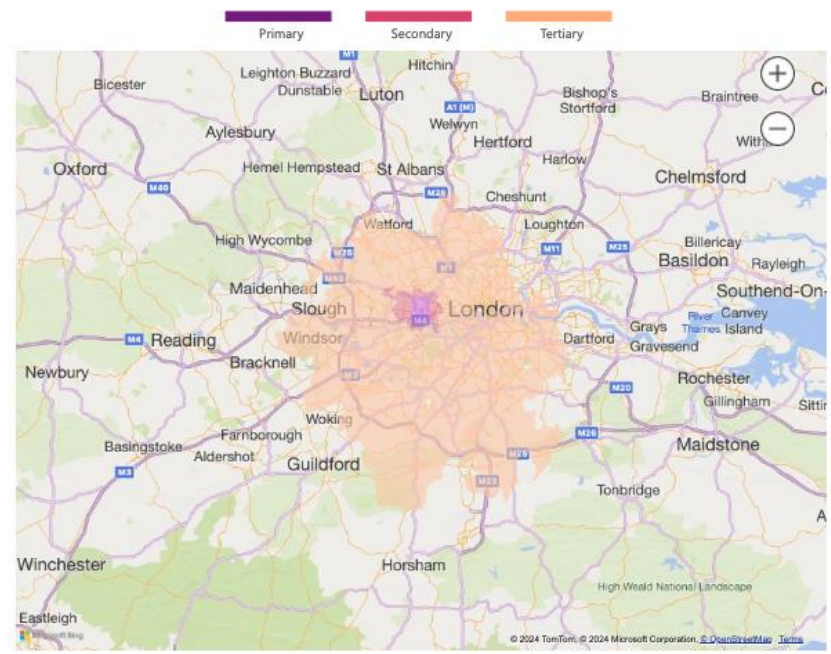
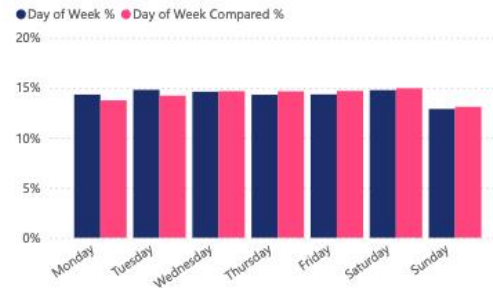
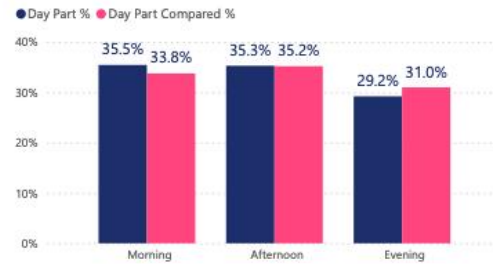


# February Footfall 2024 compared to January 2024

MAIN PERIOD		COMPARISON PERIOD		Average Visit Duration		Visits Under 1 Hour		Visits Over 1 Hour		Male %		Female %		Location	
February 2024		November 2023		<b>&lt; 30 mins</b>		<b>88.9%</b>		<b>11.1%</b>		<b>48.4%</b>		<b>51.6%</b>		Chiswick High Road ▼ -2.7%	
January 2024		December 2023		Visits <b>-1.6%</b>		Unique Visitors <b>50%</b>		Morning Visits <b>35%</b>		Afternoon Visits <b>35%</b>		Evening Visits <b>29%</b>		Ealing BID ▼ -1.6%	
December 2023		January 2024		Visits <b>5.39M</b>		Unique Visitors <b>50%</b>		Morning Visits <b>35%</b>		Afternoon Visits <b>35%</b>		Evening Visits <b>29%</b>		Southall Broadway ▼ -4.2%	
November 2023		February 2024		Visits <b>5.39M</b>		Unique Visitors <b>50%</b>		Morning Visits <b>35%</b>		Afternoon Visits <b>35%</b>		Evening Visits <b>29%</b>		Westfield White City ▼ -4.4%	

## CUSTOMER DISTRIBUTION

Postal Area	Current Period	Comparison
Ealing	76.0%	1.9%
Hounslow	5.9%	-0.5%
Hillingdon	4.2%	-0.8%
Brent	2.9%	-0.5%
Barnet	1.3%	-0.1%
Hammersmith and Fulham	1.3%	-0.0%
Harrow	1.2%	-0.1%
Kensington and Chelsea	1.0%	0.0%
Richmond upon Thames	0.9%	-0.1%
Spelthorne	0.7%	-0.0%
Westminster	0.7%	0.0%
Southwark	0.5%	0.2%
Haringey	0.3%	-0.0%
Camden	0.3%	0.1%
Wandsworth	0.3%	-0.0%
Kingston upon Thames	0.3%	-0.0%



MAIN PERIOD

February 2024

January 2024

December 2023

November 2023

COMPARED PERIOD

November 2023

December 2023

January 2024

February 2024

CATEGORY

All

BRAND

All

Category	Affinity %	Comparison %
Supermarkets	51.86%	78.48%
Quick Service Restaurants	26.58%	43.36%
Discount Department Stores	22.40%	31.70%
Discount Variety Stores	16.71%	23.59%
Department Stores	16.45%	23.82%
Small Format Supermarkets	11.02%	16.92%
General Clothing	8.95%	17.21%
Banks	7.75%	13.95%
Restaurants	7.71%	14.01%
Cafe	6.54%	11.05%
Pharmacy	5.76%	9.46%
Footwear	4.79%	8.48%
Mobile Phones & Accessories	4.77%	7.94%
Home Furnishings & Accessories	3.84%	6.15%
Service & Fuel Stations	3.81%	6.73%
Stationery & Office Supplies	3.65%	6.27%
Womens Clothing	3.26%	6.78%
Cosmetics & Perfumes	2.73%	4.96%
Opticians	2.35%	3.75%
Health Foods	2.13%	3.86%

Brand	Affinity %	Comparison %
Marks & Spencer	13.68%	18.69%
Poundland	9.42%	13.05%
Lidl	8.92%	12.42%
TK Maxx	8.52%	12.46%
Tesco Express	7.90%	12.27%
Argos	7.29%	10.55%
Morrisons	7.05%	9.72%
Primark	7.05%	9.58%
Londis	6.61%	9.61%
New Look	6.61%	9.21%
Pret a Manger	6.37%	9.59%
Subway	6.29%	9.76%
Costcutter	5.91%	9.18%
Asda	5.79%	8.35%
Iceland	5.44%	8.77%
Boots	4.64%	7.58%
McDonald's	4.57%	7.49%
Starbucks	4.35%	6.66%
Waitrose	4.17%	6.65%

TOP 6 CATEGORIES

Department Stores

Discount Department Stores

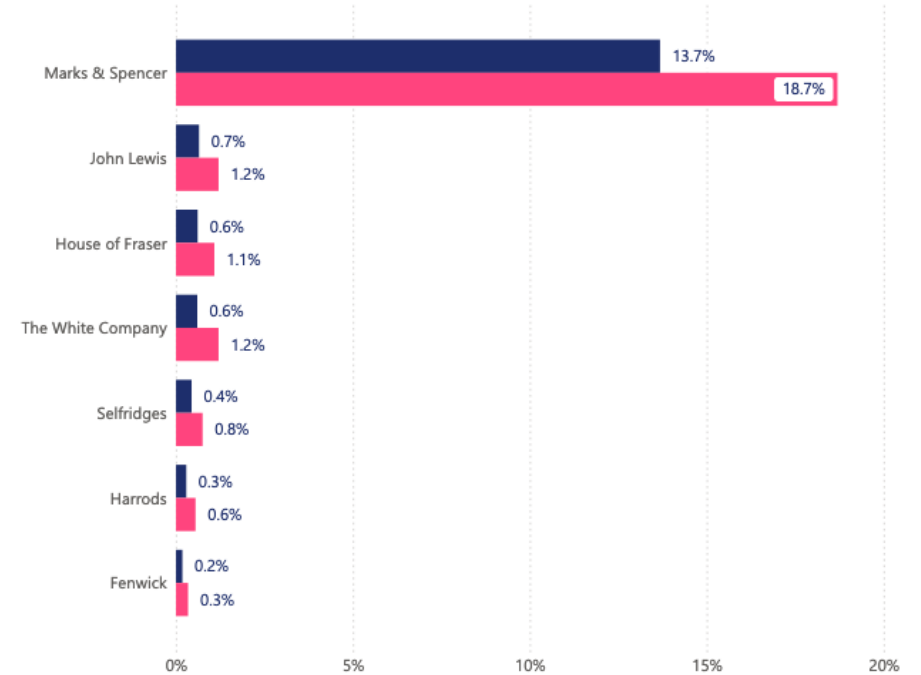
Discount Variety Stores

Quick Service Restaurants

Small Format Supermarkets

Supermarkets

● Brand Affinity ● Brand Affinity Comparison



MAIN PERIOD

February 2024

January 2024

December 2023

November 2023

COMPARED PERIOD

November 2023

December 2023

January 2024

February 2024

Visits

5.39M

Unique Visitors

50%

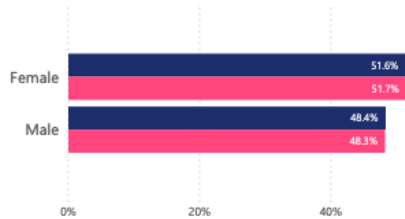
Visits Under 1 Hour

88.9%

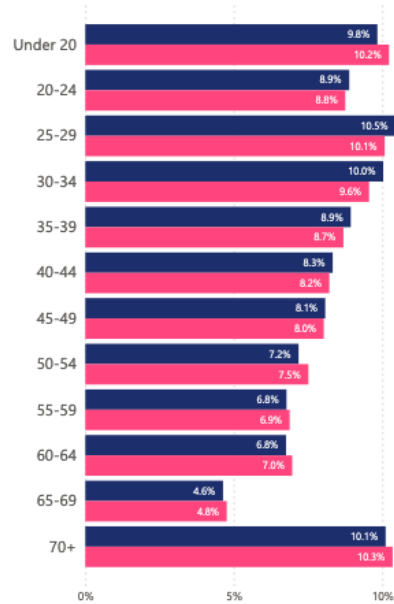
Visits Over 1 Hour

11.1%

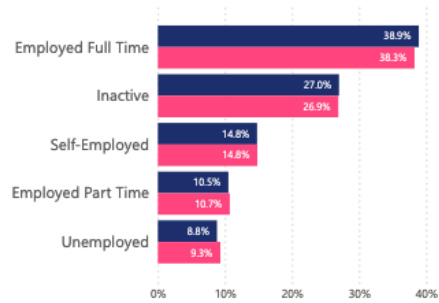
GENDER



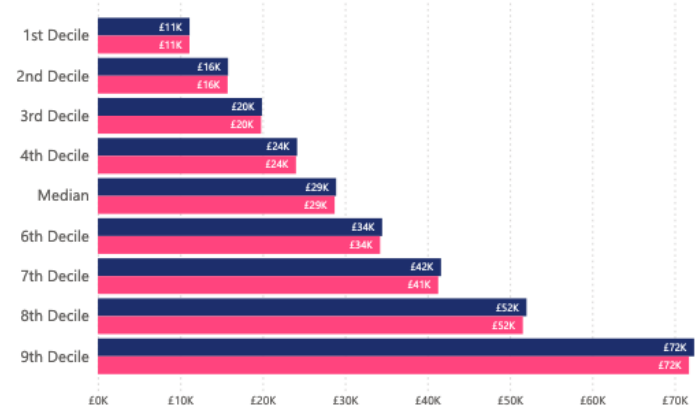
AGE GROUP



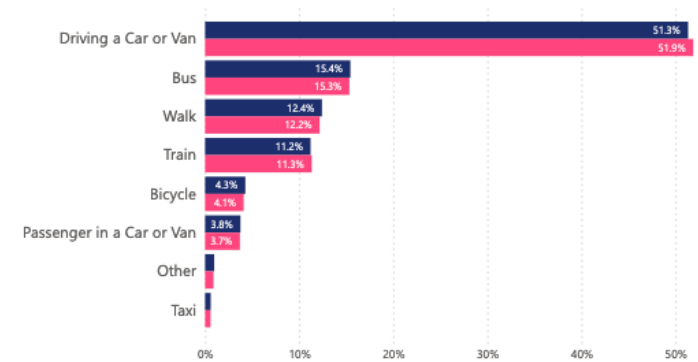
EMPLOYMENT STATUS



INCOME DECILES



DAILY COMMUTE



MAIN PERIOD

February 2024

January 2024

December 2023

November 2023

COMPARED PERIOD

November 2023

December 2023

January 2024

February 2024

TRADE AREA TIER

Primary

Secondary

Tertiary

CATEGORY

Select all

Alcoholic drinks, tobacco &...

Clothing & footwear

Communication

Education

Food & non-alcoholic drinks

Health

Household goods & services

Housing, fuel & power

Miscellaneous goods & services

Other expenditure items

Recreation & culture

Restaurants & hotels

Transport

TRADE AREA INFORMATION

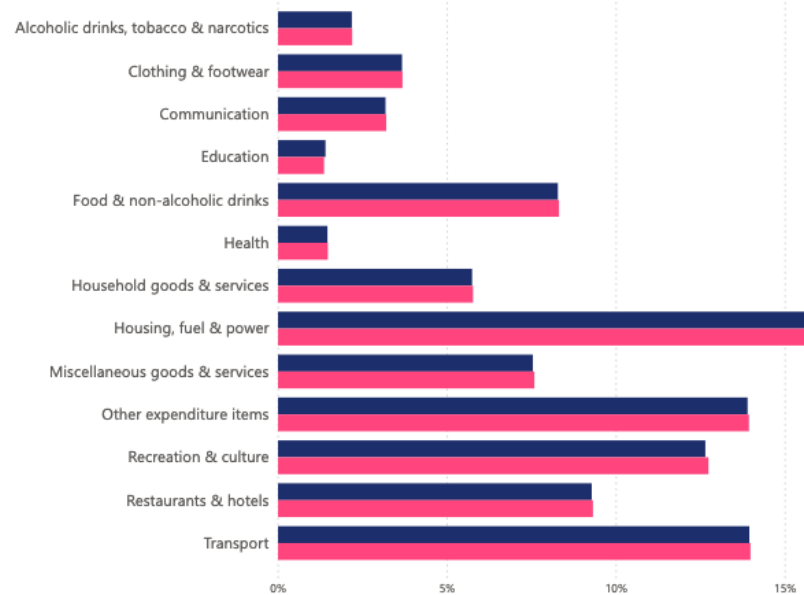
Spend category	Selection %	Catchment %	Selection £	Catchment %
<input checked="" type="checkbox"/> Housing, fuel & power	16.67%	16.3%	£37.29	£39
<input checked="" type="checkbox"/> Transport	13.95%	14.0%	£31.67	£34
<input checked="" type="checkbox"/> Other expenditure items	13.90%	13.9%	£31.60	£34
<input checked="" type="checkbox"/> Recreation & culture	12.65%	12.7%	£28.70	£31
<input checked="" type="checkbox"/> Restaurants & hotels	9.29%	9.3%	£21.14	£22
<input checked="" type="checkbox"/> Food & non-alcoholic drinks	8.29%	8.3%	£18.61	£20
<input checked="" type="checkbox"/> Miscellaneous goods & services	7.55%	7.6%	£17.10	£18
<input checked="" type="checkbox"/> Household goods & services	5.75%	5.8%	£13.03	£14
<input checked="" type="checkbox"/> Clothing & footwear	3.68%	3.7%	£8.34	£9
<input checked="" type="checkbox"/> Communication	3.19%	3.2%	£7.18	£8
<input type="checkbox"/> Alcoholic drinks, tobacco & narcotics				
Westminster	2.28%	2.2%	£4.15	£5

Average Household Income (Weekly)

£299.00    £2,155.00



Selected Trade Area %    Catchment Average %



%  
£



# February 2024 Footfall compared to November 2023



Overview

Leasing

Marketing

Household

Chiswick High Road

Ealing BID

Southall Broadway

Westfield White City

MAIN PERIOD

February 2024

January 2024

December 2023

November 2023

COMPARISON PERIOD

November 2023

December 2023

January 2024

February 2024

Average Visit Duration

< 30 mins

Visits Under 1 Hour

88.9%

Visits Over 1 Hour

11.1%

Male %

48.4%

Female %

51.6%

Visits +4.2%

5.39M

Unique Visitors

50%

Morning Visits

35%

Afternoon Visits

35%

Evening Visits

29%

Location Visits

Chiswick High Road ▼ -4.6%

Ealing BID ▲ +4.2%

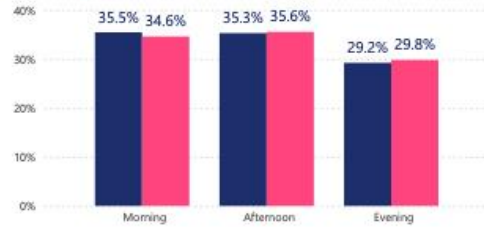
Southall Broadway ▼ -6.2%

Westfield White City ▲ +23.3%

## CUSTOMER DISTRIBUTION

Postal Area	Current Period	Comparison
Ealing	76.0%	0.4%
Hounslow	5.9%	-0.0%
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Harrow	1.2%	0.0%
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Westminster	0.7%	0.2%
Southwark	0.5%	0.2%
Haringey	0.3%	-0.3%
Camden	0.3%	0.1%
Wandsworth	0.3%	-0.0%
Kingston upon Thames	0.3%	0.0%

Day Part % Day Part Compared %



Day of Week % Day of Week Compared %

