

Catchment Summary - Dog House Edinburgh

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*WT= Walktime, **DT= Drivetime

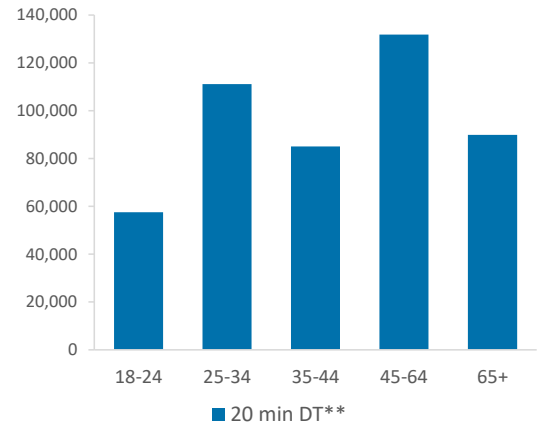
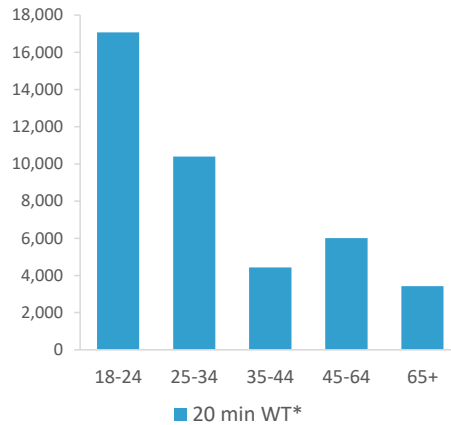
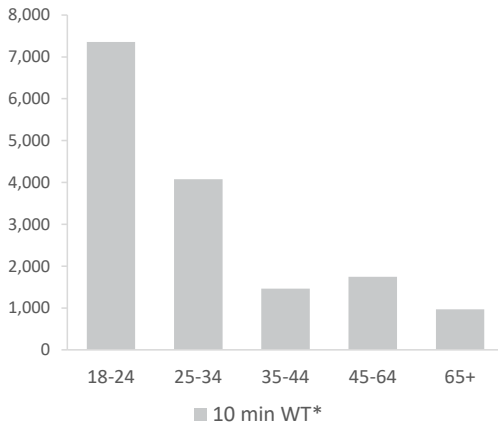
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	16,639	45,159	570,881	314	310	150
Adults 18+	15,611	41,327	475,542	359	231	159
Competition Pubs	40	144	634	267	450	175
Adults 18+ per Competition Pub	390	287	750	47	35	91
% Adults Likely to Drink	79.5%	81.0%	83.3%	96	98	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	87.0%	79.5%	38.9%	339	310	151
	Medium	0.7%	1.6%	22.0%	2	4	56
	High	11.0%	16.3%	37.5%	33	49	112

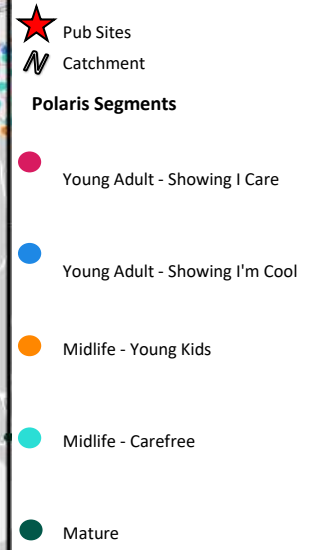
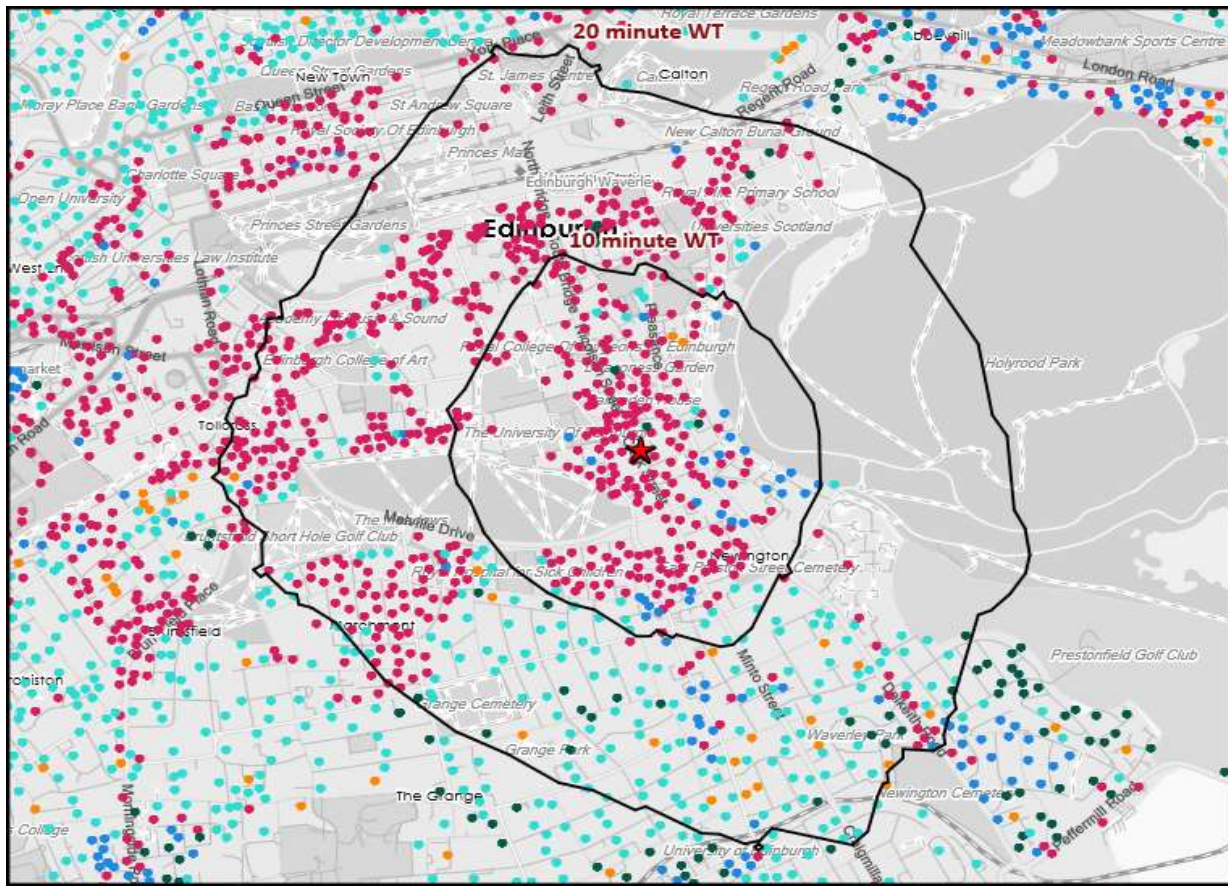
*Affluence does not include Not Private Households

Age Profile	18-24	7,358	17,072	57,528	545	466	124
	25-34	4,075	10,395	111,127	184	173	146
	35-44	1,464	4,428	85,085	68	76	116
	45-64	1,743	6,003	131,854	41	52	90
	65+	971	3,429	89,948	31	40	82



	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	7,481 (45%)	21,034 (47%)	278,568 (49%)	91	94	99
Gender	Female	9,158 (55%)	24,125 (53%)	292,313 (51%)	109	106	101
Economic Status (16-74)	Employed: Full-time	3,570 (23%)	11,066 (27%)	190,887 (43%)	56	66	104
	Employed: Part-time	705 (5%)	2,103 (5%)	47,504 (11%)	35	40	82
	Self employed	732 (5%)	2,513 (6%)	34,662 (8%)	50	65	82
	Unemployed	272 (2%)	700 (2%)	9,950 (2%)	75	73	95
	Retired	589 (4%)	2,010 (5%)	51,580 (12%)	28	36	84
	Other	9,468 (62%)	21,891 (54%)	108,698 (25%)	313	276	124
Total Worker Count		10,851	31,578	281,891			

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	12,948	31,317	100,314	929	849	236
Young Adult - Showing I'm Cool	1,564	2,585	92,605	109	68	212
Midlife - Young Kids	59	583	89,674	1	4	60
Midlife - Carefree	690	5,132	94,744	21	59	95
Mature	144	628	90,387	3	5	68
Not Private Households	206	1,082	7,818	92	182	114
Total	15,611	41,327	475,542			

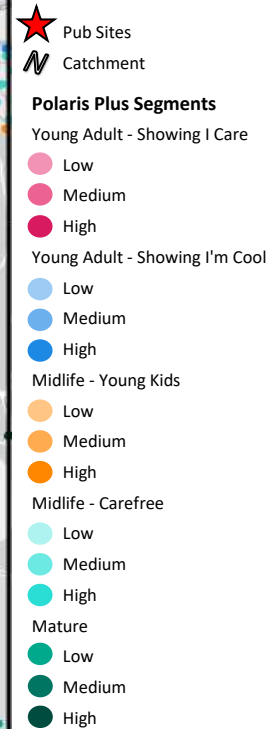
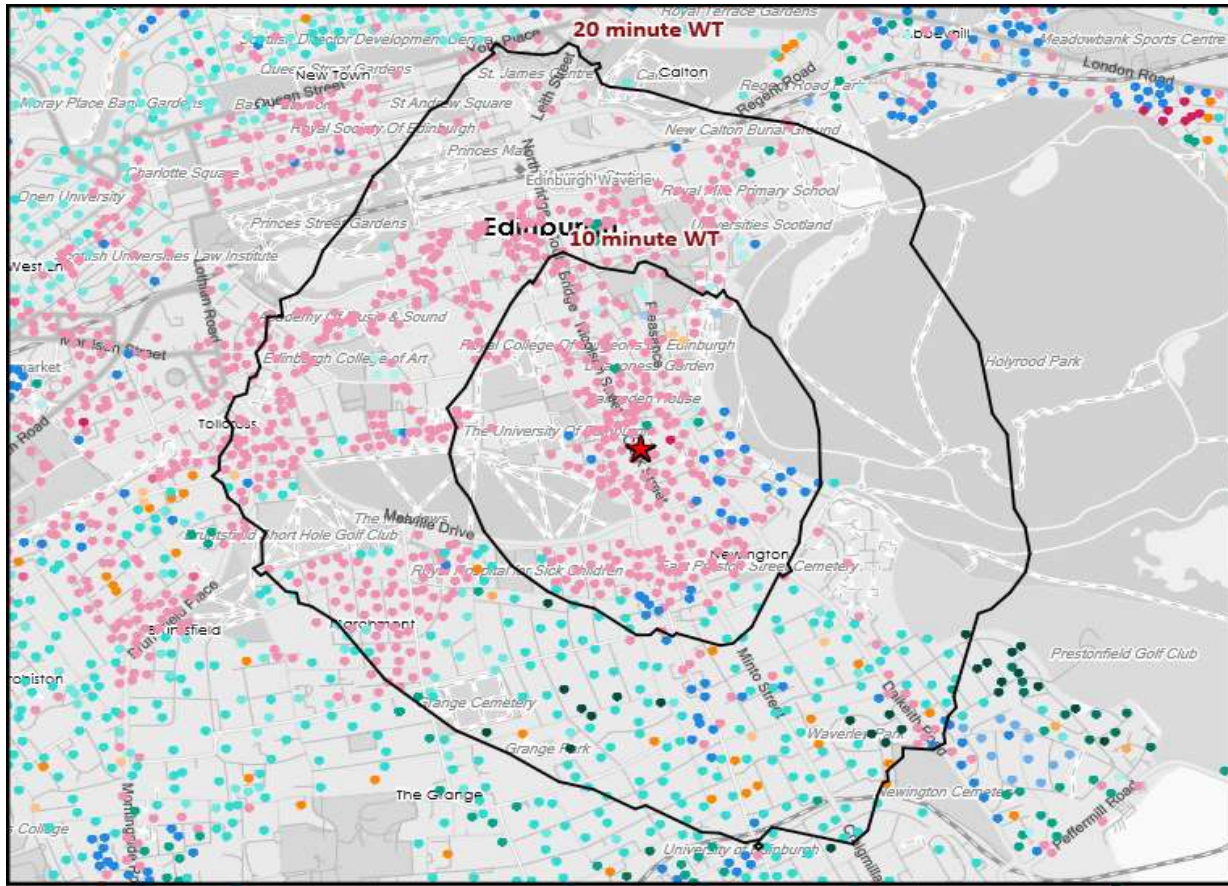
Polaris Summary - Dog House Edinburgh



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★ 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	12,922	31,291	95,499	1,974	1,806	479
Medium	0	0	450	0	0	7
High	26	26	4,365	5	2	27
Young Adult - Showing I'm Cool						
Low	155	155	155	97	36	3
Medium	0	0	24,534	0	0	140
High	1,409	2,430	67,916	202	131	319
Midlife - Young Kids						
Low	59	184	29,225	3	4	55
Medium	0	18	40,351	0	0	57
High	0	381	20,098	0	17	78
Midlife - Carefree						
Low	307	796	15,715	58	57	97
Medium	103	635	20,396	10	23	64
High	280	3,701	58,633	16	82	113
Mature						
Low	144	419	44,180	16	17	156
Medium	0	0	18,905	0	0	31
High	0	209	27,302	0	5	61
Not Private Households	206	1,082	7,818	92	182	114

Polaris Summary - Dog House Edinburgh

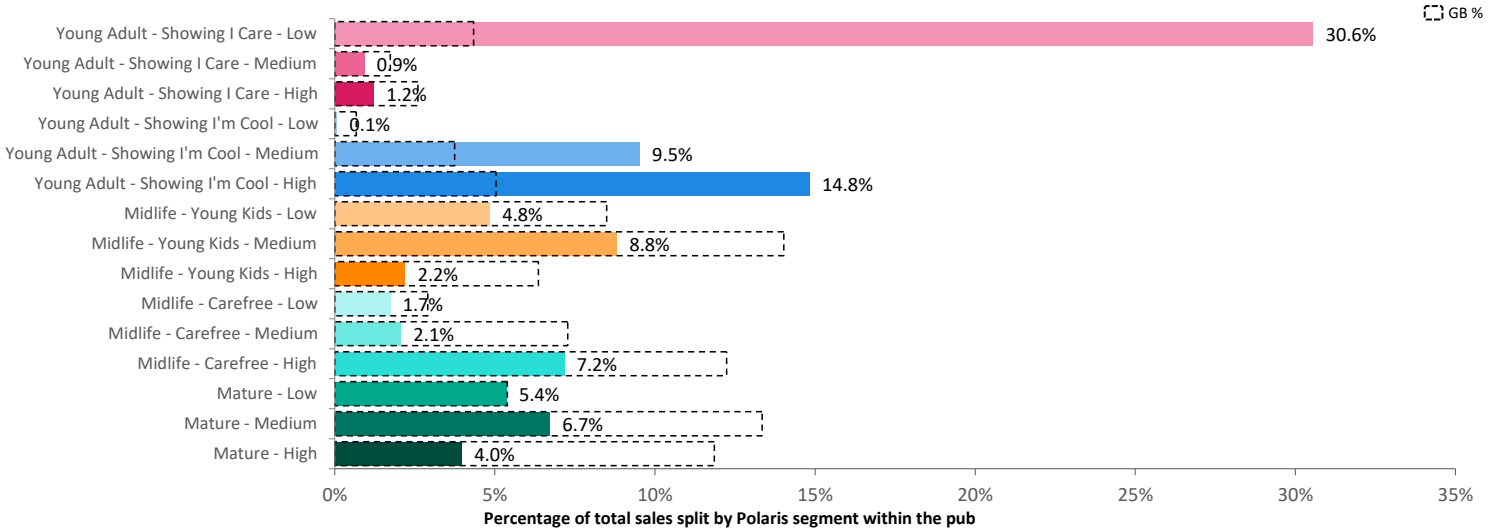


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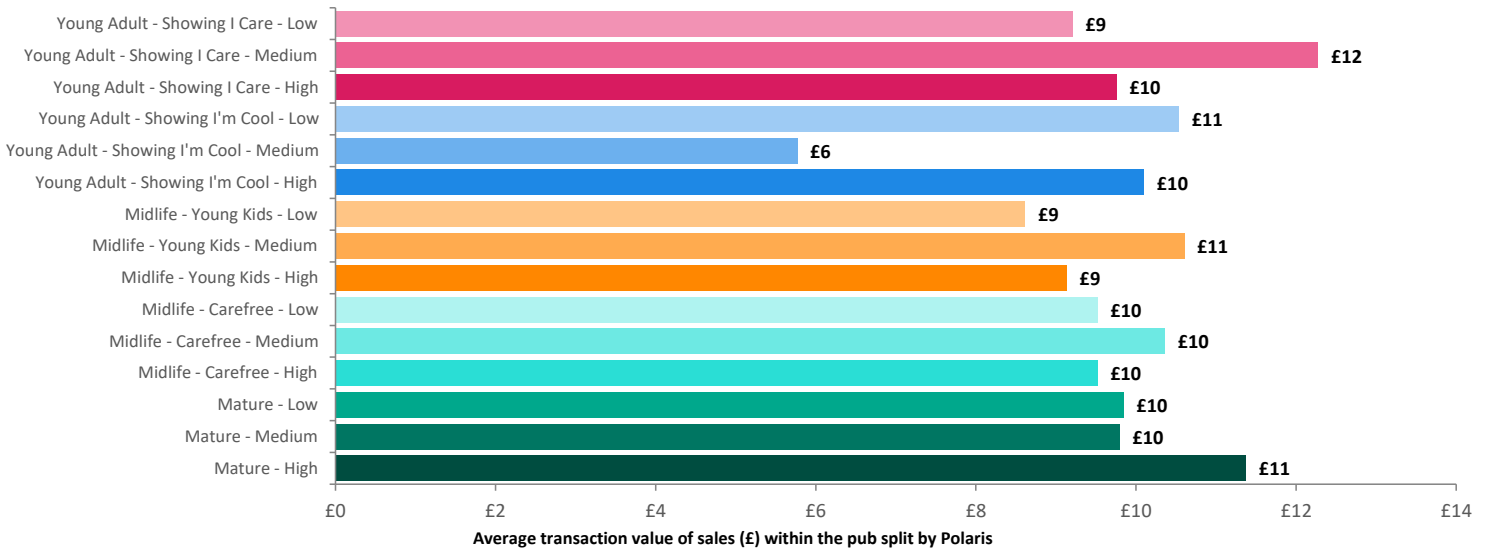


Total	15,611	41,327	475,542
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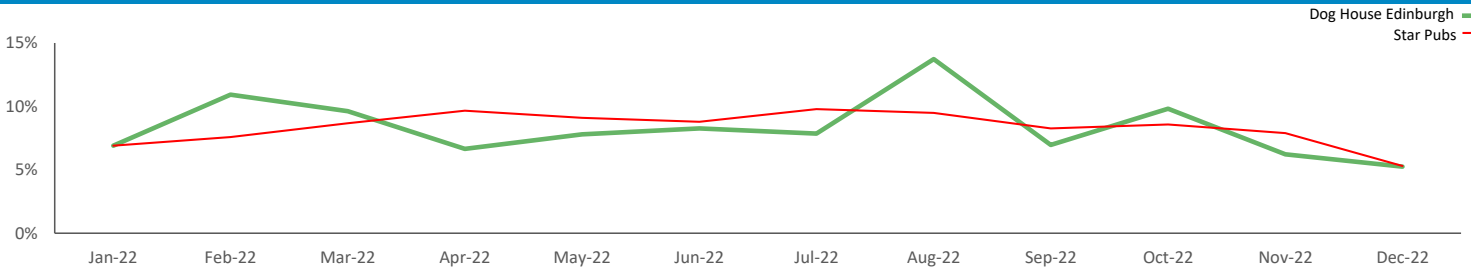
Spend by Polaris



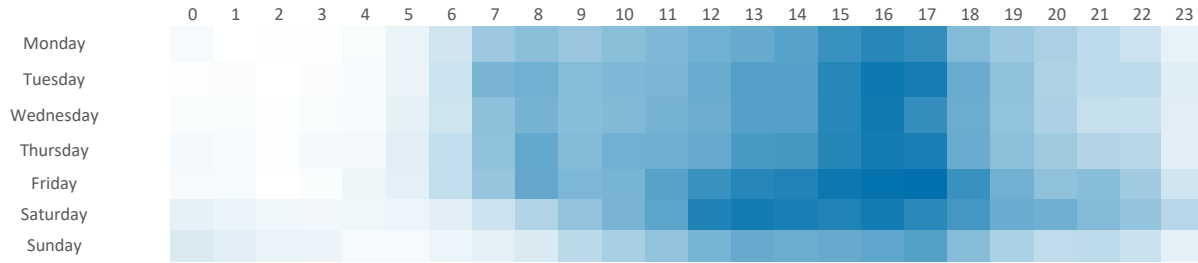
Average Transaction Values (£) by Polaris



Spend by Month

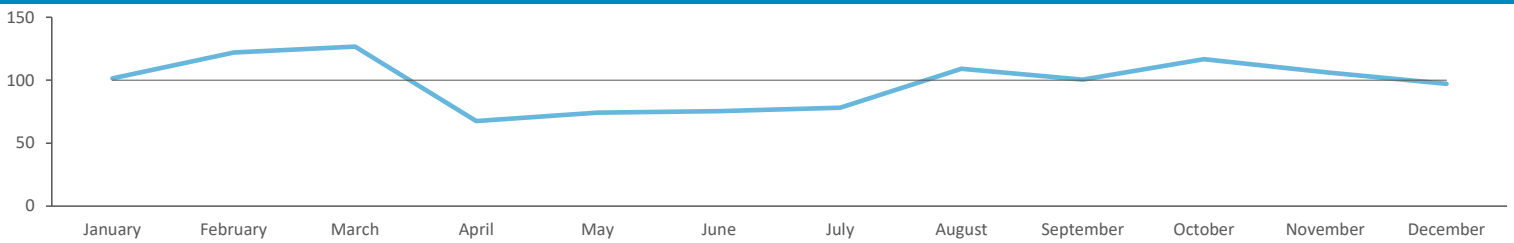


Time of Day/Day of Week



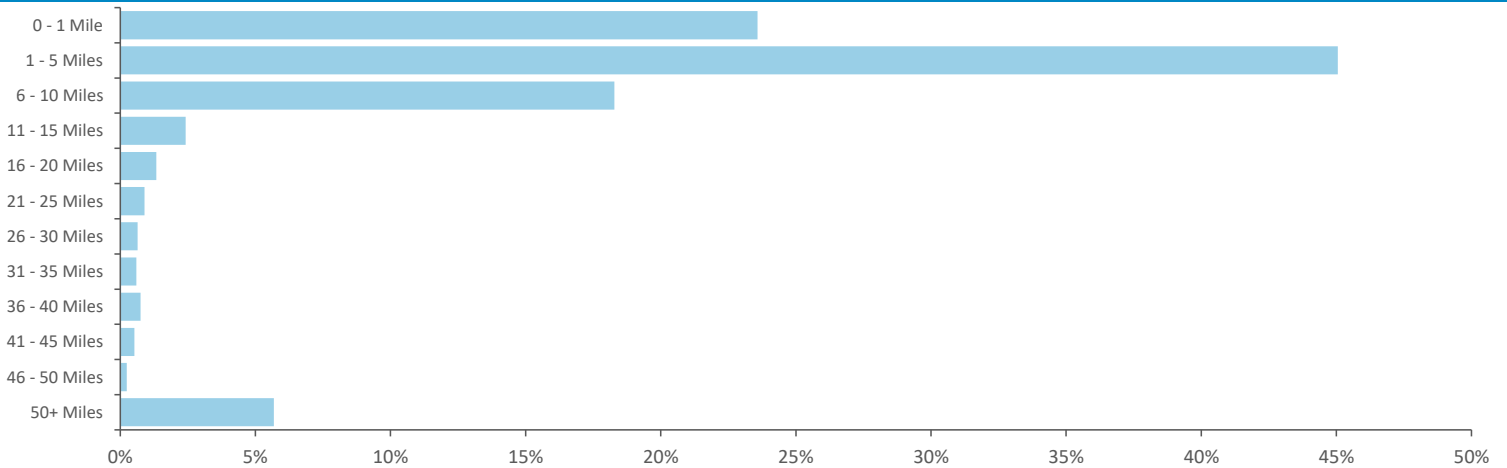
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



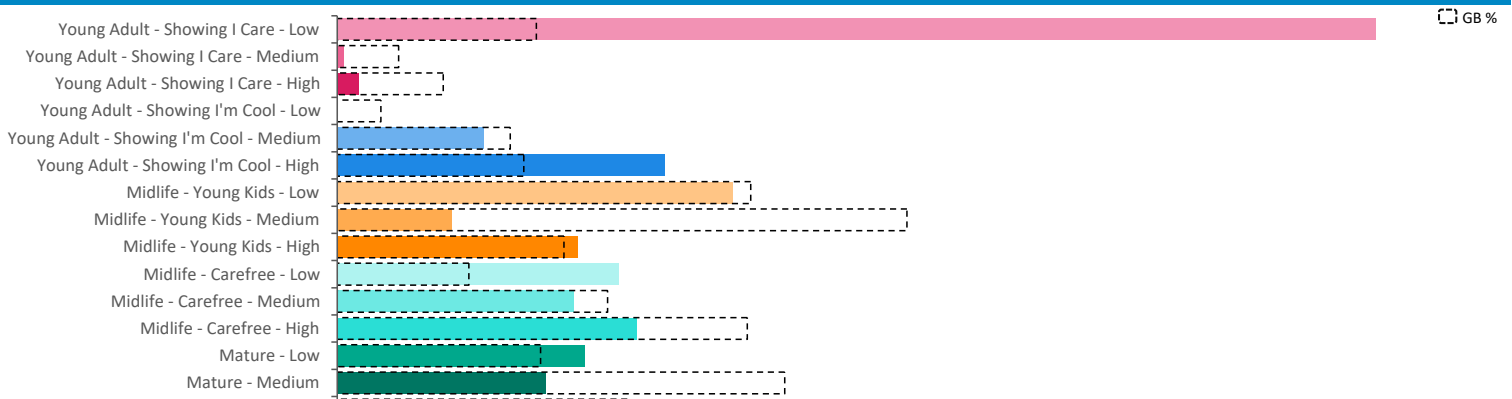
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

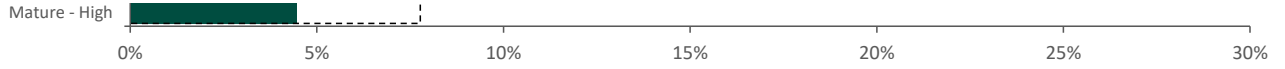


Mobile Data Summary - Dog House Edinburgh

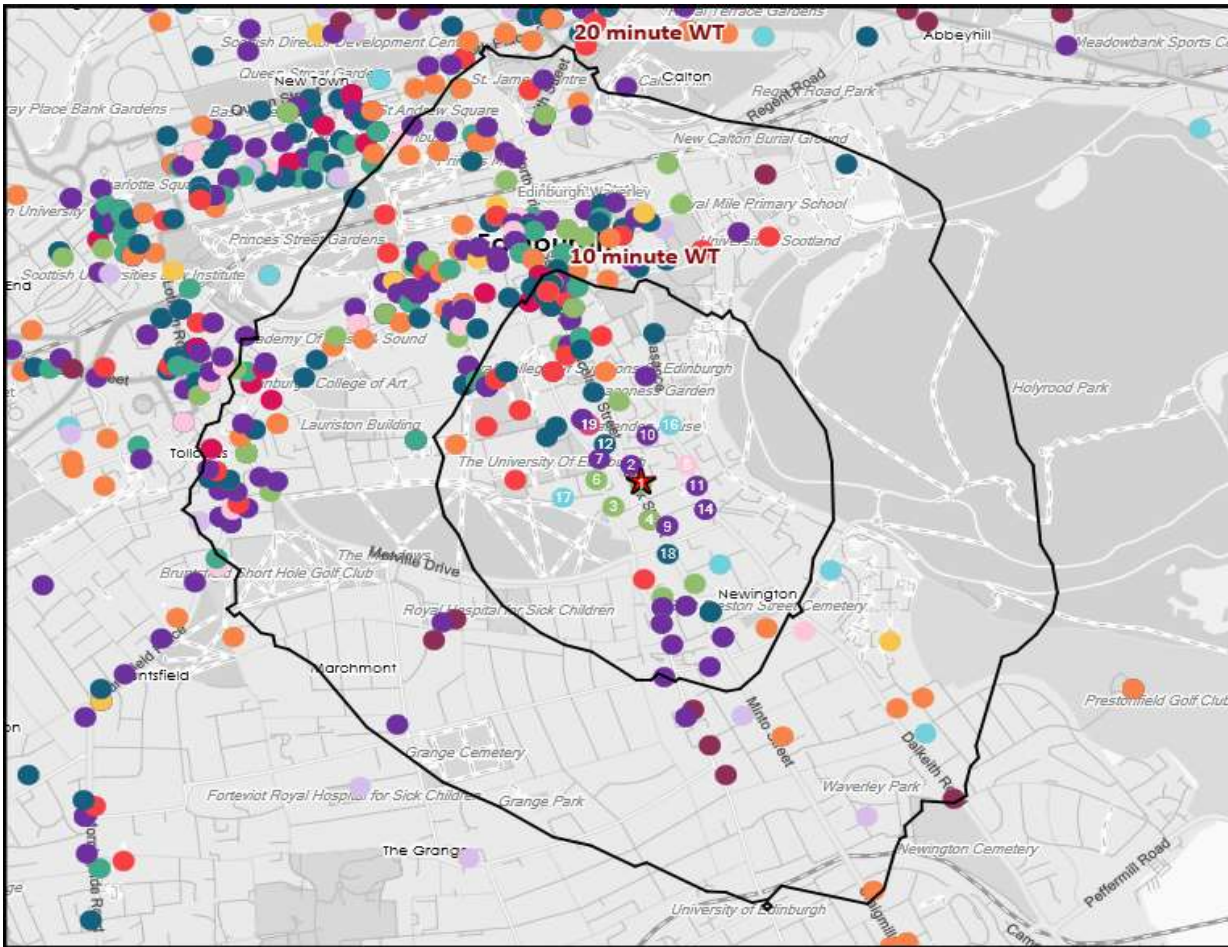


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Time of Day/Day of Week



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	Dog House	EH 8 9HX	Star Pubs & Bars	Circuit Bar	0.0
2	Kalpna Vegetarian Restaurant	EH 8 9EZ	Independent Free	Restaurants	0.0
3	Dagda Bar	EH 8 9NG	Unknown	Circuit Bar	0.1
4	Queens Hall	EH 8 9JG	Independent Free	Large Venue	0.1
4	Grapes	EH 8 9JG	Independent Free	Circuit Bar	0.1
6	Sofi's Southside	EH 8 9LP	Independent Free	Circuit Bar	0.1
7	Kim's Mini Meals	EH 8 9JN	Independent Free	Restaurants	0.1
8	Auld Hoose	EH 8 9QN	Star Pubs & Bars	GPGF	0.1
9	Rigatoni's	EH 8 9JD	Independent Free	Restaurants	0.1
10	Tapas3	EH 8 9HL	Independent Free	Restaurants	0.1
11	Blonde	EH 8 9QR	Independent Free	Restaurants	0.1
12	Green Mantle	EH 8 9JP	Star Pubs & Bars	GPGF	0.1
12	56 North	EH 8 9JP	Caledonian Heritable	ABOS	0.1
14	High Dive	EH 8 9QY	Star Pubs & Bars	Restaurants	0.1
14	Macau Kitchen	EH 8 9QY	Independent Free	Restaurants	0.1
16	Lismore Rugby Club	EH 8 9RT	Independent Free	Clubland	0.1
17	Edinburgh Bowling Club	EH 8 9NR	Independent Free	Clubland	0.2
18	Southern Bar	EH 8 9PR	Unknown	ABOS	0.2
19	Peartree House	EH 8 9DD	Caledonian Heritable	Circuit Bar	0.2
19	32Below	EH 8 9DD	Independent Free	Family Pub Dining	0.2