# Monthly Performance Report

## Holborn

**May 2023**

# Town Monthly Footfall: May 2023

| +94% | Apr 23 | May 23 | Variance | Mth on Mth Growth |
|---|---|---|---|---|
| | 981,101 | 1,903,699 | 922,598 | +94% |
| Month on Month | | | | |

| | May 23 Ave | Average Foofall Per Hour | Average Foofall Per Day | |
|---|---|---|---|---|
| | | 5,117 | 61,410 | |

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# Unique Visitors to Towns

## -51%

### Month on Month

| Apr 23 | May 23 | Variance | Growth |
|--------|--------|----------|--------|
| 342,962 | 167,995 | -174,967 | -51% |

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 | 0 | 0% | 0 | -100% |
| District | 28 | 23% | 38,119 | -71% |
| Region | 238 | 68% | 113,419 | 0% |

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 | 3,015,023 | 938,207 | -2,076,816 | -68% | -75% |
| % of Catchment Population Visiting | 11% | 18% | 6% | +57% | +38% |

**+57%**

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

**+15%**

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 | 10% | 9% | -1% | 40 - 60 | 23% | 22% | -1% |
| 12 - 20 | 12% | 11% | -1% | 60 - 90 | 31% | 33% | +2% |
| 20 - 40 | 24% | 25% | +1% | | | | |

## Demographics

**-0.5%**

AB Month on
Month

| | AB | C1 | C2 | DE |
|---|---|---|---|---|
| Core | AB 0% | C1 0% | C2 0% | DE 0% |
| District | AB 33% | C1 33% | C2 12% | DE 23% |
| Core+District | AB 33% | C1 33% | C2 12% | DE 23% |
| Mth on Mth Variance | AB -0.5% | C1 -0.3% | C2 +0.4% | DE +0.4% |

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# Average Dwell

| -0.3%<br><br>Month on Month | Apr 23<br>01:35:06 | May 23<br>01:34:47 | Variance<br>-00:00:19 | Growth<br>-0.3% |
|---|---|---|---|---|

# Average Visit Frequency

| -5.3%<br><br>Month on Month | Apr 23<br>2 | May 23<br>2 | Variance<br>0 | Growth<br>-5.3% |
|---|---|---|---|---|

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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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## TownandPlace.AI - 3,500+ Town Centres

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**clive@placeinformatics.com**

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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.

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