



**Customer Profile Report for CHALK & CHEESE, MAIDEN NEWTO (Punch Outlet Number: 202544)  
53 DORCHESTER ROAD, DORCHESTER, DT2 0BD (DT 2 0BD)**



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

**Age Data Table**

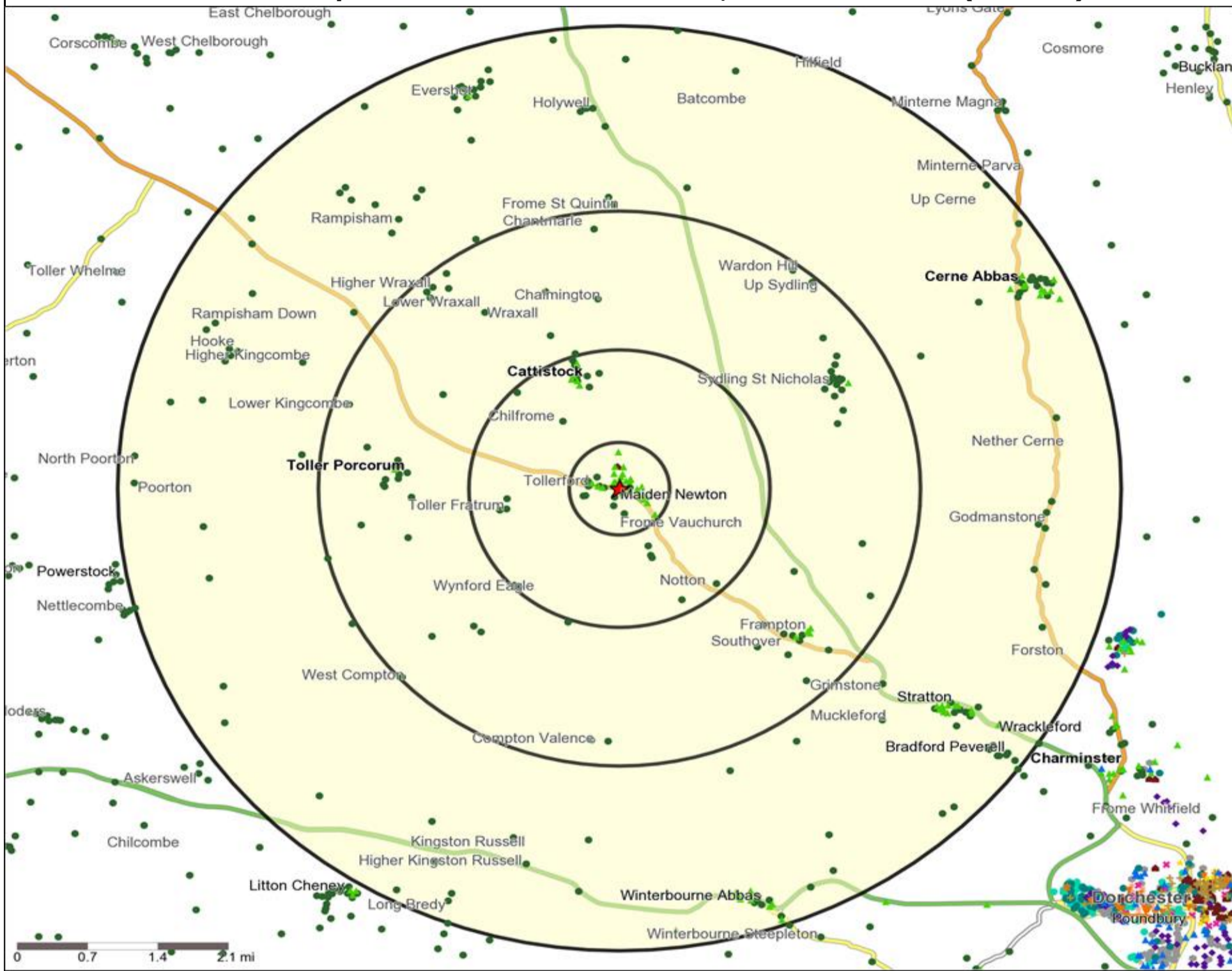
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	229	298	521	1,070	1,613	102	93	88	86	79
16-17	20	24	45	96	173	72	60	61	62	69
18-24	68	89	150	266	486	63	58	53	44	49
25-34	156	198	279	514	730	95	85	65	57	49
35-44	129	177	323	694	1,068	85	82	81	83	77
45-54	163	244	522	1,106	1,788	96	101	117	118	116
55-64	166	250	520	1,124	1,818	122	129	146	150	148
65+	269	428	791	1,743	3,191	124	139	139	146	163
<b>Population estimate 2015</b>	<b>1,200</b>	<b>1,708</b>	<b>3,151</b>	<b>6,613</b>	<b>10,867</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**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	1,171	1,687	3,098	6,536	10,633	98%	98%	99%	99%	99%
Mixed / Multiple Ethnic Groups	10	12	22	44	59	1%	1%	1%	1%	1%
Asian / Asian British	10	12	16	21	54	1%	1%	1%	0%	1%
Black / African / Caribbean / Black British	3	3	4	6	12	0%	0%	0%	0%	0%
Other Ethnic Group	2	3	5	18	25	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>1,196</b>	<b>1,717</b>	<b>3,145</b>	<b>6,625</b>	<b>10,783</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: CHALK & CHEESE, MAIDEN NEWTO (202544)**



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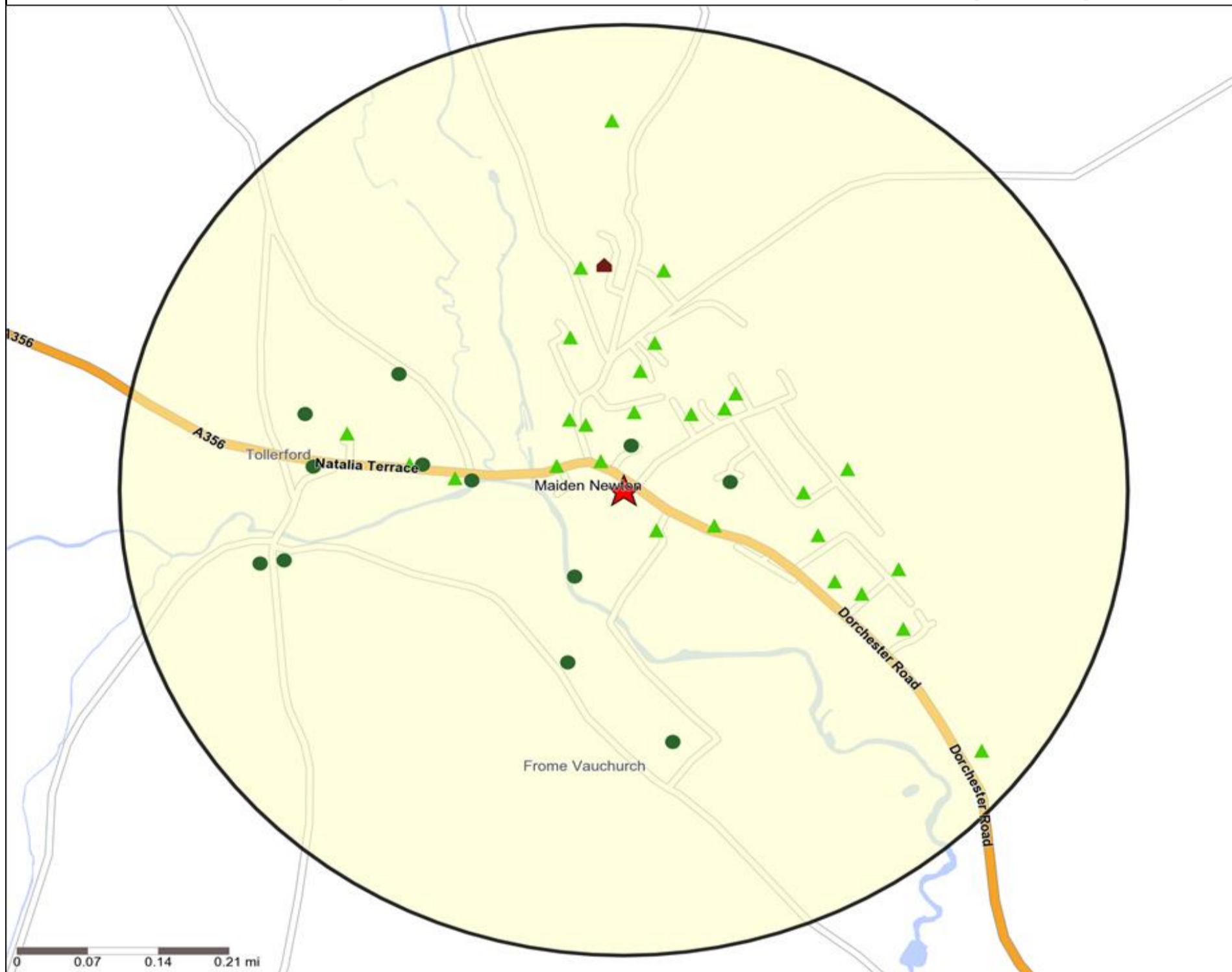
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- 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
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	0	0	0	0	3	0	0	0	0	0
<b>C Country Living (18+)</b>	155	453	1,467	3,413	5,366	234	470	817	907	854
<b>D Rural Reality (18+)</b>	750	886	1,070	1,958	2,901	1,136	922	597	521	463
<b>E Senior Security (18+)</b>	0	0	0	0	162	0	0	0	0	22
<b>F Suburban Stability (18+)</b>	0	0	0	0	96	0	0	0	0	17
<b>G Domestic Success (18+)</b>	0	0	0	0	61	0	0	0	0	8
<b>H Aspiring Homemakers (18+)</b>	0	0	0	0	63	0	0	0	0	8
<b>I Family Basics (18+)</b>	0	0	0	0	1	0	0	0	0	0
<b>J Transient Renters (18+)</b>	0	0	0	0	4	0	0	0	0	1
<b>K Municipal Challenge (18+)</b>	0	0	0	0	3	0	0	0	0	1
<b>L Vintage Value (18+)</b>	48	48	48	48	306	80	55	29	14	54
<b>M Modest Traditions (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>N Urban Cohesion (18+)</b>	0	0	0	0	3	0	0	0	0	1
<b>O Rental Hubs (18+)</b>	0	0	0	0	80	0	0	0	0	11
<b>Adults 18+ estimate 2015</b>	<b>953</b>	<b>1,387</b>	<b>2,585</b>	<b>5,419</b>	<b>9,049</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: CHALK & CHEESE, MAIDEN NEWTO (202544)**



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- |                             |                         |                      |                       |                     |
|-----------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                    | <b>Mosaic UK Groups</b> | 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+)	155	234
D Rural Reality (18+)	750	1,136
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
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+)	48	80
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
<b>Adults 18+ estimate 2015</b>	<b>953</b>	<b>100</b>



## Occasions Map and Data: CHALK & CHEESE, MAIDEN NEWTO (202544)



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- ★ Location
- 01 Mine's a Pint
- ▲ 04 Weekend Millionaires
- 08 Student Social
- ★ 12 Midweek Meal Deal
- 0.5, 1.5, 3 & 5 Mile Distance
- ◆ 02 Early Doors
- 05 Out On The Town
- ▼ 09 Leisurely Lunch
- ★ 13 Date Night
- ~ Rivers, Canals and Lakes
- 03 Everyday is Friday
- ▲ 06 Business and Pleasure
- ✕ 10 Wining and Dining
- ★ 14 Birthday Treat
- 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	71	99	190	417	737	142	136	137	138	141
02 Early Doors	49	69	127	276	523	117	113	109	109	120
03 Everyday is Friday	41	54	83	181	319	114	104	84	84	86
04 Weekend Millionaires	47	61	100	180	323	91	81	70	58	60
05 Out On The Town	15	25	52	120	228	30	35	38	40	44
06 Business and Pleasure	17	29	71	154	251	66	78	100	100	94
07 Sporting Pints	19	23	36	64	130	35	29	24	19	23
08 Student Social	37	57	135	290	433	159	169	210	208	179
09 Leisurely Lunch	65	96	182	398	685	133	135	135	135	135
10 Wining and Dining	61	90	166	369	648	110	112	108	110	112
11 Household Outing	19	28	49	106	225	43	44	40	40	49
12 Midweek Meal Deal	35	54	115	276	448	141	150	168	185	174
13 Date Night	67	101	194	417	686	170	177	178	176	167
14 Birthday Treat	48	69	120	260	434	122	121	110	110	106
15 Pre Show Meal	8	14	37	93	157	59	71	98	114	111
<b>Number of Occasions</b>	<b>599</b>	<b>869</b>	<b>1,657</b>	<b>3,601</b>	<b>6,227</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: CHALK & CHEESE, MAIDEN NEWTO (202544)



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

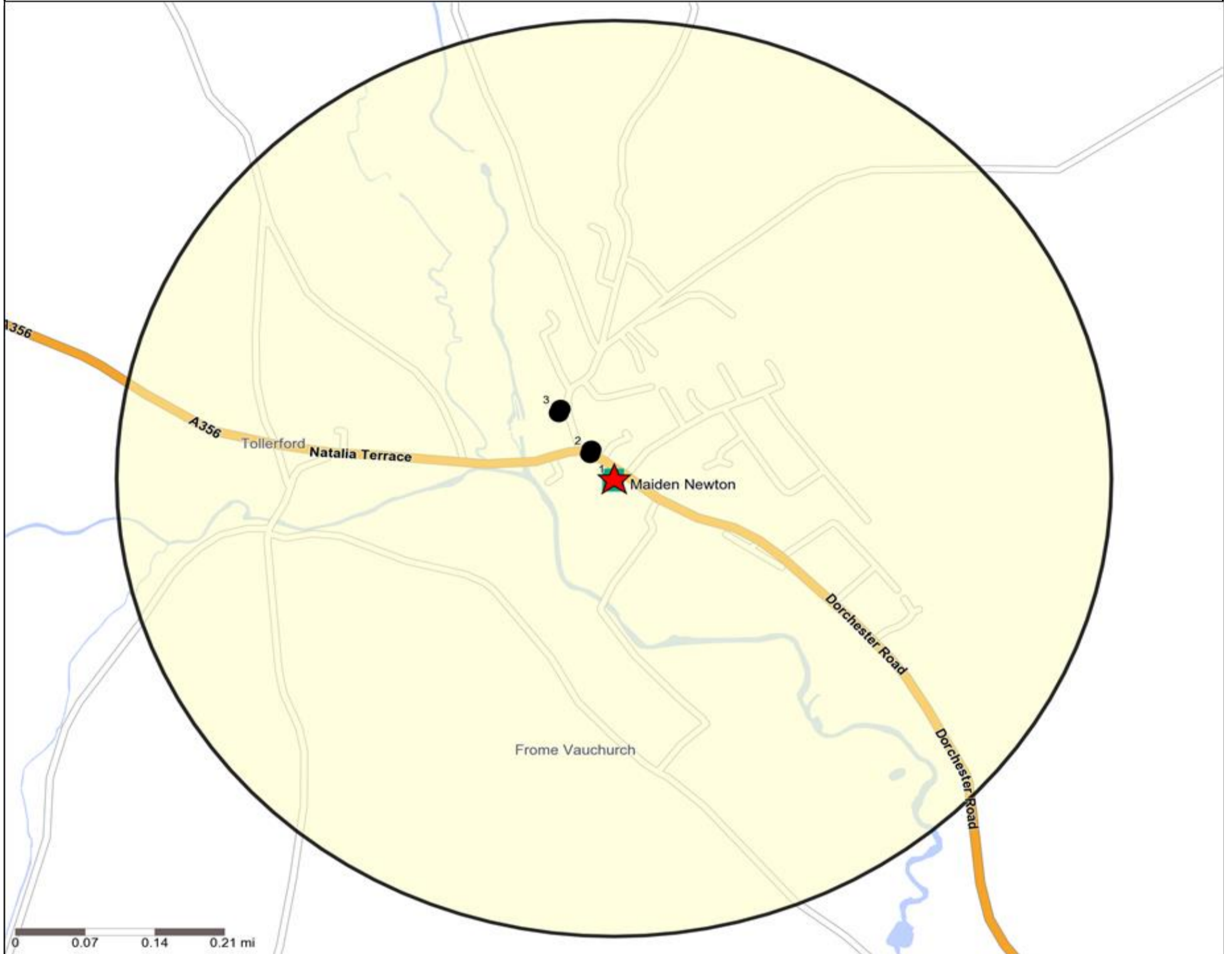
- Location
- Branded Food
- Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- Cafe / Wine Bar
- Other
- Rivers, Canals and Lakes
- Circuit Bar
- Rural Character
- Community Local

#### 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	1	2	3	6
Dry Led	0	0	0	2
Branded Food Pub	0	0	0	0
Rural	0	0	0	1
Other	2	2	4	9
<b>Total</b>	<b>3</b>	<b>4</b>	<b>7</b>	<b>19</b>



## Competition Map and Data: CHALK & CHEESE, MAIDEN NEWTO (202544)



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	2
<b>Total</b>	<b>3</b>



## Local Competition: CHALK & CHEESE, MAIDEN NEWTO (202544)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	CHALK & CHEESE, MAIDEN NEWTO	53 DORCHESTER ROAD, DORCHESTER, DT2 0BD	Punch Taverns	DT 2 0BD	Punch Taverns	0.00
1	<a href="#">Chalk &amp; Cheese</a>	53 Dorchester Road, Maiden Newton, Dorchester	<a href="#">Punch Pub Company</a>	DT 2 0BD	Community Local	0.00
2	<a href="#">Le Petit Canard</a>	56 Dorchester Road, Maiden Newton, Dorchester	<a href="#">Independent Free</a>	DT 2 0BE	Other	0.04
3	<a href="#">Maiden Newton House</a>	9 Church Road, Maiden Newton, Dorchester	<a href="#">Independent Free</a>	DT 2 0AA	Other	0.09
4	<a href="#">Fox &amp; Hounds</a>	Duck Lane, Cattistock, Dorchester	<a href="#">Palmer</a>	DT 2 0JH	Community Local	1.26
5	<a href="#">Greyhound Inn</a>	26 High Street, Sydling St Nicholas, Dorchester	<a href="#">Pubfolio Ltd</a>	DT 2 9PD	Community Local	2.46
6	<a href="#">Chantmarle Manor</a>	Chantmarle, Dorchester	<a href="#">Independent Free</a>	DT 2 0HD	Other	2.81
7	<a href="#">Kingcombe Centre</a>	Lower Kingcombe, Toller Porcorum, Dorchester	<a href="#">Independent Free</a>	DT 2 0EQ	Other	2.84
8	<a href="#">George Albert Hotel</a>	Wardon Hill, Dorchester	<a href="#">Independent Free</a>	DT 2 9PW	Other	3.17
9	<a href="#">Southern County Shooting</a>	Wardon Hill, Dorchester	<a href="#">Independent Free</a>	DT 2 9PW	Other	3.17
10	<a href="#">Saxon Arms</a>	20 The Square, Stratton, Dorchester	<a href="#">Enterprise Inns</a>	DT 2 9WG	Dry Led	4.07
11	<a href="#">Hooke Court</a>	Hooke, Beaminster	<a href="#">Independent Free</a>	DT 8 3NX	Other	4.46
12	<a href="#">Summer Lodge Country House Hotel</a>	9 Fore Street, Evershot, Dorchester	<a href="#">Red Carnation Hotels</a>	DT 2 0JR	Other	4.49
13	<a href="#">Acorn Inn</a>	28 Fore Street, Evershot, Dorchester	<a href="#">Independent Free</a>	DT 2 0JW	Rural Character	4.50
14	<a href="#">Little Chef</a>	Winterbourne Abbas, Dorchester	<a href="#">Kout Food Group</a>	DT 2 9LU	Other	4.57
15	<a href="#">Coach &amp; Horses</a>	Winterborne Abbas, Winterbourne Abbas, Dorchester	<a href="#">Independent Free</a>	DT 2 9LU	Community Local	4.57
16	<a href="#">Spyway Inn</a>	Askerswell, Dorchester	<a href="#">Independent Free</a>	DT 2 9EP	Dry Led	4.68
17	<a href="#">New Inn</a>	14 Long Street, Cerne Abbas, Dorchester	<a href="#">Palmer</a>	DT 2 7JF	Community Local	4.70
18	<a href="#">Giant Inn</a>	24 Long Street, Cerne Abbas, Dorchester	<a href="#">Independent Free</a>	DT 2 7JF	Community Local	4.70
19	<a href="#">Royal Oak</a>	23 Long Street, Cerne Abbas, Dorchester	<a href="#">Hall &amp; Woodhouse</a>	DT 2 7JG	Circuit Bar	4.80
20	<a href="#">Three Horseshoes Inn</a>	Powerstock, Bridport	<a href="#">Palmer</a>	DT 6 3TF	Rural Character	5.07
21	<a href="#">Marquis Of Lorne Inn</a>	Nettlecombe, Bridport	<a href="#">Palmer</a>	DT 6 3SY	Community Local	5.13
22	<a href="#">Herrison</a>	Sherren Avenue, Charlton Down, Dorchester	<a href="#">Independent Free</a>	DT 2 9UA	Cafe / Wine Bar	5.37
23	<a href="#">White Horse Inn</a>	Litton Cheney, Dorchester	<a href="#">Palmer</a>	DT 2 9AT	Community Local	5.62
24	<a href="#">Inn For All Seasons</a>	16 North Street, Charminster, Dorchester	<a href="#">Unknown</a>	DT 2 9QZ	Dry Led	5.72
25	<a href="#">Three Compasses</a>	9 The Square, Charminster, Dorchester	<a href="#">Independent Free</a>	DT 2 9QT	Community Local	5.81
26	<a href="#">Brewers Arms</a>	Martinstown, Dorchester	<a href="#">Independent Free</a>	DT 2 9LB	Dry Led	6.14
27	<a href="#">Crown Inn</a>	Dorchester Road, Uploders, Bridport	<a href="#">Palmer</a>	DT 6 4NU	Community Local	6.21
28	<a href="#">Wolfedale Golf Course</a>	Charminster, Dorchester	<a href="#">Independent Free</a>	DT 2 7SG	Other	6.27
29	<a href="#">Rest &amp; Welcome Inn</a>	Yeovil Road, Melbury Osmond, Dorchester	<a href="#">Independent Free</a>	DT 2 0NF	Other	6.29
30	<a href="#">Engine Room</a>	Poundbury, Dorchester	<a href="#">Independent Free</a>	DT 1 3RT	Other	6.35