



**Chester**

December 2014

01/12/2014 to 04/01/2015



REGION - North & Yorkshire

Monday to Sunday

COUNT TYPE: Footfall Counts

**Monthly Footfall**

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2014	2013	2014	2013	2014	2013
Chester	▼ -4.1 %	▲ 2.6 %	▼ -7.5 %	▼ -1.1 %	▲ 6.6 %	▲ 21.1 %
North & Yorkshire	▼ -0.2 %	▼ -2.3 %	▼ -1.0 %	▼ -3.4 %	▲ 4.6 %	▲ 15.5 %
UK	▼ -1.1 %	▼ -1.2 %	▼ -1.7 %	▼ -3.6 %	▲ 4.6 %	▲ 9.4 %

**Headlines**

Footfall for the year to date is 4.1% down on the previous year.

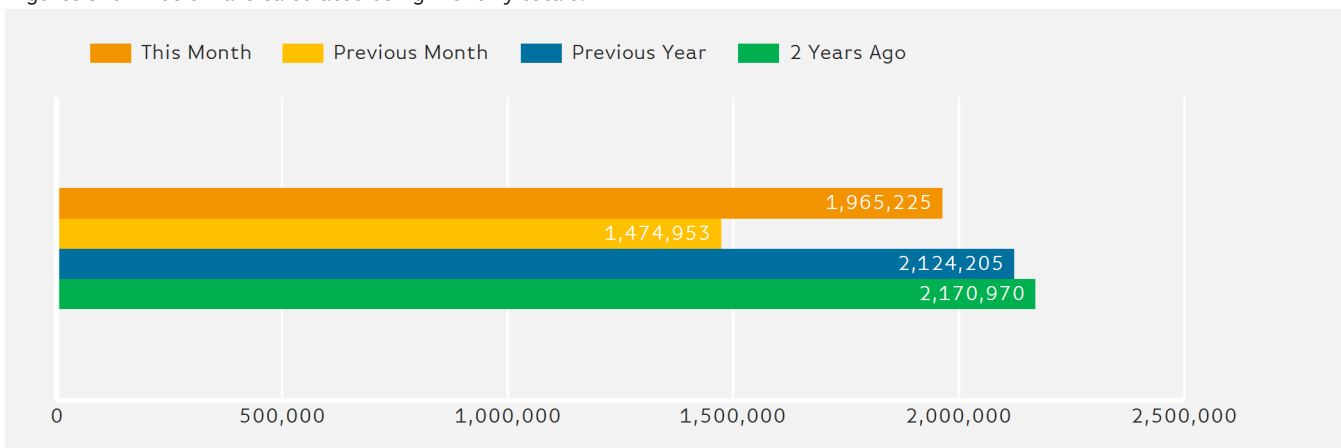
Footfall month commencing 1 December 2014 was 1,965,225.

The busiest day in month commencing 1 December 2014 was Saturday 13 December with 104,215 visitors.

The peak hour of the month was 13:00 on Saturday with footfall of 12,268

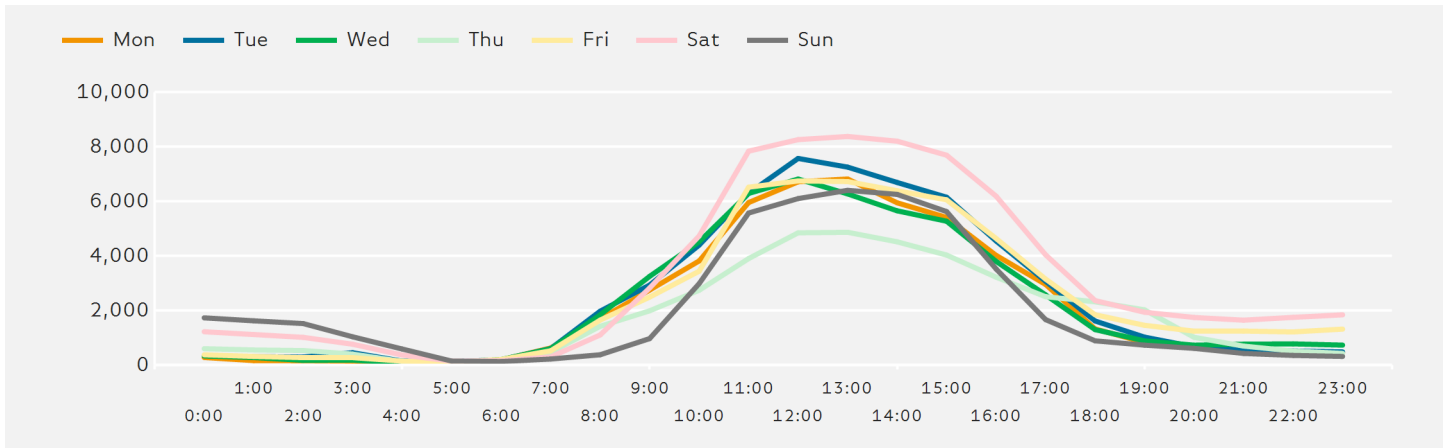
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



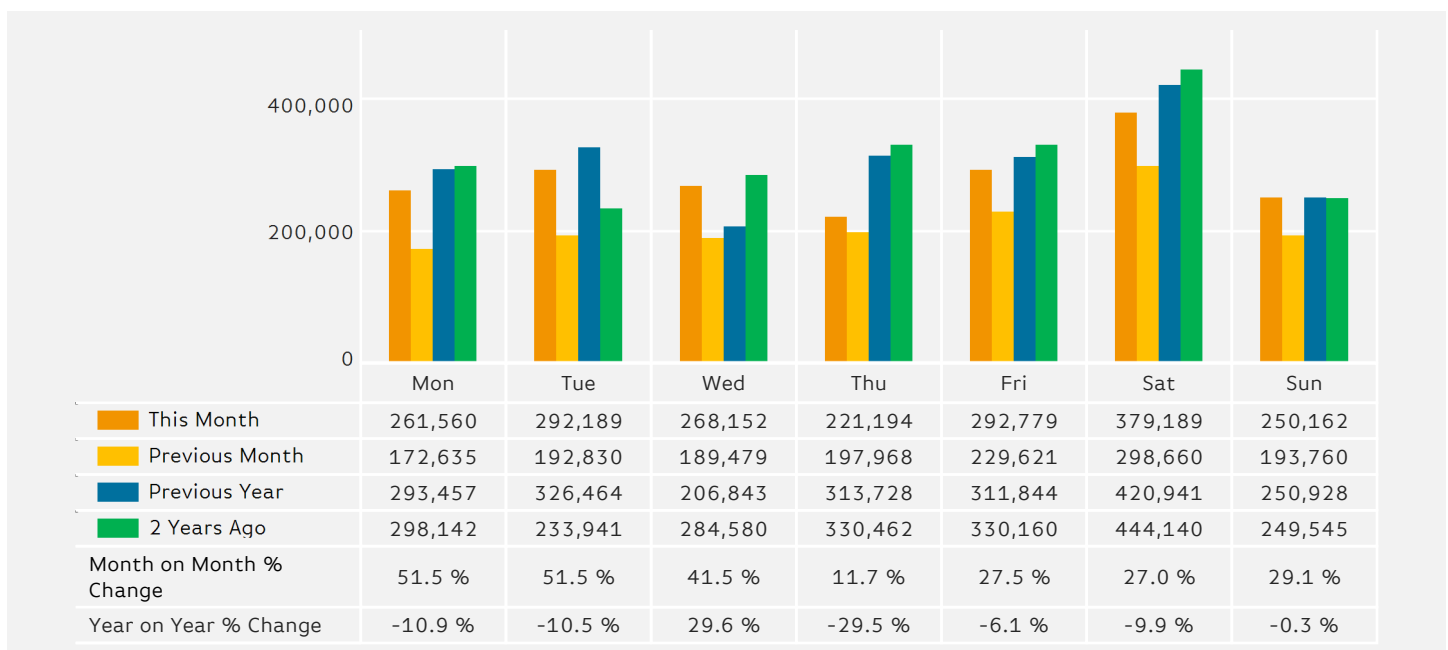
Number of days this month	17	5	13
Number of days same month last year	15	10	10

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2014	8.7	4.1
2013	9.8	4.5

### Footfall by Day

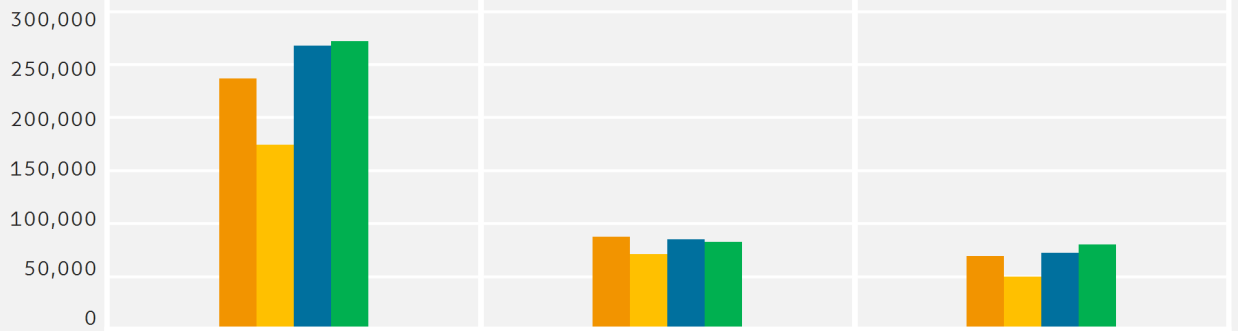
The figures shown below are calculated using monthly totals.



### Footfall Totals

The figures shown below is calculated using weekly averages.

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



	The Cross	Foregate Street	Northgate
This Month	236,634	87,197	69,214
Previous Month	174,421	70,829	49,741
Previous Year	267,462	85,084	72,295
2 Years Ago	271,778	82,528	79,888
Year on Year % Change	-11.5 %	2.5 %	-4.3 %

### Footfall Totals

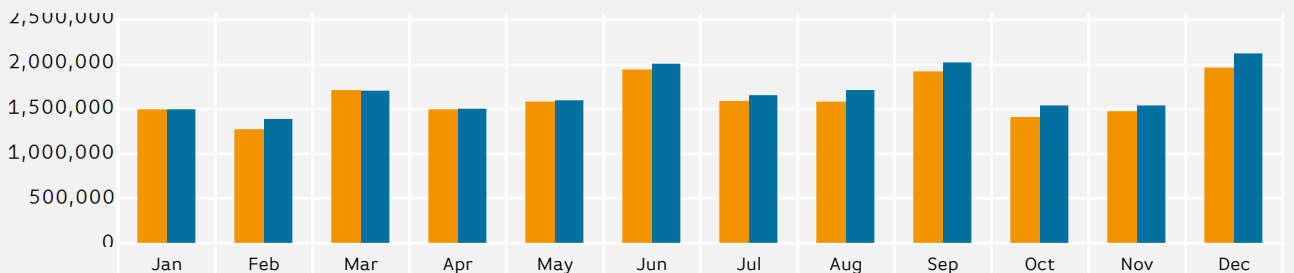
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



■ The Cross, 60.2 %  
■ Foregate Street, 22.2 %  
■ Northgate, 17.6 %

### Footfall by Month



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	1,493,866	1,273,080	1,714,320	1,498,523	1,578,408	1,942,573	1,588,091	1,585,254	1,920,004	1,410,848	1,474,953	1,965,225
Previous Year	1,495,752	1,389,830	1,703,727	1,502,138	1,594,071	2,009,903	1,654,650	1,710,916	2,023,277	1,541,212	1,536,412	2,124,205
Annual % Change	-0.1%	-8.4%	0.6%	-0.2%	-1.0%	-3.3%	-4.0%	-7.3%	-5.1%	-8.5%	-4.0%	-7.5%

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.  
Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.  
Week on Week % Change is the % change in footfall for this week from the previous week.