



Site Summary



Bull & Sun YO167JT

YO167JT

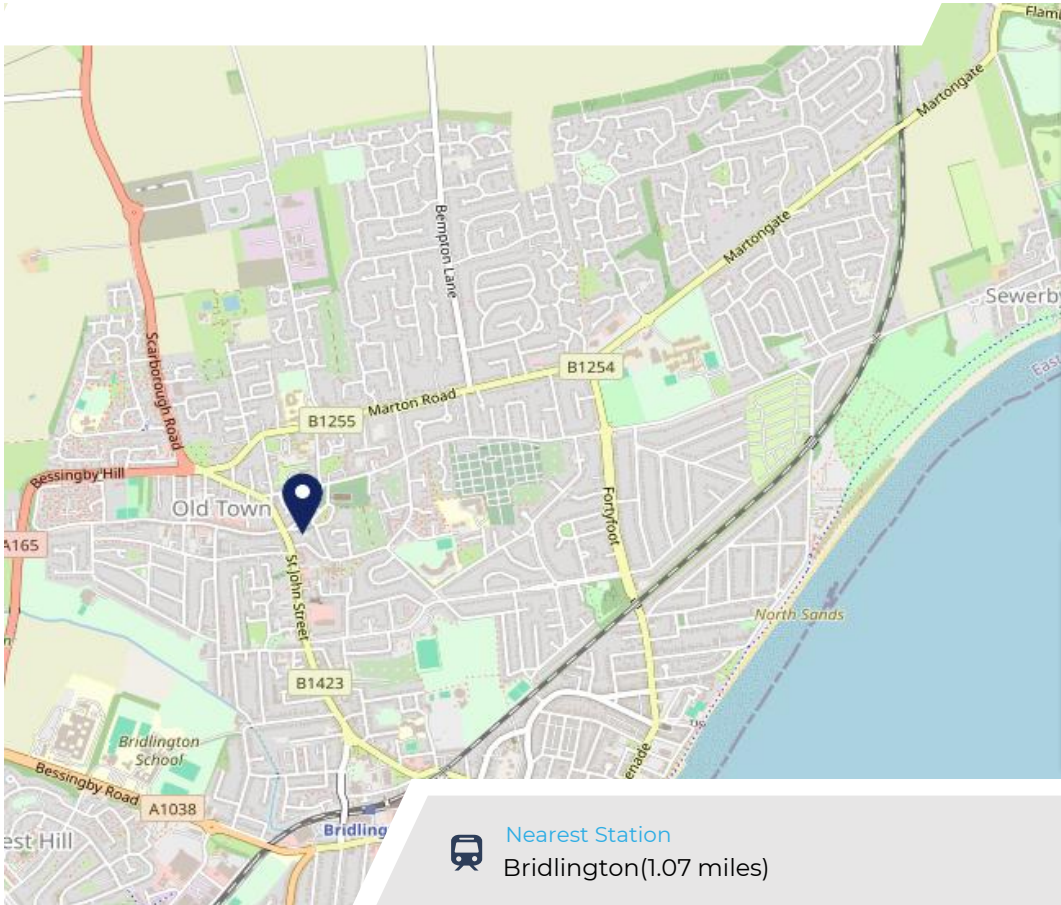
Punch T&L

Work Area
Bridlington

Region
Yorkshire and The Humber

TV Region
Yorkshire

Urbanicity
Urban city and town



ATV
£7.78



Gender
63.51%
Male



Affluence
62.94%
Low Income



Segmentation
34.48%
On A Budget



Age Group
33.75%
45 to 54



Visit Day
21.22%
Sat

Top Competitors

The Friendly Forester **#1**
YO166YS
 Sizzling

Pack Horse Inn **#2**
YO164QJ
 Pub / Bar

Nut And Nettle **#3**
YO164PN
 Restaurant

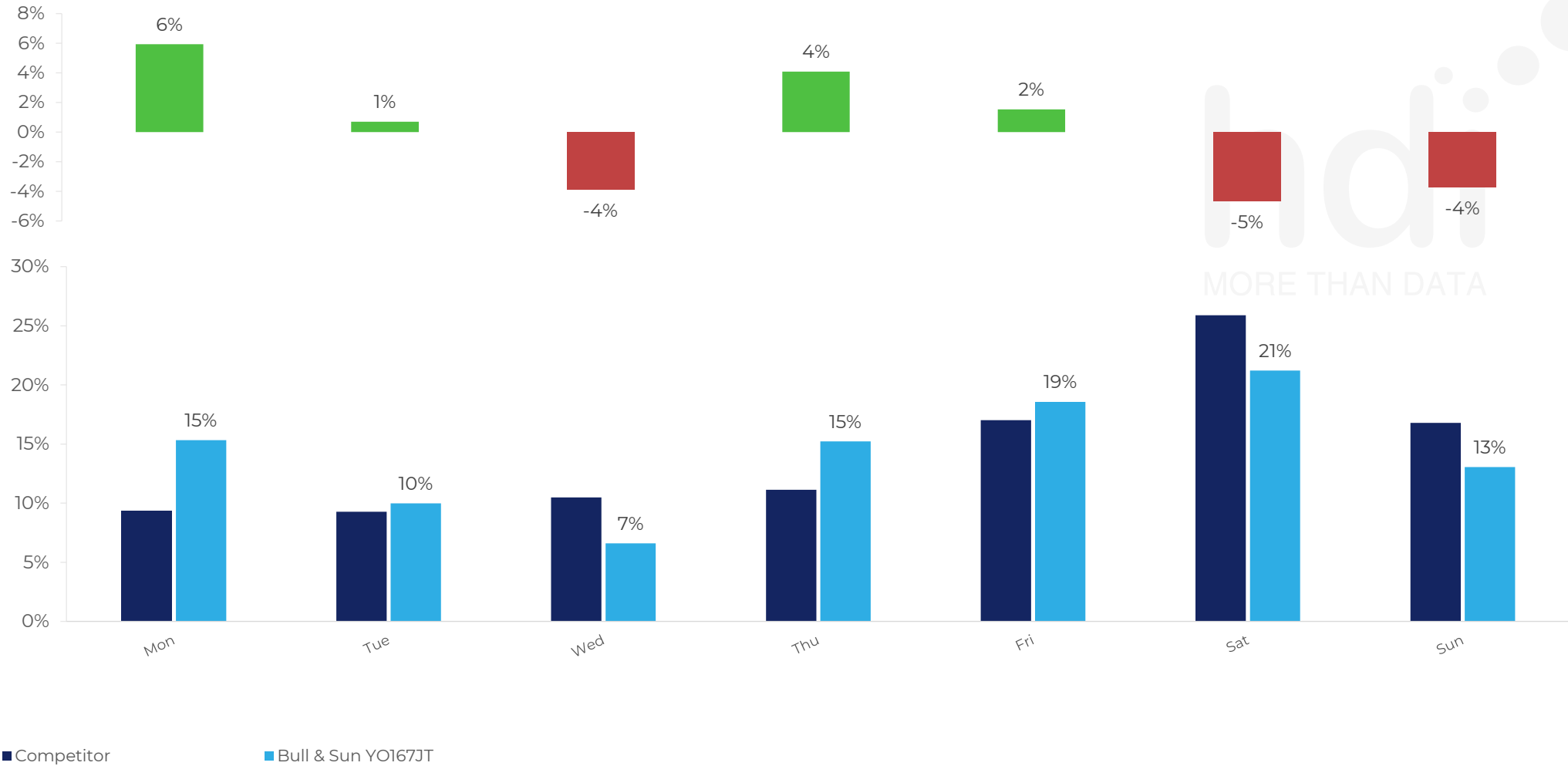


Nearest Station
Bridlington(1.07 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Bull & Sun YO167JT versus its competitors?

% of spend for Bull & Sun YO167JT and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Day of Week

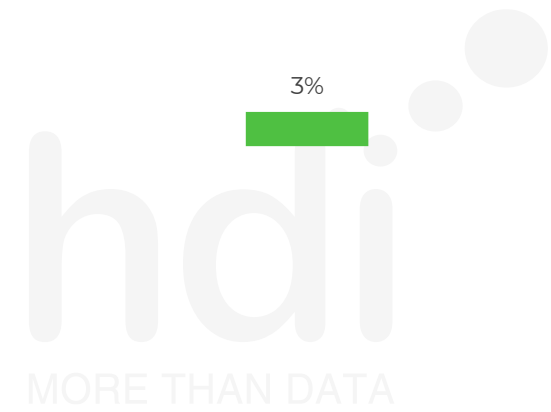
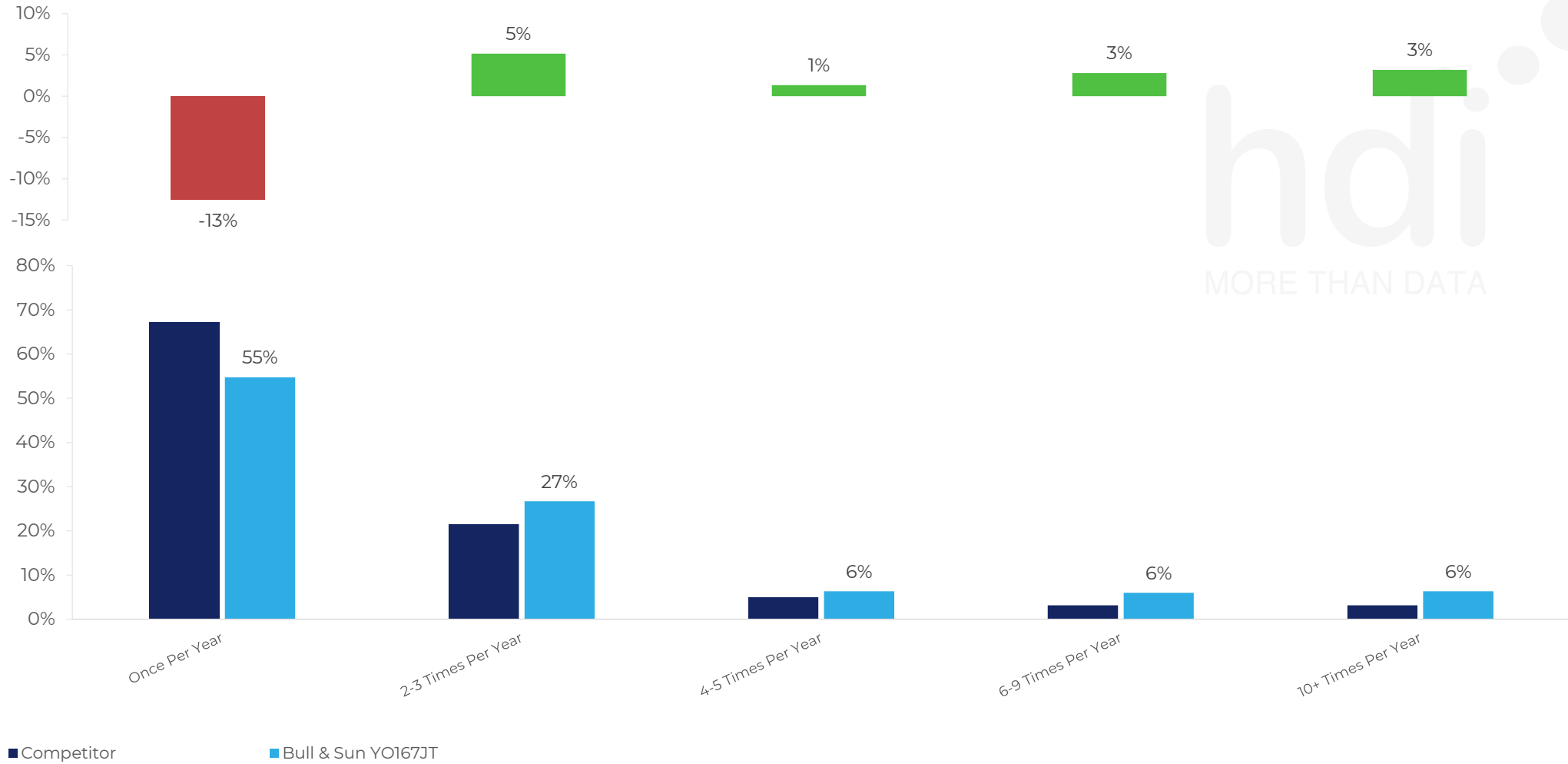




Visit Frequency

How frequently per year do customers visit Bull & Sun YO167JT versus its competitors?

% of customer numbers for Bull & Sun YO167JT and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 and the number of visits made Per Annum

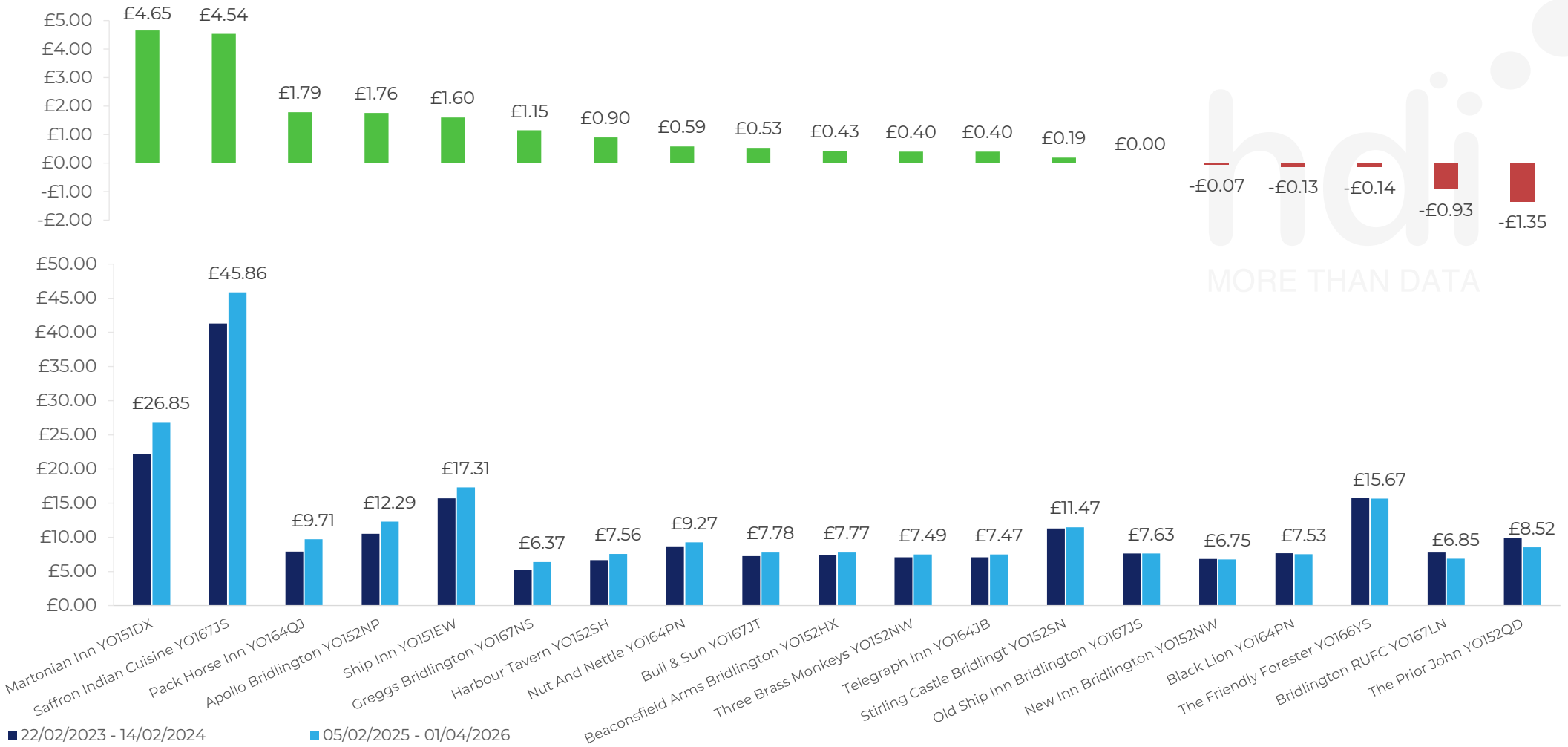
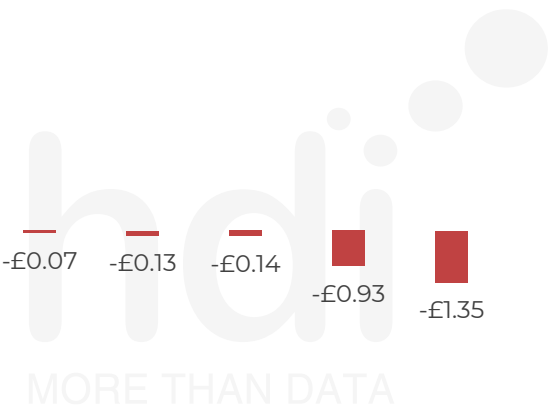


■ Competitor

■ Bull & Sun YO167JT

ATV Change

How has ATV changed between two date ranges?

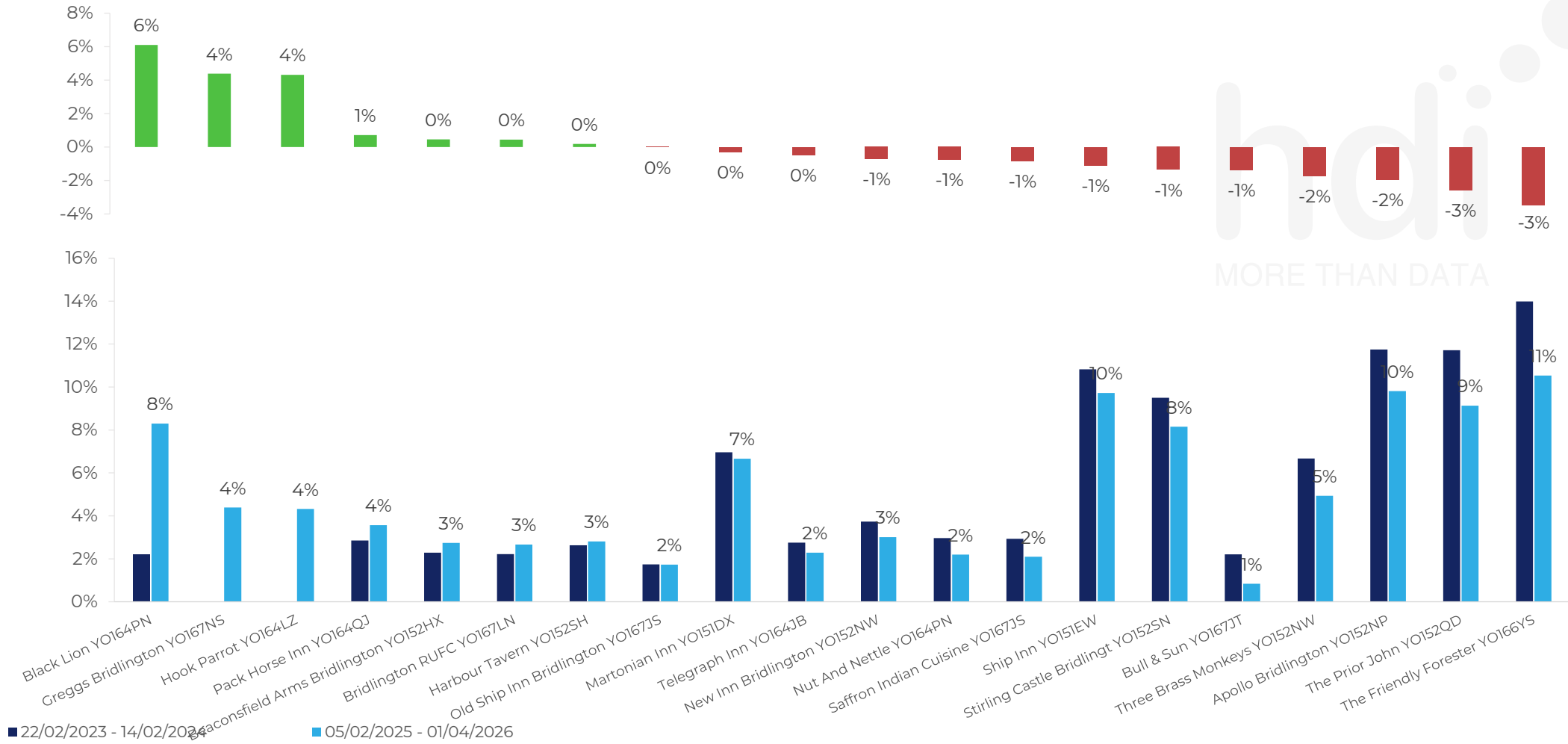
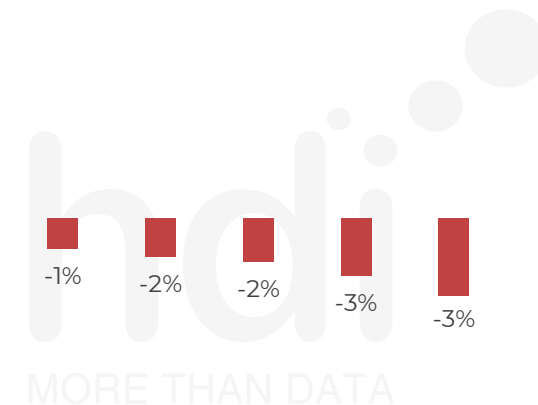




Market Share Change

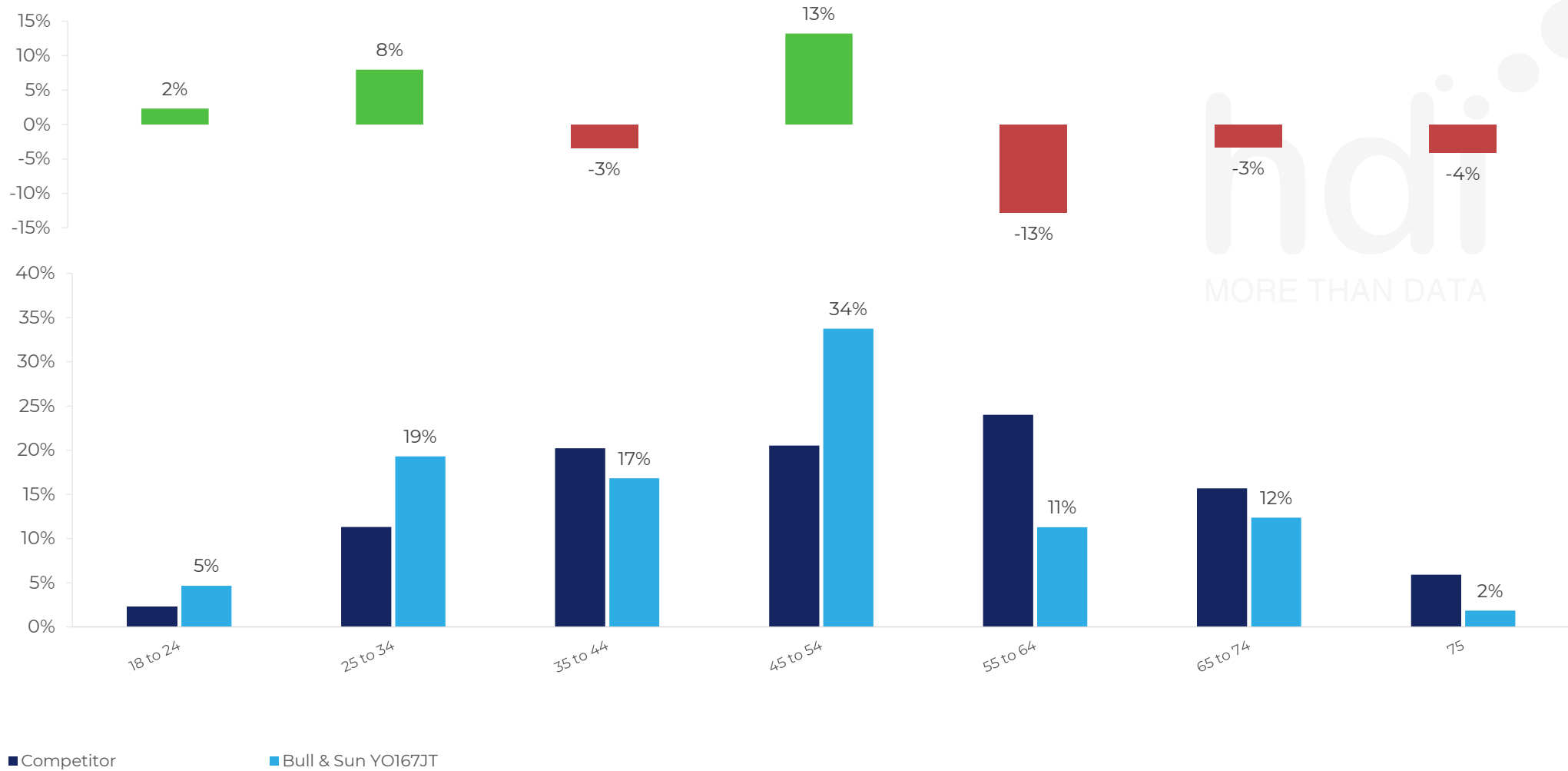
How has market share changed between two date ranges?

% of market share spend for Bull & Sun YO167JT and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026



How does the age profile of customers who visit Bull & Sun YO167JT compare versus its competitors?

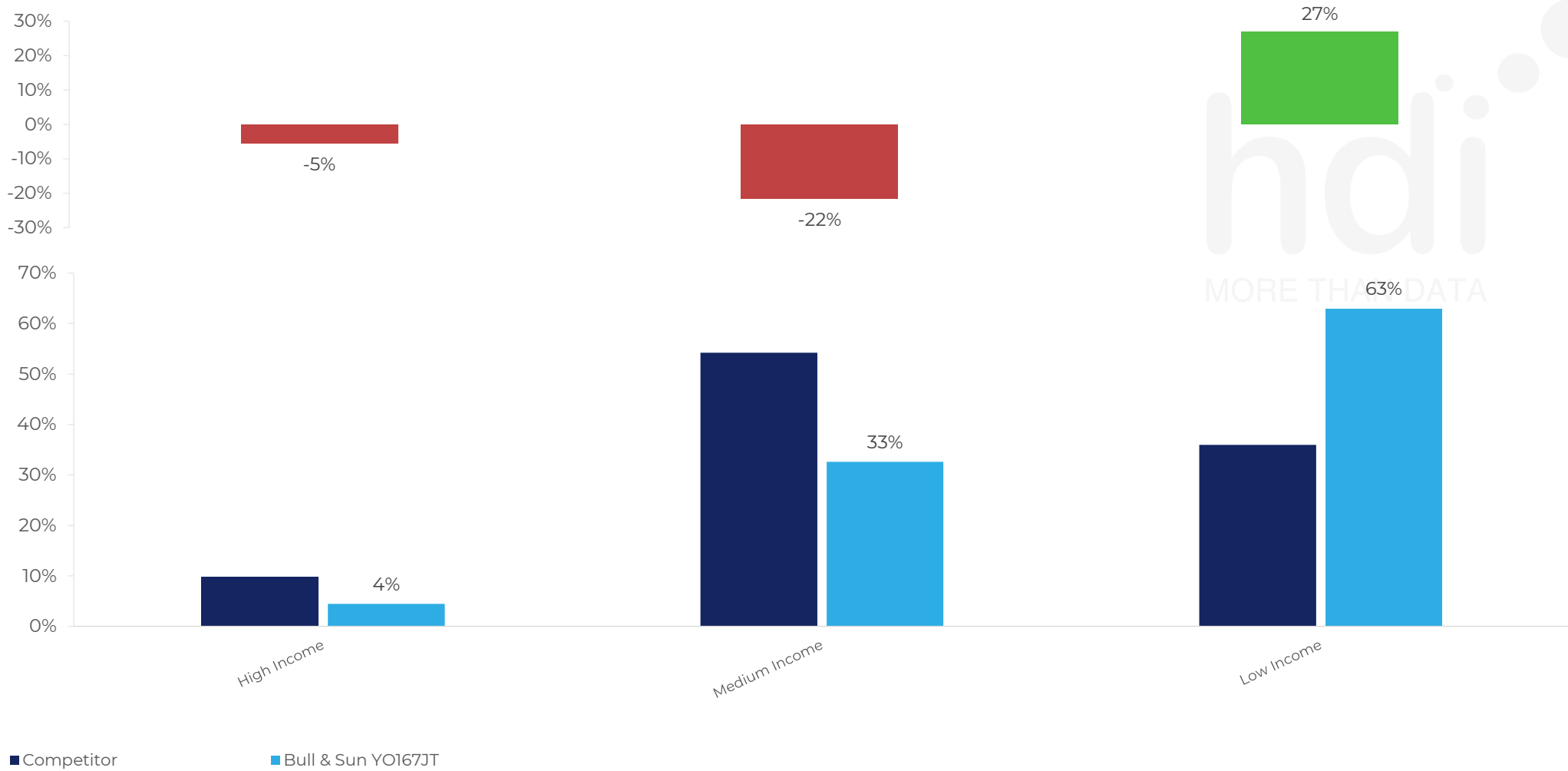
% of spend for Bull & Sun YO167JT and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Age Range



Affluence

How does the affluence of customers who visit Bull & Sun YO167JT compare versus its competitors?

% of spend for Bull & Sun YO167JT and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Affluence

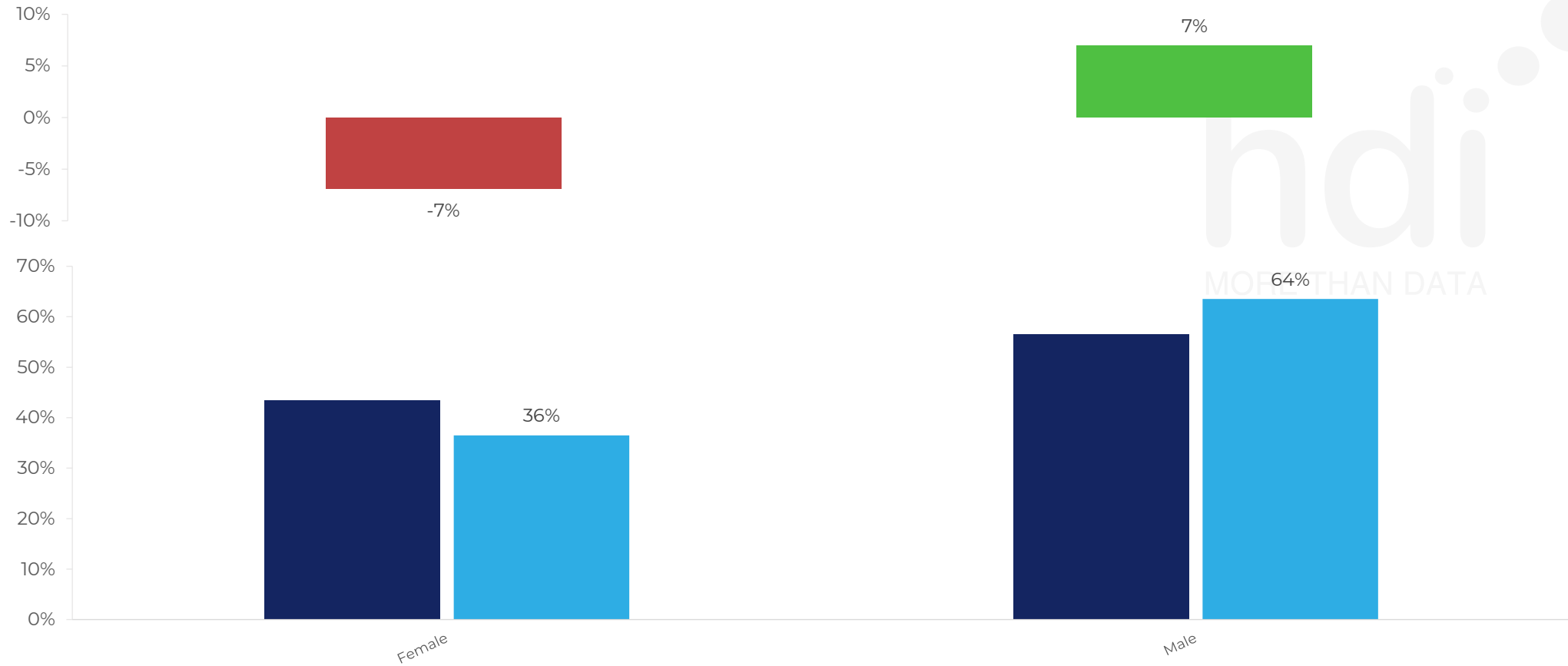




Gender

How does the gender profile of customers who visit Bull & Sun YO167JT compare versus its competitors?

% of spend for Bull & Sun YO167JT and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Gender



■ Competitor

■ Bull & Sun YO167JT

SEGMENT SNAPSHOTS

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

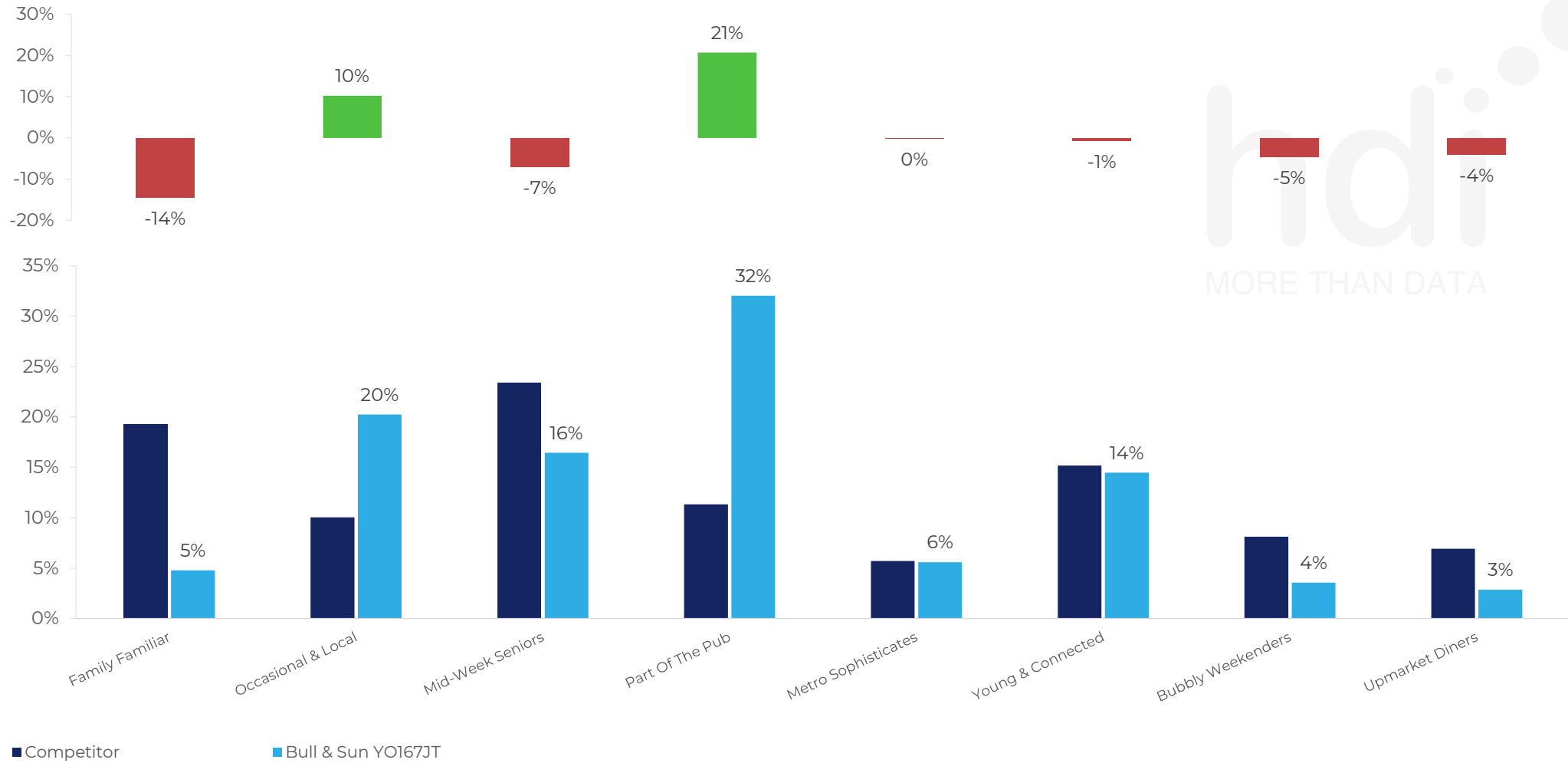
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Bull & Sun YO167JT compare versus its competitors?

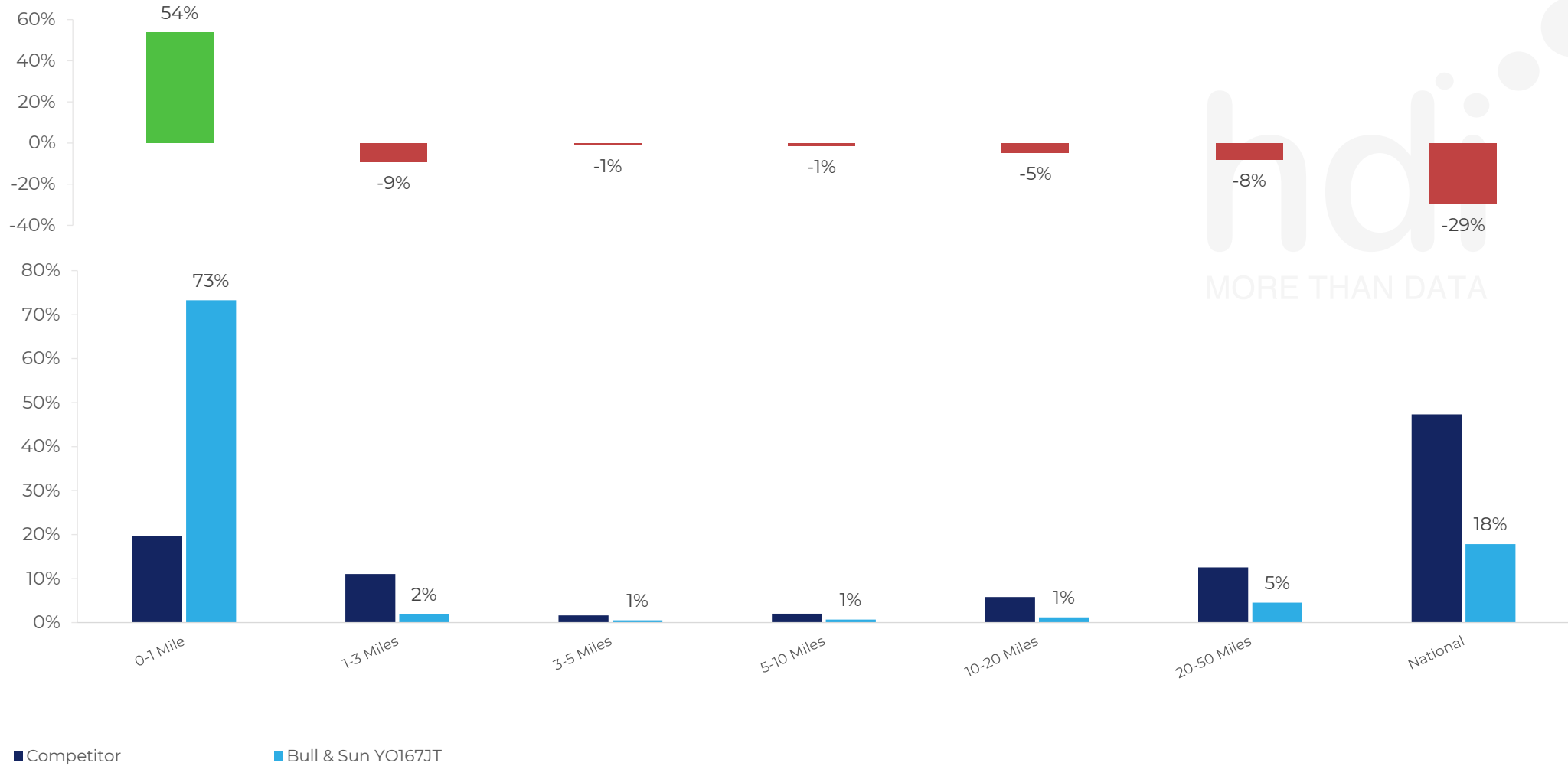
% of spend for Bull & Sun YO167JT and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Segment



Spend by Distance

How does the spend profile of Bull & Sun YO167JT compare versus its competitors based on travel distances?

% of spend for Bull & Sun YO167JT and 319 Chains in 3 Miles from 05/02/2025 - 01/04/2026 split by Distance travelled

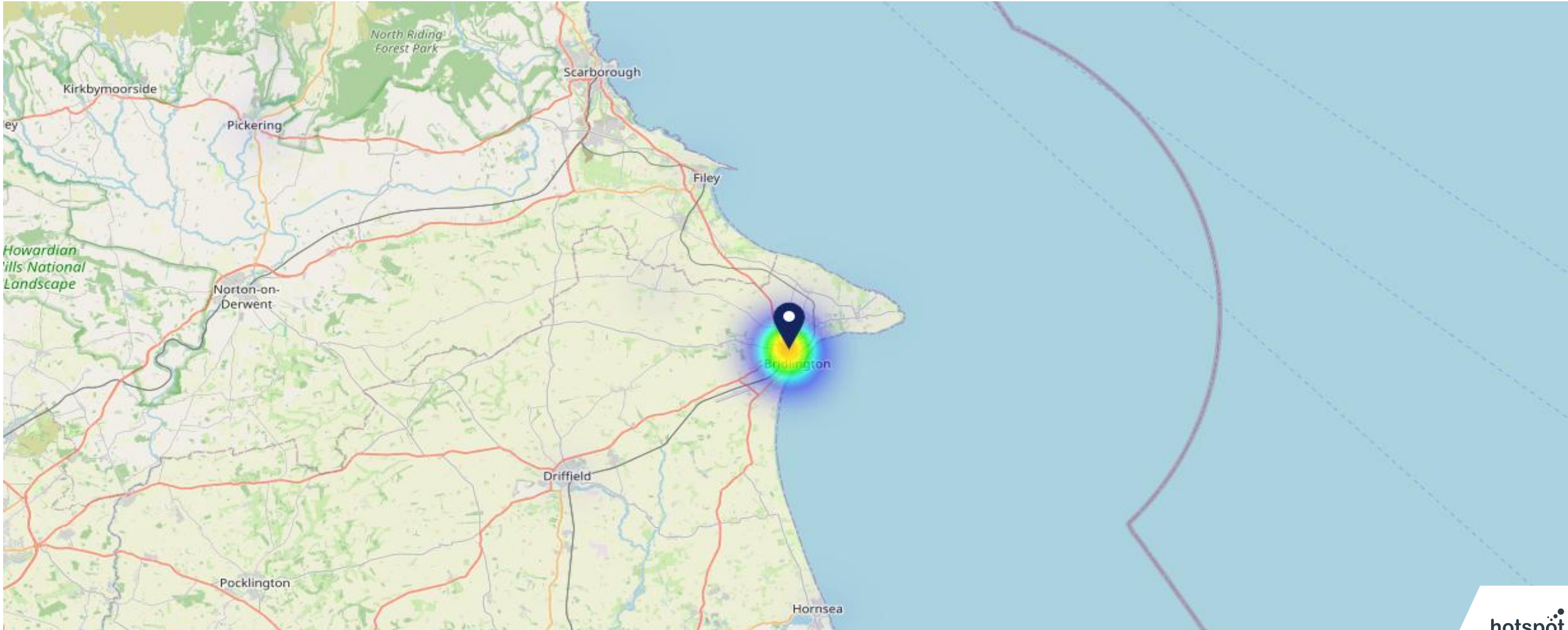




Map of Guest Origin

Where do customers of Bull & Sun YO167JT come from?

Where do customers of Bull & Sun YO167JT for 05/02/2025 - 01/04/2026 live

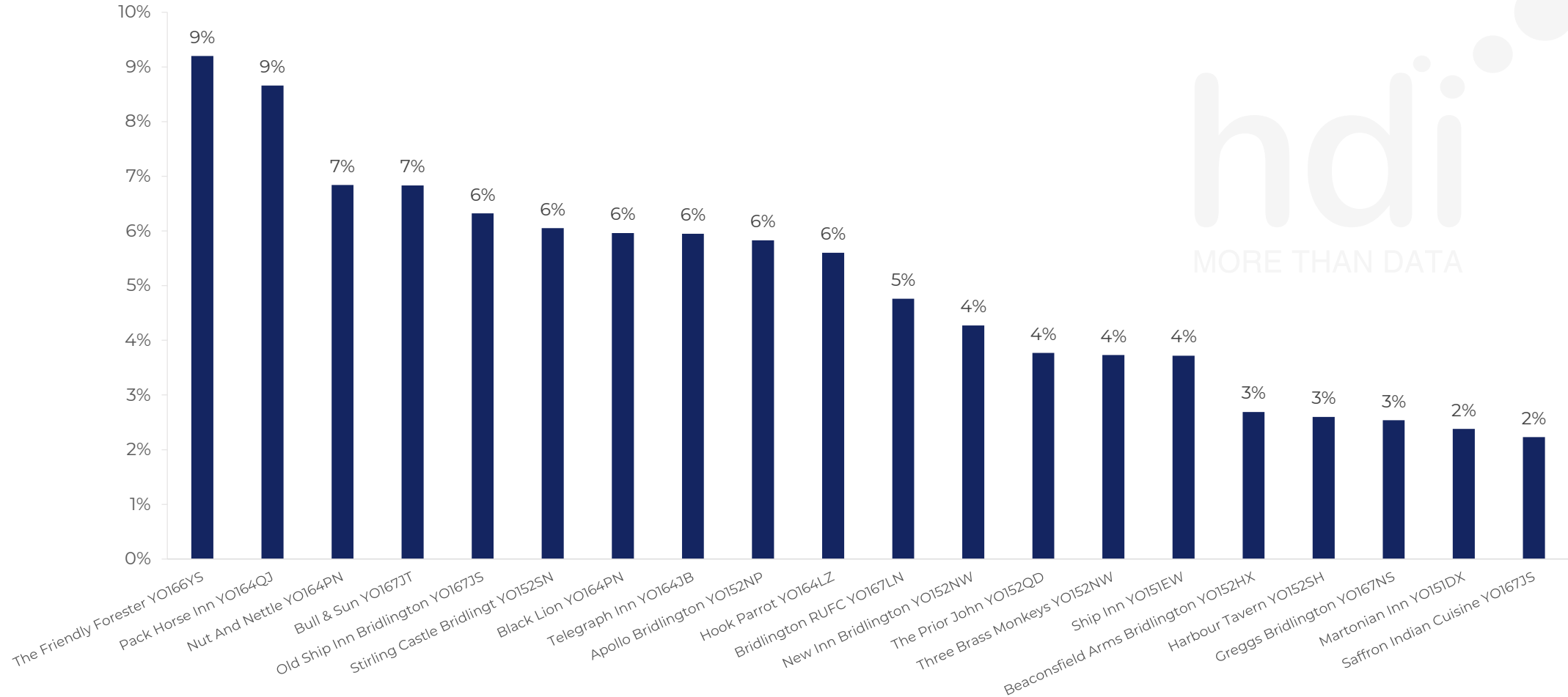




Share of Wallet

What are the Top 20 venues (by spend) that customers of Bull & Sun YO167JT also visit?

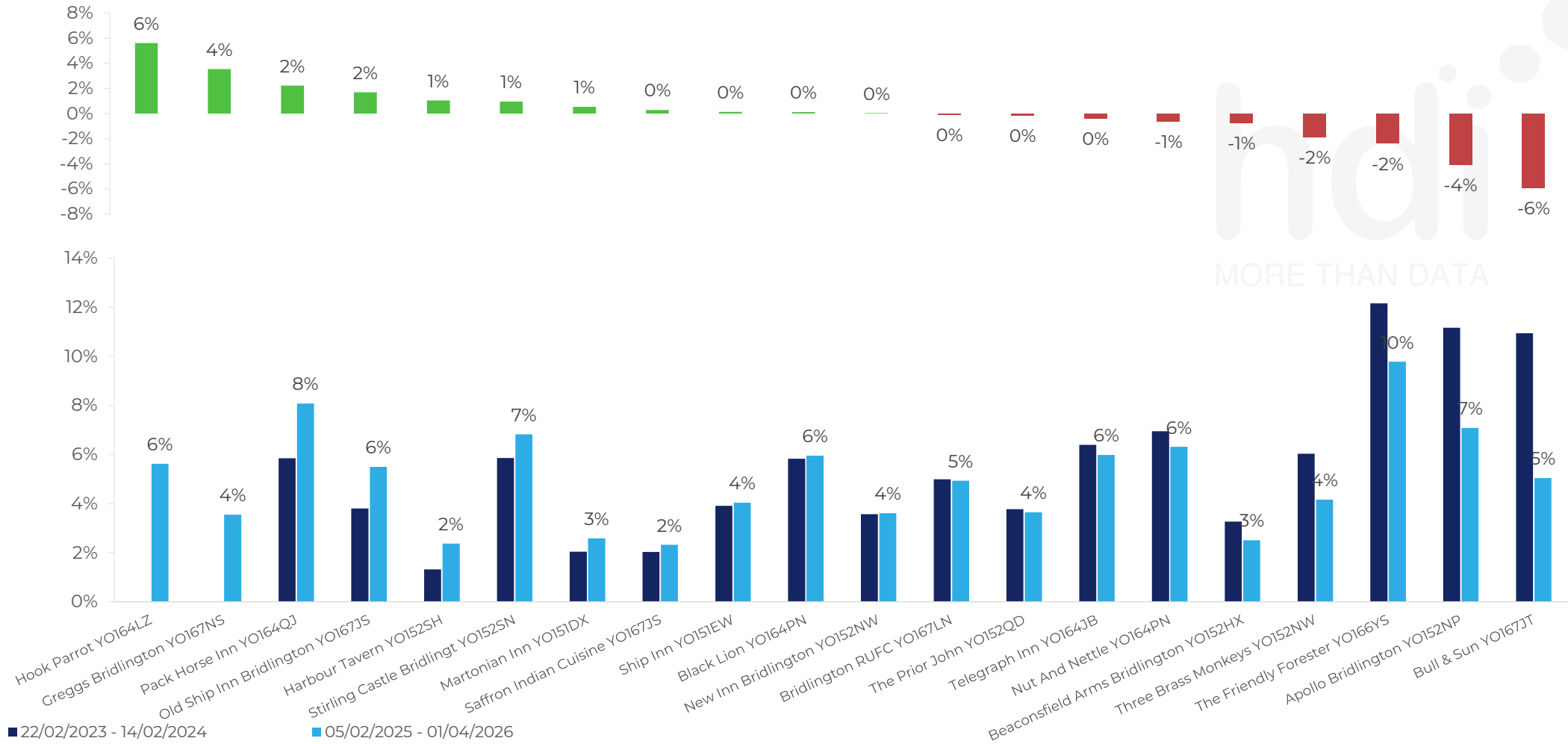
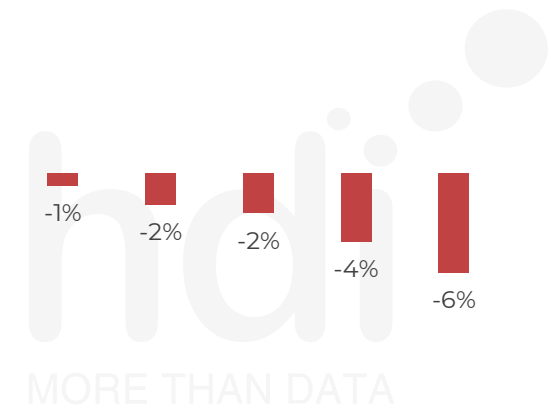
For customers of Bull & Sun YO167JT, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 01/04/2026 split by Venue





Share of Wallet Change

How has share of wallet of customers of Bull & Sun YO167JT changed between two date ranges?





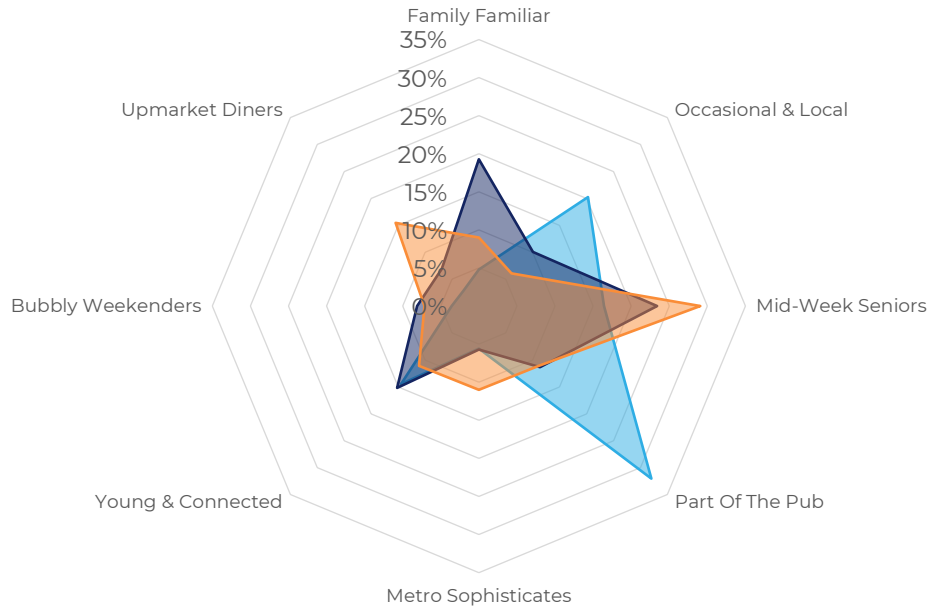
Market Summary

How does the local area for Bull & Sun YO167JT 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	£1.27M	5	£3.33M	5	£25.78M	7	£43.21M	4
Weekpart	Mon - Thu	43.0%	7	36.5%	3	42.3%	6	42.3%	6
Weekpart	Fri - Sat	46.0%	7	48.3%	8	42.5%	5	41.2%	4
Weekpart	Sun	11.0%	2	15.2%	6	15.2%	5	16.5%	8
Age	18 to 24	1.4%	2	2.0%	2	2.3%	1	2.6%	1
Age	25 to 34	12.4%	2	10.3%	1	12.2%	1	13.3%	1
Age	35 to 44	16.3%	2	18.0%	2	21.2%	4	21.6%	3
Age	45 to 54	22.3%	7	24.6%	9	21.3%	7	20.3%	6
Age	55 to 64	24.8%	10	26.5%	10	22.5%	10	22.5%	10
Age	65 to 74	15.8%	10	14.1%	10	14.5%	10	14.2%	10
Age	75+	6.8%	9	4.4%	8	5.9%	9	5.6%	9
CAMEO	Business Elite	1.9%	2	1.7%	2	1.8%	1	1.8%	1
CAMEO	Prosperous Professionals	2.3%	2	2.2%	2	2.8%	2	2.8%	1
CAMEO	Flourishing Society	3.3%	1	2.8%	1	4.7%	1	5.0%	1
CAMEO	Content Communities	14.6%	8	12.7%	6	11.7%	5	12.3%	5
CAMEO	White Collar Neighbourhoods	5.0%	1	5.9%	1	7.8%	2	8.1%	2
CAMEO	Enterprising Mainstream	18.4%	10	13.2%	9	13.9%	9	14.2%	10
CAMEO	Paying The Mortgage	19.2%	8	14.9%	6	18.9%	8	18.9%	9
CAMEO	Cash Conscious Communities	14.6%	9	21.9%	10	19.1%	10	18.2%	10
CAMEO	On A Budget	8.4%	7	8.0%	7	6.3%	5	5.7%	4
CAMEO	Family Value	12.2%	9	16.8%	10	13.0%	10	13.0%	10
Affluence	AB	7.5%	1	6.6%	1	9.3%	1	9.6%	1
Affluence	C1C2	57.3%	9	46.8%	5	52.3%	7	53.5%	8
Affluence	DE	35.2%	9	46.6%	10	38.4%	10	36.9%	10



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
Bull & Sun	58	4.79%	20.25%	16.44%	32.03%	5.59%	14.46%	3.56%	2.85%
Local Catchment	7985	19.28%	10.03%	23.40%	11.33%	5.70%	15.18%	8.11%	6.92%
Punch T&L	102747	9.00%	6.07%	29.07%	11.11%	10.99%	11.10%	7.15%	15.46%
Bull & Sun vs Local Catchment		-14.49%	10.22%	-6.96%	20.70%	-0.11%	-0.72%	-4.55%	-4.07%
Bull & Sun vs Punch T&L		-4.21%	14.18%	-12.63%	20.92%	-5.40%	3.36%	-3.59%	-12.61%
Local Catchment vs Punch T&L		10.28%	3.96%	-5.67%	0.22%	-5.29%	4.08%	0.96%	-8.54%

■ Bull & Sun

■ Local Catchment

■ Punch T&L