



Place Informatics



Monthly Performance Report

Crawley

October 2023

Town Monthly Footfall: October 2023

<h1 style="font-size: 2em; margin: 0;">-7.0%</h1> <p style="margin: 0;">Oct Year on Year</p>		Oct 23	Oct 22	% Change
	Footfall YTD	12,127,560	12,520,823	-3.1%
	Footfall Month	1,201,834	1,291,600	-7.0%
		Average Footfall Per Hour	Average Footfall Per Day	
	Oct 23 Ave	3,231	38,769	

Footfall Monthly Year-To-Date

<h1 style="font-size: 2em; margin: 0;">-3.1%</h1> <p style="margin: 0;">YTD Year on Year</p>	YTD	Jan	Feb	Mar	Apr	May	Jun
	2023	1,240,790	2,458,451	3,711,945	4,950,727	6,222,522	7,502,719
	2022	1,183,407	2,387,151	3,596,643	4,825,569	6,097,513	7,373,228
	% Change	+4.8%	+3.0%	+3.2%	+2.6%	+2.0%	+1.8%
	YTD	Jul	Aug	Sep	Oct	Nov	Dec
2023	8,653,762	9,734,612	10,925,726	12,127,560			
2022	8,669,566	9,942,769	11,229,223	12,520,823	13,833,644	15,074,321	
	% Change	-0.2%	-2.1%	-2.7%	-3.1%		



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Unique Visitors to Towns

-7.8%

Oct Year on Year

	Oct 23	Oct 22	% Change
Unique Visitors YTD	2,470,190	2,106,318	+17.3%
Unique Visitors Month	250,328	271,439	-7.8%

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	10	44%	109,887	-28%
District	38	23%	56,438	+15%
Region	167	15%	37,534	0%

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.

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



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Unique Visitors Monthly Year-To-Date

<h1>+17.3%</h1> <p>YTD Year on Year</p>	YTD	Jan	Feb	Mar	Apr	May	Jun
	2023	243,097	448,227	702,850	929,027	1,183,218	1,416,350
	2022	190,417	394,825	588,184	808,325	1,010,103	1,172,510
	% Change	+27.7%	+13.5%	+19.5%	+14.9%	+17.1%	+20.8%
	YTD	Jul	Aug	Sep	Oct	Nov	Dec
	2023	1,684,249	1,957,069	2,219,862	2,470,190		
	2022	1,369,008	1,611,775	1,834,879	2,106,318	2,388,709	2,637,350
	% Change	+23.0%	+21.4%	+21.0%	+17.3%		

Catchment



<h1>+0%</h1> <p>Variance Month on Month</p>		Sep 23	Oct 23	Variance	% Mth on Mth change	% Yr on Yr
	Catchment Population	1,299,935	1,233,557	-66,378	-5%	-8%
	% of Catchment Population Visiting	20%	20%	+0%	+0%	+0%
	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

<p>0%</p> <p>6 - 12 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)	% Visits Sep 23	% Visits Oct 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Sep 23	% Visits Oct 23	Var Mth
	6 - 12	7%	7%	0%	40 - 60	24%	24%	0%
	12 - 20	10%	10%	0%	60 - 90	35%	35%	0%
	20 - 40	24%	24%	0%				

Demographics

<p>+0.2%</p> <p>AB Month on Month</p>		AB	C1	C2	DE
	Core	26%	34%	21%	18%
	District	30%	34%	18%	18%
	Core+District	29%	34%	19%	18%
	Mth on Mth Variance	+0.2%	0.0%	-0.1%	-0.2%



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Average Dwell

-1.1% Month on Month	Sep 23 01:28:59	Oct 23 01:28:01	Variance -00:00:58	Growth -1.1%

Average Visit Frequency

+1.7% Month on Month	Sep 23 2.38	Oct 23 2.42	Variance 0.04	Growth +1.7%



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Glossary

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 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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