Place Informatics

Monthly Performance Report

Crawley

December 2022

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Town Monthly Footfall: December 2022

-4% Month on Month	Nov 22 1,367,843	Dec 22 1,312,909	Variance -54,934	Mth on Mth Growth -4%
	Dec 22 Ave	Average Foofall Per Hour 3,529	Average Foofall Per Day 42,352	

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Unique Visitors to Towns

	Nov 22	Dec 22	Variance	Growth
-12%	282,391	248,644	-33,747	-12%

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	№ Unique Visitors	% Mthly change
Core	15	63%	157,336	-7%
District	43	20%	48,794	-12%
Region	93	11%	27,972	-26%

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

	Nov 22	Dec 22	Variance	% Mth on Mth change	% Yr on Y...
Catchment Population	1,521,678	1,396,371	-125,307	-8%	+14%
% of Catchment Population Visiting	19%	18%	0%	-4%	-10%

-4%

Variance Month on Month

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

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	Nov 22	Dec 22	Variance	% Mth on Mth change	% Yr on Y...
			-125,307		+14%

% of Visits by Dwell Time

<table>
<tr><td rowspan="4">

+1%

40 - 60 Minutes
Most Improved
Dwell Time

</td>
<td>Dwell Time (minutes)</td><td>% Visits Nov 22</td><td>% Visits Dec 22</td><td>Variance Mth on Mth</td><td>Dwell Time (minutes)</td><td>% Visits Nov 22</td><td>% Visits Dec 22</td><td>Vari: Mth</td></tr>
<tr><td>6 - 12</td><td>8%</td><td>8%</td><td>0%</td><td>40 - 60</td><td>23%</td><td>24%</td><td>+1%</td></tr>
<tr><td>12 - 20</td><td>10%</td><td>10%</td><td>0%</td><td>60 - 90</td><td>34%</td><td>34%</td><td>0%</td></tr>
<tr><td>20 - 40</td><td>24%</td><td>24%</td><td>0%</td><td></td><td></td><td></td><td></td></tr>
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Demographics

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0.0%

AB Month on
Month

</td>
<td></td><td>AB</td><td>C1</td><td>C2</td><td>DE</td></tr>
<tr><td>Core</td><td>28%</td><td>34%</td><td>20%</td><td>17</td></tr>
<tr><td>District</td><td>27%</td><td>35%</td><td>20%</td><td>19</td></tr>
<tr><td>Core+District</td><td>28%</td><td>34%</td><td>20%</td><td>18</td></tr>
<tr><td></td><td>Mth on Mth Variance</td><td>+0%</td><td>-0.1%</td><td>+0.1%</td><td>+0</td></tr>
</table>

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Average Dwell

-1.5% Month on Month	Nov 22 01:28:50	Dec 22 01:27:31	Variance -00:01:19	Growth -1.5%

Average Visit Frequency

-4.1% Month on Month	Nov 22 3	Dec 22 3	Variance 0	Growth -4.1%

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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.