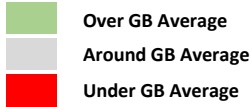


Catchment Summary - Kilderkin Edinburgh

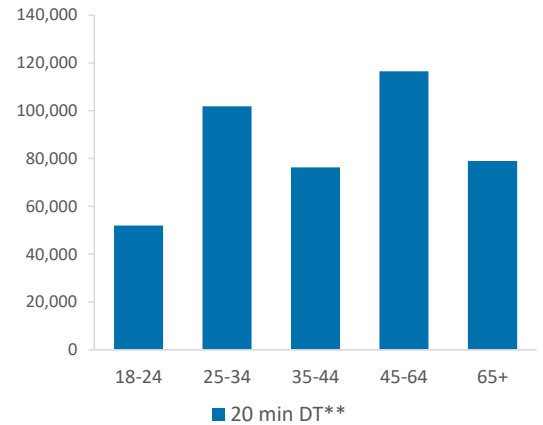
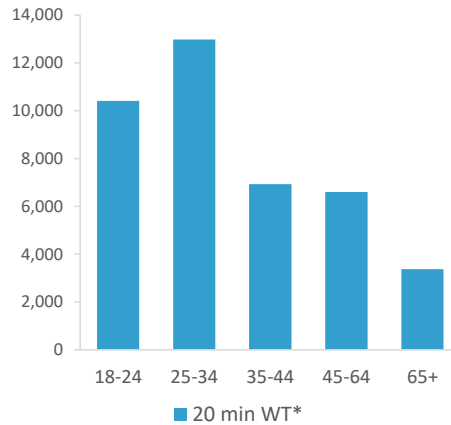
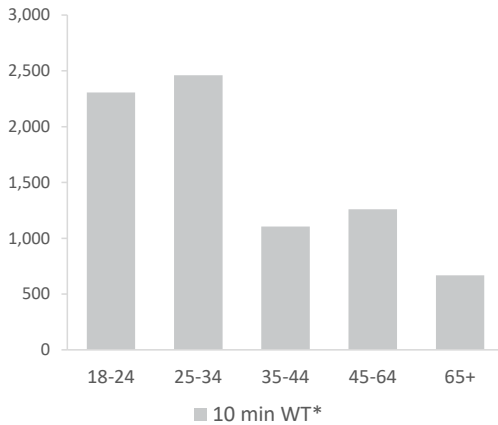
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf



*WT= Walktime, **DT= Drivetime

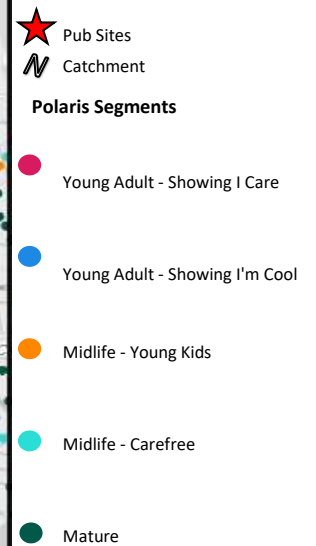
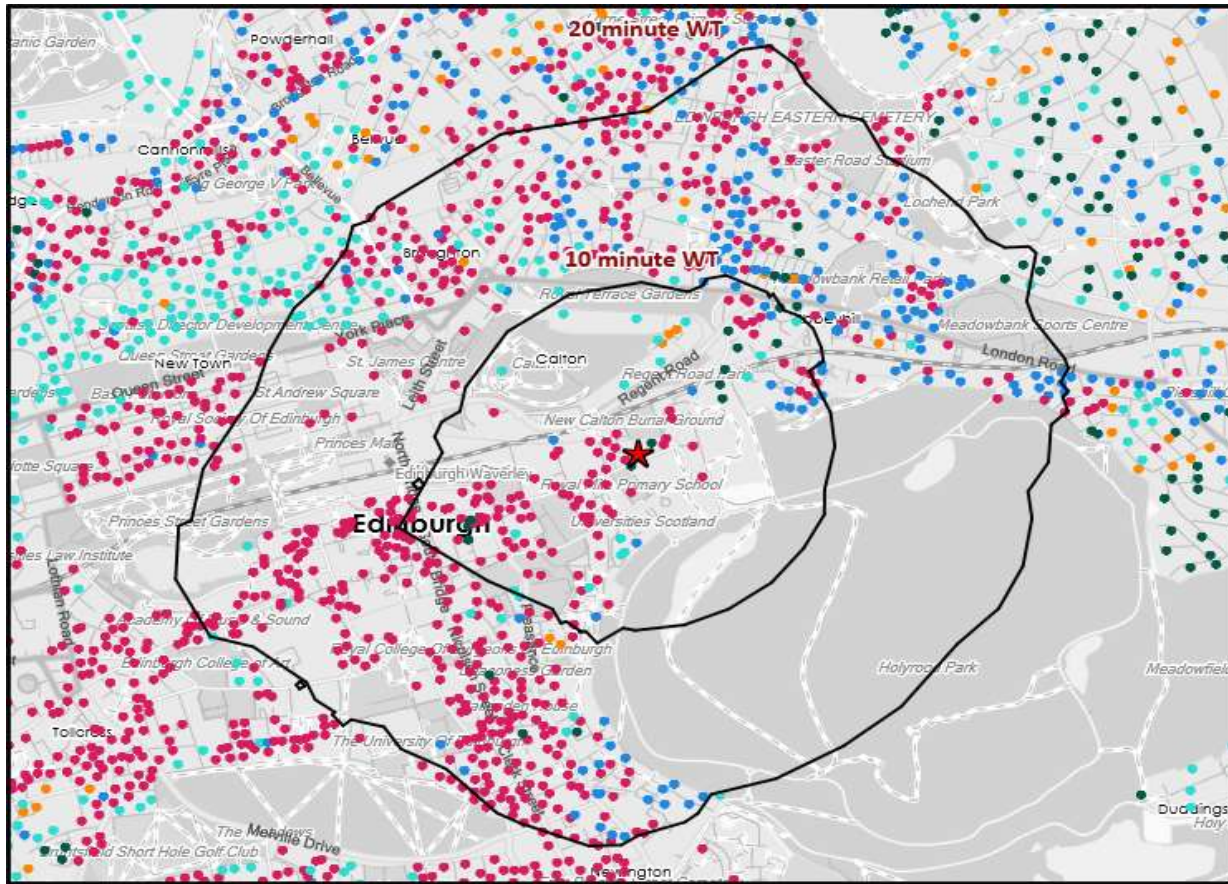
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		8,302	43,174	507,834	157	297	134
Adults 18+		7,800	40,283	425,648	179	225	142
Competition Pubs		23	168	604	153	525	167
Adults 18+ per Competition Pub		339	240	705	41	29	85
% Adults Likely to Drink		82.4%	82.1%	83.3%	100	100	101
Affluence	Low	78.5%	72.4%	39.9%	306	282	156
	Medium	3.3%	2.6%	20.7%	8	7	53
	High	9.7%	21.3%	37.7%	29	64	112
*Affluence does not include Not Private Households							
Age Profile	18-24	2,307	10,411	52,010	343	297	126
	25-34	2,461	12,981	101,885	223	226	151
	35-44	1,106	6,926	76,260	104	125	117
	45-64	1,259	6,596	116,500	59	60	90
	65+	667	3,369	78,993	42	41	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	3,852 (46%)	20,568 (48%)	247,305 (49%)	94	96	98
	Female	4,450 (54%)	22,606 (52%)	260,529 (51%)	106	104	101
Economic Status (16-74)	Employed: Full-time	2,698 (36%)	15,425 (40%)	171,477 (43%)	86	95	104
	Employed: Part-time	559 (7%)	2,555 (7%)	41,445 (10%)	57	50	80
	Self employed	509 (7%)	2,707 (7%)	31,417 (8%)	70	73	83
	Unemployed	239 (3%)	933 (2%)	8,900 (2%)	133	101	94
	Retired	641 (8%)	2,002 (5%)	44,938 (11%)	61	37	82
	Other	2,925 (39%)	15,371 (39%)	98,911 (25%)	196	200	126
Total Worker Count		6,208	36,444	252,610			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

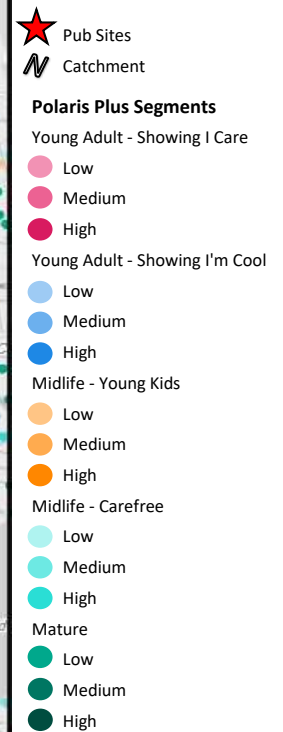
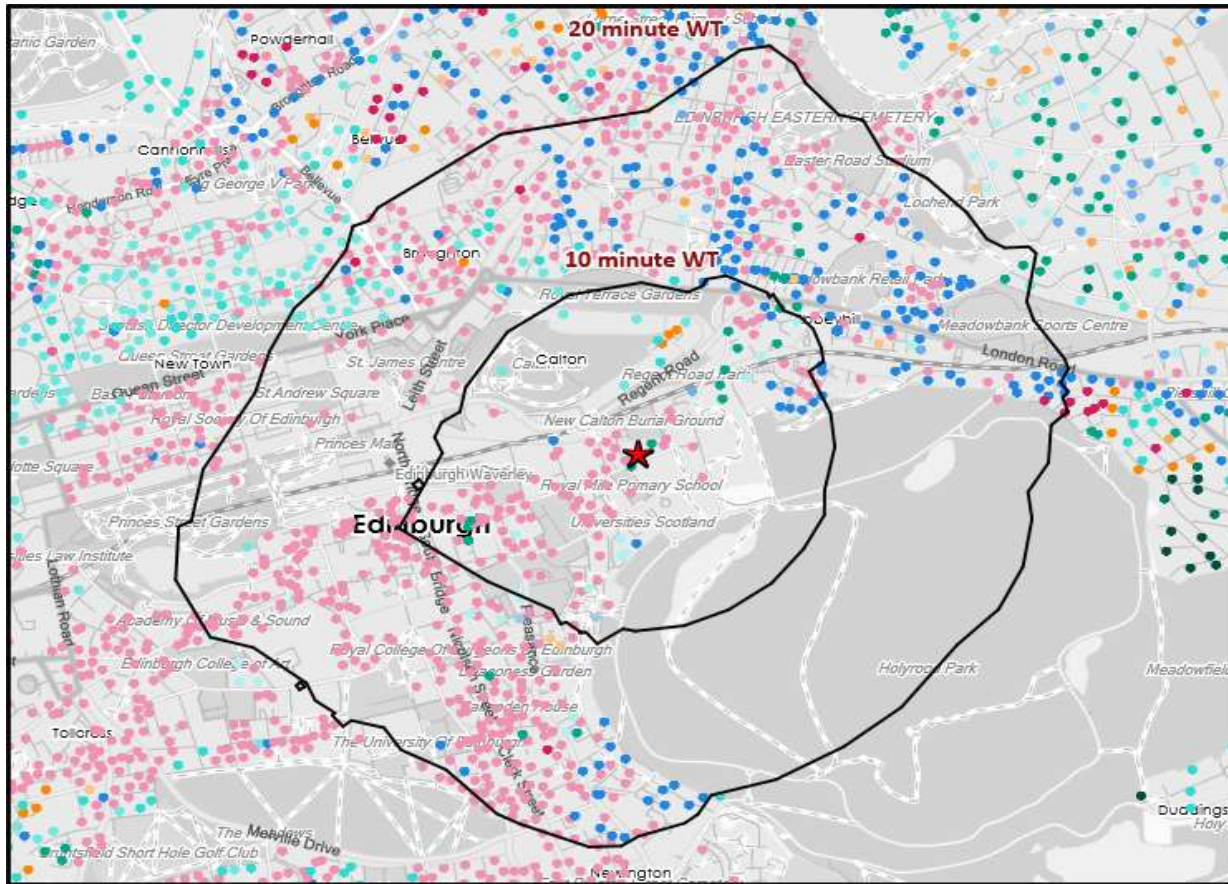
*WT= Walktime, **DT= Drivetime

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	4,922	27,113	97,626	707	754	257
Young Adult - Showing I'm Cool	789	8,271	87,064	110	223	222
Midlife - Young Kids	39	261	74,756	2	2	56
Midlife - Carefree	917	2,242	83,516	56	26	93
Mature	467	923	75,395	21	8	63
Not Private Households	666	1,473	7,291	594	254	119
Total	7,800	40,283	425,648			

Polaris Summary - Kilderkin Edinburgh



 Pub Sites

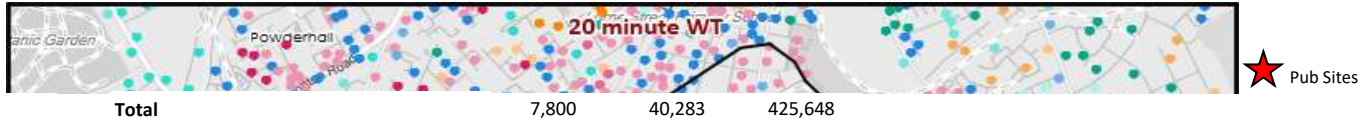


Polaris Plus Profile by Catchment

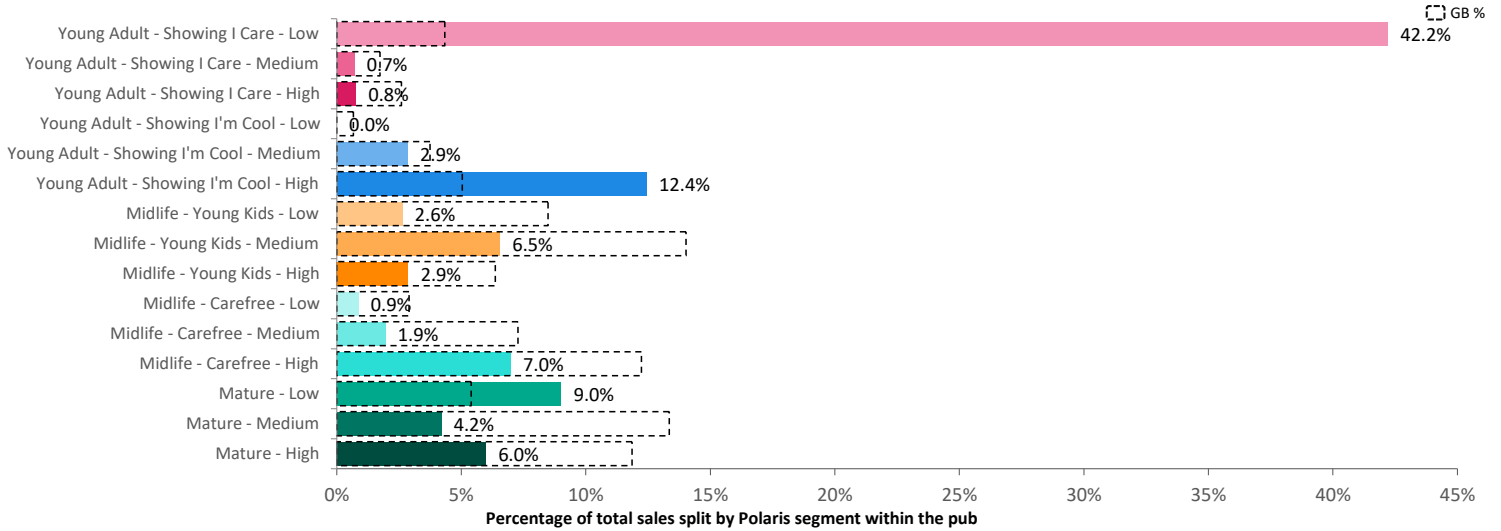
*WT= Walktime, **DT= Drivetime

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	4,922	26,961	93,186	1,505	1,596	522
Medium	0	0	450	0	0	8
High	0	152	3,990	0	11	28
Young Adult - Showing I'm Cool						
Low	138	155	155	172	37	4
Medium	4	171	22,343	1	11	142
High	647	7,945	64,566	185	441	339
Midlife - Young Kids						
Low	0	158	23,456	0	4	50
Medium	0	56	33,806	0	1	53
High	39	47	17,494	9	2	76
Midlife - Carefree						
Low	594	986	12,955	224	72	90
Medium	250	817	18,242	48	30	64
High	73	439	52,319	9	10	113
Mature						
Low	467	923	40,207	101	39	159
Medium	0	0	13,196	0	0	24
High	0	0	21,992	0	0	55
Not Private Households	666	1,473	7,291	594	254	119

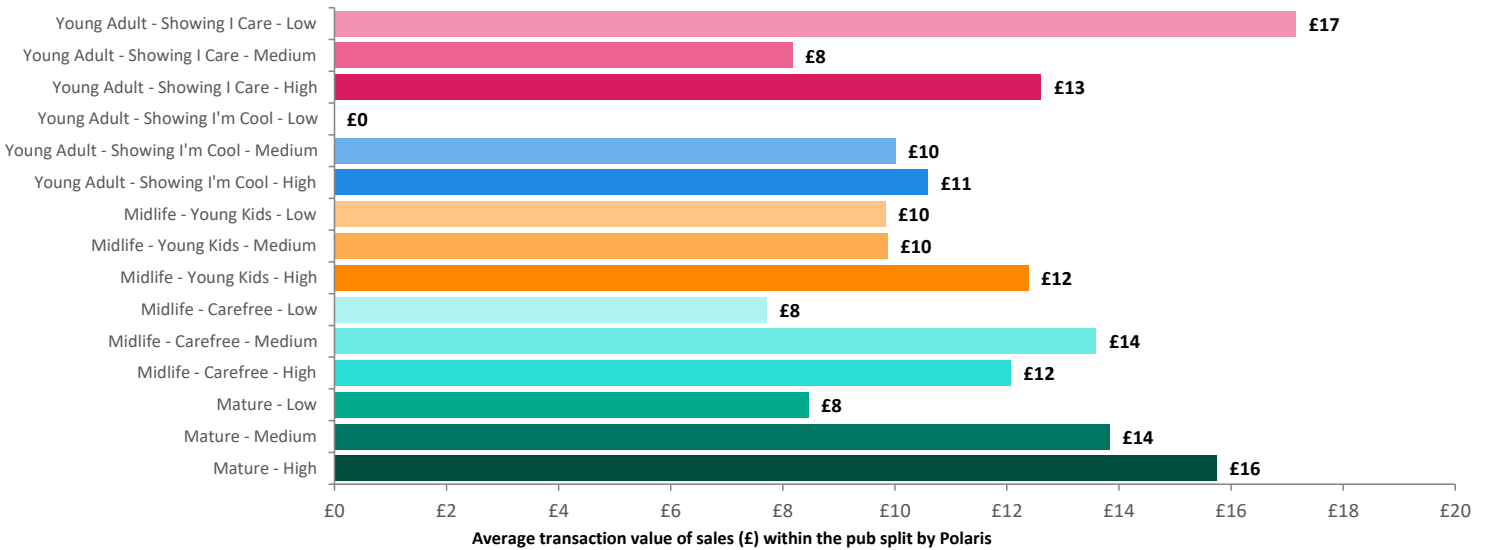
Polaris Summary - Kilderkin Edinburgh



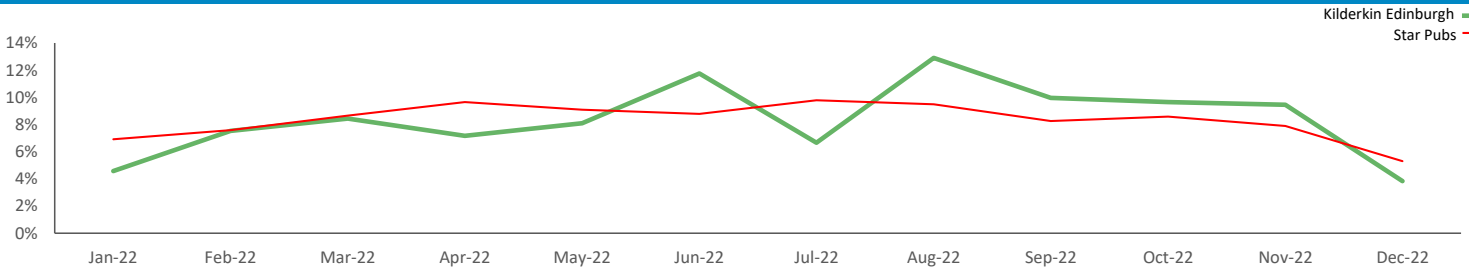
Spend by Polaris



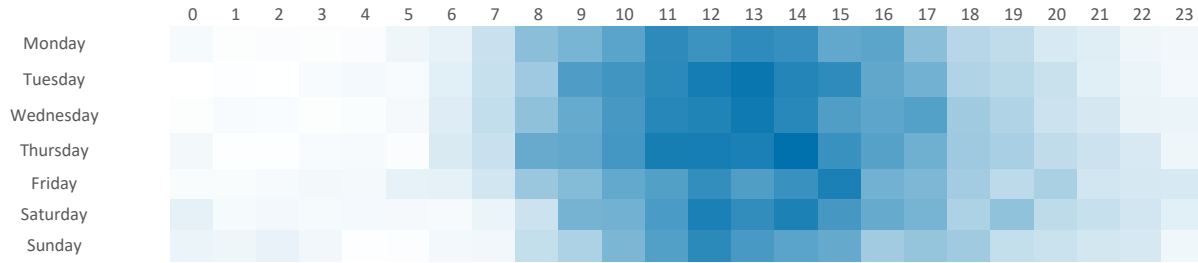
Average Transaction Values (£) by Polaris



Spend by Month

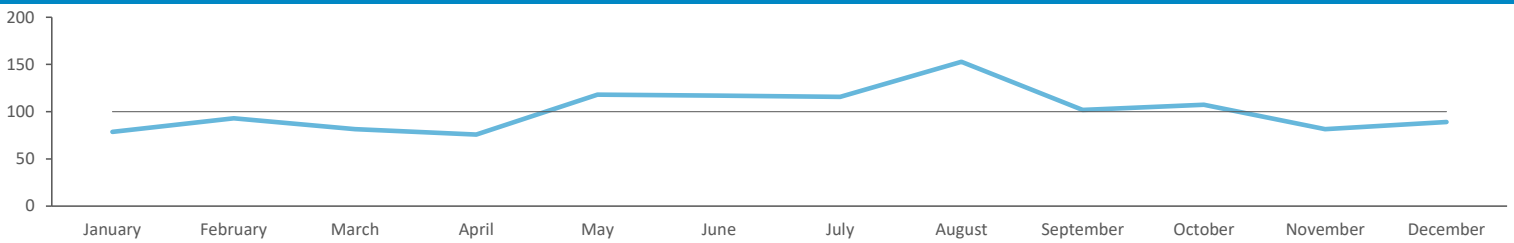


Time of Day/Day of Week



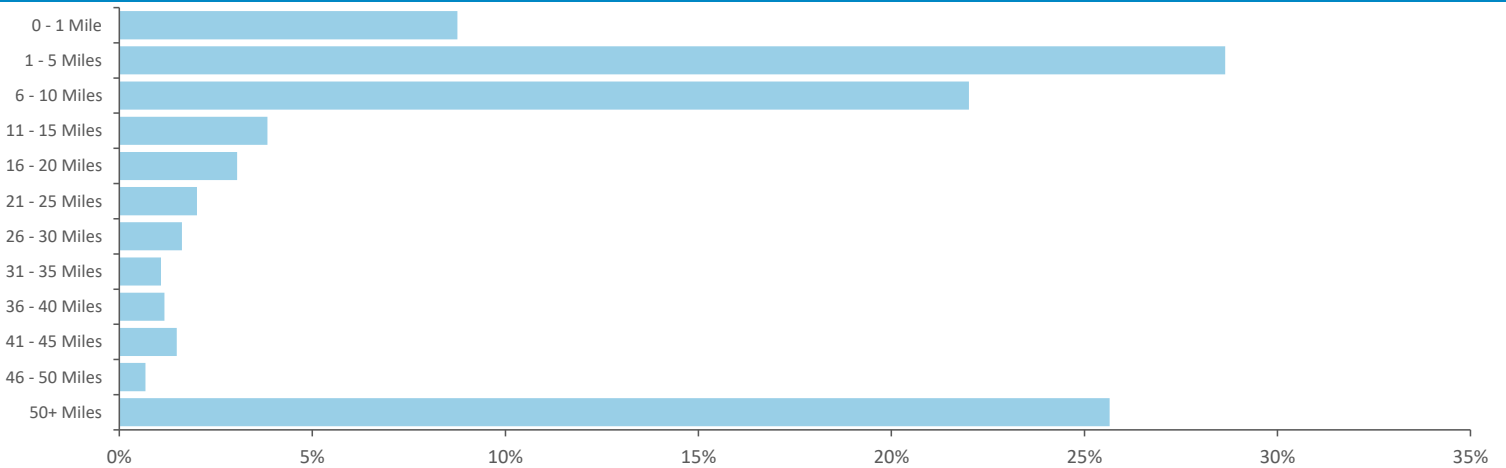
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



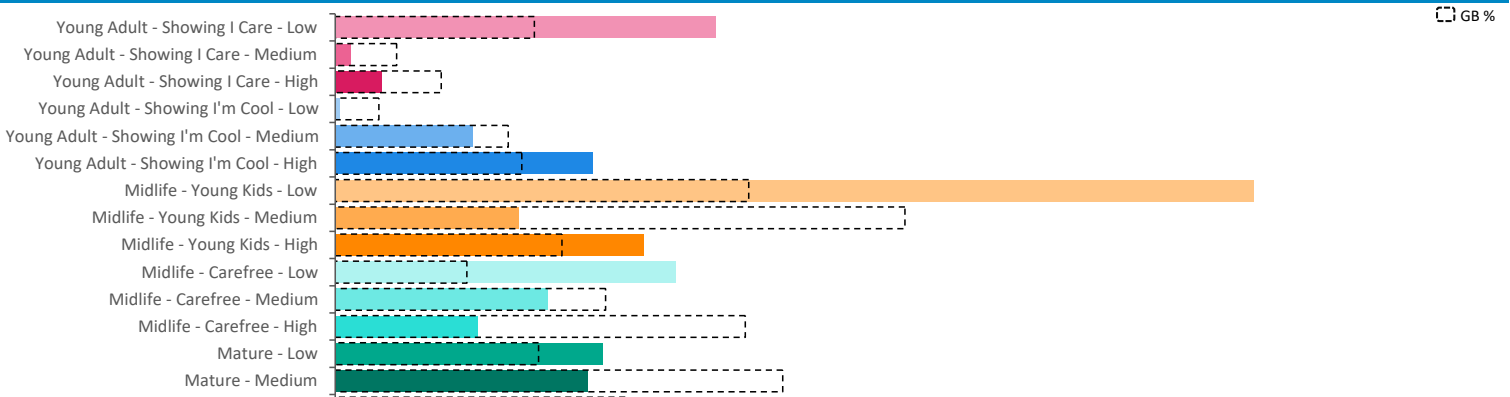
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

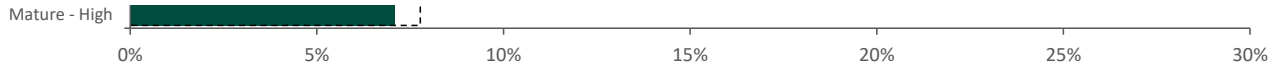


Mobile Data Summary - Kilderkin Edinburgh

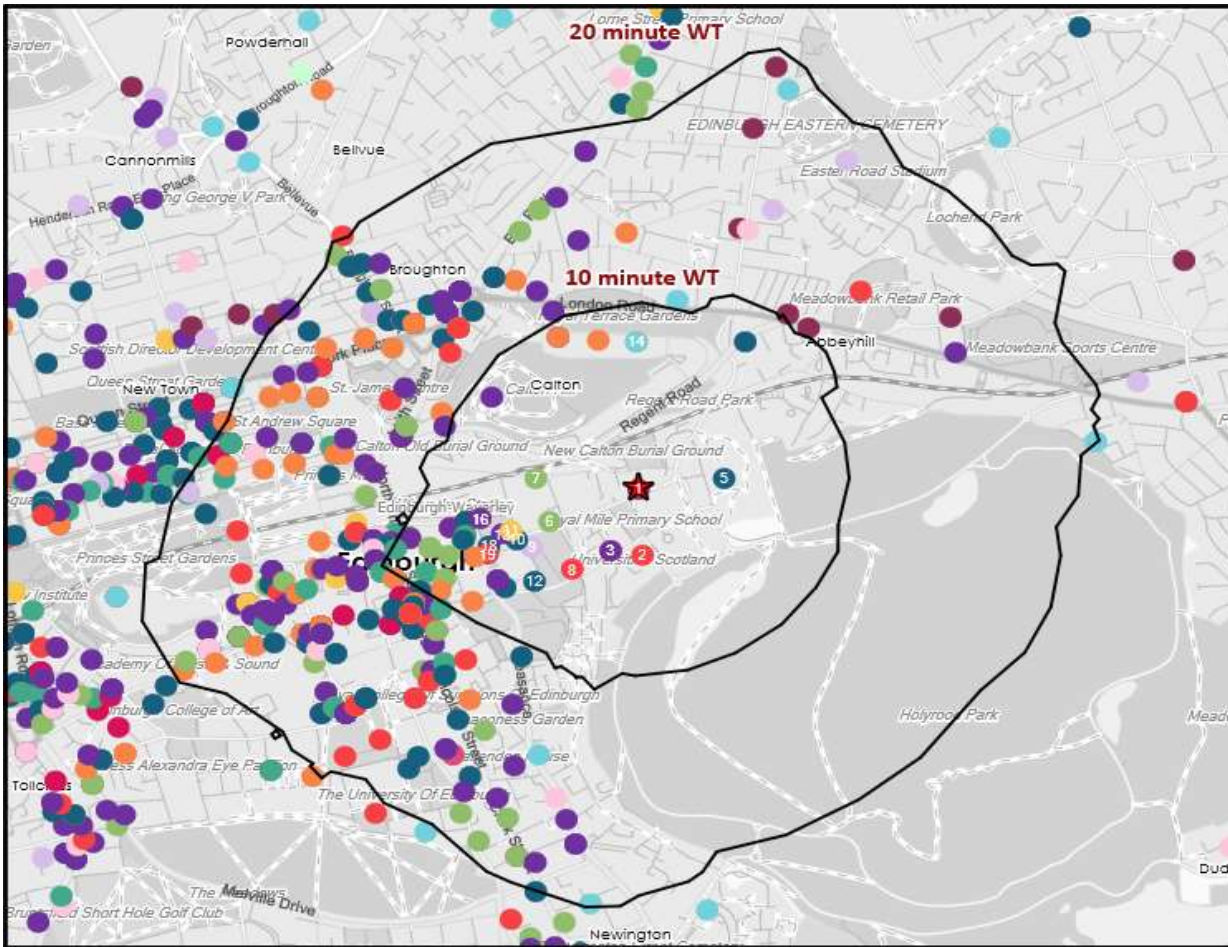


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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	Kilderkin	EH 8 8BS	Star Pubs & Bars	Premium Local	0.0
2	Dynamic Earth	EH 8 8AS	Independent Free	Large Venue	0.1
3	Macdonald Holyrood Hotel	EH 8 8AU	Independent Free	Hotel	0.1
3	Shout	EH 8 8AU	Independent Free	Restaurants	0.1
5	Cafe At The Palace	EH 8 8DX	Independent Free	ABOS	0.2
6	Tolbooth Tavern	EH 8 8BN	Star Pubs & Bars	Circuit Bar	0.2
7	Bunker	EH 8 8DL	Greene King	Circuit Bar	0.2
8	Bongo Club	EH 8 8AQ	Independent Free	Large Venue	0.2
9	Supreme Grand Order Masonic Lodge	EH 8 8DG	Independent Free	Sports Clubs	0.2
10	Canons Gait Restaurant	EH 8 8DQ	DM Stewart Ltd	ABOS	0.2
11	Brewdog	EH 8 8BH	BrewDog plc	High Street Pub	0.3
12	Levels Cafe & Lounge	EH 8 8FQ	Independent Free	ABOS	0.3
13	Wedgwood The Restaurant	EH 8 8BQ	Independent Free	Restaurants	0.3
14	24 Royal Terrace	EH 7 5AH	*Other Small Retail Groups	Hotel	0.3
14	Carlton Bridge Club	EH 7 5AH	Independent Free	Clubland	0.3
16	Hub By Premier Inn	EH 8 8FR	Whitbread	Hotel	0.3
16	Ronaq	EH 8 8FR	Independent Free	Restaurants	0.3
18	White Horse Bar	EH 8 8AA	Punch Pub Company	ABOS	0.3
19	Circus	EH 1 1SU	Unknown	ABOS	0.3
19	Mansfield Traquair	EH 1 1SU	Independent Free	Large Venue	0.3