

Site Summary



# Junction Inn BD131NE

BD131NE

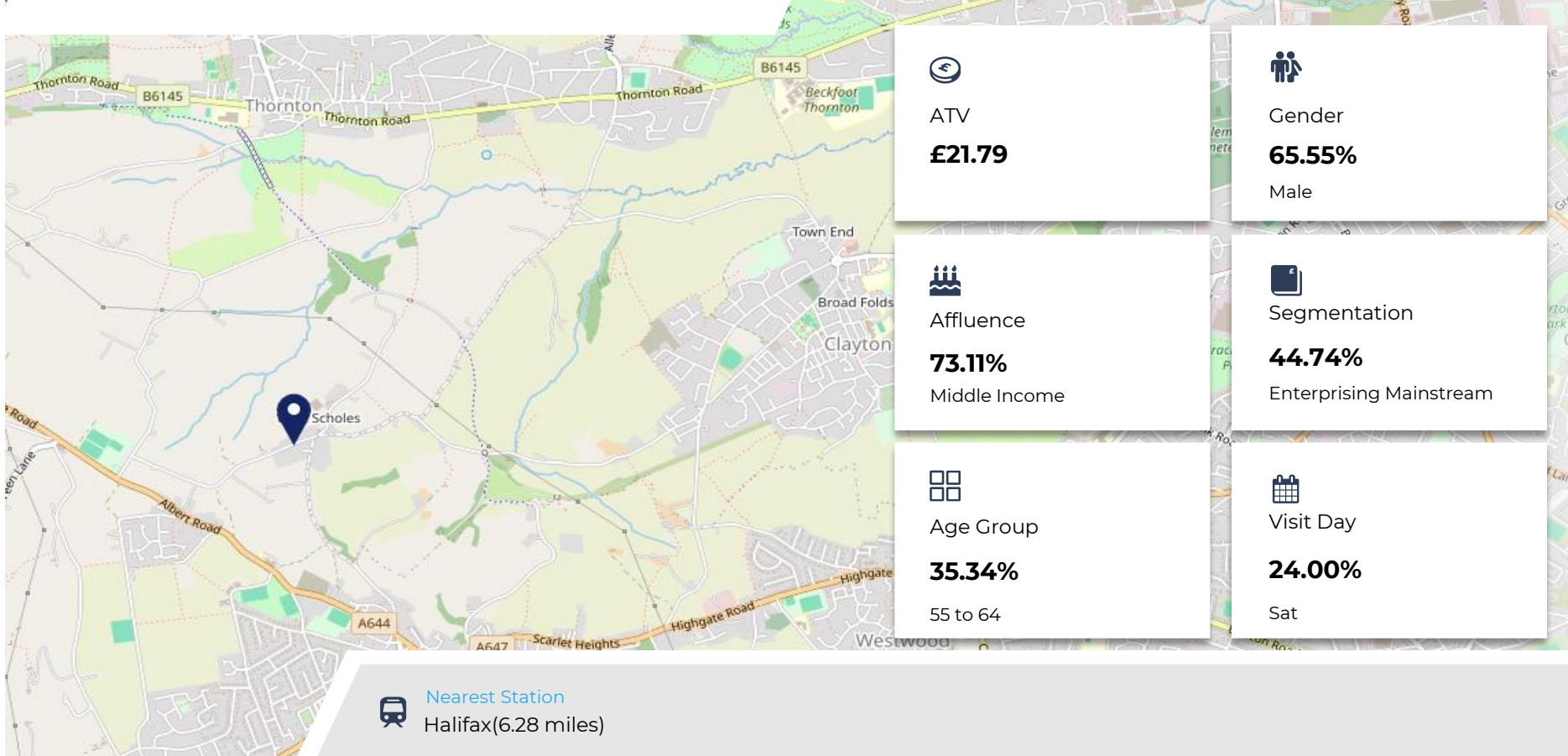
Punch T&L

**Work Area**  
Bradford

**Region**  
Yorkshire and The Humber

**TV Region**  
Yorkshire

**Urbanicity**  
Rural hamlet and isolated d



ATV  
**£21.79**



Gender  
**65.55%**  
Male



Affluence  
**73.11%**  
Middle Income



Segmentation  
**44.74%**  
Enterprising Mainstream



Age Group  
**35.34%**  
55 to 64



Visit Day  
**24.00%**  
Sat

### Top Competitors

**Raggalds** **#1**  
BD131NA  
 Pub / Bar

**Royal Hotel Bradford** **#2**  
BD146RF  
 Stonegate PP

**Black Bull Inn Clayton** **#3**  
BD146BA  
 Craft Union



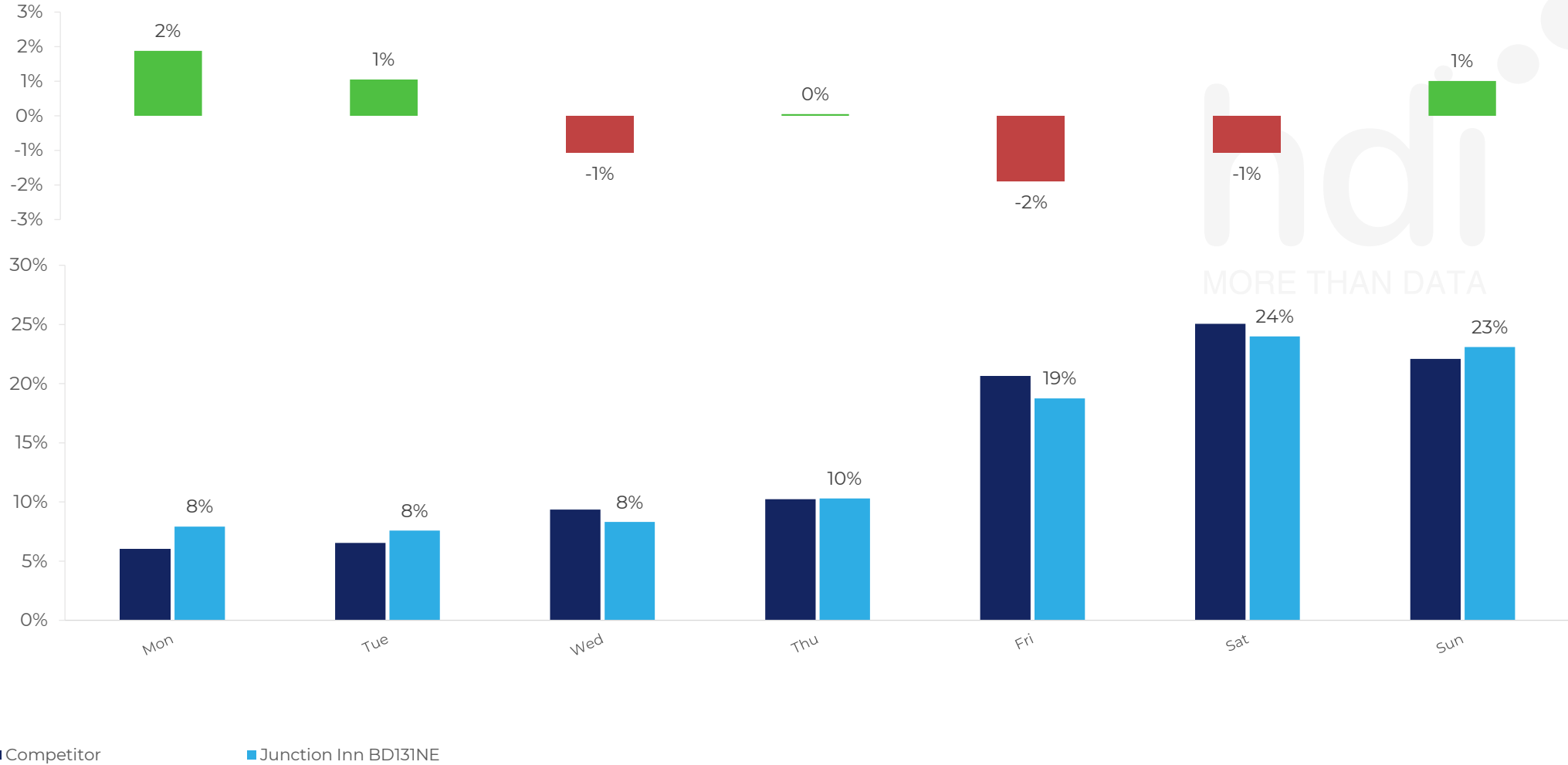
**Nearest Station**  
Halifax(6.28 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Junction Inn BD131NE versus its competitors?

% of spend for Junction Inn BD131NE and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Day of Week

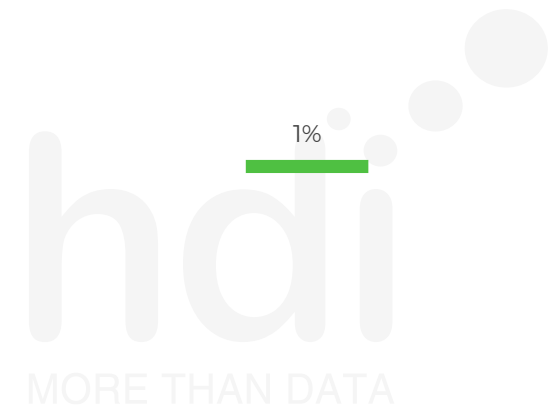
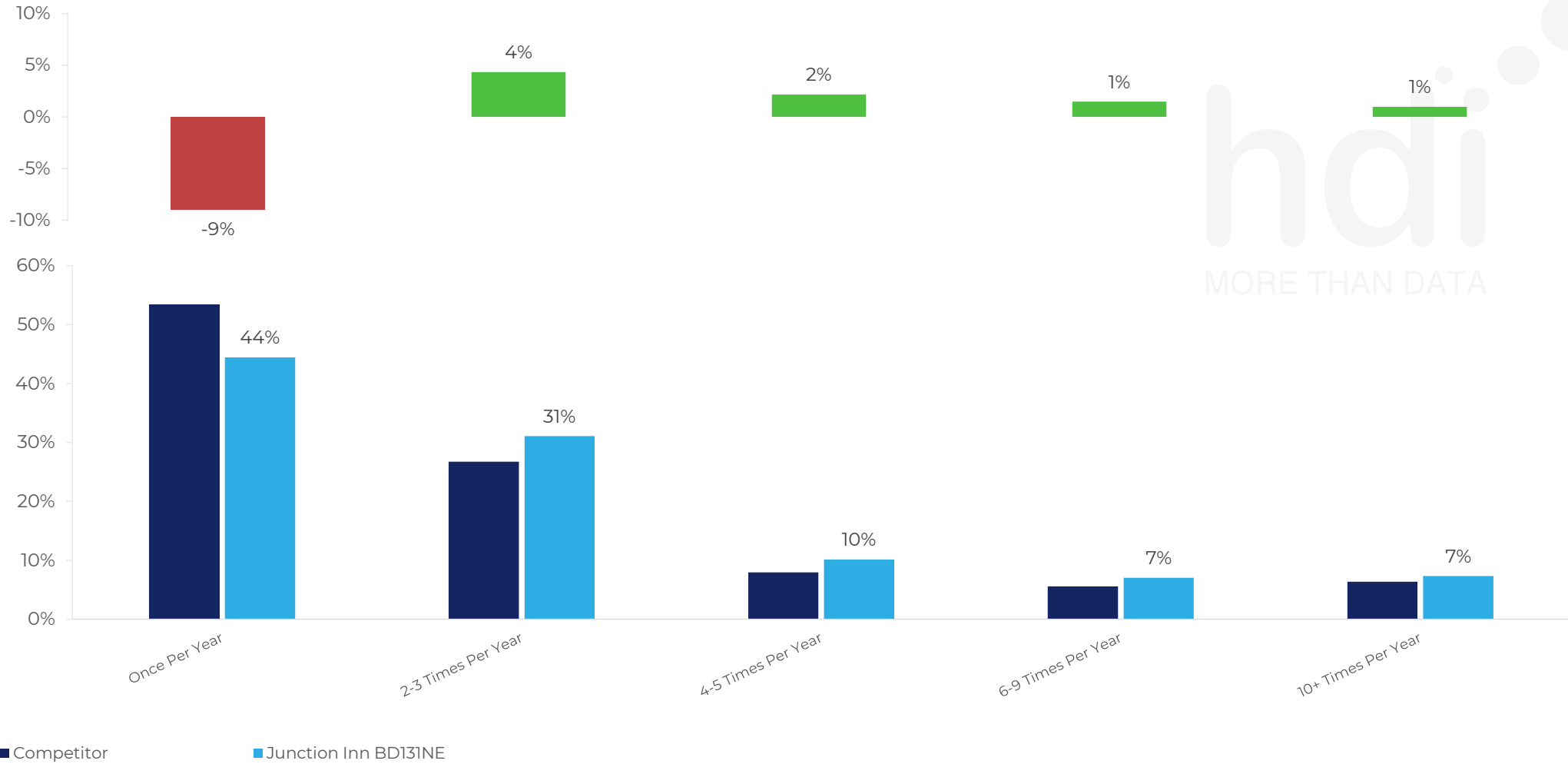




Visit Frequency

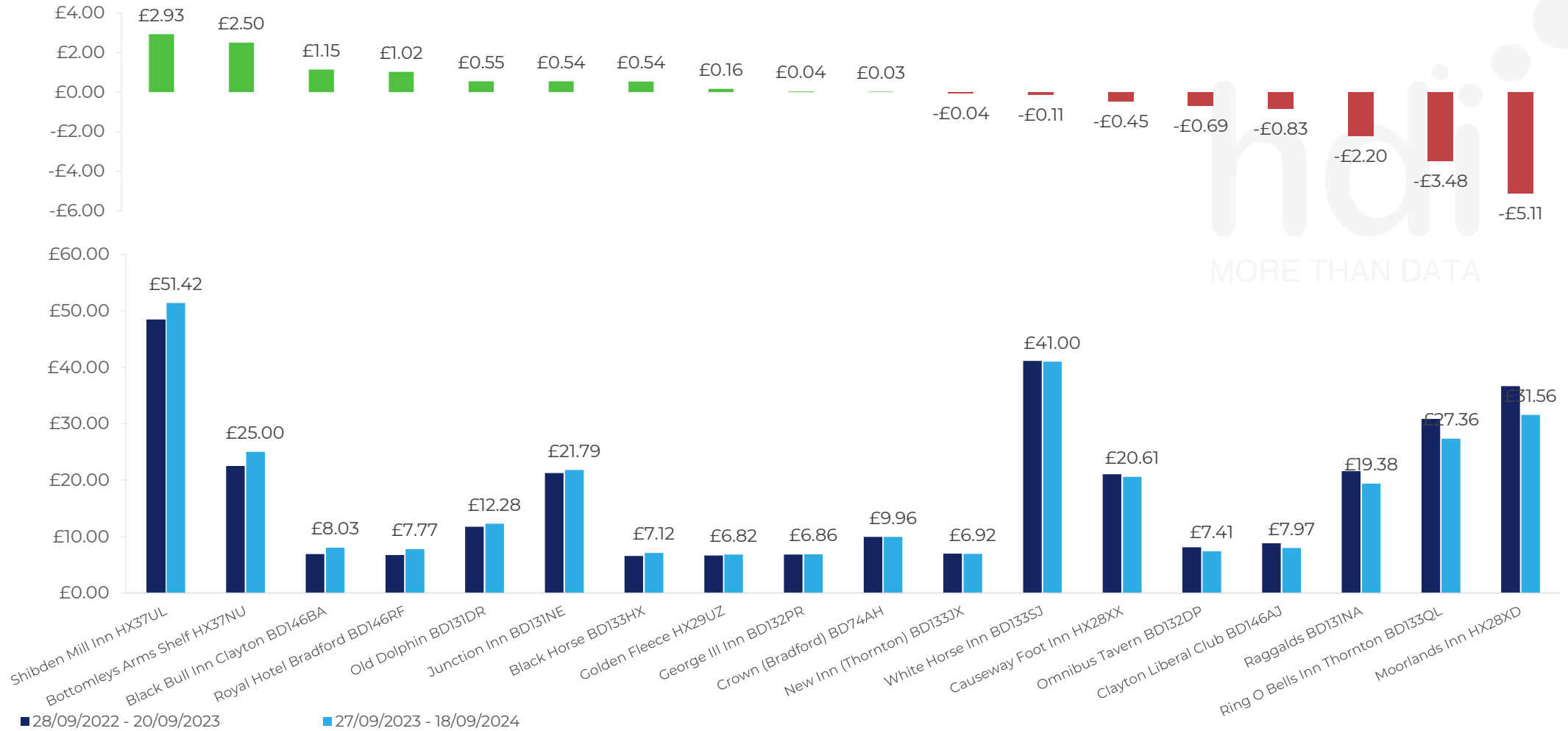
How frequently per year do customers visit Junction Inn BD131NE versus its competitors?

% of customer numbers for Junction Inn BD131NE and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

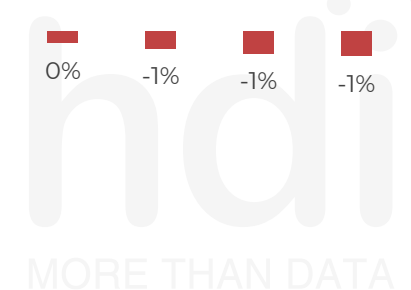
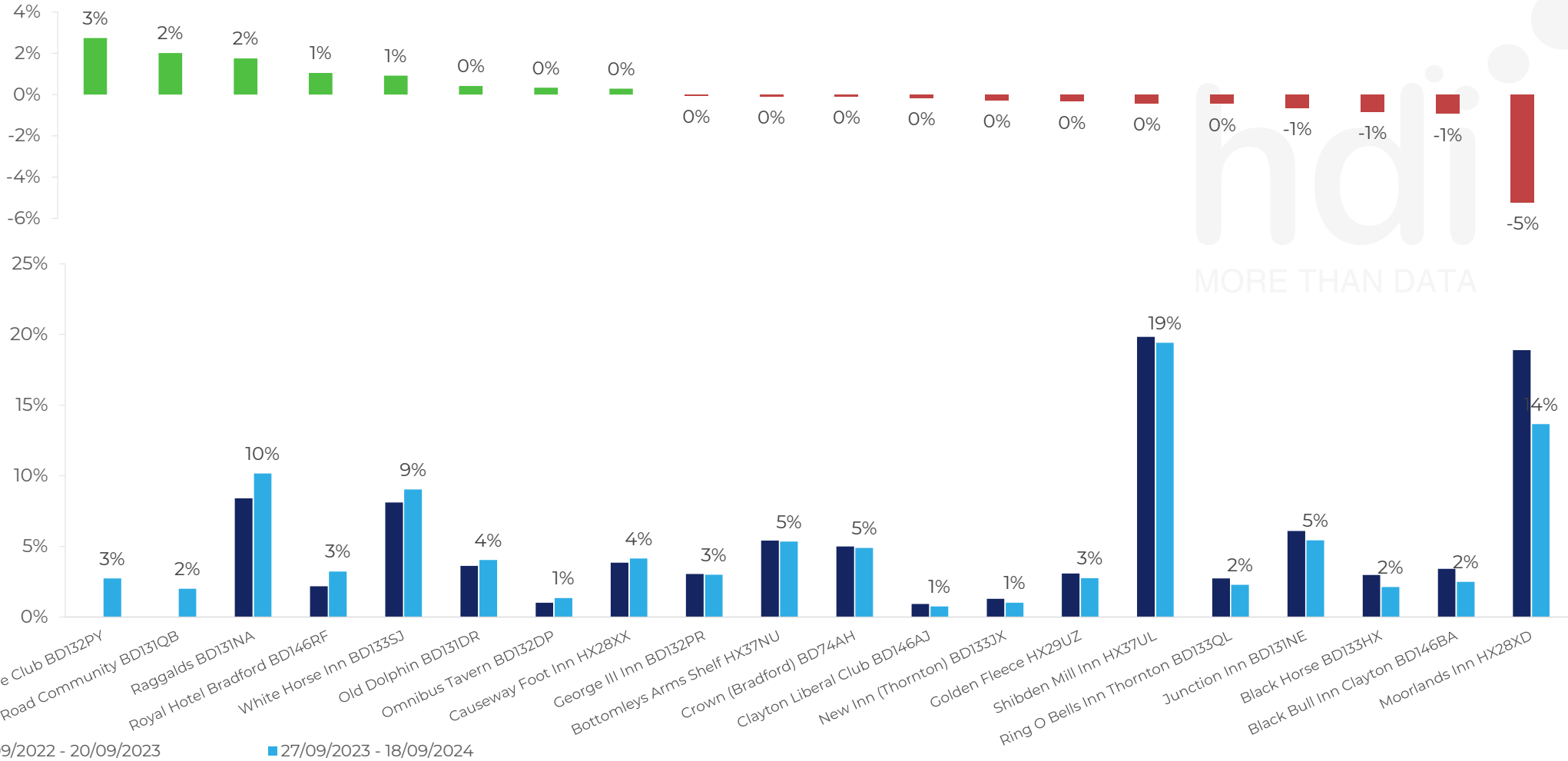




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Junction Inn BD131NE and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024

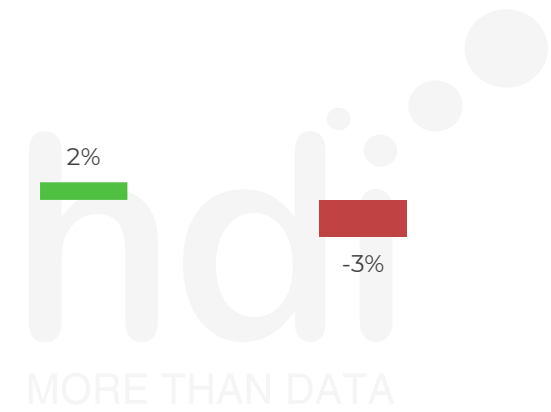
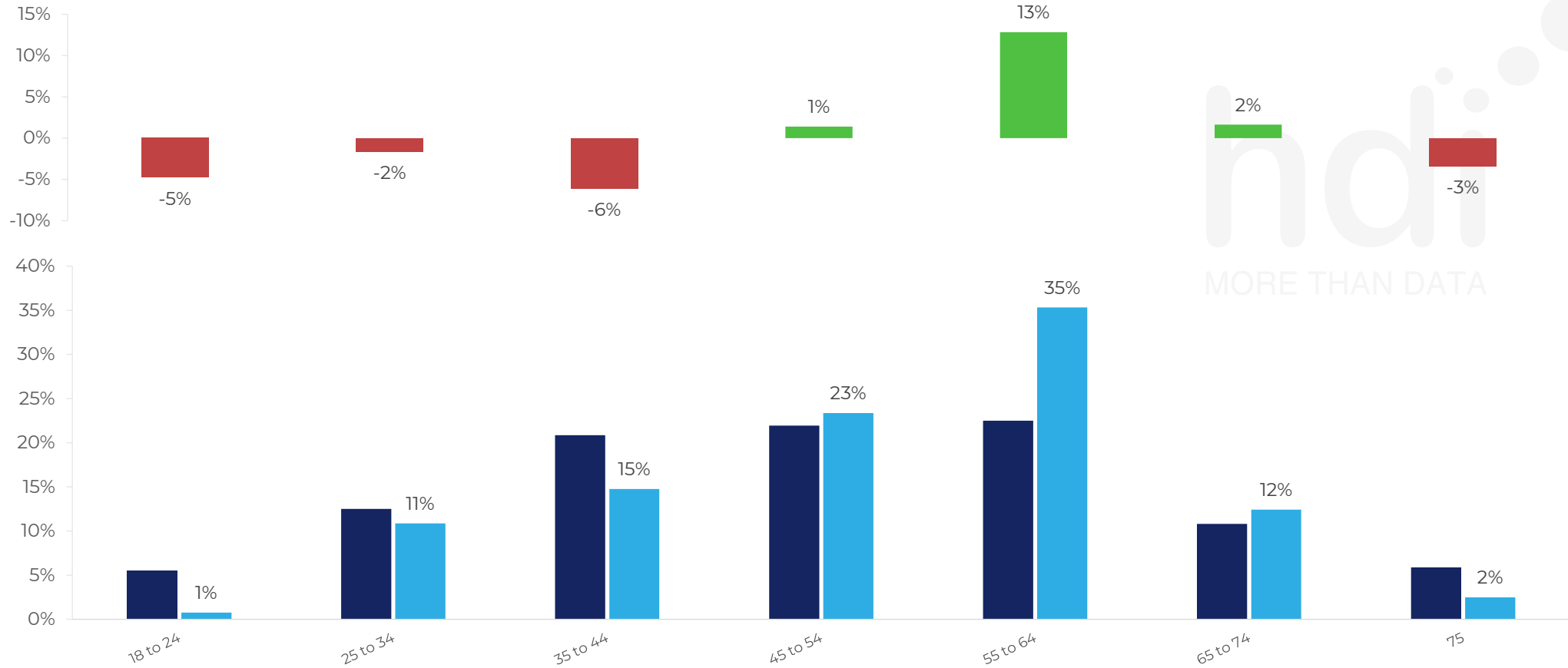




Age

How does the age profile of customers who visit Junction Inn BD131NE compare versus its competitors?

% of spend for Junction Inn BD131NE and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Age Range



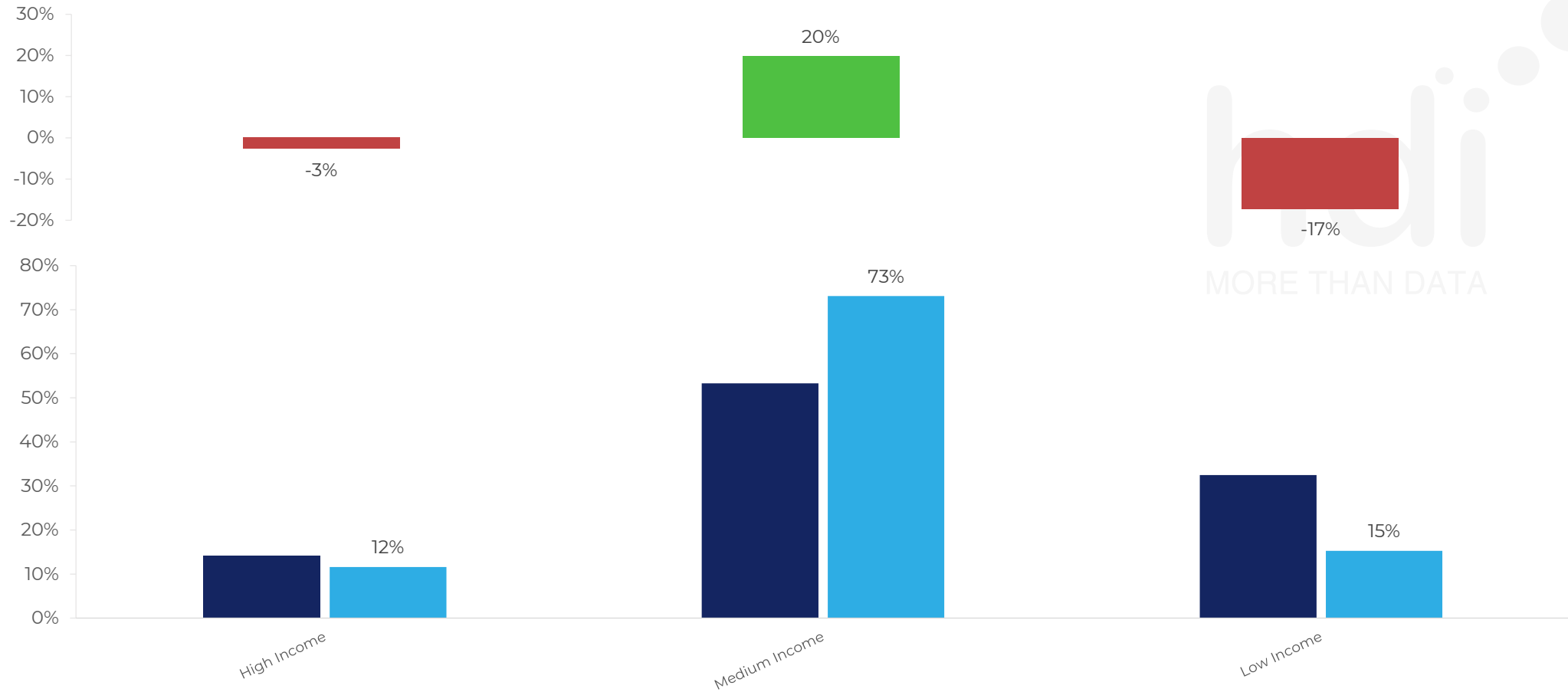
■ Competitor

■ Junction Inn BD131NE

Affluence

How does the affluence of customers who visit Junction Inn BD131NE compare versus its competitors?

% of spend for Junction Inn BD131NE and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Affluence



■ Competitor

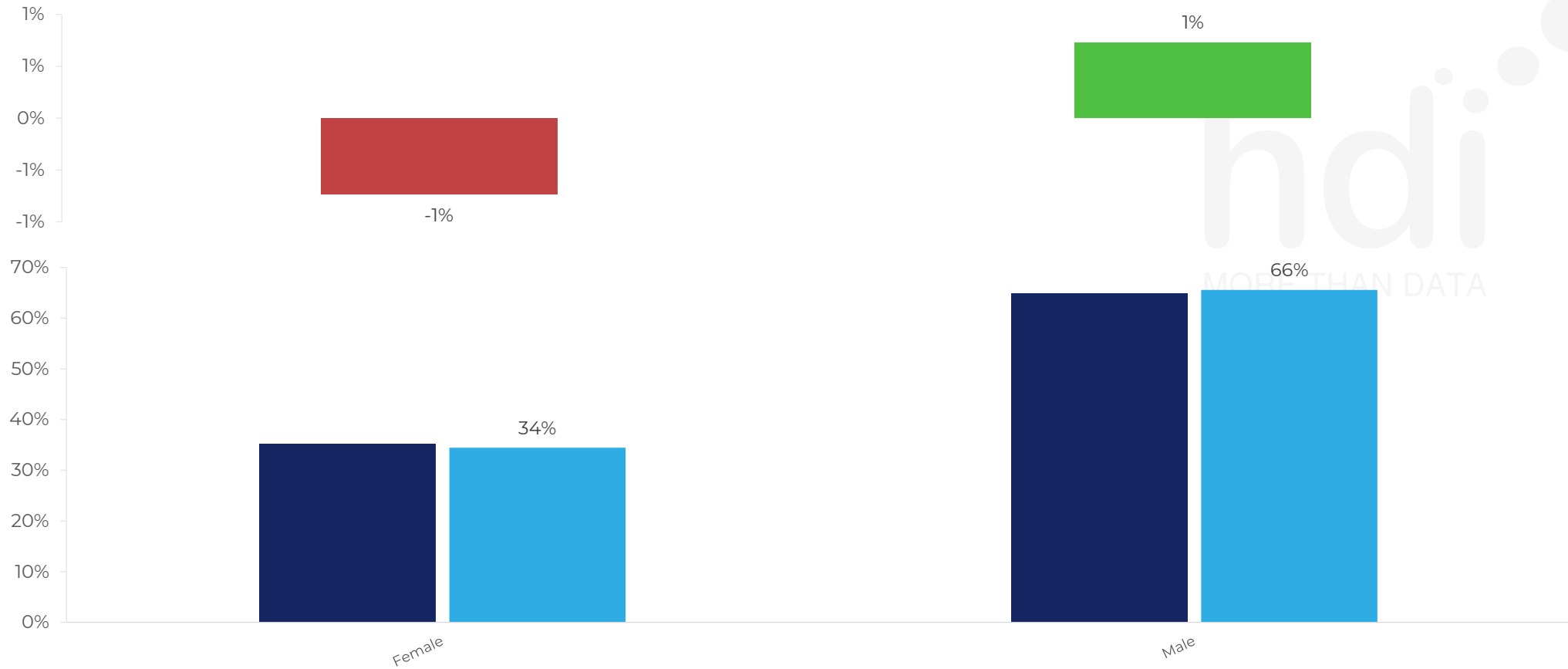
■ Junction Inn BD131NE



Gender

How does the gender profile of customers who visit Junction Inn BD131NE compare versus its competitors?

% of spend for Junction Inn BD131NE and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Gender



■ Competitor

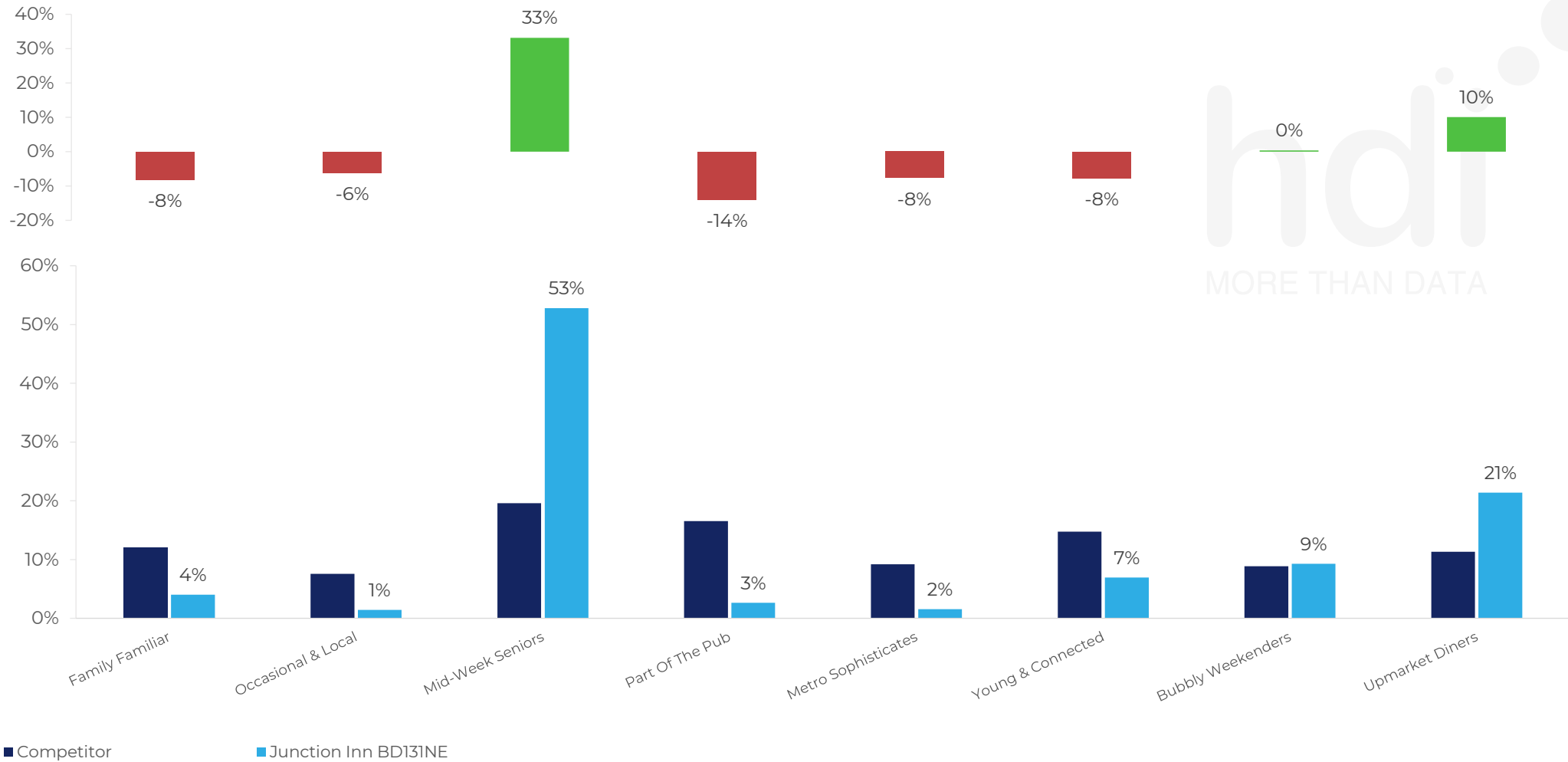
■ Junction Inn BD131NE



Punch Segmentation

How does the Custom segmentation profile of customers who visit Junction Inn BD131NE compare versus its competitors?

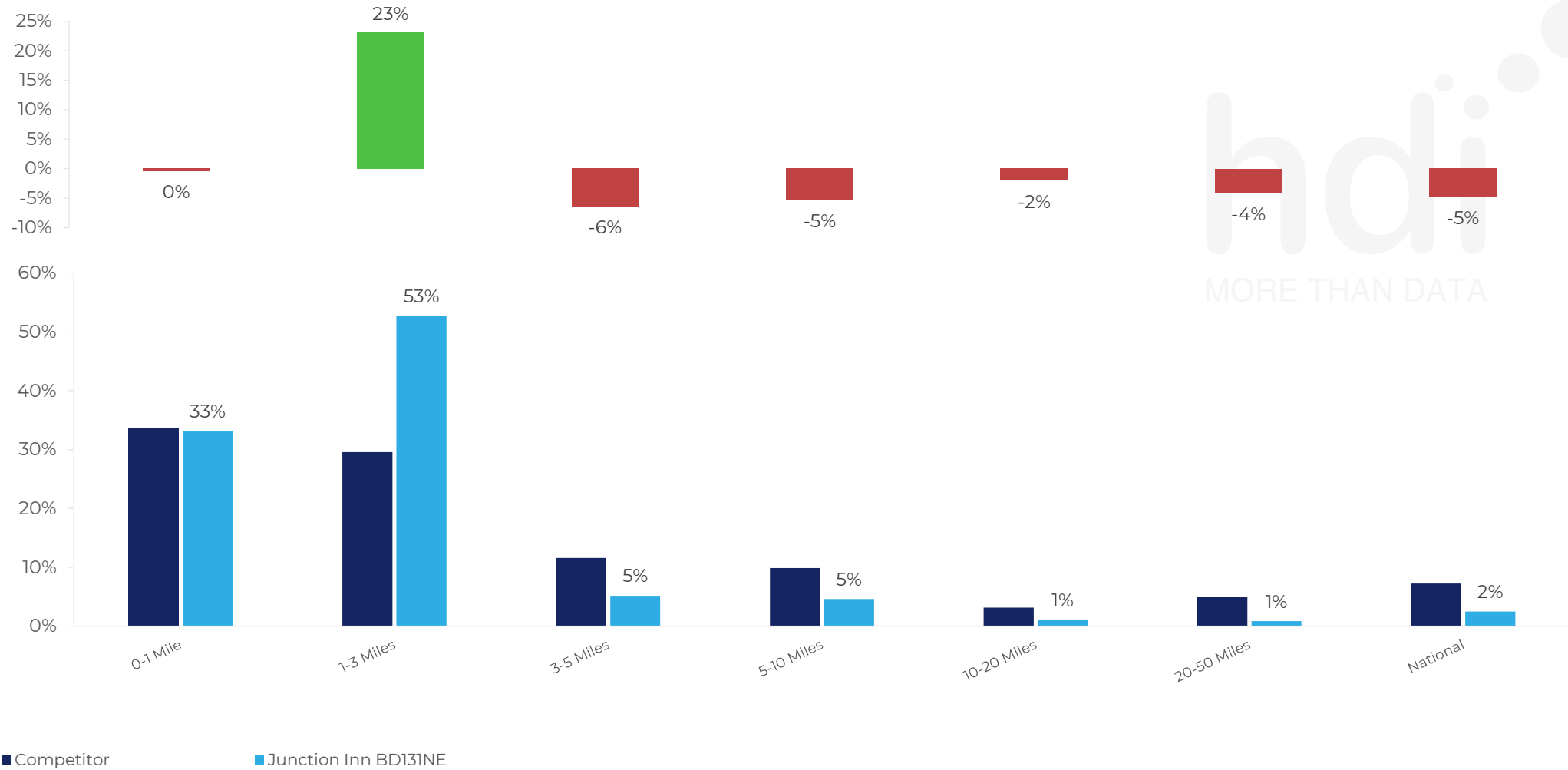
% of spend for Junction Inn BD131NE and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Segment



Spend by Distance

How does the spend profile of Junction Inn BD131NE compare versus its competitors based on travel distances?

% of spend for Junction Inn BD131NE and 97 Chains in 3 Miles from 27/09/2023 - 18/09/2024 split by Distance travelled

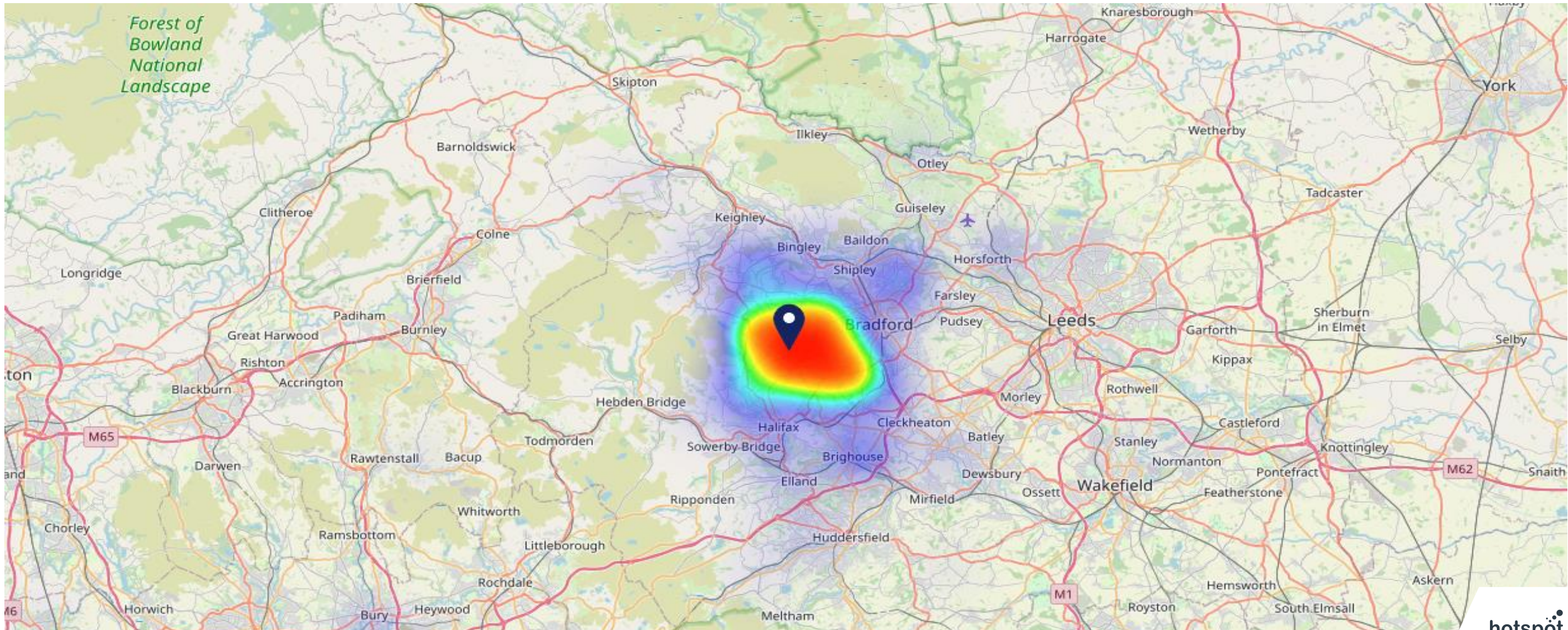




## Map of Guest Origin

Where do customers of Junction Inn BD131NE come from?

Where do customers of Junction Inn BD131NE for 27/09/2023 - 18/09/2024 live

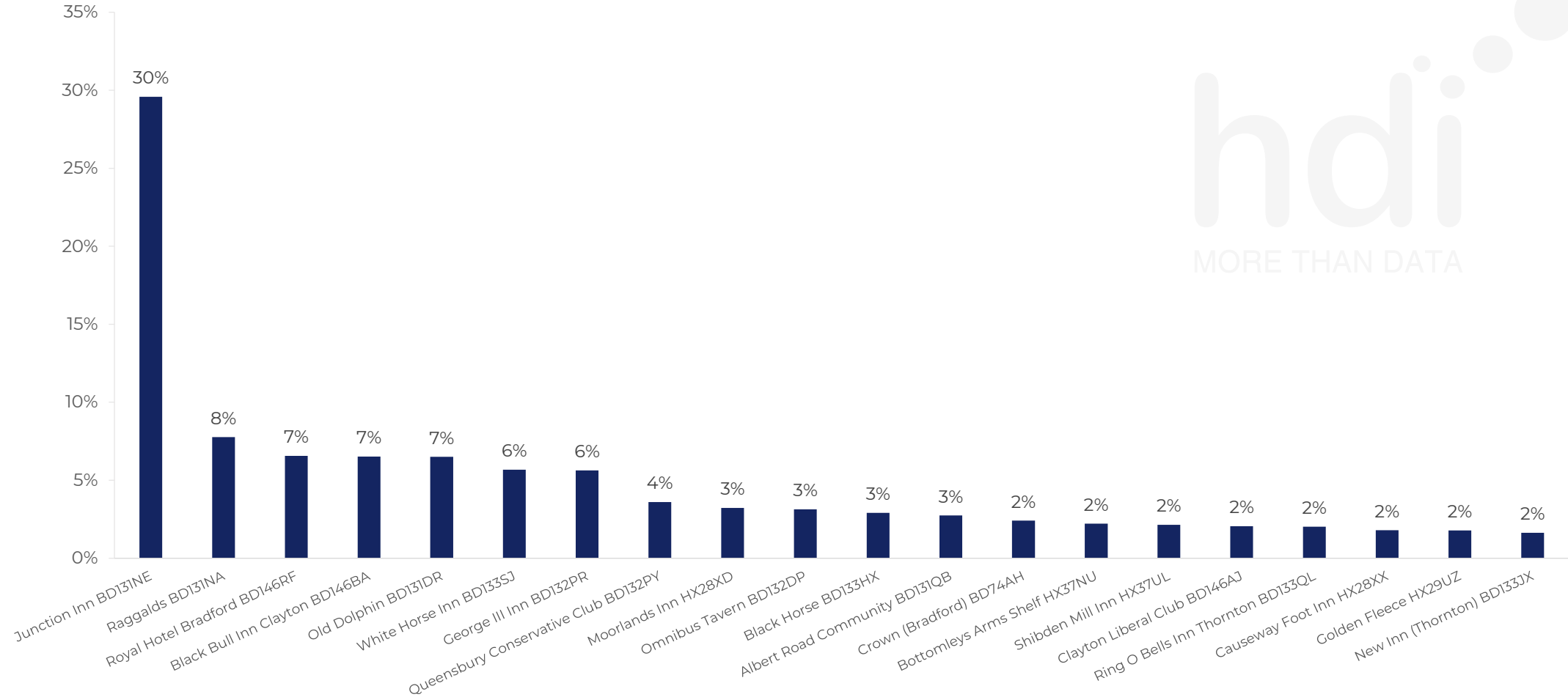




Share of Wallet

What are the Top 20 venues (by spend) that customers of Junction Inn BD131NE also visit?

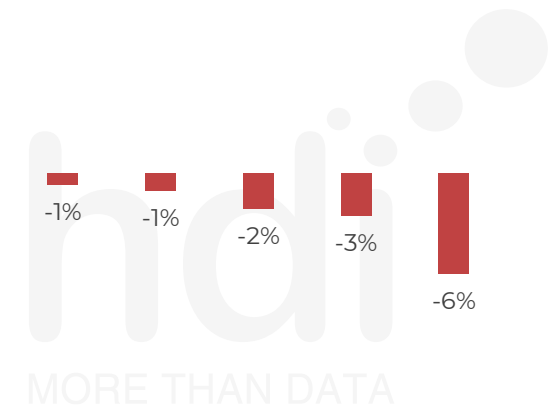
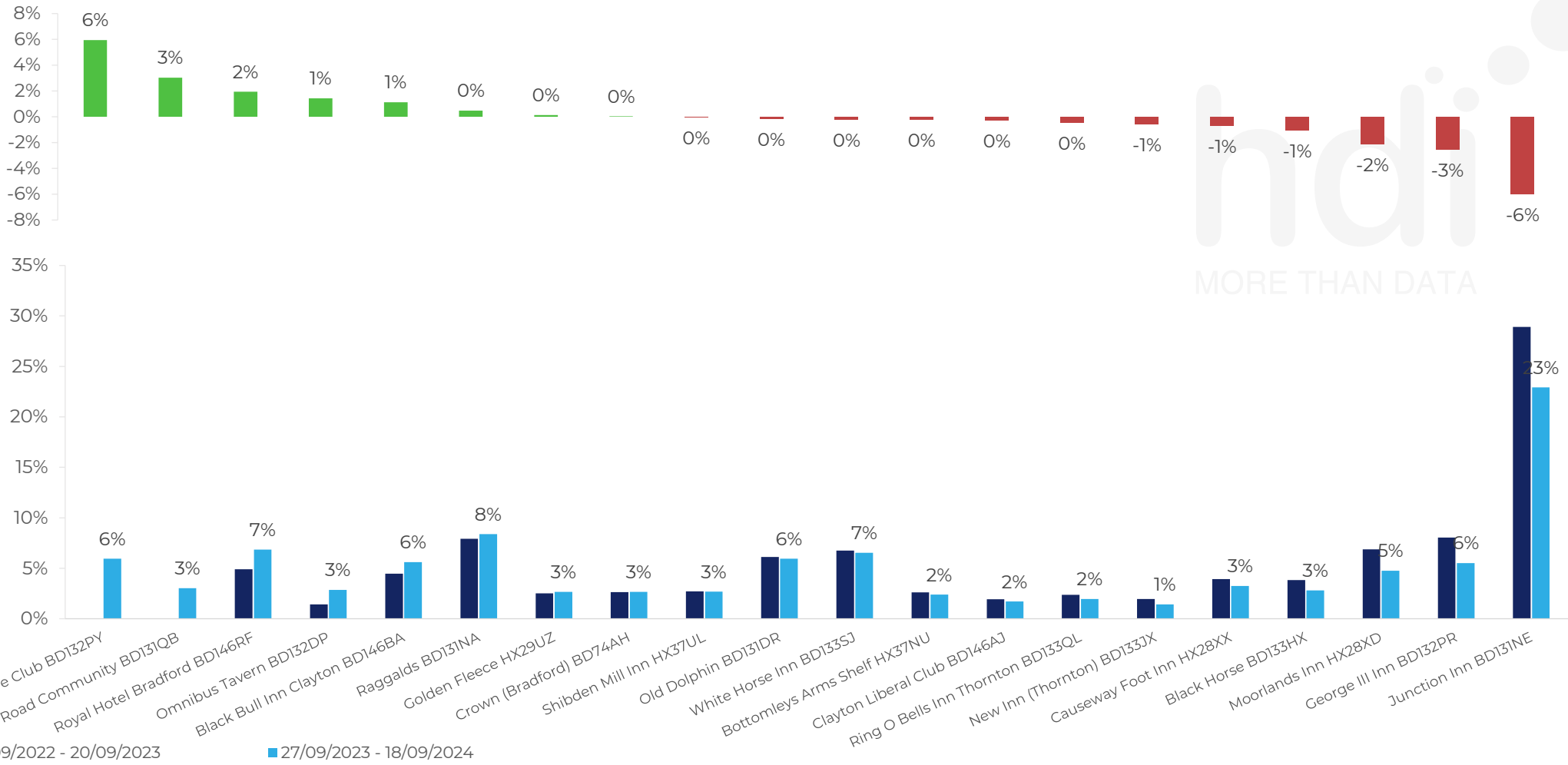
For customers of Junction Inn BD131NE, who are the top 20 competitors from 97 Chains in 3 Miles for 27/09/2023 - 18/09/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Junction Inn BD131NE changed between two date ranges?





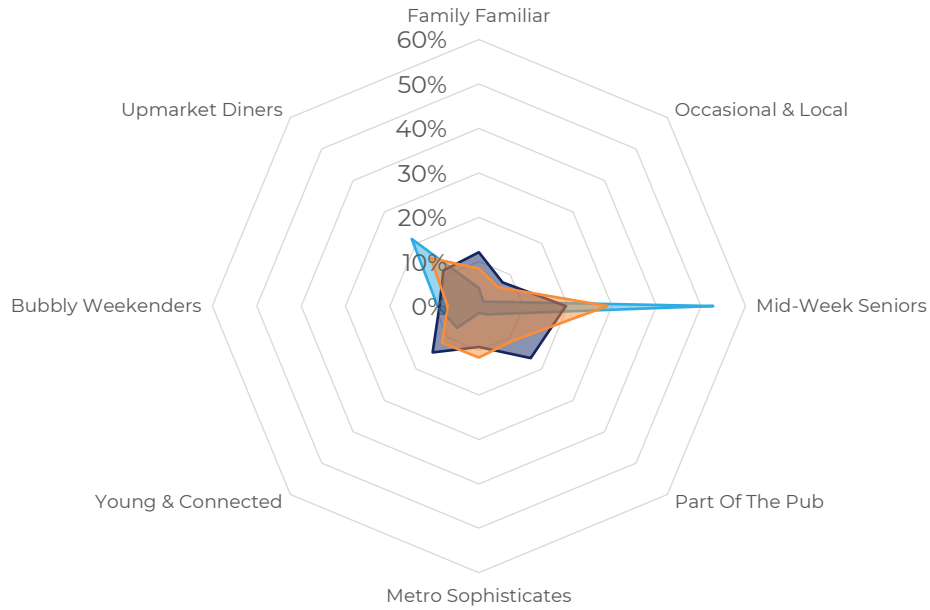
## Market Summary

How does the local area for Junction Inn BD131NE 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	£543K	4	£732K	3	£4.92M	3	£27.74M	3
Weekpart	Mon - Thu	33.8%	2	39.6%	5	35.4%	1	38.2%	1
Weekpart	Fri - Sat	43.1%	5	43.0%	5	47.2%	9	43.5%	7
Weekpart	Sun	23.1%	10	17.4%	8	17.4%	9	18.2%	10
Age	18 to 24	0.8%	1	4.4%	4	4.9%	4	5.8%	4
Age	25 to 34	10.8%	1	11.0%	1	15.2%	2	14.2%	1
Age	35 to 44	15.0%	1	14.8%	1	20.6%	3	23.3%	5
Age	45 to 54	23.0%	8	22.1%	7	23.3%	9	21.1%	7
Age	55 to 64	35.6%	10	33.7%	10	22.1%	10	20.8%	10
Age	65 to 74	12.4%	9	11.7%	9	10.2%	9	9.9%	9
Age	75+	2.5%	6	2.4%	6	3.7%	8	4.9%	9
CAMEO	Business Elite	0.5%	1	0.7%	1	1.7%	1	2.4%	1
CAMEO	Prosperous Professionals	2.8%	2	2.7%	2	2.2%	1	2.8%	1
CAMEO	Flourishing Society	8.3%	4	8.2%	3	7.5%	3	7.0%	2
CAMEO	Content Communities	4.4%	1	4.7%	1	6.6%	1	7.5%	1
CAMEO	White Collar Neighbourhoods	7.4%	2	7.6%	2	9.1%	3	11.3%	5
CAMEO	Enterprising Mainstream	45.0%	10	43.0%	10	18.3%	10	16.1%	10
CAMEO	Paying The Mortgage	16.7%	7	17.1%	7	23.3%	10	19.1%	9
CAMEO	Cash Conscious Communities	8.0%	5	8.2%	5	13.8%	9	13.9%	9
CAMEO	On A Budget	3.2%	2	3.6%	2	11.9%	9	12.1%	10
CAMEO	Family Value	3.6%	6	4.3%	7	5.5%	7	7.8%	8
Affluence	AB	11.6%	2	11.6%	2	11.4%	2	12.2%	1
Affluence	C1C2	73.6%	10	72.3%	10	57.4%	9	54.0%	8
Affluence	DE	14.9%	4	16.1%	4	31.2%	9	33.8%	9



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
Junction Inn	141	4.02%	1.42%	52.76%	2.63%	1.56%	6.93%	9.26%	21.38%
Local Catchment	2546	12.13%	7.55%	19.58%	16.55%	9.20%	14.73%	8.88%	11.34%
Punch T&L	102580	8.41%	6.02%	28.95%	10.93%	11.57%	11.67%	7.09%	15.32%
Junction Inn vs Local Catchment		-8.11%	-6.13%	33.18%	-13.92%	-7.64%	-7.80%	0.38%	10.04%
Junction Inn vs Punch T&L		-4.39%	-4.60%	23.81%	-8.30%	-10.01%	-4.74%	2.17%	6.06%
Local Catchment vs Punch T&L		3.72%	1.53%	-9.37%	5.62%	-2.37%	3.06%	1.79%	-3.98%

■ Junction Inn

■ Local Catchment

■ Punch T&L