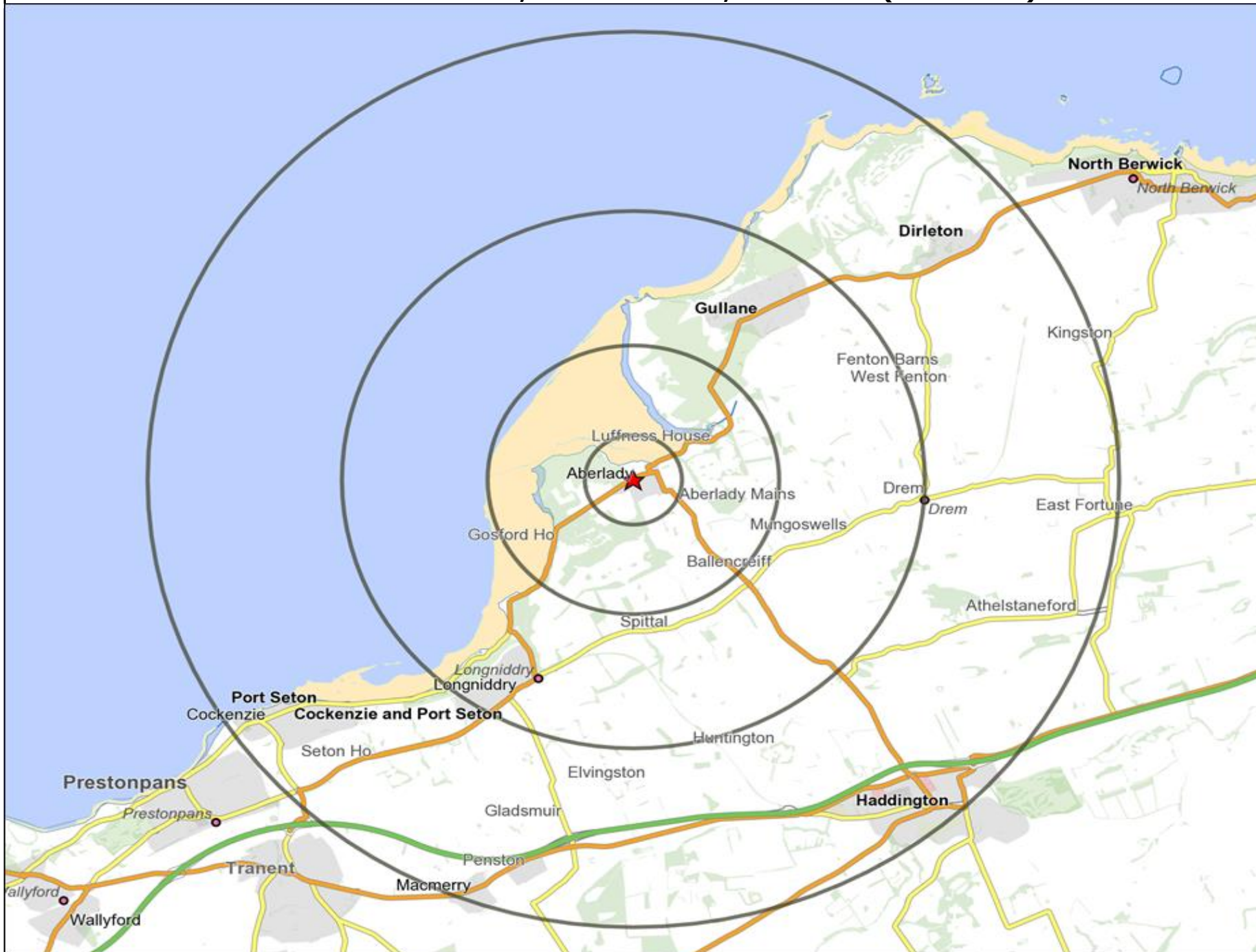




**Customer Profile Report for OLD ABERLADY INN, ABERLADY (Punch Outlet Number: 119675)
WEST MAINS STREET, LONGNIDDY, EH32 0RF (EH32 0RF)**



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

Age Data Table

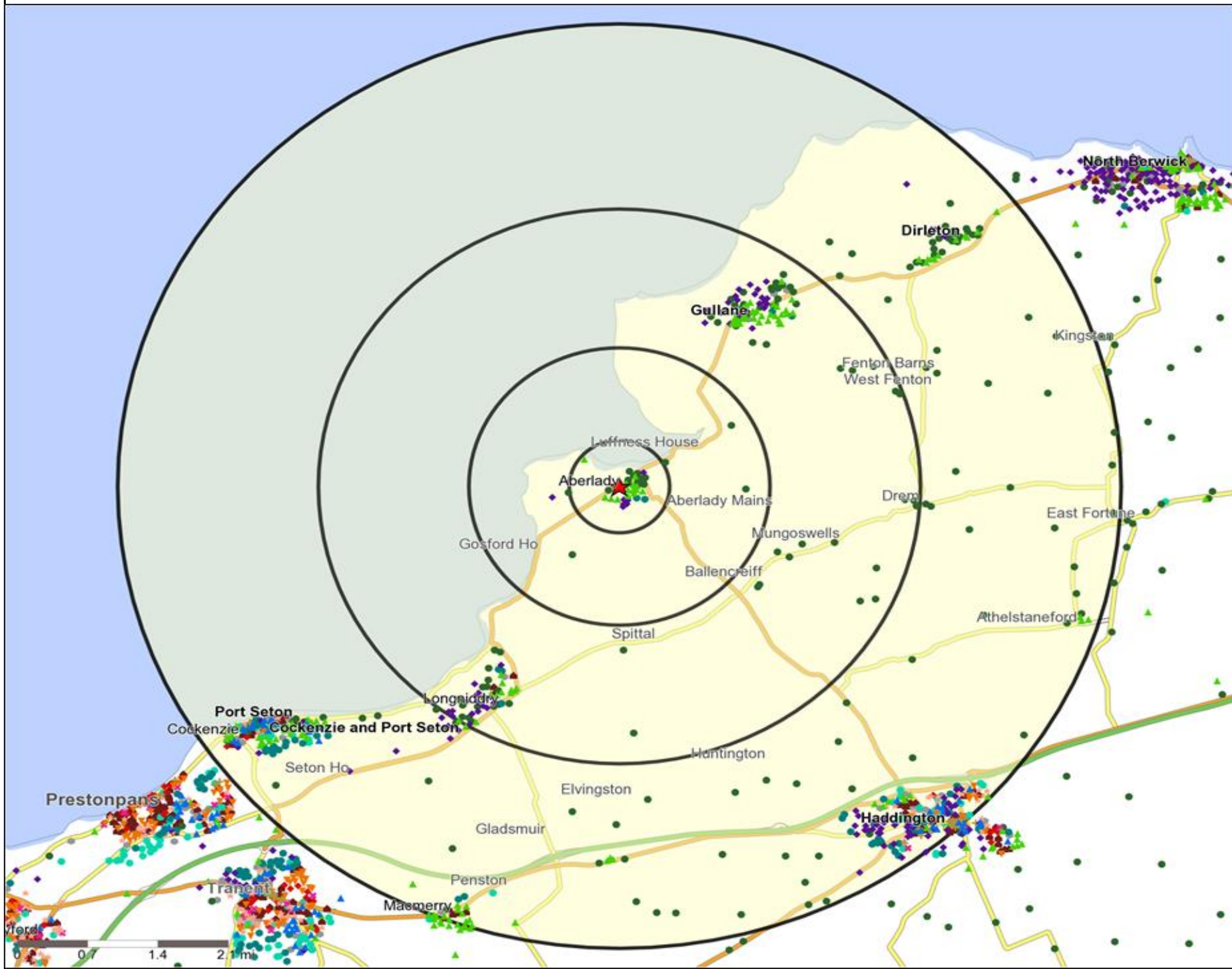
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	270	314	1,177	4,027	9,683	120	120	92	95	97
16-17	21	29	120	502	1,193	76	89	76	96	97
18-24	46	53	277	1,429	3,944	43	42	45	70	82
25-34	48	59	359	1,773	5,401	29	31	39	57	74
35-44	176	203	809	2,716	6,471	116	115	94	95	96
45-54	199	250	1,107	3,786	8,489	117	126	115	118	113
55-64	149	177	1,011	3,208	7,035	110	112	132	126	117
65+	286	311	1,929	5,132	10,846	133	124	158	126	113
Population estimate 2015	1,195	1,396	6,789	22,573	53,062	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	1,156	1,331	6,485	21,540	49,997	98%	98%	99%	99%	99%
Mixed / Multiple Ethnic Groups	9	13	32	84	166	1%	1%	0%	0%	0%
Asian / Asian British	10	17	41	148	344	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	0	1	11	35	108	0%	0%	0%	0%	0%
Other Ethnic Group	0	0	3	12	43	0%	0%	0%	0%	0%
All People (Ethnic Group)	1,175	1,362	6,572	21,819	50,658	100	100	100	100	100



Mosaic UK Map and Data: OLD ABERLADY INN, ABERLADY (119675)



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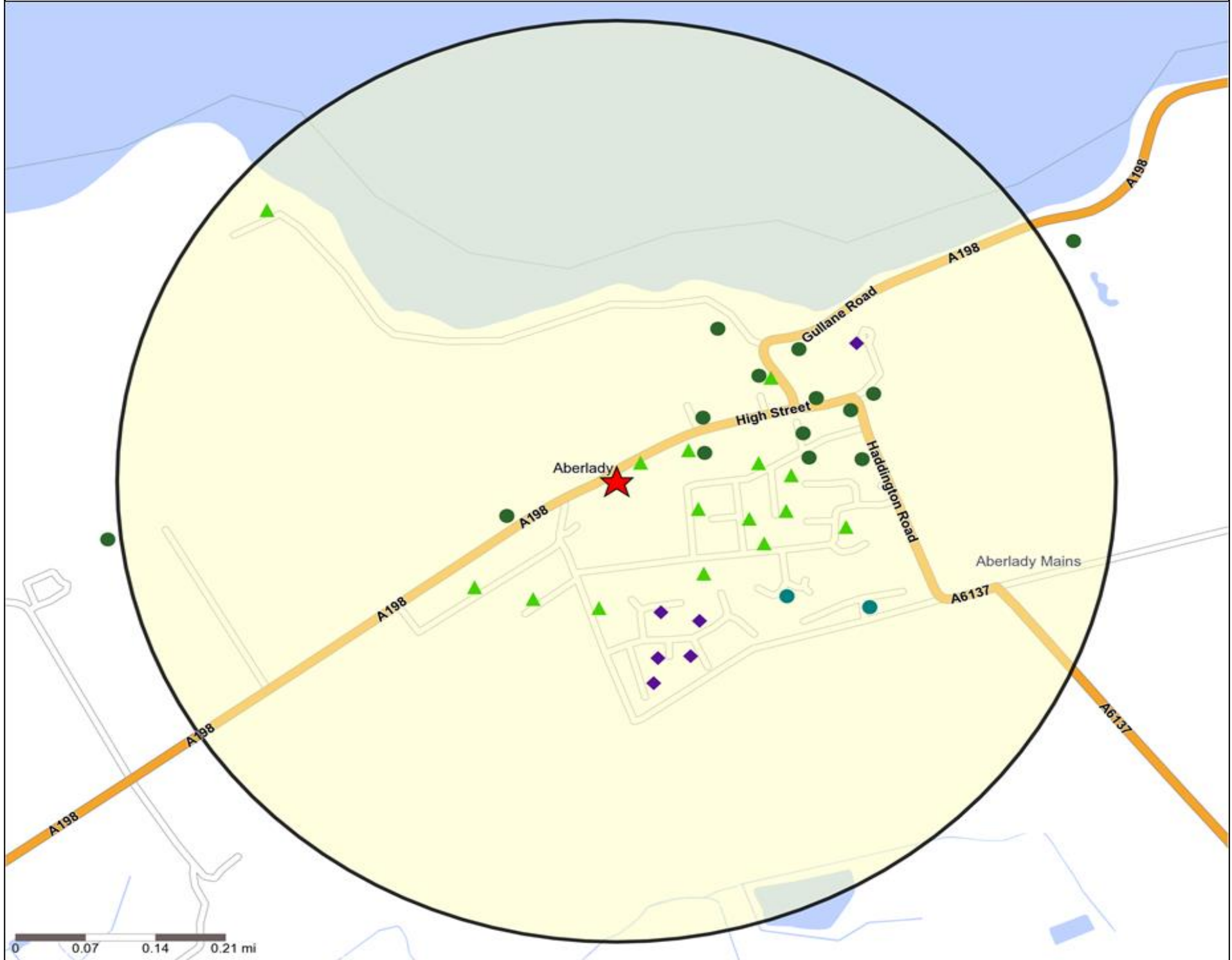
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs

Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 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+)	150	187	1,272	3,024	5,523	227	244	318	230	180
C Country Living (18+)	208	311	1,716	2,907	4,121	330	425	450	232	141
D Rural Reality (18+)	466	472	1,942	4,102	5,946	741	647	510	328	203
E Senior Security (18+)	0	0	168	541	1,584	0	0	38	37	46
F Suburban Stability (18+)	0	0	0	589	1,819	0	0	0	53	71
G Domestic Success (18+)	83	83	325	2,632	5,194	109	94	70	174	146
H Aspiring Homemakers (18+)	0	0	0	946	3,671	0	0	0	58	96
I Family Basics (18+)	0	0	0	247	2,215	0	0	0	19	73
J Transient Renters (18+)	0	0	0	145	505	0	0	0	14	21
K Municipal Challenge (18+)	0	0	0	174	1,897	0	0	0	16	77
L Vintage Value (18+)	0	0	68	1,129	5,103	0	0	20	99	192
M Modest Traditions (18+)	0	0	0	913	3,004	0	0	0	107	150
N Urban Cohesion (18+)	0	0	0	67	122	0	0	0	7	6
O Rental Hubs (18+)	0	0	0	614	1,467	0	0	0	44	45
Adults 18+ estimate 2015	907	1,053	5,491	18,030	42,171	100	100	100	100	100



Mosaic UK Map and Data: OLD ABERLADY INN, ABERLADY (119675)



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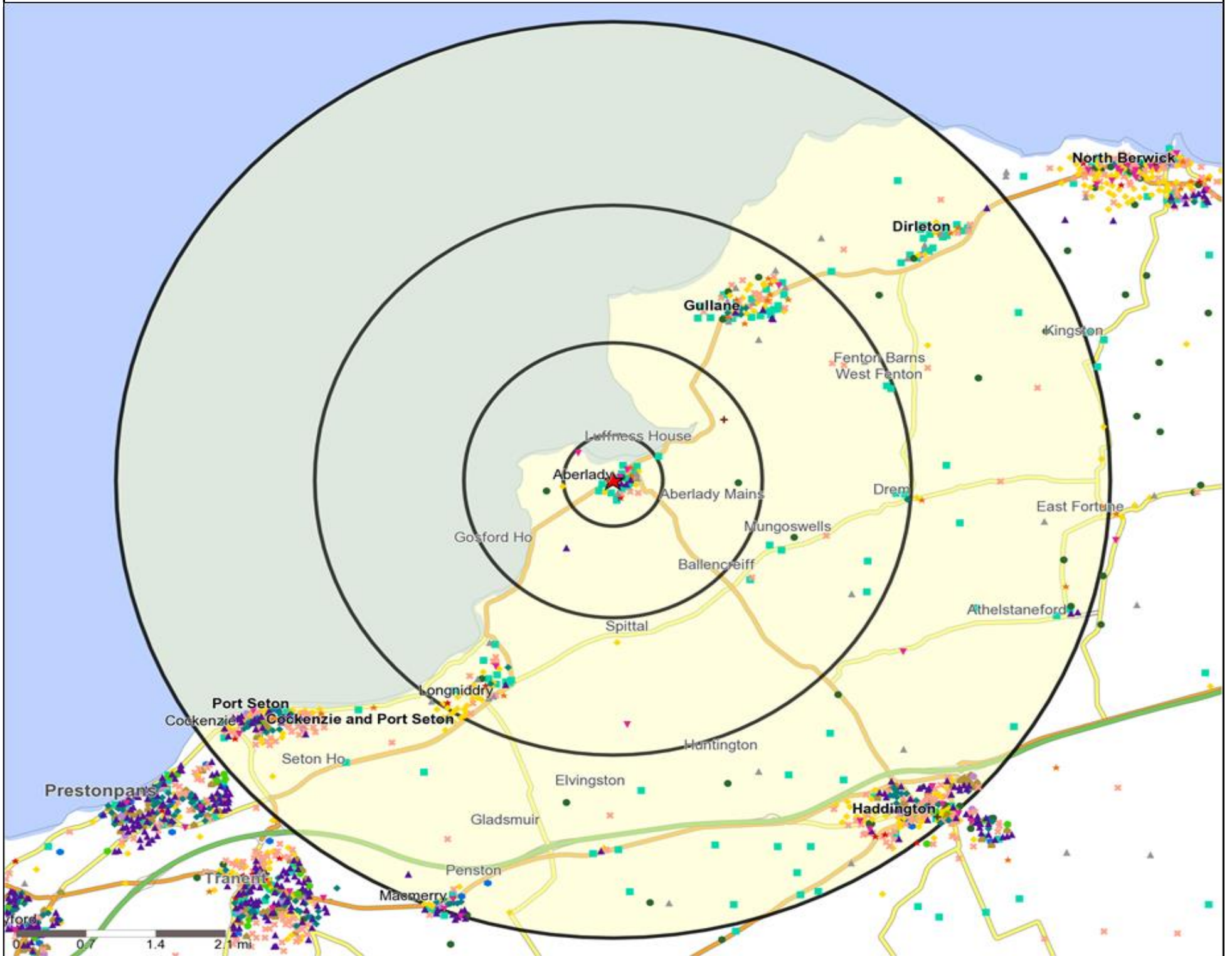
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	150	227
C Country Living (18+)	208	330
D Rural Reality (18+)	466	741
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	83	109
H Aspiring Homemakers (18+)	0	0
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	907	100



Occasions Map and Data: OLD ABERLADY INN, ABERLADY (119675)



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- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- 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	84	99	504	1,394	3,063	135	137	139	110	99
02 Early Doors	59	71	338	1,262	3,137	114	117	111	119	121
03 Everyday is Friday	42	48	240	957	2,449	95	93	93	106	111
04 Weekend Millionaires	42	44	180	976	3,429	66	59	48	75	108
05 Out On The Town	24	32	169	847	2,572	39	45	47	68	84
06 Business and Pleasure	38	44	222	569	1,161	120	119	120	88	73
07 Sporting Pints	16	17	89	578	1,949	24	21	22	42	58
08 Student Social	50	65	237	742	1,439	174	194	141	127	101
09 Leisurely Lunch	76	87	444	1,383	3,132	126	123	126	112	104
10 Wining and Dining	80	90	491	1,654	3,630	116	112	122	118	106
11 Household Outing	32	37	198	1,007	2,820	59	58	62	91	104
12 Midweek Meal Deal	38	40	218	597	1,515	124	112	122	96	99
13 Date Night	84	95	523	1,535	3,119	172	167	184	154	128
14 Birthday Treat	61	74	367	1,216	2,617	125	130	129	122	108
15 Pre Show Meal	15	22	106	379	852	89	112	108	111	102
Number of Occasions	741	865	4,326	15,096	36,884	100	100	100	100	100



Competition Map and Data: OLD ABERLADY INN, ABERLADY (119675)



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

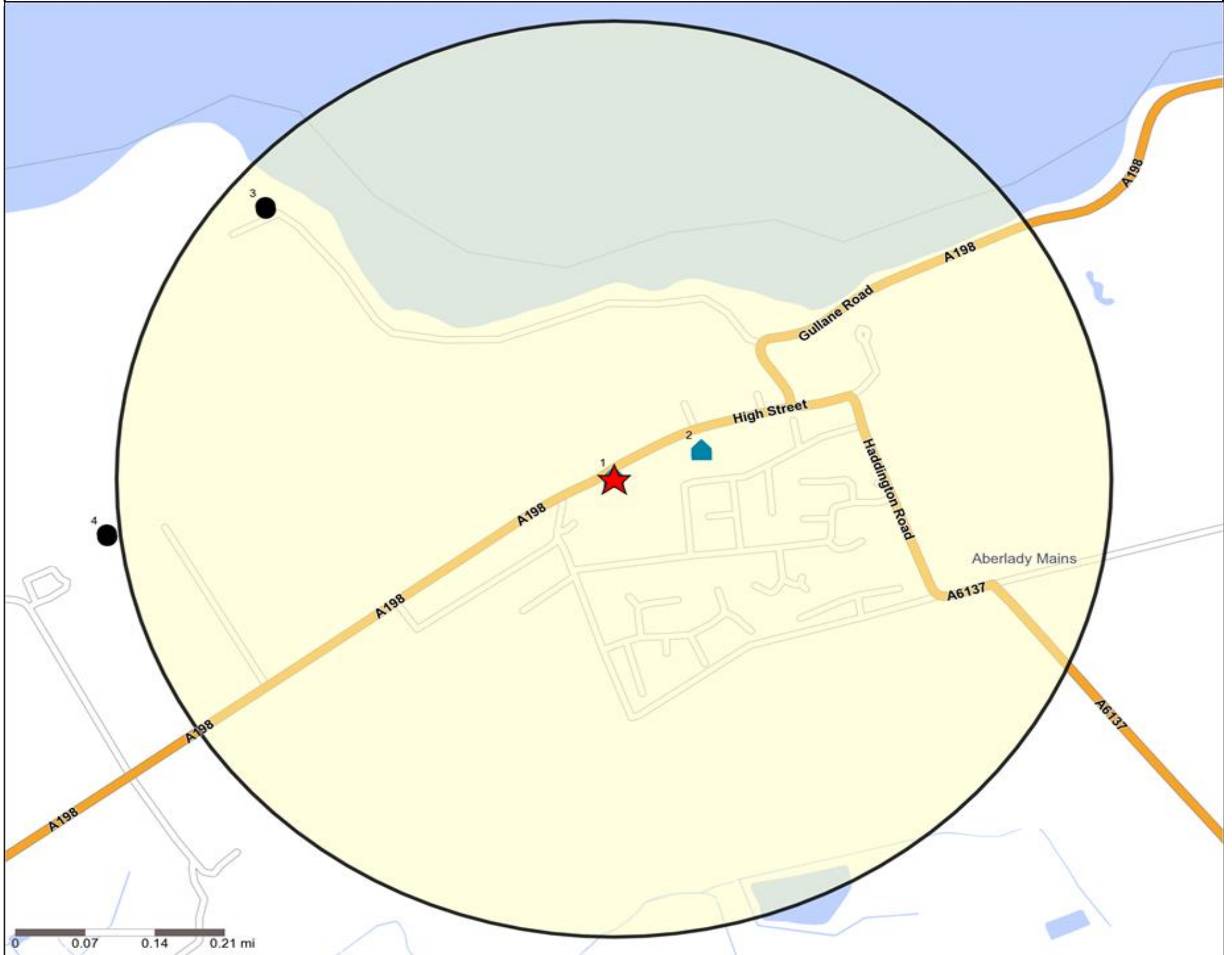


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	0
Circuit Bar	0	0	0	1
Community Local	0	0	2	11
Dry Led	2	2	4	6
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	1	3	12	30
Total	3	5	18	48



Competition Map and Data: OLD ABERLADY INN, ABERLADY (119675)



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

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	1
Total	3



Local Competition: OLD ABERLADY INN, ABERLADY (119675)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	OLD ABERLADY INN, ABERLADY	WEST MAINS STREET, LONGNIDDY, EH32 0RF	Punch Taverns	EH32 0RF	Punch Taverns	0.00
1	Old Aberlady Inn	Main Street, Aberlady, Longniddry	Punch Pub Company	EH32 0RF	Dry Led	0.00
2	Kilspindie House Hotel	High Street, Aberlady, Longniddry	Independent Free	EH32 0RE	Dry Led	0.09
3	Kilspindie Golf Club	Kilspindie, Aberlady, Longniddry	Independent Free	EH32 0QD	Other	0.46
4	Craigielaw Golf Club	Longniddry	Independent Free	EH32 0PY	Other	0.51
5	Luffness New Golf Club	Aberlady, Longniddry	Independent Free	EH32 0QA	Other	1.30
6	Gullane Golf Club	West Links Road, Gullane	Independent Free	EH31 2BB	Other	2.03
7	Main Course	Main Street, Gullane	Independent Free	EH31 2AL	Other	2.08
8	Mallard Hotel	East Links Road, Gullane	Independent Free	EH31 2AF	Dry Led	2.16
9	Old Clubhouse Inn	East Links Road, Gullane	Independent Free	EH31 2AF	Dry Led	2.16
10	Queens Hotel	Main Street, Gullane	Independent Free	EH31 2AS	Other	2.19
11	Bissets Hotel	Main Street, Gullane	Independent Free	EH31 2AA	Other	2.23
12	Golf Inn	Main Street, Gullane	Independent Free	EH31 2AA	Community Local	2.23
13	La Potiniere	34 Main Street, Gullane	Independent Free	EH31 2AA	Other	2.23
14	Longniddry Golf Club	18 Links Road, Longniddry	Independent Free	EH32 0NL	Other	2.57
15	Longniddry Inn	Main Street, Longniddry	Punch Pub Company	EH32 0NF	Community Local	2.62
16	Royal British Legion Club	Links Road, Longniddry	Independent Free	EH32 0NQ	Other	2.64
17	Honourable Company Of Edinburgh Golfers	Gullane	Independent Free	EH31 2EG	Other	2.82
18	Greywalls Hotel And Chez Roux	Duncur Road, Gullane	Independent Free	EH31 2EG	Other	2.82
19	Archfiled Golf	Dirleton, North Berwick	Independent Free	EH39 5HQ	Other	3.45
20	Archerfield Walled Garden	Dirleton, North Berwick	Independent Free	EH39 5HQ	Dry Led	3.45
21	Renaissance Club	Cowden Hill Drive, Dirleton, North Berwick	Independent Free	EH39 5HS	Other	3.55
22	Seton Sands Holiday Camp	Longniddry, Prestonpans	Independent Free	EH32 0QF	Other	3.58
23	Castle Inn	Dirleton, North Berwick	Independent Free	EH39 5EP	Other	4.05
24	Dirleton Castle	Dirleton, North Berwick	Independent Free	EH39 5ER	Other	4.10
25	Old Ship Inn	40 Links Road, Port Seton, Prestonpans	Punch Pub Company	EH32 0DZ	Community Local	4.20
26	Wemyss	18 Links Road, Port Seton, Prestonpans	Punch Pub Company	EH32 0DU	Community Local	4.22
27	Open Arms	Dirleton, North Berwick	Independent Free	EH39 5EG	Dry Led	4.24
28	Port Seton Bowling Club	North Seton Park, Port Seton, Prestonpans	Independent Free	EH32 0BH	Other	4.28
29	Thorntree Inn	100 High Street, Cockenzie, Prestonpans	Independent Free	EH32 0DQ	Community Local	4.47
30	One West Road	1 West Road, Haddington	Independent Free	EH41 3RD	Other	4.58