



FOOTFALL DATA

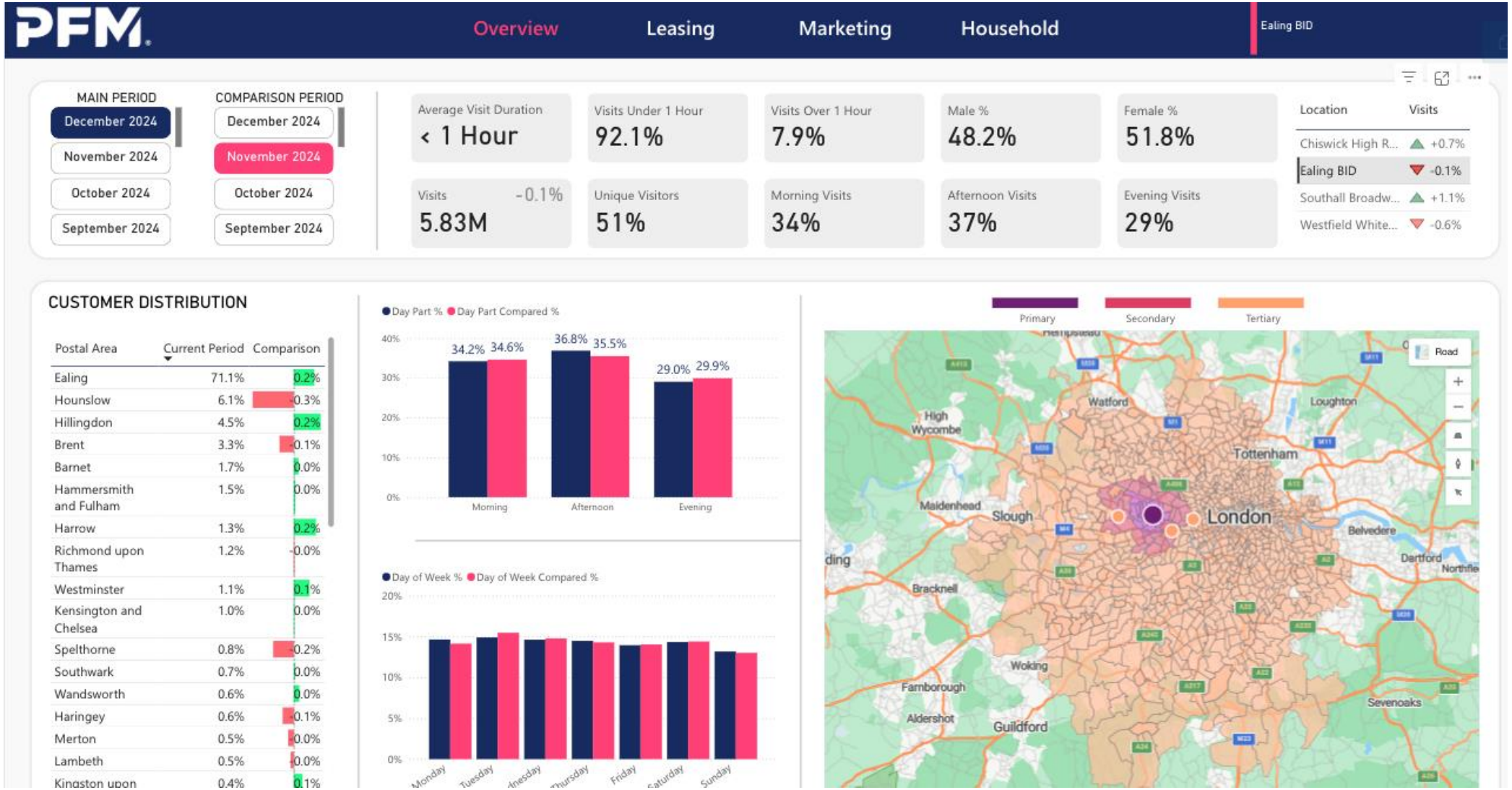
EALING BROADWAY

PREPARED BY PFM ADVANTAGE

December footfall VS. November 2024

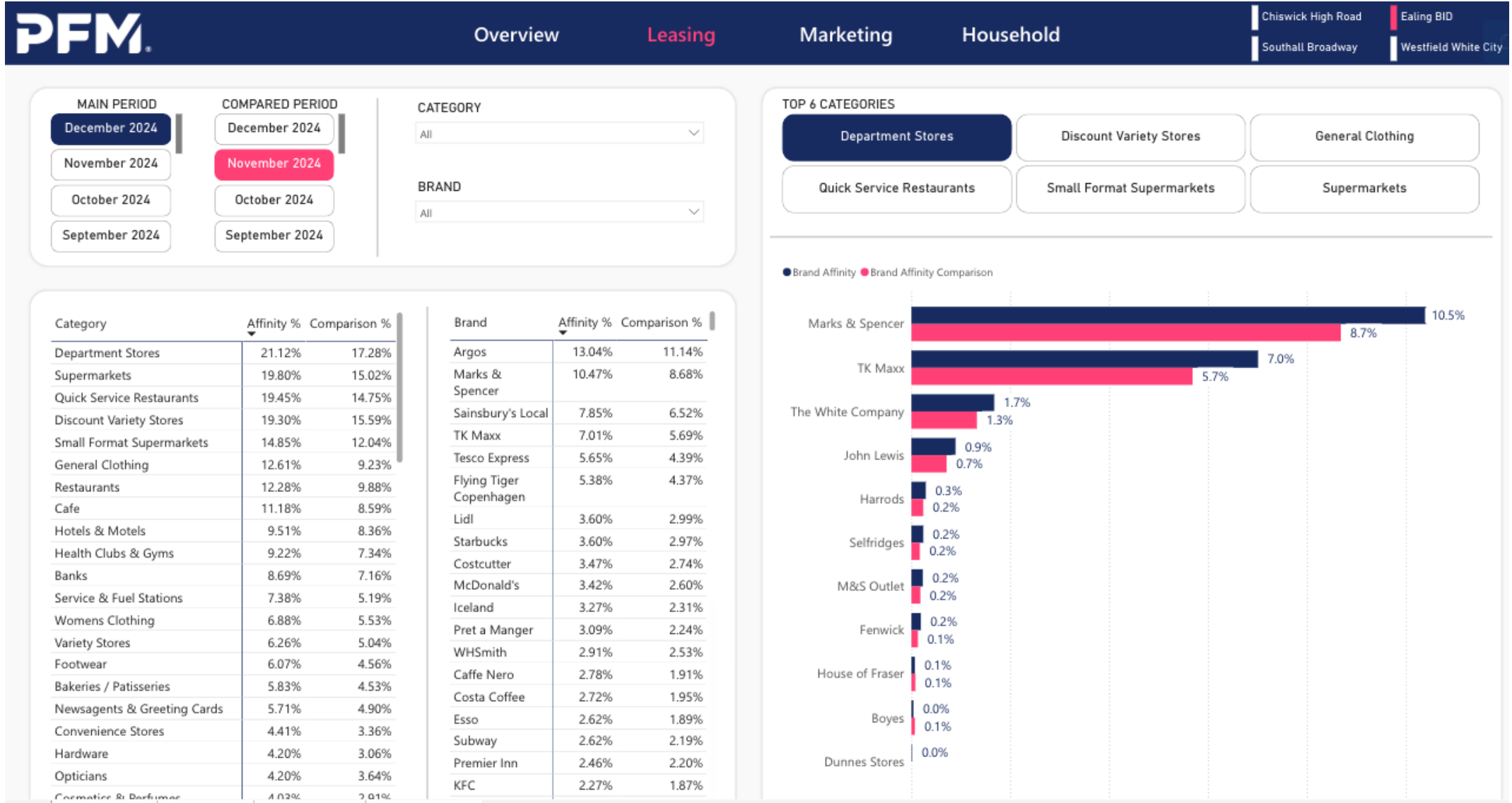


December footfall VS. November 2024





December footfall VS. November 2024



December footfall VS. November 2024



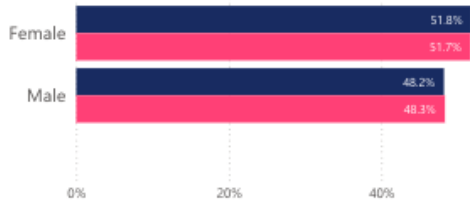
Visits
5.83M

Unique Visitors
51%

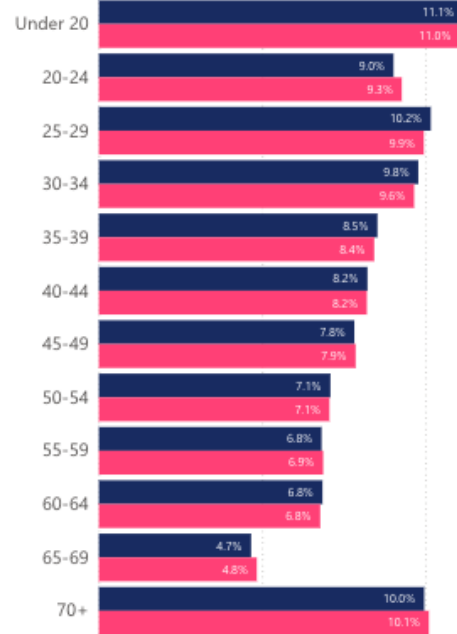
Visits Under 1 Hour
92.1%

Visits Over 1 Hour
7.9%

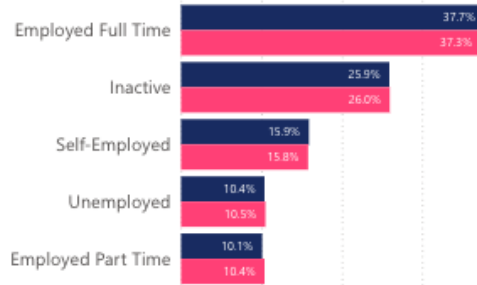
GENDER



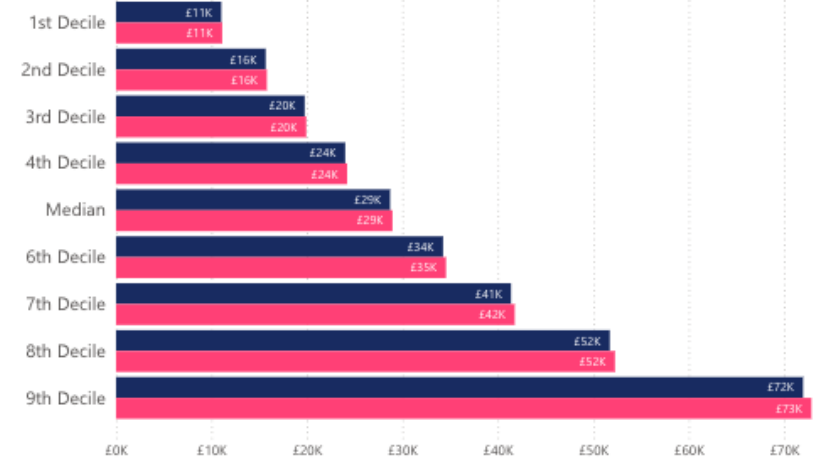
AGE GROUP



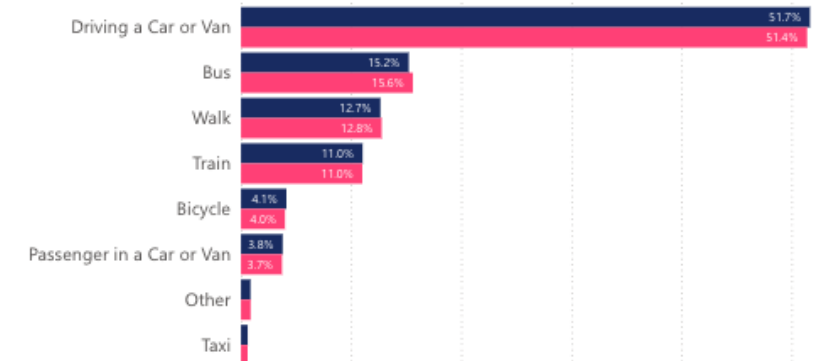
EMPLOYMENT STATUS



INCOME DECILES



DAILY COMMUTE





December footfall VS. November 2024

MAIN PERIOD

December 2024

November 2024

October 2024

September 2024

COMPARED PERIOD

December 2024

November 2024

October 2024

September 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

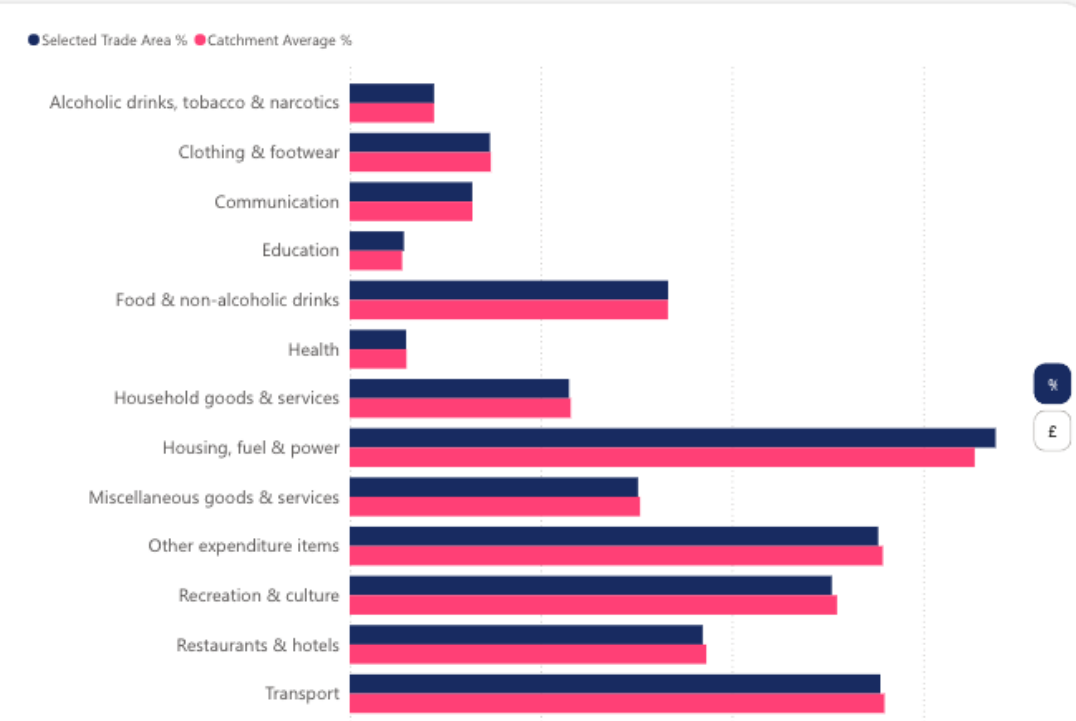
Recreation & culture

Restaurants & hotels

Transport

TRADE AREA INFORMATION

Spend category	Selection %	Catchment %	Selection £	Catchment %
Housing, fuel & power	16.89%	16.3%	£36.58	£39
Transport	13.88%	14.0%	£30.72	£34
Other expenditure items	13.82%	13.9%	£30.65	£34
Recreation & culture	12.61%	12.7%	£27.88	£31
Restaurants & hotels	9.23%	9.3%	£20.50	£22
Food & non-alcoholic drinks	8.33%	8.3%	£18.16	£20
Miscellaneous goods & services	7.54%	7.6%	£16.63	£18
Household goods & services	5.74%	5.8%	£12.66	£14
Clothing & footwear	3.67%	3.7%	£8.10	£9
Communication	3.20%	3.2%	£7.01	£8
Alcoholic drinks, tobacco & narcotics				
Westminster	2.28%	2.2%	£4.15	£5
Brent	2.28%	2.2%	£3.65	£5



December footfall VS. November 2024

