Monthly Performance Report

Watford

June 2023

Town Monthly Footfall: June 2023

-3% Month on Month	May 23 1,041,326	Jun 23 1,005,484	Variance -35,842	Mth on Mth Growth -3%
	Jun 23 Ave	Average Footfall Per Hour 2,793	Average Footfall Per Day 33,516	

Place Informatics

Unique Visitors to Towns

	May 23	Jun 23	Variance	Growth
+3%	242,792	249,641	6,849	+3%

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

Catchment Area	Postcodes	% Unique Visitors	№ Unique Visitors	% Mthly change
Core	13	44%	109,698	-3%
District	43	33%	83,260	+17%
Region	115	19%	46,431	-1%

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

	May 23	Jun 23	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	1,502,269	1,605,250	102,981	+6%	+50%
% of Catchment Population Visiting	16%	16%	0%	-3%	-22%

-3%

Variance Month on Month

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

Place Informatics

% of Visits by Dwell Time

Place Informatics

<table>
<tr><td rowspan="2">+7%

40 - 60 Minutes
Most Improved
Dwell Time</td><td>Dwell Time (minutes)</td><td>% Visits May 23</td><td>% Visits Jun 23</td><td>Variance Mth on Mth</td><td>Dwell Time (minutes)</td><td>% Visits May 23</td><td>% Visits Jun 23</td><td>Variance Mth on Mth</td></tr>
<tr><td>6 - 12</td><td>8%</td><td>7%</td><td>-1%</td><td>40 - 60</td><td>23%</td><td>24%</td><td>+1%</td></tr>
<tr><td></td><td>12 - 20</td><td>10%</td><td>10%</td><td>0%</td><td>60 - 90</td><td>35%</td><td>35%</td><td>0%</td></tr>
<tr><td></td><td>20 - 40</td><td>25%</td><td>24%</td><td>-1%</td><td></td><td></td><td></td><td></td></tr>
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Demographics

		AB	C1	C2	DE
-0.2% AB Month on Month	Core	34%	33%	17%	16%
	District	30%	33%	17%	19%
	Core+District	31%	33%	17%	19%
	Mth on Mth Variance	-0.2%	+0.2%	+0.1%	+0%

Average Dwell

	May 23	Jun 23	Variance	Growth
-2.2% Month on Month	01:31:15	01:29:14	-00:02:01	-2.2%

Average Visit Frequency

	May 23	Jun 23	Variance	Growth
4.2% Month on Month	2	2	0	4.2%

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.

Category   Percentage of postcode population visiting the town centre
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.

Social Grade	Description	% Population
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:

clive@placeinformatics.com

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