



Place Informatics



Monthly Performance Report

Crawley

February 2023

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Town Monthly Footfall: February 2023

<h2>-12%</h2>	Jan 23	Feb 23	Variance	Mth on Mth Growth
	1,198,888	1,056,757	-142,131	-12%
<h3>Month on Month</h3>	Feb 23 Ave	Average Footfall Per Hour 3,145	Average Footfall Per Day 37,741	



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Unique Visitors to Towns



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<h1 style="font-size: 2em; margin: 0;">-28%</h1> <p style="margin: 0;">Month on Month</p>	<table border="0"> <tr> <td>Jan 23</td> <td>Feb 23</td> <td>Variance</td> <td>Growth</td> </tr> <tr> <td>238,593</td> <td>171,457</td> <td style="color: red;">-67,136</td> <td style="color: red;">-28%</td> </tr> </table>	Jan 23	Feb 23	Variance	Growth	238,593	171,457	-67,136	-28%														
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238,593	171,457	-67,136	-28%																				
<p>Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall</p>																							
<p>Where unique visitors originate from by catchment area</p> <table border="1"> <thead> <tr> <th>Catchment Area</th> <th>Postcodes</th> <th>% Unique Visitors</th> <th>Nº Unique Visitors</th> <th>% Mthly change</th> </tr> </thead> <tbody> <tr> <td>Core</td> <td>4</td> <td>45%</td> <td>76,951</td> <td style="color: red;">-48%</td> </tr> <tr> <td>District</td> <td>38</td> <td>33%</td> <td>56,488</td> <td style="color: green;">+9%</td> </tr> <tr> <td>Region</td> <td>67</td> <td>14%</td> <td>23,492</td> <td style="color: red;">-1%</td> </tr> </tbody> </table> <p>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.</p> <p>Core: 15%+ District: 3% to 14.9% Region : 0.5% to 2.9%</p>				Catchment Area	Postcodes	% Unique Visitors	Nº Unique Visitors	% Mthly change	Core	4	45%	76,951	-48%	District	38	33%	56,488	+9%	Region	67	14%	23,492	-1%
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Catchment

-3%

Variance Month on Month

	Jan 23	Feb 23	Variance	% Mth on Mth change	% Yr on Yr
Catchment Population	1,459,860	1,090,382	-369,478	-25%	+25%
% of Catchment Population Visiting	16%	16%	0%	-3%	-33%

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



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+3%

12 - 20 Minutes
Most Improved
Dwell Time

Dwell Time (minutes)	% Visits	% Visits	Variance	Dwell Time (minutes)	% Visits	% Visits	Vari:
	Jan 23	Feb 23	Mth on Mth		Jan 23	Feb 23	
6 - 12	8%	9%	+1%	40 - 60	23%	23%	0%
12 - 20	10%	11%	+1%	60 - 90	33%	32%	-1%
20 - 40	25%	25%	0%				

Demographics

-0.2%

AB Month on
Month

	AB	C1	C2	DE
Core	22%	35%	22%	21%
District	28%	35%	19%	18%
Core+District	27%	35%	20%	18%
Mth on Mth Variance	-0.2%	-0.3%	+0%	+0.5%

Average Dwell

-1.1% Month on Month	Jan 23	Feb 23	Variance	Growth
	01:28:00	01:27:02	-00:00:58	-1.1%



Average Visit Frequency

-0.4% Month on Month	Jan 23	Feb 23	Variance	Growth
	3	3	0	-0.4%

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Glossary



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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	<p>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.</p> <p><u>Category</u> <u>Percentage of postcode population visiting the town centre</u></p> <p>Core: 15% District: 3% to 14.9% Region: 0.5% to 2.9%</p>															
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	<p>% 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.</p> <table border="1"> <thead> <tr> <th><u>Social Grade</u></th> <th><u>Description</u></th> <th><u>% Population</u></th> </tr> </thead> <tbody> <tr> <td>AB:</td> <td>Higher & Intermediate Manager</td> <td>22</td> </tr> <tr> <td>C1:</td> <td>Supervisory, Junior Managerial, Administrative</td> <td>31</td> </tr> <tr> <td>C2:</td> <td>Skilled Manual Occupations</td> <td>21</td> </tr> <tr> <td>DE:</td> <td>Semi-skilled, Unskilled, Unemployed</td> <td>26</td> </tr> </tbody> </table>	<u>Social Grade</u>	<u>Description</u>	<u>% Population</u>	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

PlaceInformatics.com

Place Informatics provides footfall and behaviour insight for town centres, retail parks, shopping centres, leisure parks and outlet parks.

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