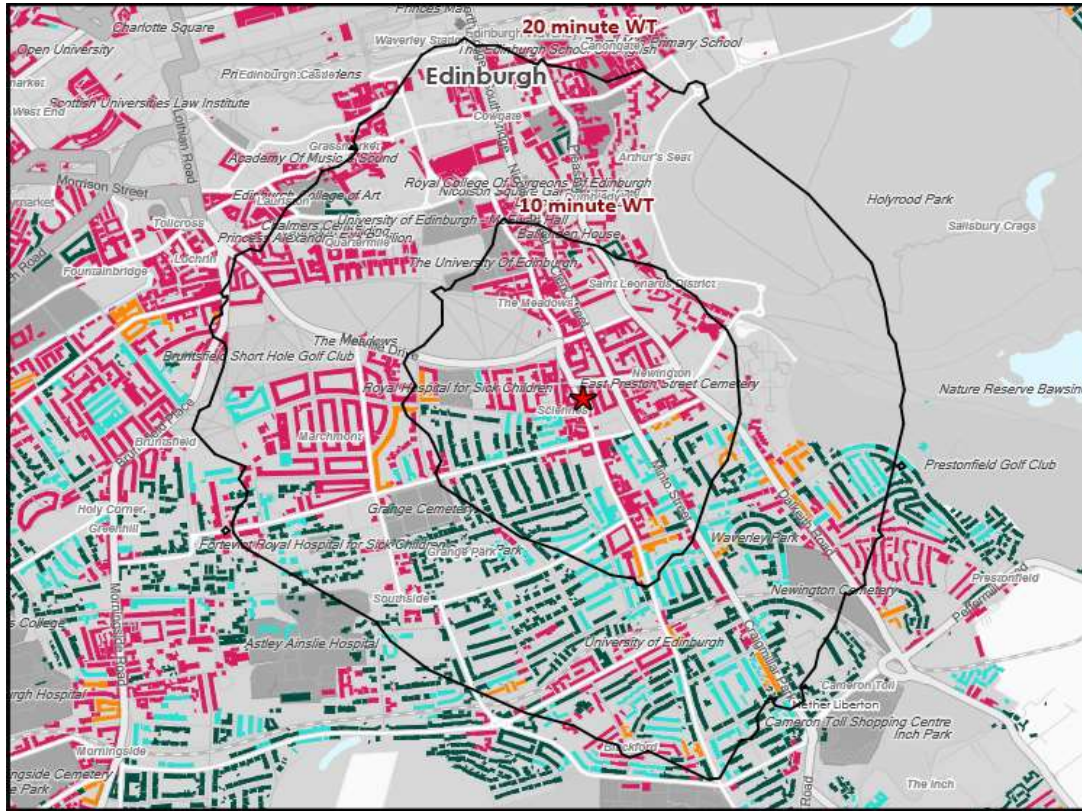


Catchment Summary - Meadows Tap Edinburgh



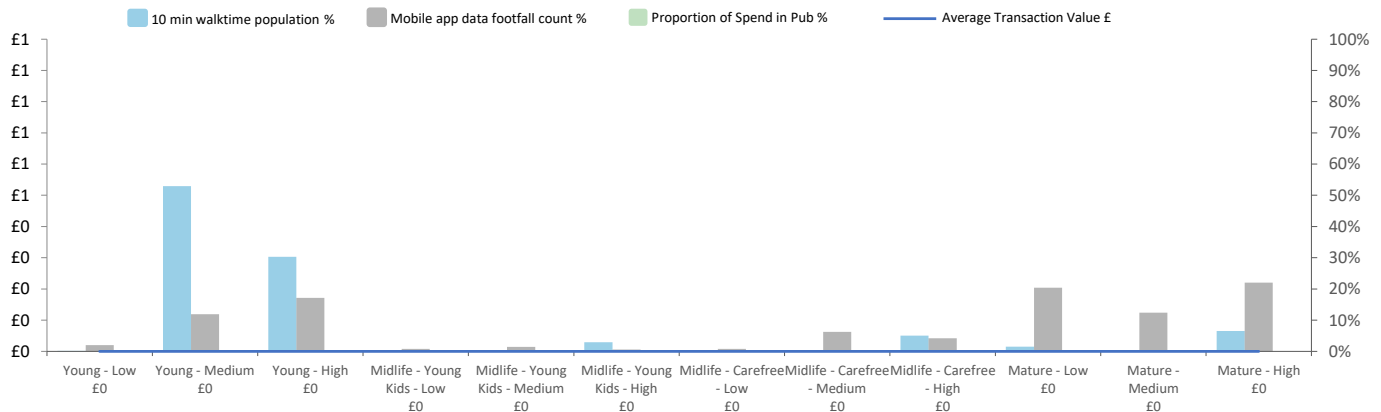
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 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
626006	Meadows Tap Edinburgh	EH 9 1QF	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 - Meadows Tap Edinburgh

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

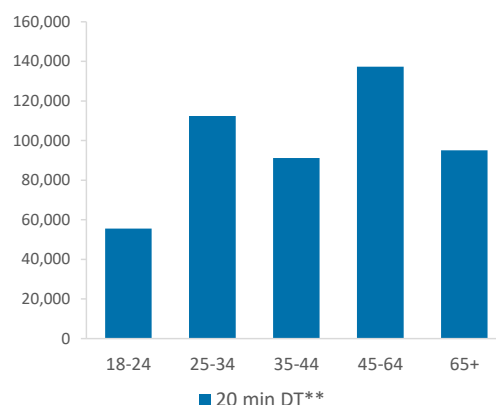
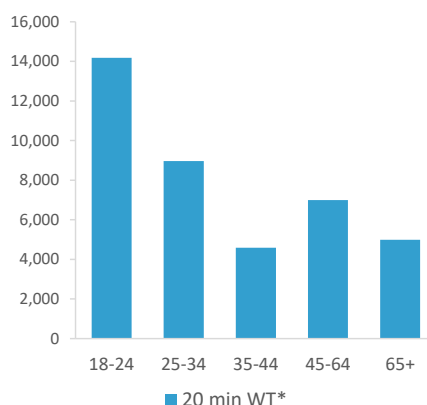
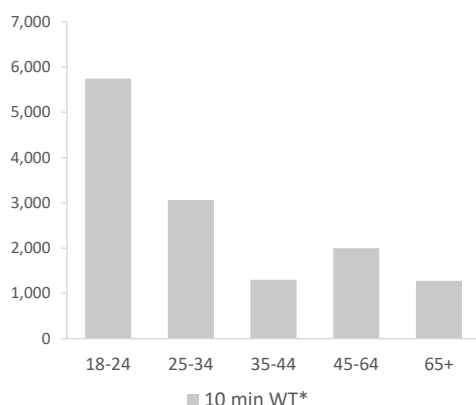
Population	14,826	44,499	589,791	276	240	134
Adults 18+	13,376	39,715	491,584	297	260	141
Competition Pubs	24	100	628	133	278	151
Adults 18+ per Competition Pub	557	397	783	65	46	91
% Adults Likely to Drink	82.9%	82.4%	79.7%	109	108	105

Population & Adults 18+ index is based on all pubs

Affluence	Low	1.7%	3.3%	21.5%	5	10	65
	Medium	52.9%	40.3%	26.0%	139	106	68
	High	44.8%	55.1%	51.2%	164	202	187

*Affluence does not include Not Private Households

Age Profile	18-24	5,746	14,182	55,518	476	392	116
	25-34	3,061	8,966	112,386	155	151	143
	35-44	1,300	4,587	91,174	66	78	117
	45-64	1,995	6,994	137,376	52	61	91
	65+	1,274	4,986	95,130	45	58	84



Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	7,113 (48%)	20,755 (47%)	287,651 (49%)	98	95	100
	Female	7,713 (52%)	23,744 (53%)	302,140 (51%)	102	105	100

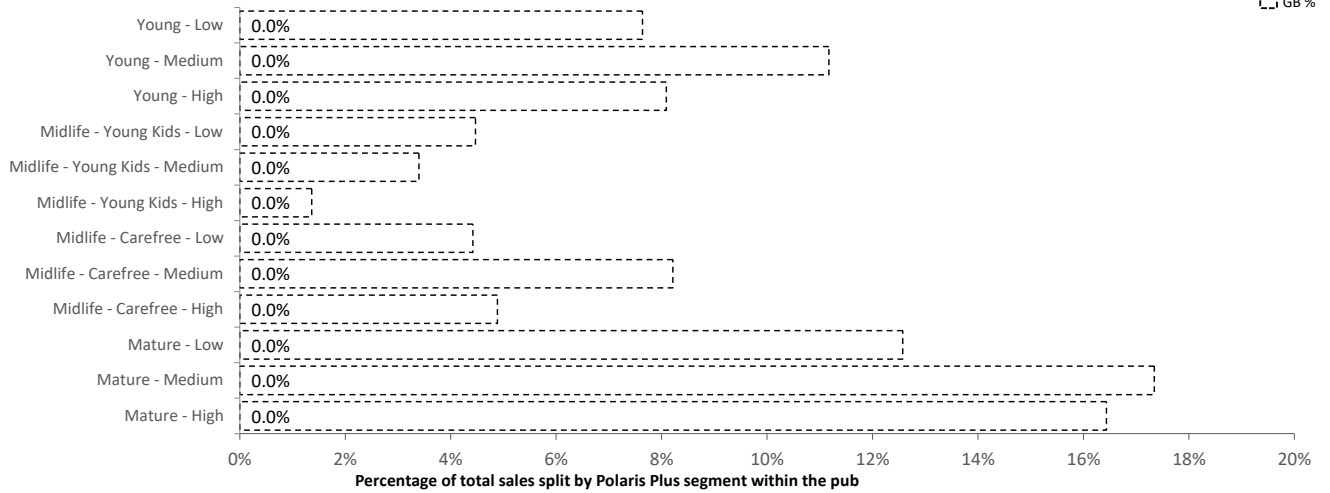
Economic Status (16+)	Employed: Full-time	3,363 (25%)	10,353 (26%)	198,349 (39%)	72	75	115
	Employed: Part-time	677 (5%)	2,352 (6%)	51,523 (10%)	42	49	86
	Self employed	761 (6%)	2,481 (6%)	35,650 (7%)	61	67	77
	Unemployed	155 (1%)	520 (1%)	9,065 (2%)	41	47	65
	Full-time student	1,701 (13%)	4,445 (11%)	24,325 (5%)	528	464	204
	Retired	1,212 (9%)	5,055 (13%)	98,106 (20%)	41	57	89
	Other	5,681 (42%)	15,101 (37%)	85,319 (17%)	241	215	97

Total Worker Count	7,885	28,804	286,623
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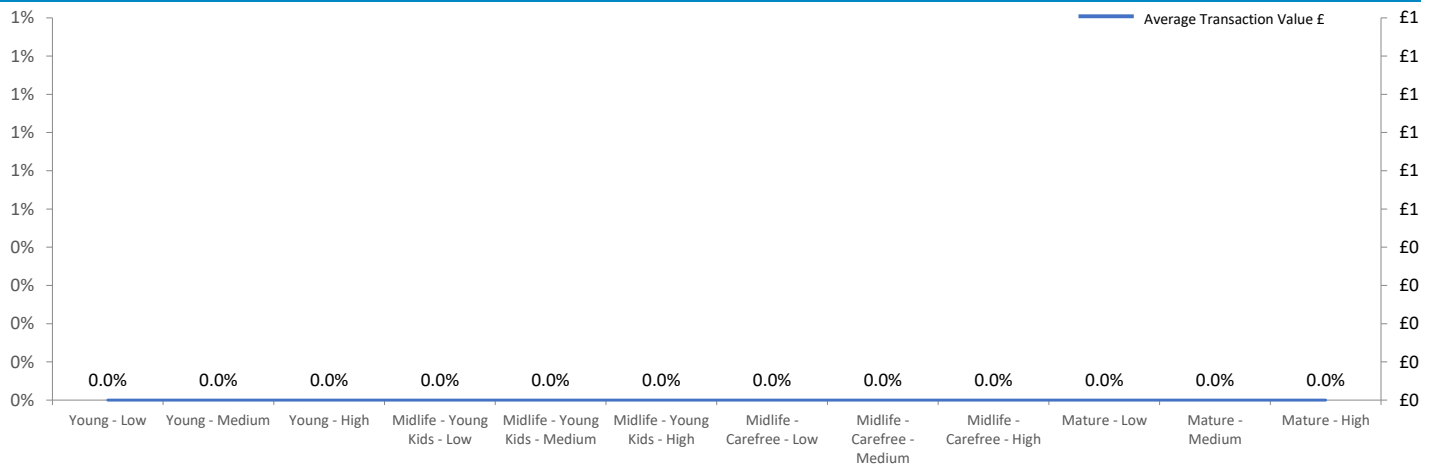
See the Glossary page for further information on the above variables

Transactional Data Summary - Meadows Tap Edinburgh

Spend by Polaris Plus

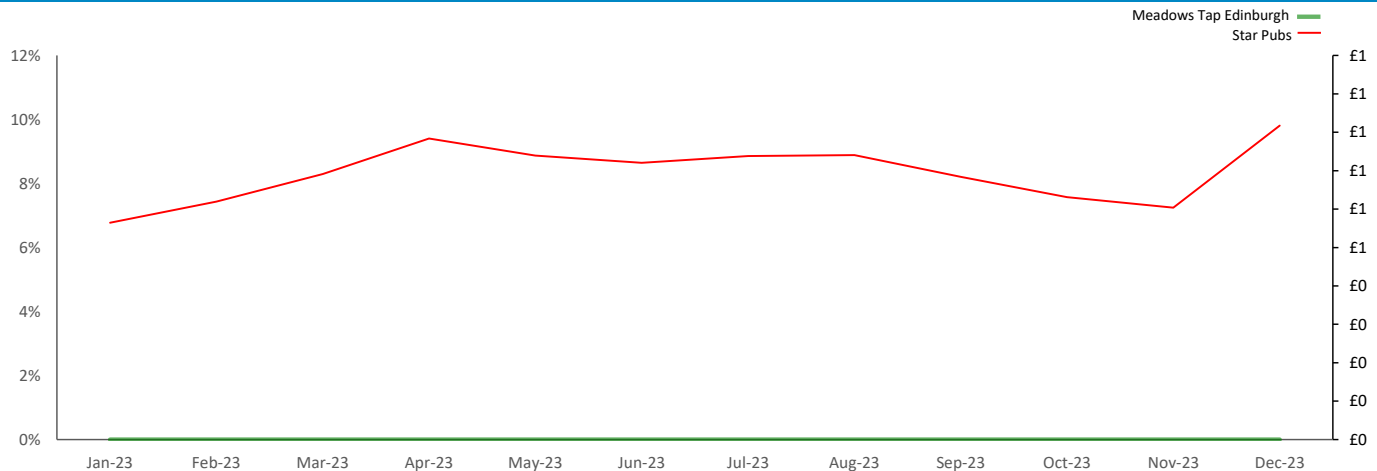


% of Transactions and Average Transaction Values (£) by Polaris Plus



Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



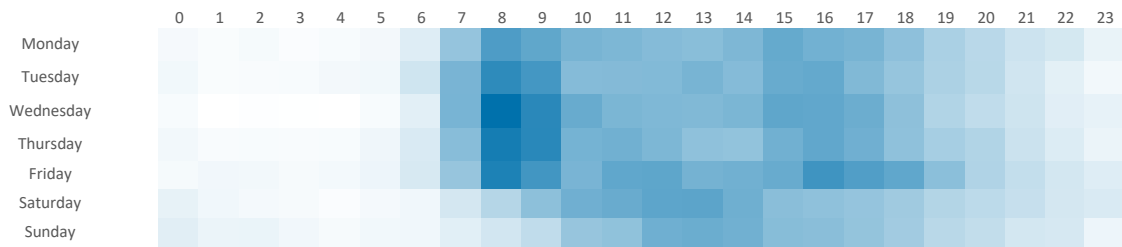
Seasonality of the spend split by month

Mobile Data Summary - Meadows Tap Edinburgh



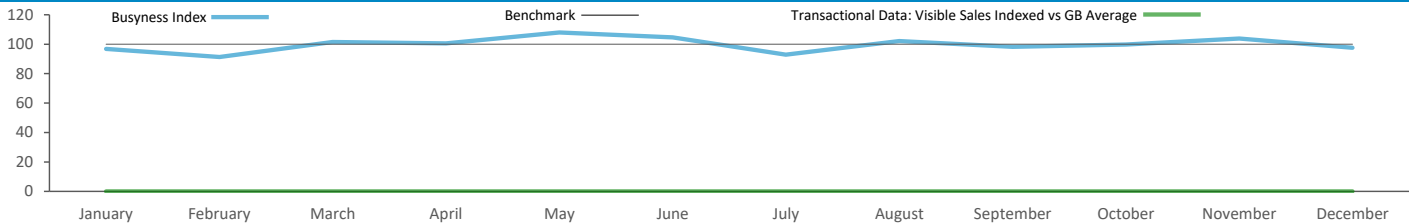
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Time of Day/Day of Week



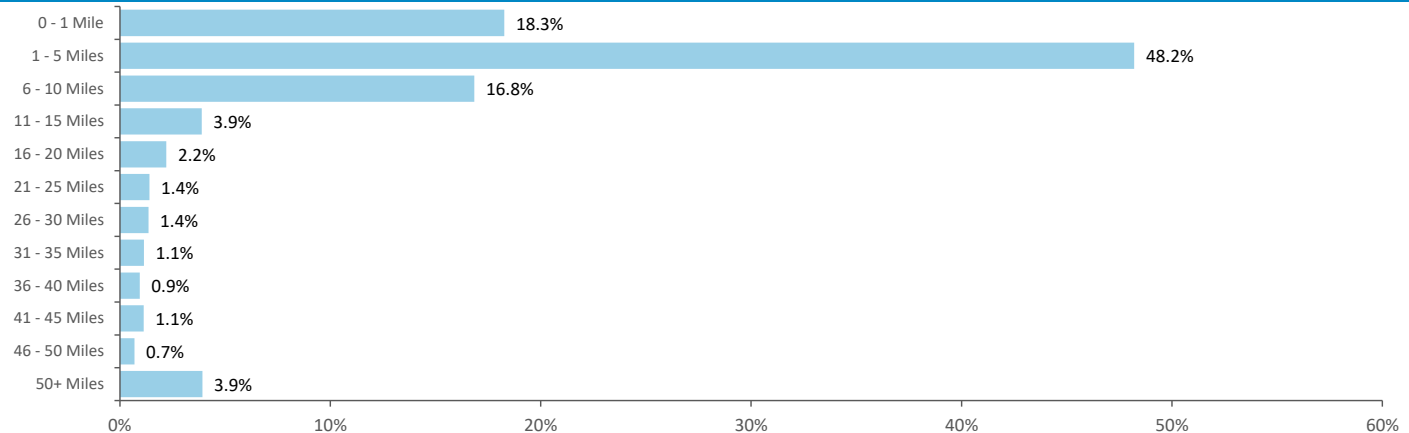
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

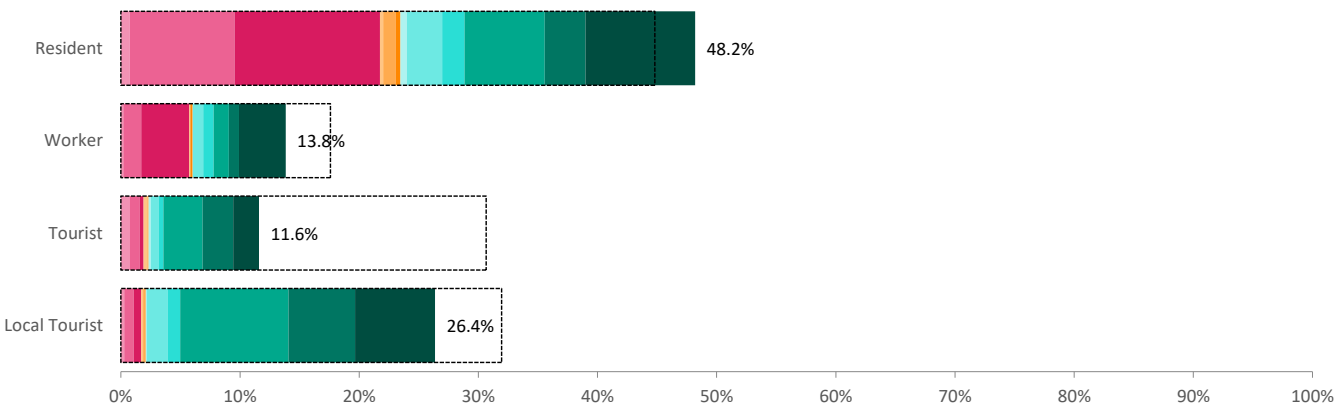
Distance from Home



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



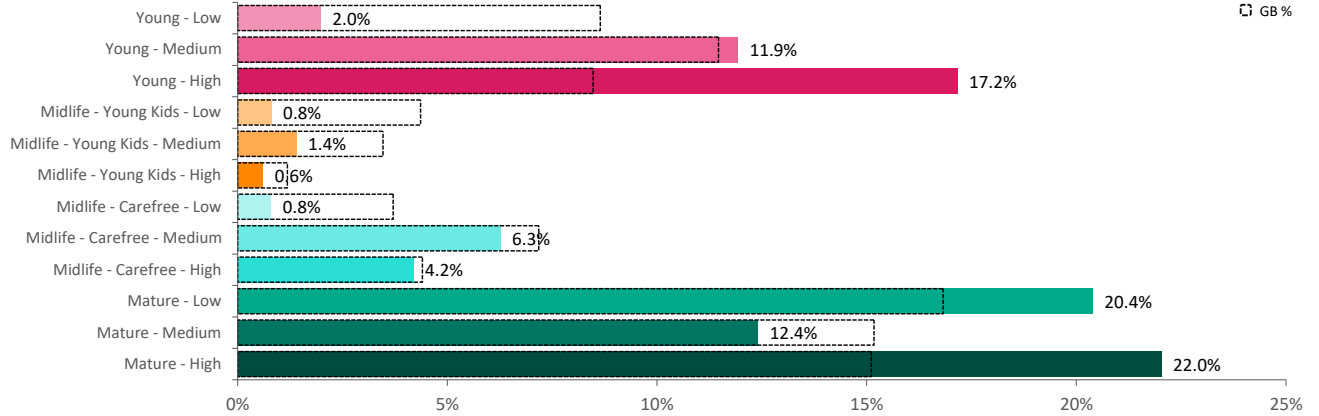
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Meadows Tap Edinburgh



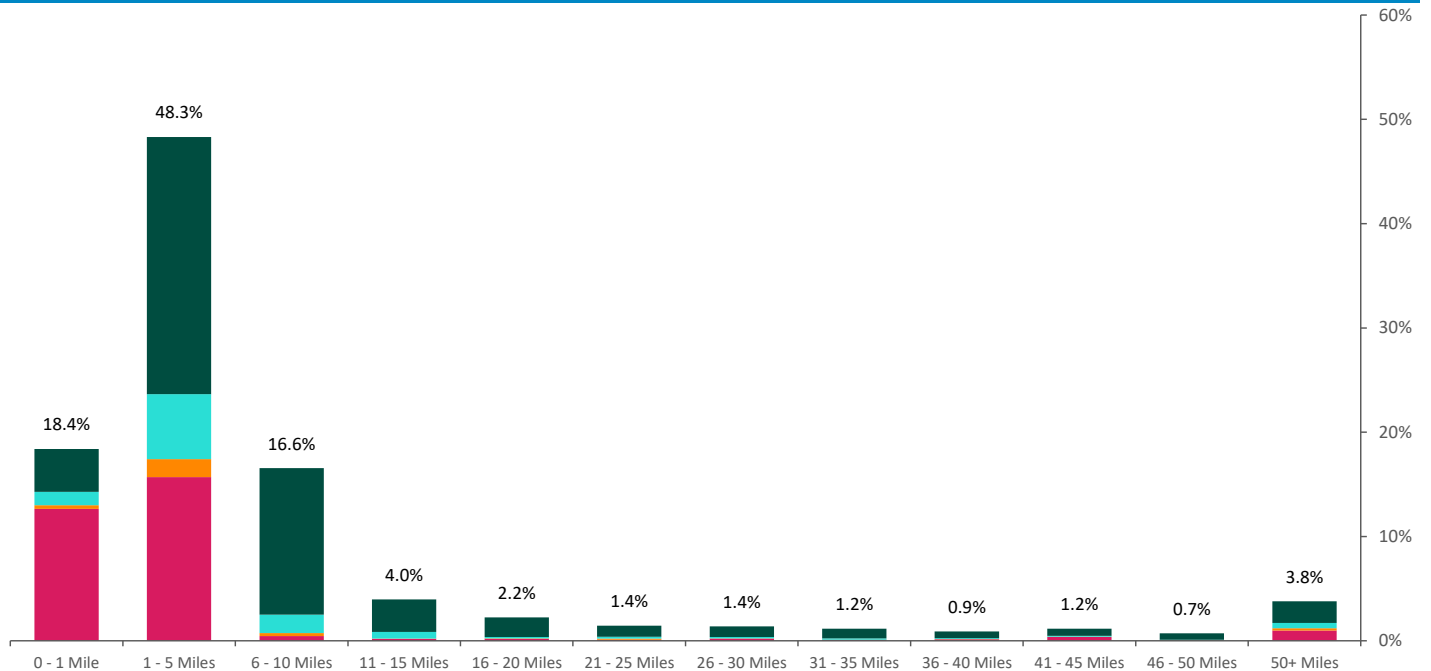
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Polaris Plus Profile



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



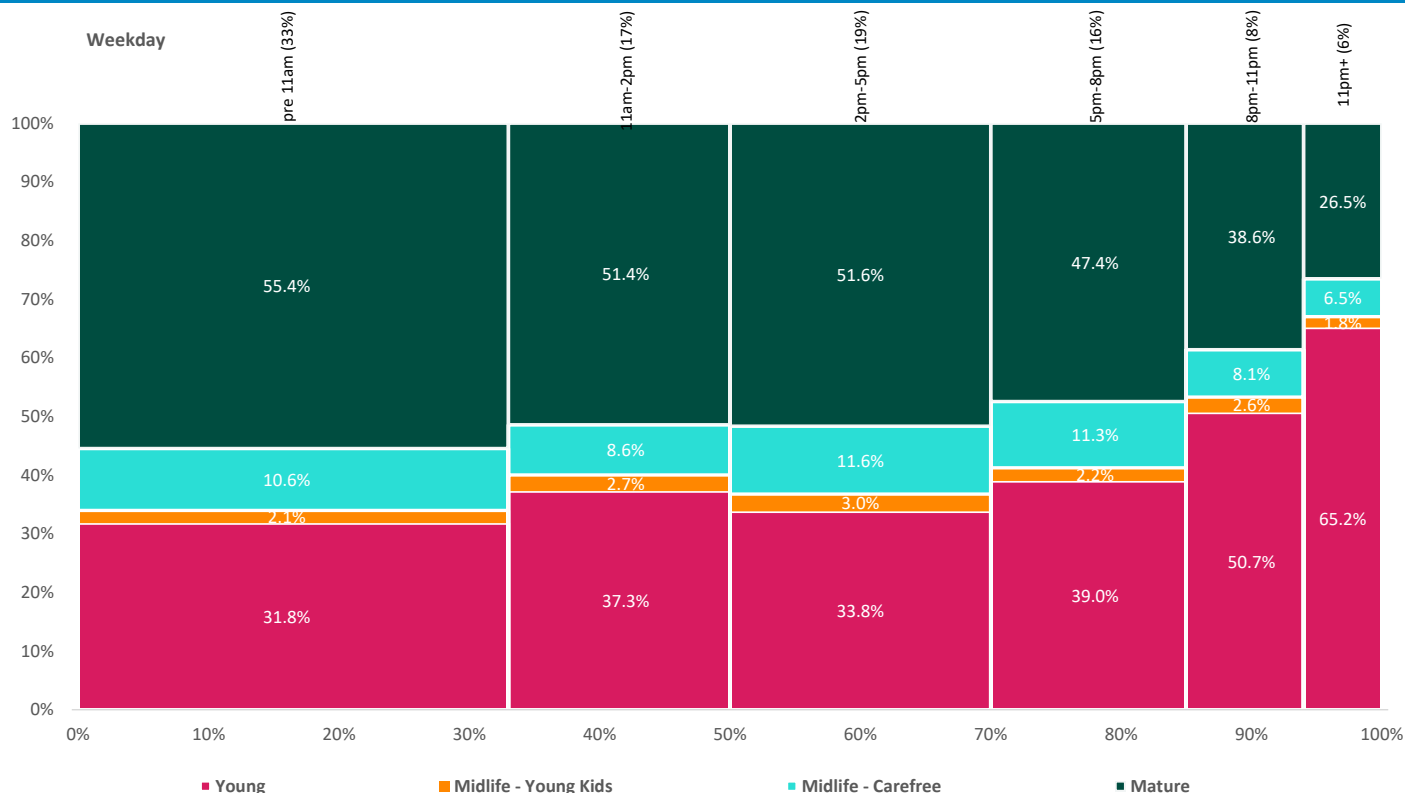
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Meadows Tap Edinburgh

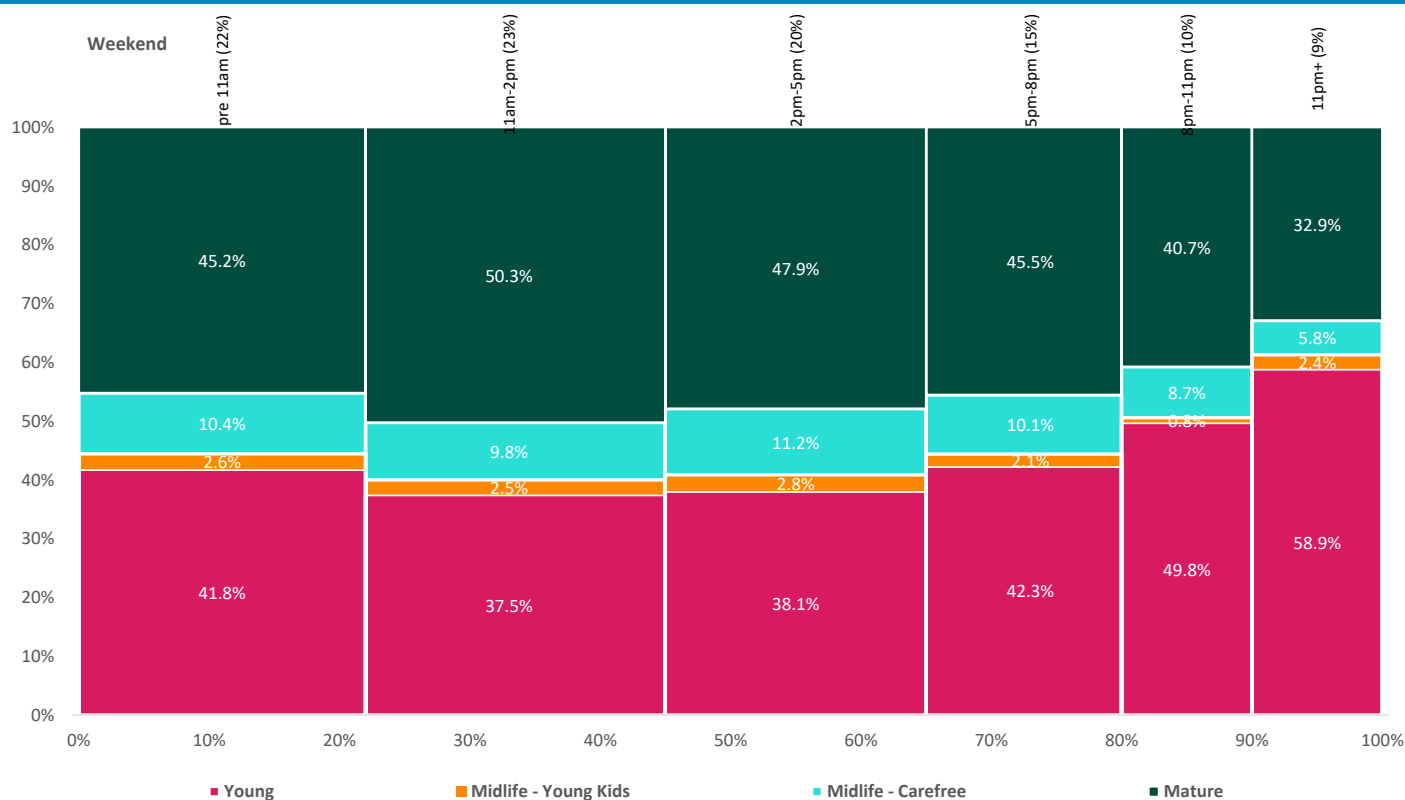


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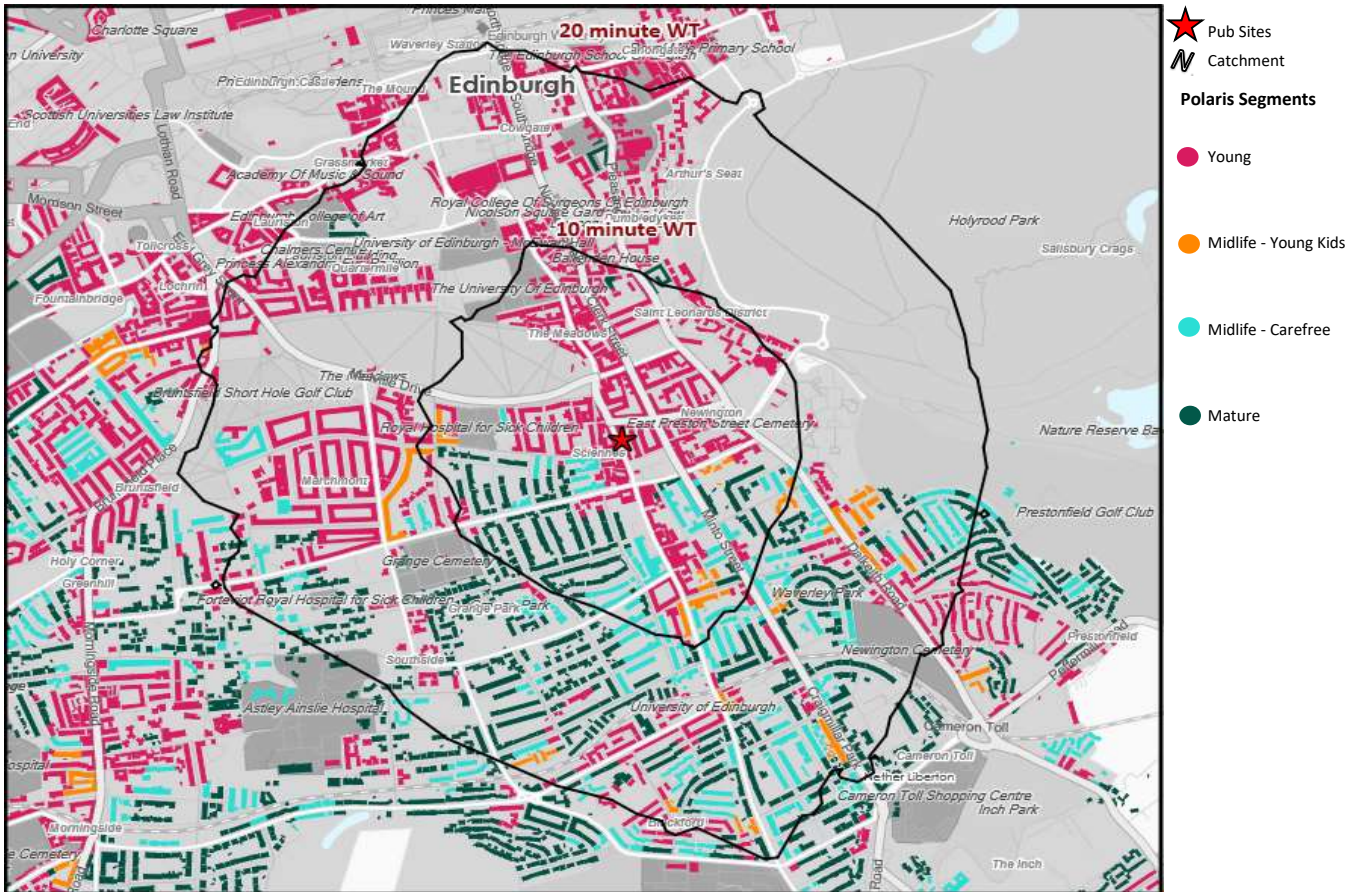
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Meadows Tap Edinburgh

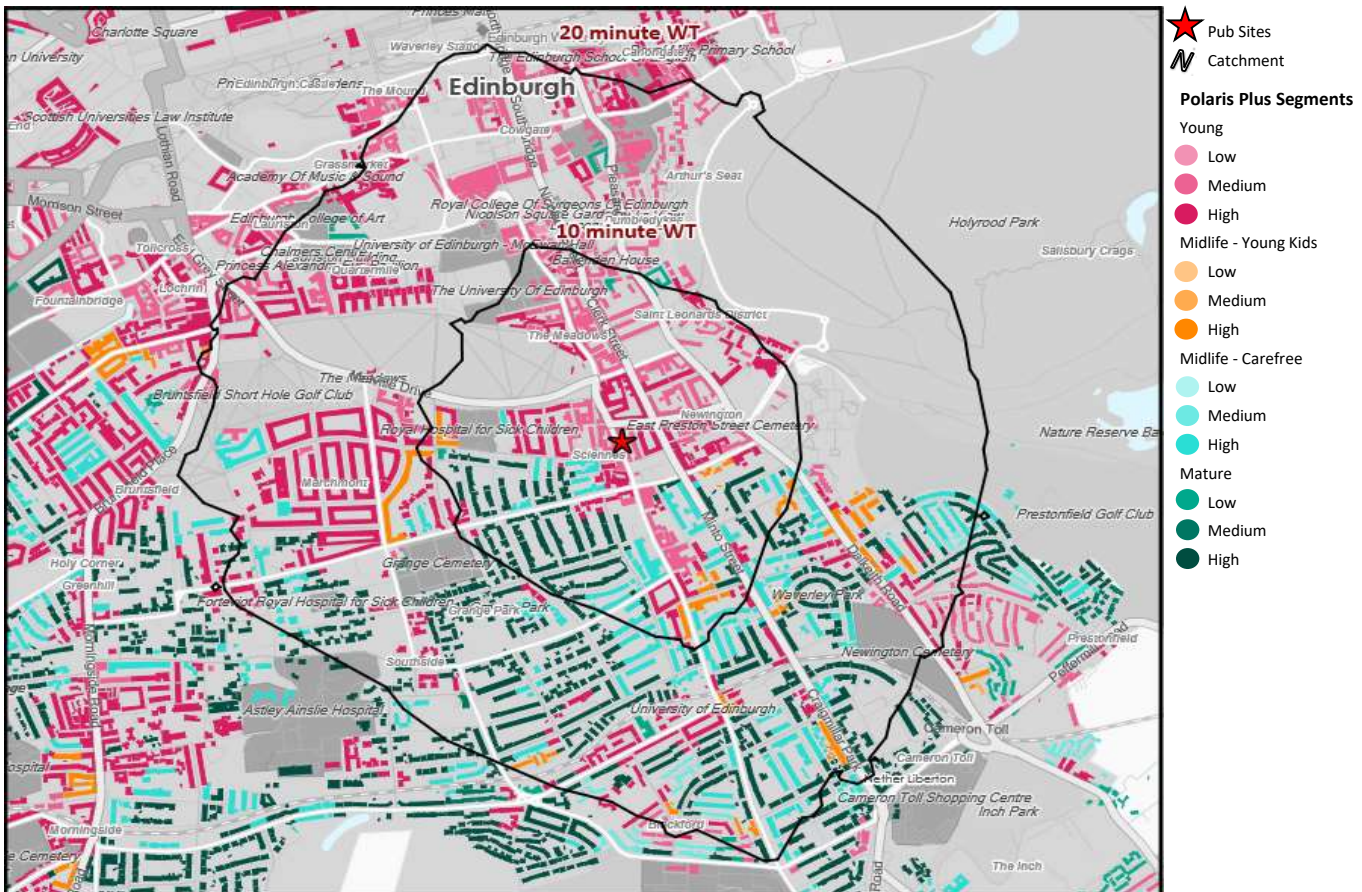


Polaris Profile by Catchment

*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	11,156	30,986	210,820	303	283	156
Midlife - Young Kids	395	1,009	12,300	27	23	23
Midlife - Carefree	671	2,499	47,679	32	40	61
Mature	1,082	4,687	213,941	18	27	98
Not Private Households	72	534	6,844	41	102	106
Total	13,376	39,715	491,584			

Polaris Plus Summary - Meadows Tap Edinburgh

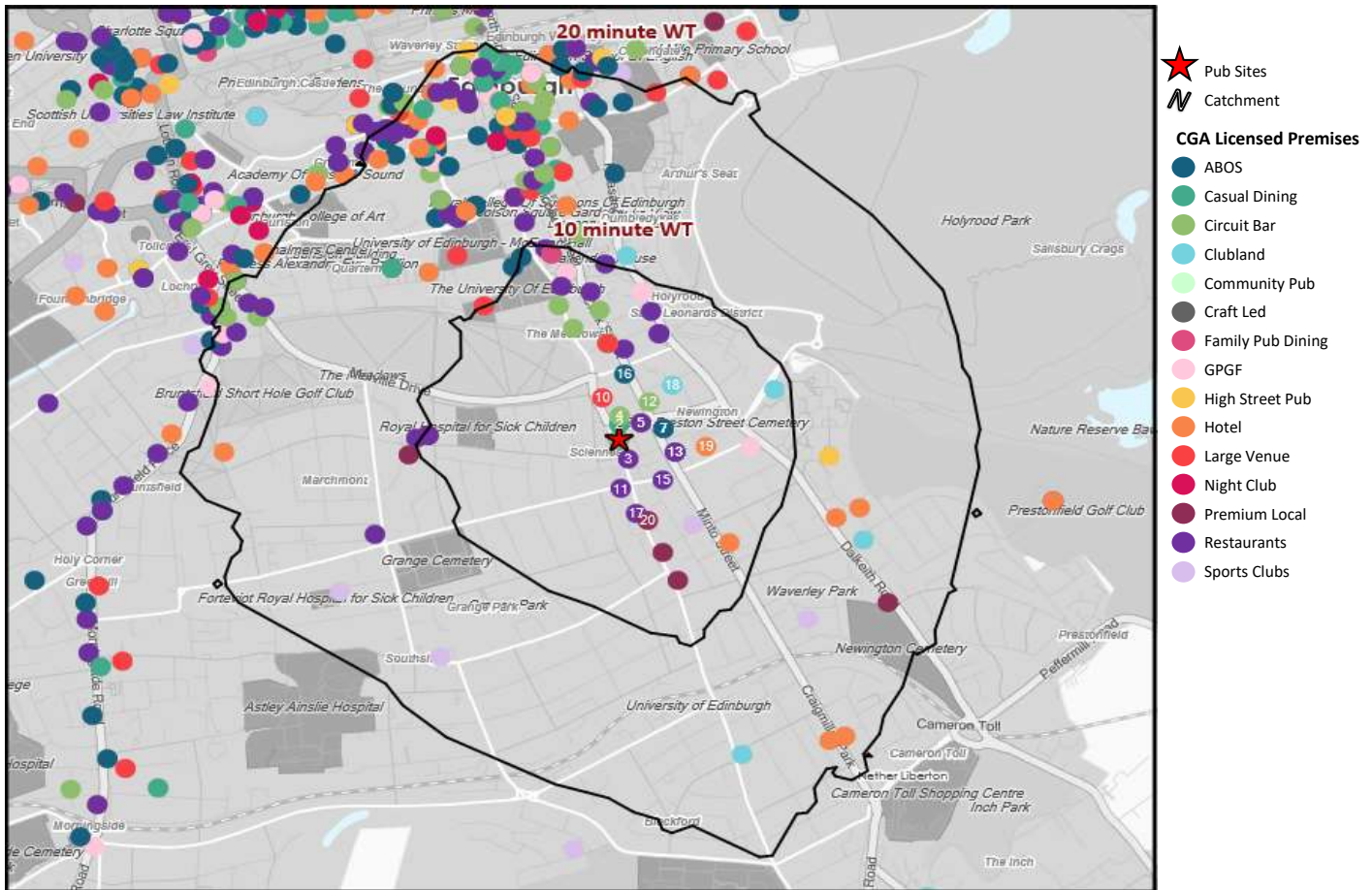


Polaris Plus Profile by Catchment

*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	23	519	6,637	2	13	14
Medium	7,082	15,687	63,649	482	360	118
High	4,051	14,780	140,534	450	553	425
Midlife - Young Kids						
Low	0	0	2,017	0	0	7
Medium	0	0	5,333	0	0	25
High	395	1,009	4,950	264	227	90
Midlife - Carefree						
Low	0	0	2,147	0	0	10
Medium	0	196	23,881	0	7	68
High	671	2,303	21,651	113	130	99
Mature						
Low	205	800	94,727	11	15	140
Medium	0	107	34,762	0	2	45
High	877	3,780	84,452	44	63	115
Not Private Households	72	534	6,844	41	102	106
Total	13,376	39,715	491,584			

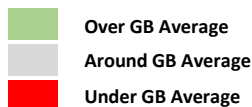
CGA Summary - Meadows Tap Edinburgh



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Hewats Restaurant	EH 9 1QF	Independent Free	Restaurants	0.0
0	Damm 27	EH 9 1QF	Star Pubs & Bars	Circuit Bar	0.0
2	Ichiban	EH 8 9PY	Independent Free	Casual Dining	0.0
3	Ristorante Sambuca	EH 9 1QG	Independent Free	Restaurants	0.0
4	Drouthy Neebours	EH 8 9PX	Independent Free	Circuit Bar	0.1
5	Cask & Barrel	EH 8 9PZ	Independent Free	Circuit Bar	0.1
5	Los Argentinos	EH 8 9PZ	Independent Free	Restaurants	0.1
7	Southpour	EH 9 1QR	Scotsman Group	Restaurants	0.1
7	Verdo Turkish Bbq	EH 9 1QR	Independent Free	Casual Dining	0.1
7	Apiary	EH 9 1QR	Independent Free	ABOS	0.1
10	Summerhall	EH 9 1PL	Independent Free	Large Venue	0.1
11	Brass Monkey The Grange	EH 9 1UH	Independent Free	Restaurants	0.1
12	Abbey	EH 8 9PP	Greene King	Circuit Bar	0.1
13	Voujon	EH 9 1QW	Independent Free	Restaurants	0.1
13	Isola	EH 9 1QW	Independent Free	Restaurants	0.1
15	Condita	EH 9 1SL	Independent Free	Restaurants	0.1
16	Southern Bar	EH 8 9PR	Unknown	ABOS	0.2
17	Pataka	EH 9 1PN	Independent Free	Restaurants	0.2
18	Lutton Place Bowling Club	EH 8 9PE	Independent Free	Clubland	0.2
19	Salisbury Guest House	EH16 5AA	Independent Free	Hotel	0.2
20	Old Bell Inn	EH 9 1PH	Caledonian Heritable	Premium Local	0.2

Per Pub Analysis - Meadows Tap Edinburgh



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	13,376	39,715	491,584
Number of Competition Pubs	24	100	628
Adults 18+ per Competition Pub	557	397	783

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	3,016	22.5%	280
Circuit Bar	9	817	6.1%	151
Community Pub	0	772	5.8%	30
Craft Led	0	1,704	12.7%	369
Great Pub Great Food	3	3,567	26.7%	151
High Street Pub	1	1,328	9.9%	54
Premium Local	3	2,098	15.7%	95

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	33	9,358	23.6%	292
Circuit Bar	39	1,895	4.8%	118
Community Pub	0	2,167	5.5%	29
Craft Led	0	4,766	12.0%	347
Great Pub Great Food	11	11,666	29.4%	166
High Street Pub	5	3,313	8.3%	45
Premium Local	6	5,820	14.7%	89

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	174	79,041	16.1%	200
Circuit Bar	98	15,665	3.2%	79
Community Pub	21	69,660	14.2%	74
Craft Led	0	33,301	6.8%	196
Great Pub Great Food	59	127,875	26.0%	147
High Street Pub	40	62,907	12.8%	69
Premium Local	86	70,263	14.3%	87

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.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td> - 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 </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	- 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																						
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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.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">Rural</td></tr></table>		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				
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