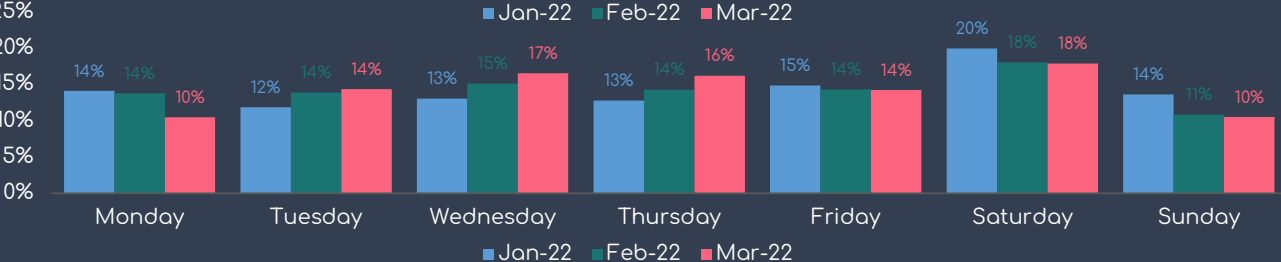
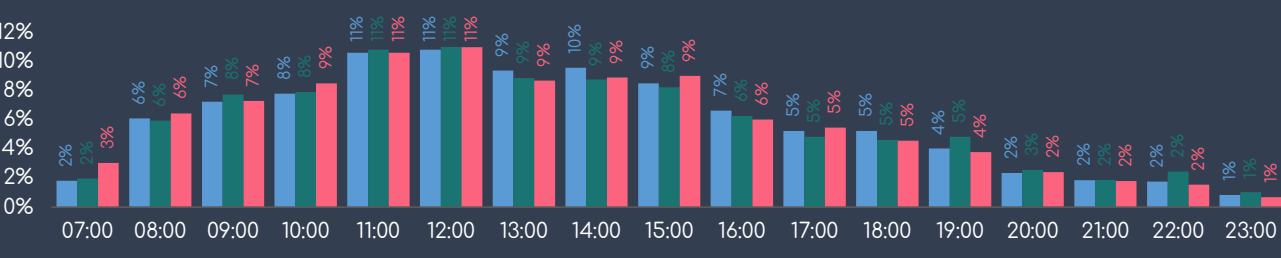
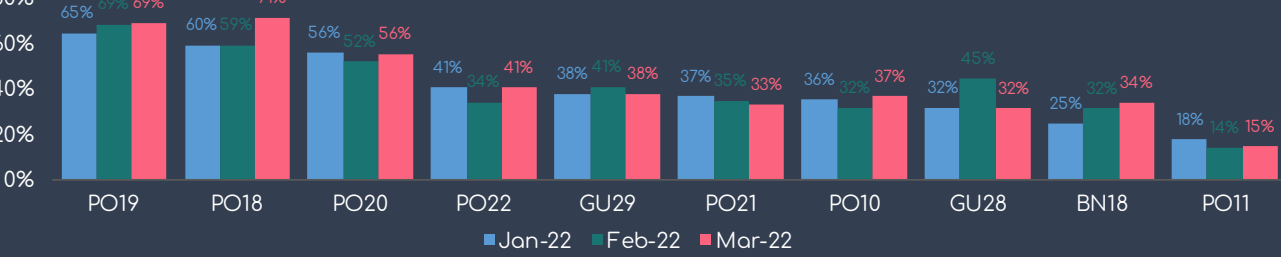
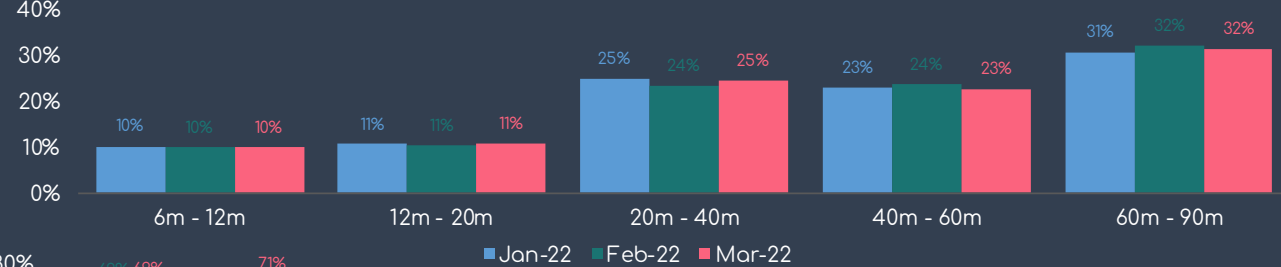
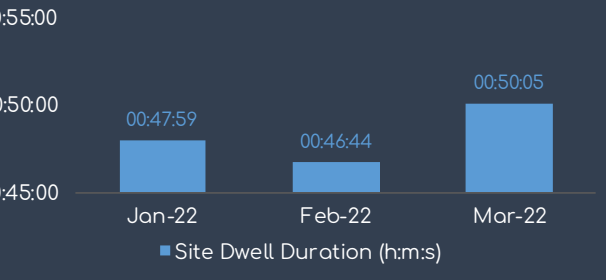
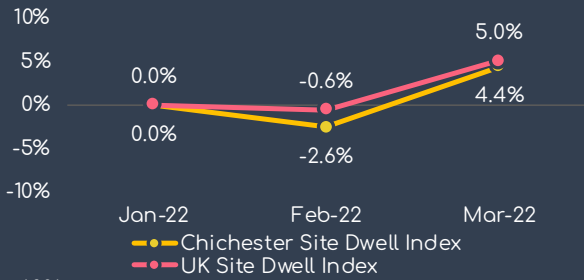
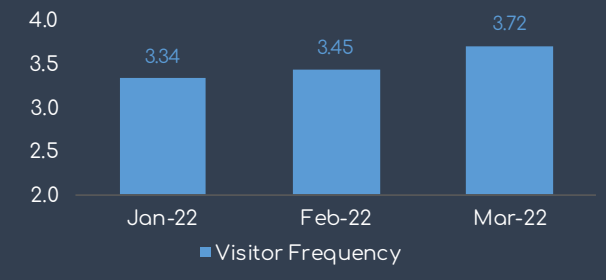
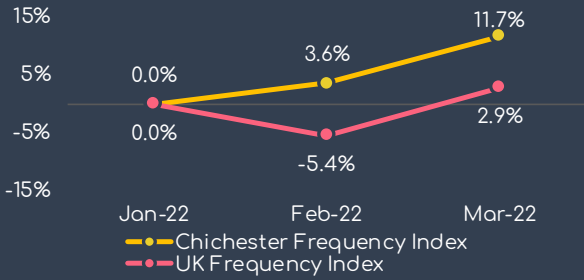
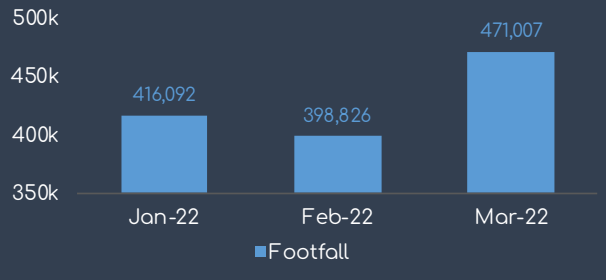
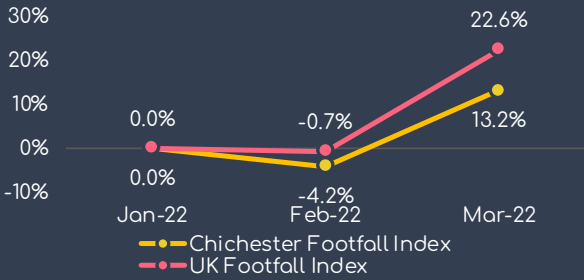


MONTHLY FOOTFALL REPORT – MARCH 2022

Within March we saw footfall of 471k, a MoM increase of +18.1%, however the increase was below the national comparison. Positively though, visitors to Chichester have consistently spent longer within the city with visitor frequency up to 3.7 compared to 3.5 last month and 3.3 in January. When we then look at dwell time (how long a visitor stays within the city boundaries) we also see increases for March. This gives us a really positive combined view that more visitors are coming to Chichester, that they are coming more frequently and that they are staying for longer.

We continue to see Core catchment post codes visit Chichester regularly with PO 18, PO19 and PO20 within the top visitors. It's great to also see that visitors are travelling to Chichester from GU 28, GU29 and BN18 especially as they are closer to both Horsham and Worthing.

Wednesdays continue to see increasing footfall, due to our markets, and are rivalling Saturday as the busiest day in Chichester to visit



Footfall and Footfall Index

Footfall is measured by analysing the number of visits made by visitors from the core catchment postcodes of Chichester and extrapolating using the postcode population to calculate total footfall volume

The chart with an index shows footfall in comparison to the oldest month whilst providing a reference to UK trends

Visit Frequency

The visit frequency is a measure of the average number of times a month a visitor will come to the site.

The chart with an index shows footfall in comparison to the oldest month whilst providing a reference to UK trends

Site Dwell

Site dwell is a measure of how long visitors spend on site. The overall figure is based on those who spend between 1 to 90 minutes on site.

The chart with an index shows footfall in comparison to the oldest month whilst providing a reference to UK trends

Site Dwell Duration Breakdown

Visitor footfall volumes are analysed by the length of dwell time e.g 6m-12m = all the visits lasting between 6 and 12 minutes.

The chart represents all visits between 6mins to 90mins, with each month equaling a total of 100%

Chichester Visitor Postcode Catchment

The % share of visitors to Chichester from a catchment postcode, which is determined by the location a mobile phone 'sleeps' overnight.

The ten postcodes included in the chart are 'Core Catchment Area' postcodes to Chichester

Chichester Visitor Time of Day

The % share of visitors to Chichester between 7am and midnight to equal 100% of visitors.

Chichester Visitor Day of Week

The % share of visitors to Chichester across the week to show the most popular day.