

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Chester	-5.8 %	-2.0 %	-7.8 %	-3.6 %	-1.0 %	-2.5 %
North & Yorkshire	-2.7 %	-1.2 %	-4.3 %	-3.1 %	0.8 %	-0.1 %
High Street Index - BDSU(BDSU - Comparison)	-1.9 %	-0.2 %	-5.0 %	-2.9 %	1.5 %	0.9 %
UK	-2.1 %	-2.4 %	-4.3 %	-3.8 %	-1.8 %	-2.7 %

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 5.8% down on the previous year.

The number of visitors counted for month commencing 27 October 2019 was 1,477,565.

The busiest day in month commencing 27 October 2019 was Saturday 16 November with 80,861 visitors.

The peak hour of the month was 14:00 on Saturday 16 November 2019 with footfall of 10,338

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 **8** **6** **14**

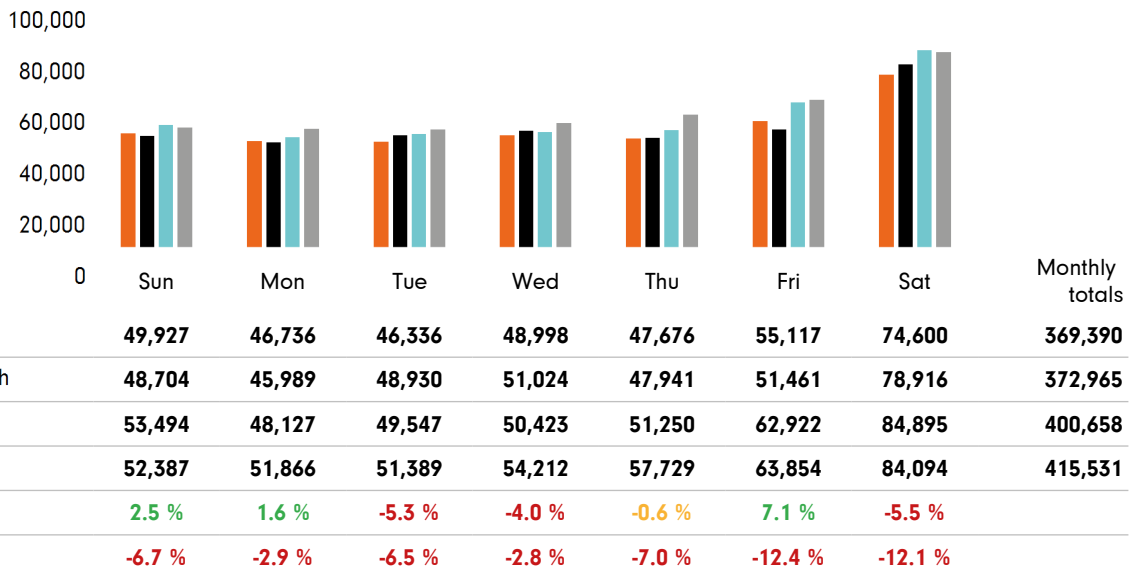
Number of days same month last year **10** **5** **13**

Average temperature

	Maximum temperature	Minimum temperature
2019	9°	4°
2018	11°	6°

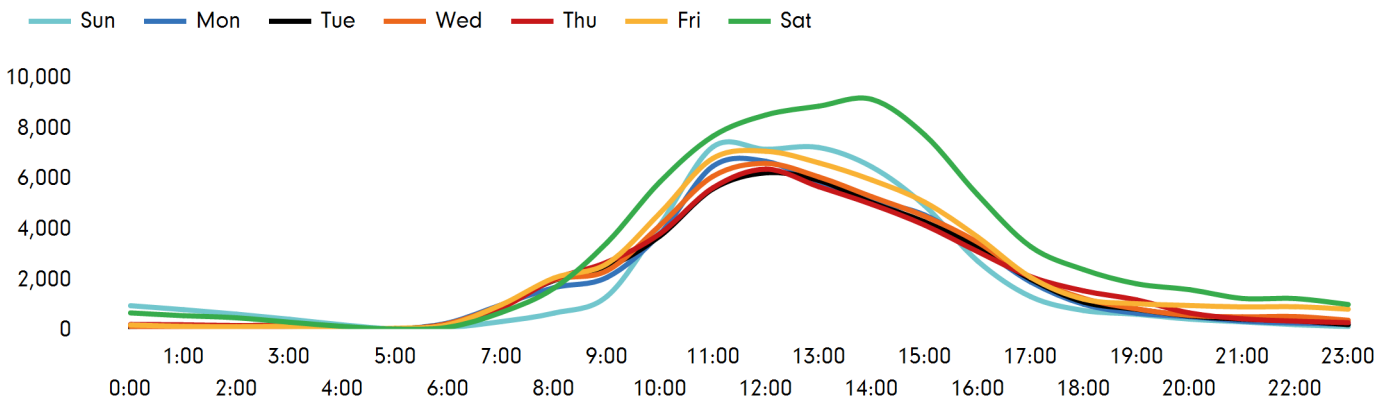
Footfall by day

The figures shown below are calculated using weekly averages.



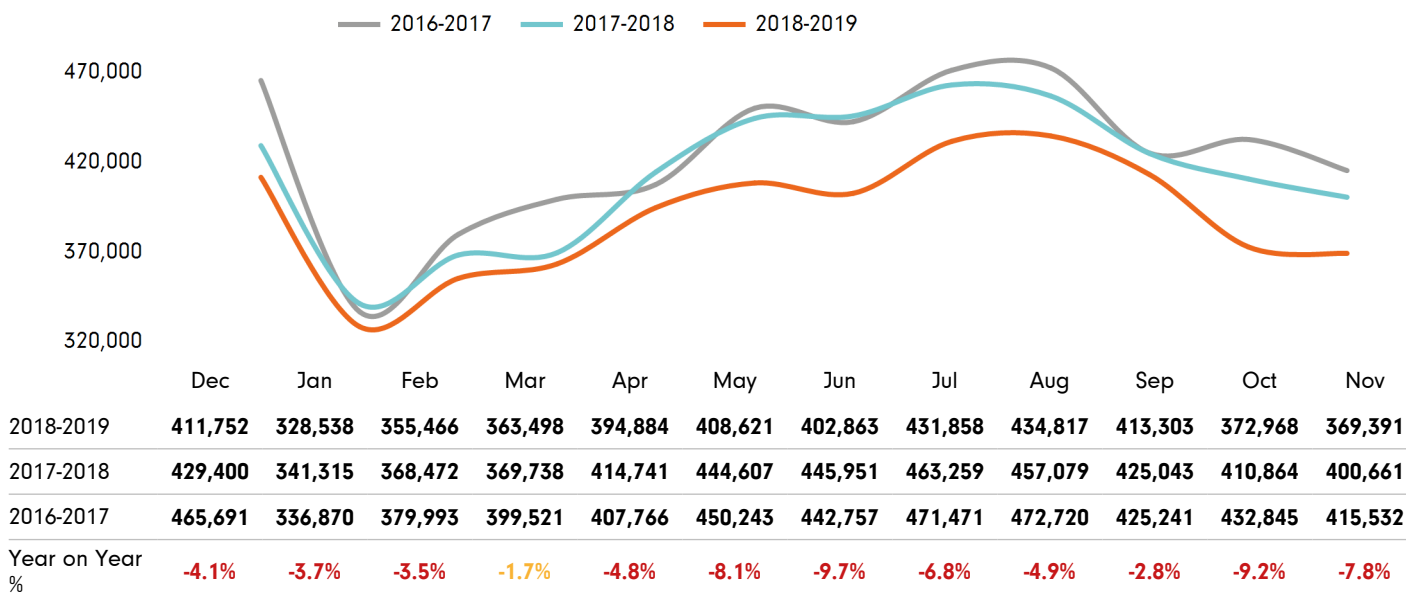
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

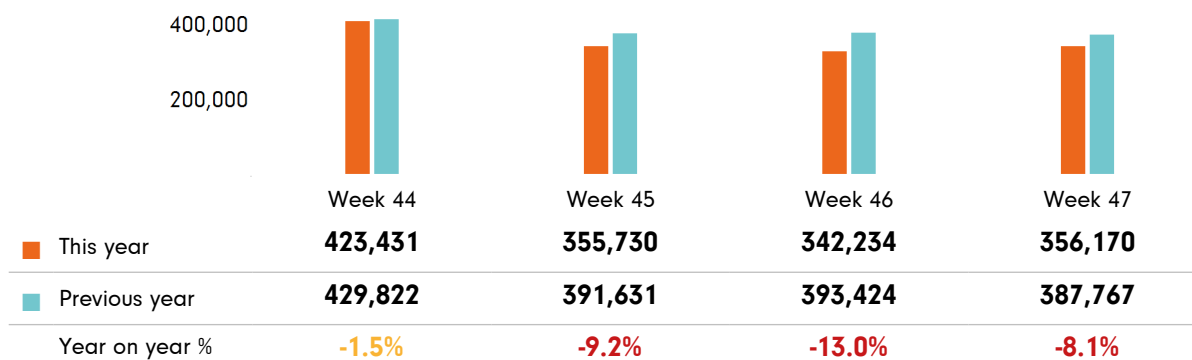
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

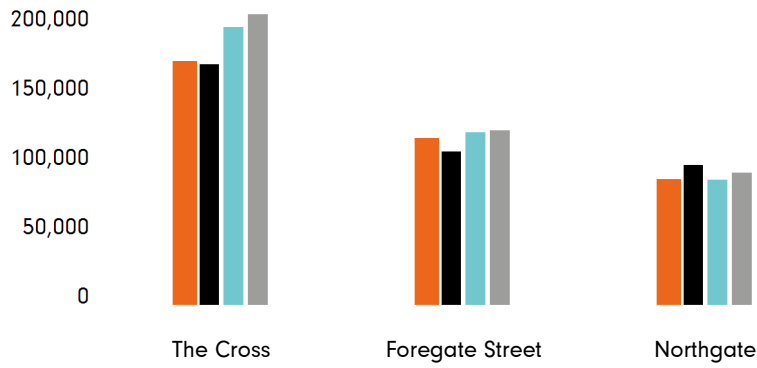
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	167,123	115,099	87,170
Previous Month	166,881	107,511	98,577
Previous Year	191,967	120,485	88,209
2 Years Ago	200,607	121,869	93,057
Year on Year %	-12.9 %	-4.5 %	-1.2 %

Footfall by location



■ The Cross, 45.2 %
■ Foregate Street, 31.2 %
■ Northgate, 23.6 %

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 November, 2019 Vs January, 2018 to November, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2019 Vs 10 2019