



Place Informatics



Monthly Performance Report

Watford

January 2024

Town Monthly Footfall: January 2024

<h1 style="margin: 0;">-0.5%</h1> <p style="margin: 0;">Jan Year on Year</p>		Jan 24	Jan 23	% Change
	Footfall YTD	999,822	1,004,698	-0.5%
	Footfall Month	999,822	1,004,698	-0.5%
		Average Footfall Per Hour	Average Footfall Per Day	
	Jan 24 Ave	2,688	32,252	

Footfall Monthly Year-To-Date

<h1 style="margin: 0;">-0.5%</h1> <p style="margin: 0;">YTD Year on Year</p>	YTD	Jan	Feb	Mar	Apr	May	Jun
	2024	999,822					
	2023	1,004,698	1,982,168	2,991,613	3,983,851	5,024,093	6,051,903
	% Change	-0.5%					
	YTD	Jul	Aug	Sep	Oct	Nov	Dec
	2024						
	2023	7,038,223	7,977,802	8,980,461	9,927,572	10,890,319	11,838,917
	% Change						



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Unique Visitors to Towns

+29.8%

Jan Year on Year

	Jan 24	Jan 23	% Change
Unique Visitors YTD	325,230	250,541	+29.8%
Unique Visitors Month	325,230	250,541	+29.8%

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	12	32%	104,636	+21%
District	51	27%	88,890	+30%
Region	270	22%	73,136	+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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Unique Visitors Monthly Year-To-Date

<h1>+29.8%</h1> <p>YTD Year on Year</p>	YTD	Jan	Feb	Mar	Apr	May	Jun
	2024	325,230					
	2023	250,541	471,992	769,997	1,024,490	1,340,823	1,630,17
	% Change	+29.8%					
	YTD	Jul	Aug	Sep	Oct	Nov	Dec
	2024						
	2023	1,945,318	2,287,374	2,616,096	2,902,192	3,135,799	3,408,50
	% Change						

Catchment



<h1>-9%</h1> <p>Variance Month on Month</p>		Dec 23	Jan 24	Variance	% Mth on Mth change	% Yr on Yr
	Catchment Population	1,262,525	1,668,698	406,173	+32%	+19%
	% of Catchment Population Visiting	22%	20%	-2%	-9%	+8%
	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>+2%</p> <p>40 - 60 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)			Dwell Time (minutes)				
	% Visits Dec 23	% Visits Jan 24	Variance Mth on Mth	% Visits Dec 23	% Visits Jan 24	Var Mth		
	6 - 12	7%	7%	0%	40 - 60	24%	24%	0%
	12 - 20	10%	10%	0%	60 - 90	35%	35%	0%
20 - 40	24%	24%	0%					

Demographics

<p>-0.4%</p> <p>AB Month on Month</p>	AB	C1	C2	DE	
	Core	31%	33%	19%	17%
	District	31%	32%	17%	19%
	Core+District	31%	33%	17%	19%
	Mth on Mth Variance	-0.4%	-0.1%	+0.3%	+0.2%



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Average Dwell

+2.2% Month on Month	Dec 23 01:29:31	Jan 24 01:31:32	Variance 00:02:01	Growth +2.2%

Average Visit Frequency

+8.8% Month on Month	Dec 23 2.05	Jan 24 2.23	Variance 0.18	Growth +8.8%



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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	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. <u>Category Percentage of postcode population visiting the town centre</u> Core: 15% District: 3% to 14.9% Region: 0.5% to 2.9%
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. <u>Social Grade Description % 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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