



Site Summary



Esplanade EH151HF

EH151HF

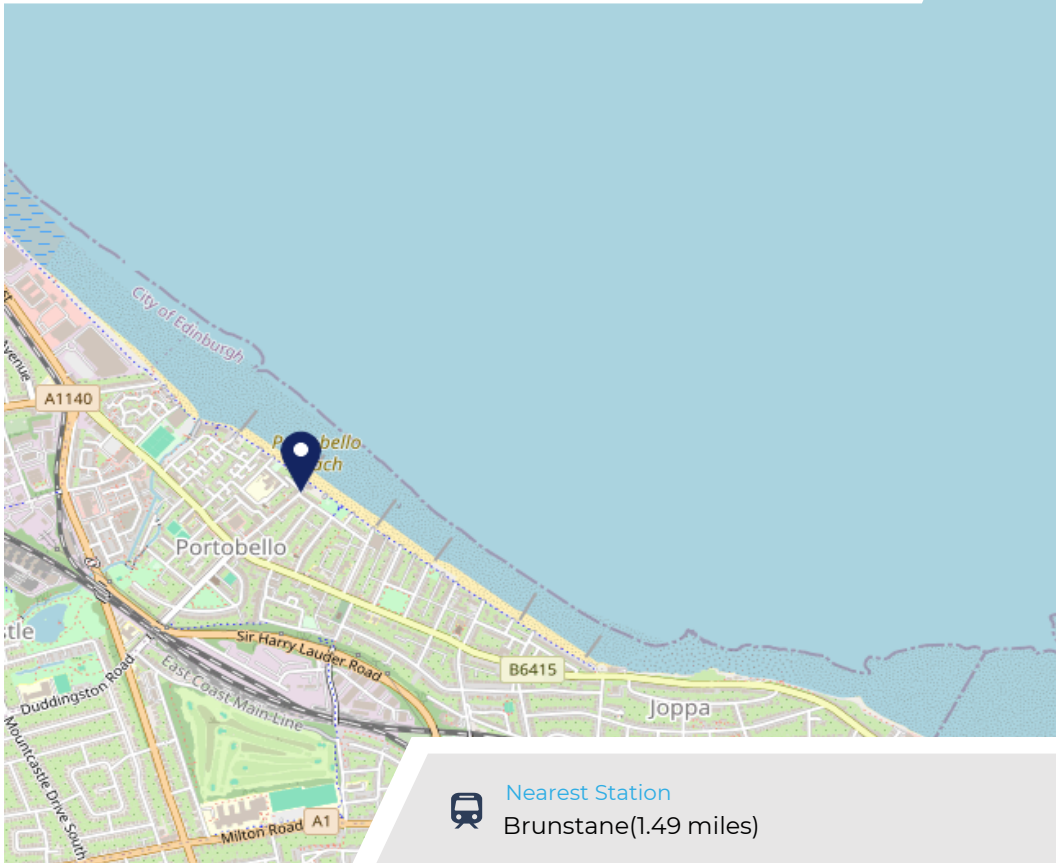
Punch T&L

Work Area
Edinburgh

Region
Scotland

TV Region
Scotland

Urbanicity
Large urban area



Nearest Station
Brunstane(1.49 miles)



ATV
£18.64



Affluence
45.88%
High Income



Age Group
25.41%
45 to 54



Gender
51.45%
Male



Segmentation
21.49%
Flourishing Society



Visit Day
23.12%
Sat

Top Competitors

Guild of Foresters [Forestry Guild] **#1**
EH151DA
 Restaurant

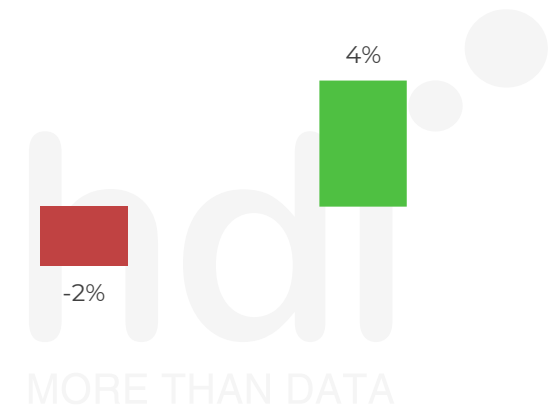
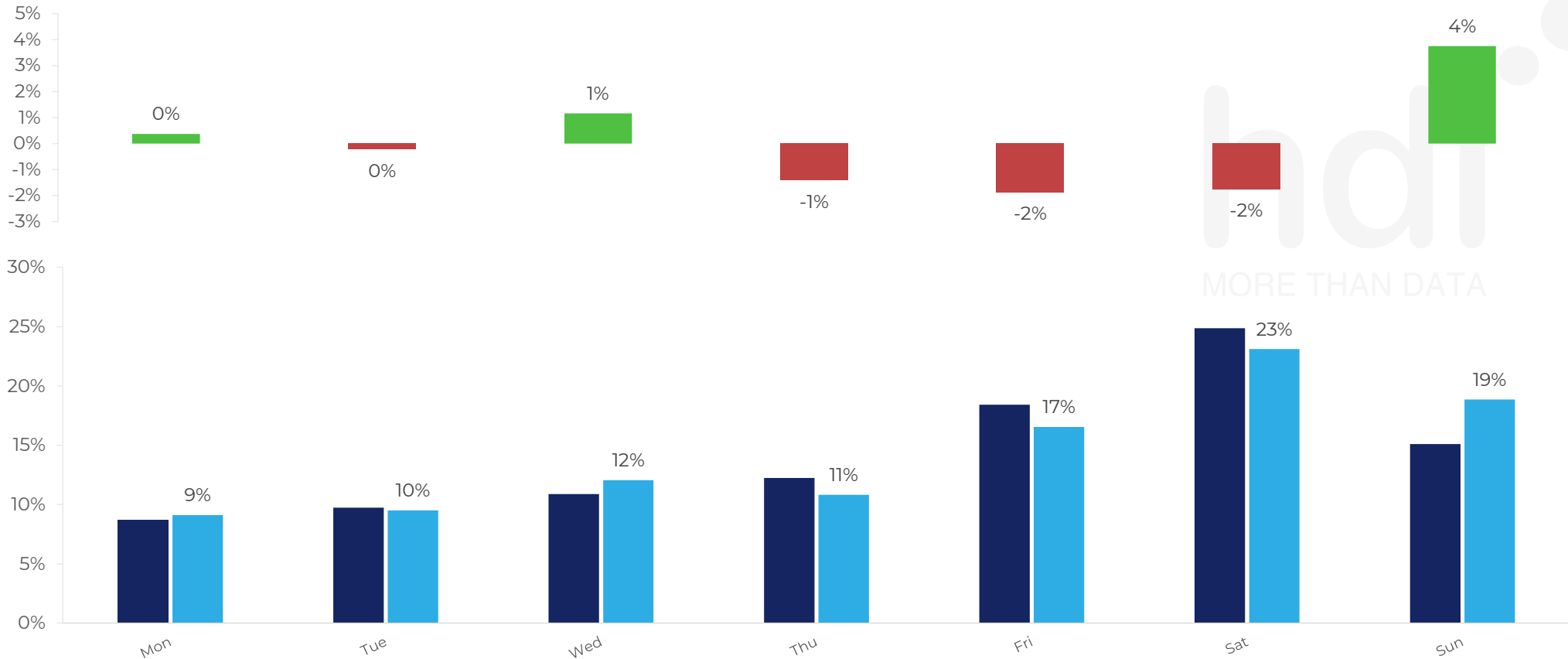
Portobello Tap **#2**
EH151AW
 Pub / Bar

Ship Inn **#3**
EH216BH
 Restaurant

Spend by Weekpart

How is customer spend distributed throughout the week for Esplanade EH151HF versus its competitors?

% of spend for Esplanade EH151HF and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Day of Week



Competitor

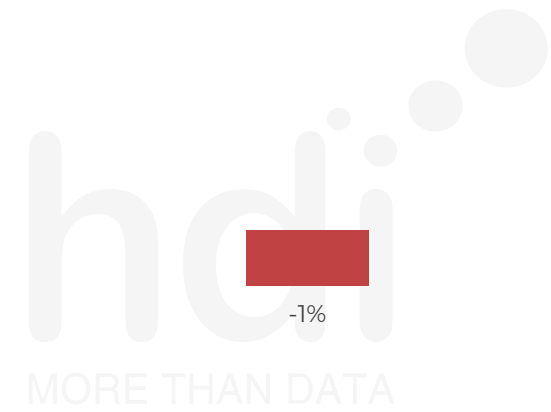
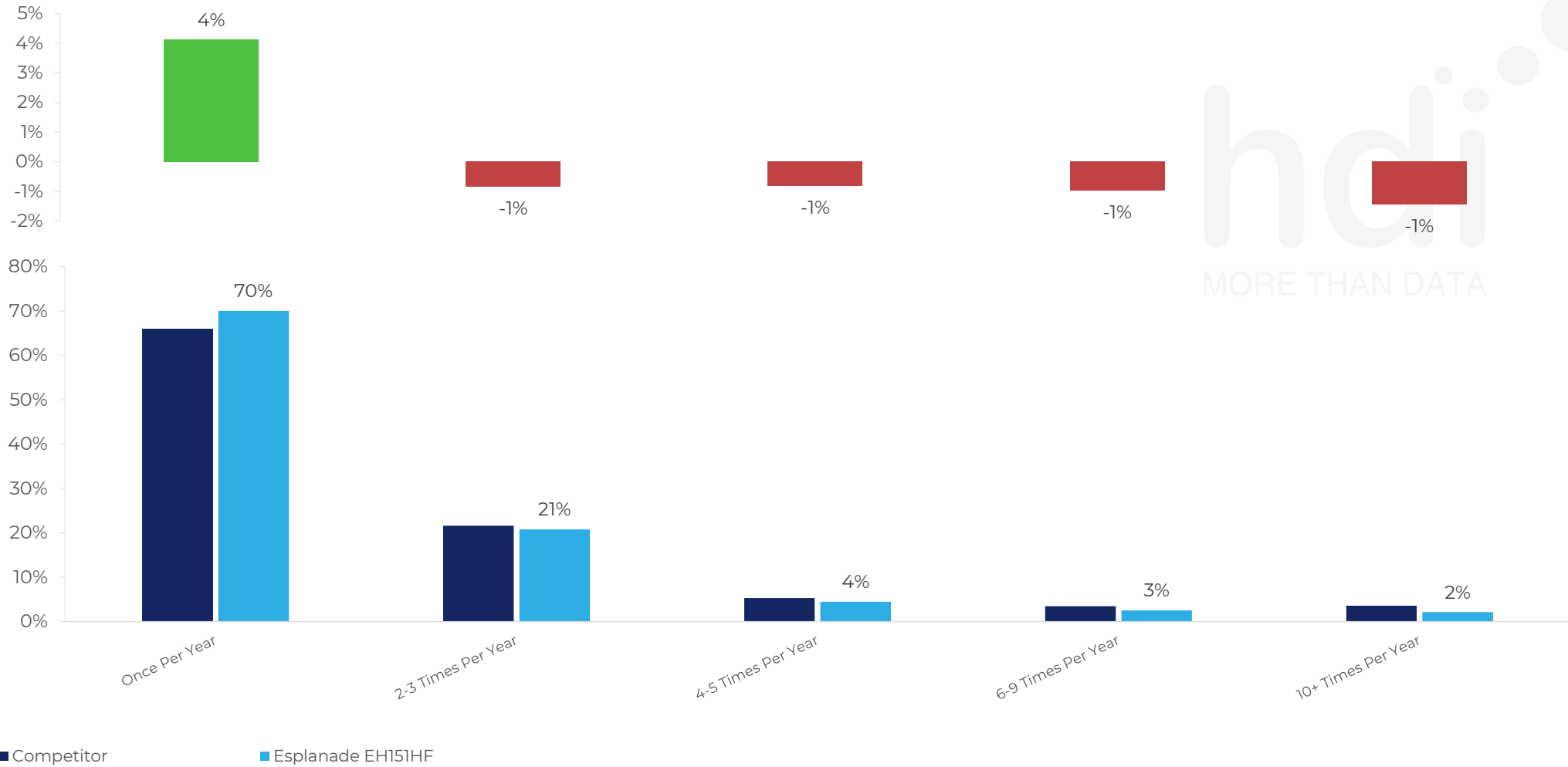
Esplanade EH151HF



Visit Frequency

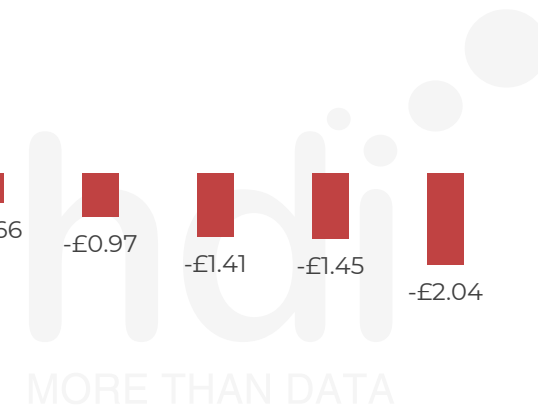
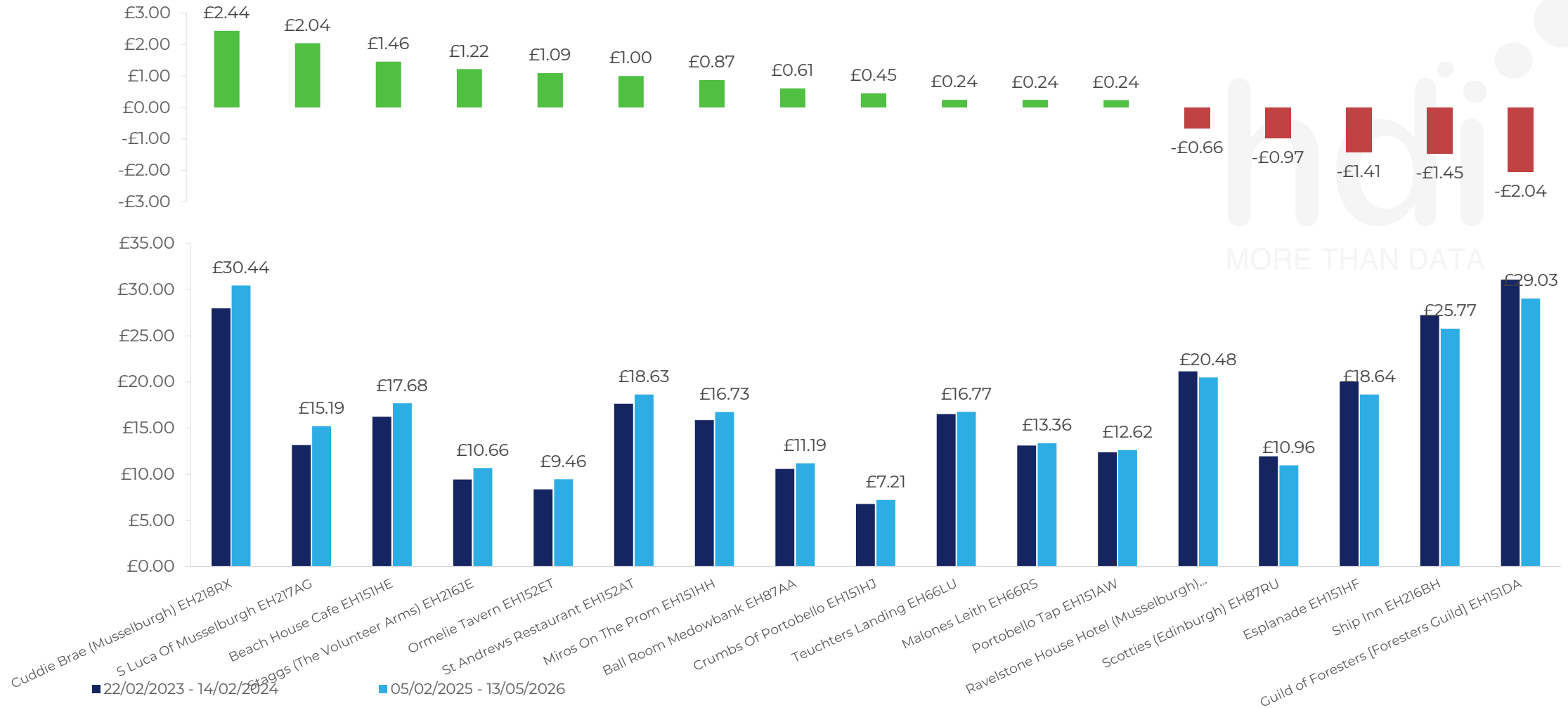
How frequently per year do customers visit Esplanade EH151HF versus its competitors?

% of customer numbers for Esplanade EH151HF and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

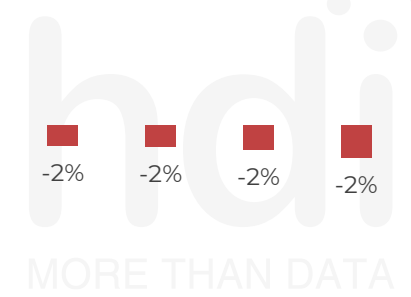
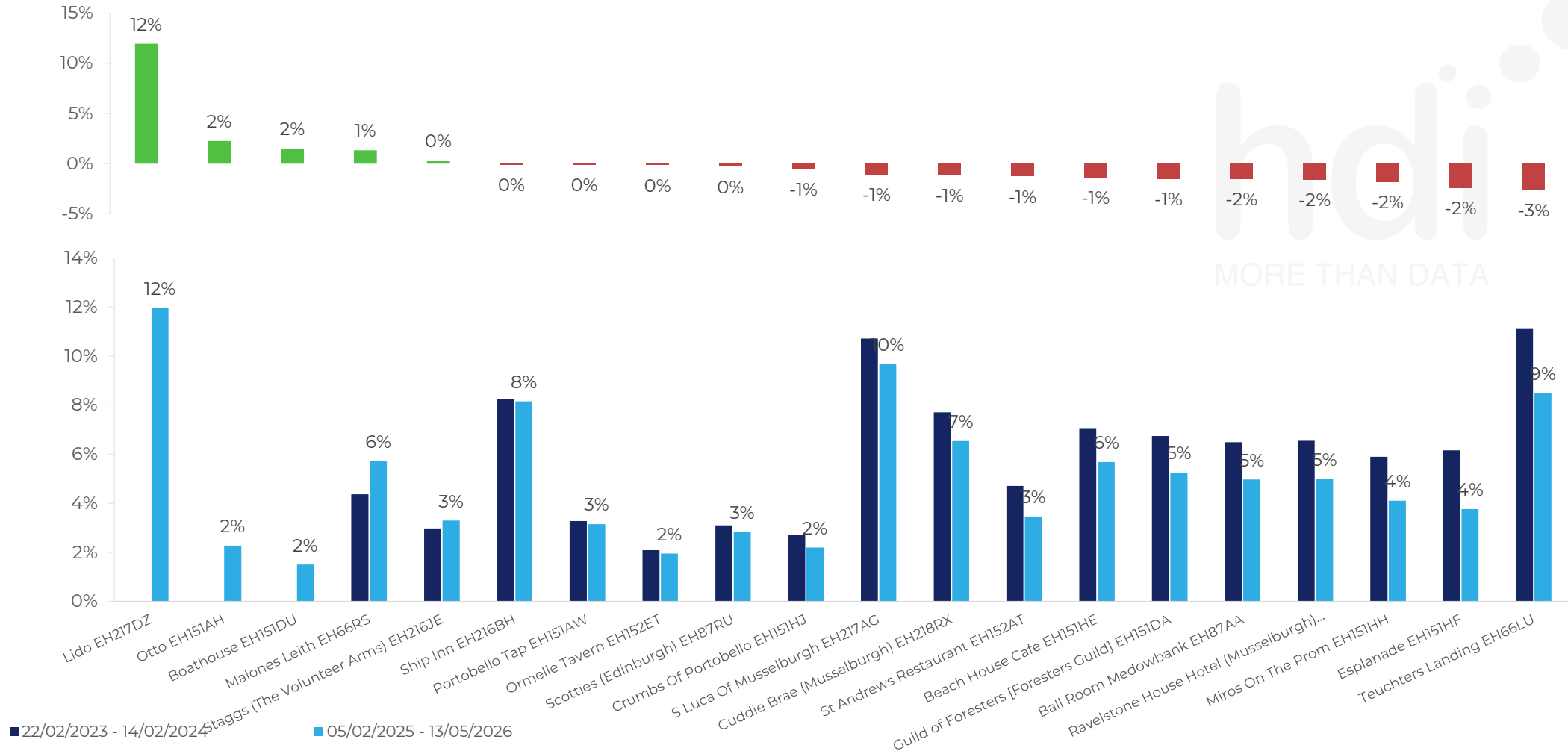




Market Share Change

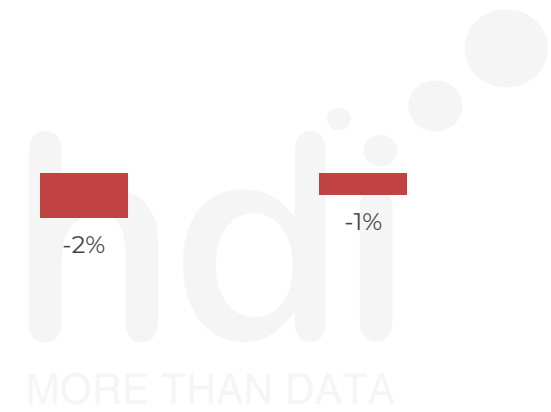
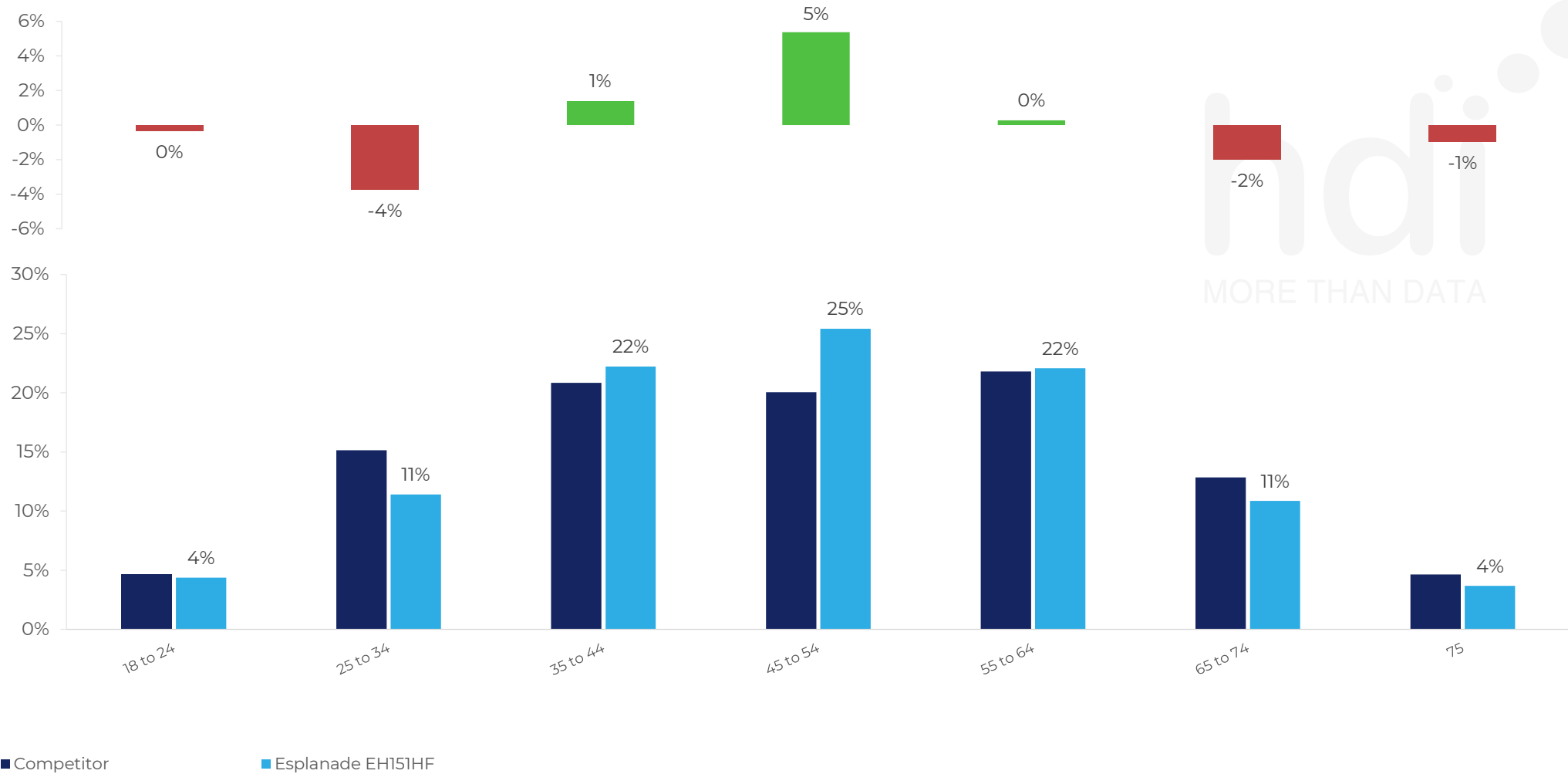
How has market share changed between two date ranges?

% of market share spend for Esplanade EH151HF and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026



How does the age profile of customers who visit Esplanade EH151HF compare versus its competitors?

% of spend for Esplanade EH151HF and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Age Range

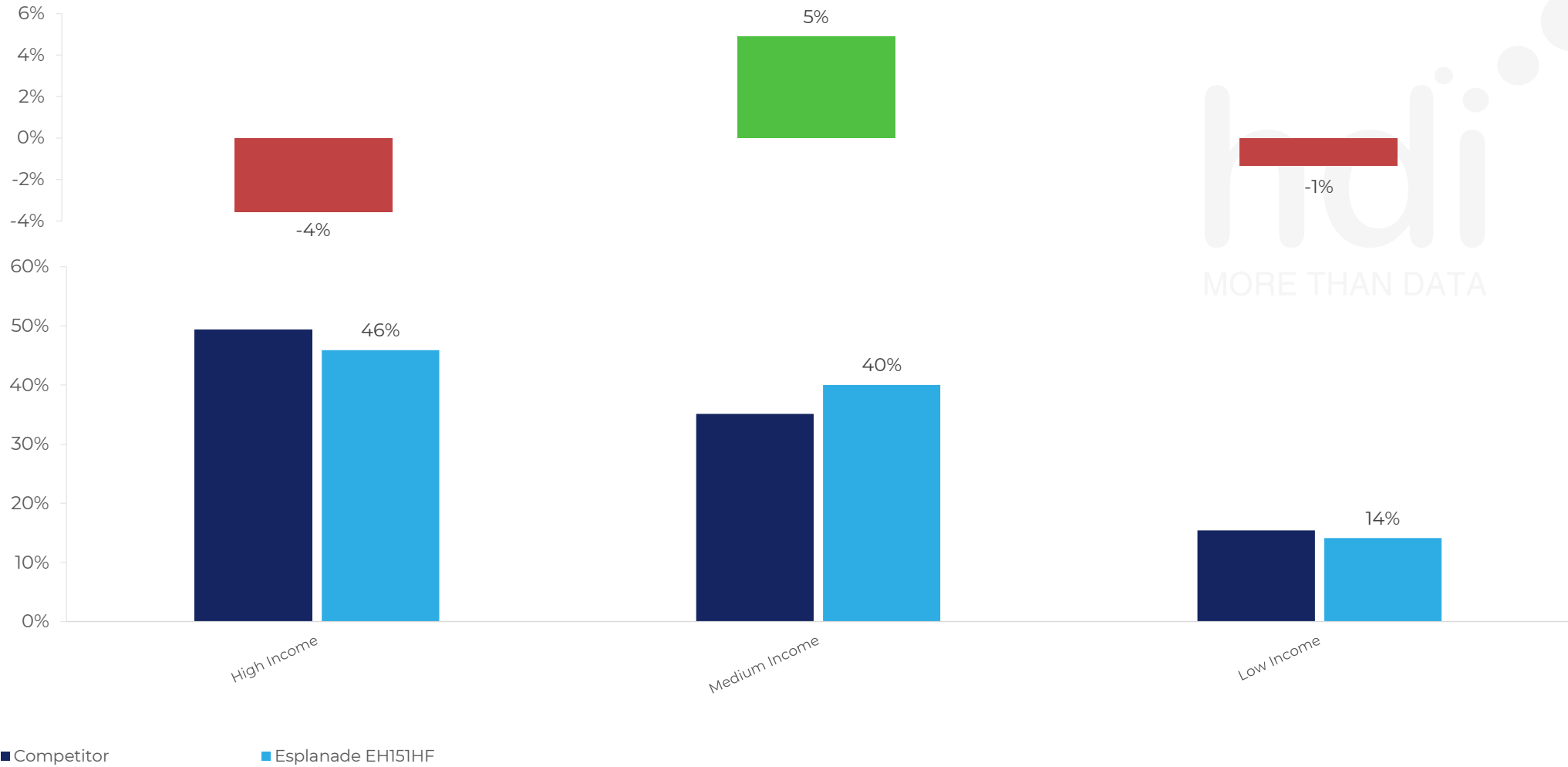


■ Competitor ■ Esplanade EH151HF

Affluence

How does the affluence of customers who visit Esplanade EH151HF compare versus its competitors?

% of spend for Esplanade EH151HF and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Affluence

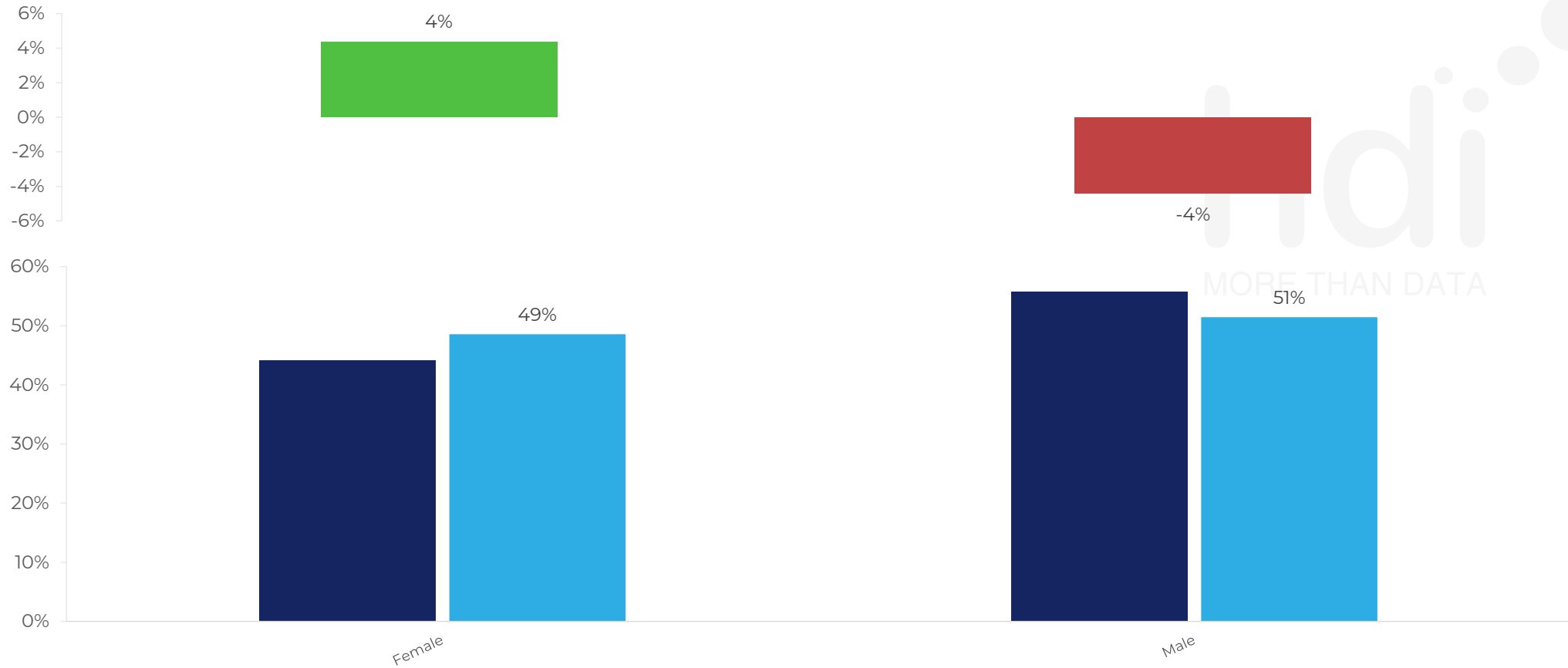




Gender

How does the gender profile of customers who visit Esplanade EH151HF compare versus its competitors?

% of spend for Esplanade EH151HF and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Gender



■ Competitor

■ Esplanade EH151HF

SEGMENT SNAPSHOTS

1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.



2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.



3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.



4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.



5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.



6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.



7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.



8 – UPMARKET DINERS

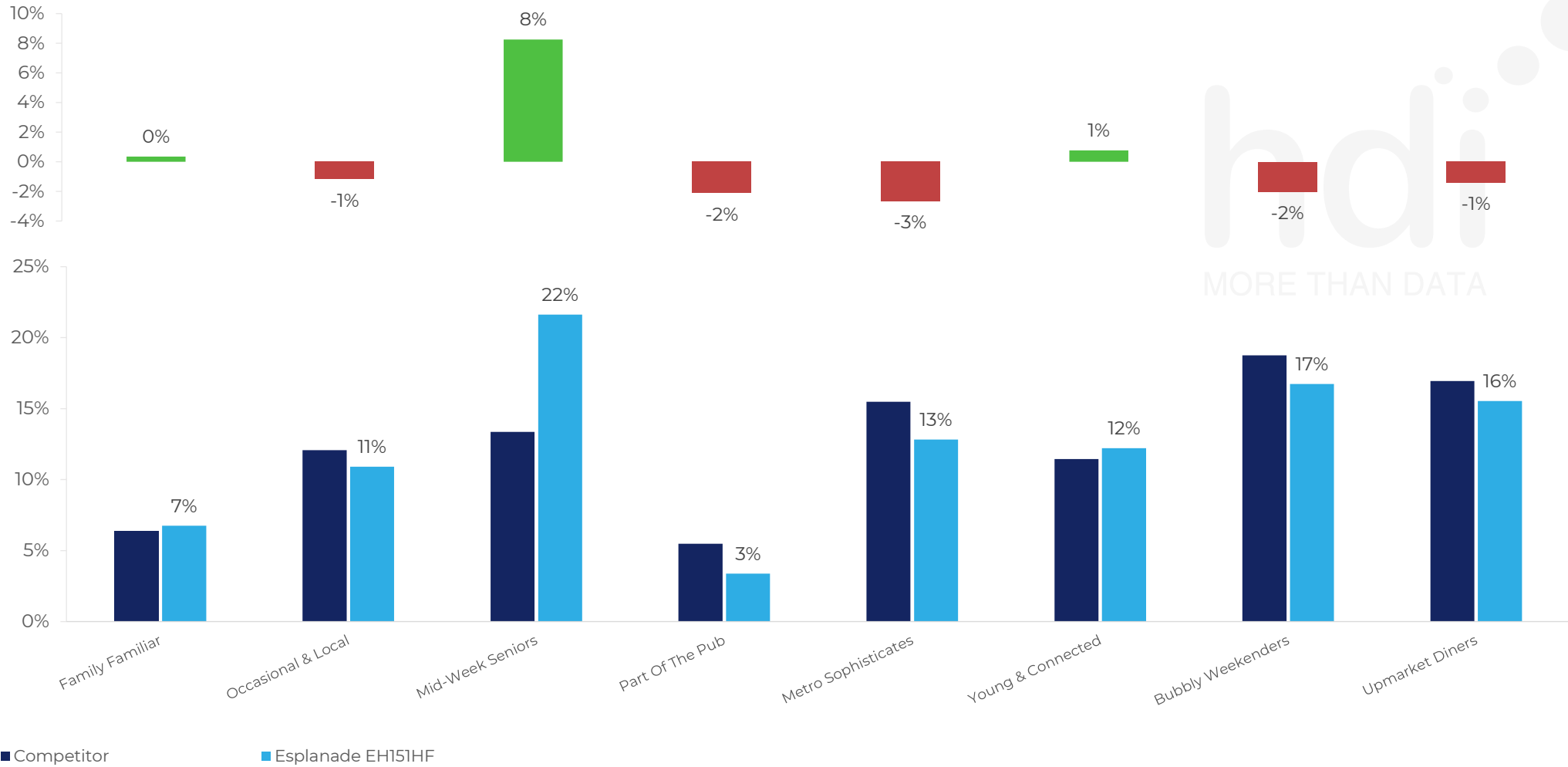
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.



Punch Segmentation

How does the Custom segmentation profile of customers who visit Esplanade EH151HF compare versus its competitors?

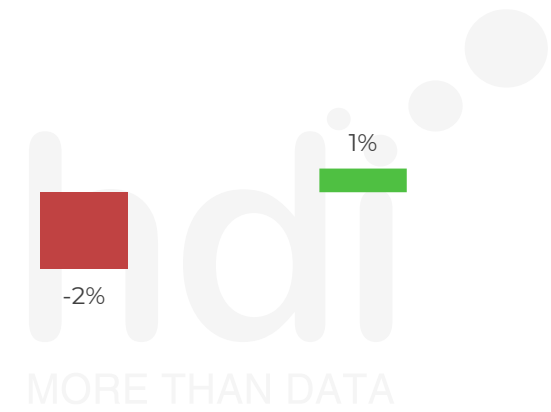
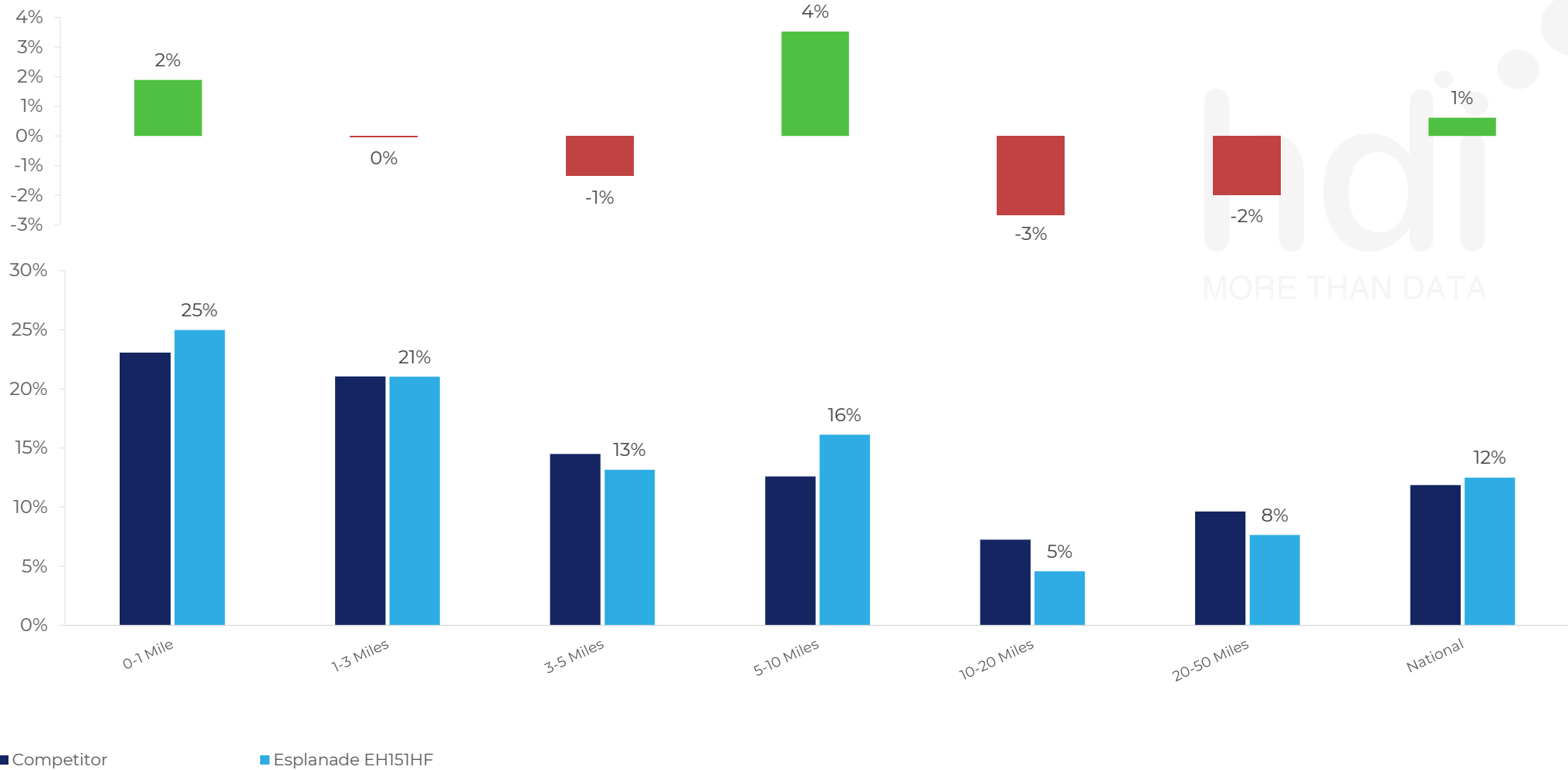
% of spend for Esplanade EH151HF and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Segment



Spend by Distance

How does the spend profile of Esplanade EH151HF compare versus its competitors based on travel distances?

% of spend for Esplanade EH151HF and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Distance travelled



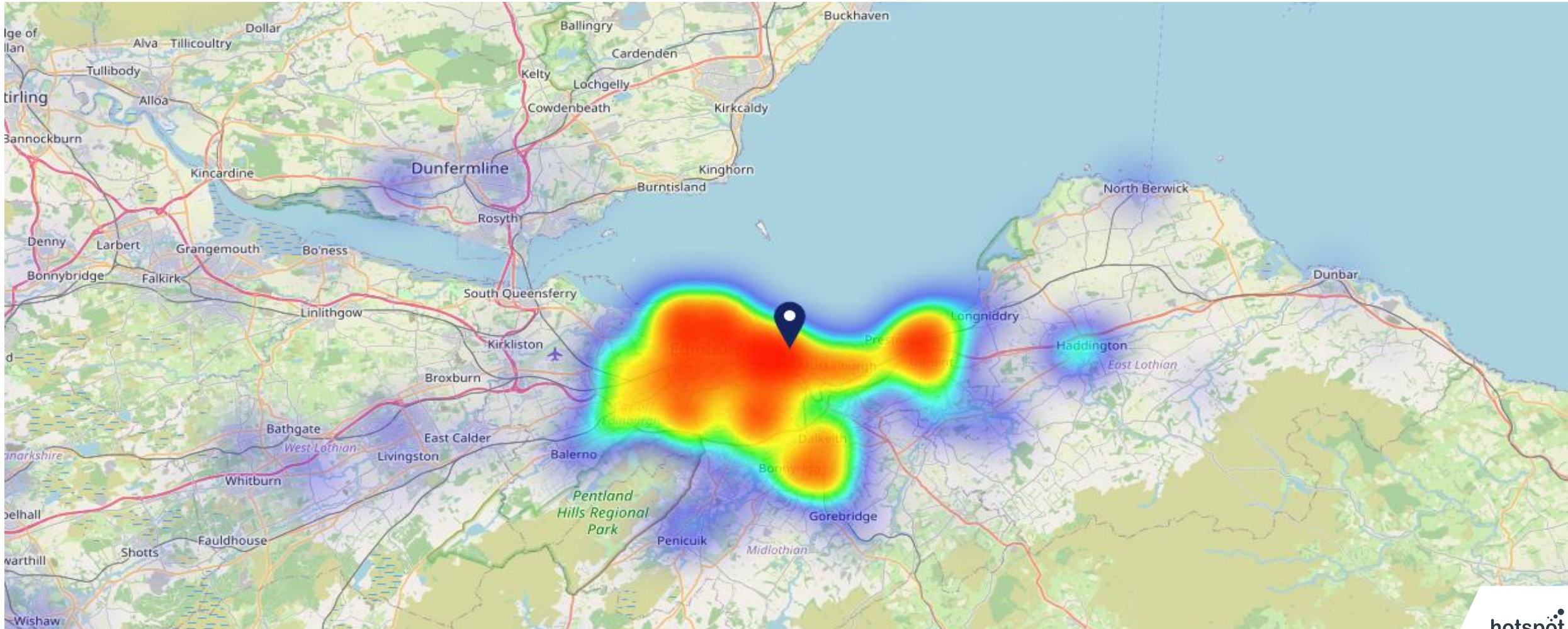
■ Competitor

■ Esplanade EH151HF

Map of Guest Origin

Where do customers of Esplanade EH151HF come from?

Where do customers of Esplanade EH151HF for 05/02/2025 - 13/05/2026 live

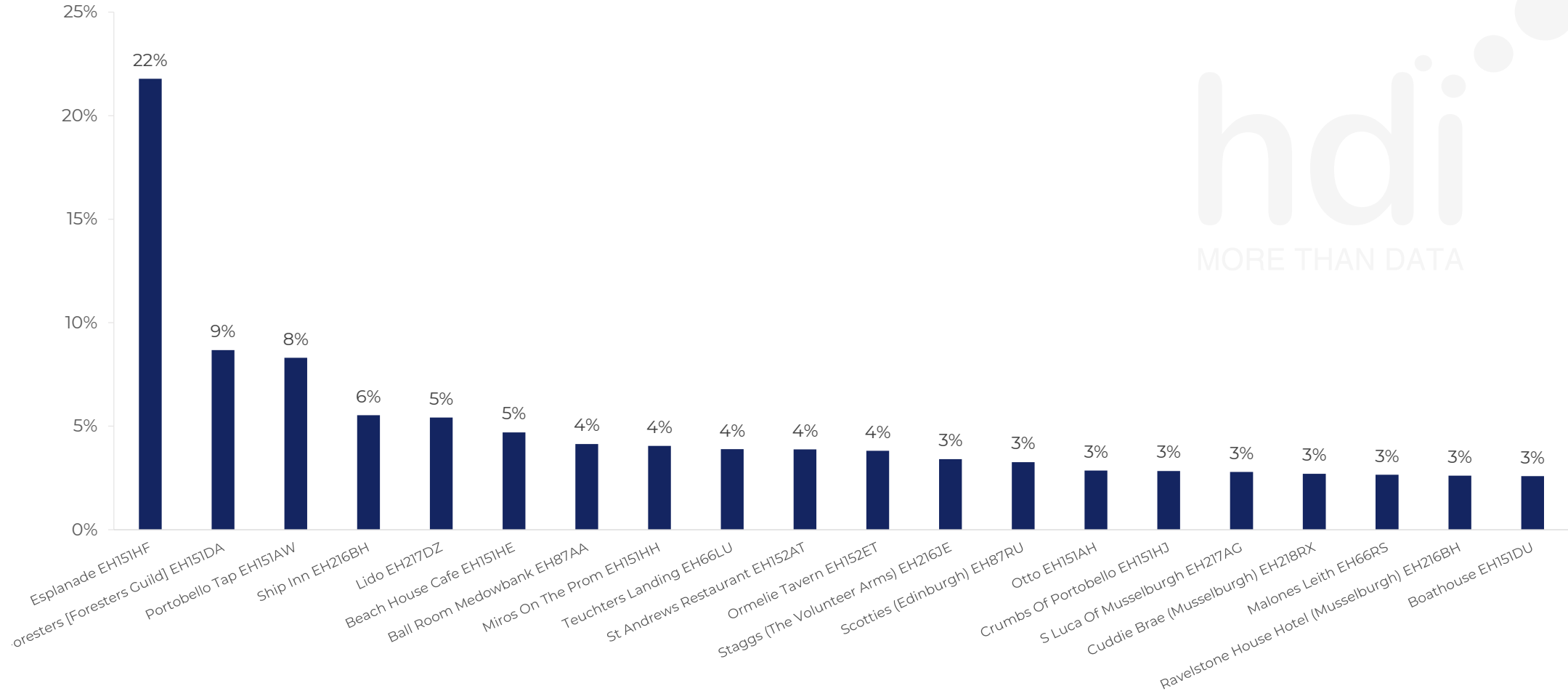




Share of Wallet

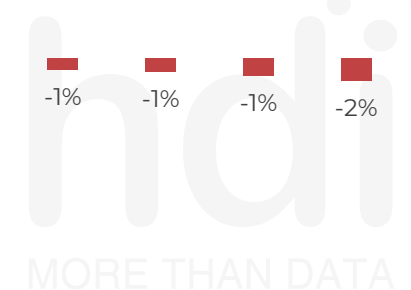
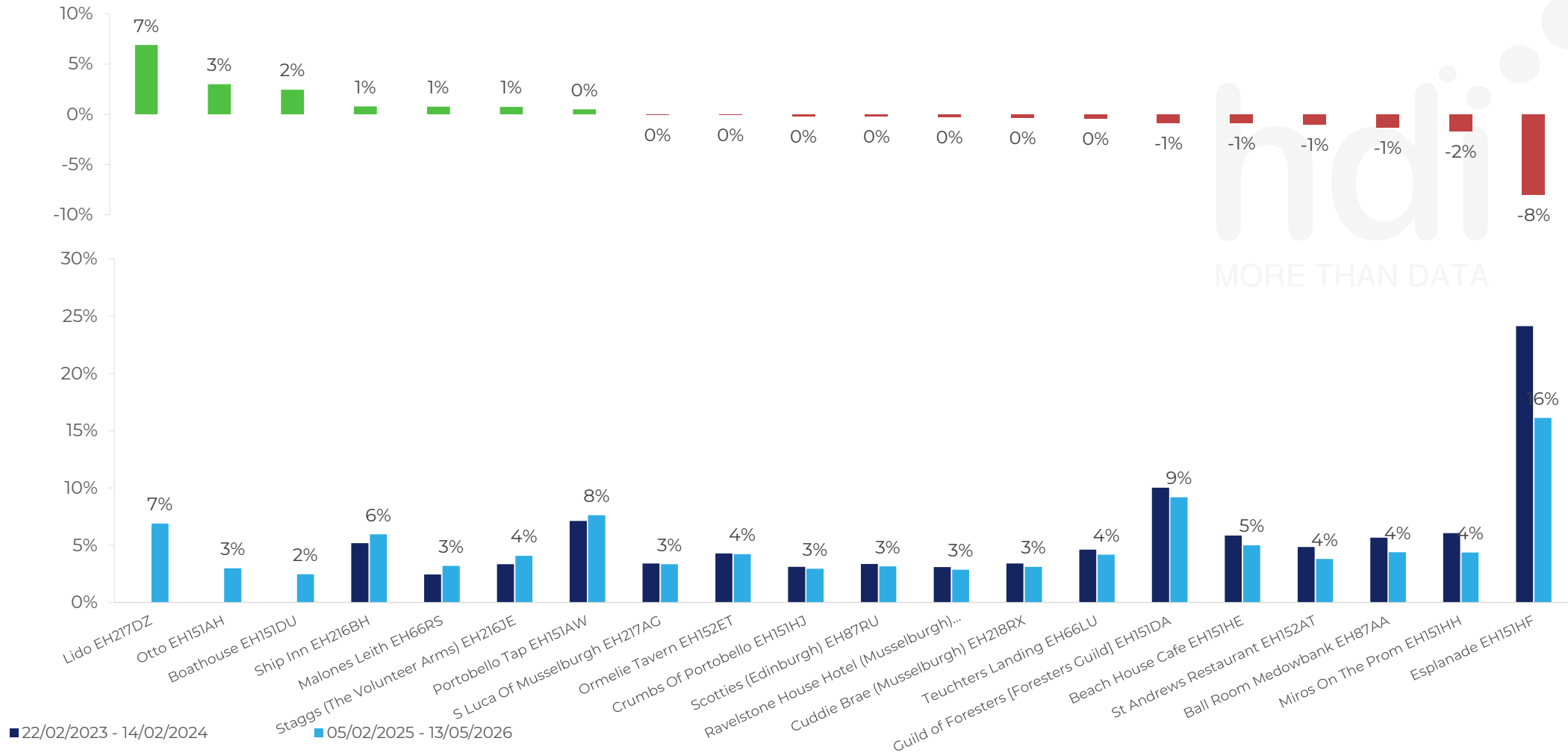
What are the Top 20 venues (by spend) that customers of Esplanade EH151HF also visit?

For customers of Esplanade EH151HF, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 13/05/2026 split by Venue



Share of Wallet Change

How has share of wallet of customers of Esplanade EH151HF changed between two date ranges?





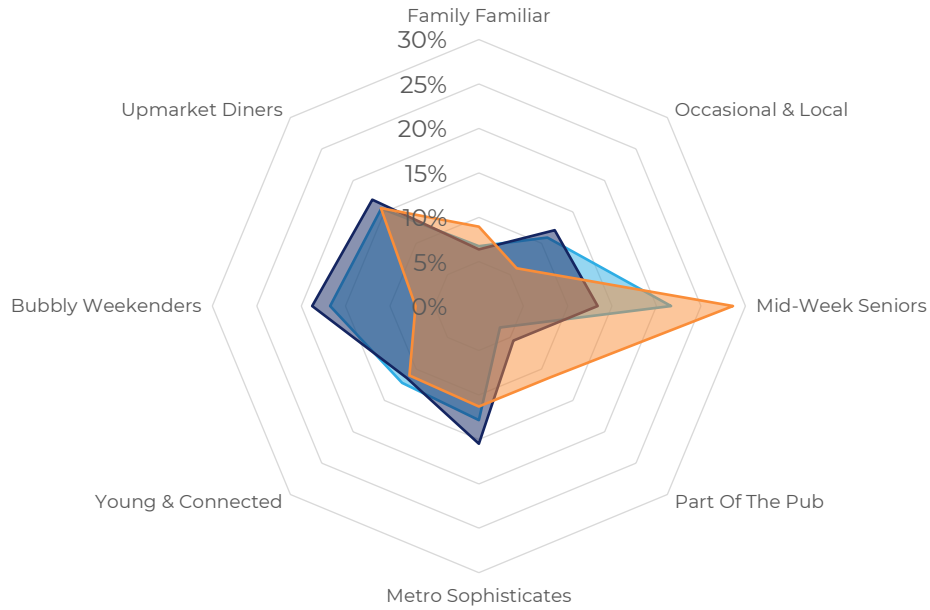
Market Summary

How does the local area for Esplanade EH151HF compare to the national average (1 = low, 10 = high)

Data Type	Name	Spend in 250m	250m Spend vs National	Spend in 500m	500m Spend vs National	Spend in 1 mile	1 mile Spend vs National	Spend in 3 miles	3 mile Spend vs National
Total	Annual Sales	£7.68M	8	£20.06M	8	£24.88M	7	£471.00M	9
Weekpart	Mon - Thu	43.1%	7	40.6%	6	40.9%	5	42.5%	7
Weekpart	Fri - Sat	36.6%	2	41.6%	4	41.4%	4	42.8%	6
Weekpart	Sun	20.4%	9	17.9%	9	17.7%	9	14.7%	3
Age	18 to 24	3.5%	3	2.9%	2	3.0%	2	6.2%	5
Age	25 to 34	15.3%	3	13.2%	2	12.8%	1	15.9%	2
Age	35 to 44	22.5%	5	20.9%	4	20.2%	3	22.1%	4
Age	45 to 54	19.9%	5	20.7%	6	21.6%	7	20.9%	7
Age	55 to 64	21.0%	9	22.8%	9	23.0%	10	20.2%	9
Age	65 to 74	12.9%	9	14.3%	10	14.3%	10	11.0%	9
Age	75+	5.0%	9	5.3%	9	5.0%	9	3.8%	8
CAMEO	Business Elite	19.8%	9	19.4%	9	19.4%	9	19.1%	9
CAMEO	Prosperous Professionals	8.8%	8	9.3%	9	9.3%	9	7.9%	8
CAMEO	Flourishing Society	24.8%	10	25.2%	10	25.0%	10	21.5%	9
CAMEO	Content Communities	7.3%	2	6.8%	1	6.9%	1	8.1%	1
CAMEO	White Collar Neighbourhoods	13.7%	8	14.1%	8	13.6%	8	12.2%	6
CAMEO	Enterprising Mainstream	4.0%	2	4.2%	2	4.0%	2	4.4%	2
CAMEO	Paying The Mortgage	9.4%	3	9.0%	2	9.1%	2	10.2%	3
CAMEO	Cash Conscious Communities	5.0%	2	5.5%	2	5.5%	2	6.5%	3
CAMEO	On A Budget	5.7%	5	5.4%	4	5.8%	4	7.6%	7
CAMEO	Family Value	1.3%	4	1.2%	4	1.4%	4	2.4%	5
Affluence	AB	53.5%	10	53.8%	10	53.6%	10	48.5%	10
Affluence	C1C2	34.5%	2	34.1%	1	33.6%	1	34.9%	1
Affluence	DE	12.0%	3	12.1%	2	12.7%	3	16.6%	3



Mix of spend by customer segment in Punch site and local market



	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Esplanade	582	6.75%	10.91%	21.63%	3.38%	12.83%	12.21%	16.74%	15.53%
Local Catchment	21827	6.40%	12.08%	13.37%	5.49%	15.49%	11.45%	18.76%	16.94%
Punch T&L	111030	8.94%	6.02%	28.60%	11.34%	11.30%	11.05%	7.13%	15.59%
Esplanade vs Local Catchment		0.35%	-1.17%	8.26%	-2.11%	-2.66%	0.76%	-2.02%	-1.41%
Esplanade vs Punch T&L		-2.19%	4.89%	-6.97%	-7.96%	1.53%	1.16%	9.61%	-0.06%
Local Catchment vs Punch T&L		-2.54%	6.06%	-15.23%	-5.85%	4.19%	0.40%	11.63%	1.35%

■ Esplanade

■ Local Catchment

■ Punch T&L