

## Location Report



| Created: Dec 15 2025 4:35PM in 7 seconds |

...: PUB SEGMENTATION ...

Site: Y Bryncynan, LL53 6AA

A Village All Rounder pub is the hub of the traditional community village. The local age population is older and of mid-affluence. Successful pubs can do both food and drink, although there will be a price sensitivity especially around drink. A warm welcoming pub would appeal to both locals and allow the pub to appeal to a wider geographical audience. A lot of the competition is unbranded. Traditional games and decor should contribute to an authentic experience and the right tenant and manager will be key to create the right ambience.

<b>Variable</b>	<b>Target Value</b>
Best Fit Segmentation	Village All Rounder
How close it the Best Fit	0.66
Second Best Fit Segmentation	Premium Village
How close it the Second Best Fit	0.26
Third Best Fit Segmentation	none
How close it the Third Best Fit	0.00



**GROUP 2: COMFORTABLE SCEPTICS**

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be wary of trying something new.



**GROUP 4: COST CONSCIOUS CHAMPIONS**

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.



**GROUP 5: CAREFREE DOLCE VITAS**

Empty-nesters, discerning and health-conscious, they frequently enjoy meals out with family and friends, invariably with a glass of wine.



**GROUP 8: STEADFAST SIPPERS**

They've got their favourite places, rarely push the boat out, and prefer staying close to home.

...: MATCH CONSUMER SEGMENTATION ...

Site: **Y Brynecynan, LL53 6AA : 500m**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	1	16.67%	9,583,035	15.35%	108.61%	
C02. Comfortable Sceptics	1	16.67%	8,713,823	13.95%	119.45%	
C03. Mainstream Minded	1	16.67%	6,388,194	10.23%	162.93%	
C04. Cost-Conscious Champions	0	0.00%	7,857,998	12.58%	0.00%	
C05. Carefree Dolce Vitas	1	16.67%	4,527,939	7.25%	229.87%	
C06. Family Pit Stoppers	0	0.00%	4,593,126	7.35%	0.00%	
C07. Trending Tastemakers	0	0.00%	5,955,829	9.54%	0.00%	
C08. Steadfast Sippers	1	16.67%	4,164,917	6.67%	249.90%	
C09. Sparkling Socialisers	1	16.67%	4,164,917	6.67%	249.90%	
C10. Business Class Seekers	0	0.00%	5,441,256	8.71%	0.00%	
Total	6	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Y Bryncynan, LL53 6AA : 1km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	53	12.47%	9,583,035	15.35%	81.27%	
C02. Comfortable Sceptics	80	18.82%	8,713,823	13.95%	134.90%	
C03. Mainstream Minded	39	9.18%	6,388,194	10.23%	89.71%	
C04. Cost-Conscious Champions	52	12.24%	7,857,998	12.58%	97.24%	
C05. Carefree Dolce Vitas	34	8.00%	4,527,939	7.25%	110.34%	
C06. Family Pit Stoppers	24	5.65%	4,593,126	7.35%	76.78%	
C07. Trending Tastemakers	27	6.35%	5,955,829	9.54%	66.61%	
C08. Steadfast Sippers	39	9.18%	4,164,917	6.67%	137.59%	
C09. Sparkling Socialisers	39	9.18%	4,164,917	6.67%	137.59%	
C10. Business Class Seekers	30	7.06%	5,441,256	8.71%	81.01%	
Total	425	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Y Bryncynan, LL53 6AA : 2km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	476	13.61%	9,583,035	15.35%	88.70%	
C02. Comfortable Sceptics	624	17.84%	8,713,823	13.95%	127.88%	
C03. Mainstream Minded	328	9.38%	6,388,194	10.23%	91.69%	
C04. Cost-Conscious Champions	465	13.30%	7,857,998	12.58%	105.68%	
C05. Carefree Dolce Vitas	270	7.72%	4,527,939	7.25%	106.49%	
C06. Family Pit Stoppers	210	6.01%	4,593,126	7.35%	81.65%	
C07. Trending Tastemakers	237	6.78%	5,955,829	9.54%	71.06%	
C08. Steadfast Sippers	307	8.78%	4,164,917	6.67%	131.63%	
C09. Sparkling Socialisers	307	8.78%	4,164,917	6.67%	131.63%	
C10. Business Class Seekers	252	7.21%	5,441,256	8.71%	82.71%	
Total	3,497	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Y Bryncynan, LL53 6AA : 5km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	902	13.45%	9,583,035	15.35%	87.63%	
C02. Comfortable Sceptics	1,202	17.92%	8,713,823	13.95%	128.42%	
C03. Mainstream Minded	615	9.17%	6,388,194	10.23%	89.63%	
C04. Cost-Conscious Champions	769	11.46%	7,857,998	12.58%	91.11%	
C05. Carefree Dolce Vitas	537	8.01%	4,527,939	7.25%	110.41%	
C06. Family Pit Stoppers	393	5.86%	4,593,126	7.35%	79.66%	
C07. Trending Tastemakers	470	7.01%	5,955,829	9.54%	73.47%	
C08. Steadfast Sippers	633	9.44%	4,164,917	6.67%	141.49%	
C09. Sparkling Socialisers	633	9.44%	4,164,917	6.67%	141.49%	
C10. Business Class Seekers	523	7.80%	5,441,256	8.71%	89.48%	
Total	6,708	100.00%	62,449,686	100.00%	100.00%	

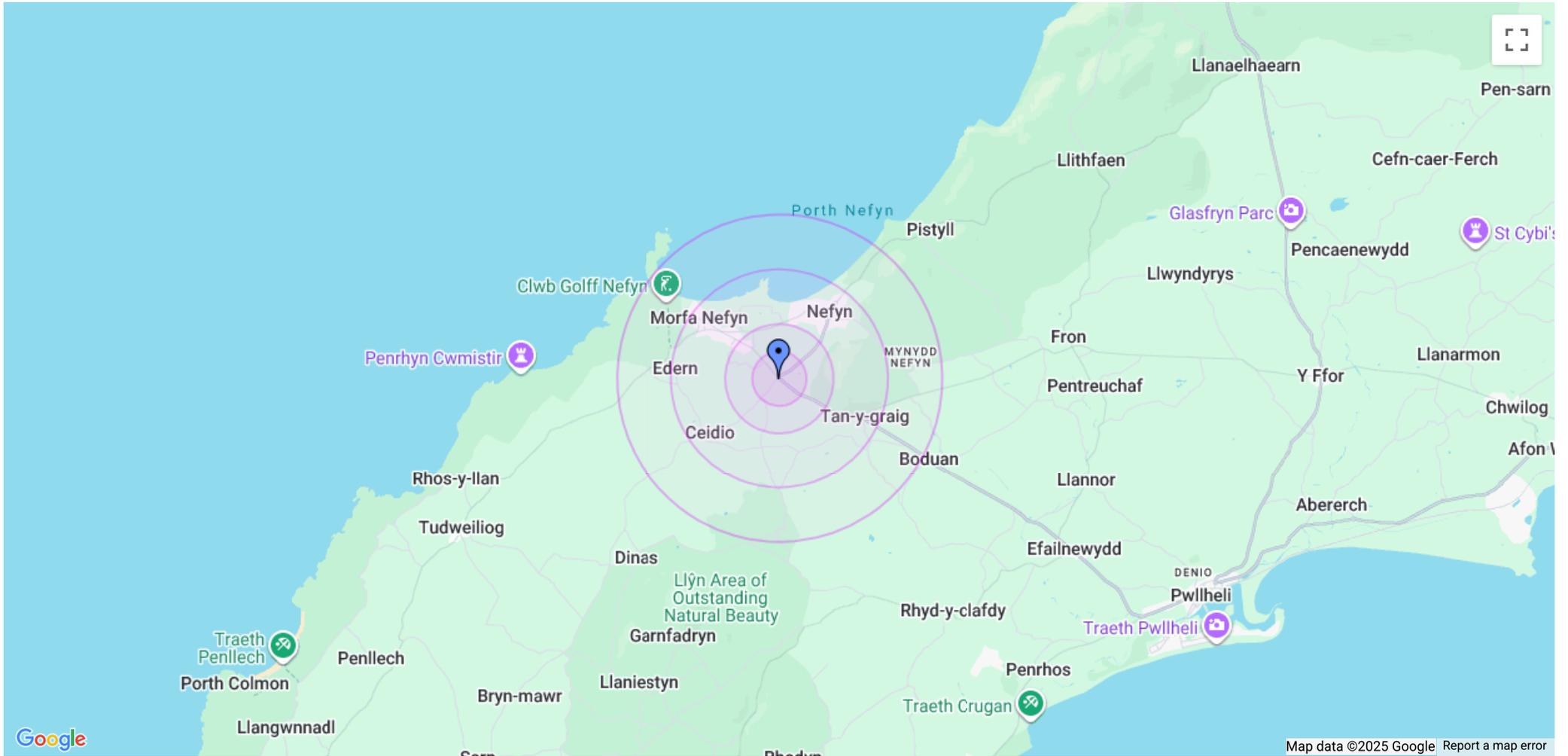
**...: NEAREST COMPETITORS ...**  
**| 20 Nearest Competitors centred on CGAIdent: 71768 Y Bryncynan, LL53 6AA | 2025-12-15 |**

Pin	Dist (KM)	ID	Name	Address	Postcode	Segment	Operator	Brand
1	0.83	258061	Fairview Country Hotel	Lon Uchaf, Morfa Nefyn, PWLLHELI	LL53 6AD	Hotel	Independent Free	Unbranded
2	1.48	71780	Constitutional Club	Ffordd Dewi Sant, Nefyn, PWLLHELI	LL53 6EA	Political (Registered) Club	Independent Free	Unbranded
3	1.48	71781	Nanhoron Arms Hotel	Ffordd Dewi Sant, Nefyn, PWLLHELI	LL53 6EA	Hotel	Independent Free	Unbranded
4	1.53	71786	Hafan Y Mor Holiday Park	, Morfa Nefyn, PWLLHELI	LL53 6HX	Holiday	Bourne Leisure	Unbranded
5	1.71	71787	Woodlands Hall Hotel	Lon Pwll Clai, Edern, PWLLHELI	LL53 6JB	Hotel	Independent Free	Unbranded
6	1.89	71773	Cliffs Inn	Lon Bridin, Morfa Nefyn, PWLLHELI	LL53 6BY	Community/Wet Led/Local	Independent Free	Unbranded
7	1.96	71774	Nefyn Golf Club	Lon Golf, Morfa Nefyn, PWLLHELI	LL53 6DA	Golf Club	Independent Free	Unbranded
8	2.02	71840	Ship Inn	Lon Gerddi, Edern, PWLLHELI	LL53 8YP	Community/Wet Led/Local	Independent Free	Unbranded
9	2.98	71775	Ty Coch Inn	Porthdinllaen, Morfa Nefyn, PWLLHELI	LL53 6DB	Rural Character	Independent Free	Unbranded
10	5.48	248119	Twnti Seafood Restaurant	, Rhydyclafdy, PWLLHELI	LL53 7YH	Fish/Seafood Restaurants	Independent Free	Unbranded
11	6.54	71837	Lion Hotel	, Tudweiliog, PWLLHELI	LL53 8ND	Community/Wet Led/Local	Independent Free	Unbranded
12	6.56	1001701	Pen Y Berth Caravan Site	, Penrhos, PWLLHELI	LL53 7HG	Holiday	Independent Free	Unbranded
13	6.57	71767	Pwllheli Social Club	, Efailnewydd, PWLLHELI	LL53 5TH	Registered Social club	Independent Free	Unbranded
14	7.01	270004	Nant Gwrtheyrn	, Llithfaen, PWLLHELI	LL53 6NL	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
15	7.34	181372	Tafarn Y Fic	Llithfaen, Pwllheli, PWLLHELI	LL53 6PA	Community/Wet Led/Local	Independent Free	Unbranded
16	7.81	71819	Ship Inn	, Llanbedrog, PWLLHELI	LL53 7LE	Community/Wet Led/Local	Marston's	Unbranded
17	7.89	241354	Tremorn Hall Restaurant	, Llanbedrog, PWLLHELI	LL53 7NN	Restaurant	Independent Free	Unbranded
18	8.26	71820	Glyn-Y-Weddw Arms Hotel	Abersoch Road, Llanbedrog, PWLLHELI	LL53 7TH	Community/Wet Led/Local	Robinsons	Unbranded
19	8.58	71755	Pwllheli Golf Club	Golf Road, PWLLHELI	LL53 5PS	Golf Club	Independent Free	Unbranded
20	8.80	71758	Whitehall	Gaol Street, PWLLHELI	LL53 5RG	Community/Wet Led/Local	Independent Free	Unbranded

...: NEAREST COMPETITORS ...:

| 20 Nearest Competitors centred on CGAIdent: 71768 Y Brynecynan, LL53 6AA | 2025-12-15 |

Circles on the map are 500m, 1km, 2km and 3km radii bands



Oops, something went wrong

...: POPULATION BY AGE BAND ...

Site: **Y Bryncynan, LL53 6AA : 1km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	49	14.24%	7,192,567	11.72%	121.49%	
Aged 10 to 14	19	5.52%	3,548,969	5.79%	95.48%	
Aged 15 to 17	12	3.49%	2,266,886	3.70%	94.40%	
Aged 18 to 24	26	7.56%	5,771,900	9.41%	80.33%	
Aged 25 to 34	31	9.01%	8,185,472	13.34%	67.54%	
Aged 35 to 44	41	11.92%	8,562,889	13.96%	85.39%	
Aged 45 to 54	56	16.28%	8,485,313	13.83%	117.70%	
Aged 55 to 64	31	9.01%	7,225,032	11.78%	76.52%	
Aged 65 to 75	31	9.01%	5,331,903	8.69%	103.69%	
Aged 75 to 84	29	8.43%	3,416,724	5.57%	151.37%	
Aged 85+	19	5.52%	1,360,040	2.22%	249.14%	
Aged under 18	94	27.33%	16,513,436	26.92%	101.51%	
Adults (Aged 18-64)	185	53.78%	38,230,606	62.32%	86.30%	
Total	344	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Y Bryncynan, LL53 6AA : 2km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	245	10.99%	7,192,567	11.72%	93.71%	
Aged 10 to 14	133	5.96%	3,548,969	5.79%	103.10%	
Aged 15 to 17	87	3.90%	2,266,886	3.70%	105.58%	
Aged 18 to 24	130	5.83%	5,771,900	9.41%	61.96%	
Aged 25 to 34	185	8.30%	8,185,472	13.34%	62.18%	
Aged 35 to 44	284	12.74%	8,562,889	13.96%	91.24%	
Aged 45 to 54	286	12.83%	8,485,313	13.83%	92.72%	
Aged 55 to 64	302	13.54%	7,225,032	11.78%	114.99%	
Aged 65 to 75	270	12.11%	5,331,903	8.69%	139.31%	
Aged 75 to 84	225	10.09%	3,416,724	5.57%	181.16%	
Aged 85+	83	3.72%	1,360,040	2.22%	167.89%	
Aged under 18	508	22.78%	16,513,436	26.92%	84.63%	
Adults (Aged 18-64)	1,187	53.23%	38,230,606	62.32%	85.41%	
Total	2,230	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Y Bryncynan, LL53 6AA : 5km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	326	10.56%	7,192,567	11.72%	90.10%	■
Aged 10 to 14	181	5.87%	3,548,969	5.79%	101.39%	■
Aged 15 to 17	124	4.02%	2,266,886	3.70%	108.74%	■
Aged 18 to 24	183	5.93%	5,771,900	9.41%	63.03%	■
Aged 25 to 34	259	8.39%	8,185,472	13.34%	62.90%	■
Aged 35 to 44	399	12.93%	8,562,889	13.96%	92.63%	■
Aged 45 to 54	408	13.22%	8,485,313	13.83%	95.59%	■
Aged 55 to 64	439	14.23%	7,225,032	11.78%	120.79%	■
Aged 65 to 75	378	12.25%	5,331,903	8.69%	140.93%	■
Aged 75 to 84	284	9.20%	3,416,724	5.57%	165.24%	■
Aged 85+	105	3.40%	1,360,040	2.22%	153.48%	■
Aged under 18	690	22.36%	16,513,436	26.92%	83.06%	■
Adults (Aged 18-64)	1,688	54.70%	38,230,606	62.32%	87.77%	■
Total	3,086	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Y Brynecynan, LL53 6AA : 500m**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	0	0.00%	12,753,342	20.57%	0.00%	
Low	0	0.00%	13,318,108	21.48%	0.00%	
Average	0	0.00%	11,835,833	19.09%	0.00%	
High	6	100.00%	13,679,112	22.07%	453.21%	
Very High	0	0.00%	10,408,216	16.79%	0.00%	
Total	6	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Y Bryncynan, LL53 6AA : 1km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	46	10.82%	12,753,342	20.57%	52.61%	
Low	96	22.59%	13,318,108	21.48%	105.15%	
Average	12	2.82%	11,835,833	19.09%	14.79%	
High	260	61.18%	13,679,112	22.07%	277.26%	
Very High	11	2.59%	10,408,216	16.79%	15.42%	
Total	425	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Y Bryncynan, LL53 6AA : 2km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	453	12.95%	12,753,342	20.57%	62.97%	
Low	571	16.33%	13,318,108	21.48%	76.01%	
Average	942	26.94%	11,835,833	19.09%	141.09%	
High	1,132	32.37%	13,679,112	22.07%	146.71%	
Very High	399	11.41%	10,408,216	16.79%	67.96%	
Total	3,497	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Y Bryncynan, LL53 6AA : 5km**  
 Base: **\*GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	453	6.75%	12,753,342	20.57%	32.83%	
Low	681	10.15%	13,318,108	21.48%	47.26%	
Average	2,011	29.98%	11,835,833	19.09%	157.03%	
High	2,401	35.79%	13,679,112	22.07%	162.22%	
Very High	1,162	17.32%	10,408,216	16.79%	103.18%	
Total	6,708	100.00%	61,994,611	100.00%	100.00%	