



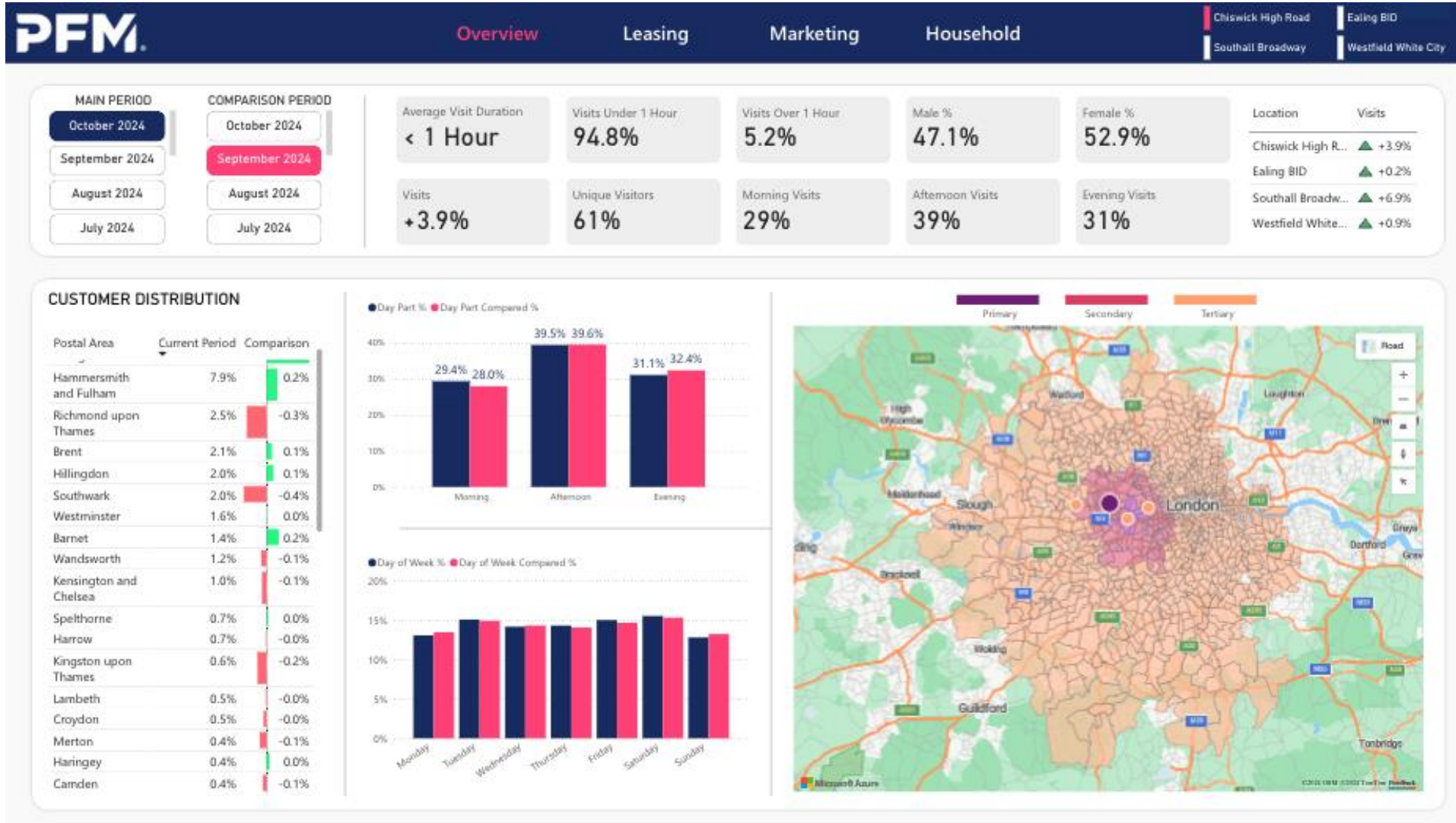
FOOTFALL DATA

EALING BROADWAY

PREPARED BY PFM ADVANTAGE

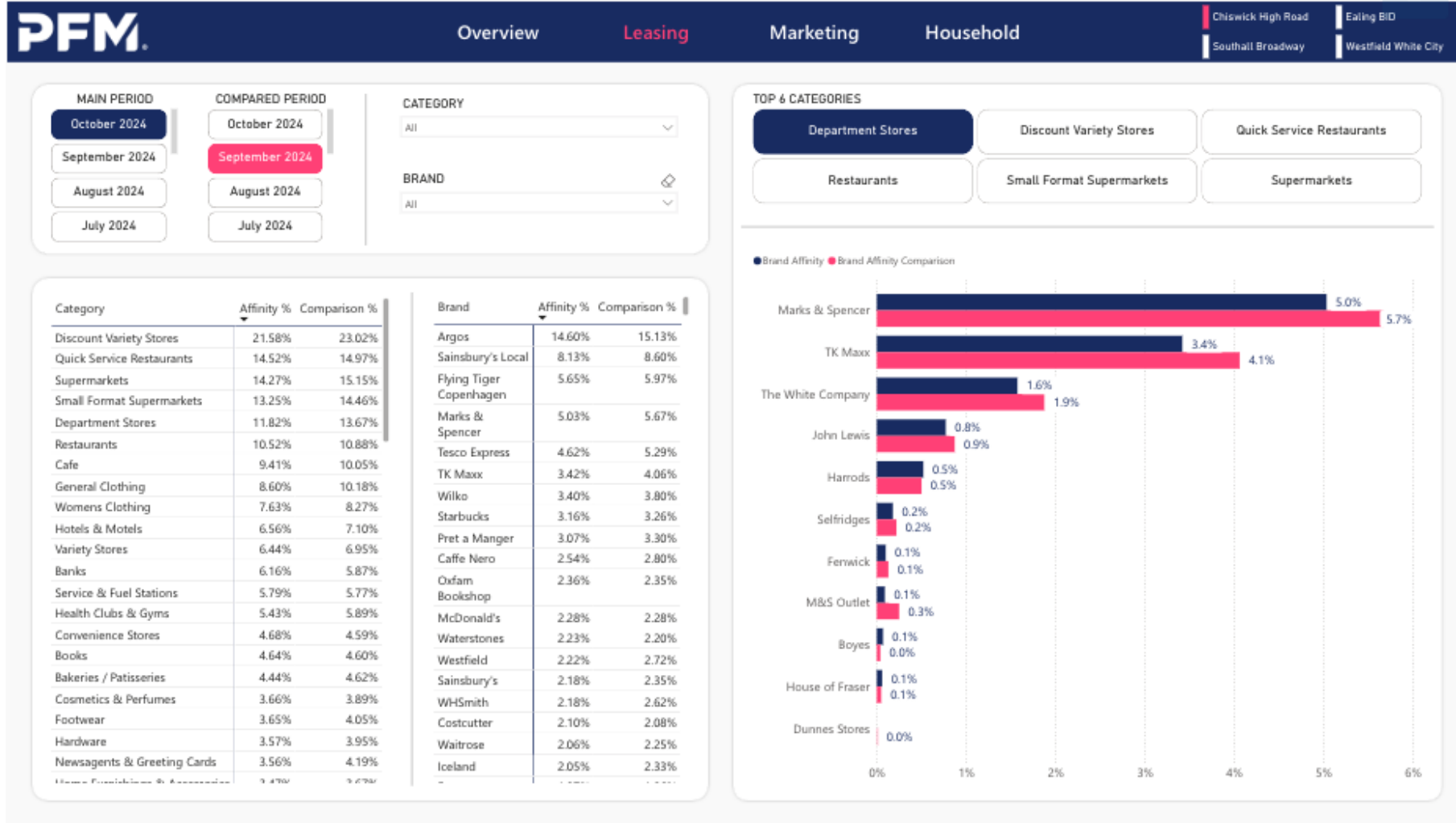


OCTOBER FOOTFALL VS. SEPTEMBER 2024



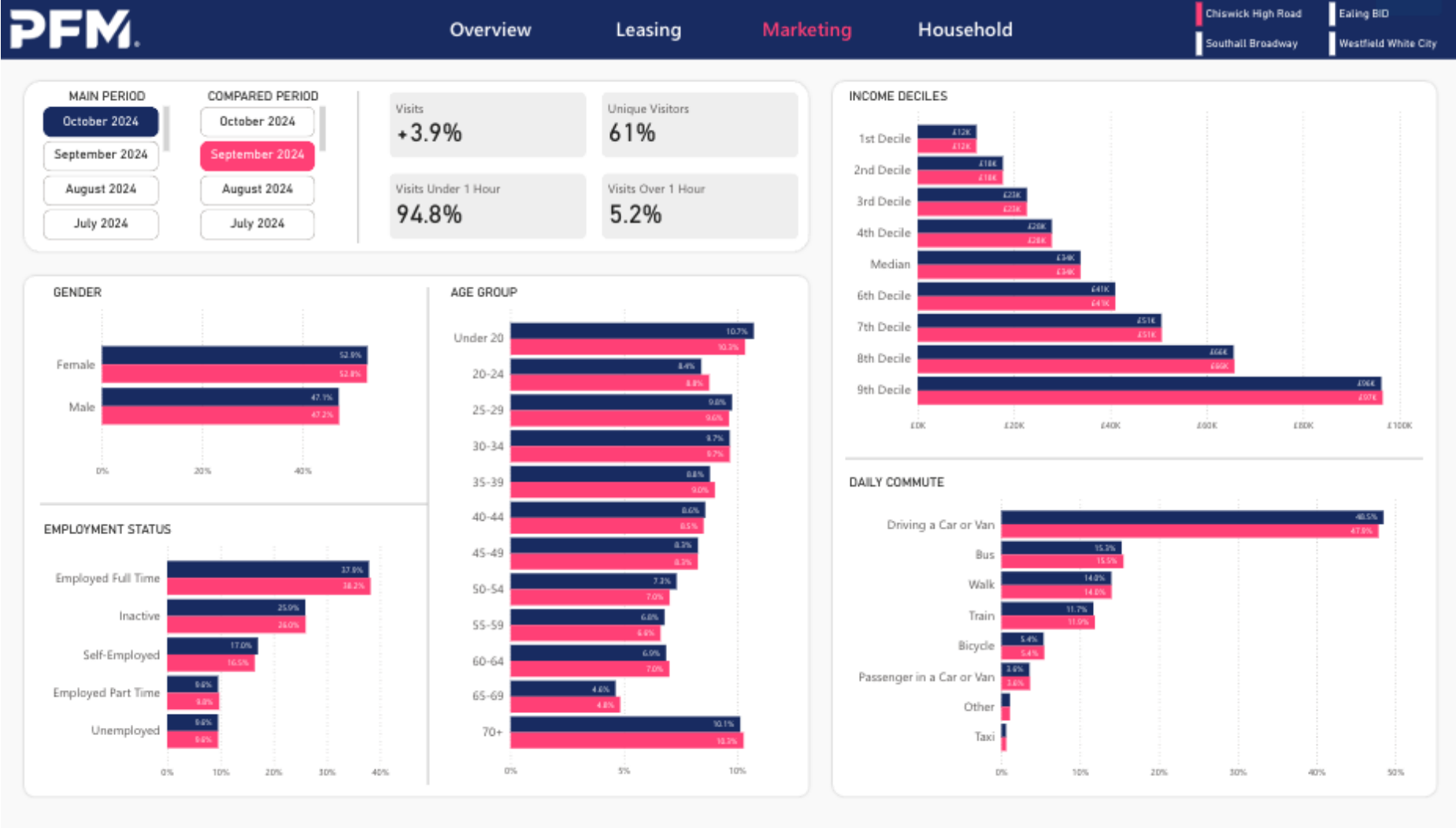


OCTOBER FOOTFALL VS. SEPTEMBER 2024





OCTOBER FOOTFALL VS. SEPTEMBER 2024





OCTOBER FOOTFALL VS. SEPTEMBER 2024

PFM.

Chiswick High Road
Ealing BID
Southall Broadway
Westfield White City

Overview
Leasing
Marketing
Household

MAIN PERIOD

October 2024

September 2024

August 2024

July 2024

COMPARED PERIOD

October 2024

September 2024

August 2024

July 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 type="checkbox"/> Housing, fuel & power	16.32%	16.3%	£41.67	£39
<input type="checkbox"/> Other expenditure items	14.08%	13.9%	£36.75	£34
<input type="checkbox"/> Transport	14.02%	14.0%	£36.51	£34
<input type="checkbox"/> Recreation & culture	12.76%	12.7%	£33.21	£31
<input type="checkbox"/> Restaurants & hotels	9.45%	9.3%	£24.68	£22
<input type="checkbox"/> Food & non-alcoholic drinks	8.08%	8.3%	£20.72	£20
<input type="checkbox"/> Miscellaneous goods & services	7.60%	7.6%	£19.73	£18
<input type="checkbox"/> Household goods & services	5.76%	5.8%	£14.97	£14
<input type="checkbox"/> Clothing & footwear	3.69%	3.7%	£9.59	£9
<input type="checkbox"/> Communication	3.15%	3.2%	£8.11	£8
<input type="checkbox"/> Alcoholic drinks, tobacco & narcotics				
Brent	2.26%	2.2%	£4.18	£5
Barnet	2.26%	2.2%	£4.30	£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	~1.6%	~1.6%
Food & non-alcoholic drinks	~8.1%	~8.3%
Health	~1.6%	~1.6%
Household goods & services	~5.8%	~5.8%
Housing, fuel & power	~16.3%	~16.3%
Miscellaneous goods & services	~7.6%	~7.6%
Other expenditure items	~14.1%	~13.9%
Recreation & culture	~12.8%	~12.7%
Restaurants & hotels	~9.5%	~9.3%
Transport	~14.0%	~14.0%



OCTOBER FOOTFALL VS. SEPTEMBER 2024

