

Crawley Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Crawley town centre has seen a -9.2% decrease on June 2024, and a -1.3% decrease with respect to July 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 (June 2024) and previous year (July 2023) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

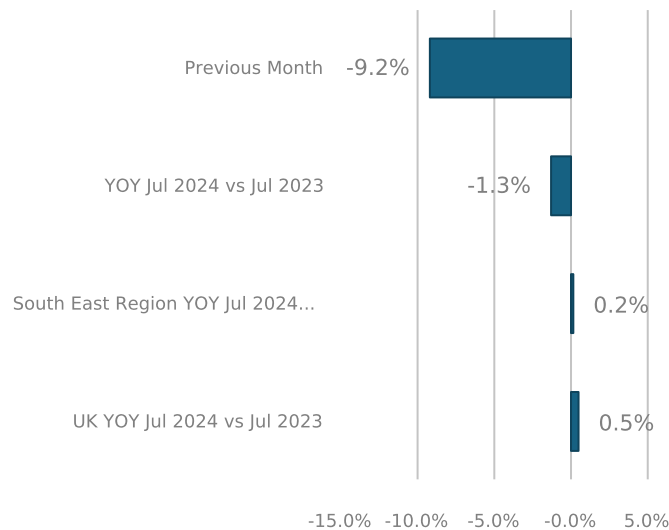


Fig.1 % change in total visits to the town centre

MoM Total Visits

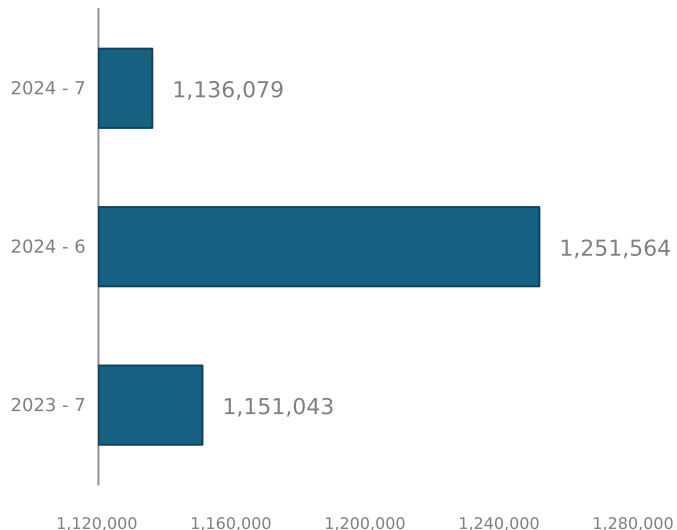


Fig.2 Total visits to the town centre

Daily Visits

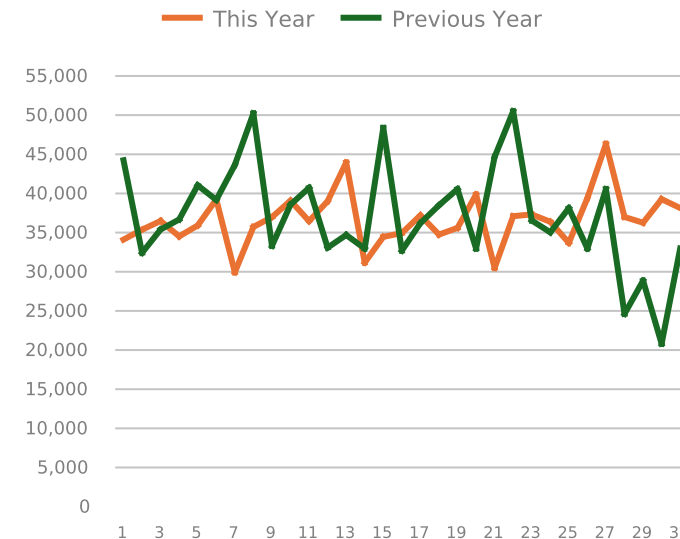


Fig.3 Number of daily visits to the town centre

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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 715997 visits in July 2024 (Fig .4), this was 11.1% higher than July 2023 (Fig. 5) and -24.6% lower than in June 2024. County Mall Shopping Centre attracts the most visitors with 20.7 % of all street visits. (Fig .6)

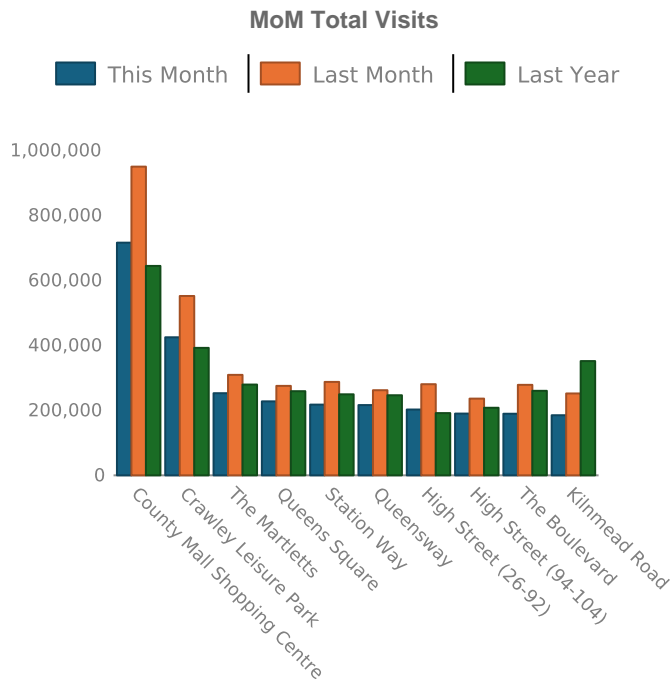


Fig.4 Total visits to street

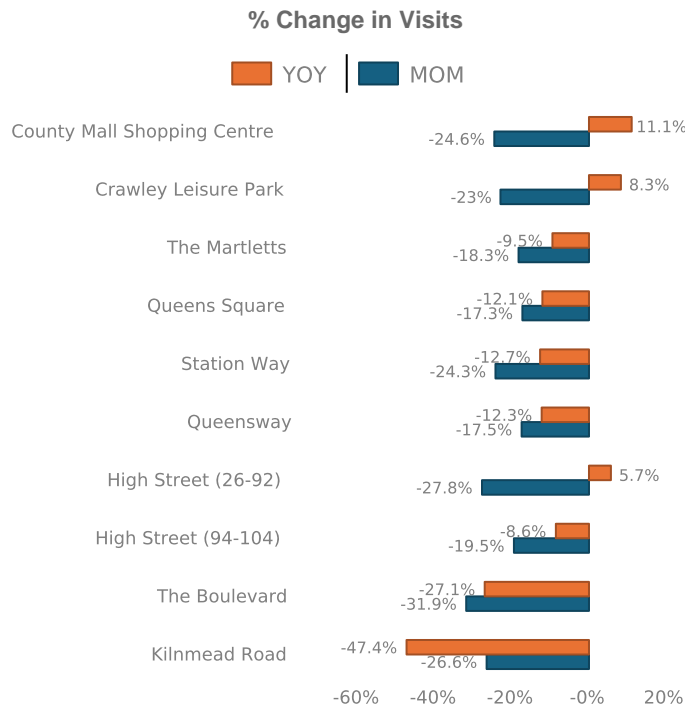


Fig.5 % in visits to street

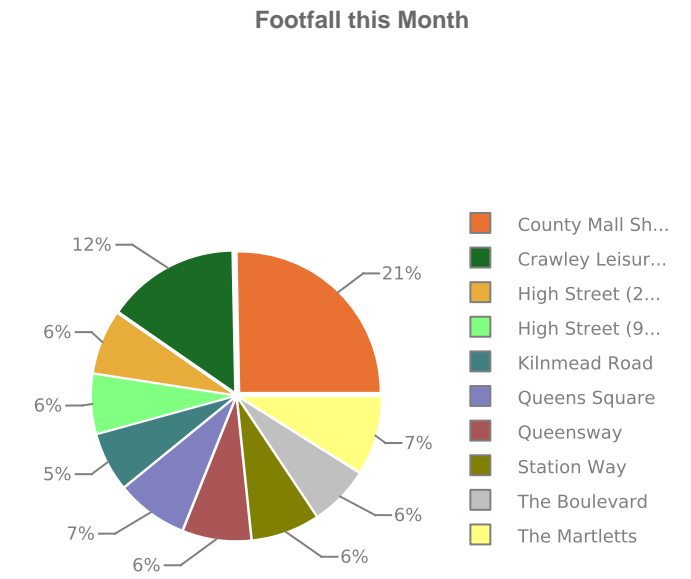


Fig.6 % footfall by street

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How Long do Visitors Stay For?

Average dwell time in Crawley town centre was 54 Minutes in July 2024 (Fig. 7) an increase of 7 minutes compared to July 2023.

The percentage of visitors by dwell minutes has shown 27.3% of all visitors in July 2024 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 12.7% of all visitors.

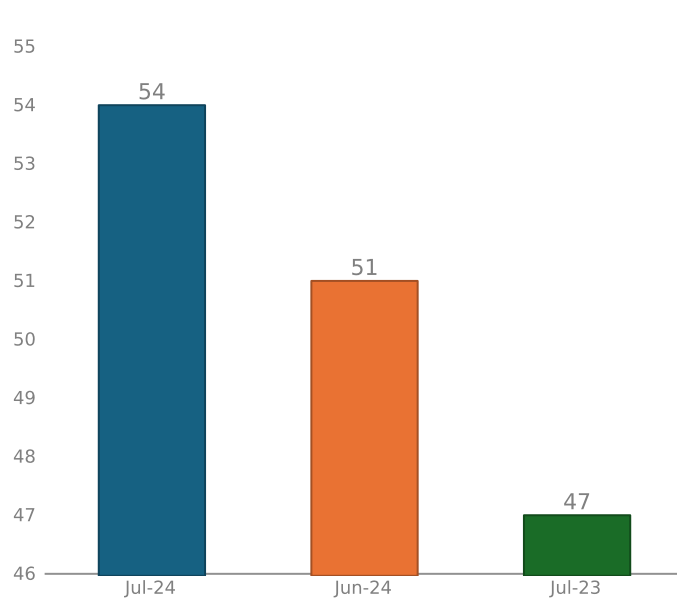


Fig.7 Average dwell time (minutes) in the town centre

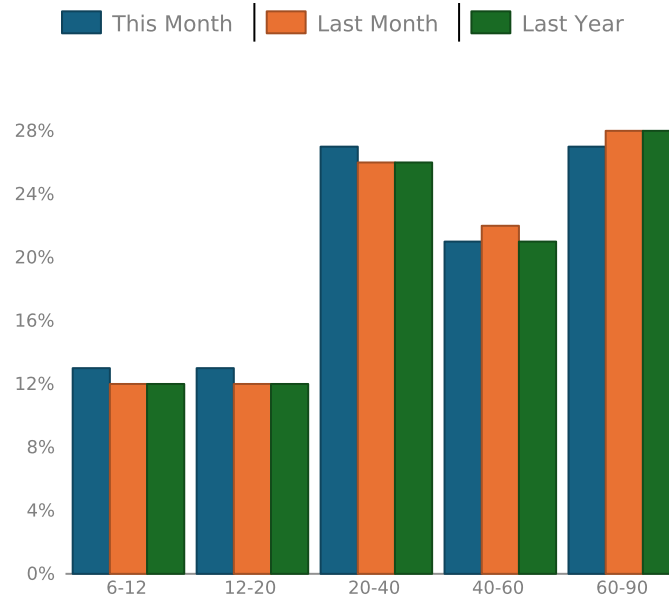


Fig.8 % of visitors by dwell time (minutes)

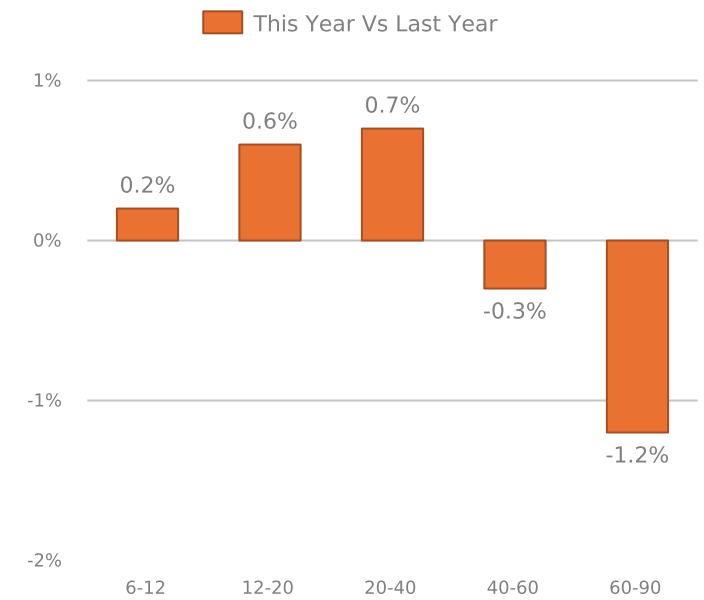


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Crawley town centre has increased from 191006 in July 2023 to 193831 in July 2024.
 The proportion of visitors residing within 3 miles has fallen from 39.72% (Fig . 12) in June 2024 to 36.02% in July 2024.

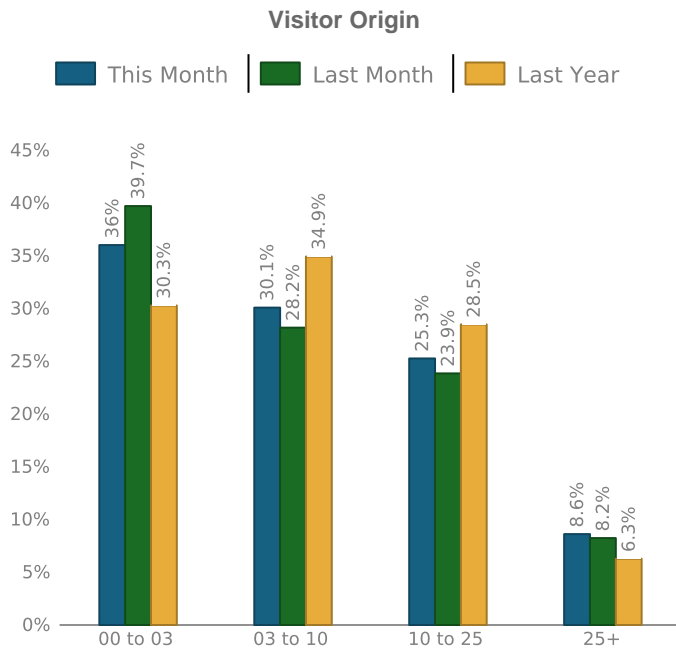


Fig.10 % volume of visitors by origin distance (miles)

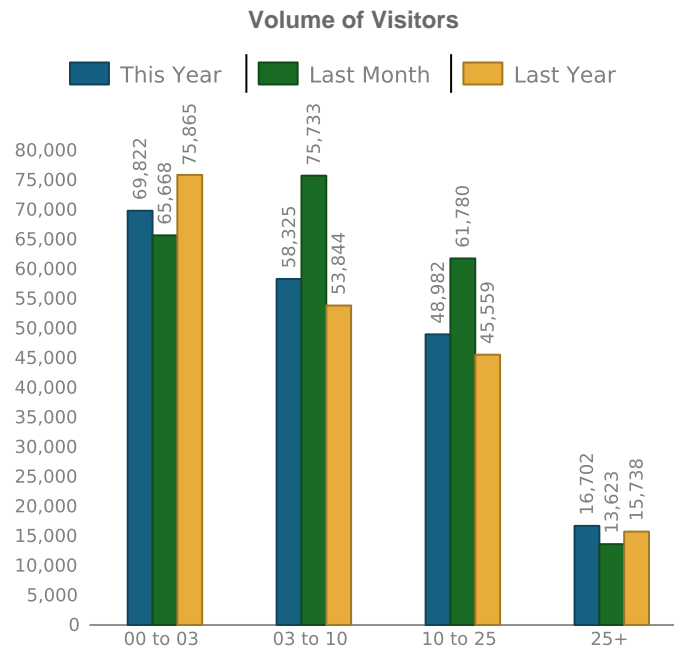


Fig.11 Volume of visitors by origin distance (miles)

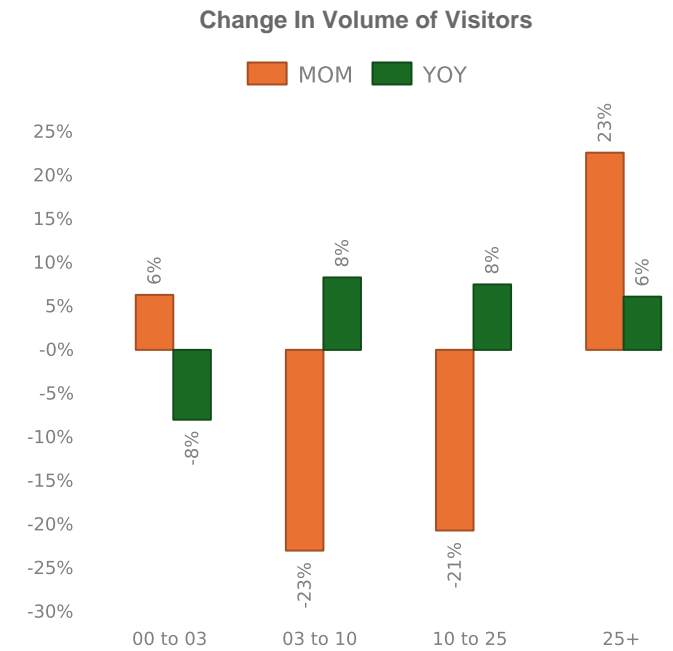


Fig.12 % of visitors by visitor origin distance (miles)

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Where do visitors with the highest spend potential come from?

RH10 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 8398 in July 2024.

Postcode RH1 (Fig. 14) has the largest number of potential high spend visitors totalling 14446.

Currently 14446 high spend visitors are from this postcode. In July 2024 26% of all visitors to Crawley were classified as high spend potential, 55% medium and 19% low spend potential.

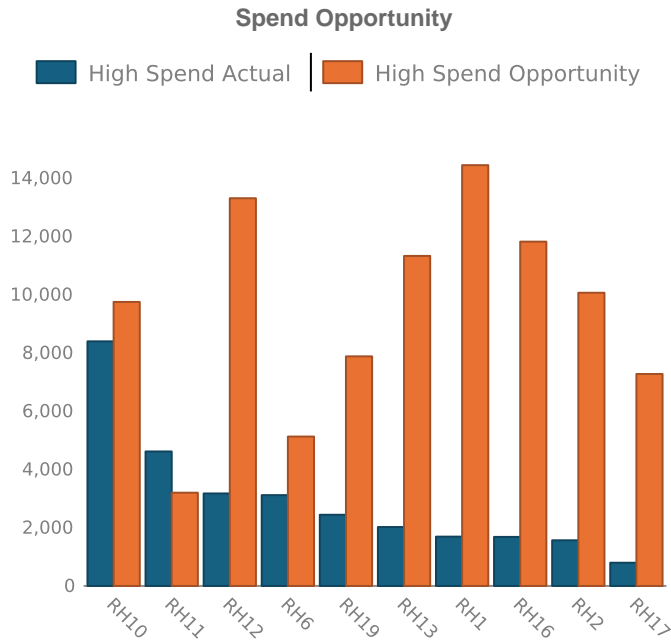


Fig.13 Visitors by postcode district

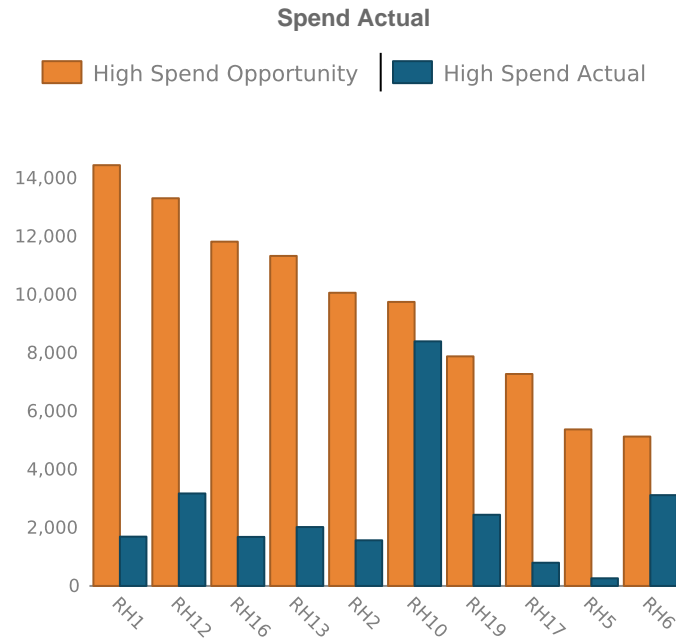


Fig.14 Visitors by postcode district

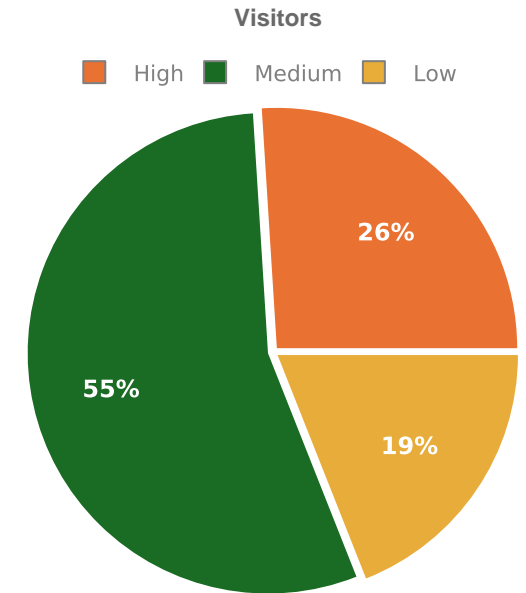


Fig.15 % of visitors by visitor origin distance