

Catchment Summary - Mash Tun Edinburgh



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

*WT= Walktime, **DT= Drivetime

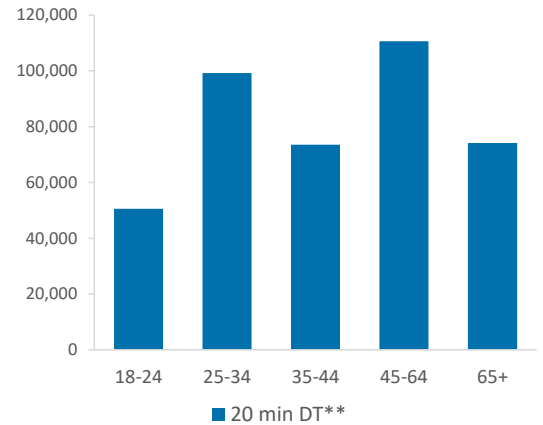
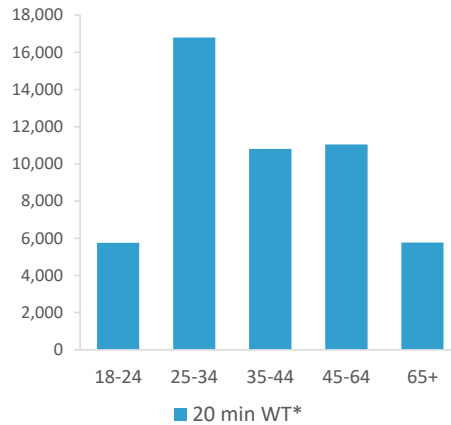
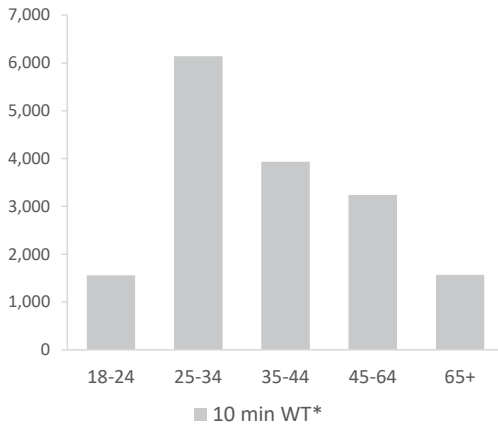
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	17,916	55,897	486,185	339	384	128
Adults 18+	16,439	50,142	408,092	378	280	137
Competition Pubs	17	92	585	113	288	162
Adults 18+ per Competition Pub	967	545	698	117	66	84
% Adults Likely to Drink	82.8%	83.0%	83.3%	100	101	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	65.1%	58.7%	40.8%	254	229	159
	Medium	2.8%	7.4%	20.2%	7	19	51
	High	31.2%	31.6%	37.3%	93	94	111

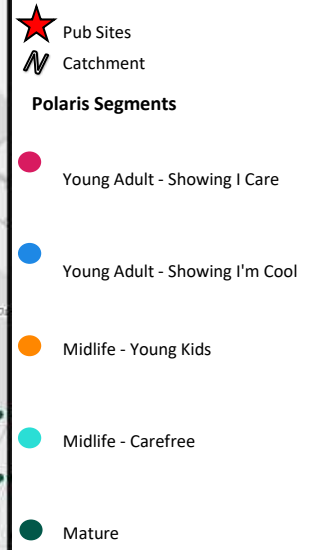
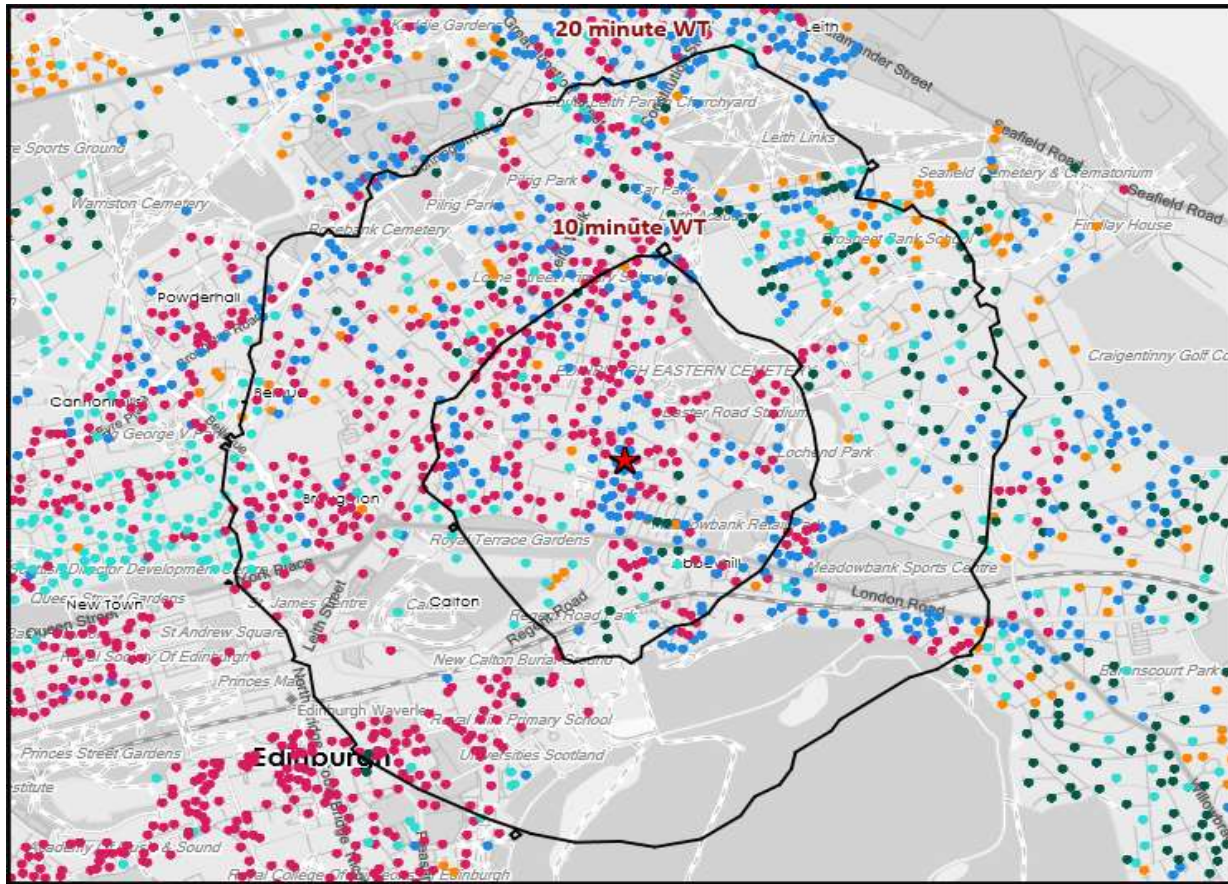
*Affluence does not include Not Private Households

Age Profile	18-24	1,560	5,753	50,595	107	127	128
	25-34	6,139	16,787	99,204	258	226	154
	35-44	3,932	10,797	73,508	171	150	117
	45-64	3,240	11,041	110,610	71	77	89
	65+	1,568	5,764	74,175	46	54	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	9,099 (51%)	27,698 (50%)	236,915 (49%)	103	100	99
	Female	8,817 (49%)	28,199 (50%)	249,270 (51%)	97	100	101
Economic Status (16-74)	Employed: Full-time	8,241 (52%)	23,244 (49%)	164,527 (43%)	125	117	104
	Employed: Part-time	1,341 (8%)	4,282 (9%)	39,207 (10%)	65	69	79
	Self employed	1,176 (7%)	3,770 (8%)	30,138 (8%)	78	82	83
	Unemployed	428 (3%)	1,333 (3%)	8,628 (2%)	114	117	95
	Retired	1,033 (7%)	3,432 (7%)	42,411 (11%)	47	52	81
	Other	3,603 (23%)	11,825 (25%)	96,414 (25%)	115	125	128
Total Worker Count		3,603	26,180	241,151			

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	9,659	23,500	97,442	658	525	268
Young Adult - Showing I'm Cool	5,139	14,370	85,951	340	311	229
Midlife - Young Kids	204	2,642	70,613	4	17	55
Midlife - Carefree	621	4,650	79,078	18	44	92
Mature	664	3,800	68,107	14	27	60
Not Private Households	152	1,180	6,901	64	164	118
Total	16,439	50,142	408,092			

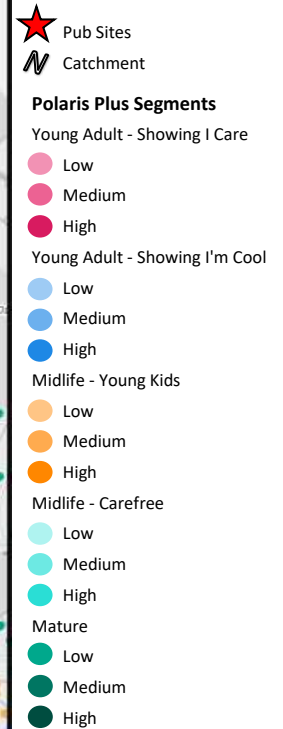
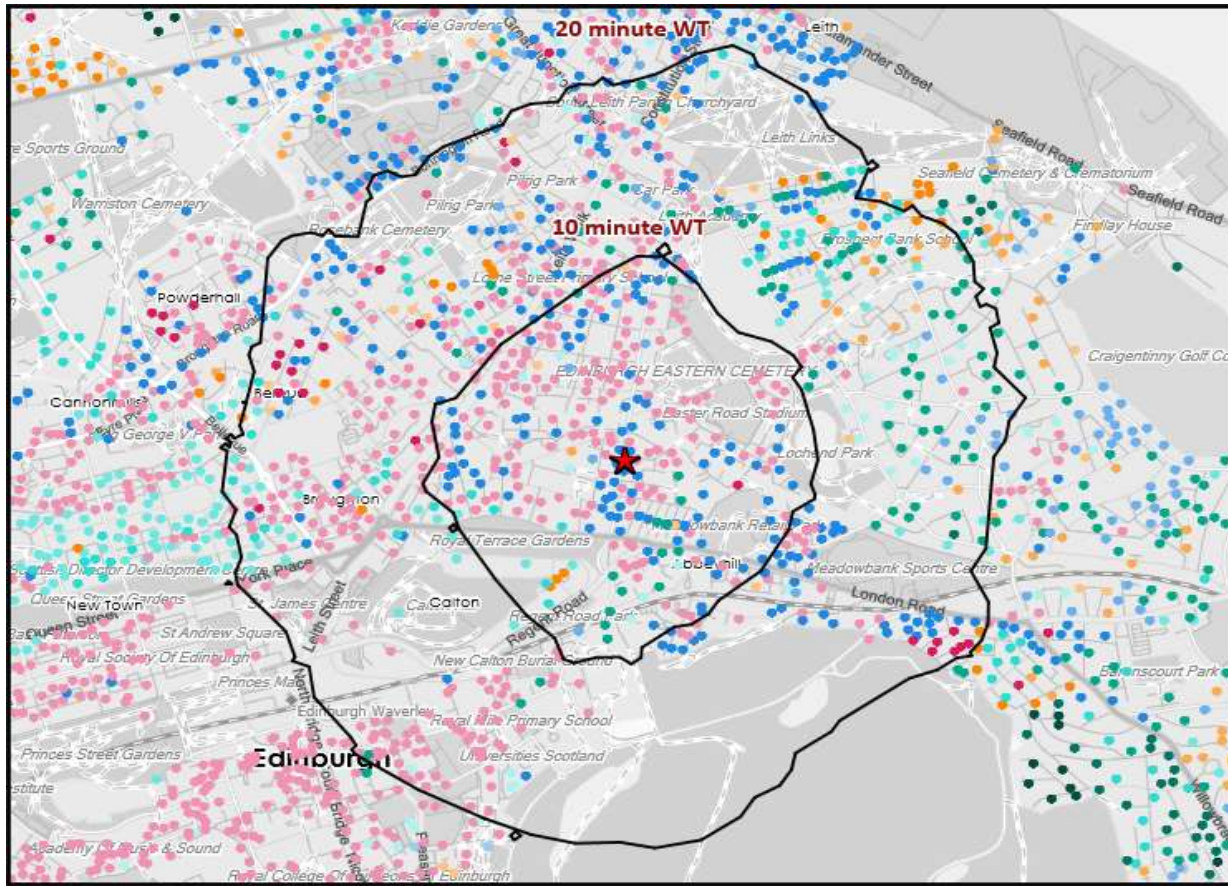
Polaris Summary - Mash Tun Edinburgh



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Data Source © 2020 TomTom



★ 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	9,588	22,799	93,154	1,391	1,085	544
Medium	0	99	450	0	14	8
High	71	602	3,838	13	36	28
Young Adult - Showing I'm Cool						
Low	0	0	155	0	0	4
Medium	220	1,273	21,592	36	69	143
High	4,919	13,097	64,204	669	584	351
Midlife - Young Kids						
Low	135	1,047	23,192	7	19	51
Medium	56	920	30,837	2	12	51
High	13	675	16,584	1	25	75
Midlife - Carefree						
Low	317	1,819	12,645	57	107	91
Medium	179	1,371	17,384	16	41	63
High	125	1,460	49,049	7	27	110
Mature						
Low	664	3,764	37,352	68	126	154
Medium	0	36	12,065	0	1	23
High	0	0	18,690	0	0	49
Not Private Households	152	1,180	6,901	64	164	118

Polaris Summary - Mash Tun Edinburgh



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★ Pub Sites

Total

16,439

50,142

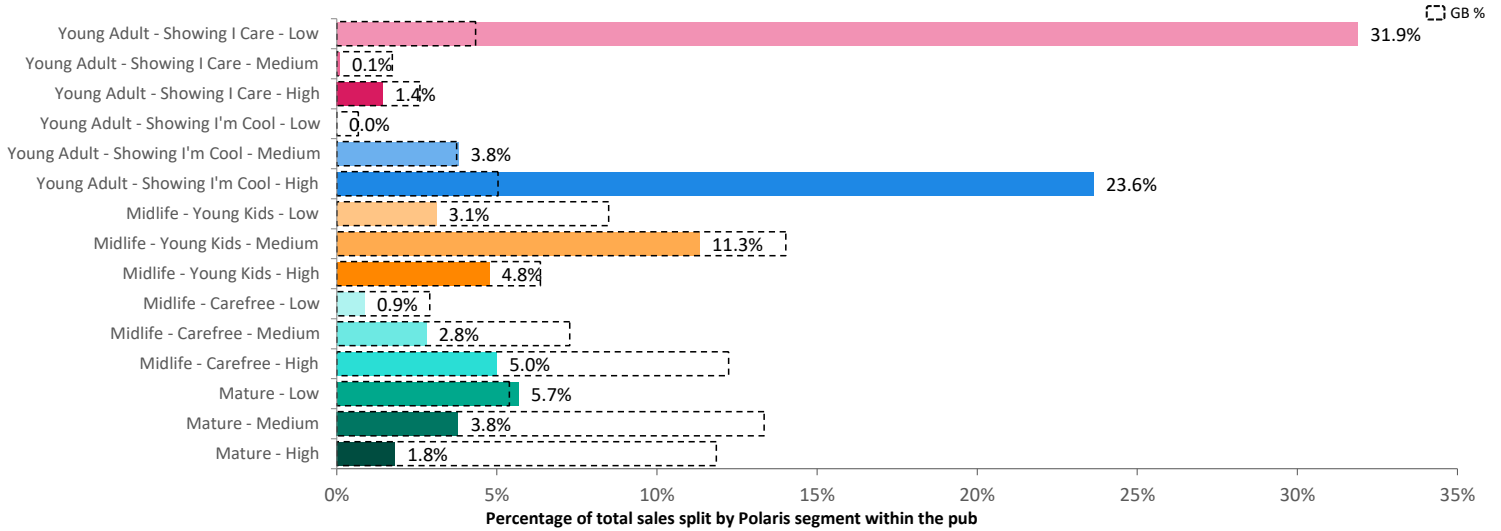
408,092

Transactional Data Summary - Mash Tun Edinburgh

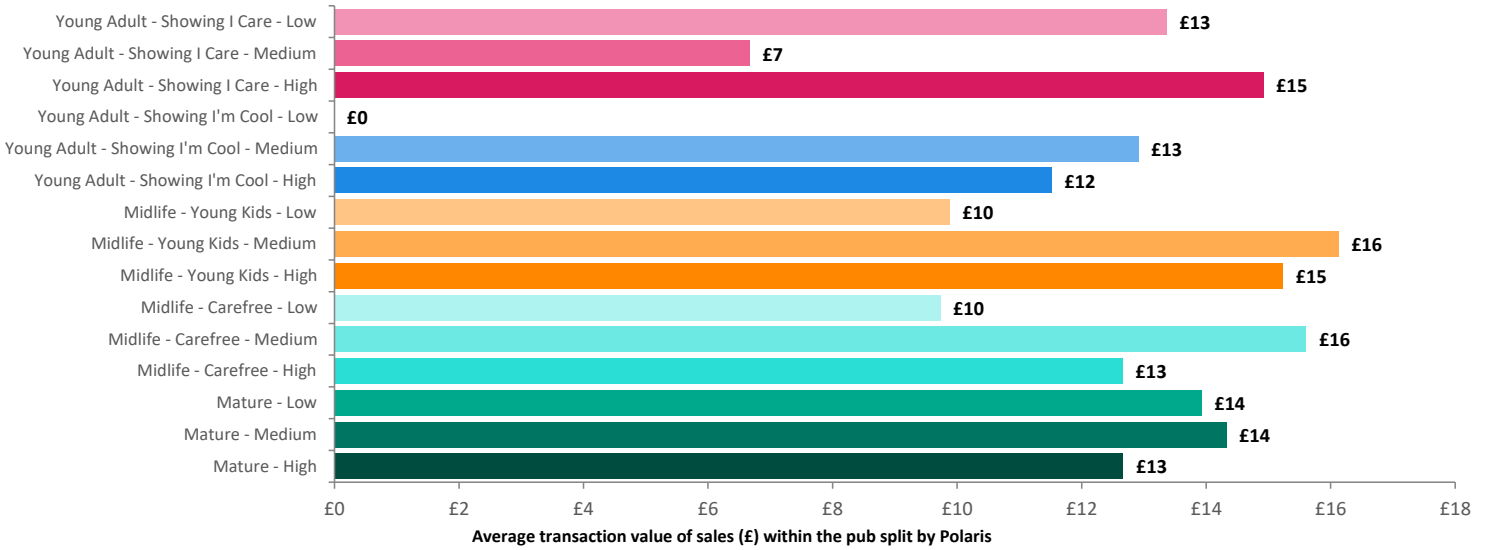


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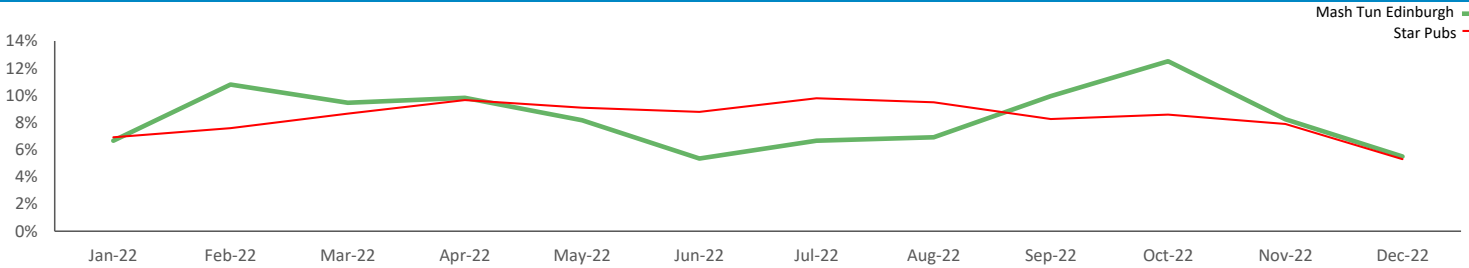
Spend by Polaris



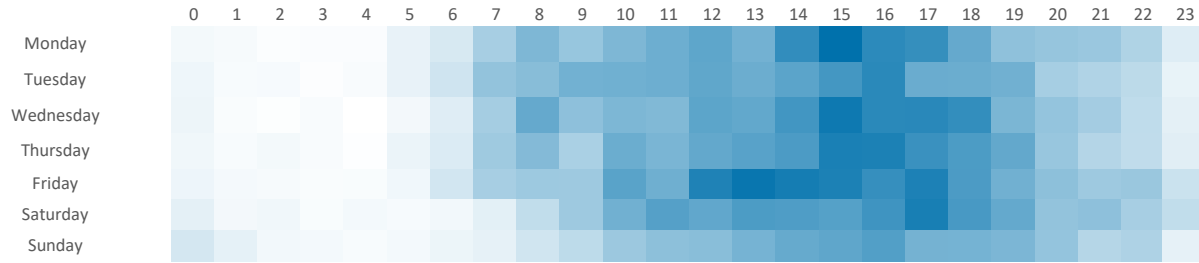
Average Transaction Values (£) by Polaris



Spend by Month

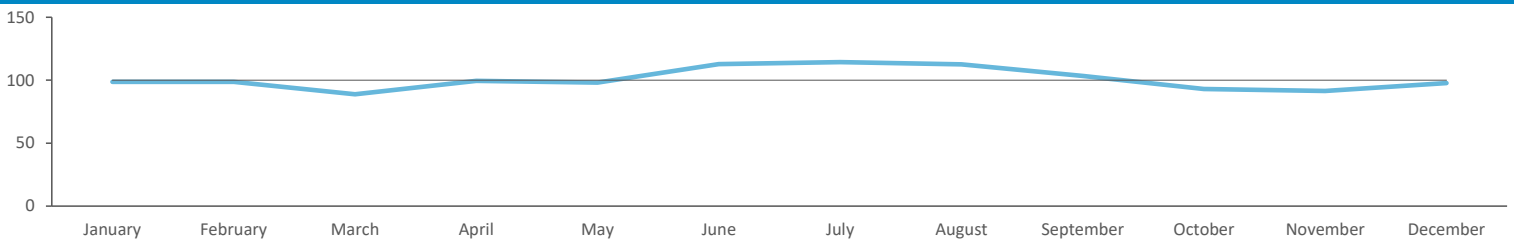


Time of Day/Day of Week



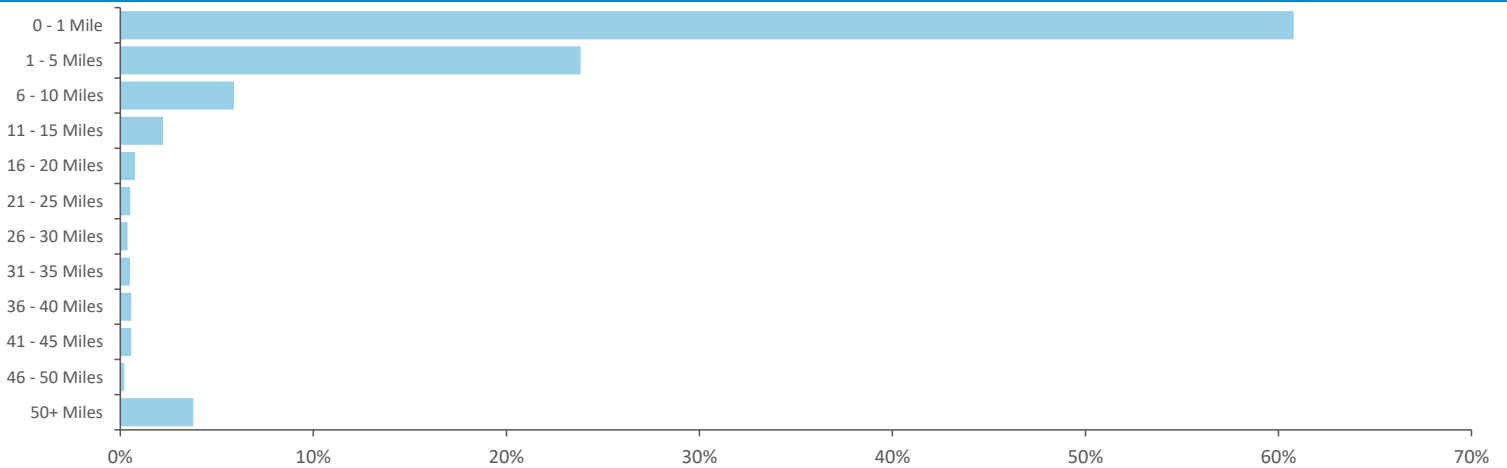
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



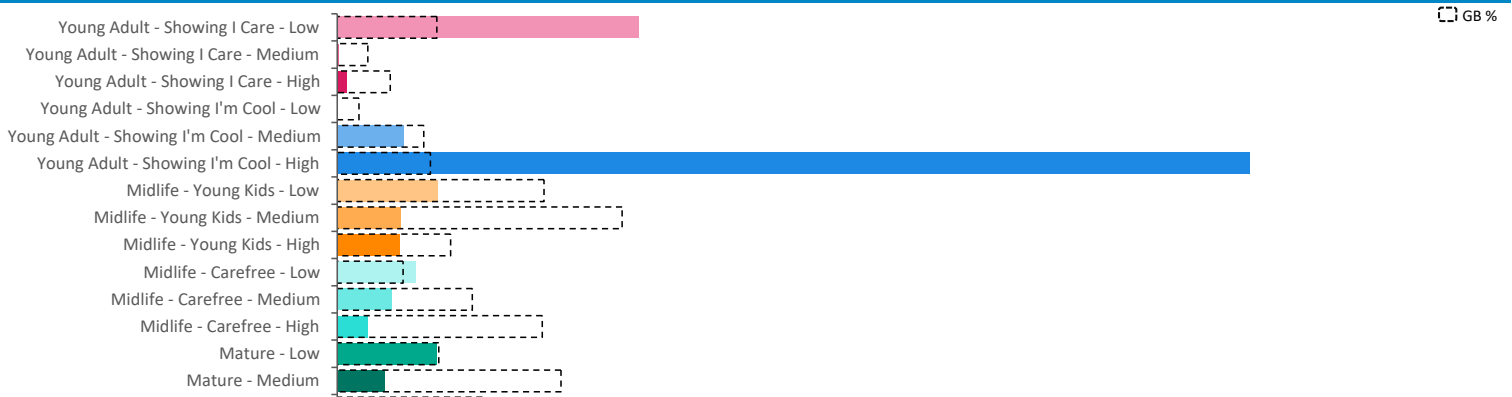
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

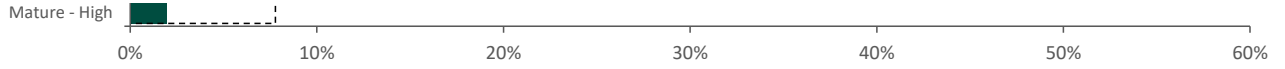


Mobile Data Summary - Mash Tun Edinburgh

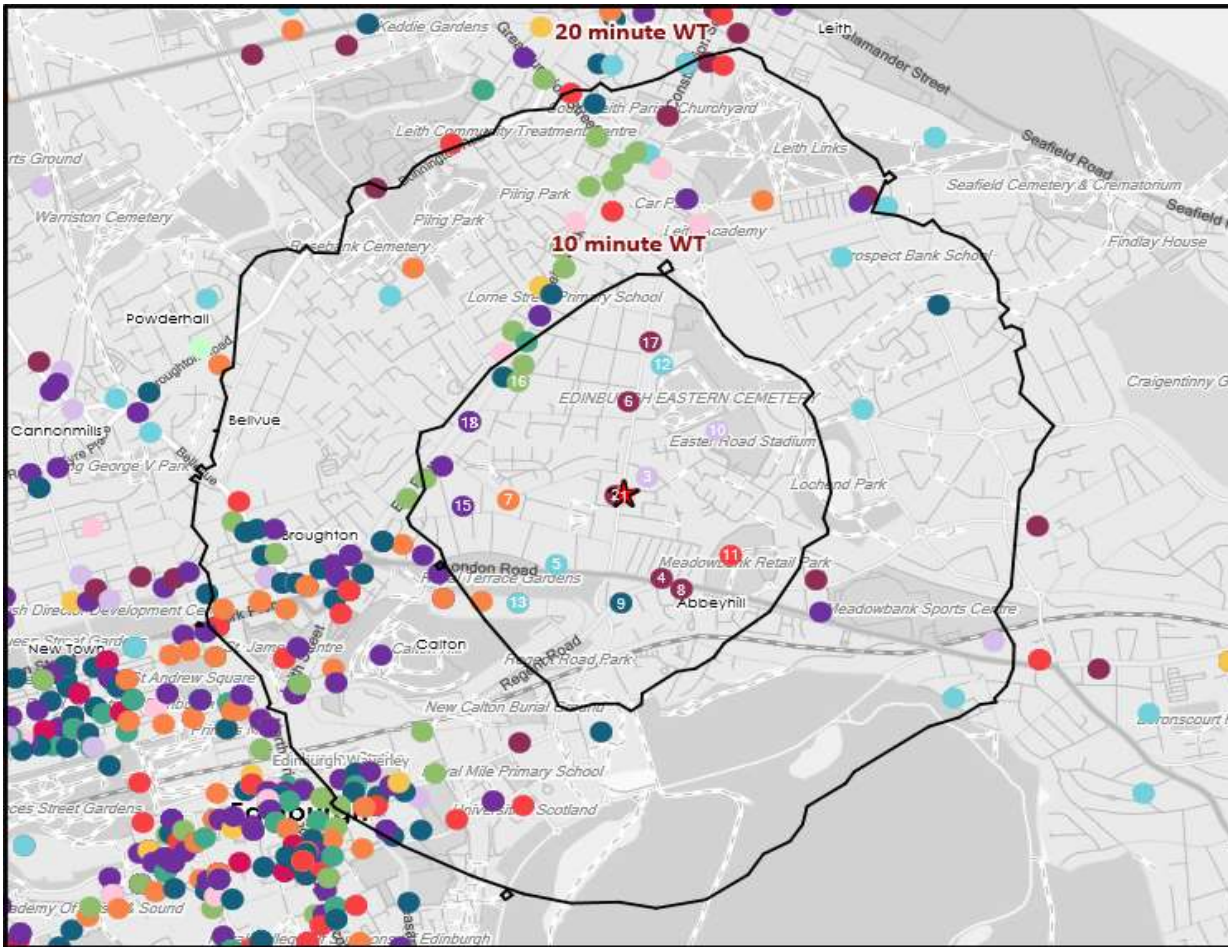


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Time of Day/Day of Week



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



★ Pub Sites
 N 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	Mash Tun	EH 7 SRL	Star Pubs & Bars	GPGF	0.0
2	Middletons Bar	EH 7 5PW	Greene King	Premium Local	0.0
3	Hibernian Fc Supporters Club	EH 7 5RA	Independent Free	Sports Clubs	0.1
4	Artisan Bar	EH 7 5BQ	Caledonian Heritable	Premium Local	0.2
5	Hillside Bowl Club	EH 7 5EG	Independent Free	Clubland	0.2
6	Iona Bar	EH 6 8LF	Independent Free	Premium Local	0.2
7	No 11	EH 7 5NQ	Independent Free	Hotel	0.2
8	Safari Lounge	EH 7 5SN	Caledonian Heritable	Premium Local	0.2
9	Regent	EH 7 5DL	Punch Pub Company	ABOS	0.2
10	Hibernian Football Club	EH 7 5QG	Independent Free	Sports Clubs	0.2
11	Buzz Bingo	EH 7 5TS	Gala Group	Large Venue	0.2
12	Lodge Scotia Regia 1345	EH 6 8JZ	Independent Free	Clubland	0.3
13	24 Royal Terrace	EH 7 5AH	*Other Small Retail Groups	Hotel	0.3
13	Carlton Bridge Club	EH 7 5AH	Independent Free	Clubland	0.3
15	Renroc Cafe	EH 7 5HZ	Independent Free	Restaurants	0.3
16	Tourmalet	EH 6 8SQ	Independent Free	Circuit Bar	0.3
17	Tamsons Bar	EH 6 8JU	Caledonian Heritable	Premium Local	0.3
18	Bodega	EH 7 5HN	Independent Free	Restaurants	0.3
18	Black Fox	EH 7 5HN	Independent Free	GPGF	0.3
18	Assams	EH 7 5HN	Independent Free	Casual Dining	0.3