

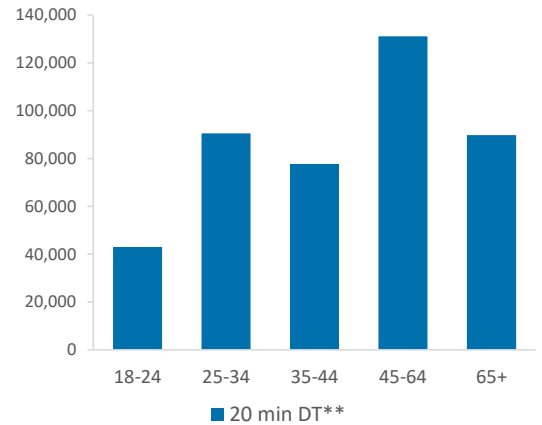
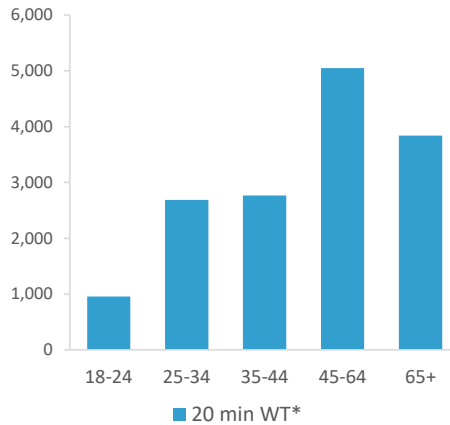
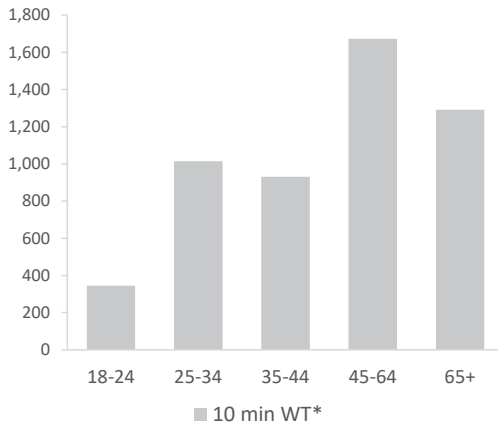
# Catchment Summary - Mid Yoken Edinburgh

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

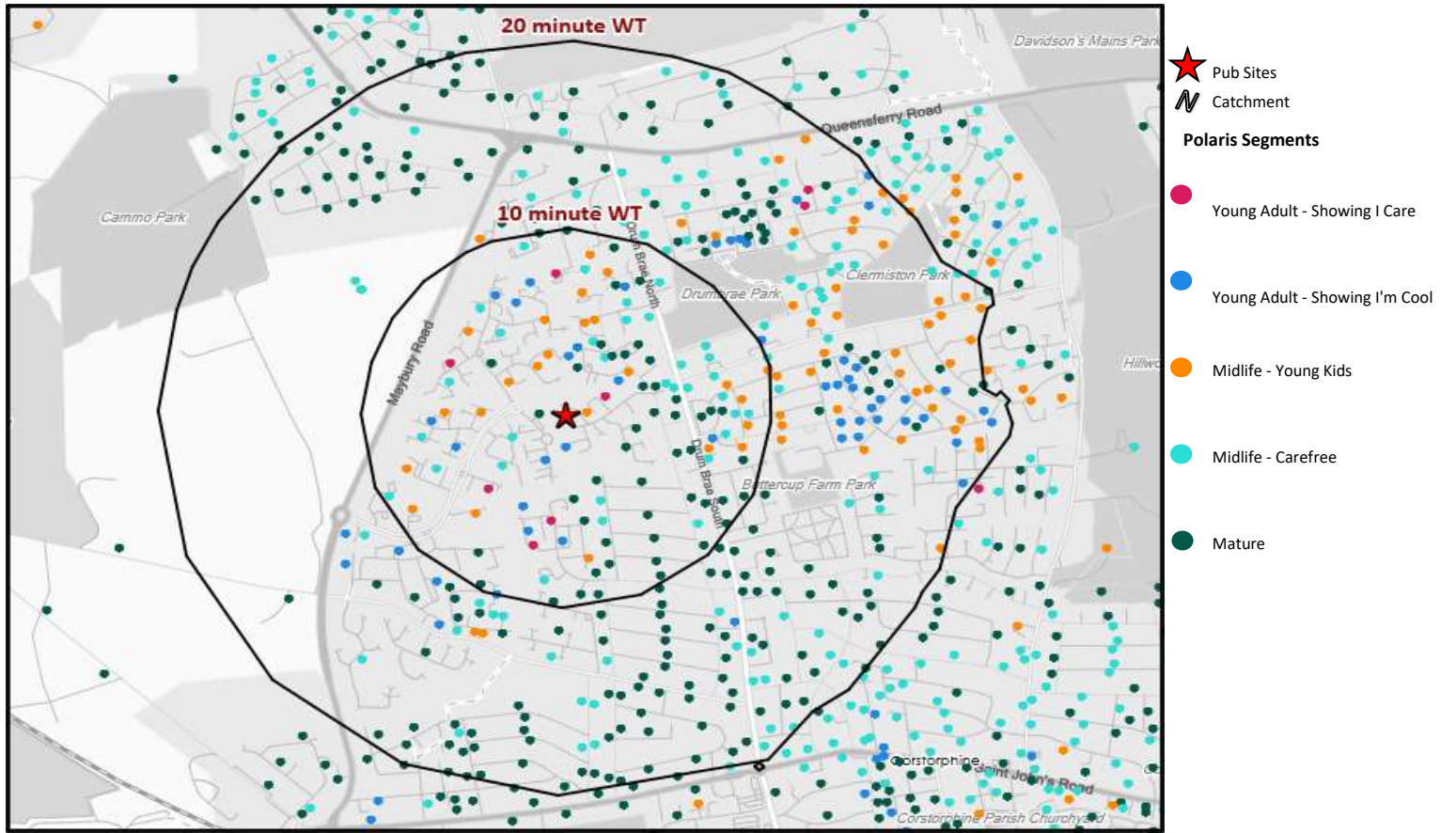
\*WT= Walktime, \*\*DT= Drivetime

		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		6,433	18,965	529,209	122	130	139
Population & Adults 18+ index is based on all pubs							
Adults 18+		5,252	15,303	432,071	121	86	145
Competition Pubs		1	2	500	7	6	138
Adults 18+ per Competition Pub		5,252	7,652	864	636	927	105
% Adults Likely to Drink		83.7%	84.3%	83.5%	102	102	101
Affluence	Low	12.7%	13.4%	32.0%	50	52	125
	Medium	38.9%	36.3%	26.4%	99	92	67
	High	48.4%	49.9%	40.2%	144	149	120
*Affluence does not include Not Private Households							
Age Profile	18-24	345	958	42,969	66	62	100
	25-34	1,014	2,685	90,556	119	107	129
	35-44	930	2,768	77,712	112	113	114
	45-64	1,672	5,051	131,079	102	104	97
	65+	1,291	3,841	89,755	105	106	89



		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	3,080 (48%)	9,081 (48%)	259,665 (49%)	97	97	99
	Female	3,353 (52%)	9,884 (52%)	269,544 (51%)	103	103	101
Economic Status (16-74)	Employed: Full-time	2,160 (45%)	6,078 (44%)	179,661 (45%)	108	105	108
	Employed: Part-time	664 (14%)	1,913 (14%)	46,685 (12%)	106	106	90
	Self employed	344 (7%)	1,159 (8%)	30,902 (8%)	75	87	81
	Unemployed	93 (2%)	248 (2%)	9,137 (2%)	81	75	96
	Retired	776 (16%)	2,320 (17%)	51,735 (13%)	117	121	94
	Other	782 (16%)	2,183 (16%)	83,206 (21%)	82	80	105
Total Worker Count		686	2,801	286,462			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

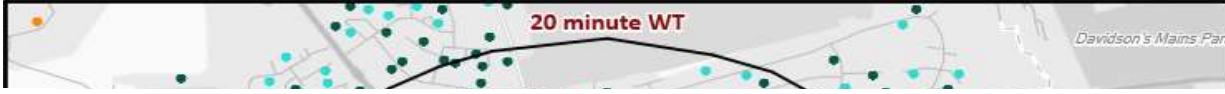
\*WT= Walktime, \*\*DT= Drivetime

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	420	473	56,772	90	35	147
Young Adult - Showing I'm Cool	826	2,245	69,007	171	159	174
Midlife - Young Kids	1,172	2,633	111,601	71	55	82
Midlife - Carefree	1,217	3,862	94,454	110	120	104
Mature	1,617	6,033	93,965	110	141	78
<b>Not Private Households</b>	0	57	6,272	0	26	101
<b>Total</b>	5,252	15,303	432,071			

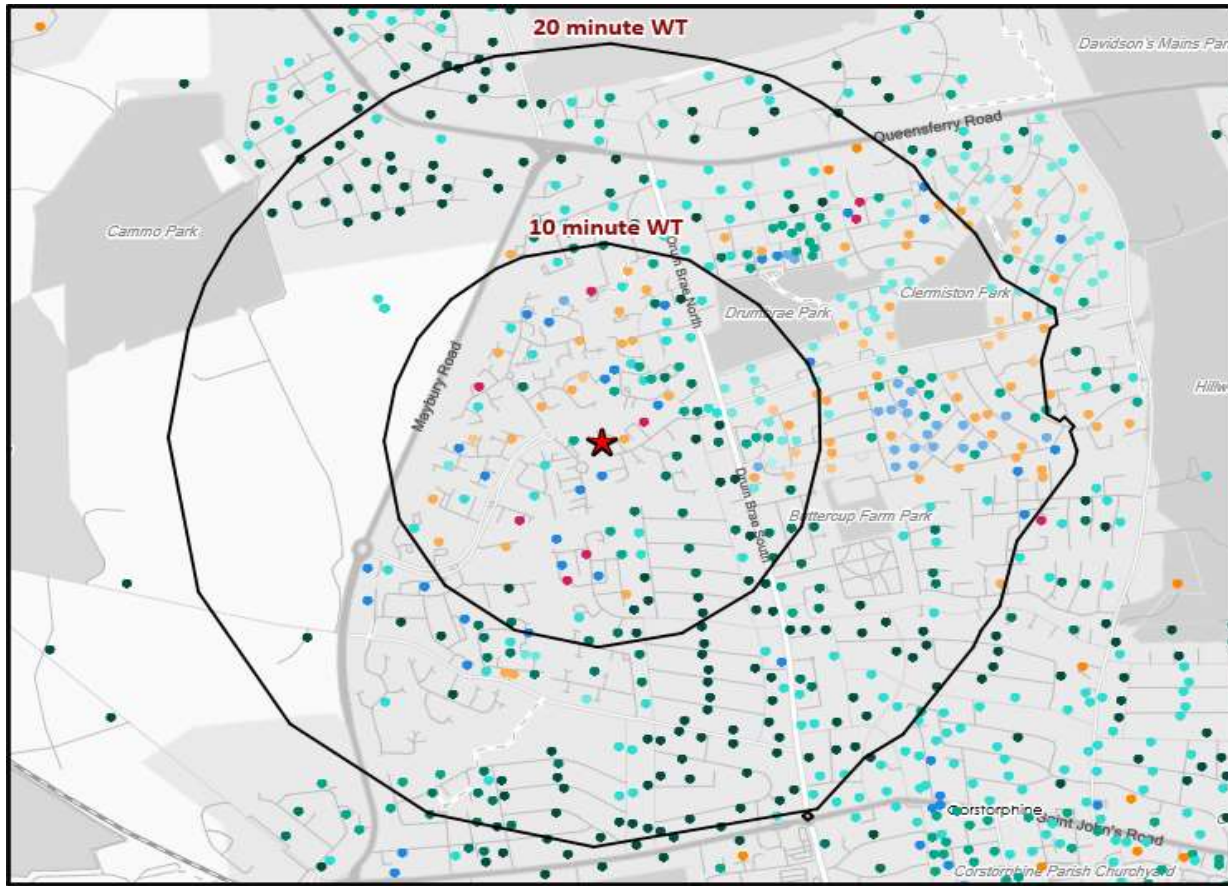
# Polaris Summary - Mid Yoken Edinburgh



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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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	52,743	0	0	291
Medium	0	0	356	0	0	6
High	420	473	3,673	237	92	25
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	37	726	19,618	19	128	123
High	789	1,519	49,389	336	222	255
<b>Midlife - Young Kids</b>						
Low	204	425	35,755	35	25	74
Medium	968	2,171	49,462	124	95	77
High	0	37	26,384	0	4	113
<b>Midlife - Carefree</b>						
Low	73	94	13,625	41	18	93
Medium	239	964	22,680	68	94	78
High	905	2,804	58,149	158	168	123
<b>Mature</b>						
Low	391	1,537	36,018	125	169	140
Medium	797	1,692	21,903	120	87	40
High	429	2,804	36,044	87	195	89
<b>Not Private Households</b>	0	57	6,272	0	26	101

# Polaris Summary - Mid Yoken Edinburgh



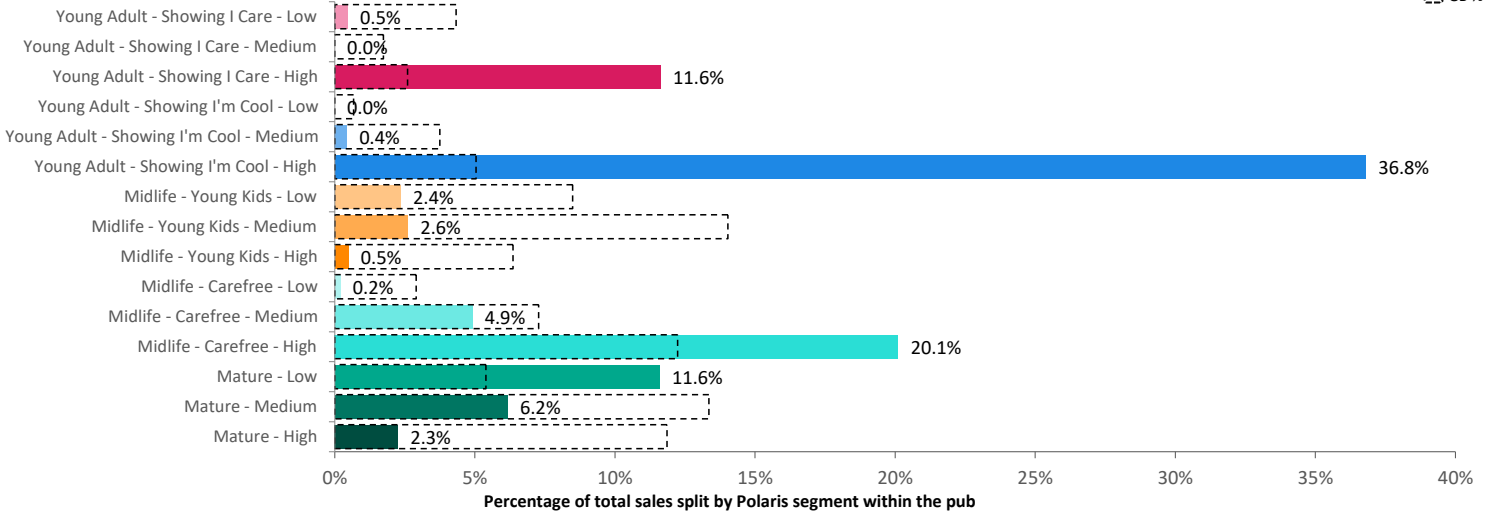
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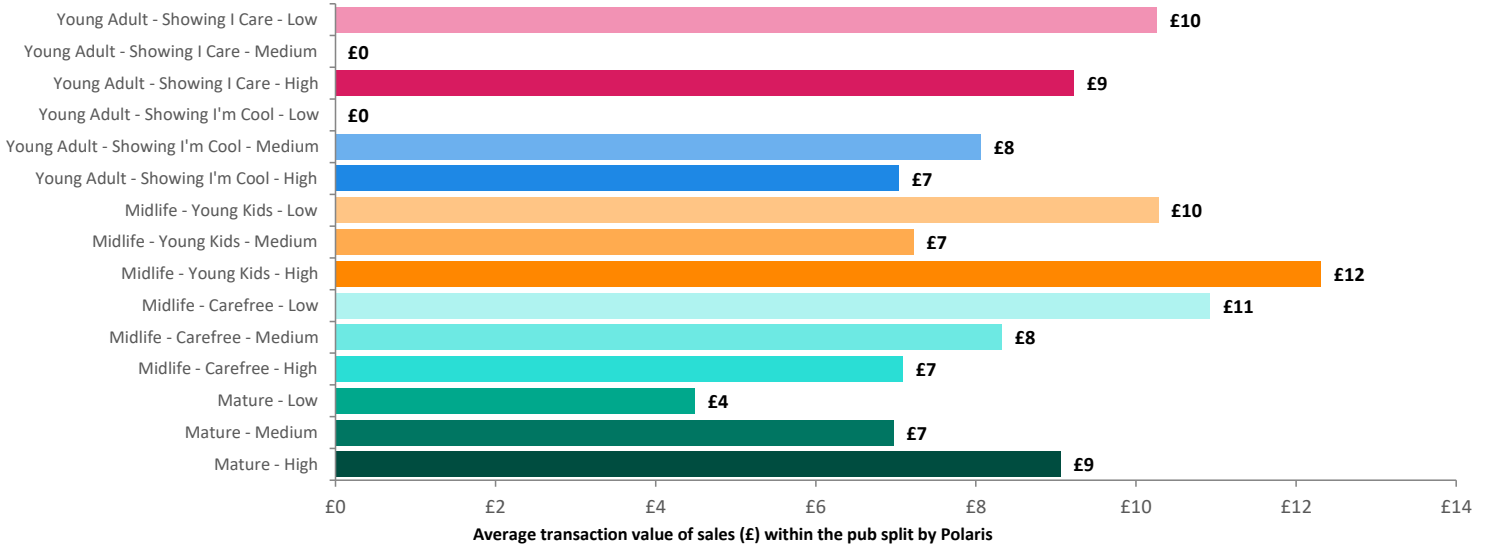
Total 5,252 15,303 432,071

## Spend by Polaris

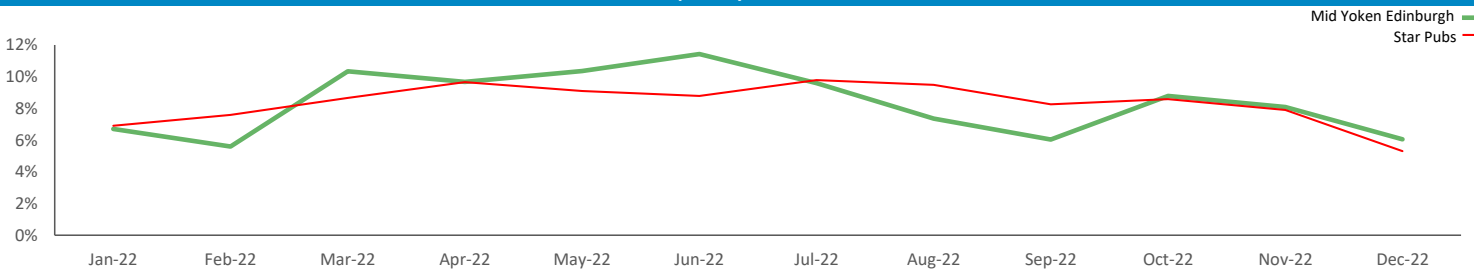
GB %



## Average Transaction Values (£) by Polaris

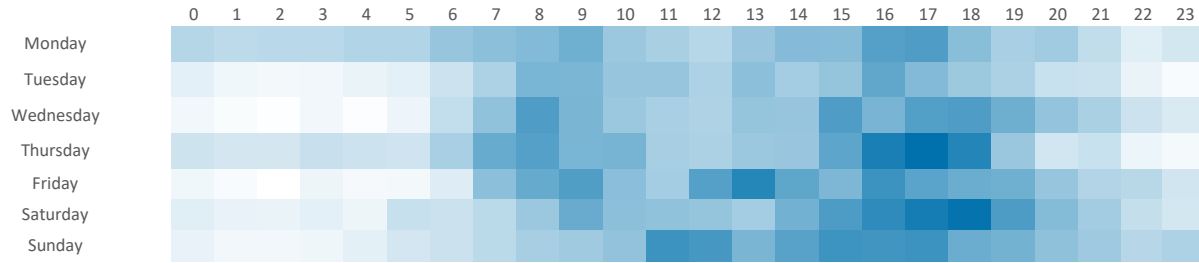


## Spend by Month



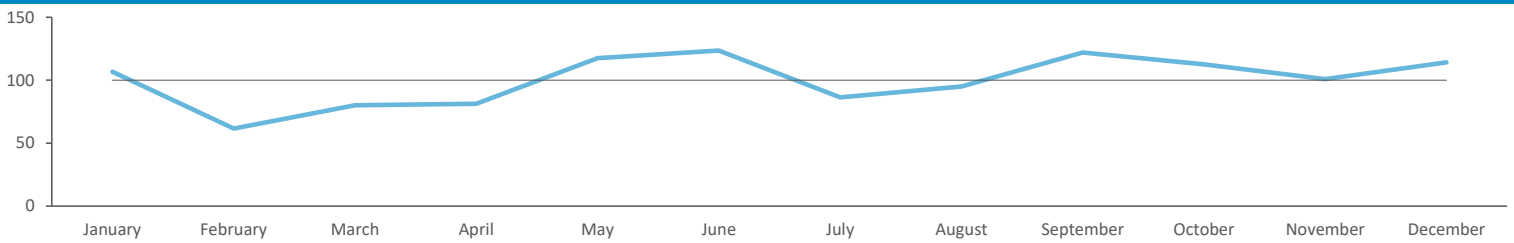


### Time of Day/Day of Week



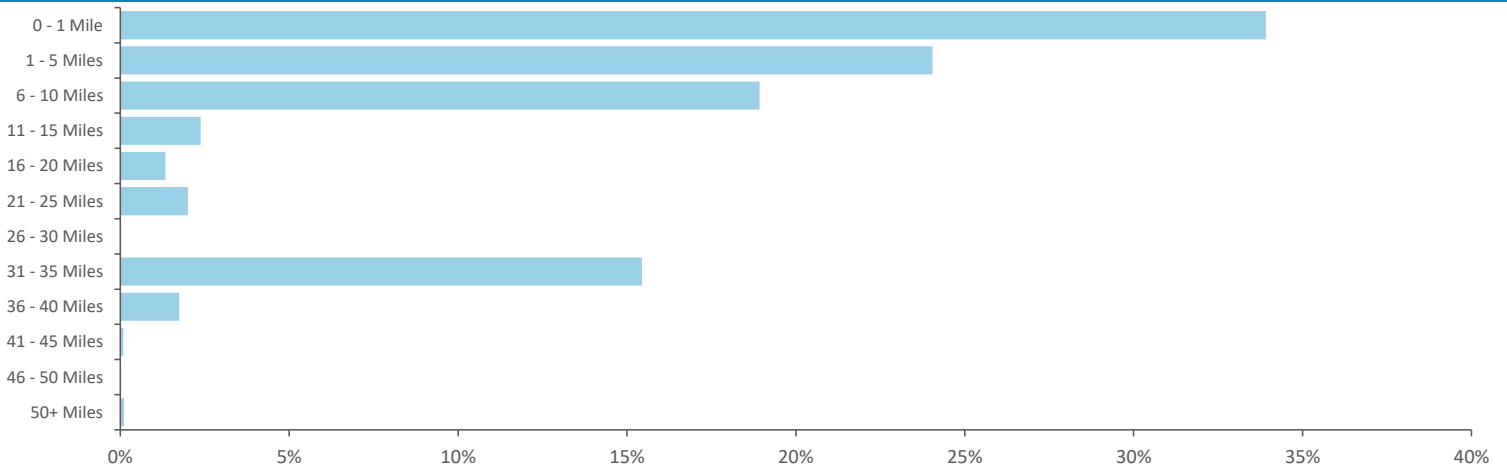
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



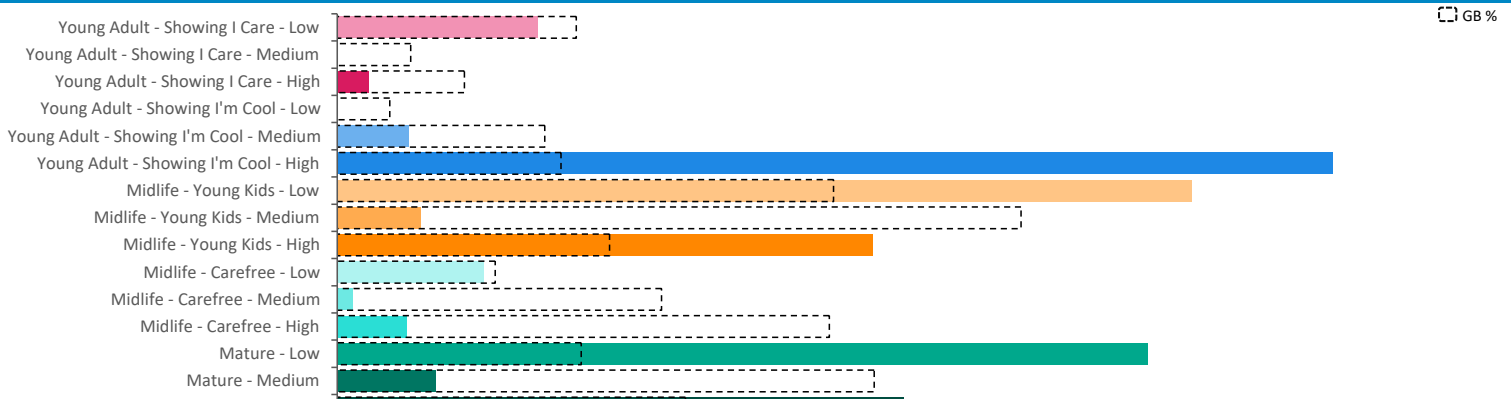
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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 - Mid Yoken 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	Mid Yoken	EH12 8XF	Star Pubs & Bars	Premium Local	0.0
2	Spice Lounge Kitchen	EH12 8HG	Independent Free	Restaurants	0.5
3	Royal Burgess Golf Social Club	EH 4 6BU	Independent Free	Sports Clubs	0.6
4	Clermiston Inn	EH 4 7EG	Greene King	GPGF	0.7
5	Tony Macaroni	EH 4 7ND	Tony Macaroni	Casual Dining	0.7
6	Chinese Manor House	EH12 8HL	Independent Free	Restaurants	0.8
7	Fabios	EH12 8HW	Independent Free	Restaurants	0.8
8	Abida	EH12 7XF	Independent Free	Restaurants	0.8
9	Centurion	EH12 7XD	Greene King	Circuit Bar	0.8
10	Grosvenor Casino	EH12 8NE	Rank	Large Venue	0.9
11	Miller & Carter	EH 4 6DZ	Mitchells & Butlers	Restaurants	0.9
12	Leonardo Hotel Edinburgh Murrayfield	EH12 6UG	Portland Hotels	Hotel	0.9
13	Marriott Hotel	EH12 8NF	Marriott International	Hotel	0.9
14	David Lloyd Leisure	EH12 8GZ	David Lloyd Leisure Ltd	Sports Clubs	0.9
15	Torfin	EH12 8AX	Greene King	Hotel	1.0
15	Toby Carvery	EH12 8AX	Mitchells & Butlers	GPGF	1.0
17	Civerinos Slice	EH12 7SL	*Other Small Retail Groups	Casual Dining	1.0
18	White Lady Hotel	EH12 8AT	Wetherspoons GB	Circuit Bar	1.1
18	St Johns Curry Club	EH12 8AT	Independent Free	Restaurants	1.1
20	Manse Club	EH12 7SS	Independent Free	Sports Clubs	1.1