Monthly Performance Report

Crawley

May 2023

Place Informatics

Town Monthly Footfall: May 2023

+1%	Apr 23	May 23	Variance	Mth on Mth Growth
	1,152,551	1,167,022	14,471	+1%
Month on Month				
	May 23 Ave	Average Footfall Per Hour	Average Footfall Per Day	
		3,137	37,646	

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Unique Visitors to Towns

	Apr 23	May 23	Variance	Growth
-10%	219,759	196,865	-22,895	-10%

Month on Month

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	60%	117,254	-13%
District	31	20%	39,941	-18%
Region	85	17%	33,446	+12%

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

+23%		Apr 23	May 23	Variance	% Mth on Mth change	% Yr on Y...
	Catchment Population	1,252,090	905,216	-346,874	-27%	+14%
Variance Month on Month	% of Catchment Population Visiting	18%	22%	4%	+23%	-15%

Catchment population: Aggregated population of all postcodes where 3% or more of the population visit the site

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		Apr 23	May 23	Variance	% Mth on Mth change	% Yr on Y...
	Catchment Population	1,252,090	905,216	-346,874	-27%	+14%

% of Visits by Dwell Time

<big>+12%</big>

60 - 90 Minutes
Most Improved
Dwell Time

Dwell Time (minutes)	% Visits Apr 23	% Visits May 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Apr 23	% Visits May 23	Variance Mth
6 - 12	8%	8%	0%	40 - 60	24%	24%	0%
12 - 20	10%	10%	0%	60 - 90	32%	33%	+1%
20 - 40	25%	25%	0%				

Demographics

<big>0.7%</big>

AB Month on
Month

	AB	C1	C2	DE
Core	26%	35%	21%	18
District	29%	34%	20%	16
Core+District	28%	34%	21%	17
Mth on Mth Variance	+0.7%	-0.3%	-0.4%	+0

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Average Dwell

0.5%	Apr 23	May 23	Variance	Growth
Month on Month	01:26:41	01:27:09	00:00:28	0.5%

Average Visit Frequency

1.3%	Apr 23	May 23	Variance	Growth
Month on Month	2	2	0	1.3%

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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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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.