Monthly Performance Report

Crawley

March 2023

Town Monthly Footfall: March 2023

+20%	Feb 23	Mar 23	Variance	Mth on Mth Growth
	1,056,757	1,269,169	212,412	+20%
Month on Month				

Mar 23 Ave	Average Foofall Per Hour	Average Foofall Per Day
	3,412	40,941

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Unique Visitors to Towns

+48%

Month on Month

	Feb 23	Mar 23	Variance	Growth
	171,457	254,283	82,825	+48%

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	59%	150,360	+95%
District	38	20%	51,870	-8%
Region	104	13%	32,877	+40%

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

	+14% Variance Month on Month		Feb 23	Mar 23	Variance	% Mth on Mth change	% Yr on Y
		Catchment Population	1,090,382	1,419,041	328,659	+30%	+77%
		% of Catchment Population Visiting	16%	18%	2%	+14%	-25%

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

<table>
<tr><td rowspan="3" style="font-size:2em">+29%

60 - 90 Minutes
Most Improved
Dwell Time</td><td>Dwell Time (minutes)</td><td>% Visits Feb 23</td><td>% Visits Mar 23</td><td>Variance Mth on Mth</td><td>Dwell Time (minutes)</td><td>% Visits Feb 23</td><td>% Visits Mar 23</td><td>Vari Mth</td></tr>
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Dwell Time (minutes)	% Visits Feb 23	% Visits Mar 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Feb 23	% Visits Mar 23	Vari Mth
6 - 12	9%	8%	-1%	40 - 60	23%	24%	+1%
12 - 20	11%	10%	-1%	60 - 90	32%	34%	+2%
20 - 40	25%	24%	-1%				

Demographics

	Core	AB 28%	C1 35%	C2 20%	DE 17
0.1% AB Month on Month	District	AB 27%	C1 35%	C2 19%	DE 19
	Core+District	AB 28%	C1 35%	C2 19%	DE 18
	Mth on Mth Variance	AB +0.1%	C1 +0.1%	C2 -0.2%	DE +0

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Average Dwell

-0.0% Month on Month	Feb 23 01:27:02	Mar 23 01:27:00	Variance -00:00:02	Growth -0.0%

Average Visit Frequency

22.1% Month on Month	Feb 23 3	Mar 23 3	Variance 1	Growth 22.1%

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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.

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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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To request your login details please contact:

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.