Monthly Performance Report

Crawley

January 2023

Town Monthly Footfall: January 2023

<table>
<tr><td rowspan="2">-9%

Month on Month</td><td>Dec 22</td><td>Jan 23</td><td>Variance</td><td>Mth on Mth Growth</td></tr>
<tr><td>1,312,909</td><td>1,198,888</td><td>-114,021</td><td>-9%</td></tr>
<tr><td>Jan 23 Ave</td><td>Average Foofall Per Hour
3,223</td><td colspan="2">Average Foofall Per Day
38,674</td></tr>
</table>

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Unique Visitors to Towns

-4%

Month on Month

	Dec 22	Jan 23	Variance	Growth
	248,644	238,593	-10,050	-4%

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	№ Unique Visitors	% Mthly change
Core	15	62%	148,057	-6%
District	43	22%	51,856	+6%
Region	73	10%	23,753	-15%

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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Catchment

		Dec 22	Jan 23	Variance	% Mth on Mth change	% Yr on Y
-8%	Catchment Population	1,396,371	1,459,860	63,489	+4%	+80%
Variance Month on Month	% of Catchment Population Visiting	18%	16%	-1%	-8%	-30%

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

-1%	Dwell Time (minutes)	% Visits Dec 22	% Visits Jan 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Dec 22	% Visits Jan 23	Vari: Mth
20 - 40 Minutes Most Improved Dwell Time	6 - 12	8%	8%	0%	40 - 60	24%	23%	-1%
	12 - 20	10%	10%	0%	60 - 90	34%	33%	-1%
	20 - 40	24%	25%	+1%				

Demographics

-0.2%		AB	C1	C2	DE
AB Month on Month	Core	28%	34%	20%	17%
	District	26%	34%	20%	19%
	Core+District	27%	34%	20%	19%
	Mth on Mth Variance	-0.2%	-0.1%	+0%	+0.2%

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Average Dwell

0.6%	Dec 22	Jan 23	Variance	Growth
	01:27:31	01:28:00	00:00:29	0.6%
Month on Month				

Average Visit Frequency

-4.6%	Dec 22	Jan 23	Variance	Growth
	3	3	0	-4.6%
Month on Month				

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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	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 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	% 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.

Social Grade	Description	% Population
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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