

# Footfall Report for: Chester BID

Weeks This Month: 5  
Weeks Last Month: 4

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Chester BID	-6.0 %	-2.6 %	-10.7 %	1.2 %	-1.9 %	0.0 %
North & Yorkshire	-1.7 %	-0.8 %	-7.1 %	3.1 %	1.2 %	0.6 %
UK	-1.3 %	-2.8 %	-4.5 %	0.1 %	2.5 %	1.4 %

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

## Headlines

Footfall for the year to date is 6% down on the previous year.

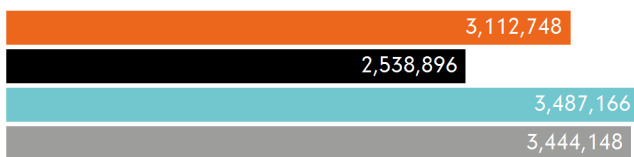
The number of visitors counted for month commencing 26 May 2019 was 3,112,748.

The busiest day in month commencing 26 May 2019 was Saturday 29 June with 145,601 visitors.

The peak hour of the month was 12:00 on Saturday 29 June 2019 with footfall of 15,909

## Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month     ■ Previous Year  
■ Previous Month     ■ 2 Years Ago

## Weather



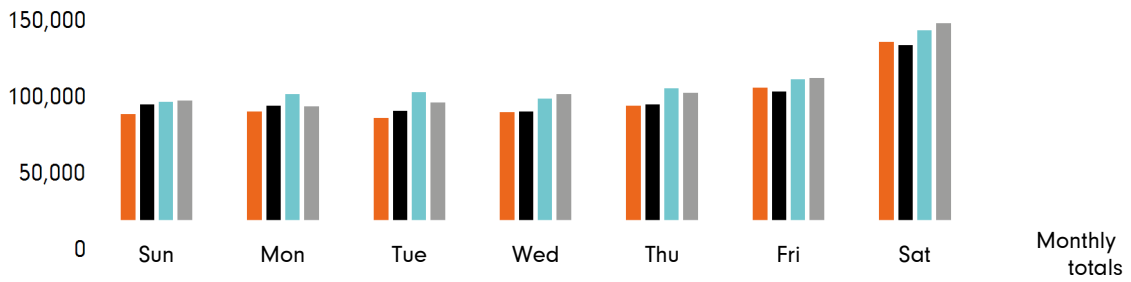
Number of days this month	7	5	23
Number of days same month last year	19	5	11

### Average temperature

	Maximum temperature	Minimum temperature
2019	17°	10°
2018	22°	12°

## Footfall by day

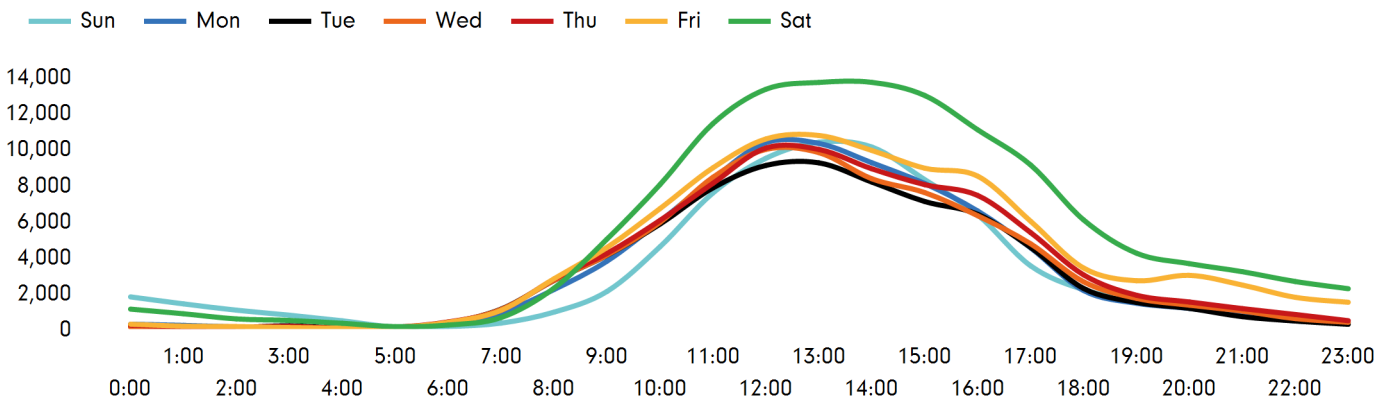
The figures shown below are calculated using weekly averages.



This Month	78,355	79,849	75,410	79,483	83,922	96,651	128,876	622,546
Previous Month	84,908	83,941	80,433	79,977	85,062	93,841	126,560	634,722
Previous Year	86,724	92,056	93,419	89,077	96,414	102,588	137,152	697,430
2 Years Ago	87,765	83,503	86,154	92,119	93,129	103,788	142,369	688,827
Month on month %	-7.7 %	-4.9 %	-6.2 %	-0.6 %	-1.3 %	3.0 %	1.8 %	
Year on year %	-9.7 %	-13.3 %	-19.3 %	-10.8 %	-13.0 %	-5.8 %	-6.0 %	

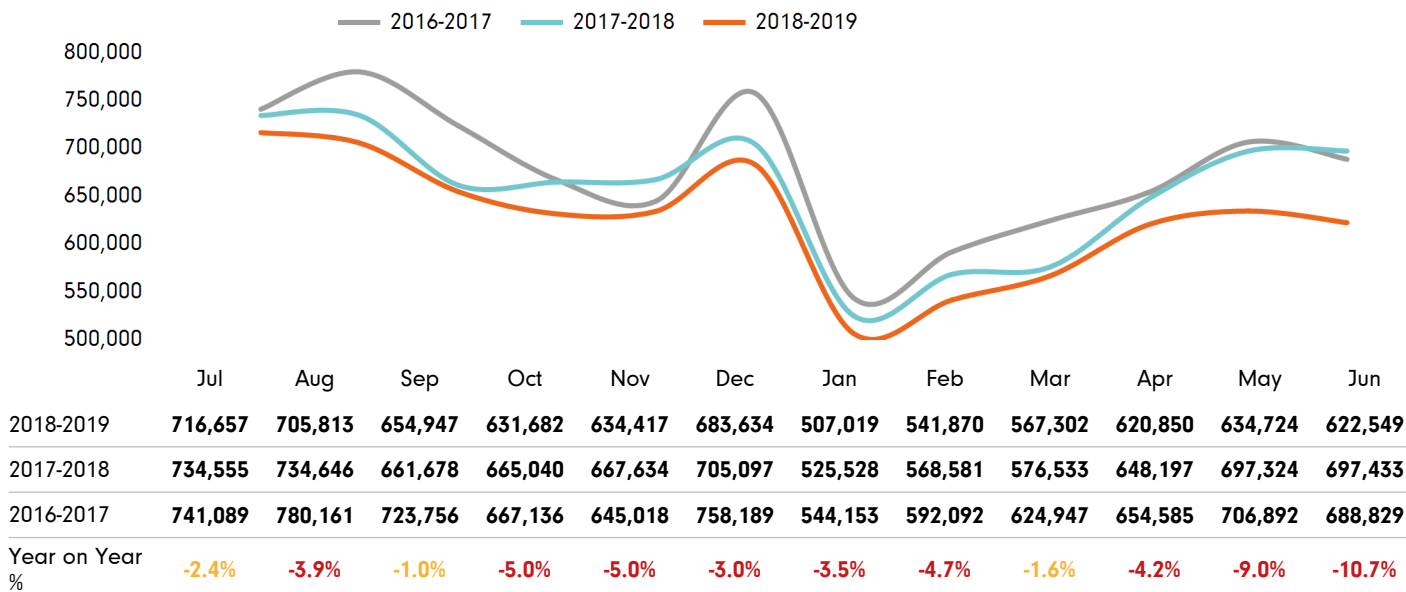
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

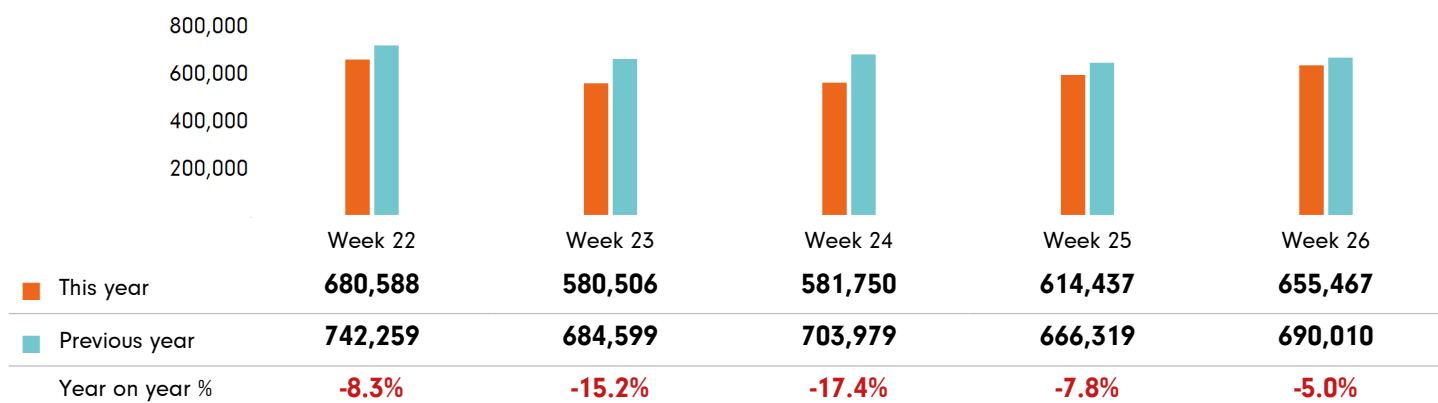
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for June compares June 2019 to June 2018

## Footfall by week of month

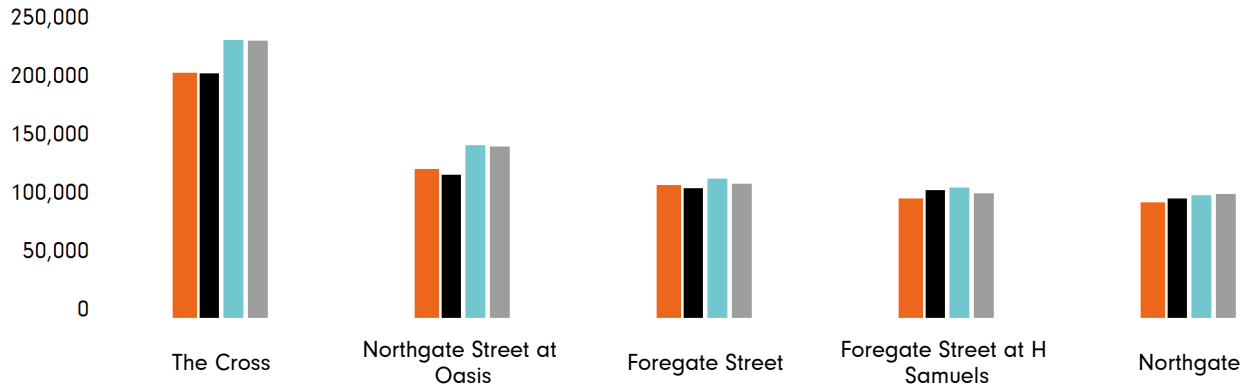
The figures shown below are calculated using weekly totals.



## Footfall by location

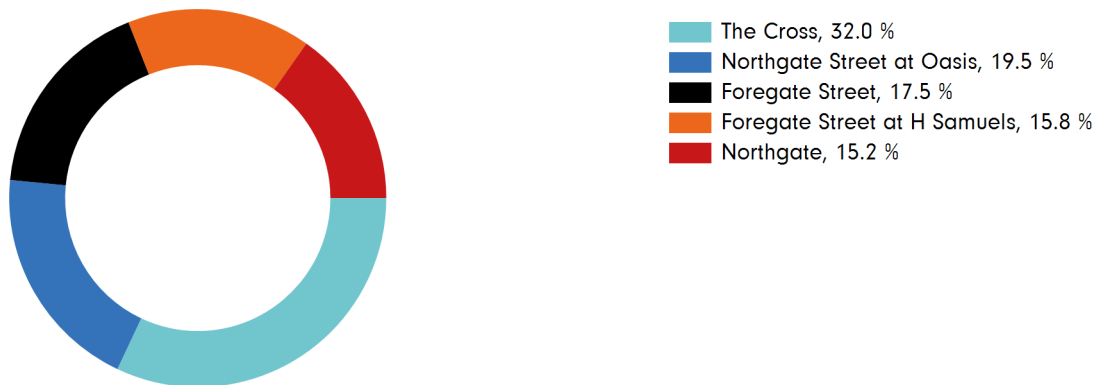
The figures shown below are calculated using weekly averages.

■ This month   
 ■ Previous month   
 ■ Previous year   
 ■ 2 Years ago



This Month	<b>199,267</b>	<b>121,553</b>	<b>108,783</b>	<b>98,133</b>	<b>94,814</b>
Previous Month	<b>200,547</b>	<b>119,370</b>	<b>108,161</b>	<b>106,733</b>	<b>99,914</b>
Previous Year	<b>227,381</b>	<b>142,676</b>	<b>115,986</b>	<b>108,806</b>	<b>102,584</b>
2 Years Ago	<b>226,951</b>	<b>141,712</b>	<b>112,093</b>	<b>104,360</b>	<b>103,714</b>
Year on Year %	<b>-12.4 %</b>	<b>-14.8 %</b>	<b>-6.2 %</b>	<b>-9.8 %</b>	<b>-7.6 %</b>

## Footfall by location



### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to June, 2019 Vs January, 2018 to June, 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. June, 2019 Vs June, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 6 2019 Vs 5 2019