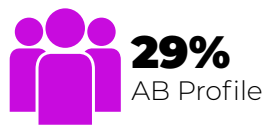


# HAMMERSMITH

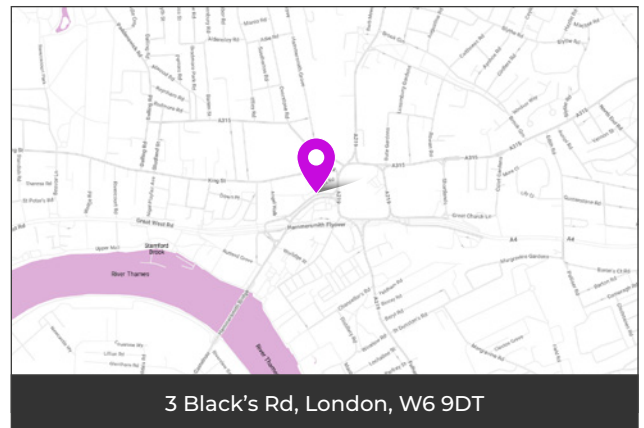


Source: Estimate

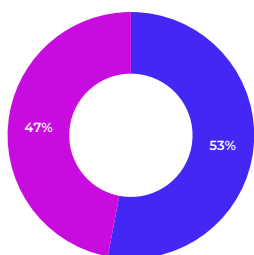
The Hammersmith digital screen is located on a one-way system in the Hammersmith commercial area, surrounded by busy traffic. It's known for its world-famous gig venues, including Shepherd's Bush Empire and the Eventim Apollo, which attract consistent crowds.

Nearby retailers include IKEA, H&M, JD Sports, Metro Bank, and Specsavers, as well as The Broadway Market. The area also features a mix of businesses and residential properties, providing daily high footfall.

It's in proximity to the riverside, attracting over 200,000 spectators during the famous Boat Race.

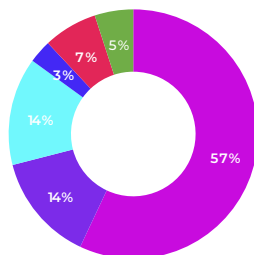


## DEMOGRAPHIC



Female Male

## ETHNICITY



White Asian Black Arab Mixed Other

Source: Census 2021

## LEISURE

Thames Path  
The Lyric Theatre  
Eventim Apollo  
Shopping

## TRANSPORT

Underground  
Hammersmith & City  
District Line  
Piccadilly Line  
Circle Line

## Other

Hammersmith Bus Station