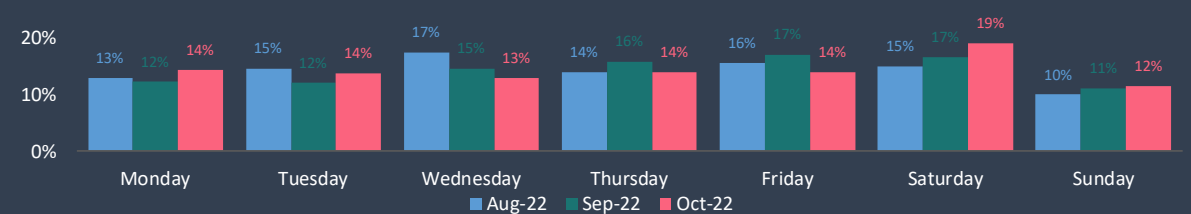
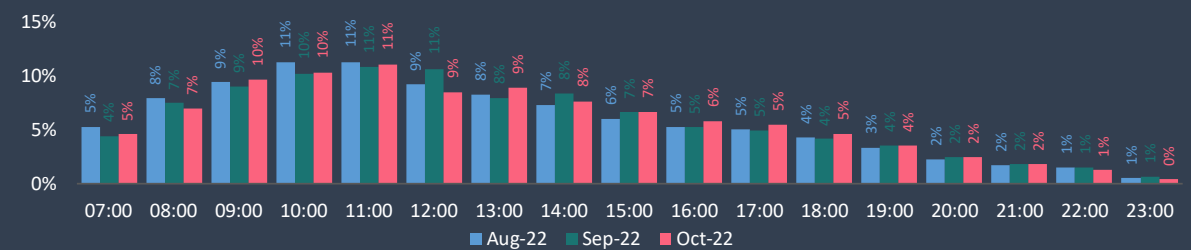
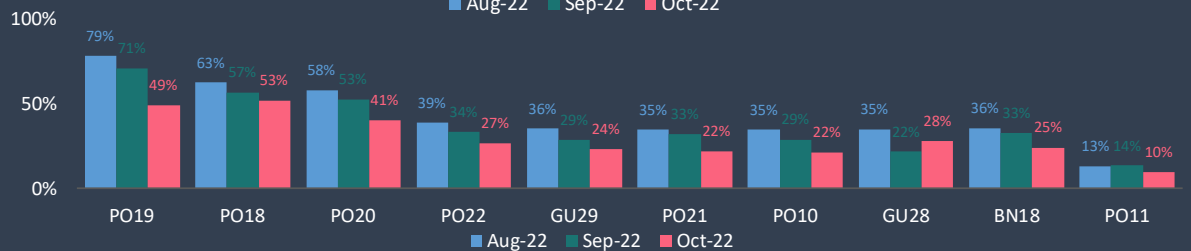
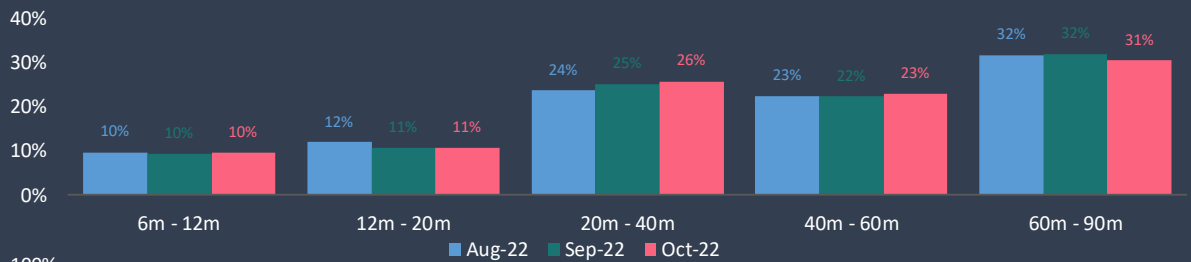
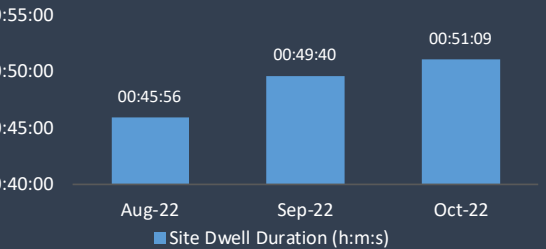
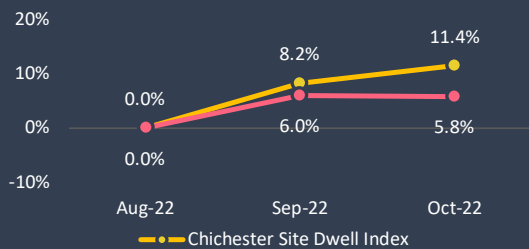
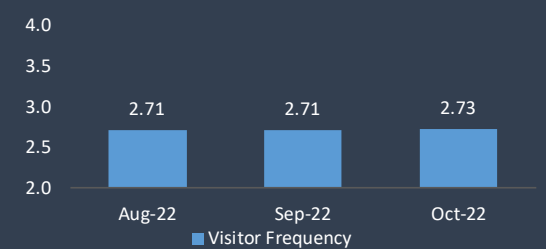
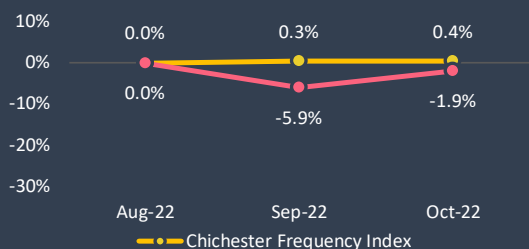
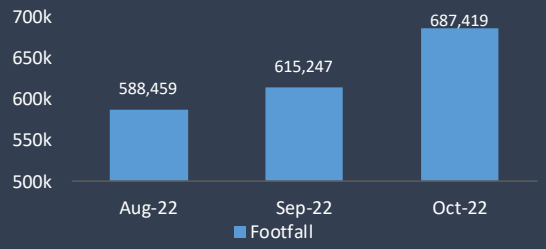
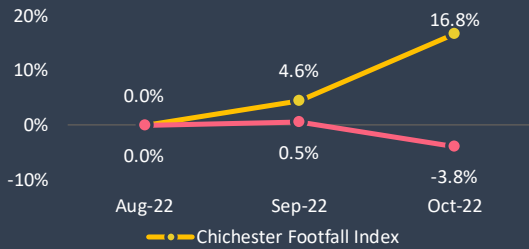


## MONTHLY FOOTFALL REPORT – OCTOBER 2022

In October we saw footfall of 687k, a MoM increase of 11.73%, which was much better than National Average & other comparable cities. Typically, visitors spent 51 minutes in the city and visited 2.73 times per month.

We have seen continued growth in footfall numbers over the past 3 months, with Octobers footfall being +16.8% vs August. Site Dwell time also increased by 2.99% in October, continuing the positive trend we have seen in the last 4 months, this continues to be better than National Average and South East. These combined show we are attracting more visitors, who are also spending longer in the City.

We have seen a positive increase in footfall on Saturdays, which continues to be our busiest day. Wednesdays and Fridays however have seen a slight decrease in visitor numbers. Footfall has slightly increased between 4pm-9pm which is great for our hospitality and early evening businesses and will hopefully help to bridge the gap between our day-time and night-time 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.