

# Catchment Summary - Woodmans Arms Benfleet

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■ Over GB Average  
■ Around GB Average  
■ Under GB Average

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

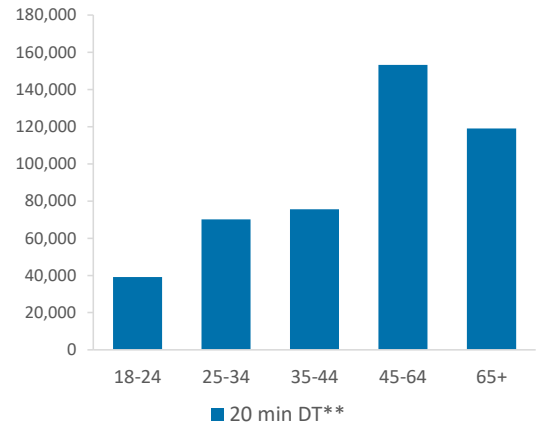
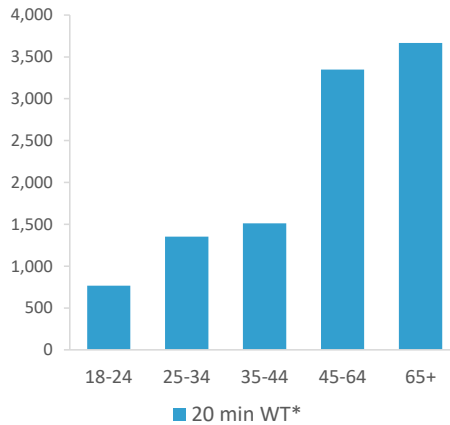
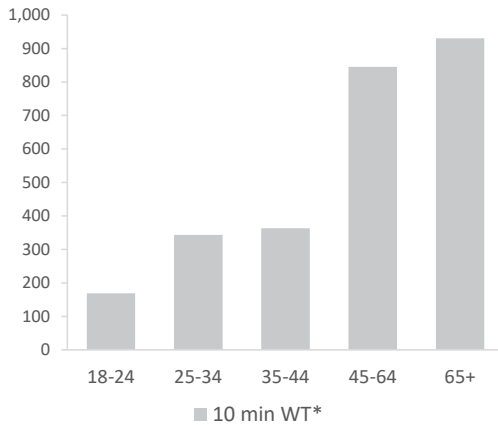
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,274	13,180	583,847	62	91	154
Adults 18+	2,651	10,646	457,118	61	60	153
Competition Pubs	1	3	373	7	9	103
Adults 18+ per Competition Pub	2,651	3,549	1,226	321	430	148
% Adults Likely to Drink	84.3%	83.9%	83.1%	102	102	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	41.0%	24.6%	18.2%	160	96	71
	Medium	31.5%	39.7%	44.5%	80	101	113
	High	27.5%	34.1%	36.5%	82	102	109

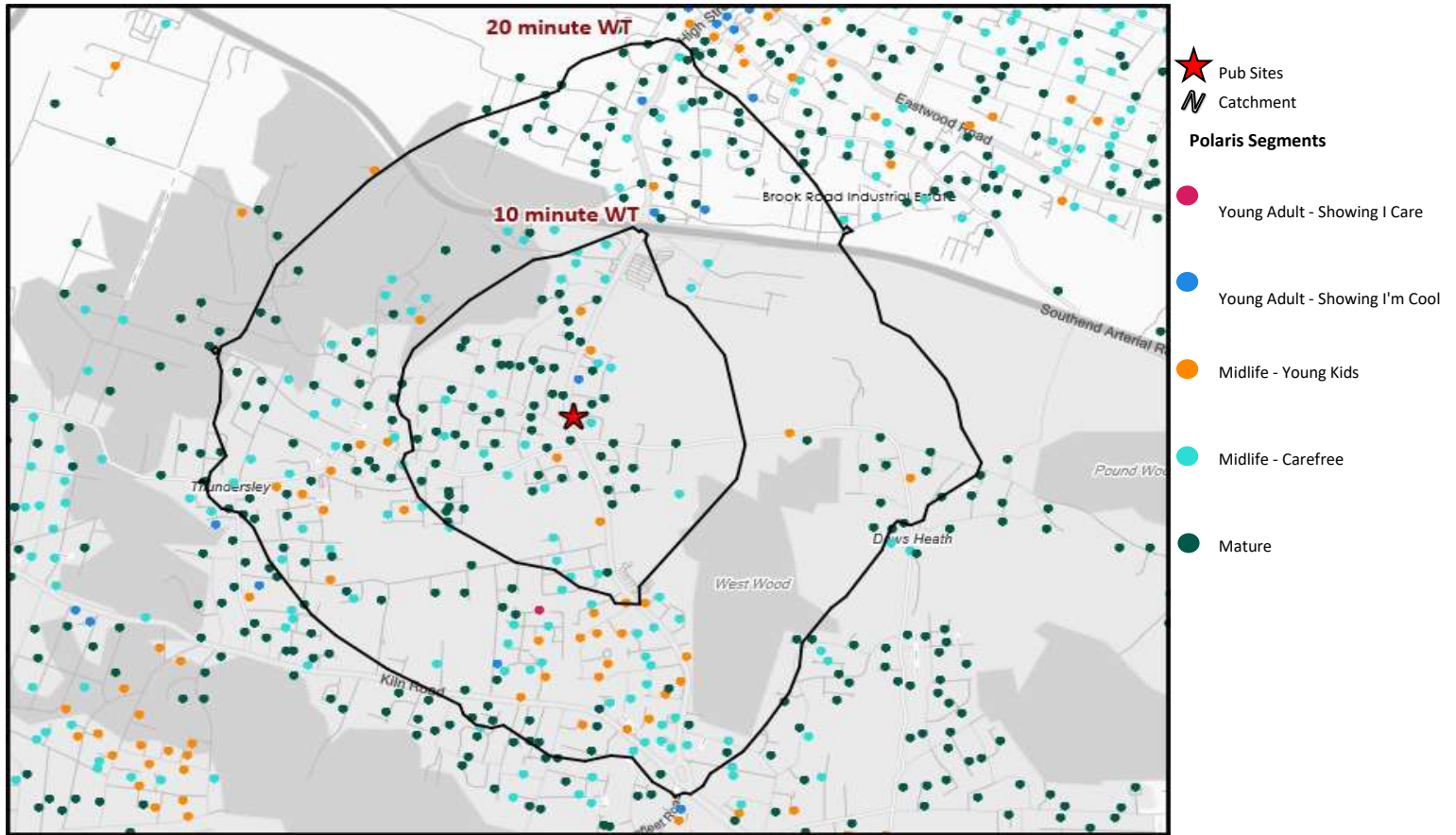
\*Affluence does not include Not Private Households

Age Profile	18-24	169	767	39,077	64	72	83
	25-34	343	1,354	70,087	79	77	90
	35-44	363	1,511	75,628	86	89	101
	45-64	845	3,348	153,264	101	99	103
	65+	931	3,666	119,062	149	146	107



	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	1,600 (49%)	6,384 (48%)	284,987 (49%)	99	98	99
	Female	1,674 (51%)	6,796 (52%)	298,860 (51%)	101	102	101
Economic Status (16-74)							
	Employed: Full-time	818 (37%)	3,362 (38%)	169,913 (41%)	88	91	99
	Employed: Part-time	289 (13%)	1,256 (14%)	56,924 (14%)	99	109	107
	Self employed	263 (12%)	988 (11%)	42,859 (10%)	123	116	109
	Unemployed	28 (1%)	142 (2%)	9,783 (2%)	53	67	100
	Retired	528 (24%)	1,934 (22%)	63,925 (16%)	171	158	113
	Other	311 (14%)	1,224 (14%)	67,817 (16%)	70	70	84
<b>Total Worker Count</b>		<b>2,700</b>	<b>7,226</b>	<b>245,993</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	29	29	12,019	12	3	29
Young Adult - Showing I'm Cool	24	116	52,284	10	12	124
Midlife - Young Kids	120	1,361	142,673	14	41	99
Midlife - Carefree	859	3,382	109,461	154	151	114
Mature	1,619	5,590	137,429	218	188	107
<b>Not Private Households</b>	0	168	3,252	0	110	49
<b>Total</b>	2,651	10,646	457,118			

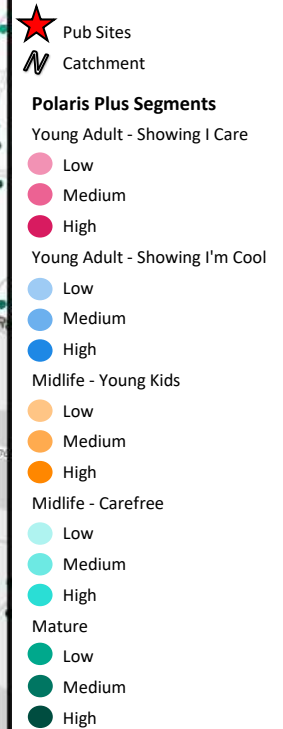
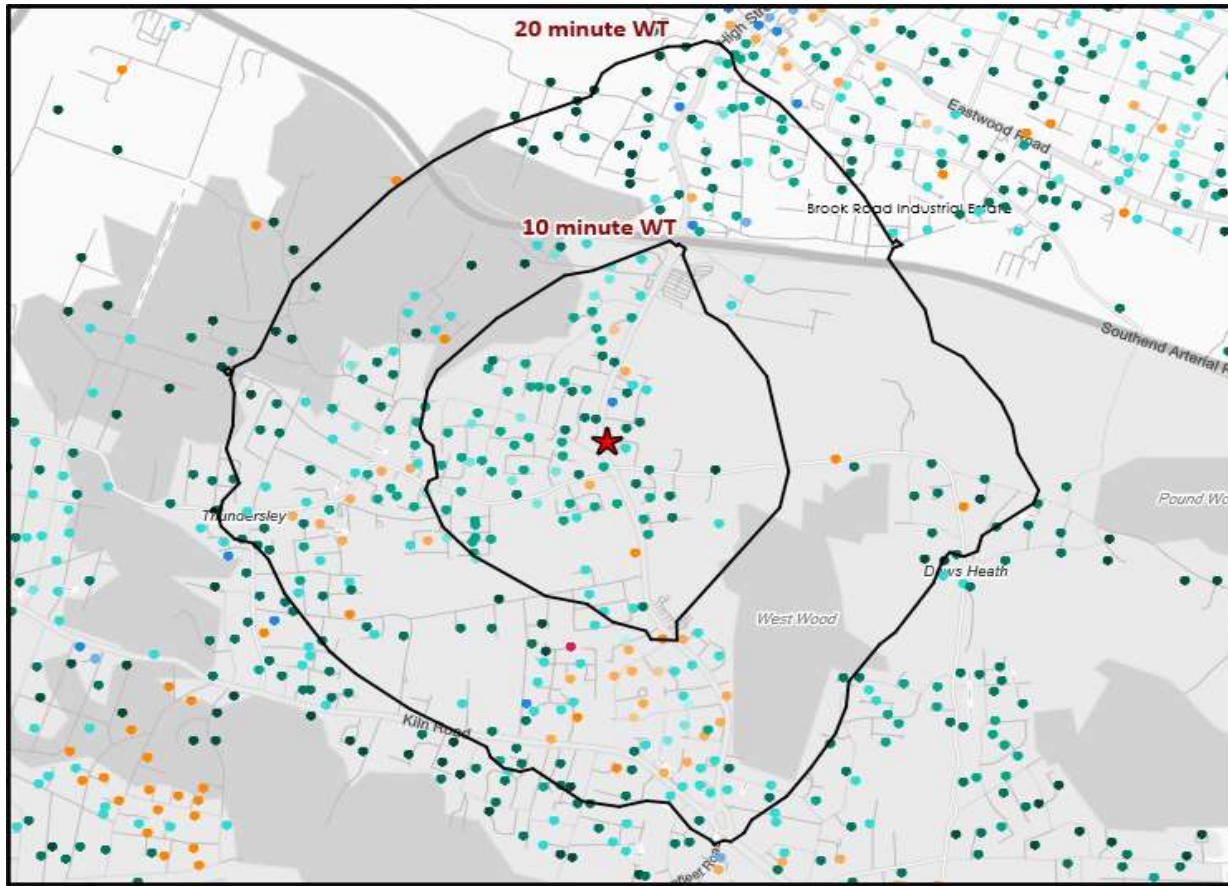
# Polaris Summary - Woodmans Arms Benfleet



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★ Pub Sites



Polaris Plus Profile by Catchment

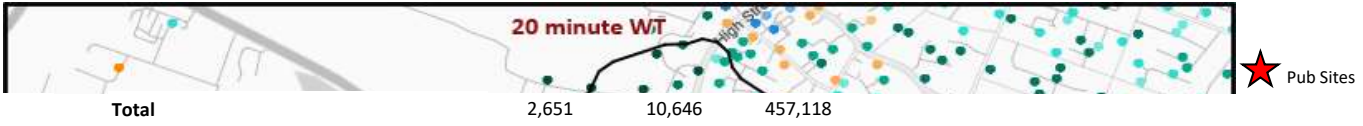
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	3,913	0	0	20
Medium	0	0	1,338	0	0	21
High	29	29	6,768	32	8	44
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	53	18,951	0	13	112
High	24	63	33,333	20	13	163
<b>Midlife - Young Kids</b>						
Low	57	134	33,310	19	11	66
Medium	30	991	81,775	8	62	120
High	33	236	27,588	23	41	112
<b>Midlife - Carefree</b>						
Low	0	121	8,403	0	33	54
Medium	297	743	27,290	167	104	89
High	562	2,518	73,768	194	217	148
<b>Mature</b>						
Low	1,030	2,362	37,713	654	374	139
Medium	507	2,442	74,244	151	181	128
High	82	786	25,472	33	79	59
<b>Not Private Households</b>	0	168	3,252	0	110	49

# Polaris Summary - Woodmans Arms Benfleet

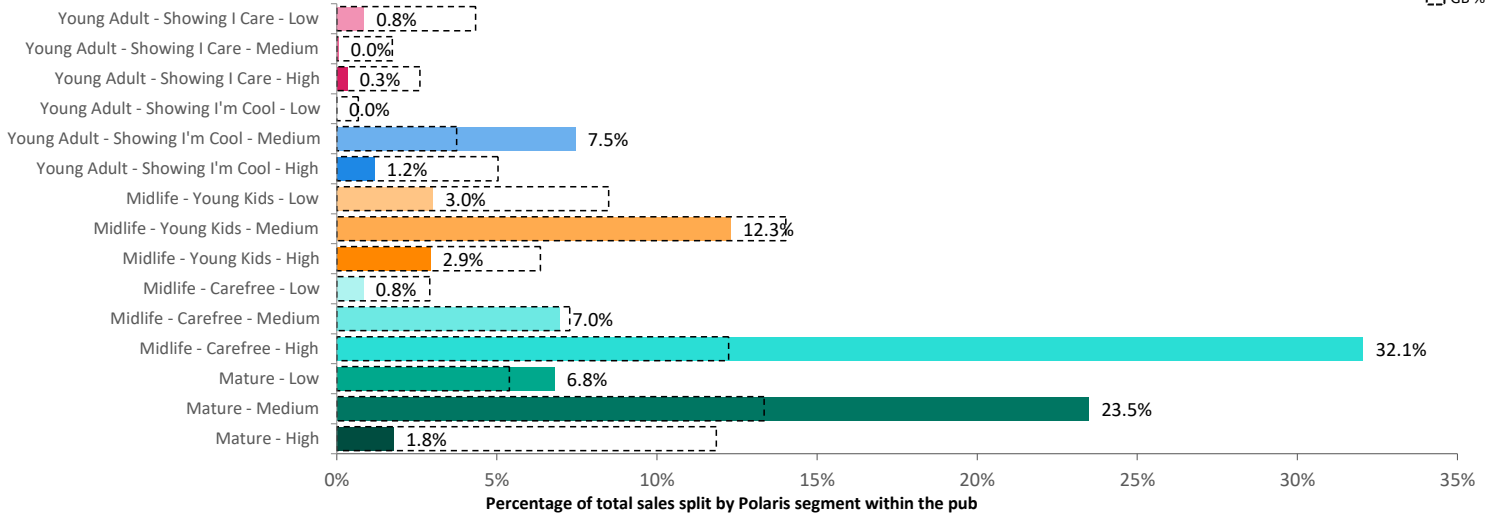


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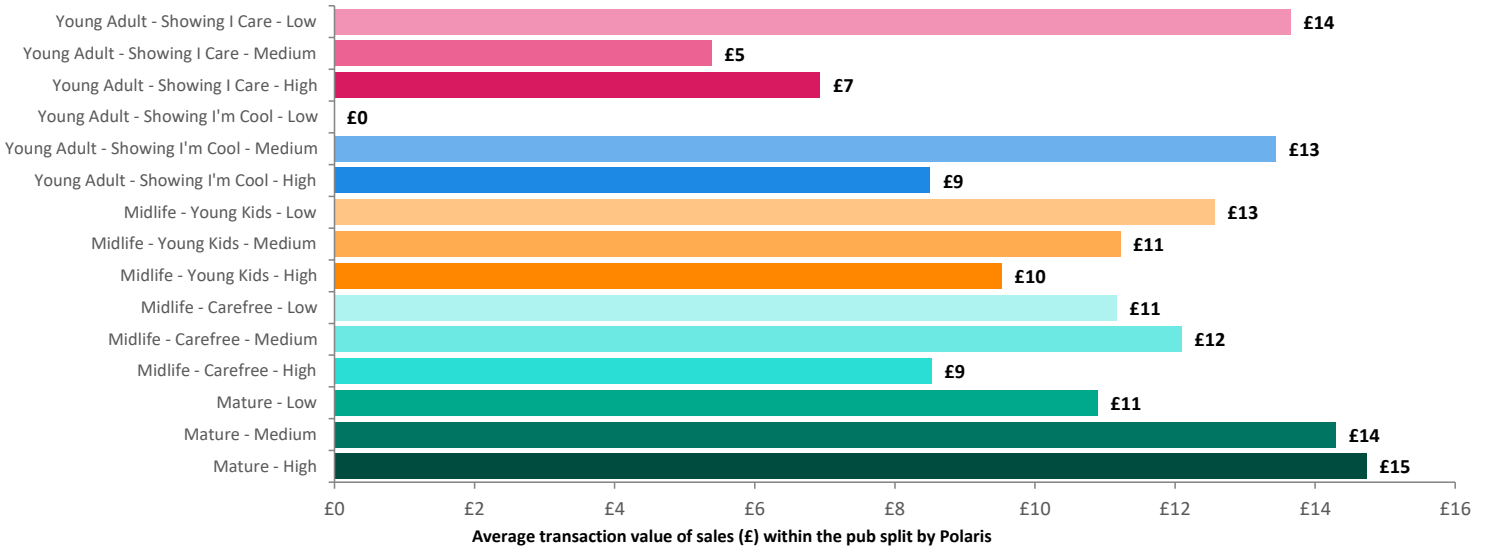


Spend by Polaris

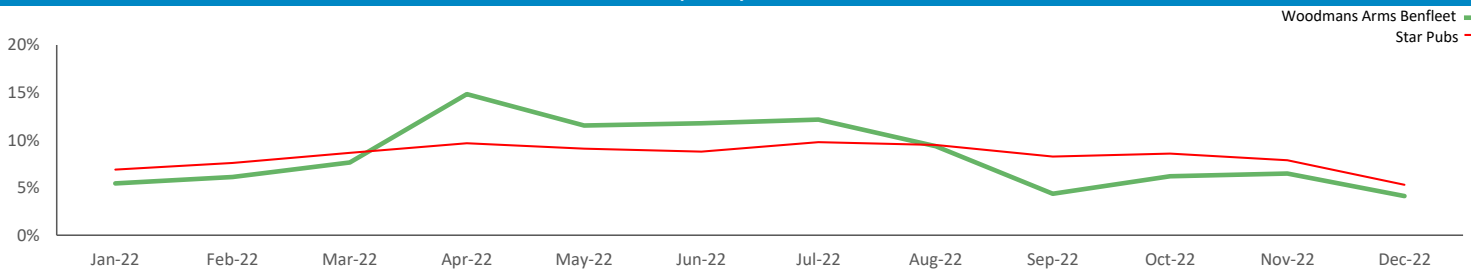
GB %



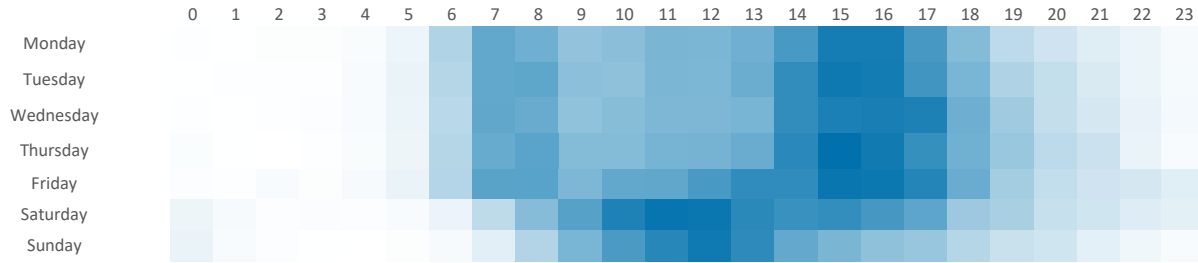
Average Transaction Values (£) by Polaris



Spend by Month

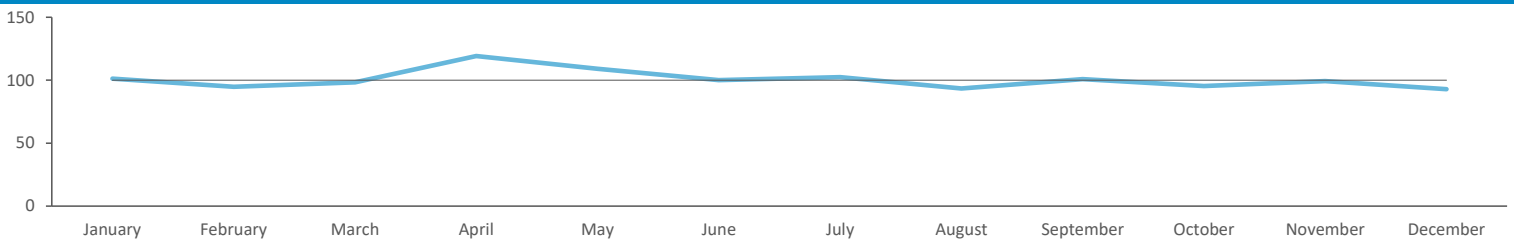


## Time of Day/Day of Week



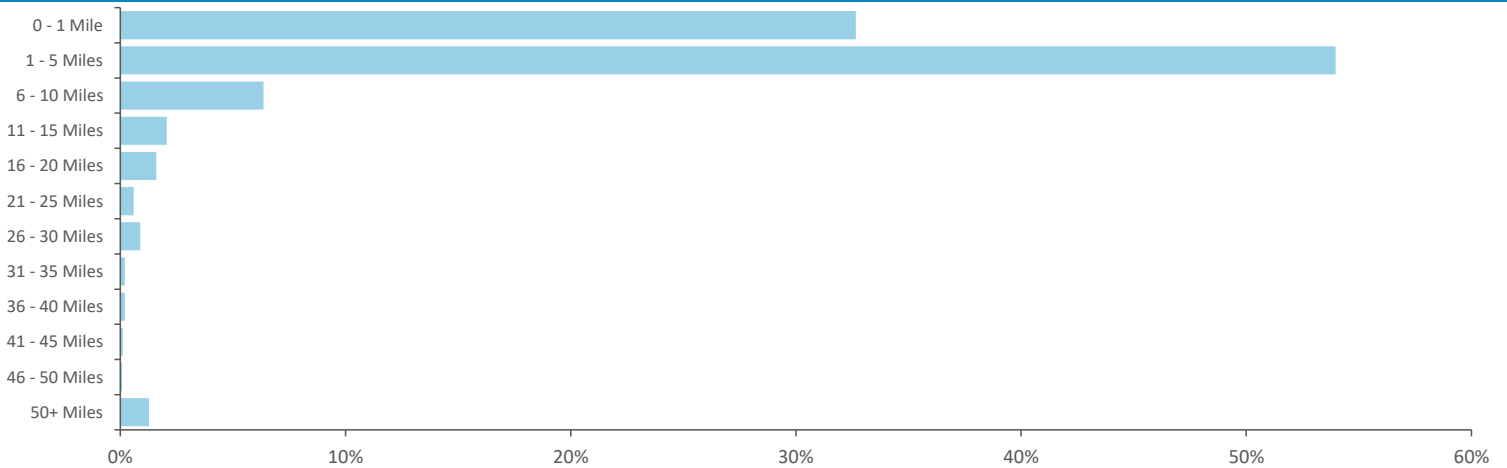
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



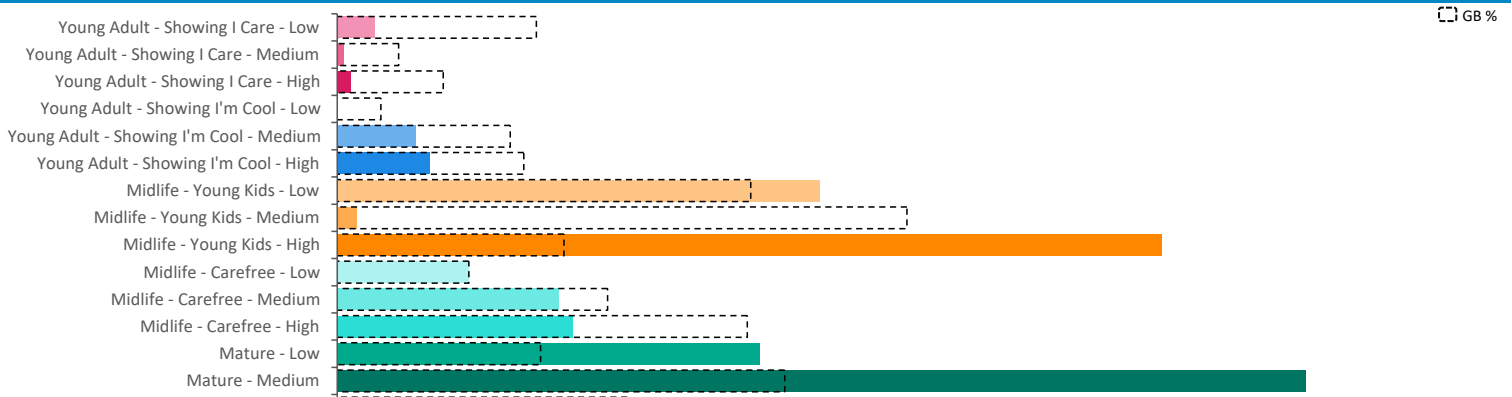
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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

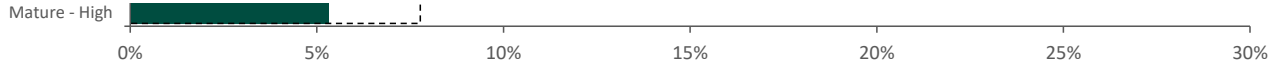


# Mobile Data Summary - Woodmans Arms Benfleet



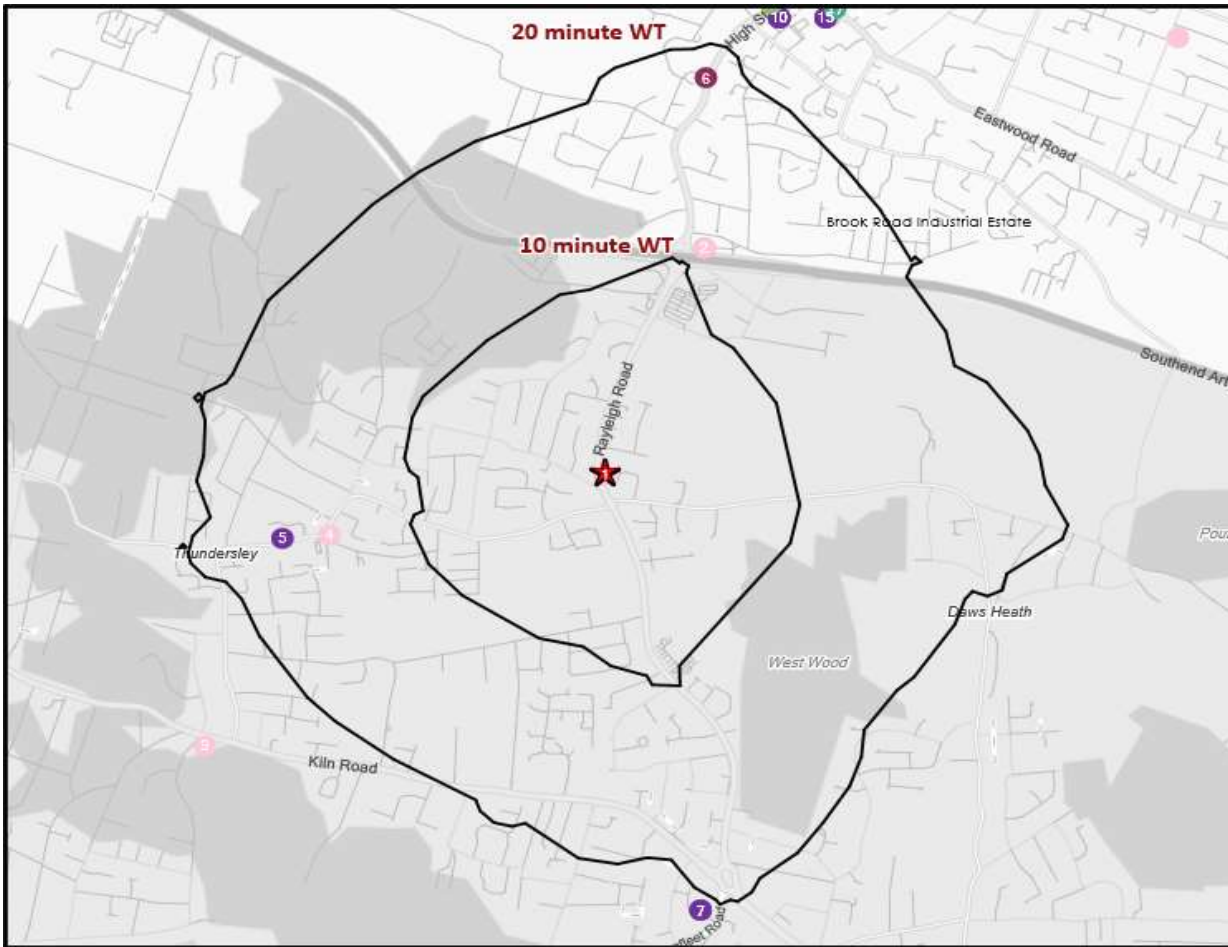
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## Time of Day/Day of Week



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	Woodmans Arms	SS 7 3TA	Star Pubs & Bars	GPGF	0.0
2	Premier Inn	SS 6 7SP	Whitbread	Hotel	0.5
2	Rayleigh Weir	SS 6 7SP	Mitchells & Butlers	GPGF	0.5
4	White Hart	SS 7 3PF	Mitchells & Butlers	GPGF	0.6
5	Tandoori Parlour	SS 7 3PB	Independent Free	Restaurants	0.7
6	Paul Pry	SS 6 7AA	Greene King	Premium Local	0.9
7	Village Indiya	SS 7 1QB	Independent Free	Restaurants	1.0
7	La Quinta	SS 7 1QB	Independent Free	Restaurants	1.0
9	Bread & Cheese	SS 7 1AA	Star Pubs & Bars	GPGF	1.0
10	Red Door	SS 6 7QA	Independent Free	High Street Pub	1.0
10	Bogaz Restaurant	SS 6 7QA	Independent Free	Restaurants	1.0
10	Rayleigh Spicy	SS 6 7QA	Independent Free	Restaurants	1.0
10	Gambero Doro	SS 6 7QA	Independent Free	Restaurants	1.0
14	Roebuck	SS 6 7BU	Wetherspoons GB	Circuit Bar	1.1
15	Marcos Bar	SS 6 7JQ	Independent Free	Restaurants	1.1
15	Saffron Tandoori	SS 6 7JQ	Independent Free	Restaurants	1.1
17	Elderberry	SS 6 7JE	Independent Free	Casual Dining	1.1
18	Crafty Casks	SS 6 7JD	Independent Free	Premium Local	1.1
18	Oyster Wharf	SS 6 7JD	Independent Free	High Street Pub	1.1
20	Choi Yin Restaurant	SS 6 7BY	Independent Free	Restaurants	1.1