Monthly Performance Report

Crawley

September 2023

Town Monthly Footfall: September 2023

-7.4%		Sep 23	Sep 22	% Change
Sep Year on Year	Footfall YTD	10,925,726	11,229,223	-2.7%
	Footfall Month	1,191,114	1,286,454	-7.4%

	Average Footfall Per Hour	Average Footfall Per Day
Sep 23 Ave	3,309	39,704

Footfall Monthly Year-To-Date

-2.7%	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			
	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%			

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Unique Visitors to Towns

+17.8%

Sep Year on Year

	Sep 23	Sep 22	% Change
Unique Visitors YTD	2,219,862	1,834,879	+21.0%
Unique Visitors Month	262,793	223,105	+17.8%

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	58%	151,977	+12%
District	40	19%	48,881	-7%
Region	131	14%	37,717	-20%

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

+21.0%	YTD	Jan	Feb	Mar	Apr	May	Jun
	2023	243,097	448,227	702,850	929,027	1,183,218	1,416,35
YTD Year on Year	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			
	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%			

Catchment

-11%		Aug 23	Sep 23	Variance	% Mth on Mth change	% Yr on Yr
	Catchment Population	1,202,368	1,299,935	97,567	+8%	+56%
Variance Month on Month	% of Catchment Population Visiting	23%	20%	-2%	-11%	-24%

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

+3%	Dwell Time (minutes)	% Visits Aug 23	% Visits Sep 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Aug 23	% Visits Sep 23	Var Mth
60 - 90 Minutes Most Improved Dwell Time	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	C1	C2	DE
AB Month on Month	Core	28%	34%	20%	17%
	District	29%	35%	19%	18%
	Core+District	28%	34%	19%	18%
	Mth on Mth Variance	+0.3%	+0.1%	+0.1%	-0.4%

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Average Dwell

+0.2%	Aug 23	Sep 23	Variance	Growth
	01:28:49	01:28:59	00:00:10	+0.2%
Month on Month				

Average Visit Frequency

+0.4%	Aug 23	Sep 23	Variance	Growth
	2.37	2.38	0.01	+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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