

April Footfall 2024 compared to March 2024

MAIN PERIOD

April 2024

March 2024

February 2024

January 2024

COMPARISON PERIOD

April 2024

March 2024

February 2024

January 2024

Average Visit Duration

< 30 mins

Visits Under 1 Hour

87.4%

Visits Over 1 Hour

12.6%

Male %

48.1%

Female %

51.9%

Location

Chiswick High R... ▲ +0.6%

Ealing BID ▼ -2.6%

Southall Broadw... ▼ -0.7%

Westfield White... ▼ -7.4%

Visits

5.73M -2.6%

Unique Visitors

53%

Morning Visits

28%

Afternoon Visits

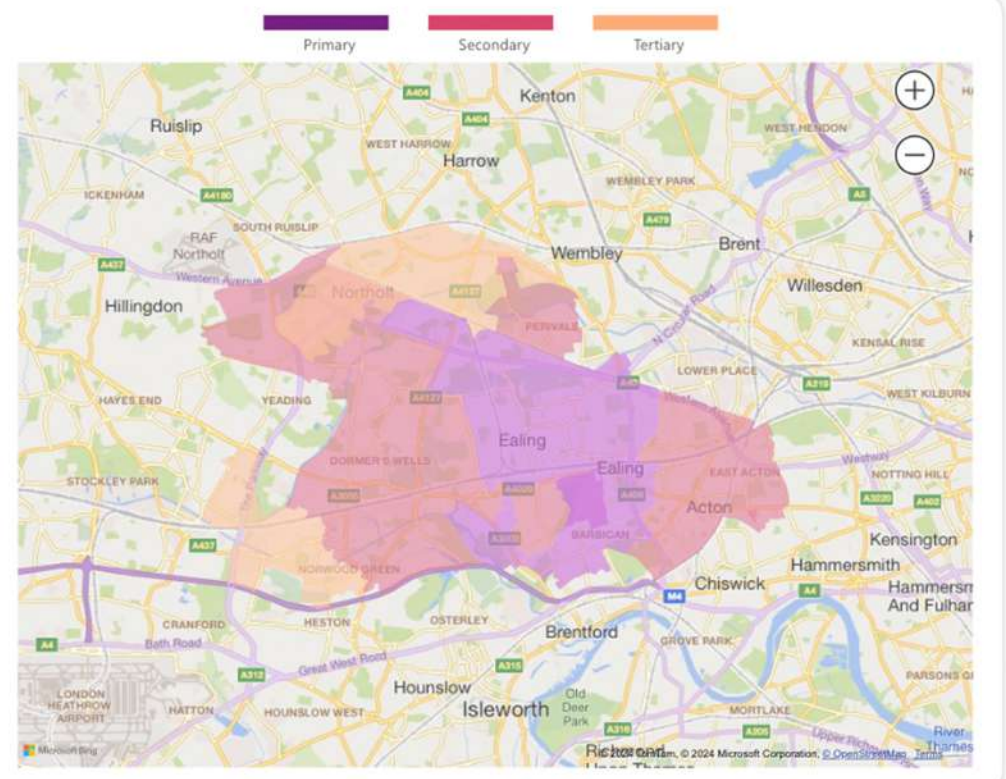
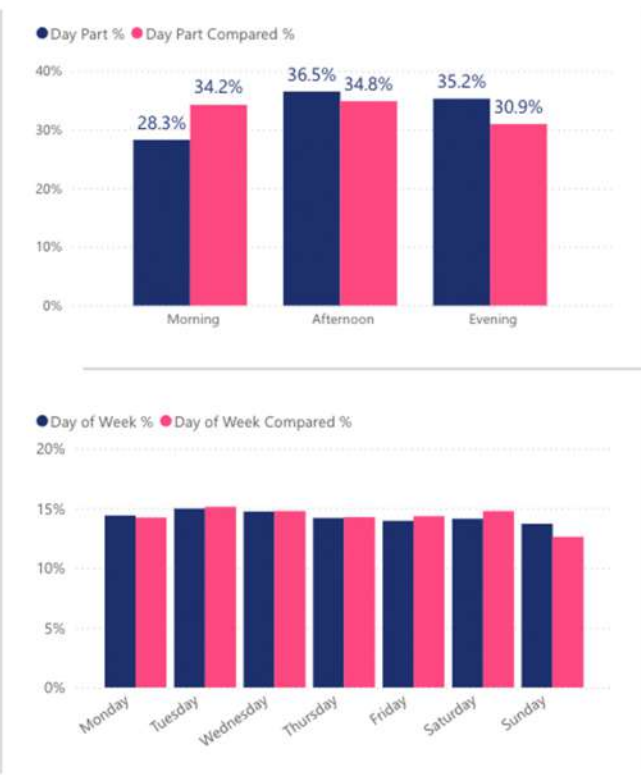
37%

Evening Visits

35%

CUSTOMER DISTRIBUTION

Postal Area	Current Period	Comparison
Ealing	75.9%	+0.3%
Hounslow	5.8%	-0.3%
Hillingdon	4.0%	-0.0%
Brent	3.1%	+0.1%
Hammersmith and Fulham	1.5%	+0.1%
Barnet	1.1%	-0.3%
Harrow	1.0%	-0.0%
Richmond upon Thames	0.9%	-0.0%
Westminster	0.8%	+0.1%
Kensington and Chelsea	0.8%	-0.2%
Spelthorne	0.7%	-0.0%
Wandsworth	0.5%	+0.1%
Haringey	0.4%	+0.1%
Southwark	0.4%	-0.0%
Merton	0.3%	-0.1%
Lewisham	0.3%	+0.2%
Tower Hamlets	0.2%	+0.1%
Kingston upon	0.2%	-0.1%



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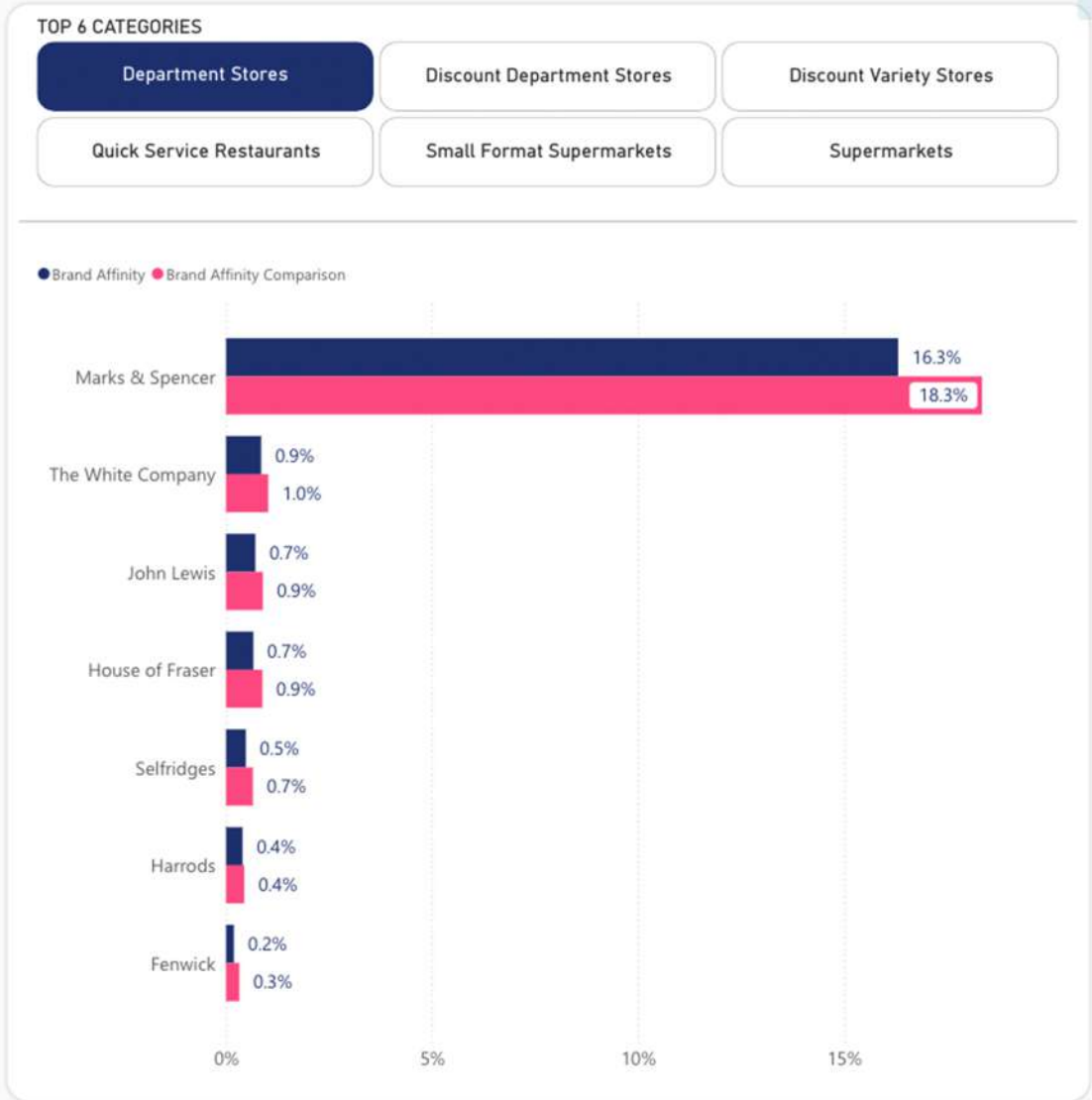
COMPARED PERIOD
 April 2024
 March 2024
 February 2024
 January 2024

CATEGORY
 All

BRAND
 All

Category	Affinity %	Comparison %
Supermarkets	60.03%	70.00%
Quick Service Restaurants	32.57%	38.32%
Discount Department Stores	27.83%	32.06%
Discount Variety Stores	20.62%	23.28%
Department Stores	19.61%	22.56%
Small Format Supermarkets	14.14%	16.52%
General Clothing	12.06%	13.35%
Restaurants	11.14%	11.97%
Banks	10.79%	12.24%
Cafe	9.10%	8.96%
Pharmacy	7.76%	8.95%
Mobile Phones & Accessories	6.74%	7.01%
Footwear	6.31%	7.43%
Stationery & Office Supplies	5.26%	5.90%
Home Furnishings & Accessories	5.02%	6.10%
Cosmetics & Perfumes	4.20%	4.39%
Service & Fuel Stations	4.16%	5.76%
Womens Clothing	4.12%	4.96%
Health Foods	3.40%	3.55%
Opticians	3.21%	3.46%
Hypermarkets	2.81%	3.19%
Sportswear	2.60%	2.05%

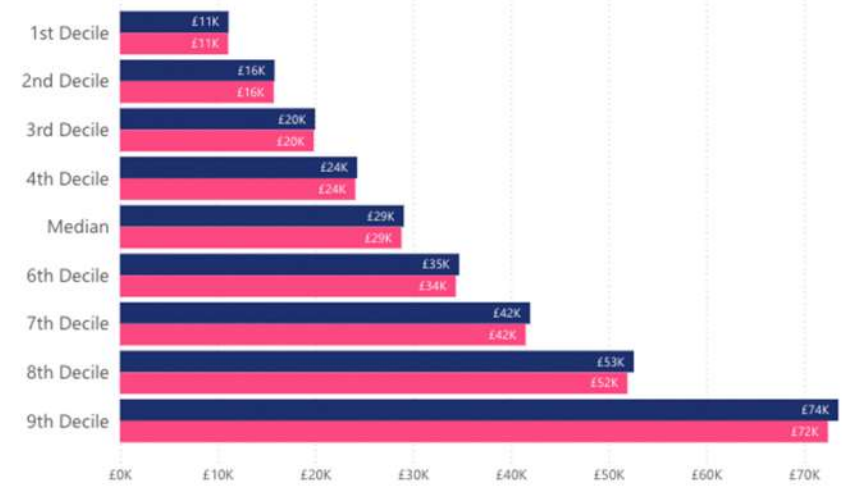
Brand	Affinity %	Comparison %
Marks & Spencer	16.31%	18.35%
Poundland	11.41%	12.74%
TK Maxx	10.54%	11.98%
Lidl	10.25%	11.75%
Tesco Express	9.40%	11.69%
Argos	9.20%	10.54%
Morrisons	8.94%	9.69%
New Look	8.58%	9.59%
Primark	8.49%	10.14%
Londis	7.95%	8.79%
Pret a Manger	7.57%	8.56%
Subway	7.42%	9.22%
Costcutter	6.96%	8.32%
Iceland	6.43%	7.80%
Boots	6.13%	7.23%
Starbucks	5.65%	5.88%
Asda	5.59%	7.05%
McDonald's	5.57%	6.89%
Nando's	4.34%	4.95%
Waitrose	4.28%	5.01%
Shell	4.16%	5.76%



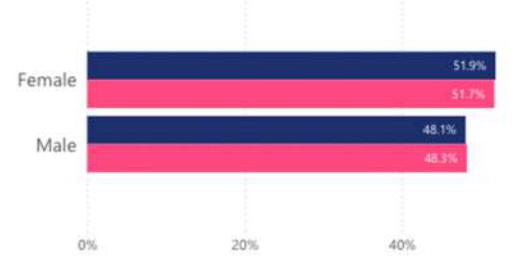
April Footfall 2024 compared to March 2024

MAIN PERIOD		COMPARED PERIOD		Visits	Unique Visitors
April 2024		April 2024		5.73M	53%
March 2024		March 2024			
February 2024		February 2024		Visits Under 1 Hour	Visits Over 1 Hour
January 2024		January 2024		87.4%	12.6%

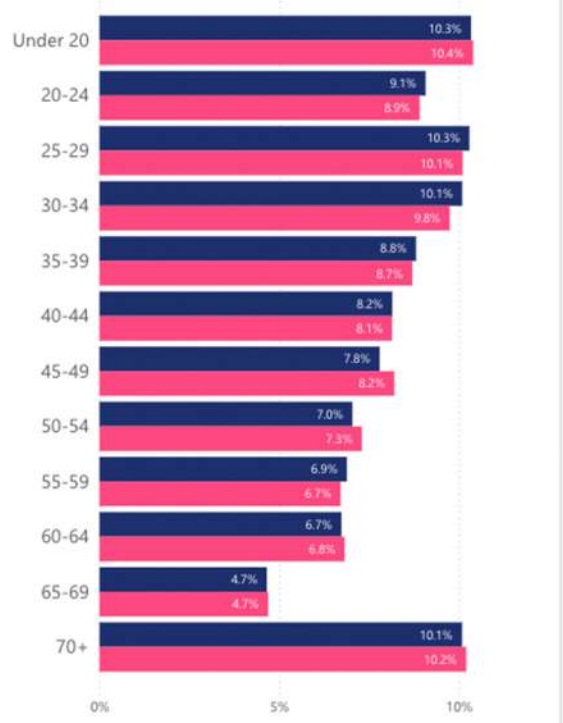
INCOME DECILES



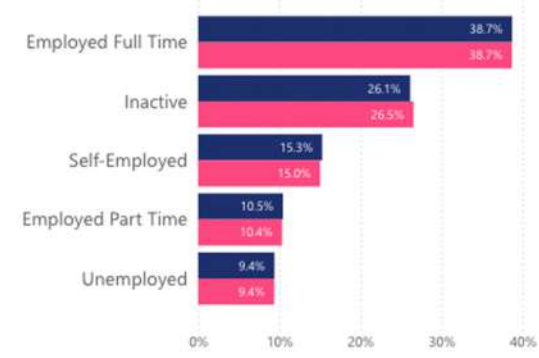
GENDER



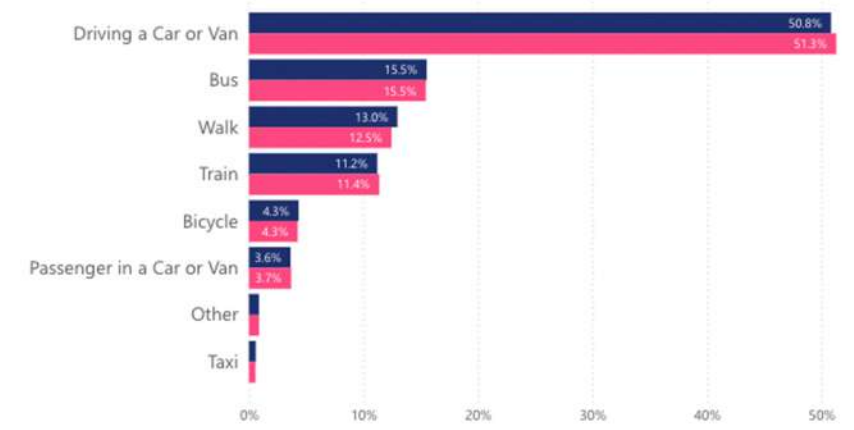
AGE GROUP



EMPLOYMENT STATUS



DAILY COMMUTE



April Footfall 2024 compared to March 2024

MAIN PERIOD

COMPARED PERIOD

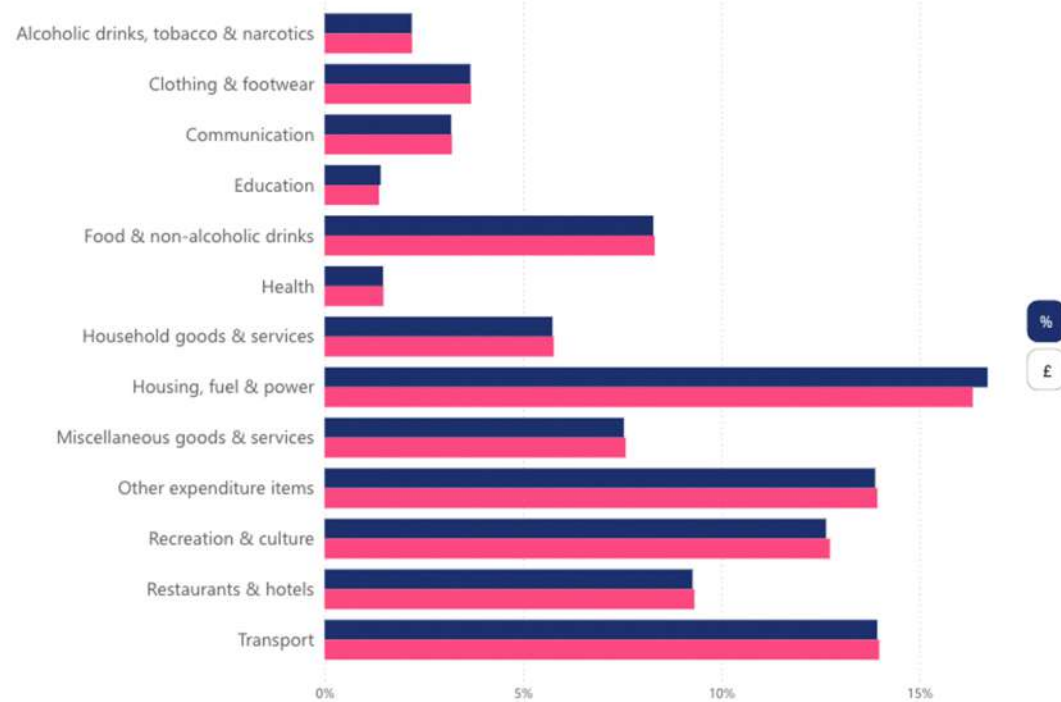
TRADE AREA TIER

CATEGORY

TRADE AREA INFORMATION

Spend category	Selection %	Catchment %	Selection £	Catchment %
<input checked="" type="checkbox"/> Housing, fuel & power	16.72%	16.3%	£37.11	£39
<input checked="" type="checkbox"/> Transport	13.94%	14.0%	£31.44	£34
<input checked="" type="checkbox"/> Other expenditure items	13.88%	13.9%	£31.36	£34
<input checked="" type="checkbox"/> Recreation & culture	12.64%	12.7%	£28.50	£31
<input checked="" type="checkbox"/> Restaurants & hotels	9.28%	9.3%	£20.98	£22
<input checked="" type="checkbox"/> Food & non-alcoholic drinks	8.29%	8.3%	£18.49	£20
<input checked="" type="checkbox"/> Miscellaneous goods & services	7.55%	7.6%	£16.98	£18
<input checked="" type="checkbox"/> Household goods & services	5.75%	5.8%	£12.93	£14
<input checked="" type="checkbox"/> Clothing & footwear	3.68%	3.7%	£8.28	£9
<input checked="" type="checkbox"/> Communication	3.19%	3.2%	£7.14	£8
<input type="checkbox"/> Alcoholic drinks, tobacco & narcotics				
Westminster	2.28%	2.2%	£4.15	£5
Brent	2.27%	2.2%	£3.77	£5

● Selected Trade Area % ● Catchment Average %



Average Household Income (Weekly)

£299.00 | £2,155.00



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Visits +6.3%

5.73M

Unique Visitors

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Evening Visits

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Location

Visits

Chiswick High R... ▲ +12.4%

Ealing BID ▲ +6.3%

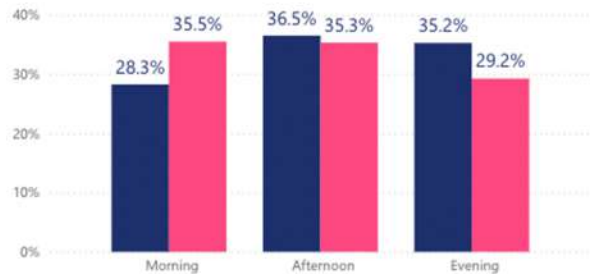
Southall Broadw... ▲ +8.2%

Westfield White... ▲ +7.3%

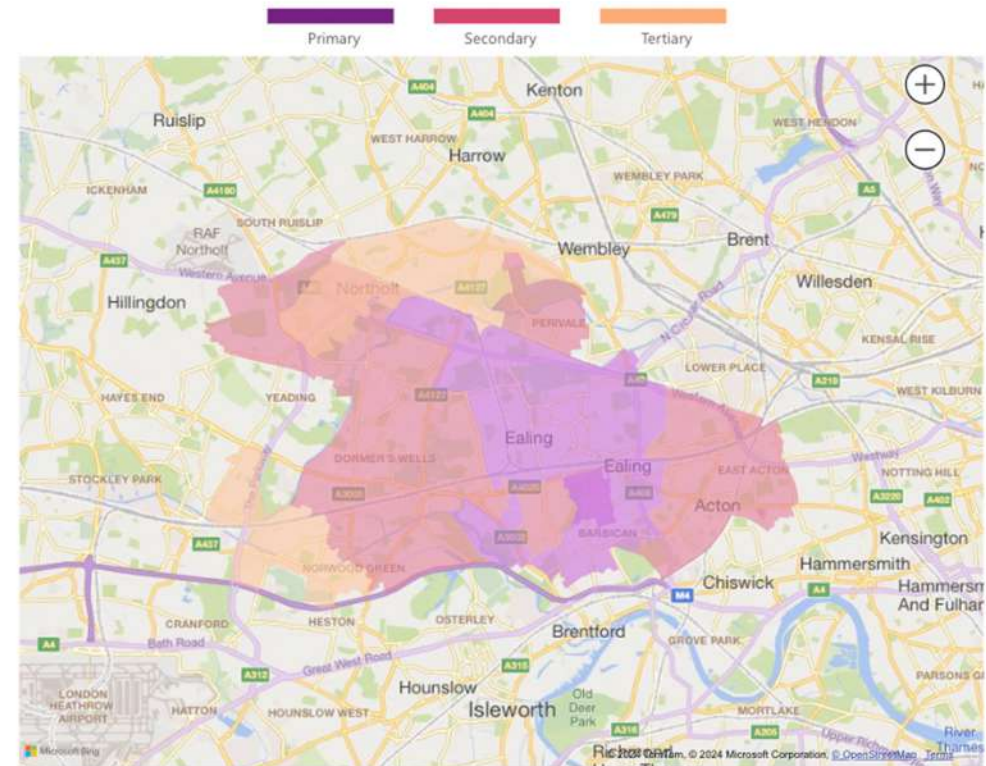
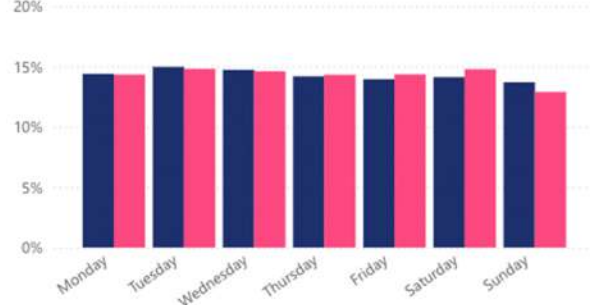
CUSTOMER DISTRIBUTION

Postal Area	Current Period	Comparison
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Hillingdon	4.0%	-0.2%
Brent	3.1%	0.2%
Hammersmith and Fulham	1.5%	0.2%
Barnet	1.1%	-0.2%
Harrow	1.0%	-0.1%
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Haringey	0.4%	0.1%
Southwark	0.4%	-0.1%
Merton	0.3%	0.1%
Lewisham	0.3%	0.1%
Tower Hamlets	0.2%	0.1%
Kingston upon	0.2%	-0.0%

● Day Part % ● Day Part Compared %



● Day of Week % ● Day of Week Compared %



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Visits 5.73M +4.6%	Unique Visitors 53%	Morning Visits 28%	Afternoon Visits 37%	Evening Visits 35%

Location

Chiswick High R... ▲ +9.4%

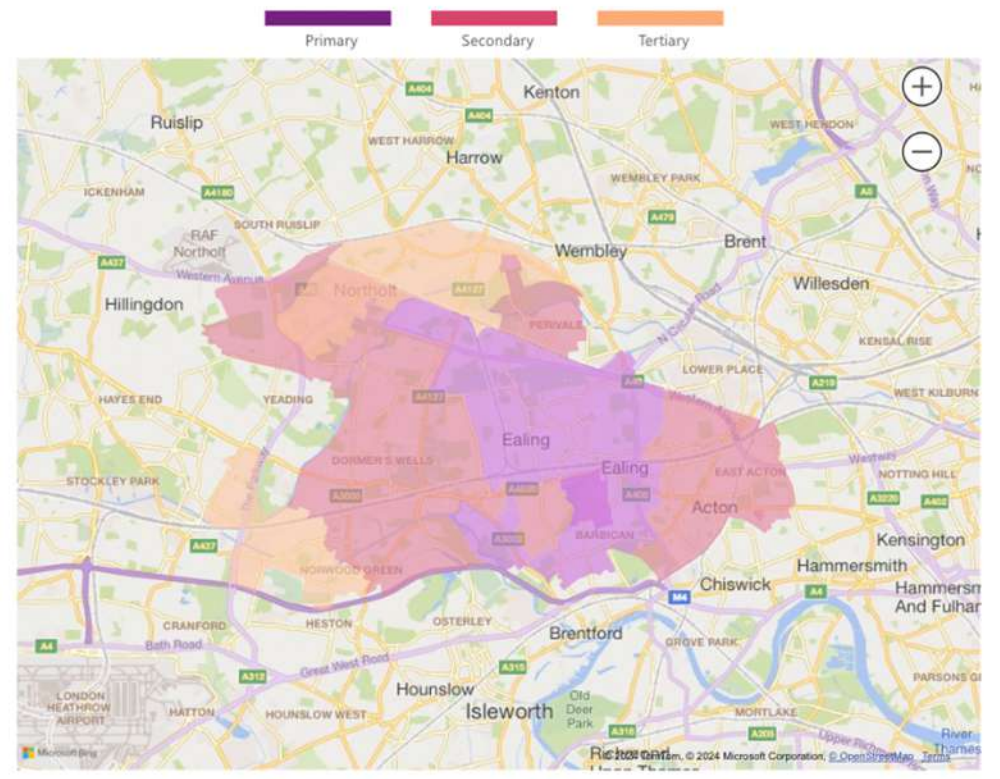
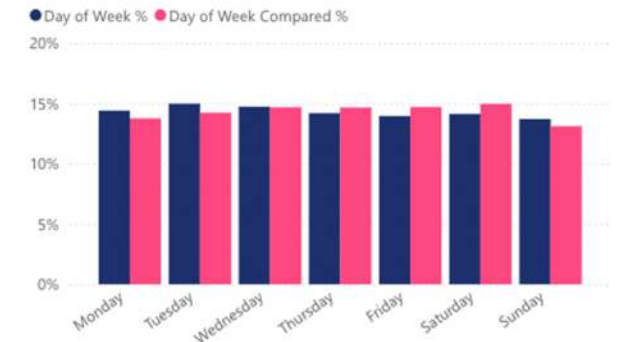
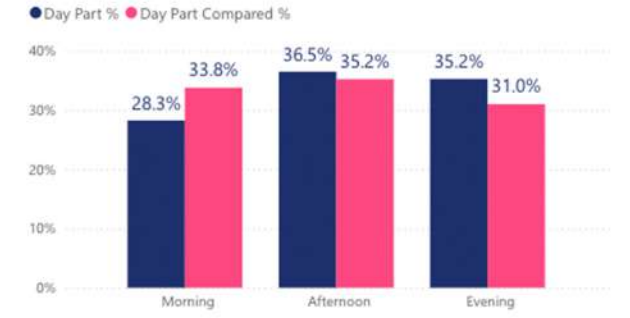
Ealing BID ▲ +4.6%

Southall Broadw... ▲ +3.6%

Westfield White... ▲ +2.6%

CUSTOMER DISTRIBUTION

Postal Area	Current Period	Comparison
Ealing	75.9%	1.8%
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Hillingdon	4.0%	-1.0%
Brent	3.1%	-0.3%
Hammersmith and Fulham	1.5%	0.2%
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Merton	0.3%	0.0%
Lewisham	0.3%	0.1%
Tower Hamlets	0.2%	0.1%
Kingston upon	0.2%	-0.0%



Footfall using November 2023 as baseline zero

