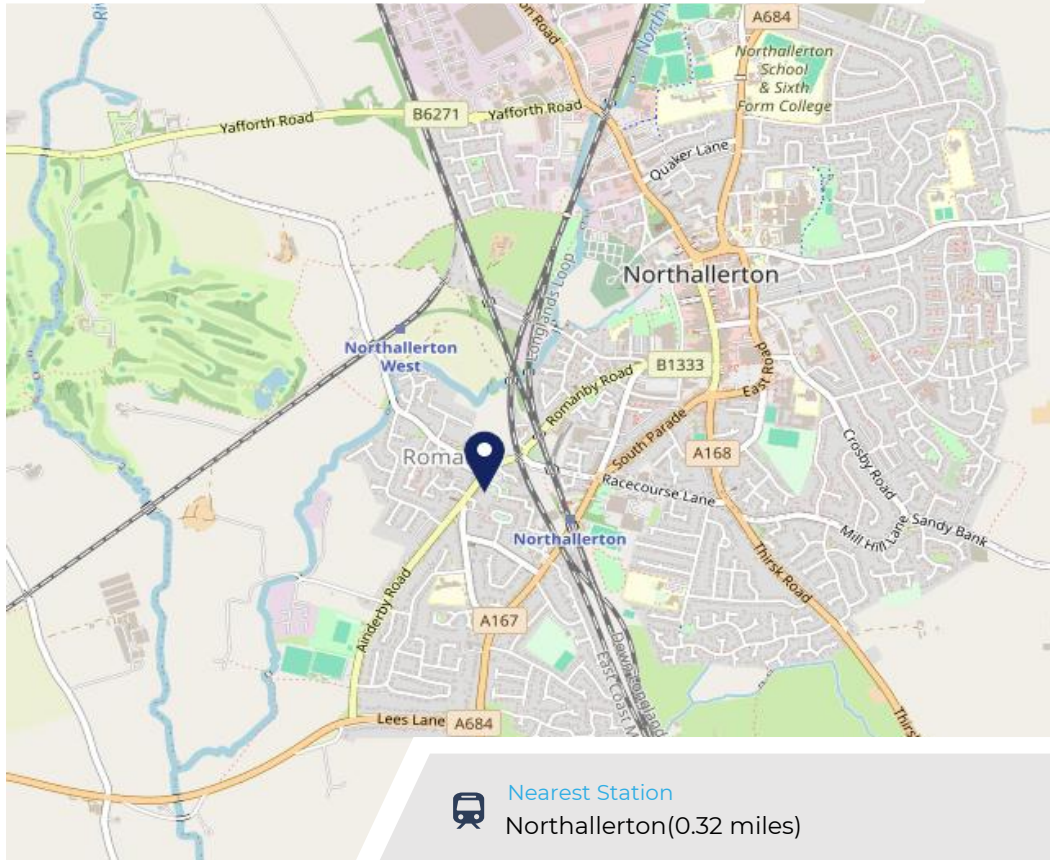## Site Summary

### Golden Lion DL78HA

DL78HA  🔗 Punch T&L

**Work Area**
Northallerton

**Region**
Yorkshire and The Humber

**TV Region**
Tyne Tees

**Urbanicity**
Urban city and town

**ATV**
**£8.71**

**Gender**
**58.86%**
Male

**Affluence**
**51.79%**
Middle Income

**Segmentation**
**37.86%**
White Collar Neighbourhoods

**Age Group**
**39.96%**
45 to 54

**Visit Day**
**27.23%**
Sun

### Top Competitors

**County Arms**  #1
DL78LW
🔗 Pub Restaurant

**Village Inn**  #2
DL62RL
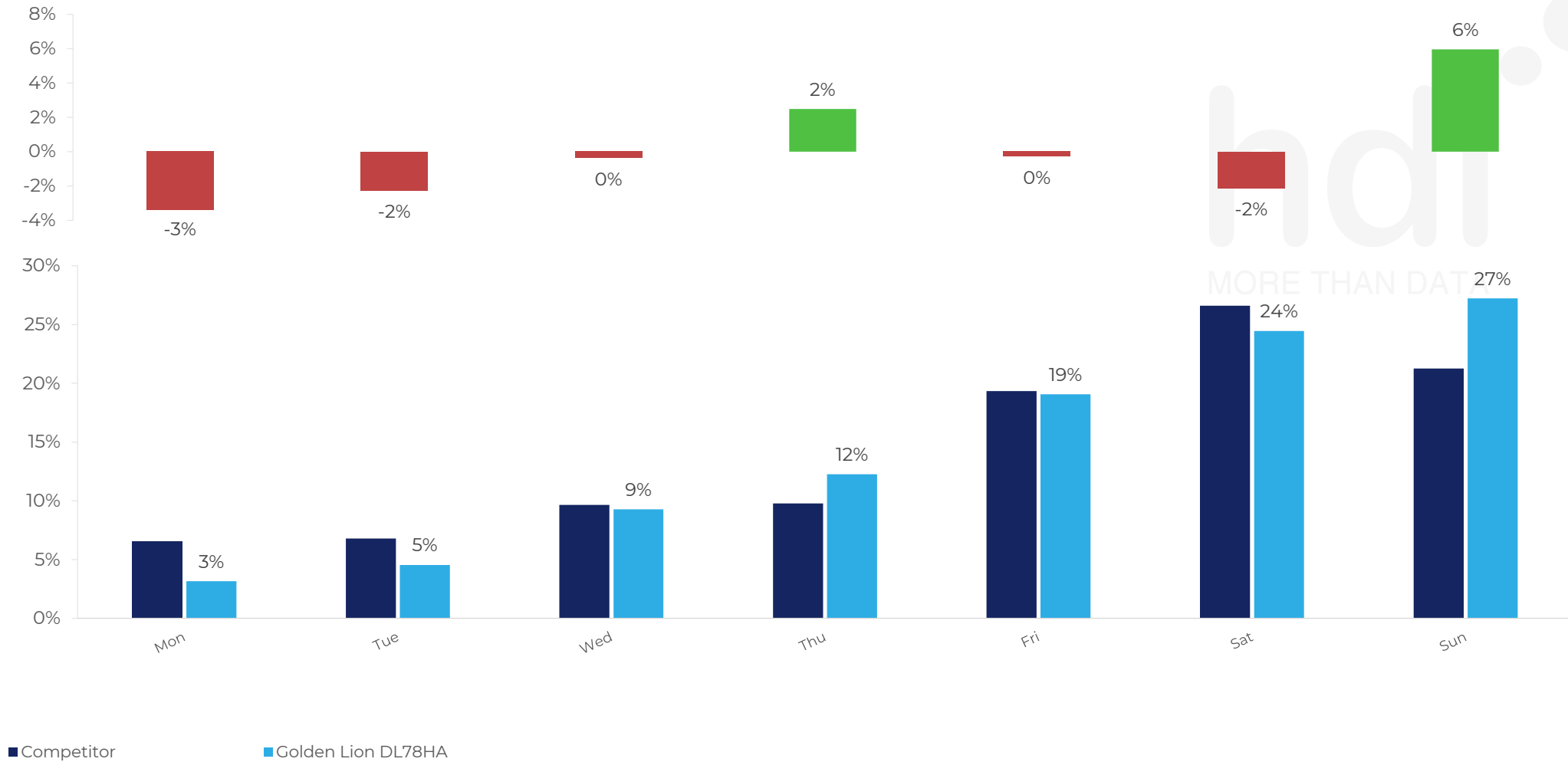🔗 Pub Restaurant

**Fox & Hounds**  #3
DL63QP
🔗 Pub Restaurant

**Nearest Station**
Northallerton(0.32 miles)

hotspot

| 181 Site Customers | 6 Competitors | 2014 Competitor Customers |

## Spend by Weekpart

How is customer spend distributed throughout the week for Golden Lion DL78HA versus its competitors?

% of spend for Golden Lion DL78HA 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 | -3% | -2% | 0% | 2% | 0% | -2% | 6% |

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|---|
| Golden Lion DL78HA | 3% | 5% | 9% | 12% | 19% | 24% | 27% |

■ Competitor  ■ Golden Lion DL78HA

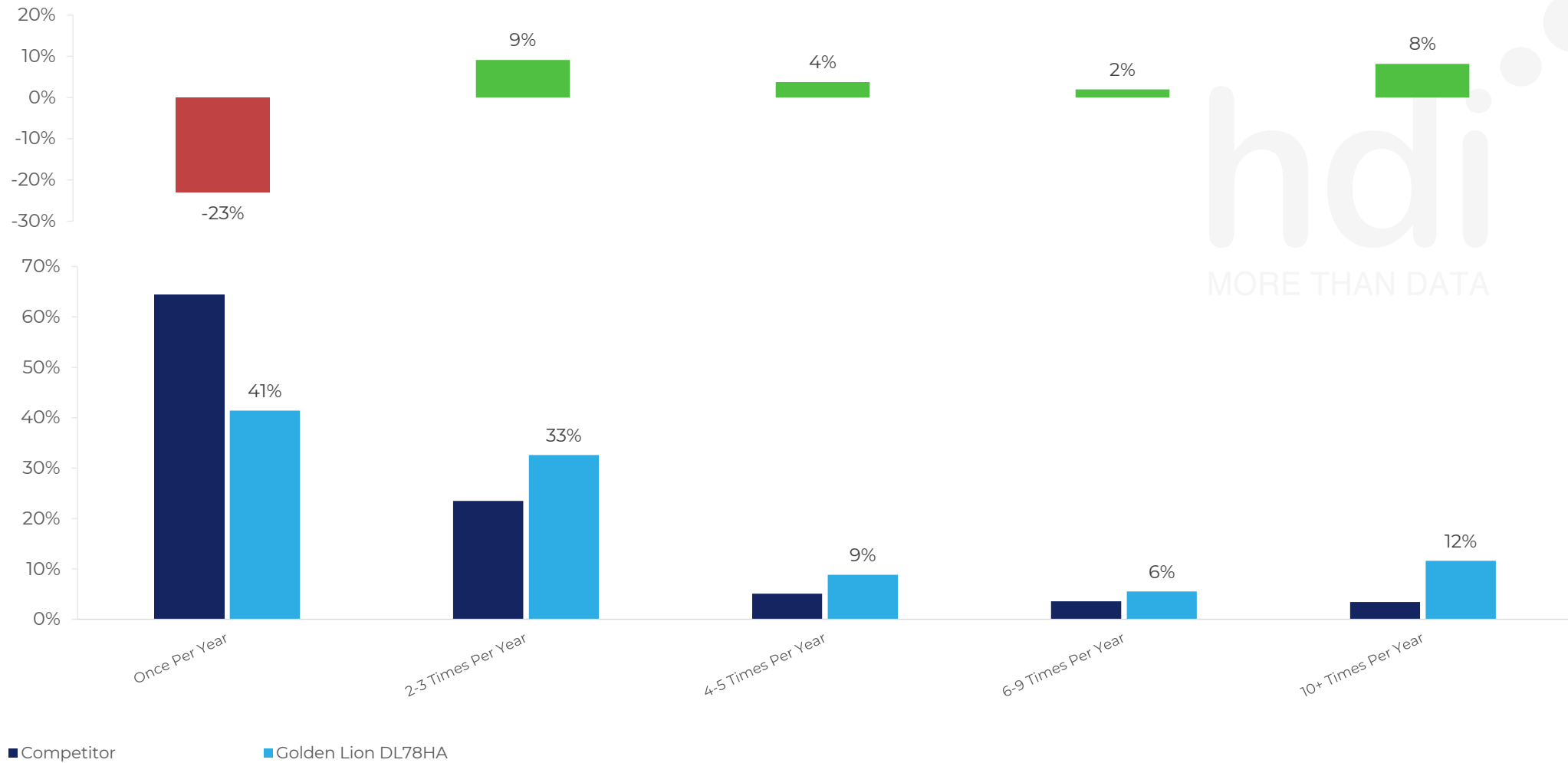181 Site Customers | 6 Competitors | 2014 Competitor Customers

## Visit Frequency

How frequently per year do customers visit Golden Lion DL78HA versus its competitors?
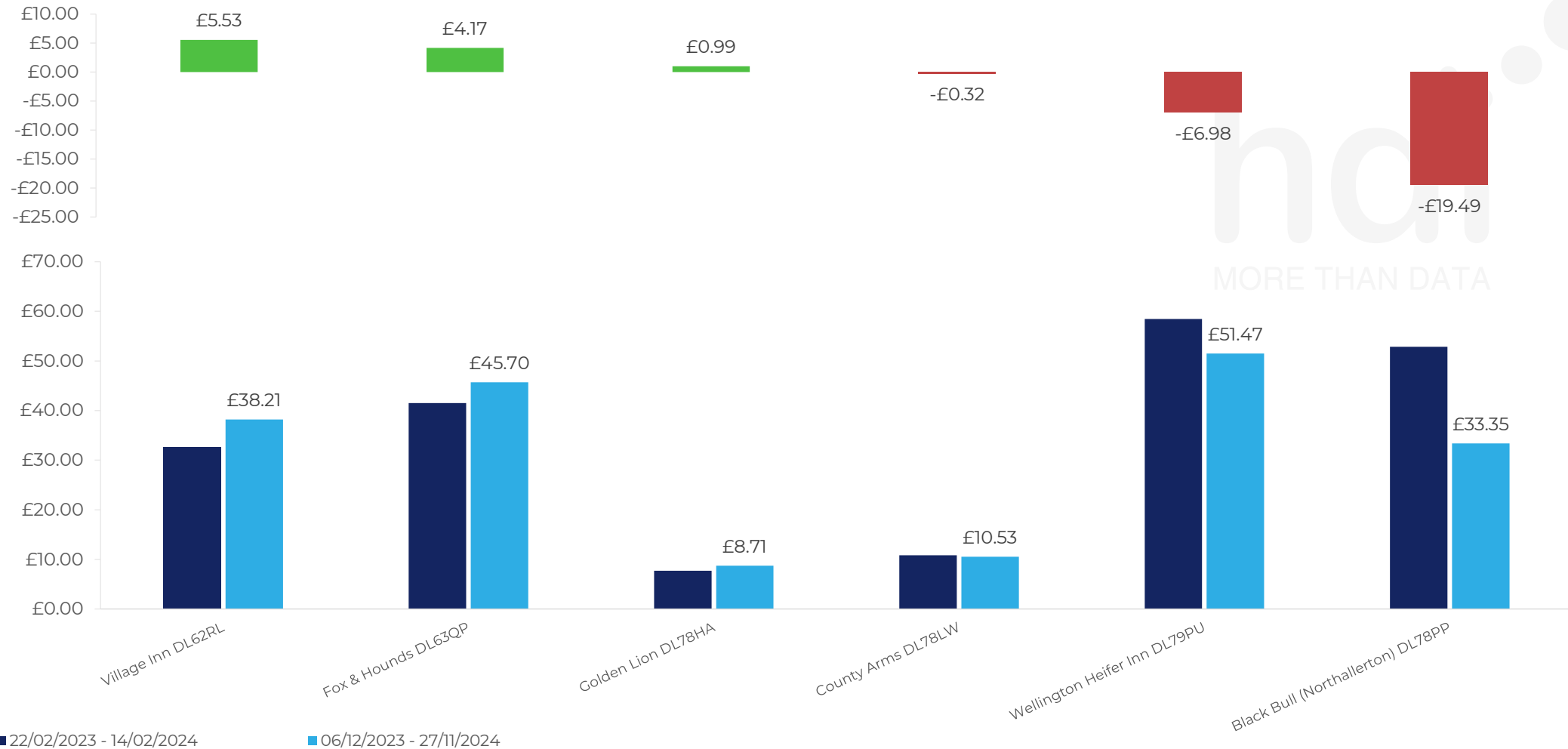
% of customer numbers for Golden Lion DL78HA and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 and the number of visits made Per Annum



- ■ Competitor
- ■ Golden Lion DL78HA

## ATV Change

How has ATV changed between two date ranges?



£10.00
£5.00
£0.00
-£5.00
-£10.00
-£15.00
-£20.00
-£25.00

£5.53 — £4.17 — £0.99 — -£0.32 — -£6.98 — -£19.49

£70.00
£60.00
£50.00
£40.00
£30.00
£20.00
£10.00
£0.00

Village Inn DL62RL: £38.21
Fox & Hounds DL63QP: £45.70
Golden Lion DL78HA: £8.71
County Arms DL78LW: £10.53
Wellington Heifer Inn DL79PU: £51.47
Black Bull (Northallerton) DL78PP: £33.35

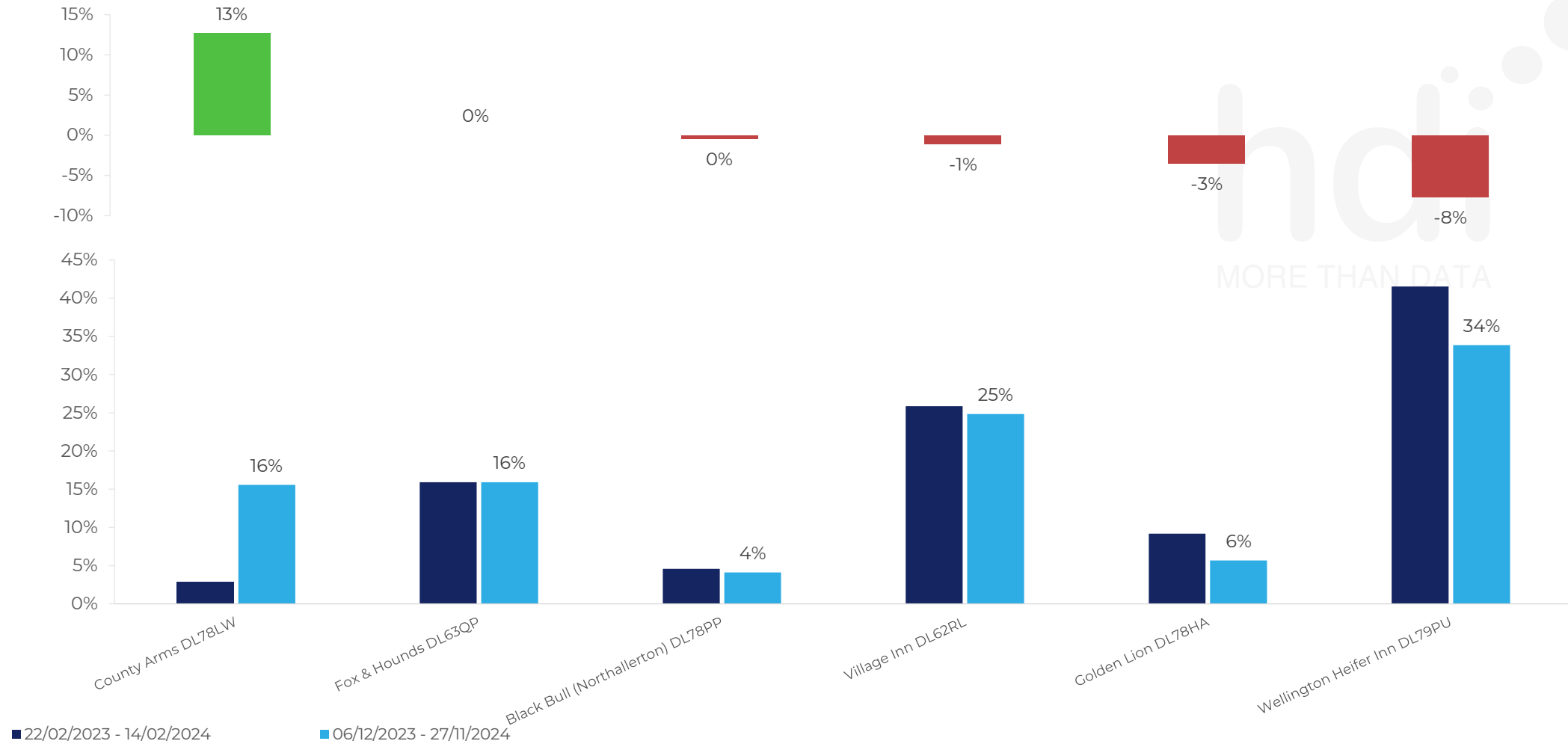■ 22/02/2023 - 14/02/2024    ■ 06/12/2023 - 27/11/2024

181 Site Customers

## Market Share Change

How has market share changed between two date ranges?

% of market share spend for Golden Lion DL78HA and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024



- 13%
- 0%
- 0%
- -1%
- -3%
- -8%

- County Arms DL78LW — 16%
- Fox & Hounds DL63QP — 16%
- Black Bull (Northallerton) DL78PP — 4%
- Village Inn DL62RL — 25%
- Golden Lion DL78HA — 6%
- Wellington Heifer Inn DL79PU — 34%

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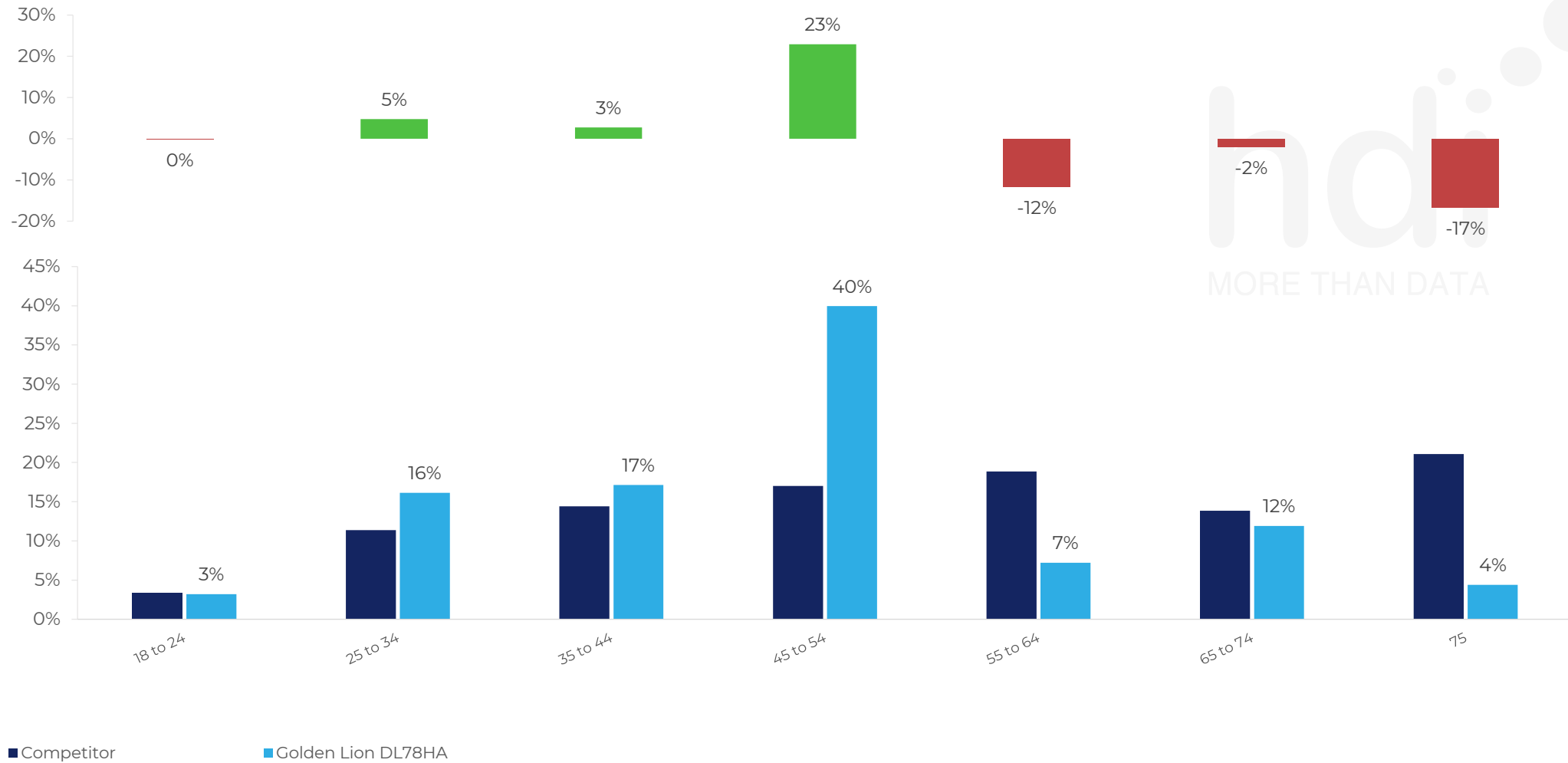
181 Site Customers

# hdi

## Age

How does the age profile of customers who visit Golden Lion DL78HA compare versus its competitors?

% of spend for Golden Lion DL78HA and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Age Range



**Legend:** Competitor | Golden Lion DL78HA

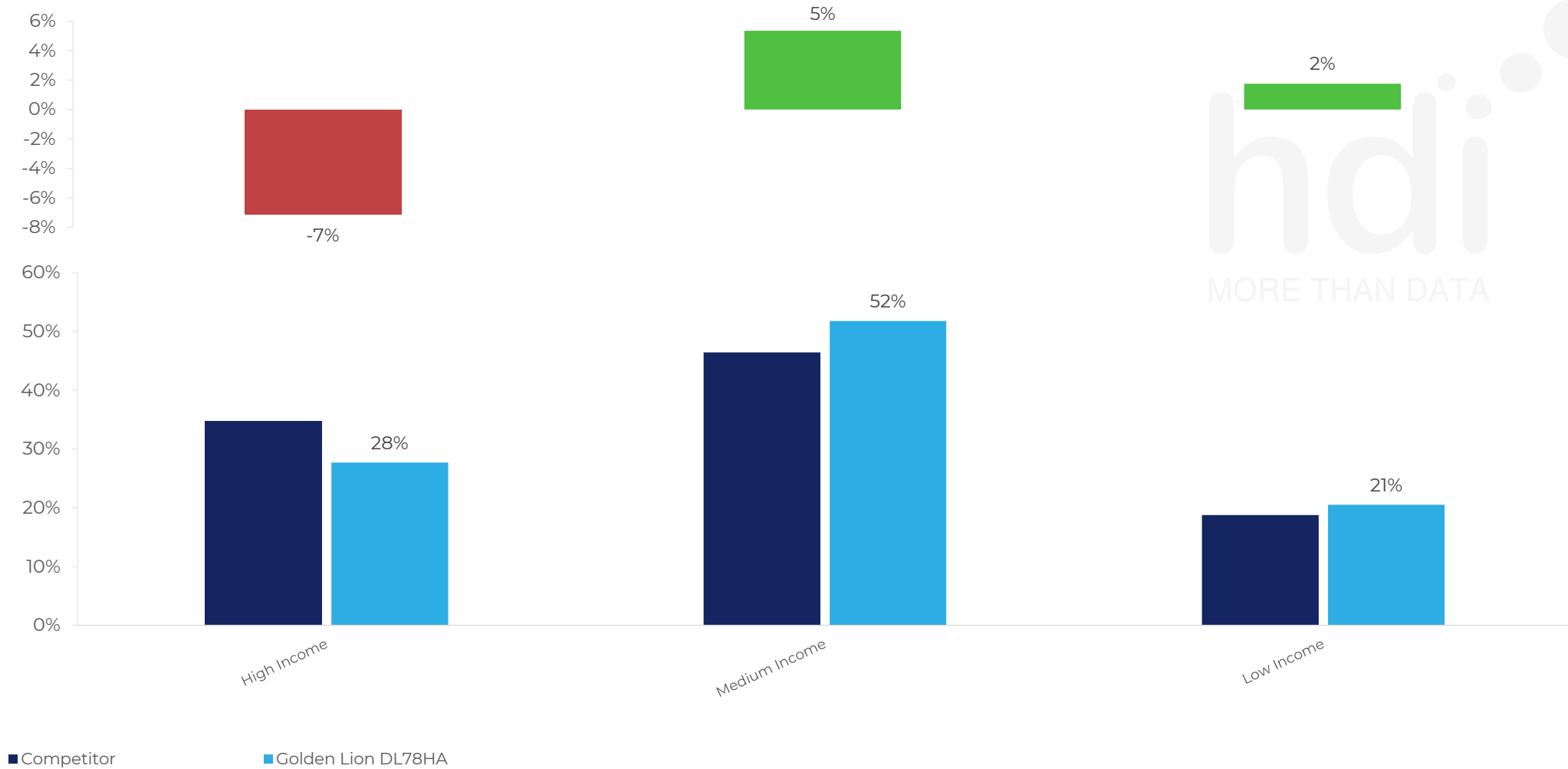| 71 Site Customers | 6 Competitors | 991 Competitor Customers |

## hdi

### Affluence

How does the affluence of customers who visit Golden Lion DL78HA compare versus its competitors?

% of spend for Golden Lion DL78HA and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Affluence



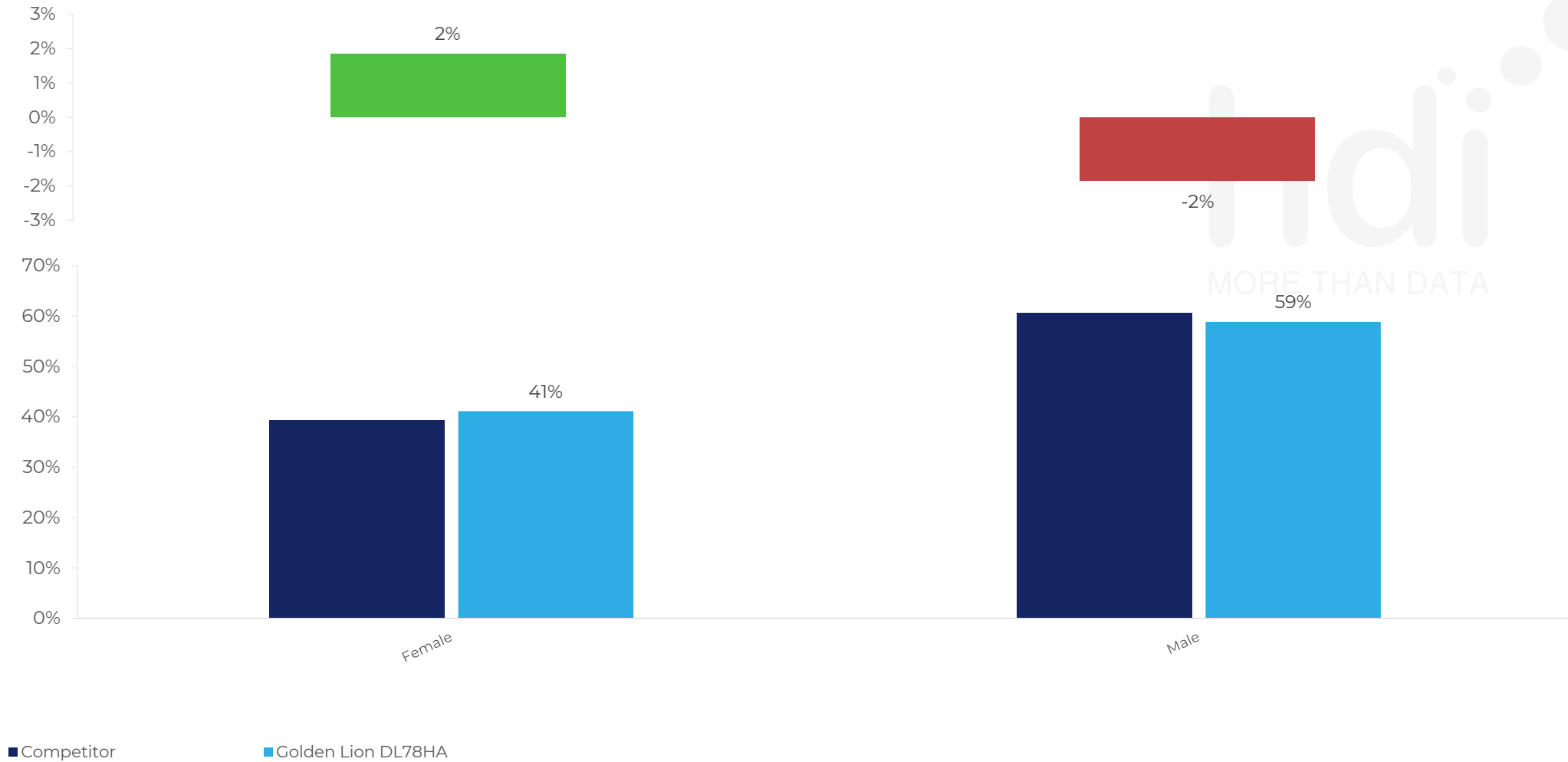- Competitor
- Golden Lion DL78HA

## Gender

How does the gender profile of customers who visit Golden Lion DL78HA compare versus its competitors?

% of spend for Golden Lion DL78HA and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Gender
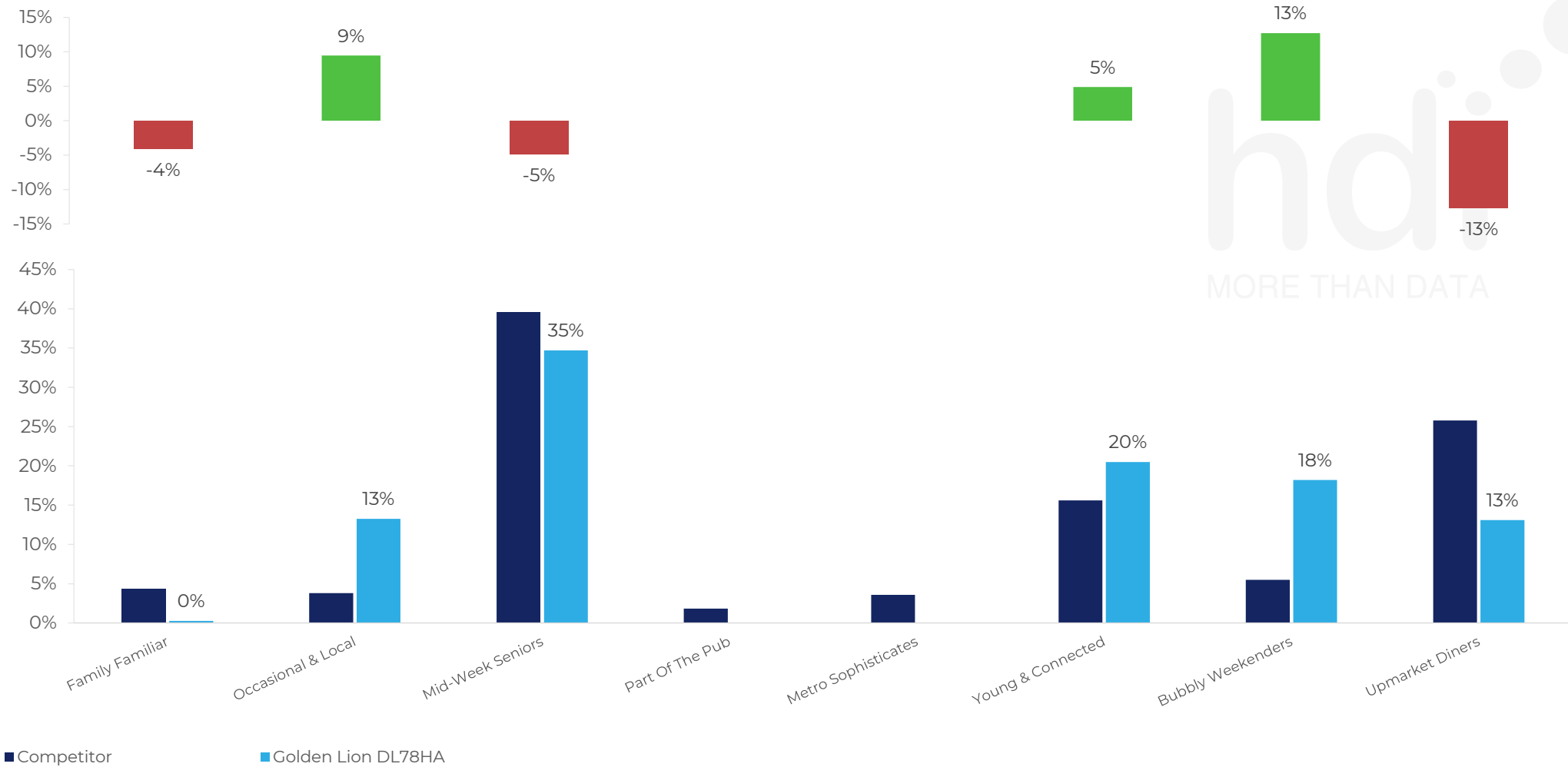


- Competitor
- Golden Lion DL78HA

## Punch Segmentation

How does the Custom segmentation profile of customers who visit Golden Lion DL78HA compare versus its competitors?

% of spend for Golden Lion DL78HA and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Segment



Legend: ■ Competitor ■ Golden Lion DL78HA

# 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.
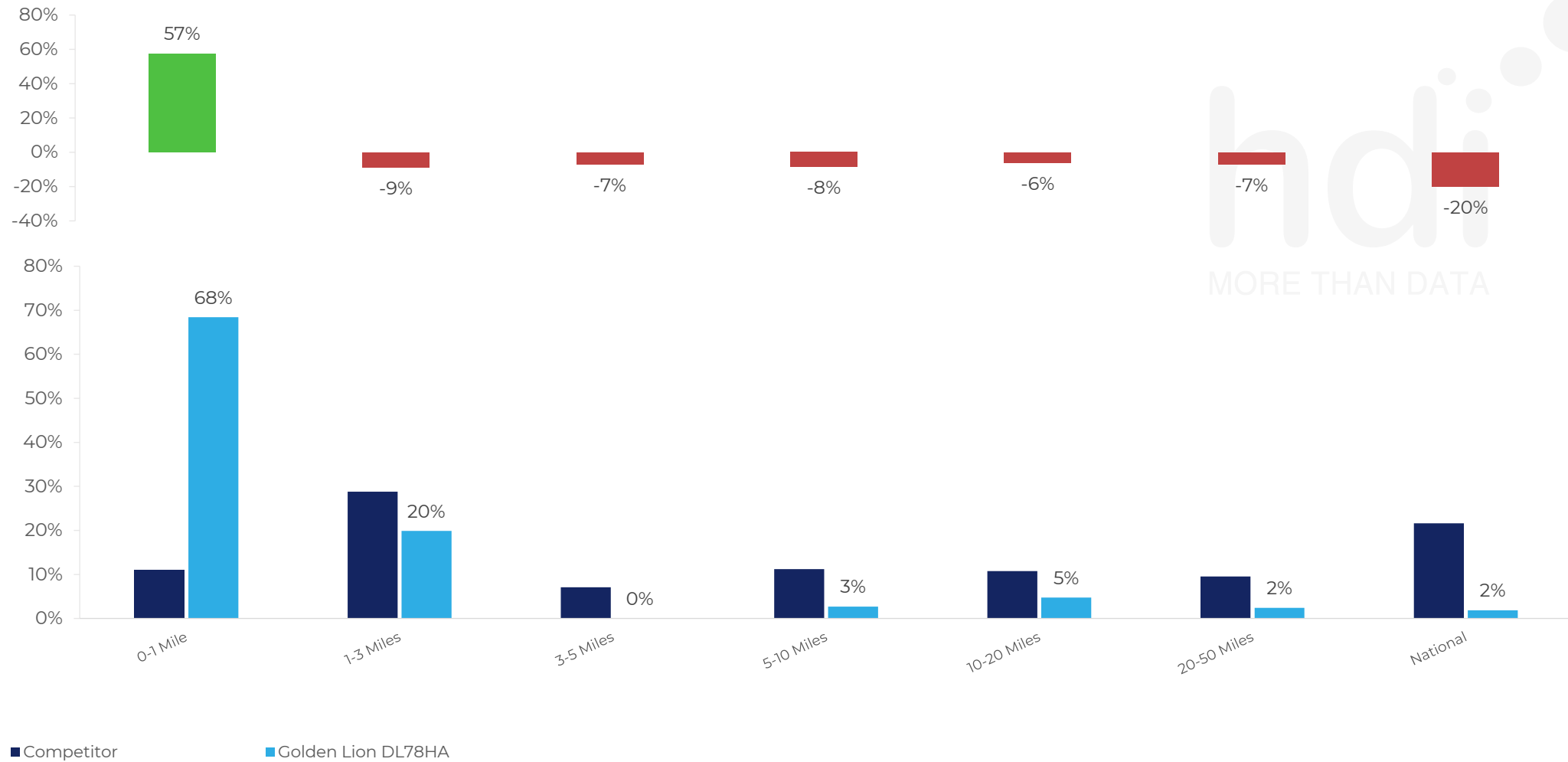
# hdi

## Spend by Distance

How does the spend profile of Golden Lion DL78HA compare versus its competitors based on travel distances?

% of spend for Golden Lion DL78HA and 1 Chains in 3 Miles from 06/12/2023 - 27/11/2024 split by Distance travelled



**Top chart (variance):**
- 0-1 Mile: 57%
- 1-3 Miles: -9%
- 3-5 Miles: -7%
- 5-10 Miles: -8%
- 10-20 Miles: -6%
- 20-50 Miles: -7%
- National: -20%

**Bottom chart (Competitor vs Golden Lion DL78HA):**
- 0-1 Mile: Golden Lion 68%
- 1-3 Miles: Golden Lion 20%
- 3-5 Miles: Golden Lion 0%
- 5-10 Miles: Golden Lion 3%
- 10-20 Miles: Golden Lion 5%
- 20-50 Miles: Golden Lion 2%
- National: Golden Lion 2%

Legend: ■ Competitor ■ Golden Lion DL78HA

MORE THAN DATA

hotspot

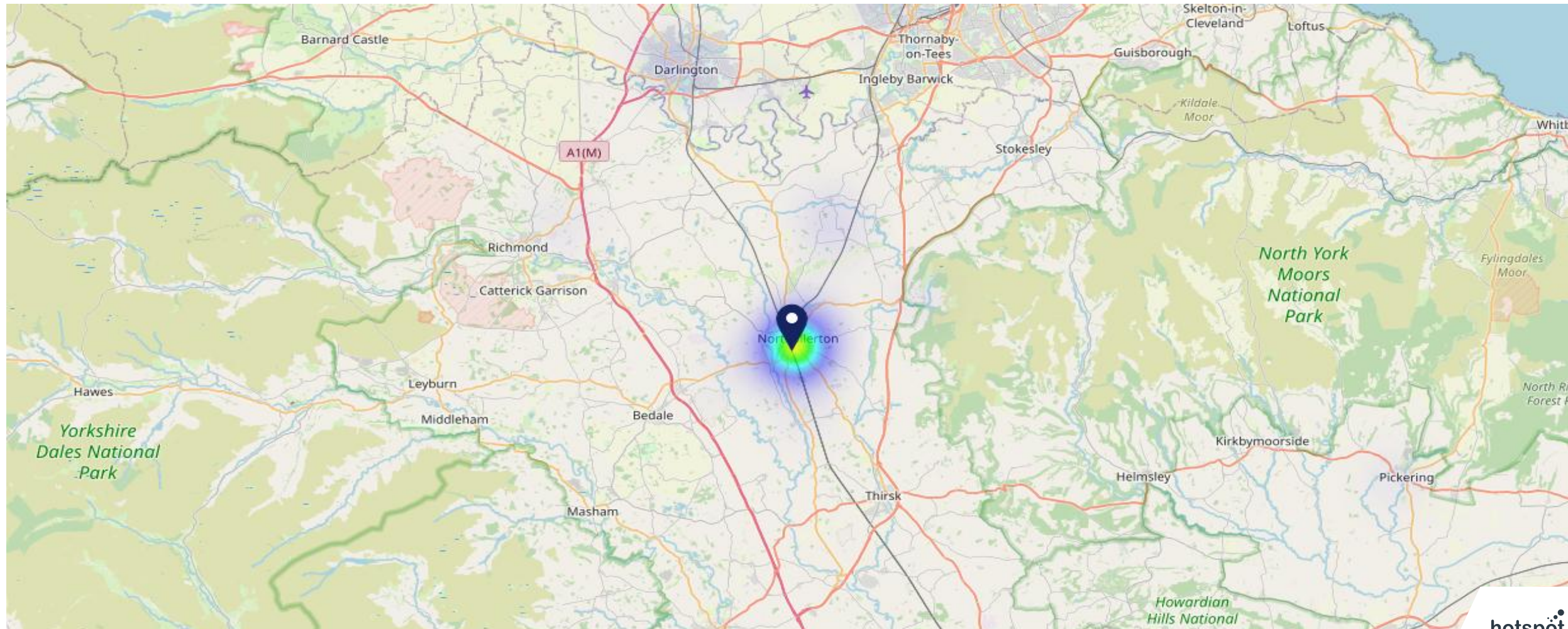68 Site Customers | 6 Competitors | 961 Competitor Customers

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## Map of Guest Origin

Where do customers of Golden Lion DL78HA come from?

Where do customers of Golden Lion DL78HA for 06/12/2023 - 27/11/2024 live
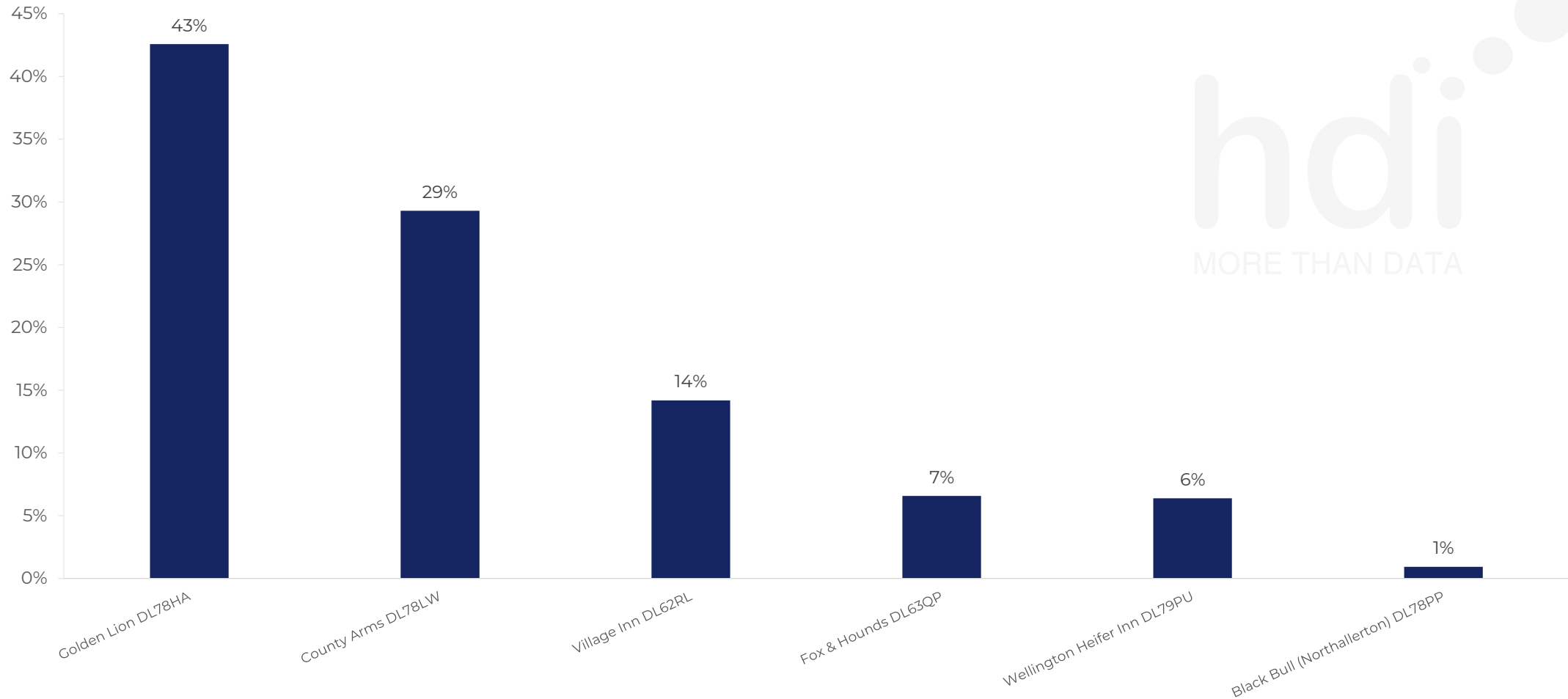


68 Site Customers

## Share of Wallet

What are the Top 20 venues (by spend) that customers of Golden Lion DL78HA also visit?

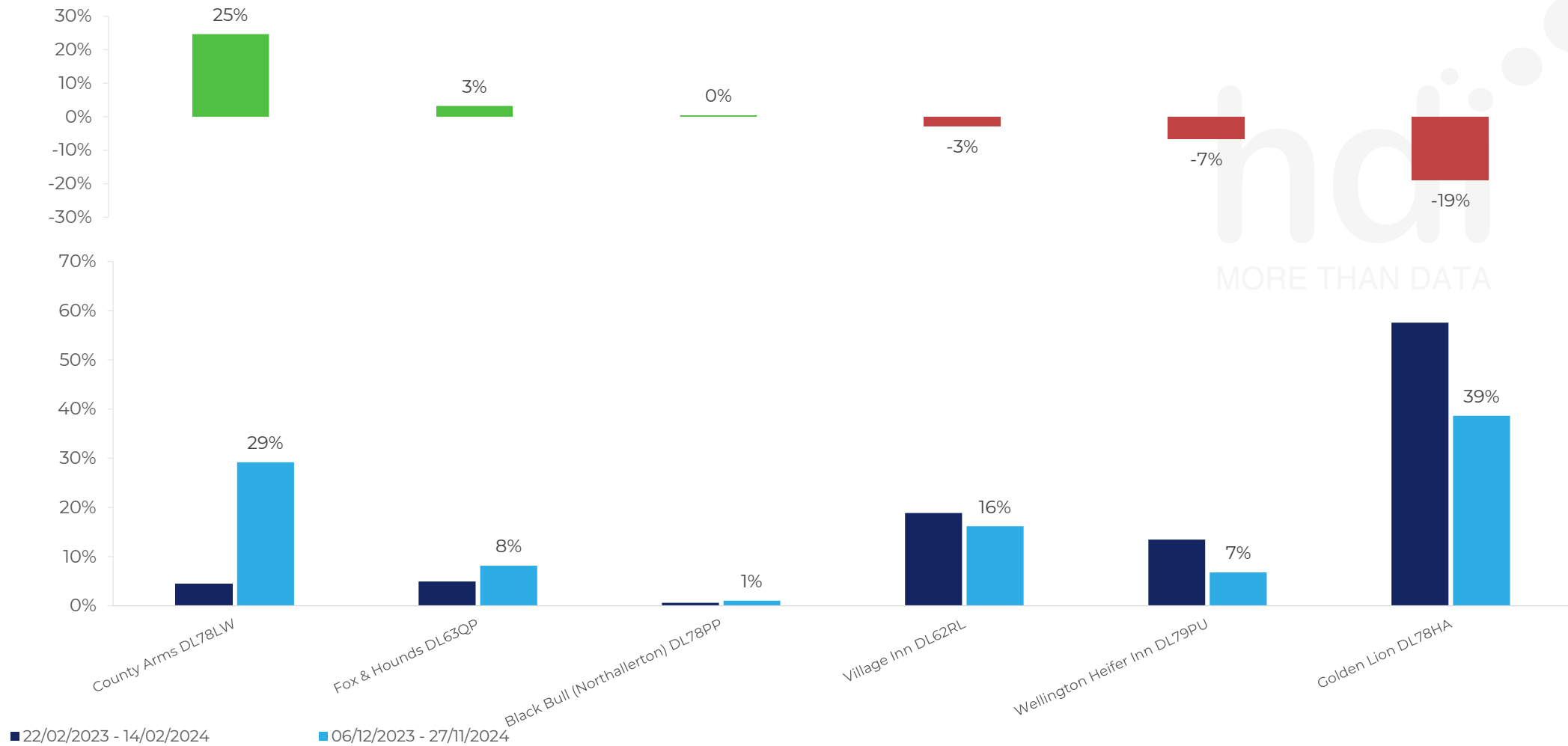For customers of Golden Lion DL78HA, who are the top 20 competitors from 1 Chains in 3 Miles for 06/12/2023 - 27/11/2024 split by Venue



Bar chart:

| Venue | Percentage |
|---|---|
| Golden Lion DL78HA | 43% |
| County Arms DL78LW | 29% |
| Village Inn DL62RL | 14% |
| Fox & Hounds DL63QP | 7% |
| Wellington Heifer Inn DL79PU | 6% |
| Black Bull (Northallerton) DL78PP | 1% |

181 Site Customers

## Share of Wallet Change

How has share of wallet of customers of Golden Lion DL78HA changed between two date ranges?



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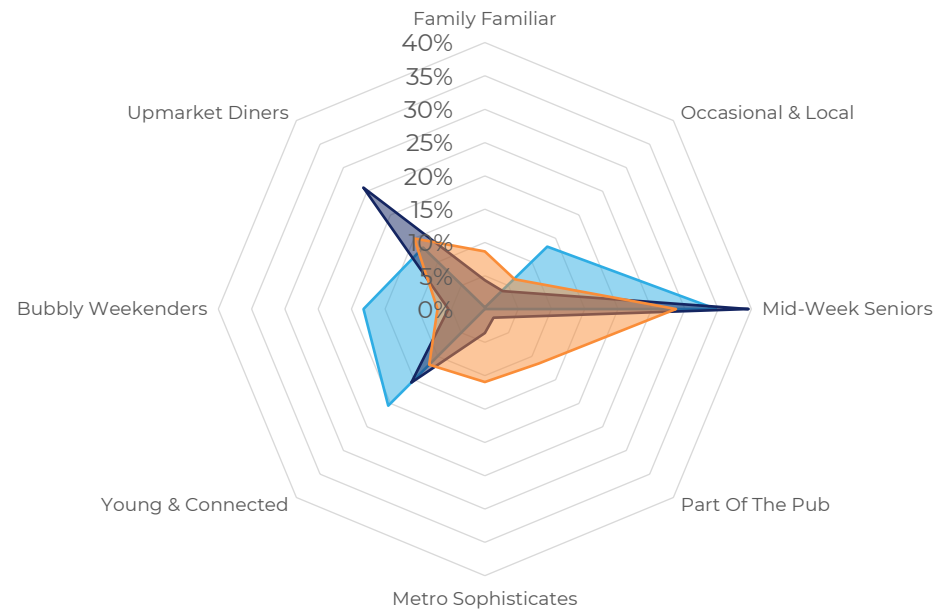
181 Site Customers

## Market Summary

How does the local area for Golden Lion DL78HA 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 | £77K | 2 | £589K | 3 | £17.20M | 6 | £21.68M | 3 |
| Weekpart | Mon - Thu | 38.1% | 4 | 46.0% | 8 | 40.8% | 5 | 41.8% | 6 |
| Weekpart | Fri - Sat | 40.8% | 4 | 36.9% | 2 | 43.0% | 6 | 41.7% | 5 |
| Weekpart | Sun | 21.1% | 9 | 17.1% | 8 | 16.2% | 7 | 16.5% | 8 |
| Age | 18 to 24 | 7.6% | 7 | 9.0% | 7 | 5.1% | 4 | 5.6% | 4 |
| Age | 25 to 34 | 16.0% | 3 | 21.8% | 5 | 13.7% | 2 | 14.3% | 1 |
| Age | 35 to 44 | 28.7% | 9 | 21.5% | 4 | 17.7% | 1 | 18.5% | 1 |
| Age | 45 to 54 | 19.1% | 4 | 17.7% | 3 | 17.8% | 2 | 18.2% | 2 |
| Age | 55 to 64 | 12.8% | 4 | 24.9% | 10 | 23.9% | 10 | 22.5% | 10 |
| Age | 65 to 74 | 15.0% | 10 | 4.2% | 3 | 13.5% | 10 | 12.3% | 10 |
| Age | 75+ | 0.8% | 3 | 1.0% | 2 | 8.3% | 10 | 8.6% | 10 |
| CAMEO | Business Elite | 2.5% | 3 | 2.6% | 2 | 3.6% | 3 | 3.4% | 2 |
| CAMEO | Prosperous Professionals | 5.0% | 5 | 3.4% | 3 | 8.0% | 8 | 7.8% | 8 |
| CAMEO | Flourishing Society | 18.3% | 8 | 17.4% | 8 | 17.6% | 8 | 18.0% | 8 |
| CAMEO | Content Communities | 16.9% | 9 | 11.1% | 4 | 16.1% | 9 | 15.1% | 8 |
| CAMEO | White Collar Neighbourhoods | 12.3% | 6 | 9.2% | 3 | 9.5% | 3 | 9.1% | 2 |
| CAMEO | Enterprising Mainstream | 9.1% | 6 | 25.4% | 10 | 15.2% | 10 | 16.1% | 10 |
| CAMEO | Paying The Mortgage | 5.9% | 1 | 12.9% | 4 | 10.2% | 3 | 10.1% | 3 |
| CAMEO | Cash Conscious Communities | 5.9% | 3 | 6.7% | 3 | 9.0% | 5 | 8.8% | 5 |
| CAMEO | On A Budget | 19.5% | 10 | 8.6% | 7 | 7.9% | 7 | 8.5% | 8 |
| CAMEO | Family Value | 4.7% | 7 | 2.7% | 6 | 3.0% | 6 | 3.0% | 6 |
| Affluence | AB | 25.8% | 5 | 23.4% | 4 | 29.1% | 6 | 29.2% | 5 |
| Affluence | C1C2 | 44.2% | 4 | 58.7% | 9 | 51.0% | 6 | 50.5% | 6 |
| Affluence | DE | 30.0% | 8 | 18.0% | 5 | 19.9% | 5 | 20.4% | 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 |
|---|---|---|---|---|---|---|---|---|---|
| Golden Lion | 29 | 0.25% | 13.26% | 34.69% | 0.00% | 0.00% | 20.49% | 18.21% | 13.08% |
| Local Catchment | 297 | 4.31% | 3.80% | 39.57% | 1.82% | 3.57% | 15.61% | 5.49% | 25.79% |
| Punch T&L | 105103 | 8.64% | 6.31% | 28.68% | 11.50% | 10.94% | 11.81% | 7.09% | 15.00% |
| Golden Lion vs Local Catchment | | -4.06% | 9.46% | -4.88% | 0.00% | 0.00% | 4.88% | 12.72% | -12.71% |
| Golden Lion vs Punch T&L | | -8.39% | 6.95% | 6.01% | 0.00% | 0.00% | 8.68% | 11.12% | -1.92% |
| Local Catchment vs Punch T&L | | -4.33% | -2.51% | 10.89% | -9.68% | -7.37% | 3.80% | -1.60% | 10.79% |

■ Golden Lion  ■ Local Catchment  ■ Punch T&L

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