

Aberdeen City Council

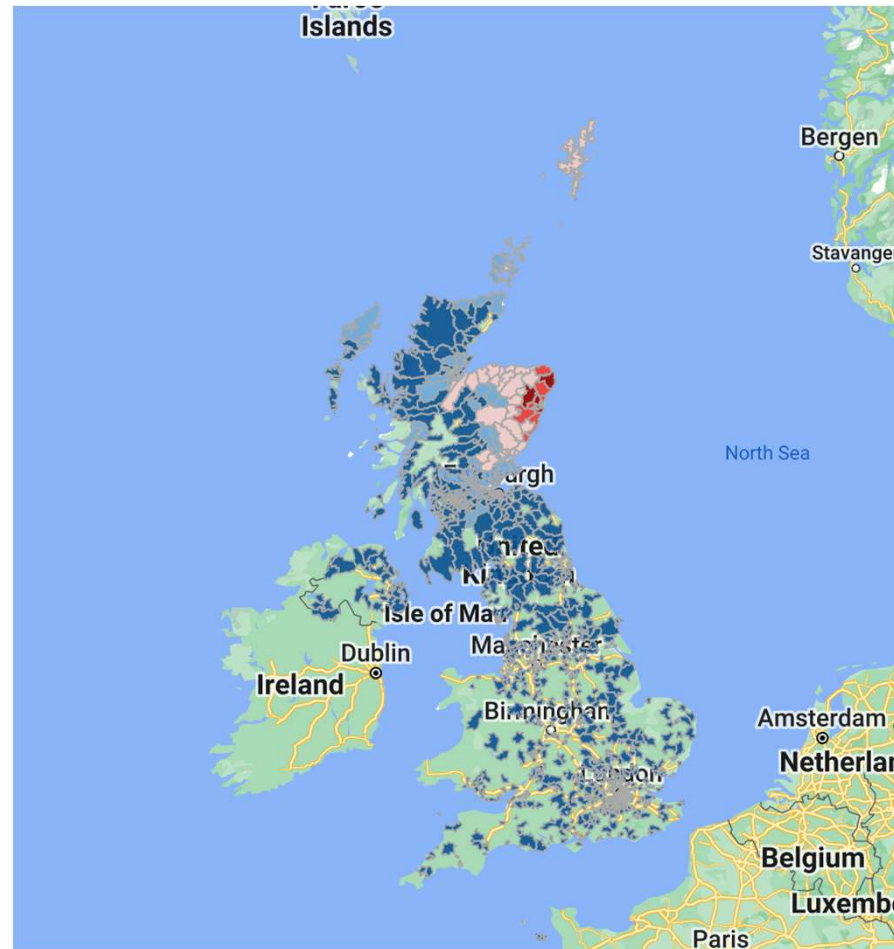
Audience Mapping and Analysis

Charlotte Wilson Research Services

October 2023

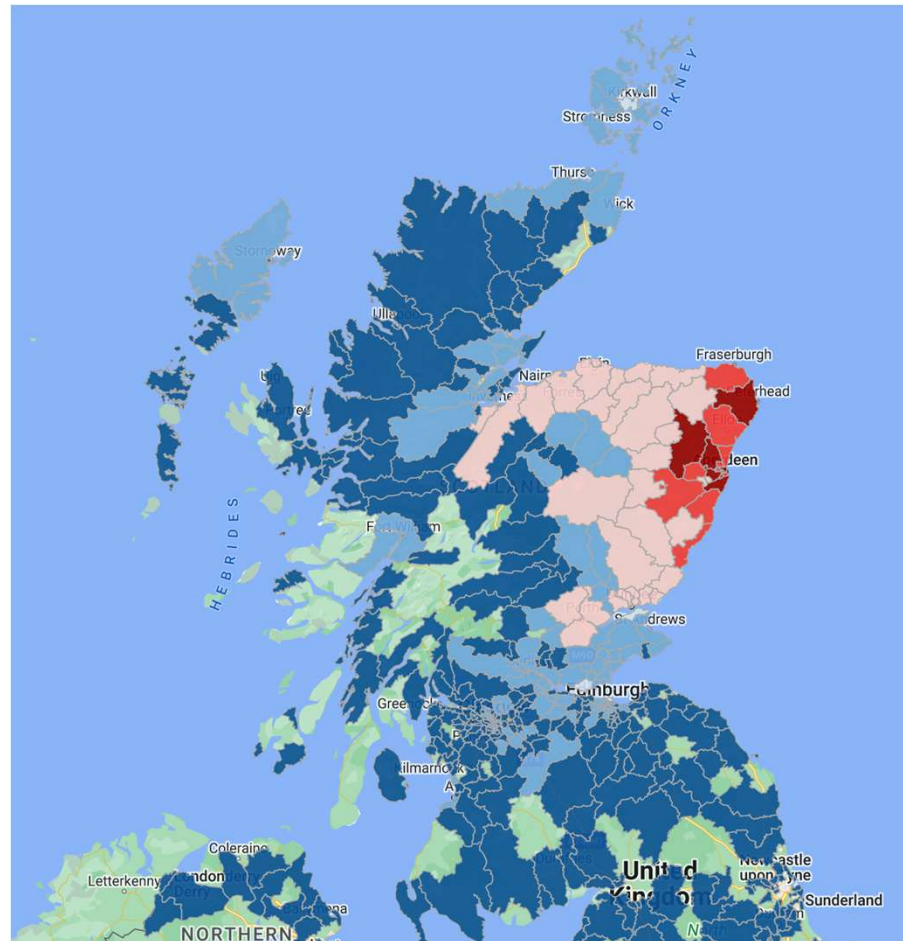
APA Audiences 22/23 – 59,854 valid postcodes

Colour	Bookers	Count of Postcode Districts	% Bookers
Dark Blue	0-10	987	87%
Light Blue	11-50	80	7%
Very Light Blue	51-100	4	*
Light Red	101-1000	33	3%
Red	1001-2500	11	1%
Dark Red	2500-5633	7	1%



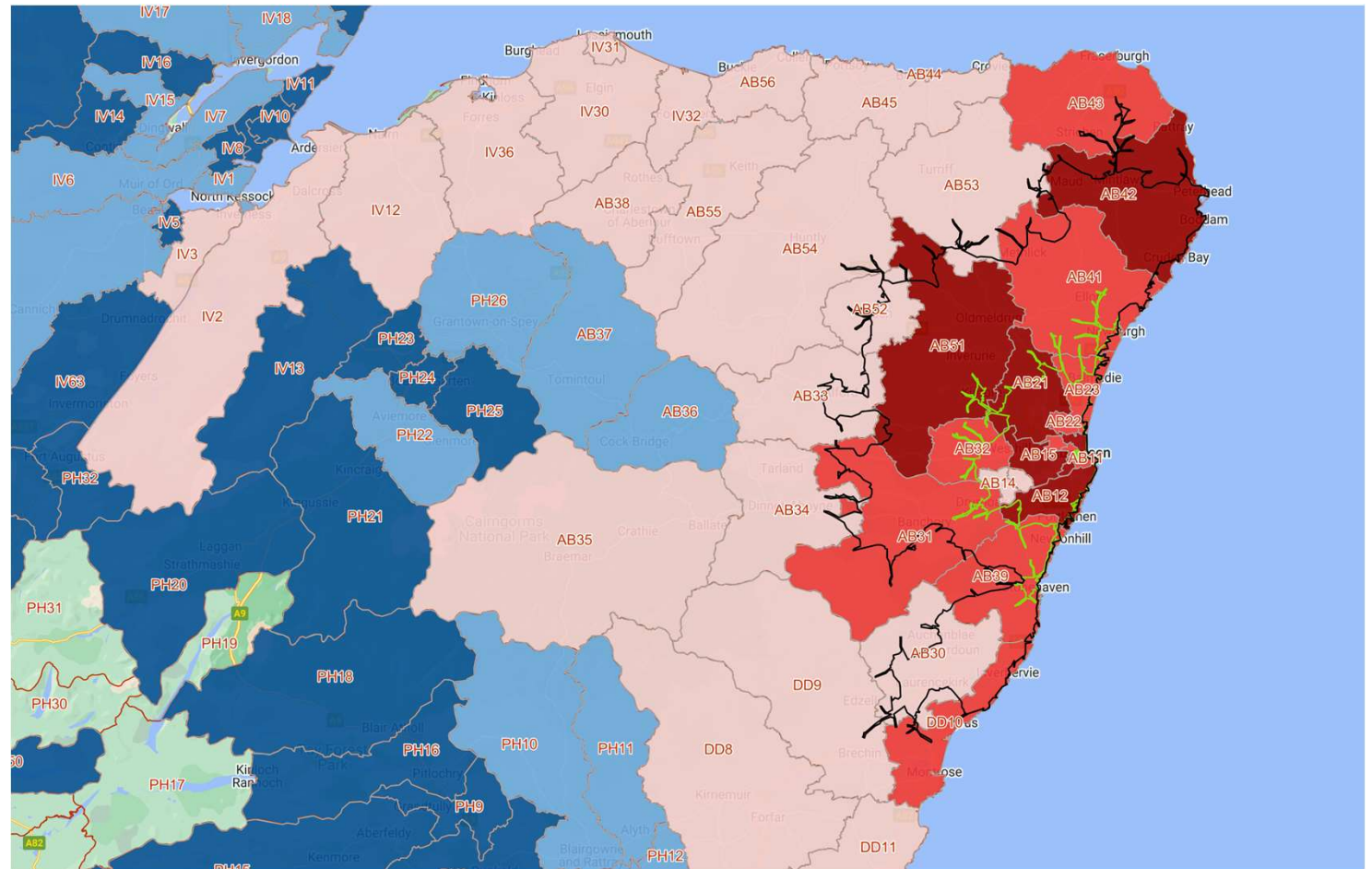
APA Audiences 22/23 – 59,854 valid postcodes

Colour	Bookers	Count of Postcode Districts	% Bookers
Dark Blue	0-10	987	87%
Light Blue	11-50	80	7%
Very Light Blue	51-100	4	*
Light Pink	101-1000	33	3%
Orange	1001-2500	11	1%
Dark Red	2500-5633	7	1%



APA Audiences 22/23 – 59,854
valid postcodes

Green outline – 30 min drivetime –
43% of bookers
Black outline – 60 min drivetime –
65% of bookers



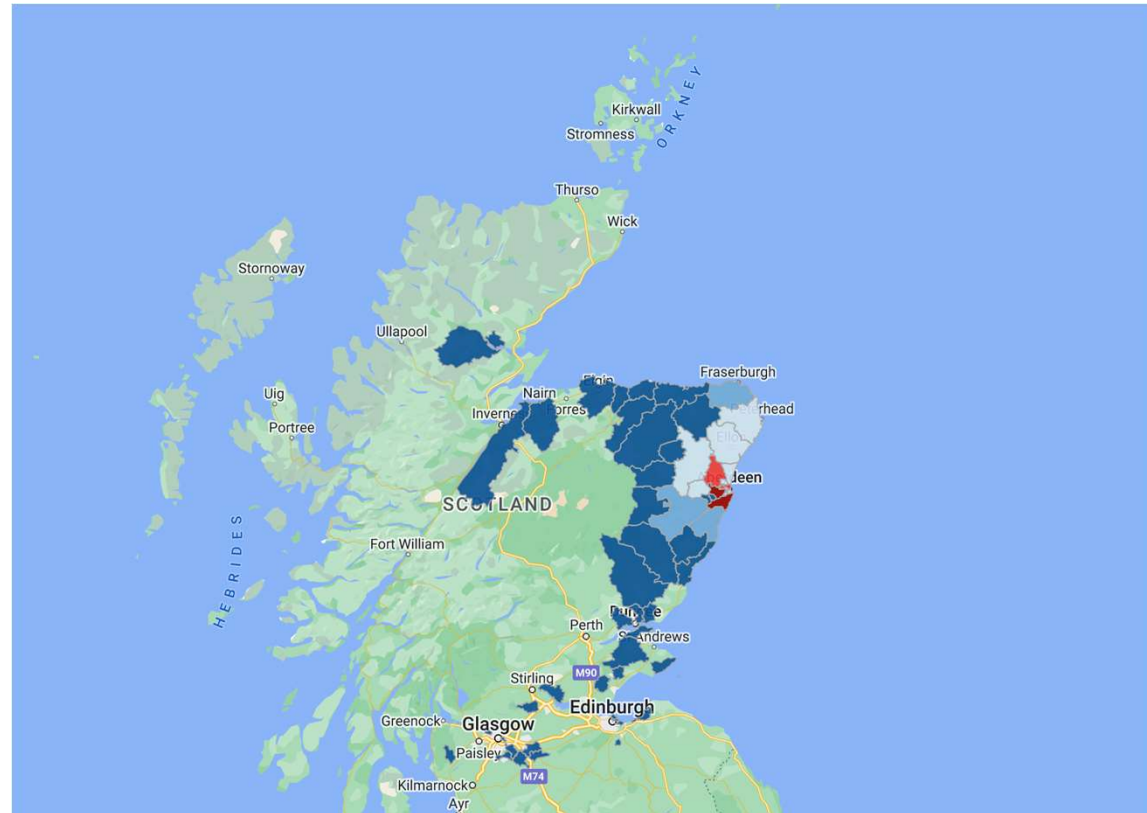
APA Audiences 22/23 – 59,854 valid postcodes

** yellow highlighted districts indicate priority neighbourhood areas

Postcode District	Location	APA Booker Households	% Bookers	HH Population	% Penetration
AB15	Bielside, Criagiebuckler, Cults, Hazlehead, Kingswells, Mannofield, Milltimber	5,633	9%	18,029	31%
AB51	Inverurie	3,825	6%	16,626	23%
AB12	Altens, Ardoe, Banchory, Devenick, Bridge of Dee, Cove Bay, Maryculter, Nigg, Portlethen	3,139	5%	12,574	25%
AB21	Blackburn, Bucksburn, Dyce, Fintray, Kinellar, Newmacher, Whiterashes	2,977	5%	12,899	23%
AB10	City Centre, Bridge of Dee, Mannofield	2,745	4%	12,336	22%
AB24	Old Aberdeen, Woodside, Tillydrone, Seaton	2,694	4%	18,447	15%
AB42	Hatton, St Fergus	2,541	4%	16,209	16%
AB41	Ellon	2,357	4%	9,531	25%
AB39	Stonehaven, Newtonhill	2,261	3%	8,280	27%
AB25	Kittybrewster, Foresterhill, Rosemount	2,081	3%	10,638	20%

AAC Audiences 22/23 – 401 valid postcodes

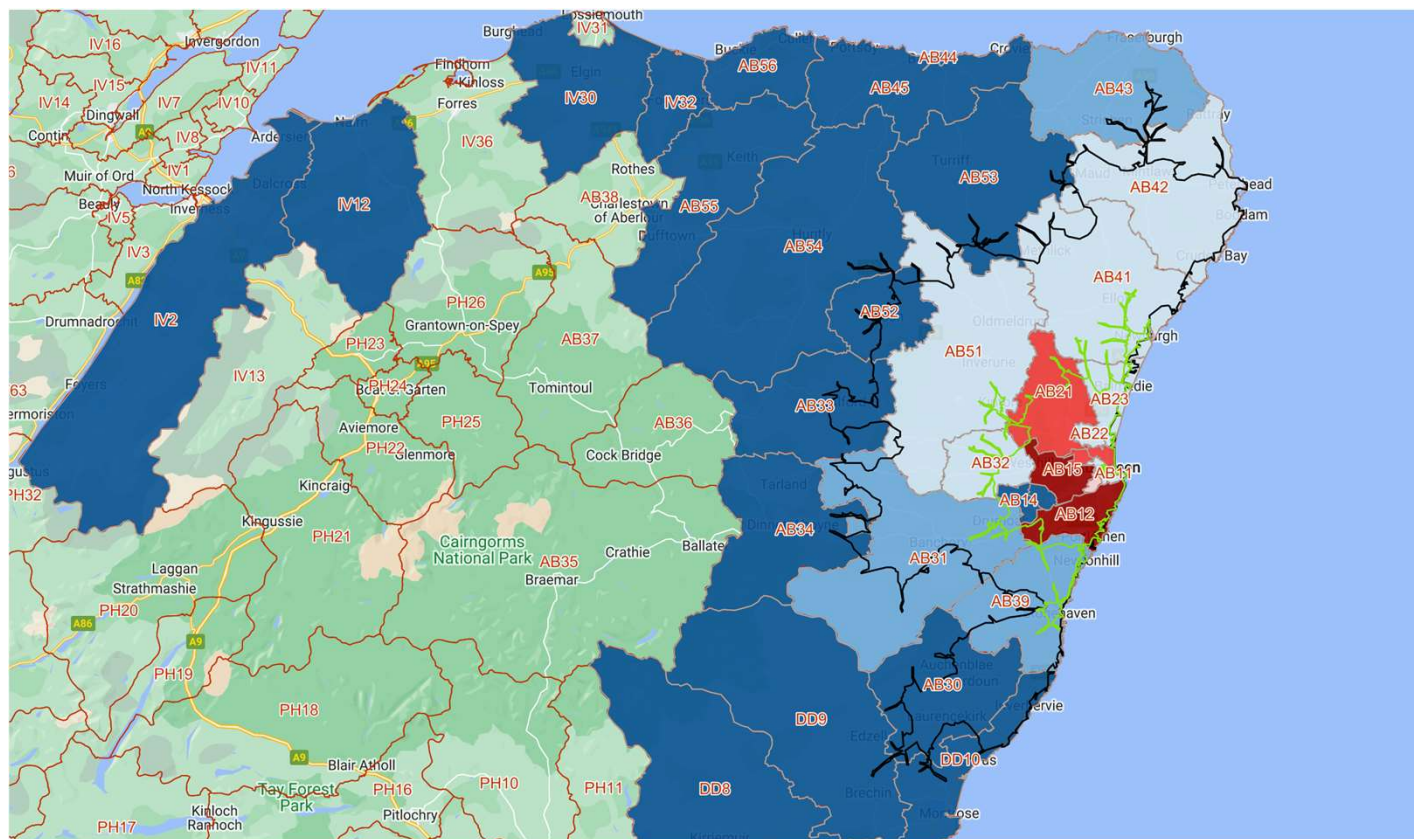
Colour	Bookers	Count of Postcode Districts	% Bookers
Dark Blue	0-5	45	71%
Light Blue	6-10	2	3%
Very Light Blue	11-20	7	11%
Light Red	21-25	1	2%
Orange	26-30	3	5%
Dark Red	30-33	2	3%



AAC Audiences 22/23 – 401 valid postcodes

Green outline – 30 min drivetime – 56% of bookers

Black outline – 60 min drivetime – 76% of bookers



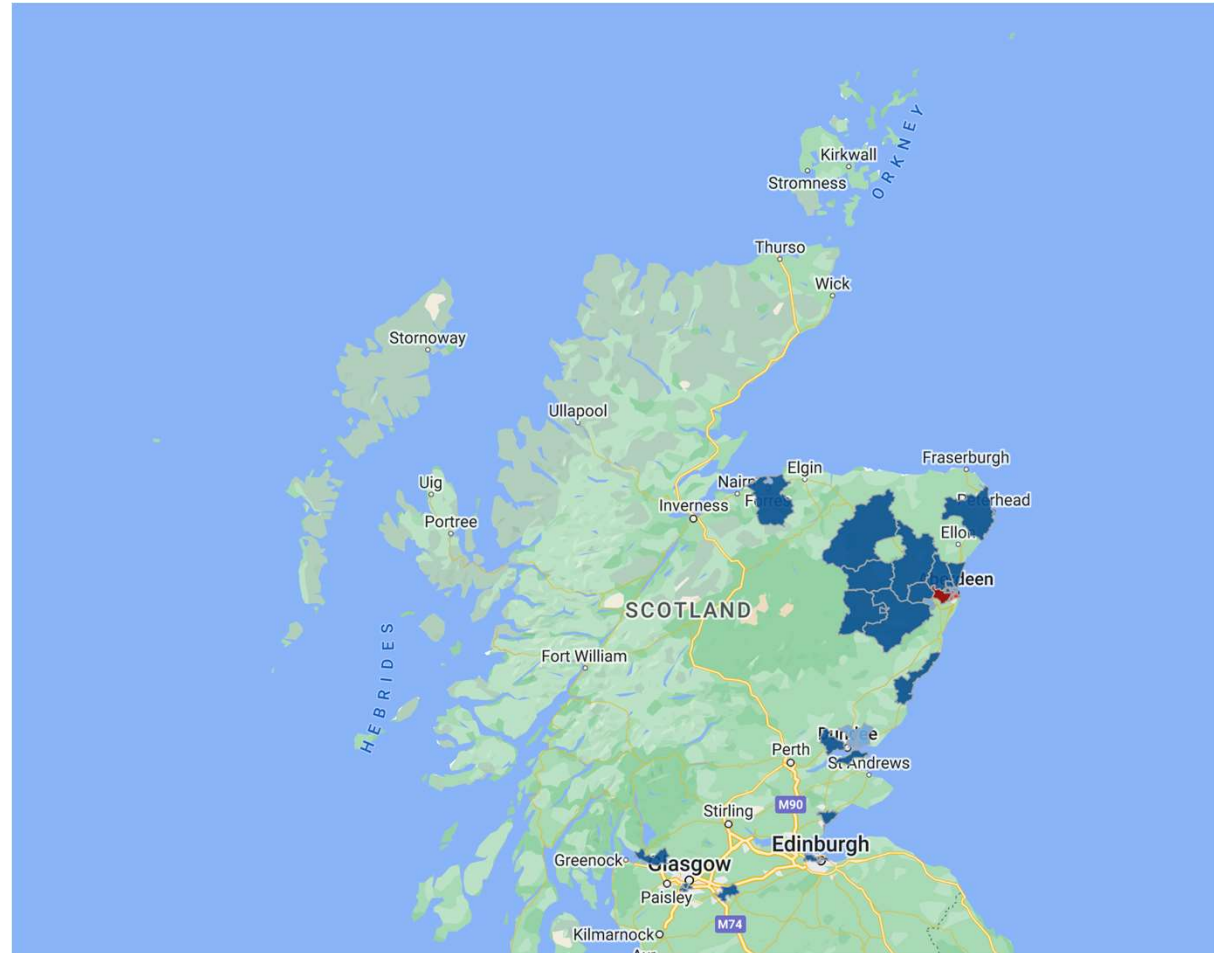
AAC Audiences 22/23 – 401 valid postcodes

** yellow highlighted districts indicate priority neighbourhood areas

Postcode District	Location	AAC Booker Households	% Bookers	HH Population	% Penetration
AB15	Bielside, Criagiebuckler, Cults, Hazlehead, Kingswells, Mannofield, Milltimber	33	8%	18,029	2%
AB12	Altens, Ardoe, Banchory, Devenick, Bridge of Dee, Cove Bay, Maryculter, Nigg, Portlethen	32	8%	12,574	3%
AB16	Mastrick, Northfield, Middlefield, Cornhill	28	7%	12,950	2%
AB21	Blackburn, Bucksburn, Dyce, Fintray, Kinellar, Newmacher, Whiterashes	28	7%	12,899	2%
AB24	Old Aberdeen, Woodside, Tillydrone, Seaton	27	7%	18,447	1%
AB10	City Centre, Bridge of Dee, Mannofield	22	5%	12,336	2%
AB11	City Centre, Torry	21	5%	11,676	2%
AB25	Kittybrewster, Foresterhill, Rosemount	18	4%	10,638	2%
AB22	Bridge of Don, Danestone, Grandholm, Persley	17	4%	7,427	2%
AB41	Ellon	17	4%	9,531	2%

DanceLive Audiences 22/23 – 81 valid postcodes

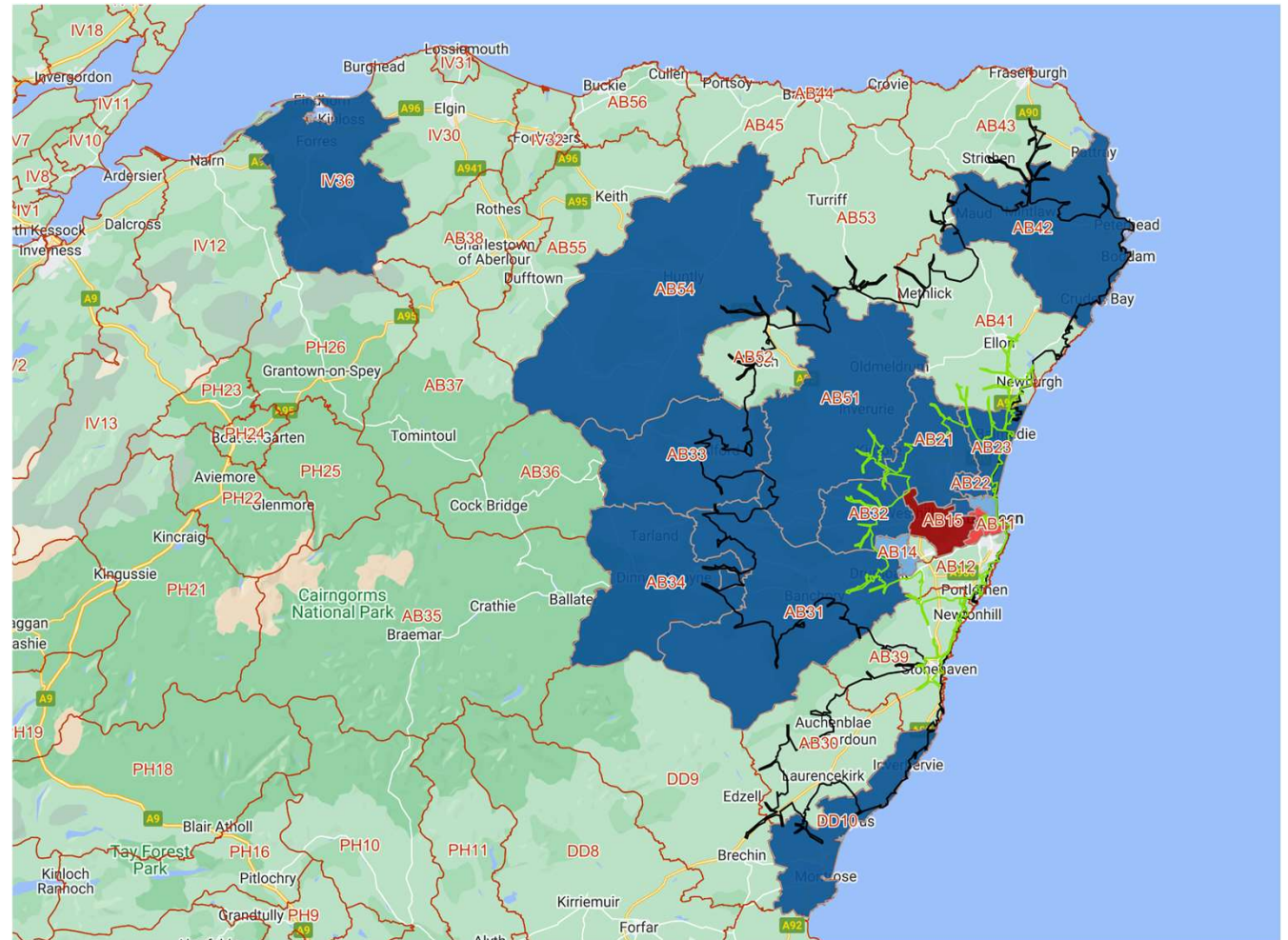
Colour	Bookers	Count of Postcode Districts	% Bookers
Dark Blue	0-2	28	78%
Light Blue	3-5	4	11%
Orange	6-8	3	8%
Red	9-12	1	3%



DanceLive Audiences 22/23 – 81 valid postcodes

Green outline – 30 min drivetime – 54% of bookers

Black outline – 60 min drivetime – 63% of bookers



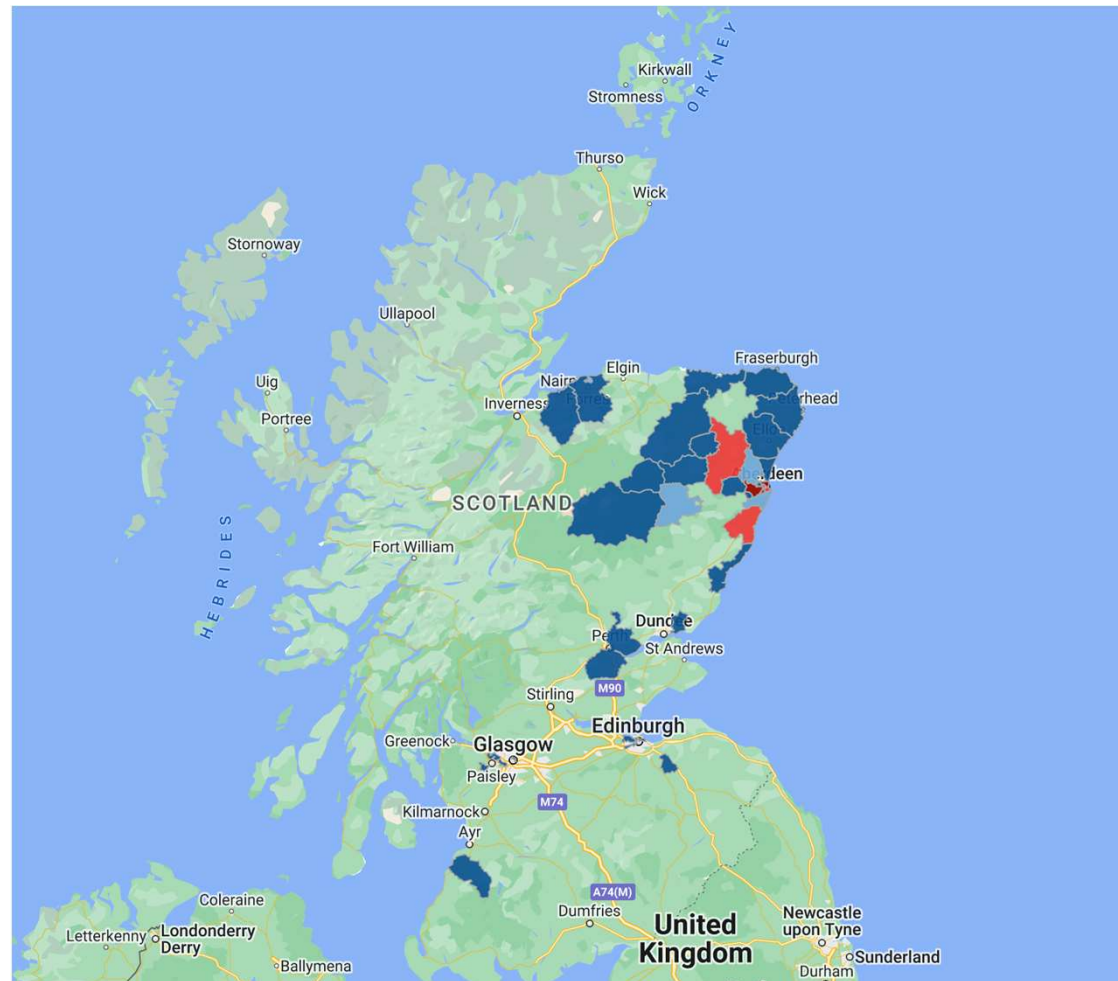
DanceLive Audiences 22/23 – 81 valid postcodes

** yellow highlighted districts indicate priority neighbourhood areas

Postcode District	Location	DLive Booker Households	% Bookers	HH Population	% Penetration
AB15	Bielside, Criagiebuckler, Cults, Hazlehead, Kingswells, Mannofield, Milltimber	12	15%	18,029	<1%
AB10	City Centre, Bridge of Dee, Mannofield	7	9%	12,336	<1%
AB11	City Centre, Torry	6	7%	11,676	<1%
AB25	Kittybrewster, Foresterhill, Rosemount	6	7%	10,638	<1%
AB24	Old Aberdeen, Woodside, Tillydrone, Seaton	5	6%	18,447	<1%
AB14	Peterculter, Upper Anguston	4	5%	2,305	2%
DD4	Dundee	3	4%	43,845	<1%
DD5	Dundee	3	4%	14,061	<1%
AB16	Mastrick, Northfield, Middlefield, Cornhill	2	2%	12,950	<1%
AB32	Westhill	2	2%	12,902	<1%

Sound Audiences 22/23 – 129 valid postcodes

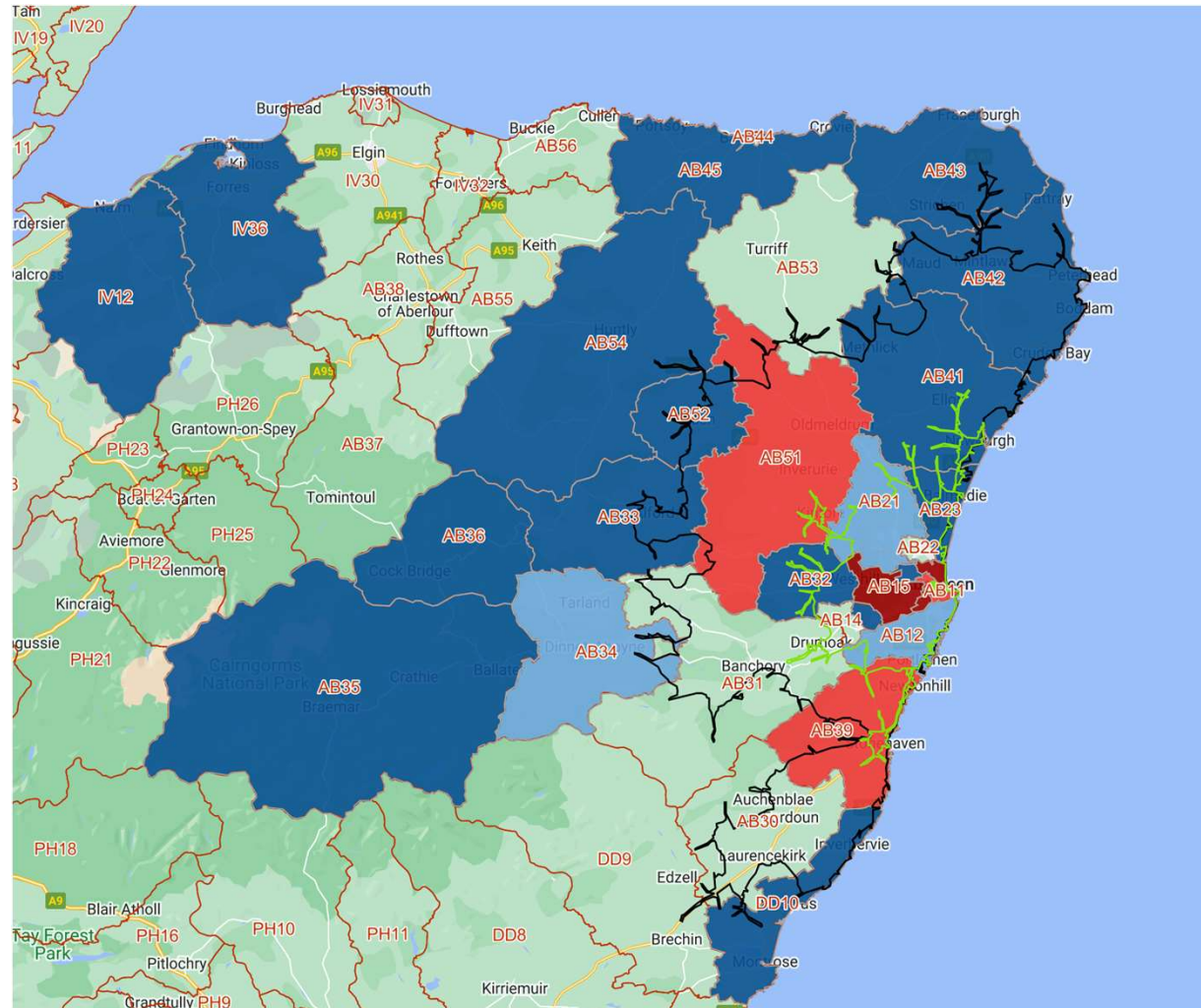
Colour	Bookers	Count of Postcode Districts	% Bookers
Dark Blue	0-2	34	77%
Light Blue	3-5	3	7%
Red	6-10	4	9%
Dark Red	11-23	3	7%



Sound Audiences 22/23 – 129
valid postcodes

Green outline – 30 min drivetime –
57% of bookers

Black outline – 60 min drivetime – 72%
of bookers



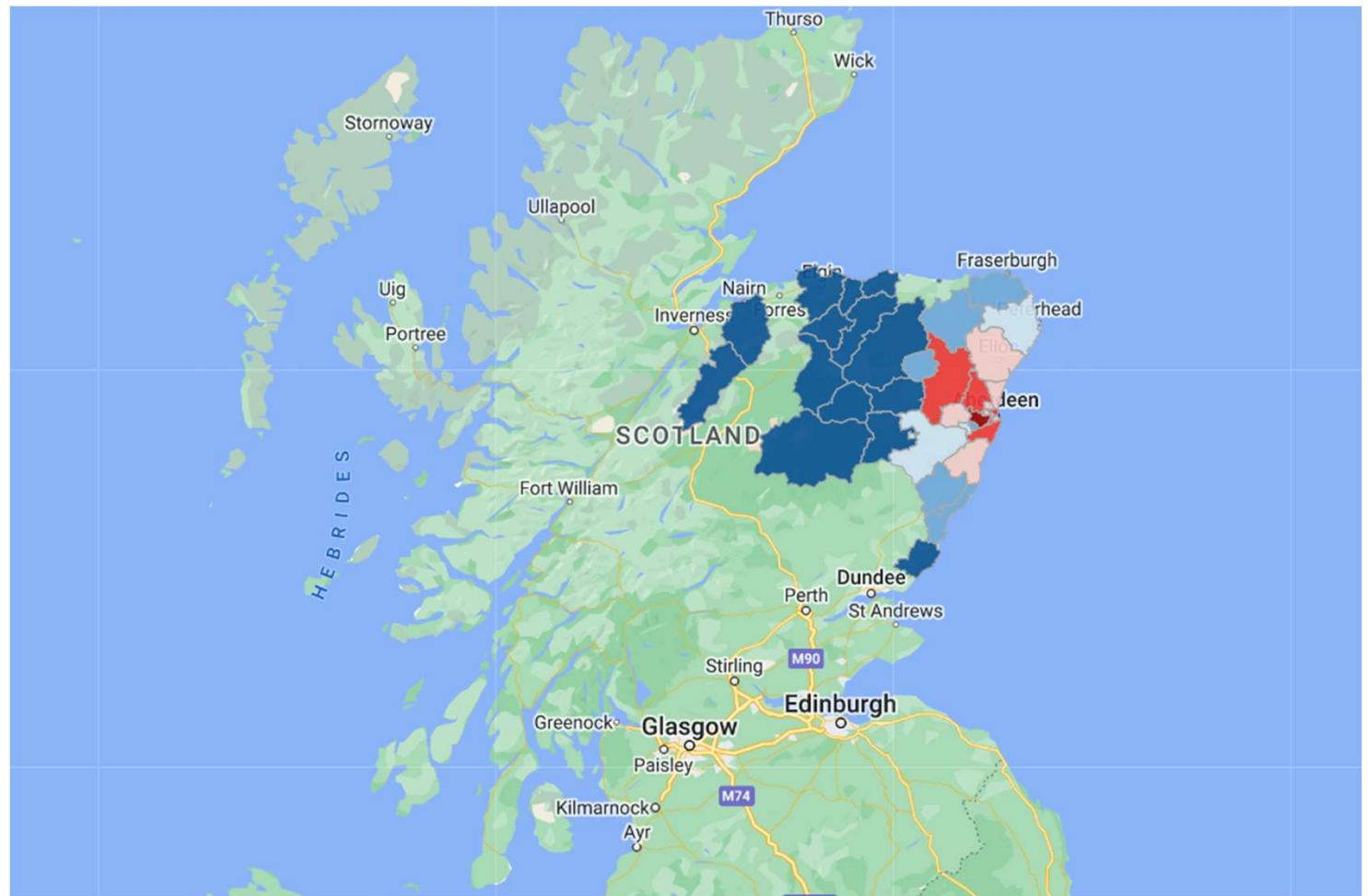
Sound Audiences 22/23 – 129 valid postcodes

** yellow highlighted districts indicate priority neighbourhood areas

Postcode District	Location	Sound Booker Households	% Bookers	HH Population	% Penetration
AB15	Bielside, Criagiebuckler, Cults, Hazlehead, Kingswells, Mannofield, Milltimber	23	18%	18,029	1%
AB10	City Centre, Bridge of Dee, Mannofield	14	11%	12,336	1%
AB24	Old Aberdeen, Woodside, Tillydrone, Seaton	12	9%	18,447	1%
AB25	Kittybrewster, Foresterhill, Rosemount	9	7%	10,638	<1%
AB39	Stonehaven, Newtonhill	9	7%	8,280	<1%
AB11	City Centre, Torry	6	5%	11,676	<1%
AB51	Inverurie	6	5%	16,626	<1%
AB21	Blackburn, Bucksburn, Dyce, Fintray, Kinellar, Newmacher, Whiterashes	5	4%	12,899	<1%
AB12	Altens, Ardoe, Banchory, Devenick, Bridge of Dee, Cove Bay, Maryculter, Nigg, Portlethen	3	2%	12,574	<1%
AB34	Aboyne	3	2%	2,309	1%

SPECTRA 2023 – 846 valid postcodes

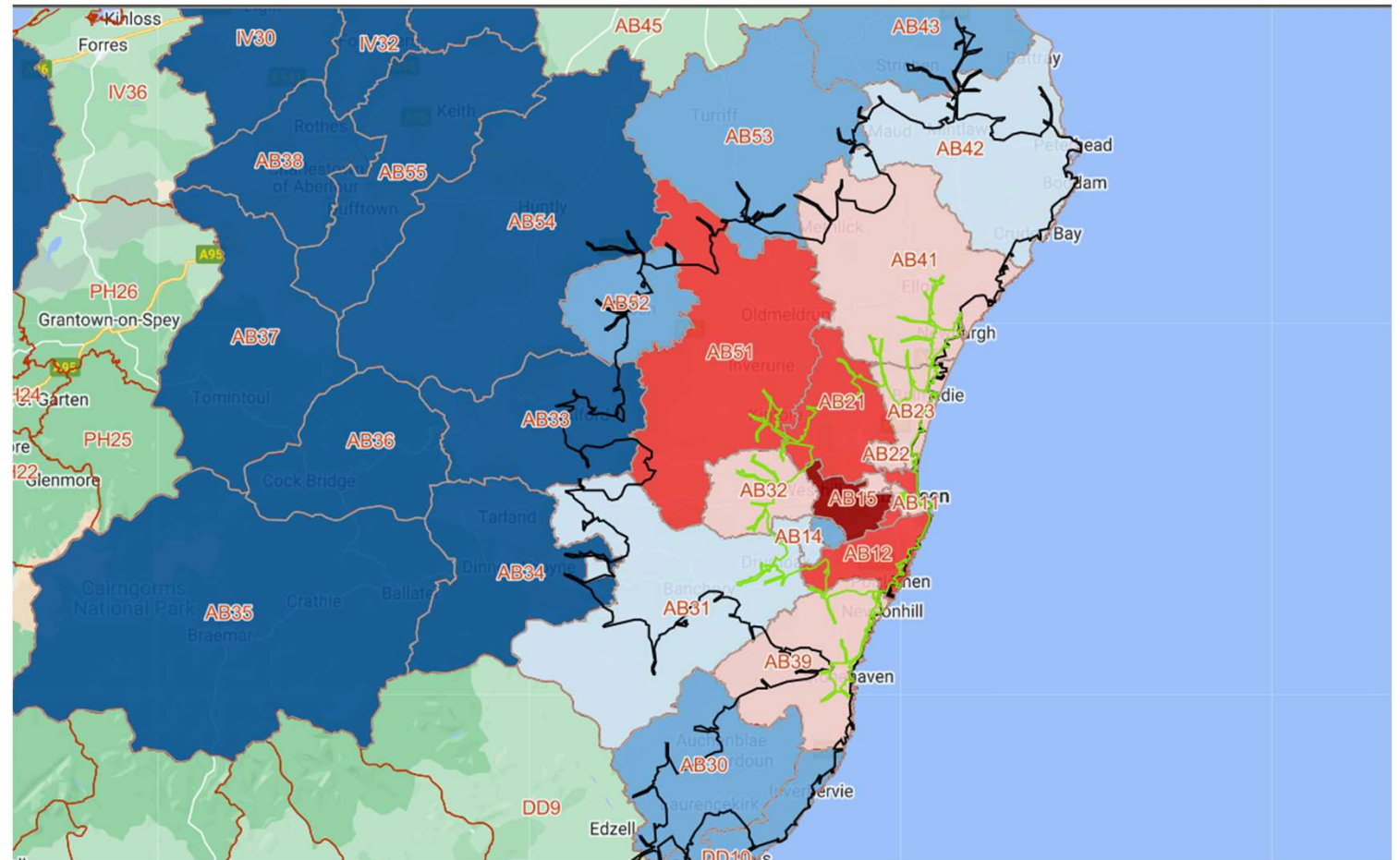
Colour	Bookers	Count of Postcode Districts	% Bookers
Dark Blue	0-5	14	37%
Light Blue	6-10	6	16%
Very Light Blue	11-20	3	8%
Light Red	21-50	8	21%
Dark Red	51-75	5	13%
Very Dark Red	76-92	1	3%



SPECTRA 2023 – 846 valid postcodes

Green outline – 30 min drivetime – 62% of visitors

Black outline – 60 min drivetime – 86% of visitors



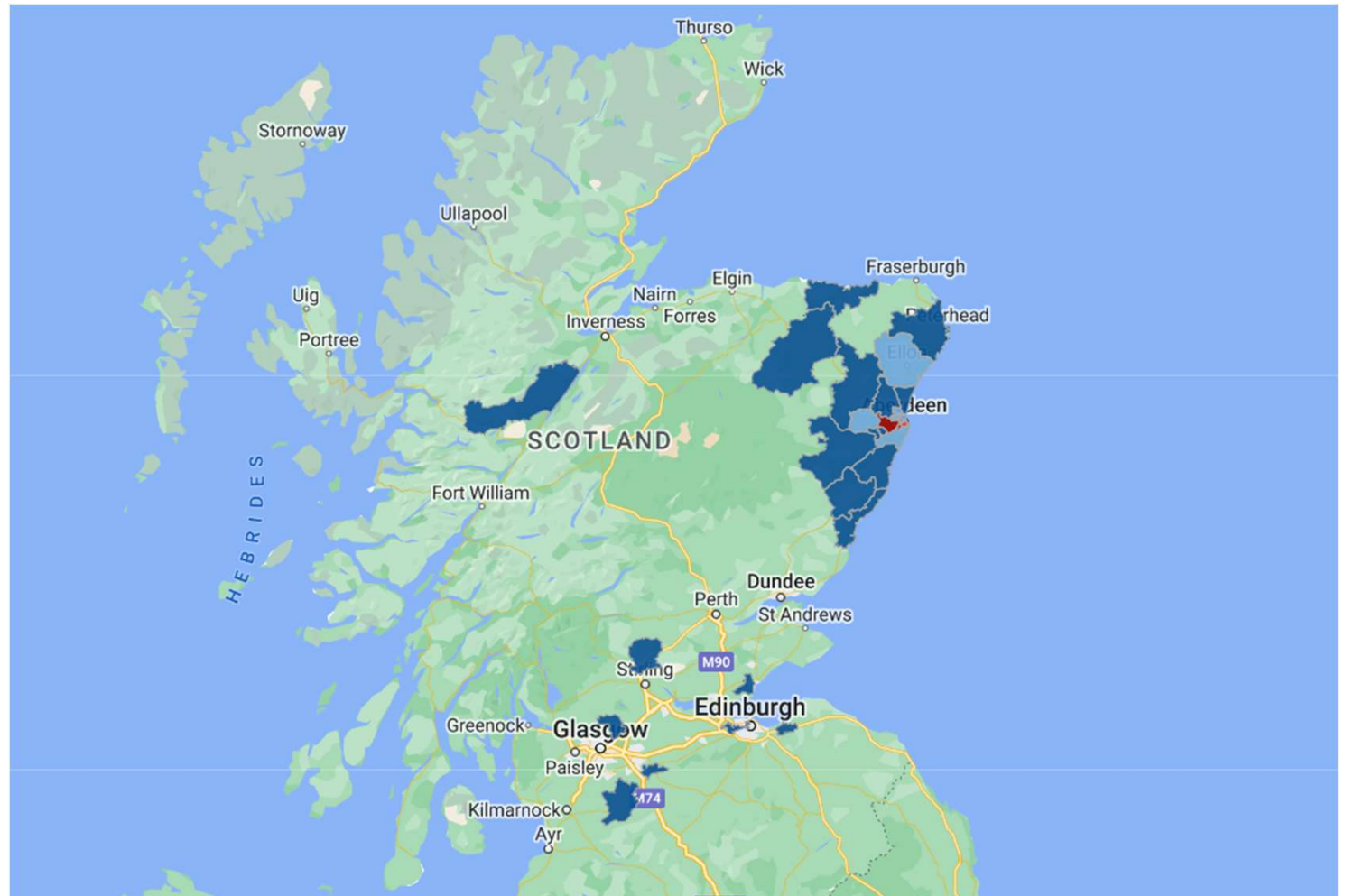
SPECTRA 2023 – 846 valid postcodes

** yellow highlighted districts indicate priority neighbourhood areas

Postcode District	Location	Spectra Visitor Households	% Bookers	HH Population	% Penetration
AB15	Bielside, Criagiebuckler, Cults, Hazlehead, Kingswells, Mannofield, Milltimber	92	11%	18,029	5%
AB12	Altens, Ardoe, Banchory, Devenick, Bridge of Dee, Cove Bay, Maryculter, Nigg, Portlethen	69	8%	12,574	5%
AB10	City Centre, Bridge of Dee, Mannofield	66	8%	12,336	5%
AB51	Inverurie	55	7%	16,626	3%
AB21	Blackburn, Bucksburn, Dyce, Fintray, Kinellar, Newmacher, Whiterashes	54	6%	12,899	4%
AB24	Old Aberdeen, Woodside, Tillydrone, Seaton	53	6%	18,447	3%
AB22	Bridge of Don, Danestone, Grandholm, Persley	48	6%	7,427	6%
AB41	Ellon	45	5%	9,531	5%
AB25	Kittybrewster, Foresterhill, Rosemount	44	5%	10,638	4%
AB16	Mastrick, Northfield, Middlefield, Cornhill	43	5%	12,950	3%

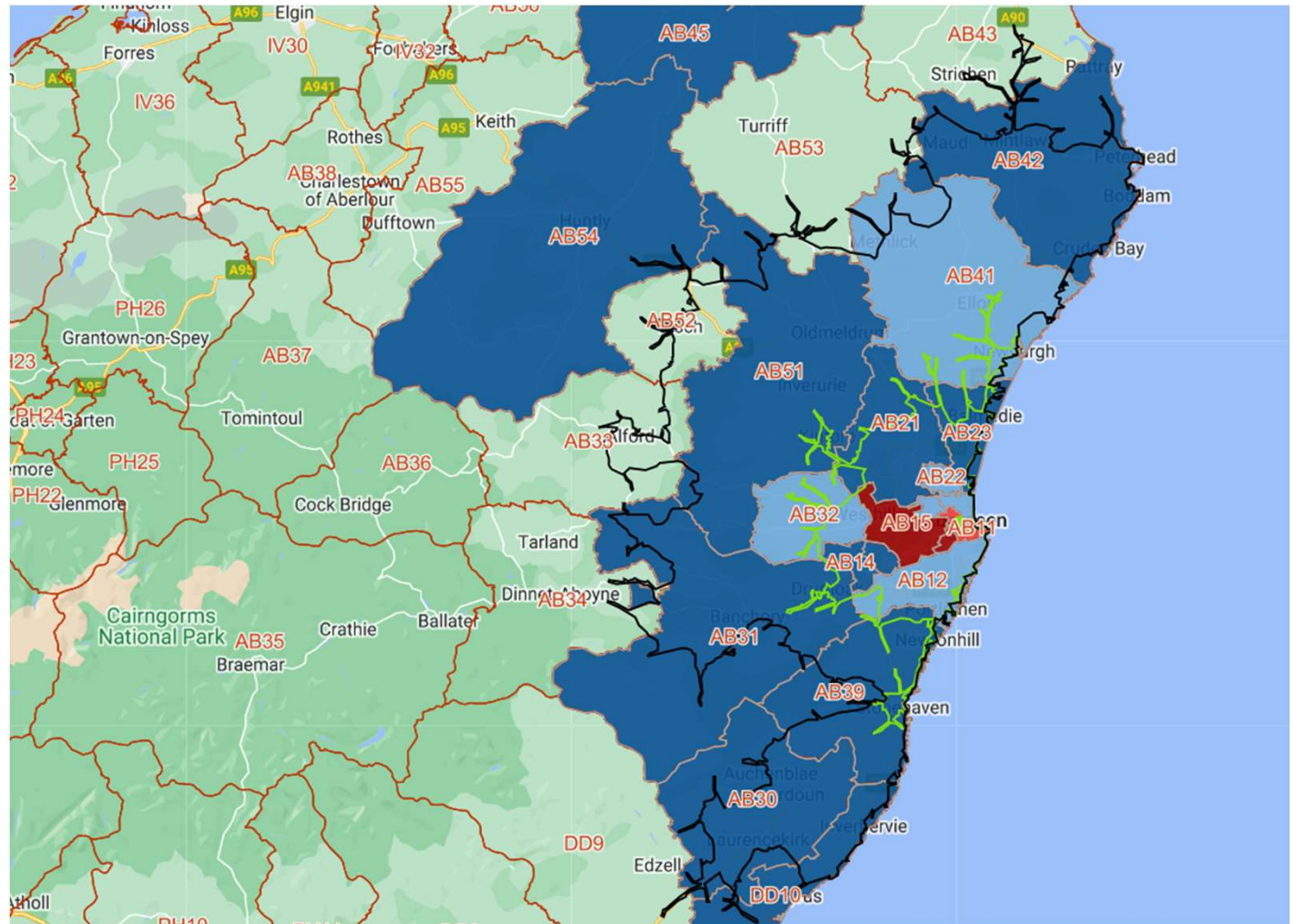
NUART 2023 – 172 valid postcodes

Colour	Bookers	Count of Postcode Districts	% Bookers
Dark Blue	0-5	28	74%
Light Blue	6-10	6	16%
Orange	11-20	2	5%
Red	21-30	2	5%



NUART 2023 – 172 valid postcodes

- Green outline – 30 min drivetime – 73% of visitors
- Black outline – 60 min drivetime – 85% of visitors



NUART 2023 – 172 valid postcodes

** yellow highlighted districts indicate priority neighbourhood areas

Postcode District	Location	NUART Visitor Households	% Bookers	HH Population	% Penetration
AB15	Bielside, Criagiebuckler, Cults, Hazlehead, Kingswells, Mannofield, Milltimber	31	18%	18,029	2%
AB10	City Centre, Bridge of Dee, Mannofield	23	13%	12,336	2%
AB11	City Centre, Torry	19	11%	11,676	2%
AB25	Kittybrewster, Foresterhill, Rosemount	13	8%	10,638	1%
AB24	Old Aberdeen, Woodside, Tillydrone, Seaton	10	6%	18,447	<1%
AB12	Altens, Ardoe, Banchory, Devenick, Bridge of Dee, Cove Bay, Maryculter, Nigg, Portlethen	8	5%	12,574	<1%
AB16	Mastrick, Northfield, Middlefield, Cornhill	8	5%	12,950	<1%
AB22	Bridge of Don, Danestone, Grandholm, Persley	6	3%	7,427	1%
AB32	Westhill	6	3%	12,902	<1%
AB41	Ellon	6	3%	9,531	<1%

Jazz Aberdeen 2023 – 641 valid postcodes

** yellow highlighted districts indicate priority neighbourhood areas

This analysis is different to the others as only Aberdeen postcodes were provided.

Postcode District	Location	Jazz Attender Households	% Bookers	HH Population	% Penetration
AB15	Bielside, Criagiebuckler, Cults, Hazlehead, Kingswells, Mannofield, Milltimber	155		18,029	1%
AB10	City Centre, Bridge of Dee, Mannofield	119		12,336	1%
AB24	Old Aberdeen, Woodside, Tillydrone, Seaton	99		18,447	<1%
AB25	Kittybrewster, Foresterhill, Rosemount	94		10,638	1%
AB11	City Centre, Torry	67		11,676	<1%
AB12	Altens, Ardoe, Banchory, Devenick, Bridge of Dee, Cove Bay, Maryculter, Nigg, Portlethen	35		12,574	<1%
AB22	Bridge of Don, Danestone, Grandholm, Persley	32		7,427	<1%
AB16	Mastrick, Northfield, Middlefield, Cornhill	16		12,950	<1%
AB14	Peterculter, Upper Anguston	14		2,305	<1%
AB13	Milltimber	10		947	1%

Charlotte Wilson Research Services

October 2023

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