

Crawley Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Crawley town centre has seen a 7.1% increase on August 2024, and a -3.3% decrease with respect to September 2023.

Footfall

Footfall is measured by the volume of sample unique phones visiting Crawley town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (August 2024) and previous year (September 2023) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

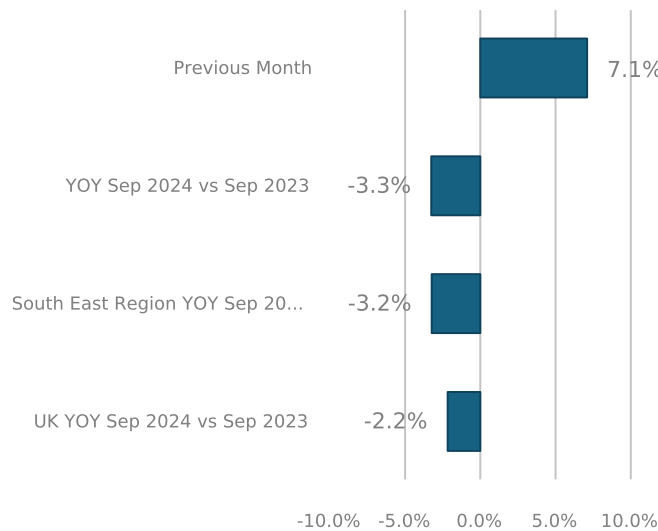


Fig.1 % change in total visits to the town centre

MoM Total Visits

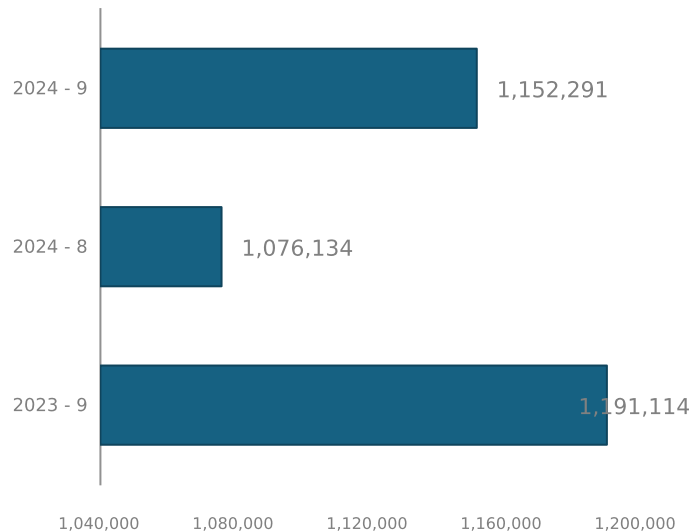


Fig.2 Total visits to the town centre

Daily Visits

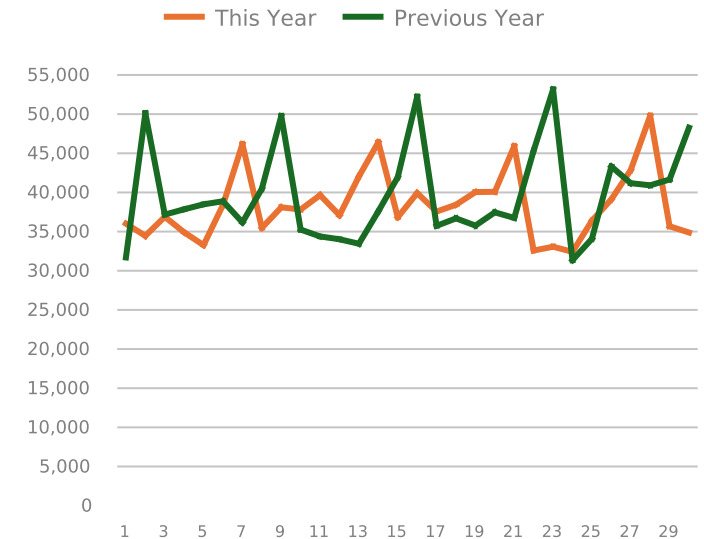


Fig.3 Number of daily visits to the town centre

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Visitors to Streets

The following charts provide footfall by streets in Crawley town centre. County Mall Shopping Centre is the busiest road with 381358.732 visits in September 2024 (Fig .4), this was -3.7% lower than September 2023 (Fig. 5) and 6.9% higher than in August 2024. County Mall Shopping Centre attracts the most visitors with 21.6 % of all street visits. (Fig .6)

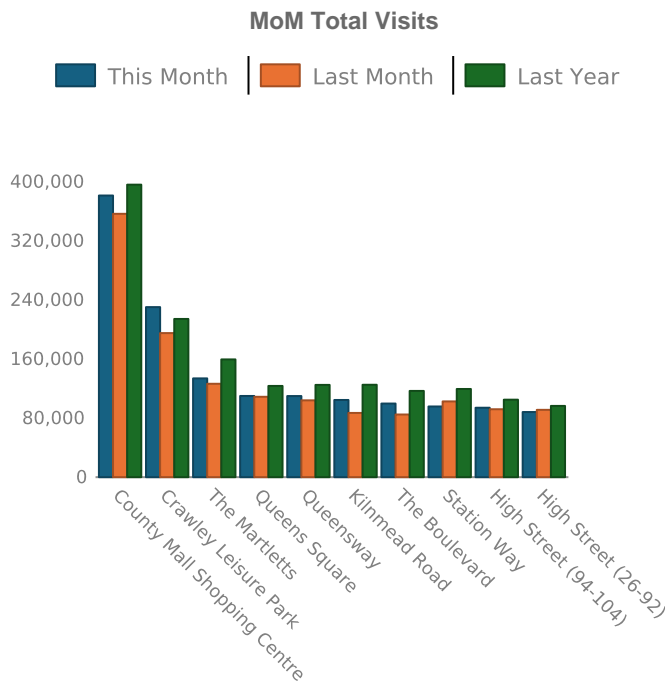


Fig.4 Total visits to street

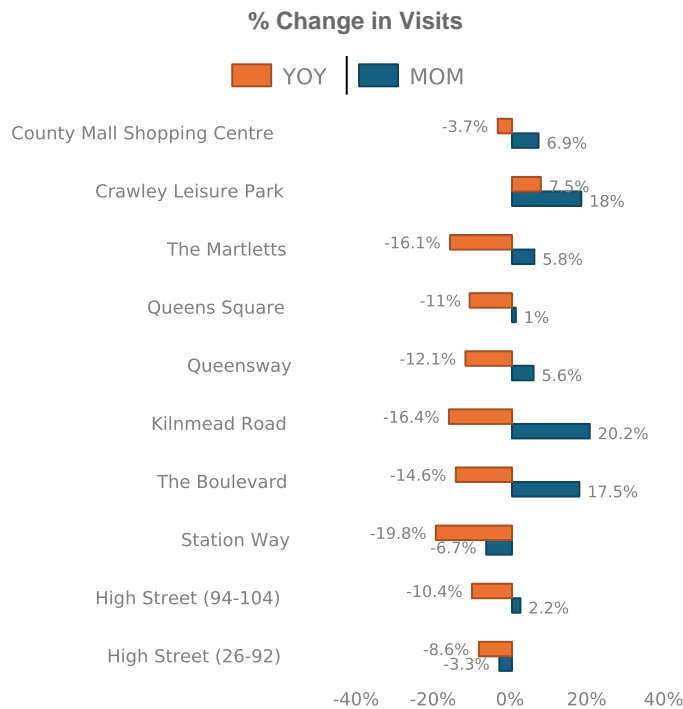


Fig.5 % in visits to street

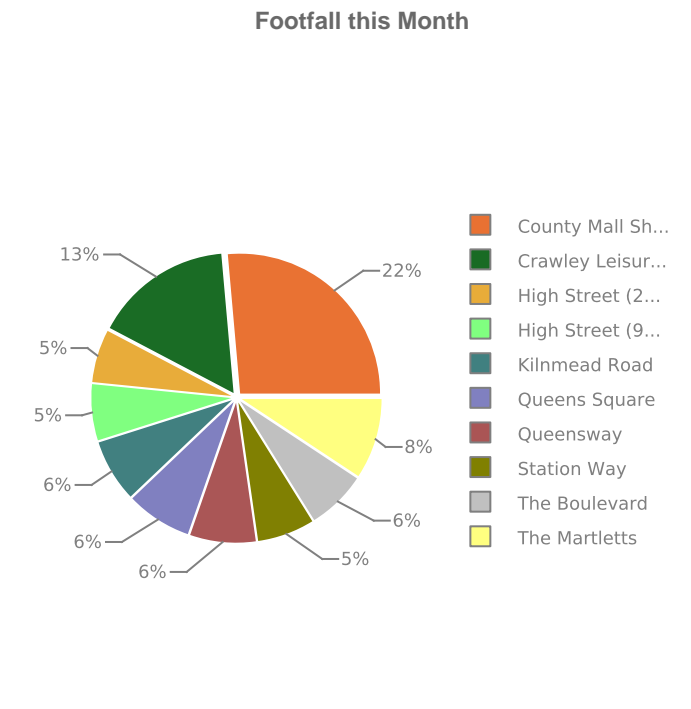


Fig.6 % footfall by street

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How Long do Visitors Stay For?

Average dwell time in Crawley town centre was 53 Minutes in September 2024 (Fig. 7) a decrease of 1 minutes compared to September 2023. The percentage of visitors by dwell minutes has shown 28.4% of all visitors in September 2024 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 11.9% of all visitors.

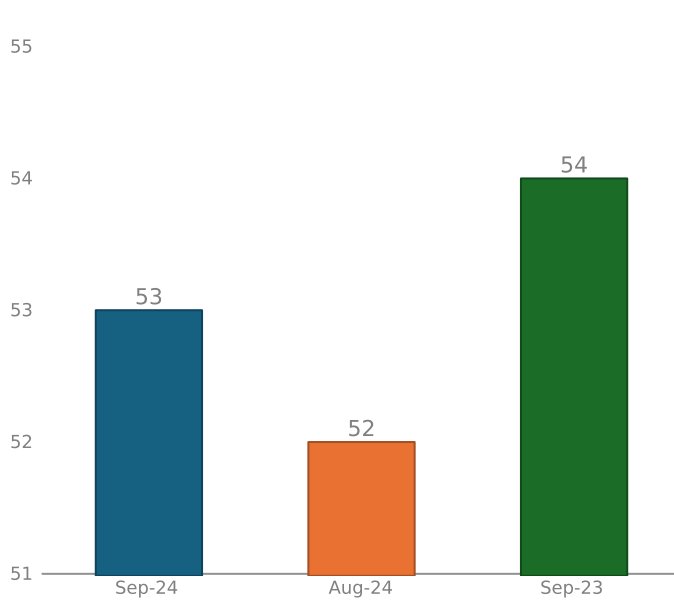


Fig.7 Average dwell time (minutes) in the town centre

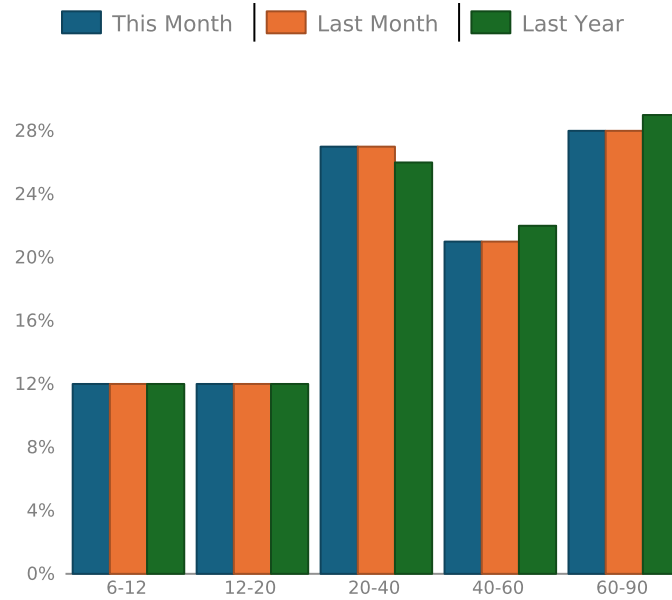


Fig.8 % of visitors by dwell time (minutes)

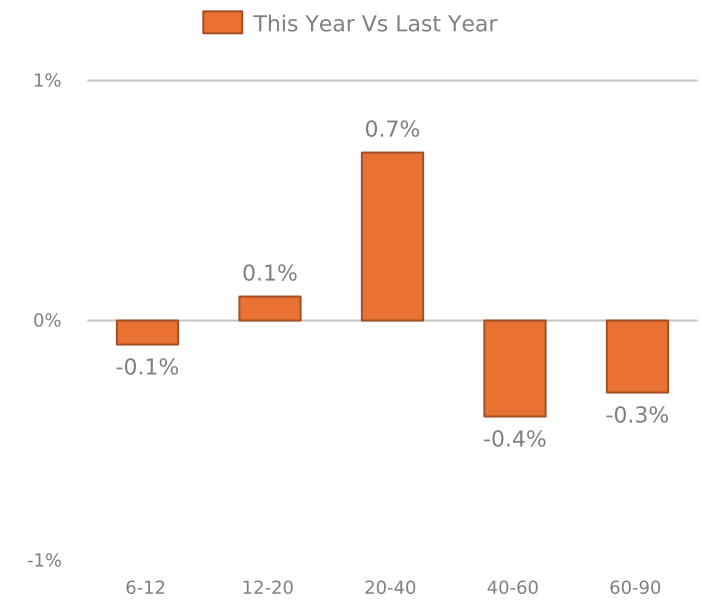


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Crawley town centre has decreased from 194806 in September 2023 to 194299 in September 2024. The proportion of visitors residing within 3 miles has fallen from 40.17% (Fig . 12) in August 2024 to 35.78% in September 2024.

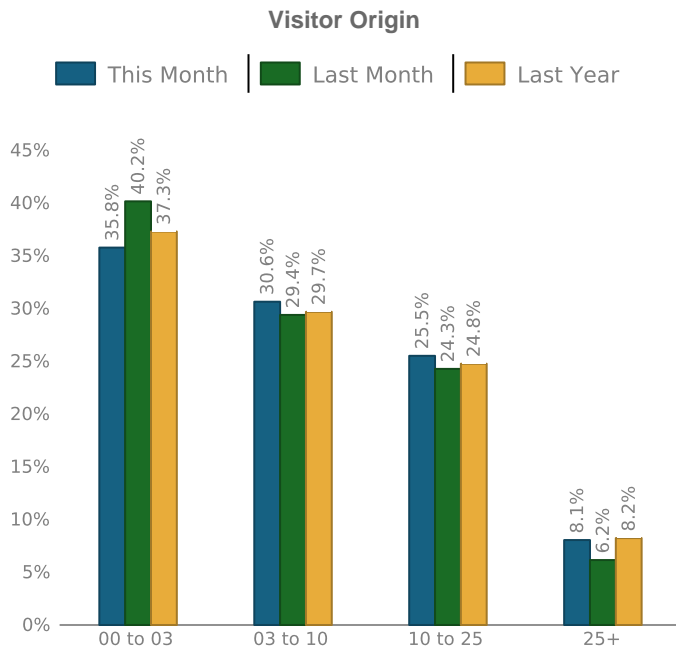


Fig.10 % volume of visitors by origin distance (miles)

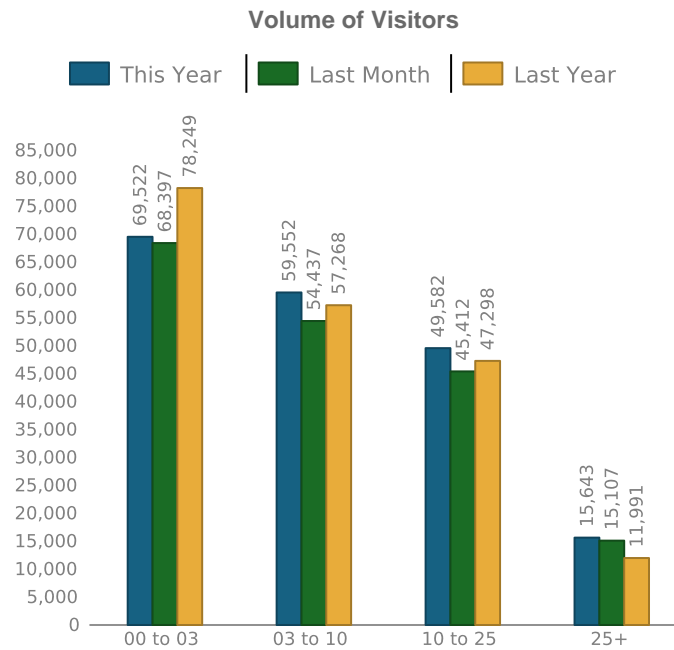


Fig.11 Volume of visitors by origin distance (miles)

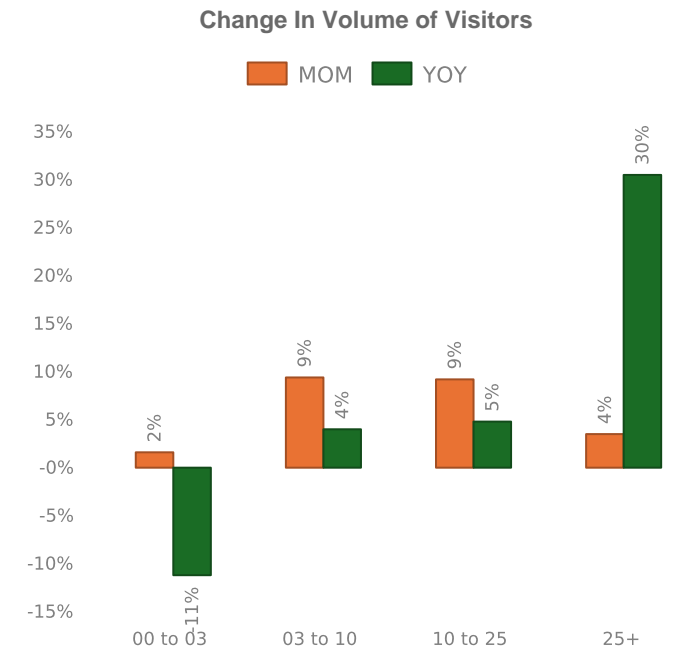


Fig.12 % of visitors by visitor origin distance (miles)

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Where do visitors with the highest spend potential come from?

RH10 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 8494 in September 2024.

Postcode RH1 (Fig. 14) has the largest number of potential high spend visitors totalling 14317.

Currently 14317 high spend visitors are from this postcode. In September 2024 26% of all visitors to Crawley were classified as high spend potential, 55% medium and 19% low spend potential.

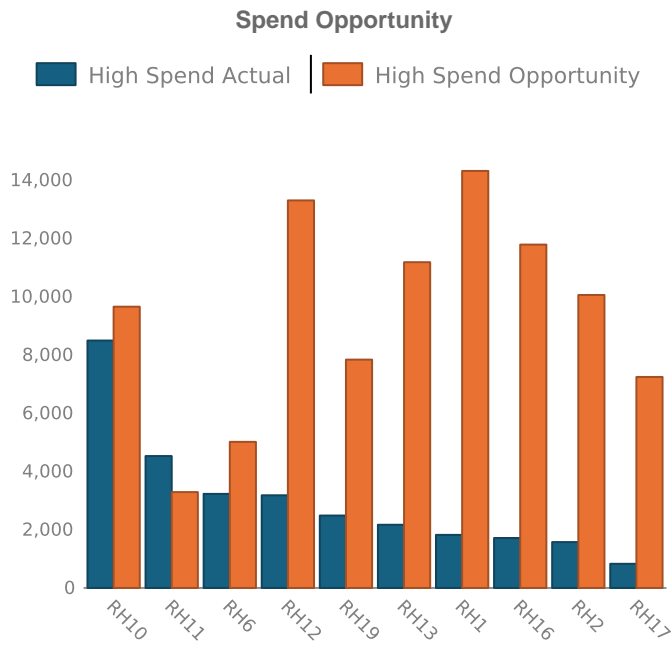


Fig.13 Visitors by postcode district

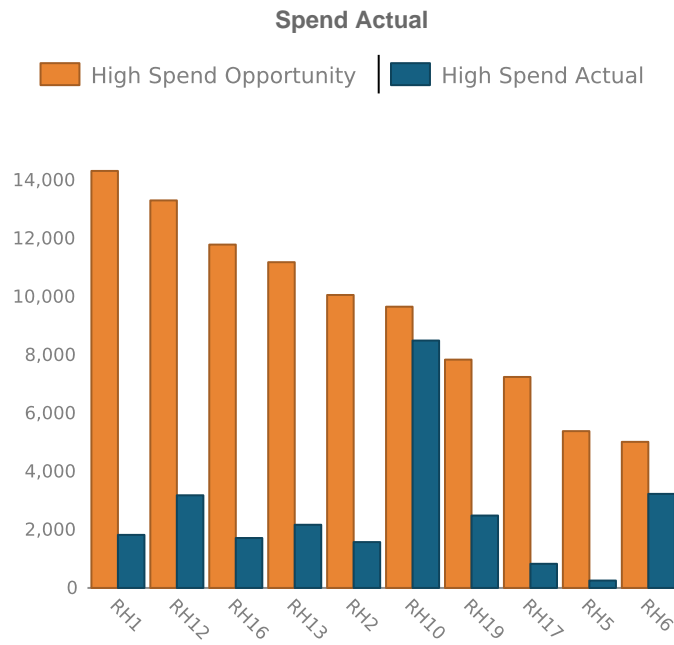


Fig.14 Visitors by postcode district

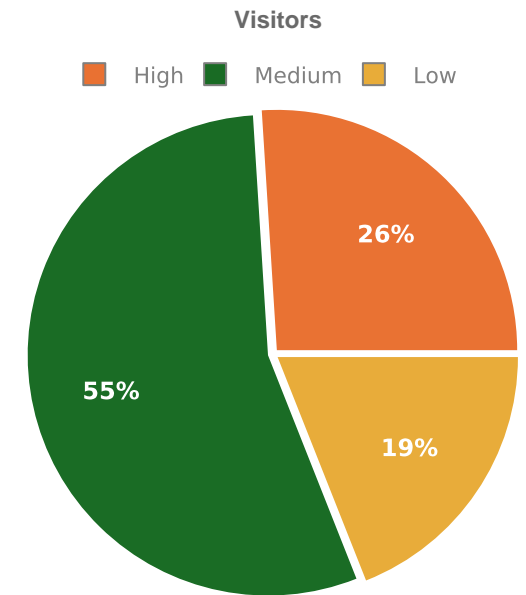


Fig.15 % of visitors by visitor origin distance