Site Summary

Little Pack Horse DY122DH

DY122DH

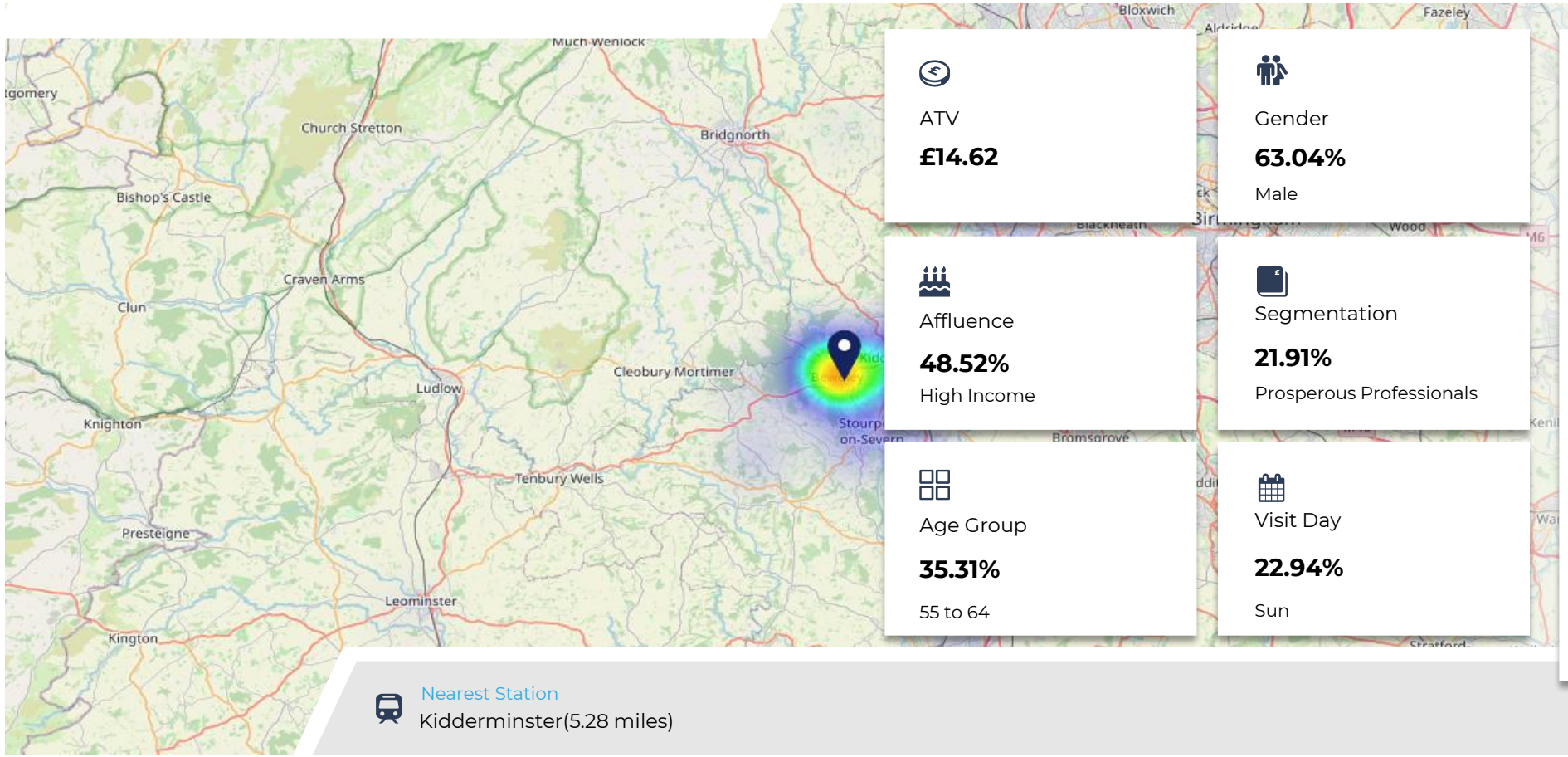
Punch T&L

Work Area
Worcester and Kidderminster

Region
West Midlands

TV Region
Central

Urbanicity
Rural town and fringe



ATV
£14.62

Gender
63.04%
Male

Affluence
48.52%
High Income

Segmentation
21.91%
Prosperous Professionals

Age Group
35.31%
55 to 64

Visit Day
22.94%
Sun

Top Competitors

#1 George Hotel
DY122AW
JD Wetherspoon

#2 Hop Pole Inn
DY122QH
Marstons Community Wet

#3 White Swan Pub & Grill
DY122AS
Marstons Community Non Catering

Nearest Station
Kidderminster(5.28 miles)

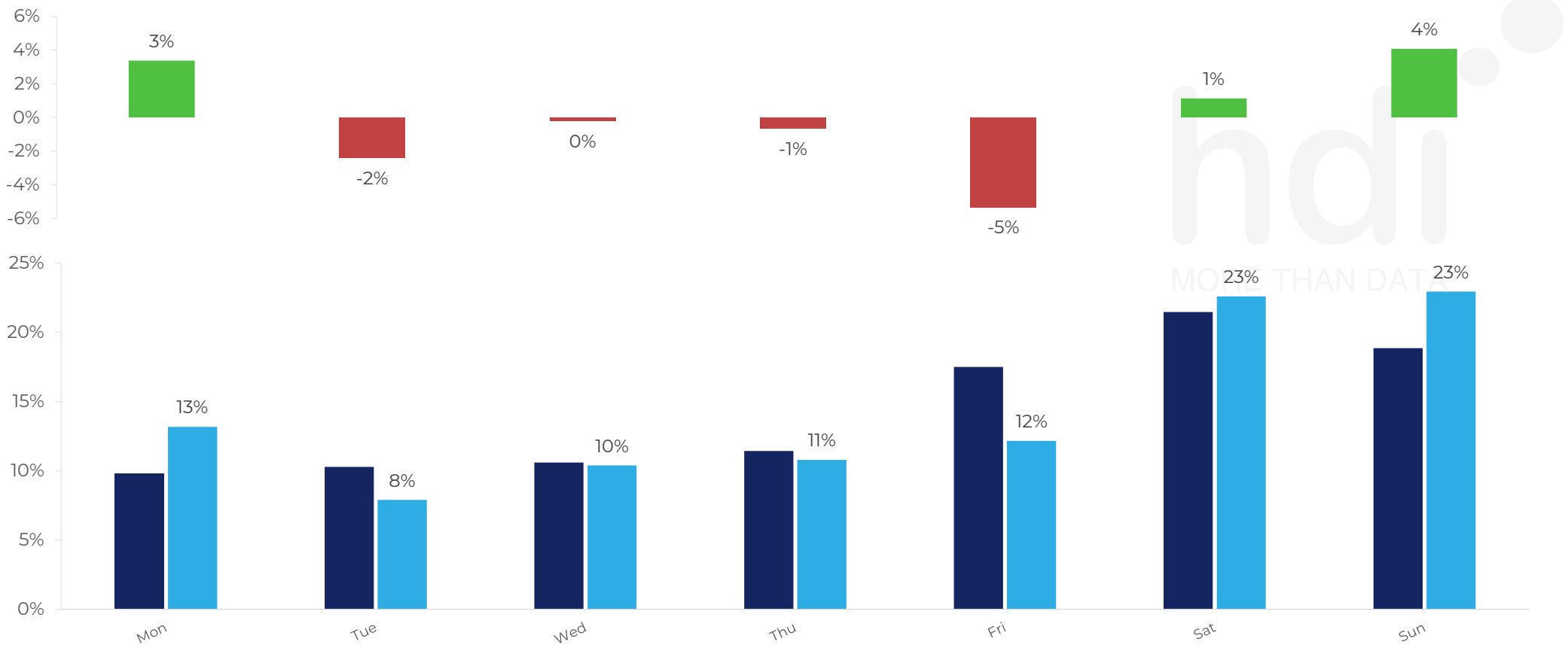
hotspot

316 Site Customers | 19 Competitors | 18532 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for Little Pack Horse DY122DH versus its competitors?

% of spend for Little Pack Horse DY122DH and 111 Chains in 3 Miles from 09/10/2024 - 19/11/2025 split by Day of Week



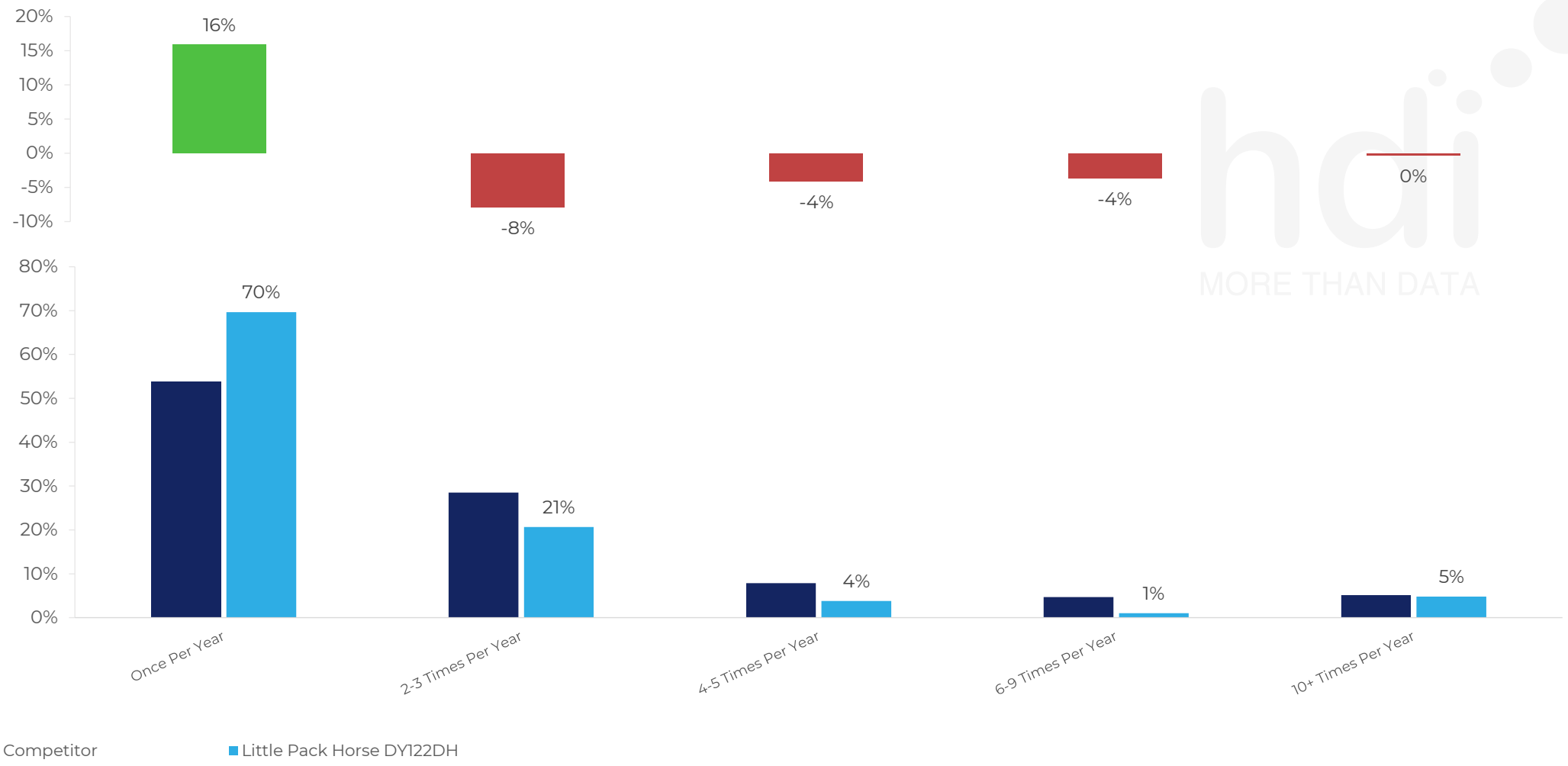
■ Competitor ■ Little Pack Horse DY122DH

hotspot

Visit Frequency

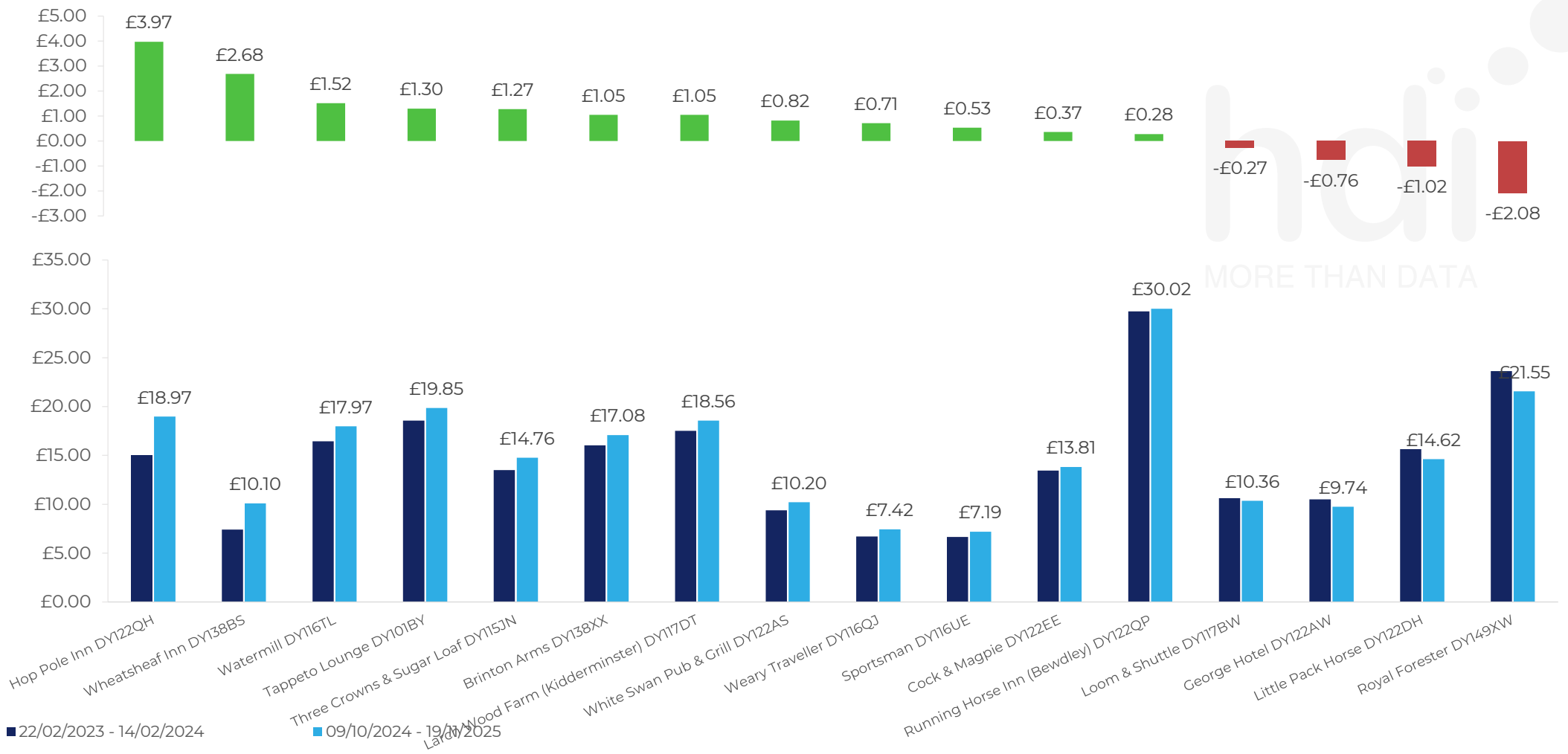
How frequently per year do customers visit Little Pack Horse DY122DH versus its competitors?

% of customer numbers for Little Pack Horse DY122DH and 111 Chains in 3 Miles from 09/10/2024 - 19/11/2025 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?



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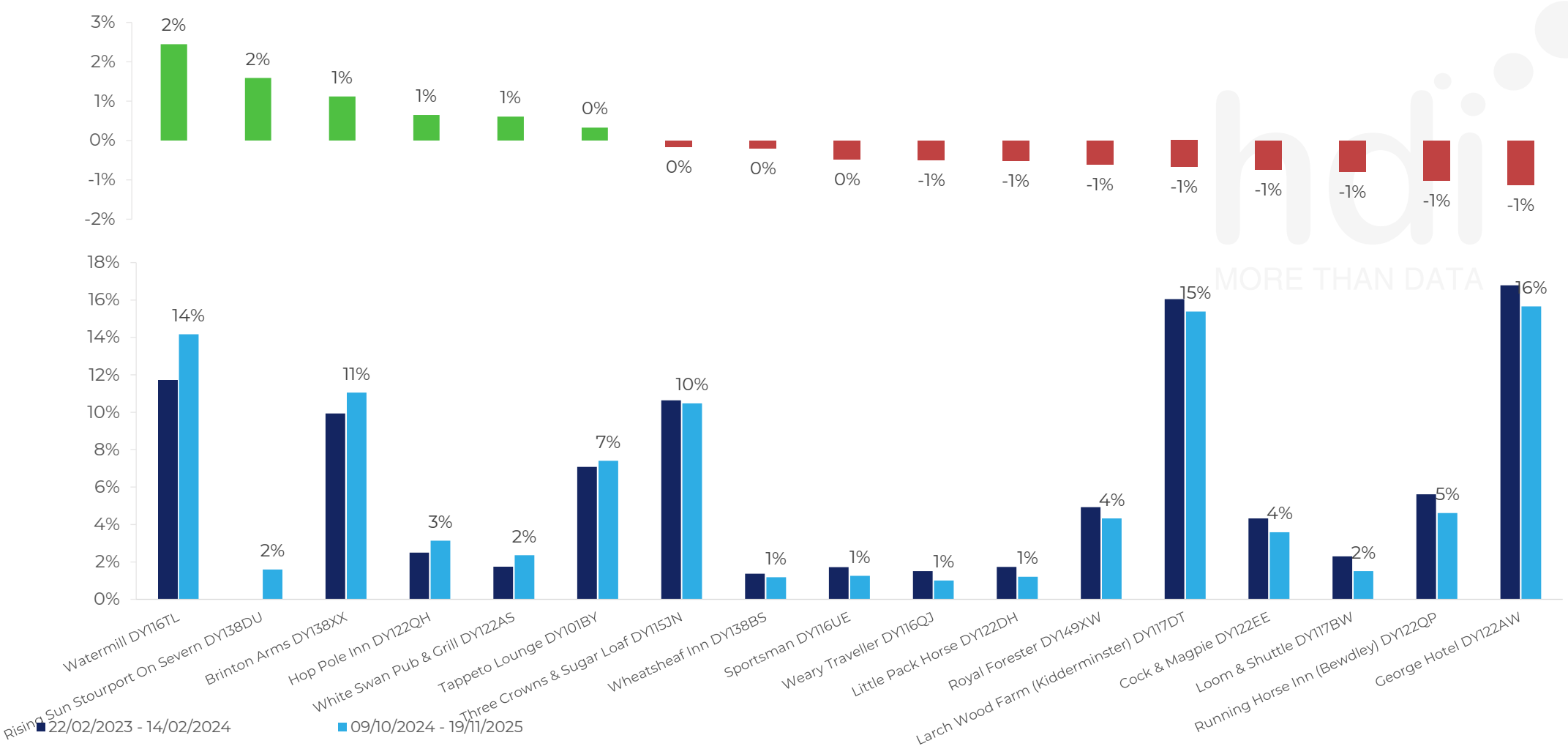
316 Site Customers

Market Share Change

How has market share changed between two date ranges?

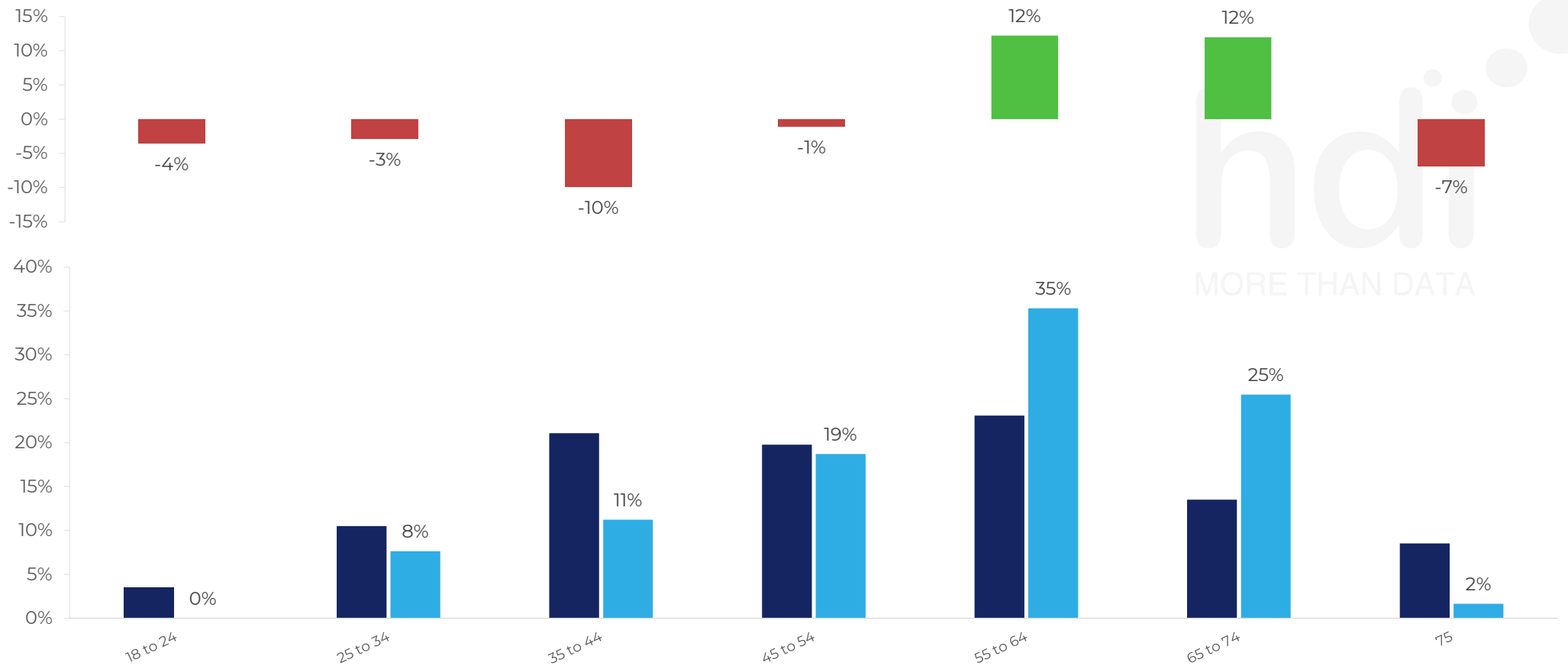
% of market share spend for Little Pack Horse DY122DH and 111 Chains in 3 Miles from 09/10/2024 - 19/11/2025



Age

How does the age profile of customers who visit Little Pack Horse DY122DH compare versus its competitors?

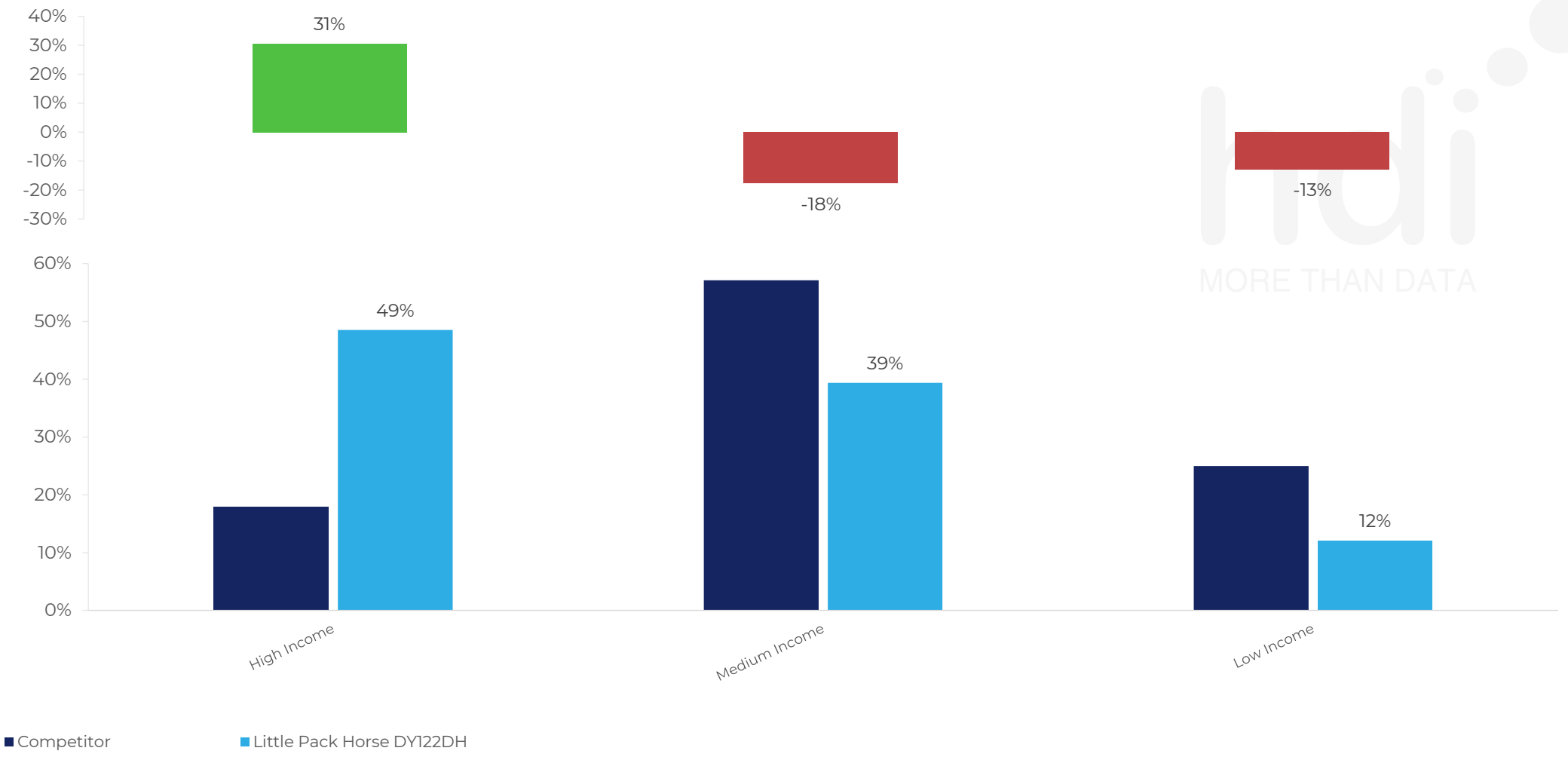
% of spend for Little Pack Horse DY122DH and 111 Chains in 3 Miles from 09/10/2024 - 19/11/2025 split by Age Range



Affluence

How does the affluence of customers who visit Little Pack Horse DY122DH compare versus its competitors?

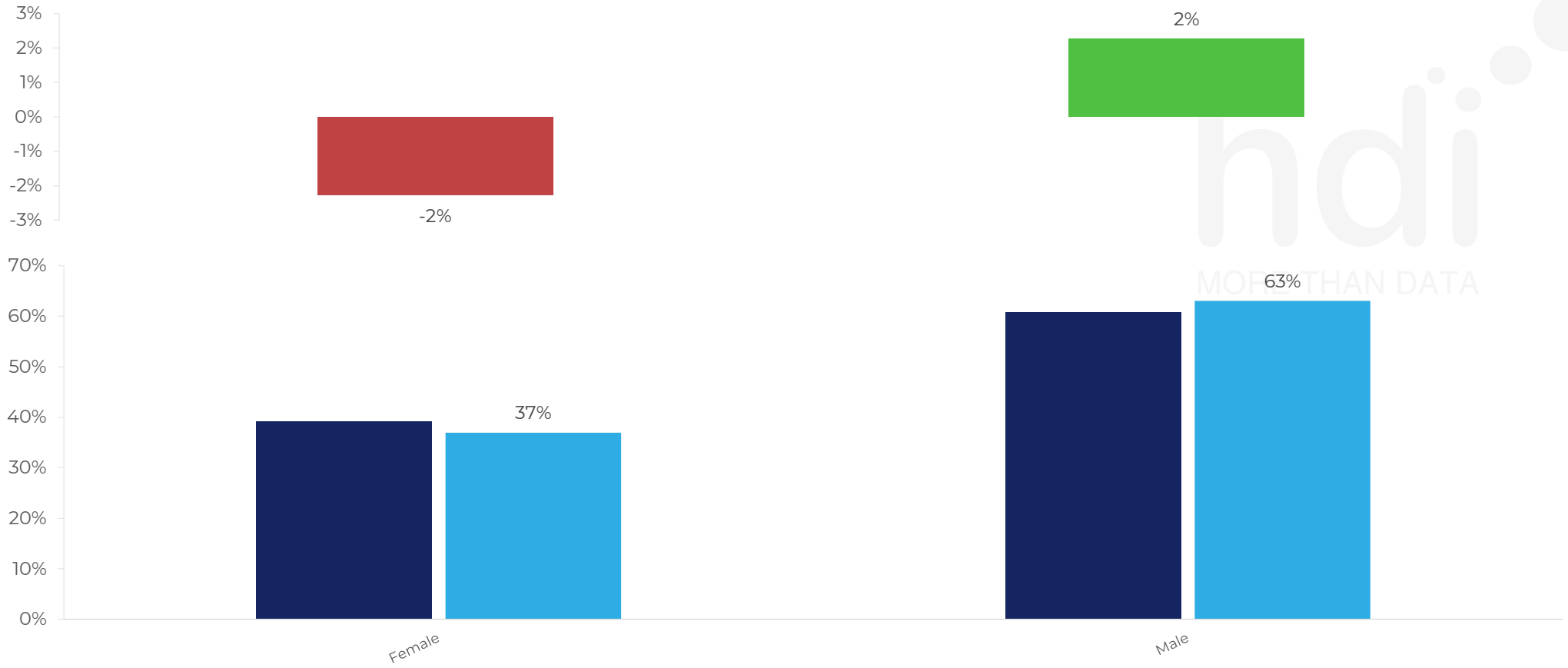
% of spend for Little Pack Horse DY122DH and 111 Chains in 3 Miles from 09/10/2024 - 19/11/2025 split by Affluence



Gender

How does the gender profile of customers who visit Little Pack Horse DY122DH compare versus its competitors?

% of spend for Little Pack Horse DY122DH and 111 Chains in 3 Miles from 09/10/2024 - 19/11/2025 split by Gender



SEGMENT SNAPSHOTS

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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.

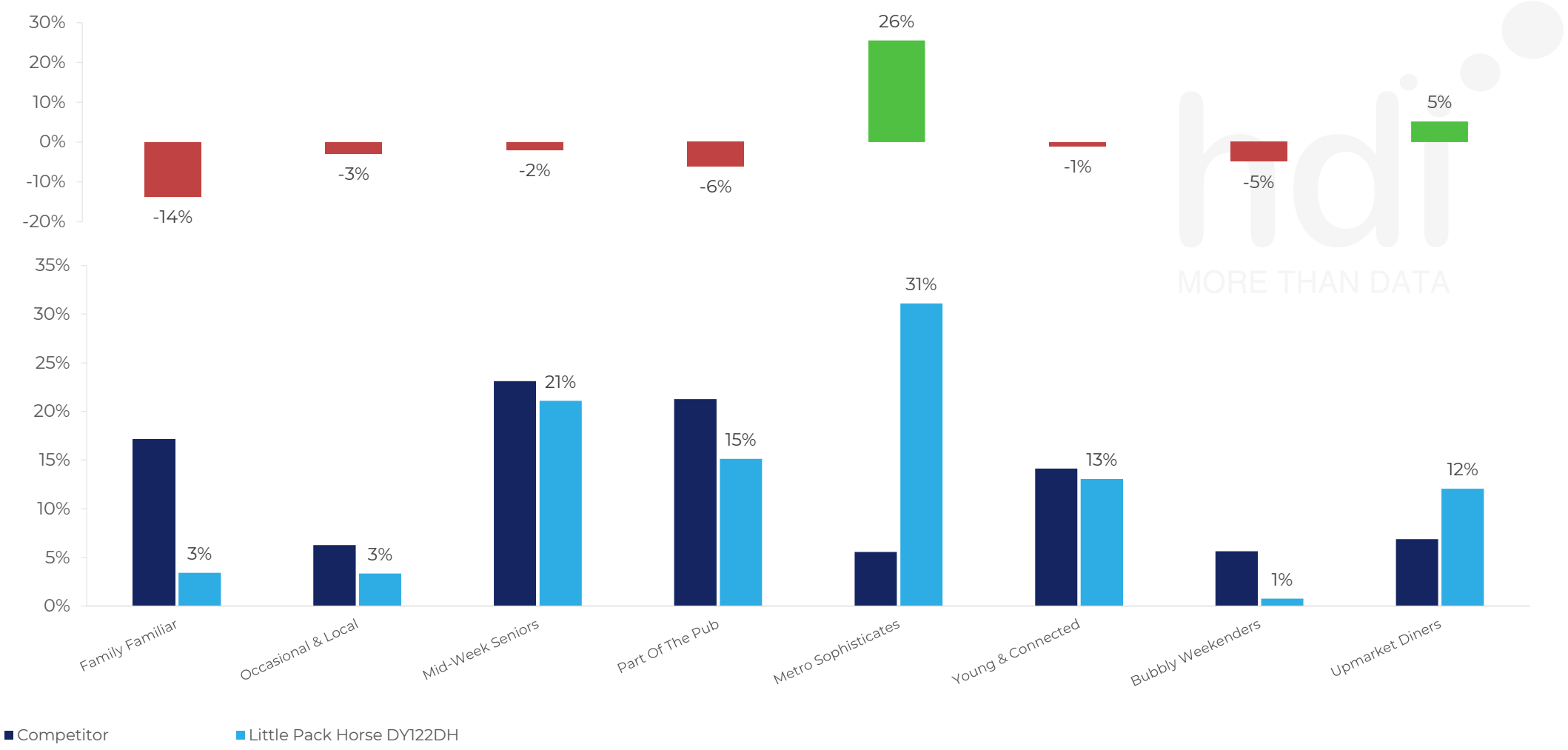
8 – UPMARKET DINERS

- 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 Little Pack Horse DY122DH compare versus its competitors?

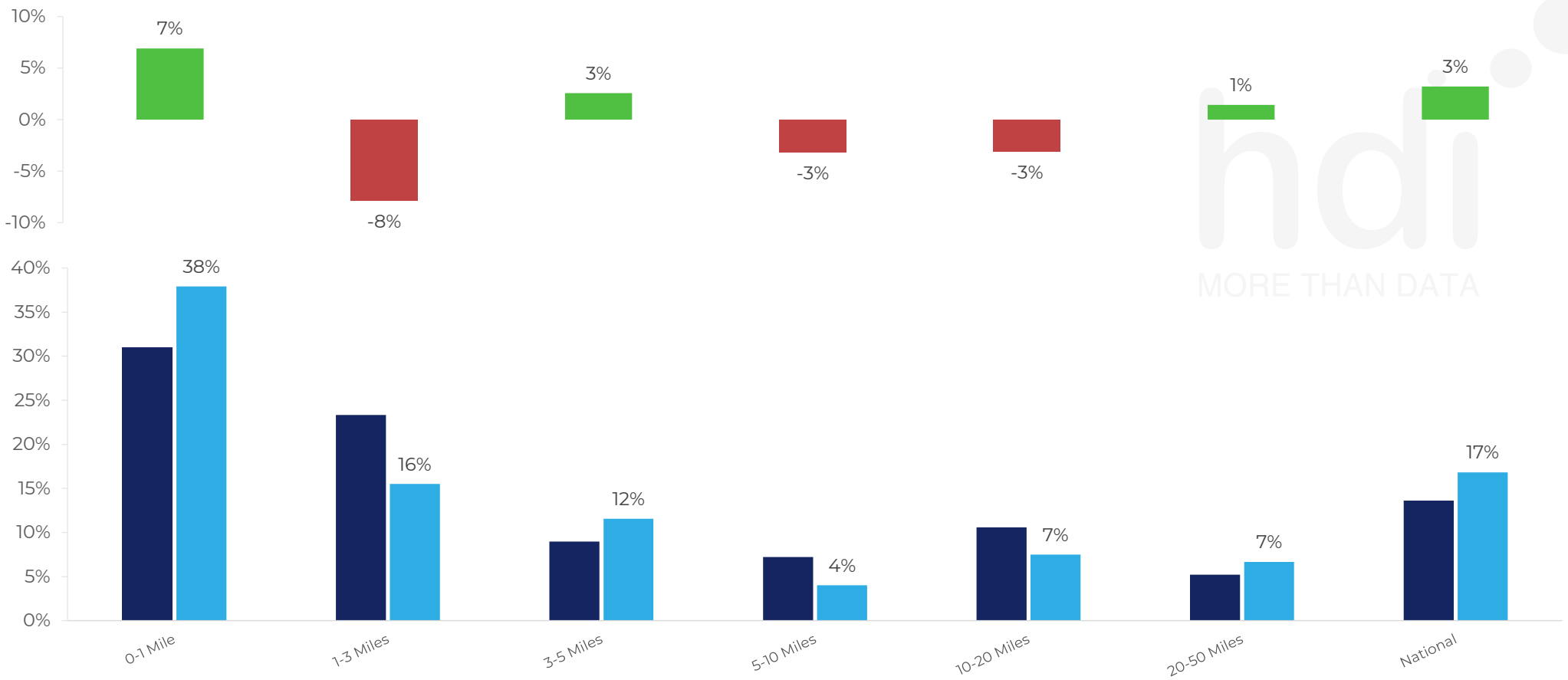
% of spend for Little Pack Horse DY122DH and 111 Chains in 3 Miles from 09/10/2024 - 19/11/2025 split by Segment



Spend by Distance

How does the spend profile of Little Pack Horse DY122DH compare versus its competitors based on travel distances?

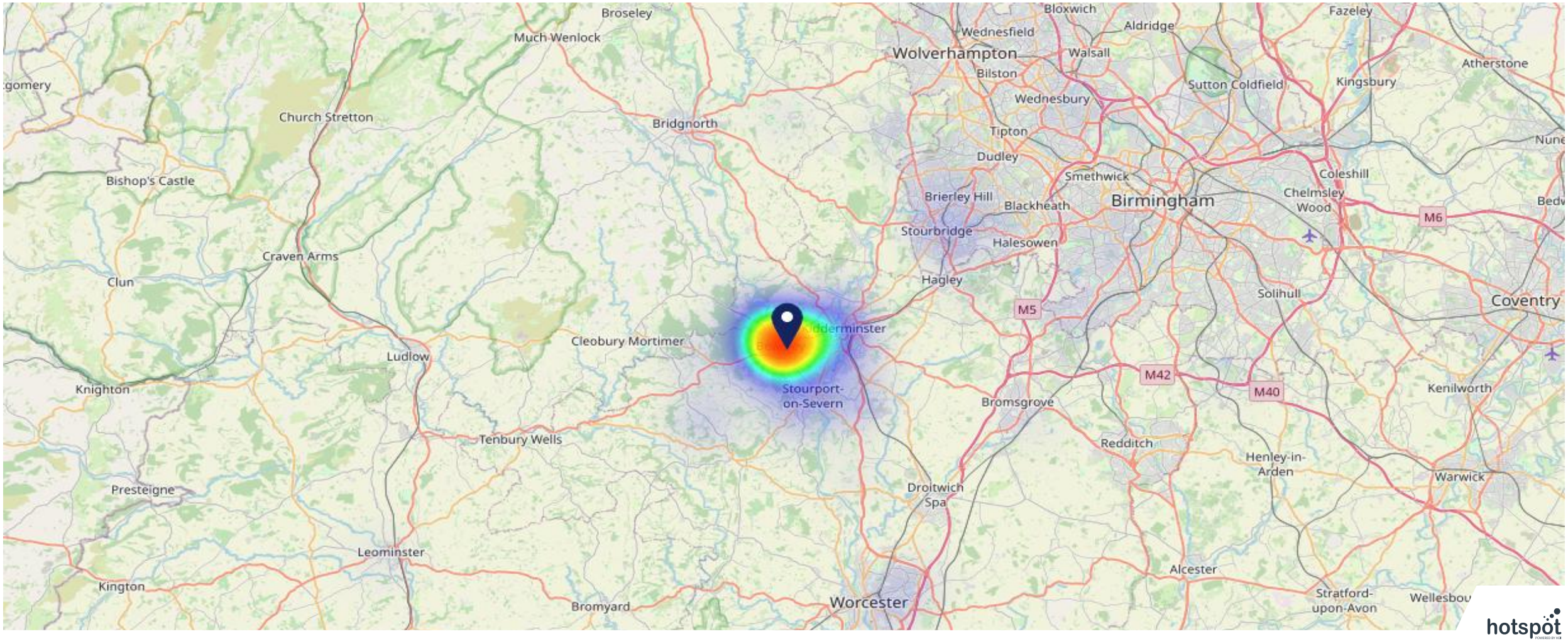
% of spend for Little Pack Horse DY122DH and 111 Chains in 3 Miles from 09/10/2024 - 19/11/2025 split by Distance travelled



Map of Guest Origin

Where do customers of Little Pack Horse DY122DH come from?

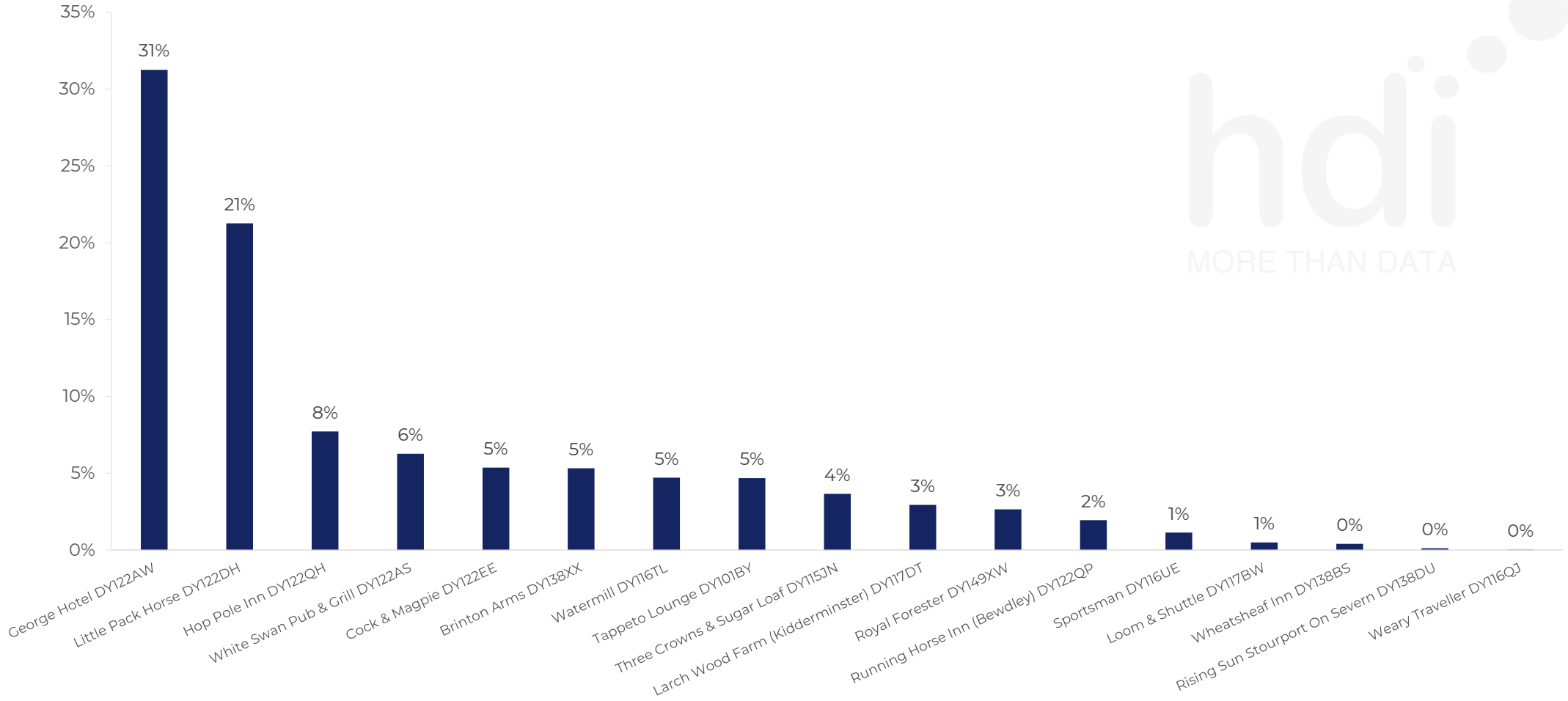
Where do customers of Little Pack Horse DY122DH for 09/10/2024 - 19/11/2025 live



Share of Wallet

What are the Top 20 venues (by spend) that customers of Little Pack Horse DY122DH also visit?

For customers of Little Pack Horse DY122DH, who are the top 20 competitors from 111 Chains in 3 Miles for 09/10/2024 - 19/11/2025 split by Venue



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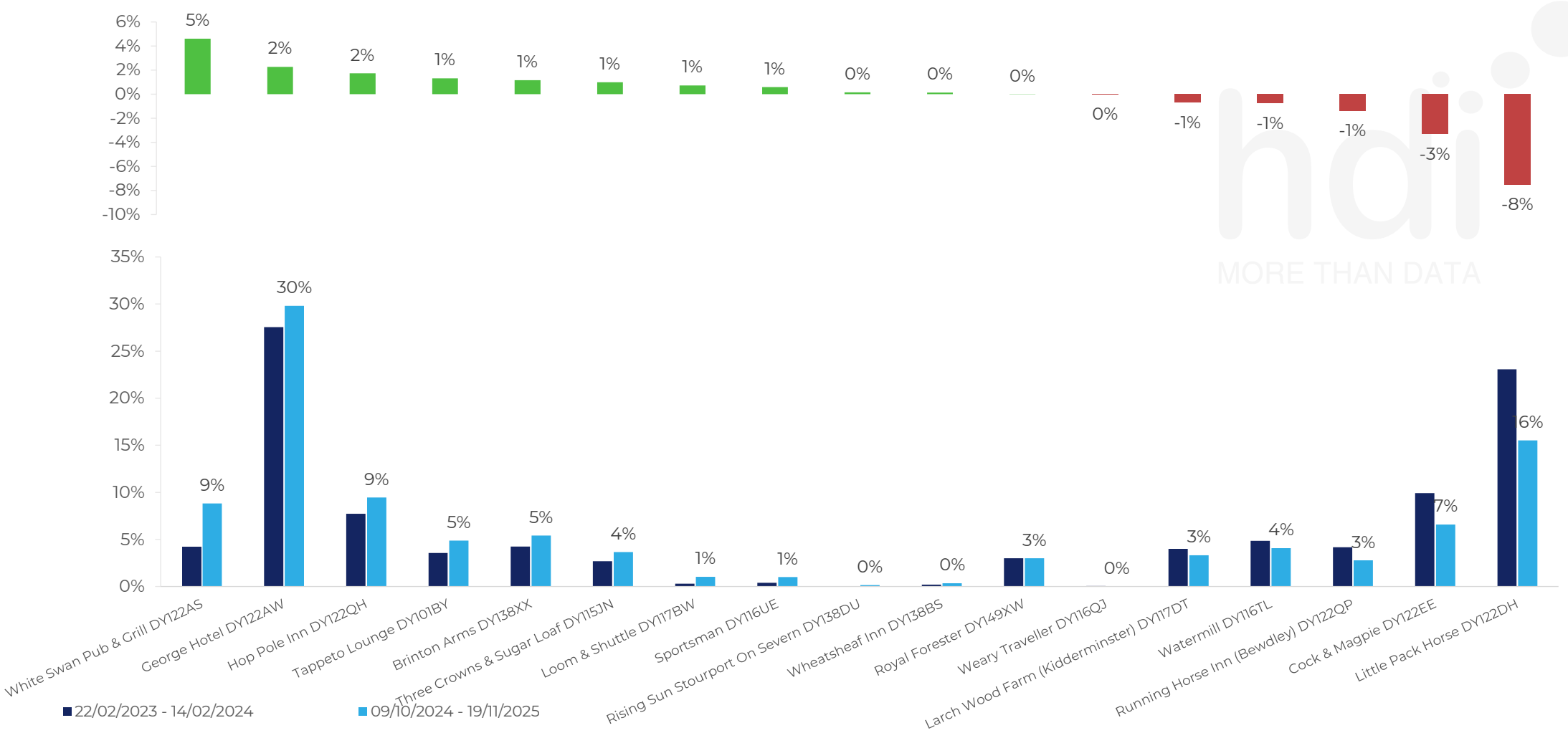
316 Site Customers

Share of Wallet Change

How has share of wallet of customers of Little Pack Horse DY122DH changed between two date ranges?



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316 Site Customers

Market Summary

How does the local area for Little Pack Horse DY122DH 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	£5.43M	7	£7.01M	7	£8.78M	4	£48.35M	4
Weekpart	Mon - Thu	36.9%	3	35.8%	2	36.8%	2	42.5%	7
Weekpart	Fri - Sat	47.7%	8	48.3%	8	46.8%	9	41.8%	5
Weekpart	Sun	15.4%	6	15.8%	7	16.5%	8	15.7%	6
Age	18 to 24	3.2%	3	2.9%	2	2.5%	1	5.0%	3
Age	25 to 34	11.5%	1	11.2%	1	10.6%	1	15.2%	2
Age	35 to 44	13.8%	1	14.1%	1	14.0%	1	22.1%	4
Age	45 to 54	21.1%	6	21.3%	7	22.4%	8	21.8%	8
Age	55 to 64	25.3%	10	25.2%	10	26.0%	10	19.8%	9
Age	65 to 74	19.3%	10	19.0%	10	18.1%	10	11.0%	9
Age	75+	5.7%	9	6.2%	9	6.5%	9	5.0%	9
CAMEO	Business Elite	3.9%	4	4.6%	4	5.2%	4	3.3%	2
CAMEO	Prosperous Professionals	10.2%	9	9.5%	9	8.4%	8	5.6%	4
CAMEO	Flourishing Society	13.6%	6	13.3%	6	15.3%	7	10.1%	4
CAMEO	Content Communities	15.8%	8	16.8%	9	16.1%	9	13.7%	7
CAMEO	White Collar Neighbourhoods	11.9%	6	12.4%	7	12.0%	6	10.6%	4
CAMEO	Enterprising Mainstream	10.9%	8	11.0%	8	11.5%	8	13.6%	9
CAMEO	Paying The Mortgage	15.6%	7	15.0%	6	14.3%	5	17.8%	8
CAMEO	Cash Conscious Communities	9.4%	6	8.9%	5	8.7%	5	11.1%	7
CAMEO	On A Budget	3.4%	2	3.5%	2	3.7%	2	8.1%	7
CAMEO	Family Value	5.2%	7	5.0%	7	4.8%	7	6.2%	8
Affluence	AB	27.7%	6	27.4%	5	28.9%	6	19.0%	3
Affluence	C1C2	54.3%	8	55.2%	8	53.9%	8	55.7%	9
Affluence	DE	18.0%	5	17.4%	4	17.2%	4	25.4%	7

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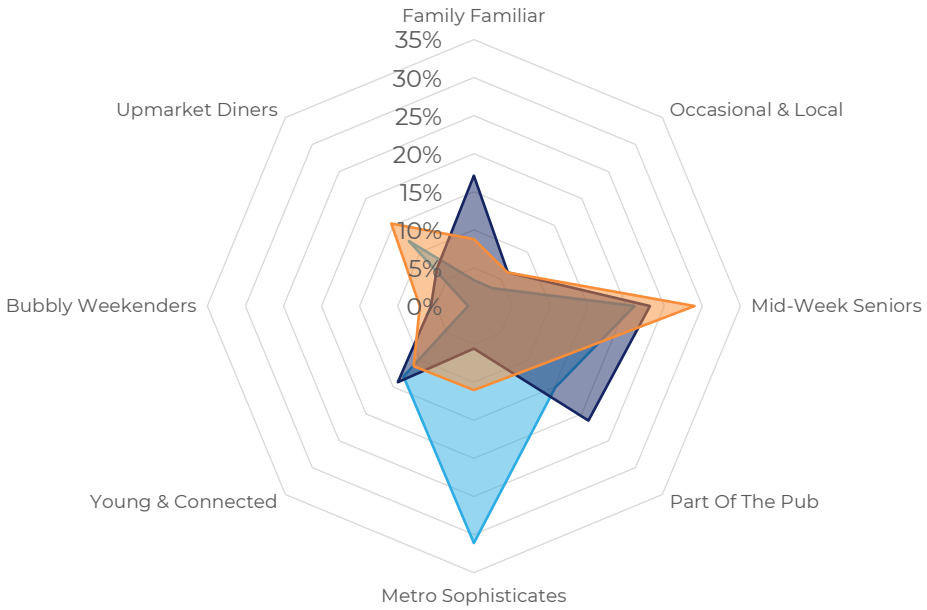
Local Market Profile

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
Little Pack Horse	87	3.41%	3.33%	21.09%	15.12%	31.11%	13.07%	0.77%	12.07%
Local Catchment	1846	17.13%	6.27%	23.12%	21.26%	5.56%	14.12%	5.63%	6.87%
Punch T&L	103576	8.80%	6.23%	28.97%	11.32%	11.02%	11.18%	7.11%	15.33%
Little Pack Horse vs Local Catchment		-13.72%	-2.94%	-2.03%	-6.14%	25.55%	-1.05%	-4.86%	5.20%
Little Pack Horse vs Punch T&L		-5.39%	-2.90%	-7.88%	3.80%	20.09%	1.89%	-6.34%	-3.26%
Local Catchment vs Punch T&L		8.33%	0.04%	-5.85%	9.94%	-5.46%	2.94%	-1.48%	-8.46%

Little Pack Horse Local Catchment Punch T&L

hotspot