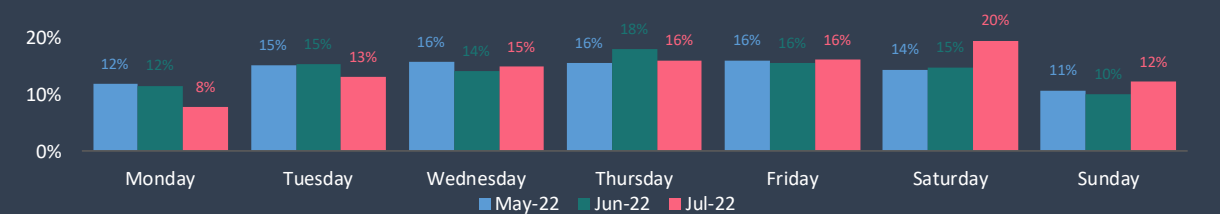
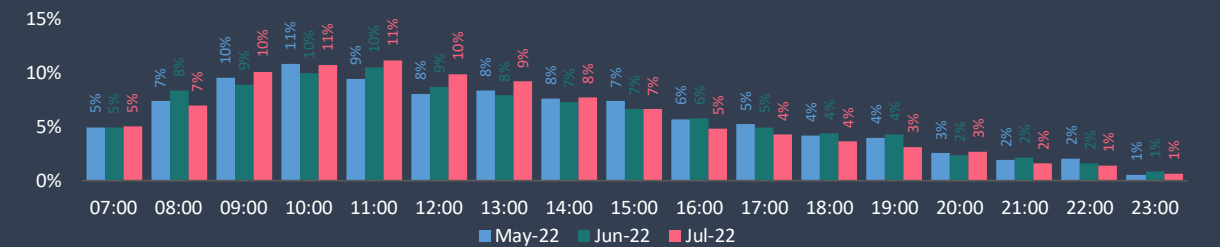
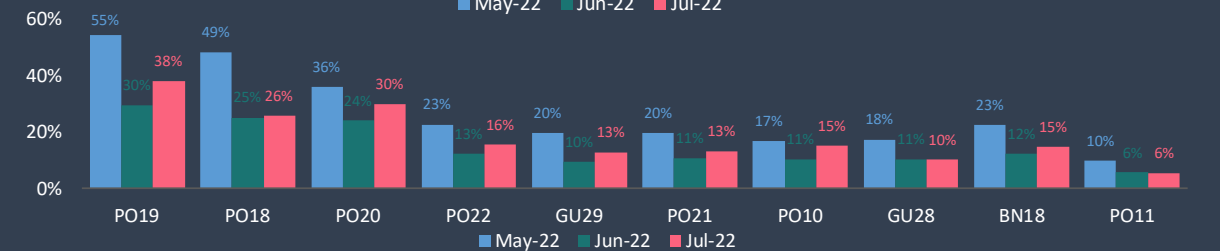
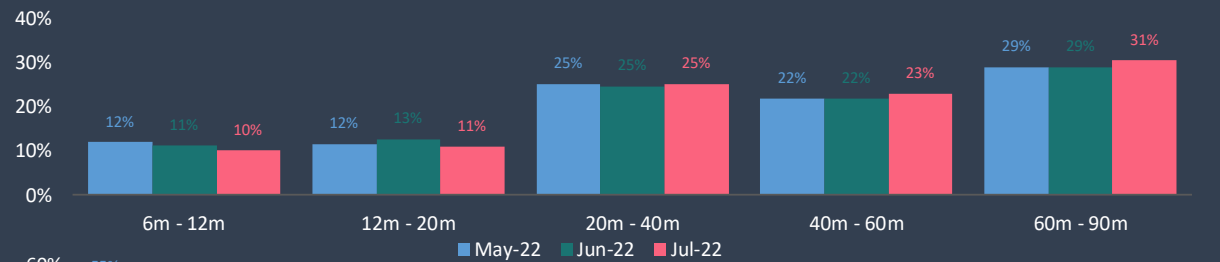
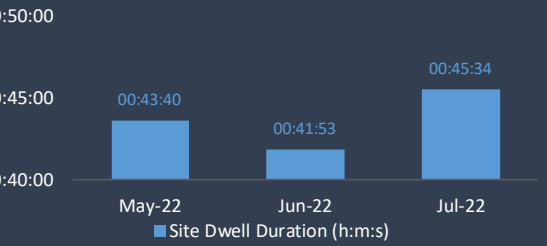
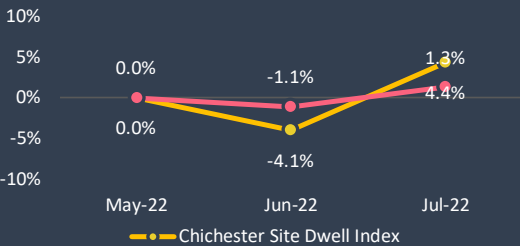
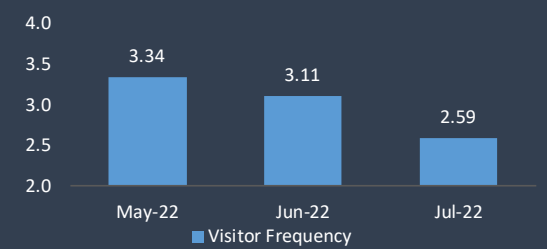
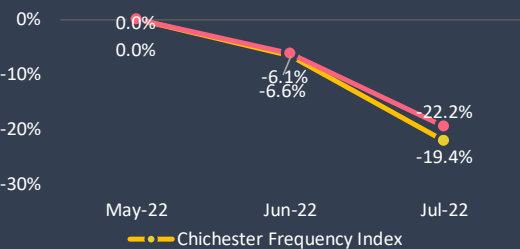
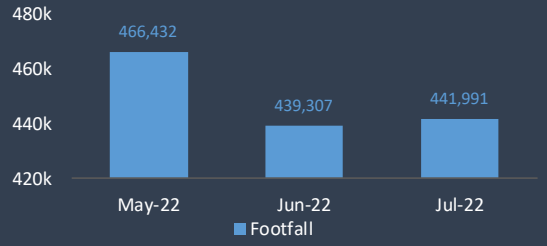
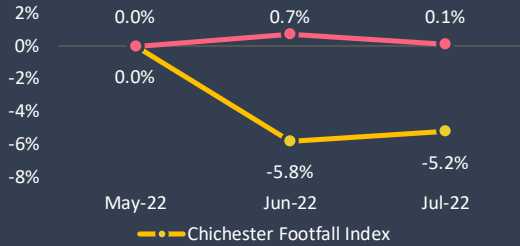


MONTHLY FOOTFALL REPORT – JULY 2022

In July we saw footfall of 442k, a MoM increase of 0.61%, which was in line with the South East and better than National Average. Typically, visitors spent 45 minutes in the city and visited 2 times per month.

We have seen a positive increase in the length of time visitors spent in Chichester in July; increasing by 8.8%. Visitor frequency has continued to decrease this month, but this does follow the trend for National Average. Footfall by hour has shifted back slightly this month showing our busiest times are now 10am-12pm. We have seen Mondays become much quieter in July with Saturdays having a significant increase in footfall which follows the trends in similar locations.

We have seen an increase in the number of visitors spending between 60 minutes – 90 minutes in Chichester. This is much higher than in other local and comparable locations which is a real positive and shows we are keeping visitors in the city for longer.



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.