

UNDERSTANDING THE MALL, CRIBBS CAUSEWAY: A PREMIUM CENTRE FOR THE AFFLUENT SHOPPER



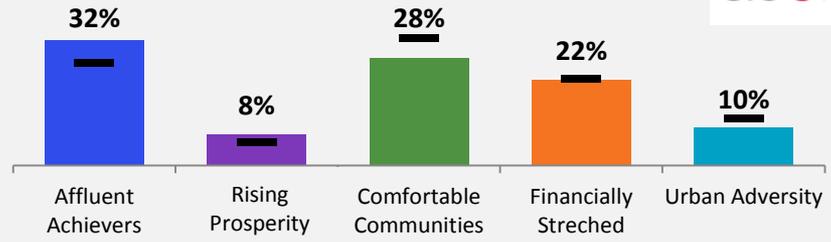
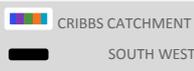
Sitting within the top 1% of UK centres, The Mall, Cribbs Causeway draws in a 12m footfall count, and houses top brands such as John Lewis and Apple.

CENTRE OVERVIEW



AFFLUENT CUSTOMERS

The Mall, Cribbs Causeway has an affluent catchment, with Affluent Achievers making up 32%. Affluent Achievers and Rising Prosperity over index compared to the South West region.



HOUSEHOLD SPEND HIGHER THAN THE SOUTH WEST AVERAGE



The wealthy residents within the centre's catchment spend above the UK average on Clothing & Footwear, Personal Care and Catering.

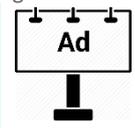
	THE MALL, CRIBBS CAUSEWAY	SOUTH WEST
HOUSEHOLD INCOME	£42.5k	£38.6k
DISPOSABLE INCOME	£19.7k	£18.0k

GEOGRAPHICAL COVERAGE

Residents within the 2.4m catchment population are 4% more likely to prefer the use of advertising boards for marketing and a 1% more likely to respond to advertising boards compared to the UK average.

CATCHMENT POPULATION 2.4m

PRIMARY	0.3m
SECONDARY	0.3m
TERTIARY	0.4m
QUATERNARY	1.5m



HIGHER THAN THE UK AVERAGE



PREFERRED MARKETING CHANNEL: ADVERTISING BOARDS

4%



PROPENSITY TO RESPOND TO MARKETING CHANNEL: ADVERTISING BOARDS

1%

