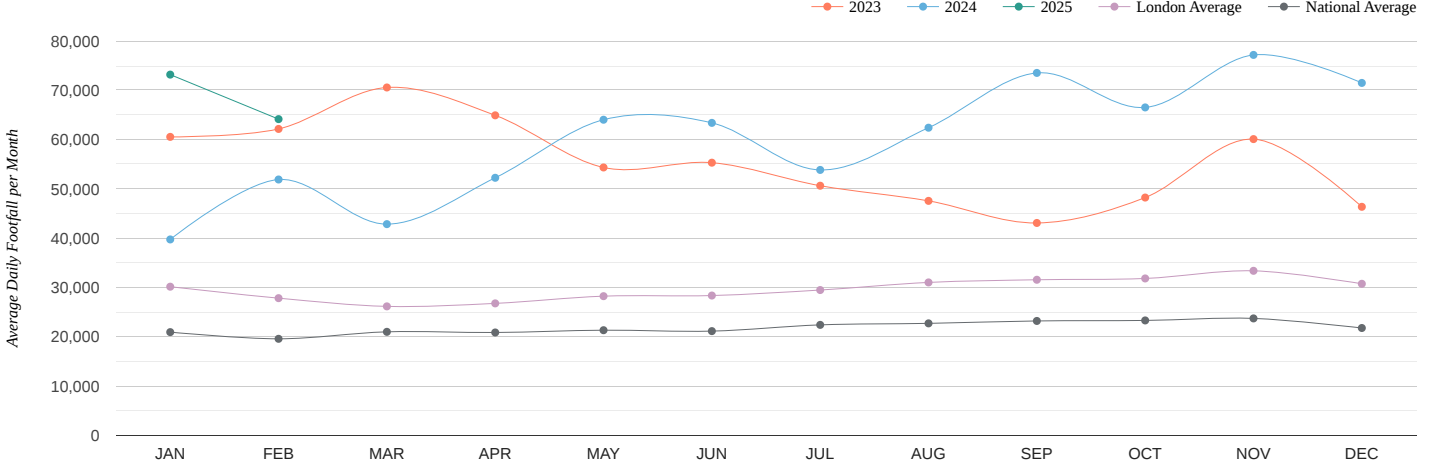
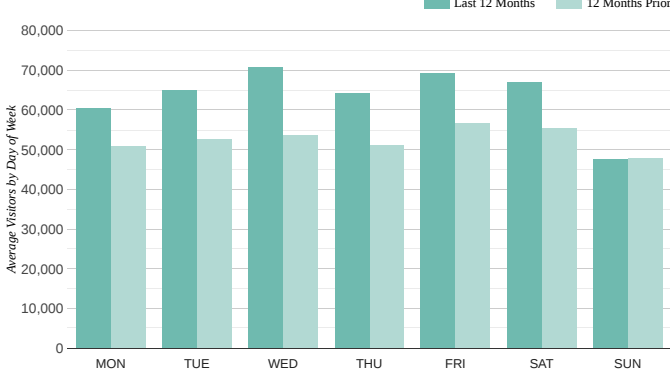


	Total visitors in period	Avg. Weekly visitors in period	Avg. Weekday visitors in period	Avg. Weekend visitors in period	Avg. Daily visitors in period
February 2025	1,796,539	449,135	66,858	57,422	64,162
YTD 2025	4,065,473	482,344	72,000	60,592	68,906
January 2025	2,268,934	512,340	76,471	63,762	73,191
February 2024	1,505,401	363,373	50,728	55,014	51,910
2024	21,926,288	419,355	62,112	54,355	59,908

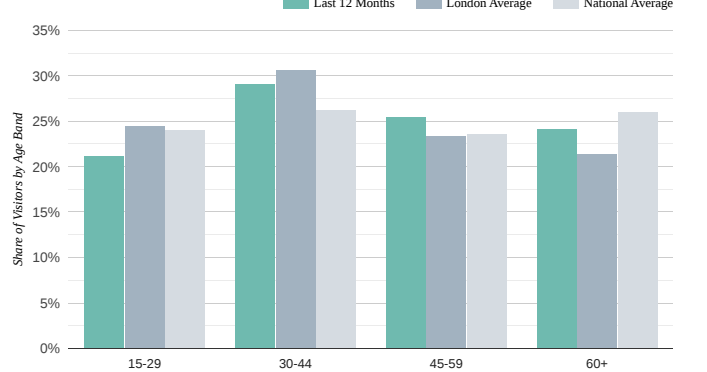
Average daily visitors by month and year



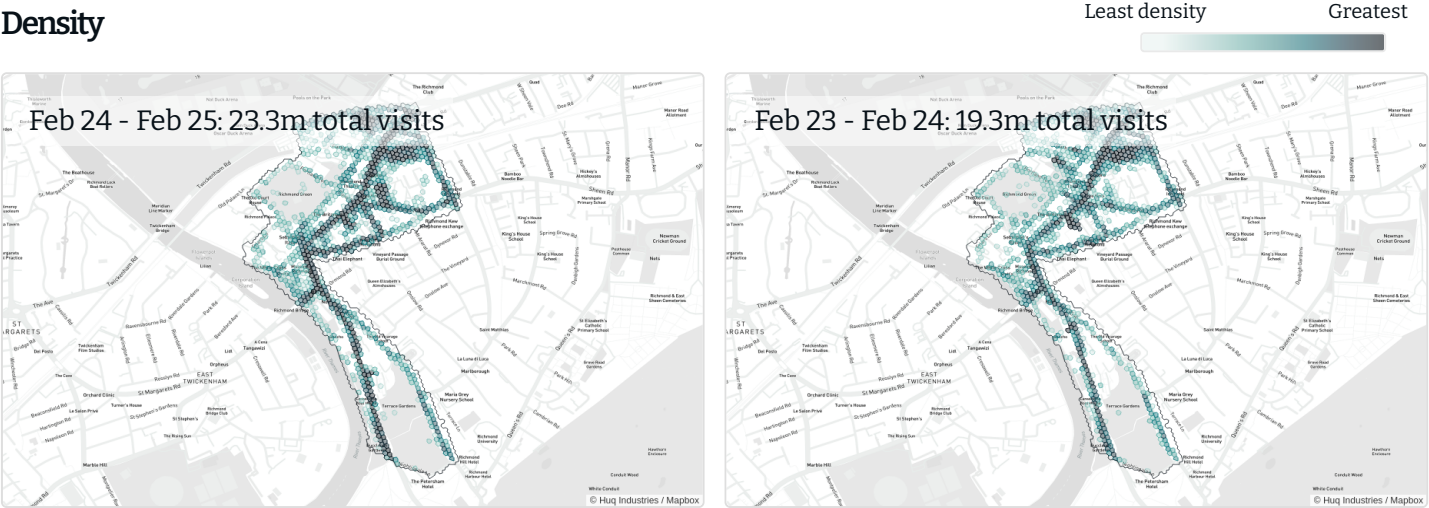
Average visitors by day



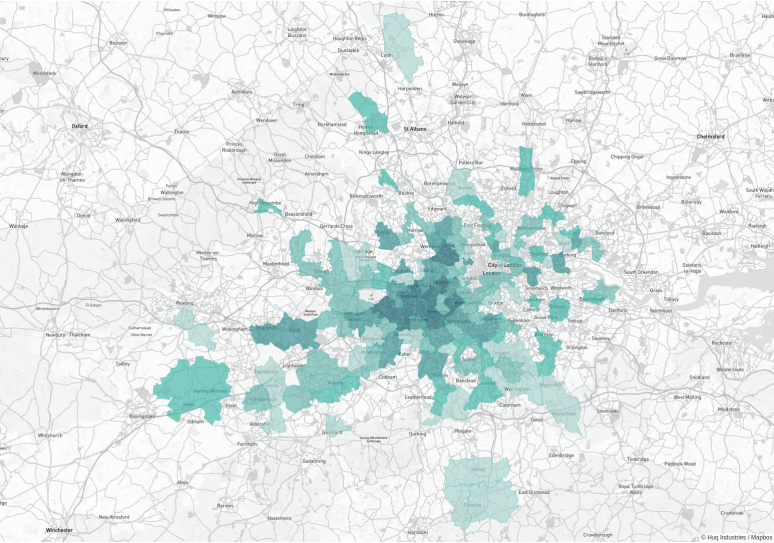
Visitors by age



Density



Catchment area, last 12 months



Visitor source by postcode district

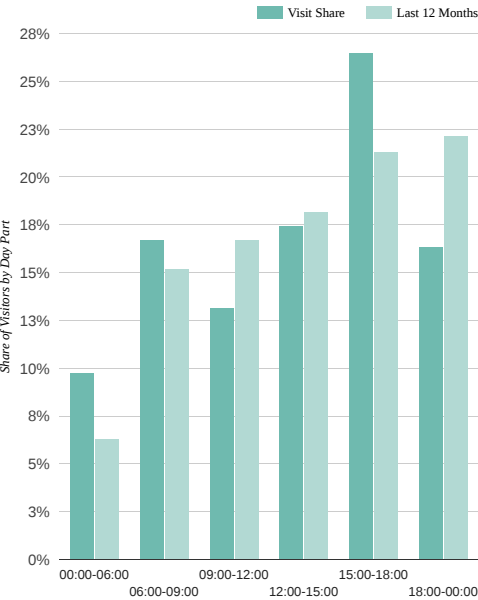
Source	Distance	Visit Share	YoY Δ
TW9	1.5km	0.83%	0.2% ↑
TW1	1.8km	0.52%	-0.3% ↓
TW10	1.9km	0.75%	-0.0% ↓
SW14	2.8km	0.14%	-0.6% ↓
TW7	2.9km	1.36%	0.5% ↑
TW8	3.1km	0.31%	-0.1% ↓
TW2	3.9km	1.00%	0.2% ↑
W4	4.2km	0.77%	0.3% ↑
TW3	4.3km	0.72%	0.4% ↑
KT2	4.4km	0.99%	0.3% ↑

County	Visitor Share	YoY Δ
London	72.53%	5.2% ↑
Surrey	9.66%	-0.1% ↓
Hampshire	2.12%	-0.9% ↓
Windsor And Mai...	1.36%	1.0% ↑
Hertfordshire	1.24%	-1.2% ↓
Buckinghamshire	0.90%	0.2% ↑
Essex	0.81%	-0.4% ↓
Slough	0.72%	0.0% ↑

Spending power of visitors, last 12 months



Visits by daypart
February 2025

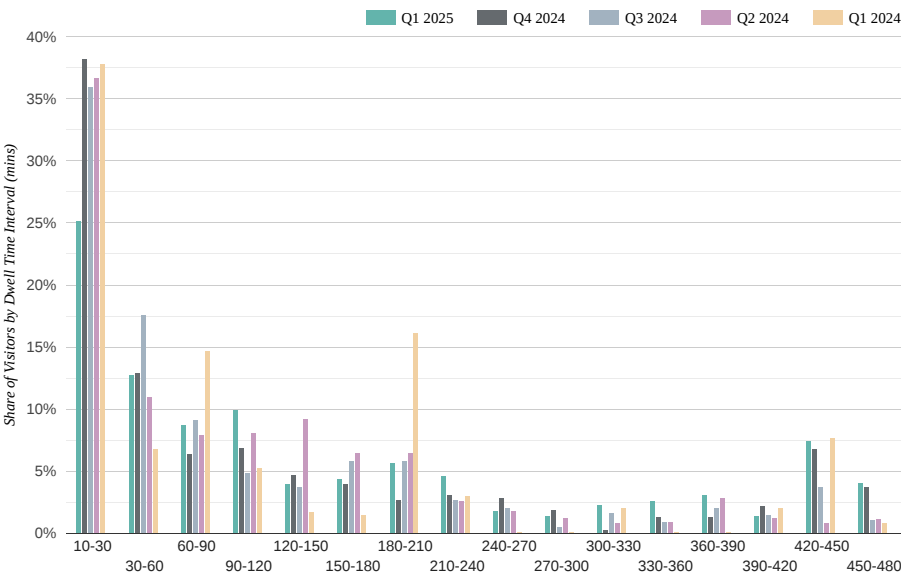


Dwell time
Last 12 months
122min

Feb 2025
avg. dwell time
144min

Jan 2025
avg. dwell time
162min

Feb 2024
avg. dwell time
161min



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 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.

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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