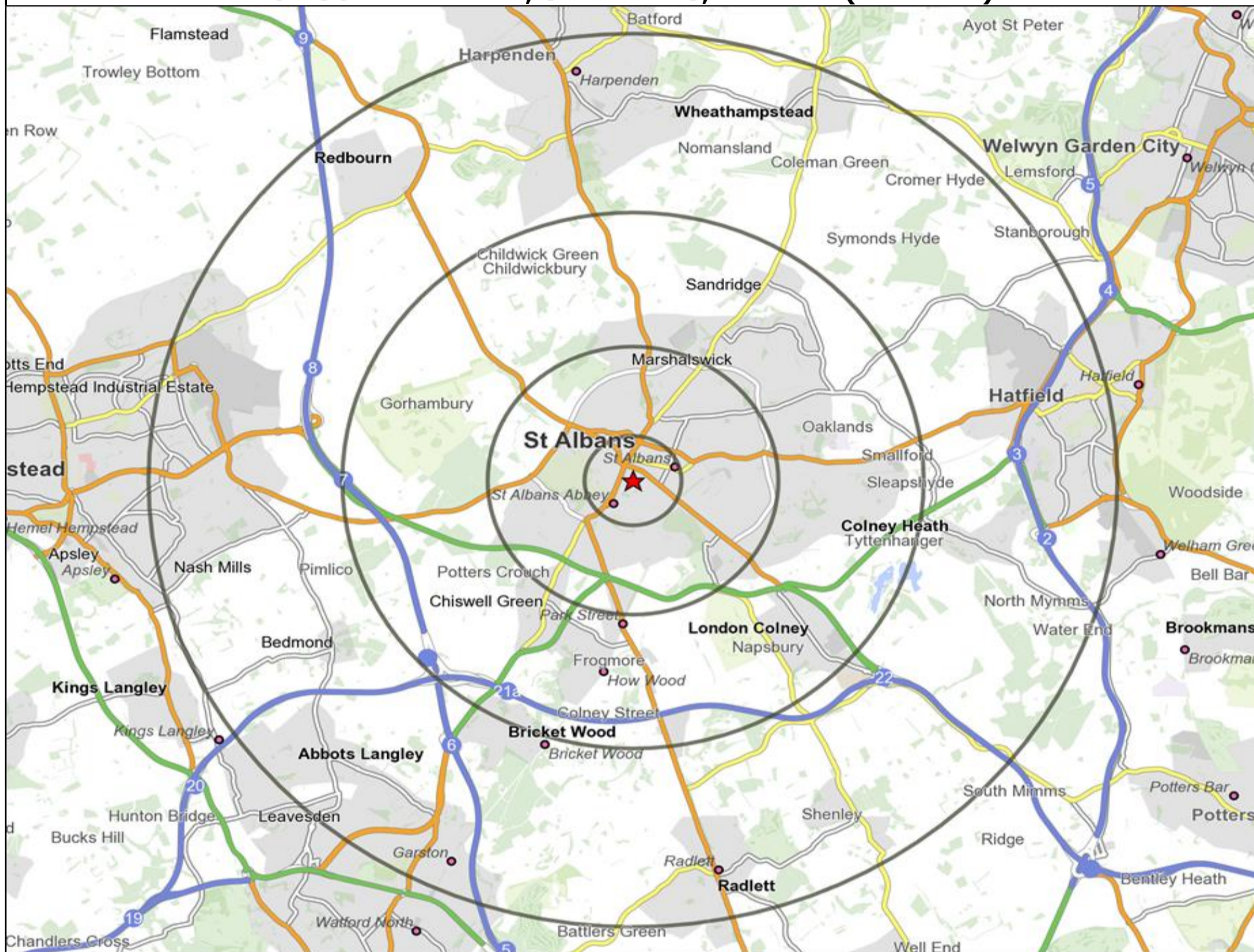




**Customer Profile Report for WHITE LION, ST ALBANS (Punch Outlet Number: 203613)
91 SOPWELL LANE, ST. ALBANS, AL1 1RN (AL 1 1RN)**



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

Age Data Table

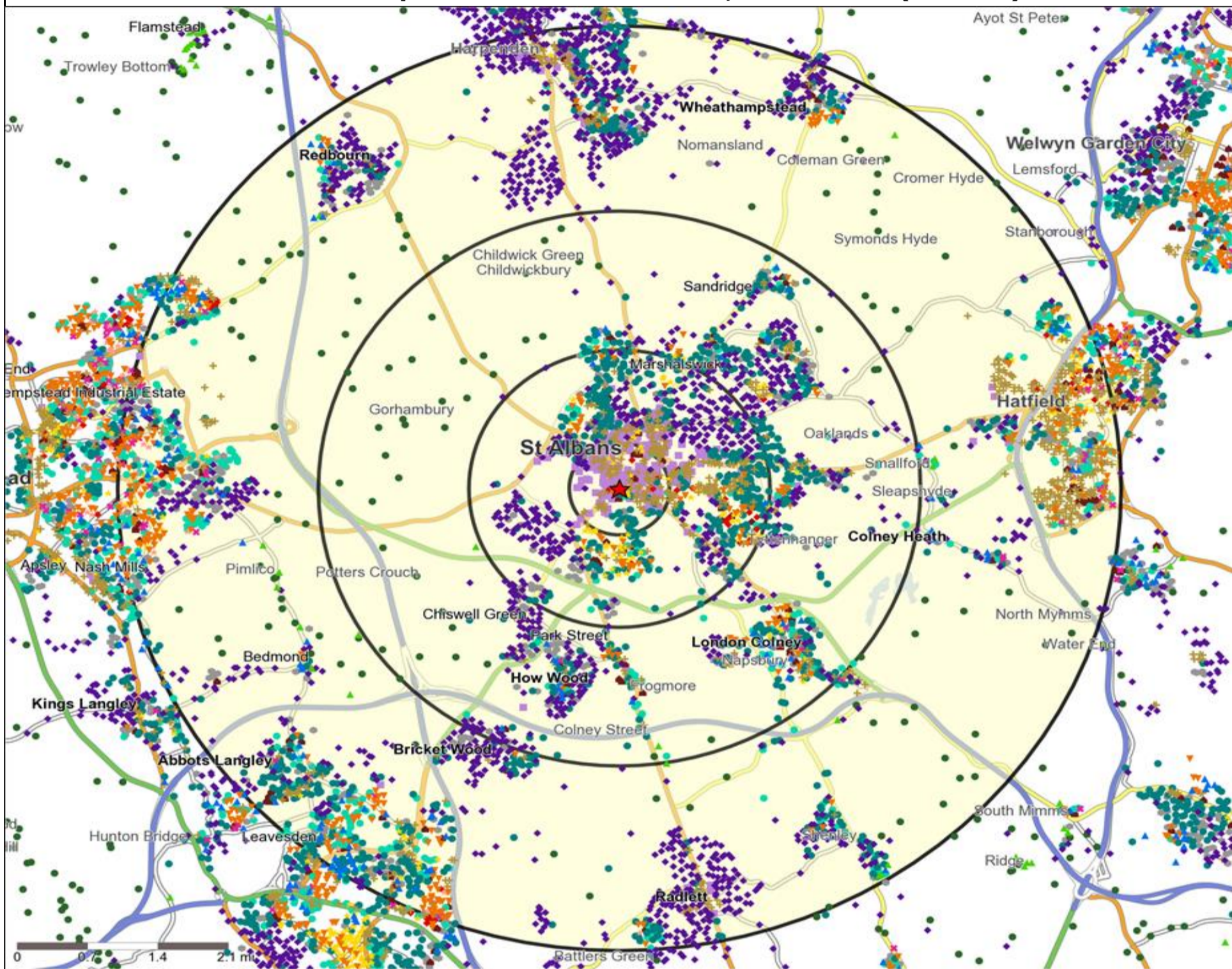
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,572	11,919	20,723	47,841	62,882	89	114	115	110	110
16-17	49	1,130	2,243	5,255	7,004	22	87	100	97	99
18-24	511	3,331	5,991	22,927	29,015	60	66	69	109	105
25-34	2,507	9,465	13,773	30,952	42,615	194	124	105	97	102
35-44	1,759	8,956	14,902	32,833	43,280	147	126	122	111	112
45-54	1,174	7,348	13,680	32,177	42,475	88	93	100	98	98
55-64	755	5,325	9,700	23,402	31,080	71	84	89	89	90
65+	1,104	8,380	15,115	36,877	47,444	65	83	87	88	86
Population estimate 2015	9,431	55,854	96,127	232,264	305,795	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	7,784	44,761	78,958	189,629	246,775	88%	85%	86%	85%	84%
Mixed / Multiple Ethnic Groups	238	1,661	2,886	6,219	8,190	3%	3%	3%	3%	3%
Asian / Asian British	558	4,699	7,444	17,845	24,797	6%	9%	8%	8%	8%
Black / African / Caribbean / Black British	163	1,166	1,876	7,145	10,115	2%	2%	2%	3%	3%
Other Ethnic Group	65	528	928	2,147	2,719	1%	1%	1%	1%	1%
All People (Ethnic Group)	8,808	52,815	92,092	222,985	292,596	100	100	100	100	100



Mosaic UK Map and Data: WHITE LION, ST ALBANS (203613)



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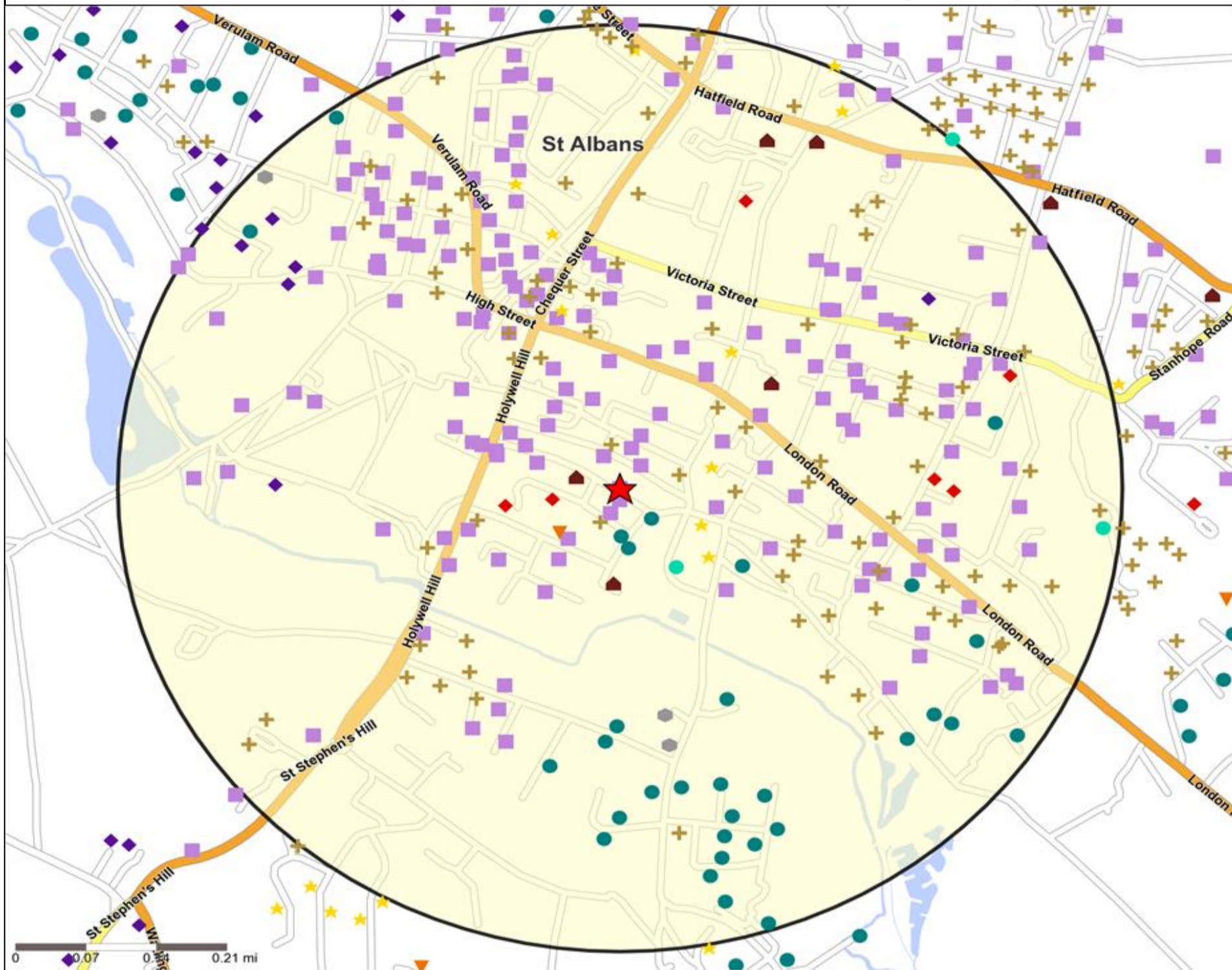
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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 - 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+)	3,918	6,960	7,086	7,797	8,100	1,187	387	230	105	83
B Prestige Positions (18+)	161	8,394	16,284	39,753	42,816	28	271	307	312	254
C Country Living (18+)	0	35	334	1,063	1,810	0	1	7	9	11
D Rural Reality (18+)	0	16	52	295	743	0	1	1	2	5
E Senior Security (18+)	22	1,679	5,030	12,432	16,579	3	49	85	87	88
F Suburban Stability (18+)	0	8	1,001	5,356	8,240	0	0	23	50	58
G Domestic Success (18+)	979	11,551	21,252	37,252	48,885	149	323	347	253	251
H Aspiring Homemakers (18+)	76	639	2,790	13,182	21,545	11	17	42	83	102
I Family Basics (18+)	20	1,709	3,179	13,292	20,361	4	56	61	105	122
J Transient Renters (18+)	0	0	96	1,618	3,073	0	0	2	16	23
K Municipal Challenge (18+)	237	898	934	2,068	3,203	52	36	22	20	24
L Vintage Value (18+)	335	883	1,861	5,596	7,359	68	33	41	51	51
M Modest Traditions (18+)	0	0	8	1,061	2,166	0	0	0	13	20
N Urban Cohesion (18+)	137	2,034	2,996	4,934	8,289	34	91	79	54	68
O Rental Hubs (18+)	1,913	7,724	9,864	29,370	38,285	318	236	176	218	215
Adults 18+ estimate 2015	7,798	42,530	72,767	175,069	231,454	100	100	100	100	100



Mosaic UK Map and Data: WHITE LION, ST ALBANS (203613)



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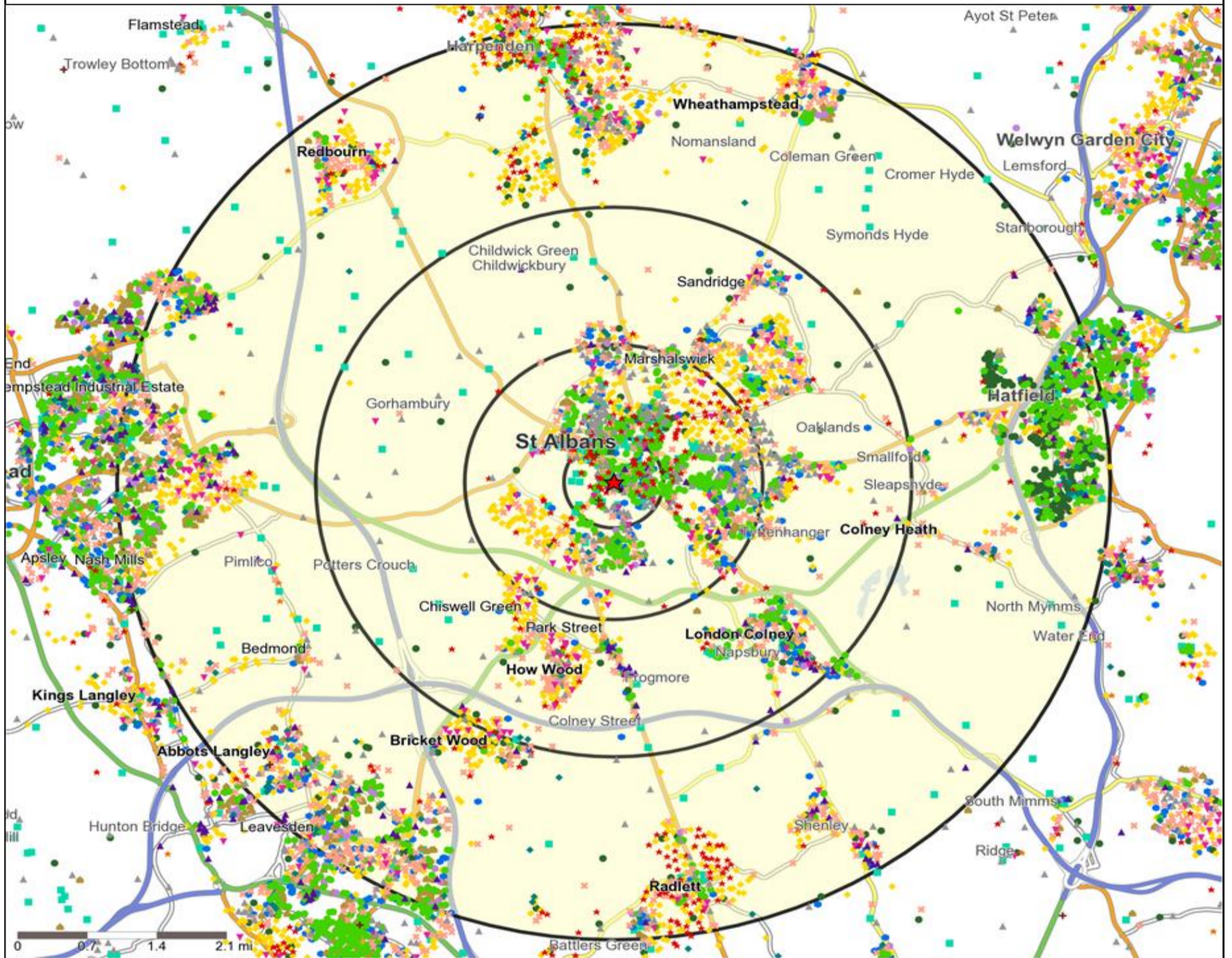
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✖ J Transient 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+)	3,918	1,187
B Prestige Positions (18+)	161	28
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	22	3
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	979	149
H Aspiring Homemakers (18+)	76	11
I Family Basics (18+)	20	4
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	237	52
L Vintage Value (18+)	335	68
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	137	34
O Rental Hubs (18+)	1,913	318
Adults 18+ estimate 2015	7,798	100



Occasions Map and Data: WHITE LION, ST ALBANS (203613)



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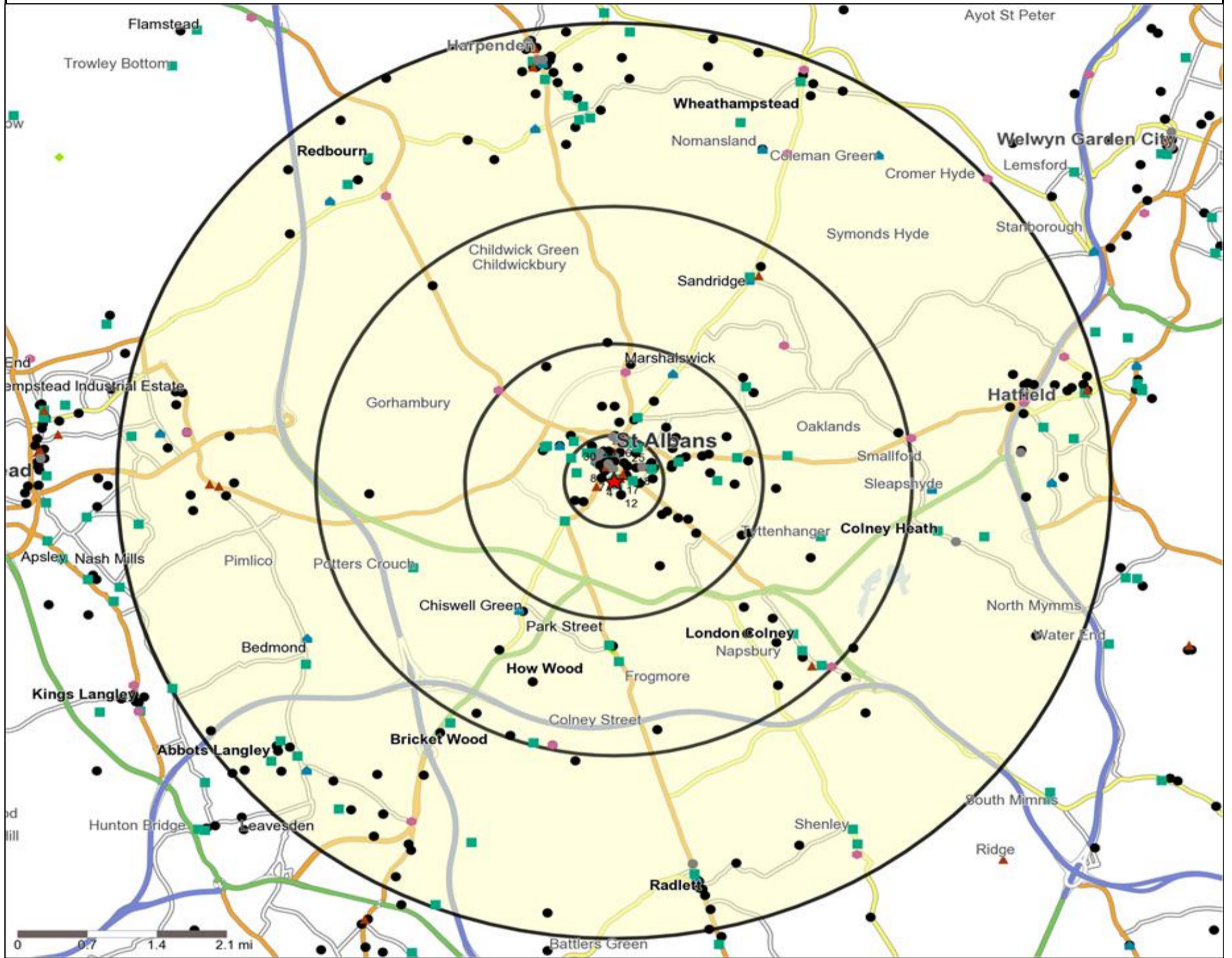
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
■ 01 Mine's a Pint
◆ 02 Early Doors
● 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
● 05 Out On The Town
▲ 06 Business and Pleasure
● 07 Sporting Pints
- 08 Student Social
▼ 09 Leisurely Lunch
✕ 10 Wining 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	517	2,425	3,852	8,773	11,865	115	83	75	69	70
02 Early Doors	48	1,174	2,501	7,483	9,981	13	48	58	71	70
03 Everyday is Friday	343	1,837	3,251	8,998	12,630	106	88	89	100	104
04 Weekend Millionaires	118	1,014	2,258	6,985	10,457	25	34	43	54	60
05 Out On The Town	506	3,248	5,675	13,972	19,214	113	112	112	111	114
06 Business and Pleasure	579	3,237	5,106	9,864	13,237	250	217	195	152	152
07 Sporting Pints	801	3,643	5,301	13,227	19,112	162	114	95	96	103
08 Student Social	88	1,074	2,374	9,167	10,803	42	80	100	156	137
09 Leisurely Lunch	457	2,930	5,230	12,158	15,847	104	103	105	99	96
10 Wining and Dining	614	4,112	7,343	16,186	21,015	123	127	129	115	112
11 Household Outing	209	1,877	3,567	9,574	14,137	53	73	79	86	95
12 Midweek Meal Deal	34	450	917	3,398	4,859	15	31	36	54	58
13 Date Night	365	3,513	6,630	14,866	18,813	103	154	165	150	141
14 Birthday Treat	577	3,314	5,618	12,453	15,704	163	145	139	125	118
15 Pre Show Meal	134	907	1,554	3,860	5,137	110	115	112	113	112
Number of Occasions	5,390	34,755	61,177	150,964	202,811	100	100	100	100	100



Competition Map and Data: WHITE LION, ST ALBANS (203613)



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

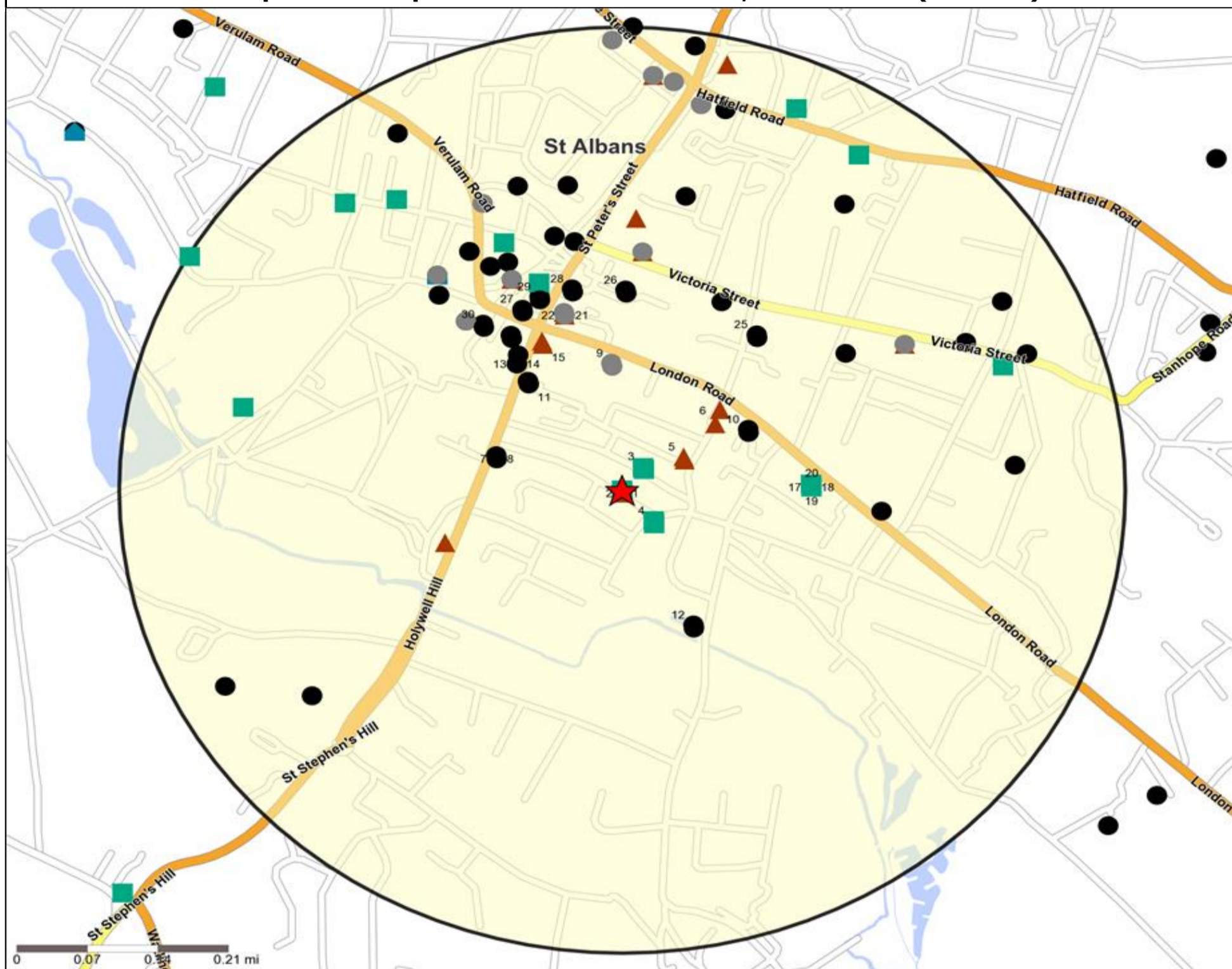
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

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	12	13	13	20
Circuit Bar	11	11	13	20
Community Local	14	22	31	61
Dry Led	1	2	5	15
Branded Food Pub	0	1	5	15
Rural	0	0	1	1
Other	57	99	125	257
Total	95	148	193	389



Competition Map and Data: WHITE LION, ST ALBANS (203613)



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
Café / Wine Bar	12
Circuit Bar	11
Community Local	14
Dry Led	1
Branded Food Pub	0
Rural	0
Other	57
Total	95



Local Competition: WHITE LION, ST ALBANS (203613)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	WHITE LION, ST ALBANS	91 SOPWELL LANE, ST. ALBANS, AL1 1RN	Punch Taverns	AL 1 1RN	Punch Taverns	0.00
1	Goat Inn	37 Sopwell Lane, St Albans	Wells and Youngs	AL 1 1RN	Circuit Bar	0.00
2	White Lion	91 Sopwell Lane, St Albans	Punch Pub Company	AL 1 1RN	Community Local	0.00
3	Garibaldi	61 Albert Street, St Albans	Fuller Smith & Turner	AL 1 1RT	Community Local	0.03
4	Hare & Hounds	104 Sopwell Lane, St Albans	Enterprise Inns	AL 1 1RL	Community Local	0.05
5	White Hart Tap	4 Keyfield, St Albans	Punch Pub Company	AL 1 1QJ	Circuit Bar	0.07
6	Beehive	2 Keyfield Terrace, St Albans	Greene King	AL 1 1QL	Circuit Bar	0.12
7	Cafe Rouge	29 Holywell Hill, St Albans	Casual Dining Group	AL 1 1HD	Other	0.13
8	Clarion Hotel	27 Holywell Hill, St Albans	Choice Hotels International	AL 1 1HD	Other	0.13
9	Barneys Bar & Restaurant	30 London Road, St Albans	Independent Free	AL 1 1NG	Cafe / Wine Bar	0.13
10	Claudius Italian Restaurant	116 London Road, St Albans	Independent Free	AL 1 1NX	Other	0.14
11	White Hart	25 Holywell Hill, St Albans	Independent Free	AL 1 1EZ	Other	0.15
12	St Albans Sub Aqua Club	Cottonmill Lane, St Albans	Independent Free	AL 1 1HJ	Other	0.17
13	Chinese Cottage	26 Holywell Hill, St Albans	Independent Free	AL 1 1BZ	Other	0.17
14	Singhli	30 Holywell Hill, St Albans	Independent Free	AL 1 1BZ	Other	0.17
15	Peahen	6 London Road, Markyate, St Albans	McMullen & Sons Ltd	AL 1 1NQ	Circuit Bar	0.18
16	Odyssey Cinema	166 London Road, St Albans	Independent Free	AL 1 1PQ	Other	0.19
17	Great Northern	172 London Road, St Albans	McGowan Irish Bars	AL 1 1PQ	Community Local	0.19
18	Farmers Boy	134 London Road, St Albans	Independent Free	AL 1 1PQ	Community Local	0.19
19	Chez Mumtaj	136-142 London Road, St Albans	Independent Free	AL 1 1PQ	Other	0.19
20	Mezz Bar	126 London Road, St Albans	Independent Free	AL 1 1PQ	Other	0.19
21	Bills	2 Chequer Street, St Albans	Bills	AL 1 3XZ	Cafe / Wine Bar	0.20
22	Cross Keys	7 Chequer Street, St Albans	Unknown	AL 1 3XZ	Circuit Bar	0.20
23	Cote	3 High Street, St Albans	Cote Restaurants	AL 3 4ED	Other	0.20
24	Zaza	5a High Street, St Albans	Zaza	AL 3 4ED	Other	0.20
25	Kamillos	2 Marlborough Road, St Albans	Independent Free	AL 1 3XQ	Other	0.21
26	Maltings Theatre	26 The Maltings, St Albans	Independent Free	AL 1 3HL	Other	0.21
27	Zizzi	26 High Street, St Albans	Azzurri Group Ltd	AL 3 4EL	Other	0.22
28	Jamies Italian	22 Chequer Street, St Albans	Jamie Oliver	AL 1 3YD	Other	0.22
29	Nandos	19-23 Chequer Street, St Albans	Nandos Restaurants	AL 1 3YJ	Other	0.22
30	Pin Petch	1-2 High Street, St Albans	Independent Free	AL 3 4EW	Other	0.22