Site Summary

Crestwood DY68SQ

DY68SQ

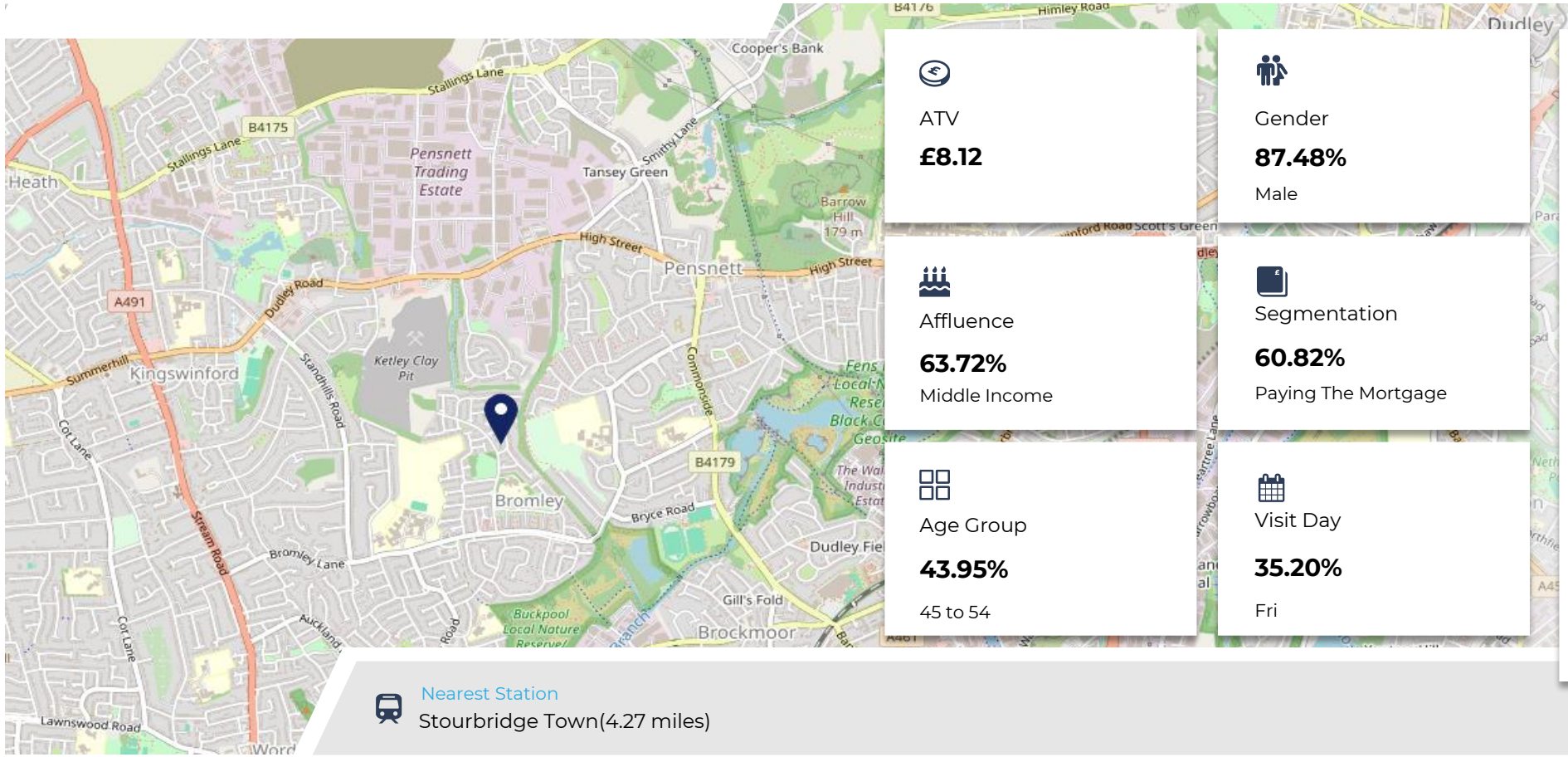
Punch T&L

Work Area
Dudley

Region
West Midlands

TV Region
Central

Urbanicity
Urban major conurbation



ATV
£8.12

Gender
87.48%
Male

Affluence
63.72%
Middle Income

Segmentation
60.82%
Paying The Mortgage

Age Group
43.95%
45 to 54

Visit Day
35.20%
Fri

Top Competitors

#1 High Acres
DY68PF
Star Pubs & Bars

#2 The Cross Inn
DY68AA
JD Wetherspoon

#3 Market Hall Tavern
DY69JS
Marstons Community Non Catering

Nearest Station
Stourbridge Town(4.27 miles)

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106 Site Customers

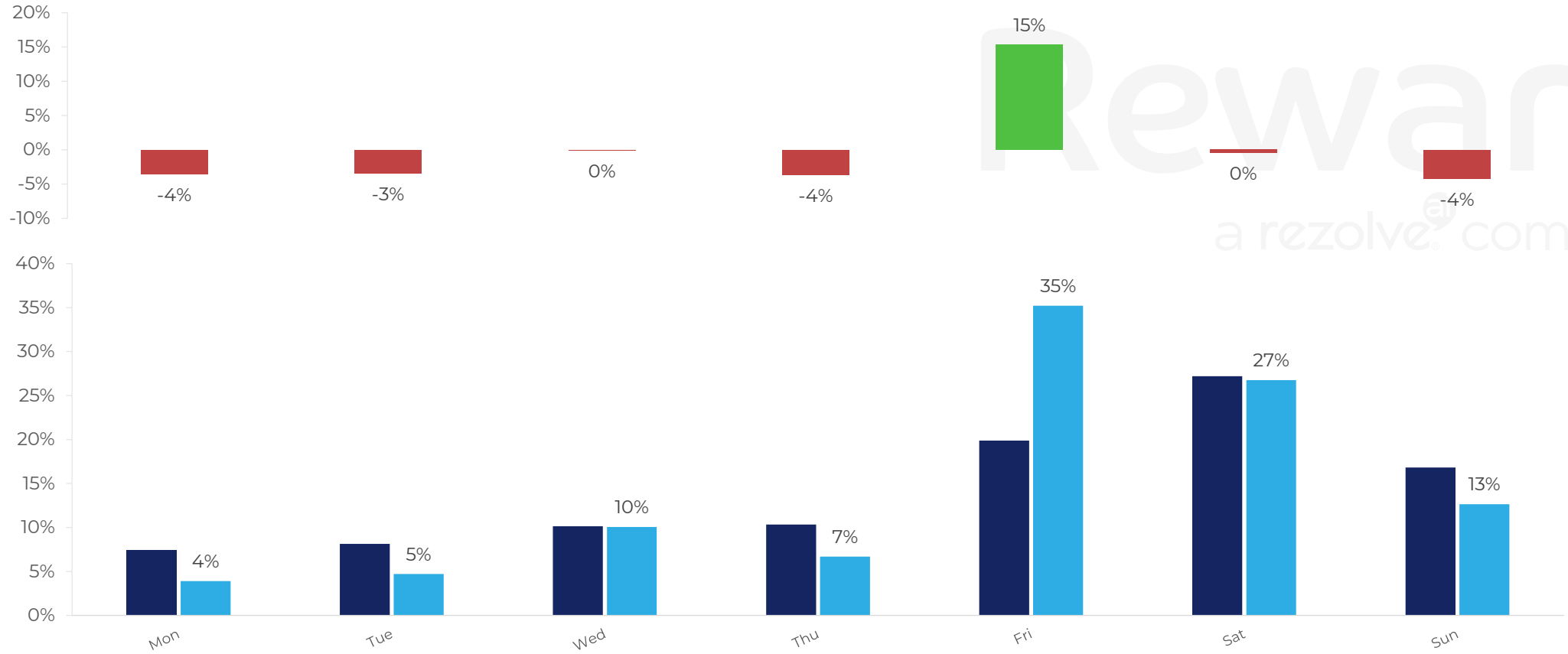
572 Competitors

157771 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for Crestwood DY68SQ versus its competitors?

% of spend for Crestwood DY68SQ and 276 Chains in 3 Miles from 22/10/2025 - 14/10/2026 split by Day of Week



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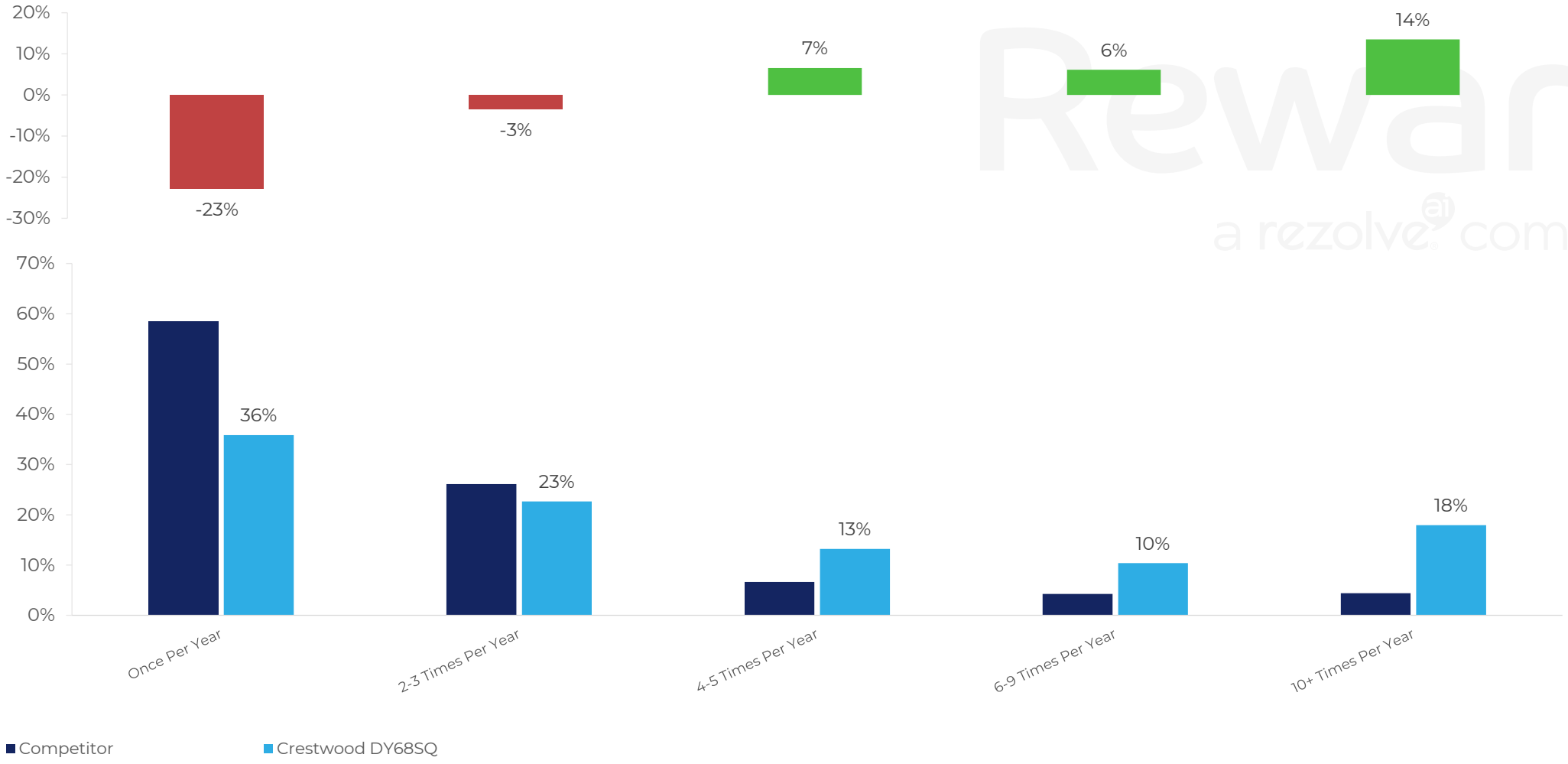
Visit Frequency

How frequently per year do customers visit Crestwood DY68SQ versus its competitors?

% of customer numbers for Crestwood DY68SQ and 276 Chains in 3 Miles from 22/10/2025 - 14/10/2026 and the number of visits made Per Annum



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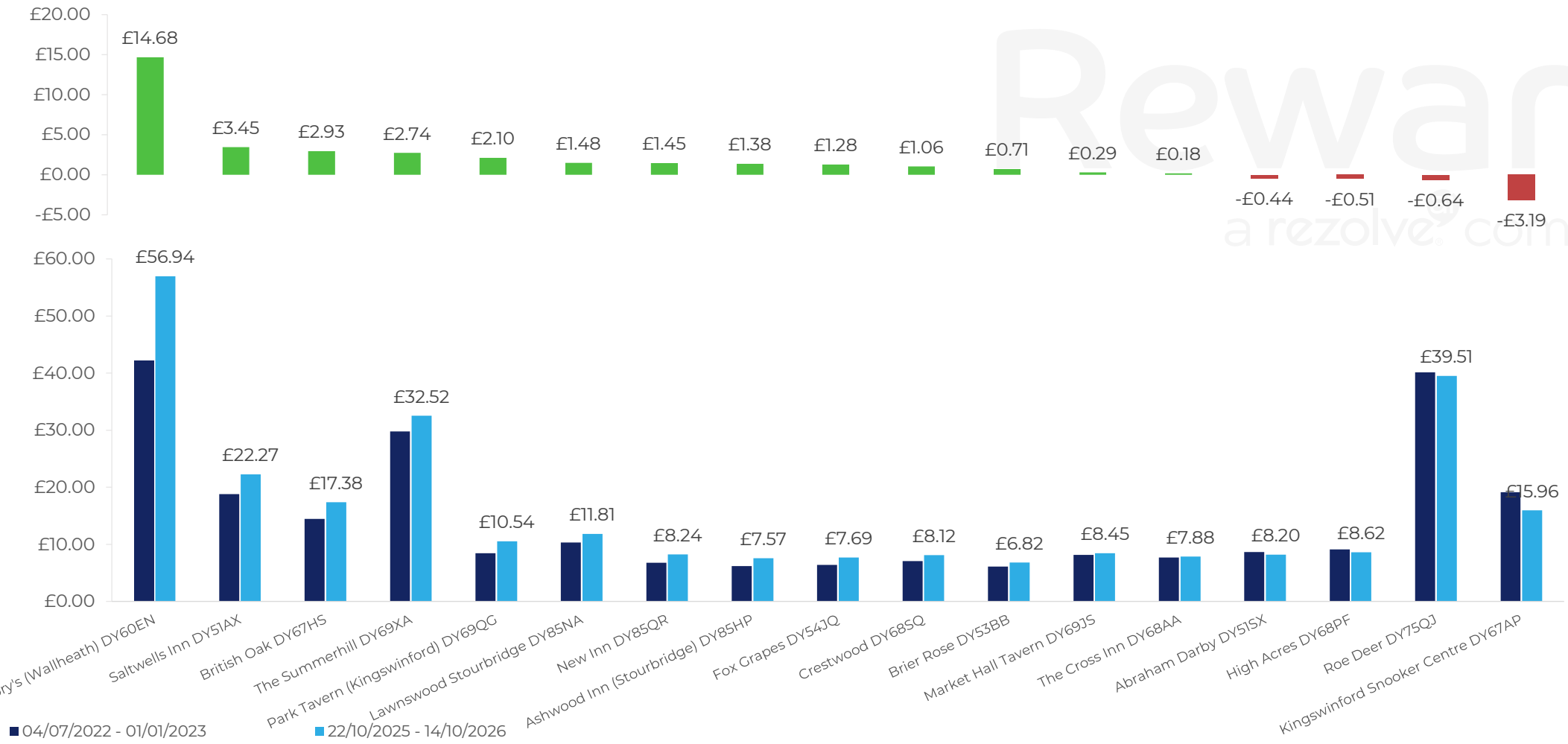
ATV Change

How has ATV changed between two date ranges?

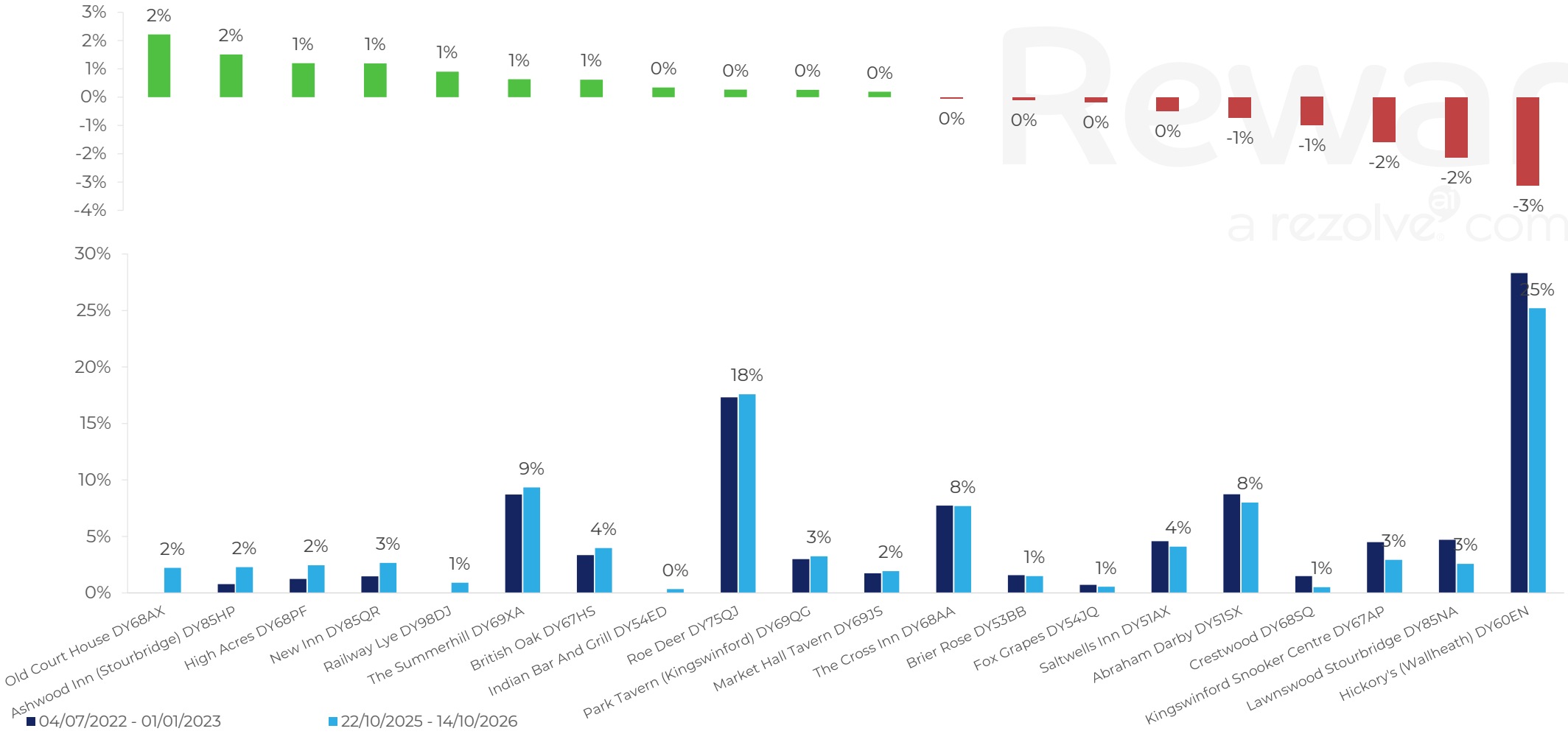


106 Site Customers

Market Share Change

How has market share changed between two date ranges?

% of market share spend for Crestwood DY68SQ and 276 Chains in 3 Miles from 22/10/2025 - 14/10/2026

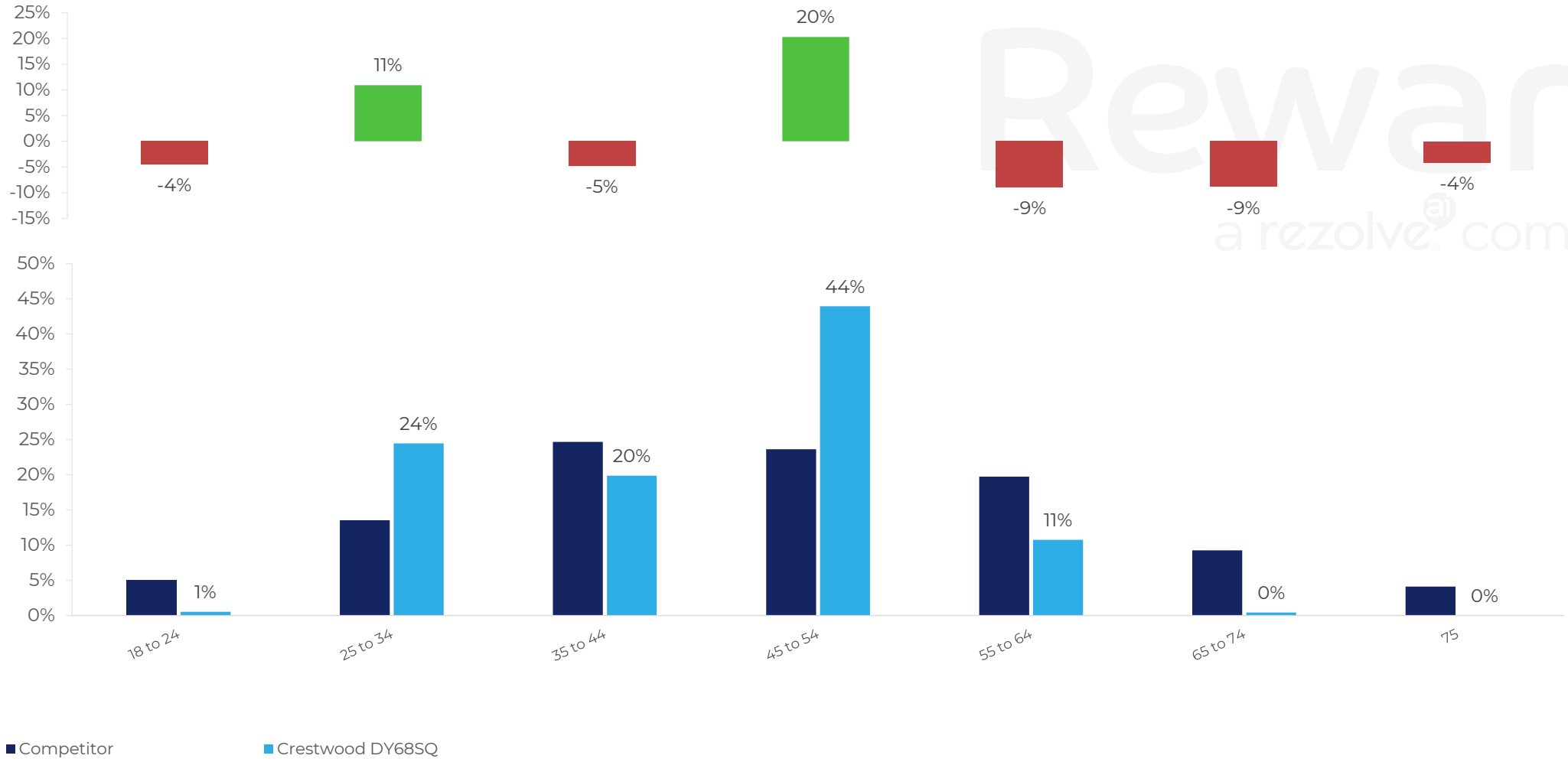


106 Site Customers

Age

How does the age profile of customers who visit Crestwood DY68SQ compare versus its competitors?

% of spend for Crestwood DY68SQ and 276 Chains in 3 Miles from 22/10/2025 - 14/10/2026 split by Age Range



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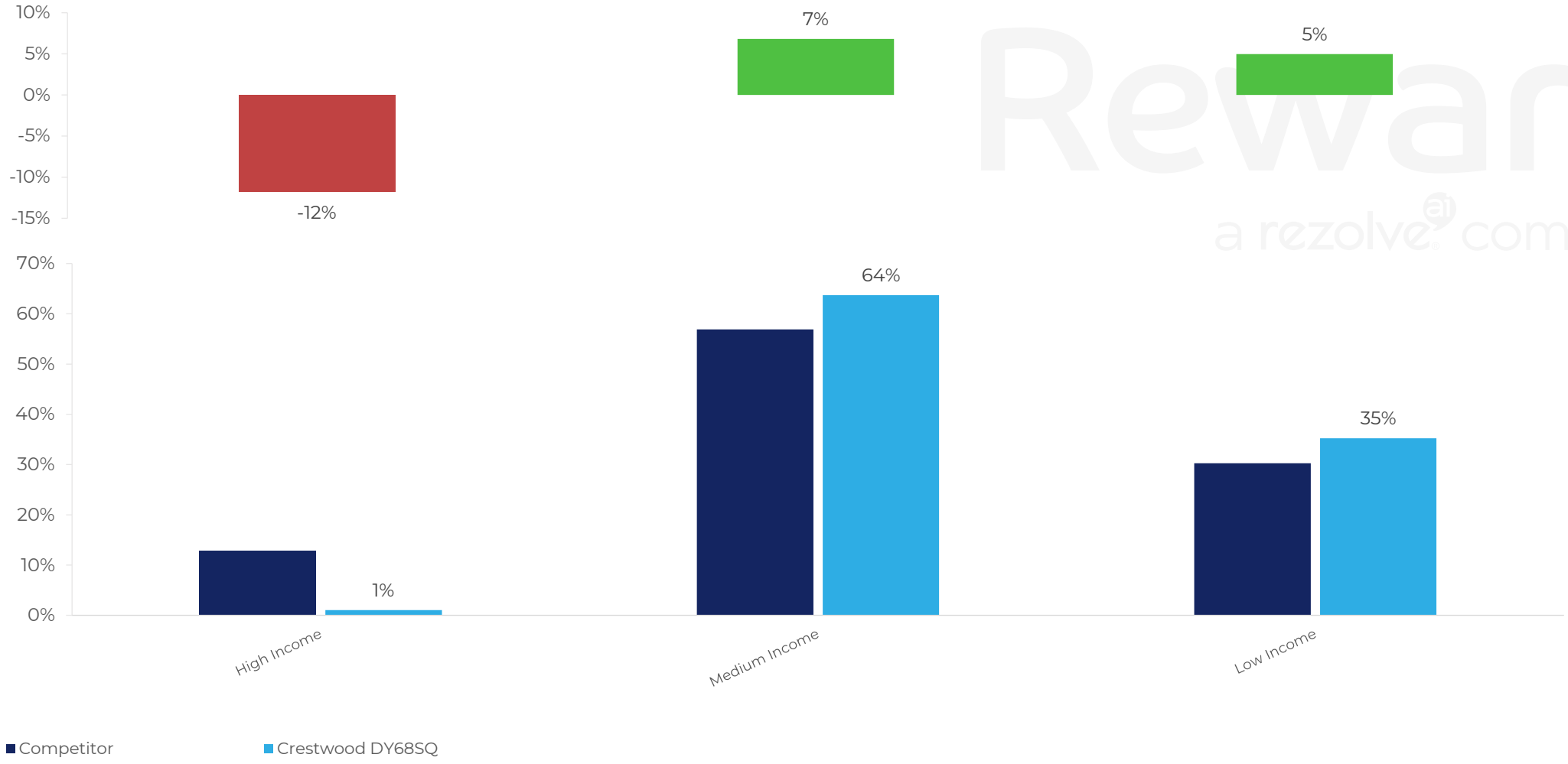
Affluence

How does the affluence of customers who visit Crestwood DY68SQ compare versus its competitors?

% of spend for Crestwood DY68SQ and 276 Chains in 3 Miles from 22/10/2025 - 14/10/2026 split by Affluence



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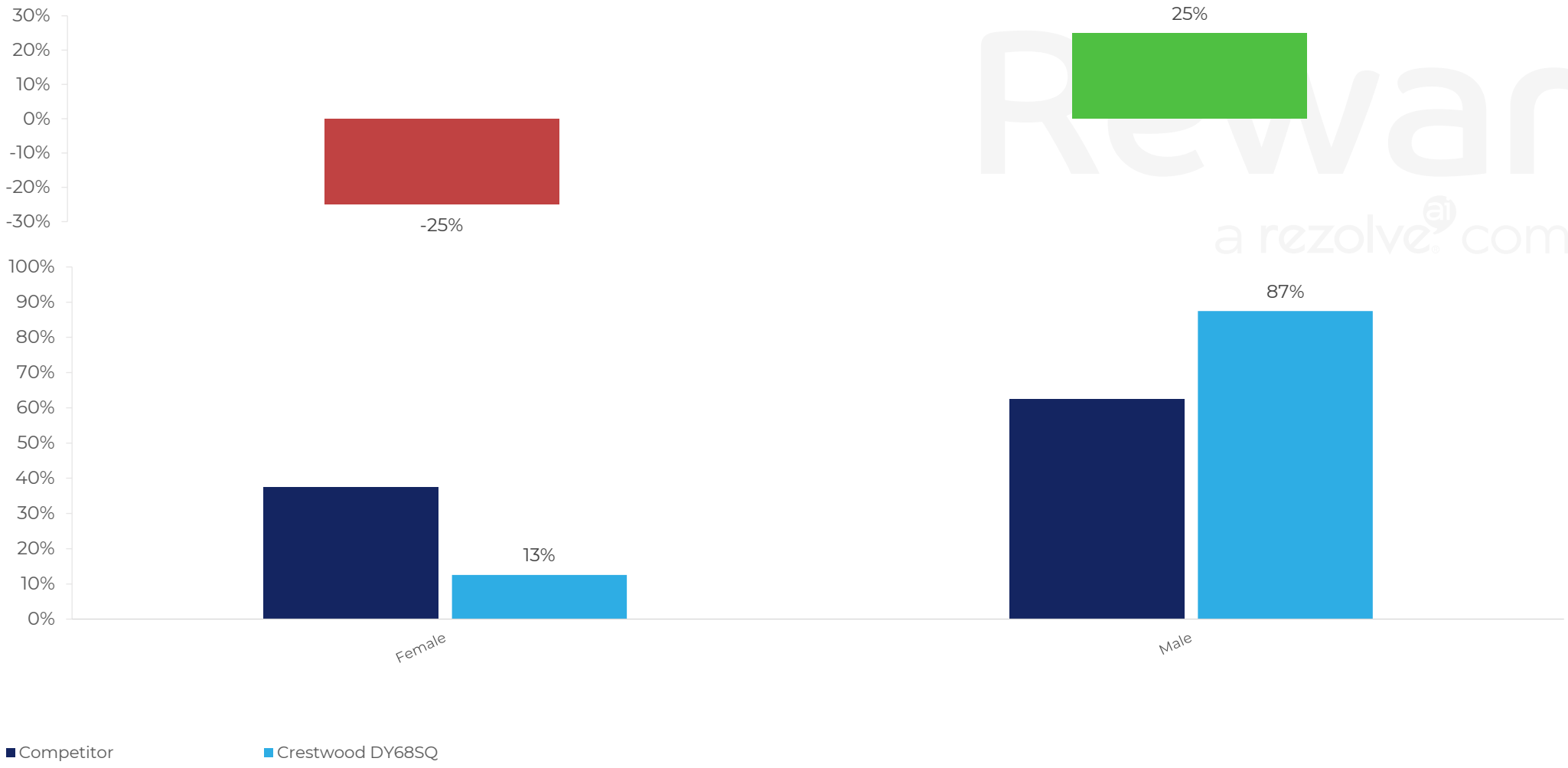
Gender

How does the gender profile of customers who visit Crestwood DY68SQ compare versus its competitors?

% of spend for Crestwood DY68SQ and 276 Chains in 3 Miles from 22/10/2025 - 14/10/2026 split by Gender



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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

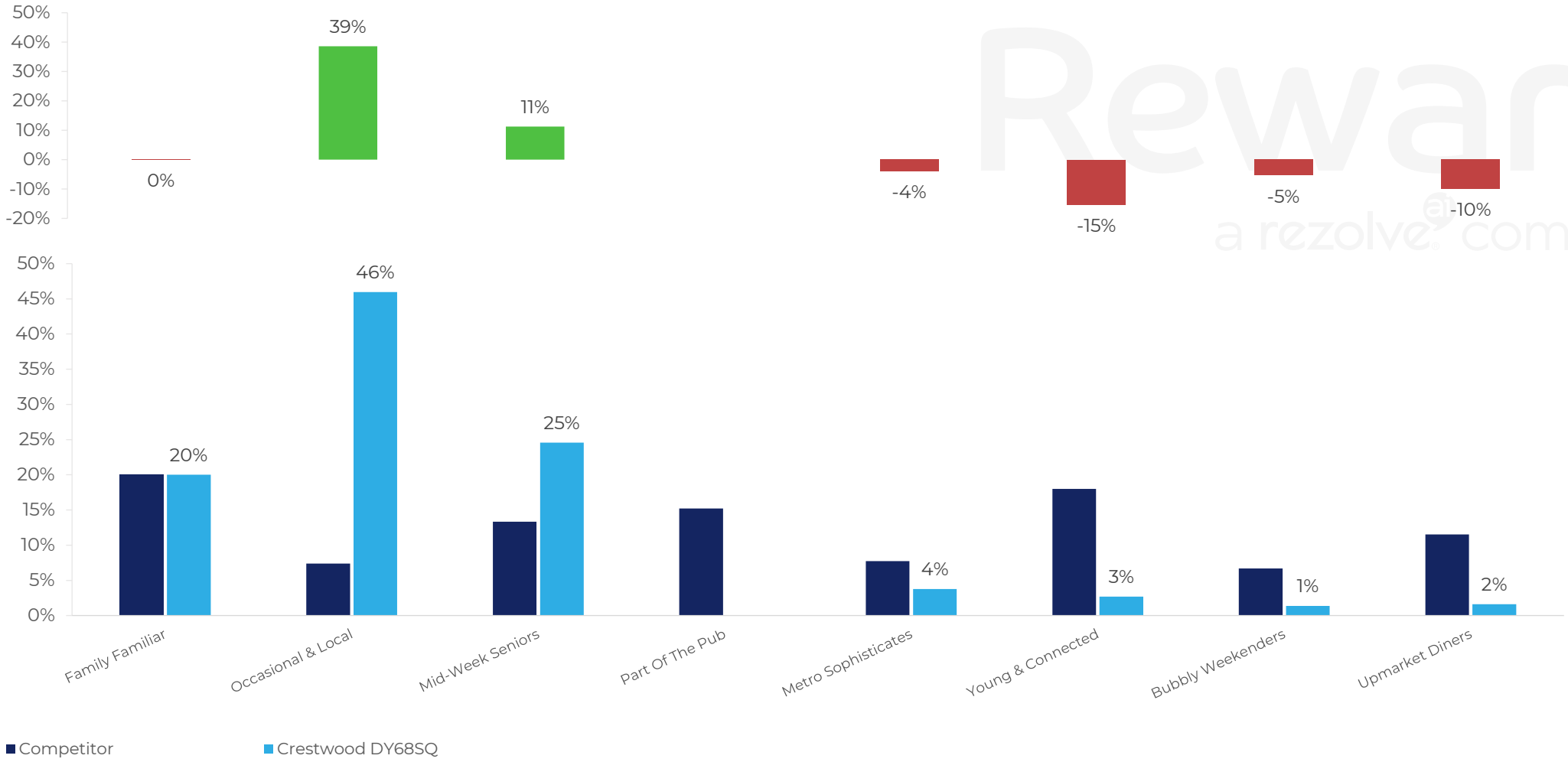
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.



Punch Segmentation

How does the Custom segmentation profile of customers who visit Crestwood DY68SQ compare versus its competitors?

% of spend for Crestwood DY68SQ and 276 Chains in 3 Miles from 22/10/2025 - 14/10/2026 split by Segment



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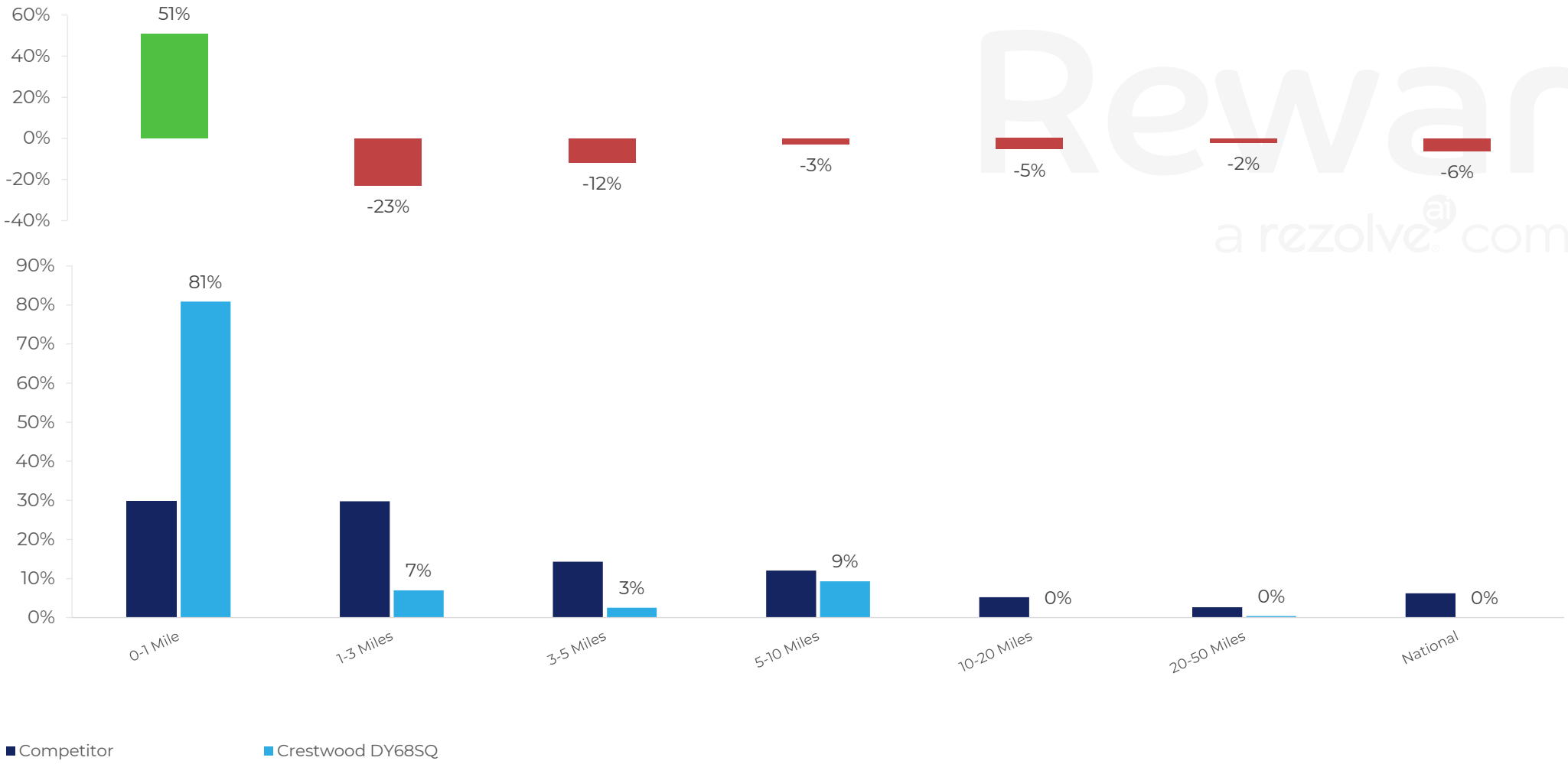
Spend by Distance

How does the spend profile of Crestwood DY68SQ compare versus its competitors based on travel distances?

% of spend for Crestwood DY68SQ and 276 Chains in 3 Miles from 22/10/2025 - 14/10/2026 split by Distance travelled



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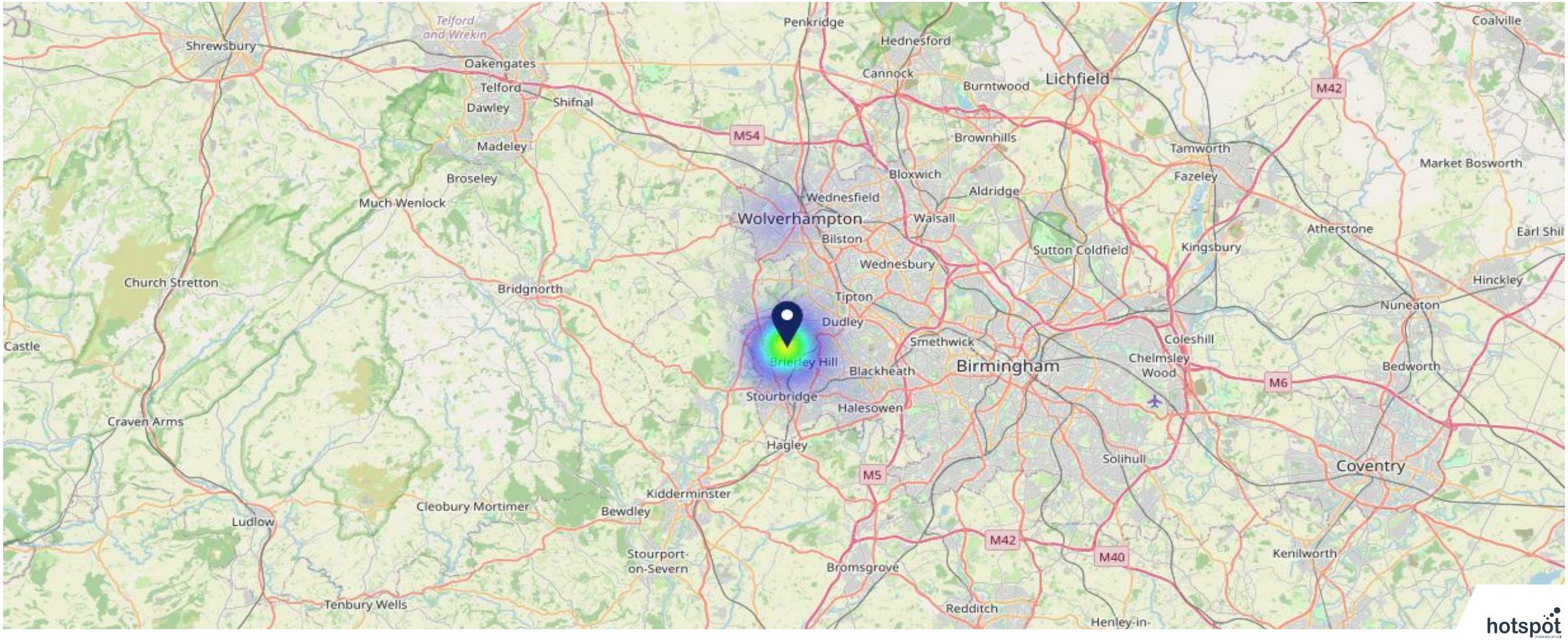
Map of Guest Origin

Where do customers of Crestwood DY68SQ come from?

Where do customers of Crestwood DY68SQ for 22/10/2025 - 14/10/2026 live



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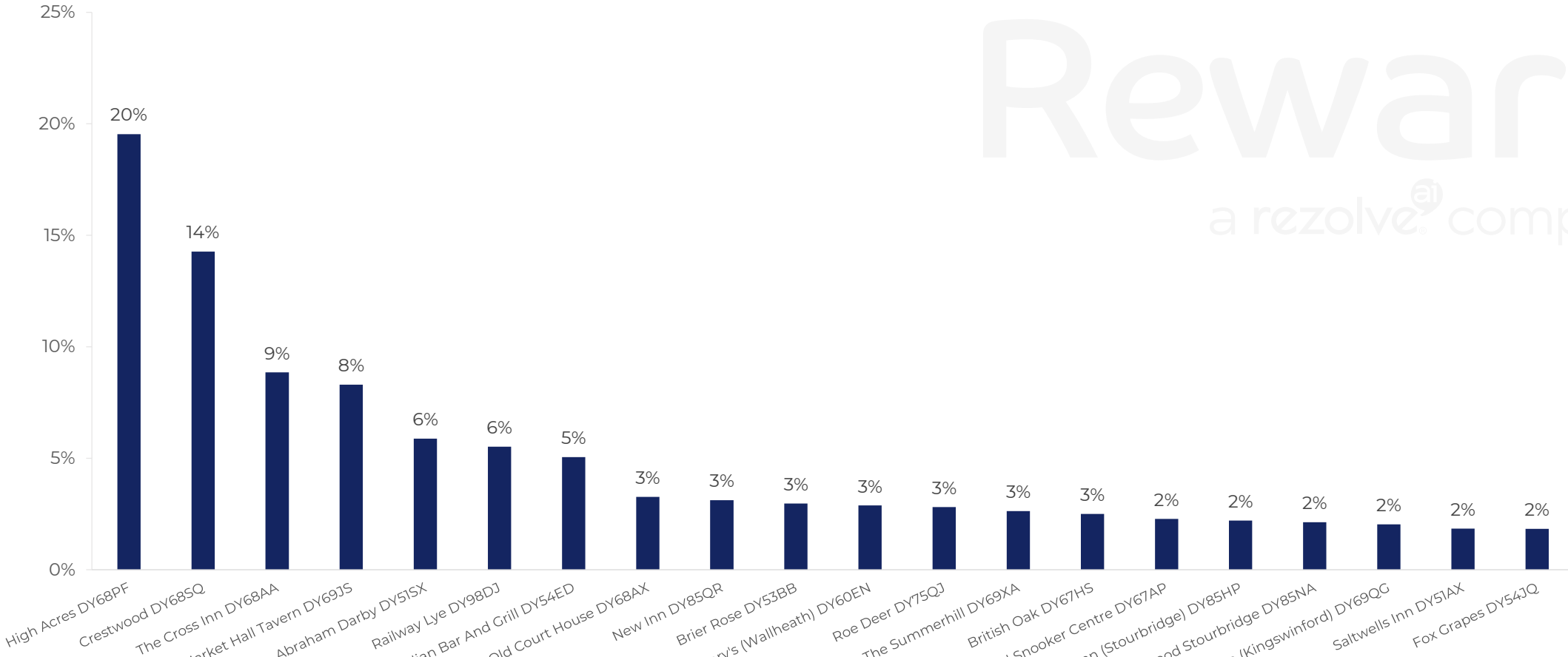
36 Site Customers

Share of Wallet

What are the Top 20 venues (by spend) that customers of Crestwood DY68SQ also visit?

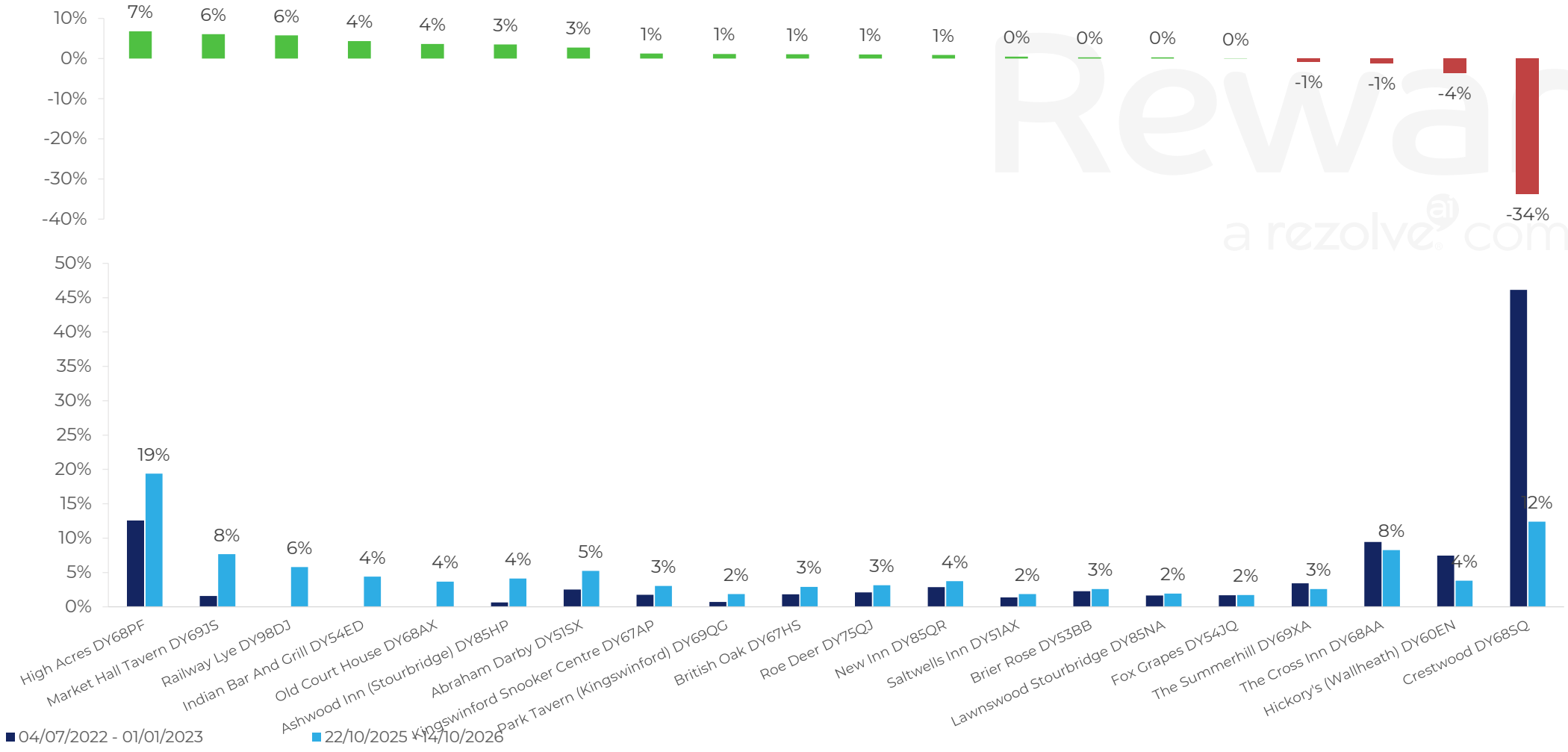
For customers of Crestwood DY68SQ, who are the top 20 competitors from 276 Chains in 3 Miles for 22/10/2025 - 14/10/2026 split by Venue



106 Site Customers

Share of Wallet Change

How has share of wallet of customers of Crestwood DY68SQ changed between two date ranges?



106 Site Customers

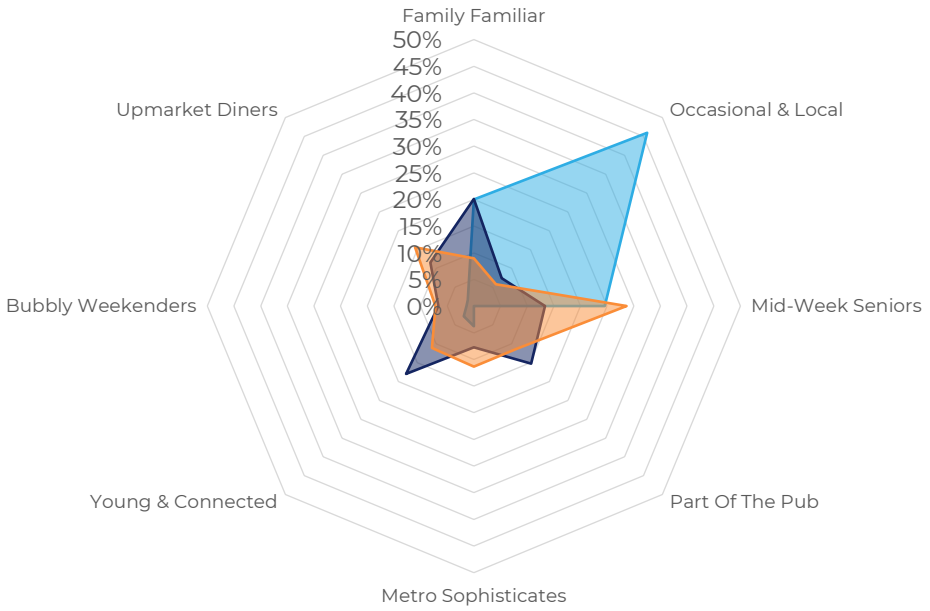
Market Summary

How does the local area for Crestwood DY68SQ 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	£68K	2	£472K	2	£11.87M	5	£134.71M	7
Weekpart	Mon - Thu	26.4%	1	34.2%	2	42.5%	7	42.1%	6
Weekpart	Fri - Sat	61.2%	10	47.2%	8	43.1%	6	42.6%	6
Weekpart	Sun	12.4%	3	18.6%	9	14.4%	4	15.3%	5
Age	18 to 24	0.6%	1	2.5%	2	5.1%	4	5.9%	4
Age	25 to 34	24.7%	7	22.2%	6	14.8%	2	16.2%	2
Age	35 to 44	16.5%	2	31.8%	10	29.4%	10	27.3%	9
Age	45 to 54	46.4%	10	22.2%	8	23.3%	9	22.2%	9
Age	55 to 64	10.7%	2	14.5%	5	16.9%	7	17.2%	8
Age	65 to 74	1.0%	1	5.6%	5	7.2%	6	7.7%	7
Age	75+	0.0%	0	1.1%	3	3.3%	7	3.5%	7
CAMEO	Business Elite	0.0%	0	2.8%	3	2.4%	2	2.7%	2
CAMEO	Prosperous Professionals	0.0%	0	3.0%	2	4.4%	3	4.2%	3
CAMEO	Flourishing Society	1.2%	1	7.1%	3	5.6%	2	5.2%	1
CAMEO	Content Communities	0.0%	0	11.6%	5	15.1%	8	12.9%	6
CAMEO	White Collar Neighbourhoods	3.2%	1	8.3%	3	10.3%	4	9.4%	3
CAMEO	Enterprising Mainstream	0.0%	0	7.5%	5	8.5%	6	8.9%	6
CAMEO	Paying The Mortgage	63.1%	10	29.3%	10	23.1%	10	23.5%	10
CAMEO	Cash Conscious Communities	14.7%	9	10.3%	7	12.2%	8	12.7%	9
CAMEO	On A Budget	4.2%	3	5.3%	4	5.4%	4	6.1%	5
CAMEO	Family Value	13.6%	10	14.7%	10	13.1%	10	14.3%	10
Affluence	AB	1.2%	1	12.9%	2	12.4%	2	12.1%	1
Affluence	C1C2	66.2%	10	56.8%	9	56.9%	9	54.8%	9
Affluence	DE	32.6%	8	30.4%	8	30.7%	8	33.1%	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
Crestwood	16	20.01%	45.97%	24.58%	0.00%	3.77%	2.67%	1.37%	1.60%
Local Catchment	6701	20.10%	7.40%	13.34%	15.22%	7.72%	17.98%	6.68%	11.53%
Punch T&L	87934	8.94%	5.82%	28.63%	11.32%	11.35%	11.11%	7.19%	15.60%
Crestwood vs Local Catchment		-0.09%	38.57%	11.24%	0.00%	-3.95%	-15.31%	-5.31%	-9.93%
Crestwood vs Punch T&L		11.07%	40.15%	-4.05%	0.00%	-7.58%	-8.44%	-5.82%	-14.00%
Local Catchment vs Punch T&L		11.16%	1.58%	-15.29%	3.90%	-3.63%	6.87%	-0.51%	-4.07%

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
High Acres DY68PF	80	10.69%	22.92%	19.00%	10.64%	1.73%	24.95%	5.45%	4.57%
Crestwood DY68SQ	16	20.01%	45.97%	24.58%	0.00%	3.77%	2.67%	1.37%	1.60%
The Cross Inn DY68AA	380	18.80%	5.13%	12.83%	18.90%	3.36%	32.10%	2.97%	5.87%
Market Hall Tavern DY69JS	36	13.43%	17.71%	0.00%	29.92%	8.92%	22.06%	5.92%	2.02%
Abraham Darby DY51SX	495	30.40%	10.57%	12.69%	11.22%	2.51%	19.96%	5.79%	6.83%
Railway Lye DY98DJ	34	10.79%	7.40%	16.01%	24.48%	7.31%	29.92%	3.44%	0.61%
Indian Bar And Grill DY54ED	9	12.78%	0.00%	0.00%	69.84%	0.00%	7.16%	0.00%	10.20%
Old Court House DY68AX	78	41.05%	7.90%	9.25%	6.42%	4.16%	14.48%	4.08%	12.62%
New Inn DY85QR	106	3.81%	12.98%	20.69%	54.39%	1.65%	4.20%	0.66%	1.58%
Brier Rose DY53BB	45	6.89%	14.00%	1.84%	9.28%	0.41%	63.46%	3.76%	0.33%
Hickory's (Wallheath) DY60EN	493	31.50%	3.84%	9.05%	4.88%	3.24%	23.41%	10.53%	13.50%
Roe Deer DY75QJ	504	12.38%	4.96%	16.89%	3.12%	11.15%	12.85%	6.93%	31.68%
The Summerhill DY69XA	275	38.53%	13.55%	9.29%	4.96%	3.05%	15.92%	4.51%	10.16%
British Oak DY67HS	150	43.18%	8.48%	7.60%	12.97%	1.67%	9.02%	9.77%	7.27%
Kingswinford Snooker Centre DY67AP	58	17.72%	3.82%	18.07%	5.09%	15.98%	6.76%	6.18%	26.34%
Ashwood Inn (Stourbridge) DY85HP	61	9.23%	17.80%	7.75%	53.58%	2.25%	4.21%	2.34%	2.80%
Lawnswood Stourbridge DY85NA	122	14.32%	17.95%	22.05%	24.20%	1.32%	13.49%	3.58%	3.06%
Park Tavern (Kingswinford) DY69QG	106	16.37%	6.26%	5.40%	33.94%	17.02%	4.20%	11.70%	5.08%
Saltwells Inn DY51AX	123	32.23%	8.45%	18.59%	3.13%	0.74%	24.42%	3.08%	9.34%
Fox Grapes DY54JQ	30	9.06%	0.00%	24.83%	28.71%	0.00%	1.54%	30.40%	5.42%
Glassworks DY84AF	227	39.04%	10.84%	6.71%	13.07%	1.54%	18.25%	5.65%	4.86%
Swan Brettell Lane DY84BN	192	19.88%	16.23%	13.91%	8.44%	7.25%	22.16%	3.90%	8.20%
Bird In Hand DY85YS	93	4.62%	1.51%	9.56%	8.20%	62.56%	10.07%	0.74%	2.70%
Stourbridge Cr DY84HN	167	17.80%	3.33%	4.05%	6.07%	18.66%	24.10%	6.43%	19.52%
Stourbridge Lion DY81DX	145	11.32%	4.10%	1.78%	24.29%	11.71%	37.97%	8.23%	0.56%