

Footfall Report for: Chester

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	-5.8 %	-2.2 %	-6.2 %	-4.1 %	4.6 %	2.8 %
North & Yorkshire	-2.7 %	-1.3 %	-3.1 %	-3.2 %	6.3 %	5.4 %
High Street Index - BDSU(BDSU - Comparison)	-2.0 %	-0.4 %	-2.5 %	-1.3 %	12.8 %	9.8 %
UK	-2.2 %	-2.4 %	-3.5 %	-2.1 %	6.1 %	5.3 %

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.

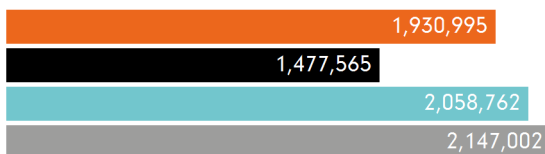
The number of visitors counted for month commencing 24 November 2019 was 1,930,995.

The busiest day in month commencing 24 November 2019 was Saturday 7 December with 85,576 visitors.

The peak hour of the month was 14:00 on Saturday 30 November 2019 with footfall of 10,589

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 **12** **4** **19**

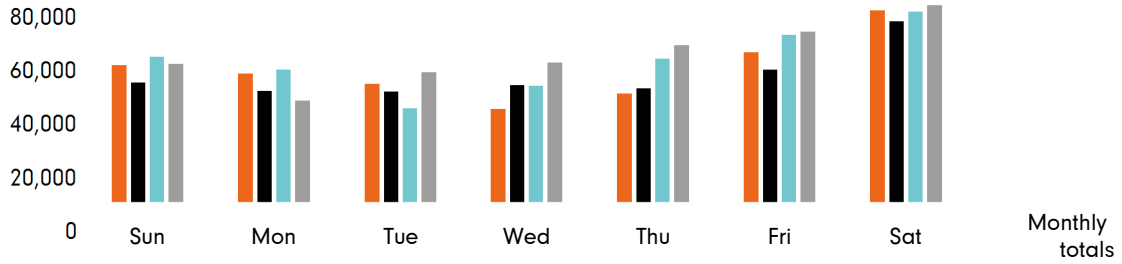
Number of days same month last year **6** **9** **20**

Average temperature

	Maximum temperature	Minimum temperature
2019	9°	4°
2018	9°	5°

Footfall by day

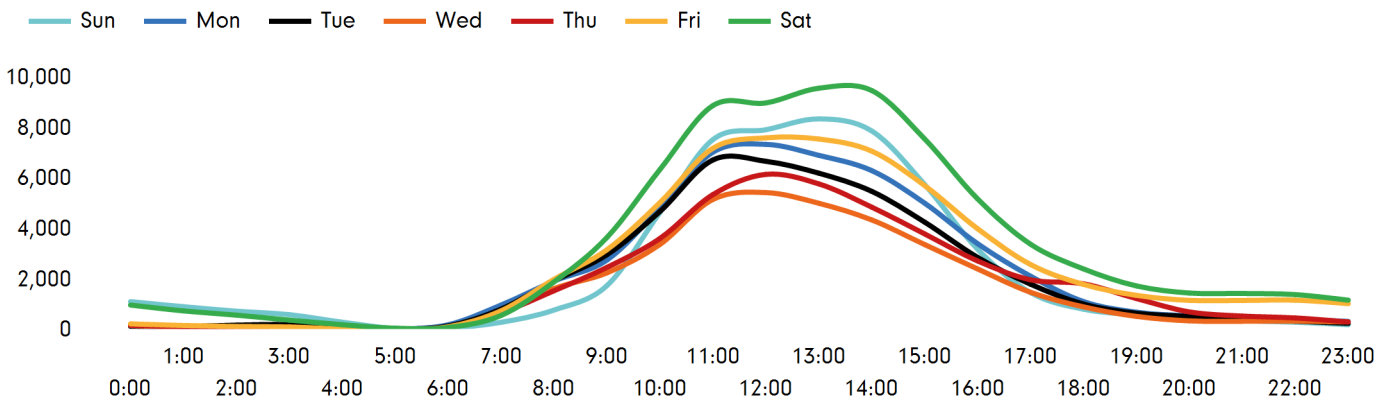
The figures shown below are calculated using weekly averages.



This Month	56,996	53,621	49,454	39,343	45,610	62,111	79,062	386,197
Previous Month	49,927	46,736	46,336	48,998	47,676	55,117	74,600	369,390
Previous Year	60,352	55,319	39,768	48,735	59,602	69,335	78,639	411,750
2 Years Ago	57,497	42,898	54,141	58,098	65,009	70,507	81,248	429,398
Month on month %	14.2 %	14.7 %	6.7 %	-19.7 %	-4.3 %	12.7 %	6.0 %	
Year on year %	-5.6 %	-3.1 %	24.4 %	-19.3 %	-23.5 %	-10.4 %	0.5 %	

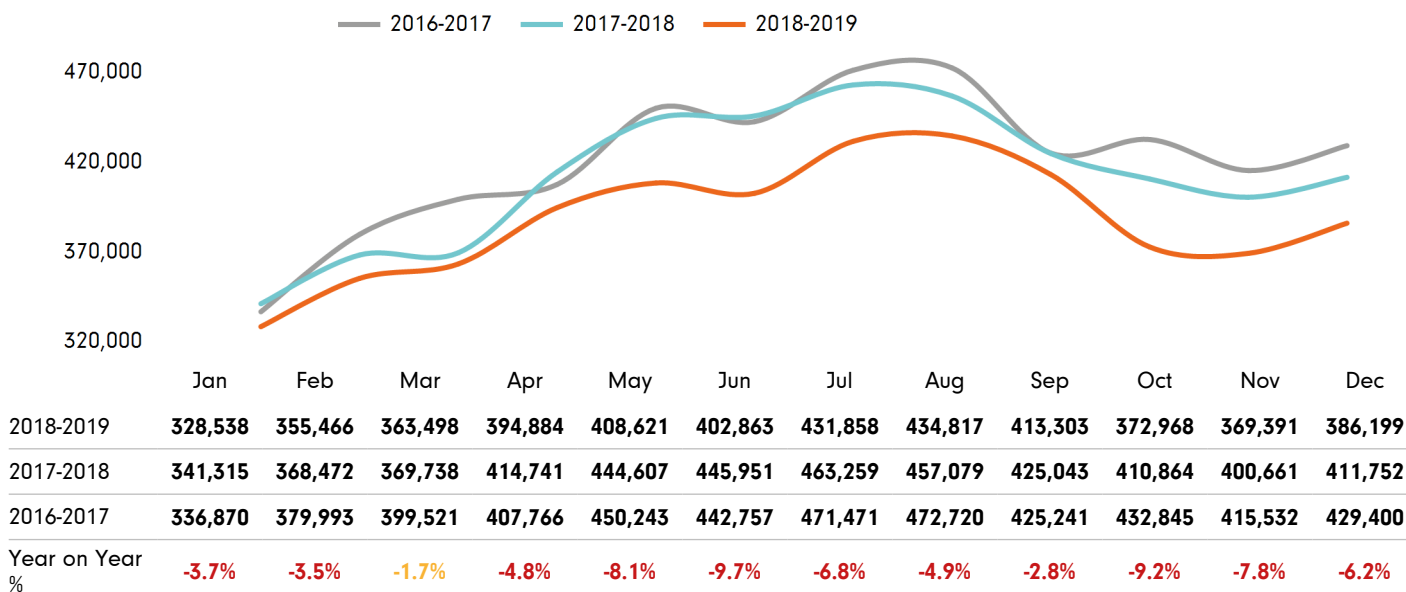
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

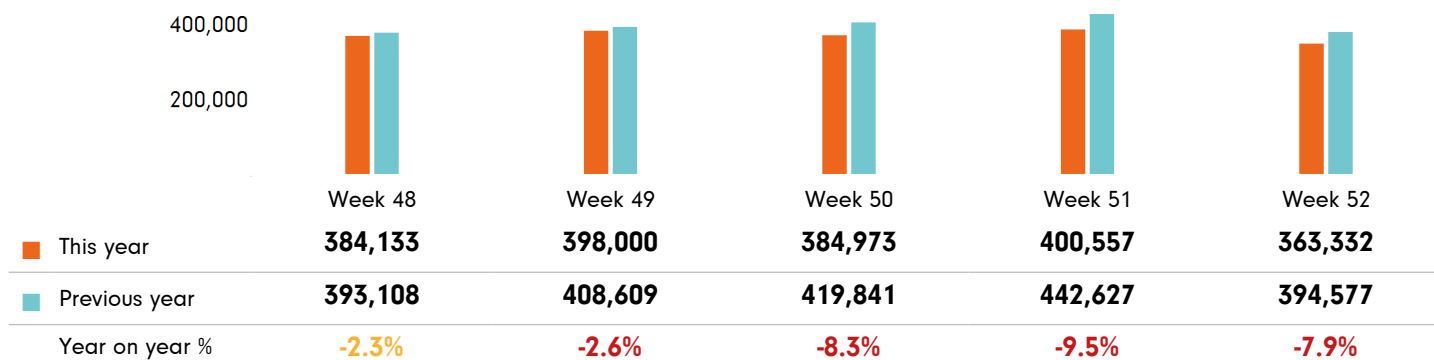
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

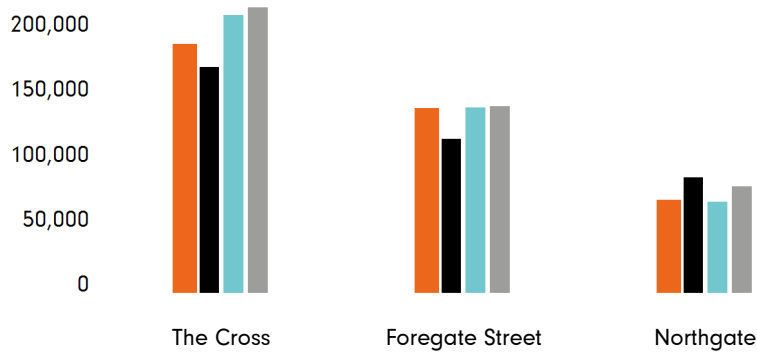
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	181,693	135,279	69,228
Previous Month	167,123	115,099	87,170
Previous Year	204,536	137,673	69,543
2 Years Ago	210,108	138,700	80,592
Year on Year %	-11.2 %	-1.7 %	-0.5 %

Footfall by location



■ The Cross, 47.0 %
■ Foregate Street, 35.0 %
■ Northgate, 17.9 %

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 December, 2019 Vs January, 2018 to December, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2019 Vs 11 2019