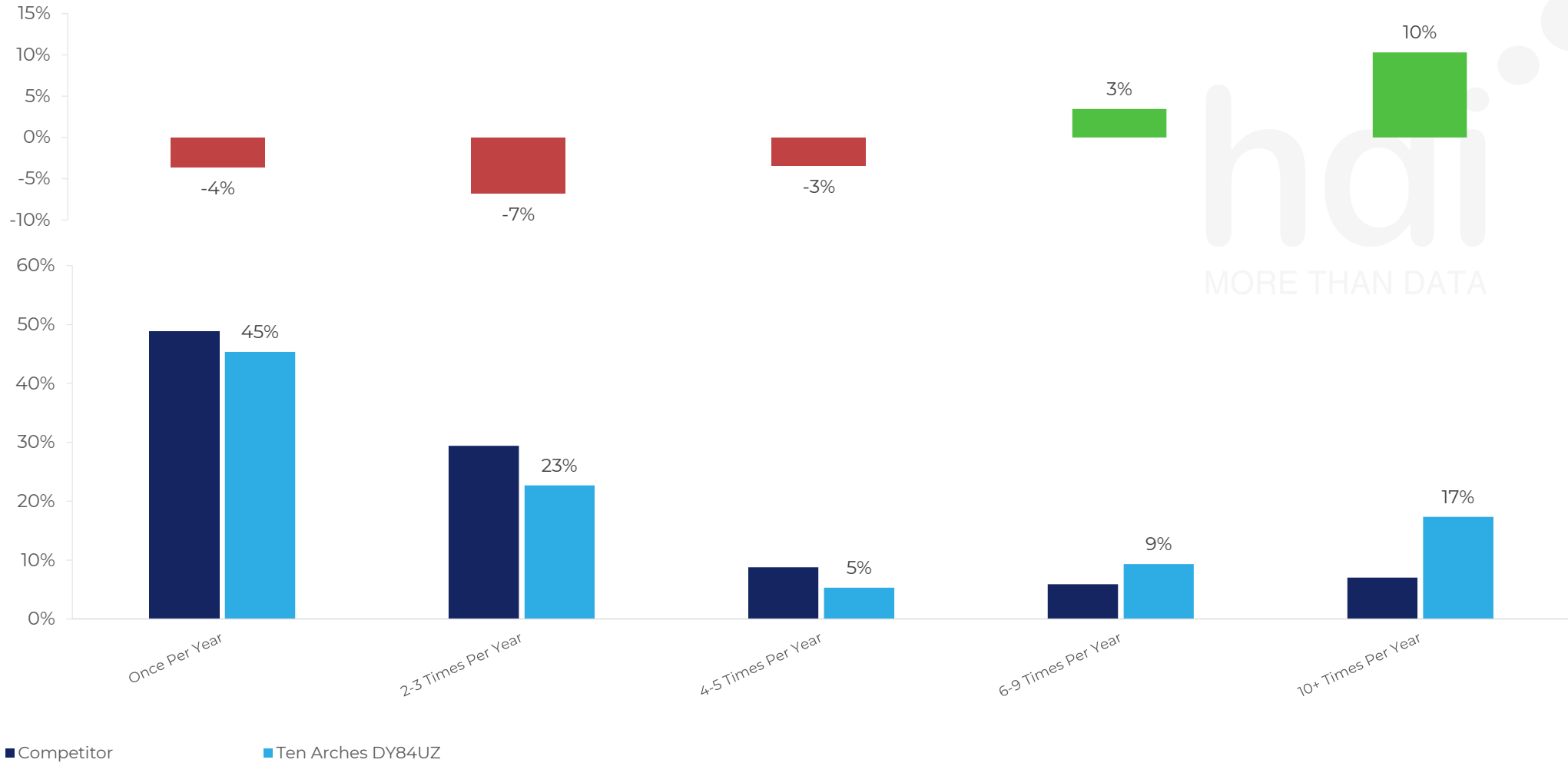
■ Ten Arches DY84UZ



Visit Frequency

How frequently per year do customers visit Ten Arches DY84UZ versus its competitors?

% of customer numbers for Ten Arches DY84UZ and 97 Chains in 1 Miles from 06/09/2023 - 28/08/2024 and the number of visits made Per Annum

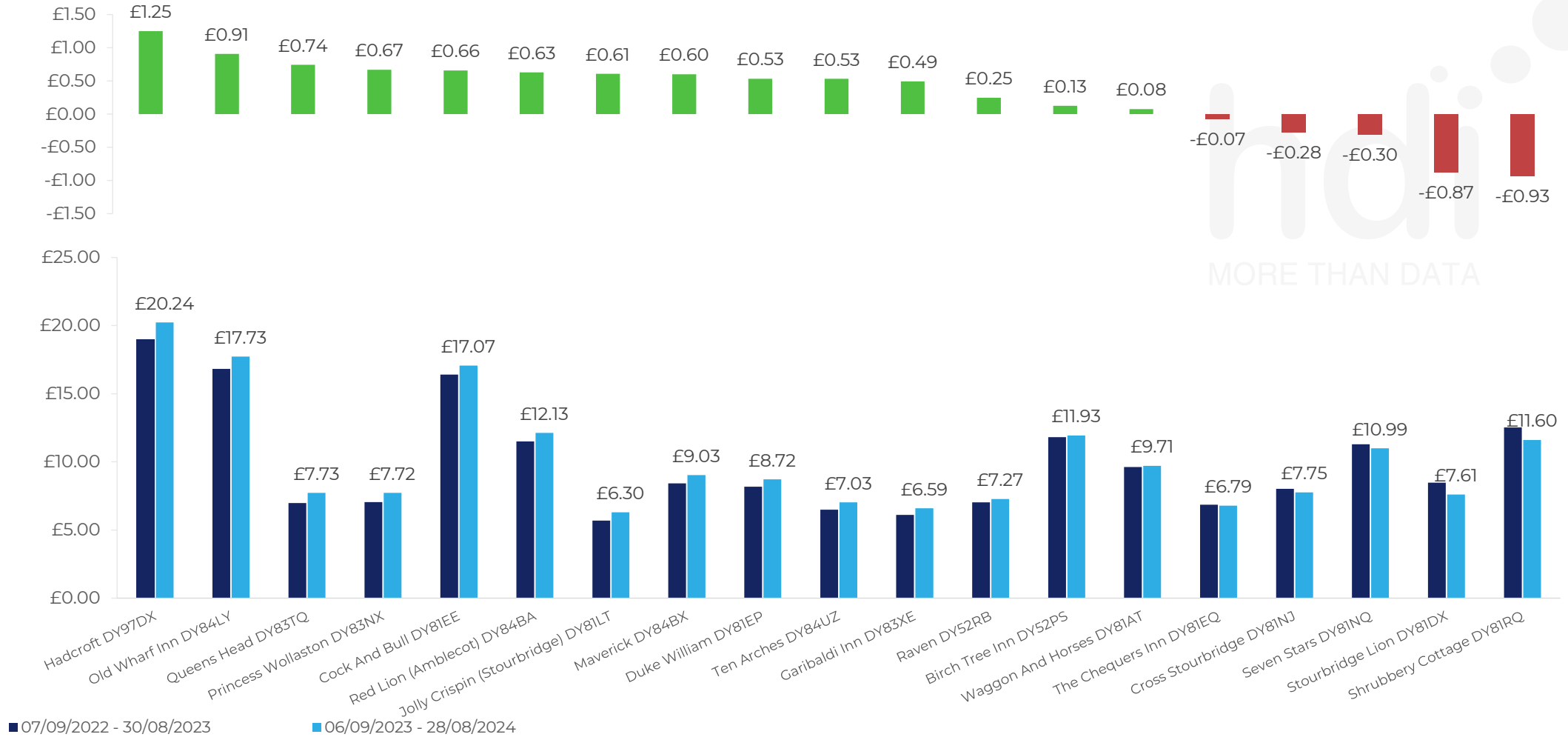
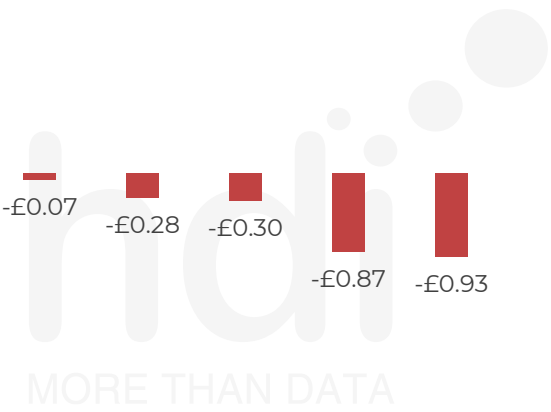


■ Competitor

■ Ten Arches DY84UZ

ATV Change

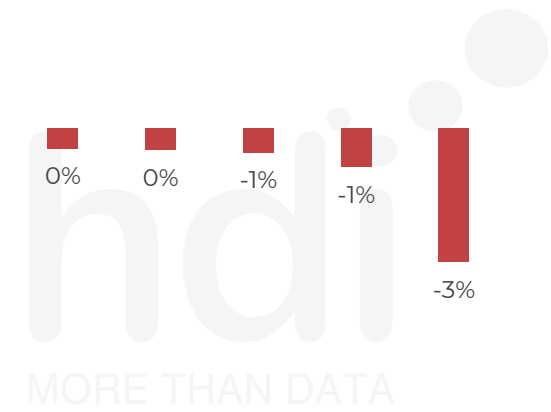
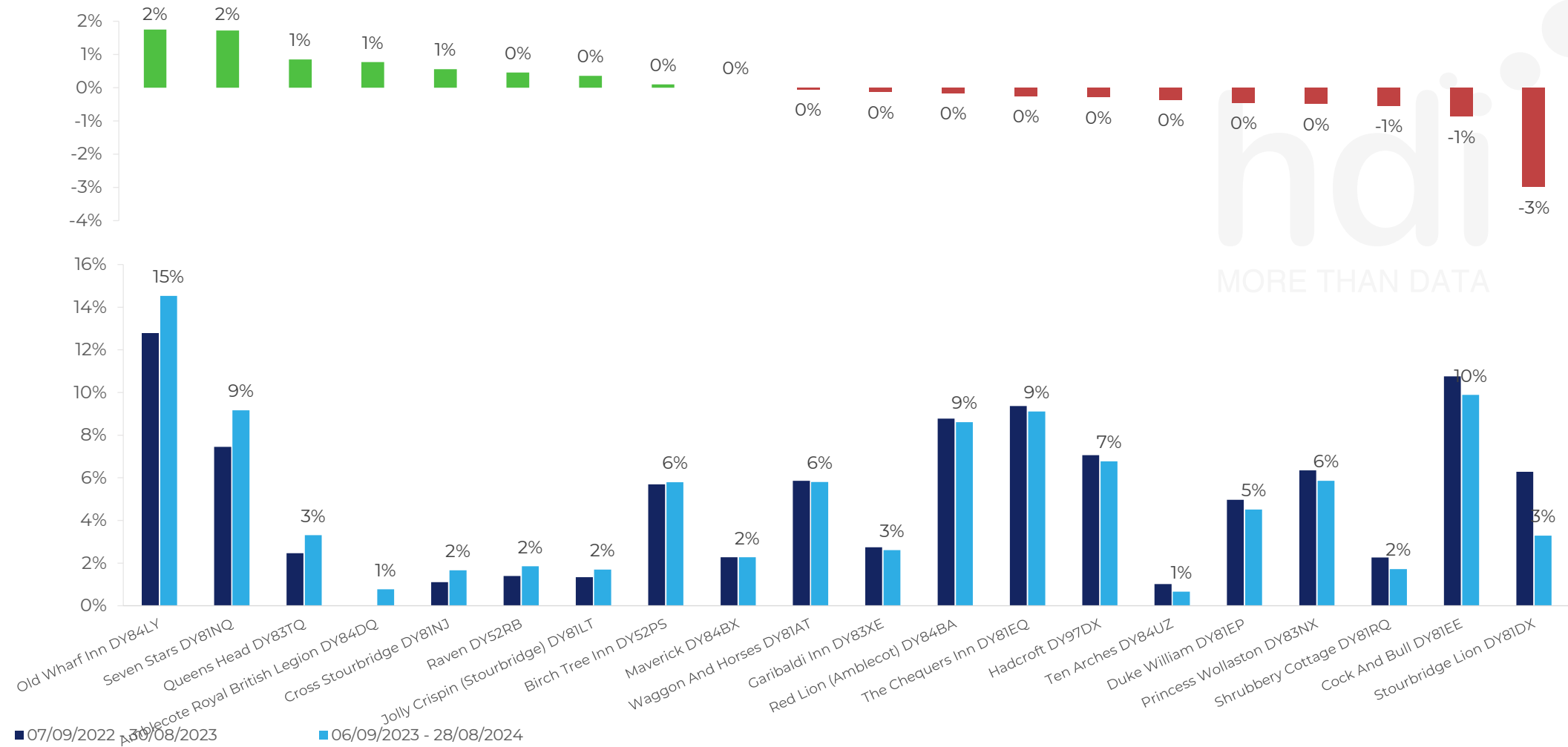
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

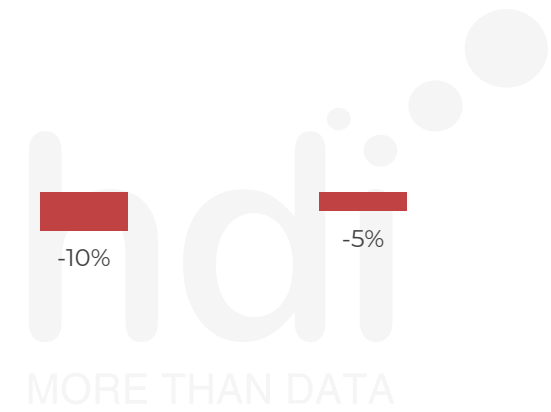
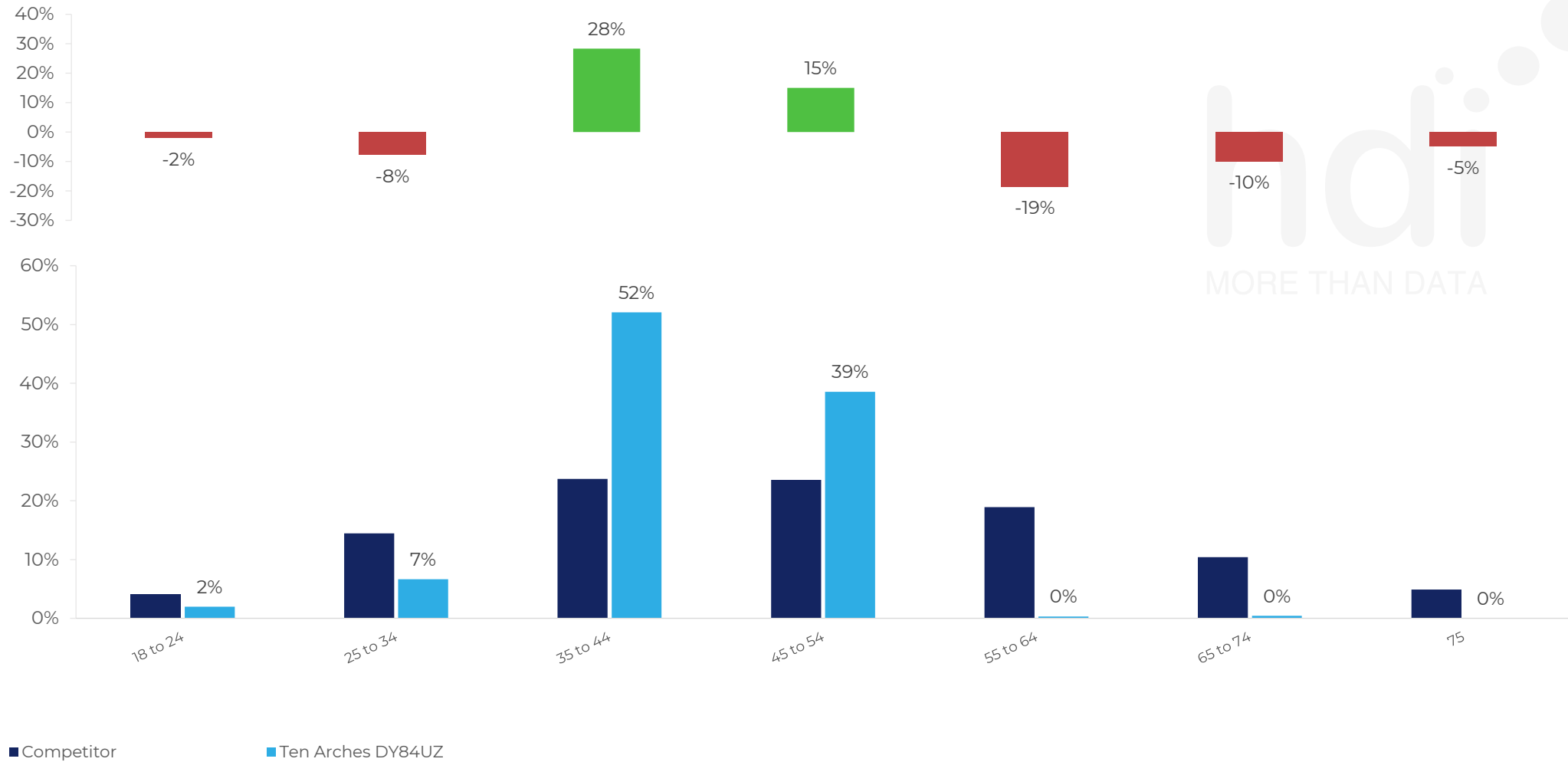
% of market share spend for Ten Arches DY84UZ and 97 Chains in 1 Miles from 06/09/2023 - 28/08/2024



Age

How does the age profile of customers who visit Ten Arches DY84UZ compare versus its competitors?

% of spend for Ten Arches DY84UZ and 97 Chains in 1 Miles from 06/09/2023 - 28/08/2024 split by Age Range



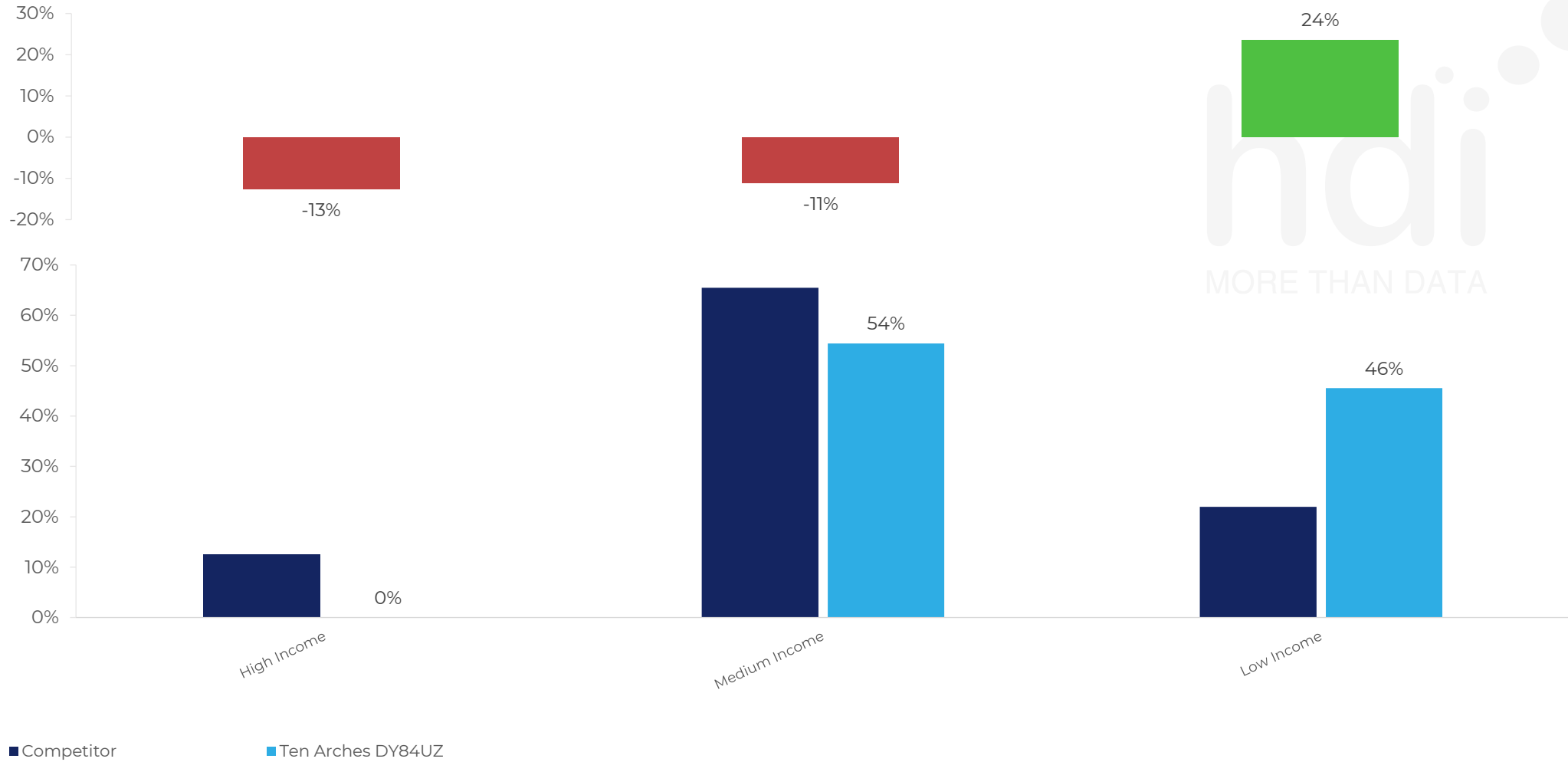
■ Competitor

■ Ten Arches DY84UZ

Affluence

How does the affluence of customers who visit Ten Arches DY84UZ compare versus its competitors?

% of spend for Ten Arches DY84UZ and 97 Chains in 1 Miles from 06/09/2023 - 28/08/2024 split by Affluence

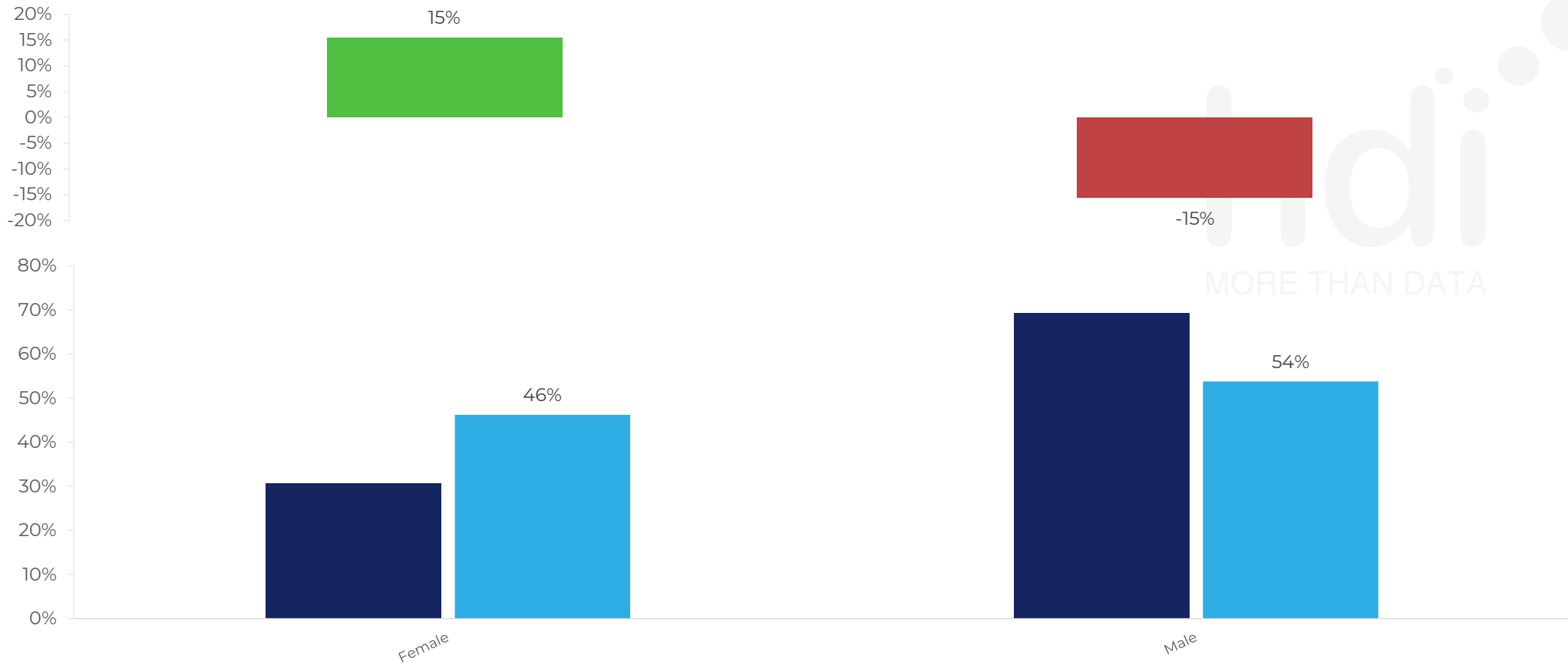




Gender

How does the gender profile of customers who visit Ten Arches DY84UZ compare versus its competitors?

% of spend for Ten Arches DY84UZ and 97 Chains in 1 Miles from 06/09/2023 - 28/08/2024 split by Gender



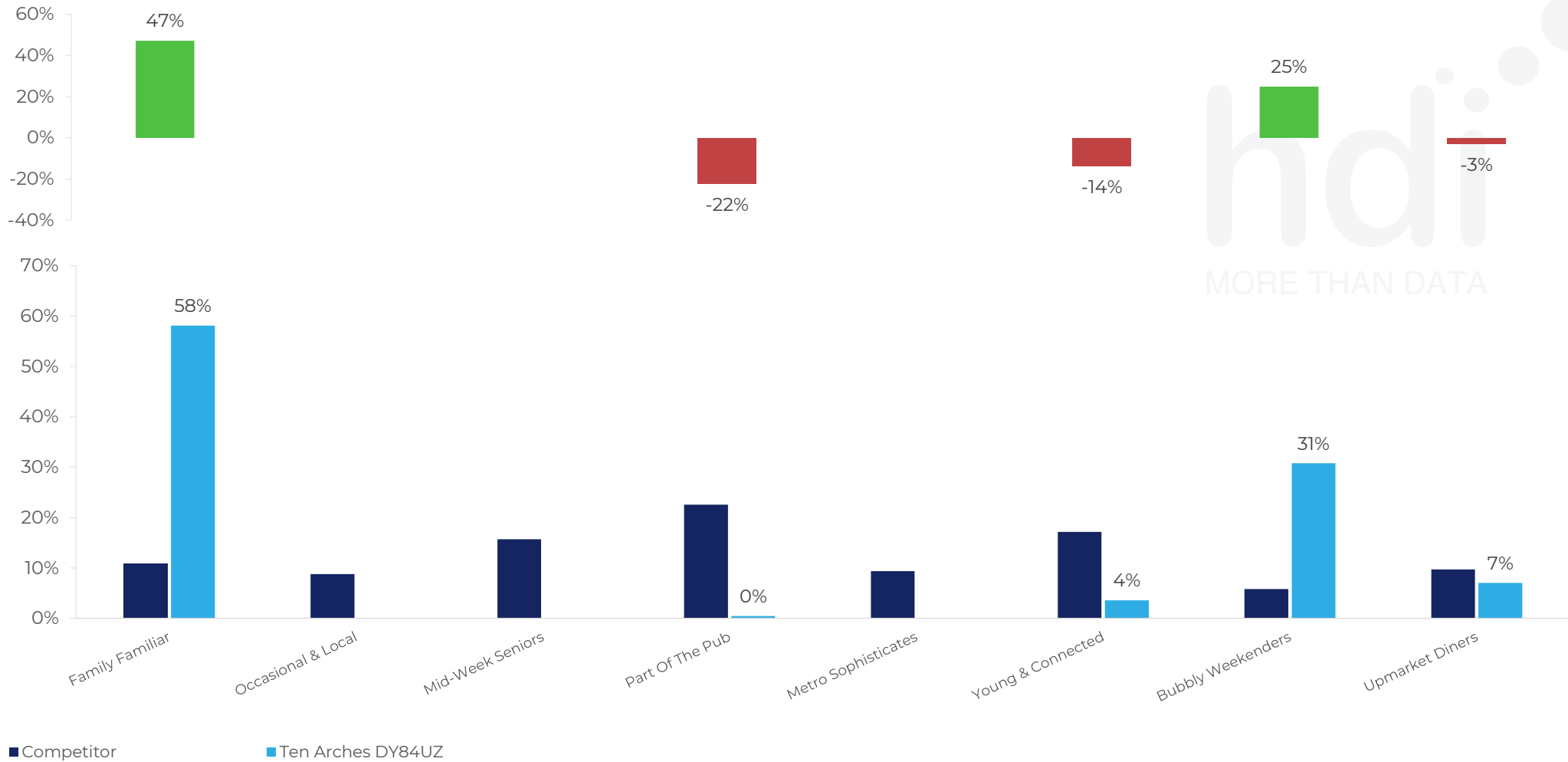
■ Competitor

■ Ten Arches DY84UZ

Punch Segmentation

How does the Custom segmentation profile of customers who visit Ten Arches DY84UZ compare versus its competitors?

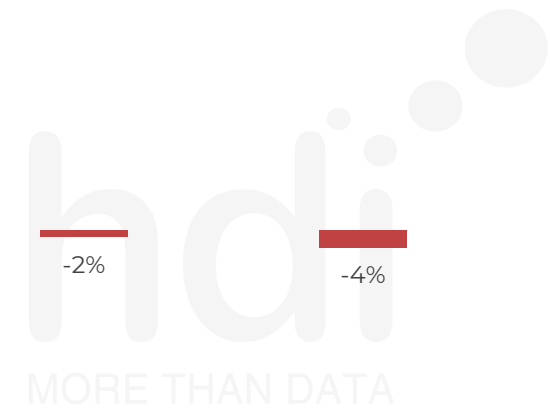
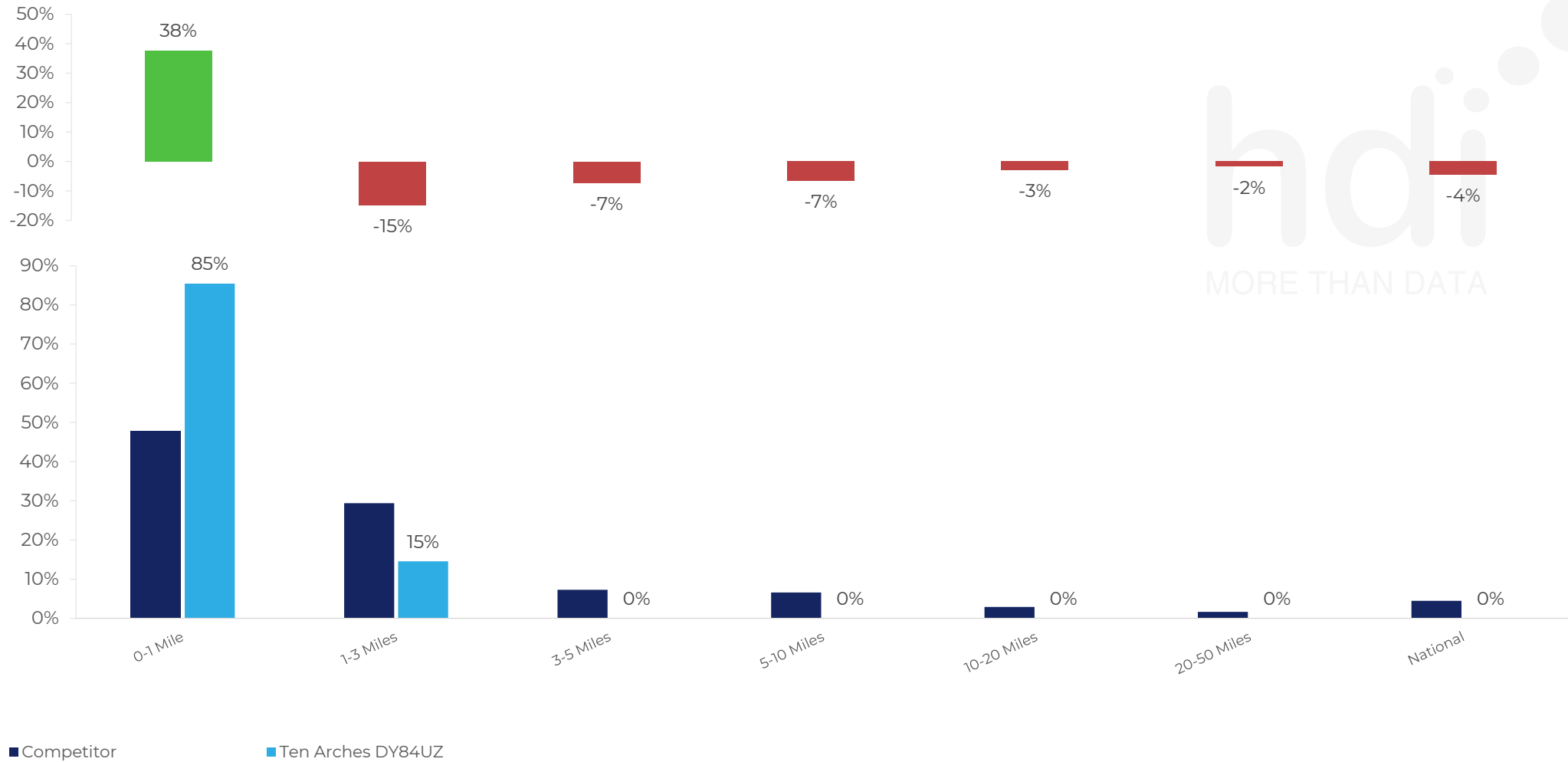
% of spend for Ten Arches DY84UZ and 97 Chains in 1 Miles from 06/09/2023 - 28/08/2024 split by Segment



Spend by Distance

How does the spend profile of Ten Arches DY84UZ compare versus its competitors based on travel distances?

% of spend for Ten Arches DY84UZ and 97 Chains in 1 Miles from 06/09/2023 - 28/08/2024 split by Distance travelled

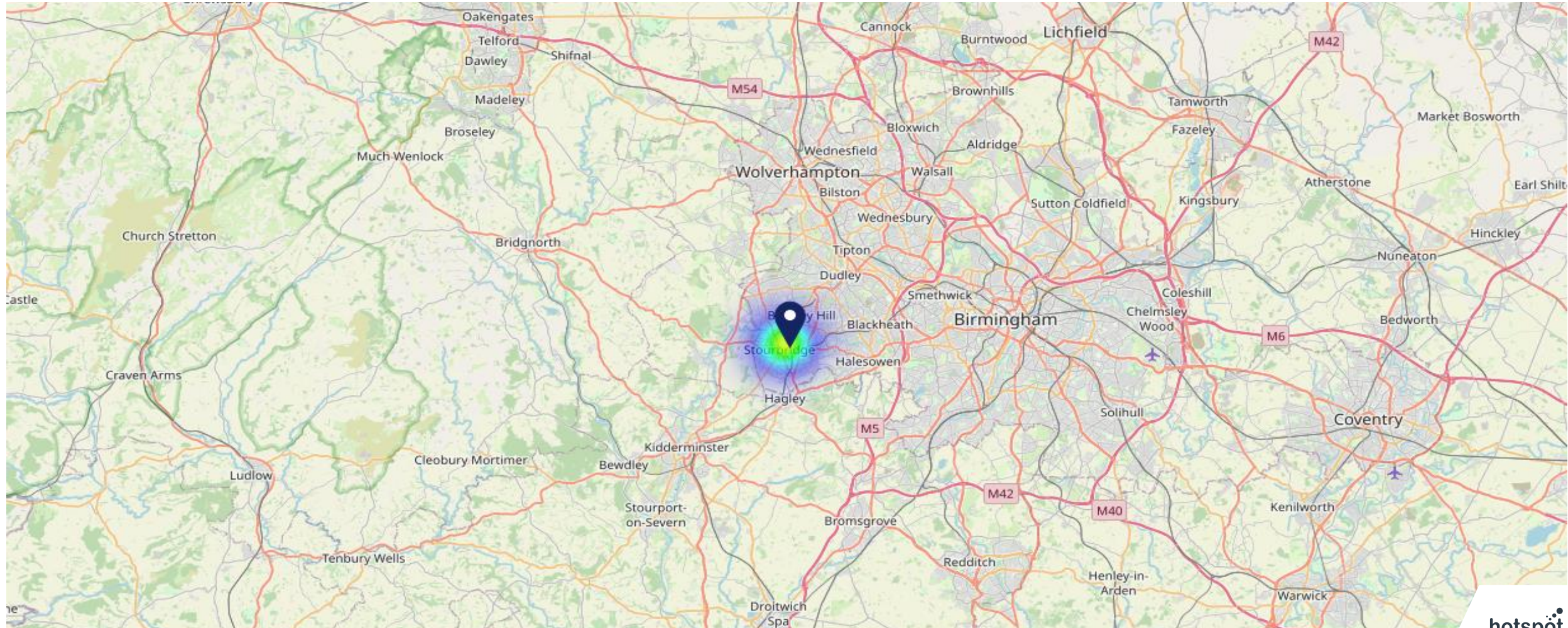




Map of Guest Origin

Where do customers of Ten Arches DY84UZ come from?

Where do customers of Ten Arches DY84UZ for 06/09/2023 - 28/08/2024 live

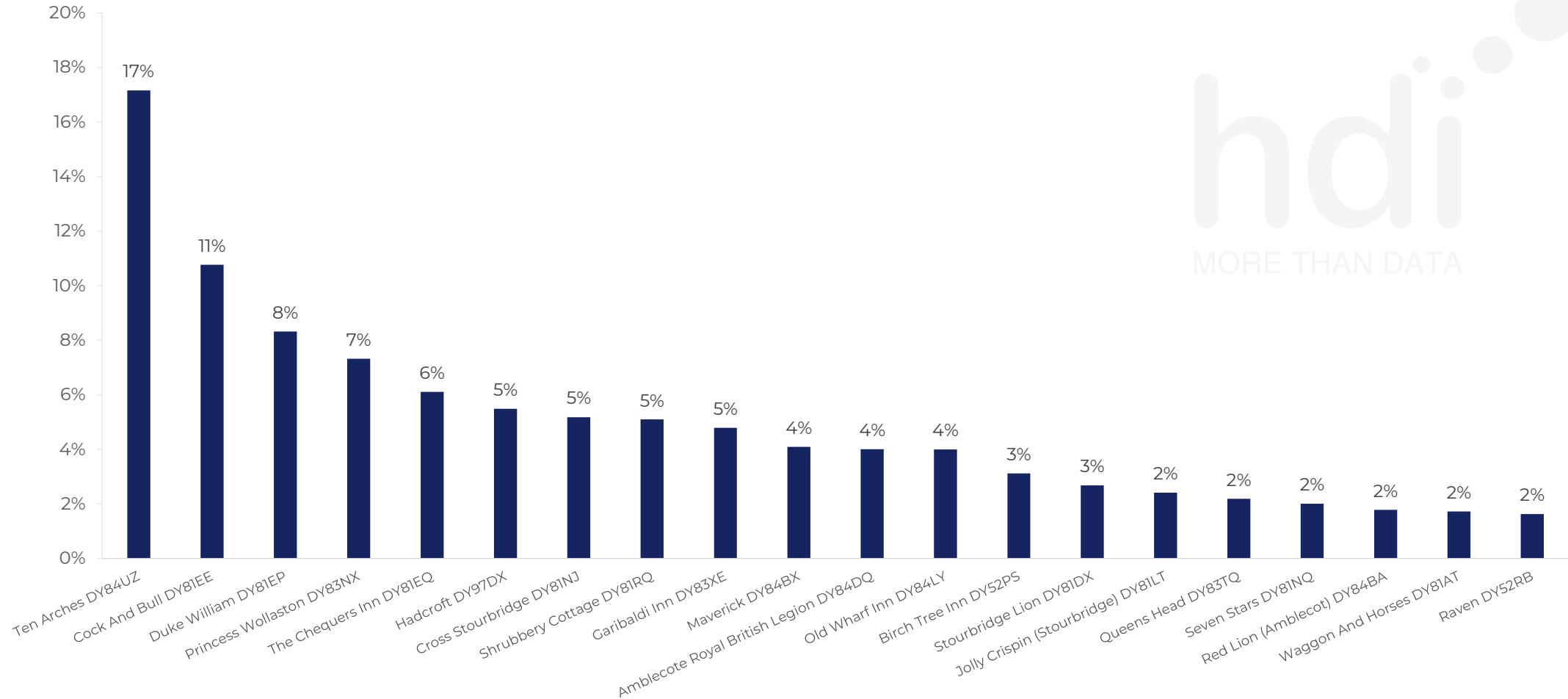




Share of Wallet

What are the Top 20 venues (by spend) that customers of Ten Arches DY84UZ also visit?

For customers of Ten Arches DY84UZ, who are the top 20 competitors from 97 Chains in 1 Miles for 06/09/2023 - 28/08/2024 split by Venue

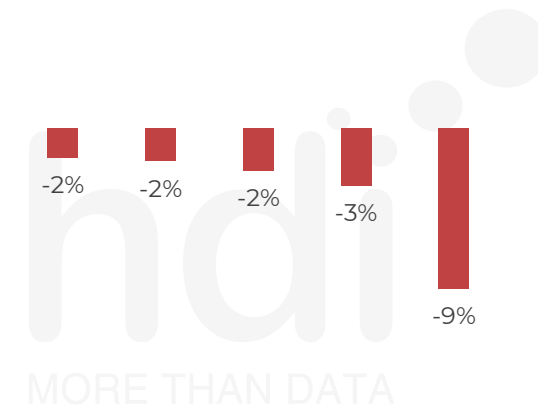
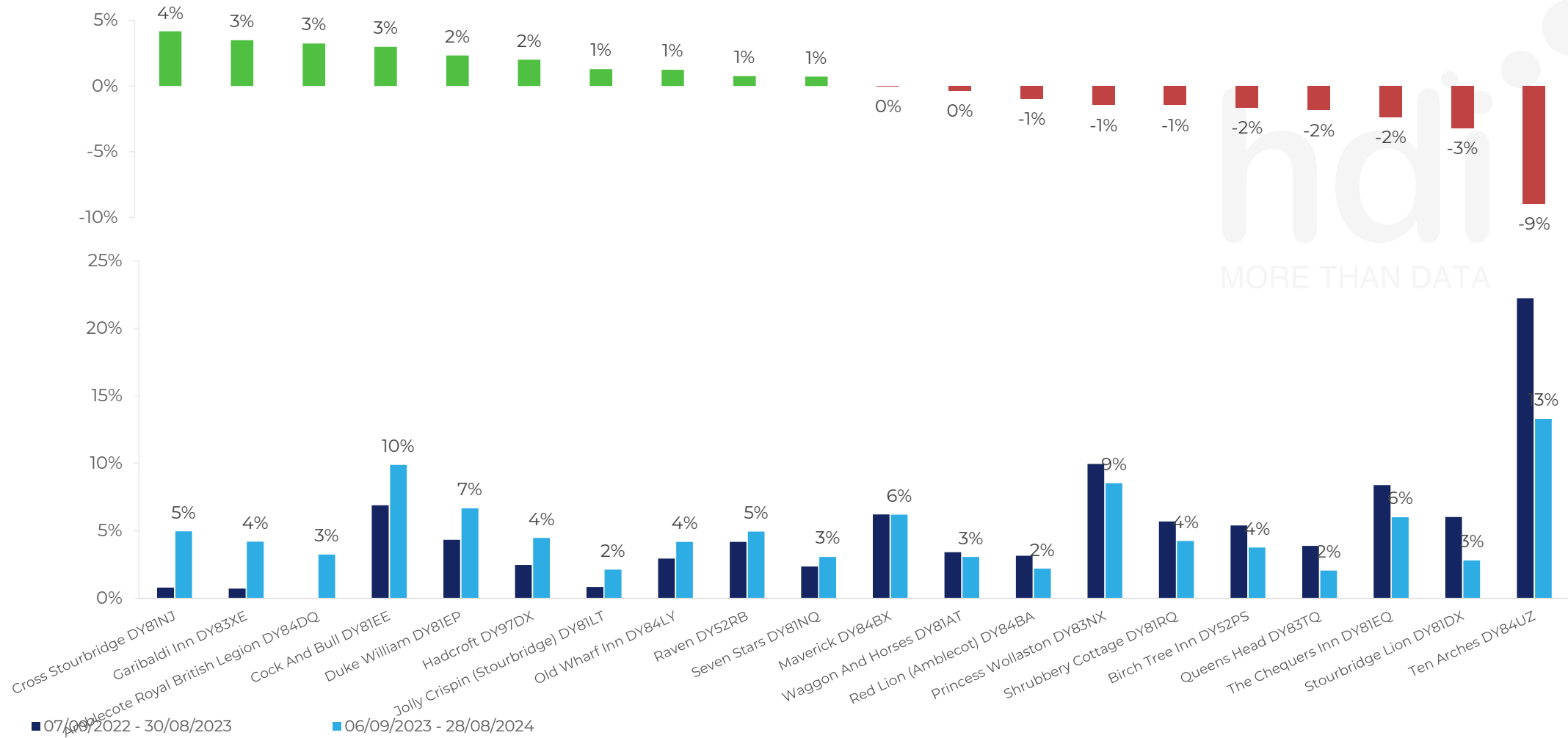


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MORE THAN DATA



Share of Wallet Change

How has share of wallet of customers of Ten Arches DY84UZ changed between two date ranges?





Market Summary

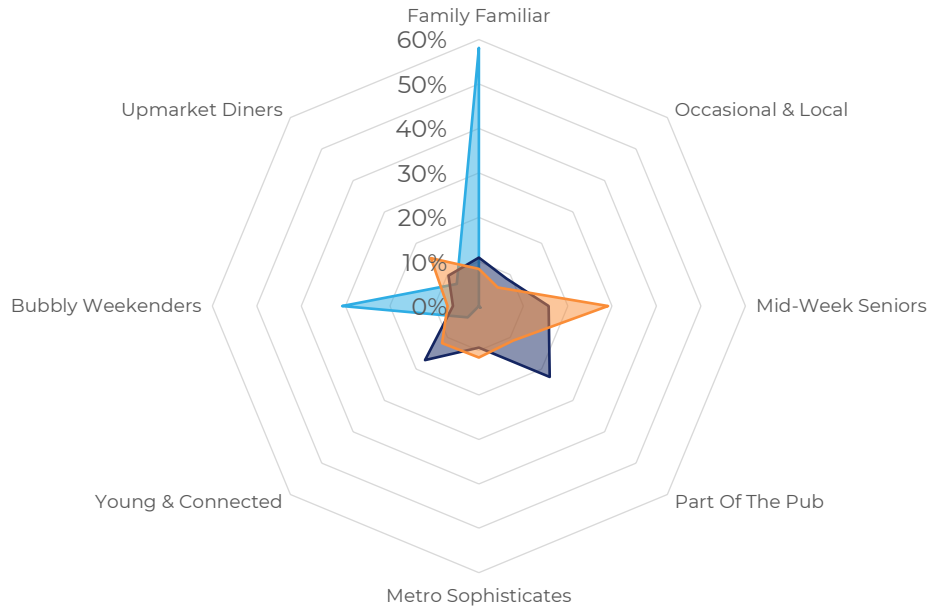
How does the local area for Ten Arches DY84UZ compare to the national average (1 = low, 10 = high)

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	£49K	1	£9.30M	7	£33.12M	7	£120.33M	7
Weekpart	Mon - Thu	26.0%	1	47.3%	9	39.1%	4	42.0%	6
Weekpart	Fri - Sat	43.9%	5	37.2%	2	46.4%	8	42.8%	6
Weekpart	Sun	30.1%	10	15.5%	6	14.5%	4	15.2%	4
Age	18 to 24	2.3%	2	7.8%	7	4.7%	3	5.5%	4
Age	25 to 34	5.4%	1	18.8%	4	15.6%	2	17.1%	2
Age	35 to 44	50.2%	10	32.0%	10	25.9%	8	26.5%	9
Age	45 to 54	41.6%	10	22.9%	8	23.0%	9	22.2%	9
Age	55 to 64	0.0%	0	12.0%	3	17.6%	8	16.6%	7
Age	65 to 74	0.5%	1	4.5%	3	8.8%	8	7.9%	7
Age	75+	0.0%	0	2.0%	5	4.3%	8	4.0%	8
CAMEO	Business Elite	0.0%	0	3.8%	3	4.9%	4	4.3%	3
CAMEO	Prosperous Professionals	0.0%	0	4.5%	4	4.7%	4	4.4%	3
CAMEO	Flourishing Society	0.0%	0	6.5%	2	6.3%	2	5.9%	1
CAMEO	Content Communities	0.0%	0	13.0%	6	14.8%	8	13.2%	6
CAMEO	White Collar Neighbourhoods	0.0%	0	10.1%	4	10.6%	4	9.5%	3
CAMEO	Enterprising Mainstream	4.5%	3	9.9%	7	10.4%	7	9.1%	6
CAMEO	Paying The Mortgage	52.8%	10	21.9%	9	25.1%	10	22.7%	10
CAMEO	Cash Conscious Communities	3.0%	1	12.5%	8	10.7%	7	11.7%	8
CAMEO	On A Budget	39.8%	10	4.7%	3	4.0%	2	5.4%	3
CAMEO	Family Value	0.0%	0	13.1%	9	8.6%	9	13.8%	10
Affluence	AB	0.0%	0	14.9%	3	15.9%	2	14.6%	2
Affluence	C1C2	57.3%	9	54.9%	8	60.9%	10	54.5%	8
Affluence	DE	42.7%	10	30.3%	8	23.2%	7	30.9%	9



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
Ten Arches	13	58.13%	0.00%	0.00%	0.46%	0.00%	3.57%	30.77%	7.04%
Local Catchment	2119	10.92%	8.77%	15.69%	22.55%	9.34%	17.14%	5.83%	9.71%
Punch T&L	103230	8.34%	5.96%	29.07%	10.93%	11.57%	11.74%	7.08%	15.27%
Ten Arches vs Local Catchment		47.21%	0.00%	0.00%	-22.09%	0.00%	-13.57%	24.94%	-2.67%
Ten Arches vs Punch T&L		49.79%	0.00%	0.00%	-10.47%	0.00%	-8.17%	23.69%	-8.23%
Local Catchment vs Punch T&L		2.58%	2.81%	-13.38%	11.62%	-2.23%	5.40%	-1.25%	-5.56%

■ Ten Arches

■ Local Catchment

■ Punch T&L

Local Competitor Profiles

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

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Ten Arches DY84UZ	13	58.13%	0.00%	0.00%	0.46%	0.00%	3.57%	30.77%	7.04%
Cock And Bull DY81EE	306	17.50%	2.76%	8.19%	6.77%	10.52%	37.97%	7.09%	9.16%
Duke William DY81EP	246	5.58%	5.11%	11.19%	41.38%	9.68%	11.49%	9.17%	6.35%
Princess Wollaston DY83NX	140	12.97%	10.45%	2.71%	30.49%	14.30%	23.68%	3.68%	1.69%
The Chequers Inn DY81EQ	438	17.80%	6.60%	14.88%	25.29%	3.58%	23.48%	4.75%	3.60%
Hadcroft DY97DX	117	24.44%	13.65%	35.56%	13.35%	1.57%	7.18%	0.84%	3.38%
Cross Stourbridge DY81NJ	51	18.93%	3.38%	4.42%	27.83%	9.24%	22.04%	9.52%	4.61%
Shrubbery Cottage DY81RQ	36	0.77%	0.12%	2.45%	72.27%	12.46%	1.99%	9.91%	0.00%
Garibaldi Inn DY83XE	29	4.14%	5.32%	0.20%	75.11%	0.12%	13.13%	0.00%	1.95%
Maverick DY84BX	108	22.58%	15.64%	3.98%	13.56%	10.94%	24.93%	5.57%	2.76%
Amblecote Royal British Legion DY84DQ	43	17.68%	26.55%	7.54%	17.03%	6.50%	6.94%	3.61%	14.12%
Old Wharf Inn DY84LY	413	7.91%	4.39%	21.85%	3.89%	11.67%	19.78%	6.53%	23.93%
Birch Tree Inn DY52PS	103	37.90%	5.98%	28.46%	5.15%	1.22%	13.14%	5.57%	2.55%
Stourbridge Lion DY81DX	139	10.85%	5.77%	1.96%	16.01%	7.21%	28.96%	27.38%	1.83%
Jolly Crispin (Stourbridge) DY81LT	68	7.62%	3.41%	1.12%	65.60%	1.82%	11.89%	6.09%	2.42%
Queens Head DY83TQ	113	10.25%	9.66%	6.46%	42.84%	7.56%	11.67%	5.16%	6.36%
Seven Stars DY81NQ	300	14.25%	5.63%	8.00%	27.16%	11.57%	7.54%	9.00%	16.81%
Red Lion (Amblecot) DY84BA	264	9.34%	9.46%	7.94%	26.04%	9.85%	17.41%	5.66%	14.27%
Waggon And Horses DY81AT	153	7.33%	2.80%	3.55%	14.02%	7.50%	48.93%	8.68%	7.15%
Raven DY52RB	30	7.00%	44.05%	4.44%	0.54%	1.50%	41.35%	0.00%	1.09%
Mitre Inn DY81TS	106	16.98%	10.02%	7.80%	24.21%	11.98%	19.36%	5.41%	4.20%
The Old White Horse DY83XZ	236	14.29%	5.03%	18.81%	27.20%	5.52%	7.47%	2.71%	18.92%
Soffio Lounge DY84HG	243	17.94%	10.30%	9.62%	6.77%	8.94%	19.26%	11.52%	15.62%
Crafty Jar DY81TS	205	11.36%	4.50%	17.55%	6.42%	15.48%	18.80%	8.73%	17.13%
Dog House Stourbri DY81EX	13	21.43%	21.07%	1.30%	54.36%	1.81%	0.00%	0.00%	0.00%

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.

