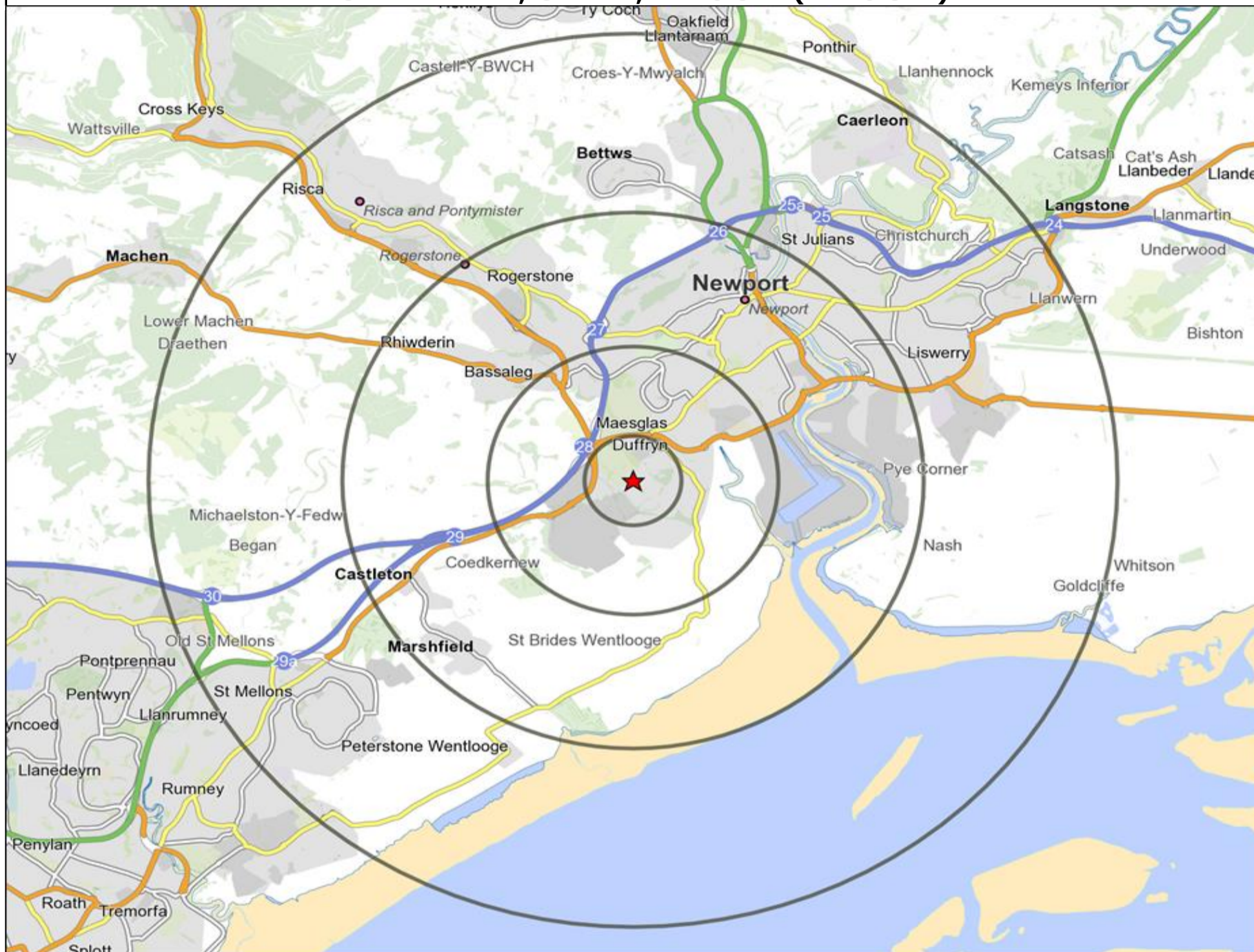




**Customer Profile Report for DUFFRYN ARMS, NEWPORT (Punch Outlet Number: 201418)
DUFFRYN WAY, GWENT, NP10 8TE (NP10 8TE)**



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

Age Data Table

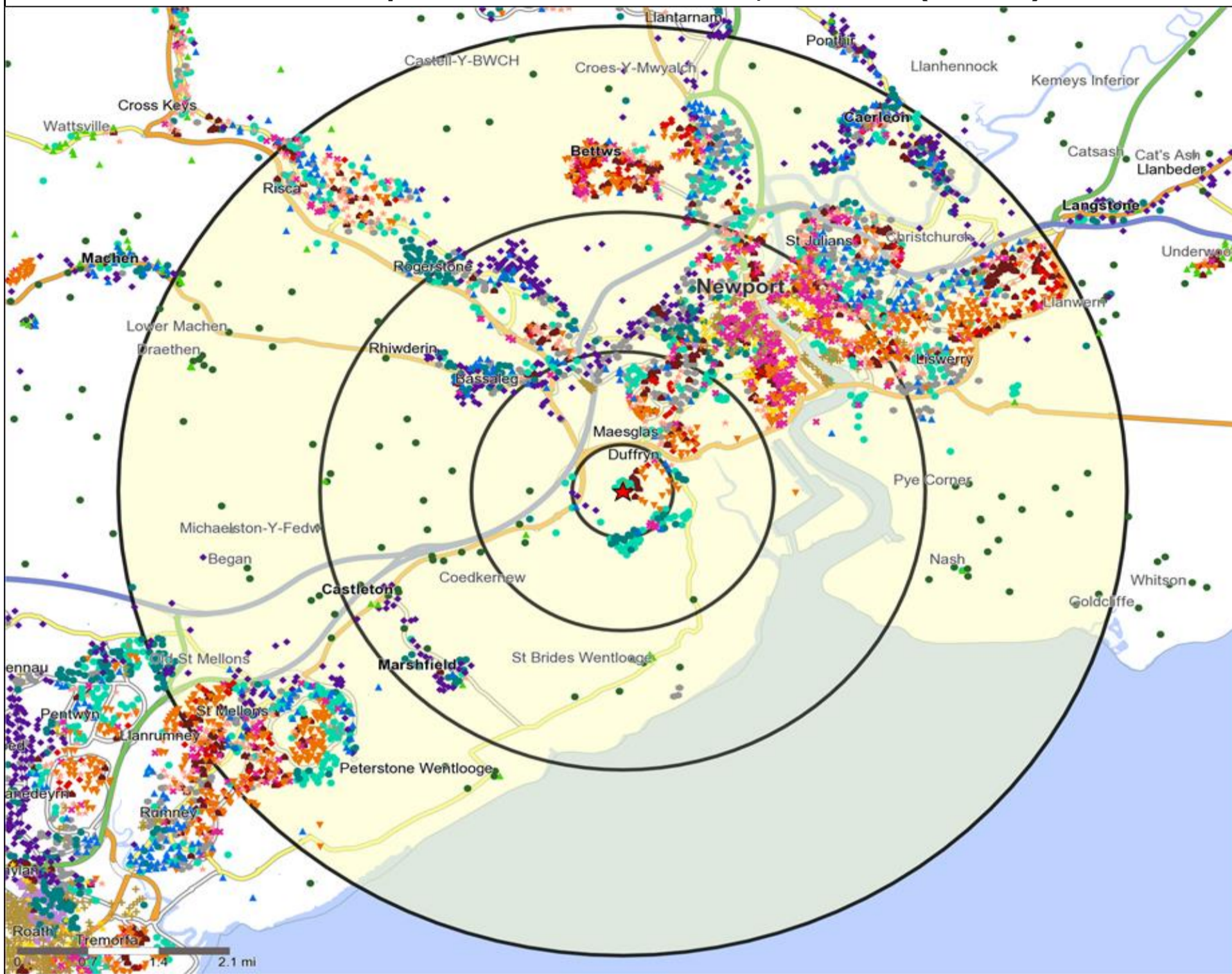
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	973	3,712	14,922	37,036	47,082	141	117	108	109	110
16-17	110	432	1,708	4,725	5,920	129	110	100	113	112
18-24	344	1,341	7,458	17,233	20,369	103	88	112	106	99
25-34	653	2,603	11,275	24,846	31,488	130	113	112	101	101
35-44	411	2,064	9,257	22,031	28,202	88	96	99	96	98
45-54	417	2,270	9,895	25,171	31,352	80	95	95	98	97
55-64	276	1,789	7,654	19,379	24,738	66	94	92	95	96
65+	497	2,656	11,512	29,988	38,016	75	87	87	92	93
Population estimate 2015	3,681	16,867	73,681	180,409	227,167	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	3,402	15,335	60,101	158,481	200,715	92%	91%	85%	90%	90%
Mixed / Multiple Ethnic Groups	103	401	1,628	3,658	4,584	3%	2%	2%	2%	2%
Asian / Asian British	119	670	6,330	8,871	10,833	3%	4%	9%	5%	5%
Black / African / Caribbean / Black British	62	248	1,712	3,059	3,529	2%	1%	2%	2%	2%
Other Ethnic Group	25	131	1,173	2,057	2,716	1%	1%	2%	1%	1%
All People (Ethnic Group)	3,711	16,785	70,944	176,126	222,377	100	100	100	100	100



Mosaic UK Map and Data: DUFFRYN ARMS, NEWPORT (201418)



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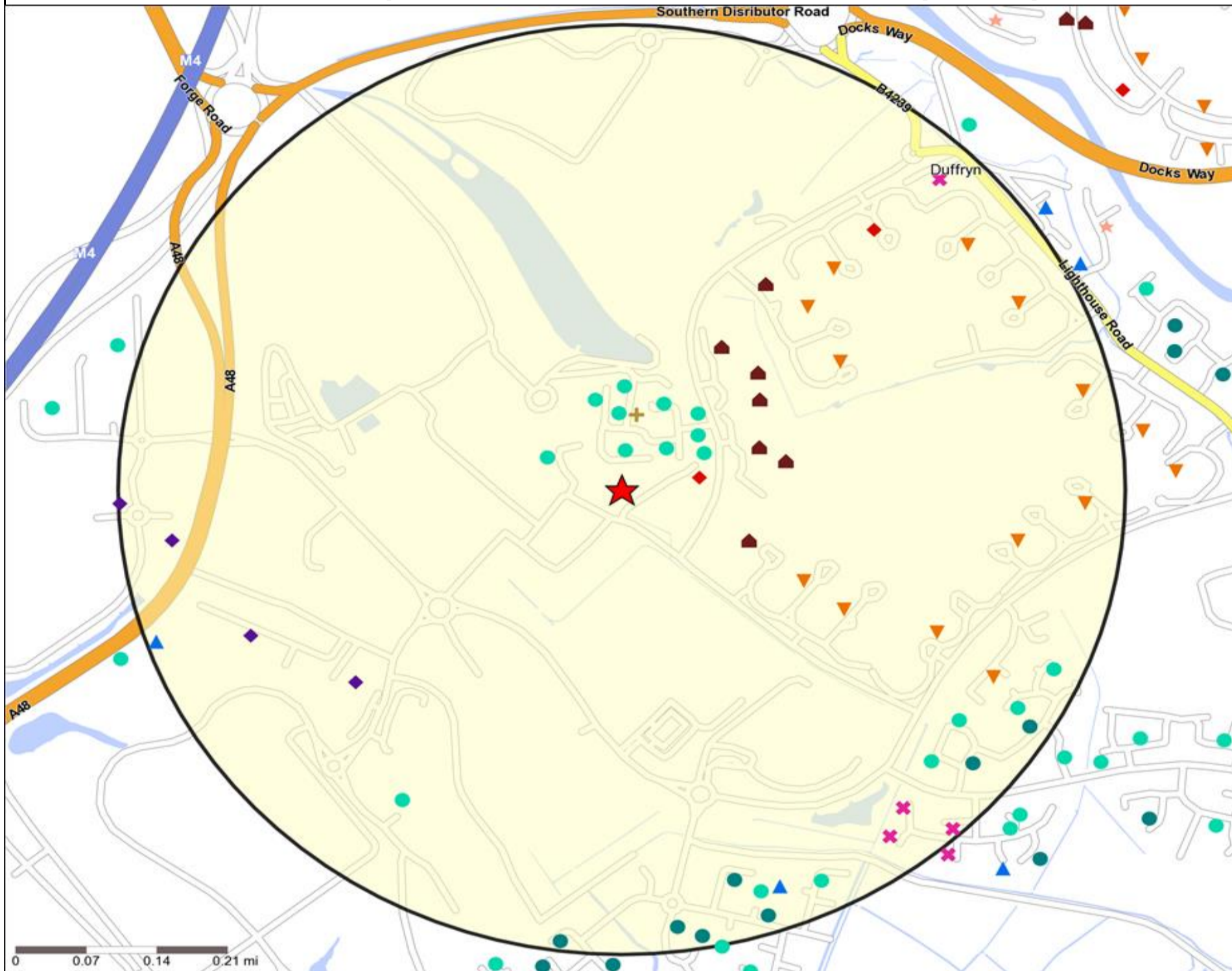
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- B Prestige Positions
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- 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	11	11	12	0	0	0	0	0
B Prestige Positions (18+)	18	400	5,785	10,689	12,955	9	43	139	106	102
C Country Living (18+)	29	98	656	1,856	1,558	16	11	17	19	13
D Rural Reality (18+)	10	32	230	427	1,212	6	4	6	4	10
E Senior Security (18+)	0	1,558	5,101	13,694	17,075	0	151	110	122	121
F Suburban Stability (18+)	32	764	2,109	10,490	12,745	20	98	61	125	120
G Domestic Success (18+)	319	1,087	5,169	9,426	12,897	146	102	108	81	88
H Aspiring Homemakers (18+)	563	2,735	5,869	17,759	24,382	238	236	113	141	154
I Family Basics (18+)	1,115	2,486	6,300	19,677	24,146	594	271	153	198	192
J Transient Renters (18+)	83	318	8,505	13,196	14,753	55	43	258	166	147
K Municipal Challenge (18+)	93	835	1,495	6,536	7,300	61	112	45	81	71
L Vintage Value (18+)	322	1,023	5,275	13,078	16,239	197	128	147	151	148
M Modest Traditions (18+)	0	1,199	4,258	14,407	21,077	0	198	157	220	255
N Urban Cohesion (18+)	0	31	2,536	2,586	2,702	0	5	85	36	30
O Rental Hubs (18+)	16	158	3,752	4,071	4,931	8	16	85	38	37
Adults 18+ estimate 2015	2,600	12,724	57,051	137,903	173,984	100	100	100	100	100



Mosaic UK Map and Data: DUFFRYN ARMS, NEWPORT (201418)



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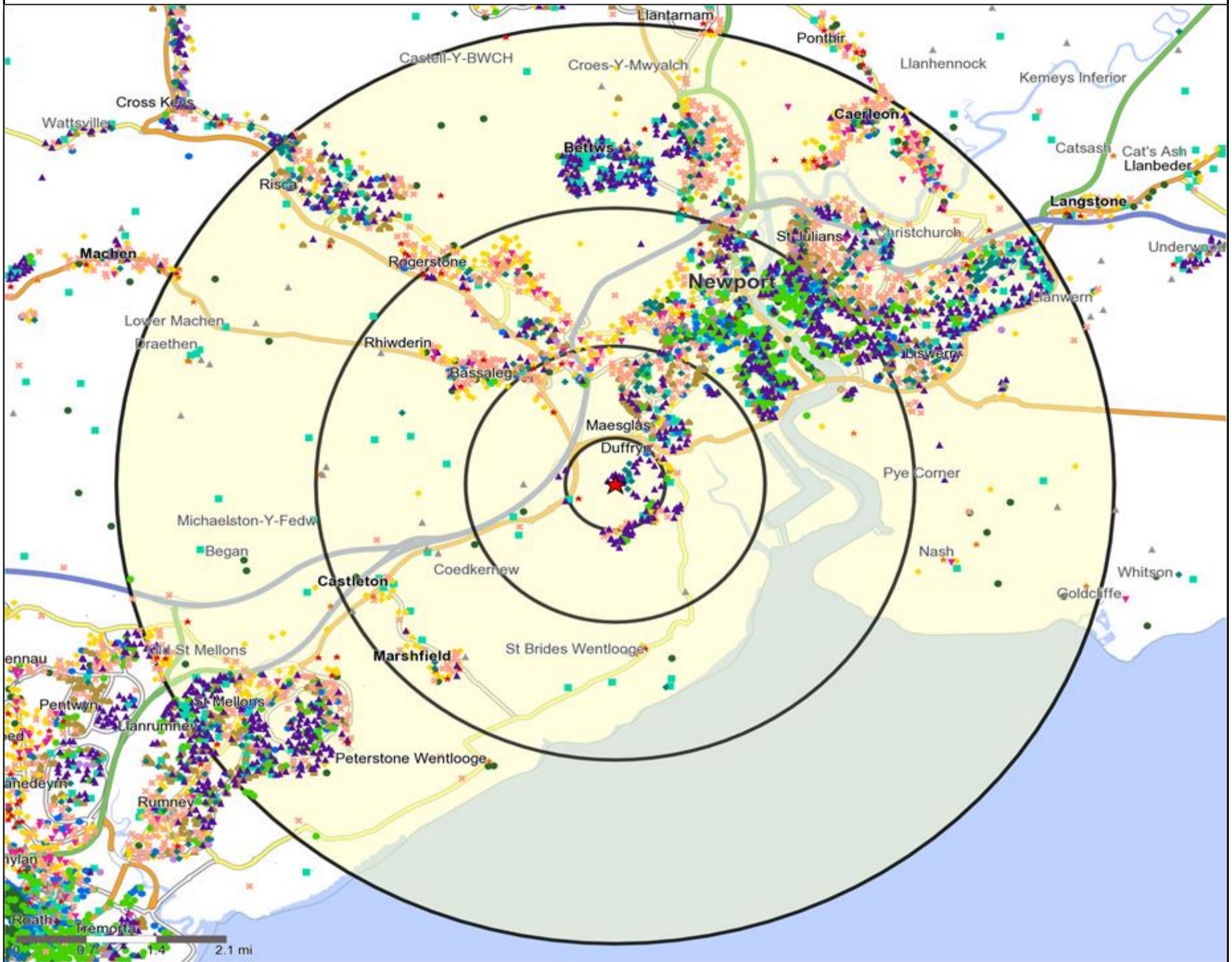
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M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

Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	18	9
C Country Living (18+)	29	16
D Rural Reality (18+)	10	6
E Senior Security (18+)	0	0
F Suburban Stability (18+)	32	20
G Domestic Success (18+)	319	146
H Aspiring Homemakers (18+)	563	238
I Family Basics (18+)	1,115	594
J Transient Renters (18+)	83	55
K Municipal Challenge (18+)	93	61
L Vintage Value (18+)	322	197
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	16	8
Adults 18+ estimate 2015	2,600	100



Occasions Map and Data: DUFFRYN ARMS, NEWPORT (201418)



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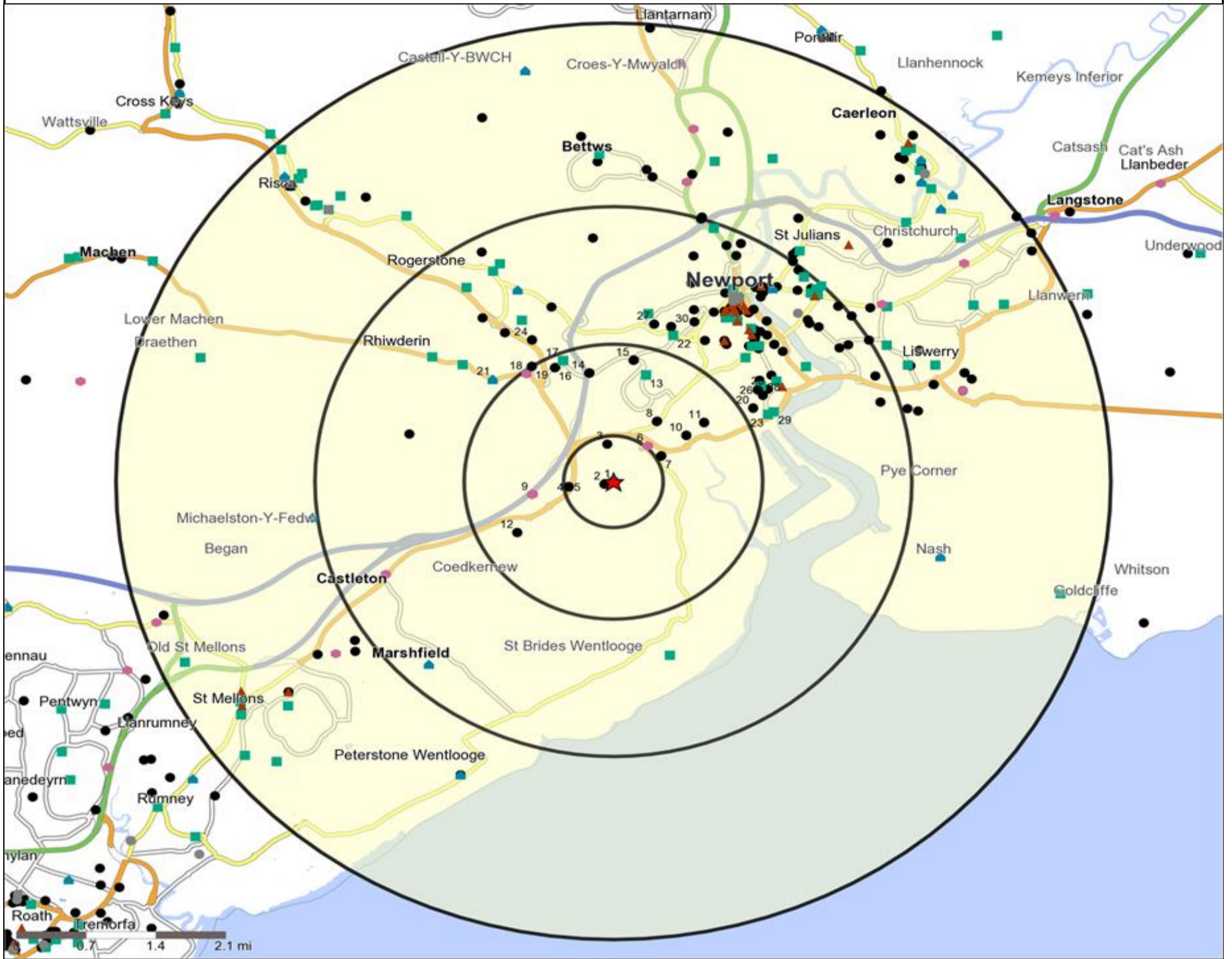
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- ▲ 10 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	347	1,092	4,567	11,289	13,627	132	98	97	99	96
02 Early Doors	251	1,074	3,905	10,643	13,349	114	115	99	112	112
03 Everyday is Friday	142	793	3,351	8,456	10,886	76	100	100	104	107
04 Weekend Millionaires	534	1,802	6,010	15,212	18,888	197	157	124	130	129
05 Out On The Town	315	1,232	5,589	12,944	16,041	121	111	120	115	114
06 Business and Pleasure	96	371	2,025	4,138	5,108	71	65	84	71	70
07 Sporting Pints	319	1,072	5,611	11,714	14,302	111	88	109	94	92
08 Student Social	47	282	1,608	3,627	4,568	39	55	74	69	69
09 Leisurely Lunch	209	973	4,225	10,196	12,786	81	90	92	92	92
10 Wining and Dining	182	1,121	4,577	10,751	13,737	62	91	88	85	87
11 Household Outing	264	1,175	4,544	12,116	15,488	114	120	110	122	124
12 Midweek Meal Deal	164	606	2,576	6,688	8,200	126	110	111	119	117
13 Date Night	115	740	3,200	7,223	9,416	56	84	87	81	84
14 Birthday Treat	108	684	3,134	7,797	10,006	52	78	85	87	89
15 Pre Show Meal	51	290	1,224	2,801	3,614	72	96	96	91	94
Number of Occasions	3,144	13,307	56,146	135,595	170,016	100	100	100	100	100



Competition Map and Data: DUFFRYN ARMS, NEWPORT (201418)



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

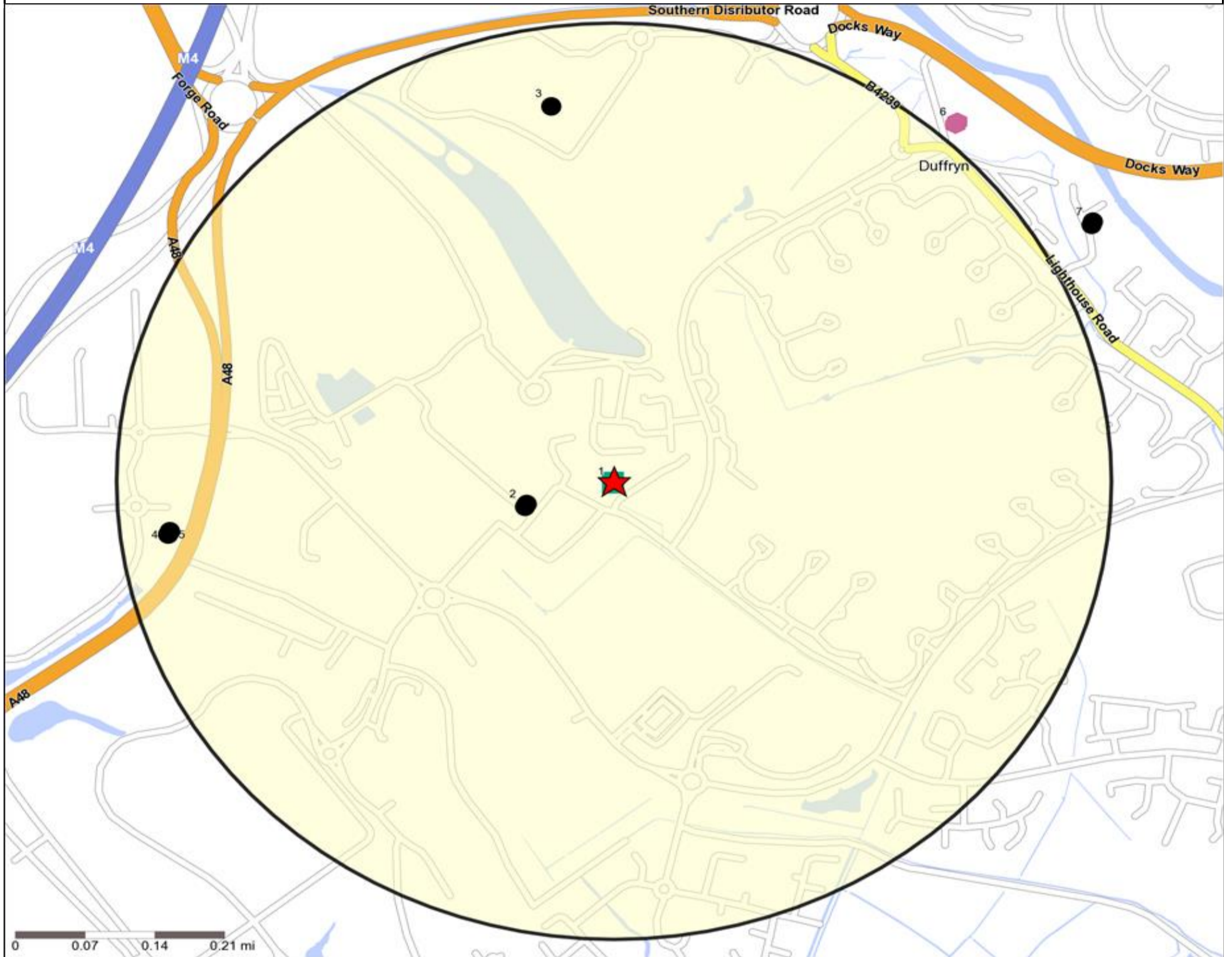
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

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	7	11
Circuit Bar	0	0	23	29
Community Local	1	3	41	70
Dry Led	0	0	4	14
Branded Food Pub	0	3	4	11
Rural	0	0	0	0
Other	4	12	116	173
Total	5	18	195	308



Competition Map and Data: DUFFRYN ARMS, NEWPORT (201418)



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	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	4
Total	5



Local Competition: DUFFRYN ARMS, NEWPORT (201418)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	DUFFRYN ARMS, NEWPORT	DUFFRYN WAY, GWENT, NP10 8TE	Punch Taverns	NP10 8TE	Punch Taverns	0.00
1	Duffryn Arms	Duffryn, Newport	Punch Pub Company	NP10 8TE	Community Local	0.00
2	Tredegar House	Coedkernew, Newport	Independent Free	NP10 8TW	Other	0.09
3	Office For National Statistics	Cardiff Road, Newport	Independent Free	NP10 8XG	Other	0.41
4	Bacaro	2 Celtic Springs Retail Parade, Newport	Independent Free	NP10 8BB	Other	0.45
5	Express By Holiday Inn	Lakeside Drive, Coedkernew, Newport	InterContinental Hotels Group	NP10 8BB	Other	0.45
6	Stone House	Lighthouse Road, St Brides Wentlooge, Newport	Mitchells & Butlers	NP10 8TG	Branded Food	0.52
7	Newport Saracens Rugby Club	Beech Grove, St Brides Wentlooge, Newport	Independent Free	NP10 8TB	Other	0.56
8	Ebbw Bridge Non Political Club	217 Cardiff Road, Newport	Independent Free	NP20 3AG	Other	0.79
9	Dragonfly	Hazell Drive, Newport	Mitchells & Butlers	NP10 8FY	Branded Food	0.83
10	Maesglas Working Mens Club	Maesglas Avenue, Newport	Independent Free	NP20 3BT	Other	0.89
11	Dw Sports Fitness	28 Maesglas Industrial Estate, Newport	DW Sports Fitness	NP20 2NN	Other	1.12
12	Parc Golf Club	Church Lane, Coedkernew, Newport	Independent Free	NP10 8TU	Other	1.12
13	Gaer Inn	37 Gaer Road, Newport	Punch Pub Company	NP20 3GY	Community Local	1.21
14	Tredegar Park Golf Club	Bassaleg Road, Newport	Independent Free	NP20 3PX	Other	1.21
15	Gaer Park Club & Institute	Gaer Park Drive, Newport	Independent Free	NP20 3NN	Other	1.34
16	Whitehead Bassaleg Sports & Social Club	Park View, Bassaleg, Newport	Independent Free	NP10 8LA	Other	1.37
17	Three Moguls	7 Western Valley Road, Rogerstone, Newport	Independent Free	NP10 9DS	Community Local	1.41
18	Tredegar Arms	4 Caerphilly Road, Bassaleg, Newport	Greene King	NP10 8LE	Branded Food	1.46
19	Junction 28	Station Approach, Bassaleg, Newport	Independent Free	NP10 8LD	Other	1.50
20	Ymca Newport	Mendalgief Road, Newport	Independent Free	NP20 2HF	Other	1.62
21	Ruperra Arms	73 Caerphilly Road, Bassaleg, Newport	Punch Pub Company	NP10 8LJ	Dry Led	1.65
22	Hand Post Hotel	Risca Road, Newport	Greene King	NP20 4HX	Community Local	1.71
23	Waterloo	113 Alexandra Road, Newport	Independent Free	NP20 2JG	Community Local	1.72
24	Rogerstone & Bassaleg Social Club	3 Tregwilym Road, Rogerstone, Newport	Independent Free	NP10 9DW	Other	1.75
25	Ra Gunners Club	24 Pottery Terrace, Newport	Independent Free	NP20 2NA	Other	1.76
26	Mission To Seamen Club	Pottery Terrace, Newport	Independent Free	NP20 2NA	Other	1.76
27	Stow Park Lawn Tennis Club	Woodville Road, Newport	Independent Free	NP20 4JB	Other	1.77
28	Docks Conservative Club	1 Pottery Terrace, Newport	Independent Free	NP20 2NX	Other	1.77
29	West Of England Tavern	42 Mill Parade, Newport	Independent Free	NP20 2JS	Community Local	1.78
30	Alhas	Oakfield Road, Newport	Independent Free	NP20 4LP	Other	1.79