

# December 2020. 29 Nov 2020 - 02 Jan 2021

## 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	-44.0 %	-5.8 %	-41.0 %	-6.2 %	70.3 %	4.6 %
North & Yorkshire	-41.5 %	-2.7 %	-41.5 %	-3.1 %	53.9 %	6.3 %
High Street Index - BDSU(BDSU - Comparison)	-49.5 %	-2.0 %	-54.8 %	-2.5 %	47.5 %	12.8 %
UK	-45.2 %	-2.2 %	-50.8 %	-3.5 %	30.6 %	6.1 %

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 44% down on the previous year.

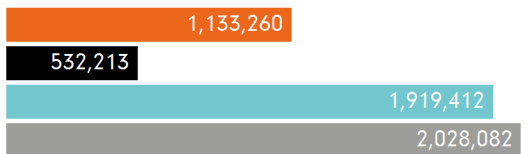
The number of visitors counted for month commencing 29 November 2020 was 1,133,260.

The busiest day in month commencing 29 November 2020 was Saturday 5 December with 60,271 visitors.

The peak hour of the month was 13:00 on Saturday 12 December 2020 with footfall of 7,926

### Footfall by month

Figures shown below are calculated using monthly totals.



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

### Weather



	Sun	Cloud	Rain	Snow	Wind
Number of days this month	3	2	26	3	1
Number of days same month last year	12	4	19		

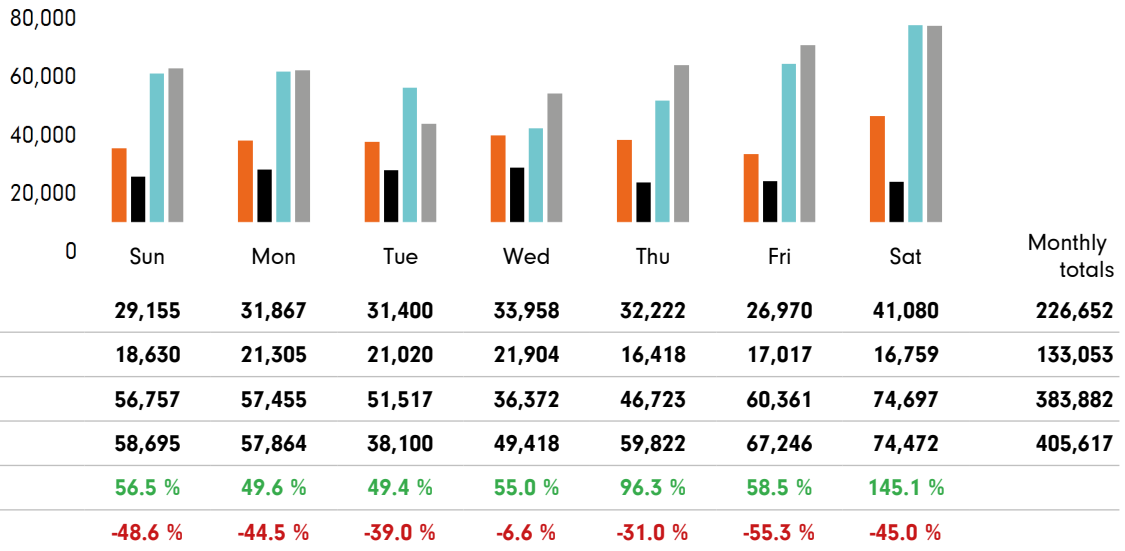
### Average temperature

	Maximum temperature	Minimum temperature
2020	8°	4°
2019	8°	4°

# SPRINGBOARD.

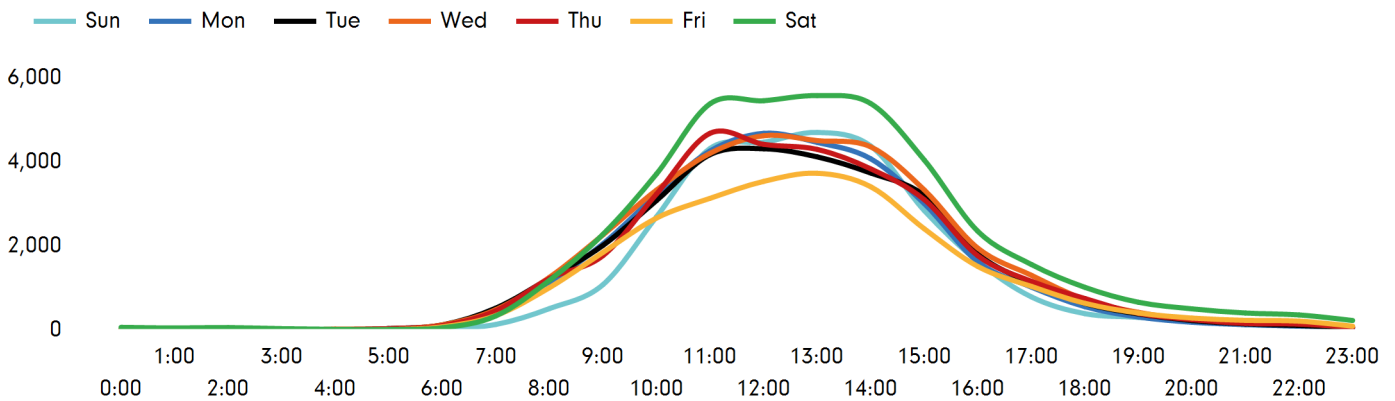
## Footfall by day

The figures shown below are calculated using weekly averages.



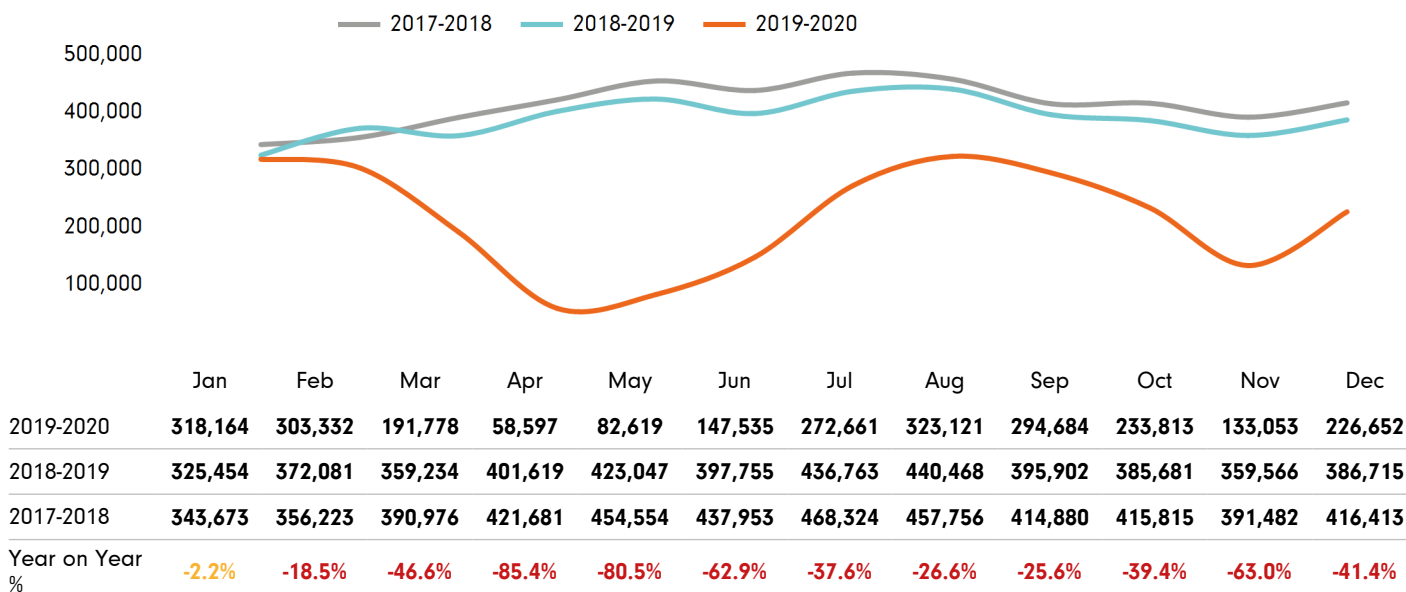
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

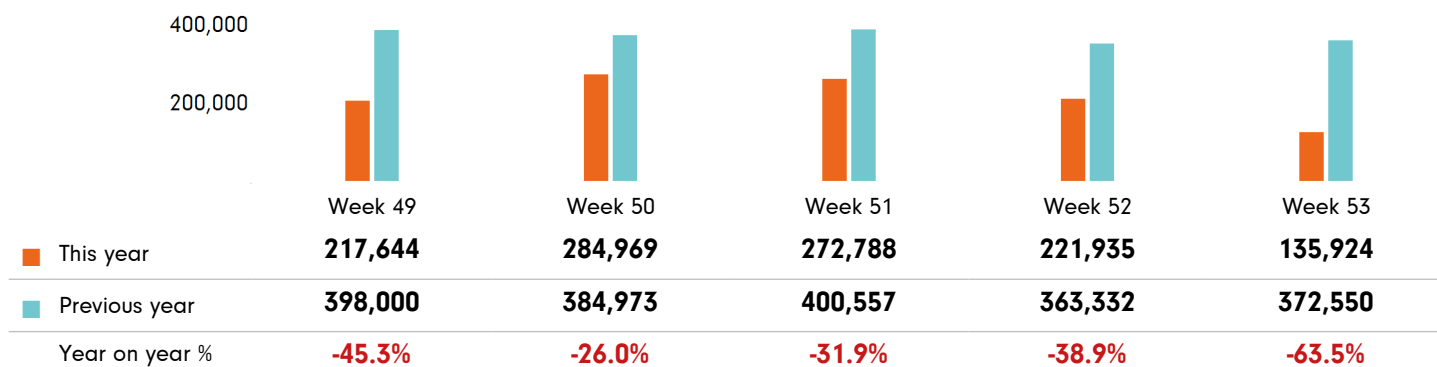
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

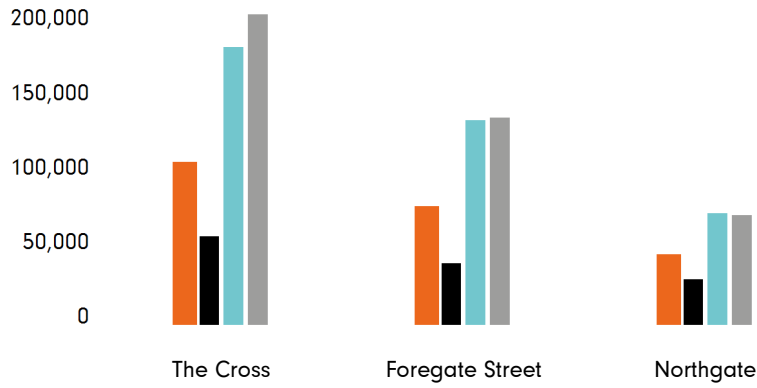
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>104,283</b>	<b>76,280</b>	<b>46,088</b>
Previous Month	<b>59,153</b>	<b>41,876</b>	<b>32,023</b>
Previous Year	<b>178,299</b>	<b>132,132</b>	<b>73,451</b>
2 Years Ago	<b>199,094</b>	<b>133,979</b>	<b>72,543</b>
Year on Year %	<b>-41.5 %</b>	<b>-42.3 %</b>	<b>-37.3 %</b>

## Footfall by location



■ The Cross, 46.0 %  
■ Foregate Street, 33.7 %  
■ Northgate, 20.3 %

### 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 December, 2020 Vs January, 2019 to December, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2020 Vs 11 2020