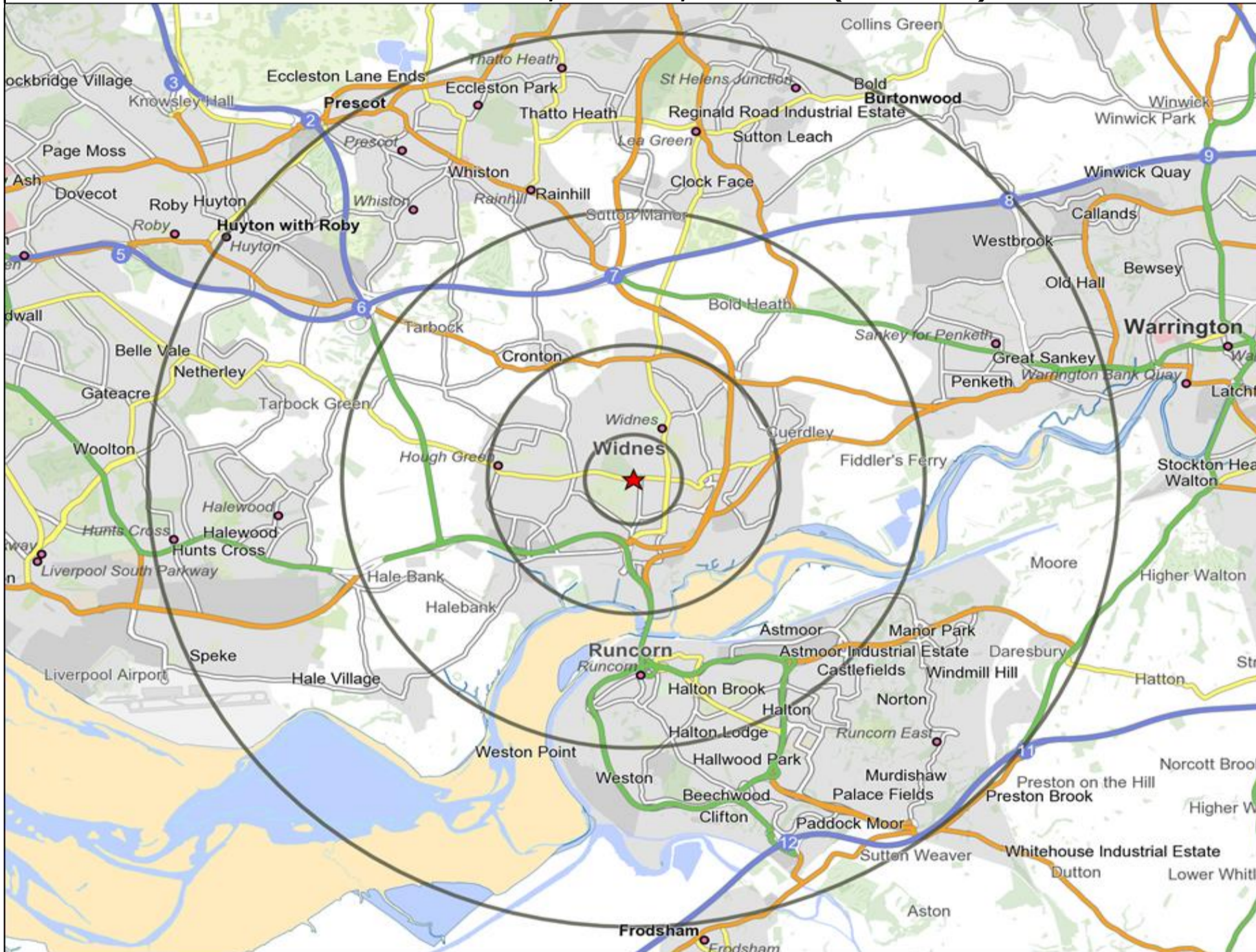




**Customer Profile Report for ALBION HOTEL, WIDNES (Punch Outlet Number: 374293)
1 LIVERPOOL ROAD, WIDNES, WA8 7ER (WA 8 7ER)**



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

Age Data Table

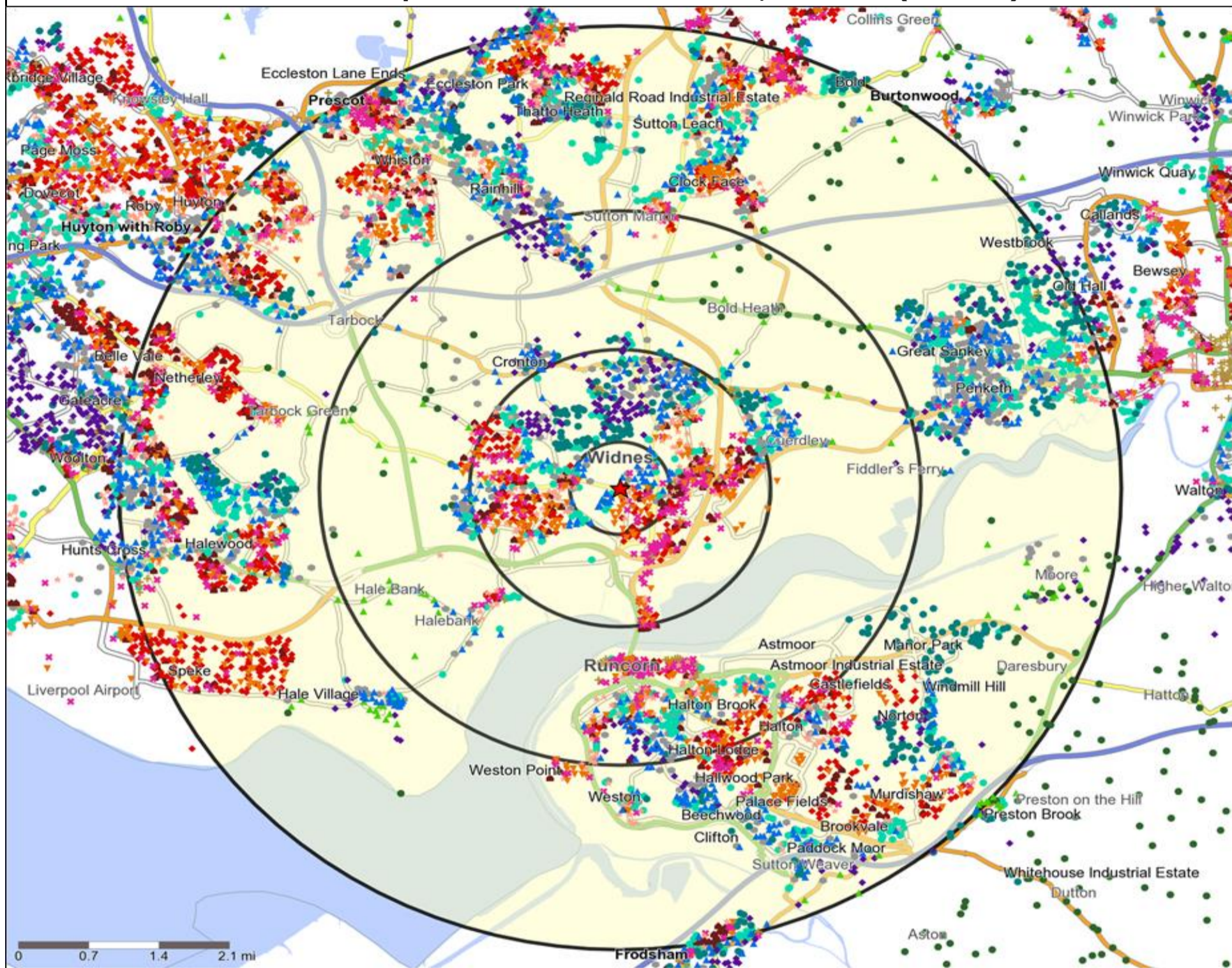
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	1,269	10,081	16,762	60,109	56,721	106	103	100	103	103
16-17	185	1,226	1,941	7,519	7,025	125	101	94	104	103
18-24	568	4,544	7,558	25,056	24,484	98	96	94	89	92
25-34	763	6,822	11,647	39,658	37,607	88	96	96	94	94
35-44	755	6,206	10,761	38,481	35,718	93	94	95	98	96
45-54	963	7,842	12,940	45,170	42,635	106	106	103	103	102
55-64	755	6,013	10,749	38,183	36,533	105	102	107	109	110
65+	1,119	9,447	16,644	55,658	53,036	97	101	104	100	100
Population estimate 2015	6,377	52,181	89,002	309,834	293,759	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	6,456	50,092	85,258	294,479	280,059	98%	98%	98%	97%	97%
Mixed / Multiple Ethnic Groups	64	487	848	3,451	3,293	1%	1%	1%	1%	1%
Asian / Asian British	40	403	707	4,033	3,467	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	10	89	185	1,022	1,009	0%	0%	0%	0%	0%
Other Ethnic Group	28	101	148	523	505	0%	0%	0%	0%	0%
All People (Ethnic Group)	6,598	51,172	87,146	303,508	288,333	100	100	100	100	100



Mosaic UK Map and Data: ALBION HOTEL, WIDNES (374293)



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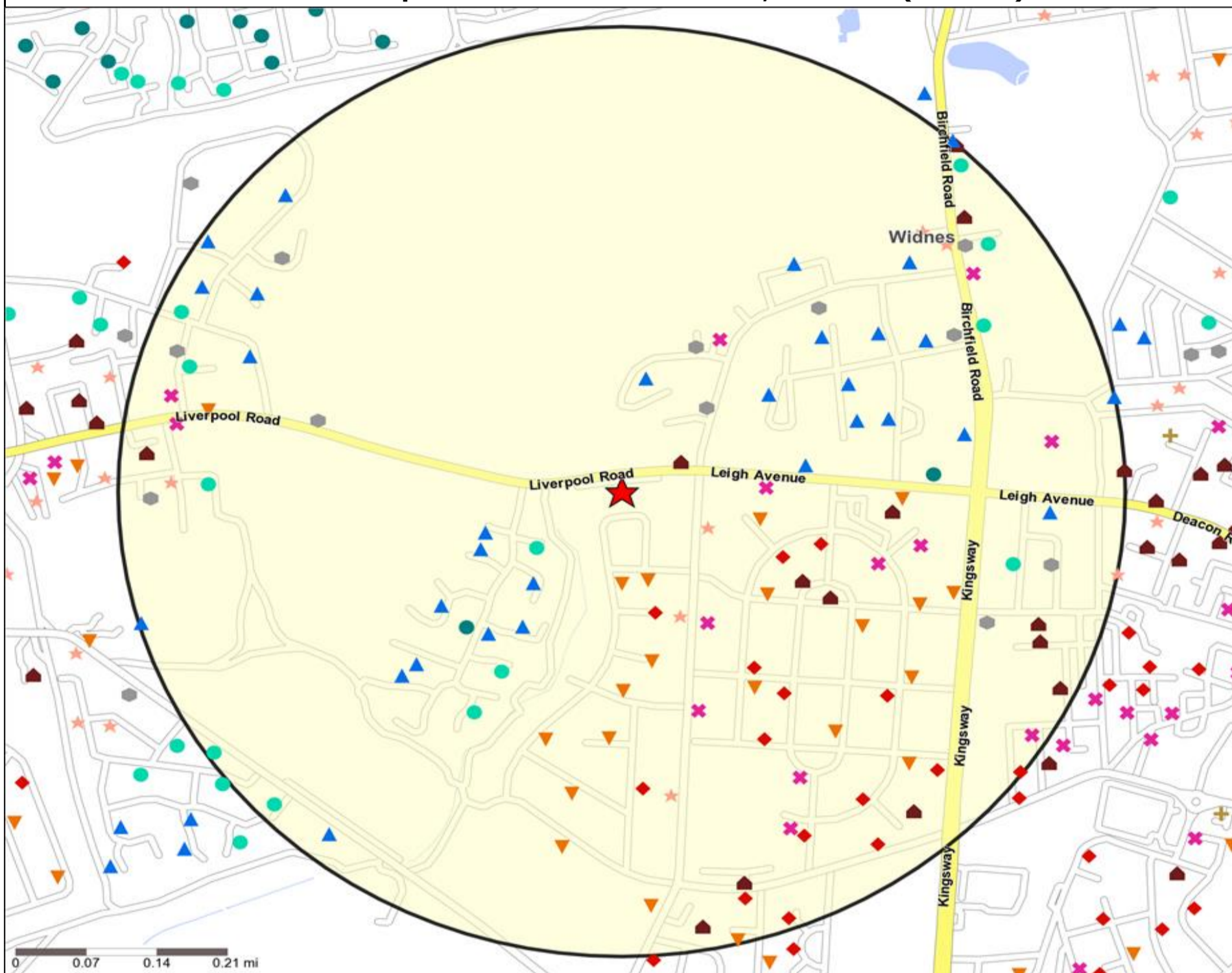
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N 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+)	0	2,518	3,879	8,169	7,202	0	85	76	46	43
C Country Living (18+)	0	8	228	593	610	0	0	5	4	4
D Rural Reality (18+)	0	27	350	1,220	1,159	0	1	7	7	7
E Senior Security (18+)	507	2,715	5,900	26,507	24,731	127	82	103	135	132
F Suburban Stability (18+)	1,034	4,192	8,822	29,224	28,085	344	168	206	198	200
G Domestic Success (18+)	93	3,098	4,134	19,673	15,163	22	90	70	97	79
H Aspiring Homemakers (18+)	441	4,287	8,709	35,097	32,505	98	116	136	160	156
I Family Basics (18+)	1,114	5,945	9,106	26,119	27,191	314	202	180	150	164
J Transient Renters (18+)	316	4,106	7,230	17,069	16,129	111	175	179	122	122
K Municipal Challenge (18+)	781	5,562	8,596	33,297	35,919	270	232	209	234	266
L Vintage Value (18+)	336	3,853	5,347	20,840	18,483	108	150	121	137	128
M Modest Traditions (18+)	297	3,981	6,429	20,782	19,335	127	205	193	181	177
N Urban Cohesion (18+)	0	0	0	67	15	0	0	0	1	0
O Rental Hubs (18+)	1	465	1,407	3,003	2,961	0	15	26	16	17
Adults 18+ estimate 2015	4,920	40,757	70,137	241,660	229,488	100	100	100	100	100



Mosaic UK Map and Data: ALBION HOTEL, WIDNES (374293)



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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+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	507	127
F Suburban Stability (18+)	1,034	344
G Domestic Success (18+)	93	22
H Aspiring Homemakers (18+)	441	98
I Family Basics (18+)	1,114	314
J Transient Renters (18+)	316	111
K Municipal Challenge (18+)	781	270
L Vintage Value (18+)	336	108
M Modest Traditions (18+)	297	127
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	1	0
Adults 18+ estimate 2015	4,920	100



Competition Map and Data: ALBION HOTEL, WIDNES (374293)



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

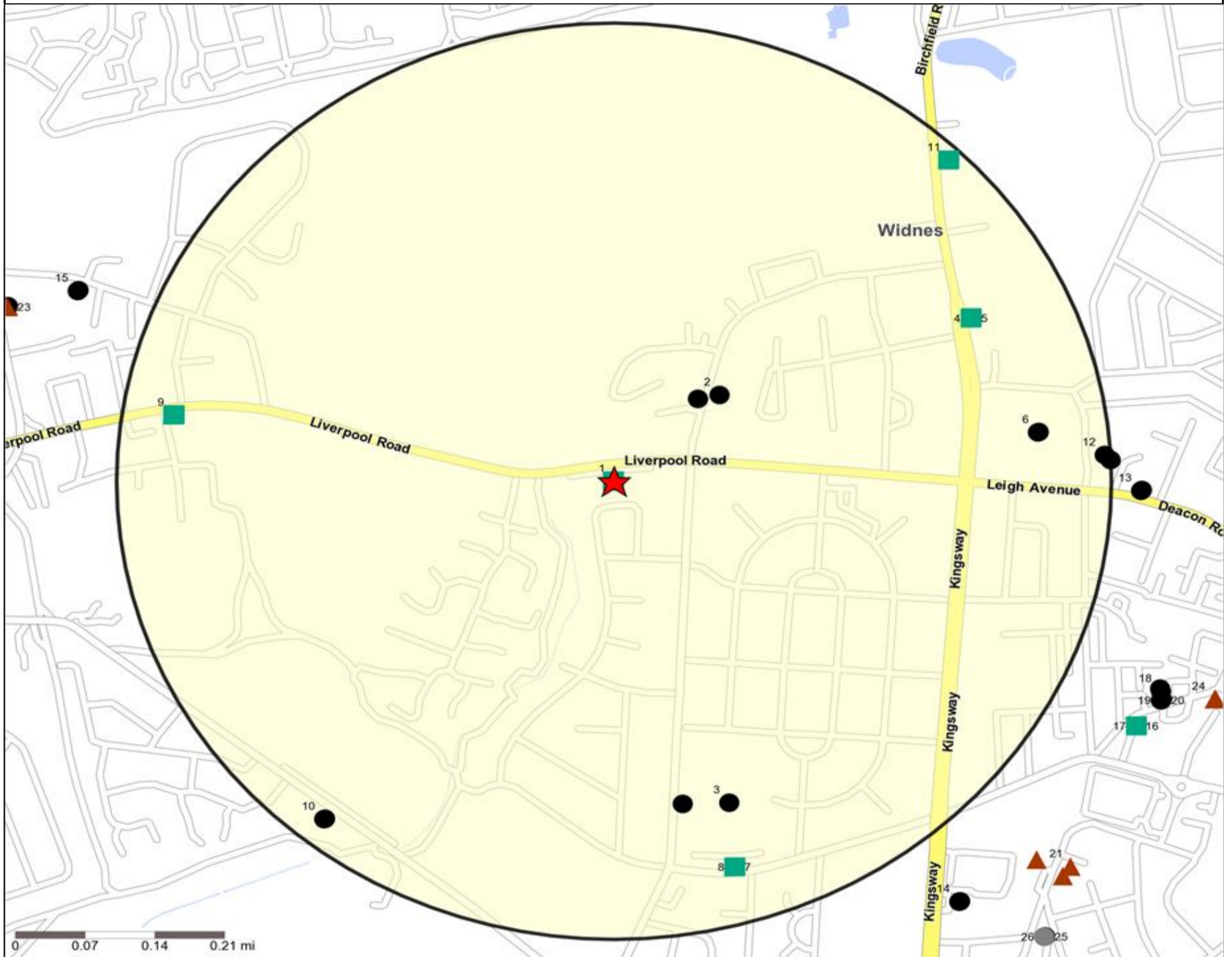
- ★ Location
- Cafe / Wine Bar
- ▲ Circuit Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Community Local
- ◆ Rural Character
- ~ Rivers, Canals and Lakes

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	0	3	13	17
Circuit Bar	0	8	17	30
Community Local	5	25	49	104
Dry Led	0	1	9	15
Branded Food Pub	0	3	4	16
Rural	0	0	0	0
Other	7	45	105	220
Total	12	85	197	402



Competition Map and Data: ALBION HOTEL, WIDNES (374293)



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	5
Dry Led	0
Branded Food Pub	0
Rural	0
Other	7
Total	12



Local Competition: ALBION HOTEL, WIDNES (374293)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ALBION HOTEL, WIDNES	1 LIVERPOOL ROAD, WIDNES, WA8 7ER	Punch Taverns	WA 8 7ER	Punch Taverns	0.00
1	Albion Hotel	1 Liverpool Road, Widnes	Punch Pub Company	WA 8 7ER	Community Local	0.00
2	Widnes Golf Club	Highfield Road, Widnes	Independent Free	WA 8 7DT	Other	0.14
3	Widnes Vikings Rugby League Football Club	Lower House Lane, Widnes	Independent Free	WA 8 7DZ	Other	0.37
4	Birchfield Sports & Social Club	Birchfield Road, Appleton, Widnes	Independent Free	WA 8 7SU	Other	0.40
5	Horse & Jockey	18 Birchfield Road, Appleton, Widnes	Independent Free	WA 8 7SU	Community Local	0.40
6	St Bedes Catholic Mens Club	Appleton Village, Widnes	Independent Free	WA 8 6EL	Other	0.43
7	Cricketers Arms	170 Milton Road, Widnes	Independent Free	WA 8 7JP	Community Local	0.44
8	Widnes Bowling Club	Milton Road, Widnes	Independent Free	WA 8 7JP	Other	0.44
9	Ball Hotel	173 Liverpool Road, Ditton, Widnes	Punch Pub Company	WA 8 7EZ	Community Local	0.45
10	St Michaels Golf Club	Dundalk Road, Widnes	Independent Free	WA 8 8BS	Other	0.47
11	Crown Inn	104 Birchfield Road, Widnes	Star Pubs & Bars	WA 8 7TE	Community Local	0.49
12	Appleton Village Social Club	Cooper Street, Widnes	Independent Free	WA 8 6EQ	Other	0.49
13	Raob	18 Sayce Street, Widnes	Independent Free	WA 8 6EG	Other	0.53
14	Widnes Masonic	Kingsway, Widnes	Independent Free	WA 8 7QH	Other	0.58
15	Widnes Rugby Union Football Club	Heath Road, Ditton, Widnes	Independent Free	WA 8 7NU	Other	0.58
16	Simms Cross	100 Widnes Road, Widnes	Punch Pub Company	WA 8 6AX	Community Local	0.59
17	Olivers Restaurant	138 Widnes Road, Widnes	Independent Free	WA 8 6AX	Other	0.59
18	Simms Cross Institute	Hibbert Street, Widnes	Independent Free	WA 8 6PN	Other	0.60
19	Jalapenos	55 Widnes Road, Widnes	Independent Free	WA 8 6AZ	Other	0.60
20	Aroma Restaurant & Pizzeria	53 Albert Road, Widnes	Independent Free	WA 8 6AZ	Other	0.60
21	Grapes Inn	38 Widnes Road, Widnes	Trust Inns	WA 8 6AP	Circuit Bar	0.62
22	United Services Social Club	36 Prescott Road, Widnes	Independent Free	WA 8 7PD	Other	0.64
23	Wellington Hotel	34 Prescott Road, Ditton, Widnes	Punch Pub Company	WA 8 7PD	Circuit Bar	0.64
24	Derby	170 Widnes Road, Widnes	Amber Taverns	WA 8 6BA	Circuit Bar	0.65
25	Virtuoso Cafe	Widnes Road, Widnes	Independent Free	WA 8 6AD	Cafe / Wine Bar	0.66
26	Balti King Tandoori Restaurant	24 Widnes Road, Widnes	Independent Free	WA 8 6AD	Other	0.66
27	Imperial	71b Albert Road, Widnes	Independent Free	WA 8 6JS	Circuit Bar	0.67
28	Tonis Bistro & Wine Bar	75 Albert Road, Widnes	Independent Free	WA 8 6JS	Cafe / Wine Bar	0.67
29	Gala Bingo	Lugsdale Road, Widnes	Gala Group	WA 8 7TN	Other	0.69
30	Ruis	85-87 Victoria Road, Widnes	Independent Free	WA 8 7RS	Cafe / Wine Bar	0.69