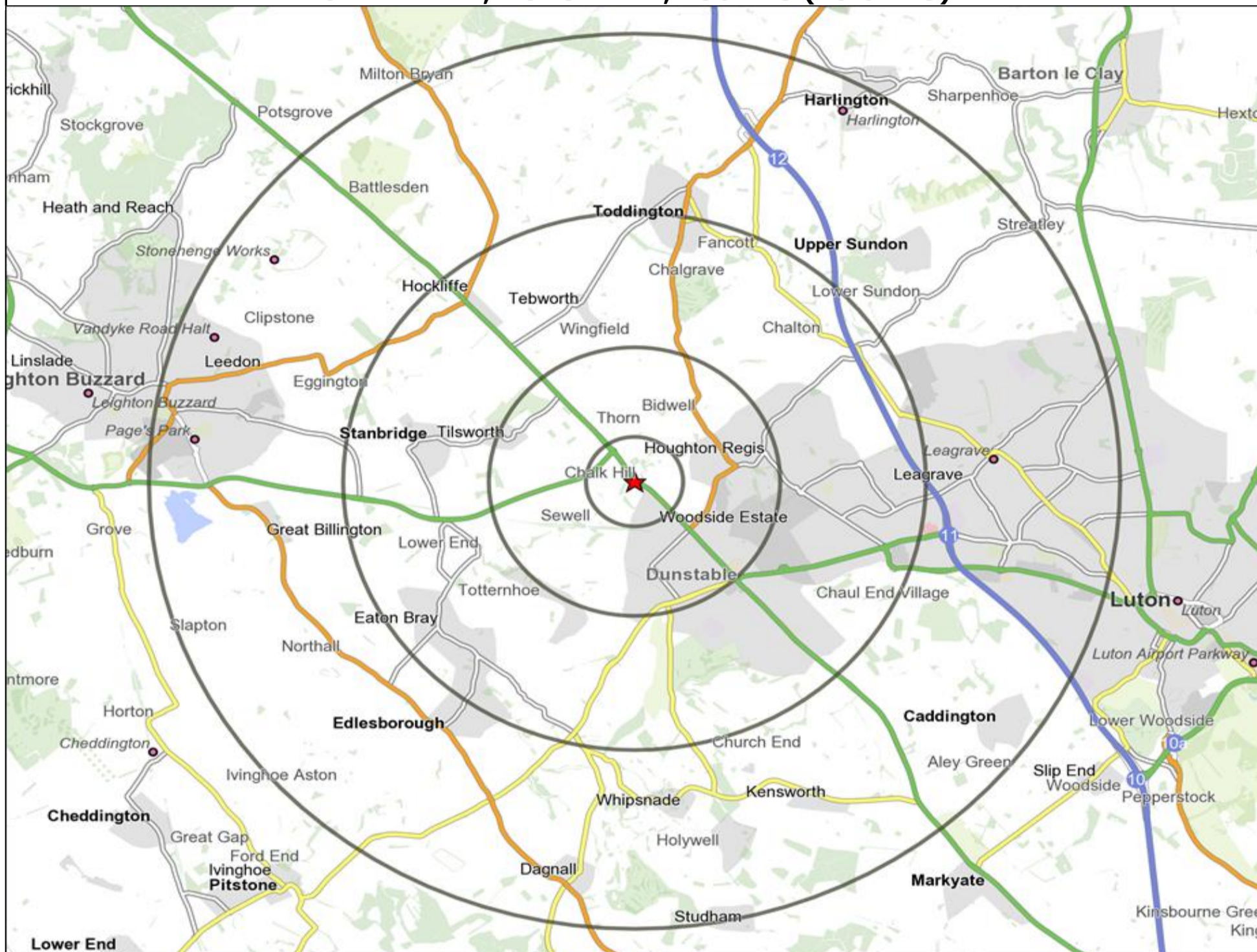




**Customer Profile Report for WHITE LION, DUNSTABLE (Punch Outlet Number: 202545)
CHALK HILL, DUNSTABLE, LU6 1RS (LU 6 1RS)**



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

Age Data Table

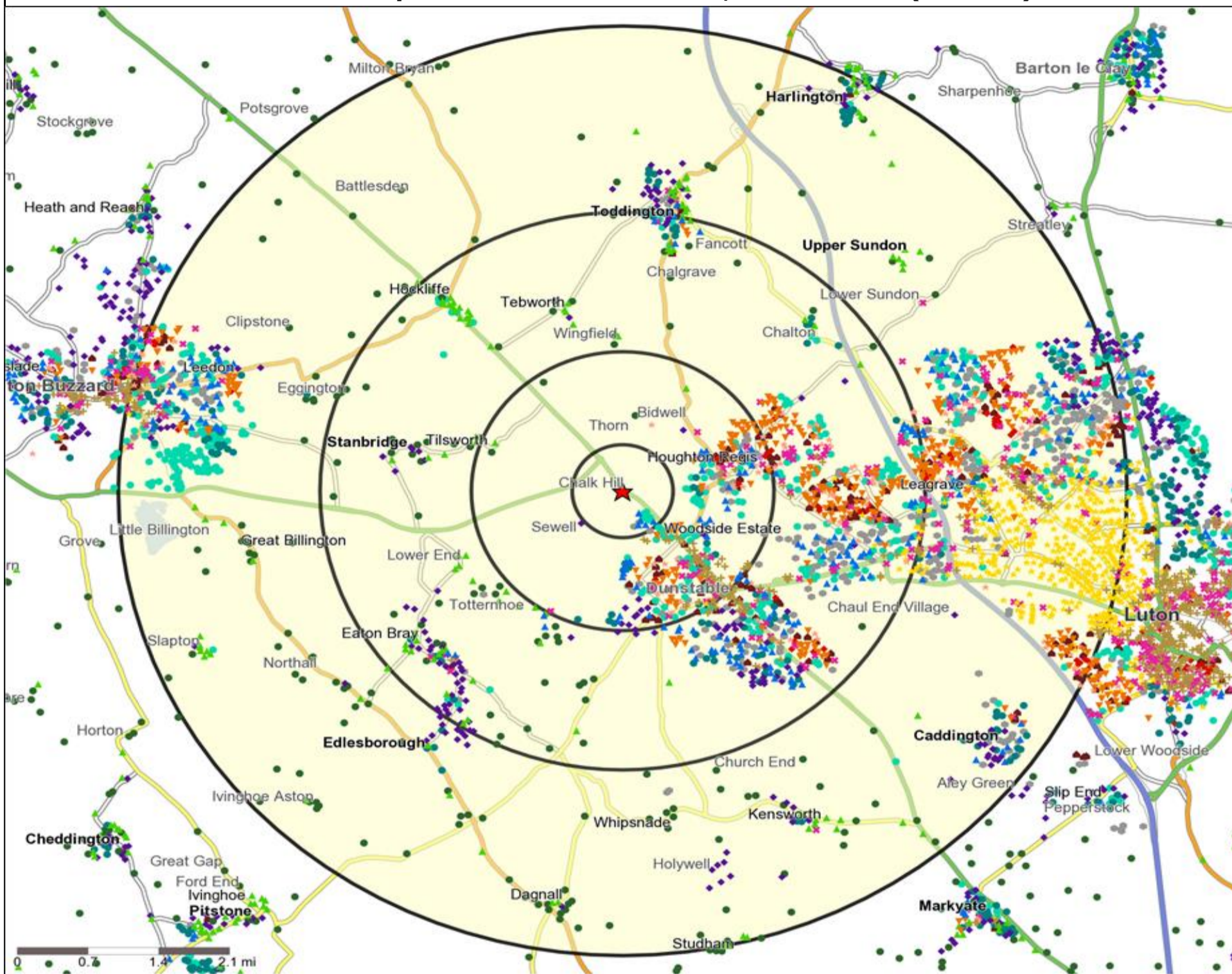
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	203	4,857	17,358	48,372	39,583	99	111	112	124	113
16-17	24	555	2,177	5,437	4,621	95	102	114	112	106
18-24	89	1,795	6,379	16,181	13,742	90	85	85	86	81
25-34	163	3,513	11,120	31,143	25,731	109	110	99	109	101
35-44	116	2,920	10,493	27,014	24,242	84	99	100	102	102
45-54	172	3,283	12,265	28,013	27,051	111	99	105	95	102
55-64	146	2,458	8,702	20,582	20,712	118	93	93	87	98
65+	179	3,951	14,000	31,502	31,480	91	94	94	84	93
Population estimate 2015	1,092	23,332	82,494	208,244	187,162	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	1,023	19,786	66,967	138,219	144,855	94%	90%	84%	68%	81%
Mixed / Multiple Ethnic Groups	23	587	2,423	6,533	4,951	2%	3%	3%	3%	3%
Asian / Asian British	14	756	5,265	42,466	20,417	1%	3%	7%	21%	11%
Black / African / Caribbean / Black British	17	678	4,138	13,649	8,291	2%	3%	5%	7%	5%
Other Ethnic Group	9	148	594	1,787	1,256	1%	1%	1%	1%	1%
All People (Ethnic Group)	1,086	21,955	79,387	202,654	179,770	100	100	100	100	100



Mosaic UK Map and Data: WHITE LION, DUNSTABLE (202545)



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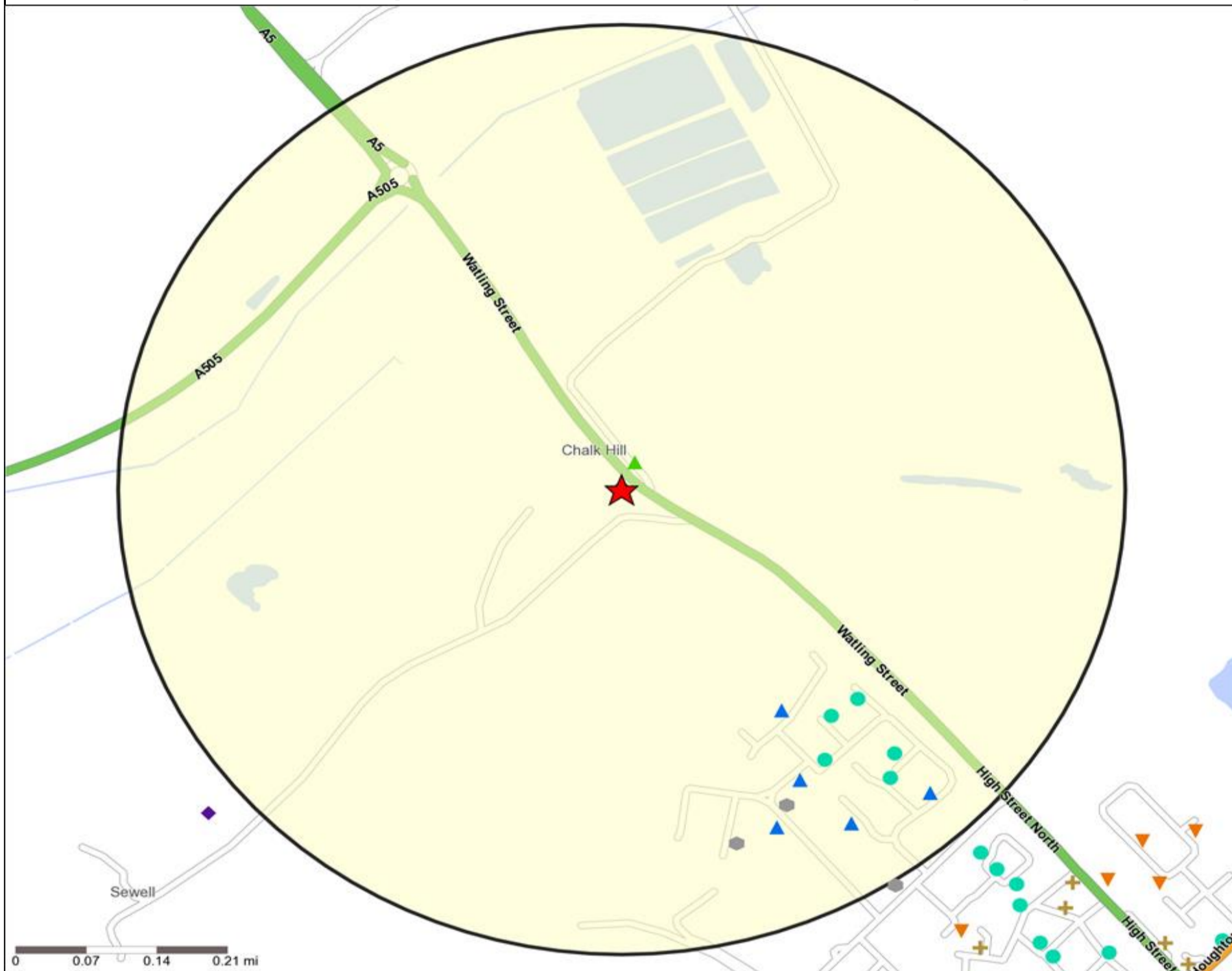
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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+)	0	1	2	2	2	0	0	0	0	0
B Prestige Positions (18+)	2	794	3,813	7,870	12,840	3	61	83	70	123
C Country Living (18+)	0	77	1,579	3,947	6,563	0	6	36	37	66
D Rural Reality (18+)	1	111	2,220	4,310	8,622	2	9	51	40	87
E Senior Security (18+)	154	1,477	6,369	16,430	12,687	219	102	125	131	109
F Suburban Stability (18+)	398	1,722	7,028	12,460	12,631	754	158	183	132	145
G Domestic Success (18+)	5	622	2,780	7,223	10,961	7	41	53	56	91
H Aspiring Homemakers (18+)	304	4,445	11,234	22,847	21,729	387	274	196	163	167
I Family Basics (18+)	0	2,853	10,443	19,068	15,119	0	221	230	171	147
J Transient Renters (18+)	0	936	4,203	9,143	7,773	0	91	116	103	94
K Municipal Challenge (18+)	0	165	603	2,805	1,651	0	16	16	31	20
L Vintage Value (18+)	0	1,567	4,398	7,262	6,322	0	139	111	75	70
M Modest Traditions (18+)	0	1,164	3,220	5,862	4,615	0	137	108	80	68
N Urban Cohesion (18+)	0	3	626	27,288	12,775	0	0	19	338	171
O Rental Hubs (18+)	0	1,911	4,298	7,671	8,388	0	139	89	65	76
Adults 18+ estimate 2015	864	17,848	62,816	154,188	142,678	100	100	100	100	100



Mosaic UK Map and Data: WHITE LION, DUNSTABLE (202545)



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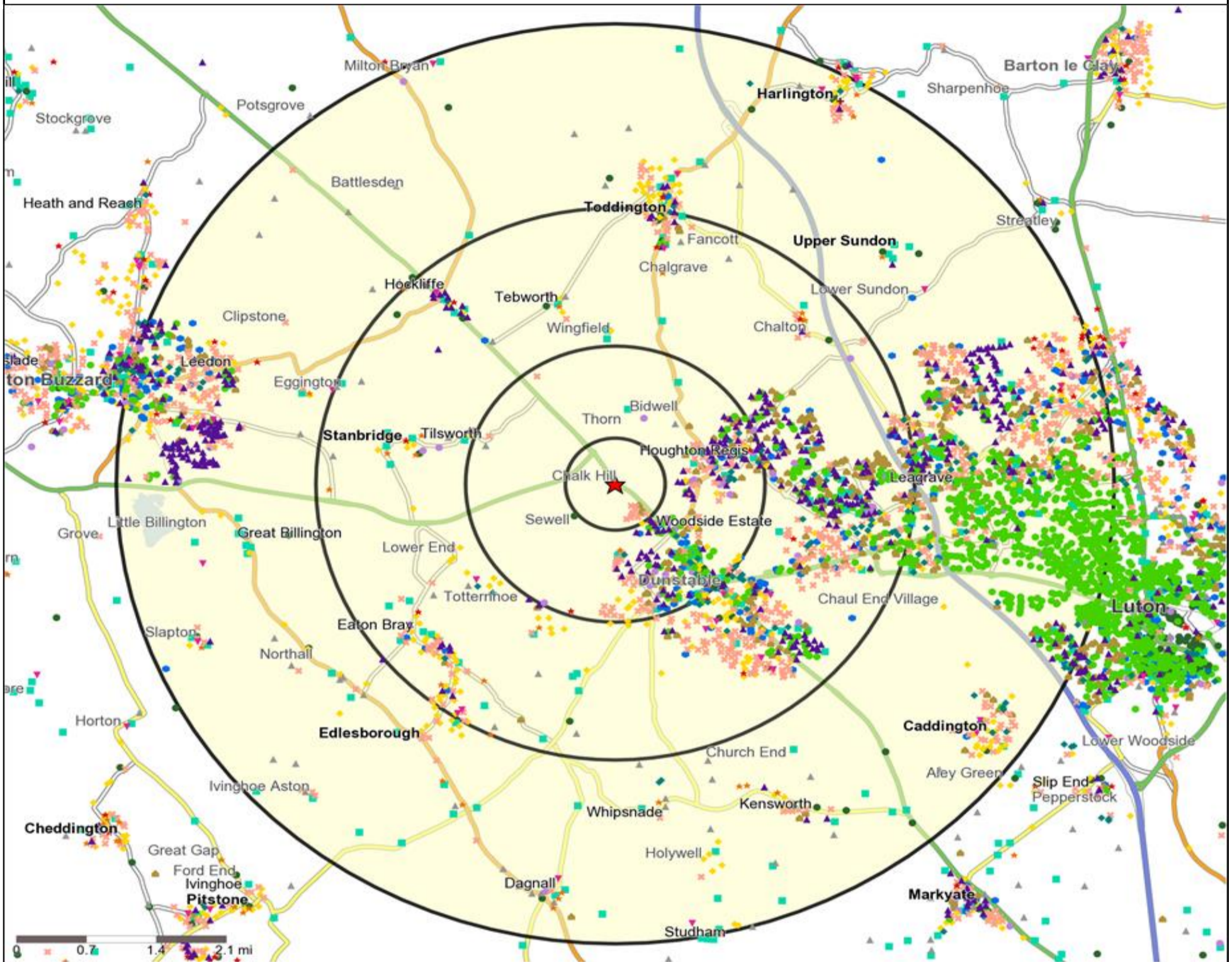
- | | | | | |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location | Mosaic UK Groups | D Rural Reality | H Aspiring Homemakers | L Vintage Value |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity | E Senior Security | 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+)	2	3
C Country Living (18+)	0	0
D Rural Reality (18+)	1	2
E Senior Security (18+)	154	219
F Suburban Stability (18+)	398	754
G Domestic Success (18+)	5	7
H Aspiring Homemakers (18+)	304	387
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	864	100



Occasions Map and Data: WHITE LION, DUNSTABLE (202545)



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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 Leisurly 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	33	1,083	3,924	9,810	8,785	55	78	80	79	81
02 Early Doors	50	1,148	4,039	8,549	8,078	100	98	99	82	89
03 Everyday is Friday	47	1,300	4,347	8,533	8,346	110	131	125	96	107
04 Weekend Millionaires	61	1,768	5,893	12,268	11,184	99	123	117	96	100
05 Out On The Town	62	1,599	5,321	11,166	10,426	105	116	110	90	97
06 Business and Pleasure	22	584	2,011	6,945	5,560	72	82	81	109	100
07 Sporting Pints	46	1,562	5,177	19,837	13,173	70	103	97	146	111
08 Student Social	23	409	1,694	3,919	4,064	83	63	75	68	81
09 Leisurly Lunch	51	1,119	4,179	12,531	10,465	88	82	88	103	99
10 Wining and Dining	88	1,314	4,853	13,206	12,303	133	85	90	96	102
11 Household Outing	70	1,653	5,739	15,822	12,276	134	135	134	145	128
12 Midweek Meal Deal	34	711	2,465	6,673	5,268	116	103	102	109	98
13 Date Night	56	1,054	3,699	7,504	8,815	119	96	97	77	103
14 Birthday Treat	44	930	3,497	8,586	8,237	94	85	91	88	96
15 Pre Show Meal	25	390	1,381	3,141	3,023	155	103	105	93	103
Number of Occasions	712	16,624	58,219	148,490	130,003	100	100	100	100	100



Competition Map and Data: WHITE LION, DUNSTABLE (202545)



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

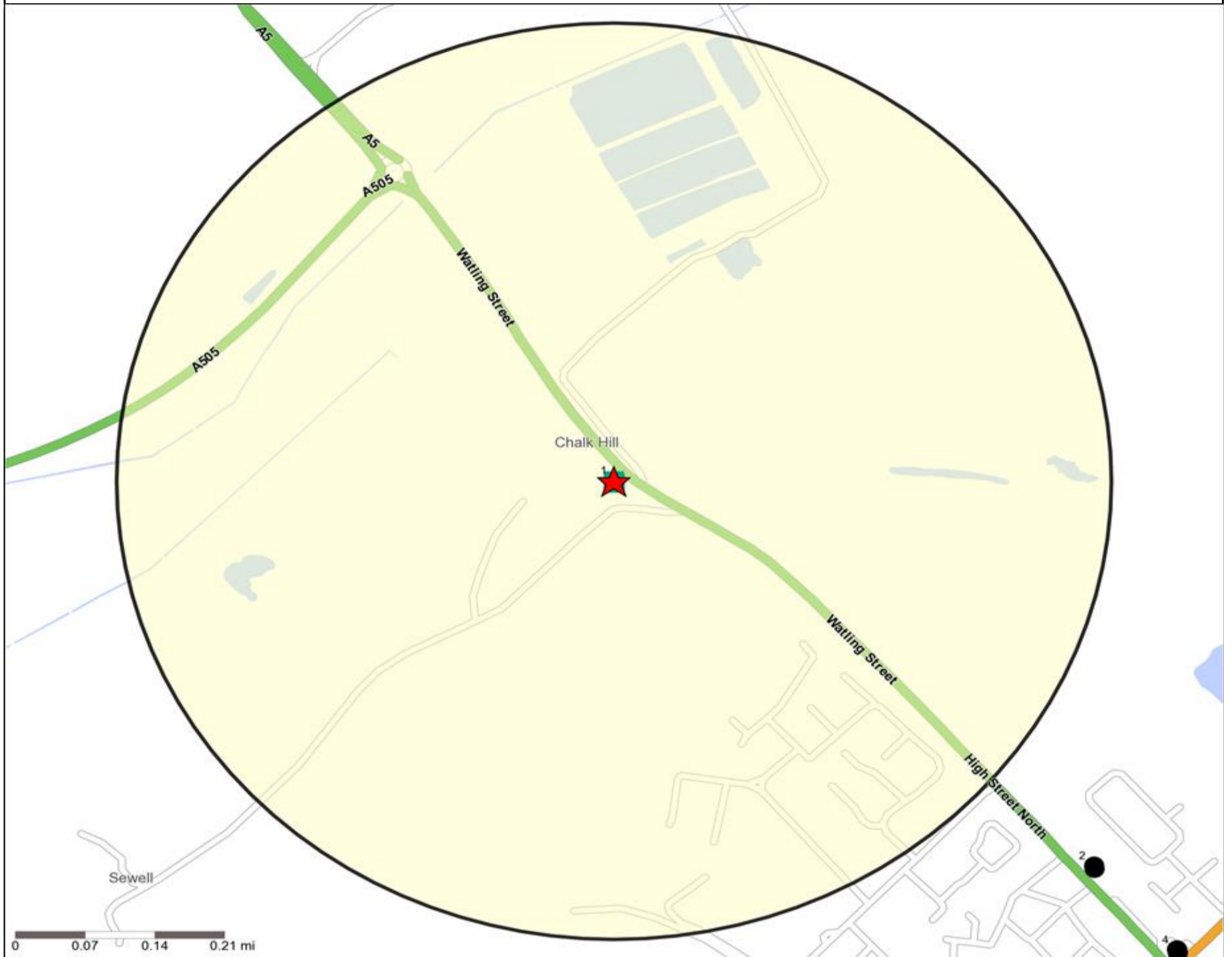


Competition Type Summary Table











Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	2	3	4
Circuit Bar	0	7	11	13
Community Local	1	8	18	39
Dry Led	0	0	4	9
Branded Food Pub	0	2	8	14
Rural	0	1	2	4
Other	0	29	63	113
Total	1	49	109	196



Competition Map and Data: WHITE LION, DUNSTABLE (202545)



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	1
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: WHITE LION, DUNSTABLE (202545)

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, DUNSTABLE	CHALK HILL, DUNSTABLE, LU6 1RS	Punch Taverns	LU 6 1RS	Punch Taverns	0.00
1	White Lion	Chalk Hill, Dunstable	Punch Pub Company	LU 6 1RS	Community Local	0.00
2	Kitts Inn	306 High Street North, Dunstable	Independent Free	LU 6 1BE	Other	0.64
3	Dunstable Town S&S/Fc Club	Creasey Park Drive, Brewers Hill, Dunstable	Independent Free	LU 6 1BB	Other	0.71
4	Mayflower Restaurant	1-2 Houghton Road, Dunstable	Independent Free	LU 6 1DA	Other	0.77
5	Bird In Hand	219 High Street North, Dunstable	Mitchells & Butlers	LU 6 1AZ	Cafe / Wine Bar	0.82
6	Donatello's	204a High Street North, Dunstable	Independent Free	LU 6 1AU	Other	0.82
7	Coconut Garden	212 High Street North, Dunstable	Independent Free	LU 6 1AU	Other	0.82
8	Mouth Chinese Restaurant	168 High Street North, Dunstable	Independent Free	LU 6 1AT	Other	0.91
9	Old Red Lion	Bedford Road, Houghton Regis, Dunstable	Mitchells & Butlers	LU 5 6JR	Branded Food	0.94
10	Dunstablians Rugby Club	Bullpond Lane, Bidwell, Dunstable	Independent Free	LU 5 6JP	Other	0.97
11	Kings Arms	High Street, Houghton Regis, Dunstable	Punch Pub Company	LU 5 5BJ	Circuit Bar	0.98
12	Dunstable Snooker Club	152 High Street North, Dunstable	Independent Free	LU 6 1LW	Other	1.00
13	Beecroft Community Association	Westfield Road, Dunstable	Independent Free	LU 6 1DL	Other	1.01
14	Turmeric	12 Bedford Square, Houghton Regis, Dunstable	Independent Free	LU 5 5ES	Other	1.14
15	Houghton Regis Centre	105-111 High Street, Houghton Regis, Dunstable	Independent Free	LU 5 5QT	Other	1.15
16	Wheatsheaf	82 High Street North, Dunstable	Unknown	LU 6 1LH	Community Local	1.18
17	Tong Sam Oriental	84 High Street North, Dunstable	Independent Free	LU 6 1LH	Other	1.18
18	Globe	43 Winfield Street, Dunstable	B & T Brewery	LU 6 1LS	Community Local	1.25
19	Go Bowling	Court Drive, Dunstable	Gobowling Holdings Ltd	LU 5 4JD	Other	1.29
20	Grove Theatre	Court Drive, Dunstable	Independent Free	LU 5 4JD	Other	1.29
21	Hq Sports Bar	Grove Park, Dunstable	Independent Free	LU 5 4GP	Circuit Bar	1.30
22	Gary Cooper	2 Court Drive, Dunstable	Wetherspoon	LU 5 4GP	Circuit Bar	1.30
23	Cookies & Cream	Grove Park, Dunstable	Independent Free	LU 5 4GP	Circuit Bar	1.30
24	Gate	2 Victoria Street, Dunstable	Independent Free	LU 6 3BA	Other	1.32
25	Chiang Mai City	73 High Street North, Dunstable	Independent Free	LU 6 1JF	Other	1.32
26	Polish Church Social Club	17 Victoria Street, Dunstable	Independent Free	LU 6 3AZ	Other	1.33
27	Chequers	East End, Houghton Regis, Dunstable	Greene King	LU 5 5LB	Branded Food	1.34
28	Crown	East End, Houghton Regis, Dunstable	Enterprise Inns	LU 5 5LB	Community Local	1.34
29	Anchor Inn	1 Dunstable Road, Tilsworth, Leighton Buzzard	Greene King	LU 7 9PU	Rural Character	1.37
30	Tilsworth Golf Centre	Dunstable Road, Tilsworth, Leighton Buzzard	Independent Free	LU 7 9PU	Other	1.37