

UNDERSTANDING INTU METROCENTRE: A SHOPPING CENTRE SERVING A MIXED DEMOGRAPHIC



intu Metrocentre is Europe's largest covered shopping and leisure centre. Sitting within the top 1% of UK centres, it currently draws in a footfall of 21m.

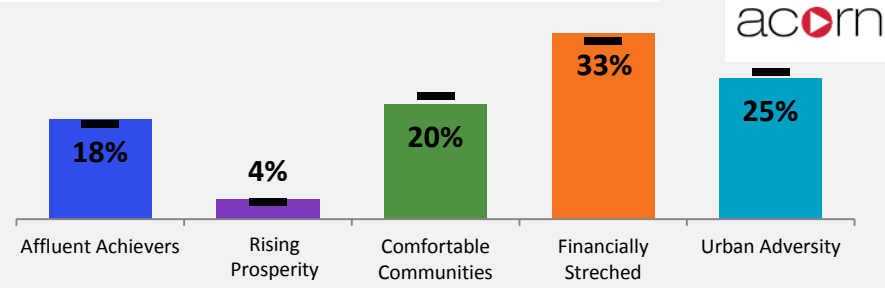
CENTRE OVERVIEW

21m FOOTFALL **2nd** TOP NORTH EAST REGIONAL MALL **1%** TOP UK CENTRES **2m** SQ FT OF RETAIL, CATERING & LEISURE

ZARA ALLSAINTS KAREN MILLEN **FIVE GUYS** BURGERS and FRIES

MIXED DEMOGRAPHIC

Intu Metrocentre's catchment has a mixed demographic, attracting a higher proportion of Financially Stretched than is observed for the wider North East region.



HOUSEHOLD SPEND HIGHER THAN THE NORTH EAST AVERAGE



	INTU METROCENTRE	NORTH EAST
HOUSEHOLD INCOME	£33.5k	£32.7k
DISPOSABLE INCOME	£16.1k	£15.8k

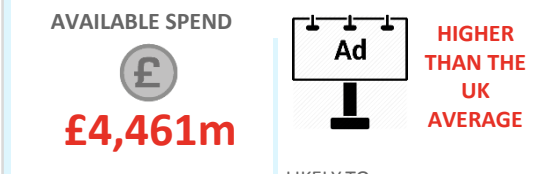
Shoppers within the intu Metrocentre catchment have a household and disposable income above the average, within the North East region.

GEOGRAPHICAL COVERAGE

With a catchment population of 2m, the intu Metrocentre catchment is expected to spend £4.5b on comparison goods each year. The centre is expected to have a market share of 15% within the catchment.

CATCHMENT POPULATION 2.0m

PRIMARY	0.4m
SECONDARY	0.4m
TERTIARY	0.4m
QUATERNARY	0.7m



LIKELY TO INTERACT WITH BRAND ON SOCIAL MEDIA **2%**

SHARE CONTENT ON SOCIAL MEDIA **1%**

