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# Monthly Performance Report

**Crawley**

**June 2023**

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# Town Monthly Footfall: June 2023

<b>-1%</b>	May 23	Jun 23	Variance	Mth on Mth Growth
	1,167,022	1,159,083	-7,939	-1%
Month on Month	Jun 23 Ave	Average Footfall Per Hour	Average Footfall Per Day	
		3,220	38,636	



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## Unique Visitors to Towns



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# +1%

Month on  
Month

May 23	Jun 23	Variance	Growth
196,865	198,839	1,975	+1%

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	Nº Unique Visitors	% Mthly change
Core	10	60%	118,726	+1%
District	32	22%	43,347	+9%
Region	62	14%	28,547	-15%

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%

## Catchment



**-8%**

Variance Month on Month

	May 23	Jun 23	Variance	% Mth on Mth change	% Yr on Yr
Catchment Population	905,216	1,004,324	99,108	+10%	+59%
% of Catchment Population Visiting	22%	20%	-1%	-8%	-23%

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

**+11%**

60 - 90 Minutes  
Most Improved  
Dwell Time

Dwell Time (minutes)	% Visits May 23	% Visits Jun 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits May 23	% Visits Jun 23	Vari:
6 - 12	8%	7%	-1%	40 - 60	24%	24%	0%
12 - 20	10%	10%	0%	60 - 90	33%	35%	+2%
20 - 40	25%	24%	-1%				



## Demographics

**0.1%**

AB Month on  
Month

	AB	C1	C2	DE
Core	27%	34%	21%	18%
District	30%	34%	19%	16%
Core+District	29%	34%	20%	17%
Mth on Mth Variance	+0.1%	+0%	-0.2%	+0%

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## Average Dwell

<b>0.7%</b> Month on Month	May 23	Jun 23	Variance	Growth
	01:27:09	01:27:44	00:00:35	0.7%



## Average Visit Frequency

<b>7.4%</b> Month on Month	May 23	Jun 23	Variance	Growth
	2	2	0	7.4%

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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	<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%</p> <p>District: 3% to 14.9%</p> <p>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 &amp; 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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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.

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