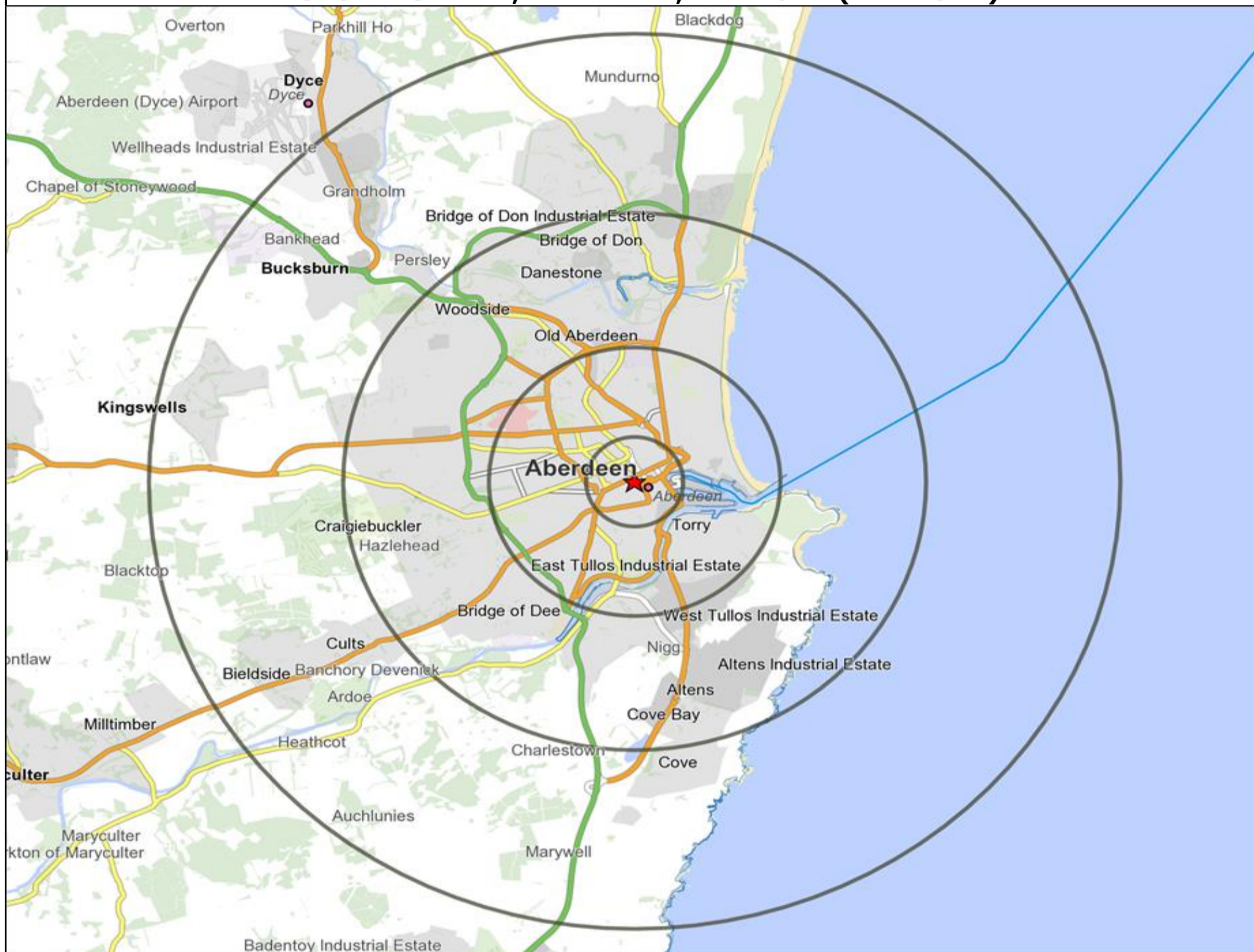




**Customer Profile Report for OFFICE, ABERDEEN (Punch Outlet Number: 202277)
7 CROWN STREET, ABERDEEN, AB11 6HA (AB11 6HA)**



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

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

Age Data Table

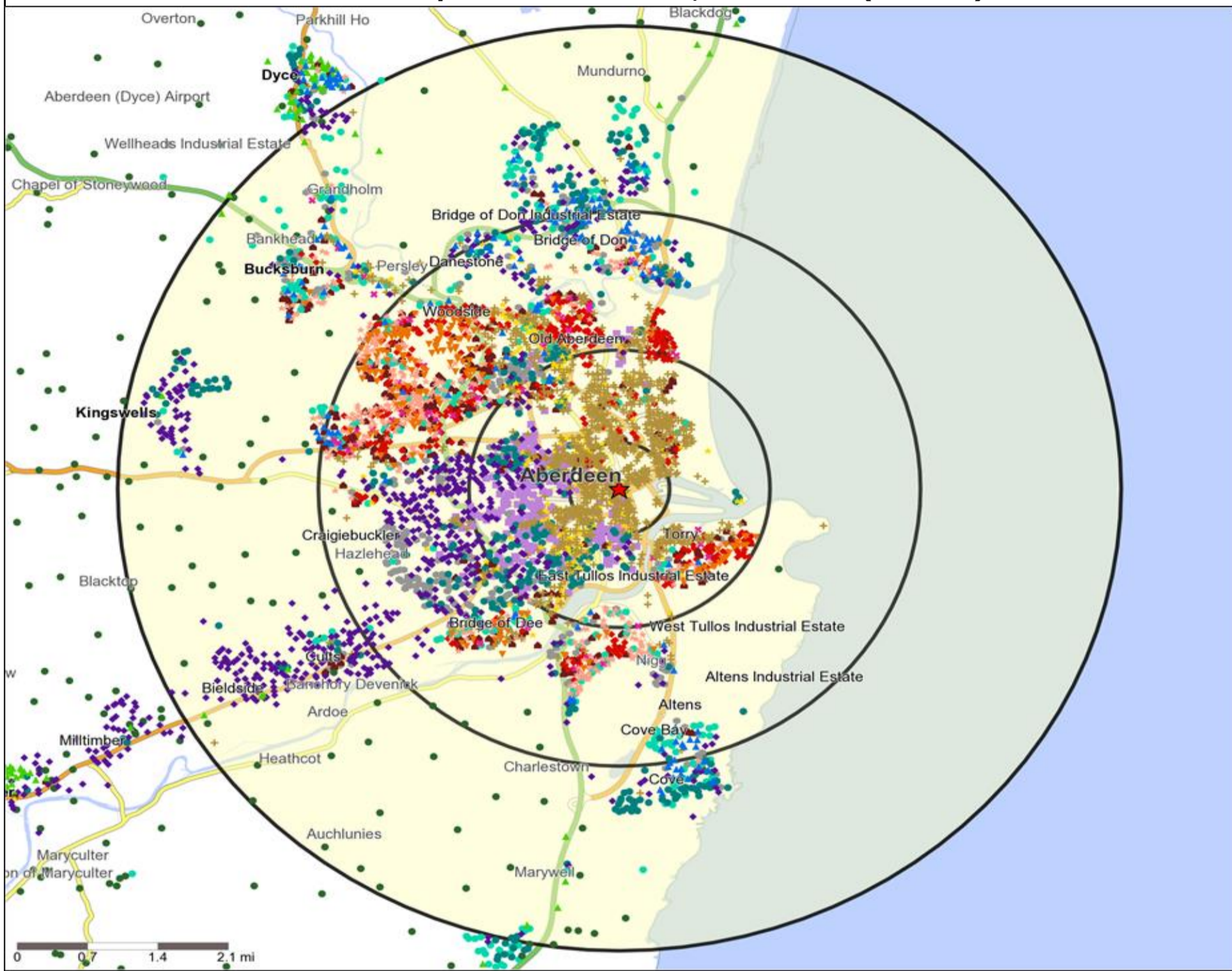
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	866	9,604	25,281	32,965	28,657	32	59	74	79	77
16-17	106	992	2,791	3,737	3,194	32	49	66	72	69
18-24	3,650	16,380	25,833	28,175	27,104	283	209	158	140	151
25-34	5,279	23,366	37,985	43,440	40,207	271	198	154	143	149
35-44	1,736	11,063	22,959	28,912	25,327	96	101	100	103	101
45-54	1,050	8,987	21,398	28,081	24,268	52	73	83	89	87
55-64	863	7,008	18,381	24,013	20,390	54	72	90	96	91
65+	682	9,115	26,282	32,821	28,668	27	59	81	82	80
Population estimate 2015	14,232	86,515	180,910	222,144	197,815	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	10,903	71,715	156,238	192,931	170,572	85%	89%	91%	92%	91%
Mixed / Multiple Ethnic Groups	145	698	1,186	1,419	1,312	1%	1%	1%	1%	1%
Asian / Asian British	999	4,842	8,078	9,239	8,378	8%	6%	5%	4%	4%
Black / African / Caribbean / Black British	677	2,721	4,831	5,524	5,043	5%	3%	3%	3%	3%
Other Ethnic Group	152	867	1,449	1,627	1,482	1%	1%	1%	1%	1%
All People (Ethnic Group)	12,876	80,843	171,782	210,740	186,787	100	100	100	100	100



Mosaic UK Map and Data: OFFICE, ABERDEEN (202277)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

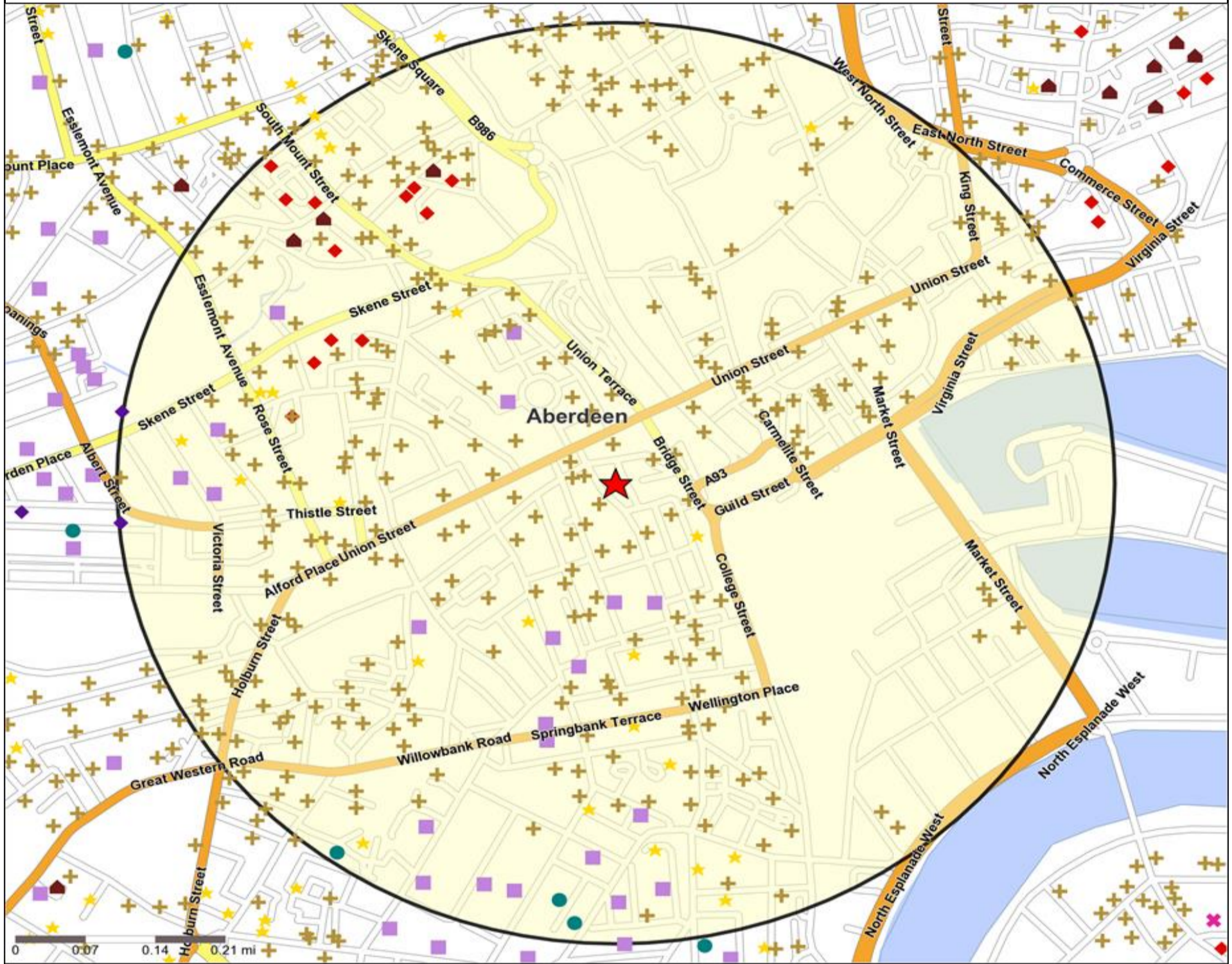
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- ▲ G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N Urban Cohesion
- + O Rental Hubs

Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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+)	638	6,776	7,230	7,230	7,230	115	218	116	95	107
B Prestige Positions (18+)	10	3,206	10,284	18,370	13,301	1	60	96	140	114
C Country Living (18+)	0	2	118	1,236	1,164	0	0	1	10	10
D Rural Reality (18+)	0	0	0	559	931	0	0	0	4	8
E Senior Security (18+)	0	1,263	8,677	10,978	9,143	0	21	72	75	70
F Suburban Stability (18+)	0	125	3,046	6,099	4,548	0	3	34	56	46
G Domestic Success (18+)	116	4,047	7,424	14,078	11,275	10	65	60	93	84
H Aspiring Homemakers (18+)	0	650	5,434	10,432	7,358	0	10	41	64	50
I Family Basics (18+)	0	842	6,563	6,703	6,454	0	16	62	52	56
J Transient Renters (18+)	0	371	1,853	2,072	1,981	0	9	22	20	21
K Municipal Challenge (18+)	678	6,849	20,054	20,393	20,354	88	158	232	193	216
L Vintage Value (18+)	168	2,760	9,772	11,308	10,153	20	60	105	100	101
M Modest Traditions (18+)	0	1,235	12,086	13,781	11,433	0	35	173	162	150
N Urban Cohesion (18+)	618	4,635	6,198	6,274	5,946	90	120	80	67	71
O Rental Hubs (18+)	10,932	40,817	48,439	49,913	49,017	1,078	720	427	361	397
Adults 18+ estimate 2015	13,160	73,578	147,178	179,426	160,288	100	100	100	100	100



Mosaic UK Map and Data: OFFICE, ABERDEEN (202277)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

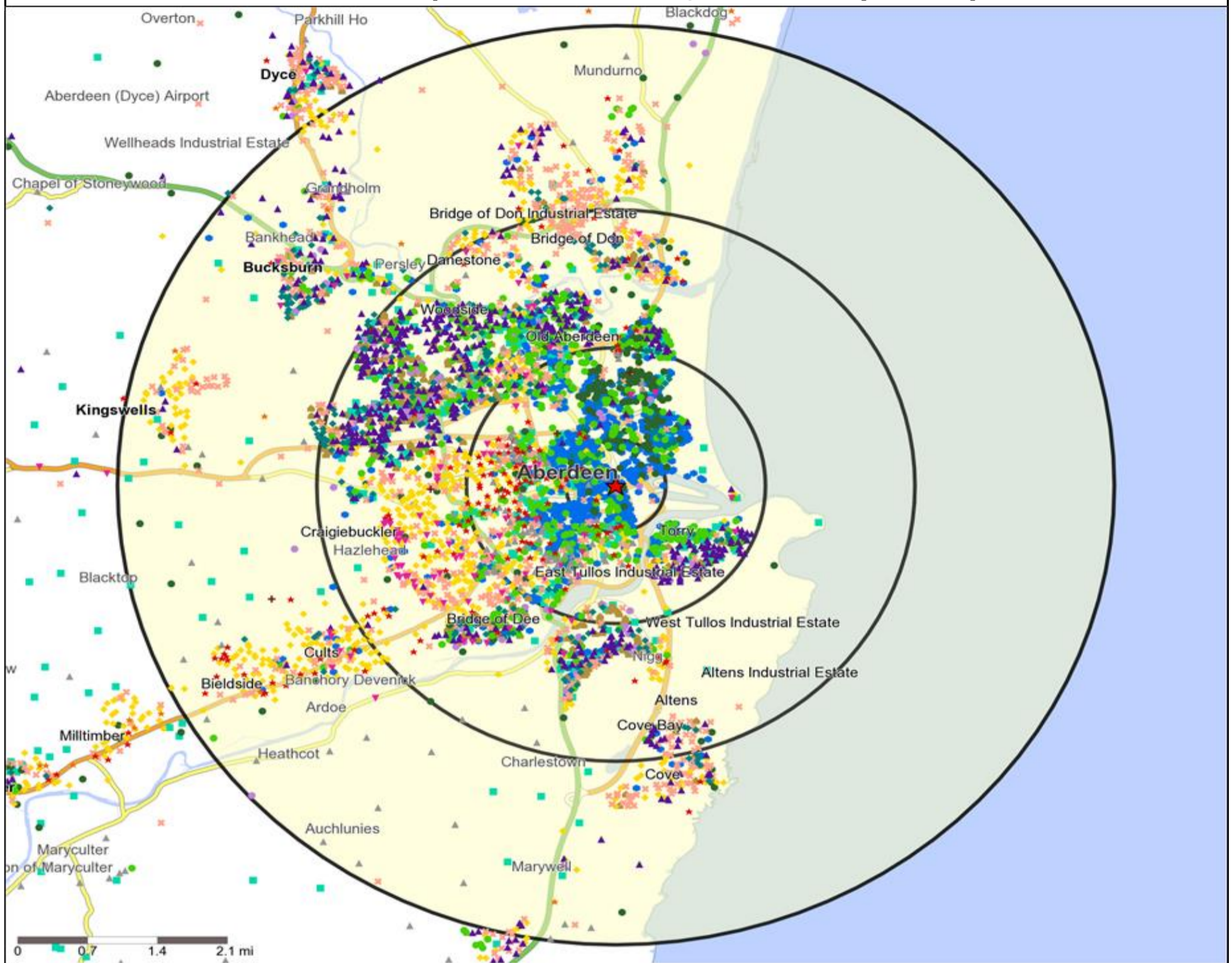
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▲ I Family Basics
- ✕ J Transient 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+)	638	115
B Prestige Positions (18+)	10	1
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	116	10
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	678	88
L Vintage Value (18+)	168	20
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	618	90
O Rental Hubs (18+)	10,932	1,078
Adults 18+ estimate 2015	13,160	100



Occasions Map and Data: OFFICE, ABERDEEN (202277)



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

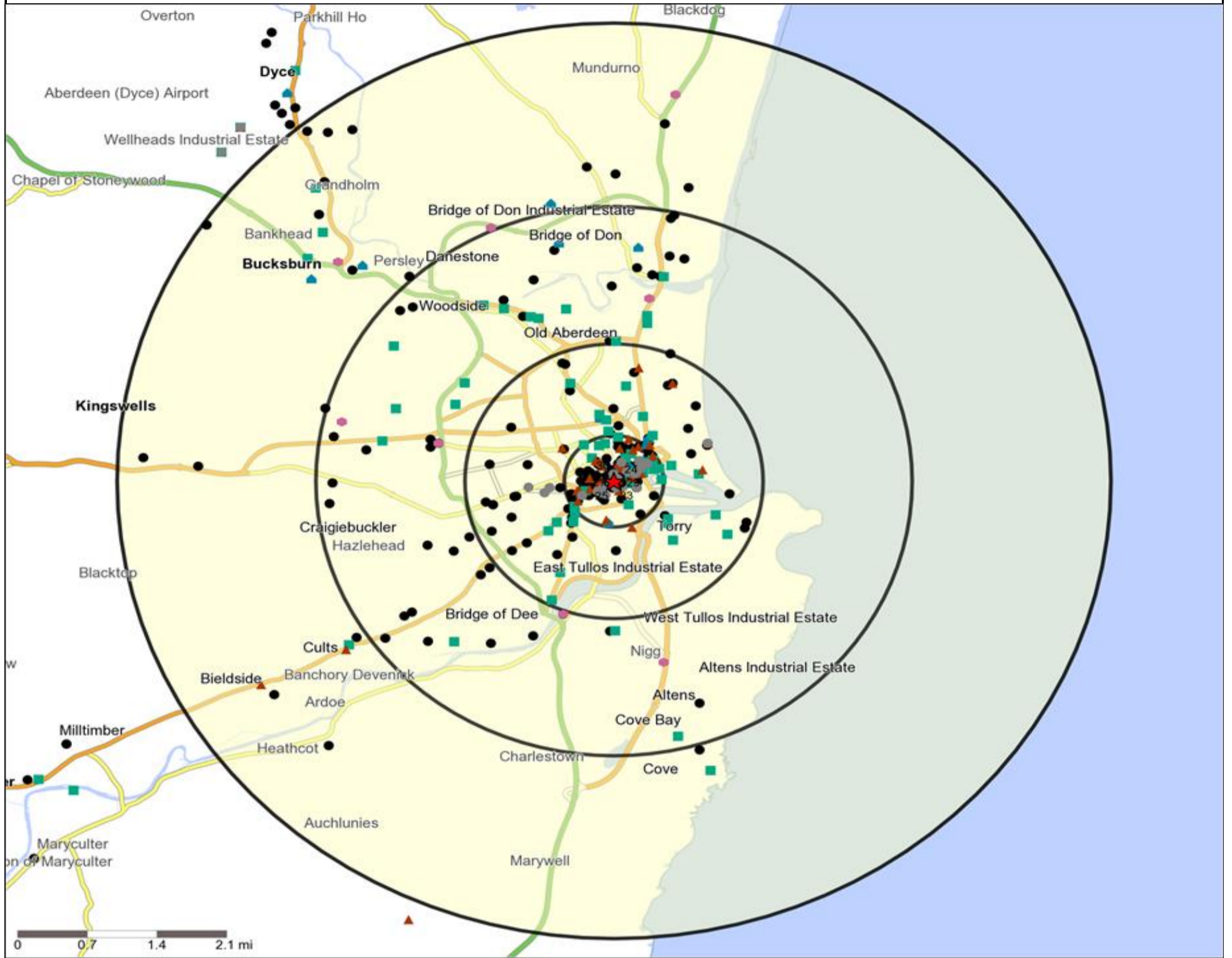
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- 10 Wining 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	411	4,152	9,868	11,313	10,428	45	79	88	84	86
02 Early Doors	123	1,937	7,431	9,428	8,024	16	44	80	83	79
03 Everyday is Friday	1,134	5,242	10,493	12,266	11,170	172	140	132	127	129
04 Weekend Millionaires	181	2,537	9,804	11,845	10,642	19	47	85	85	85
05 Out On The Town	3,114	12,083	18,883	21,070	19,750	340	232	171	157	164
06 Business and Pleasure	596	3,582	5,854	6,859	6,365	126	133	102	99	103
07 Sporting Pints	1,848	8,937	15,557	16,901	16,100	183	155	127	114	121
08 Student Social	745	4,150	5,978	7,164	6,518	174	170	116	115	116
09 Leisurely Lunch	456	3,481	8,877	11,114	9,750	51	68	82	85	83
10 Wining and Dining	667	4,258	9,680	13,234	11,240	65	73	78	88	84
11 Household Outing	303	2,182	7,371	9,257	8,092	37	47	75	78	76
12 Midweek Meal Deal	322	2,019	5,159	5,755	5,399	71	78	94	86	90
13 Date Night	695	4,113	8,407	11,775	9,945	96	100	96	111	104
14 Birthday Treat	199	2,526	6,539	9,024	7,575	27	61	75	85	80
15 Pre Show Meal	214	1,554	3,248	4,150	3,620	86	109	108	114	110
Number of Occasions	11,008	62,753	133,149	161,155	144,618	100	100	100	100	100



Competition Map and Data: OFFICE, ABERDEEN (202277)



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

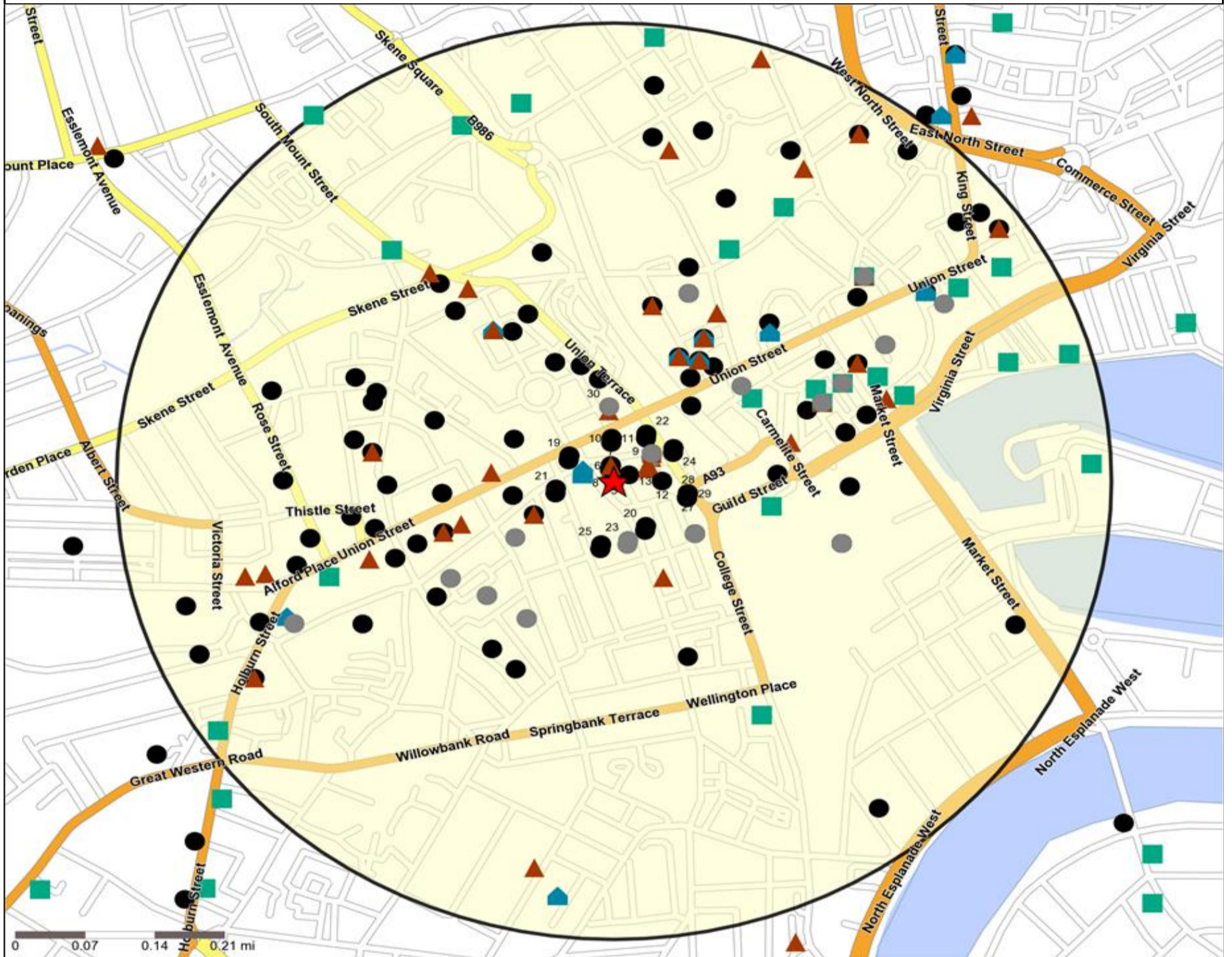
- ★ Location
- Branded Food
- ▲ Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

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	20	25	26	26
Circuit Bar	40	46	46	48
Community Local	23	44	59	64
Dry Led	9	12	14	17
Branded Food Pub	0	0	6	9
Rural	0	0	0	0
Other	158	209	250	270
Total	250	336	401	434



Competition Map and Data: OFFICE, ABERDEEN (202277)



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	20
Circuit Bar	40
Community Local	23
Dry Led	9
Branded Food Pub	0
Rural	0
Other	158
Total	250



Local Competition: OFFICE, ABERDEEN (202277)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	OFFICE, ABERDEEN	7 CROWN STREET, ABERDEEN, AB11 6HA	Punch Taverns	AB11 6HA	Punch Taverns	0.00
1	Cafe Dag	25 Crown Street, Aberdeen	Independent Free	AB11 6HA	Other	0.01
2	Office	7 Crown Street, Aberdeen	Punch Pub Company	AB11 6HA	Circuit Bar	0.01
3	Hey Brazil	79 Holburn Street, Aberdeen	Independent Free	AB11 6HA	Other	0.01
4	Cafe Boheme	23 Windmill Brae, Aberdeen	Independent Free	AB11 6HU	Other	0.02
5	Campus Garage	17 Windmill Brae, Aberdeen	Independent Free	AB11 6HU	Other	0.02
6	Bugsy Browns	7 Windmill Brae, Aberdeen	Independent Free	AB11 6HU	Circuit Bar	0.02
7	Origin	40-42 Windmill Brae, Aberdeen	Independent Free	AB11 6HU	Other	0.02
8	Stag	6 Crown Street, Aberdeen	Independent Free	AB11 6HB	Dry Led	0.03
9	Royal Hotel	1-3 Bath Street, Aberdeen	Independent Free	AB11 6BJ	Circuit Bar	0.04
10	Golfscape	181 Union Street, Aberdeen	Independent Free	AB11 6BB	Other	0.05
11	Saffron Indian Cuisine	189 Union Street, Aberdeen	Independent Free	AB11 6BB	Other	0.05
12	Rileys	9 Bridge Place, Aberdeen	Weight Partners Ltd	AB11 6HZ	Other	0.05
13	Institute	5 Bridge Place, Aberdeen	Deltic Group Ltd	AB11 6HZ	Other	0.05
14	Bridge Bar	6 Bridge Street, Aberdeen	Independent Free	AB11 6JJ	Circuit Bar	0.05
15	Monsoona Indian Restaurant	20 Bridge Street, Aberdeen	Independent Free	AB11 6JJ	Other	0.05
16	Underground Klub	Bridge Street, Aberdeen	Independent Free	AB11 6JJ	Other	0.05
17	Bridge Street Social Club	18 Bridge Street, Aberdeen	Independent Free	AB11 6JJ	Cafe / Wine Bar	0.05
18	Sopranos Italian Restaurant	4 Bridge Street, Aberdeen	Independent Free	AB11 6JJ	Other	0.05
19	Grill	213 Union Street, Aberdeen	Independent Free	AB11 6BA	Other	0.05
20	Temple Club	85 Crown Street, Aberdeen	Independent Free	AB11 6EX	Other	0.06
21	Pearl Lounge	16 Dee Street, Aberdeen	Independent Free	AB11 6DR	Other	0.06
22	Yangtse River	8 Bridge Street, Aberdeen	Independent Free	AB11 6BP	Other	0.06
23	Mim	13 Crown Street, Aberdeen	Independent Free	AB11 6HW	Cafe / Wine Bar	0.07
24	Travelodge	9 Bridge Street, Aberdeen	Dubai International Capital	AB11 6JL	Other	0.07
25	Chinatown Restaurant	11 Dee Street, Aberdeen	Independent Free	AB11 6DY	Other	0.07
26	Private Eyes	30 Bridge Street, Aberdeen	Independent Free	AB11 6JN	Other	0.08
27	Kristals	48 Bridge Street, Aberdeen	Independent Free	AB11 6JN	Other	0.08
28	Nazma Tandoori	62 Bridge Street, Aberdeen	Independent Free	AB11 6JN	Other	0.08
29	Magma	52 Bridge Street, Aberdeen	Unknown	AB11 6JN	Other	0.08
30	One Dimond	1 Dimond Street, Aberdeen	Independent Free	AB10 1QX	Cafe / Wine Bar	0.08