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# Monthly Performance Report

**Watford**

**December 2023**

## Town Monthly Footfall: December 2023

<h1 style="margin: 0;">-4.9%</h1> <p style="margin: 0;">Dec Year on Year</p>		<b>Dec 23</b>	<b>Dec 22</b>	<b>% Change</b>
	Footfall YTD	11,838,917	11,846,759	-0.1%
	Footfall Month	948,598	997,806	-4.9%
		<b>Average Footfall Per Hour</b>	<b>Average Footfall Per Day</b>	
	<b>Dec 23 Ave</b>	2,550	30,600	

## Footfall Monthly Year-To-Date

<h1 style="margin: 0;">-0.1%</h1> <p style="margin: 0;">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	8,980,461	9,927,572	10,890,319	11,838,917
	2022	6,795,924	7,782,403	8,791,966	9,809,790	10,848,953	11,846,759
	% Change	+3.6%	+2.5%	+2.1%	+1.2%	+0.4%	-0.1%



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## Unique Visitors to Towns

<h1 style="font-size: 2em; margin: 0;">-6.5%</h1> <p>Dec Year on Year</p>	<b>Dec 23</b>	<b>Dec 22</b>	<b>% Change</b>		
	Unique Visitors YTD	3,408,509	3,703,459	-8.0%	
	Unique Visitors Month	272,710	291,737	-6.5%	
<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	10	32%	86,304	+14%
	District	36	25%	68,364	+12%
	Region	244	25%	68,705	+28%
<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>					



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## Unique Visitors Monthly Year-To-Date

<p><b>-8.0%</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	2,616,096	2,902,192	3,135,799	3,408,50
	2022	2,083,957	2,425,937	2,737,019	3,065,678	3,411,722	3,703,45
	% Change	-6.7%	-5.7%	-4.4%	-5.3%	-8.1%	-8.0%

## Catchment



<p><b>+11%</b></p> <p>Variance Month on Month</p>		<b>Nov 23</b>	<b>Dec 23</b>	<b>Variance</b>	<b>% Mth on Mth change</b>	<b>% Yr on Yr</b>
	Catchment Population	1,208,082	1,262,525	54,443	+4%	-21%
	% of Catchment Population Visiting	19%	22%	+2%	+11%	+18%
	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

<p><b>+8%</b></p> <p>60 - 90 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)			Dwell Time (minutes)			
	% Visits	% Visits	Variance	% Visits	% Visits	Var	
	Nov 23	Dec 23	Mth on Mth	Nov 23	Dec 23	Mth	
	6 - 12	8%	7%	-1%	40 - 60	24%	24%
12 - 20	10%	10%	0%	60 - 90	34%	35%	+1%
20 - 40	25%	24%	-1%				

## Demographics

<p><b>+0.3%</b></p> <p>AB Month on Month</p>					
		AB	C1	C2	DE
	Core	31%	33%	19%	17%
	District	32%	32%	17%	18%
	Core+District	32%	33%	18%	18%
Mth on Mth Variance	+0.3%	0.0%	-0.2%	-0.2%	



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## Average Dwell

<b>0.0%</b> Month on Month	<b>Nov 23</b> 01:29:31	<b>Dec 23</b> 01:29:31	<b>Variance</b> 0	<b>Growth</b> 0.0%

## Average Visit Frequency

<b>-12.0%</b> Month on Month	<b>Nov 23</b> 2.33	<b>Dec 23</b> 2.05	<b>Variance</b> -0.28	<b>Growth</b> -12.0%



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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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