



“ Catchment areas are the best way to characterise visitors to our towns ”

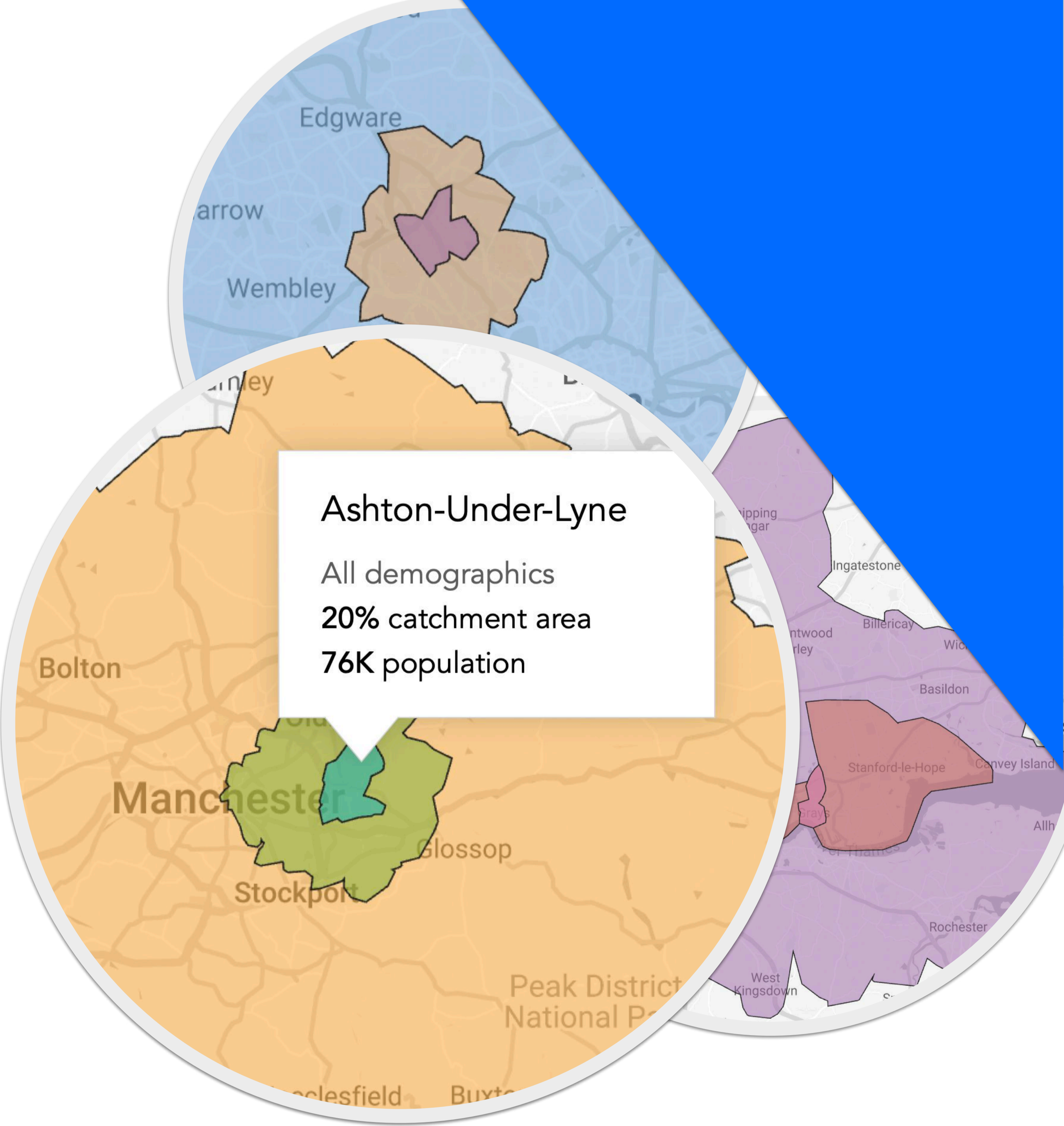
- Town Center Manager, District Council

CATCHMENT AREA

Get detailed catchment insight

Explore the catchment areas for towns and centres.

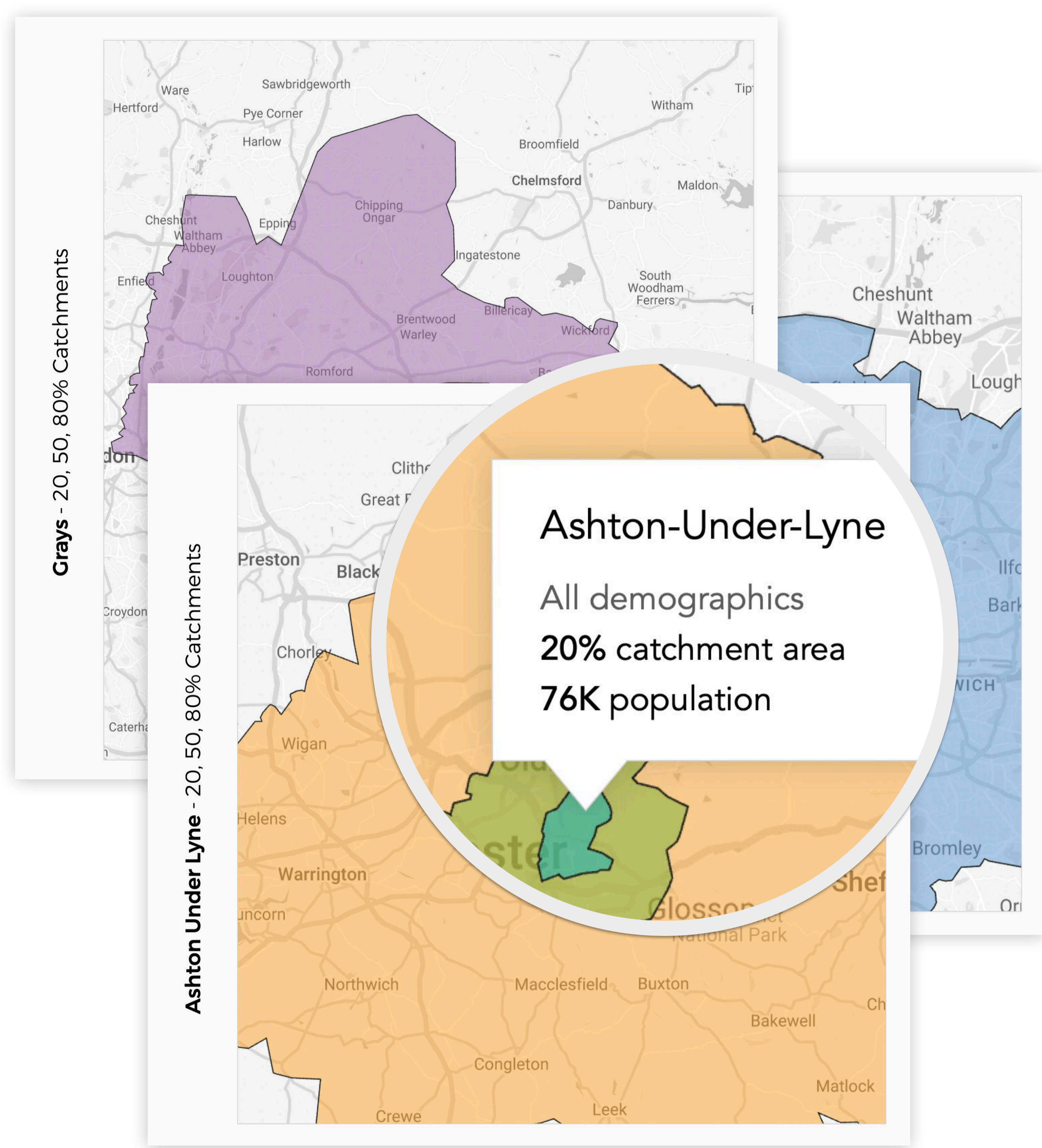
Discover how catchment areas change across local, out-of-town and tourist visitor groups. Monitor how that evolves with time. Find the total addressable market for local shops or services.





Calculate your local market size

Why use it? Use Catchment Areas to estimate the total addressable market for local shops or services based on the population of the catchment zone, and determine whether a site is a suitable location for investment. Catchment areas also link visitors to demographic data sources.



CATCHMENT AREA

Features

- ✓ Monthly catchment areas
- ✓ Map-based visualisation
- ✓ Includes non-residents only
- ✓ Up to 4+ years' data history
- ✓ Any place, any size, anywhere
- ✓ Fine-grained date filters
- ✓ Overlay with multiple places
- ✓ Benchmark against trends

Fig 1: Catchment area insights



High frequency

Monitor performance across the places and centres you manage in near real-time



4+ yrs history

Get up to 4yrs of history by default for every location you monitor



Full coverage

Place monitoring is available for any location in the UK and beyond



Discover our place insights platform

BROWSE MODULES

- ✓ Footfall
- ✓ Hourly Footfall
- ✓ Dwell
- ✓ Density
- ✓ Catchment
- ✓ Granular Catchment
- ✓ Satisfaction
- ✓ Inverse Catchment
- ✓ Commuter
- ✓ Visit Frequency



“ *My team uses Huq insights to set targets and monitor change* ”

Lesley Crisp
Economic Development Officer
Hertsmere Council

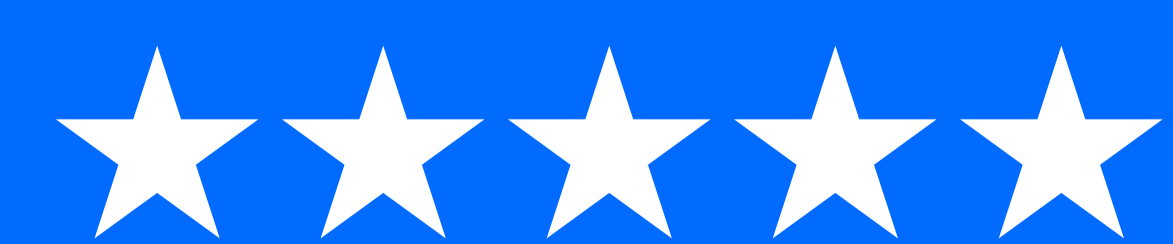
→ Get accurate place monitoring for decision makers in **Local Government, Retail & Real-estate**

[Book a demo](#)



Verified data quality

50+



Trusted by 50+ councils!