

Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		3,837	5,344
Adult Pop		2,904	4,529
Affluence	Low	7%	33%
	Medium	50%	38%
	High	43%	27%
Young		0%	28%
Midlife Young Kids		9%	11%
Midlife Carefree		19%	16%
Mature		73%	44%
Competition Count		5	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£0	£30
Average Distance Travelled in miles	0	27

The Spend Profile section includes a table and a bar chart. The table shows the Average Total Visitor (ATV) and the average distance travelled in miles for the site and benchmark. The bar chart shows the percentage of visitors by age group.

Age Group	Percentage
Young	0.0%
Midlife-Young Kids	0.0%
Midlife-Carefree	0.0%
Mature	0.0%