Monthly Performance Report

Crawley

August 2023

Town Monthly Footfall: August 2023

		Aug 23	Aug 22	% Change
-15.1% Aug Year on Year	Footfall YTD	9,734,612	9,942,769	-2.1%
	Footfall Month	1,080,850	1,273,203	-15.1%

	Average Footfall Per Hour	Average Footfall Per Day
Aug 23 Ave	2,906	34,866

Footfall Monthly Year-To-Date

	YTD	Jan	Feb	Mar	Apr	May	Jun
-2.1% YTD Year on Year	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				
2022	8,669,566	9,942,769	11,229,223	12,520,823	13,833,644	15,074,321
% Change	-0.2%	-2.1%				

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Unique Visitors to Towns

+12.4%

Aug Year on Year

	Aug 23	Aug 22	% Change
Unique Visitors YTD	1,957,069	1,611,775	+21.4%
Unique Visitors Month	272,820	242,767	+12.4%

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	11	50%	135,654	+7%
District	39	19%	52,543	+13%
Region	190	17%	47,100	-1%

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

+21.4%

YTD Year on Year

YTD	Jan	Feb	Mar	Apr	May	Jun
2023	243,097	448,227	702,850	929,027	1,183,218	1,416,35
2022	190,417	394,825	588,184	808,325	1,010,103	1,172,51
% 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				
2022	1,369,008	1,611,775	1,834,879	2,106,318	2,388,709	2,637,35
% Change	+23.0%	+21.4%				

Catchment

-6%

Variance Month on Month

	Jul 23	Aug 23	Variance	% Mth on Mth change	% Yr on Yr
Catchment Population	1,105,484	1,202,368	96,884	+8%	+11%
% of Catchment Population Visiting	24%	23%	-1%	-6%	+1%

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

<div style="display:flex">

+2%

40 - 60 Minutes
Most Improved
Dwell Time

</div>

Dwell Time (minutes)	% Visits Jul 23	% Visits Aug 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Jul 23	% Visits Aug 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

+0.3%

AB Month on
Month

	AB	C1	C2	DE
Core	27%	34%	21%	18%
District	29%	35%	19%	17%
Core+District	29%	35%	19%	17%
Mth on Mth Variance	+0.3%	+0.2%	-0.2%	-0.3%

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Average Dwell

+0.4%	Jul 23	Aug 23	Variance	Growth
	01:28:30	01:28:49	00:00:19	+0.4%
Month on Month				

Average Visit Frequency

+0.8%	Jul 23	Aug 23	Variance	Growth
	2.35	2.37	0.02	+0.8%
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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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.