

# Catchment Summary - Canal Inn Falkirk



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

\*WT= Walktime, \*\*DT= Drivetime

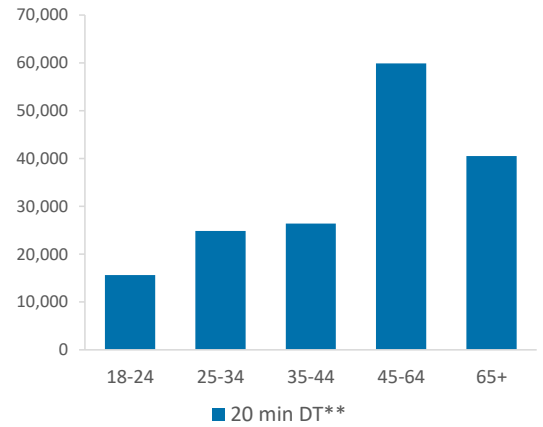
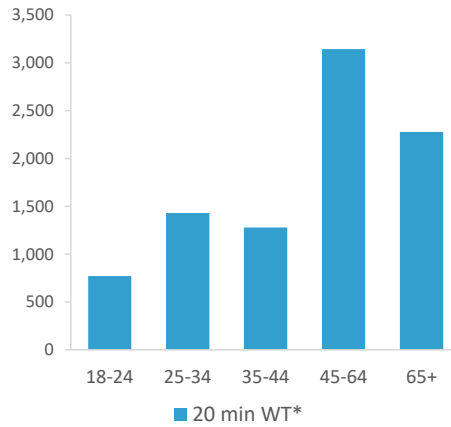
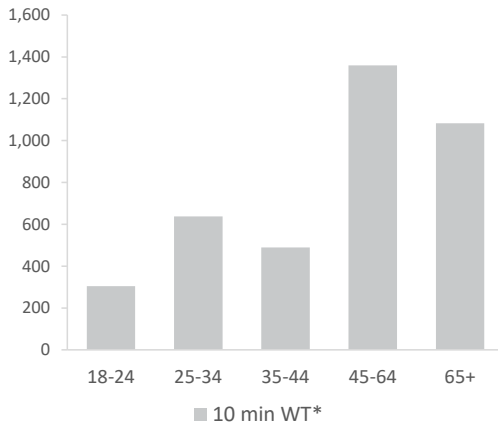
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,581	10,806	207,235	87	74	55
Adults 18+	3,873	8,905	167,281	89	50	56
Competition Pubs	11	12	155	73	38	43
Adults 18+ per Competition Pub	352	742	1,079	43	90	131
% Adults Likely to Drink	79.4%	80.6%	82.1%	96	98	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	61.4%	42.8%	30.8%	239	167	120
	Medium	28.5%	44.5%	38.5%	72	113	98
	High	6.0%	10.5%	29.6%	18	31	88

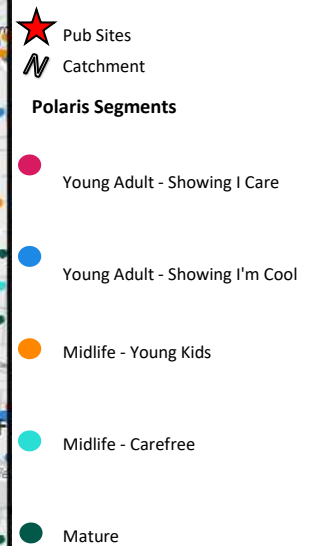
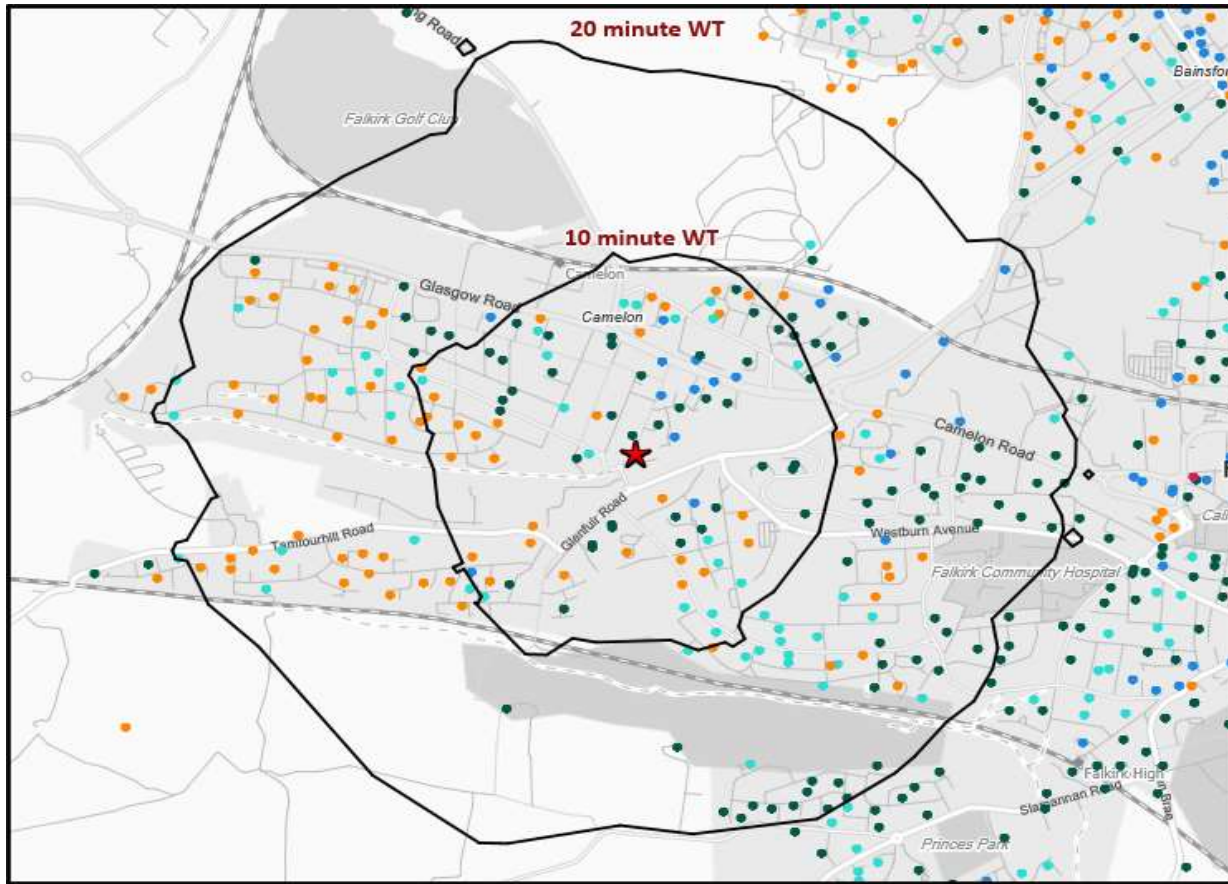
\*Affluence does not include Not Private Households

Age Profile	18-24	304	772	15,642	82	88	93
	25-34	638	1,431	24,842	105	100	90
	35-44	489	1,278	26,393	83	92	99
	45-64	1,359	3,145	59,876	116	114	113
	65+	1,083	2,279	40,528	124	110	102



	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	2,249 (49%)	5,279 (49%)	101,227 (49%)	99	99	99
	Female	2,332 (51%)	5,527 (51%)	106,008 (51%)	101	101	101
Economic Status (16-74)							
	Employed: Full-time	1,287 (38%)	3,317 (41%)	70,156 (46%)	92	99	110
	Employed: Part-time	473 (14%)	1,104 (14%)	20,597 (13%)	108	106	103
	Self employed	140 (4%)	387 (5%)	9,601 (6%)	43	50	65
	Unemployed	140 (4%)	318 (4%)	4,400 (3%)	175	167	121
	Retired	670 (20%)	1,447 (18%)	23,445 (15%)	144	131	111
	Other	668 (20%)	1,472 (18%)	25,650 (17%)	100	93	85
<b>Total Worker Count</b>		<b>1,383</b>	<b>2,832</b>	<b>106,143</b>			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

\*WT= Walktime, \*\*DT= Drivetime

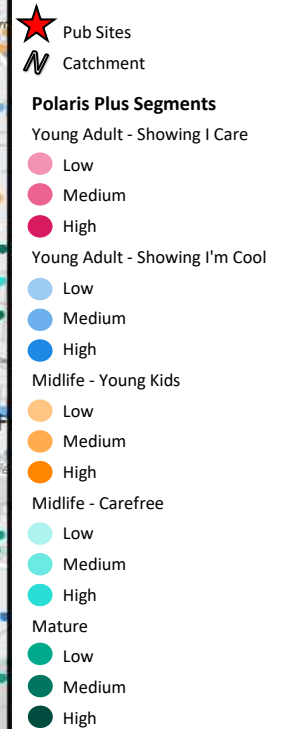
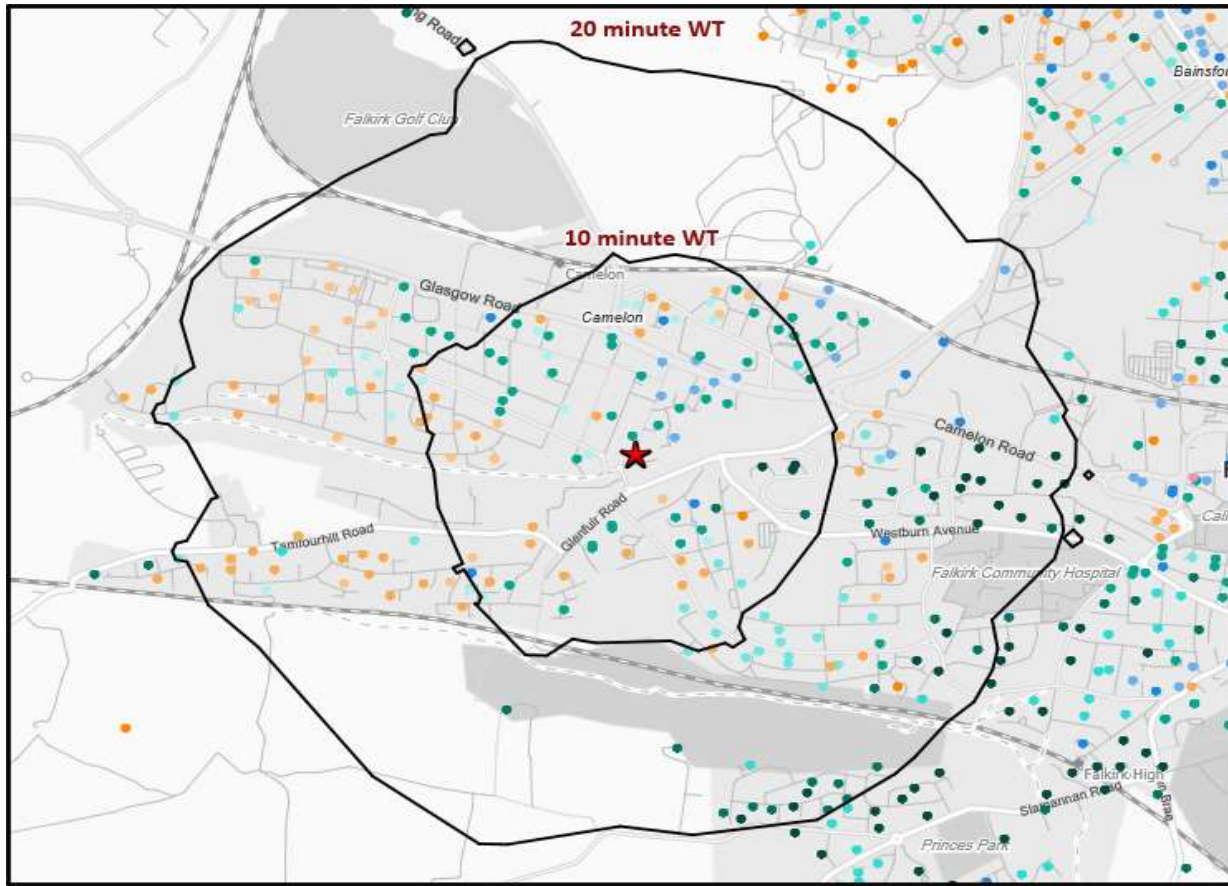
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	435	0	0	3
Young Adult - Showing I'm Cool	359	747	13,463	101	91	87
Midlife - Young Kids	1,081	3,457	76,606	89	124	146
Midlife - Carefree	635	1,724	36,890	78	92	105
Mature	1,638	2,786	37,910	151	112	81
<b>Not Private Households</b>	160	191	1,977	287	149	82
<b>Total</b>	3,873	8,905	167,281			

# Polaris Summary - Canal Inn Falkirk



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Polaris Plus Profile by Catchment

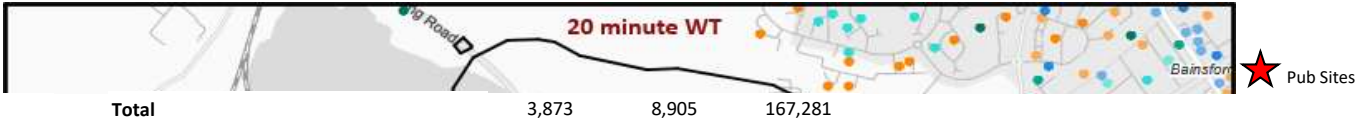
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	51	0	0	1
Medium	0	0	0	0	0	0
High	0	0	384	0	0	7
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	252	390	8,579	176	118	139
High	107	357	4,884	62	90	65
<b>Midlife - Young Kids</b>						
Low	553	1,295	25,893	128	131	139
Medium	492	2,089	31,519	85	157	126
High	36	73	19,194	17	15	213
<b>Midlife - Carefree</b>						
Low	436	633	9,250	331	209	163
Medium	199	977	8,487	76	163	76
High	0	114	19,153	0	12	105
<b>Mature</b>						
Low	1,388	1,887	16,276	604	357	164
Medium	161	505	15,791	33	45	75
High	89	394	5,843	24	47	37
<b>Not Private Households</b>	160	191	1,977	287	149	82

# Polaris Summary - Canal Inn Falkirk

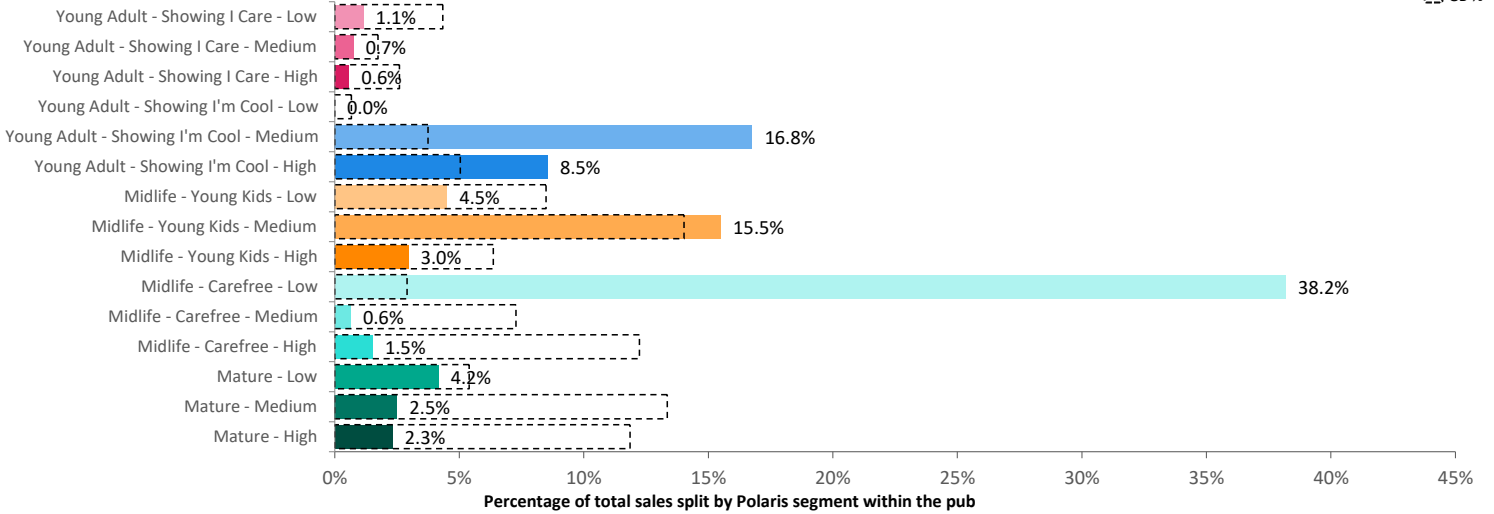


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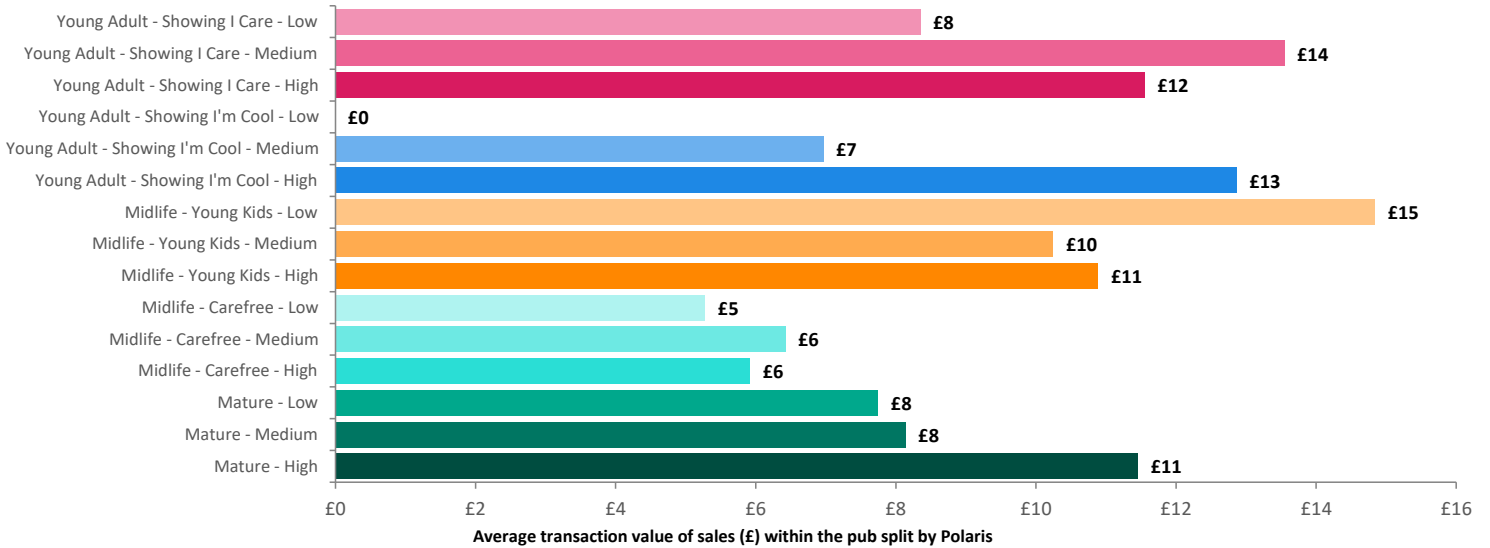


Spend by Polaris

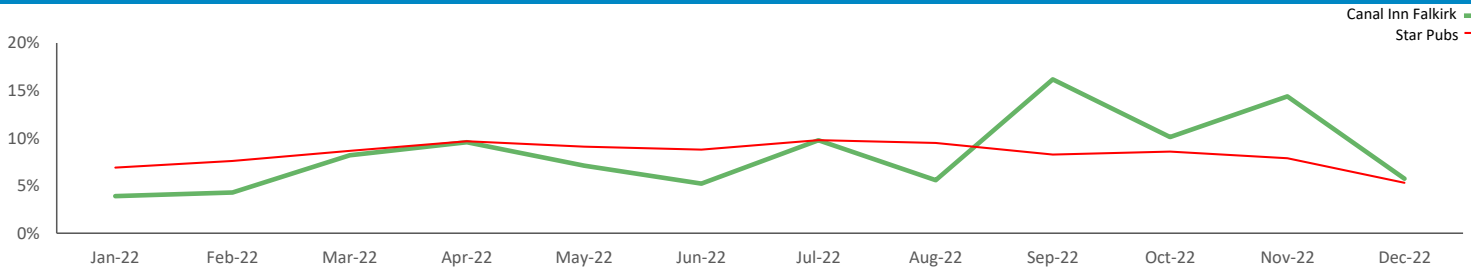
GB %



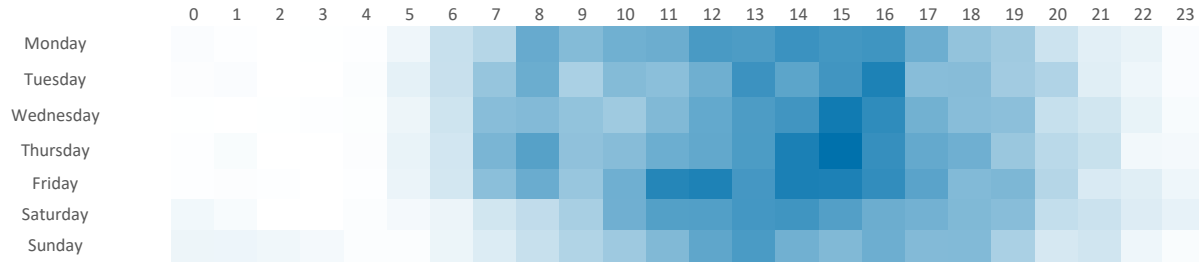
Average Transaction Values (£) by Polaris



Spend by Month

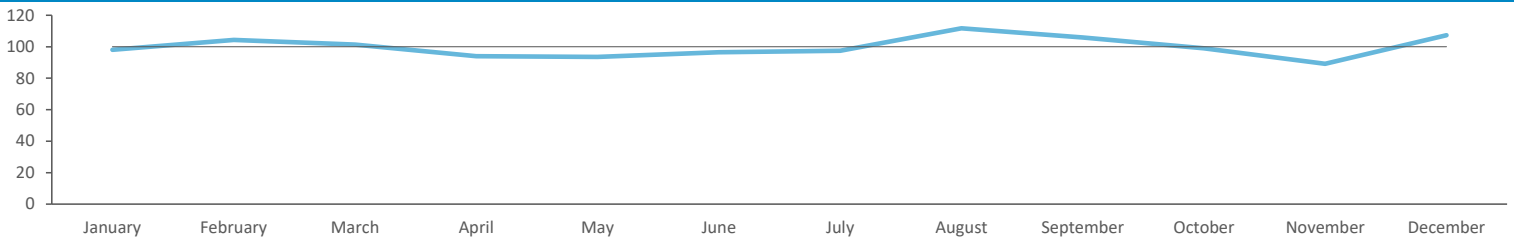


### Time of Day/Day of Week



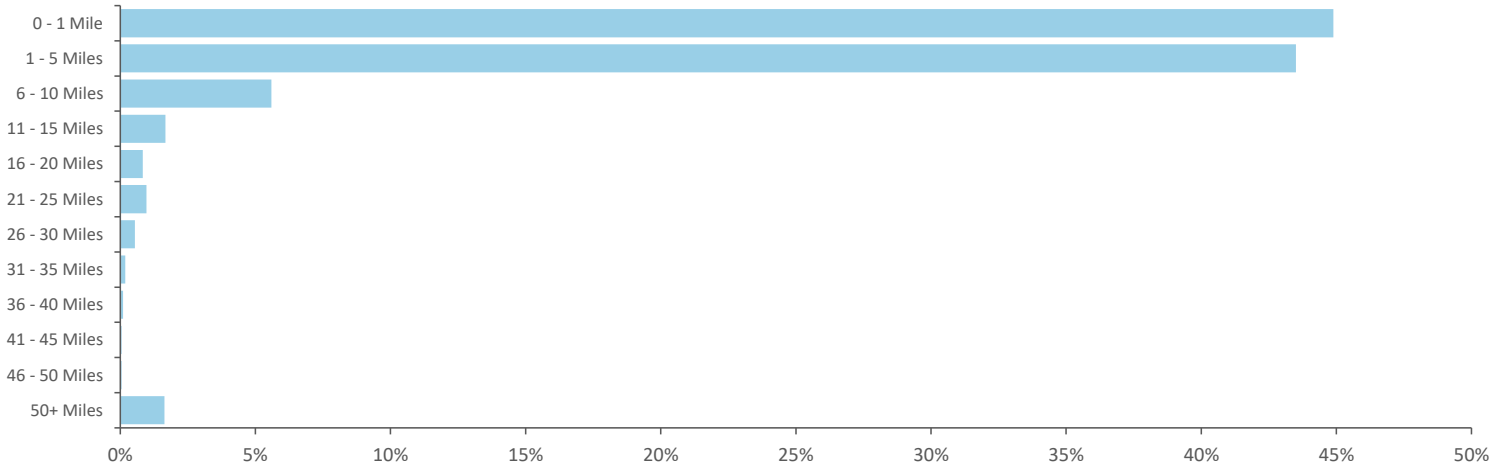
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



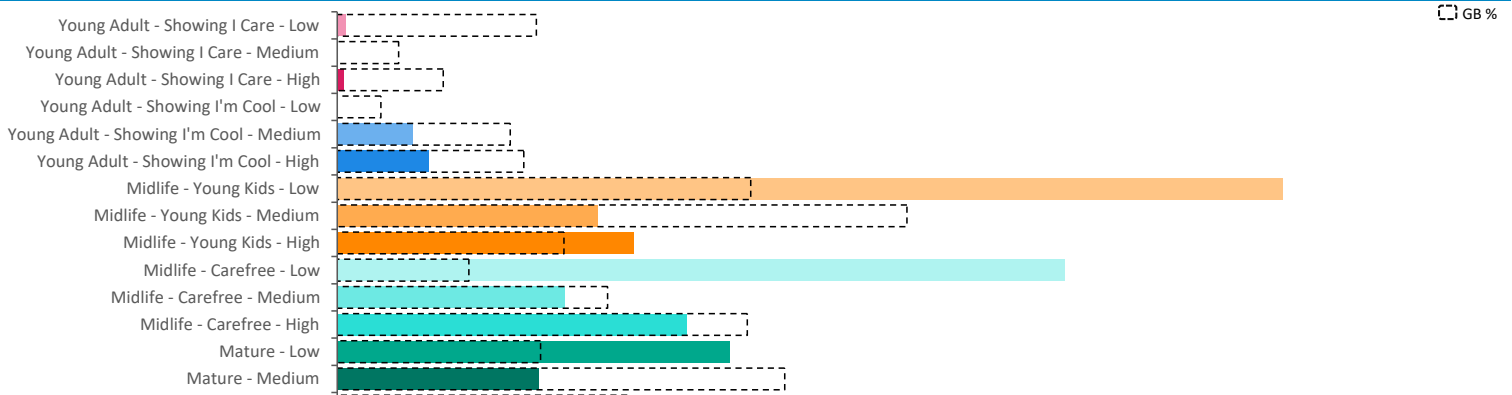
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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 - Canal Inn Falkirk



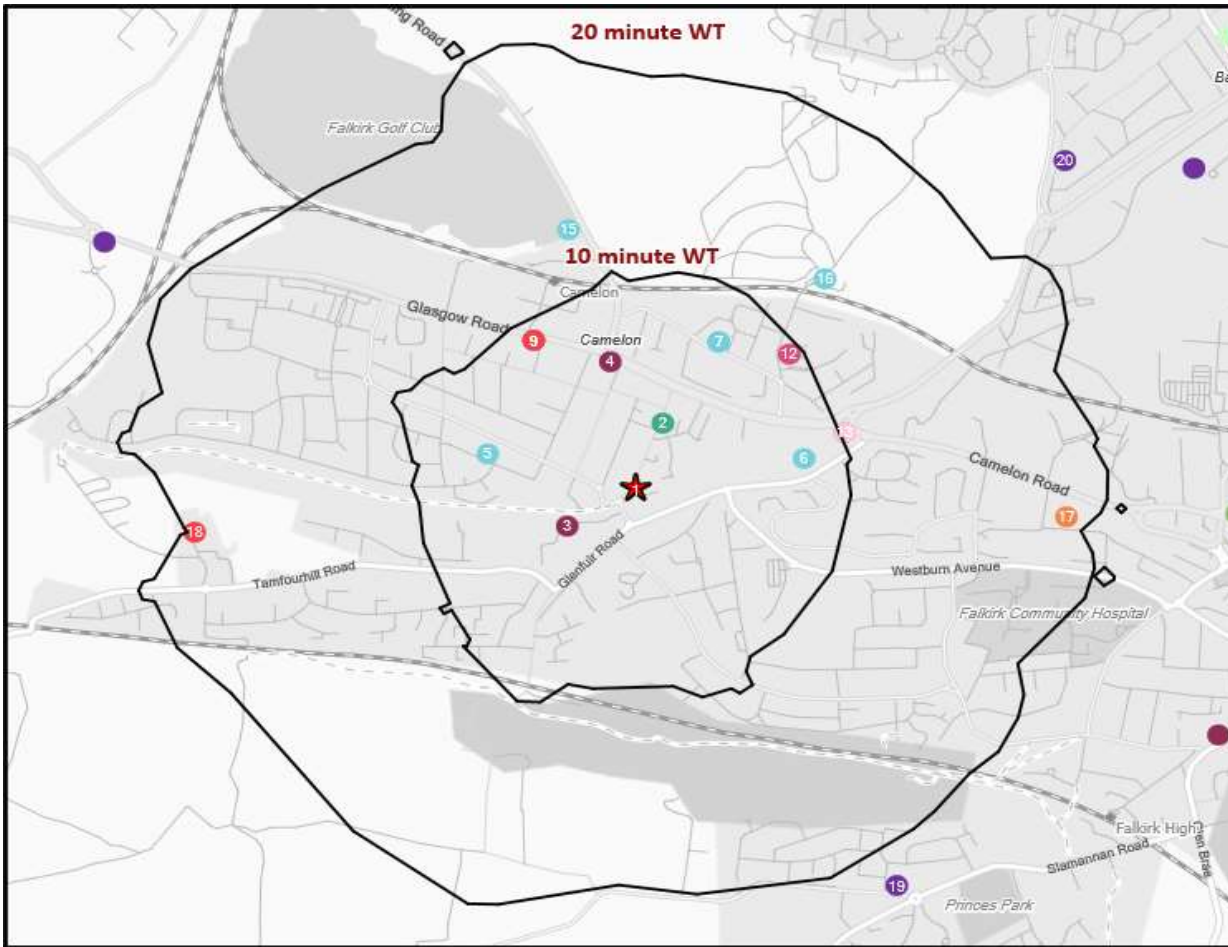
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## Time of Day/Day of Week



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





**★ Pub Sites**  
**N 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)
1	Canal Inn	FK 1 4QU	Star Pubs & Bars	Community Pub	0.0
2	Yang Sing	FK 1 4PG	Independent Free	Casual Dining	0.1
3	Union Inn	FK 1 4QZ	Independent Free	Premium Local	0.1
4	Roman Bar	FK 1 4QJ	Independent Free	Premium Local	0.2
5	Camelon Juniors Football Club	FK 1 4NP	Independent Free	Clubland	0.3
6	Camelon Bowling Club	FK 1 4DN	Independent Free	Clubland	0.3
7	Camelon Labour Party Social Club	FK 1 4DA	Independent Free	Clubland	0.3
7	Slamannan Bowling Club	FK 1 4DA	Independent Free	Clubland	0.3
9	Mariner Bar	FK 1 4HJ	Kingdom Taverns	Premium Local	0.3
9	Falkirk District Indoor Bowl Club	FK 1 4HJ	Independent Free	Clubland	0.3
9	Tenpin	FK 1 4HJ	Tenpin Ltd	Large Venue	0.3
12	Copper Top	FK 1 4BN	Star Pubs & Bars	Family Pub Dining	0.4
13	Premier Inn	FK 1 4DS	Whitbread	Hotel	0.4
13	Rosebank	FK 1 4DS	Whitbread	GPGF	0.4
15	Falkirk Golf Club	FK 2 7YP	Independent Free	Clubland	0.5
16	Falkirk Rugby Club	FK 2 7YW	Independent Free	Clubland	0.5
17	Park Hotel	FK 1 5RY	*Other Small Retail Groups	Hotel	0.8
18	Falkirk Wheel	FK 1 4RS	Independent Free	Large Venue	0.8
19	Canada Wood Kitchen And Bar	FK 1 5NL	Independent Free	Restaurants	0.9
20	Beijing Villa	FK 2 7JP	Independent Free	Restaurants	1.0