CACI

Catchment Summary - Coach & Horses Dalkeith
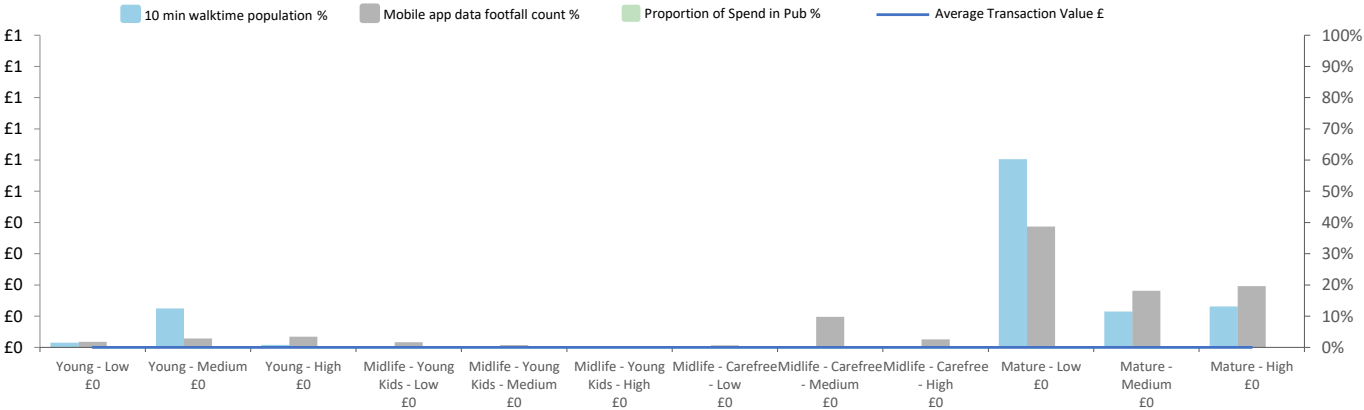
star PUBS&BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
625789	Coach & Horses Dalkeith	EH22 1AY	Star Pubs & Bars	High Street Pub	9
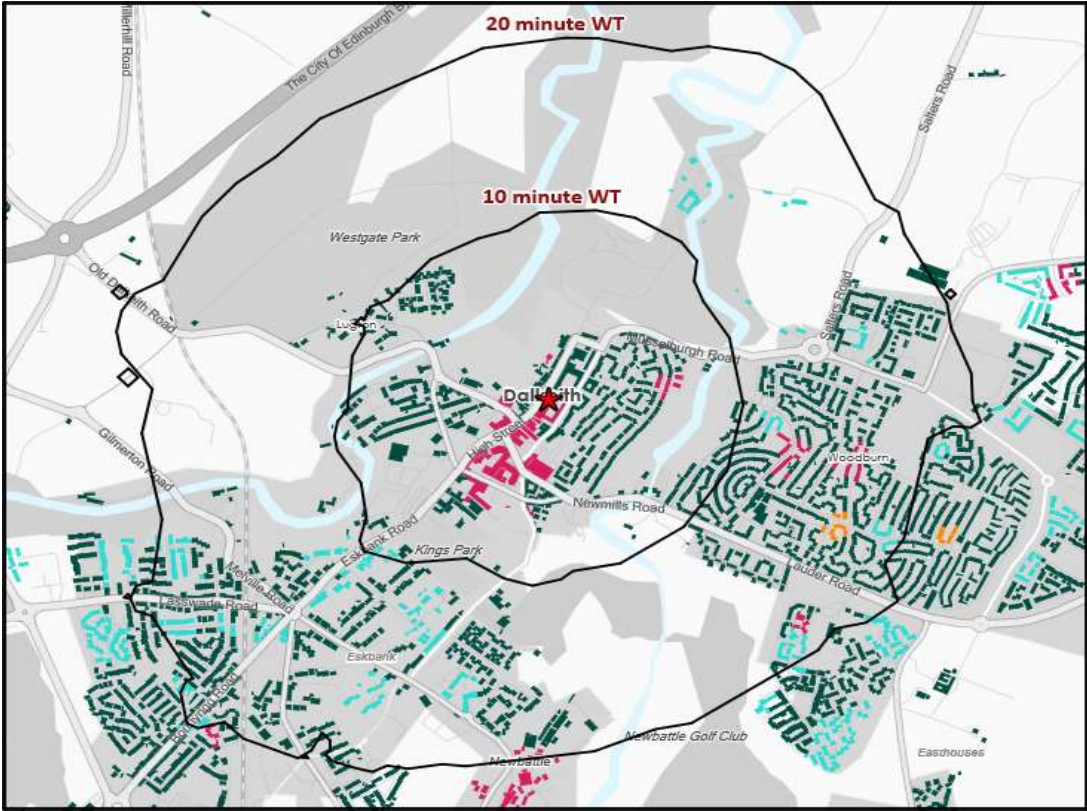
★ Pub Sites
N Catchments

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 £

See the Glossary page for further information on the above variables

Catchment Summary - Coach & Horses Dalkeith

*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		2,877	8,409	528,477	54	45	120
					Population & Adults 18+ index is based on all pubs		
Adults 18+		2,416	6,770	437,118	54	44	125
Competition Pubs		11	16	567	61	44	136
Adults 18+ per Competition Pub		220	423	771	26	49	90
% Adults Likely to Drink		77.3%	78.3%	79.6%	101	103	104
Affluence	Low	61.8%	57.6%	26.2%	186	173	79
	Medium	24.0%	17.8%	29.3%	63	47	77
	High	13.9%	21.9%	43.1%	51	80	158
Age Profile	18-24	195	556	51,884	83	81	121
	25-34	435	1,055	93,608	113	94	133
	35-44	426	1,255	78,063	112	113	112
	45-64	716	2,058	124,858	97	95	92
	65+	644	1,846	88,705	117	114	87

*Affluence does not include Not Private Households
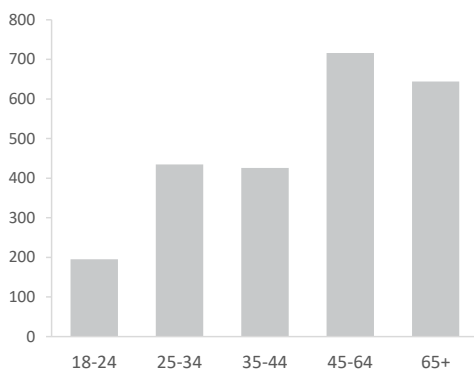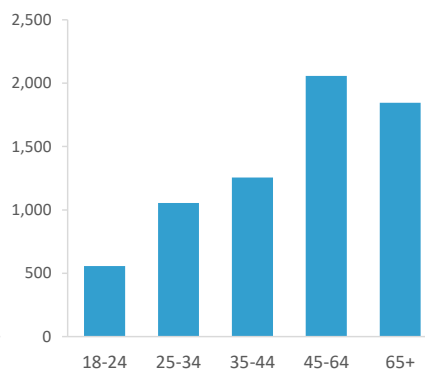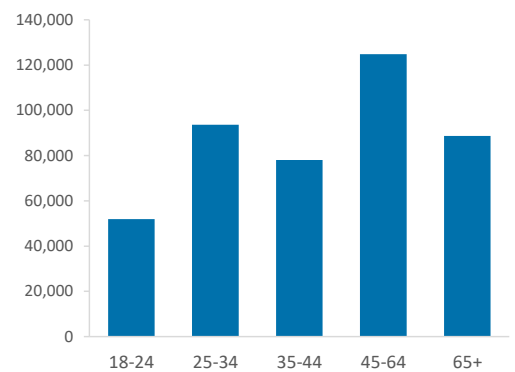
10 min WT*   20 min WT*   20 min DT**

		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	1,408 (49%)	4,066 (48%)	256,602 (49%)	100	99	99
	Female	1,469 (51%)	4,343 (52%)	271,875 (51%)	100	101	101
Economic Status (16+)	Employed: Full-time	878 (36%)	2,592 (37%)	173,326 (39%)	104	108	113
	Employed: Part-time	295 (12%)	817 (12%)	48,150 (11%)	101	99	91
	Self employed	102 (4%)	395 (6%)	30,341 (7%)	45	62	74
	Unemployed	58 (2%)	123 (2%)	8,152 (2%)	86	64	66
	Full-time student	45 (2%)	150 (2%)	20,768 (5%)	77	91	196
	Retired	706 (29%)	1,951 (28%)	90,806 (20%)	131	129	93
	Other	371 (15%)	908 (13%)	75,325 (17%)	87	75	97
Total Worker Count		2,074	5,231	252,548			

See the Glossary page for further information on the above variables

Spend by Polaris Plus

GB %

Segment	%
Young - Low	0.0%
Young - Medium	0.0%
Young - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	0.0%
Mature - Medium	0.0%
Mature - High	0.0%

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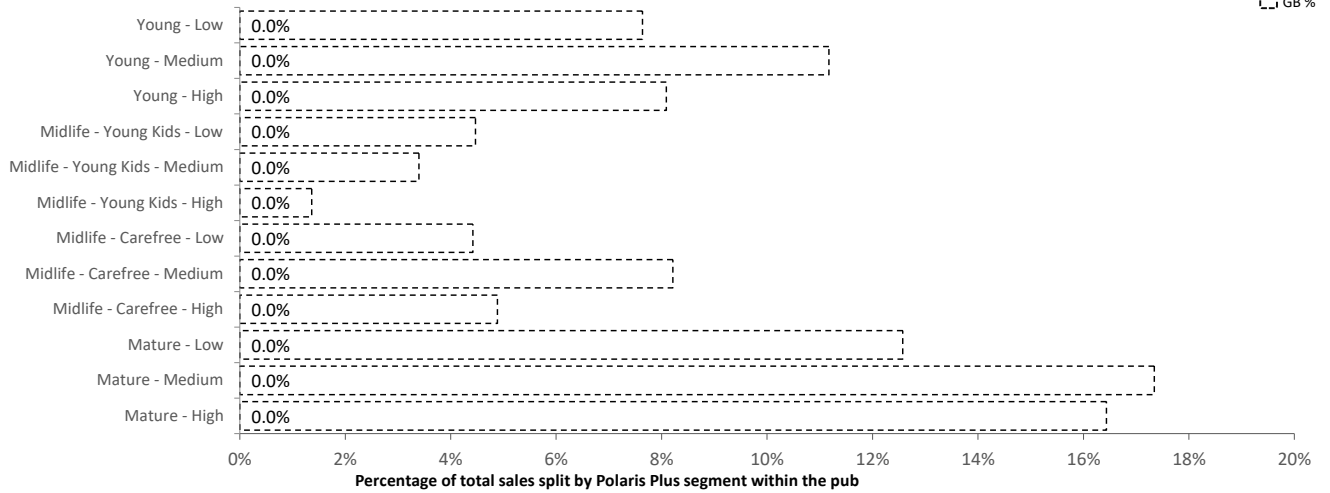
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Young - Low 0.0%, Young - Medium 0.0%, Young - High 0.0%, Midlife - Young Kids - Low 0.0%, Midlife - Young Kids - Medium 0.0%, Midlife - Young Kids - High 0.0%, Midlife - Carefree - Low 0.0%, Midlife - Carefree - Medium 0.0%, Midlife - Carefree - High 0.0%, Mature - Low 0.0%, Mature - Medium 0.0%, Mature - High 0.0%
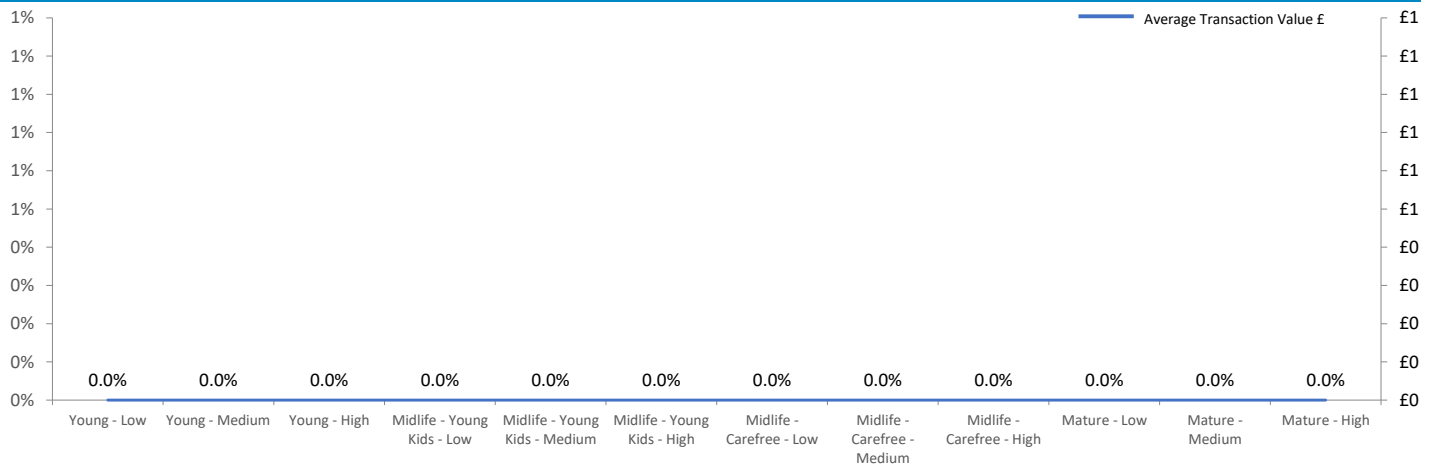
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Coach & Horses Dalkeith
Star Pubs
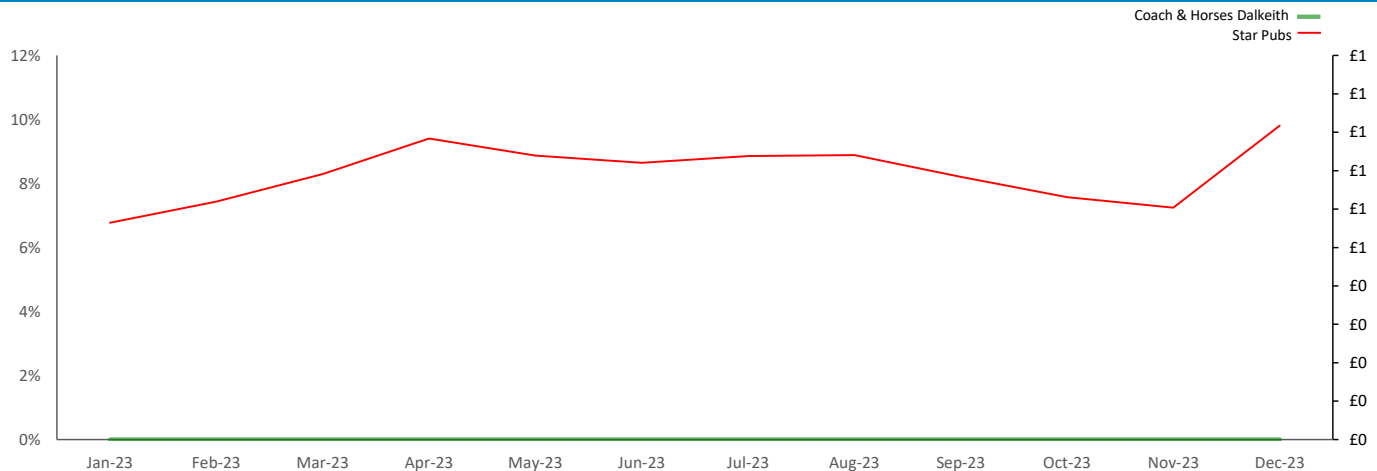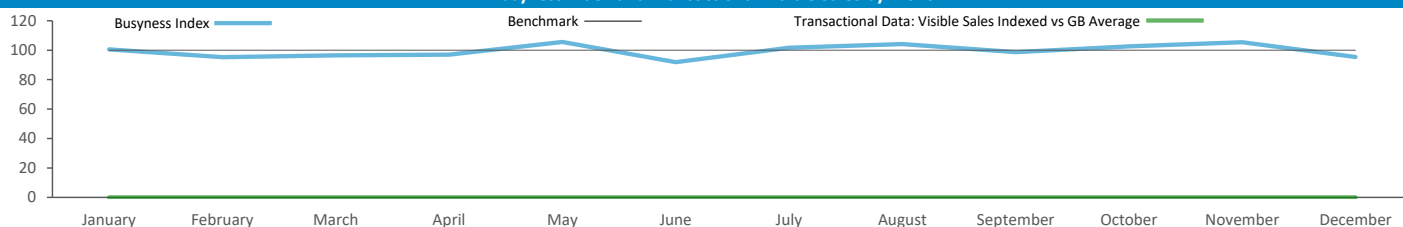
Seasonality of the spend split by month

Mobile Data Summary - Coach & Horses Dalkeith

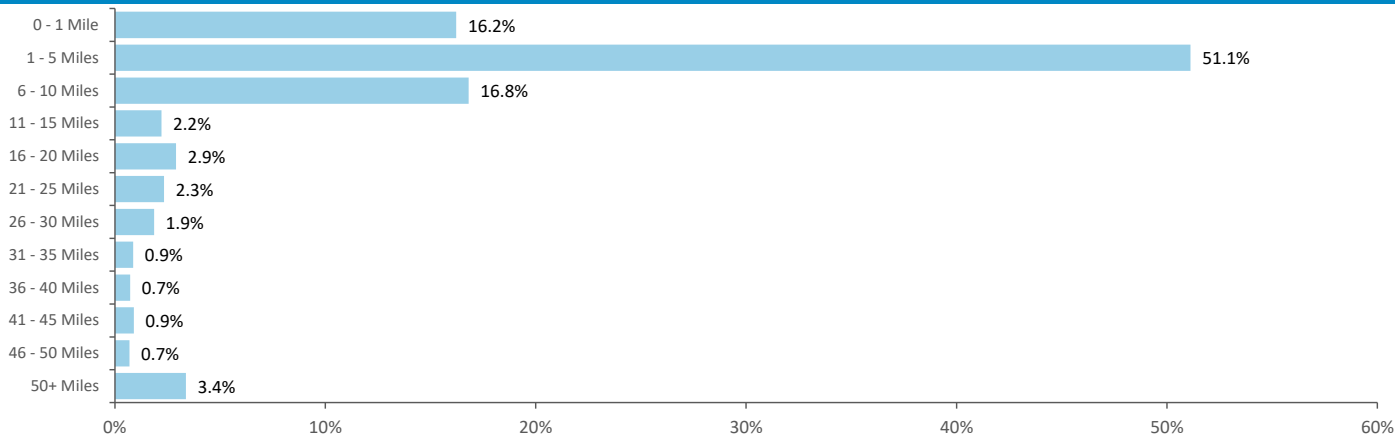star PUBS & BARS

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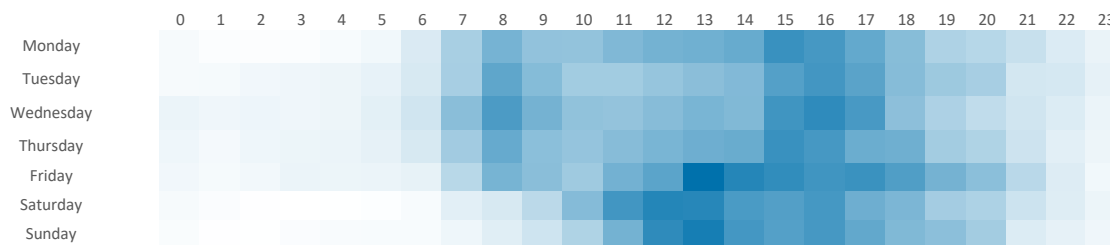
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

0 - 1 Mile	16.2%
1 - 5 Miles	51.1%
6 - 10 Miles	16.8%
11 - 15 Miles	2.2%
16 - 20 Miles	2.9%
21 - 25 Miles	2.3%
26 - 30 Miles	1.9%
31 - 35 Miles	0.9%
36 - 40 Miles	0.7%
41 - 45 Miles	0.9%
46 - 50 Miles	0.7%
50+ Miles	3.4%

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

Resident	44.7%
Worker	16.6%
Tourist	13.2%
Local Tourist	25.5%
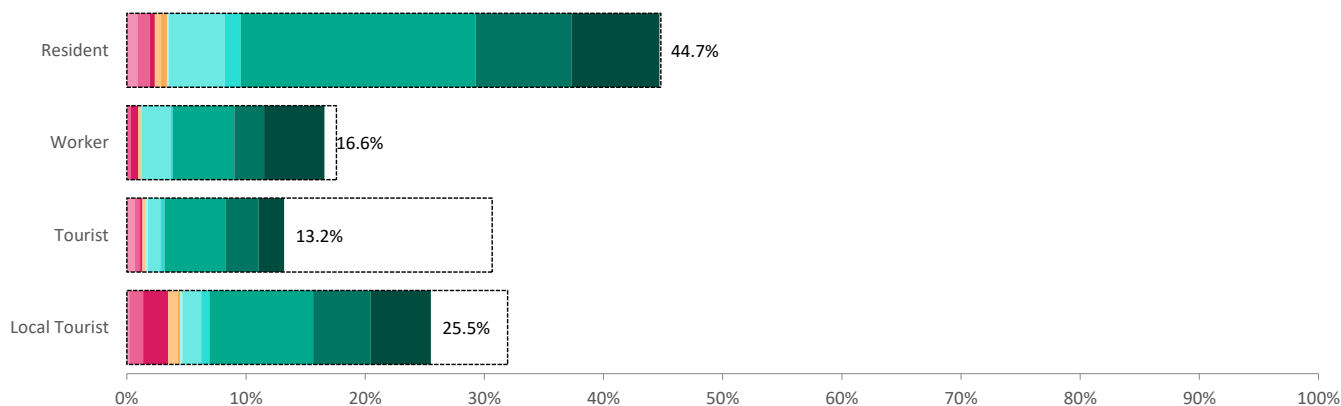
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Coach & Horses Dalkeith

star
PUBS & BARS

Polaris Plus Profile

Category	Value
Young - Low	1.8%
Young - Medium	2.9%
Young - High	3.4%
Midlife - Young Kids - Low	1.6%
Midlife - Young Kids - Medium	0.7%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.6%
Midlife - Carefree - Medium	9.8%
Midlife - Carefree - High	2.5%
Mature - Low	38.7%
Mature - Medium	18.1%
Mature - High	19.6%

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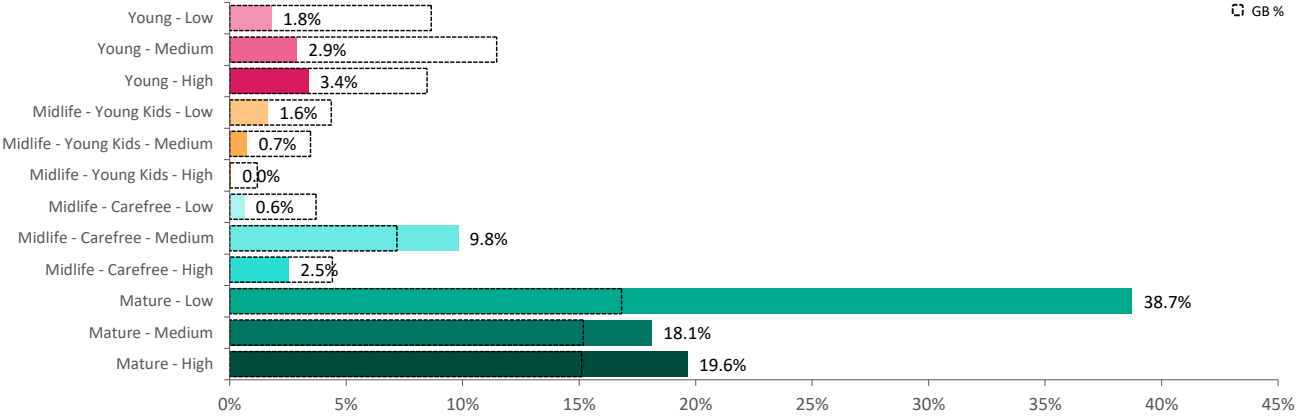
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris
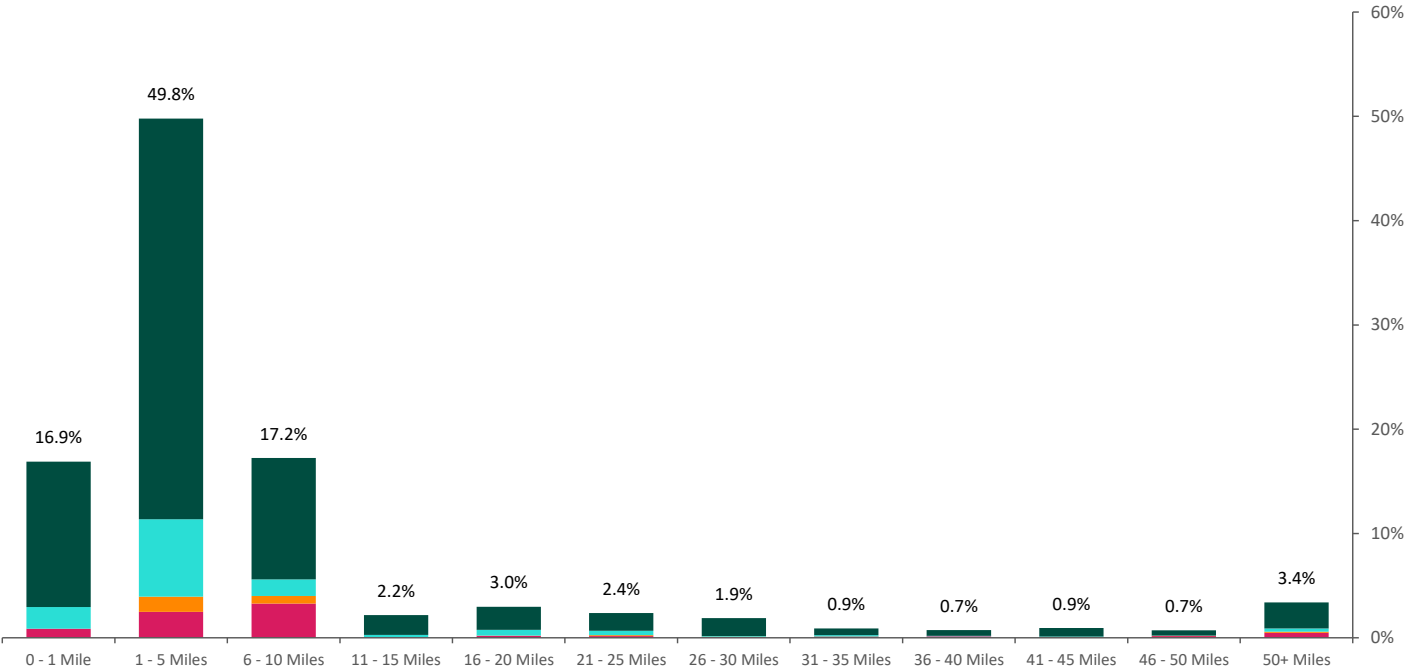
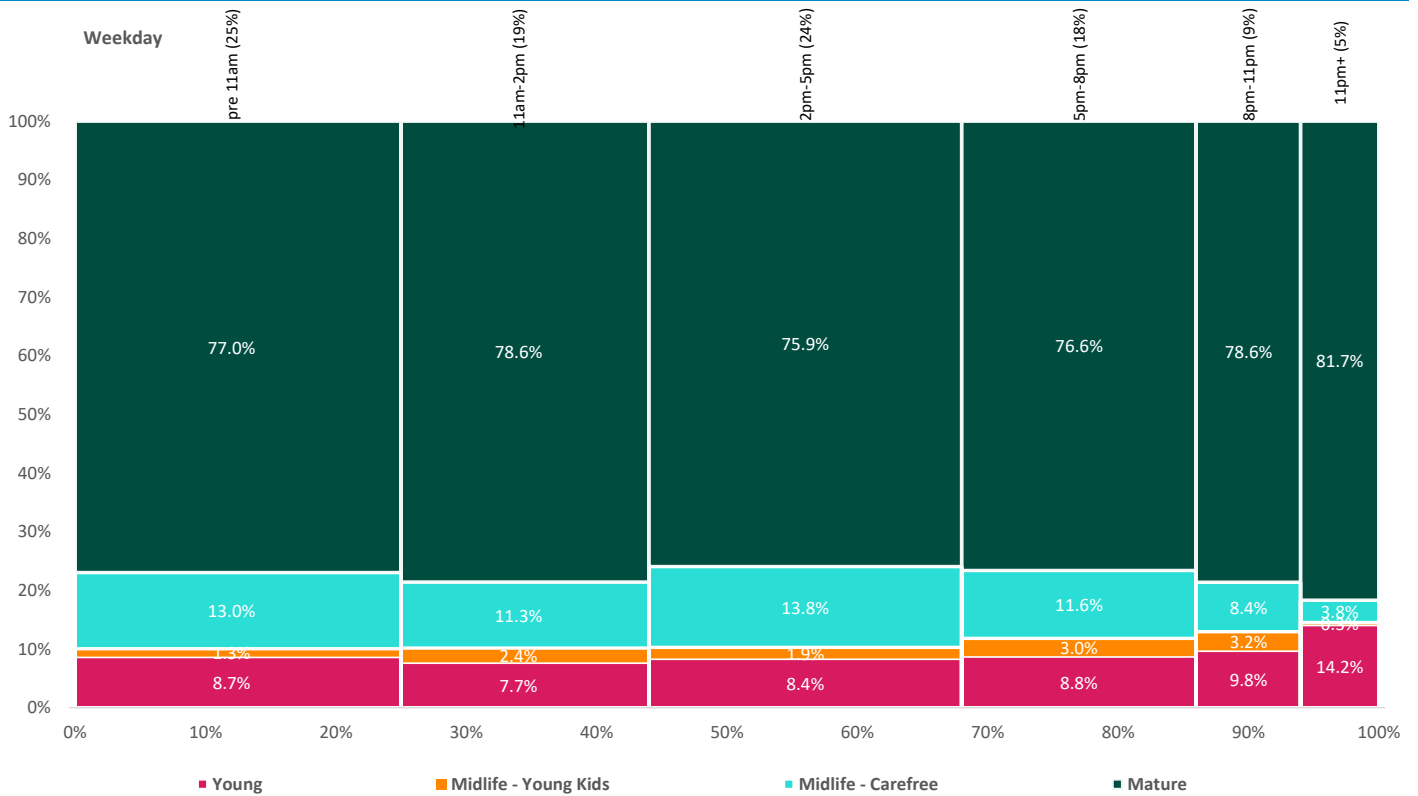| Distance	Value
0 - 1 Mile	16.9%
1 - 5 Miles	49.8%
6 - 10 Miles	17.2%
11 - 15 Miles	2.2%
16 - 20 Miles	3.0%
21 - 25 Miles	2.4%
26 - 30 Miles	1.9%
31 - 35 Miles	0.9%
36 - 40 Miles	0.7%
41 - 45 Miles	0.9%
46 - 50 Miles	0.7%
50+ Miles	3.4%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
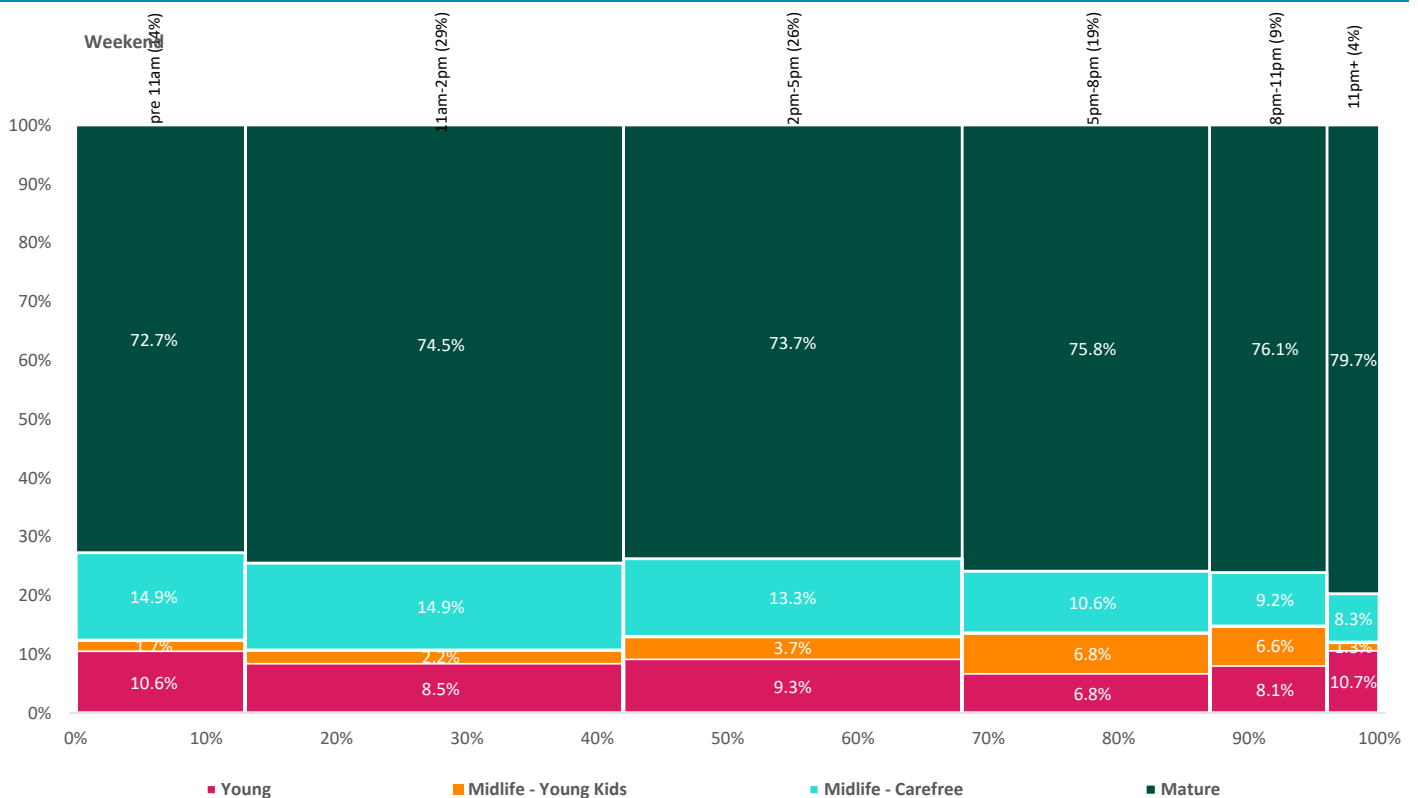
Mobile Data Summary - Coach & Horses Dalkeith

star PUBS&BARS

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

Weekday

	pre 11am (25%)	11am-2pm (19%)	2pm-5pm (24%)	5pm-8pm (18%)	8pm-11pm (9%)	11pm+ (5%)
Mature	77.0%	78.6%	75.9%	76.6%	78.6%	81.7%
Midlife - Carefree	13.0%	11.3%	13.8%	11.6%	8.4%	3.8%
Midlife - Young Kids	1.3%	2.4%	1.9%	3.0%	3.2%	
Young	8.7%	7.7%	8.4%	8.8%	9.8%	14.2%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Weekend

	pre 11am (24%)	11am-2pm (29%)	2pm-5pm (26%)	5pm-8pm (19%)	8pm-11pm (9%)	11pm+ (4%)
Mature	72.7%	74.5%	73.7%	75.8%	76.1%	79.7%
Midlife - Carefree	14.9%	14.9%	13.3%	10.6%	9.2%	8.3%
Midlife - Young Kids	1.7%	2.2%	3.7%	6.8%	6.6%	1.3%
Young	10.6%	8.5%	9.3%	6.8%	8.1%	10.7%

■ 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 - Coach & Horses Dalkeith

★ star
PUBS & BARS

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature

★ Pub Sites
Ν Catchment
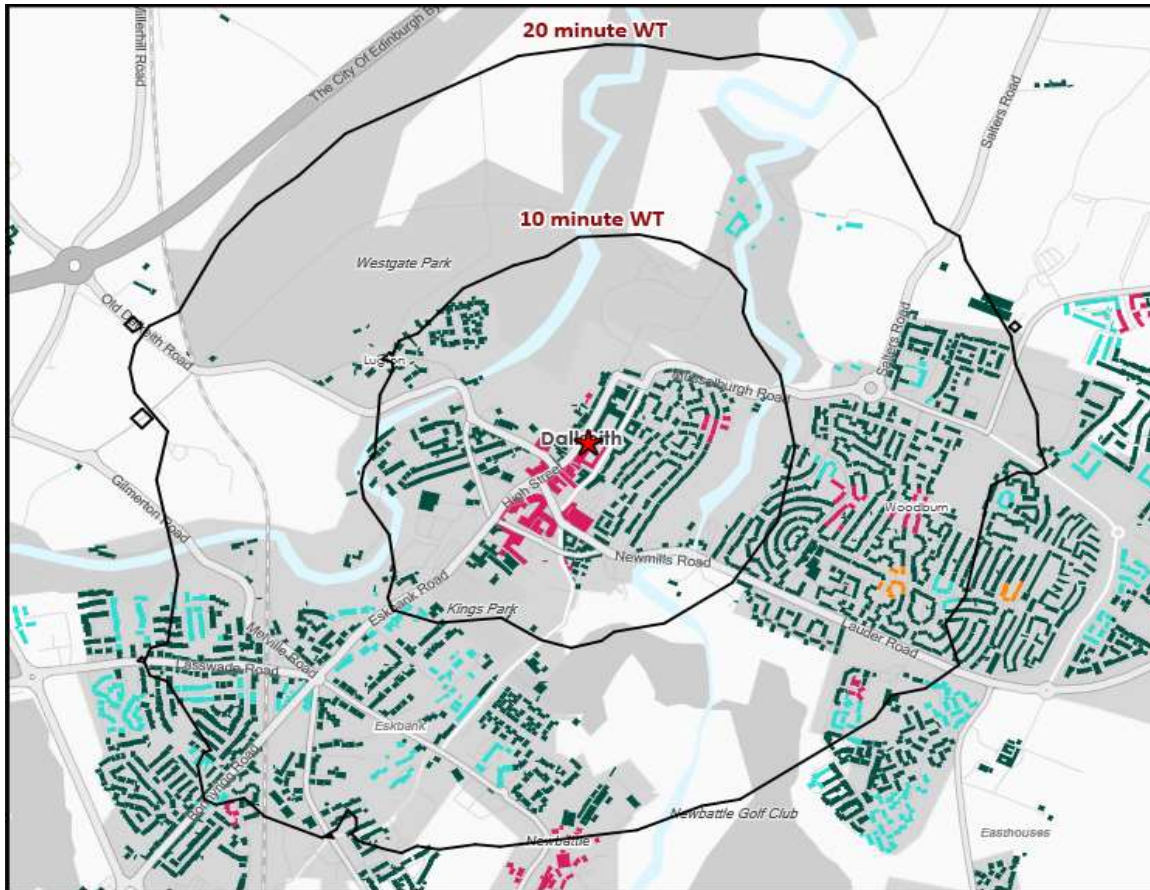
Polaris Profile by Catchment

*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	358	446	157,401	54	24	131
Midlife - Young Kids	0	7	11,321	0	1	24
Midlife - Carefree	0	369	42,668	0	34	62
Mature	2,051	5,766	219,739	191	192	113
Not Private Households	7	182	5,989	22	205	104
Total	2,416	6,770	437,118			

Polaris Plus Summary - Coach & Horses Dalkeith

star PUBS & BARS

Legend:
- ★ Pub Sites
- N 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	37	125	7,357	16	19	17
Medium	302	302	53,354	114	41	111
High	19	19	96,690	12	4	329
Midlife - Young Kids						
Low	0	7	3,312	0	2	14
Medium	0	0	5,076	0	0	27
High	0	0	2,933	0	0	60
Midlife - Carefree						
Low	0	0	2,066	0	0	11
Medium	0	215	24,876	0	44	79
High	0	154	15,726	0	51	81
Mature						
Low	1,456	3,769	101,652	439	405	169
Medium	278	689	44,923	73	65	66
High	317	1,308	73,164	88	129	112
Not Private Households	7	182	5,989	22	205	104
Total	2,416	6,770	437,118			

CGA Summary - Coach & Horses Dalkeith

Data Source © 2023 TomTom

Legend:

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
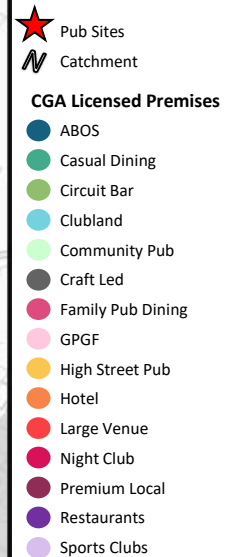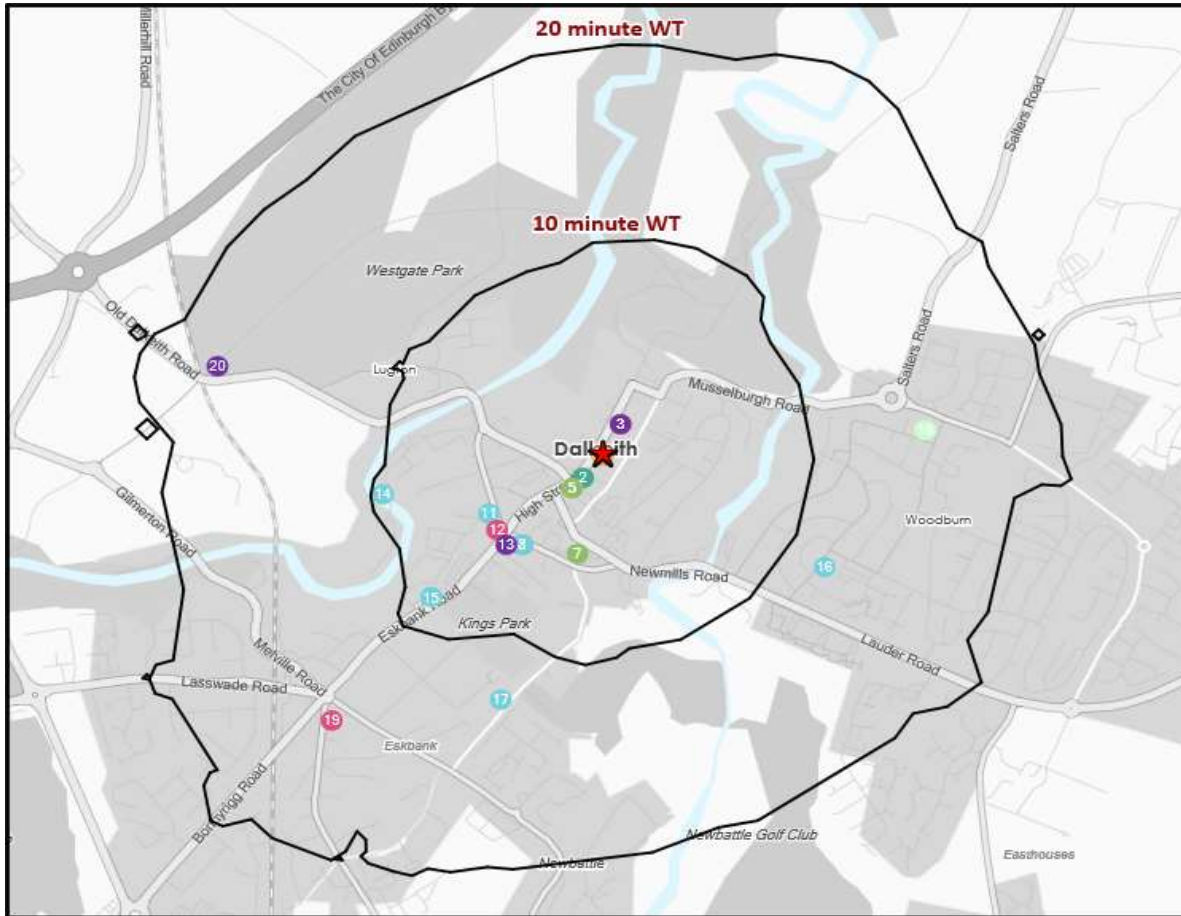
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Als Cafe Bar	EH22 1AY	Independent Free	ABOS	0.0
0	Coach & Horses	EH22 1AY	Star Pubs & Bars	High Street Pub	0.0
2	Cavalier	EH22 1AU	Independent Free	Casual Dining	0.1
3	Masons Arms	EH22 1AZ	Independent Free	High Street Pub	0.1
3	Bombay Lounge	EH22 1AZ	Independent Free	Restaurants	0.1
5	Ship Inn	EH22 1HZ	Independent Free	High Street Pub	0.1
5	Buccleuch	EH22 1HZ	Independent Free	Circuit Bar	0.1
7	Black Bull	EH22 1DS	Caledonian Heritable	Circuit Bar	0.2
8	Carlton Bingo Club	EH22 1HA	Carlton Bingo Clubs	Large Venue	0.2
8	Royal British Legion Club	EH22 1HA	Independent Free	Clubland	0.2
8	Corner Pockets	EH22 1HA	Independent Free	Clubland	0.2
11	Midlothian Indoor Bowling Club	EH22 1JD	Independent Free	Clubland	0.2
12	Harrow Hotel	EH22 1HF	Admiral Taverns Ltd	Family Pub Dining	0.2
13	Itihaas	EH22 1HD	Independent Free	Restaurants	0.2
14	Dalkeith Bowling Club	EH22 1JP	Independent Free	Clubland	0.4
15	Dalkeith Rugby Club	EH22 3BQ	Independent Free	Clubland	0.4
16	Dalkeith Miners Welfare Social Club	EH22 2AT	Independent Free	Clubland	0.4
17	Newbattle Golf Club	EH22 3AD	Independent Free	Clubland	0.5
18	Salters Inn	EH22 2DQ	Trust Inns Limited	Community Pub	0.6
19	Justinlees Inn	EH22 3AT	Mitchells & Butlers	Family Pub Dining	0.7
20	Kitchen At Restoration Yard	EH22 1ST	Independent Free	Restaurants	0.7

*WT= Walktime, **DT= Drivetime

	Over GB Average	
	Around GB Average	
	Under GB Average	

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,416	6,770	437,118
Number of Competition Pubs	11	16	567
Adults 18+ per Competition Pub	220	423	771

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	83	3.4%	43
Circuit Bar	2	145	6.0%	148
Community Pub	0	857	35.5%	186
Craft Led	0	49	2.0%	59
Great Pub Great Food	0	261	10.8%	61
High Street Pub	3	710	29.4%	159
Premium Local	0	304	12.6%	76

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	173	2.6%	32
Circuit Bar	2	326	4.8%	119
Community Pub	1	2,206	32.6%	170
Craft Led	0	53	0.8%	23
Great Pub Great Food	0	898	13.3%	75
High Street Pub	3	1,769	26.1%	142
Premium Local	0	949	14.0%	85

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	138	57,541	13.2%	163
Circuit Bar	91	15,065	3.4%	85
Community Pub	24	75,261	17.2%	90
Craft Led	0	24,521	5.6%	162
Great Pub Great Food	49	101,071	23.1%	131
High Street Pub	33	67,106	15.4%	83
Premium Local	71	63,623	14.6%	88

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