

# 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	-10.0 %	-3.6 %	-18.5 %	-3.5 %	-4.7 %	8.2 %
North & Yorkshire	-4.7 %	-1.2 %	-9.6 %	-2.0 %	0.3 %	8.9 %
High Street Index - BDSU(BDSU - Comparison)	-4.4 %	-0.9 %	-7.3 %	-2.0 %	-1.8 %	1.7 %
UK	-4.6 %	-1.4 %	-7.8 %	-1.9 %	1.3 %	6.7 %

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 10% down on the previous year.

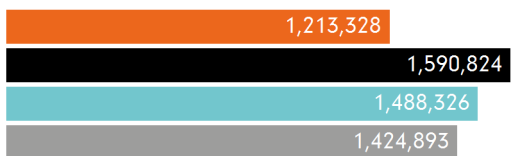
The number of visitors counted for month commencing 2 February 2020 was 1,213,328.

The busiest day in month commencing 2 February 2020 was Saturday 22 February with 65,716 visitors.

The peak hour of the month was 12:00 on Saturday 8 February 2020 with footfall of 9,445

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



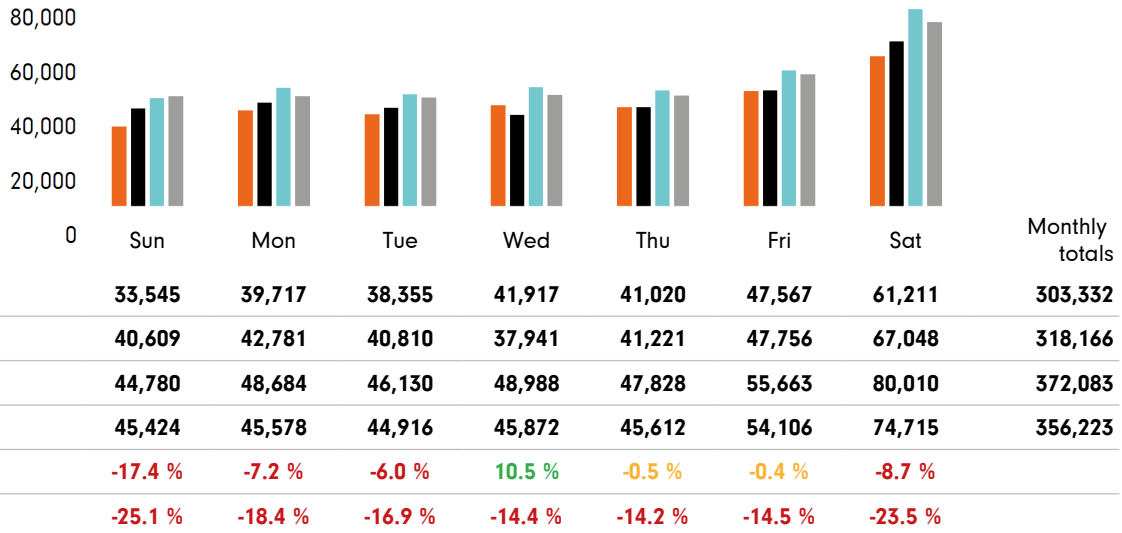
Number of days this month	10	18		
Number of days same month last year	10	4	12	2

### Average temperature

	Maximum temperature	Minimum temperature
2020	9°	4°
2019	11°	4°

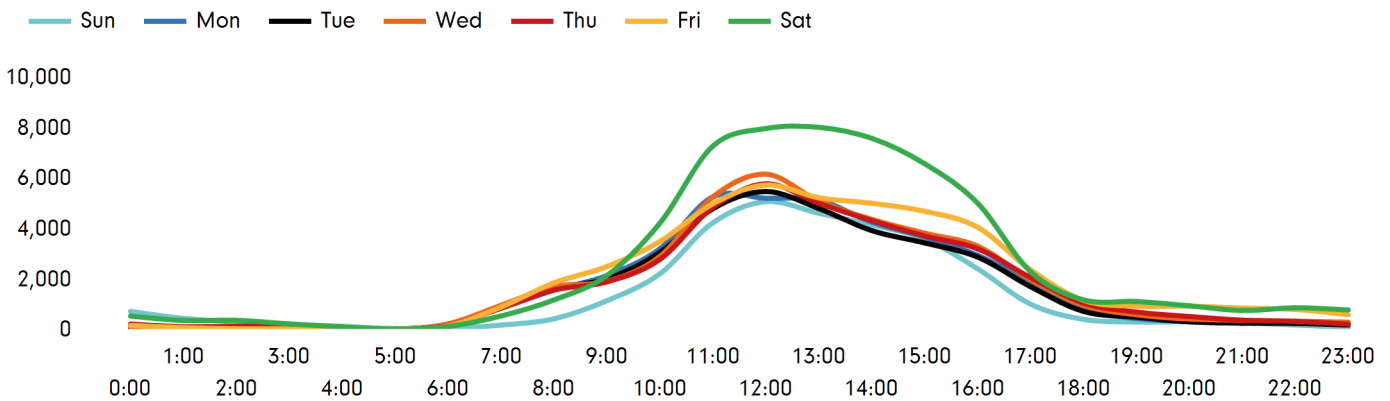
## Footfall by day

The figures shown below are calculated using weekly averages.



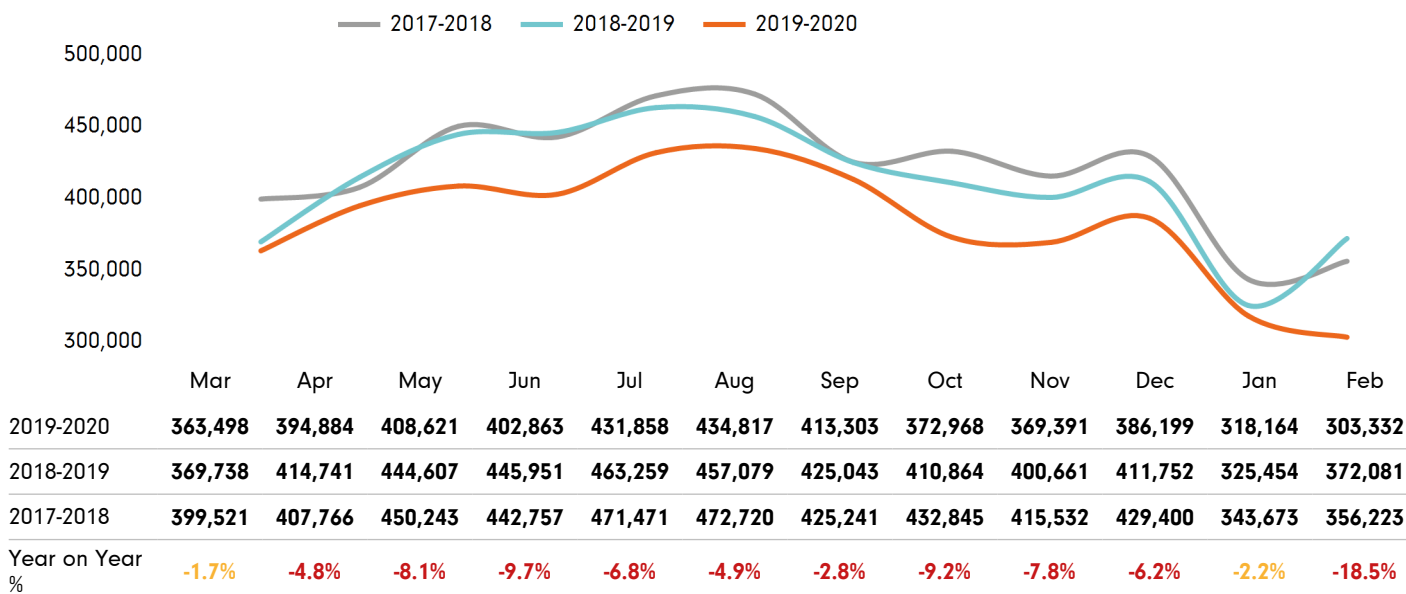
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

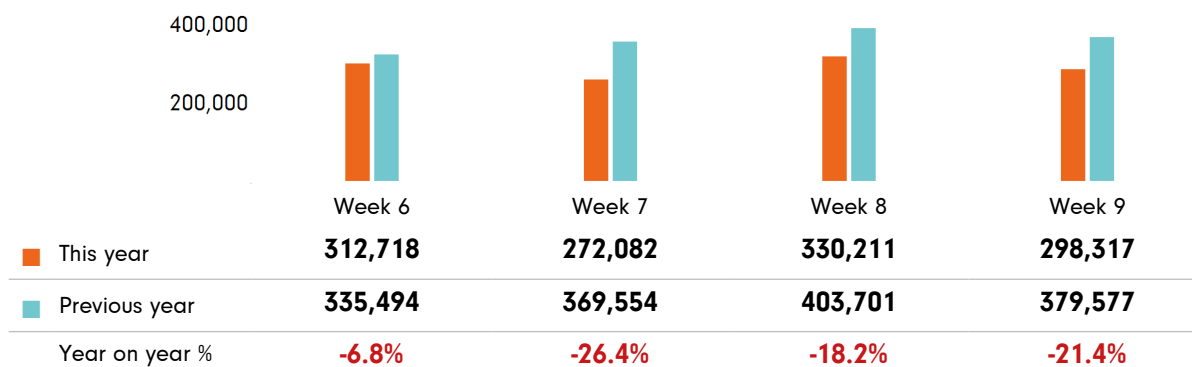
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

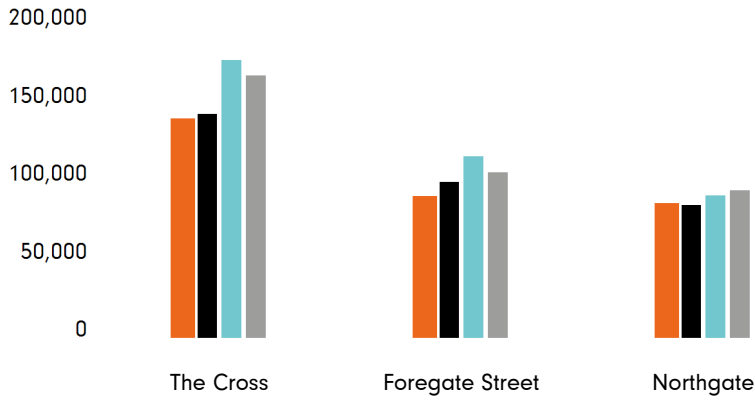
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>133,684</b>	<b>86,910</b>	<b>82,737</b>
Previous Month	<b>137,974</b>	<b>96,911</b>	<b>83,279</b>
Previous Year	<b>170,481</b>	<b>112,537</b>	<b>89,062</b>
2 Years Ago	<b>161,157</b>	<b>102,926</b>	<b>92,139</b>
Year on Year %	<b>-21.6 %</b>	<b>-22.8 %</b>	<b>-7.1 %</b>

## Footfall by location



■ The Cross, 44.1 %  
■ Foregate Street, 28.7 %  
■ Northgate, 27.3 %

### 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 February, 2020 Vs January, 2019 to February, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2020 Vs 1 2020