

# March 2020. 01 Mar 2020 - 04 Apr 2020

## Footfall Report for: Chester

Weeks This Month: 5  
Weeks Last Month: 4

### Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Chester	-23.4 %	-2.9 %	-46.6 %	-1.7 %	-36.8 %	2.3 %
North & Yorkshire	-16.7 %	0.9 %	-41.8 %	3.2 %	-35.6 %	2.6 %
High Street Index - BDSU(BDSU - Comparison)	-19.7 %	0.8 %	-49.9 %	2.5 %	-45.2 %	3.1 %
UK	-18.2 %	0.7 %	-46.7 %	2.5 %	-41.2 %	2.8 %

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 23.4% down on the previous year.

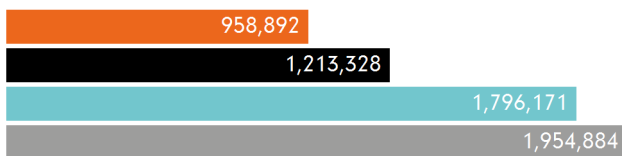
The number of visitors counted for month commencing 1 March 2020 was 958,892.

The busiest day in month commencing 1 March 2020 was Saturday 7 March with 66,688 visitors.

The peak hour of the month was 14:00 on Saturday 7 March 2020 with footfall of 8,144

### 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	14	7	14	
Number of days same month last year	9	8	17	1

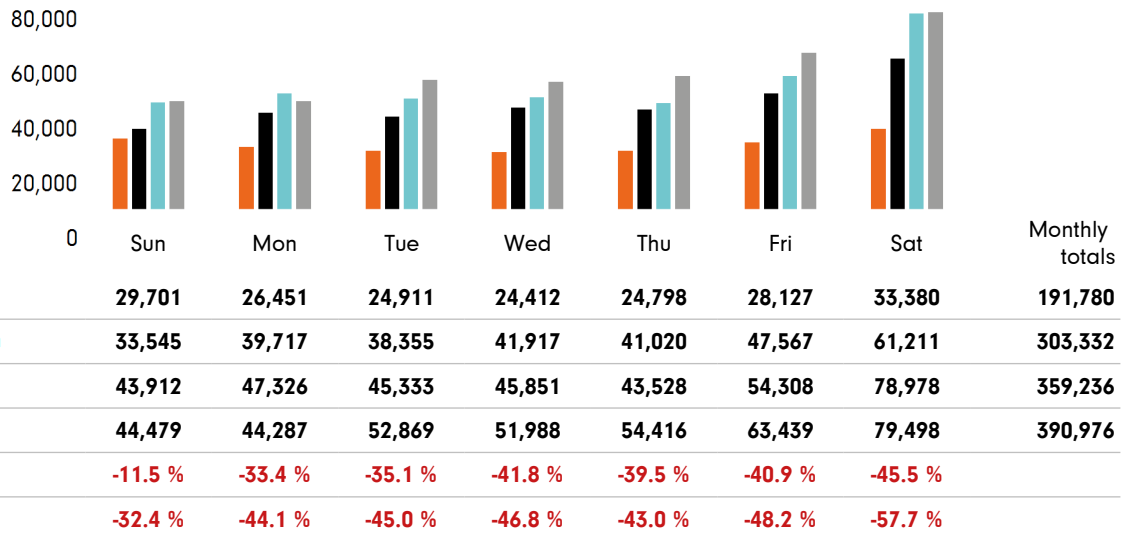
#### Average temperature

	Maximum temperature	Minimum temperature
2020	11°	3°
2019	11°	5°

# SPRINGBOARD.

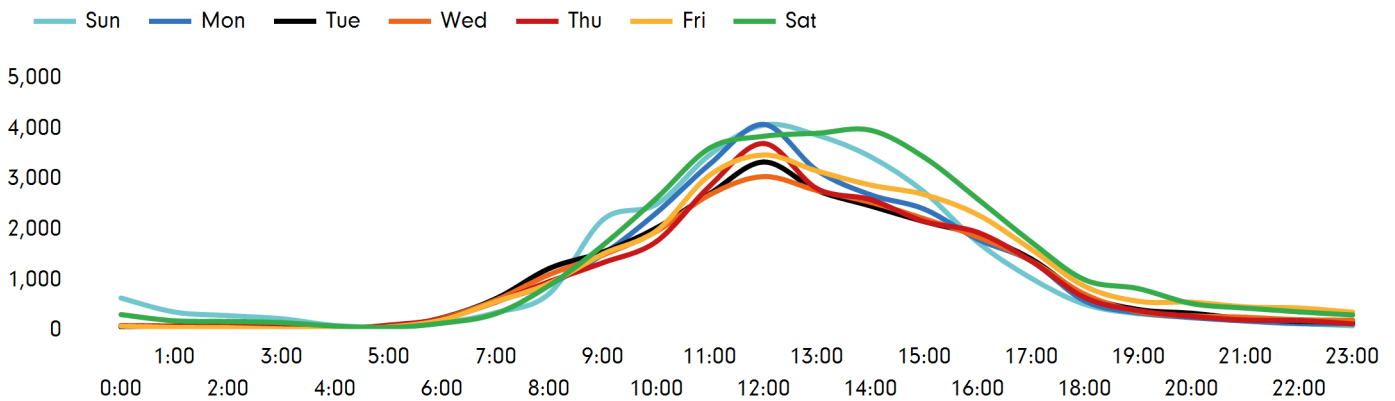
## Footfall by day

The figures shown below are calculated using weekly averages.



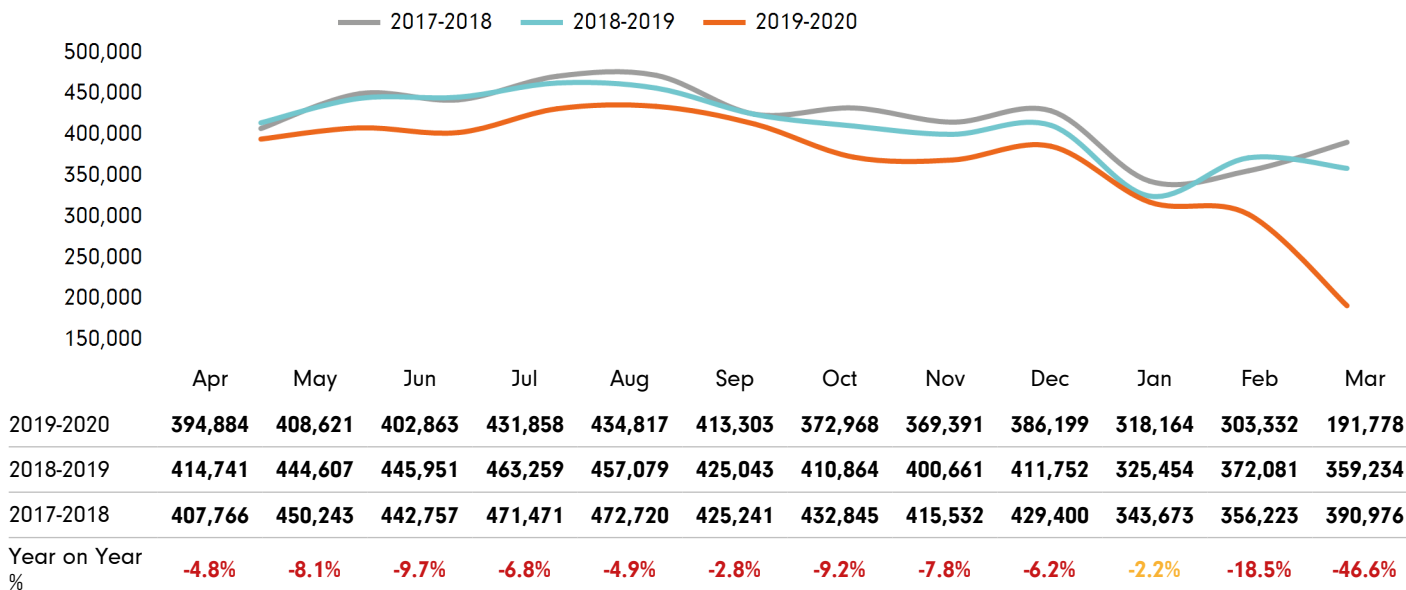
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

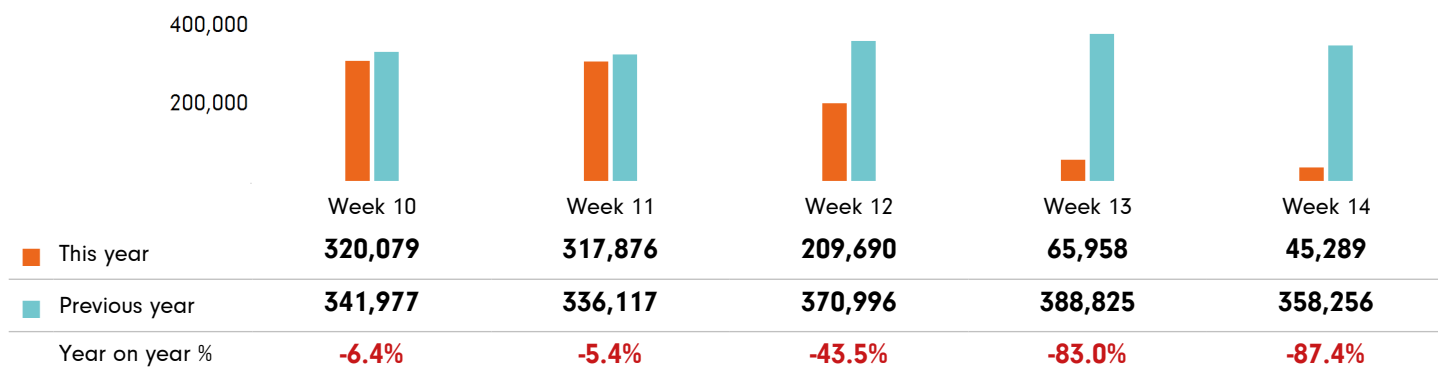
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2019-2020 period with the 2018-2019 period i.e the figure for March compares March 2020 to March 2019

## Footfall by week of month

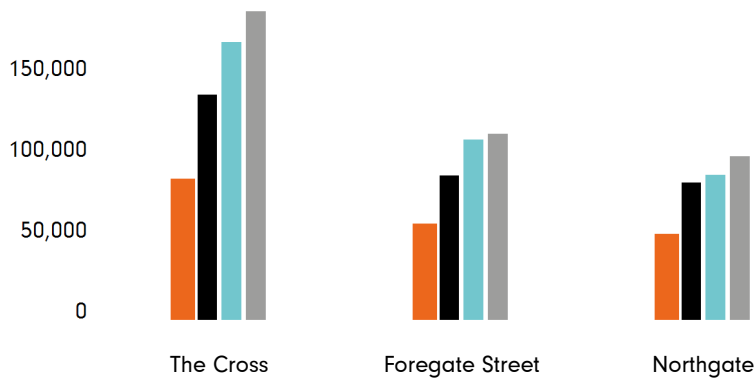
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>83,307</b>	<b>57,197</b>	<b>51,273</b>
Previous Month	<b>133,684</b>	<b>86,910</b>	<b>82,737</b>
Previous Year	<b>164,210</b>	<b>107,700</b>	<b>87,323</b>
2 Years Ago	<b>182,031</b>	<b>110,992</b>	<b>97,953</b>
Year on Year %	<b>-49.3 %</b>	<b>-46.9 %</b>	<b>-41.3 %</b>

## Footfall by location



■ The Cross, 43.4 %  
■ Foregate Street, 29.8 %  
■ Northgate, 26.7 %

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2020 to March, 2020 Vs January, 2019 to March, 2019

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. March, 2020 Vs March, 2019

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2020 Vs 2 2020