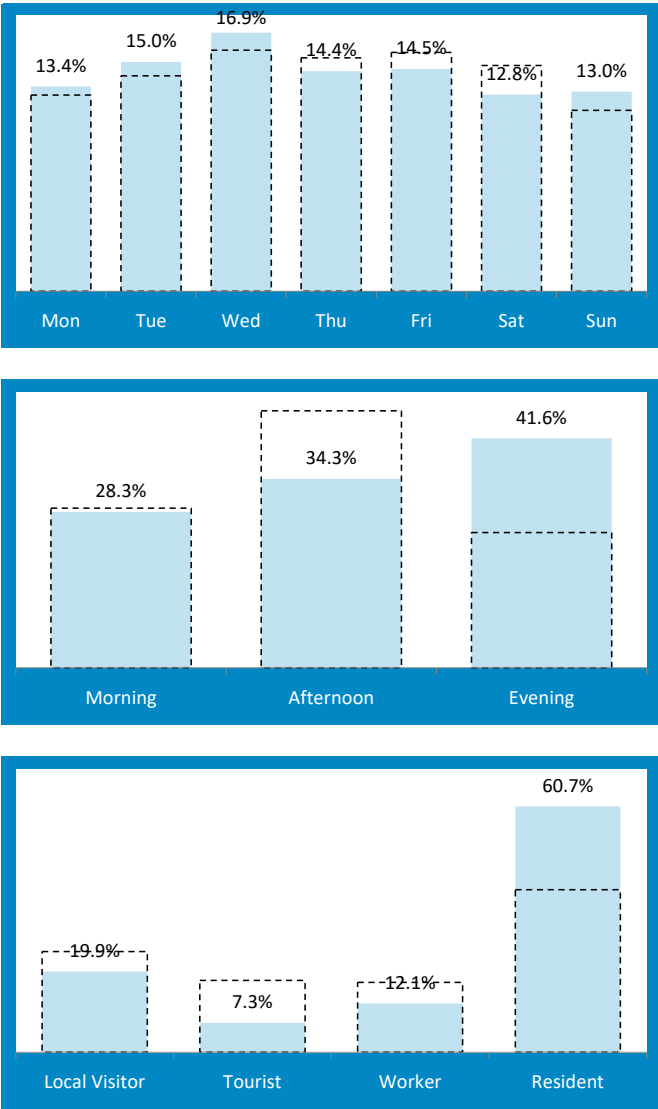


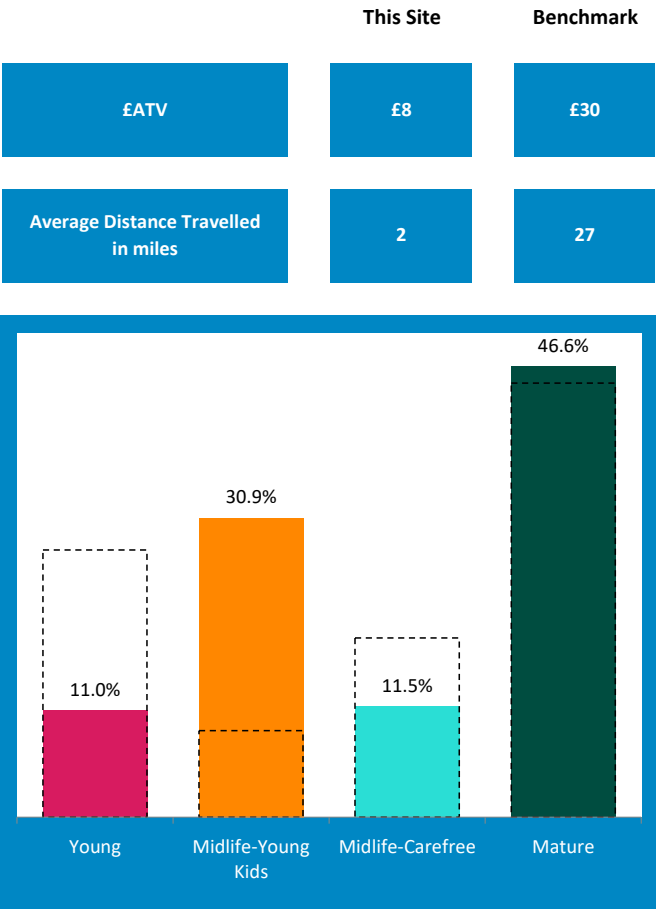
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		4,655	5,344
Adult Pop		3,694	4,529
Affluence	Low	54%	33%
	Medium	41%	38%
	High	6%	27%
Young		14%	28%
Midlife Young Kids		12%	11%
Midlife Carefree		34%	16%
Mature		40%	44%
Competition Count		2	43

Visitors



Spend Profile



Catchment Summary - Farmers Boy

Over GB Average

Around GB Average

Under GB Average

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)			Index vs GB Average				
10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**		
Population			87	61	144		
Adults 18+			82	58	139		
Competition Pubs			5	9	73		
Adults 18+ per Competition Pub			270	154	121		
% Adults Likely to Drink			101	100	99		
Affluence	Low	53.6%	62.4%	53.7%	161	188	162
	Medium	40.7%	34.1%	31.2%	106	89	81
	High	5.7%	3.5%	14.5%	21	13	53
*Affluence does not include Not Private Households			Pop. & Adl. 18+ index based on all pubs				
Mean Net Disposable income (£pa)			93	87	93		
Age Profile	18-24	298	835	46,735	75	81	90
	25-34	540	1,649	79,037	86	101	95
	35-44	580	1,588	83,095	92	97	100
	45-64	1,317	3,111	151,047	113	103	98
	65+	959	2,337	113,866	107	101	97

87	61	144
Pop. & Adl. 18+ index based on all pubs		
82	58	139
5	9	73
270	154	121
101	100	99
161	188	162
106	89	81
21	13	53
93	87	93
75	81	90
86	101	95
92	97	100
113	103	98
107	101	97



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Pub Sites

Catchment

Young

Low

Medium

High

Midlife - Young Kids

Low

Medium

High

Midlife - Carefree

Low

Medium

High

Mature

Low

Medium

High

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	532	1,844	109,814	52	70	83
Midlife - Young Kids	451	2,064	94,307	112	199	182
Midlife - Carefree	1,239	2,122	81,885	213	141	110
Mature	1,472	3,490	184,742	90	83	88
Not Private Households	0	0	3,032	0	0	5,289
Total	3,694	9,520	473,780			



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Per Pub - Farmers Boy

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Adults 18+	3,694	9,520	473,780
Number of Competition Pubs	2	9	573
Adults 18+ per Competition Pub	1,847	1,058	827

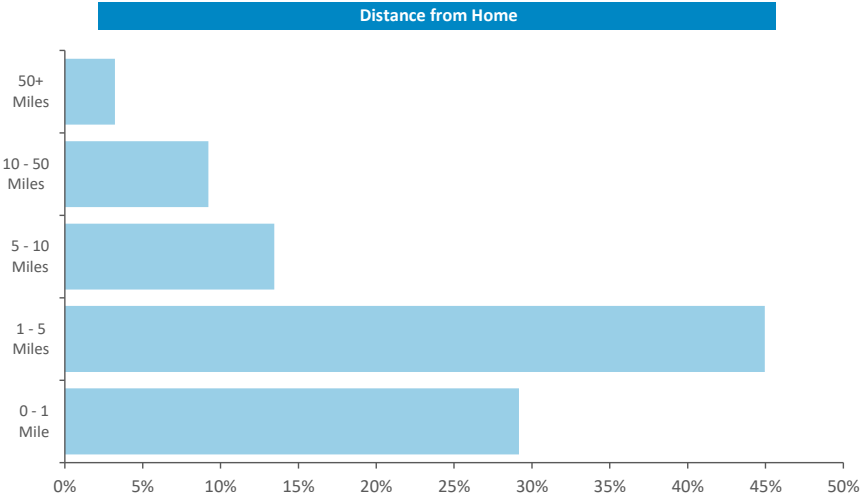
WT= Walktime, DT= Drivetime

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	364	9.9%	126
Family Pub Dining	0	397	10.8%	118
Great Pub Great Food	0	552	14.9%	89
Leisure	0	384	10.4%	103
Mainstream	0	578	15.7%	112
Premium	0	498	13.5%	94
Restaurant	0	812	22.0%	96
Super Premium	0	109	3.0%	75

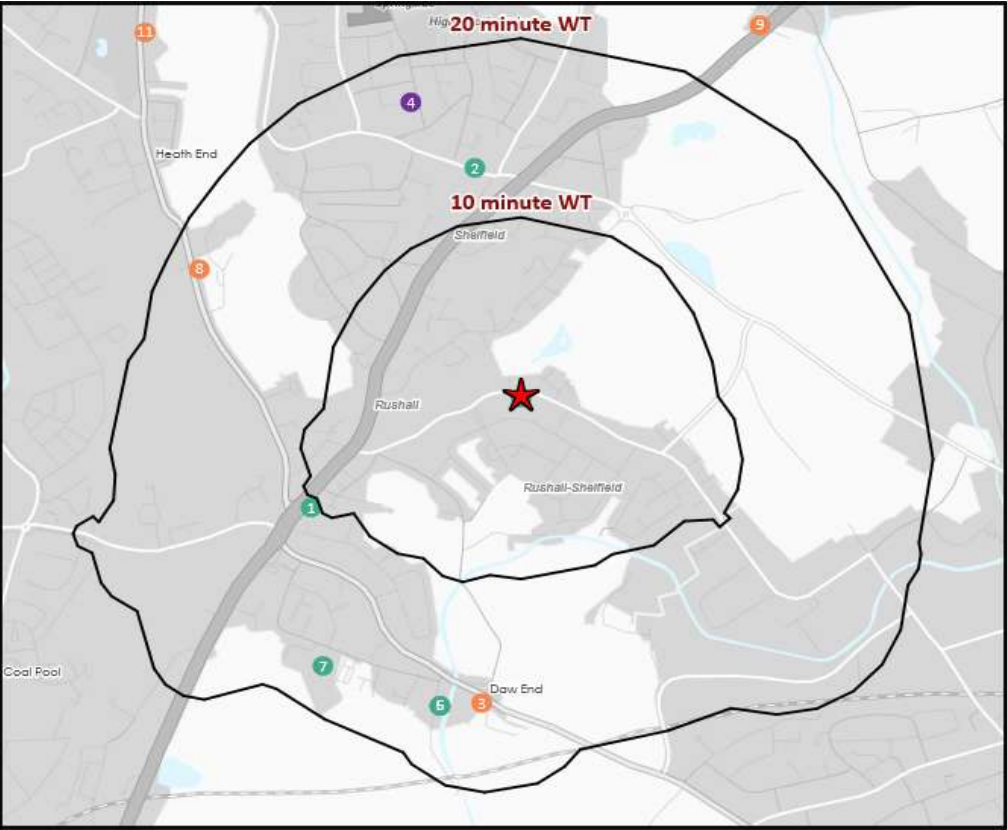
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	1,080	11.4%	145
Family Pub Dining	0	1,074	11.3%	124
Great Pub Great Food	0	1,299	13.6%	82
Leisure	2	958	10.1%	100
Mainstream	0	1,567	16.5%	118
Premium	0	1,224	12.9%	90
Restaurant	1	2,077	21.8%	95
Super Premium	0	241	2.5%	64

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	222	49,076	10.4%	132
Family Pub Dining	40	49,898	10.5%	116
Great Pub Great Food	39	69,874	14.8%	88
Leisure	72	47,656	10.1%	100
Mainstream	72	73,206	15.5%	111
Premium	26	61,879	13.1%	91
Restaurant	101	105,326	22.2%	97
Super Premium	1	13,830	2.9%	74



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Competition - Farmers Boy



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
19	White House	WS 9 0QE	Mitchells & Butlers	Family Pub Dir	27.9%	1.30
5	Boathouse	WS 4 1LG	Star Pubs & Bars	Classic	15.0%	0.66
6	Manor Arms	WS 4 1LG	Marston's	Classic	8.2%	0.66
9	Q Bar	WS 9 9AJ	Independent Free	Leisure	7.4%	0.91
18	Boatmans Rest	WS 9 9LP	Independent Free	Classic	6.3%	1.27
17	Red Lion	WS 9 0BW	Independent Free	Classic	5.9%	1.26
3	Rushall Olympic Football Club	WS 4 1LJ	Independent Free	Leisure	5.9%	0.64
0	Farmers Boy	WS 4 1HH	Star Pubs & Bars	Classic	5.2%	0.00
13	Aldridge Community Centre	WS 9 8AN	Independent Free	Mainstream	4.3%	1.17
11	Pelsall Cricket and Sports Club	WS 3 4BP	Independent Free	Leisure	4.2%	1.06
2	St Francis Catholic Mens Club	WS 4 1RH	Independent Free	Classic	2.4%	0.49
12	King Street Progressive Club	WS 9 9LN	Independent Free	Classic	2.3%	1.14
20	Beverley Hotel	WS 4 2DJ	Independent Free	Classic	1.7%	1.32
14	Railway	WS 3 4BH	Stonegate Pub Company	Classic	1.4%	1.17
7	Manor Farm Community Associa	WS 4 1EU	Independent Free	Classic	1.0%	0.68
10	Mercure Hotel	WS 9 9AH	Accor Hotels	Great Pub Gre:	0.8%	1.04
15	Pelsall Community Centre	WS 3 4BQ	Independent Free	Family Pub Dir	0.2%	1.18
1	Rushall Labour Club	WS 4 1HB	Independent Free	Classic	0.0%	0.47
4	Steak Rattle N Roll	WS 4 1AT	Independent Free	Restaurant	0.0%	0.65
8	Rushall Cricket Club	WS 4 1NG	Independent Free	Leisure	0.0%	0.69
16	Drunken Duck	WS 9 9LR	Stonegate Pub Company	Classic	0.0%	1.25

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Farmers Boy

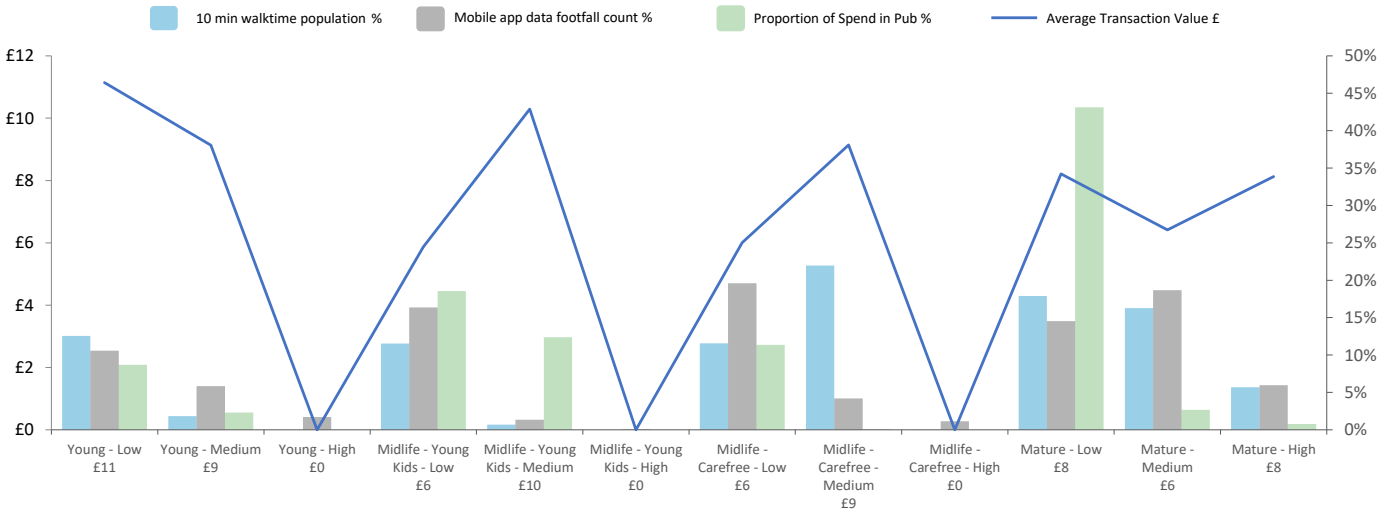


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
147565	Farmers Boy	WS 4 1HH	Star Pubs & Bars	Classic	6



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Farmers Boy

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,655	12,066	612,272	87	61	144
Adults 18+	3,694	9,520	473,780	82	58	139
Competition Pubs	2	9	573	5	9	73
Adults 18+ per Competition Pub	1,847	1,058	827	270	154	121
% Adults Likely to Drink	81.0%	80.0%	79.0%	101	100	99

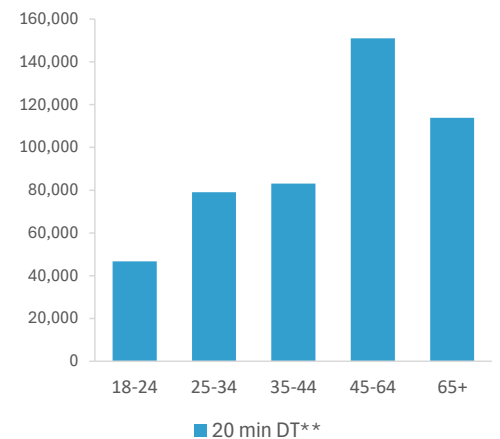
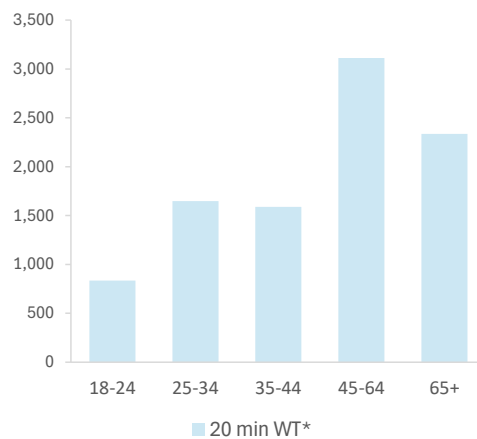
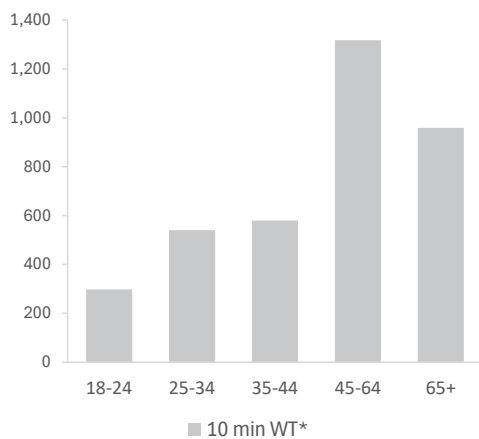
Population & Adults 18+ index is based on all pubs

Affluence	Low	53.6%	62.4%	53.7%	161	188	162
	Medium	40.7%	34.1%	31.2%	106	89	81
	High	5.7%	3.5%	14.5%	21	13	53

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£21,092	£19,737	£21,032	93	87	93
----------------------------------	--	---------	---------	---------	----	----	----

Age Profile	18-24	298	835	46,735	75	81	90
	25-34	540	1,649	79,037	86	101	95
	35-44	580	1,588	83,095	92	97	100
	45-64	1,317	3,111	151,047	113	103	98
	65+	959	2,337	113,866	107	101	97

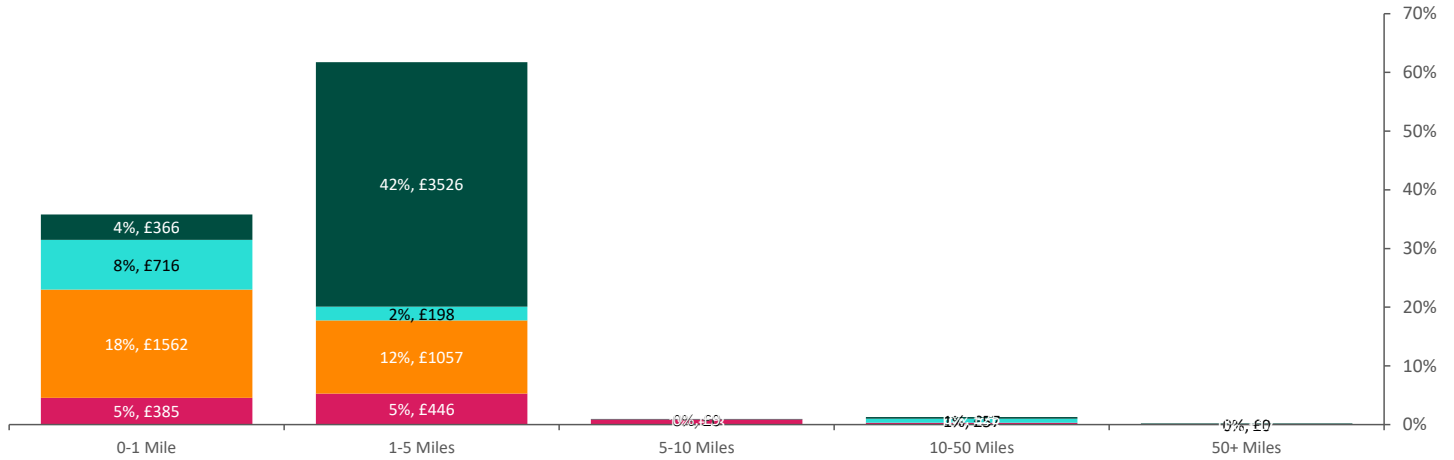


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,305 (50%)	5,908 (49%)	300,928 (49%)	101	100	100
	Female	2,350 (50%)	6,158 (51%)	311,344 (51%)	99	100	100
Economic Status (16+)	Employed: Full-time	1,279 (34%)	3,352 (34%)	161,607 (33%)	99	100	97
	Employed: Part-time	498 (13%)	1,245 (13%)	60,711 (12%)	109	106	104
	Self employed	283 (7%)	730 (7%)	37,691 (8%)	80	80	83
	Unemployed	118 (3%)	294 (3%)	17,229 (4%)	113	109	128
	Full-time student	55 (1%)	132 (1%)	9,587 (2%)	58	54	79
	Retired	912 (24%)	2,259 (23%)	108,588 (22%)	110	106	102
	Other	659 (17%)	1,806 (18%)	94,241 (19%)	97	103	108
Total Worker Count		1,962	3,981	235,398			

See the Glossary page for further information on the above variables

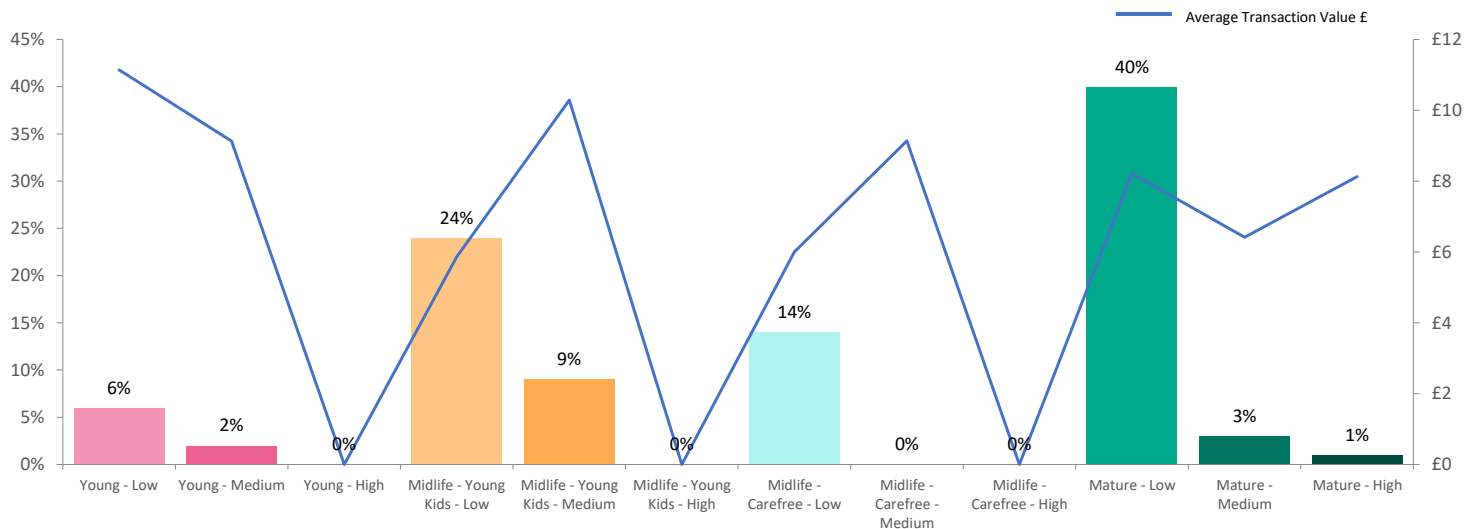
Transactional Data Summary - Farmers Boy

Spend by Polaris and Distance from Home



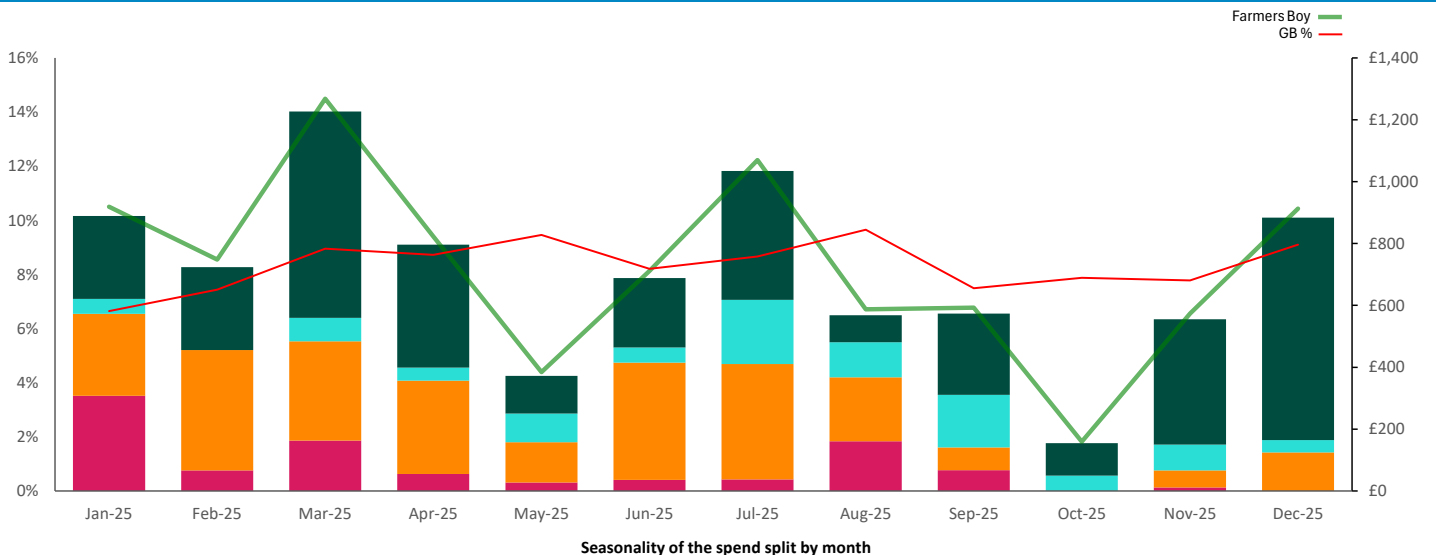
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



Average Transaction Value of sales (£) within the pub split by Polaris Plus

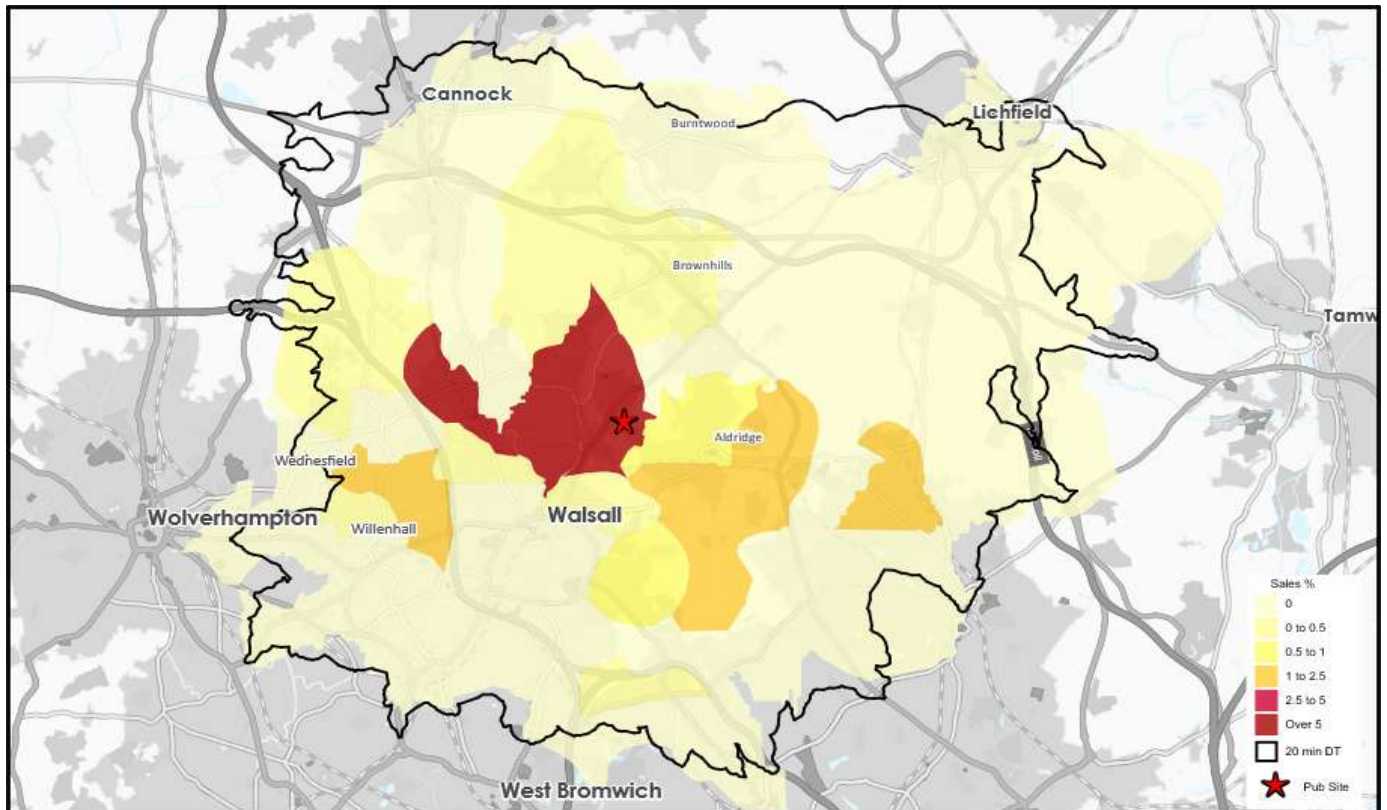
Spend by Month and Polaris



Seasonality of the spend split by month

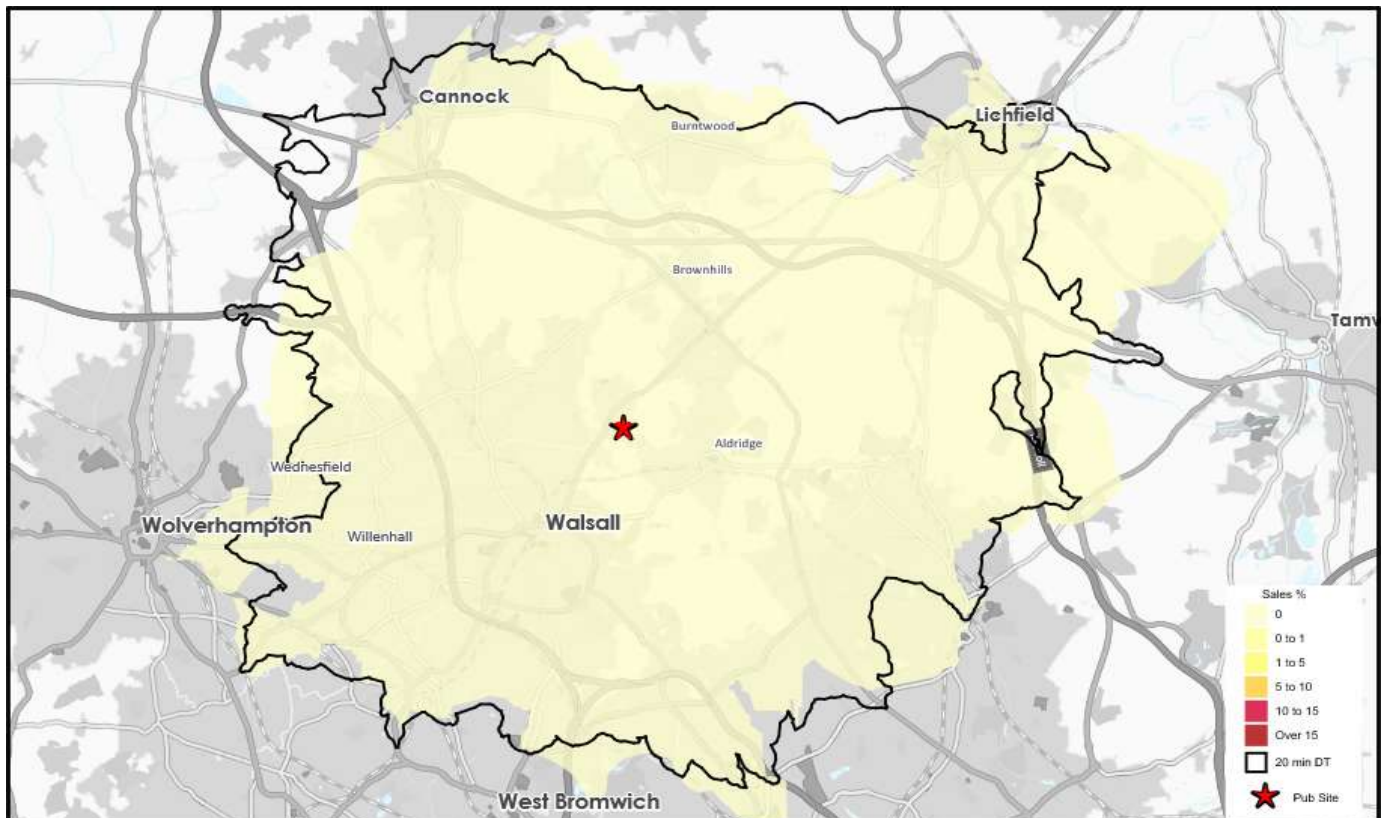
Transactional Data Maps - Farmers Boy

Farmers Boy Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

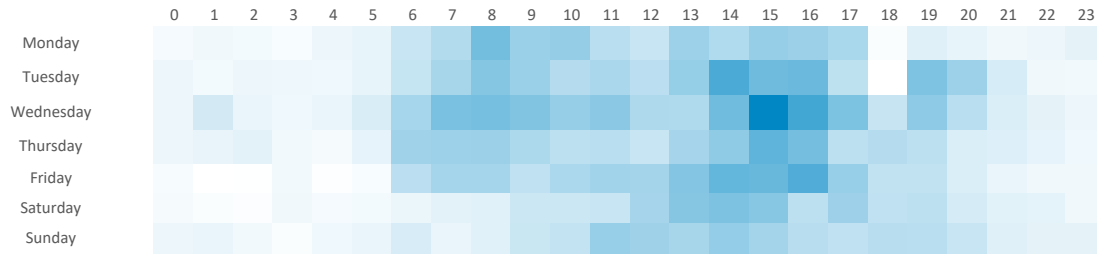
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Farmers Boy



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

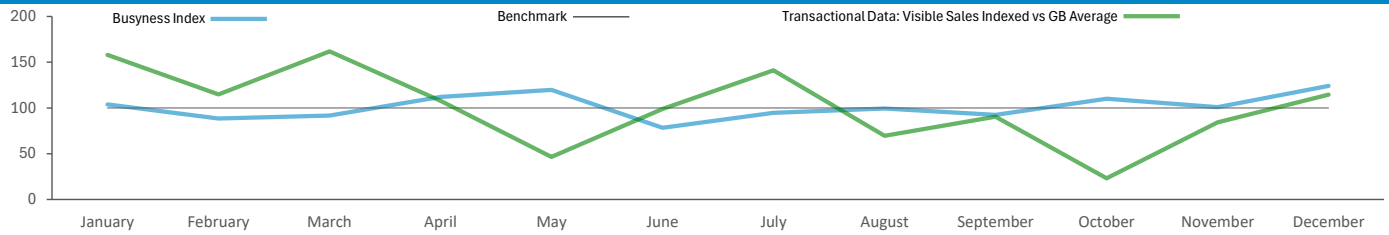
Mobile Data Summary - Farmers Boy

Time of Day/Day of Week



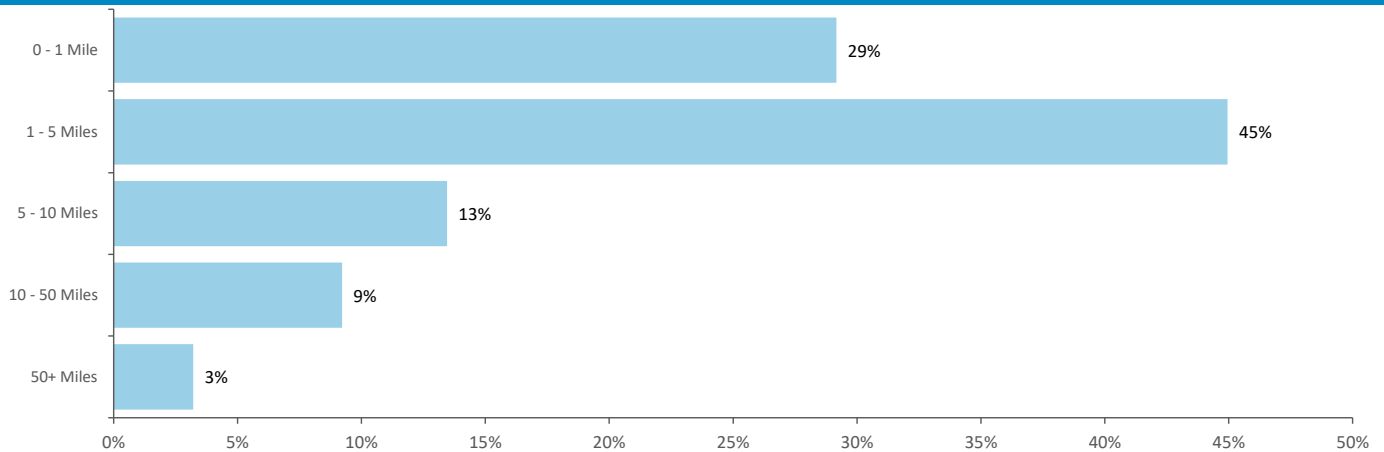
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

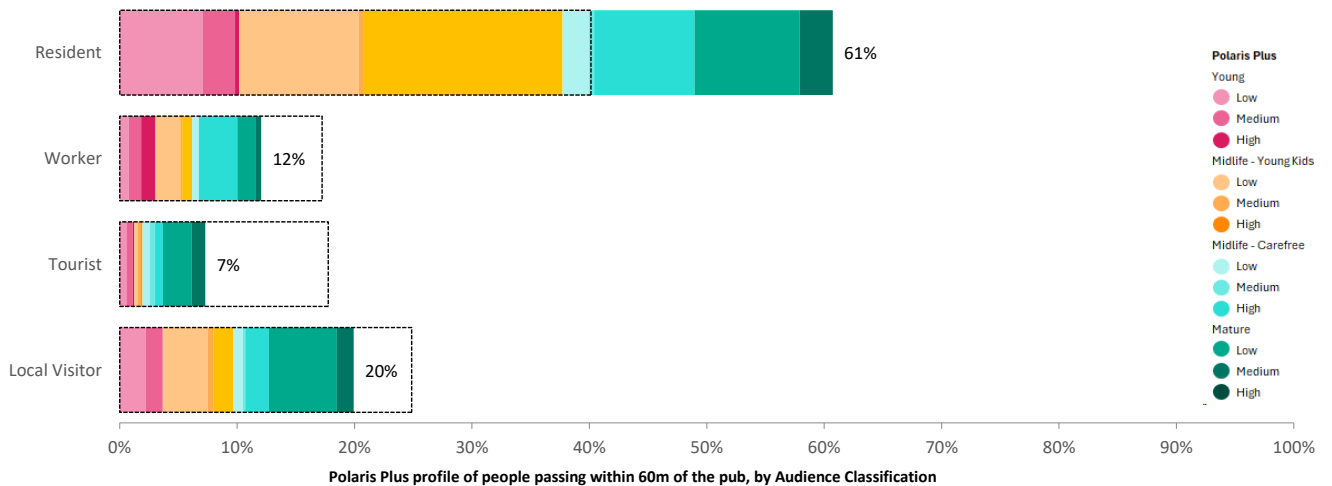
Distance from Home



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

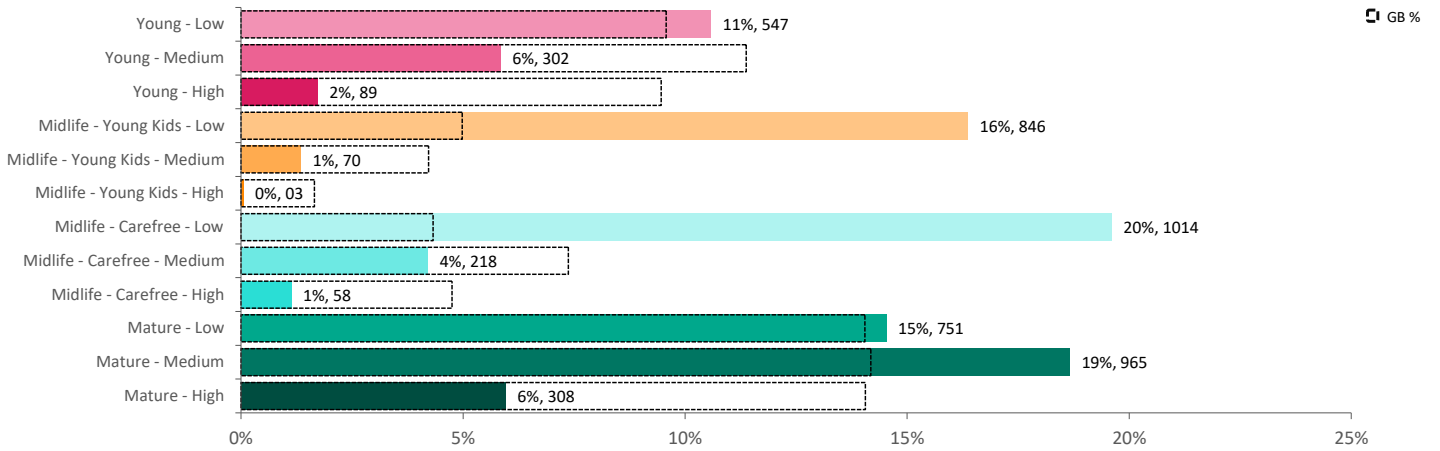
Audience Classification by Polaris Plus

Base: GB



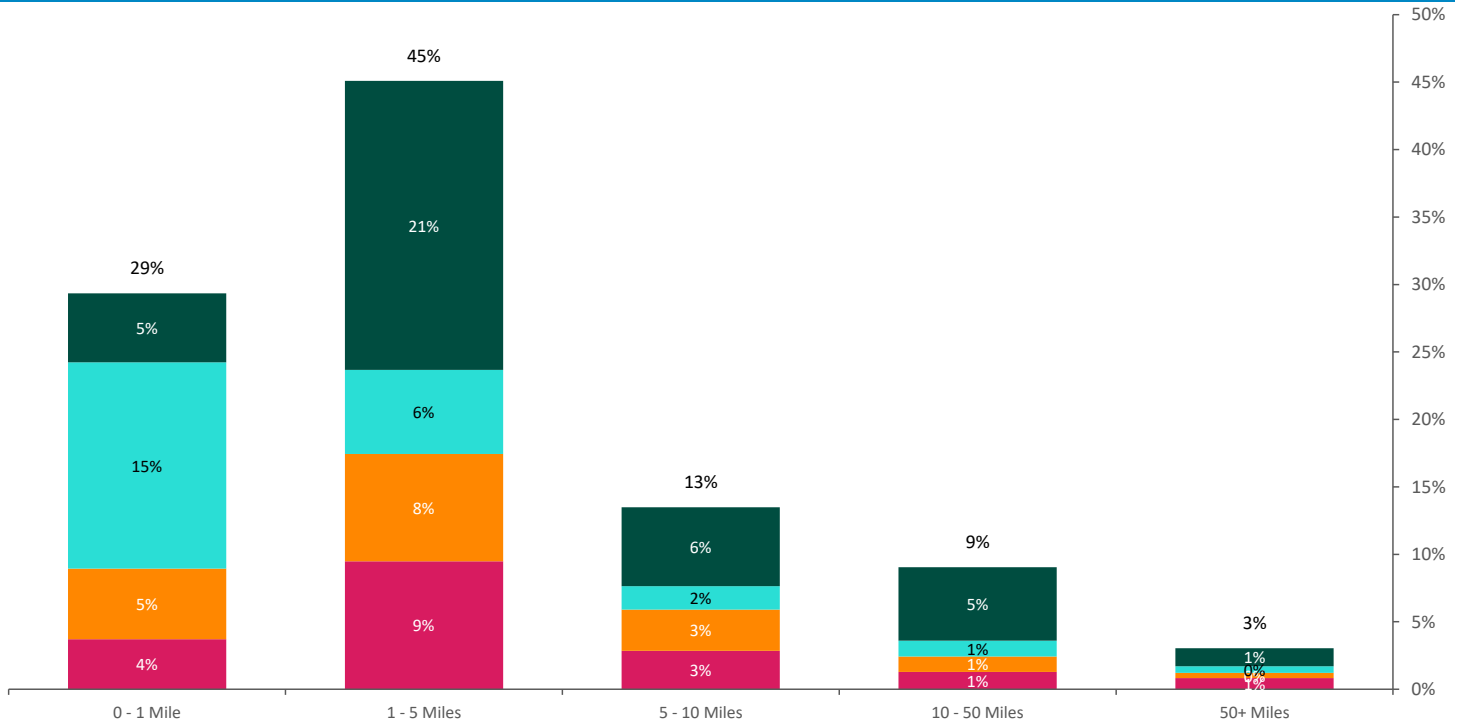
Mobile Data Summary - Farmers Boy

Polaris Plus Profile



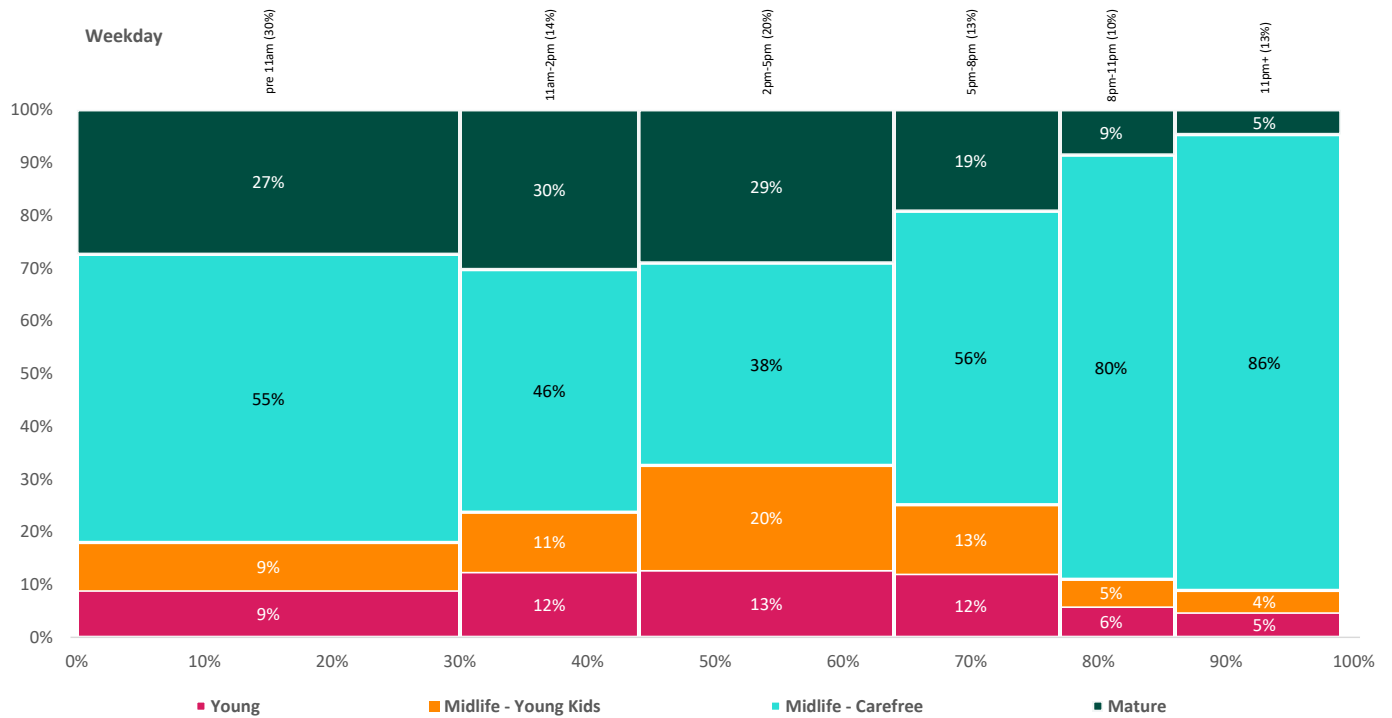
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



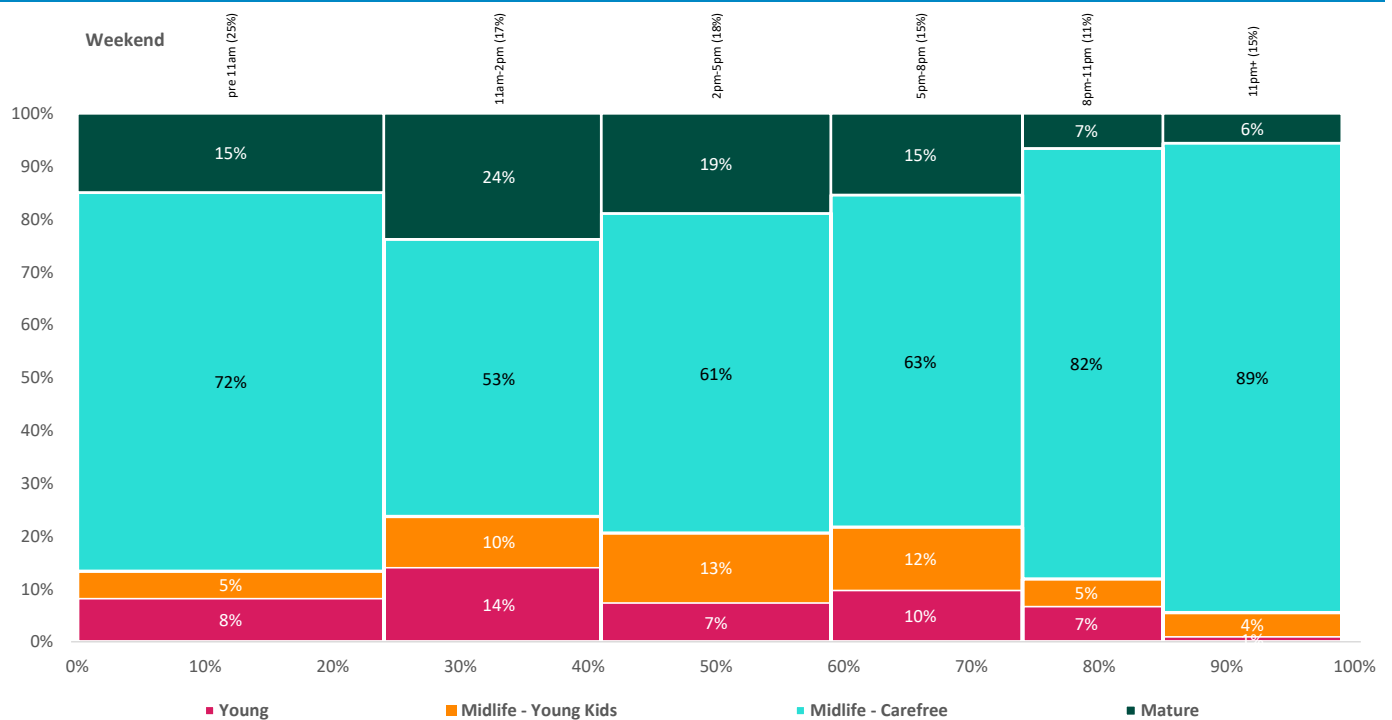
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	732	378	506	215	72	55	1,958
Midlife - Carefree	1,461	575	669	622	678	1,013	5,017
Midlife - Young Kids	242	141	346	146	43	48	966
Young	239	155	222	135	50	56	858
All	2,674	1,249	1,742	1,118	843	1,172	8,798

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	114	124	102	70	22	25	457
Midlife - Young Kids	546	273	327	287	278	404	2,115
Midlife - Carefree	38	49	71	54	17	20	250
Mature	63	74	41	45	23	5	251
All	761	519	541	456	341	455	3,073

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

Polaris Plus Summary - Farmers Boy



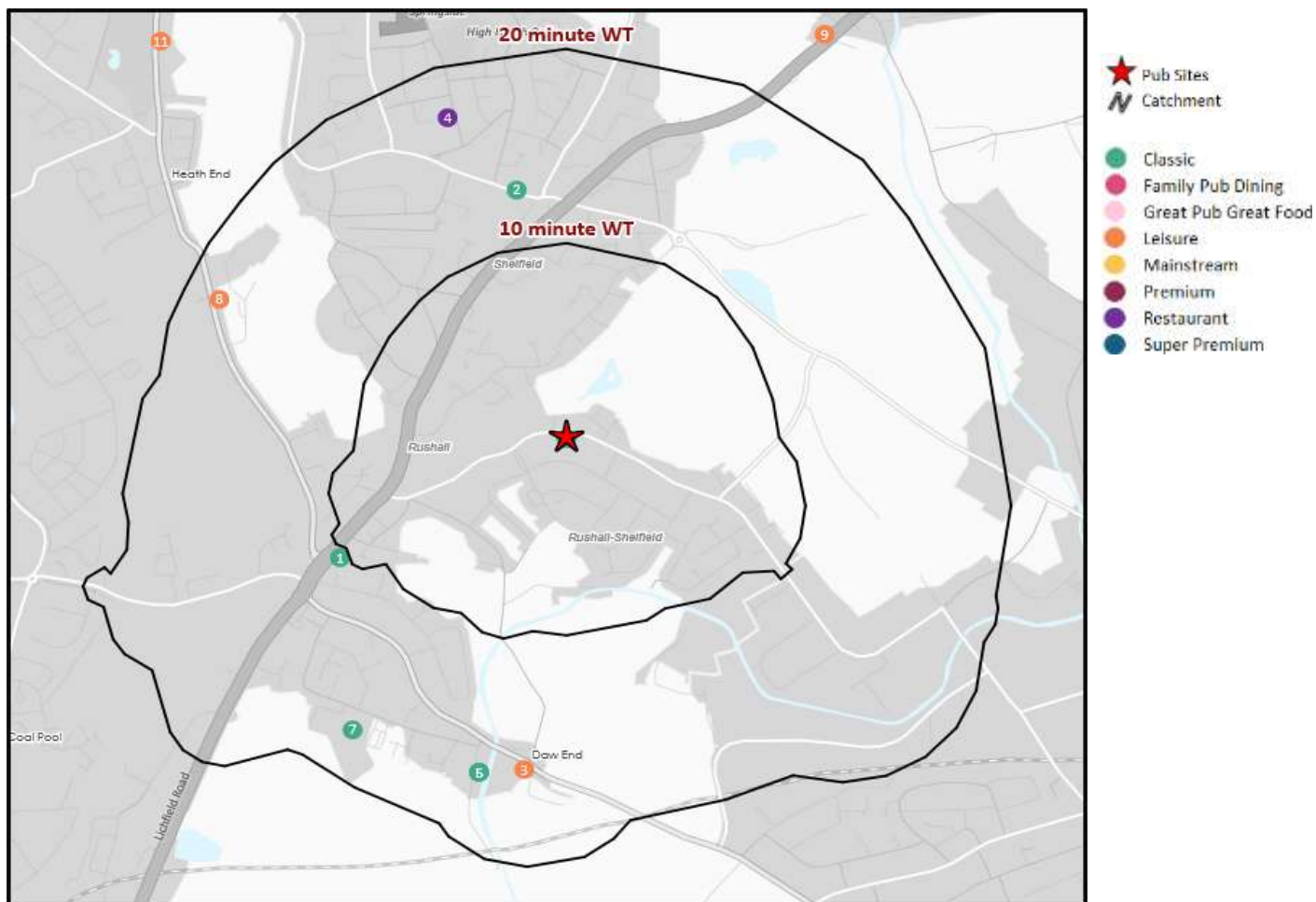
Polaris Plus Profile by Catchment

*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	464	1,049	66,665	128	112	143
Medium	68	795	37,954	17	76	73
High	0	0	5,195	0	0	16
Midlife - Young Kids						
Low	426	1,966	79,068	206	369	298
Medium	25	98	15,239	15	23	73
High	0	0	0	0	0	0
Midlife - Carefree						
Low	427	1,202	53,274	271	296	264
Medium	811	919	16,598	307	135	49
High	1	1	12,013	1	0	55
Mature						
Low	661	1,722	55,380	132	134	86
Medium	601	1,434	77,890	104	96	105
High	210	334	51,472	38	23	72
Not Private Households	0	0	3,032	0	0	60
Total	3,694	9,520	473,780			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Farmers Boy



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Farmers Boy	WS 4 1HH	Star Pubs & Bars	Classic	5.2%	97.5%	0.00
1	Rushall Labour Club	WS 4 1HB	Independent Free	Classic	0.0%	0.0%	0.47
2	St Francis Catholic Mens Club	WS 4 1RH	Independent Free	Classic	2.4%	85.7%	0.49
3	Rushall Olympic Football Club	WS 4 1LJ	Independent Free	Leisure	5.9%	71.7%	0.64
4	Steak Rattle N Roll	WS 4 1AT	Independent Free	Restaurant	0.0%	0.0%	0.65
5	Boathouse	WS 4 1LG	Star Pubs & Bars	Classic	15.0%	92.0%	0.66
6	Manor Arms	WS 4 1LG	Marston's	Classic	8.2%	92.5%	0.66
7	Manor Farm Community Association	WS 4 1EU	Independent Free	Classic	1.0%	58.1%	0.68
8	Rushall Cricket Club	WS 4 1NG	Independent Free	Leisure	0.0%	0.0%	0.69
9	Q Bar	WS 9 9AJ	Independent Free	Leisure	7.4%	91.0%	0.91
10	Mercure Hotel	WS 9 9AH	Accor Hotels	Great Pub Great Food	0.8%	4.5%	1.04
11	Pelsall Cricket and Sports Club	WS 3 4BP	Independent Free	Leisure	4.2%	72.4%	1.06
12	King Street Progressive Club	WS 9 9LN	Independent Free	Classic	2.3%	74.6%	1.14
13	Aldridge Community Centre	WS 9 8AN	Independent Free	Mainstream	4.3%	93.2%	1.17
14	Railway	WS 3 4BH	Stonegate Pub Company	Classic	1.4%	97.4%	1.17
15	Pelsall Community Centre	WS 3 4BQ	Independent Free	Family Pub Dining	0.2%	85.9%	1.18
16	Drunken Duck	WS 9 9LR	Stonegate Pub Company	Classic	0.0%	0.0%	1.25
17	Red Lion	WS 9 0BW	Independent Free	Classic	5.9%	96.6%	1.26
18	Boatmans Rest	WS 9 9LP	Independent Free	Classic	6.3%	86.9%	1.27
19	White House	WS 9 0QE	Mitchells & Butlers	Family Pub Dining	27.9%	87.0%	1.30
20	Beverley Hotel	WS 4 2DJ	Independent Free	Classic	1.7%	32.9%	1.32

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Farmers Boy

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■ Over GB Average
■ Around GB Average
■ Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,694	9,520	473,780
Number of Competition Pubs	2	9	573
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Restaurant	0	812	22.0%	96
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Premium	26	61,879	13.1%	91
Restaurant	101	105,326	22.2%	97
Super Premium	1	13,830	2.9%	74

Glossary

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family
Index vs GB Average	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
Over GB Average	Index value is >= 120
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
Under GB Average	Index value is < 80
Polaris Segmentation	
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.	
Consumer Insight	Young 18-34 year olds Wanting to look good in the group "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
Product needs	Mature 55+ year olds "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"
	- Aids being part of the group - Helps me look good by standing out and making the right impression - Energising - Discovering new things - Avoids bloating - Physical benefit
	- Helps me look good, and be on trend - Discovering new things - Supports moderate calorie & alcohol intake - Energising - Being romantic
Product needs	- Tastes good and looks good - Discovering new things - Supports connecting with friends and family - Enjoyable for longer
	- Tastes great - Good quality - Helps me feel good - Enjoyable for longer
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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium	
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.	
Mobile Data - Audience Classification	
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.	
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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.	
	