

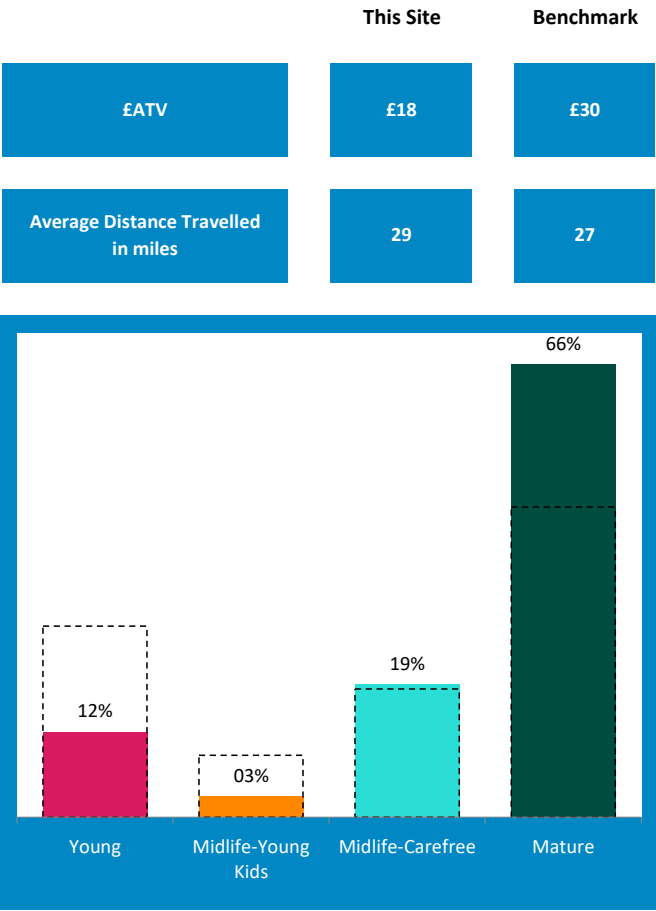
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		3.955	5.344
Adult Pop		3.372	4.529
Affluence	Low	55%	33%
	Medium	30%	38%
	High	15%	27%
Young		1%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		15%	16%
Mature		83%	44%
Competition Count		3	43

Visitors



Spend Profile



Catchment Summary - Seaglass Inn

Over GB Average

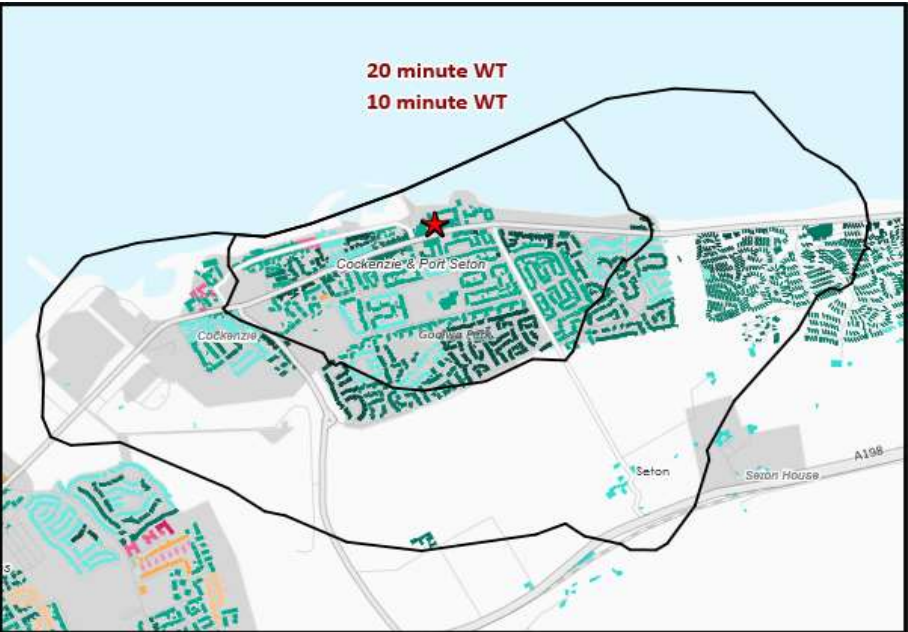
Around GB Average

Under GB Average

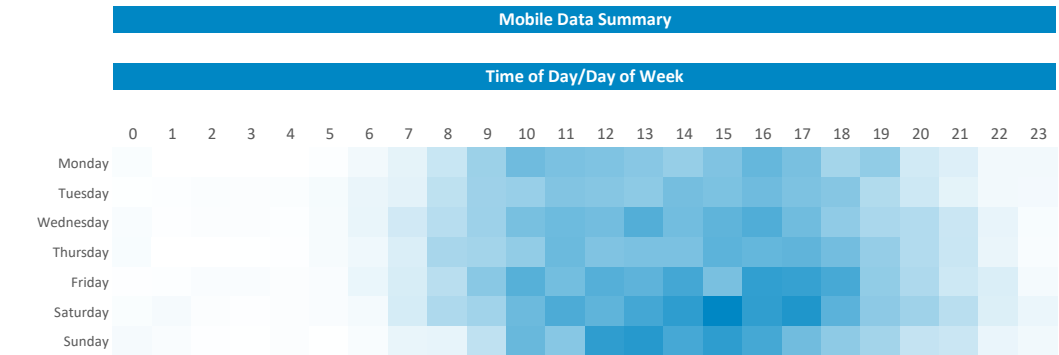
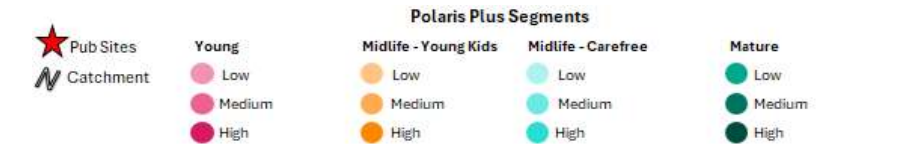
*WT= Walktime

**DT= Drivetime

		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		3.955	5.384	230.594	74	27	54
Adults 18+		3.372	4.606	185.690	Pop. & Adl. 18+ index based on all pubs		
Competition Pubs		3	5	235	74	28	55
Adults 18+ per Competition Pub		1.124	921	790	7	5	30
% Adults Likely to Drink		80,0%	81,0%	81,0%	164	134	115
Affluence	Low	54,7%	43,4%	35,8%	100	101	101
	Medium	30,2%	41,6%	34,9%	165	131	108
	High	15,1%	15,1%	28,3%	79	109	91
Mean Net Disposable income (Epa)		£26.866	£27.611	£26.478	55	55	103
Age Profile	18-24	291	404	15.915	119	122	117
	25-34	366	526	30.818	86	88	81
	35-44	421	586	32.902	68	72	99
	45-64	1.270	1.750	60.162	79	81	106
	65+	1.024	1.340	45.893	128	129	104



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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	50	81	25.095	5	6	49
Midlife - Young Kids	15	15	7.343	4	3	36
Midlife - Carefree	518	778	24.794	97	107	85
Mature	2.789	3.732	126.679	187	183	154
Not Private Households	0	0	1.779	0	0	7.918
Total	3.372	4.606	185.690			



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Per Pub - Seaglass Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

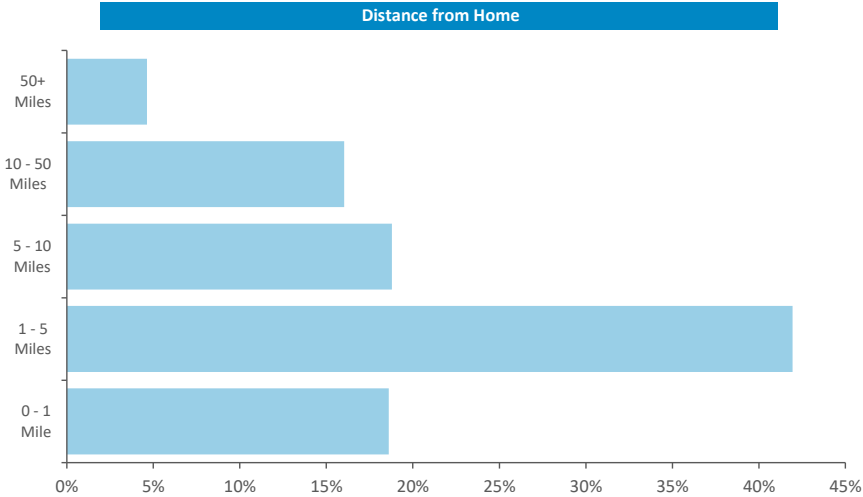
Adults 18+	3.372	4.606	185.690
Number of Competition Pubs	3	5	235
Adults 18+ per Competition Pub	1.124	921	790

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	282	8,4%	107
Family Pub Dining	0	356	10,6%	116
Great Pub Great Food	0	553	16,4%	98
Leisure	1	350	10,4%	103
Mainstream	2	544	16,1%	116
Premium	0	472	14,0%	98
Restaurant	0	709	21,0%	91
Super Premium	0	105	3,1%	79

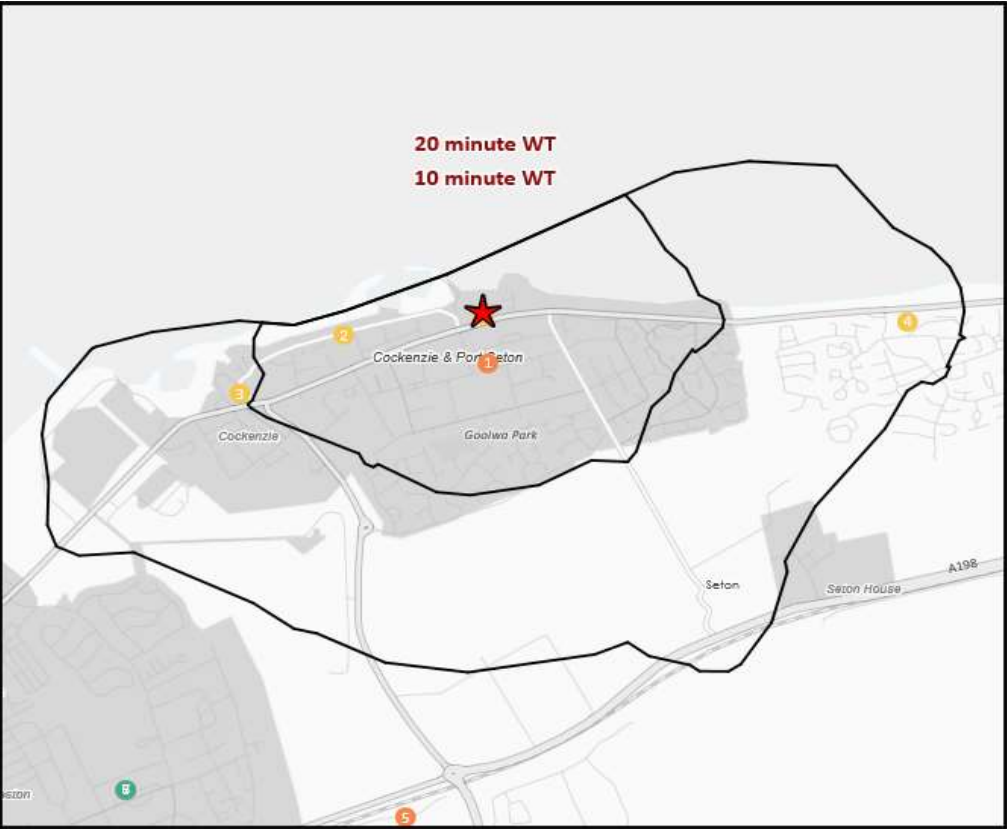
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	357	7,8%	99
Family Pub Dining	0	466	10,1%	111
Great Pub Great Food	0	784	17,0%	102
Leisure	1	483	10,5%	104
Mainstream	4	723	15,7%	113
Premium	0	660	14,3%	100
Restaurant	0	981	21,3%	93
Super Premium	0	150	3,3%	83

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	20	13.260	7,1%	91
Family Pub Dining	11	17.030	9,2%	101
Great Pub Great Food	25	32.512	17,5%	105
Leisure	66	18.978	10,2%	102
Mainstream	59	26.671	14,4%	103
Premium	21	26.855	14,5%	101
Restaurant	33	41.416	22,3%	97
Super Premium	0	7.122	3,8%	98



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Competition - Seaglass Inn



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
18	Brig Inn	EH33 1AL	Caledonian Heritable	Mainstream	20,9%	1,90
2	Thorntree Inn	EH32 0DQ	Independent Free	Mainstream	18,0%	0,28
13	Royal British Legion Club	EH32 9BN	Independent Free	Classic	13,3%	1,76
0	Seaglass Inn	EH32 0DU	Star Pubs & Bars	Mainstream	12,1%	0,00
16	Tranent Bowling Club	EH33 1AN	Independent Free	Leisure	9,8%	1,89
8	Prestonpans Labour Party Social	EH32 9EA	Independent Free	Classic	7,5%	1,38
20	Giancarlos	EH33 1LW	Independent Free	Restaurant	6,9%	1,98
6	Dasher	EH32 9QW	Independent Free	Classic	3,6%	1,23
5	East Lothian Indoor Bowling Club	EH33 1LZ	Independent Free	Leisure	2,9%	1,07
3	Royal British Legion Club	EH32 0HU	Independent Free	Mainstream	2,5%	0,51
9	Castlepark Bowling Club	EH32 9JY	Independent Free	Leisure	1,7%	1,54
10	Railway Tavern	EH32 9AX	Star Pubs & Bars	Classic	0,8%	1,57
1	Port Seton Bowling Club	EH32 0BH	Independent Free	Leisure	0,0%	0,10
4	Seton Sands Holiday Camp	EH32 0QF	Bourne Leisure	Mainstream	0,0%	0,84
7	JandL Boxing Club	EH32 9QW	Independent Free	Leisure	0,0%	1,23
11	Tower Inn	EH33 1BL	Admiral Taverns Ltd	Mainstream	0,0%	1,66
12	Preston Lodge F P Rugby Club	EH32 9BN	Independent Free	Classic	0,0%	1,76
14	Lodge Thorntree No 1038	EH32 9BD	Independent Free	Classic	0,0%	1,78
15	Bombay Bar and Grill	EH32 9BE	Independent Free	Mainstream	0,0%	1,85
17	Keepers Arms	EH33 1AQ	Independent Free	Mainstream	0,0%	1,89
19	Whispers Lounge Bar	EH33 1LW	Independent Free	Mainstream	0,0%	1,98

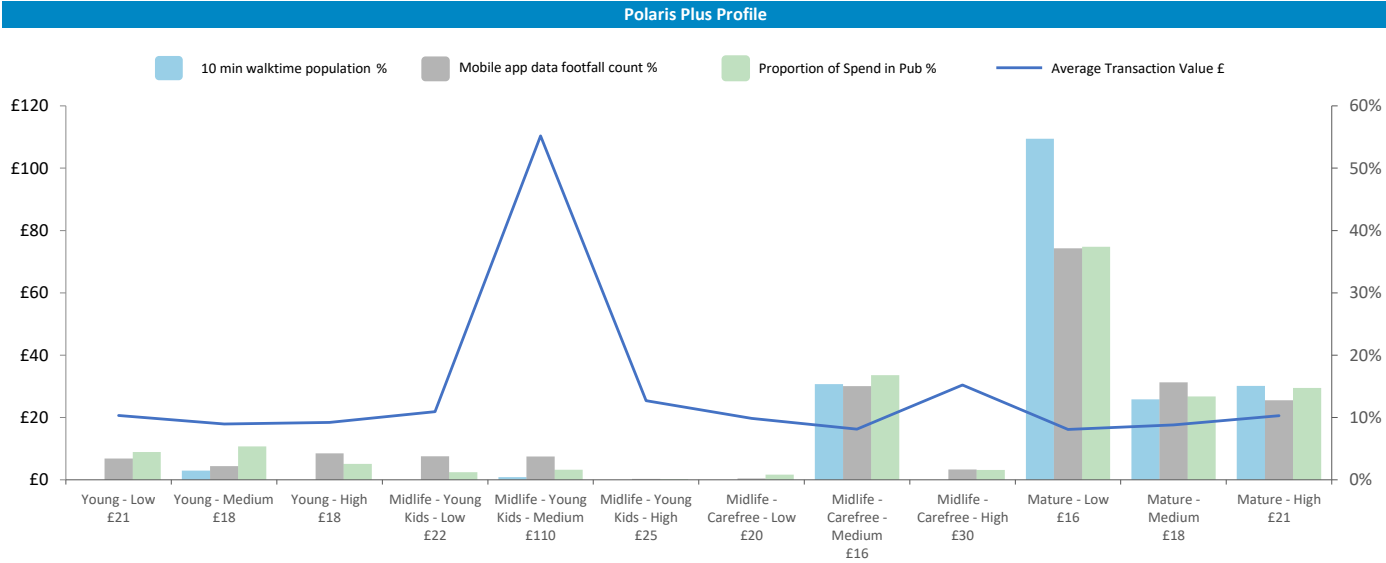
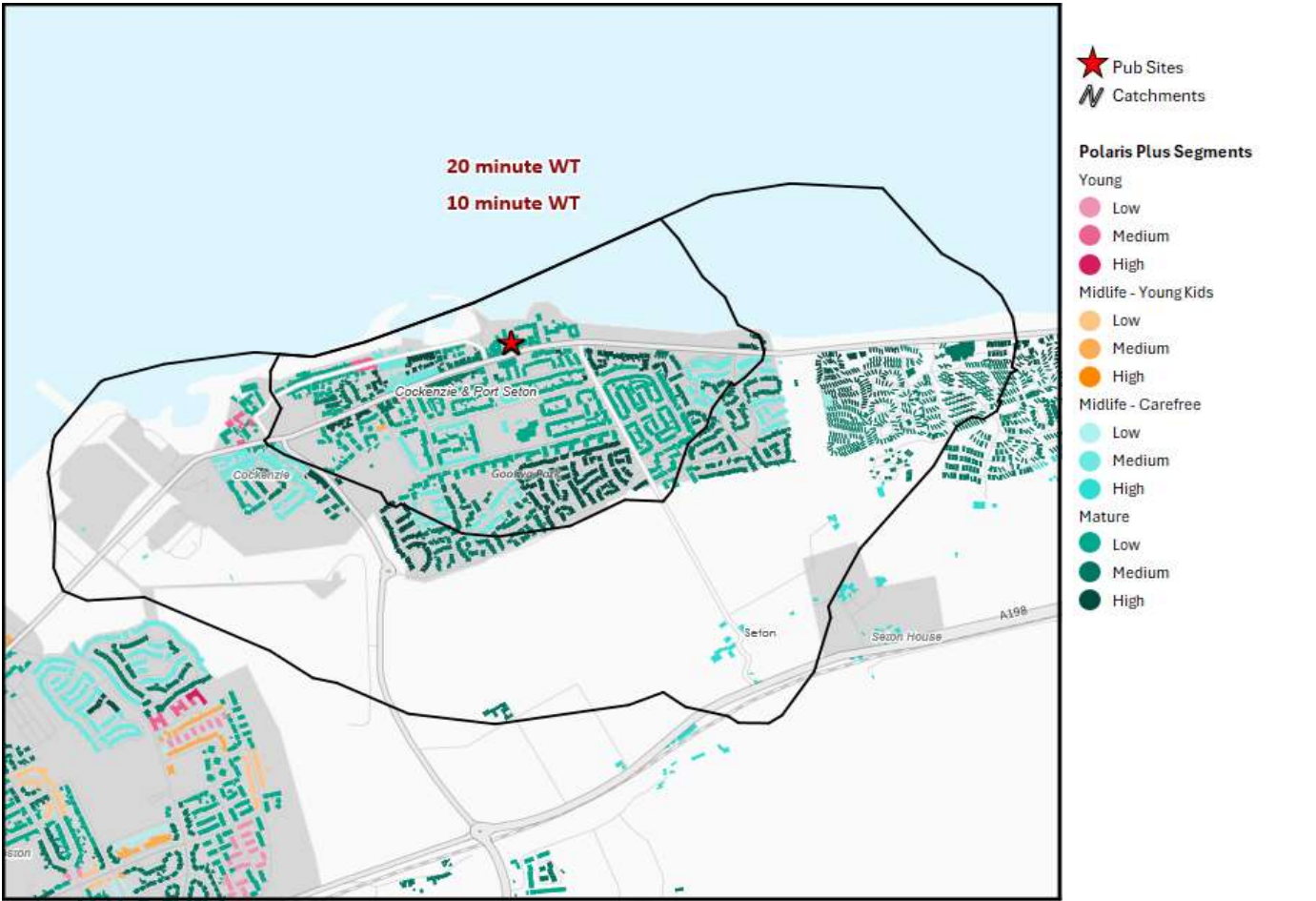
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Seaglass Inn



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
40935	Seaglass Inn	EH32 0DU	Star Pubs & Bars	Mainstream	14



See the Glossary page for further information on the above variables

Catchment Summary - Seaglass Inn

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

	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	3.955	5.384	230.594	74	27	54
Adults 18+	3.372	4.606	185.690	74	28	55
Competition Pubs	3	5	235	7	5	30
Adults 18+ per Competition Pub	1.124	921	790	164	134	115
% Adults Likely to Drink	80,0%	81,0%	81,0%	100	101	101

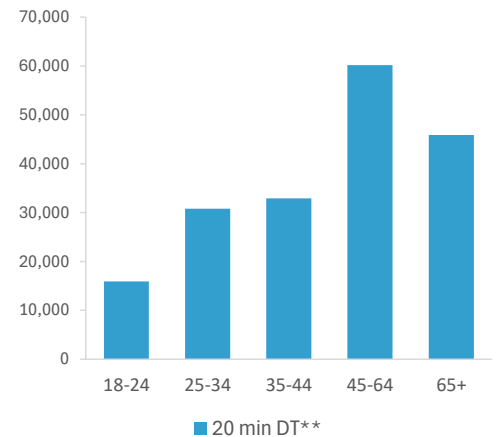
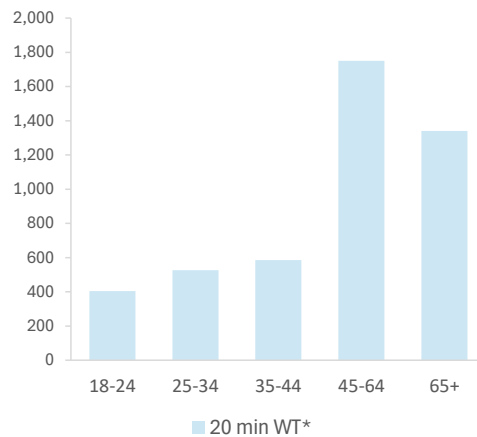
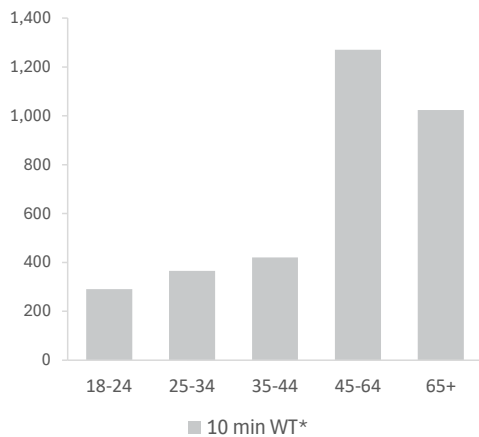
Population & Adults 18+ index is based on all pubs

Affluence	Low	54,7%	43,4%	35,8%	165	131	108
	Medium	30,2%	41,6%	34,9%	79	109	91
	High	15,1%	15,1%	28,3%	55	55	103

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£26.866	£27.611	£26.478	119	122	117
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Age Profile	18-24	291	404	15.915	86	88	81
	25-34	366	526	30.818	68	72	99
	35-44	421	586	32.902	79	81	106
	45-64	1.270	1.750	60.162	128	129	104
	65+	1.024	1.340	45.893	135	129	103

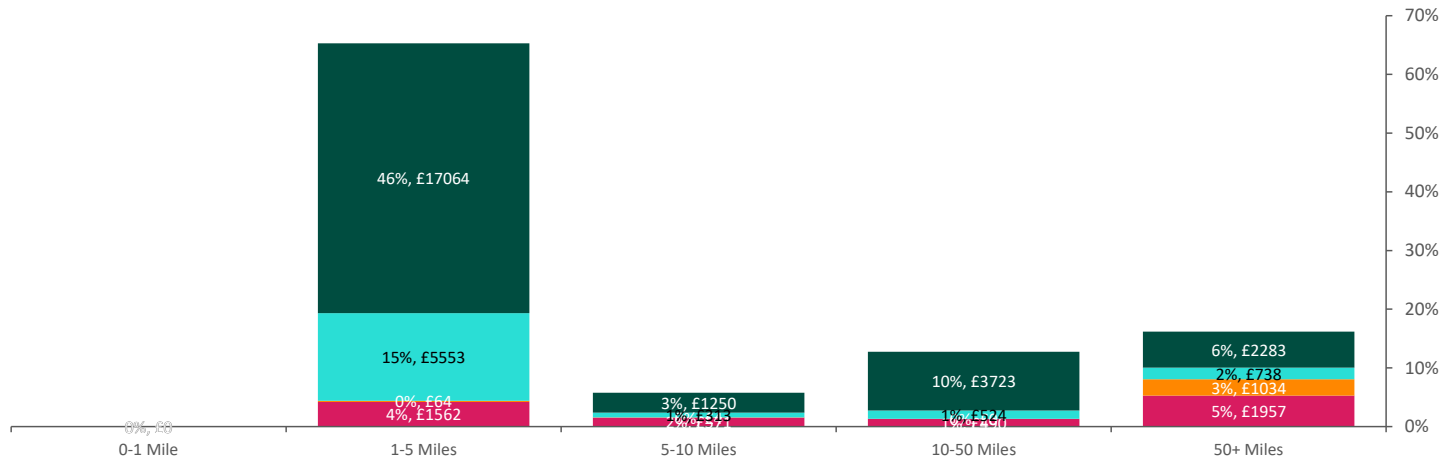


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,933 (49%)	2,615 (49%)	110,666 (48%)	100	99	98
	Female	2,022 (51%)	2,769 (51%)	119,928 (52%)	100	101	102
Economic Status (16+)	Employed: Full-time	1,281 (37%)	1,755 (37%)	72,141 (38%)	109	109	111
	Employed: Part-time	467 (13%)	644 (14%)	24,613 (13%)	113	114	108
	Self employed	258 (7%)	352 (7%)	14,382 (8%)	80	80	81
	Unemployed	31 (1%)	68 (1%)	3,102 (2%)	33	52	59
	Full-time student	101 (3%)	133 (3%)	6,935 (4%)	117	113	145
	Retired	945 (27%)	1,269 (27%)	42,186 (22%)	125	123	102
	Other	379 (11%)	503 (11%)	27,576 (14%)	62	60	81
Total Worker Count		597	724	99.066			

See the Glossary page for further information on the above variables

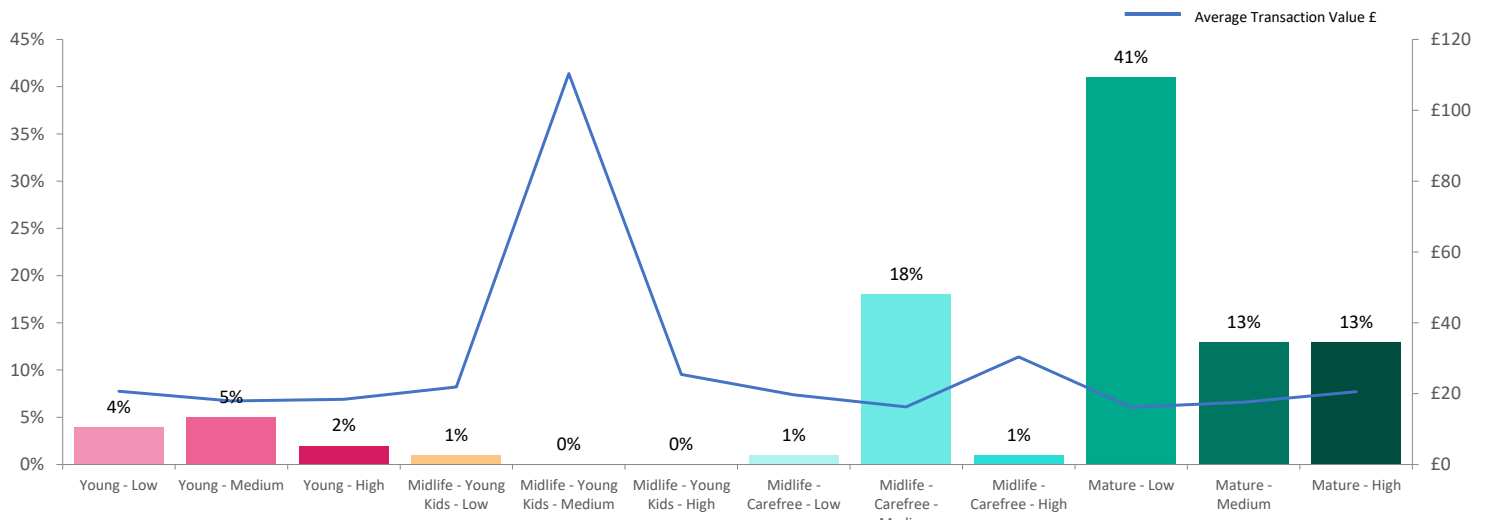
Transactional Data Summary - Seaglass Inn

Spend by Polaris and Distance from Home



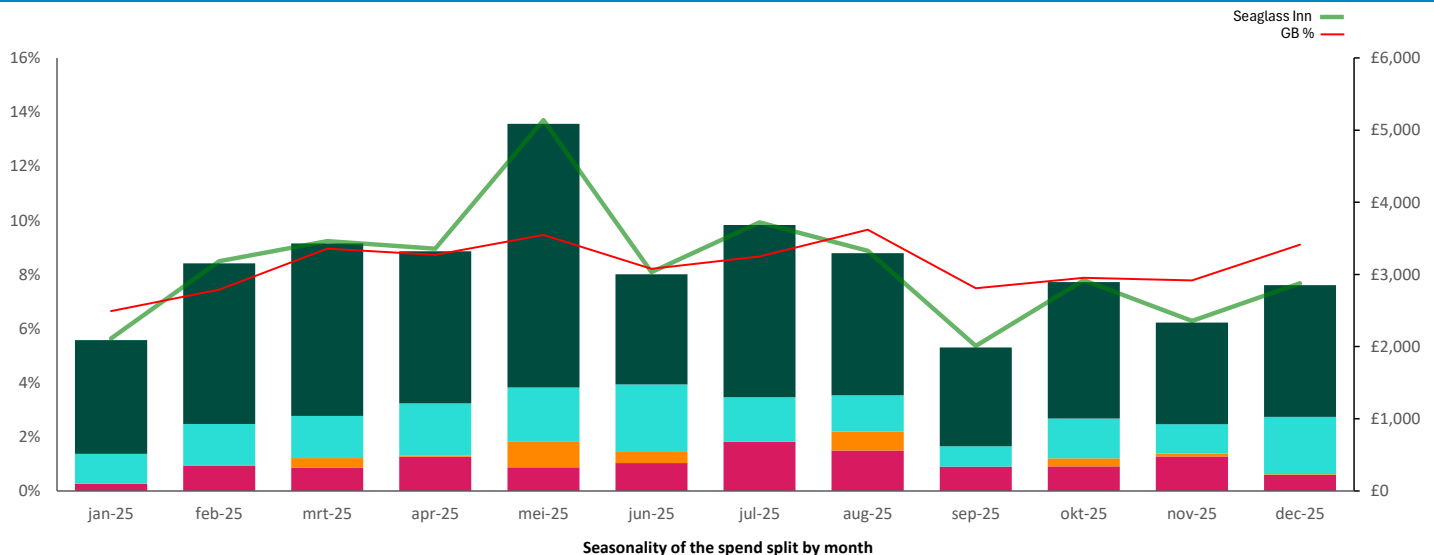
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



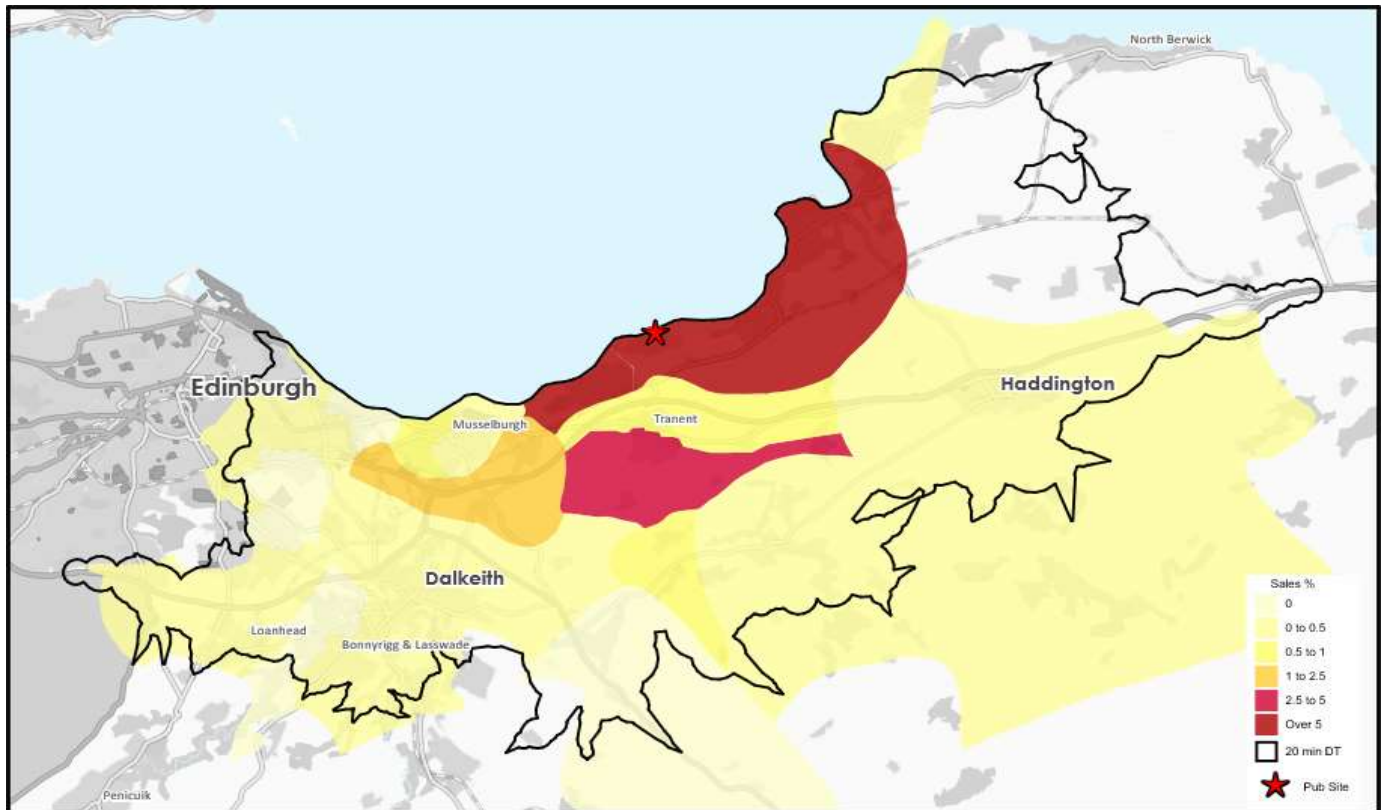
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



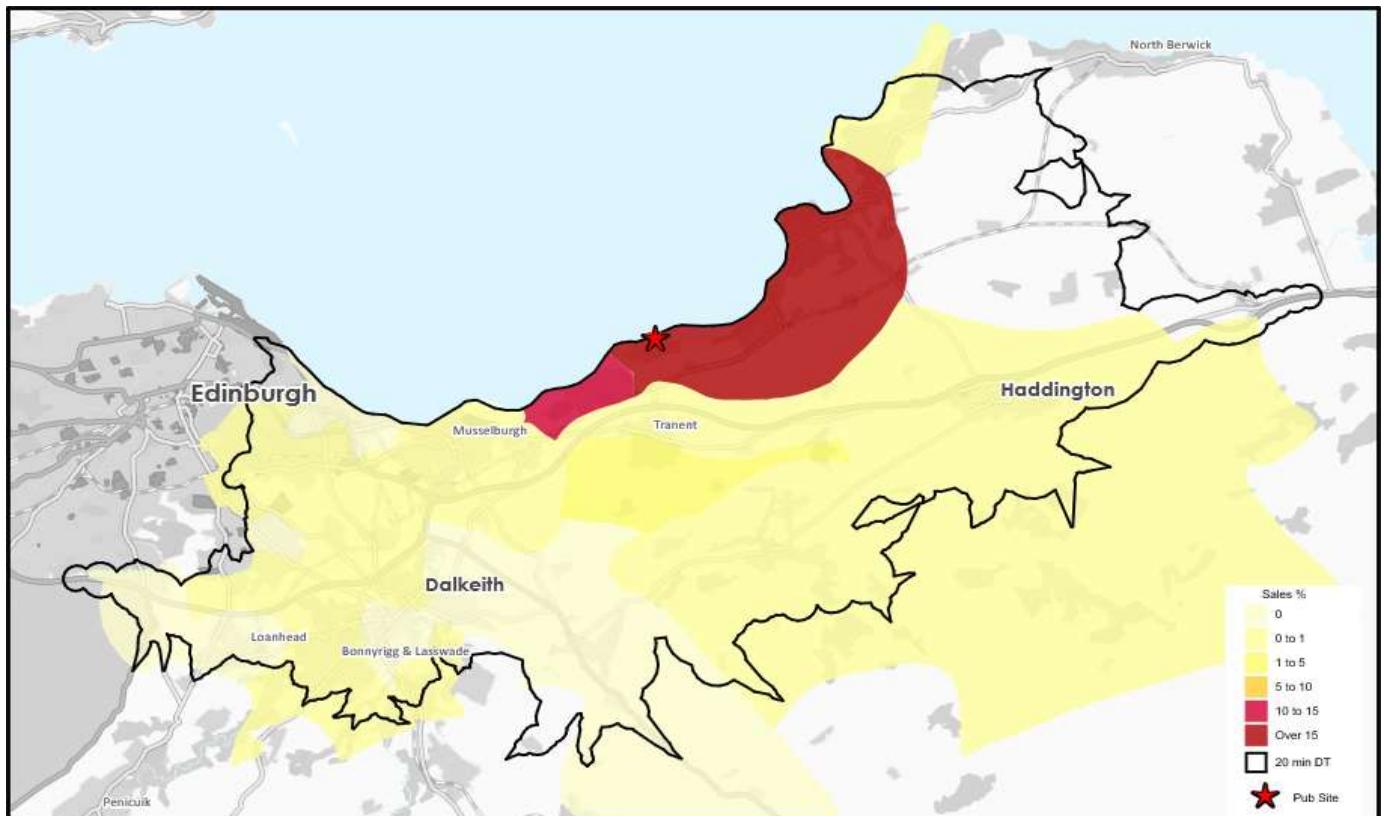
Seasonality of the spend split by month

Seaglass Inn Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

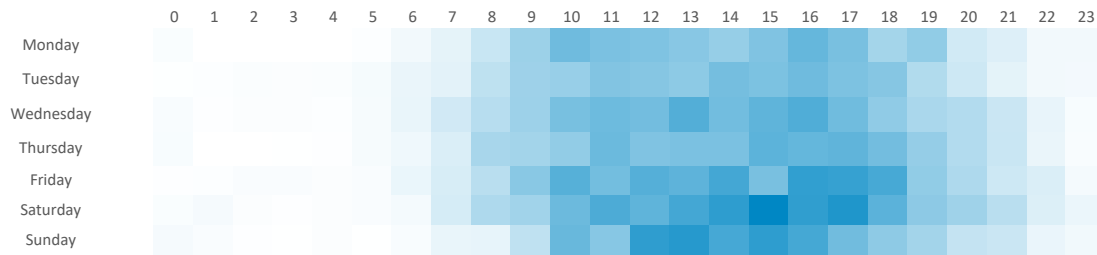
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Seaglass Inn



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

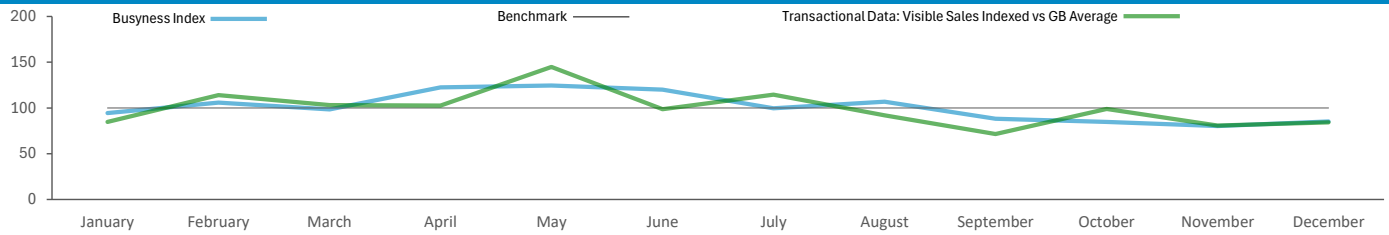
Mobile Data Summary - Seaglass Inn

Time of Day/Day of Week



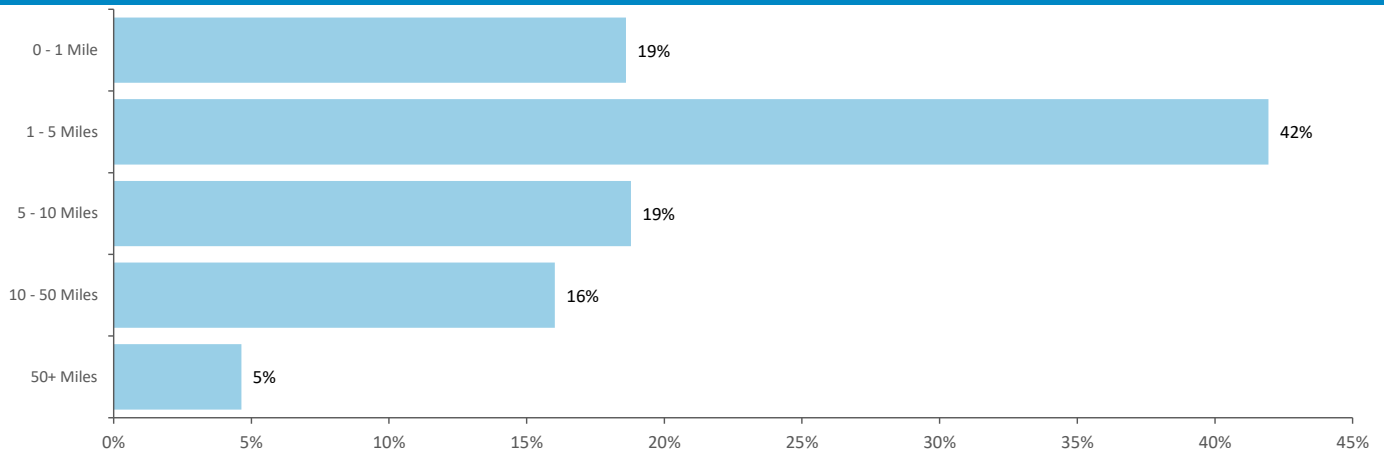
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

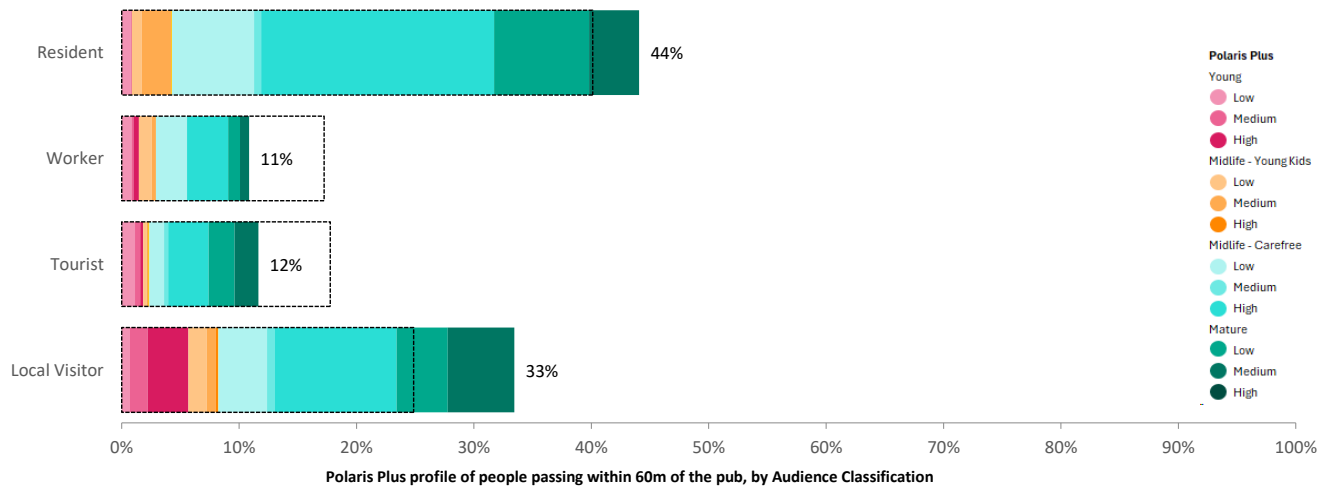
Distance from Home



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

Audience Classification by Polaris Plus

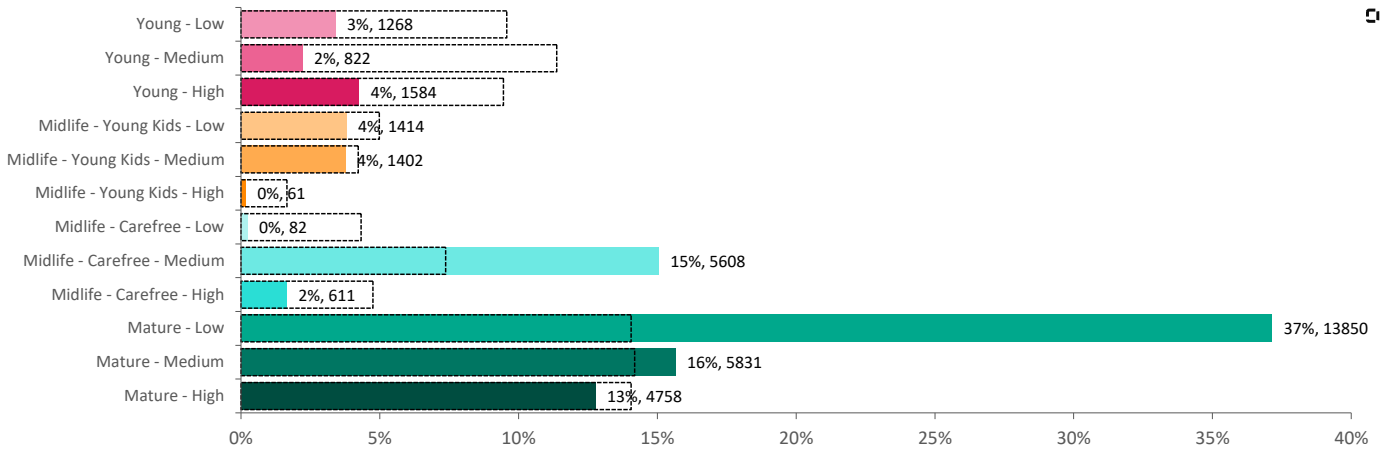
Base: GB



Mobile Data Summary - Seaglass Inn

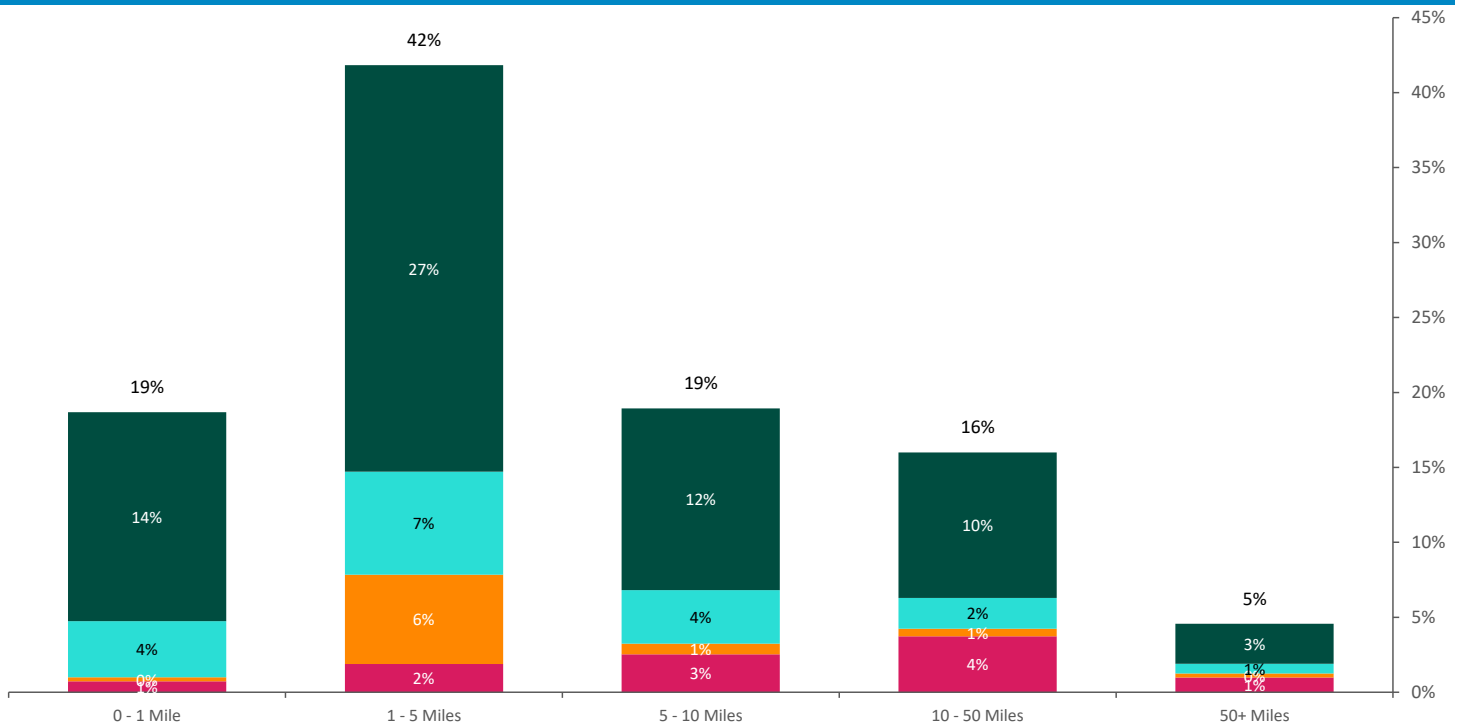
Polaris Plus Profile

GB %



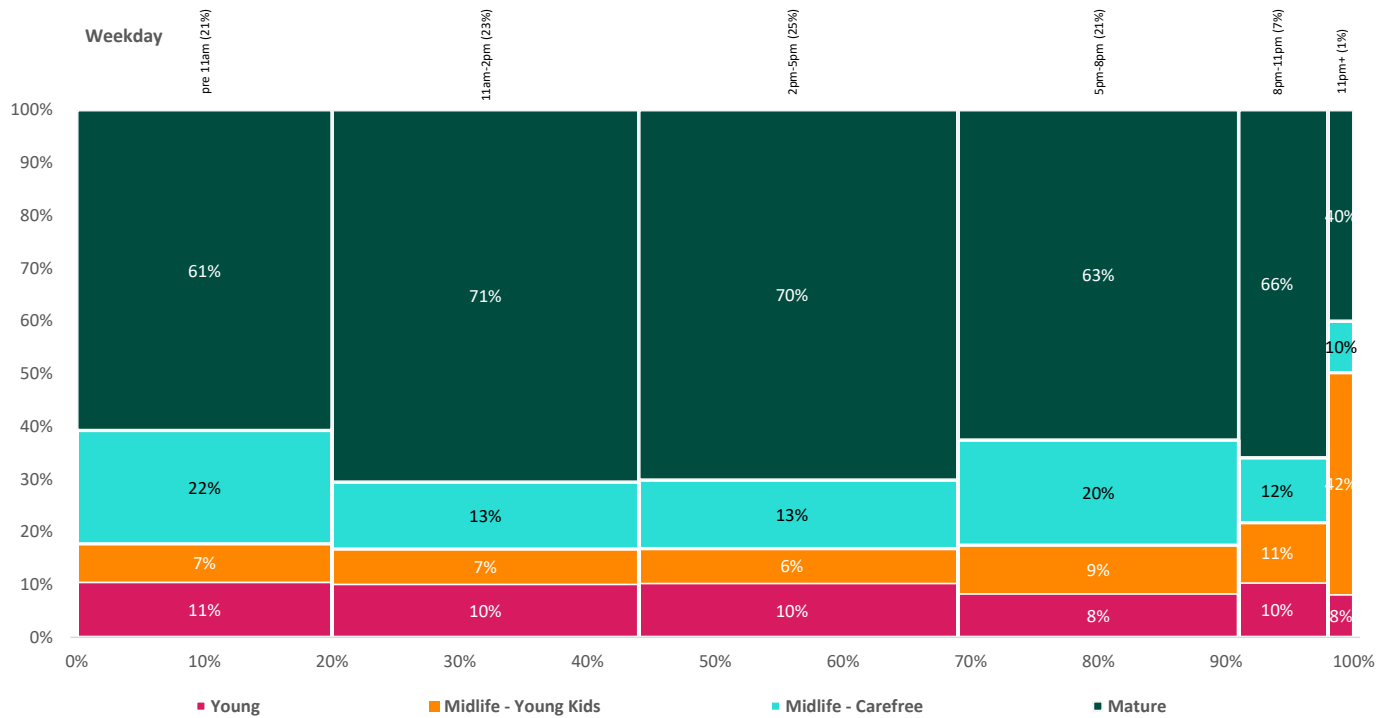
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



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

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	3.980	5.178	5.587	4.212	1.546	178	20.680
Midlife - Carefree	1.408	934	1.035	1.343	288	43	5.051
Midlife - Young Kids	468	481	516	614	265	186	2.531
Young	691	748	823	563	245	36	3.106
All	6.547	7.341	7.961	6.731	2.344	443	31.368

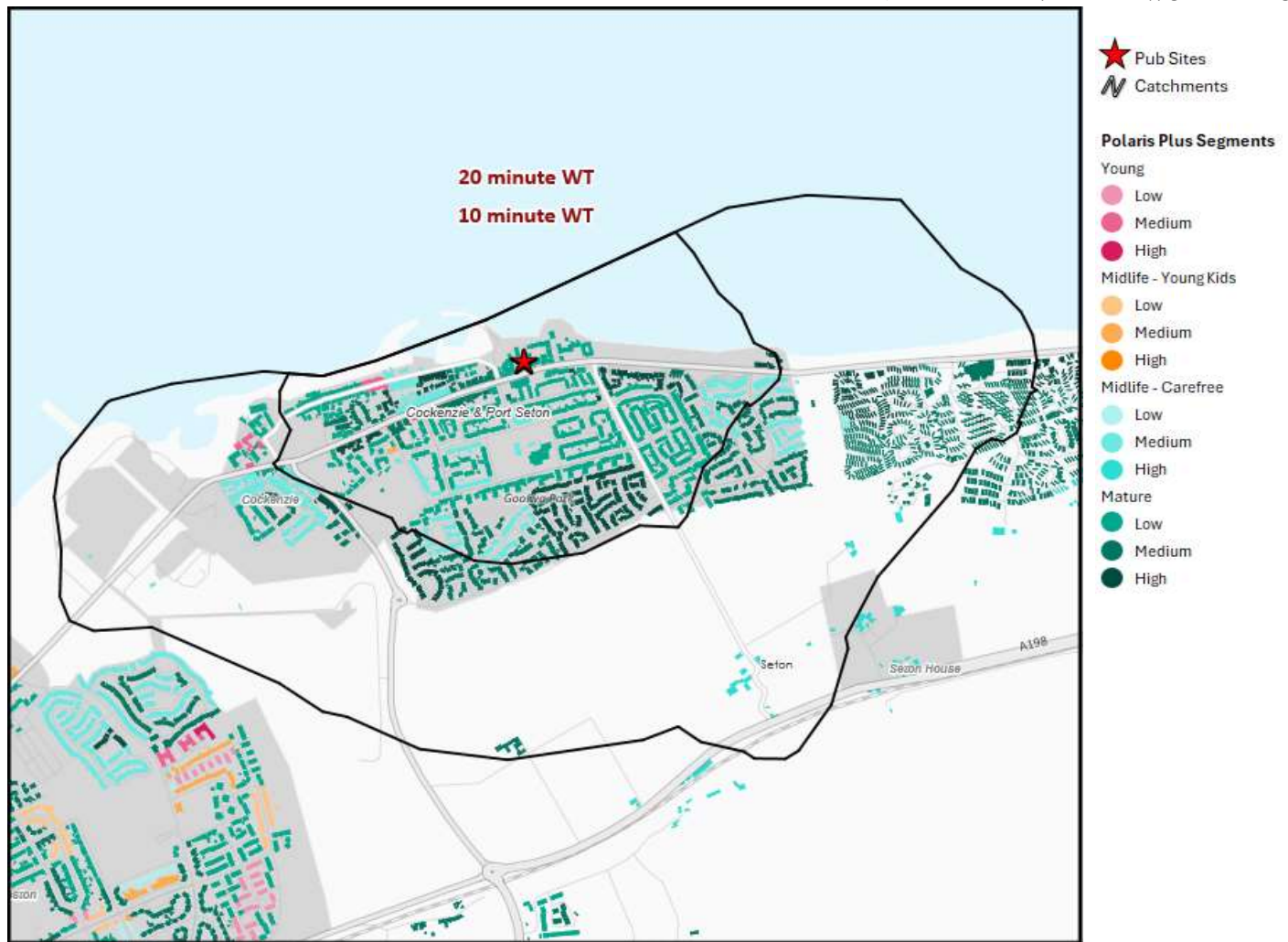
Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	1.515	2.457	2.864	2.053	789	153	9.831
Midlife - Young Kids	405	619	739	359	153	24	2.299
Midlife - Carefree	125	290	321	330	131	69	1.267
Mature	282	390	432	279	120	25	1.528
All	2.327	3.756	4.355	3.022	1.194	271	14.924

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

Polaris Plus Summary - Seaglass Inn



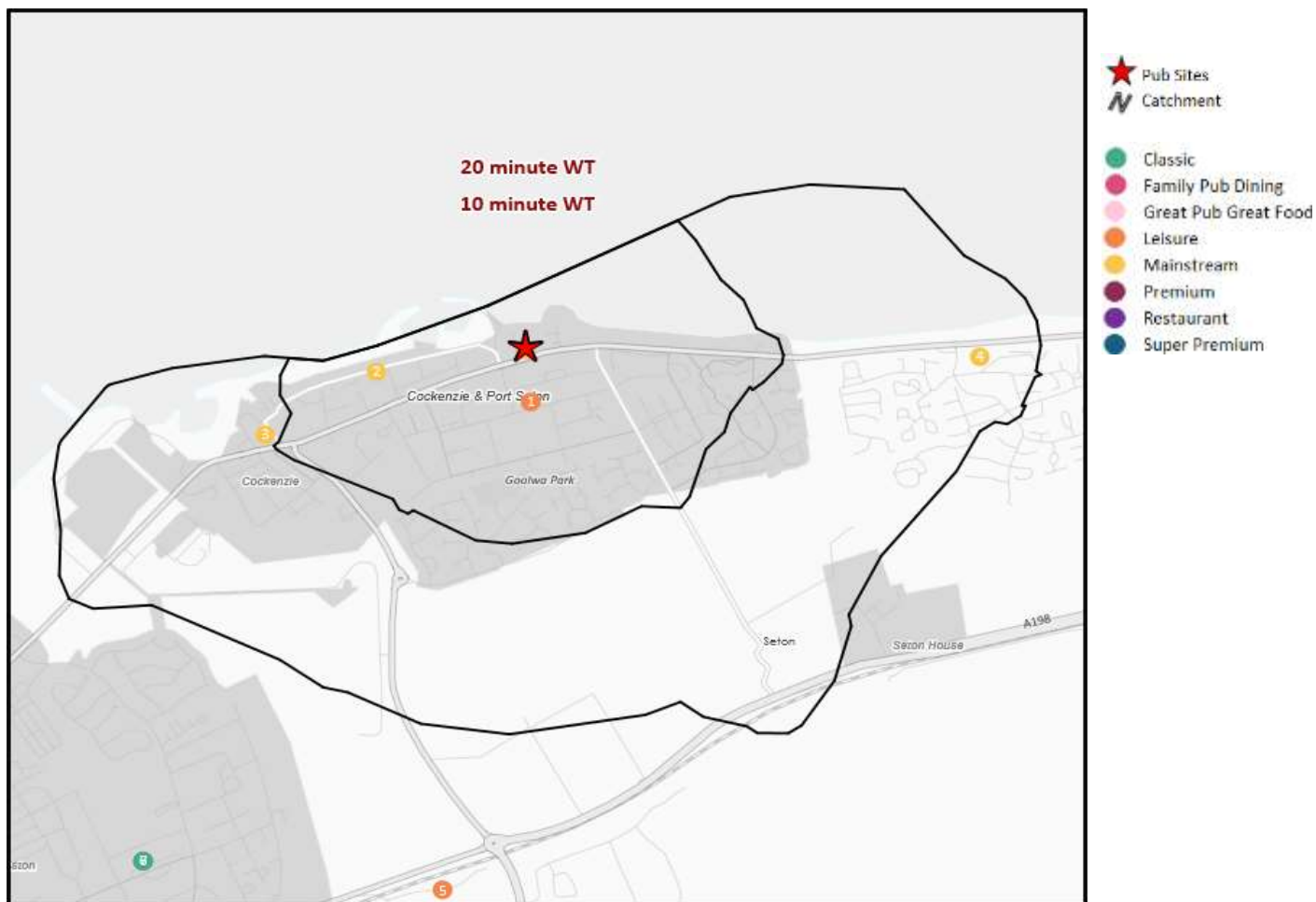
Polaris Plus Profile by Catchment

*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	0	0	4.229	0	0	23
Medium	50	81	10.225	13	16	50
High	0	0	10.641	0	0	86
Midlife - Young Kids						
Low	0	0	2.509	0	0	24
Medium	15	15	4.420	10	7	54
High	0	0	414	0	0	19
Midlife - Carefree						
Low	0	0	1.475	0	0	19
Medium	518	778	16.872	215	236	127
High	0	0	6.447	0	0	76
Mature						
Low	1.846	1.997	58.343	405	321	232
Medium	435	1.040	33.246	82	144	114
High	508	695	35.090	100	100	126
Not Private Households	0	0	1.779	0	0	90
Total	3.372	4.606	185.690			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Seaglass Inn



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Seaglass Inn	EH32 0DU	Star Pubs & Bars	Mainstream	12,1%	68,3%	0,00
1	Port Seton Bowling Club	EH32 0BH	Independent Free	Leisure	0,0%	0,0%	0,10
2	Thorntree Inn	EH32 0DQ	Independent Free	Mainstream	18,0%	91,3%	0,28
3	Royal British Legion Club	EH32 0HU	Independent Free	Mainstream	2,5%	91,5%	0,51
4	Seton Sands Holiday Camp	EH32 0QF	Bourne Leisure	Mainstream	0,0%	0,0%	0,84
5	East Lothian Indoor Bowling Club	EH33 1LZ	Independent Free	Leisure	2,9%	88,3%	1,07
6	Dasher	EH32 9QW	Independent Free	Classic	3,6%	90,4%	1,23
7	JandL Boxing Club	EH32 9QW	Independent Free	Leisure	0,0%	0,0%	1,23
8	Prestonpans Labour Party Social Club	EH32 9EA	Independent Free	Classic	7,5%	94,5%	1,38
9	Castlepark Bowling Club	EH32 9JY	Independent Free	Leisure	1,7%	96,7%	1,54
10	Railway Tavern	EH32 9AX	Star Pubs & Bars	Classic	0,8%	88,6%	1,57
11	Tower Inn	EH33 1BL	Admiral Taverns Ltd	Mainstream	0,0%	0,0%	1,66
12	Preston Lodge F P Rugby Club	EH32 9BN	Independent Free	Classic	0,0%	0,0%	1,76
13	Royal British Legion Club	EH32 9BN	Independent Free	Classic	13,3%	97,6%	1,76
14	Lodge Thorntree No 1038	EH32 9BD	Independent Free	Classic	0,0%	0,0%	1,78
15	Bombay Bar and Grill	EH32 9BE	Independent Free	Mainstream	0,0%	0,0%	1,85
16	Tranent Bowling Club	EH33 1AN	Independent Free	Leisure	9,8%	95,8%	1,89
17	Keepers Arms	EH33 1AQ	Independent Free	Mainstream	0,0%	0,0%	1,89
18	Brig Inn	EH33 1AL	Caledonian Heritable	Mainstream	20,9%	96,5%	1,90
19	Whispers Lounge Bar	EH33 1LW	Independent Free	Mainstream	0,0%	0,0%	1,98
20	Giancarlos	EH33 1LW	Independent Free	Restaurant	6,9%	97,6%	1,98

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Seaglass Inn

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Over GB Average
Around GB Average
Under GB Average

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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Great Pub Great Food	25	32.512	17,5%	105
Leisure	66	18.978	10,2%	102
Mainstream	59	26.671	14,4%	103
Premium	21	26.855	14,5%	101
Restaurant	33	41.416	22,3%	97
Super Premium	0	7.122	3,8%	98

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
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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.	
Consumer Insight	Young 18-34 year olds Wanting to look good in the group "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
	Mature 55+ year olds "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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium	
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.	
Mobile Data - Audience Classification	
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.	
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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.	
	