Monthly Performance Report

Watford

May 2023

Town Monthly Footfall: May 2023

+1% Month on Month	Apr 23 1,026,468	May 23 1,041,326	Variance 14,858	Mth on Mth Growth +1%
	May 23 Ave	Average Footfall Per Hour 2,799	Average Footfall Per Day 33,591	

Unique Visitors to Towns

-5%

Month on Month

Apr 23	May 23	Variance	Growth
256,030	242,792	-13,238	-5%

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	47%	113,237	-8%
District	39	29%	71,344	+2%
Region	120	19%	46,930	-13%

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

	Apr 23	May 23	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	1,472,632	1,502,269	29,637	+2%	+28%
% of Catchment Population Visiting	17%	16%	-1%	-6%	-19%

-6%

Variance Month on Month

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

+7%

60 - 90 Minutes
Most Improved
Dwell Time

Dwell Time (minutes)	% Visits Apr 23	% Visits May 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Apr 23	% Visits May 23	Variance Mth on Mth
6 - 12	8%	8%	0%	40 - 60	24%	23%	-1%
12 - 20	10%	10%	0%	60 - 90	34%	35%	+1%
20 - 40	25%	25%	0%				

Demographics

-0.7%

AB Month on
Month

	AB	C1	C2	DE
Core	32%	33%	18%	16%
District	31%	32%	17%	20%
Core+District	31%	32%	17%	19%
Mth on Mth Variance	-0.7%	-0.4%	+0.2%	+1.0%

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Average Dwell

3.9% Month on Month	Apr 23 01:27:48	May 23 01:31:15	Variance 00:03:27	Growth 3.9%

Average Visit Frequency

0.5% Month on Month	Apr 23 2	May 23 2	Variance 0	Growth 0.5%

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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.

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

PlaceInformatics.com

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.