



# Monthly Performance Report

**Watford**

**November 2023**

Place Informatics



## Town Monthly Footfall: November 2023

|  |                   |                                  |                                 |                 |
|--|-------------------|----------------------------------|---------------------------------|-----------------|
| <h1 style="margin: 0;">-7.3%</h1> <p style="margin: 0;">Nov Year on Year</p> |                   | <b>Nov 23</b>                    | <b>Nov 22</b>                   | <b>% Change</b> |
|  | Footfall YTD      | 10,890,319                       | 10,848,953                      | +0.4%           |
|  | Footfall Month    | 962,747                          | 1,039,163                       | -7.3%           |
|  |                   | <b>Average Footfall Per Hour</b> | <b>Average Footfall Per Day</b> |                 |
|  | <b>Nov 23 Ave</b> | 2,674                            | 32,092                          |                 |

## Footfall Monthly Year-To-Date

|  |            |            |            |            |            |            |            |
|--|------------|------------|------------|------------|------------|------------|------------|
| <h1 style="margin: 0;">+0.4%</h1> <p style="margin: 0;">YTD Year on Year</p> | <b>YTD</b> | <b>Jan</b> | <b>Feb</b> | <b>Mar</b> | <b>Apr</b> | <b>May</b> | <b>Jun</b> |
|  | 2023       | 1,004,698  | 1,982,168  | 2,991,613  | 3,983,851  | 5,024,093  | 6,051,903  |
|  | 2022       | 913,062    | 1,853,963  | 2,815,608  | 3,786,642  | 4,780,273  | 5,771,794  |
|  | % Change   | +10.0%     | +6.9%      | +6.2%      | +5.2%      | +5.1%      | +4.8%      |
|  | <b>YTD</b> | <b>Jul</b> | <b>Aug</b> | <b>Sep</b> | <b>Oct</b> | <b>Nov</b> | <b>Dec</b> |
|  | 2023       | 7,038,223  | 7,977,802  | 8,980,461  | 9,927,572  | 10,890,319 |            |
|  | 2022       | 6,795,924  | 7,782,403  | 8,791,966  | 9,809,790  | 10,848,953 | 11,846,759 |
|  | % Change   | +3.6%      | +2.5%      | +2.1%      | +1.2%      | +0.4%      |            |



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## Unique Visitors to Towns

|   |                       |                  |                          |                           |                       |
|---|-----------------------|------------------|--------------------------|---------------------------|-----------------------|
| <h1>-32.5%</h1> <p>Nov Year on Year</p>   |                       | <b>Nov 23</b>    | <b>Nov 22</b>            | <b>% Change</b>           |                       |
|   | Unique Visitors YTD   | 3,135,799        | 3,411,722                | -8.1%                     |                       |
|   | Unique Visitors Month | 233,606          | 346,044                  | -32.5%                    |                       |
| <p>Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall</p>  |                       |                  |                          |                           |                       |
| <p>Where unique visitors originate from by catchment area</p>   |                       |                  |                          |                           |                       |
|   | <b>Catchment Area</b> | <b>Postcodes</b> | <b>% Unique Visitors</b> | <b>Nº Unique Visitors</b> | <b>% Mthly change</b> |
|   | Core                  | 9                | 33%                      | 75,960                    | -15%                  |
|   | District              | 35               | 26%                      | 60,936                    | -15%                  |
|   | Region                | 175              | 23%                      | 53,711                    | -19%                  |
| <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>Core: 15%+    District: 3% to 14.9%    Region : 0.5% to 2.9%</p>   |                       |                  |                          |                           |                       |



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## Unique Visitors Monthly Year-To-Date

|   |            |            |            |            |            |            |            |
|---|------------|------------|------------|------------|------------|------------|------------|
| <p><b>-8.1%</b></p> <p>YTD Year on Year</p> | <b>YTD</b> | <b>Jan</b> | <b>Feb</b> | <b>Mar</b> | <b>Apr</b> | <b>May</b> | <b>Jun</b> |
|   | 2023       | 250,541    | 471,992    | 769,997    | 1,024,490  | 1,340,823  | 1,630,17   |
|   | 2022       | 351,942    | 683,757    | 1,003,927  | 1,357,800  | 1,591,594  | 1,807,11   |
|   | % Change   | -28.8%     | -31.0%     | -23.3%     | -24.6%     | -15.8%     | -9.8%      |
|   | <b>YTD</b> | <b>Jul</b> | <b>Aug</b> | <b>Sep</b> | <b>Oct</b> | <b>Nov</b> | <b>Dec</b> |
|   | 2023       | 1,945,318  | 2,287,374  | 2,616,096  | 2,902,192  | 3,135,799  |            |
|   | 2022       | 2,083,957  | 2,425,937  | 2,737,019  | 3,065,678  | 3,411,722  | 3,703,45   |
|   | % Change   | -6.7%      | -5.7%      | -4.4%      | -5.3%      | -8.1%      |            |

## Catchment



|   |  |               |               |                 |                            |                   |
|---|--|---------------|---------------|-----------------|----------------------------|-------------------|
| <p><b>-10%</b></p> <p>Variance Month on Month</p> |  | <b>Oct 23</b> | <b>Nov 23</b> | <b>Variance</b> | <b>% Mth on Mth change</b> | <b>% Yr on Yr</b> |
|   | Catchment Population   | 1,329,074     | 1,208,082     | -120,992        | -9%                        | -28%              |
|   | % of Catchment Population Visiting   | 22%           | 19%           | -2%             | -10%                       | -5%               |
|   | 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><b>-1%</b></p> <p>6 - 12 Minutes<br/>Most Improved<br/>Dwell Time</p> | Dwell Time (minutes) |                 |                     | Dwell Time (minutes) |                 |         |     |     |
|--|----------------------|-----------------|---------------------|----------------------|-----------------|---------|-----|-----|
|  | % Visits Oct 23      | % Visits Nov 23 | Variance Mth on Mth | % Visits Oct 23      | % Visits Nov 23 | Var Mth |     |     |
|  | 6 - 12               | 7%              | 8%                  | +1%                  | 40 - 60         | 24%     | 24% | 0%  |
|  | 12 - 20              | 10%             | 10%                 | 0%                   | 60 - 90         | 35%     | 34% | -1% |
|  | 20 - 40              | 24%             | 25%                 | +1%                  |                 |         |     |     |

## Demographics

| <p><b>-0.5%</b></p> <p>AB Month on<br/>Month</p> | AB                  | C1    | C2   | DE    |       |
|--|---------------------|-------|------|-------|-------|
|  | Core                | 30%   | 34%  | 19%   | 17%   |
|  | District            | 33%   | 32%  | 17%   | 18%   |
|  | Core+District       | 32%   | 32%  | 17%   | 18%   |
|  | Mth on Mth Variance | -0.5% | 0.0% | +0.2% | +0.3% |



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## Average Dwell

|                                |                           |                           |                              |                        |
|--------------------------------|---------------------------|---------------------------|------------------------------|------------------------|
| <b>-0.9%</b><br>Month on Month | <b>Oct 23</b><br>01:30:18 | <b>Nov 23</b><br>01:29:31 | <b>Variance</b><br>-00:00:47 | <b>Growth</b><br>-0.9% |
|--------------------------------|---------------------------|---------------------------|------------------------------|------------------------|

## Average Visit Frequency

|                                |                       |                       |                         |                        |
|--------------------------------|-----------------------|-----------------------|-------------------------|------------------------|
| <b>+3.6%</b><br>Month on Month | <b>Oct 23</b><br>2.25 | <b>Nov 23</b><br>2.33 | <b>Variance</b><br>0.08 | <b>Growth</b><br>+3.6% |
|--------------------------------|-----------------------|-----------------------|-------------------------|------------------------|



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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  | <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</u> <u>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 |
| <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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