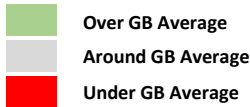


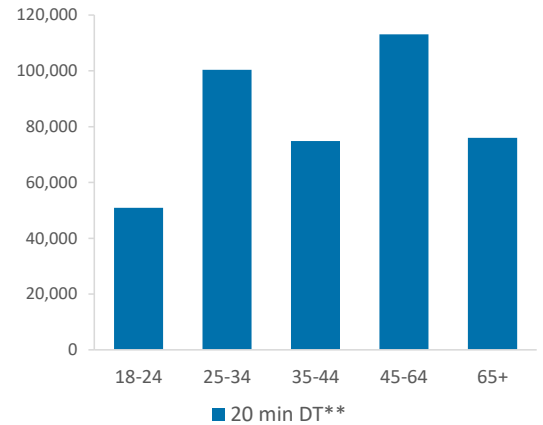
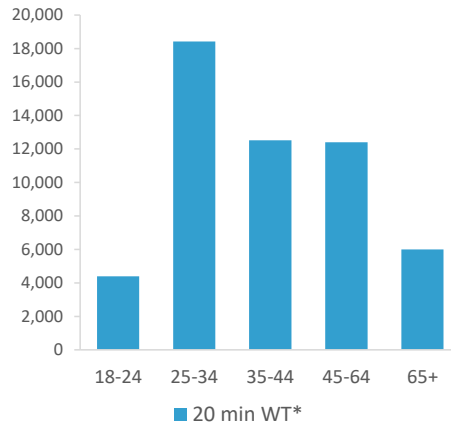
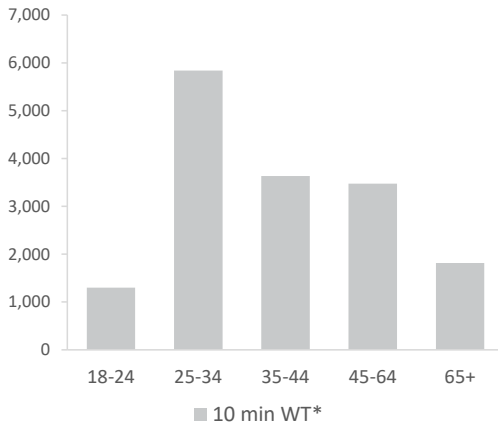
Catchment Summary - Alhambra Bar Edinburgh

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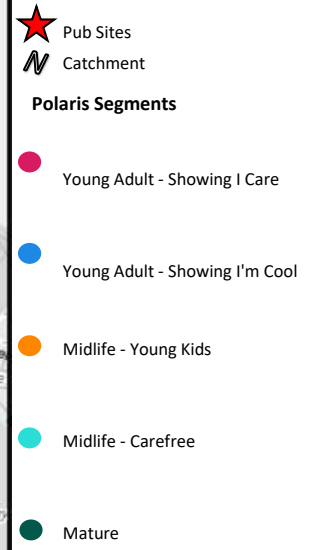
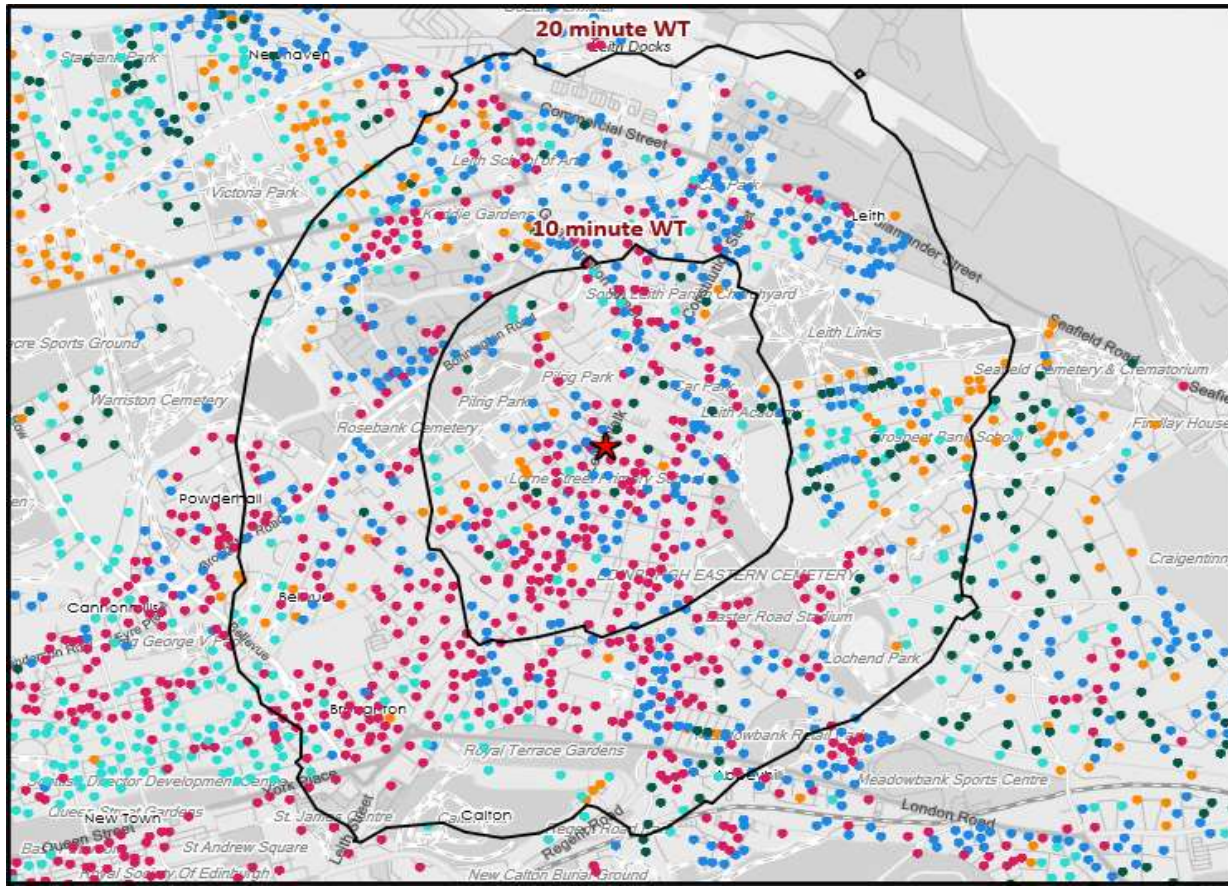
*WT= Walktime, **DT= Drivetime

	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	17,887	60,767	495,142	338	417	131	
Population & Adults 18+ index is based on all pubs							
Adults 18+	16,070	53,735	415,223	369	300	139	
Competition Pubs	34	99	584	227	309	161	
Adults 18+ per Competition Pub	473	543	711	57	66	86	
% Adults Likely to Drink	82.3%	83.2%	83.4%	100	101	101	
Affluence	Low	62.4%	51.4%	39.8%	243	200	155
	Medium	5.2%	7.7%	20.4%	13	19	52
	High	31.5%	40.2%	38.2%	94	120	114
*Affluence does not include Not Private Households							
Age Profile	18-24	1,302	4,399	50,941	90	89	127
	25-34	5,840	18,416	100,372	246	228	153
	35-44	3,637	12,522	74,844	158	160	117
	45-64	3,473	12,395	113,102	76	80	89
	65+	1,818	6,003	75,964	53	52	80



	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	9,181 (51%)	30,658 (50%)	241,253 (49%)	104	102	99
	Female	8,706 (49%)	30,109 (50%)	253,889 (51%)	96	98	101
Economic Status (16-74)	Employed: Full-time	7,700 (50%)	26,600 (52%)	167,263 (43%)	121	124	104
	Employed: Part-time	1,442 (9%)	4,694 (9%)	40,076 (10%)	72	70	80
	Self employed	1,064 (7%)	4,248 (8%)	30,833 (8%)	73	86	83
	Unemployed	500 (3%)	1,453 (3%)	8,697 (2%)	137	119	95
	Retired	1,125 (7%)	3,510 (7%)	43,571 (11%)	53	49	82
	Other	3,518 (23%)	11,139 (22%)	97,325 (25%)	116	109	127
Total Worker Count		6,154	27,828	237,400			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

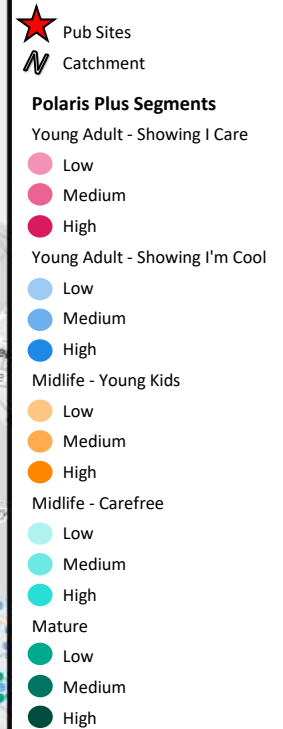
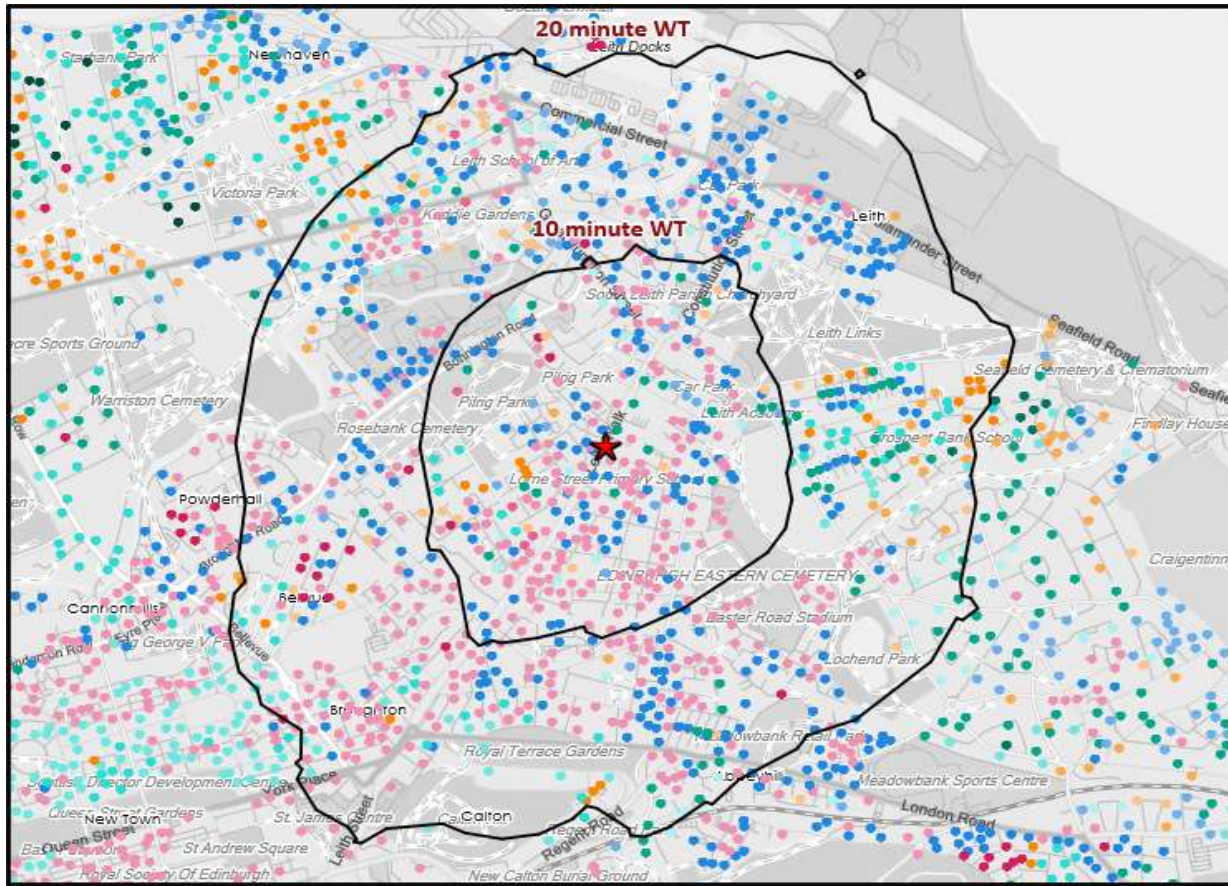
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	8,297	21,773	97,805	579	454	264
Young Adult - Showing I'm Cool	5,218	20,290	87,497	353	410	229
Midlife - Young Kids	726	3,389	69,290	14	20	53
Midlife - Carefree	902	5,302	81,987	27	47	94
Mature	775	2,548	71,772	17	17	62
Not Private Households	152	433	6,872	66	56	115
Total	16,070	53,735	415,223			

Polaris Summary - Alhambra Bar Edinburgh



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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	8,158	21,095	93,211	1,211	936	535
Medium	99	177	450	45	24	8
High	40	501	4,144	7	28	30
Young Adult - Showing I'm Cool						
Low	0	0	155	0	0	4
Medium	677	1,804	21,984	114	91	143
High	4,541	18,486	65,358	631	769	352
Midlife - Young Kids						
Low	451	1,500	21,752	25	25	47
Medium	55	1,050	31,474	2	13	51
High	220	839	16,064	25	29	72
Midlife - Carefree						
Low	641	2,471	12,419	117	135	88
Medium	0	1,072	17,664	0	30	63
High	261	1,759	51,904	15	30	114
Mature						
Low	775	2,532	37,748	81	79	153
Medium	0	16	12,962	0	0	25
High	0	0	21,062	0	0	54
Not Private Households	152	433	6,872	66	56	115

Polaris Summary - Alhambra Bar Edinburgh

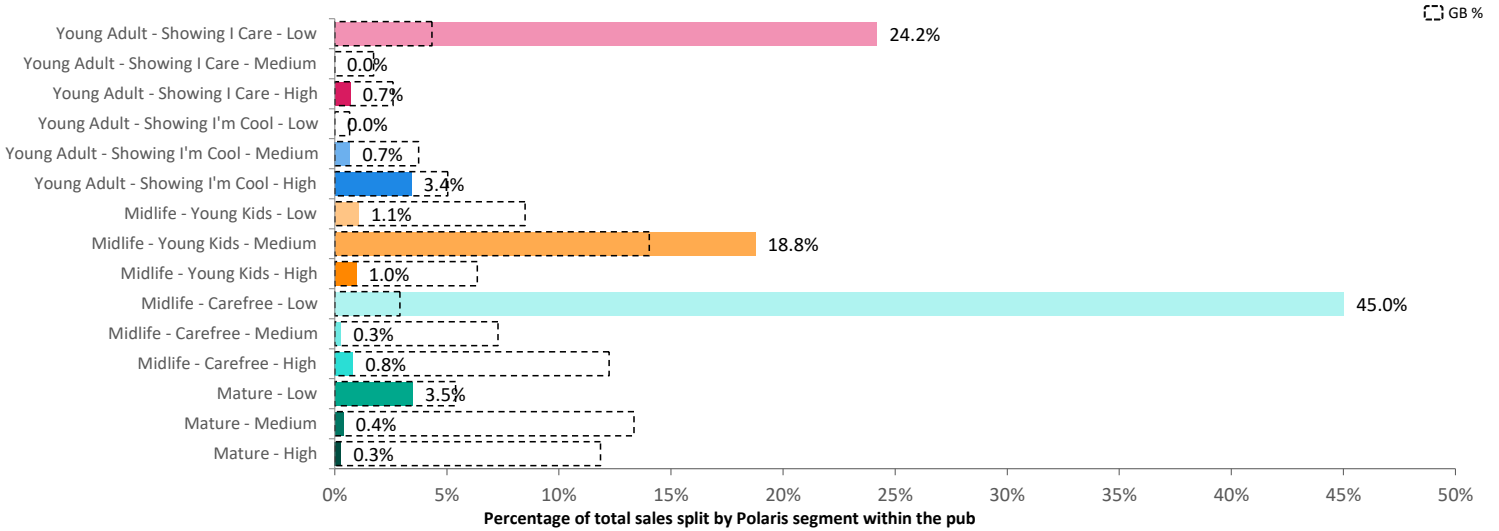


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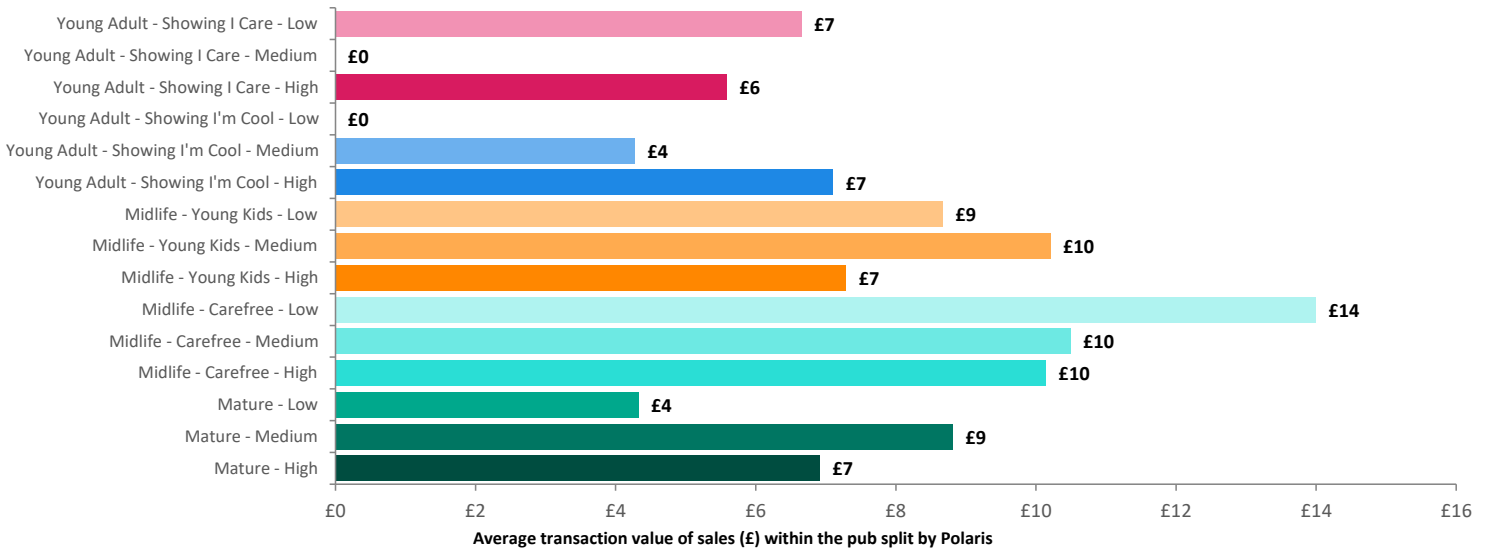


Total 16,070 53,735 415,223

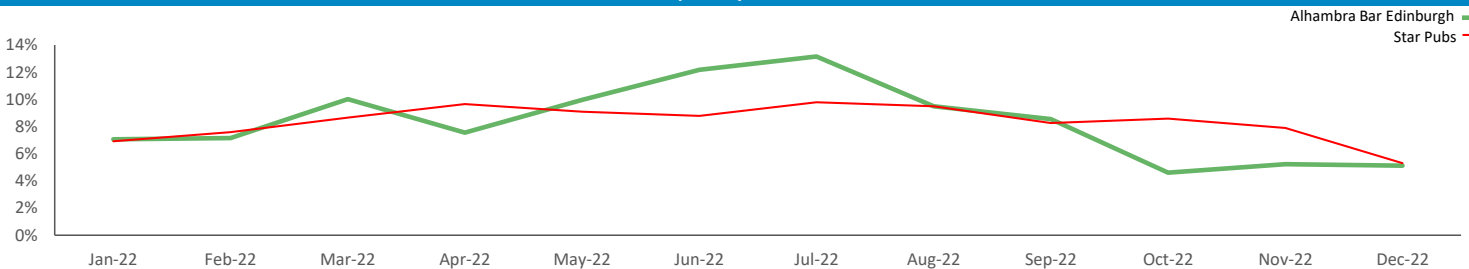
Spend by Polaris



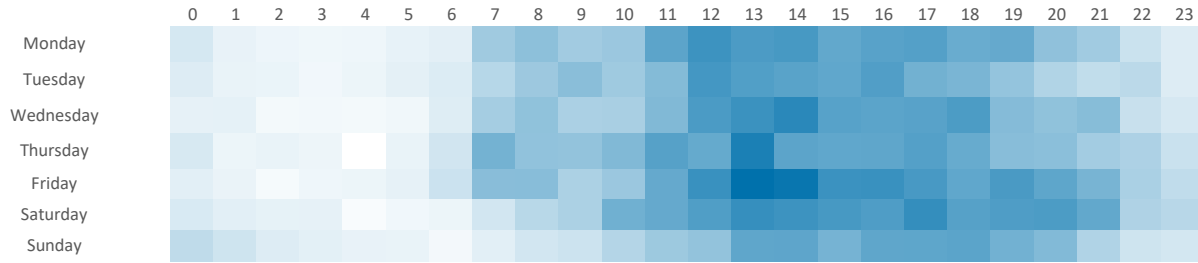
Average Transaction Values (£) by Polaris



Spend by Month

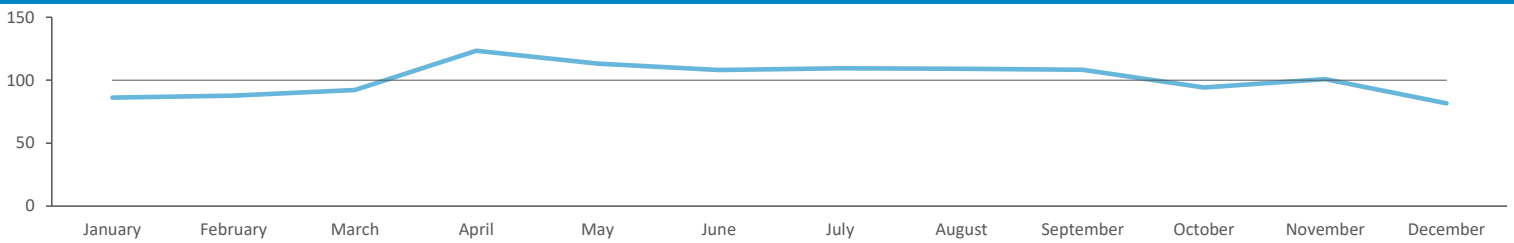


Time of Day/Day of Week



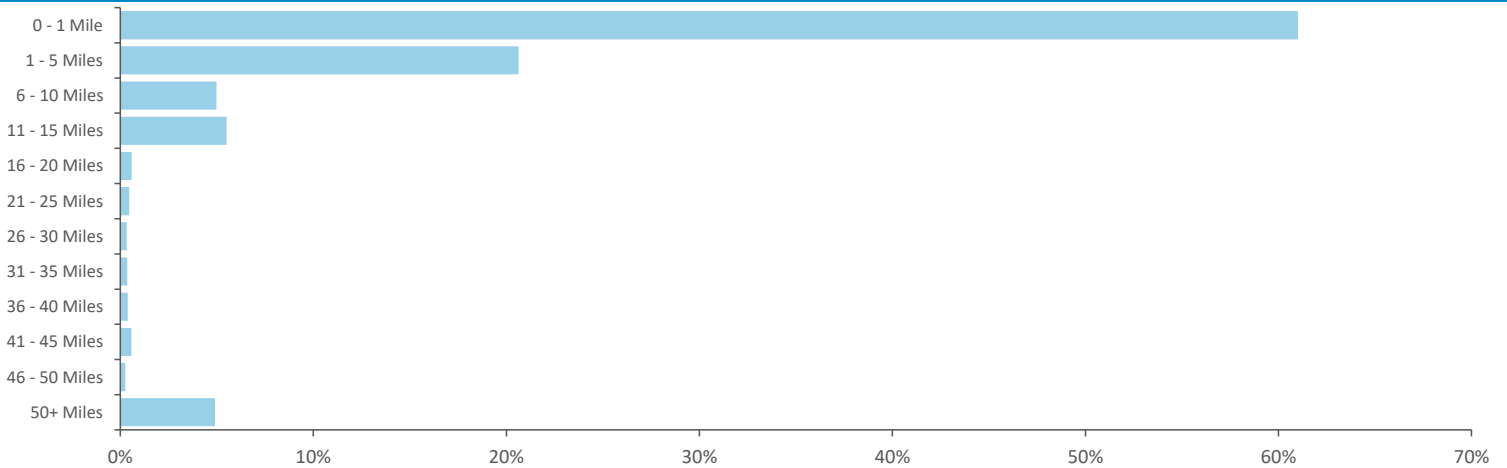
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



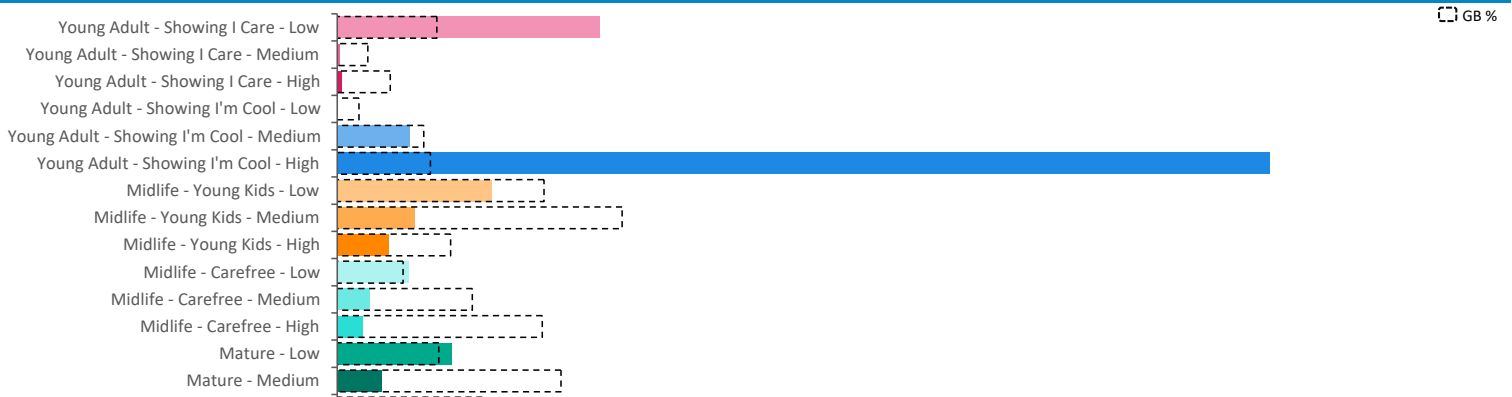
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

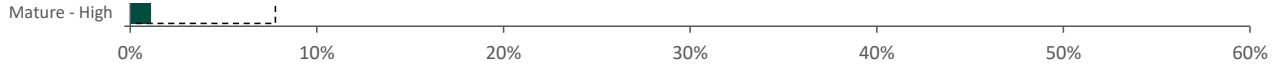


Mobile Data Summary - Alhambra Bar Edinburgh

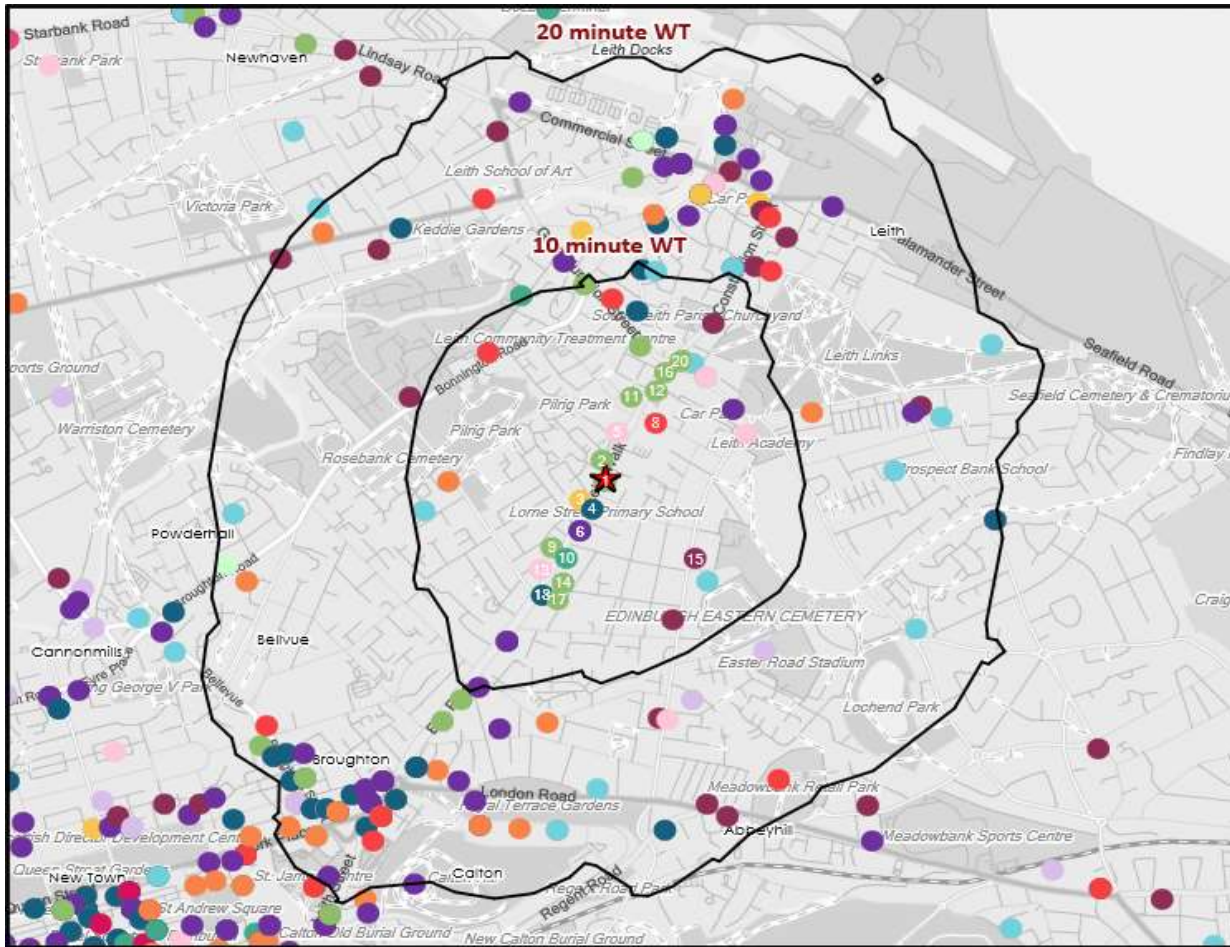


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Time of Day/Day of Week



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	Alhambra Bar	EH 6 8NX	Star Pubs & Bars	Circuit Bar	0.0
2	Mousetrap	EH 6 5EA	Star Pubs & Bars	Circuit Bar	0.0
3	Woodland Creatures	EH 6 5EL	Independent Free	High Street Pub	0.1
4	Abode	EH 6 8NY	Star Pubs & Bars	ABOS	0.1
5	Meridian	EH 6 5DT	Unknown	GPGF	0.1
6	Victoria Bar	EH 6 8PD	G1 Group	ABOS	0.1
6	Origano	EH 6 8PD	Independent Free	Restaurants	0.1
8	Club 3000	EH 6 8LY	Fraser Capital Management Ltd	Large Venue	0.2
9	Harp & Castle	EH 6 5BU	Caledonian Heritable	Circuit Bar	0.2
10	La Favorita	EH 6 8SA	Vittoria Group	Casual Dining	0.2
11	Mother Superior	EH 6 5HB	Independent Free	Circuit Bar	0.2
12	Spey Lounge	EH 6 8LS	Trust Inns Limited	Circuit Bar	0.2
13	Brass Monkey	EH 6 5BR	Independent Free	GPGF	0.2
14	Strathmore Bar	EH 6 8SG	Caledonian Heritable	Circuit Bar	0.2
15	Tamsons Bar	EH 6 8JU	Caledonian Heritable	Premium Local	0.2
16	Central Bar	EH 6 8LN	Independent Free	Circuit Bar	0.2
17	Tourmalet	EH 6 8SQ	Independent Free	Circuit Bar	0.3
18	Robbies Bar	EH 6 8SE	Caledonian Heritable	Circuit Bar	0.3
18	Bier Hoose	EH 6 8SE	Punch Pub Company	ABOS	0.3
20	Marksman	EH 6 8HG	Independent Free	Circuit Bar	0.3