



Site Summary



Frankland Arms YO71DF

YO71DF

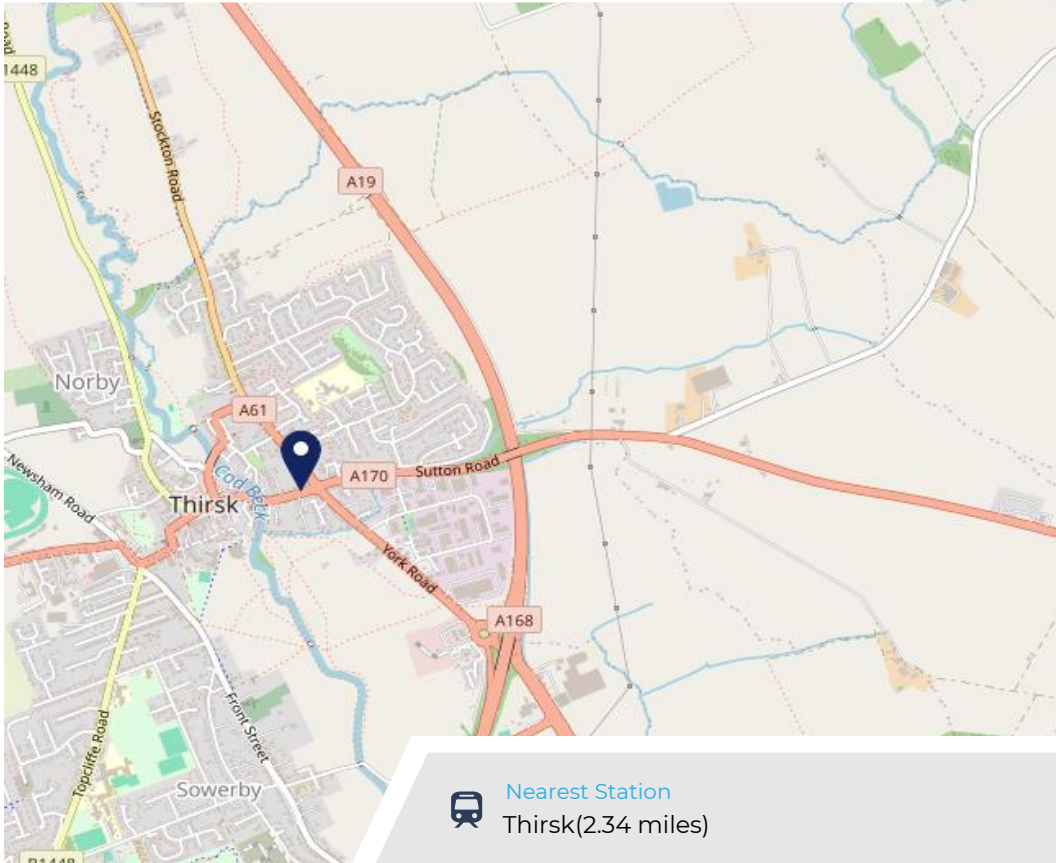
Punch T&L

Work Area
Northallerton

Region
Yorkshire and The Humber

TV Region
Tyne Tees

Urbanicity
Rural town and fringe in a s



ATV
£7.68



Gender
58.57%
Female



Affluence
59.53%
Middle Income



Segmentation
36.61%
White Collar Neighbourhoods



Age Group
40.07%
35 to 44



Visit Day
31.44%
Sat

Top Competitors

Watermill Bar And Grill #1
YO74NJ
 Pub Restaurant

Old Oak Tree #2
YO72NL
 Pub Restaurant

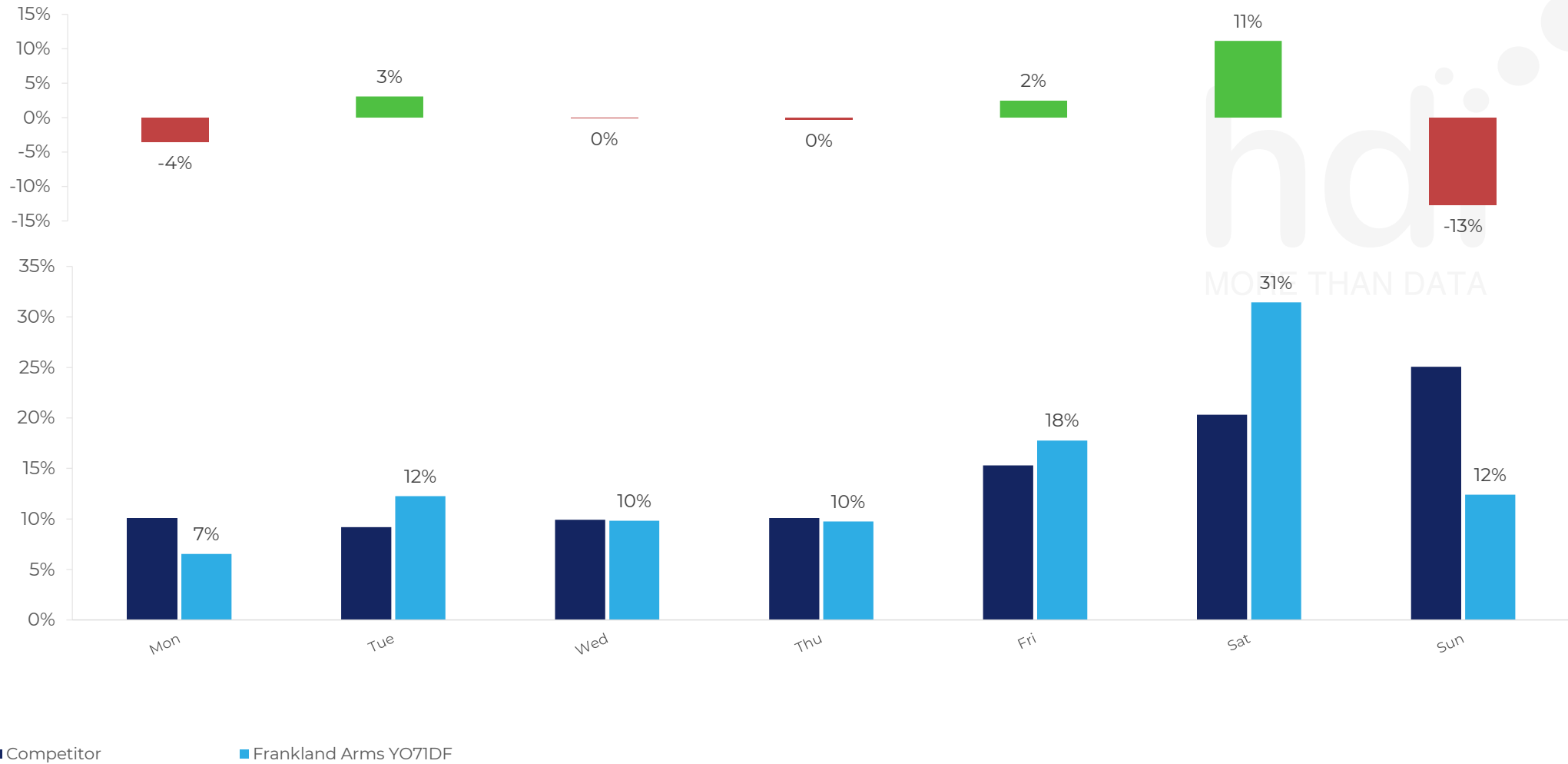
Lord Nelson #3
YO71AQ
 Pub Restaurant

Nearest Station
Thirsk(2.34 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Frankland Arms YO71DF versus its competitors?

% of spend for Frankland Arms YO71DF and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Day of Week



■ Competitor

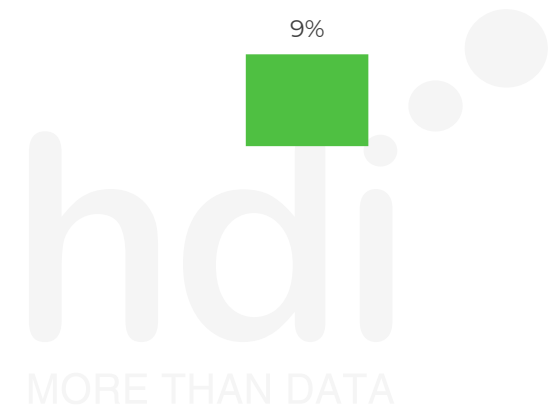
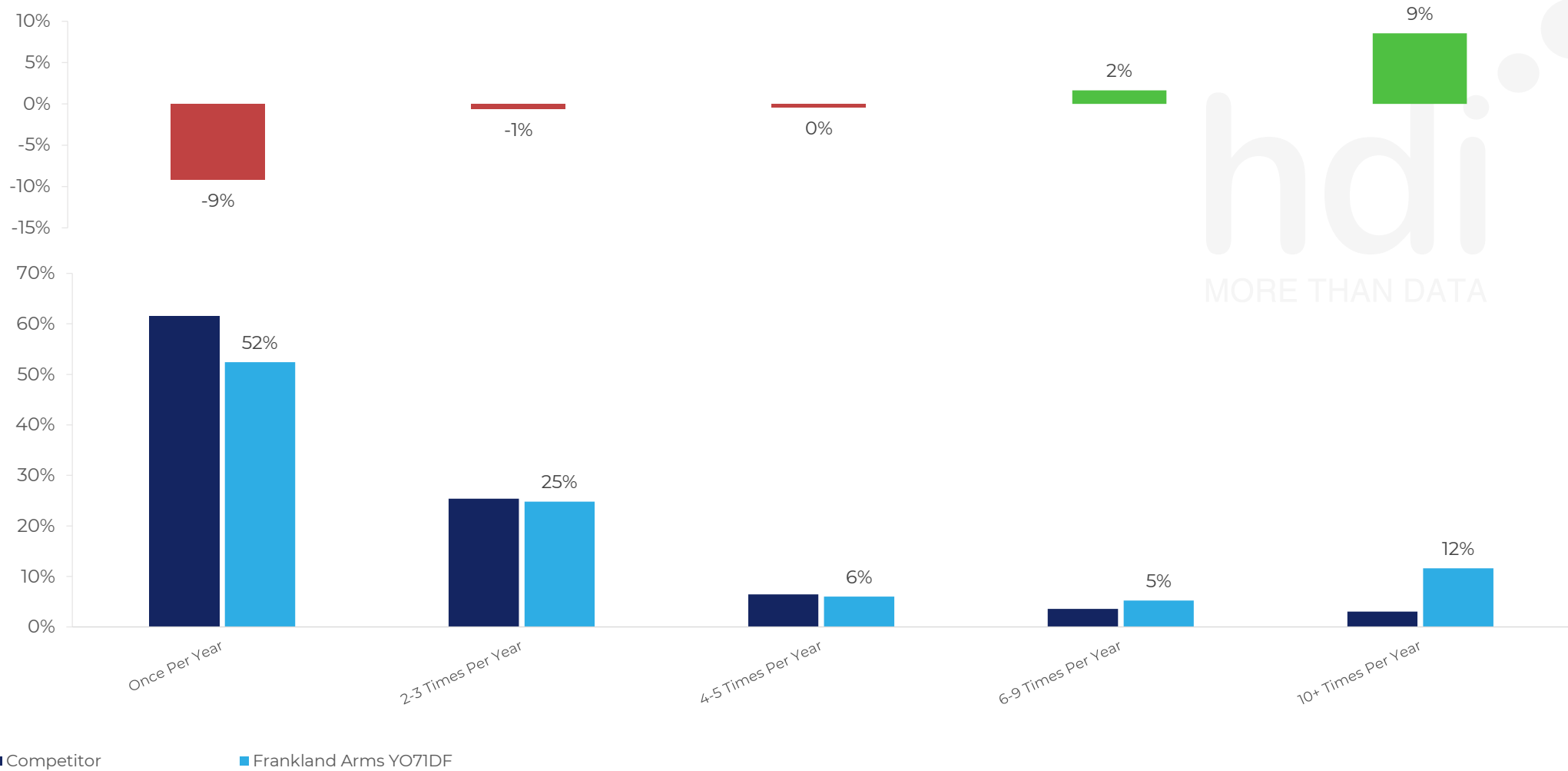
■ Frankland Arms YO71DF



Visit Frequency

How frequently per year do customers visit Frankland Arms YO71DF versus its competitors?

% of customer numbers for Frankland Arms YO71DF and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum



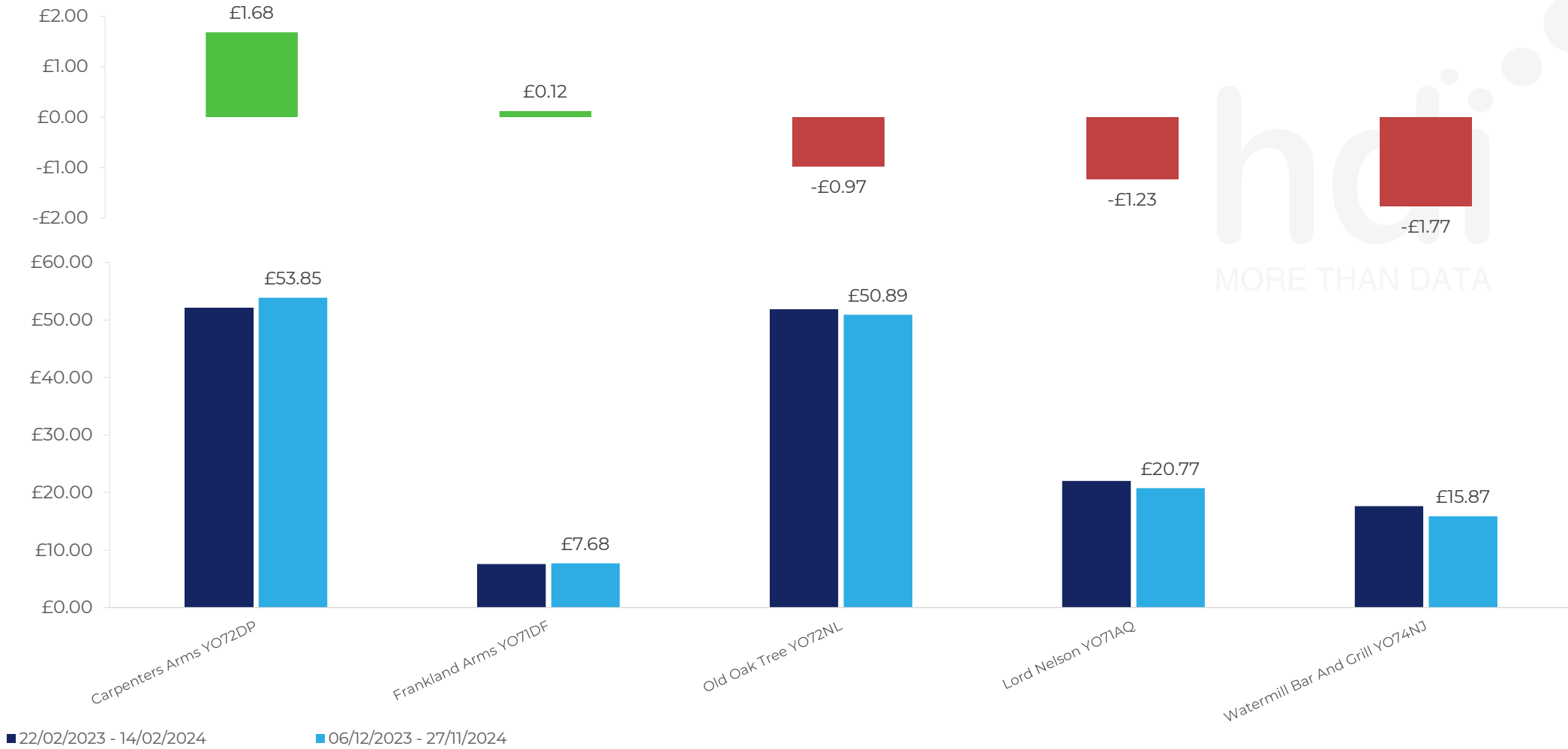
■ Competitor

■ Frankland Arms YO71DF



ATV Change

How has ATV changed between two date ranges?

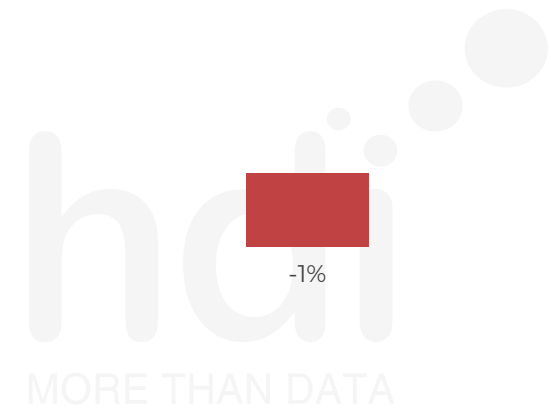
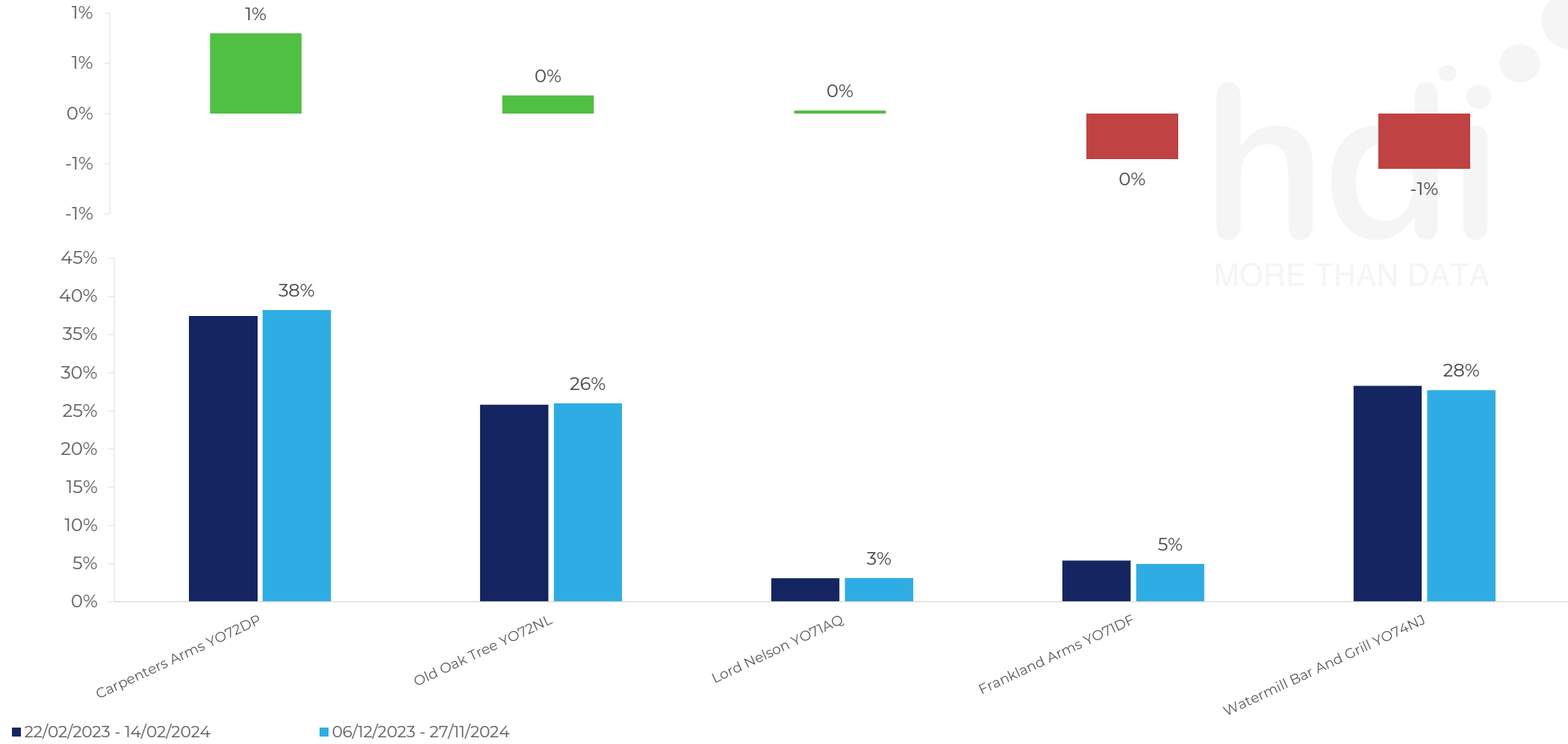




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Frankland Arms YO71DF and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024



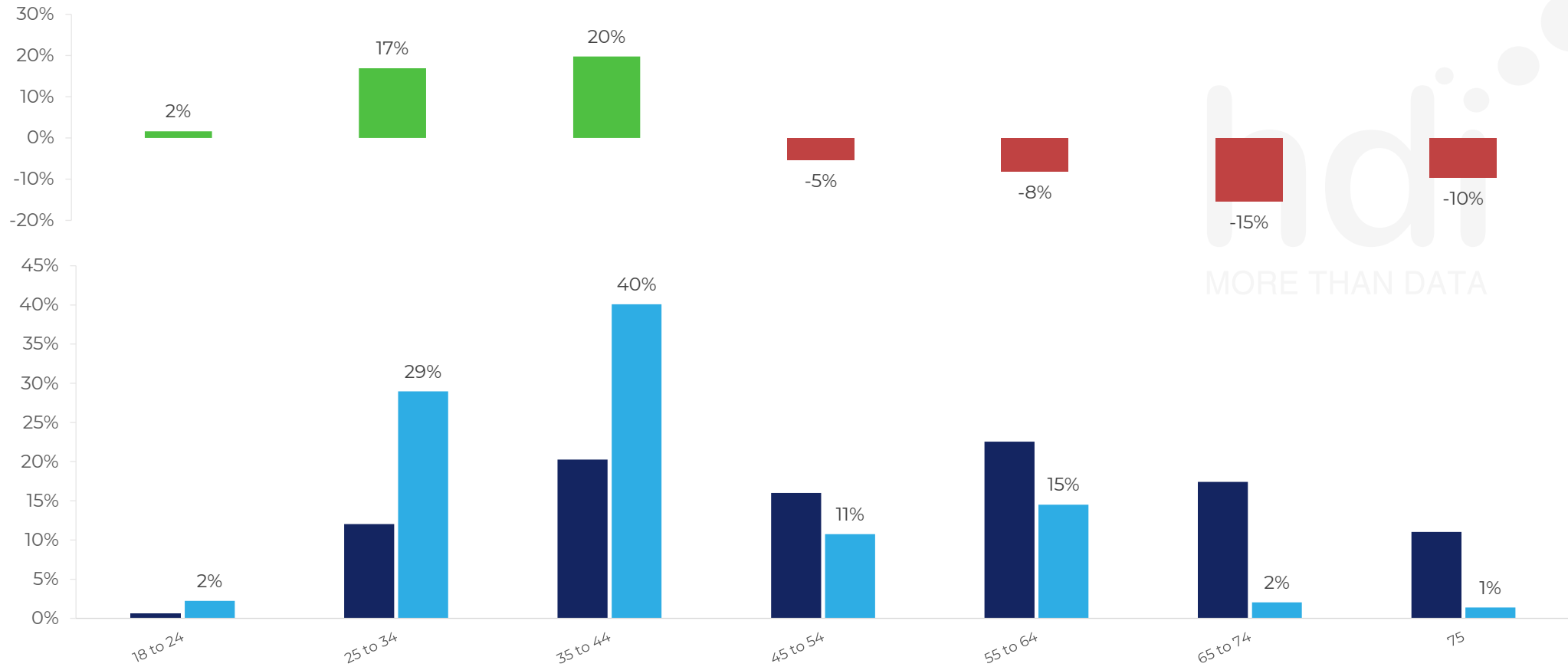
■ 22/02/2023 - 14/02/2024

■ 06/12/2023 - 27/11/2024

Age

How does the age profile of customers who visit Frankland Arms YO71DF compare versus its competitors?

% of spend for Frankland Arms YO71DF and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range



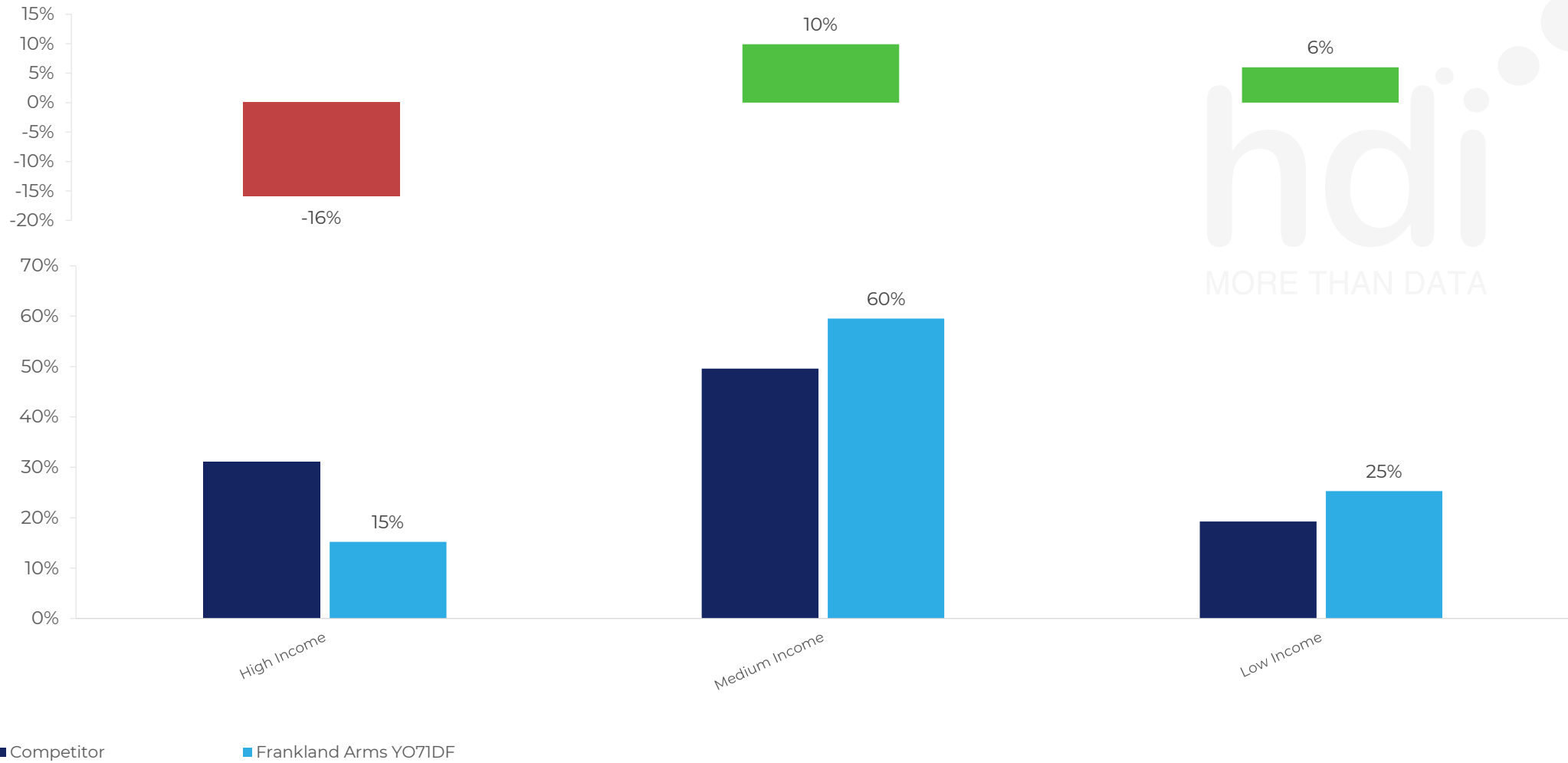
■ Competitor

■ Frankland Arms YO71DF

Affluence

How does the affluence of customers who visit Frankland Arms YO71DF compare versus its competitors?

% of spend for Frankland Arms YO71DF and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence

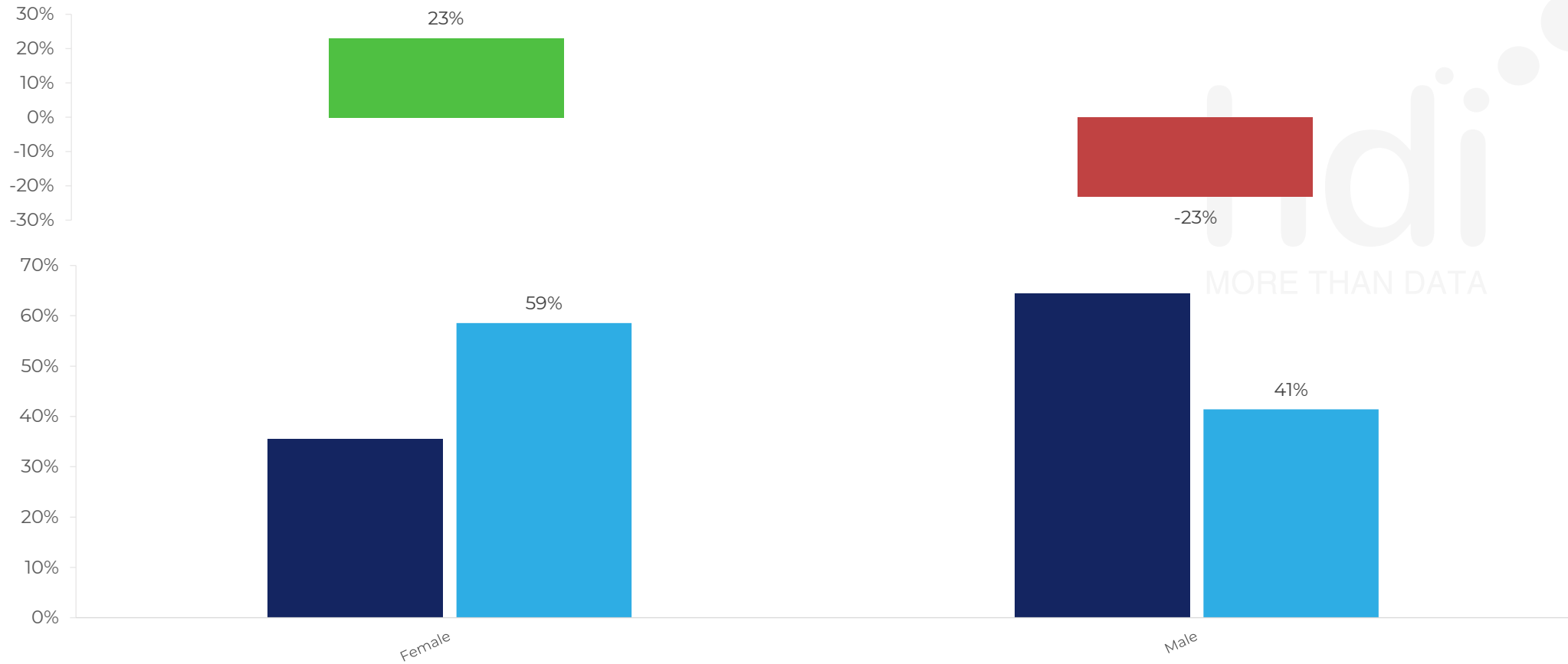




Gender

How does the gender profile of customers who visit Frankland Arms YO71DF compare versus its competitors?

% of spend for Frankland Arms YO71DF and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender



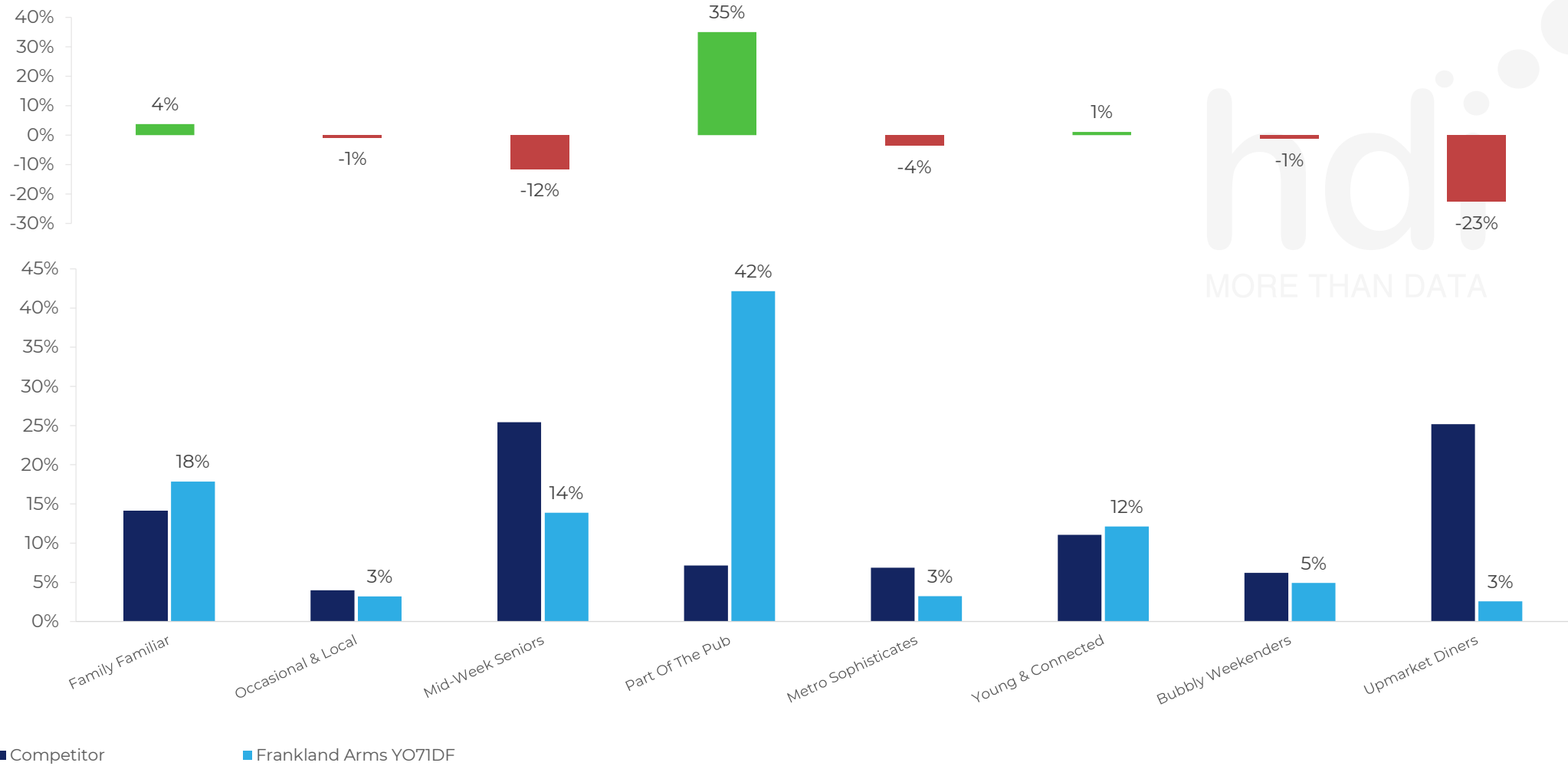
■ Competitor

■ Frankland Arms YO71DF

Punch Segmentation

How does the Custom segmentation profile of customers who visit Frankland Arms YO71DF compare versus its competitors?

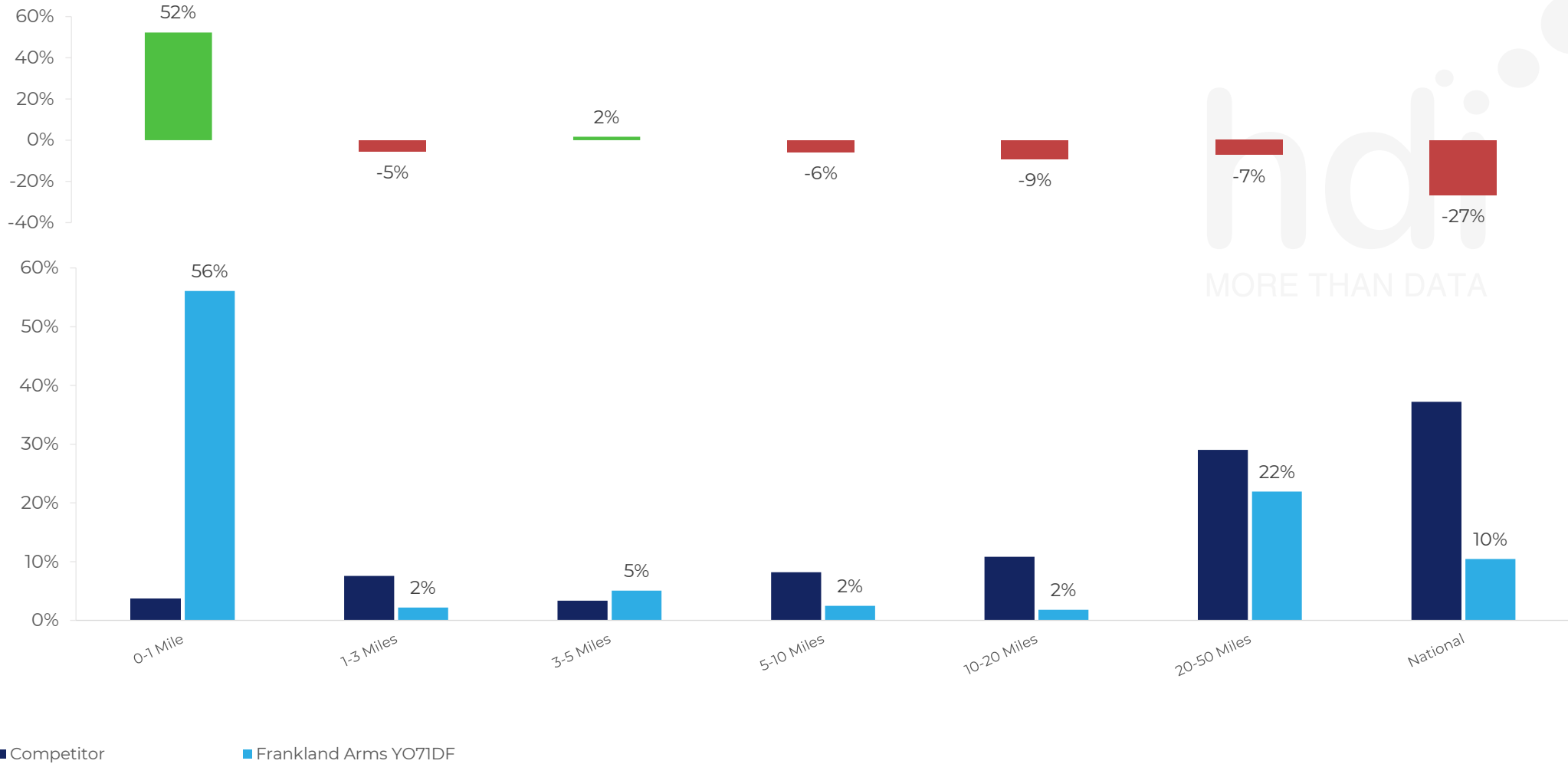
% of spend for Frankland Arms YO71DF and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment



Spend by Distance

How does the spend profile of Frankland Arms YO71DF compare versus its competitors based on travel distances?

% of spend for Frankland Arms YO71DF and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled

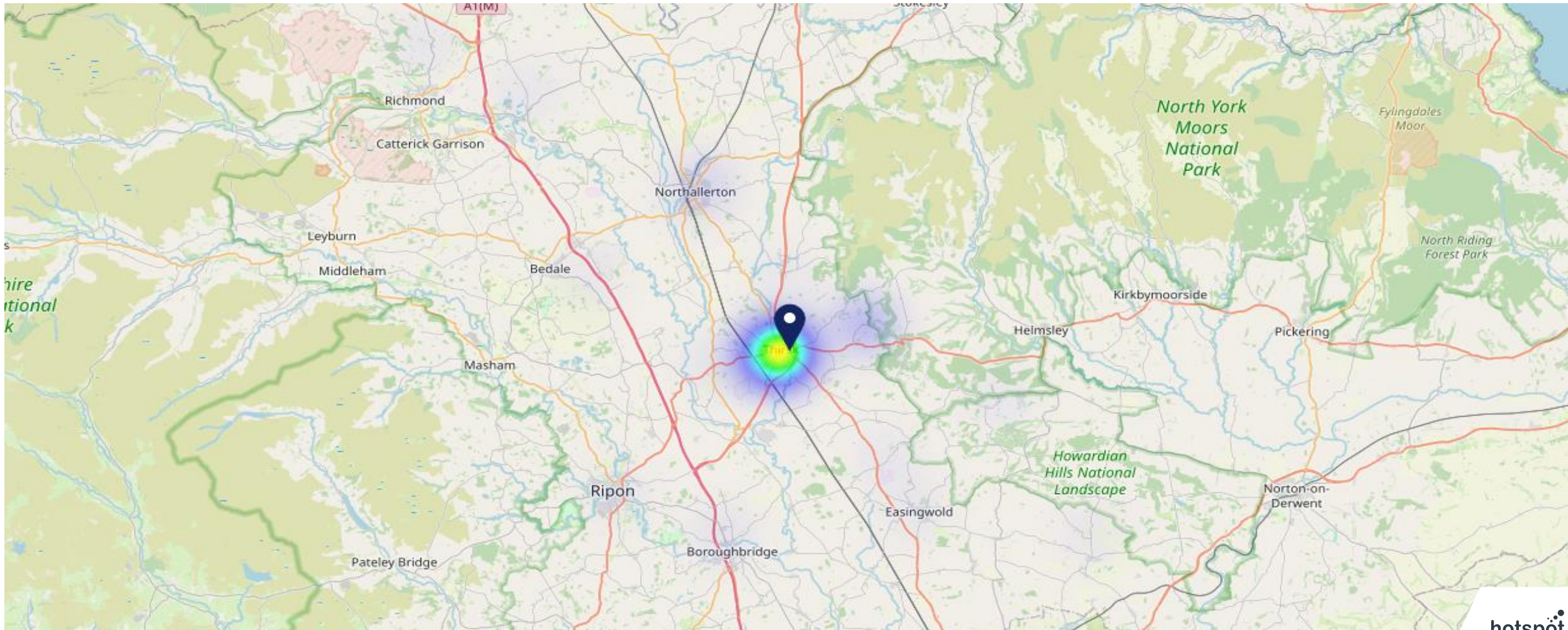




Map of Guest Origin

Where do customers of Frankland Arms YO71DF come from?

Where do customers of Frankland Arms YO71DF for 06/12/2023 - 27/11/2024 live

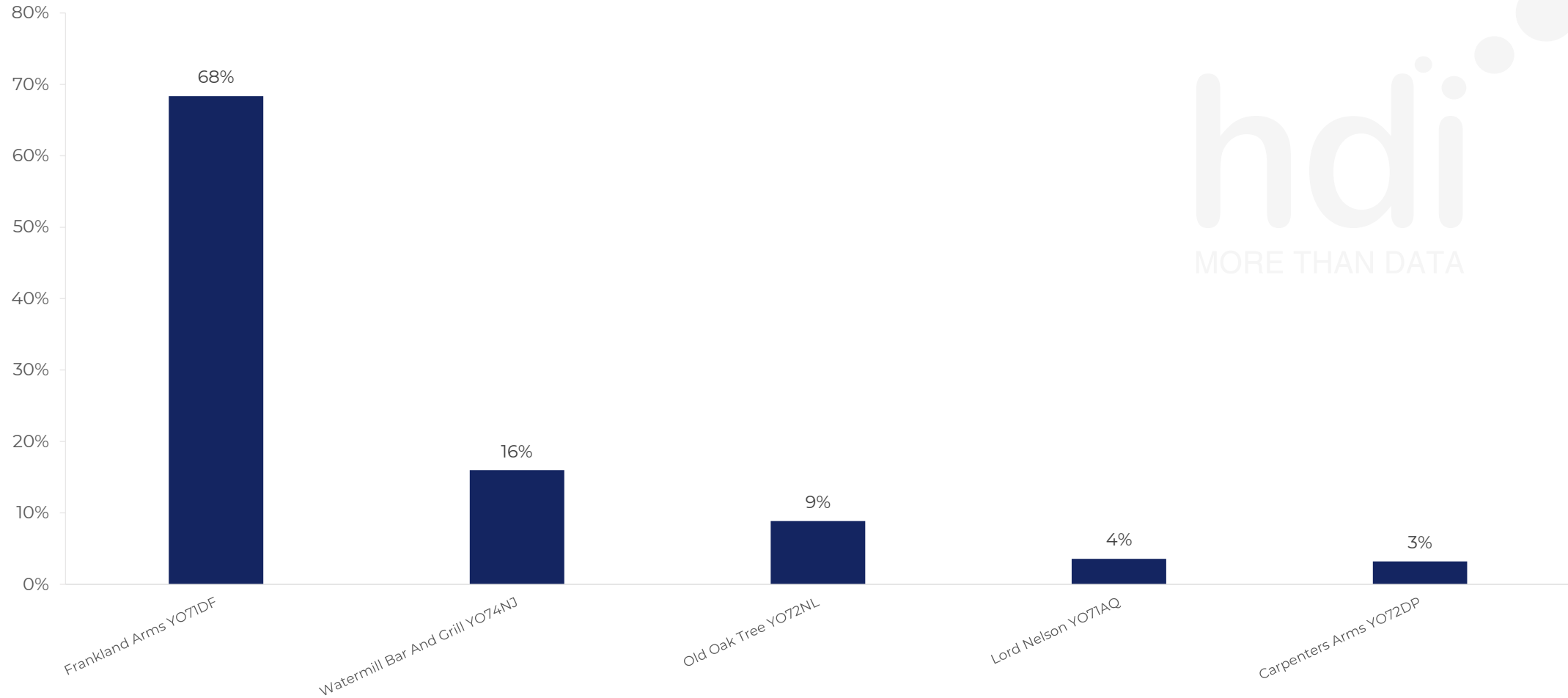




Share of Wallet

What are the Top 20 venues (by spend) that customers of Frankland Arms YO71DF also visit?

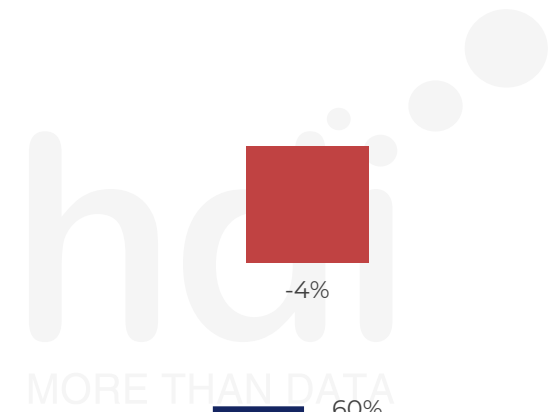
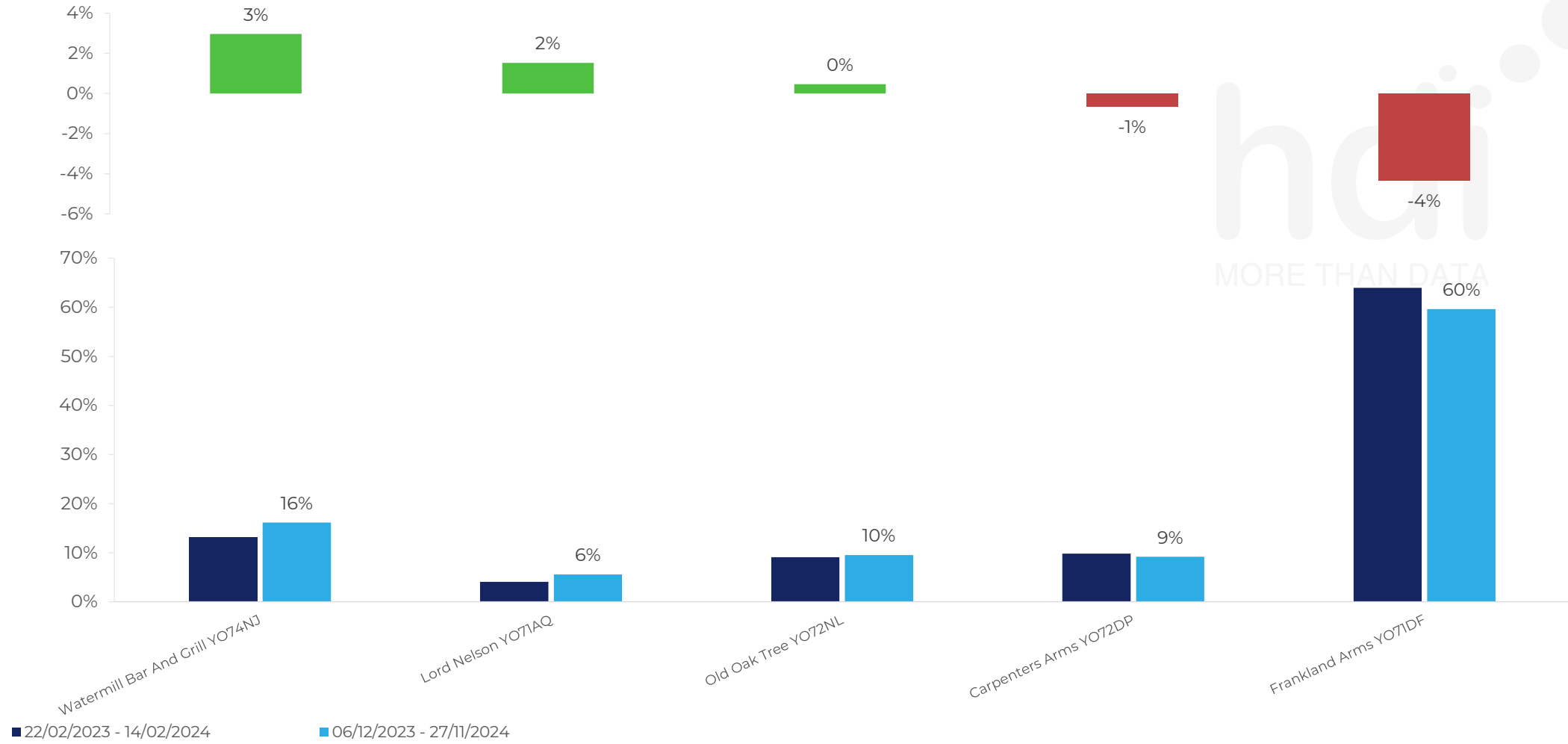
For customers of Frankland Arms YO71DF, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Frankland Arms YO71DF changed between two date ranges?





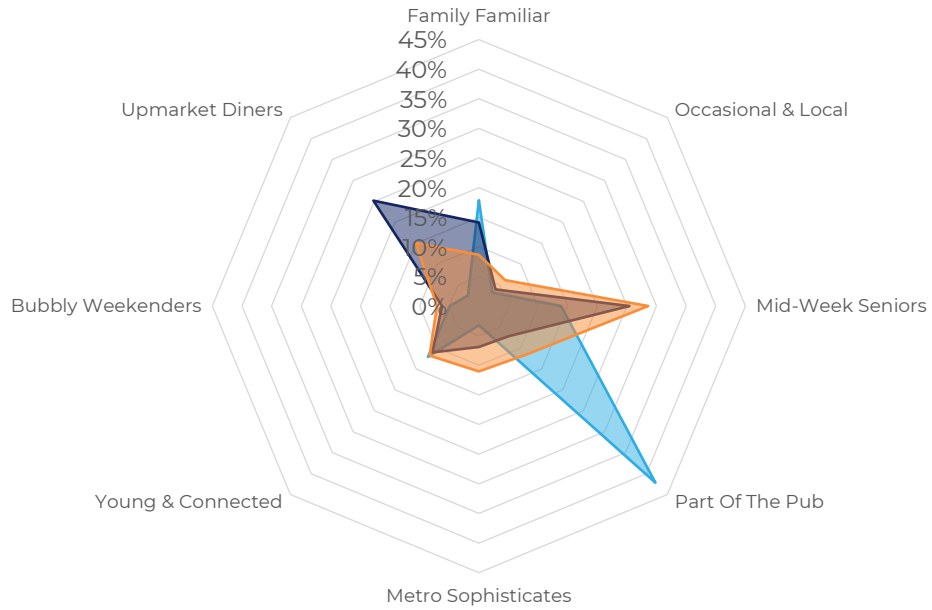
Market Summary

How does the local area for Frankland Arms YO71DF 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	£829K	4	£9.23M	7	£11.36M	5	£15.17M	2
Weekpart	Mon - Thu	28.1%	1	42.6%	7	43.5%	7	42.9%	7
Weekpart	Fri - Sat	57.2%	10	42.4%	5	41.9%	5	40.6%	4
Weekpart	Sun	14.7%	6	15.0%	6	14.6%	4	16.5%	8
Age	18 to 24	0.9%	1	2.6%	2	2.9%	2	2.6%	1
Age	25 to 34	18.6%	4	13.0%	2	13.9%	2	13.6%	1
Age	35 to 44	22.0%	5	18.6%	2	19.6%	2	20.1%	2
Age	45 to 54	24.2%	9	20.6%	6	20.6%	6	19.6%	5
Age	55 to 64	19.9%	8	23.2%	10	23.5%	10	22.9%	10
Age	65 to 74	11.5%	9	14.9%	10	13.3%	10	14.1%	10
Age	75+	2.8%	7	7.1%	10	6.2%	9	7.0%	10
CAMEO	Business Elite	1.9%	2	4.0%	4	3.8%	3	4.1%	3
CAMEO	Prosperous Professionals	6.1%	6	7.9%	8	7.7%	7	7.9%	8
CAMEO	Flourishing Society	24.0%	9	20.5%	9	21.1%	9	20.4%	9
CAMEO	Content Communities	8.2%	2	12.2%	5	12.2%	5	12.7%	6
CAMEO	White Collar Neighbourhoods	14.2%	8	12.0%	6	12.1%	6	11.5%	5
CAMEO	Enterprising Mainstream	16.0%	10	13.7%	9	14.0%	9	13.7%	9
CAMEO	Paying The Mortgage	11.7%	4	13.3%	5	12.6%	4	12.7%	4
CAMEO	Cash Conscious Communities	9.4%	6	8.7%	5	8.5%	5	8.6%	5
CAMEO	On A Budget	6.6%	6	4.1%	3	4.0%	2	4.0%	2
CAMEO	Family Value	1.8%	5	3.6%	6	4.1%	7	4.4%	7
Affluence	AB	32.1%	7	32.5%	7	32.5%	6	32.3%	6
Affluence	C1C2	50.1%	6	51.2%	7	50.9%	6	50.6%	7
Affluence	DE	17.8%	5	16.3%	4	16.5%	4	17.1%	4

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
Frankland Arms	34	17.87%	3.20%	13.87%	42.15%	3.24%	12.14%	4.93%	2.56%
Local Catchment	595	14.09%	3.99%	25.42%	7.15%	6.88%	11.05%	6.21%	25.18%
Punch T&L	104702	8.67%	6.24%	28.58%	11.49%	11.02%	11.79%	7.10%	15.06%
Frankland Arms vs Local Catchment		3.78%	-0.79%	-11.55%	35.00%	-3.64%	1.09%	-1.28%	-22.62%
Frankland Arms vs Punch T&L		9.20%	-3.04%	-14.71%	30.66%	-7.78%	0.35%	-2.17%	-12.50%
Local Catchment vs Punch T&L		5.42%	-2.25%	-3.16%	-4.34%	-4.14%	-0.74%	-0.89%	10.12%

■ Frankland Arms

■ Local Catchment

■ Punch T&L