Tourist Trap (Group 3)

The only member of this group is the neighbourhood of Westminster – West End, representing the key tourism neighbourhood of London.

The socio-demographic and geographic make-up of this group, and its sole neighbourhood, is clearly different from all other neighbourhoods and groups.

For this reason, the variable data for this neighbourhood/group was not included in the analysis of comparison to the London average, as any London average would be skewed towards this area.

This would result in other neighbourhoods/groups experiencing variable averages far closer to the London average, lessening the ability to identify variation.