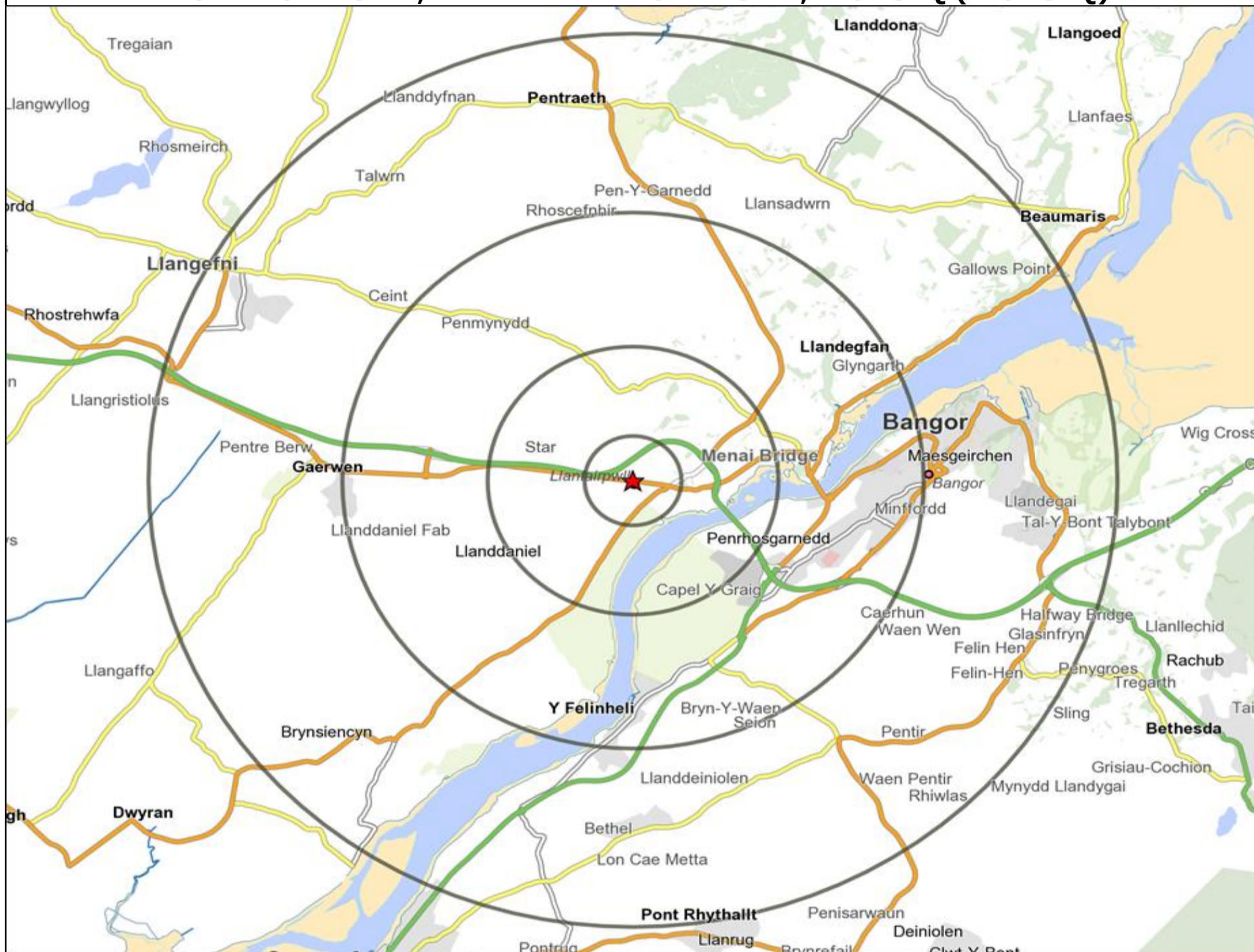




**Customer Profile Report for PENRHOS ARMS, ANGLESEY (Punch Outlet Number: 203094)
FFORDD CAERGYBI, LLANFAIRPWLLGWYNGYLL, LL61 5YQ (LL61 5YQ)**



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

Age Data Table

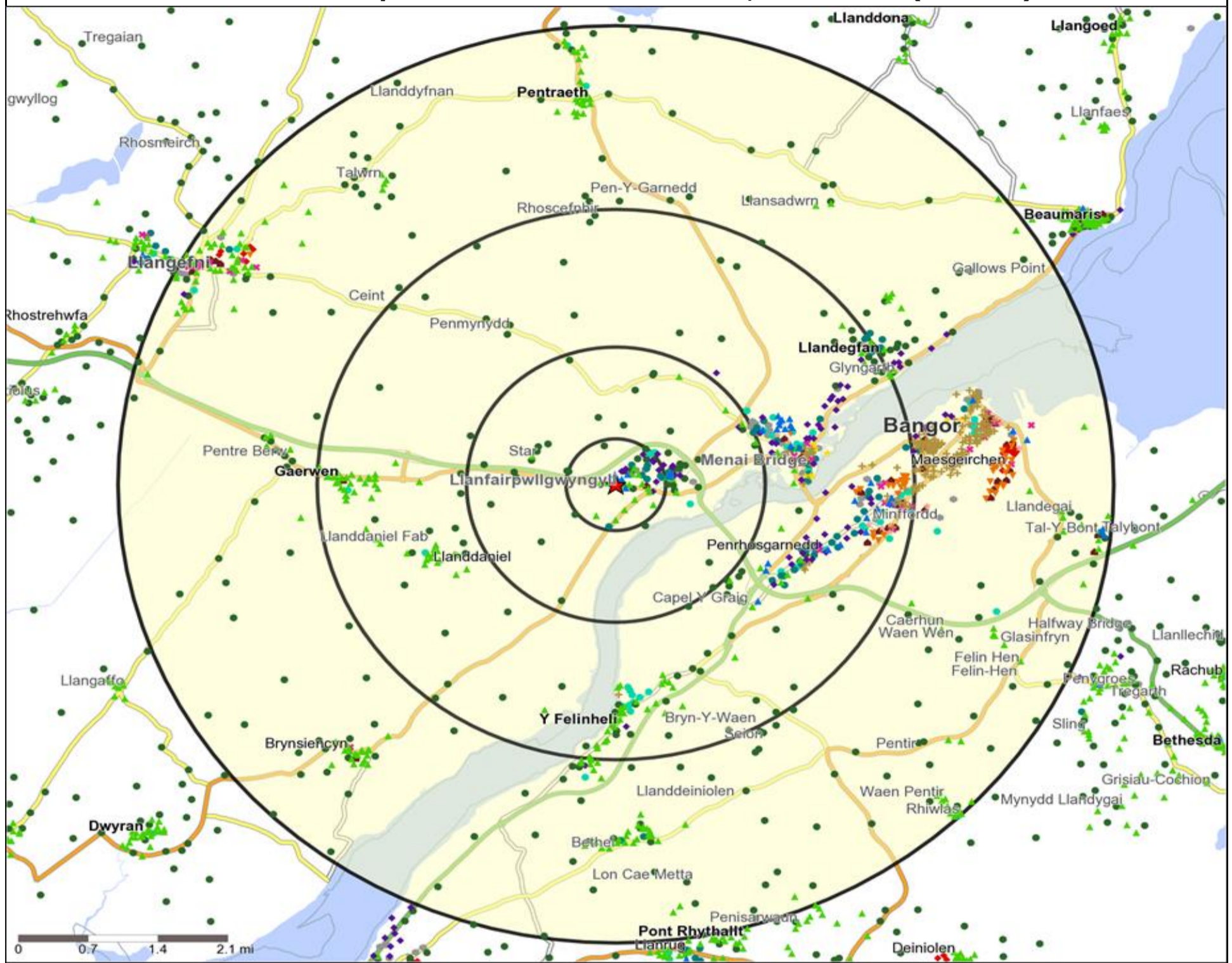
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	387	615	3,330	6,885	11,412	97	91	85	86	92
16-17	61	83	502	958	1,506	123	99	103	96	98
18-24	144	217	4,127	9,458	11,217	75	67	218	244	187
25-34	252	358	2,545	5,285	8,364	86	73	89	90	92
35-44	261	433	2,157	4,307	7,155	97	95	81	79	85
45-54	286	478	2,414	4,681	7,859	95	94	82	77	84
55-64	257	463	1,969	3,972	6,903	107	114	83	82	92
65+	484	948	3,838	7,202	11,828	126	146	102	94	99
Population estimate 2015	2,132	3,595	20,882	42,748	66,244	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	2,143	3,555	18,660	38,577	62,088	96%	96%	91%	92%	94%
Mixed / Multiple Ethnic Groups	10	23	219	483	692	0%	1%	1%	1%	1%
Asian / Asian British	62	103	1,114	1,928	2,072	3%	3%	5%	5%	3%
Black / African / Caribbean / Black British	0	3	90	198	219	0%	0%	0%	0%	0%
Other Ethnic Group	22	29	475	841	921	1%	1%	2%	2%	1%
All People (Ethnic Group)	2,237	3,713	20,558	42,027	65,992	100	100	100	100	100



Mosaic UK Map and Data: PENRHOS ARMS, ANGLESEY (203094)



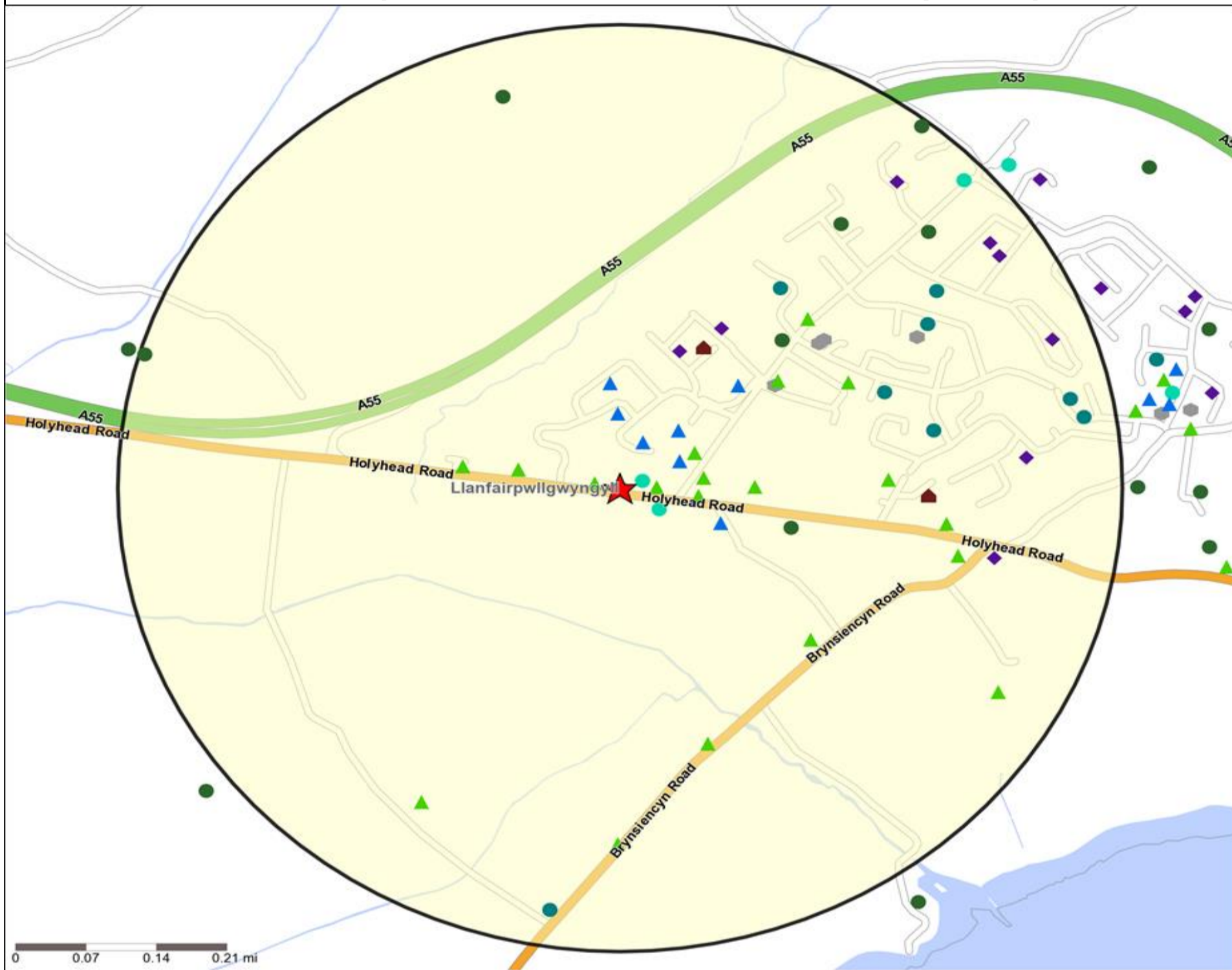
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	341	588	1,652	1,874	2,552	278	279	153	81	70
C Country Living (18+)	206	770	1,798	4,696	8,365	176	383	175	213	240
D Rural Reality (18+)	425	573	3,222	7,706	17,542	365	285	314	350	505
E Senior Security (18+)	38	196	936	1,221	1,575	28	83	78	47	39
F Suburban Stability (18+)	195	214	1,268	1,467	1,670	190	121	140	76	55
G Domestic Success (18+)	348	396	1,454	1,989	2,577	246	163	117	74	61
H Aspiring Homemakers (18+)	67	97	1,246	1,743	2,154	44	37	92	60	47
I Family Basics (18+)	0	0	844	1,883	2,239	0	0	79	82	62
J Transient Renters (18+)	0	0	314	773	1,439	0	0	37	42	50
K Municipal Challenge (18+)	0	0	0	578	993	0	0	0	31	34
L Vintage Value (18+)	62	62	613	1,522	2,068	59	34	66	76	65
M Modest Traditions (18+)	0	0	400	477	997	0	0	57	32	42
N Urban Cohesion (18+)	0	0	163	216	232	0	0	21	13	9
O Rental Hubs (18+)	0	0	896	5,633	5,757	0	0	79	230	149
Adults 18+ estimate 2015	1,682	2,896	14,806	31,778	50,160	100	100	100	100	100



Mosaic UK Map and Data: PENRHOS ARMS, ANGLESEY (203094)



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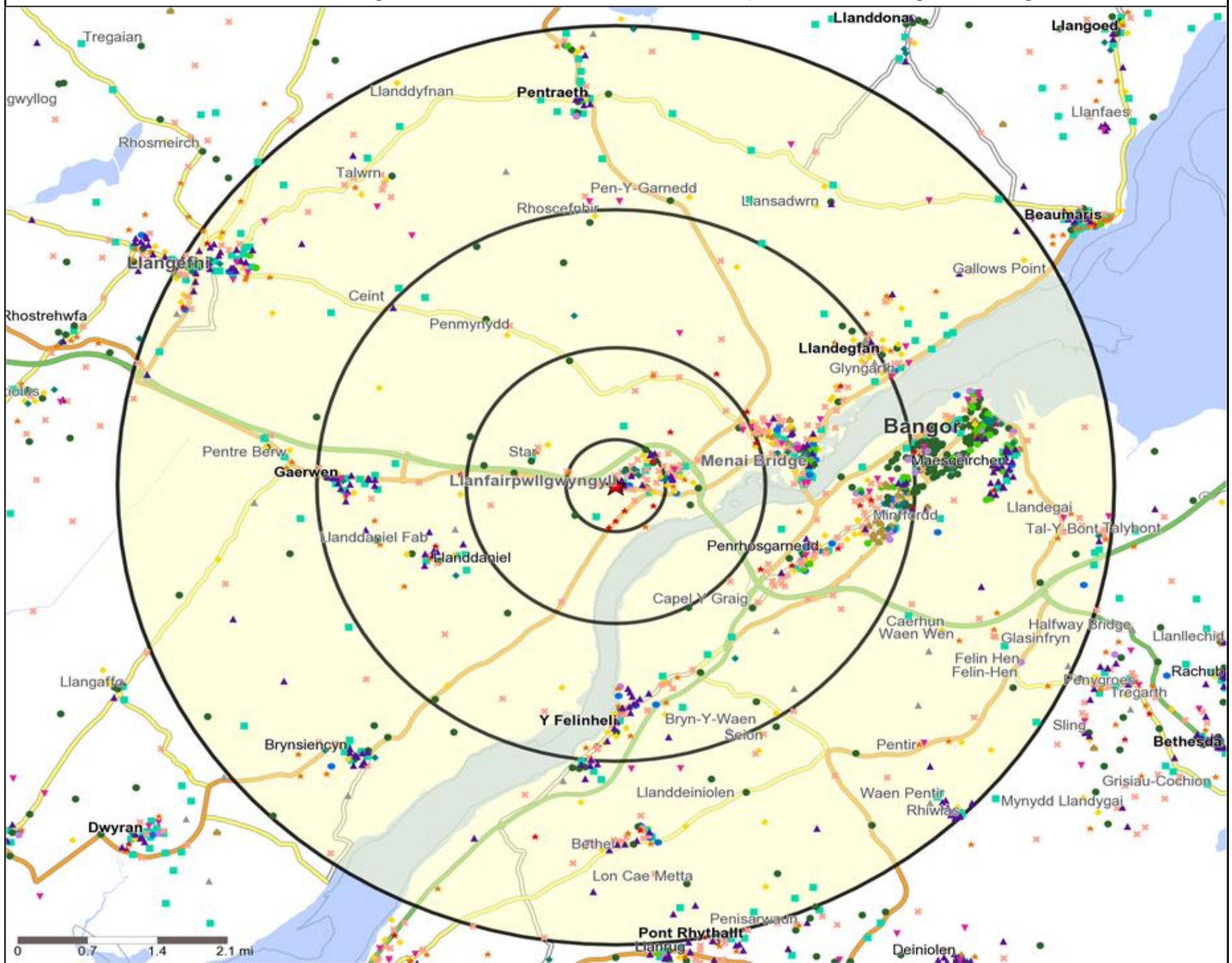
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- D Rural Reality
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- E Senior Security
- I Family Basics
- M Modest Traditions
- C Country Living
- F Suburban Stability
- J Transient Renters
- N Urban Cohesion
- 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+)	341	278
C Country Living (18+)	206	176
D Rural Reality (18+)	425	365
E Senior Security (18+)	38	28
F Suburban Stability (18+)	195	190
G Domestic Success (18+)	348	246
H Aspiring Homemakers (18+)	67	44
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	62	59
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	1,682	100



Occasions Map and Data: PENRHOS ARMS, ANGLESEY (203094)



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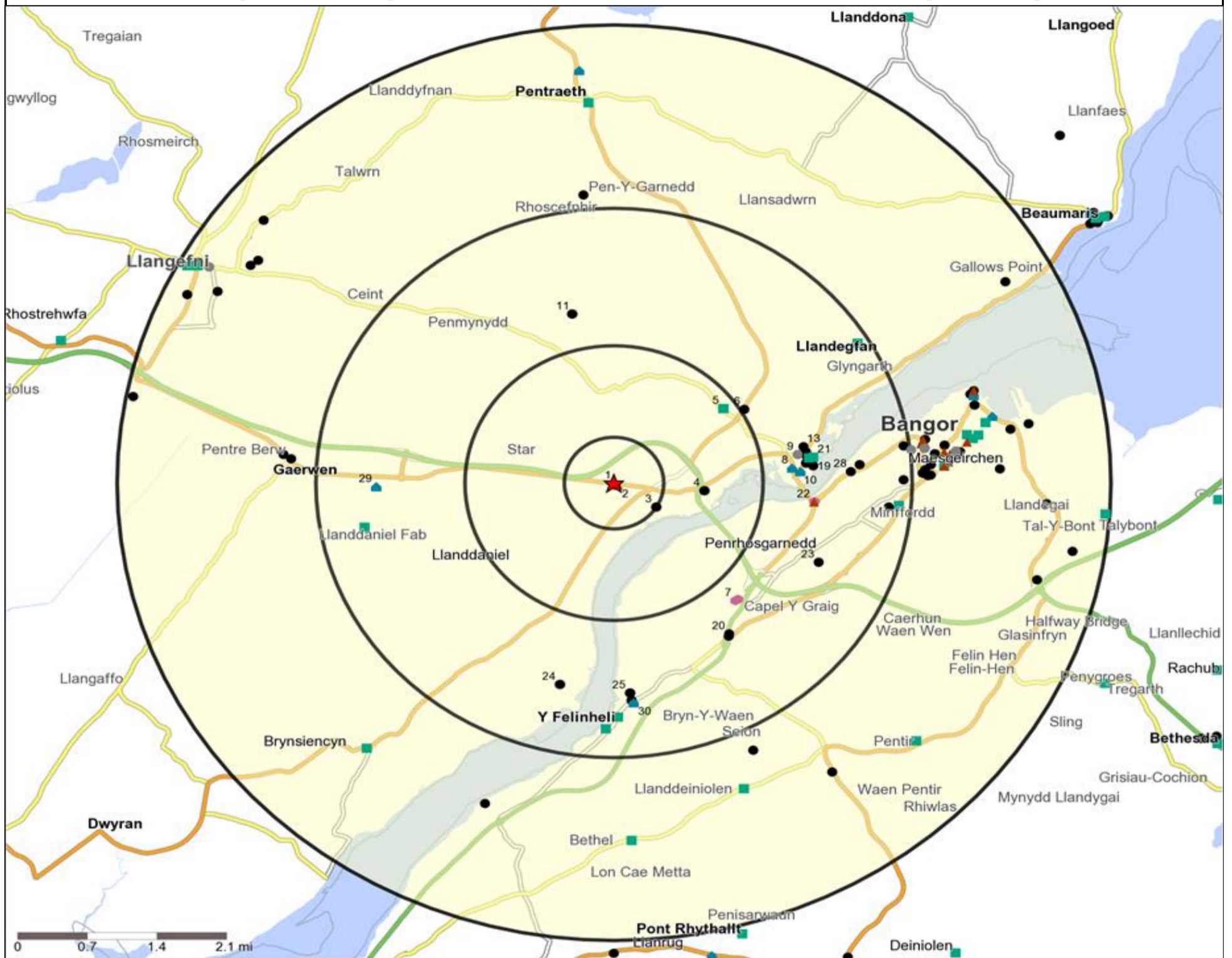
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ★ 09 Leisurely Lunch
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ★ 10 Wining and Dining
- ★ 12 Midweek Meal Deal
- 07 Sporting Pints
- ★ 11 Household Outing
- ★ 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	87	143	810	1,842	3,096	73	77	80	89	96
02 Early Doors	107	166	822	1,632	2,749	108	107	97	94	101
03 Everyday is Friday	87	128	801	1,568	2,524	103	96	111	106	109
04 Weekend Millionaires	85	121	926	1,901	3,332	70	63	89	89	100
05 Out On The Town	104	147	944	1,959	2,694	88	80	94	95	84
06 Business and Pleasure	42	68	419	857	1,280	69	71	81	81	77
07 Sporting Pints	55	74	723	1,618	2,354	42	36	65	71	66
08 Student Social	72	121	727	2,656	3,445	131	141	155	277	230
09 Leisurely Lunch	134	224	1,064	2,033	3,366	116	124	108	101	107
10 Wining and Dining	191	305	1,304	2,187	3,514	145	148	116	95	98
11 Household Outing	90	119	834	1,448	2,246	87	73	94	80	79
12 Midweek Meal Deal	52	105	515	1,290	2,039	89	114	103	126	128
13 Date Night	137	234	987	1,705	2,830	147	160	124	105	111
14 Birthday Treat	142	216	915	1,593	2,553	152	148	115	98	100
15 Pre Show Meal	30	48	273	441	642	94	95	100	79	73
Number of Occasions	1,415	2,219	12,064	24,730	38,664	100	100	100	100	100



Competition Map and Data: PENRHOS ARMS, ANGLESEY (203094)



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

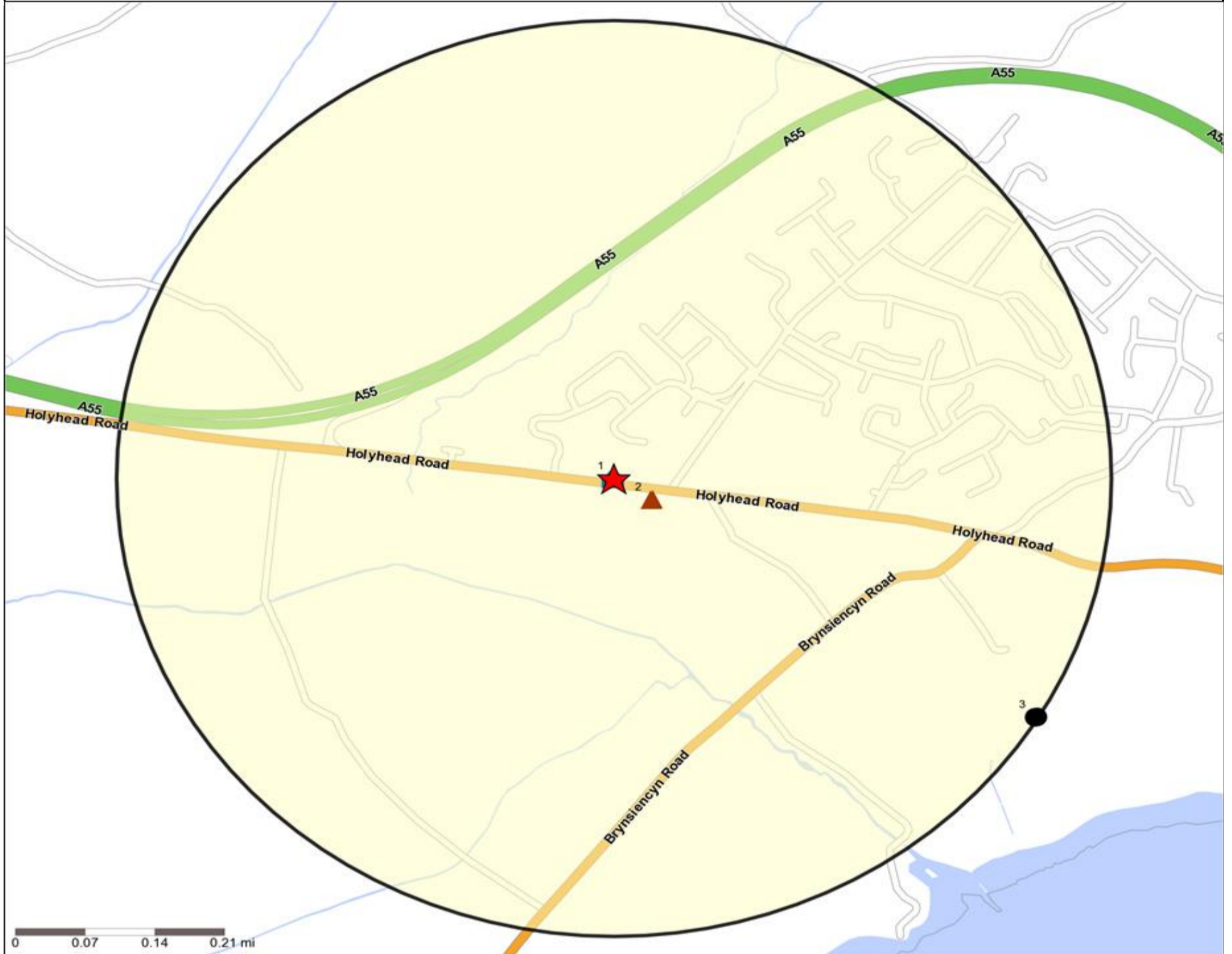


Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	1	13
Circuit Bar	1	1	3	25
Community Local	0	1	7	28
Dry Led	1	1	5	9
Branded Food Pub	0	0	1	1
Rural	0	0	0	0
Other	1	2	24	95
Total	3	5	41	171



Competition Map and Data: PENRHOS ARMS, ANGLESEY (203094)



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	1
Community Local	0
Dry Led	1
Branded Food Pub	0
Rural	0
Other	1
Total	3



Local Competition: PENRHOS ARMS, ANGLESEY (203094)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	PENRHOS ARMS, ANGLESEY	FFORDD CAERGYBI, LLANFAIRPWLLGWYNGYLL, LL61 5YQ	Punch Taverns	LL61 5YQ	Punch Taverns	0.00
1	Penrhos Arms	Ffordd Caergybi, Llanfairpwllgwyngyll	Punch Pub Company	LL61 5YQ	Dry Led	0.00
2	Tafarn Ty Gwyn	High Street, Llanfairpwllgwyngyll	Hawthorn Leisure	LL61 5UJ	Circuit Bar	0.04
3	Jsmt Indefatigable	Plas Llanfair, Llanfairpwllgwyngyll	Independent Free	LL61 6NT	Other	0.50
4	Carreg Bran Hotel & Country Club	Ffordd Caergybi, Llanfairpwllgwyngyll	Independent Free	LL61 5YH	Other	0.91
5	Four Crosses	Ffordd Penmynydd, Menai Bridge	Robinsons	LL59 5RP	Community Local	1.37
6	Sopna Tandori	Pentraeth Road, Menai Bridge	Independent Free	LL59 5RW	Other	1.54
7	Parc Britannia	Parc Menai, Bangor	Whitbread	LL57 4FA	Branded Food	1.77
8	Anglesey Arms	Mona Road, Menai Bridge	J W Lees	LL59 5EA	Dry Led	1.80
9	Straits	Restaurant, Menai Bridge	Independent Free	LL59 5AW	Cafe / Wine Bar	1.87
10	Bridge Inn	Telford Road, Menai Bridge	Marston's	LL59 5DT	Dry Led	1.88
11	Neuaddlwyd Country House	Penmynydd, Llanfairpwllgwyngyll	Independent Free	LL61 5BX	Other	1.89
12	Victoria Hotel	Telford Road, Menai Bridge	Independent Free	LL59 5DR	Other	1.95
13	Hydeout Southern Bar-B-Q & Smokehouse	1 Coronation Road, Menai Bridge	Independent Free	LL59 5BD	Other	1.95
14	Bulkeley Arms	Uxbridge Square, Menai Bridge	Robinsons	LL59 5DF	Other	1.96
15	Sosban & The Old Butcher'S	1 High Street, Menai Bridge	Independent Free	LL59 5EE	Other	1.96
16	Menai Tandoori	13 High Street, Menai Bridge	Independent Free	LL59 5EE	Other	1.96
17	Auckland Arms	13 Water Street, Menai Bridge	Punch Pub Company	LL59 5DD	Community Local	1.98
18	Plas Rhianfa	Beaumaris Road, Menai Bridge	Independent Free	LL59 5DE	Other	2.01
19	Dylans	Water Street, Menai Bridge	Dylan's	LL59 5DE	Other	2.01
20	Ty Golchi	Caernarfon Road, Bangor	Independent Free	LL57 4BT	Other	2.01
21	Liverpool Arms	St Georges Road, Menai Bridge	Punch Pub Company	LL59 5EY	Community Local	2.02
22	Antelope Inn	Holyhead Road, Bangor	Mitchells & Butlers	LL57 2HZ	Circuit Bar	2.02
23	Ysbyty Gwynedd Spt & Social Club	Ysbyty Gwynedd, Penrhosgarnedd, Bangor	Independent Free	LL57 2PW	Other	2.23
24	Plas Coch Club	Llanfairpwllgwyngyll	Independent Free	LL61 6EZ	Other	2.27
25	Hotel Port Dinorwic	Ffordd Siabod, Y Felinheli	Independent Free	LL56 4XA	Other	2.30
26	Hotel Plas Dinorwic	Port Dinorwic, Y Felinheli	Independent Free	LL56 4JN	Other	2.38
27	Marina Club	Portdinorwic Marina, Y Felinheli	Independent Free	LL56 4JN	Other	2.38
28	Bangor City Football Club	The Book People Stadium, Bangor	Independent Free	LL57 2HQ	Other	2.39
29	Gaerwen Arms	Chapel Street, Gaerwen	Star Pubs & Bars	LL60 6DW	Dry Led	2.39
30	Halfway House	Bangor Road, Port Dinorwic, Y Felinheli	Independent Free	LL56 4JQ	Dry Led	2.41