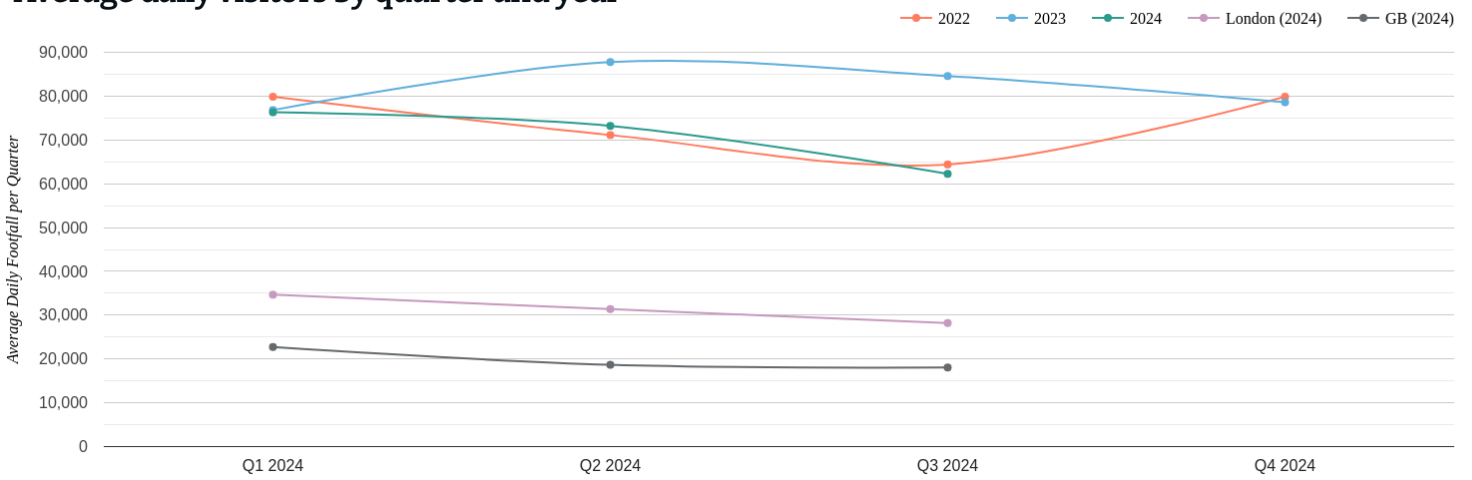
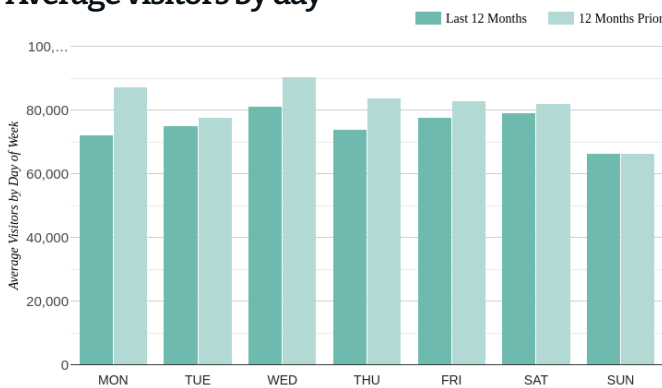


	Total visitors in period	Avg. Weekly visitors in period	Peak Daily visitors in period	Avg. Daily visitors in period
Q3 2024	5,727,419	409,101	128,897	62,255
YTD 2024	19,332,653	483,316	140,753	70,557
Last 12 Months	31,358,611	505,784	140,753	73,439
2023	29,913,878	564,413	145,209	81,956
2022	26,929,931	508,112	143,876	73,781

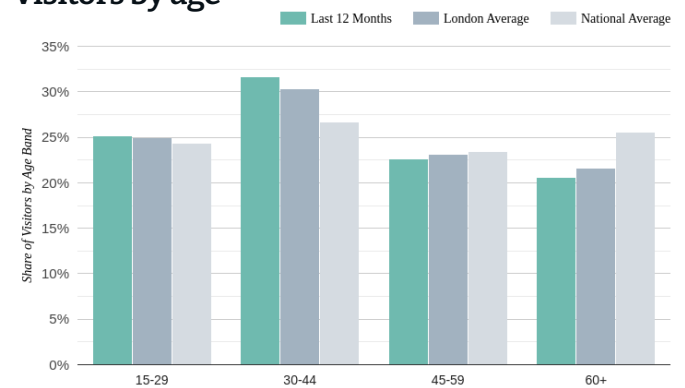
## Average daily visitors by quarter and year



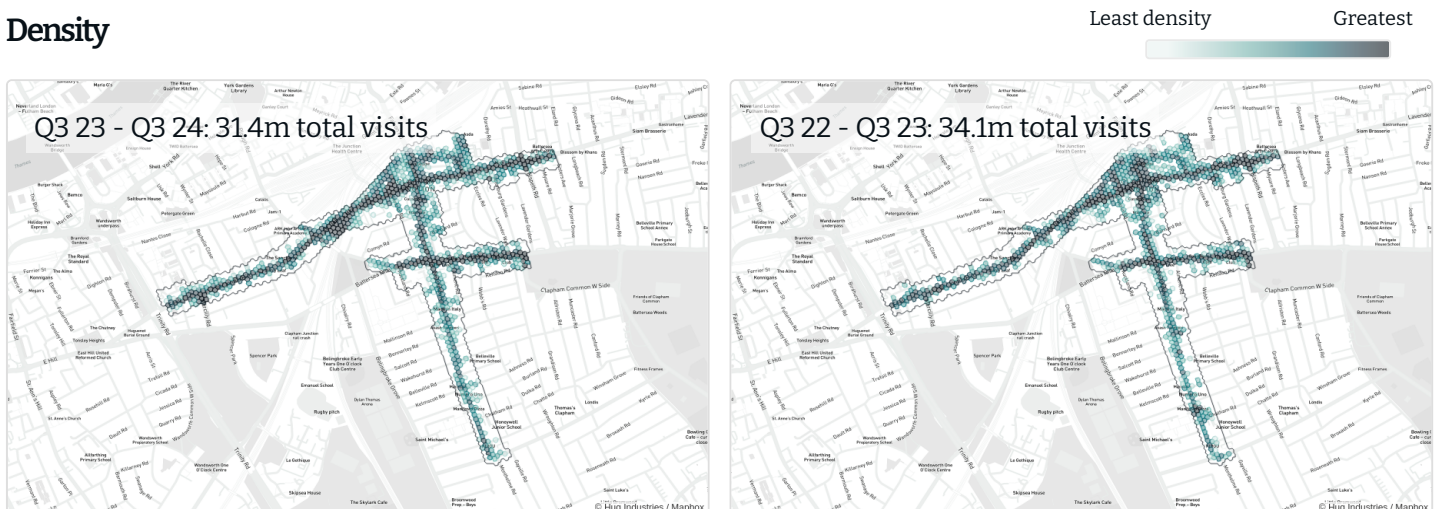
## Average visitors by day



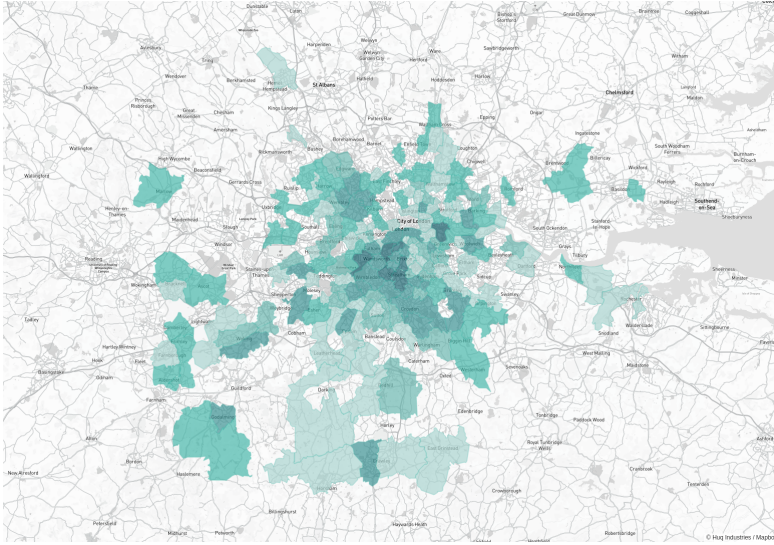
## Visitors by age



## Density



## Catchment area, last 12 months



## Visitor source by postcode district

Source	Distance	Visit Share	YoY Δ
SW11	1.0km	1.02%	-0.1% ↓
SW18	1.9km	0.46%	-0.6% ↓
SW4	2.0km	0.33%	-0.1% ↓
SW12	2.2km	0.24%	-0.0% ↓
SW10	2.6km	0.09%	0.1% ↑
SW6	2.8km	0.24%	0.1% ↑
SW8	3.0km	0.70%	0.5% ↑
SW3	3.1km	0.25%	0.2% ↑
SW17	3.3km	0.72%	0.1% ↑
SW2	3.6km	0.62%	-0.3% ↓

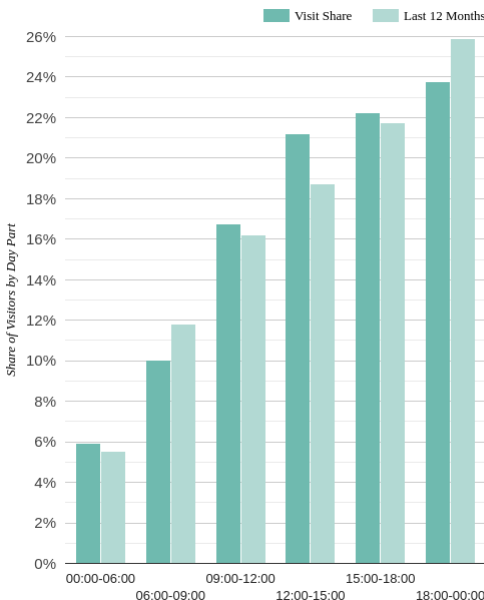
County	Share	YoY Δ
London	70.85%	10.3% ↑
Surrey	9.26%	-2.9% ↓
West Sussex	2.73%	-0.3% ↓
Hampshire	2.27%	-1.4% ↓
Kent	1.68%	0.2% ↑
Hertfordshire	1.51%	0.2% ↑
Essex	1.20%	-0.1% ↓
Brighton And Hove	0.97%	-0.2% ↓

## Spending power of visitors, last 12 months



## Visits by daypart

Q3 2024



## Dwell time

Last 12 months

99min

## Q3 2024

Avg. dwell time

107min

## Q2 2024

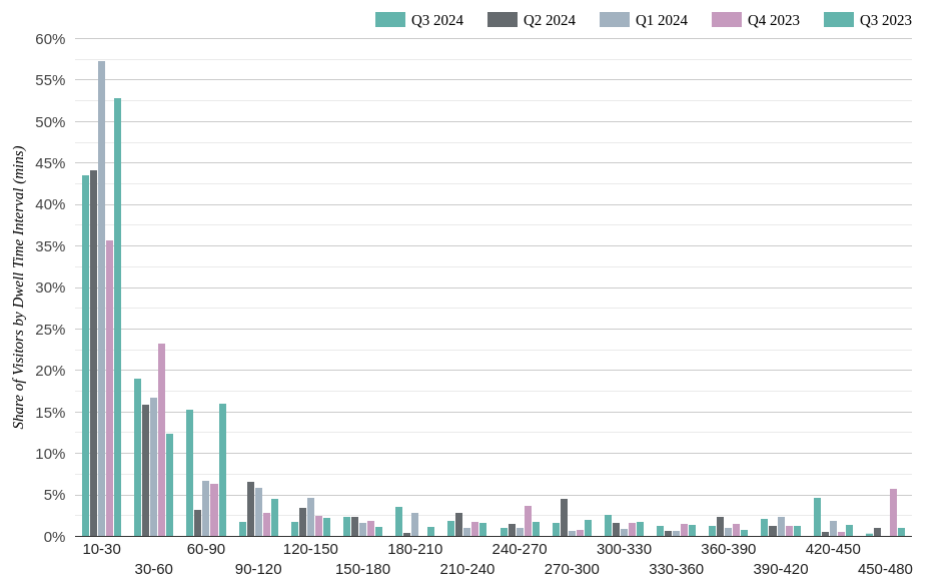
Avg. dwell time

111min

## Q3 2023

Avg. dwell time

162min



**KPI Metrics** KPIs include average daily footfall, the peak footfall recorded on any day, and total footfall over the quarter. Daily footfall is a count of unique visitors in a day. Metrics are provided for the reporting quarter, quarter prior and same quarter over the last three years.

**Visitors by Quarter and Year** A time-series chart showing daily footfall for each quarter for the year to date and preceding three full years. The chart also shows average footfall across all retail centres in the county region, and nationally as benchmarks.

**Average Visitors by Day** The average number of daily visitors to the centre by weekday over the last 12 months, and over the 12 months preceding.

**Visitors by Age** The proportion of visitors to the centre across four generalised age brackets, with county region and national equivalents shown as benchmarks.

**Density** The density of footfall across the centre area shaded according to decile. Density is calculated by summing unique hourly visits observed each month across H3 hexbin subdivisions, and averaging that figure over last 12 months and 12 months preceding.

### Advanced & Elite Reports

**Catchment Area** show only postcode districts within 50km of the centre location. The same data is shown in tabular form, with the top 10 sorted by distance. Share of visitation is shown as a result, along with the change since the preceding 12 months.

**Catchment by County Region** The counties (Unitary Authorities) supplying the greatest share of visitation over the last 12 months is shown in a table, together with the change since the 12 months prior.

**Visitor Spending Power** Spending power of visitors over the last 12 months is shown as an average across a currency scale. The distribution for the centre is compared to the average for the county region and also nationally to provide a benchmark.

**Visits by Day Part** Share of visitation for the report quarter is shown by day part. The value provided is the result of the daily average over the course of quarter for this centre.

**Dwell Time** The average visit duration in minutes is shown for the centre over the last 12 months, for the report quarter, preceding quarter and equivalent quarter last year. Dwell time is shown as a distribution across minute intervals for the quarter, and over the most recent four quarters in a column chart.

Footfall includes all traffic across the centre polygon, regardless of visitor intent or mode of transport used. Source data is collected on a first party basis through mobile apps. Consent to use this data for aggregated statistical purposes has been obtained prior to collection.

Results are validated with authoritative external sources prior to publication. We make every effort to ensure the accuracy of our reporting. As with all surveys based on population samples there may be differences between reported and actual values.

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