Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Chester	**-44.3 %**	**-5.8 %**	**-63.0 %**	**-7.8 %**	**-43.1 %**	**-1.0 %**
North & Yorkshire	**-41.6 %**	**-2.7 %**	**-60.1 %**	**-4.3 %**	**-35.9 %**	**0.8 %**
High Street Index - BDSU(BDSU - Comparison)	**-49.0 %**	**-1.9 %**	**-65.6 %**	**-5.0 %**	**-35.6 %**	**1.5 %**
UK	**-44.7 %**	**-2.1 %**	**-58.7 %**	**-4.3 %**	**-33.3 %**	**-1.8 %**

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 44.3% down on the previous year.

The number of visitors counted for month commencing 1 November 2020 was 532,213.

The busiest day in month commencing 1 November 2020 was Wednesday 4 November with 38,360 visitors.

The peak hour of the month was 11:00 on Monday 2 November 2020 with footfall of 5,249

Footfall by month

Figures shown below are calculated using monthly totals.

- 532,213 This Month
- 935,254 Previous Month
- 1,438,267 Previous Year
- 1,565,930 2 Years Ago
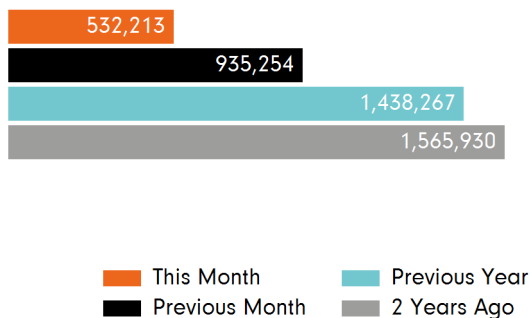
Weather

	☀	☁	🌧
Number of days this month	5	5	18
Number of days same month last year	8	6	14

Average temperature

	Maximum temperature	Minimum temperature
2020	**12°**	**7°**
2019	**9°**	**4°**

SPRINGBOARD.

Footfall by day

The figures shown below are calculated using weekly averages.

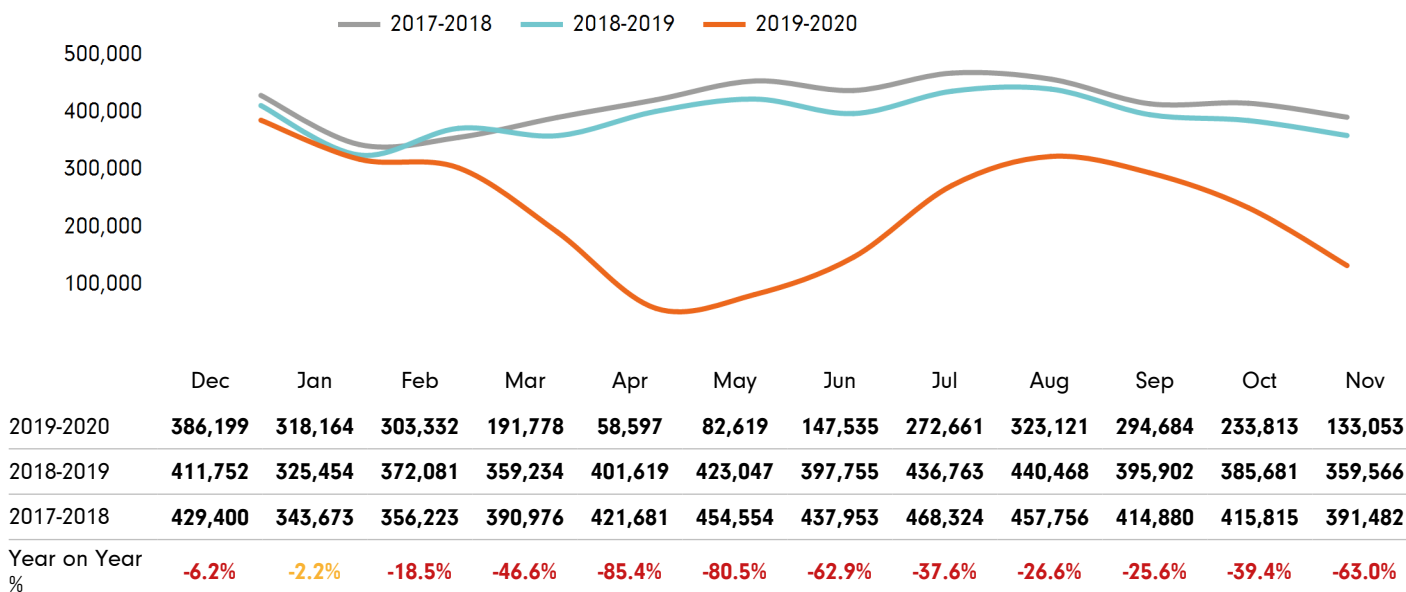|	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	18,630	21,305	21,020	21,904	16,418	17,017	16,759	133,053
Previous Month	33,145	28,096	28,488	32,438	31,402	36,487	43,757	233,813
Previous Year	50,268	43,726	43,307	45,958	44,554	55,981	75,774	359,568
2 Years Ago	54,427	46,108	44,744	47,571	49,537	62,479	86,617	391,483
Month on month %	-43.8 %	-24.2 %	-26.2 %	-32.5 %	-47.7 %	-53.4 %	-61.7 %	
Year on year %	-62.9 %	-51.3 %	-51.5 %	-52.3 %	-63.1 %	-69.6 %	-77.9 %	
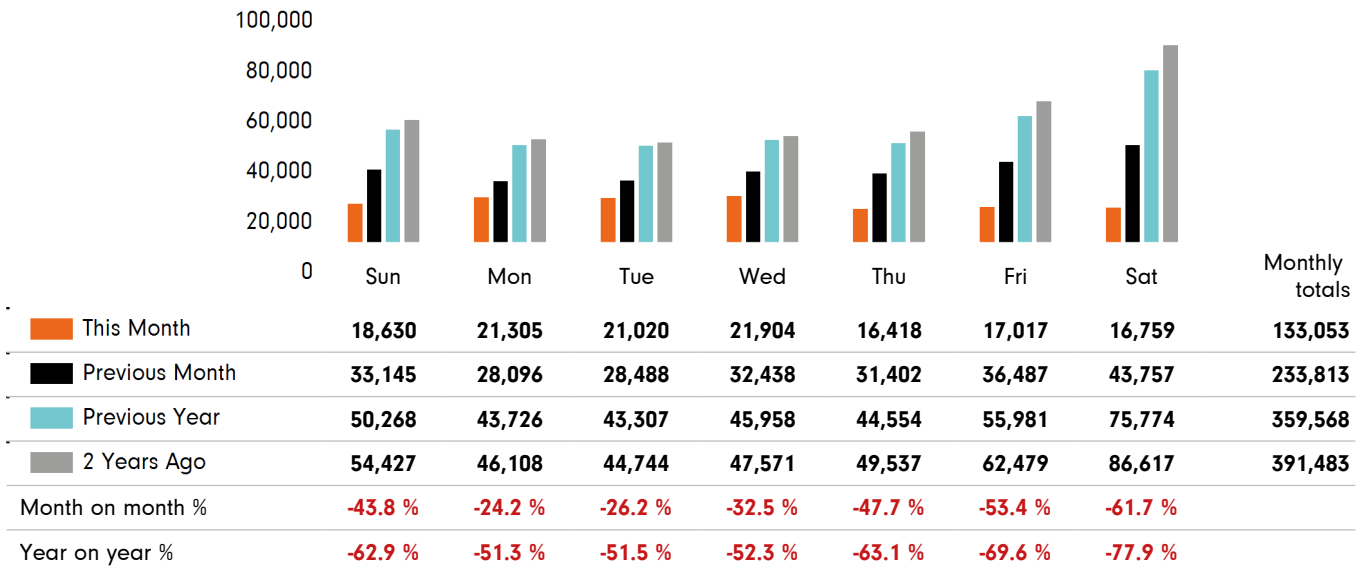
Footfall by hour

The figures shown below are calculated using a weekly average
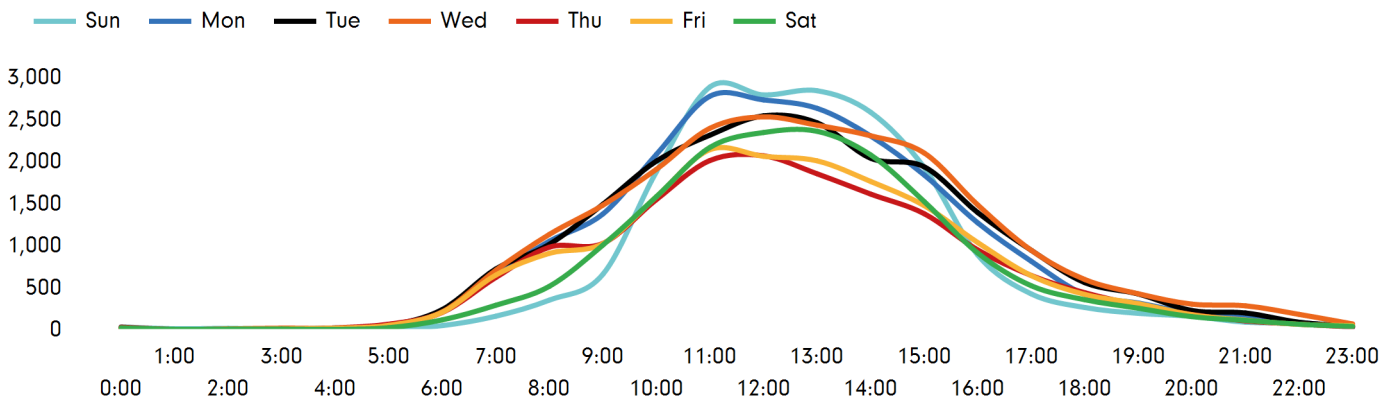
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
2019-2020	386,199	318,164	303,332	191,778	58,597	82,619	147,535	272,661	323,121	294,684	233,813	133,053
2018-2019	411,752	325,454	372,081	359,234	401,619	423,047	397,755	436,763	440,468	395,902	385,681	359,566
2017-2018	429,400	343,673	356,223	390,976	421,681	454,554	437,953	468,324	457,756	414,880	415,815	391,482
Year on Year %	-6.2%	-2.2%	-18.5%	-46.6%	-85.4%	-80.5%	-62.9%	-37.6%	-26.6%	-25.6%	-39.4%	-63.0%

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

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 45	Week 46	Week 47	Week 48
This year	185,387	107,252	115,976	123,598
Previous year	355,730	342,234	356,170	384,133
Year on year %	-47.9%	-68.7%	-67.4%	-67.8%
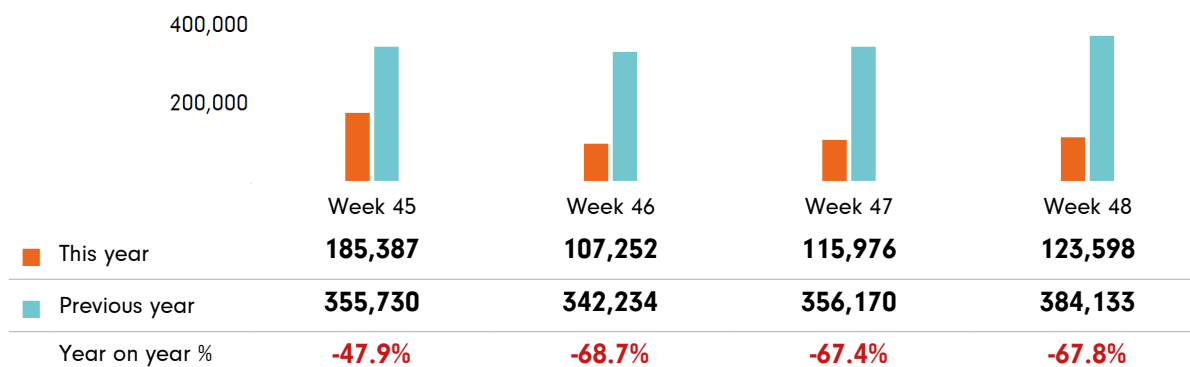
Footfall by location

The figures shown below are calculated using weekly averages.

Legend: This month · Previous month · Previous year · 2 Years ago
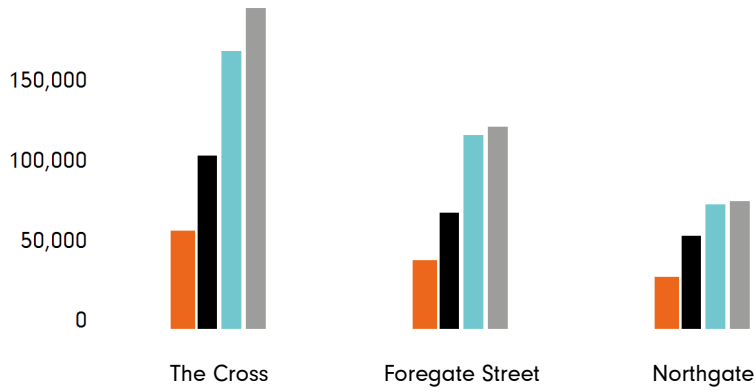
	The Cross	Foregate Street	Northgate
This Month	**59,153**	**41,876**	**32,023**
Previous Month	**104,806**	**71,422**	**57,584**
Previous Year	**166,362**	**116,955**	**76,248**
2 Years Ago	**191,535**	**121,985**	**77,961**
Year on Year %	**-64.4 %**	**-64.2 %**	**-58.0 %**

Footfall by location

- The Cross, 44.5 %
- Foregate Street, 31.5 %
- Northgate, 24.1 %

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 November , 2020 Vs January, 2019 to November , 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2020 Vs 10 2020

Footfall Report
Chester

SB.