



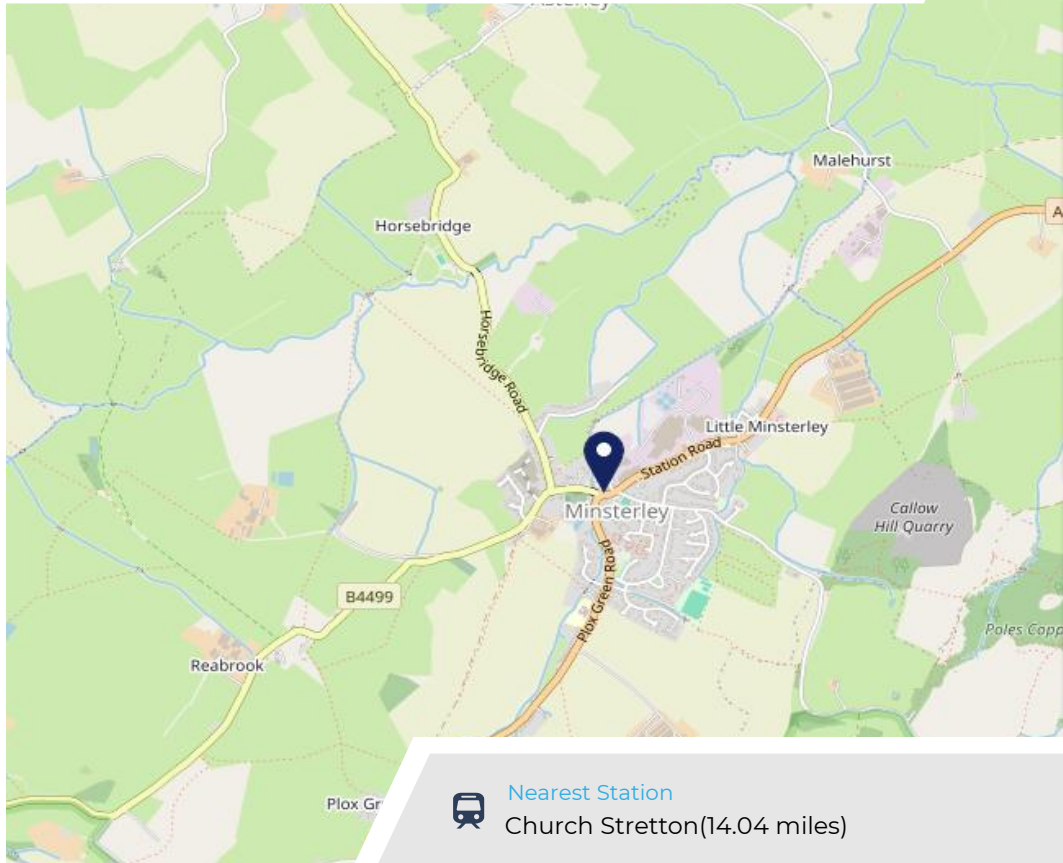
Site Summary



Crown & Sceptre SY50BA

SY50BA

Punch T&L

**Work Area**
Shrewsbury**Region**
West Midlands**TV Region**
Central**Urbanicity**
Rural town and fringe**ATV**
£13.06**Gender**
50.99%
Male**Affluence**
67.46%
Middle Income**Segmentation**
42.51%
Content Communities**Age Group**
45.37%
45 to 54**Visit Day**
26.62%
Sat

Top Competitors

**Plough Inn Pontesb**
SY50RJ
 Pub / Bar

#1

**Mytton Arms**
SY50TP
 Pub / Bar

#2

**Nags Head Pontesb**
SY50QD
 Pub / Bar

#3

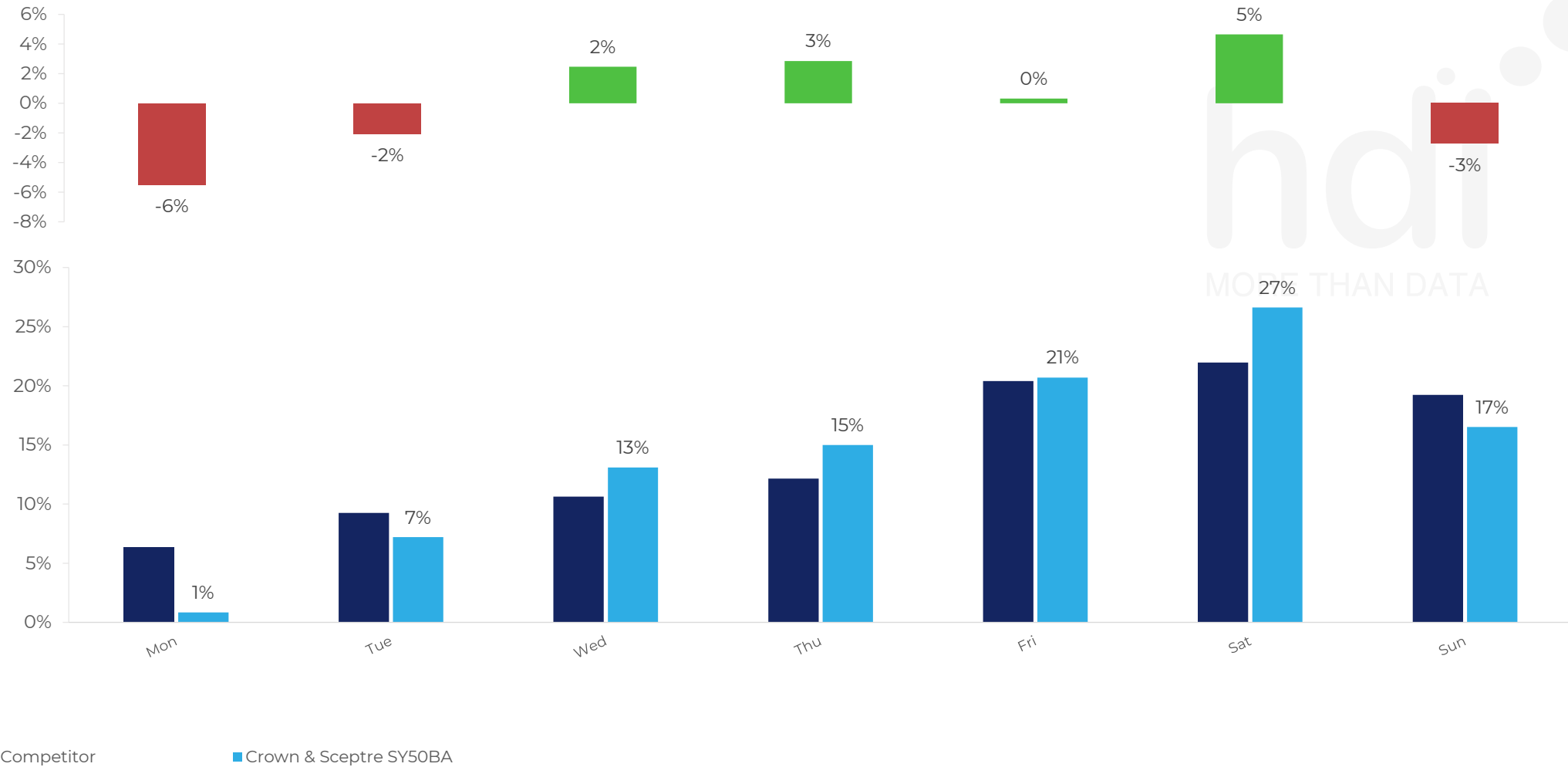
**Nearest Station**
Church Stretton(14.04 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Crown & Sceptre SY50BA versus its competitors?

% of spend for Crown & Sceptre SY50BA and 276 Chains in 3 Miles from 24/09/2025 - 16/09/2026 split by Day of Week

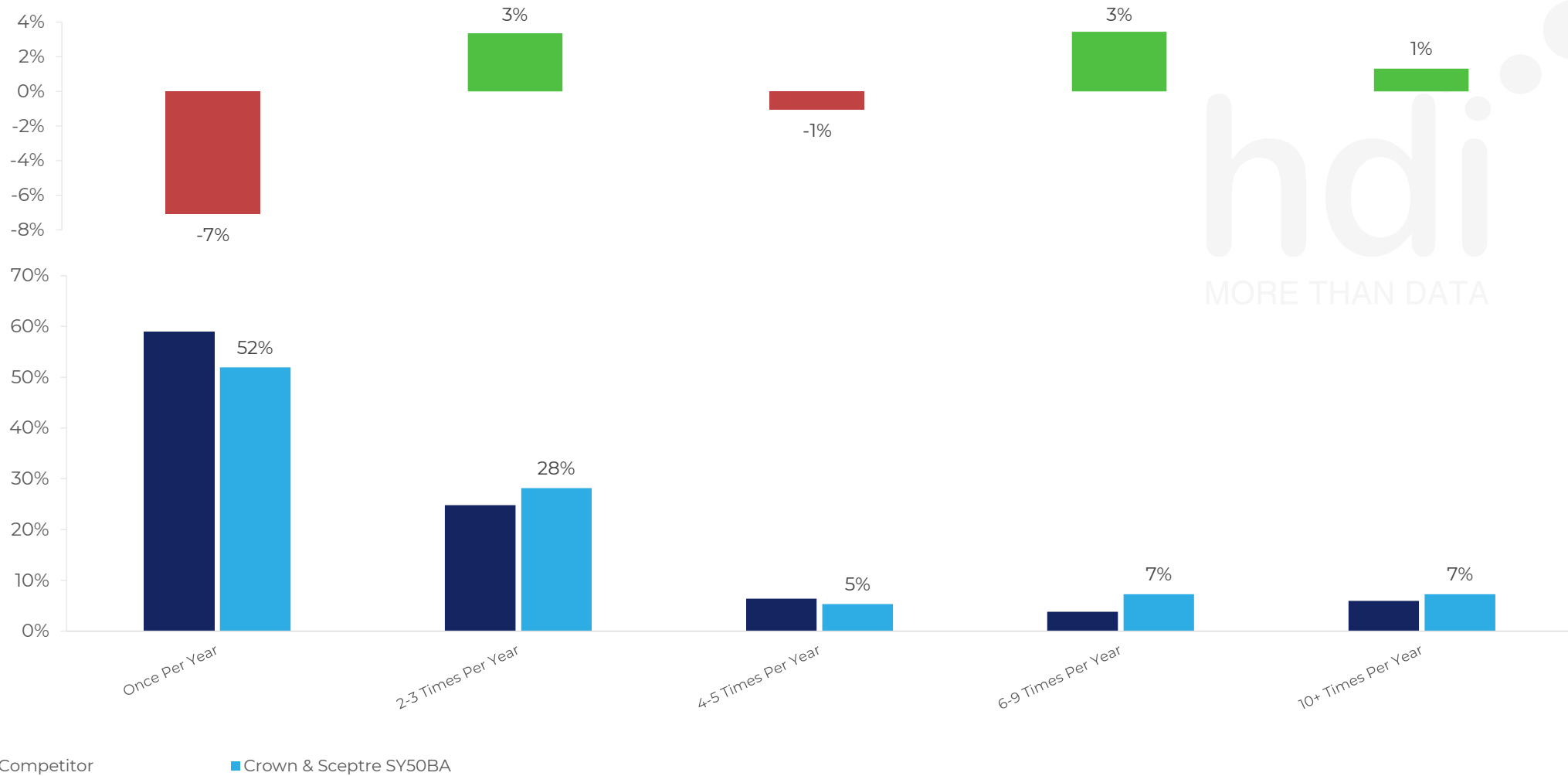




Visit Frequency

How frequently per year do customers visit Crown & Sceptre SY50BA versus its competitors?

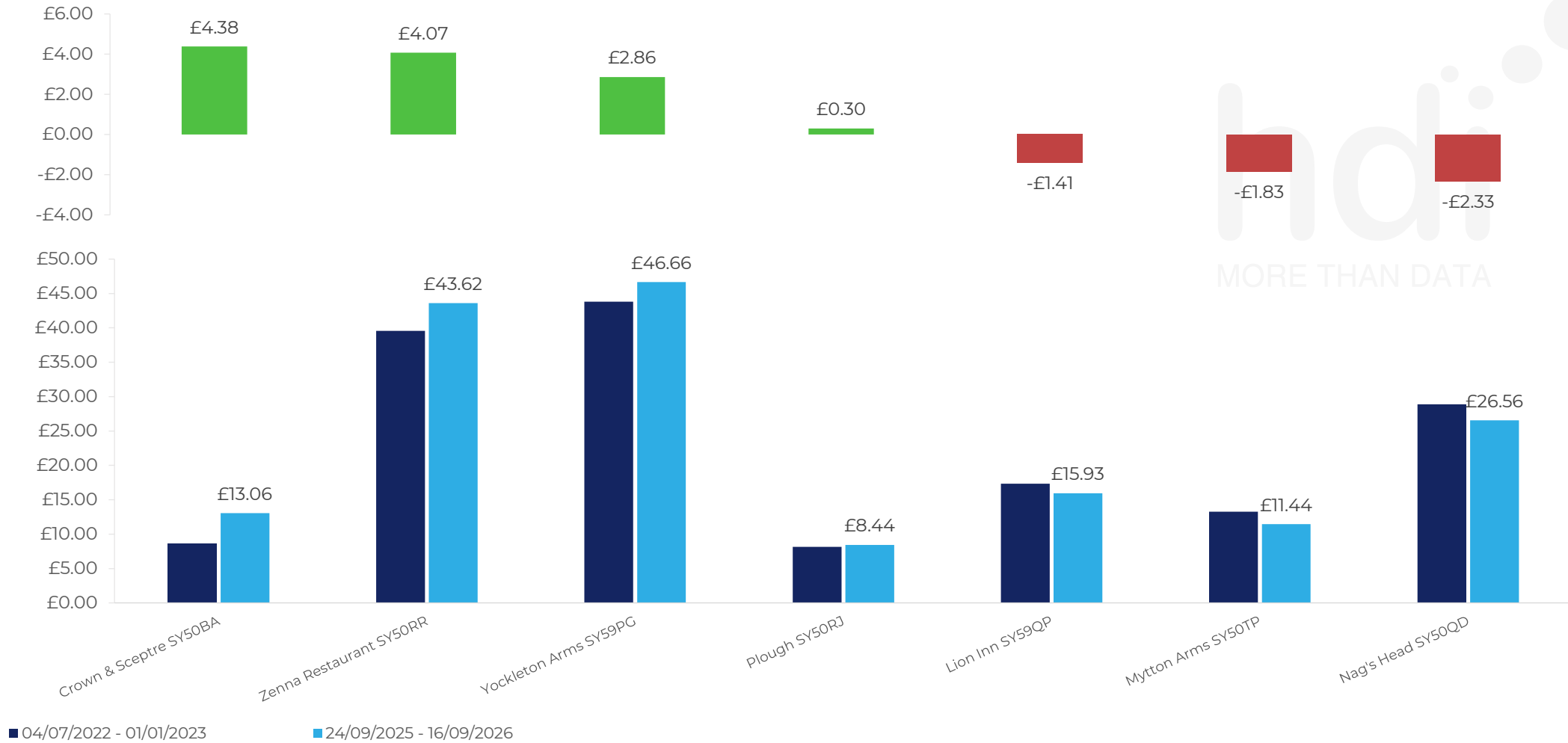
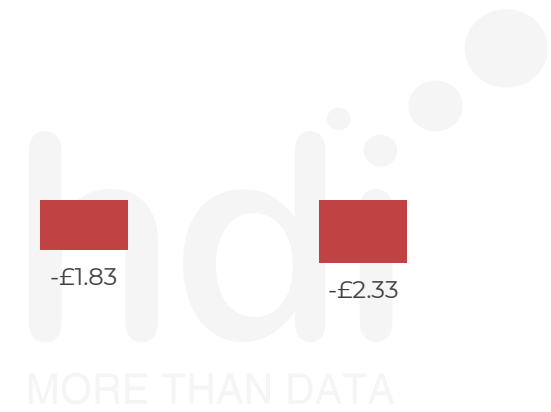
% of customer numbers for Crown & Sceptre SY50BA and 276 Chains in 3 Miles from 24/09/2025 - 16/09/2026 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?



■ 04/07/2022 - 01/01/2023

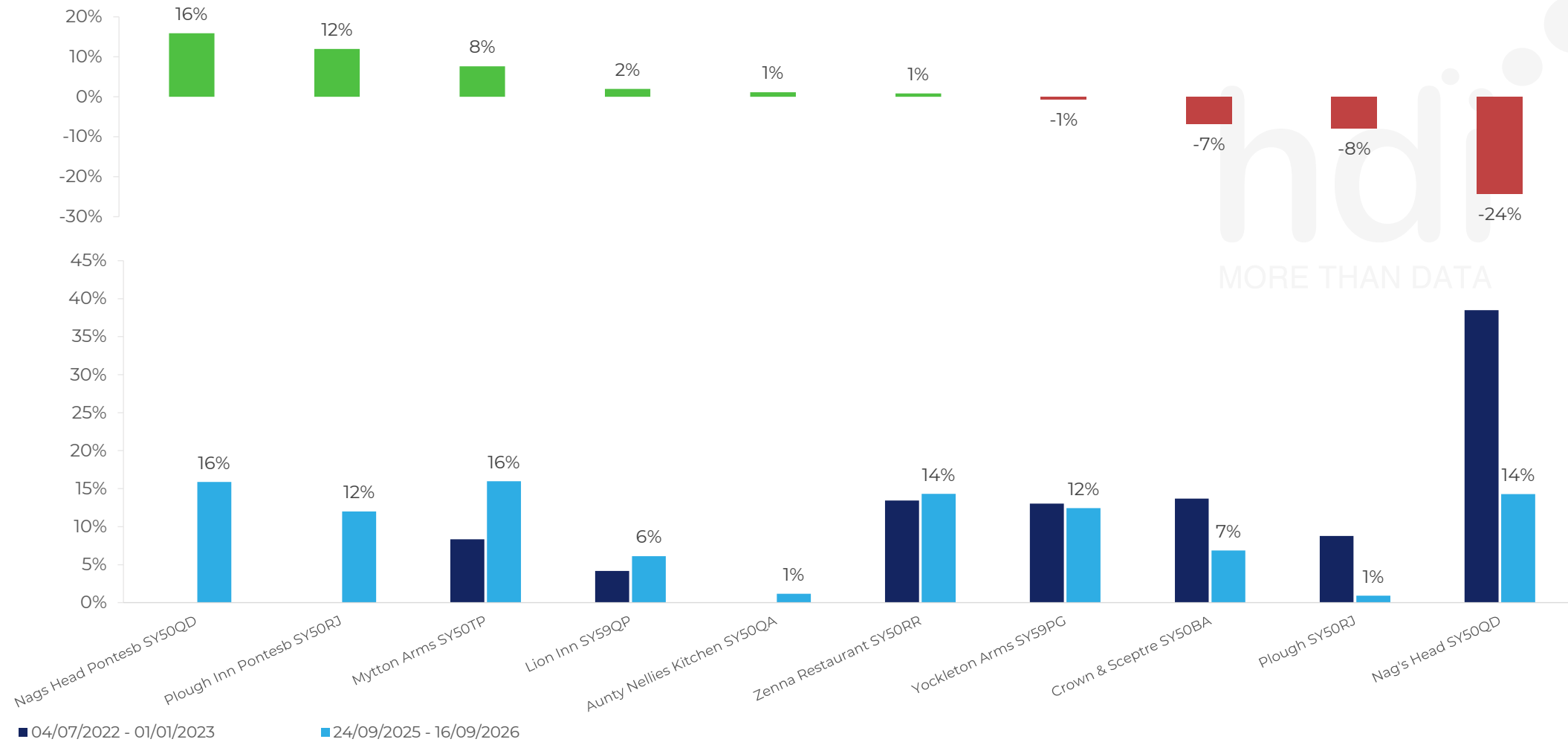
■ 24/09/2025 - 16/09/2026



Market Share Change

How has market share changed between two date ranges?

% of market share spend for Crown & Sceptre SY50BA and 276 Chains in 3 Miles from 24/09/2025 - 16/09/2026

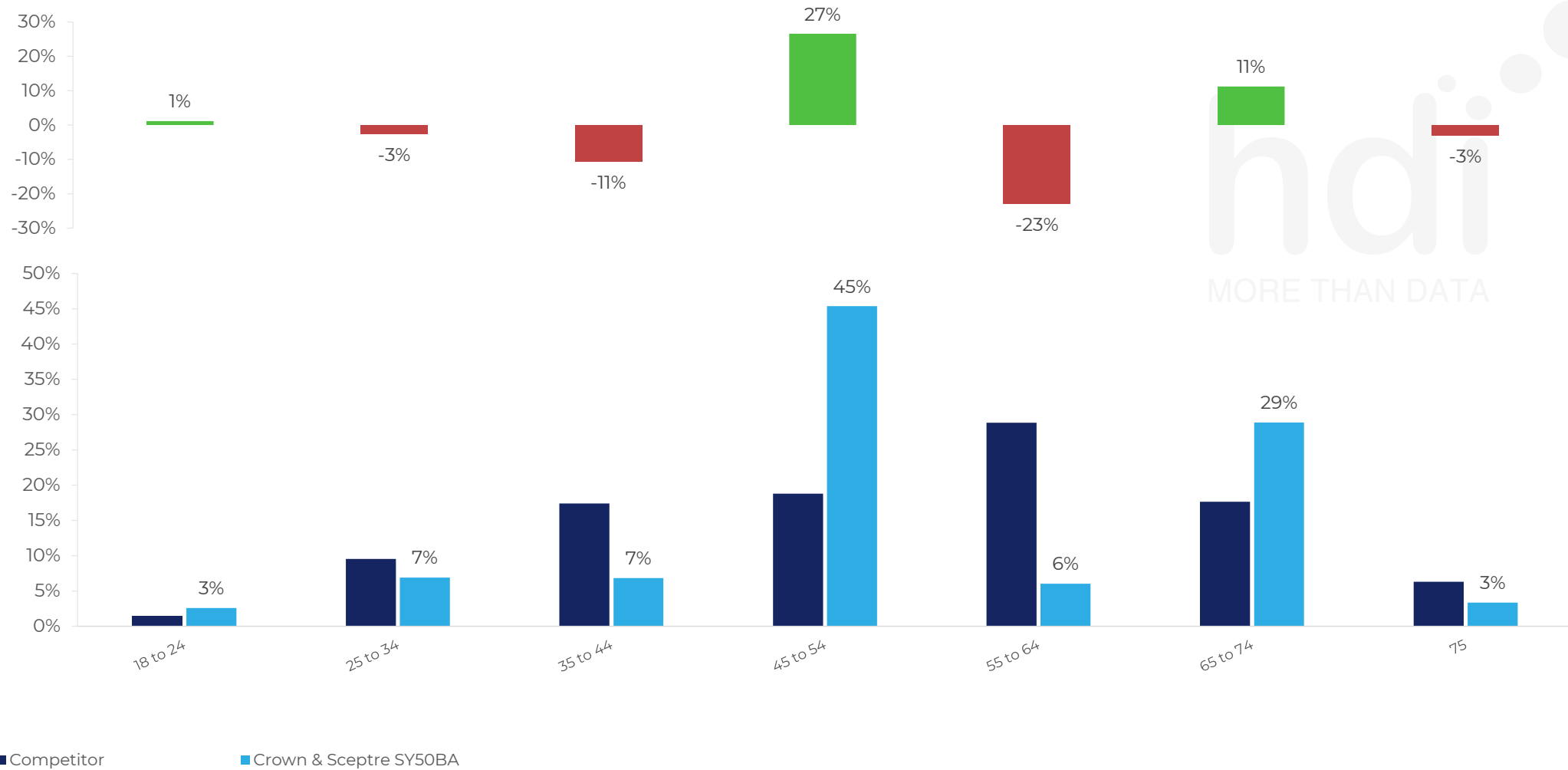




Age

How does the age profile of customers who visit Crown & Sceptre SY50BA compare versus its competitors?

% of spend for Crown & Sceptre SY50BA and 276 Chains in 3 Miles from 24/09/2025 - 16/09/2026 split by Age Range

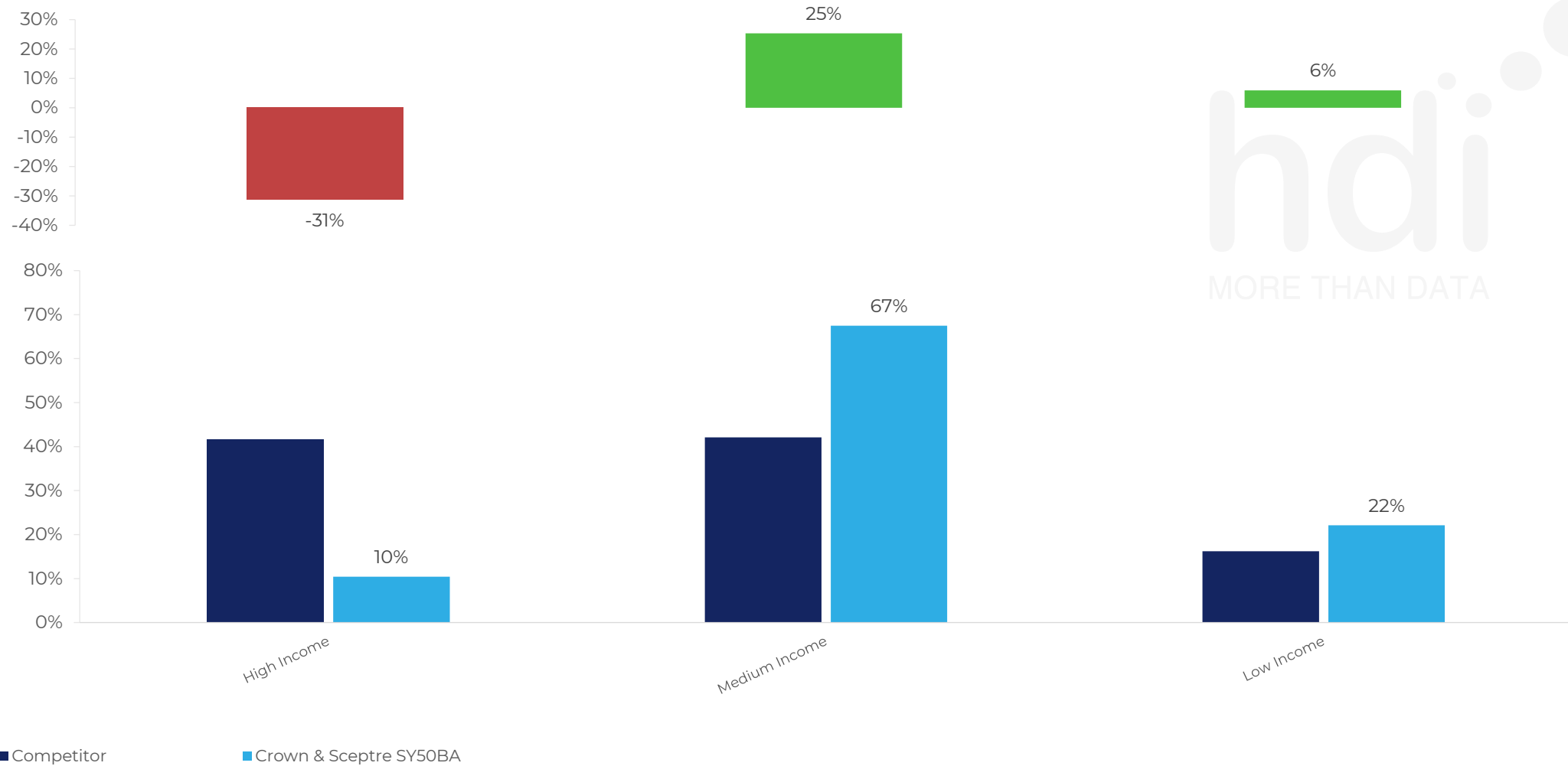




Affluence

How does the affluence of customers who visit Crown & Sceptre SY50BA compare versus its competitors?

% of spend for Crown & Sceptre SY50BA and 276 Chains in 3 Miles from 24/09/2025 - 16/09/2026 split by Affluence

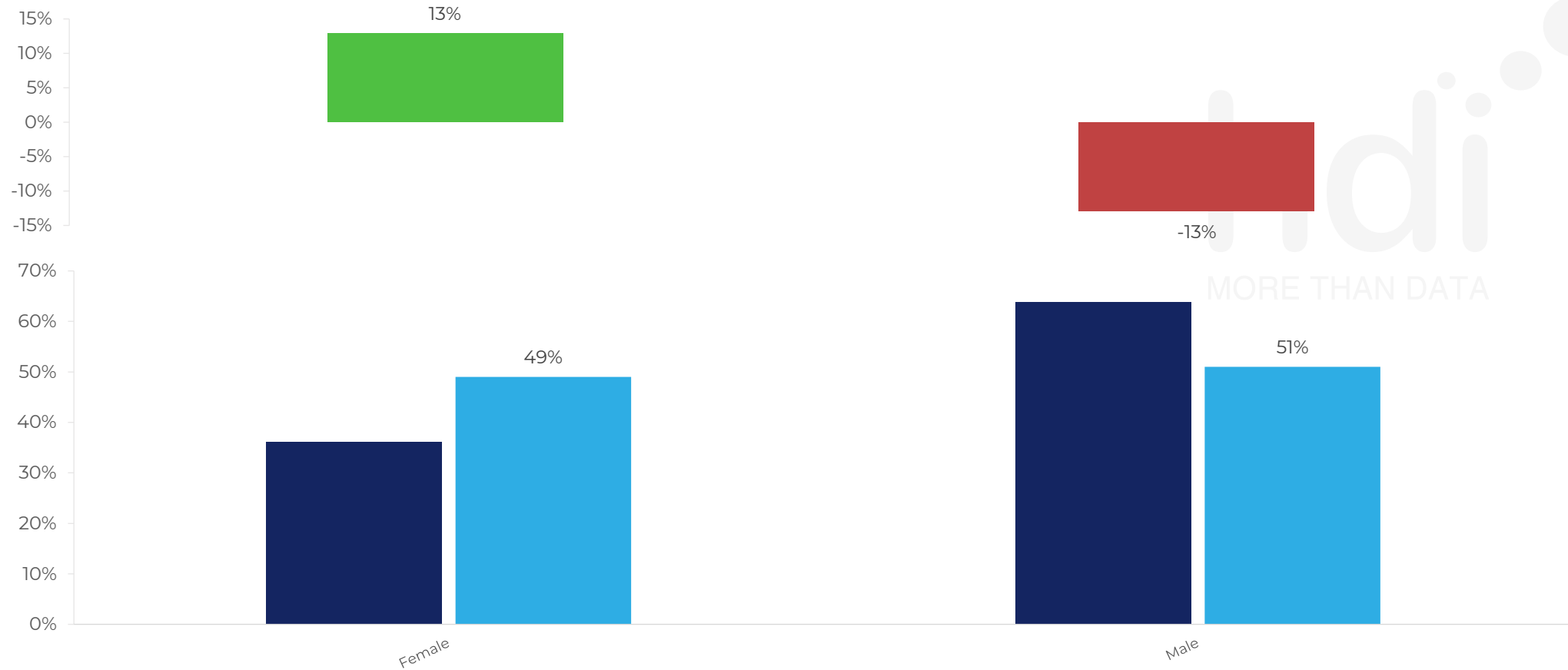




Gender

How does the gender profile of customers who visit Crown & Sceptre SY50BA compare versus its competitors?

% of spend for Crown & Sceptre SY50BA and 276 Chains in 3 Miles from 24/09/2025 - 16/09/2026 split by Gender



■ Competitor

■ Crown & Sceptre SY50BA

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.

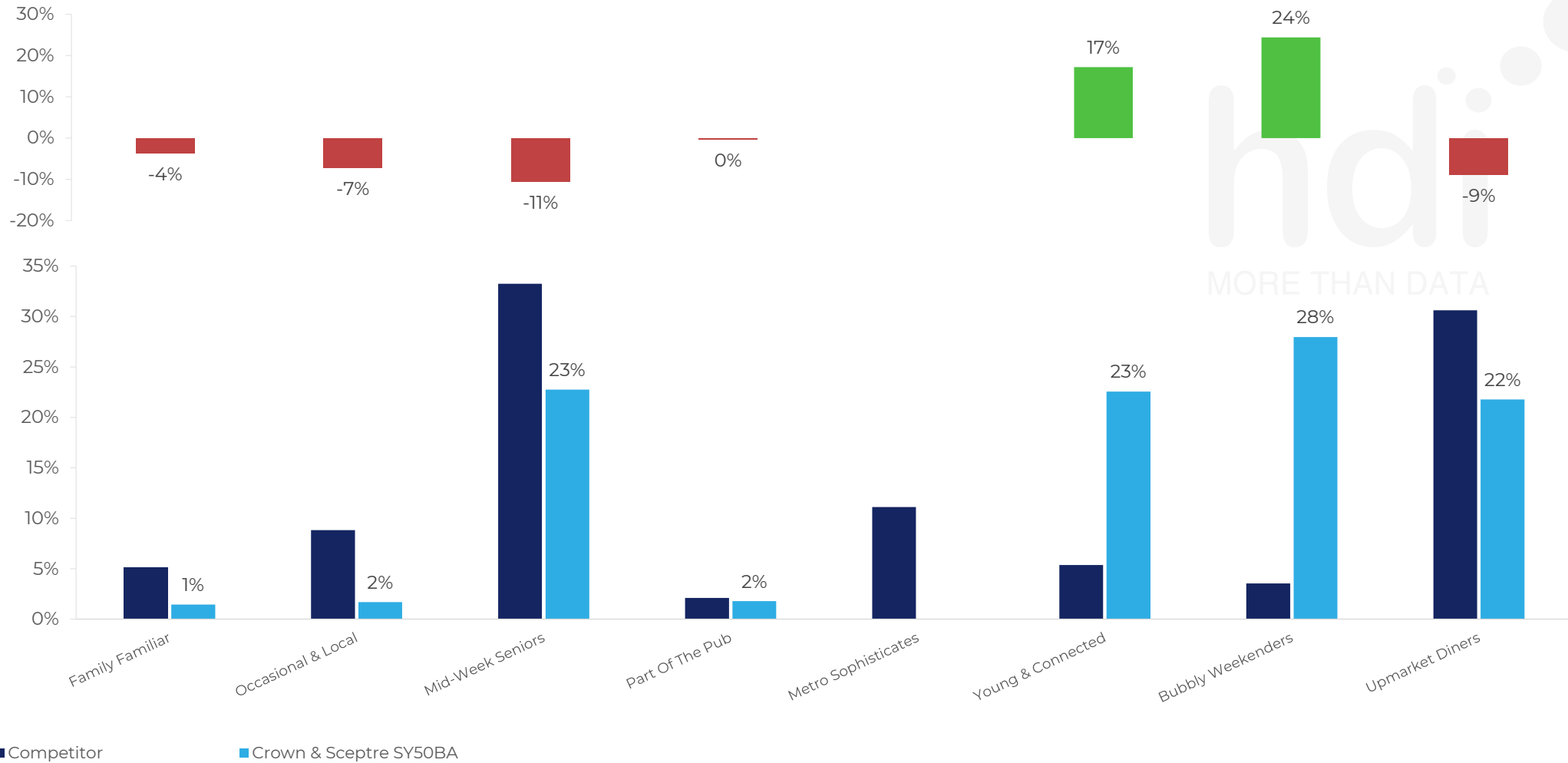




Punch Segmentation

How does the Custom segmentation profile of customers who visit Crown & Sceptre SY50BA compare versus its competitors?

% of spend for Crown & Sceptre SY50BA and 276 Chains in 3 Miles from 24/09/2025 - 16/09/2026 split by Segment

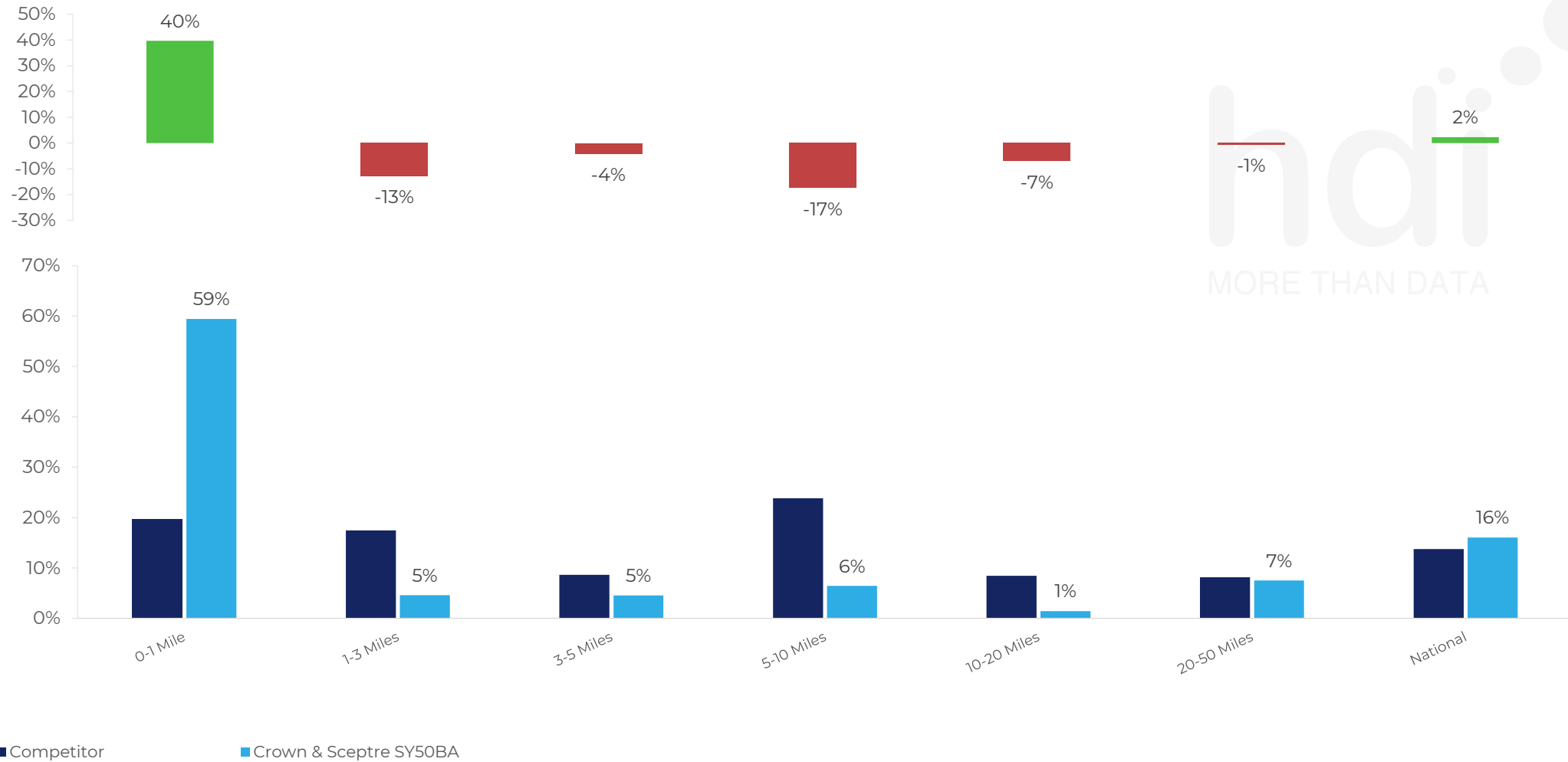




Spend by Distance

How does the spend profile of Crown & Sceptre SY50BA compare versus its competitors based on travel distances?

% of spend for Crown & Sceptre SY50BA and 276 Chains in 3 Miles from 24/09/2025 - 16/09/2026 split by Distance travelled

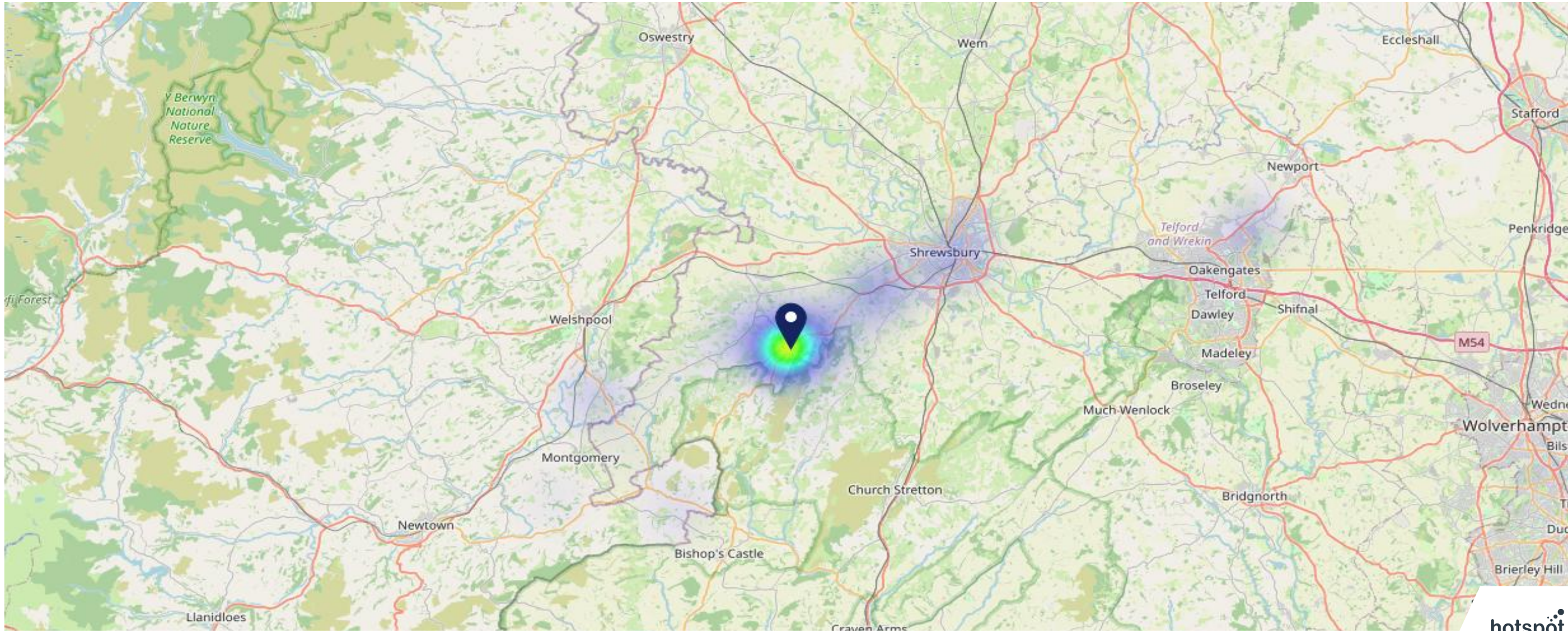




Map of Guest Origin

Where do customers of Crown & Sceptre SY50BA come from?

Where do customers of Crown & Sceptre SY50BA for 24/09/2025 - 16/09/2026 live

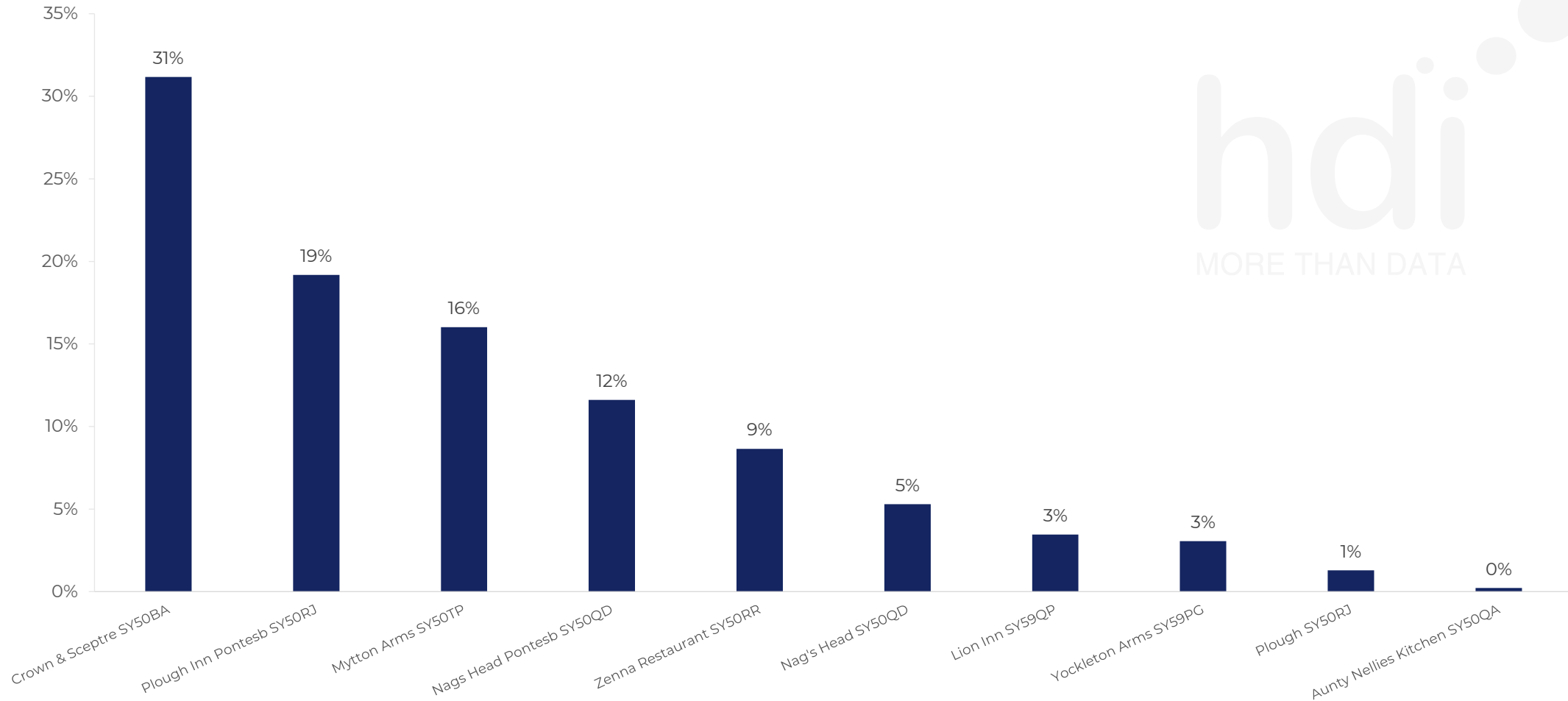




Share of Wallet

What are the Top 20 venues (by spend) that customers of Crown & Sceptre SY50BA also visit?

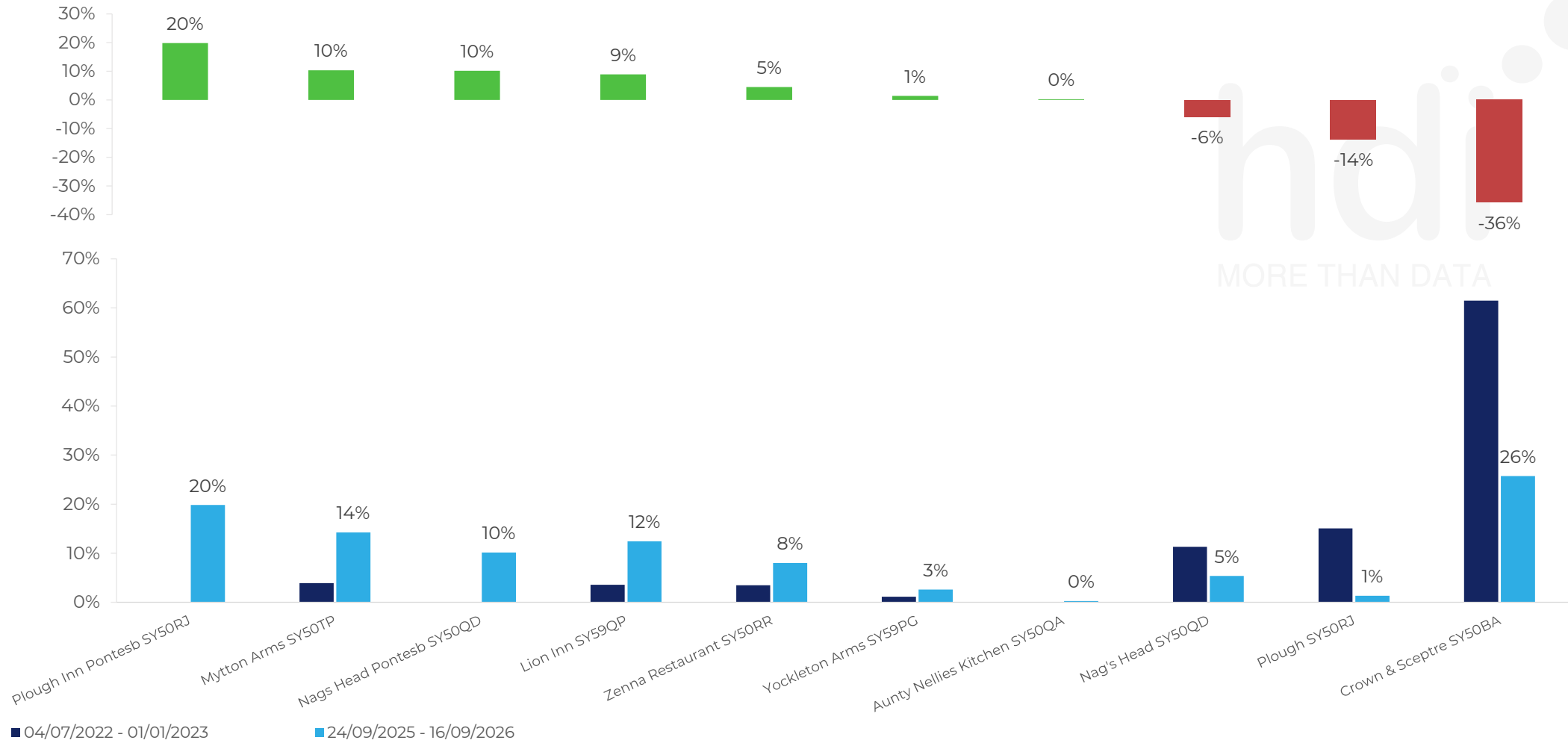
For customers of Crown & Sceptre SY50BA, who are the top 20 competitors from 276 Chains in 3 Miles for 24/09/2025 - 16/09/2026 split by Venue





Share of Wallet Change

How has share of wallet of customers of Crown & Sceptre SY50BA changed between two date ranges?





Market Summary

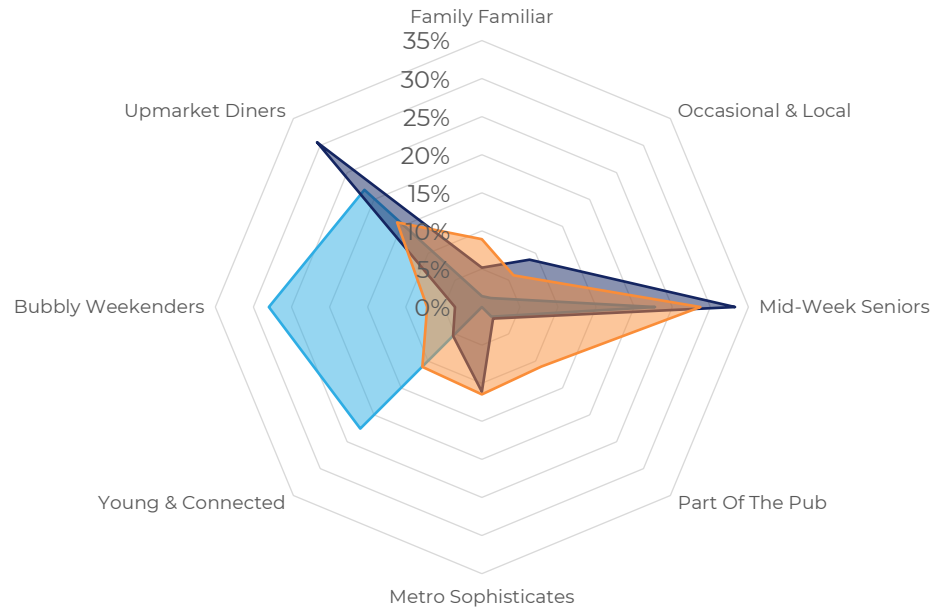
How does the local area for Crown & Sceptre SY50BA compare to the national average (1 = low, 10 = high)

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	£453K	3	£453K	2	£453K	1	£2.31M	1
Weekpart	Mon - Thu	44.7%	8	44.7%	8	44.7%	8	40.4%	4
Weekpart	Fri - Sat	44.5%	6	44.5%	6	44.5%	7	43.1%	7
Weekpart	Sun	10.8%	2	10.8%	2	10.8%	1	16.4%	8
Age	18 to 24	8.9%	8	8.9%	7	8.9%	7	2.7%	1
Age	25 to 34	16.7%	3	16.7%	3	16.7%	2	11.3%	1
Age	35 to 44	13.8%	1	13.8%	1	13.8%	1	16.6%	1
Age	45 to 54	29.2%	10	29.2%	10	29.2%	10	20.5%	6
Age	55 to 64	13.4%	4	13.4%	4	13.4%	4	26.1%	10
Age	65 to 74	15.5%	10	15.5%	10	15.5%	10	17.1%	10
Age	75+	2.6%	6	2.6%	6	2.6%	6	5.8%	9
CAMEO	Business Elite	0.4%	1	0.4%	1	0.4%	1	2.0%	1
CAMEO	Prosperous Professionals	13.6%	10	13.6%	10	13.6%	10	15.4%	10
CAMEO	Flourishing Society	8.3%	4	8.3%	3	8.3%	3	20.5%	9
CAMEO	Content Communities	22.6%	10	22.6%	10	22.6%	10	14.6%	8
CAMEO	White Collar Neighbourhoods	4.8%	1	4.8%	1	4.8%	1	10.0%	3
CAMEO	Enterprising Mainstream	11.1%	8	11.1%	8	11.1%	8	9.8%	7
CAMEO	Paying The Mortgage	10.0%	3	10.0%	3	10.0%	3	8.6%	1
CAMEO	Cash Conscious Communities	25.2%	10	25.2%	10	25.2%	10	15.9%	10
CAMEO	On A Budget	2.0%	1	2.0%	1	2.0%	1	1.8%	1
CAMEO	Family Value	2.0%	5	2.0%	5	2.0%	5	1.2%	3
Affluence	AB	22.3%	4	22.3%	4	22.3%	4	38.0%	7
Affluence	C1C2	48.5%	5	48.5%	5	48.5%	5	43.0%	3
Affluence	DE	29.2%	8	29.2%	8	29.2%	8	19.0%	5



Local Market Profile

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



■ Crown & Sceptre

■ Local Catchment

■ Punch T&L

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Crown & Sceptre	29	1.44%	1.69%	22.74%	1.78%	0.00%	22.56%	27.97%	21.78%
Local Catchment	308	5.16%	8.83%	33.24%	2.10%	11.11%	5.36%	3.54%	30.61%
Punch T&L	89943	8.92%	5.88%	28.69%	11.05%	11.46%	11.07%	7.17%	15.73%
Crown & Sceptre vs Local Catchment		-3.72%	-7.14%	-10.50%	-0.32%	0.00%	17.20%	24.43%	-8.83%
Crown & Sceptre vs Punch T&L		-7.48%	-4.19%	-5.95%	-9.27%	0.00%	11.49%	20.80%	6.05%
Local Catchment vs Punch T&L		-3.76%	2.95%	4.55%	-8.95%	-0.35%	-5.71%	-3.63%	14.88%