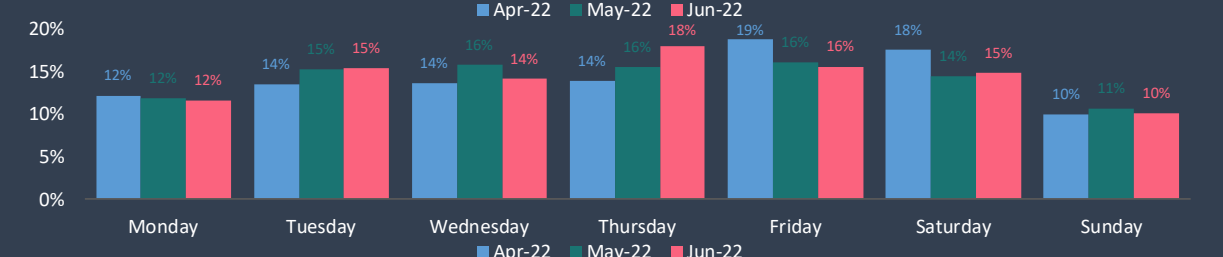
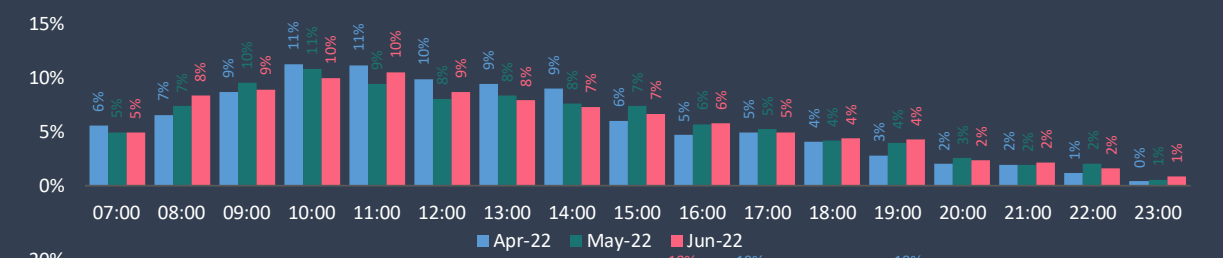
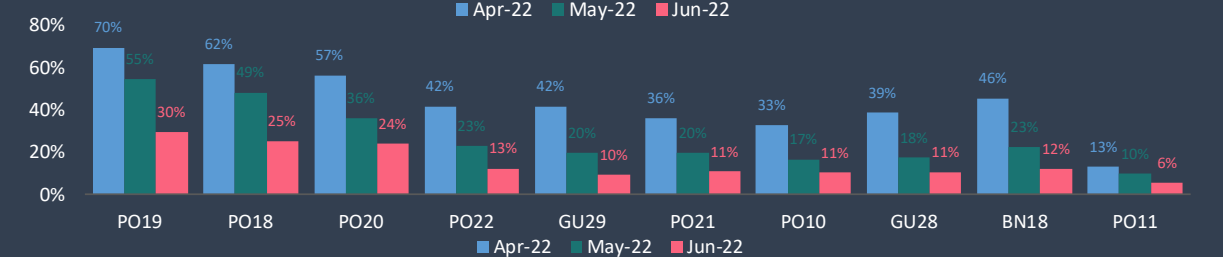
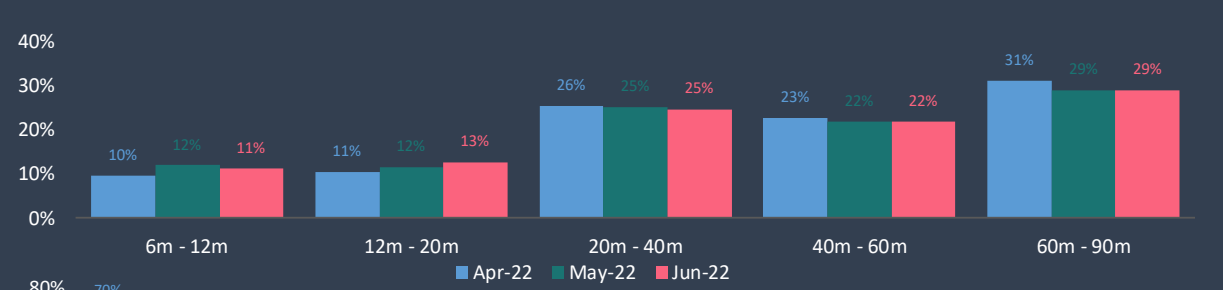
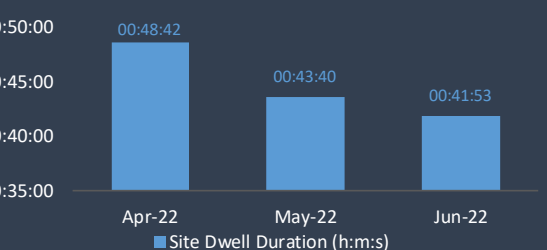
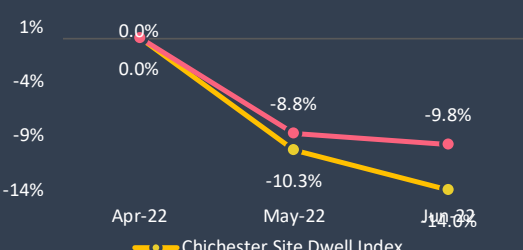
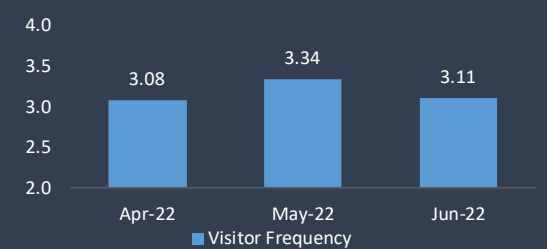
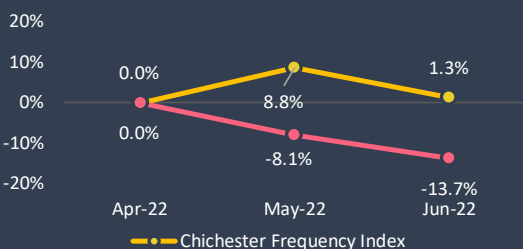
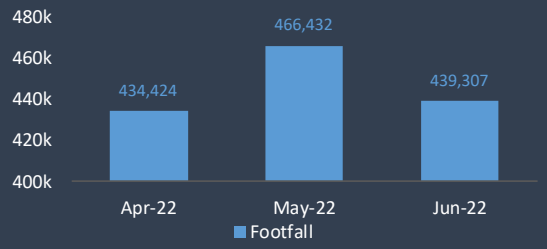
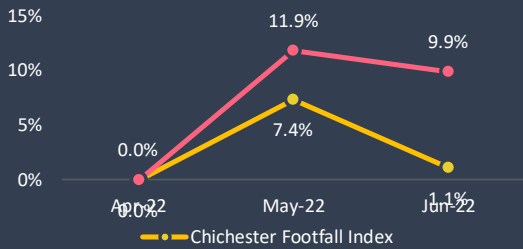


In June we saw footfall of 439k, a MoM decrease of 5.82%, which was slightly more than National average. Typically, visitors spent 41 minutes in the city and visited 3 times per month. We continued to see a decrease in the length of time visitors are staying in Chichester -4.08% vs May, this does however follow the current National trend. Visitor frequency also decreased vs May but is still showing an increase from April, which is a positive.

Footfall by hour continues to show we are busiest from 9am-11am. We can also see that footfall between 6pm-11pm has continued at the same levels as May which saw an increase. This continues to show a positive story for our nighttime economy.



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.