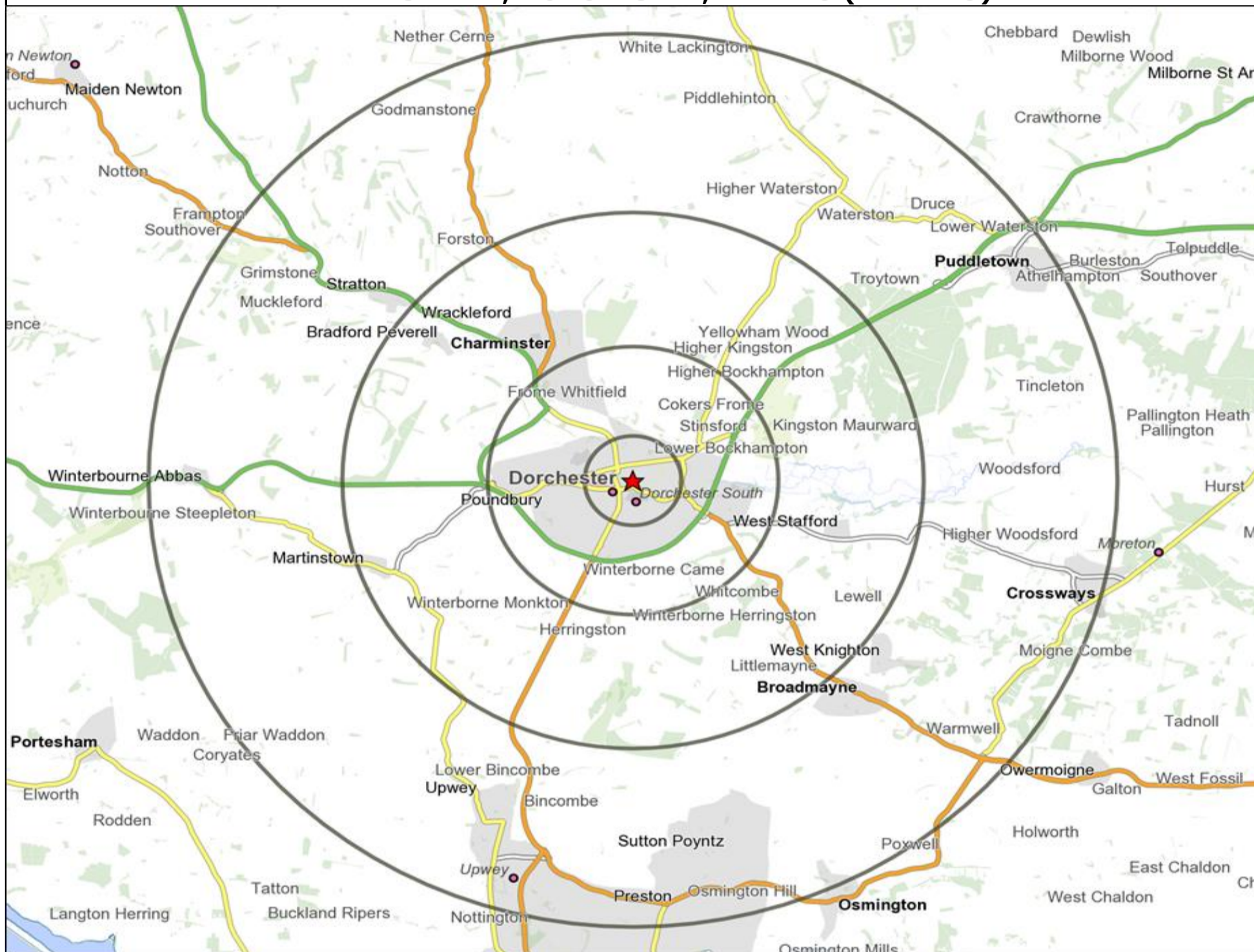




**Customer Profile Report for THE GEORGE, DORCHESTER (Punch Outlet Number: 203056)
TRINITY STREET, DORCHESTER, DT1 1TU (DT 1 1TU)**



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

Age Data Table

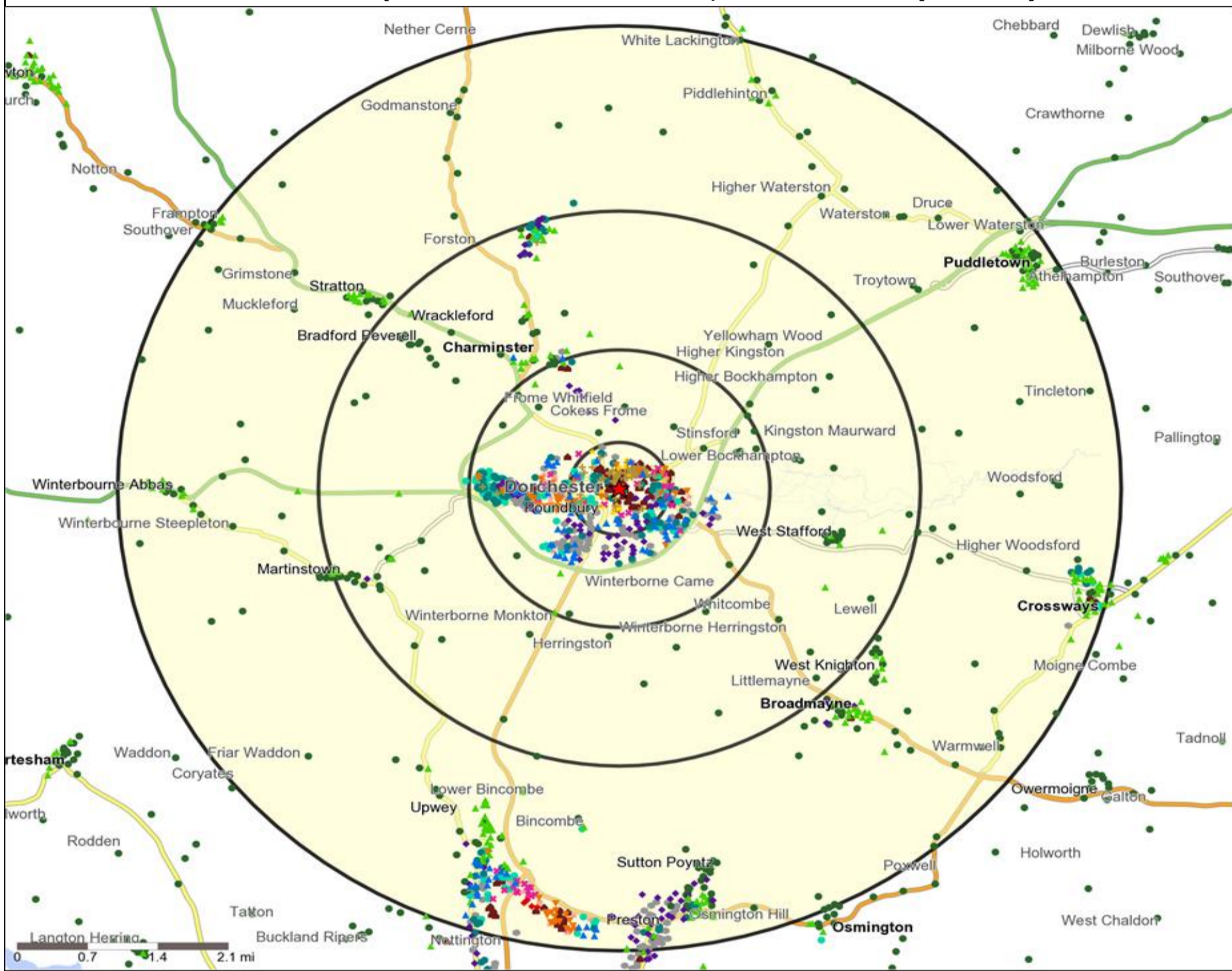
	Count:					Index:				
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0-15	1,222	3,574	4,239	7,538	8,852	81	94	94	93	92
16-17	184	530	619	981	1,186	98	113	111	98	100
18-24	740	1,665	1,856	2,919	3,356	102	91	85	75	73
25-34	995	2,224	2,467	4,301	5,031	90	80	75	73	72
35-44	867	2,187	2,595	4,701	5,502	85	85	85	86	85
45-54	1,120	2,875	3,489	6,409	7,750	98	100	102	105	107
55-64	861	2,279	2,828	5,625	6,776	95	100	104	115	117
65+	2,059	4,910	5,922	10,609	12,585	142	135	137	137	137
Population estimate 2015	8,048	20,244	24,015	43,083	51,038	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	7,529	19,083	22,781	41,571	49,275	96%	96%	97%	98%	98%
Mixed / Multiple Ethnic Groups	90	218	234	355	423	1%	1%	1%	1%	1%
Asian / Asian British	149	344	361	491	549	2%	2%	2%	1%	1%
Black / African / Caribbean / Black British	37	57	61	74	83	0%	0%	0%	0%	0%
Other Ethnic Group	48	75	89	113	127	1%	0%	0%	0%	0%
All People (Ethnic Group)	7,853	19,777	23,526	42,604	50,457	100	100	100	100	100



Mosaic UK Map and Data: THE GEORGE, DORCHESTER (203056)



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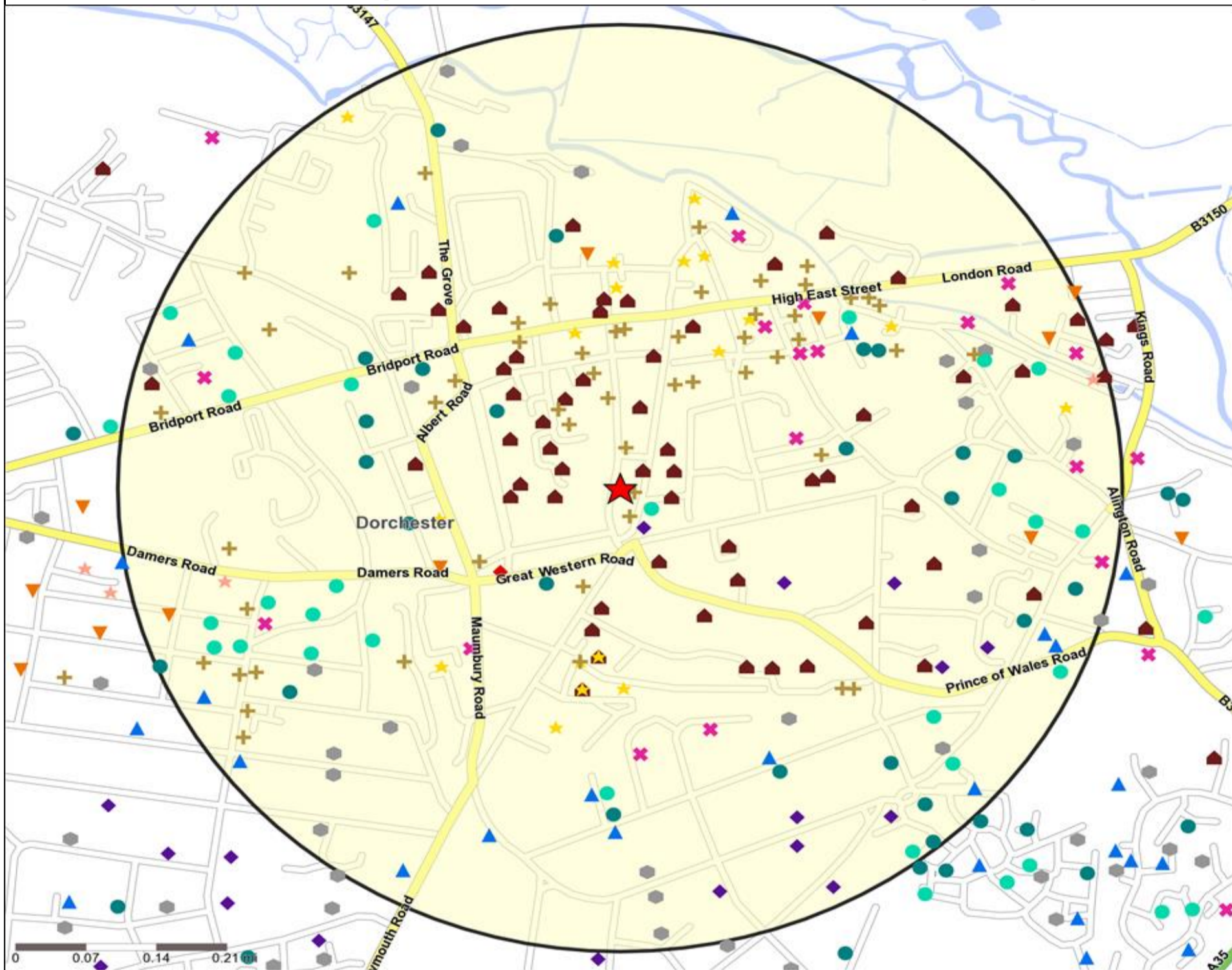
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient 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	0	0	0	0	0	0	0	0	0
B Prestige Positions (18+)	229	1,116	1,235	2,238	2,765	48	95	89	89	93
C Country Living (18+)	0	195	1,634	5,037	6,447	0	17	123	210	227
D Rural Reality (18+)	0	100	1,002	5,412	5,943	0	9	76	226	209
E Senior Security (18+)	564	2,572	2,641	3,883	4,745	105	197	170	138	142
F Suburban Stability (18+)	472	1,893	1,942	2,673	3,066	117	193	166	127	123
G Domestic Success (18+)	685	2,020	2,233	3,098	4,359	123	149	139	107	127
H Aspiring Homemakers (18+)	887	2,058	2,137	2,854	3,272	148	141	123	91	88
I Family Basics (18+)	150	1,043	1,043	1,911	2,038	32	90	76	77	69
J Transient Renters (18+)	619	760	760	1,485	1,799	163	82	69	75	76
K Municipal Challenge (18+)	60	60	60	272	272	15	6	5	13	11
L Vintage Value (18+)	1,520	2,145	2,201	3,097	3,395	366	212	183	143	132
M Modest Traditions (18+)	45	548	548	886	914	14	72	60	54	47
N Urban Cohesion (18+)	362	369	369	369	411	105	44	37	20	19
O Rental Hubs (18+)	1,004	1,213	1,301	1,301	1,522	198	98	88	49	48
Adults 18+ estimate 2015	6,597	16,092	19,106	34,516	40,948	100	100	100	100	100



Mosaic UK Map and Data: THE GEORGE, DORCHESTER (203056)



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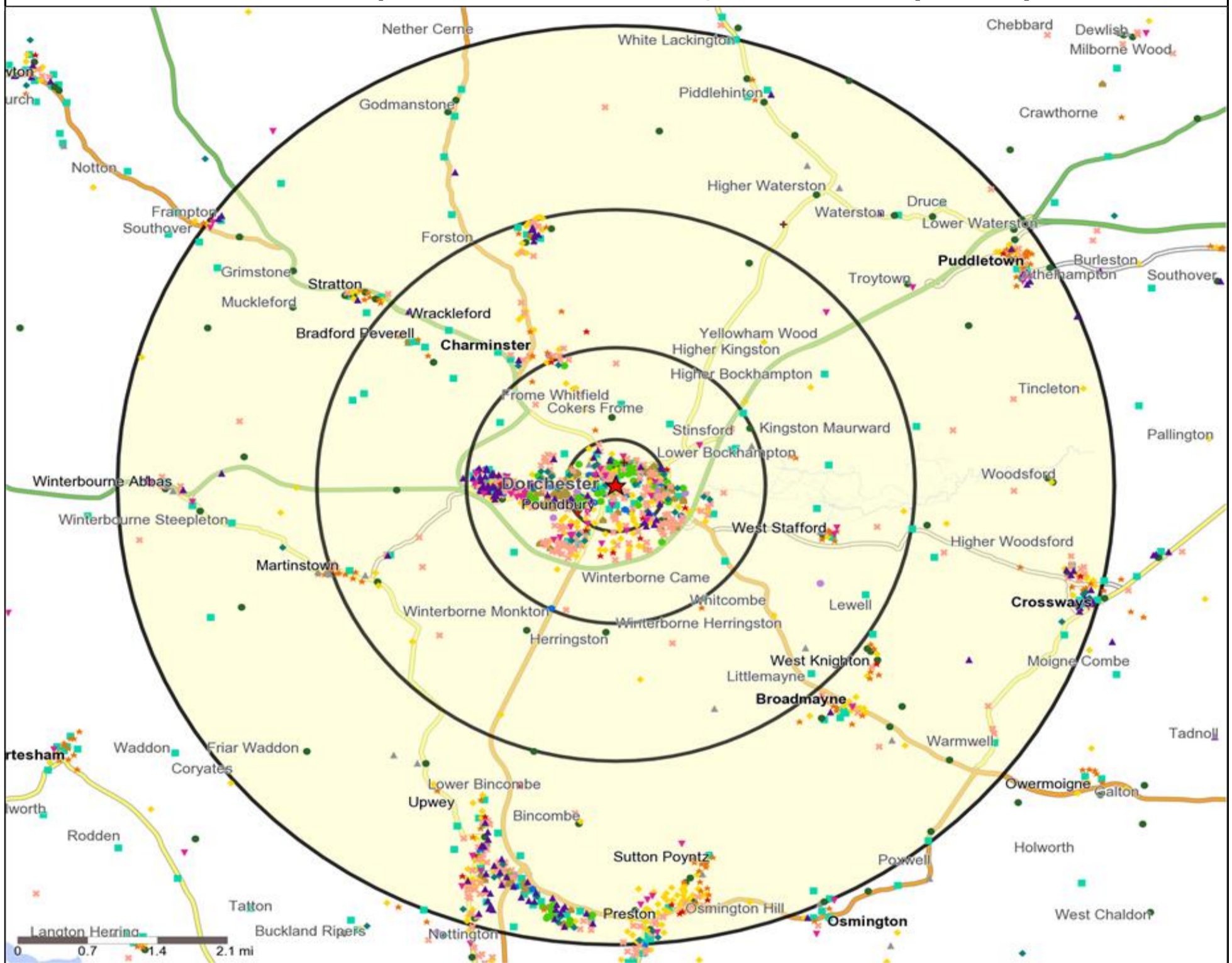
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- 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+)	0	0
B Prestige Positions (18+)	229	48
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	564	105
F Suburban Stability (18+)	472	117
G Domestic Success (18+)	685	123
H Aspiring Homemakers (18+)	887	148
I Family Basics (18+)	150	32
J Transient Renters (18+)	619	163
K Municipal Challenge (18+)	60	15
L Vintage Value (18+)	1,520	366
M Modest Traditions (18+)	45	14
N Urban Cohesion (18+)	362	105
O Rental Hubs (18+)	1,004	198
Adults 18+ estimate 2015	6,597	100



Occasions Map and Data: THE GEORGE, DORCHESTER (203056)



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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

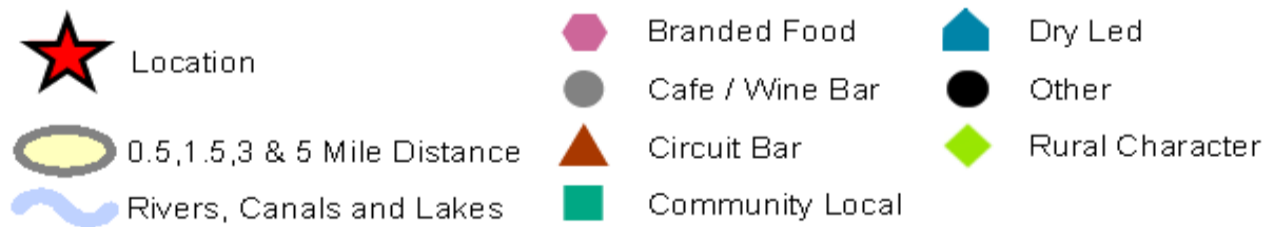
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	479	1,078	1,291	2,405	2,788	100	89	91	98	97
02 Early Doors	421	1,110	1,291	2,321	2,681	105	109	109	113	111
03 Everyday is Friday	351	964	1,107	1,945	2,240	102	111	110	111	109
04 Weekend Millionaires	406	1,115	1,238	2,158	2,453	82	89	85	85	83
05 Out On The Town	495	1,144	1,254	1,962	2,276	104	95	90	80	80
06 Business and Pleasure	199	463	550	926	1,092	81	74	76	73	74
07 Sporting Pints	440	969	1,031	1,604	1,820	84	73	67	60	58
08 Student Social	185	494	625	1,156	1,426	83	88	96	101	107
09 Leisurely Lunch	502	1,278	1,509	2,724	3,207	107	108	110	114	115
10 Wining and Dining	577	1,562	1,832	3,112	3,718	108	116	117	114	117
11 Household Outing	452	1,179	1,278	2,041	2,353	107	111	103	94	93
12 Midweek Meal Deal	137	406	606	1,435	1,630	58	68	87	118	115
13 Date Night	543	1,292	1,560	2,734	3,241	144	135	141	141	143
14 Birthday Treat	344	1,027	1,213	2,148	2,540	91	107	109	111	112
15 Pre Show Meal	205	429	472	713	852	158	130	124	107	110
Number of Occasions	5,736	14,510	16,857	29,384	34,317	100	100	100	100	100



Competition Map and Data: THE GEORGE, DORCHESTER (203056)



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

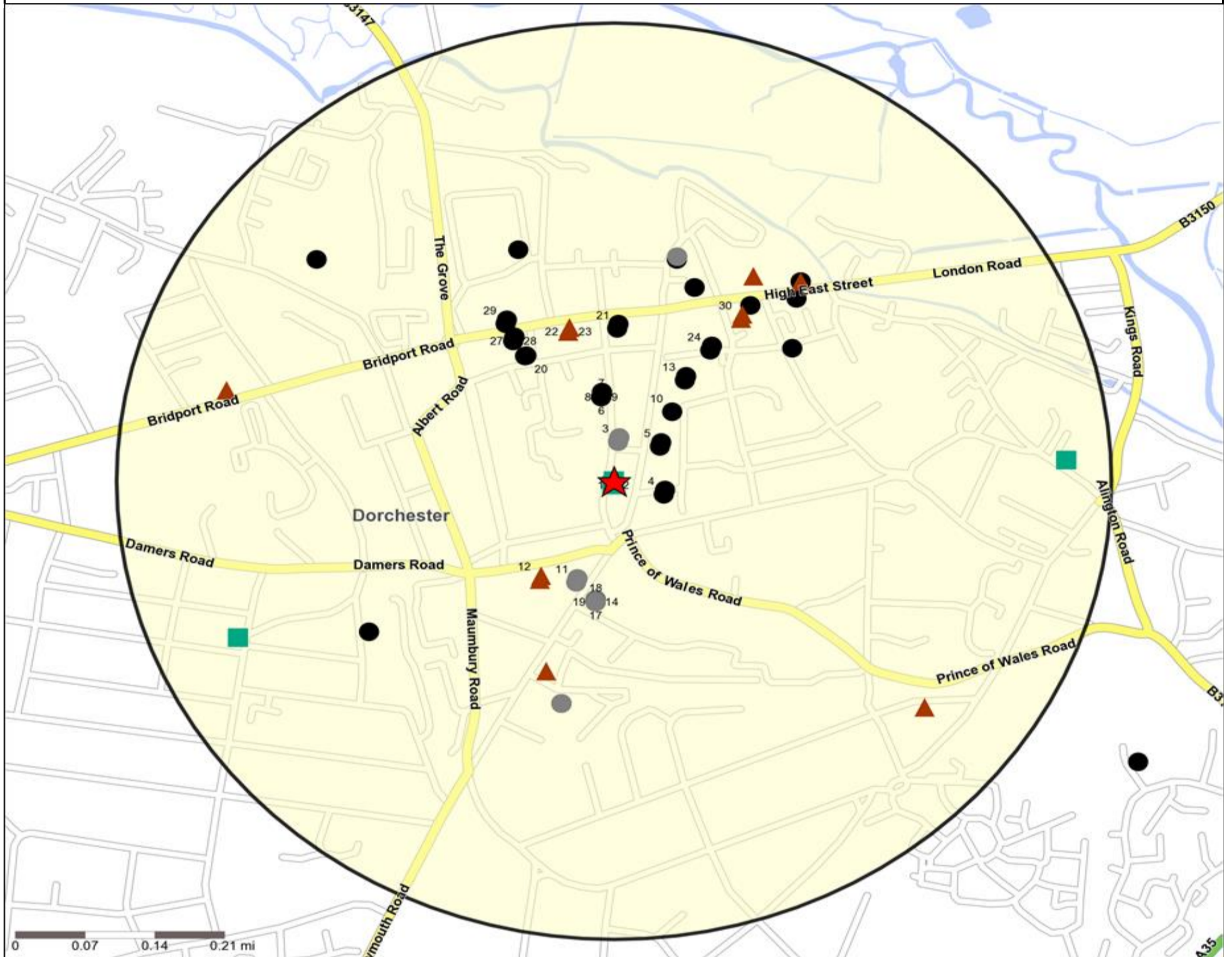


Competition Type Summary Table

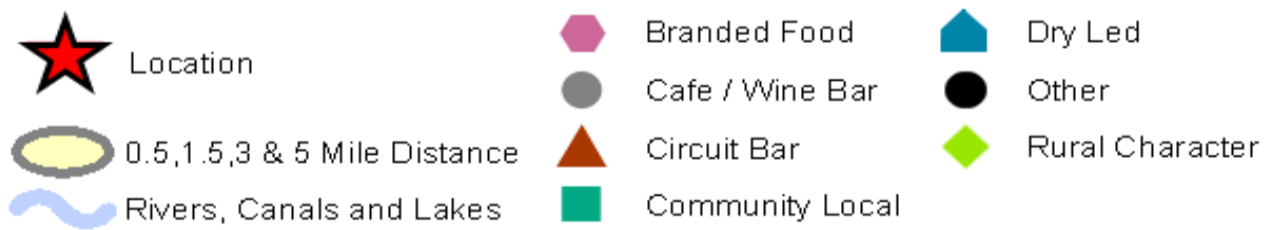
Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	5	5	6	6
Circuit Bar	8	8	8	8
Community Local	3	4	5	12
Dry Led	0	1	3	9
Branded Food Pub	0	1	1	1
Rural	0	0	0	2
Other	36	41	45	55
Total	52	60	68	93



Competition Map and Data: THE GEORGE, DORCHESTER (203056)



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
Café / Wine Bar	5
Circuit Bar	8
Community Local	3
Dry Led	0
Branded Food Pub	0
Rural	0
Other	36
Total	52



Local Competition: THE GEORGE, DORCHESTER (203056)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	THE GEORGE, DORCHESTER	TRINITY STREET, DORCHESTER, DT1 1TU	Punch Taverns	DT 1 1TU	Punch Taverns	0.00
1	Firestation Bar & Club	9 Trinity Street, Dorchester	Independent Free	DT 1 1TU	Other	0.00
2	New George	11 Trinity Street, Dorchester	Punch Pub Company	DT 1 1TU	Community Local	0.00
3	Durnovaria Wine Bar	43 South Street, Dorchester	Independent Free	DT 1 1DH	Cafe / Wine Bar	0.04
4	Mousetrap	3-4 Agra Place, Dorchester	Independent Free	DT 1 1DZ	Other	0.05
5	Nappers Mite Restaurant	19 South Street, Dorchester	Independent Free	DT 1 1BS	Other	0.06
6	Dorchester Trinity Club	38 Trinity Street, Dorchester	Independent Free	DT 1 1TT	Other	0.09
7	Trinity Bistro	Dorchester	Independent Free	DT 1 1TT	Other	0.09
8	Apple Tree	33 Trinity Street, Dorchester	Independent Free	DT 1 1TT	Other	0.09
9	La Gondola	30 Trinity Street, Dorchester	Independent Free	DT 1 1TT	Other	0.09
10	Carluccios	1 Dray Horse Yard, Dorchester	Carluccio's Restaurants Ltd	DT 1 1GS	Other	0.10
11	Alibis	35 Great Western Road, Dorchester	Independent Free	DT 1 1QS	Cafe / Wine Bar	0.12
12	Junction Hotel	42 Great Western Road, Dorchester	Marston's	DT 1 1UF	Circuit Bar	0.13
13	Antelope Hotel	South Street, Cornhill, Dorchester	Independent Free	DT 1 1BN	Other	0.13
14	Vivo Lounge	23 Weymouth Avenue, Dorchester	Loungers	DT 1 1QR	Cafe / Wine Bar	0.13
15	Pizza Express	25 Weymouth Avenue, Dorchester	Hony Capital	DT 1 1QR	Other	0.13
16	Nandos	2 Dray Horse Yard, Dorchester	Nandos Restaurants	DT 1 1QR	Other	0.13
17	Zizzi	Weymouth Avenue, Dorchester	Azzurri Group Ltd	DT 1 1QR	Other	0.13
18	Wagamama	Weymouth Avenue, Dorchester	Wagamama	DT 1 1QR	Other	0.13
19	Cote	Weymouth Avenue, Dorchester	Cote Restaurants	DT 1 1QR	Other	0.13
20	Masonic Club	Alington Street, Dorchester	Independent Free	DT 1 1TR	Other	0.16
21	Prezzo	6 High West Street, Dorchester	Prezzo plc	DT 1 1UJ	Other	0.17
22	Old Ship Inn	16 High West Street, Dorchester	Marston's	DT 1 1UW	Circuit Bar	0.17
23	Royal Oak	20 High West Street, Dorchester	Wetherspoon	DT 1 1UW	Circuit Bar	0.17
24	Potters	19 Durngate Street, Dorchester	Independent Free	DT 1 1JP	Other	0.17
25	Spice Centre	37-38 High West Street, Dorchester	Independent Free	DT 1 1UP	Other	0.18
26	Sienna	36 High West Street, Dorchester	Independent Free	DT 1 1UP	Other	0.18
27	Wessex Royale Hotel	32 High West Street, Dorchester	Independent Free	DT 1 1UP	Other	0.18
28	Lee Oriental	34 High West Street, Dorchester	Independent Free	DT 1 1UP	Other	0.18
29	Rajpoot Tandoori	43 High West Street, Dorchester	Independent Free	DT 1 1UT	Other	0.20
30	Blue Raddle	9 Church Street, Dorchester	Independent Free	DT 1 1JN	Circuit Bar	0.22