



Monthly Site Performance Report – St Albans Dec 2020

A PlaceDashboard.AI Report

Number of Tenants

338

Number of People in Catchment

1,092,866

Site Visit Frequency

Change in Visits Frequency per month: **-3.81%**

December 2020 Average Visit Frequency: **3.28**

November 2020 Average Visit Frequency: **3.41**

Site Dwell Time

Change in Length of Dwell Time: **+0.7%**

December 2020 Dwell Time (Hours, Minutes): **01:28**

November 2020 Dwell Time (Hours, Minutes): **01:27**

Site Visits

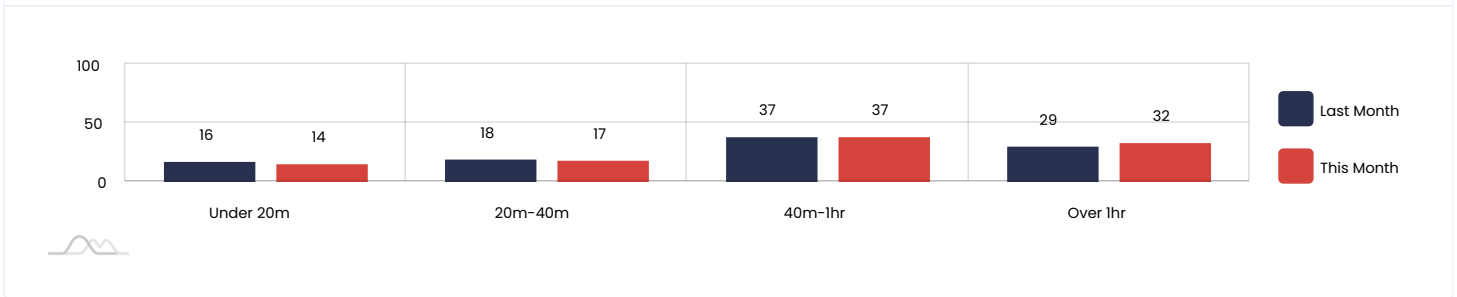
Change in Number of Visits **+7.93%**

December 2020 – **415,046**

November 2020 – **384,538**

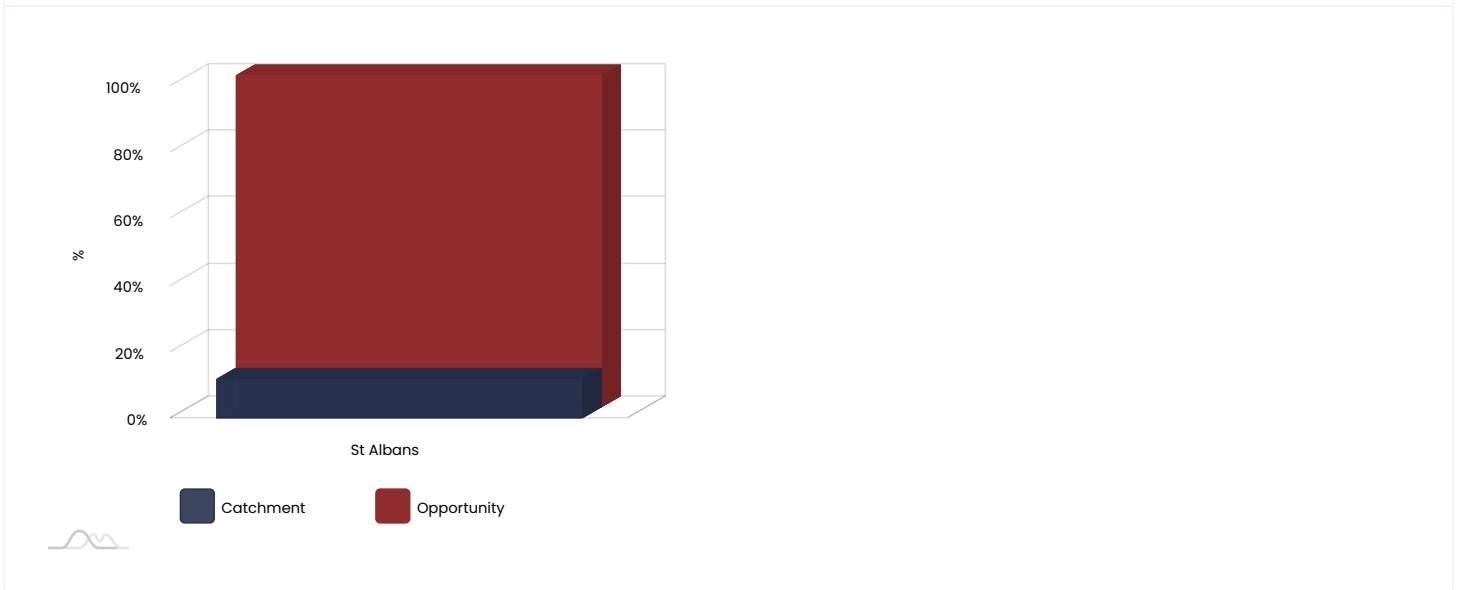


Length of Stay (% of visits)



November 2020 - Catchment Usage % vs Catchment Opportunity (Population)

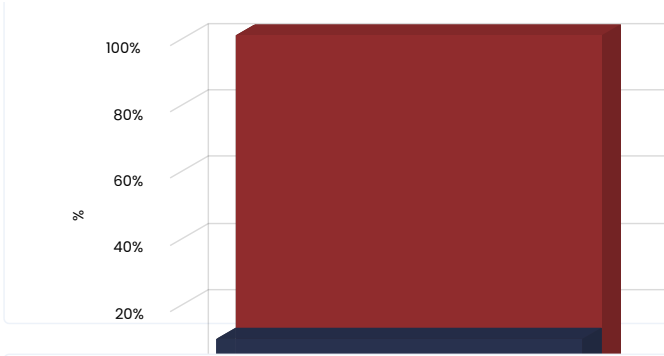
November 2020 Total Visitors - [112798](#)



December 2020 - Catchment Usage % vs Catchment Opportunity (Population)

December 2020 Total Visitors - [126705](#) , November 2020 Total Visitors - [112798](#)

Change in Number of Visitors from Catchment [+12%](#)



Top 3 Postcodes

Postcode	Postcode Population	% Postcode Visiting	November 2020 Visitors	December 2020 Visitors	Monthly % Change
AL1	36,180	49.2%	18,137	17,814	-1.8%
AL4	27,268	49.8%	11,655	13,578	+14.2%
AL3	28,462	42%	13,534	11,954	-13.2%

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