

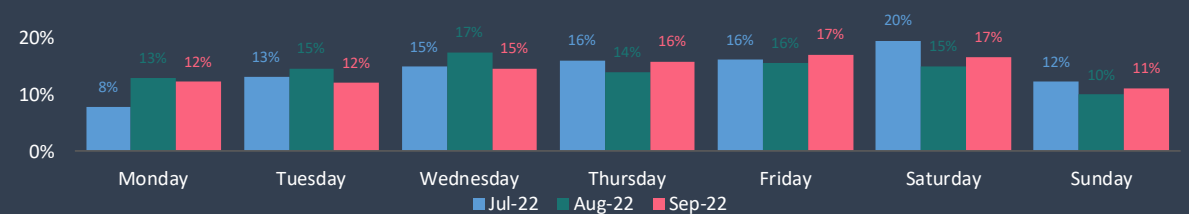
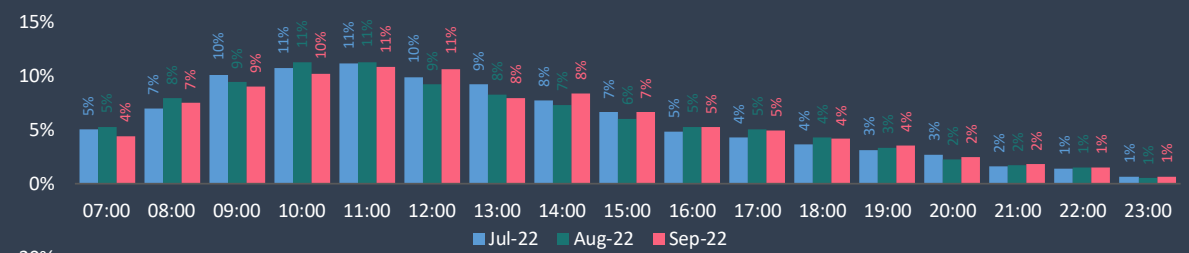
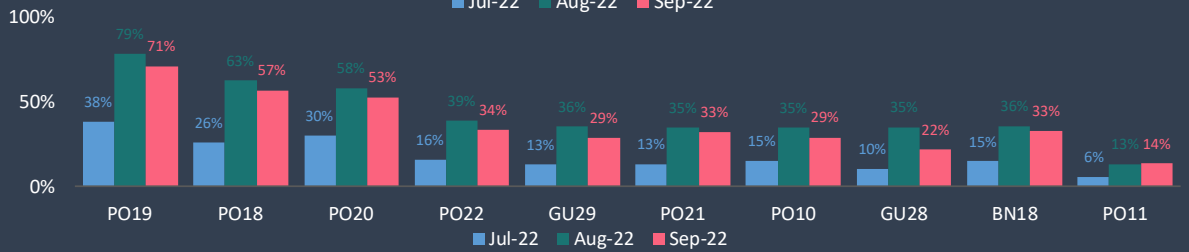
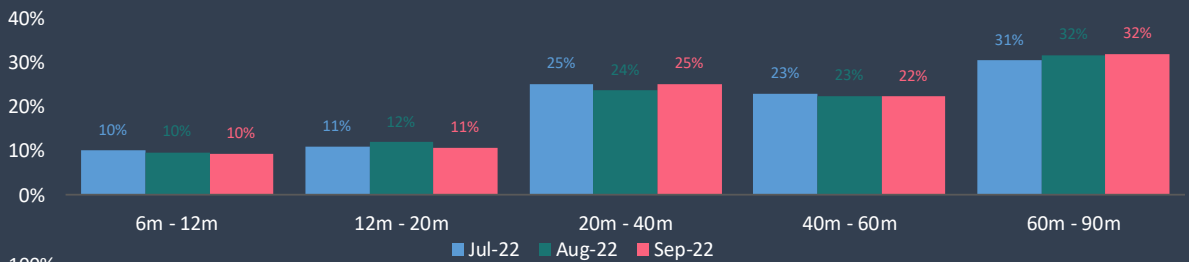
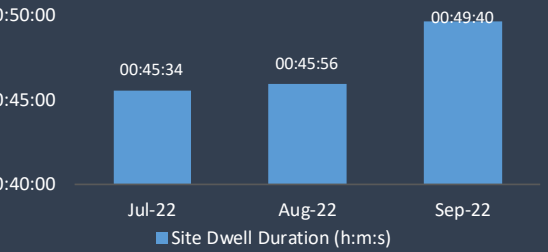
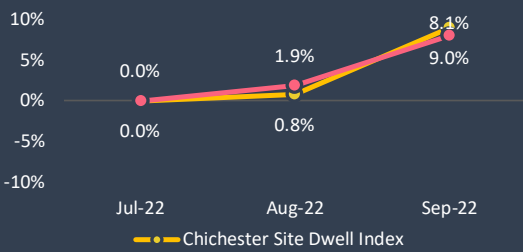
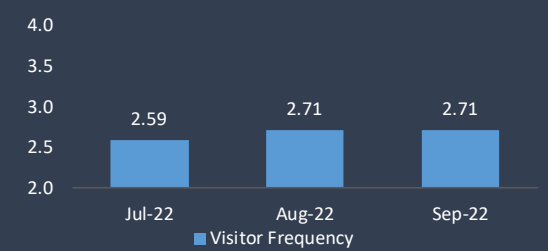
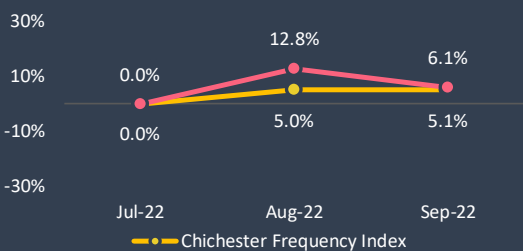
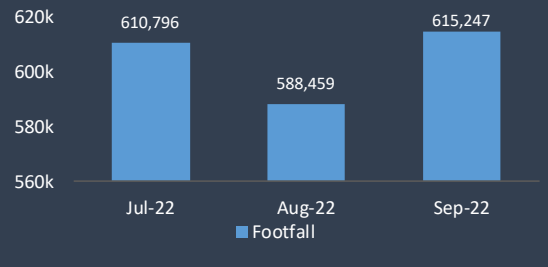
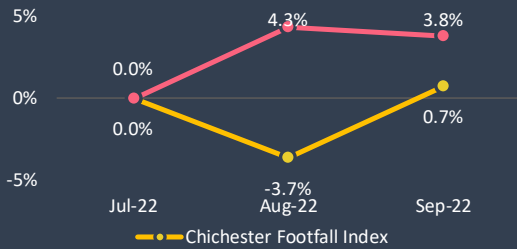
MONTHLY FOOTFALL REPORT – SEPTEMBER 2022

In September we saw footfall of 615k, a MoM increase of 4.5%, which was better than National Average & other comparable cities. Typically, visitors spent 49 minutes in the city and visited 2.71 times per month.

Visit frequency has stayed at 2.71 times per month, which is positive as this had increased in August and is higher than National Average.

We have seen an increase in the length of time visitors spent in Chichester in September; increasing by 8.1%. Most visitors spend between 60-90m in the City which is longer than in other local areas. Footfall by day shows that our busiest days in September were Friday & Saturdays and we saw an increase in footfall from 7pm, which is a real positive for our hospitality businesses.

We can see a slight decline in visitors from Core Catchment postcodes this month, however we did see an increase in visitors from further afield, with PO11, GU31 & BN13 postcodes being much higher than previous months.



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.