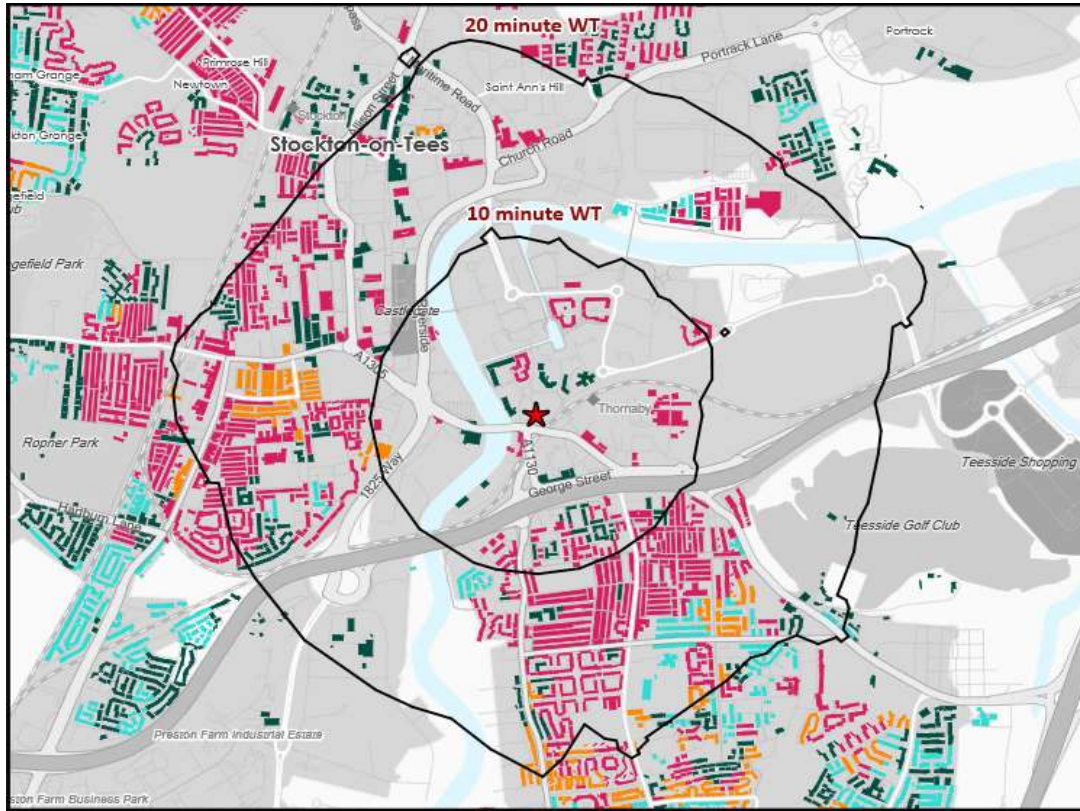


## Catchment Summary - Dubliners Thornaby



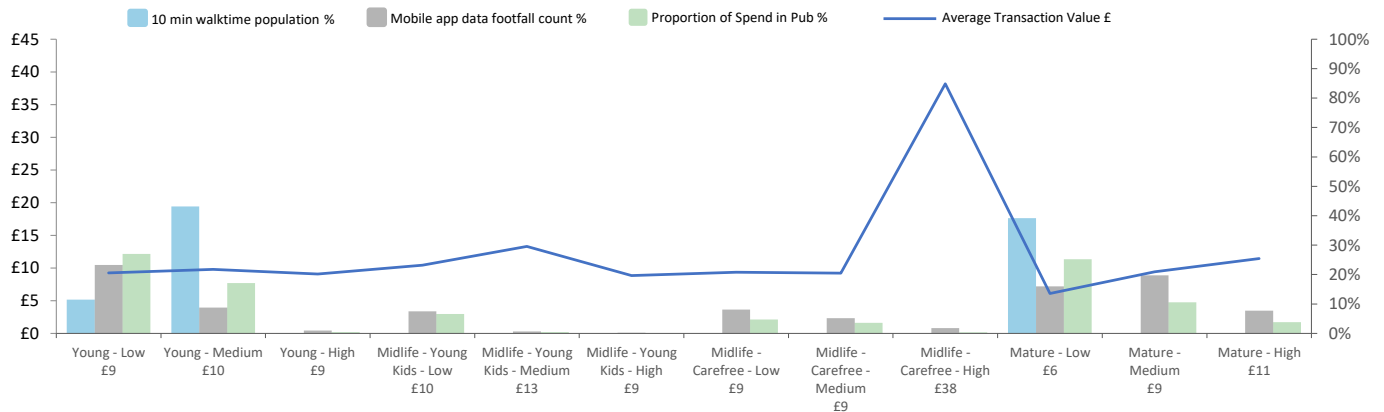
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Ship To	Name	Postcode	Operator	Segment	Sparsity
613349	Dubliners Thornaby	TS17 6BE	Star Pubs & Bars	Community Pub	6



- ★ Pub Sites
- ⬇ Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

### Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Dubliners Thornaby

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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

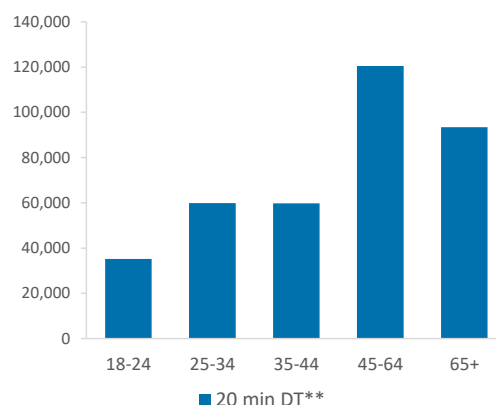
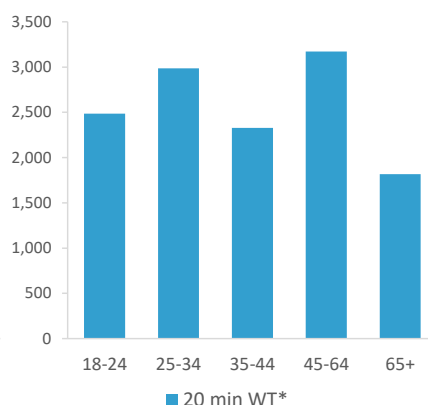
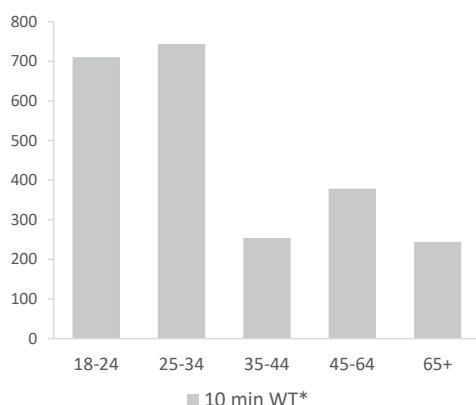
Population	2,631	16,302	471,007	49	88	107
Adults 18+	2,332	12,790	368,684	52	84	105
Competition Pubs	6	52	397	33	144	95
Adults 18+ per Competition Pub	389	246	929	45	29	108
% Adults Likely to Drink	77.0%	70.6%	75.9%	101	93	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	50.6%	71.8%	50.0%	152	216	150
	Medium	43.2%	25.9%	34.4%	113	68	90
	High	0.0%	0.1%	13.7%	0	0	50

\*Affluence does not include Not Private Households

Age Profile	18-24	711	2,486	35,227	332	187	92
	25-34	744	2,986	59,859	212	137	95
	35-44	254	2,329	59,775	73	108	96
	45-64	379	3,171	120,438	56	76	100
	65+	244	1,818	93,385	48	58	103



Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	1,383 (53%)	8,466 (52%)	230,804 (49%)	107	106	100
	Female	1,248 (47%)	7,836 (48%)	240,203 (51%)	93	94	100

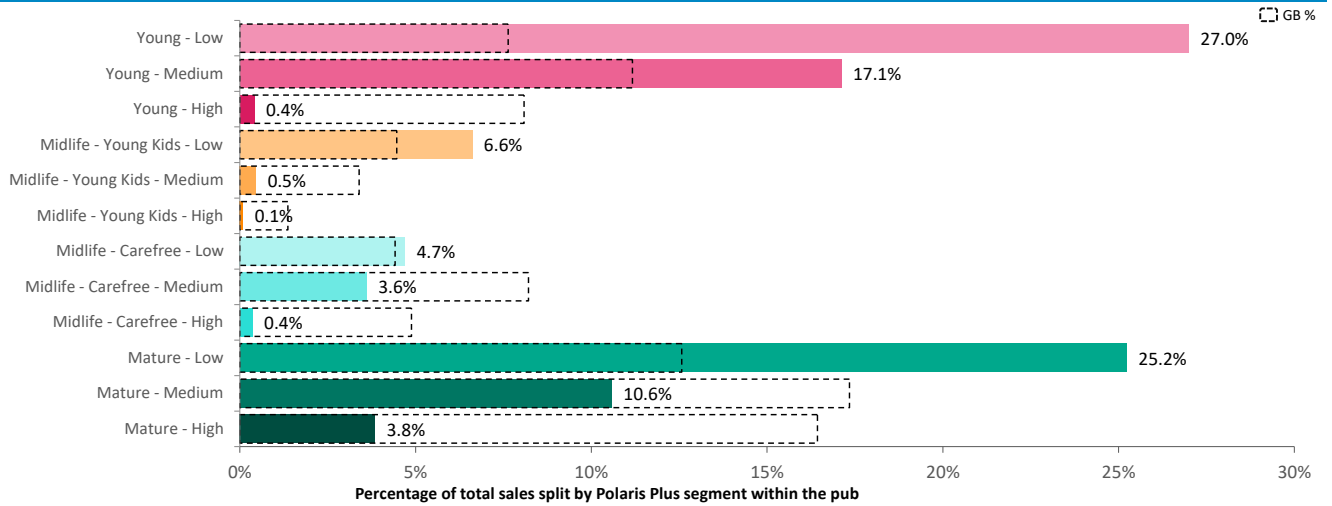
Economic Status (16+)	Employed: Full-time	878 (36%)	3,899 (29%)	122,196 (32%)	105	85	93
	Employed: Part-time	254 (10%)	1,519 (11%)	47,953 (13%)	88	97	106
	Self employed	146 (6%)	913 (7%)	24,281 (6%)	65	75	69
	Unemployed	124 (5%)	765 (6%)	12,949 (3%)	185	209	123
	Full-time student	90 (4%)	342 (3%)	8,830 (2%)	156	109	98
	Retired	396 (16%)	1,704 (13%)	88,541 (23%)	75	59	106
	Other	532 (22%)	4,104 (31%)	76,037 (20%)	126	178	115

Total Worker Count	1,618	18,854	216,032
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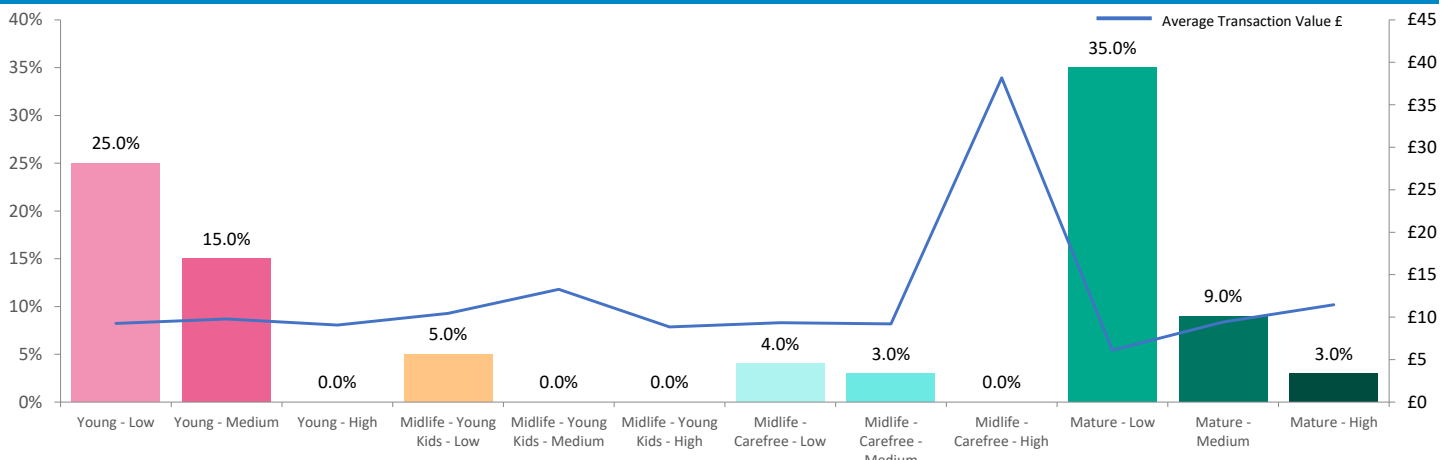
See the Glossary page for further information on the above variables

## Transactional Data Summary - Dubliners Thornaby

### Spend by Polaris Plus

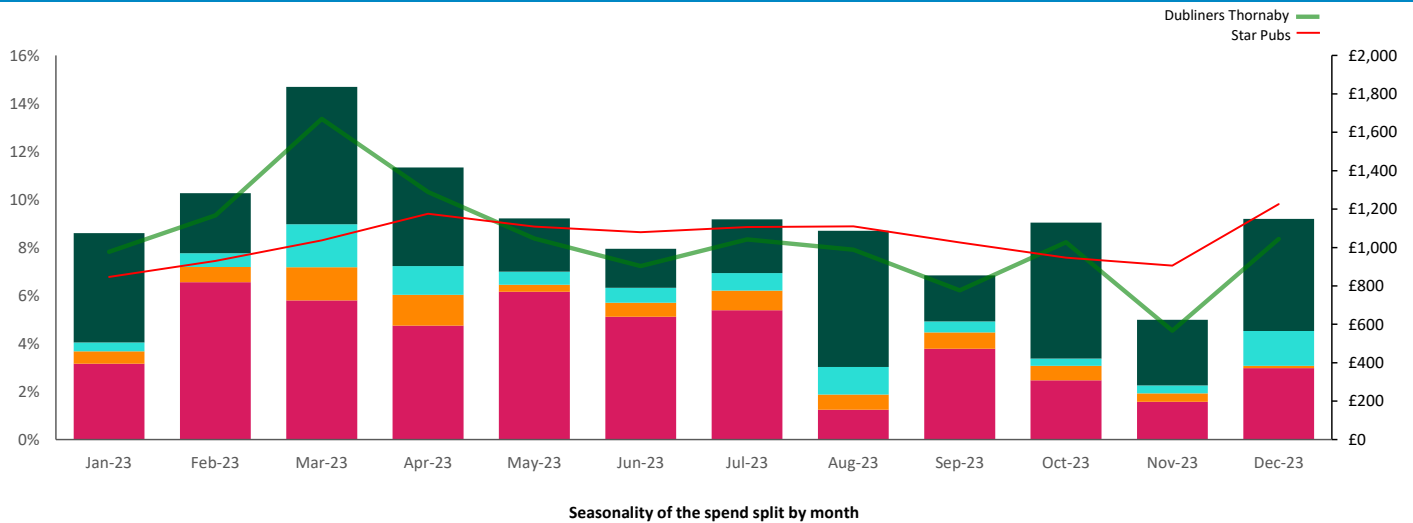


### % of Transactions and Average Transaction Values (£) by Polaris Plus



### Average transaction value of sales (£) within the pub split by Polaris Plus

#### Spend by Month and Polaris

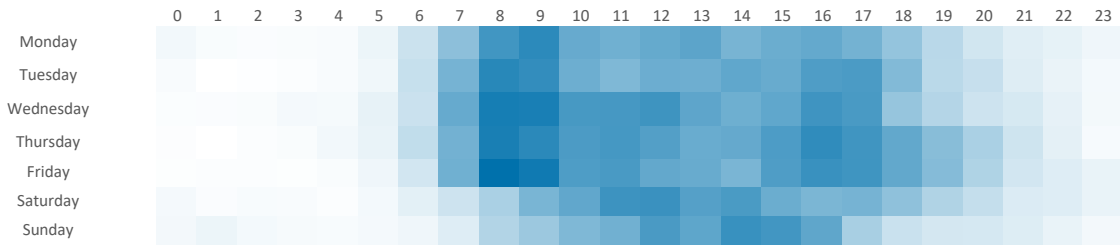


# Mobile Data Summary - Dubliners Thornaby



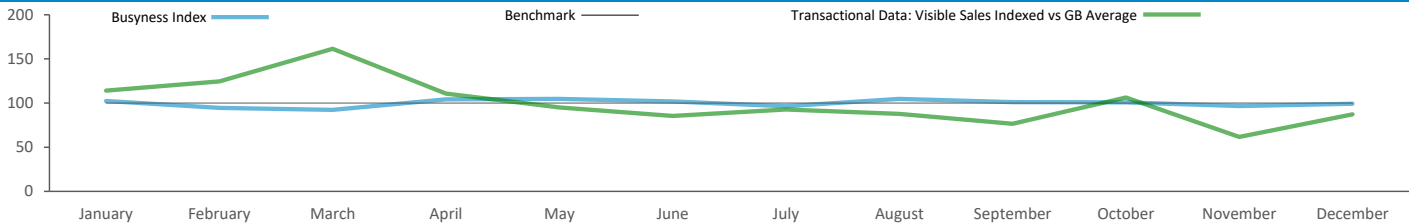
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## Time of Day/Day of Week



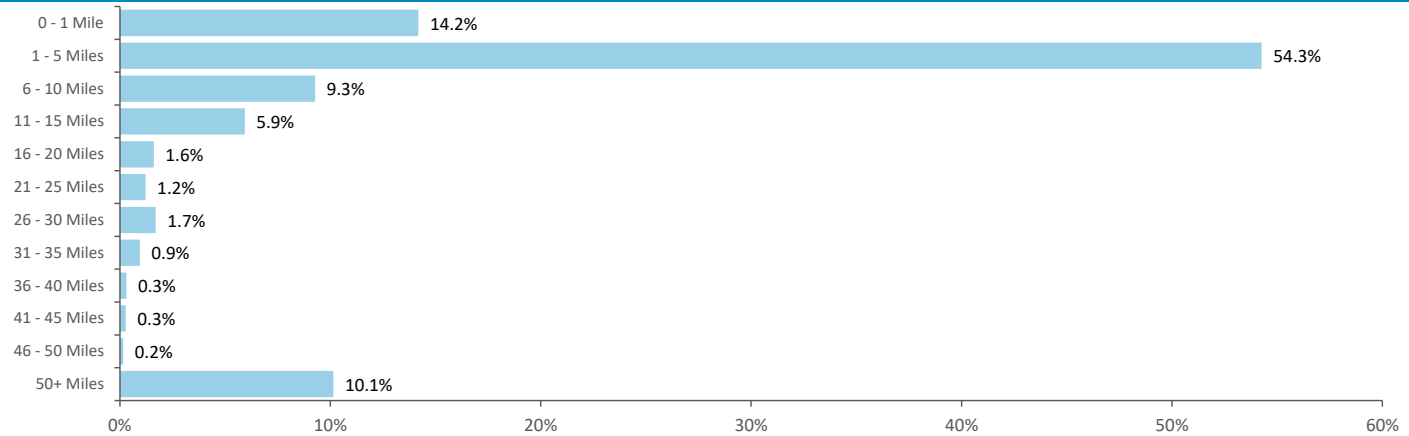
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

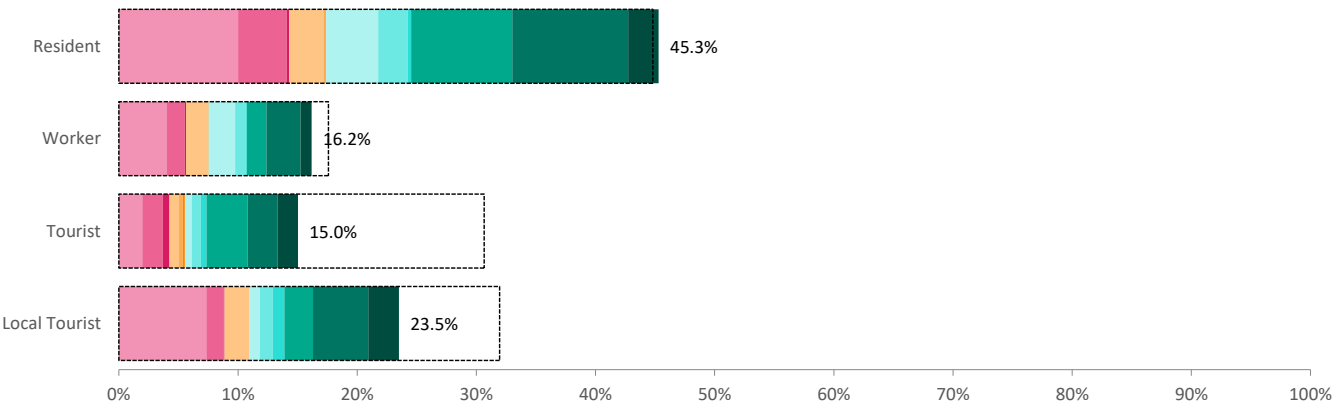
## Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Audience Classification by Polaris Plus

Base: GB

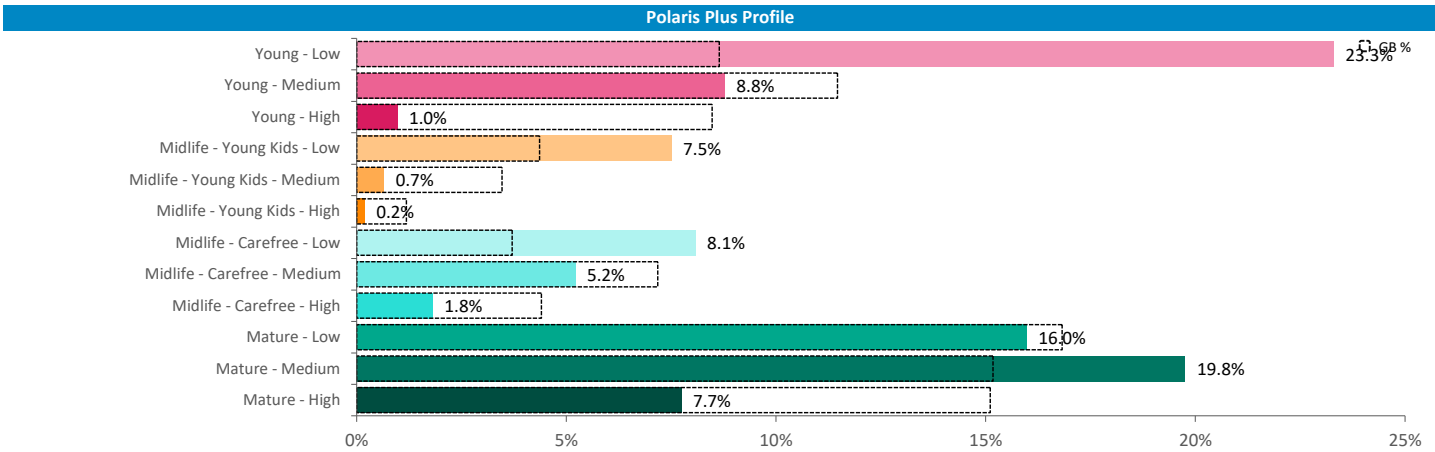


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

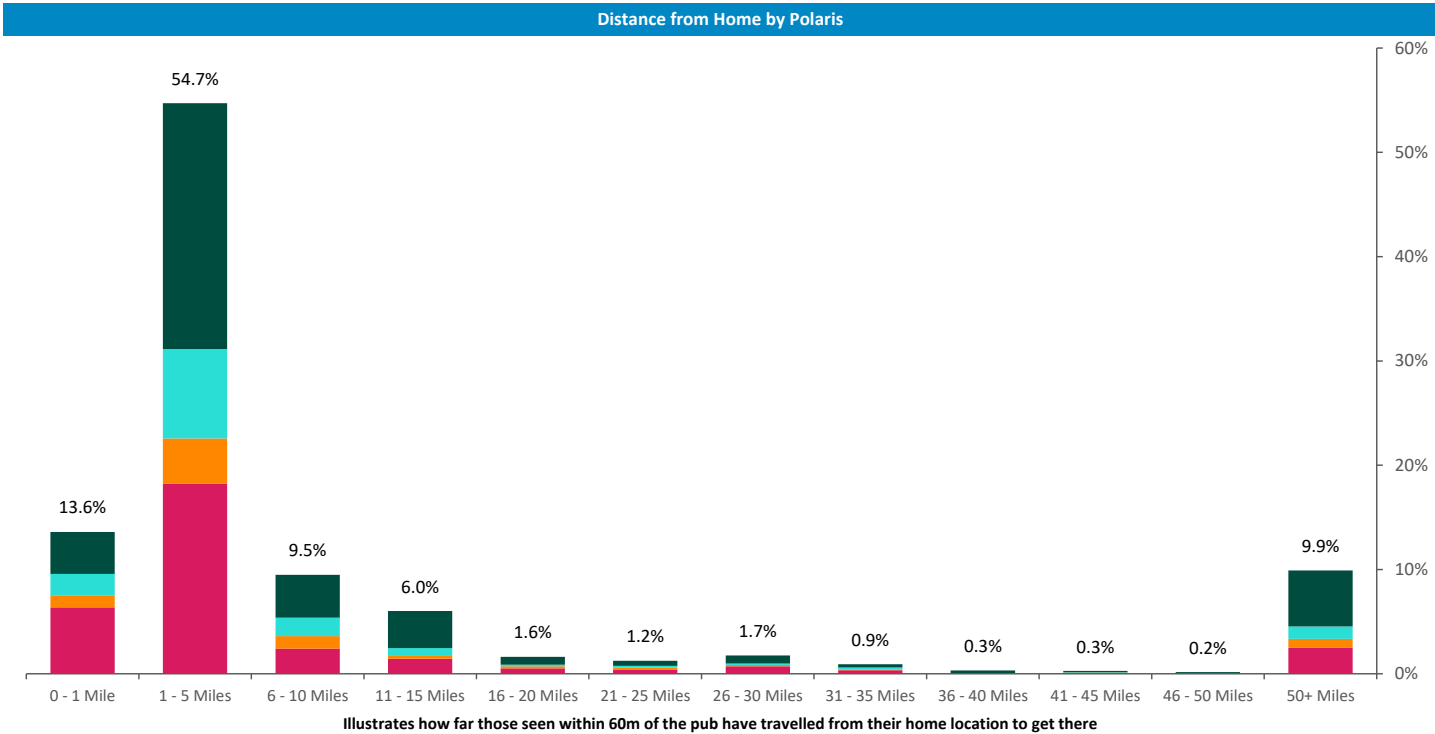
# Mobile Data Summary - Dubliners Thornaby



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Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



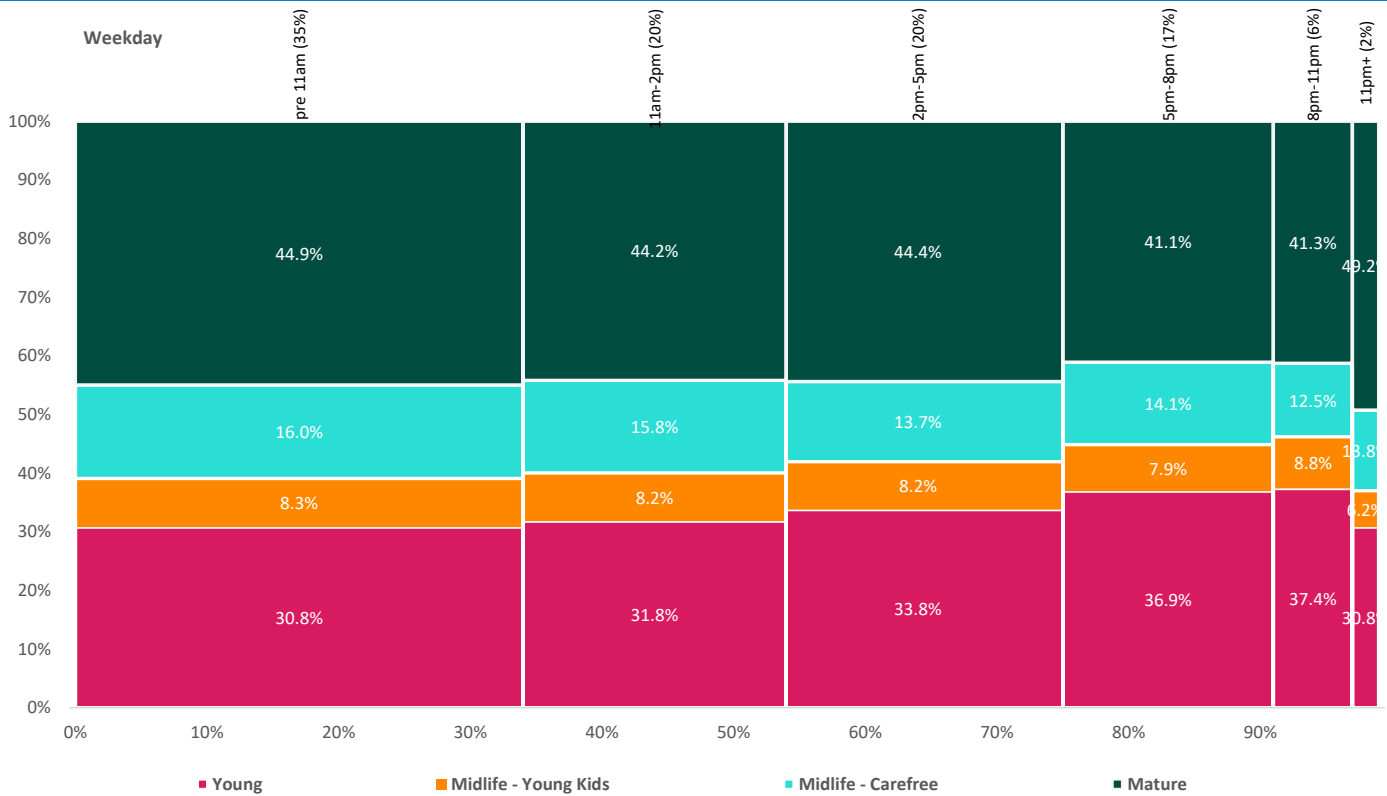
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Dubliners Thornaby

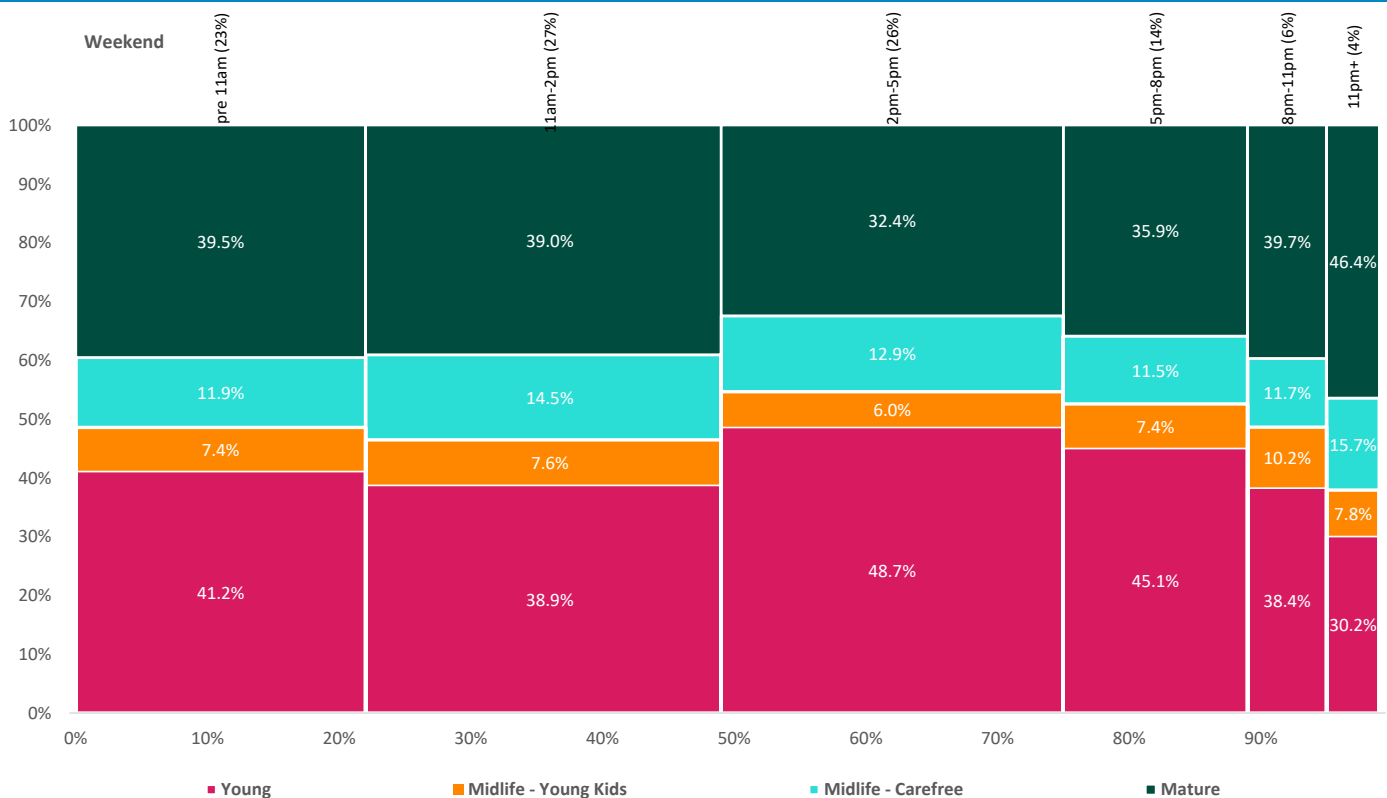


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## Time of Day by Polaris: Weekday (Monday to Friday)

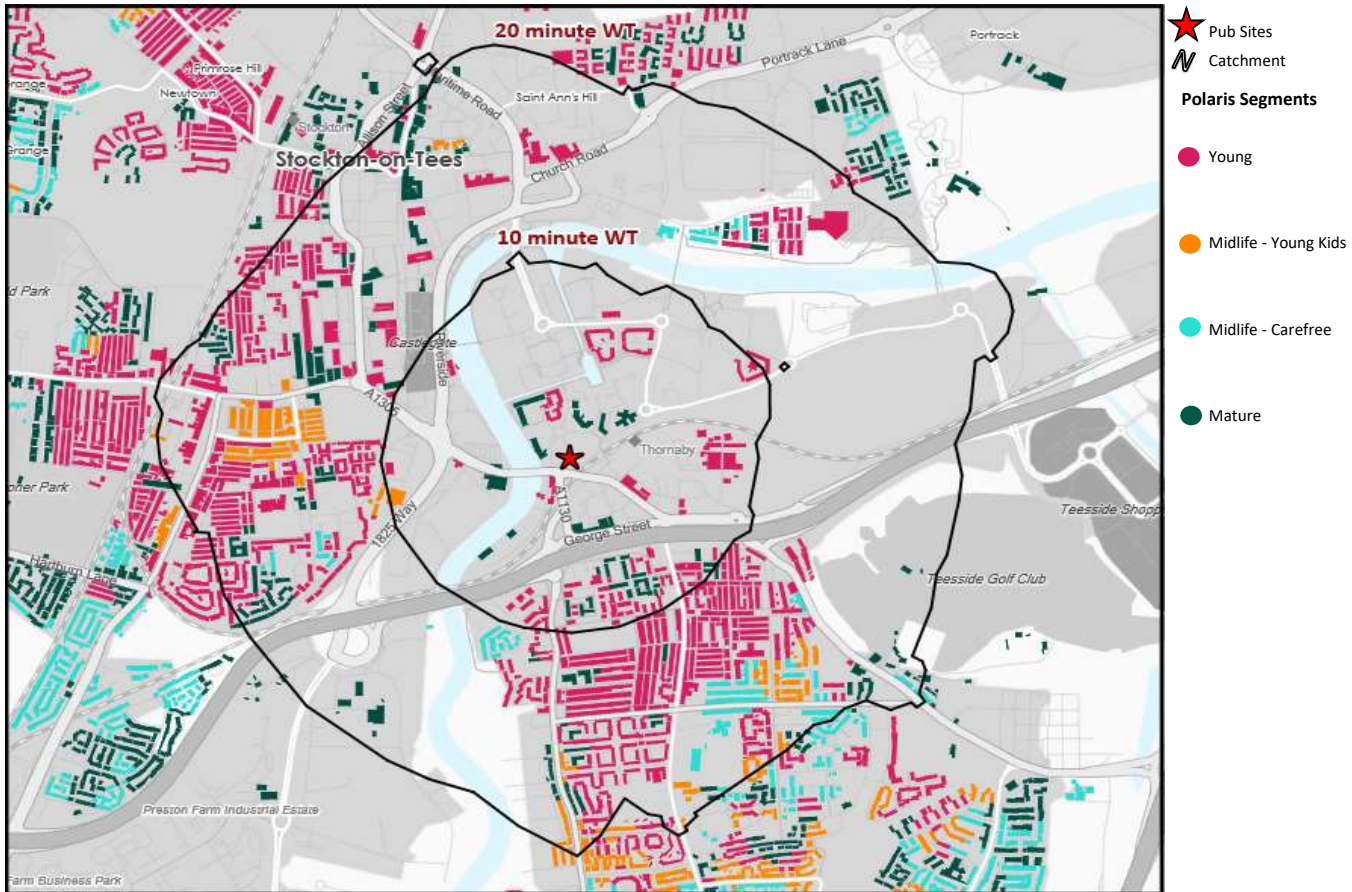


## Time of Day by Polaris: Weekend (Saturday and Sunday)





## Polaris Summary - Dubliners Thornaby

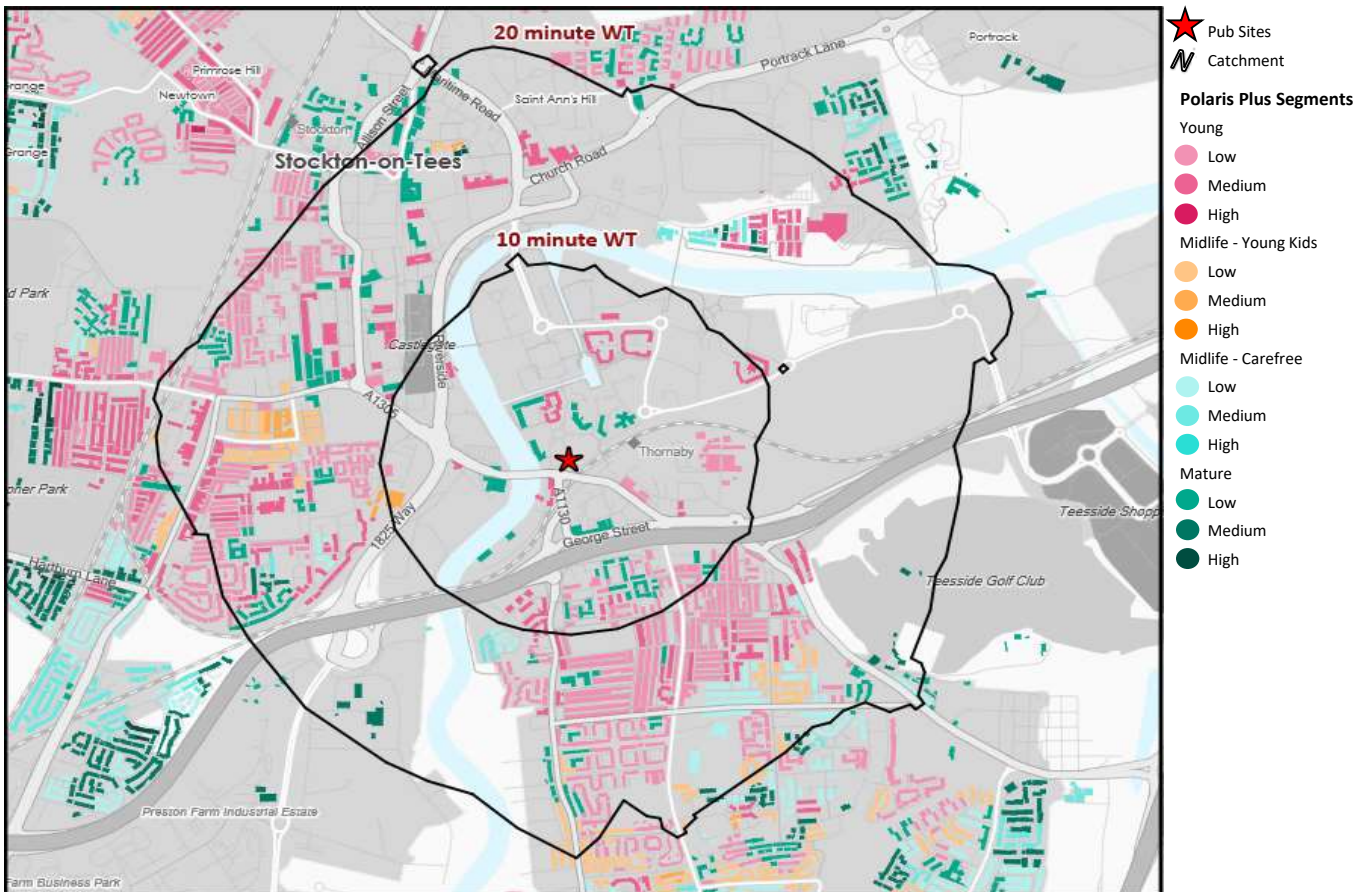


## Polaris Profile by Catchment

\*WT= Walktime, \*\*DT= Drivetime

Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	1,276	7,935	114,470	199	225	113
Midlife - Young Kids	0	1,059	31,784	0	76	79
Midlife - Carefree	0	606	61,888	0	30	106
Mature	913	2,902	153,618	88	51	94
<b>Not Private Households</b>	143	288	6,924	467	172	143
<b>Total</b>	2,332	12,790	368,684			

## Polaris Plus Summary - Dubliners Thornaby



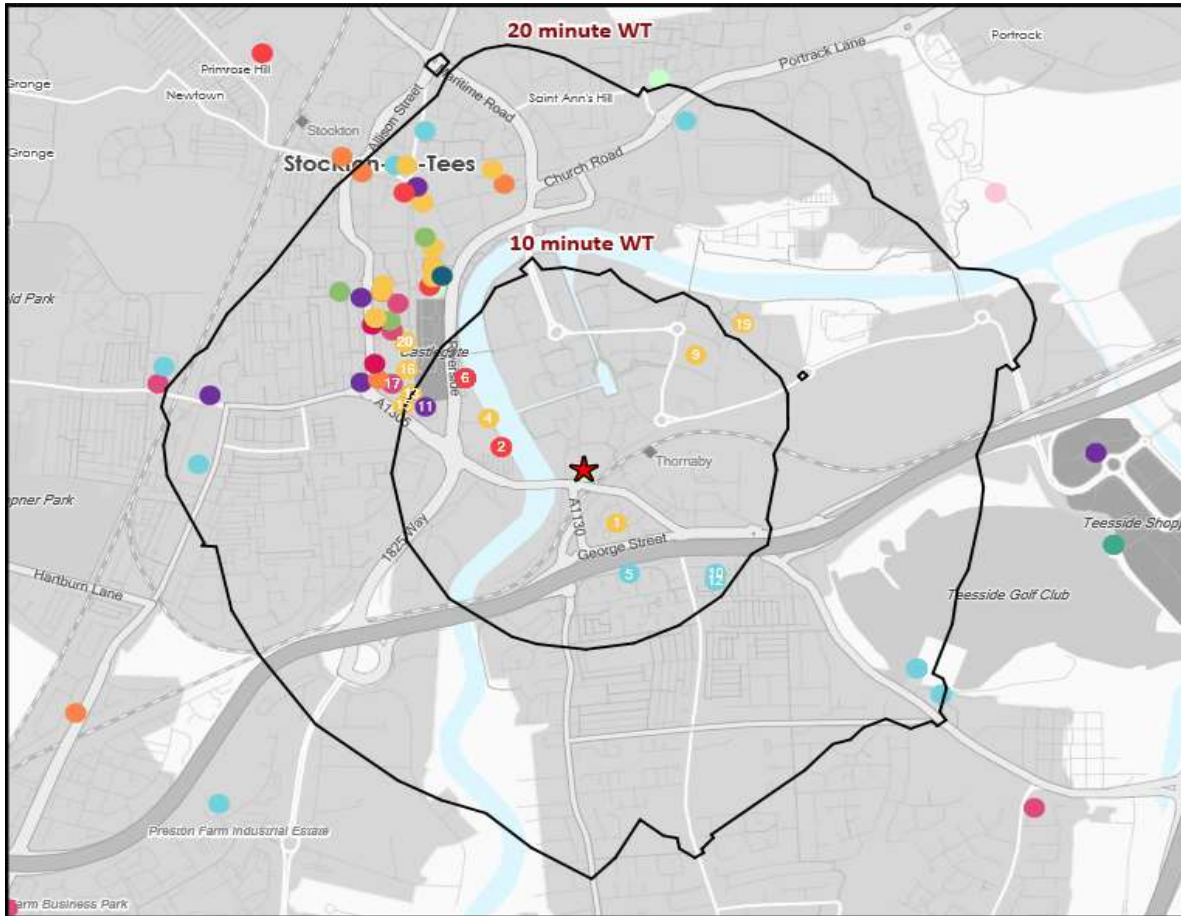
## Polaris Plus Profile by Catchment

\*WT= Walktime, \*\*DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young</b>						
Low	268	4,954	77,037	117	395	213
Medium	1,007	2,978	35,408	393	212	87
High	1	3	2,025	1	0	8
<b>Midlife - Young Kids</b>						
Low	0	913	30,298	0	130	150
Medium	0	146	1,486	0	26	9
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	486	30,421	0	90	196
Medium	0	120	20,916	0	13	79
High	0	0	10,551	0	0	64
<b>Mature</b>						
Low	913	2,827	46,418	285	161	92
Medium	0	70	69,095	0	3	120
High	0	5	38,105	0	0	69
<b>Not Private Households</b>	143	288	6,924	467	172	143
<b>Total</b>	2,332	12,790	368,684			



## CGA Summary - Dubliners Thornaby

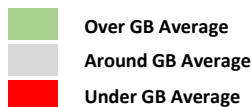


- Pub Sites**
- ★ Pub Sites
- Catchment**
- ⬮ Catchment
- CGA Licensed Premises**
- ABOS
  - Casual Dining
  - Circuit Bar
  - Clubland
  - Community Pub
  - Craft Led
  - Family Pub Dining
  - GPGF
  - High Street Pub
  - Hotel
  - Large Venue
  - Night Club
  - Premium Local
  - Restaurants
  - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Dubliner	TS17 6BE	Star Pubs & Bars	Community Pub	0.0
1	Market Tavern	TS17 6BU	*Other Small Retail Groups	High Street Pub	0.1
2	Mecca Bingo	TS18 3BA	Rank	Large Venue	0.2
2	Grosvenor Casino	TS18 3BA	Rank	Large Venue	0.2
4	Cafe Infinity	TS18 3AZ	Independent Free	High Street Pub	0.2
5	Thornaby Queens Club	TS17 6PA	Independent Free	Clubland	0.2
6	Edge	TS18 1BZ	Independent Free	Large Venue	0.3
6	Vadah	TS18 1BZ	Independent Free	Restaurants	0.3
6	Riverside Lounge	TS18 1BZ	Independent Free	Large Venue	0.3
9	Stockton Riverside College	TS17 6FB	Independent Free	High Street Pub	0.3
10	Constitutional Club	TS17 7EA	Independent Free	Clubland	0.3
11	Vernis	TS18 3AA	Independent Free	Restaurants	0.3
12	St Patricks Mens Social Club	TS17 7DR	Independent Free	Clubland	0.3
13	Thomas Sheraton	TS18 3BW	Wetherspoons GB	Circuit Bar	0.4
13	John Walker	TS18 3BW	Punch Pub Company	High Street Pub	0.4
15	Wobbly Goblin	TS18 3BT	Independent Free	High Street Pub	0.4
16	Goldies Bar	TS18 1AA	Ei Group	High Street Pub	0.4
17	Room 21	TS18 3DR	Independent Free	Clubland	0.4
17	Jokers	TS18 3DR	Trust Inns Limited	Family Pub Dining	0.4
19	Queens Campus Students Union	TS17 6BH	Independent Free	High Street Pub	0.4
20	George Pub & Grill	TS18 1BD	Independent Free	Family Pub Dining	0.4

## Per Pub Analysis - Dubliners Thornaby



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,332	12,790	368,684
Number of Competition Pubs	6	52	397
Adults 18+ per Competition Pub	389	246	929

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	190	8.1%	101
Circuit Bar	0	214	9.2%	226
Community Pub	1	629	27.0%	141
Craft Led	0	160	6.9%	198
Great Pub Great Food	0	153	6.6%	37
High Street Pub	2	606	26.0%	141
Premium Local	0	237	10.2%	62

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	1,008	7.9%	98
Circuit Bar	5	1,182	9.2%	228
Community Pub	4	3,699	28.9%	151
Craft Led	0	689	5.4%	156
Great Pub Great Food	0	589	4.6%	26
High Street Pub	24	3,658	28.6%	155
Premium Local	0	1,071	8.4%	51

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	10	17,998	4.9%	61
Circuit Bar	10	17,224	4.7%	115
Community Pub	68	86,551	23.5%	123
Craft Led	0	9,415	2.6%	74
Great Pub Great Food	12	43,964	11.9%	67
High Street Pub	60	83,486	22.6%	123
Premium Local	46	51,785	14.0%	85

## Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	<p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	<p>The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB</p> <p><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p></td><td><p>"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"</p></td><td><p>"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."</p></td><td><p>"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"</p></td></tr><tr><td><ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p>	<p>"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"</p>	<p>"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."</p>	<p>"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"</p>	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>																								
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Consumer Insight																																									
Product needs																																									
Licensed Premises																																									
The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																																									
Competition Pubs																																									
Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																																									
Mobile data																																									
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																									
Acorn																																									
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																																									
Transactional data																																									
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																																									
Sparsity																																									
Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
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