CACI

Catchment Summary - Fountainbridge Fox Edinburgh
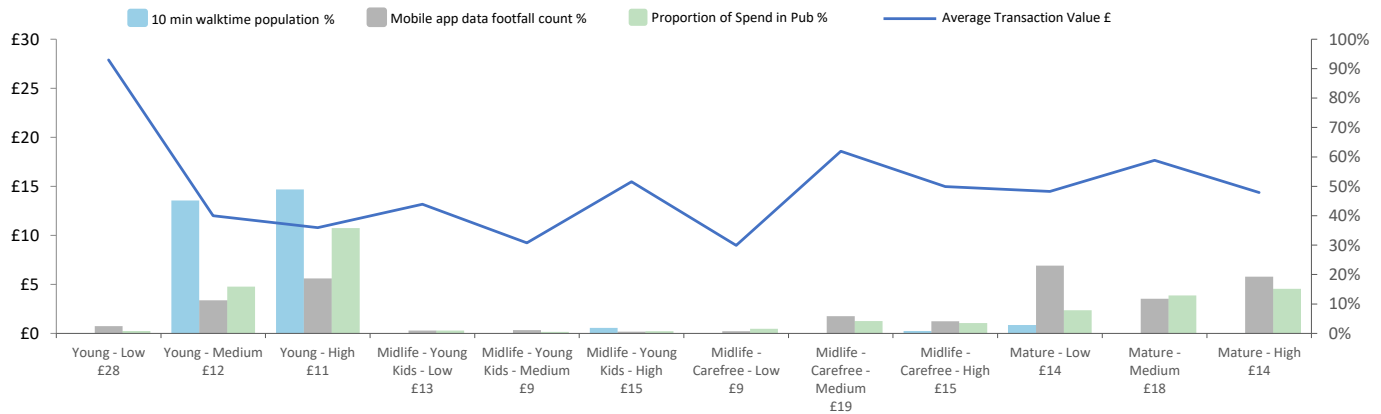
★ star
PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
76377	Fountainbridge Fox Edinburgh	EH 3 9PU	Star Pubs & Bars	GPGF	5

Legend:
- ★ Pub Sites
- N Catchments

Polaris Segments
- ● Young
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature

Polaris Plus Profile

Legend:
- 10 min walktime population %
- Mobile app data footfall count %
- Proportion of Spend in Pub %
- Average Transaction Value £

Young - Low £28	Young - Medium £12	Young - High £11	Midlife - Young Kids - Low £13	Midlife - Young Kids - Medium £9	Midlife - Young Kids - High £15	Midlife - Carefree - Low £9	Midlife - Carefree - Medium £19	Midlife - Carefree - High £15	Mature - Low £14	Mature - Medium £18	Mature - High £14

See the Glossary page for further information on the above variables

Catchment Summary - Fountainbridge Fox Edinburgh

*WT= Walktime, **DT= Drivetime

	Legend
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	14,525	58,657	532,878	271	317	121

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**
Adults 18+	13,344	53,025	446,643	296	347	128
Competition Pubs	43	234	593	239	650	143
Adults 18+ per Competition Pub	310	227	753	36	26	88
% Adults Likely to Drink	81.2%	81.6%	80.0%	107	107	105

Affluence		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**
	Low	2.9%	2.5%	18.4%	9	8	55
	Medium	45.2%	29.9%	24.5%	119	78	64
	High	51.6%	66.8%	55.8%	189	245	204

*Affluence does not include Not Private Households

Age Profile		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**
	18-24	4,656	14,915	51,388	394	312	118
	25-34	3,768	14,876	104,348	194	190	147
	35-44	1,696	7,730	82,842	88	100	117
	45-64	2,054	9,767	122,496	55	65	89
	65+	1,170	5,737	85,569	42	51	84
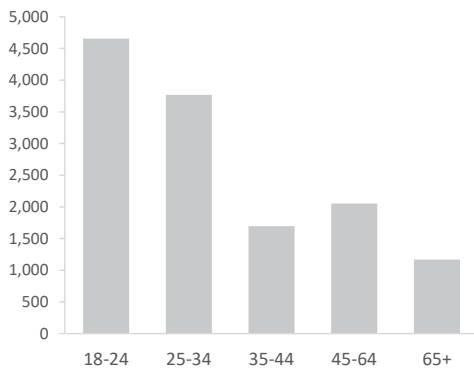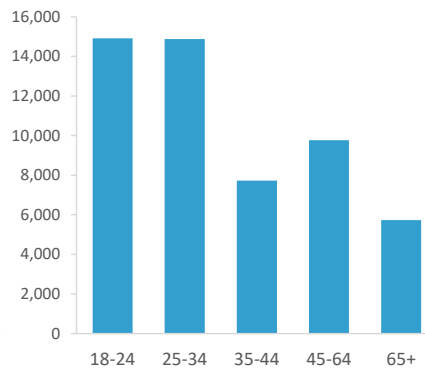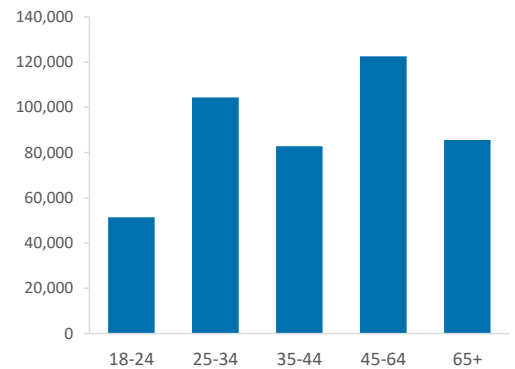
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**

Gender		Catchment Size (Counts)			Index vs GB Average		
	Male	6,899 (47%)	28,423 (48%)	260,500 (49%)	97	99	100
	Female	7,626 (53%)	30,234 (52%)	272,378 (51%)	103	101	100

Economic Status (16+)		Catchment Size (Counts)			Index vs GB Average		
	Employed: Full-time	4,542 (34%)	18,975 (35%)	178,400 (39%)	98	103	114
	Employed: Part-time	774 (6%)	3,165 (6%)	45,265 (10%)	48	50	84
	Self employed	798 (6%)	3,654 (7%)	32,850 (7%)	64	74	78
	Unemployed	259 (2%)	811 (2%)	8,077 (2%)	69	55	64
	Full-time student	1,776 (13%)	5,898 (11%)	23,078 (5%)	553	463	213
	Retired	1,029 (8%)	5,121 (10%)	88,799 (19%)	35	44	89
	Other	4,322 (32%)	15,977 (30%)	79,678 (17%)	184	171	100

Total Worker Count	19,418	60,682	278,731

See the Glossary page for further information on the above variables

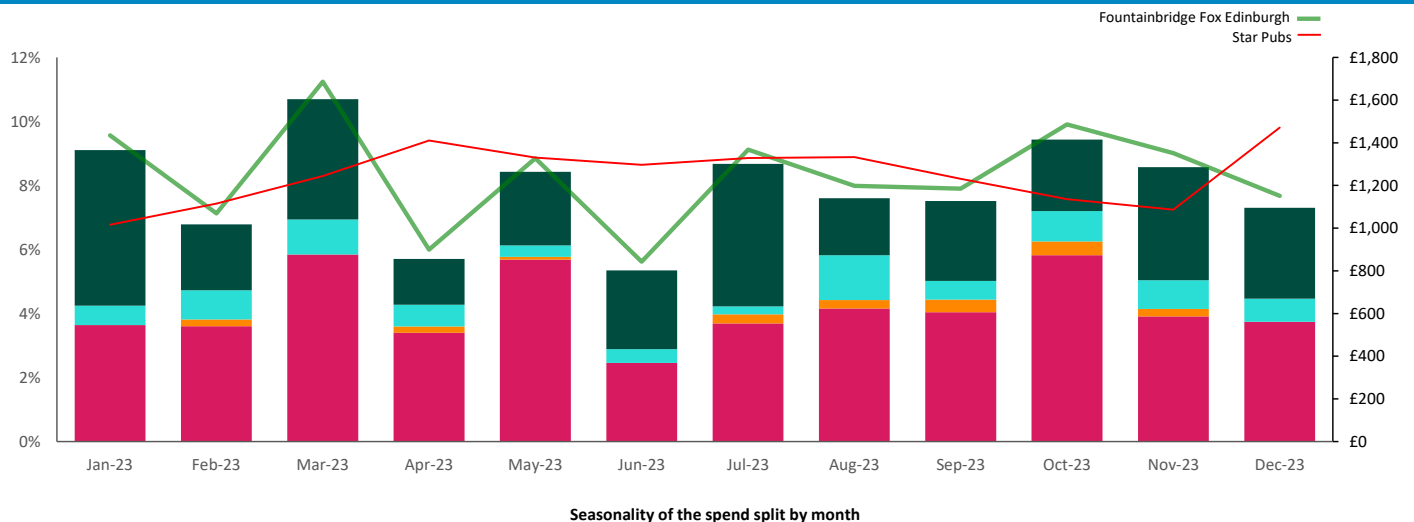# Transactional Data Summary - Fountainbridge Fox Edinburgh

star PUBS&BARS

Spend by Polaris Plus

GB %

Segment	%
Young - Low	0.8%
Young - Medium	15.9%
Young - High	35.8%
Midlife - Young Kids - Low	0.9%
Midlife - Young Kids - Medium	0.5%
Midlife - Young Kids - High	0.8%
Midlife - Carefree - Low	1.6%
Midlife - Carefree - Medium	4.2%
Midlife - Carefree - High	3.6%
Mature - Low	7.8%
Mature - Medium	12.9%
Mature - High	15.2%

Percentage of total sales split by Polaris Plus segment within the pub
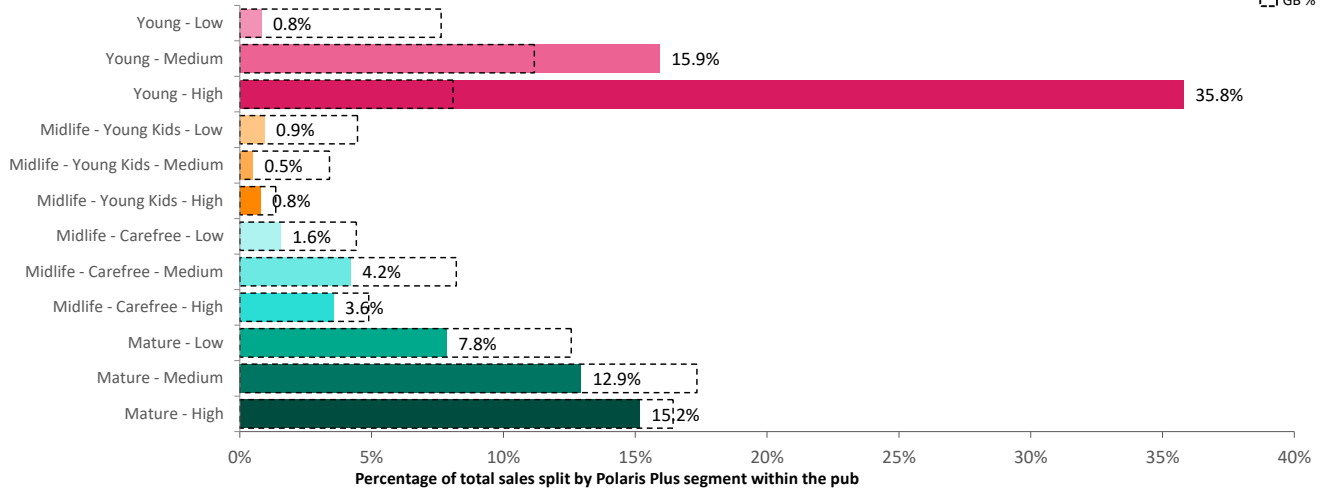
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	0.0%
Young - Medium	17.0%
Young - High	42.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	1.0%
Midlife - Carefree - Low	2.0%
Midlife - Carefree - Medium	3.0%
Midlife - Carefree - High	3.0%
Mature - Low	7.0%
Mature - Medium	9.0%
Mature - High	13.0%
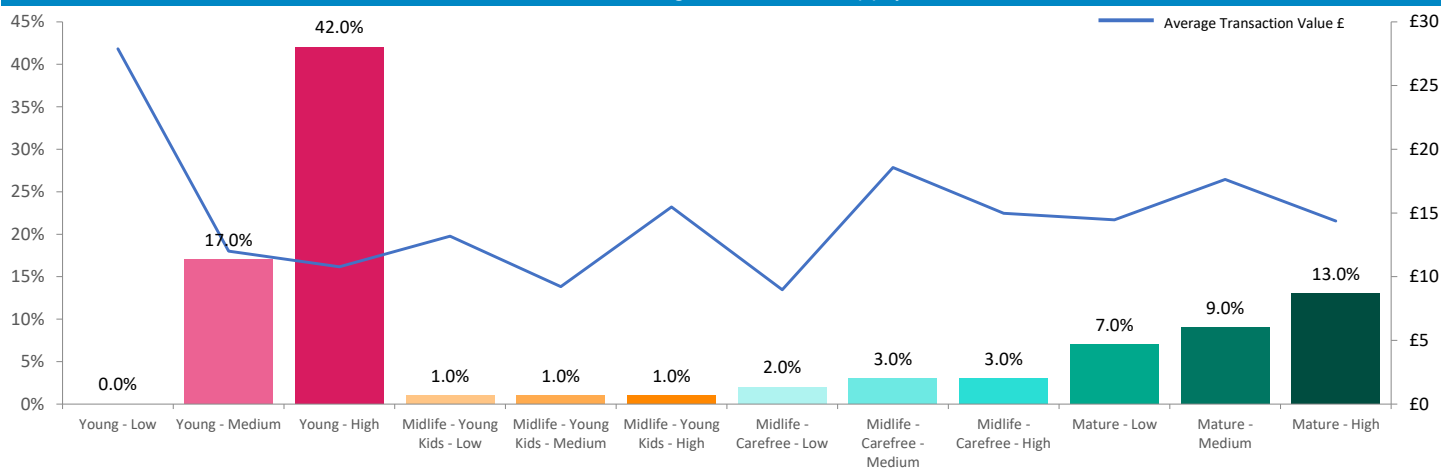
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Fountainbridge Fox Edinburgh
Star Pubs

Seasonality of the spend split by month

CACI

star PUBS&BARS
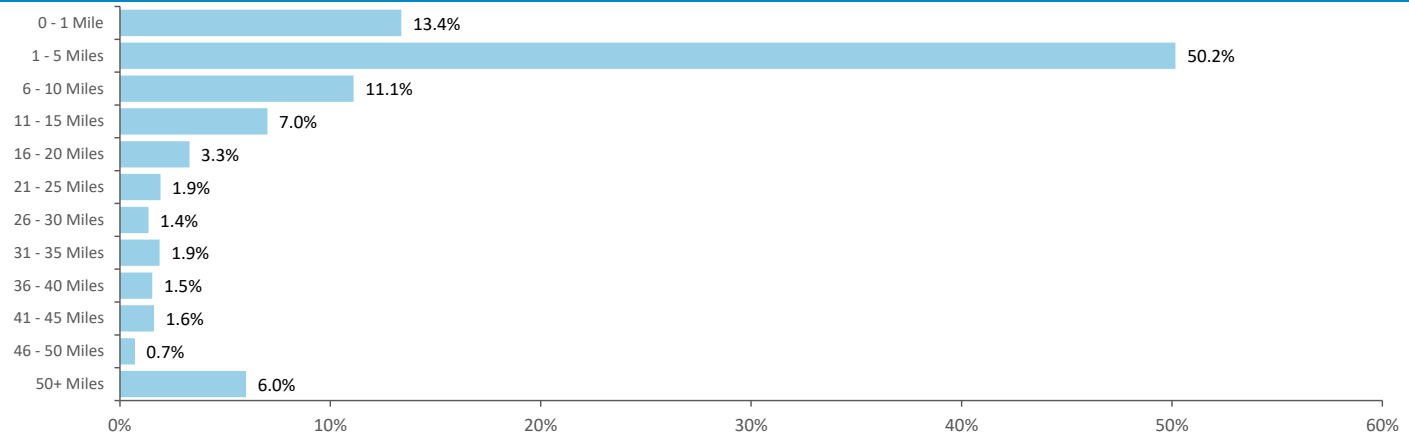
Time of Day/Day of Week
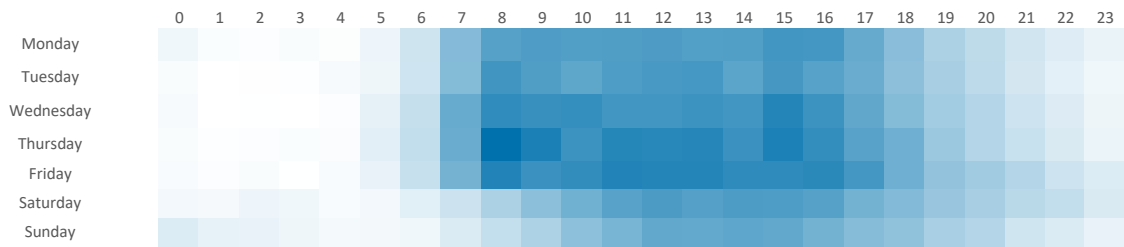
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

- Busyness Index
- Benchmark
- Transactional Data: Visible Sales Indexed vs GB Average
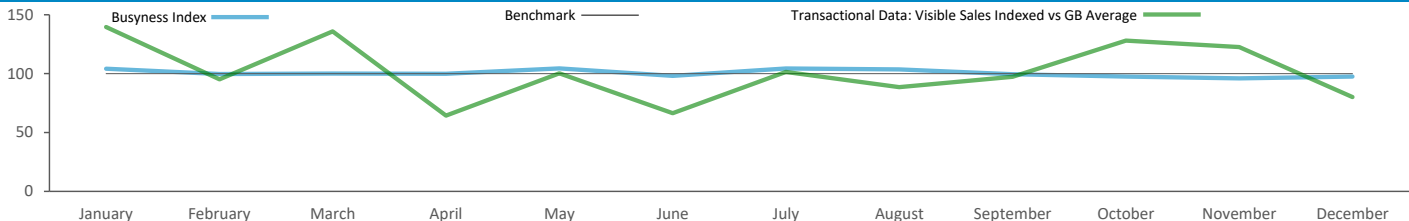
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	13.4%
1 - 5 Miles	50.2%
6 - 10 Miles	11.1%
11 - 15 Miles	7.0%
16 - 20 Miles	3.3%
21 - 25 Miles	1.9%
26 - 30 Miles	1.4%
31 - 35 Miles	1.9%
36 - 40 Miles	1.5%
41 - 45 Miles	1.6%
46 - 50 Miles	0.7%
50+ Miles	6.0%

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	44.3%
Worker	15.7%
Tourist	16.7%
Local Tourist	23.4%
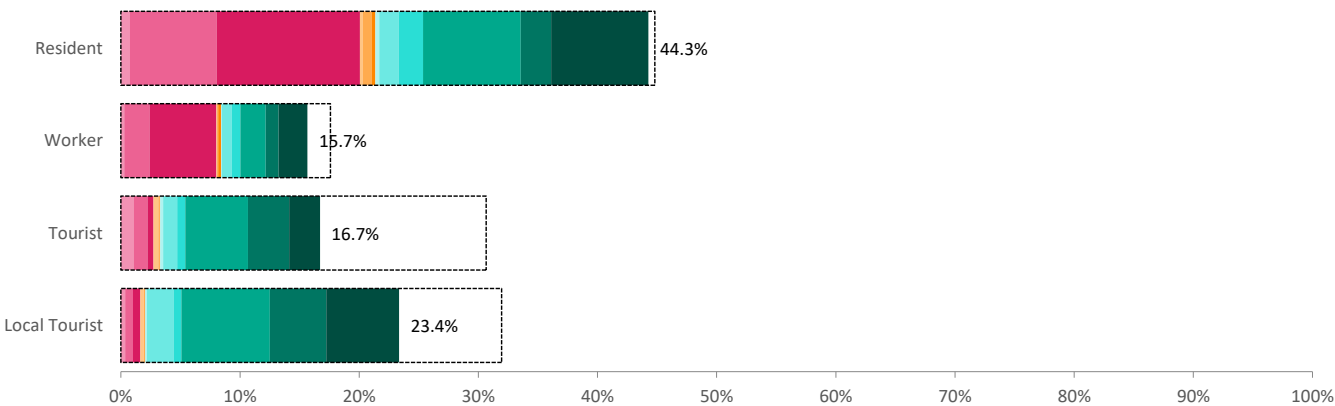
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Fountainbridge Fox Edinburgh

star
PUBS & BARS

Polaris Plus Profile

⌂ GB %

Category	Value
Young - Low	2.5%
Young - Medium	11.3%
Young - High	18.7%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	1.1%
Midlife - Young Kids - High	0.6%
Midlife - Carefree - Low	0.8%
Midlife - Carefree - Medium	5.9%
Midlife - Carefree - High	4.1%
Mature - Low	23.0%
Mature - Medium	11.8%
Mature - High	19.3%
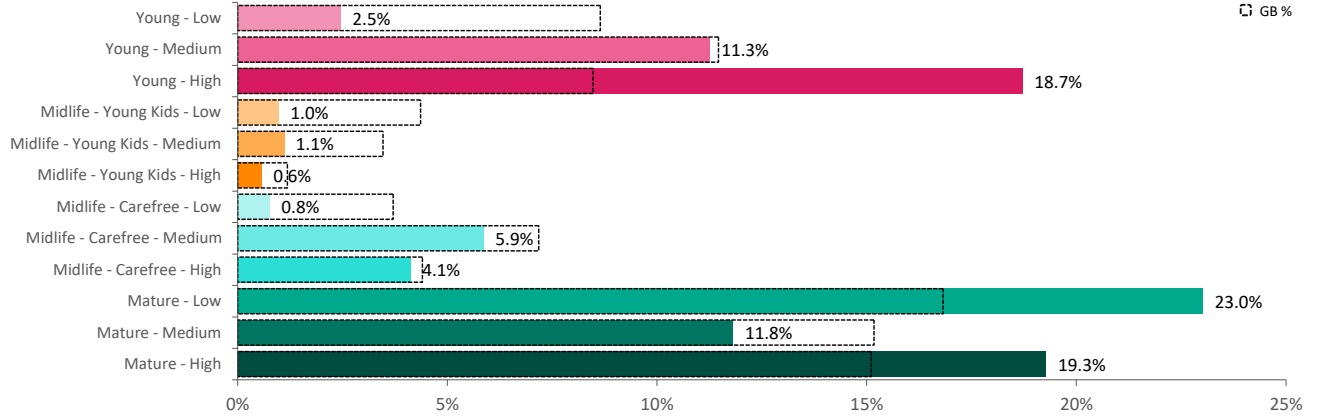
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris
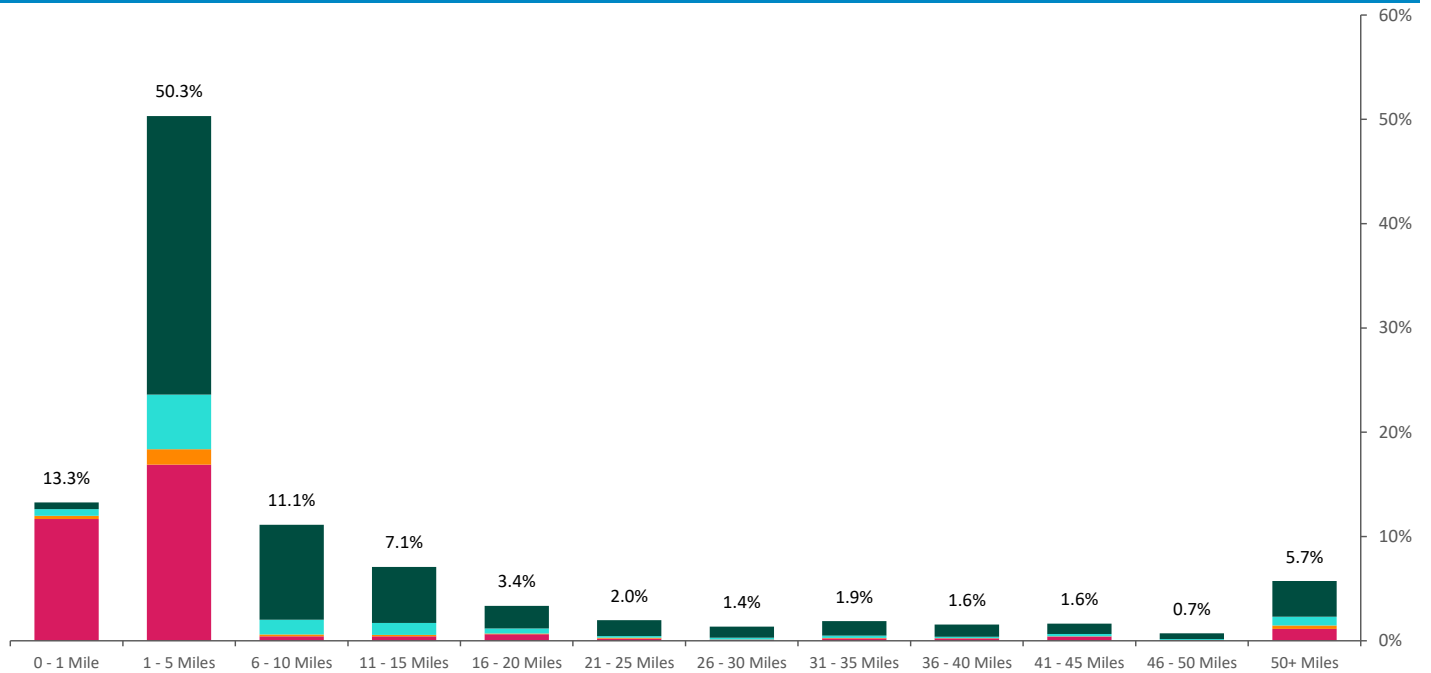
Distance	Value
0 - 1 Mile	13.3%
1 - 5 Miles	50.3%
6 - 10 Miles	11.1%
11 - 15 Miles	7.1%
16 - 20 Miles	3.4%
21 - 25 Miles	2.0%
26 - 30 Miles	1.4%
31 - 35 Miles	1.9%
36 - 40 Miles	1.6%
41 - 45 Miles	1.6%
46 - 50 Miles	0.7%
50+ Miles	5.7%

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

Mobile Data Summary - Fountainbridge Fox Edinburgh

star
PUBS & BARS

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

Weekday

Columns: pre 11am (31%) | 11am-2pm (22%) | 2pm-5pm (22%) | 5pm-8pm (15%) | 8pm-11pm (7%) | 11pm+ (3%)

Mature: 57.0% | 55.5% | 53.2% | 50.9% | 47.2% | 44.5%
Midlife - Carefree: 11.3% | 11.3% | 10.6% | 10.0% | 9.0% | 10.3
Midlife - Young Kids: 2.3% | 2.7% | 2.9% | 2.6% | 2.8% | 2.4%
Young: 29.4% | 30.5% | 33.4% | 36.5% | 41.0% | 42.8

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
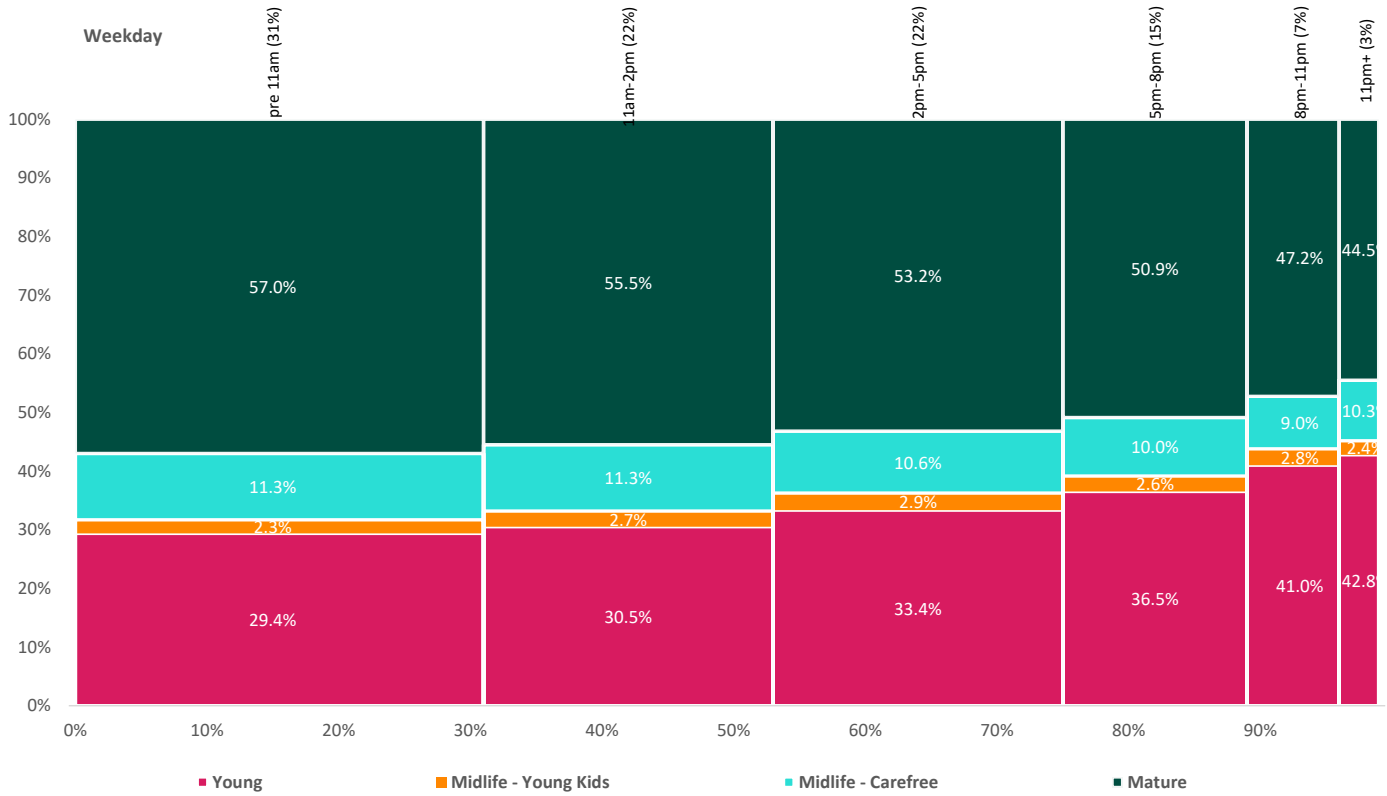
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Columns: pre 11am (20%) | 11am-2pm (23%) | 2pm-5pm (23%) | 5pm-8pm (17%) | 8pm-11pm (10%) | 11pm+ (7%)

Mature: 51.9% | 52.9% | 50.9% | 52.0% | 51.5% | 51.0%
Midlife - Carefree: 10.9% | 11.3% | 11.8% | 11.7% | 11.4% | 11.1%
Midlife - Young Kids: 2.6% | 2.5% | 2.5% | 2.0% | 1.8% | 2.7%
Young: 34.6% | 33.3% | 34.7% | 34.3% | 35.2% | 35.2%

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

Pub Sites
Catchment

Polaris Segments
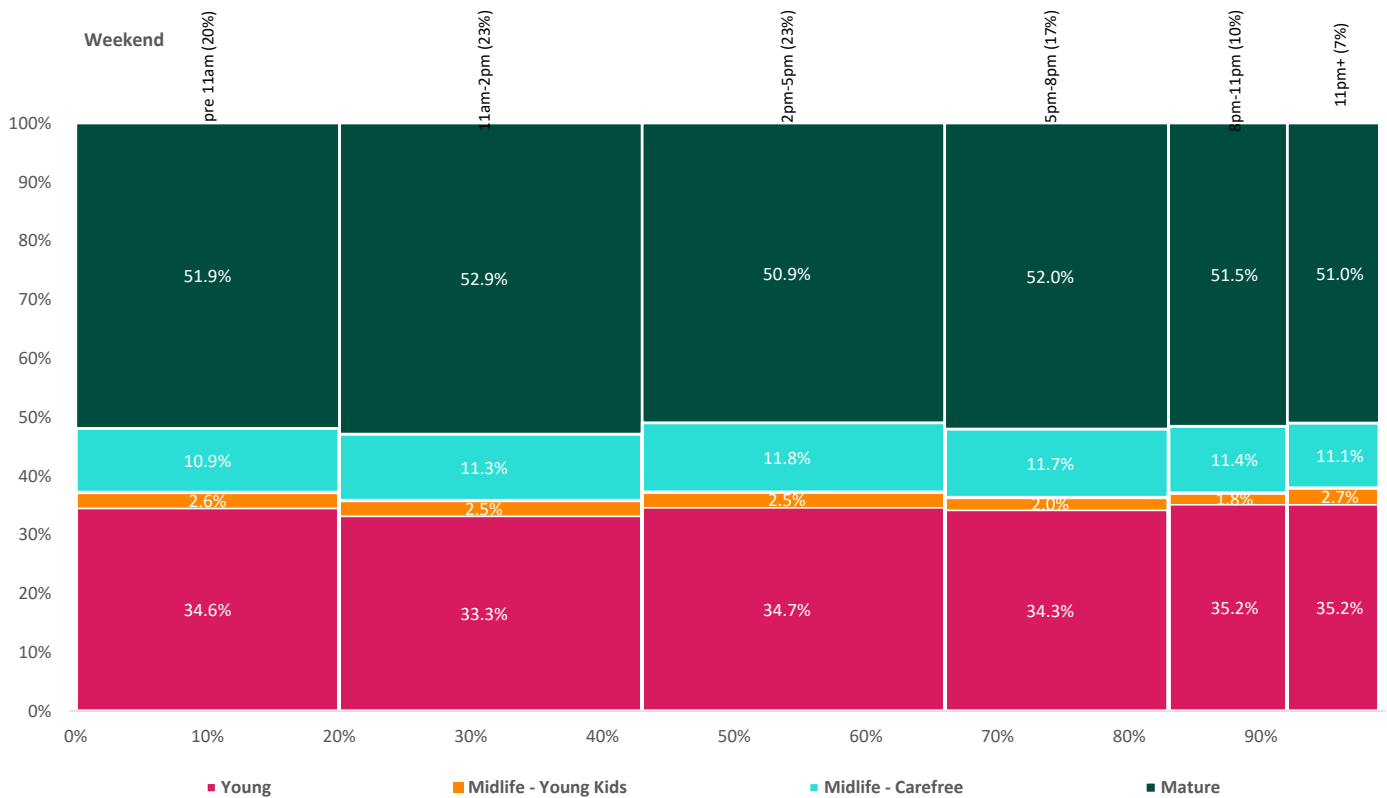
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	12,563	46,502	207,035	342	319	168
Midlife - Young Kids	251	820	10,827	17	14	22
Midlife - Carefree	108	2,794	42,140	5	33	60
Mature	388	2,526	180,567	7	11	91
Not Private Households	34	383	6,074	19	55	104
Total	13,344	53,025	446,643			

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	1	305	5,841	0	6	13
Medium	6,033	15,826	61,569	412	272	126
High	6,529	30,371	139,625	727	851	464
Midlife - Young Kids						
Low	0	0	1,289	0	0	5
Medium	0	0	4,606	0	0	24
High	251	820	4,932	168	138	99
Midlife - Carefree						
Low	0	0	1,911	0	0	10
Medium	0	42	17,480	0	1	55
High	108	2,752	22,749	18	117	114
Mature						
Low	384	1,036	73,008	21	14	119
Medium	0	0	25,573	0	0	37
High	4	1,490	81,986	0	19	122
Not Private Households	34	383	6,074	19	55	104
Total	13,344	53,025	446,643			

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

★ Pub Sites
Ν Catchment
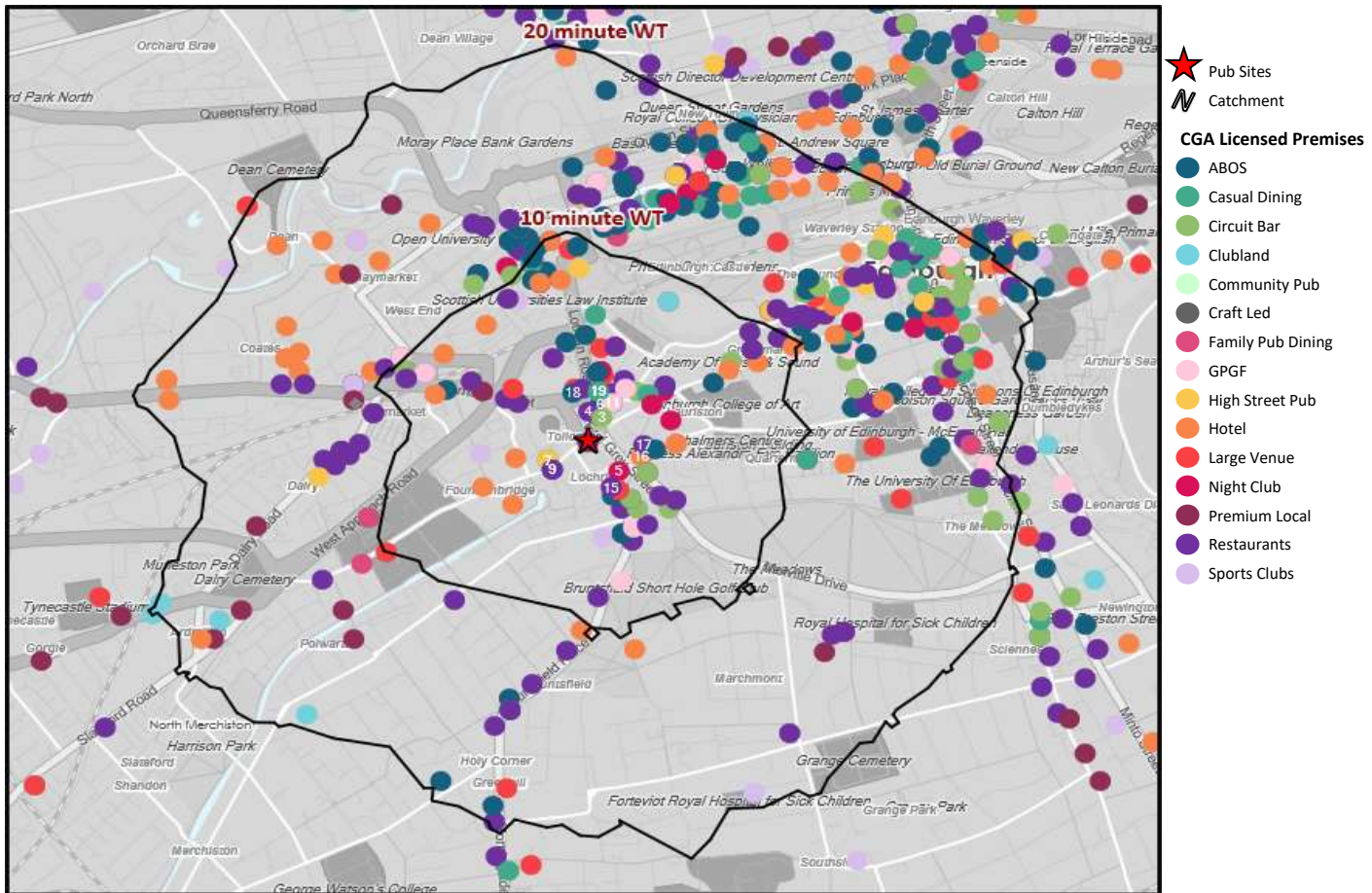
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Toro Latino	EH 3 9PU	Independent Free	Restaurants	0.0
0	Fountainbridge Fox	EH 3 9PU	Star Pubs & Bars	GPGF	0.0
0	Lartigiano	EH 3 9PU	Independent Free	Restaurants	0.0
3	Raging Bull	EH 3 9AA	Punch Pub Company	Circuit Bar	0.1
4	Bento Asian Food Bar	EH 3 9BG	Independent Free	Restaurants	0.1
5	Hootenannies	EH 3 9LY	Independent Free	Night Club	0.1
6	Hanging Bat	EH 3 9AD	Independent Free	ABOS	0.1
7	Hula Juice Bar & Cafe	EH 3 9QA	Independent Free	Casual Dining	0.1
7	Loudons Cafe & Bakery	EH 3 9QA	Independent Free	High Street Pub	0.1
9	Akva	EH 3 9QG	Independent Free	ABOS	0.1
9	Maki And Ramen	EH 3 9QG	Independent Free	Restaurants	0.1
11	Doubletree By Hilton	EH 3 9AF	Hilton Group	Hotel	0.1
11	Skybar Edinburgh	EH 3 9AF	Independent Free	ABOS	0.1
11	Monboddo	EH 3 9AF	Independent Free	ABOS	0.1
11	Chanter	EH 3 9AF	Stonegate Pub Company	GPGF	0.1
15	Indaba	EH 3 9QJ	Independent Free	Restaurants	0.1
16	Novotel	EH 3 9JN	Accor Hotels	Hotel	0.1
17	Piccolino Edinburgh	EH 3 9RP	Independent Free	Restaurants	0.1
18	Festival	EH 3 8BJ	Greene King	ABOS	0.1
19	Freshmex	EH 3 9AN	Freshmex Ltd	Casual Dining	0.1
19	Chaakoo Bombay Cafe	EH 3 9AN	Chaakoo Ltd	Casual Dining	0.1

Per Pub Analysis - Fountainbridge Fox 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+	13,344	53,025	446,643
Number of Competition Pubs	43	234	593
Adults 18+ per Competition Pub	310	227	753

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	20	3,749	28.1%	349
Circuit Bar	11	709	5.3%	131
Community Pub	0	698	5.2%	27
Craft Led	0	1,964	14.7%	426
Great Pub Great Food	8	3,722	27.9%	158
High Street Pub	2	1,175	8.8%	48
Premium Local	1	1,292	9.7%	59

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	114	15,685	29.6%	367
Circuit Bar	52	1,901	3.6%	88
Community Pub	0	2,265	4.3%	22
Craft Led	0	7,374	13.9%	402
Great Pub Great Food	28	17,149	32.3%	183
High Street Pub	15	3,305	6.2%	34
Premium Local	14	4,919	9.3%	56

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	178	77,987	17.5%	217
Circuit Bar	98	13,644	3.1%	75
Community Pub	11	55,294	12.4%	65
Craft Led	0	32,766	7.3%	212
Great Pub Great Food	59	124,698	27.9%	158
High Street Pub	35	50,754	11.4%	62
Premium Local	81	66,035	14.8%	90

Glossary

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			