



Place Informatics



Monthly Performance Report

Crawley

December 2023

Town Monthly Footfall: December 2023

<h1 style="font-size: 2em; margin: 0;">-4.3%</h1> <p style="margin: 5px 0;">Dec Year on Year</p>		Dec 23	Dec 22	% Change
	Footfall YTD	14,533,632	15,074,321	-3.6%
	Footfall Month	1,187,163	1,240,677	-4.3%
		Average Footfall Per Hour	Average Footfall Per Day	
	Dec 23 Ave	3,191	38,296	

Footfall Monthly Year-To-Date

<h1 style="font-size: 2em; margin: 0;">-3.6%</h1> <p style="margin: 5px 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	13,346,469	14,533,632
	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%	-3.5%	-3.6%



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Unique Visitors to Towns

<h1 style="margin: 0;">-6.7%</h1> <p style="margin: 0;">Dec Year on Year</p>	Dec 23	Dec 22	% Change	
	Unique Visitors YTD	2,896,238	2,637,353	+9.8%
	Unique Visitors Month	232,041	248,644	-6.7%
<p>Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall</p>				
Where unique visitors originate from by catchment area				
Catchment Area	Postcodes	% Unique Visitors	Nº Unique Visitors	% Mthly change
Core	9	43%	99,404	+13%
District	37	21%	48,401	+20%
Region	154	17%	39,397	+23%
<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>				



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Unique Visitors Monthly Year-To-Date

<h1>+9.8%</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	2,664,196	2,896,200
	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%	+11.5%	+9.8%

Catchment



<h1>+5%</h1> <p>Variance Month on Month</p>		Nov 23	Dec 23	Variance	% Mth on Mth change	% Yr on Yr
	Catchment Population	842,302	955,921	113,619	+13%	-31%
	% of Catchment Population Visiting	23%	24%	+1%	+5%	+36%
	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>+11%</p> <p>60 - 90 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)			Dwell Time (minutes)			
	% Visits	% Visits	Variance	% Visits	% Visits	Var	
	Nov 23	Dec 23	Mth on Mth	Nov 23	Dec 23	Mth	
	6 - 12	8%	7%	-1%	40 - 60	23%	24%
12 - 20	10%	10%	0%	60 - 90	34%	35%	+1%
20 - 40	25%	24%	-1%				

Demographics

<p>+0.3%</p> <p>AB Month on Month</p>					
		AB	C1	C2	DE
	Core	25%	35%	21%	19%
	District	31%	33%	20%	16%
	Core+District	29%	34%	20%	17%
Mth on Mth Variance	+0.3%	0.0%	-0.1%	-0.2%	



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Average Dwell

-0.1% Month on Month	Nov 23 01:27:29	Dec 23 01:27:24	Variance -00:00:05	Growth -0.1%
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Average Visit Frequency

-8.6% Month on Month	Nov 23 2.43	Dec 23 2.22	Variance -0.21	Growth -8.6%
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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</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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