

# Monthly Performance Report

Place Informatics

April 2023

Watford



#### **Town Monthly Footfall: April 2023**

-3%	Mar 23 1,060,049	Apr 23 1,026,468	Variance -33,581	Mth on Mth Growth $-3\%$
Month on Month	Apr 23 Ave	Average Footfall Per Ho 2,851	ur Average Foot 34,216	fall Per Day



#### **Unique Visitors to Towns**

-17%	Mar 23 308,435	Apr 23 <b>256,03</b> 0	Varian -52,4		rowth 17%		
Month on Month	Unique Visitor = On times which is calcul	e person visiting the site during the month. A unique visitor can visit multiple lated as footfall					
	Where unique visitors originate from by catchment area						
	Catchment Area	Postcodes	% Unique Visitors	№ Unique Visitors	% Mthly change		
	Core	14	48%	123,067	-15%		
	District	35	27%	69,858	-2%		
	Region	130	21%	53,695	-16%		
	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%	Catchment Population	Mar 23 1,615,963	Apr 23 1,472,632	Variance -143,331	% Mth on Mth change $-8\%$	% Yr on Yr change -23%
Variance Month on	% of Catchment Population Visiting	19%	17%	-1%	-8%	-5%
Month	Catchment population: Aggregated site	l population o	f all postcodes	where 3% or	r more of the populatio	on visit the retail

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Page 3



#### % of Visits by Dwell Time

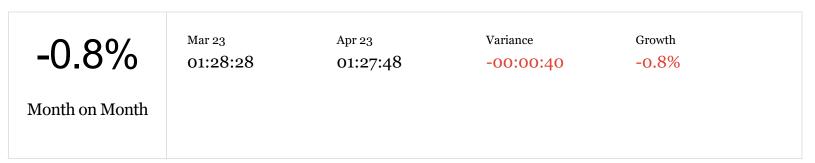
+1%	Dwell Time (minutes)	% Visits Mar 23	% Visits Apr 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Mar 23	% Visits Apr 23	Variance Mth on Mth
6 - 12 Minutes	6 - 12	8%	8%	0%	40 - 60	24%	24%	0%
Most Improved	12 - 20	10%	10%	0%	60 - 90	34%	34%	0%
Dwell Time	20 - 40	24%	25%	+1%				

## **Demographics**

-0.2%	Core District	<sup>AB</sup> 32% <sup>AB</sup> 31%	<sup>C1</sup> 33% <sup>C1</sup> 33%	<sup>C2</sup> 18% <sup>C2</sup> 17%	<sup>DE</sup> 17% <sup>DE</sup> 19%
AB Month on	Core+District	<sup>AB</sup> 31%	<sup>C1</sup> 33%	<sup>C2</sup> 18%	<sup>DE</sup> 19%
Month	Mth on Mth Variance	AB -0.2%	<sup>C1</sup> -0.1%	<sup>C2</sup> +0.2%	DE +0.1%



### Average Dwell



#### **Average Visit Frequency**

-24.3%	Mar 23	Apr 23	Variance	Growth
	3	<b>2</b>	-1	-24.3%
Month on Month				



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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	visiting the retail site e.g. a postcode where 17% of during the month will be classified as part of the	e catchment area categories are calculated based on the % of the postcode population the retail site e.g. a postcode where 17% of the postcode population visit the site the month will be classified as part of the Core postcode catchment area. <u>Percentage of postcode population visiting the town centre</u> 15% 3% to 14.9%			
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 or occupation, employment status, qualification and full/part time not working.Social GradeDescriptionSocial GradeDescriptionAB:Higher & Intermediate Manager22C1:Supervisory, Junior Managerial, Administrative31C2:Skilled Manual Occupations21DE:Semi-skilled, Unskilled, Unemployed26				



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