CACI

Catchment Summary - Pearces Bar Edinburgh
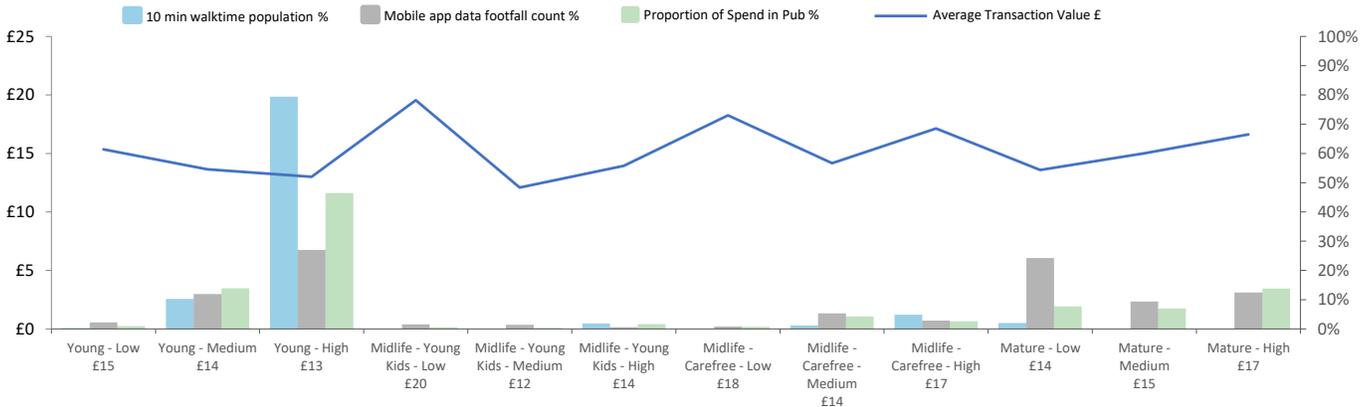
★ star
PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
853608	Pearces Bar Edinburgh	EH 7 4AA	Star Pubs & Bars	Circuit Bar	5
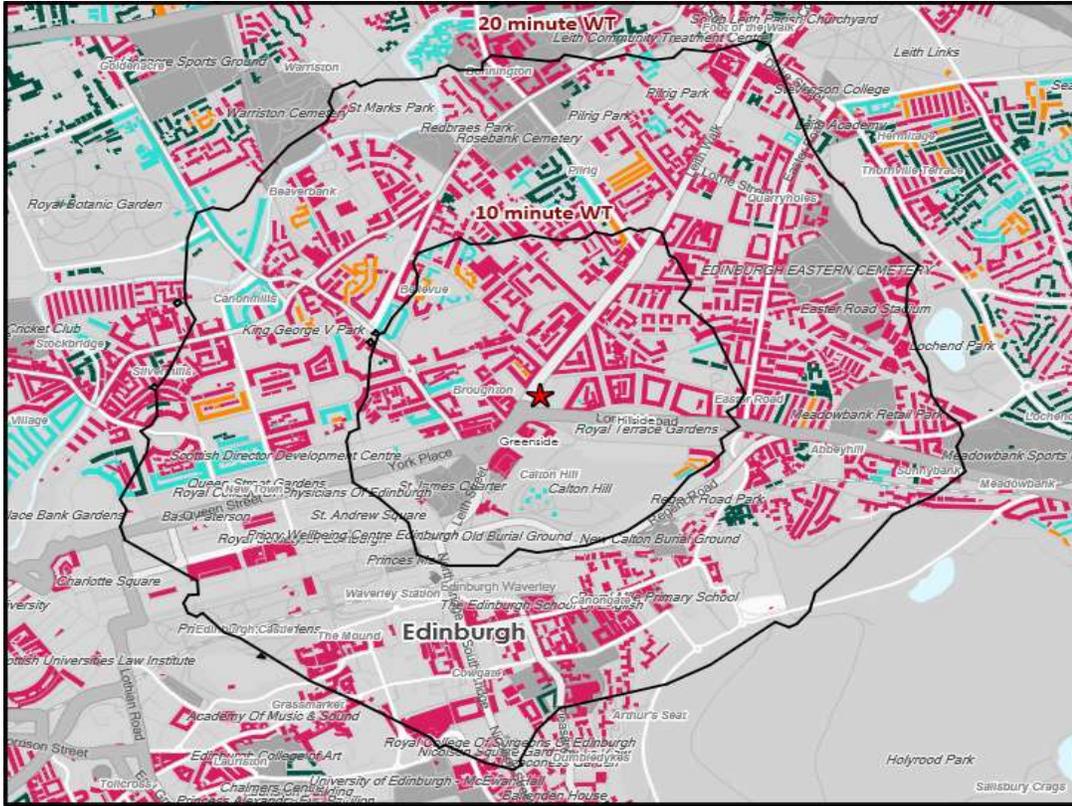
★ Pub Sites
Ⓝ Catchments

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature

Polaris Plus Profile

See the Glossary page for further information on the above variables

Catchment Summary - Pearces Bar Edinburgh

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

		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	12,403	58,499	540,777	231	316	123

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Adults 18+	11,261	53,506	452,783	250	351	130
	Competition Pubs	42	210	601	233	583	144
	Adults 18+ per Competition Pub	268	255	753	31	30	88
	% Adults Likely to Drink	80.9%	80.3%	79.8%	106	105	105
Affluence	Low	2.3%	2.7%	20.4%	7	8	61
	Medium	11.5%	21.2%	24.6%	30	56	65
	High	86.2%	74.8%	53.5%	316	274	196

*Affluence does not include Not Private Households

Age Profile	18-24	1,621	8,104	50,775	161	170	115
	25-34	3,591	17,596	105,778	217	225	147
	35-44	2,357	11,399	84,091	143	147	117
	45-64	2,528	10,942	125,240	79	73	90
	65+	1,164	5,465	86,899	49	49	84
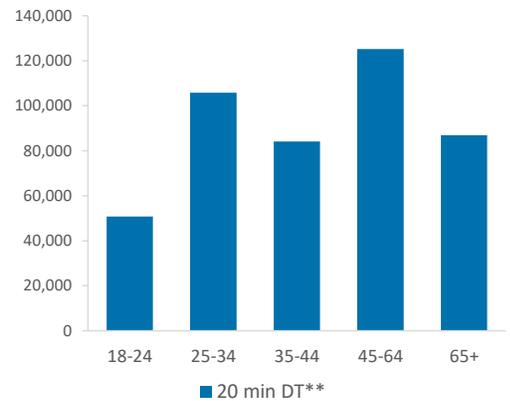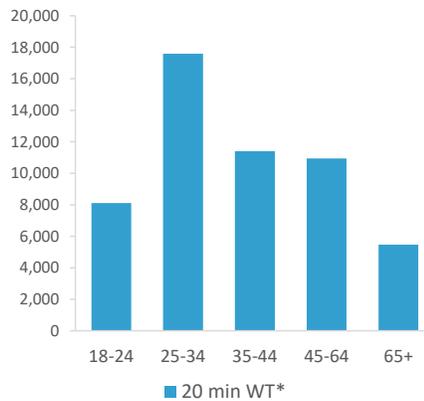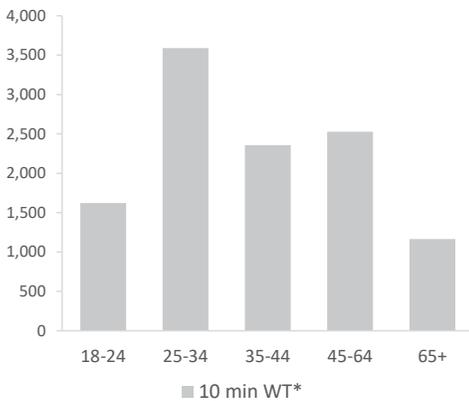
10 min WT*

20 min WT*

20 min DT**

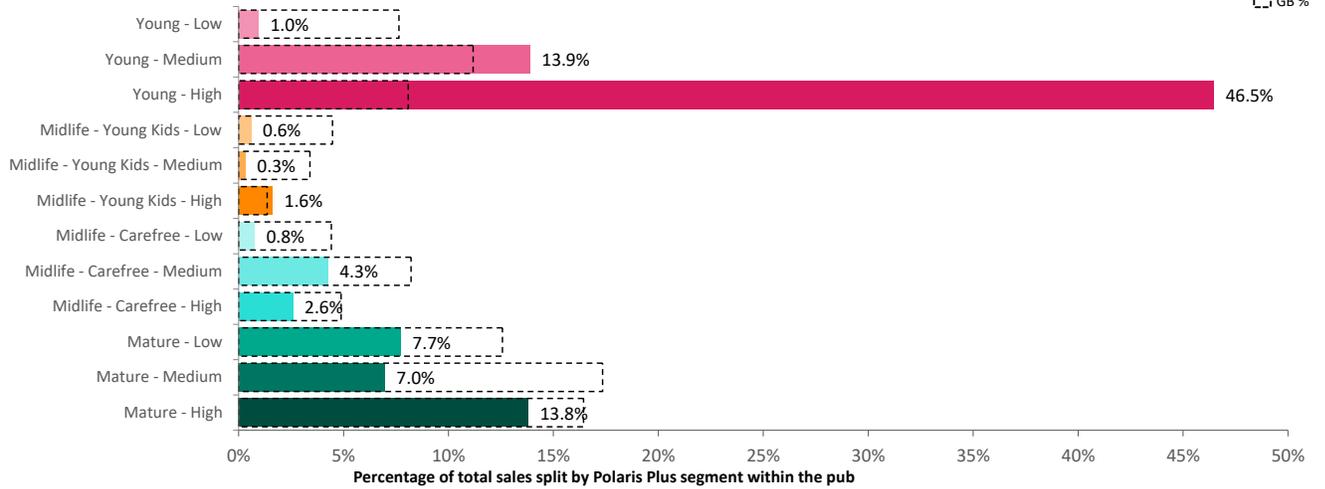|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	6,087 (49%)	28,889 (49%)	263,581 (49%)	100	101	100
	Female	6,316 (51%)	29,610 (51%)	277,196 (51%)	100	99	100
Economic Status (16+)	Employed: Full-time	5,167 (45%)	24,170 (45%)	181,612 (39%)	132	130	114
	Employed: Part-time	834 (7%)	4,082 (8%)	46,487 (10%)	62	64	85
	Self employed	1,077 (9%)	4,279 (8%)	33,151 (7%)	102	86	78
	Unemployed	214 (2%)	1,157 (2%)	8,449 (2%)	68	78	66
	Full-time student	874 (8%)	3,960 (7%)	22,942 (5%)	323	308	209
	Retired	1,066 (9%)	5,453 (10%)	89,923 (19%)	43	46	89
	Other	2,169 (19%)	10,919 (20%)	79,867 (17%)	109	116	99
	Total Worker Count	11,407	47,118	265,833			

See the Glossary page for further information on the above variables

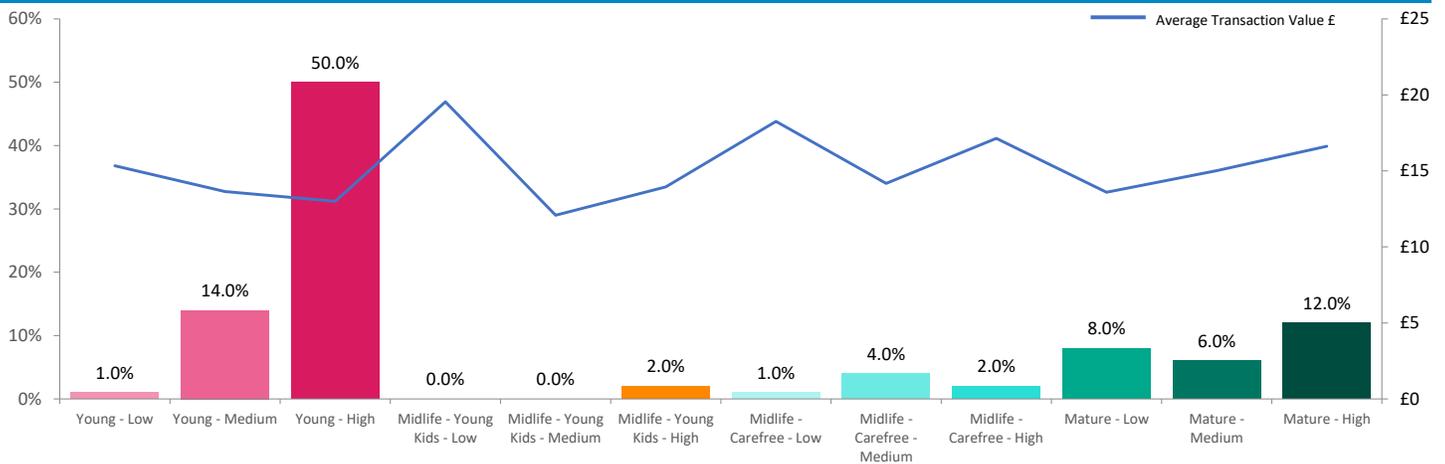# Transactional Data Summary - Pearces Bar Edinburgh

star PUBS & BARS

Spend by Polaris Plus

GB %

Segment	%
Young - Low	1.0%
Young - Medium	13.9%
Young - High	46.5%
Midlife - Young Kids - Low	0.6%
Midlife - Young Kids - Medium	0.3%
Midlife - Young Kids - High	1.6%
Midlife - Carefree - Low	0.8%
Midlife - Carefree - Medium	4.3%
Midlife - Carefree - High	2.6%
Mature - Low	7.7%
Mature - Medium	7.0%
Mature - High	13.8%

Percentage of total sales split by Polaris Plus segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Average transaction value of sales (£) within the pub split by Polaris Plus
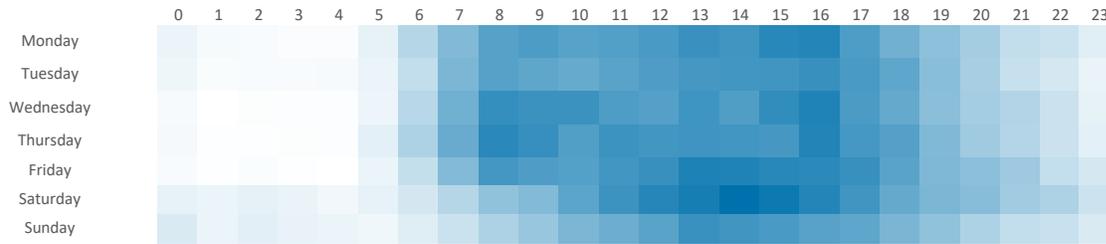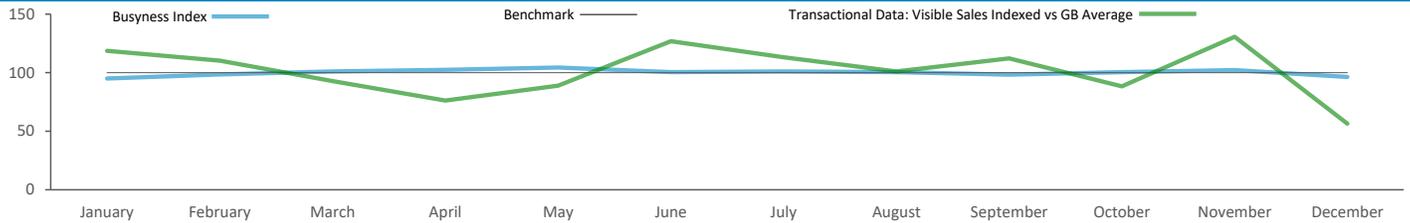
Spend by Month and Polaris
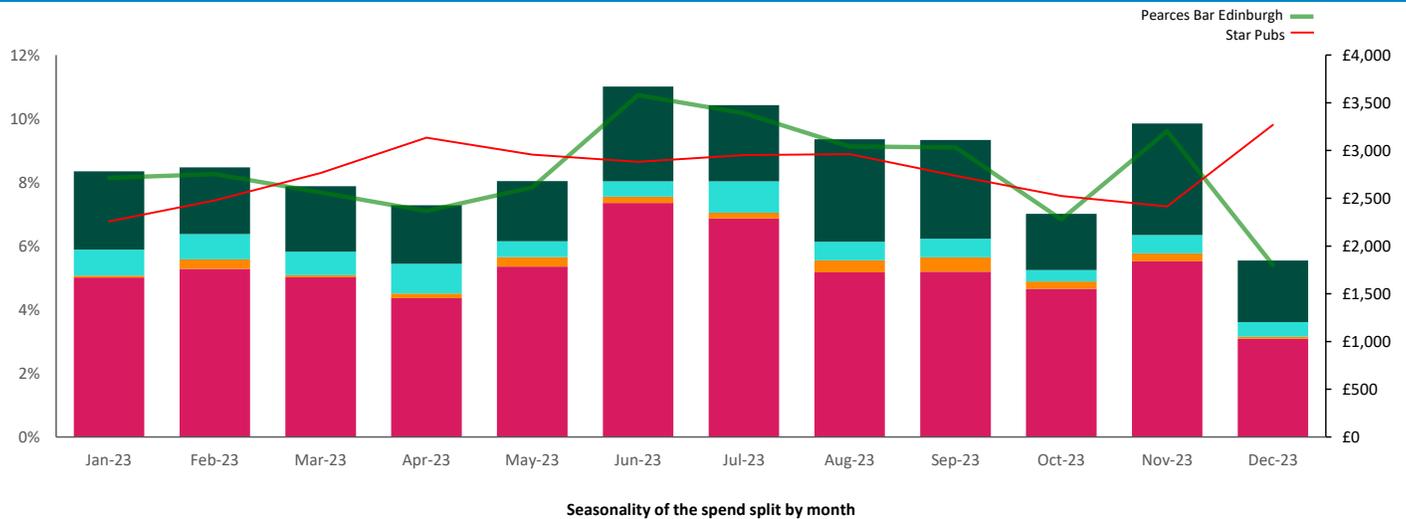
Pearces Bar Edinburgh
Star Pubs

Seasonality of the spend split by month

Mobile Data Summary - Pearces Bar Edinburgh
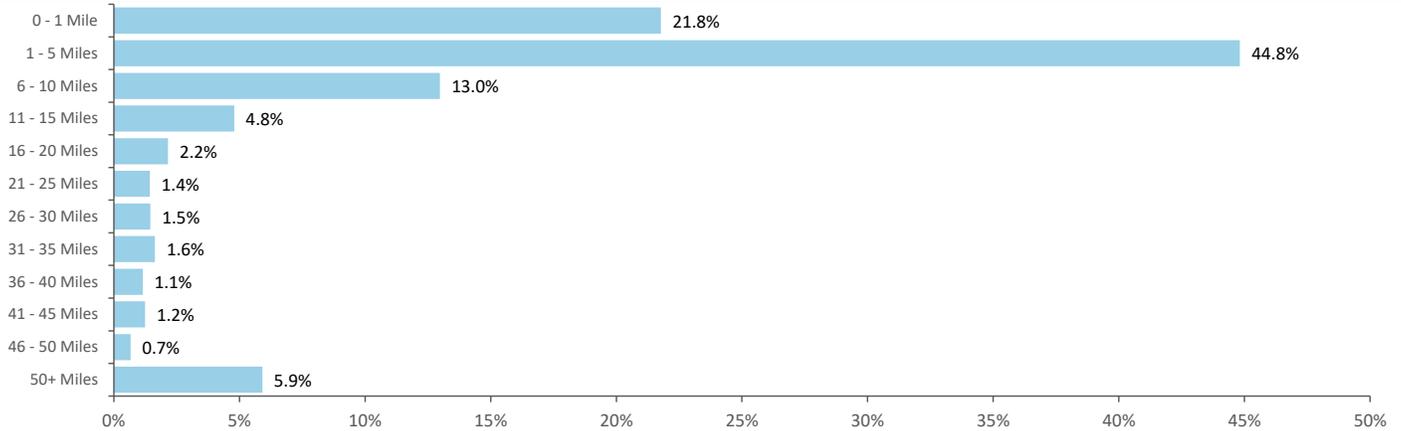
star PUBS & BARS

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

Busyness Index and Transactional Visible Sales by Month

Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	21.8%
1 - 5 Miles	44.8%
6 - 10 Miles	13.0%
11 - 15 Miles	4.8%
16 - 20 Miles	2.2%
21 - 25 Miles	1.4%
26 - 30 Miles	1.5%
31 - 35 Miles	1.6%
36 - 40 Miles	1.1%
41 - 45 Miles	1.2%
46 - 50 Miles	0.7%
50+ Miles	5.9%

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

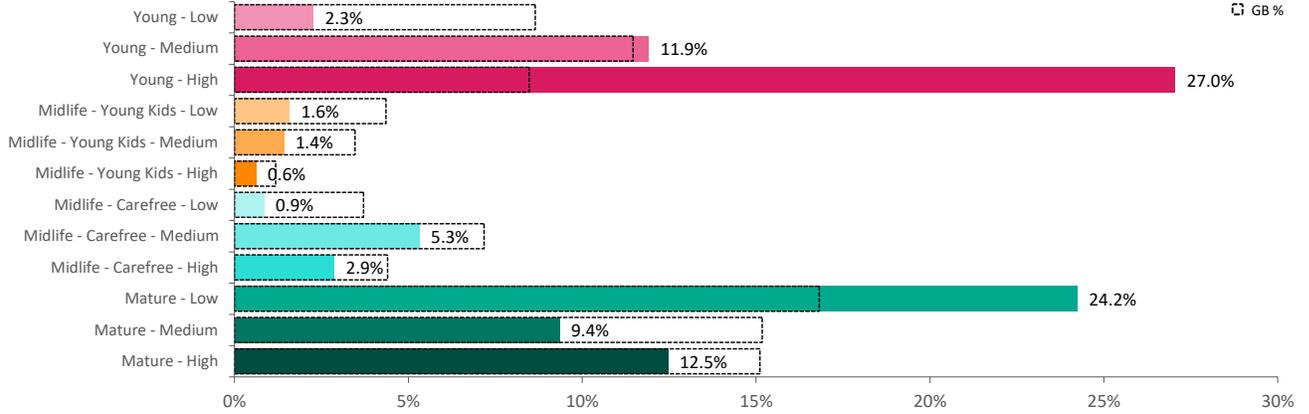## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	42.3%
Worker	18.1%
Tourist	13.8%
Local Tourist	25.7%
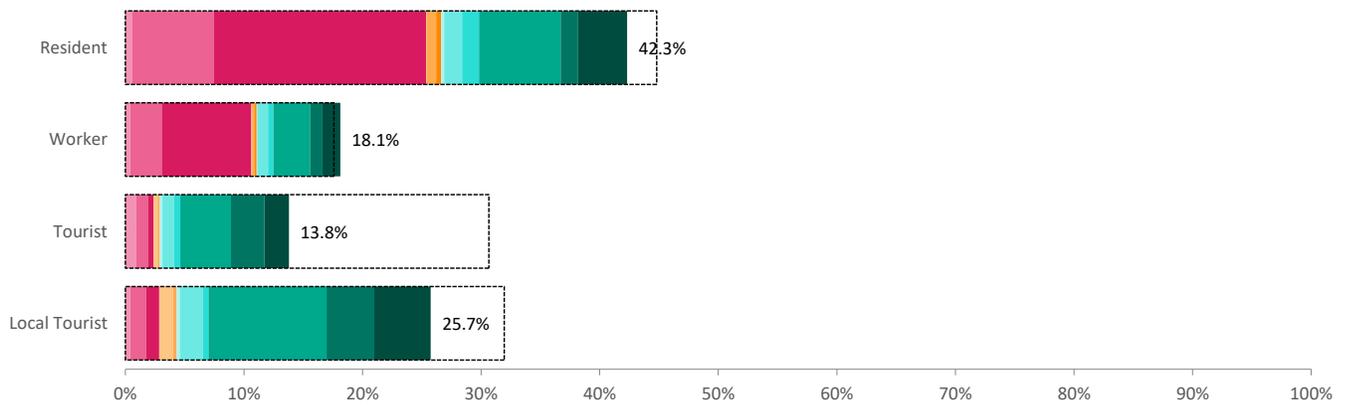
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
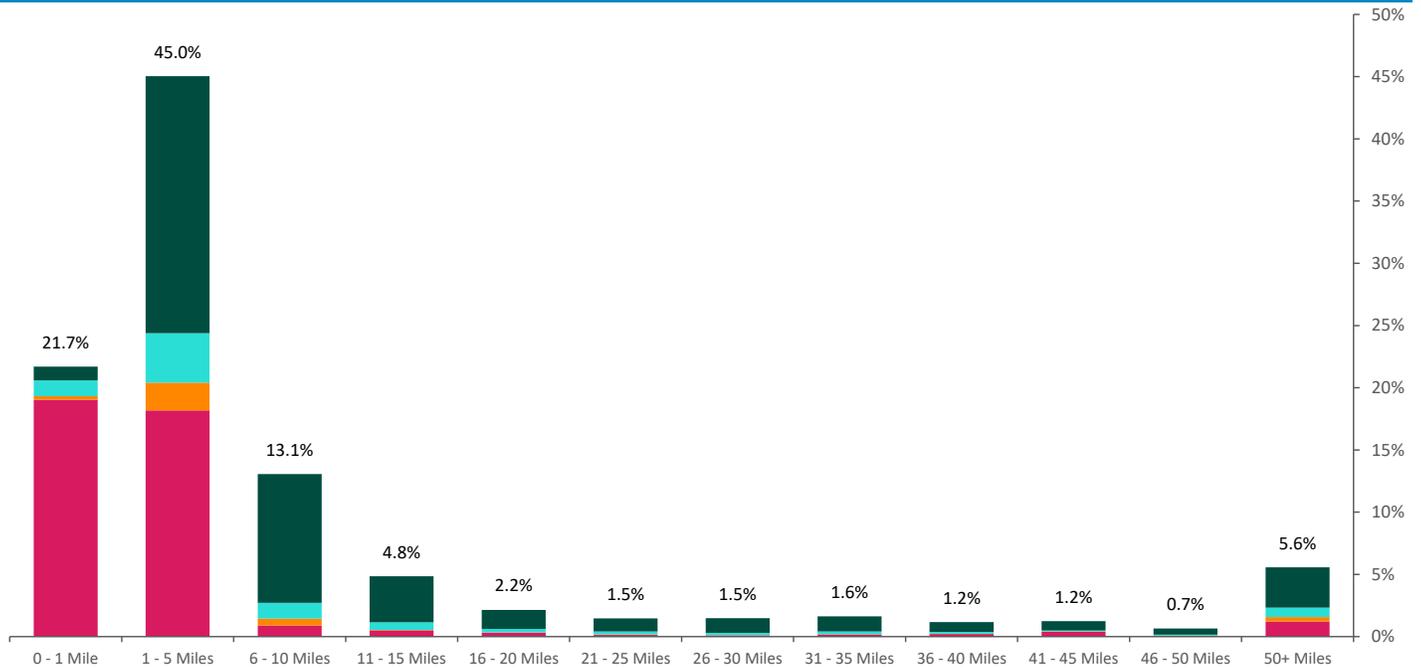
Mobile Data Summary - Pearces Bar Edinburgh

★star
PUBS & BARS

Polaris Plus Profile

☐ GB %

Category	Value
Young - Low	2.3%
Young - Medium	11.9%
Young - High	27.0%
Midlife - Young Kids - Low	1.6%
Midlife - Young Kids - Medium	1.4%
Midlife - Young Kids - High	0.6%
Midlife - Carefree - Low	0.9%
Midlife - Carefree - Medium	5.3%
Midlife - Carefree - High	2.9%
Mature - Low	24.2%
Mature - Medium	9.4%
Mature - High	12.5%

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

Distance from Home by Polaris

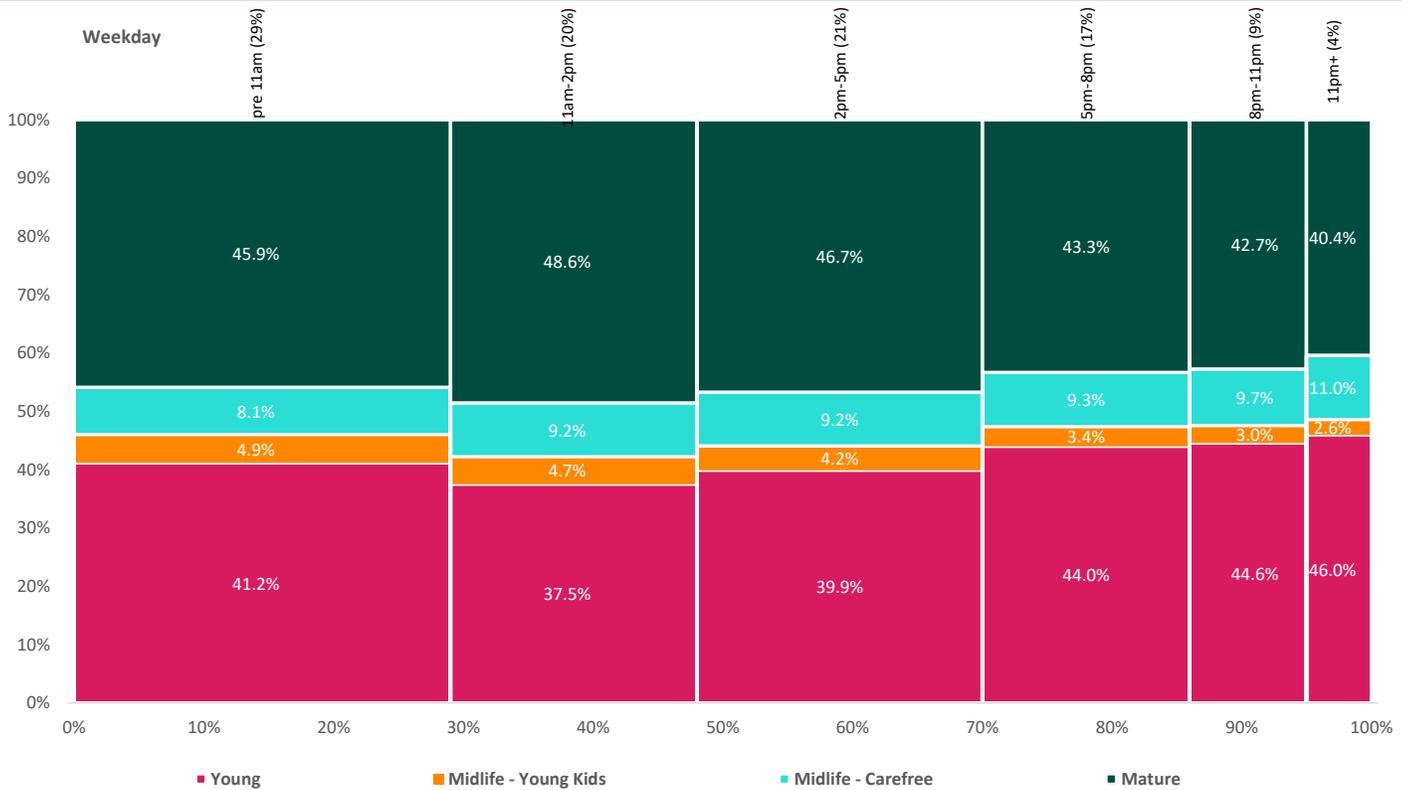| Distance	Value
0 - 1 Mile	21.7%
1 - 5 Miles	45.0%
6 - 10 Miles	13.1%
11 - 15 Miles	4.8%
16 - 20 Miles	2.2%
21 - 25 Miles	1.5%
26 - 30 Miles	1.5%
31 - 35 Miles	1.6%
36 - 40 Miles	1.2%
41 - 45 Miles	1.2%
46 - 50 Miles	0.7%
50+ Miles	5.6%

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

Mobile Data Summary - Pearces Bar Edinburgh

★ star
PUBS&BARS

Time of Day by Polaris: Weekday (Monday to Friday)

Weekday

	pre 11am (29%)	11am-2pm (20%)	2pm-5pm (21%)	5pm-8pm (17%)	8pm-11pm (9%)	11pm+ (4%)
Mature	45.9%	48.6%	46.7%	43.3%	42.7%	40.4%
Midlife - Carefree	8.1%	9.2%	9.2%	9.3%	9.7%	11.0%
Midlife - Young Kids	4.9%	4.7%	4.2%	3.4%	3.0%	2.6%
Young	41.2%	37.5%	39.9%	44.0%	44.6%	46.0%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

Time of Day by Polaris: Weekend (Saturday and Sunday)
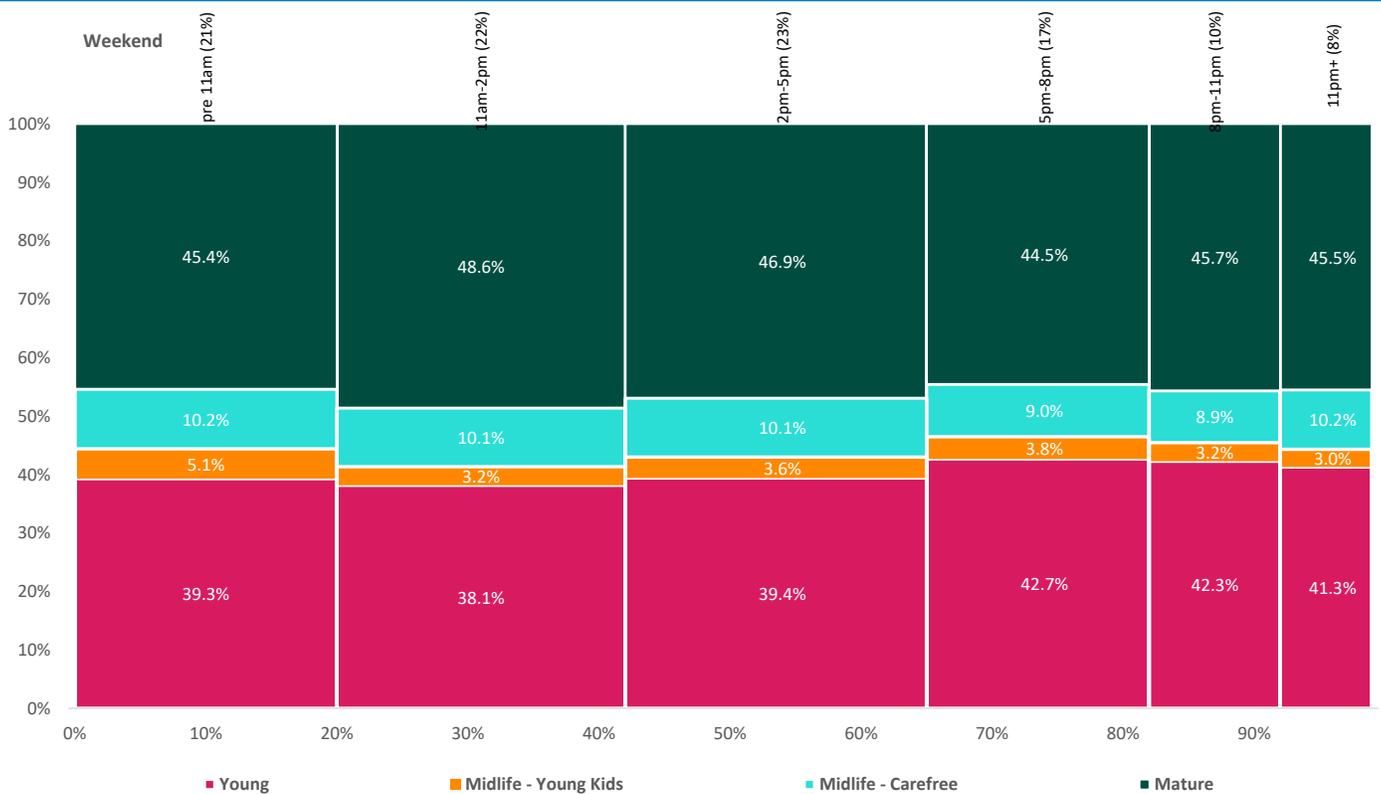
Weekend

	pre 11am (21%)	11am-2pm (22%)	2pm-5pm (23%)	5pm-8pm (17%)	8pm-11pm (10%)	11pm+ (8%)
Mature	45.4%	48.6%	46.9%	44.5%	45.7%	45.5%
Midlife - Carefree	10.2%	10.1%	10.1%	9.0%	8.9%	10.2%
Midlife - Young Kids	5.1%	3.2%	3.6%	3.8%	3.2%	3.0%
Young	39.3%	38.1%	39.4%	42.7%	42.3%	41.3%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Polaris Summary - Pearces Bar Edinburgh
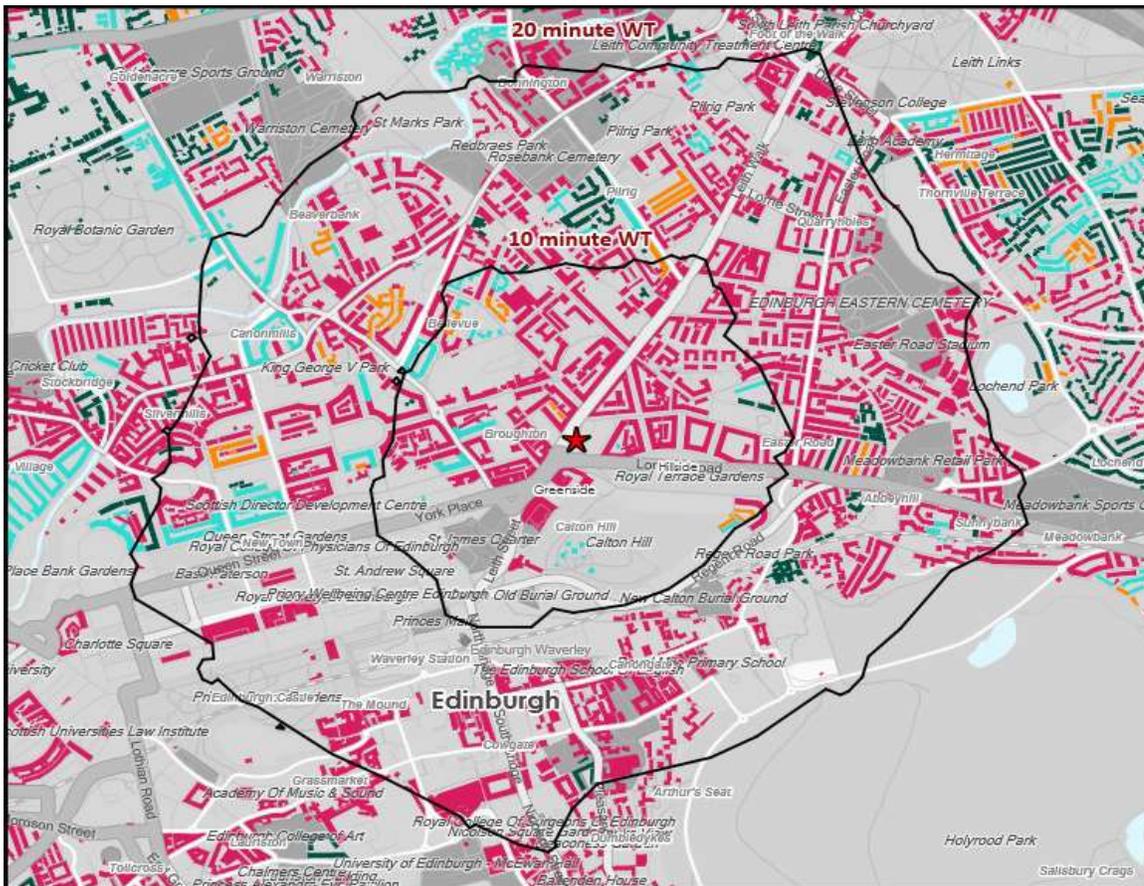
Pub Sites
Catchment

Polaris Segments

● Young

● 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	10,131	48,361	207,065	327	328	166
Midlife - Young Kids	214	778	11,310	17	13	23
Midlife - Carefree	690	2,186	42,271	39	26	59
Mature	226	1,487	185,530	5	6	92
Not Private Households	0	694	6,607	0	99	111
Total	11,261	53,506	452,783			

Polaris Plus Summary - Pearces Bar Edinburgh
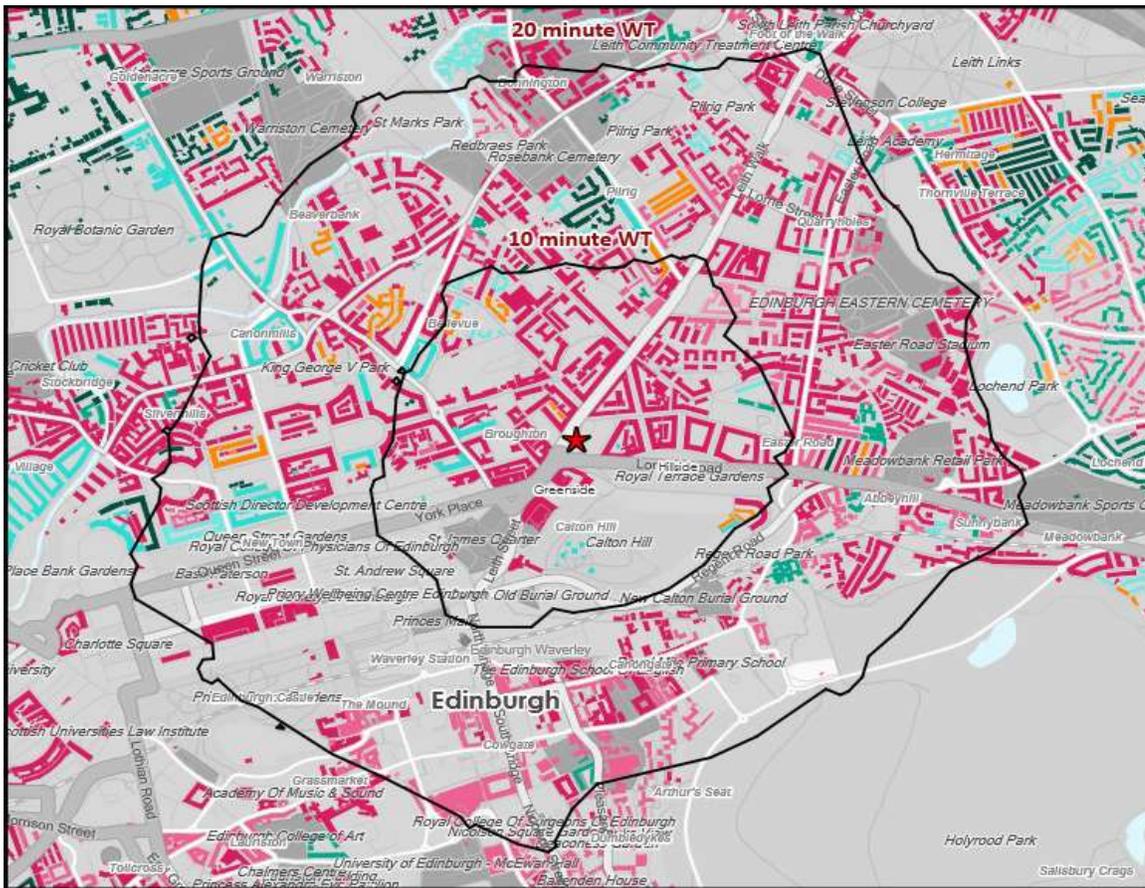
Pub Sites
Catchment

Polaris Plus Segments

Young
- 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**
Young						
Low	31	328	6,032	3	6	14
Medium	1,161	10,733	61,596	94	183	124
High	8,939	37,300	139,437	1,179	1,036	457
Midlife - Young Kids						
Low	0	0	1,476	0	0	6
Medium	0	0	4,915	0	0	25
High	214	778	4,919	170	130	97
Midlife - Carefree						
Low	0	24	2,006	0	1	11
Medium	139	636	18,952	17	17	58
High	551	1,526	21,313	110	64	106
Mature						
Low	224	1,088	83,067	14	15	134
Medium	0	0	25,997	0	0	37
High	2	399	76,466	0	5	113
Not Private Households	0	694	6,607	0	99	111
Total	11,261	53,506	452,783			

CACI
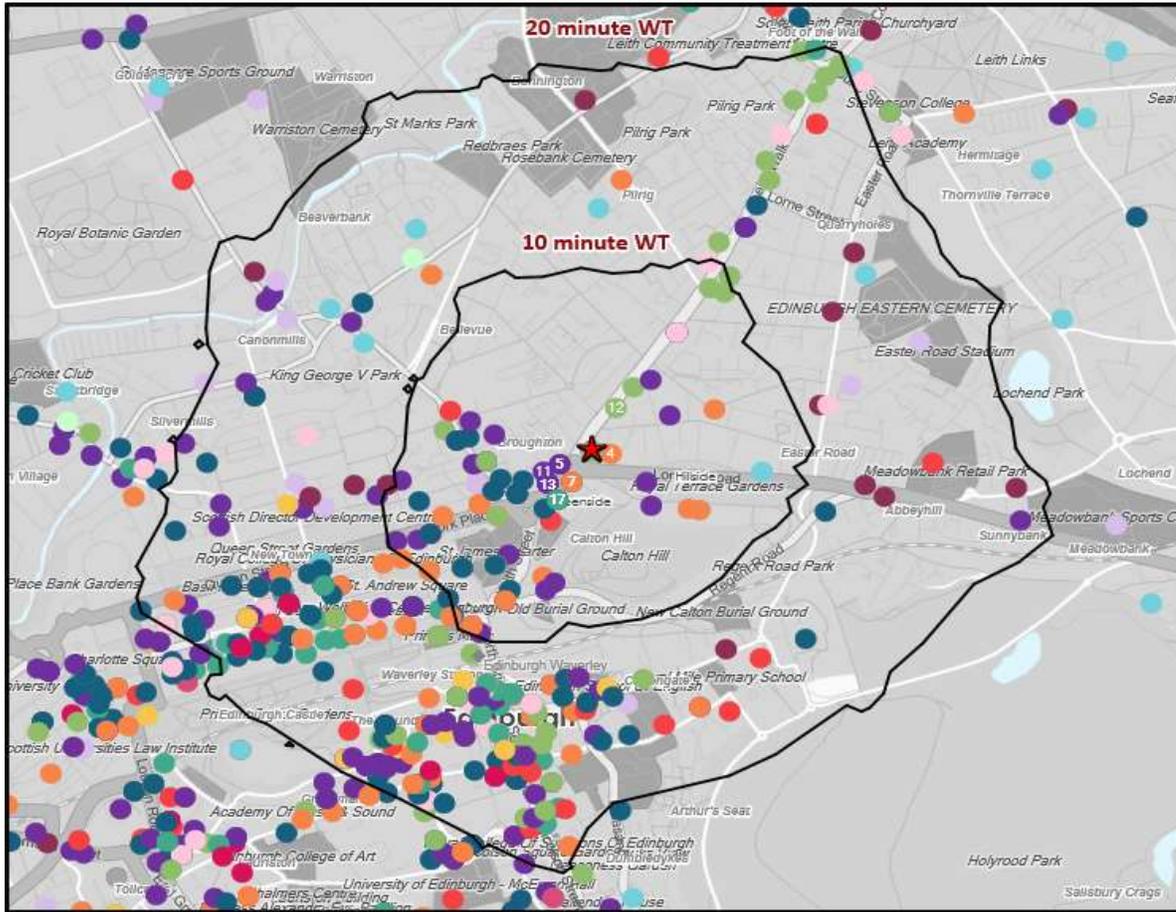
	Pub Sites
	Catchment

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)
0	Valvona & Crolla	EH 7 4AA	Independent Free	ABOS	0.0
0	Jollys Restaurant	EH 7 4AA	Independent Free	Restaurants	0.0
0	Jeremiah's Taproom	EH 7 4AA	Greene King	Circuit Bar	0.0
0	Joseph Pearces	EH 7 4AA	Star Pubs & Bars	Circuit Bar	0.0
4	Cairn Hotel	EH 7 5JR	Cairn Hotel Group	Hotel	0.0
5	Mennatos Bistro Bar	EH 1 3NH	Independent Free	ABOS	0.1
5	Ada Restaurant	EH 1 3NH	Independent Free	Restaurants	0.1
7	Edinburgh City Football Club	EH 1 3AF	Independent Free	Sports Clubs	0.1
7	Planet Out	EH 1 3AF	Trust Inns Limited	Circuit Bar	0.1
7	Taste Of Italy	EH 1 3AF	Vittoria Group	ABOS	0.1
7	Courtyard By Marriott	EH 1 3AF	Marriott International	Hotel	0.1
11	Phuket Pavilion	EH 1 3LU	Independent Free	Restaurants	0.1
12	Windsor Buffet	EH 7 4AH	Star Pubs & Bars	Circuit Bar	0.1
13	Alfresco	EH 1 3NQ	Independent Free	Restaurants	0.1
13	Passage To India	EH 1 3NQ	Independent Free	Restaurants	0.1
13	Guilianos	EH 1 3NQ	Independent Free	Restaurants	0.1
13	Shezan Tandoori	EH 1 3NQ	Independent Free	Restaurants	0.1
17	Nandos	EH 1 3AA	Nandos Restaurants	Casual Dining	0.1
17	Cosmo	EH 1 3AA	Cosmo Group	Casual Dining	0.1
17	Cafe Habana	EH 1 3AA	Independent Free	ABOS	0.1
17	Edinburgh Playhouse	EH 1 3AA	Ambassador Theatre Group Ltd	Large Venue	0.1

Per Pub Analysis - Pearces Bar Edinburgh

- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	11,261	53,506	452,783
Number of Competition Pubs	42	210	601
Adults 18+ per Competition Pub	268	255	753

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	21	3,993	35.5%	440
Circuit Bar	14	151	1.3%	33
Community Pub	0	291	2.6%	14
Craft Led	0	1,660	14.7%	426
Great Pub Great Food	3	4,200	37.3%	211
High Street Pub	1	344	3.1%	17
Premium Local	1	483	4.3%	26

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	97	17,585	32.9%	408
Circuit Bar	55	1,332	2.5%	61
Community Pub	1	1,725	3.2%	17
Craft Led	0	7,791	14.6%	421
Great Pub Great Food	22	18,208	34.0%	192
High Street Pub	12	2,463	4.6%	25
Premium Local	13	3,048	5.7%	35

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	173	77,505	17.1%	212
Circuit Bar	98	14,448	3.2%	79
Community Pub	17	60,561	13.4%	70
Craft Led	0	32,766	7.2%	209
Great Pub Great Food	57	121,353	26.8%	151
High Street Pub	40	54,953	12.1%	66
Premium Local	80	63,632	14.1%	85

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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.
	Low: Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	Full-time: In full-time employment
	Part-time: In part-time employment
	Self employed: In full-time or part-time employment, with or without employees
	Unemployed: Unemployed, not currently working but are actively seeking
	Retired: a person who has retired from a working or professional career
	Other: Includes long term sick, disabled, looking after home/family
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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."	"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"	"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."	"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"
Product needs	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

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 7 categories, 22 groups and 65 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.

Sparsity

Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

1 2 3	4 5 6 7 8 9 10 11 12	13 14 15 16	17 18 19 20
Metropolitan	Large Urban	Small Urban	Rural