Catchment Summary - Snuggery Aberdeen
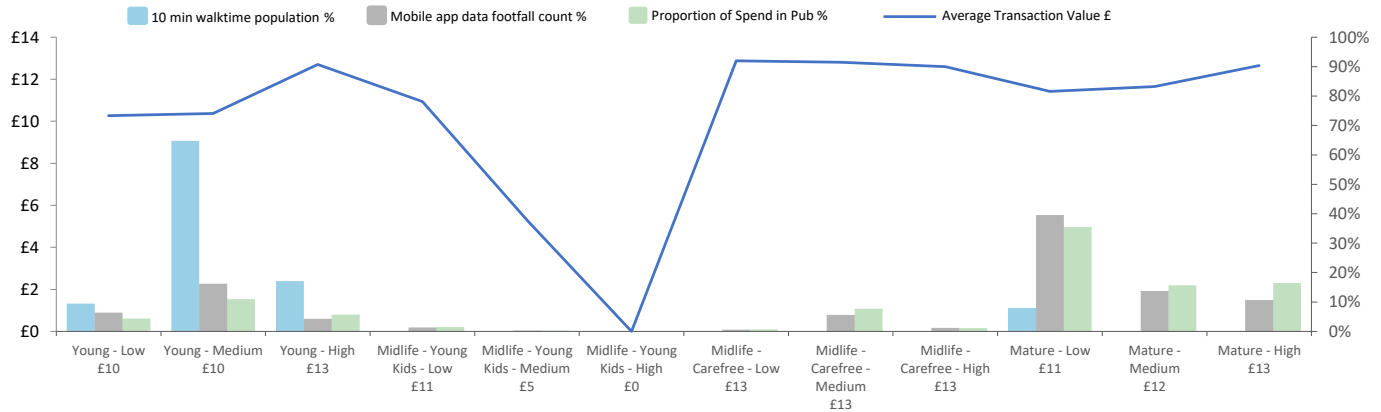
Ship To	Name	Postcode	Operator	Segment	Sparsity
855812	Snuggery Aberdeen	AB11 5PY	Star Pubs & Bars	Circuit Bar	10

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 - Snuggery Aberdeen

★ star
PUBS&BARS

*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**
	Over GB Average						
	Around GB Average						
	Under GB Average						
	Population	5,431	32,236	239,363	101	174	55
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	4,965	29,000	197,173	110	190	56
	Competition Pubs	74	118	207	411	328	50
	Adults 18+ per Competition Pub	67	246	953	8	29	111
	% Adults Likely to Drink	77.7%	77.5%	78.1%	102	102	102
Affluence	Low	17.4%	25.1%	36.7%	52	75	110
	Medium	64.7%	51.1%	36.6%	170	134	96
	High	17.1%	23.0%	25.3%	63	84	93
*Affluence does not include Not Private Households							
Age Profile	18-24	1,408	6,638	21,318	318	253	109
	25-34	1,580	8,840	40,782	218	206	128
	35-44	791	5,364	37,733	110	126	119
	45-64	793	5,479	57,157	57	66	93
	65+	393	2,679	40,183	38	43	87
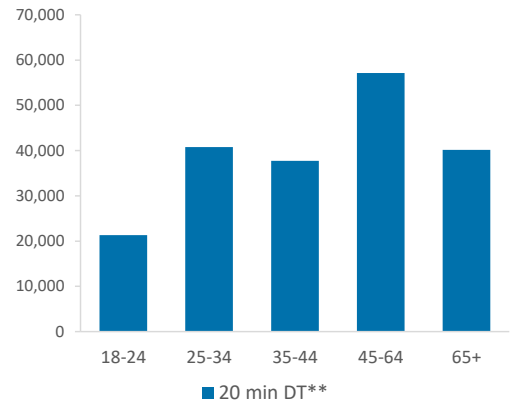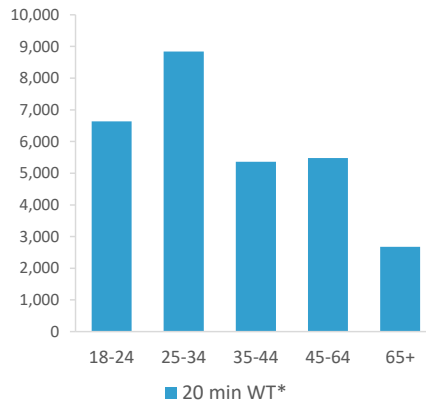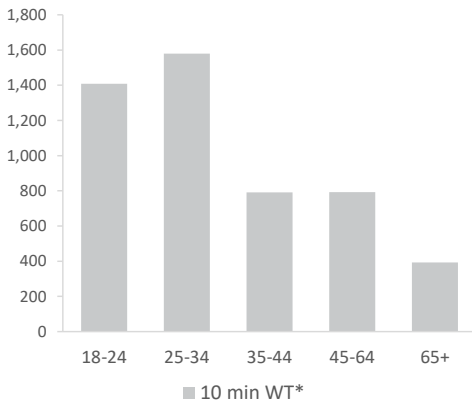
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,043 (56%)	17,488 (54%)	119,786 (50%)	114	111	102
	Female	2,388 (44%)	14,748 (46%)	119,577 (50%)	86	90	98
Economic Status (16+)	Employed: Full-time	2,318 (46%)	14,340 (49%)	88,336 (44%)	135	142	127
	Employed: Part-time	282 (6%)	1,809 (6%)	21,584 (11%)	47	52	90
	Self employed	225 (4%)	1,282 (4%)	11,072 (5%)	49	47	60
	Unemployed	71 (1%)	451 (2%)	2,705 (1%)	51	56	49
	Full-time student	824 (16%)	3,764 (13%)	12,253 (6%)	693	541	256
	Retired	276 (6%)	2,218 (8%)	38,220 (19%)	25	35	87
	Other	1,005 (20%)	5,421 (19%)	27,397 (14%)	115	106	78
	Total Worker Count	17,555	37,544	161,113			

See the Glossary page for further information on the above variables
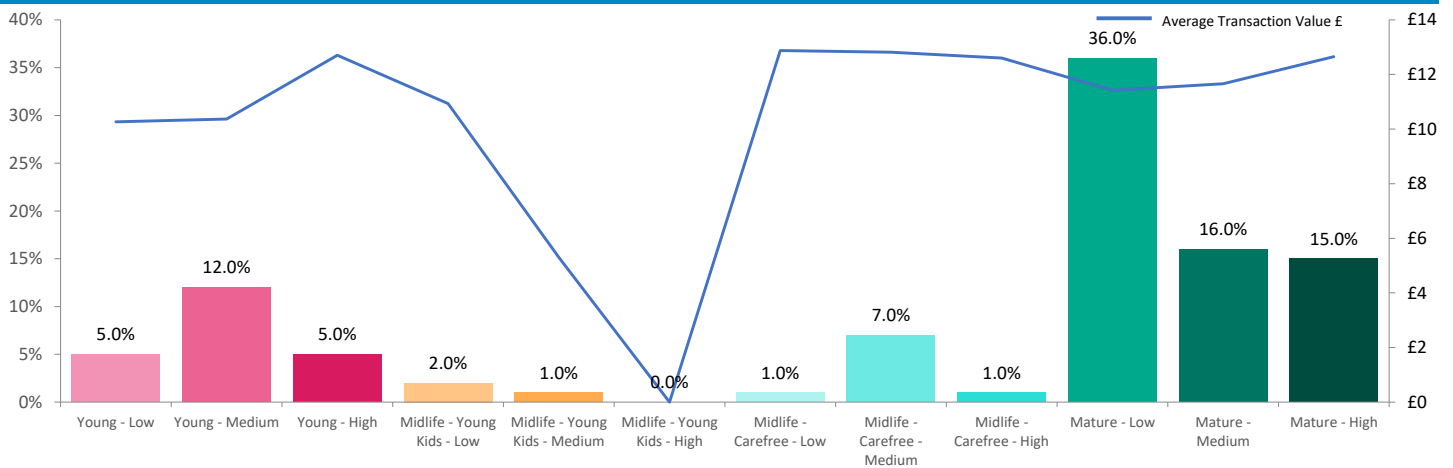
Transactional Data Summary - Snuggery Aberdeen

Spend by Polaris Plus

GB %

Segment	%
Young - Low	4.4%
Young - Medium	10.9%
Young - High	5.7%
Midlife - Young Kids - Low	1.5%
Midlife - Young Kids - Medium	0.3%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.7%
Midlife - Carefree - Medium	7.8%
Midlife - Carefree - High	1.1%
Mature - Low	35.5%
Mature - Medium	15.7%
Mature - High	16.4%

Percentage of total sales split by Polaris Plus segment within the pub
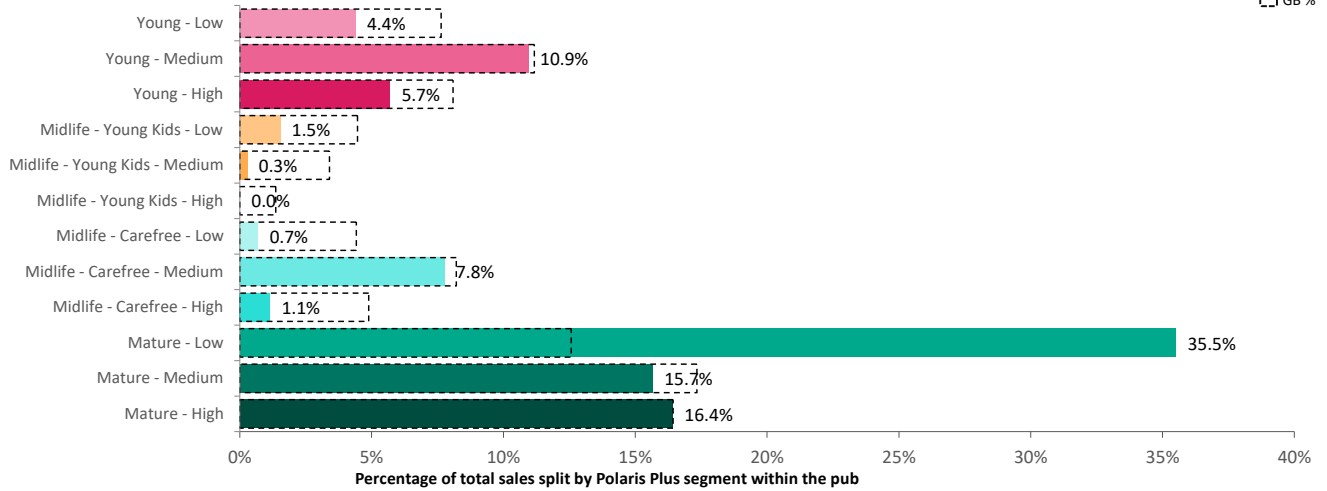
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	5.0%
Young - Medium	12.0%
Young - High	5.0%
Midlife - Young Kids - Low	2.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	1.0%
Midlife - Carefree - Medium	7.0%
Midlife - Carefree - High	1.0%
Mature - Low	36.0%
Mature - Medium	16.0%
Mature - High	15.0%

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

Spend by Month and Polaris
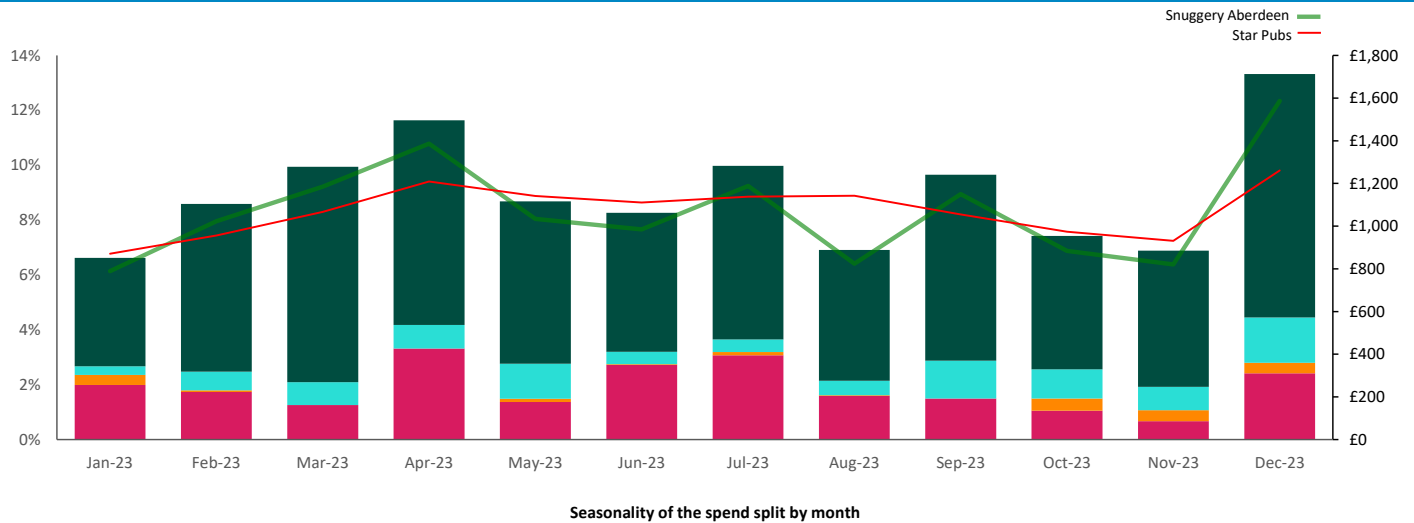
Snuggery Aberdeen
Star Pubs

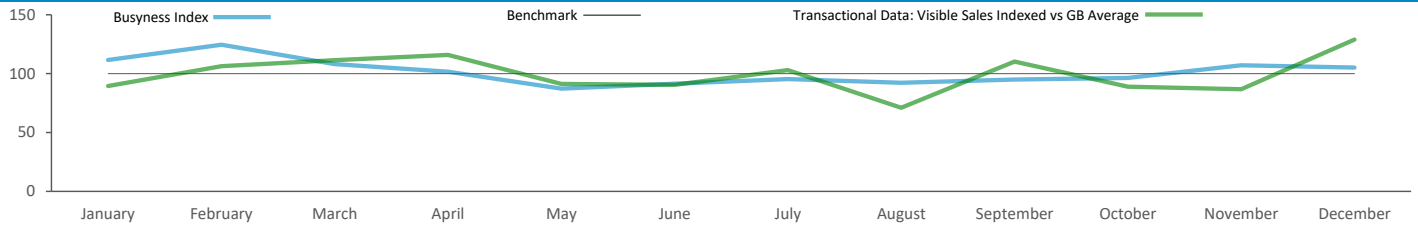Seasonality of the spend split by month

Mobile Data Summary - Snuggery Aberdeen

★ star
PUBS&BARS
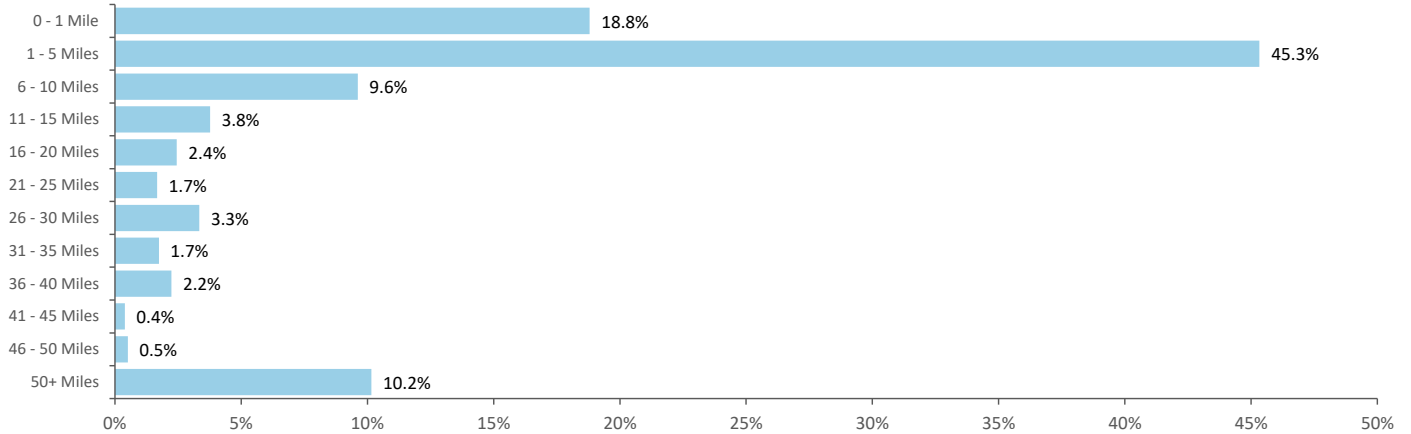
Time of Day/Day of Week

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

Busyness Index ——— Benchmark ——— Transactional Data: Visible Sales Indexed vs GB Average ———

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

Distance	Percentage
0 - 1 Mile	18.8%
1 - 5 Miles	45.3%
6 - 10 Miles	9.6%
11 - 15 Miles	3.8%
16 - 20 Miles	2.4%
21 - 25 Miles	1.7%
26 - 30 Miles	3.3%
31 - 35 Miles	1.7%
36 - 40 Miles	2.2%
41 - 45 Miles	0.4%
46 - 50 Miles	0.5%
50+ Miles	10.2%

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

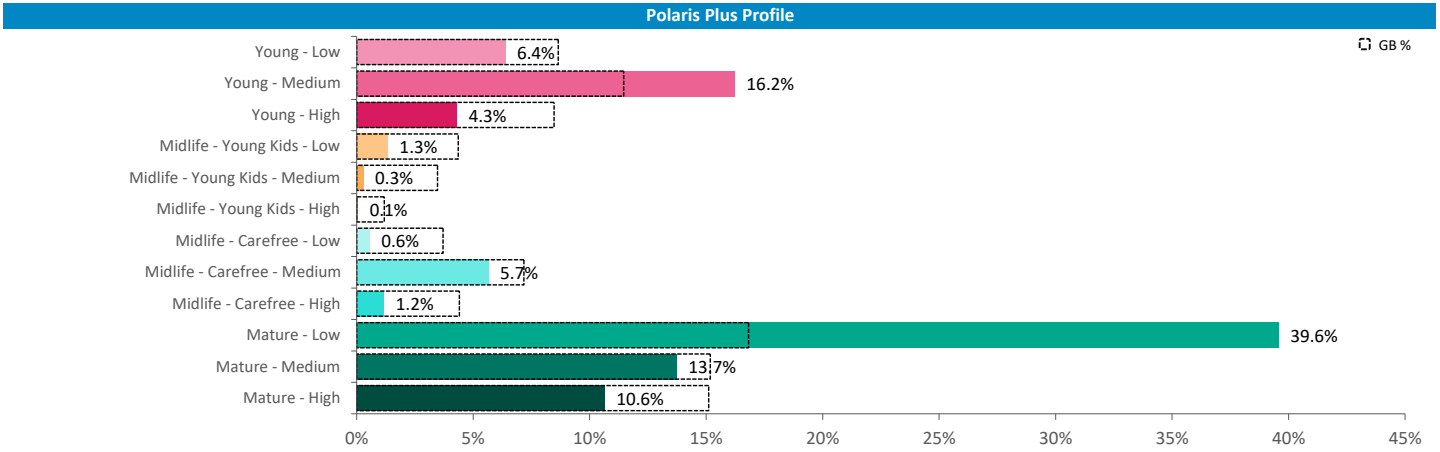## Audience Classification by Polaris Plus

Base: GB

Audience	Percentage
Resident	44.6%
Worker	20.4%
Tourist	20.0%
Local Tourist	15.0%
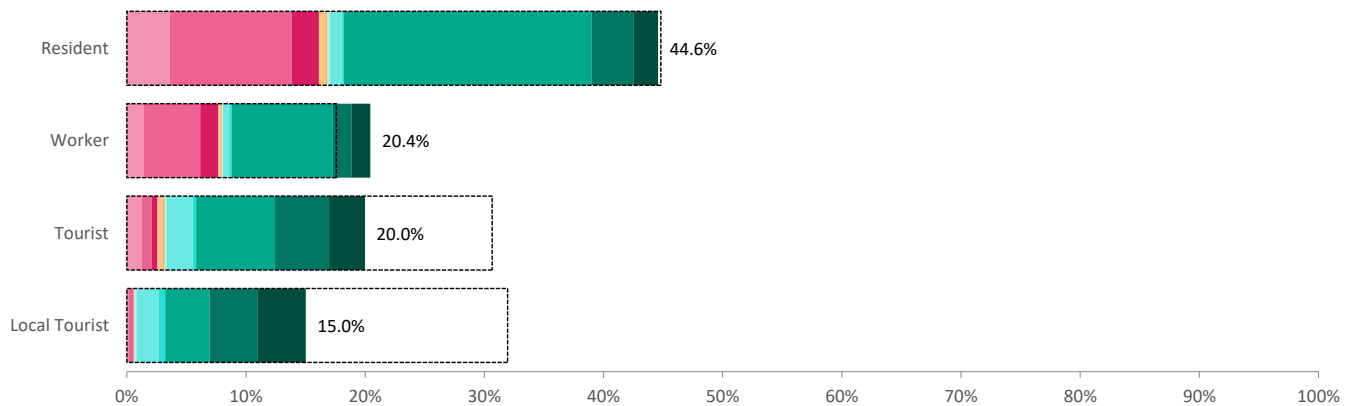
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile

⌞⌝ GB %

Category	%
Young - Low	6.4%
Young - Medium	16.2%
Young - High	4.3%
Midlife - Young Kids - Low	1.3%
Midlife - Young Kids - Medium	0.3%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	0.6%
Midlife - Carefree - Medium	5.7%
Midlife - Carefree - High	1.2%
Mature - Low	39.6%
Mature - Medium	13.7%
Mature - High	10.6%

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

Distance	%
0 - 1 Mile	18.0%
1 - 5 Miles	46.0%
6 - 10 Miles	9.8%
11 - 15 Miles	3.8%
16 - 20 Miles	2.5%
21 - 25 Miles	1.7%
26 - 30 Miles	3.4%
31 - 35 Miles	1.8%
36 - 40 Miles	2.3%
41 - 45 Miles	0.4%
46 - 50 Miles	0.5%
50+ Miles	10.0%

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

Mobile Data Summary - Snuggery Aberdeen

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

Weekday

	pre 11am (25%)	11am-2pm (23%)	2pm-5pm (22%)	5pm-8pm (16%)	8pm-11pm (8%)	11pm+ (6%)
Mature	66.1%	63.9%	64.9%	62.3%	57.5%	54.0%
Midlife - Carefree	6.5%	8.3%	7.0%	6.3%	7.4%	6.6%
Midlife - Young Kids	2.1%	1.5%	1.7%	1.3%	1.8%	3.0%
Young	25.3%	26.2%	26.4%	30.1%	33.3%	36.3%

● Young ● Midlife - Young Kids ● Midlife - Carefree ● Mature
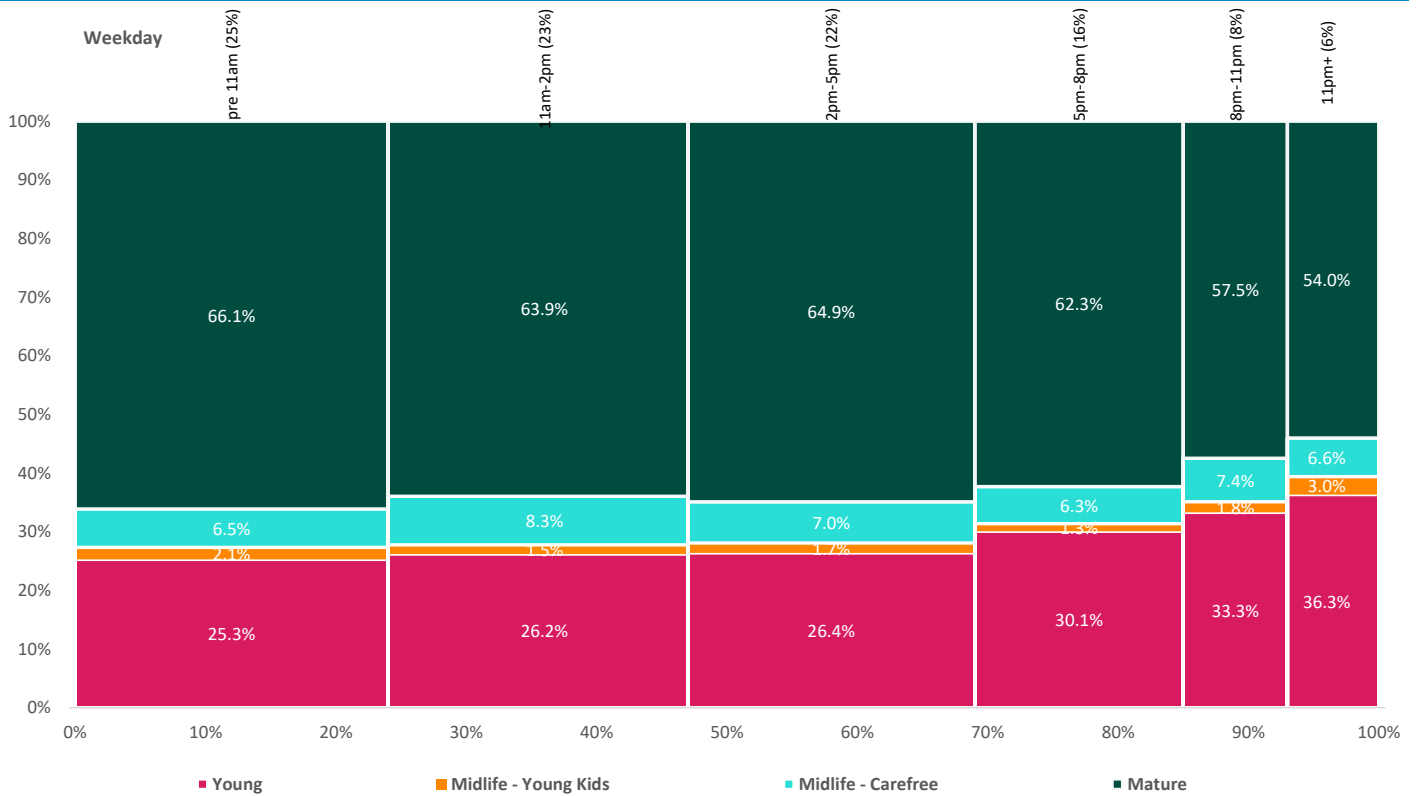
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (19%)	11am-2pm (22%)	2pm-5pm (22%)	5pm-8pm (15%)	8pm-11pm (11%)	11pm+ (11%)
Mature	62.0%	65.7%	64.1%	63.6%	58.8%	57.1%
Midlife - Carefree	6.3%	7.8%	7.6%	6.6%	7.3%	10.0%
Midlife - Young Kids	2.0%	1.5%	1.5%	1.0%	1.9%	1.6%
Young	29.6%	25.0%	26.8%	28.8%	32.0%	31.3%

● Young ● Midlife - Young Kids ● Midlife - Carefree ● Mature

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

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Polaris Summary - Snuggery Aberdeen

star
PUBS & BARS

Legend:
- ★ Pub Sites
- N Catchment

Polaris Segments
- ● Young
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature

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	4,532	22,776	58,851	332	285	108
Midlife - Young Kids	0	90	2,854	0	3	13
Midlife - Carefree	0	47	14,577	0	1	47
Mature	395	5,832	118,117	18	45	135
Not Private Households	38	255	2,774	58	67	107
Total	4,965	29,000	197,173			

Polaris Plus Summary - Snuggery Aberdeen

Legend:
- ★ Pub Sites
- N Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

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	469	2,079	7,674	96	73	40
Medium	3,214	14,713	33,621	590	462	155
High	849	5,984	17,556	254	307	132
Midlife - Young Kids						
Low	0	0	1,900	0	0	18
Medium	0	0	620	0	0	7
High	0	90	334	0	28	15
Midlife - Carefree						
Low	0	9	1,408	0	1	17
Medium	0	0	10,570	0	0	75
High	0	38	2,599	0	3	30
Mature						
Low	395	5,179	61,338	58	130	226
Medium	0	92	27,369	0	2	89
High	0	561	29,410	0	13	99
Not Private Households	38	255	2,774	58	67	107
Total	4,965	29,000	197,173			

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Data Source © 2023 TomTom
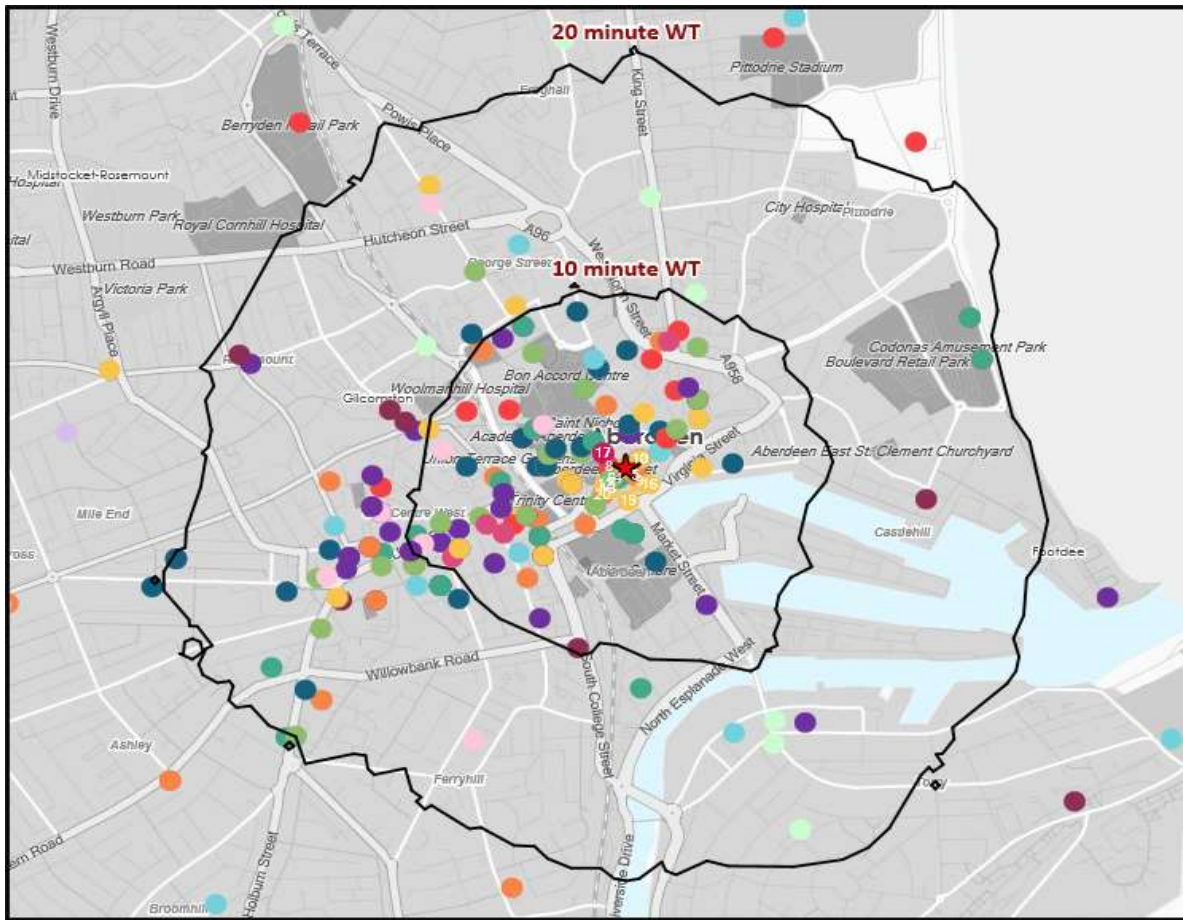
Pub Sites
Catchment

CGA Licensed Premises
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Wilsons Bar	AB11 5PY	Independent Free	High Street Pub	0.0
0	Rox Hotel	AB11 5PY	Independent Free	Hotel	0.0
0	Snuggery	AB11 5PY	Star Pubs & Bars	Circuit Bar	0.0
0	Lounge Bar And Kitchen	AB11 5PY	Independent Free	High Street Pub	0.0
4	Gas Lamp	AB11 5PL	Independent Free	Casual Dining	0.0
5	Aberdeen Douglas Hotel	AB11 5EL	Independent Free	Hotel	0.0
6	Cheerz	AB11 6NU	Independent Free	Night Club	0.0
6	Market Arms	AB11 6NU	Independent Free	Circuit Bar	0.0
8	Tunnel	AB11 5PA	Independent Free	Large Venue	0.0
9	Malones	AB11 5BZ	Independent Free	High Street Pub	0.0
10	Goulash Hungarian Restaurant	AB11 5BL	Independent Free	Restaurants	0.0
10	Angus & Ale	AB11 5BL	Independent Free	High Street Pub	0.0
12	Casc	AB11 6ND	Independent Free	High Street Pub	0.1
13	Wagleys Bar Lounge	AB11 6PH	Independent Free	Circuit Bar	0.1
13	Spirit Level	AB11 6PH	Independent Free	High Street Pub	0.1
13	Cheerz	AB11 6PH	Independent Free	High Street Pub	0.1
16	Krakatoa	AB11 5AA	Independent Free	High Street Pub	0.1
17	Tunnels	AB10 1BF	Independent Free	ABOS	0.1
17	Unit 51	AB10 1BF	Independent Free	Night Club	0.1
19	Craftmans Company	AB11 6NE	Independent Free	High Street Pub	0.1
20	Carmelite	AB11 6JU	Independent Free	Hotel	0.1

Per Pub Analysis - Snuggery Aberdeen

*WT= Walktime, **DT= Drivetime
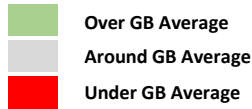
Over GB Average	
Around GB Average	
Under GB Average	

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,965	29,000	197,173
Number of Competition Pubs	74	118	207
Adults 18+ per Competition Pub	67	246	953

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	15	919	18.5%	230
Circuit Bar	20	450	9.1%	224
Community Pub	0	602	12.1%	63
Craft Led	0	631	12.7%	368
Great Pub Great Food	5	832	16.8%	95
High Street Pub	24	825	16.6%	90
Premium Local	2	667	13.4%	81

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	25	5,134	17.7%	220
Circuit Bar	26	2,300	7.9%	196
Community Pub	6	4,493	15.5%	81
Craft Led	0	3,237	11.2%	323
Great Pub Great Food	10	5,022	17.3%	98
High Street Pub	31	5,115	17.6%	96
Premium Local	6	3,434	11.8%	72

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	32	15,975	8.1%	101
Circuit Bar	27	9,327	4.7%	117
Community Pub	18	45,364	23.0%	120
Craft Led	0	8,226	4.2%	121
Great Pub Great Food	15	33,249	16.9%	95
High Street Pub	35	40,923	20.8%	113
Premium Local	28	29,358	14.9%	90

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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	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*
Consumer Insight	*"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"*
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: 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.

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