

UNDERSTANDING THE PEEL CENTRE, STRAITON: SERVING A MIXED CATCHMENT DEMOGRAPHIC

The Peel Centre
Straiton



Capitalising on the high proportion of affluent residents within its catchment, compared to the Scotland average, Straiton Retail Park observes an annual footfall of 6m.

CENTRE OVERVIEW

6m FOOTFALL

8th TOP SHOPPING PARK WITH MAJOR ANCHOR

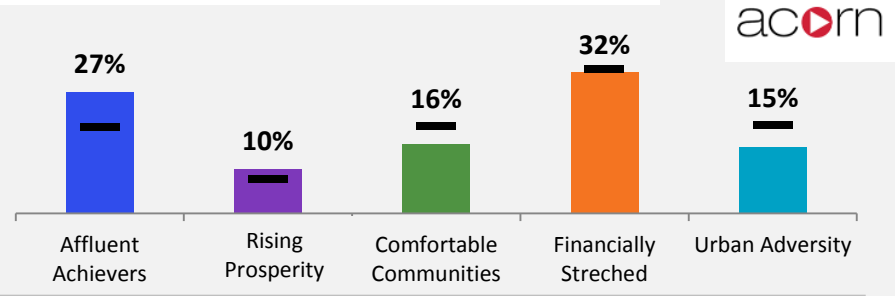
3% TOP SCOTLAND CENTRES

0.3m SQ FT OF RETAIL, CATERING & LEISURE

M&S SMILEY FOOD, Boots, NIKE, Argos

MIXED DEMOGRAPHIC

Straiton Retail Park's catchment has a higher proportion of Affluent Achievers and Rising Prosperity than is observed across the wider Scotland Region.



HOUSEHOLD SPEND HIGHER THAN THE SCOTLAND AVERAGE



	STRAITON	SCOTLAND
HOUSEHOLD INCOME	£40.9k	£36.1k
DISPOSABLE INCOME	£20.6k	£18.6k

Situated just on the edge of the city of Edinburgh; Straiton is ideally located to capture the attention of the affluent Rising Prosperity who reside within the wider catchment area.

GEOGRAPHICAL COVERAGE

Straiton Retail Park has a catchment of over 1.1m with an expected spend of 2.5bn on comparison goods per annum. Residents within the catchment are 2% more likely to respond to marketing via advertising boards than the Scotland average.

CATCHMENT POPULATION 1.0m

PRIMARY	0.1m
SECONDARY	0.1m
TERTIARY	0.2m
QUATERNARY	0.6m

