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Site Summary

Marcia Grey YO243BZ

YO243BZ — Punch T&L
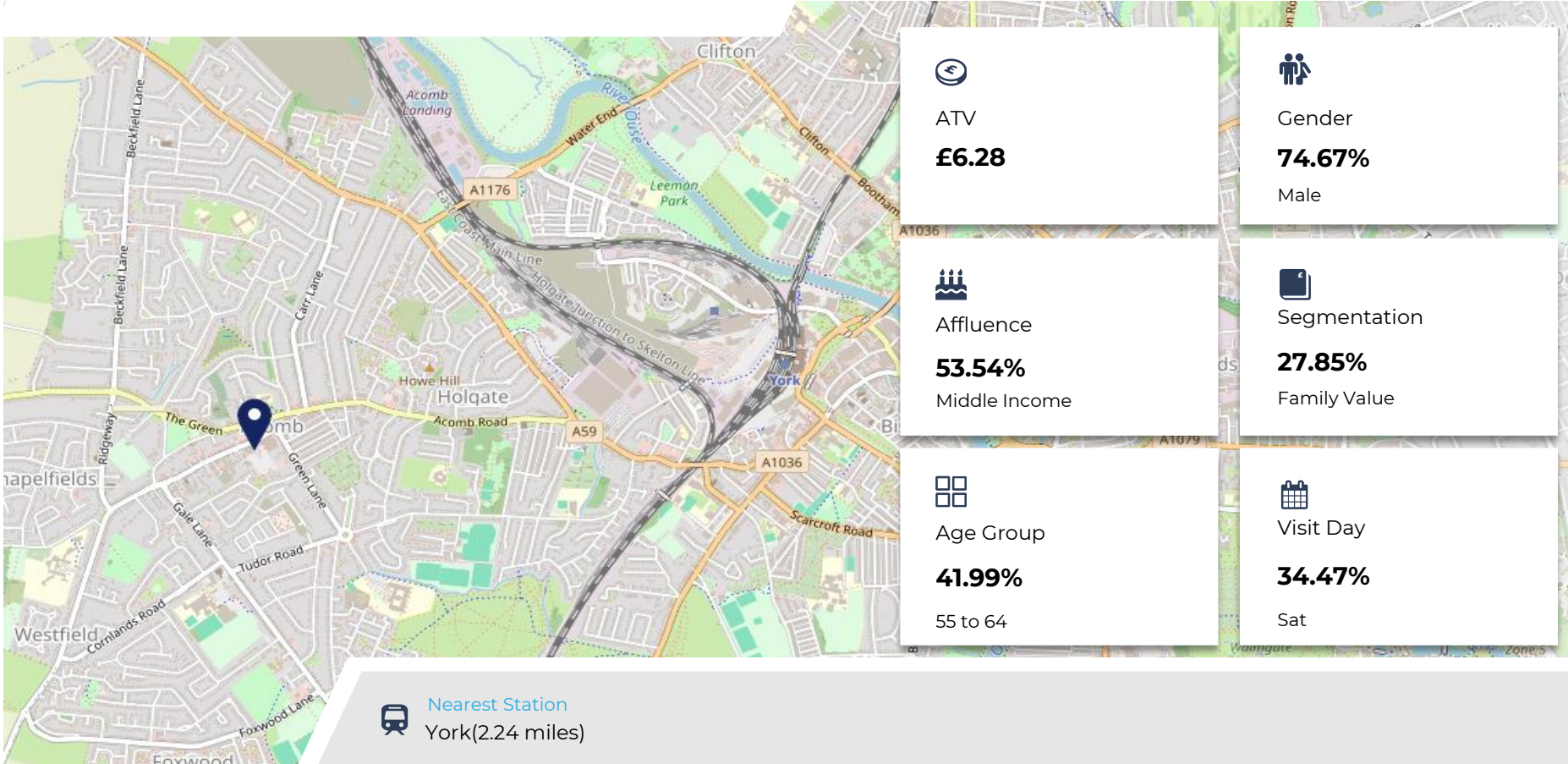
Work Area
York

Region
Yorkshire and The Humber

TV Region
Yorkshire

Urbanicity
Urban city and town

ATV
£6.28

Gender
74.67%
Male

Affluence
53.54%
Middle Income

Segmentation
27.85%
Family Value

Age Group
41.99%
55 to 64

Visit Day
34.47%
Sat

Top Competitors

Lysander Arms #1
YO305TZ
Pub Restaurant

Masons Arms #2
YO104AB
Pub Restaurant

Old Grey Mare #3
YO306LH
Pub Restaurant

Nearest Station
York(2.24 miles)

hotspot

201 Site Customers | 10 Competitors | 19408 Competitor Customers
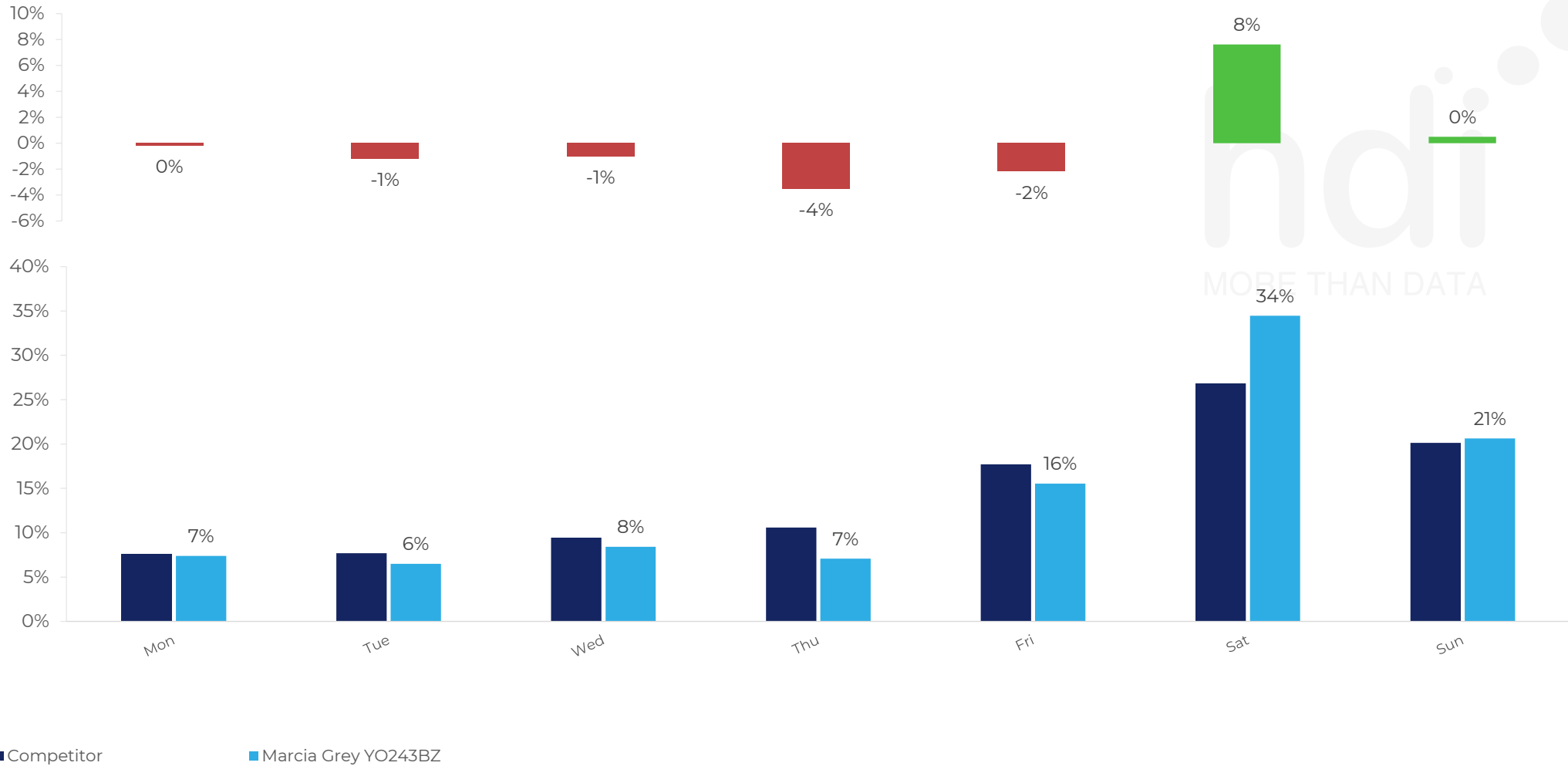
Spend by Weekpart

How is customer spend distributed throughout the week for Marcia Grey YO243BZ versus its competitors?

% of spend for Marcia Grey YO243BZ and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week

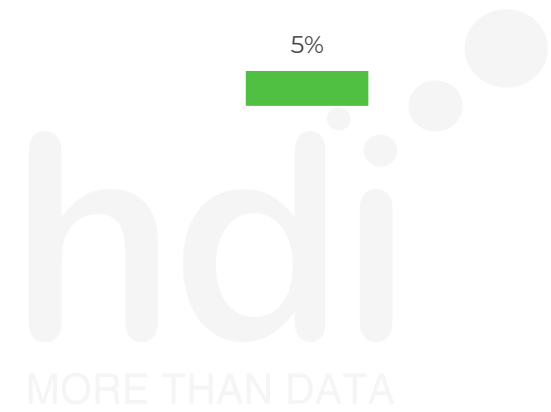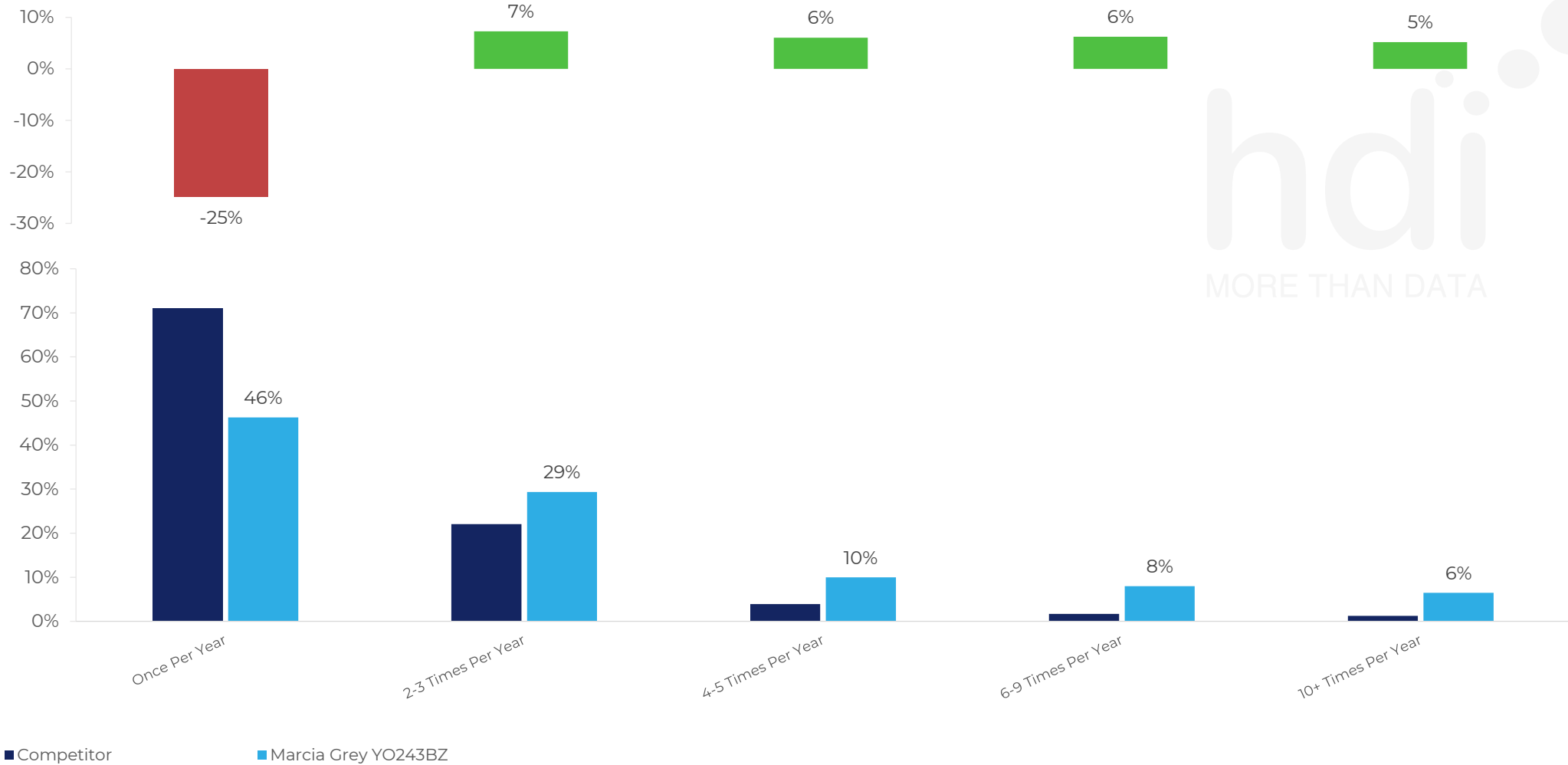|	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Difference	0%	-1%	-1%	-4%	-2%	8%	0%
Marcia Grey YO243BZ	7%	6%	8%	7%	16%	34%	21%

Legend: ■ Competitor ■ Marcia Grey YO243BZ
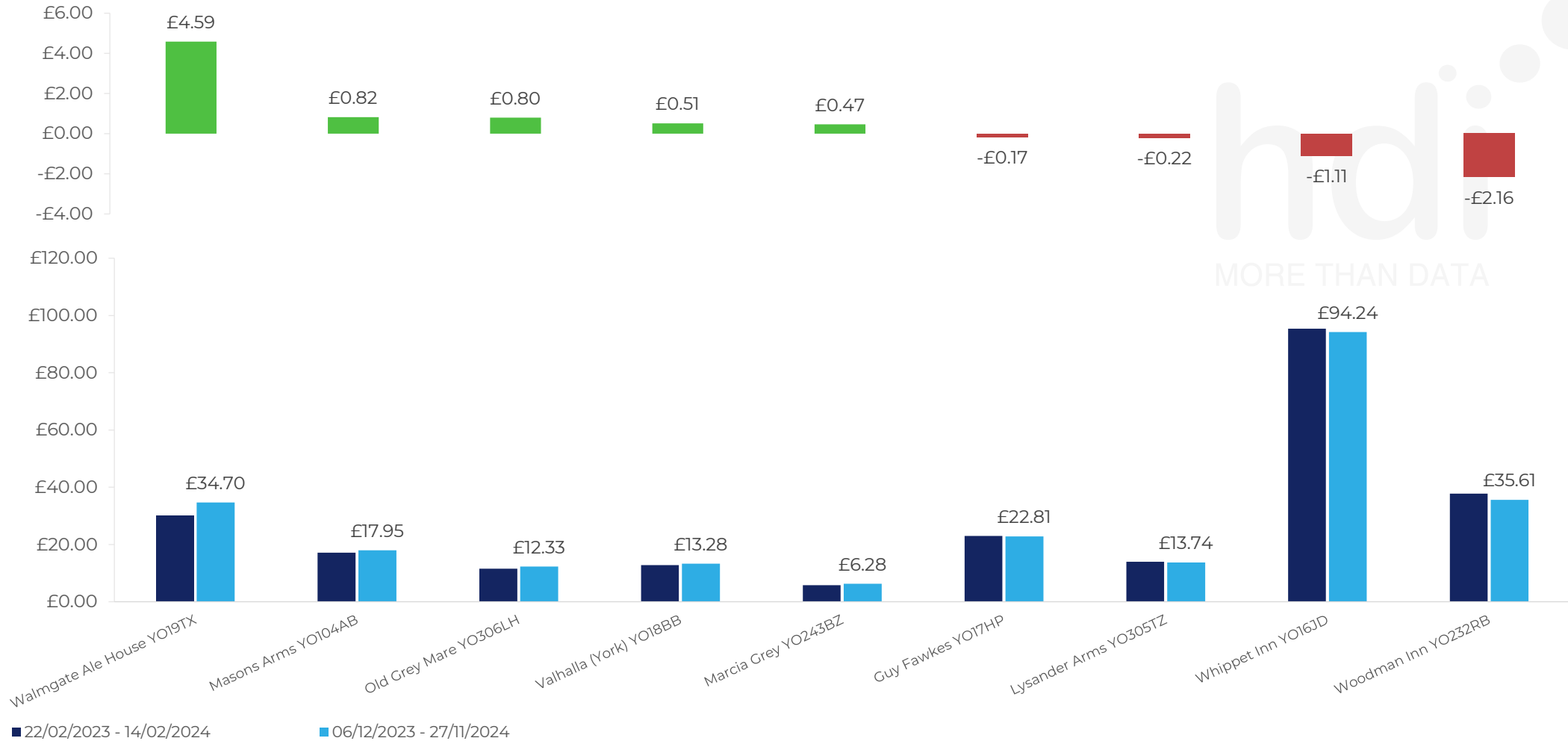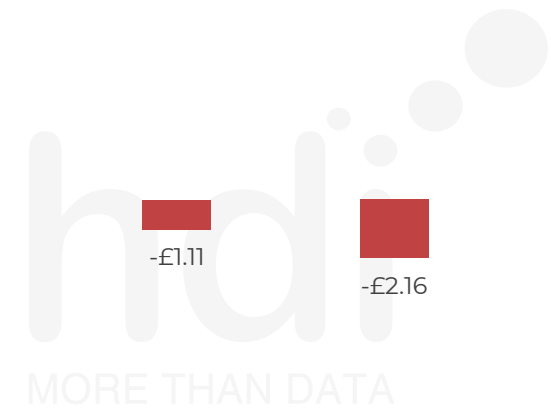
Visit Frequency

How frequently per year do customers visit Marcia Grey YO243BZ versus its competitors?

% of customer numbers for Marcia Grey YO243BZ and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum

Legend: Competitor | Marcia Grey YO243BZ

ATV Change

How has ATV changed between two date ranges?

£4.59	£0.82	£0.80	£0.51	£0.47	-£0.17	-£0.22	-£1.11	-£2.16

Walmgate Ale House YO19TX — £34.70
Masons Arms YO104AB — £17.95
Old Grey Mare YO306LH — £12.33
Valhalla (York) YO18BB — £13.28
Marcia Grey YO243BZ — £6.28
Guy Fawkes YO17HP — £22.81
Lysander Arms YO305TZ — £13.74
Whippet Inn YO16JD — £94.24
Woodman Inn YO232RB — £35.61

■ 22/02/2023 - 14/02/2024   ■ 06/12/2023 - 27/11/2024
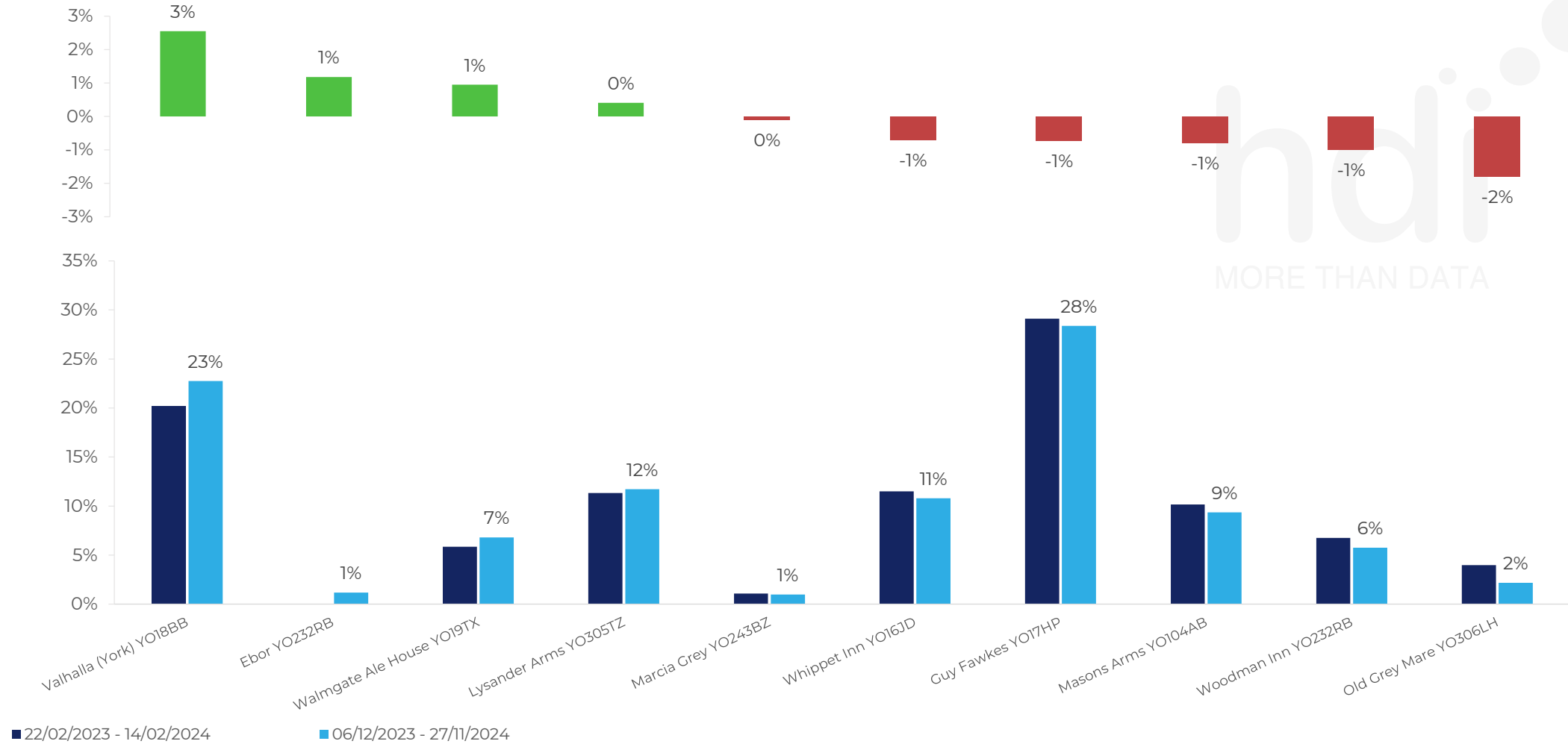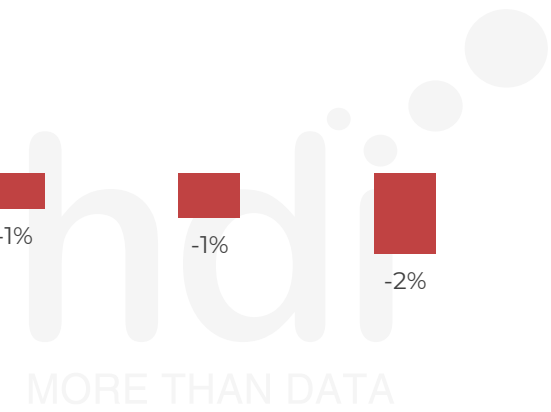
201 Site Customers

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Market Share Change

How has market share changed between two date ranges?

% of market share spend for Marcia Grey YO243BZ and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024

Top chart (Market share change):
- Valhalla (York) YO18BB: 3%
- Ebor YO232RB: 1%
- Walmgate Ale House YO19TX: 1%
- Lysander Arms YO305TZ: 0%
- Marcia Grey YO243BZ: 0%
- Whippet Inn YO16JD: -1%
- Guy Fawkes YO17HP: -1%
- Masons Arms YO104AB: -1%
- Woodman Inn YO232RB: -1%
- Old Grey Mare YO306LH: -2%

Bottom chart (06/12/2023 - 27/11/2024 values):
- Valhalla (York) YO18BB: 23%
- Ebor YO232RB: 1%
- Walmgate Ale House YO19TX: 7%
- Lysander Arms YO305TZ: 12%
- Marcia Grey YO243BZ: 1%
- Whippet Inn YO16JD: 11%
- Guy Fawkes YO17HP: 28%
- Masons Arms YO104AB: 9%
- Woodman Inn YO232RB: 6%
- Old Grey Mare YO306LH: 2%

Legend: 22/02/2023 - 14/02/2024 | 06/12/2023 - 27/11/2024

201 Site Customers

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Age

How does the age profile of customers who visit Marcia Grey YO243BZ compare versus its competitors?

% of spend for Marcia Grey YO243BZ and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75
Difference	-3%	-2%	-8%	-1%	18%	-1%	-4%
Marcia Grey YO243BZ	0%	13%	14%	22%	42%	9%	0%

■ Competitor ■ Marcia Grey YO243BZ

86 Site Customers | 10 Competitors | 9378 Competitor Customers
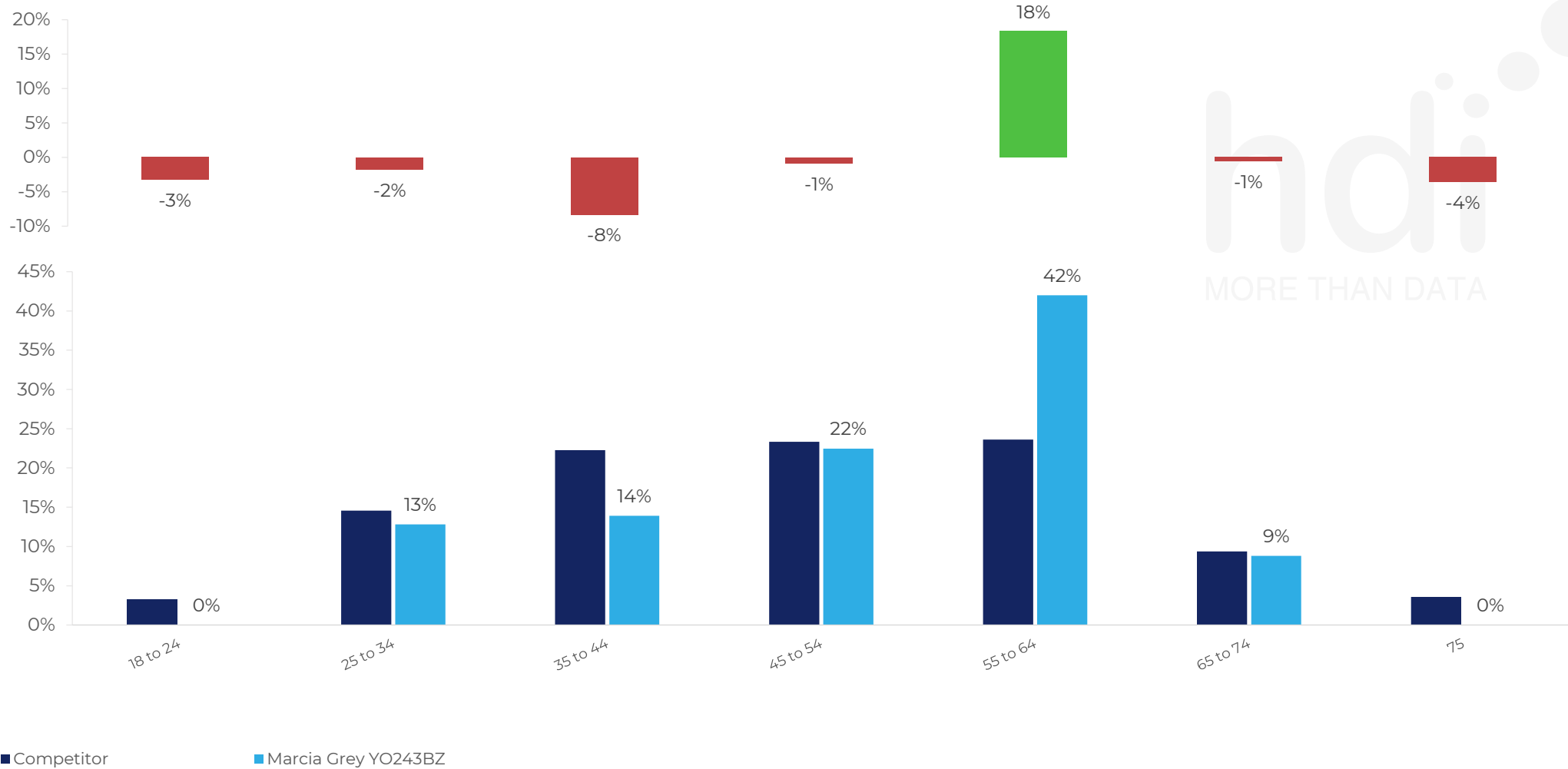
Affluence

How does the affluence of customers who visit Marcia Grey YO243BZ compare versus its competitors?

% of spend for Marcia Grey YO243BZ and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

-19%

-2%

21%

6%

54%

41%

High Income

Medium Income

Low Income

■ Competitor   ■ Marcia Grey YO243BZ

hotspot

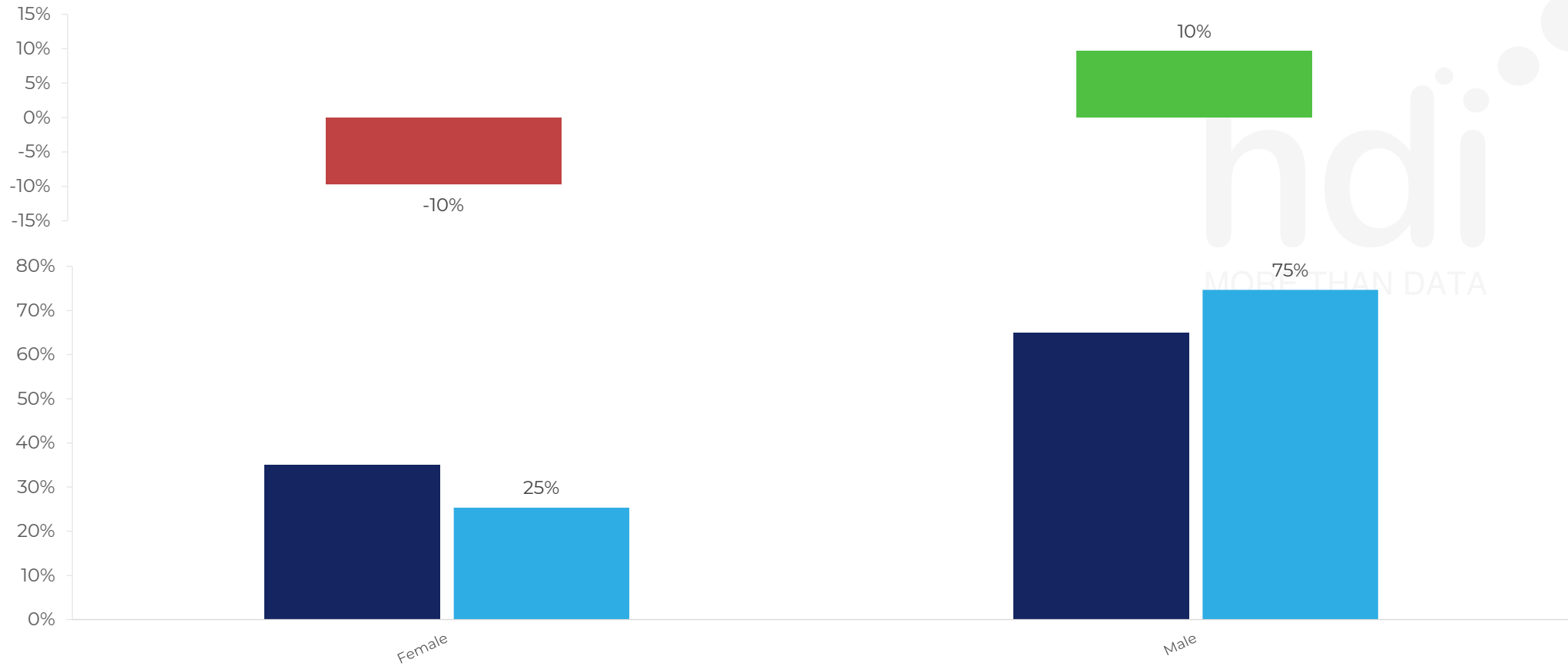86 Site Customers | 10 Competitors | 9423 Competitor Customers

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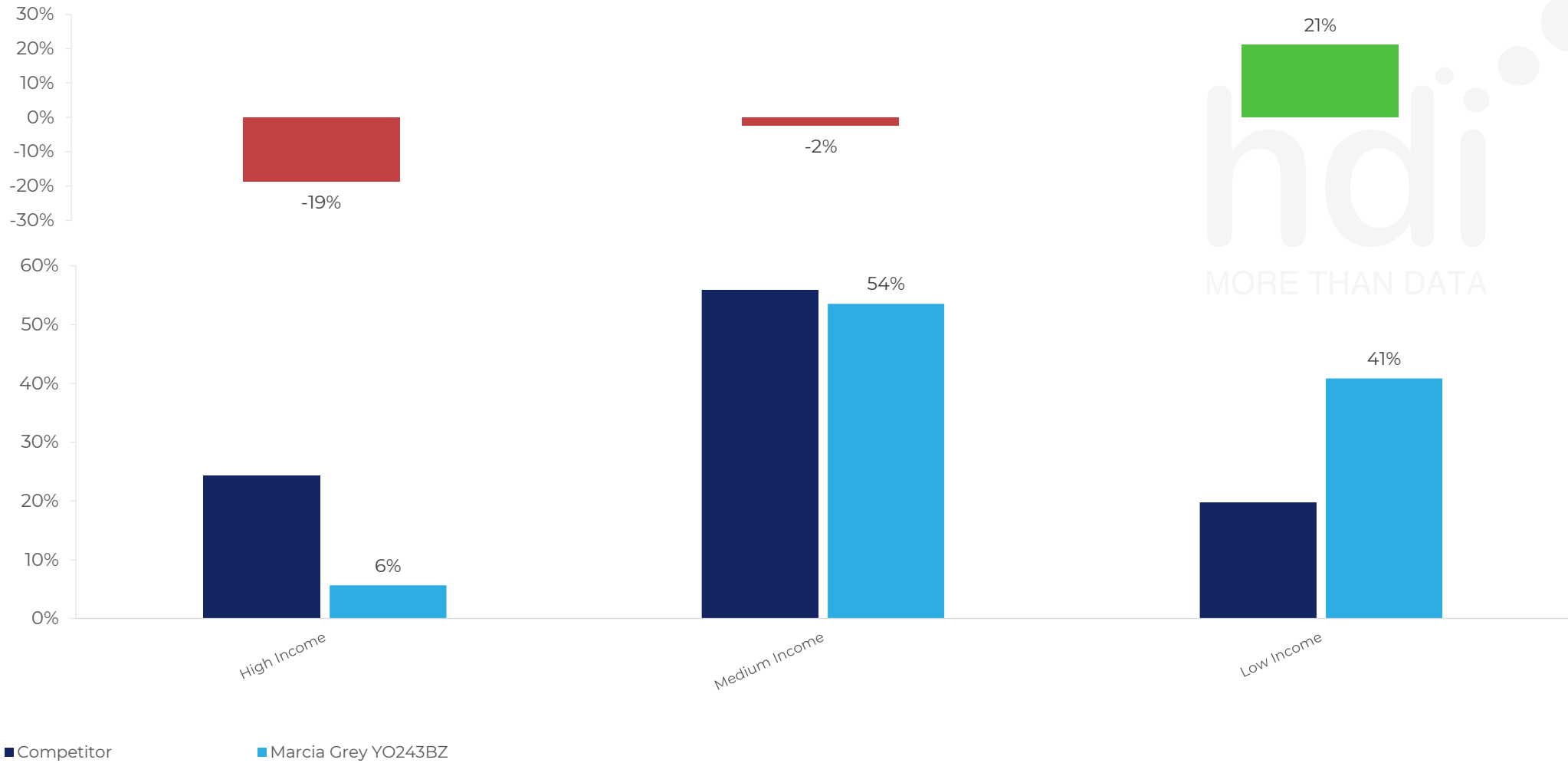
Gender

How does the gender profile of customers who visit Marcia Grey YO243BZ compare versus its competitors?

% of spend for Marcia Grey YO243BZ and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender

-10%
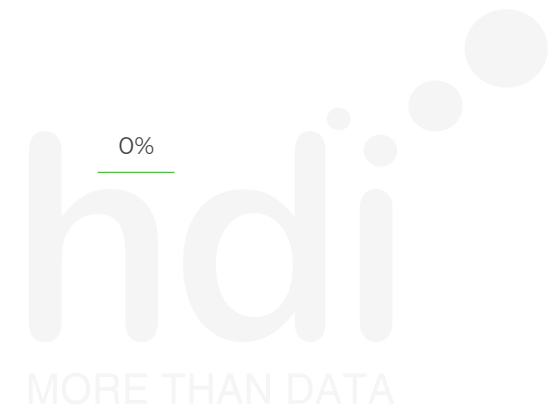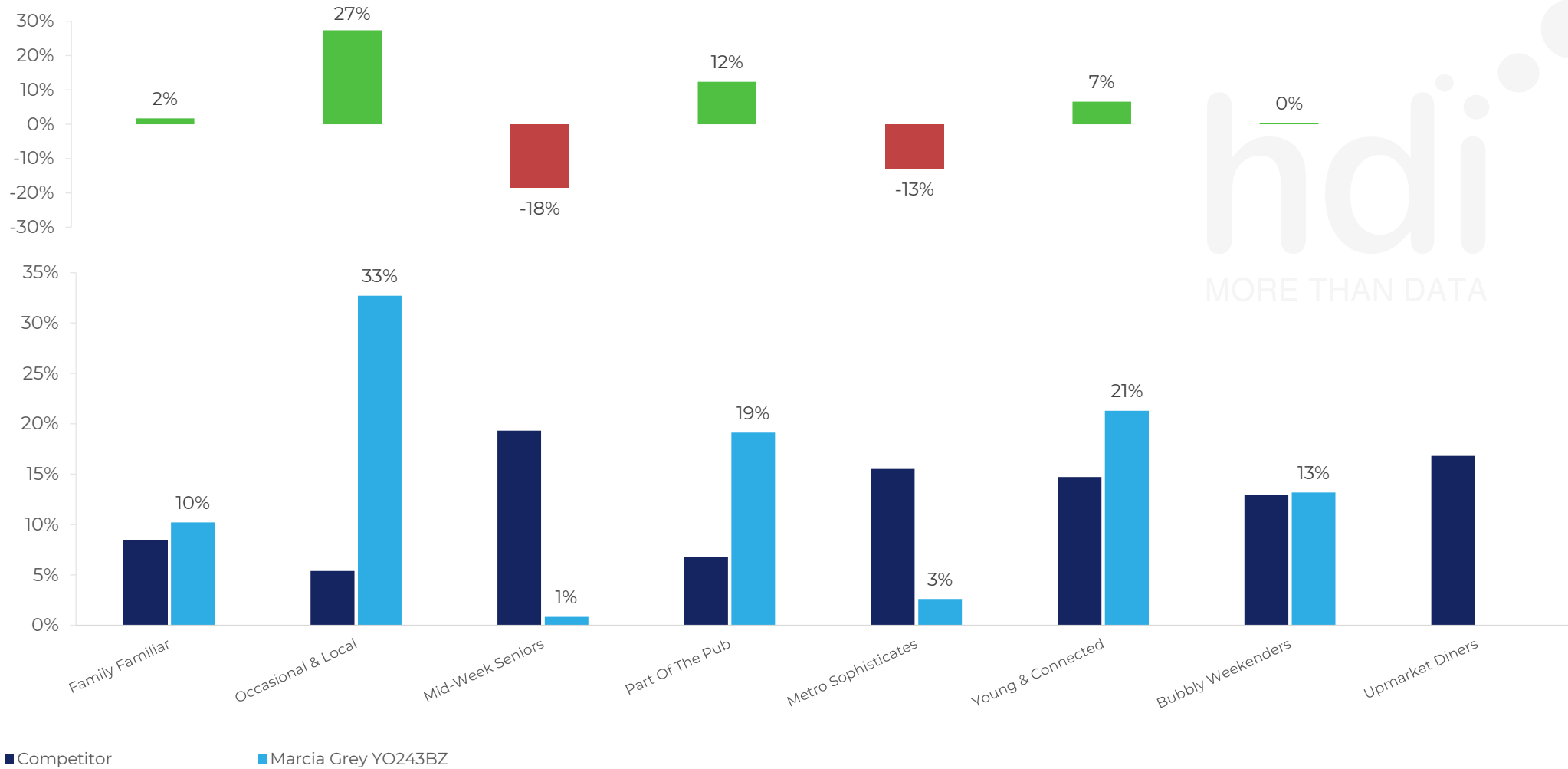
10%

75%

25%

Female

Male

■ Competitor ■ Marcia Grey YO243BZ

Punch Segmentation

How does the Custom segmentation profile of customers who visit Marcia Grey YO243BZ compare versus its competitors?

% of spend for Marcia Grey YO243BZ and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment

Top chart (difference):
- Family Familiar: 2%
- Occasional & Local: 27%
- Mid-Week Seniors: -18%
- Part Of The Pub: 12%
- Metro Sophisticates: -13%
- Young & Connected: 7%
- Bubbly Weekenders: 0%

Bottom chart (Marcia Grey YO243BZ values):
- Family Familiar: 10%
- Occasional & Local: 33%
- Mid-Week Seniors: 1%
- Part Of The Pub: 19%
- Metro Sophisticates: 3%
- Young & Connected: 21%
- Bubbly Weekenders: 13%

Legend: Competitor | Marcia Grey YO243BZ

201 Site Customers | 10 Competitors | 19408 Competitor Customers

Spend by Distance

How does the spend profile of Marcia Grey YO243BZ compare versus its competitors based on travel distances?

% of spend for Marcia Grey YO243BZ and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

Legend: Competitor | Marcia Grey YO243BZ

Top chart values: 49%, 5%, 2%, -1%, -2%, -10%, -43%

Bottom chart (Marcia Grey YO243BZ): 62%, 16%, 6%, 3%, 3%, 6%, 5%

Distance categories: 0-1 Mile, 1-3 Miles, 3-5 Miles, 5-10 Miles, 10-20 Miles, 20-50 Miles, National

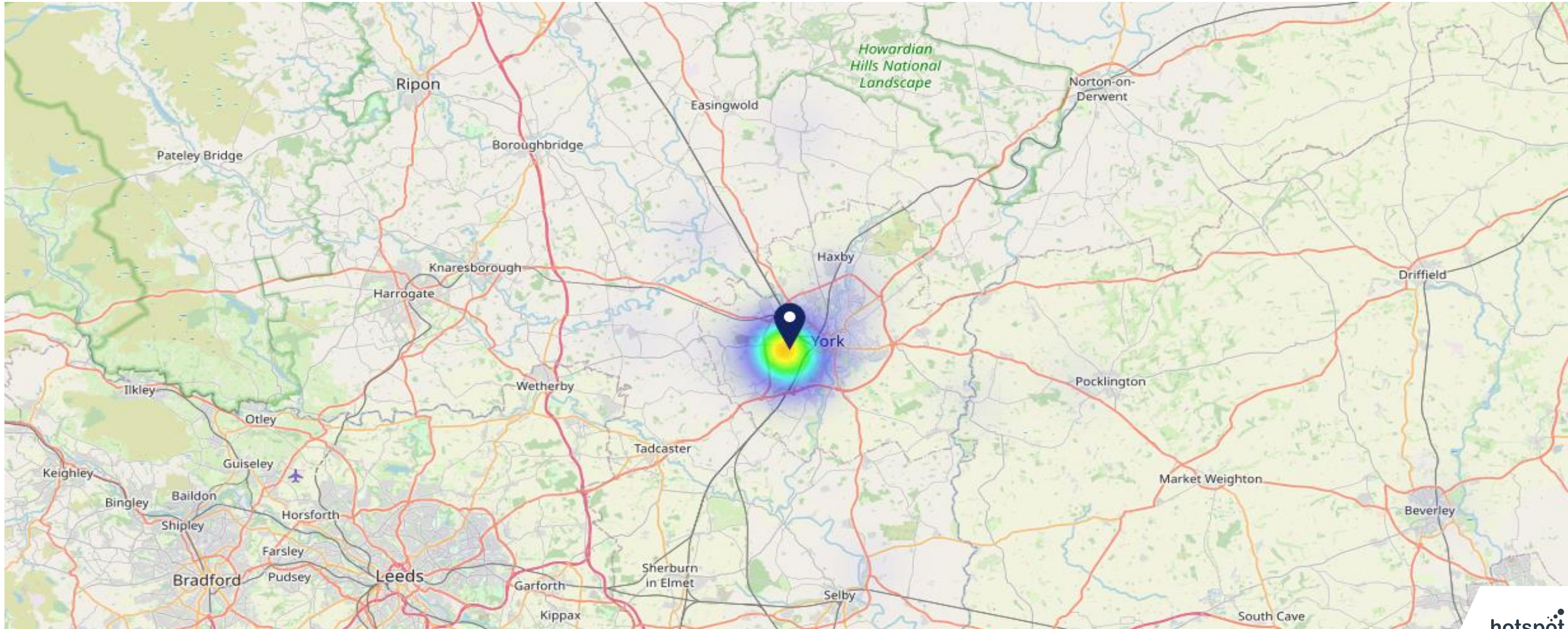82 Site Customers | 10 Competitors | 9140 Competitor Customers

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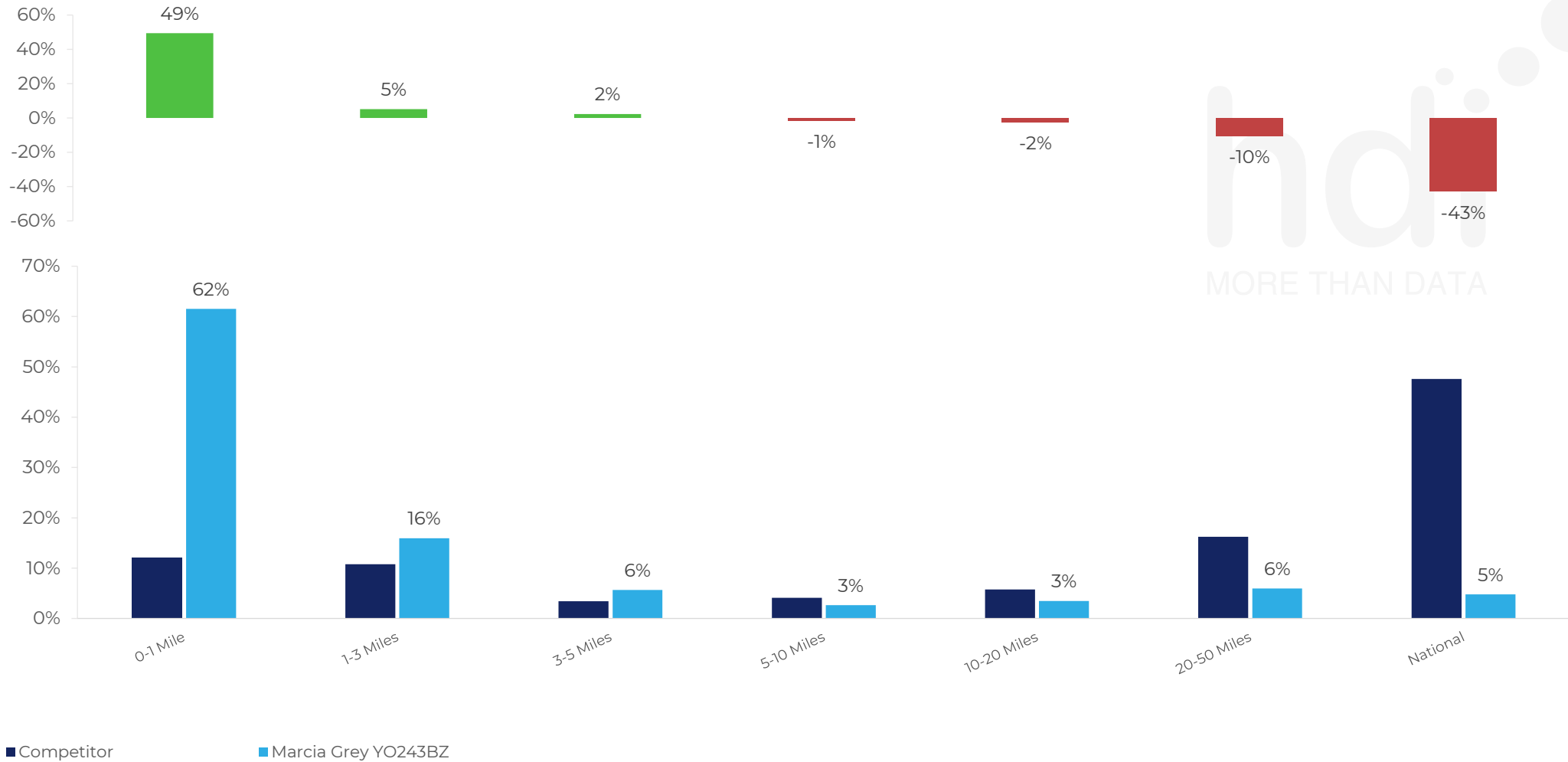
Map of Guest Origin

Where do customers of Marcia Grey YO243BZ come from?

Where do customers of Marcia Grey YO243BZ for 06/12/2023 - 27/11/2024 live

hotspot
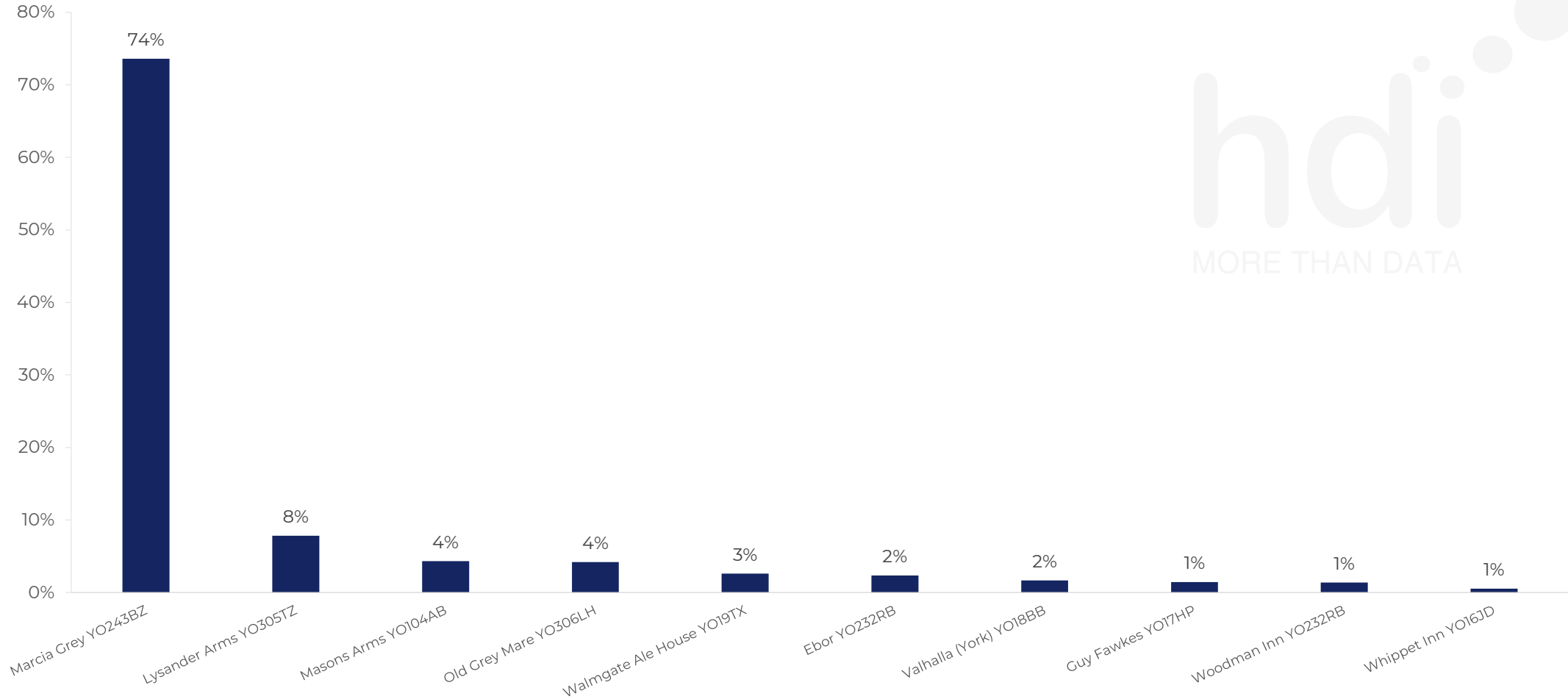POWERED BY HDI

82 Site Customers

Share of Wallet

What are the Top 20 venues (by spend) that customers of Marcia Grey YO243BZ also visit?

For customers of Marcia Grey YO243BZ, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue

Venue	Share
Marcia Grey YO243BZ	74%
Lysander Arms YO305TZ	8%
Masons Arms YO104AB	4%
Old Grey Mare YO306LH	4%
Walmgate Ale House YO19TX	3%
Ebor YO232RB	2%
Valhalla (York) YO18BB	2%
Guy Fawkes YO17HP	1%
Woodman Inn YO232RB	1%
Whippet Inn YO16JD	1%

201 Site Customers

hotspot
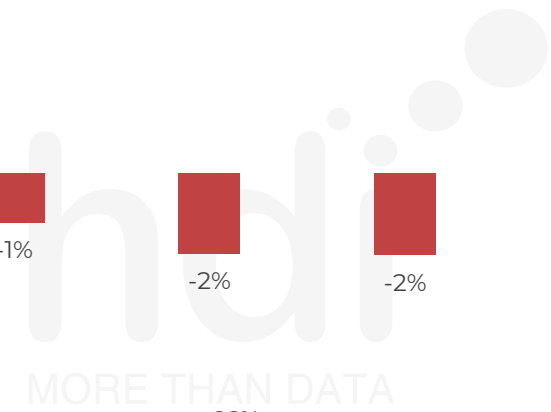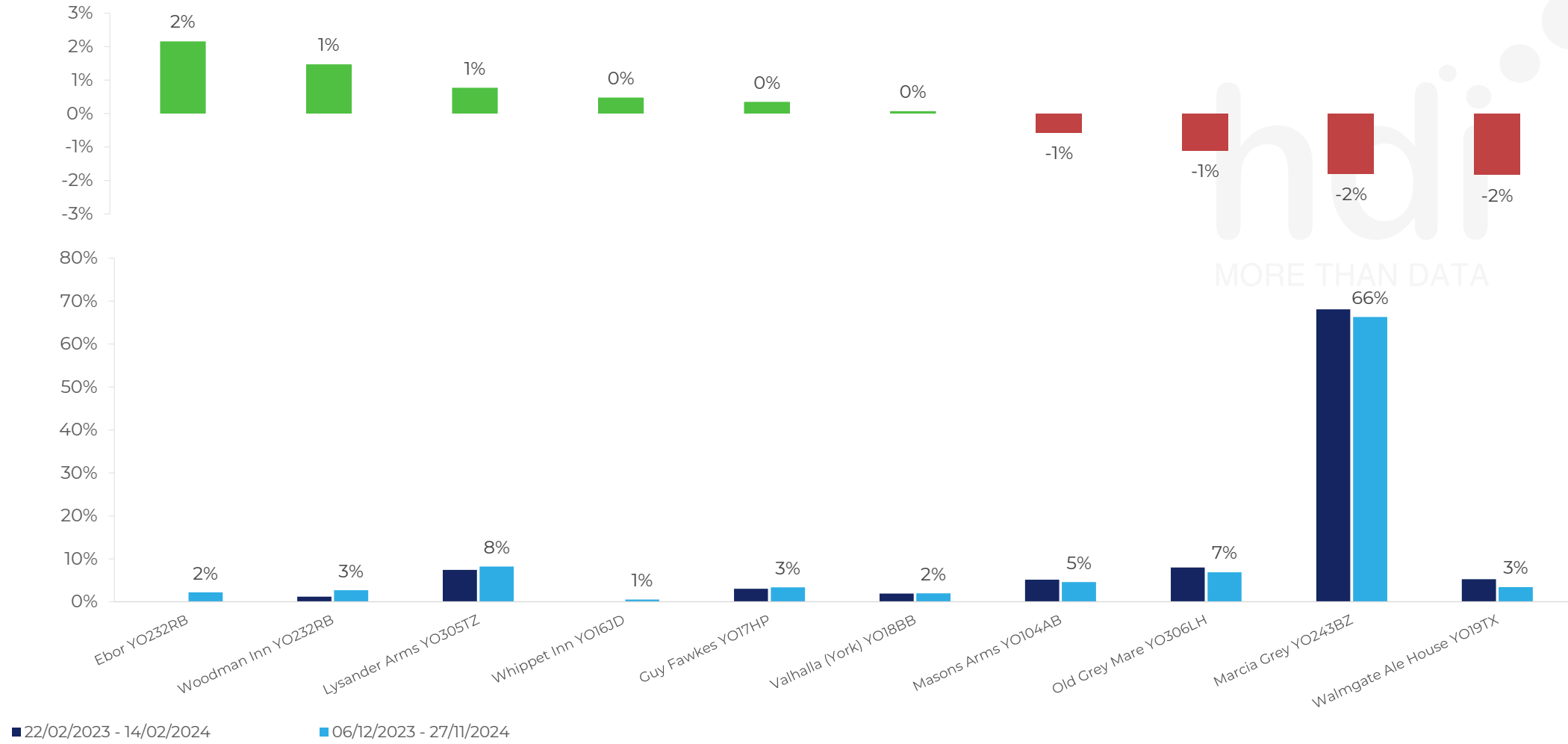
Share of Wallet Change

How has share of wallet of customers of Marcia Grey YO243BZ changed between two date ranges?

Top chart (Share of Wallet Change):
- Ebor YO232RB: 2%
- Woodman Inn YO232RB: 1%
- Lysander Arms YO305TZ: 1%
- Whippet Inn YO16JD: 0%
- Guy Fawkes YO17HP: 0%
- Valhalla (York) YO18BB: 0%
- Masons Arms YO104AB: -1%
- Old Grey Mare YO306LH: -1%
- Marcia Grey YO243BZ: -2%
- Walmgate Ale House YO19TX: -2%

Bottom chart (Share of Wallet):
- Ebor YO232RB: 2%
- Woodman Inn YO232RB: 3%
- Lysander Arms YO305TZ: 8%
- Whippet Inn YO16JD: 1%
- Guy Fawkes YO17HP: 3%
- Valhalla (York) YO18BB: 2%
- Masons Arms YO104AB: 5%
- Old Grey Mare YO306LH: 7%
- Marcia Grey YO243BZ: 66%
- Walmgate Ale House YO19TX: 3%

Legend:
- ■ 22/02/2023 - 14/02/2024
- ■ 06/12/2023 - 27/11/2024

201 Site Customers

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Market Summary

How does the local area for Marcia Grey YO243BZ 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	£629K	4	£2.33M	5	£7.72M	4	£340.91M	9
Weekpart	Mon - Thu	44.3%	8	37.8%	3	37.8%	2	39.3%	2
Weekpart	Fri - Sat	43.0%	5	46.4%	7	45.5%	8	45.8%	9
Weekpart	Sun	12.7%	4	15.8%	7	16.7%	8	14.9%	3
Age	18 to 24	1.0%	1	3.8%	3	3.1%	2	5.7%	4
Age	25 to 34	17.0%	3	18.7%	4	16.0%	2	16.9%	2
Age	35 to 44	26.8%	8	25.9%	7	25.0%	7	22.7%	5
Age	45 to 54	22.5%	8	22.7%	8	22.3%	8	21.6%	8
Age	55 to 64	19.0%	8	16.9%	7	20.1%	9	20.6%	9
Age	65 to 74	9.5%	8	6.9%	6	7.1%	6	9.2%	8
Age	75+	4.1%	8	5.1%	9	6.3%	9	3.3%	7
CAMEO	Business Elite	2.4%	2	2.7%	2	3.2%	3	7.2%	5
CAMEO	Prosperous Professionals	3.8%	3	3.4%	3	4.0%	3	7.7%	7
CAMEO	Flourishing Society	5.8%	2	6.4%	2	6.4%	2	10.6%	4
CAMEO	Content Communities	12.4%	6	12.6%	6	11.5%	4	14.7%	8
CAMEO	White Collar Neighbourhoods	12.0%	6	11.9%	6	10.2%	4	11.9%	6
CAMEO	Enterprising Mainstream	12.8%	9	14.0%	9	11.3%	8	11.6%	8
CAMEO	Paying The Mortgage	17.2%	7	17.4%	8	19.7%	9	16.0%	7
CAMEO	Cash Conscious Communities	12.6%	8	14.8%	9	12.8%	8	8.8%	5
CAMEO	On A Budget	4.8%	4	4.1%	3	5.3%	4	5.5%	3
CAMEO	Family Value	16.3%	10	12.6%	9	15.8%	10	6.0%	7
Affluence	AB	12.0%	2	12.5%	2	13.5%	2	25.5%	4
Affluence	C1C2	54.3%	8	56.0%	8	52.6%	7	54.2%	8
Affluence	DE	33.8%	9	31.5%	8	33.9%	9	20.3%	6

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Local Market Profile

Mix of spend by customer segment in Punch site and local market
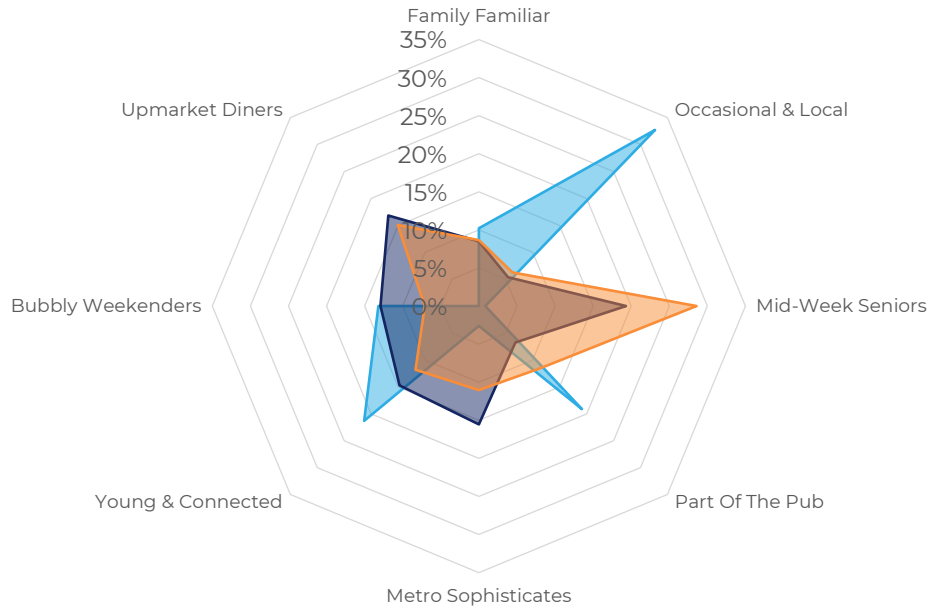
	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Marcia Grey	47	10.20%	32.71%	0.83%	19.12%	2.61%	21.30%	13.19%	0.00%
Local Catchment	3579	8.51%	5.38%	19.32%	6.77%	15.53%	14.71%	12.92%	16.82%
Punch T&L	104709	8.67%	6.24%	28.58%	11.49%	11.03%	11.79%	7.10%	15.06%
Marcia Grey vs Local Catchment		1.69%	27.33%	-18.49%	12.35%	-12.92%	6.59%	0.27%	0.00%
Marcia Grey vs Punch T&L		1.53%	26.47%	-27.75%	7.63%	-8.42%	9.51%	6.09%	0.00%
Local Catchment vs Punch T&L		-0.16%	-0.86%	-9.26%	-4.72%	4.50%	2.92%	5.82%	1.76%

■ Marcia Grey   ■ Local Catchment   ■ Punch T&L

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