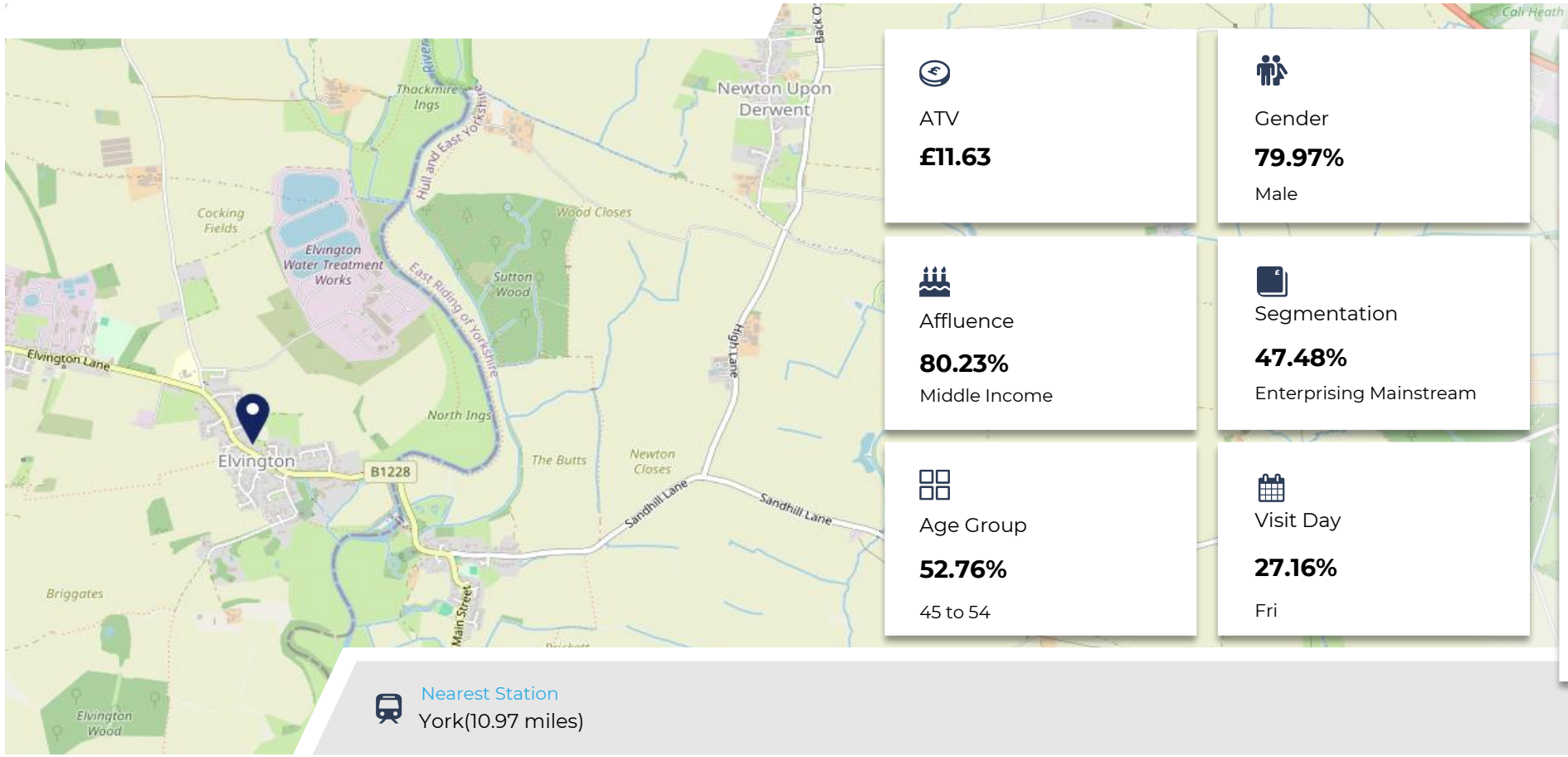
Site Summary

Grey Horse YO414AG

YO414AG | Punch T&L

Work Area: York
Region: Yorkshire and The Humber
TV Region: Yorkshire
Urbanicity: Rural village



ATV
£11.63

Gender
79.97%
Male

Affluence
80.23%
Middle Income

Segmentation
47.48%
Enterprising Mainstream

Age Group
52.76%
45 to 54

Visit Day
27.16%
Fri

Top Competitors

#1 St Vincent Arms
YO414BN
Pub Restaurant

#2 Half Moon
YO414DB
Pub Restaurant

#3 Wenlock Arms Wheldr
YO196AA
Stonegate PP

Nearest Station
York(10.97 miles)

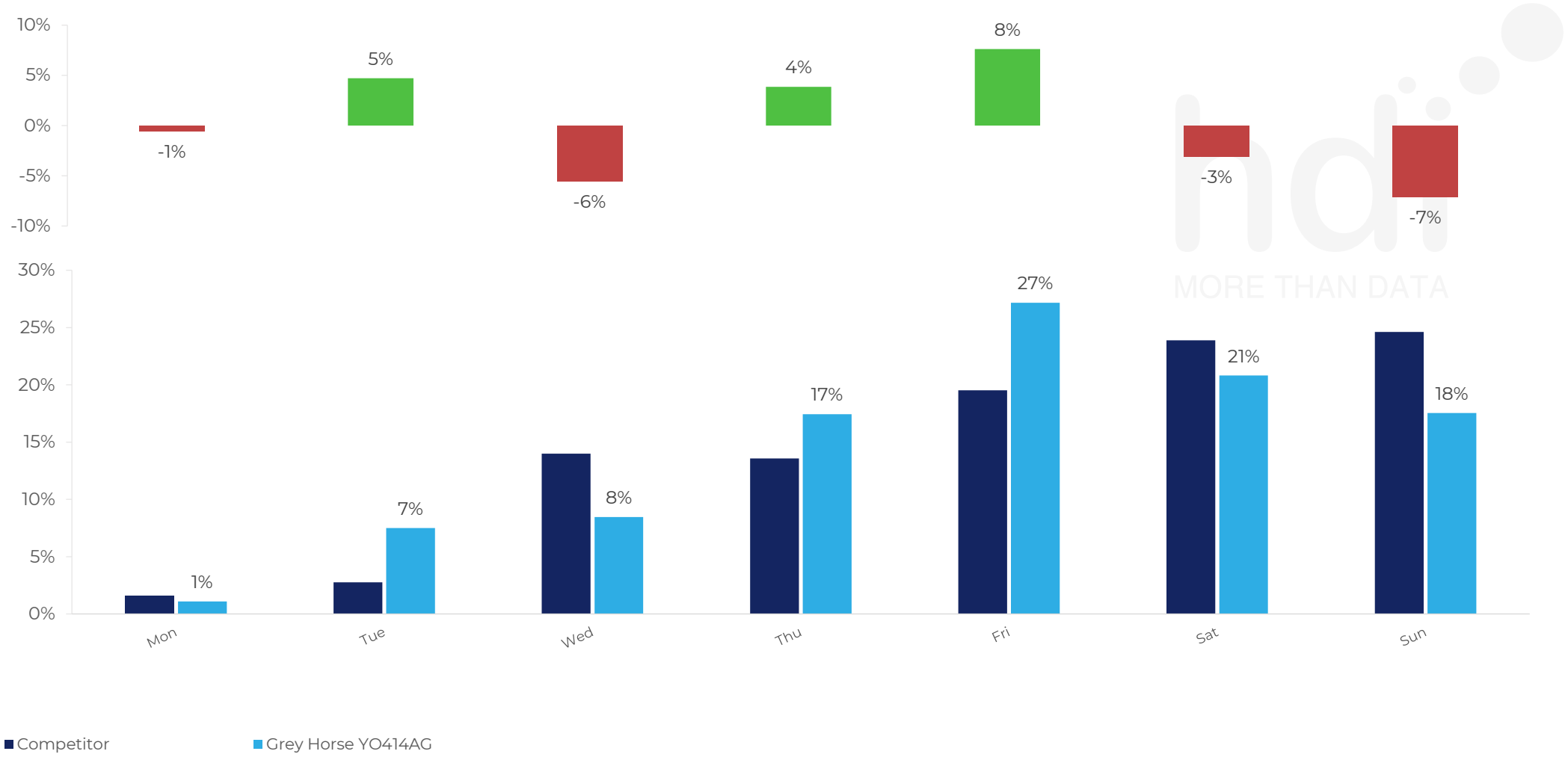
hotspot

330 Site Customers | 14 Competitors | 4551 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for Grey Horse YO414AG versus its competitors?

% of spend for Grey Horse YO414AG and 319 Chains in 3 Miles from 05/02/2025 - 19/08/2026 split by Day of Week

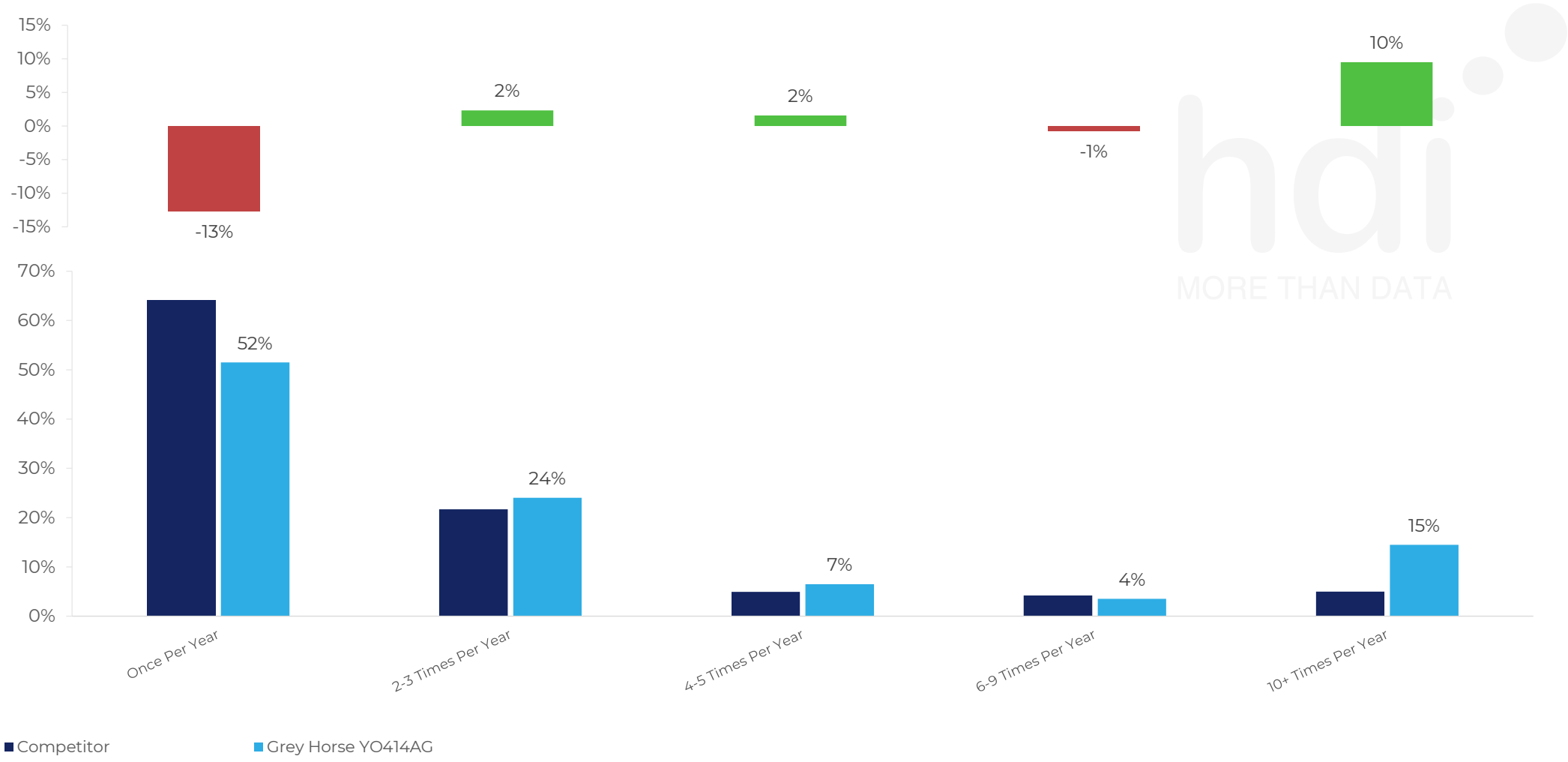


MORE THAN DATA

Visit Frequency

How frequently per year do customers visit Grey Horse YO414AG versus its competitors?

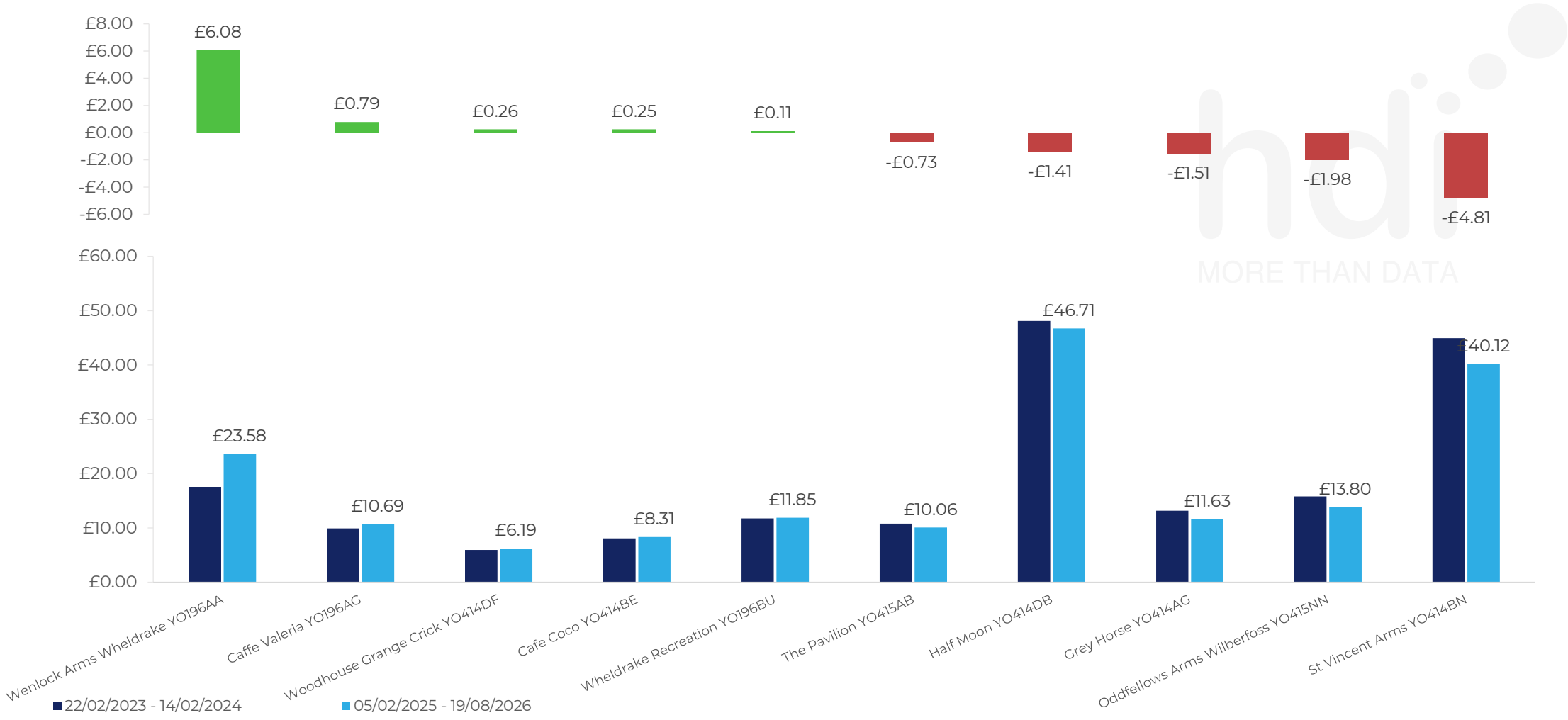
% of customer numbers for Grey Horse YO414AG and 319 Chains in 3 Miles from 05/02/2025 - 19/08/2026 and the number of visits made Per Annum



MORE THAN DATA

ATV Change

How has ATV changed between two date ranges?

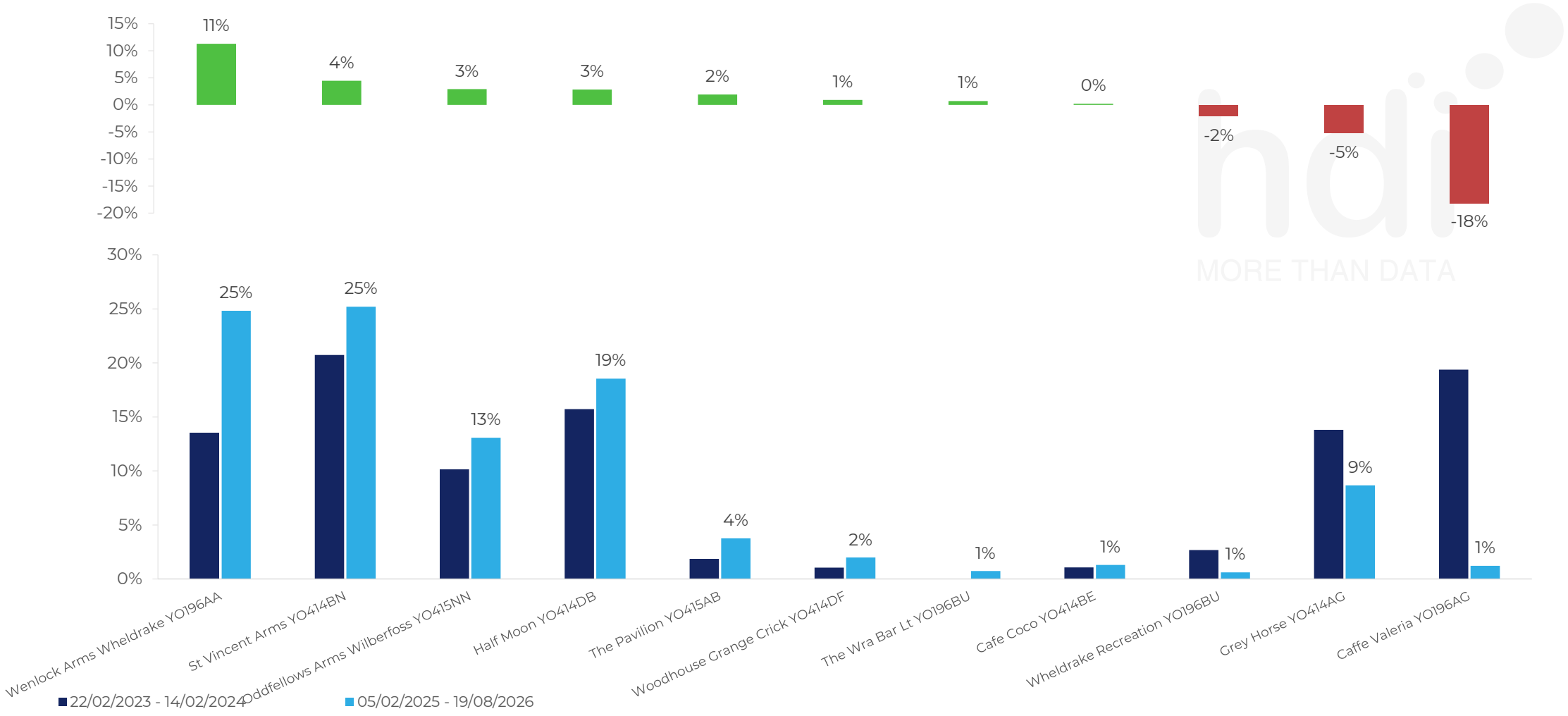


MORE THAN DATA

Market Share Change

How has market share changed between two date ranges?

% of market share spend for Grey Horse YO414AG and 319 Chains in 3 Miles from 05/02/2025 - 19/08/2026

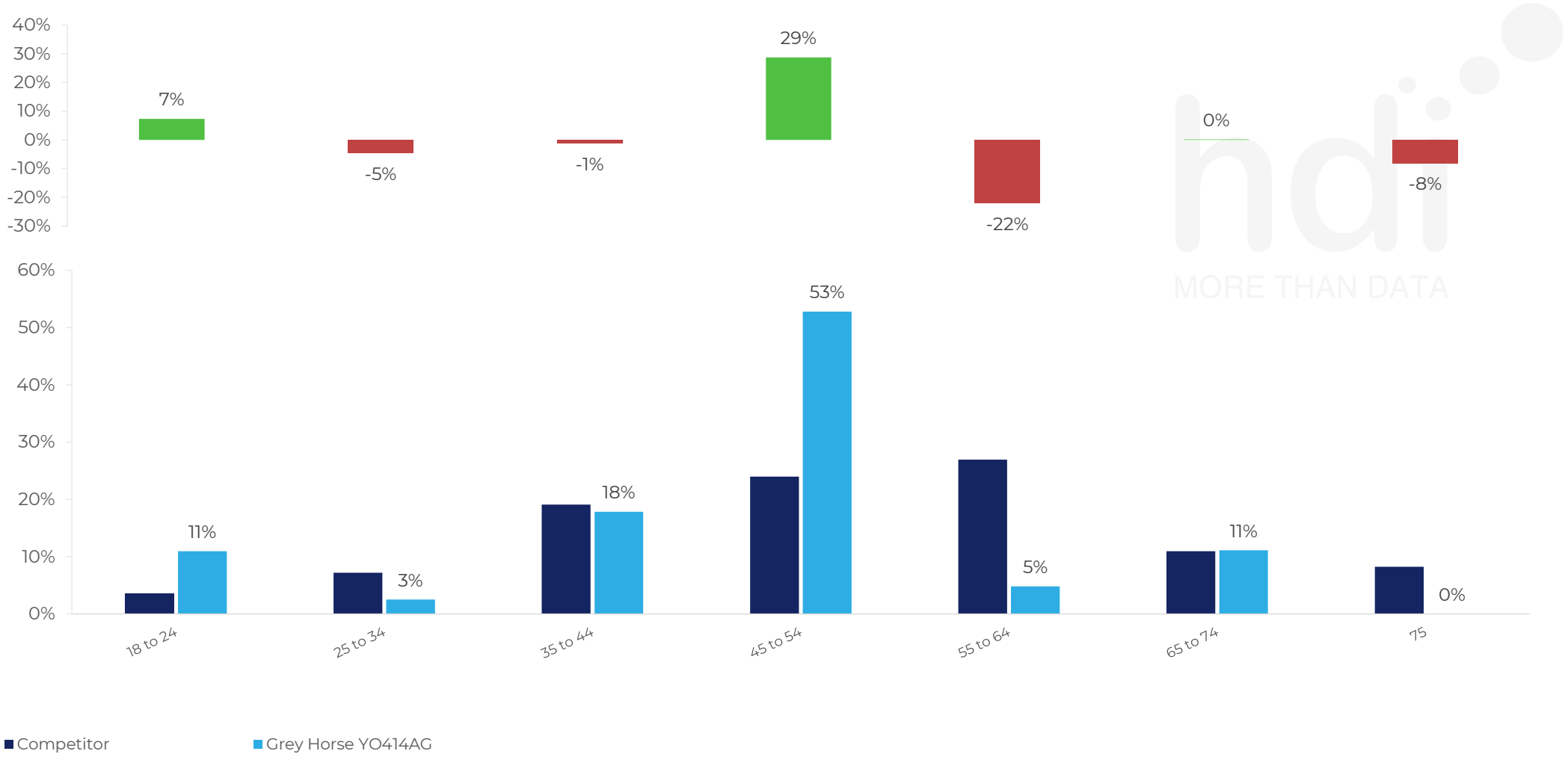


MORE THAN DATA

Age

How does the age profile of customers who visit Grey Horse YO414AG compare versus its competitors?

% of spend for Grey Horse YO414AG and 319 Chains in 3 Miles from 05/02/2025 - 19/08/2026 split by Age Range



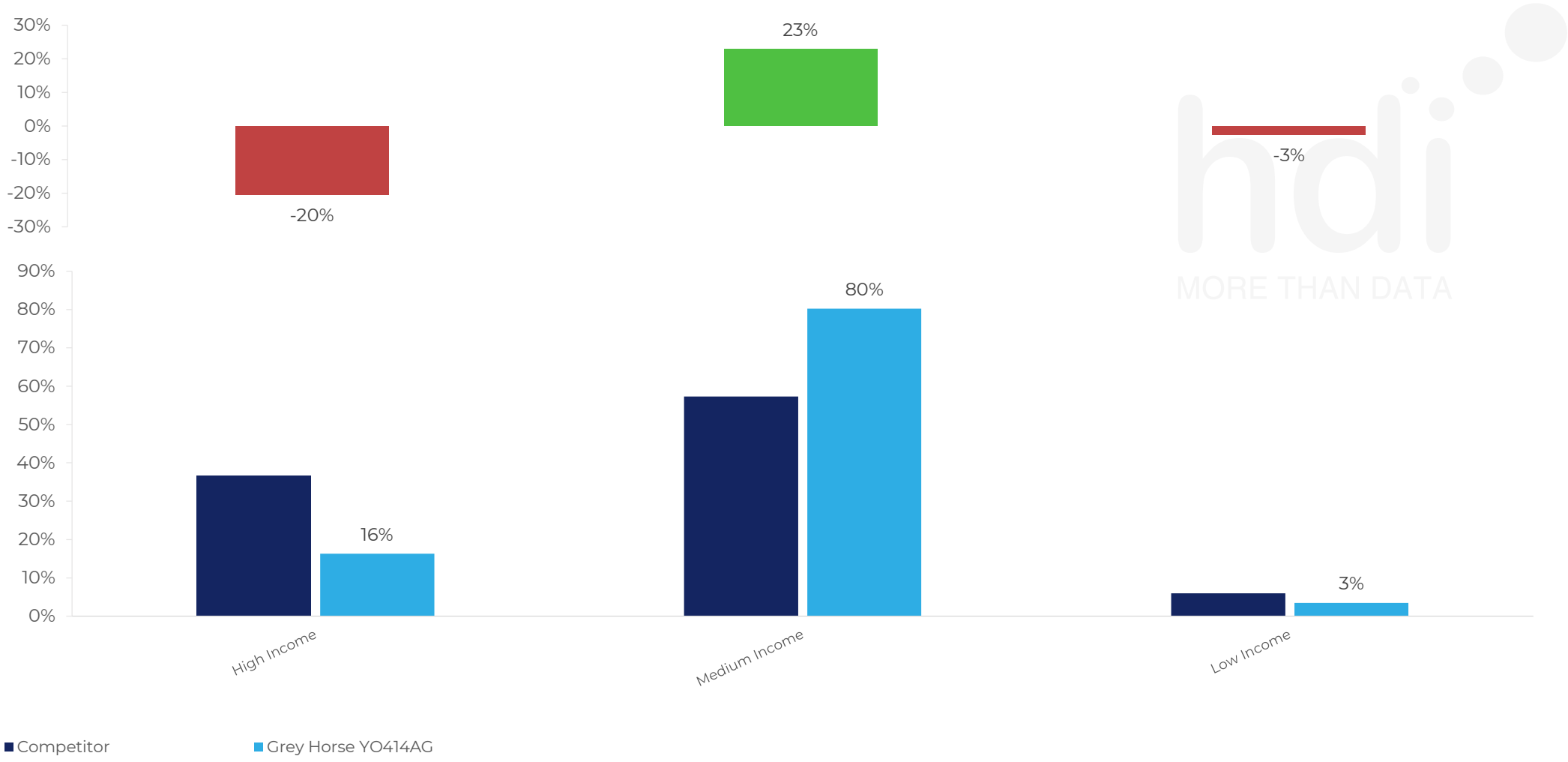
MORE THAN DATA

hotspot

Affluence

How does the affluence of customers who visit Grey Horse YO414AG compare versus its competitors?

% of spend for Grey Horse YO414AG and 319 Chains in 3 Miles from 05/02/2025 - 19/08/2026 split by Affluence

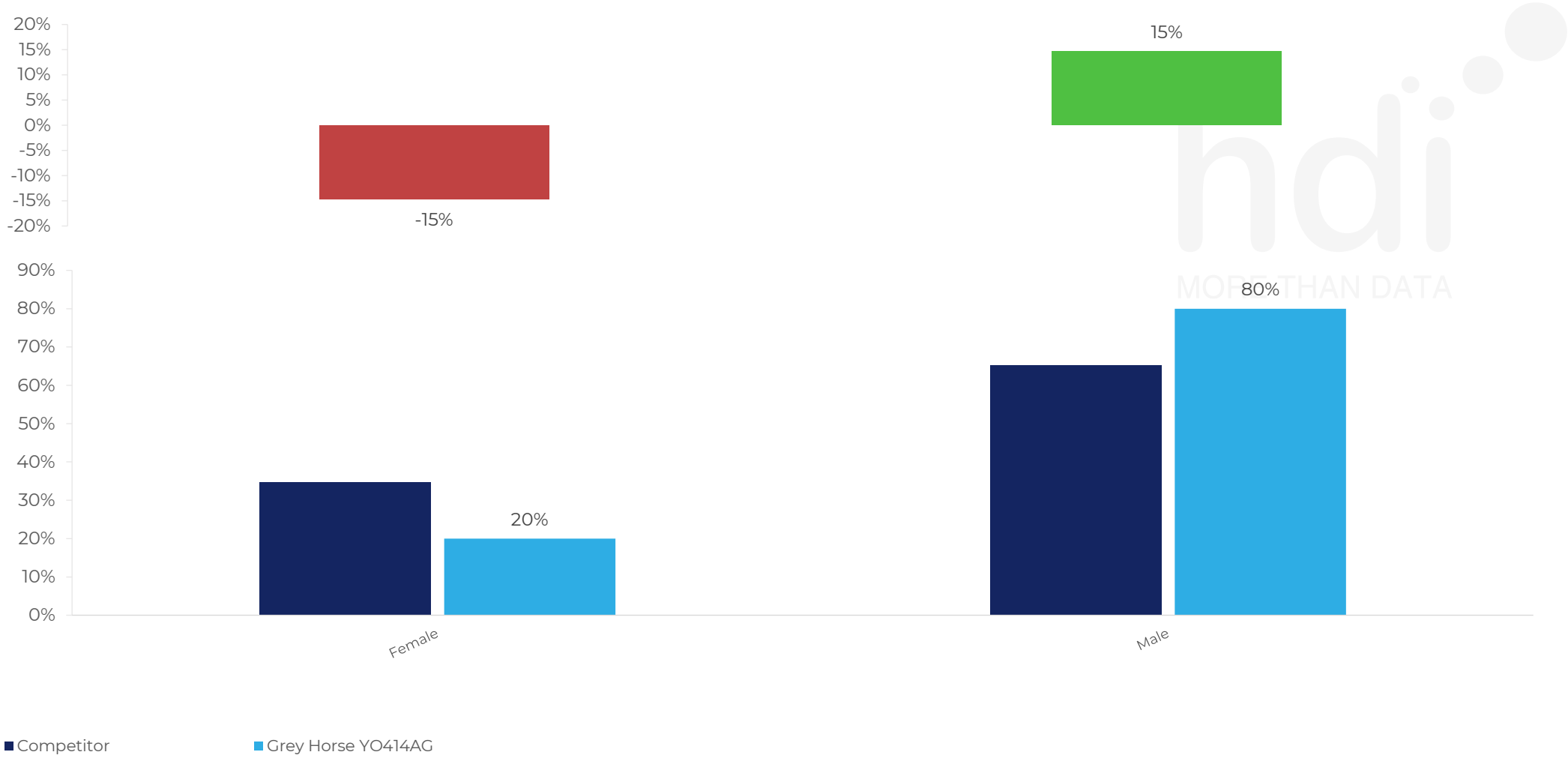


MORE THAN DATA

Gender

How does the gender profile of customers who visit Grey Horse YO414AG compare versus its competitors?

% of spend for Grey Horse YO414AG and 319 Chains in 3 Miles from 05/02/2025 - 19/08/2026 split by Gender



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

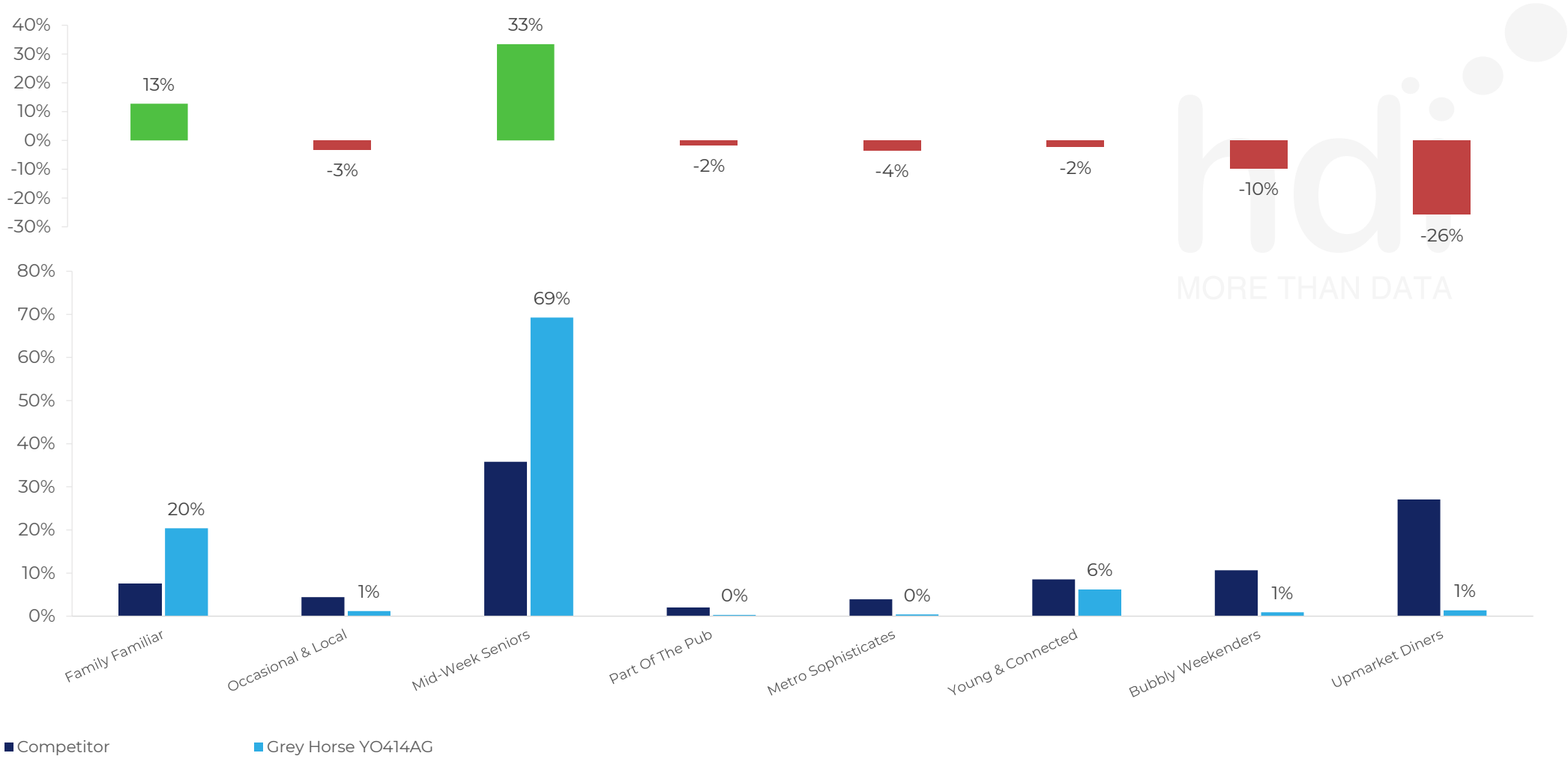
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Grey Horse YO414AG compare versus its competitors?

% of spend for Grey Horse YO414AG and 319 Chains in 3 Miles from 05/02/2025 - 19/08/2026 split by Segment

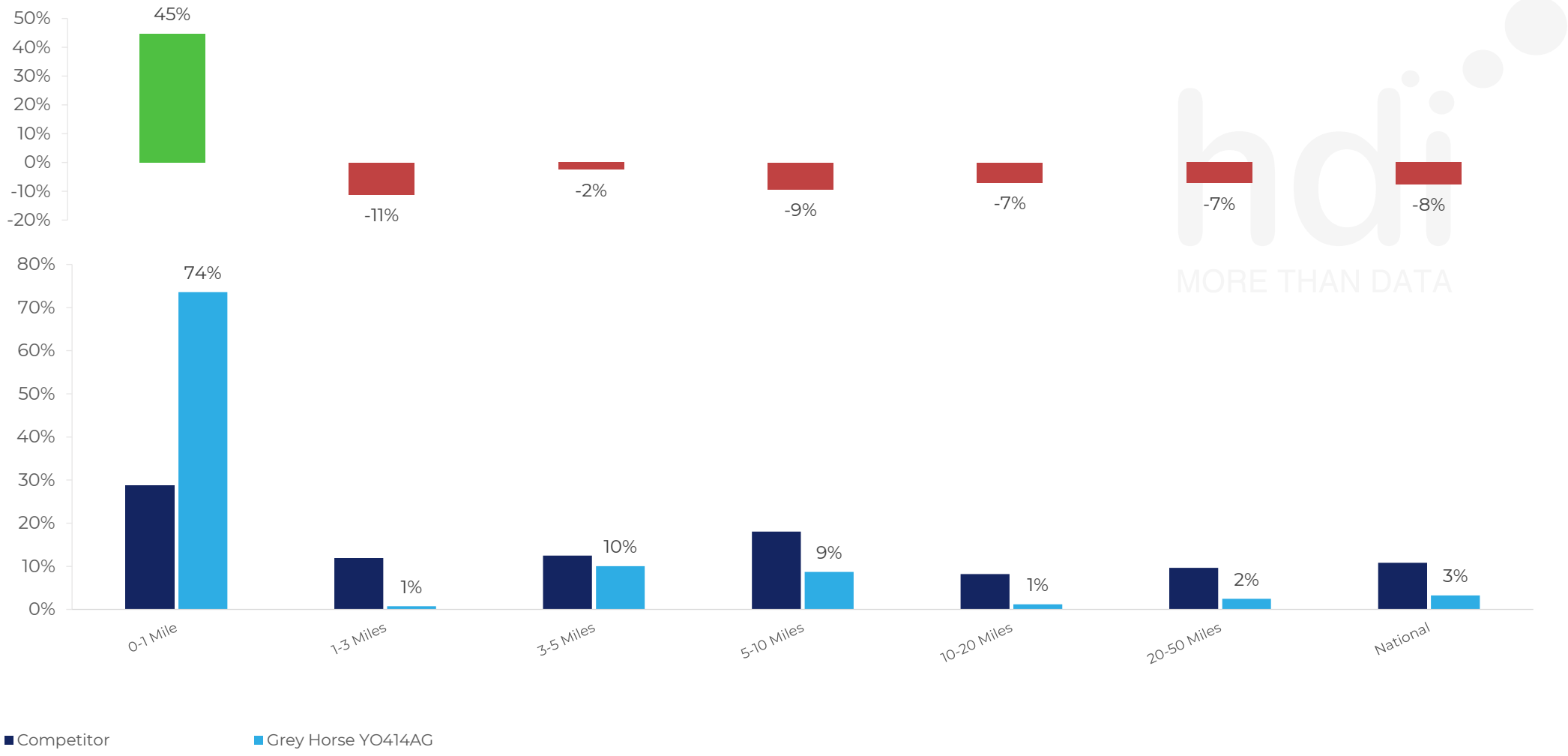


MORE THAN DATA

Spend by Distance

How does the spend profile of Grey Horse YO414AG compare versus its competitors based on travel distances?

% of spend for Grey Horse YO414AG and 319 Chains in 3 Miles from 05/02/2025 - 19/08/2026 split by Distance travelled

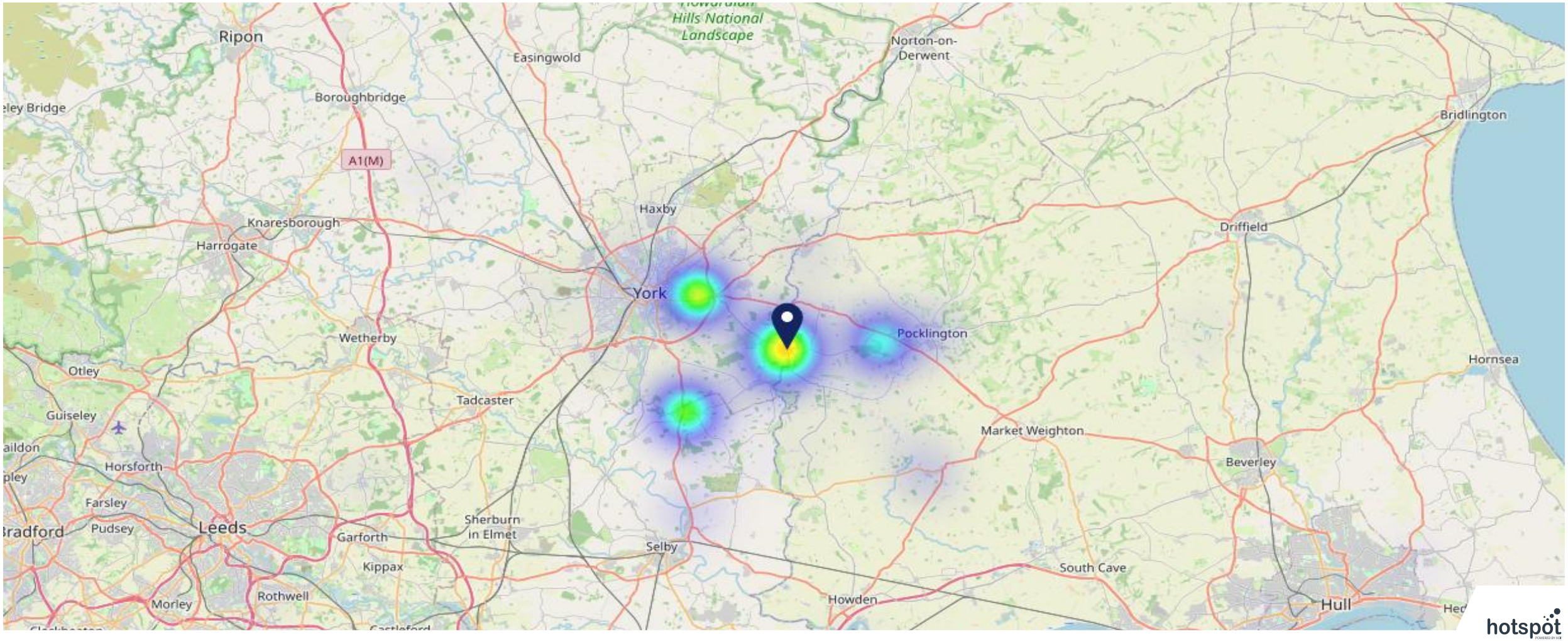


MORE THAN DATA

Map of Guest Origin

Where do customers of Grey Horse YO414AG come from?

Where do customers of Grey Horse YO414AG for 05/02/2025 - 19/08/2026 live

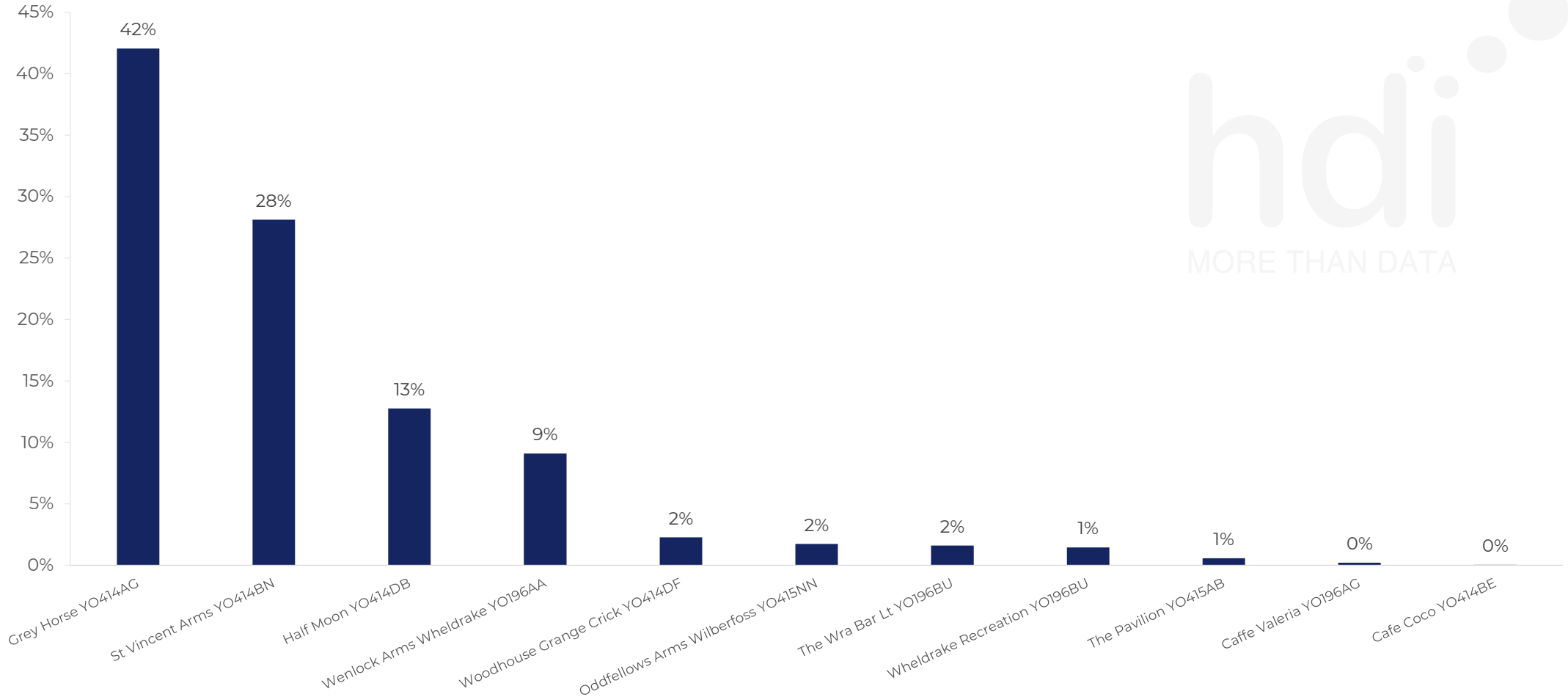


147 Site Customers

Share of Wallet

What are the Top 20 venues (by spend) that customers of Grey Horse YO414AG also visit?

For customers of Grey Horse YO414AG, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 19/08/2026 split by Venue

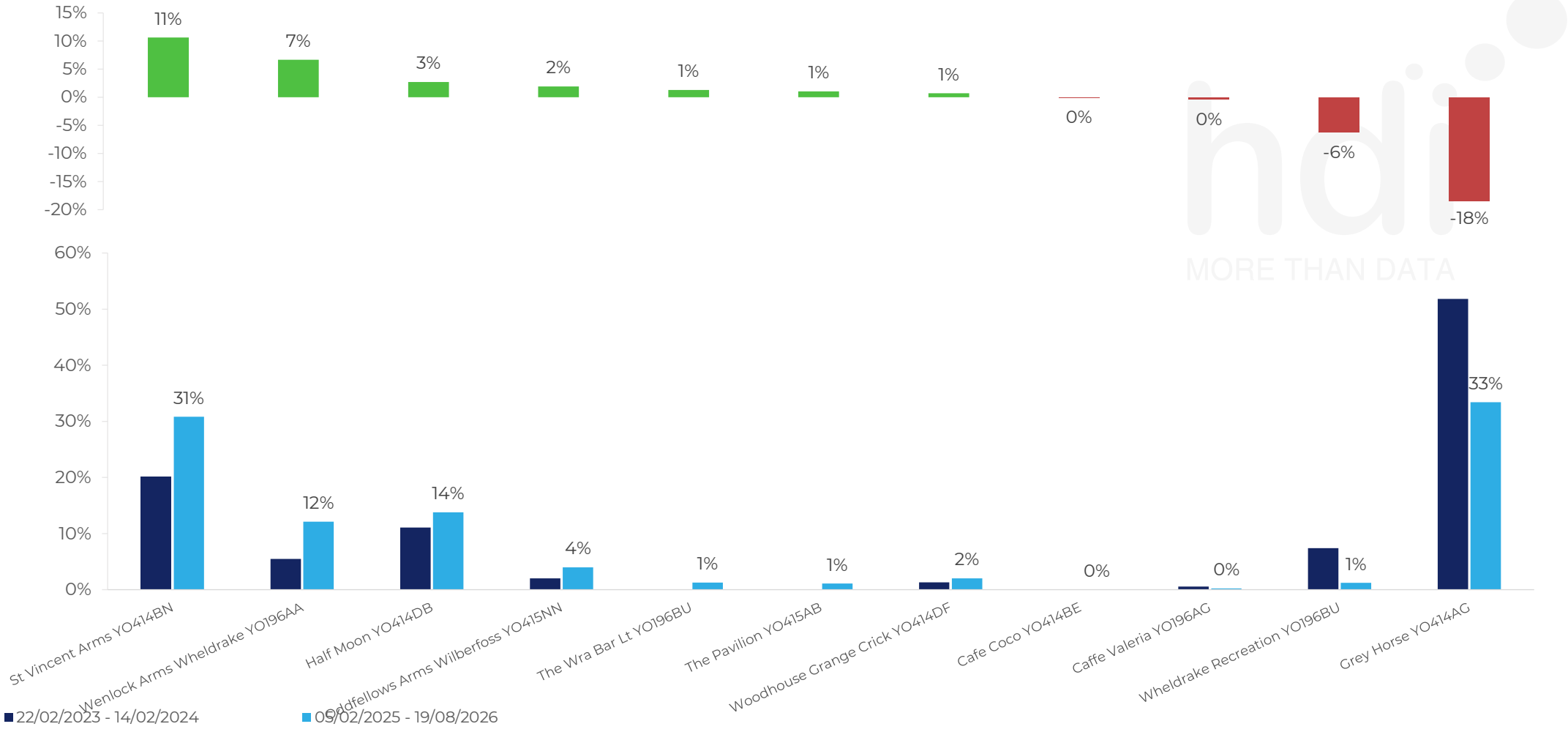


MORE THAN DATA

330 Site Customers

Share of Wallet Change

How has share of wallet of customers of Grey Horse YO414AG changed between two date ranges?



MORE THAN DATA

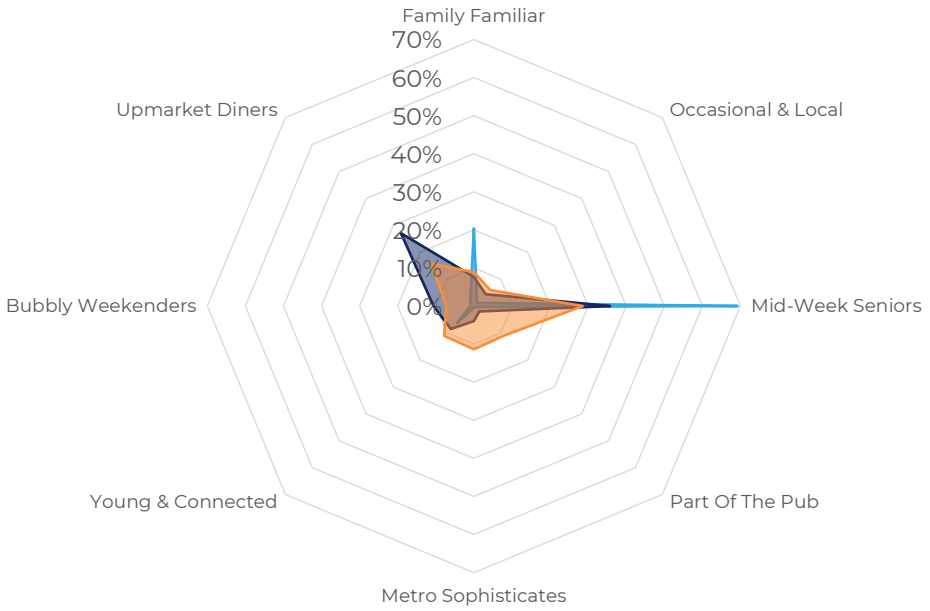
Market Summary

How does the local area for Grey Horse YO414AG 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	£222K	3	£222K	2	£1.05M	2	£3.94M	1
Weekpart	Mon - Thu	36.8%	3	36.8%	3	38.5%	3	38.6%	2
Weekpart	Fri - Sat	46.7%	7	46.7%	7	42.4%	5	43.0%	7
Weekpart	Sun	16.5%	7	16.5%	8	19.1%	10	18.4%	10
Age	18 to 24	12.7%	9	12.7%	9	6.2%	5	3.9%	2
Age	25 to 34	6.6%	1	6.6%	1	7.8%	1	8.2%	1
Age	35 to 44	22.5%	5	22.5%	5	17.3%	1	20.0%	2
Age	45 to 54	41.8%	10	41.8%	10	29.5%	10	24.7%	10
Age	55 to 64	6.0%	1	6.0%	1	23.9%	10	24.3%	10
Age	65 to 74	9.9%	8	9.9%	8	10.1%	8	12.5%	10
Age	75+	0.5%	2	0.5%	1	5.2%	9	6.5%	10
CAMEO	Business Elite	9.3%	7	9.3%	7	15.6%	9	10.6%	7
CAMEO	Prosperous Professionals	4.9%	4	4.9%	4	21.9%	10	14.9%	10
CAMEO	Flourishing Society	7.7%	3	7.7%	3	9.3%	4	9.6%	3
CAMEO	Content Communities	25.2%	10	25.2%	10	25.3%	10	26.7%	10
CAMEO	White Collar Neighbourhoods	2.6%	1	2.6%	1	5.6%	1	8.8%	2
CAMEO	Enterprising Mainstream	37.0%	10	37.0%	10	11.8%	8	9.8%	7
CAMEO	Paying The Mortgage	4.3%	1	4.3%	1	4.4%	1	10.6%	3
CAMEO	Cash Conscious Communities	3.2%	1	3.2%	1	3.0%	1	4.5%	1
CAMEO	On A Budget	2.8%	2	2.8%	2	1.7%	1	2.5%	1
CAMEO	Family Value	2.9%	6	2.9%	6	1.4%	4	1.9%	4
Affluence	AB	22.0%	4	22.0%	4	46.8%	9	35.1%	7
Affluence	C1C2	69.1%	10	69.1%	10	47.1%	5	56.0%	9
Affluence	DE	8.9%	2	8.9%	2	6.1%	1	8.9%	1

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
Grey Horse	56	20.39%	1.20%	69.24%	0.27%	0.38%	6.20%	0.92%	1.35%
Local Catchment	562	7.65%	4.43%	35.78%	2.01%	3.90%	8.51%	10.62%	27.07%
Punch T&L	125371	8.95%	6.02%	28.61%	11.01%	11.34%	11.04%	7.19%	15.81%
Grey Horse vs Local Catchment		12.74%	-3.23%	33.46%	-1.74%	-3.52%	-2.31%	-9.70%	-25.72%
Grey Horse vs Punch T&L		11.44%	-4.82%	40.63%	-10.74%	-10.96%	-4.84%	-6.27%	-14.46%
Local Catchment vs Punch T&L		-1.30%	-1.59%	7.17%	-9.00%	-7.44%	-2.53%	3.43%	11.26%