

signals

Quarterly Report

April 2024 - June 2024

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

8,592,946

82% of same quarter 2023



86% of previous quarter



103% of same quarter 2022



Max Daily Visits

97,863

87% of same quarter 2023



89% of previous quarter



112% of same quarter 2022



Mean Daily Visits

93,402

82% of same quarter 2023



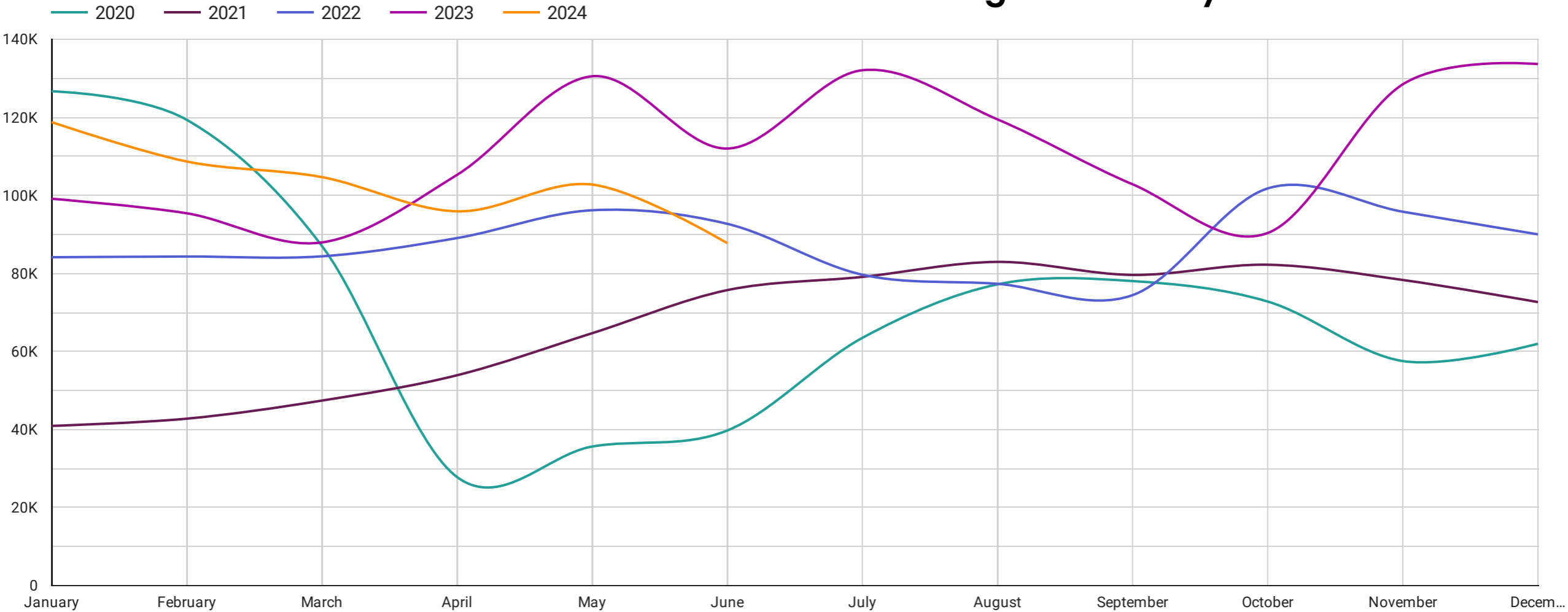
86% of previous quarter



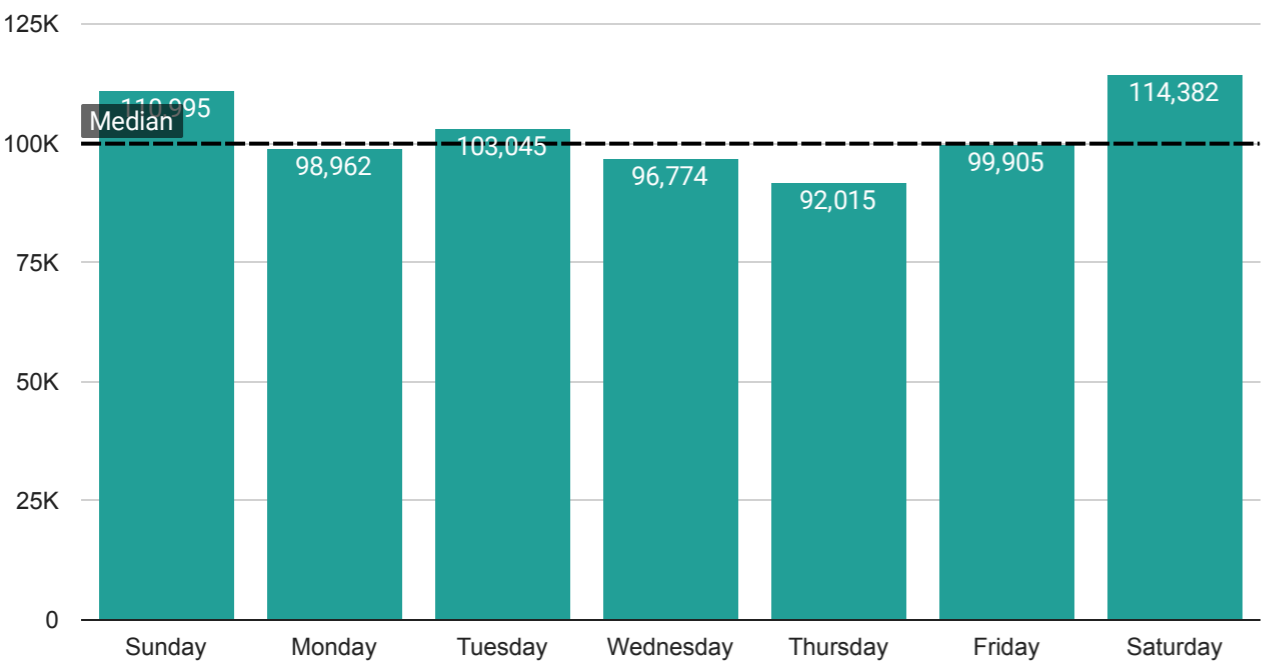
103% of same quarter 2022



Average Footfall by Month and Year

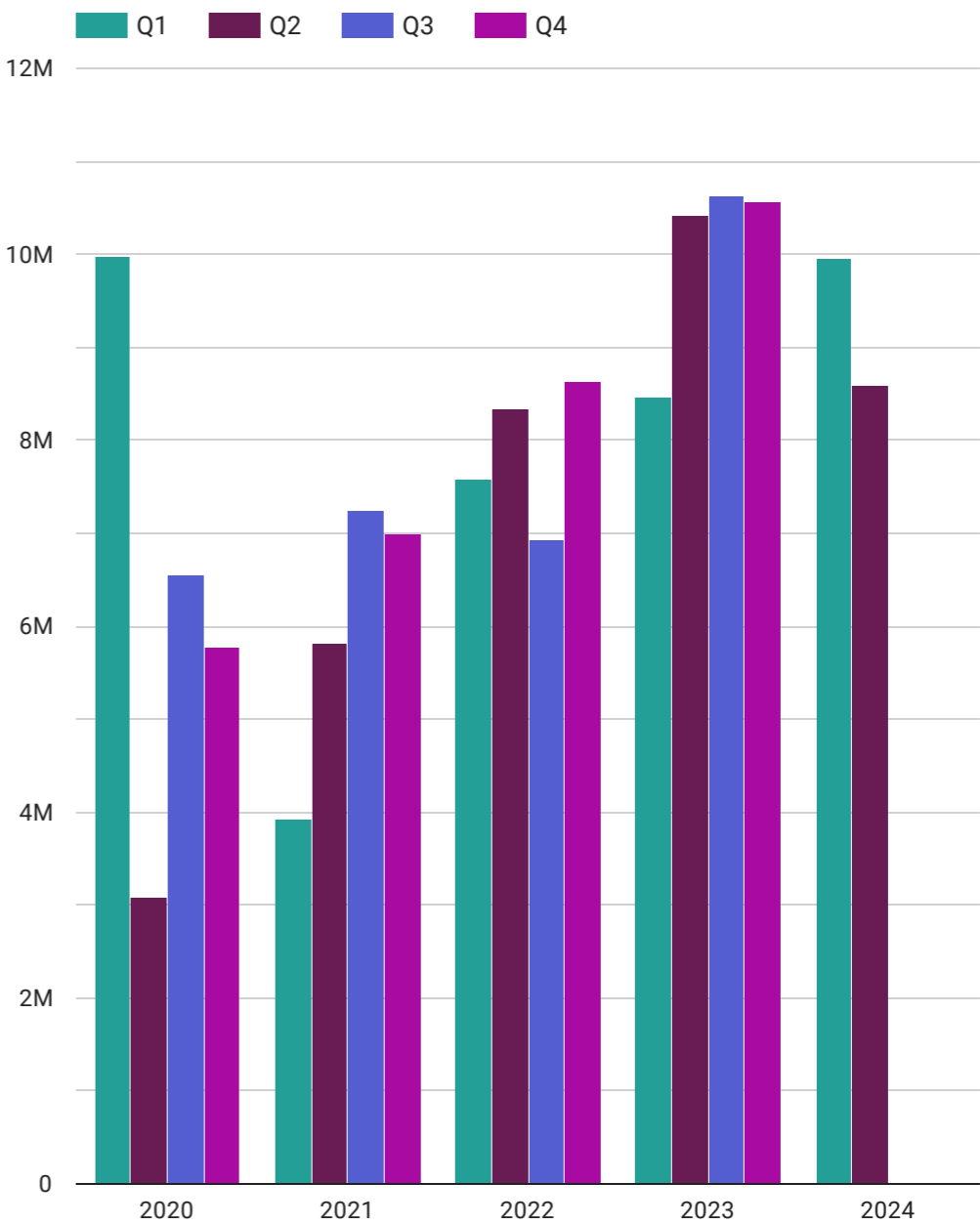


Day Comparison with previous year



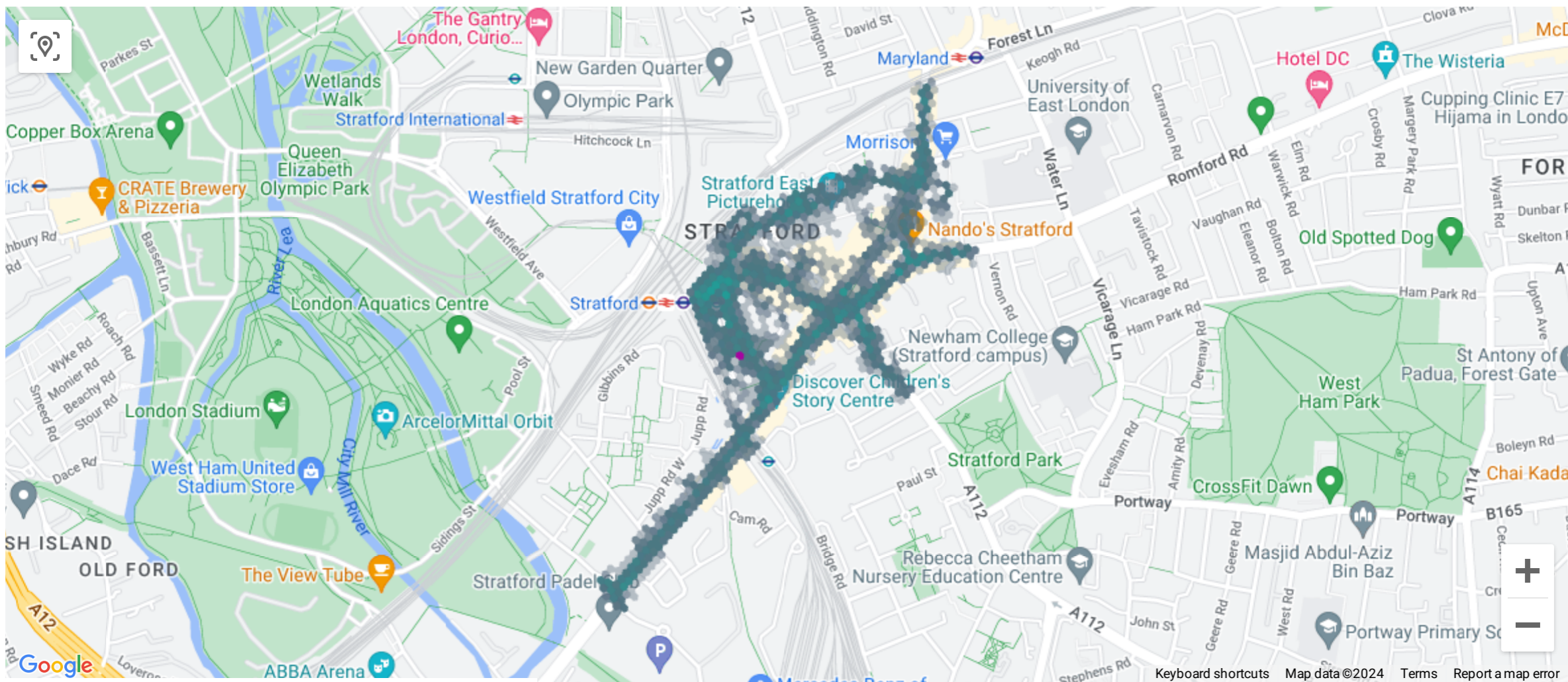
Day of the week	Avg Footfall	% change
Sunday	110,995	-8.2% ↓
Monday	98,962	-17.3% ↓
Tuesday	103,045	-15.3% ↓
Wednesday	96,774	-20.0% ↓
Thursday	92,015	-19.8% ↓
Friday	99,905	-28.0% ↓
Saturday	114,382	-13.9% ↓

Total Visits by Quarter and Year

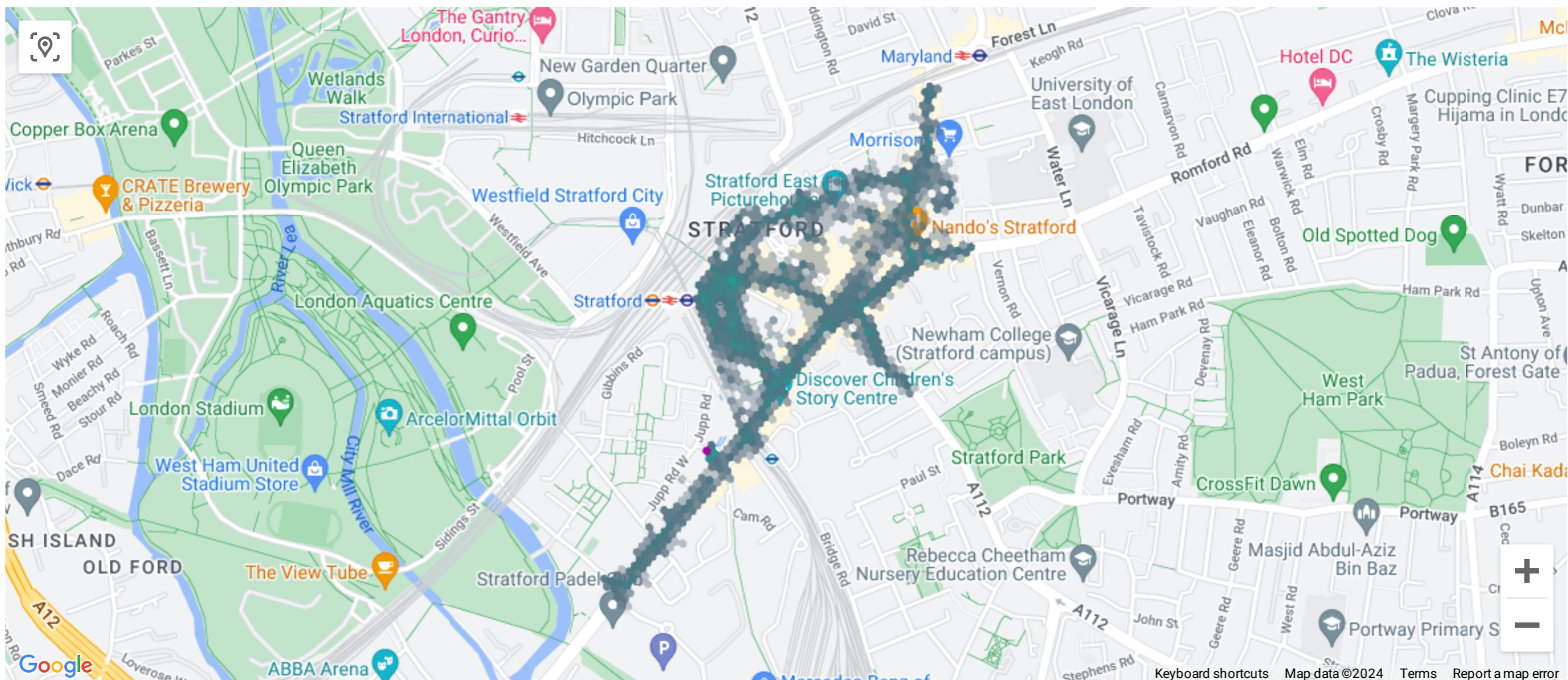


Centre Activity

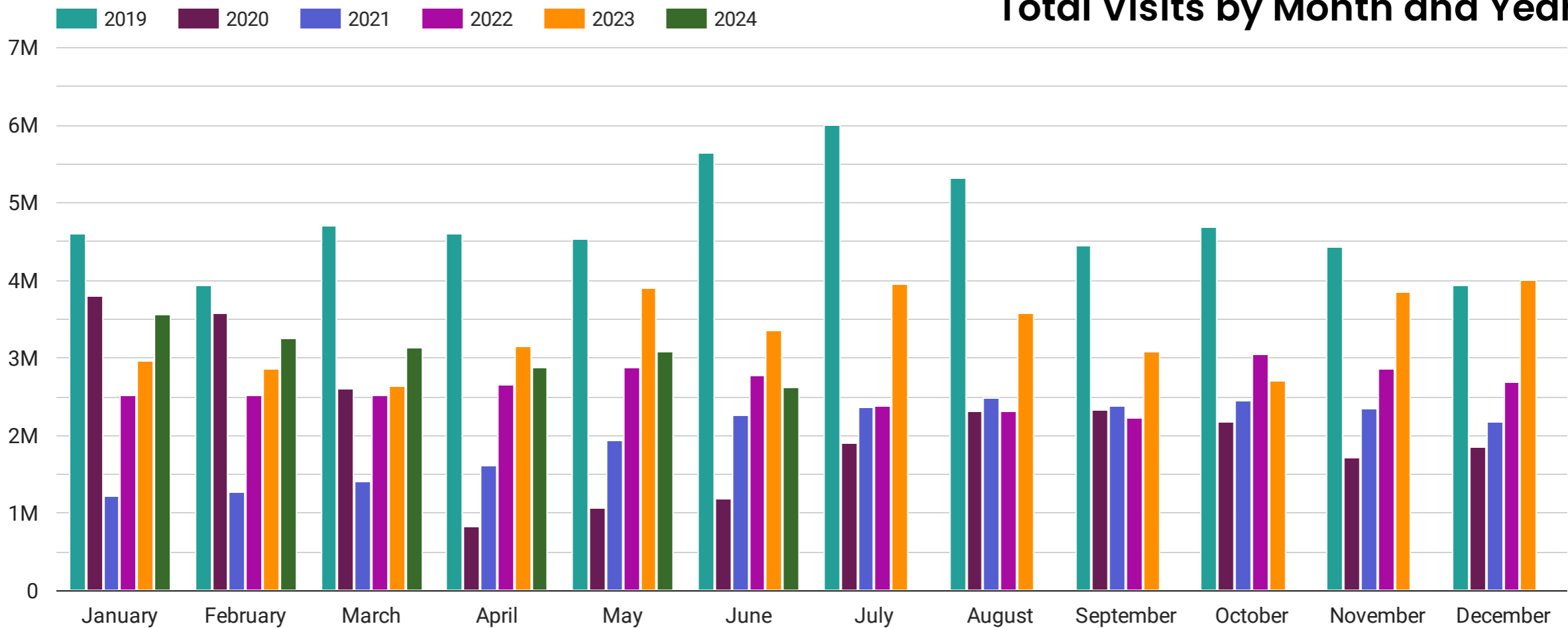
Q2 2024



Q2 2023



Total Visits by Month and Year

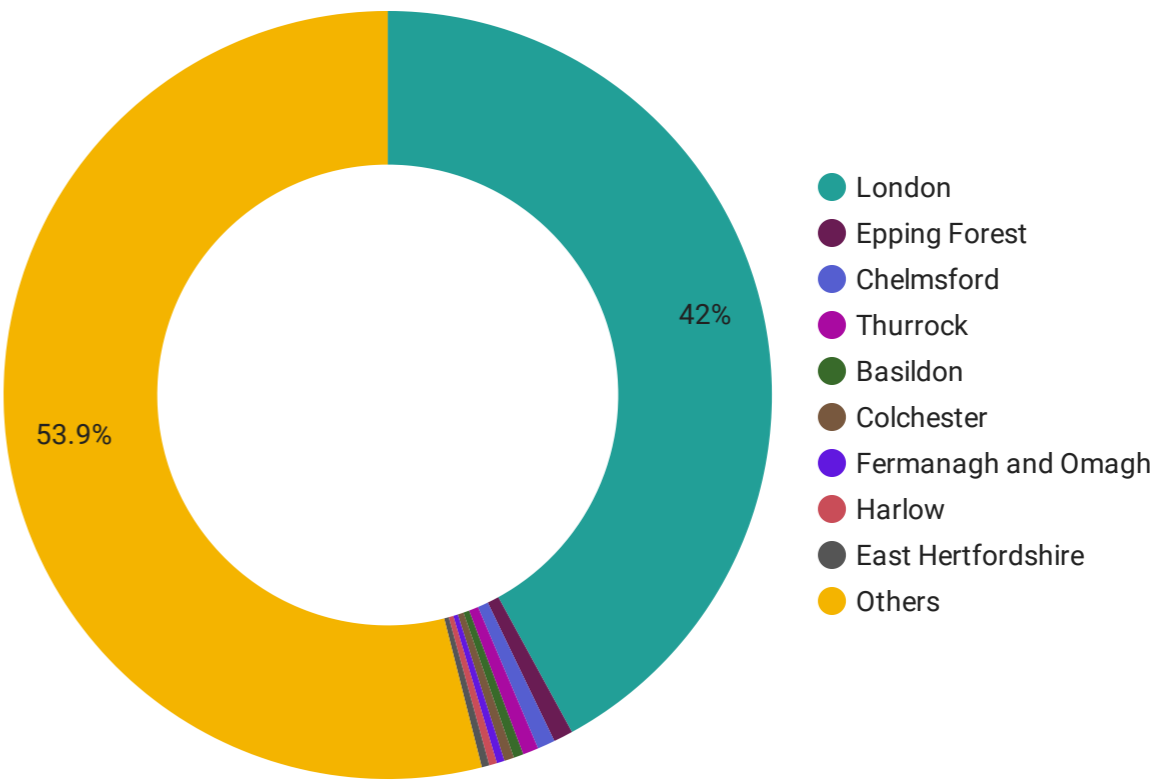


Where are your visitors from?

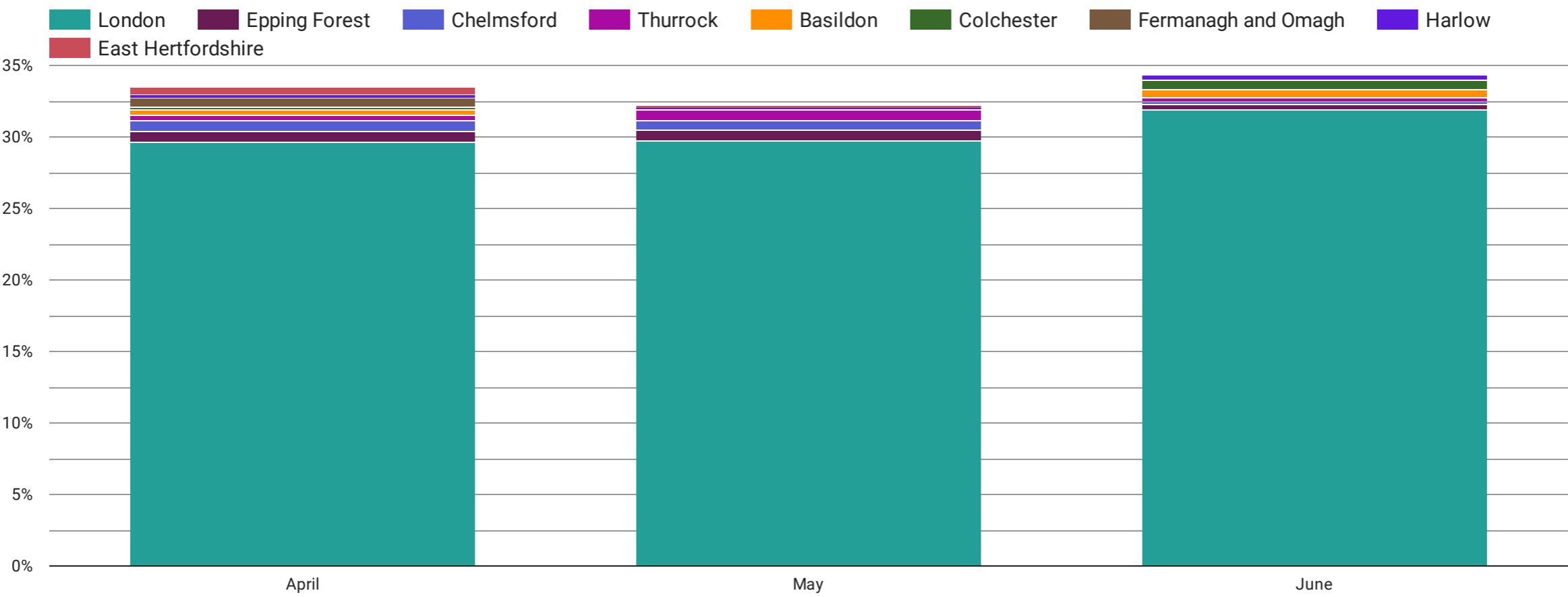


Purchasing Power / % of visitors				
Postcode	High	Mid	Low	Grand total
E	22.67%	15.69%	2.76%	41.12%
IG	3.6%	4.42%	1.36%	9.37%
RM	4.49%	3.24%	0.27%	8%
SE	2.6%	1.24%	1.65%	5.49%
N	2.34%	1.26%	1.23%	4.83%
CM	1.04%	1.06%	1.53%	3.63%
NW	0.41%	0.83%	1.23%	2.48%
HA	1.1%	0.97%	-	2.07%
SS	0.77%	0.31%	0.53%	1.6%
EN	0.84%	0.57%	-	1.41%
SW	-	0.42%	0.83%	1.24%
W	-	-	1.13%	1.13%
DA	0.69%	0.27%	0.13%	1.1%
CO	0.59%	0.46%	-	1.05%
KT	0.3%	0.43%	0.27%	1%
NR	0.14%	0.73%	-	0.87%
S	0.44%	-	0.31%	0.75%
IP	0.44%	-	0.27%	0.71%
Grand t...	45.16%	36.02%	18.82%	100%

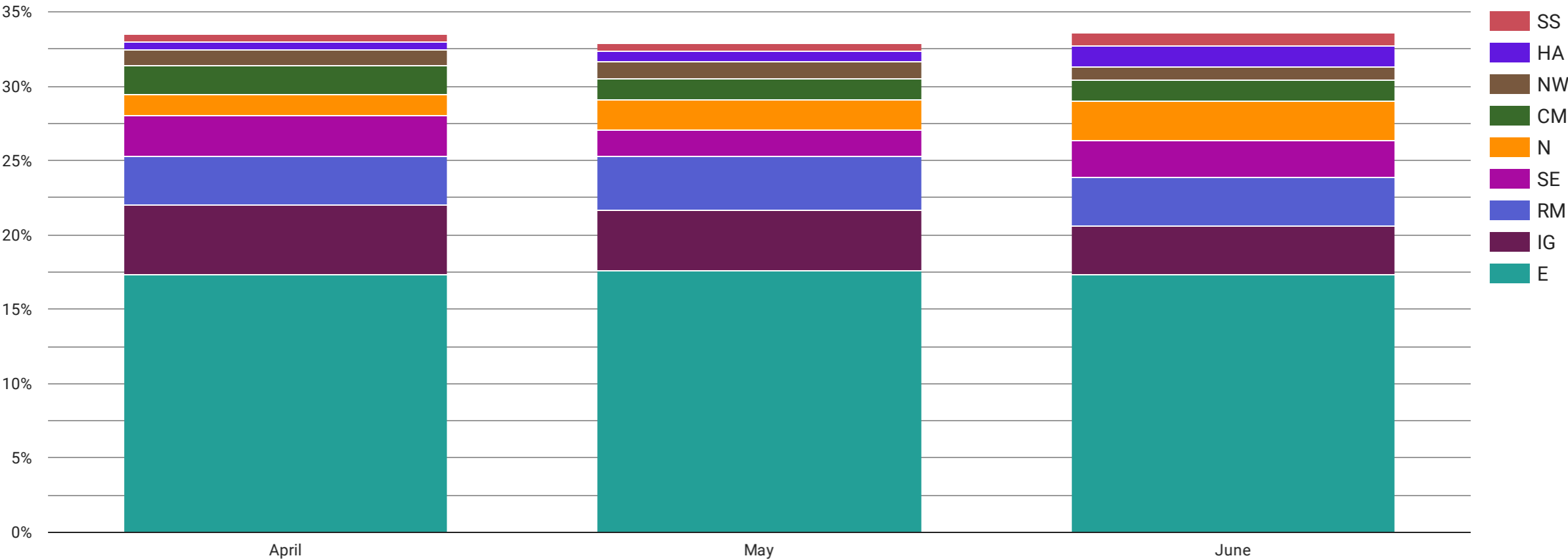
Percentage of Visitors by Area



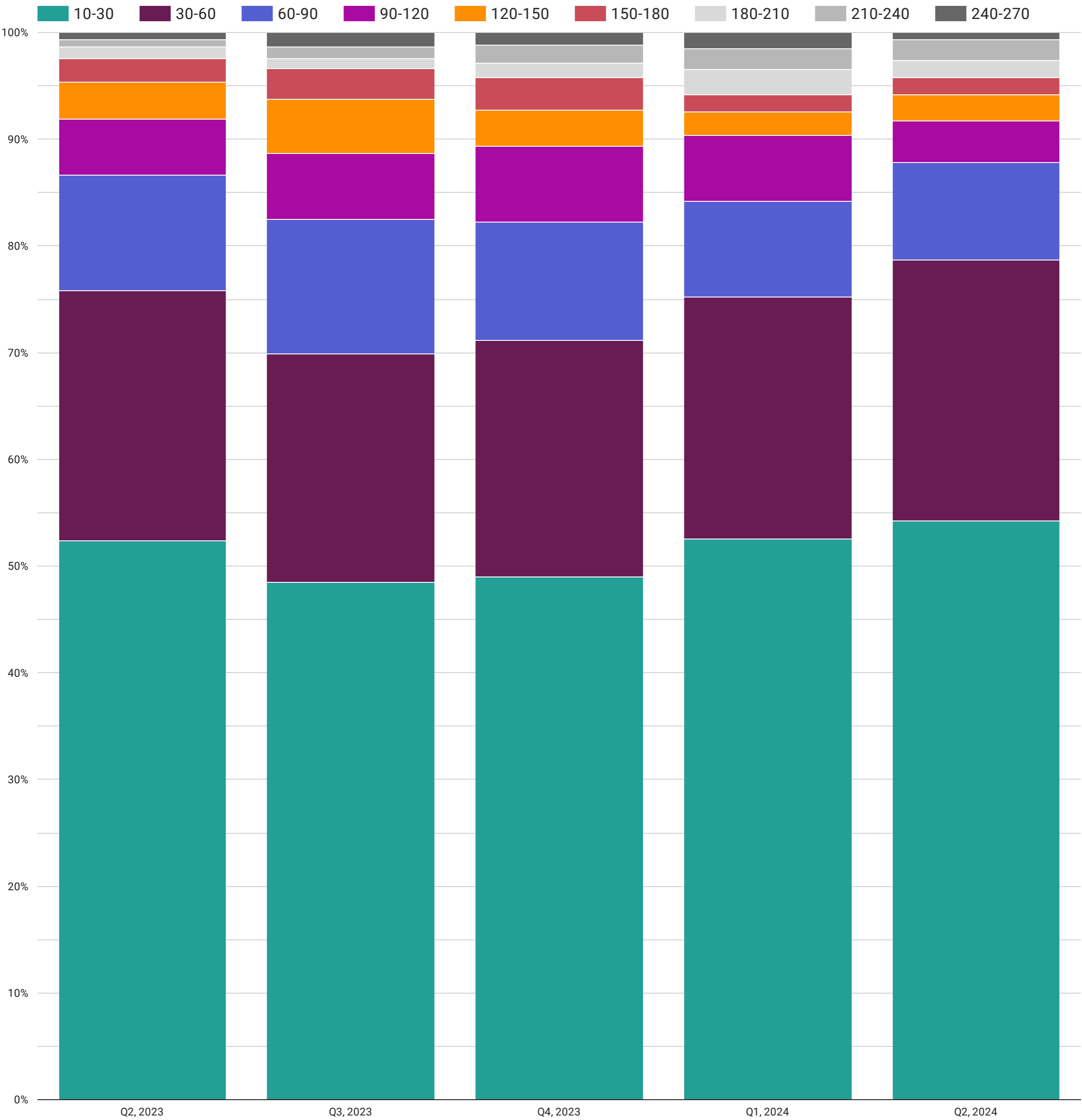
Percentage Visits by Area and Month



Percentage Visits by Postcode and Month



% of Visitors by Dwell time



Year / Quarter / % of Visitors											
		2022				2023				2024	
-	Visit duration	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
0	10-30	7.56	8.25	6.34	6.79	6.94	8.12	8.35	8.95	8.25	8.26
1	30-60	2.87	4.12	3.93	2.48	1.95	3.63	3.68	4.07	3.56	3.73
2	60-90	1.19	2.13	1.36	1.21	1.21	1.67	2.17	2.02	1.41	1.38
3	90-120	0.91	0.97	0.64	0.75	0.83	0.82	1.07	1.30	0.97	0.60
4	120-150	0.42	0.49	0.56	0.33	0.50	0.53	0.87	0.62	0.35	0.36
5	150-180	0.32	0.48	0.59	0.29	0.21	0.34	0.50	0.56	0.25	0.25
6	180-210	0.19	0.21	0.31	0.35	0.15	0.17	0.16	0.26	0.38	0.23
7	210-240	0.21	0.18	0.20	0.16	0.07	0.10	0.19	0.31	0.30	0.30
8	240-270	0.22	0.15	0.21	0.09	0.06	0.11	0.23	0.21	0.24	0.11