

Catchment Summary - Stumble Inn Sunderland

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

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

*WT= Walktime, **DT= Drivetime

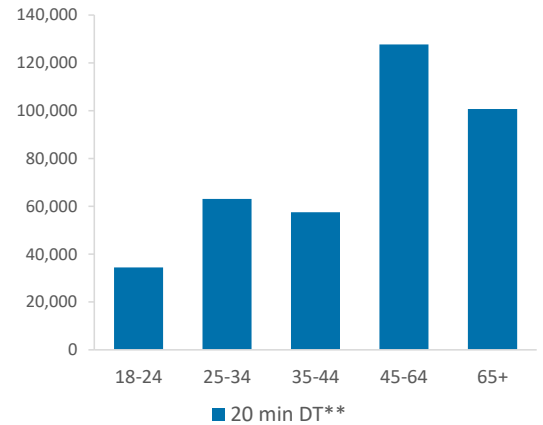
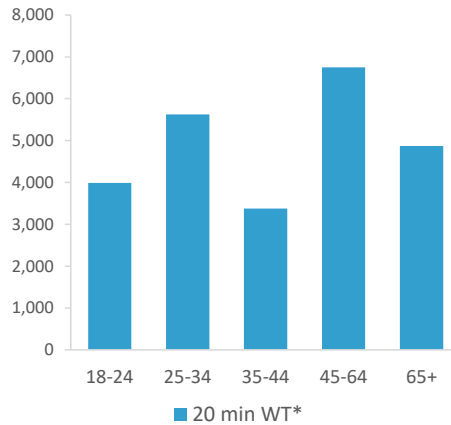
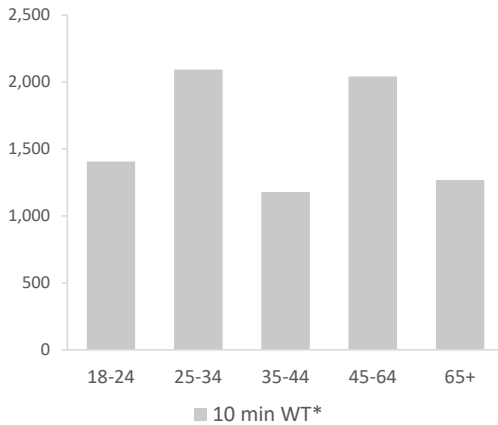
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	9,955	29,819	478,497	188	205	126
Adults 18+	7,989	24,608	383,559	184	138	128
Competition Pubs	34	78	460	227	244	127
Adults 18+ per Competition Pub	235	315	834	28	38	101
% Adults Likely to Drink	81.1%	81.5%	81.0%	98	99	98

Population & Adults 18+ index is based on all pubs

Affluence	Low	14.9%	20.2%	46.4%	58	79	181
	Medium	52.6%	52.5%	36.5%	134	133	93
	High	29.8%	23.9%	15.7%	89	71	47

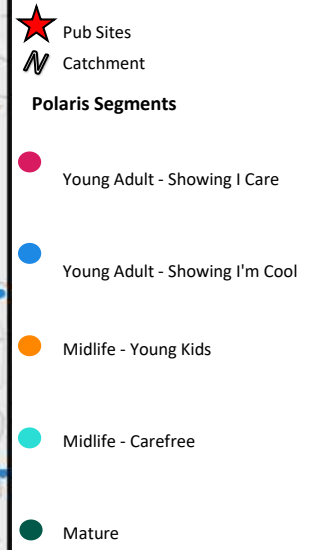
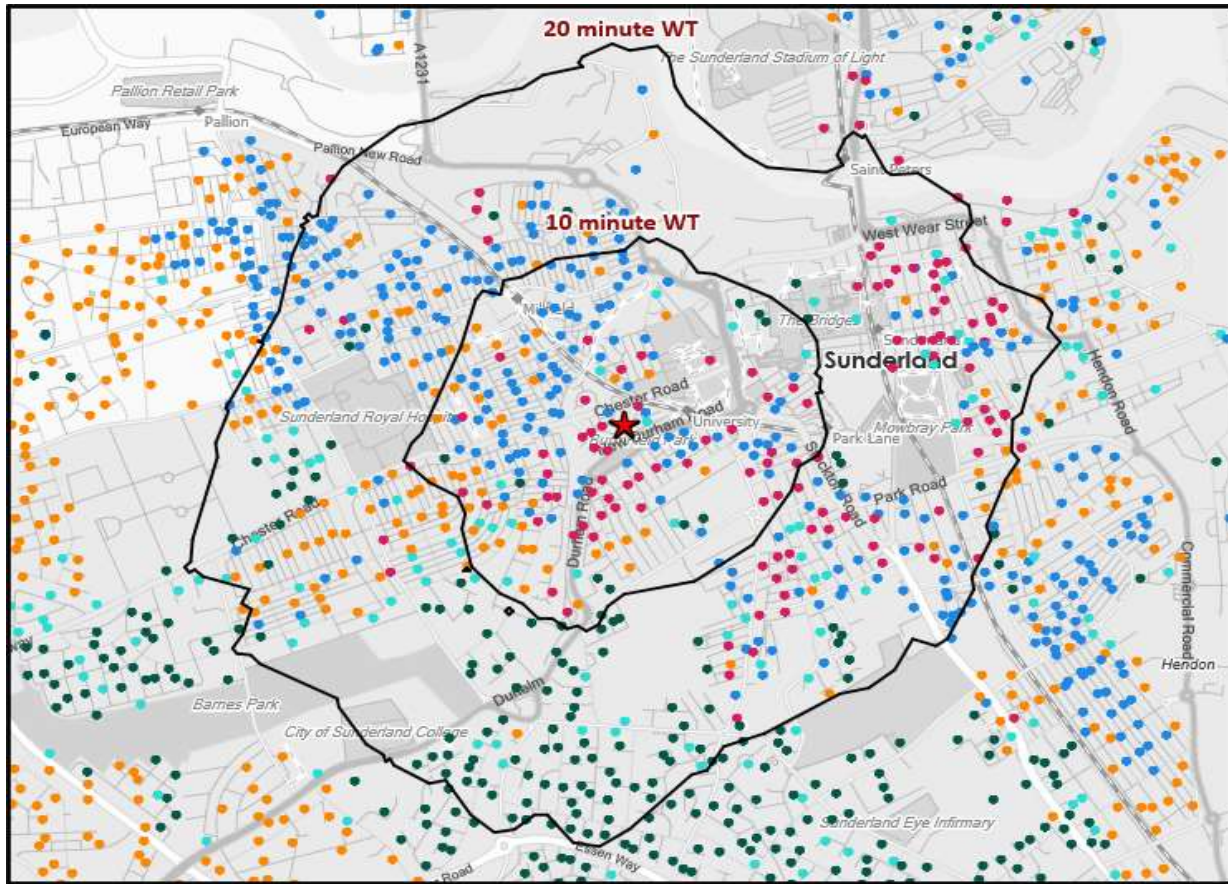
*Affluence does not include Not Private Households

Age Profile	18-24	1,407	3,987	34,487	174	165	89
	25-34	2,093	5,624	63,147	158	142	99
	35-44	1,179	3,375	57,523	92	88	93
	45-64	2,041	6,750	127,671	80	89	104
	65+	1,269	4,872	100,731	67	85	110



	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	5,361 (54%)	15,603 (52%)	232,726 (49%)	109	106	98
	Female	4,594 (46%)	14,216 (48%)	245,771 (51%)	91	94	102
Economic Status (16-74)	Employed: Full-time	2,601 (34%)	8,515 (37%)	135,053 (39%)	81	88	93
	Employed: Part-time	872 (11%)	2,639 (11%)	47,572 (14%)	87	88	105
	Self employed	530 (7%)	1,481 (6%)	18,234 (5%)	72	67	55
	Unemployed	252 (3%)	726 (3%)	12,247 (4%)	138	132	148
	Retired	672 (9%)	2,671 (12%)	57,605 (17%)	63	84	120
	Other	2,764 (36%)	7,120 (31%)	77,114 (22%)	182	156	112
Total Worker Count		6,348	30,197	229,658			

See the Glossary page for further information on the above variables



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	2,465	5,227	8,796	346	238	26
Young Adult - Showing I'm Cool	2,916	7,226	35,115	397	319	99
Midlife - Young Kids	1,698	5,283	176,808	68	68	147
Midlife - Carefree	466	2,865	72,922	28	55	90
Mature	224	3,186	84,741	10	46	79
Not Private Households	220	821	5,177	192	232	94
Total	7,989	24,608	383,559			

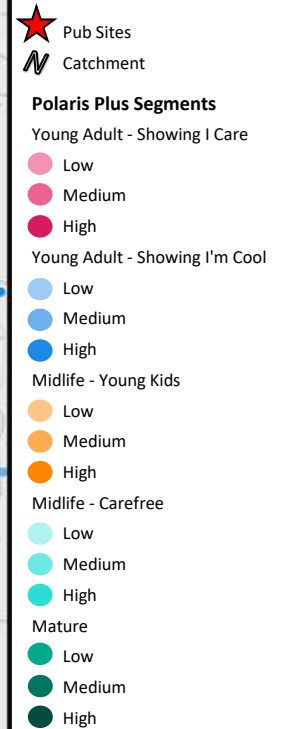
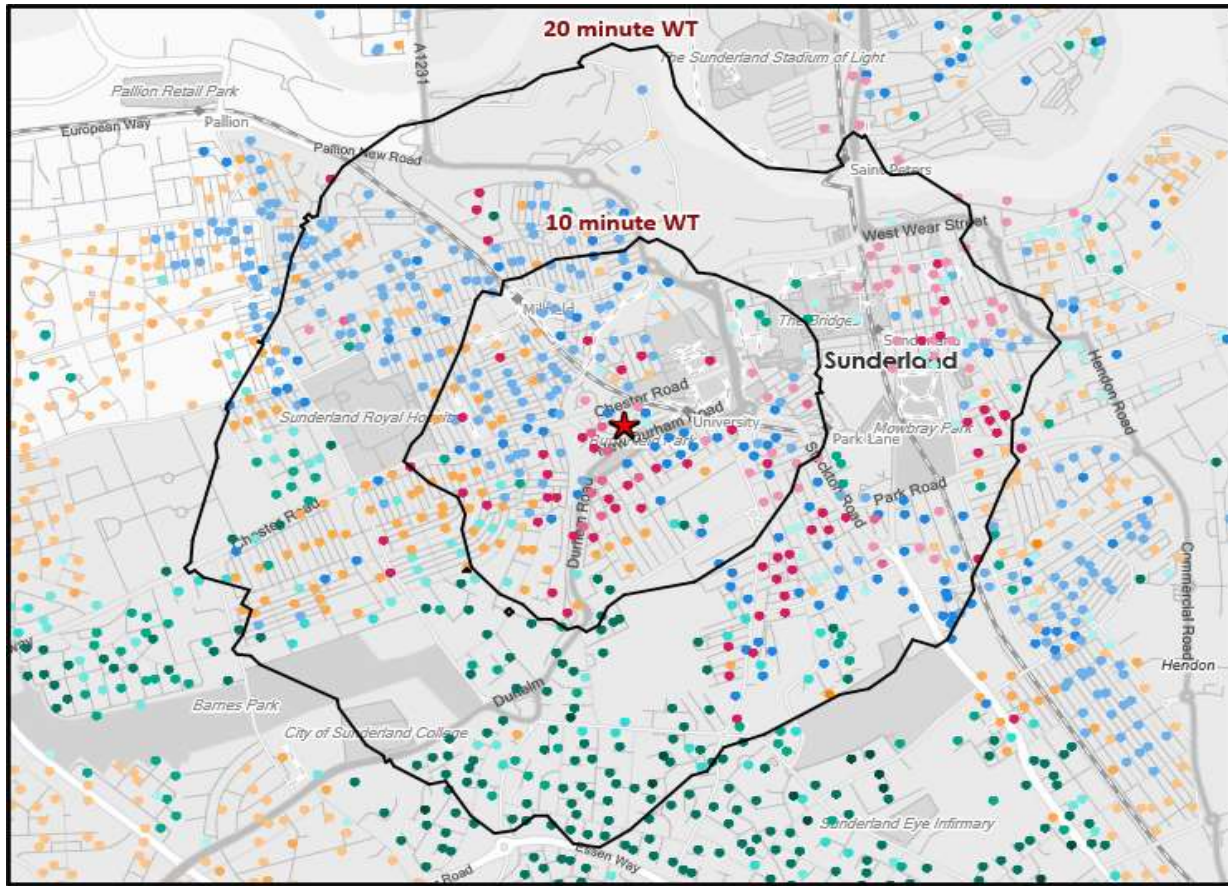
Polaris Summary - Stumble Inn Sunderland



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



 Pub Sites



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	683	2,080	3,093	204	202	19
Medium	541	612	612	497	182	12
High	1,241	2,535	5,091	461	306	39
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,833	4,637	22,650	620	510	160
High	1,083	2,589	12,465	303	235	73
Midlife - Young Kids						
Low	180	536	114,992	20	20	270
Medium	1,518	4,747	47,274	127	129	83
High	0	0	14,542	0	0	70
Midlife - Carefree						
Low	194	1,339	27,360	71	160	210
Medium	215	841	27,938	40	51	108
High	57	685	17,624	7	25	42
Mature						
Low	132	1,019	32,553	28	70	143
Medium	92	2,089	41,542	9	67	86
High	0	78	10,646	0	3	30
Not Private Households	220	821	5,177	192	232	94

Polaris Summary - Stumble Inn Sunderland



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom

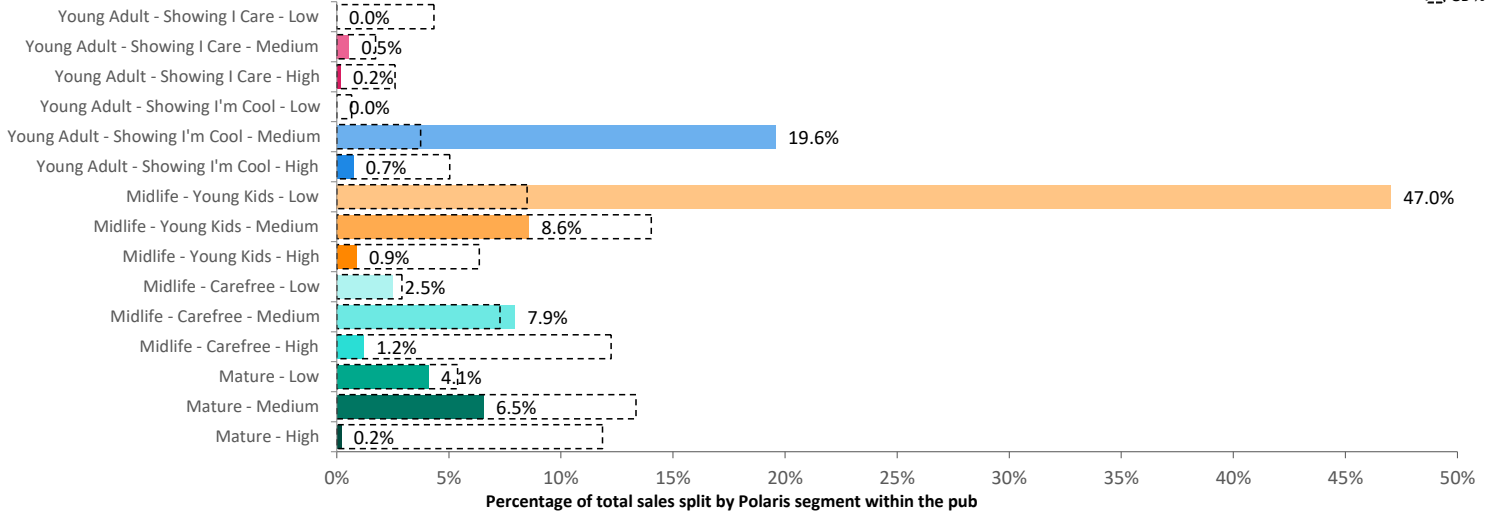


 Pub Sites

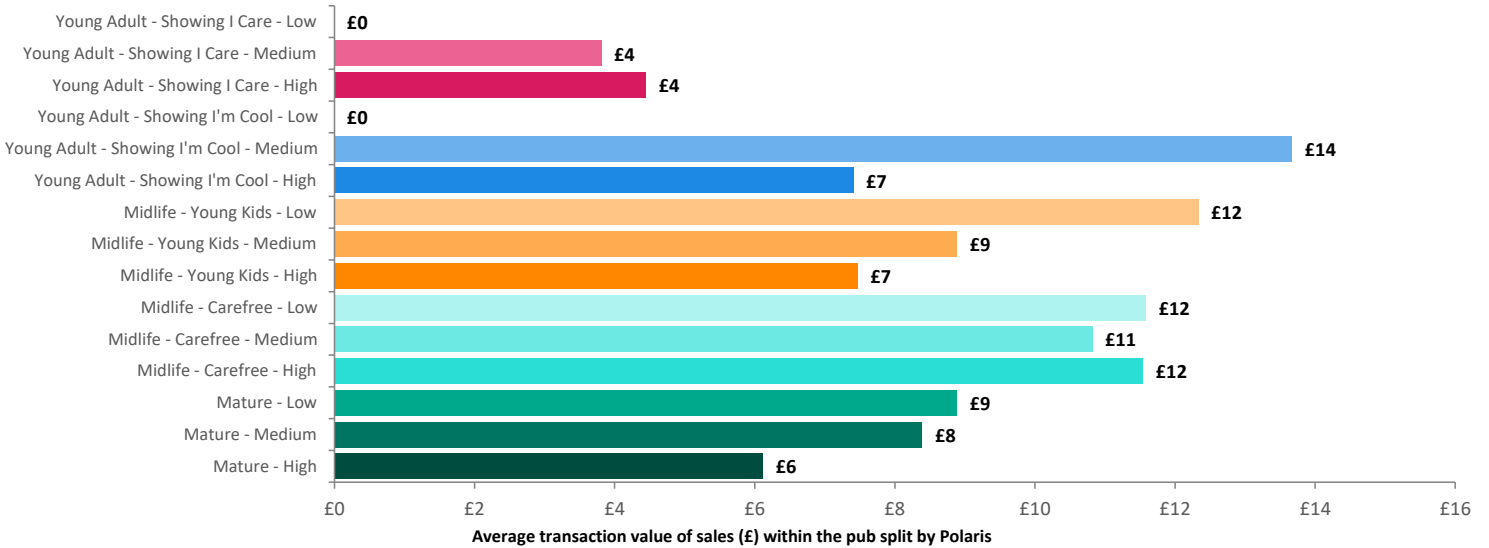
Total	7,989	24,608	383,559
-------	-------	--------	---------

Spend by Polaris

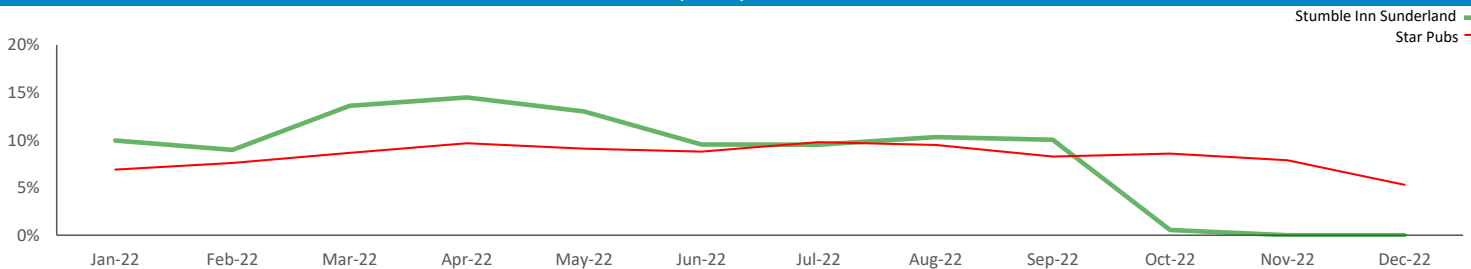
GB %



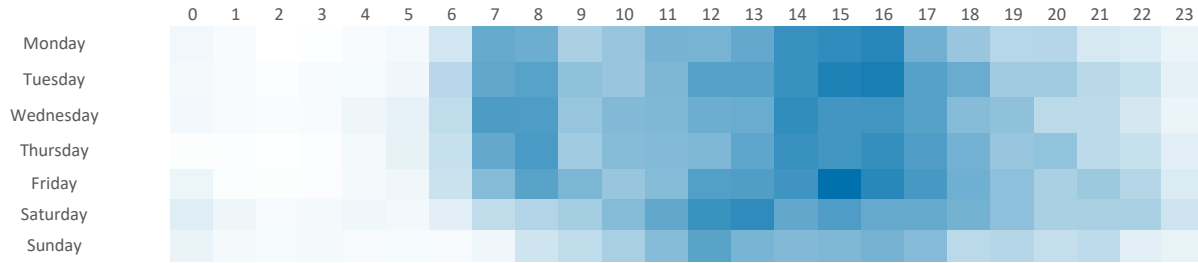
Average Transaction Values (£) by Polaris



Spend by Month

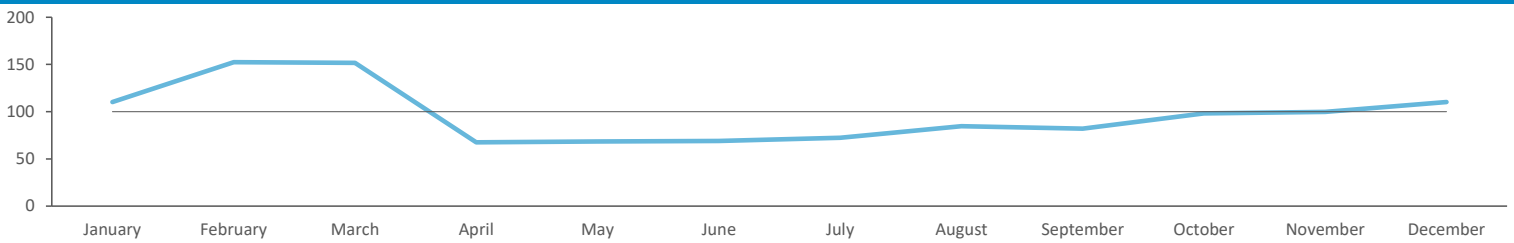


Time of Day/Day of Week



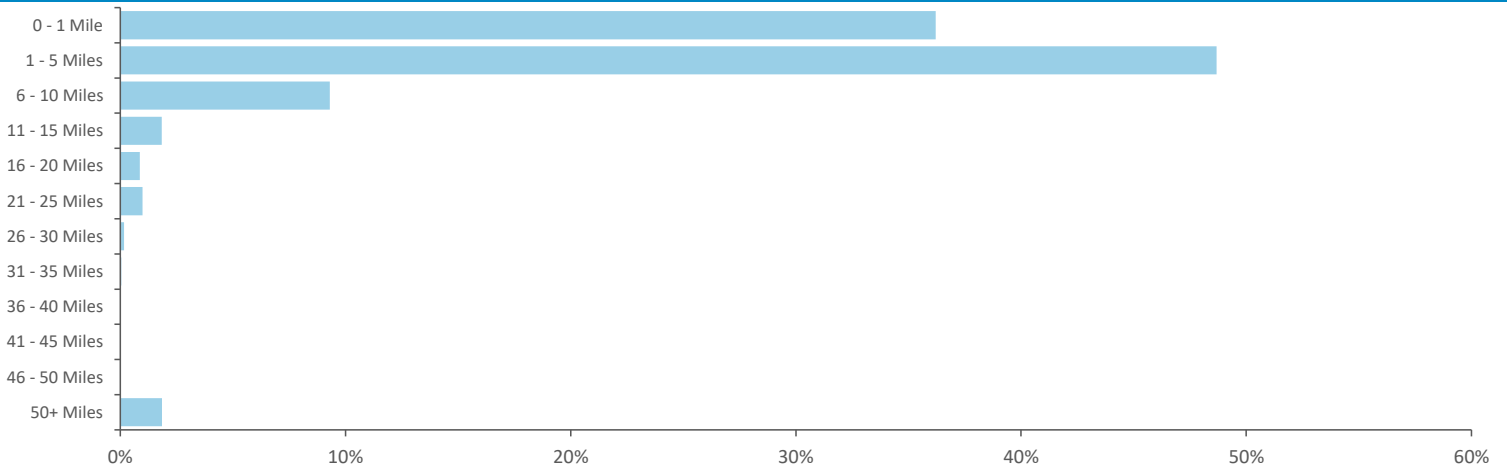
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



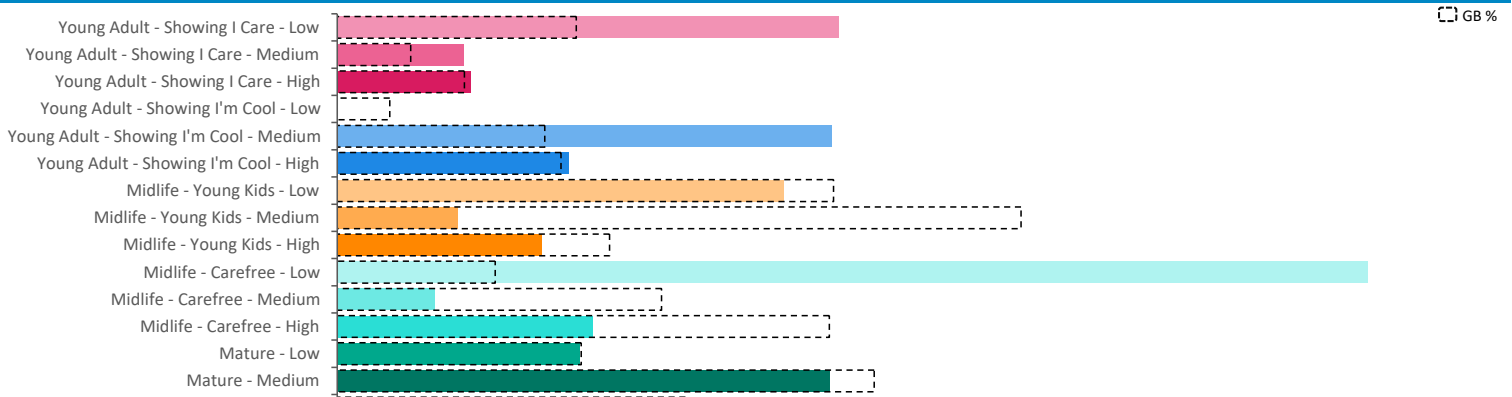
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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



Mobile Data Summary - Stumble Inn Sunderland

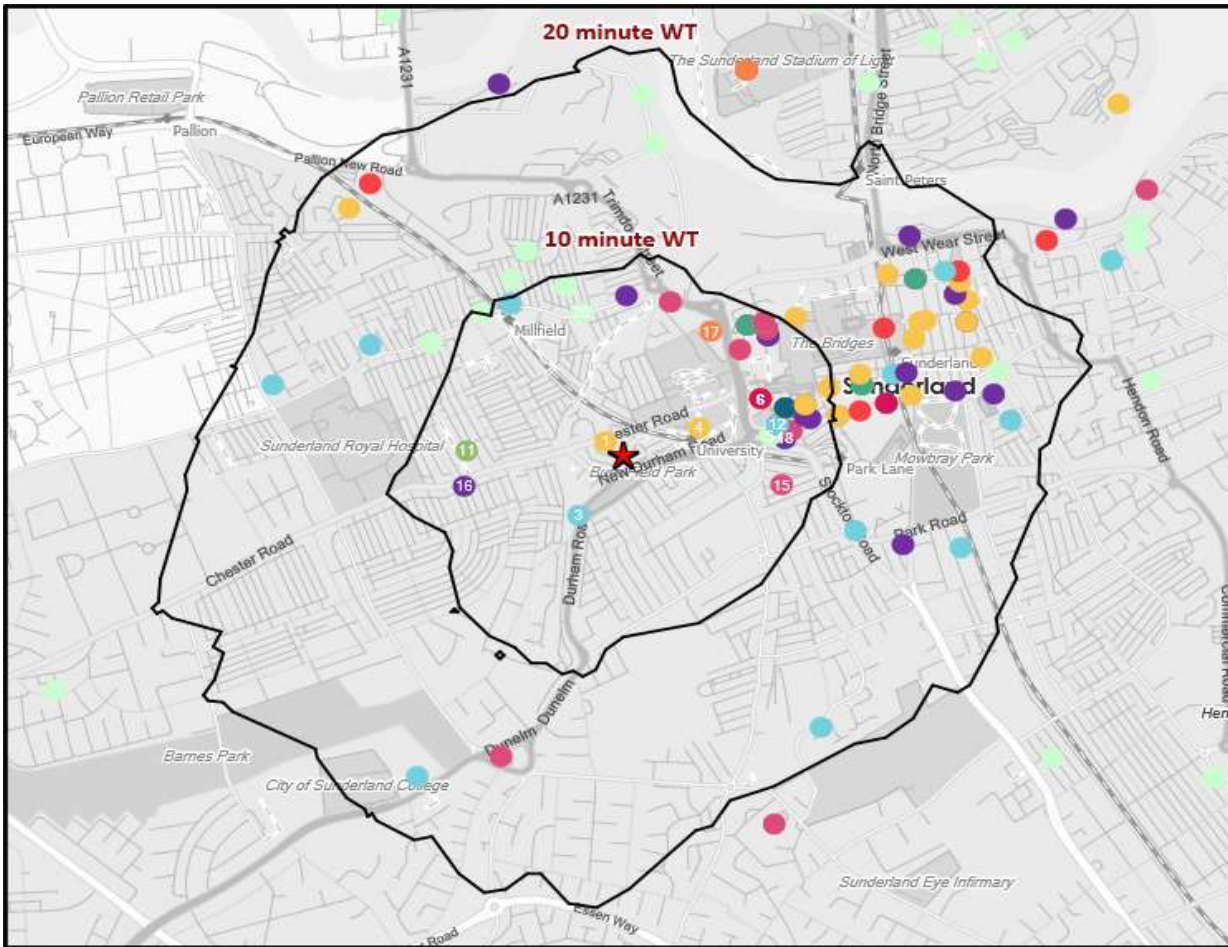


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



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	Stumble Inn	SR 2 7PR	Star Pubs & Bars	Community Pub	0.1
1	Sunderland Drama Club	SR 2 7PR	Independent Free	High Street Pub	0.1
3	Better Bodies Fitness Centre	SR 2 7PD	Independent Free	Clubland	0.1
4	University of Sunderland	SR 2 7PT	Independent Free	High Street Pub	0.2
5	Ps & Qs	SR 1 3NQ	Independent Free	Community Pub	0.3
6	Fitzgeralds	SR 1 3PZ	Ladhar Leisure	Family Pub Dining	0.3
6	Hidden Bar	SR 1 3PZ	Independent Free	High Street Pub	0.3
6	Terrace	SR 1 3PZ	Independent Free	High Street Pub	0.3
6	Life Of Riley	SR 1 3PZ	*Other Small Retail Groups	High Street Pub	0.3
6	Trilogy Nightclub	SR 1 3PZ	Independent Free	Night Club	0.3
11	Chesters	SR 4 7DR	Stonegate Pub Company	Circuit Bar	0.3
12	Cooper Rose	SR 1 3NG	Wetherspoons GB	High Street Pub	0.3
12	Marcellos	SR 1 3NG	Independent Free	Restaurants	0.3
12	Sunderland National Res Club	SR 1 3NG	Independent Free	Clubland	0.3
15	Ivy House	SR 2 7AW	Independent Free	Family Pub Dining	0.3
16	San Marino	SR 4 7HS	Independent Free	Restaurants	0.3
17	Premier Inn	SR 1 3QD	Whitbread	Hotel	0.3
18	Royal Artillery Association Club	SR 1 3NH	Independent Free	Clubland	0.3
18	Roma Restaurant	SR 1 3NH	Independent Free	Restaurants	0.3
20	Oddies	SR 4 7AB	*Other Small Retail Groups	Community Pub	0.3