

Catchment Summary - Mash Tun Edinburgh



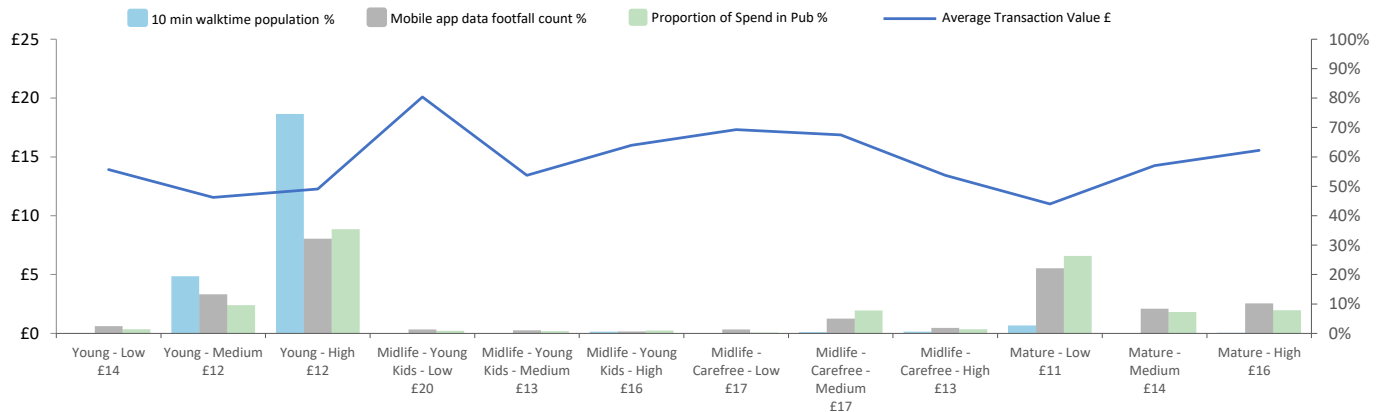
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626643	Mash Tun Edinburgh	EH 7 5RL	Star Pubs & Bars	GPFG	6



- ★ 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 - Mash Tun 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**

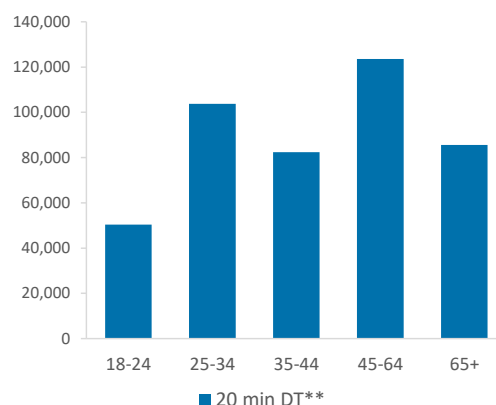
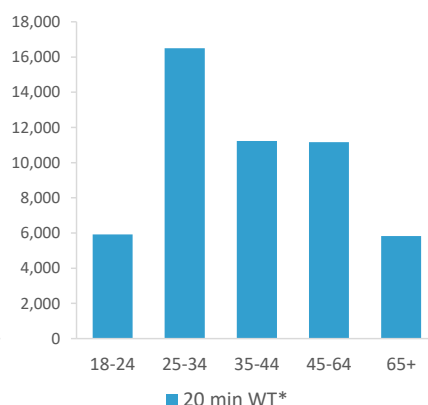
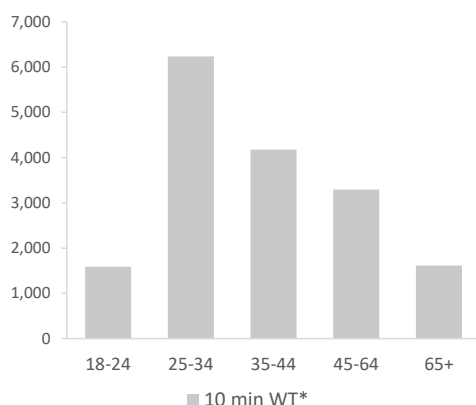
Population	18,319	56,215	531,795	342	304	121
Adults 18+	16,907	50,630	445,732	375	332	128
Competition Pubs	16	90	604	89	250	145
Adults 18+ per Competition Pub	1,057	563	738	123	66	86
% Adults Likely to Drink	79.9%	79.8%	79.8%	105	105	105

Population & Adults 18+ index is based on all pubs

Affluence	Low	2.9%	6.7%	21.0%	9	20	63
	Medium	19.9%	21.1%	24.8%	52	55	65
	High	76.1%	70.9%	52.8%	279	260	194

*Affluence does not include Not Private Households

Age Profile	18-24	1,592	5,925	50,384	107	129	116
	25-34	6,237	16,497	103,778	255	220	146
	35-44	4,174	11,227	82,405	172	151	117
	45-64	3,291	11,161	123,549	70	77	90
	65+	1,613	5,820	85,616	46	54	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	9,216 (50%)	27,833 (50%)	258,722 (49%)	103	101	99
	Female	9,103 (50%)	28,382 (50%)	273,073 (51%)	97	99	101

Economic Status (16+)	Employed: Full-time	8,445 (50%)	23,390 (46%)	179,241 (39%)	144	133	114
	Employed: Part-time	1,438 (8%)	4,503 (9%)	45,761 (10%)	71	74	85
	Self employed	1,206 (7%)	3,796 (7%)	32,538 (7%)	77	80	77
	Unemployed	400 (2%)	1,212 (2%)	8,220 (2%)	85	86	65
	Full-time student	1,187 (7%)	3,329 (7%)	22,555 (5%)	293	274	208
	Retired	1,789 (11%)	6,155 (12%)	88,450 (19%)	48	55	89
	Other	2,566 (15%)	8,776 (17%)	78,402 (17%)	86	98	99

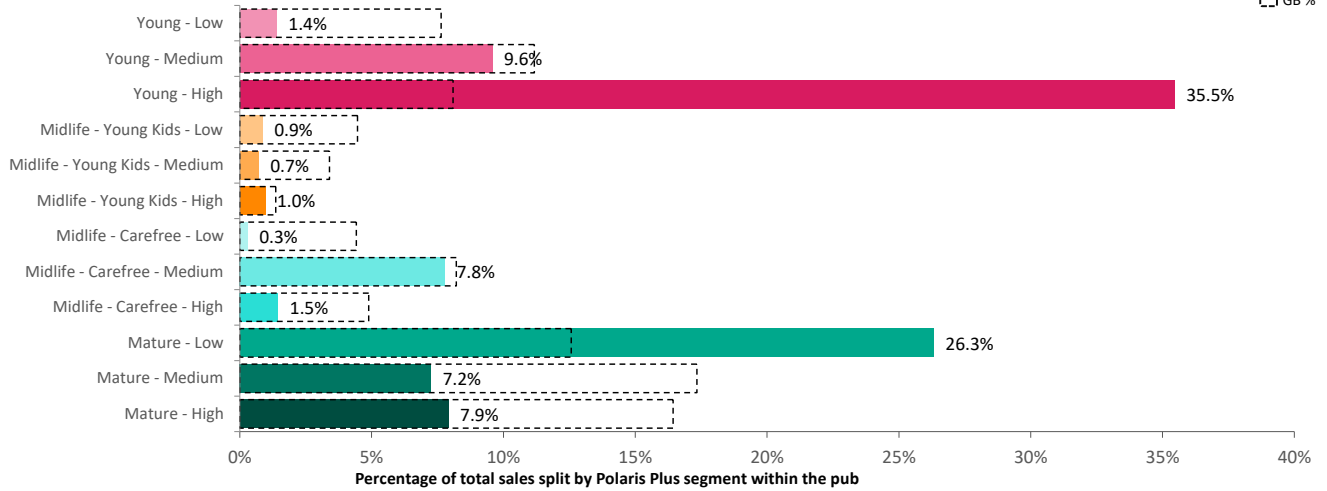
Total Worker Count	3,608	26,037	255,983
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See the Glossary page for further information on the above variables

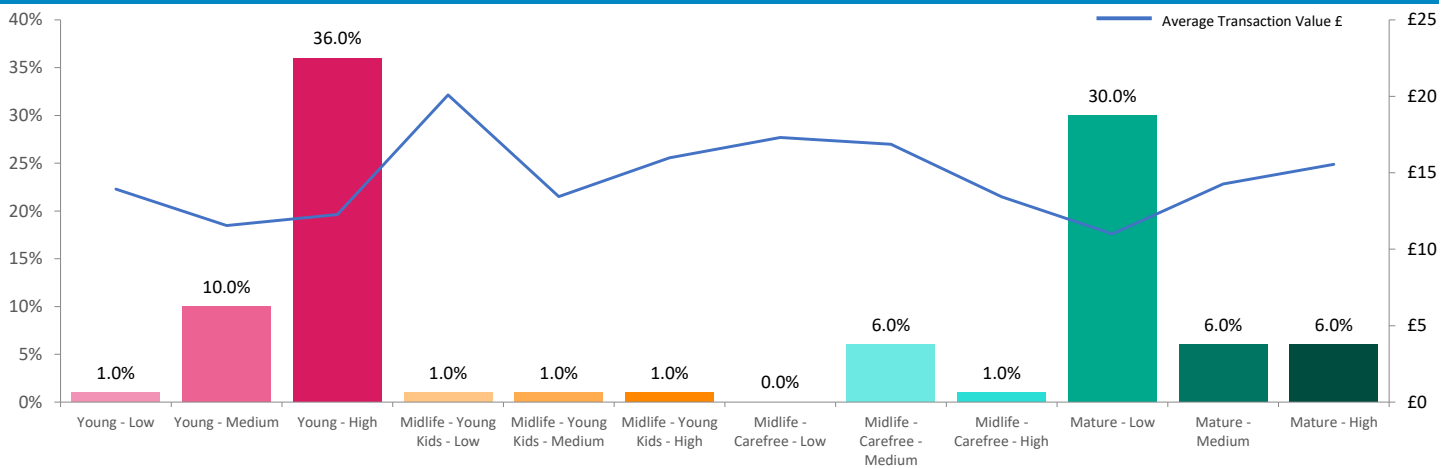
Transactional Data Summary - Mash Tun Edinburgh

Spend by Polaris Plus

GB %

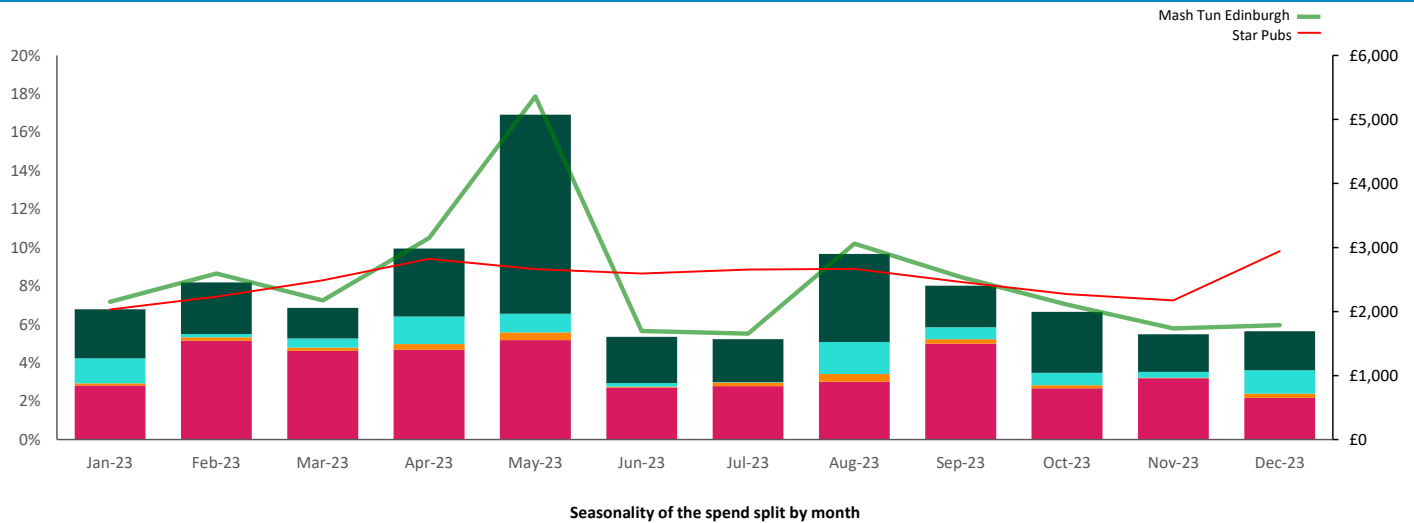


% of Transactions and Average Transaction Values (£) by Polaris Plus



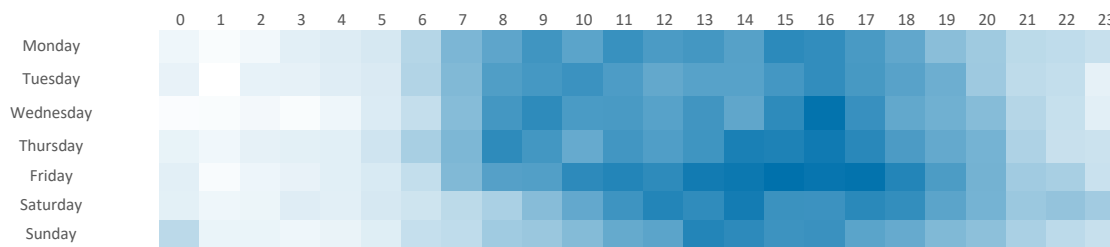
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



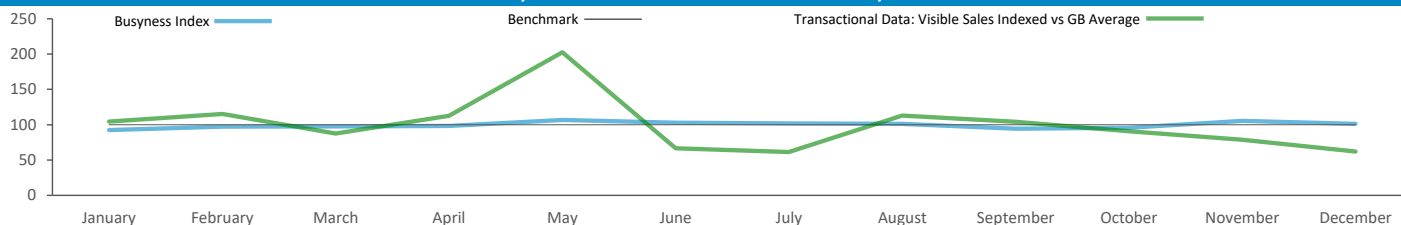
Mobile Data Summary - Mash Tun Edinburgh

Time of Day/Day of Week



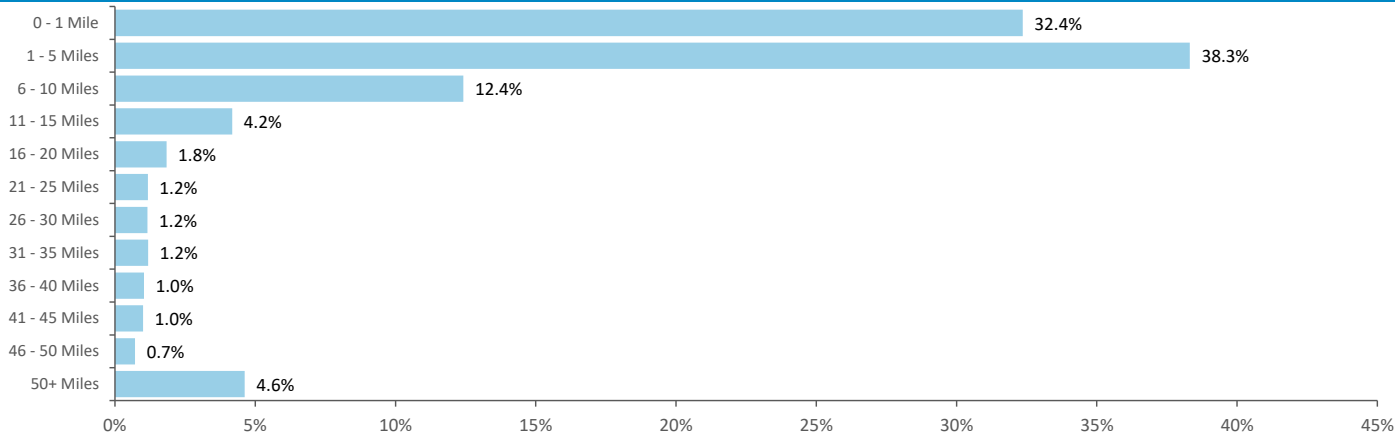
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

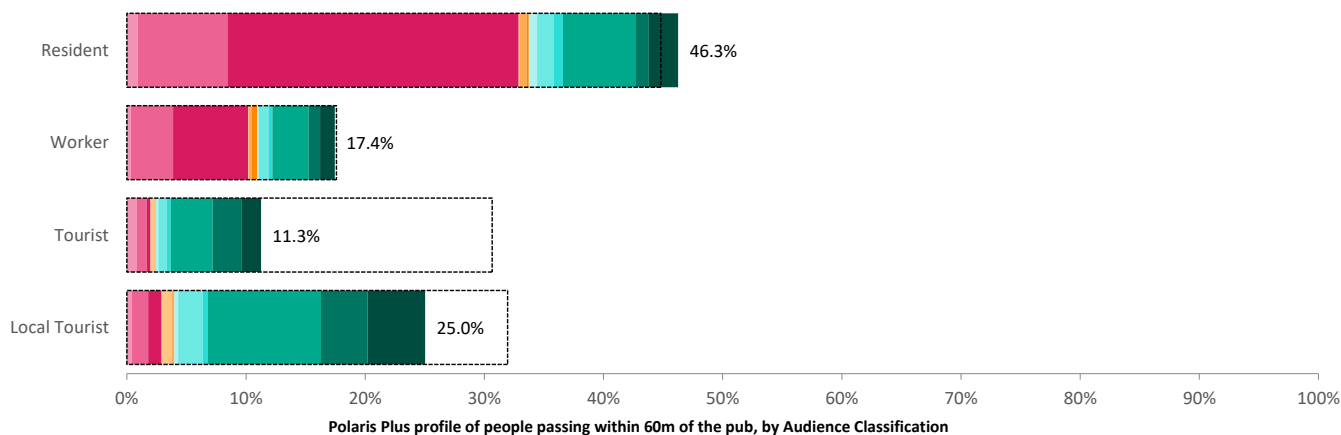
Distance from Home



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



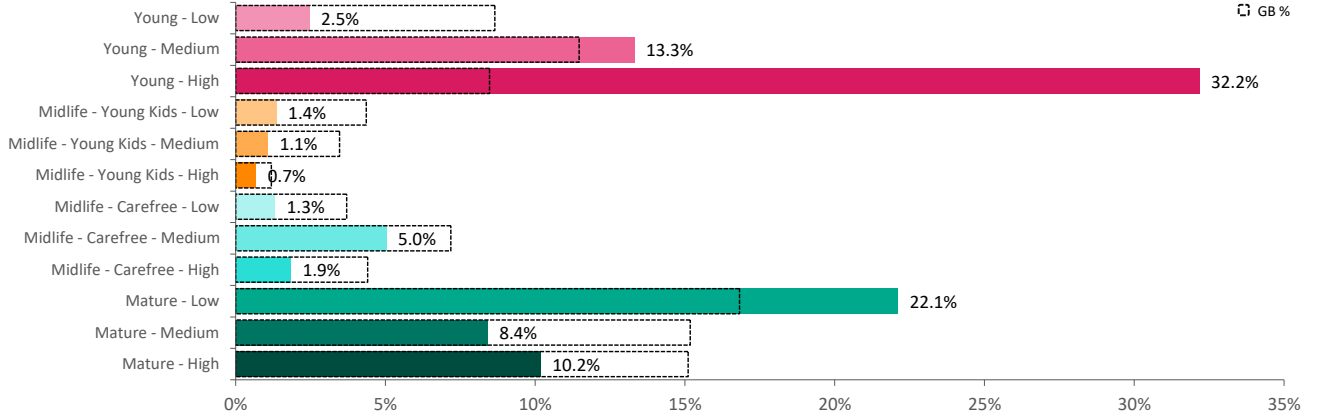
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Mash Tun Edinburgh



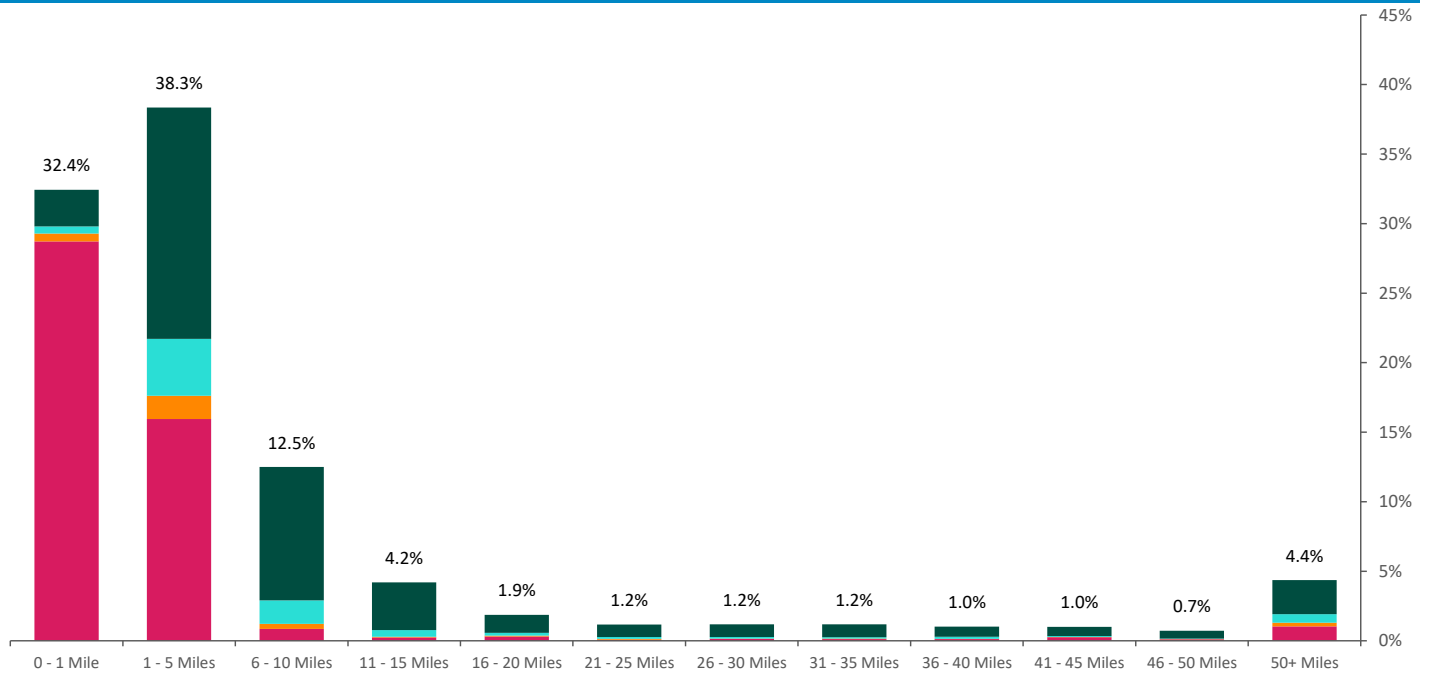
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Polaris Plus Profile



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



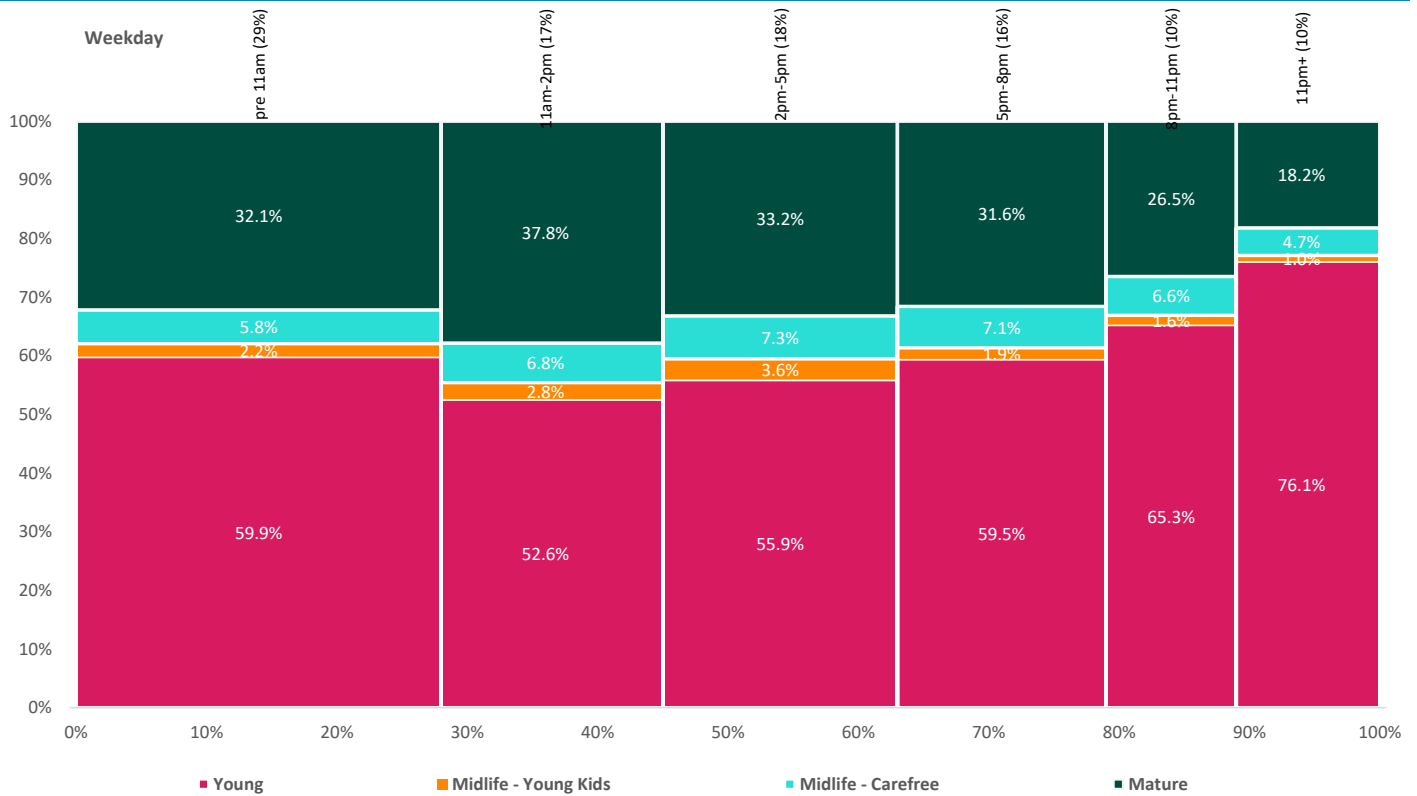
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Mash Tun Edinburgh

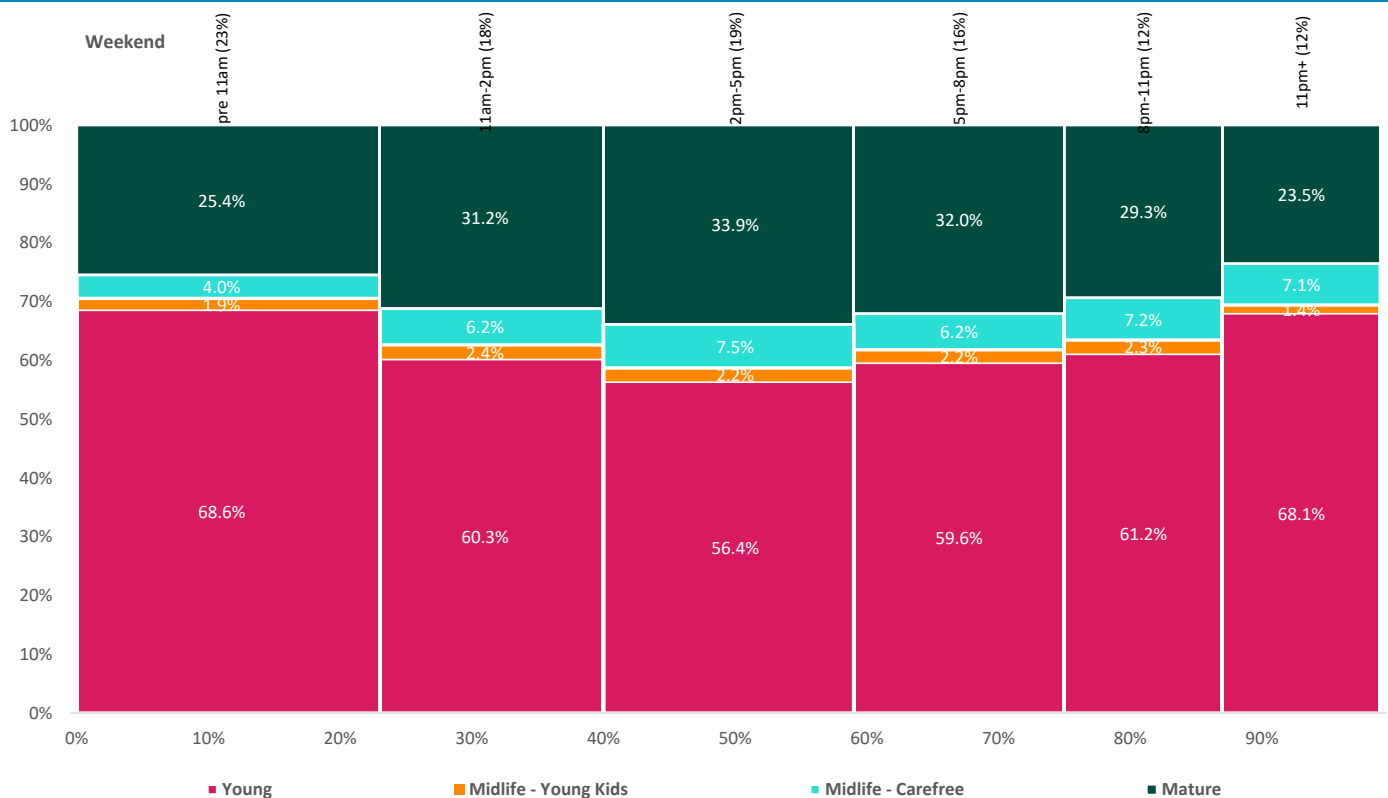


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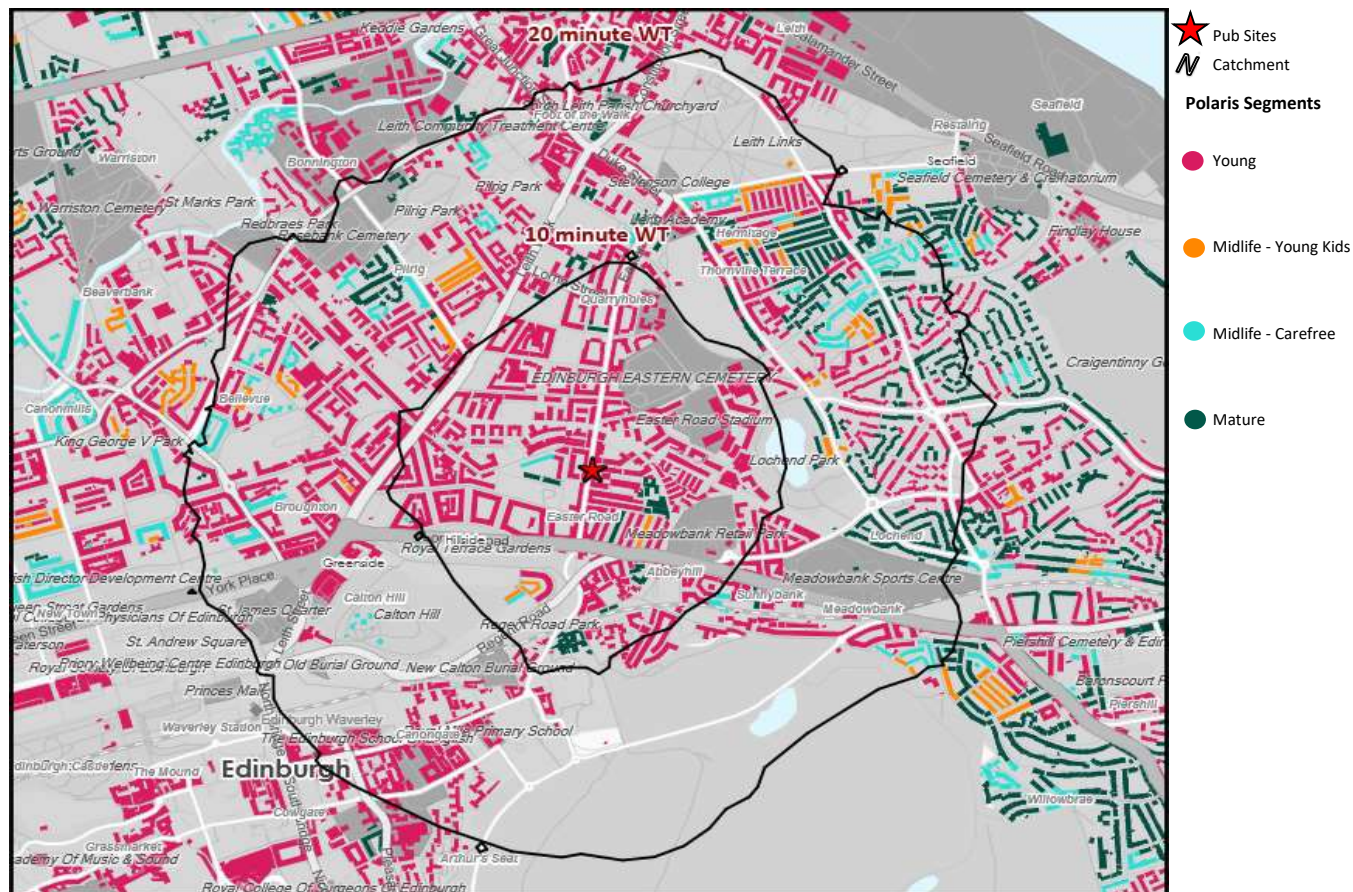
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Mash Tun Edinburgh

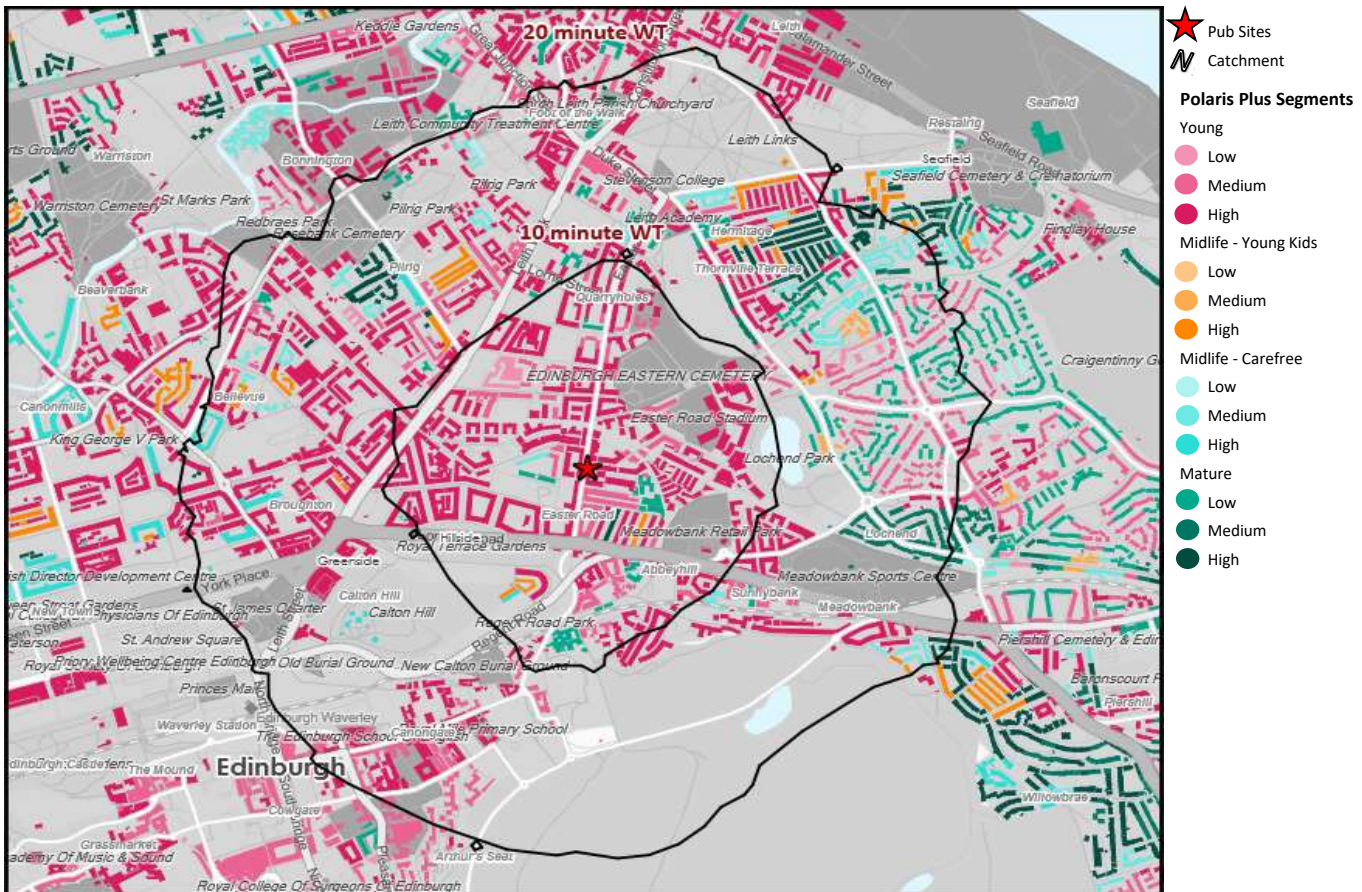


Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	15,942	42,604	203,934	343	306	166
Midlife - Young Kids	107	1,002	11,467	6	18	24
Midlife - Carefree	167	1,905	40,928	6	24	58
Mature	500	4,440	183,113	7	20	93
Not Private Households	191	679	6,290	86	102	108
Total	16,907	50,630	445,732			

Polaris Plus Summary - Mash Tun Edinburgh

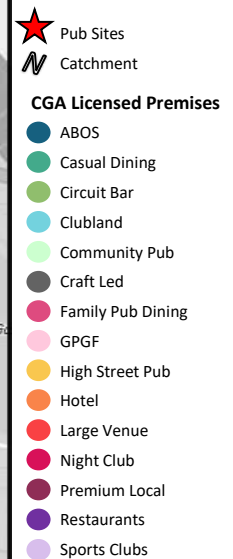
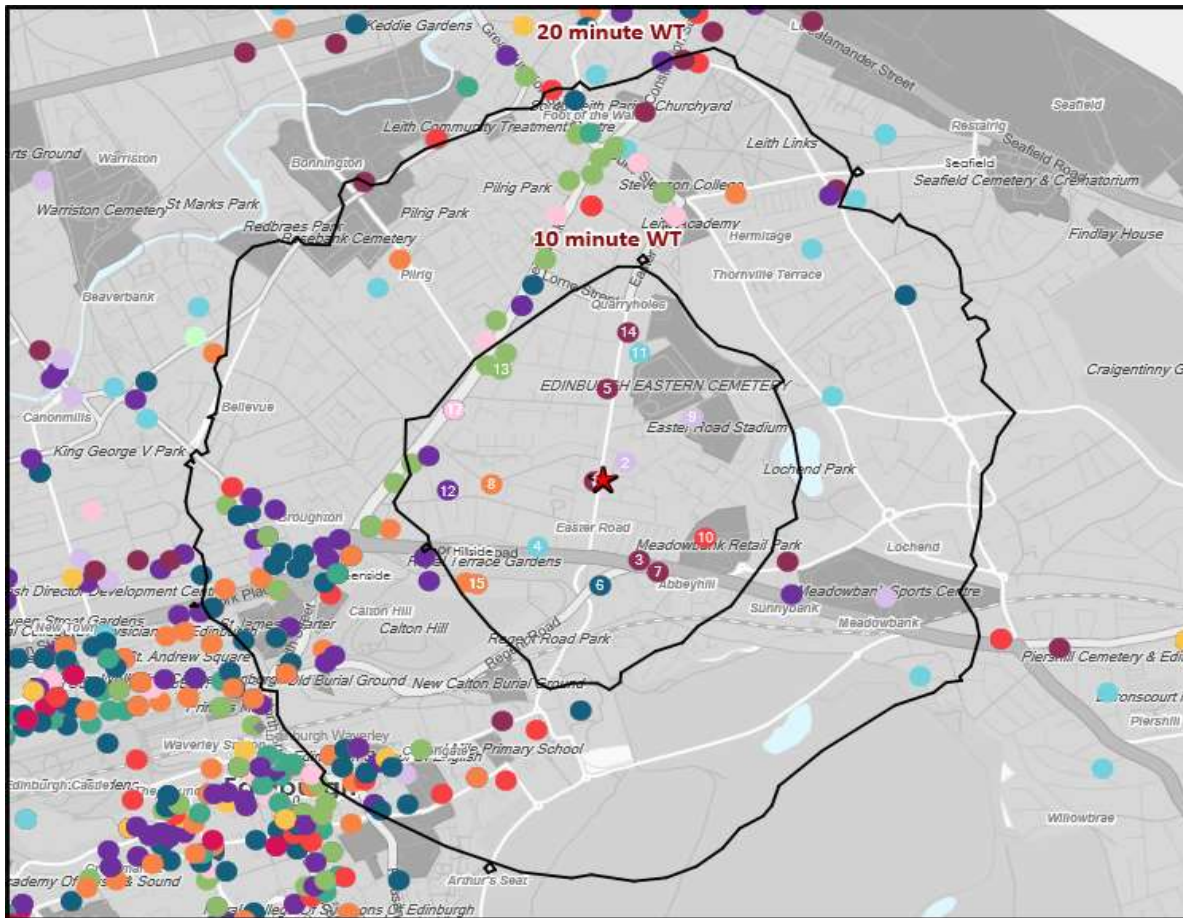


Polaris Plus Profile by Catchment

*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	31	440	6,187	2	9	14
Medium	3,292	8,773	60,378	177	158	123
High	12,619	33,391	137,369	1,109	980	458
Midlife - Young Kids						
Low	0	0	1,605	0	0	7
Medium	0	197	4,943	0	9	26
High	107	805	4,919	57	142	99
Midlife - Carefree						
Low	0	24	2,101	0	1	11
Medium	71	1,274	18,778	6	35	59
High	96	607	20,049	13	27	101
Mature						
Low	456	2,904	83,738	20	42	137
Medium	0	450	26,255	0	6	38
High	44	1,086	73,120	2	14	109
Not Private Households	191	679	6,290	86	102	108
Total	16,907	50,630	445,732			

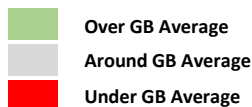
CGA Summary - Mash Tun Edinburgh



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Mash Tun	EH 7 5RL	Star Pubs & Bars	GPGF	0.0
1	Middletons Bar	EH 7 5PW	Greene King	Premium Local	0.0
2	Hibernian Fc Supporters Club	EH 7 5RA	Independent Free	Sports Clubs	0.1
3	Artisan Bar	EH 7 5BQ	Caledonian Heritable	Premium Local	0.2
4	Hillside Bowl Club	EH 7 5EG	Independent Free	Clubland	0.2
5	Iona Bar	EH 6 8LF	Independent Free	Premium Local	0.2
6	Regent	EH 7 5DL	Punch Pub Company	ABOS	0.2
7	Safari Lounge	EH 7 5SN	Caledonian Heritable	Premium Local	0.2
8	No 11	EH 7 5NQ	Independent Free	Hotel	0.2
9	Hibernian Football Club	EH 7 5QG	Independent Free	Sports Clubs	0.2
10	Buzz Bingo	EH 7 5TS	Gala Group	Large Venue	0.2
11	Lodge Scotia Regia 1345	EH 6 8JZ	Independent Free	Clubland	0.3
12	Renroc Cafe	EH 7 5HZ	Independent Free	Restaurants	0.3
13	Tourmalet	EH 6 8SQ	Independent Free	Circuit Bar	0.3
14	Tamsons Bar	EH 6 8JU	Caledonian Heritable	Premium Local	0.3
15	Carlton Bridge Club	EH 7 5AH	Independent Free	Clubland	0.3
15	24 Royal Terrace	EH 7 5AH	*Other Small Retail Groups	Hotel	0.3
17	Assams	EH 7 5HN	Independent Free	Casual Dining	0.3
17	Bodega	EH 7 5HN	Independent Free	Restaurants	0.3
17	Little Chartroom	EH 7 5HN	Independent Free	Restaurants	0.3
17	Black Fox	EH 7 5HN	Independent Free	GPGF	0.3

Per Pub Analysis - Mash Tun Edinburgh



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	16,907	50,630	445,732
Number of Competition Pubs	16	90	604
Adults 18+ per Competition Pub	1,057	563	738

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	5,822	34.4%	427
Circuit Bar	4	409	2.4%	60
Community Pub	0	521	3.1%	16
Craft Led	0	2,583	15.3%	442
Great Pub Great Food	2	5,833	34.5%	195
High Street Pub	0	743	4.4%	24
Premium Local	5	734	4.3%	26

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	34	15,686	31.0%	385
Circuit Bar	28	1,285	2.5%	63
Community Pub	0	2,550	5.0%	26
Craft Led	0	6,872	13.6%	393
Great Pub Great Food	7	16,354	32.3%	183
High Street Pub	2	3,027	6.0%	32
Premium Local	10	2,879	5.7%	34

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	172	76,145	17.1%	212
Circuit Bar	98	14,383	3.2%	80
Community Pub	20	60,827	13.6%	71
Craft Led	0	32,254	7.2%	209
Great Pub Great Food	57	118,146	26.5%	150
High Street Pub	38	55,165	12.4%	67
Premium Local	81	61,642	13.8%	84

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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