

# **SURVEY OF CUSTOMER NUMBERS AT HBOS UNITS:**

- **CARDIFF, WALES**



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**RETAIL SURVEY - HBOS (Halifax Bank), 15 The Capitol Exchange,  
Queen Street, Cardiff City Centre**

- This survey was taken on Queen Street, Cardiff on Wednesday 7<sup>th</sup> June 2006. The weather was hot and sunny. The number of persons exiting the premises of HBOS (and using the CASH MACHINES), BOOTS PHARMACY and HOBBS LADIESWEAR were counted between 1:00pm and 2:00pm, 2:00pm and 3:00pm and 3:00pm and 4:00pm.

**SURVEY 1 – Total customers**

DATE OF SURVEY – Wednesday 7<sup>th</sup> June 2006

	<b><u>HBOS</u></b>	<b><u>HBOS ATM</u></b>	<b><u>BOOTS</u></b>	<b><u>HOBBS</u></b>
1:00pm – 2:00pm	124	90	162	23
2:00pm – 3:00pm	102	65	138	19
3:00pm – 4:00pm	69	38	79	11
<b>TOTALS</b>	<b><u>295</u></b>	<b><u>193</u></b>	<b><u>379</u></b>	<b><u>53</u></b>
<i>(Average persons per hour)</i>	98.3	64.3	126.3	17.6

- The Halifax Bank premises together with its ATM machine attracted much greater footfall over the three hours than both its A1 retail neighbours combined. The Halifax attracted a total of 488 customers whilst Boots attracted 379 customers and Hobbs only 53 customers over the same period.
- On average the Halifax attracted 36 more customers per hour than the Boots pharmacy next door and 145 more customers per hour than Hobbs Ladieswear store next door. On average 162.6 customers visited the Halifax Bank per hour compared to 126.3 visiting Boots per hour and 17.6 shoppers visiting Hobbs.
- Halifax Bank premises are one of the most vibrant of all A2 uses and perform better and attract more custom than most of their A1 retail neighbours.