



Monthly Site Performance Report – St Albans Nov 2020

A PlaceDashboard.AI Report

Number of Tenants

338

Number of People in Catchment

950,725

Site Visit Frequency

Change in Visits Frequency per month: **+3.02%**

November 2020 Average Visit Frequency: **3.41**

October 2020 Average Visit Frequency: **3.31**

Site Dwell Time

Change in Length of Dwell Time: **-7.32%**

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

October 2020 Dwell Time (Hours, Minutes): **01:34**

Site Visits

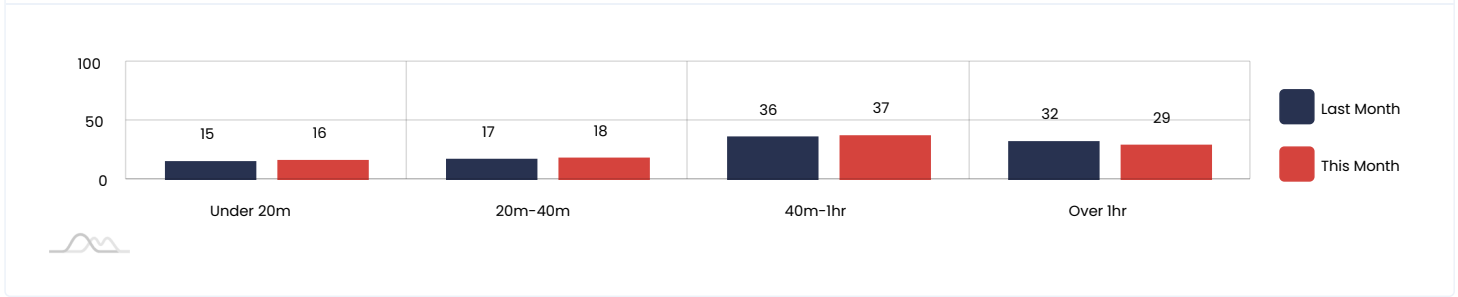
Change in Number of Visits **-17.32%**

November 2020 – **384,538**

October 2020 – **465,089**

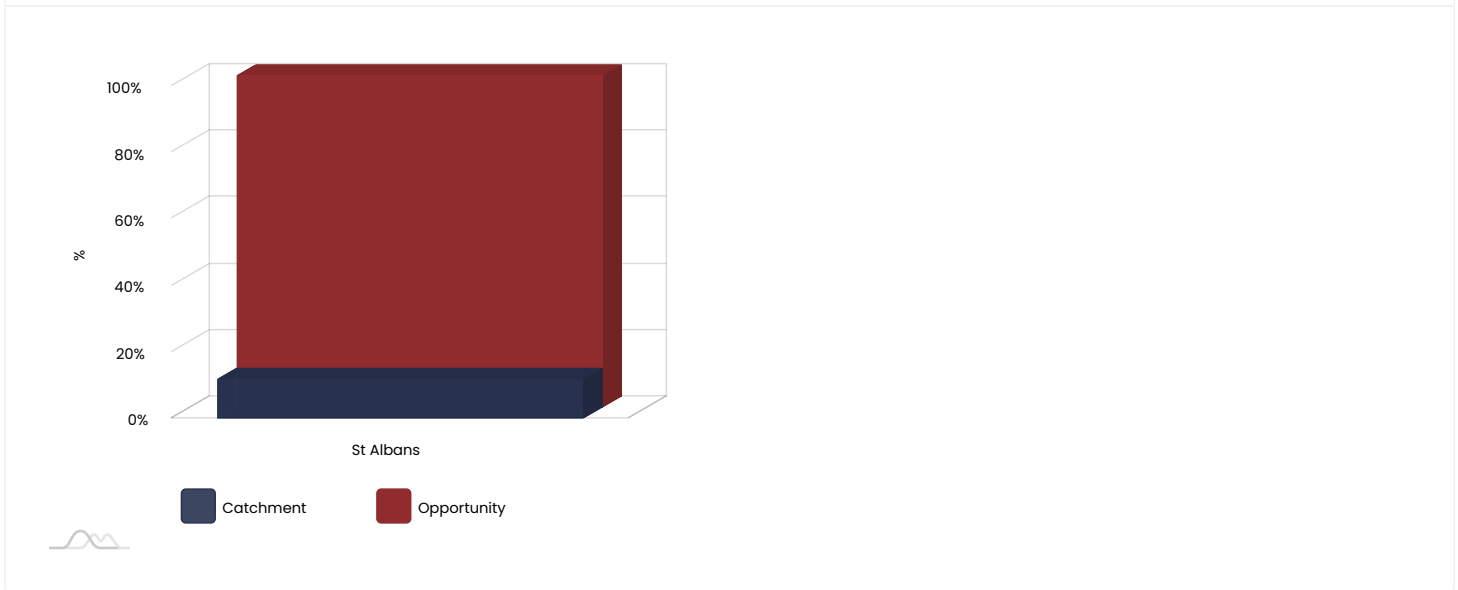


Length of Stay (% of visits)



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

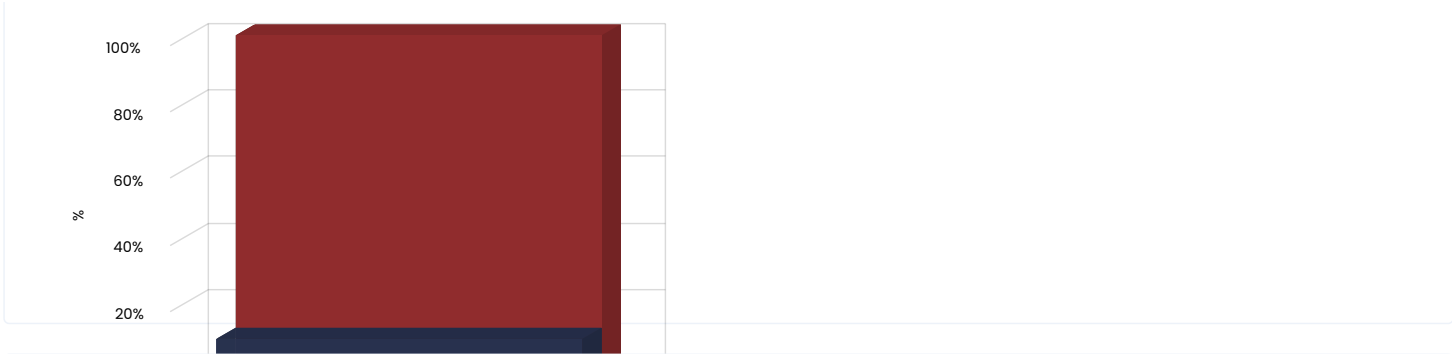
October 2020 Total Visitors - [140602](#)



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

November 2020 Total Visitors - [112798](#) , October 2020 Total Visitors - [140602](#)

Change in Number of Visitors from Catchment -20%



Top 3 Postcodes

Postcode	Postcode Population	% Postcode Visiting	October 2020 Visitors	November 2020 Visitors	Monthly % Change
AL1	36,180	50.1%	18,637	18,137	-2.8%
AL3	28,462	47.6%	13,164	13,534	+2.7%
AL4	27,268	42.7%	13,129	11,655	-12.7%

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