



### Site Summary



## Shoulder Of Mutton DL106QX

DL106QX

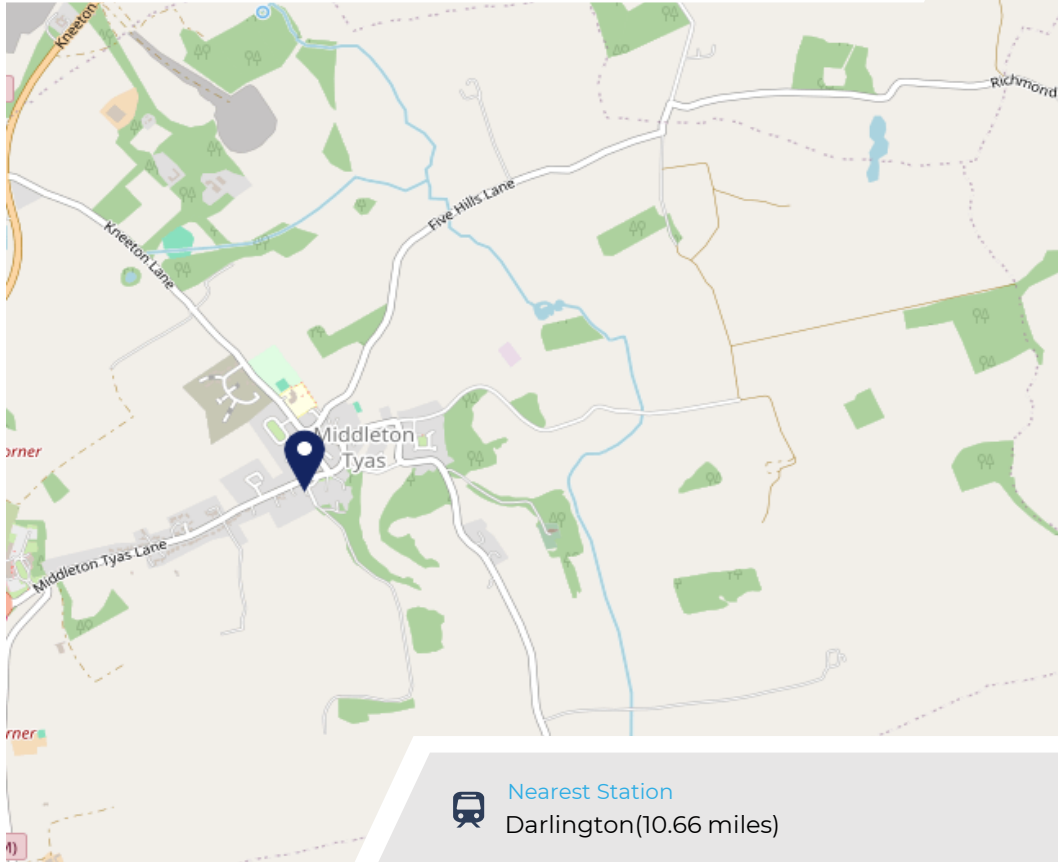
Punch T&L

**Work Area**  
Northallerton

**Region**  
Yorkshire and The Humber

**TV Region**  
Tyne Tees

**Urbanicity**  
Rural hamlet and isolated d



**ATV**  
**£42.73**



**Gender**  
**65.95%**  
Male



**Affluence**  
**49.14%**  
Middle Income



**Segmentation**  
**23.23%**  
Flourishing Society



**Age Group**  
**33.25%**  
55 to 64



**Visit Day**  
**29.81%**  
Sun

### Top Competitors

**Half Moon Inn** **#1**  
DL106JH  
 Punch T&L

**Black Bull Inn (Moulton)** **#2**  
DL106QJ  
 Pub Restaurant

**Greggs** **#3**  
DL106PQ  
 Greggs

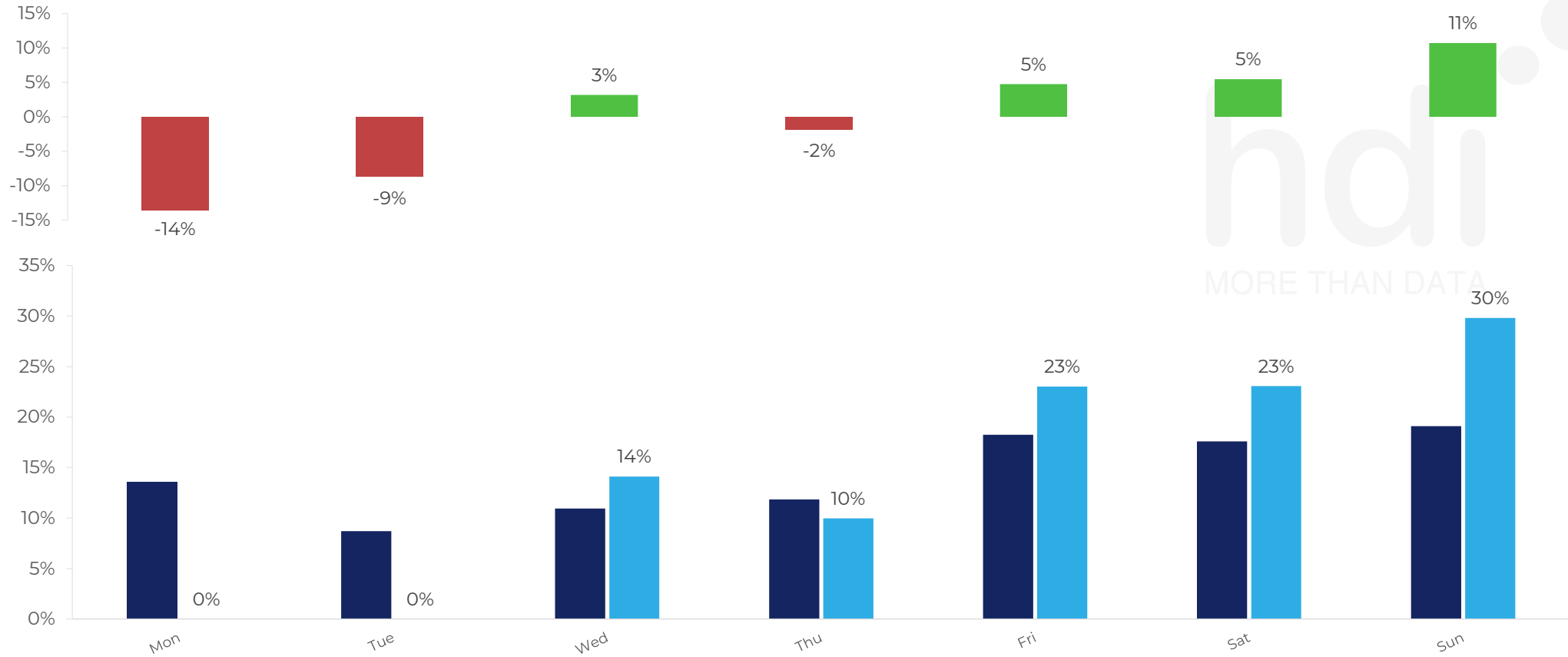


**Nearest Station**  
Darlington(10.66 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Shoulder Of Mutton DL106QX versus its competitors?

% of spend for Shoulder Of Mutton DL106QX and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Day of Week



■ Competitor

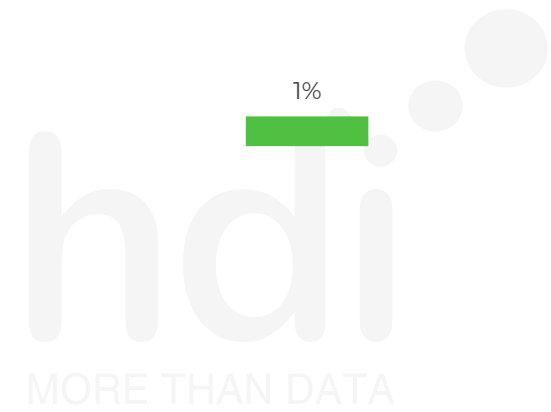
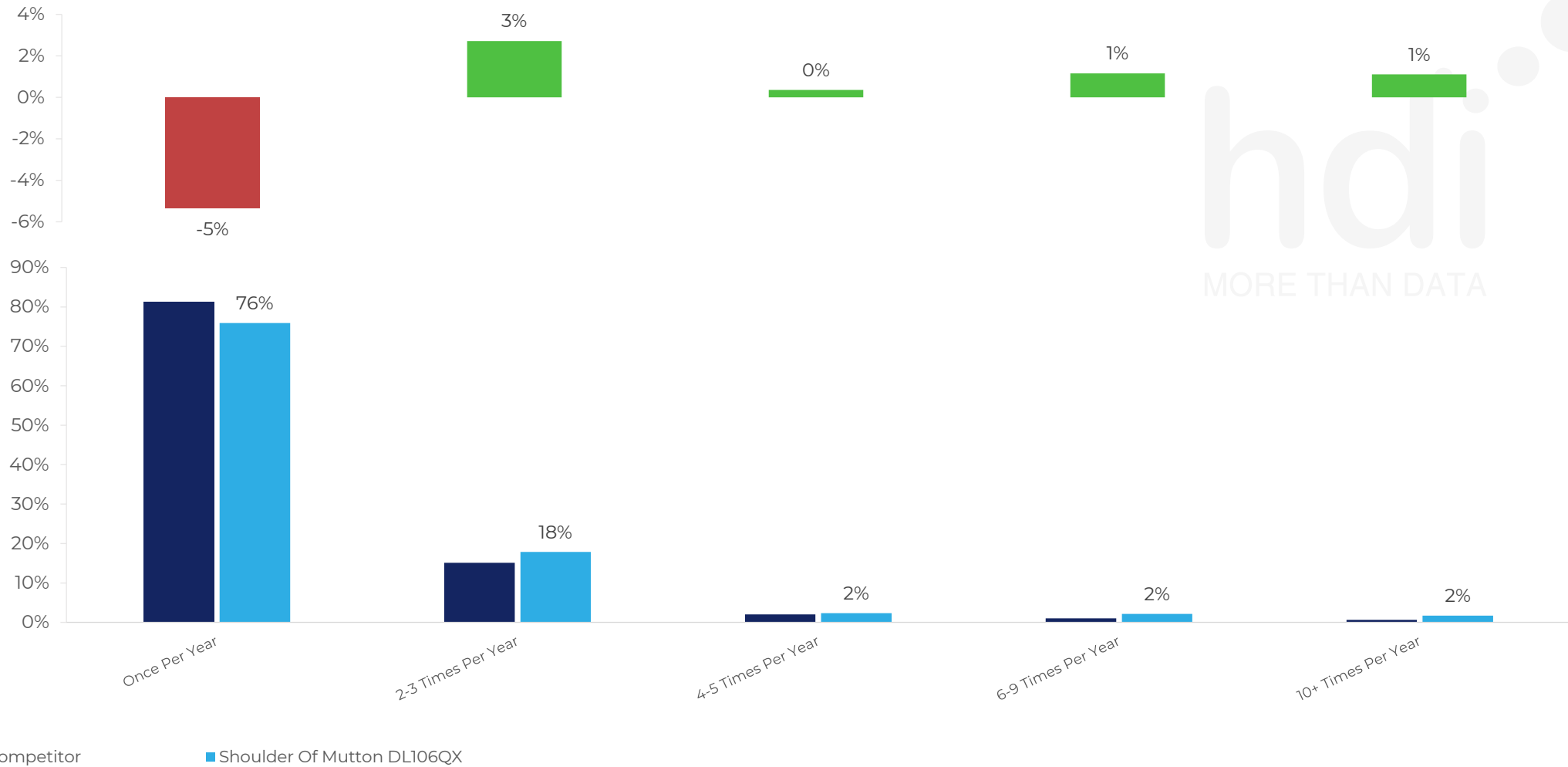
■ Shoulder Of Mutton DL106QX



Visit Frequency

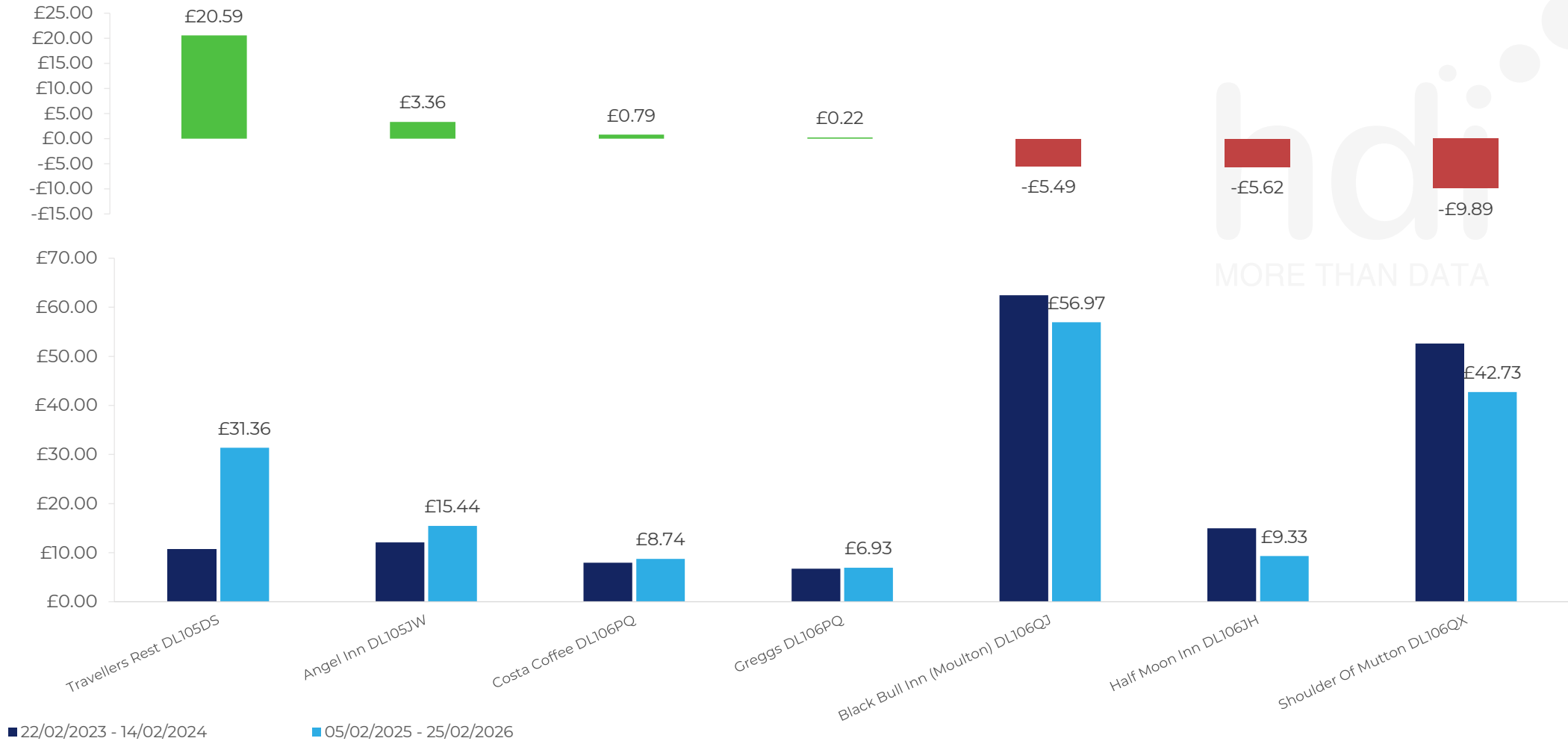
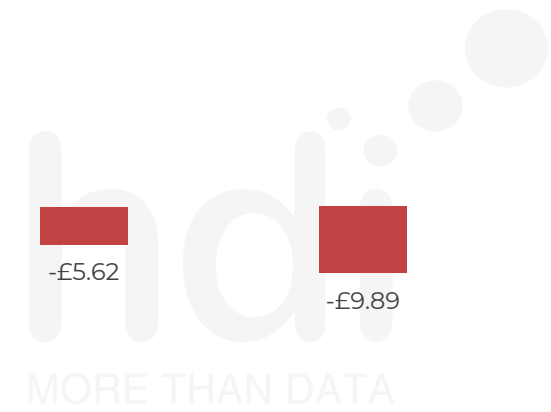
How frequently per year do customers visit Shoulder Of Mutton DL106QX versus its competitors?

% of customer numbers for Shoulder Of Mutton DL106QX and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

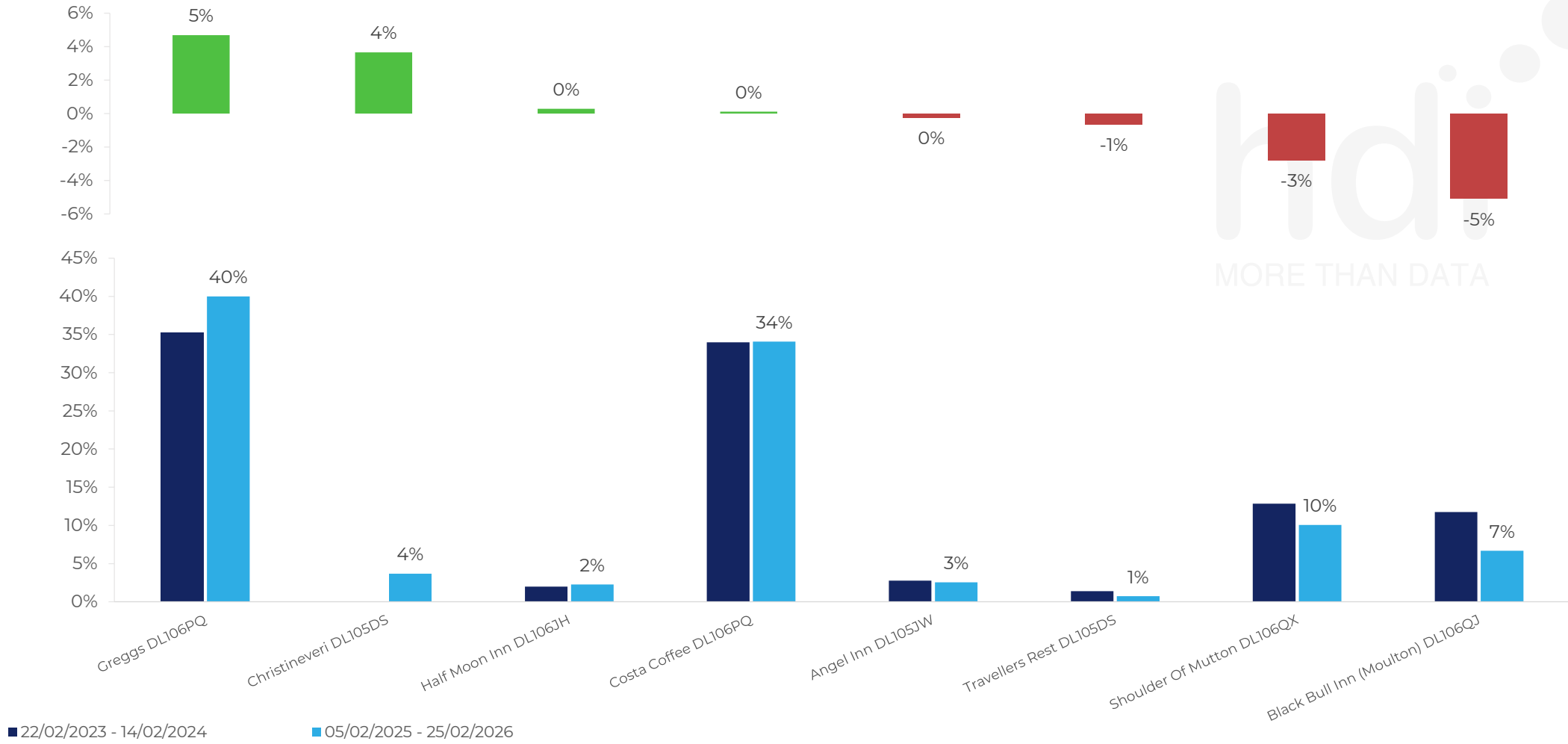
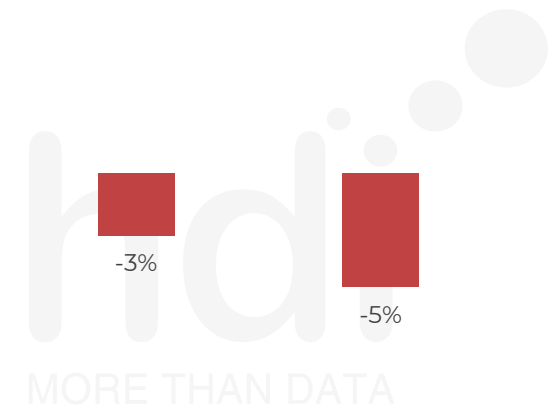




Market Share Change

How has market share changed between two date ranges?

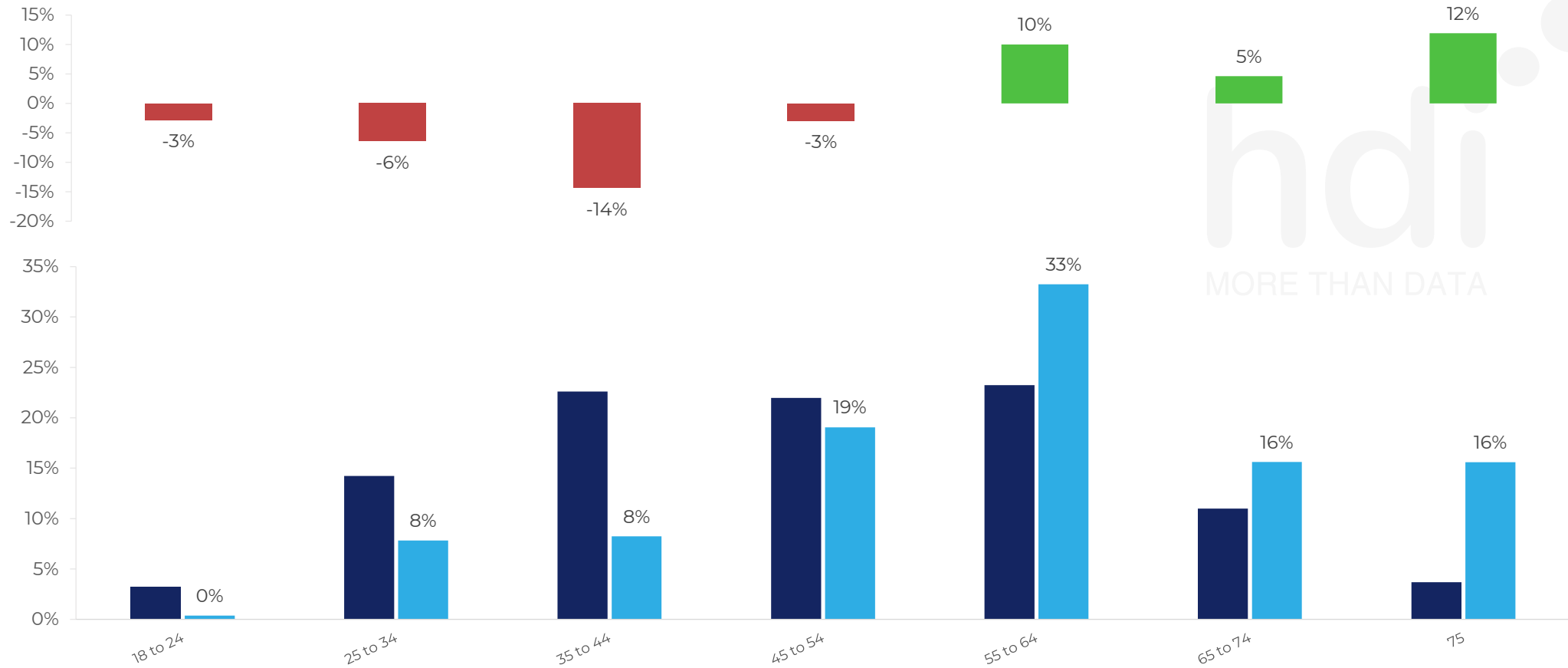
% of market share spend for Shoulder Of Mutton DL106QX and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026



Age

How does the age profile of customers who visit Shoulder Of Mutton DL106QX compare versus its competitors?

% of spend for Shoulder Of Mutton DL106QX and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Age Range



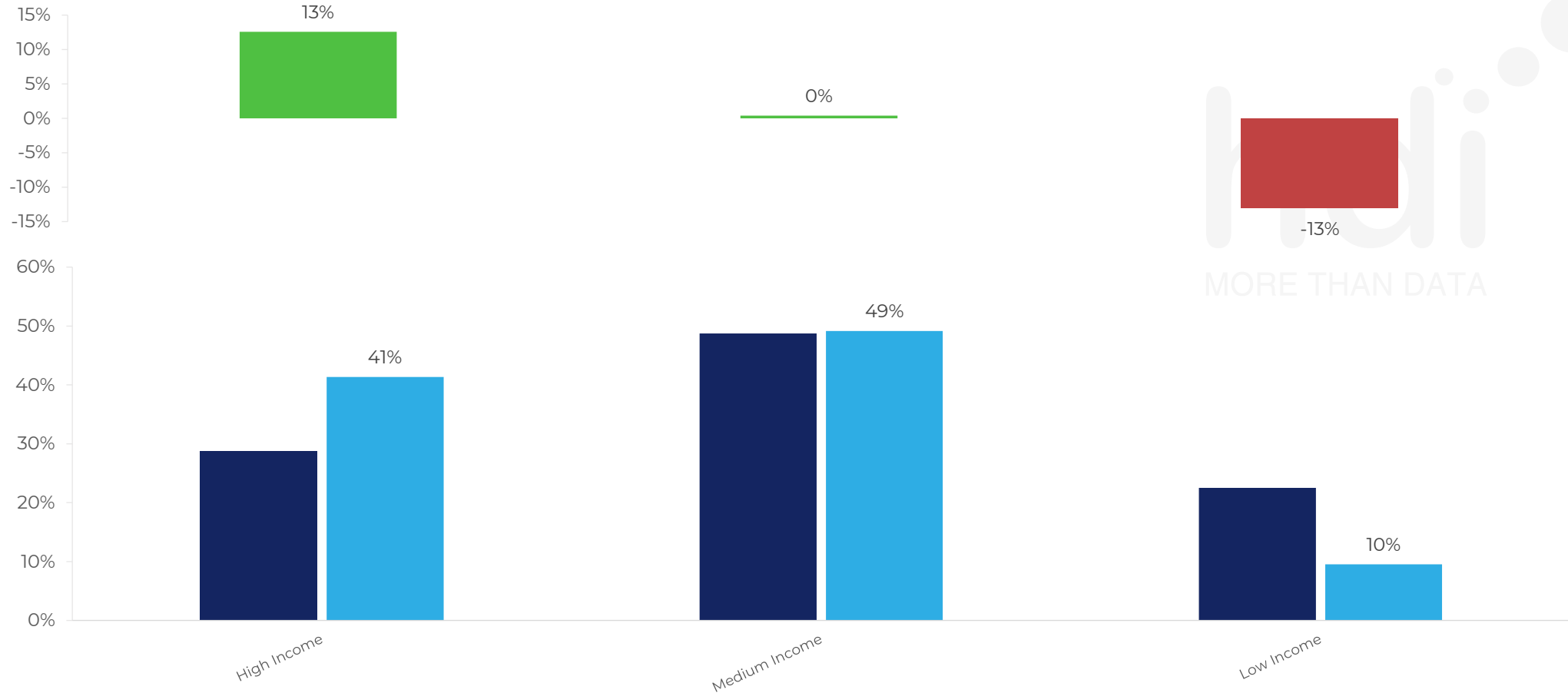
■ Competitor

■ Shoulder Of Mutton DL106QX

Affluence

How does the affluence of customers who visit Shoulder Of Mutton DL106QX compare versus its competitors?

% of spend for Shoulder Of Mutton DL106QX and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Affluence



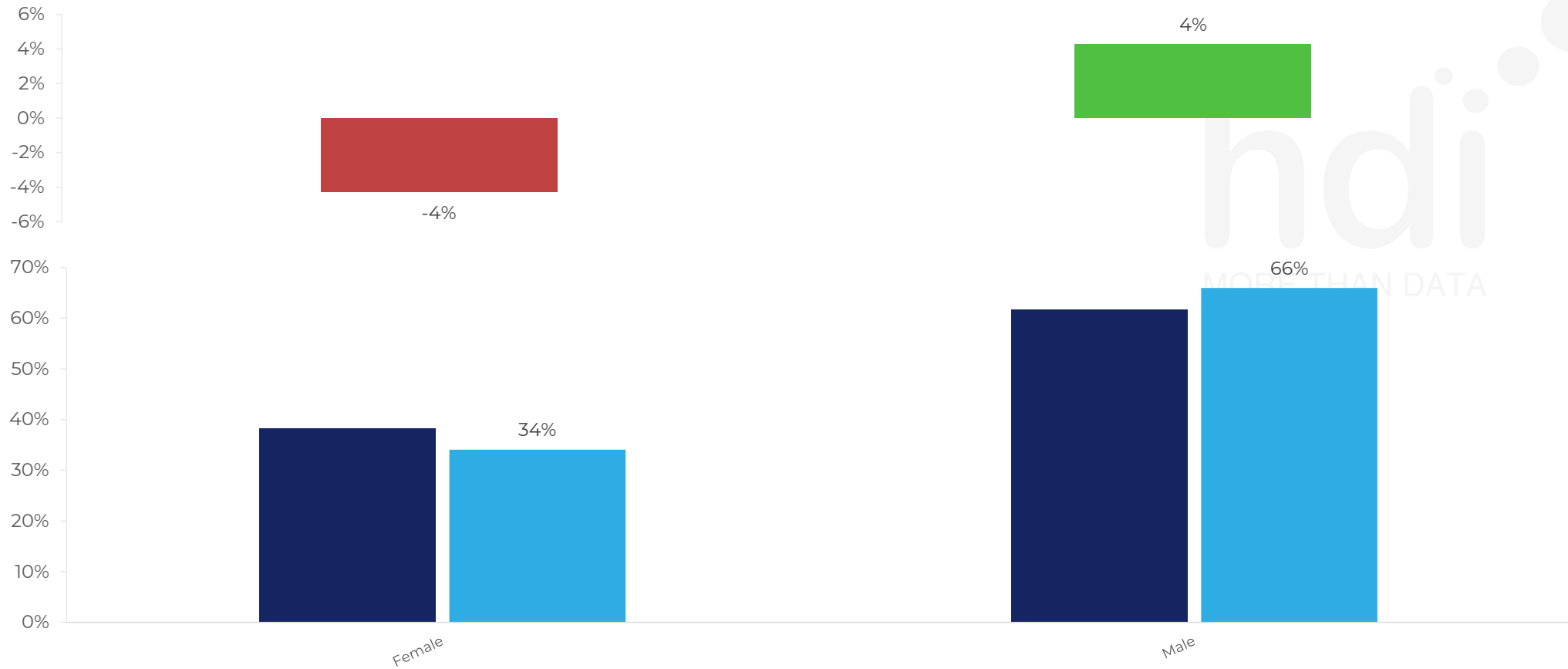
■ Competitor

■ Shoulder Of Mutton DL106QX

Gender

How does the gender profile of customers who visit Shoulder Of Mutton DL106QX compare versus its competitors?

% of spend for Shoulder Of Mutton DL106QX and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Gender



■ Competitor

■ Shoulder Of Mutton DL106QX

# 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

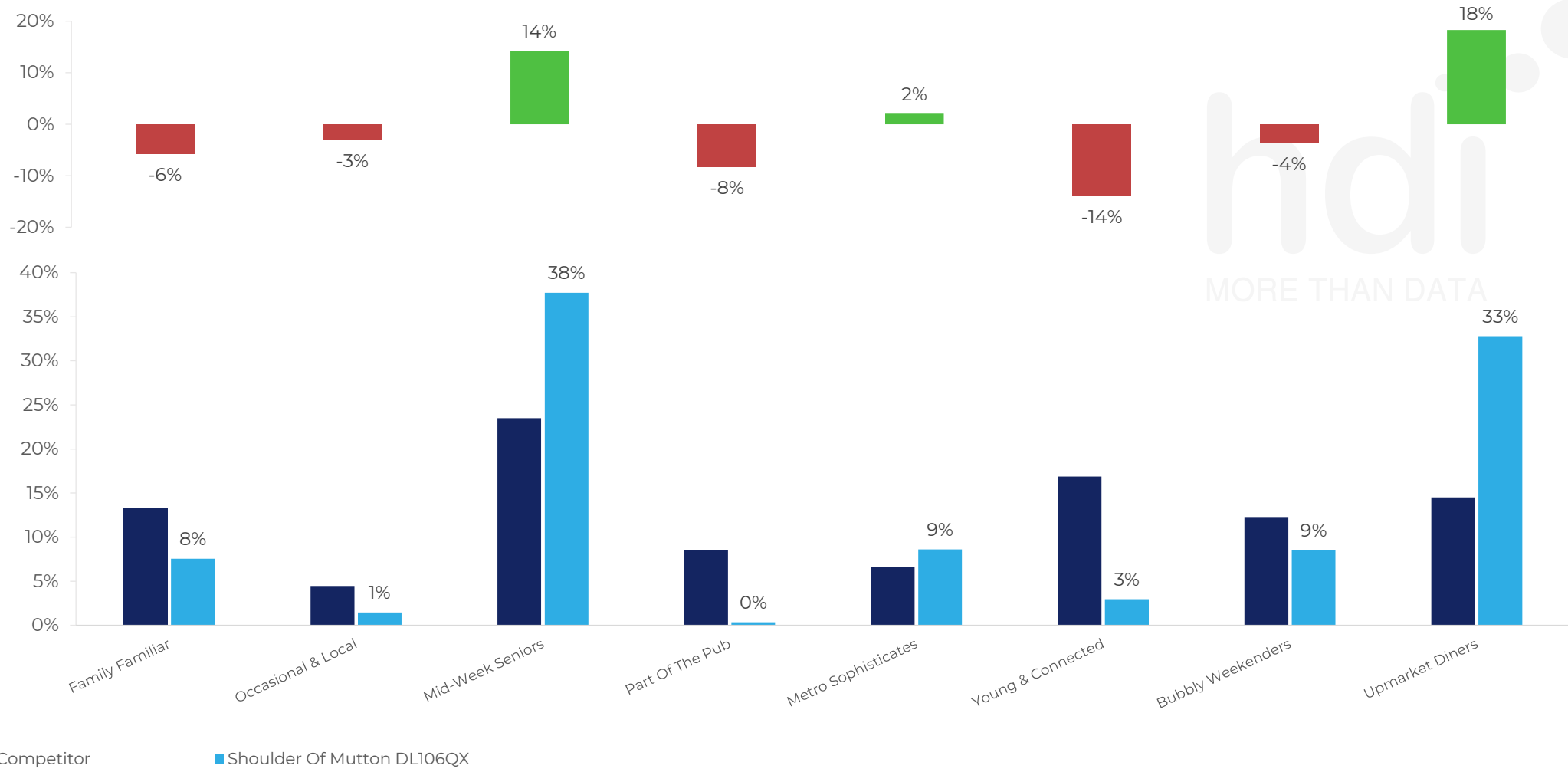
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Shoulder Of Mutton DL106QX compare versus its competitors?

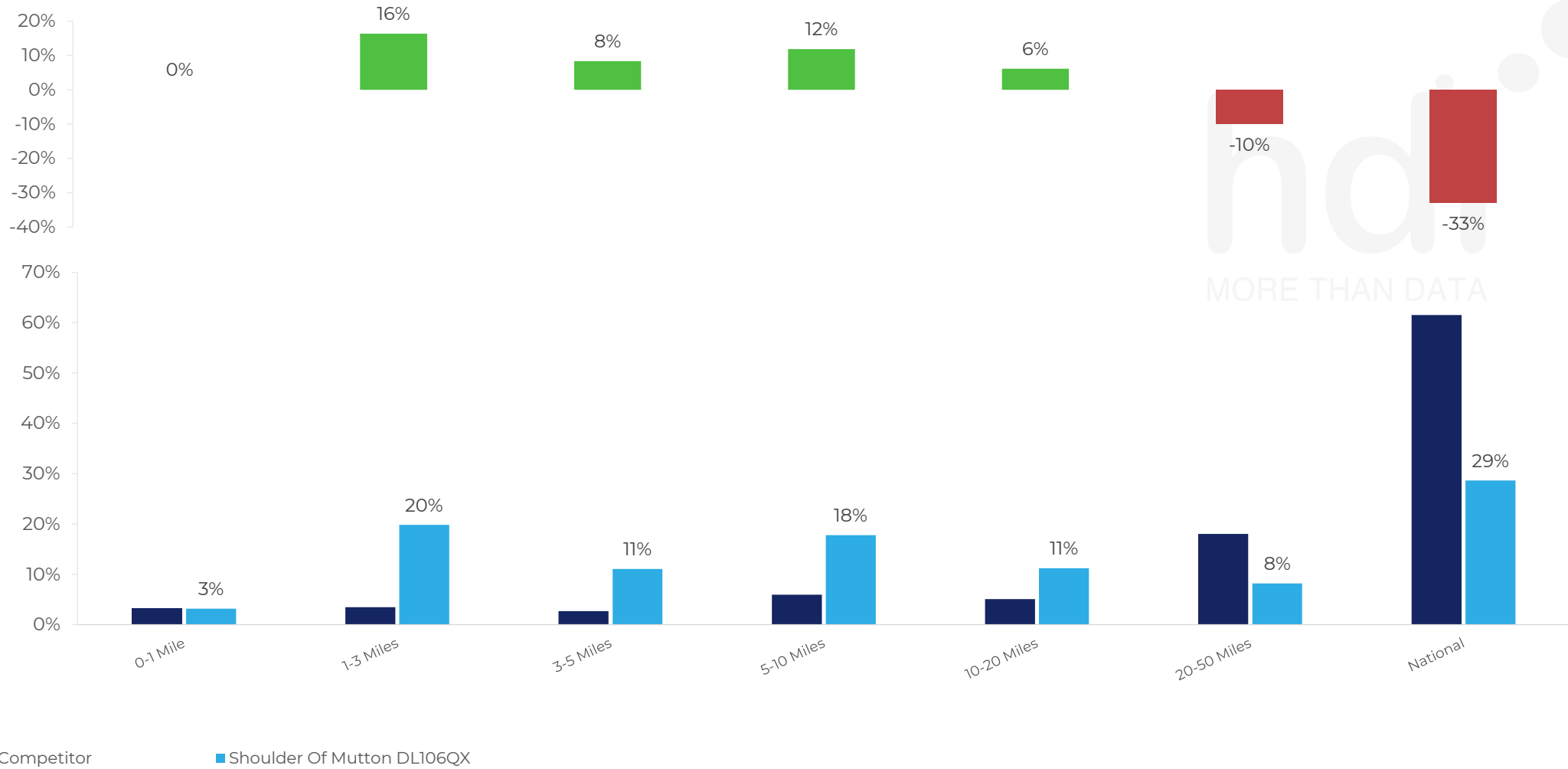
% of spend for Shoulder Of Mutton DL106QX and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Segment



Spend by Distance

How does the spend profile of Shoulder Of Mutton DL106QX compare versus its competitors based on travel distances?

% of spend for Shoulder Of Mutton DL106QX and 319 Chains in 3 Miles from 05/02/2025 - 25/02/2026 split by Distance travelled

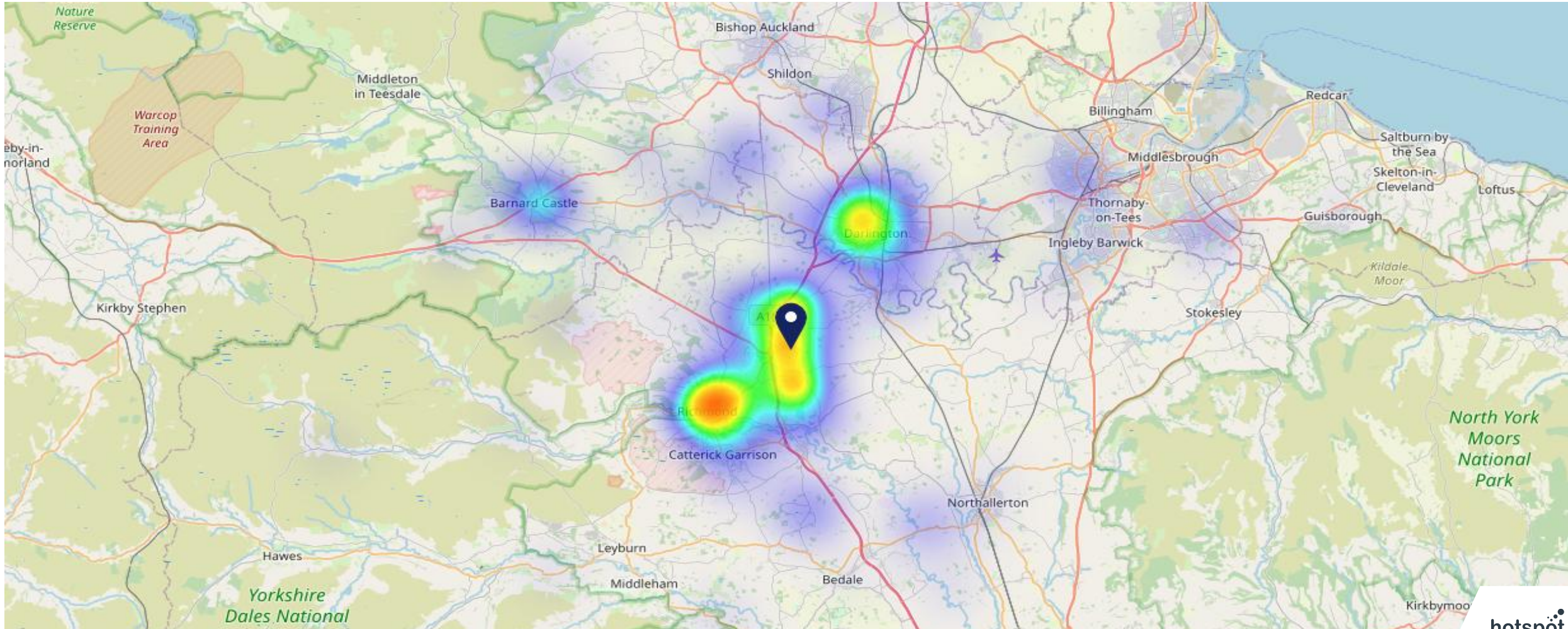




### Map of Guest Origin

Where do customers of Shoulder Of Mutton DL106QX come from?

Where do customers of Shoulder Of Mutton DL106QX for 05/02/2025 - 25/02/2026 live

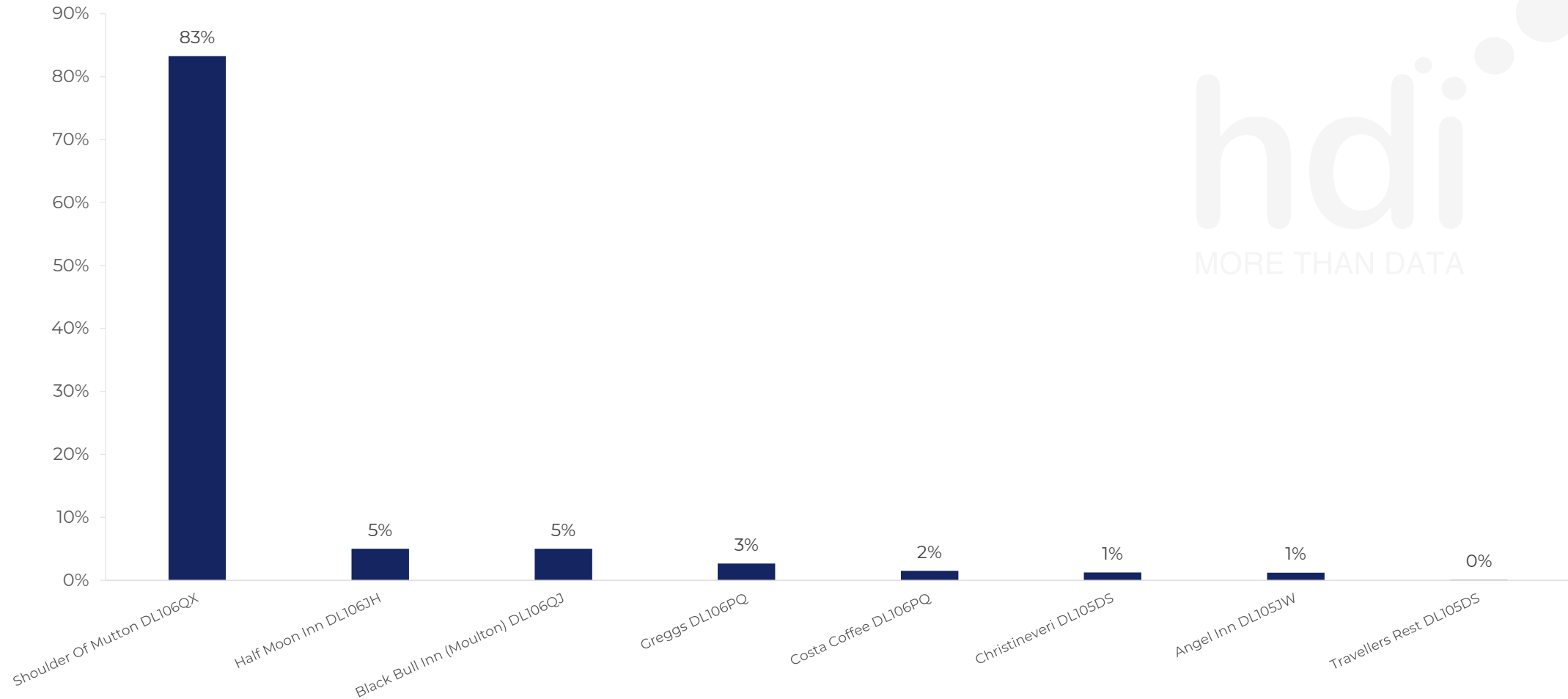




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Shoulder Of Mutton DL106QX also visit?

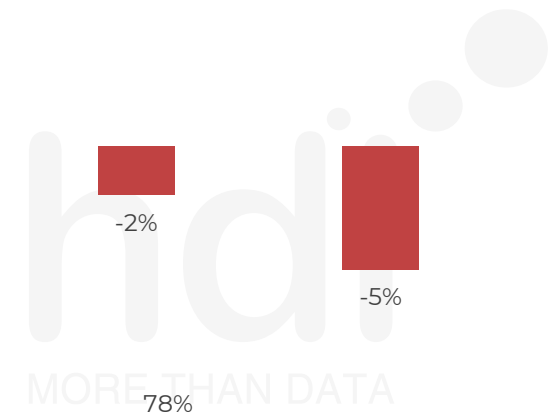
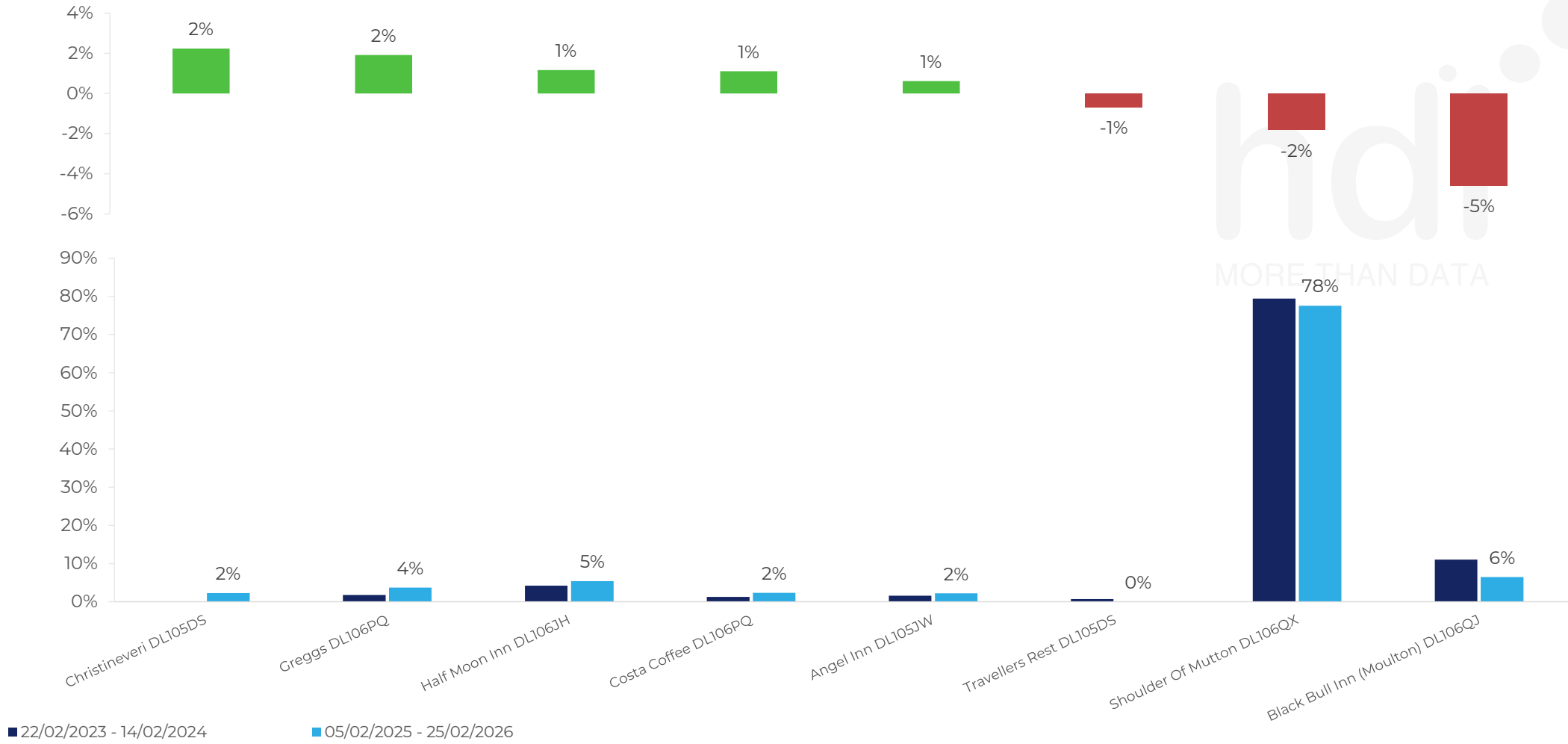
For customers of Shoulder Of Mutton DL106QX, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 25/02/2026 split by Venue



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MORE THAN DATA

Share of Wallet Change

How has share of wallet of customers of Shoulder Of Mutton DL106QX changed between two date ranges?





## Market Summary

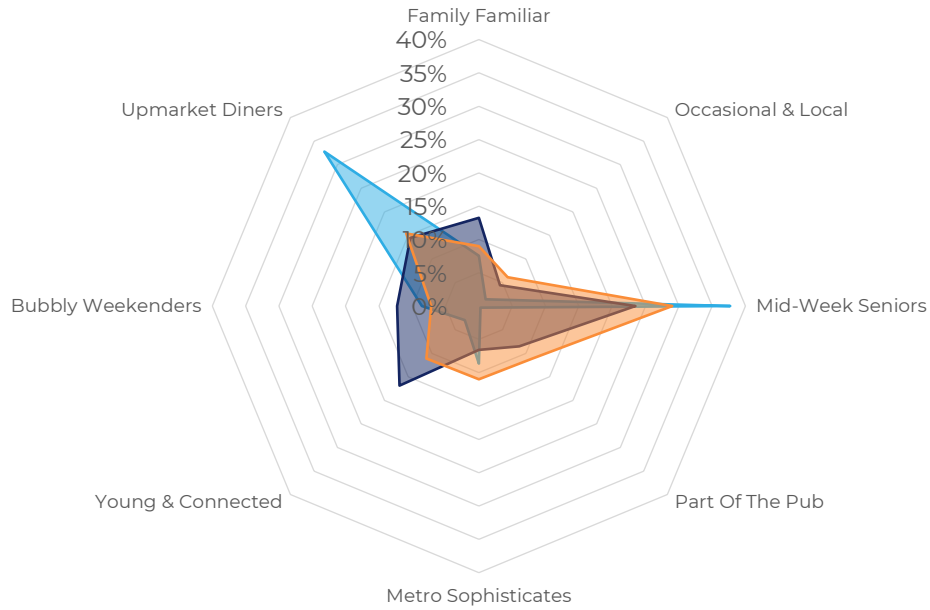
How does the local area for Shoulder Of Mutton DL106QX compare to the national average (1 = low, 10 = high)

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	£380K	3	£380K	2	£6.23M	3	£6.86M	2
Weekpart	Mon - Thu	24.6%	1	24.6%	1	45.0%	8	43.7%	8
Weekpart	Fri - Sat	45.1%	6	45.1%	6	36.1%	1	36.6%	1
Weekpart	Sun	30.3%	10	30.3%	10	18.9%	9	19.7%	10
Age	18 to 24	0.4%	1	0.4%	1	4.7%	3	4.4%	2
Age	25 to 34	6.6%	1	6.6%	1	17.6%	3	16.7%	2
Age	35 to 44	7.5%	1	7.5%	1	25.9%	8	24.5%	7
Age	45 to 54	20.5%	6	20.5%	6	22.1%	8	22.3%	9
Age	55 to 64	34.2%	10	34.2%	10	18.9%	8	19.9%	9
Age	65 to 74	15.2%	10	15.2%	10	8.1%	7	8.8%	8
Age	75+	15.5%	10	15.5%	10	2.7%	6	3.4%	7
CAMEO	Business Elite	4.1%	4	4.1%	4	4.5%	4	4.3%	3
CAMEO	Prosperous Professionals	14.5%	10	14.5%	10	6.3%	6	6.7%	6
CAMEO	Flourishing Society	23.4%	9	23.4%	9	14.9%	7	16.5%	7
CAMEO	Content Communities	16.5%	9	16.5%	9	13.0%	6	12.6%	6
CAMEO	White Collar Neighbourhoods	11.1%	5	11.1%	5	9.4%	3	8.9%	2
CAMEO	Enterprising Mainstream	8.4%	6	8.4%	6	10.4%	7	10.6%	7
CAMEO	Paying The Mortgage	12.3%	4	12.3%	4	15.7%	6	16.1%	7
CAMEO	Cash Conscious Communities	4.4%	2	4.4%	2	10.0%	6	9.7%	6
CAMEO	On A Budget	1.1%	1	1.1%	1	6.5%	5	6.1%	5
CAMEO	Family Value	4.1%	7	4.1%	7	9.2%	9	8.5%	8
Affluence	AB	42.1%	8	42.1%	8	25.8%	5	27.5%	5
Affluence	C1C2	48.3%	5	48.3%	5	48.6%	5	48.2%	5
Affluence	DE	9.6%	2	9.6%	2	25.7%	7	24.3%	7



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
Shoulder Of Mutton	96	7.55%	1.44%	37.71%	0.33%	8.62%	2.97%	8.56%	32.79%
Local Catchment	4030	13.25%	4.46%	23.49%	8.55%	6.58%	16.87%	12.27%	14.50%
Punch T&L	98639	8.97%	6.11%	29.02%	11.19%	10.98%	11.12%	7.15%	15.42%
Shoulder Of Mutton vs Local Catchment		-5.70%	-3.02%	14.22%	-8.22%	2.04%	-13.90%	-3.71%	18.29%
Shoulder Of Mutton vs Punch T&L		-1.42%	-4.67%	8.69%	-10.86%	-2.36%	-8.15%	1.41%	17.37%
Local Catchment vs Punch T&L		4.28%	-1.65%	-5.53%	-2.64%	-4.40%	5.75%	5.12%	-0.92%

■ Shoulder Of Mutton

■ Local Catchment

■ Punch T&L