Stratford Original
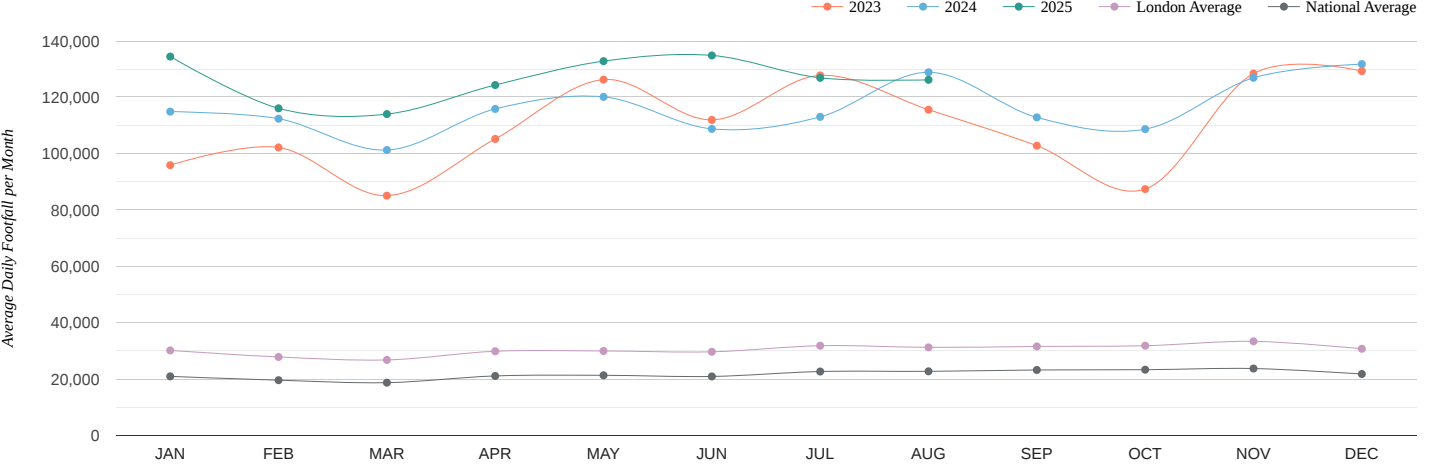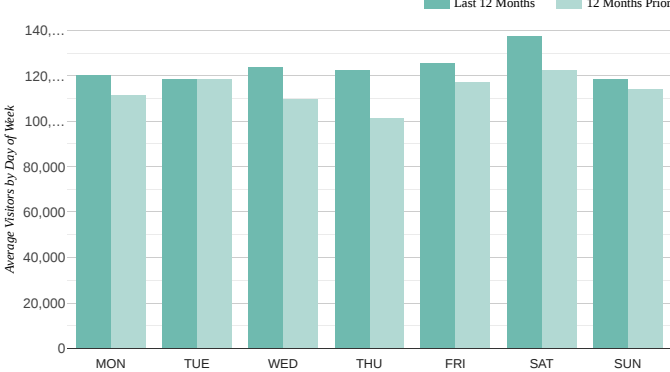## Signals Reports | Elite Edition

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	Total visitors in period	Avg. Weekly visitors in period	Avg. Weekday visitors in period	Avg. Weekend visitors in period	Avg. Daily visitors in period
August 2025	3,913,377	883,666	126,892	124,864	126,238
YTD 2025	30,702,158	884,424	126,924	124,920	126,346
July 2025	3,935,000	888,548	129,542	119,442	126,935
August 2024	3,996,471	902,429	126,992	133,628	128,918
2024	42,585,683	814,480	111,513	128,552	116,354

Average daily visitors by month and year

Legend: 2023 · 2024 · 2025 · London Average · National Average

Average visitors by day

Legend: Last 12 Months · 12 Months Prior

Visitors by age

Legend: Last 12 Months · London Average · National Average

Density

Least density — Greatest

Aug 24 - Aug 25: 45.4m total visits

Aug 23 - Aug 24: 41.6m total visits

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Stratford Original
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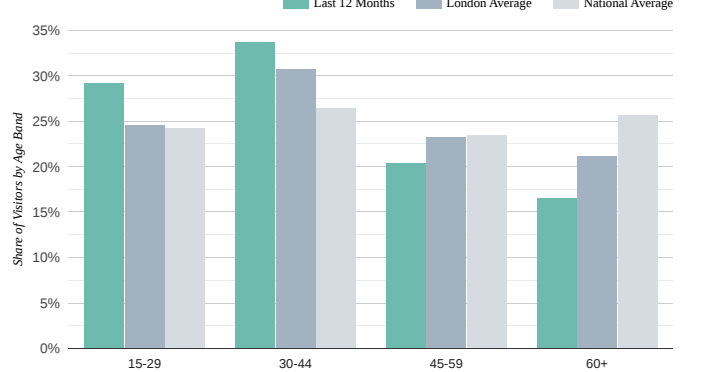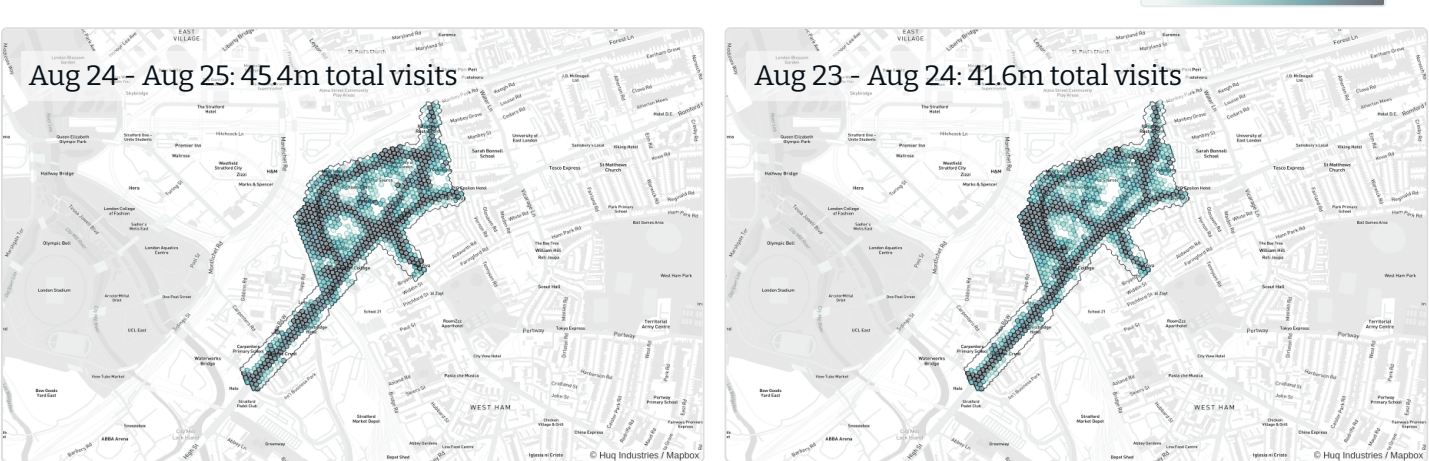
Catchment area, last 12 months
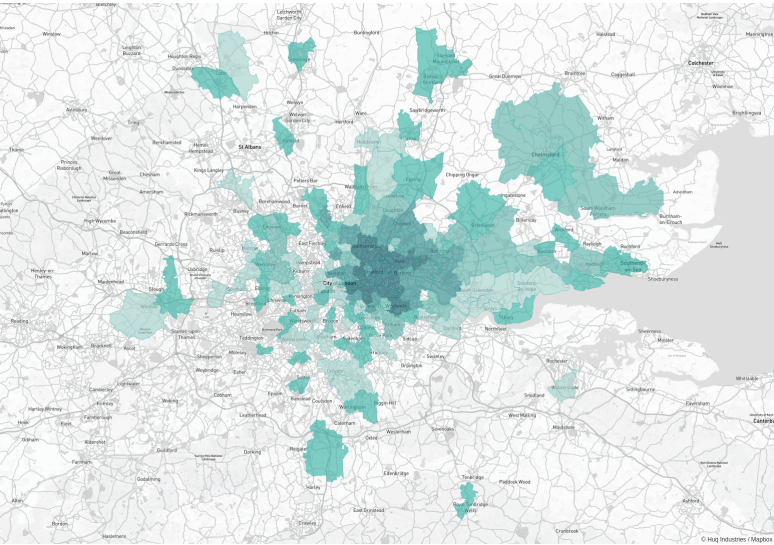
Visitor source by postcode district

Source	Distance	Visit Share	YoY Δ
E15	0.3km	2.73%	0.9% ↑
E20	1.1km	0.28%	0.2% ↑
E7	2.1km	1.02%	−0.1% ↓
E3	2.3km	0.76%	−0.1% ↓
E13	2.4km	1.54%	0.1% ↑
E9	2.7km	0.44%	0.2% ↑
E10	3.2km	0.66%	0.1% ↑
E11	3.5km	0.72%	−0.1% ↓
E12	3.6km	0.79%	0.1% ↑
E5	4.2km	0.15%	−0.2% ↓

County	Visitor Share	YoY Δ
London	82.01%	3.6% ↑
Essex	6.22%	−0.7% ↓
Kent	1.12%	−0.0% ↓
Thurrock	1.04%	0.1% ↑
Hertfordshire	0.70%	−0.8% ↓
Suffolk	0.67%	0.2% ↑
Surrey	0.54%	−0.3% ↓
Medway	0.52%	0.3% ↑

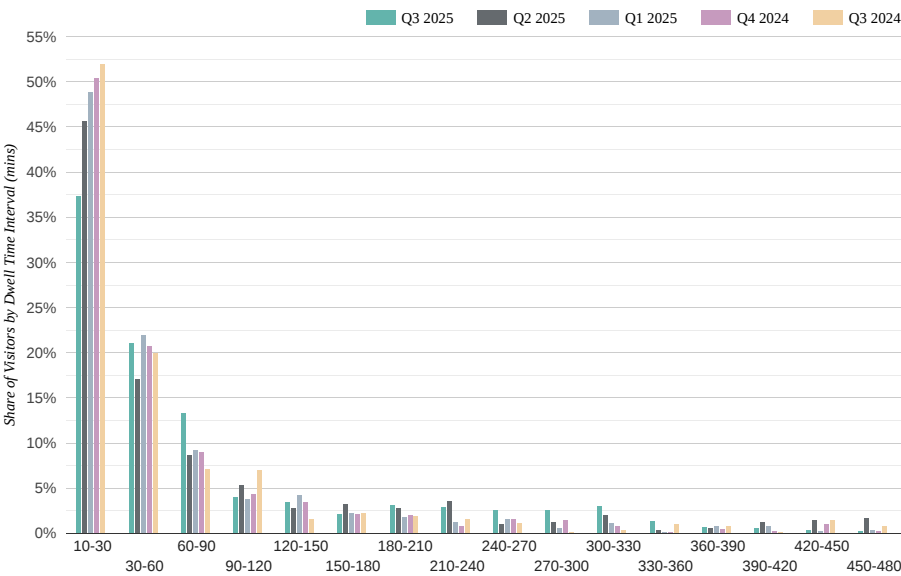## Spending power of visitors, last 12 months
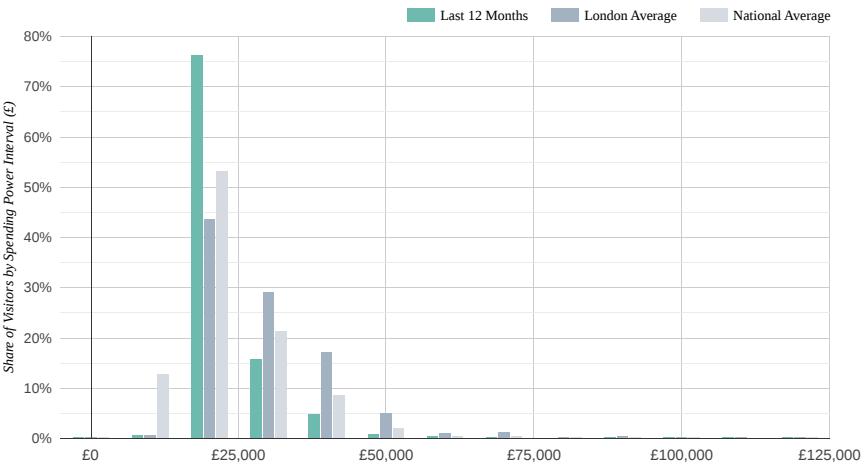
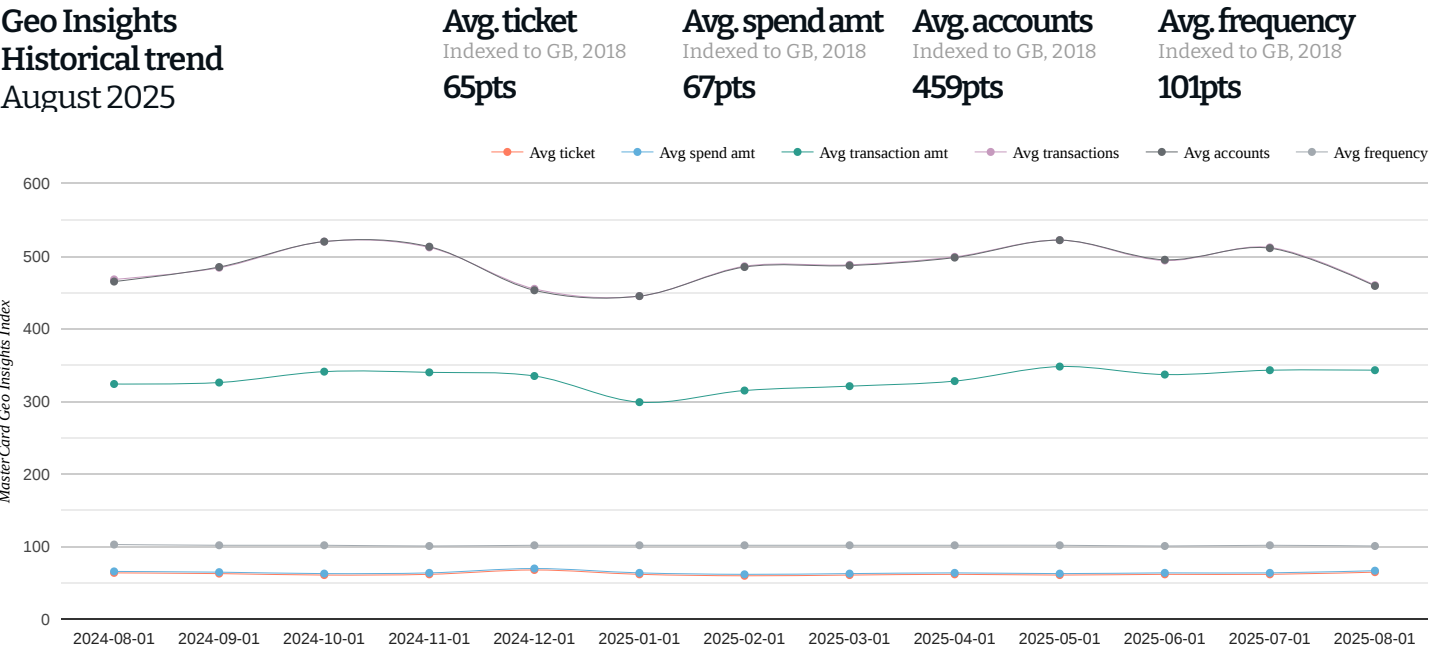
Visits by day part
August 2025
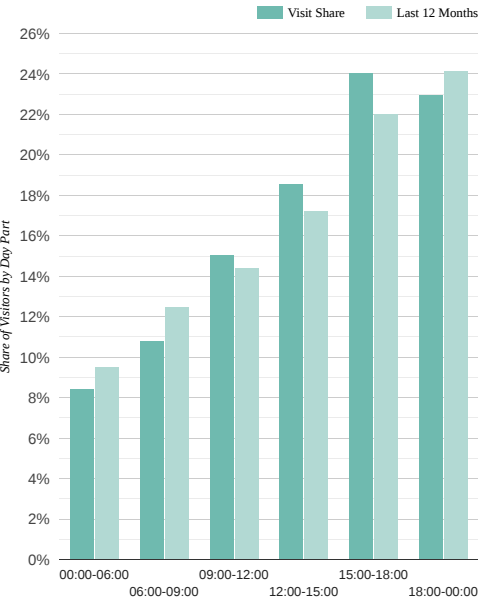
Dwell time Last 12 months	Aug 2025 avg. dwell time	Jul 2025 avg. dwell time	Aug 2024 avg. dwell time
74min	**68min**	**104min**	**62min**

Geo Insights
Historical trend
August 2025

Avg. ticket
Indexed to GB, 2018
65pts

Avg. spend amt
Indexed to GB, 2018
67pts

Avg. accounts
Indexed to GB, 2018
459pts

Avg. frequency
Indexed to GB, 2018
101pts

Legend: Avg ticket · Avg spend amt · Avg transaction amt · Avg transactions · Avg accounts · Avg frequency

Y-axis: MasterCard Geo Insights Index

X-axis: 2024-08-01, 2024-09-01, 2024-10-01, 2024-11-01, 2024-12-01, 2025-01-01, 2025-02-01, 2025-03-01, 2025-04-01, 2025-05-01, 2025-06-01, 2025-07-01, 2025-08-01

Spend index, by visitor origin
August 2025

Legend: Stratford Orig…, Last 12 Months, London Average, United Kingdom

100 = 2018 Mean, GB

Y-axis: Spend Index by Visitor Segment

Categories: International, Domestic

Spend index, by retail category
August 2025

Legend: Stratford Original, Last 12 Months, London Average, GB

100 = 2018 Mean, GB

Y-axis: Share of Spend by Industry

Categories: Eating Places, Total Apparel, Total Retail

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.

Visitors by Month and Year A time-series chart showing daily footfall for each month 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 Authoritaries) 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 month is shown by day part. The value provided is the result of the daily average over the course of month for this centre.

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

Elite Reports

Mastercard Geo Insights With anonymised and aggregated data sourced from card transactions, Mastercard has developed data products designed to help clients better assess spending dynamics with implications to their business. These insights enable improved reliability and confidence in critical decision making by incorporating fact-based spend data across various industries, providing a view into the micro-economy of an area.

Spend Indices Indices are calculated relative to a fixed average which is assigned an index of 100. Indices are benchmarked against the whole of the UK through 2018. Accordingly the index provides a measure of change for each metric since that time, and as it continues to evolve.

Centre Ranking The average total transaction amount index is calculated for each centre, for the reporting month and month prior. The first table shows the position of the centre among others in the region. The second shows its position nationally, for the retail centre type. The third shows it nationally.

Spend by Month A line chart showing the average monthly value for all available metrics over the last 12 months, and summary metrics for the current reporting month. See overleaf for a description of these metrics.

Benchmark Methodology

To create the benchmarks shown in the report, we follow these steps:

- **Regional Assignment:** Identify the NUTS1/ITL1 region (e.g. London) in which each CDRC centre is located. This region becomes the reporting dimension.

- **Centre-Level Averages:** Calculate the mean daily footfall for each CDRC centre for the relevant period (e.g. month or quarter).

- **Regional Benchmarks:** Compute the average footfall across all CDRC centres within each NUTS1/ITL1 region for each period.

- **National Benchmark:** Repeat the above step for all CDRC centres across the UK and Northern Ireland to provide a national average.

- **Benchmark Selection:** Use the regional (NUTS1/ITL1) benchmark that corresponds to the location of the centre being reported on.

- **Scope:** No other filtering or exclusions are applied to CDRC centres or NUTS1/ITL1 regions for benchmark purposes.

Definitions

- **CDRC Centres:** RETAIL.pdf

- **NUTS1/ITL1 Regions:** NUTS1/ITL1 Regions Information

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Description of Metrics

Metric	Description
Avg ticket	Average Ticket index measuring average spend per transaction in the area
Avg spend amt	Average Spend Amt index measuring average spend per card number in the area
Avg transaction amt	Transaction Amount index measuring total spend in the area
Avg transactions	Transaction Count index measuring total number of transactions in the area
Avg accounts	Account Count index measuring total number of distinct card numbers in the area
Avg frequency	Average Frequency index measuring average number of transactions per card number in the area

Spend by Origin The average total transaction amount for the reporting month is shown for the centre, the local region, its equivalent retail centre type (nationally) and nationally. A reference line at 100 shows the equivalent level nationally in 2018.

Spend by Category Ther average total transaction amount across each type of business is shown for the current month for the centre. It is also shown for the local region and nationally.

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A partnership between Huq and Mastercard

Unlocking insights: Where spend meets footfall

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