## DONCASTER SHEFFIELD AIRPORT: PROVIDING ACCESS TO A LARGE NUMBER OF MIDDLE INCOME PASSENGERS

to over 30 destinations. **CENTRE OVERVIEW** 1.3m 6 PASSENGERS Doncaster Sheffield flybe. Airport Thomas MIDDLE INCOME DEMOGRAPHIC **GEOGRAPHICAL COVERAGE** DSA CUSTOMERS Comfortable Communities account for 32% of DSA customers, in LEISURE USAGE line with the DSA catchment. DSA CATCHMENT acorn 32% 25% **ADVERTISING** 20% 19% RECALL 16% 3% % ABC1 IN THE Affluent Rising Comfortable Financially Urban Adversity CATCHMENT Achievers Prosperity Communities Streched **DSA CATCHMENT** 45% DSA MOST PREFERRED AWARENESS OF DSA Within the DSA AIRPORT catchment, 93% CATCHMENT 5.0m 93% 12% were aware of **POPULATION** the airport. DSA SOUTH 1.4m customers, on YORKSHIRE DSA CATCHMENT average, have a WEST **CUSTOMERS** 0.9m household and YORKSHIRE HOUSEHOLD disposable 0.5m £34.7k DERBYSHIRE £35.0k INCOME income greater 1.3m LINCOLNSHIRE than the 0.6m HULL catchment NORTH 0.4m DISPOSABLE £17.0k £16.8k average. YORKSHIRE INCOME

With a 43% annual passenger growth and 1.3m passengers, Doncaster Sheffield Airport serves it's mixed demographic catchment, providing access

PERFECTFIT



competition and drivetime to the airport. This area encompasses a population of 5m, with 94% of passengers flying for leisure, and 16% of customers recalling an advert for DSA.

