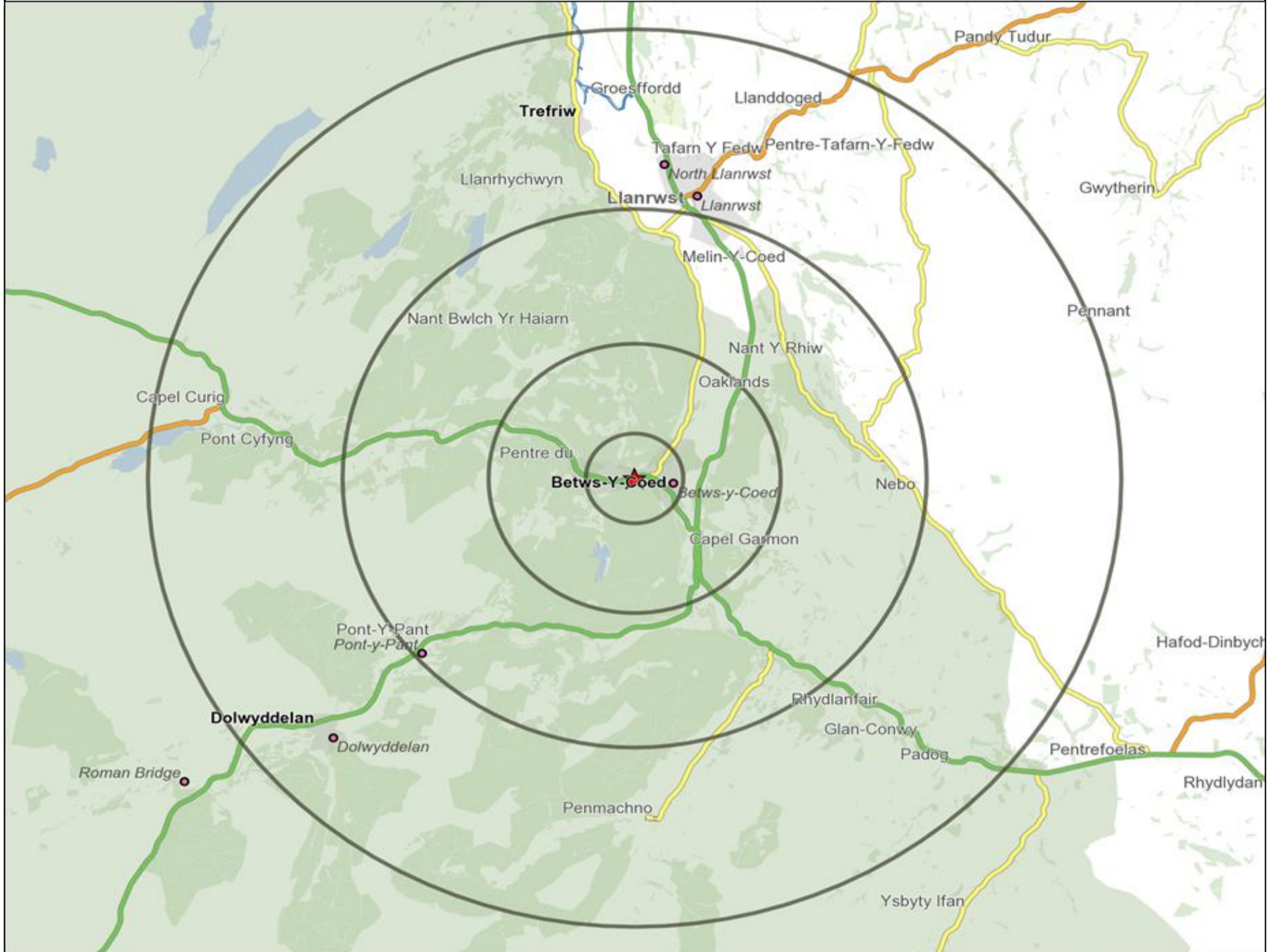




**Customer Profile Report for PONT Y PAIR, BETWS Y COED (Punch Outlet Number: 113470)
HOLYHEAD ROAD, BETWS-Y-COED, LL24 0BN (LL24 0BN)**



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★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

Age Data Table

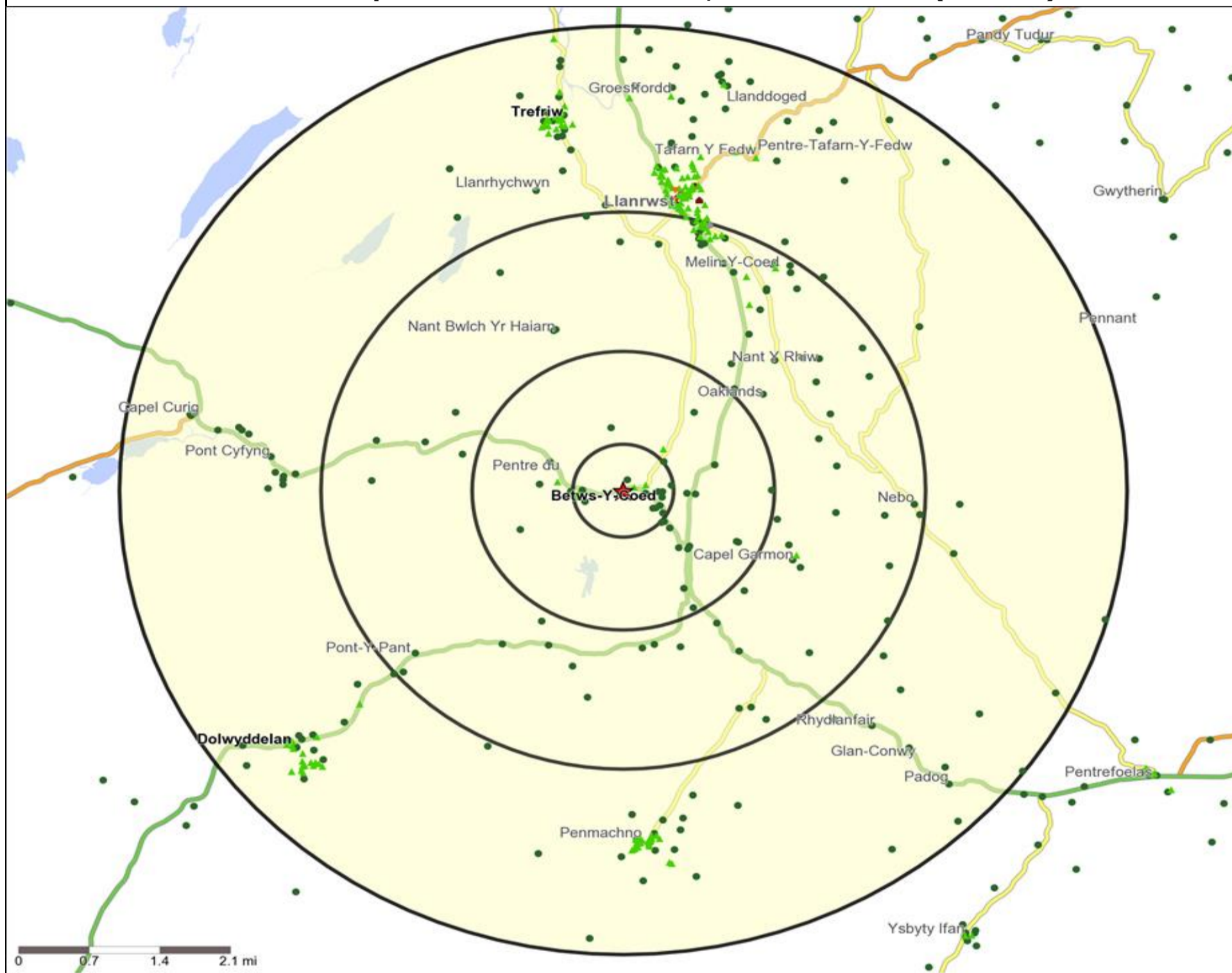
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	56	97	247	1,099	1,340	77	74	69	82	84
16-17	4	8	27	116	128	44	50	61	70	65
18-24	17	41	115	515	579	48	65	67	80	75
25-34	28	52	157	708	819	53	55	60	73	70
35-44	43	84	218	829	1,014	87	95	90	92	94
45-54	77	149	351	1,219	1,485	140	151	130	120	123
55-64	91	150	347	1,130	1,340	207	191	161	140	139
65+	72	113	446	1,521	1,796	103	90	130	118	117
Population estimate 2015	388	694	1,908	7,137	8,501	100	100	100	100	100

Ethnicity - Census 2011

	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	385	671	1,834	6,676	7,917	99%	99%	99%	99%	99%
Mixed / Multiple Ethnic Groups	1	2	13	43	54	0%	0%	1%	1%	1%
Asian / Asian British	4	4	7	25	27	1%	1%	0%	0%	0%
Black / African / Caribbean / Black British	0	0	0	4	4	0%	0%	0%	0%	0%
Other Ethnic Group	0	0	0	4	4	0%	0%	0%	0%	0%
All People (Ethnic Group)	390	677	1,854	6,752	8,006	100	100	100	100	100



Mosaic UK Map and Data: PONT Y PAIR, BETWS Y COED (113470)



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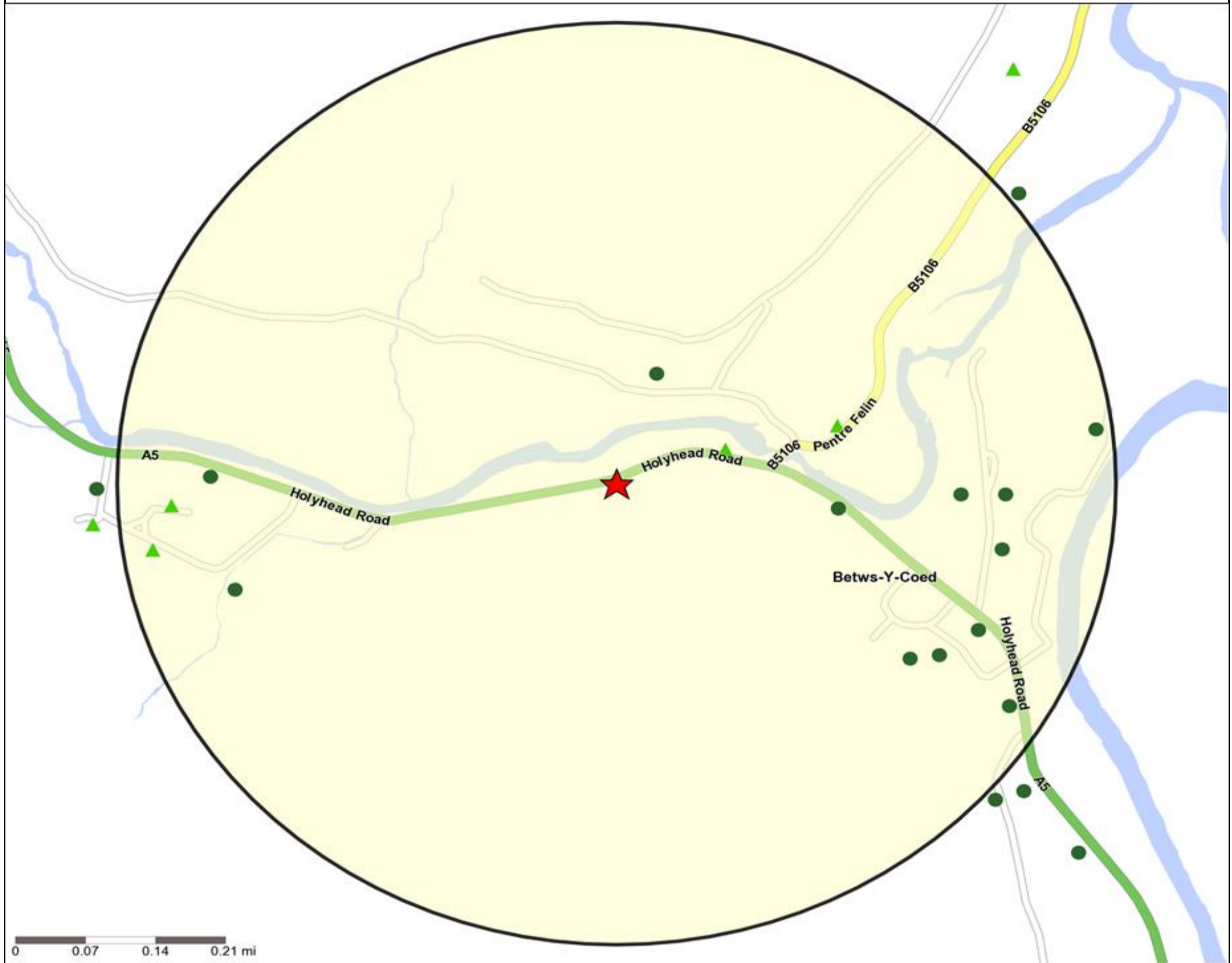
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
■ A City Prosperity
◆ B Prestige Positions
● C Country Living
- ▲ D Rural Reality
● E Senior Security
▲ F Suburban Stability
● G Domestic Success
- H Aspiring Homemakers
▼ I Family Basics
✕ J Transient Renters
◆ K Municipal Challenge
- L Vintage Value
★ M Modest Traditions
★ N Urban Cohesion
+ O Rental Hubs

Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	0	0	0	0	0	0	0	0	0	0
C Country Living (18+)	226	428	1,000	2,379	3,036	992	1,048	881	578	622
D Rural Reality (18+)	102	160	575	3,230	3,684	449	393	507	787	756
E Senior Security (18+)	0	0	43	43	43	0	0	32	9	8
F Suburban Stability (18+)	0	0	0	0	0	0	0	0	0	0
G Domestic Success (18+)	0	0	0	0	0	0	0	0	0	0
H Aspiring Homemakers (18+)	0	0	2	6	6	0	0	1	1	1
I Family Basics (18+)	0	0	0	46	46	0	0	0	11	9
J Transient Renters (18+)	0	0	0	30	30	0	0	0	9	7
K Municipal Challenge (18+)	0	0	0	43	43	0	0	0	12	10
L Vintage Value (18+)	0	0	15	145	145	0	0	15	39	33
M Modest Traditions (18+)	0	0	0	0	0	0	0	0	0	0
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	0	0	0	0	0	0	0	0	0
Adults 18+ estimate 2015	328	588	1,635	5,922	7,033	100	100	100	100	100



Mosaic UK Map and Data: PONT Y PAIR, BETWS Y COED (113470)



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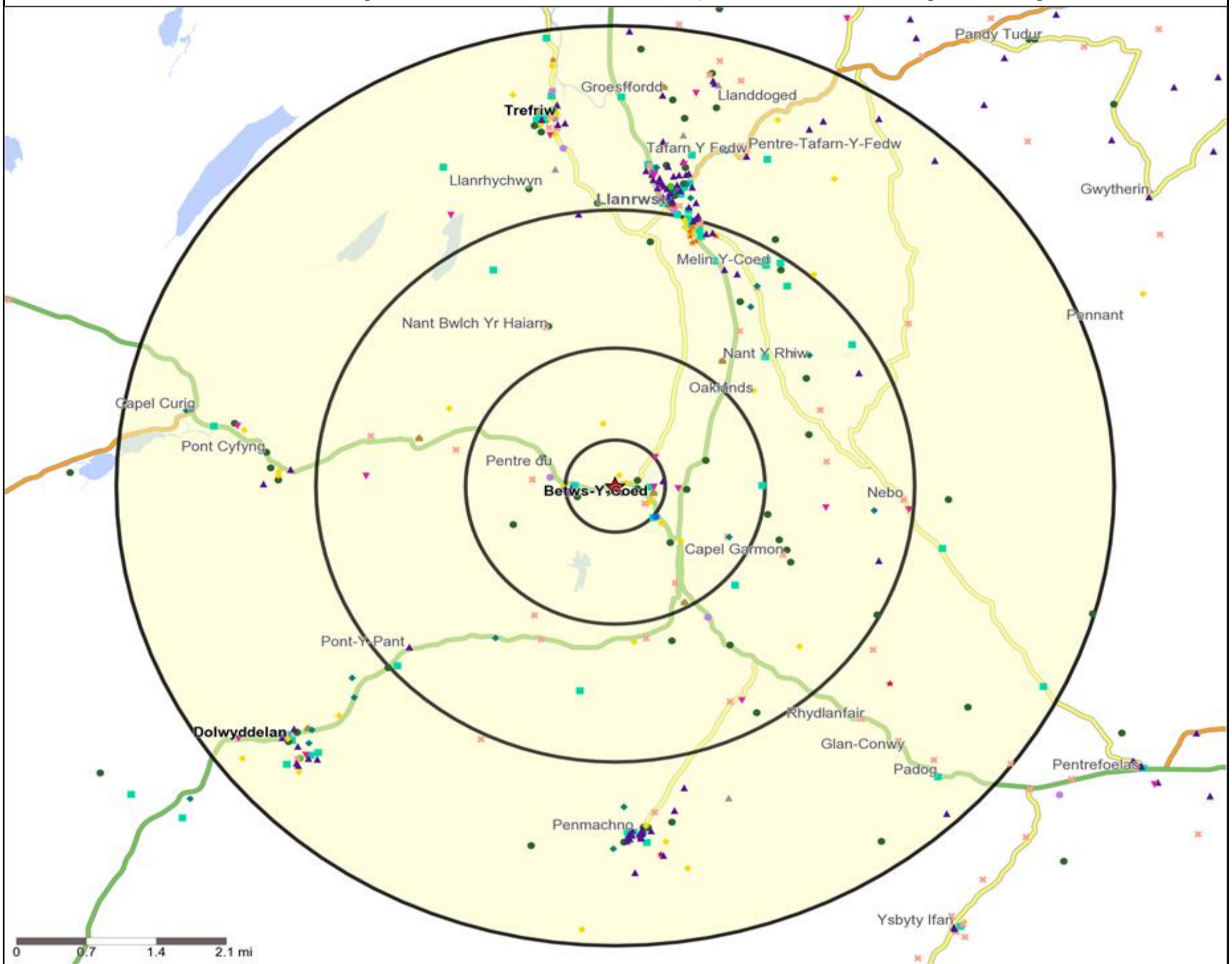
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | I Family Basics | M Modest Traditions |
| Rivers, Canals and Lakes | B Prestige Positions | F Suburban Stability | J Transient Renters | N Urban Cohesion |
| | C Country Living | G Domestic Success | K Municipal Challenge | O Rental Hubs |

Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	226	992
D Rural Reality (18+)	102	449
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	328	100



Occasions Map and Data: PONT Y PAIR, BETWS Y COED (113470)



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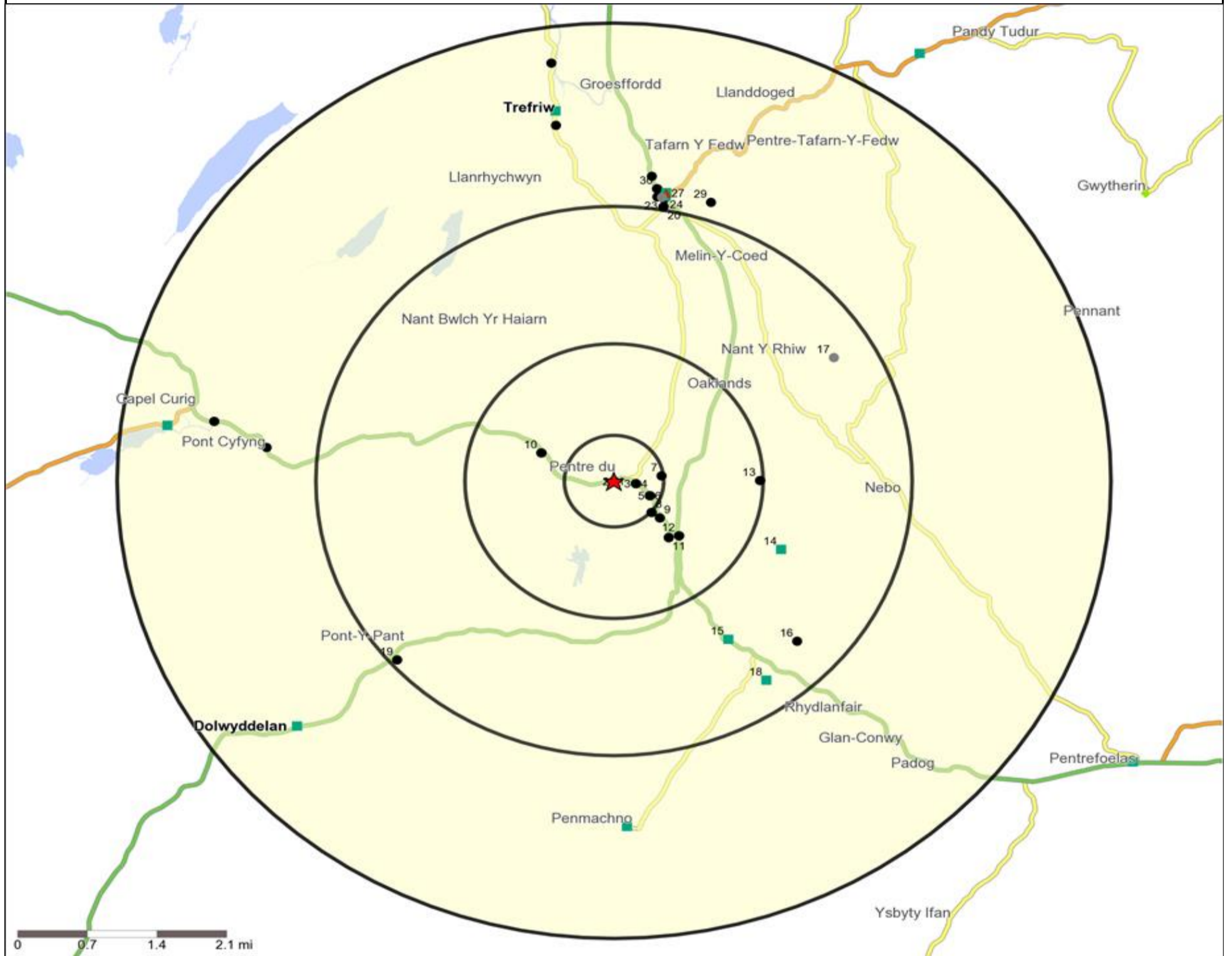
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining and Dining
- ▲ 11 Household Outing
- ★ 12 Midweek Meal Deal
- ◆ 13 Date Night
- ★ 14 Birthday Treat
- + 15 Pre Show Meal

Occasions Data Table

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	13	22	87	339	390	98	90	115	120	117
02 Early Doors	13	23	73	285	333	117	113	116	121	119
03 Everyday is Friday	9	13	41	188	215	95	75	76	93	90
04 Weekend Millionaires	12	25	78	396	479	88	100	101	136	139
05 Out On The Town	6	11	30	102	123	45	45	40	36	37
06 Business and Pleasure	5	10	31	107	128	73	80	80	74	75
07 Sporting Pints	3	6	20	141	156	21	22	24	46	43
08 Student Social	18	36	86	293	358	292	319	246	224	231
09 Leisurely Lunch	19	33	103	350	416	146	139	140	127	128
10 Wining and Dining	20	37	103	326	397	135	137	123	104	107
11 Household Outing	4	7	26	118	138	34	33	39	48	47
12 Midweek Meal Deal	8	14	52	164	186	122	116	140	118	113
13 Date Night	19	34	104	323	386	182	177	176	146	147
14 Birthday Treat	8	16	53	192	221	76	83	89	87	84
15 Pre Show Meal	2	4	13	45	64	55	61	64	59	71
Number of Occasions	159	291	900	3,369	3,990	100	100	100	100	100



Competition Map and Data: PONT Y PAIR, BETWS Y COED (113470)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

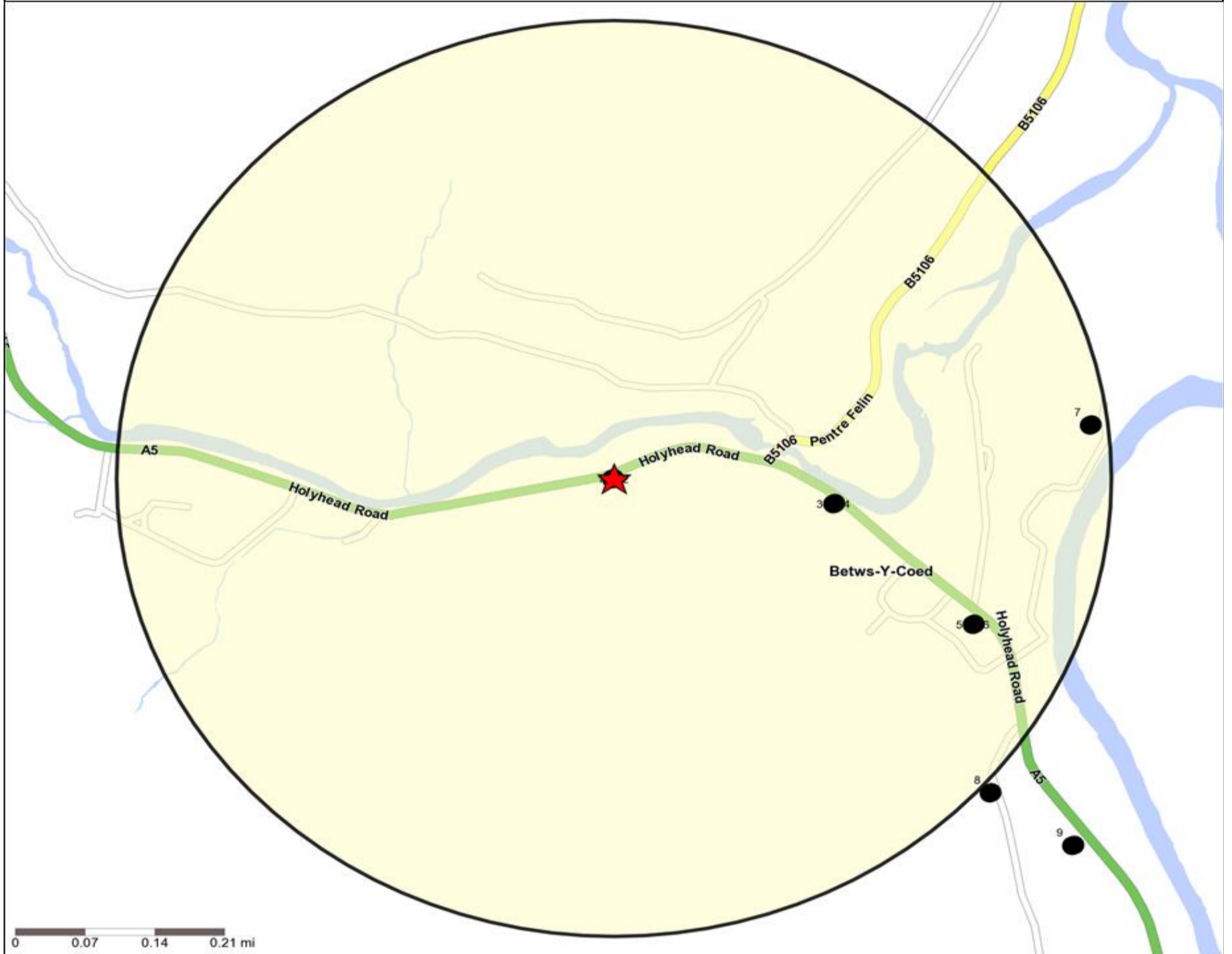
- ★ Location
- ⬠ Branded Food
- ⬠ Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table










Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	1	4
Circuit Bar	0	0	0	11
Community Local	0	0	3	12
Dry Led	0	0	0	0
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	7	13	15	58
Total	7	13	19	85



Competition Map and Data: PONT Y PAIR, BETWS Y COED (113470)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

-  Location
-  Branded Food
-  Dry Led
-  Café / Wine Bar
-  Other
-  0.5, 1.5, 3 & 5 Mile Distance
-  Circuit Bar
-  Rural Character
-  Rivers, Canals and Lakes
-  Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	0
Dry Led	0
Branded Food Pub	0
Rural	0
Other	7
Total	7



Local Competition: PONT Y PAIR, BETWS Y COED (113470)

List of Pubs (sorted by distance from Punch outlet) - Top 30 by Distance

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PONT Y PAIR, BETWS Y COED	HOLYHEAD ROAD, BETWS-Y-COED, LL24 0BN	Punch Taverns	LL24 0BN	Punch Taverns	0.00
1	Pont Y Pair Hotel	Holyhead Road, Betws-y-coed	Punch Pub Company	LL24 0BN	Other	0.00
2	Dragon Hotel & Restaurant	Holyhead Road, Betws-y-coed	Independent Free	LL24 0BN	Other	0.00
3	Royal Oak Hotel	Holyhead Road, Betws-y-coed	Independent Free	LL24 0AY	Other	0.22
4	Plas Derwen	Holyhead Road, Betws-y-coed	Independent Free	LL24 0AY	Other	0.22
5	Gwydyr Hotel	Holyhead Road, Betws-y-coed	Independent Free	LL24 0AB	Other	0.39
6	Glan Aber Hotel	Holyhead Road, Betws-y-coed	Independent Free	LL24 0AB	Other	0.39
7	Betws Y Coed Golf Club	Ffordd Hen Eglwys, Betws-y-coed	Independent Free	LL24 0AL	Other	0.48
8	Vagabond	Betws-y-coed	Independent Free	LL24 0AW	Other	0.51
9	Waterloo Hotel And Lodge	Main A5 Road, Betws-y-coed	Independent Free	LL24 0AR	Other	0.61
10	Swallow Falls Hotel	A5, Betws-y-coed	Independent Free	LL24 0DW	Other	0.79
11	Craig-Y-Ddermen Country House Hotel	Betws-y-coed	Independent Free	LL24 0AS	Other	0.83
12	Ty Gwyn Hotel	Holyhead Road, Betws-y-coed	Independent Free	LL24 0SG	Other	0.89
13	Tan Y Foel	Capel Garmon, Llanrwst	Independent Free	LL26 0RE	Other	1.47
14	White Horse Inn	Capel Garmon, Llanrwst	Independent Free	LL26 0RW	Community Local	1.84
15	Silver Fountain	Pentrefoelas Road, Betws-y-coed	Independent Free	LL24 0HF	Community Local	2.08
16	Rynys Farm Camping Site	Capel Garmon, Betws-y-coed	Independent Free	LL26 0RU	Other	2.54
17	Greens Restaurant & Wine Bar	1 Linen Green, Dungannon	Independent Free	BT71 7HB	Cafe / Wine Bar	2.59
18	Bottle Of Benburb	241-249 Derryfubble Road, Dungannon	Independent Free	BT71 7JS	Community Local	2.66
19	Plas Hall Hotel & Restaurant	Pont Y Pant, Dolwyddelan	Independent Free	LL25 0PJ	Other	2.93
20	Nant Conwy Rugby Club	Llanrwst	Independent Free	LL26 0PL	Other	3.04
21	Eagles Hotel	Ancaster Square, Llanrwst	Independent Free	LL26 0LG	Other	3.12
22	Tannery Bistro	Willow Street, Llanrwst	Independent Free	LL26 0ES	Other	3.14
23	La Barrica	20 Ancaster Square, Llanrwst	Independent Free	LL26 0LD	Cafe / Wine Bar	3.14
24	Pen Y Bryn	Ancaster Square, Llanrwst	Enterprise Inns	LL26 0LH	Community Local	3.15
25	Clwb Llanrwst	Ancaster Square, Llanrwst	Independent Free	LL26 0LB	Other	3.16
26	New Inn	1 Denbigh Street, Llanrwst	Marston's	LL26 0LL	Community Local	3.19
27	Red Lion Hotel	12 Denbigh Street, Llanrwst	Independent Free	LL26 0LL	Circuit Bar	3.19
28	Asha Balti House	4 Denbigh Street, Llanrwst	Independent Free	LL26 0LL	Other	3.19
29	Inn On The Park Hotel	Moy Road, Dungannon	Independent Free	BT71 6BS	Other	3.20
30	Amser Da	32 Heol Yr Orsaf, Llanrwst	Independent Free	LL26 0BT	Other	3.22