

Catchment Summary - Douglas Bader Martlesham Heath



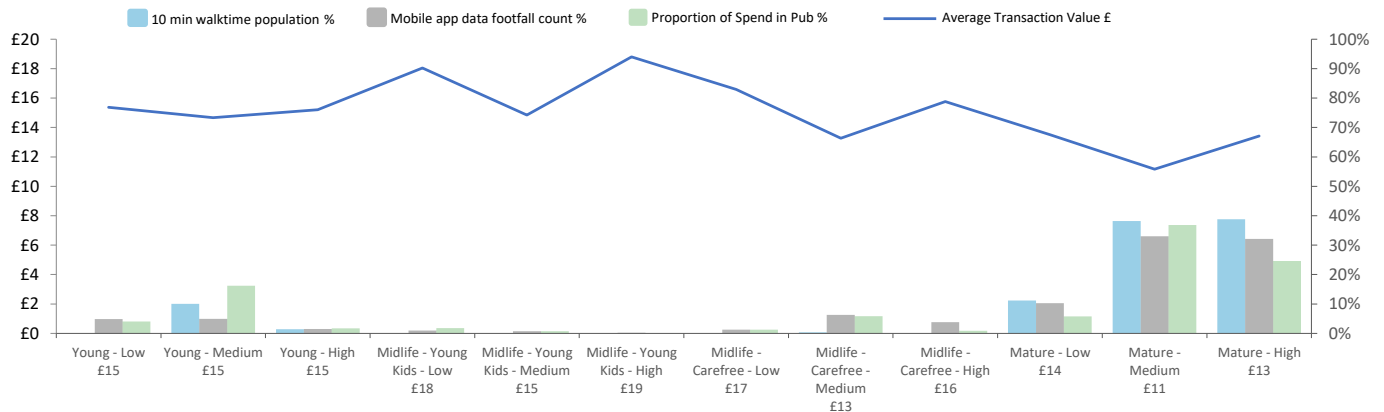
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627134	Douglas Bader Martlesham Heath	IP 5 3SL	Star Pubs & Bars	Premium Local	17



- 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 - Douglas Bader Martlesham Heath

	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**

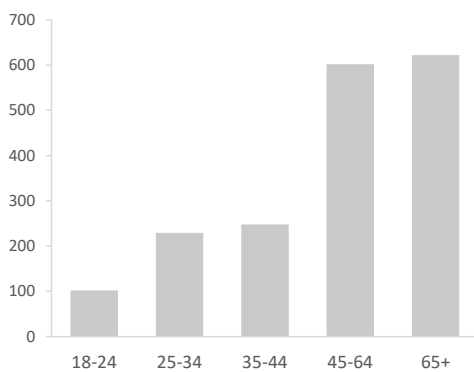
Population	2,142	7,243	220,769	40	39	50
Adults 18+	1,803	5,813	176,335	40	38	50
Competition Pubs	3	4	204	17	11	49
Adults 18+ per Competition Pub	601	1,453	864	70	169	101
% Adults Likely to Drink	81.0%	81.2%	78.2%	106	106	103

Population & Adults 18+ index is based on all pubs

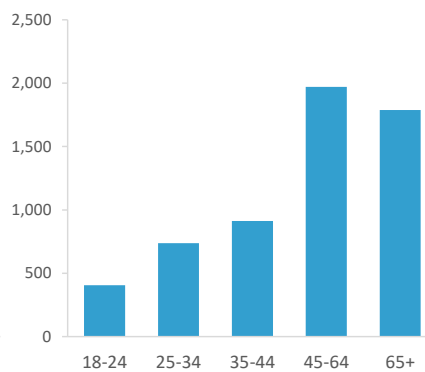
Affluence	Low	11.1%	5.9%	29.2%	34	18	88
	Medium	48.6%	41.9%	41.5%	128	110	109
	High	40.2%	50.4%	27.8%	147	184	102

*Affluence does not include Not Private Households

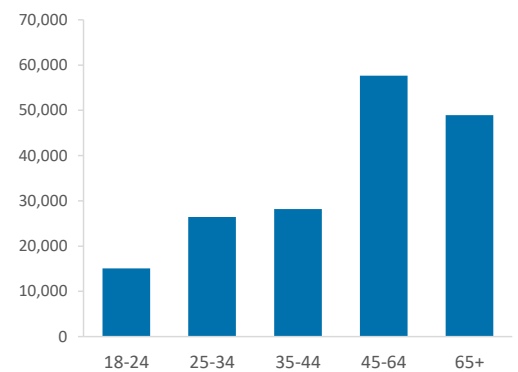
Age Profile	18-24	102	405	15,077	58	69	84
	25-34	229	738	26,432	80	76	90
	35-44	248	912	28,201	87	95	96
	45-64	602	1,970	57,675	109	106	102
	65+	622	1,788	48,950	151	128	115



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

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	1,049 (49%)	3,532 (49%)	108,444 (49%)	100	100	100
	Female	1,093 (51%)	3,711 (51%)	112,325 (51%)	100	100	100

Economic Status (16+)	Employed: Full-time	582 (32%)	2,034 (34%)	61,995 (34%)	92	99	99
	Employed: Part-time	271 (15%)	867 (15%)	24,822 (14%)	124	122	115
	Self employed	155 (8%)	478 (8%)	15,501 (9%)	91	87	92
	Unemployed	51 (3%)	105 (2%)	4,321 (2%)	100	64	86
	Full-time student	26 (1%)	116 (2%)	3,345 (2%)	60	82	77
	Retired	620 (34%)	1,796 (30%)	45,946 (25%)	154	137	116
	Other	133 (7%)	578 (10%)	25,730 (14%)	42	56	81

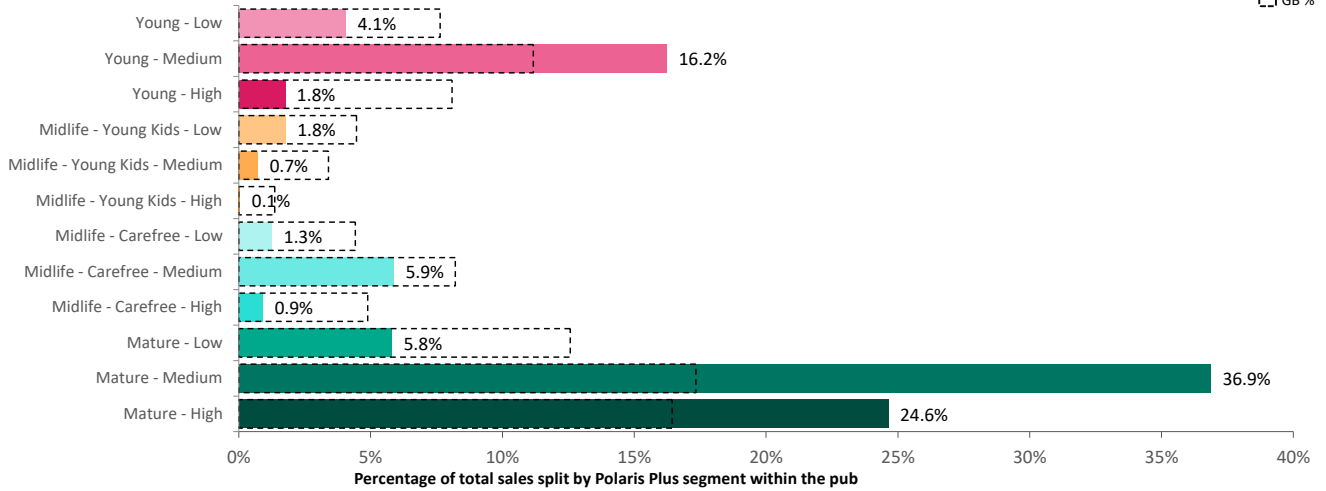
Total Worker Count	3,577	7,027	123,370
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See the Glossary page for further information on the above variables

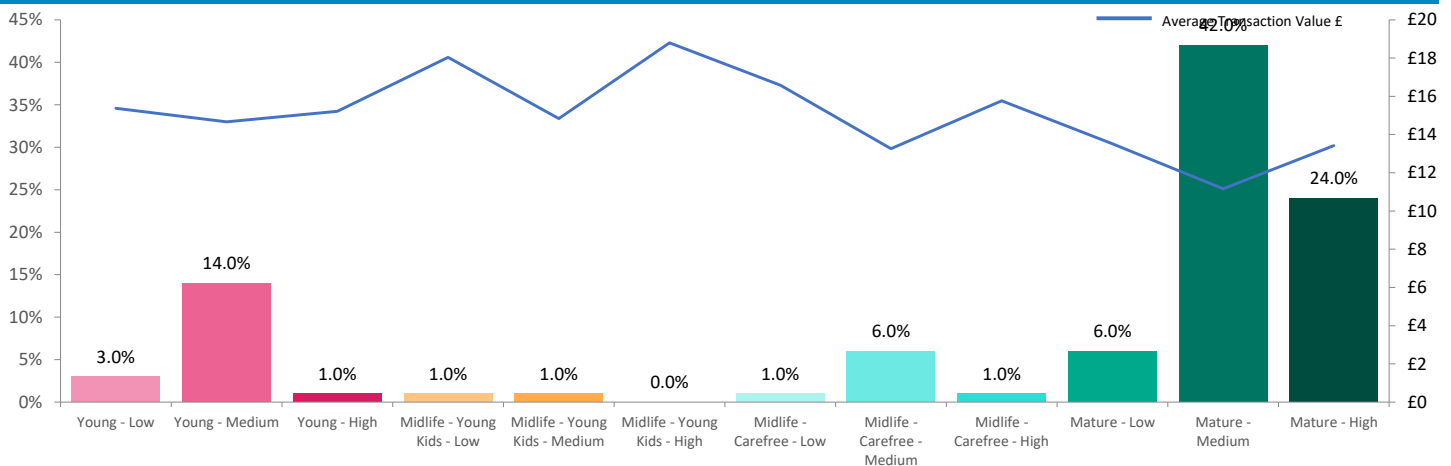
Transactional Data Summary - Douglas Bader Martlesham Heath

Spend by Polaris Plus

GB %

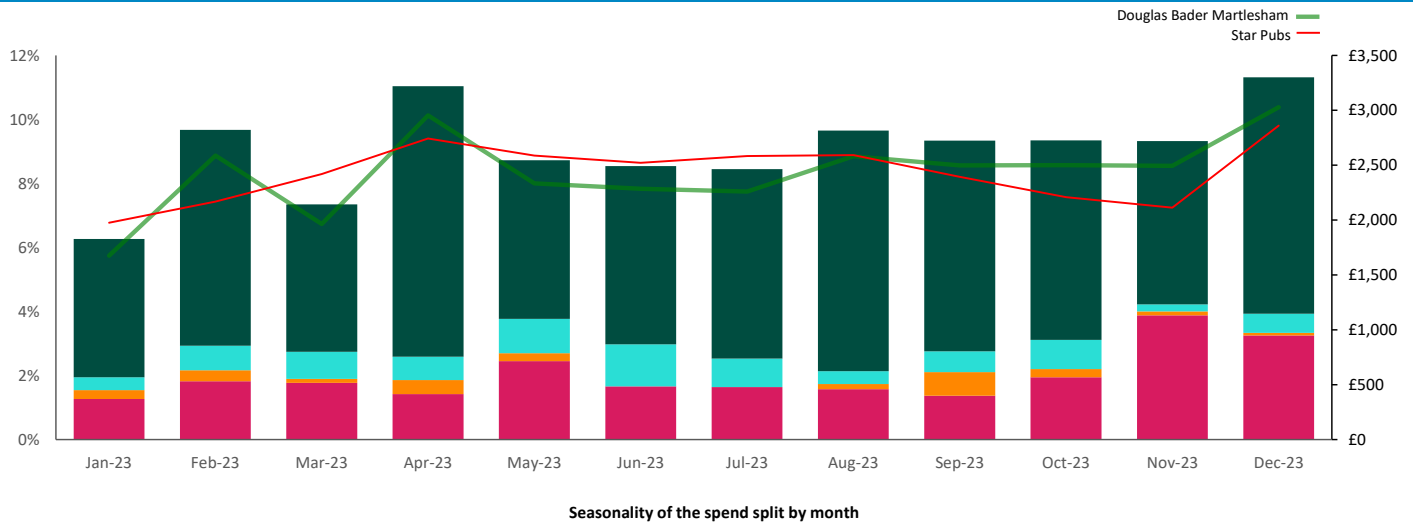


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

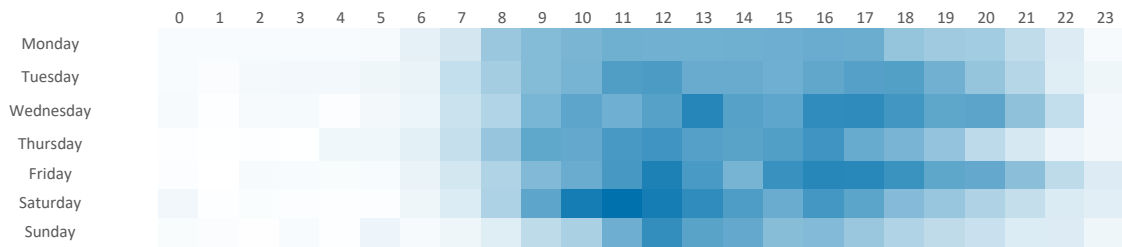


Mobile Data Summary - Douglas Bader Martlesham Heath



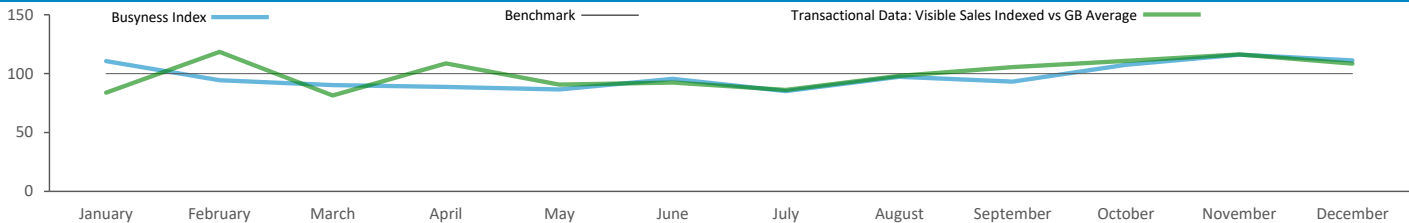
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Time of Day/Day of Week



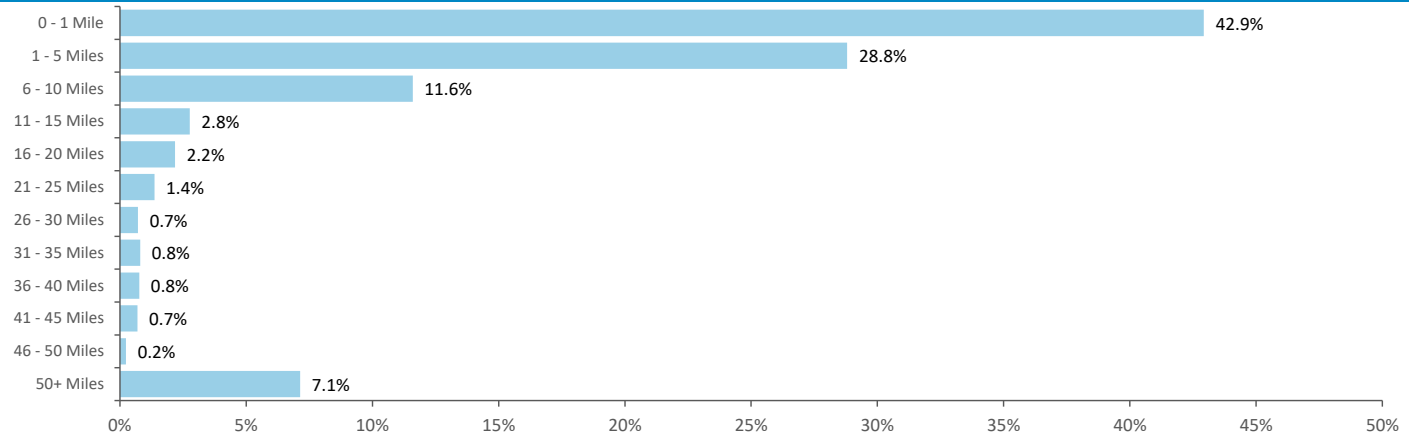
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

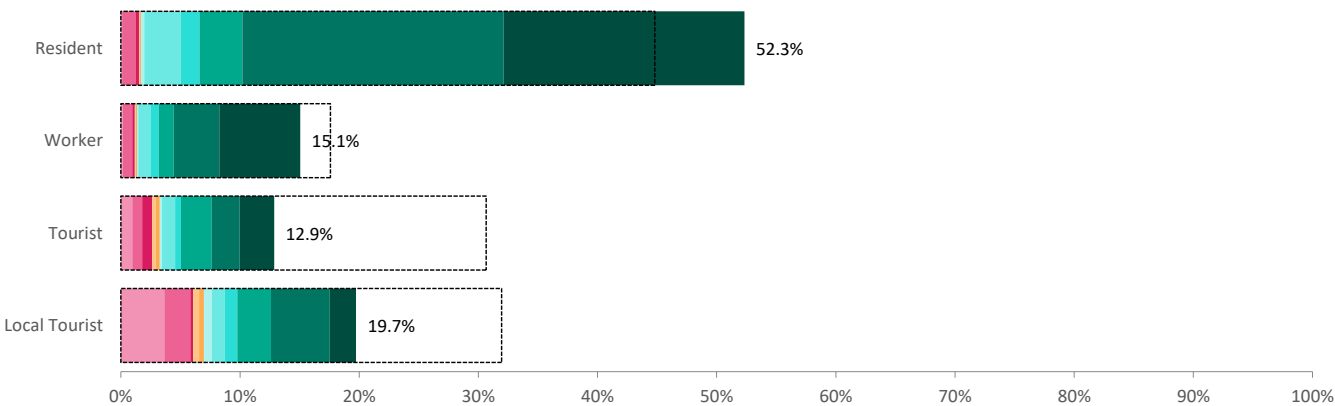
Distance from Home



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



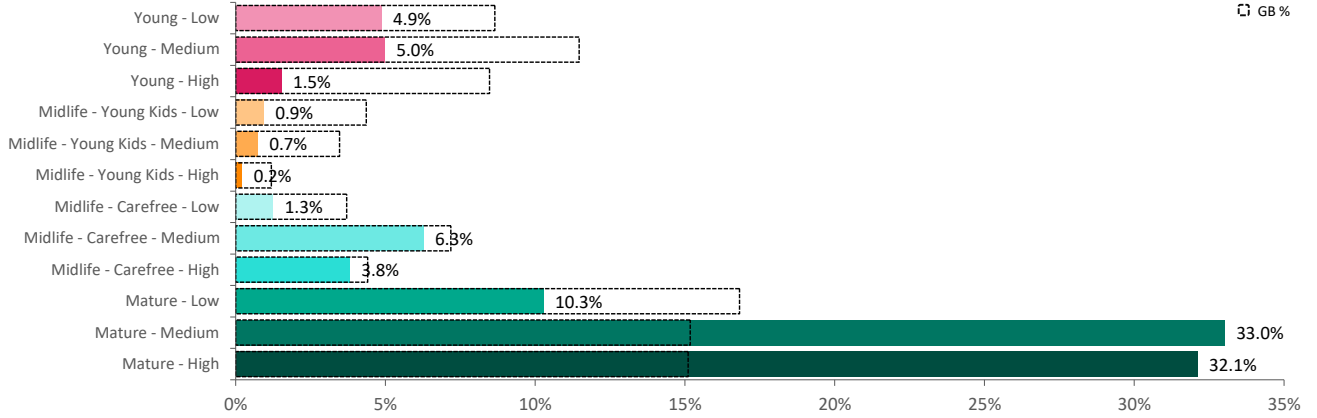
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Douglas Bader Martlesham Heath



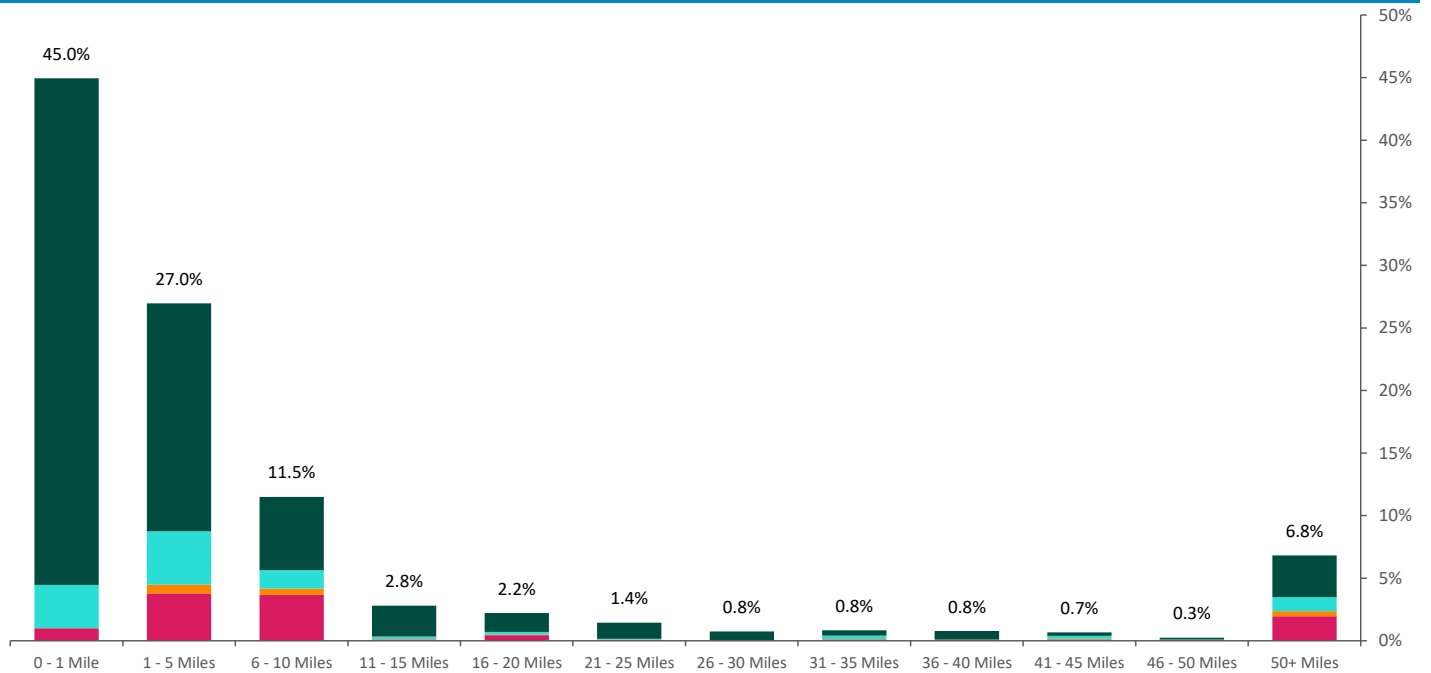
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Polaris Plus Profile



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

Distance from Home by Polaris



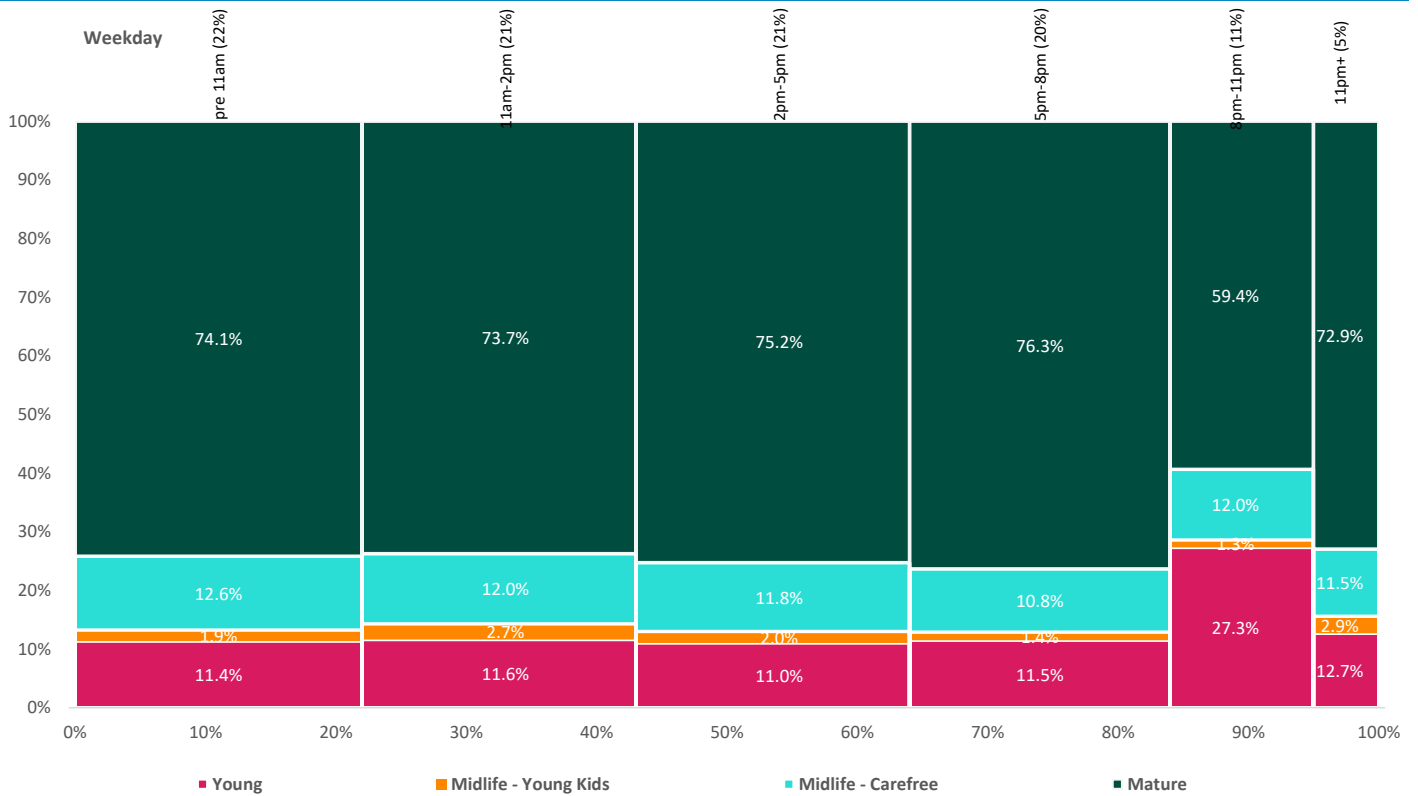
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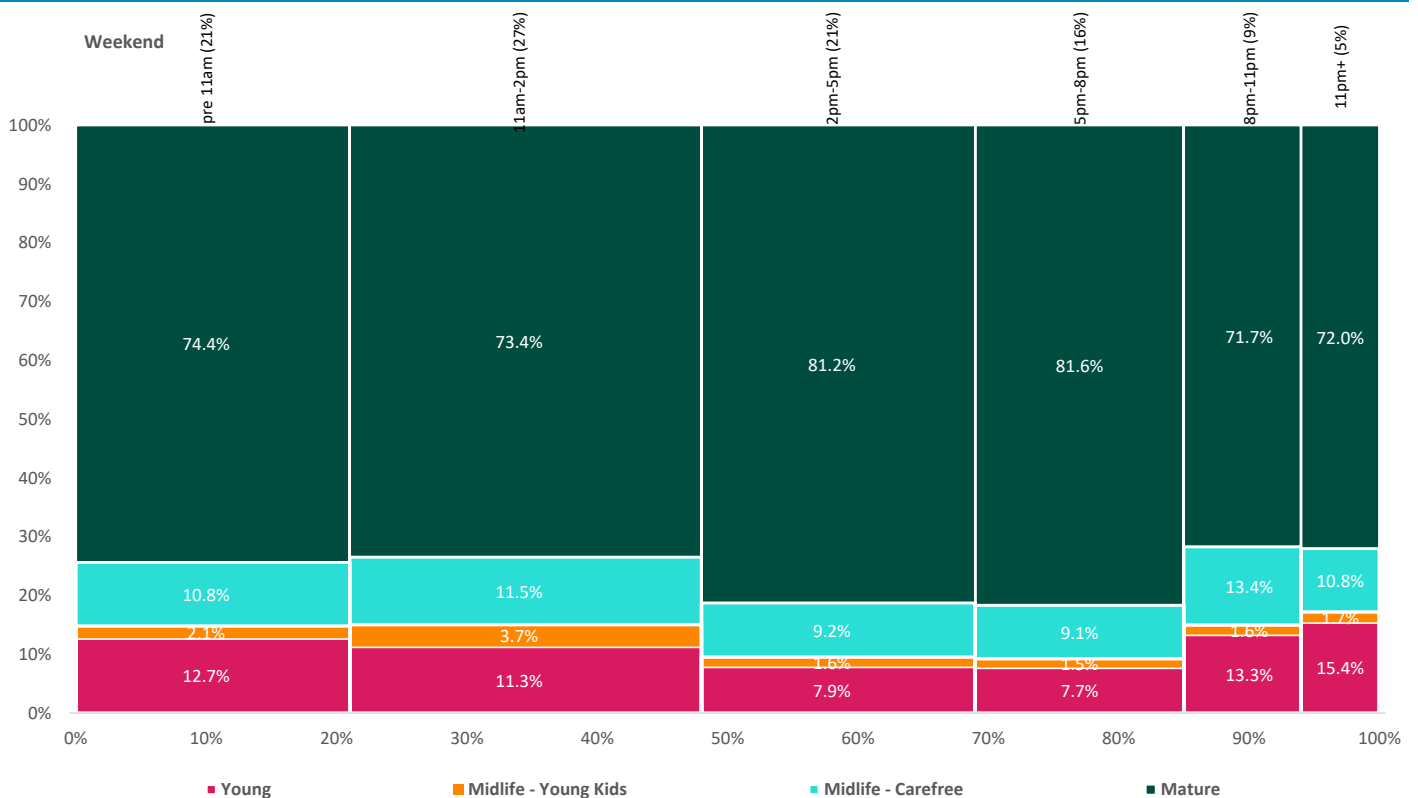


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Time of Day by Polaris: Weekday (Monday to Friday)

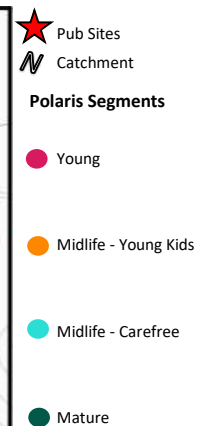


Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Douglas Bader Martlesham Heath

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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	206	364	38,058	42	23	78
Midlife - Young Kids	0	25	10,773	0	4	56
Midlife - Carefree	7	651	28,537	2	71	102
Mature	1,590	4,669	96,279	199	181	123
Not Private Households	0	104	2,688	0	136	116
Total	1,803	5,813	176,335			

Polaris Plus Summary - Douglas Bader Martlesham Heath



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**
Young						
Low	0	0	10,571	0	0	61
Medium	181	295	22,060	91	46	114
High	25	69	5,427	21	18	46
Midlife - Young Kids						
Low	0	0	5,448	0	0	56
Medium	0	25	4,993	0	10	65
High	0	0	332	0	0	17
Midlife - Carefree						
Low	0	0	7,058	0	0	95
Medium	7	522	14,751	5	125	117
High	0	129	6,728	0	50	86
Mature						
Low	201	344	28,417	81	43	117
Medium	689	1,596	31,320	244	175	113
High	700	2,729	36,542	259	313	138
Not Private Households	0	104	2,688	0	136	116
Total	1,803	5,813	176,335			

CGA Summary - Douglas Bader Martlesham Heath



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Douglas Bader	IP 5 3SL	Star Pubs & Bars	Premium Local	0.0
1	Martlesham Heath Squash Club	IP 5 3RJ	Independent Free	Clubland	0.3
1	Tenpin	IP 5 3RJ	Tenpin Ltd	Large Venue	0.3
3	Staff Restaurant	IP 5 3RE	Independent Free	Casual Dining	0.3
4	Suffolk Constabulary	IP 5 3QS	Independent Free	Clubland	0.4
5	Black Tiles	IP12 4SP	Adnams	Family Pub Dining	0.7
6	Farmhouse	IP 5 2GA	Greene King	Family Pub Dining	0.9
7	Milsoms Hotel	IP 5 2PU	Milsom Hotels	Hotel	0.9
8	Moon & Sixpence	IP12 4PP	Independent Free	Large Venue	1.0
9	Red Lion	IP12 4RN	Greene King	GPGF	1.2

Per Pub Analysis - Douglas Bader Martlesham Heath



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,803	5,813	176,335
Number of Competition Pubs	3	4	204
Adults 18+ per Competition Pub	601	1,453	864

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	90	5.0%	62
Circuit Bar	0	35	1.9%	48
Community Pub	0	306	17.0%	89
Craft Led	0	30	1.7%	49
Great Pub Great Food	0	509	28.2%	160
High Street Pub	0	308	17.1%	93
Premium Local	1	518	28.7%	174

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	285	4.9%	61
Circuit Bar	0	62	1.1%	26
Community Pub	0	657	11.3%	59
Craft Led	0	56	1.0%	28
Great Pub Great Food	0	1,778	30.6%	173
High Street Pub	0	653	11.2%	61
Premium Local	1	1,696	29.2%	177

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	11,055	6.3%	78
Circuit Bar	10	6,563	3.7%	92
Community Pub	15	32,404	18.4%	96
Craft Led	0	4,923	2.8%	81
Great Pub Great Food	11	33,149	18.8%	106
High Street Pub	27	30,747	17.4%	95
Premium Local	39	32,996	18.7%	113

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 & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 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">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</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">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
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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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