

Catchment Summary - Mount Pleasant Wombourne



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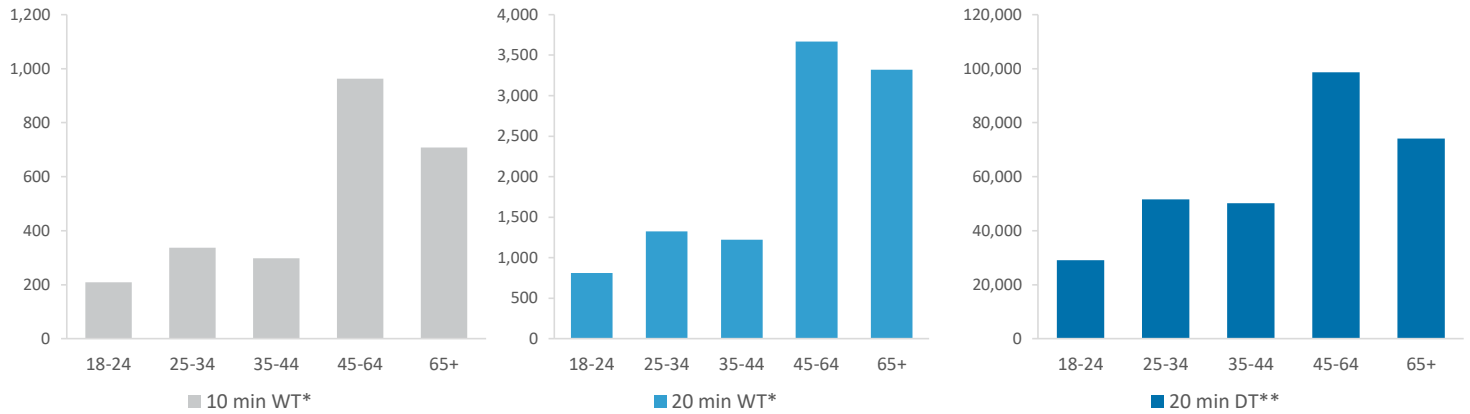
	Over GB Average
	Around GB Average
	Under GB Average

*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	3,045	12,651	391,222	58	87	103	
Adults 18+	2,515	10,349	303,727	58	58	102	
Competition Pubs	3	11	362	20	34	100	
Adults 18+ per Competition Pub	838	941	839	102	114	102	
% Adults Likely to Drink	85.0%	83.6%	81.0%	103	101	98	
Affluence	Low	10.5%	24.4%	26.5%	41	95	103
	Medium	28.0%	36.3%	46.9%	71	92	119
	High	61.5%	39.2%	25.4%	183	117	76
Age Profile	18-24	209	811	29,126	85	79	92
	25-34	337	1,326	51,589	83	79	99
	35-44	298	1,221	50,189	76	75	100
	45-64	963	3,668	98,658	124	113	99
	65+	708	3,323	74,165	122	137	99

Population & Adults 18+ index is based on all pubs

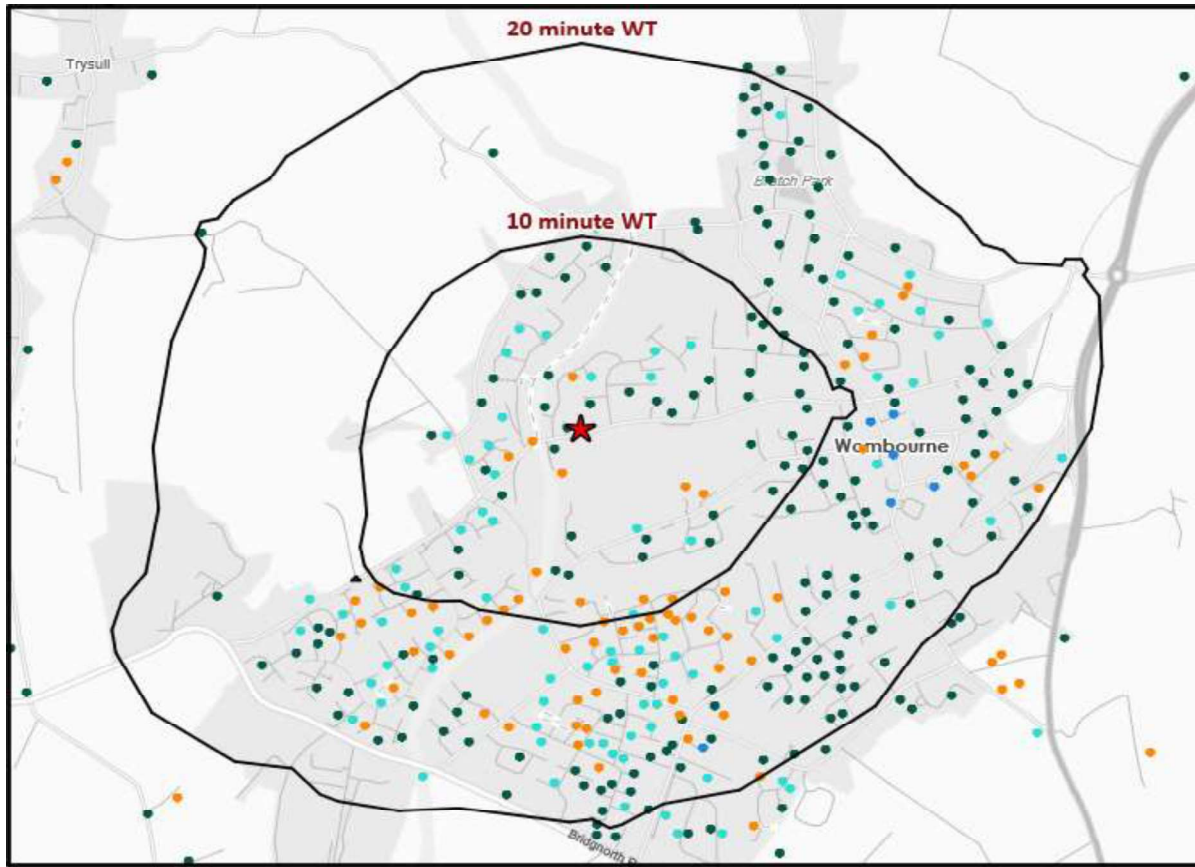
*Affluence does not include Not Private Households



	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	1,505 (49%)	6,137 (49%)	193,813 (50%)	100	98	100
	Female	1,540 (51%)	6,514 (51%)	197,409 (50%)	100	102	100
Economic Status (16-74)	Employed: Full-time	1,023 (46%)	3,744 (42%)	110,678 (40%)	111	102	97
	Employed: Part-time	325 (15%)	1,286 (15%)	37,814 (14%)	113	112	106
	Self employed	198 (9%)	778 (9%)	20,372 (7%)	93	92	77
	Unemployed	28 (1%)	153 (2%)	9,668 (4%)	53	73	148
	Retired	387 (17%)	1,643 (19%)	40,876 (15%)	126	135	108
Other	262 (12%)	1,210 (14%)	56,326 (20%)	60	70	104	
Total Worker Count	752	5,491	156,808				

See the Glossary page for further information on the above variables

Polaris Summary - Mount Pleasant Wombourne

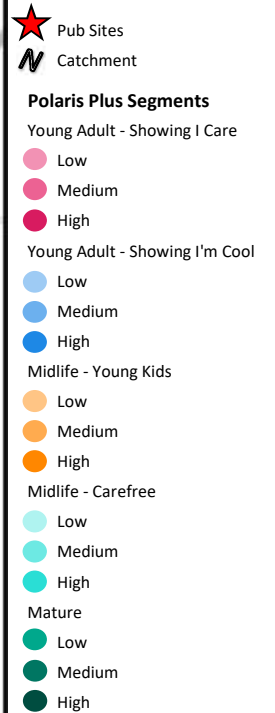
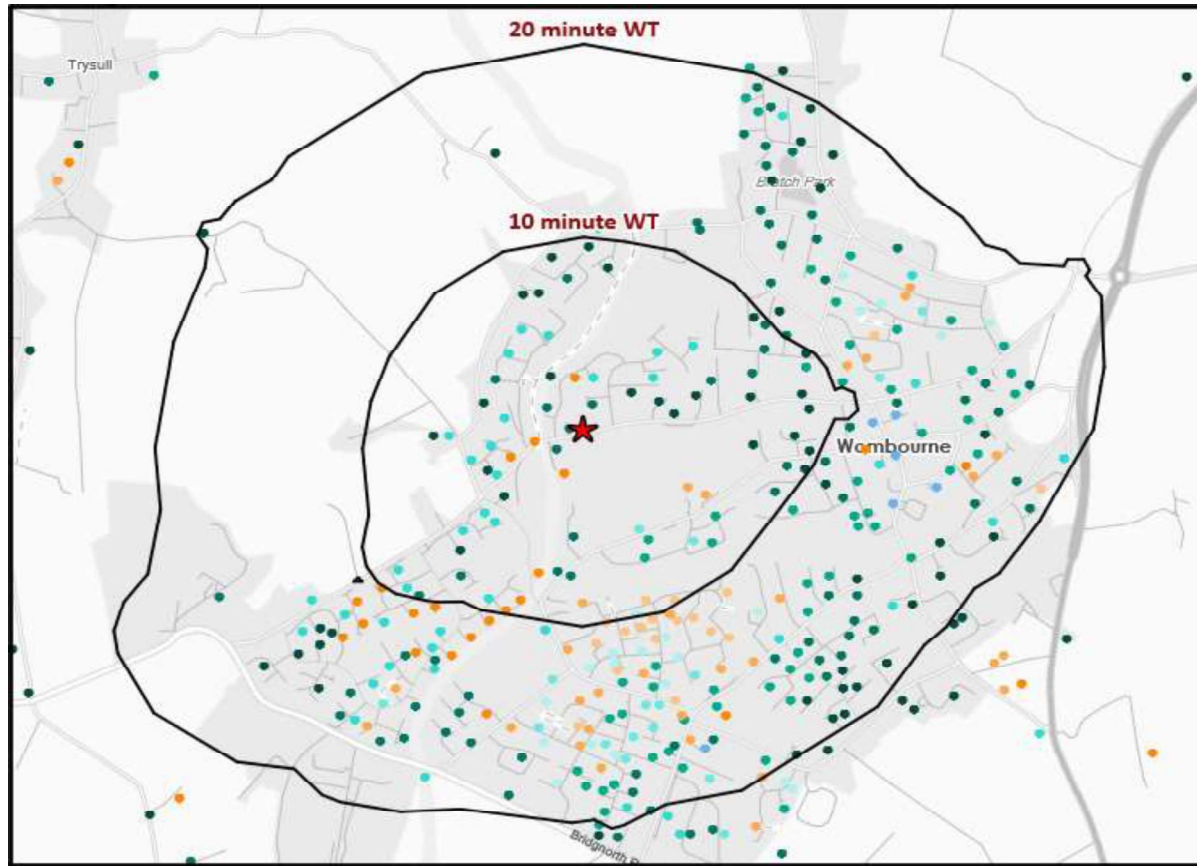


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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 Adult - Showing I Care	0	0	19,637	0	0	72
Young Adult - Showing I'm Cool	0	109	28,150	0	11	101
Midlife - Young Kids	356	2,165	104,314	45	67	109
Midlife - Carefree	841	2,630	68,461	159	121	107
Mature	1,318	5,445	79,400	187	188	93
Not Private Households	0	0	3,765	0	0	86
Total	2,515	10,349	303,727			



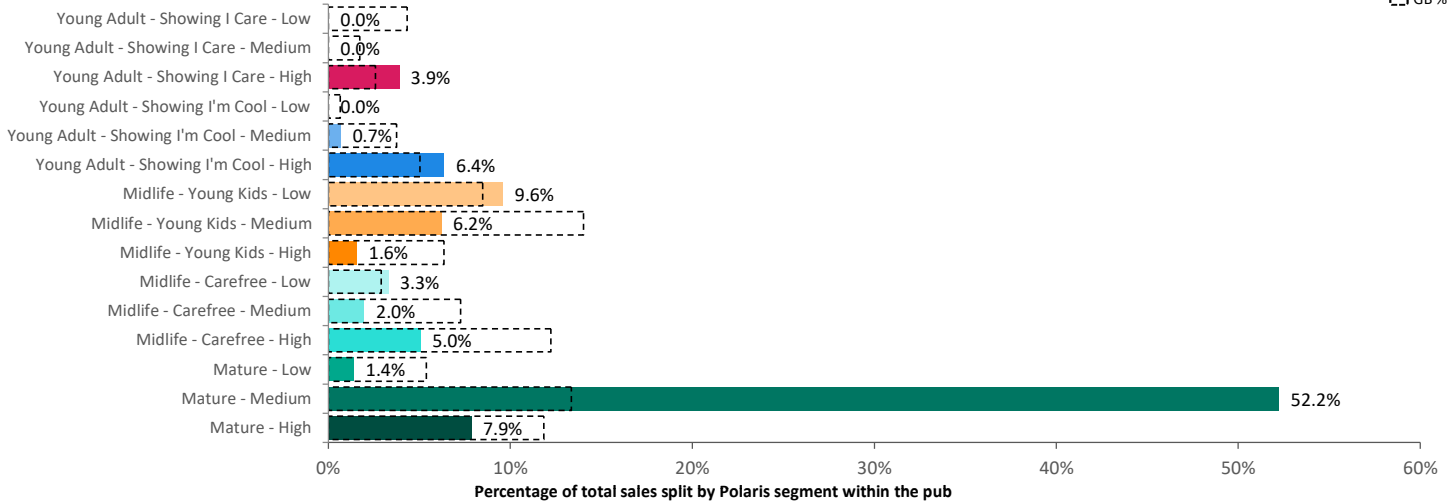
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

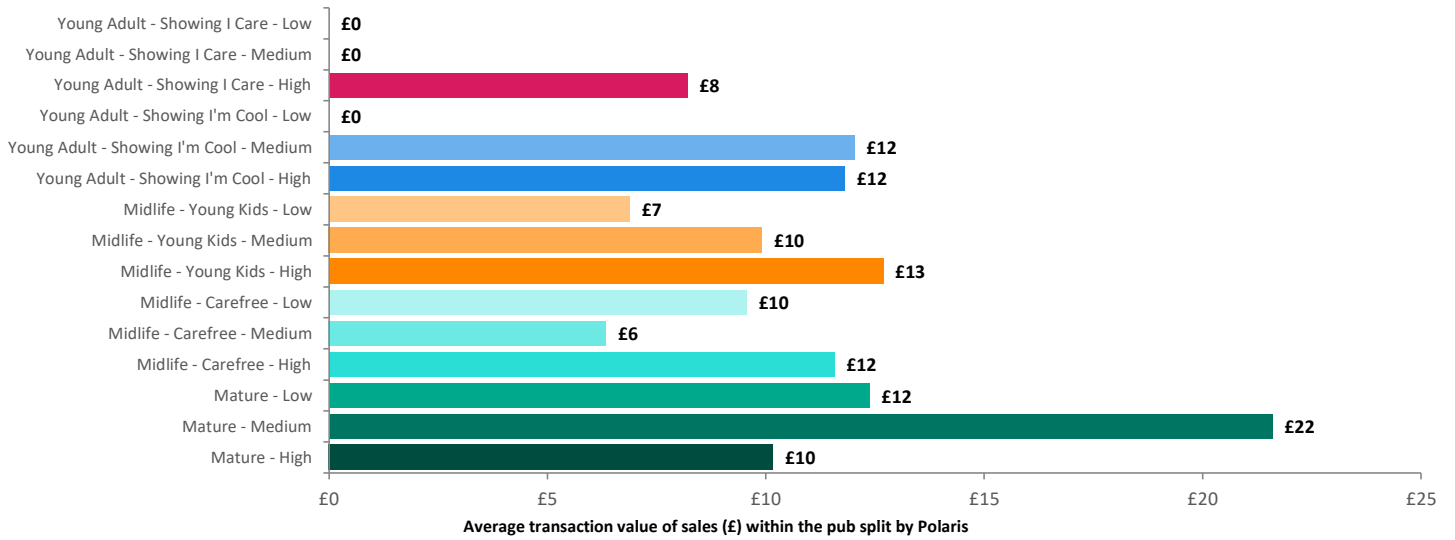
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	4,024	0	0	32
Medium	0	0	153	0	0	4
High	0	0	15,460	0	0	151
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	109	12,973	0	28	116
High	0	0	15,177	0	0	112
Midlife - Young Kids						
Low	0	653	37,180	0	57	110
Medium	100	1,025	56,867	27	66	126
High	256	487	10,267	189	87	63
Midlife - Carefree						
Low	0	593	18,602	0	169	180
Medium	62	390	32,346	37	56	159
High	779	1,647	17,513	284	146	53
Mature						
Low	265	1,281	20,643	177	209	114
Medium	542	2,237	40,010	170	171	104
High	511	1,927	18,747	217	198	66
Not Private Households	0	0	3,765	0	0	86
Total	2,515	10,349	303,727			

Spend by Polaris

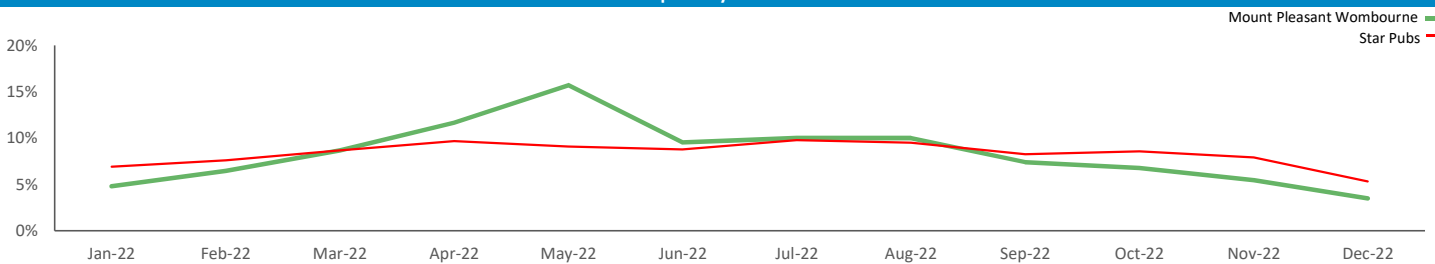
GB %



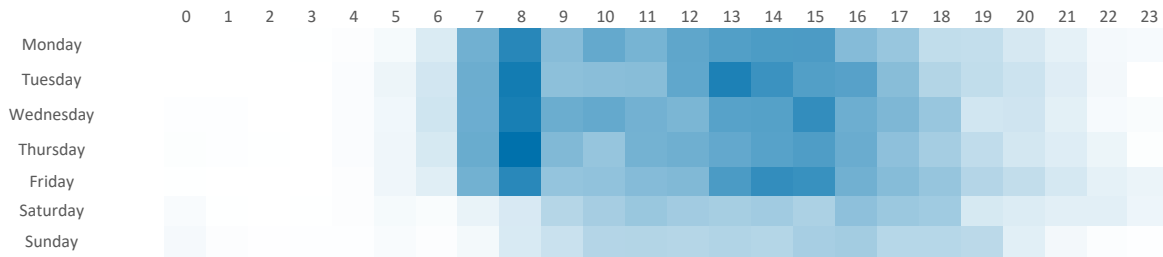
Average Transaction Values (£) by Polaris



Spend by Month

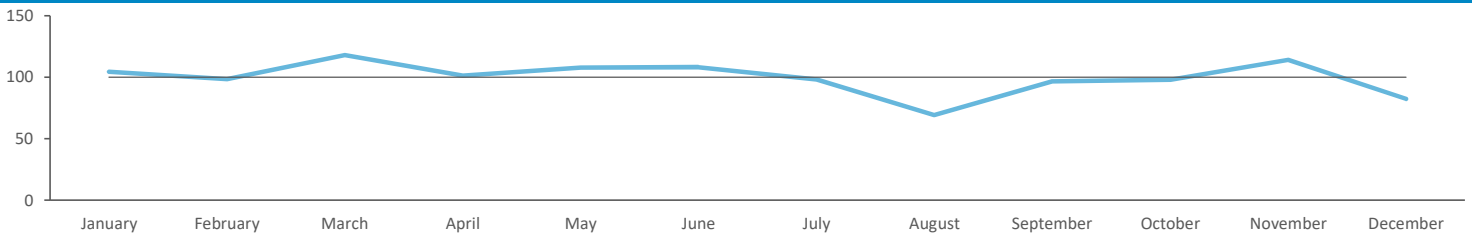


Time of Day/Day of Week



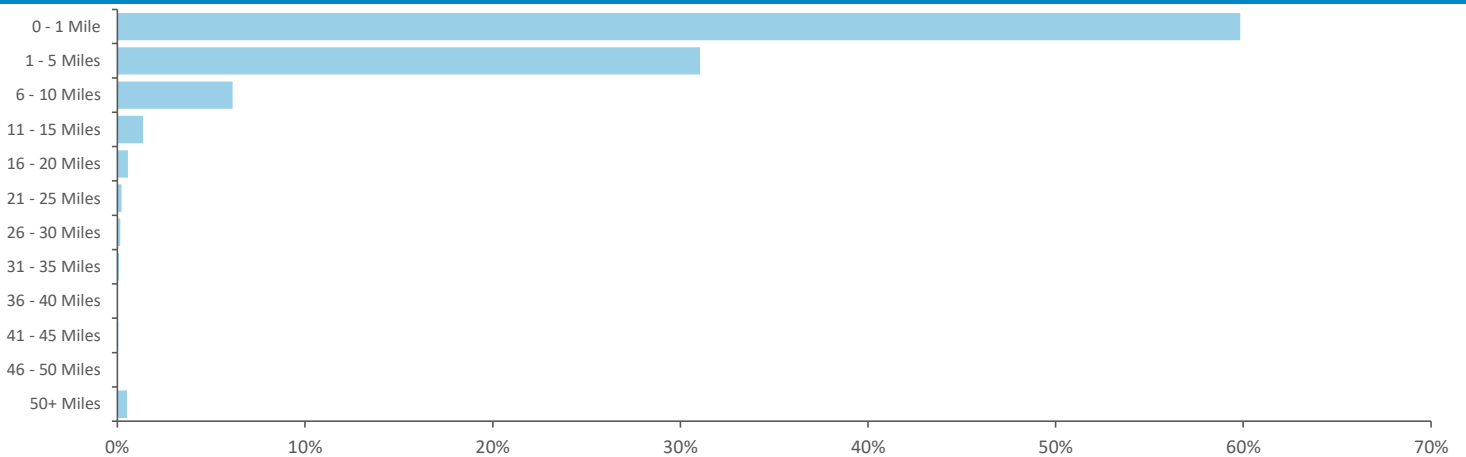
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



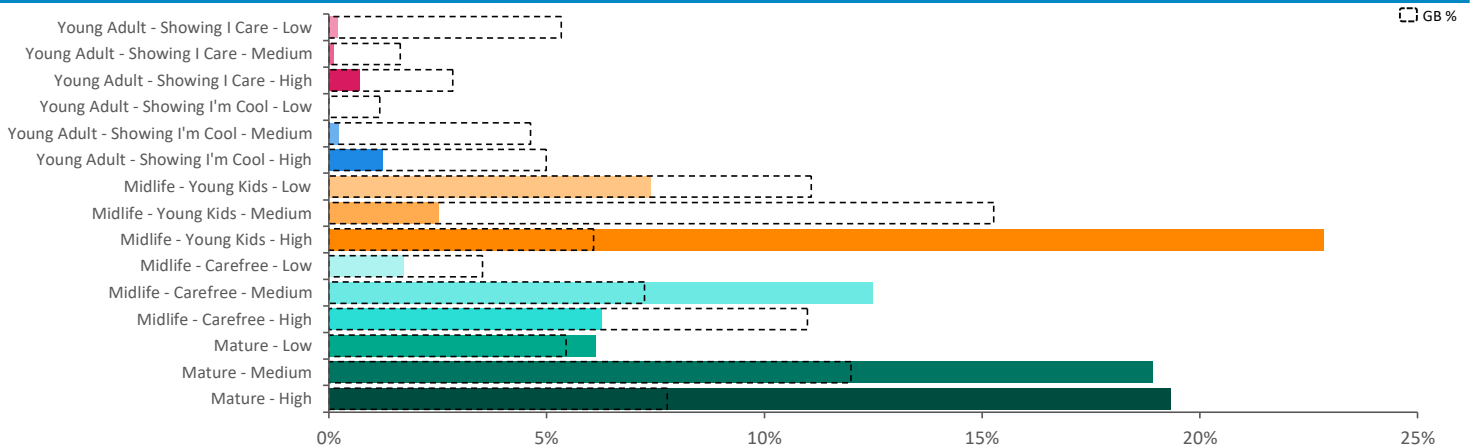
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

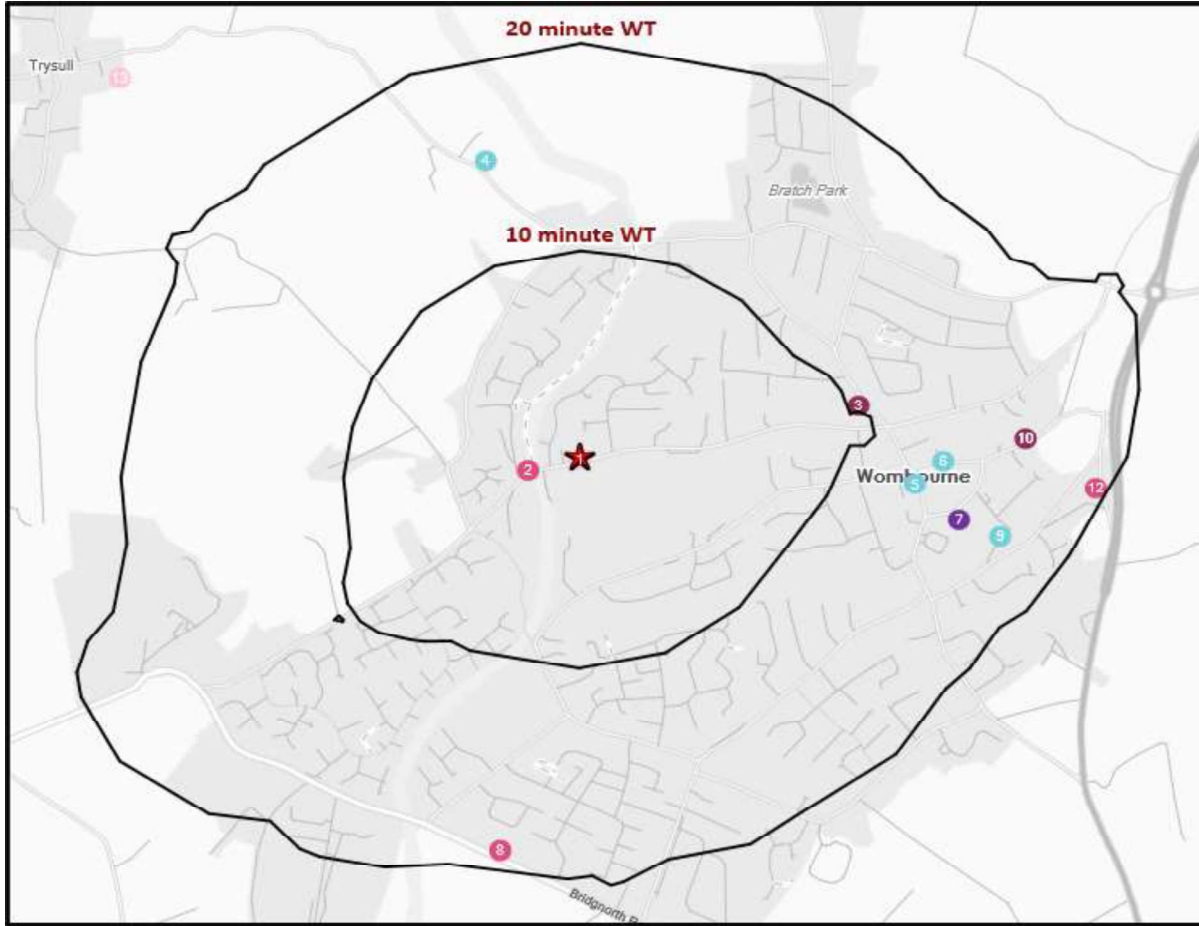


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- Pub Sites
- 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

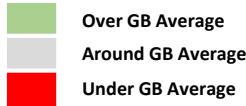
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Mount Pleasant	WV 5 8BP	Star Pubs & Bars	GPGF	0.0
2	Round Oak	WV 5 8BU	Marston's	Family Pub Dining	0.1
3	New Inn	WV 5 9EY	Marston's	Premium Local	0.5
4	Finchfield Hockey Club	WV 5 8DQ	Independent Free	Clubland	0.6
5	Wombourne & District Working Mens Club	WV 5 9JB	Independent Free	Clubland	0.6
6	Wombourne Cricket Bowling And Tennis Club	WV 5 9EZ	Independent Free	Clubland	0.6
7	Wombourne Tandoori Restaurant	WV 5 9DN	Independent Free	Restaurants	0.6
8	Waggon & Horses	WV 5 0AQ	Marston's	Family Pub Dining	0.7
9	Wombourn Social Club	WV 5 0LE	Independent Free	Clubland	0.7
10	Vine	WV 5 9DT	Mitchells & Butlers	GPGF	0.7
10	Old Bush	WV 5 9DT	Marston's	Premium Local	0.7
12	Red Lion	WV 5 0JJ	*Other Small Retail Groups	Family Pub Dining	0.9
13	Bell Inn	WV 5 7JB	Holdens	GPGF	1.0

Per Pub Analysis - Mount Pleasant Wombourne



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,515	10,349	303,272
Number of Competition Pubs	3	11	362
Adults 18+ per Competition Pub	838	941	839

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	159	6.3%	62
Circuit Bar	33	1.3%	36
Community Pub	398	15.8%	91
Craft Led	6	0.2%	7
Great Pub Great Food	780	31.0%	162
High Street Pub	351	14.0%	81
Premium Local	727	28.9%	165

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	576	5.6%	55
Circuit Bar	244	2.4%	64
Community Pub	1,948	18.8%	108
Craft Led	75	0.7%	23
Great Pub Great Food	2,358	22.8%	119
High Street Pub	1,775	17.1%	99
Premium Local	2,391	23.1%	132

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	31,795	10.5%	103
Circuit Bar	11,151	3.7%	100
Community Pub	51,633	17.0%	98
Craft Led	10,494	3.5%	109
Great Pub Great Food	48,553	16.0%	83
High Street Pub	51,563	17.0%	98
Premium Local	43,825	14.4%	82

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p>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</p>																		
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																		
Around GB Average	Index value is between 80 - 120																		
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.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #4f4f4f; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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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 6 categories, 18 groups and 62 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.																			