Site Summary

Broken Bridge LS248AE

LS248AE

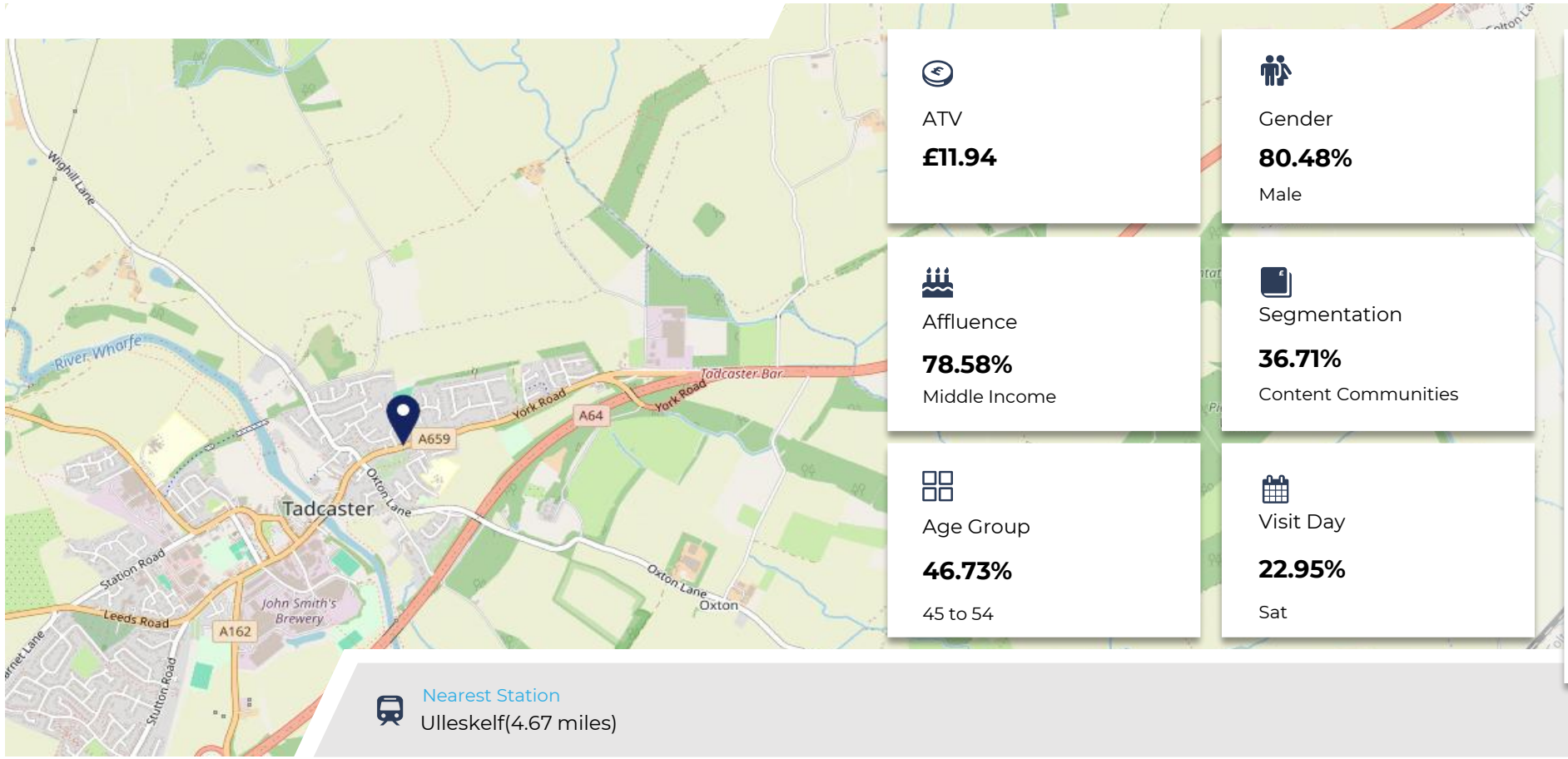
Punch T&L

Work Area
York

Region
Yorkshire and The Humber

TV Region
Yorkshire

Urbanicity
Rural town and fringe



ATV
£11.94

Gender
80.48%
Male

Affluence
78.58%
Middle Income

Segmentation
36.71%
Content Communities

Age Group
46.73%
45 to 54

Visit Day
22.95%
Sat

Top Competitors

#1 Coach & Horses
LS248AA
Pub / Bar

#2 Tadcaster Magnet Sport & Social
LS249HD
Clubs

#3 21 High Street
LS249AP
Pub / Bar

Nearest Station
Ulleskelf(4.67 miles)

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607 Site Customers

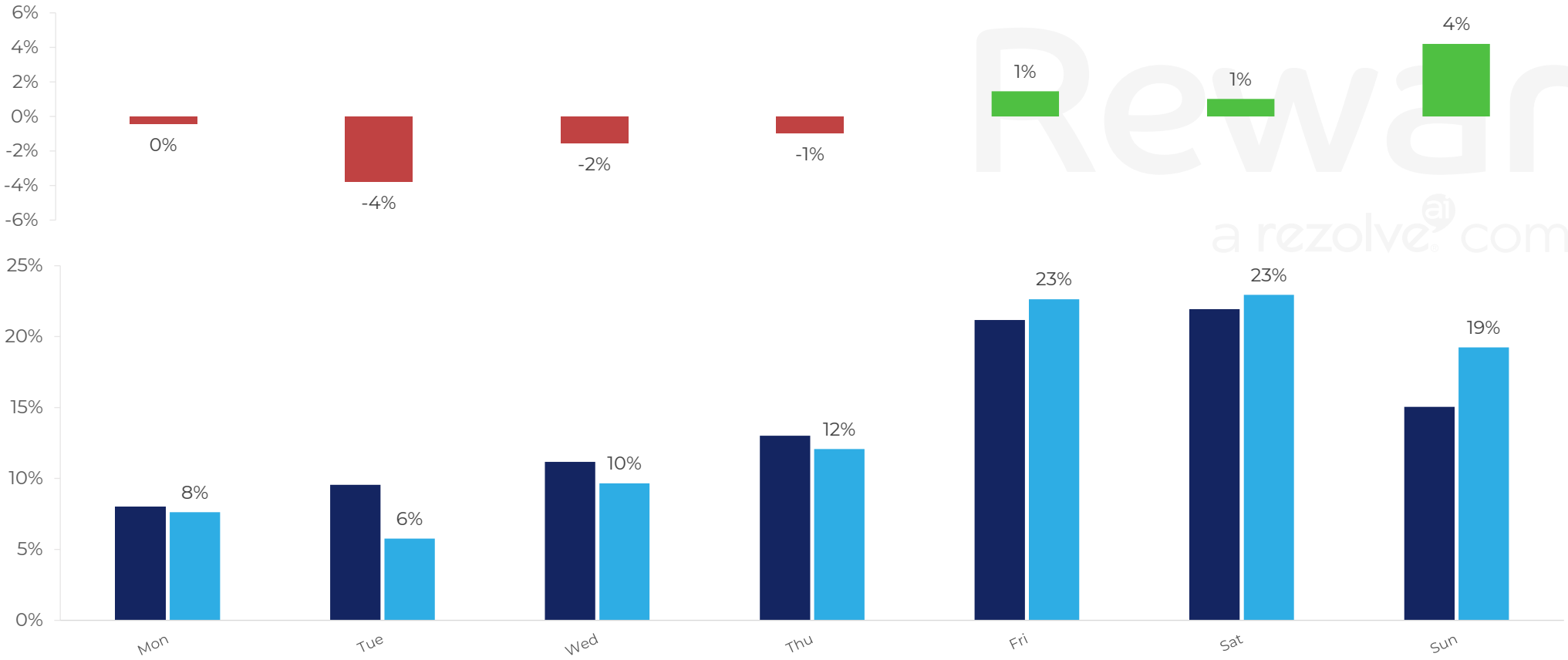
50 Competitors

25451 Competitor Customers

Spend by Weekpart

How is customer spend distributed throughout the week for Broken Bridge LS248AE versus its competitors?

% of spend for Broken Bridge LS248AE and 319 Chains in 3 Miles from 05/02/2025 - 21/10/2026 split by Day of Week



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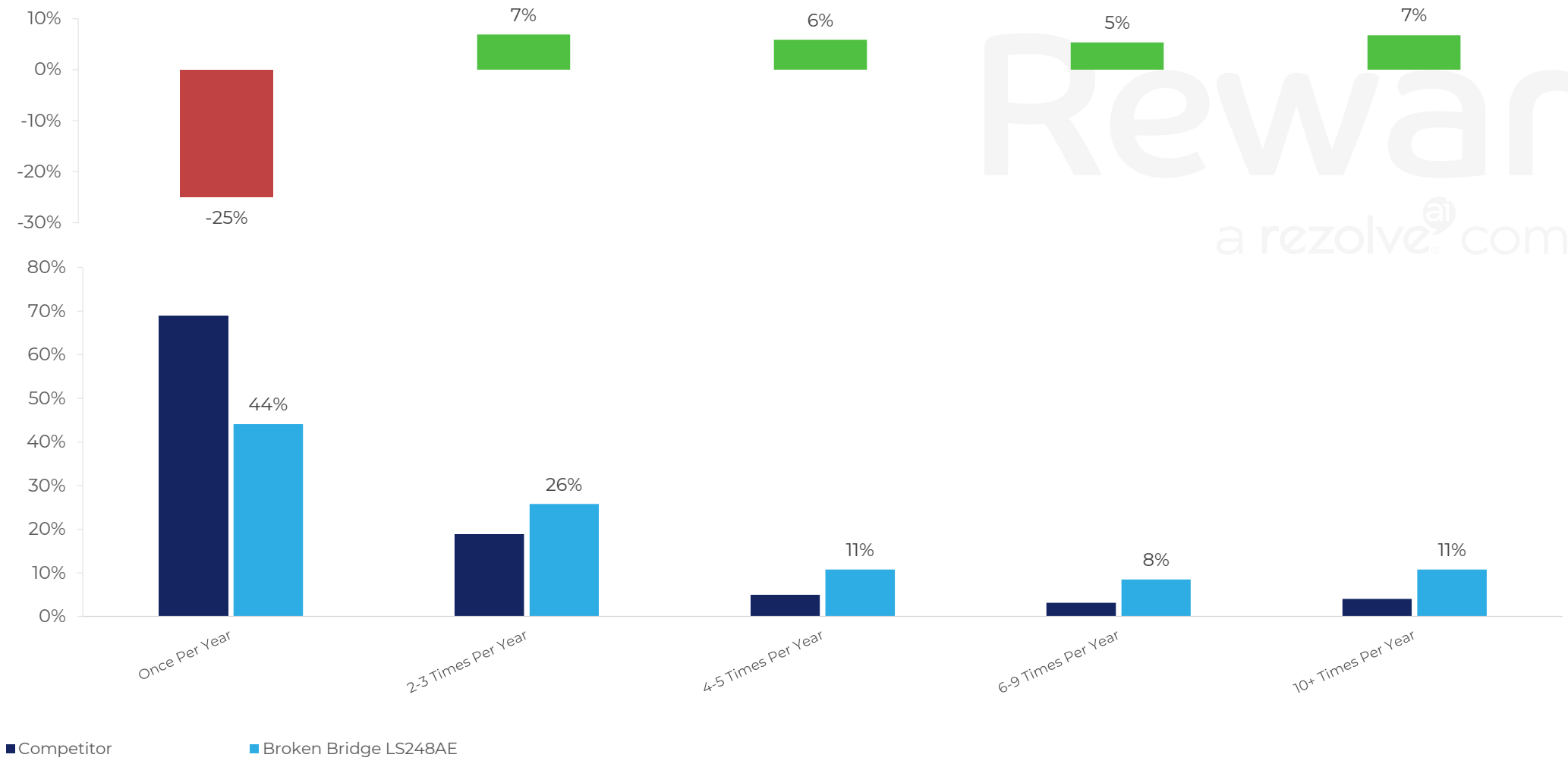
Visit Frequency

How frequently per year do customers visit Broken Bridge LS248AE versus its competitors?

% of customer numbers for Broken Bridge LS248AE and 319 Chains in 3 Miles from 05/02/2025 - 21/10/2026 and the number of visits made Per Annum



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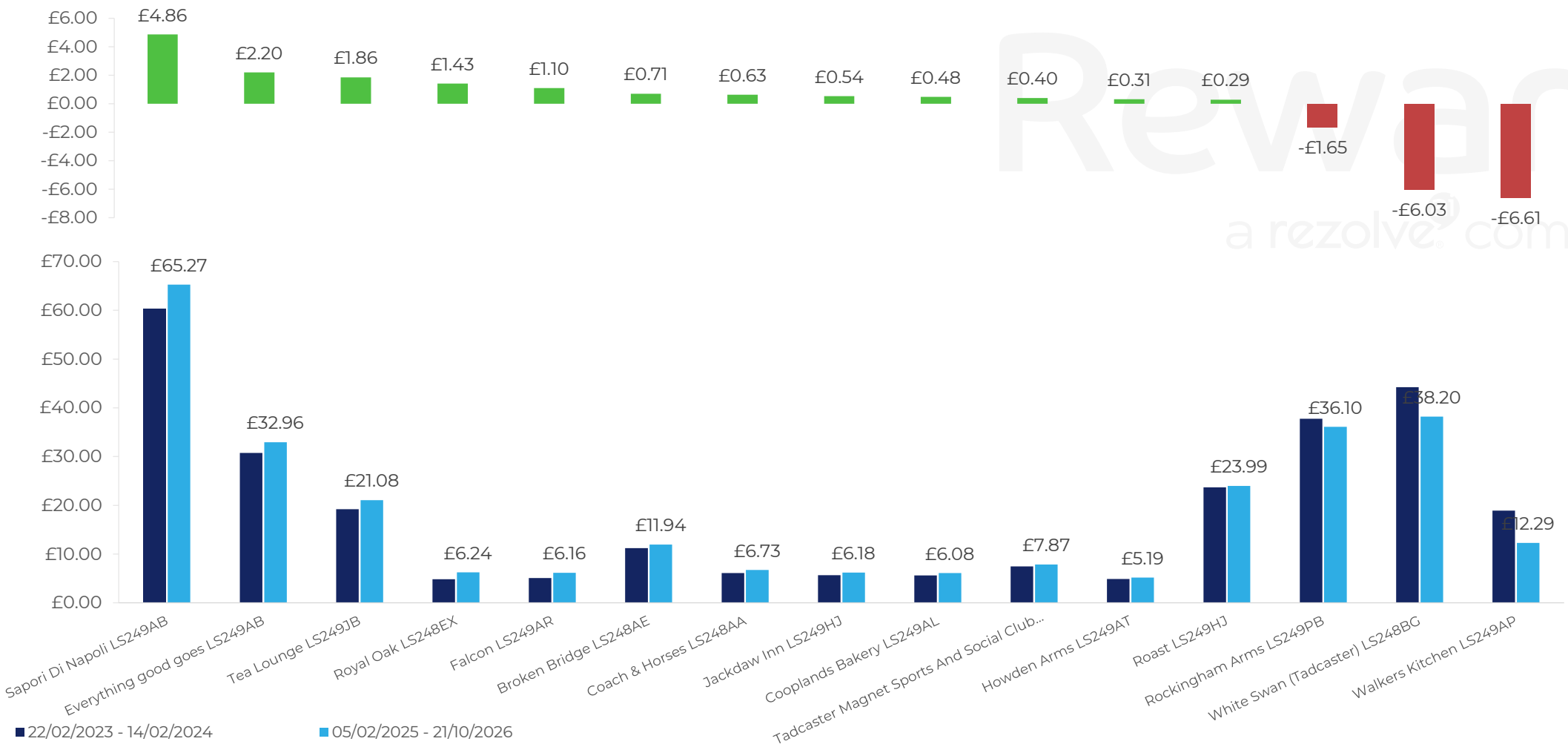
ATV Change

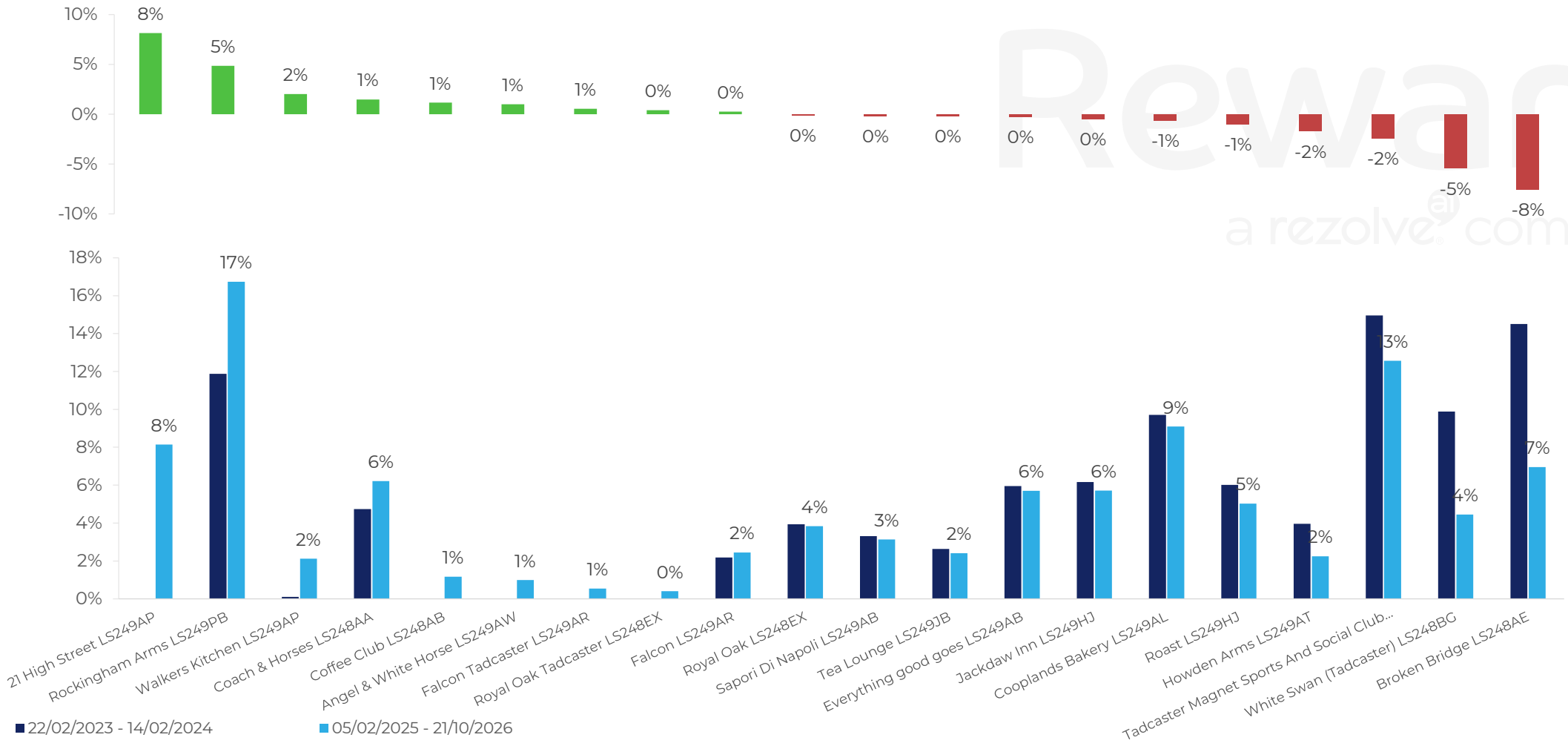
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

% of market share spend for Broken Bridge LS248AE and 319 Chains in 3 Miles from 05/02/2025 - 21/10/2026



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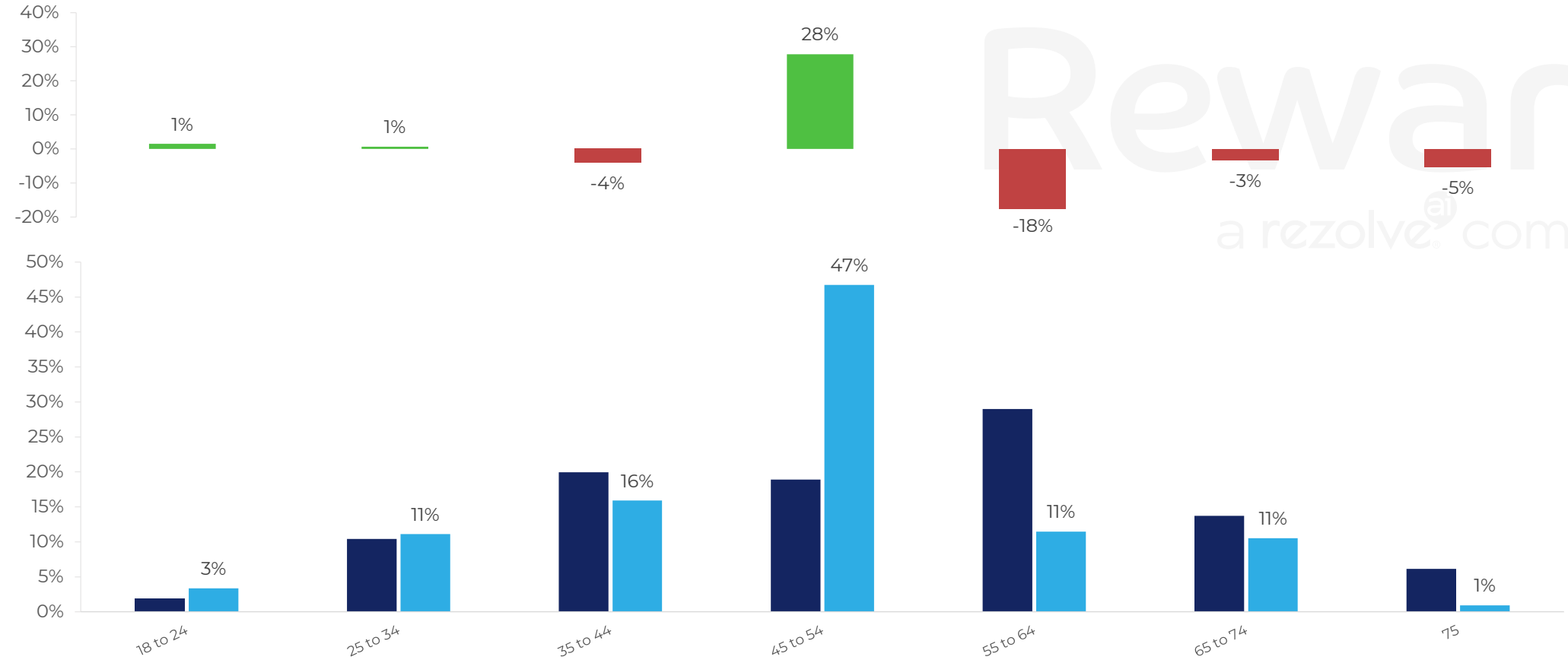
Age

How does the age profile of customers who visit Broken Bridge LS248AE compare versus its competitors?

% of spend for Broken Bridge LS248AE and 319 Chains in 3 Miles from 05/02/2025 - 21/10/2026 split by Age Range



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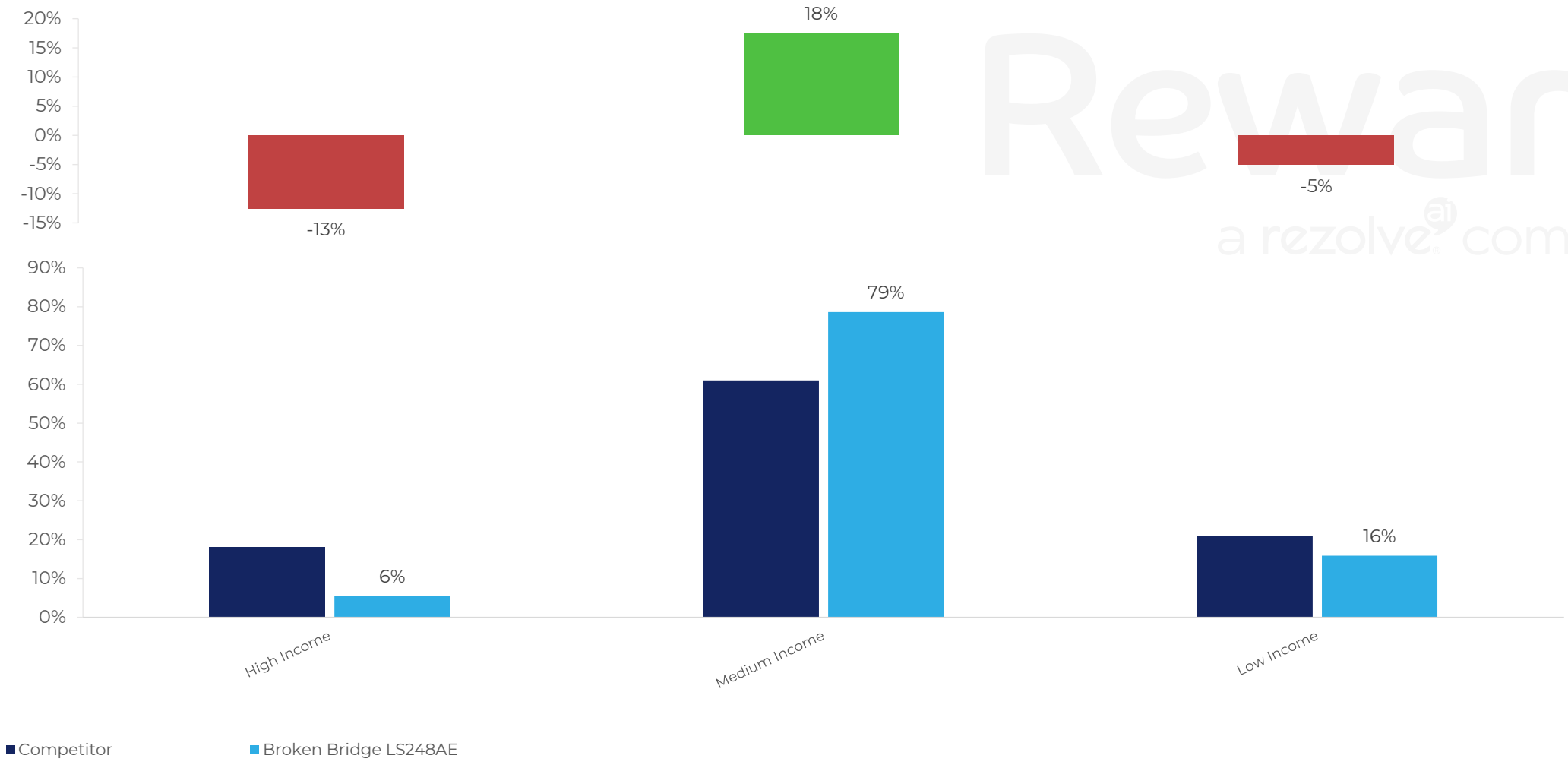
Affluence

How does the affluence of customers who visit Broken Bridge LS248AE compare versus its competitors?

% of spend for Broken Bridge LS248AE and 319 Chains in 3 Miles from 05/02/2025 - 21/10/2026 split by Affluence



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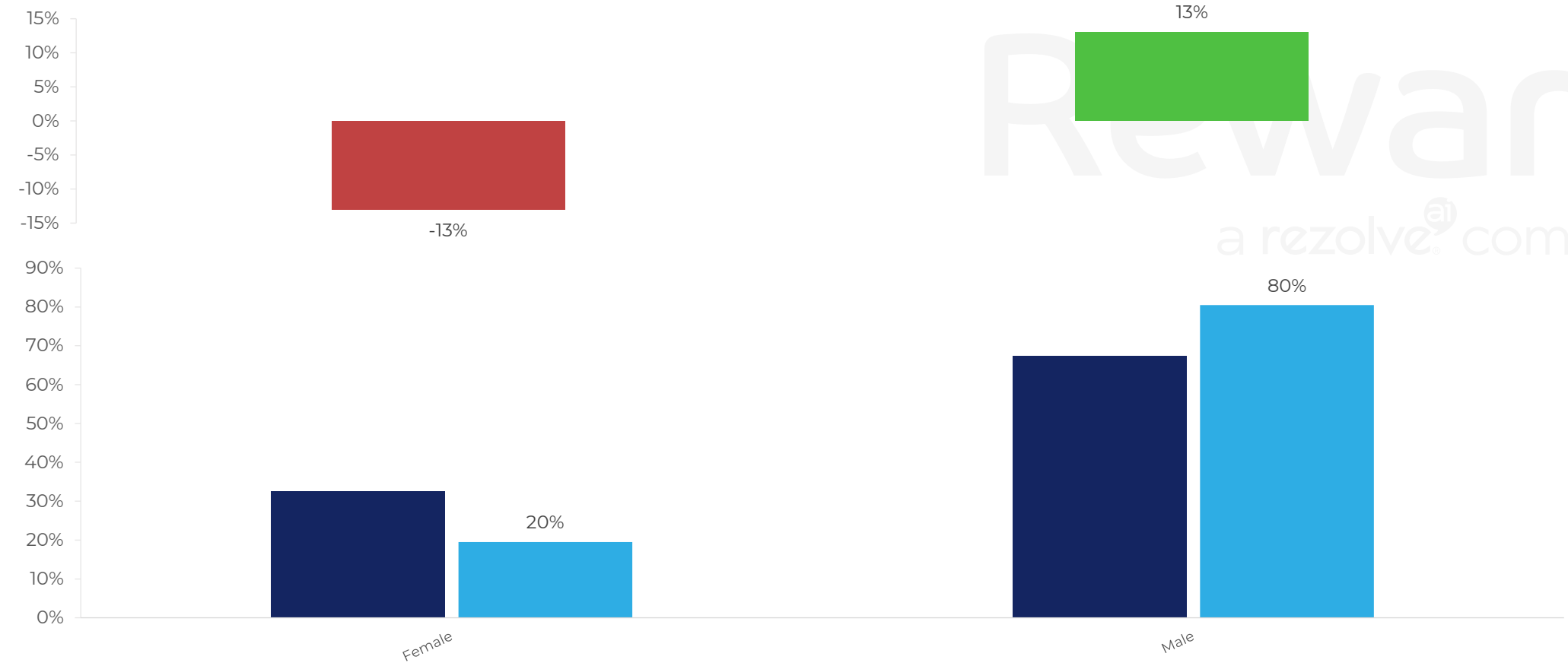
Gender

How does the gender profile of customers who visit Broken Bridge LS248AE compare versus its competitors?

% of spend for Broken Bridge LS248AE and 319 Chains in 3 Miles from 05/02/2025 - 21/10/2026 split by Gender



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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

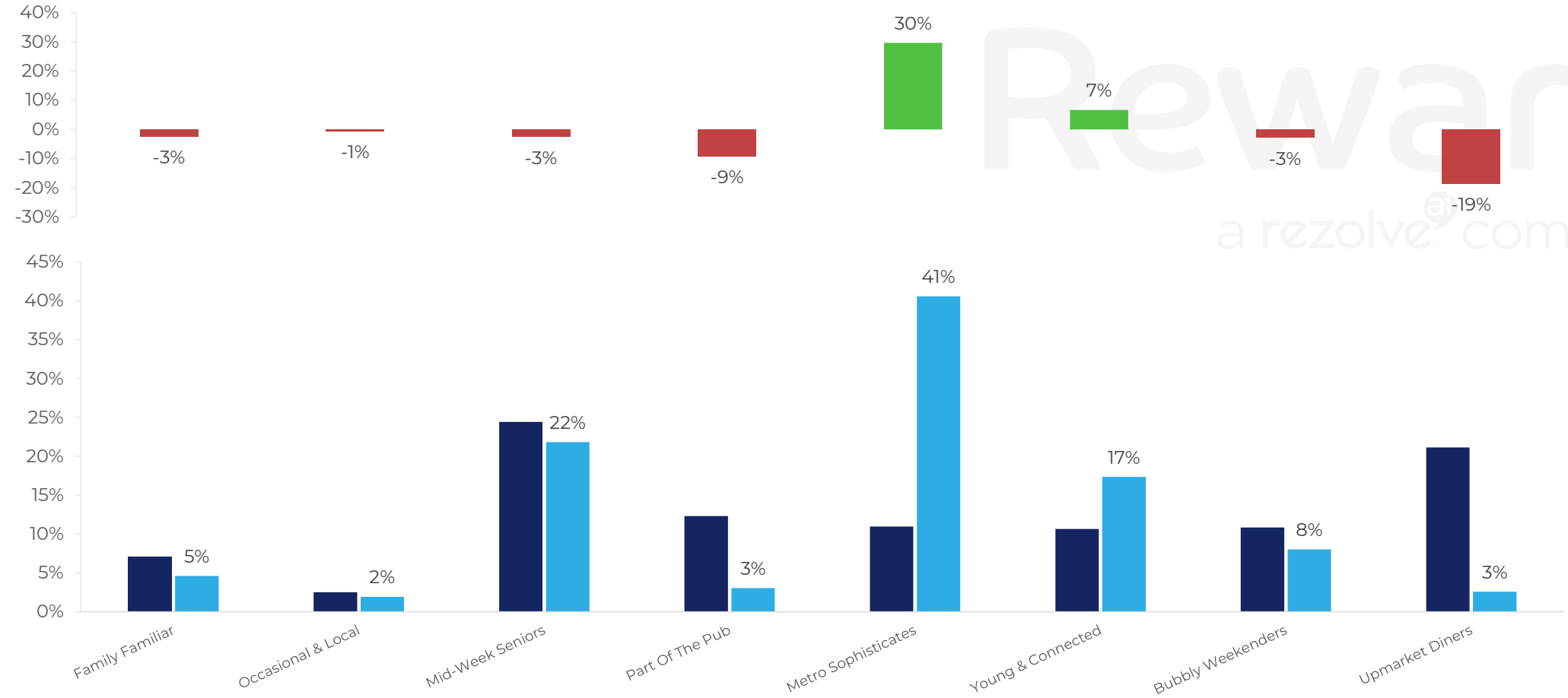
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special.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



Punch Segmentation

How does the Custom segmentation profile of customers who visit Broken Bridge LS248AE compare versus its competitors?

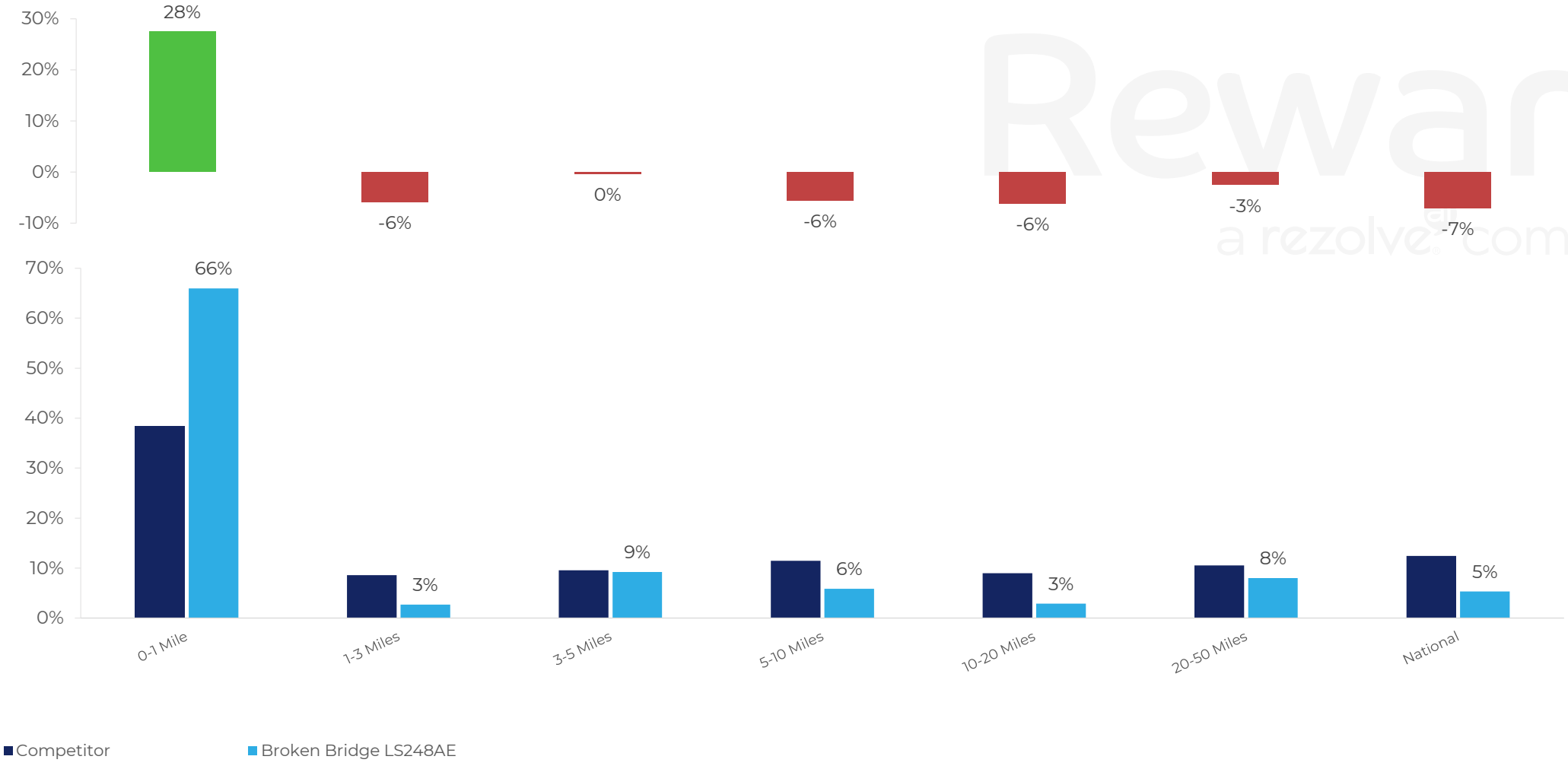
% of spend for Broken Bridge LS248AE and 319 Chains in 3 Miles from 05/02/2025 - 21/10/2026 split by Segment



Spend by Distance

How does the spend profile of Broken Bridge LS248AE compare versus its competitors based on travel distances?

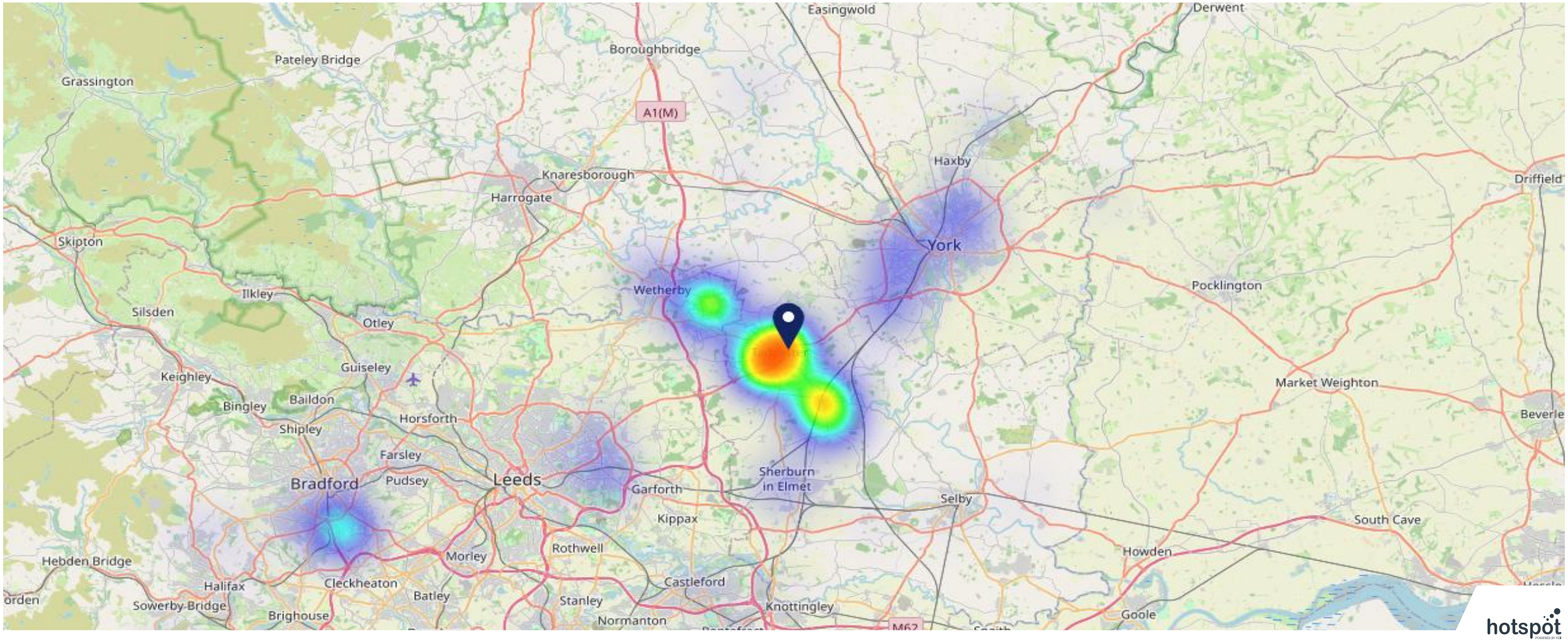
% of spend for Broken Bridge LS248AE and 319 Chains in 3 Miles from 05/02/2025 - 21/10/2026 split by Distance travelled



Map of Guest Origin

Where do customers of Broken Bridge LS248AE come from?

Where do customers of Broken Bridge LS248AE for 05/02/2025 - 21/10/2026 live

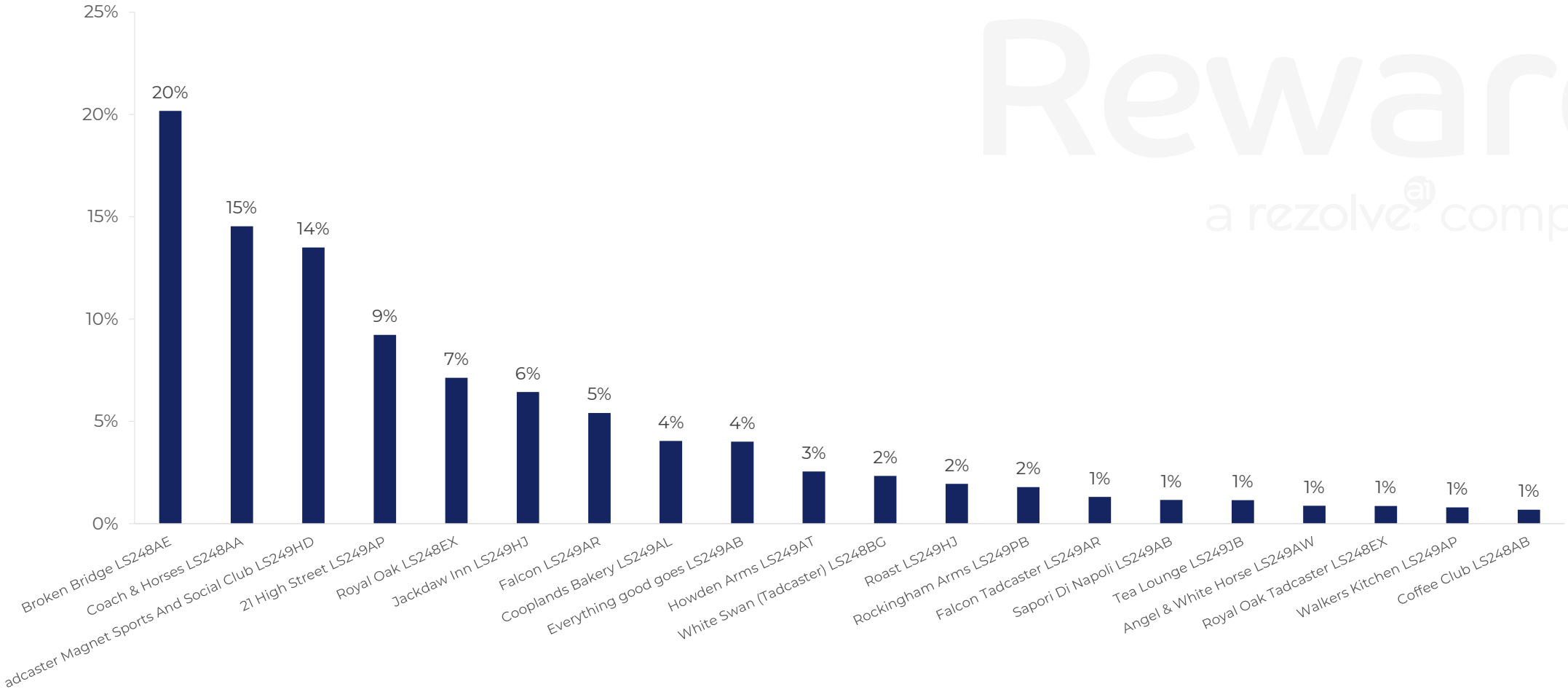


286 Site Customers

Share of Wallet

What are the Top 20 venues (by spend) that customers of Broken Bridge LS248AE also visit?

For customers of Broken Bridge LS248AE, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 21/10/2026 split by Venue



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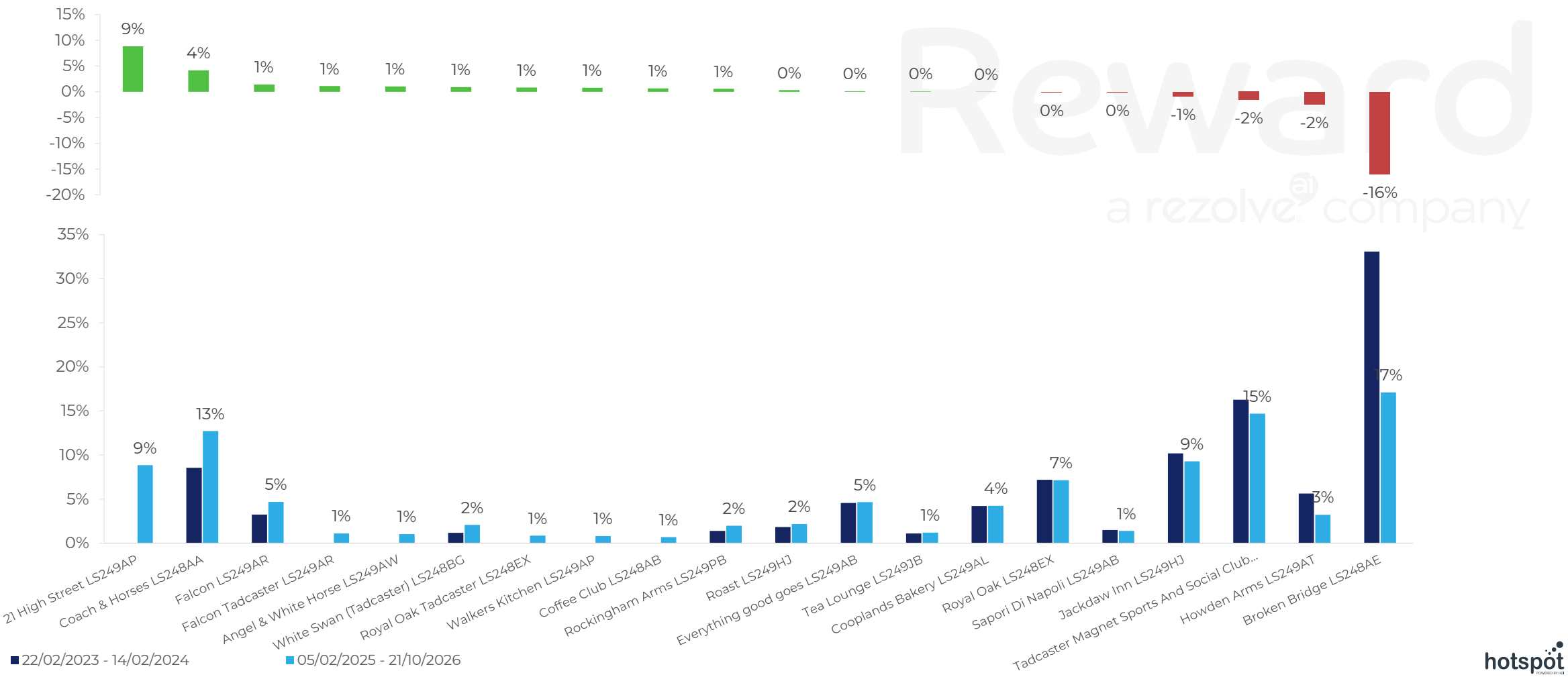
Share of Wallet Change

How has share of wallet of customers of Broken Bridge LS248AE changed between two date ranges?



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607 Site Customers

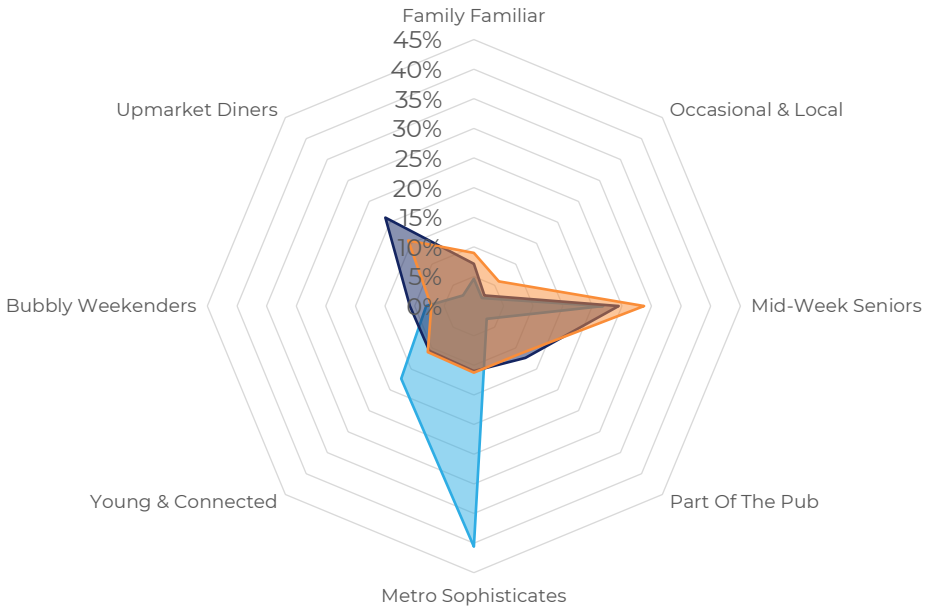
Market Summary

How does the local area for Broken Bridge LS248AE 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	£187K	2	£1.04M	3	£3.79M	3	£6.60M	2
Weekpart	Mon - Thu	31.8%	2	40.6%	6	39.7%	4	41.4%	5
Weekpart	Fri - Sat	46.2%	7	40.7%	3	45.7%	8	43.3%	7
Weekpart	Sun	22.1%	10	18.7%	9	14.6%	4	15.2%	4
Age	18 to 24	0.4%	1	1.3%	1	2.0%	1	2.0%	1
Age	25 to 34	13.4%	2	10.1%	1	9.9%	1	10.2%	1
Age	35 to 44	18.5%	2	22.1%	5	20.7%	3	20.0%	2
Age	45 to 54	44.9%	10	28.5%	10	22.6%	8	19.8%	5
Age	55 to 64	9.7%	2	22.4%	9	27.6%	10	28.0%	10
Age	65 to 74	12.4%	9	12.7%	9	14.3%	10	14.2%	10
Age	75+	0.7%	2	2.8%	6	2.8%	6	5.8%	9
CAMEO	Business Elite	1.2%	1	9.7%	7	5.9%	5	7.0%	5
CAMEO	Prosperous Professionals	0.3%	1	2.5%	2	4.6%	4	6.5%	5
CAMEO	Flourishing Society	1.4%	1	4.4%	1	4.6%	1	5.4%	1
CAMEO	Content Communities	39.6%	10	18.4%	9	21.0%	10	20.6%	10
CAMEO	White Collar Neighbourhoods	2.1%	1	6.6%	2	7.7%	2	9.0%	2
CAMEO	Enterprising Mainstream	14.2%	9	14.8%	9	12.3%	9	11.1%	8
CAMEO	Paying The Mortgage	25.1%	10	22.4%	9	20.8%	9	20.0%	9
CAMEO	Cash Conscious Communities	10.5%	7	15.6%	9	18.3%	10	14.4%	9
CAMEO	On A Budget	3.2%	2	2.5%	1	2.0%	1	2.5%	1
CAMEO	Family Value	2.4%	5	3.1%	6	2.6%	6	3.4%	6
Affluence	AB	2.9%	1	16.6%	3	15.1%	2	18.9%	3
Affluence	C1C2	81.0%	10	62.2%	10	61.9%	10	60.8%	10
Affluence	DE	16.1%	4	21.2%	6	22.9%	7	20.3%	6

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
Broken Bridge	105	4.62%	1.91%	21.84%	3.04%	40.60%	17.35%	8.03%	2.57%
Local Catchment	2836	7.12%	2.52%	24.44%	12.32%	10.96%	10.64%	10.83%	21.13%
Punch T&L	130077	8.98%	5.93%	28.73%	11.25%	11.23%	11.02%	7.16%	15.67%
Broken Bridge vs Local Catchment		-2.50%	-0.61%	-2.60%	-9.28%	29.64%	6.71%	-2.80%	-18.56%
Broken Bridge vs Punch T&L		-4.36%	-4.02%	-6.89%	-8.21%	29.37%	6.33%	0.87%	-13.10%
Local Catchment vs Punch T&L		-1.86%	-3.41%	-4.29%	1.07%	-0.27%	-0.38%	3.67%	5.46%