Pub Catchment Report - EH32 9AX

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	3	106
Catchment Adults 18+	3,562	7,813	185,578
Catchment Adults 18+ Per Pub	1,781	2,604	1,751
Populaton Projection 2018 to 2028 (% change)	8.04%	10.62%	9.04%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,215	90.3	174
2	Community Pub	2,949	82.8	178
3	Premium Local	854	24.0	38
4	Circuit Bar	468	13.1	102
5	Great Pub Great Food	468	13.1	33
6	Bit of Style	325	9.1	34
7	Craft Led	316	8.9	86

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	6,049	77.4	149
2	Community Pub	4,815	61.6	132
3	Premium Local	3,570	45.7	72
4	Bit of Style	2,473	31.7	245
5	Circuit Bar	1,995	25.5	63
6	Great Pub Great Food	1,629	20.8	78
7	Craft Led	434	5.6	54

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	136,683	73.7	142
2	Community Pub	113,084	60.9	131
3	Premium Local	93,436	50.3	80
4	Great Pub Great Food	70,456	38.0	294
5	Bit of Style	40,971	22.1	55
6	Circuit Bar	33,366	18.0	67
7	Craft Led	15,122	8.1	79

Pub Catchment Report - EH32 9AX

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	126	3.5	40	429	5.5	62	14,569	7.9	89
C1	401	11.3	92	1,024	13.1	107	24,732	13.3	109
C2	389	10.9	132	901	11.5	140	16,624	9.0	109
DE	482	13.5	131	912	11.7	113	20,281	10.9	106

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,872	52.6	158	3,056	39.1	118	61,515	33.1	100
Medium (7-13)	1,098	30.8	93	3,075	39.4	119	62,400	33.6	101
High (14-19)	204	5.7	20	1,150	14.7	52	52,631	28.4	100

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas
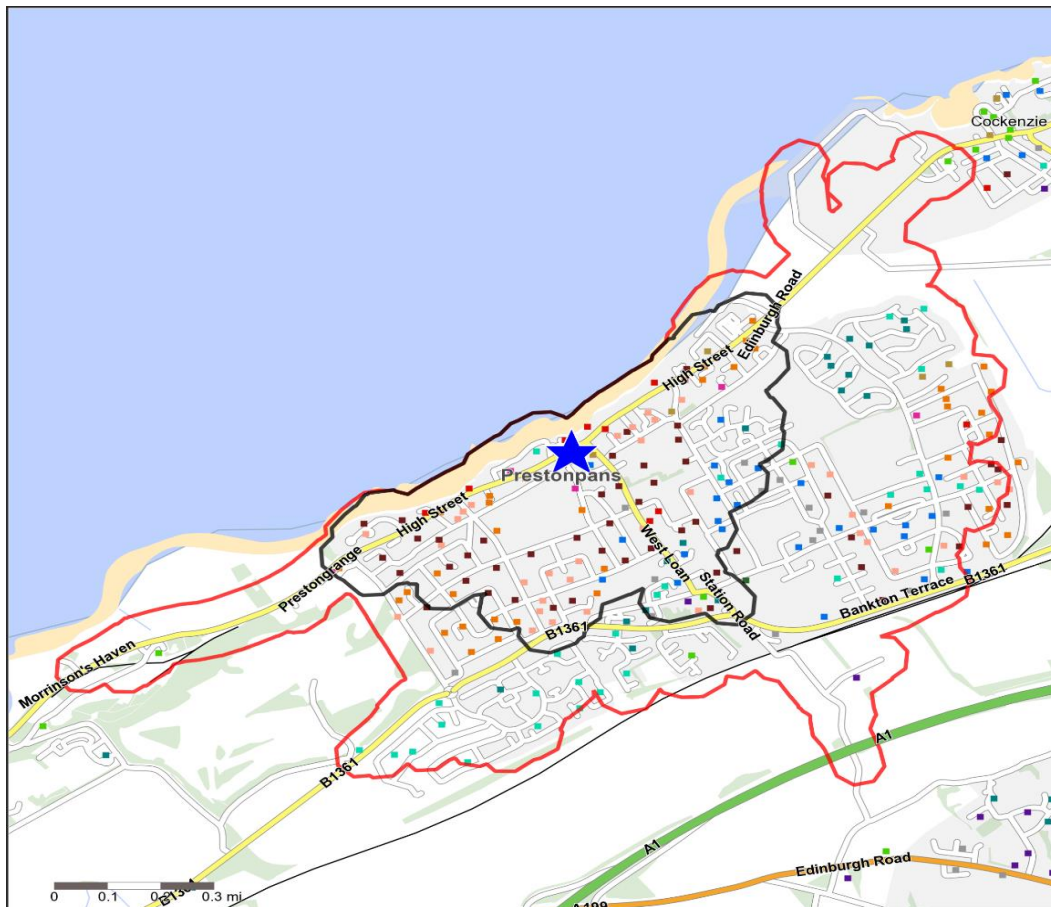
Mosaic Groups in 10 and 20 Minute DT Catchment Area

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★ Site	⋀ 10 Minute Catchment	⋀ 20 Minute Catchment

A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs
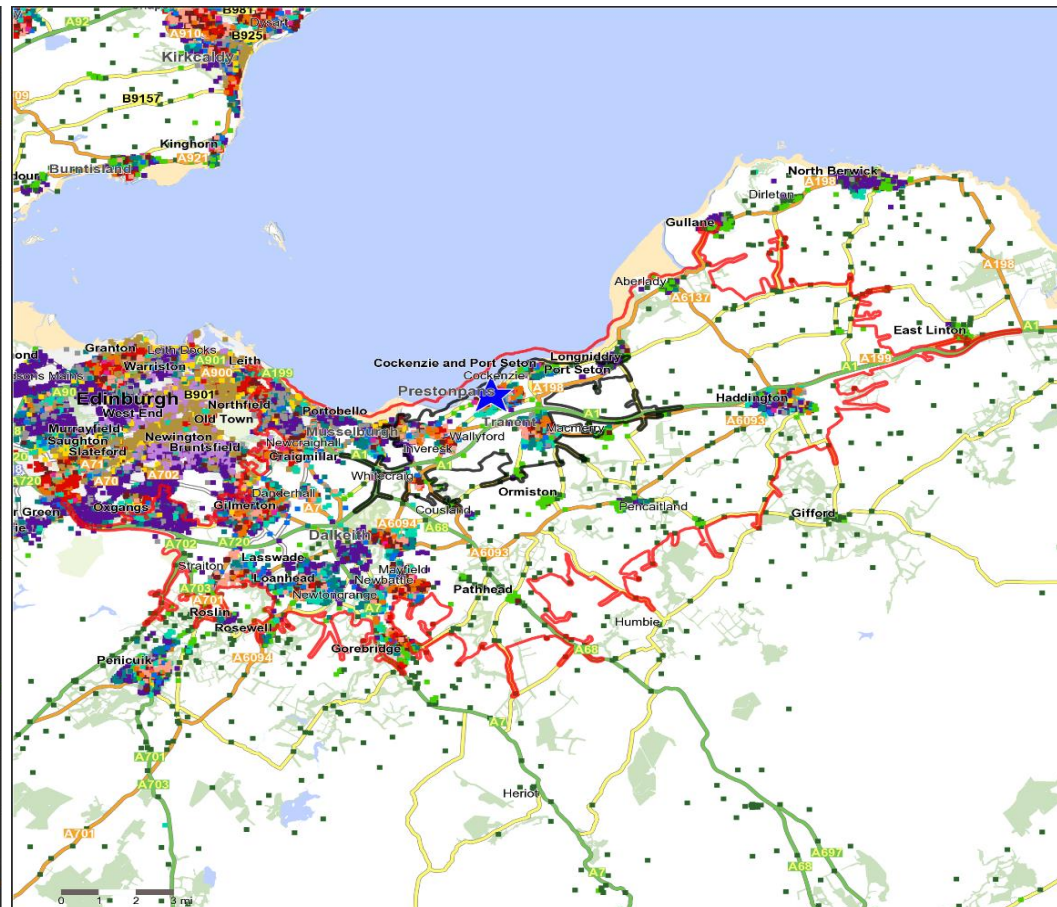
Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+	Mosaic Type Profile	10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
A01 World-Class Wealth	0	0	0	103	I36 Solid Economy	176	331	1,586	6,670
A02 Uptown Elite	0	0	2	729	I37 Budget Generations	126	314	1,090	2,717
A03 Penthouse Chic	0	0	0	0	I38 Economical Families	0	24	68	475
A04 Metro High-Flyers	0	0	0	0	I39 Families on a Budget	316	521	1,584	4,916
B05 Premium Fortunes	0	0	157	2,047	J40 Value Rentals	113	118	210	517
B06 Diamond Days	0	4	310	6,436	J41 Youthful Endeavours	0	0	200	992
B07 Alpha Families	0	17	500	4,400	J42 Midlife Renters	0	0	30	1,103
B08 Bank of Mum and Dad	0	0	211	3,768	J43 Renting Rooms	0	0	0	397
B09 Empty-Nest Adventure	3	6	823	4,977	K44 Inner City Stalwarts	0	0	0	489
C10 Wealthy Landowners	0	7	81	1,690	K45 City Diversity	0	0	0	118
C11 Rural Vogue	0	0	95	1,599	K46 High Rise Residents	0	0	0	1,038
C12 Scattered Homesteads	0	0	88	601	K47 Single Essentials	287	346	1,738	8,400
C13 Village Retirement	6	13	376	1,511	K48 Mature Workers	0	0	118	730
D14 Satellite Settlers	14	76	540	1,876	L49 Flatlet Seniors	141	141	573	2,880
D15 Local Focus	0	3	625	3,492	L50 Pocket Pensions	358	514	1,197	2,882
D16 Outlying Seniors	0	35	1,041	3,959	L51 Retirement Communities	3	3	396	2,381
D17 Far-Flung Outposts	0	0	0	0	L52 Estate Veterans	510	767	3,023	11,294
E18 Legacy Elders	3	7	212	7,670	L53 Seasoned Survivors	35	35	120	580
E19 Bungalow Heaven	160	223	561	1,664	M54 Down-to-Earth Owners	250	418	1,652	5,365
E20 Classic Grandparents	0	0	199	1,992	M55 Back with the Folks	306	456	1,581	7,905
E21 Solo Retirees	0	72	435	3,669	M56 Self Supporters	40	45	609	2,586
F22 Boomerang Boarders	122	130	389	2,741	N57 Community Elders	0	0	0	5
F23 Family Ties	0	4	287	1,603	N58 Culture & Comfort	0	0	0	51
F24 Fledgling Free	125	251	771	1,873	N59 Large Family Living	0	0	0	0
F25 Dependable Me	91	165	865	3,989	N60 Ageing Access	0	0	400	5,333
G26 Cafés and Catchments	0	0	47	2,751	O61 Career Builders	0	0	88	866
G27 Thriving Independence	3	19	323	4,629	O62 Central Pulse	0	0	0	1,159
G28 Modern Parents	0	753	3,913	10,060	O63 Flexible Workforce	0	0	4	405
G29 Mid-Career Convention	160	179	962	2,995	O64 Bus-Route Renters	132	291	1,924	9,187
H30 Primary Ambitions	0	46	375	3,533	O65 Learners & Earners	0	0	0	2
H31 Affordable Fringe	31	122	854	3,601	O66 Student Scene	0	0	0	0
H32 First-Rung Futures	25	84	593	3,518	U99 Unclassified	0	0	16	957
H33 Contemporary Starts	20	1,270	2,196	7,769	**Total**	**3,560**	**7,814**	**36,155**	**185,579**
H34 New Foundations	0	0	59	1,162					
H35 Flying Solo	4	4	58	772					

20 Minute Walktime and Drivetime Mosaic Type Visualisation

Top 3 Mosaic Types in a 20 Minute Walktime

1. H33 Contemporary Starts
Young families and singles setting up home in modern developments that are popular with their peers

- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. L52 Estate Veterans
Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters

- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

3. G28 Modern Parents
Busy couples in modern detached homes juggling the demands of school-age children and careers

- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

Top 3 Mosaic Types in a 20 Minute Drivetime

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3. O64 Bus-Route Renters
Singles renting affordable private flats further away from central amenities and often on main roads

- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	High Target Customers	High % of Population	High Index		Medium Target Customers	Medium % of Population	Medium Index		Low Target Customers	Low % of Population	Low Index	
Female: Alone, Pair or Group	3,438	44.0	145		862	11.0	67		3,512	45.0	86	
Male: Alone	2,592	33.2	111		1,936	24.8	159		3,285	42.0	79	
Male: Group	1,680	21.5	94		1,729	22.1	84		4,404	56.4	114	
Male: Pair	2,773	35.5	136		425	5.4	36		4,615	59.1	103	
Mixed Sex: Group	1,101	14.1	62		4,078	52.2	163		2,635	33.7	77	
Mixed Sex: Pair	2,324	29.7	127		2,269	29.0	89		3,219	41.2	96	
With Children	2,657	34.0	118		2,471	31.6	188		2,685	34.4	65	
Unknown	2,380	30.5	93		1,763	22.6	126		3,670	47.0	98	
For Eating:												
Upmarket	2,816	36.0	118		1,608	20.6	99		3,390	43.4	92	
Midmarket	1,729	22.1	64		856	11.0	121		5,228	66.9	121	
Downmarket	2,220	28.4	128		4,010	51.3	147		1,583	20.3	49	
For Drinking (monthly spend):												
Nothing	2,228	28.5	94		2,697	34.5	146		2,888	37.0	82	
Low (less than £10)	2,026	25.9	87		1,816	23.2	99		3,971	50.8	112	
Medium (Between £10 and £40)	2,013	25.8	84		1,021	13.1	73		4,779	61.2	122	
High (Greater than £40)	1,709	21.9	85		1,314	16.8	82		4,790	61.3	117	

The **20 Minute Walktime** columns are grouped into High, Medium, and Low, each with Target Customers, % of Population, and Index.

Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	High			Medium			Low		
20 Minute Drivetime	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	67,108	36.2	119	24,019	12.9	79	93,494	50.4	97
Male: Alone	57,042	30.7	103	34,151	18.4	118	93,429	50.3	94
Male: Group	41,997	22.6	99	44,652	24.1	92	97,972	52.8	106
Male: Pair	63,132	34.0	130	16,380	8.8	58	105,109	56.6	99
Mixed Sex: Group	41,835	22.5	99	64,076	34.5	108	78,710	42.4	97
Mixed Sex: Pair	50,707	27.3	117	60,807	32.8	101	73,107	39.4	92
With Children	56,029	30.2	104	35,787	19.3	115	92,806	50.0	94
Unknown	45,249	24.4	74	45,411	24.5	136	93,961	50.6	106
For Eating:									
Upmarket	57,158	30.8	101	40,028	21.6	104	87,436	47.1	100
Midmarket	54,562	29.4	86	14,080	7.6	84	115,979	62.5	113
Downmarket	45,710	24.6	111	76,125	41.0	118	62,786	33.8	81
For Drinking (monthly spend):									
Nothing	63,378	34.2	113	49,376	26.6	113	71,868	38.7	86
Low (less than £10)	63,258	34.1	114	41,254	22.2	95	80,110	43.2	95
Medium (Between £10 and £40)	64,353	34.7	113	28,004	15.1	85	92,265	49.7	99
High (Greater than £40)	49,690	26.8	103	39,522	21.3	104	95,410	51.4	98

Competitor Map

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★ Site ● Star Pubs ● Pubs ∿ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Railway Tavern, EH32 9AX	Star Pubs & Bars	0.0	0.0
2	Prestoungrange Gothenburg, EH32 9BE	Independent Free	5.4	1.2
3	Dasher, EH32 9QW	Independent Free	17.2	3.4
4	Thorntree Inn, EH32 0DQ	Independent Free	28.7	5.1
5	Wemyss, EH32 0DU	Star Pubs & Bars	33.5	5.9
6	Tower Inn, EH33 1BL	Hawthorn Leisure	36.2	5.9
7	Brig Inn, EH33 1AL	Caledonian Heritable	36.5	5.8
8	Levenhall Arms, EH21 7PP	Independent Free	36.8	5.4
9	Keepers Arms, EH33 1AQ	Independent Free	38.0	5.9
10	Plough Inn, EH33 1LN	Unknown	40.1	6.2
11	Whispers Lounge Bar, EH33 1LW	Independent Free	41.3	6.5
12	Faside Inn, EH21 8BQ	Independent Free	44.1	6.5
13	Musselburgh Arms Hotel, EH21 7AB	Unknown	56.7	8.4
14	Sportsmans, EH21 7BX	Hawthorn Leisure	56.7	8.5
15	Brewed And Baked, EH21 7DA	Star Pubs & Bars	57.6	8.8
16	Horseshoe Tavern, EH21 7AP	Star Pubs & Bars	57.9	8.9
17	Coach & Horses, EH21 7EA	Independent Free	58.2	8.8
18	Riverside Bar, EH21 7BL	Independent Free	64.7	9.6
19	David Macbeth Moir, EH21 6AG	Wetherspoon	65.0	9.8
20	Craig House, EH21 8PT	Whitbread	71.4	8.0