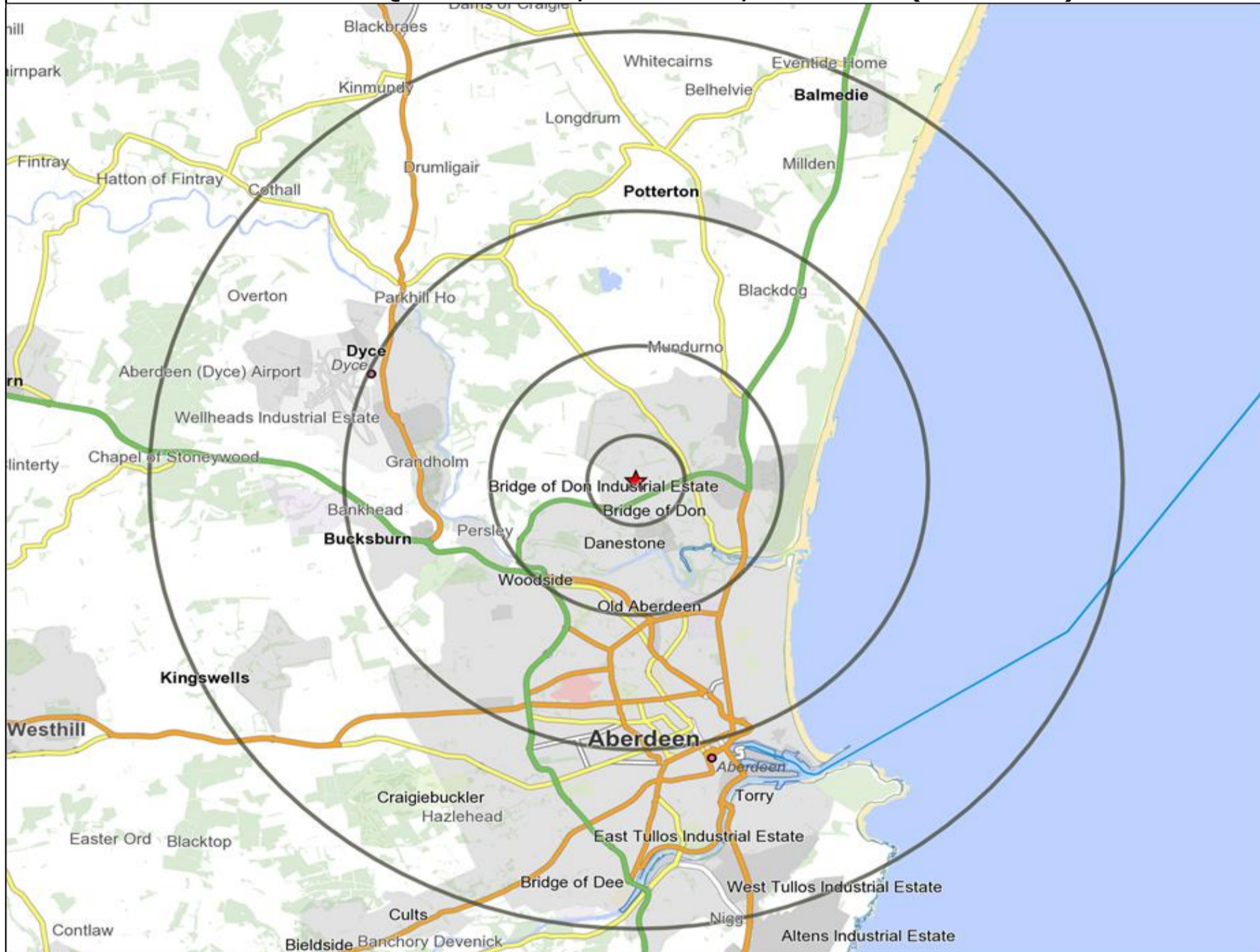




Customer Profile Report for MAINS OF SCOTSTOWN, BRIDGE OF (Punch Outlet Number: 202271 JESMOND SQUARE SOUTH, ABERDEEN, AB22 8WT (AB22 8WT))



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

Age Data Table

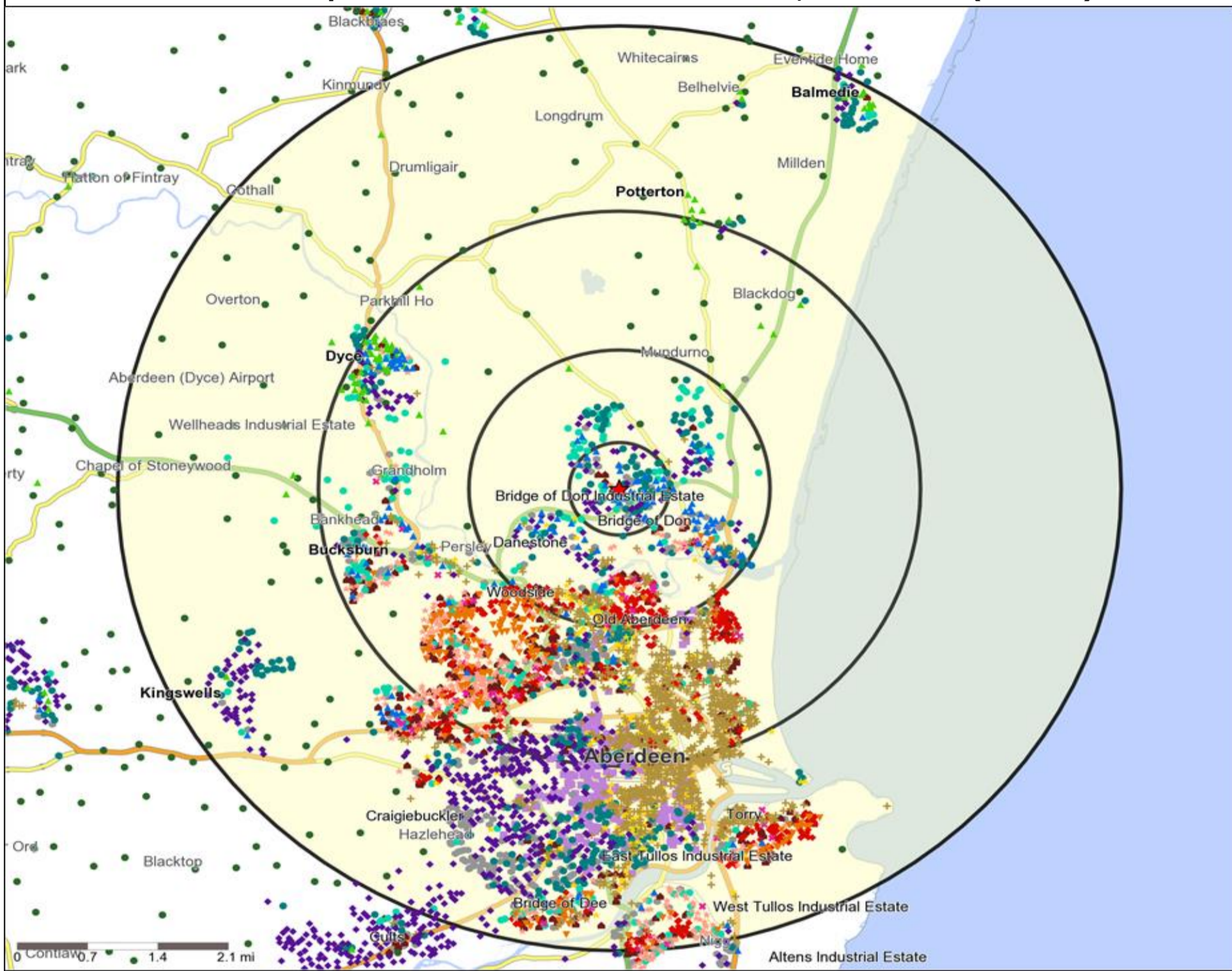
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,157	5,818	18,268	31,174	22,493	83	84	75	78	81
16-17	214	814	2,189	3,518	2,612	124	95	72	71	76
18-24	432	4,788	20,110	27,628	19,229	64	143	171	143	144
25-34	837	6,186	25,811	42,670	26,874	82	123	145	146	134
35-44	872	4,665	16,038	27,634	18,790	93	100	97	102	101
45-54	1,221	4,896	15,168	26,203	18,259	116	94	82	87	87
55-64	1,467	4,656	14,172	22,928	16,729	175	112	96	95	101
65+	1,222	5,064	18,399	31,808	22,196	91	76	78	83	84
Population estimate 2015	7,422	36,887	130,155	213,563	147,182	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	7,073	32,459	112,010	186,108	128,873	94%	93%	91%	92%	92%
Mixed / Multiple Ethnic Groups	29	227	782	1,346	880	0%	1%	1%	1%	1%
Asian / Asian British	287	1,253	5,868	8,942	6,068	4%	4%	5%	4%	4%
Black / African / Caribbean / Black British	71	756	3,231	5,292	3,227	1%	2%	3%	3%	2%
Other Ethnic Group	28	266	1,064	1,582	1,101	0%	1%	1%	1%	1%
All People (Ethnic Group)	7,488	34,961	122,955	203,270	140,149	100	100	100	100	100



Mosaic UK Map and Data: MAINS OF SCOTSTOWN, BRIDGE OF (202275)



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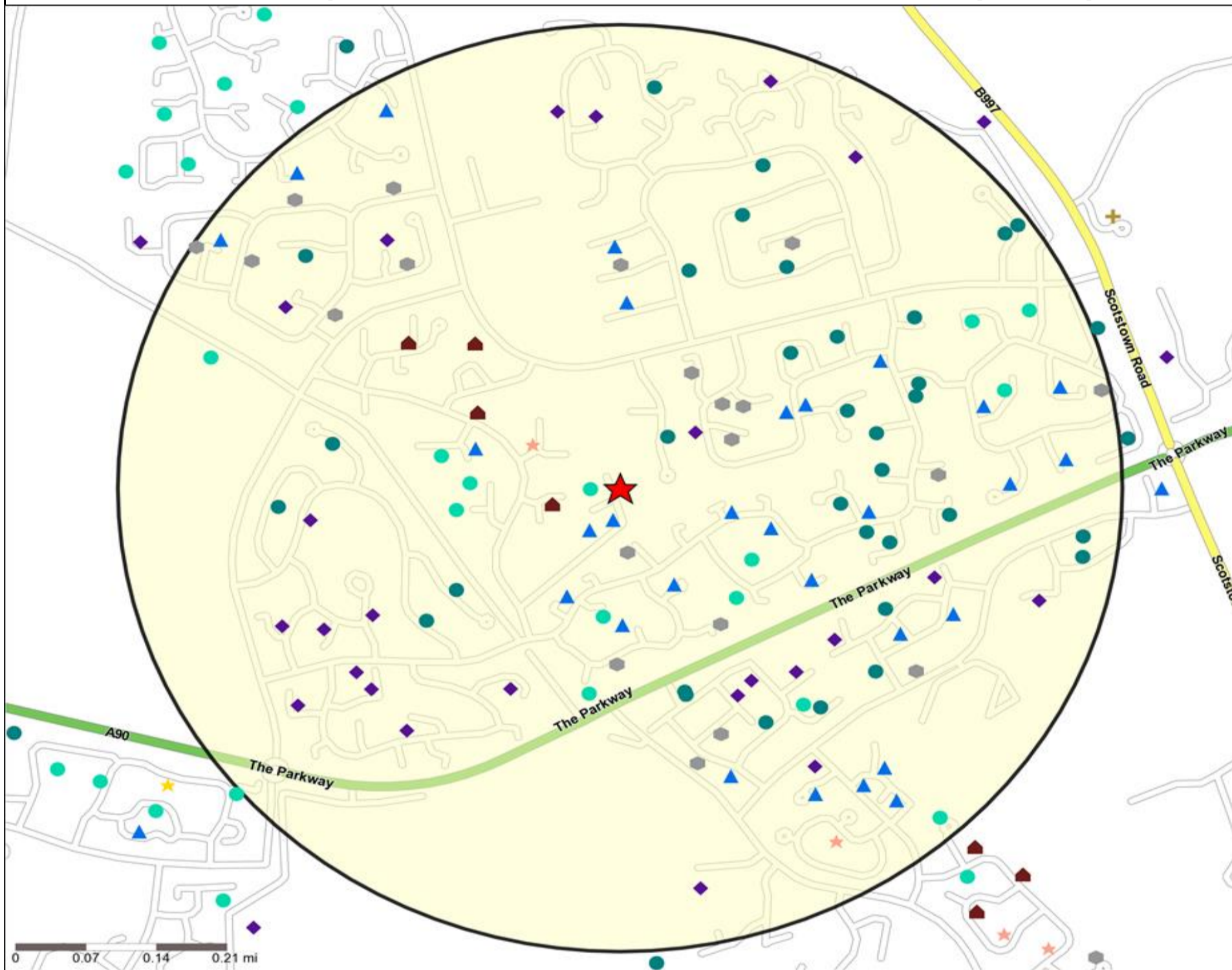
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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	23	2,392	7,230	4,249	0	2	54	99	86
B Prestige Positions (18+)	1,261	2,980	5,790	14,223	10,313	286	149	76	113	121
C Country Living (18+)	0	56	365	1,610	1,956	0	3	5	13	24
D Rural Reality (18+)	0	15	1,606	2,548	2,952	0	1	22	21	37
E Senior Security (18+)	856	2,048	4,505	10,169	5,701	174	92	53	72	60
F Suburban Stability (18+)	1,293	3,325	4,678	5,377	4,905	350	198	74	51	69
G Domestic Success (18+)	1,685	4,353	6,751	13,305	9,947	332	188	77	91	101
H Aspiring Homemakers (18+)	495	3,241	6,433	8,833	6,972	90	130	68	56	66
I Family Basics (18+)	0	531	4,784	6,703	5,073	0	27	64	54	60
J Transient Renters (18+)	0	440	1,253	2,062	1,479	0	28	21	21	22
K Municipal Challenge (18+)	0	4,120	15,040	20,367	15,081	0	255	246	200	220
L Vintage Value (18+)	264	1,318	7,038	11,189	8,078	69	76	107	103	110
M Modest Traditions (18+)	189	1,133	8,676	13,469	9,539	66	87	175	164	172
N Urban Cohesion (18+)	0	594	3,069	6,248	3,426	0	41	56	69	56
O Rental Hubs (18+)	1	3,293	31,801	49,696	26,972	0	156	396	373	300
Adults 18+ estimate 2015	6,044	27,470	104,181	173,029	116,643	100	100	100	100	100



Mosaic UK Map and Data: MAINS OF SCOTSTOWN, BRIDGE OF (202275)



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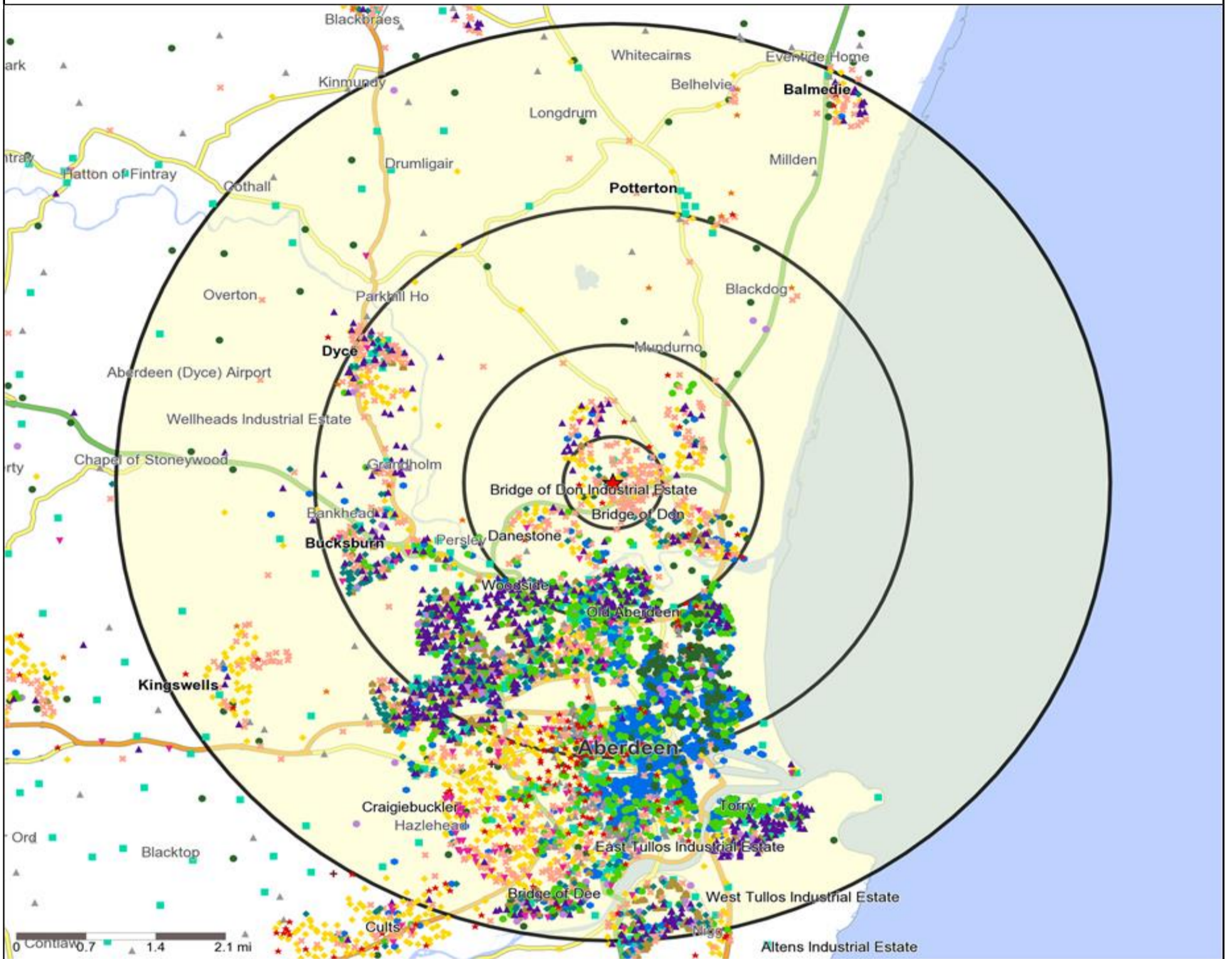
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	1,261	286
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	856	174
F Suburban Stability (18+)	1,293	350
G Domestic Success (18+)	1,685	332
H Aspiring Homemakers (18+)	495	90
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	264	69
M Modest Traditions (18+)	189	66
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	1	0
Adults 18+ estimate 2015	6,044	100



Occasions Map and Data: MAINS OF SCOTSTOWN, BRIDGE OF (202275)



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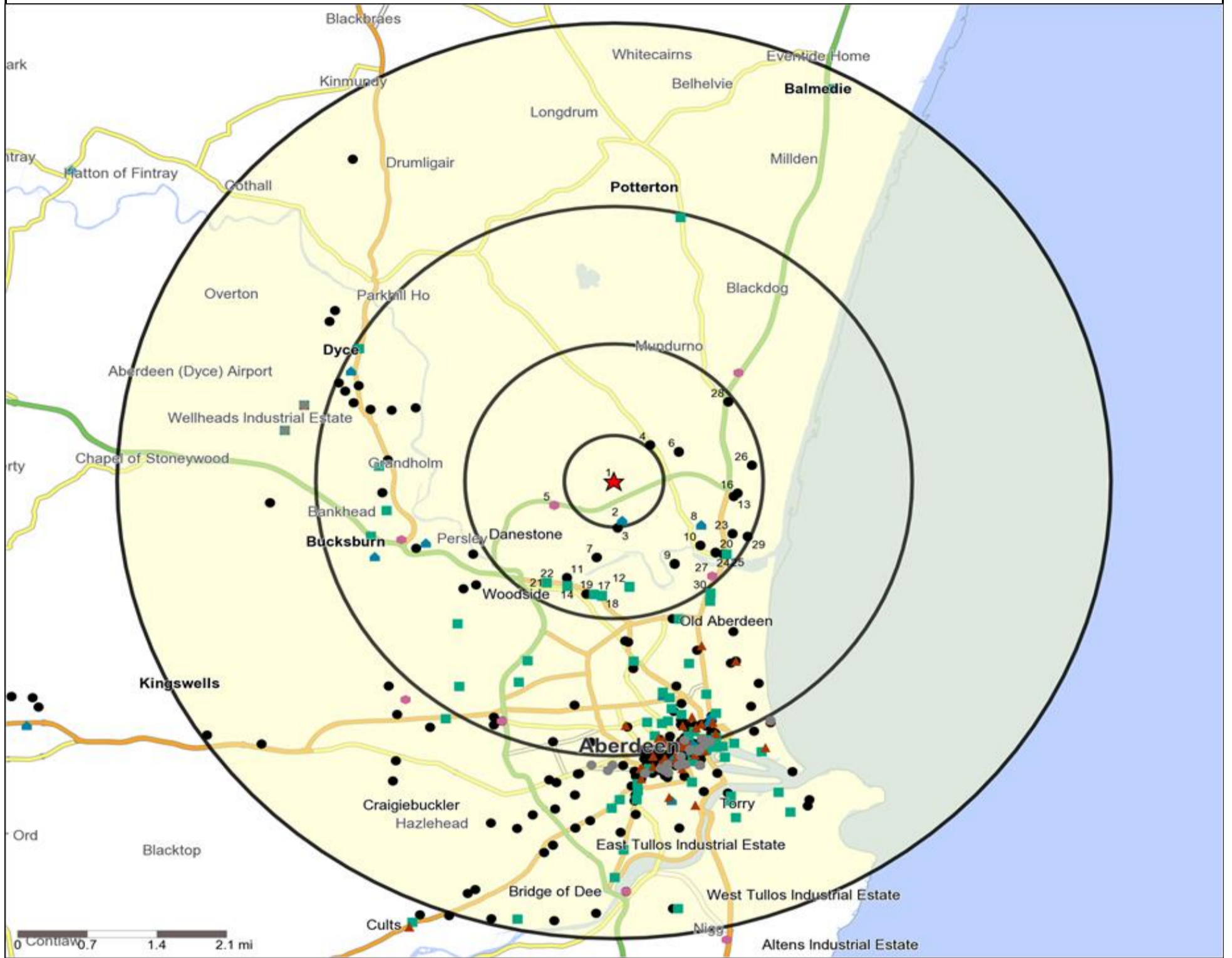
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▲ 09 Leisurely Lunch
- ★ 10 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	279	1,645	6,920	11,178	7,715	64	77	87	86	88
02 Early Doors	434	1,634	5,782	9,064	6,685	119	92	87	83	91
03 Everyday is Friday	329	1,865	7,454	12,012	7,884	106	123	132	129	126
04 Weekend Millionaires	257	2,337	7,692	11,582	8,529	57	107	94	86	94
05 Out On The Town	378	2,520	12,396	20,610	12,230	87	119	158	159	140
06 Business and Pleasure	141	853	3,608	6,601	4,162	63	78	89	99	92
07 Sporting Pints	197	2,244	10,500	16,663	10,481	41	96	121	117	109
08 Student Social	238	868	4,825	6,891	4,948	118	88	132	114	121
09 Leisurely Lunch	425	1,816	6,162	10,694	7,366	100	88	80	84	86
10 Wining and Dining	742	2,538	6,962	12,451	8,560	154	108	79	86	88
11 Household Outing	352	1,613	5,595	8,926	6,321	92	86	80	78	82
12 Midweek Meal Deal	103	930	3,916	5,802	4,138	48	89	100	90	95
13 Date Night	642	2,172	5,877	10,889	7,280	188	130	94	106	105
14 Birthday Treat	523	1,654	4,682	8,423	6,110	153	99	75	82	88
15 Pre Show Meal	159	723	2,166	3,915	2,590	135	125	101	111	109
Number of Occasions	5,199	25,412	94,537	155,701	104,999	100	100	100	100	100



Competition Map and Data: MAINS OF SCOTSTOWN, BRIDGE OF (202275)



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

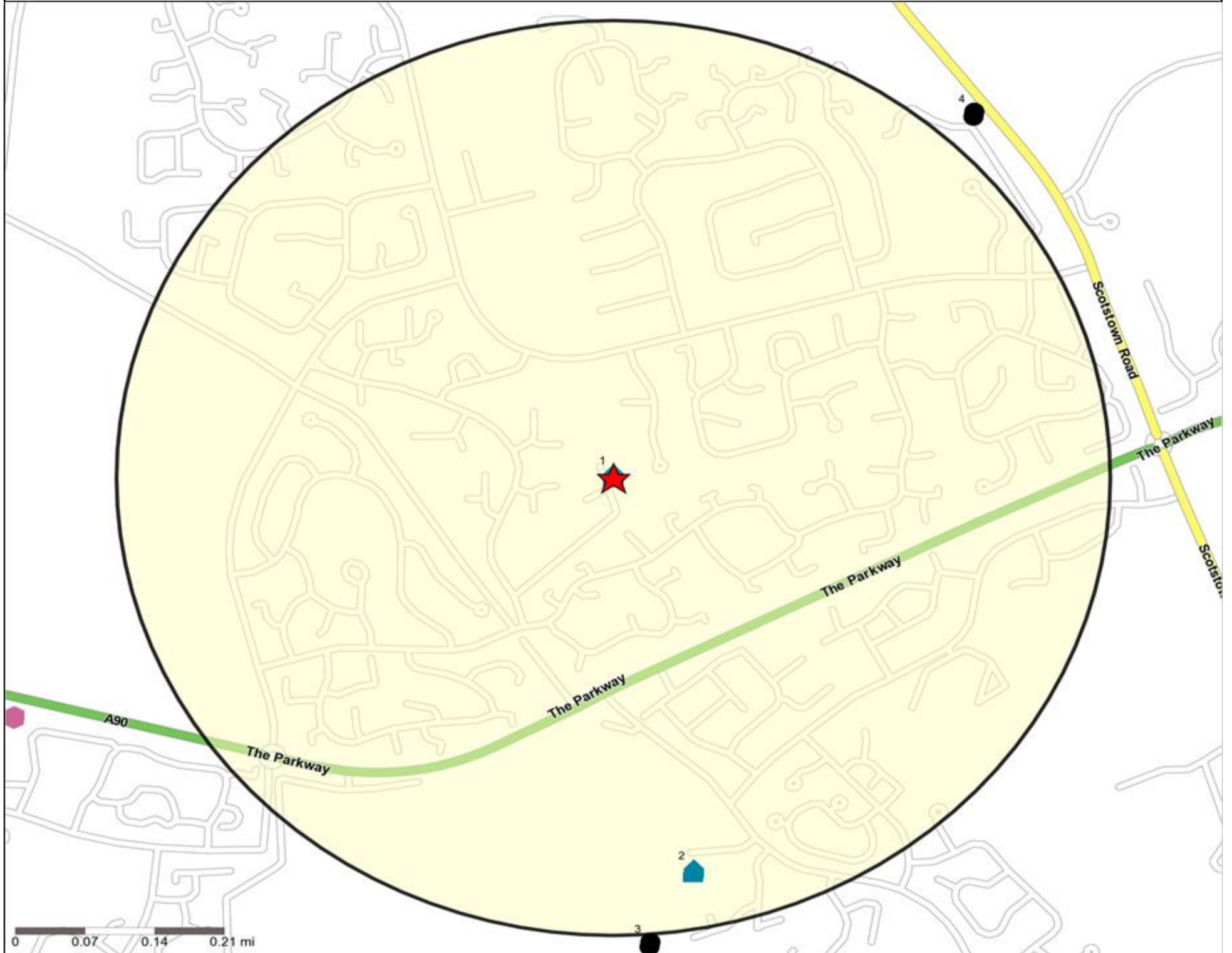
- ★ Location
- ⬡ Branded Food
- 🏠 Dry Led
- Cafe / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◇ Rural Character
- 🌊 Rivers, Canals and Lakes
- Community Local

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	5	30
Circuit Bar	0	0	20	47
Community Local	0	6	34	67
Dry Led	2	3	15	18
Branded Food Pub	0	2	6	8
Rural	0	0	0	0
Other	0	18	107	273
Total	2	29	187	443



Competition Map and Data: MAINS OF SCOTSTOWN, BRIDGE OF (202275)



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	0
Dry Led	2
Branded Food Pub	0
Rural	0
Other	0
Total	2



Local Competition: MAINS OF SCOTSTOWN, BRIDGE OF (202275)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	MAINS OF SCOTSTOWN, BRIDGE OF	1 JESMOND SQUARE SOUTH, ABERDEEN, AB22 8WT	Punch Taverns	AB22 8WT	Punch Taverns	0.00
1	Mains Of Scotstown Inn	1 Jesmond Square East, Bridge Of Don, Aberdeen	Punch Pub Company	AB22 8WT	Dry Led	0.00
2	Parkway	11 Balgownie Road, Bridge Of Don, Aberdeen	Punch Pub Company	AB22 8LX	Dry Led	0.43
3	One Sports	Balgownie Road, Bridge Of Don, Aberdeen	Independent Free	AB22 8GT	Other	0.51
4	Country Club	Greenbrae Crescent, Bridge Of Don, Aberdeen	Independent Free	AB22 8NJ	Other	0.54
5	Buckie Farm	The Parkway, Danestone, Aberdeen	Mitchells & Butlers	AB22 8AL	Branded Food	0.66
6	Denmore Park Sports & Social Club	48 Lochside Road, Bridge Of Don, Aberdeen	Independent Free	AB23 8QW	Other	0.73
7	Olive Grove Restaurant	Grandholm Village, Grandholm, Aberdeen	Independent Free	AB22 8AA	Other	0.85
8	Black Dog	27 North Donside Road, Bridge Of Don, Aberdeen	Stonegate Pub Company	AB23 8PA	Dry Led	1.00
9	Watering Hole	Don Street, Old Aberdeen, Aberdeen	Independent Free	AB24 1WU	Other	1.09
10	Balgownie Bowling Club	Scotstown Gardens, Bridge Of Don, Aberdeen	Independent Free	AB23 8HX	Other	1.11
11	Woodside Sports Complex	Station Road, Woodside, Aberdeen	Independent Free	AB24 2UL	Other	1.15
12	Broadwords	52 Hayton Road, Aberdeen	Independent Free	AB24 2UY	Community Local	1.16
13	Holiday Inn	Claymore Drive, Bridge Of Don, Aberdeen	InterContinental Hotels Group	AB23 8BL	Other	1.22
14	Crown Bar	571 Great Northern Road, Aberdeen	Independent Free	AB24 2DB	Community Local	1.24
15	Six One Two Social Club	615a Great Northern Road, Aberdeen	Independent Free	AB24 2DB	Other	1.24
16	Express By Holiday Inn	Parkway East, Bridge of Don, Aberdeen	InterContinental Hotels Group	AB23 8AJ	Other	1.25
17	Central Bar	415 Great Northern Road, Aberdeen	Greene King	AB24 2EU	Community Local	1.25
18	Fountain Bar	368 Great Northern Road, Aberdeen	Independent Free	AB24 2AX	Community Local	1.25
19	Larches Hotel	12 Queen Street, Woodside, Aberdeen	Independent Free	AB24 4EG	Other	1.26
20	Royal British Legion Club	23 Balgownie Road, Bridge Of Don, Aberdeen	Independent Free	AB23 8JN	Other	1.28
21	White Horse Bar	697 Great Northern Road, Aberdeen	Trust Inns	AB24 2DU	Community Local	1.30
22	Oriental Palaces	701-703 Great Northern Road, Aberdeen	Independent Free	AB24 2DU	Other	1.30
23	Gordon Barracks	Bridge Of Don, Aberdeen	Independent Free	AB23 8DB	Other	1.32
24	Brig Inn	9 Ellon Road, Bridge Of Don, Aberdeen	Punch Pub Company	AB23 8EB	Other	1.35
25	Don View	2 Ellon Road, Bridge Of Don, Aberdeen	Punch Pub Company	AB23 8EA	Community Local	1.39
26	Aberdeen Exhibition & Conference Centre	Claymore Drive, Bridge Of Don, Aberdeen	Independent Free	AB23 8GD	Other	1.40
27	Brig Odon	739 King Street, Aberdeen	Greene King	AB24 1XZ	Branded Food	1.43
28	Murcar Golf Club	Murcar, Bridge Of Don, Aberdeen	Independent Free	AB23 8BD	Other	1.44
29	Royal Aberdeen Golf Club	Links Road, Bridge Of Don, Aberdeen	Independent Free	AB23 8AT	Other	1.47
30	Moonlight	690 King Street, Aberdeen	Independent Free	AB24 1SJ	Community Local	1.56