



Site Summary



Crystal Palace HP42EZ

HP42EZ

Punch - Fireside



Work Area
Luton



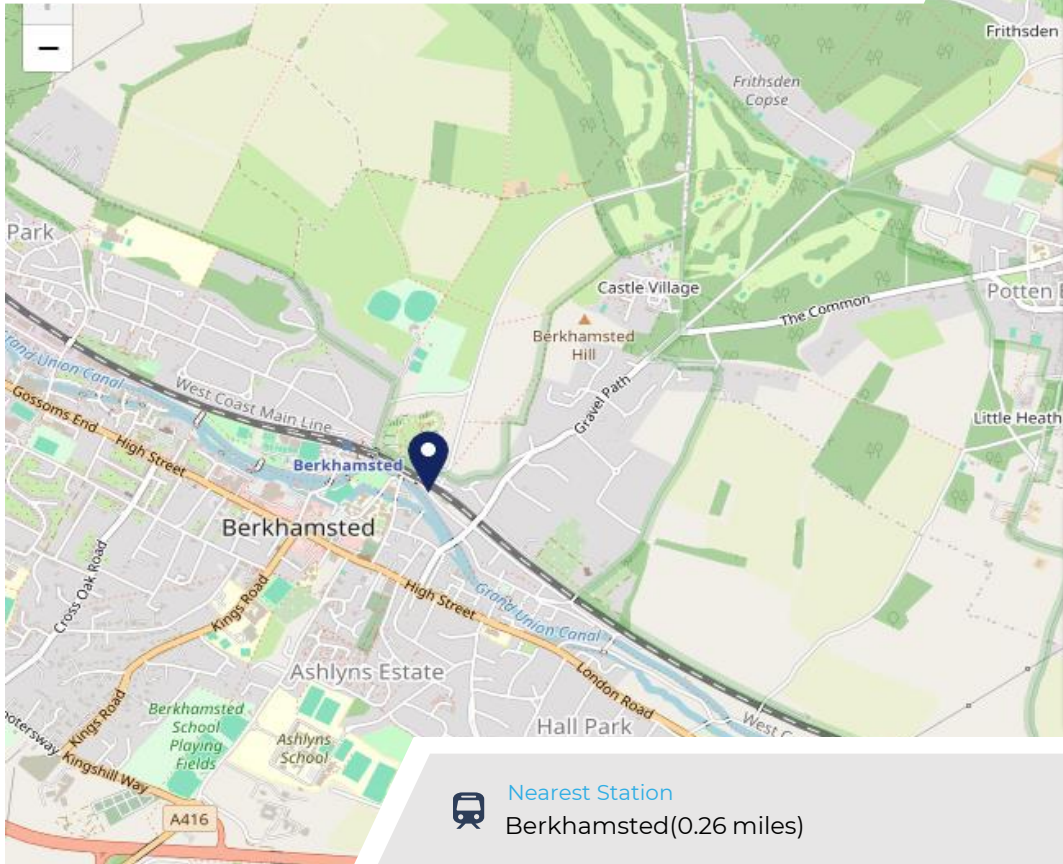
Region
East of England



TV Region
London



Urbanicity
Urban city and town



ATV
£17.50



Gender
65.56%
Male



Affluence
49.85%
High Income



Segmentation
23.43%
Business Elite



Age Group
28.79%
35 to 44



Visit Day
29.69%
Sat

Top Competitors



The Boat
HP42EF

#1

Fullers Managed



George Inn Berkhamsted
HP41AB

#2

Stonegate PP



The Crown
HP43HH

#3

JD Wetherspoon

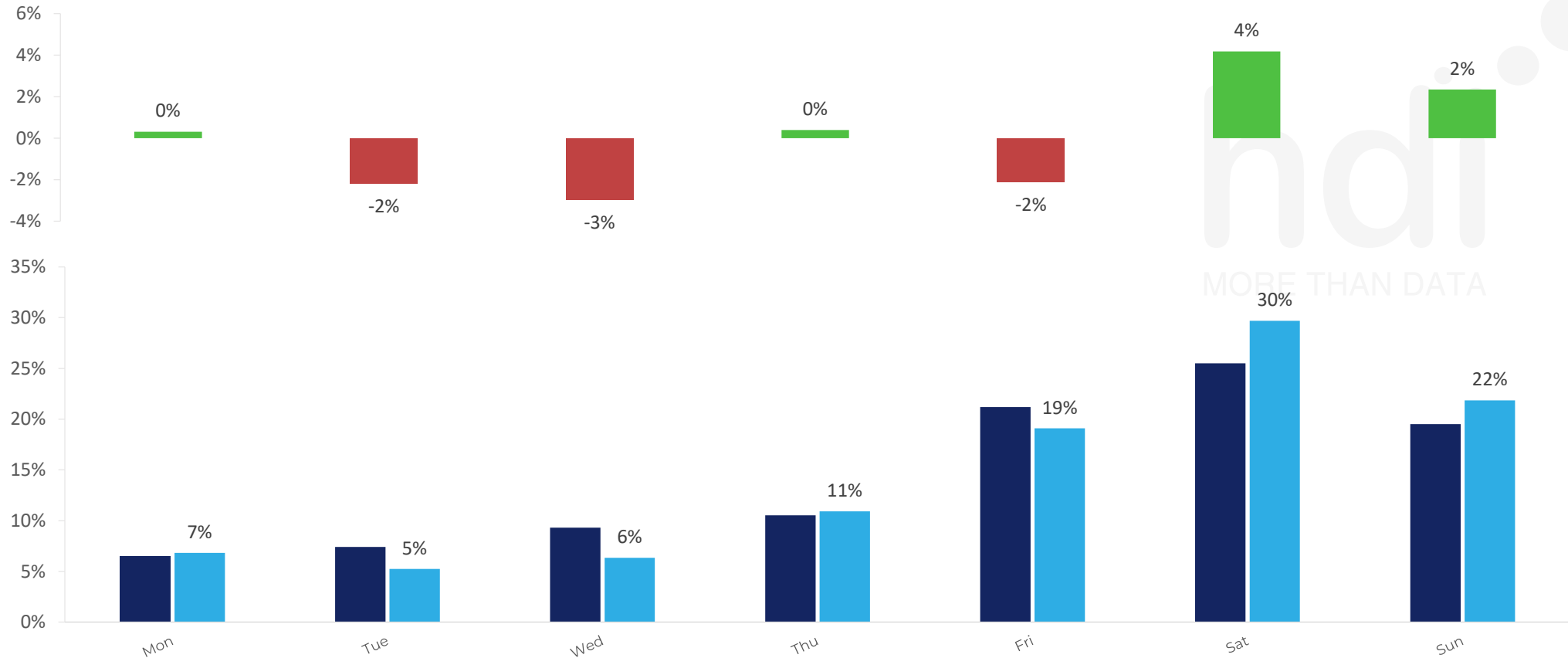


Nearest Station
Berkhamsted(0.26 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Crystal Palace HP42EZ versus its competitors?

% of spend for Crystal Palace HP42EZ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Day of Week



■ Competitor

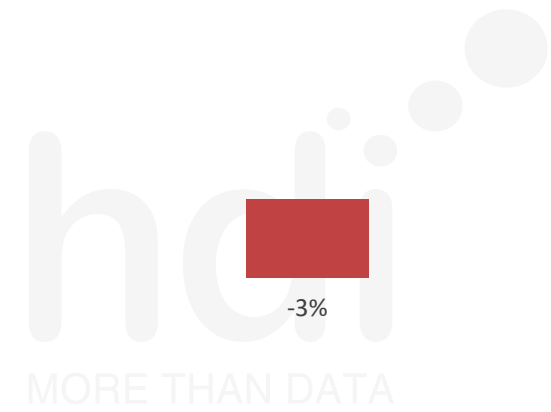
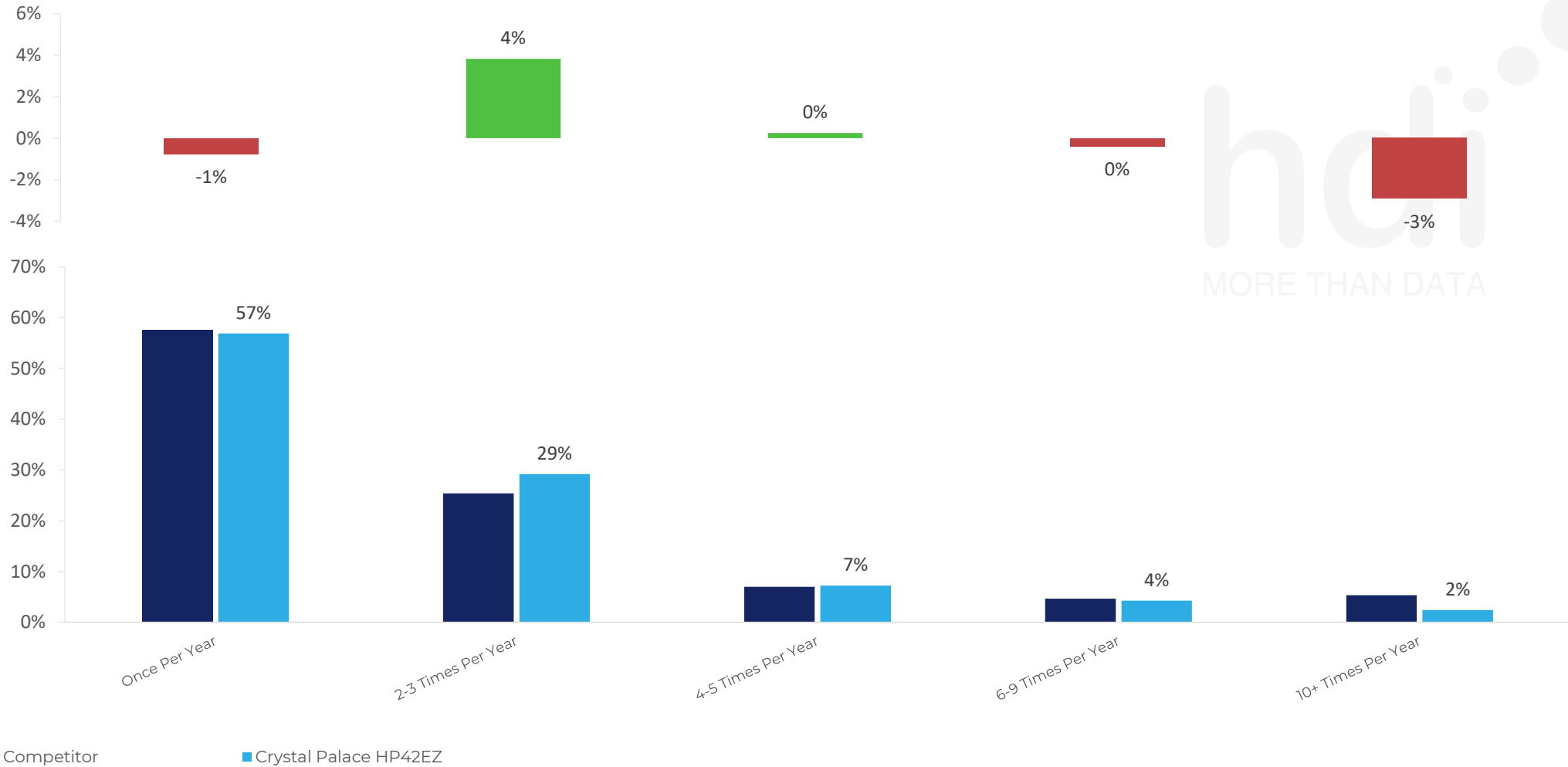
■ Crystal Palace HP42EZ



Visit Frequency

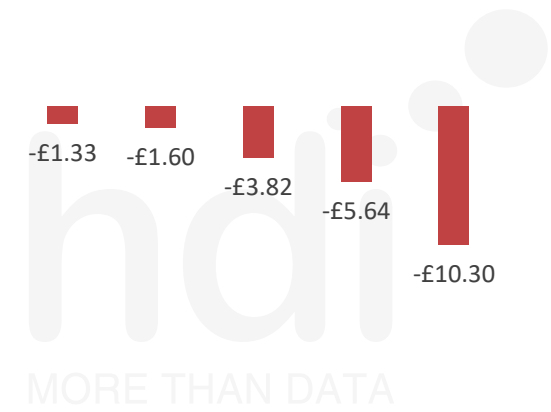
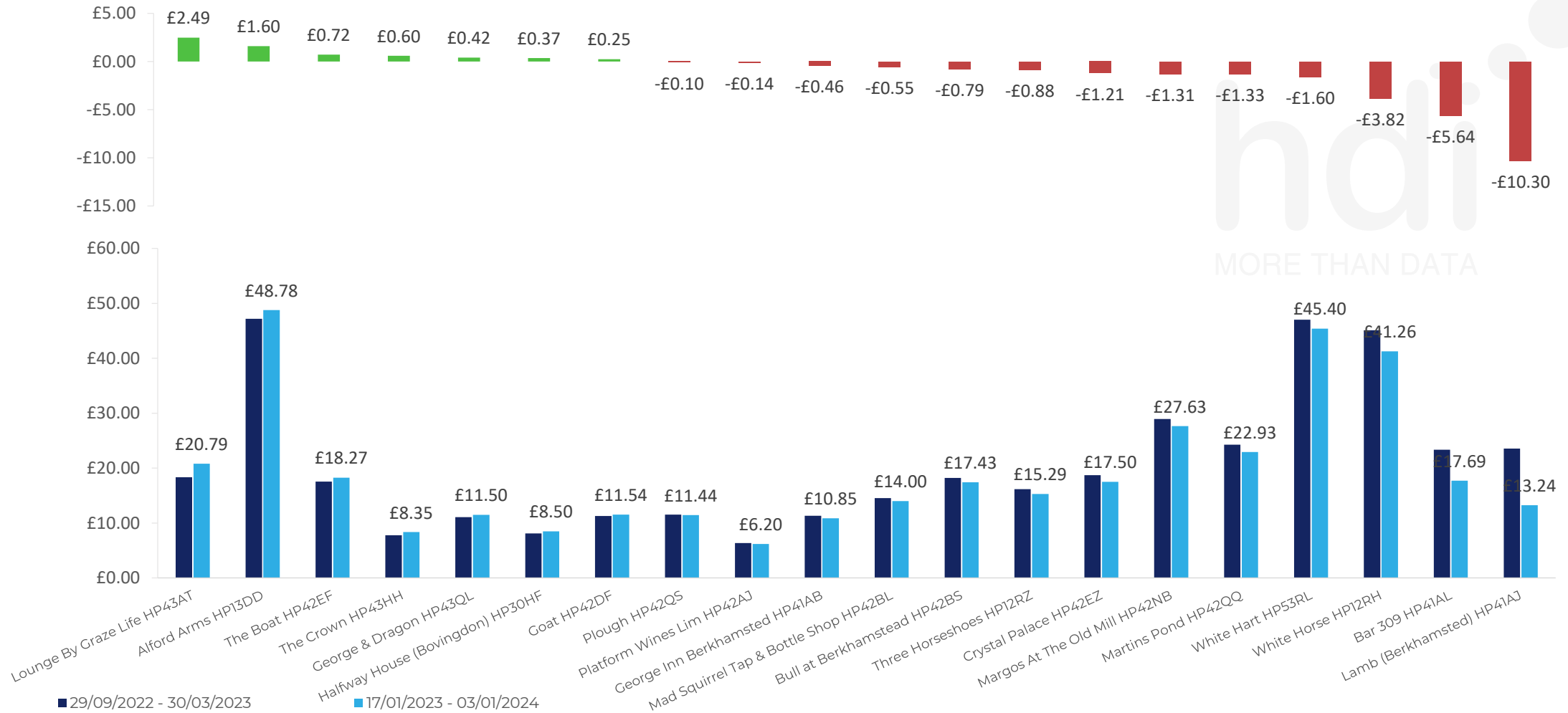
How frequently per year do customers visit Crystal Palace HP42EZ versus its competitors?

% of customer numbers for Crystal Palace HP42EZ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

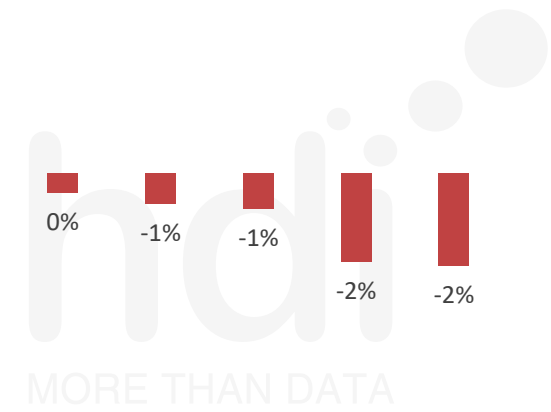
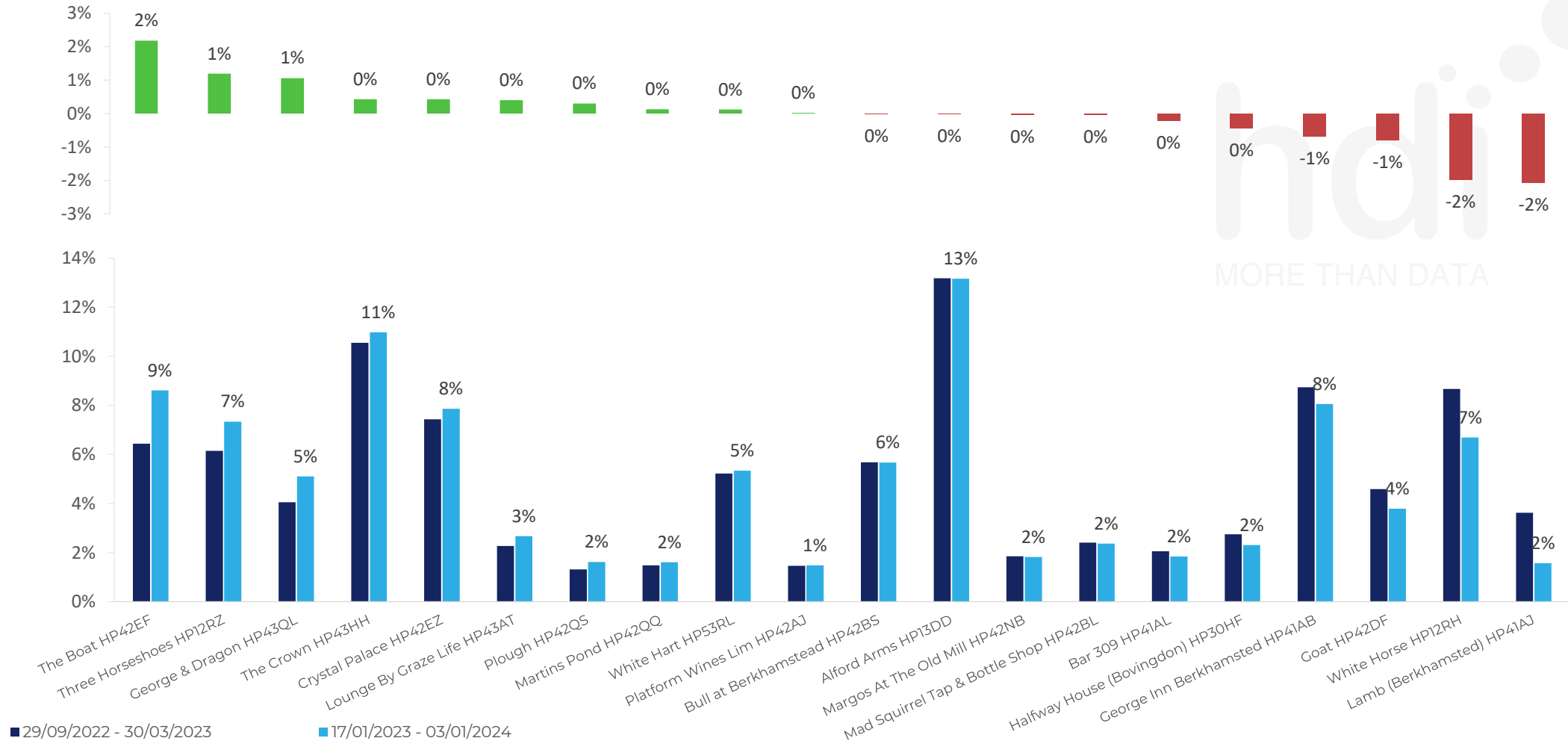




Market Share Change

How has market share changed between two date ranges?

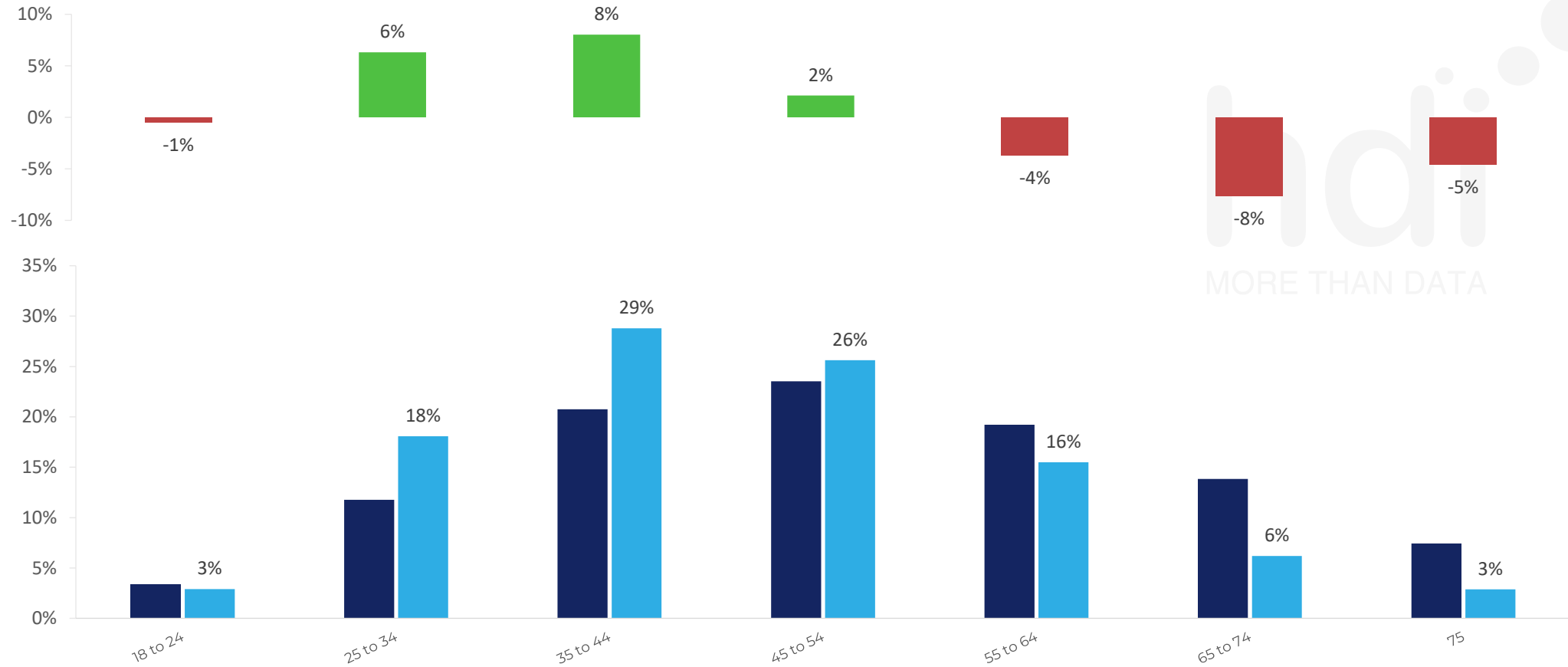
% of market share spend for Crystal Palace HP42EZ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024



Age

How does the age profile of customers who visit Crystal Palace HP42EZ compare versus its competitors?

% of spend for Crystal Palace HP42EZ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Age Range



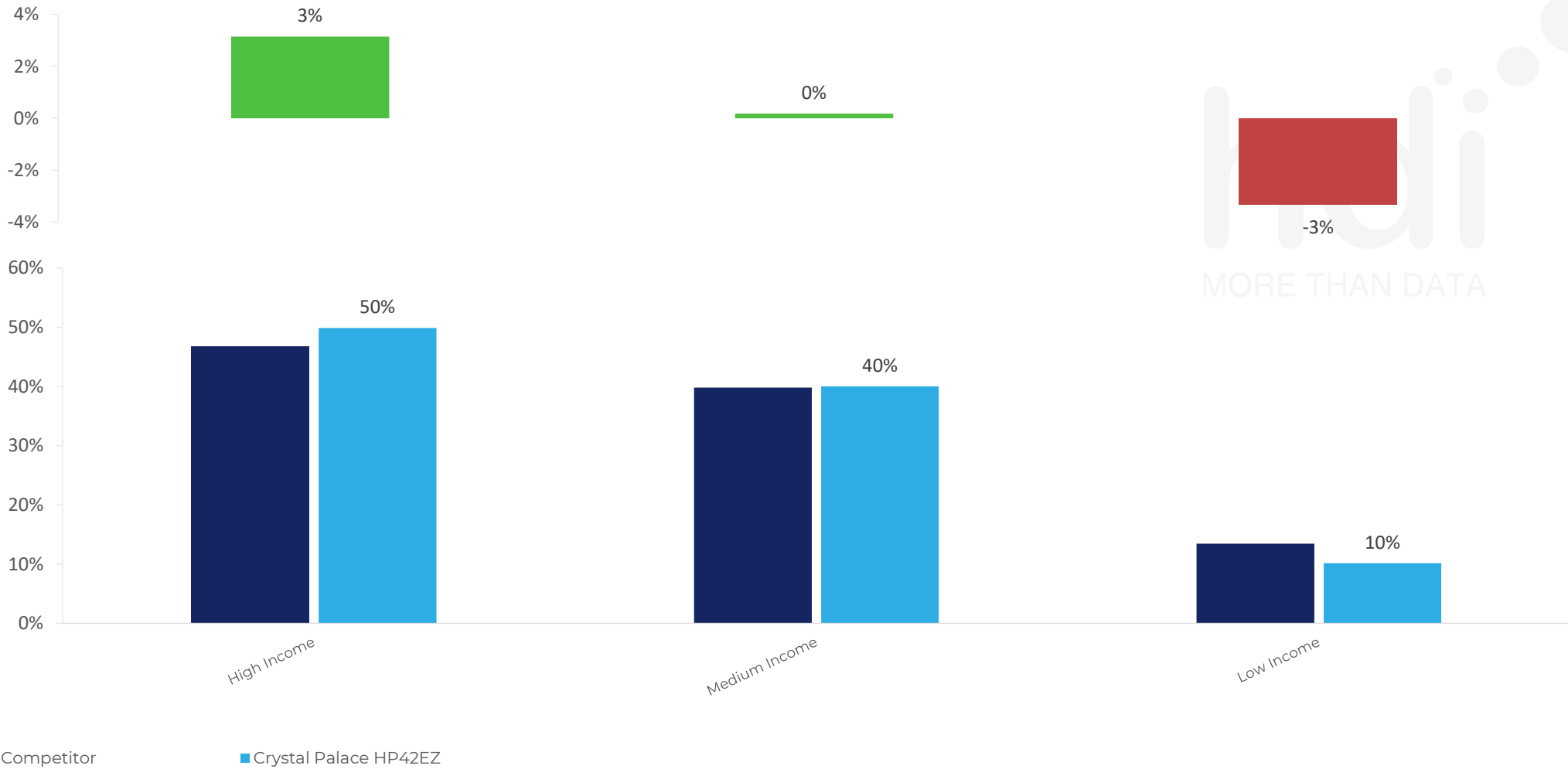
■ Competitor

■ Crystal Palace HP42EZ

Affluence

How does the affluence of customers who visit Crystal Palace HP42EZ compare versus its competitors?

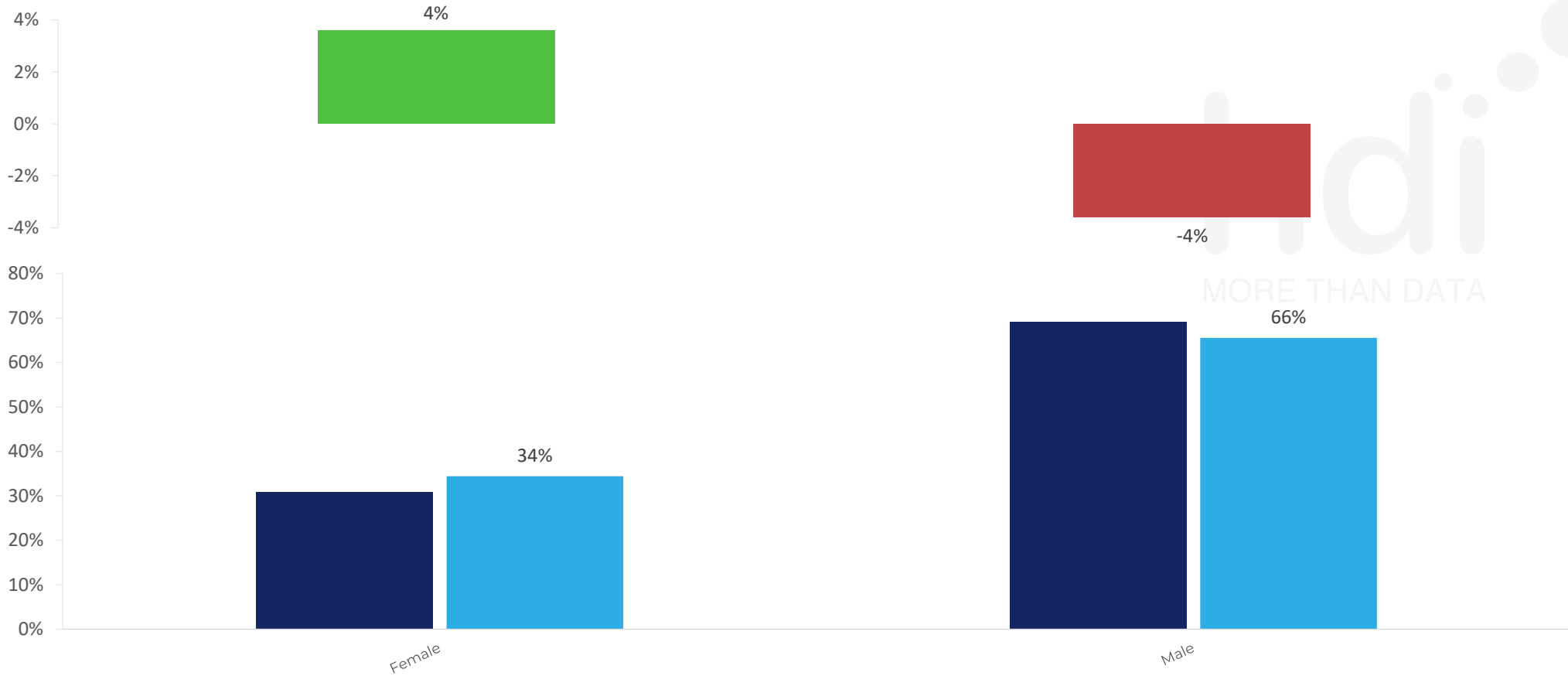
% of spend for Crystal Palace HP42EZ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Affluence



Gender

How does the gender profile of customers who visit Crystal Palace HP42EZ compare versus its competitors?

% of spend for Crystal Palace HP42EZ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Gender



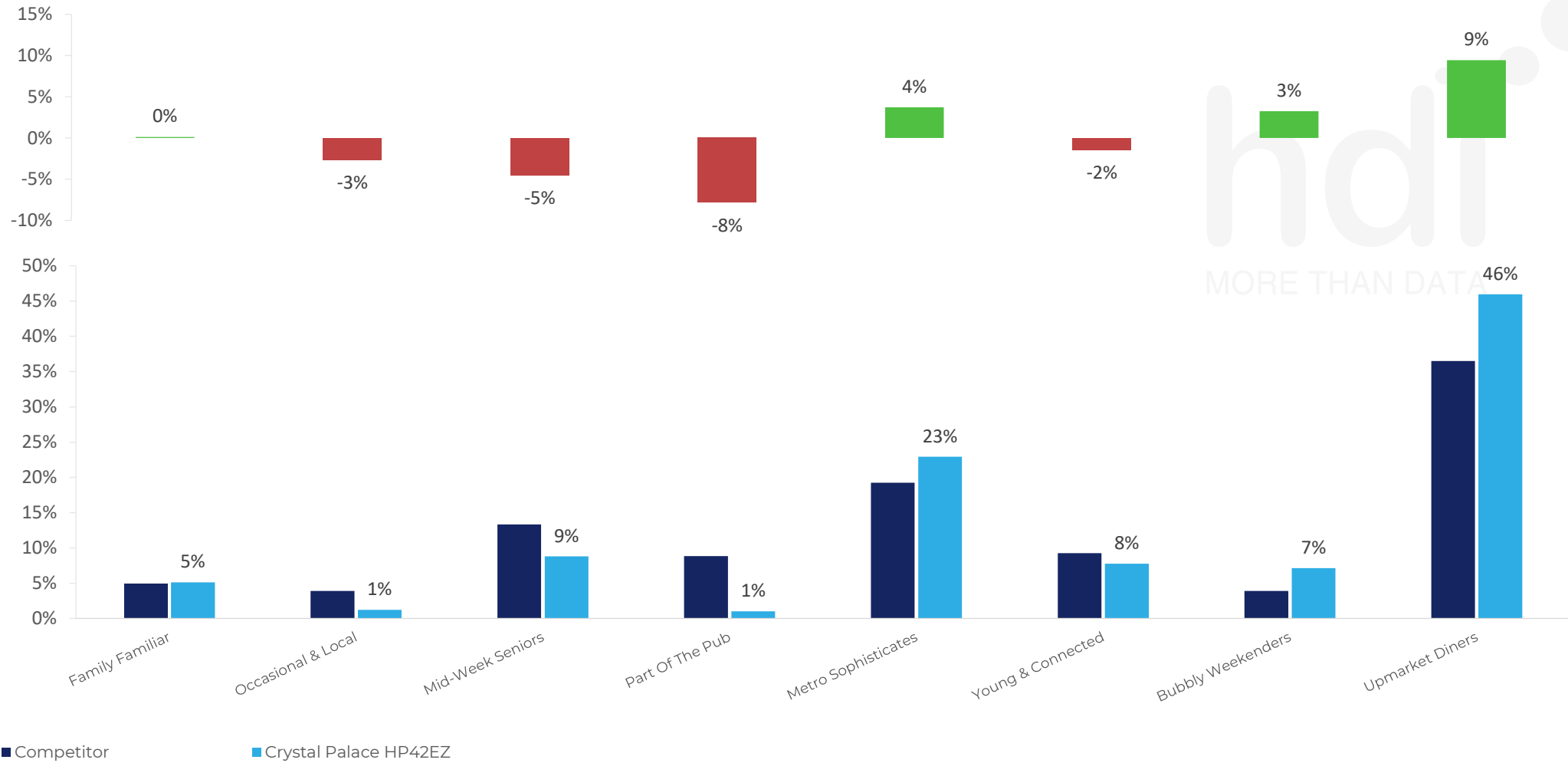
■ Competitor

■ Crystal Palace HP42EZ

Punch Segmentation

How does the Custom segmentation profile of customers who visit Crystal Palace HP42EZ compare versus its competitors?

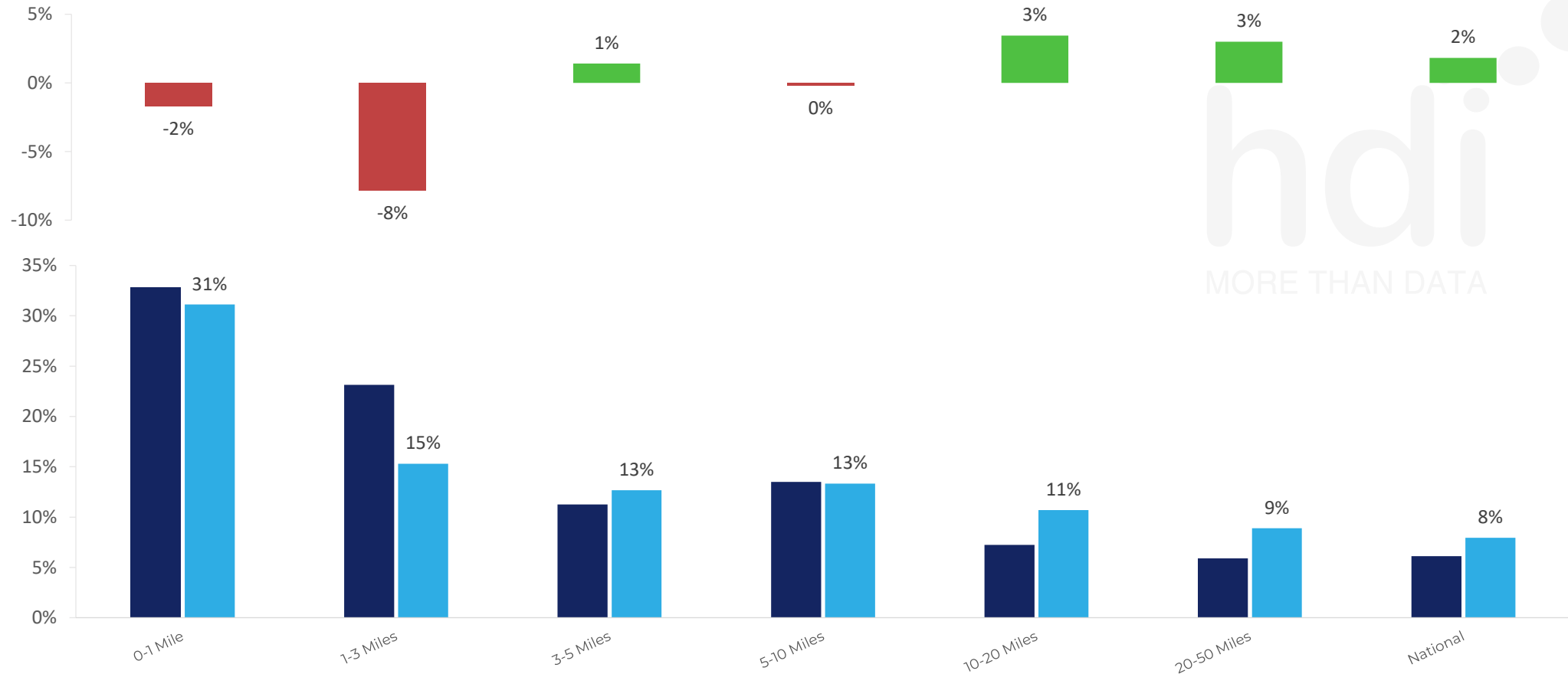
% of spend for Crystal Palace HP42EZ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Segment



Spend by Distance

How does the spend profile of Crystal Palace HP42EZ compare versus its competitors based on travel distances?

% of spend for Crystal Palace HP42EZ and 97 Chains in 3 Miles from 17/01/2023 - 03/01/2024 split by Distance travelled



■ Competitor

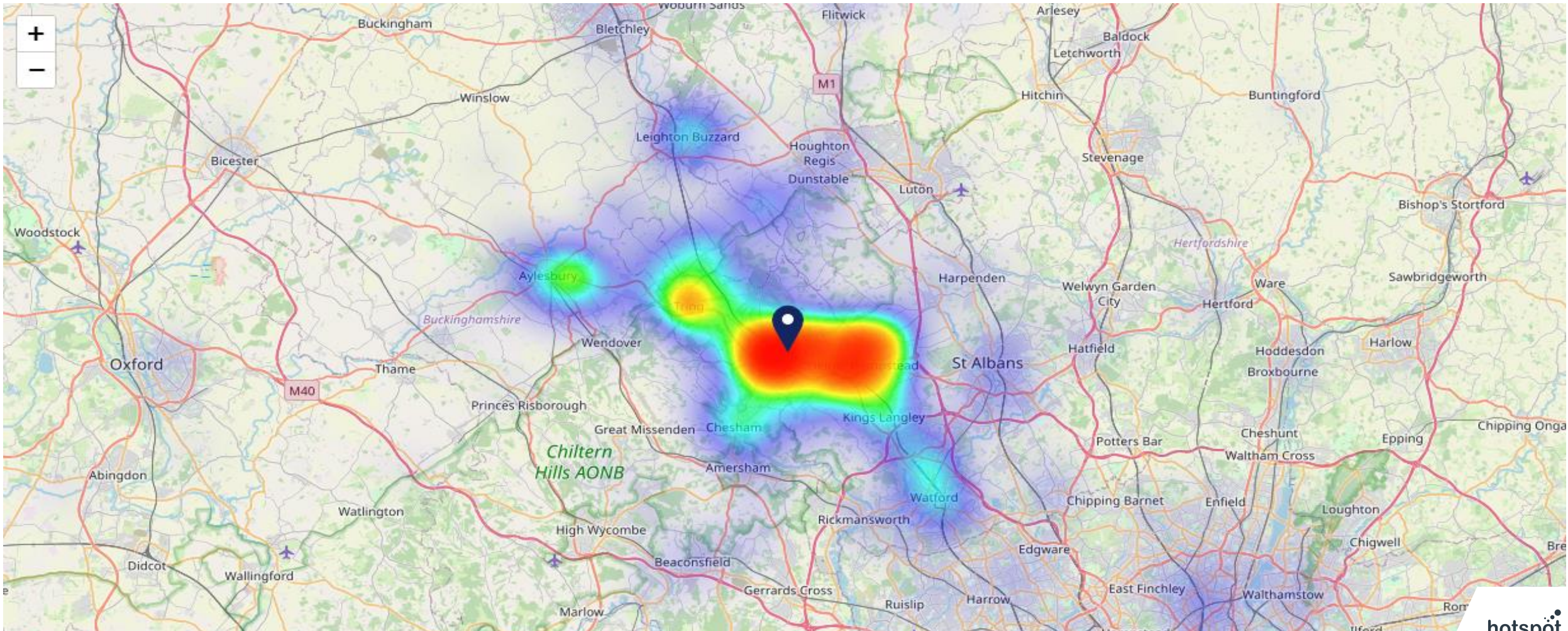
■ Crystal Palace HP42EZ



Map of Guest Origin

Where do customers of Crystal Palace HP42EZ come from?

Where do customers of Crystal Palace HP42EZ for 17/01/2023 - 03/01/2024 live

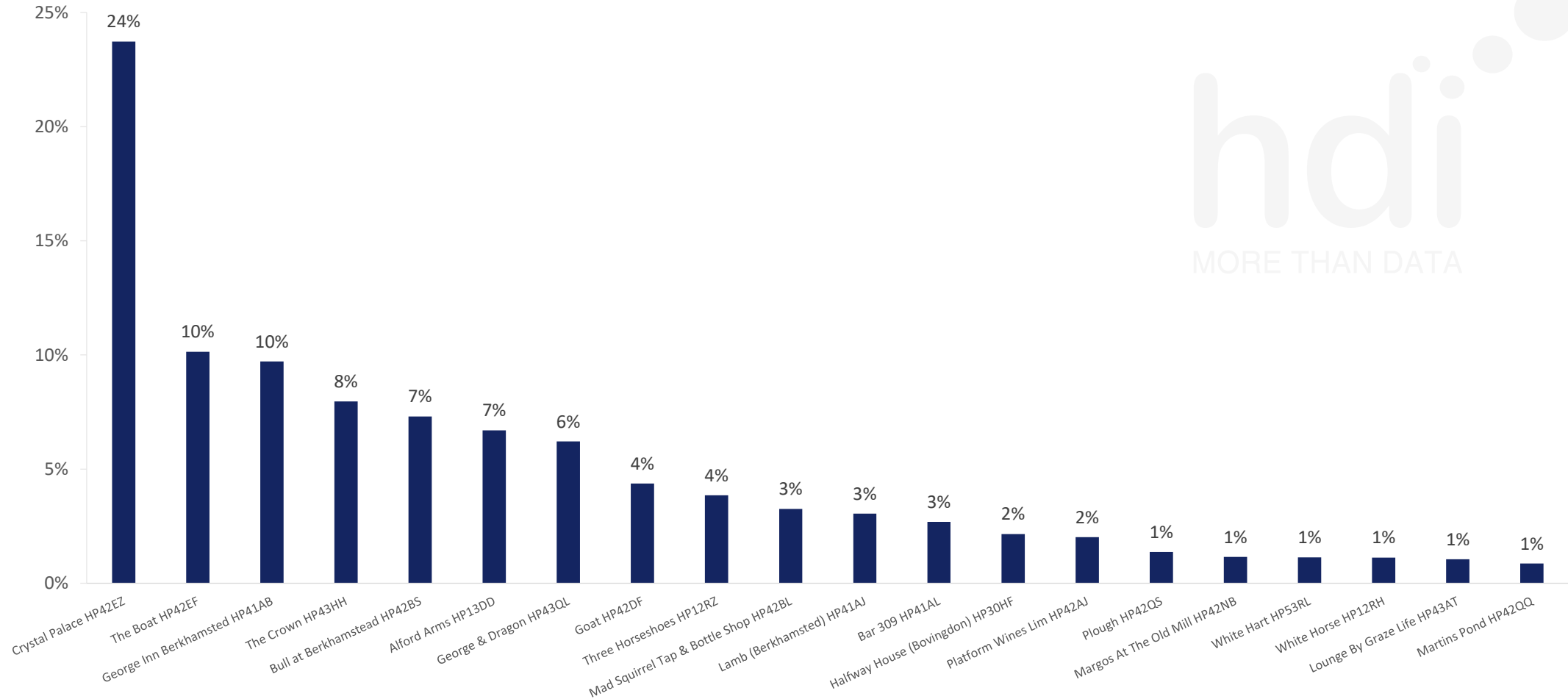




Share of Wallet

What are the Top 20 venues (by spend) that customers of Crystal Palace HP42EZ also visit?

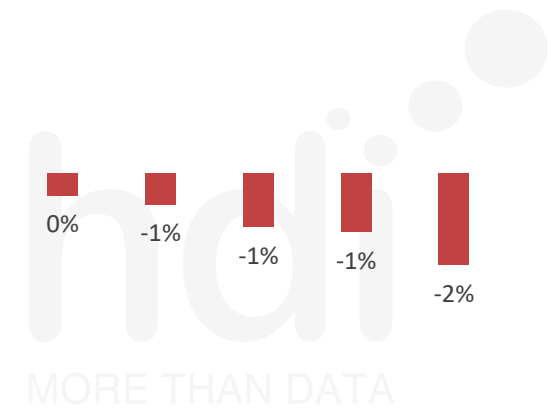
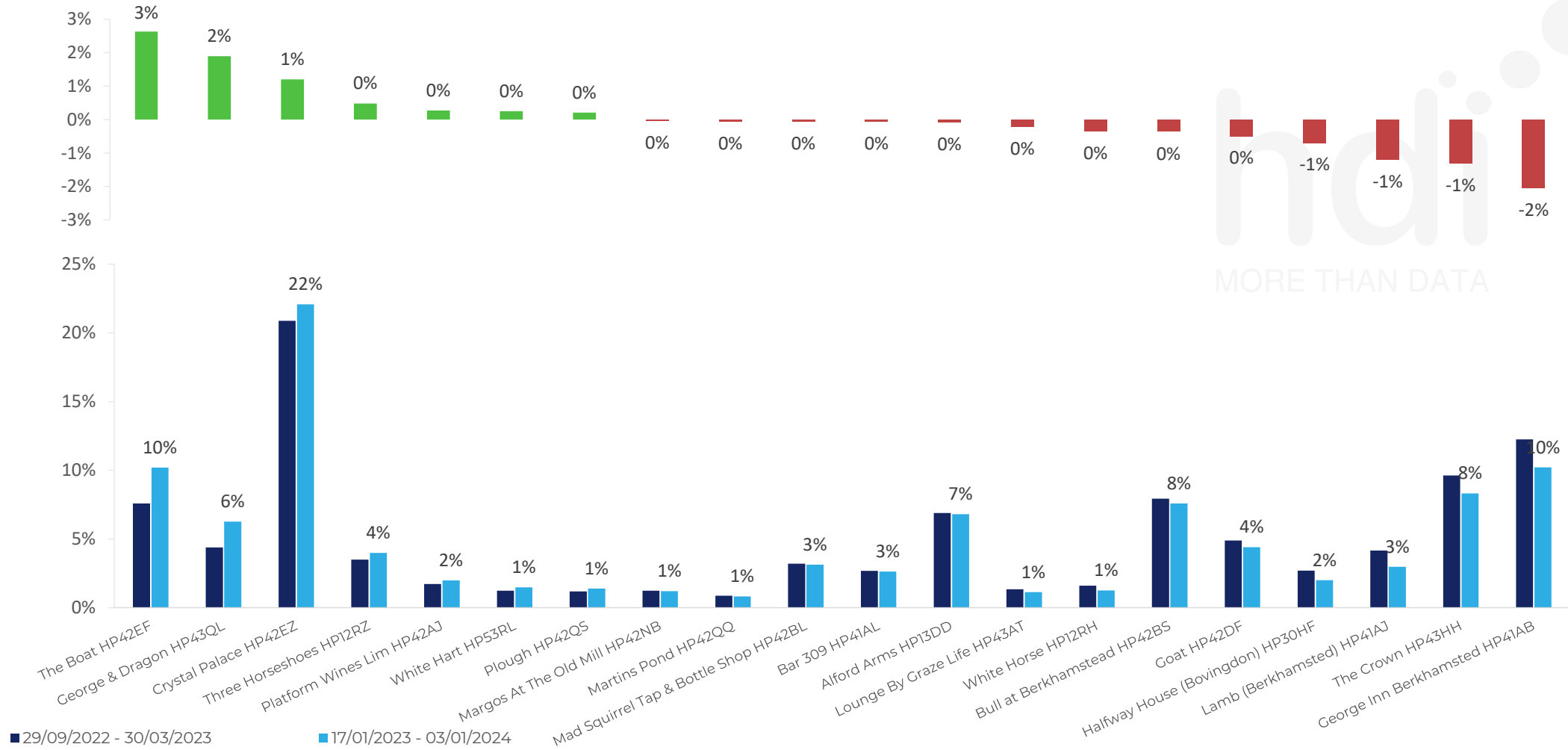
For customers of Crystal Palace HP42EZ, who are the top 20 competitors from 97 Chains in 3 Miles for 17/01/2023 - 03/01/2024 split by Venue



hdi
MORE THAN DATA

Share of Wallet Change

How has share of wallet of customers of Crystal Palace HP42EZ changed between two date ranges?





Market Summary

How does the local area for Crystal Palace HP42EZ 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	£2.19M	6	£20.28M	8	£34.58M	7	£51.51M	5
Weekpart	Mon - Thu	30.3%	1	36.1%	2	36.5%	2	38.1%	1
Weekpart	Fri - Sat	47.8%	8	47.7%	8	47.3%	9	44.7%	8
Weekpart	Sun	21.8%	10	16.2%	7	16.1%	7	17.1%	9
Age	18 to 24	3.7%	4	3.9%	3	3.4%	2	3.5%	1
Age	25 to 34	18.4%	4	14.0%	2	13.5%	1	13.1%	1
Age	35 to 44	26.2%	7	23.6%	6	22.6%	5	23.2%	5
Age	45 to 54	24.2%	9	25.4%	10	26.4%	10	25.2%	10
Age	55 to 64	15.8%	6	17.4%	7	18.1%	8	18.5%	9
Age	65 to 74	8.7%	7	10.2%	8	10.4%	9	10.7%	9
Age	75+	3.1%	7	5.6%	9	5.6%	9	5.8%	9
CAMEO	Business Elite	23.4%	10	25.8%	10	25.4%	10	23.1%	10
CAMEO	Prosperous Professionals	5.7%	5	6.7%	6	6.9%	6	6.6%	6
CAMEO	Flourishing Society	21.2%	9	20.0%	9	20.7%	9	20.1%	9
CAMEO	Content Communities	12.6%	6	12.6%	6	13.3%	7	12.5%	6
CAMEO	White Collar Neighbourhoods	10.4%	5	9.0%	3	8.5%	2	8.0%	2
CAMEO	Enterprising Mainstream	3.6%	2	2.3%	1	2.5%	1	2.5%	1
CAMEO	Paying The Mortgage	12.3%	4	14.4%	6	13.2%	5	15.2%	6
CAMEO	Cash Conscious Communities	4.5%	2	3.2%	1	3.1%	1	3.7%	1
CAMEO	On A Budget	4.3%	3	4.4%	3	4.3%	3	6.5%	5
CAMEO	Family Value	1.9%	5	1.6%	4	2.1%	5	1.8%	4
Affluence	AB	50.4%	9	52.5%	10	53.0%	10	49.9%	10
Affluence	C1C2	38.9%	3	38.3%	2	37.5%	2	38.2%	1
Affluence	DE	10.7%	2	9.2%	2	9.5%	1	11.9%	2