



Place Informatics



# Monthly Performance Report

**Watford**

**March 2023**

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## Town Monthly Footfall: March 2023

<h1 style="font-size: 2em; margin: 0;">+7%</h1> <p style="font-size: 1.2em; margin: 0;">Month on Month</p>	Feb 23	Mar 23	Variance	Mth on Mth Growth
	993,438	1,060,049	66,611	+7%
	Mar 23 Ave	Average Footfall Per Hour	Average Footfall Per Day	
		2,850	34,195	

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# Unique Visitors to Towns

**+70%**

Month on Month

Feb 23	Mar 23	Variance	Growth
181,068	308,435	127,367	+70%

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	18	47%	144,747	+113%
District	36	23%	71,347	+38%
Region	174	21%	63,721	+66%

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

**+12%**

Variance Month on Month

	Feb 23	Mar 23	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	1,062,128	1,615,963	553,835	+52%	-6%
% of Catchment Population Visiting	17%	19%	2%	+12%	+3%

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><b>+29%</b></p> <p>60 - 90 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)			Dwell Time (minutes)			
	% Visits	% Visits	Variance	% Visits	% Visits	Variance	
	Feb 23	Mar 23	Mth on Mth	Feb 23	Mar 23	Mth on Mth	
	6 - 12	9%	8%	-1%	40 - 60	23%	24%
12 - 20	11%	10%	-1%	60 - 90	31%	34%	+3%
20 - 40	25%	24%	-1%				

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## Demographics

<p><b>0.1%</b></p> <p>AB Month on Month</p>	Core		C1		C2		DE		
	AB	31%	33%	18%	18%				
	District	AB	31%	C1	33%	C2	17%	DE	20%
	Core+District	AB	31%	C1	33%	C2	18%	DE	19%
Mth on Mth Variance	AB	+0.1%	C1	+0%	C2	-0.1%	DE	+0%	



## Average Dwell

<p><b>4.5%</b></p> <p>Month on Month</p>	Feb 23	Mar 23	Variance	Growth
	01:24:39	01:28:28	00:03:49	4.5%

## Average Visit Frequency

<p><b>18.6%</b></p> <p>Month on Month</p>	Feb 23	Mar 23	Variance	Growth
	2	3	0	18.6%

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# Glossary

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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 &amp; 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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Place Informatics provides footfall and behaviour insight for town centres, retail parks, shopping centres, leisure parks and outlet parks.

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