Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Chester	-4.4 %	-2.1 %	-8.1 %	-1.3 %	3.5 %	7.2 %
North & Yorkshire	-0.6 %	-1.6 %	-6.1 %	2.8 %	0.1 %	5.6 %
High Street Index - BDSU(BDSU - Comparison)	-0.5 %		-4.5 %	2.0 %	-1.0 %	4.1 %
UK	-0.7 %	-3.4 %	-4.8 %	0.5 %	-0.1 %	4.5 %

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 4.4% down on the previous year.

The number of visitors counted for month commencing 28 April 2019 was 1,634,485.

The busiest day in month commencing 28 April 2019 was Saturday 25 May with 91,240 visitors.

The peak hour of the month was 12:00 on Saturday 25 May 2019 with footfall of 10,165

Footfall by month

Figures shown below are calculated using monthly totals.

This Month	1,634,485
Previous Month	1,579,537
Previous Year	1,778,429
2 Years Ago	1,800,974

Legend:
- This Month (orange)
- Previous Month (black)
- Previous Year (teal)
- 2 Years Ago (grey)

Weather

	☀	☁	🌧
Number of days this month	11	7	10
Number of days same month last year	15	8	5

Average temperature

	Maximum temperature	Minimum temperature
2019	14°	7°
2018	18°	7°

SPRINGBOARD.

Footfall by day

The figures shown below are calculated using weekly averages.
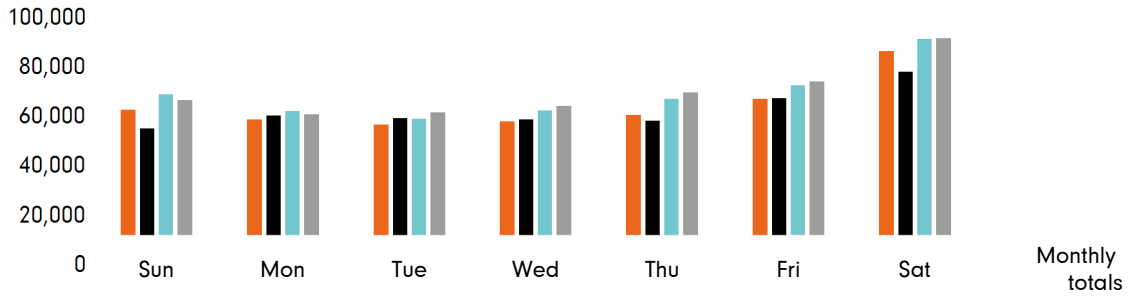
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	56,626	52,406	50,091	51,536	54,304	61,390	82,265	408,618
Previous Month	48,568	54,165	53,020	52,517	51,823	61,708	73,080	394,881
Previous Year	63,337	56,007	52,800	56,368	61,294	67,272	87,528	444,606
2 Years Ago	60,797	54,583	55,483	58,317	64,275	68,902	87,884	450,241
Month on month %	16.6 %	-3.2 %	-5.5 %	-1.9 %	4.8 %	-0.5 %	12.6 %	
Year on year %	-10.6 %	-6.4 %	-5.1 %	-8.6 %	-11.4 %	-8.7 %	-6.0 %	

Footfall by hour

The figures shown below are calculated using a weekly average
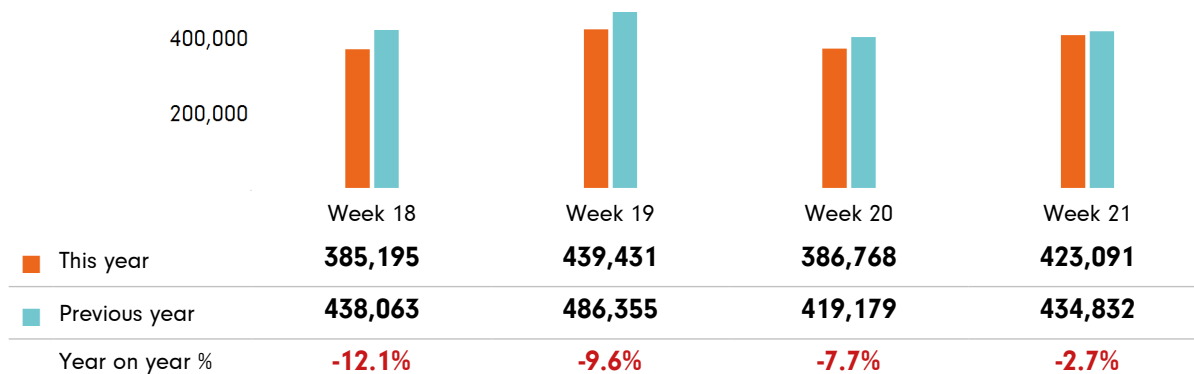
Footfall Report
Chester

SB.
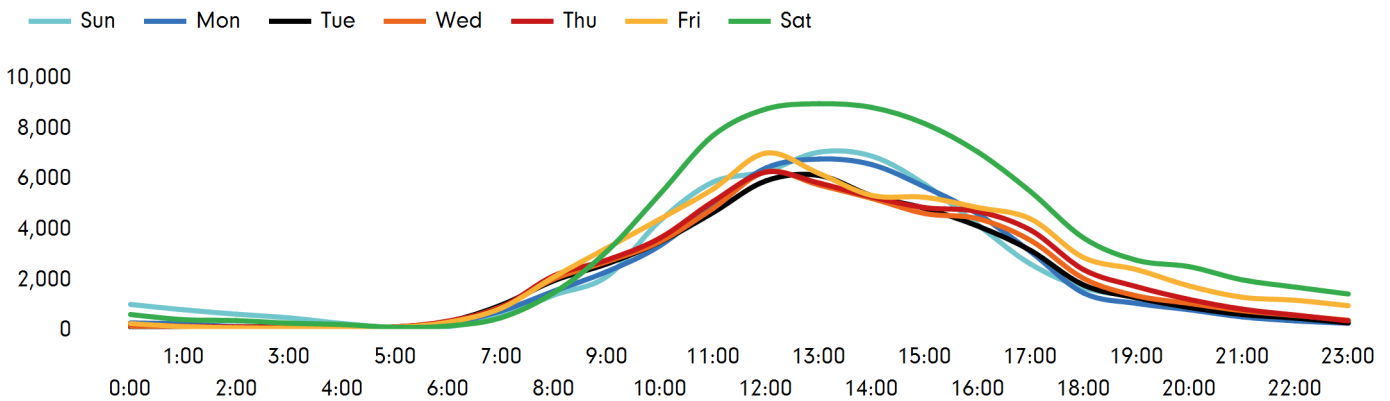
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
2018-2019	445,951	463,259	457,079	425,043	410,864	400,661	411,752	328,538	355,466	363,498	394,884	408,621
2017-2018	442,757	471,471	472,720	425,241	432,845	415,532	429,400	341,315	368,472	369,738	414,741	444,607
2016-2017	394,995	454,609	485,449	453,636	442,247	411,168	465,691	336,870	379,993	399,521	407,766	450,243
Year on Year %	0.7%	-1.7%	-3.3%	0.0%	-5.1%	-3.6%	-4.1%	-3.7%	-3.5%	-1.7%	-4.8%	-8.1%
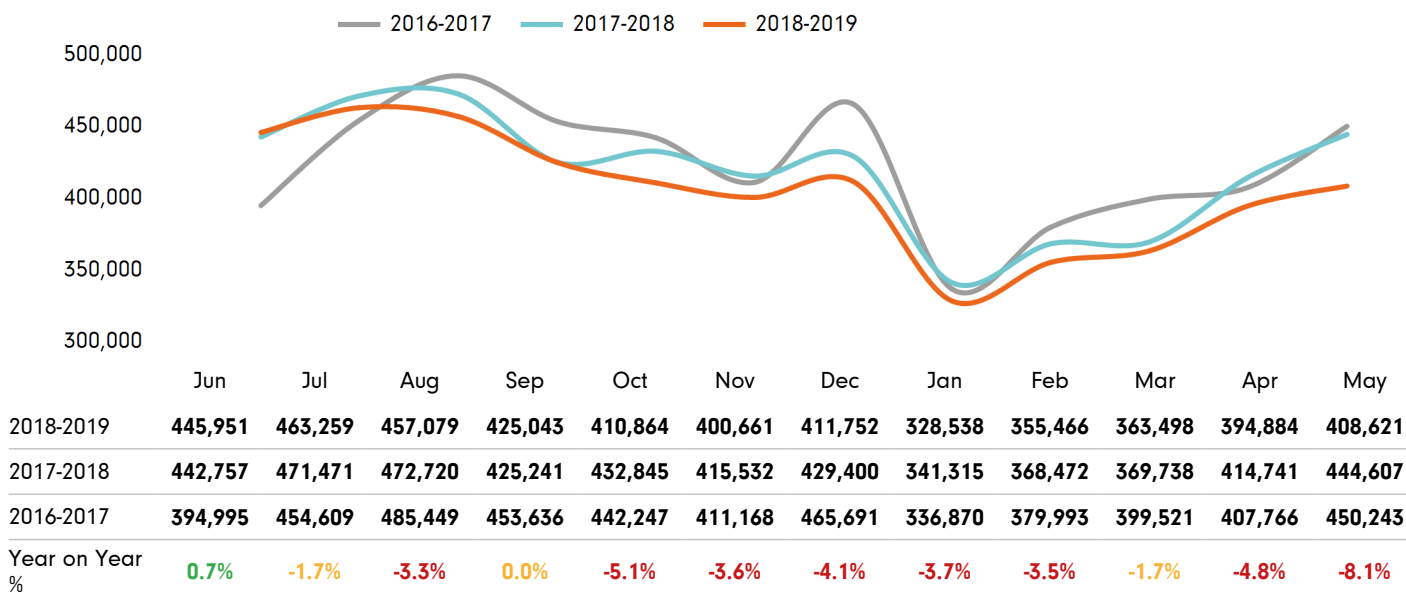
Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for May compares May 2019 to May 2018

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 18	Week 19	Week 20	Week 21
This year	385,195	439,431	386,768	423,091
Previous year	438,063	486,355	419,179	434,832
Year on year %	-12.1%	-9.6%	-7.7%	-2.7%

Footfall by location

The figures shown below are calculated using weekly averages.

Legend: This month | Previous month | Previous year | 2 Years ago
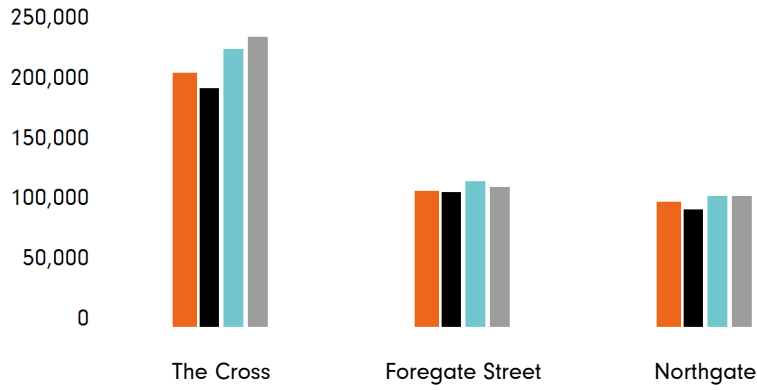
	The Cross	Foregate Street	Northgate
This Month	**200,547**	**108,161**	**99,914**
Previous Month	**190,148**	**109,250**	**95,486**
Previous Year	**220,823**	**117,568**	**106,216**
2 Years Ago	**230,626**	**113,252**	**106,366**
Year on Year %	**-9.2 %**	**-8.0 %**	**-5.9 %**

Footfall by location

- The Cross, 49.1 %
- Foregate Street, 26.5 %
- Northgate, 24.5 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to May , 2019 Vs January, 2018 to May , 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.May, 2019 Vs May, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month.5 2019 Vs 4 2019

Footfall Report
Chester

SB.