



Monthly Performance Report

Crawley

April 2023

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Town Monthly Footfall: April 2023

-3%	Mar 23	Apr 23	Variance	Mth on Mth Growth
	1,191,144	1,152,551	-38,593	-3%
Month on Month	Apr 23 Ave	Average Footfall Per Hour 3,202	Average Footfall Per Day 38,418	



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Unique Visitors to Towns



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<h1 style="font-size: 2em; margin: 0;">-14%</h1> <p style="margin: 0;">Month on Month</p>	<table border="0"> <tr> <td>Mar 23</td> <td>Apr 23</td> <td>Variance</td> <td>Growth</td> </tr> <tr> <td>254,283</td> <td>219,759</td> <td style="color: red;">-34,523</td> <td style="color: red;">-14%</td> </tr> </table>	Mar 23	Apr 23	Variance	Growth	254,283	219,759	-34,523	-14%														
	Mar 23	Apr 23	Variance	Growth																			
254,283	219,759	-34,523	-14%																				
<p>Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall</p>																							
<p>Where unique visitors originate from by catchment area</p> <table border="1"> <thead> <tr> <th>Catchment Area</th> <th>Postcodes</th> <th>% Unique Visitors</th> <th>Nº Unique Visitors</th> <th>% Mthly change</th> </tr> </thead> <tbody> <tr> <td>Core</td> <td>13</td> <td>61%</td> <td>135,133</td> <td style="color: red;">-10%</td> </tr> <tr> <td>District</td> <td>36</td> <td>22%</td> <td>48,507</td> <td style="color: red;">-6%</td> </tr> <tr> <td>Region</td> <td>69</td> <td>14%</td> <td>29,846</td> <td style="color: red;">-9%</td> </tr> </tbody> </table> <p>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.</p> <p>Core: 15%+ District: 3% to 14.9% Region : 0.5% to 2.9%</p>				Catchment Area	Postcodes	% Unique Visitors	Nº Unique Visitors	% Mthly change	Core	13	61%	135,133	-10%	District	36	22%	48,507	-6%	Region	69	14%	29,846	-9%
Catchment Area	Postcodes	% Unique Visitors	Nº Unique Visitors	% Mthly change																			
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Catchment



-1%

Variance Month on Month

	Mar 23	Apr 23	Variance	% Mth on Mth change	% Yr on Yr
Catchment Population	1,419,041	1,252,090	-166,951	-11%	+23%
% of Catchment Population Visiting	18%	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



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-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	24%	25%	+1%				

Demographics

-0.5%

AB Month on
Month

	AB	C1	C2	DE
Core	28%	35%	20%	17%
District	28%	34%	20%	18%
Core+District	28%	34%	20%	18%
Mth on Mth Variance	AB -0.5%	C1 -0.2%	C2 +0.4%	DE +0.4%

Average Dwell

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



Average Visit Frequency

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

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Glossary



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Unique Visitor	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	<p>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.</p> <p><u>Category</u> <u>Percentage of postcode population visiting the town centre</u></p> <p>Core: 15%</p> <p>District: 3% to 14.9%</p> <p>Region: 0.5% to 2.9%</p>															
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 Conversion	% of the aggregated postcode population for all Core and District postcodes visiting your location.															
% Visitors By Dwell Time	% of visitors who dwell by time period e.g. 7% of all visitors dwell 6 -12 minutes.															
% Visitors By Social Demographics	<p>% 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.</p> <table border="1"> <thead> <tr> <th><u>Social Grade</u></th> <th><u>Description</u></th> <th><u>% Population</u></th> </tr> </thead> <tbody> <tr> <td>AB:</td> <td>Higher & Intermediate Manager</td> <td>22</td> </tr> <tr> <td>C1:</td> <td>Supervisory, Junior Managerial, Administrative</td> <td>31</td> </tr> <tr> <td>C2:</td> <td>Skilled Manual Occupations</td> <td>21</td> </tr> <tr> <td>DE:</td> <td>Semi-skilled, Unskilled, Unemployed</td> <td>26</td> </tr> </tbody> </table>	<u>Social Grade</u>	<u>Description</u>	<u>% Population</u>	AB:	Higher & Intermediate Manager	22	C1:	Supervisory, Junior Managerial, Administrative	31	C2:	Skilled Manual Occupations	21	DE:	Semi-skilled, Unskilled, Unemployed	26
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clive@placeinformatics.com

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

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