



**Customer Profile Report for FARMERS ARMS, BRIDGEND (Punch Outlet Number: 300074)
WICK ROAD, BRIDGEND, CF32 0SE (CF32 0SE)**



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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	107	162	1,929	11,269	11,974	81	83	100	97	99
16-17	22	26	233	1,692	1,728	135	108	97	118	116
18-24	50	75	628	4,683	4,970	78	80	67	84	86
25-34	49	76	1,032	7,418	7,845	51	54	73	88	89
35-44	84	125	1,474	7,817	8,126	94	95	113	100	100
45-54	103	154	1,661	9,491	9,720	103	105	113	108	107
55-64	103	169	1,367	7,553	7,734	129	144	117	108	107
65+	186	252	2,002	11,980	12,024	147	135	108	107	104
Population estimate 2015	704	1,039	10,326	61,903	64,121	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	702	1,034	10,077	58,915	61,211	99%	99%	98%	97%	97%
Mixed / Multiple Ethnic Groups	2	4	80	540	542	0%	0%	1%	1%	1%
Asian / Asian British	1	2	116	1,129	1,103	0%	0%	1%	2%	2%
Black / African / Caribbean / Black British	0	0	27	182	184	0%	0%	0%	0%	0%
Other Ethnic Group	2	3	19	213	201	0%	0%	0%	0%	0%
All People (Ethnic Group)	707	1,043	10,319	60,979	63,241	100	100	100	100	100



Mosaic UK Map and Data: FARMERS ARMS, BRIDGEND (300074)



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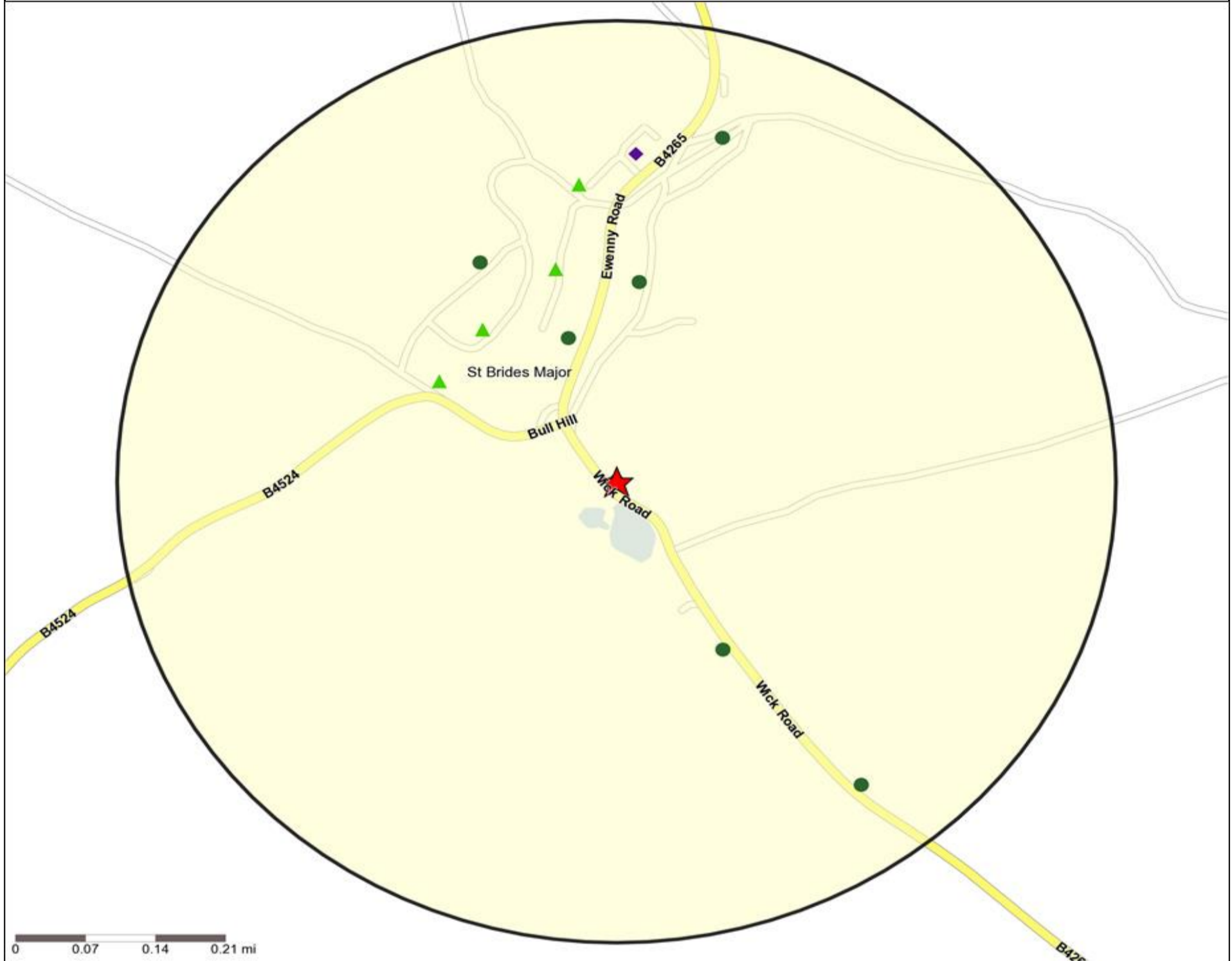
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- B Prestige Positions
- C Country Living
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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+)	41	53	1,076	4,821	4,401	98	85	181	137	120
C Country Living (18+)	412	674	2,713	4,358	5,746	1,032	1,140	479	130	165
D Rural Reality (18+)	122	124	293	587	2,959	306	210	52	18	85
E Senior Security (18+)	0	0	434	6,351	5,644	0	0	65	161	138
F Suburban Stability (18+)	0	0	1,020	5,077	4,417	0	0	205	172	144
G Domestic Success (18+)	0	0	1,533	5,762	5,785	0	0	224	142	137
H Aspiring Homemakers (18+)	0	0	967	8,343	9,106	0	0	130	190	199
I Family Basics (18+)	0	0	0	2,409	2,443	0	0	0	69	67
J Transient Renters (18+)	0	0	25	2,669	2,530	0	0	5	96	87
K Municipal Challenge (18+)	0	0	0	1,324	1,324	0	0	0	47	45
L Vintage Value (18+)	0	0	63	2,445	2,149	0	0	12	80	68
M Modest Traditions (18+)	0	0	30	3,881	3,387	0	0	8	169	142
N Urban Cohesion (18+)	0	0	1	13	13	0	0	0	1	0
O Rental Hubs (18+)	0	0	1	316	272	0	0	0	8	7
Adults 18+ estimate 2015	575	851	8,156	48,356	50,176	100	100	100	100	100



Mosaic UK Map and Data: FARMERS ARMS, BRIDGEND (300074)



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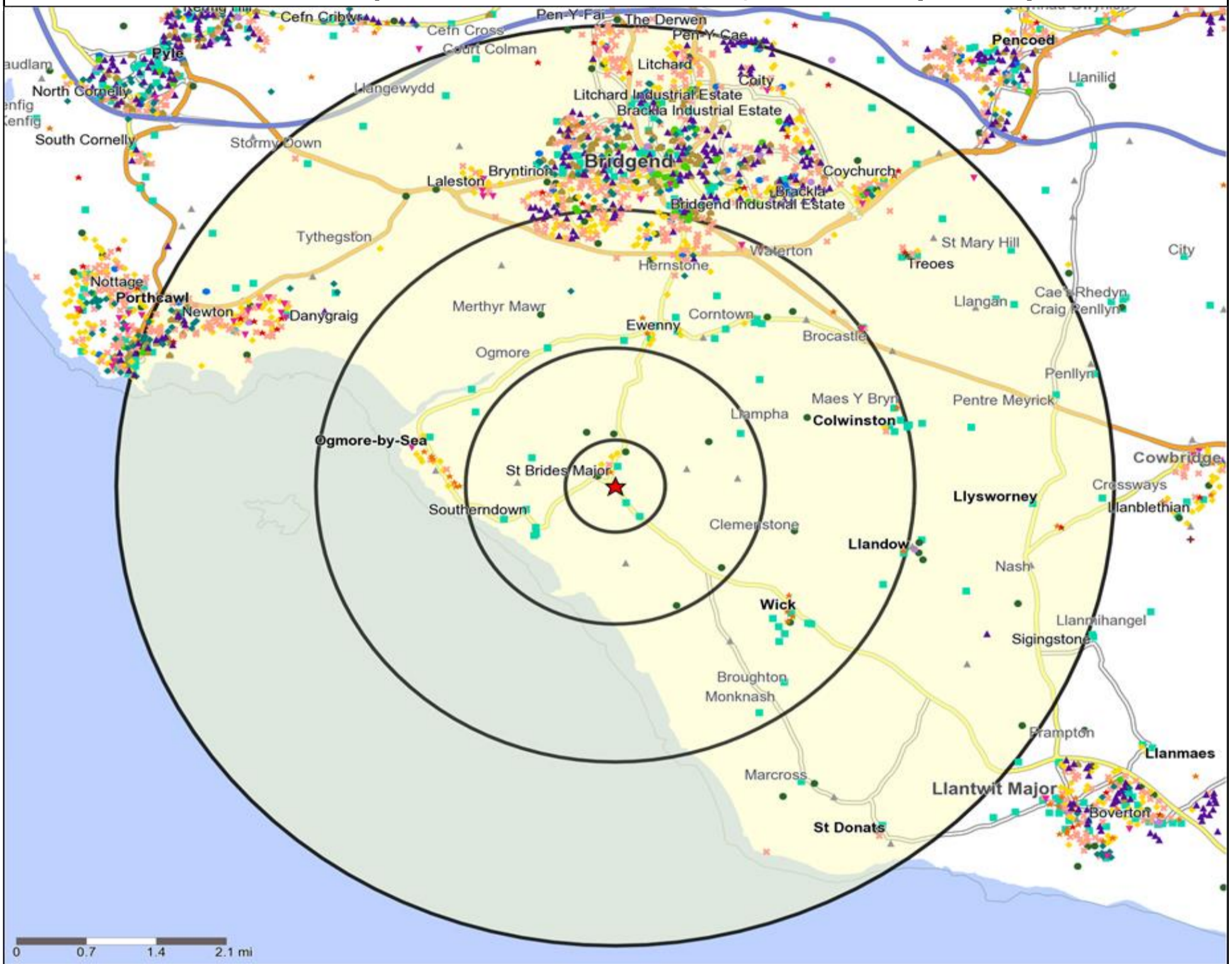
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	41	98
C Country Living (18+)	412	1,032
D Rural Reality (18+)	122	306
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	575	100



Occasions Map and Data: FARMERS ARMS, BRIDGEND (300074)



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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	50	97	511	3,216	3,362	123	164	90	88	88
02 Early Doors	29	48	416	3,385	3,394	85	97	87	110	106
03 Everyday is Friday	30	41	409	2,811	2,918	103	97	101	107	107
04 Weekend Millionaires	12	17	344	3,970	4,213	29	28	59	105	107
05 Out On The Town	28	36	447	3,579	3,642	69	61	79	98	96
06 Business and Pleasure	33	59	372	1,503	1,623	158	194	127	80	83
07 Sporting Pints	11	12	191	2,394	2,501	25	18	31	60	60
08 Student Social	32	48	388	1,633	1,818	169	175	147	96	103
09 Leisurely Lunch	46	68	629	3,598	3,689	116	118	113	101	99
10 Wining and Dining	47	57	806	4,466	4,609	104	87	128	110	109
11 Household Outing	22	35	416	3,672	3,737	61	67	83	114	112
12 Midweek Meal Deal	42	54	306	1,767	1,979	209	185	109	98	105
13 Date Night	48	57	785	3,653	3,795	150	122	175	127	127
14 Birthday Treat	45	59	602	3,090	3,153	140	127	134	107	105
15 Pre Show Meal	12	20	185	1,042	1,069	109	125	120	105	104
Number of Occasions	487	708	6,807	43,779	45,502	100	100	100	100	100



Competition Map and Data: FARMERS ARMS, BRIDGEND (300074)



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

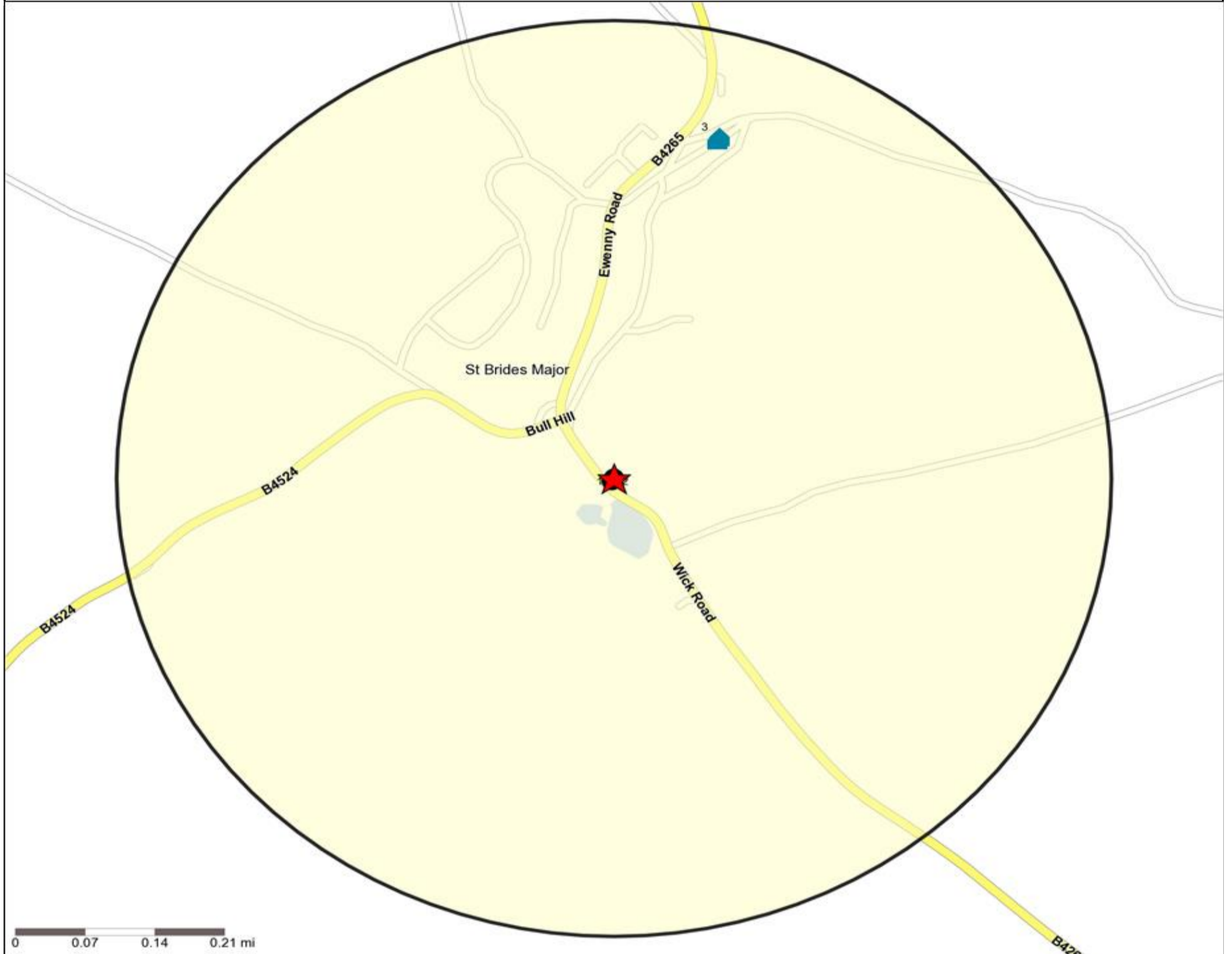
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	8
Circuit Bar	0	0	1	12
Community Local	0	0	0	25
Dry Led	1	2	7	14
Branded Food Pub	0	0	1	2
Rural	1	1	2	2
Other	1	3	10	58
Total	3	6	21	121



Competition Map and Data: FARMERS ARMS, BRIDGEND (300074)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	0
Dry Led	1
Branded Food Pub	0
Rural	1
Other	1
Total	3



Local Competition: FARMERS ARMS, BRIDGEND (300074)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	FARMERS ARMS, BRIDGEND	WICK ROAD, BRIDGEND, CF32 0SE	Punch Taverns	CF32 0SE	Punch Taverns	0.00
1	Farmers Arms	Wick Road, St Brides Major, Bridgend	Punch Pub Company	CF32 0SE	Rural Character	0.00
2	Ewenny & Corntown Cricket Club	Wick Road, St Brides Major, Bridgend	Independent Free	CF32 0SE	Other	0.00
3	Fox & Hounds	St Brides, St Brides Major, Bridgend	Enterprise Inns	CF32 0SA	Dry Led	0.38
4	Three Golden Cups	Southerndown, Bridgend	Enterprise Inns	CF32 0RW	Dry Led	0.92
5	Frolic	1 Beach Road, Southerndown, Bridgend	Independent Free	CF32 0RP	Other	0.95
6	Barn At West Farm	Southerndown, Bridgend	Independent Free	CF32 0PY	Other	1.18
7	Pelican	Ogmore-By-Sea, Bridgend	Enterprise Inns	CF32 0QP	Rural Character	1.63
8	Watermill	Ogmore Road, Ogmore-By-Sea, Bridgend	Brain	CF32 0QP	Dry Led	1.63
9	Southerndown Golf Club	Ogmore-By-Sea, Bridgend	Independent Free	CF32 0QP	Other	1.63
10	Tempus Fugit	87 Main Road, Ogmore-By-Sea, Bridgend	Independent Free	CF32 0PW	Other	1.73
11	Sea Lawn Hotel	Slon Lane, Ogmore-By-Sea, Bridgend	Independent Free	CF32 0PN	Other	1.79
12	Vale Cricket Club	Corntown Road, Corntown, Bridgend	Independent Free	CF35 5BG	Other	2.03
13	Star Inn	Ewenny Road, Wick, Cowbridge	Unknown	CF71 7QA	Dry Led	2.11
14	Lamb & Flag	Church Street, Wick, Cowbridge	Independent Free	CF71 7QE	Circuit Bar	2.28
15	Heronston Hotel & Leisure Club	Ewenny Road, Ewenny, Bridgend	Independent Free	CF35 5AW	Other	2.36
16	Corntown Country Inn	Corntown Road, Corntown, Bridgend	Enterprise Inns	CF35 5BA	Dry Led	2.63
17	Bridgend Bowling Tennis & Croquet Club	Newbridge Gardens, Bridgend	Independent Free	CF31 3PB	Other	2.79
18	Plough & Harrow	Monknash, Cowbridge	Independent Free	CF71 7QQ	Dry Led	2.86
19	Toby Carvery	South Road, Bridgend Industrial Estate, Bridgend	Mitchells & Butlers	CF31 3UL	Branded Food	2.90
20	Sycamore Tree Inn	Colwinstone, Colwinston, Cowbridge	Brain	CF71 7NL	Dry Led	2.92
21	Bridgend Athletic Rugby Club	12 Ewenny Road, Bridgend	Independent Free	CF31 3HP	Other	2.99
22	Llangwydd Arms	Gentle Way, Bridgend	Marston's	CF31 5EJ	Community Local	3.01
23	Loft Lounge	Gentle Way, Bridgend	Independent Free	CF31 5EJ	Cafe / Wine Bar	3.01
24	Bar 46	Gentle Way, Bridgend	Independent Free	CF31 5EJ	Other	3.01
25	Cinnamon Restaurant	Gentle Way, Bridgend	Independent Free	CF31 5EJ	Other	3.01
26	Coach & Horses	37 Cowbridge Road, Bridgend	Unknown	CF31 3DH	Community Local	3.02
27	Cabo Roche	Five Bells Road, Bridgend	Independent Free	CF31 3HW	Cafe / Wine Bar	3.02
28	Golden Well Restaurant	Golden Mile, Brocastle, Bridgend	Independent Free	CF35 5AU	Other	3.03
29	Spice	59-61 Nolton Street, Bridgend	Independent Free	CF31 3AE	Other	3.10
30	Ashoka Tandoori	68 Nolton Street, Bridgend	Independent Free	CF31 3BP	Other	3.12