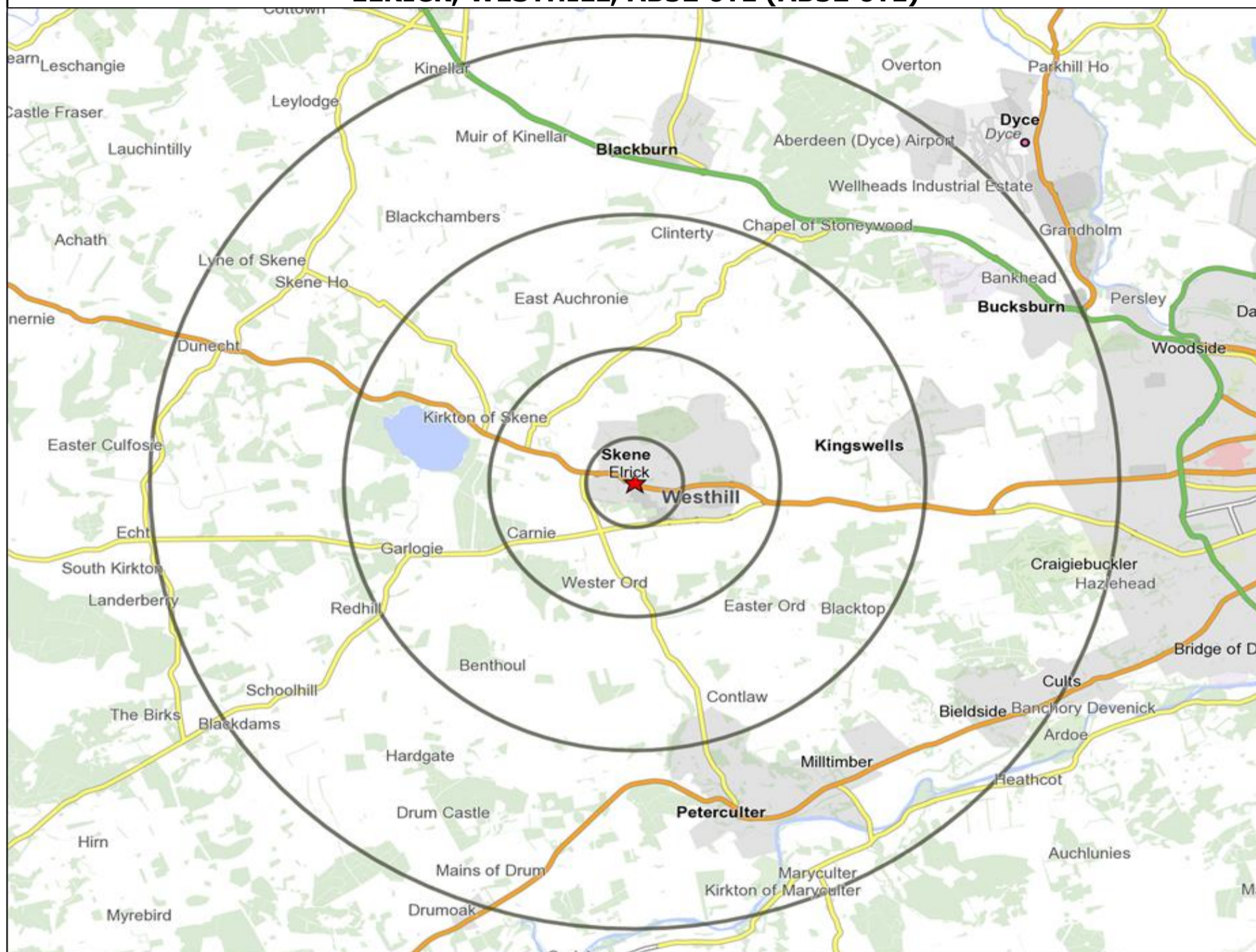




**Customer Profile Report for BROADSTRAIK INN, ABERDEEN (Punch Outlet Number: 202266)
ELRICK, WESTHILL, AB32 6TL (AB32 6TL)**



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

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

Age Data Table

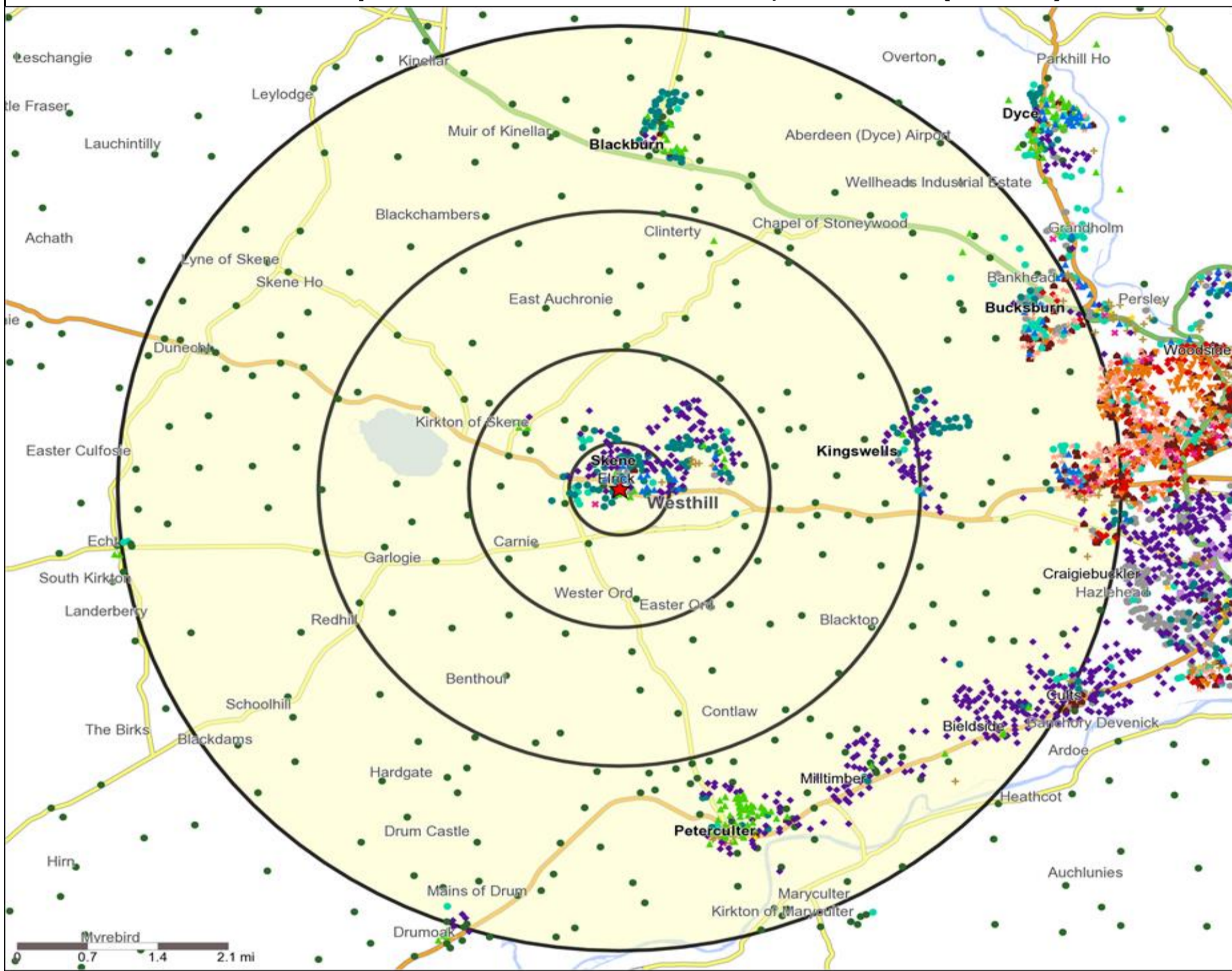
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,312	2,587	3,202	10,024	13,378	127	113	112	108	103
16-17	164	365	439	1,126	1,416	128	129	124	98	88
18-24	458	990	1,120	2,939	4,046	92	90	81	66	65
25-34	835	1,648	1,957	6,115	8,865	111	99	94	91	94
35-44	858	1,744	2,203	7,003	9,644	122	113	114	112	110
45-54	767	1,770	2,350	7,448	10,368	98	103	109	107	106
55-64	550	1,497	1,913	6,395	8,968	88	109	111	115	114
65+	578	1,573	2,030	8,242	12,585	58	72	74	93	101
Population estimate 2015	5,522	12,174	15,214	49,292	69,270	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	5,133	11,028	13,603	45,420	63,522	95%	96%	95%	95%	95%
Mixed / Multiple Ethnic Groups	33	53	66	273	384	1%	0%	0%	1%	1%
Asian / Asian British	166	295	418	1,382	1,996	3%	3%	3%	3%	3%
Black / African / Caribbean / Black British	67	110	191	688	958	1%	1%	1%	1%	1%
Other Ethnic Group	25	54	83	252	299	0%	0%	1%	1%	0%
All People (Ethnic Group)	5,424	11,540	14,361	48,015	67,159	100	100	100	100	100



Mosaic UK Map and Data: BROADSTRAIK INN, ABERDEEN (202266)



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

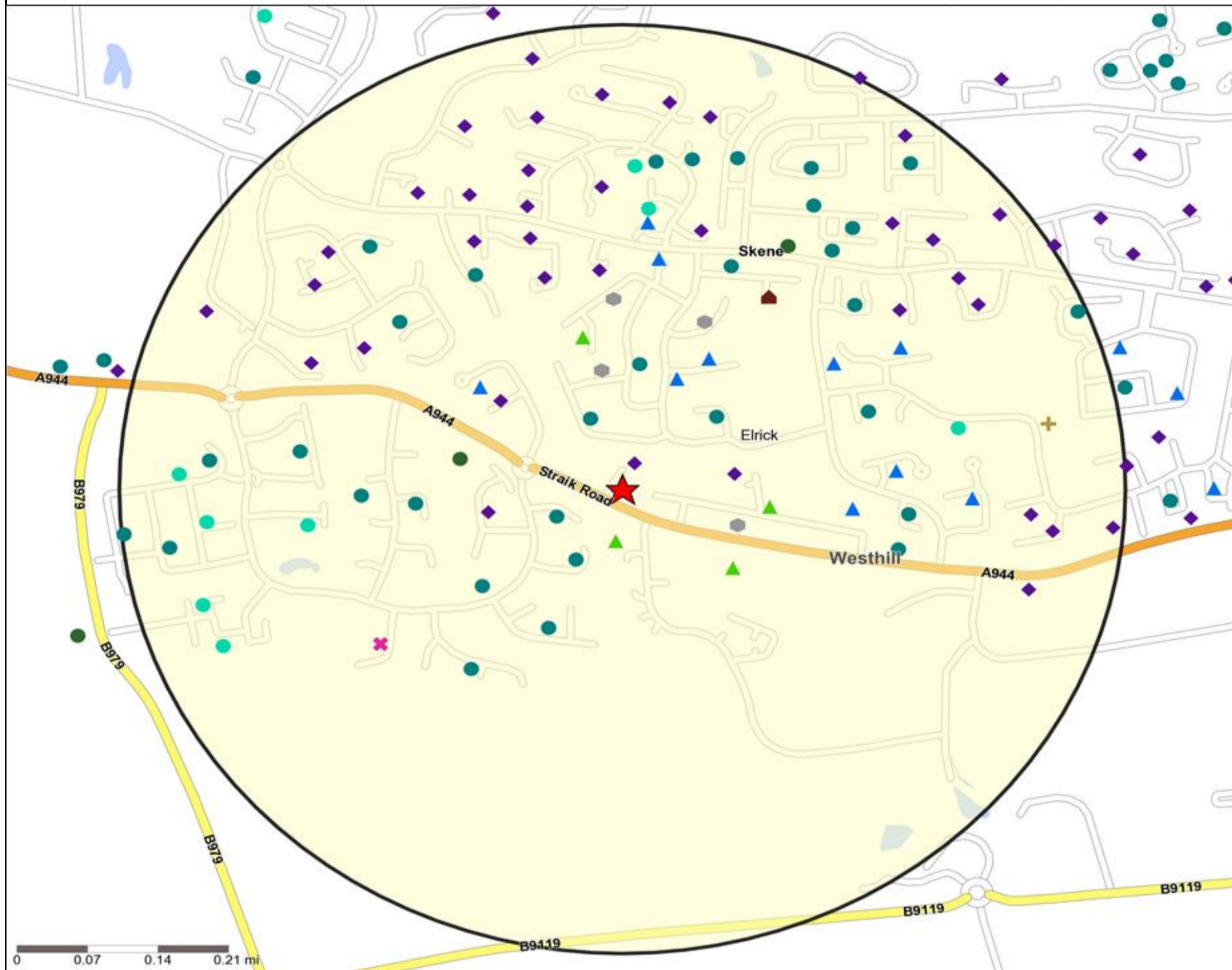
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- A City Prosperity
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- 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	0	0	0	186	0	0	0	0	8
B Prestige Positions (18+)	982	3,015	3,846	10,038	13,734	333	448	459	364	348
C Country Living (18+)	25	371	1,276	4,203	5,031	9	58	160	160	134
D Rural Reality (18+)	167	464	489	3,082	3,251	60	73	61	118	87
E Senior Security (18+)	116	140	200	1,217	3,590	35	19	21	40	81
F Suburban Stability (18+)	528	834	834	1,701	1,913	214	148	119	74	58
G Domestic Success (18+)	1,730	3,531	3,827	6,710	7,384	509	455	395	211	162
H Aspiring Homemakers (18+)	378	600	767	2,380	3,225	103	71	73	69	65
I Family Basics (18+)	0	0	0	654	1,281	0	0	0	24	33
J Transient Renters (18+)	48	48	48	371	701	21	9	7	17	22
K Municipal Challenge (18+)	0	0	0	1,127	2,714	0	0	0	51	85
L Vintage Value (18+)	55	55	55	2,139	3,740	22	9	8	90	110
M Modest Traditions (18+)	0	0	0	3,054	4,739	0	0	0	170	184
N Urban Cohesion (18+)	0	0	0	156	398	0	0	0	8	14
O Rental Hubs (18+)	17	167	167	994	2,276	5	23	19	34	55
Adults 18+ estimate 2015	4,046	9,225	11,509	37,826	54,163	100	100	100	100	100



Mosaic UK Map and Data: BROADSTRAIK INN, ABERDEEN (202266)



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

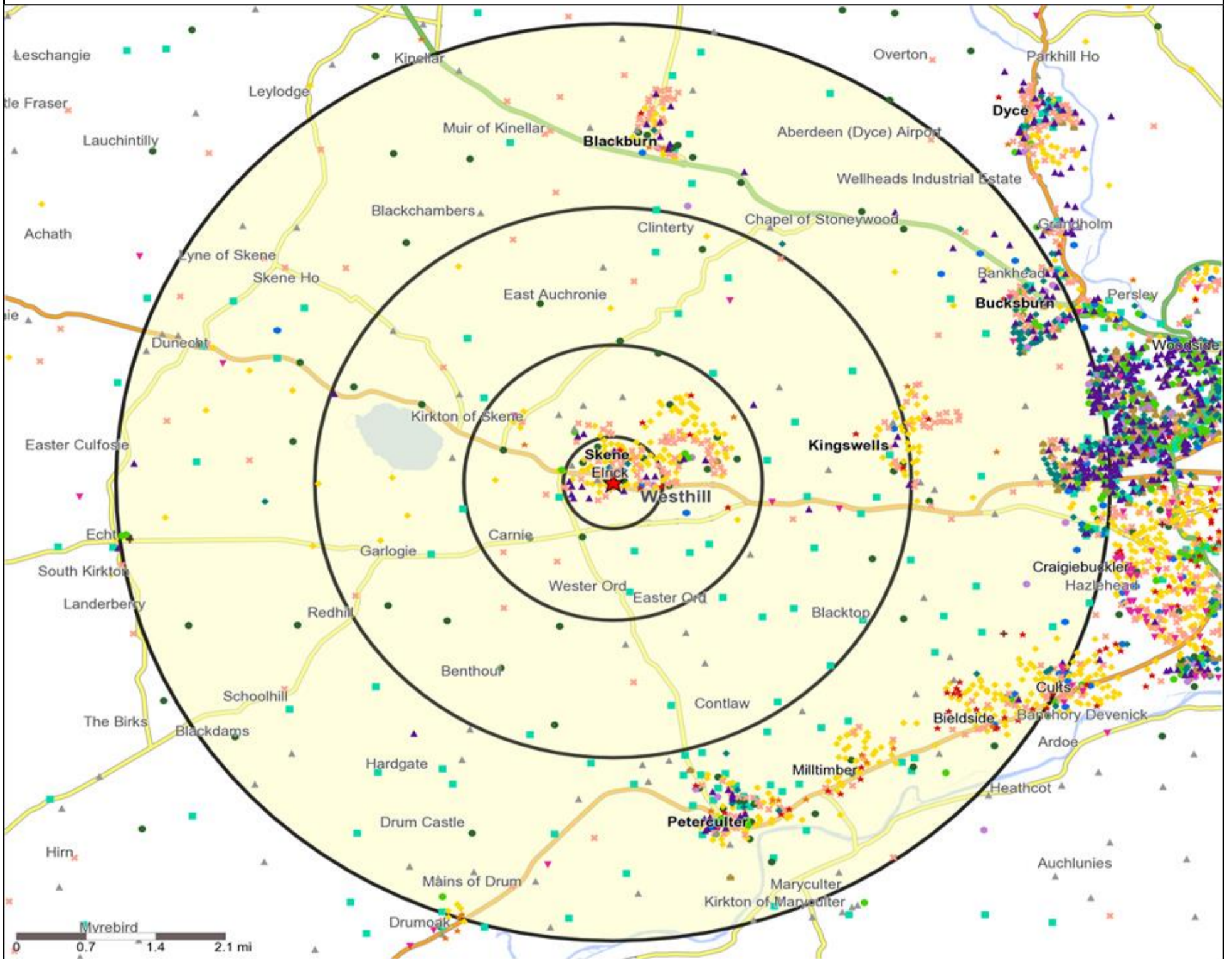
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	982	333
C Country Living (18+)	25	9
D Rural Reality (18+)	167	60
E Senior Security (18+)	116	35
F Suburban Stability (18+)	528	214
G Domestic Success (18+)	1,730	509
H Aspiring Homemakers (18+)	378	103
I Family Basics (18+)	0	0
J Transient Renters (18+)	48	21
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	55	22
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	17	5
Adults 18+ estimate 2015	4,046	100



Occasions Map and Data: BROADSTRAIK INN, ABERDEEN (202266)



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

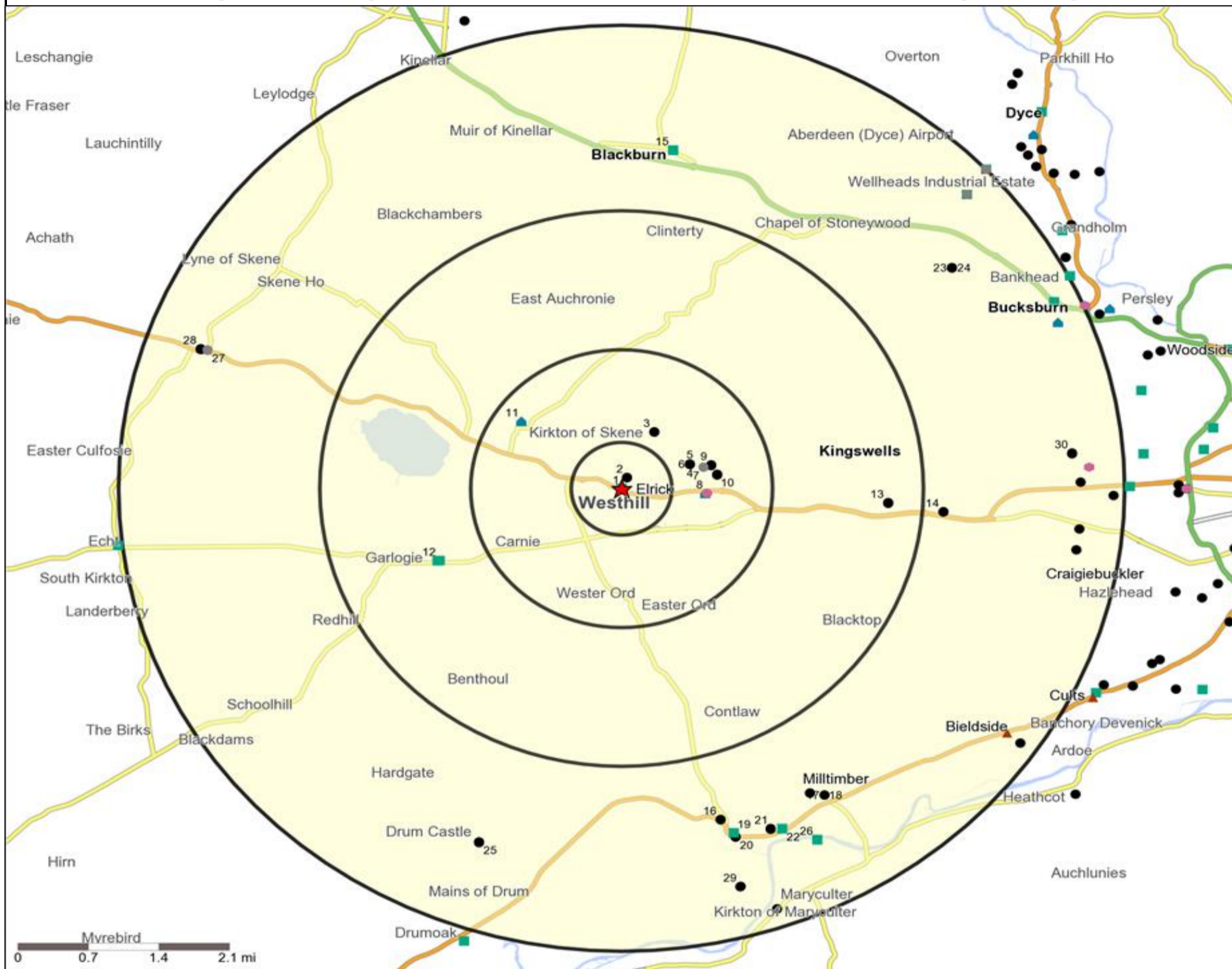
- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✂ 10 Wining and Dining
- ★ 14 Birthday Treat
- 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	91	255	380	2,028	3,138	30	38	47	74	80
02 Early Doors	170	378	476	2,430	3,529	66	68	70	106	107
03 Everyday is Friday	243	503	594	2,124	3,041	110	106	102	109	108
04 Weekend Millionaires	228	415	517	2,241	3,494	72	61	62	79	86
05 Out On The Town	274	570	689	2,280	3,456	90	87	85	84	89
06 Business and Pleasure	145	297	414	1,254	1,701	92	87	99	89	84
07 Sporting Pints	156	301	347	1,471	2,370	46	41	39	49	55
08 Student Social	208	462	594	1,465	1,867	146	150	157	115	102
09 Leisurely Lunch	268	628	794	2,733	4,018	89	97	100	102	105
10 Wining and Dining	558	1,206	1,438	3,911	5,355	163	164	159	129	123
11 Household Outing	279	521	612	2,223	3,128	103	90	86	92	91
12 Midweek Meal Deal	60	147	190	986	1,449	39	45	47	73	75
13 Date Night	493	1,137	1,361	3,641	5,013	204	218	212	169	162
14 Birthday Treat	384	833	989	2,915	3,982	158	160	154	135	129
15 Pre Show Meal	123	263	337	999	1,412	147	147	153	135	133
Number of Occasions	3,680	7,916	9,732	32,701	46,953	100	100	100	100	100



Competition Map and Data: BROADSTRAIK INN, ABERDEEN (202266)



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

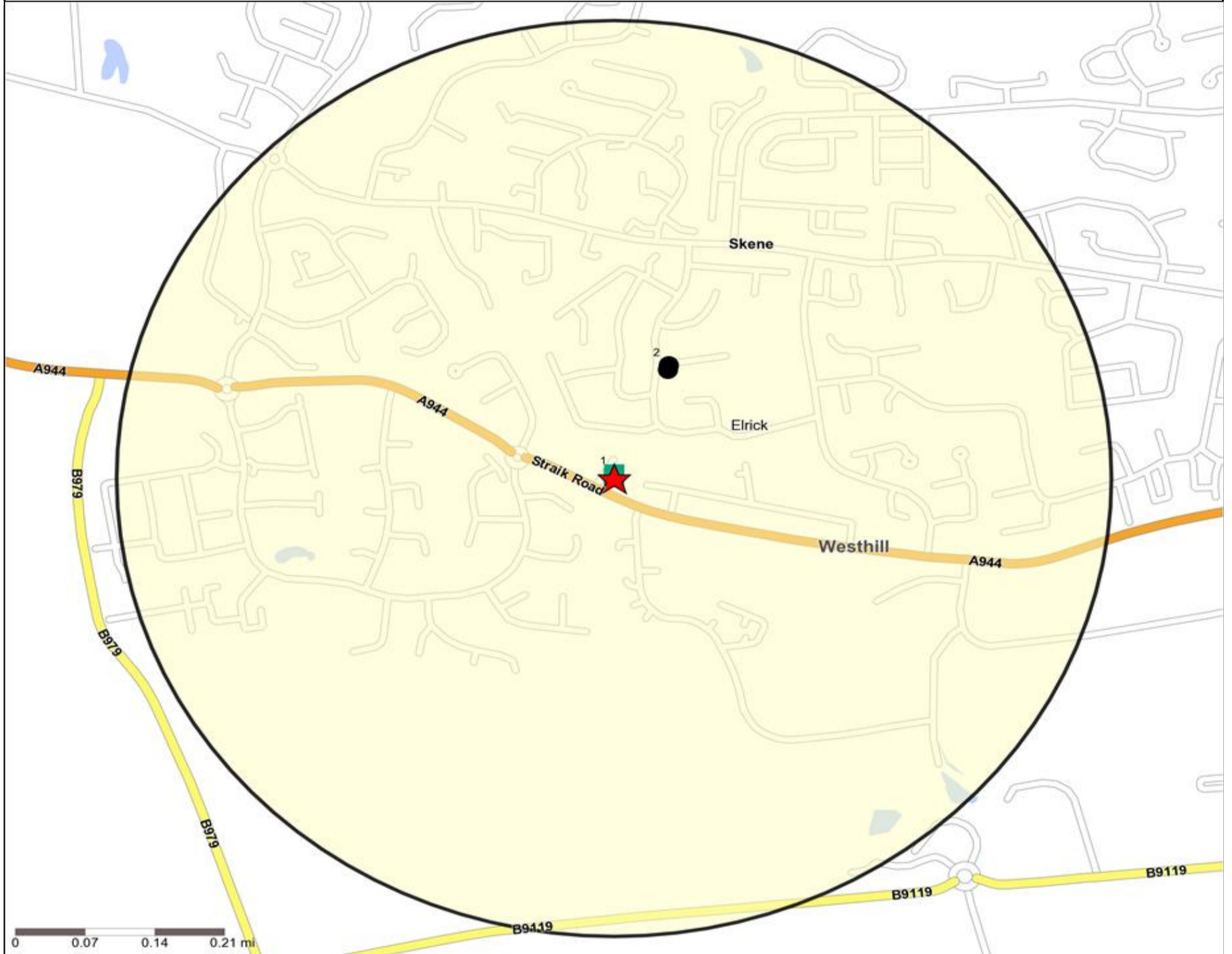
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- Rivers, Canals and Lakes
- Circuit Bar
- Rural Character
- Community Local

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	1	1	3
Circuit Bar	0	0	0	1
Community Local	1	1	2	8
Dry Led	0	1	1	2
Branded Food Pub	0	1	1	2
Rural	0	0	0	0
Other	1	7	8	28
Total	2	11	13	44



Competition Map and Data: BROADSTRAIK INN, ABERDEEN (202266)



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

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: BROADSTRAIK INN, ABERDEEN (202266)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BROADSTRAIK INN, ABERDEEN	ELRICK, WESTHILL, AB32 6TL	Punch Taverns	AB32 6TL	Punch Taverns	0.00
1	Broadstraik Inn	Elrick, Westhill	Punch Pub Company	AB32 6TL	Community Local	0.01
2	Westdyke Leisure Centre	4 Westdyke Avenue, Elrick, Westhill	Independent Free	AB32 6QX	Other	0.13
3	Westhill Golf Club	Westhill Heights, Westhill	Independent Free	AB32 6RY	Other	0.70
4	Max Italian	Ashdale Drive, Westhill	Independent Free	AB32 6LP	Other	0.73
5	Yan Oriental Restaurant	4 Ashdale Drive, Westhill	Independent Free	AB32 6LP	Other	0.73
6	Mamma Mia	4a Ashdale Drive, Westhill	Independent Free	AB32 6LP	Other	0.73
7	Key West Bar & Diner	Old Skene Road, Westhill	Independent Free	AB32 6RL	Cafe / Wine Bar	0.84
8	Shepherds Rest	10 Straik Road, Westhill	Greene King	AB32 6HF	Branded Food	0.85
9	Holiday Inn	Westhill Drive, Westhill	InterContinental Hotels Group	AB32 6TT	Other	0.93
10	Lasan	2 Westhill Drive, Westhill	Independent Free	AB32 6FS	Other	0.96
11	Red Star Inn	Glebe Land, Kirkton Of Skene, Westhill	Independent Free	AB32 6XX	Dry Led	1.24
12	Garlogie Bar	Garlogie, Skene, Westhill	Independent Free	AB32 6RX	Community Local	1.97
13	De Vere Village	Prime Four Kingwells, Aberdeen	KSL Capital Partners	AB15 8PJ	Other	2.65
14	Four Mile House	Old Skene Road, Kingswells, Aberdeen	Independent Free	AB15 8QA	Other	3.21
15	Leys Hotel	Blackburn, Kinellar, Aberdeen	Independent Free	AB21 0SS	Community Local	3.69
16	Borsalino Restaurant	337 North Deeside Road, Peterculter	Independent Free	AB14 0NA	Other	3.71
17	Kippie Lodge	North Deeside Road, Milltimber	Independent Free	AB13 0AB	Other	3.88
18	Aberdeen Petroleum Club	North Deeside Road, Milltimber	Independent Free	AB13 0AB	Other	3.88
19	Old Bank Bar	220 North Deeside Road, Peterculter	Independent Free	AB14 0UQ	Community Local	3.88
20	Royal China	309-311 North Deeside Road, Peterculter	Independent Free	AB14 0UL	Other	3.93
21	Culter Mills Sports & Recreation Club	Cairn Road, Peterculter	Independent Free	AB14 0QD	Other	3.96
22	Ploughman	40 North Deeside Road, Peterculter	Independent Free	AB14 0QN	Community Local	4.00
23	Craibstone Golf Centre	Craibstone Estate, Bucksburn, Aberdeen	*Other Small Retail Groups	AB21 9YA	Other	4.06
24	Scottish Agricultural College	Craibstone Estate, Bucksburn, Aberdeen	Independent Free	AB21 9YA	Other	4.06
25	Drum Castle	Drumoak, Banchory	National Trust	AB31 5EY	Other	4.07
26	Mill Inn & Champers Night Club	South Deeside Road, Maryculter, Aberdeen	Independent Free	AB12 5FX	Community Local	4.26
27	Jaffs	The Terrace, Dunecht, Westhill	Independent Free	AB32 7AW	Cafe / Wine Bar	4.38
28	Dunecht House Golf Club	Dunecht, Westhill	Independent Free	AB32 7AX	Other	4.45
29	Peter Culter Golf Club	Burnside Road, Peterculter	Independent Free	AB14 0LN	Other	4.46
30	Sheddocksley Community Centre	Sumburgh Crescent, Aberdeen	Independent Free	AB16 6WF	Other	4.49