

signals

Quarterly Report

Jan 24 - Mar 24

Performance report for Stratford Original



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

9,839,247

116% of same quarter 2023



94% of previous quarter



98% of same quarter 2020



Max Daily Visits

109,348

118% of same quarter 2023



79% of previous quarter



106% of same quarter 2020



Mean Daily Visits

106,948

116% of same quarter 2023



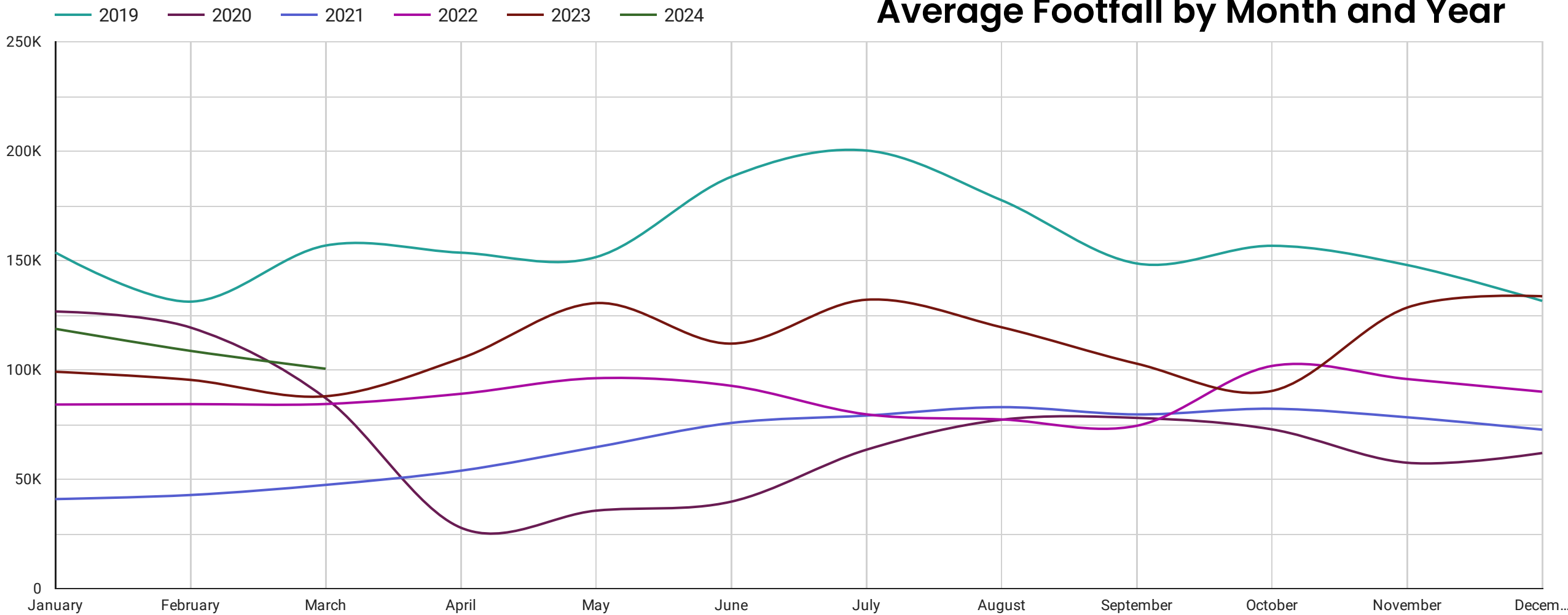
94% of previous quarter



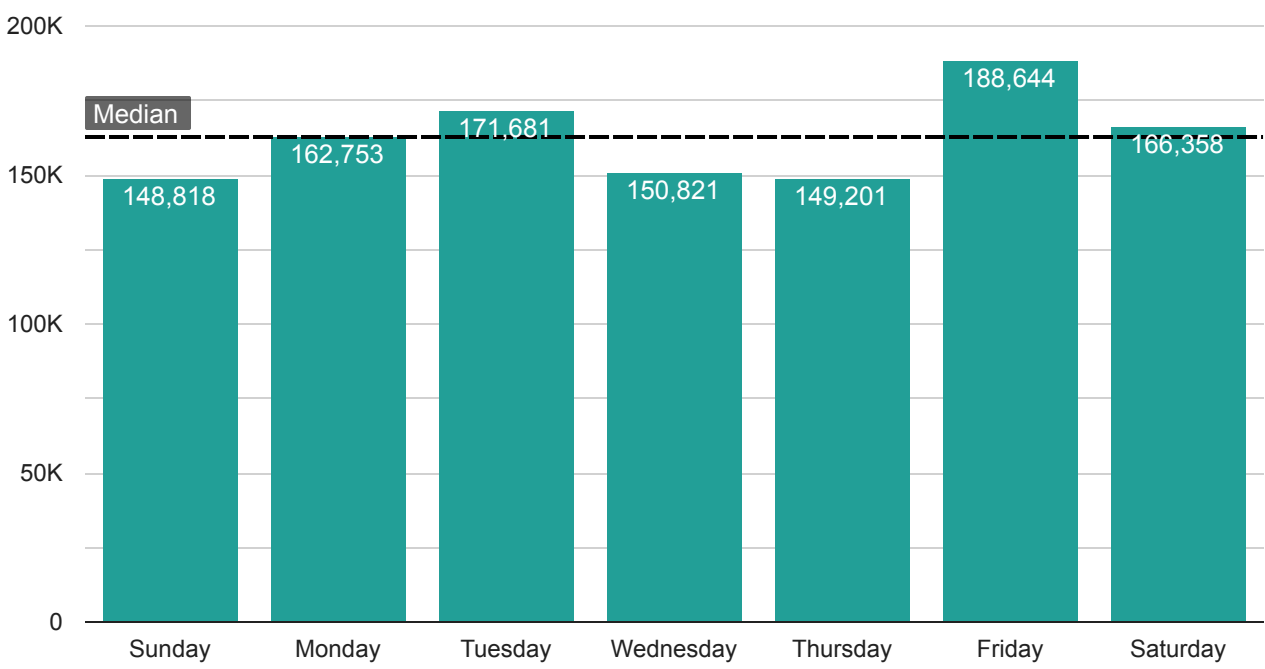
98% of same quarter 2020



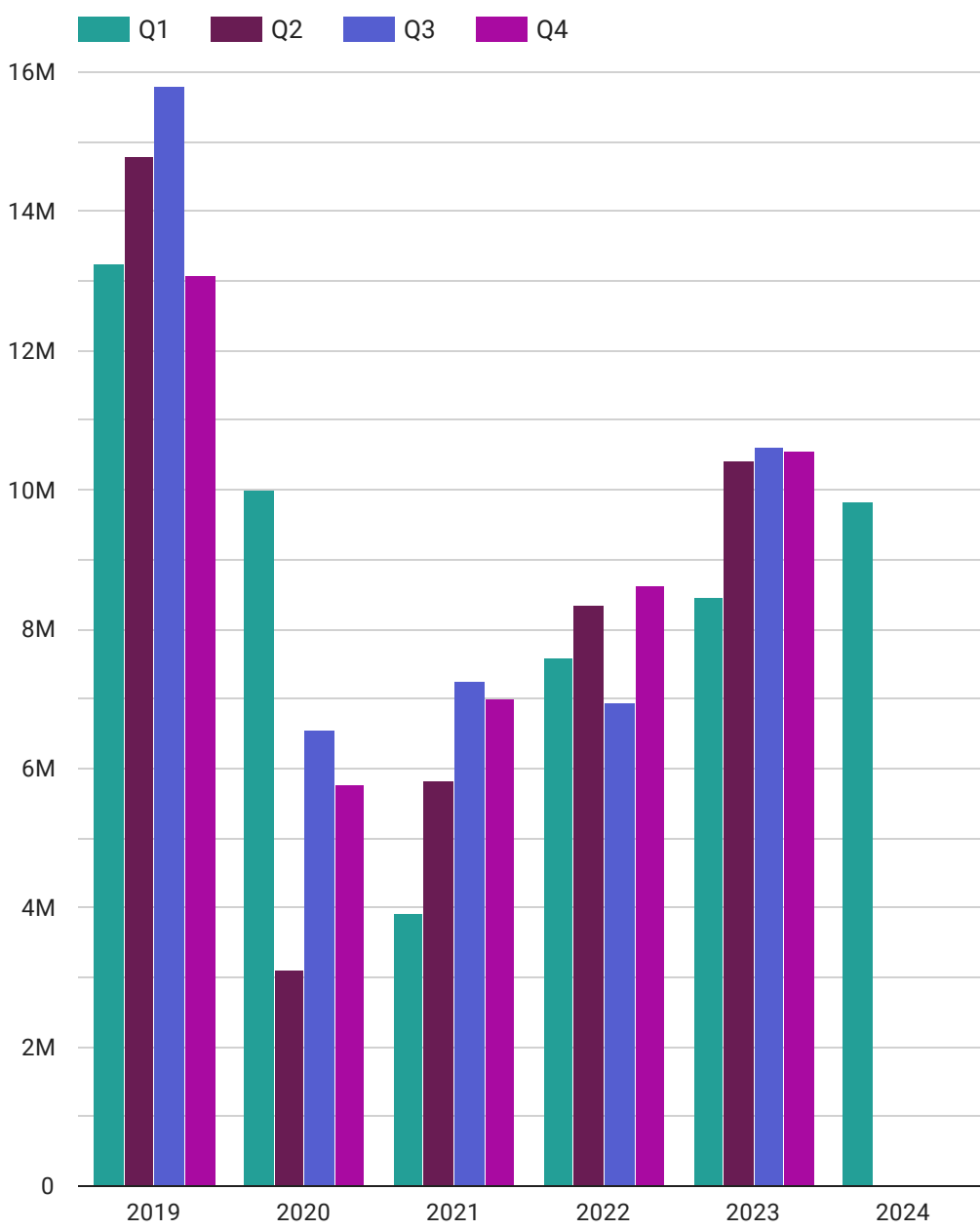
Average Footfall by Month and Year



Day Comparison with previous year



Total Visits by Quarter and Year

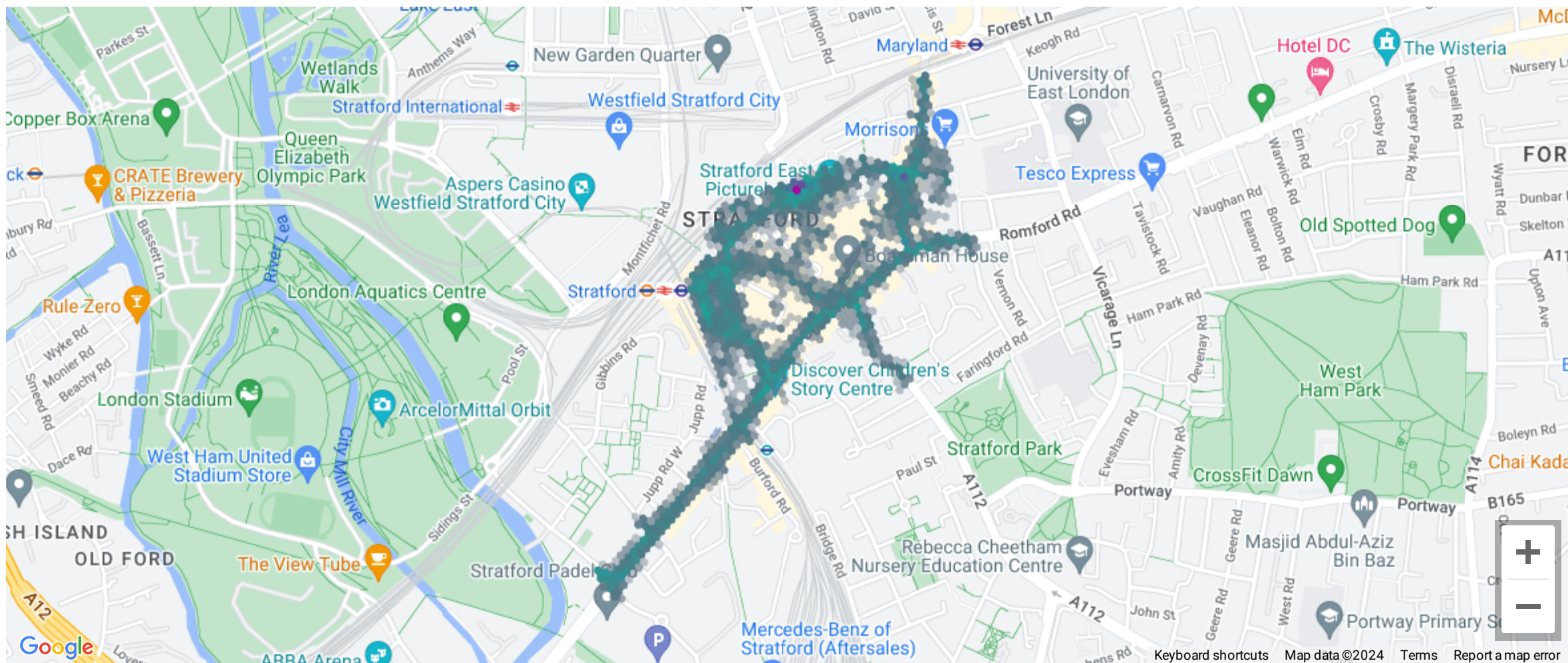


Day of the week

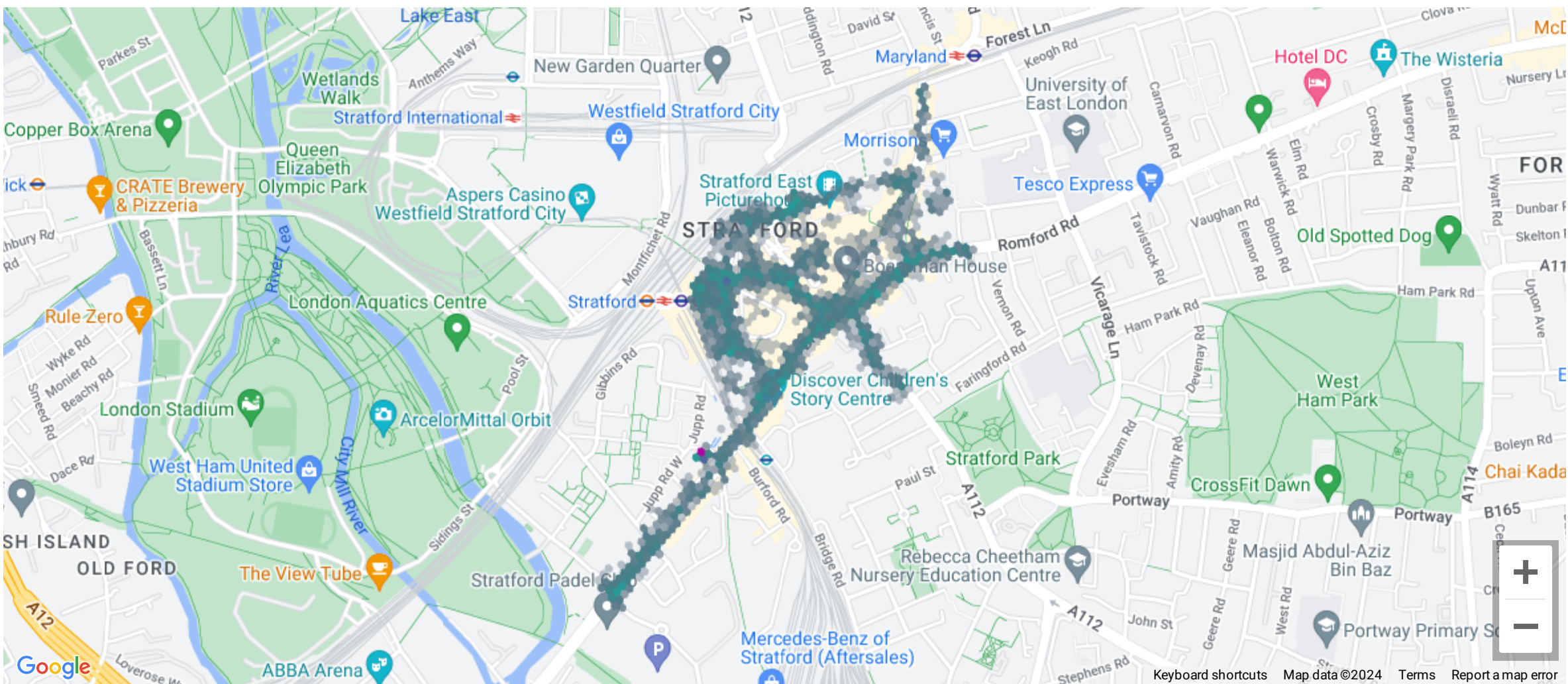
Day of the week	Avg Footfall	% change
Sunday	148,818	23.2%
Monday	162,753	17.7%
Tuesday	171,681	33.7%
Wednesday	150,821	33.1%
Thursday	149,201	32.5%
Friday	188,644	40.2%
Saturday	166,358	20.5%

Centre Activity

2024

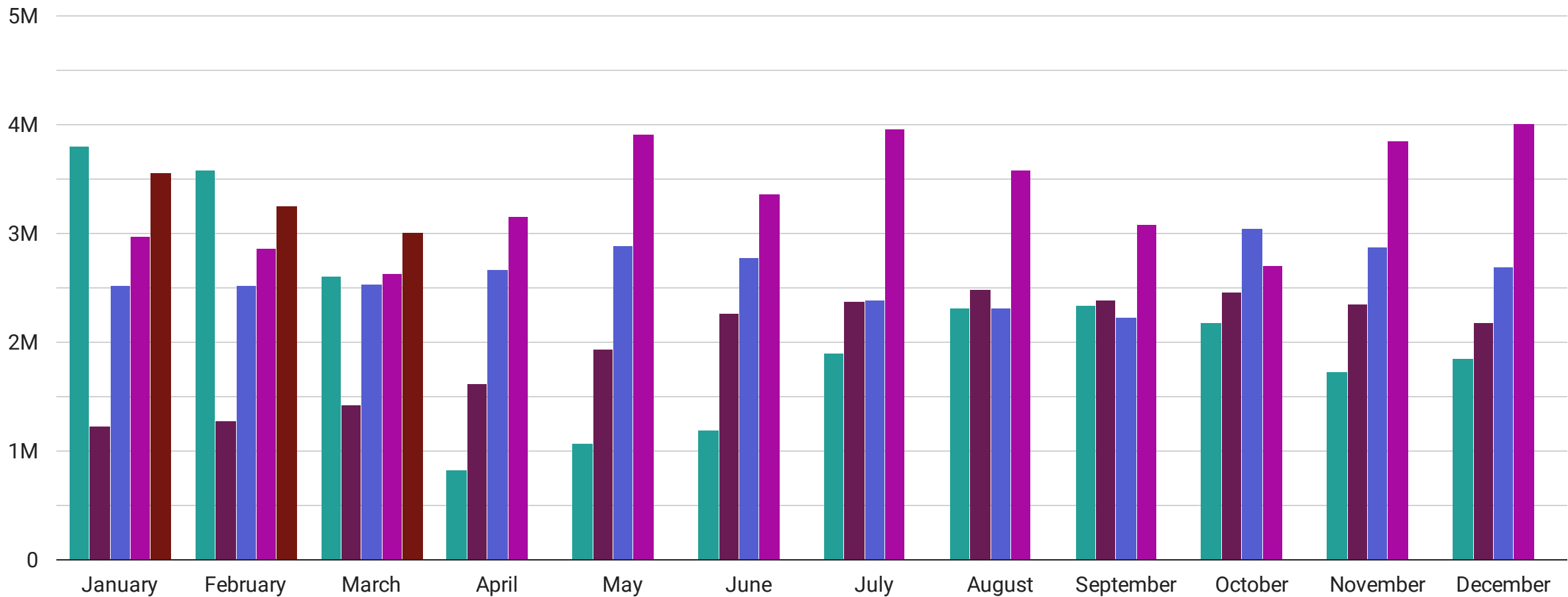


2023



2020 2021 2022 2023 2024

Total Visits by Month and Year

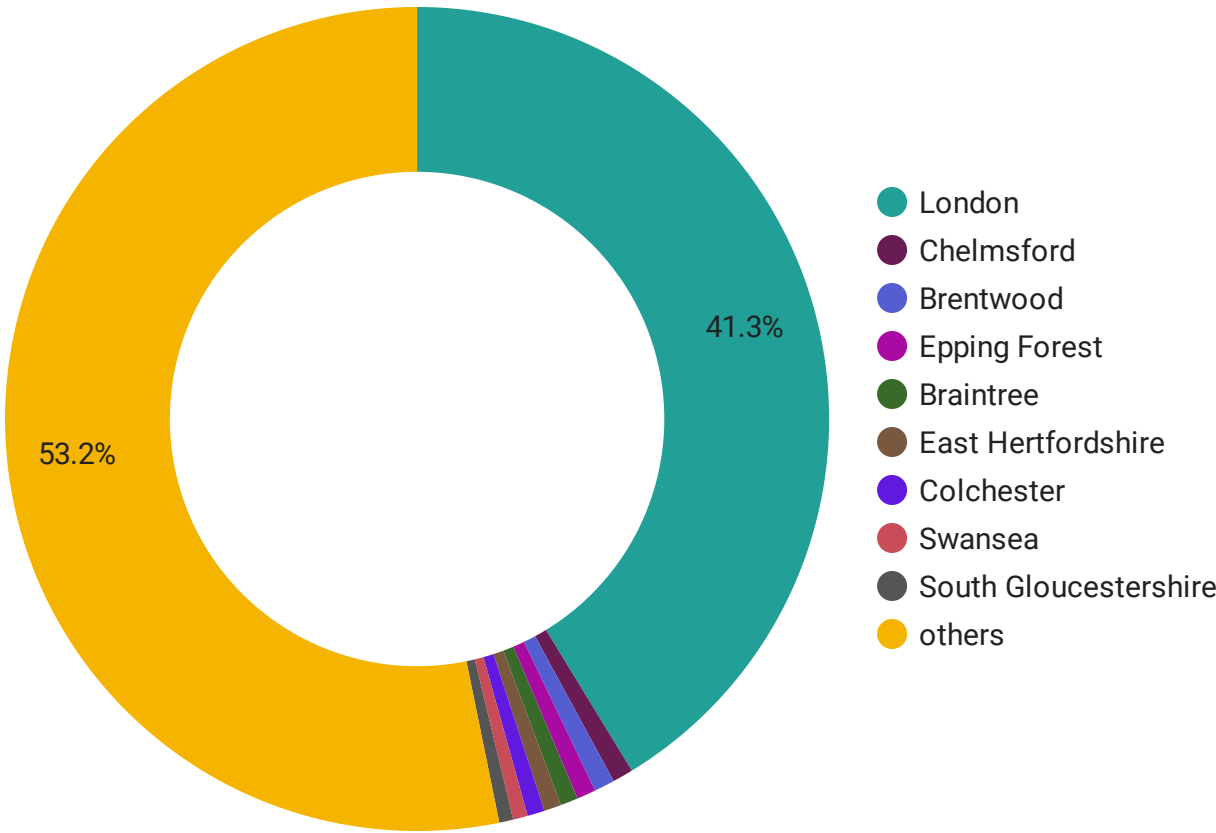


Where are your visitors from?

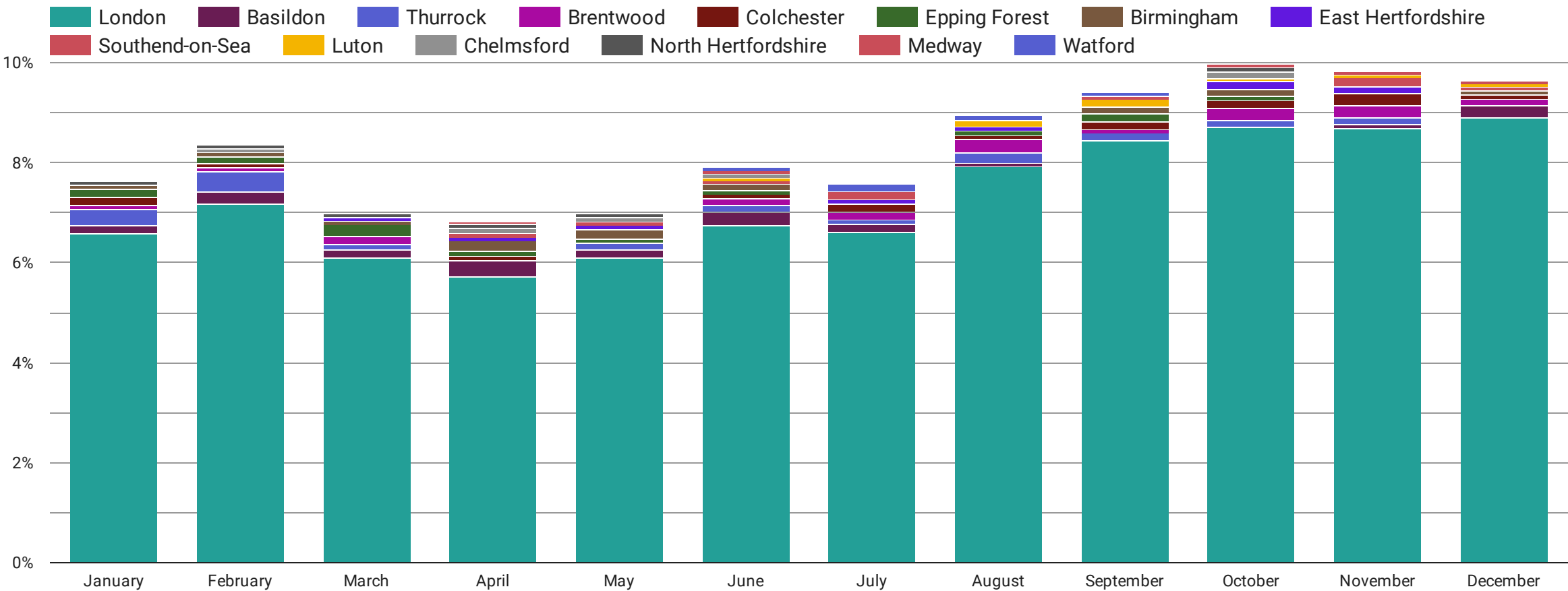


Purchasing Power / % of visitors				
Postcode	High	Mid	Low	Grand total
E	21.55%	13.89%	2.35%	37.79%
IG	3.29%	4.92%	1.55%	9.77%
RM	5.12%	2.5%	0.38%	8.01%
SE	3.23%	3.87%	0.78%	7.87%
CM	1.02%	2.29%	2.29%	5.6%
N	1.55%	0.76%	1.98%	4.28%
DA	1.37%	0.82%	-	2.19%
HA	0.41%	1.54%	0.19%	2.15%
NW	0.23%	0.76%	0.77%	1.75%
CO	0.5%	0.51%	0.52%	1.53%
EN	1.17%	-	0.19%	1.36%
W	-	-	1.34%	1.34%
SW	-	0.61%	0.72%	1.33%
RG	0.52%	-	0.59%	1.11%
SA	0.76%	-	0.33%	1.09%
BS	-	0.49%	0.54%	1.03%
SS	0.75%	0.25%	-	1.01%
CR	0.19%	-	0.66%	0.85%
Grand t...	46.07%	35.34%	18.58%	100%

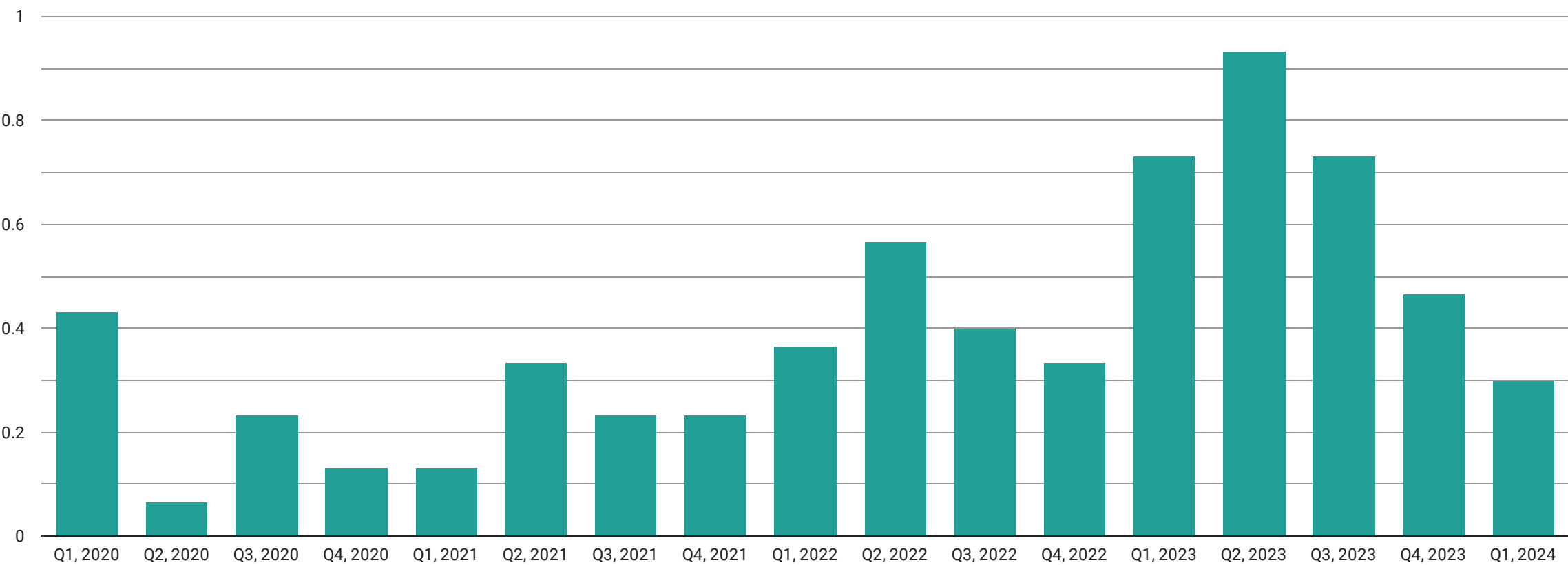
Percentage of Visitors by Area



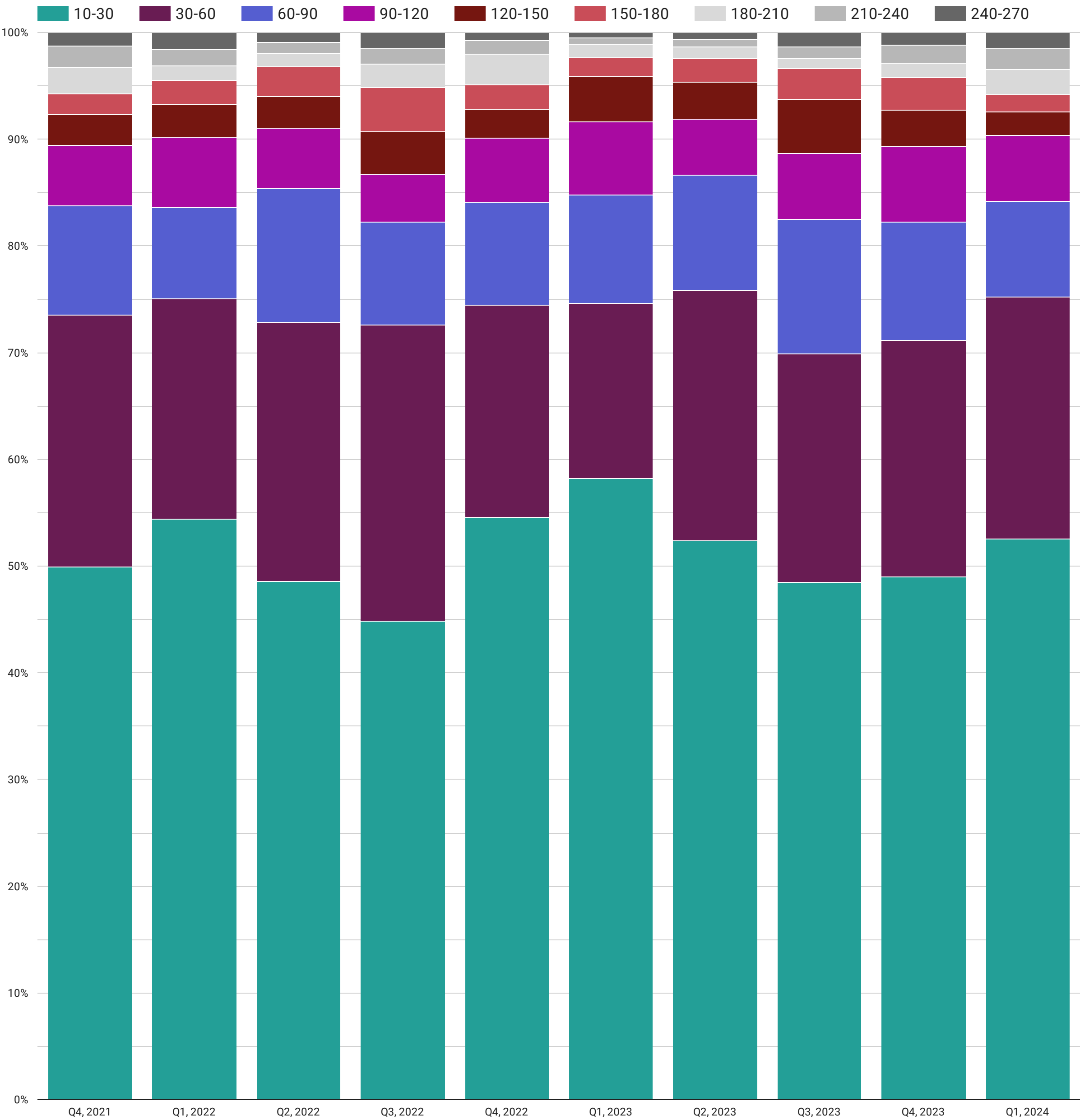
Percentage Visits by Area and Month



Percentage of International Visitors by Quarter



% of Visitors by Dwell time



Year / Quarter / % of Visitors											
		2021				2022				2023	2024
-	Visit duration	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
0	10-30	7.88	7.58	8.27	6.36	6.81	6.96	8.14	8.37	8.97	8.27
1	30-60	3.72	2.87	4.13	3.94	2.48	1.96	3.64	3.68	4.08	3.57
2	60-90	1.61	1.19	2.13	1.36	1.21	1.22	1.68	2.18	2.02	1.41
3	90-120	0.91	0.92	0.97	0.65	0.75	0.83	0.83	1.07	1.31	0.97
4	120-150	0.44	0.42	0.50	0.56	0.33	0.50	0.54	0.87	0.62	0.35
5	150-180	0.31	0.32	0.48	0.59	0.29	0.21	0.34	0.50	0.56	0.25
6	180-210	0.39	0.19	0.21	0.31	0.35	0.15	0.17	0.16	0.26	0.38
7	210-240	0.32	0.21	0.18	0.20	0.16	0.07	0.10	0.19	0.31	0.30
8	240-270	0.20	0.22	0.15	0.22	0.09	0.06	0.11	0.23	0.21	0.24