Place Informatics

Monthly Performance Report

Holborn

November 2022

Central District Alliance
The BID for Holborn and Clerkenwell

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Footfall

+31%

Month on Month

Oct 22	Nov 22	Change	Growth
1,813,547	2,383,493	569,946	+31%

Nov 22 Ave	FF/Hour	FF/Day
	6,621	79,450

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Visitors

+11%

Month on Month

	Oct 22	Nov 22	Change	Growth
	1,027,852	1,138,017	110,165	+11%

Core	17%	195,840	+3%
District	54%	610,131	+12%
Region	27%	308,778	+15%

Catchment

-1%

Month on Month

	Oct 22	Nov 22	Change	Mth-on-Mth	Year-on-Year
Catchment Population	9,168,797	10,343,189	1,174,392	+12%	+23%
Conversion	11%	11%	0%	-1%	+17%

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Dwell Splits

-1%

Leisure Dwells

	Oct 22	Nov 22	Change		Oct 22	Nov 22	Change
Brief	3%	3%	0%	Long	9%	9%	0%
Short	4%	4%	0%	Leisure	13%	14%	+1%
Medium	9%	10%	+1%	Leisure+	13%	14%	+1%

Demographics

-0.3%

AB Month on Month

Core	AB 36%	C1 34%	C2 10%	DE 21%
District	AB 29%	C1 33%	C2 17%	DE 22%
Month on Month	AB -0.3%	C1 +0%	C2 +0.2%	DE +0.1%

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Average Dwell

-0.1%	Oct 22	Nov 22	Change	Growth
Month on Month	01:39:53	01:39:49	-00:00:04	-0.1%

Average Visit Frequency

0.7%	Oct 22	Nov 22	Change	Growth
Month on Month	3	3	0	0.7%

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clive.hall@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.

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