



Site Summary



Black Swan YO83UU

YO83UU

Punch T&L



Work Area
York



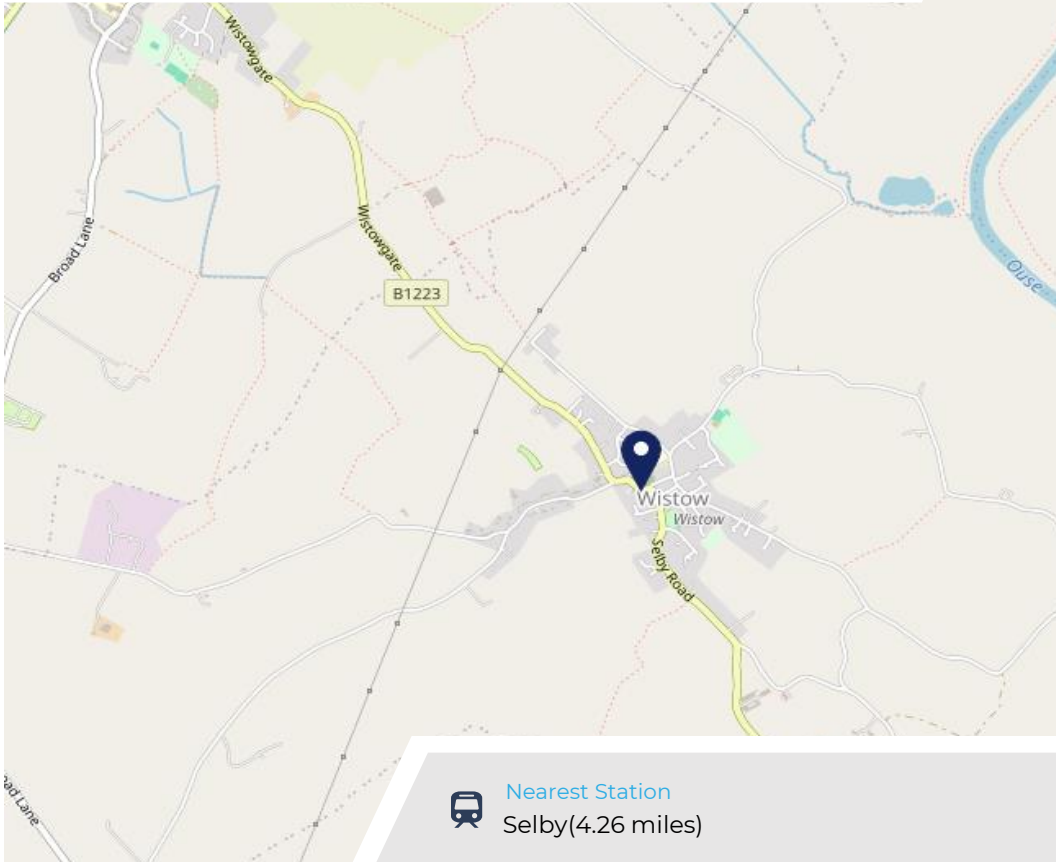
Region
Yorkshire and The Humber



TV Region
Yorkshire



Urbanicity
Rural town and fringe



ATV
£10.09



Gender
77.88%
Male



Affluence
53.60%
Middle Income



Segmentation
28.87%
Prosperous Professionals



Age Group
30.46%
55 to 64



Visit Day
26.88%
Sun

Top Competitors



Jolly Sailor Inn
YO83SR
 Pub / Bar

#1



Blacksmiths Arms
LS256HJ
 Pub Restaurant

#2



Ferry Inn
YO83TL
 Pub / Bar

#3

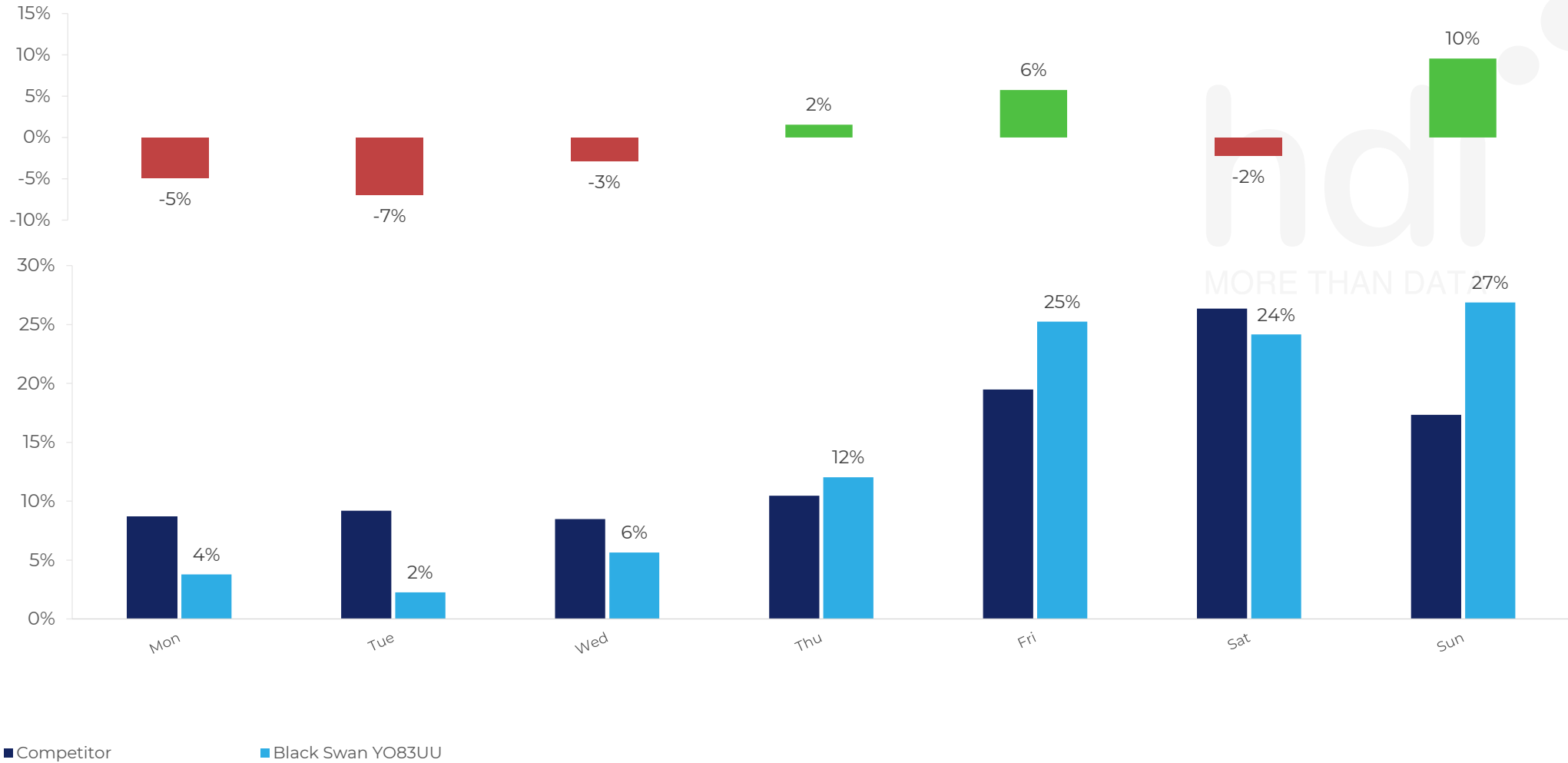


Nearest Station
Selby(4.26 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Black Swan YO83UU versus its competitors?

% of spend for Black Swan YO83UU and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Day of Week

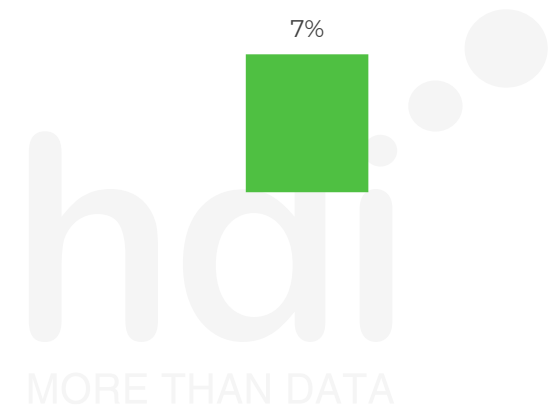
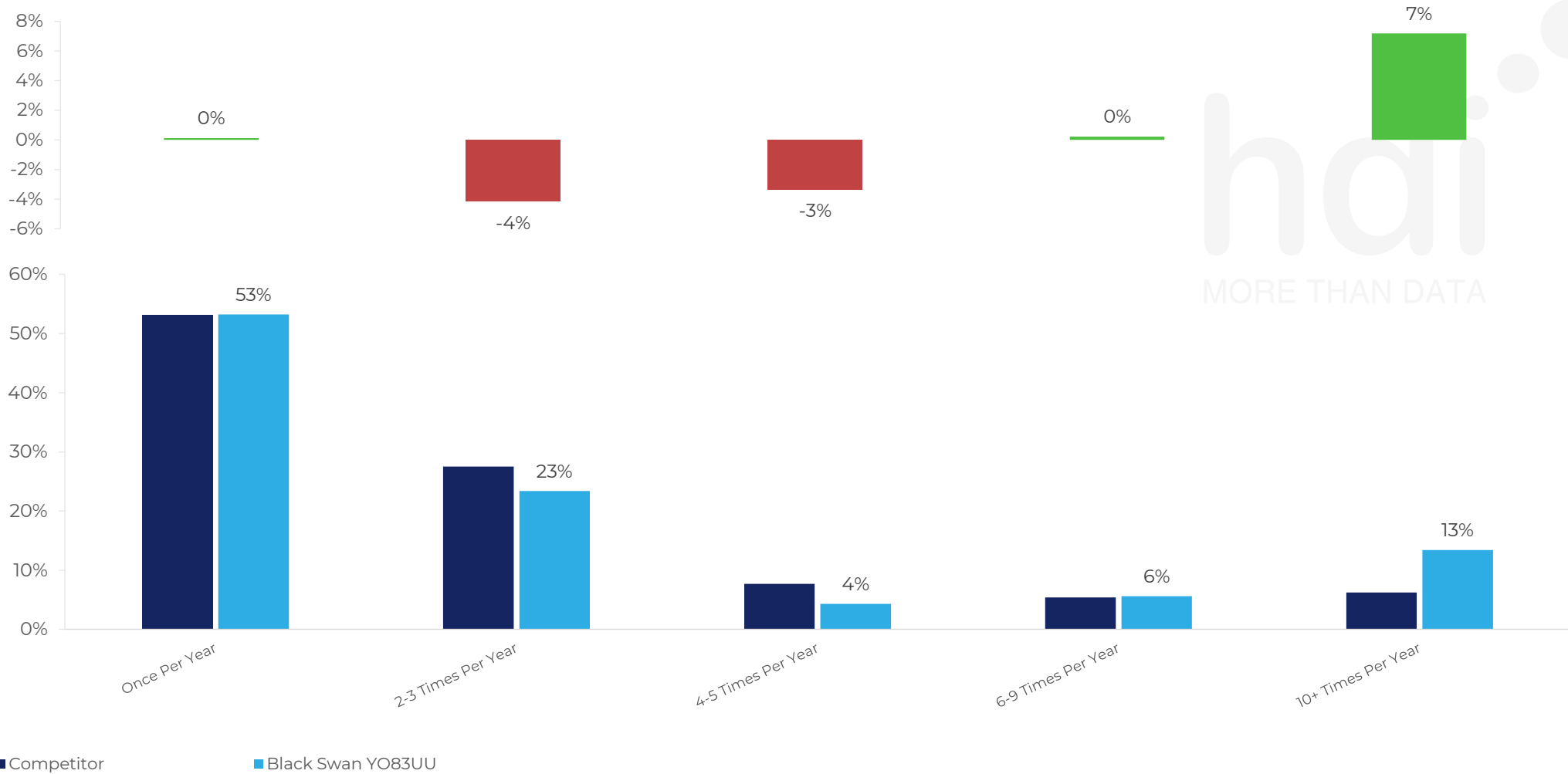




Visit Frequency

How frequently per year do customers visit Black Swan YO83UU versus its competitors?

% of customer numbers for Black Swan YO83UU and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 and the number of visits made Per Annum

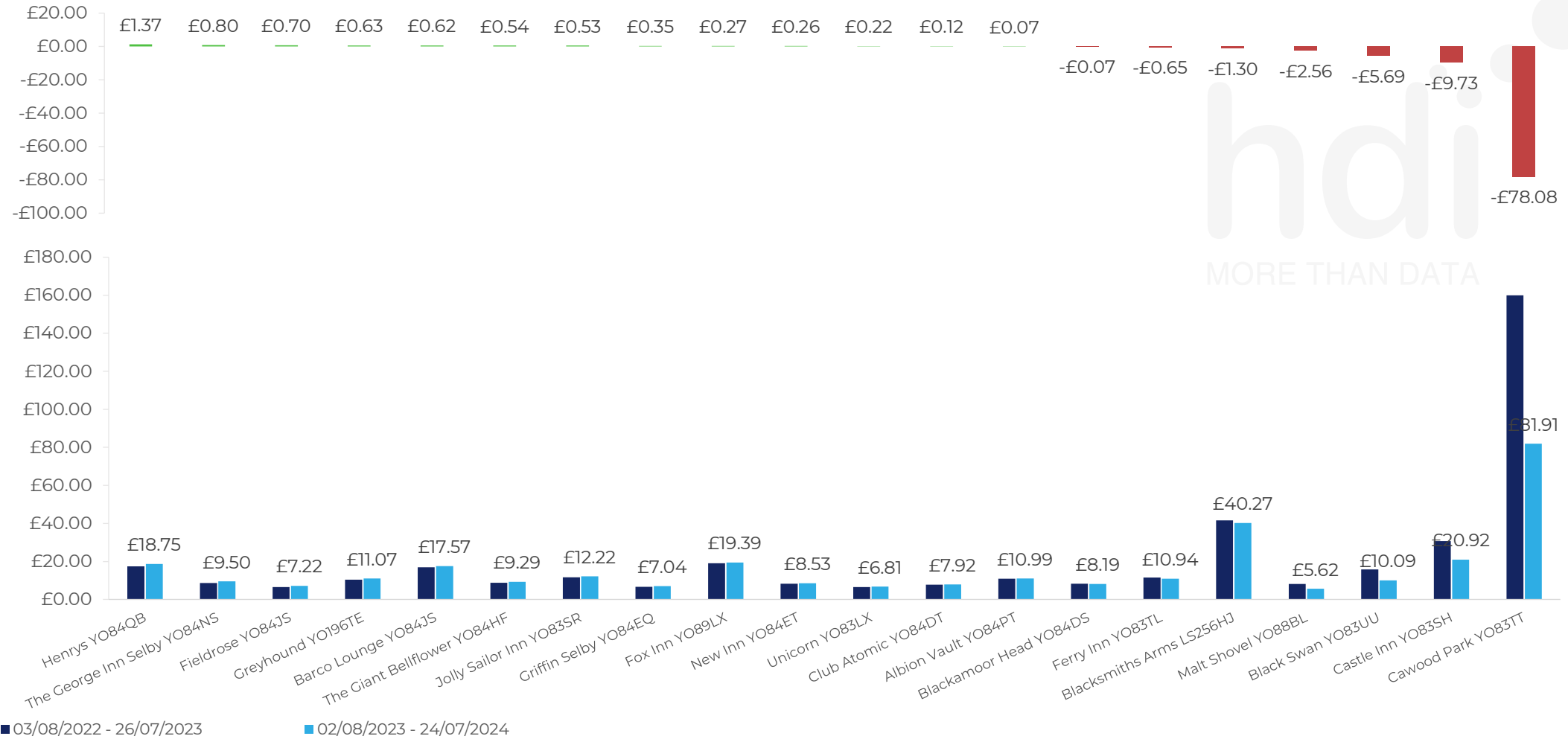


■ Competitor

■ Black Swan YO83UU

ATV Change

How has ATV changed between two date ranges?

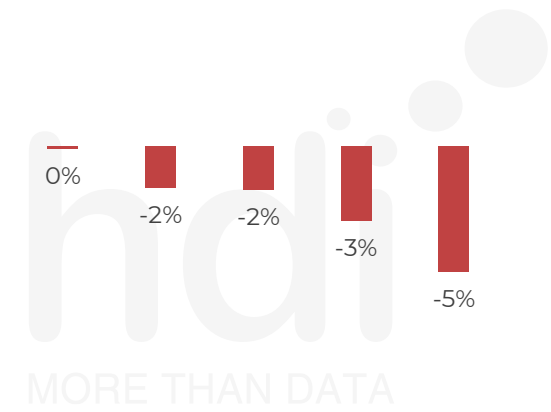
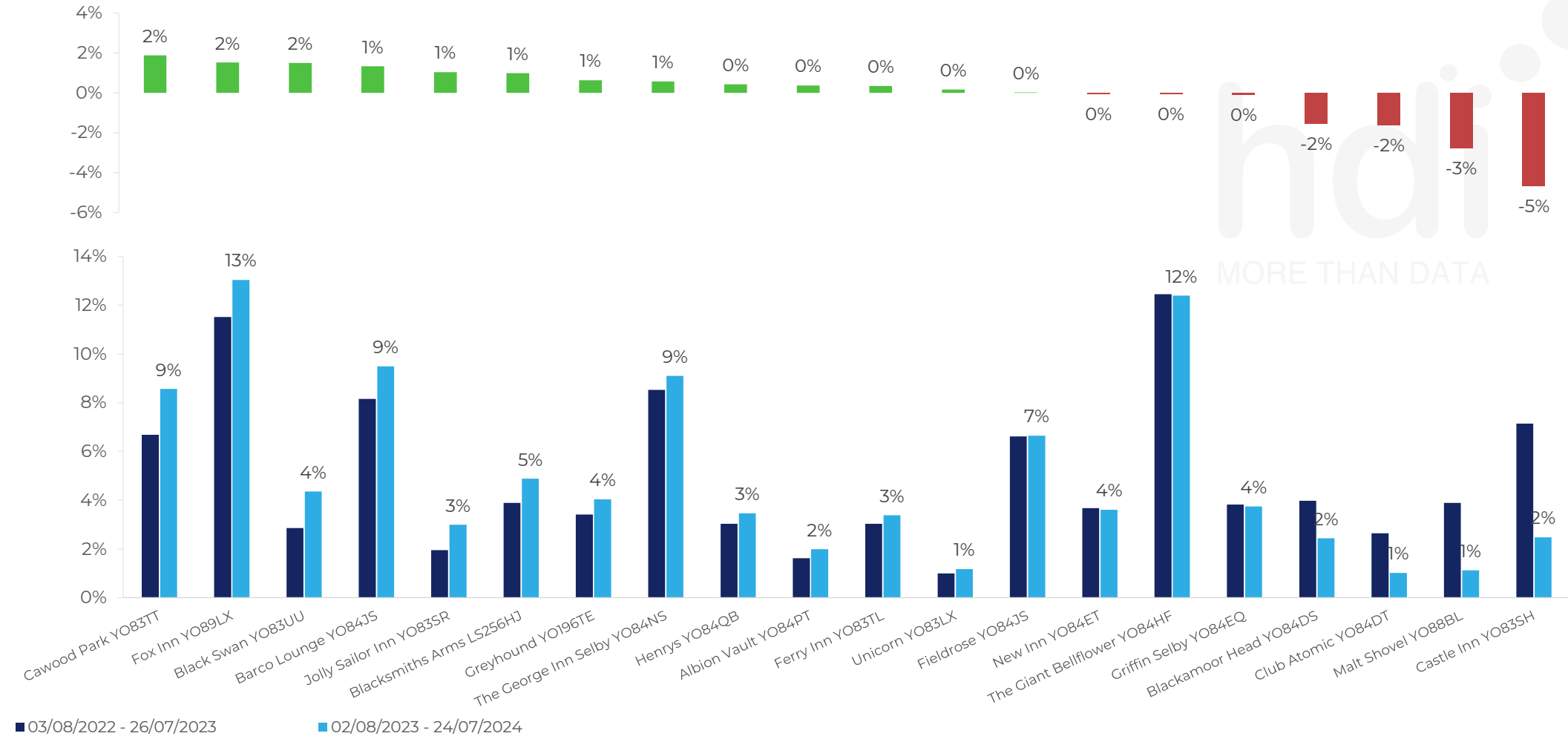




Market Share Change

How has market share changed between two date ranges?

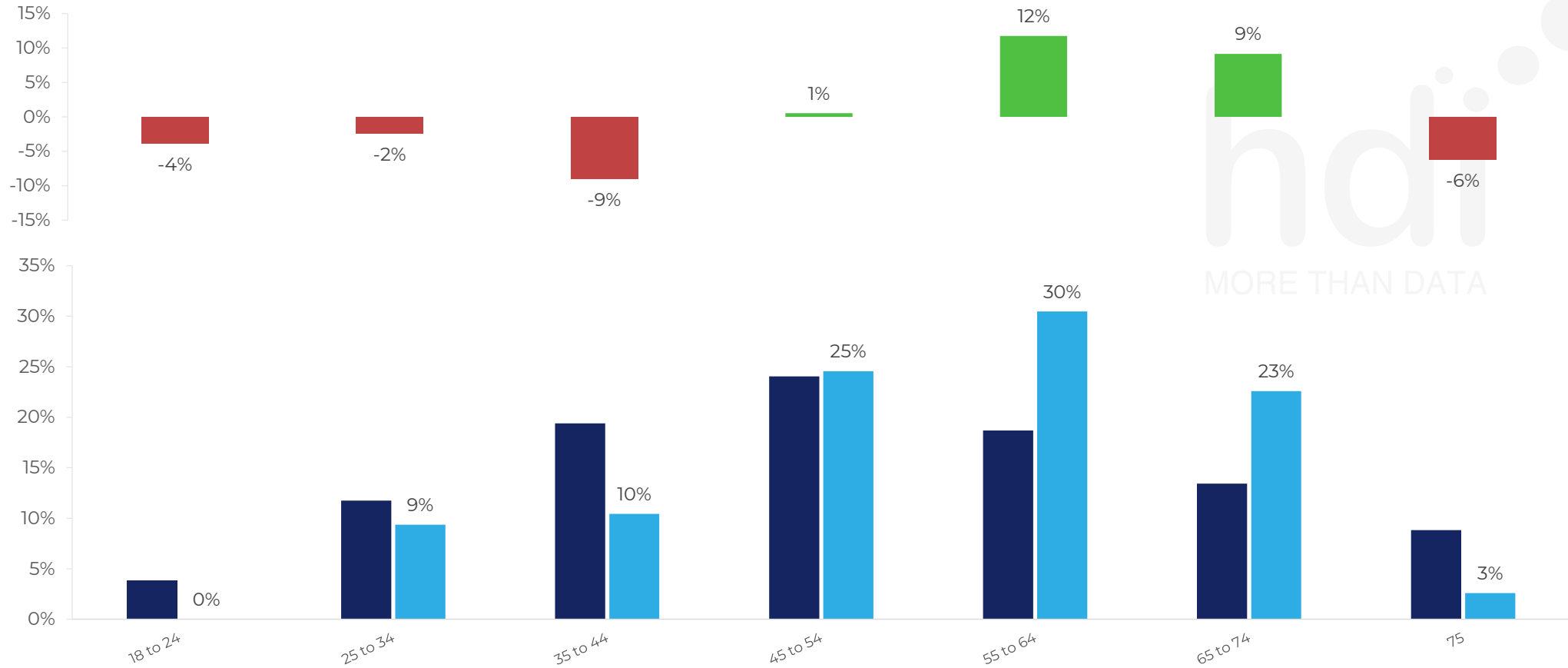
% of market share spend for Black Swan YO83UU and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024



Age

How does the age profile of customers who visit Black Swan YO83UU compare versus its competitors?

% of spend for Black Swan YO83UU and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Age Range



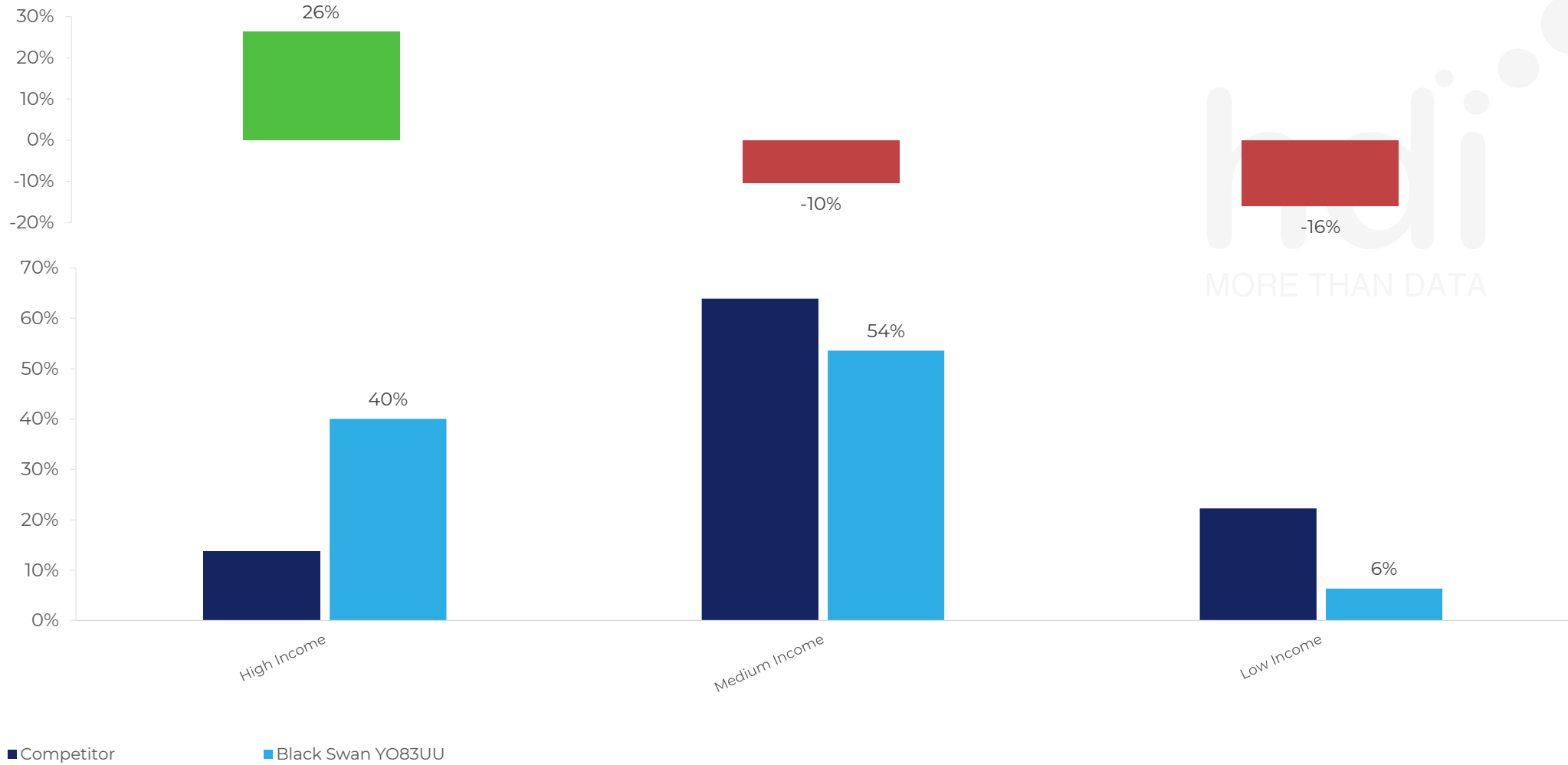
■ Competitor

■ Black Swan YO83UU

Affluence

How does the affluence of customers who visit Black Swan YO83UU compare versus its competitors?

% of spend for Black Swan YO83UU and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Affluence

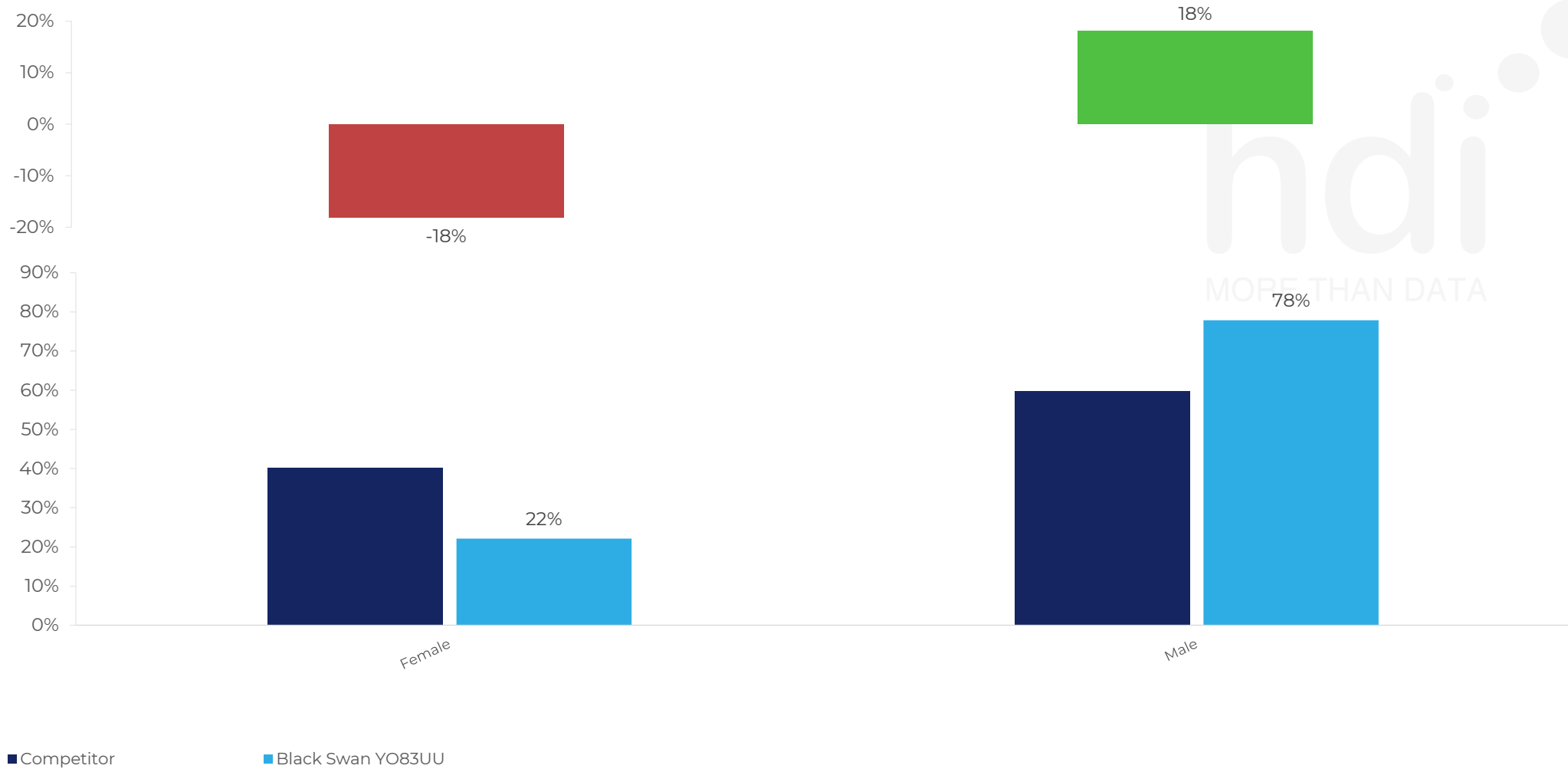




Gender

How does the gender profile of customers who visit Black Swan YO83UU compare versus its competitors?

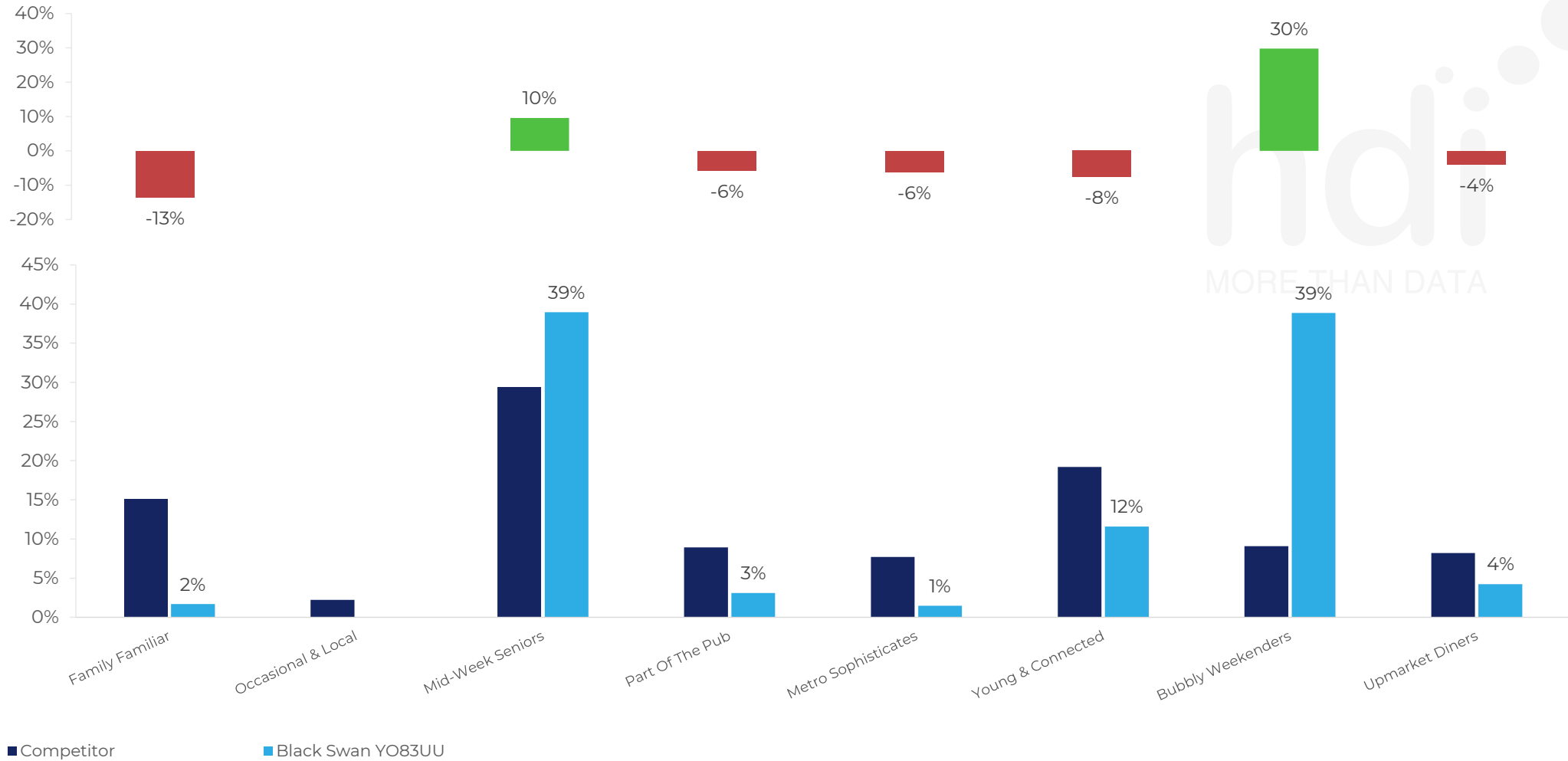
% of spend for Black Swan YO83UU and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Gender



Punch Segmentation

How does the Custom segmentation profile of customers who visit Black Swan YO83UU compare versus its competitors?

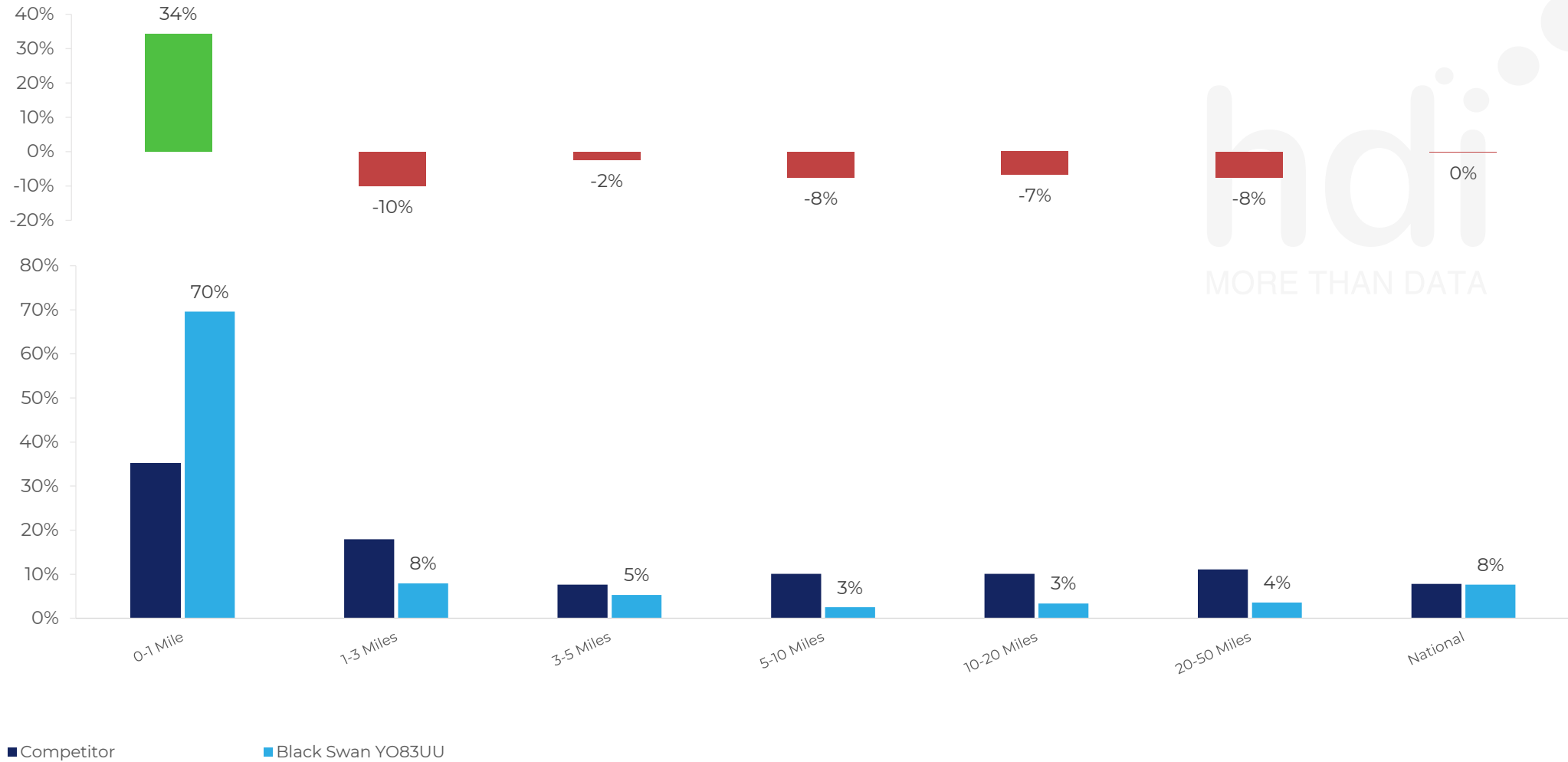
% of spend for Black Swan YO83UU and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Segment



Spend by Distance

How does the spend profile of Black Swan YO83UU compare versus its competitors based on travel distances?

% of spend for Black Swan YO83UU and 97 Chains in 3 Miles from 02/08/2023 - 24/07/2024 split by Distance travelled

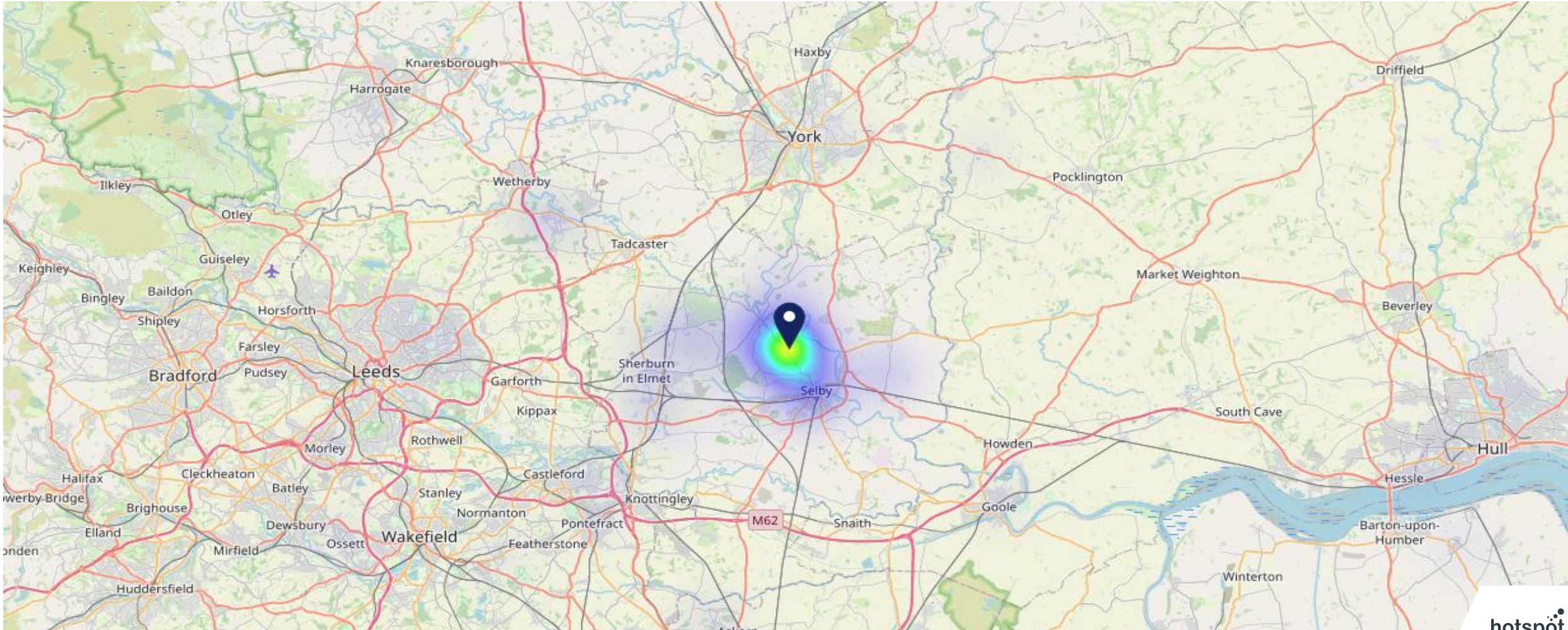




Map of Guest Origin

Where do customers of Black Swan YO83UU come from?

Where do customers of Black Swan YO83UU for 02/08/2023 - 24/07/2024 live

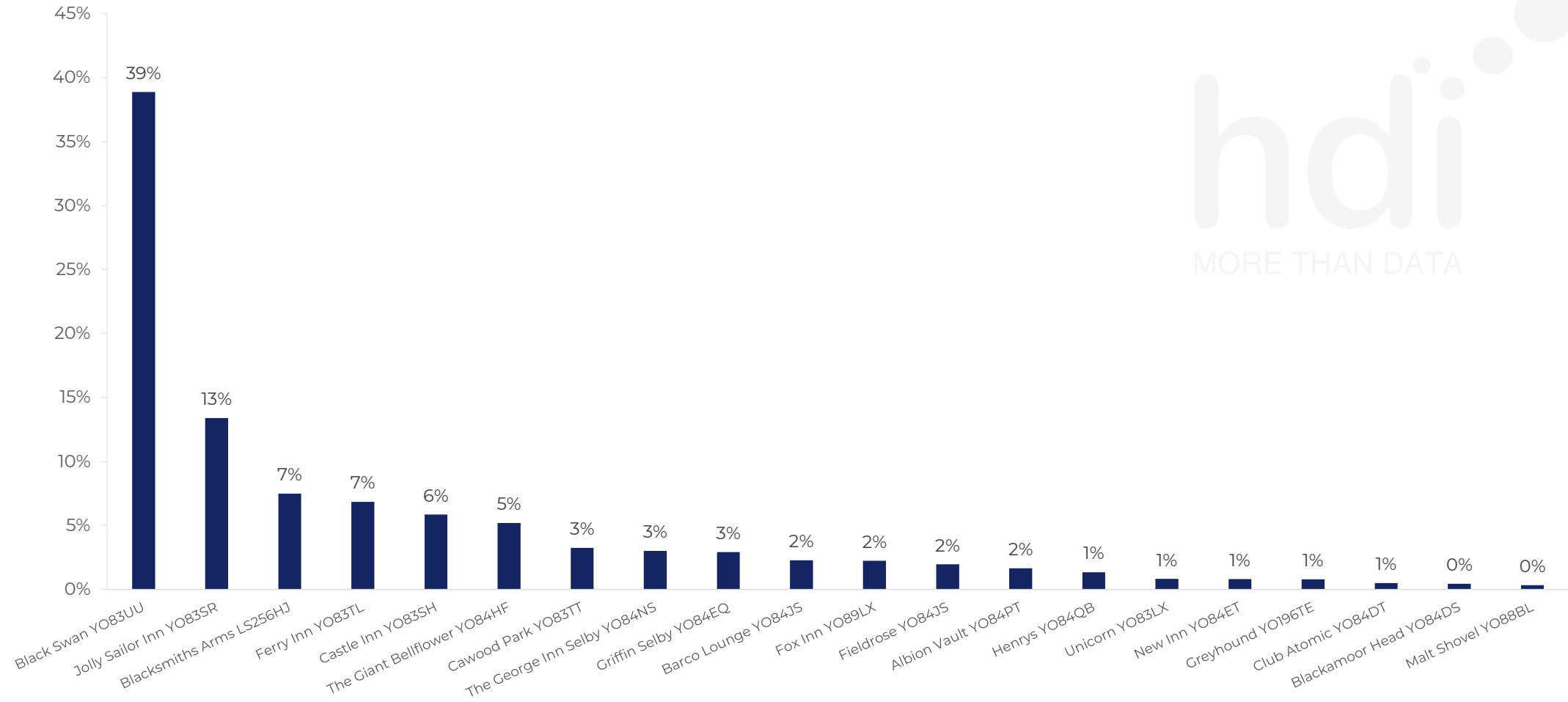




Share of Wallet

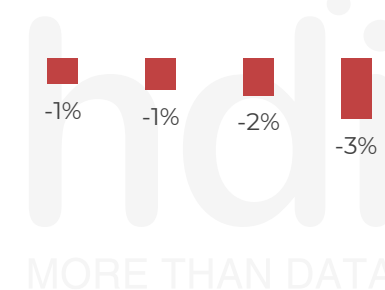
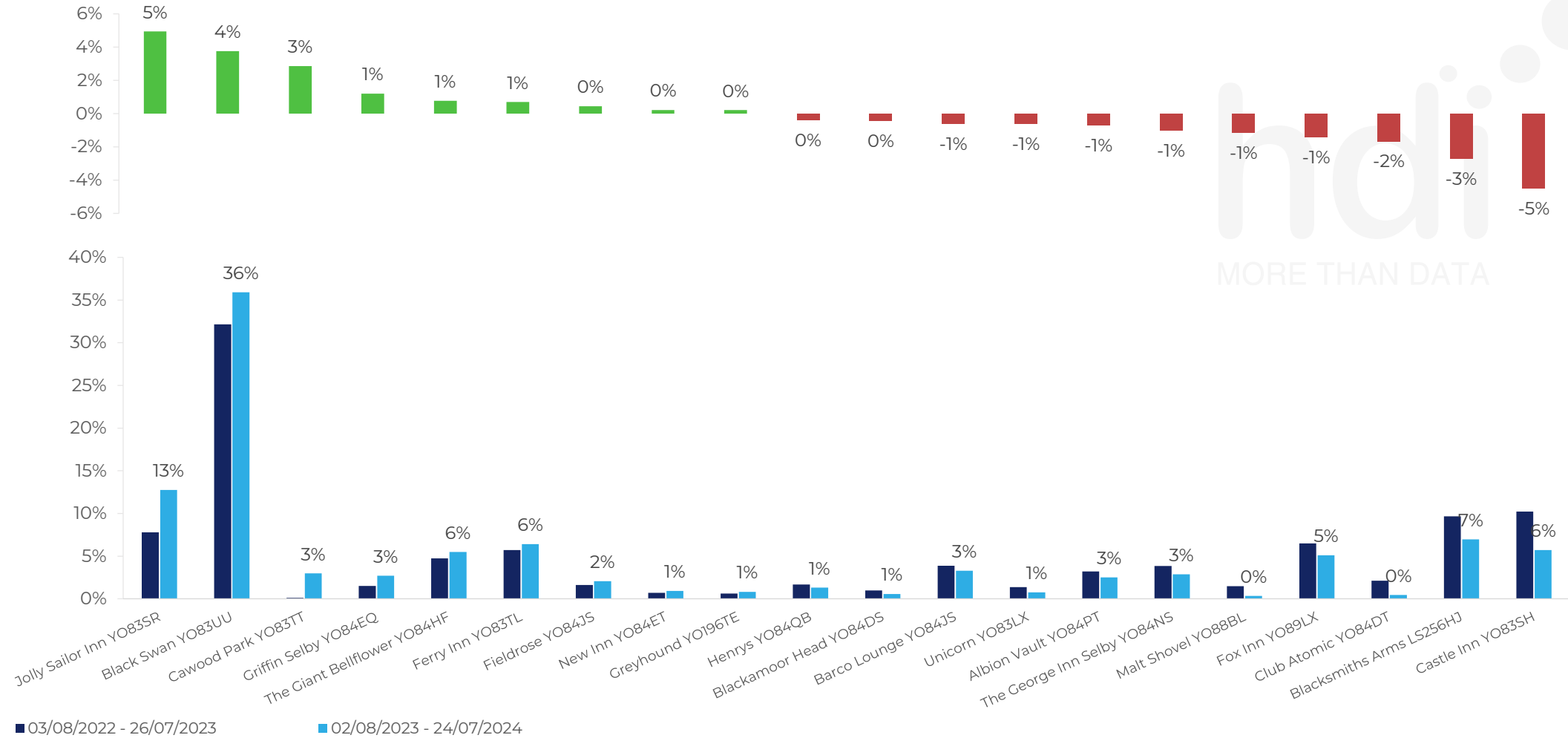
What are the Top 20 venues (by spend) that customers of Black Swan YO83UU also visit?

For customers of Black Swan YO83UU, who are the top 20 competitors from 97 Chains in 3 Miles for 02/08/2023 - 24/07/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Black Swan YO83UU changed between two date ranges?





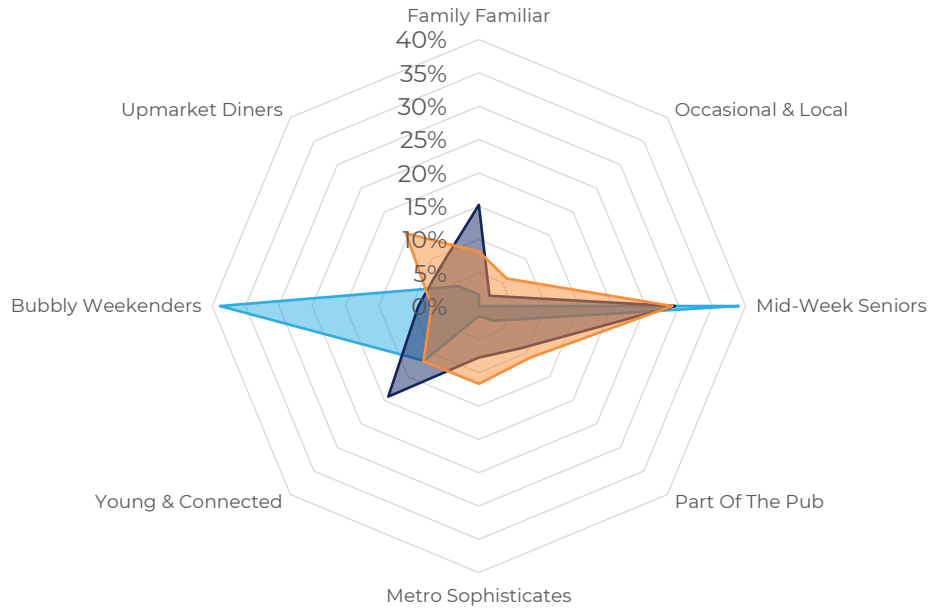
Market Summary

How does the local area for Black Swan YO83UU 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	£216K	3	£216K	2	£216K	1	£11.17M	2
Weekpart	Mon - Thu	22.8%	1	22.8%	1	22.8%	1	38.0%	1
Weekpart	Fri - Sat	49.8%	9	49.8%	9	49.8%	10	46.8%	10
Weekpart	Sun	27.4%	10	27.4%	10	27.4%	10	15.1%	4
Age	18 to 24	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Age	25 to 34	9.1%	1	9.1%	1	9.1%	1	13.2%	1
Age	35 to 44	10.7%	1	10.7%	1	10.7%	1	20.9%	3
Age	45 to 54	24.8%	9	24.8%	9	24.8%	10	23.6%	10
Age	55 to 64	30.4%	10	30.4%	10	30.4%	10	19.5%	9
Age	65 to 74	22.3%	10	22.3%	10	22.3%	10	12.4%	10
Age	75+	2.7%	6	2.7%	6	2.7%	6	6.7%	10
CAMEO	Business Elite	0.7%	1	0.7%	1	0.7%	1	3.2%	2
CAMEO	Prosperous Professionals	29.3%	10	29.3%	10	29.3%	10	5.2%	4
CAMEO	Flourishing Society	10.5%	5	10.5%	5	10.5%	4	7.9%	2
CAMEO	Content Communities	21.7%	10	21.7%	10	21.7%	10	16.9%	9
CAMEO	White Collar Neighbourhoods	22.3%	10	22.3%	10	22.3%	10	12.3%	7
CAMEO	Enterprising Mainstream	2.6%	1	2.6%	1	2.6%	1	14.9%	10
CAMEO	Paying The Mortgage	6.4%	1	6.4%	1	6.4%	1	17.2%	8
CAMEO	Cash Conscious Communities	2.1%	1	2.1%	1	2.1%	1	12.4%	8
CAMEO	On A Budget	1.2%	1	1.2%	1	1.2%	1	3.9%	2
CAMEO	Family Value	3.2%	6	3.2%	6	3.2%	6	6.1%	7
Affluence	AB	40.5%	8	40.5%	8	40.5%	8	16.2%	2
Affluence	C1C2	53.0%	7	53.0%	7	53.0%	7	61.4%	10
Affluence	DE	6.5%	1	6.5%	1	6.5%	1	22.4%	7



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
Black Swan	43	1.69%	0.00%	38.97%	3.12%	1.49%	11.60%	38.85%	4.25%
Local Catchment	1202	15.17%	2.22%	29.42%	8.92%	7.71%	19.21%	9.09%	8.21%
Punch T&L	103376	8.18%	5.88%	29.04%	10.91%	11.68%	11.73%	7.09%	15.46%
Black Swan vs Local Catchment		-13.48%	0.00%	9.55%	-5.80%	-6.22%	-7.61%	29.76%	-3.96%
Black Swan vs Punch T&L		-6.49%	0.00%	9.93%	-7.79%	-10.19%	-0.13%	31.76%	-11.21%
Local Catchment vs Punch T&L		6.99%	-3.66%	0.38%	-1.99%	-3.97%	7.48%	2.00%	-7.25%

■ Black Swan

■ Local Catchment

■ Punch T&L

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
Black Swan YO83UU	43	1.69%	0.00%	38.97%	3.12%	1.49%	11.60%	38.85%	4.25%
Jolly Sailor Inn YO83SR	44	1.36%	0.33%	85.30%	2.65%	0.58%	3.48%	2.15%	4.11%
Blacksmiths Arms LS256HJ	60	1.21%	0.23%	45.31%	0.97%	3.88%	6.34%	2.44%	39.58%
Ferry Inn YO83TL	72	0.61%	2.93%	30.94%	13.18%	2.64%	21.62%	12.81%	15.22%
Castle Inn YO83SH	42	11.31%	0.00%	57.03%	15.14%	2.45%	3.76%	1.60%	8.68%
The Giant Bellflower YO84HF	347	13.59%	1.41%	23.34%	17.50%	2.78%	30.25%	7.91%	3.16%
Cawood Park YO83TT	15	90.72%	0.00%	8.00%	0.00%	0.00%	0.66%	0.05%	0.55%
The George Inn Selby YO84NS	271	11.18%	0.65%	17.48%	15.59%	18.02%	26.32%	7.33%	3.39%
Griffin Selby YO84EQ	99	10.80%	3.02%	6.33%	7.84%	41.05%	19.52%	9.76%	1.62%
Barco Lounge YO84JS	199	14.58%	9.06%	24.03%	1.76%	6.69%	18.58%	17.14%	8.13%
Fox Inn YO89LX	152	12.88%	0.12%	55.42%	5.35%	2.41%	16.19%	4.96%	2.63%
Fieldrose YO84JS	185	10.59%	7.83%	17.15%	0.07%	3.83%	28.00%	18.86%	13.62%
Albion Vault YO84PT	56	5.02%	1.23%	8.82%	29.90%	6.47%	20.60%	21.09%	6.83%
Henrys YO84QB	88	7.36%	0.93%	16.85%	24.20%	2.38%	25.85%	11.74%	10.65%
Unicorn YO83LX	35	8.48%	1.26%	10.40%	51.92%	5.05%	13.77%	7.84%	1.25%
New Inn YO84ET	94	8.53%	3.50%	7.03%	18.51%	1.54%	39.05%	21.08%	0.71%
Greyhound YO196TE	82	19.61%	2.93%	13.73%	5.41%	2.99%	27.61%	12.28%	15.40%
Club Atomic YO84DT	12	7.58%	0.00%	0.00%	14.45%	0.00%	64.56%	13.38%	0.00%
Blackamoor Head YO84DS	75	7.17%	13.71%	8.34%	11.93%	2.57%	36.92%	15.06%	4.26%
Malt Shovel YO88BL	12	1.30%	0.00%	2.17%	28.10%	26.59%	39.12%	0.00%	2.69%
Bar Paradise YO84HE	37	8.39%	1.63%	10.60%	0.00%	0.00%	51.76%	25.03%	2.56%
Abbey Vaults YO84PY	46	0.89%	0.18%	5.04%	7.90%	77.78%	3.19%	3.96%	1.03%
Hare & Hounds YO196PA	44	11.89%	1.61%	14.41%	12.33%	3.58%	34.05%	9.38%	12.70%
Baize Lounge YO84PU	44	2.41%	9.08%	33.92%	6.50%	7.57%	25.48%	15.00%	0.00%
New Inn YO85JE	27	4.18%	0.00%	8.04%	2.20%	14.14%	27.46%	34.85%	9.10%