

Monthly Performance Report

Watford

January 2023





Town Monthly Footfall: January 2023

-6%

Dec 22 1,138,737 Jan 23

Variance

Mth on Mth Growth

1,068,211

-70,526

-6%

Month on Month

Jan 23 Ave

2,872

34,458

Place Informatics



% Mthly

change

-12%



Unique Visitors to Towns

-15%

Core

Jan 23

Variance

Growth

Dec 22 291,737

249,126

-42,611

-15%

Month on Month

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 % Unique Visitors Catchment Area Postcodes

118,395 48%

Nº Unique Visitors

15 District 27% -20% 66,150 31

Region 108 16% -19% 40,943

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.

District: 3% to 14.9% Region: 0.5% to 2.9% Core: 15%+



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Catchment

+0%

Variance Month on Month

Dec 22 Jan 23 Variance % Mth on Mth change % Yr on Yr change Catchment Population 1,602,617 1,375,693 -226,924 -14% -39%

% of Catchment Population Visiting 18% 18% 0% +0% +16%

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

+0%

40 - 60 Minutes Most Improved Dwell Time

Dwell Time (minutes)	% Visits Dec 22	% Visits Jan 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Dec 22	% Visits Jan 23	Variance Mth on Mth
6 - 12	8%	8%	0%	40 - 60	23%	24%	+1%
12 - 20	10%	10%	0%	60 - 90	34%	33%	-1%
20 - 40	24%	25%	+1%				

Demographics

-0.2%

AB Month on Month

Core	
District	
Core+District	
Mth on Mth Variance	





Average Dwell

-1.5%

Dec 22 **01:30:21** Jan 23 01:29:02 Variance

-00:01:19

Growth **-1.5**%

Month on Month

Place Informatics

Average Visit Frequency

-6.6%

Dec 22

Jan 23

2

Variance O Growth -6.6%

Month on Month





Glossary

Postcodes

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	Postcode catchment area categories are calculated based on the % of the postcode popula

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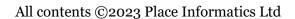
<u>Category</u> <u>Percentage of postcode population visiting the town centre</u>

Core: 15%

District: 3% to 14.9% Region: 0.5% to 2.9%

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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 on occupation, employment status, qualification and full/part time not working.				
	Social Grade	<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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To request your login details please contact:

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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.