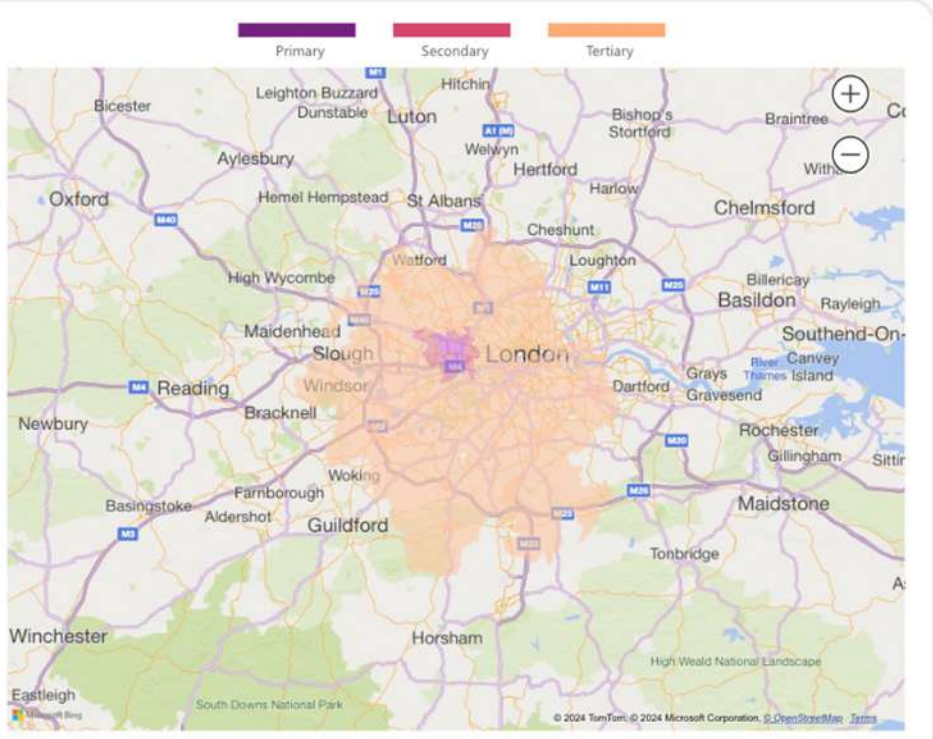
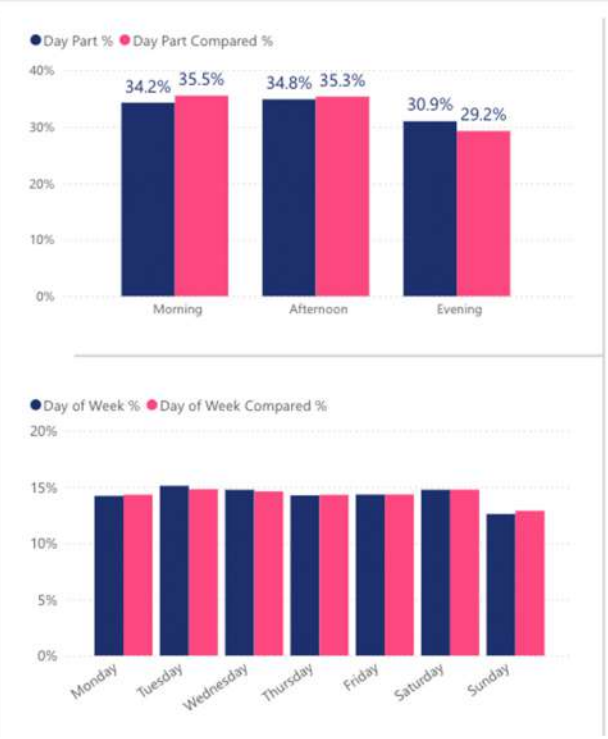


# March Footfall 2024 compared to February 2024

MAIN PERIOD		COMPARISON PERIOD		Average Visit Duration		Visits Under 1 Hour		Visits Over 1 Hour		Male %		Female %		Location								
March 2024	February 2024	March 2024	February 2024	< 30 mins	85.6%	14.4%	48.3%	51.7%	Chiswick High R...	+11.7%	5.89M	+9.1%	43%	34%	35%	31%	Ealing BID	+9.1%	Southall Broadw...	+8.9%	Westfield White...	+15.9%

### CUSTOMER DISTRIBUTION

Postal Area	Current Period	Comparison
Ealing	75.6%	-0.4%
Hounslow	6.1%	0.2%
Hillingdon	4.0%	-0.2%
Brent	2.9%	0.1%
Barnet	1.4%	0.1%
Hammersmith and Fulham	1.4%	0.0%
Harrow	1.1%	-0.1%
Richmond upon Thames	1.0%	0.0%
Kensington and Chelsea	0.9%	-0.0%
Westminster	0.7%	0.0%
Spelthorne	0.7%	-0.0%
Wandsworth	0.4%	0.1%
Merton	0.4%	0.1%
Southwark	0.4%	-0.1%
Kingston upon Thames	0.3%	0.0%
Haringey	0.3%	-0.1%
Lambeth	0.3%	0.0%



# March Footfall 2024 compared to February 2024

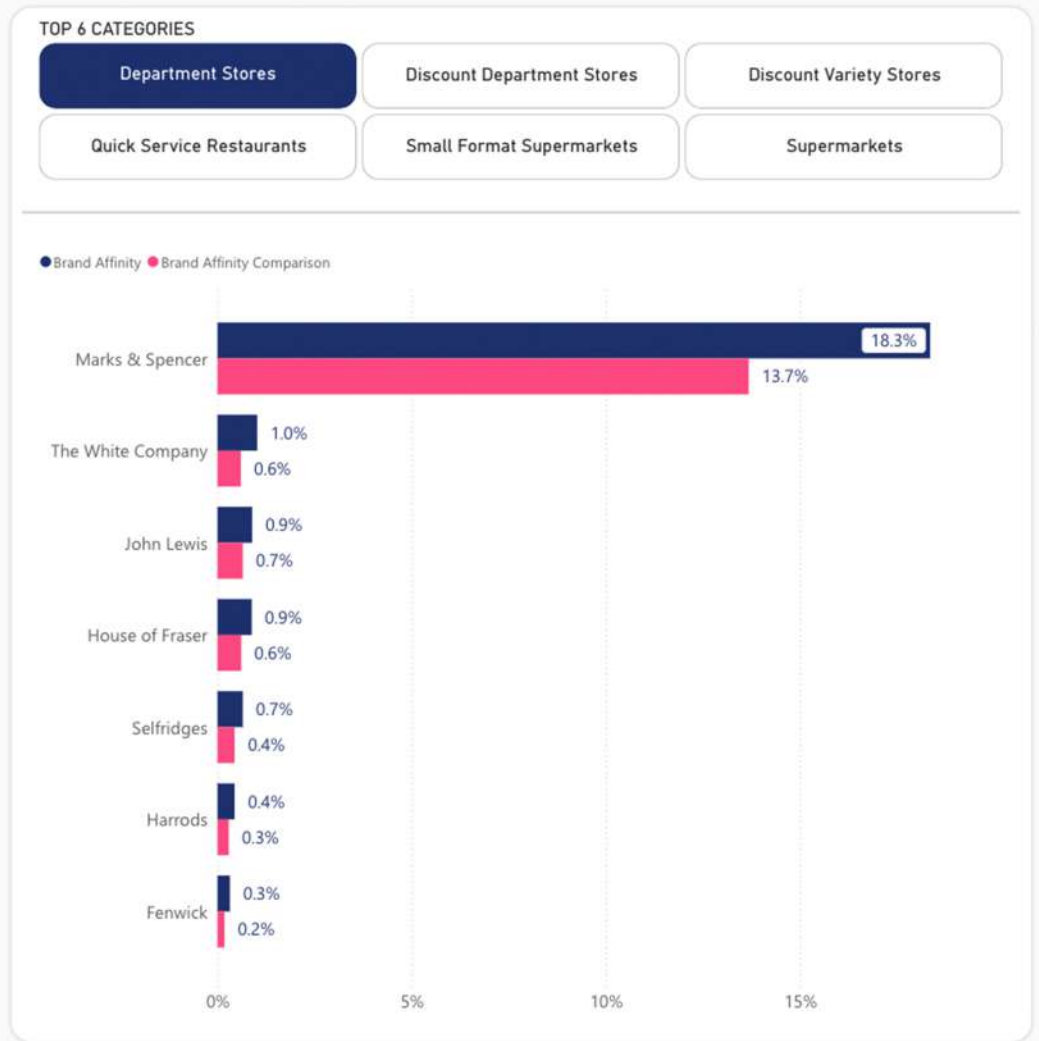
**MAIN PERIOD**  
 March 2024  
 February 2024  
 January 2024  
 December 2023

**COMPARED PERIOD**  
 March 2024  
 February 2024  
 January 2024  
 December 2023

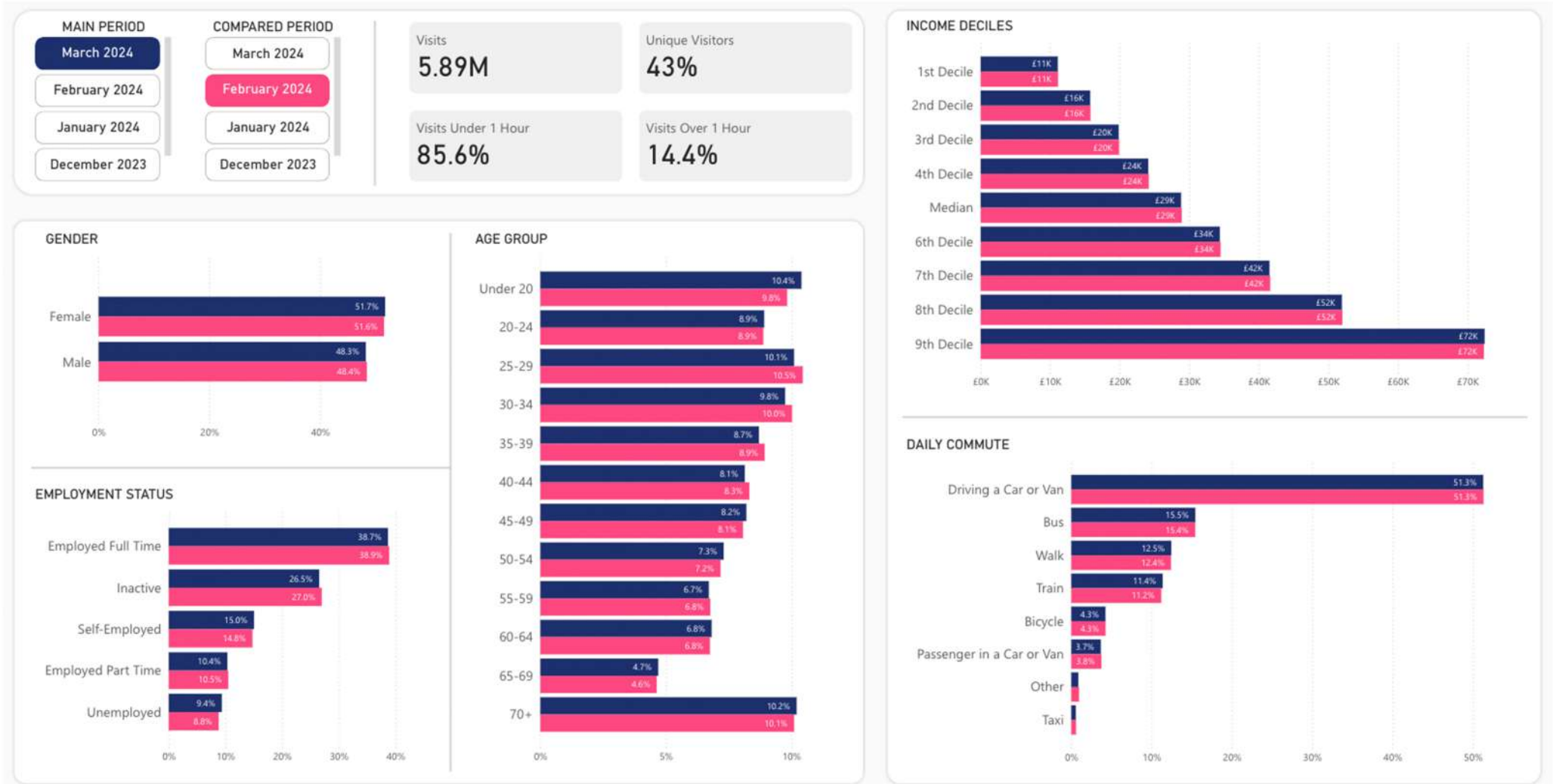
**CATEGORY**  
 All

**BRAND**  
 All

Category	Affinity %	Comparison %	Brand	Affinity %	Comparison %
Supermarkets	70.00%	51.86%	Marks & Spencer	18.35%	13.68%
Quick Service Restaurants	38.32%	26.58%	Poundland	12.74%	9.42%
Discount Department Stores	32.06%	22.40%	TK Maxx	11.98%	8.52%
Discount Variety Stores	23.28%	16.71%	Lidl	11.75%	8.92%
Department Stores	22.56%	16.45%	Tesco Express	11.69%	7.90%
Small Format Supermarkets	16.52%	11.02%	Argos	10.54%	7.29%
General Clothing	13.36%	8.93%	Primark	10.14%	7.05%
Banks	12.24%	7.75%	Morrisons	9.69%	7.05%
Restaurants	12.03%	7.71%	New Look	9.59%	6.61%
Cafe	8.96%	6.54%	Subway	9.22%	6.29%
Pharmacy	8.95%	5.76%	Londis	8.79%	6.61%
Footwear	7.43%	4.73%	Pret a Manger	8.56%	6.37%
Mobile Phones & Accessories	7.01%	4.77%	Costcutter	8.32%	5.91%
Home Furnishings & Accessories	6.10%	3.84%	Iceland	7.80%	5.44%
Stationery & Office Supplies	5.90%	3.65%	Boots	7.23%	4.64%
Service & Fuel Stations	5.76%	3.81%	Asda	7.05%	5.79%
Womens Clothing	5.00%	3.26%	McDonald's	6.89%	4.57%
Cosmetics & Perfumes	4.39%	2.73%	Starbucks	5.88%	4.35%
Health Foods	3.55%	2.13%	Shell	5.76%	3.81%
Opticians	3.46%	2.34%	Waitrose	5.01%	4.17%
Hypermarkets	3.19%	1.84%	Nando's	4.95%	3.48%
Sportswear	2.00%	1.02%			



# March Footfall 2024 compared to February 2024



# March Footfall 2024 compared to February 2024

**MAIN PERIOD**

March 2024

February 2024

January 2024

December 2023

**COMPARED PERIOD**

March 2024

February 2024

January 2024

December 2023

**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	16.71%	16.3%	£37.14	£39
<input checked="" type="checkbox"/> Transport	13.94%	14.0%	£31.46	£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%	£28.51	£31
<input checked="" type="checkbox"/> Restaurants & hotels	9.27%	9.3%	£20.97	£22
<input checked="" type="checkbox"/> Food & non-alcoholic drinks	8.30%	8.3%	£18.53	£20
<input checked="" type="checkbox"/> Miscellaneous goods & services	7.55%	7.6%	£16.99	£18
<input checked="" type="checkbox"/> Household goods & services	5.75%	5.8%	£12.94	£14
<input checked="" type="checkbox"/> Clothing & footwear	3.68%	3.7%	£8.28	£9
<input checked="" type="checkbox"/> Communication	3.19%	3.2%	£7.15	£8
<input checked="" type="checkbox"/> Alcoholic drinks, tobacco & narcotics				
Westminster	2.28%	2.2%	£4.15	£5
Brent	2.27%	2.2%	£3.89	£5

Average Household Income (Weekly)

£299.00    £2,155.00

● Selected Trade Area %    ● Catchment Average %

Category	Selected Trade Area %	Catchment Average %
Alcoholic drinks, tobacco & narcotics	~3.2%	~3.2%
Clothing & footwear	~3.7%	~3.7%
Communication	~3.2%	~3.2%
Education	~1.2%	~1.2%
Food & non-alcoholic drinks	~8.3%	~8.3%
Health	~1.2%	~1.2%
Household goods & services	~5.8%	~5.8%
Housing, fuel & power	~16.7%	~16.3%
Miscellaneous goods & services	~7.6%	~7.6%
Other expenditure items	~13.9%	~13.9%
Recreation & culture	~12.6%	~12.7%
Restaurants & hotels	~9.3%	~9.3%
Transport	~13.9%	~14.0%



# March Footfall 2024 compared to January 2024

**MAIN PERIOD**

March 2024

February 2024

January 2024

December 2023

**COMPARISON PERIOD**

March 2024

February 2024

January 2024

December 2023

Average Visit Duration

**< 30 mins**

Visits Under 1 Hour

**85.6%**

Visits Over 1 Hour

**14.4%**

Male %

**48.3%**

Female %

**51.7%**

Location

Chiswick High R... ▲ +8.8%

Ealing BID ▲ +7.4%

Southall Broadw... ▲ +4.3%

Westfield White... ▲ +10.8%

Visits +7.4%

**5.89M**

Unique Visitors

**43%**

Morning Visits

**34%**

Afternoon Visits

**35%**

Evening Visits

**31%**

### CUSTOMER DISTRIBUTION

Postal Area	Current Period	Comparison
Ealing	75.6%	1.5%
Hounslow	6.1%	-0.3%
Hillingdon	4.0%	-0.9%
Brent	2.9%	-0.5%
Barnet	1.4%	-0.0%
Hammersmith and Fulham	1.4%	0.0%
Harrow	1.1%	-0.2%
Richmond upon Thames	1.0%	-0.1%
Kensington and Chelsea	0.9%	-0.0%
Westminster	0.7%	0.0%
Spelthorne	0.7%	-0.1%
Wandsworth	0.4%	0.1%
Merton	0.4%	0.1%
Southwark	0.4%	0.1%
Kingston upon Thames	0.3%	0.0%
Haringey	0.3%	-0.1%
Lambeth	0.3%	0.1%

**Day Part %** ● Day Part Compared %

Day Part	Current Period %	Comparison %
Morning	34.2%	33.8%
Afternoon	34.8%	35.2%
Evening	30.9%	31.0%

**Day of Week %** ● Day of Week Compared %

Day of Week	Current Period %	Comparison %
Monday	14.5%	14.0%
Tuesday	15.0%	14.5%
Wednesday	14.5%	14.5%
Thursday	14.5%	14.5%
Friday	14.5%	14.5%
Saturday	14.5%	14.5%
Sunday	13.0%	13.0%

# March Footfall 2024 compared to December 2023

**MAIN PERIOD**

**March 2024**

February 2024

January 2024

December 2023

**COMPARISON PERIOD**

March 2024

February 2024

January 2024

**December 2023**

Average Visit Duration

**< 30 mins**

Visits Under 1 Hour

**85.6%**

Visits Over 1 Hour

**14.4%**

Male %

**48.3%**

Female %

**51.7%**

Location

Chiswick High R... ▲ +2.7%

Ealing BID ▲ +4%

Southall Broadw... ▲ +6.1%

Westfield White... ▲ +1.3%

Visits +4%

**5.89M**

Unique Visitors

**43%**

Morning Visits

**34%**

Afternoon Visits

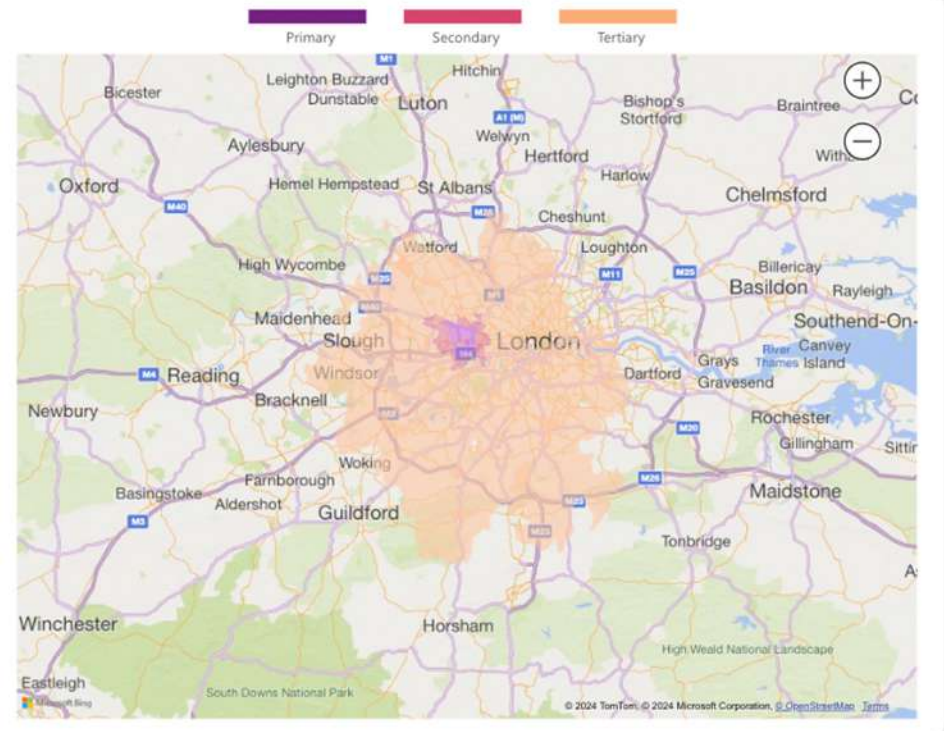
**35%**

Evening Visits

**31%**

### CUSTOMER DISTRIBUTION

Postal Area	Current Period	Comparison
Ealing	75.6%	<span style="color: green;">▲ 0.8%</span>
Hounslow	6.1%	<span style="color: red;">▼ -0.0%</span>
Hillingdon	4.0%	<span style="color: red;">▼ -0.4%</span>
Brent	2.9%	<span style="color: red;">▼ -0.1%</span>
Barnet	1.4%	<span style="color: green;">▲ 0.0%</span>
Hammersmith and Fulham	1.4%	<span style="color: green;">▲ 0.1%</span>
Harrow	1.1%	<span style="color: red;">▼ -0.1%</span>
Richmond upon Thames	1.0%	<span style="color: red;">▼ -0.2%</span>
Kensington and Chelsea	0.9%	<span style="color: green;">▲ 0.0%</span>
Westminster	0.7%	<span style="color: green;">▲ 0.1%</span>
Spelthorne	0.7%	<span style="color: red;">▼ -0.0%</span>
Wandsworth	0.4%	<span style="color: green;">▲ 0.1%</span>
Merton	0.4%	<span style="color: green;">▲ 0.0%</span>
Southwark	0.4%	<span style="color: green;">▲ 0.1%</span>
Kingston upon Thames	0.3%	<span style="color: green;">▲ 0.1%</span>
Haringey	0.3%	<span style="color: red;">▼ -0.3%</span>
Lambeth	0.3%	<span style="color: red;">▼ -0.1%</span>



Footfall using November 2023 as baseline zero

