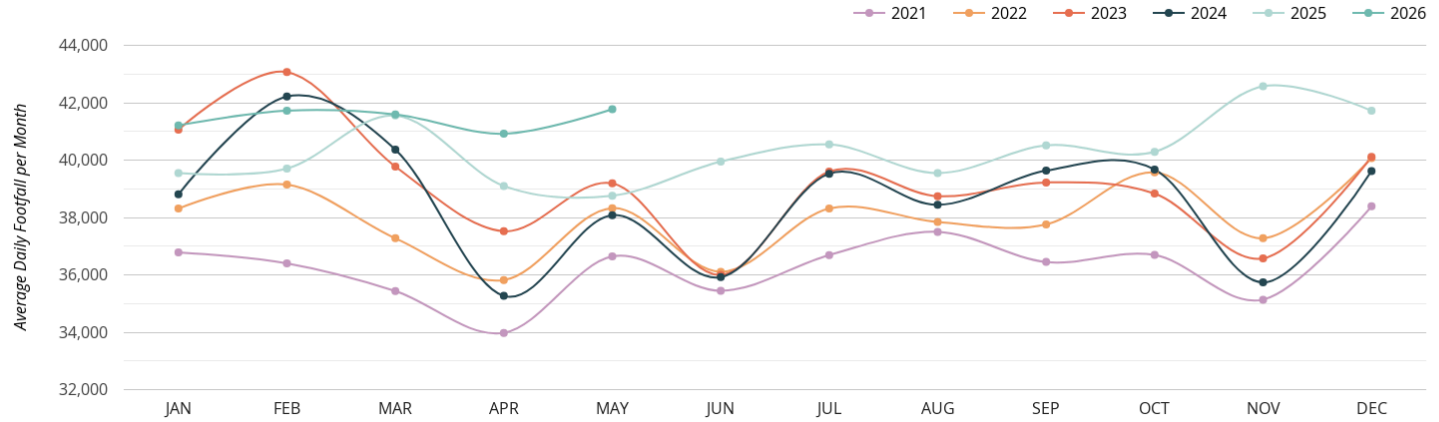
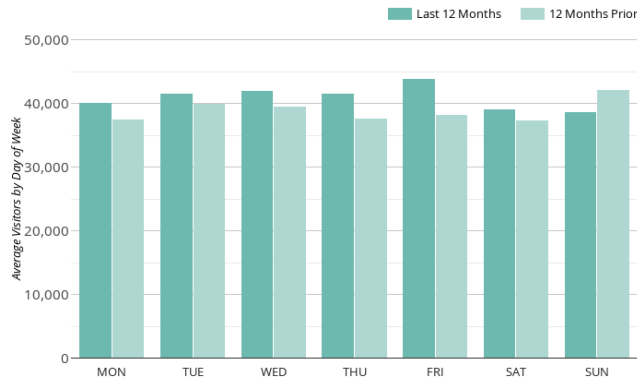


	Total visitors in period	Avg. Weekly visitors in period	Avg. Weekday visitors in period	Avg. Weekend visitors in period	Avg. Daily visitors in period
May 2026	1,294,968	292,259	42,052	41,188	41,773
YTD 2026	6,257,572	290,235	41,896	40,317	41,443
Apr 2026	1,227,539	288,161	41,438	39,487	40,918
May 2025	1,201,430	270,927	38,822	38,593	38,756
2025	14,716,424	282,600	40,201	40,511	40,316

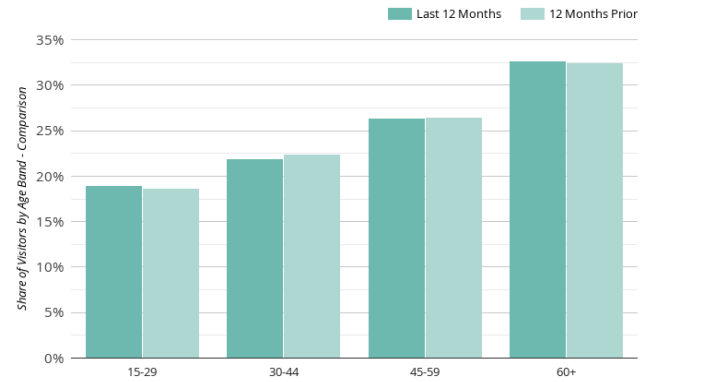
Average daily visitors by month and year



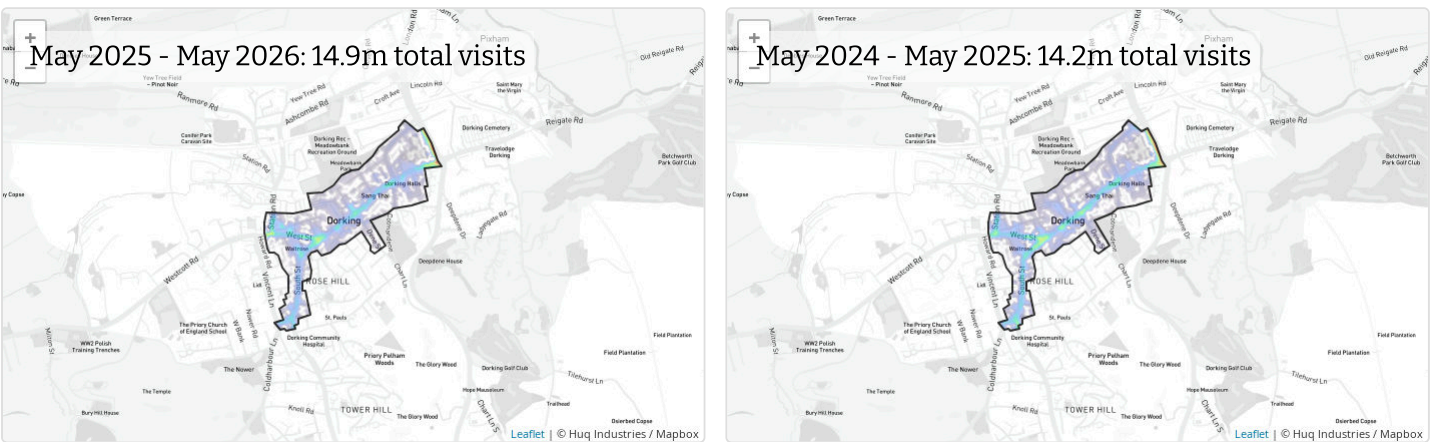
Average visitors by day



Visitors by age



Density

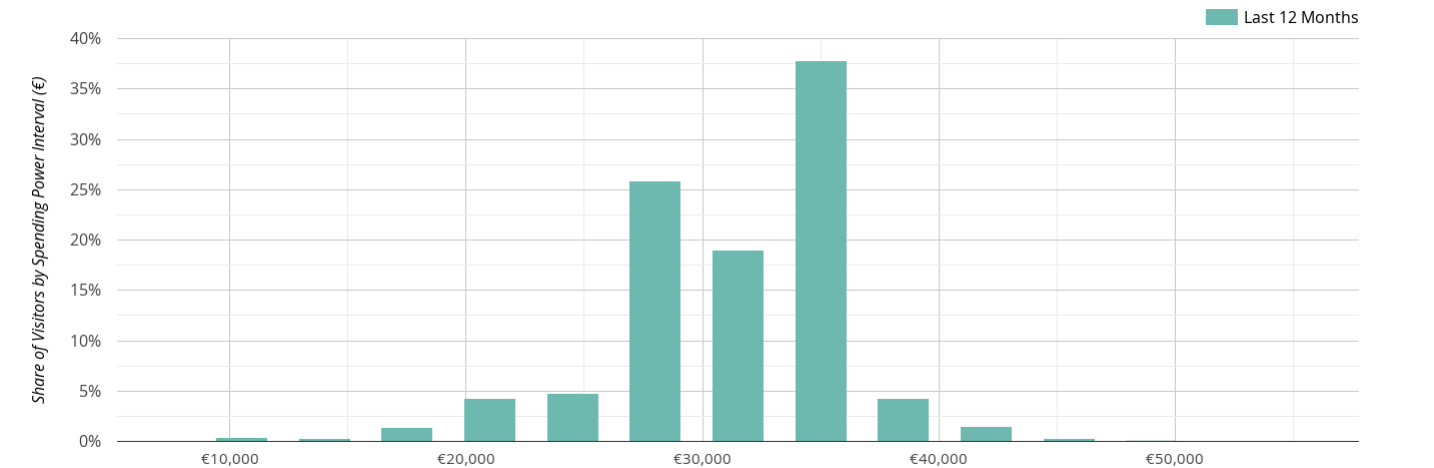


Catchment area, last 12 months

Visitor source by postcode district

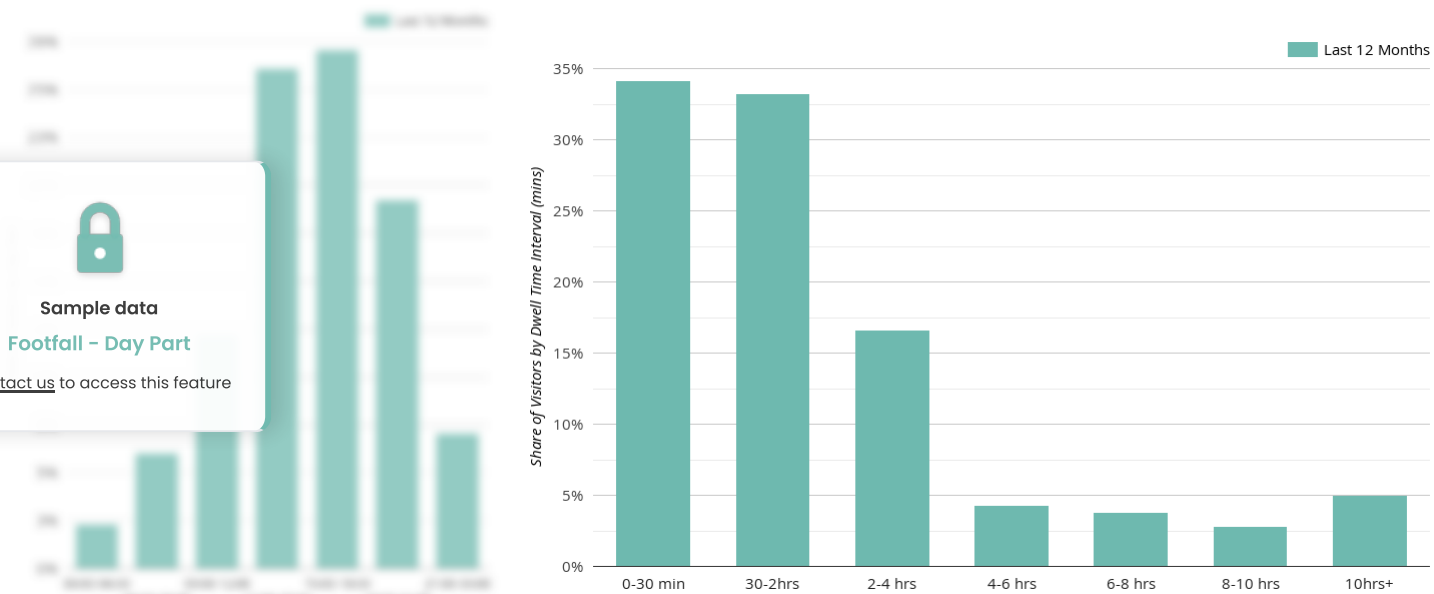


Spending power of visitors, last 12 months



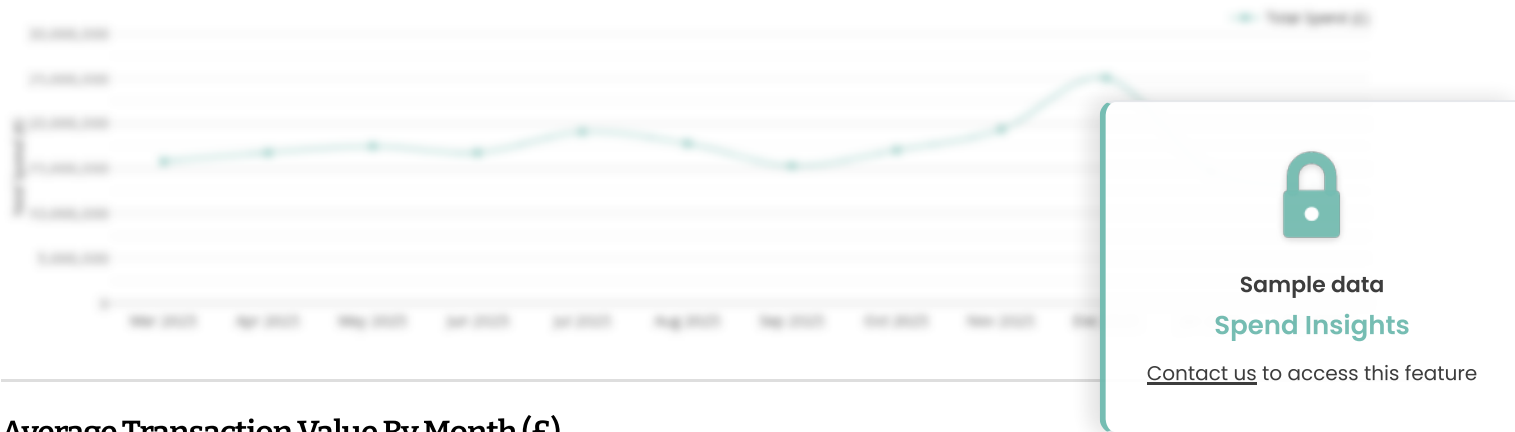
Visits by day part
May 2026

Dwell time	May 2026	Apr 2026	May 2025
Last 12 months	avg. dwell time	avg. dwell time	avg. dwell time
147min	127min	144min	161min



Spend History Trend	Total Spend (£) Total spend across period	Avg. Transaction Value (£) Value of the Avg. Transaction	Avg. Transactions Per Day Transactions volume across the Avg. Day
February 2026	13.2m	28.44	16.6k
January 2026	14.7m	28.38	16.7k
YTD 2026	27.9m	28.41	16.6k

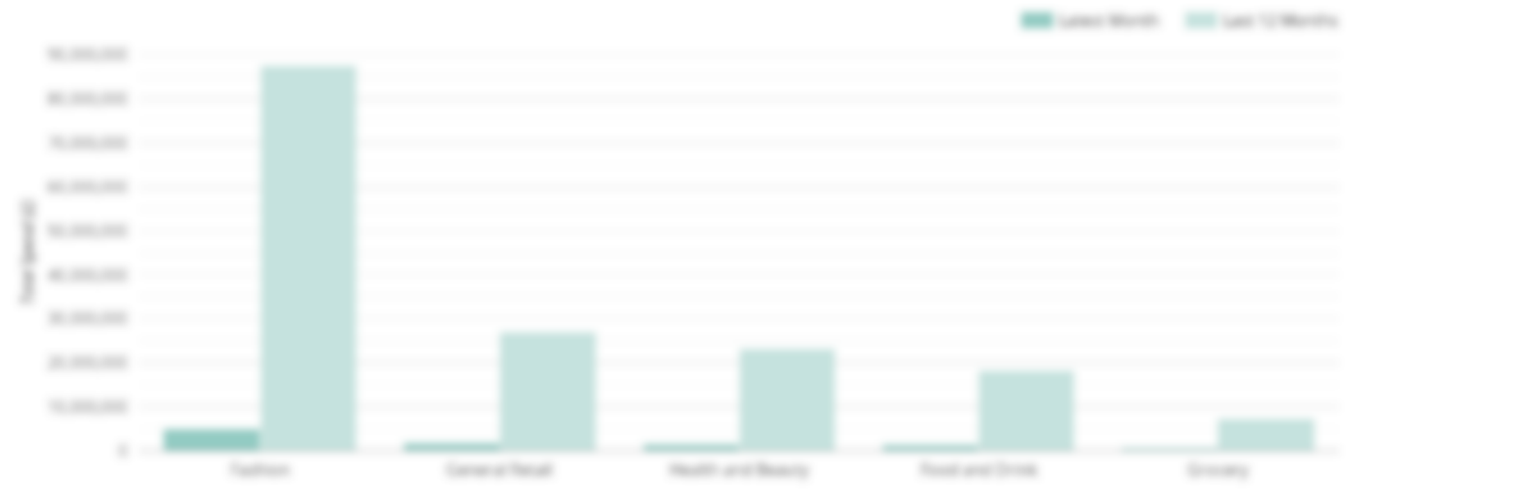
Total Spend By Month (£)



Average Transaction Value By Month (£)



Spend By Category, Top 5
May 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.

© Huq Industries. All rights reserved.

9 Dallington St,
London EC1V 0LN,
United Kingdom

E: hello@huq.io

Dorking BID

