

# Crawley Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

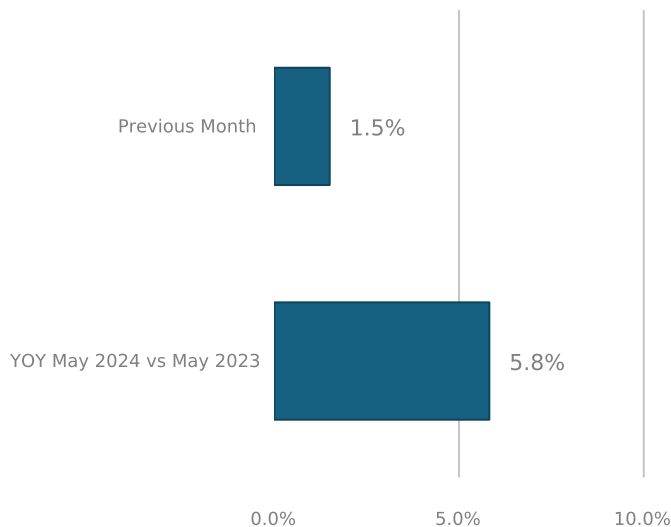
## Summary

The monthly footfall in Crawley town centre has seen a 1.5% increase on April 2024, and a 5.8% increase with respect to May 2023.

## Footfall

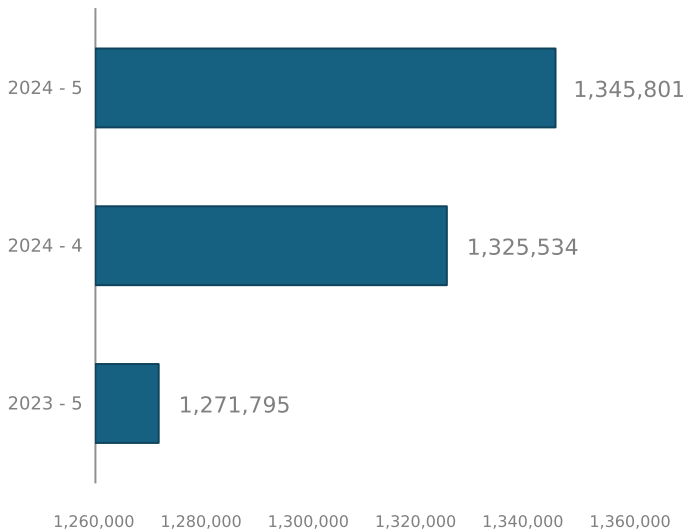
Footfall is measured by the volume of sample unique phones visiting Crawley town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (April 2024) and previous year (May 2023) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

**% Change in Visits**



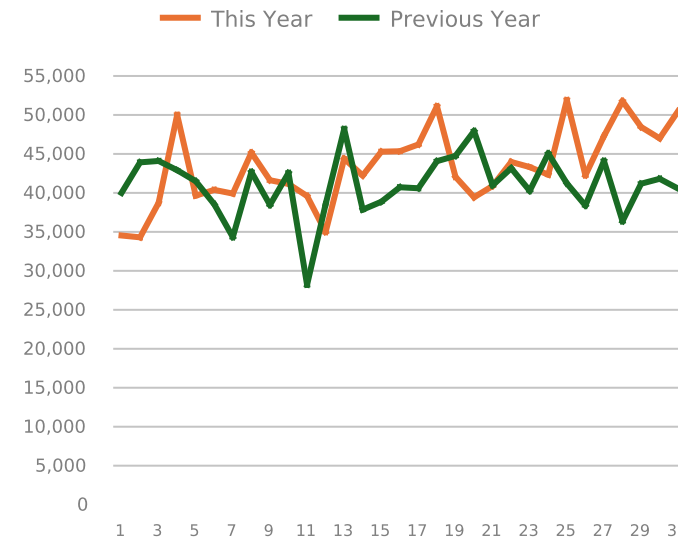
**Fig.1 % change in total visits to the town centre**

**MoM Total Visits**



**Fig.2 total visits to the town centre**

**Daily Visits**



**Fig.3 number of daily visits to the town centre**

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## Visitors to Streets

The following charts provide footfall by streets in Crawley town centre. County Mall Shopping Centre is the busiest road with 336180 visits in May 2024 (Fig .4), this was -35.6% lower than May 2023 (Fig. 5) and -26.7% lower than in April 2024. County Mall Shopping Centre attracts the most visitors with 15.7 % of all street visits. (Fig .6)

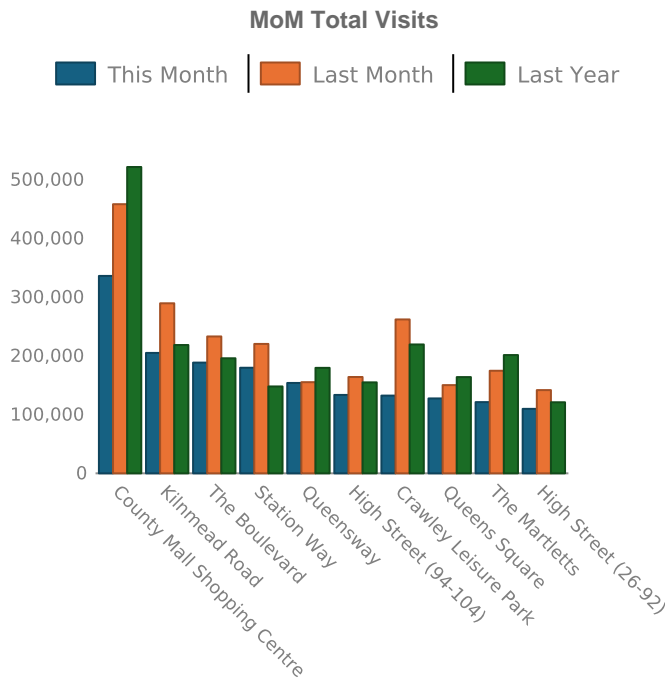


Fig. 4 Total visits to street

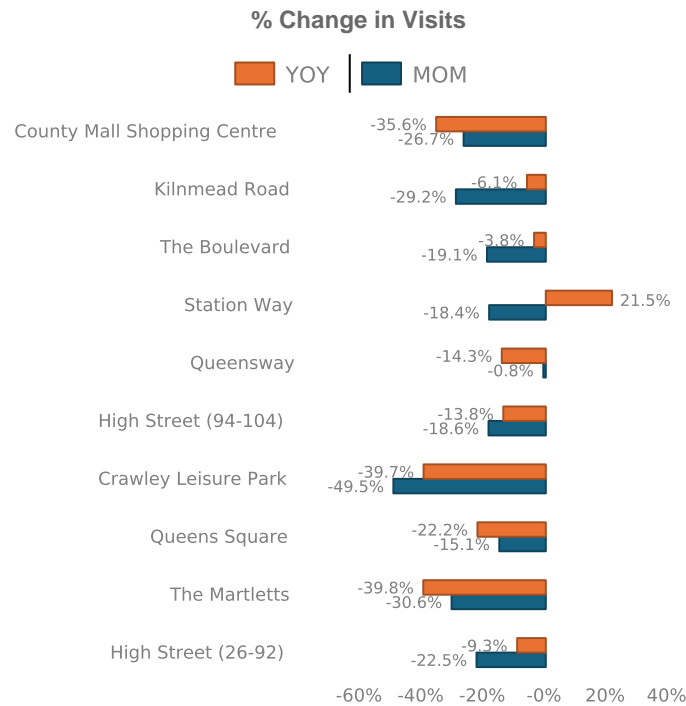


Fig .5 % in visits to street

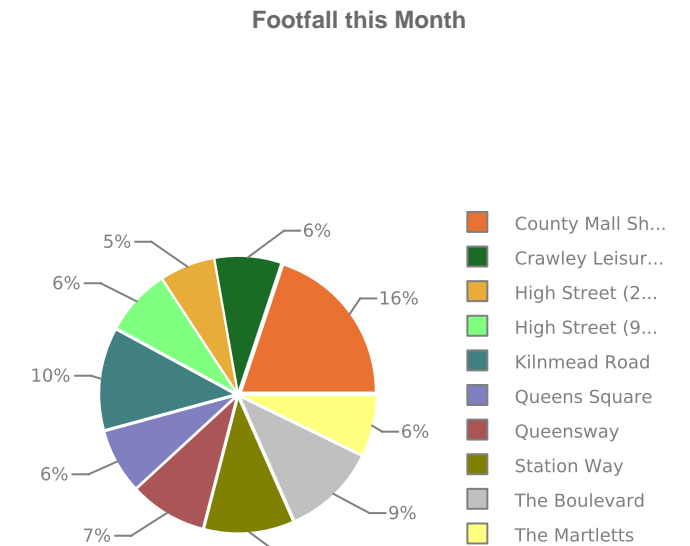


Fig.6 % footfall by street

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## How Long do Visitors Stay For?

Average dwell time in Crawley town centre was 52 Minutes in May 2024 (Fig. 7) an increase of 7 minutes compared to May 2023.

The percentage of visitors by dwell minutes has shown 25.2% of all visitors in May 2024 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 13.5% of all visitors.

There has been no change 0.0% of all visitors dwelling 40 – 60 minutes in May 2024 compared to May 2023 (Fig. 9)

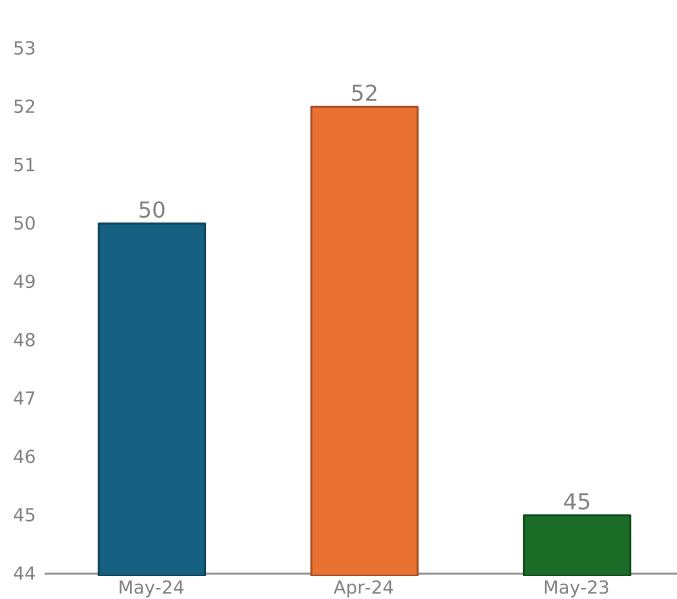


Fig.7 Average dwell time in the town centre

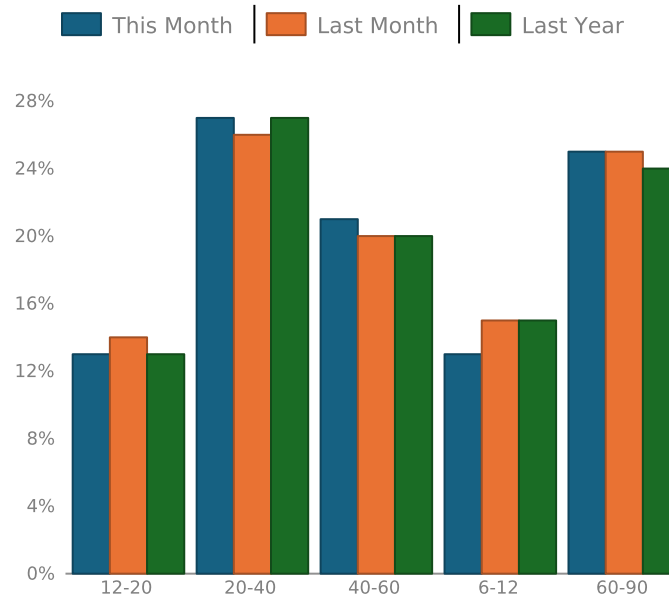


Fig.8 % of visitors by dwell time

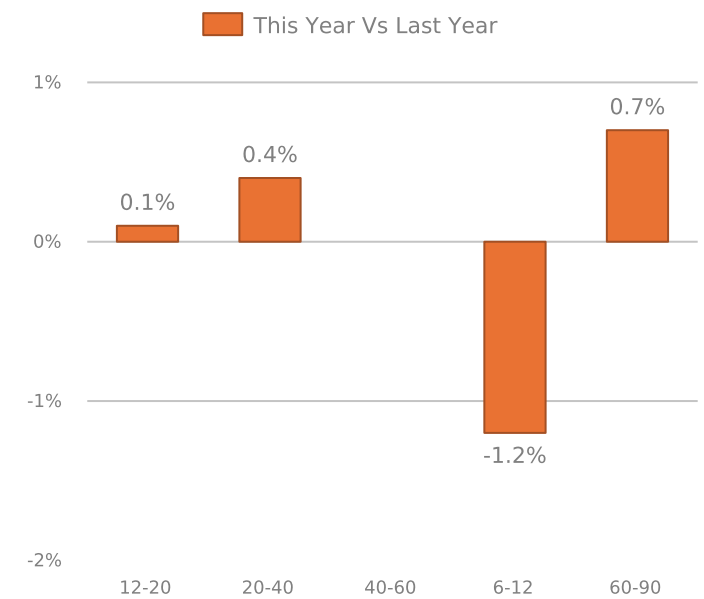


Fig.9 Change in % of visitors by dwell time

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## Where Do Visitors Come From?

There has been 0.24% an increase in visitors who live within 10 miles of Crawley town centre in May 2024 compared to April 2024 (Fig. 10).

Compared to May 2023 there has been a decrease in visitors from 50+ miles reducing from 1824 to 1910 (Fig. 11) – a decrease of -4.39%.

The total number of visitors to Crawley town centre has increased from 213999 in May 2023 to 251074 in May 2024, a 17.32% uplift.

The proportion of visitors residing within 10 miles has risen from 77.53% (Fig. 12) in April 2024 to 77.71% in May 2024, there was an increase from 177723 in April 2024 to 195112 in May 2024.

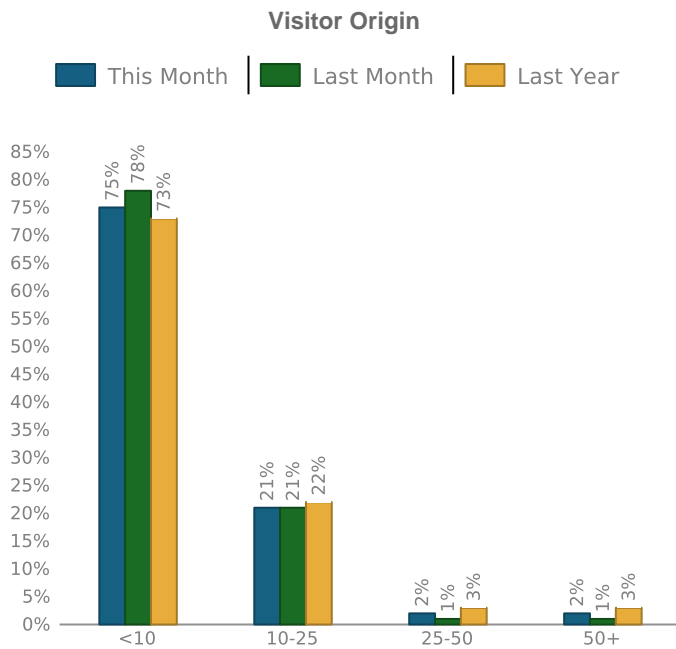


Fig.10 % volume of visitors by origin distance

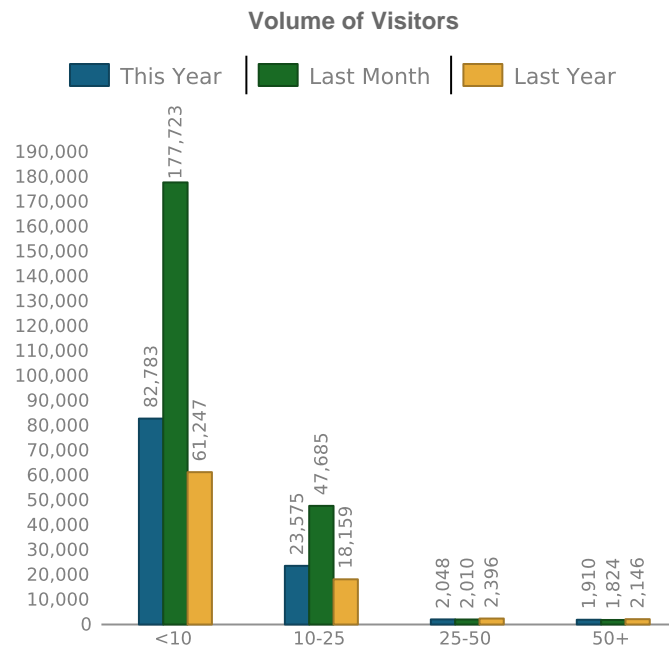


Fig.11 volume of visitors by origin distance

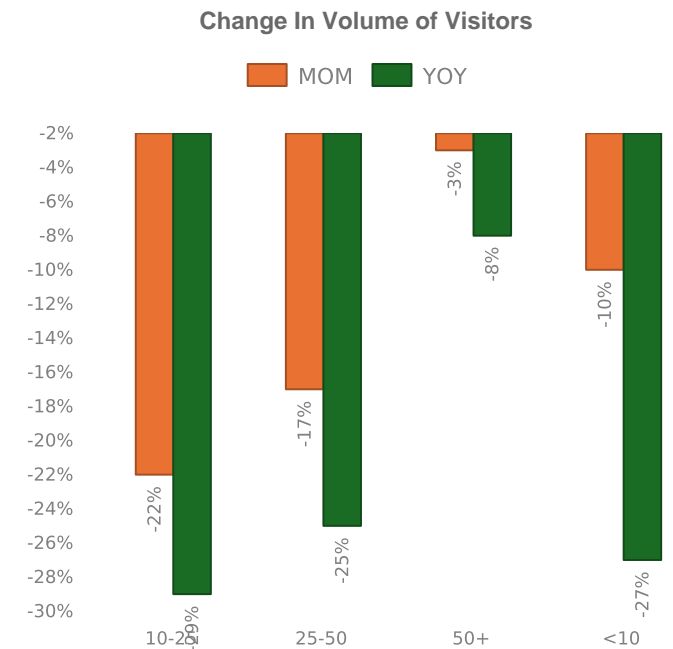


Fig.12 % of visitors by visitor origin distance

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## Where do visitors with the highest spend potential come from?

RH11 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 9858 in May 2024.

Postcode RH1 (Fig. 14) has the largest number of potential high spend visitors totalling 13751.

Currently 13751 high spend visitors are from this postcode. In May 2024 24% of all visitors to Crawley were classified as high spend potential, 55% medium and 21% low spend potential.

Spend Opportunity

High Spend Actual | High Spend Opportunity

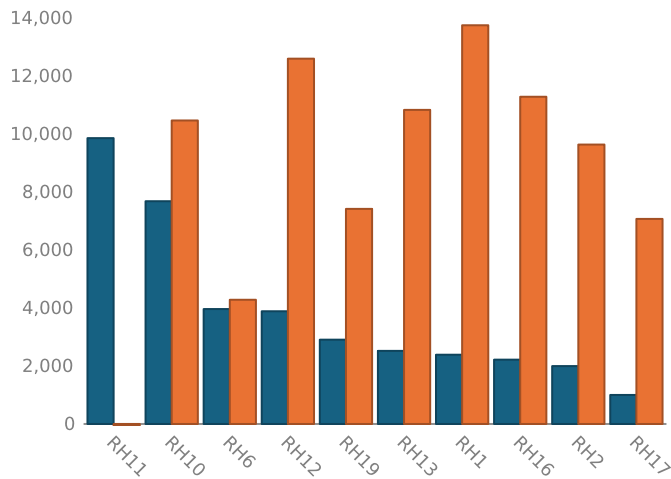


Fig.13 % visitors by postcode district

Spend Actual

High Spend Opportunity | High Spend Actual

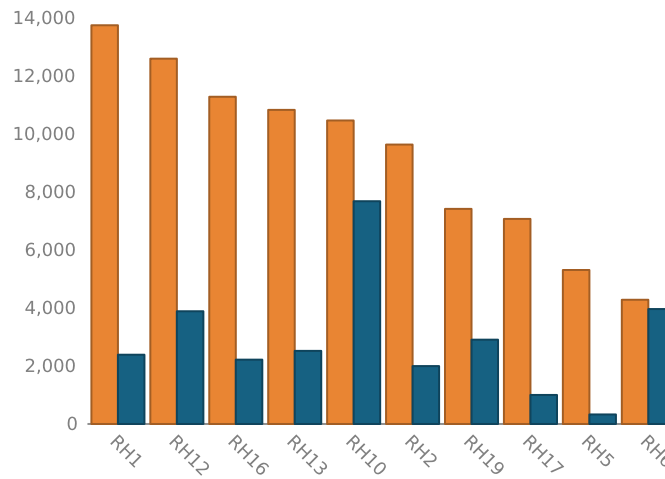


Fig.14 visitors by postcode district

Visitors

High | Low | Medium

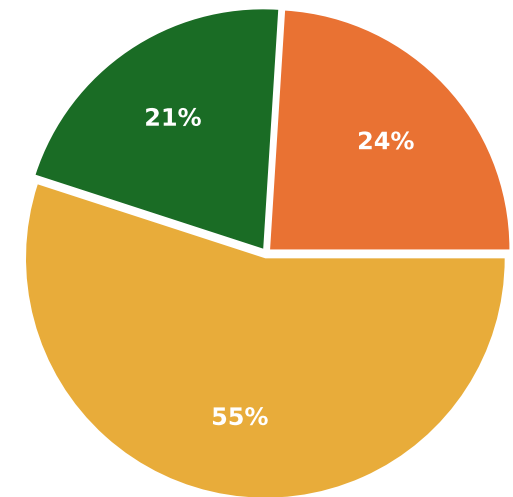


Fig.15 % of visitors by visitor origin distance