

May Footfall 2024 compared to April 2024

MAIN PERIOD

May 2024

April 2024

March 2024

February 2024

COMPARISON PERIOD

May 2024

April 2024

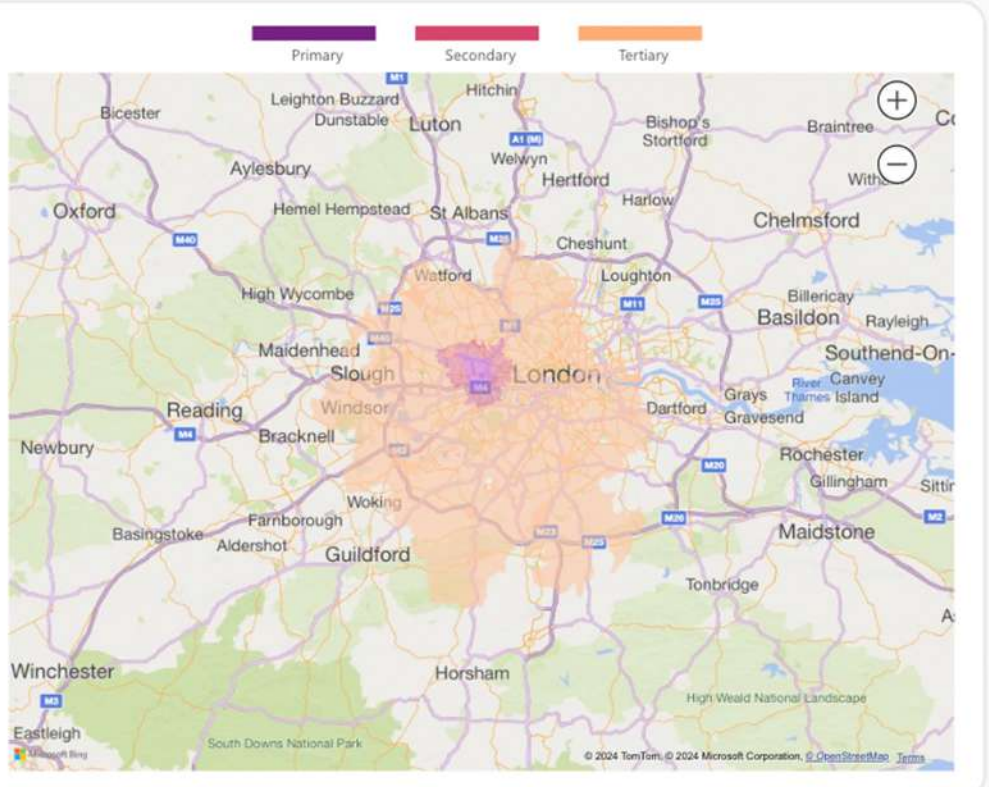
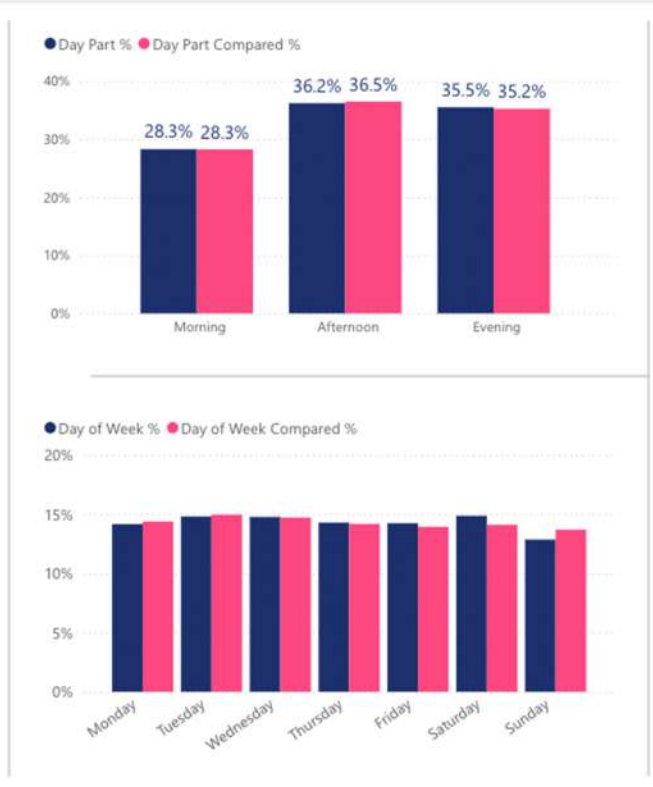
March 2024

February 2024

Average Visit Duration < 30 mins	Visits Under 1 Hour 87.7%	Visits Over 1 Hour 12.3%	Male % 48.6%	Female % 51.4%	Location Chiswick High R... ▲ +5.1%
Visits 6.00M ▲ +4.6%	Unique Visitors 52%	Morning Visits 28%	Afternoon Visits 36%	Evening Visits 36%	Ealing BID ▲ +4.6%
					Southall Broadw... ▲ +5.5%
					Westfield White... ▲ +1.7%

CUSTOMER DISTRIBUTION

Postal Area	Current Period	Comparison
Ealing	72.4%	-3.5%
Hounslow	6.0%	0.2%
Hillingdon	4.5%	0.5%
Brent	3.1%	0.0%
Hammersmith and Fulham	1.7%	0.2%
Barnet	1.4%	0.3%
Harrow	1.2%	0.2%
Richmond upon Thames	1.2%	0.3%
Kensington and Chelsea	1.0%	0.3%
Westminster	1.0%	0.1%
Spelthorne	0.8%	0.1%
Southwark	0.6%	0.2%
Haringey	0.5%	0.1%
Lambeth	0.5%	0.3%
Wandsworth	0.5%	-0.0%
Merton	0.4%	0.0%
Croydon	0.3%	0.2%
Camden	0.3%	0.1%



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CATEGORY
 All

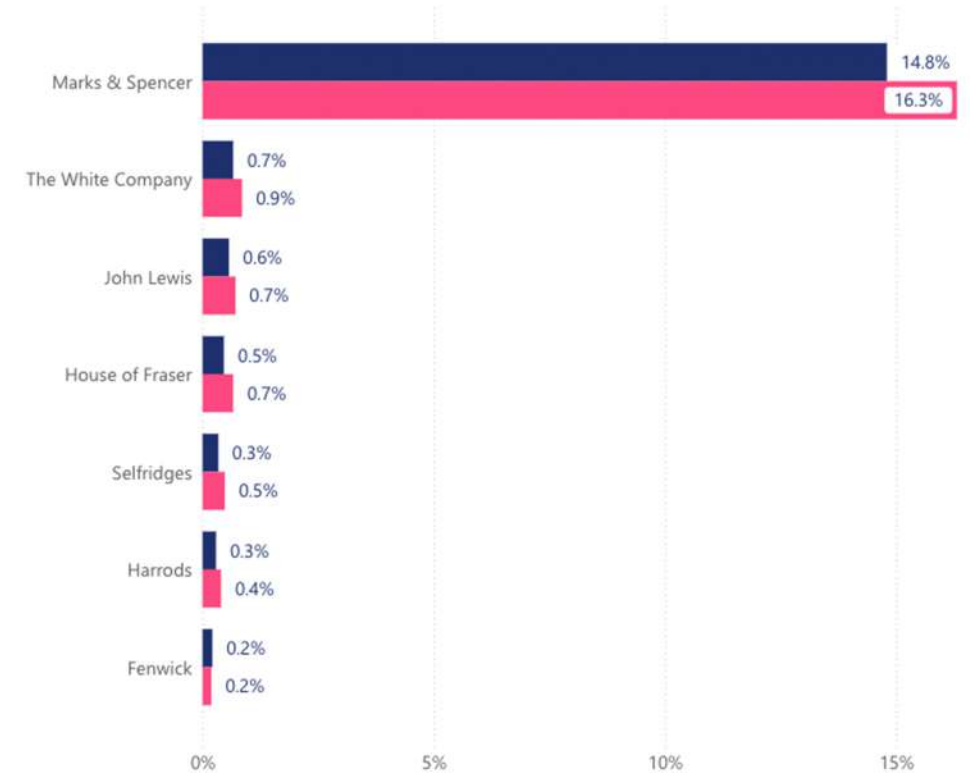
BRAND
 All

TOP 6 CATEGORIES

Department Stores
 Discount Department Stores
 Discount Variety Stores
 Quick Service Restaurants
 Small Format Supermarkets
 Supermarkets

Category	Affinity %	Comparison %	Brand	Affinity %	Comparison %
Supermarkets	58.78%	60.03%	Marks & Spencer	14.80%	16.31%
Quick Service Restaurants	29.99%	32.57%	Poundland	10.48%	11.41%
Discount Department Stores	25.64%	27.83%	Lidl	10.29%	10.25%
Discount Variety Stores	19.42%	20.62%	TK Maxx	9.64%	10.54%
Department Stores	17.34%	19.61%	Argos	8.94%	9.20%
Small Format Supermarkets	12.70%	14.14%	Tesco Express	8.77%	9.40%
Banks	9.82%	10.79%	Morrisons	8.09%	8.94%
General Clothing	9.80%	12.03%	New Look	8.02%	8.58%
Restaurants	9.50%	11.14%	Londis	7.70%	7.95%
Cafe	7.29%	9.10%	Primark	7.65%	8.49%
Pharmacy	7.19%	7.76%	Costcutter	7.28%	6.96%
Mobile Phones & Accessories	6.10%	6.74%	Subway	7.12%	7.42%
Footwear	5.22%	6.30%	Pret a Manger	7.03%	7.57%
Home Furnishings & Accessories	4.61%	5.02%	Iceland	6.56%	6.43%
Service & Fuel Stations	4.52%	4.16%	Asda	5.86%	5.59%
Stationery & Office Supplies	4.49%	5.26%	Boots	5.78%	6.13%
Cosmetics & Perfumes	3.59%	4.20%	McDonald's	5.01%	5.57%
Womens Clothing	3.28%	4.10%	Starbucks	4.68%	5.65%
Health Foods	2.77%	3.40%	Shell	4.52%	4.16%
Opticians	2.72%	3.21%	Nando's	4.22%	4.34%
Hypermarkets	2.70%	2.81%	Waitrose	4.08%	4.28%
Software	2.26%	2.60%			

● Brand Affinity ● Brand Affinity Comparison



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Visits

6.00M

Unique Visitors

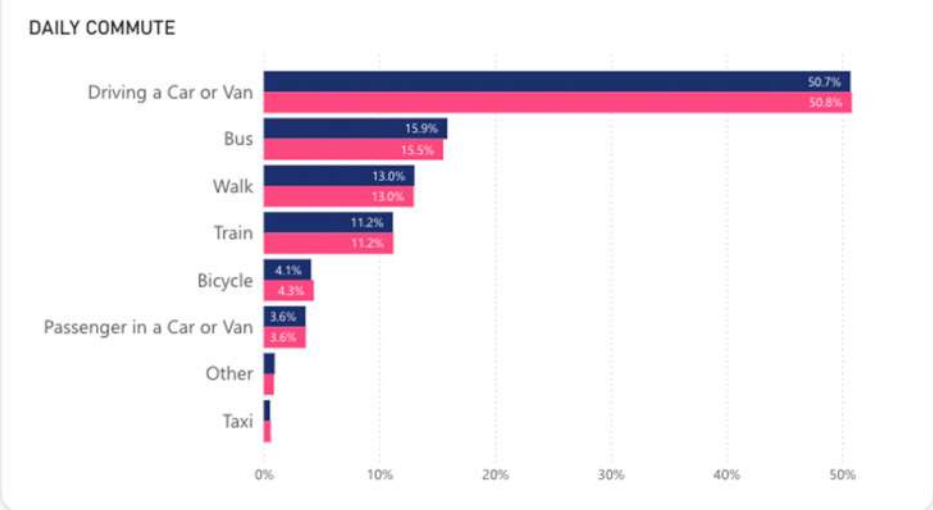
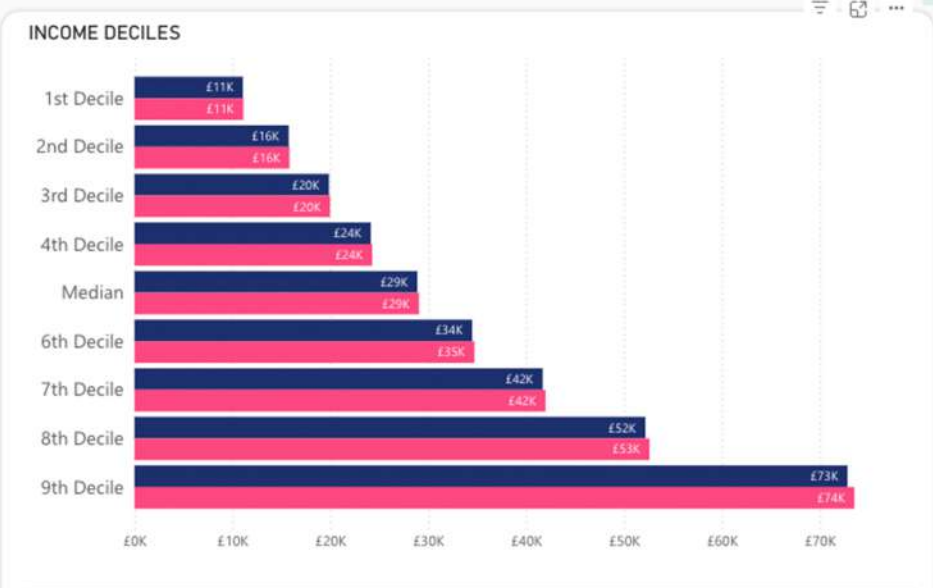
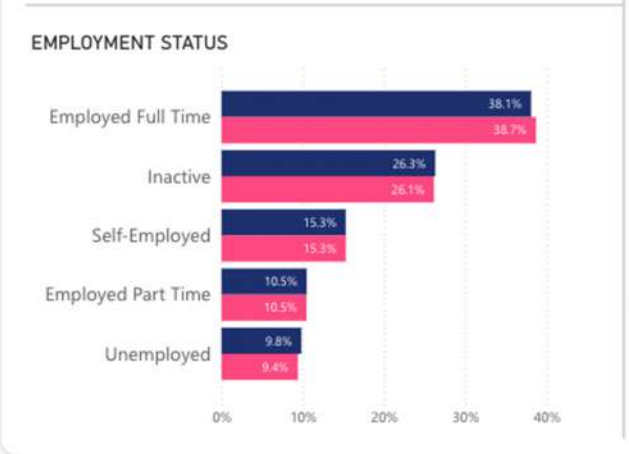
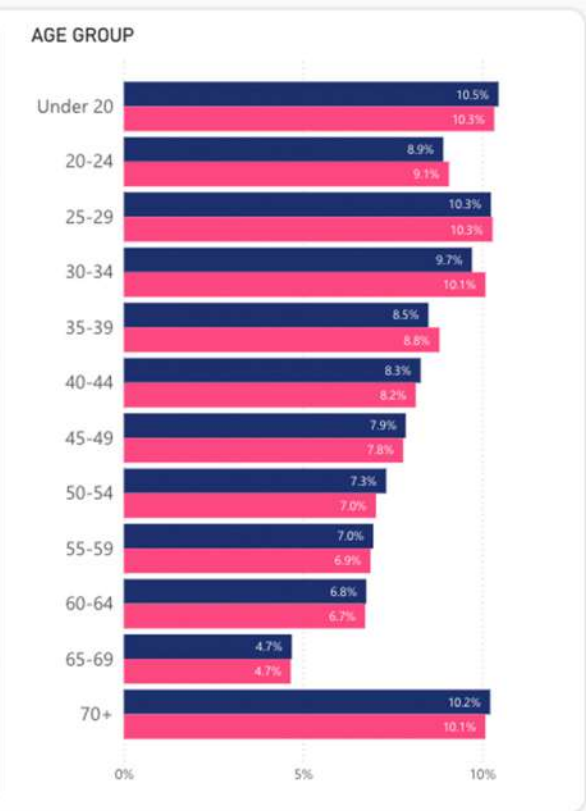
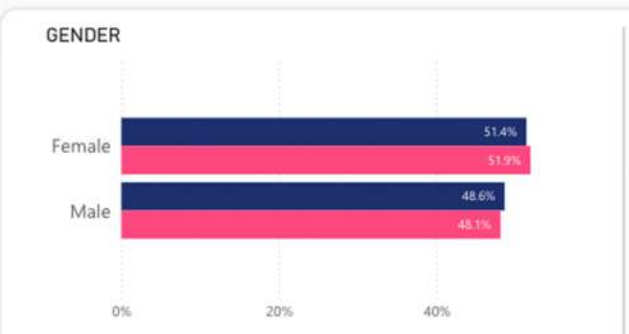
52%

Visits Under 1 Hour

87.7%

Visits Over 1 Hour

12.3%



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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

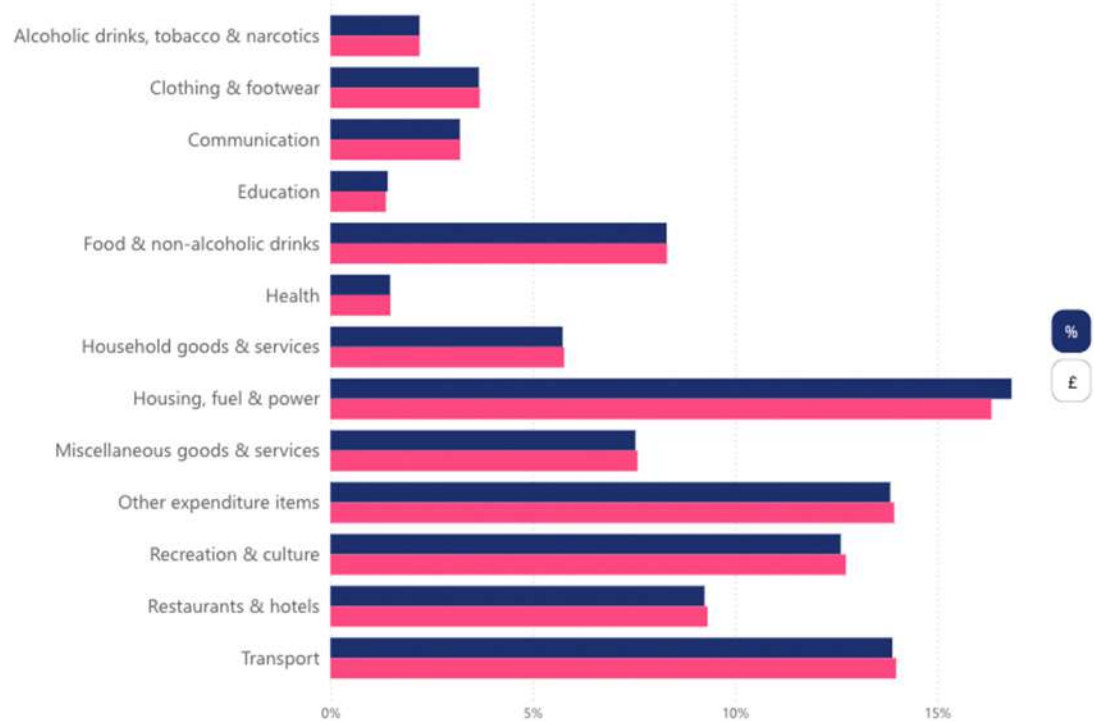
TRADE AREA INFORMATION

Spend category	Selection %	Catchment %	Selection £	Catchment %
<input checked="" type="checkbox"/> Housing, fuel & power	16.84%	16.3%	£36.65	£39
<input checked="" type="checkbox"/> Transport	13.89%	14.0%	£30.89	£34
<input checked="" type="checkbox"/> Other expenditure items	13.84%	13.9%	£30.84	£34
<input checked="" type="checkbox"/> Recreation & culture	12.62%	12.7%	£28.03	£31
<input checked="" type="checkbox"/> Restaurants & hotels	9.25%	9.3%	£20.63	£22
<input checked="" type="checkbox"/> Food & non-alcoholic drinks	8.31%	8.3%	£18.22	£20
<input checked="" type="checkbox"/> Miscellaneous goods & services	7.54%	7.6%	£16.72	£18
<input checked="" type="checkbox"/> Household goods & services	5.74%	5.8%	£12.73	£14
<input checked="" type="checkbox"/> Clothing & footwear	3.67%	3.7%	£8.14	£9
<input checked="" type="checkbox"/> Communication	3.20%	3.2%	£7.03	£8
<input type="checkbox"/> Alcoholic drinks, tobacco & narcotics				
Westminster	2.28%	2.2%	£4.15	£5
Brent	2.28%	2.2%	£3.62	£5

Average Household Income (Weekly)



● Selected Trade Area % ● Catchment Average %



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Visits Over 1 Hour

12.3%

Male %

48.6%

Female %

51.4%

Location

Chiswick High R... ▲ +5.6%

Ealing BID ▲ +1.9%

Southall Broadw... ▲ +4.7%

Westfield White... ▼ -5.9%

Visits

6.00M +1.9%

Unique Visitors

52%

Morning Visits

28%

Afternoon Visits

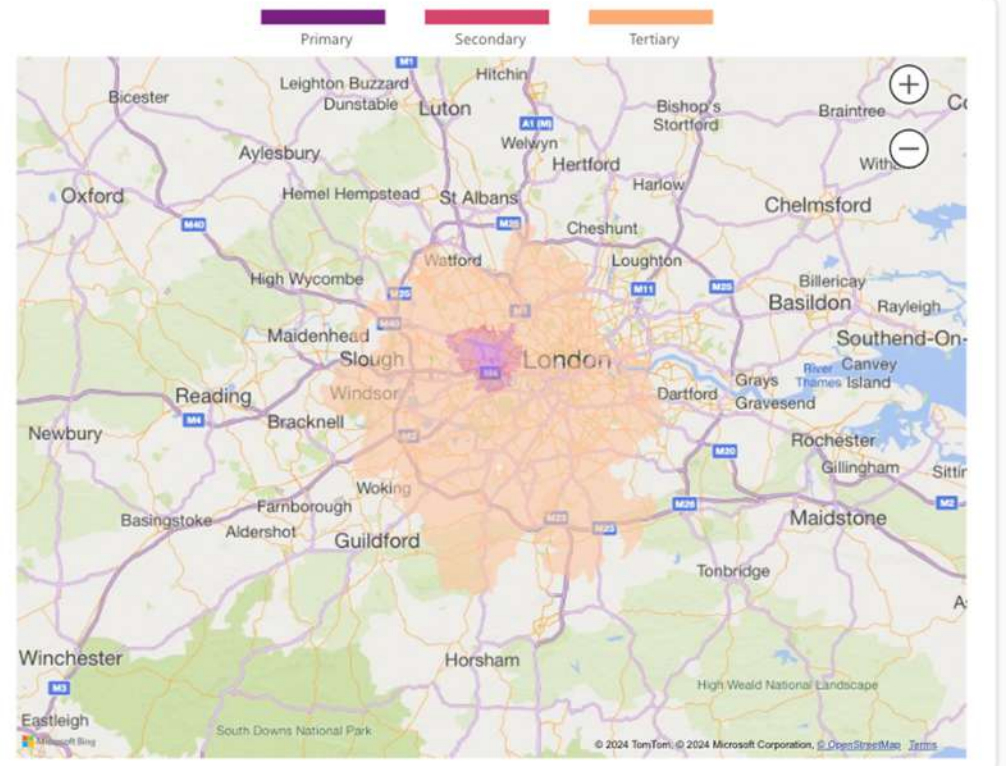
36%

Evening Visits

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Location

Location	Visits
Chiswick High R...	▲ +18.1%
Ealing BID	▲ +11.2%
Southall Broadw...	▲ +14.1%
Westfield White...	▲ +9.1%

Visits **+11.2%**
6.00M

Unique Visitors
52%

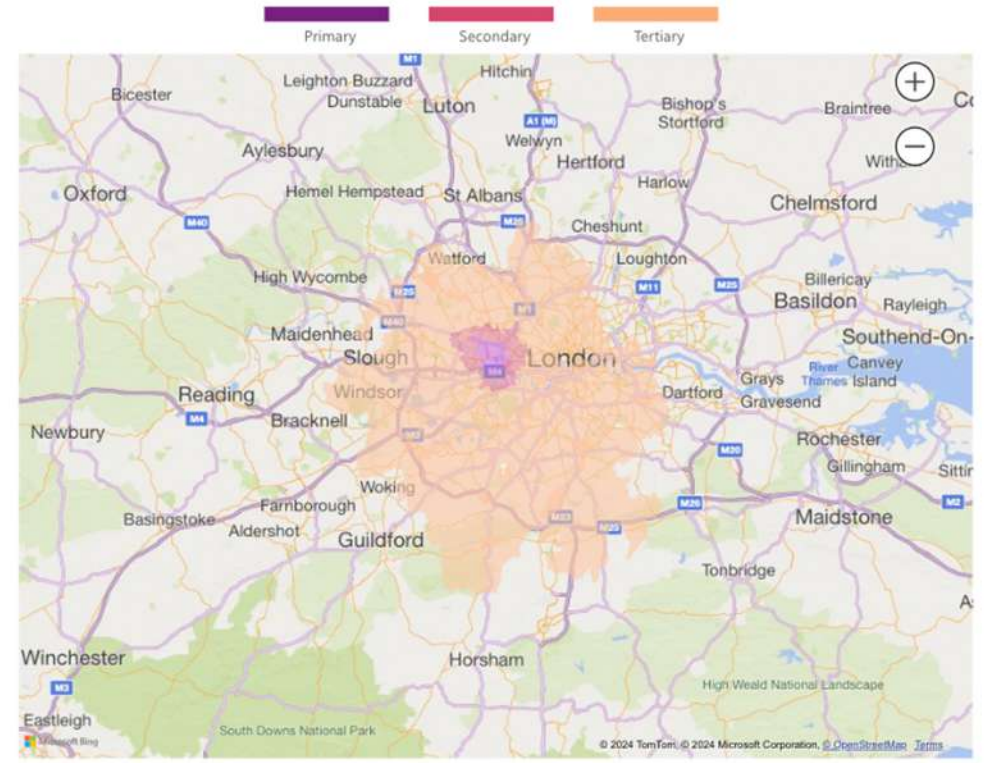
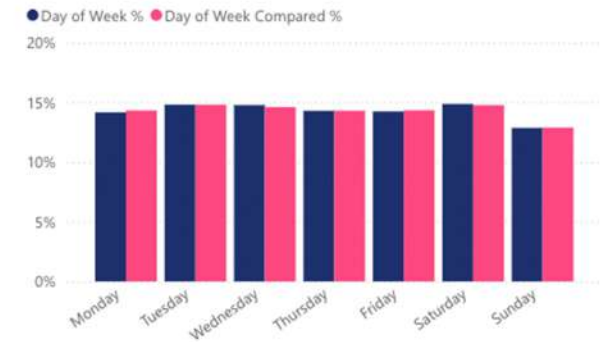
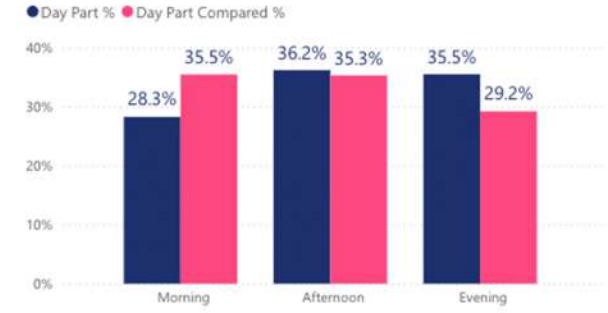
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Footfall using November 2023 as baseline zero

