



Bay Horse Inn YO187AA

YO187AA

Punch T&L



Work Area

Malton



Region

Yorkshire and The Humber



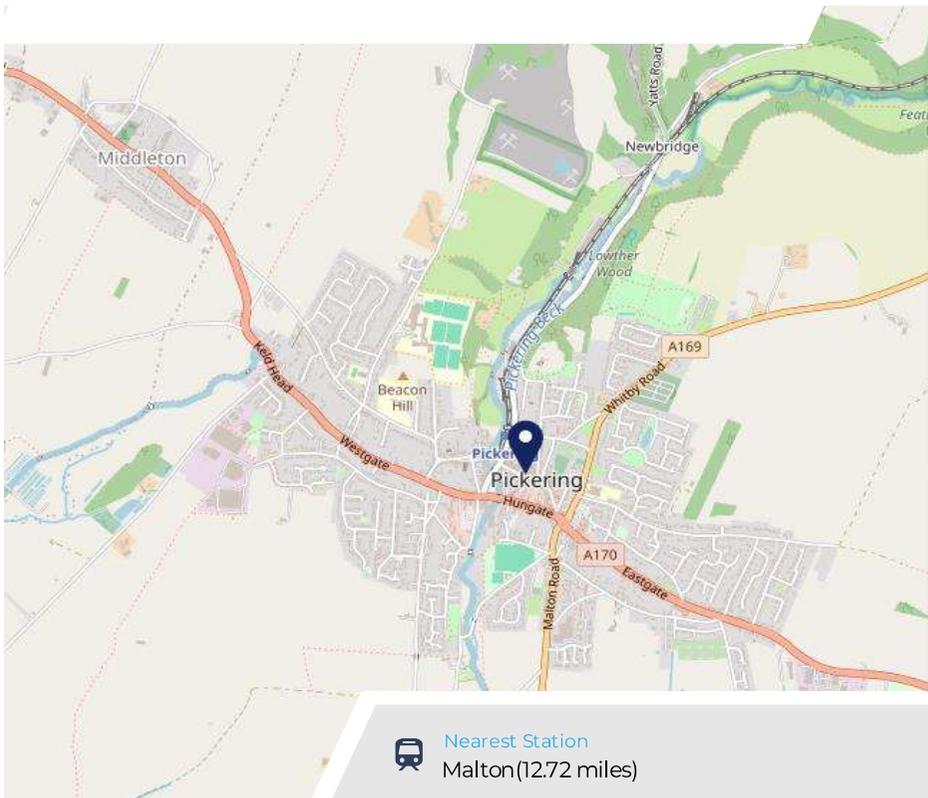
TV Region

Tyne Tees



Urbanicity

Rural town and fringe in a s



ATV
£10.73



Gender
63.77%
Male



Affluence
64.14%
Middle Income



Segmentation
24.46%
Paying The Mortgage



Age Group
22.53%
45 to 54



Visit Day
28.44%
Sat

Top Competitors



Black Swan
YO187AL
 Pub Restaurant

#1



Middleton Arms
YO188PB
 Pub Restaurant

#2



#3



Nearest Station

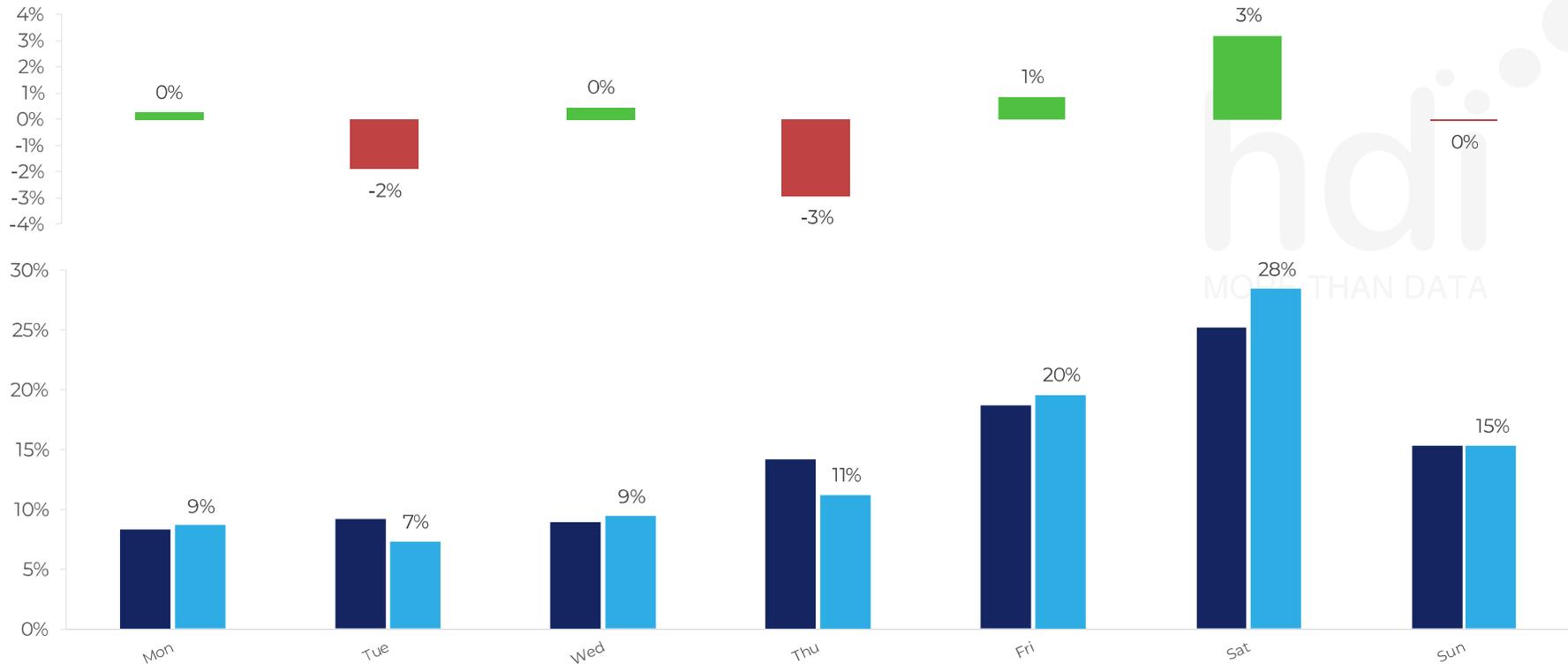
Malton (12.72 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Bay Horse Inn YO187AA versus its competitors?

% of spend for Bay Horse Inn YO187AA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

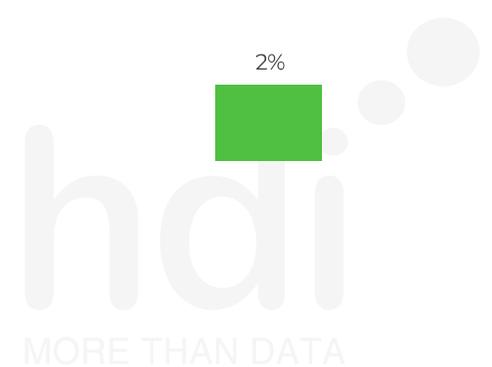
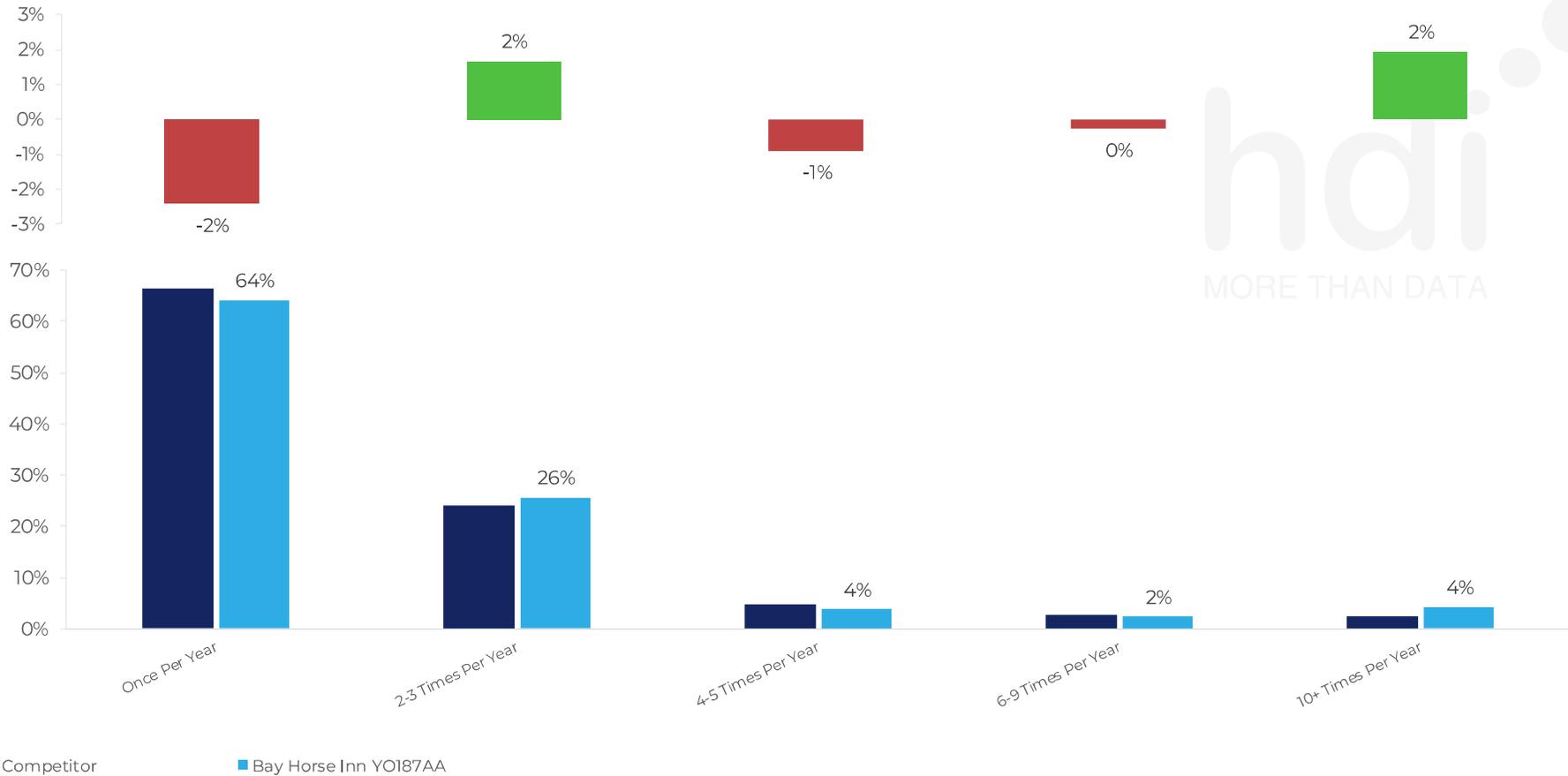
■ Bay Horse Inn YO187AA



Visit Frequency

How frequently per year do customers visit Bay Horse Inn YO187AA versus its competitors?

% of customer numbers for Bay Horse Inn YO187AA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



1045 Site Customers

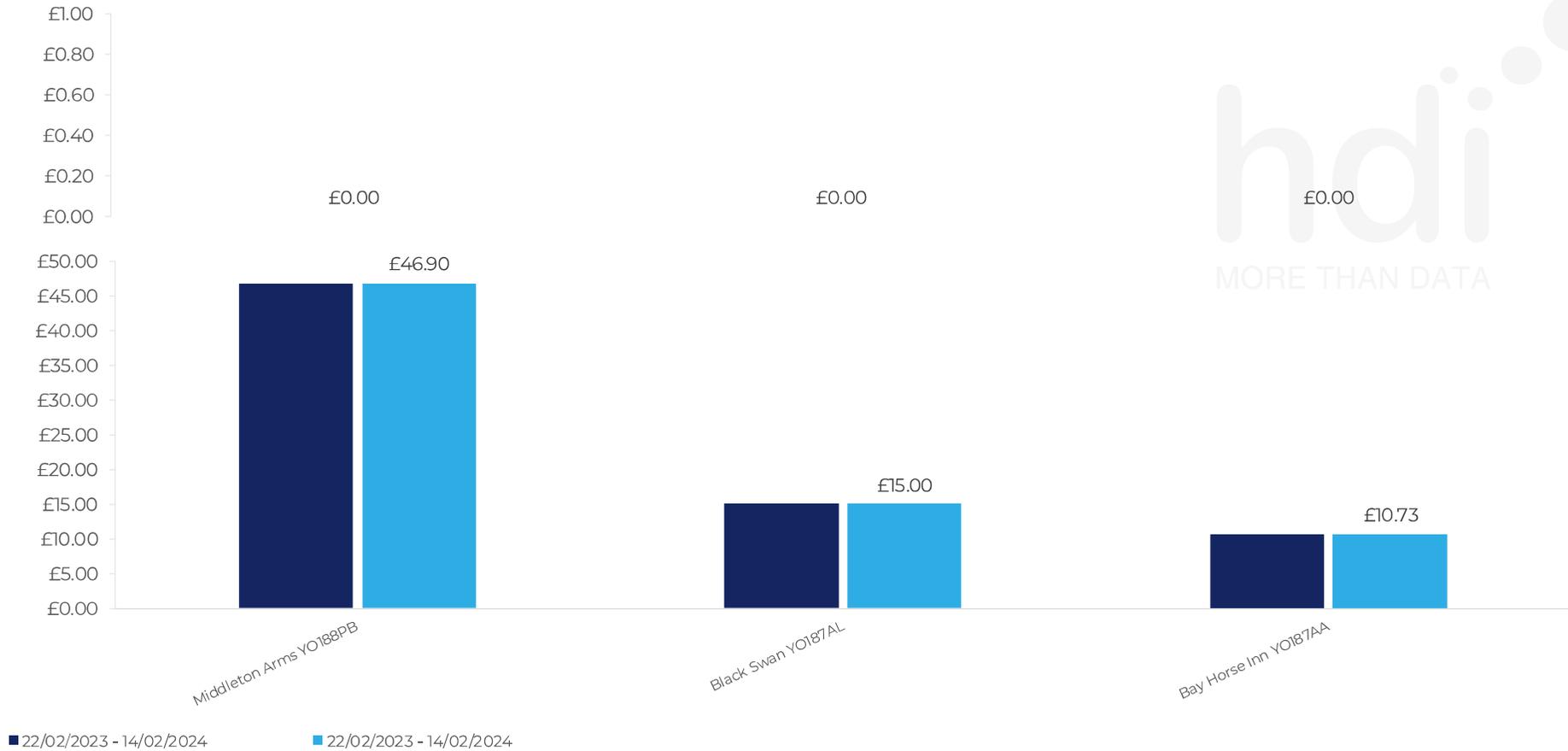
2 Competitors

3236 Competitor Customers



ATV Change

How has ATV changed between two date ranges?

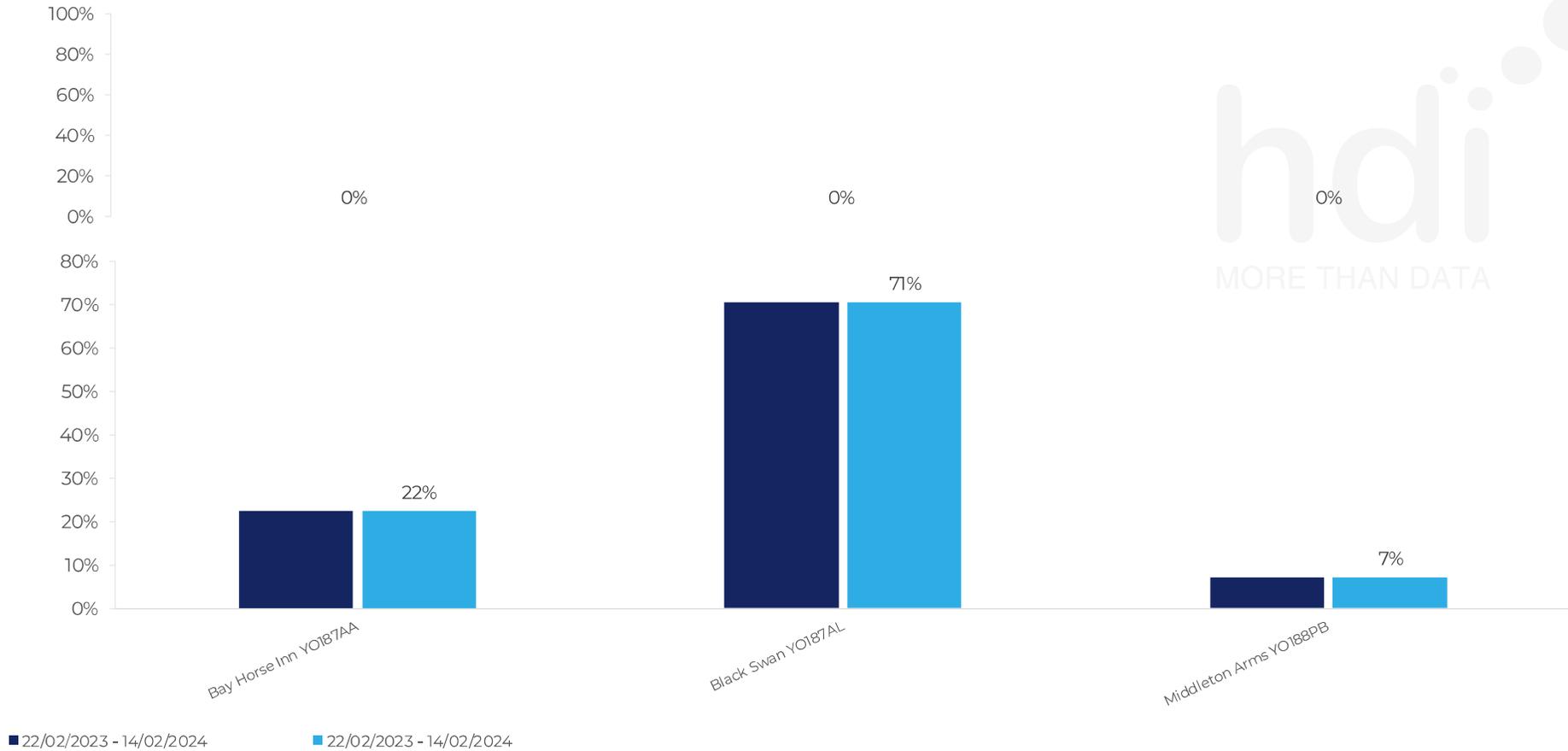




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Bay Horse Inn YO187AA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

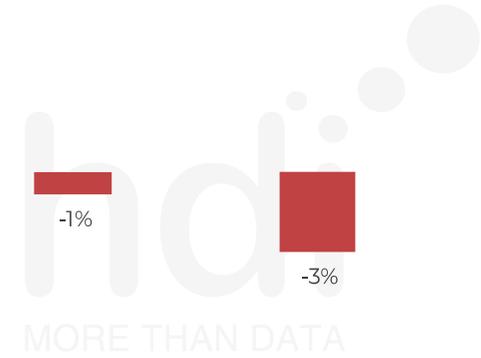
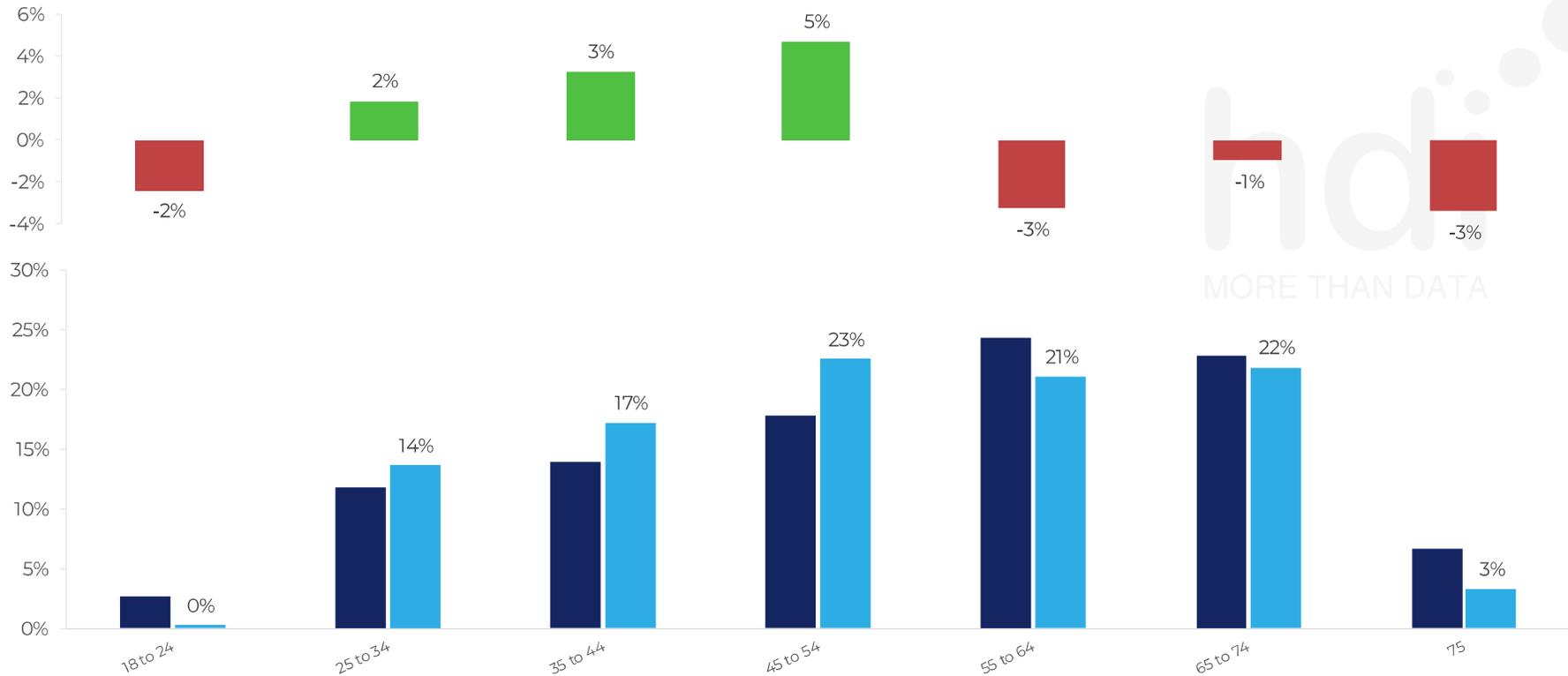




Age

How does the age profile of customers who visit Bay Horse Inn YO187AA compare versus its competitors?

% of spend for Bay Horse Inn YO187AA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



Competitor

Bay Horse Inn YO187AA



535 Site Customers

2 Competitors

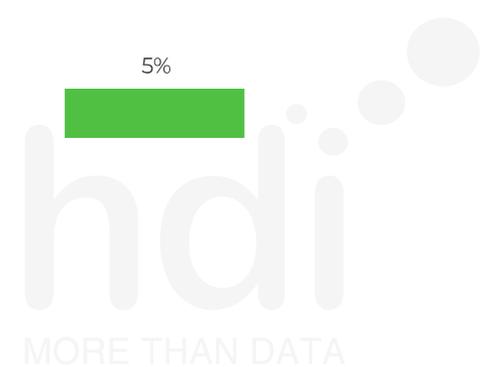
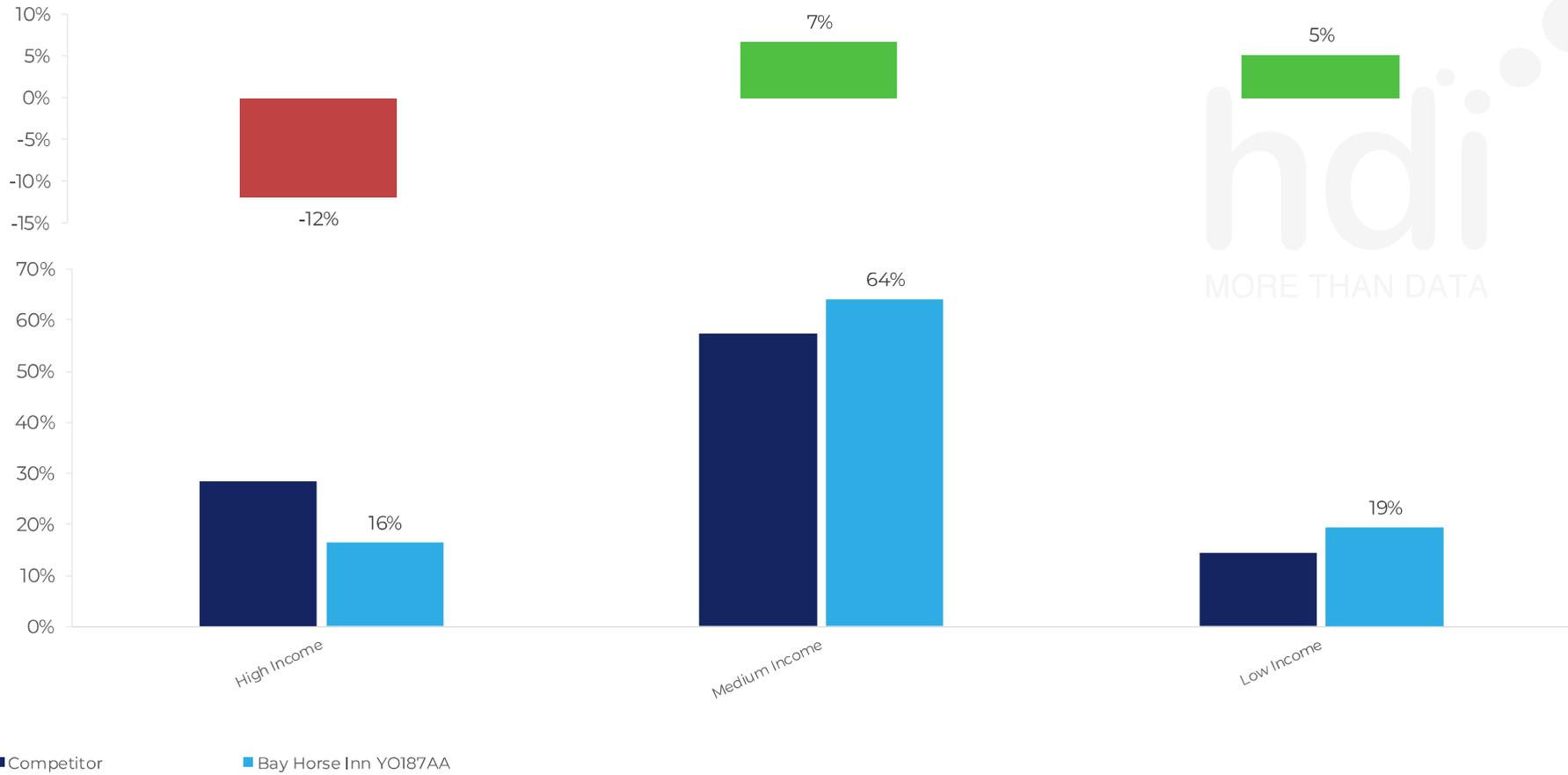
1573 Competitor Customers



Affluence

How does the affluence of customers who visit Bay Horse Inn YO187AA compare versus its competitors?

% of spend for Bay Horse Inn YO187AA and 113 Chains in 3 Miles from 22/02/2023- 14/02/2024 split by Affluence



■ Competitor

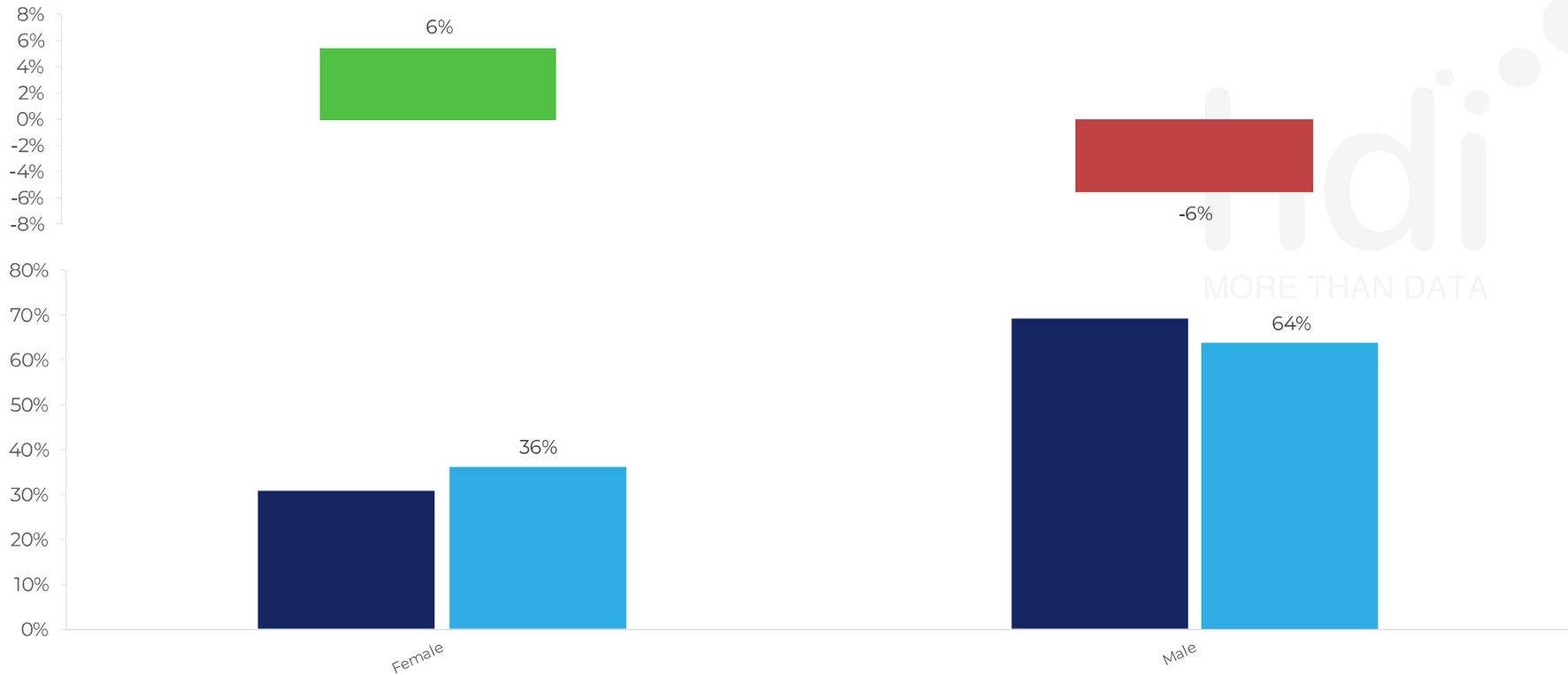
■ Bay Horse Inn YO187AA



Gender

How does the gender profile of customers who visit Bay Horse Inn YO187AA compare versus its competitors?

% of spend for Bay Horse Inn YO187AA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

■ Bay Horse Inn YO187AA

519 Site Customers

2 Competitors

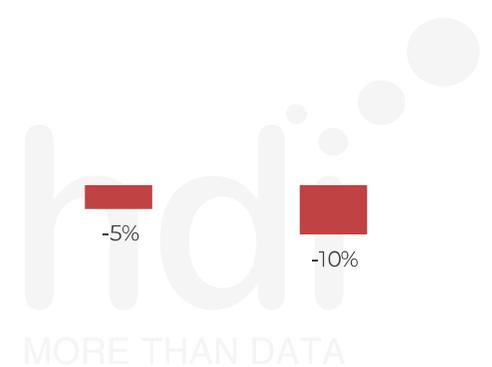
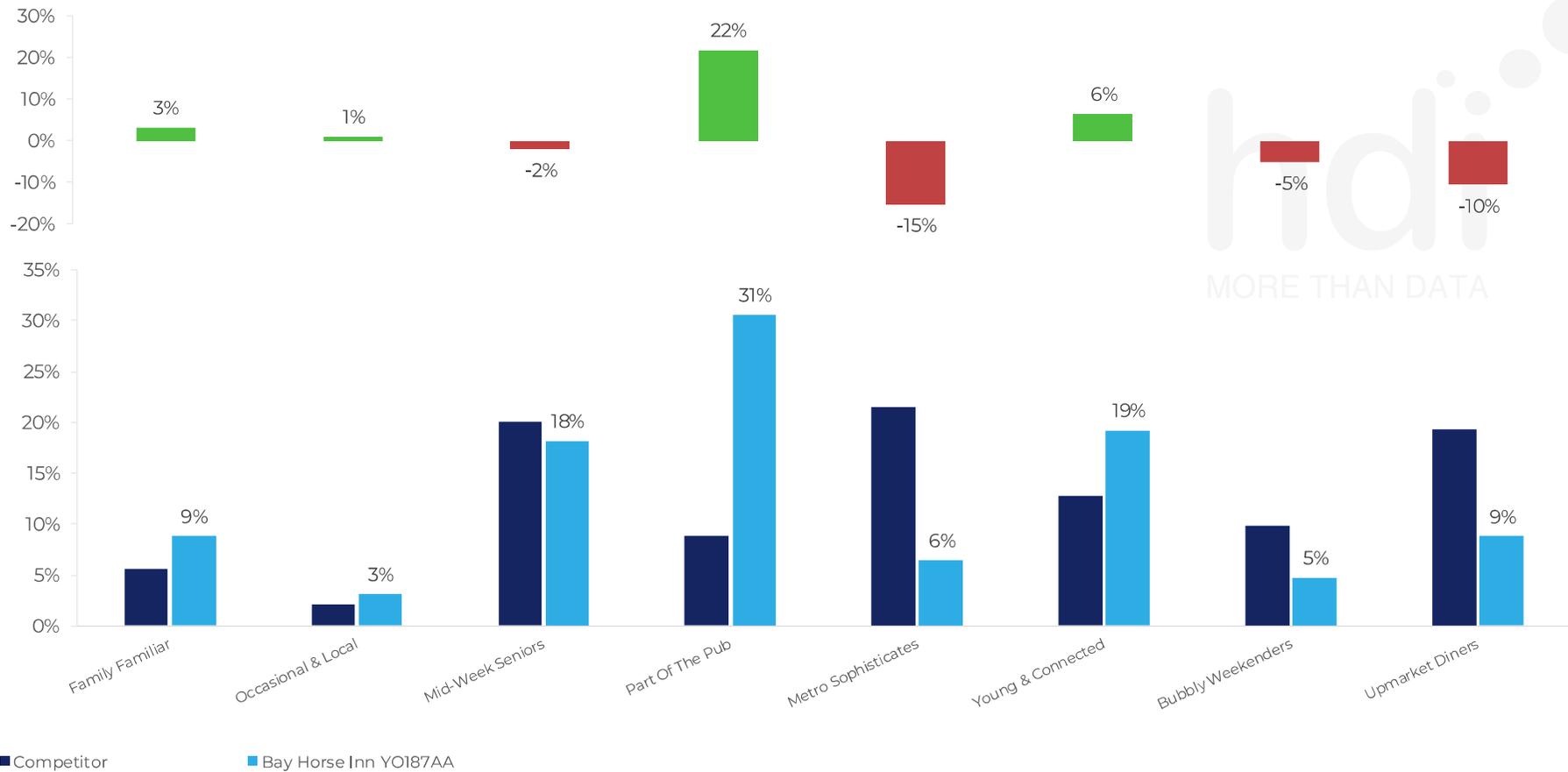
1542 Competitor Customers



Punch Segmentation

How does the Custom segmentation profile of customers who visit Bay Horse Inn YO187AA compare versus its competitors?

% of spend for Bay Horse Inn YO187AA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



■ Competitor

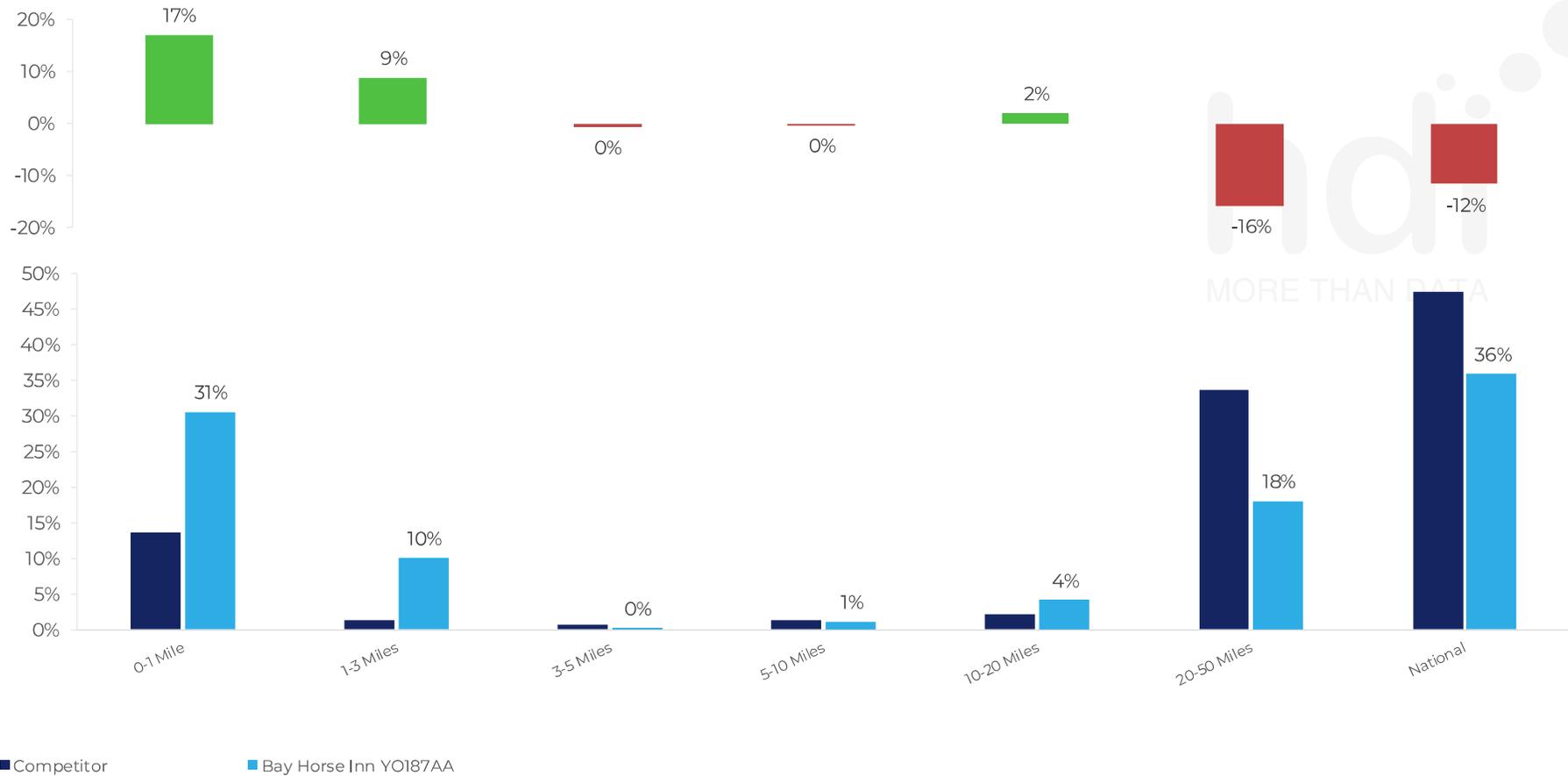
■ Bay Horse Inn YO187AA



Spend by Distance

How does the spend profile of Bay Horse Inn YO187AA compare versus its competitors based on travel distances?

% of spend for Bay Horse Inn YO187AA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



518 Site Customers

2 Competitors

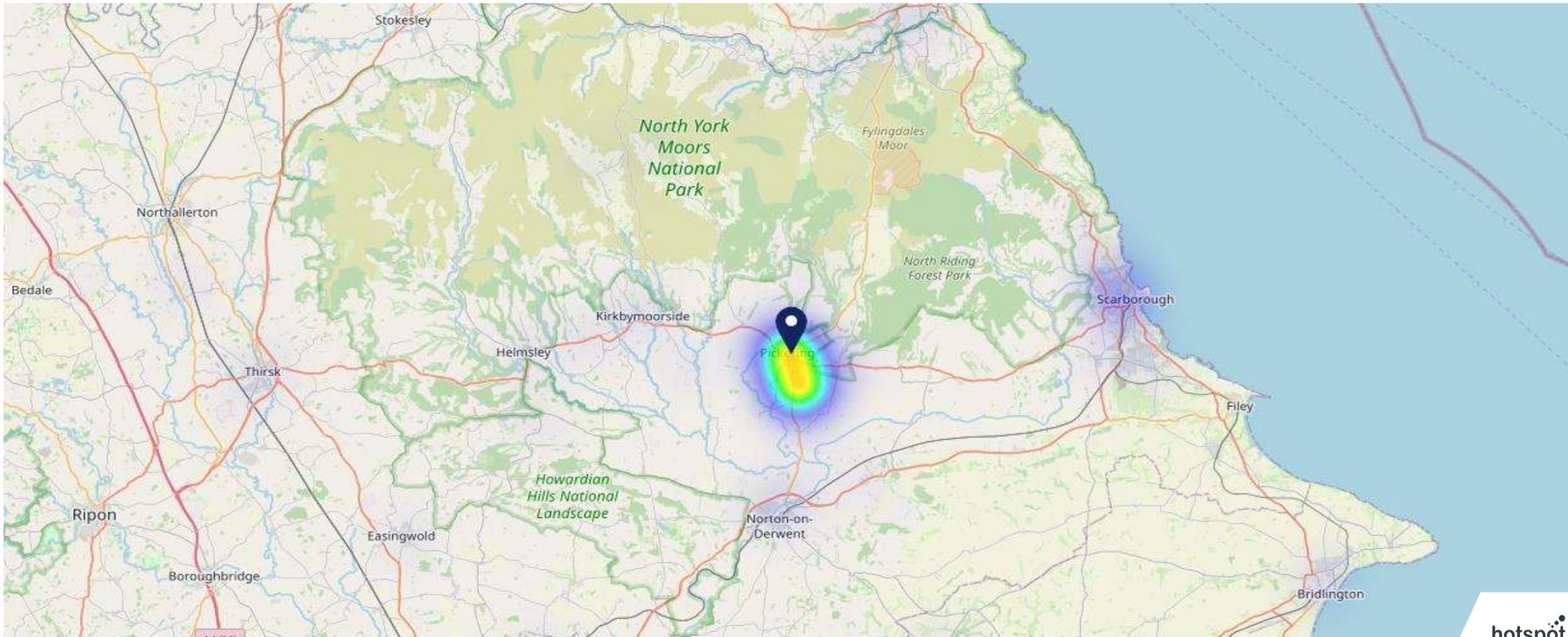
1538 Competitor Customers



Map of Guest Origin

Where do customers of Bay Horse Inn YO187AA come from?

Where do customers of Bay Horse Inn YO187AA for 22/02/2023 - 14/02/2024 live

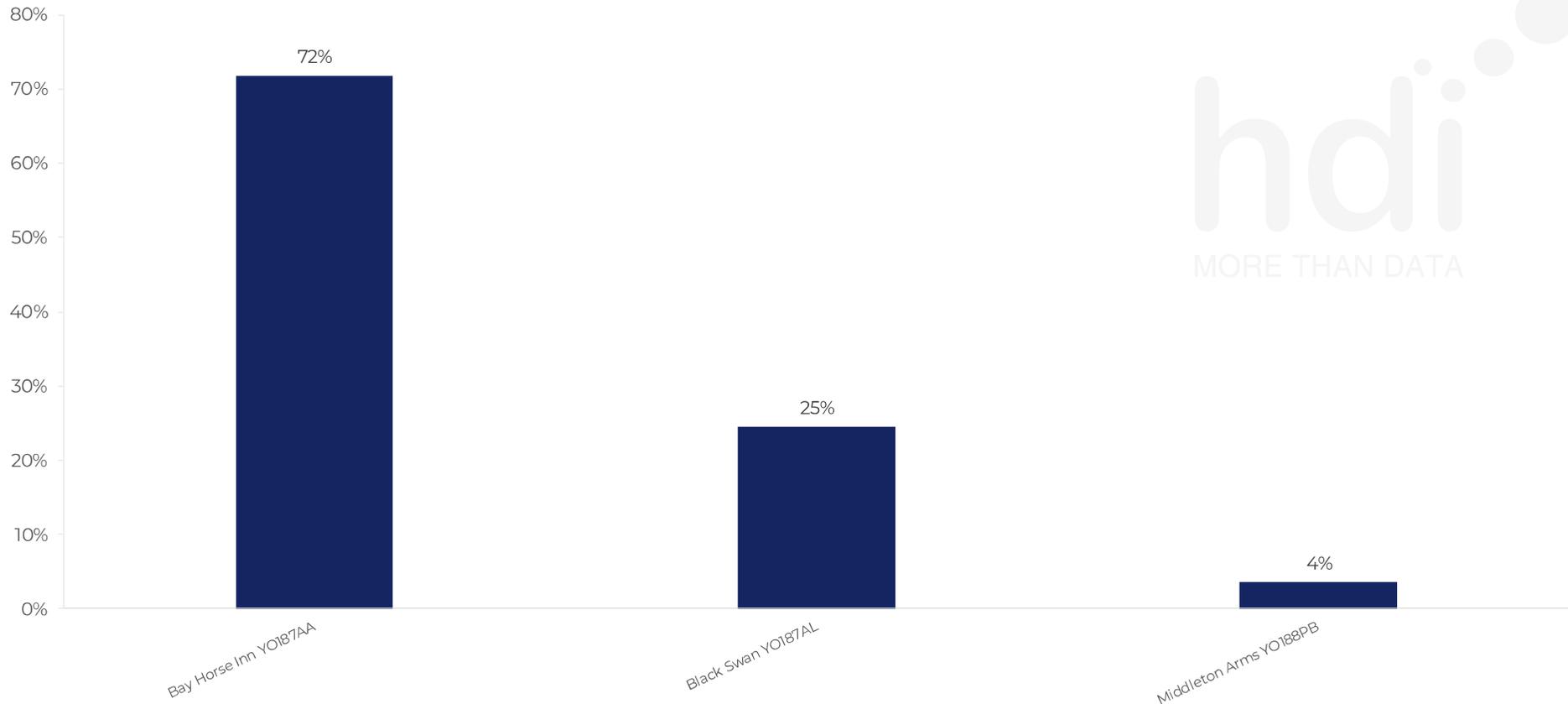




Share of Wallet

What are the Top 20 venues (by spend) that customers of Bay Horse Inn YO187AA also visit?

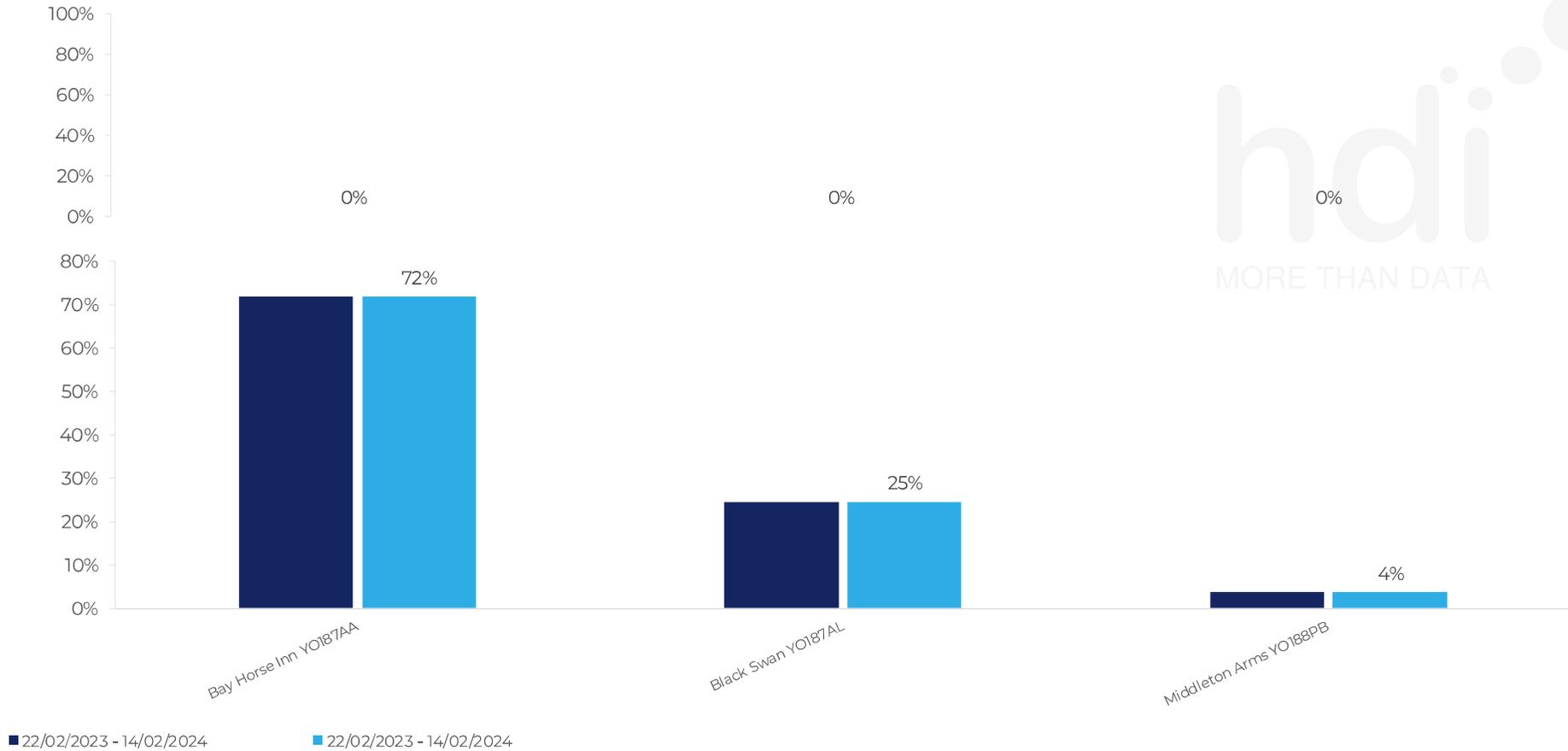
For customers of Bay Horse Inn YO187AA, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Bay Horse Inn YO187AA changed between two date ranges?

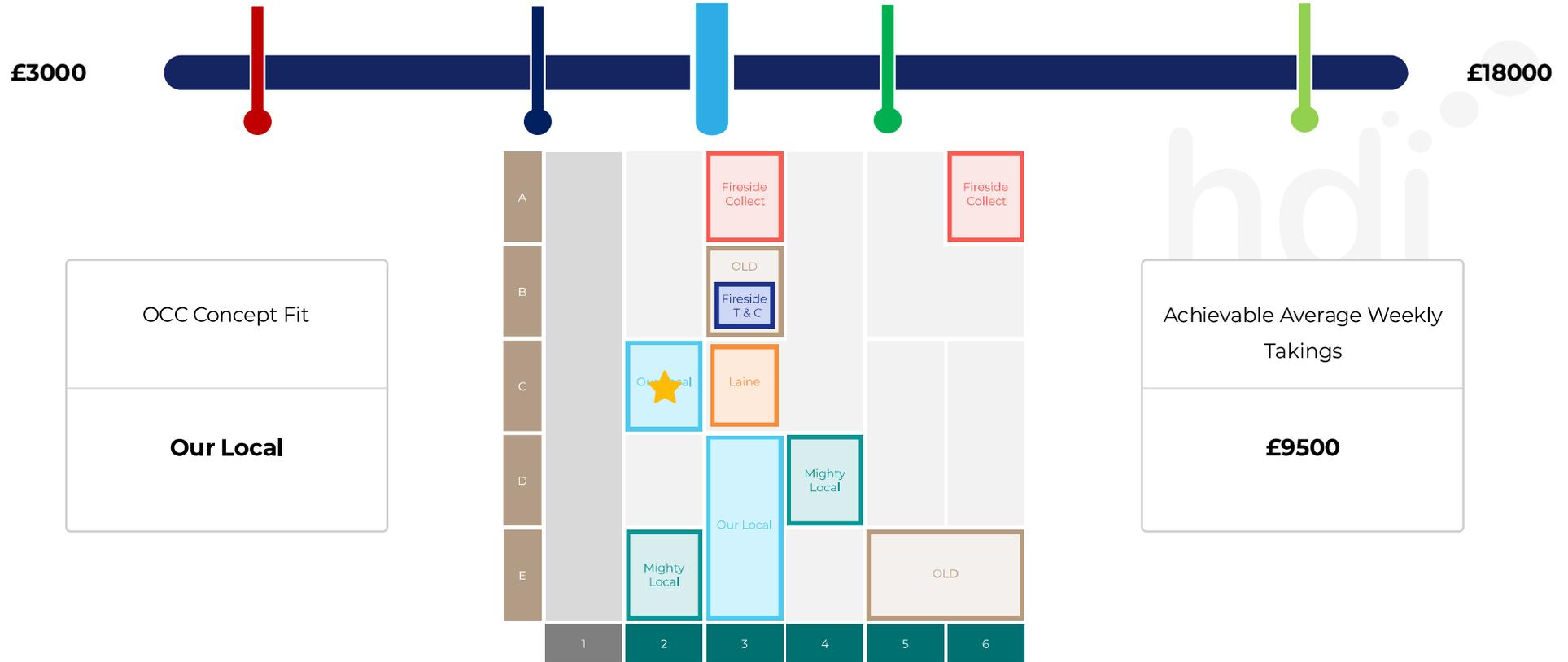




Market Summary

How does the local area for Bay Horse Inn YO187AA compare to the national average (1 = low, 10 = high)

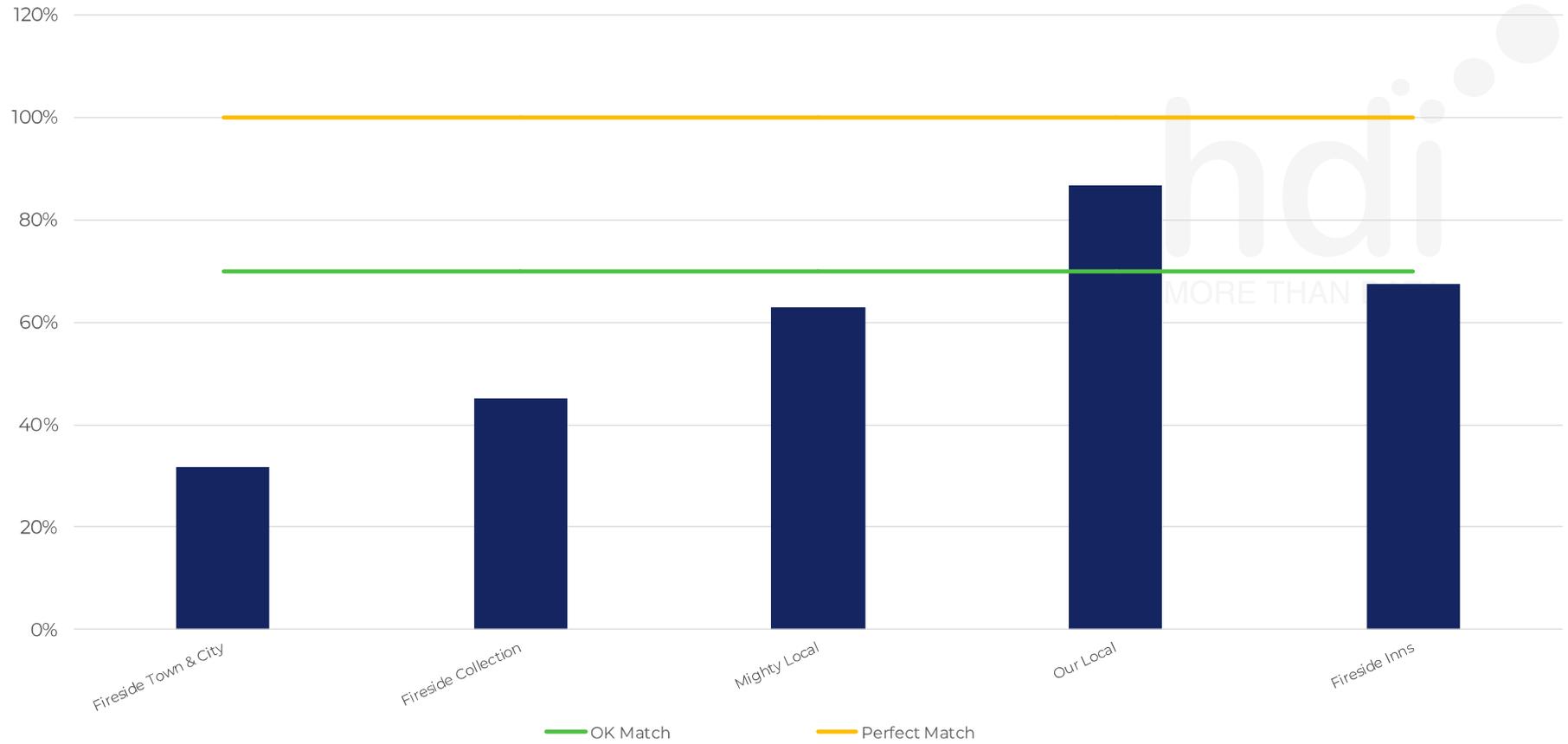
Data Type	Name	Spend in 250m	250m Spend vs National	Spend in 500m	500m Spend vs National	Spend in 1 mile	1 mile Spend vs National	Spend in 3 miles	3 mile Spend vs National
Total	Annual Sales	£7.26M	8	£8.32M	7	£9.15M	4	£11.28M	2
Weekpart	Mon - Thu	42.6%	7	42.6%	7	41.5%	6	40.7%	4
Weekpart	Fri - Sat	44.8%	6	44.7%	6	45.0%	7	44.9%	9
Weekpart	Sun	12.6%	3	12.7%	3	13.5%	2	14.5%	3
Age	18 to 24	3.0%	3	3.0%	2	4.2%	3	3.7%	2
Age	25 to 34	10.9%	1	11.2%	1	11.6%	1	10.4%	1
Age	35 to 44	18.7%	2	18.7%	2	19.7%	2	18.5%	1
Age	45 to 54	18.3%	4	17.9%	3	17.2%	2	17.0%	1
Age	55 to 64	23.2%	9	23.3%	10	22.5%	10	22.7%	10
Age	65 to 74	18.1%	10	18.0%	10	17.2%	10	19.9%	10
Age	75+	7.8%	10	7.9%	10	7.6%	10	7.7%	10
CAMEO	Business Elite	3.6%	3	3.4%	3	3.3%	3	3.3%	2
CAMEO	Prosperous Professionals	5.3%	5	5.2%	5	4.9%	4	5.0%	4
CAMEO	Flourishing Society	21.3%	9	21.9%	9	21.1%	9	22.6%	9
CAMEO	Content Communities	13.3%	7	13.2%	7	13.6%	7	12.8%	6
CAMEO	White Collar Neighbourhoods	9.5%	4	9.4%	3	9.7%	4	9.7%	3
CAMEO	Enterprising Mainstream	14.1%	9	14.1%	9	15.0%	10	14.4%	10
CAMEO	Paying The Mortgage	16.4%	7	16.0%	7	16.1%	7	15.5%	6
CAMEO	Cash Conscious Communities	9.5%	6	9.8%	6	9.6%	6	10.0%	6
CAMEO	On A Budget	4.7%	4	4.5%	3	4.4%	3	4.1%	2
CAMEO	Family Value	2.4%	5	2.4%	5	2.3%	5	2.7%	5
Affluence	AB	30.2%	6	30.6%	6	29.3%	6	30.9%	6
Affluence	C1C2	53.2%	7	52.7%	7	54.4%	8	52.3%	7
Affluence	DE	16.6%	4	16.7%	4	16.3%	4	16.7%	4



- A Food-Led High Affluence
- B Food-Led Mid Affluence
- C Wet-Led Mid/High Affluence
- D Wet-Led Low Affluence
- E Food-Led Low Affluence
- 1 AWT
- 2 Local Regulars
- 3 Local Passing Trade
- 4 Destination Wet-Led
- 5 Destination Food-Led
- 6 Destination Very Food-Led

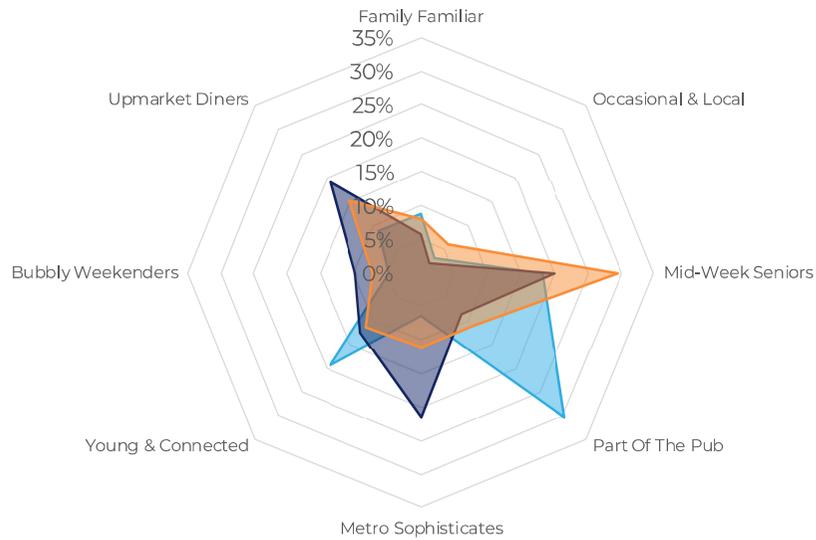


Concept Recommendation





Mix of spend by customer segment in Punch site and local market



■ Bay Horse Inn
 ■ Local Catchment
 ■ Punch T&L

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Bay Horse Inn	216	8.82%	3.12%	18.20%	30.58%	6.45%	19.25%	4.76%	8.79%
Local Catchment	647	5.63%	2.09%	20.08%	8.76%	21.55%	12.78%	9.78%	19.28%
Punch T&L	110515	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Bay Horse Inn vs Local Catchment		3.19%	1.03%	-1.88%	21.82%	-15.10%	6.47%	-5.02%	-10.49%
Bay Horse Inn vs Punch T&L		0.74%	-2.80%	-11.34%	19.40%	-4.84%	7.63%	-2.39%	-6.40%
Local Catchment vs Punch T&L		-2.45%	-3.83%	-9.46%	-2.42%	10.26%	1.16%	2.63%	4.09%



Mix of spend by customer segment in Punch site and local competitors

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Bay Horse Inn YO187AA	216	8.82%	3.12%	18.20%	30.58%	6.45%	19.25%	4.76%	8.79%
Black Swan YO187AL	620	5.52%	2.33%	19.96%	9.59%	18.93%	14.07%	10.50%	19.05%
Middleton Arms YO188PB	31	6.55%	0.00%	21.10%	1.70%	43.97%	1.79%	3.58%	21.27%