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/signals

Quarterly Report

March 2024 - June 2024

Performance report for The Junction BID

Footfall

This report includes estimates on the actual number of visitors

Comparison

Compare time periods to understand the performance of your place

Interpretation

Take action using evidence to make more successful decisions

How to use this report

Our data provides information about who is visiting your area, where they spend the most time and when they visit. This information provides a foundation for understanding how visits and visitors to your centre change over time. We provide data compared with the same time period in previous years or the previous time period e.g February compared with January to enable you to easily pick your area's strengths and opportunities for development.

All of the time comparisons (unless otherwise stated) are made against the same period of time in the previous year. For example:

Name	Δ (%)
Monday	-10.9%
Tuesday	-
Wednesday	2.7%

Takeaways

- Weekday is 10.9% less busy than the same period in the previous year.

- Weekday has experienced the same level of activity as the previous year.

- Weekday is 2.7% more busy than the same period in the previous year.

We recommend using these changes over time, along with your on the ground view of your area to build a narrative about the performance of your place.
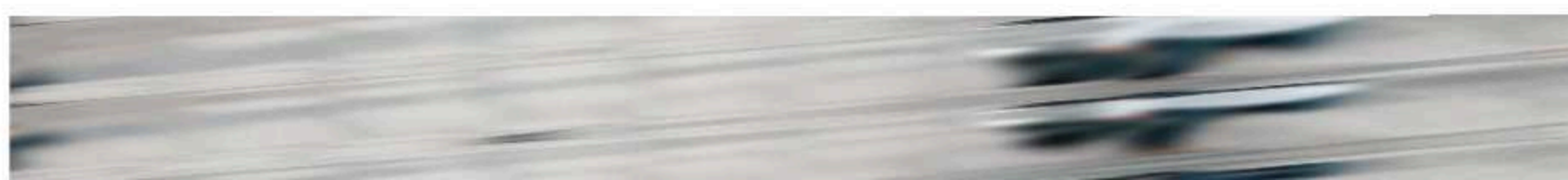
Key indicators

Total Daily Visits

30,257,218

151% of same quarter 2023
20,024,592

117% of previous quarter
25,876,738

128% of same quarter 2022
23,668,399

Max Daily Visits

488,091

124% of same quarter 2023
394,110

113% of previous quarter
432,804

95% of same quarter 2022
512,164

Mean Daily Visits

336,191

151% of same quarter 2023
222,495

117% of previous quarter
287,519

128% of same quarter 2022
262,982

Average Footfall by Month and Year

Legend: 2024, 2023, 2022, 2021, 2020
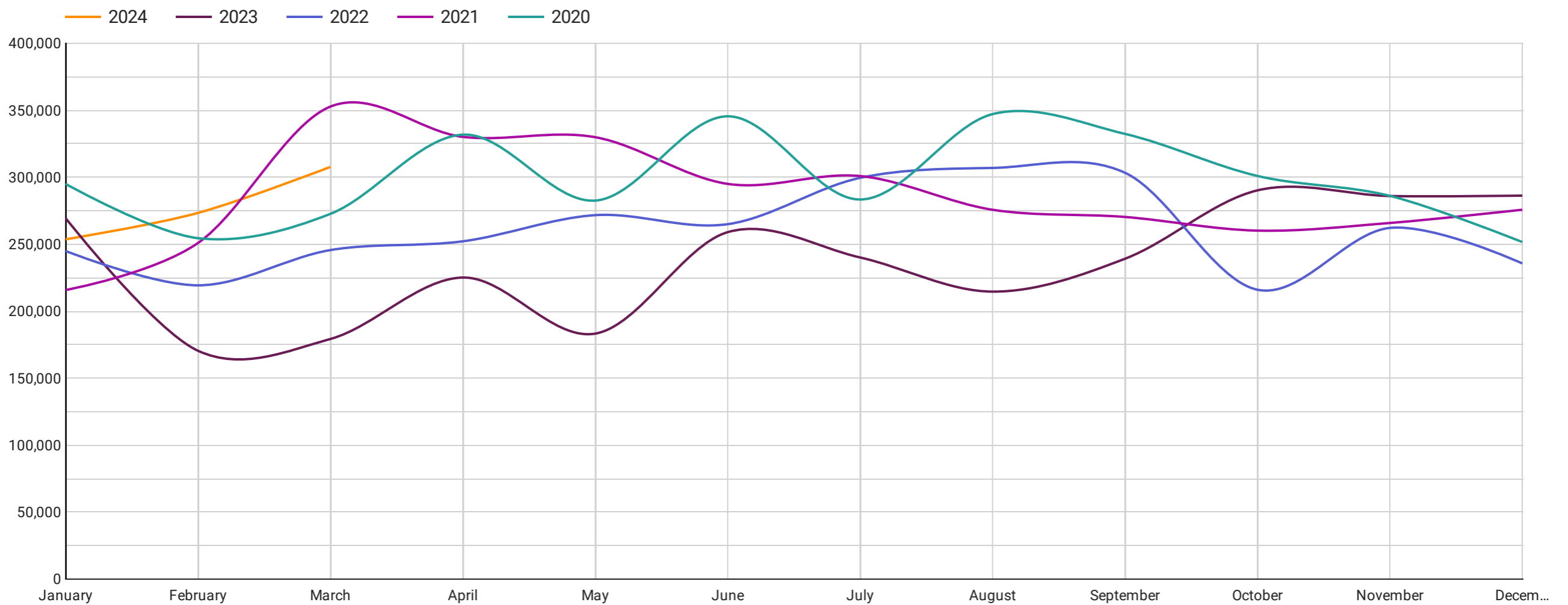
Day Comparison with previous year
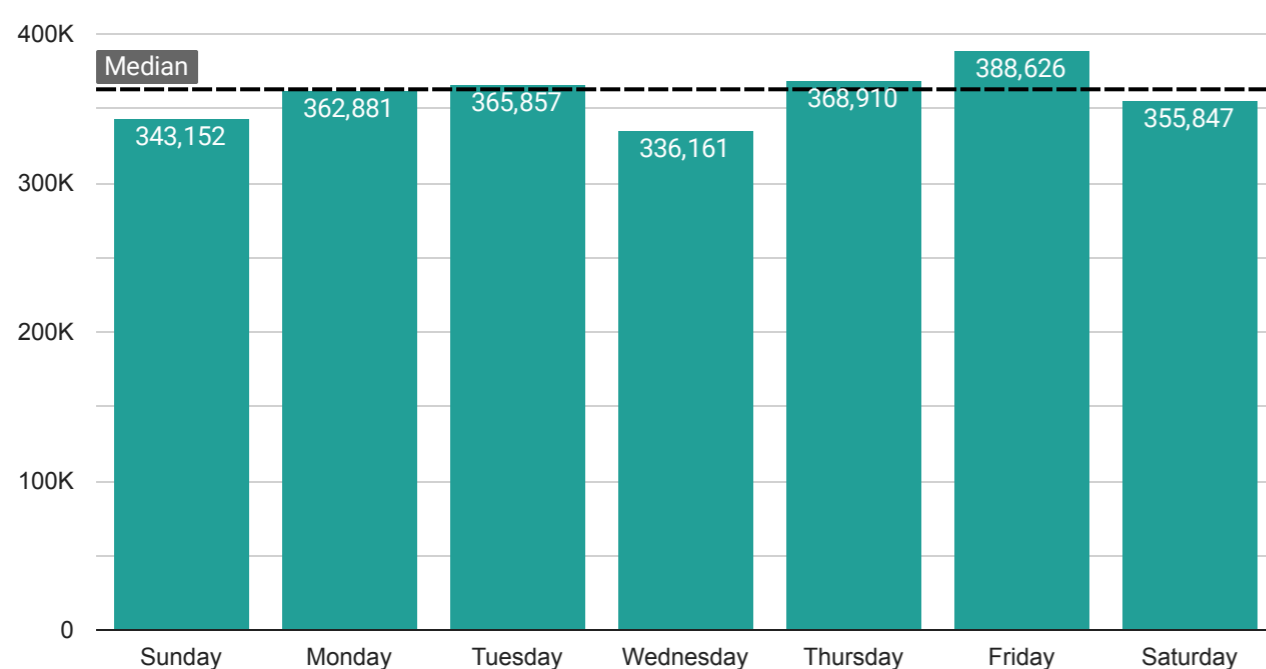
Day of the week	Avg Footfall	% change
Sunday	343,152	21.1% ⬍
Monday	362,881	56.1% ⬍
Tuesday	365,857	79.0% ⬍
Wednesday	336,161	69.4% ⬍
Thursday	368,910	64.0% ⬍
Friday	388,626	52.0% ⬍
Saturday	355,847	32.1% ⬍

Total Visits by Quarter and Year

Legend: Q1, Q2, Q3, Q4
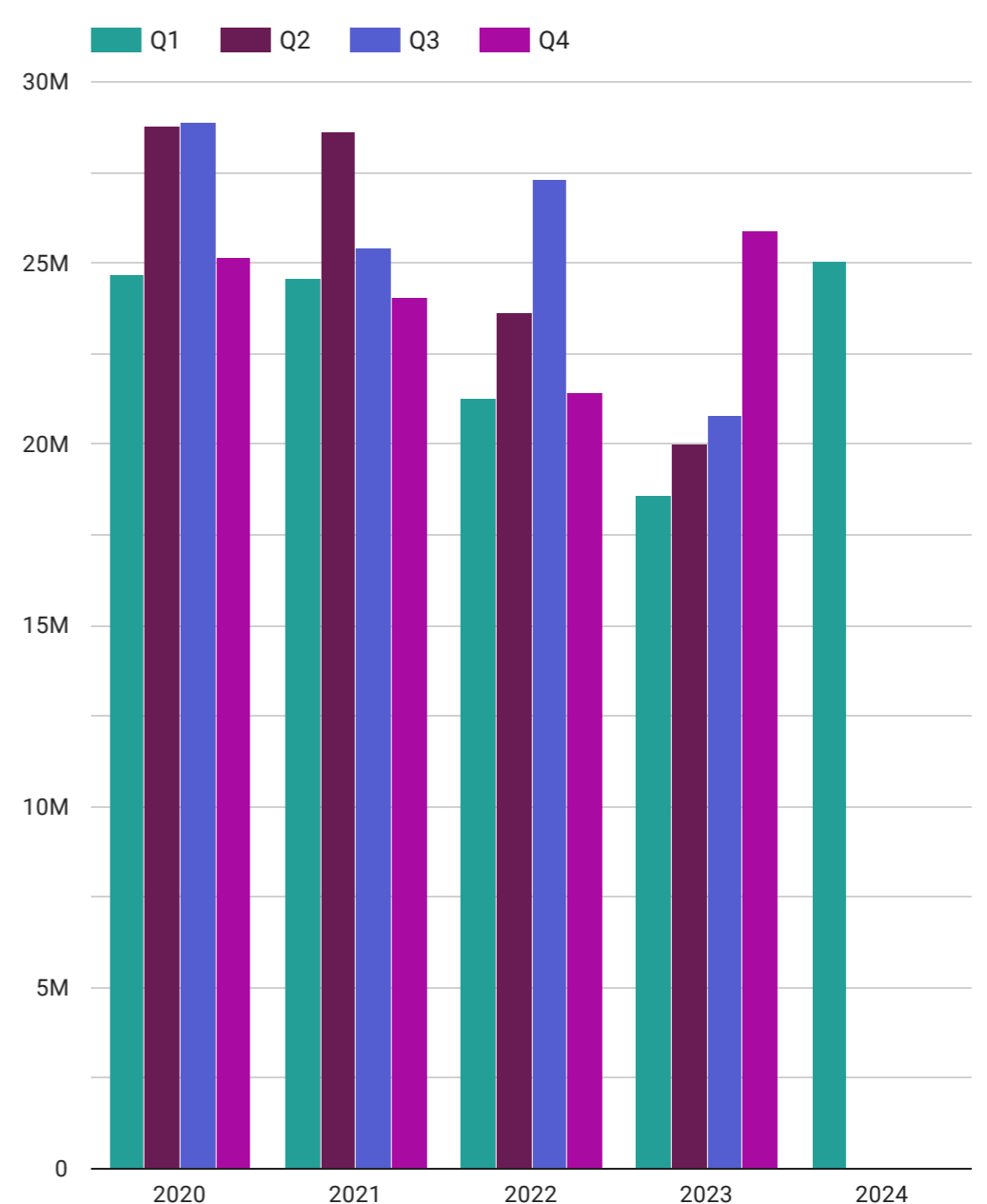
Centre Activity

2024
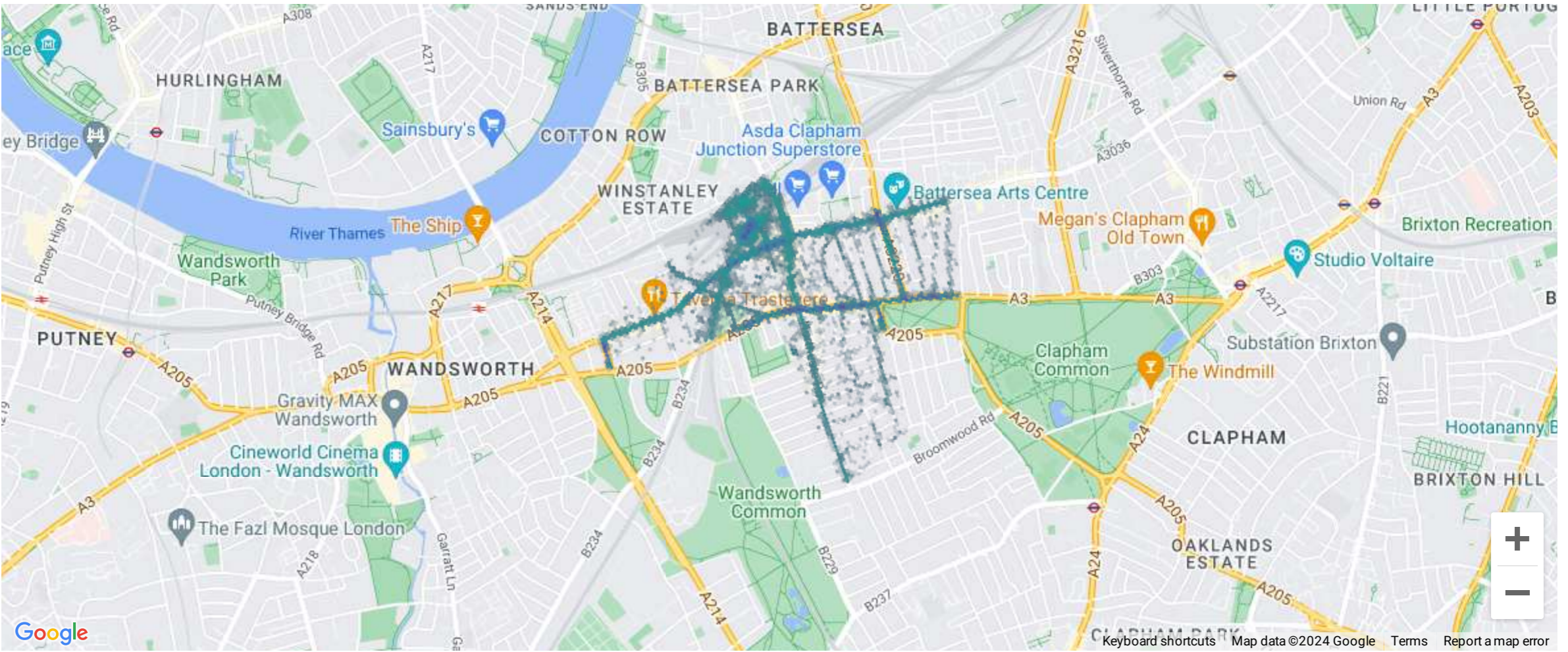
2023
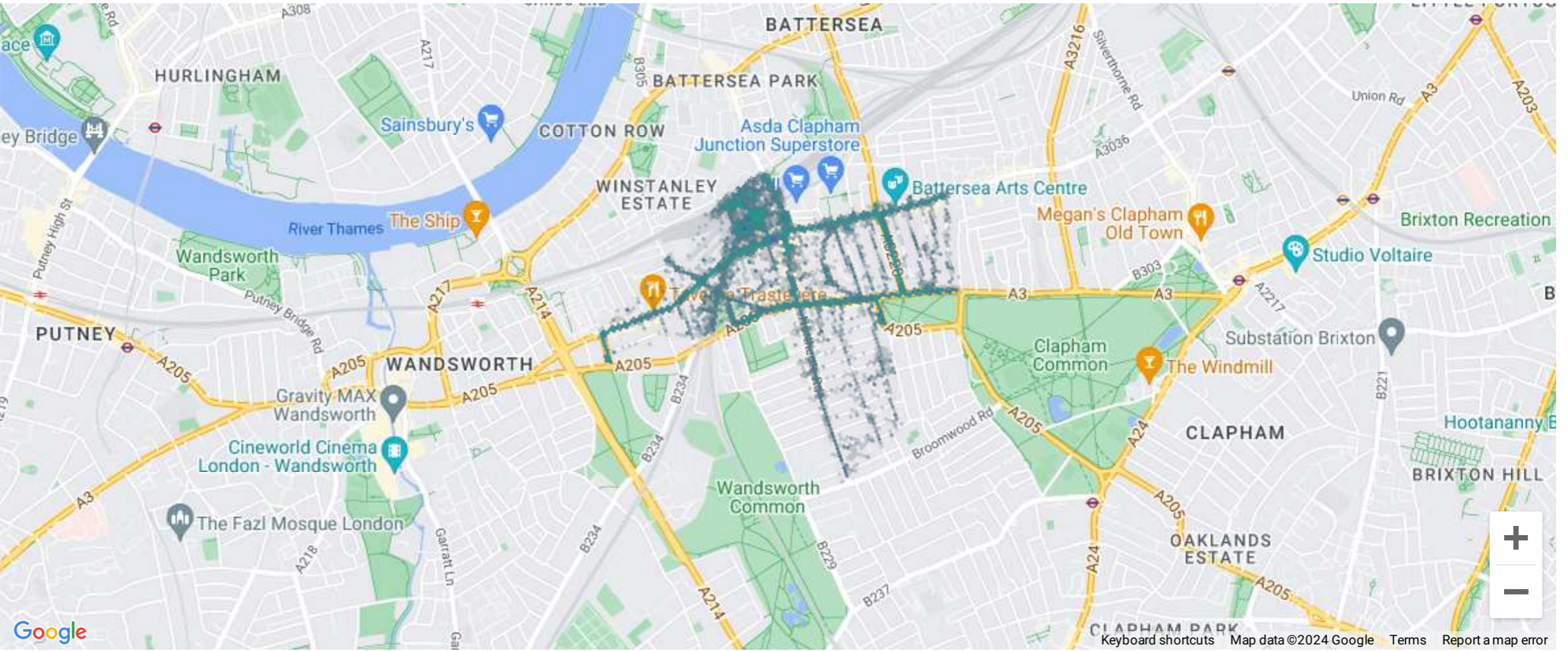
Total Visits by Month and Year

Legend: 2020, 2021, 2022, 2023, 2024
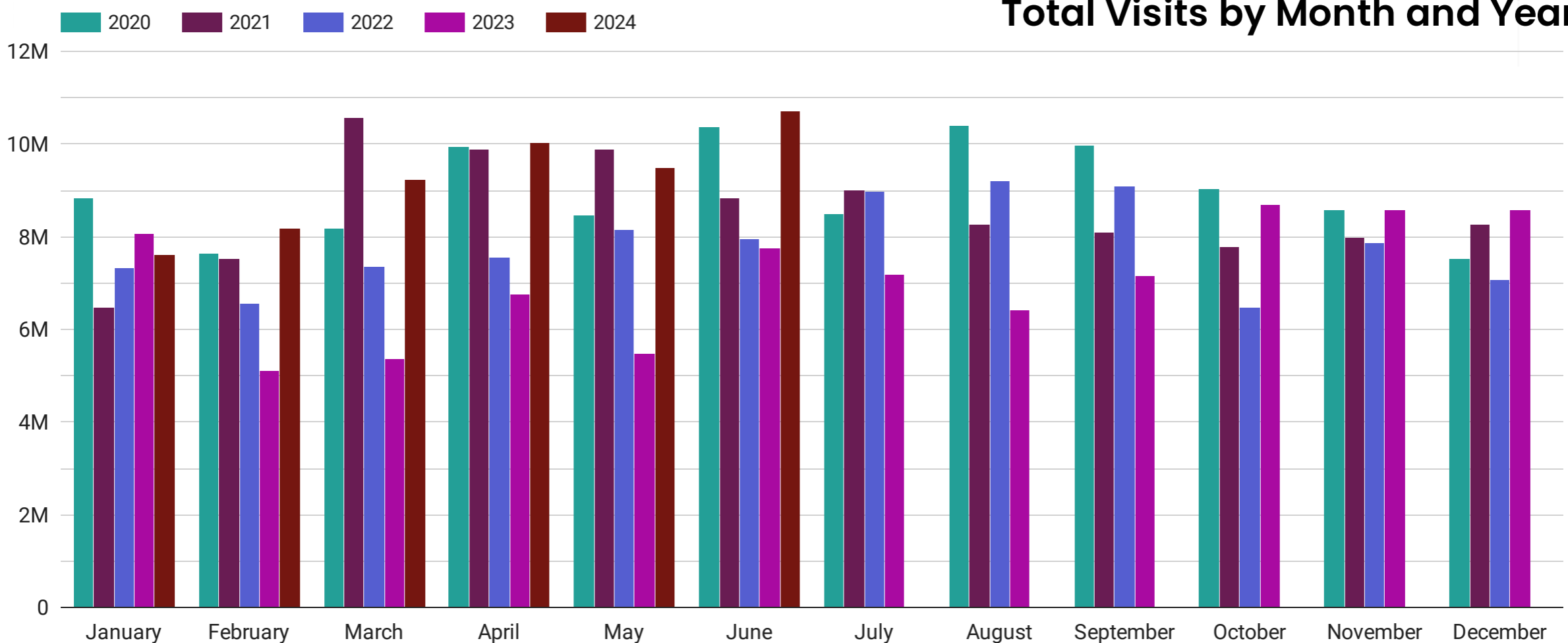
Where are your visitors from?

Postcode	Purchasing Power / % of visitors			
	High	Mid	Low	Grand total
SW	17.34%	3.77%	0.38%	21.5%
KT	3.86%	3.36%	1.28%	8.49%
SE	1.47%	4.38%	1%	6.85%
E	1.16%	2.08%	2.55%	5.78%
CR	0.85%	1.42%	2.85%	5.11%
TW	2.2%	1.46%	1.34%	5%
GU	2.66%	0.51%	1.03%	4.21%
RH	1.69%	1.46%	0.71%	3.86%
BN	1.45%	0.99%	0.75%	3.19%
NW	0.77%	1.47%	0.31%	2.55%
W	2.17%	0.23%	-	2.4%
RG	0.85%	0.99%	0.27%	2.11%
N	1.08%	0.47%	0.54%	2.09%
PO	0.74%	0.6%	0.68%	2.02%
SM	0.87%	0.46%	0.61%	1.94%
HA	0.54%	1%	0.38%	1.92%
RM	0.23%	0.76%	0.6%	1.6%
DA	0.15%	0.61%	0.38%	1.14%
Grand t...	46.96%	32.3%	20.74%	100%

Percentage of Visitors by Area

- London
- Epsom and Ewell
- Woking
- Reigate and Banstead
- Basingstoke and Deane
- Brighton and Hove
- Elmbridge
- Mole Valley
- Runnymede
- Others

36.7%

57.8%
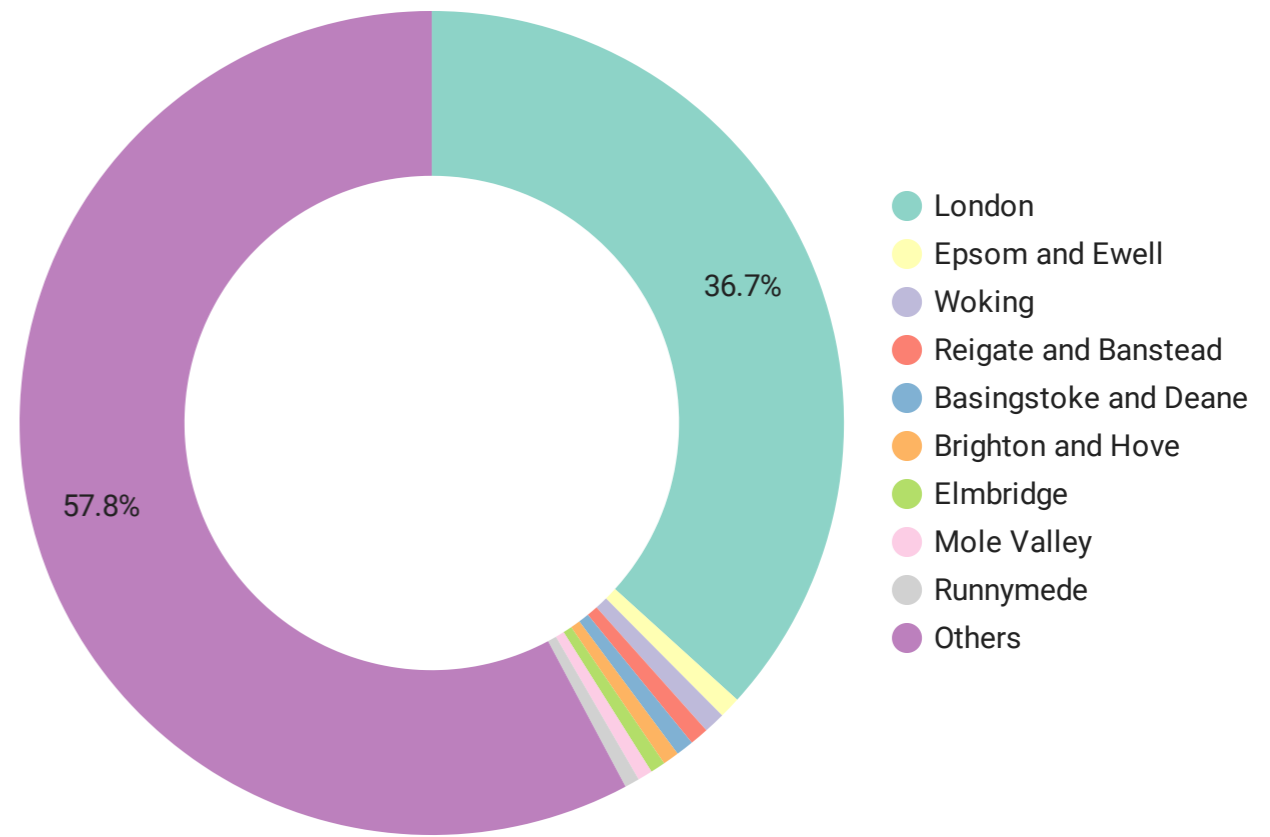
Percentage Visits by Area and Month

Legend: London, Woking, Brighton and Hove, Reigate and Banstead, Epsom and Ewell, Portsmouth, Elmbridge, Waverley, Basingstoke and Deane
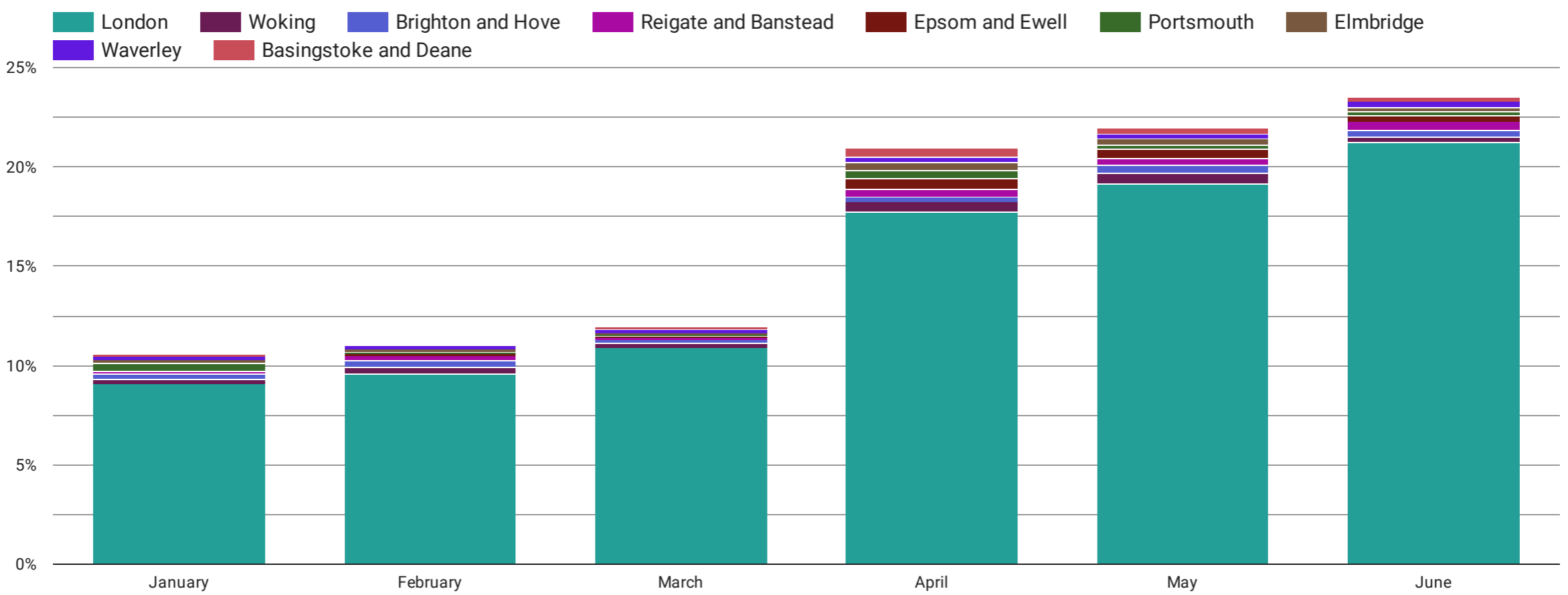
Percentage Visits by Postcode and Month

Legend: BN, RH, GU, TW, CR, E, SE, KT, SW
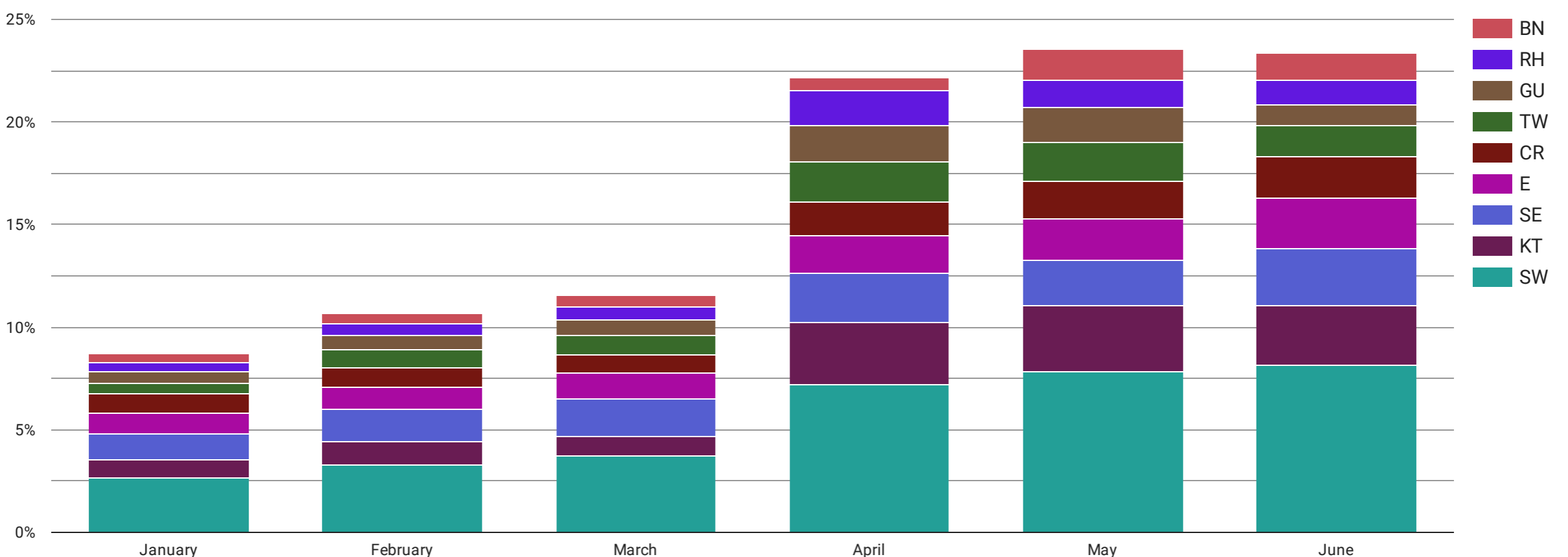
% of Visitors by Dwell time

Legend: 10-30 | 30-60 | 60-90 | 90-120 | 120-150 | 150-180 | 180-210 | 210-240 | 240-270

Chart x-axis: Q1, 2021 | Q2, 2021 | Q3, 2021 | Q4, 2021 | Q1, 2022 | Q2, 2022 | Q3, 2022 | Q4, 2022 | Q1, 2023 | Q2, 2023 | Q3, 2023 | Q4, 2023 | Q1, 2024 | Q2, 2024

		2021				2022							2023
	Visit duration	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
0	10-30	2.19%	3.57%	5.13%	4.02%	5.25%	4.79%	4.1%	3.79%	3.3%	3.25%	3%	4.14%
1	30-60	0.89%	1.2%	1.34%	1.06%	1.42%	1.86%	1.02%	0.98%	1.61%	1.06%	1.05%	1.21%
2	60-90	0.34%	0.6%	0.77%	0.5%	0.63%	0.87%	0.58%	0.49%	0.58%	0.81%	0.53%	0.57%
3	90-120	0.24%	0.36%	0.38%	0.21%	0.35%	0.29%	0.34%	0.17%	0.2%	0.38%	0.26%	0.28%
4	120-150	0.08%	0.24%	0.2%	0.2%	0.22%	0.25%	0.09%	0.26%	0.21%	0.28%	0.29%	0.14%
5	150-180	0.06%	0.2%	0.14%	0.1%	0.19%	0.19%	0.21%	0.27%	0.09%	0.15%	0.19%	0.26%
6	180-210	0.04%	0.18%	0.14%	0.08%	0.09%	0.08%	0.03%	0.13%	0.08%	0.18%	0.18%	0.08%
7	210-240	0.02%	0.13%	0.11%	0.11%	0.09%	0.08%	0.1%	0.11%	0.05%	0.17%	0.1%	0.11%
8	240-270	0.03%	0.12%	0.12%	0.08%	0.05%	0.1%	0.08%	0.11%	0.05%	0.23%	0.09%	0.12%

Year / Quarter / % of Visitors