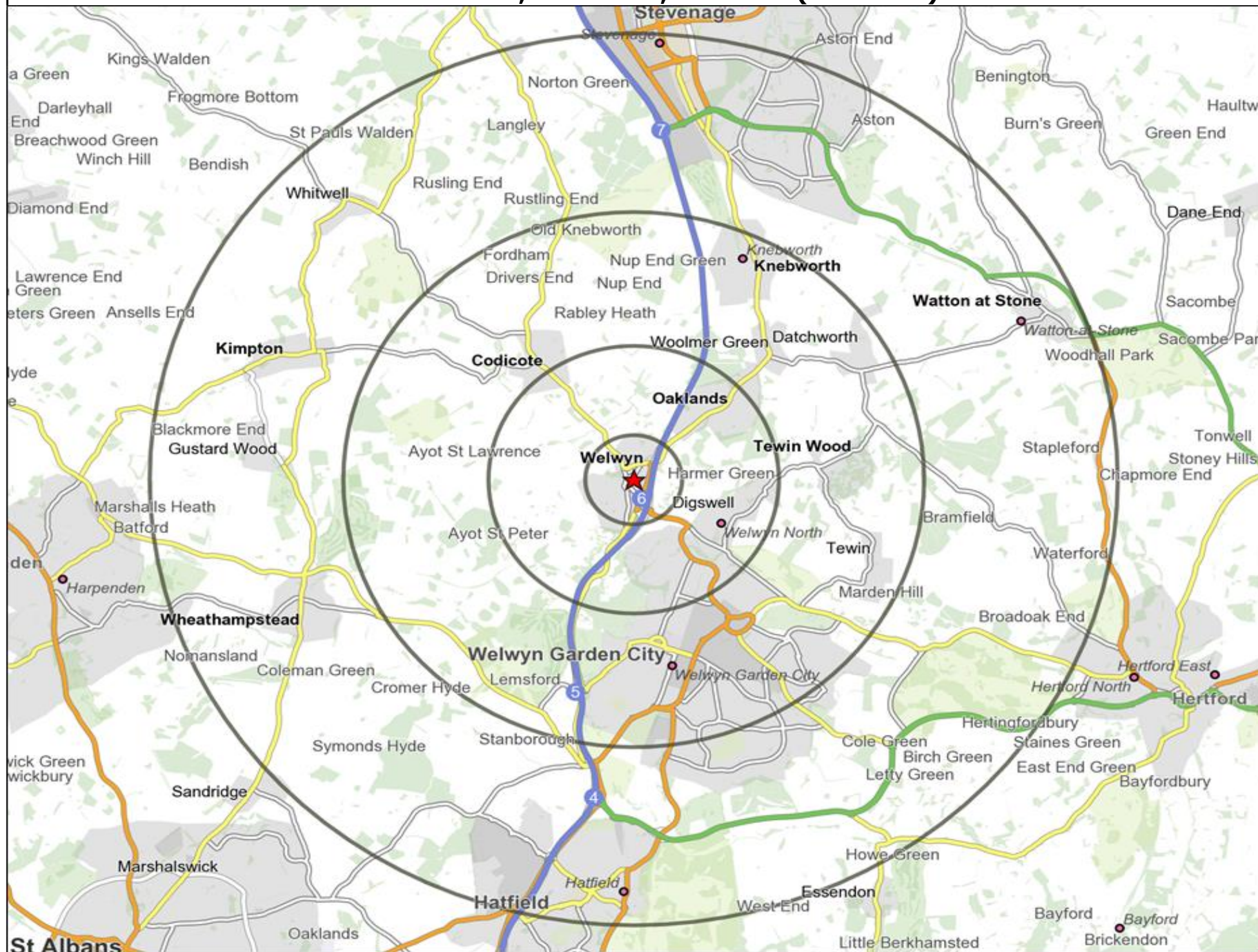




Customer Profile Report for WHITE HORSE, WELWYN (Punch Outlet Number: 203600) 30 MILL LANE, WELWYN, AL6 9ET (AL 6 9ET)



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

Age Data Table

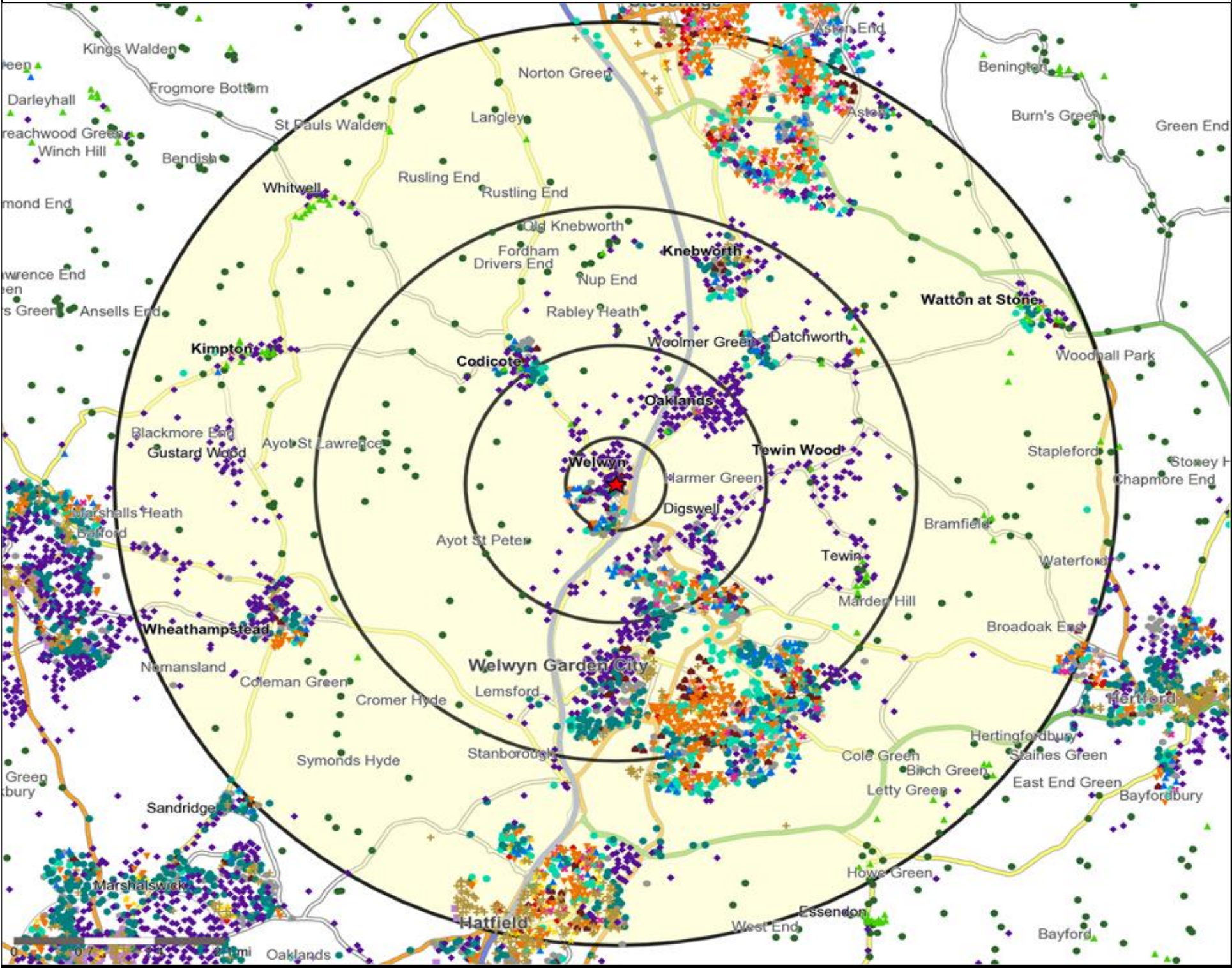
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	565	2,980	11,427	27,636	55,152	93	103	107	106	103
16-17	70	337	1,370	3,059	6,322	93	94	103	95	96
18-24	165	826	3,607	13,259	28,373	56	59	70	106	110
25-34	286	1,391	6,558	18,875	39,000	65	66	84	99	100
35-44	418	2,047	7,813	18,145	37,105	102	105	108	103	103
45-54	481	2,483	8,733	19,811	40,735	105	114	108	101	101
55-64	415	2,006	6,819	15,107	30,751	114	115	106	96	96
65+	828	3,302	10,661	22,895	46,646	142	119	104	92	91
Population estimate 2015	3,228	15,372	56,988	138,787	284,084	100	100	100	100	100

Ethnicity - Census 2011

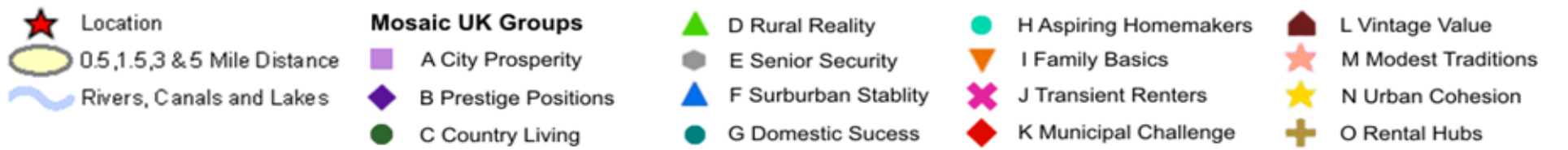
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	2,918	13,895	49,824	116,486	236,814	95%	93%	91%	88%	87%
Mixed / Multiple Ethnic Groups	31	290	1,162	3,149	7,037	1%	2%	2%	2%	3%
Asian / Asian British	71	479	2,064	7,469	17,650	2%	3%	4%	6%	6%
Black / African / Caribbean / Black British	20	210	1,218	4,636	8,981	1%	1%	2%	3%	3%
Other Ethnic Group	20	99	312	1,062	2,210	1%	1%	1%	1%	1%
All People (Ethnic Group)	3,060	14,973	54,580	132,802	272,692	100	100	100	100	100



Mosaic UK Map and Data: WHITE HORSE, WELWYN (203600)



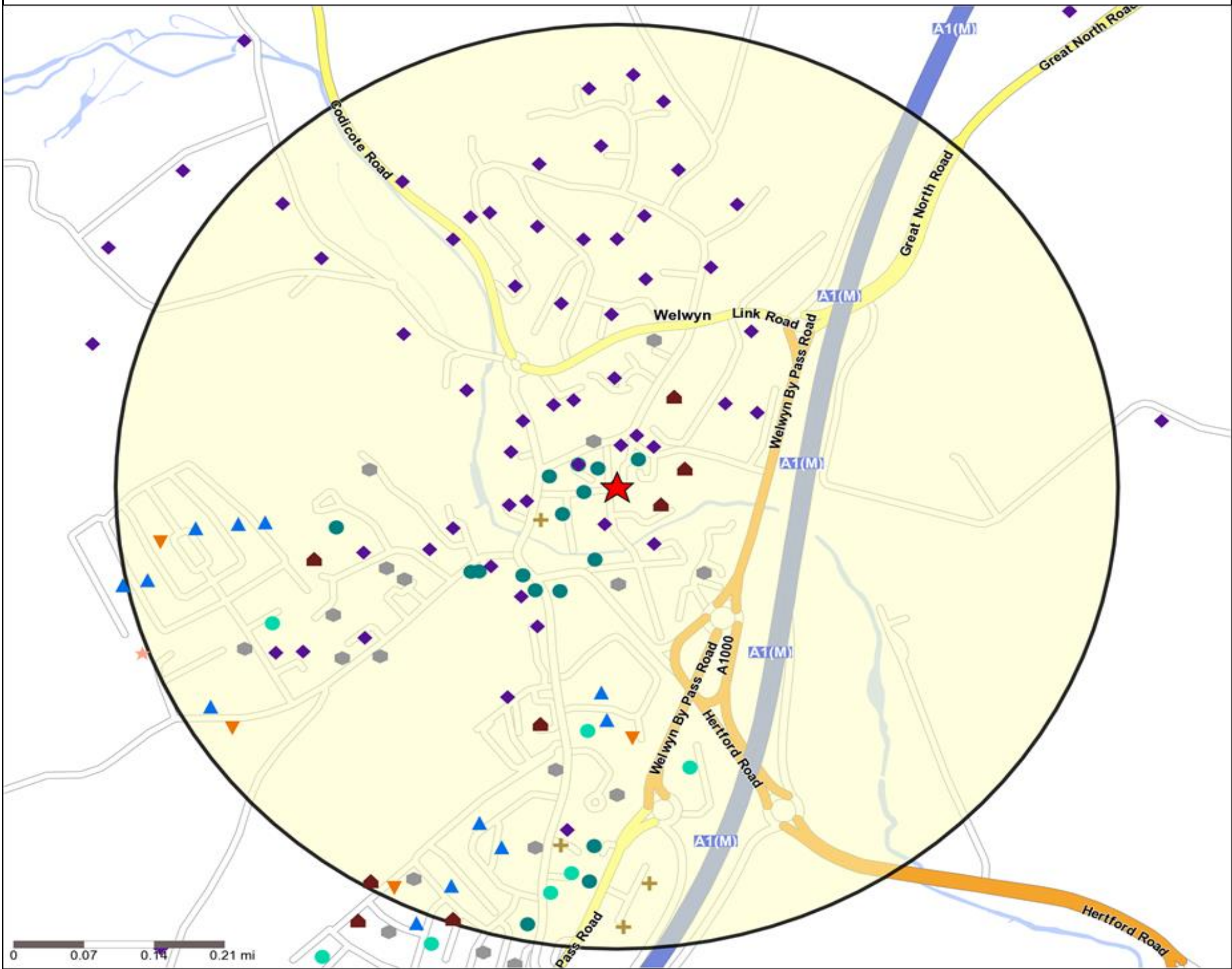
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	23	181	653	0	0	1	4	7
B Prestige Positions (18+)	854	5,077	11,371	19,107	32,628	452	578	354	247	205
C Country Living (18+)	0	266	816	2,212	3,483	0	32	27	30	23
D Rural Reality (18+)	4	49	599	2,723	3,428	2	6	20	37	23
E Senior Security (18+)	471	1,654	4,675	7,645	18,929	224	169	130	89	107
F Suburban Stability (18+)	445	973	2,294	4,379	8,352	281	132	85	68	63
G Domestic Success (18+)	307	1,241	6,333	10,457	29,139	141	122	171	117	159
H Aspiring Homemakers (18+)	138	1,166	4,724	14,132	29,503	59	106	118	146	148
I Family Basics (18+)	53	637	5,559	16,281	28,280	28	73	175	213	179
J Transient Renters (18+)	0	179	378	2,848	6,853	0	26	15	47	54
K Municipal Challenge (18+)	0	0	492	1,888	3,805	0	0	19	30	30
L Vintage Value (18+)	185	255	2,648	5,634	9,536	113	34	95	84	69
M Modest Traditions (18+)	12	140	569	3,911	9,942	10	24	27	78	96
N Urban Cohesion (18+)	0	3	73	1,379	3,303	0	0	3	25	29
O Rental Hubs (18+)	122	415	3,501	13,280	30,606	61	45	103	163	182
Adults 18+ estimate 2015	2,591	12,055	44,055	106,057	218,440	100	100	100	100	100



Mosaic UK Map and Data: WHITE HORSE, WELWYN (203600)



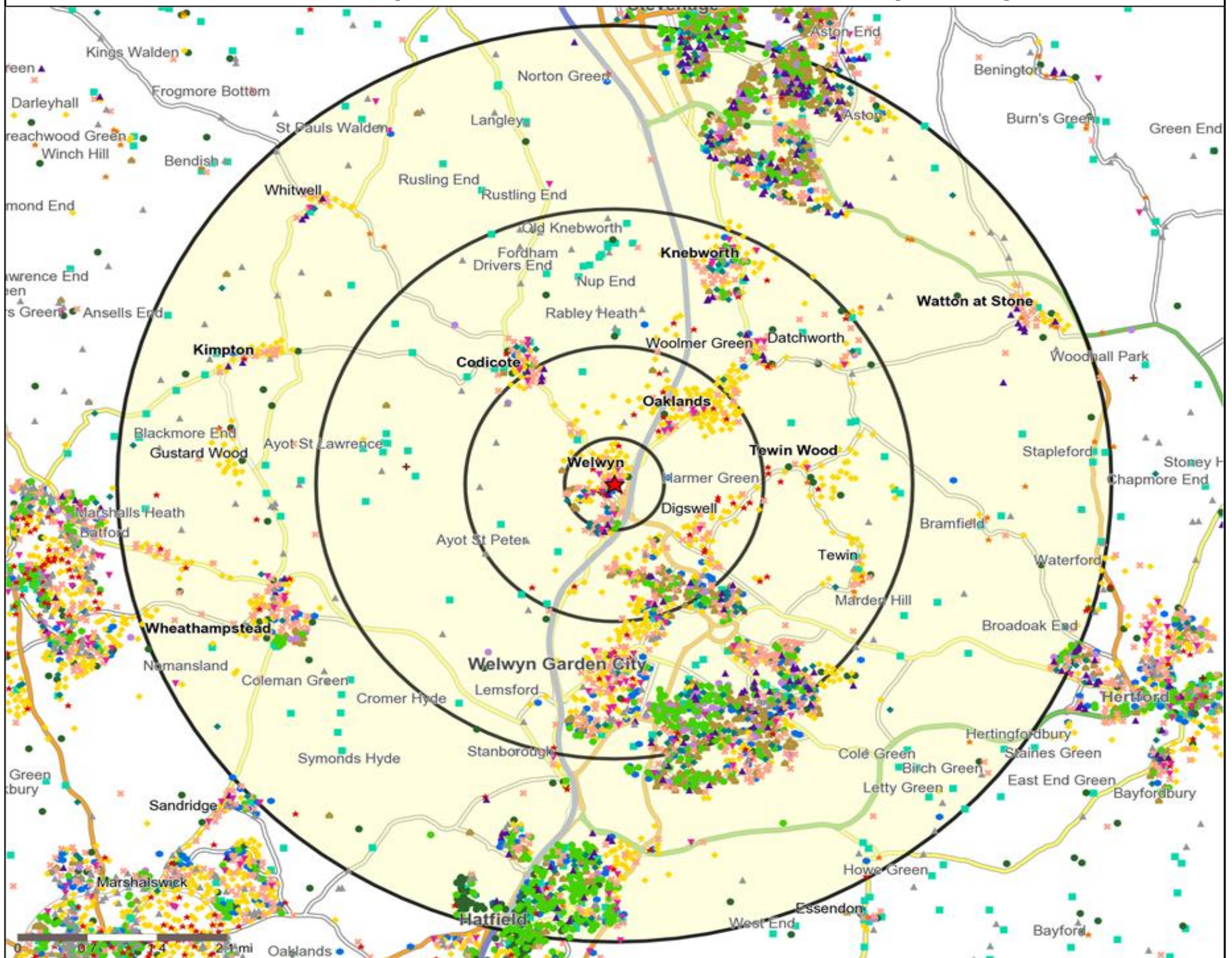
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Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	854	452
C Country Living (18+)	0	0
D Rural Reality (18+)	4	2
E Senior Security (18+)	471	224
F Suburban Stability (18+)	445	281
G Domestic Success (18+)	307	141
H Aspiring Homemakers (18+)	138	59
I Family Basics (18+)	53	28
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	185	113
M Modest Traditions (18+)	12	10
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	122	61
Adults 18+ estimate 2015	2,591	100



Occasions Map and Data: WHITE HORSE, WELWYN (203600)



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★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

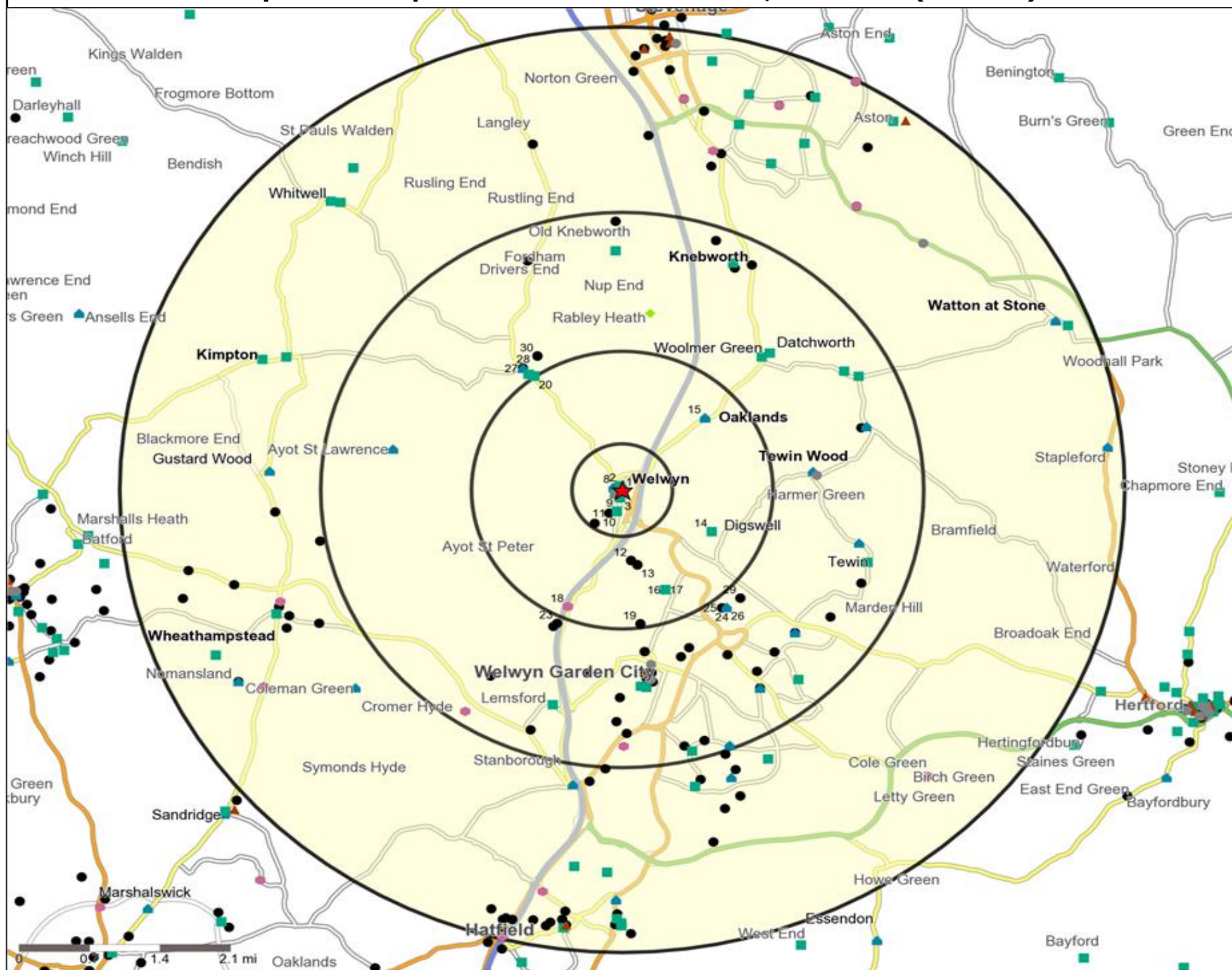
Occasions Data Table

	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	121	491	2,310	5,858	11,988	70	60	72	71	71
02 Early Doors	141	649	2,634	6,135	12,239	98	95	97	89	87
03 Everyday is Friday	100	526	2,521	7,147	14,451	81	90	109	122	120
04 Weekend Millionaires	96	527	2,452	6,956	14,106	54	63	74	82	81
05 Out On The Town	149	716	3,082	8,484	18,426	87	89	96	104	110
06 Business and Pleasure	74	363	1,728	4,410	9,555	84	87	105	105	111
07 Sporting Pints	90	486	2,747	8,846	18,293	48	54	78	98	99
08 Student Social	84	437	1,414	4,850	10,346	105	116	95	128	133
09 Leisurely Lunch	213	919	3,231	7,378	15,195	127	116	103	92	93
10 Wining and Dining	292	1,263	4,187	9,056	18,372	153	140	117	100	98
11 Household Outing	141	681	2,987	8,051	16,382	93	95	105	112	111
12 Midweek Meal Deal	38	182	951	3,258	6,561	45	45	60	80	79
13 Date Night	261	1,290	3,974	7,934	16,112	193	201	157	123	122
14 Birthday Treat	194	917	3,278	7,156	14,101	143	143	129	111	106
15 Pre Show Meal	61	289	1,049	2,478	4,934	131	131	120	112	108
Number of Occasions	2,055	9,736	38,545	97,997	201,061	100	100	100	100	100

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Competition Map and Data: WHITE HORSE, WELWYN (203600)



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

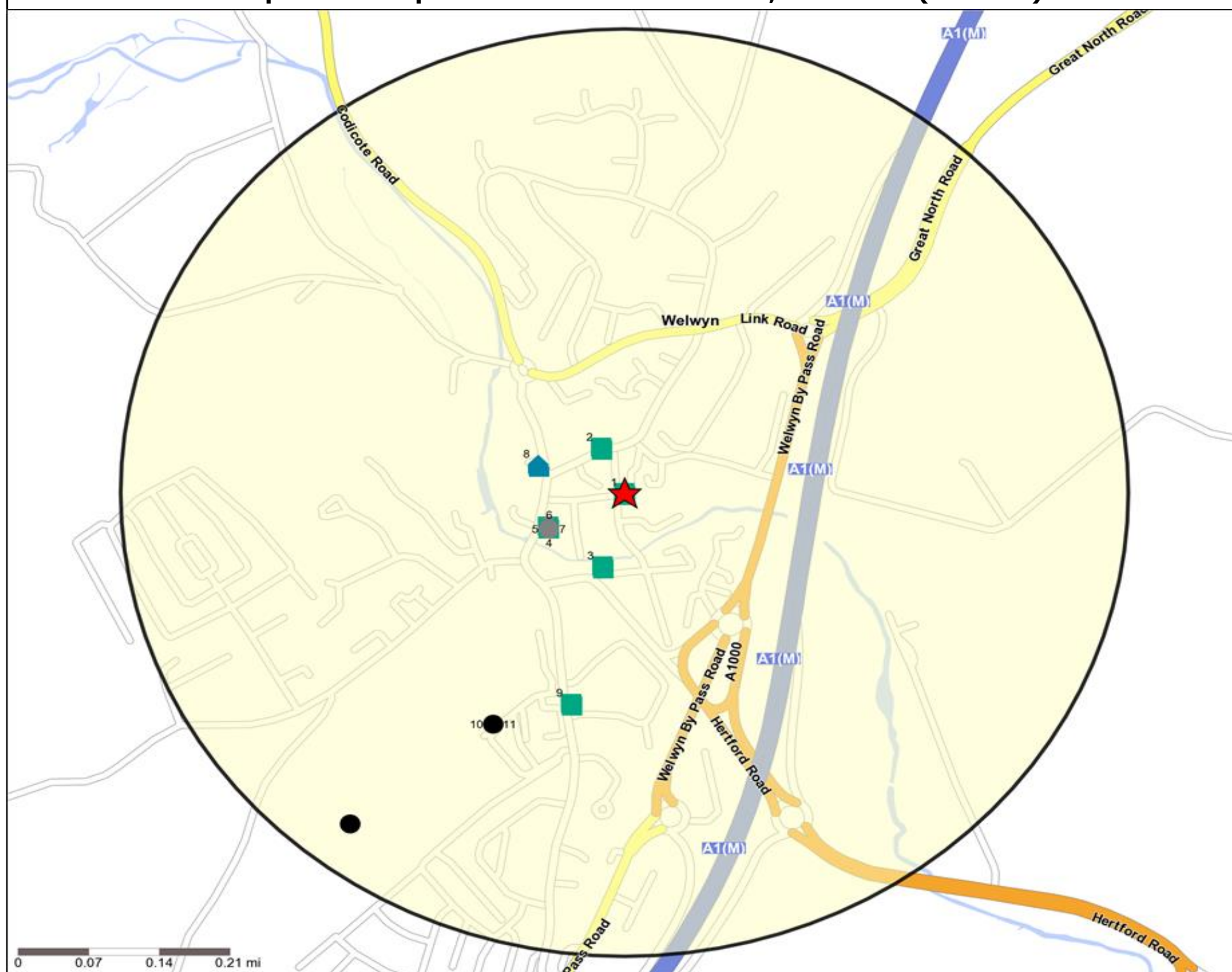


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	1	1	5	10
Circuit Bar	0	0	1	6
Community Local	5	7	22	44
Dry Led	1	2	10	16
Branded Food Pub	0	1	5	17
Rural	0	0	1	1
Other	4	8	54	130
Total	11	19	98	224



Competition Map and Data: WHITE HORSE, WELWYN (203600)



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 |
| 0.5, 1.5, 3 & 5 Mile Distance | Café / Wine Bar | Other |
| Rivers, Canals and Lakes | Circuit Bar | Rural Character |
| | Community Local | |

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	1
Circuit Bar	0
Community Local	5
Dry Led	1
Branded Food Pub	0
Rural	0
Other	4
Total	11



Local Competition: WHITE HORSE, WELWYN (203600)

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 HORSE, WELWYN	30 MILL LANE, WELWYN, AL6 9ET	Punch Taverns	AL 6 9ET	Punch Taverns	0.00
1	White Horse	30 Mill Lane, Welwyn	Punch Pub Company	AL 6 9ET	Community Local	0.00
2	Rose & Crown	14 Church Street, Welwyn	Punch Pub Company	AL 6 9LX	Community Local	0.05
3	White Hart	2 Prospect Place, Welwyn	Wells and Youngs	AL 6 9EN	Community Local	0.08
4	Aqua Ristorante	28 High Street, Welwyn	Independent Free	AL 6 9EQ	Other	0.08
5	Tavern	8 High Street, Welwyn	McMullen & Sons Ltd	AL 6 9EQ	Community Local	0.08
6	Sagar Tandoori	2 High Street, Welwyn	Independent Free	AL 6 9EQ	Other	0.08
7	Stable Door Bar Bistro	12 High Street, Welwyn	Independent Free	AL 6 9EQ	Cafe / Wine Bar	0.08
8	Wellington	1 High Street, Old Welwyn, Welwyn	Innventure	AL 6 9LZ	Dry Led	0.09
9	Steamer	22 London Road, Welwyn	McMullen & Sons Ltd	AL 6 9DP	Community Local	0.24
10	Welwyn Sports & Social Club	Ottway Walk, Welwyn	Independent Free	AL 6 9AT	Other	0.28
11	Welwyn Tennis Club	7 Ottway Walk, Welwyn	Independent Free	AL 6 9AT	Other	0.28
12	Monks Walk School Association Social Club	Knightsfield, Welwyn Garden City	Independent Free	AL 8 7NL	Other	0.77
13	Digswell Park Sports Association	288 Knightsfield, Welwyn Garden City	Independent Free	AL 8 7NQ	Other	0.82
14	Cowper Arms	31 Station Road, Digswell, Welwyn	McMullen & Sons Ltd	AL 6 0EA	Community Local	1.00
15	North Star	82 Great North Road, Mardley Hill, Welwyn	McMullen & Sons Ltd	AL 6 0TA	Dry Led	1.14
16	Hakalok	7 Shoplands, Welwyn Garden City	Independent Free	AL 8 7RH	Other	1.16
17	Hedgehog	Shoplands, Welwyn Garden City	Punch Pub Company	AL 8 7RH	Community Local	1.16
18	Red Lion	11 Digswell Hill, Welwyn	Mitchells & Butlers	AL 6 9AJ	Branded Food	1.37
19	Templewood School Association	Pentley Park, Welwyn Garden City	Independent Free	AL 8 7SD	Other	1.46
20	Globe	115 High Street, Codicote, Hitchin	Unknown	SG 4 8UA	Community Local	1.51
21	Curry Spice	79 High Street, Codicote, Hitchin	Independent Free	SG 4 8XE	Other	1.56
22	Goat	77 High Street, Codicote, Hitchin	Punch Pub Company	SG 4 8XE	Community Local	1.56
23	Waggoners	Brickwall Close, Ayot St Peter, Welwyn	Punch Pub Company	AL 6 9AA	Other	1.58
24	Raj Garden Restaurant	78 Haldens, Welwyn Garden City	Independent Free	AL 7 1DD	Other	1.62
25	Great Wall	72 Haldens, Welwyn Garden City	Independent Free	AL 7 1DD	Other	1.62
26	Mayflower	Sloansway, Welwyn Garden City	Admiral Taverns Ltd	AL 7 1NB	Dry Led	1.64
27	Bell Inn	65 High Street, Codicote, Hitchin	Enterprise Inns	SG 4 8XD	Dry Led	1.64
28	As You Like It	69 High Street, Codicote, Hitchin	Independent Free	SG 4 8XD	Other	1.64
29	Haldens Residents Association Club	Rowans, Welwyn Garden City	Independent Free	AL 7 1NZ	Other	1.66
30	Codicote Sports & Social Club	5 Bury Lane, Codicote, Hitchin	Independent Free	SG 4 8XX	Other	1.67