



## Monthly Site Performance Report – St Albans Oct 2020

*A PlaceDashboard.AI Report*

### Number of Tenants

338

### Number of People in Catchment

1,161,814

### Site Visit Frequency

Change in Visits Frequency per month: **-4.89%**

October 2020 Average Visit Frequency: **3.31**

September 2020 Average Visit Frequency: **3.48**

### Site Dwell Time

Change in Length of Dwell Time: **+3.62%**

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

September 2020 Dwell Time (Hours, Minutes): **01:31**

### Site Visits

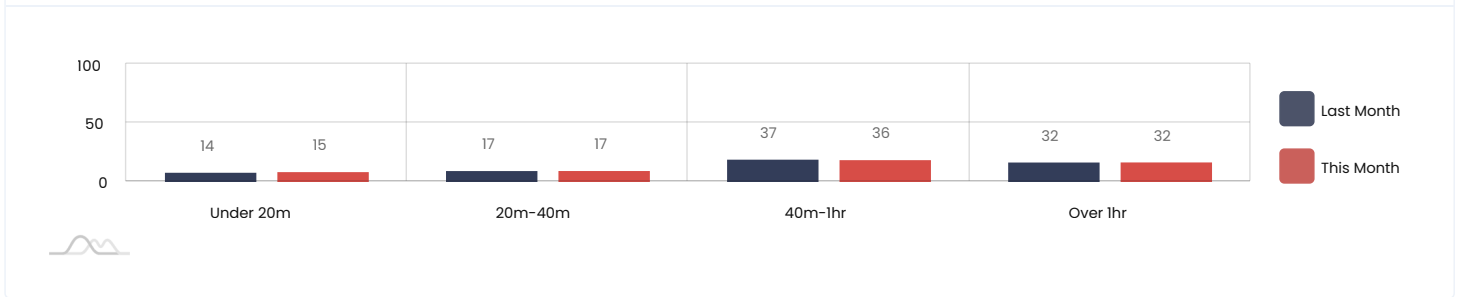
Change in Number of Visits **+1.95%**

October 2020 – **465,089**

September 2020 – **456,190**



### Length of Stay (% of visits)



### September 2020 - Catchment Usage % vs Catchment Opportunity (Population)

September 2020 Total Visitors - **131059**



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

October 2020 Total Visitors - **140602** , September 2020 Total Visitors - **131059**

Change in Number of Visitors from Catchment **+7%**



### Top 3 Postcodes

Postcode	Postcode Population	% Postcode Visiting	September 2020 Visitors	October 2020 Visitors	Monthly % Change
AL1	36,180	51.5%	19,248	18,637	-3.3%
AL3	28,462	46.3%	11,069	13,164	+15.9%
AL4	27,268	48.1%	13,302	13,129	-1.3%

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