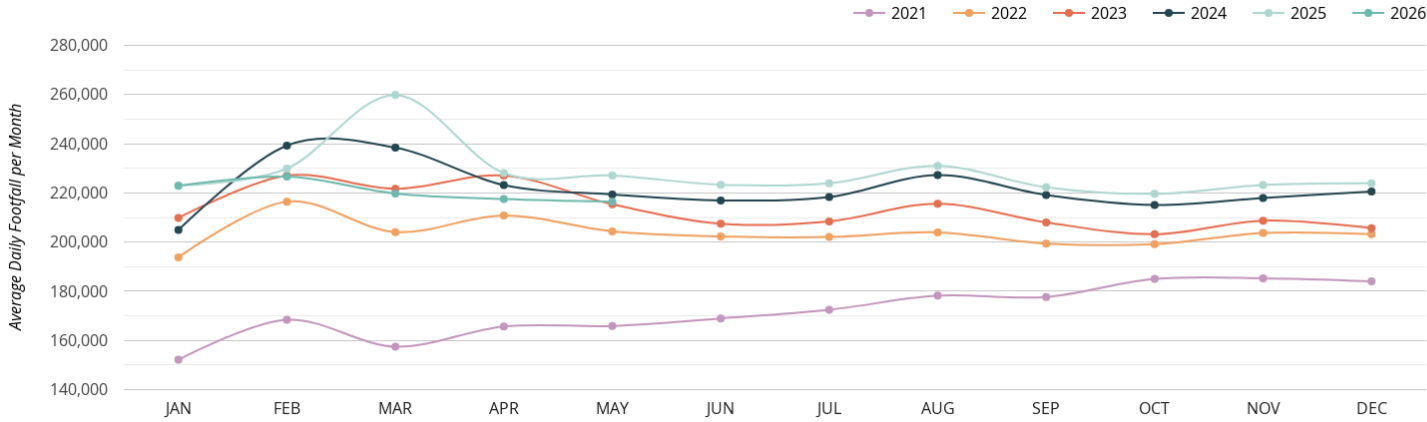
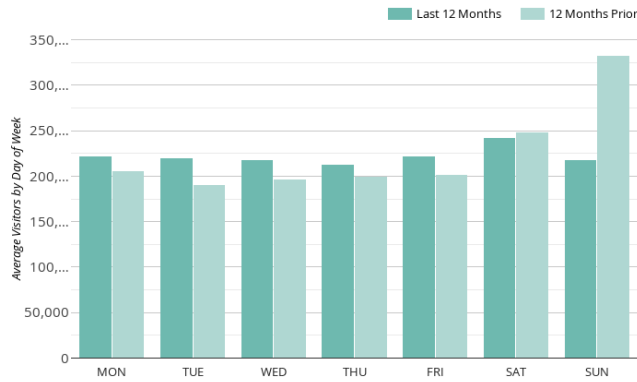


|          | Total<br>visitors in period | Avg.<br>Weekly<br>visitors in<br>period | Avg.<br>Weekday<br>visitors in<br>period | Avg.<br>Weekend<br>visitors in<br>period | Avg.<br>Daily<br>visitors in<br>period |
|----------|-----------------------------|-----------------------------------------|------------------------------------------|------------------------------------------|----------------------------------------|
| May 2026 | 6,708,329                   | 1,516,784                               | 215,493                                  | 218,297                                  | 216,398                                |
| YTD 2026 | 33,298,025                  | 1,543,724                               | 220,066                                  | 221,882                                  | 220,615                                |
| Apr 2026 | 6,524,146                   | 1,511,115                               | 217,623                                  | 217,056                                  | 217,472                                |
| May 2025 | 7,039,433                   | 1,582,864                               | 225,216                                  | 231,630                                  | 227,078                                |
| 2025     | 83,202,268                  | 1,595,171                               | 223,207                                  | 238,629                                  | 227,927                                |

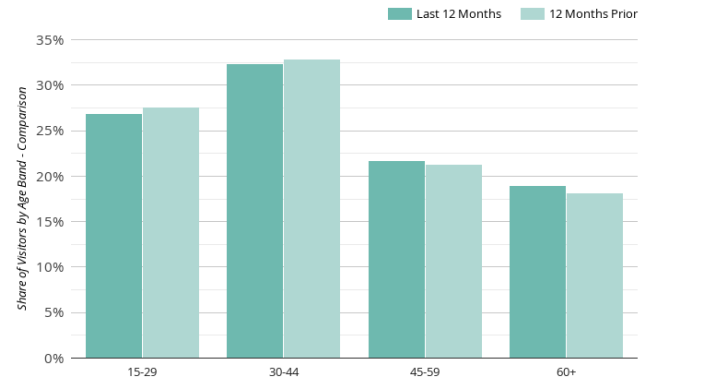
Average daily visitors by month and year



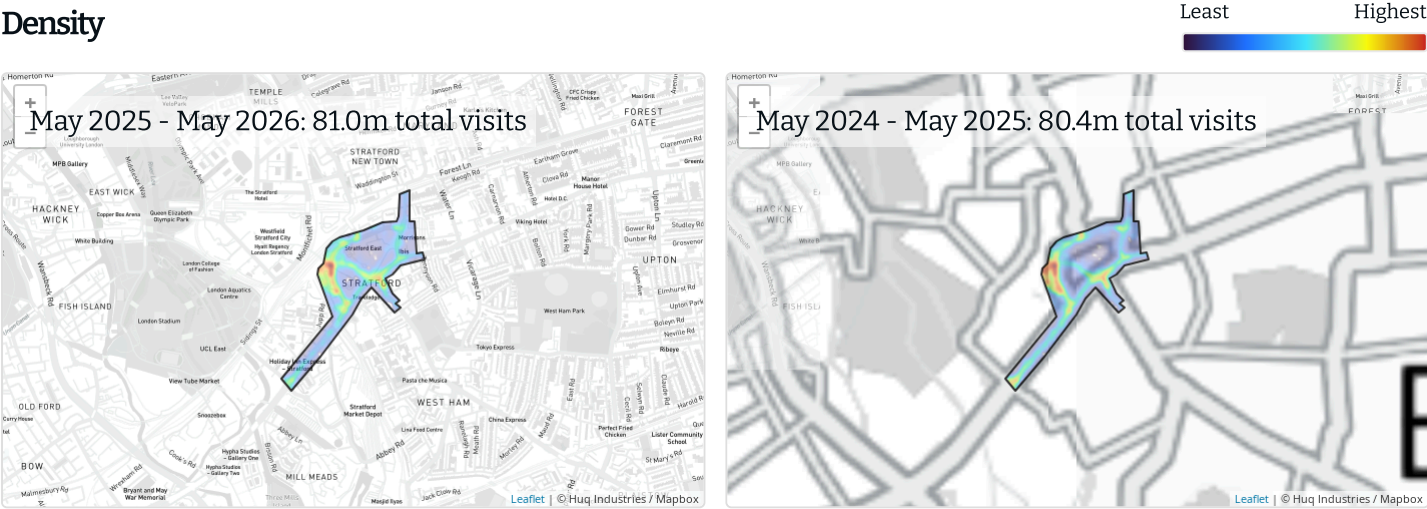
Average visitors by day



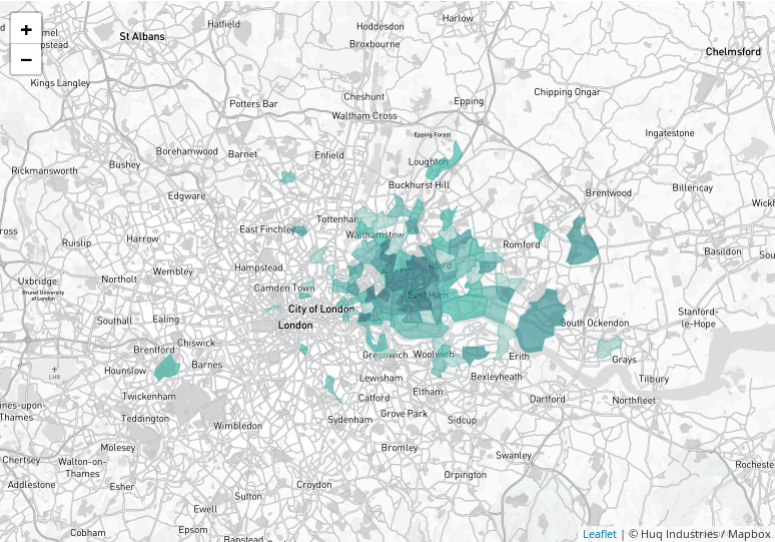
Visitors by age



Density



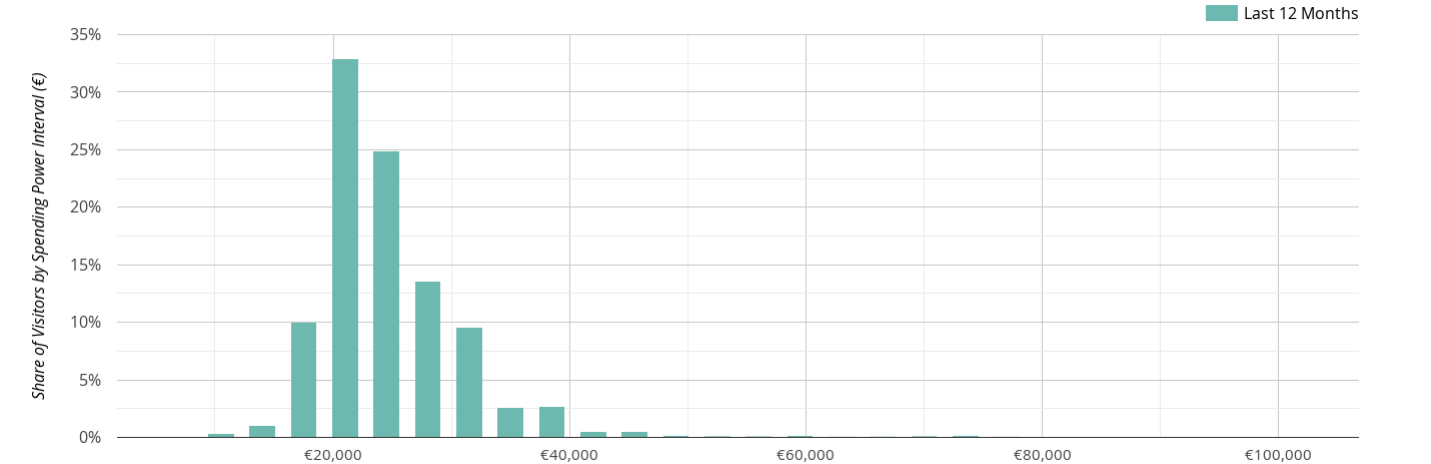
Catchment area, last 12 months



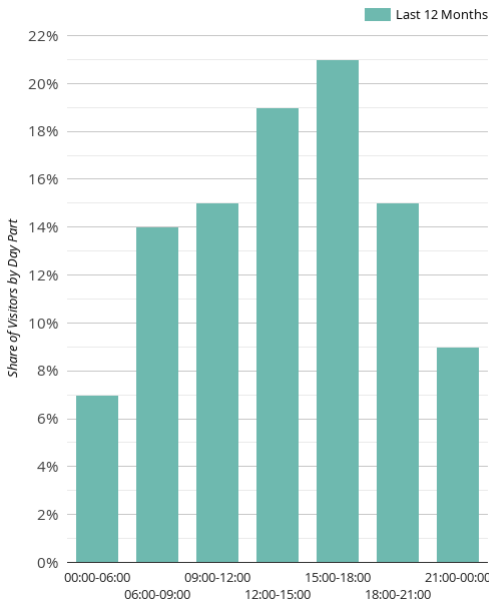
Visitor source by postcode district

| Source  | Distance | Visit Share |
|---------|----------|-------------|
| Unknown | 0.8 km   | 13%         |
| Unknown | 2.6 km   | 3%          |
| Unknown | 2.3 km   | 3%          |
| Unknown | 0.5 km   | 3%          |
| Unknown | 3.1 km   | 3%          |
| Unknown | 1.1 km   | 3%          |
| Unknown | 3.9 km   | 2%          |
| Unknown | 5.8 km   | 2%          |
| Unknown | 5.4 km   | 2%          |
| Unknown | 3.6 km   | 1%          |

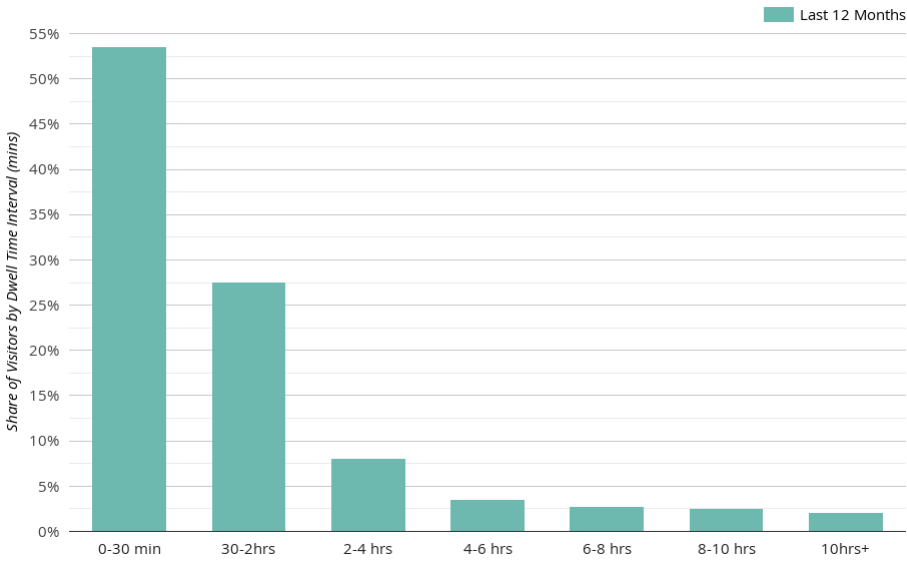
Spending power of visitors, last 12 months



Visits by daypart  
May 2026



Dwell time  
Last 12 months  
91min



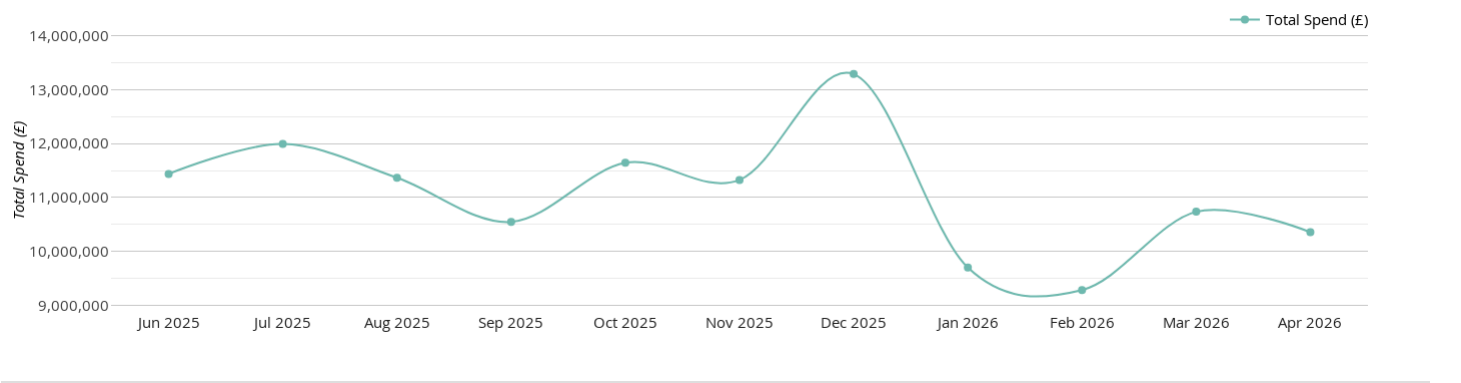
May 2026  
avg. dwell time  
91min

Apr 2026  
avg. dwell time  
87min

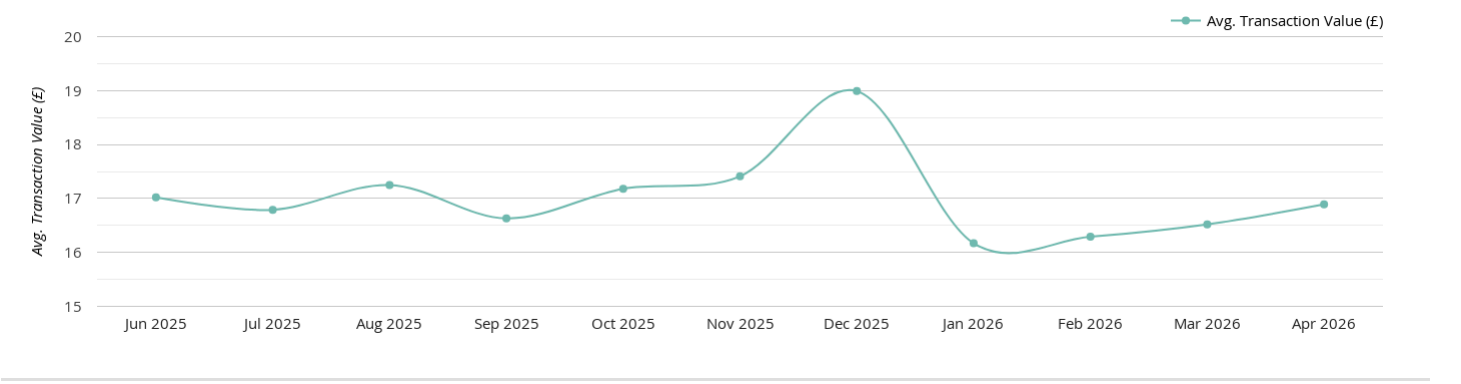
May 2025  
avg. dwell time  
91min

| Spend History Trend | Total Spend (£)<br><small>Total spend across period</small> | Avg. Transaction Value (£)<br><small>Value of the Avg. Transaction</small> | Avg. Transactions Per Day<br><small>Transaction volume across the Avg. Day</small> |
|---------------------|-------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| April 2026          | 10.4m                                                       | 16.89                                                                      | 20.4k                                                                              |
| March 2026          | 10.7m                                                       | 16.52                                                                      | 21.0k                                                                              |
| YTD 2026            | 40.1m                                                       | 16.47                                                                      | 20.3k                                                                              |

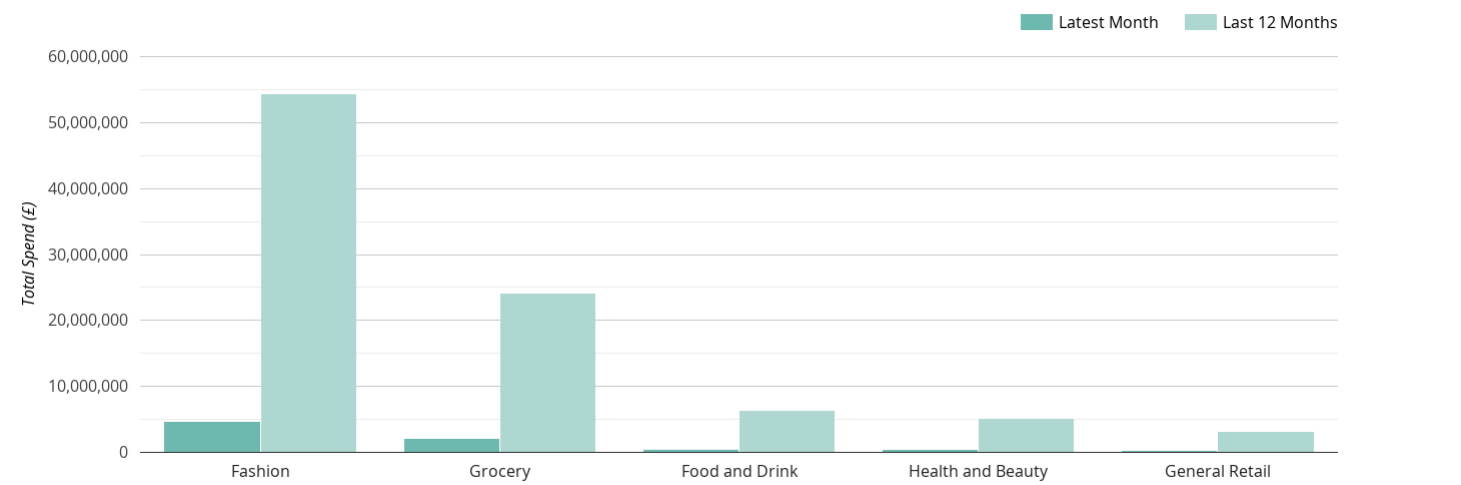
Total Spend By Month (£)



Average Transaction Value By Month (£)



Spend By Category, Top 5  
April 2026



| METRIC                     | DESCRIPTION                                                                                                 |
|----------------------------|-------------------------------------------------------------------------------------------------------------|
| Total Spend (£)            | Total amount spent in this area for the selected time period.                                               |
| Avg. Transaction Value (£) | The average transaction value, calculated from the total spend and all transactions in the selected period. |
| Avg. Transactions Per Day  | The Avg. Transactions per day, calculated from all transactions across the given period.                    |

**Spend by Category** is the average total spend for the reporting month, broken down by business category and shown for the selected area, local region, and nationally.

**Disclaimer:** This information is provided "AS IS" and for your internal use only. The terms contained [here](#) apply to your access and usage.

**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.

**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 Authorities) 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 as a distribution across minute intervals for the report month, and over the most recent four quarters in a column chart.

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.

Results are validated with authoritative external sources prior to publication. We make every effort to ensure the accuracy of our reporting. As with all surveys based on population samples there may be differences between reported and actual values.

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