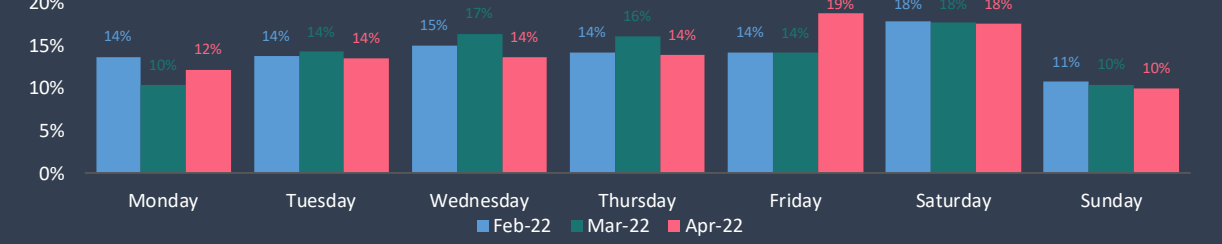
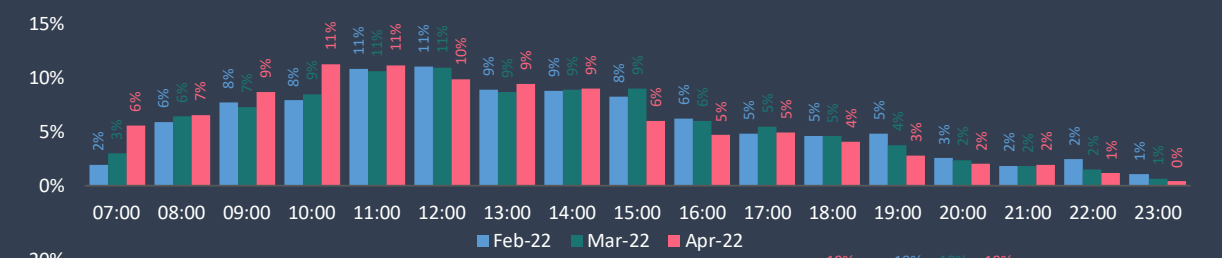
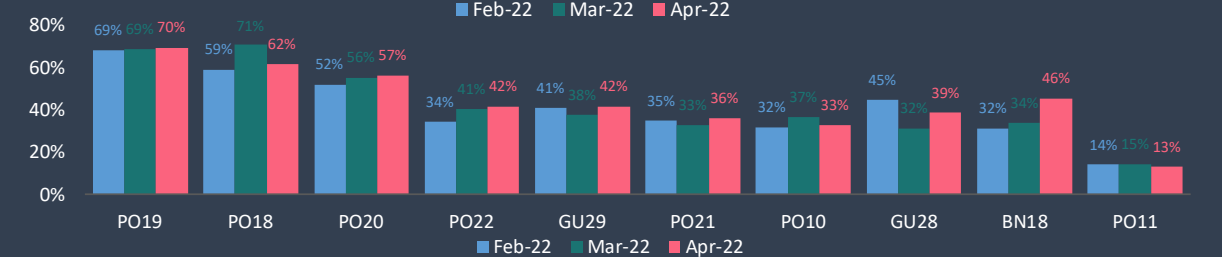
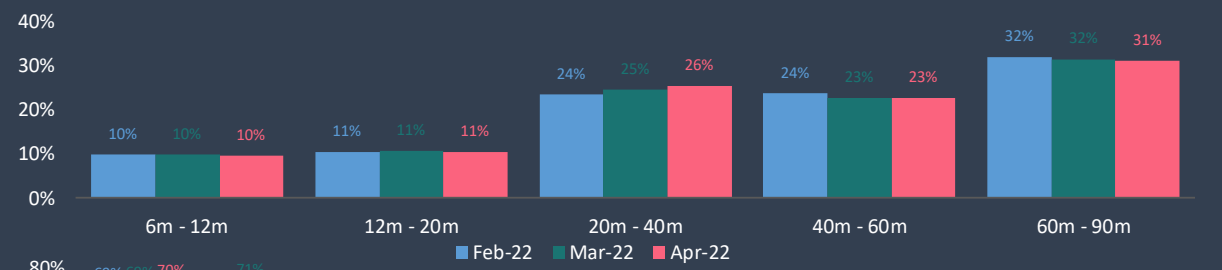
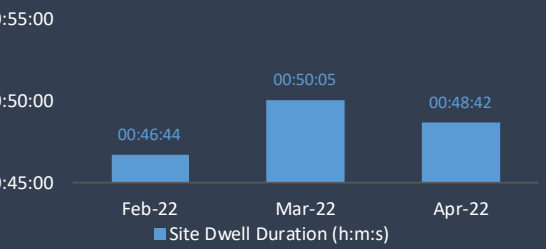
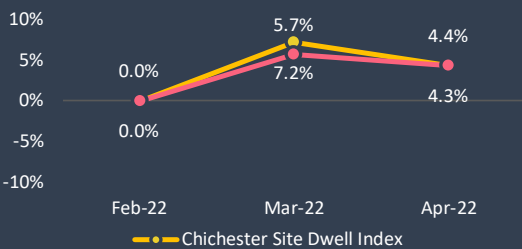
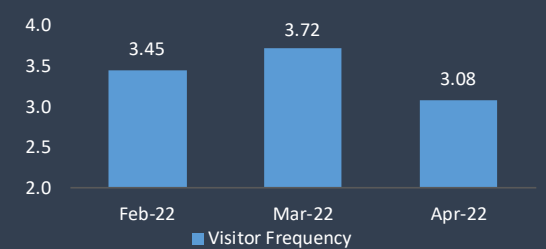
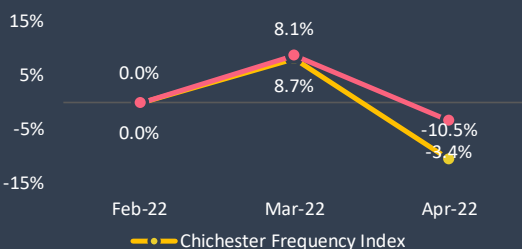
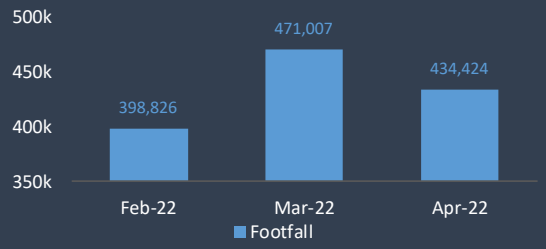
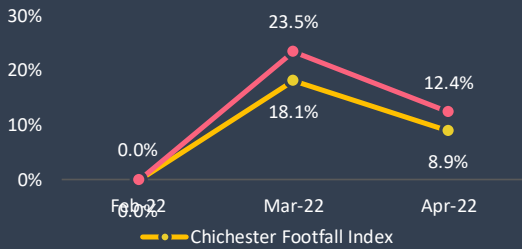


## MONTHLY FOOTFALL REPORT – APRIL 2022

In April we saw footfall of 434k, a MoM decrease of 7.7%, however the decrease was less than the national comparison. Typically, visitors spent 48 minutes in the city and visited 3 times per month. We continue to see that visitors spend longer in Chichester with 31% spending between 60 and 90 minutes here.

We have seen a real shift in the footfall by hour this month with 10am now being the busiest time along with 11am. This shows visitors are now coming into the city earlier and footfall starts to decrease from 3pm which we can see in the figures from this month. We have also seen an increase to Friday's footfall, which is showing as the busiest day in April, slightly ahead of Saturdays.

We continue to see core catchment postcodes visit Chichester regularly but have seen a significant increase in visitors from BN18, GU28 and GU29 which shows we are attracting visitors from further afield.



### 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.