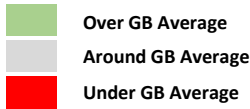


Catchment Summary - Wellington Bar Falkirk

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*WT= Walktime, **DT= Drivetime

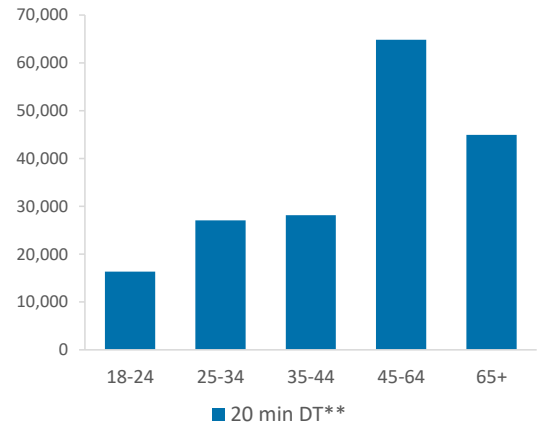
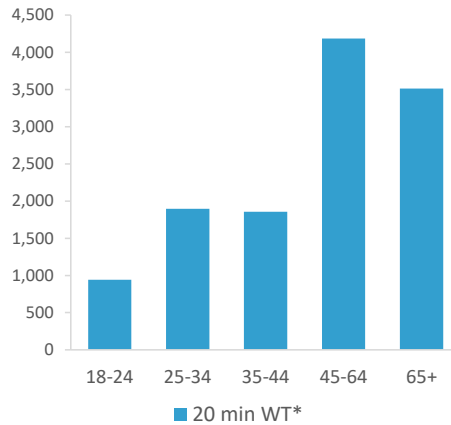
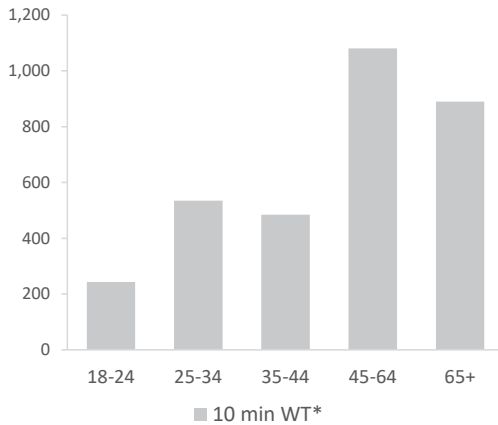
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,691	14,557	224,384	70	100	59
Adults 18+	3,233	12,391	181,392	74	69	61
Competition Pubs	20	33	179	133	103	49
Adults 18+ per Competition Pub	162	375	1,013	20	45	123
% Adults Likely to Drink	83.5%	82.0%	82.1%	101	99	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	21.9%	38.7%	33.2%	85	151	129
	Medium	52.4%	39.6%	37.7%	133	101	96
	High	20.5%	20.1%	27.9%	61	60	83

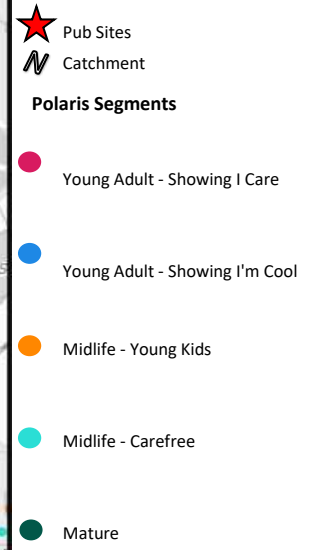
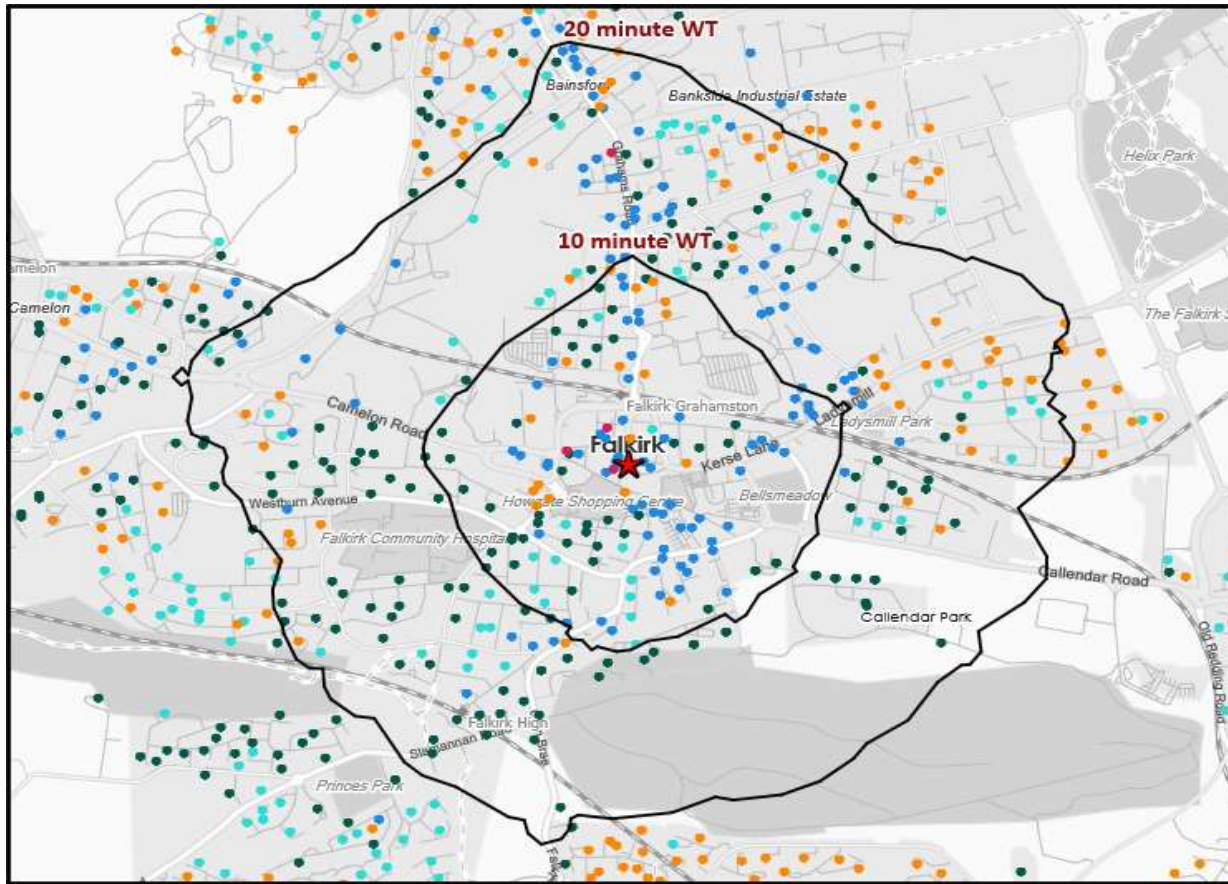
*Affluence does not include Not Private Households

Age Profile	18-24	243	942	16,357	81	80	90
	25-34	535	1,896	27,070	109	98	91
	35-44	484	1,855	28,160	102	99	98
	45-64	1,081	4,185	64,845	115	112	113
	65+	890	3,513	44,960	126	126	105



	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	1,847 (50%)	7,247 (50%)	109,433 (49%)	101	101	99
	Female	1,844 (50%)	7,310 (50%)	114,951 (51%)	99	99	101
Economic Status (16-74)							
	Employed: Full-time	1,337 (47%)	4,811 (44%)	74,777 (45%)	113	107	108
	Employed: Part-time	281 (10%)	1,227 (11%)	22,356 (13%)	76	87	104
	Self employed	256 (9%)	727 (7%)	10,354 (6%)	95	70	65
	Unemployed	68 (2%)	299 (3%)	4,724 (3%)	101	116	120
	Retired	477 (17%)	1,969 (18%)	26,210 (16%)	122	132	115
	Other	414 (15%)	1,809 (17%)	27,608 (17%)	74	85	84
Total Worker Count		6,270	17,261	108,314			

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	51	53	401	18	5	2
Young Adult - Showing I'm Cool	1,218	2,988	13,813	409	262	83
Midlife - Young Kids	307	2,125	79,025	30	55	139
Midlife - Carefree	339	2,173	40,023	50	83	105
Mature	1,149	4,852	45,880	127	140	90
Not Private Households	169	200	2,250	364	112	86
Total	3,233	12,391	181,392			

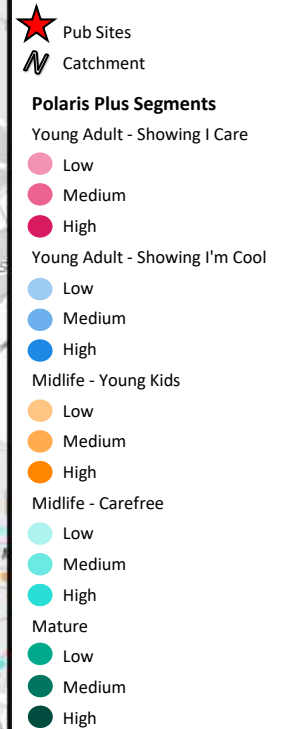
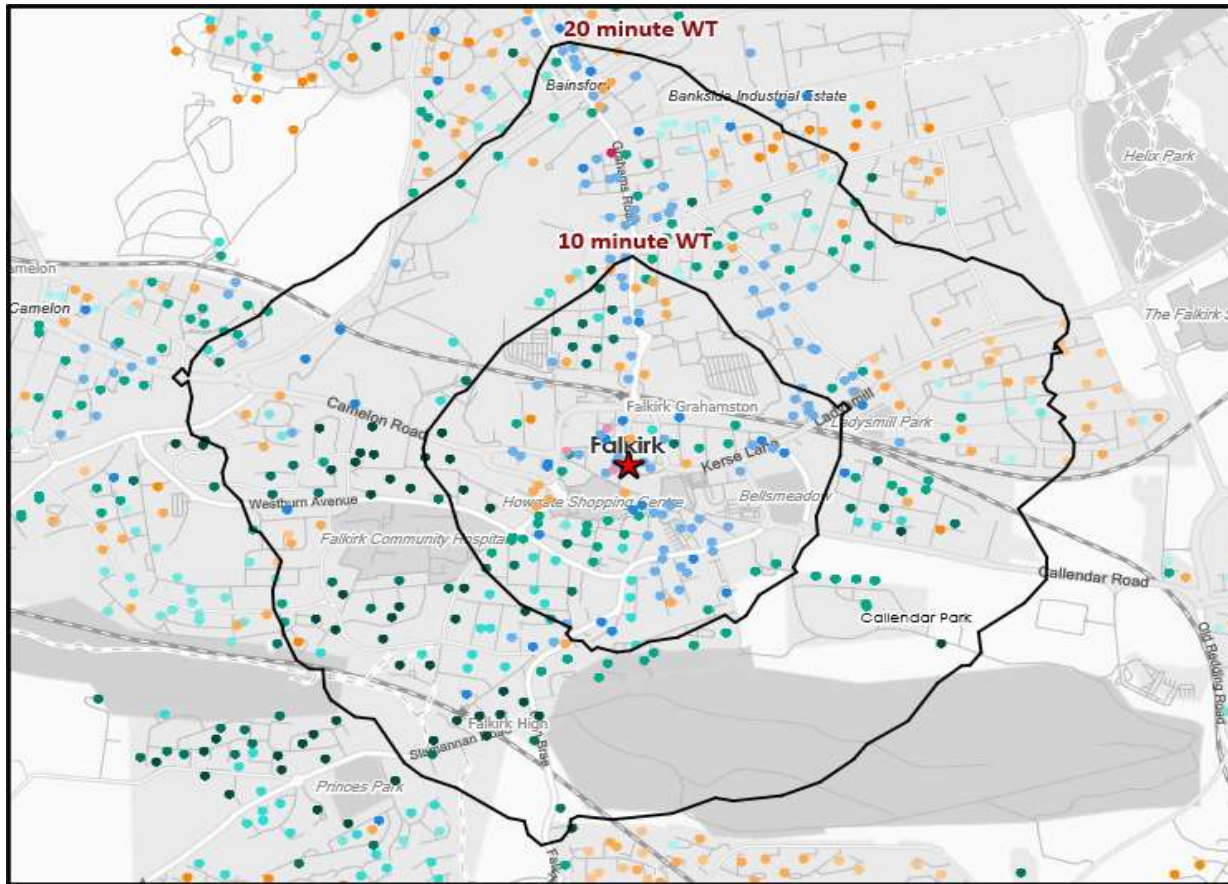
Polaris Summary - Wellington Bar Falkirk



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★ 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	51	51	51	38	10	1
Medium	0	0	0	0	0	0
High	0	2	350	0	0	6
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	909	2,197	8,559	760	479	128
High	309	791	5,254	214	143	65
Midlife - Young Kids						
Low	0	384	29,822	0	28	148
Medium	295	1,513	31,733	61	82	117
High	12	228	17,470	7	34	179
Midlife - Carefree						
Low	0	1,063	11,406	0	252	185
Medium	34	319	9,939	16	38	82
High	305	791	18,678	86	58	94
Mature						
Low	656	3,303	18,892	342	449	175
Medium	457	872	18,139	112	56	79
High	36	677	8,849	12	58	52
Not Private Households	169	200	2,250	364	112	86

Polaris Summary - Wellington Bar Falkirk



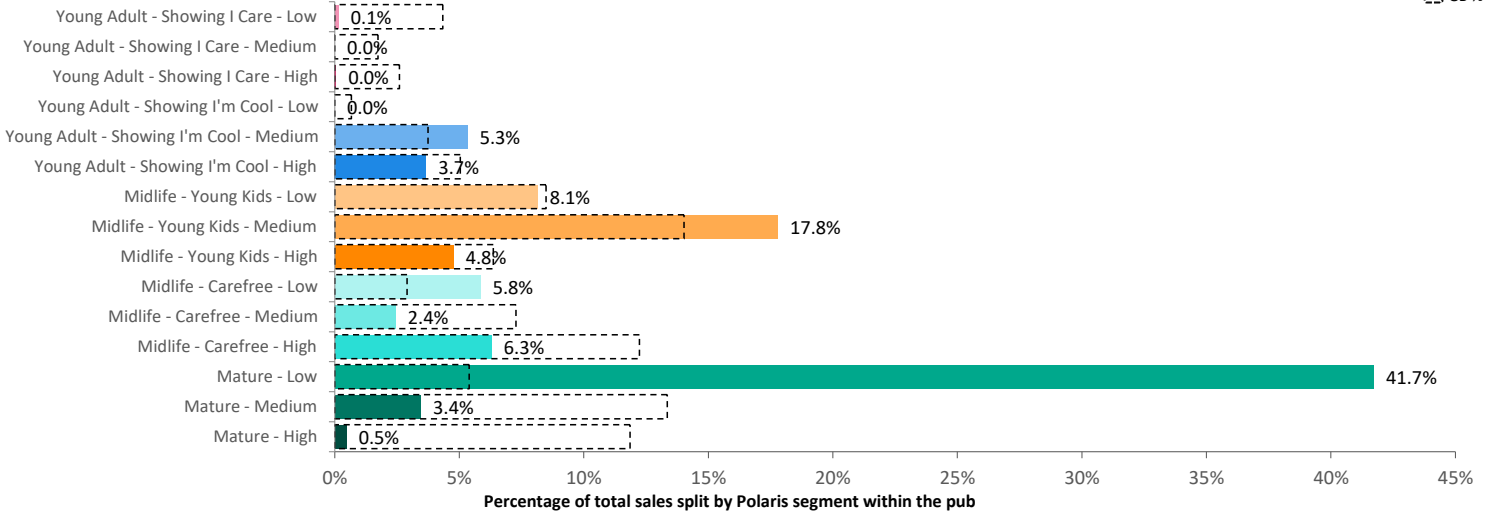
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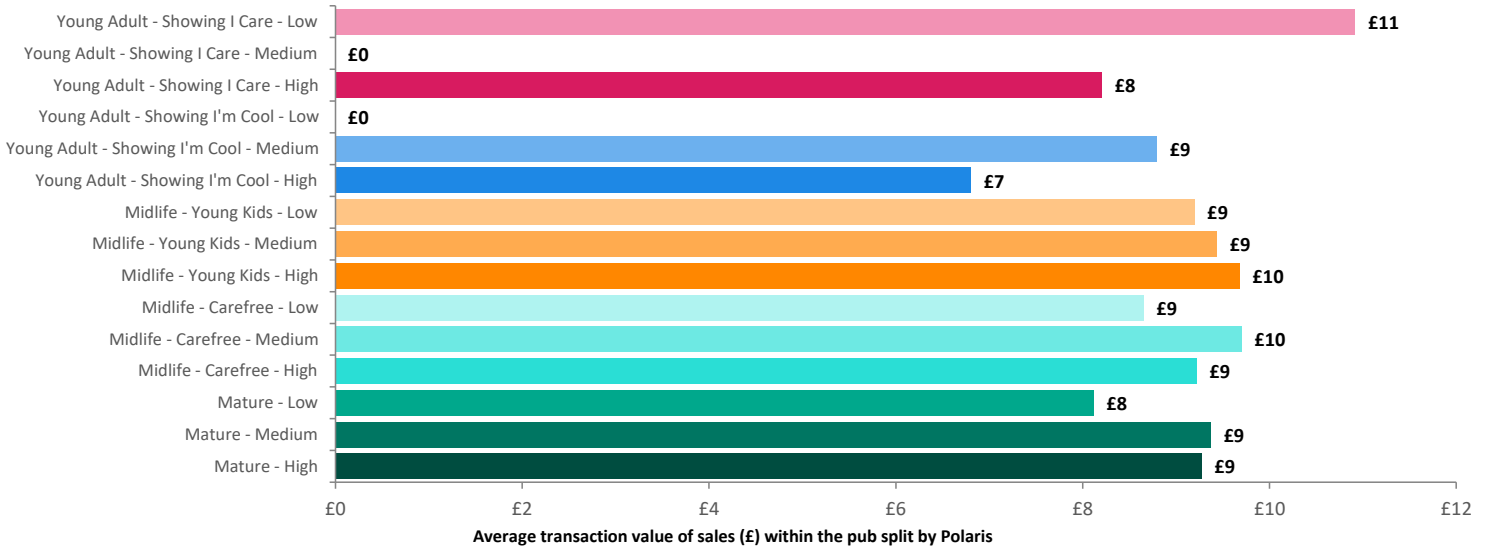
Total	3,233	12,391	181,392
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Spend by Polaris

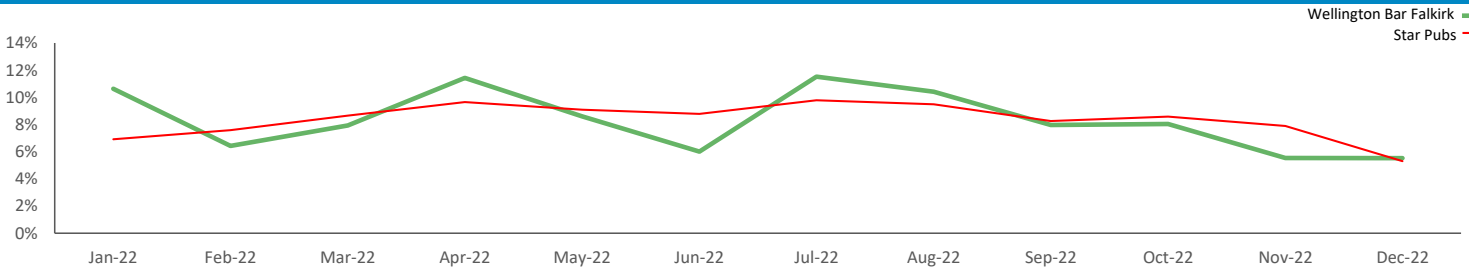
GB %



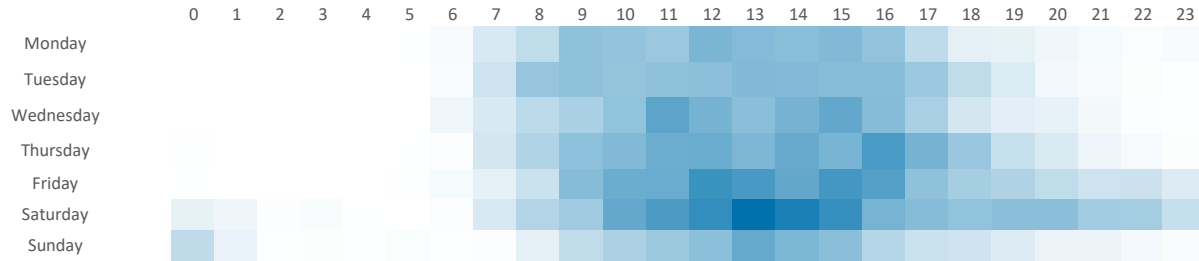
Average Transaction Values (£) by Polaris



Spend by Month

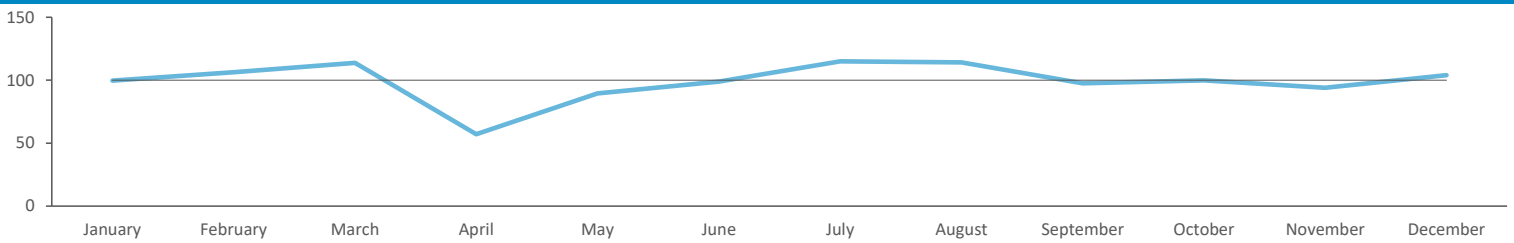


Time of Day/Day of Week



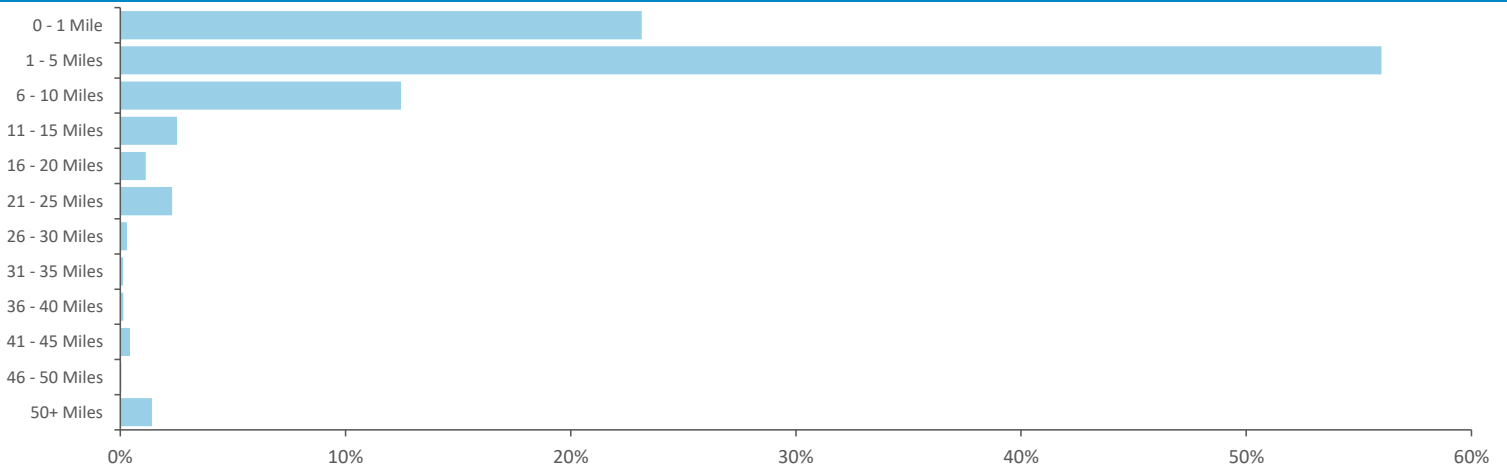
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



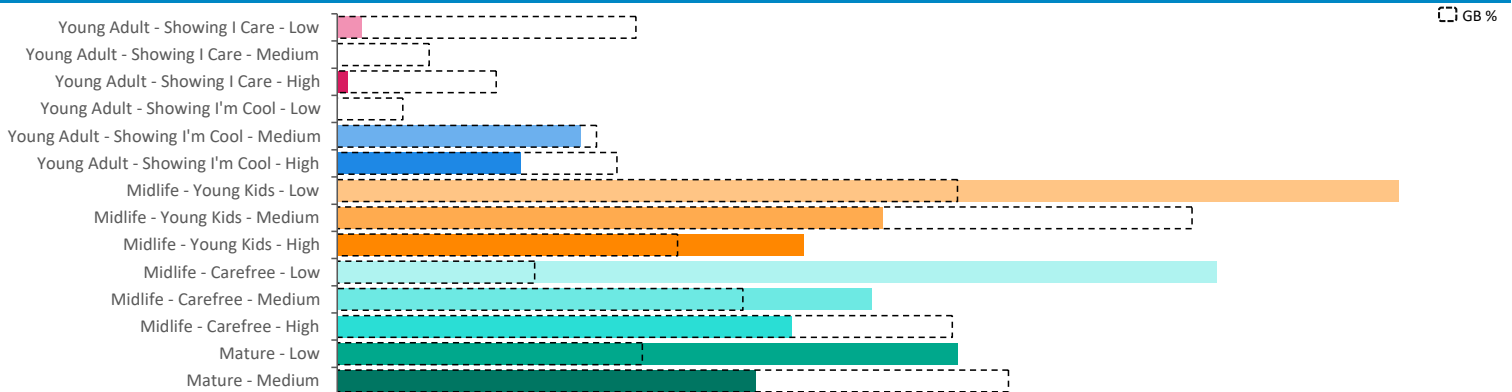
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

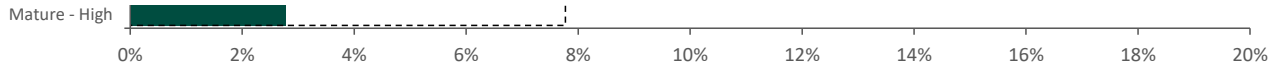


Mobile Data Summary - Wellington Bar Falkirk

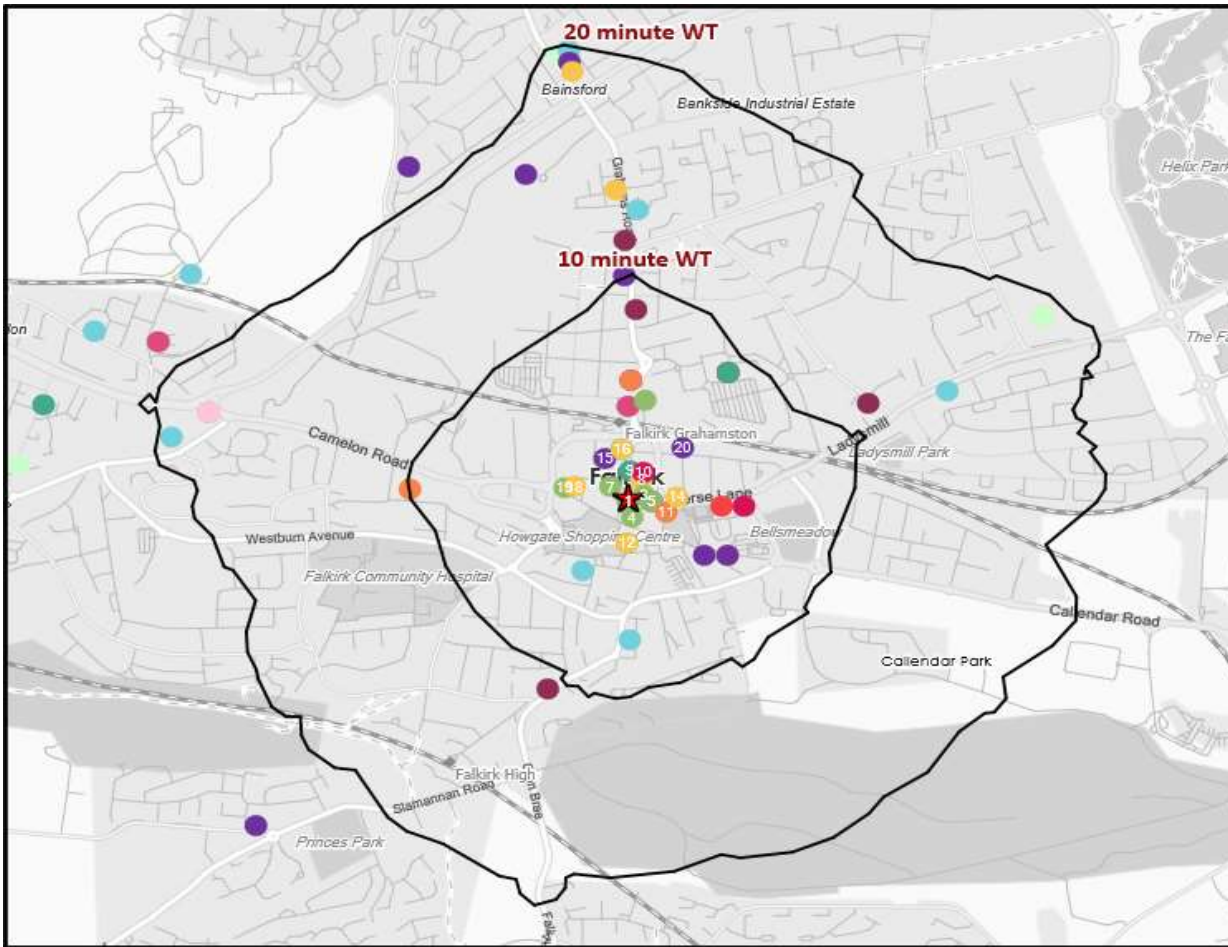


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Time of Day/Day of Week



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	Wellington Bar	FK 1 1NH	Star Pubs & Bars	Circuit Bar	0.0
1	Scotia Bar	FK 1 1NH	Greene King	Circuit Bar	0.0
3	Carron Works	FK 1 1NB	Wetherspoons GB	Circuit Bar	0.0
4	Tolbooth Tavern	FK 1 1NL	Kingdom Taverns	Circuit Bar	0.0
5	Christies	FK 1 1NU	Independent Free	Restaurants	0.0
5	Aitkens Bar	FK 1 1NU	Kingdom Taverns	Circuit Bar	0.0
7	New Market Bar	FK 1 1JH	Stonegate Pub Company	Circuit Bar	0.0
8	Wine Library	FK 1 1LS	Independent Free	High Street Pub	0.1
9	Monterey Jacks	FK 1 1LL	Independent Free	Casual Dining	0.1
10	Sportsters Sports Bar & Diner	FK 1 1LU	Castle Leisure Group	Night Club	0.1
11	Antonine Hotel	FK 1 1NT	Independent Free	Hotel	0.1
12	Wheatsheaf Inn	FK 1 1PF	Independent Free	Circuit Bar	0.1
12	Courtyard	FK 1 1PF	Independent Free	High Street Pub	0.1
14	Orchard Hotel	FK 1 1RG	Independent Free	High Street Pub	0.1
15	Behind The Wall	FK 1 1HZ	Independent Free	Restaurants	0.1
16	North Star	FK 1 1JB	Independent Free	Casual Dining	0.1
16	High Spirits	FK 1 1JB	*Other Small Retail Groups	High Street Pub	0.1
18	Johnstons	FK 1 1DG	Independent Free	High Street Pub	0.1
19	Cheerz	FK 1 1EY	Independent Free	Circuit Bar	0.1
20	Taiyuan	FK 1 1RA	Independent Free	Restaurants	0.2