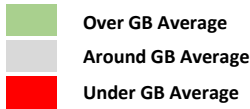


Catchment Summary - Cuiken Inn Penicuik



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*WT= Walktime, **DT= Drivetime

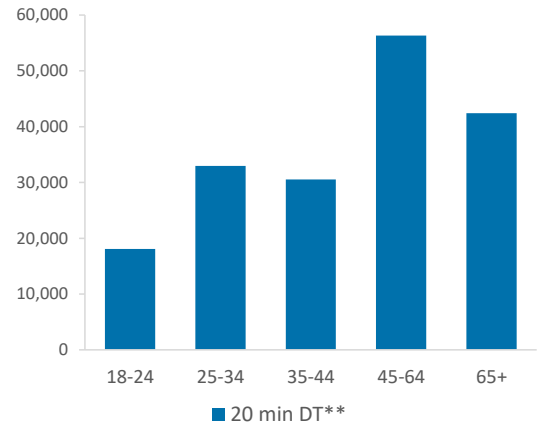
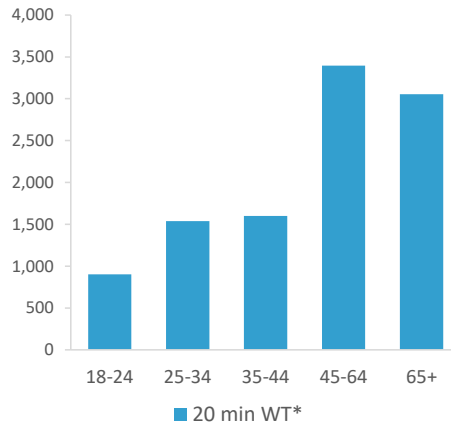
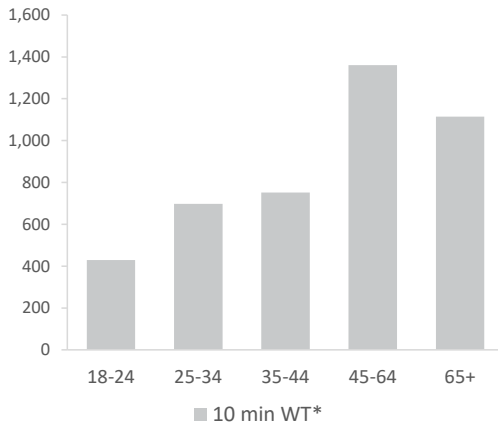
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	5,544	12,926	225,096	105	89	59
Adults 18+	4,355	10,492	180,320	100	59	60
Competition Pubs	5	13	144	33	41	40
Adults 18+ per Competition Pub	871	807	1,252	105	98	152
% Adults Likely to Drink	80.6%	82.1%	83.6%	98	100	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	38.0%	28.5%	27.0%	148	111	105
	Medium	55.5%	48.4%	27.2%	141	123	69
	High	6.2%	21.6%	43.8%	18	64	131

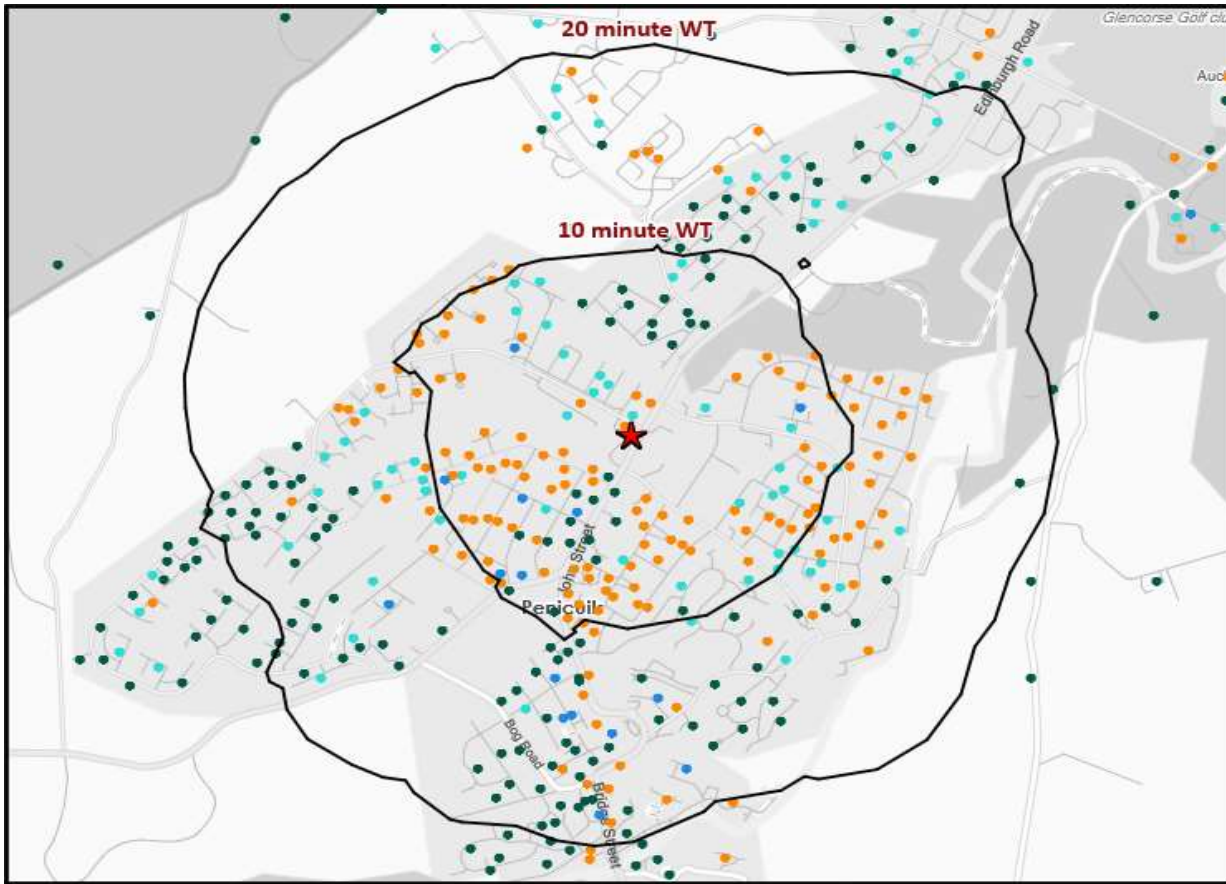
*Affluence does not include Not Private Households

Age Profile	18-24	429	902	18,088	95	86	99
	25-34	698	1,538	32,973	95	90	110
	35-44	752	1,601	30,526	105	96	105
	45-64	1,361	3,396	56,324	96	103	98
	65+	1,115	3,055	42,409	105	124	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	2,624 (47%)	6,171 (48%)	109,700 (49%)	96	97	99
	Female	2,920 (53%)	6,755 (52%)	115,396 (51%)	104	103	101
Economic Status (16-74)							
	Employed: Full-time	1,749 (44%)	4,114 (44%)	69,497 (42%)	105	105	101
	Employed: Part-time	643 (16%)	1,446 (15%)	20,742 (13%)	124	119	96
	Self employed	209 (5%)	592 (6%)	13,222 (8%)	55	66	84
	Unemployed	141 (4%)	229 (2%)	3,410 (2%)	149	103	87
	Retired	629 (16%)	1,668 (18%)	23,914 (14%)	114	129	105
	Other	630 (16%)	1,339 (14%)	34,845 (21%)	80	72	107
Total Worker Count		1,201	2,902	100,476			

See the Glossary page for further information on the above variables



- 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

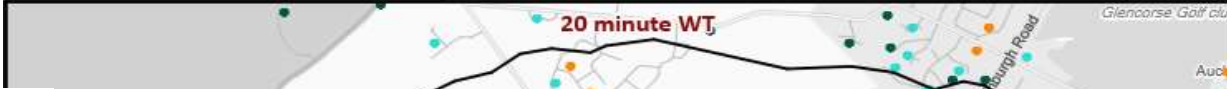
*WT= Walktime, **DT= Drivetime

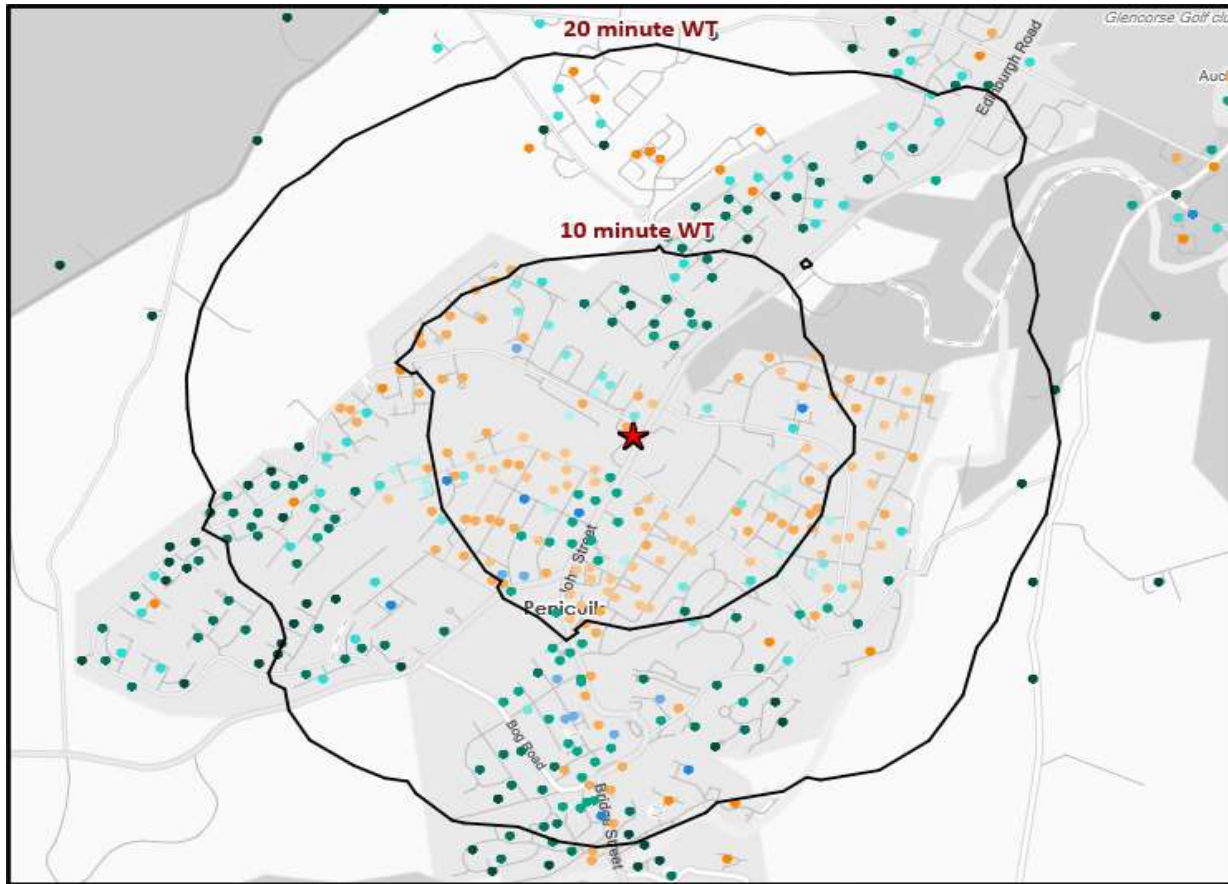
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	11,316	0	0	70
Young Adult - Showing I'm Cool	116	423	18,354	29	44	111
Midlife - Young Kids	2,613	4,418	53,537	191	134	94
Midlife - Carefree	975	2,457	43,753	106	111	115
Mature	636	3,040	49,846	52	104	99
Not Private Households	15	154	3,514	24	102	136
Total	4,355	10,492	180,320			

Polaris Summary - Cuiken Inn Penicuik



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- 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

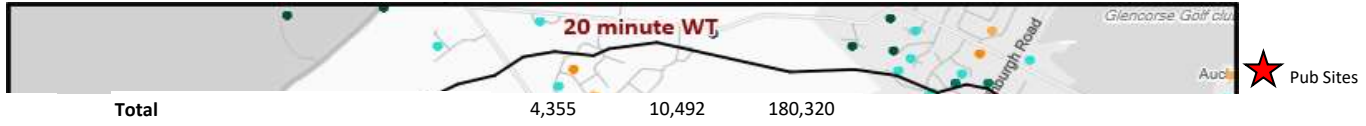
*WT= Walktime, **DT= Drivetime

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	9,466	0	0	125
Medium	0	0	129	0	0	5
High	0	0	1,721	0	0	28
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	52	222	5,360	32	57	80
High	64	201	12,994	33	43	161
Midlife - Young Kids						
Low	1,032	1,679	16,576	213	144	83
Medium	1,581	2,455	23,856	243	157	89
High	0	284	13,105	0	50	135
Midlife - Carefree						
Low	304	450	5,956	205	126	97
Medium	475	729	7,633	162	103	63
High	196	1,278	30,164	41	112	153
Mature						
Low	319	860	16,679	123	138	156
Medium	308	1,677	12,147	56	126	53
High	9	503	21,020	2	51	124
Not Private Households	15	154	3,514	24	102	136

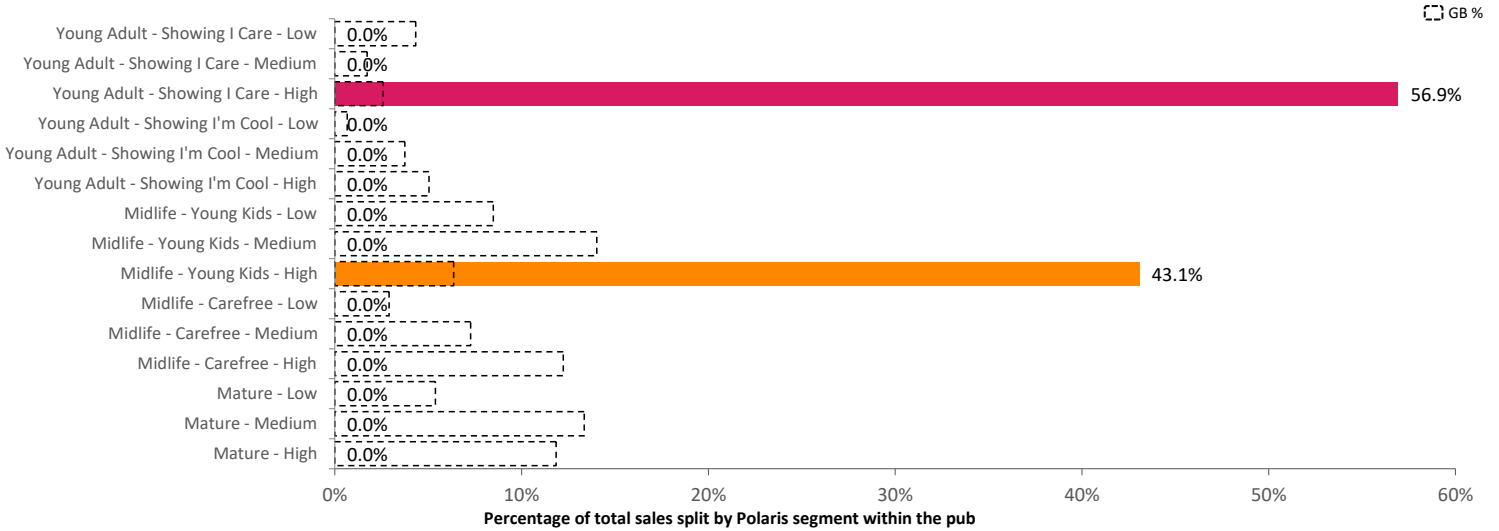
Polaris Summary - Cuiken Inn Penicuik



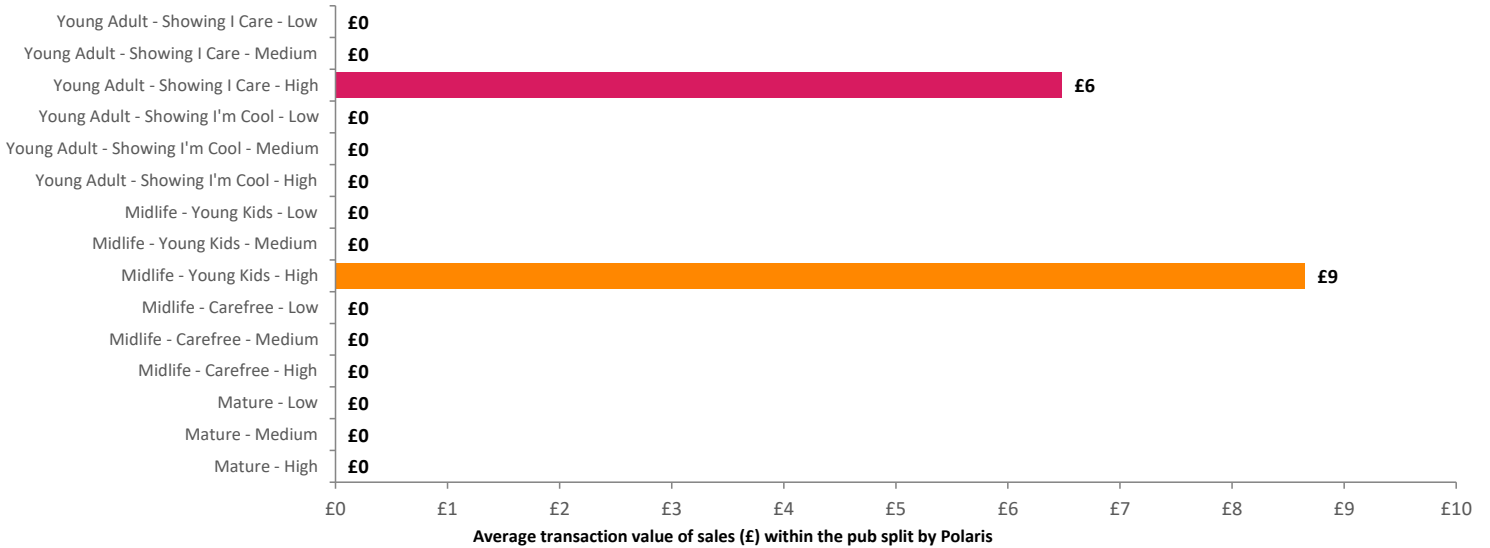
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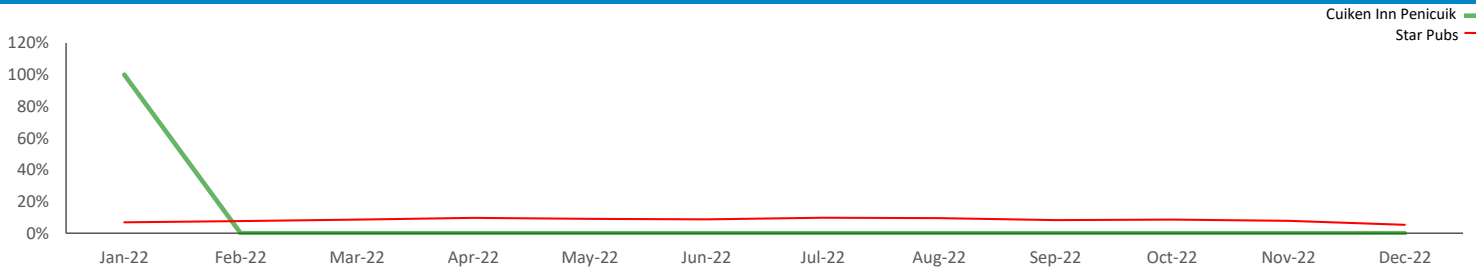
Spend by Polaris



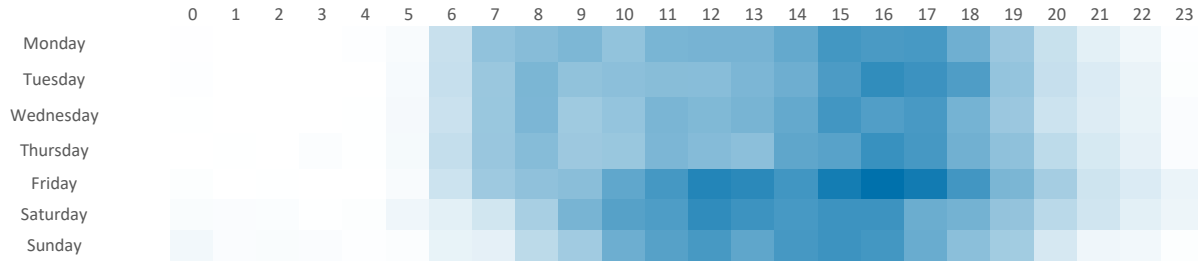
Average Transaction Values (£) by Polaris



Spend by Month

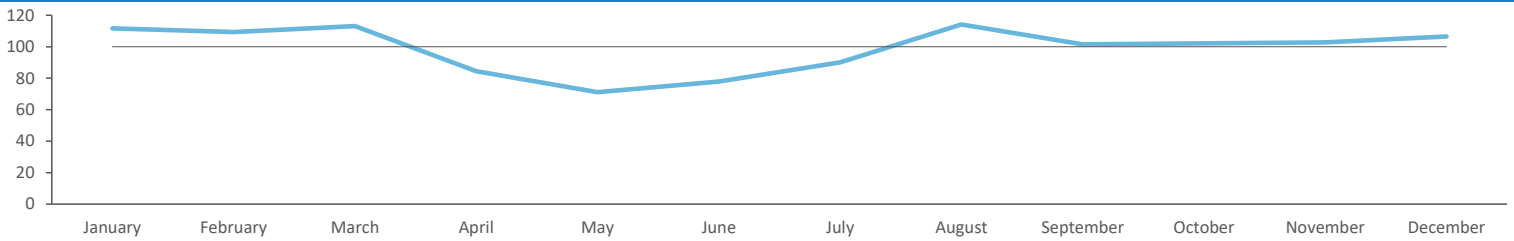


Time of Day/Day of Week



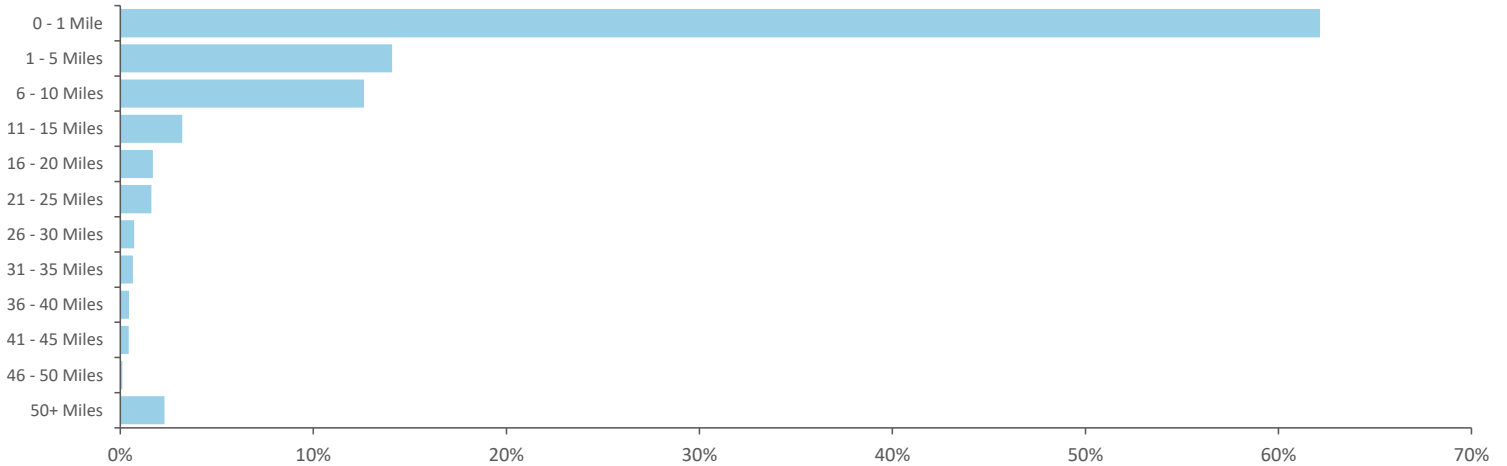
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



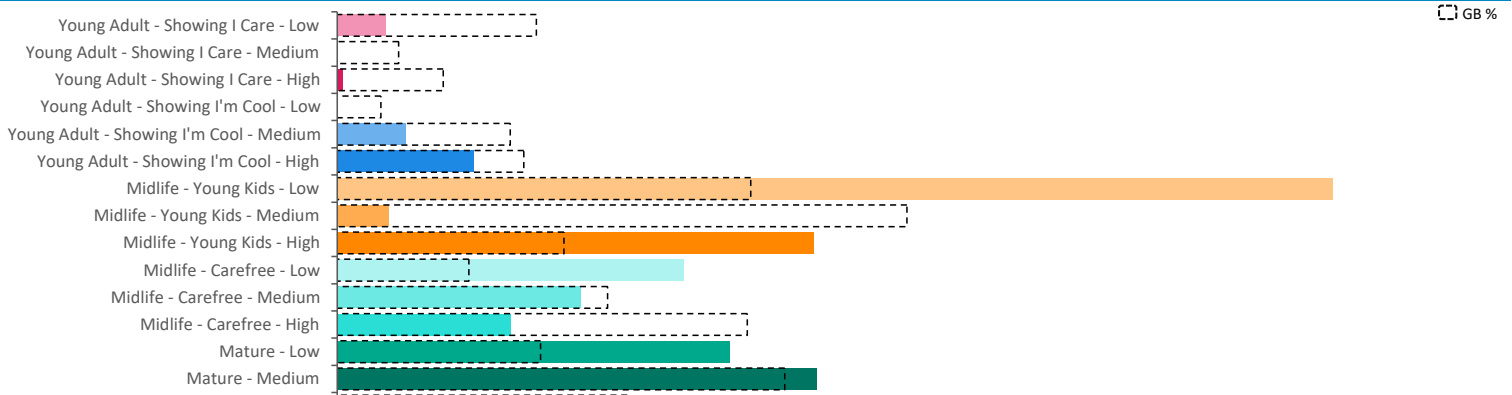
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

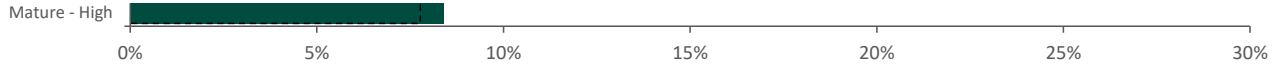


Mobile Data Summary - Cuiken Inn Penicuik



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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	Cuiken Inn	EH26 8NW	Star Pubs & Bars	Community Pub	0.0
2	Shottstown Miners Club	EH26 8AT	Independent Free	Clubland	0.2
3	Roadhouse	EH26 8NJ	Independent Free	Community Pub	0.2
4	Ymca Scotland	EH26 0JJ	Independent Free	Hotel	0.3
5	Old Mill	EH26 8NG	Unknown	Family Pub Dining	0.4
6	Penicuik Rugby Club	EH26 0EZ	Independent Free	Clubland	0.4
7	Penicuik Cricket Club	EH26 8JB	Independent Free	Clubland	0.5
8	Ghurka Bar & Restaurant	EH26 8HY	Independent Free	Clubland	0.5
9	Royal British Legion Club	EH26 8JF	Independent Free	Clubland	0.5
10	Crescent Snooker Club	EH26 9BQ	Independent Free	Clubland	0.6
11	Craigie	EH26 9BZ	Unknown	Hotel	0.6
12	Royal Hotel	EH26 8HU	Star Pubs & Bars	Family Pub Dining	0.6
13	Mothers Kitchen And Gin	EH26 8HW	Independent Free	High Street Pub	0.6
14	Old Crown Inn	EH26 8HS	Star Pubs & Bars	Circuit Bar	0.6
14	Food Lodge Chinese Restaurant	EH26 8HS	Independent Free	Restaurants	0.6
16	Navaar House Hotel	EH26 9BY	Independent Free	Hotel	0.7
17	Penicuik Bowling Club	EH26 9BT	Independent Free	Clubland	0.7
18	Spice House	EH26 8LH	Independent Free	Restaurants	0.7
19	Glencourse Barracks	EH26 0NP	Independent Free	Clubland	0.9
20	Fishers Tryst	EH26 0RD	*Other Small Retail Groups	Premium Local	1.2