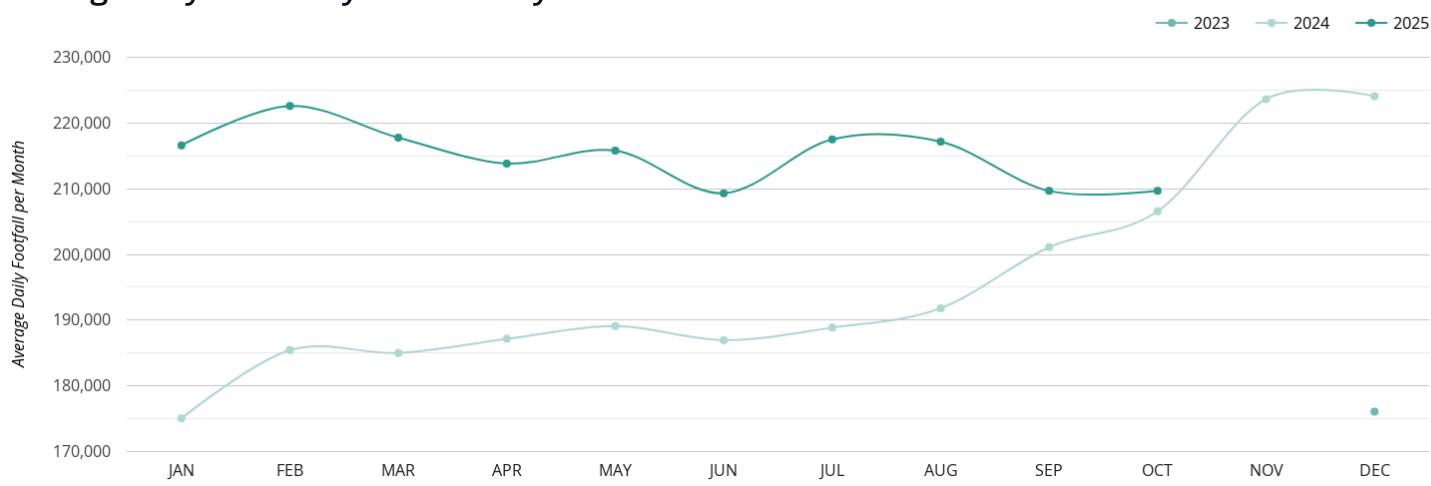


	Total visitors in period	Avg. Weekly visitors in period	Peak Weekly visitors in period	Avg. Daily visitors in period
October 2025	6,500,215	1,453,372	1,498,272	209,684
September 2025	6,289,948	1,475,515	1,541,813	209,665
October 2024	6,403,490	1,466,242	1,501,474	206,564

Average daily visitors by month and year



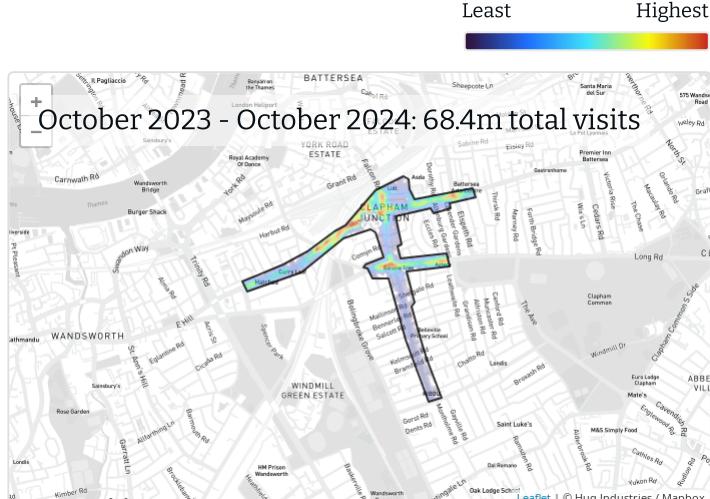
Average visitors by day



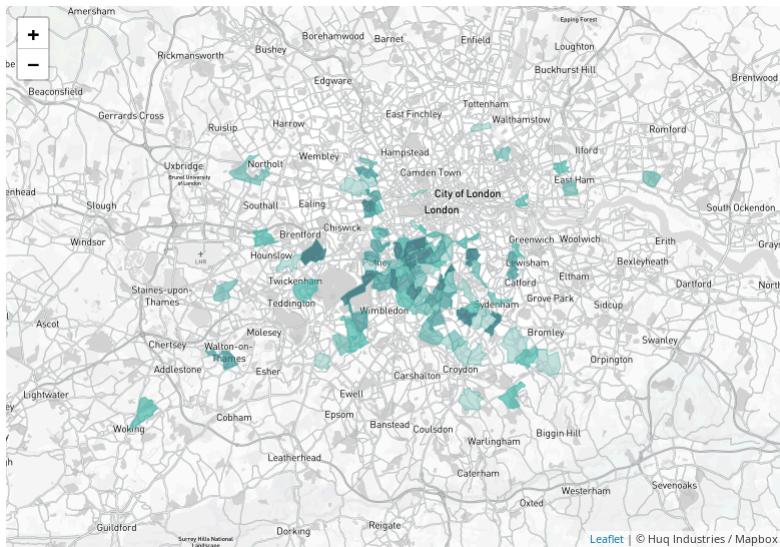
Visitors by age



Density



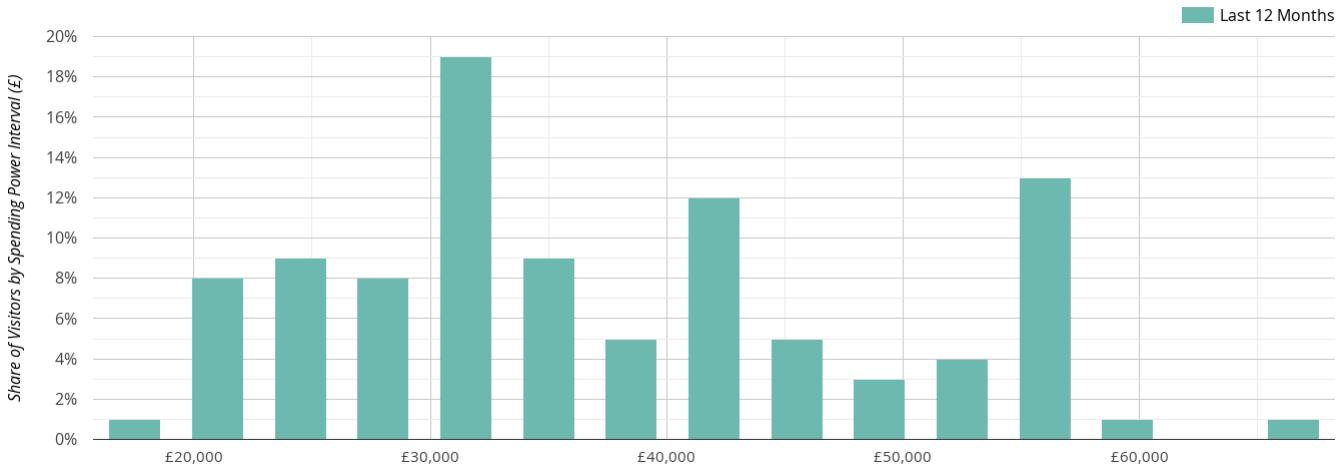
Catchment area, last 12 months



Visitor source by postcode district

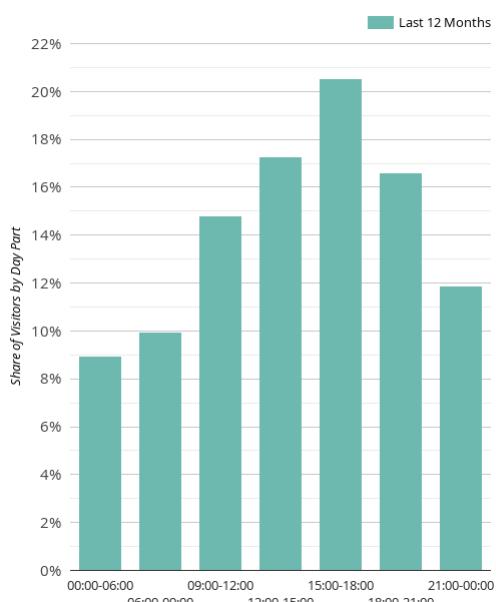
Source	Distance	Visit Share
SW11 1	0.3 km	6%
SW11 5	1.6 km	4%
SW11 4	2.1 km	2%
SW8 3	2.6 km	2%
SW6 2	2.8 km	2%
SW11 3	1.4 km	2%
SW2 4	4.7 km	1%
W12 7	8.8 km	1%
SE20 7	13.7 km	1%
SW17 7	2.7 km	1%

Spending power of visitors, last 12 months



Visits by day part

October 2025



Dwell time

Last 12 months

153min

Oct 2025

avg. dwell time

275min

Oct 2025

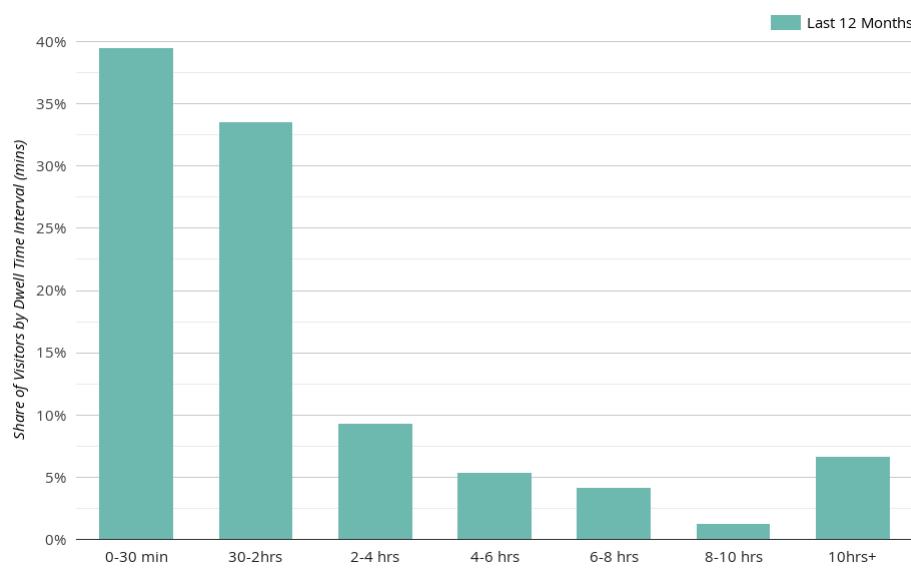
avg. dwell time

110min

Oct 2024

avg. dwell time

256min



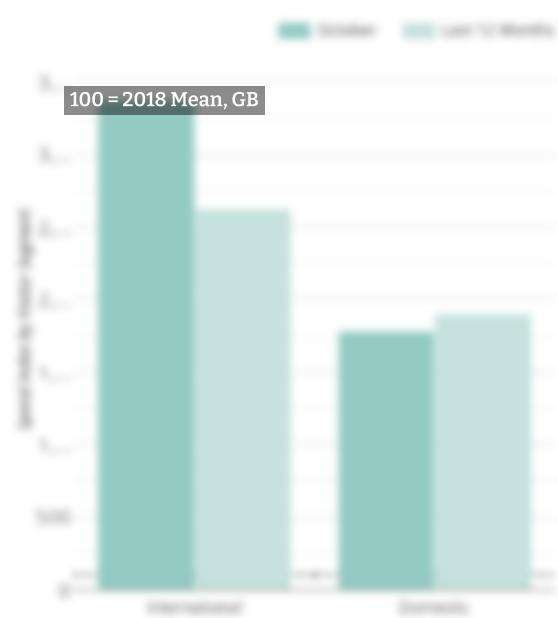
Geo Insights
Historical trend
October 2025

Last 12 months



Spend index, by visitor origin
October 2025

Spend index, by retail category
October 2025



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

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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.

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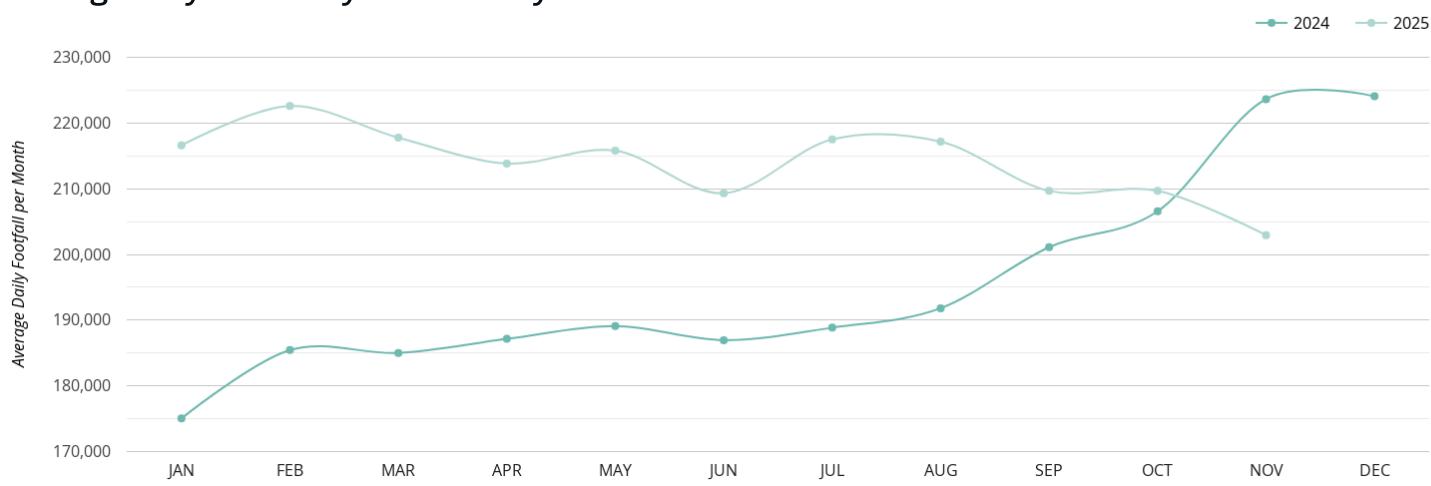
T: +44 20 3808 4150
E: hello@huq.io

Clapham Junction BID



	Total visitors in period	Avg. Weekly visitors in period	Peak Weekly visitors in period	Avg. Daily visitors in period
November 2025	6,087,887	1,421,747	1,454,752	202,930
October 2025	6,500,215	1,453,372	1,498,272	209,684
November 2024	6,708,705	1,563,587	1,611,855	223,624

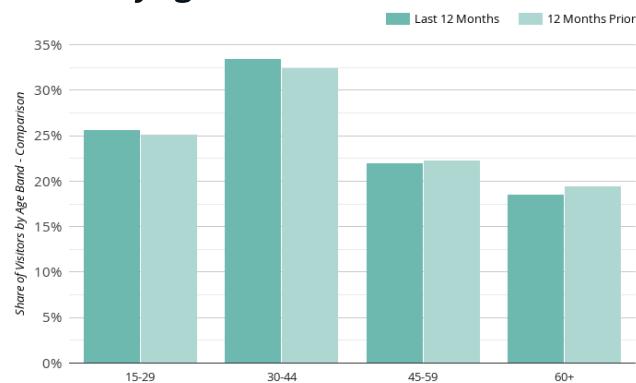
Average daily visitors by month and year



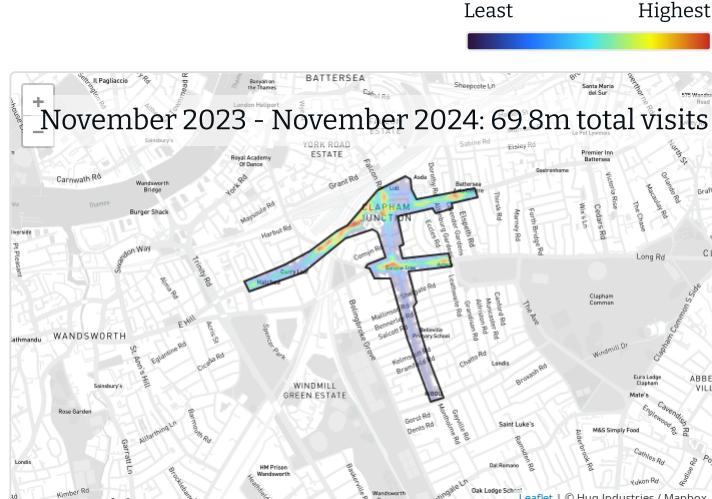
Average visitors by day



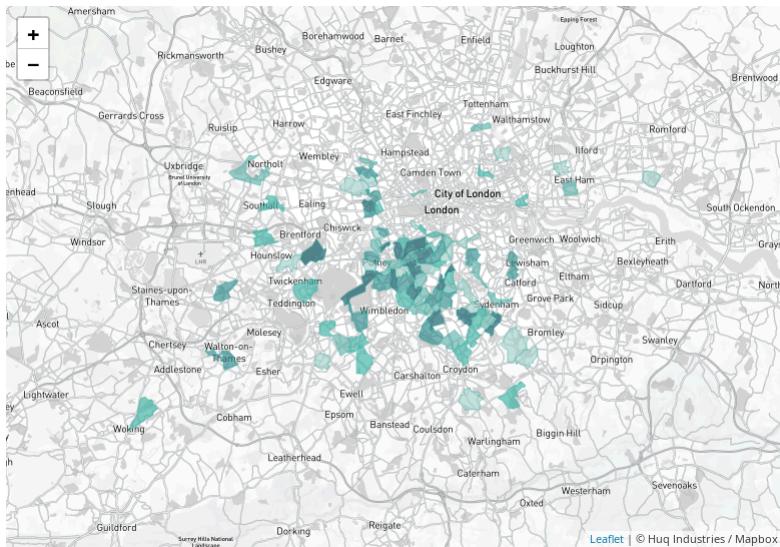
Visitors by age



Density



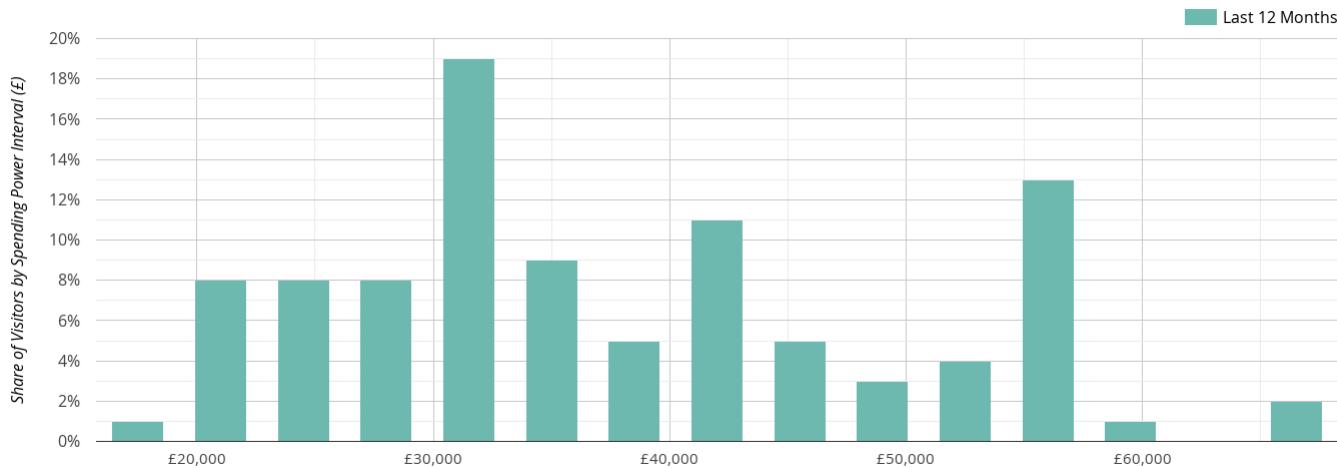
Catchment area, last 12 months



Visitor source by postcode district

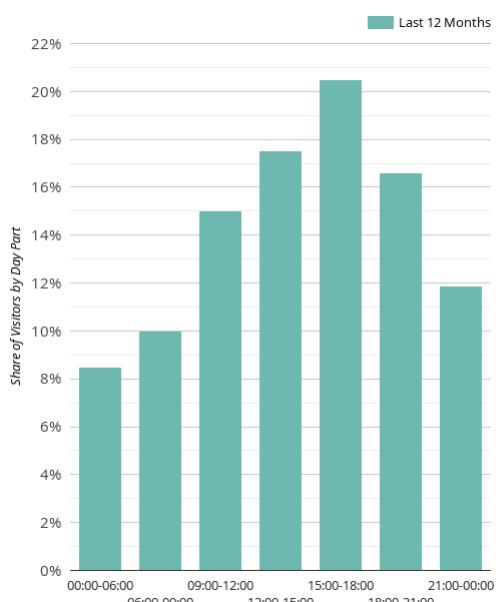
Source	Distance	Visit Share
SW11 1	0.3 km	6%
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SW11 4	2.1 km	2%
SW8 3	2.6 km	2%
SW6 2	2.8 km	2%
SW11 3	1.4 km	2%
SW2 4	4.7 km	1%
W12 7	8.8 km	1%
SE20 7	13.7 km	1%
SE19 3	9.6 km	1%

Spending power of visitors, last 12 months



Visits by day part

November 2025



Dwell time

Last 12 months

167min

Nov 2025

avg. dwell time

415min

Oct 2025

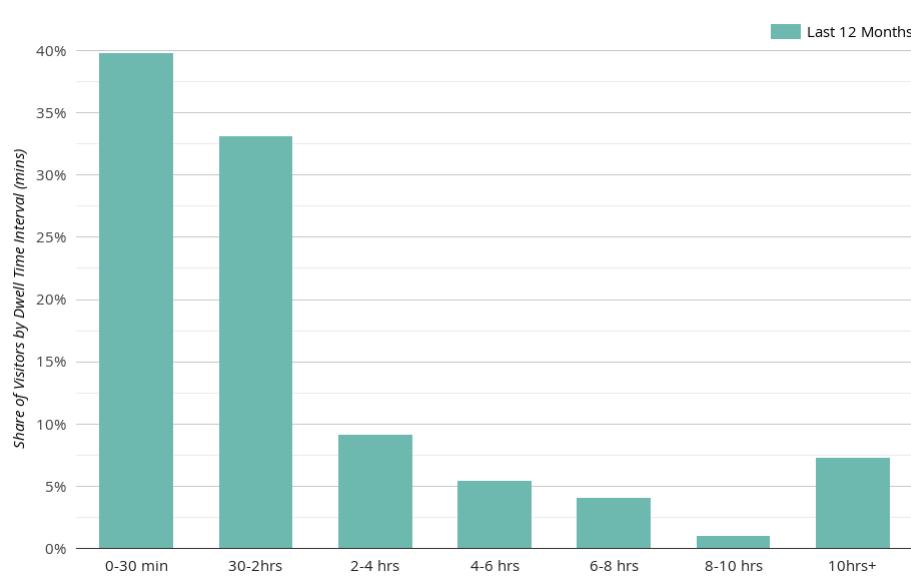
avg. dwell time

275min

Nov 2024

avg. dwell time

212min



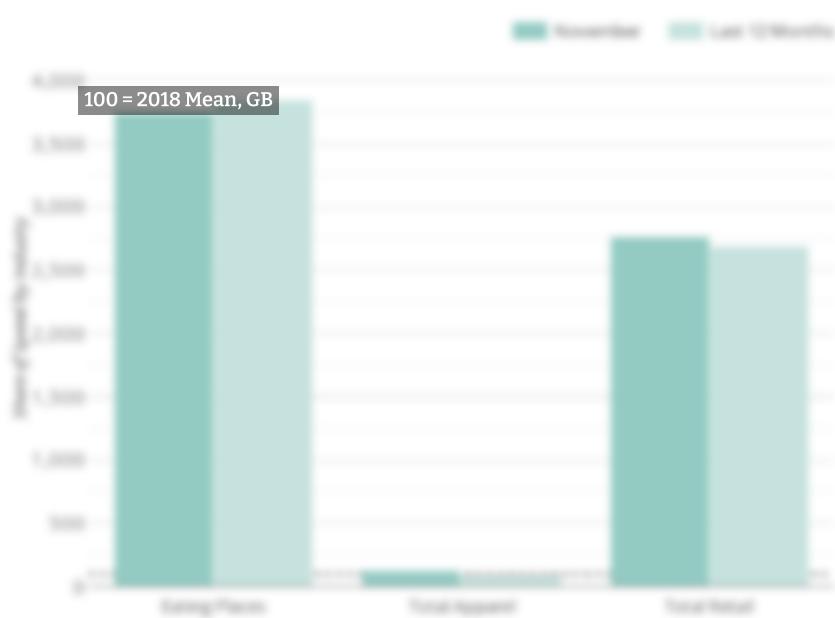
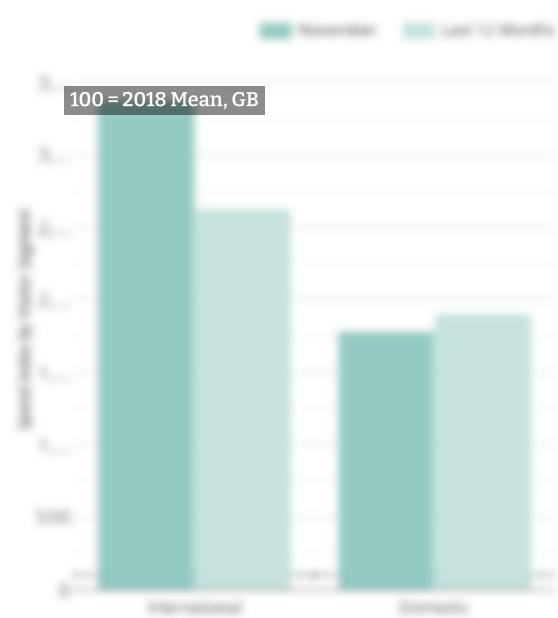
Geo Insights
Historical trend
November 2025

Last 12 months



Spend index, by visitor origin
November 2025

Spend index, by retail category
November 2025



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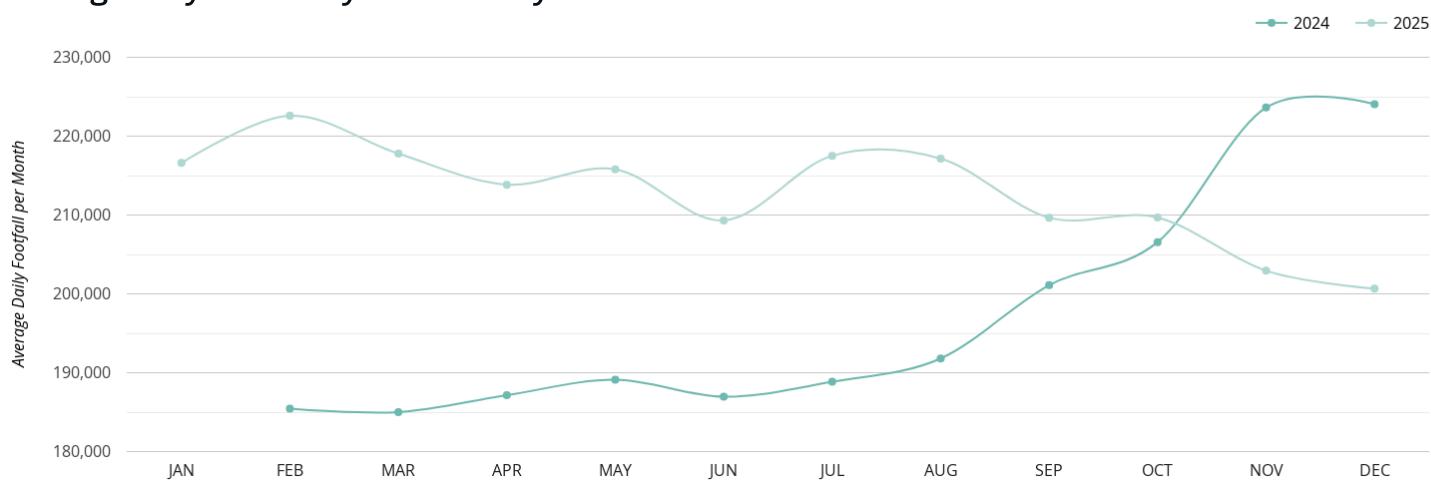
T: +44 20 3808 4150
E: hello@huq.io

Clapham Junction BID



	Total visitors in period	Avg. Weekly visitors in period	Peak Weekly visitors in period	Avg. Daily visitors in period
December 2025	6,220,485	1,410,580	1,471,954	200,661
November 2025	6,087,887	1,421,747	1,454,752	202,930
December 2024	6,945,775	1,557,830	1,632,104	224,057

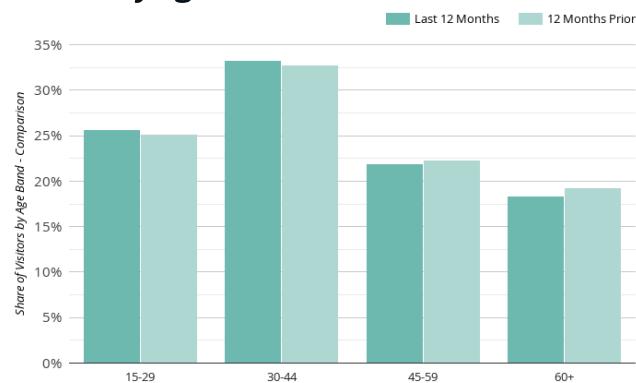
Average daily visitors by month and year



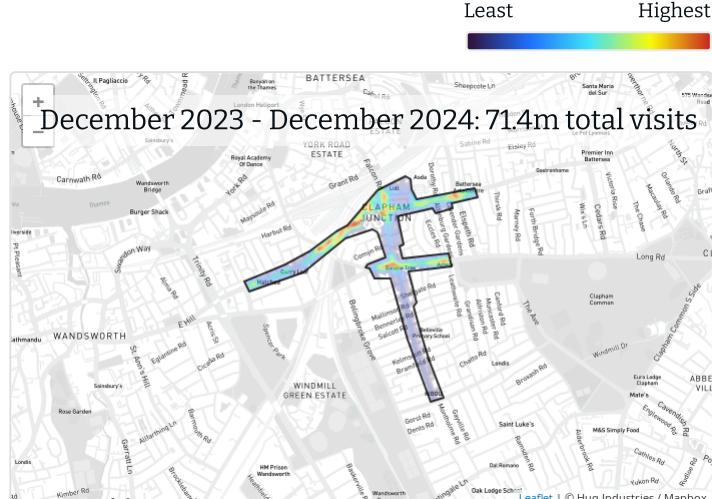
Average visitors by day



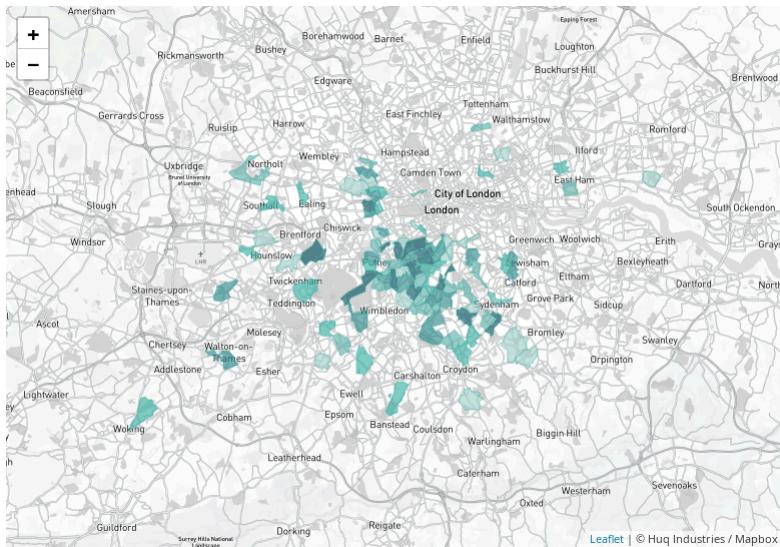
Visitors by age



Density



Catchment area, last 12 months



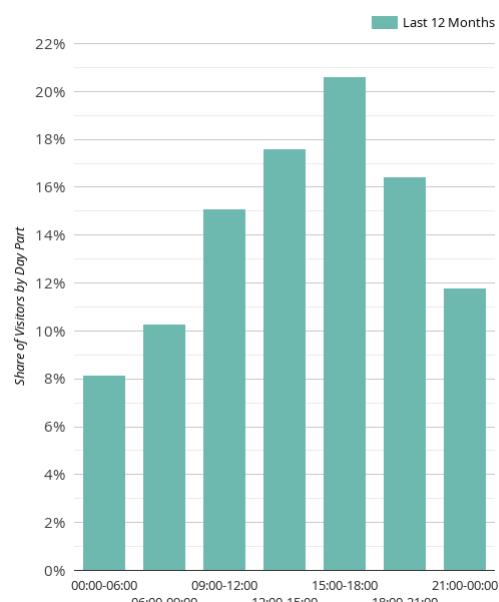
Visitor source by postcode district

Source	Distance	Visit Share
SW11 1	0.3 km	7%
SW11 5	1.6 km	3%
SW8 3	2.6 km	2%
SW6 2	2.8 km	2%
SW11 3	1.4 km	1%
W12 7	8.8 km	1%
SW2 4	4.7 km	1%
SW11 4	2.1 km	1%
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Spending power of visitors, last 12 months



Visits by day part
December 2025

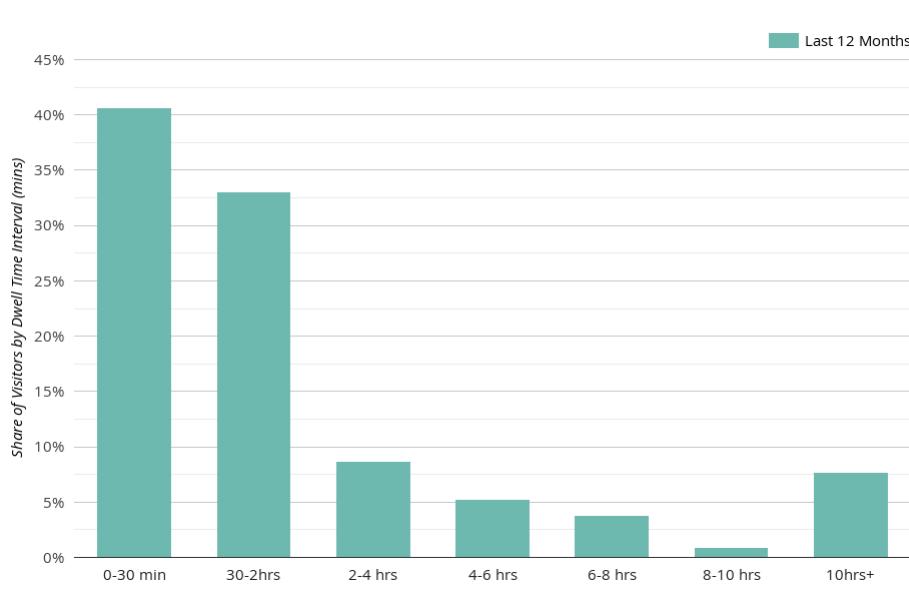


Dwell time
Last 12 months
177min

Dec 2025
avg. dwell time
341min

Dec 2025
avg. dwell time
415min

Dec 2024
avg. dwell time
238min



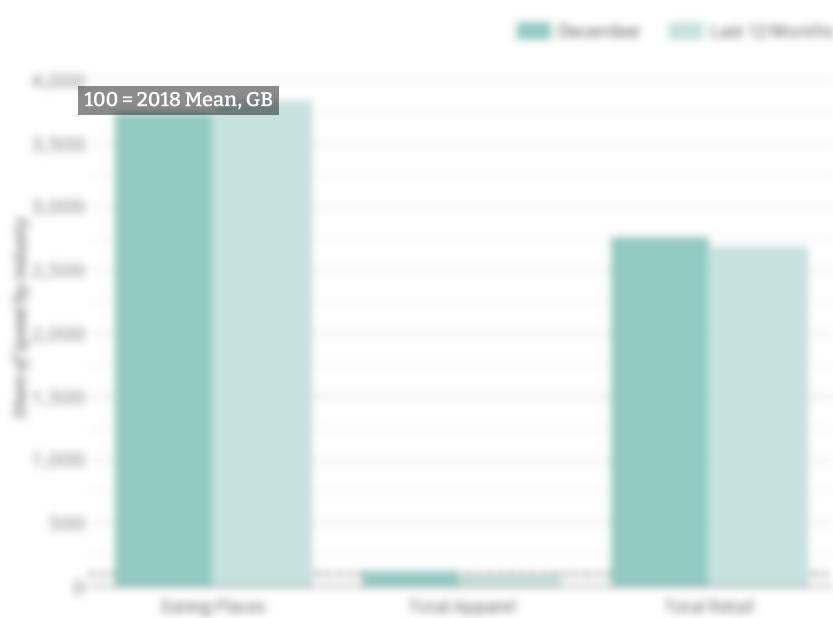
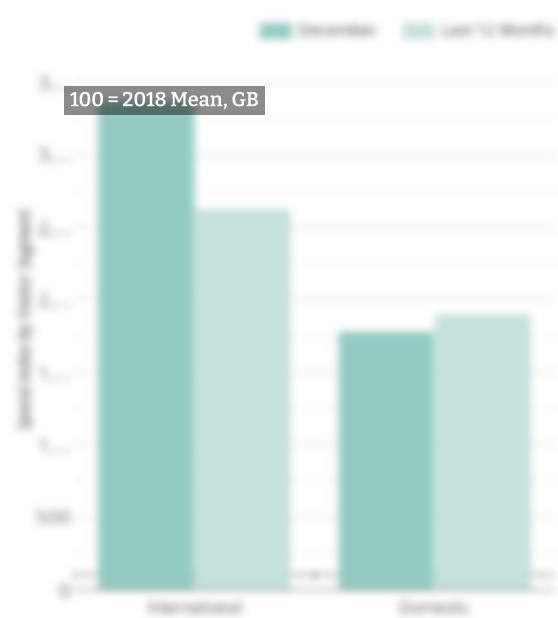
Geo Insights
Historical trend
December 2025

Last 12 months



Spend index, by visitor origin
December 2025

Spend index, by retail category
December 2025



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