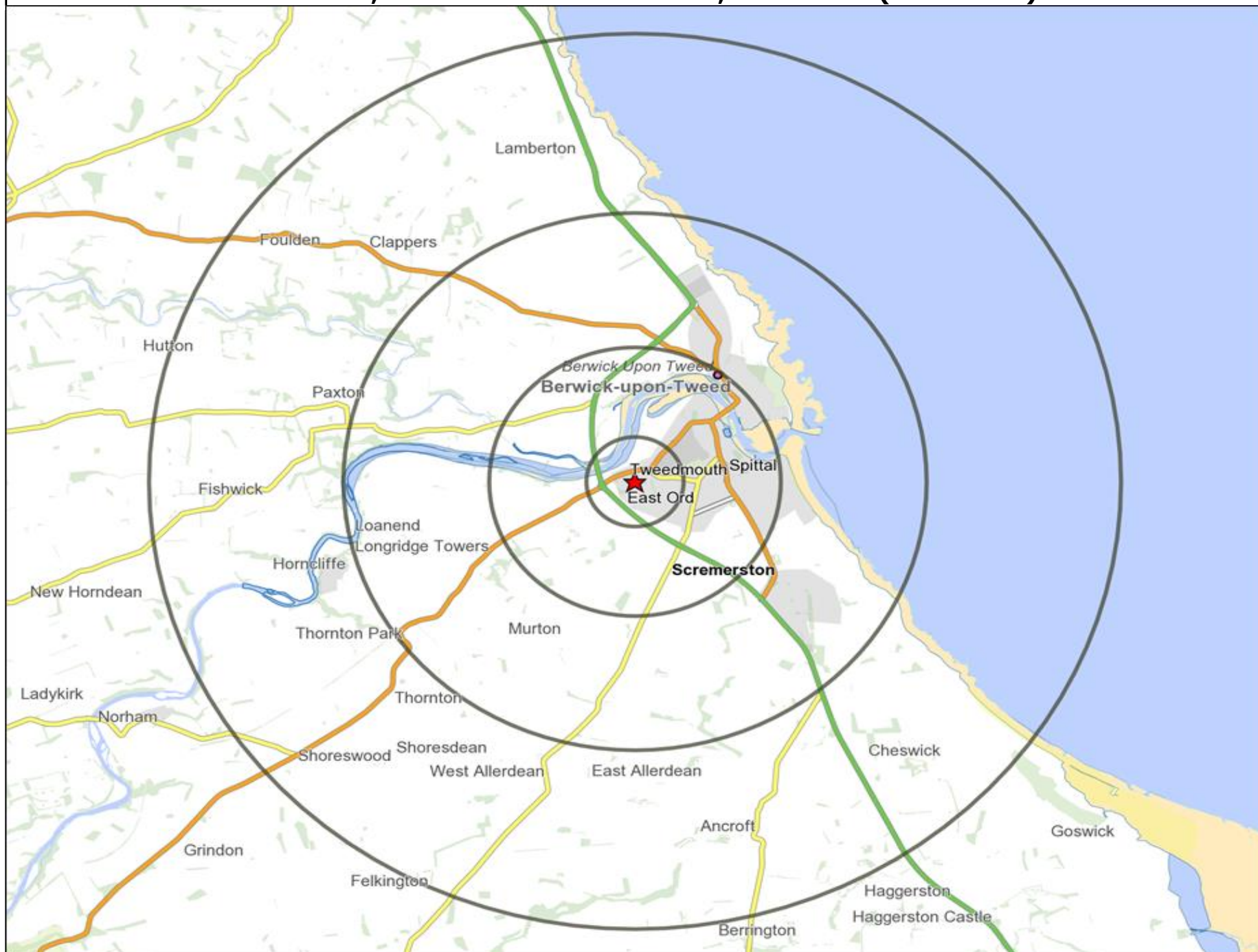




**Customer Profile Report for SALMON INN, BERWICK (Punch Outlet Number: 202047)
EAST ORD, BERWICK-UPON-TWEED, TD15 2NS (TD15 2NS)**



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

Age Data Table

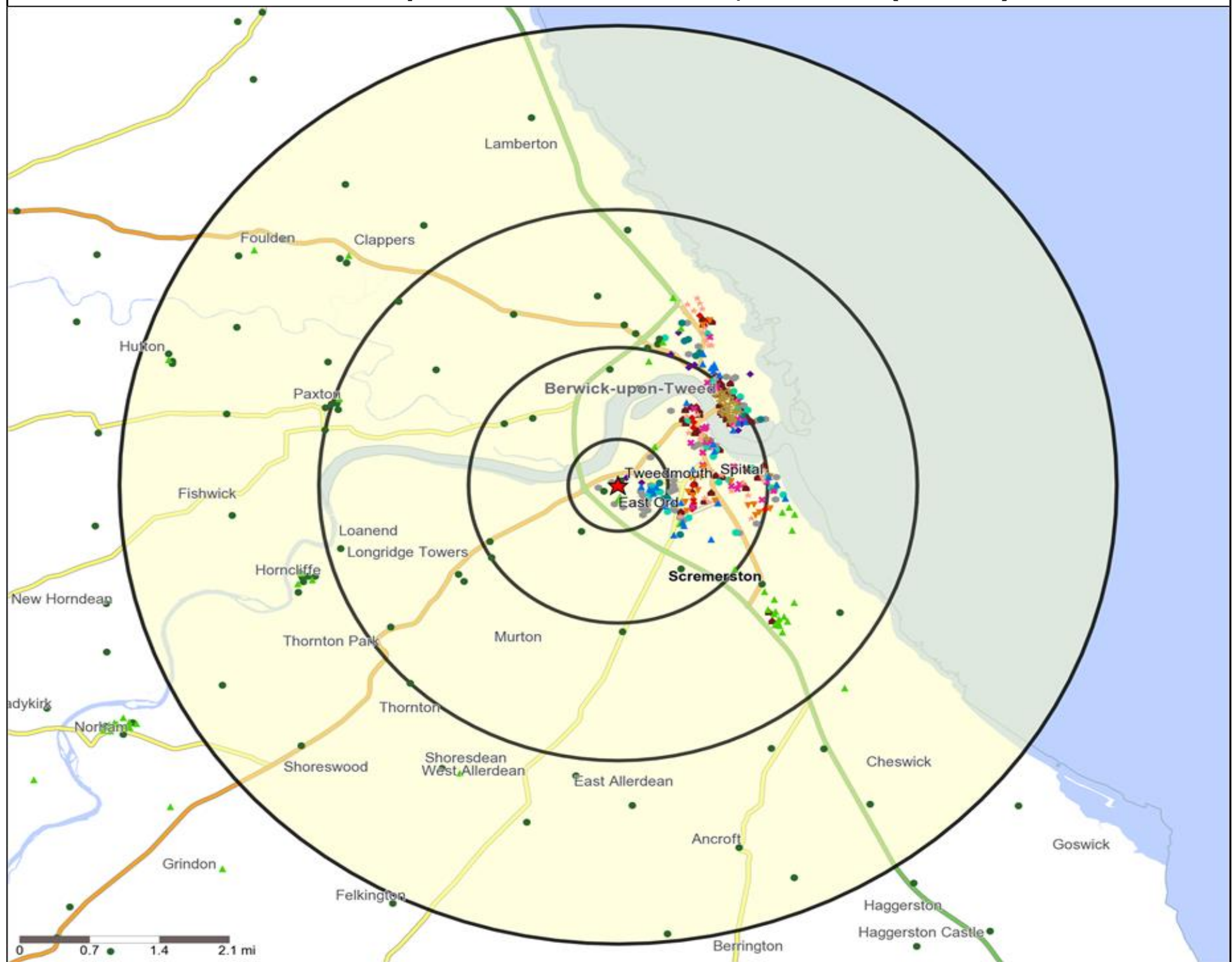
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	117	1,618	2,392	2,568	3,402	64	88	88	86	85
16-17	8	221	316	338	417	35	97	94	92	84
18-24	24	771	1,071	1,131	1,454	27	87	82	79	75
25-34	59	1,191	1,696	1,777	2,188	44	89	86	82	75
35-44	102	986	1,393	1,547	2,073	83	79	76	77	77
45-54	133	1,230	1,839	2,099	2,977	96	88	90	93	98
55-64	184	1,315	1,936	2,198	3,041	167	118	119	122	126
65+	347	2,489	3,758	4,213	5,773	198	141	145	147	150
Population estimate 2015	974	9,821	14,401	15,871	21,325	100	100	100	100	100

Ethnicity - Census 2011

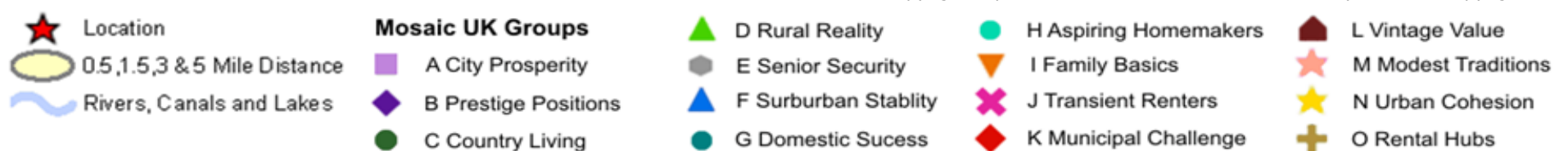
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	974	9,556	14,118	15,530	20,752	99%	98%	98%	98%	99%
Mixed / Multiple Ethnic Groups	2	48	72	80	95	0%	0%	1%	1%	0%
Asian / Asian British	1	96	123	131	152	0%	1%	1%	1%	1%
Black / African / Caribbean / Black British	4	15	20	25	29	0%	0%	0%	0%	0%
Other Ethnic Group	1	12	15	15	26	0%	0%	0%	0%	0%
All People (Ethnic Group)	982	9,727	14,348	15,781	21,054	100	100	100	100	100



Mosaic UK Map and Data: SALMON INN, BERWICK (202047)



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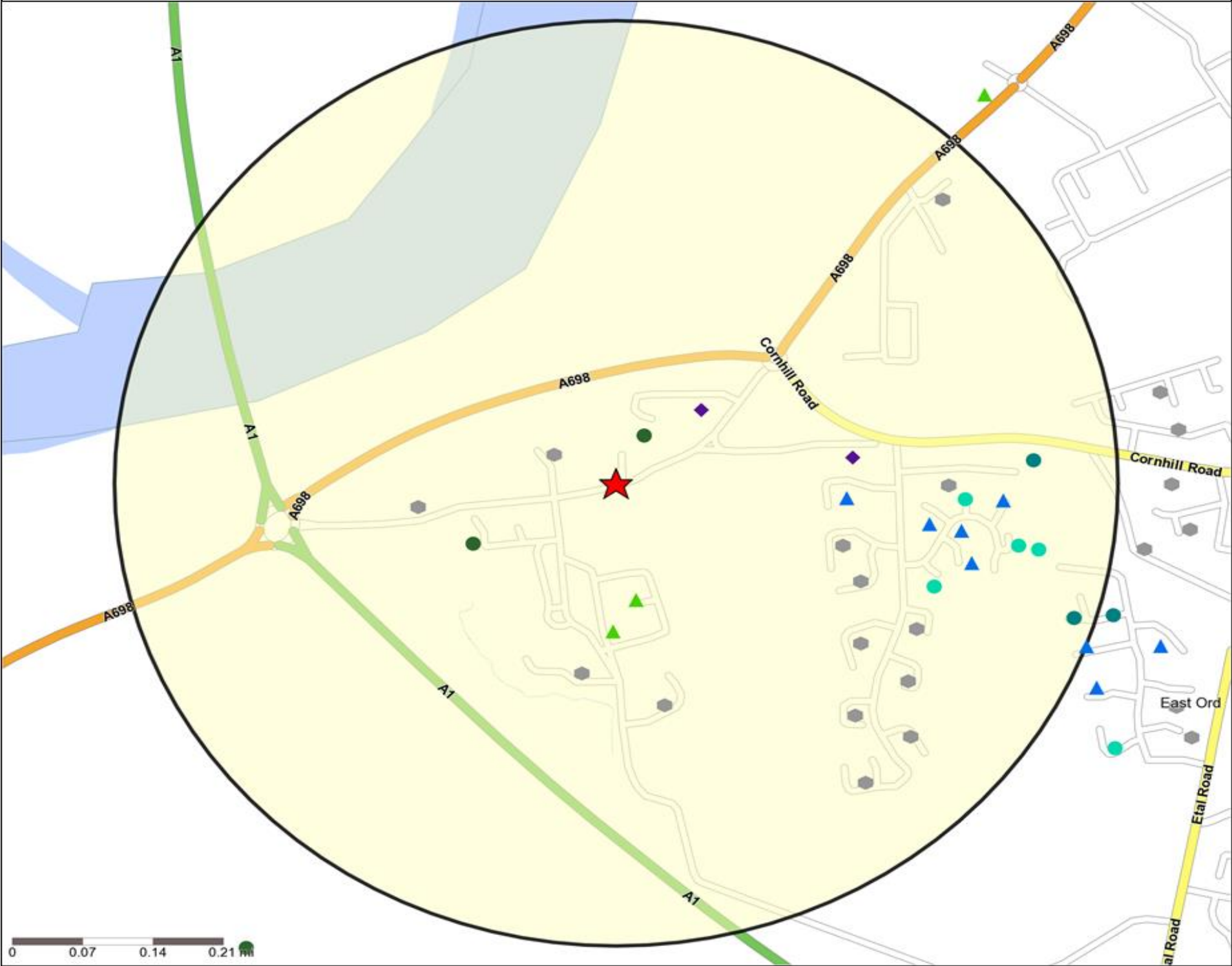
Mosaic UK Data Table (Residential)

	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+)	34	112	241	241	241	55	19	29	26	19
C Country Living (18+)	74	229	698	1,785	3,604	126	42	87	200	298
D Rural Reality (18+)	108	196	672	858	3,491	184	36	84	96	289
E Senior Security (18+)	368	961	1,275	1,275	1,275	534	150	135	122	90
F Suburban Stability (18+)	134	570	869	869	869	259	118	123	111	82
G Domestic Success (18+)	42	203	470	470	470	59	31	48	43	32
H Aspiring Homemakers (18+)	88	460	626	626	654	114	64	59	53	41
I Family Basics (18+)	0	1,120	1,228	1,228	1,228	0	197	147	132	98
J Transient Renters (18+)	0	861	1,042	1,042	1,042	0	189	156	140	104
K Municipal Challenge (18+)	0	546	727	727	727	0	118	107	96	71
L Vintage Value (18+)	0	1,164	1,482	1,482	1,524	0	234	203	183	139
M Modest Traditions (18+)	0	878	1,661	1,661	1,661	0	234	301	271	201
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	0	589	609	609	628	0	97	68	61	47
Adults 18+ estimate 2015	848	7,889	11,600	12,873	17,414	100	100	100	100	100

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Mosaic UK Map and Data: SALMON INN, BERWICK (202047)



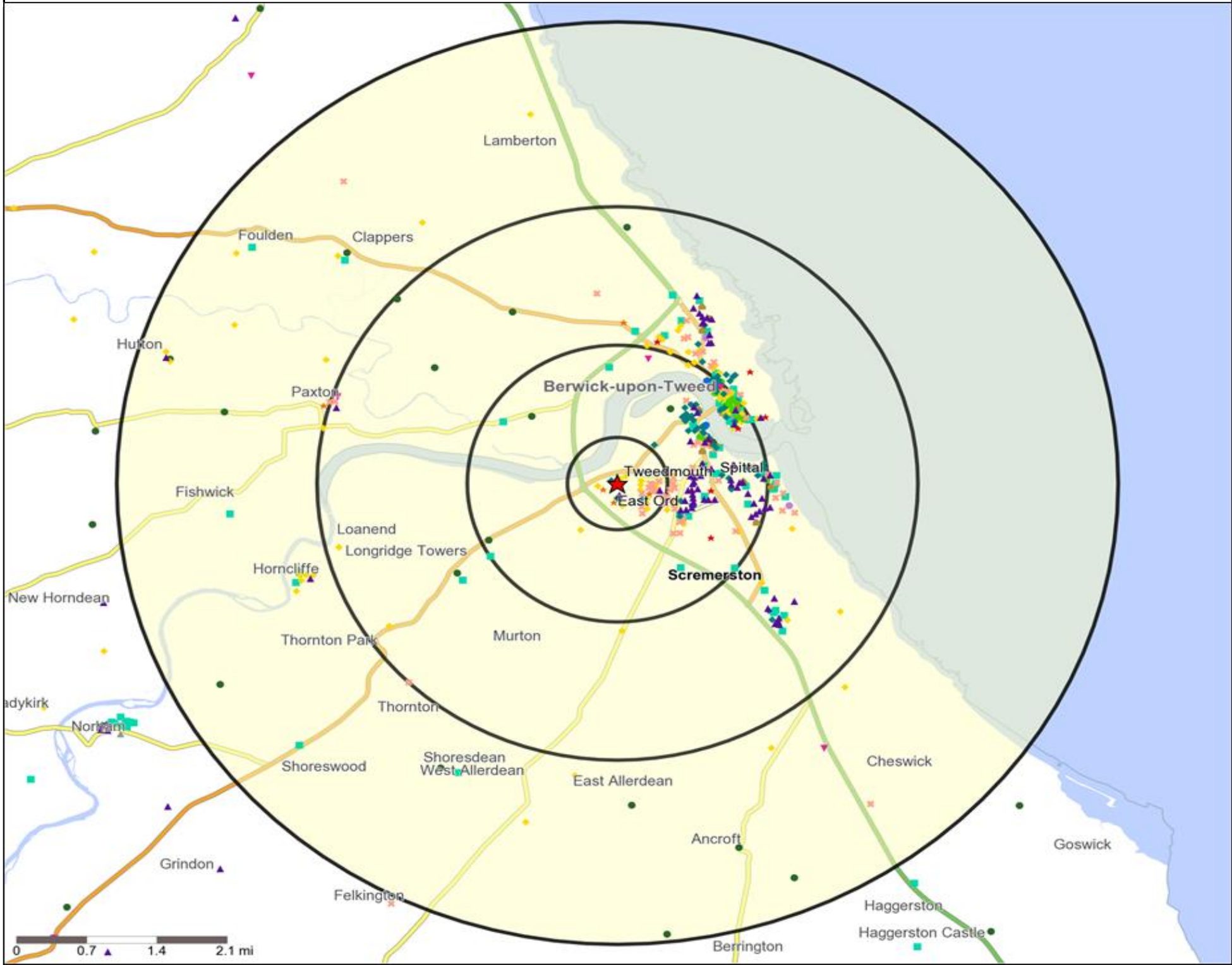
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- Location
- 0.5,1.5,3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- 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 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	34	55
C Country Living (18+)	74	126
D Rural Reality (18+)	108	184
E Senior Security (18+)	368	534
F Suburban Stability (18+)	134	259
G Domestic Success (18+)	42	59
H Aspiring Homemakers (18+)	88	114
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	848	100



Occasions Map and Data: SALMON INN, BERWICK (202047)



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★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 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	55	824	1,158	1,257	1,629	104	130	128	129	130
02 Early Doors	62	843	1,153	1,230	1,520	139	159	153	150	145
03 Everyday is Friday	38	487	690	722	892	100	107	107	104	100
04 Weekend Millionaires	39	850	1,158	1,212	1,641	71	130	125	120	128
05 Out On The Town	34	629	857	885	966	65	100	96	91	78
06 Business and Pleasure	10	140	206	234	308	37	43	45	47	48
07 Sporting Pints	14	536	721	734	828	24	77	73	69	61
08 Student Social	19	140	245	321	540	77	48	59	71	93
09 Leisurely Lunch	60	607	890	992	1,317	116	98	101	104	108
10 Wining and Dining	85	529	798	899	1,206	144	75	80	83	87
11 Household Outing	35	617	856	888	994	75	111	108	104	91
12 Midweek Meal Deal	28	366	519	557	685	107	117	117	115	111
13 Date Night	85	414	625	751	1,107	204	83	88	98	113
14 Birthday Treat	51	465	680	732	910	122	93	96	95	93
15 Pre Show Meal	19	137	206	253	381	132	80	84	96	113
Number of Occasions	634	7,584	10,762	11,667	14,924	100	100	100	100	100



Competition Map and Data: SALMON INN, BERWICK (202047)



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

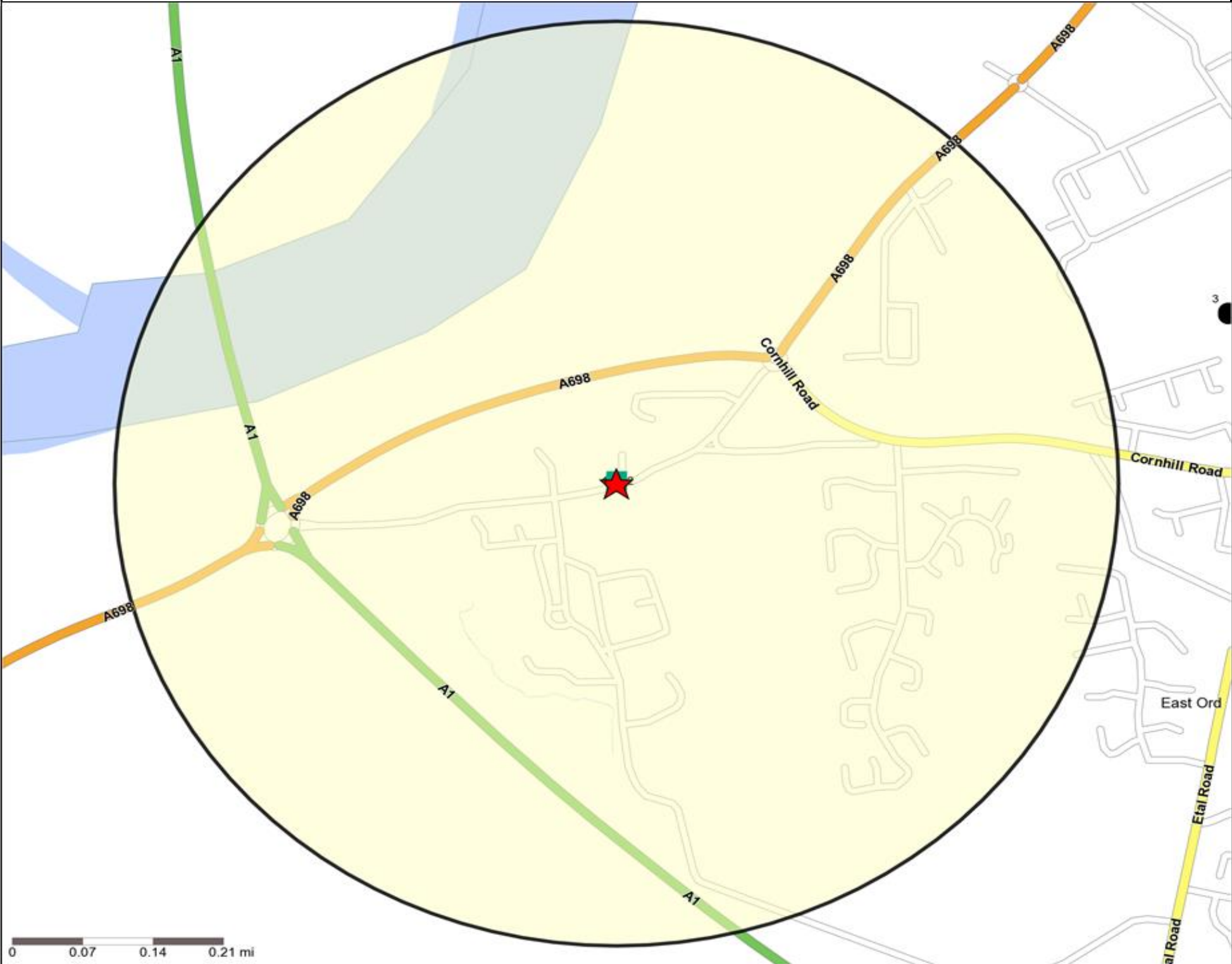


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	3	3	3
Circuit Bar	0	5	5	5
Community Local	1	13	15	17
Dry Led	0	0	1	1
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	1	21	30	31
Total	2	42	54	57



Competition Map and Data: SALMON INN, BERWICK (202047)



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	1
Total	2



Local Competition: SALMON INN, BERWICK (202047)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SALMON INN, BERWICK	EAST ORD, BERWICK-UPON-TWEED, TD15 2NS	Punch Taverns	TD15 2NS	Punch Taverns	0.00
1	Ord House Caravan Park	East Ord, Berwick-upon-tweed	Independent Free	TD15 2NS	Other	0.00
2	Salmon Inn	East Ord, Berwick-upon-tweed	Punch Pub Company	TD15 2NS	Community Local	0.00
3	Black & Gold Social Club	Shielfield Park, Tweedmouth, Berwick-upon-tweed	Independent Free	TD15 2EF	Other	0.64
4	Grove Hotel	143 Etal Road, Tweedmouth, Berwick-upon-tweed	Punch Pub Company	TD15 2DU	Community Local	0.66
5	Angel	11 Brewery Bank, Tweedmouth, Berwick-upon-tweed	Independent Free	TD15 2AQ	Circuit Bar	0.98
6	Queens Head	42 Church Road, Tweedmouth, Berwick-upon-tweed	Punch Pub Company	TD15 2AN	Community Local	0.98
7	Harrow Inn	94-96 Main Street, Tweedmouth, Berwick-upon-tweed	Punch Pub Company	TD15 2AD	Community Local	1.03
8	St Magnus Restaurant	21-25 Main Street, Tweedmouth, Berwick-upon-tweed	Independent Free	TD15 2AA	Other	1.06
9	Rob Roy	2 Dock Road, Tweedmouth, Berwick-upon-tweed	Independent Free	TD15 2BE	Other	1.09
10	Thatch	45 West End, Tweedmouth, Berwick-upon-tweed	Star Pubs & Bars	TD15 2HE	Community Local	1.11
11	Tweedmouth Bowling Club	Riverside Road, Tweedmouth, Berwick-upon-tweed	Independent Free	TD15 2HQ	Other	1.17
12	Yha Dewars Lane Granary	Dewars Lane, Berwick-upon-tweed	Youth Hostel Association	TD15 1HJ	Other	1.32
13	No 1 Sallyport Liquid Lounge	1 Sallyport, Berwick-upon-tweed	Independent Free	TD15 1EZ	Cafe / Wine Bar	1.33
14	Magna Tandoori Restaurant	39 Bridge Street, Berwick-upon-tweed	Independent Free	TD15 1ES	Other	1.33
15	Barrels Inn	61 Bridge Street, Berwick-upon-tweed	Independent Free	TD15 1ES	Circuit Bar	1.33
16	Granary Guest House	11 Bridge Street, Berwick-upon-tweed	Independent Free	TD15 1ES	Other	1.33
17	Queens Head Hotel	6 Sandgate, Berwick-upon-tweed	Independent Free	TD15 1EP	Other	1.34
18	El Taperio	52 Bridge Street, Berwick-upon-tweed	Independent Free	TD15 1AQ	Other	1.35
19	Curfew	46a Bridge Street, Berwick-upon-tweed	Independent Free	TD15 1AQ	Community Local	1.35
20	Brewers Arms	115 Marygate, Berwick-upon-tweed	Greene King	TD15 1BH	Circuit Bar	1.37
21	Pizza Verdi Italian Restaurant	6-7 Golden Square, Berwick-upon-tweed	Independent Free	TD15 1BG	Other	1.37
22	Bedrocks Nightclub	1a Golden Square, Berwick-upon-tweed	Independent Free	TD15 1BG	Other	1.37
23	Leaping Salmon	8 Golden Square, Berwick-upon-tweed	Wetherspoon	TD15 1BG	Circuit Bar	1.37
24	Cashmere Restaurant & Bar	Golden Square, Berwick-upon-tweed	Independent Free	TD15 1BG	Cafe / Wine Bar	1.37
25	Amaryllis	5-7 West Street, Berwick-upon-tweed	Independent Free	TD15 1AS	Other	1.37
26	Berlinos Restaurant	35 West Street, Berwick-upon-tweed	Independent Free	TD15 1AS	Other	1.37
27	Maltings	Eastern Lane, Berwick-upon-tweed	Independent Free	TD15 1AJ	Other	1.38
28	Red Lion	19 Castlegate, Berwick-upon-tweed	Unknown	TD15 1JS	Circuit Bar	1.38
29	Foxtons	26 Hide Hill, Berwick-upon-tweed	Independent Free	TD15 1AB	Cafe / Wine Bar	1.40
30	Royal Garden Chinese Restaurant	35 Marygate, Berwick-upon-tweed	Independent Free	TD15 1AT	Other	1.41