



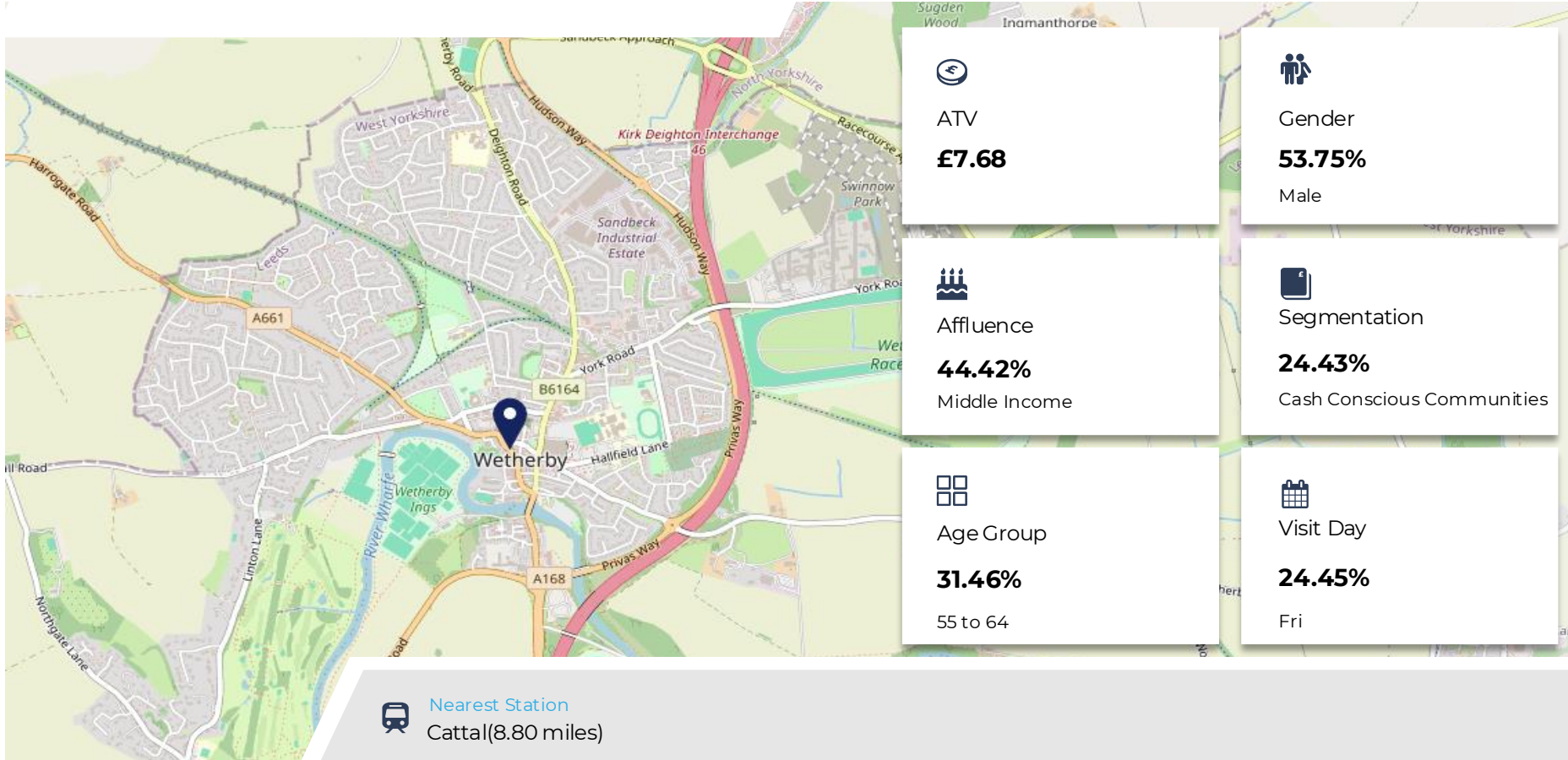
Site Summary



New Inn LS226LL

LS226LL

Punch - Our Local

**Work Area**
Harrogate**Region**
Yorkshire and The Humber**TV Region**
Yorkshire**Urbanicity**
Urban city and town**ATV**
£7.68**Gender**
53.75%
Male**Affluence**
44.42%
Middle Income**Segmentation**
24.43%
Cash Conscious Communities**Age Group**
31.46%
55 to 64**Visit Day**
24.45%
Fri

Top Competitors

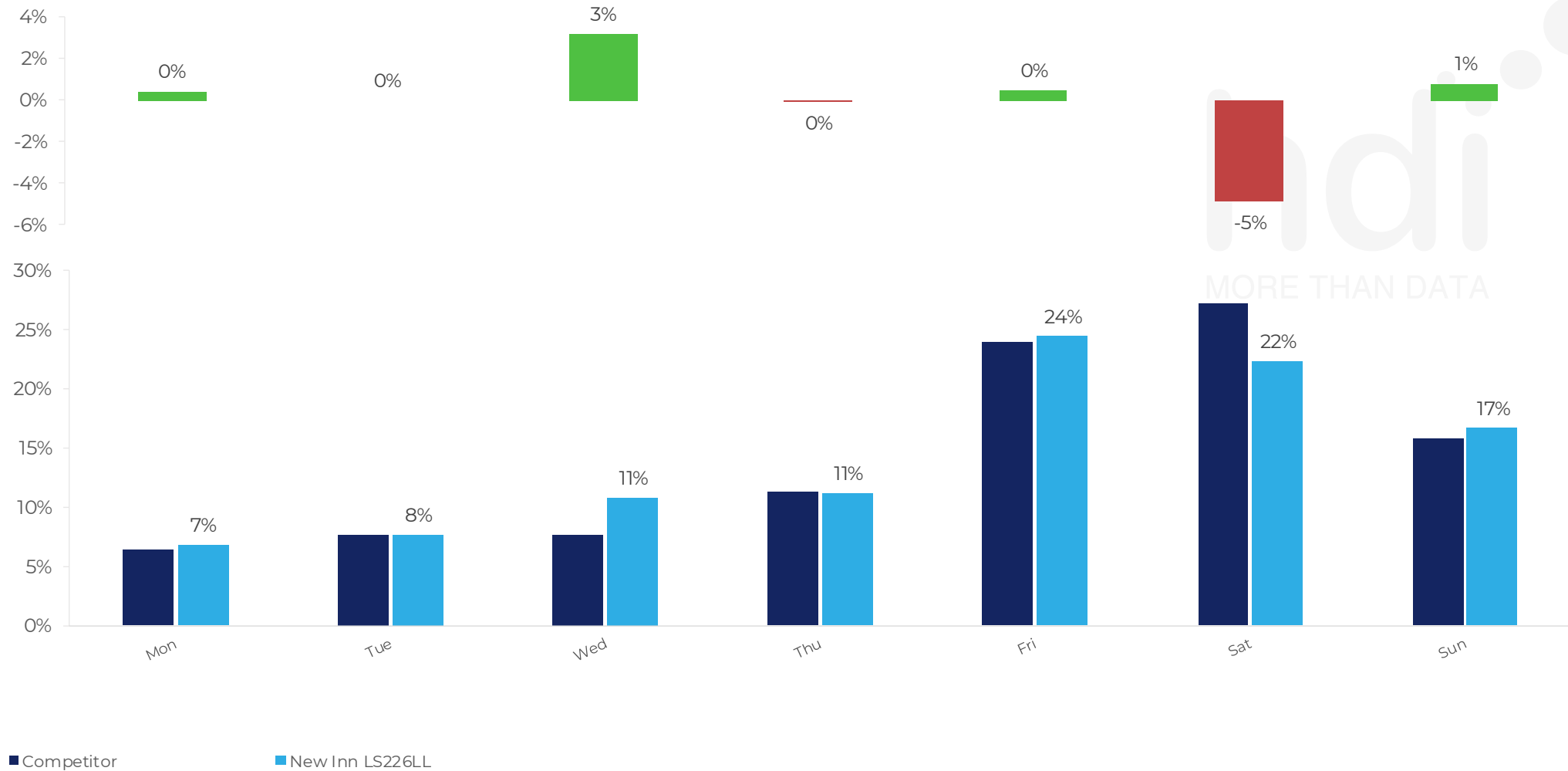
**Bar Three Wetherby** **#1**
LS226LQ
 SPK**Salt Beer Factory Boston** **#2**
LS236BH
 SALT**Engine Shed** **#3**
LS227SU
 Pub Restaurant**Nearest Station**
Cattal(8.80 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for New Inn LS226LL versus its competitors?

% of spend for New Inn LS226LL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

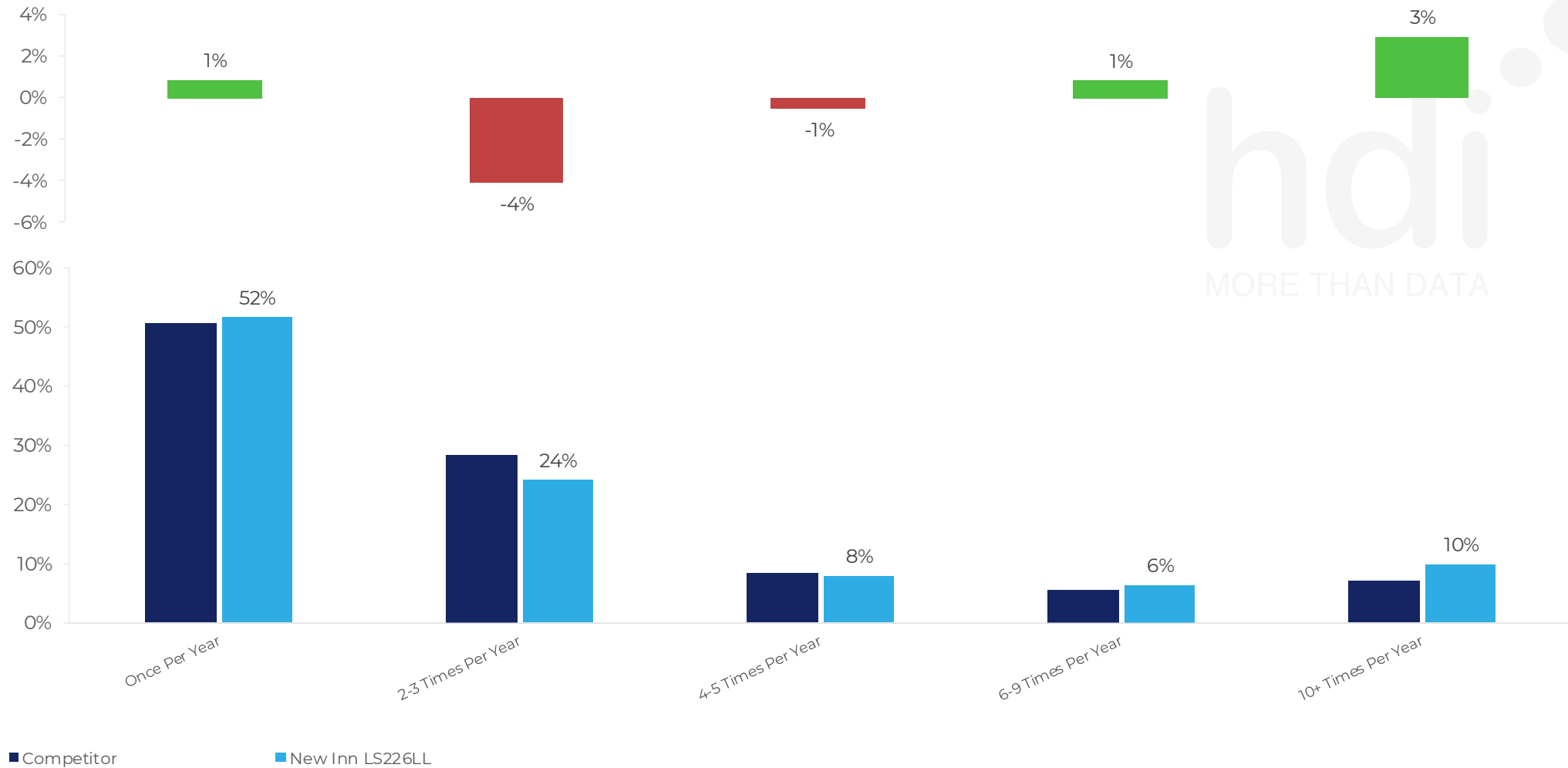




Visit Frequency

How frequently per year do customers visit New Inn LS226LL versus its competitors?

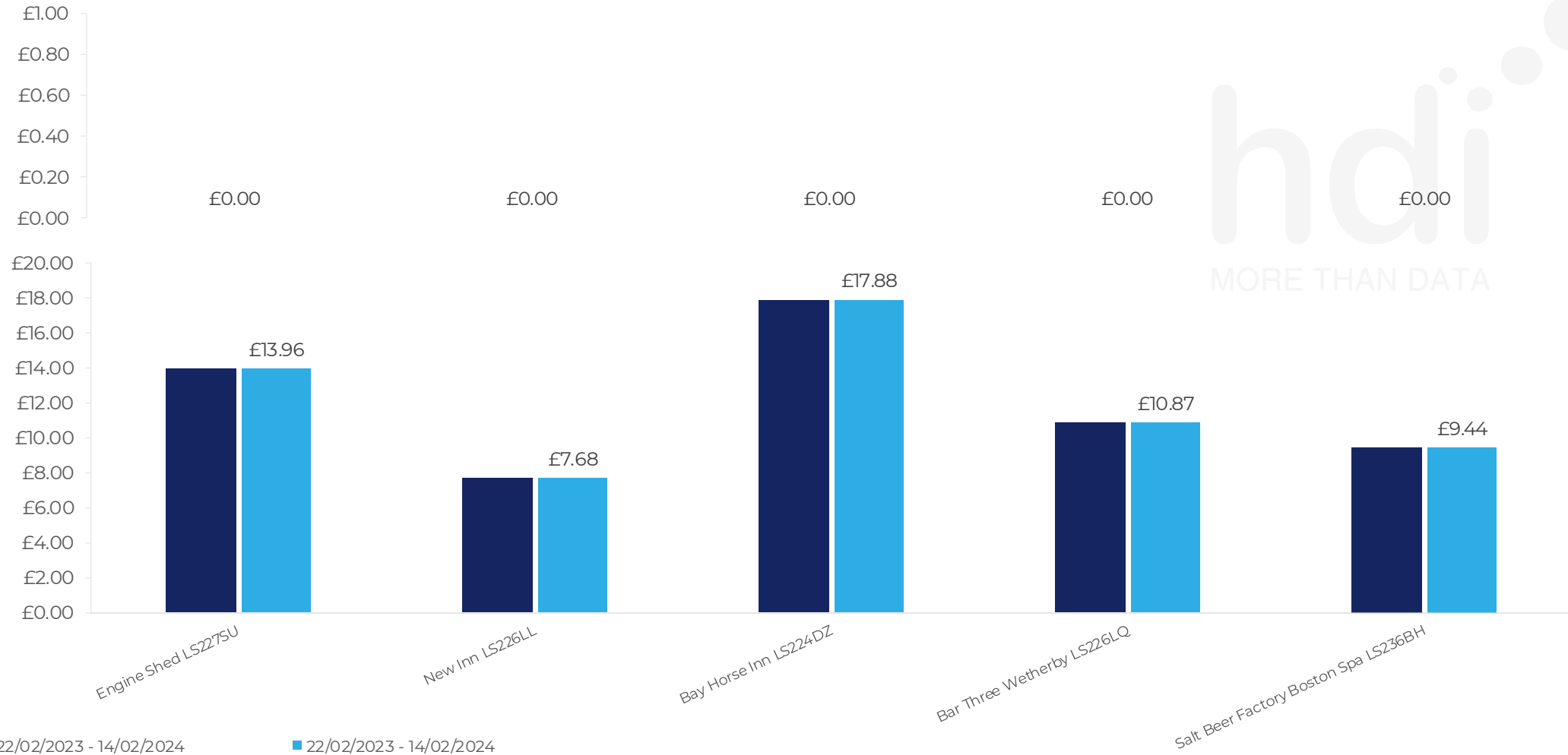
% of customer numbers for New Inn LS226LL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

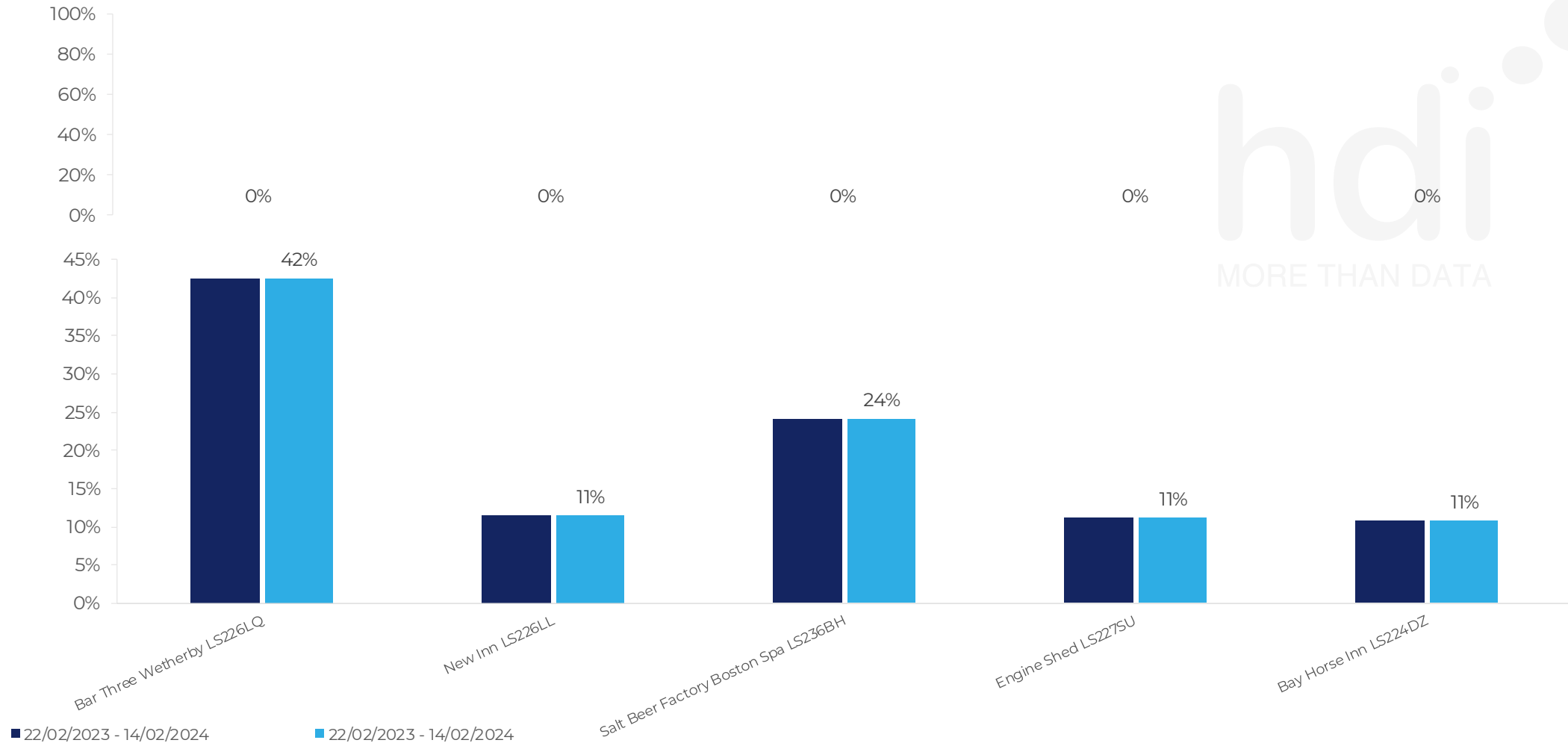
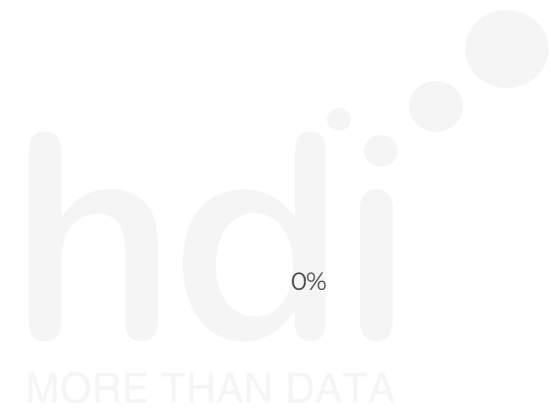




Market Share Change

How has market share changed between two date ranges?

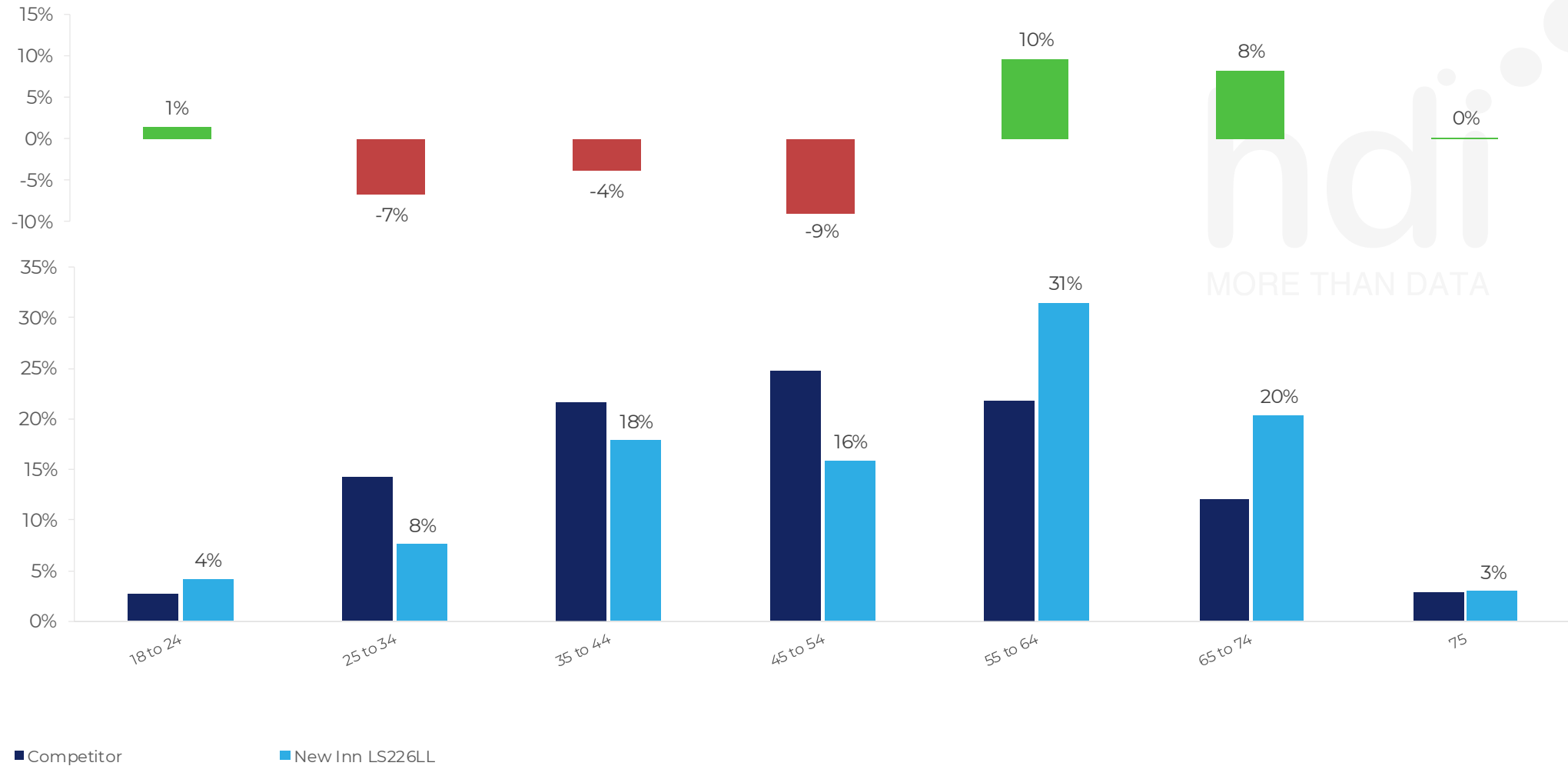
% of market share spend for New Inn LS226LL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024





How does the age profile of customers who visit New Inn LS226LL compare versus its competitors?

% of spend for New Inn LS226LL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

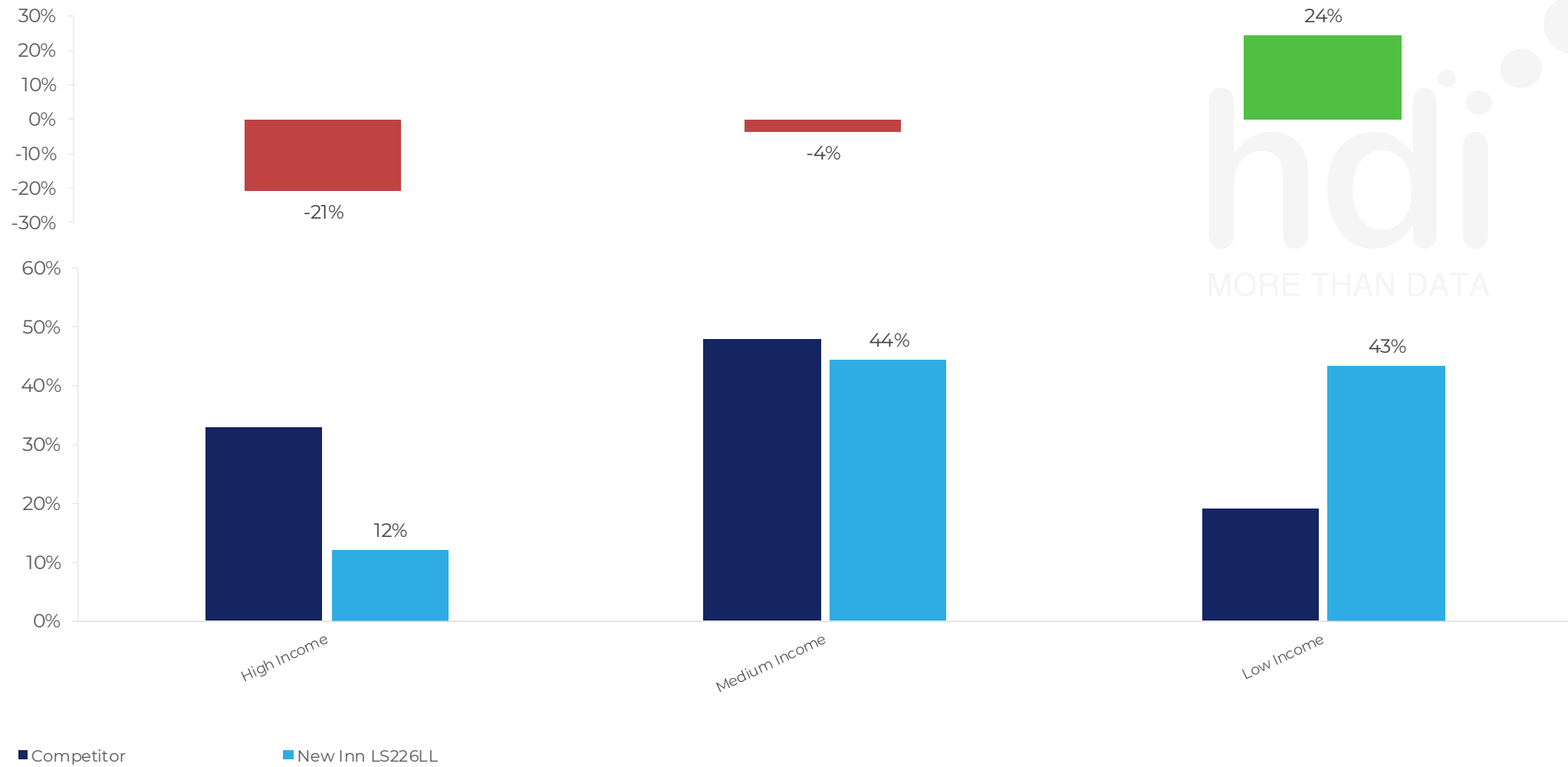




Affluence

How does the affluence of customers who visit New Inn LS226LL compare versus its competitors?

% of spend for New Inn LS226LL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

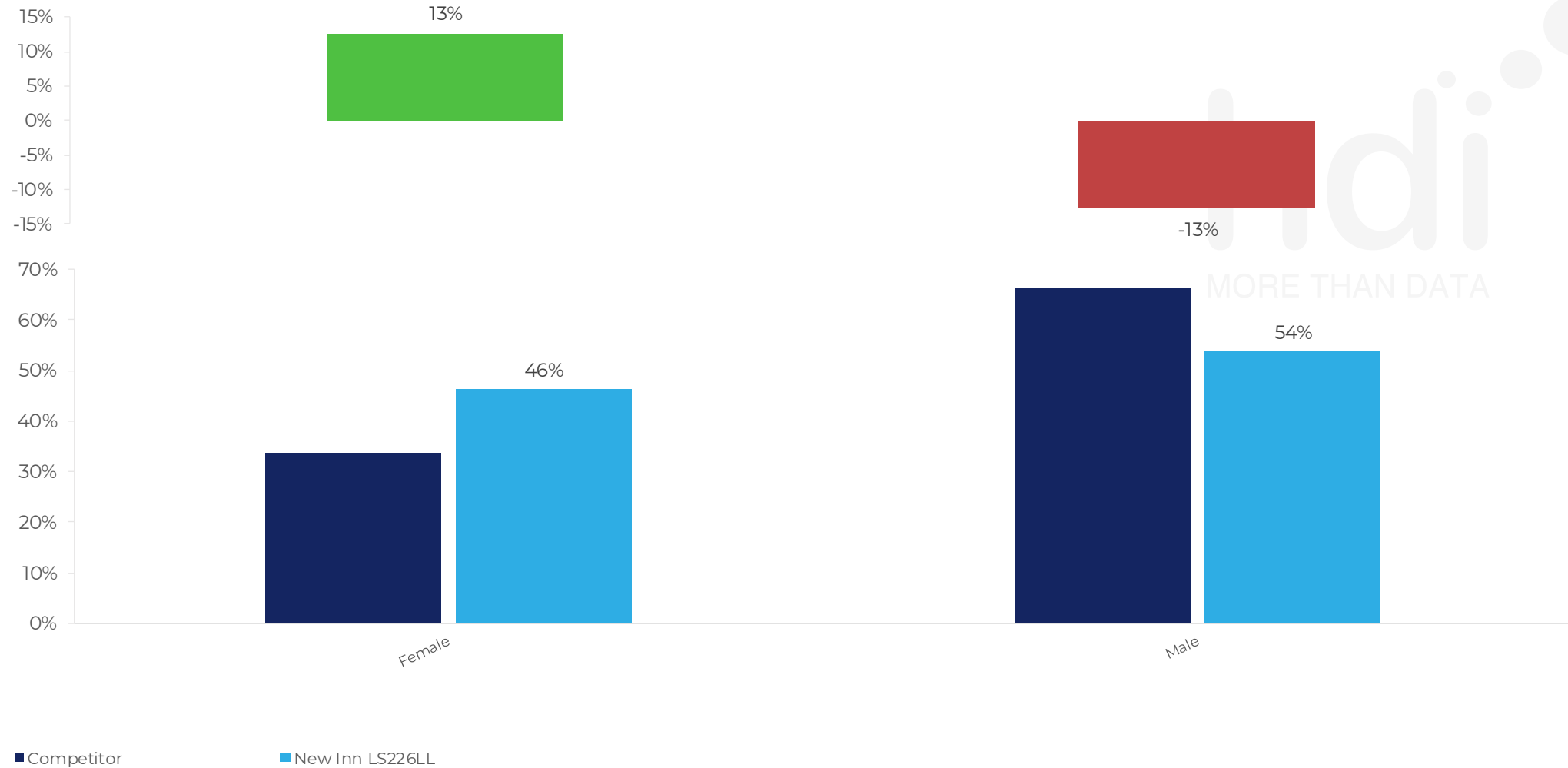




Gender

How does the gender profile of customers who visit New Inn LS226LL compare versus its competitors?

% of spend for New Inn LS226LL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

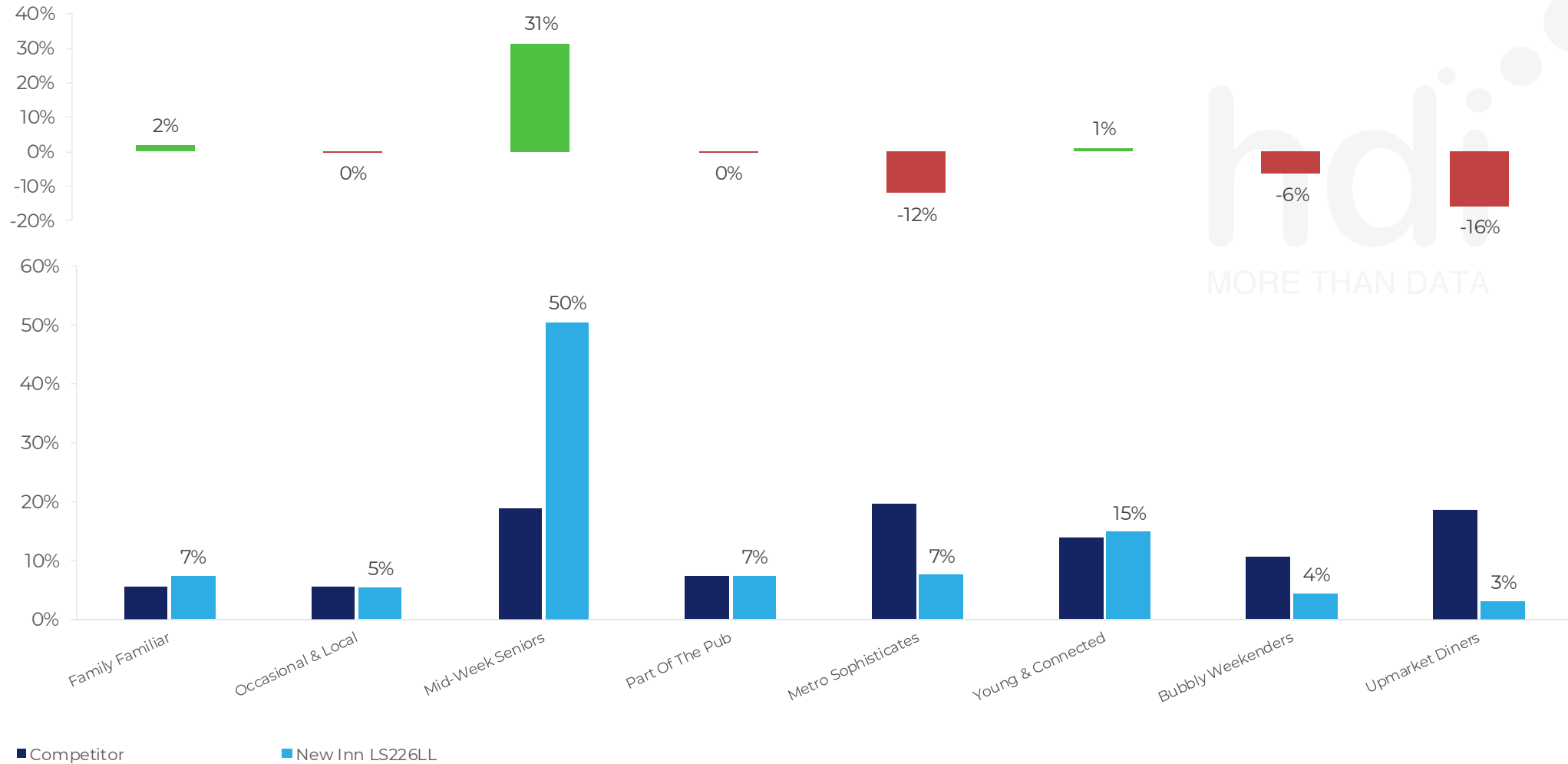




Punch Segmentation

How does the Custom segmentation profile of customers who visit New Inn LS226LL compare versus its competitors?

% of spend for New Inn LS226LL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

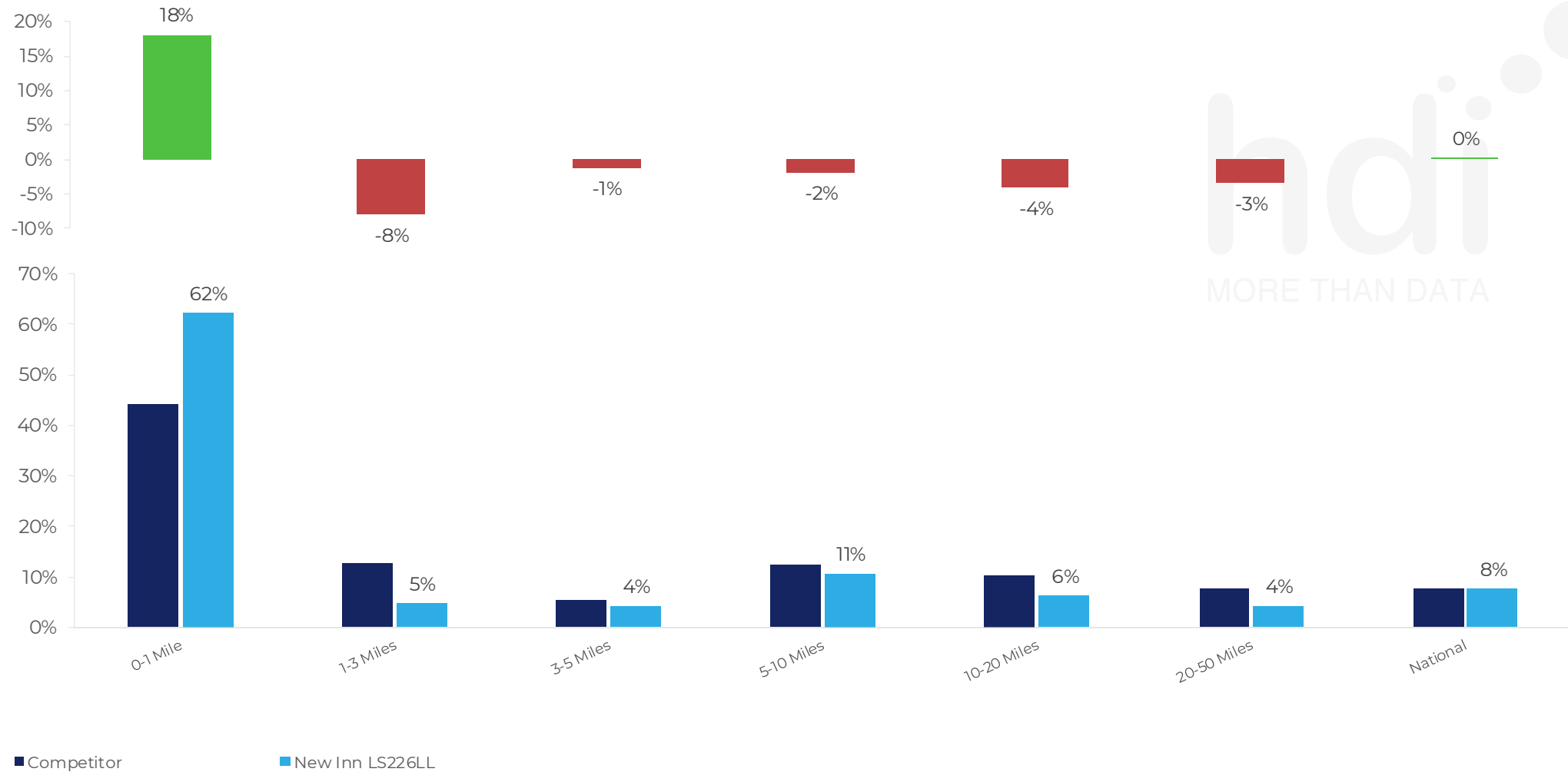




Spend by Distance

How does the spend profile of New Inn LS226LL compare versus its competitors based on travel distances?

% of spend for New Inn LS226LL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

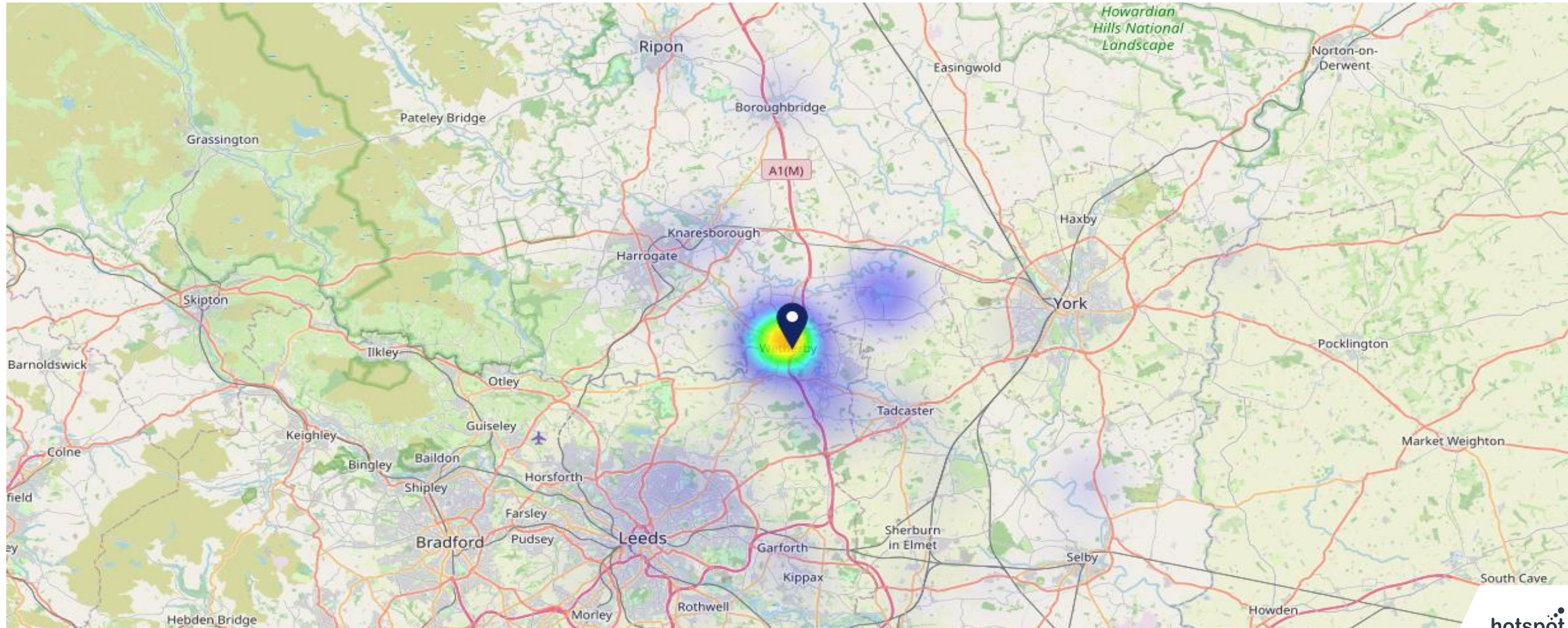




Map of Guest Origin

Where do customers of New Inn LS226LL come from?

Where do customers of New Inn LS226LL for 22/02/2023 - 14/02/2024 live

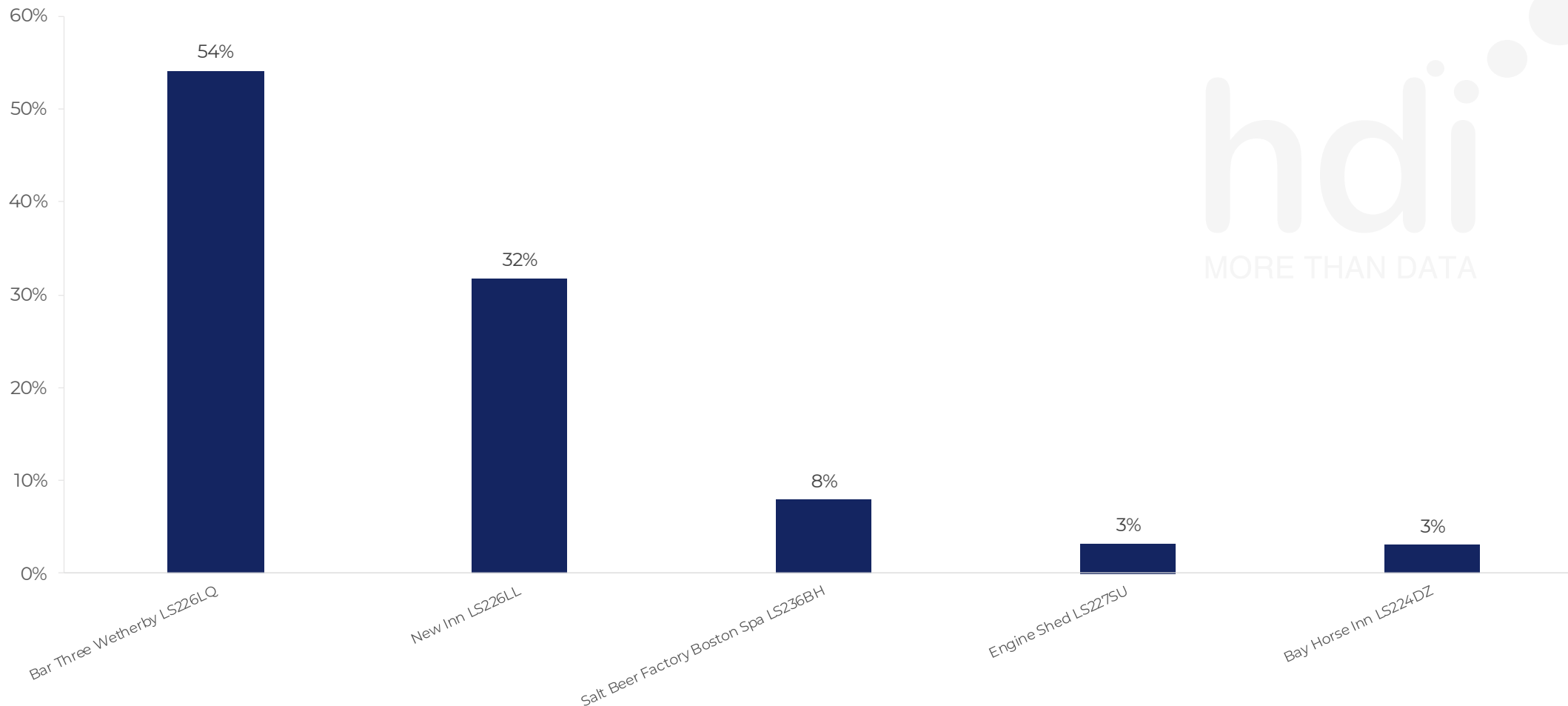




Share of Wallet

What are the Top 20 venues (by spend) that customers of New Inn LS226LL also visit?

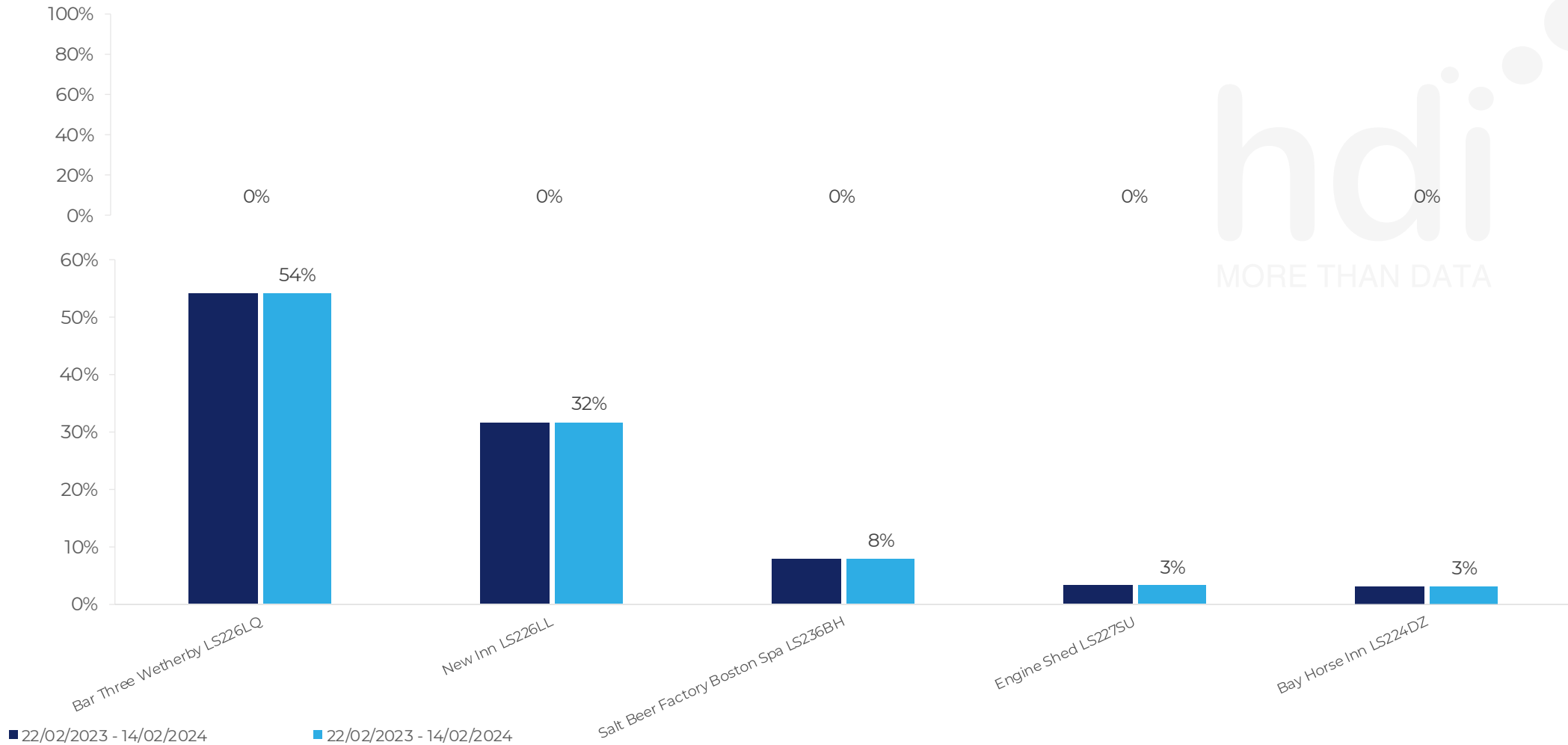
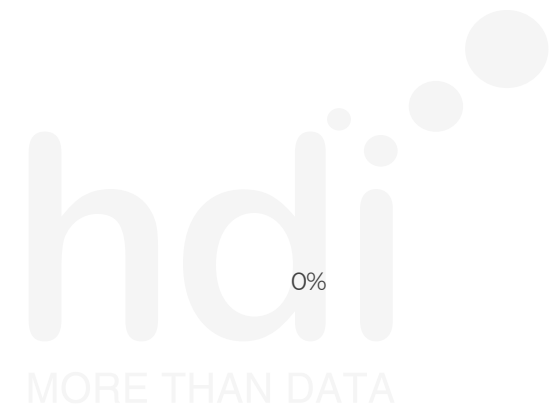
For customers of New Inn LS226LL, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of New Inn LS226LL changed between two date ranges?





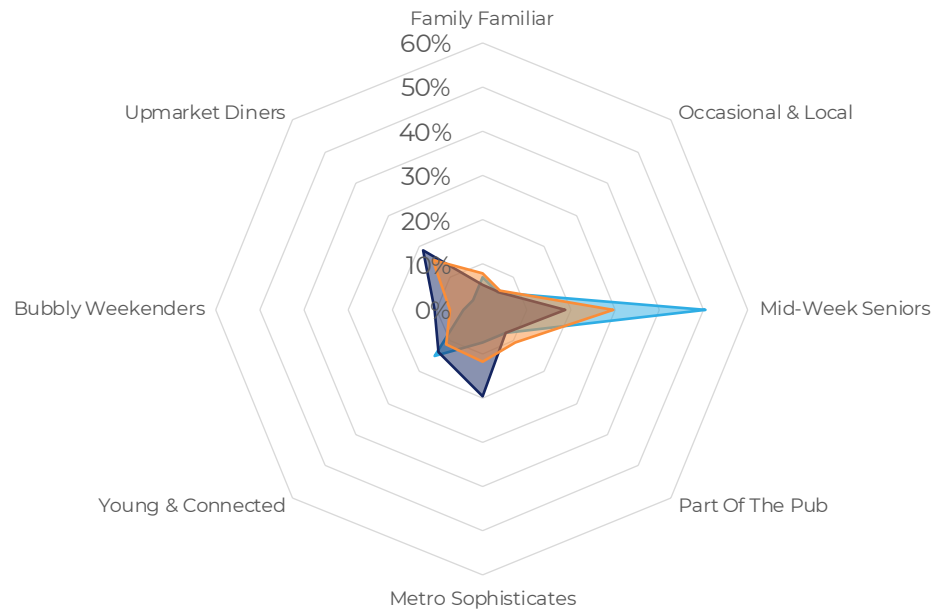
Market Summary

How does the local area for New Inn LS226LL 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	£12.24M	9	£14.19M	8	£15.04M	5	£42.99M	4
Weekpart	Mon - Thu	42.9%	7	42.1%	7	41.5%	6	41.9%	6
Weekpart	Fri - Sat	41.9%	4	42.7%	5	43.3%	6	41.6%	5
Weekpart	Sun	15.2%	6	15.2%	6	15.2%	5	16.5%	8
Age	18 to 24	1.7%	2	1.6%	1	1.7%	1	2.7%	1
Age	25 to 34	8.9%	1	9.0%	1	9.3%	1	10.6%	1
Age	35 to 44	20.3%	3	21.6%	4	22.5%	5	22.5%	4
Age	45 to 54	21.0%	6	21.1%	6	21.1%	7	22.4%	9
Age	55 to 64	23.9%	10	23.2%	10	22.7%	10	21.6%	10
Age	65 to 74	15.8%	10	15.6%	10	15.0%	10	13.5%	10
Age	75+	8.5%	10	8.0%	10	7.7%	10	6.6%	10
CAMEO	Business Elite	17.0%	9	16.2%	9	15.8%	9	15.0%	8
CAMEO	Prosperous Professionals	11.1%	9	10.7%	9	10.5%	9	9.5%	9
CAMEO	Flourishing Society	11.0%	5	10.6%	5	10.6%	4	12.2%	5
CAMEO	Content Communities	16.9%	9	16.8%	9	16.6%	9	16.4%	9
CAMEO	White Collar Neighbourhoods	10.2%	4	10.3%	4	10.4%	4	8.9%	2
CAMEO	Enterprising Mainstream	7.7%	5	8.3%	6	8.3%	5	7.9%	5
CAMEO	Paying The Mortgage	12.1%	4	12.4%	4	12.6%	4	14.3%	5
CAMEO	Cash Conscious Communities	7.9%	5	8.4%	5	8.6%	5	8.2%	5
CAMEO	On A Budget	2.2%	1	2.1%	1	2.4%	1	3.0%	1
CAMEO	Family Value	4.1%	7	4.1%	7	4.2%	7	4.6%	7
Affluence	AB	39.1%	8	37.5%	8	36.9%	7	36.7%	7
Affluence	C1C2	46.8%	5	47.9%	5	47.9%	5	47.5%	5
Affluence	DE	14.1%	3	14.6%	3	15.2%	3	15.9%	3



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
New Inn	128	7.37%	5.34%	50.39%	7.30%	7.49%	14.78%	4.27%	3.03%
Local Catchment	837	5.52%	5.47%	18.90%	7.42%	19.55%	13.84%	10.64%	18.61%
Punch T&L	111162	7.84%	6.05%	29.41%	10.80%	11.70%	11.49%	7.03%	15.65%
New Inn vs Local Catchment		1.85%	-0.13%	31.49%	-0.12%	-12.06%	0.94%	-6.37%	-15.58%
New Inn vs Punch T&L		-0.47%	-0.71%	20.98%	-3.50%	-4.21%	3.29%	-2.76%	-12.62%
Local Catchment vs Punch T&L		-2.32%	-0.58%	-10.51%	-3.38%	7.85%	2.35%	3.61%	2.96%

■ New Inn

■ Local Catchment

■ Punch T&L



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
Bar Three Wetherby LS226LQ	408	6.11%	1.88%	20.78%	3.27%	23.08%	25.72%	7.49%	11.63%
New Inn LS226LL	128	7.37%	5.34%	50.39%	7.30%	7.49%	14.78%	4.27%	3.03%
Salt Beer Factory Boston Spa LS236BH	327	1.72%	10.26%	18.36%	10.12%	20.42%	2.79%	13.33%	22.97%
Engine Shed LS227SU	138	12.84%	3.23%	16.51%	5.43%	11.08%	10.21%	19.01%	21.65%
Bay Horse Inn LS224DZ	100	8.67%	6.49%	15.36%	17.22%	10.43%	5.39%	6.72%	29.68%