Monthly Performance Report

Crawley

November 2023

Town Monthly Footfall: November 2023

-7.2%		Nov 23	Nov 22	% Change
Nov Year on Year	Footfall YTD	13,346,469	13,833,644	-3.5%
	Footfall Month	1,218,909	1,312,821	-7.2%

	Average Footfall Per Hour	Average Footfall Per Day
Nov 23 Ave	3,386	40,630

Footfall Monthly Year-To-Date

-3.5%	YTD	Jan	Feb	Mar	Apr	May	Jun
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	10,925,726	12,127,560	13,346,469	
	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%	

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Unique Visitors to Towns

-31.3%

Nov Year on Year

	Nov 23	Nov 22	% Change
Unique Visitors YTD	2,664,196	2,388,709	+11.5%
Unique Visitors Month	194,006	282,391	-31.3%

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	8	45%	87,845	-20%
District	28	21%	40,217	-29%
Region	115	17%	32,016	-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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Unique Visitors Monthly Year-To-Date

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<tr><td rowspan="2" style="vertical-align:middle"><h2>+11.5%</h2>YTD Year on Year</td>
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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	2,219,862	2,470,190	2,664,196	
2022	1,369,008	1,611,775	1,834,879	2,106,318	2,388,709	2,637,35
% Change	+23.0%	+21.4%	+21.0%	+17.3%	+11.5%	

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Catchment

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<tr><td rowspan="2" style="vertical-align:middle"><h2>+13%</h2>Variance Month on Month</td>
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	Oct 23	Nov 23	Variance	% Mth on Mth change	% Yr on Yr
Catchment Population	1,233,557	842,302	-391,255	-31%	-44%
% of Catchment Population Visiting	20%	23%	+2%	+13%	+23%

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

-2%	Dwell Time (minutes)	% Visits Oct 23	% Visits Nov 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Oct 23	% Visits Nov 23	Var Mth
6 - 12 Minutes Most Improved Dwell Time	6 - 12	7%	8%	+1%	40 - 60	24%	23%	-1%
	12 - 20	10%	10%	0%	60 - 90	35%	34%	-1%
	20 - 40	24%	25%	+1%				

Demographics

-0.6%		AB	C1	C2	DE
AB Month on Month	Core	24%	35%	22%	20%
	District	31%	34%	20%	15%
	Core+District	29%	34%	20%	17%
	Mth on Mth Variance	-0.6%	-0.1%	+0.1%	+0.6%

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Average Dwell

-0.6%	Oct 23 01:28:01	Nov 23 01:27:29	Variance -00:00:32	Growth -0.6%
Month on Month				

Average Visit Frequency

+0.4%	Oct 23 2.42	Nov 23 2.43	Variance 0.01	Growth +0.4%
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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