

Catchment Summary - Murrayfield Edinburgh



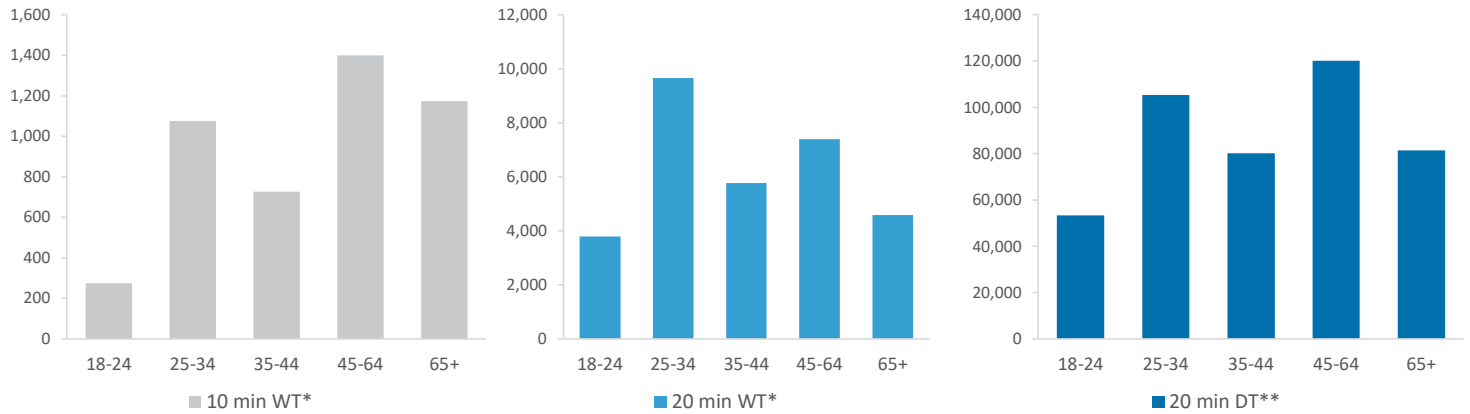
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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

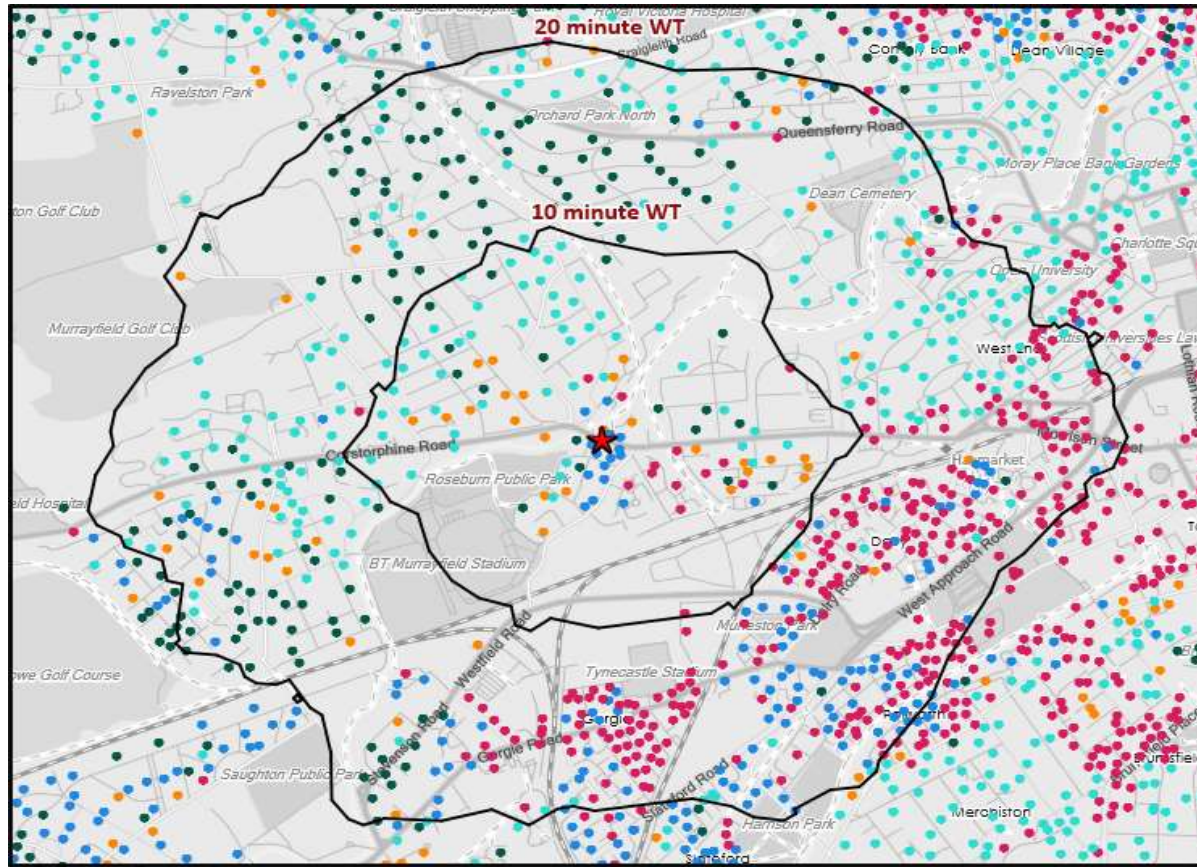
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		5,457	35,281	528,012	103	242	139
Adults 18+		4,651	31,201	440,341	107	174	147
Competition Pubs		2	29	580	13	91	160
Adults 18+ per Competition Pub		2,326	1,076	759	282	130	92
% Adults Likely to Drink		85.9%	84.2%	83.5%	104	102	101
Affluence	Low	27.3%	49.6%	38.2%	106	193	149
	Medium	1.4%	9.9%	20.5%	3	25	52
	High	67.2%	39.8%	39.8%	200	119	119
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	275	3,789	53,354	62	132	125
	25-34	1,076	9,659	105,274	148	206	150
	35-44	726	5,772	80,248	103	127	118
	45-64	1,400	7,398	120,152	100	82	89
	65+	1,174	4,583	81,313	113	68	81

Population & Adults 18+ index is based on all pubs



		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	2,676 (49%)	18,303 (52%)	258,392 (49%)	99	105	99
	Female	2,781 (51%)	16,978 (48%)	269,620 (51%)	101	95	101
Economic Status (16-74)	Employed: Full-time	1,912 (46%)	14,363 (49%)	177,035 (43%)	111	117	103
	Employed: Part-time	341 (8%)	2,338 (8%)	42,953 (10%)	64	61	80
	Self employed	524 (13%)	2,357 (8%)	32,567 (8%)	133	84	83
	Unemployed	57 (1%)	630 (2%)	9,073 (2%)	58	90	93
	Retired	545 (13%)	2,452 (8%)	47,329 (12%)	96	60	83
	Other	749 (18%)	7,350 (25%)	102,405 (25%)	92	126	126
Total Worker Count		2,754	17,899	265,774			

See the Glossary page for further information on the above variables

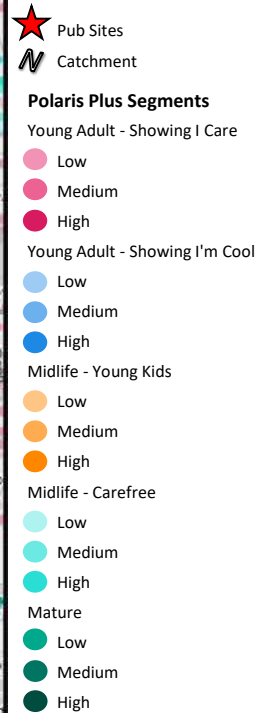
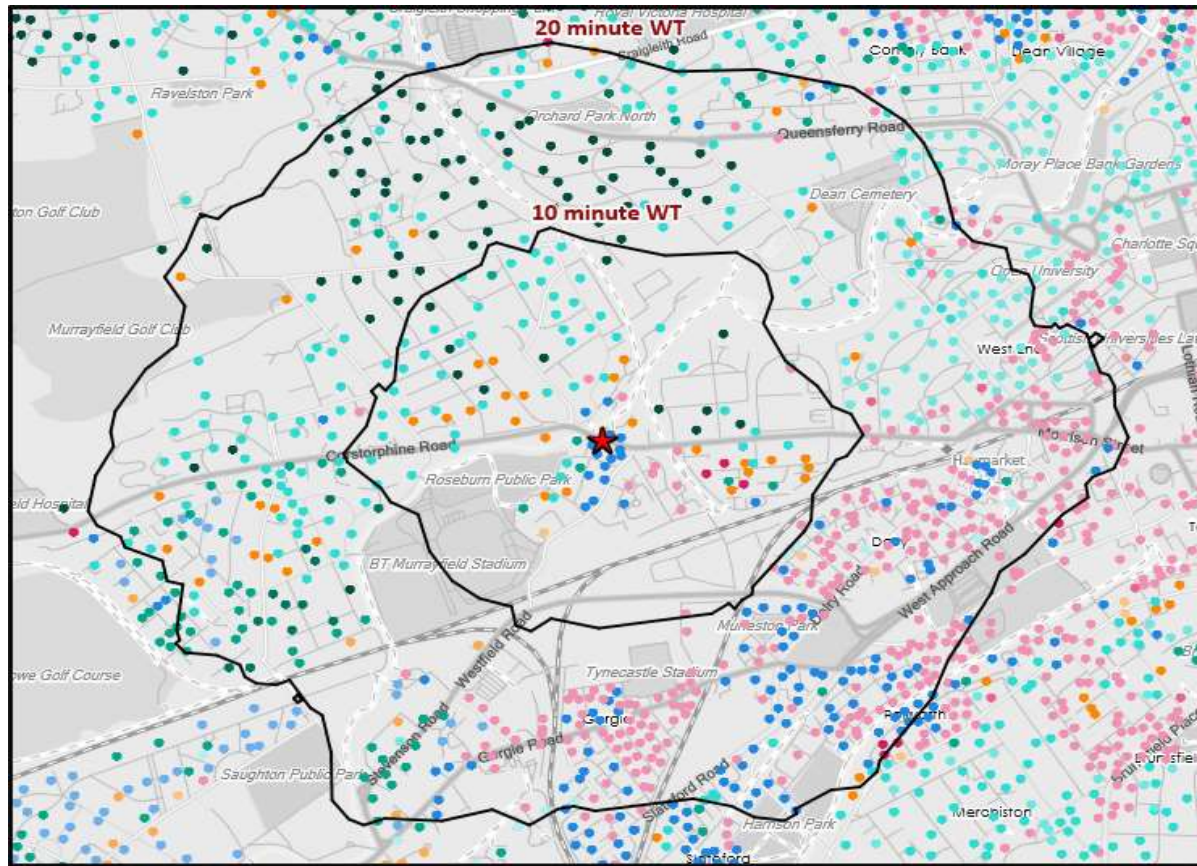


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	1,013	13,355	99,609	244	480	253
Young Adult - Showing I'm Cool	854	6,489	88,920	200	226	219
Midlife - Young Kids	541	1,504	69,258	37	15	50
Midlife - Carefree	1,433	6,359	90,222	146	97	97
Mature	618	3,286	85,747	47	38	70
Not Private Households	192	208	6,585	287	46	104
Total	4,651	31,201	440,341			

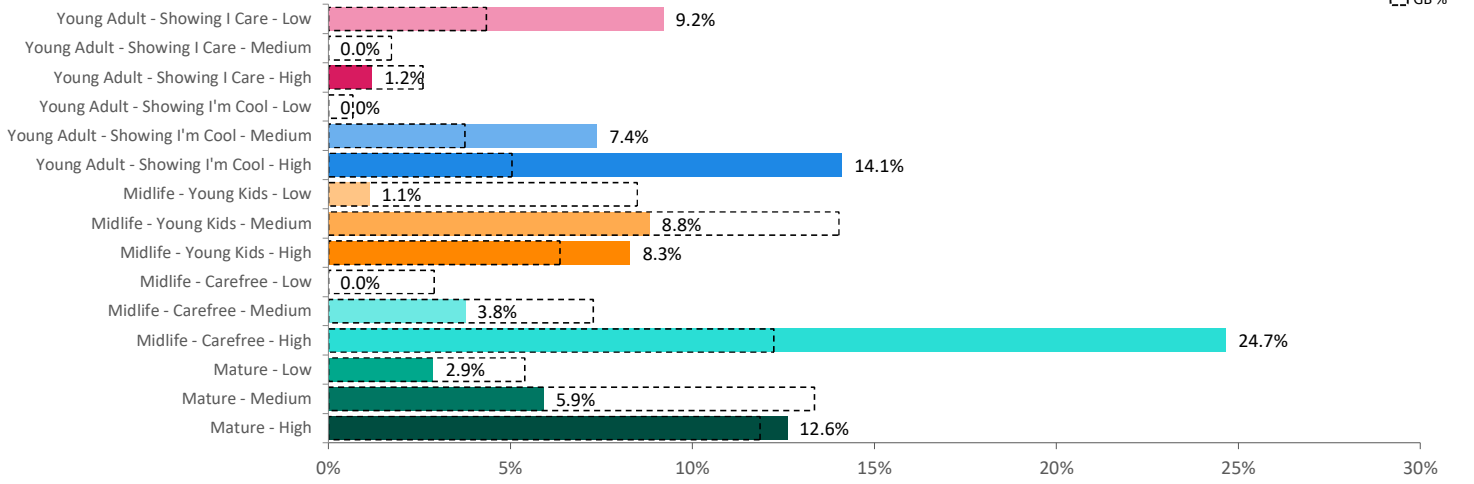


Polaris Plus Profile by Catchment

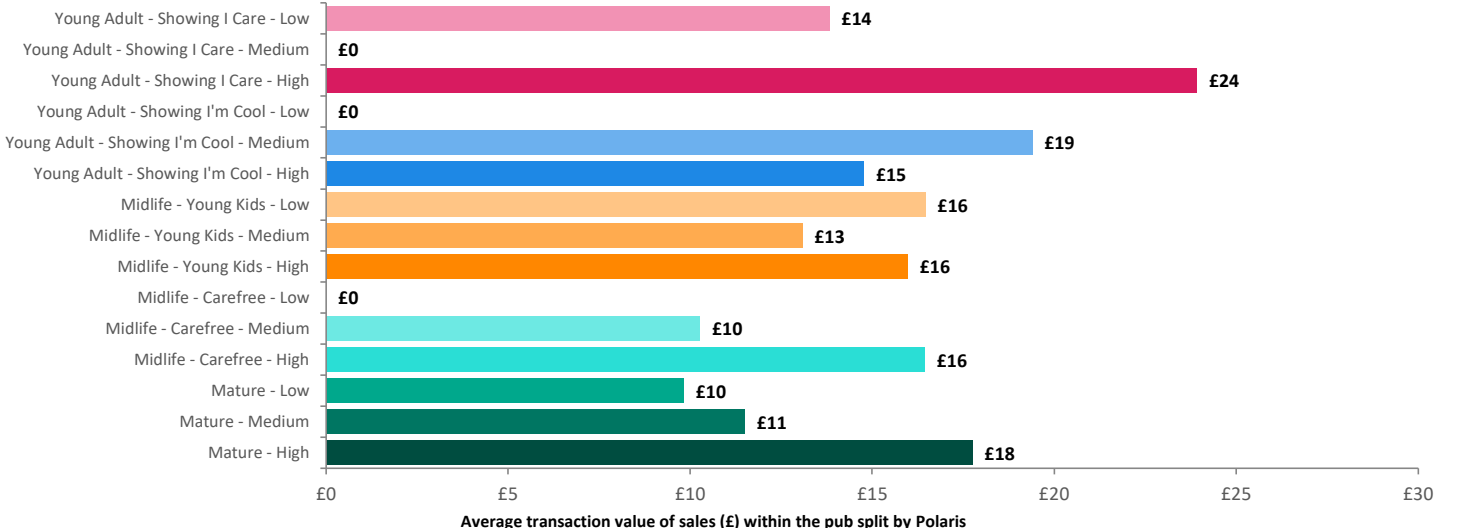
*WT= Walktime, **DT= Drivetime

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	883	13,134	94,676	453	1,004	513
Medium	0	70	450	0	16	7
High	130	151	4,483	83	14	30
Young Adult - Showing I'm Cool						
Low	0	0	155	0	0	3
Medium	0	611	21,110	0	53	130
High	854	5,878	67,655	410	421	343
Midlife - Young Kids						
Low	41	169	21,546	8	5	44
Medium	0	233	31,597	0	5	48
High	500	1,102	16,115	199	66	68
Midlife - Carefree						
Low	0	474	13,762	0	45	92
Medium	10	1,982	19,899	3	95	67
High	1,423	3,903	56,561	280	115	118
Mature						
Low	345	1,708	38,034	125	92	145
Medium	53	193	17,309	9	5	31
High	220	1,385	30,404	50	47	74
Not Private Households	192	208	6,585	287	46	104
Total	4,651	31,201	440,341			

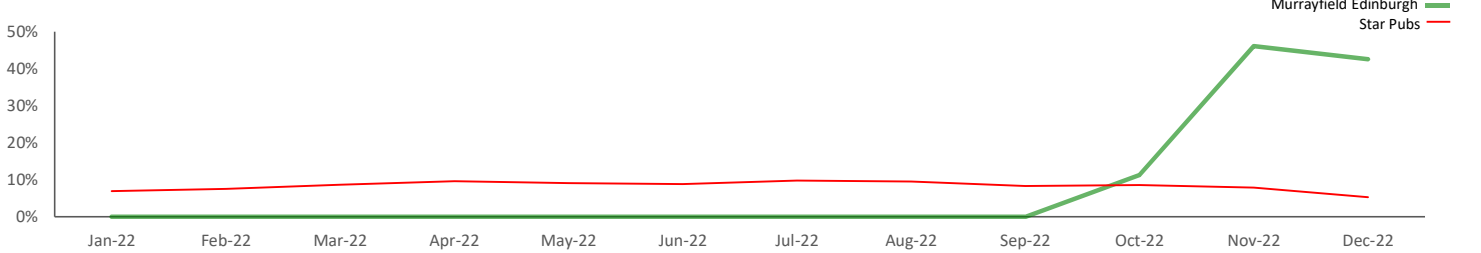
Spend by Polaris



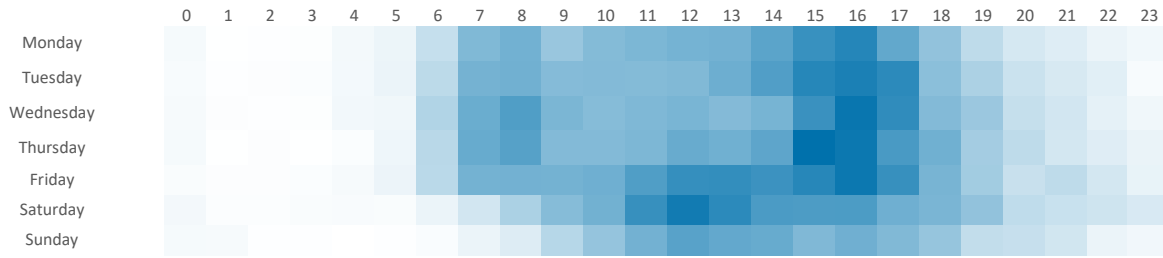
Average Transaction Values (£) by Polaris



Spend by Month

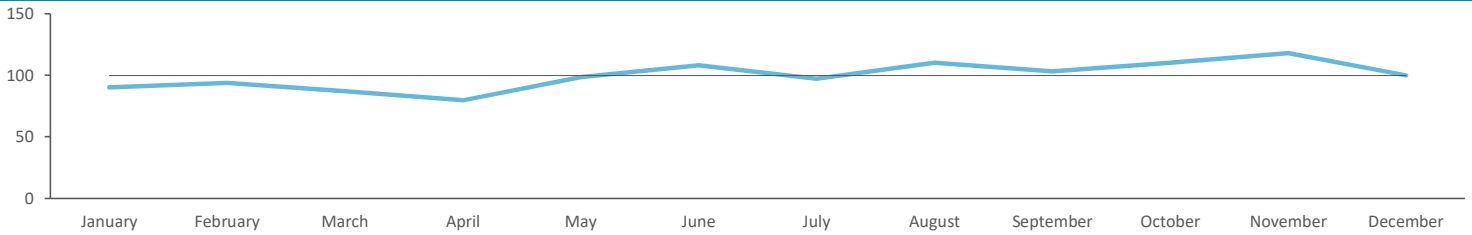


Time of Day/Day of Week



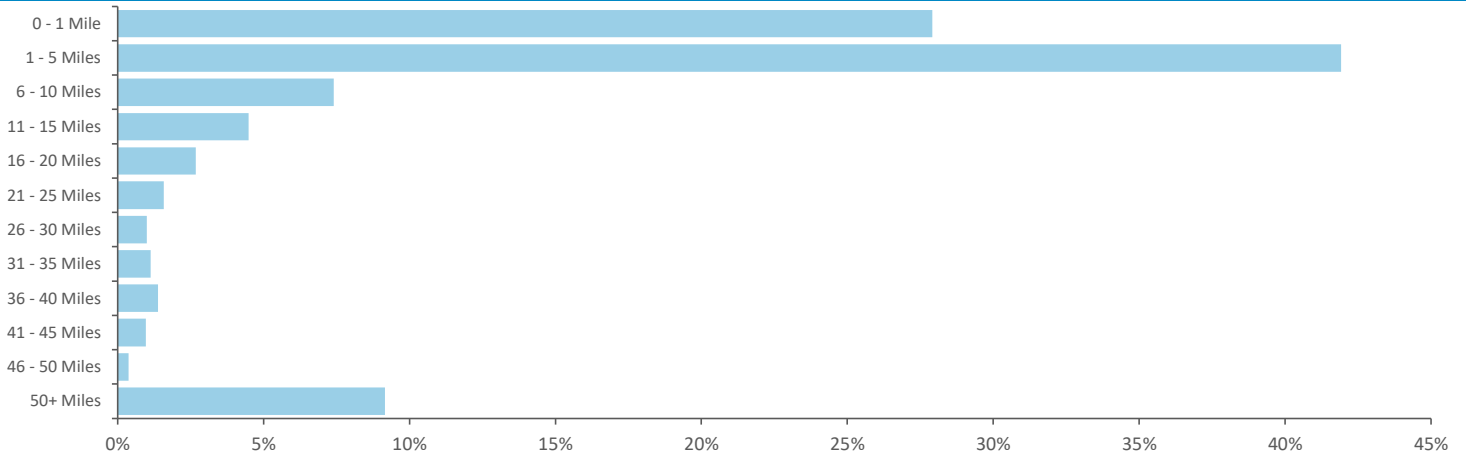
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



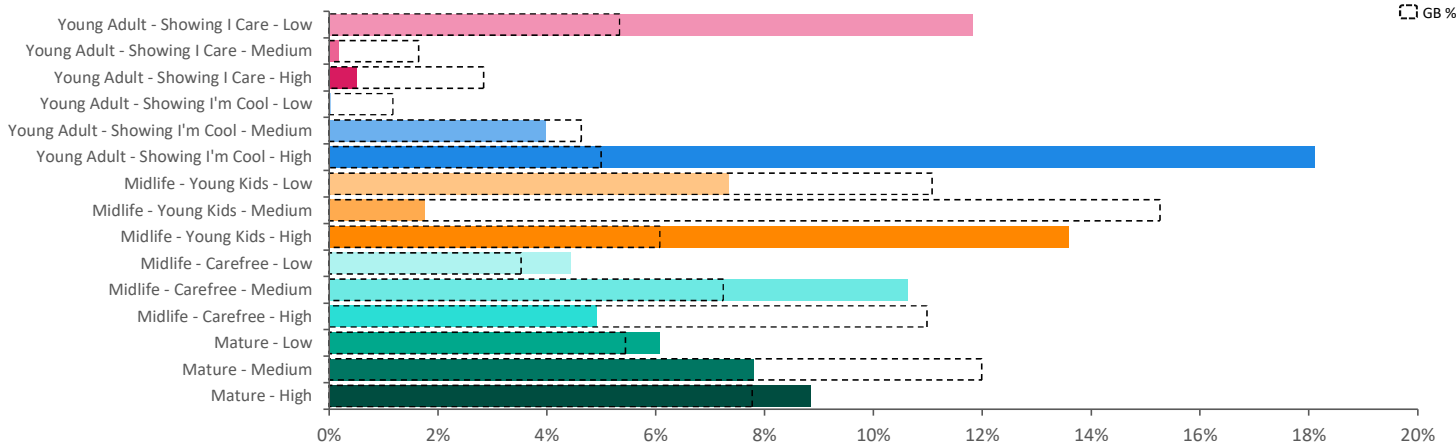
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

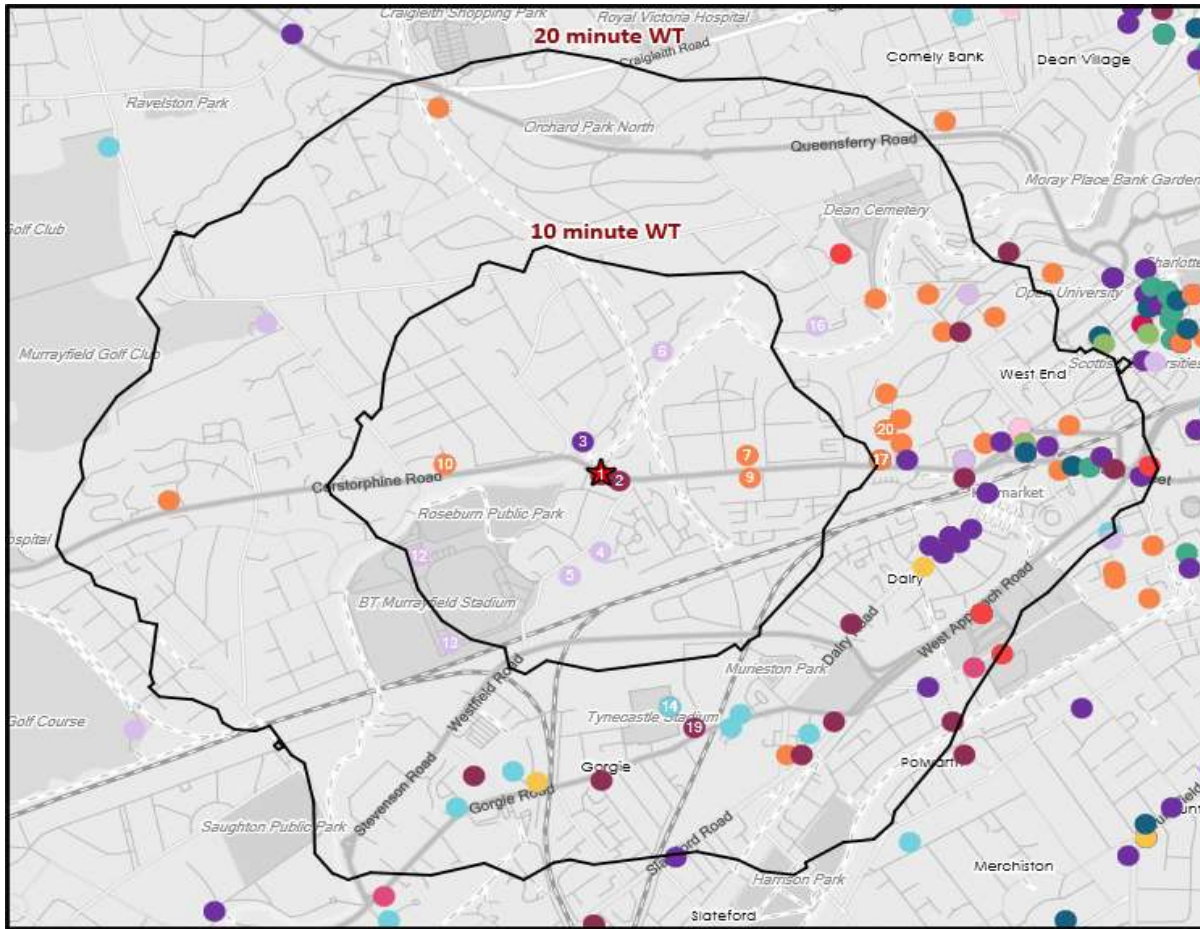


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

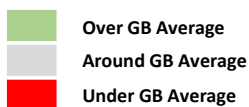
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Murrayfield Bar	EH12 5NQ	Star Pubs & Bars	Premium Local	0.0
2	Roseburn Bar	EH12 5NG	Caledonian Heritable	Premium Local	0.0
3	Dine Murrayfield	EH12 6AA	Independent Free	Restaurants	0.1
4	Beechwood Bowling Club	EH12 5PW	Independent Free	Sports Clubs	0.1
5	Murrayfield Indoor Sports Club	EH12 5PE	Independent Free	Sports Clubs	0.2
6	Coltbridge Bowling Club	EH12 6AQ	Independent Free	Sports Clubs	0.3
7	Dunstain House Hotel	EH12 5JQ	Independent Free	Hotel	0.3
7	Cumberland Hotel	EH12 5JQ	Independent Free	Hotel	0.3
9	Lodge	EH12 5JD	Independent Free	Hotel	0.3
10	Hampton Hotel	EH12 6HN	Greene King	Hotel	0.3
10	Murrayfield Hotel	EH12 6HN	G1 Group	Hotel	0.3
12	Edinburgh Curling Club	EH12 5XN	Independent Free	Sports Clubs	0.4
13	Murrayfield Rugby Club	EH12 5PJ	Independent Free	Sports Clubs	0.4
14	Heart Of Midlothian Football Club	EH11 2NL	Independent Free	Large Venue	0.5
14	Prison Officers Club	EH11 2NL	Independent Free	Clubland	0.5
16	Edinburgh Sports Club	EH 4 3DH	Independent Free	Sports Clubs	0.5
17	Hau Han	EH12 5LQ	Independent Free	Restaurants	0.5
17	Apex	EH12 5LQ	Apex Hotels Ltd	Hotel	0.5
19	Tynecastle Arms	EH11 2NP	Caledonian Heritable	Premium Local	0.5
20	Lairg	EH12 5LG	Independent Free	Hotel	0.5

Per Pub Analysis - Murrayfield Edinburgh



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,651	31,201	440,341
Number of Competition Pubs	2	29	580
Adults 18+ per Competition Pub	2,326	1,076	759

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	705	15.2%	149
Circuit Bar	136	2.9%	80
Community Pub	668	14.4%	83
Craft Led	208	4.5%	141
Great Pub Great Food	1,322	28.4%	148
High Street Pub	600	12.9%	74
Premium Local	811	17.4%	99

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	4,556	14.6%	143
Circuit Bar	1,875	6.0%	164
Community Pub	5,557	17.8%	103
Craft Led	1,774	5.7%	180
Great Pub Great Food	5,723	18.3%	96
High Street Pub	5,557	17.8%	103
Premium Local	3,496	11.2%	64

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	58,743	13.3%	131
Circuit Bar	21,324	4.8%	132
Community Pub	76,596	17.4%	100
Craft Led	21,717	4.9%	156
Great Pub Great Food	86,945	19.7%	103
High Street Pub	73,955	16.8%	97
Premium Local	60,814	13.8%	79

Category	Explanation																								
Population	The population count within the specified catchment																								
Gender	Counts of Males and Females within the specified catchment																								
Affluence	<p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1, 5.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2, 5.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3, 5.3</p>																								
Age Profile	Counts of residents by Age band																								
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																								
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																								
Over GB Average	Index value is > 120																								
Around GB Average	Index value is between 80 - 120																								
Under GB Average	Index value is < 80																								
Polaris Segmentation																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																									
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Licensed Premises																									
The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																									
Competition Pubs																									
Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																									
Mobile data																									
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																									
Acorn																									
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																									
Transactional data																									
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																									