

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Chester	-42.8 %	-5.6 %	-39.4 %	-9.2 %	-20.7 %	-9.8 %
North & Yorkshire	-39.9 %	-2.5 %	-37.2 %	-5.2 %	-13.7 %	-3.7 %
High Street Index - BDSU(BDSU - Comparison)	-47.4 %	-1.7 %	-45.6 %	-5.4 %	-11.3 %	-2.8 %
UK	-43.3 %	-1.9 %	-39.8 %	-4.9 %	-11.2 %	-4.0 %

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 42.8% down on the previous year.

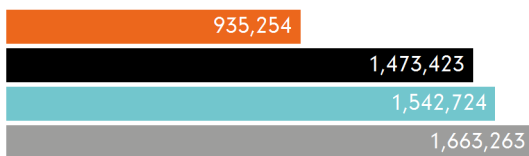
The number of visitors counted for month commencing 4 October 2020 was 935,254.

The busiest day in month commencing 4 October 2020 was Saturday 10 October with 46,815 visitors.

The peak hour of the month was 12:00 on Saturday 10 October 2020 with footfall of 6,449

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 **6** **1** **21**

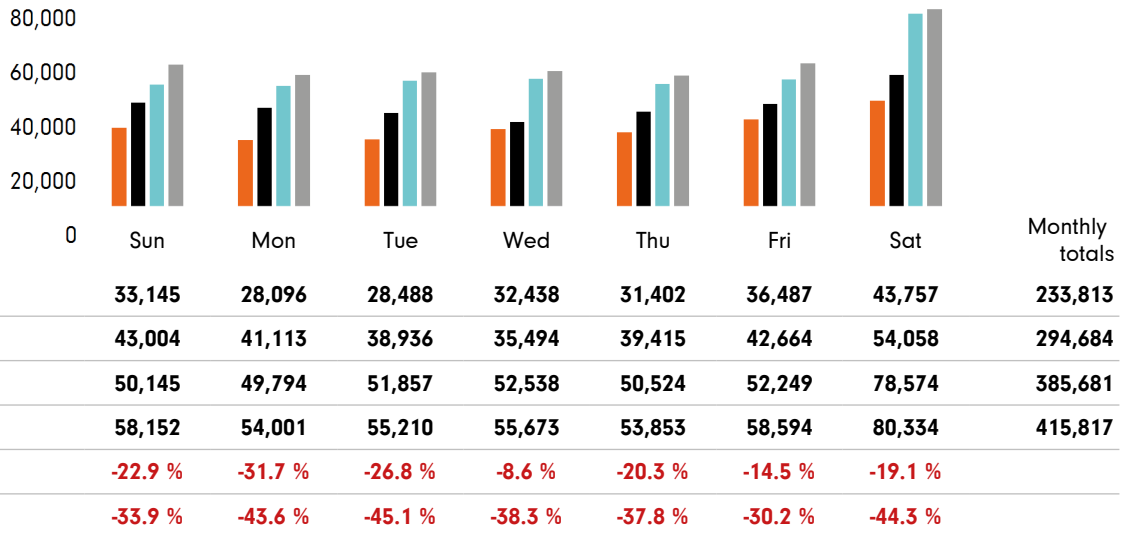
Number of days same month last year **6** **4** **18**

Average temperature

	Maximum temperature	Minimum temperature
2020	13°	8°
2019	13°	7°

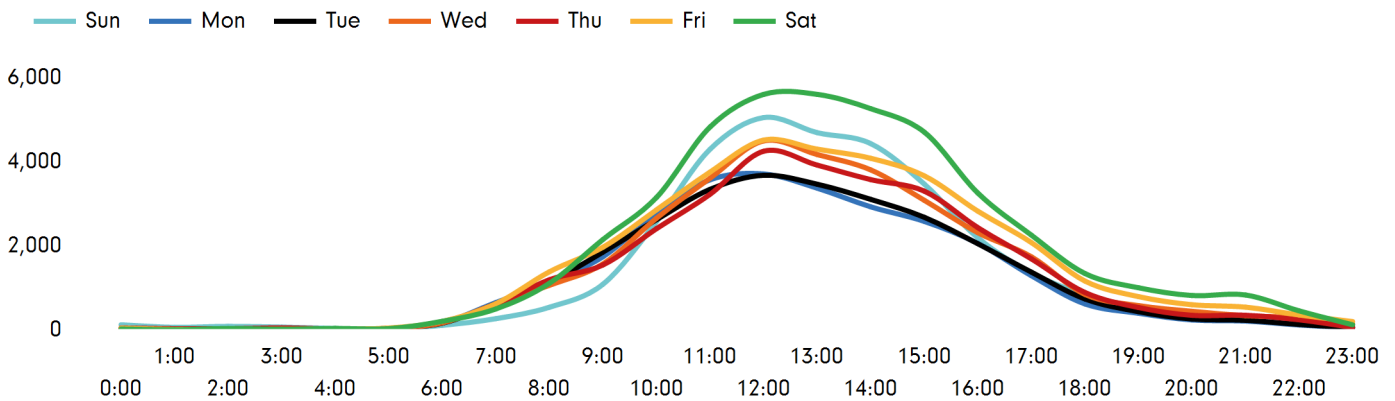
Footfall by day

The figures shown below are calculated using weekly averages.



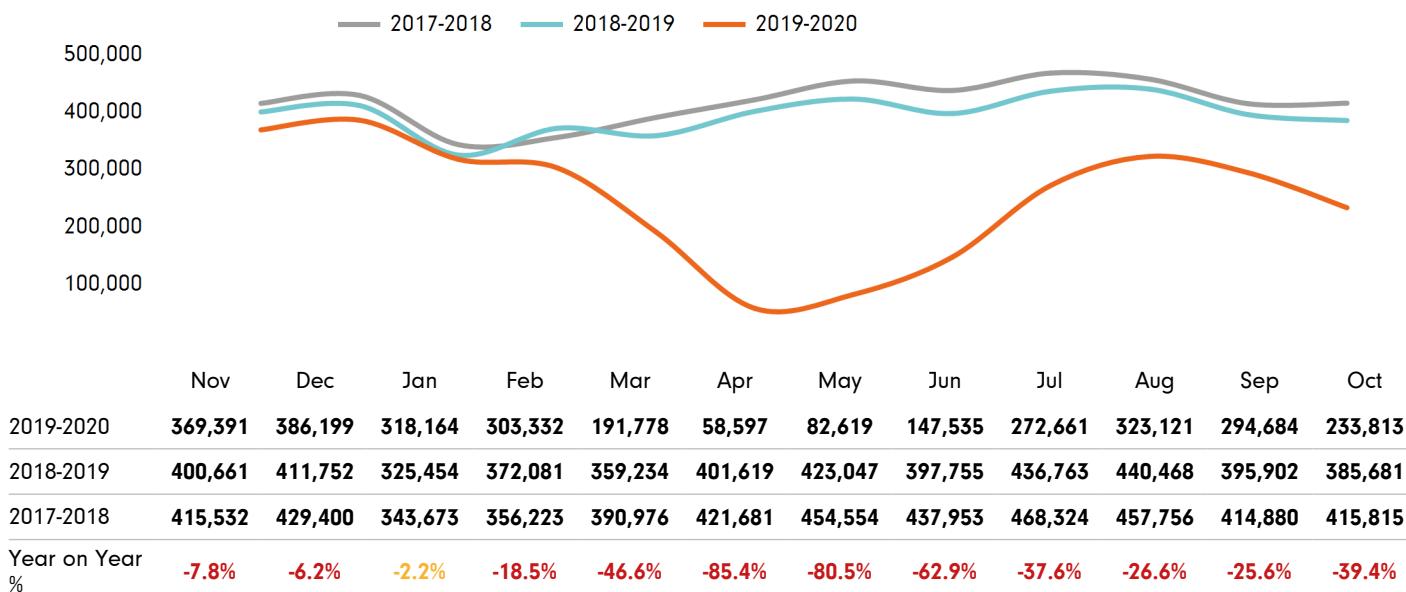
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

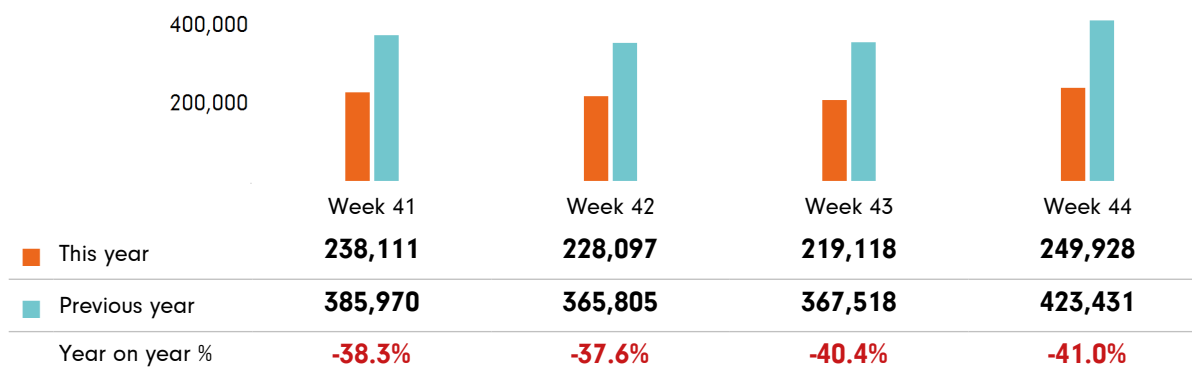
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

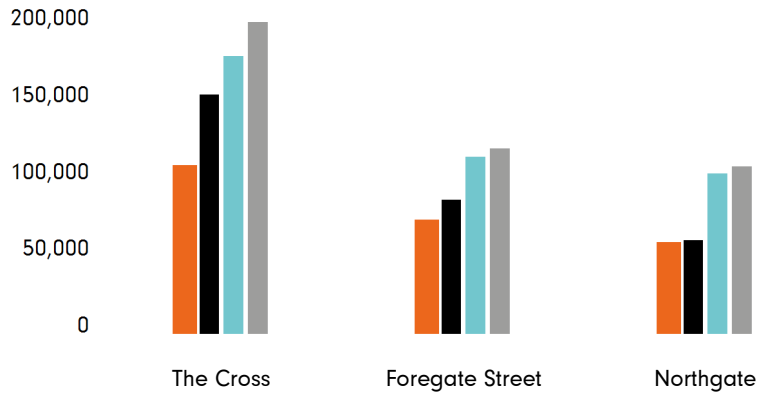
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	104,806	71,422	57,584
Previous Month	149,411	85,015	60,258
Previous Year	172,943	111,358	101,379
2 Years Ago	193,784	116,324	105,706
Year on Year %	-39.4 %	-35.9 %	-43.2 %

Footfall by location



■ The Cross, 44.8 %
■ Foregate Street, 30.5 %
■ Northgate, 24.6 %

Notes

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2020 Vs 9 2020