Monthly Performance Report

Watford

October 2023

Town Monthly Footfall: October 2023

-7.0%		Oct 23	Oct 22	% Change
	Footfall YTD	9,927,572	9,809,790	+1.2%
Oct Year on Year	Footfall Month	947,111	1,017,824	-7.0%

		Average Footfall Per Hour	Average Footfall Per Day
	Oct 23 Ave	2,546	30,552

Footfall Monthly Year-To-Date

+1.2%	YTD	Jan	Feb	Mar	Apr	May	Jun
	2023	1,004,698	1,982,168	2,991,613	3,983,851	5,024,093	6,051,903
YTD Year on Year	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%

	YTD	Jul	Aug	Sep	Oct	Nov	Dec
	2023	7,038,223	7,977,802	8,980,461	9,927,572		
	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%		

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Unique Visitors to Towns

-12.9%

Oct Year on Year

	Oct 23	Oct 22	% Change
Unique Visitors YTD	2,902,192	3,065,678	-5.3%
Unique Visitors Month	286,097	328,659	-12.9%

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	10	31%	88,913	-40%
District	40	25%	71,526	-14%
Region	258	23%	66,100	+4%

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

-5.3%	YTD	Jan	Feb	Mar	Apr	May	Jun
	2023	250,541	471,992	769,997	1,024,490	1,340,823	1,630,17
YTD Year on Year	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%

	YTD	Jul	Aug	Sep	Oct	Nov	Dec
	2023	1,945,318	2,287,374	2,616,096	2,902,192		
	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%		

Catchment

+15%		Sep 23	Oct 23	Variance	% Mth on Mth change	% Yr on Y.
	Catchment Population	1,762,551	1,329,074	-433,477	-24%	-21%
Variance Month on Month	% of Catchment Population Visiting	19%	22%	+2%	+15%	+10%

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

	Dwell Time (minutes)	% Visits Sep 23	% Visits Oct 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Sep 23	% Visits Oct 23	Var Mth
0% 6 - 12 Minutes Most Improved Dwell Time	6 - 12	7%	7%	0%	40 - 60	24%	24%	0%
	12 - 20	10%	10%	0%	60 - 90	36%	35%	-1%
	20 - 40	24%	24%	0%				

Demographics

		AB	C1	C2	DE
-0.1% AB Month on Month	Core	31%	33%	19%	17%
	District	32%	32%	17%	19%
	Core+District	32%	33%	17%	18%
	Mth on Mth Variance	-0.1%	-0.1%	0.0%	+0.2%

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Average Dwell

-0.1%	Sep 23 01:30:26	Oct 23 01:30:18	Variance -00:00:08	Growth -0.1%
Month on Month				

Average Visit Frequency

+4.7%	Sep 23 2.15	Oct 23 2.25	Variance 0.10	Growth +4.7%
Month on Month				

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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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clive@placeinformatics.com

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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.

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