



Place Informatics



Monthly Performance Report

Watford

September 2023

Town Monthly Footfall: September 2023

<h1 style="margin: 0;">-0.7%</h1> <p style="margin: 0;">Sep Year on Year</p>		Sep 23	Sep 22	% Change
	Footfall YTD	8,980,461	8,791,966	+2.1%
	Footfall Month	1,002,659	1,009,563	-0.7%
		Average Footfall Per Hour	Average Footfall Per Day	
	Sep 23 Ave	2,785	33,422	

Footfall Monthly Year-To-Date

<h1 style="margin: 0;">+2.1%</h1> <p style="margin: 0;">YTD Year on Year</p>	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
	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			
	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%			



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Unique Visitors to Towns

+5.7%

Sep Year on Year

	Sep 23	Sep 22	% Change
Unique Visitors YTD	2,616,096	2,737,019	-4.4%
Unique Visitors Month	328,722	311,083	+5.7%

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	17	45%	147,875	+14%
District	48	25%	83,001	-3%
Region	214	19%	63,731	-22%

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

<p>-4.4%</p> <p>YTD Year on Year</p>	YTD	Jan	Feb	Mar	Apr	May	Jun
	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%
	YTD	Jul	Aug	Sep	Oct	Nov	Dec
	2023	1,945,318	2,287,374	2,616,096			
	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%			

Catchment



<p>-14%</p> <p>Variance Month on Month</p>		Aug 23	Sep 23	Variance	% Mth on Mth change	% Yr on Yr
	Catchment Population	1,569,230	1,762,551	193,321	+12%	+7%
	% of Catchment Population Visiting	22%	19%	-3%	-14%	-1%
	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>+2%</p> <p>60 - 90 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)	% Visits Aug 23	% Visits Sep 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Aug 23	% Visits Sep 23	Var Mth
	6 - 12	7%	7%	0%	40 - 60	24%	24%	0%
	12 - 20	10%	10%	0%	60 - 90	35%	36%	+1%
	20 - 40	24%	24%	0%				

Demographics

<p>+0.9%</p> <p>AB Month on Month</p>		AB	C1	C2	DE
	Core	32%	33%	18%	17%
	District	31%	33%	17%	19%
	Core+District	31%	33%	17%	19%
	Mth on Mth Variance	+0.9%	+0.3%	-0.4%	-0.8%



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Average Dwell

+2.2% Month on Month	Aug 23 01:28:30	Sep 23 01:30:26	Variance 00:01:56	Growth +2.2%

Average Visit Frequency

+1.9% Month on Month	Aug 23 2.11	Sep 23 2.15	Variance 0.04	Growth +1.9%



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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 & 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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