

Site Summary



Castle Inn YO83SH

YO83SH

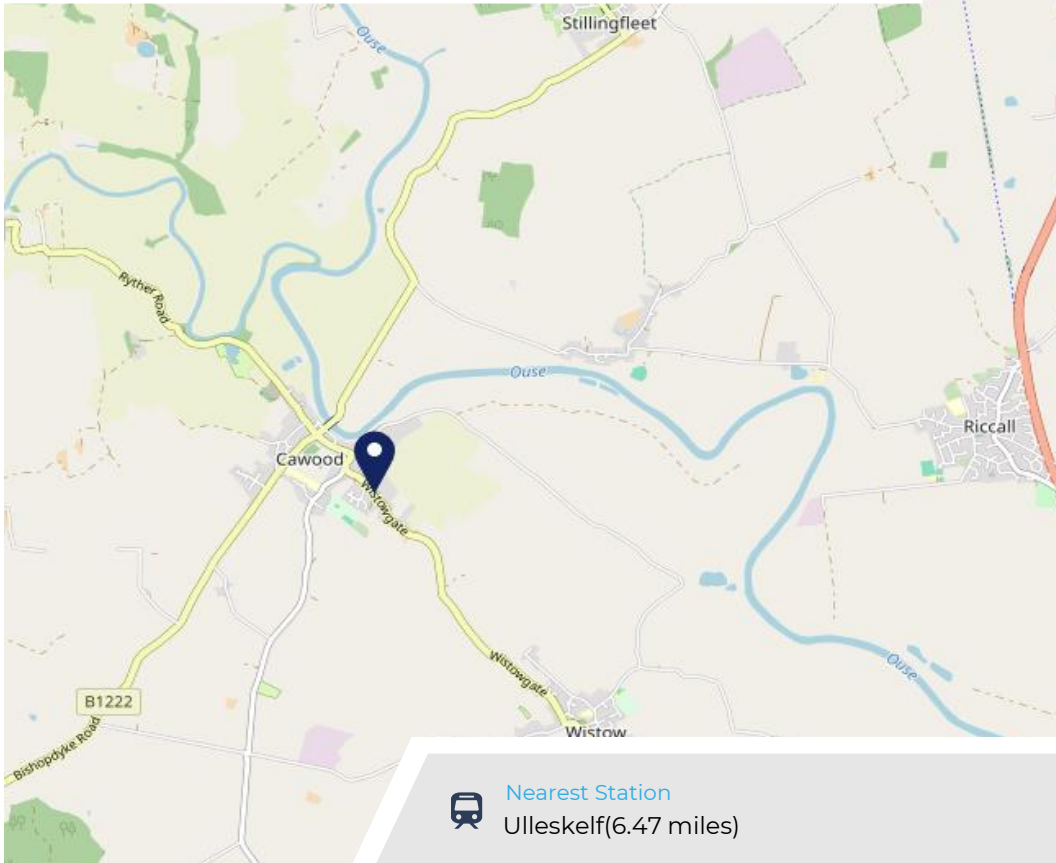
Punch T&L

Work Area
York

Region
Yorkshire and The Humber

TV Region
Yorkshire

Urbanicity
Rural town and fringe



Nearest Station
Ulleskelf(6.47 miles)



ATV
£22.89



Gender
71.69%
Male



Affluence
57.28%
Middle Income



Segmentation
18.37%
Flourishing Society



Age Group
31.47%
45 to 54



Visit Day
33.27%
Sat

Top Competitors



Black Swan
YO83UU
 Punch T&L

#1



Cawood Park
YO83TT
 Pub / Bar

#2



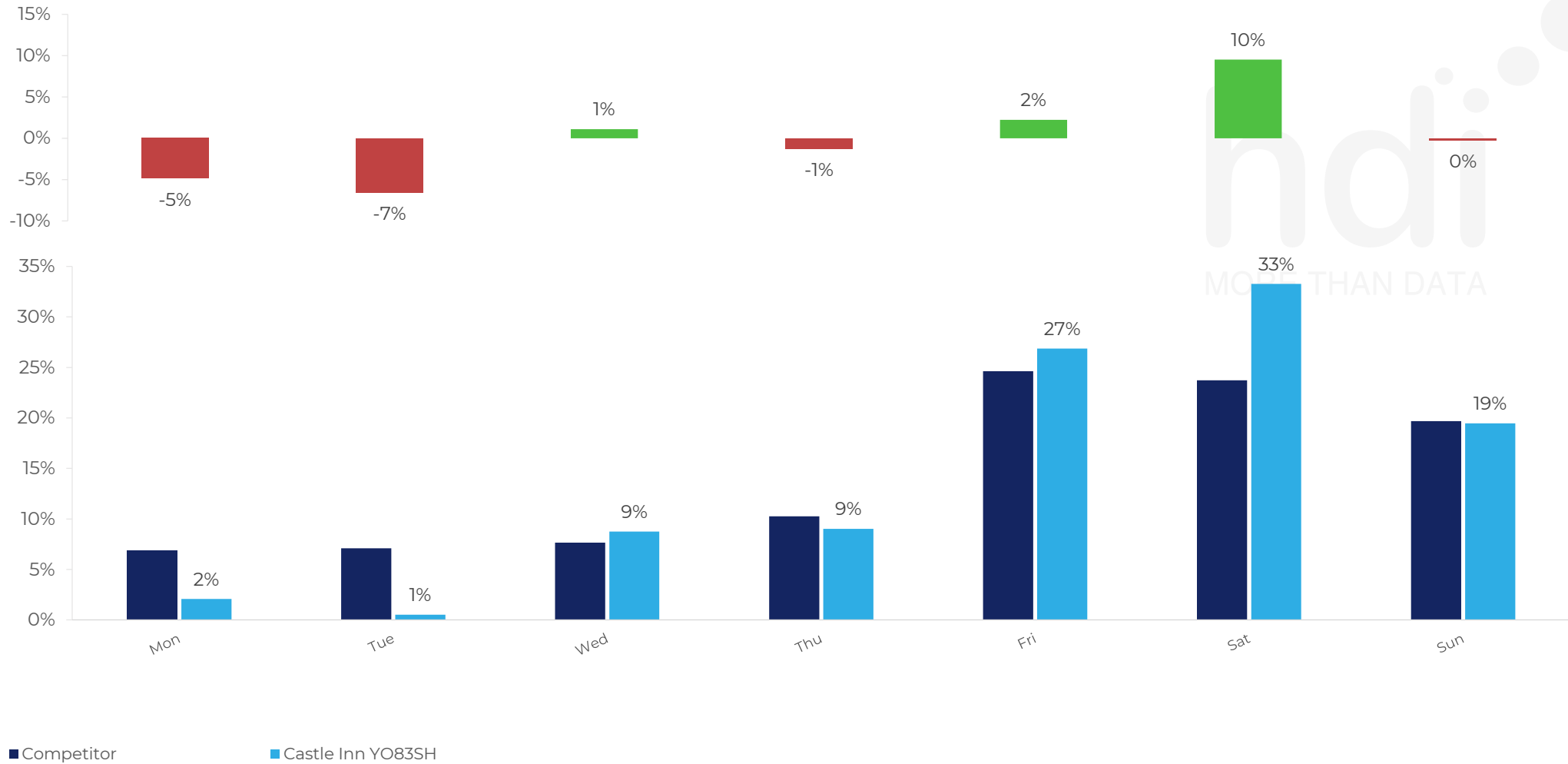
Jolly Sailor Inn
YO83SR
 Pub / Bar

#3

Spend by Weekpart

How is customer spend distributed throughout the week for Castle Inn YO83SH versus its competitors?

% of spend for Castle Inn YO83SH and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Day of Week

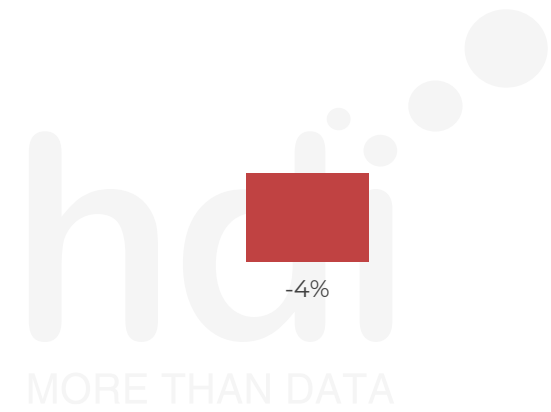
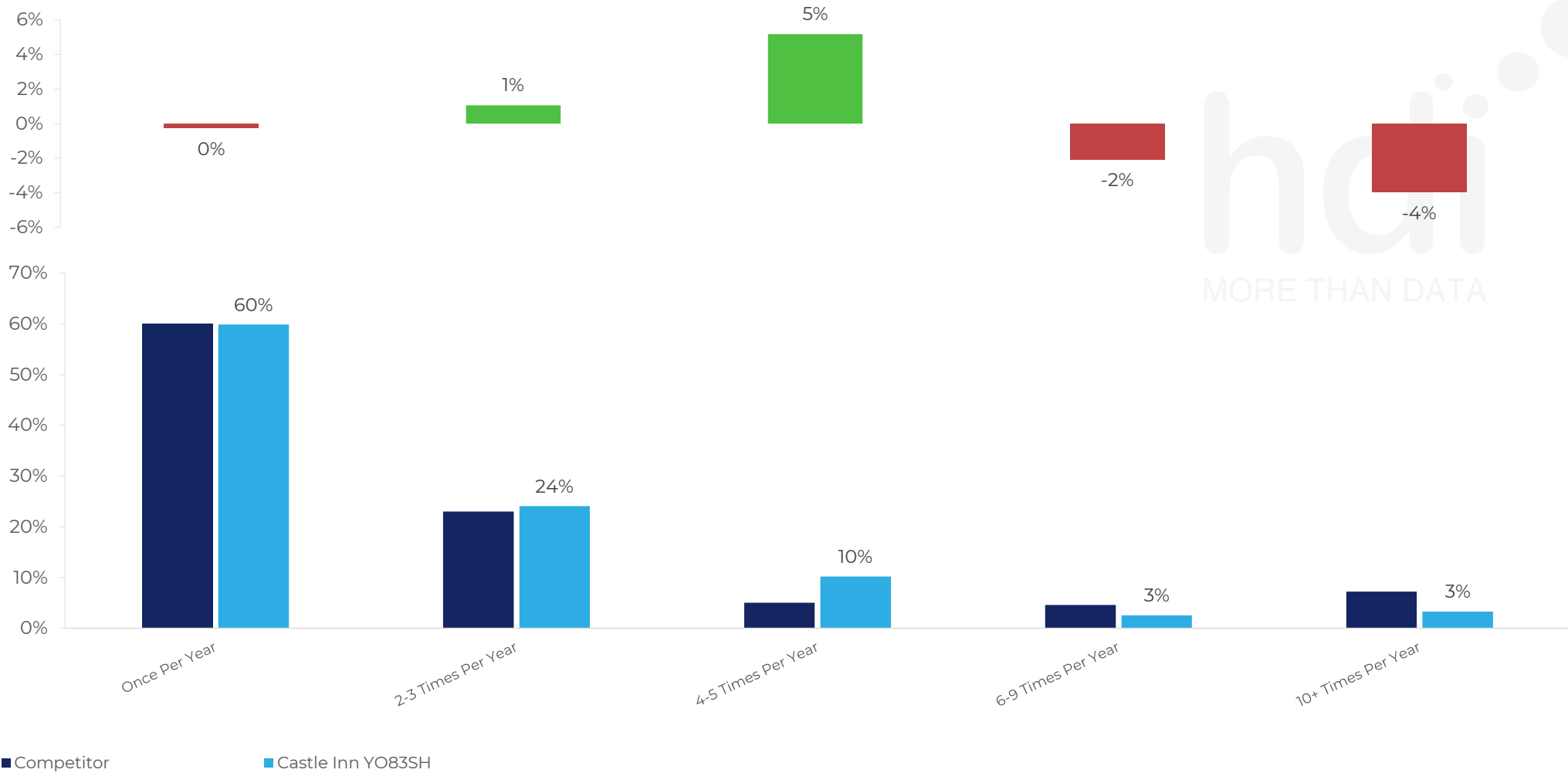




Visit Frequency

How frequently per year do customers visit Castle Inn YO83SH versus its competitors?

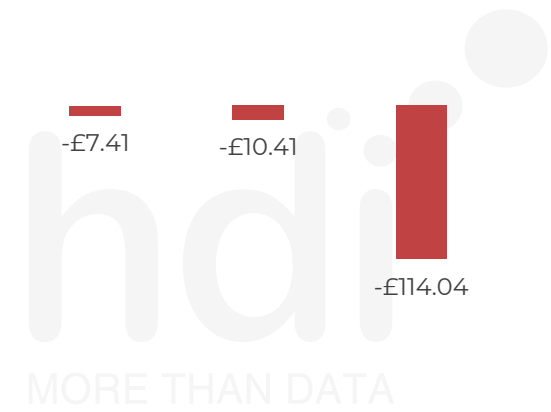
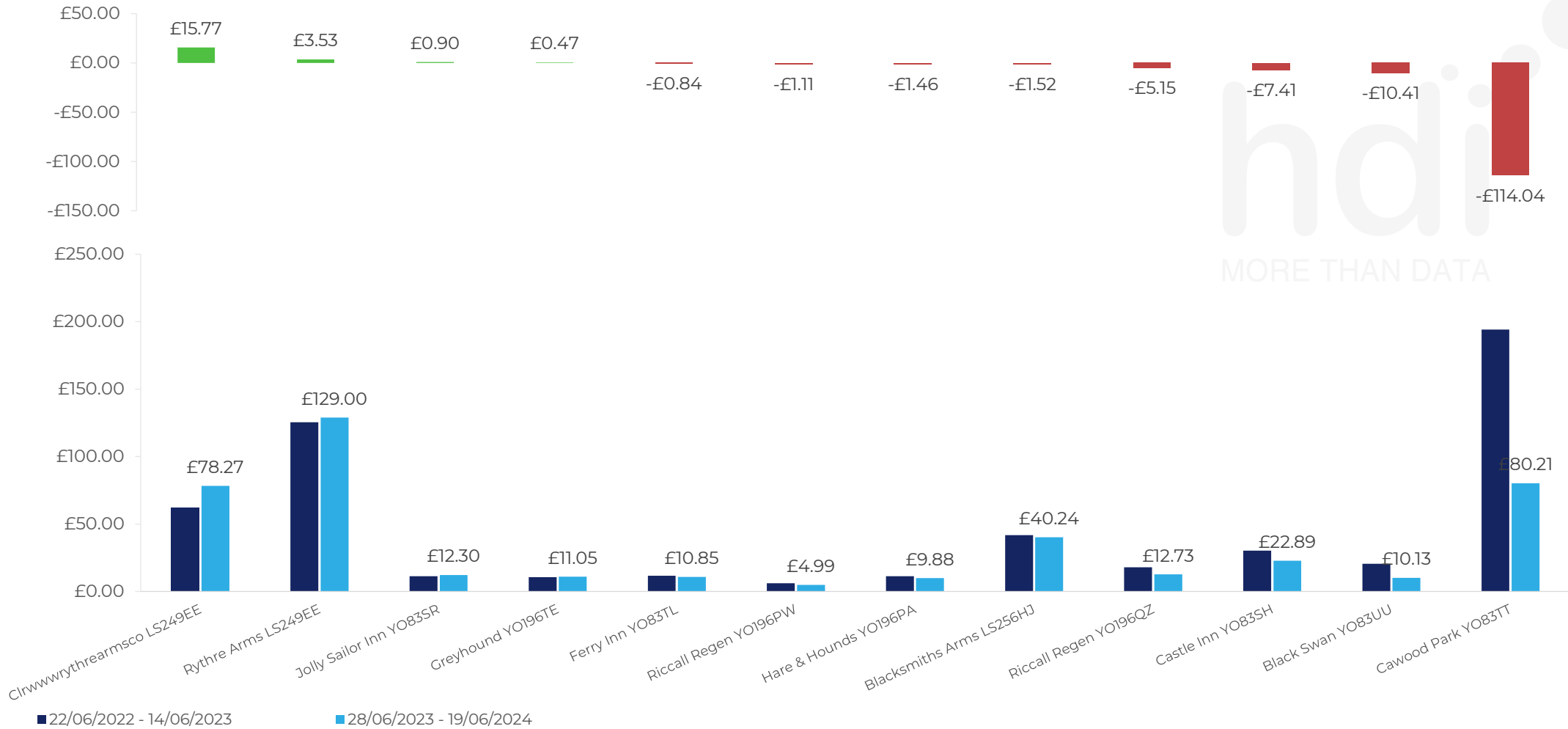
% of customer numbers for Castle Inn YO83SH and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 and the number of visits made Per Annum





ATV Change

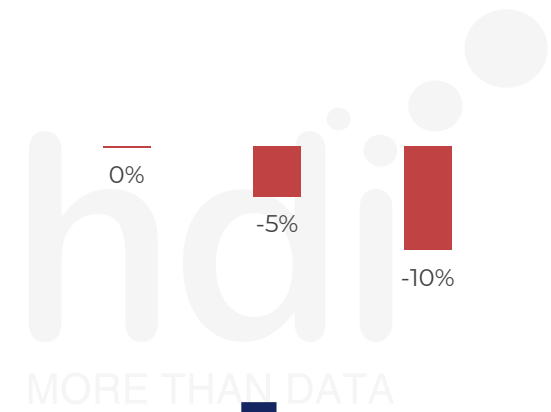
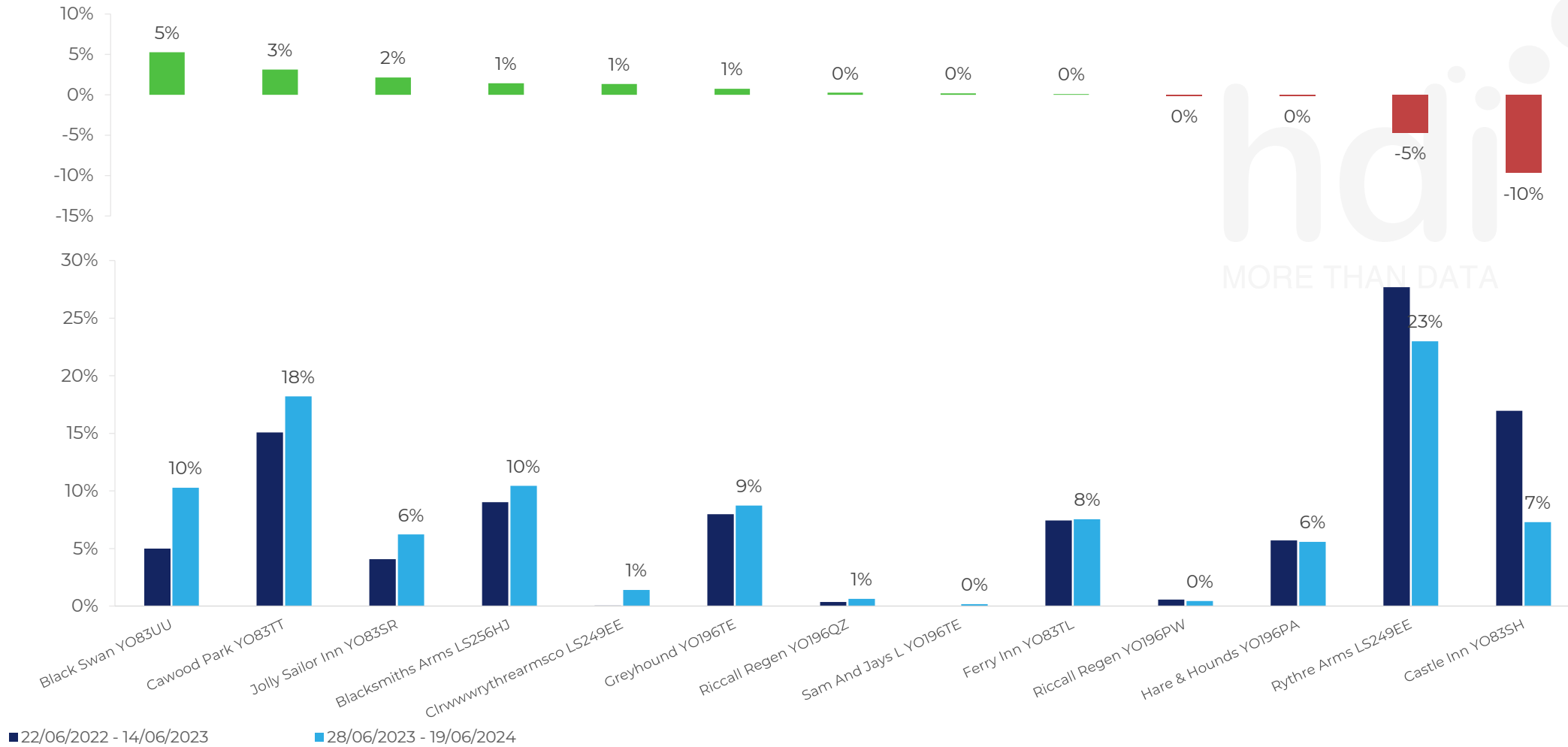
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

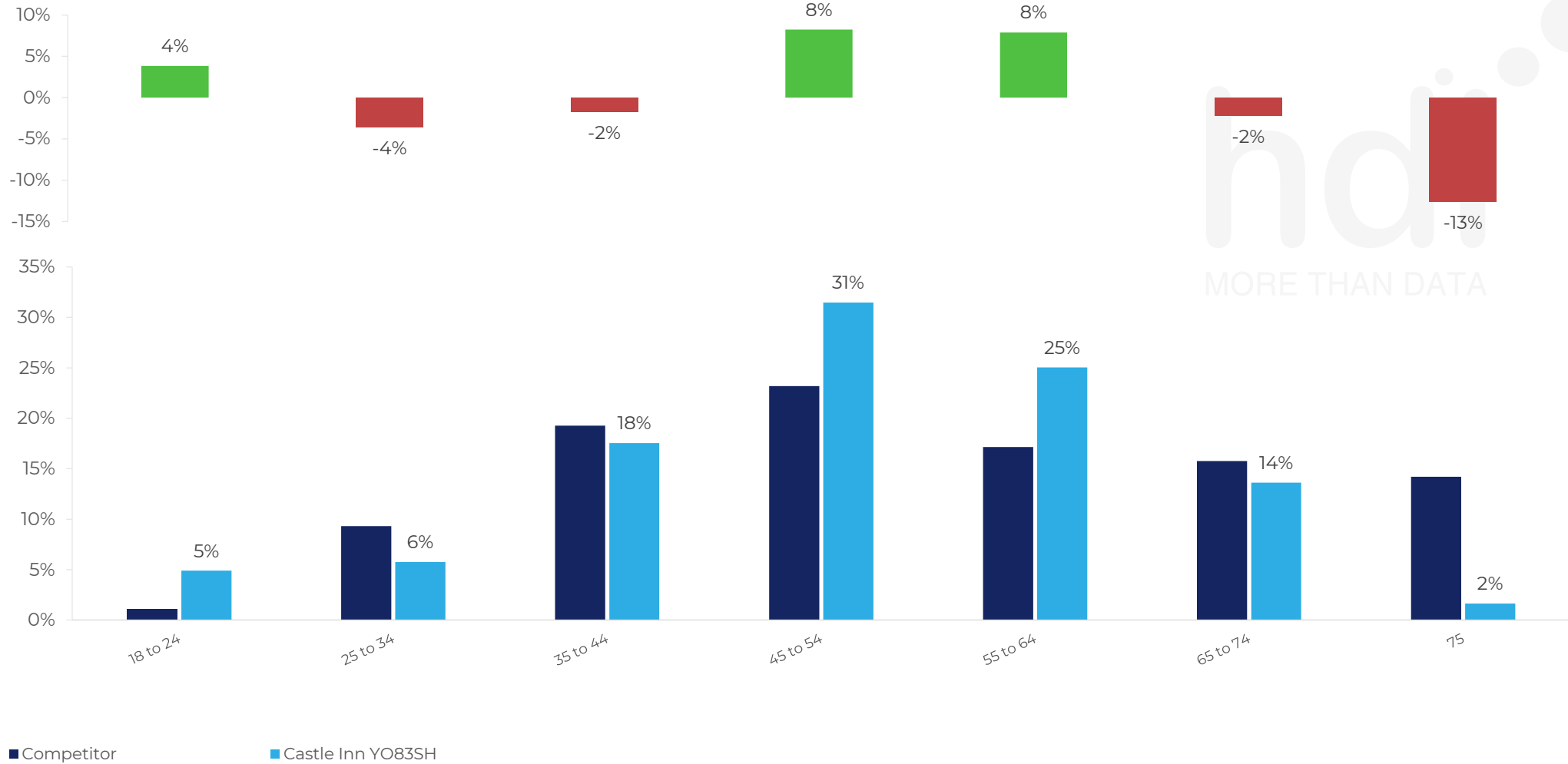
% of market share spend for Castle Inn YO83SH and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024



Age

How does the age profile of customers who visit Castle Inn YO83SH compare versus its competitors?

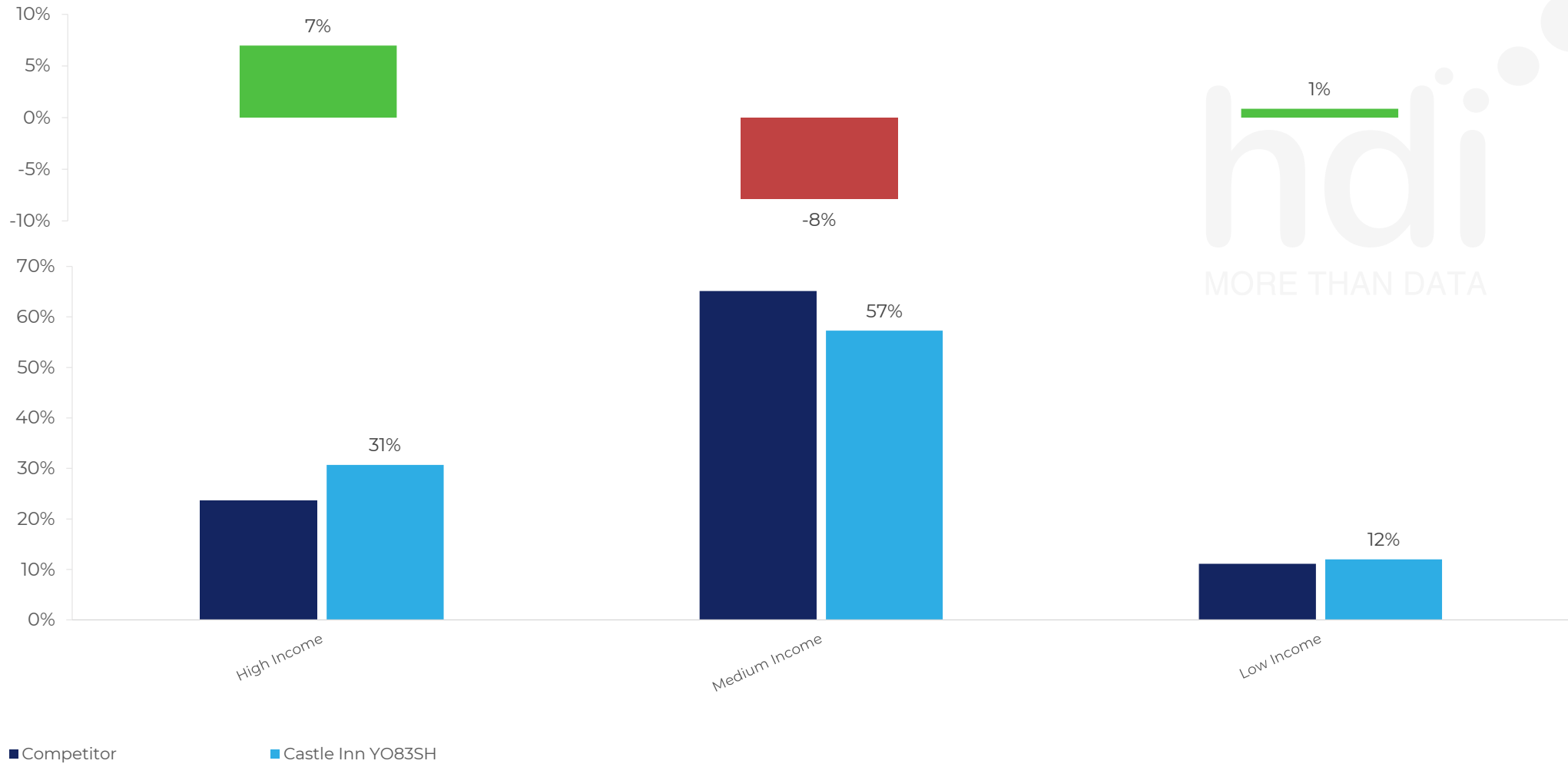
% of spend for Castle Inn YO83SH and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Age Range



Affluence

How does the affluence of customers who visit Castle Inn YO83SH compare versus its competitors?

% of spend for Castle Inn YO83SH and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Affluence

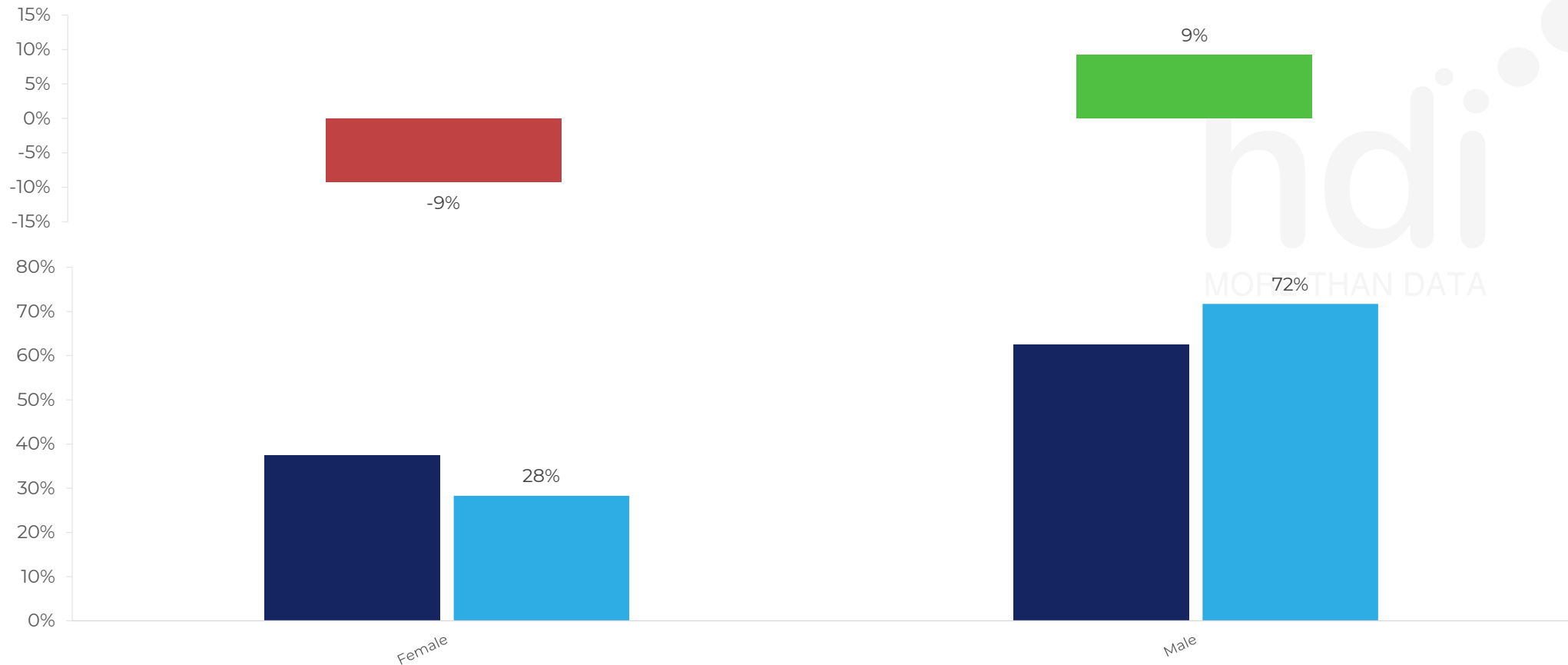




Gender

How does the gender profile of customers who visit Castle Inn YO83SH compare versus its competitors?

% of spend for Castle Inn YO83SH and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Gender



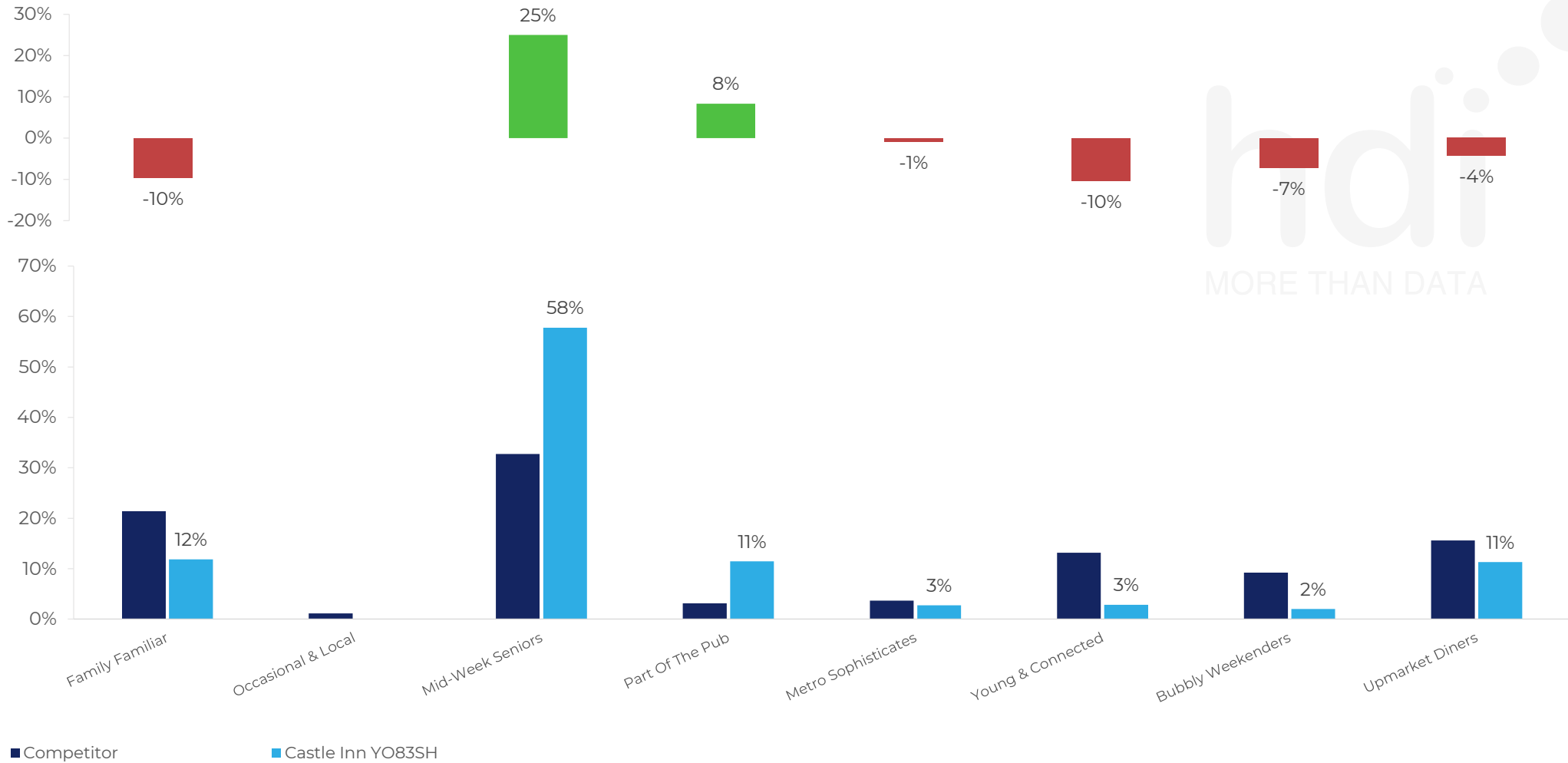
■ Competitor

■ Castle Inn YO83SH

Punch Segmentation

How does the Custom segmentation profile of customers who visit Castle Inn YO83SH compare versus its competitors?

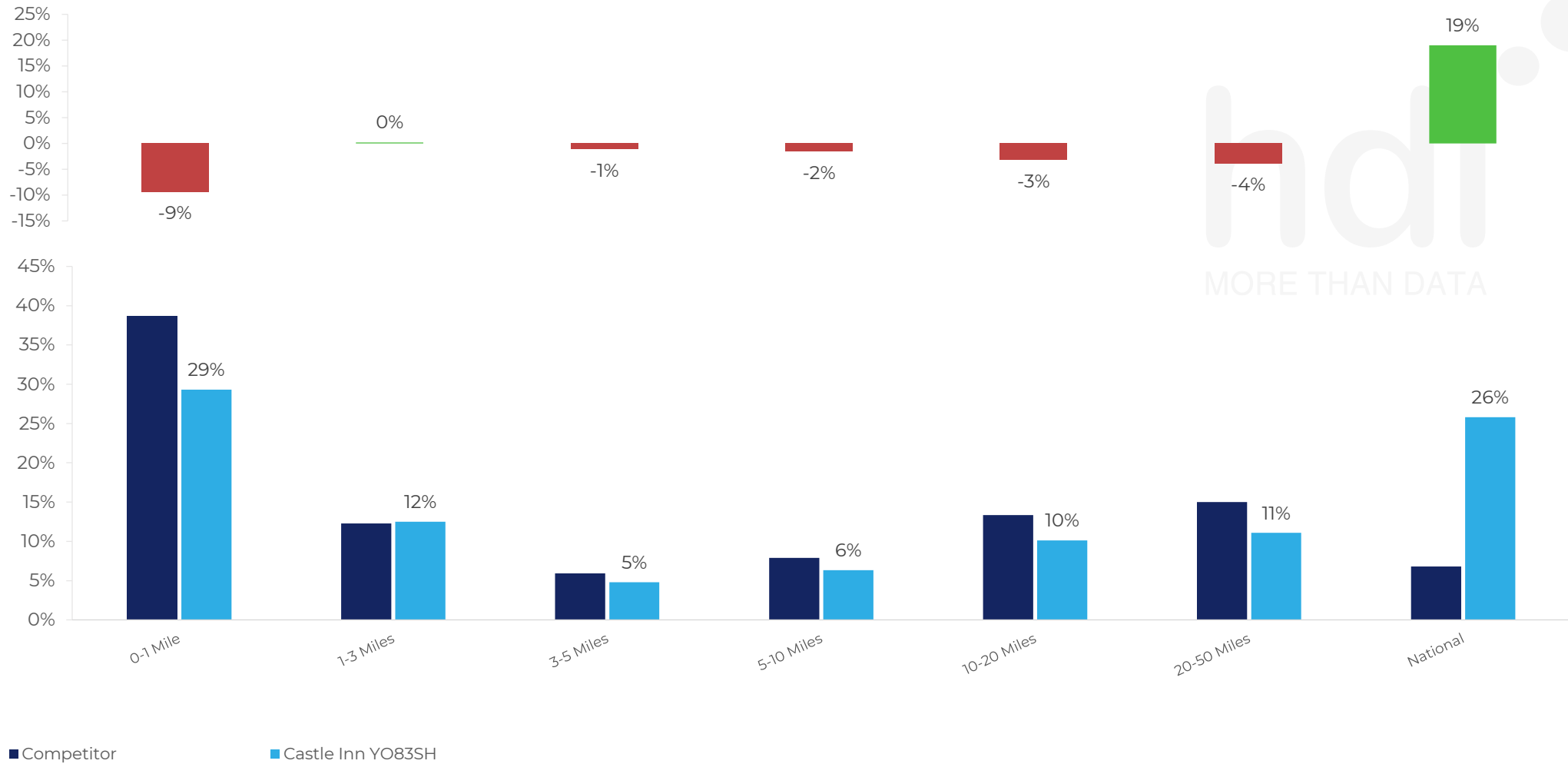
% of spend for Castle Inn YO83SH and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Segment



Spend by Distance

How does the spend profile of Castle Inn YO83SH compare versus its competitors based on travel distances?

% of spend for Castle Inn YO83SH and 97 Chains in 3 Miles from 28/06/2023 - 19/06/2024 split by Distance travelled

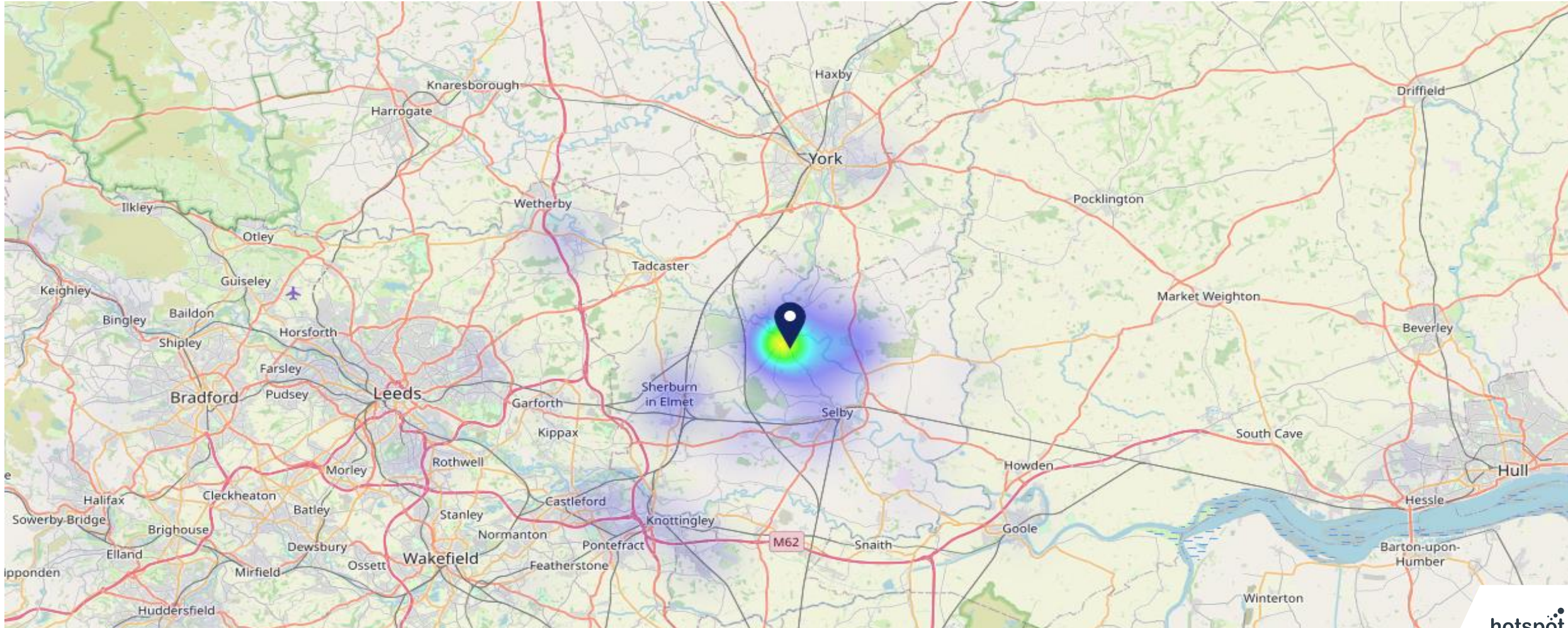




Map of Guest Origin

Where do customers of Castle Inn YO83SH come from?

Where do customers of Castle Inn YO83SH for 28/06/2023 - 19/06/2024 live

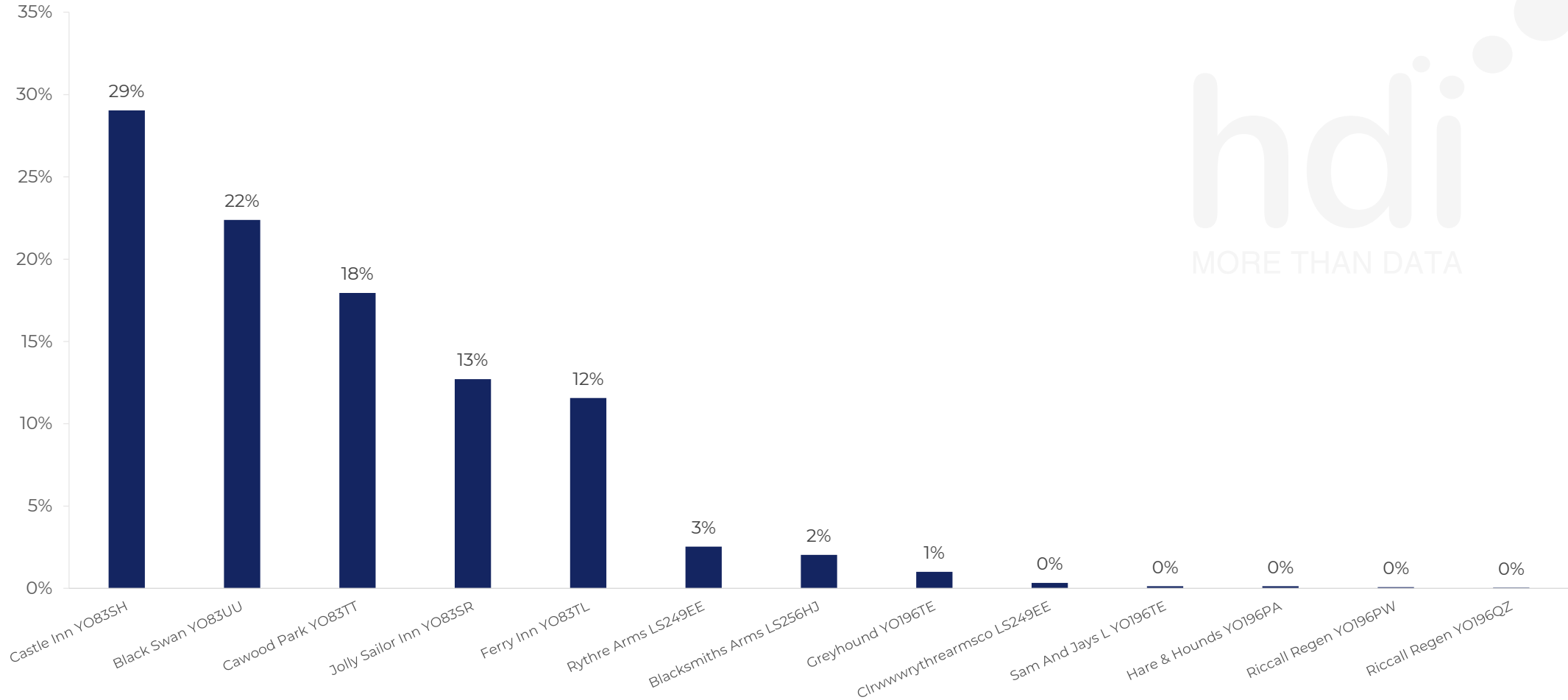




Share of Wallet

What are the Top 20 venues (by spend) that customers of Castle Inn YO83SH also visit?

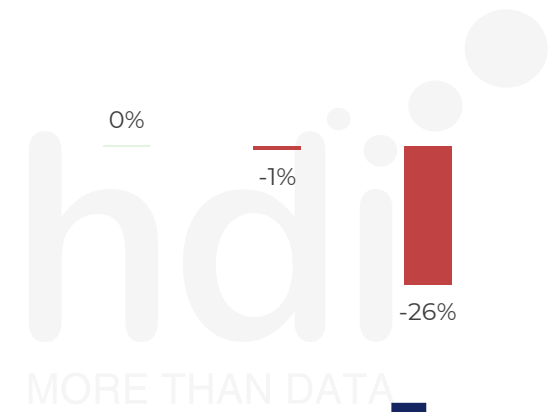
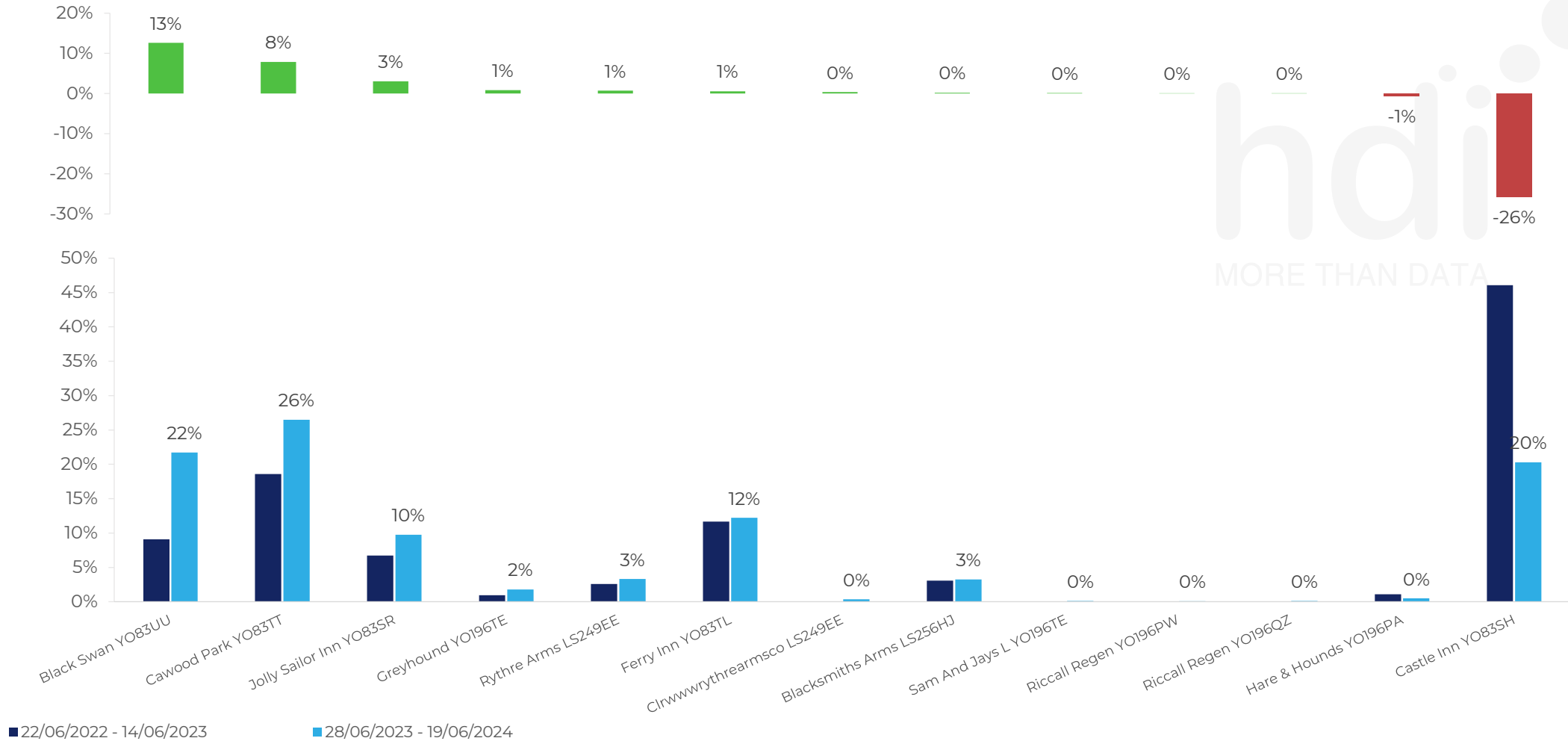
For customers of Castle Inn YO83SH, who are the top 20 competitors from 97 Chains in 3 Miles for 28/06/2023 - 19/06/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Castle Inn YO83SH changed between two date ranges?



■ 22/06/2022 - 14/06/2023

■ 28/06/2023 - 19/06/2024



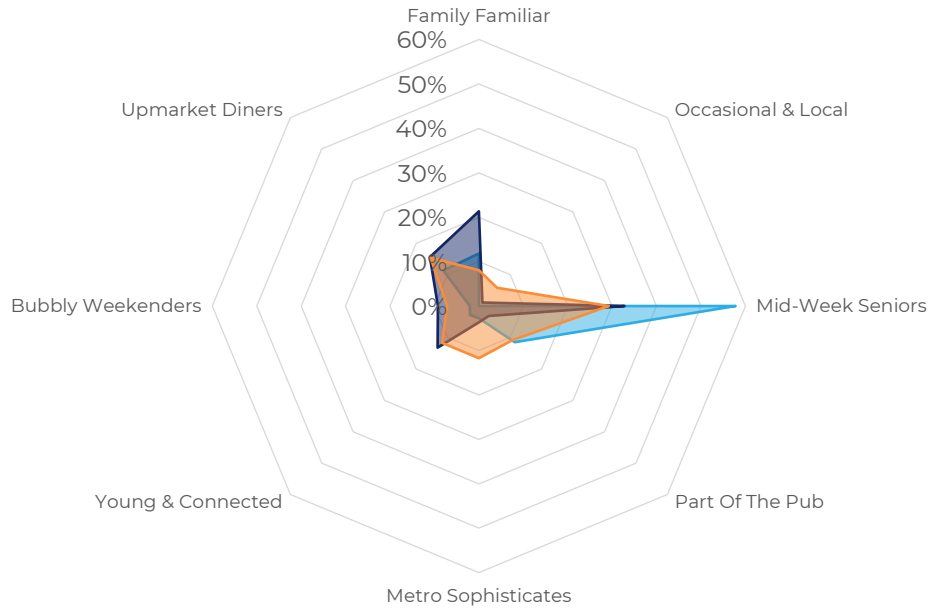
Market Summary

How does the local area for Castle Inn YO83SH 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	£154K	2	£154K	1	£903K	1	£3.34M	1
Weekpart	Mon - Thu	21.7%	1	21.7%	1	38.7%	3	31.2%	1
Weekpart	Fri - Sat	58.4%	10	58.4%	10	47.8%	9	50.7%	10
Weekpart	Sun	19.9%	9	19.9%	9	13.5%	2	18.1%	10
Age	18 to 24	5.6%	5	5.6%	5	1.0%	1	3.2%	1
Age	25 to 34	6.4%	1	6.4%	1	3.6%	1	11.6%	1
Age	35 to 44	18.1%	2	18.1%	2	6.3%	1	21.8%	3
Age	45 to 54	31.2%	10	31.2%	10	20.4%	6	21.4%	7
Age	55 to 64	23.8%	10	23.8%	10	16.0%	6	17.1%	8
Age	65 to 74	13.1%	9	13.1%	9	21.3%	10	14.2%	10
Age	75+	1.9%	5	1.9%	5	31.3%	10	10.6%	10
CAMEO	Business Elite	7.9%	6	7.9%	6	2.2%	2	4.8%	3
CAMEO	Prosperous Professionals	5.7%	5	5.7%	5	3.0%	2	7.3%	7
CAMEO	Flourishing Society	18.6%	8	18.6%	8	8.1%	3	13.1%	6
CAMEO	Content Communities	12.0%	5	12.0%	5	14.2%	7	19.6%	10
CAMEO	White Collar Neighbourhoods	9.3%	4	9.3%	3	5.1%	1	9.6%	3
CAMEO	Enterprising Mainstream	17.6%	10	17.6%	10	45.0%	10	18.8%	10
CAMEO	Paying The Mortgage	15.3%	6	15.3%	6	13.2%	5	14.4%	5
CAMEO	Cash Conscious Communities	6.9%	4	6.9%	4	5.6%	2	7.4%	4
CAMEO	On A Budget	2.4%	2	2.4%	1	1.0%	1	2.0%	1
CAMEO	Family Value	4.2%	7	4.2%	7	2.6%	6	3.0%	6
Affluence	AB	32.2%	7	32.2%	6	13.3%	2	25.2%	4
Affluence	C1C2	54.3%	8	54.3%	8	77.5%	10	62.4%	10
Affluence	DE	13.5%	3	13.5%	3	9.2%	1	12.4%	2



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
Castle Inn	55	11.83%	0.00%	57.77%	11.46%	2.75%	2.84%	2.02%	11.31%
Local Catchment	376	21.33%	1.15%	32.74%	3.14%	3.65%	13.17%	9.21%	15.58%
Punch T&L	104737	8.11%	5.81%	29.26%	10.80%	11.74%	11.71%	7.10%	15.43%
Castle Inn vs Local Catchment		-9.50%	0.00%	25.03%	8.32%	-0.90%	-10.33%	-7.19%	-4.27%
Castle Inn vs Punch T&L		3.72%	0.00%	28.51%	0.66%	-8.99%	-8.87%	-5.08%	-4.12%
Local Catchment vs Punch T&L		13.22%	-4.66%	3.48%	-7.66%	-8.09%	1.46%	2.11%	0.15%

■ Castle Inn

■ Local Catchment

■ Punch T&L