





Monthly Performance Report

Crawley

April 2023

Town Monthly Footfall: April 2023





Place Informatics



Unique Visitors to Towns

Region

-14%

 $\begin{array}{cccc} \text{Mar 23} & \text{Apr 23} & \text{Variance} & \text{Growth} \\ 254,283 & 219,759 & -34,523 & -14\% \end{array}$

Month on Month Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall

Where unique visitors originate from by catchment area

Catchment Area	Postcodes	% Unique Visitors	Nº Unique Visitors	% Mthly change
Core	13	61%	135,133	-10%
District	36	22%	48,507	-6%

14%

29,846

Postcode catchment Area Categories are calculated based on the % of the postcode population visiting the retail site e.g a postcode where 17% of the postcode population visit the site during the month will be classified as part of the Core postcode catchment area.

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Core: 15%+ District: 3% to 14.9% Region: 0.5% to 2.9%







Catchment

-1%

Variance Month on Month

 Mar 23
 Apr 23
 Variance
 % Mth on Mth change
 % Yr on Y

 Catchment Population
 1,419,041
 1,252,090
 -166,951
 -11%
 +23%

 % of Catchment Population Visiting
 18%
 0%
 -1%
 -18%

Catchment population: Aggregated population of all postcodes where 3% or more of the population visit the site







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% of Visits by Dwell Time

-3%

6 - 12 Minutes Most Improved Dwell Time

Dwell Time (minutes)	% Visits Mar 23	% Visits Apr 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Mar 23	% Visits Apr 23	Vari Mth
6 - 12	8%	8%	0%	40 - 60	24%	24%	0%
12 - 20	10%	10%	0%	60 - 90	34%	32%	-2%
20 - 40	0.49/	0.5%	1.10/				



Demographics

-0.5%

AB Month on Month

Core	AB 28%	^{C1} 35%	^{C2} 20%	^{DE} 17%
District	AB 28%	^{C1} 34%	^{C2} 20%	DE 18%
Core+District	AB 28%	^{C1} 34%	$^{\mathrm{C}_2}$ 20%	^{DE} 18%
Mth on Mth Variance	AB -0.5%	C1 -0.2%	$C_{2} + 0.4\%$	DE +0.4



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Average Dwell

-0.4%

Mar 23 Apr 23 Variance Growth 01:27:00 01:26:41 -00:00:19 -0.4%

Month on Month



Average Visit Frequency

-30.1%

Mar 23 Apr 23 Variance Growth 3 2 -1 -30.1%

Month on Month





Glossary



A person can only be a unique visitor once in a defined

time period e.g. once in a month.

Footfall

Total number of unique visits made to a location by a

unique visitor.

Core, District, Region Postcodes

Postcode catchment area categories are calculated based on the % of the postcode population visiting the retail site e.g. a postcode where 17% of the postcode population visit the site during the month will be classified as part of the

Core postcode catchment area.

Category Percentage of postcode population visiting the town

centre

Core: 15% District: 3% to 14.9% Region: 0.5% to 2.9%

Postcode Catchment Population Aggregated postcode populations for all Core and District postcodes in your location catchment area e.g. WA15: 30,000 population, M33: 25,000 population. Total catchment population 55,000.

Postcode Catchment % of the aggregated postcode population for all Core and District postcodes visiting your location.

Conversion % Visitors By

% of visitors who dwell by time period e.g. 7% of all

Dwell Time

visitors dwell 6 -12 minutes.

% Visitors By Social Demographics % of visitors from Core and District who are classified as social grade AB,C1, C2, DE. Social grade classifications are published by Office for National Statistics (ONS) and are based on occupation, employment status, qualification

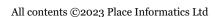
and full/part time not working. Description Social

<u>Grade</u>	
AB:	
C1:	
C2:	

Population Higher & Intermediate Manager Supervisory, Junior Managerial, 31 Administrative 21

Skilled Manual Occupations

DE: Semi-skilled, Unskilled, Unemployed



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Place Informatics provides footfall and behaviour insight for town centres, retail parks, shopping centres, leisure parks and outlet parks.

Providing local government, business improvement districts and retail real estate clients access to online dashboards, Place Informatics provides valuable performance measurement data and insight which supports investment decisions.

