



# Monthly Performance Report

**Watford**

**August 2023**

Place Informatics



## Town Monthly Footfall: August 2023

<p><b>-4.8%</b></p> <p>Aug Year on Year</p>		<b>Aug 23</b>	<b>Aug 22</b>	<b>% Change</b>
	Footfall YTD	7,977,802	7,782,403	+2.5%
	Footfall Month	939,579	986,479	-4.8%
		<b>Average Footfall Per Hour</b>	<b>Average Footfall Per Day</b>	
	<b>Aug 23 Ave</b>	2,526	30,309	

## Footfall Monthly Year-To-Date

<p><b>+2.5%</b></p> <p>YTD Year on Year</p>	<b>YTD</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>
	2023	1,004,698	1,982,168	2,991,613	3,983,851	5,024,093	6,051,903
	2022	913,062	1,853,963	2,815,608	3,786,642	4,780,273	5,771,794
	% Change	+10.0%	+6.9%	+6.2%	+5.2%	+5.1%	+4.8%
	<b>YTD</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
	2023	7,038,223	7,977,802				
	2022	6,795,924	7,782,403	8,791,966	9,809,790	10,848,953	11,846,759
	% Change	+3.6%	+2.5%				



Place Informatics



## Unique Visitors to Towns

<h1>+0.0%</h1> <p>Aug Year on Year</p>		<b>Aug 23</b>	<b>Aug 22</b>	<b>% Change</b>	
	Unique Visitors YTD	2,287,374	2,425,937	-5.7%	
	Unique Visitors Month	342,056	341,980	+0.0%	
<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>					
	<b>Catchment Area</b>	<b>Postcodes</b>	<b>% Unique Visitors</b>	<b>Nº Unique Visitors</b>	<b>% Mthly change</b>
	Core	14	38%	129,836	+28%
	District	42	25%	85,175	+1%
	Region	276	24%	81,366	+12%
<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>					



Place Informatics



## Unique Visitors Monthly Year-To-Date

<p><b>-5.7%</b></p> <p>YTD Year on Year</p>	<b>YTD</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>
	2023	250,541	471,992	769,997	1,024,490	1,340,823	1,630,17
	2022	351,942	683,757	1,003,927	1,357,800	1,591,594	1,807,11
	% Change	-28.8%	-31.0%	-23.3%	-24.6%	-15.8%	-9.8%
	<b>YTD</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
	2023	1,945,318	2,287,374				
	2022	2,083,957	2,425,937	2,737,019	3,065,678	3,411,722	3,703,45
	% Change	-6.7%	-5.7%				

## Catchment



<p><b>+0%</b></p> <p>Variance Month on Month</p>		<b>Jul 23</b>	<b>Aug 23</b>	<b>Variance</b>	<b>% Mth on Mth change</b>	<b>% Yr on Yr</b>
	Catchment Population	1,453,911	1,569,230	115,319	+7%	-5%
	% of Catchment Population Visiting	22%	22%	+0%	+0%	+6%
	Catchment population: Aggregated population of all postcodes where 3% or more of the population visit the site					

Place Informatics



## % of Visits by Dwell Time

<p><b>+5%</b></p> <p>60 - 90 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)	% Visits Jul 23	% Visits Aug 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Jul 23	% Visits Aug 23	Var Mth
	6 - 12	8%	7%	-1%	40 - 60	24%	24%	0%
	12 - 20	10%	10%	0%	60 - 90	35%	35%	0%
	20 - 40	24%	24%	0%				

## Demographics

<p><b>0.0%</b></p> <p>AB Month on Month</p>		AB	C1	C2	DE
	Core	34%	33%	17%	16%
	District	30%	33%	18%	19%
	Core+District	31%	33%	18%	19%
	Mth on Mth Variance	0.0%	0.0%	-0.2%	+0.2%



Place Informatics



## Average Dwell

<b>-0.2%</b> Month on Month	<b>Jul 23</b> 01:28:43	<b>Aug 23</b> 01:28:30	<b>Variance</b> -00:00:13	<b>Growth</b> -0.2%
--------------------------------	---------------------------	---------------------------	------------------------------	------------------------

## Average Visit Frequency

<b>+3.4%</b> Month on Month	<b>Jul 23</b> 2.04	<b>Aug 23</b> 2.11	<b>Variance</b> 0.07	<b>Growth</b> +3.4%
--------------------------------	-----------------------	-----------------------	-------------------------	------------------------



Place Informatics



## 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
<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														





## Visit [TownandPlace.AI](#) to view your site dashboard.

Our behaviour insight platforms include:

**[TownandPlace.AI](#) - 3,500+ Town Centres**

**[RetailSites.AI](#) - 3,000+ Retail, Leisure, Outlet and Shopping Centres**

To request your login details please contact:

**[clive@placeinformatics.com](mailto:clive@placeinformatics.com)**

**[PlaceInformatics.com](#)**

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.

Place Informatics

