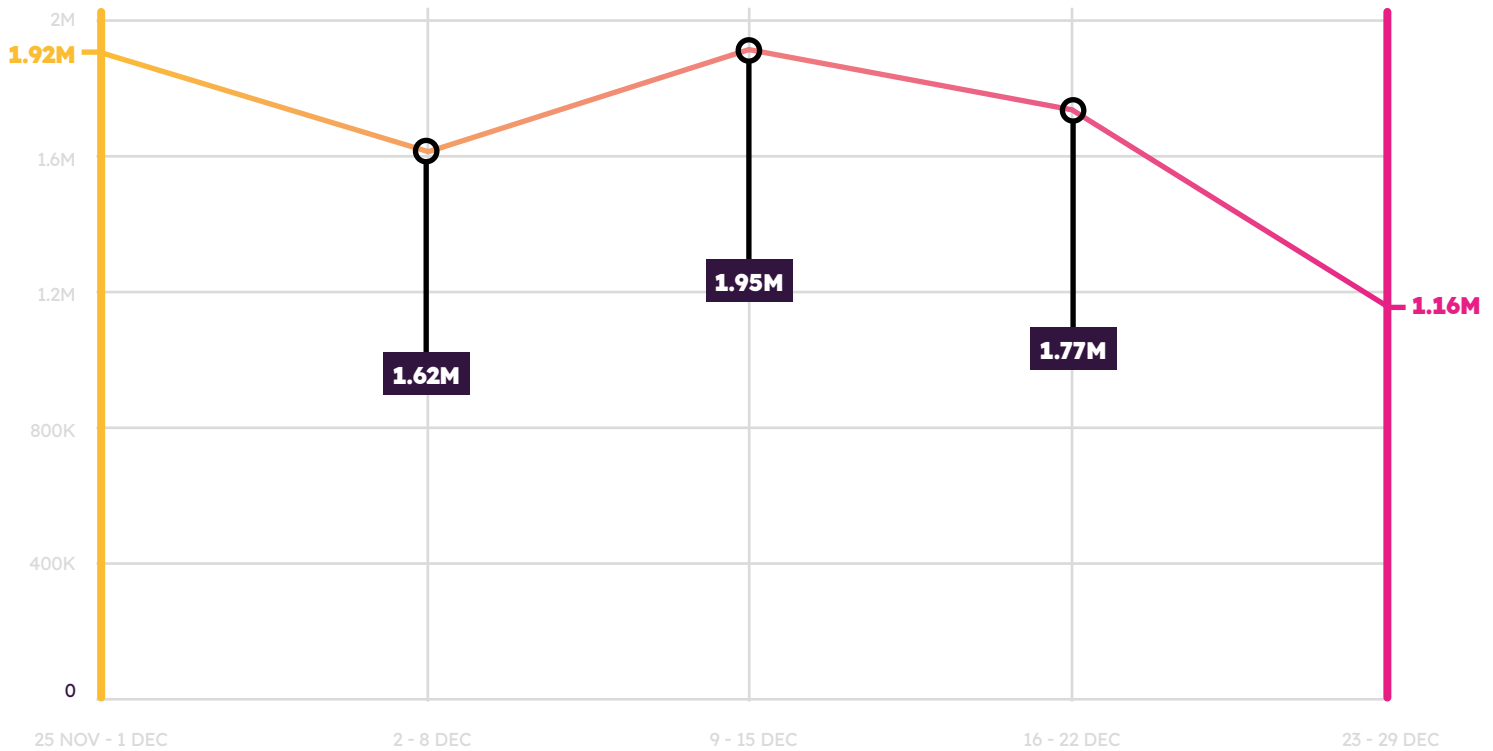


MEMBERSHIP STATISTICS

DECEMBER
2024

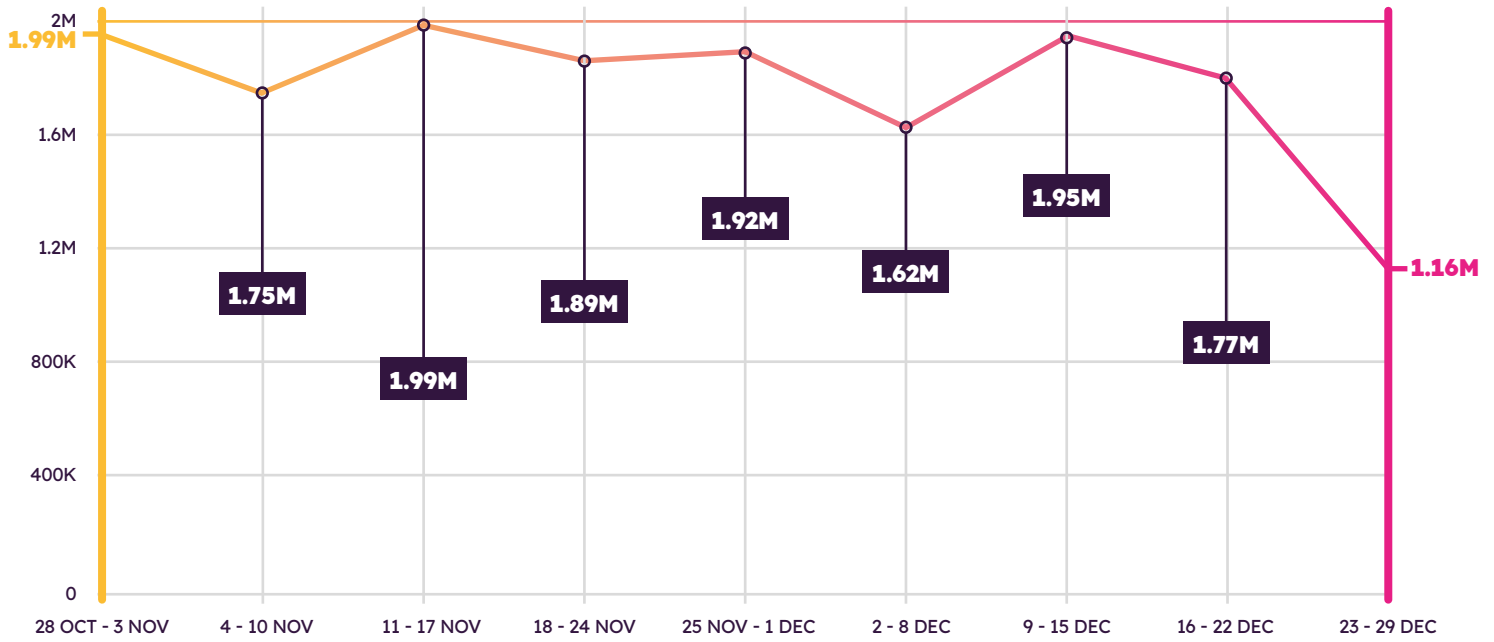
Footfall statistics



25 NOVEMBER TO 23 DECEMBER 2024

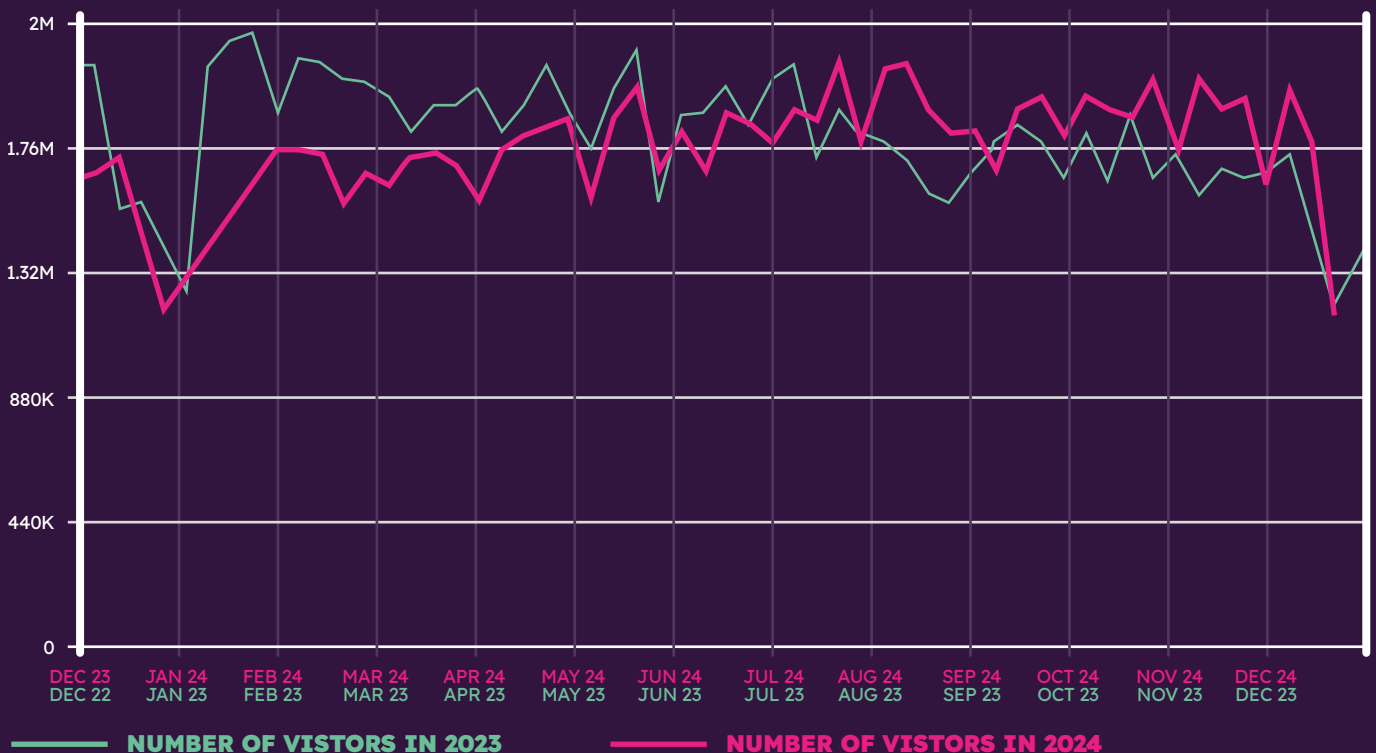
8.43 Million  

November compared to December



8.43M VISITORS OVERALL IN DECEMBER 2024

Dynamic footfall - 2023 & 2024 yearly comparison



Origin

Origin data reveals where Bankside visitors live and how their numbers fluctuate month by month. This analysis helps determine the true catchment area of the district, offering insights into visitor demographics, travel patterns and potential marketing opportunities.

	NOV 24 Visits per month	DEC 24 Visits per month	EVOLUTION POINTS
LONDON - SOUTHWARK	1.04M	933,800	-9.9%
LONDON - LAMBETH	465,000	356,400	-23.4%
LONDON - BROMLEY	383,400	335,000	-12.6%
LONDON - LEWISHAM	367,100	363,500	-1.0%
LONDON - BEXLEY	350,800	306,500	-12.6%
LONDON - GREENWICH	293,700	278,000	-5.3%
LONDON - CROYDON	277,300	270,900	-2.3%
LONDON - NEWHAM	212,100	185,300	-12.6%
LONDON - TOWER HAMLETS	203,900	163,900	-19.6%

Sociodemographic - December 2024

Sociodemographic data reveals the average buying power of people visiting Bankside, representing their disposable income. It is calculated as average total income per person - taxes + social benefits.

ANNUAL INCOME

£24K

Average annual purchasing power per capita

£105.5B

Total spending power

AGE & GENDER



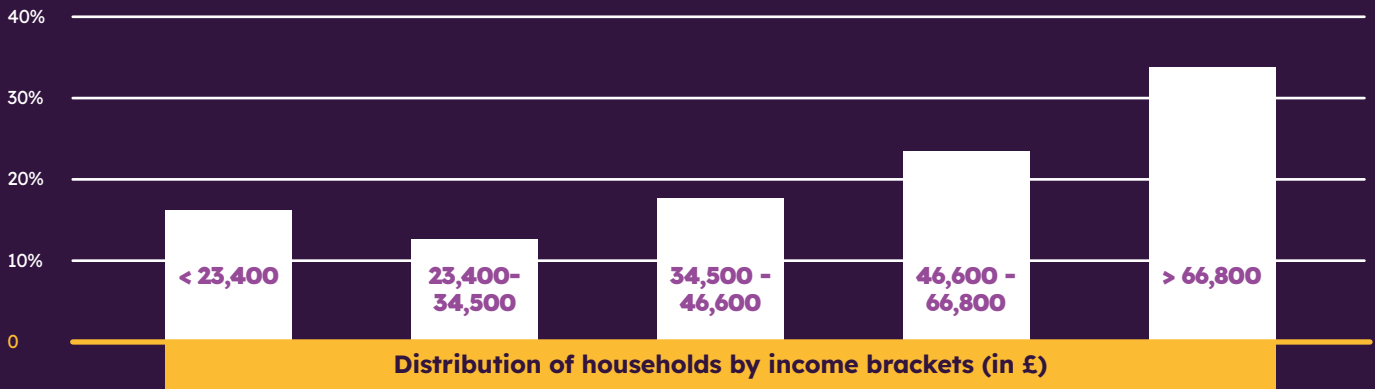
FEMALES

50.3%



MALES

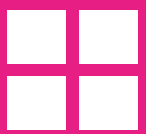
49.7%



HOUSEHOLD

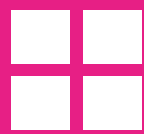
1.85M

number of households



2.4

average household size



ADDRESSABLE MARKET



4.4M

inhabitants