

# Monthly Performance Report

Watford

September 2023

Place Informatics

## **Town Monthly Footfall: September 2023**

<b>-0.7%</b> Sep Year on Year	Footfall YTD Footfall Month	Sep 23 8,980,461 1,002,659	Sep 22 8,791,966 1,009,563	% Change +2.1% -0.7%
	Sep 23 Ave	Average Footfall Per Hour 2,785	Average Footfall Po 33,422	er Day

## Footfall Monthly Year-To-Date



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



# **Unique Visitors to Towns**

+5.7% Sep Year on Year	Unique Visitors YTD Unique Visitors Month Unique Visitor = One person visiting which is calculated as footfall		<b>Sep 23</b> 2,616,096 328,722 g the site during the month	2,737,019 311,083	% Change -4.4% +5.7% nultiple times
	Where unique visitors or Catchment Area	riginate from by Postcode		ors Nº Unique Visitor	s % Mthly change
	Core	17	45%	147,875	+14%
	District	48	25%	83,001	-3%
	Region	214	19%	63,731	-22%
	visiting the retail site of the month will be class	e.g a postcode sified as part o		e % of the postcode populat population visit the site dur nent area.	

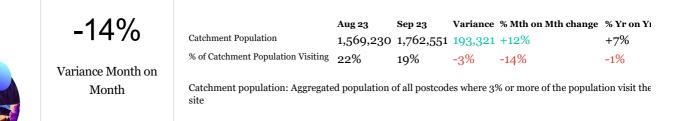


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#### **Unique Visitors Monthly Year-To-Date**

-4.4%	<b>YTD</b>	Jan	Feb	Mar	Apr	May	<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> 2023 2022 % Change	<b>Jul</b> 1,945,318 2,083,957 -6.7%	Aug 2,287,374 2,425,937 -5.7%	<b>Sep</b> 2,616,096 2,737,019 -4.4%	<b>Oct</b> 3,065,678	<b>Nov</b> 3,411,722	<b>Dec</b> 3,703,4£

#### Catchment





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## % of Visits by Dwell Time

+2%	Dwell Time (minutes)			Variance Mth on Mth	Dwell Time (minutes)		% Visits Sep 23	
60 - 90 Minutes	6 - 12	7%	7%	0%	40 - 60	24%	24%	0%
Most Improved Dwell Time	12 - 20	10%	10%	0%	60 - 90	35%	36%	+15
	20 - 40	24%	24%	0%				

## **Demographics**





+0.9% AB Cı C2 DE Core 32% 33% 18% 17% District 31% 33% 17% 19% AB Month on Core+District 31% 33% 17% 19% Month Mth on Mth Variance +0.9% +0.3% -0.4% -0.8%

## **Average Dwell**

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

#### **Average Visit Frequency**

+1.9%	Aug 23 2.11	Sep 23 2.15	Variance 0.04	Growth +1.9%	
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. <u>Category</u> <u>Percentage of postcode population visiting the town centre</u> 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   AB: Higher & Intermediate Manager   C1: Supervisory, Junior Managerial, Administrative   C2: Skilled Manual Occupations   DE: Semi-skilled, Unskilled, Unemployed   26				







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clive@placeinformatics.com

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