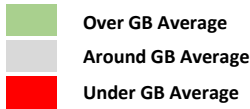


Catchment Summary - Carlton Bar Aberdeen

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf



*WT= Walktime, **DT= Drivetime

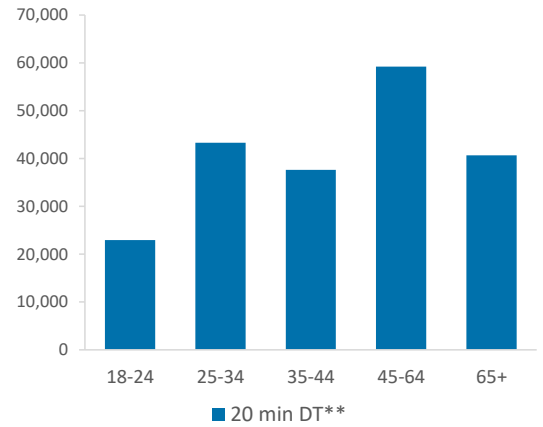
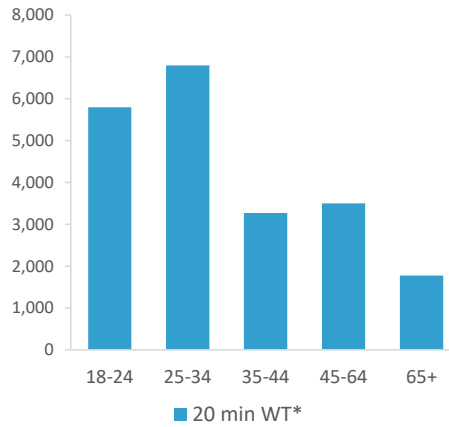
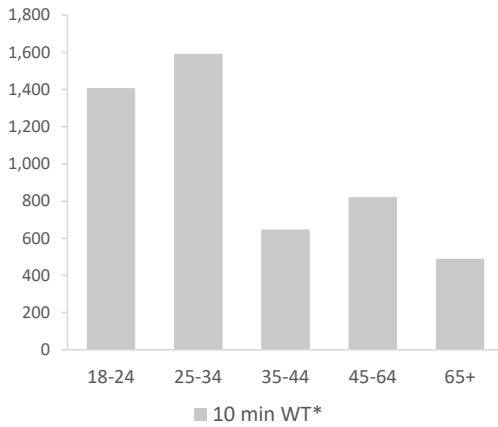
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	5,425	23,270	247,842	103	160	65
Adults 18+	4,957	21,146	203,777	114	118	68
Competition Pubs	60	111	207	400	347	57
Adults 18+ per Competition Pub	83	191	984	10	23	119
% Adults Likely to Drink	81.0%	81.2%	82.7%	98	98	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	68.1%	62.5%	34.2%	265	243	133
	Medium	4.9%	5.2%	25.2%	13	13	64
	High	25.6%	30.7%	38.9%	76	91	116

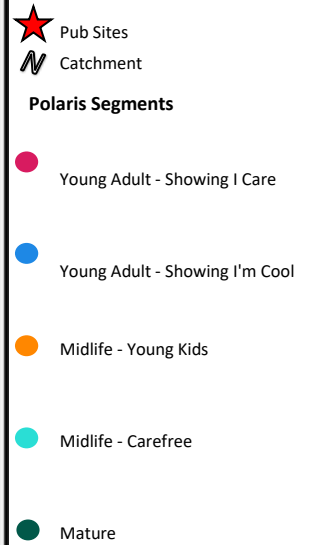
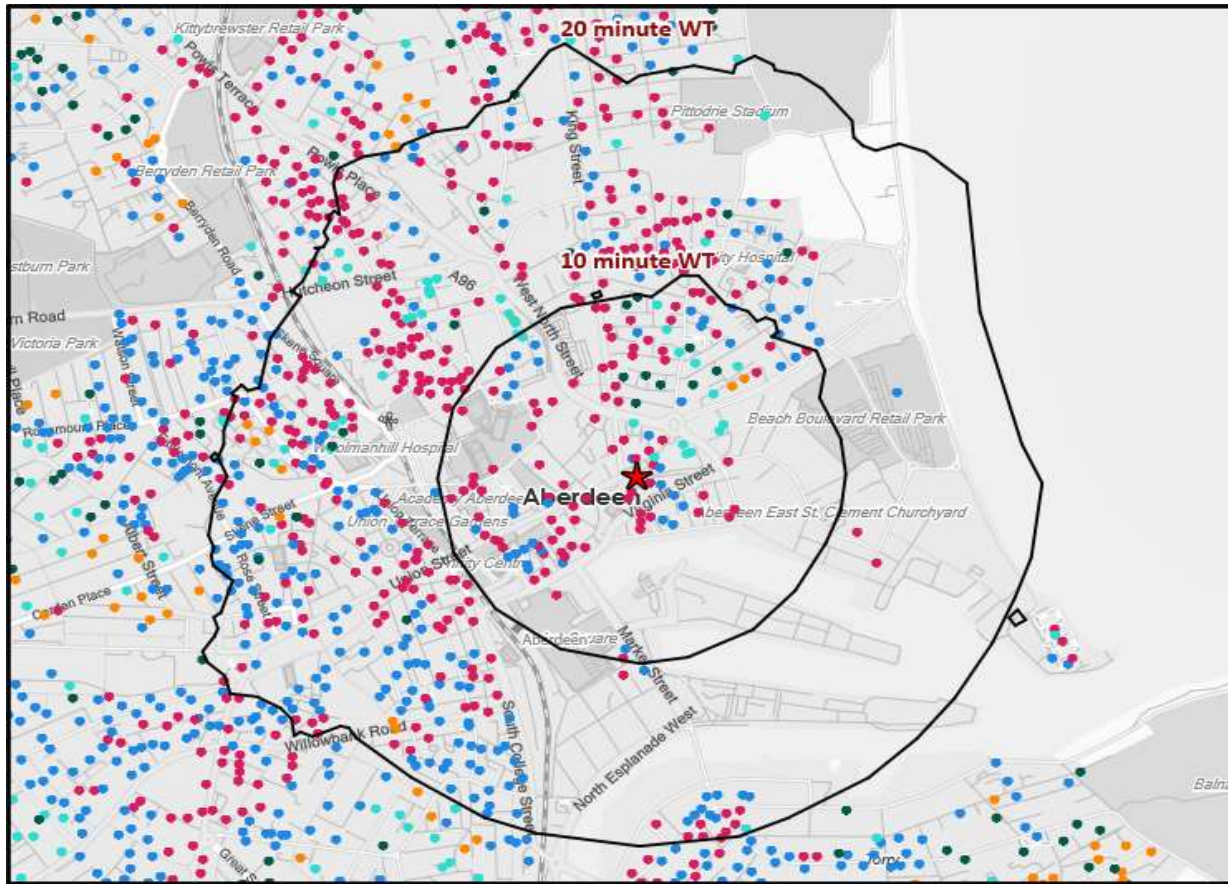
*Affluence does not include Not Private Households

Age Profile	18-24	1,408	5,798	22,932	320	307	114
	25-34	1,592	6,799	43,325	221	220	132
	35-44	647	3,273	37,658	93	109	118
	45-64	821	3,501	59,212	59	59	93
	65+	489	1,775	40,650	47	40	86



	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	3,002 (55%)	12,584 (54%)	124,083 (50%)	112	109	101
	Female	2,423 (45%)	10,686 (46%)	123,759 (50%)	88	91	99
Economic Status (16-74)							
	Employed: Full-time	2,206 (46%)	9,665 (47%)	91,445 (48%)	110	113	116
	Employed: Part-time	309 (6%)	1,255 (6%)	21,687 (11%)	50	47	88
	Self employed	175 (4%)	856 (4%)	11,523 (6%)	38	43	64
	Unemployed	92 (2%)	380 (2%)	3,220 (2%)	81	78	71
	Retired	198 (4%)	793 (4%)	20,831 (11%)	30	28	80
	Other	1,824 (38%)	7,684 (37%)	41,170 (22%)	193	189	110
Total Worker Count		14,859	30,225	163,825			

See the Glossary page for further information on the above variables



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 Adult - Showing I Care	2,582	10,363	23,283	584	549	128
Young Adult - Showing I'm Cool	1,514	7,486	35,287	332	385	188
Midlife - Young Kids	62	416	55,311	4	6	86
Midlife - Carefree	505	1,755	43,781	48	39	102
Mature	229	777	42,637	17	13	75
Not Private Households	65	349	3,478	91	115	119
Total	4,957	21,146	203,777			

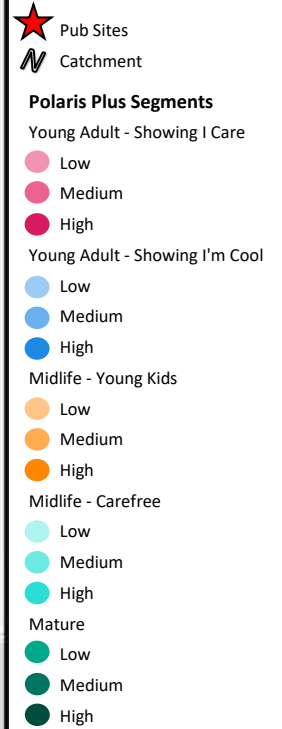
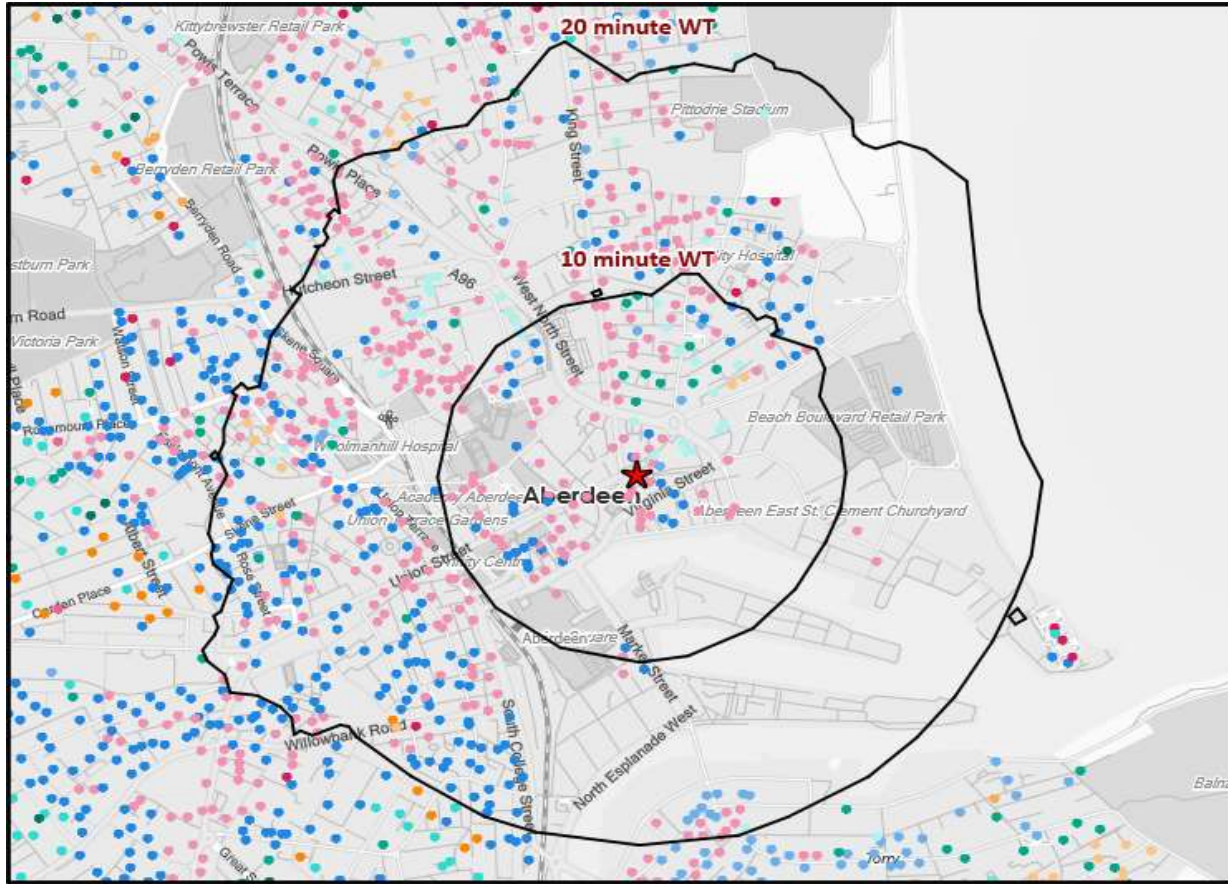
Polaris Summary - Carlton Bar Aberdeen



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



 Pub Sites



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 Adult - Showing I Care						
Low	2,582	10,290	21,204	1,242	1,161	248
Medium	0	39	202	0	14	7
High	0	34	1,877	0	5	27
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	244	1,057	8,309	133	135	110
High	1,270	6,429	26,978	572	679	296
Midlife - Young Kids						
Low	62	391	19,596	11	17	87
Medium	0	0	22,097	0	0	73
High	0	25	13,618	0	2	124
Midlife - Carefree						
Low	505	1,755	10,944	300	244	158
Medium	0	0	7,398	0	0	54
High	0	0	25,439	0	0	114
Mature						
Low	229	777	17,969	78	62	149
Medium	0	0	13,388	0	0	52
High	0	0	11,280	0	0	59
Not Private Households	65	349	3,478	91	115	119

Polaris Summary - Carlton Bar Aberdeen



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



Total 4,957 21,146 203,777

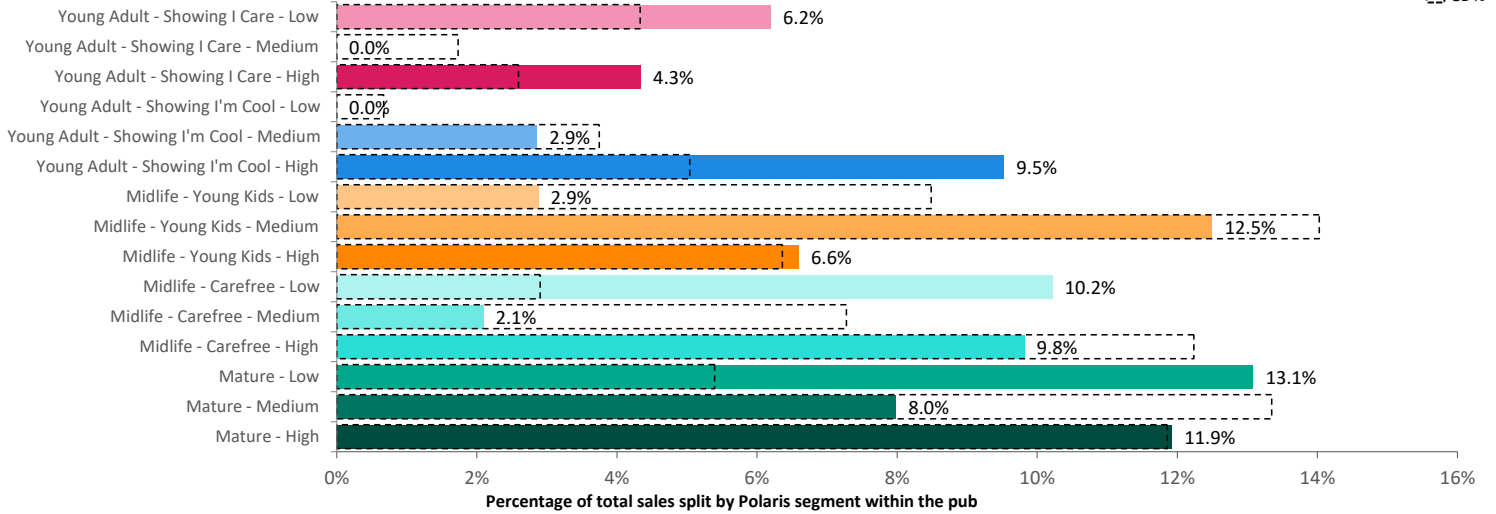
Transactional Data Summary - Carlton Bar Aberdeen



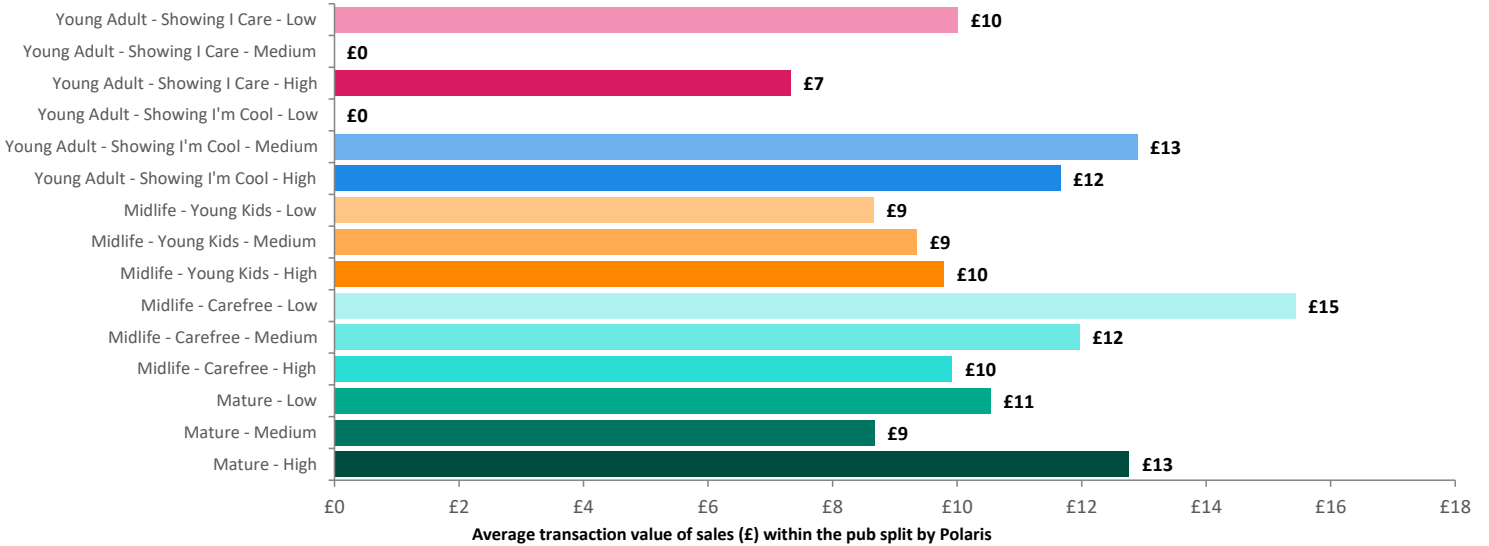
© 2023 CACI Limited and all other applicable third party notices (Reward Insight) can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris

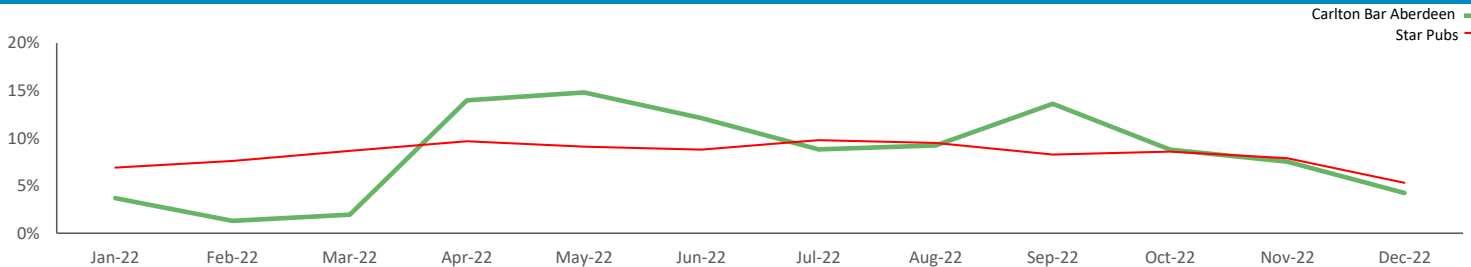
GB %



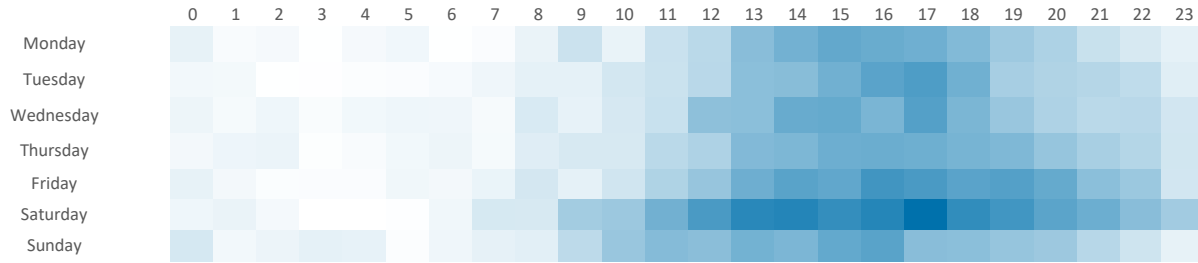
Average Transaction Values (£) by Polaris



Spend by Month

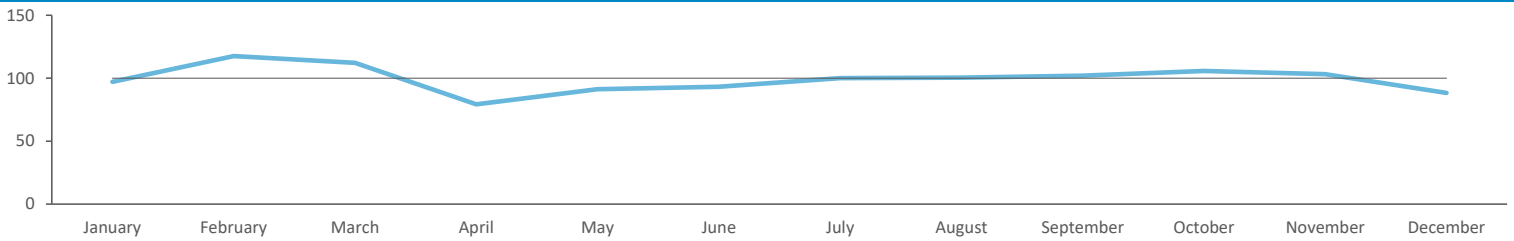


Time of Day/Day of Week



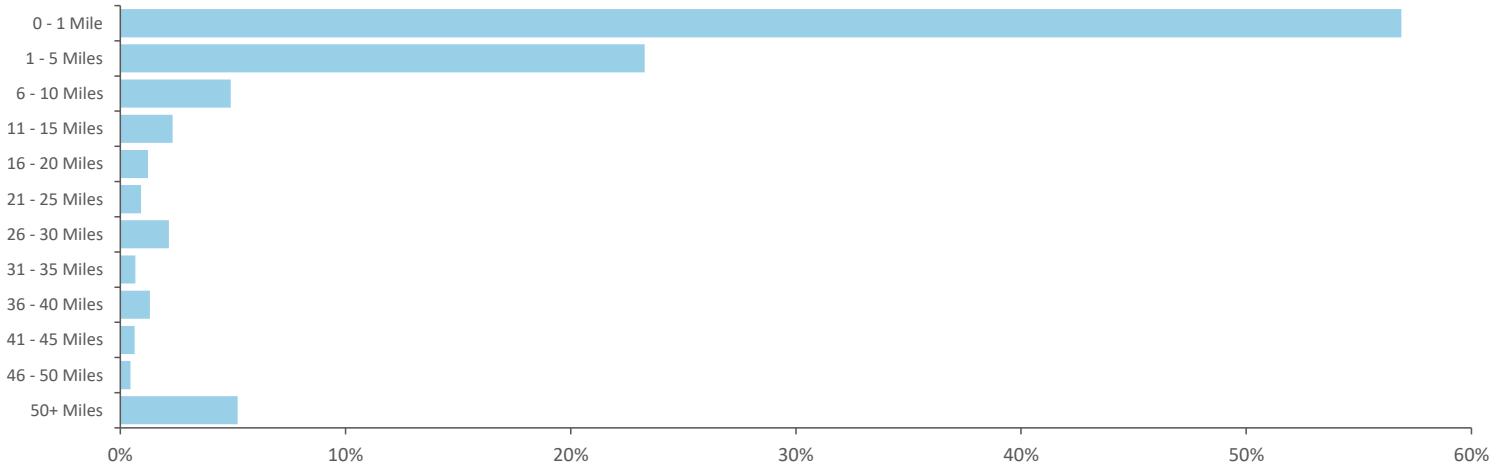
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



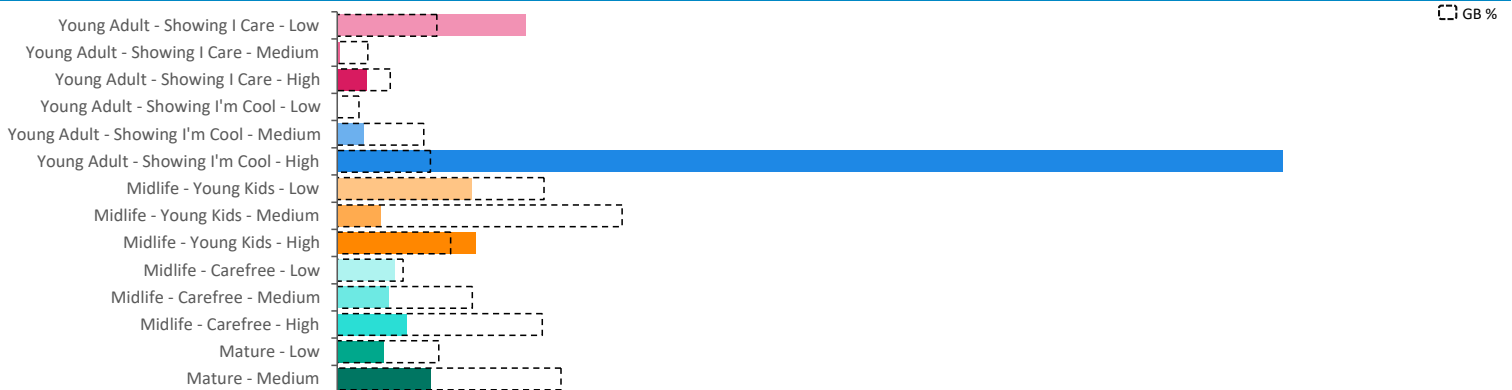
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



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

Polaris Plus Profile

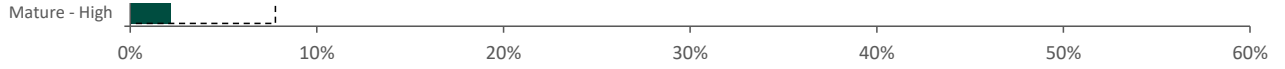


Mobile Data Summary - Carlton Bar Aberdeen

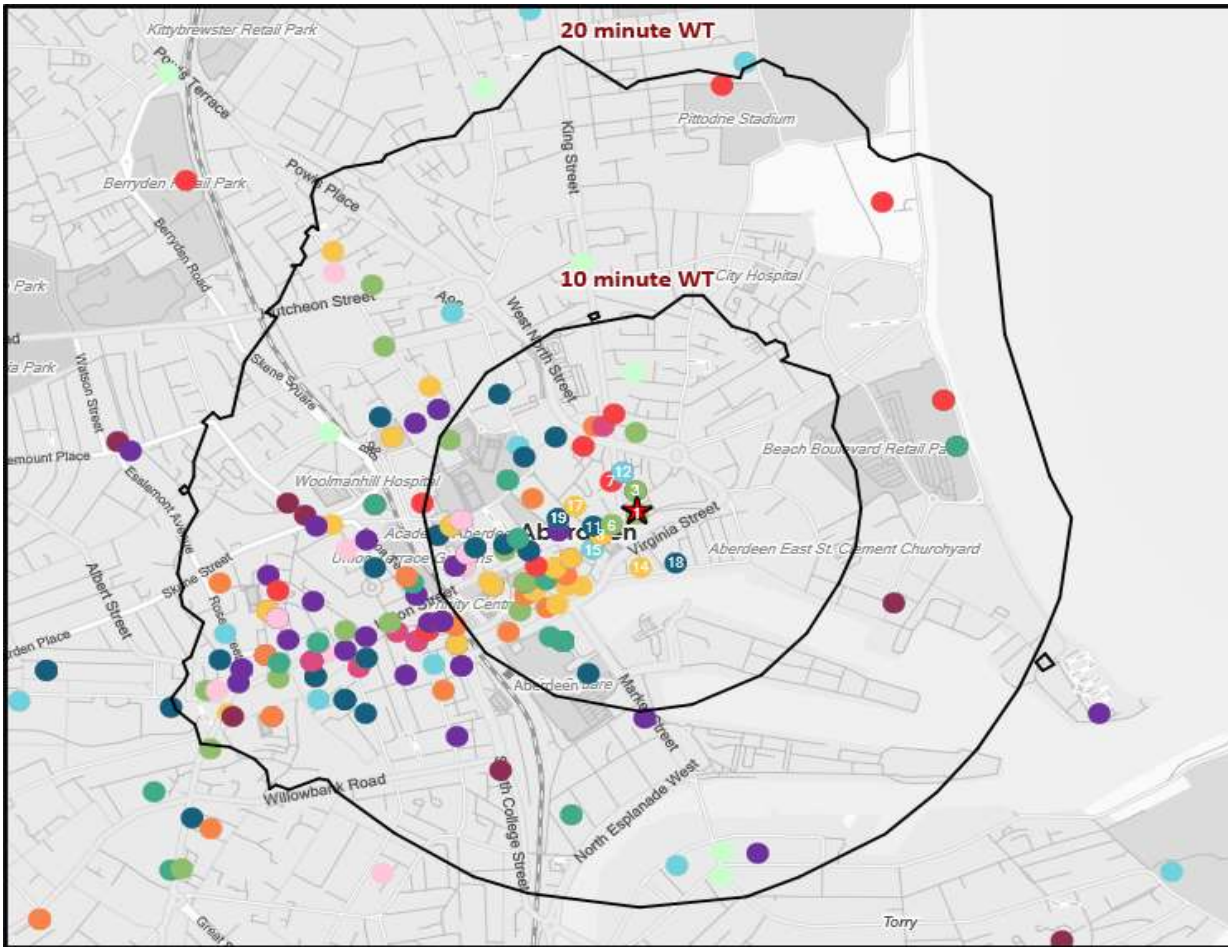


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



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



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Carlton Bar	AB11 5BB	Star Pubs & Bars	High Street Pub	0.0
1	Old Blackfriars	AB11 5BB	Greene King	Circuit Bar	0.0
3	Archibald Simpson	AB11 5BQ	Wetherspoons GB	Circuit Bar	0.0
3	Siam Cottage	AB11 5BQ	Independent Free	Restaurants	0.0
3	Portals Bar	AB11 5BQ	Independent Free	Circuit Bar	0.0
6	Wig	AB11 5BA	Star Pubs & Bars	Circuit Bar	0.0
7	Aberdeen Arts Centre & Theatre	AB24 5AA	Independent Free	Large Venue	0.1
8	Vue	AB11 5BW	Omers Private Equity	Large Venue	0.1
8	Grosvenor Casino	AB11 5BW	Rank	Large Venue	0.1
8	Fierce Bar	AB11 5BW	Independent Free	High Street Pub	0.1
11	Brewdog	AB11 5BU	BrewDog plc	ABOS	0.1
12	La Lombarda	AB24 5AX	Independent Free	Restaurants	0.1
12	Parkvale Supporters Club	AB24 5AX	Independent Free	Clubland	0.1
14	Regent Bridge Bar	AB11 5AH	Independent Free	High Street Pub	0.1
15	Ivy Lodge	AB11 5BY	Independent Free	Circuit Bar	0.1
15	Lane 7	AB11 5BY	Lane 7	Clubland	0.1
17	All Bar One	AB10 1LP	Mitchells & Butlers	High Street Pub	0.1
18	Characters	AB11 5BE	Independent Free	ABOS	0.1
19	Ye Olde Frigat Bar	AB10 1AU	Independent Free	Circuit Bar	0.1
19	City	AB10 1AU	Independent Free	ABOS	0.1