



York Economic Data Hub

Glossary of Terms (1/3)

The following is an alphabetical list of terms used in the York Economic Data Hub Report, with definitions to aid interpretation.

Average – Refers to the ‘mean’, calculated by adding all numbers in the dataset and divide by the total count of numbers.

Average Revenue Per Customer (ARPC) – Total sales divided by the number of customers.

Average Transaction Value (ATV) – Total sales divided by the number of transactions.

Catchment – A defined geographical area in which customers live. For example, York Unitary Authority (York UA)

Customers – The number of unique debit card account holders who have undertaken transactions.

Dwell Time – The duration in minutes a person is recorded residing within a retail area

Footfall – The number of people recorded as visiting a retail area and dwelling for longer than 10 minutes.

Growth – The percentage change in a metric between time periods. A negative figure indicates a decrease.

Hotel Occupancy – The average percentage of occupied hotel rooms within a given period, based on the total number of rooms available.

Metric – A measurable indicator of performance.

Month-on-Month (MoM) - Percentage change in a metric compared with the previous month, e.g. March 2026 vs February 2026.

Peak Hours – The distribution percentage share of total footfall in a retail area, across hours of the day, within a defined period.

Quarter – A dissection of the calendar year split into four, three-month periods. Q1: 1 Jan-31 March, Q2: 1 April-30 June, Q3: 1 July-30 Sept, Q4: 1 Nov-31 Dec.

Retail Area – The geographical area in which a metric is measured.

Sales – The total recorded value of spending via in-store debit card transaction, excludes credit card transactions, online purchases, cash payments, and debit cards issued outside the UK.

Sectors – The business industries in which metrics are recorded.

- **Food and Drink** – Alcoholic Beverages, Cafés and Coffee Shops, Confectionery, Fast Food Chains, Food Delivery Services, Non-Alcoholic Beverages, Pubs and Bars, Restaurants.



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- **Grocery** – Corner Shops and Newsagents, Grocery Delivery, Specialist Grocery, Supermarkets, Wholesalers.
- **Fashion** – Baby and Childrenswear, Bags and Accessories, Jewellery and Watches, Lingerie, Menswear, Shoes, Sportswear, Unisex, Womenswear.
- **General Retail** – Books and Stationery, Cards and Gifts, Department Stores, Digital Marketplaces, Discount Retailers, Electronics and Appliances, Pets.
- **Health and Beauty** – Beauty Products, Beauty Salons and Spas, Gyms and Fitness, Health and Nutrition, Healthcare Providers, Opticians.
- **Tourism** – Airlines, Holidays, Hotels.
- **Transport** – Parking, Petrol, Vehicle Rentals, Transportation.
- **Entertainment** – Attractions and Experiences, Gambling, Live Shows and Events, Music and Video Streaming, Sports Equipment and Clubs, Toys and Gaming, Entertainment.
- **Household** – DIY and Interior Design, Furniture, Garden, Household Products.
- **Consumer Services** – Adult, Delivery Services, Florists, Other Consumer Services, Photography and Printing, Software.

Segments – Demographic groups of customers or visitors, defined by economic, age, lifestyle, and behavioural characteristics, based on the MOSAIC classification powered by Experian.

Shop Vacancy – The percentage of empty commercial premises within a given period, based on the total number of units available.

Timeframe – The period over which a metric is measured.

Transactions – The number of recorded sales transactions.

UK Benchmark – The median retail performance across city centre retail areas within the UK's Primary Urban Areas (PUAs), as defined by [Centre for Cities](#).

Year-on-Year (YoY) – Percentage change in a metric compared with the same period in the previous year, e.g. 2026 vs 2025.

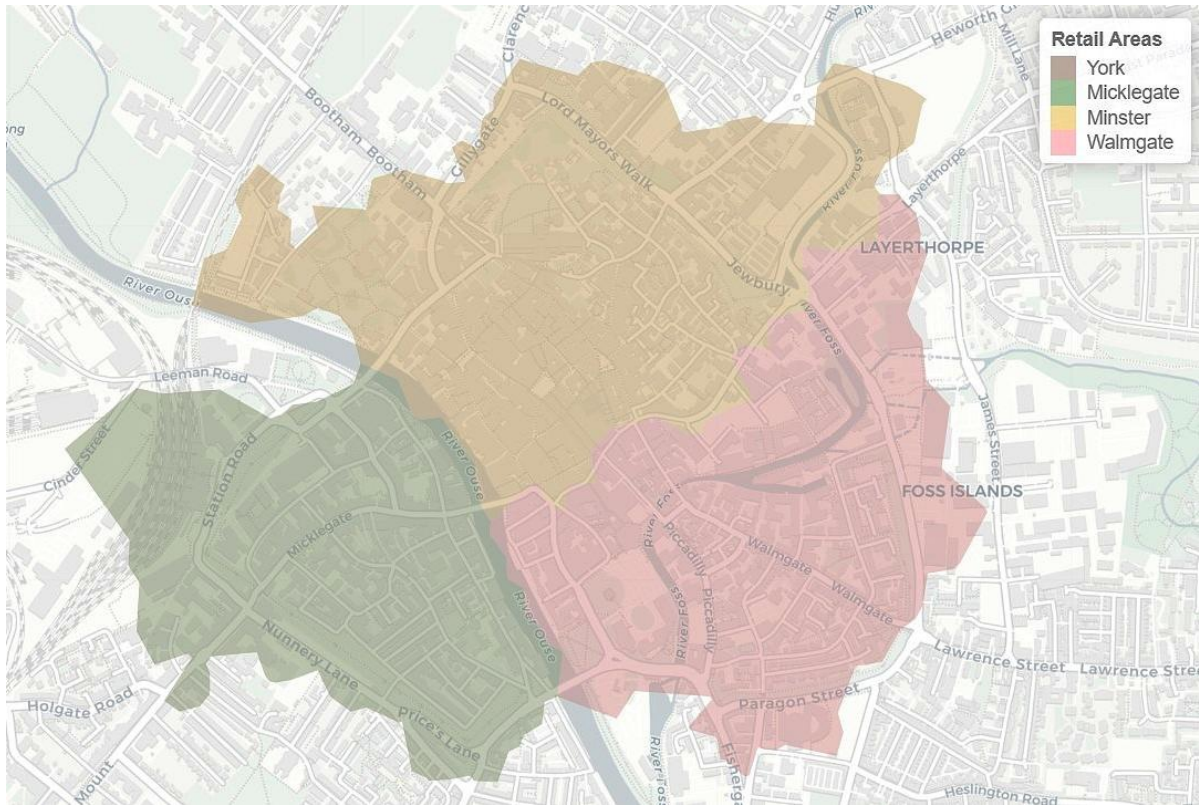
Year-to-Date (YTD) – Percentage change in cumulative performance from the start of the current calendar year (Jan-Dec), compared with the same period in the previous year, e.g. January to March 2026 vs January to March 2025.



York Economic Data Hub Glossary of Terms (3/3)

Beauchair Spend Data (York BID)

Defines the geographical retail coverage for York city centre under the Beauchair Spend license. The area is divided into three sub-zones. While reports typically focus on the city centre as a whole, granular sub-zone insights are available upon request.



BT Active Intelligence Data (City of York Council)

Defines six distinct retail areas under the BT Active Intelligence license. York Economic Data Hub reports primarily on "City Centre Insights," which aggregates performance data from the Guildhall, Micklegate, and Walmgate areas. Additional data is available via York Open Data.

