Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Chester	-3.4 %	-2.3 %	-4.8 %	1.7 %	8.6 %	12.2 %
North & Yorkshire	0.7 %	-2.7 %	-0.6 %	-1.4 %	4.3 %	6.9 %
High Street Index - BDSU(BDSU - Comparison)	0.4 %		-0.5 %		5.5 %	
UK	0.3 %	-4.3 %	-1.0 %	-4.0 %	5.4 %	9.5 %

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 3.4% down on the previous year.

The number of visitors counted for month commencing 31 March 2019 was 1,579,537.

The busiest day in month commencing 31 March 2019 was Saturday 20 April with 83,779 visitors.

The peak hour of the month was 13:00 on Saturday 6 April 2019 with footfall of 9,872

Footfall by month

Figures shown below are calculated using monthly totals.

This Month	1,579,537
Previous Month	1,817,492
Previous Year	1,658,964
2 Years Ago	1,631,067

- This Month
- Previous Month
- Previous Year
- 2 Years Ago

Weather

	☀	☁	🌧
Number of days this month	13	5	10
Number of days same month last year	6	4	18

Average temperature

	Maximum temperature	Minimum temperature
2019	14°	5°
2018	14°	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	48,568	54,165	53,020	52,517	51,823	61,708	73,080	394,881
Previous Month	43,856	47,572	46,262	47,495	44,439	55,544	78,327	363,495
Previous Year	50,388	49,930	51,729	56,589	57,347	62,275	86,479	414,737
2 Years Ago	50,125	51,102	53,751	53,448	54,940	63,902	80,496	407,764
Month on month %	10.7 %	13.9 %	14.6 %	10.6 %	16.6 %	11.1 %	-6.7 %	
Year on year %	-3.6 %	8.5 %	2.5 %	-7.2 %	-9.6 %	-0.9 %	-15.5 %	
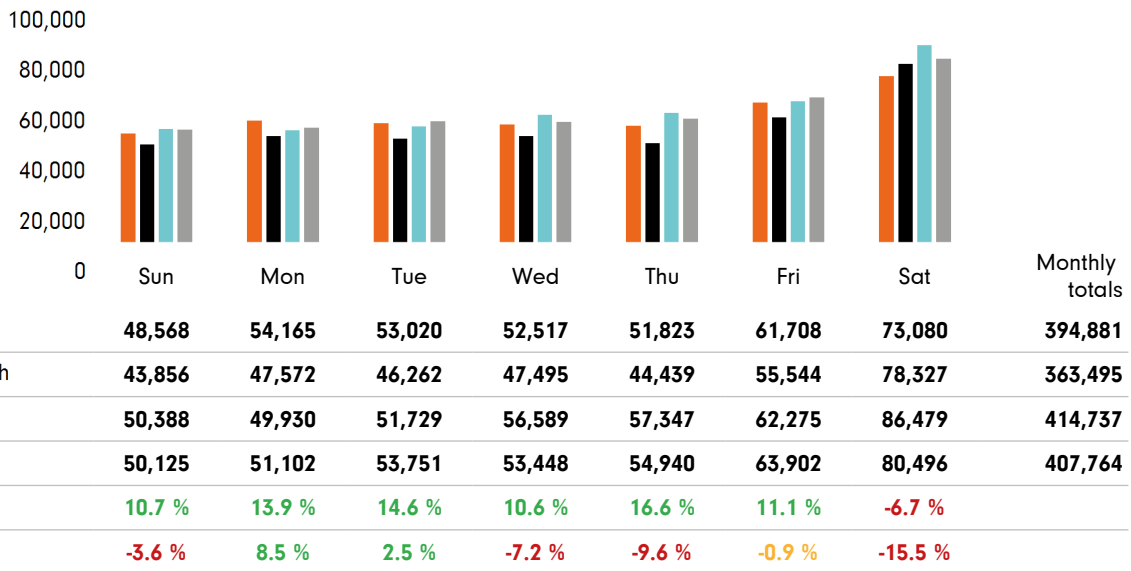
Footfall by hour

The figures shown below are calculated using a weekly average

Footfall Report
Chester

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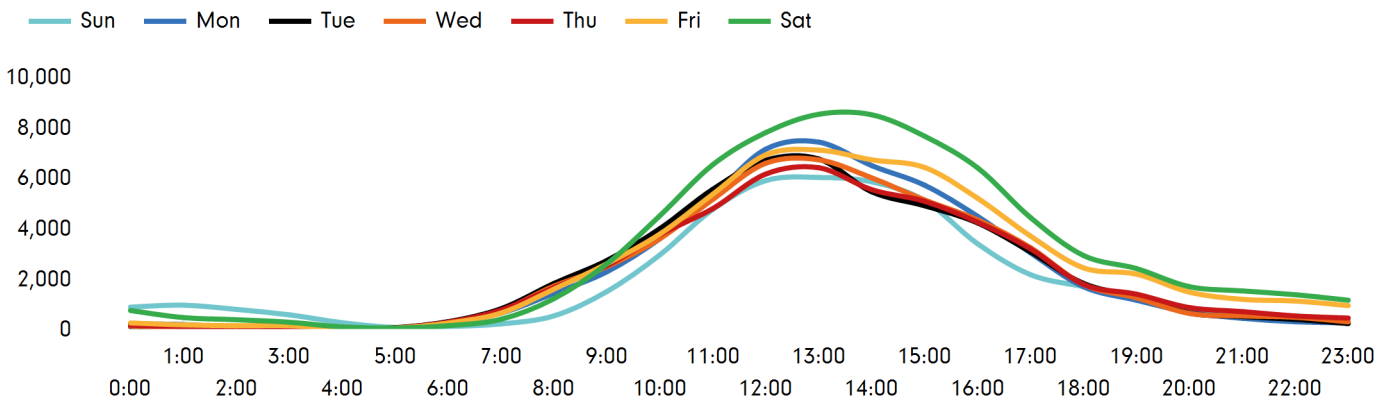
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
2018-2019	444,607	445,951	463,259	457,079	425,043	410,864	400,661	411,752	328,538	355,466	363,498	394,884
2017-2018	450,243	442,757	471,471	472,720	425,241	432,845	415,532	429,400	341,315	368,472	369,738	414,741
2016-2017	397,854	394,995	454,609	485,449	453,636	442,247	411,168	465,691	336,870	379,993	399,521	407,766
Year on Year %	-1.3%	0.7%	-1.7%	-3.3%	0.0%	-5.1%	-3.6%	-4.1%	-3.7%	-3.5%	-1.7%	-4.8%
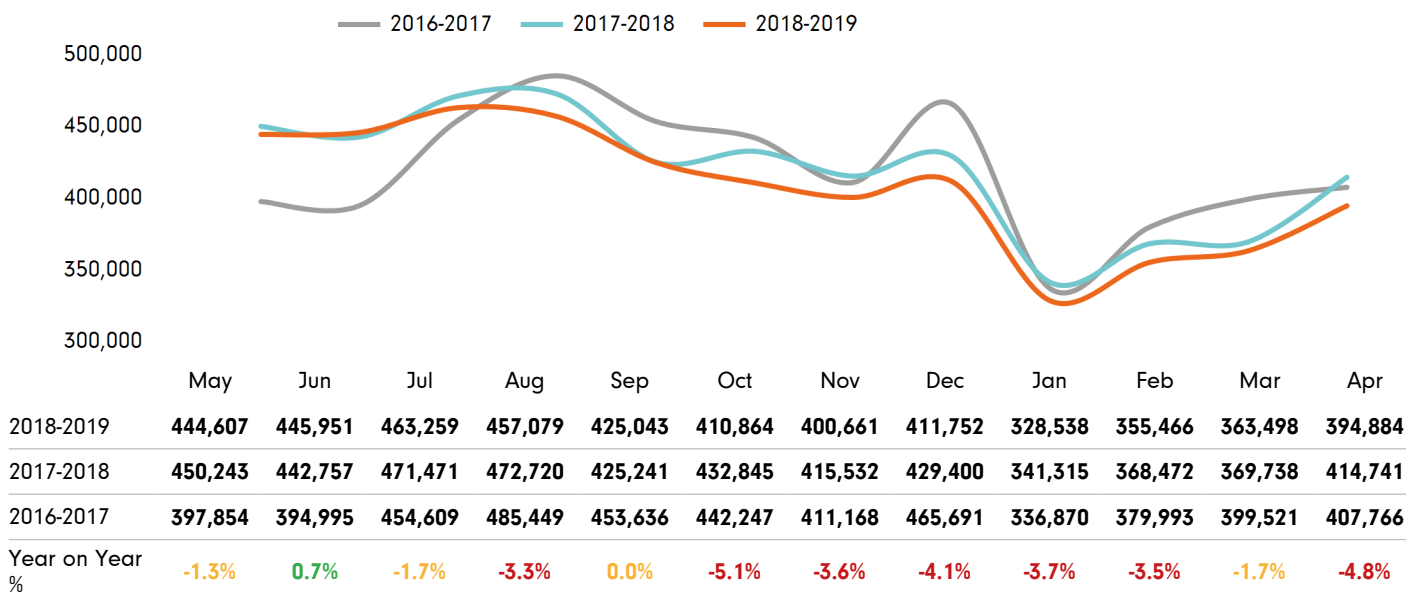
Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for April compares April 2019 to April 2018

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 14	Week 15	Week 16	Week 17
This year	358,256	401,471	452,591	367,219
Previous year	410,300	418,192	429,109	401,363
Year on year %	-12.7%	-4.0%	5.5%	-8.5%
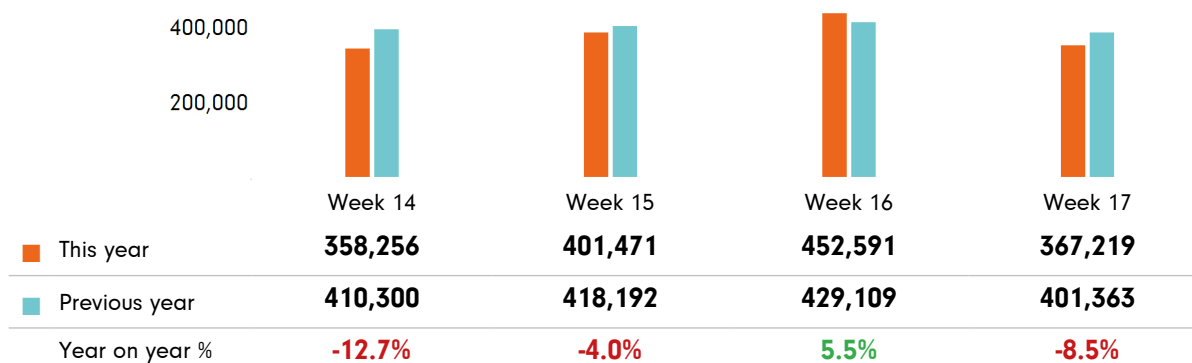
Footfall by location

The figures shown below are calculated using weekly averages.

Legend: ■ This month ■ Previous month ■ Previous year ■ 2 Years ago
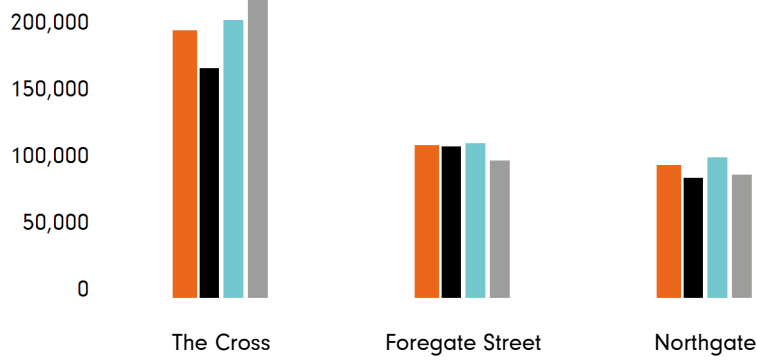
	The Cross	Foregate Street	Northgate
This Month	**190,148**	**109,250**	**95,486**
Previous Month	**165,319**	**110,198**	**87,981**
Previous Year	**199,322**	**112,671**	**102,749**
2 Years Ago	**216,765**	**100,599**	**90,403**
Year on Year %	**-4.6 %**	**-3.0 %**	**-7.1 %**

Footfall by location

- The Cross, 48.2 %
- Foregate Street, 27.7 %
- Northgate, 24.2 %

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 April , 2019 Vs January, 2018 to April , 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.4 2019 Vs 3 2019

Footfall Report
Chester

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