

UNDERSTANDING INTU BRAEHEAD: A NATIONAL CENTRE FOR SCOTLAND WITH STRONG SPEND LEVELS



Intu Braehead sits in the top 2% of UK retail centres, annually serving over 17 million customers from an expansive catchment across Scotland.

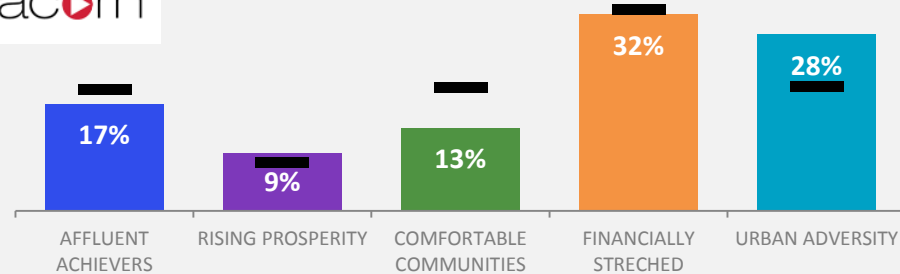
CENTRE OVERVIEW



AFFLUENT CUSTOMERS

Intu Braehead has broad demographic appeal, serving shopper groups in line with the Scottish average. In particular, younger urban professionals, Rising Prosperity, over-index the Scottish average.

LILA CUSTOMERS
 LILA CATCHMENT



INTU BRAEHEAD'S DIGITAL ENGAGEMENT

INTERACT WITH BRANDS ON SOCIAL MEDIA

SHARE CONTENT ON SOCIAL MEDIA



4%

2%

HIGHER THAN THE UK AVERAGE

Intu Braehead's shoppers are keen digital users and frequently digitally active. In particular, they have strong interaction with brands and sharing content on social media. They conduct such activities at a level above the UK average.

INTU BRAEHEAD'S HOUSEHOLD INCOME



GEOGRAPHICAL COVERAGE

Intu Braehead has one of the largest catchments in Scotland serving a population of 2.2 million people. Within this expansive catchment, there is £4,875m comparison goods spend available and 6.5% of that is expected to be spent at Intu Braehead, which equated to £316m annually.

CATCHMENT POPULATION 2.2m

PRIMARY	0.3m
SECONDARY	0.4m
TERTIARY	0.5m
QUATERNARY	1.0m

AVAILABLE SPEND

£4,975m

SPEND POTENTIAL

£316m

MARKET SHARE

6.5%

% ABC1 IN THE CATCHMENT

50%

