

# UNDERSTANDING INTU TRAFFORD CENTRE: A HIGH PERFORMING CENTRE WITH AN AFFLUENT CATCHMENT



intu  
Trafford Centre

intu Trafford Centre is one of the UK's best shopping centres. Capitalising on its affluent catchment, it is home to 31m visitors each year.

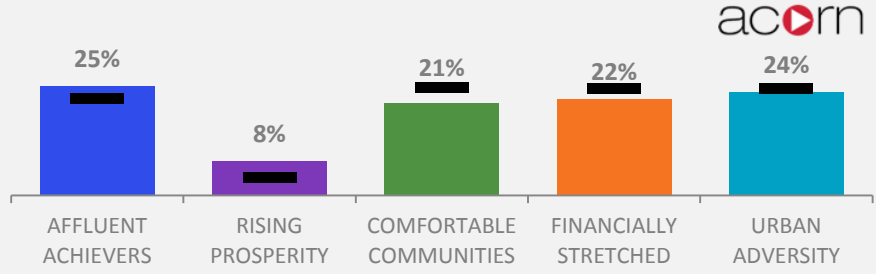
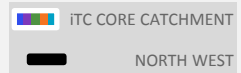
### CENTRE OVERVIEW

**31m** FOOTFALL    **1<sup>st</sup>** TOP UK REGIONAL MALL    **6<sup>th</sup>** UK RETAIL CENTRE RANKING    **1.9m** SQ FT OF RETAIL, CATERING & LEISURE

ZARA    Apple    SELFRIDGES & CO    John Lewis    next

## AFFLUENT CUSTOMERS

intu Trafford Centre has a higher proportion of Affluent Achievers and Rising Prosperity in its Core catchment than is seen for the wider North West region.



acorn

NB. Core catchment refers to the combined Primary and Secondary catchments, where 75% of intu Trafford Centre's trade is expected to originate.

## TOTAL CATCHMENT HOUSEHOLD SPEND HIGHER THAN THE NORTH WEST AVERAGE

Category	Intu Trafford Centre	North West
Clothing & Footwear	<b>£1,503 (+1%)</b>	
Personal Care	<b>£769 (+2%)</b>	
Catering	<b>£1,454 (+3%)</b>	
Household Income	<b>£36.2k</b>	<b>£34.6k</b>
Disposable Income	<b>£17.2k</b>	<b>£16.7k</b>

Households within the Total catchment both earn and spend more than the NW average. Brands such as Selfridges and John Lewis make intu Trafford Centre the ideal place to capture their attention.

## GEOGRAPHICAL COVERAGE

intu Trafford Centre has one of the largest catchments in the UK. The 6.0m people that live in this area are expected to spend £1.2b on Comparison Goods at intu Trafford Centre each year.

### CATCHMENT POPULATION

PRIMARY	<b>0.8m</b>
SECONDARY	<b>0.9m</b>
TERTIARY	<b>1.1m</b>
QUATERNARY	<b>3.1m</b>

### AVAILABLE SPEND

£ **£12.9b**

### SPEND POTENTIAL

£ **£1.2b**

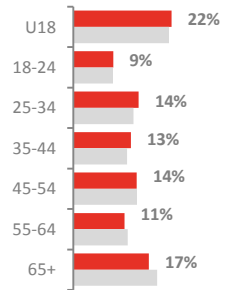
### MARKET SHARE

£ **9.2%**

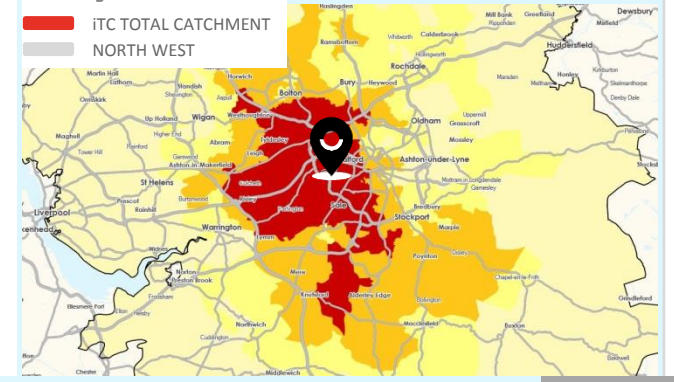
### % ABC1 IN THE CATCHMENT

**53%**

### AGE PROFILE



ITC TOTAL CATCHMENT (Red)  
NORTH WEST (Grey)



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