



Place Informatics



Monthly Performance Report

Watford

February 2023

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Town Monthly Footfall: February 2023

-10% Month on Month	Jan 23	Feb 23	Variance	Mth on Mth Growth
	1,068,211	961,564	-106,647	-10%
	Feb 23 Ave	Average Footfall Per Hour	Average Footfall Per Day	
		2,862	34,342	

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Unique Visitors to Towns

-27%

Month on Month

Jan 23	Feb 23	Variance	Growth
249,126	181,068	-68,058	-27%

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	38%	67,974	-43%
District	26	29%	51,699	-22%
Region	104	21%	38,451	-6%

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%

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Catchment

-6%

Variance Month on Month

	Jan 23	Feb 23	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	1,375,693	1,062,128	-313,565	-22%	-49%
% of Catchment Population Visiting	18%	17%	-1%	-6%	+8%

Catchment population: Aggregated population of all postcodes where 3% or more of the population visit the retail site

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% of Visits by Dwell Time

<p>+4%</p> <p>6 - 12 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)			Dwell Time (minutes)			
	% Visits	% Visits	Variance	% Visits	% Visits	Variance	
	Jan 23	Feb 23	Mth on Mth	Jan 23	Feb 23	Mth on Mth	
	6 - 12	8%	9%	+1%	40 - 60	24%	23%
12 - 20	10%	11%	+1%	60 - 90	33%	31%	-2%
20 - 40	25%	25%	0%				

Demographics

<p>-0.6%</p> <p>AB Month on Month</p>	Core	AB 31%	C1 33%	C2 19%	DE 17%
	District	AB 31%	C1 33%	C2 18%	DE 19%
	Core+District	AB 31%	C1 33%	C2 18%	DE 18%
	Mth on Mth Variance	AB -0.6%	C1 +0.1%	C2 +0.1%	DE +0.5%

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Average Dwell

-4.9% Month on Month	Jan 23	Feb 23	Variance	Growth
	01:29:02	01:24:39	-00:04:23	-4.9%

Average Visit Frequency

-2.1% Month on Month	Jan 23	Feb 23	Variance	Growth
	2	2	0	-2.1%

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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: 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 & 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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