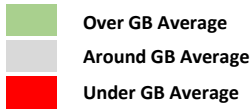


Catchment Summary - Mount Pleasant Wombourne

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*WT= Walktime, **DT= Drivetime

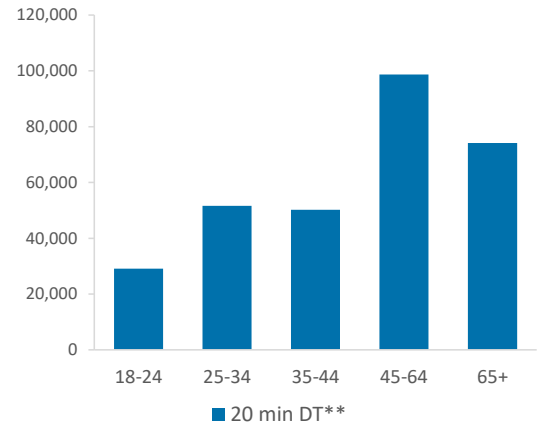
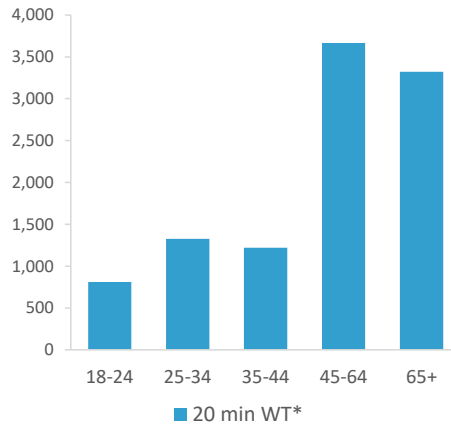
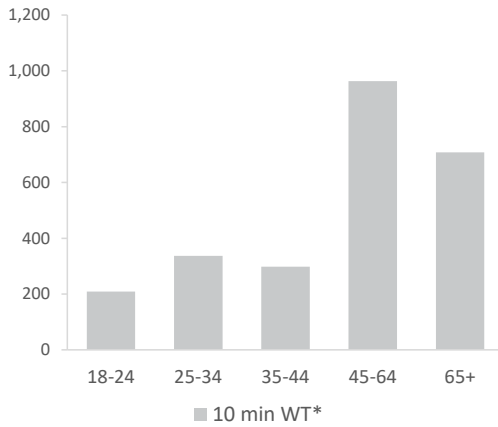
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,045	12,651	391,222	58	87	103
Adults 18+	2,515	10,349	303,727	58	58	102
Competition Pubs	3	11	362	20	34	100
Adults 18+ per Competition Pub	838	941	839	102	114	102
% Adults Likely to Drink	85.0%	83.6%	81.0%	103	101	98

Population & Adults 18+ index is based on all pubs

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

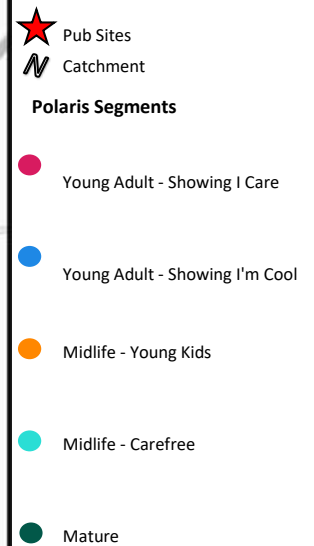
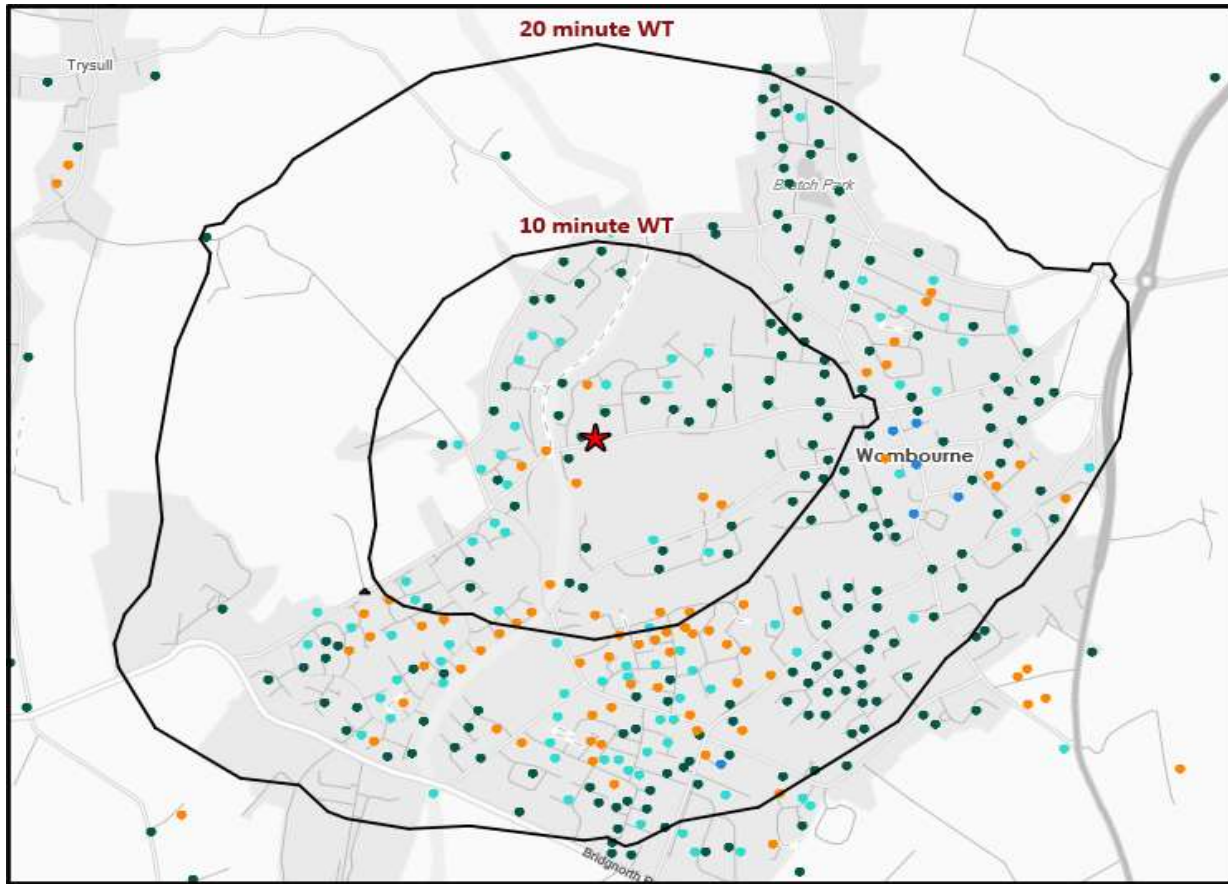
*Affluence does not include Not Private Households

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



	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 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			

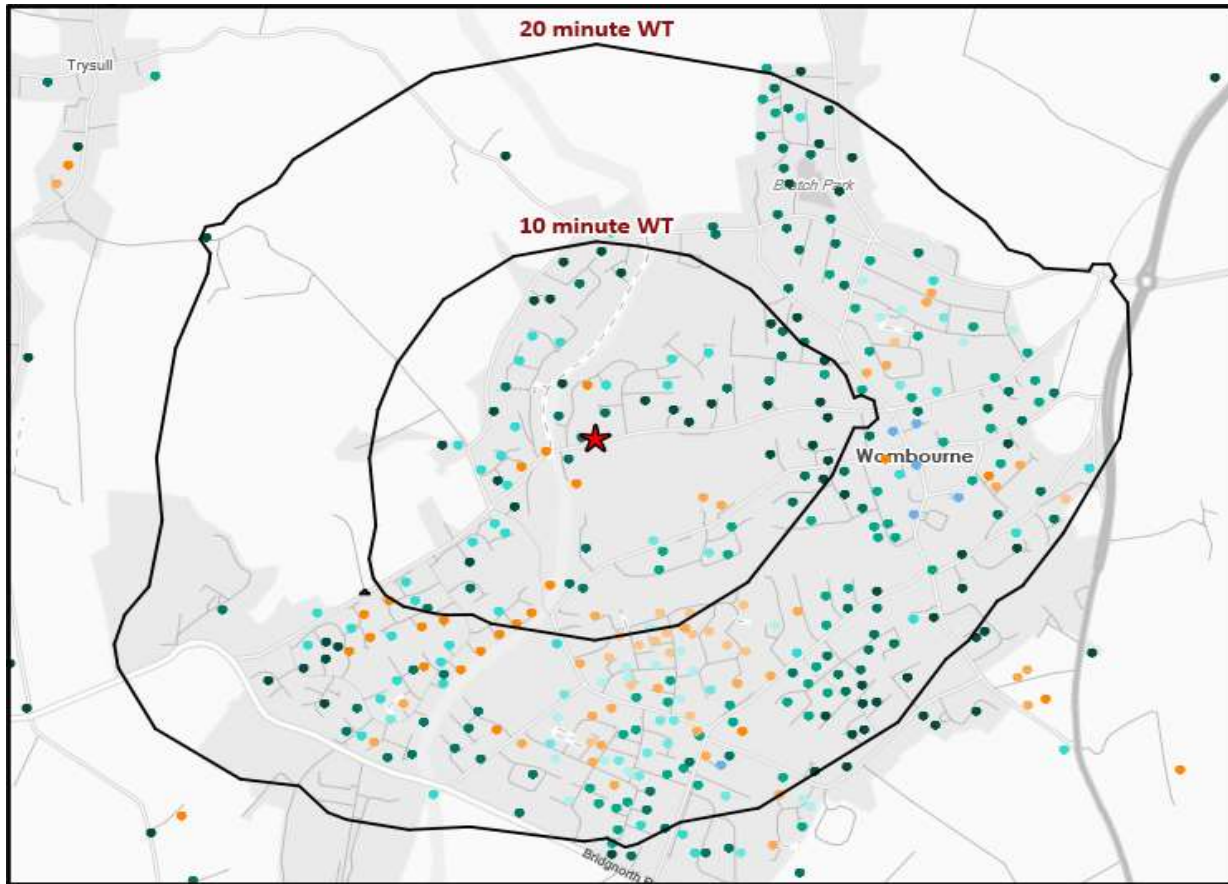
Polaris Summary - Mount Pleasant Wombourne



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 Pub Sites



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

Polaris Plus Profile by Catchment

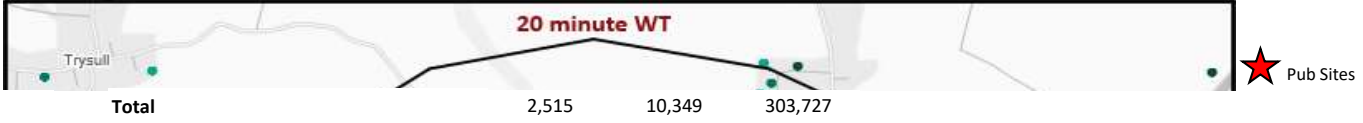
*WT= Walktime, **DT= Drivetime

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

Polaris Summary - Mount Pleasant Wombourne

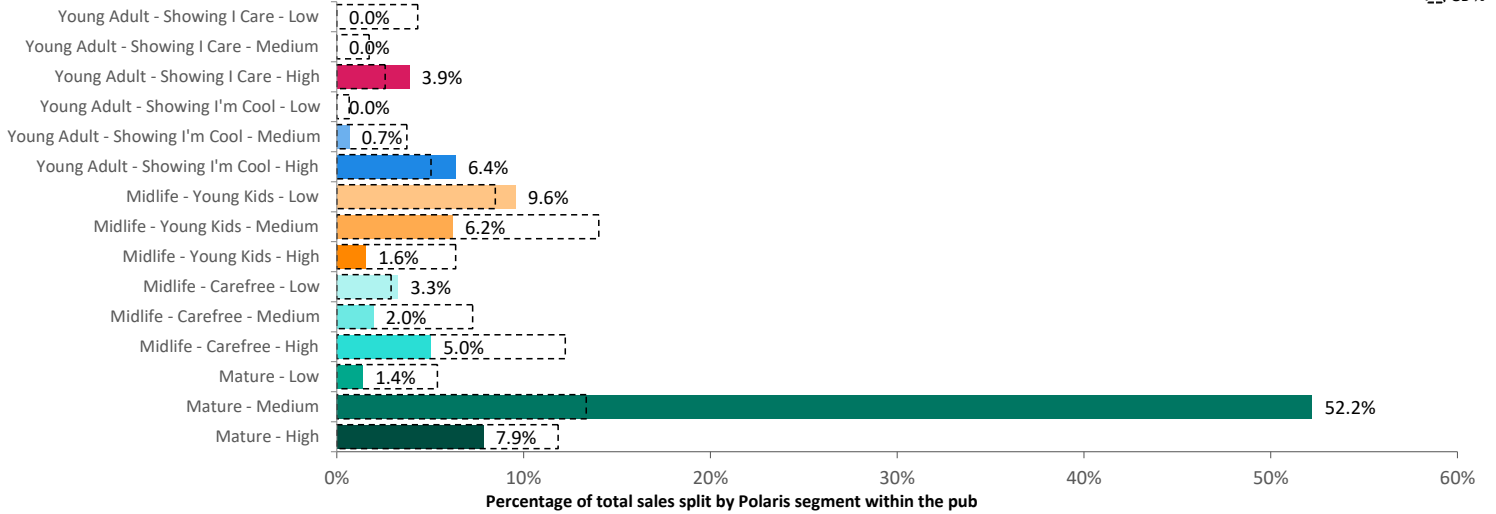


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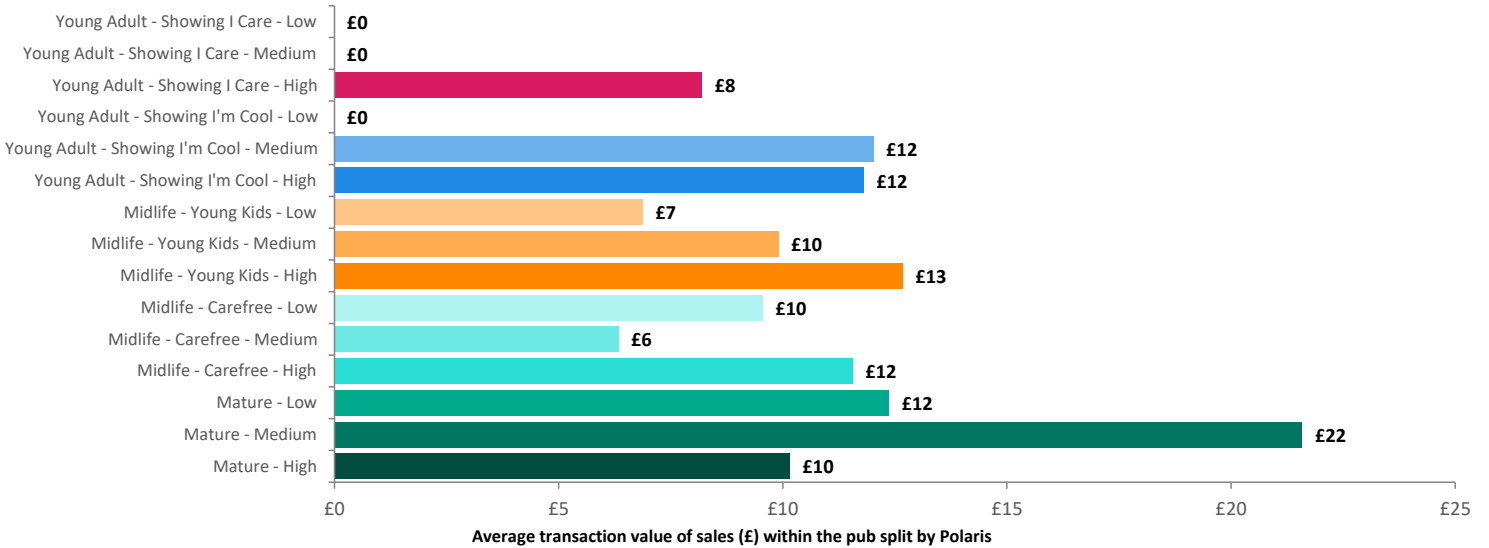


Spend by Polaris

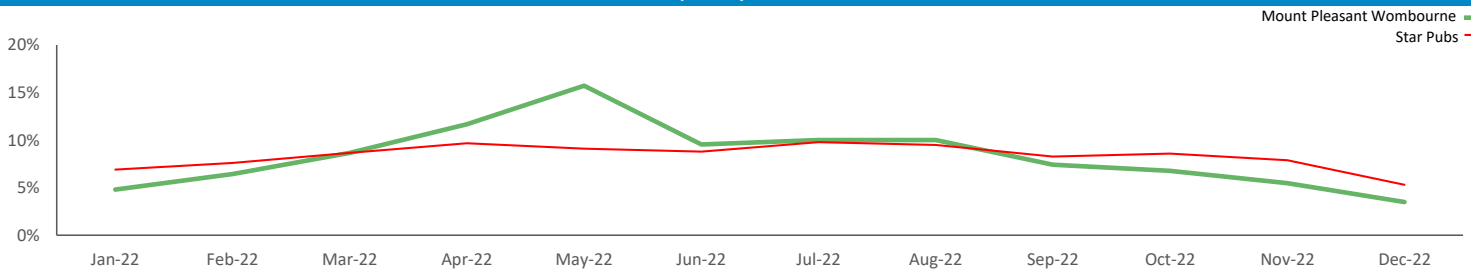
GB %



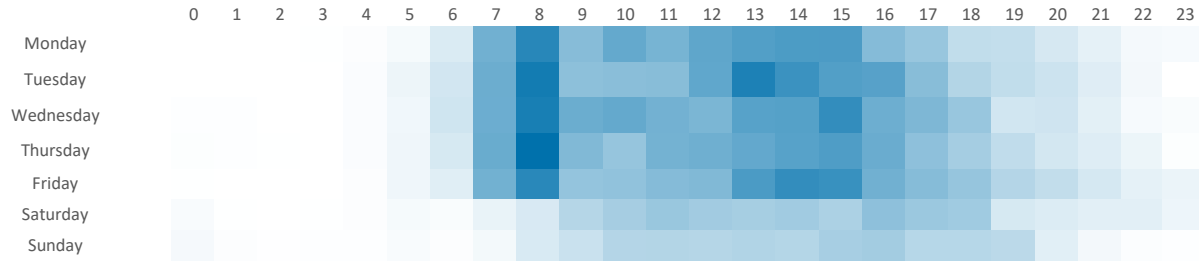
Average Transaction Values (£) by Polaris



Spend by Month

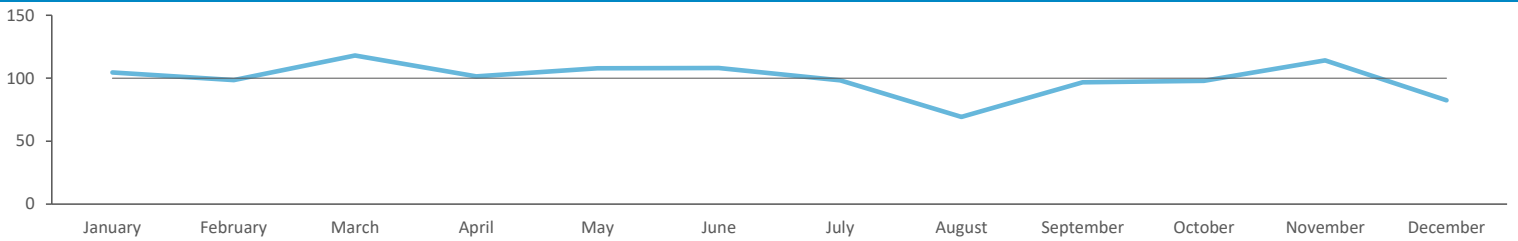


Time of Day/Day of Week



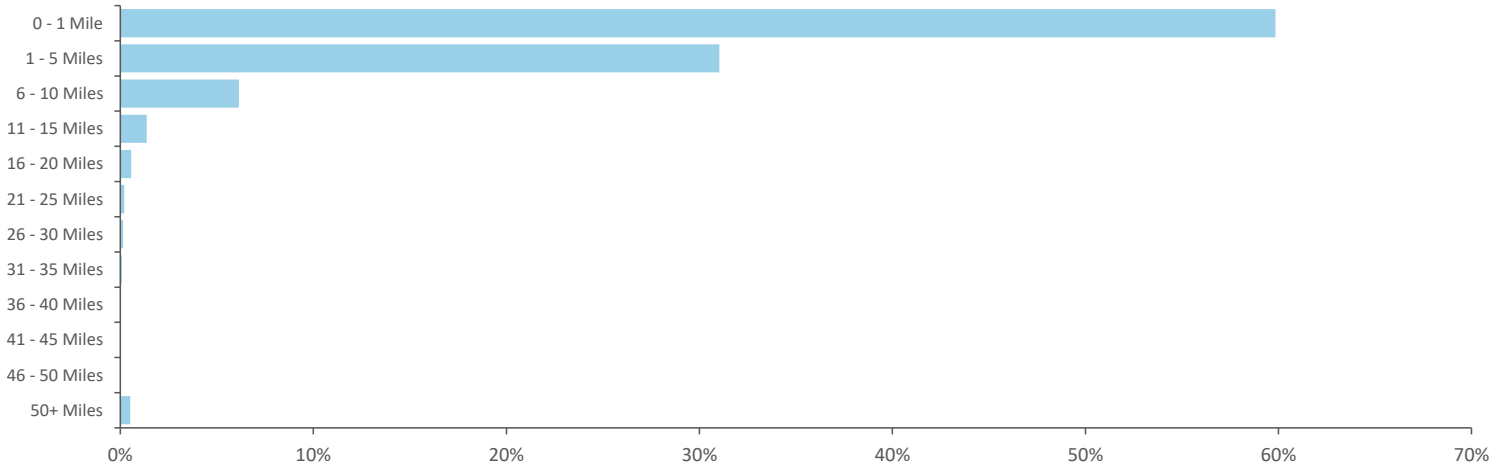
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



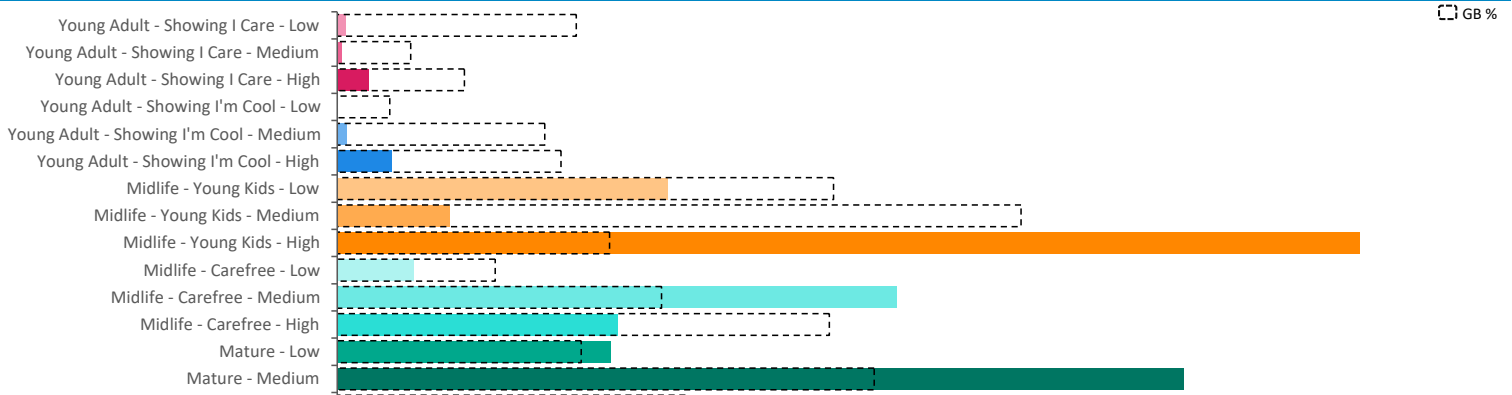
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Mount Pleasant Wombourne

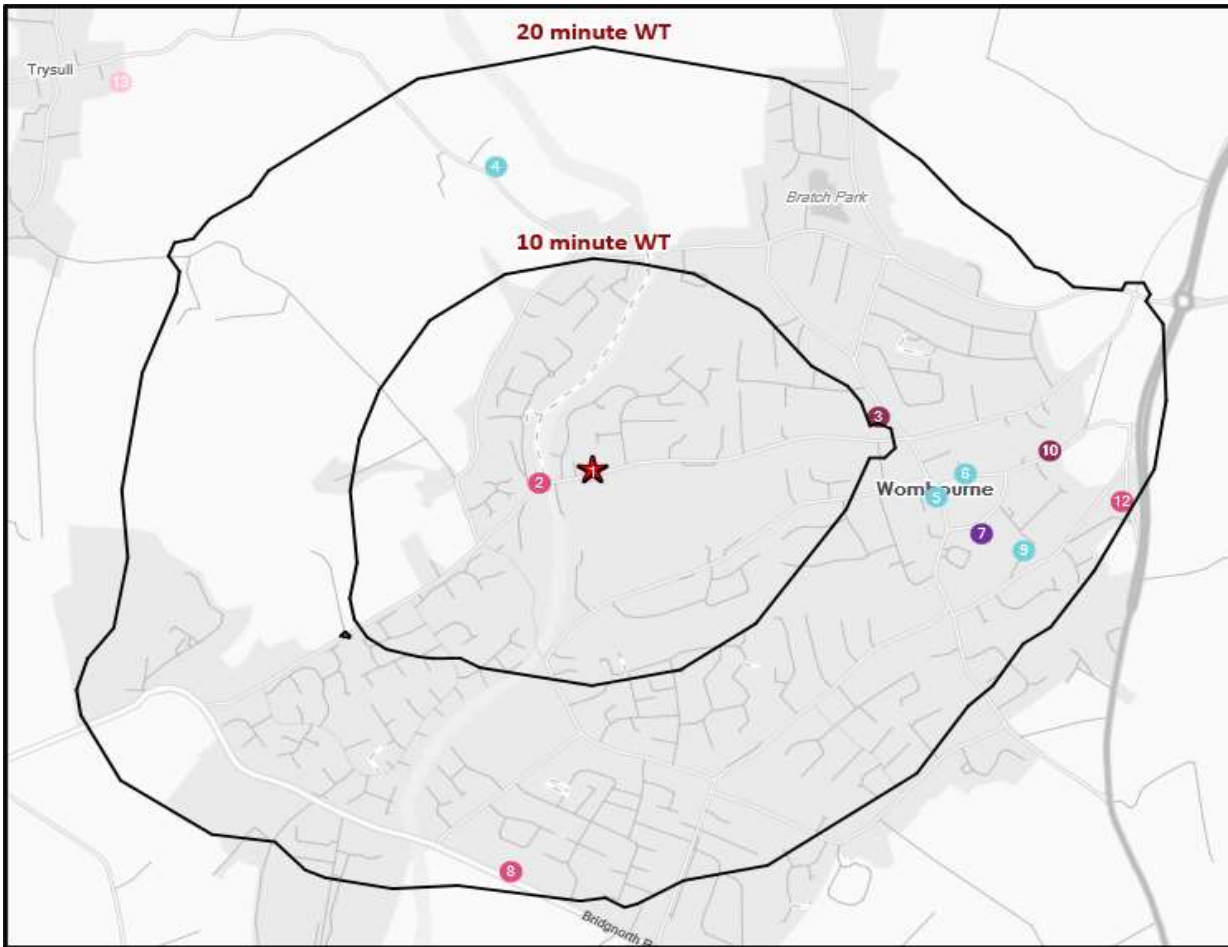


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Time of Day/Day of Week



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	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