

Monthly Performance Report

Place Informatics

February 2023

Watford



Town Monthly Footfall: February 2023

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



Unique Visitors to Towns

-27%	Jan 23 249,126	Feb 23 181,068	Variance -68,05	Growtl 8 -27%		
Month on Month	Unique Visitor = On times which is calcul	ne site during the month.	A unique visitor can visit	multiple		
	Where unique visitors	originate from by ca	tchment area			
	Catchment Area	Postcodes	% Unique Visitors	№ 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%					

Catchment

-6%	Catchment Population	Jan 23 1,375,693	Feb 23 1,062,128	Variance -313,565	% Mth on Mth change	% Yr on Yr change -49%
Variance Month on Month	% of Catchment Population Visiting	18%	17%	-1%	-6%	+8%
	Catchment population: Aggregated site	l population o	f all postcodes	where 3% or	more of the populatio	on visit the retail

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% of Visits by Dwell Time

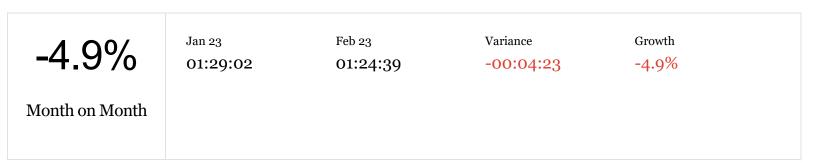
+4%	Dwell Time (minutes)	% Visits Jan 23	% Visits Feb 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Jan 23	% Visits Feb 23	Variance Mth on Mth
6 - 12 Minutes	6 - 12	8%	9%	+1%	40 - 60	24%	23%	-1%
Most Improved	12 - 20	10%	11%	+1%	60 - 90	33%	31%	-2%
Dwell Time	20 - 40	25%	25%	0%				

Demographics

-0.6%	Core District	^{AB} 31% ^{AB} 31%	^{C1} 33% ^{C1} 33%	^{C2} 19% ^{C2} 18%	^{DE} 17% ^{DE} 19%
AB Month on	Core+District	^{AB} 31%	^{C1} 33%	^{C2} 18%	^{DE} 18%
Month	Mth on Mth Variance	AB -0.6%	C1 +0.1%	^{C2} +0.1%	DE +0.5%
					-



Average Dwell



Average Visit Frequency

-2.1%	Jan 23	Feb 23	Variance	Growth
	2	2	<mark>O</mark>	-2.1%
Month on Month				



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Glossary

Unique Visitor	A person can only be a unique visitor once in a de	afined time period e.g. once in a month				
-	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	Postcode catchment area categories are calculated based on the % of the postcode populationvisiting the retail site e.g. a postcode where 17% of the postcode population visit the siteduring the month will be classified as part of the Core postcode catchment area.CategoryPercentage of postcode population visiting the town centreCore: 15%District: 3% to 14.9%Region: 0.5% to 2.9%					
Postcode Catchment Population	Aggregated postcode populations for all Core and catchment area e.g. WA15: 30,000 population, M 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 classgrade classifications are published by Office for Noccupation, employment status, qualification andSocial GradeDescriptionAB:Higher & Intermediate ManagerC1:Supervisory, Junior Managerial, AdministrationC2:Skilled Manual OccupationsDE:Semi-skilled, Unskilled, Unemployed	Vational Statistics (ONS) and are based on 1 full/part time not working. <u>% Population</u> 22				



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Our behaviour insight platforms include:

TownandPlace.Al - 3,500+ Town Centres

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To request your login details please contact:

clive@placeinformatics.com

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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.